August 1, 2026

BSE Limited
Scrip code: 544403

National Stock Exchange of India Limited
Symbol: ABLBL

Sub.: Investor Presentation of the Board Meeting of the Company

Ref.: Regulation 30 (read with Schedule III - Part A) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations")

Dear Sir/ Madam,

Pursuant to the above referred Listing Regulation, kindly note that the Board of Directors of the Company at its meeting held today i.e., Saturday, August 1, 2026, have inter alia considered and approved the Unaudited Standalone & Consolidated Financial Results along with Limited Review Report for the quarter ended June 30, 2026.

Enclosed is the investor presentation in this regard.

The above is being made available on the Company's website i.e., www.ablbl.in.

Thanking you.

Yours Sincerely,

For Aditya Birla Lifestyle Brands Limited

Rameez Abdul Hamid Shaikh
Digitally signed by Rameez Abdul Hamid Shaikh
Date: 2026.08.01 18:06:59 +05'30'

Rameez Shaikh
Company Secretary and Compliance Officer
A24939

Encl.: As above

Q1 FY27

PERFORMANCE HIGHLIGHTS

CONTENTS

Market Update

Demand trend in line with previous quarters

- Broad-based traction remains intact across categories and channels
- Inflation's impact on sentiments to be observed

Occasion wear consumption softer vs LY

- Inauspicious period affected peak wedding period
- Premiumization trend remains intact

Input costs witness inflationary pressure

- Early signs visible in raw material, logistics and wages
- Further escalation to be monitored closely

Quick-com expands in fashion from a low base

- Platforms are scaling their rapid-delivery capabilities
- Driven by impulse and last-minute purchases

