



June 8, 2026

**BSE Limited**  
Scrip code: 535755

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

**Sub.: Aditya Birla Digital Fashion Ventures Limited ("TMRW"), a wholly owned subsidiary of the Company, has increased its stake in its subsidiary, Bewakoof Brands Private Limited ("Bewakoof"), by 10.02% through a secondary share purchase.**

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

This is to inform you that TMRW has acquired an additional 10.02% equity shareholding in Bewakoof on June 08, 2026. Consequently, TMRW now holds 99.03% of the equity share capital of Bewakoof.

Brief details as required under SEBI Master Circular No. HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated January 30, 2026 are enclosed herewith as Annexure A.

This is for your information.

The above is being made available on the Company's website i.e. [www.abfrl.com](http://www.abfrl.com).

Thanking you.

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

**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',  
4<sup>th</sup> and 5<sup>th</sup> Floor, Unit No. 401, 403, 501, 502,  
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**Annexure A**

Sr. No.	Particulars	Details
a)	Name of the target entity, details in brief such as size, turnover etc.	<p>Name – Bewakoof Brands Private Limited (“<b>Bewakoof</b>”)</p> <p>Brief Details: The Target Entity is a subsidiary company of Aditya Birla Digital Fashion Ventures Limited (“TMRW”), a wholly owned subsidiary of the Company.</p> <p>The total paid-up Equity Share Capital of Target Entity as of date is Rs. 9,16,840/- (Rupees Nine lakhs Sixteen thousand Eight Hundred and Forty) and the turnover of Target Entity for the financial year ended March 31, 2026, is Rs. 243.12 Cr.</p>
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”.	<p>No.</p> <p>The said equity acquisition does not fall within the definition of Related Party Transaction.</p> <p>None of the promoter/promoter group/group companies have any interest in the acquisition of the above equity stake.</p>
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).	<p>Transaction in accordance with the terms of the Share Subscription and Shareholders’ Agreement dated March 22, 2023, with pre-defined milestones for increase in stake of TMRW in Bewakoof through stake purchase/secondary transaction.</p> <p>TMRW, being the holding company of Bewakoof, has increased its stake in Bewakoof from 89.01% to 99.03%</p>
e)	Brief details of any governmental or regulatory approvals required for the acquisition.	No regulatory approvals are required.

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**ADITYA BIRLA**

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.	The shares are acquired as per the agreed terms & conditions under the Share Subscription and Shareholders' Agreement dated March 22, 2023 The subject transaction is completed today.
i)	Percentage of shareholding/control acquired and/or number of shares acquired.	Through the subject transaction, TMRW has increased its holding from 89.01% to 99.03% (an increase of 10.02%) in Bewakoof
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"><li>• Incorporated in the year 2011;</li><li>• Engaged in the business of manufacturing, marketing, and distribution (both online &amp; offline) of fashion apparel, footwear &amp; accessories, under the brand 'Bewakoof';</li><li>• Revenue for last 3 years from business were INR 243.12 Cr. (FY 26); INR 172.97 Cr. (FY25), INR 160.85 Cr. (FY24)</li></ul>

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