

**ADITYA BIRLA**



February 4, 2019

**BSE Limited**  
Phiroze Jeejeebhoy Towers,  
Dalal 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.: Outcome of the Meeting of the Board of Directors of Aditya Birla Fashion and Retail Limited**  
**(“the Company”) held on February 4, 2019**

- Ref.: 1. Regulation 30 (read with Schedule III - Part A), 33 and other applicable provisions of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“SEBI Listing Regulations”)**  
**2. Scrip Codes: BSE - 535755; NSE - ABFRL**

Dear Sir/ Madam,

Kindly note that the Board of Directors of the Company has in its meeting held today i.e. on Monday, February 4, 2019 (“said meeting”), *inter alia* considered and approved the Unaudited Financial Results of the Company for the quarter and nine months ended on December 31, 2018 for the Financial Year 2018-19 (“Unaudited Financial Results”).

The said meeting commenced at 12.30 p.m. and concluded at 2:45 p.m.

Further, in terms of the applicable provisions of SEBI Listing Regulations, please find enclosed herewith:

- the Unaudited Financial Results; and
- Limited Review Report dated February 4, 2019, issued by the Statutory Auditors of the Company with respect to the Unaudited Financial Results and taken on record by the Board of Directors of the Company.

A Press Release and the Investor Presentation issued in this regard is also enclosed herewith.

The above is for your information and the same is also available on the Company’s website i.e. [www.abfrl.com](http://www.abfrl.com).

Thanking you.

Yours faithfully,  
For Aditya Birla Fashion and Retail Limited

  
Geetika Anand

**Asst. Vice President & Company Secretary**



Encl.: As above

**Central Depository Services (India) Limited**  
Marathon Futurex, A-Wing,  
25<sup>th</sup> floor, NM Joshi Marg,  
Lower Parel, Mumbai - 400 013

**National Securities Depository Limited**  
Trade World, 4<sup>th</sup> Floor,  
Kamala Mills Compound,  
Lower Parel, Mumbai - 400 013



