



October 31, 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, October 31, 2026, have inter alia considered and approved the Unaudited Standalone & Consolidated Financial Results along with Limited Review Report for the quarter and half year ended September 30, 2026.

Enclosed is the investor presentation in this regard.

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

Thanking you.

Yours Sincerely,

For Aditya Birla Lifestyle Brands Limited

Rameez
Abdul Hamid
Shaikh

Rameez Shaikh
Company Secretary and Compliance Officer
A24939

Encl.: As above

Aditya Birla Lifestyle Brands Limited

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Road, Bengaluru- 560037

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CIN: L46410MH2024PLC423195



Q2 FY27

PERFORMANCE HIGHLIGHTS



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03 Performance of Key Portfolios

04 Financials

Market Update

Demand remains steady in line with past quarters

- Consumption steady despite a volatile operating environment
- Growth momentum remains stronger in lower tier markets

Changing cost dynamics

- Rising input prices and operating expenses driving cost inflation
- Higher minimum wages, logistics and sourcing expenses adding to operating costs

Festive shift impacts YoY performance

- Deferred festivities this year shift occasion-led purchases to Q3
- Regional specific nuances further influence YoY comparability

Positive start to the festive season

- Good Onam business heralds a strong festive season ahead
- Good start to Pujo as well
 - Last year had seen multiple disturbances during Pujo season