CONTENTS

ABLBL Network

3362
Brand Stores

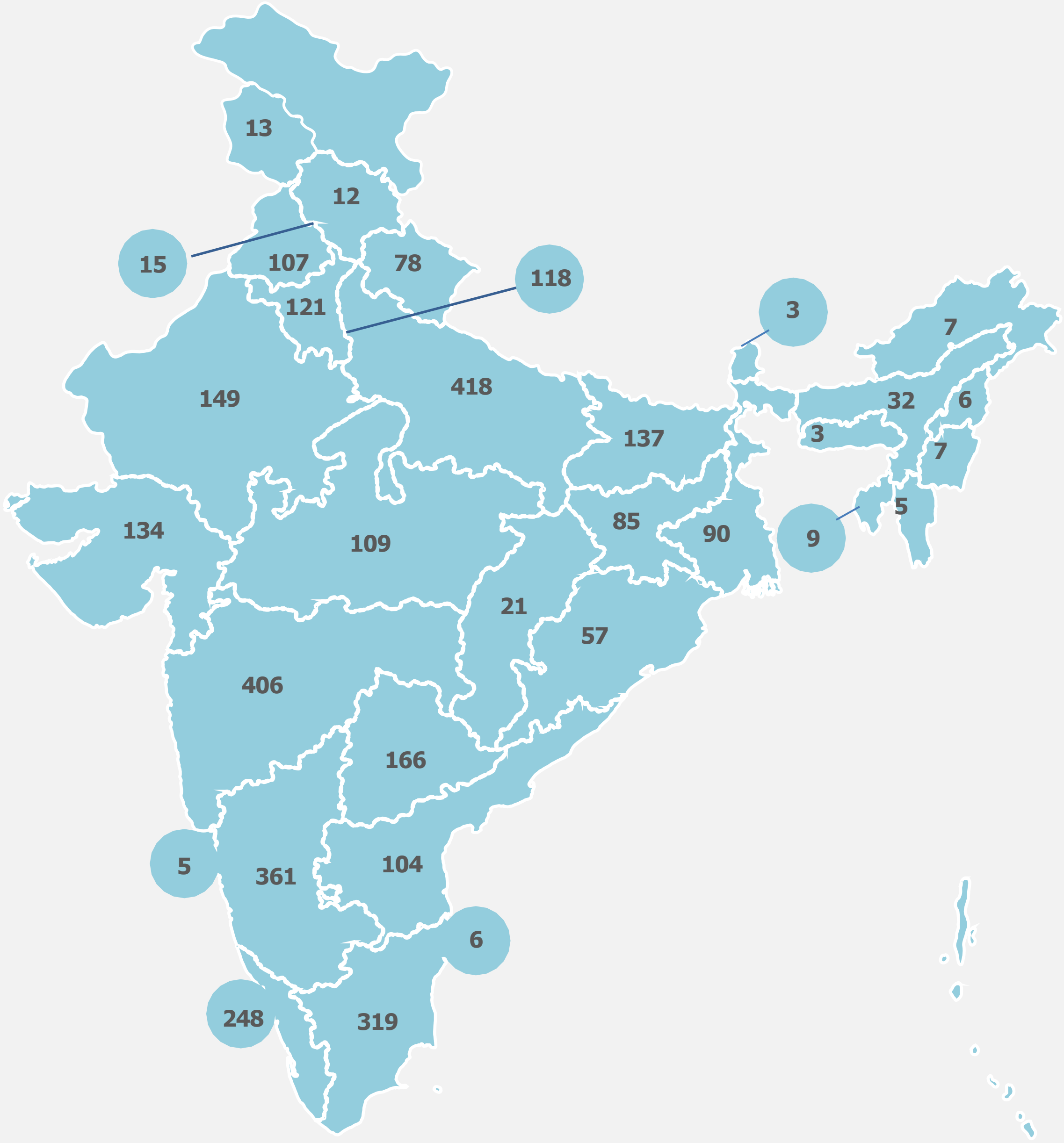
800+
Cities & Towns presence

560+
Small Town stores

190+
No. of Malls presence

Footprint
(million sq. ft.)

5.0
Jun'26



Organic Growth fuels Strong Q1 Performance

11%
Revenue Growth

14%
EBITDA Growth

8%
L2L Growth

21%
PAT Growth

Q1 HIGHLIGHTS

Third consecutive quarter of double-digit growth

- Overall revenue grew 11% vs LY
  - Lifestyle Brands delivered 10% YoY
  - Emerging business expanded 19% vs LY

Profitability growth ahead of revenue

- EBITDA up 14% YoY, with margin at 16.0%
  - Lifestyle brands margin at 18.5%
  - Emerging business margin at 4.3%, up 240 bps vs LY
- PBT up 39% vs LY

Robust E-commerce momentum continues

- Channel grew 23% YoY driven by
  - Strong marketplace performance
  - Own E-commerce business posts strong YoY growth
    - Hyperlocal activation & enhanced product catalogue

Consistent retail like-to-like performance

- Overall retail LTL growth stood at 8%
  - 7th consecutive quarter of strong LTL growth
  - Cycling a double digit LTL in same quarter LY

ABLBL HIGHLIGHTS | **Q1**

(In Rs. Cr.)	ABLBL Consolidated		
	Q1 FY26	**Q1 FY27**	**Growth (Vs. LY)**
Revenue	**1841**	**2046**	***11%***
EBITDA	**286**	**327**	***14%***
EBITDA Margin	***15.5%***	***16.0%***	
EBIT	**113**	**122**	
PBT	**28**	**39**	***39%***
PAT	**24**	**29**	***21%***

- Revenue up by 11% vs LY
  - Broad based growth across brands and channels
- EBITDA up 14% YoY
  - Margin at 16.0%, up ~50 bps YoY
- PBT up 39% YoY
- PAT up 21% YoY

ABLBL SEGMENTAL | **Q1**

Consolidated Financials (In Rs. Cr.)	Revenue		Growth	EBITDA		EBITDA%	
	Q1 FY26	Q1 FY27	Vs FY26	Q1 FY26	Q1 FY27	Q1 FY26	Q1 FY27
Lifestyle Brands[1]	1570	1725	10%	285	319	18.1%	18.5%
Emerging Business[1]	279	332	19%	5	14	1.9%	4.3%
Elimination	-8	-11		-4	-6		
ABLBL	**1841**	**2046**	**11%**	**286**	**327**	**15.5%**	**16.0%**

