



May 15, 2025

BSE Limited
Scrip code: 535755

National Stock Exchange of India Limited
Symbol: ABFRL

Sub.: **Material Information/Updates about the Scheme of Arrangement among Aditya Birla Fashion and Retail Limited** (“Demerged Company/Company”), **Aditya Birla Lifestyle Brands Limited** (“Resulting Company”) **and their respective shareholders and creditors** (“Scheme”)

Ref.: 1. **Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015** (“SEBI Listing Regulations”)
2. **SEBI Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024** (“SEBI Circular”)
3. **Our earlier intimations: April 23, 2025 and May 1, 2025**

Dear Sir/ Madam,

In furtherance to our earlier intimations and captioned subject, we would like to inform you that the Aditya Birla Lifestyle Brands Limited, Resulting Company, at its Board Meeting held today, has approved the following appointments:

- Mr. Dharmendra Lodha as Chief Financial Officer and Key Managerial Personnel w.e.f. May 15, 2025 and
- Mr. Rajeev Agrawal (*Membership No. A18877*) as Company Secretary and Compliance Officer, Key Managerial Personnel w.e.f. May 15, 2025.

Communication dated May 15, 2025 received from the Resulting Company is enclosed as **Annexure I**.

This is for your information and records.

Thanking you.

Sincerely,
For Aditya Birla Fashion and Retail Limited


Anil Malik
President & Company Secretary



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.abfri.com
E-mail: secretarial@abfri.adityabirla.com



Annexure I

May 15, 2025

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

Sub.: Disclosure of the Material Information/Updates about the Scheme of Arrangement among Aditya Birla Fashion and Retail Limited ("Demerged Company"), Aditya Birla Lifestyle Brands Limited ("Resulting Company"/ "Company") and their respective shareholders and creditors ("Scheme")

Ref.: Outcome of the Board Meeting held on May 15, 2025

Dear Sir/Madam,

This is to inform you that the Board of Directors of the Company at its meeting held today *inter-alia*, considered and approved the following matters:

1. Appointment of Mr. Dharmendra Lodha as Chief Financial Officer and Key Managerial Personnel of the Company w.e.f. May 15, 2025 and
2. Appointment of Mr. Rajeev Agrawal (*Membership No. A18877*) as Company Secretary and Compliance Officer, Key Managerial Personnel of the Company w.e.f. May 15, 2025.

Brief details of appointment as required under SEBI Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024 are enclosed herewith as Annexure A.

Thanking you,

Yours sincerely,

For **Aditya Birla Lifestyle Brands Limited**


Jagdish Bajaj
Director



Encl: As above

Aditya Birla Lifestyle Brands Limited

Corporate Office:

Kh No. 118/110/1, Building 2, Divyashree
Technopolis, Yemalur Main Rd, off HAL
Airport Road, Bengaluru- 560037

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

Website: www.ablbi.in

E-mail: secretarial.ablbi@abfri.adityabirla.com

Tel.: +91 86529 05000

CIN: U46410MH2024PLC423195



Annexure A

A. Appointment of Mr. Dharmendra Lodha as Chief Financial Officer

Sr. No.	Particulars	Details
a)	Reason for change viz. appointment, resignation, removal, death or otherwise	Appointment of Mr. Dharmendra Lodha as Chief Financial Officer and Key Managerial Personnel
b)	Date of appointment/ cessation (as applicable) & Term of appointment/ re-appointment	May 15, 2025
c)	Brief Profile	<p>Mr. Dharmendra Lodha brings with him over 17 years of diverse experience across the Consumer and Retail sectors, managing the entire spectrum of the Finance function. His expertise spans financial governance, cash flow management, capital infusion, stakeholder management with bankers and auditors, and building strong finance capabilities aligned to business needs.</p> <p>Prior to his appointment in the Company, Mr. Lodha served as Senior Vice President- Finance at Pidilite, where he led Corporate Finance, Manufacturing Finance, Controllership, and FP&A, managing a team of 50 professionals. He is a Chartered Accountant from the 2006 batch.</p>
d)	Disclosure of relationships between directors (in case of appointment of a director)	Not Applicable



Aditya Birla Lifestyle Brands Limited

Corporate Office:

Kh No. 118/110/1, Building 2, Divyashree Technopolis, Yemalur Main Rd, off HAL Airport Road, Bengaluru- 560037

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

Website: www.ablbl.in

E-mail: secretarial.ablbl@abfirl.adityabirla.com

Tel.: +91 86529 05000

CIN: U46410MH2024PLC423195



B. Appointment of Mr. Rajeev Agrawal as Company Secretary and Compliance Officer

Sr. No.	Particulars	Details
a)	Reason for change viz. appointment, resignation, removal, death or otherwise	Appointment of Mr. Rajeev Agrawal as Company Secretary & Compliance Officer and Key Managerial Personnel
b)	Date of appointment/ cessation (as applicable) & Term of appointment/ re-appointment	May 15, 2025
c)	Brief Profile	<p>Mr. Rajeev Agrawal is a member of the Institute of Company Secretaries of India and a law graduate having more than 20 years of experience (including 14 years with the Aditya Birla Group in various roles). Prior to his appointment in the Company, he was associated with the Demerged Company i.e. Aditya Birla Fashion and Retail Limited as Vice President.</p> <p>He has expertise in the field of Merger & Acquisitions, Corporate Governance, Corporate Restructuring, Fund Raising, Compliance and due diligence etc.</p> <p>His key achievements over the years <i>inter alia</i> includes significant role in merger of Aditya Birla Nuvo Limited with Grasim Industries Limited & subsequent demerger and listing of Financial Services arm of Aditya Birla Group i.e. Aditya Birla Capital Limited, Restructuring of Garment Business of the Group, successful Open Offer, Acquisition & Merger of TCNS Clothing and Fund Raising through various modes including Qualified Institutional Placement, Preferential Issue etc.</p>
d)	Disclosure of relationships between directors (in case of appointment of a director)	Not Applicable



Aditya Birla Lifestyle Brands Limited

Corporate Office:

Kh No. 118/110/1, Building 2, Divyashree Technopolis, Yemalur Main Rd, off HAL Airport Road, Bengaluru- 560037

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

Website: www.ablbi.in

E-mail: secretarial.ablbi@abfrl.adityabirla.com

Tel.: +91 86529 05000

CIN: U46410MH2024PLC423195