May 8, 2017

BSE Limited
Phiroze Jeejeebhoy Towers,
Calal 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.: Revised Intimation of Schedule of Analyst/ Institutional Investor Call

Ref 1. Regulation 30 of the SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015
2. Our Letter dated May 4, 2017 (“said letter”) thereby intimating about the Schedule of the Analyst/ Institutional Investor Call scheduled to be held on May 12, 2017 (“said call”).

[Scrip Code: BSE – 535755; NSE – ABFRL]

Dear Sir/Madam,

Further to the said letter, please note that the time of the said call w.r.t. Audited Financial Results of the Company for the Financial Year ended on March 31, 2017, has been revised and the said call will now be held at 16.00 hrs (IST), on May 12, 2017.

Details pertaining to the said call are enclosed herewith and 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
Asst. Vice President & Company Secretary

Encl.: a/a
Aditya Birla Fashion and Retail Ltd.
Q4 FY17 earnings call on 12th May, 2017

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 Friday, 12th May 2017 at 16:00 HRS (IST) to discuss the financial results for the quarter and year ended 31st March 2017. Investor presentation will be available on the Company’s website www.abfrl.com post announcement of the 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:

<table>
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<tr>
<th>Date</th>
<th>Friday, 12th May 2017</th>
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<tr>
<td>Time</td>
<td>16:00 HRS (IST)</td>
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<td>Singapore</td>
<td>+ 800 101 2045</td>
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<tr>
<td>Hong Kong</td>
<td>+ 800 964 448</td>
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<tr>
<td>UK</td>
<td>+ 0 808 101 1573</td>
</tr>
<tr>
<td>USA</td>
<td>+ 1 866 746 2133</td>
</tr>
</tbody>
</table>

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

For further information please contact:

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