April 11, 2019

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001

National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex,
Bandra (E), Mumbai - 400 051

Sub.: **Intimation regarding variation in terms of Preference Shares issued by Aditya Birla Fashion and Retail Limited** ("the Company")

Ref.:
1. **Regulation 29(3) and 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015** ("SEBI Listing Regulations")
2. **Our intimation dated March 25, 2019 with respect to proposed variation in the terms of Preference Shares**
3. **Scrip Codes: BSE - 535755; NSE - ABFRL**

Dear Sir/ Madam,

Please be informed that the Board of Directors of the Company *(by way of circular Resolution)* has today i.e. April 11, 2019, approved the variation in terms of the Preference Shares issued by the Company, from time to time, to the extent of extending their respective Redemption dates by a period of 5 years, more particularly as under:

Class of Preference Shares	Revised Redemption Date
5,00,000, 8% Redeemable Cumulative Preference Shares of ₹ 10/- each	March 29, 2024
500, 6% Redeemable Cumulative Preference Shares of ₹ 100/- each	October 12, 2024

Thanking you.

Yours faithfully,
For **Aditya Birla Fashion and Retail Limited**

Geetika Anand
Asst. Vice President & Company Secretary