



March 25, 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 of proposal to be placed before the Board of Directors of Aditya Birla Fashion and Retail Limited ("the Company") for variation in the redemption date of the Cumulative Redeemable Preference Shares issued by the Company

Ref.: 1. Regulation 29(3) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations")
2. Scrip Codes: BSE - 535755; NSE - ABFRL

Dear Sir/ Madam,

This is to inform you that the Board of Directors of the Company propose to consider [by way of circular resolution on/ after April 10, 2019] modification of the term of its Cumulative Redeemable Preference Shares as under:

Class of Preference Shares	5,00,000 8% Redeemable Cumulative Preference Shares of ₹ 10/- each	500, 6% Redeemable Cumulative Preference Shares of ₹ 100/- each
Name of the Preference Shareholders	Aditya Birla Nuvo Limited [now Grasim Industries Limited]	(i) Infocyper (India) Private Limited (ii) Naman Finance and Investment Private Limited
Term	10 years	10 years
Date of Redemption	March 30, 2019	October 13, 2019
Proposed Revision [in terms of the consent obtained from all the Preference Shareholders]		
Term	15 years	15 years
Date of Redemption	March 29, 2024	October 12, 2024

The above is for your information.

Thanking you.

Yours faithfully,
For Aditya Birla Fashion and Retail Limited

Neeraj
For Geetika Anand

Asst. Vice President & Company Secretary