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Financials

ABLBL Network

3434

Brand Stores



800+

Cities & Towns
presence



560+

Small Town
stores



190+

No. of Malls
presence

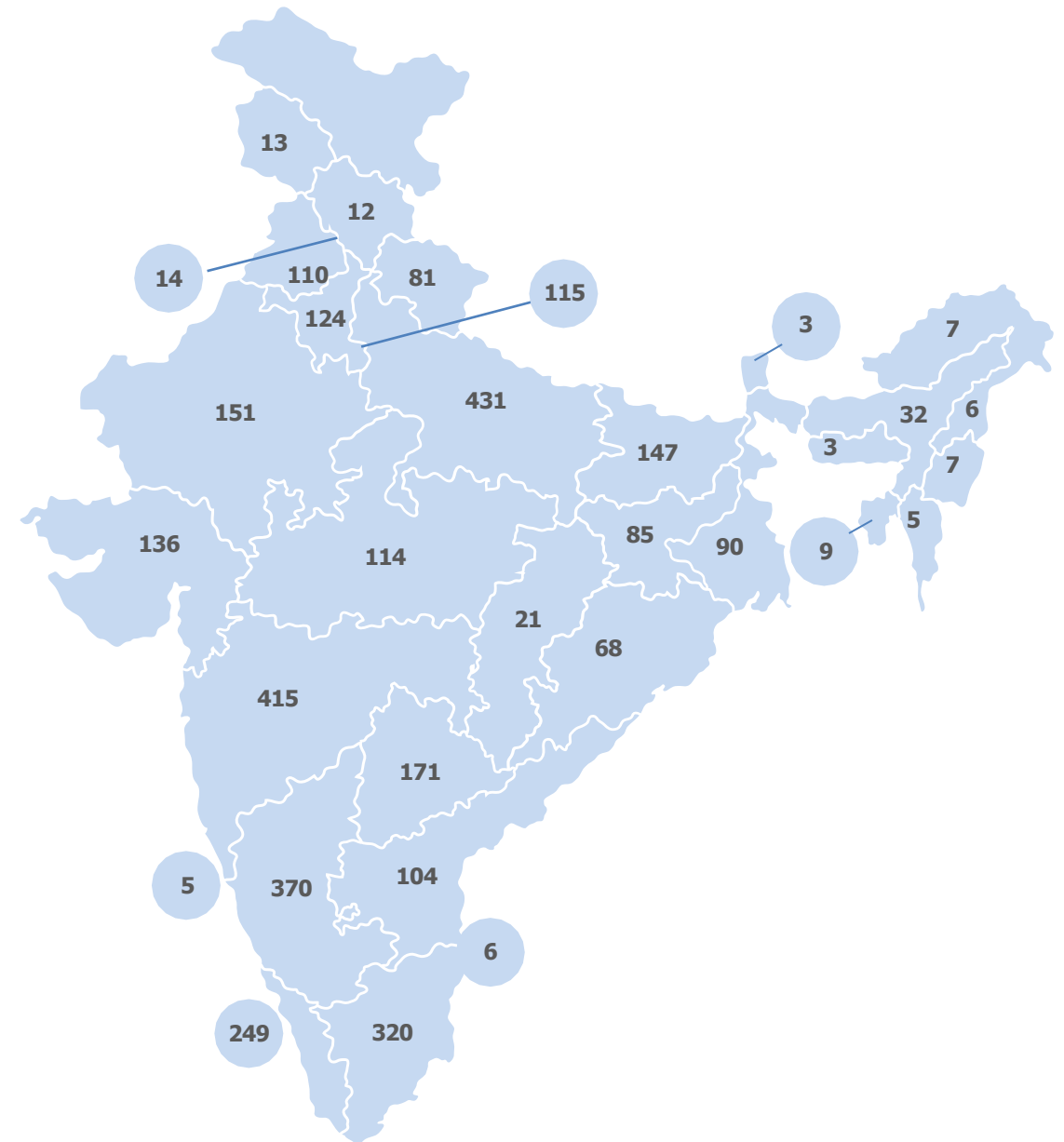


Footprint
(million sq. ft.)



5.1

Sep'26





KEY Q2 YoY HIGHLIGHTS

Strong Multi-Channel Execution **Fuels Q2 Growth**

11%

Revenue Growth

15%

EBITDA Growth

5.3%

L2L Growth

126%

PAT Growth



Q2 HIGHLIGHTS

Double-digit growth for fourth straight quarter

- Overall revenue grew 11% vs LY
 - Lifestyle Brands delivered growth of 9% YoY
 - Emerging business grew 27% vs LY

Fifth consecutive quarter of margin expansion

- EBITDA up 15% YoY, margin at 17.2%
 - Lifestyle brands margin at 19.5%
 - Emerging business margin expanded by 530 bps YoY to 6.8%
- PAT more than doubled, up 126% vs LY

Strong multi-channel performance

- Retail L2L of 5.3%, marking 8th consecutive quarter of robust retail performance
- Wholesale and e-commerce delivered double-digit growth

Store expansion picks up pace

- 100+ new stores added in Q2 vs ~70 in Q1 FY27
 - Highest in more than 2 years
- Accelerated store expansion in first half of the year
 - 180+ gross addition
 - Net addition of 86 stores

ABLBL HIGHLIGHTS | Q2

(In Rs. Cr.)	ABLBL Consolidated		
	Q2 FY26	Q2 FY27	Growth (Vs. LY)
Revenue	2038	2266	11%
EBITDA	338	390	15%
<i>EBITDA Margin</i>	16.6%	17.2%	
EBIT	129	167	
PBT	31	70	127%
PAT	23	53	126%

- Revenue grew 11% vs LY
- EBITDA up 15% YoY at the back of operating leverage
 - Margin expanded ~60 bps YoY to 17.2%
- PBT up 127% YoY
- PAT up 126% YoY

ABLBL SEGMENTAL | Q2

Consolidated Financials (In Rs. Cr.)	Revenue		Growth	EBITDA		EBITDA%	
	Q2 FY26	Q2 FY27	Vs FY26	Q2 FY26	Q2 FY27	Q2 FY26	Q2 FY27
Lifestyle Brands	1754	1906	9%	338	371	19.3%	19.5%
Emerging Business	292	371	27%	4	25	1.5%	6.8%
Elimination	-8	-11		-5	-6		
ABLBL	2038	2266	11%	338	390	16.6%	17.2%

- **Lifestyle Brands:** Another quarter of profitable growth driven by strong brand momentum and focused execution
 - Revenue grew 9% YoY despite shift in the festive calendar
 - EBITDA up 10% vs LY, with margin at 19.5%
- **Emerging business:** All round portfolio performance across channels driven by 11% portfolio LTL and distribution expansion
 - Delivered 27% YoY revenue growth
 - EBITDA margin expanded by 530 bps YoY to 6.8%