- **Lifestyle Brands :** Consistent growth with healthy profitability
  - Revenue grew 10% YoY, driven by sustained performance across channels
  - EBITDA rose 12% vs LY, with margin at 18.5%, up ~40 bps YoY
- **Emerging business :** Strong growth with margin expansion
  - Delivered 19% YoY growth, led by strong retail and E-com performance
  - EBITDA margin expanded by 240 bps YoY, led by scale benefits and operating leverage

1. ABGL earlier classified under Emerging Businesses, since Q2 FY26 has been reported as part of Lifestyle Brands (net revenue & EBITDA), reflecting the integration of its manufacturing operations within the segment

CONTENTS

ABLBL Channel Update | **Q1**

(in Rs. Cr.)	Q1 FY26	Q1 FY27	vs. LY
Retail	1170	1289	10%
Wholesale	365	384	5%
E-commerce	232	286	23%
Others	73	86	18%
Total	**1841**	**2046**	**11%**

LIFESTYLE BRANDS

LOUIS PHILIPPE

PETER ENGLAND

ALLEN SOLLY

VAN HEUSEN

SIMON CARTER
LONDON

Lifestyle Brands

Q1 FY27 Update

- Business delivered revenue of Rs. 1725 Cr, up 10% YoY
  - Overall retail channel grew 9% vs LY
    - LTL growth stood at 7%, with the small town network recording another double digit LTL quarter
  - E-commerce growth consistently on track across platforms, up 20% YoY
    - Own e-commerce business grew by over 50%
  - Wholesale performance was impacted by lower primary sales
    - Secondary sales remained healthy

- Overall EBITDA increased by 12%, to Rs. 319 Cr
  - EBITDA margin at 18.5%, up ~40 bps YoY

- Total network >2950 stores, spanning ~4.5 Mn sq.ft.

ALLEN SOLLY

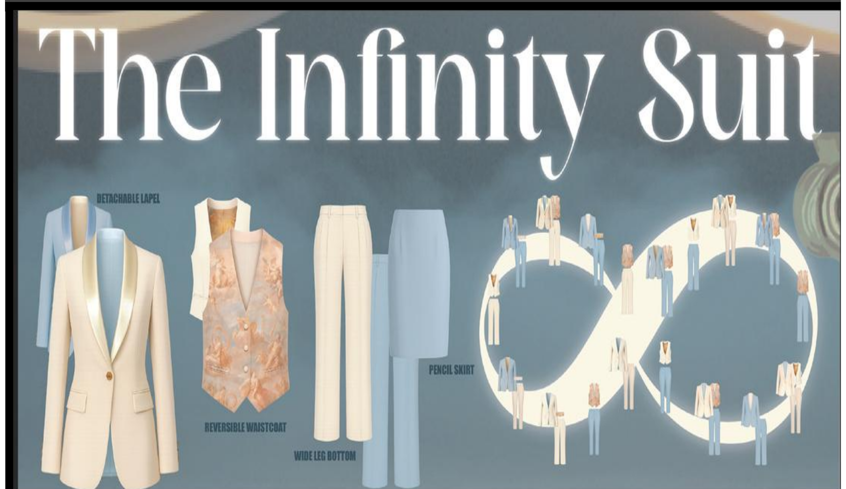
Key Stories
"The Grand Slam"

Key Product Pipeline

Upgraded Retail Experience

Key Stories
Bespoke "Champagne & Toast"

Product Innovation
"The Infinity Suit"



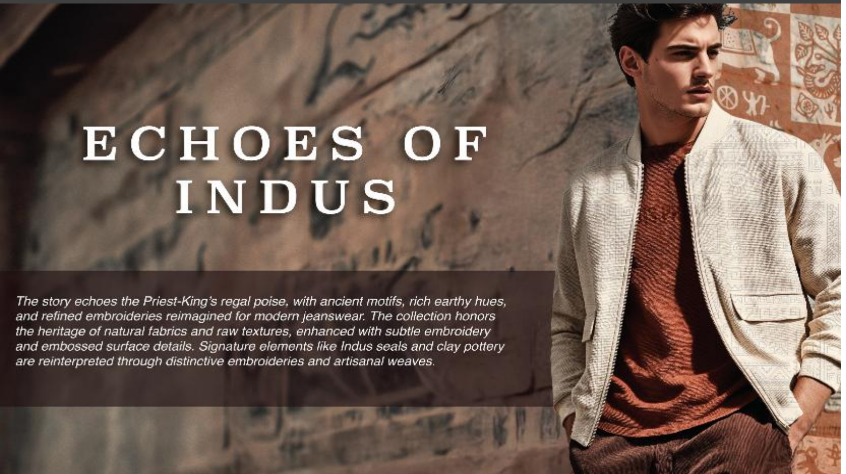
LOUIS PHILIPPE

Key Stories
LP "Golf Lifestyle"

