



January 30, 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.: Store License and Distribution Agreement with Ralph Lauren Asia Pacific Limited**

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

Dear Sir/ Madam,

We wish to inform you that the Board of Directors of the Company vide their Circular Resolution passed today, approved entering into a Store License and Distribution Agreement ("said agreement") with Ralph Lauren Asia Pacific Limited ("RLAPL"), which offers apparel and accessories for both men and women under the brand name "Polo Ralph Lauren" and "Ralph Lauren" and such other name(s) as may be designated by RLAPL from time to time.

By virtue of the said Agreement, the Company has acquired,

- a) Exclusive right to open and operate free - standing and retail stores of above trademarks in India;
- b) Right to import and distribute products of the above trademark at wholesale level, such accounts being approved in writing by RLAPL; and
- c) E-commerce right i.e. right to use the above trademark and to sell the products of the said trademark through the Collective.in website, in India under a separate agreement,

Further, the details required in terms of the SEBI Circular No. CIR/CFD/CMD/4/2015 dated September 9, 2015, are mentioned below:

| Sr. No. | Particulars             | Details                                                                                                                                                                                                                          |
|---------|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| a)      | Names of the products   | 1. Polo Ralph Lauren Menswear;<br>2. Polo Ralph Lauren Womenswear;<br>3. Polo Ralph Lauren footwear (excluding Children);<br>4. Polo Ralph Lauren innerwear;<br>5. Ralph Lauren collection; and<br>6. Ralph Lauren purple label; |
| b)      | Date of launch          | In the year 2018                                                                                                                                                                                                                 |
| c)      | Category of the product | Apparel and accessories.                                                                                                                                                                                                         |

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

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Corporate ID No.: L18101MH2007PLC233901



| Sr. No. | Particulars                                                                       | Details                             |
|---------|-----------------------------------------------------------------------------------|-------------------------------------|
| d)      | Whether caters to domestic/ international market                                  | The rights are for domestic market. |
| e)      | Name of the countries in which the product is launched (in case of international) | NA                                  |

This is for your information and record.

Thanking you,

Yours faithfully,

For **Aditya Birla Fashion and Retail Limited**

**GEETIKA ANAND**

**Geetika Anand**

**Asst. Vice President & Company Secretary**