

Spring
2020



Performance Highlights

Q4
FY20

1 COVID-19 Response

2 Distribution Network

3 Market Update

4 Q4 & FY Highlights

5 Performance of Key Portfolios

6 Way Forward

7 Company Financials

COVID-19 Response





Collaboration

Coordinated efforts with government authorities, NGOs, peers to support the community



Digital

Leveraged technology to allow remote working, employee training and digital marketing

Our **response** to COVID-19



Our People

Safeguarded employees through regular health interventions, remote working provisions and prescribing highest levels of sanitization



Values

Dedicated facilities to produce PPE and coveralls for our frontline warriors



Innovation

Displayed tremendous agility and created product lines around essential items

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of Key Portfolios

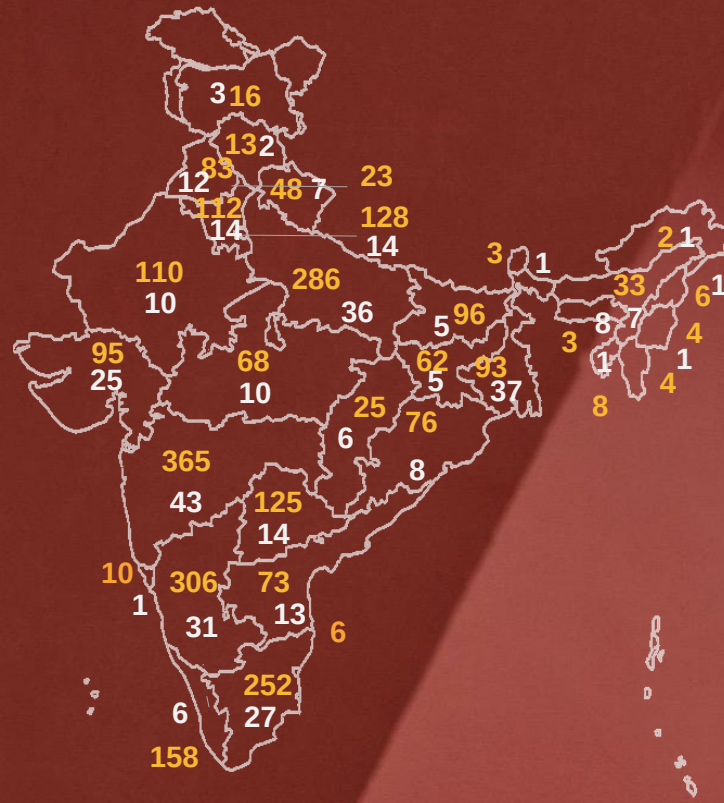
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Distribution Network



India's widest distribution network



8.1 Q4 FY20

Footprint
(million sq. ft.)

7.5 Q4 FY19

2,699

Brand Stores

342

Pantaloon
Stores

25,000

Multi-brand
Outlets

6,514

SIs across
Dept stores

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Market Update



Market Update

Strong early momentum

The year 2020 started with a bang; strong EOSS recorded, with positive start to fresh season



COVID-19 Mayhem

Muted sales through March as pandemic spread resulting in nationwide lockdown



Renewed Safety Outlook

Response to pandemic required disproportionate focus on employee and customer safety



Nation First

Apparel players collaborate with authorities to produce essential PPE kits for COVID warriors

