

FLIPKART INVESTMENTS PRIVATE LIMITED

(the "Company")

(Company Registration No.: 202028804R)

(Incorporated in the Republic of Singapore)

October 6, 2025

BSE Limited

1st floor, Phiroze Jeejeebhoy Towers
Dalal Street, Fort

Mumbai 400 001
Maharashtra, India

National Stock Exchange of India Limited

Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra (E)

Mumbai 400 051
Maharashtra, India

The Board of Directors

Aditya Birla Lifestyle Brands Ltd

Building A, Piramal Agastya Corporate Park
4th and 5th Floor, Unit No. 401, 403, 501, 502
L.B.S Road, Kurla
Mumbai 400 070
Maharashtra, India

Sir/ Madam,

Sub: Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 by Flipkart Investments Private Limited in respect of sale of equity shares of Aditya Birla Lifestyle Brands Ltd

In compliance with Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, as amended, please find enclosed the requisite disclosure.

For and on behalf of **Flipkart Investments Private Limited**

ANKIT

BAJORIA

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ANKIT BAJORIA
Date: 2025.10.06
18:08:34 +05'30'

Name: Ankit Bajoria

Designation: Authorized Signatory

Place: Singapore

Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, as amended

Name of the Target Company (TC)	Aditya Birla Lifestyle Brands Ltd				
Name(s) of the acquirer /seller and Persons Acting in Concert (PAC) with the acquirer /seller	Seller: Flipkart Investments Private Limited				
Whether the acquirer /seller belongs to Promoter/ Promoter group	No				
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BSE Limited National Stock Exchange of India Limited				
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 (**)		
		% w.r.t. total share capital	% w.r.t. total voting capital	% w.r.t. total diluted share capital of the TC	% w.r.t. total diluted voting capital of the TC
Before the acquisition/ sale under consideration, holding of:					
a) Shares carrying voting rights	73,170,731	6.00	6.02	6.00	6.02
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	Nil	Nil	Nil	Nil	Nil
c) Voting rights (VR) otherwise than by shares	Nil	Nil	Nil	Nil	Nil
d) Warrants/convertible securities/any other instrument that entitles the acquirer / seller to receive shares carrying voting rights in the T C (specify holding in each category)	Nil	Nil	Nil	Nil	Nil
Total (a+b+c+d)	73,170,731	6.00	6.02	6.00	6.02
Details of acquisition/sale					
a) Shares carrying voting rights acquired /sold	73,170,731	6.00	6.02	6.00	6.02
b) VRs acquired /sold otherwise than by shares	Nil	Nil	Nil	Nil	Nil
c) Warrants/convertible securities/any other instrument that entitles the	Nil	Nil	Nil	Nil	Nil

acquirer /seller to receive shares carrying voting rights in the TC (specify holding in each category) acquired /sold					
d) Shares encumbered /invoked/released by the acquirer /seller	Nil	Nil	Nil	Nil	Nil
Total (a+b+c+d)	73,170,731	6.00	6.02	6.00	6.02
After the acquisition/sale, holding of:					
a) Shares carrying voting rights	0	0	0	0	0
b) Shares encumbered with the acquirer /seller	Nil	Nil	Nil	Nil	Nil
c) VRs otherwise than by shares	Nil	Nil	Nil	Nil	Nil
d) Warrants/convertible securities/any other instrument that entitles the acquirer seller to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition	Nil	Nil	Nil	Nil	Nil
Total (a+b+c+d)	0	0	0	0	0
Mode of acquisition /sale (e.g. open market/ off-market/ public issue / rights issue / preferential allotment/ inter-se transfer etc.).	Open market sale				
Date of acquisition /sale of shares/ VR or date of receipt of intimation of allotment of shares , whichever is applicable	October 6, 2025				
Equity share capital/ total voting capital of the TC before the said acquisition /sale	Equity share capital: 1,220,294,773 equity shares of INR 10 each Total voting capital: 1,215,983,784 equity shares of INR 10 each (as per the shareholding pattern as of June 30, 2025, as publicly disclosed by the TC)				
Equity share capital/ total voting capital of the TC after the said acquisition /sale	Equity share capital: 1,220,294,773 equity shares of INR 10 each Total voting capital: 1,215,983,784 equity shares of INR 10 each (as per the shareholding pattern as of June 30, 2025, as publicly disclosed by the TC)				
Total diluted share/voting capital of the TC after the said acquisition /sale	Equity share capital: 1,220,294,773 equity shares of INR 10 each Total voting capital: 1,215,983,784 equity shares of INR 10 each (as per the shareholding pattern as of June 30, 2025, as publicly disclosed by the TC)				

(*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchanges under Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, i.e., the shareholding pattern as of June 30, 2025.

(**) 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 Flipkart Investments Private Limited

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BAJORIA

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18:08:52 +05'30'

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