



January 9, 2018

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001

National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex,
Bandra (E), Mumbai – 400 051

Sub.: Outcome of the Meeting of the Board of Directors of Aditya Birla Fashion and Retail Limited ("Company")

Ref.: 1. Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations")
2. Scrip Code: BSE – 535755; NSE – ABFRL

Dear Sirs/ Madam,

Kindly note that the Board of Directors of the Company ("Board") has, in its 7th Meeting for the Financial Year 2017-18, held today i.e. on January 9, 2018 ("said meeting"), approved following changes in the Directors and Key Managerial Personnel ("KMP") of the Company :

1. Appointment of Mr. Ashish Dikshit as the Managing Director of the Company w.e.f. February 1, 2018, in place of Mr. Pranab Barua

Mr. Dikshit presently serving as the Business Head of the Company, has been appointed as the Managing Director of the Company, for a period of 5 years w.e.f. February 1, 2018, subject to the approval of the shareholders and such other approvals, as may be necessary. He will continue to be one of the KMP of the Company.

Mr. Dikshit is not related with any of the present Directors of the Company.

Brief profile of Mr. Dikshit is enclosed as **Annexure A**.

2. Appointment of Mr. Pranab Barua as an Additional (Non-Executive) Director w.e.f. February 1, 2018

Mr. Pranab Barua (holding Director Identification Number 00230152) will step down from the position of the Managing Director of the Company, with effect from the closing hours of January 31, 2018 and consequently, he will cease to be one of the KMP of the Company.





In view of his vast knowledge and experience and the immense value that he brings to the Board, the Board has appointed Mr. Barua as an Additional Director w.e.f. February 1, 2018, proposed to be appointed as a Non-Executive Director, liable to retire by rotation, subject to the approval of the shareholders of the Company at the ensuing Annual General Meeting.

Mr. Barua is not related with any of the present Directors of the Company.

Brief profile of Mr. Barua is enclosed as **Annexure B**.

3. Appointment of Mr. Jagdish Bajaj as the Chief Financial Officer of the Company w.e.f. April 1, 2018, in place of Mr. S. Visvanathan

Mr. S. Visvanathan has resigned from the post of Chief Financial Officer of the Company to pursue his career outside the Aditya Birla Group. He will step down w.e.f. closing hours of February 28, 2018 and will therefore cease to be one of the KMP of the Company.

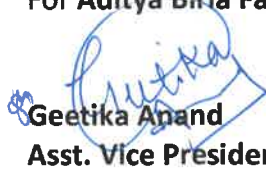
Consequently, the Board has approved the appointment of Mr. Jagdish Bajaj as the Chief Financial Officer of the Company, to be one of the KMP of the Company, w.e.f. April 1, 2018.

Brief profile of Mr. Bajaj is enclosed as **Annexure C**.

This is for your information and records.

Thanking you,

Yours faithfully,
For **Aditya Birla Fashion and Retail Limited**


Geetika Anand
Asst. Vice President & Company Secretary



Encl.: As above



Annexure A

Brief Profile of Mr. Ashish Dikshit

Mr. Ashish Dikshit, 48, is an Electronics & Electrical Engineer from IIT- Chennai and holds a Master's Degree in Business Administration from IIM-Bangalore. He has worked in diverse roles across industries and functions over the last 24 years and has been with the Madura Fashion and Lifestyle Division of the Company for over 18 years, where he headed its various functions. Earlier, he also served as the Principal Executive Assistant to the Chairman of Aditya Birla Group, where he built strong knowledge across multiple Industry Sectors. Presently, he is serving on the Board of Hakura Apparel Private Limited.





Annexure B

Brief Profile of Mr. Pranab Barua

Mr. Pranab Barua, 65, is a Graduate in English (Honours) from St. Stephens College, New Delhi and has attended many advanced management programmes in India and abroad. He has over 45 years of experience across multiple industries. Presently, he is also the Managing Director of Aditya Birla Retail Limited, a fellow Aditya Birla Group Company. Before joining the Aditya Birla Group, he was working with a private equity group and their portfolio company. Prior to that he was the Chairman and Managing Director of Reckitt Benckiser and he has also served as the Regional Director of Reckitt Benckiser for South Asia, Foods Director of Hindustan Unilever Limited and Sales & Marketing Director of Brooke Bond India Limited. In recognition of his contribution, he was honoured with the “Leader of Leaders Award” in 2011, by the Chairman of Aditya Birla Group.





Annexure C

Brief Profile of Mr. Jagdish Bajaj

Mr. Jagdish Bajaj, 52, is a qualified Chartered Accountant, having over 30 years of experience and expertise in Finance, Accounts and Taxation. Mr. Bajaj has over two decades of rich experience with the Aditya Birla Group. He has held multiple senior management positions and has played pivotal role in driving the finance function in Aditya Birla Group's multiple businesses like ABNL, Grasim etc. Earlier, he was the Chief Financial Officer of the Swiss Singapore Overseas Enterprises Pte. Ltd.

