



October 31, 2026

**BSE Limited**  
**Scrip code: 544403**

**National Stock Exchange of India Limited**  
**Symbol: ABLBL**

**Sub.: Press Release of the Board Meeting of the Company**

**Ref.: 1. Regulation 30 (read with Schedule III - Part A), of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulation");**  
**2. Prior intimation of Board Meeting dated October 27, 2026**

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 Unaudited Standalone & Consolidated Financial Results along with Limited Review Report for the quarter and half year ended September 30, 2026.

Enclosed is the press release in this regard.

The above is being made available on the Company's website i.e., [www.ablbl.in](http://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: 2026.10.31  
15:13:57 +05'30'

**Rameez Shaikh**  
**Company Secretary and Compliance Officer**  
**A24939**

*Encl.: As above*

## **Aditya Birla Lifestyle Brands Limited**

**Corporate Office:**

Kh No. 118/110/1, Building 2, Divyashree  
Technopolis, Yemalur Main Rd, off HAL  
Airport Road, Bengaluru- 560037

**Registered Office:**

Piramal Agastya Corporate Park, Building 'A',  
4<sup>th</sup> and 5<sup>th</sup> Floor, Unit No. 401, 403, 501, 502,  
L.B.S. Road, Kurla, Mumbai - 400 070

**Website:** [www.ablbl.in](http://www.ablbl.in)

**E-mail:** [cs@ablbl.adityabirla.com](mailto:cs@ablbl.adityabirla.com)

**Tel.:** +91 86529 05000

**CIN:** L46410MH2024PLC423195



31<sup>st</sup> October 2026

**PRESS RELEASE**

**ABLBL delivers double digit growth for 4<sup>th</sup> consecutive quarter,  
with PAT more than doubling YoY**

**Financial Performance**

The Board of Directors of the Company, at its meeting today, approved the results for the quarter ended 30<sup>th</sup> September 2026. These financials are post factoring in necessary adjustments under Ind AS. Please note these results should be read in conjunction with the investor presentation.

**Financials ABLBL - Q2**

| <i>In Rs. Cr.</i> | <b>Q2 FY26</b> | <b>Q2 FY27</b> | <b>Growth %<br/>(vs. LY)</b> |
|-------------------|----------------|----------------|------------------------------|
| <b>Revenue</b>    | <b>2038</b>    | <b>2266</b>    | <b>11%</b>                   |
| <b>EBITDA</b>     | <b>338</b>     | <b>390</b>     | <b>15%</b>                   |
| <b>EBIT</b>       | <b>129</b>     | <b>167</b>     | <b>29%</b>                   |
| <b>PBT</b>        | <b>31</b>      | <b>70</b>      | <b>127%</b>                  |
| <b>PAT</b>        | <b>23</b>      | <b>53</b>      | <b>126%</b>                  |

| <i>In Rs. Cr.</i> | <b>H1 FY26</b> | <b>H1 FY27</b> | <b>Growth %<br/>(vs. LY)</b> |
|-------------------|----------------|----------------|------------------------------|
| <b>Revenue</b>    | <b>3878</b>    | <b>4311</b>    | <b>11%</b>                   |
| <b>EBITDA</b>     | <b>623</b>     | <b>717</b>     | <b>15%</b>                   |
| <b>EBIT</b>       | <b>242</b>     | <b>289</b>     | <b>19%</b>                   |
| <b>PBT</b>        | <b>59</b>      | <b>110</b>     | <b>85%</b>                   |
| <b>PAT</b>        | <b>48</b>      | <b>82</b>      | <b>73%</b>                   |

**Performance Highlights for the Quarter**

- ABLBL posts 4<sup>th</sup> straight quarter of double-digit growth
  - Revenue grew 11% YoY to Rs. 2266 Cr
    - Lifestyle brands was up 9%
    - Emerging business grew 27% YoY
- EBITDA grew ahead of revenue for 5<sup>th</sup> consecutive quarter, up 15% YoY to Rs. 390 Cr
  - EBITDA margin stood at 17.2%, expansion of 60 bps vs LY
    - Lifestyle brands EBITDA grew 10% vs LY with margin at 19.5%
    - Emerging business EBITDA margin expanded 530 bps YoY to 6.8%



3. Retail sustained strong momentum, delivering its 8th consecutive quarter of healthy LTL growth
  - a. Retail L2L for the quarter stood at 5.3% despite shift in festive calendar
  - b. Small-town network delivered its 6<sup>th</sup> consecutive quarter of double-digit LTL growth, over a store network of 500+ stores
4. Other channels continued to complement retail, strengthening the overall growth mix
  - a. E-com delivered 12% growth YoY
  - b. Wholesale channel grew 18% vs LY
5. 100+ new stores added as network expansion accelerated during the quarter
  - a. Recorded the highest quarterly store additions in over two years
    - i. H1 gross addition stood at 180+ stores
  - b. Quarter saw net additions of 70+ stores and 120k+ sq. ft. of retail space
  - c. Total presence now at 3434 stores with area spanning 5.1 Mn. sq. ft.
6. PAT for ABLBL in Q2 stood at Rs. 53 Cr, up 126% YoY
  - a. PBT for the quarter stood at Rs. 70 Cr, up 127% vs LY
7. Net debt for ABLBL was Rs. 966 Cr; down from Rs. 993 Cr same quarter last year