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Q4 & FY
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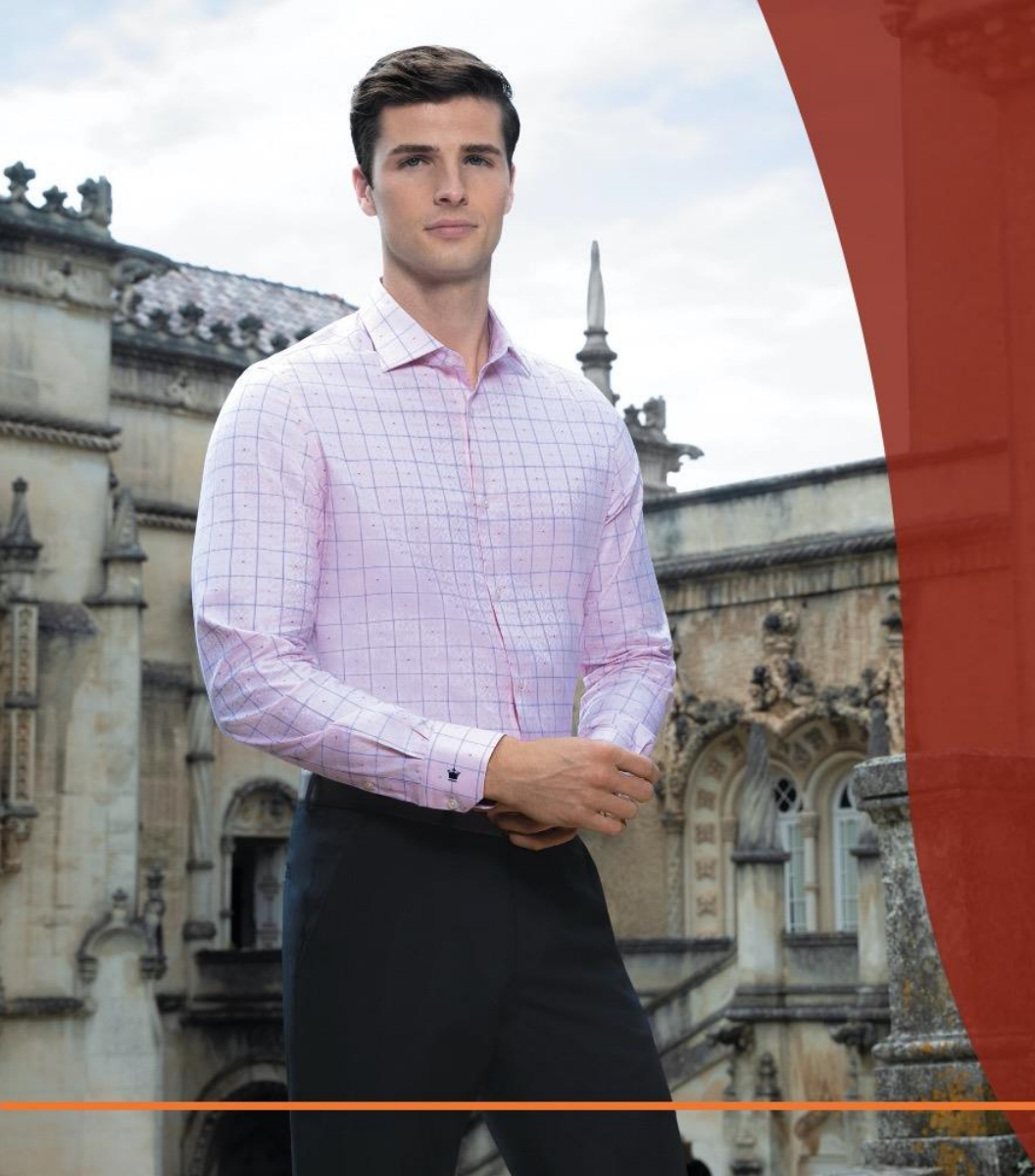
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Q4 & FY Highlights





Q4 Highlights

Sustained Growth

Robust LTLs recorded in Jan-Feb across businesses; Lifestyle Brands (10%), Pantaloons (9.5%)

On-track expansion

As of Feb, ABFRL opened over 400 stores across brands

Comprehensive Pandemic Response

Handled the COVID outbreak crisis with agility and empathy

Cash Focus

Singular focus on cash conservation; Swiftly moved on Sellex and overheads optimization

Geared up Digitization

Crisis validated our Omni channel strategy – Set up for a larger play

Strong Performance Trajectory

Trends of the nine month results over the last three years testament to a consistent performance

Period YTD DEC	Revenue	EBITDA	EBITDA%	Rev Growth	EBITDA Growth
FY18	5428	327	6.0%	8.4%	-5%*
FY19	6202	470	7.6%	14%	44%
FY20	6925	561	8.1%	12%	19%
CAGR				13%	31%

**GST impact, adjusted growth of 4%*

- Revenues grew by CAGR of 13%
- EBITDA grew from Rs. 327 Cr. to Rs. 560 Cr.
– CAGR of 31%
- EBITDA Margin grew from 6.0% to 8.1%

Robust performance by Key Businesses Segments

Lifestyle

Revenue CAGR 12%
EBITDA CAGR 17%

Pantaloons

Revenue CAGR 14%
EBITDA CAGR 34%

Innerwear

Revenue CAGR 92%

ABFRL | Q4 Performance in two parts

- Growth momentum continued in January & February
- With this trajectory, under a normalized scenario, ABFRL would have posted a 13% growth in Q4 FY20

Period	Revenue	EBITDA	EBITDA%	Revenue Growth	EBITDA Growth
Q4 FY19	1915	149	7.8%	9%	-14%
Q4 FY20 N^	2157	151*	7.0%	13%	1%
Q4 FY20 A	1817	-43*	-2.4%	-5%	-129%

Normalized financials are based on management estimates that have been computed on the basis of actual operational data for months of January and February, 2020 and with March 2020 estimated as per YTD February run rate.

