



September 30, 2016

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001.
Fax # 022 2272 3121

National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex,
Bandra (E), Mumbai – 400 051
Fax # 022 2659 8237 / 38
022 2659 8120

Sub: Closure of Trading Window

Ref: 1. BSE Circular bearing No. DCS/COMP/14/2013-14 dated February 3, 2014
2. NSE Circular bearing Ref. No. NSE/CML/2013/15 dated December 18, 2013
[Scrip Code: BSE – 535755; NSE – ABFRL]

Dear Sirs,

In reference to the aforesaid circular(s) and in terms of the Code of Conduct for Trading in listed or proposed to be listed securities of Aditya Birla Fashion and Retail Limited (*Formerly known as Pantaloons Fashion & Retail Limited*) ("**the Company**"), the trading window for dealing in securities of the Company for all Connected Persons and/or Designated Persons will be closed from October 1, 2016 and the same shall remain closed until 48 hours after the publication of Unaudited Financial Results of the Company for the quarter/ half year ended September 30, 2016.

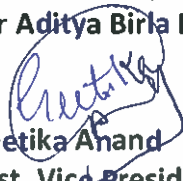
The same has already been communicated to all the Connected Persons and/or Designated Persons of the Company.

This 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 # 022 2272 3199

National Securities Depository Ltd.
Tradeworld, 4th & 5th Floors
Kamala Mills Compound
Lower Parel
Mumbai – 400 013
Fax# 022 2497 2993 / 6351

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

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

CIN 118101MH2007PLC233901
Tel +91 86529 05000
Fax +91 86529 05400

Website www.abfrl.com
E-mail abfrl@adityabirla.com