## **Business Performance**

### **Aditya Birla Lifestyle Brands Limited (ABLBL) comprises of -**

- **Lifestyle brands** – Louis Philippe, Van Heusen, Allen Solly, Peter England and Simon Carter
- **Emerging Business** – American Eagle, Sportswear brand Reebok and Innerwear business under Van Heusen

**Lifestyle Brands** - The business delivered another quarter of profitable growth, with healthy performance across brands and channels. Revenue grew 9% YoY to Rs. 1906 Cr, while EBITDA rose 10% to Rs. 371 Cr, with margin at 19.5%. Growth was built upon 5% retail LTL, complemented by sustained traction across wholesale and e-commerce.

Business continues to make progress on key strategic levers of product innovation, brand rejuvenation and retail expansion. Sharper assortments, new launches and targeted digital initiatives further enhanced brand relevance among younger and Gen Z consumers. Network expansion gained pace with the addition of larger, elevated stores, alongside renovations aimed at enhancing the overall shopping experience.

The business is consistently building its own e-commerce business as a key growth lever for future. This channel has built capabilities around online-exclusive merchandise, enhanced app and brand.com experiences, expanded hyperlocal capabilities and impactful go-to-market initiatives, helping it maintain strong growth momentum.

**The Emerging Businesses portfolio** sustained strong growth, supported by healthy performance across brands and channels, alongside consistent improvement in profitability. The portfolio has now crossed an annualised revenue run-rate of Rs. 1400 Cr, contributing over 16% of ABLBL's overall H1 revenue, reflecting its growing significance within the business.

Q2 revenue grew 27%, driven by 11% retail LTL growth and healthy traction across wholesale and e-commerce channels. Strategic retail expansion continued with the addition of 30+ stores across key markets this quarter.



Profitability strengthened significantly, with EBITDA margin expanding by 530 bps YoY to 6.8%, supported by scale benefits and operating efficiencies. Continued emphasis on product innovation, elevated retail experiences and disciplined network expansion positions the portfolio for sustained, profitable growth.

### **Way Forward**

The second quarter reinforced the strength of our growth trajectory, with broad-based performance across brands and channels. Our consistent delivery of double-digit growth alongside margin expansion over successive quarters reflects the strength of our brands, our business model, the capabilities built over time and our focused execution of a clear strategy, giving us confidence in the resilience and scalability of our business.

Looking ahead, we remain focussed on traversing the same trajectory consistently over time. The execution of our strategy will stay focused around sharpening our product proposition, strengthening relevance for consumers and accelerating retail expansion across priority markets. Targeted marketing initiatives, larger and upgraded stores and elevated shopping experiences will help deepen engagement with both new and loyal consumers. In parallel, we will continue to strengthen our operating capabilities and invest in future growth opportunities, with a clear focus on sustaining profitable growth, expanding margins and building a stronger, future-ready brand portfolio.

### **About Aditya Birla Lifestyle Brands Limited**

Aditya Birla Lifestyle Brands Limited (ABLBL), a part of the Aditya Birla Group, is a leading branded apparel company with a comprehensive portfolio of marquee lifestyle brands. As of September 30, 2026, the Company operates a retail footprint of ~5.1 million sq. ft., comprising 3,434 exclusive brand outlets, presence across 40,500+ multi-brand outlets and over 6,800+ shop-in-shops in department stores across the country.

The Company's brand portfolio includes India's most established and trusted names - Louis Philippe, Van Heusen, Allen Solly and Peter England - each with a legacy of over 25 years. These brands have consistently delivered sustained growth, driven by a sharp focus on design-led innovation, category expansion, and operational excellence across product lines spanning formal, casual, and occasion wear.

ABLBL has built a strong presence in the innerwear and athleisure market through Van Heusen Innerwear, which has rapidly scaled its distribution network across India.

The Company's portfolio is further enhanced through strategic partnerships with leading international brands including Simon Carter, American Eagle and Reebok. American Eagle has emerged as one of India's most preferred premium denim brands, while Reebok – transitioned under the Company's management in 2022 - has expanded its footprint across multiple channels. Simon Carter continues to strengthen its position in the premium menswear segment through its distinctive design language and curated collections.

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**Disclaimer :** *Certain statements in this "Press Release" may not be based on historical information or facts and may be "forward looking statements" within the meaning of applicable securities laws and regulations, including, but not limited to, those relating to general business plans & strategy of the Company, its future outlook & growth prospects, future developments in its businesses, its competitive & regulatory environment and management's current views & assumptions which may not remain constant due to risks and uncertainties. Actual results could differ materially from those expressed or implied. The Company assumes no responsibility to publicly amend, modify or revise any statement, based on any subsequent development, information, or events, or otherwise. This "Press Release" does not constitute a prospectus, offering circular or offering memorandum or an offer to acquire any shares and should not be considered as a recommendation that any investor should subscribe for or purchase any of the Company's shares. The financial figures in this "Press Release" have been rounded off to the nearest Rs. one Crore. The financial results are consolidated financials unless otherwise specified.*