



October 6, 2016

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.: 3rd Meeting of the Board of Directors of Aditya Birla Fashion and Retail Limited
(*"the Company"*) for the Financial Year 2016-17

Ref.: Regulation 29 of the Securities and Exchange Board of India (Listing Obligations
and Disclosure Requirements) Regulations, 2015
[Scrip Code: BSE – 535755; NSE – ABFRL]

Dear Sirs,

Kindly note that the 3rd meeting of the Board of Directors of the Company will be held on Thursday, November 24, 2016, to *inter alia* consider and approve the Unaudited Financial Results of the Company for the quarter/ half year ended on September 30, 2016.

The above is for your information and record.

Thanking you,

Yours faithfully,
For Aditya Birla Fashion and Retail Limited


Geetika Anand
Asst. Vice President & Company Secretary



CC:
Central Depository Services (India) Ltd.
16th & 17th Floor
Phiroze Jeejeebhoy Towers
Dalal Street, Fort,
Mumbai – 400 023
Fax # 2272 3199

National Securities Depository Ltd.
Tradeworld, 4th & 5th Floors
Kamala Mills Compound
Lower Parel
Mumbai – 400 013
Fax# 2497 2993 / 6351