July 25, 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.: **Intimation of Schedule of Conference Call with the Analyst(s)/ Institutional Investor(s) w.r.t. Financial Results 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**
[Scrip Code: BSE – 535755; NSE – ABFRL]

Dear Sir/ Ma'am,

This is to inform you that a conference call with Analyst(s)/ Institutional Investor(s) w.r.t. the Financial Results of the Company for the quarter ended June 30, 2018, is scheduled to be held on Wednesday, August 1, 2018 **("said call")** and details pertaining to the said call are enclosed herewith.

Further, please note that the transcript of the said call will be uploaded on the Company's website i.e. www.abfrl.com in due course.

The above 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

Encl.: As above

Aditya Birla Fashion and Retail Limited

Q1 FY18-19 Earnings Call

Wednesday, August 1, 2018 at 16:00 HRS (IST)

We are pleased to invite you to the conference call with the senior management of Aditya Birla Fashion and Retail Limited to be held on **Wednesday, August 1, 2018 at 16:00 HRS (IST)** to discuss the financial results for the quarter ended 30th June 2018. Investor presentation will be available on Company's website www.abfrl.com post announcement of results on the same day.

The call will begin with a brief discussion by the Company's management on the quarter's earnings performance followed by an interactive Question & Answer session.

Details of the conference call are:

Date	**Wednesday, August 1, 2018**	
Time	**16:00 HRS (IST)**	
LOCATION		**ACCESS NUMBERS**
Mumbai (India)		Primary Number (TOLL NUMBER): + 91 22 6280 1324, +91 22 7115 8225
Local Access Number		TOLL NUMBER: +91-7045671221 *Ahmedabad, Bangalore, Chandigarh, Chennai, Gurgaon (NCR), Hyderabad, Kochi/Cochin, Kolkata, Lucknow, Pune*
Toll Free Numbers	Singapore	+ 800 101 2045
	Hong Kong	+ 800 964 448
	UK	+ 0 808 101 1573
	USA	+ 1 866 746 2133

Transcript of the conference call will be uploaded on the company's website in due course.

For further information, please contact:

Rahul Desai Head - Investor Relations Aditya Birla Fashion and Retail Limited Mobile: +91 9820092234 Email: rahul.desai@retail.adityabirla.com	**Amit Dwivedi** Investor Relations Aditya Birla Fashion and Retail Limited Mobile: +91 9071756172 Email: amit.dwivedi@abfrl.adityabirla.com	**Romi Talwar** Corporate Finance & Investor Relations Aditya Birla Group Direct: +91 22 2499 5573 Email: romi.talwar@adityabirla.com