February 17, 2016

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
mumbai - 400 001.
Fax # 022 - 2272 3121

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 of Meeting(s)</th>
<th>Name of Fund/ Company</th>
<th>Type of Meeting(s)</th>
<th>Venue of Meeting(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 15, 2016</td>
<td>Acorn Capital</td>
<td>One-on-one</td>
<td>Mumbai</td>
</tr>
<tr>
<td>GMO Emerging markets</td>
<td></td>
<td>Group Meeting</td>
<td></td>
</tr>
<tr>
<td>Habrok Capital Management</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>IIFL AMC</td>
<td></td>
<td></td>
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<tr>
<td>Kotak Mahindra Asset Management Company Ltd.</td>
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<tr>
<td>Steinberg Asset Management</td>
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<td></td>
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</tr>
<tr>
<td>Steinberg India Emerging Opportunities Fund</td>
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<tr>
<td>Tata Asset Management Ltd.</td>
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<tr>
<td>ICICI Prudential Life Insurance Company Ltd.</td>
<td></td>
<td>One-on-one</td>
<td></td>
</tr>
<tr>
<td>Pioneer Investments</td>
<td></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 record.

Thanking you,

Yours faithfully,

For Aditya Birla Fashion and Retail Limited

Geetika Anand
Company Secretary & Compliance Officer

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-400059, India

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