Key Product Innovations
"Pigmentum"

Enhancing retail experience across network

Key Stories
LP Jeans present "Echoes of Indus"



Key Product Innovations
"Permapress SOZO"

PETER ENGLAND

Key Stories
"Velvet Wedding"

Key Product Innovation
"Crafted Knits"

Enhancing Retail Experience
with launch of new retail identity

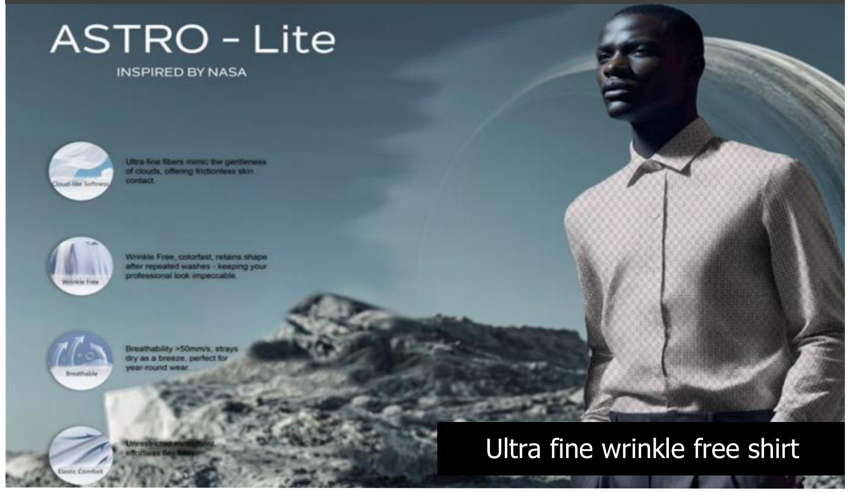
Key Stories
Heritage Collection

Key Product Innovation
"Soft Formal"

VAN HEUSEN

Key Stories
"Fables of Unicorn"

Key Product Innovations
"Astro Lite"



Ultra fine wrinkle free shirt

Enhancing Retail Experience

Key Stories
"Black Orchid"

Key Product Innovations
"SoftSense"

