



March 28, 2024

BSE Limited
Scrip code: 535755

National Stock Exchange of India Limited
Symbol: ABFRL

Sub.: Acquisition of additional shares in Jaypore E-Commerce Private Limited

Ref.: Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations")

Dear Sir/ Madam,

We wish to inform that Jaypore E-Commerce Private Limited ("JECPL"), a wholly owned subsidiary of the Company, has today allotted 16,66,667 equity shares for a total consideration aggregating to ~₹25 crore to the Company.

Brief details in accordance with the SEBI Listing Regulations read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023 are annexed herewith as **Annexure A**.

This is for your information.

Thanking you.

Sincerely,
For **Aditya Birla Fashion and Retail Limited**

Anil Malik
President & Company Secretary

Encl.: As above

Annexure A

| Sr. No. | Particulars | Details |
|---------|---|---|
| a) | Name of the target entity, details in brief such as size, turnover etc. | Name - Jaypore E-Commerce Private Limited Revenue for FY23: ₹75.87 crores |
| b) | Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at “arm’s length”. | While JECPL is a related party, the transaction is not considered to be a related party transaction. |
| c) | Industry to which the entity being acquired belongs. | Apparel and Accessories |
| d) | Objects and impact of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity). | JECPL is a wholly owned subsidiary of the Company. Post this investment, the holding of the Company will remain same. The funds will be utilised towards growth & operational requirements for JECPL. |
| e) | Brief details of any governmental or regulatory approvals required for the acquisition. | No regulatory approvals are required. |
| f) | Indicative time period for completion of the acquisition. | Completed |
| g) | Consideration- whether cash consideration or share swap or any other form and details of the same. | Cash consideration |
| h) | Cost of acquisition and/or the price at which the shares are acquired. | ~₹ 25 crore |
| i) | Percentage of shareholding/control acquired and/or number of shares acquired. | 16,66,667 equity shares acquired and percentage of holding remain same as JECPL is wholly owned subsidiary. |
| j) | Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief). | Incorporated in year 2012 and runs bespoke ethnic wear business selling occasion and ceremonial contemporary apparel for men and women under the brand name “Jaypore”. The turnover for JECPL for last three years is provided below: a) March 31, 2023: ₹ 75.87 crores b) March 31, 2022: ₹ 39.85 crores c) March 31, 2021: ₹ 28.43 crores |

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