

BIRLA GROUP HOLDINGS PRIVATE LIMITED

Regd. Office: Industry House, 1st floor, 159 Churchgate Reclamation, Mumbai - 400 020

CIN: U67120MH1980PTC023476

Tel No.: +91 9702049209

Email: birlagroupholdings@gmail.com

Date: 11.03.2026

BSE Limited
25th Floor
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai – 400001

National Stock Exchange of India Limited
Exchange Plaza
Bandra Kurla Complex
Bandra (East)
Mumbai – 400 051

Aditya Birla Lifestyle Brands 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

Dear Sirs,

Sub: Disclosure under Regulation 29(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

We enclose herewith the requisite disclosure under Regulation 29(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 in the prescribed format duly filled in and signed for your reference, record and doing the needful in the matter.

Please acknowledge receipt.

Thanking you,

Yours faithfully,

For Birla Group Holdings Private Limited



(Shrikant Turalkar)
Company Secretary
ACS- 14772



Encl: as above

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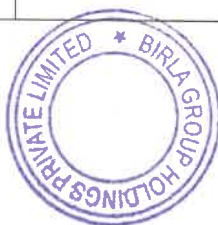
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DISCLOSURES UNDER REGULATION 29(2) OF SEBI (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011

1. Name of the Target Company (TC)	Aditya Birla Lifestyle Brands Limited		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Birla Group Holdings Private Limited		
3. Whether the acquirer belongs to Promoter/Promoter group	Yes		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BSE Limited National Stock Exchange of India Limited		
5. Details of the acquisition/disposal as follows	Number	% w.r.t. total share/voting capital wherever applicable (*)	% w.r.t. total diluted share/voting capital of the TC (**)
Before the acquisition/disposal under consideration, holding of acquirer along with PACs of :			
a) Shares carrying voting rights	21,22,94,965	17.39	17.39
b) Shares in the nature of encumbrance (pledge/ lien / non-disposal undertaking / others)	Nil	Nil	Nil
c) Voting rights (VR) otherwise than by equity shares	Nil	Nil	Nil
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category)	Nil	Nil	Nil
e) Total (a+b+c+d)	21,22,94,965	17.39	17.39
Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold	2,91,92,900	2.39	2.39



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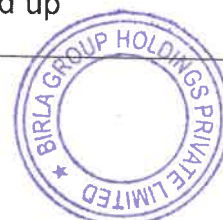
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b) VRs acquired/sold otherwise than by equity shares	Nil	Nil	Nil
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold	Nil	Nil	Nil
d) Shares encumbered/ invoked / released by the acquirer	Nil	Nil	Nil
e) Total (a+b+c+/-d)	2,91,92,900	2.39	2.39
After the acquisition/sale, holding of:			
a) Shares carrying voting rights	18,31,02,065	15.00	15.00
b) Shares encumbered with the acquirer	Nil	Nil	Nil
c) VRs otherwise than by shares	Nil	Nil	Nil
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition	Nil	Nil	Nil
e) Total (a+b+c+d)	18,31,02,065	15.00	15.00
6. Mode of acquisition/ sale (e.g. open market/ off market/ public issue / rights issue / preferential allotment / inter-se transfer etc.)	Open Market Sale		
7. Date of acquisition of / sale of shares / VR or date of receipt of intimation of allotment of shares, which ever is applicable	02.03.2026 (59,90,900) 04.03.2026 (56,00,000) 05.03.2026 (56,02,000) 06.03.2026 (60,00,000) 09.03.2026 (60,00,000)		
8. Equity share capital / total voting capital of the TC before the said acquisition/ sale.	No. of Equity Shares – 122,05,04,009 Equity shares of Rs. 10/- each fully paid up Amount – Rs. 1220,50,40,090/-		
9. Equity share capital/ total voting capital of the TC after the said acquisition/sale	No. of Equity Shares – 122,05,04,009 Equity shares of Rs. 10/- each fully paid up Amount – Rs. 1220,50,40,090/-		
10. Total diluted share/voting capital of the TC after the said acquisition/sale.	No. of Equity Shares – 122,05,04,009 Equity shares of Rs. 10/- each fully paid up Amount – Rs. 1220,50,40,090/-		



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Note:

(*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(**) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

For **Birla Group Holdings Private Limited**



(Shrikant Turalkar)
Company Secretary
ACS- 14772



Place: Mumbai

Date: 11.03.2026