* Q4 EBITDA (both normalized and actuals) includes one time transition cost for People of Rs. 28 Cr.

- The sales Loss due to COVID impact was ~ Rs. 339 Cr. leading to gross margin loss of ~ Rs. 200 Cr.
- Given the fixed cost structure and a fairly short period to correct, the entire GM loss flowed into EBITDA
- The loss in sales led to a higher inventory of ~Rs. 170 Cr.
- In normalized scenario, the net borrowing would have been ~ Rs. 2100 Cr.

^ Normalized financials above are management estimates which are only indicative in nature and are based on certain assumptions. Normalized financials above have been provided for better disclosure and comparison purposes only and there is no certainty of having achieved such normalized financials if COVID-19 had not happened. Normalized financials are not indicative of future performance of the Company and any reliance on this data should be limited to the context set out above.

ABFRL | Q4 Financials

<i>In Rs. Cr.</i>	Q4 FY19	Q4 FY20 Actual	Q4 FY20 Normalised
Revenue from Operations	1,915	1,817	2,157
Other Income	24	14	14
Total Income	1,940	1,831	2,170
COGS	900	886	1,025
Employee Benefits Expense	235	275	275
Rent Expense	279	319	326
Other Expenses	377	395	394
Total Expenses	1,791	1,874	2,020
EBITDA	149	(43)	151

Unabsorbed factory costs

'Fixed' Cost in short term

ABFRL | Q4 Highlights

Standalone Financials (In Rs. Cr.)	Q4 FY19	Q4 FY20 Actual	Q4 FY20 Normalised	Growth Actual	Growth Normalised	Q4 FY20 (Ind AS Adj.)
Revenue	1915	1817	2157	-5%	13%	1817
EBITDA	149	-43	151	-129%	1%	173
EBITDA Margin	7.8%	-2.4%	7.0%			9.5%
EBIT	76	-102	92	-235%	21%	-60
PBT	31	-167	27	-646%	-10%	-178
PAT	203	-129	20			-140

Actual Q4 EBITDA Loss owing to

- Loss in sales in March due to COVID-19
- One time cost of Rs. 28 Cr. pertaining to PEOPLE transition. The same is included in normalized Q4 EBITDA loss as well

Key Segments | Q4 Highlights

Standalone Financials (In Rs. Cr.)	NSV				
	Q4 FY19	Q4 FY20 Actual	Q4 FY20 Normalised	Growth Actual	Growth Normalised
Madura					
Lifestyle Brands	1132	1072	1267	-5%	12%
Fast Fashion	80	41	51	-49%	-36%
Other Businesses *	107	116	140	8%	30%
Madura Segment	1320	1229	1458	-7%	10%
Pantaloons Segment	633	626	759	-1%	20%
Elimination	-38	-38	-61		
ABFRL	1915	1817	2157	-5%	13%

* Standalone Financials does not include Revenue of Rs. 14 Cr. for Jaypore and Shantanu & Nikhil

Key Segments | Q4 Highlights

Standalone Financials (In Rs. Cr.)	EBITDA					EBITDA %		
	Q4 FY19	Q4 FY20 Actual	Q4 FY20 Normalised	Growth Actual	Growth Normalised	Q4 FY19	Q4 FY20 Actual	Q4 FY20 Normalised
Madura								
Lifestyle Brands	169	66	161	-61%	-5%	14.9%	6.2%	12.7%
Fast Fashion	-5	-34	-23			-6.4%	-83.4%	-45.6%
Other Businesses *	-24	-32	-9			-22.2%	-27.9%	-6.2%
Madura Segment	140	-1	129	-100%	-8%	10.6%	0.0%	8.9%
Pantaloons Segment	13	-38	31	-394%	135%	2.1%	-6.1%	4.0%
Elimination	-4	-4	-9					
ABFRL	149	-43	151	-129%	1%	7.8%	-2.4%	7.0%

* Standalone Financials does not include EBITDA loss of Rs. 8 Cr for Jaypore and Shantanu & Nikhil.

ABFRL | FY20 Highlights

A near perfect year.....

