August 19, 2026

BSE Limited
Scrip: 544403

National Stock Exchange of India Limited
Symbol: ABLBL

Sub.: **Proceedings of the 2nd Annual General Meeting of Aditya Birla Lifestyle Brands Limited** ("2nd AGM/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,

Pursuant to the above referred, the 2nd AGM of the Company was held today through Video Conferencing ("VC")/Other Audio-Visual Means ("OAVM") to transact the business as stated in the Notice of the 2nd AGM dated May 7, 2026 ("Notice"). The meeting commenced at 3:30 p.m. and concluded at 4:50 p.m.

In this regard, enclosed is the:

i. Summary of the proceedings of the 2nd AGM as **Annexure A**.
ii. Managing Director's Speech as **Annexure B.**

The results of voting will be intimated separately.

This is for your information and record.

Thanking you.

Sincerely,
For **Aditya Birla Lifestyle Brands Limited**

Rameez Abdul Hamid Shaikh

Rameez Shaikh
Company Secretary & Compliance Officer
Membership No.: A24939

Encl.: As above

Annexure A

BRIEF SUMMARY OF THE PROCEEDINGS OF THE 2ND ANNUAL GENERAL MEETING

MEETING DETAILS		
DAY & DATE	Wednesday, August 19, 2026	
TIME	Commenced at: 3:30 p.m.	Concluded at: 4:50 p.m.
MODE OF MEETING	Through Video Conferencing ("VC") / Other Audio-Visual Means ("OAVM").	

The 2nd Annual General Meeting ("AGM"/ "Meeting") was conducted in accordance with the provisions of the Companies Act, 2013 ("Act") and Rules made thereunder, Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations''), various circulars issued by Ministry of Corporate Affairs ("MCA Circulars") and SEBI in this regard.

The Directors present at the meeting elected Mr. Arun Adhikari to act as the Chairperson of the Meeting. Accordingly, Mr. Adhikari presided over the Meeting as the Chairperson.

All the Directors of the Company were present at the Meeting except Mr. Venkatesh Mysore.

Mr. Adhikari, Chairperson of the Meeting:

- Welcomed the Members to the Meeting and on requisite quorum being present, called the Meeting to order.
- informed the Members that:
  - ✓ representatives of the Statutory Auditors and Secretarial Auditors were present at the Meeting through VC/OAVM;
  - ✓ notice convening the AGM and the Auditor's Report for the year ended March 31, 2026 were taken as read;
  - ✓ there were no qualifications, comments or observations in the Statutory Auditor report, Secretarial Audit Report and
  - ✓ the documents for inspection along with Statutory Registers as required under the Act can be accessed through the 'Inspection Tab' on the 'InstaMeet' portal of the MUFG Intime India Private Limited ("RTA").
- Thereafter, Mr. Ashish Dikshit, Managing Director of the Company made his opening remarks and briefed the members on the following:
  - ✓ Economy and Industry overview;
  - ✓ Apparel Market landscape;
  - ✓ Company's performance;
  - ✓ Lifestyle Brands business;
  - ✓ Emerging brands in the Company's portfolio;
  - ✓ Culture of Operational Excellence and Digital Agility and
  - ✓ Way forward.
- Members were invited to express their views, ask questions and seek clarifications on the operations and financial performance of the Company and the resolutions proposed.

Thereafter, Mr. Ashish Dikshit, Managing Director of the Company appropriately responded to all the queries raised by the Members.

The Chairperson of the Meeting informed the Members that in terms of the Notice, the following business were transacted at the Meeting:

Item No.	Business	Resolution Type
1.	Adoption of (a) Audited Standalone Financial Statements of the Company for the financial year ended on March 31, 2026 and the Reports of the Board of Directors and Auditors thereon and (b) Audited Consolidated Financial Statements of the Company for the financial year ended on March 31, 2026 and the Reports of the Auditors thereon.	Ordinary
2.	Declaration of a dividend of 8% on the Non-convertible, Non-cumulative Redeemable Preference Shares for the Financial Year ended on March 31, 2026.	Ordinary
3.	Declaration of a dividend of Rs. 0.50 (Fifty paisa only) per equity share for the Financial Year ended on March 31, 2026.	Ordinary
4.	Appointment of Director in place of Ms. Ananyashree Birla (DIN: 06625036), who retires by rotation and being eligible, offers herself for re-appointment.	Ordinary

- Method of voting on the above resolutions were through Remote e-voting and e-voting (Insta Poll) at the AGM.
- E-Voting at the Meeting was available for 15 minutes post closure of the Meeting for those Members who have not cast their votes during the Remote e-voting.
- Voting Results along with Scrutinizer's Report shall be declared and disseminated on the Company's websites, the website of the RTA and the Stock Exchanges.
- Chairperson thanked the members for attending and participating in the Meeting.

