

January 28, 2026

BSE Limited

Scrip code: 975948, 977013

Sub.: Acquisition of additional stake in Wrogn Private Limited ("Wrogn") by Aditya Birla Digital Fashion Ventures limited ("ABDFVL")

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 ("SEBI Listing Regulations")

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.

Thanking you.

Sincerely,

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: U14101MH2022PLC380326

Tel.: +91 86529 05000

Email: cosec@tmrw.in

Website: www.tmrw.in



January 28, 2026

BSE Limited
Scrip code: 535755

National Stock Exchange of India Limited
Symbol: ABFRL

Sub.: Transaction comprising further capital investments in Wrogn Private Limited ("Wrogn") through a combination of primary infusion and secondary transaction by Aditya Birla Digital Fashion Ventures limited ("ABDFVL"), a wholly owned subsidiary of the Company.

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

In continuation with the Stock Exchange intimation dated October 16, 2024, please be informed that ABDFVL, a wholly owned subsidiary of the Company, has made further investments into Wrogn. This comprises of acquisition of additional stake of 2.53% in Wrogn (on fully diluted basis) against an aggregate amount of ~INR 6.57 Cr. ABDFVL has also made another primary infusion of ~INR 35.81 Cr in Wrogn through subscription of Optionally Convertible Redeemable Preference Shares ("OCRPS").

Brief details as required under SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024 are enclosed herewith as Annexure A.

This is for your information.

Thanking you.

Sincerely,

For **Aditya Birla Fashion and Retail Limited**

Rajeev 
Agrawal Digitally signed by
Rajeev Agrawal
Date: 2026.01.28
18:17:16 +05'30'

Rajeev Agrawal

Company Secretary & Compliance Officer
ACS 18877

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 **Website:** www.abfrl.com
Tel.: +91 86529 05000 **E-mail:** secretarial@abfrl.adityabirla.com
Fax: +91 86529 05400



Annexure A

Sr. No.	Particulars	Details
a)	Name of the target entity, details in brief such as size, turnover etc.	Name - Wrogn Private Limited Revenue for FY25: INR 223.23 Cr.
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 Wrogn is a related party, the transaction is not a related party transaction and the promoter/ promoter group/ group companies do not have any interest in the entity.
c)	Industry to which the entity being acquired belongs.	Fashion apparel, footwear 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).	Expansion of ABDFVL's portfolio of digital-first brands
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.	This infusion is in continuation of its earlier investment on certain milestone-based valuations. The Company, therefore, is not in a position to disclose the exact details
i)	Percentage of shareholding/control acquired and/or number of shares acquired.	<ul style="list-style-type: none"> Secondary transaction - ~ INR 6.57 Cr for an additional stake of 2.53% on fully diluted basis Primary infusion - ~ INR 35.81 Cr for through subscription of OCRPS
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).	<ul style="list-style-type: none"> Incorporated in the year 2012; Engaged in the business of manufacturing, marketing, and distribution (both online & offline) of fashion apparel, footwear & accessories, under the brand 'Wrogn'; Revenue for last 3 years from business were INR 223.23 Cr. (FY 25); INR 243.75 Cr. (FY24), INR 344.31 Cr. (FY23)

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