- Lifestyle brands
 - Aggressively expanded network; opened 400+ stores
 - Moved to 12 month design to market cycle
 - Doubled Women's wear and Junior's business
 - Peter England's small town format piloted successfully with over 200 stores in its first year
- Pantaloons
 - Strong and consistent LTL performance
 - Revitalized brand through focused marketing campaigns
 - Significantly improved sell-through backed by continued product improvement
 - Introduction of new brands and categories (Home, Saris)
- Innerwear business grew by 40%, over the year
- Took big strategic leaps – forayed into Branded Ethnic wear through two investments

ABFRL | FY20 Highlights

<i>Standalone Financials</i> (In Rs. Cr.)	FY19	FY20 Actual	FY20 Normalised	Growth Actual	Growth Normalised	FY20 (Ind AS Adj.)
Revenue	8118	8743	9082	8%	12%	8743
EBITDA	619	518	711	-16%	15%	1290
EBITDA Margin	7.6%	5.9%	7.8%			14.8%
EBIT	337	269	463	-20%	37%	414
PBT	149	57	250	-62%	68%	-9
PAT	321	-80	70			-145

Actual FY EBITDA Loss owing to

- Loss in sales in March due to COVID-19
- One time cost of Rs. 28 Cr. related to PEOPLE transition. The same is included in normalized FY EBITDA loss as well

Note: Tax used for PAT computation includes one time charge of Rs. 130 Cr due to change over to new corporate income tax rate in Q3 FY20

Key Segments | FY20 Highlights

Standalone Financials (In Rs. Cr.)	NSV				
	FY19	FY20 Actual	FY20 Normalised	Growth Actual	Growth Normalised
Madura					
Lifestyle Brands	4304	4626	4821	7%	12%
Fast Fashion	358	285	295	-20%	-18%
Other Businesses *	369	523	547	42%	48%
Madura Segment	5032	5434	5663	8%	13%
Pantaloons Segment	3194	3514	3647	10%	14%
Elimination	-108	-205	-229		
ABFRL	8118	8743	9082	8%	12%

* Standalone Financials does not include Revenue of Rs. 45 Cr. for Jaypore and Shantanu & Nikhil

Key Segments | FY20 Highlights

Standalone Financials (In Rs. Cr.)	EBITDA					EBITDA %		
	FY19	FY20 Actual	FY20 Normalised	Growth Actual	Growth Normalised	FY19	FY20 Actual	FY20 Normalised
Madura								
Lifestyle Brands	519	456	551	-12%	6%	12.0%	9.9%	11.4%
Fast Fashion	-32	-47	-36			-9.1%	-16.6%	-12.2%
Other Businesses *	-85	-95	-71			-23.0%	-18.2%	-13.1%
Madura Segment	401	314	443	-22%	11%	8.0%	5.8%	7.8%
Pantaloon Segment	231	222	291	-4%	26%	7.2%	6.3%	8.0%
Elimination	-14	-18	-23					
ABFRL	619	518	711	-16%	15%	7.6%	5.9%	7.8%

* Standalone Financials does not include EBITDA loss of Rs. 18 Cr. for Jaypore and Shantanu & Nikhil

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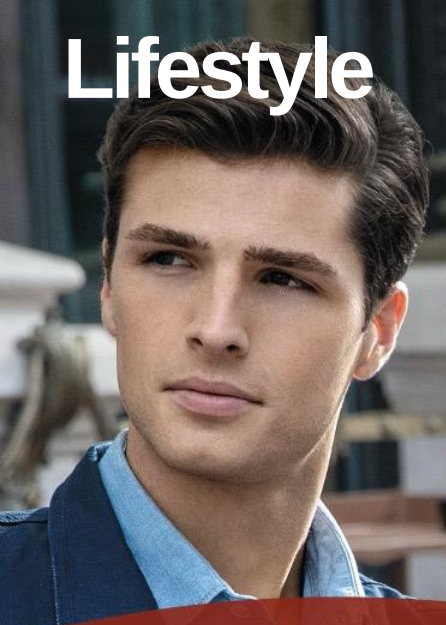
6 Way
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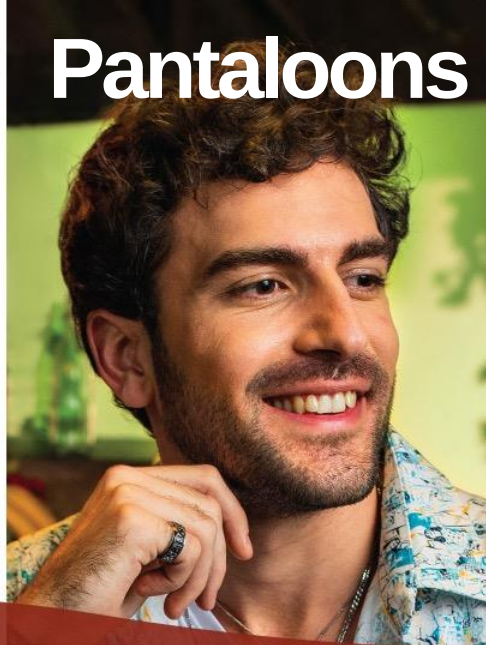
Performance of Key Portfolios