# Performance Highlights



**Q3**  
FY 2019

**Distribution  
Network**

**Market  
Update**

**Q3  
Highlights**

**Performance  
of Key  
Portfolios**

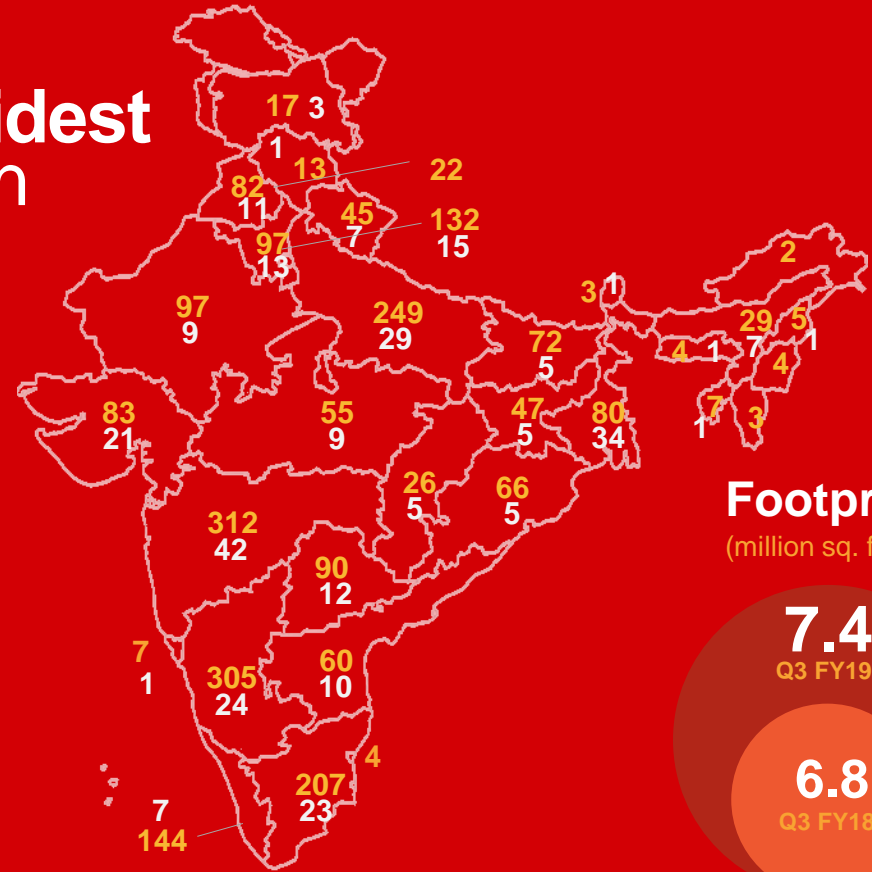
**Way  
Forward**

**Financials**

**BRANDS**  
2,369 Stores

**PANTALOONS**  
302 Stores

# India's widest distribution network



~16,000\* Multi-Brand Outlets

4,326 SIS across all Dept. Stores

Available on all leading  
e-commerce sites

**Footprint**  
(million sq. ft.)

**7.4**  
Q3 FY19

**6.8**  
Q3 FY18

\* Includes VH Innerwear outlets

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# Market Update



## Festive Cheer

Encouraging festive sales - Many players witnessed strong growth with healthy LTLs



## A more Digital world

Digital ecosystem continues to evolve with increased investment behind back end digital capabilities



## Rules of the game

Notable update in FDI policy in e-commerce; players bracing themselves up as more clarity emerges



## Newer markets outperform

Markets in Tier 2, 3 & below continue to fuel retail expansion; e-commerce also deepened reach in these markets

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**Financials**

# ABFRL Q3 FY 2019

Revenue growth of 23%  
EBITDA up 28%



## Strong LTL

Quarter saw robust LTL for both Lifestyle and Pantaloons



## Wider footprint

Continued store expansion ensuing wider and deeper penetration



## Heightened marketing

Higher investments in marketing created better visibility for our brands



## Product Focus

Sustained focus on product innovation and assortment enhancement



# ABFRL | Q3 Highlights

<i>In Rs Cr</i>	Q3 FY18	Q3 FY19	Growth
Revenue	1855	2282	23%*
EBITDA	145	186	28%
EBITDA Margin	7.8%	8.2%	
EBIT	78	118	51%
PAT	35	70	102%
Total Comprehensive Income	39	63	

Revenue rises 23%, EBITDA up 28%  
>50% growth in EBIT, PAT doubles

*\*Comparable Ind AS adjusted Revenue growth of 24%*

# ABFRL | YTD Q3 Highlights

<i>In Rs Cr</i>	YTD FY18	YTD FY19	Growth
Revenue	5428	6202	14%*
EBITDA	327	470	44%
EBITDA Margin	6.0%	7.6%	
EBIT	134	261	95%
PAT	5	119	
Total Comprehensive Income	8	116	

Revenue grows 14%, EBITDA up 44%  
EBIT higher by 95%

*\*Comparable GST and Ind AS adjusted Revenue growth of 16%*

# Key segments | Q3 Highlights

In Rs. Cr	NSV			EBITDA			EBITDA %	
	Q3 FY18	Q3 FY19	Growth	Q3 FY18	Q3 FY19	Growth	Q3 FY18	Q3 FY19
<b>Madura</b>								
Lifestyle Brands	983	1137	16%	115	132	15%	11.6%	11.6%
Fast Fashion	100	102	2%	-23	-12		-22.6%	-11.8%
Other Businesses	56	106	91%	-11	-19		-19.4%	-18.2%
<b>Madura Segment</b>	<b>1139</b>	<b>1345</b>	<b>18%</b>	<b>81</b>	<b>101</b>	<b>24%</b>	<b>7.1%</b>	<b>7.5%</b>
<b>Pantaloon Segment</b>	<b>749</b>	<b>961</b>	<b>28%*</b>	<b>65</b>	<b>88</b>	<b>36%</b>	<b>8.7%</b>	<b>9.2%</b>
Elimination	-33	-24		-1	-3			
<b>Total</b>	<b>1855</b>	<b>2282</b>	<b>23%**</b>	<b>145</b>	<b>186</b>	<b>28%</b>	<b>7.8%</b>	<b>8.2%</b>

