

**ADITYA BIRLA****FASHION & RETAIL**

August 24, 2016

**BSE Limited**

Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai - 400 001

**National Stock Exchange of India Limited**

Exchange Plaza, 5<sup>th</sup> 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 ("Company")**  
[Scrip Code: BSE – 535755; NSE – ABFRL]

Dear Sir/ Madam,

This is to inform you that the Company has, on August 22, 2016, allotted 2,29,668 Equity Shares, ranking *pari passu* with the existing Equity Shares of the Company in all respects, details of which are as follows:

| Sr. No. | Particulars                                                                                                                                                                                                                                                                                                                                                       | No. of Equity Shares Allotted |
|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| 1.      | Allotment of Equity Shares of the Company of ₹ 10/- each to Non-resident Public Shareholders of Aditya Birla Nuvo Limited ("ABNL") holding shares on Repatriable basis, under Lot 1, pursuant to the Composite Scheme of Arrangement amongst the Company, ABNL, Madura Garments Lifestyle Retail Company Limited and their respective shareholders and creditors. | 2,27,809                      |
| 2.      | Allotment of Equity Shares of the Company of ₹ 10/- each pursuant to exercise of Stock Options under the provisions of Employees Stock Option Scheme, 2013 of the Company.                                                                                                                                                                                        | 1,859                         |

Consequent to the above allotments, the Paid-up Equity Share Capital of the Company will increase from ₹ 7,68,84,27,260/- (76,88,42,726 Fully Paid-up Equity Shares of ₹ 10/- each) to ₹ 7,69,07,23,940/- (76,90,72,394 Fully Paid-up Equity Shares of ₹ 10/- each).

This is for your information.

Thanking you,

Yours faithfully,

For Aditya Birla Fashion and Retail Limited

Asst. Vice President &amp; Company Secretary

**Central Depository Services (India) Ltd.**

16<sup>th</sup> & 17<sup>th</sup> Floor  
Phiroze Jeejeebhoy Towers  
Dalal Street, Fort, Mumbai - 400 023

**National Securities Depository Ltd.**

Tradeworld, 4<sup>th</sup> & 5<sup>th</sup> Floors  
Kamala Mills Compound  
Lower Parel, Mumbai - 400 013

Aditya Birla Fashion and Retail Limited (formerly known as Pantaloons Fashion &amp; Retail Limited)

701-704, 7<sup>th</sup> Floor, Skyline Icon Business Park,  
86-92, Off A. K. Road, Marol Village, Andheri East,  
Mumbai, Maharashtra-400059, India

CIN L18101MH2007PLC233901  
Tel. +91 86529 05000  
Fax +91 86529 05400

Website [www.abfrl.com](http://www.abfrl.com)  
E-mail [abfrl@adityabirla.com](mailto:abfrl@adityabirla.com)