Lifestyle

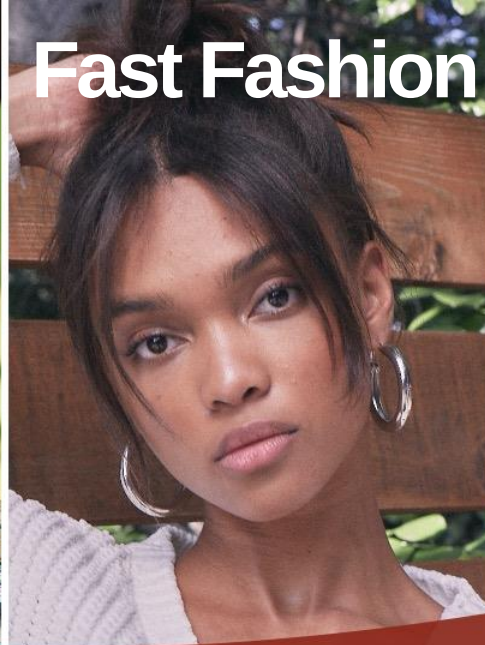


Pantaloons



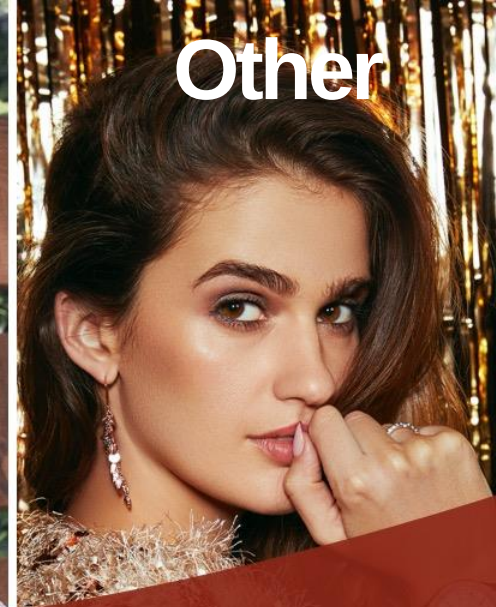
Sustained growth as the new initiatives continue to fire; exhibited exemplary agility in a disrupted market

Fast Fashion



Consistent growth on the back of innovative products and revamped brand imagery

Other



Profitability focus driving business model alignment

Portfolio expansion continued through scale up across brands

Performance of Key Portfolios

LIFESTYLE BRANDS


LOUIS PHILIPPE

 VAN HEUSEN
POWER DRESSING

 Allen Solly™

 PETER ENGLAND



ADITYA BIRLA



FASHION & RETAIL

LIFESTYLE BRANDS

Q4 Update



LOUIS PHILIPPE

VAN HEUSEN
POWER DRESSING

PETER ENGLAND

Allen Solly

- Continued with its strong growth momentum in Jan & Feb
 - Posted 10% LTL and 7% total growth, 60+ stores added
 - Women's wear grew 23%
 - New initiatives lived up to their promises – PE Red crossed 200 store milestone, LP Maharaja launch received positively
- Most of Jan-Feb progress was wiped out in March due to COVID19
 - Lost half of March sales due to lockdown
 - Fixed cost model hit profitability; Rental negotiations initiated
 - Displayed extraordinary agility and leadership traits -
 - Collaborated with government for producing PPEs
 - Launched new line of fashion masks in 20 days flat; sold over 3.5 lakh packs so far

Retail Network

Area
(,000 sq.ft.)