\*Comparable Ind AS adjusted Revenue growth of **30%**

\*\*Comparable Ind AS adjusted Revenue growth of **24%**

# Key segments | YTD Q3 Highlights

In Rs. Cr	NSV			EBITDA			EBITDA %	
	YTD FY18	YTD FY19	Growth	YTD FY18	YTD FY19	Growth	YTD FY18	YTD FY19
<b>Madura</b>								
Lifestyle Brands	2851	3172	11%	283	350	23%	9.9%	11.0%
Fast Fashion	317	278	-12%	-50	-27		-15.6%	-9.8%
Other Businesses	140	262	87%	-41	-61		-29.5%	-23.3%
<b>Madura Segment</b>	<b>3308</b>	<b>3712</b>	<b>12%</b>	<b>192</b>	<b>261</b>	<b>36%</b>	<b>5.8%</b>	<b>7.0%</b>
<b>Pantaloons Segment</b>	<b>2220</b>	<b>2561</b>	<b>15%*</b>	<b>146</b>	<b>218</b>	<b>50%</b>	<b>6.6%</b>	<b>8.5%</b>
Elimination	-100	-70		-11	-9			
<b>Total</b>	<b>5428</b>	<b>6202</b>	<b>14%**</b>	<b>327</b>	<b>470</b>	<b>44%</b>	<b>6.0%</b>	<b>7.6%</b>

\*Comparable GST and Ind AS adjusted Revenue growth of 18%

\*\*Comparable GST and Ind AS adjusted Revenue growth of 16%

**Distribution  
Network**

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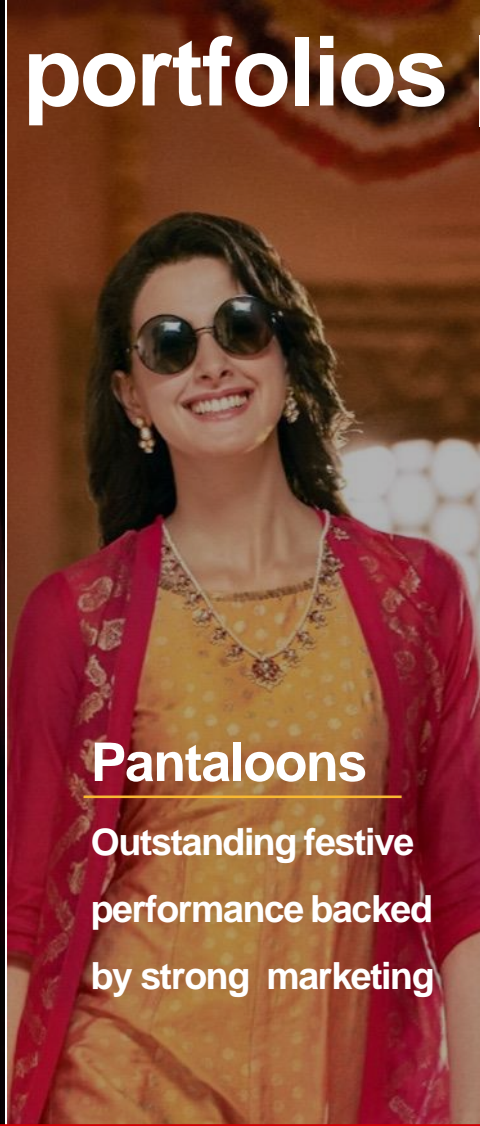
**Financials**