Annexure B

Managing Director's Speech — Aditya Birla Lifestyle Brands Limited

Dear Shareholders,

A very warm welcome to the 2nd Annual General Meeting of Aditya Birla Lifestyle Brands Limited.

FY26 was a defining year for ABLBL as we completed our first full year as a standalone listed company. The transition was executed smoothly, while maintaining business continuity and preserving the momentum across our portfolio. This performance reflects the strength of our operating model, the depth of our leadership team and the enduring relevance of the brands we have built over the years.

With an independent identity and a sharper strategic focus, ABLBL is now well positioned to pursue its next phase of growth. We enter this chapter with a powerful portfolio of iconic brands, the continued strength and trust of the Aditya Birla Group, and, most importantly, the commitment and energy of our people.

Before turning to your Company's performance, I would like to briefly place the year in the context of the broader economic and industry environment.

Against a global backdrop marked by softer demand, persistent inflationary pressures and geopolitical volatility, India continued to stand out for the strength and resilience of its economy. Real GDP growth increased to 7.6% in FY26 from 7.1% in the previous year, reinforcing India's position as the fastest-growing major economy. Domestic consumption remained a key pillar of this growth, with private consumption expanding by 7.7% during the year.

As we look ahead to FY27, India is expected to remain amongst the world's fastest-growing large economies, with growth projected at approximately 6.6–6.7%. This combination of sustained economic expansion and growing consumption provides a supportive backdrop for the long-term growth of our businesses.

We now delve into the Apparel Market landscape

India's consumption story continues to strengthen, supported by rising household incomes, expanding urbanisation and a steady shift towards higher discretionary spending.

India's fashion market is benefiting directly from this broader consumption upcycle. As more households move into higher income segments, consumers are increasingly spending beyond basic needs and seeking branded, higher-quality and differentiated products that reflect lifestyle, identity and aspiration.

This creates a compelling runway for ABLBL. Our strength lies not only in the scale and heritage of our western wear portfolio, but also in our ability to serve consumers across life stages, occasions and evolving lifestyle needs. With strong brand equity and meaningful headroom in newer and underpenetrated categories, your Company is well positioned to capture a greater share of India's expanding fashion consumption.

Next, we discuss the performance of ABLBL.

FY26 was a year of disciplined execution and strengthening business momentum. Revenue grew 7% year-on-year to Rs. 8,396 crore, driven by strong retail execution, healthy like-to-like growth of 9% and improving traction across e-commerce and wholesale channel. Momentum strengthened meaningfully in the second half of the year, with the business delivering double-digit growth as wholesale and other channels also saw improved traction.

In terms of profitability, your Company's EBITDA growth outpaced revenue growth. EBITDA increased by 13% while EBITDA margin expanded by 80 basis points to 17%. This improvement was led by operating leverage, gross margin improvements and sustained execution discipline — demonstrating the inherent strength of our business model.

We leveraged our key strengths by further expanding our retail network. We added more than 300 stores (gross) during the year, while upgrading existing locations to enhance productivity and improve the consumer experience. ABLBL's robust retail footprint exceeds 4.9 million square feet, and operates one of India's largest branded fashion distribution networks, spanning every major consumption channel. As of Mar 2026,

- Your Company operated 3,348 Exclusive Brand Outlets
- Additionally, has over 39,500 Multi-Brand Outlets, with a strong presence in the fast-growing innerwear category
- We also stand at more than 6,500 Shop-in-Shops across leading departmental store chains.
- Alongside our physical network, we maintain a strong online presence through leading e-commerce marketplaces and our brand websites.

Moreover, our expansive omnichannel presence ensures that consumers can access our brands wherever they are, making shopping convenient and delightful.

Next, let's take a closer look at our Lifestyle Brands business.

ABLBL houses some of India's most iconic fashion brands — Louis Philippe, Van Heusen, Allen Solly, Peter England and Simon Carter. These brands have defined and continue to shape the country's branded western wear landscape over several decades. Each of our key lifestyle brands has, in the past, crossed the ₹1,000 crore revenue milestone, with two brands having exceeded ₹2,000 crore. This places them amongst a select group of apparel brands in India to have achieved such scale.

During FY26, the Lifestyle Brands portfolio delivered a resilient performance despite a challenging external environment. Revenue grew 8% year-on-year to ₹7,154 crore, supported by 8% like-to-like growth while EBITDA increased 9% to ₹1,401 crore, with margins at a healthy 19.6%.

