

August 8, 2025

BSE Limited
Scrip code: 975948

Sub.: Intimation regarding allotment of Non-Convertible Debentures ["NCDs"] of Aditya Birla Digital Fashion Ventures Limited ["the Company"]

Ref.: 1. Regulation 51(2) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015
2. Securities and Exchange Board of India (Issue and Listing of Non-Convertible Securities) Regulations, 2021

Dear Sir/ Madam,

We wish to inform you that, the Company has today i.e., August 8, 2025, approved allotment of 10,000 Listed, Unsecured, Taxable, Rated, Redeemable, Non-Cumulative, Non-Convertible Debentures of ₹ 1,00,000 (Rupees One Lakh only) each aggregating to ₹ 100 Crore (Rupees One Hundred Crore only) with the coupon rate of 8.50 % p.a., on private placement basis.

The above is for your information and records.

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)

Registered Office:
Piramal Agastya Corporate Park, Building 'A',
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