ADITYA BIRLA
FASHION & RETAIL

January 6, 2017

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

National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Plot No. C/1, G-Block,
Bandra-Kurla Complex, Bandra (East),
Mumbai - 400 051

Sub.: Allotment of Equity Shares of the Aditya Birla Fashion and Retail Limited *("the Company")*
[Scrip Code: BSE – 535755; NSE – ABFRL]

Dear Sir/ Madam,

This is to inform you that pursuant to the Composite Scheme of Arrangement amongst the Company, Aditya Birla Nuvo Limited ("ABNL"), Madura Garments Lifestyle Retail Company Limited and their respective shareholders and creditors, the Company has allotted 3,46,552 Equity Shares ("said Shares") of ₹ 10/- each, to Non-resident (Repatriable) Shareholders of ABNL on Non - Repatriable Basis, under Lot 6 on January 6, 2017. The said Shares rank pari passu in all respects with the existing Equity Shares of the Company.

Consequent to the above allotment, the Paid-up Equity Share Capital of the Company has increased from ₹ 7,69,88,56,140 (i.e. 76,98,85,614 Fully Paid-up Equity Shares of ₹ 10/- each) to ₹ 7,70,23,21,660 (i.e. 77,02,32,166 Fully Paid-up Equity Shares of ₹ 10/- each).

This is for your information.

Thanking you,

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

ADITYA BIRLA FASHION AND RETAIL LIMITED ★ MUMBAI

Geetika Anand
Asst. Vice President & Company Secretary

Central Depository Services (India) Ltd.
16th & 17th Floor
Phiroze Jeejeebhoy Towers
Dalal Street, Fort, Mumbai - 400 023

National Securities Depository Ltd.
Tradeworld, 4th & 5th Floors
Kamala Mills Compound
Lower Parel, Mumbai - 400 013