ABLBL HIGHLIGHTS | H1

(In Rs. Cr.)	ABLBL Consolidated		
	H1 FY26	H1 FY27	Growth (Vs. LY)
Revenue	3878	4311	11%
EBITDA	623	717	15%
<i>EBITDA Margin</i>	<i>16.1%</i>	<i>16.6%</i>	
EBIT	242	289	
PBT	59	110	85%
PAT	48	82	73%

- Revenue up by 11% vs LY
 - Healthy growth momentum across all brands and channels
- EBITDA up 15% YoY
 - Margin at 16.6%, up ~50 bps YoY
- PBT up 85% YoY
- PAT up 73% YoY

ABLBL SEGMENTAL | H1

Consolidated Financials (In Rs. Cr.)	Revenue		Growth	EBITDA		EBITDA%	
	H1 FY26	H1 FY27	Vs FY26	H1 FY26	H1 FY27	H1 FY26	H1 FY27
Lifestyle Brands	3324	3631	9%	623	690	18.7%	19.0%
Emerging Business	571	703	23%	10	39	1.7%	5.6%
Elimination	-16	-22		-9	-12		
ABLBL	3878	4311	11%	623	717	16.1%	16.6%

- **Lifestyle Brands:** Healthy growth and margin expansion reinforce the strength of the brand portfolio
 - Revenue grew 9% YoY, driven by sustained performance across channels; H1 retail LTL growth stood at 6%
 - EBITDA rose 11% vs LY, with margin expanding ~30 bps YoY to 19.0%
- **Emerging business:** Increasing scale, wider distribution reach and operating leverage further strengthens the portfolio
 - Delivered 23% YoY growth, led by double digit retail LTL and strong E-com performance
 - EBITDA margin expanded by 390 bps YoY to 5.6%



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ABLBL Channel Update | Q2

(In Rs. Cr.)	Q2 FY26	Q2 FY27	vs. LY
Retail	1123	1209	8%
Wholesale	506	597	18%
E-commerce	322	360	12%
Others	86	99	15%
Total	2038	2266	11%



A photograph of four men standing on a balcony overlooking a golf course. The man on the far left wears a dark blue blazer over a light blue shirt. The man next to him wears a white pinstriped suit with a dark shirt and sunglasses. The man in the center wears a dark blue blazer over a white shirt and a striped tie. The man on the far right wears a dark blue blazer over a light blue shirt. All men are wearing white trousers and brown loafers. In the background, there is a green golf course, a white picket fence, and a large brick building with a clock tower under a cloudy sky.

LIFESTYLE BRANDS

LOUIS PHILIPPE

VAN HEUSEN

ALLEN SOLLY

PETER ENGLAND

SIMON CARTER



Lifestyle Brands

Q2 FY27 Update

Business delivered revenue of Rs. 1906 Cr, up 9% YoY

- EBITDA grew by 10% to Rs. 371 Cr with margin at 19.5%

Consistently robust retail performance

- Retail LTL growth stood at 5% YoY
- Small-town network continues to outperform – 6th consecutive quarter of double-digit LTL

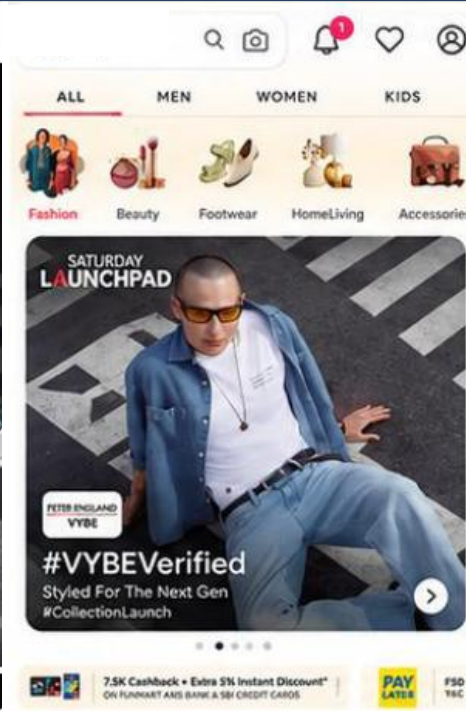
Non-retail channels providing complementary growth momentum

- E-commerce sustained its growth trajectory, delivering high-single-digit growth
- Wholesale accelerated further, growing double digit, led by robust primary sales

Strengthening consumer relevance through product innovation and digital engagement