# Key portfolios | Highlights



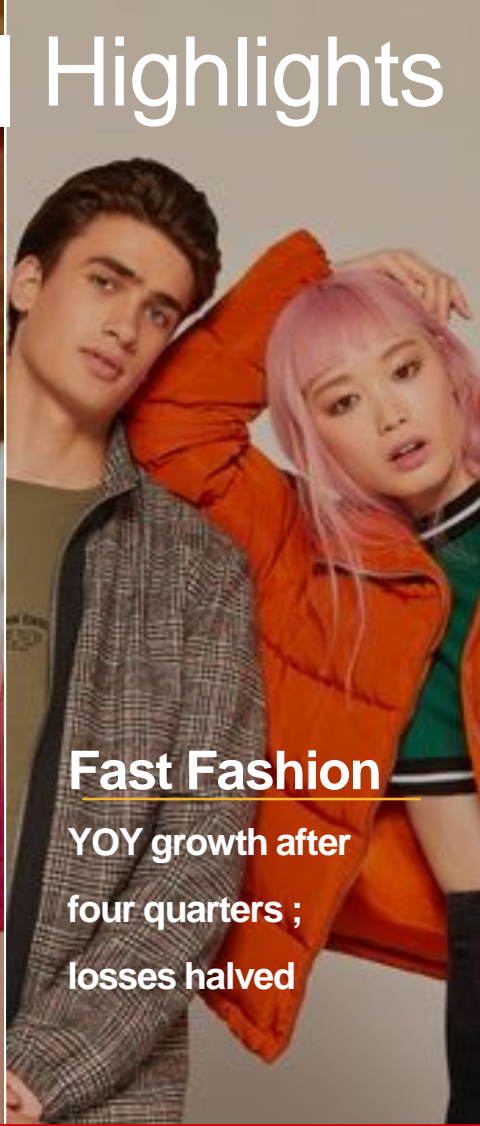
## Lifestyle Brands

Robust growth driven by product innovation and intensified brand building



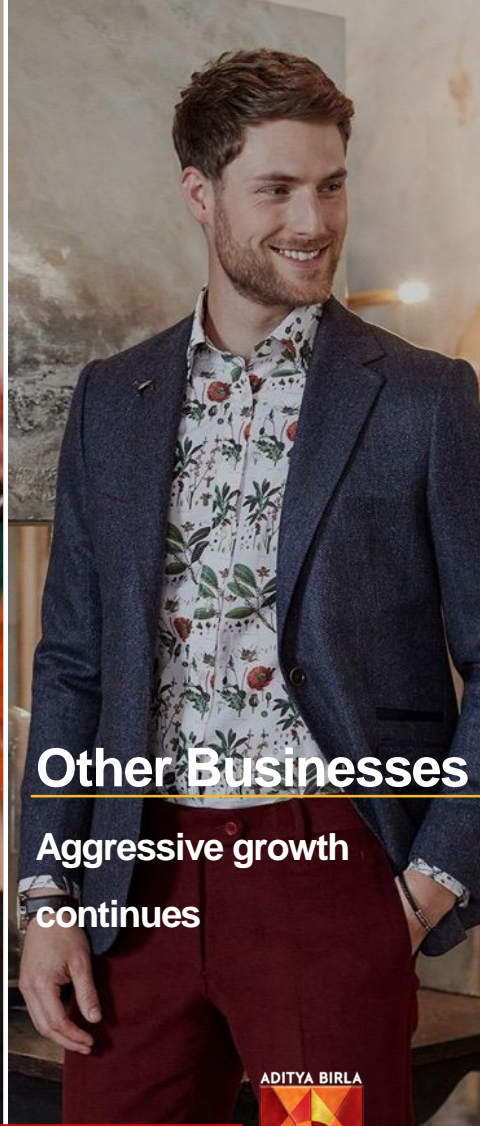
## Pantaloons

Outstanding festive performance backed by strong marketing



## Fast Fashion

YOY growth after four quarters ; losses halved



## Other Businesses

Aggressive growth continues

performance of key portfolios

# LIFESTYLE BRANDS



# LIFESTYLE BRANDS

## Stellar show

LOUIS PHILIPPE

VAN HEUSEN  
POWER DRESSING

Allen Solly

PETER ENGLAND

- ◆ 16% growth in revenue; EBITDA up 15%
- ◆ Highest ever Q3 sales driven by strong L2L of 8%
- ◆ Differentiated products propelled wedding range sales
- ◆ Brand investments amplified; marketing spend up by 40%
- ◆ E-commerce continues to grow strongly

### Retail Network

Area (,000 sq.ft.)	2399	2549
	Q3 FY18	Q3 FY19
Stores	1798	1959



# Q3

Channel-wise Revenue (in Rs. crore)