Q4 FY19

2557

Q4 FY20

2832

Stores

1980

2253



LIFESTYLE BRANDS

FY20 Update



- Despite a tough market, Lifestyle Brands was poised to deliver a remarkable performance
 - Till Feb, Lifestyle brands was growing at double digit (11%) on revenue, with comparable EBITDA growth of 8%
 - Aggressive retail expansion saw addition of over 400 new retail stores
 - Through Peter England small town format, managed to recruit new customers from previously unpenetrated towns
 - New growth engines: women's and kid's wear gained significant market traction
 - Ramped up wedding wear play through brand extension of LP - Maharaja
- Impact of COVID-19 in March affected full year performance, however sustained momentum helped business to report -
 - Revenue growth of 7% over last year
 - EBITDA was impacted due to high fixed cost structure

Q4

Channel-wise Revenue (in Rs. crore)

	Q4 FY19	Q4 FY20
Wholesale	493	411
Retail	430	458
Others	209	203

FY

Channel-wise Revenue (in Rs. crore)

	FY19	FY20
Wholesale	1782	1749
Retail	1690	1953
Others	832	924

Loyalty Base (lakhs)

Q4 FY20		183
Q4 FY19		150



49%

of revenues from
loyal customers

Performance of Key Portfolios

PANTALOONS

pantaløons



PANTALOONS

Q4 Update

- Posted exceptional performance during Jan & Feb
 - 19% overall growth in sales with 9.5% LTL
 - Strong EOSS performance led by clear pricing architecture
 - Excellent response to SS20 merchandise
 - Encouraging acceptance to new launches – PEOPLE & Saris
 - Continued to strengthen salience for brand Pantaloons
- COVID-19 outbreak and subsequent lockdown impacted Q4 results
 - Revenue grew by -1.1% @ LTL of -11.7%
 - EBITDA of Rs. -38 Cr vs Rs. 13 Cr LY
 - New Store commissioning got delayed due to lockdown

Retail Network

	Q4 FY19	Q4 FY20
Area (,000 sq.ft.)	4016	4363
Stores	308	342

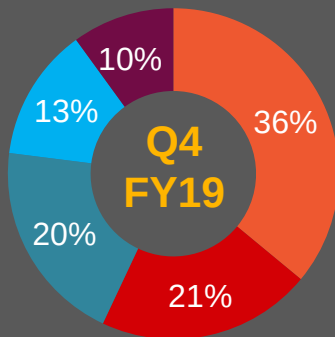


PANTALOONS

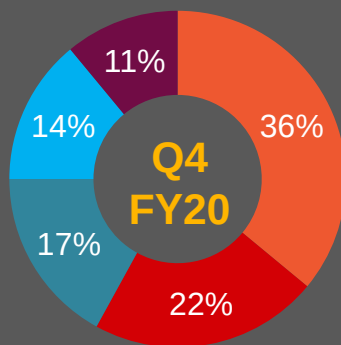
FY20 Update

- Posted sales of Rs. 3514 Cr. up 10% vs LY; LTL growth at 2.7%
 - YTD Feb sales grew at 14.6% with LTL of 6.8%
 - Improved product aesthetics across all apparel categories
 - Strengthened private label proposition in Young Fast Fashion (PEOPLE, Candies), Ethnic (Saris) and Non Apparels (Living Scapes)
 - Improvements in planning processes resulting in better sell-through
 - Accelerated RBD strategy saw Pantaloons opening 44 stores; 11 more in pipeline
- EBITDA stood at Rs 222 Cr vs Rs 231 Cr LY; EBITDA margin at 6.3%
 - Reduction in EBITDA due to loss of sale in Mar'20
 - YTD Feb EBITDA margin at 7.4%

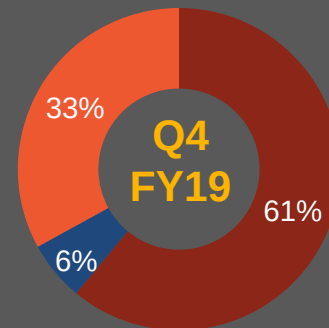
Category Mix



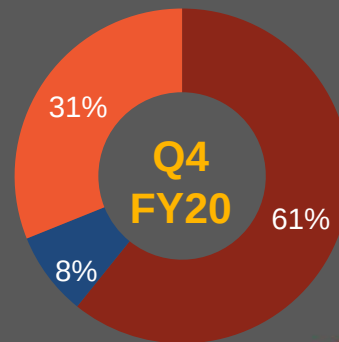
- Men
- Women's Western
- Women's Ethnic
- Kids
- Non Apps



