



August 13, 2025

BSE Limited
Scrip code: 535755

National Stock Exchange of India Limited
Symbol: ABFRL

Sub.: Press Release of the Board Meeting of the Company

Ref.: 1. Regulation 30 (read with Schedule III - Part A), of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations");
3. Our intimation dated August 7, 2025

Dear Sir/ Madam,

Pursuant to the above referred, kindly note that the Board of Directors of the Company at its meeting held today i.e., Wednesday, August 13, 2025, have inter alia considered and approved Unaudited Standalone & Consolidated Financial Results along with Limited Review Report for the quarter June 30, 2025.

Enclosed is the press release in this regard.

The above is being made available on the Company's website i.e. www.abfrl.com.

Thanking you.

Sincerely,
For **Aditya Birla Fashion and Retail Limited**

Anil Malik
President & Company Secretary
A11197

Encl.: As above

ADITYA BIRLA FASHION AND RETAIL LIMITED

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13th Aug 2025

PRESS RELEASE

Aditya Birla Fashion and Retail Limited (ABFRL) posts strong operating performance with 38% YoY growth in EBITDA

Financial Performance

The Board of Directors of the Company, at its meeting today, approved the results for the quarter ended 30th June 2025. These financials are post factoring in necessary adjustments under Ind AS. Please note these results should be read in conjunction with the investor presentation.

Financials ABFRL – Q1

<i>In Rs. Cr.</i>	Q1 FY25	Q1 FY26	Growth % (vs. LY)
Revenue	1674	1831	9%
EBITDA	123	169	38%
PAT	-238	-234	

Corporate Action in TMRW

TMRW gets first investment in its current round of external fund raise (Rs ~437 Cr.) from ServiceNow Ventures

- ServiceNow's Agentic AI and automation capabilities to power TMRW's tech platform

Performance Highlights for the Quarter

1. ABFRL posted 9% growth YoY in Q1, with revenue at Rs. 1831 Cr
2. With play across multiple high growth segments, the portfolio continues to drive profitable growth
 - a. Ethnic businesses grew 25% vs LY
 - i. Designer led brand portfolio grew 79% YoY with strong profitability
 - ii. Sabyasachi, Tarun Tahiliani and TASVA - All posted ~40% LTL this quarter
 - b. TMRW's portfolio grew 38% YoY in Q1



3. Q1 EBITDA for the quarter stood at Rs. 169 Cr., up 38% YoY
 - a. Another quarter of improved operating performance - EBITDA margin expanded 200 bps vs LY
 - i. Ethnic brands margin was up ~1600 bps, posted positive EBITDA this year vs losses LY
 - ii. Pantaloons and TMRW maintained margins vs LY
4. ABFRL expanded its retail footprint with 30+ gross store additions during Q1
 - a. Total area now spanning 7.4 Mn sq.ft. (~260k sq.ft. addition YoY)

Business performance

Following the de-merger, ABFRL's portfolio now comprises the following:

- **Masstige & Value Retail** play under Pantaloons & Style Up
- **Ethnic Brands** One of India's most comprehensive ethnic wear portfolios comprising of –
 - **Designer led** brands of Sabyasachi, Shantnu & Nikhil, House of Masaba and Tarun Tahiliani
 - **Premium ethnic wear** brands of Jaypore, Tasva & TCNS portfolio
- **Luxury Retail** – The Collective & Mono brands portfolio, Galeries Lafayette
- **TMRW** – Leading portfolio of digital first fashion brands

Pantaloons segment – The business recorded quarterly sales of Rs. 1094 Cr. with a normalized LTL of 3%. Margins stood at 17.1%. Improved planning and product upgrades continue to strengthen performance metrics. Pantaloons, true to its brand proposition, elevated the retail experience with curated assortments, refreshed store formats and a new retail identity to deepen customer engagement.

Style Up posted 36% YoY growth in Q1, expanding its footprint with 3 new stores, taking the total store count to 49.