	Q3 FY18	Q3 FY19
Wholesale	343	411
Retail	447	495
Others	193	231

# YTD Q3

Channel-wise Revenue (in Rs. crore)

	YTD Q3FY18	YTD Q3 FY19
Wholesale	1,163	1,288
Retail	1,185	1,254
Others	504	630

## Loyalty Base (lakhs)



# 57%

of revenues from  
loyal customers



performance of key portfolios

# PANTALOONS

pantaløons

# HELLO DRESSING UP!



pantaloons

STYLE YOUR CHANGE

SHOP ONLINE AT  
[www.pantaloons.com](http://www.pantaloons.com)

# HELLO NEW PINCH!



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STYLE YOUR CHANGE

SHOP ONLINE AT  
[www.pantaloons.com](http://www.pantaloons.com)

# HELLO DIWALI BONUS!



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# PANTALOONS

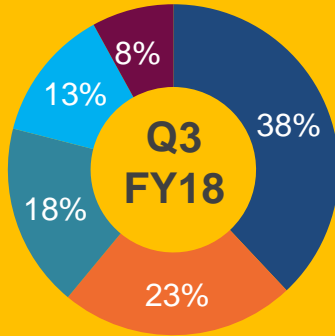
## Star performer

- Blockbuster Sales growth of **28%** (*Ind AS adj. 30%*) in Q3 with LTL of **17%**
- EBITDA grew **36%** with **50 bps** expansion in margin, despite **three times** higher marketing investments
- Growth driven by improved merchandise, strong planning and higher brand visibility

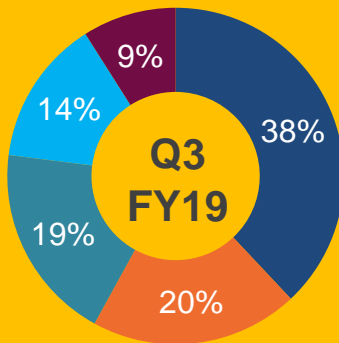
### Retail Network

Area (,000 sq.ft.)	<b>3635</b>	<b>3953</b>
	<b>Q3 FY18</b>	<b>Q3 FY19</b>
Stores	<b>256</b>	<b>302</b>

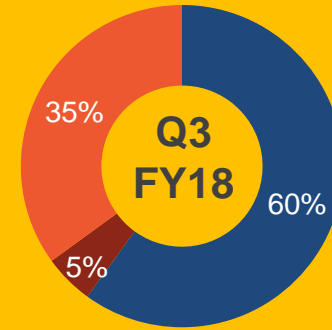
## Category Mix



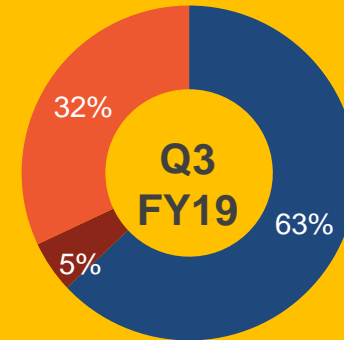
- Men
- Women's Western
- Women's Ethnic
- Kids
- Non Apps



