



November 5, 2020

BSE Limited
Scrip: 535755 & 890148

National Stock Exchange of India Limited
Symbol: ABFRL & ABFRLPP

Sub. : Reporting of violation under the Code of Conduct to regulate, monitor and report trading by Designated Persons in listed or proposed to be listed securities of Aditya Birla Fashion and Retail Limited [*“the Company”*]

Ref. : 1. Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015
2. SEBI circular no. SEBI/HO/ISD/ISD/CIR/P/2020/135 dated July 23, 2020
3. ISIN: INE647O01011 & IN9647O01019

Dear Sir/ Madam,

Pursuant to the above referred, the details of violation by a Designated Persons of the Company are appended below:

Sr. no.	Particulars	Details	
1.	Name of the Listed Company / ~~Intermediary~~ / ~~Fiduciary~~	Aditya Birla Fashion and Retail Limited	
2.	Reporting in capacity of Listed Company / ~~Intermediary~~ / ~~Fiduciary~~	Listed Company	
3.	A. Details of Designated Person [“DP”]		
i.	Name of the DP	Mr. Prasoon Mukharji	Mr. Sukhnandan Bhalla
ii.	PAN of the DP	ANYPM4448B	AHRPB0964C
iii.	Designation of DP	Vice President - Special Projects	Deputy General Manager - Finance & Commercial
iv.	Functional Role of DP	Strategy & Planning	Finance & Accounts
v.	Whether DP is Promoter or belongs to Promoter Group	No	No

Page 1 of 3

ADITYA BIRLA FASHION AND RETAIL LIMITED

Registered Office:

Piramal Agastya Corporate Park, Building ‘A’,
4th and 5th Floor, Unit No. 401, 403, 501, 502,
L.B.S. Road, Kurla, Mumbai - 400 070

CIN: L18101MH2007PLC233901
Tel.: +91 86529 05000
Fax: +91 86529 05400

Website: www.abfrl.com
E-mail: secretarial.abfrl@adityabirla.com



Sr. no.	Particulars	Details					
	B. If Reporting is for immediate relative of DP						
i.	Name of the immediate relative of DP	Mrs. Arunima Mukharji			Mrs. Charanjeet Kaur Bhalla		
ii.	PAN of the immediate relative of DP	ALJPB9477C			AOBPB5573N		
	C. Details of transaction(s)						
i.	Name of the scrip	535755 / ABFRL			535755 / ABFRL		
ii.	No of shares traded and value (₹) (Date- wise)	Date of trade	No. of shares	Value per share	Date of trade	No. of shares	Value per share
		23-10-2020	30	₹ 174.40	23-10-2020	100	₹ 160.10
		26-10-2020	10	₹ 160.20			
		29-10-2020	10	₹ 154.50			
	D. In case value of trade(s) is more than ₹10 lacs in a calendar quarter						
i.	Date of intimation of trade(s) by concerned DP/ director/ promoter/ promoter group to Company under regulation 7 of SEBI (PIT) Regulations, 2015	NA			NA		
ii.	Date of intimation of trade(s) by Company to stock exchanges under regulation 7 of SEBI (PIT) Regulations, 2015						
4.	Details of violations observed under Code of Conduct	Traded during shut period					
5.	Action taken by Listed company / ~~Intermediary/ Fiduciary~~	Strict written warnings issued					
6.	Reasons recorded in writing for taking action stated above	1. Inadvertent trade by the immediate relative. 2. First instance of violation.					
7.	Details of the previous instances of violations, if any, since last financial year	NA			NA		
8.	If any amount collected for Code of Conduct violation(s)						
i.	Mode of transfer to SEBI - IPEF (Online/ Demand Draft)						
ii.	Details of transfer/payment	NA			NA		
	In case of Online:						

ADITYA BIRLA FASHION AND RETAIL LIMITED

Registered Office:

Piramal Agastya Corporate Park, Building 'A',
4th and 5th Floor, Unit No. 401, 403, 501, 502,
L.B.S. Road, Kurla, Mumbai - 400 070

CIN: L18101MH2007PLC233901
Tel.: +91 86529 05000
Fax: +91 86529 05400

Website: www.abfrl.com
E-mail: secretarial.abfrl@adityabirla.com



Sr. no.	Particulars	Details	
	Particulars		
	Name of the transferor		
	Bank Name, branch and Account number		
	UTR/Transaction reference Number		
	Transaction date		
	Transaction Amount (in Rs.)	NA	NA
	In case of Demand Draft (DD):		
	Particulars		
	Bank Name and branch		
	DD Number		
	DD date		
	DD amount (in Rs.)		
9.	Any other relevant information	NA	NA

This is for your information and record.

For **Aditya Birla Fashion and Retail Limited**

GEETIKA
ANAND
Digitally signed
by GEETIKA
ANAND
Date: 2020.11.05
21:13:38 +05'30'

Geetika Anand
VP, Company Secretary and Compliance Officer

PAN: AKDPA0263E
E-mail ID: geetika.anand@adityabirla.com

ADITYA BIRLA FASHION AND RETAIL LIMITED

Registered Office:

Piramal Agastya Corporate Park, Building 'A',
4th and 5th Floor, Unit No. 401, 403, 501, 502,
L.B.S. Road, Kurla, Mumbai - 400 070

CIN: L18101MH2007PLC233901
Tel.: +91 86529 05000
Fax: +91 86529 05400

Website: www.abfrl.com
E-mail: secretarial.abfrl@adityabirla.com