- Engaging Gen Z consumers through new offerings like Vybe by Peter England
- Targeted digital marketing initiatives driving consumer acquisition
 - H1 own app visits up 250% YoY
- Own e-commerce business up 70% in Q2, led by enhanced hyperlocal capabilities, improved app performance and better customer service

Launch of Vybe by Peter England



ALLEN SOLLY

Key Stories Allen Solly "The Grand Slam"



Key Product Innovations



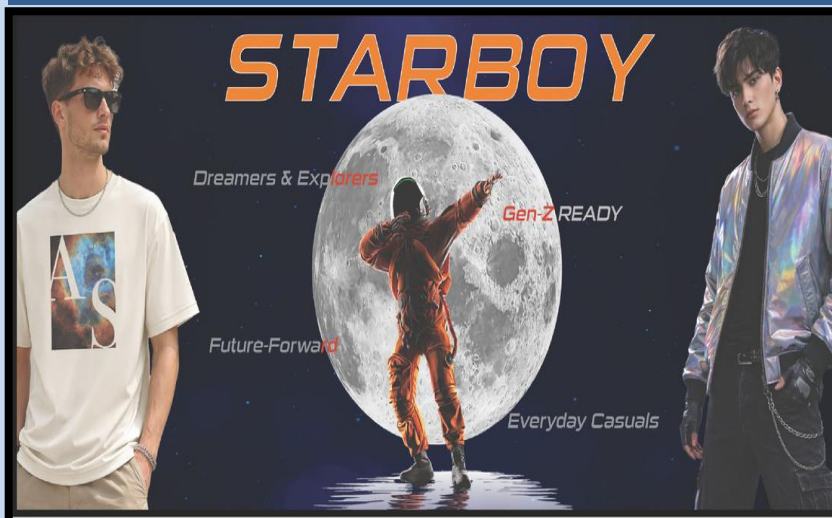
Upgraded retail experience



Key Stories Allen Solly "The Infinity Suit"



Product Innovation "Starboy"



LOUIS PHILIPPE

Key Stories Louis Philippe "Echoes of Indus"

ECHOES OF INDUS

The story echoes the Priest-King's regal poise, with ancient motifs, rich earthy hues, and refined embroideries reimagined for modern jeanswear. The collection honors the heritage of natural fabrics and raw textures, enhanced with subtle embroidery and embossed surface details. Signature elements like Indus seals and clay pottery are reinterpreted through distinctive embroideries and artisanal weaves.



Key Product Innovations "The Greek Odyssey"

LOUIS PHILIPPE
GODS & KINGS
presents



The Greek Odyssey

PREMIUM
70S SATIN

TWO PLY
COTTON
TENCEL

Upgraded retail experience



Key Stories Louis Philippe "Leisure"

LOUIS PHILIPPE
LEISURE



Product Innovation "Kaihara Denims"

KAIHARA DENIMS



HERITAGE INDIGO
WOVEN CRAFTSMANSHIP
BY KAIHARA



AUTHENTIC KAIHARA BLUE
: SIGNATURE ROPE-DYED INDIGO



PREMIUM JAPANESE
PRECISION



BUILT TO AGE BEAUTIFULLY



PETER ENGLAND

Launch of Vybe by Peter England for GenZ



Key Stories Peter England x Karan Johar



Upgraded retail experience



In Stores Now



Product Innovation "Superpress"



VAN HEUSEN

Key Stories Van Heusen "Pashmina Love"



Product Innovation "Soft Sense"



Upgraded retail experience



Key Stories Van Heusen "Fables of Unicorn"



Key Stories "Black orchid"



EMERGING BUSINESS

AMERICAN EAGLE



Emerging Business

Q2 FY27 Update

Strong portfolio growth led by healthy performance across brands and channels

- Overall portfolio revenue grew 27% vs LY
 - Double digit growth across brands - Reebok, Innerwear and American Eagle
- Double digit growth across all channels
 - Retail LTL growth stood at 11% YoY
 - Healthy secondary sales across wholesale & e-commerce partners

Improving scale and operating efficiencies driving profitability

- EBITDA margin expansion by 530 bps to reach 6.8%



The 250th Reebok store opened.....



