March 10, 2017

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001.

National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Plot No. C/1, G-Block,
Bandra-Kurla Complex, Bandra (East),
Mumbai - 400 051.

Sub.: Intimation of Schedule of Meeting(s) with Institutional Investors/Analysts

Ref.: Regulations 46(2)(o) of the SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015 ("SEBI Regulations")
[Scrip Code: BSE – 535755; NSE – ABFRL]

Dear Sir/Madam,

Pursuant to SEBI Regulations, please take note of the schedule of meeting(s) held by the Company with Institutional Investors/Analysts as under:

<table>
<thead>
<tr>
<th>Date</th>
<th>Name of Fund/Company</th>
<th>Type of Meeting(s)</th>
<th>Venue(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 9, 2017</td>
<td>ICICI Prudential MF</td>
<td>Group</td>
<td>Bengaluru</td>
</tr>
<tr>
<td></td>
<td>UTI Mutual Fund</td>
<td></td>
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<tr>
<td></td>
<td>Bajaj Allianz Life Insurance</td>
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<td></td>
<td>Max Life Insurance</td>
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<td>HDFC MF - Mr</td>
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<td></td>
<td>Fidelity</td>
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<td></td>
<td>Motilal Oswal Asset Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Premji Invest</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ambit Capital</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The aforesaid information is uploaded on the website of the Company i.e. www.abfrl.com.

The above is for your information and records.

Thanking you,

Yours faithfully,

For Aditya Birla Fashion and Retail Limited

Asst. Vice President & Company Secretary

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-400099. India

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