



December 13, 2017

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.: Appointment of Ms. Sangeeta Pendurkar as the Chief Executive Officer of the Pantaloons Division of Aditya Birla Fashion and Retail Limited ("Company")

**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,

Kindly note that Ms. Sangeeta Pendurkar is being appointed as the Chief Executive Officer of the Pantaloons Division of the Company w.e.f. December 18, 2017.

Brief Profile of Ms. Pendurkar is hereinbelow :-

Ms. Sangeeta Pendurkar, 51 years, holds a graduate degree in Pharmaceutical Sciences and a management degree in Marketing. She was last associated with Kellogg as the Managing Director, India till June 2017. She has over 25 years of Marketing, Sales & General Management experience, spanning across sectors of packaged foods, beverages, financial services and pharmaceuticals.

Ms. Pendurkar has been listed in Fortune's most powerful women in business for four consecutive years from 2011 to 2014. She has been on the list of Impact's 50 most influential women in media, marketing and advertising for four consecutive years from 2012 to 2015. Ms. Pendurkar was the Chairperson of FICCI Food Processing Committee, 2015 and the Co-Chair in 2013-2014.

Ms. Pendurkar will report into Mr. Ashish Dikshit, Business Head of the Company.

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

