



April 23, 2025

BSE Limited
Scrip code: 535755

National Stock Exchange of India Limited
Symbol: ABFRL

Sub.: Effective date of Scheme of Arrangement among Aditya Birla Fashion and Retail Limited ("Demerged Company"/"ABFRL"), Aditya Birla Lifestyle Brands Limited ("Resulting Company"/"ABLBL") 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. Our earlier intimation: March 27, 2025 and April 22, 2025

Dear Sir/ Madam,

In furtherance to our earlier intimations and captioned subject, we wish to inform you that today, both ABFRL and ABLBL have filed the certified copy of the Order passed by Hon'ble National Company Law Tribunal, Mumbai bench, with the Registrar of Companies, Mumbai and consequently all conditions precedent to the effectiveness of the Scheme are satisfied.

Accordingly, Effective Date in terms of the Scheme is May 1, 2025, being first day of the month following the month in which all conditions precedents are satisfied. Appointed Date as per the Scheme is April 1, 2024.

Further, the Board of Directors of ABFRL and ABLBL, have today taken note of effectiveness of the Scheme w.e.f. May 1, 2025.

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:

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