



January 29, 2026

BSE Limited
Scrip code: 535755

National Stock Exchange of India Limited
Symbol: ABFRL

Sub.: Change in senior management personnel of the Company

**Ref.: 1. Regulation 30 (read with Schedule III-Part A) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 and
2. SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024**
("SEBI Master Circular")

Dear Sir/Madam,

With reference to the captioned subject, this is to inform you that Mr. Anant Kumar Daga, CEO – TCNS Division and Senior Management Personnel ("SMP"), has tendered his resignation from the services of the Company with effect from close of business hours on April 30, 2026 due to personal reasons.

Mr. Sooraj Bhat, currently CEO – Ethnic Business and SMP of the Company will take additional responsibility of TCNS and will be re-designated as Chief Executive Officer – Ethnic Business and TCNS w.e.f. May 1, 2026.

Requisite details as required under SEBI Master Circular are enclosed as **Annexure A, Annexure B and Annexure C**.

This is for your information and record.

The above is being made available on the Company's website i.e. www.abfrl.com

Thanking you,

For **Aditya Birla Fashion and Retail Limited**

Rajeev Agrawal
Company Secretary & Compliance Officer
ACS 18877

Encl: As above

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 **Website:** www.abfrl.com
Tel.: +91 86529 05000 **E-mail:** secretarial@abfrl.adityabirla.com
Fax: +91 86529 05400



Annexure A

a) Disclosure of information pursuant to SEBI Master Circular

Sr. No.	Particulars	Details
a)	Reason for change viz. appointment, resignation, removal, death or otherwise	Resignation of Mr. Anant Kumar Daga as Chief Executive Officer – TCNS Division and SMP, due to personal reasons.
b)	Date of appointment/cessation (as applicable) & Term of appointment/ re-appointment	W.e.f. closure of business hours of April 30, 2026
c)	Brief Profile (in case of appointment)	Not Applicable
d)	Disclosure of relationships between directors (in case of appointment of a director)	Not Applicable

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Annexure B

b) Disclosure of information pursuant to SEBI Master Circular

Sr. No.	Particulars	Details
a)	Reason for change viz. appointment, resignation, removal, death or otherwise	Change in role from CEO – Ethnic Business to CEO – Ethnic Business and TCNS Mr. Sooraj Bhat is already an SMP
b)	Date of appointment/cessation (as applicable) & Term of appointment/ re-appointment	Change in role effective from May 1, 2026.
c)	Brief Profile (in case of appointment)	Mr. Sooraj Bhat is currently CEO – Ethnic Business for Aditya Birla Fashion and Retail Ltd. (ABFRL). Prior to this, he was Deputy CEO of Pantaloons. He has also served as CEO of Fast Fashion division in ABFRL & also looked after International Brands Division. He joined Madura Garments (now Aditya Birla Fashion and Retail Limited - ABFRL) in 2002 and has been with the company since then. He was honoured with “Exceptional Contributor for Business Success” in 2014, by the Chairman of the Aditya Birla Group. He is an IIM Bangalore (PGDM - Marketing and Strategy) alumnus and a mechanical engineer from Regional Engineering College (Now National Institute of Technology - NIT) - Calicut.
d)	Disclosure of relationships between directors (in case of appointment of a director)	Not Applicable

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Annexure C

ANANT KUMAR DAGA

January 28, 2026

To,

The Board of Directors

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

Subject: Resignation from the position of the CEO -TCNS Division and senior management personnel of Aditya Birla Fashion and Retail Limited

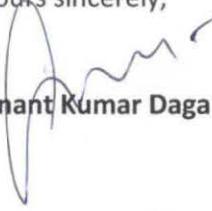
Dear Board Members,

I Anant Kumar Daga, hereby tender my resignation as the CEO – TCNS Division and senior management personnel of the Company due to personal reasons.

I will continue to discharge my duties in the current role until the close of business hours on April 30, 2026.

I appreciate the opportunity and am thankful for your support and guidance through my tenure with the Company.

Yours sincerely,


Anant Kumar Daga