

IPAMC/58(IV)/26-27

October 08, 2026

To,
National Stock Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex, Bandra (E),
Mumbai – 400 051.

Sub: Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations 2011

Dear Sir/Madam,

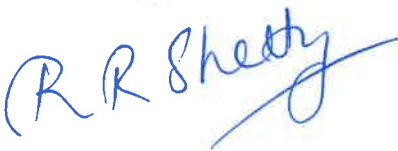
This is to inform you that ICICI Prudential Mutual Fund (the Fund) including iSIF under its various schemes/investment strategies holds equity shares of Aditya Birla Lifestyle Brands Ltd. (the Company) whose shares are listed on your stock exchange.

In this regard, kindly note that the schemes/investment strategies of the Fund have done acquisition of 60,00,000 shares of the company on October 07, 2026. As a result of the aforesaid purchase, the shareholding of the Fund has exceeded 5% of the paid-up capital of the Company.

The holding by schemes/investment strategies of the Fund are from an investment perspective and not with the objective of seeking any controlling interest. However, the disclosures in this regard as required under Regulation 29(1) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 is enclosed herewith.

Thanking you

For ICICI Prudential Asset Management Company Limited

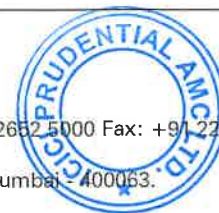


 **Rakesh Shetty**
Chief Compliance Officer & Company Secretary

Format for Disclosure under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

PART – A – Details of the Acquisition

Name of the Target Company (TC)	Aditya Birla Lifestyle Brands Ltd.		
Name(s) of the acquirer/Seller and Person Acting in Concert (PAC) with the acquirer	ICICI Prudential Mutual Fund		
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 shares /voting capital wherever applicable	% w.r.t. total diluted share / voting capital of the TC
Before the acquisition under consideration, holding of acquirer along with PACs of:			
a) Shares carrying voting rights	6,06,55,682	4.97	4.96
b) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/others)	--	--	--
c) Voting rights (VR) otherwise than by equity shares	--	--	--
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)	--	--	--
e) Total (a+b+c+d)	6,06,55,682	4.97	4.96
Details of acquisition (Net)			
a) Shares carrying voting rights acquired.	60,00,000	0.49	0.49
b) VRs acquired otherwise than by equity shares	--	--	--
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	--	--	--
d) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/others)			
e) Total (a+b+c+d)	60,00,000	0.49	0.49



(Signature)

After the acquisition, holding of acquirer along with PACs of:			
a) Shares carrying voting rights	6,66,55,682	5.46	5.45
b) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/others)	--	--	--
c) Shares pledged with the acquirer	--	--	--
d) VRs otherwise than by equity shares	--	--	--
e) 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	--	--	--
e) Total (a+b+c+d)	6,66,55,682	5.46	5.45
(Note: the percentages have been rounded off to the nearest number)			
Mode of purchase (e.g. open market/public issue/rights issue/preferential allotment/inter transfer/encumbrance, etc.)	Open Market		
Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc.	N.A.		
Date of purchase of/date of receipt of intimation of allotment of shares/VR/warrants/convertible securities/any other instrument that entitles the acquirer/seller to receive shares in the TC.	October 07, 2026		
Equity share capital/total voting capital of the TC before the said acquisition	₹ 12,20,52,16,490 comprising of 1,22,05,21,649 shares of face value ₹10/- each		
Equity share capital/total voting capital of the TC after the said acquisition	₹ 12,20,52,16,490 comprising of 1,22,05,21,649 shares of face value ₹10/- each		
Total diluted share/voting capital of the TC after the said acquisition	₹ 12,23,11,66,610 comprising of 122,31,16,661 shares of face value ₹10/- each		

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Note. —

Total share capital/ voting capital and diluted share/voting capital to be taken as per the latest filing done by the Company to the stock exchanges.

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.

Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.



Rakesh Shetty
Chief Compliance Officer & Company Secretary
Encl: As above

Place: Mumbai

Date: October 08, 2026