Their enduring strength lies in their ability to combine timeless appeal with contemporary relevance. During the year, our brands sharpened their consumer proposition through product refreshes, superior go-to-market execution and digital-first marketing initiatives. Over 175 Lifestyle Brand stores were revamped to create more engaging and premium shopping experiences. To stay ahead in this evolving fashion landscape, we continue to expand the portfolio into casualwear, athleisure and occasion-driven segments, ensuring relevance across every facet of the consumer's lifestyle.

Let me now delve into our emerging brands portfolio

Our Emerging Brands portfolio including Reebok, Van Heusen Innerwear and American Eagle continued to scale and improve its operating performance during FY26. Excluding Forever 21, the portfolio delivered 8% revenue growth, supported by healthy retail momentum and 13% like-to-like growth, alongside a strong 370 basis point improvement in EBITDA margin.

Reebok demonstrated growing momentum during the year, delivering double-digit retail like-to-like growth and adding over 50 new stores, taking its network past 210 stores across established and newer markets, including small towns.

Van Heusen Innerwear continued to progress towards breakeven, with losses reducing significantly and like-to-like growth of over 30%, reflecting stronger consumer acceptance and better execution at the store level.

American Eagle further strengthened its position as a denim-led youth casualwear brand, with total network of 73 stores.

Together, these brands are helping shape the next phase of growth for ABLBL — anchored in innovation, strong consumer relevance and an increasingly seamless omnichannel proposition. Importantly, this growth is being pursued with a clear focus on both scale and profitability.

As we build for the future, we are equally focused on strengthening the way we operate

At the heart of this journey is a culture of operational excellence, complemented by greater digital agility across the organisation.

At ABLBL, these values are non-negotiable and embedded deeply in our culture. The Company’s ecosystem is anchored by more than 10 state-of-the-art manufacturing facilities, with annual production capacity exceeding 30 million units, and a manufacturing workforce of over 16,000 associates, the majority of whom are women — reflecting our continued commitment to inclusive growth. Our retail expansion model remains largely asset-light and franchise-led, enabling scalable growth and deeper market penetration, while more than 50% of our store network is now omni-enabled, allowing customers to move seamlessly between online and offline channels.

During the year, we made significant progress in modernising our core technology infrastructure and building AI-led solutions across key areas of the business, helping us improve decision-making, personalise consumer engagement and deliver a more relevant customer experience. E-commerce remained an important growth channel, delivering revenue of over ₹1,000 crore during the year.

Your Company carries forward the legacy of the ReEarth sustainability programme and the Group's Sustain-ability journey – from Sustainability 1.0 (process-led) to Sustainability 2.0 (product-led) – and is now advancing into Sustainability 3.0, built around five strategic themes: Sustainable Brands, Product Stewardship, Net Zero & Decarbonisation, Health, Safety & Well-being, and Social Impact,

In our commitment to sustainability, 69% of the energy used in our owned facilities now comes from renewable sources. This is further supported by over 8.9 lakh square feet of green-certified built environment. We have achieved water-positive operations, across all our owned facilities, and 72% of our wastewater being recycled. Packaging has also seen a transformative shift, with 95% now being sustainable, replacing single-use plastics with recyclable, reusable and durable materials.

Our CSR approach involves empowering community members by prioritizing Education, Health and Sanitation, Sustainable Livelihoods, Water and Watershed, and Digitalization, with the aim of integrating them into the economy. CSR initiatives created a positive impact for over 1.88 lakh beneficiaries in FY 2025-26. Over 7,900 employees volunteered and contributed nearly 47,000 hours to make a pragmatic difference in our communities.

Looking Ahead

As we look ahead, our focus is clear. To translate the strength of our brands into consistent, profitable and cash-generative business growth. We see significant opportunity ahead as India's fashion and lifestyle market continues to deepen, premiumize and become increasingly omnichannel.

Our priorities will remain centred on delivering sustained double-digit growth in both revenue and EBITDA. This will be driven by healthy like-to-like growth, sharper product and brand propositions, stronger digital and omnichannel capabilities and continued operating discipline across the business.

We closed FY26 with net debt of Rs. 726 crore and remain focused on progressively strengthening the balance sheet through internally generated cash flows. At the same time, we will continue to invest selectively in the capabilities, people and innovation required to build the next generation of business.

More importantly, FY26 has given us confidence in the quality of the platform we have built and the direction in which we are headed. We enter the next phase with greater clarity, stronger execution focus and a clear ambition to create enduring value for our consumers, employees, partners and shareholders.

Thank you for your continued trust and support. We look forward to building ABLBL into an even stronger, more admired and more responsible fashion enterprise in the years ahead.

Thank you.