Ownership Mix

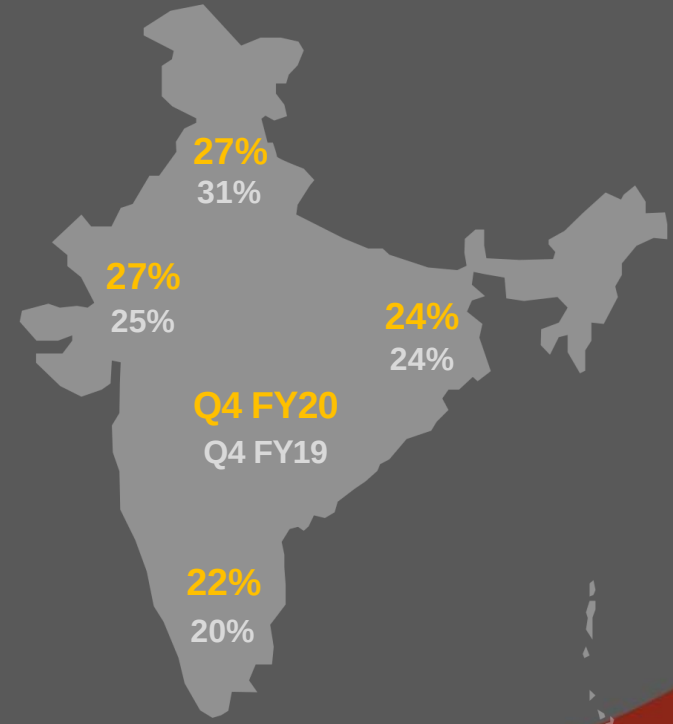


- Own Brands
- MFL
- Others



Regional Mix

Loyalty Base (lakhs)



**Madhya Pradesh comprising of 2% of sales has been reclassified from North to West*

Performance of Key Portfolios

OTHER BUSINESS SEGMENTS

- Fast Fashion
- Innerwear/Athleisure
- Global Brands
- Ethnic



A photograph of two young women standing outdoors in front of trees. The woman on the left is wearing a bright green hooded sweatshirt and a white jacket. The woman on the right is wearing a pink beanie, a white knit sweater, and a pink jacket. They are both looking towards the camera.

FAST FASHION

Q4 Update

FOREVER 21

People
FASHION & ACCESSORIES

Restructuring model for profitability

- Commercial renegotiation with new owners on track
- Expected to get significantly more favorable deal
- Optimistic outlook towards business profitability

INNERWEAR & ATHLEISURE

Q4 Update

 VANHEUSEN®
INNERWEAR | ATHLEISURE

 VANHEUSEN®
WOMAN
INTIMATES

- Innerwear business grew by ~40% for full year; now selling across 20,000 outlets
- Men's innerwear continues to expand distribution, though Q4 was impacted by March
- Women's innerwear business finding greater acceptance and customer traction
- Market leading product innovations in both men's and women's segments continue to be the brand differentiators
- Accelerated adoption of Athleisure segment in post COVID environment set to drive further growth momentum



GLOBAL BRANDS

Q4 Update

- The Collective format continues to post strong LTL numbers
- Mono brand portfolio (Hackett, Fred Perry, Ted Baker, PRL) delivered consistent performance
- American Eagle on the path to be a formidable denim wear brand on salience and product excellence; ending the year with 15 stores

THE COLLECTIVE



Ethnic

JAYPORE

SHANTANU & NIKHIL

- Strengthened the organizations
- Laid out long term strategy
- Store launches postponed due to COVID pandemic



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Way Forward



Reopening for a better tomorrow

Immediate Priorities

Restoration of operations ensuring:

1. Safe shopping destination for our customers
2. Secured environment for our people to work in

Exchanged/Returned
garments to be quarantined



Deep Cleaning
and Disinfection



Frequently disinfection
of common surfaces



Mandatory
Thermal
Screening



Ground markers for
social distancing



Safe Shopping Destination

Sanitized
Shopping Bags



Contactless billing



Face masks mandatory



Secure Working Environment



Frequently disinfection
of common surfaces



Mandatory
Thermal
Screening



Virtual Meetings
prescribed



Flexi seating/Regulated aisle
usage for social distancing



Shop floor restructuring
for social distancing



Face masks mandatory



Cafeteria/Office
Transport restricted



No Visitors Allowed

Immediate Focus

Safety & Health

- Safe shopping
 - Sanitization, rigorous social distancing norms, masks, contactless shopping and payment
- Health & Safety of all employees across stores, offices, warehouses & factories

Cost reduction

- Work with Landlords on aligning occupancy costs with business reality
- Optimization of Overheads
- Curtail all discretionary spends
- Tighter material vendor negotiations

Focus on Cash

- Maintain liquidity
- Optimizing Working Capital
 - Improve inventory turns
- Rationalize Capital Expenditure

