

July 20, 2026

BSE Limited

Scrip code: 975948, 977013

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., July 20, 2026, approved allotment of 50,000 (Fifty Thousand) senior, rated, listed, unsecured, redeemable, non-cumulative, non-convertible debentures of a face value of INR 1,00,000/- (Rupees One Lakh Only) each, aggregating to INR 500,00,00,000/- (Rupees Five Hundred Crores Only) comprising of:

- (i) 30,000 (Thirty Thousand) senior, rated, listed, unsecured, redeemable, non-cumulative, non-convertible debentures of the Face Value of ₹ 1,00,000/- (Rupees One Lakh Only) each, aggregating up to ₹ 300,00,00,000/- (Rupees Three Hundred Crores Only) with the coupon rate of 9 % p.a. (Series I Debentures); and
- (ii) 20,000 (Twenty Thousand) senior, rated, listed, unsecured, redeemable, non-cumulative, non-convertible debentures of the Face Value of ₹ 1,00,000/- (Rupees One Lakh Only) each, aggregating up to ₹ 200,00,00,000/- (Rupees Two Hundred Crores Only) with the coupon rate of 8.85 % p.a. (Series II Debentures, together with the Series I Debentures, collectively referred to as Debentures) 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:

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