

August 13, 2025

BSE Limited
Scrip code: 975948

Sub.: Press Release

Ref.: Regulation 51 (2) read with Part B of Schedule III of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/ Madam,

Pursuant to the above referred, kindly note that the Board of Directors of the Company at its meeting held today i.e., Wednesday, August 13, 2025, have *inter alia* considered and approved the fund raise from ServiceNow Ventures through issuance of Compulsorily Convertible Preference Shares ("CCPS") on private placement basis.

Enclosed is the press release in this regard.

The above information is available on the website of the Company i.e. <https://www.tmrw.in/>

Thanking you,

Sincerely,

For Aditya Birla Digital Fashion Ventures Limited

Sonia Bhandari
Company Secretary & Compliance Officer
Mem. No: A20650

ADITYA BIRLA DIGITAL FASHION VENTURES LIMITED
(A wholly owned subsidiary of Aditya Birla Fashion and Retail Limited)

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TMRW House of Brands attracts new funding from ServiceNow Ventures

TMRW will accelerate its tech-powered fashion vision with ServiceNow's proven agentic AI and automation capabilities

Bengaluru, 13 August 2025 — TMRW House of Brands (“TMRW”), the digital-first fashion brands venture of Aditya Birla Group, today announced that ServiceNow Ventures will invest ~ INR 437 Crores in TMRW’s external fund raise. The transaction, subject to customary closing conditions, underscores TMRW’s and ServiceNow’s shared vision to redefine how new age fashion brands are built and scaled.

TMRW, launched in mid-2022, has a portfolio of leading digital-first fashion brands catering to Gen-Z and Millennial consumers - including Bewakoof, Wrogn, The Indian Garage Co. and Nobero. Leveraging the ServiceNow AI Platform, TMRW will further enhance its speed-to-market, dynamic & focused assortments, and seamless consumer experiences across its rapidly expanding omni-channel footprint.

Announcing the round, **Prashanth Aluru (Co-Founder & CEO, TMRW)** said “Our focus and differentiation has been building a technology- and data science-led approach to scaling new age fashion brands. ServiceNow’s agentic AI capabilities will augment our playbook for value creation, enabling us to leapfrog traditional fashion-industry value drivers and deliver next-gen consumer experiences to millions of consumers. ServiceNow’s investment affirms the strength of TMRW’s technology & AI capabilities and further expands the potential to blitz scale our next phase of profitable growth. We look forward to leveraging this partnership to deepen consumer insight, operational agility and brand differentiation at scale.”

“At ServiceNow Ventures, we’re committed to investing in transformative technologies that are reshaping the future of work. We are proud to support TMRW as they redefine India’s fashion landscape with a bold, AI-first approach,” said Philip Kirk, Senior Vice President of Corporate Business Development at ServiceNow. “By leveraging the power of the ServiceNow AI Platform, TMRW is transforming every layer of the fashion experience and unlocking new levels of operational agility and customer experience. This investment reflects

our shared commitment to innovation and delivering meaningful impact across the industry.”

About TMRW

TMRW, an Aditya Birla Group venture, is a tech-powered House of Brands focused on fashion and lifestyle. Partnering with founder-led teams, TMRW builds the next generation of consumer brands by combining deep category and brand-building expertise with a proprietary digital-first growth platform. The portfolio spans Casualwear, Fashleisure™, and expression wear—across men, women, and kids—each scaled with strong fundamentals and sustainable unit economics.