



13th August 2025

BSE Limited

Scrip code: 975948

Sub.: Proposed investment in Aditya Birla Digital Fashion Ventures Limited ("ABDFVL"), a wholly owned subsidiary of Aditya Birla Fashion and Retail Limited

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,

Please find attached herewith the intimation submitted by Aditya Birla Fashion and Retail Limited, holding company of ABDFVL on the above- mentioned subject matter. This is for your information please.

Request you to kindly take the above on record.

Thanking you.

For **Aditya Birla Digital Fashion Ventures Limited**

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

Encl: as above

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',
4th and 5th Floor, Unit No. 401, 403, 501, 502,
L.B.S. Road, Kurla, Mumbai - 400 070

CIN: U74999MH2022PLC380326

Tel.: +91 86529 05000

Fax: +91 86529 05400



August 13, 2025

BSE Limited
Scrip code: **535755**

National Stock Exchange of India Limited
Symbol: **ABFRL**

Sub.: Outcome of the Board Meeting

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

Dear Sir/ Madam,

Please be informed that the Company and Aditya Birla Digital Fashion Ventures Limited ("ABDFVL"), a wholly owned subsidiary of the Company, have executed a Shareholders' Agreement ("SHA") and Share Subscription Agreement ("SSA") with ServiceNow Ventures Holdings, Inc. on August 13, 2025, for investment into ABDFVL, by way of 0.0001% non-cumulative, participating compulsorily convertible preference shares ("CCPS") for an amount up to ~ INR 437 Crore ("Proposed Investment").

The Proposed Investment is subject to completion of customary closing formalities and statutory & regulatory approvals, as applicable.

Brief details in accordance with the SEBI Listing Regulations read with SEBI Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024 are annexed herewith as **Annexure A**.

This is for your information.

Thanking you.

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

Anil Kumar Malik Digitally signed by Anil Kumar Malik
Date: 2025.08.13 19:04:06 +05'30'

Anil Malik
President & Company Secretary
ACS11197

Encl.: As above

ADITYA BIRLA FASHION AND RETAIL LIMITED

Registered Office:

Piramal Agastya Corporate Park, Building 'A',
4th and 5th Floor, Unit No. 401, 403, 501, 502,
L.B.S. Road, Kurla, Mumbai - 400 070

CIN: L18101MH2007PLC233901
Tel.: +91 86529 05000
Fax: +91 86529 05400

Website: www.abfrl.com
E-mail: secretarial@abfrl.adityabirla.com



Annexure A

Sr. No.	Particulars	Details
a)	type of securities proposed to be issued (viz. equity shares, convertibles etc.);	0.0001% non-cumulative, participating compulsorily convertible preference shares ("CCPS") to be issued by Aditya Birla Digital Fashion Ventures Limited ("wholly owned subsidiary of the Company")
b)	type of issuance (further public offering, rights issue, depository receipts (ADR/GDR), qualified institutions placement, preferential allotment etc.);	Preferential allotment on a private placement basis
c)	total number of securities proposed to be issued or the total amount for which the securities will be issued (approximately);	CCPS to be issued for an amount up to ~ INR 437 Crore to ServiceNow Ventures Holdings, Inc.
d)	in case of preferential issue the listed entity shall disclose the following additional details to the stock exchange(s):	
i.	names of the investors	ServiceNow Ventures Holdings, Inc.
ii.	post allotment of securities - outcome of the subscription, issue price / allotted price (in case of convertibles), number of investors;	The Issue price / allotted price of CCPS is as per mutually agreed valuation as per the terms of the SHA Number of Investor: 1
iii.	in case of convertibles - intimation on conversion of securities or on lapse of the tenure of the instrument;	N.A (CCPS to be converted into equity shares of Aditya Birla Digital Fashion Ventures Limited in accordance with the terms of SHA)
e)	any cancellation or termination of proposal for issuance of securities including reasons thereof.	N.A.

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