Reebok

Key Stories
Reebok "Phantom"



Product Innovation
"Comfilux" for women



Aggressive Retail Expansion



Key Stories
Reebok "Yoga"



Product Innovation
Reebok "Float Premier"



Expanding in key markets



New Product Development in Winterwear



Leading in premium Departmental Stores



Bonded Underwear



Scaling Up in the Q-Commerce



AMERICAN EAGLE

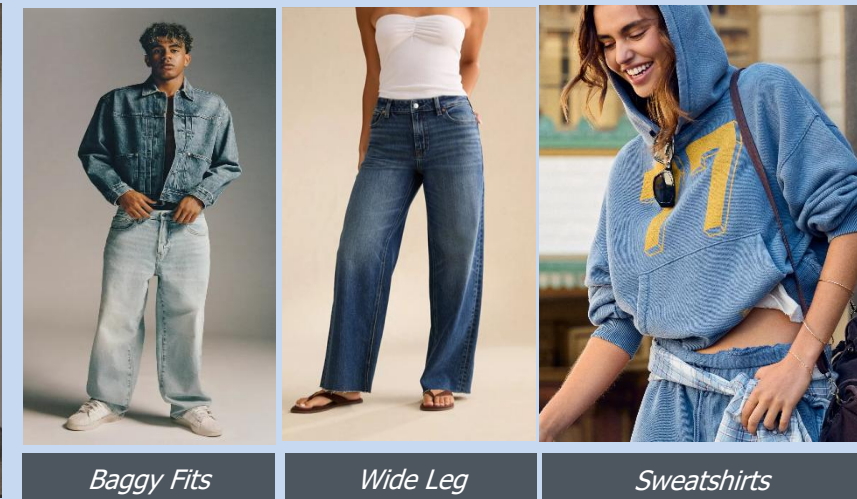
American Eagle with Ananya Pandey



Key stories across stores



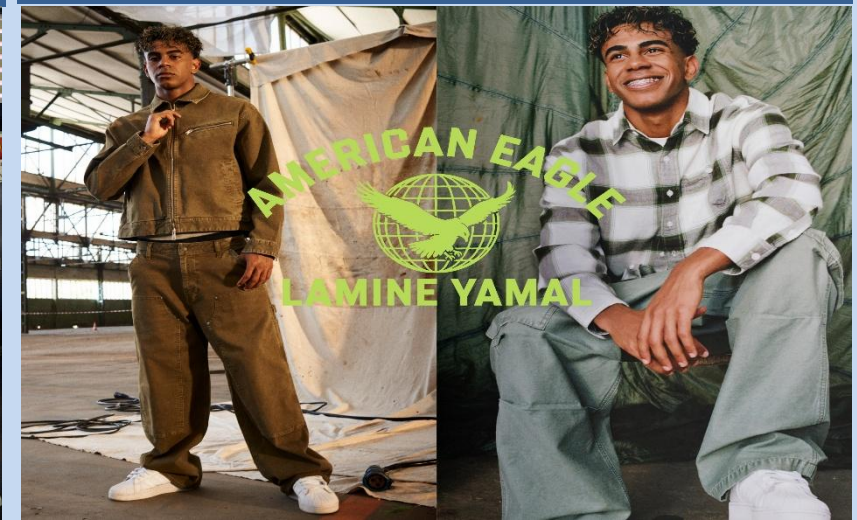
New Product Launches



Improved retail experience



New Lamine Yamal global campaign





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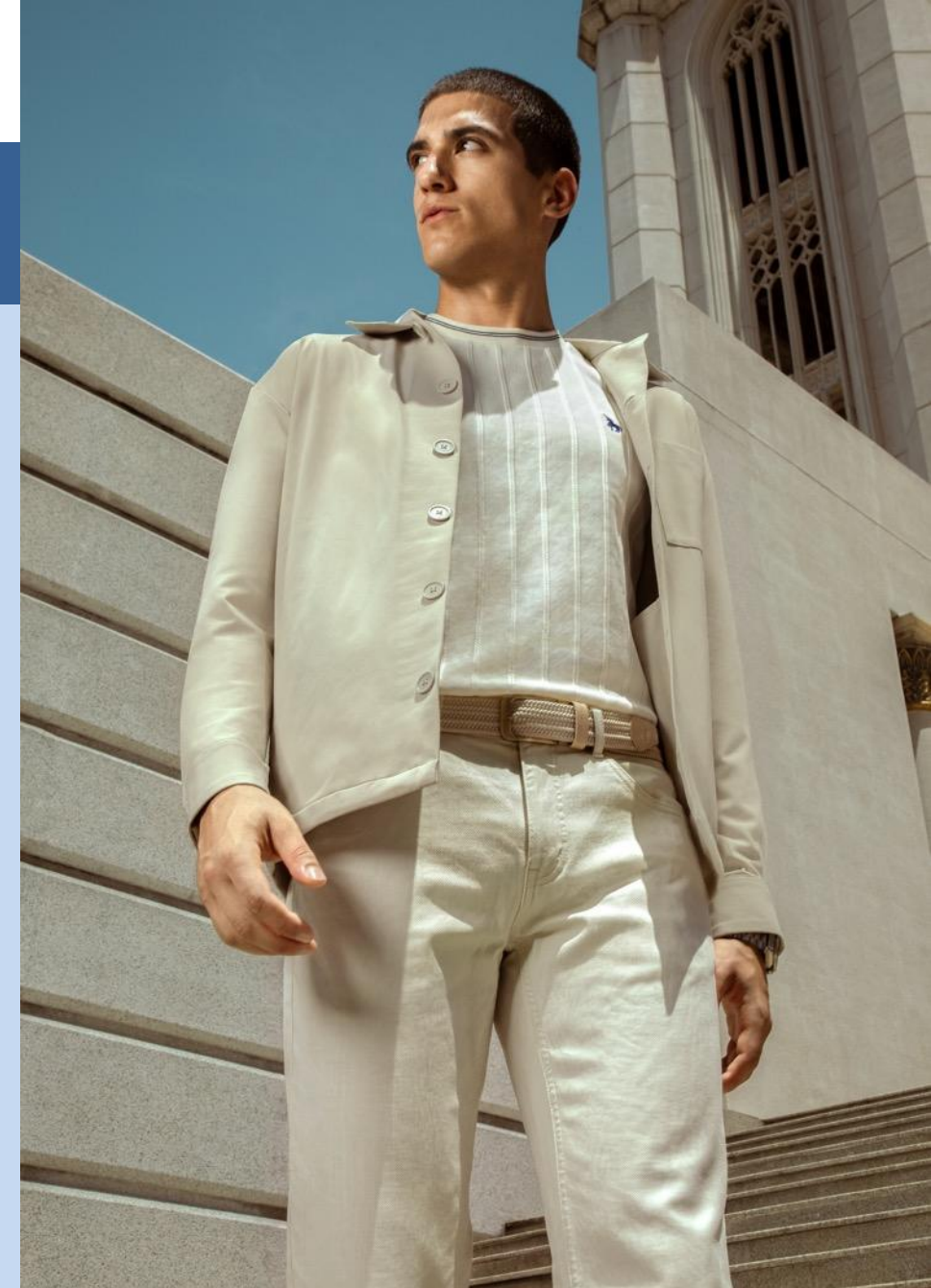
ABLBL | P&L Statement

Consolidated (In Rs. Cr.)	ABLBL	
	Q2 FY26	Q2 FY27
Revenue from Operations	2038	2266
Other Income	21	30
Total Income	2059	2295
EXPENSES		
Cost of Materials Consumed	266	277
Purchases of Stock-in-Trade	725	783
Changes in Inventories	-129	-102
Employee Benefits Expenses	220	238
Finance Costs	98	96
Depreciation & Amortisation Expense	209	224
Rent Expenses	150	159
Other Expenses	490	550
Total Expenses	2028	2225
Profit before Tax	31	70
Tax Expenses	8	17
Net Profit after Tax	23	53



ABLBL | Balance Sheet

Consolidated (In Rs. Cr.)	ABLBL	
	Mar-26	Sep-26
Net worth	1412	1433
Net Debt	726	966
Lease Liability	2184	2286
Capital Employed	4322	4684
Net Block (incl. CWIP)	1252	1261
Goodwill	628	628
Right to Use Assets	1775	1955
Deferred Tax Assets	103	110
Net Working Capital	565	730
Capital Employed	4322	4684



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