Ethnic Brands

- **Designer led brands** – The designer led ethnic portfolio grew by 79% on YoY basis led by addition of Tarun Tahiliani (GFPL) to the portfolio. Excluding GFPL, growth stood at 45%. Portfolio posted 440+ bps margin expansion this quarter. Sabyasachi and GFPL delivered ~40% LTL growth, reinforcing their leadership in the luxury occasion wear segment. All our designer brands continued to set benchmarks in craftsmanship, exclusivity and heightened customer experiences, driving strong consumer demand.
- **Premium ethnic wear brands** – Profitability for this portfolio improved significantly, supported by operating leverage and steady progress in the



TCNS transformation. The men's premium ethnic wear brand TASVA's sales were up 72% vs LY on the back of a strong wedding season. TASVA delivered an impressive 39% LTL growth in Q1, reflecting the strength of its product portfolio, the impact of amplified marketing campaigns and continued enhancements to the overall retail experience. TCNS transformation underway with business delivering a retail LTL growth of ~4% and enhanced profitability, supported by strong product performance, a streamlined and efficient store network post-rationalization and cost optimization initiatives implemented across the value chain. Jaypore expanded its presence with the addition of 7 new stores, taking the total network to 36 stores.

Luxury Retail, comprising the multi-brand format "The Collective" and other mono brands continued to deliver double digit profitability, posting single-digit YoY growth in Q1 vs LY. Format added 3 new stores to the network and now spreads across 44 stores.

TMRW portfolio grew by 38% vs LY this quarter. Organic growth was fueled by an expanded product portfolio, enhanced focus on D2C channels and impactful brand-building initiatives. Portfolio brands accelerated their offline expansion and exited the quarter with 25 stores across key markets nationwide.

Way forward

The quarter marked a positive shift in momentum, supported by a vibrant wedding season and strong brand performances that continue to fuel our growth engine. Having maintained profitable growth over multiple quarters, we are confident on continuing with this trajectory. Our long-term focus is clear — delivering sustainable, profitable growth by building market-leading brands and fostering a culture of innovation. We aim to stay ahead in the fast-evolving fashion and lifestyle market through agile, digitally enabled business models driving our consumer-centric proposition.

About Aditya Birla Fashion and Retail Limited

Aditya Birla Fashion and Retail Limited (ABFRL), part of the Aditya Birla Group, is India's leading fashion powerhouse, offering a distinguished portfolio of renowned brands and retail formats, catering to multiple high-growth segments. As of June 30, 2025, the Company has presence across 1,168 stores spanning 7.4 Mn sq.ft. retail space.

ABFRL's portfolio includes **Pantaloons**, one of India's most loved fashion destinations, and **Style Up**, a growing value retail format. The Company also operates **The Collective**, who commands a dominant position as one of the country's most influential multi-brand luxury retailers, with exclusive long-term tie-ups with global fashion brands including **Ralph Lauren, Hackett London, Ted Baker and Fred Perry**. **ABFRL has also partnered with Paris based Galeries Lafayette** to introduce a high-end luxury destination in India.

ABFRL is a market leader in branded ethnic wear, its portfolio includes **Jaypore, Tasva and TCNS brands** and it has forged strategic partnerships with India's top designers such as **Tarun Tahiliani**,



Sabyasachi, Shantnu & Nikhil and House of Masaba. Recently, the Company further expanded its ethnic wear leadership with the integration of **TCNS brands**, home to leading women's brands **W, Aurelia, Wishful, Elleven and Folksong**.

To address the evolving preferences of digitally native consumers, ABFRL is also building a portfolio of new-age, digital-first fashion brands under its tech-led venture **TMRW**. This platform collaborates with emerging entrepreneurs to co-create scalable fashion businesses in India's rapidly expanding fashion ecosystem.

Disclaimer : *Certain statements in this "Press Release" may not be based on historical information or facts and may be "forward looking statements" within the meaning of applicable securities laws and regulations, including, but not limited to, those relating to general business plans & strategy of the Company, its future outlook & growth prospects, future developments in its businesses, its competitive & regulatory environment and management's current views & assumptions which may not remain constant due to risks and uncertainties. Actual results could differ materially from those expressed or implied. The Company assumes no responsibility to publicly amend, modify or revise any statement, based on any subsequent development, information, or events, or otherwise. This "Press Release" does not constitute a prospectus, offering circular or offering memorandum or an offer to acquire any shares and should not be considered as a recommendation that any investor should subscribe for or purchase any of the Company's shares. The financial figures in this "Press Release" have been rounded off to the nearest Rs. one Crore. The financial results are consolidated financials unless otherwise specified.*