Emerging imperatives

Digital Commerce

- Collaborate deeper with leading 3rd party E Com players
- Accelerate growth of Brand.com
- Roll out Omni channel functionalities
 - Buy online Ship from Store
 - Video / digital catalogue based assisted shopping

Agile Mind-to-market

- Shorter & more frequent design cycles
- Analytics based merchandising
- Redesigned Planning process
- Automated planning & allocation system
- Increased supplier coordination

Business Model Reset

- Reshuffle product mix in line with current context - casual, athleisure, WFH, fashion masks, sustainable apparel
- Revisit fashion cycle – Season-less buying, markdown strategies

Long term Advantages

Diversified play in all key market segments

- Business Models: Brand and Retail
- Price Points: Super Premium to Value
- Consumers: Men, women, Kids
- Categories: Casual, formal, ethnic, innerwear, Athleisure
- Channels: Own retail, Department stores, MBOs, Online – Own and partnered

Governance & Best People

- Highest level of Governance systems
- Strong processes & IT systems
- Aditya Birla Group Values
- Strong Employee Value Proposition

Rich Brand Portfolio

- Owner of Four largest apparel fashion brands – Louis Philippe, Van Heusen, Allen Solly, Peter England
- Leading Fashion retailer – Pantaloons
- Consistent brand investment & one of the largest loyalty base of consumers
- Partnership with best Global brands to augment portfolio

Strong Enablers

- Cutting edge Design, merchandising & Supply Chain infrastructure
- Deep investment in Digital – Technology, Analytics, CRM, E Com, Omni channel
- Innovation Culture

We have a consistent track record of strong financial performance

	FY 16	FY 17	FY 18	FY 19	FY 20N	FY20A
Revenue	6035	6633	7181	8118	9082	8743
<i>Growth</i>		10%	8%	13%	12%	8%
EBITDA	405	476	501	619	711	518
EBITDA%	6.7%	7.2%	7.0%	7.6%	7.8%	5.9%
ROCE	3%	7%	7%	10%	12%	7%

Well placed to emerge even stronger post this crisis

Strengthening the Balance Sheet

Corporate action – Proposed Rights Issue Key Contours

Issue Size

- ❑ INR 1,000 Crs

Type of Instrument, Issue Price & other terms

- ❑ To be decided at subsequent stage

Usage of Funds

- ❑ Largely towards repayment of existing debt and interest cost, optimizing capital structure and funding working capital requirements

Extent of Promoter & Promoter Group participation

- ❑ Full extent of their rights entitlement and
- ❑ Reserved subscription towards additional equity shares, in the event of any under-subscription.

Timelines

- ❑ ~80-90 days

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Company Financials



Reported Financials

In Rs. Cr.	Q4 FY19	Q4 FY20 (Comp.)	Q4 FY20 (Reported)		FY19	FY20 (Comp.)	FY20 (Reported)
Revenue from Operations	1,915	1,832	1,832		8,118	8,788	8,788
Other Income	24	14	17		65	52	65
Total Income	1,940	1,846	1,849		8,183	8,840	8,853
EXPENSES							
Cost of Materials Consumed	228	223	223		604	786	786
Purchases of Stock-in-Trade	852	807	807		3,549	3,801	3,801
Changes in Inventories	(180)	(138)	(138)		(229)	(362)	(362)
Employee Benefits Expense	235	283	283		913	1,081	1,081
Finance Costs	45	65	119		187	213	425
Depreciation & Amortisation	73	58	233		282	254	885
Rent Expense	279	321	106		1,110	1,251	487
Other Expenses	377	401	401		1,615	1,784	1,784
Total Expenses	1,909	2,020	2,034		8,033	8,807	8,886
Profit before Tax	31	(174)	(186)		149	33	(33)
Tax Expenses	(172)	(39)	(39)		(172)	3	132
Net Profit after Tax	203	(135)	(147)		321	(99)	(165)
Other Comprehensive Income	2	(2)	(2)		(1)	5	5
Total Comprehensive Income	205	(137)	(148)		320	(93)	(160)
Non-Controlling Interest	-	(1)	(1)		-	(2)	(2)
Total Comprehensive Income (Owners)	205	(136)	(148)		320	(91)	(158)

In Rs. Cr.	FY19	FY20
Networth	1,429	1,088
Net Debt	1,646	2,509
Lease Liability	-	2,502
Capital Employed	3,075	6,099
Net Block (incl CWIP)	718	794
Goodwill	1,860	1,983
Right to Use Assets	-	2,207
Investments	4	7
Deferred Tax Assets	263	195
Net Working Capital	229	913
Capital Employed	3,075	6,099

Disclaimer

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