EMERGING BUSINESS

AMERICAN EAGLE

Reebok

VAN HEUSEN
INNERWEAR

Emerging Business

Q1 FY27 Update

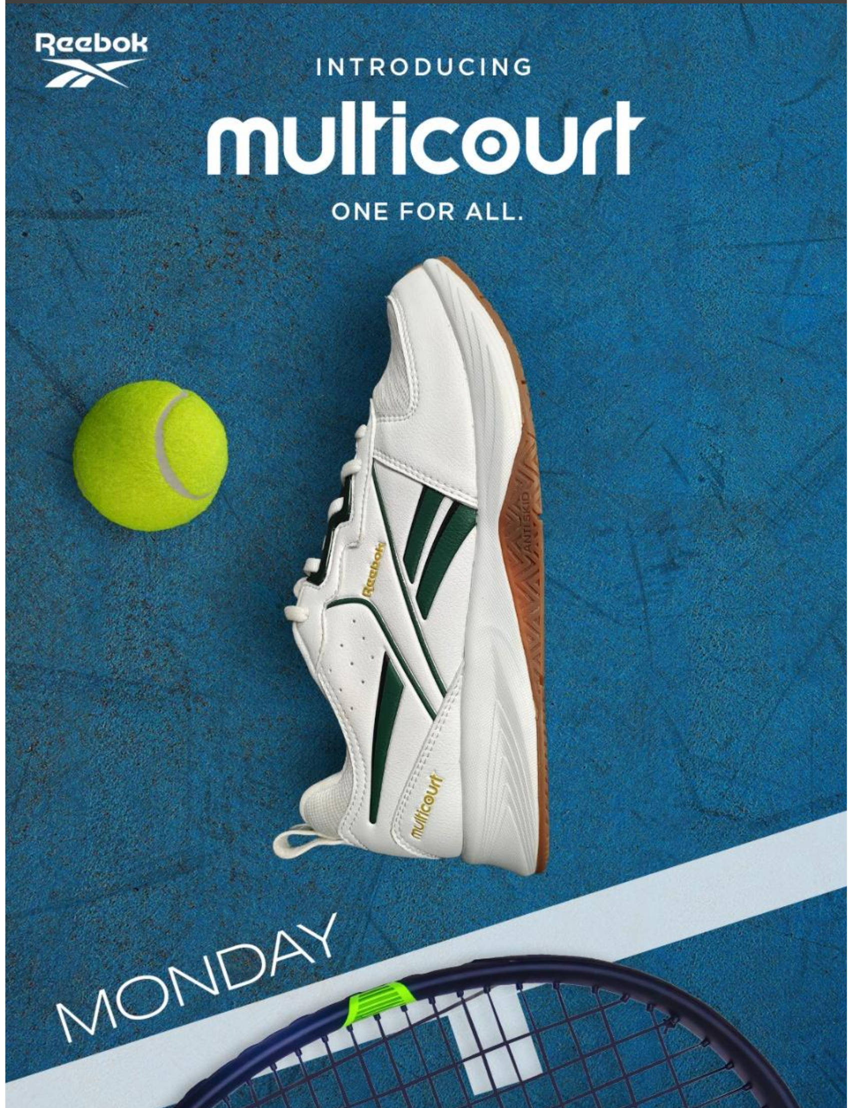
- Overall portfolio revenue grew 19% vs LY
    - Strong growth across Reebok, Innerwear and American Eagle
- Retail LTL growth stood at 11% YoY
- Strong E-com performance, growing over 30% YoY
    - Healthy secondary sales sustained across partners
- EBITDA margin expansion by 240 bps to reach 4.3%
- New product launches across brands broadened the portfolio and attracted new customer segments
- Total portfolio network now exceeds 400 stores

Reebok

New Launches across footwear

Comfilux for Women

Reebok "Multi-Court"



New Launches across apparel

VAN HEUSEN®
INNERWEAR

VH Innerwear Retail Store

Regaining winning position in premium Departmental Store

Complete destination for Men’s & Women’s innerwear

Auto Replenishment system for distributors

Direct to Retailers

AMERICAN EAGLE

American Eagle with Ananya Pandey

Key Stories

Key Product Pipeline

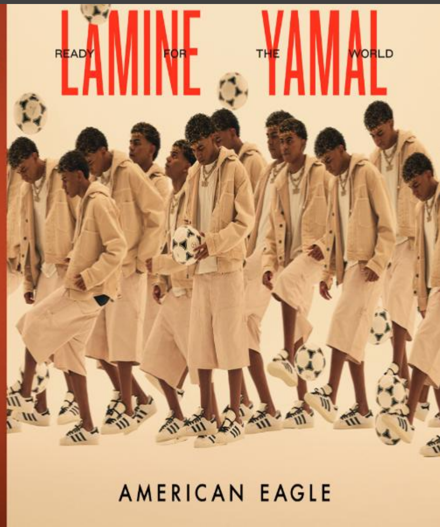

Colored Denim


Relaxed Oxfords


Low rise straight

Driving Reach through retail

New Campaign



CONTENTS

ABLBL | P&L Statement

Consolidated (In Rs. Cr.)	ABLBL	
	Q1 FY26	Q1 FY27
Revenue from Operations	1841	2046
Other Income	23	18
Total Income	**1863**	**2064**
EXPENSES		
Cost of Materials Consumed	276	299
Purchases of Stock-in-Trade	554	484
Changes in Inventories	-141	14
Employee Benefits Expenses	235	249
Finance Costs	85	83
Depreciation & Amortisation Expense	173	204
Rent Expenses	190	193
Other Expenses	464	500
Total Expenses	**1835**	**2025**
Profit before Tax	**28**	**39**
Tax Expenses	4	10
Net Profit after Tax	**24**	**29**

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