## Ownership Mix

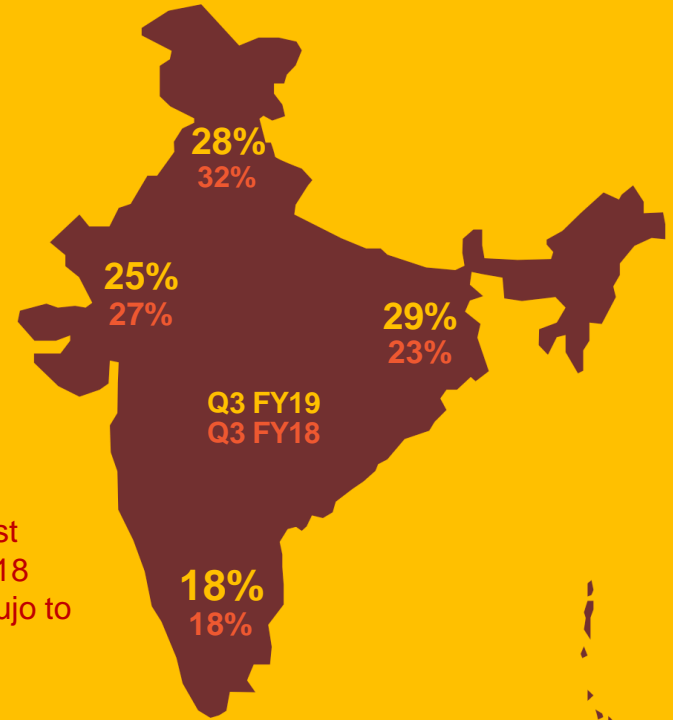


- Own Brands
- MFL
- Others



# Regional Mix

## Loyalty Base (lakhs)



Steep rise in east share vs Q3 FY18 due to shift of Pujo to Q3 this year

performance of key portfolios

# FAST FASHION & OTHERS

People™

FASHION & ACCESSORIES

THE COLLECTIVE



AMERICAN EAGLE  
OUTFITTERS

TED BAKER  
LONDON

FOREVER 21



POLO  
RALPH LAUREN

HACKETT  
LONDON

# FAST FASHION

## Calibration Continues

People  
FASHION & ACCESSORIES

FOREVER 21

### Operational Improvements

- ◆ Sales growth recorded after 4 quarters
- ◆ EBITDA losses reduced by ~48%
- ◆ Sustained strong performance in E-Commerce
- ◆ Continued improvement in merchandize strategy



# OTHER BUSINESSES

## Aggressive Growth

**Innerwear** Scale up plan on track –  
now available across  
~12000 outlets

Continue to build on  
strong Lingerie  
launch

**International  
Brands**

Gradual  
progression

Second Ted  
Baker store  
launched in  
Delhi

**Distribution  
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**Way  
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**Financials**

# LIFESTYLE BRANDS



LOUIS PHILIPPE

**V** VAN HEUSEN  
POWER DRESSING

 ALLEN SOLLY™

PETER ENGLAND

way forward

Product  
obsession as  
core of  
business

Accelerate  
network  
expansion  
plan

Intensify brand  
investments to  
improve  
desirability

Continue to  
further new  
growth  
categories

# PANTALOONS

pantaløons

way forward

Further  
enhance  
product

Strengthen  
brand  
“Pantaloons”

Aggressive store  
expansion

Invest behind  
digital analytics  
capabilities and  
consumer  
understanding

# FAST FASHION & OTHER BUSINESSES

way forward

Rapidly scale up  
innerwear

Steadily build up  
international brands

Improve Fast  
Fashion  
business  
model

**Distribution  
Network**

**Market  
Update**

**Q3  
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of Key  
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**Way  
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# Financials

<i>Rs in Crore</i>	Q3 FY18	Q3 FY19	YTD FY18	YTD FY19
<b>Revenue from Operations</b>	<b>1,855</b>	<b>2,282</b>	<b>5,428</b>	<b>6,202</b>
Other Income	7	13	22	41
<b>Total Income</b>	<b>1,862</b>	<b>2,295</b>	<b>5,450</b>	<b>6,243</b>
<b>EXPENSES</b>				
Cost of Materials Consumed	174	162	506	376
Purchase of Stock-in-Trade	763	753	2,176	2,698
Change in Inventories	(72)	228	(118)	(49)
Employee Benefits Expense	209	236	599	678
Finance Costs	43	48	129	142
Depreciation & Amortisation	67	68	193	209
Excise Duty	-	-	9	-
Rent Expense	267	301	789	831
Other Expenses	376	429	1,161	1,239
<b>Total Expenses</b>	<b>1,827</b>	<b>2,225</b>	<b>5,445</b>	<b>6,124</b>
Profit before Tax	35	70	5	119
Tax Expenses	-	-	-	-
<b>Net Profit after Tax</b>	<b>35</b>	<b>70</b>	<b>5</b>	<b>119</b>
Other Comprehensive Income	4	(8)	3	(3)
<b>Total Comprehensive Income</b>	<b>39</b>	<b>63</b>	<b>8</b>	<b>116</b>

Click anywhere on the image to watch the video

**HELLO  
FIRST LOVE!**



pantaloons

**STYLE YOUR CHANGE**



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