



August 23, 2016

National Stock Exchange of India Limited

Exchange Plaza, 5th Floor, Plot No. C/1, G-Block,
Bandra-Kurla Complex, Bandra (East),
Mumbai – 400 051.
Fax # 022- 26598322

Kind Attention:- Mr. Avishkar Naik, Chief Manager, Surveillance, National Stock Exchange of India Limited

Ref.: Email from National Stock Exchange of India Limited dated August 23, 2016 (“said email”), requesting clarification w.r.t. the news item which appeared in the Economic Times dated August 23, 2016 captioned “Kishore Biyani led Future Group is in early discussions with Aditya Birla Retail (ABRL) to buy or merge the latter’s more supermarket business” (“said news”)

Dear Sir/ Madam,

This is in reference to the said email requesting clarification about the said news, received by us today.

In that regard, we would like to clarify that the Company referred to in the said news i.e. “Aditya Birla Retail Limited” (which carries on the food and grocery business) is a distinct and different legal entity from our Company i.e. “Aditya Birla Fashion and Retail Limited” (“the Company/ ABFRL”) (which carries on the fashion & lifestyle business).

In view of the above, it is clarified that

- the said news does not pertain to ABFRL nor is there any proposal w.r.t. ABFRL, which has reached the stage which would trigger Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015; and
- the increase in prices of the scrip of the Company today i.e. on August 23, 2016, on Stock Exchange(s)/ National Stock Exchange of India Limited (“NSE”)/ BSE Limited (“BSE”), cannot be said to be attributable to the said news.

Further, we would like to assure you of the fact that we would, as in the past, promptly inform the Stock Exchange(s) and the shareholders about any event, information etc. which is material and which may have a bearing on the operation/performance of the Company which includes all price sensitive information etc., as per the regulatory requirements under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Trust this clarifies.

Thanking you.

For **Aditya Birla Fashion and Retail Limited**

GEETIKA
ANAND
Geetika Anand

Asst. Vice President & Company Secretary

Aditya Birla Fashion and Retail Limited (formerly known as Pantaloons Fashion & Retail Limited)

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