September 17, 2026

BSE Limited
Scrip code: **535755**

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

Sub.: **Aditya Birla Digital Fashion Ventures Limited ("ABDFVL"), a wholly owned subsidiary of the Company, has increased its stake in its subsidiary, Imperial Online Services Private Limited ("Imperial"), thereby making Imperial a wholly owned subsidiary of ABDFVL**

Ref.:
a. **Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015** ("SEBI Listing Regulations") **and**
b. **SEBI Master Circular No. HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated January 30, 2026** ("SEBI Master Circular")

With reference to the captioned subject, we wish to inform that Aditya Birla Digital Fashion Ventures Limited ("ABDFVL"), a wholly owned subsidiary of the Company, has today, i.e., September 17, 2026, acquired an additional 15.62% equity stake in its subsidiary, Imperial Online Services Private Limited ("Imperial").

Pursuant to the aforesaid acquisition, Imperial has become a wholly owned subsidiary of ABDFVL and consequently, step-down wholly owned subsidiary of the Company.

Brief details in accordance with the SEBI Listing Regulations read with aforesaid SEBI Master Circular are annexed herewith as **Annexure A**.

The above is being made available on the website of the Company i.e., www.abfrl.com.

This is for your information and record.

Thanking you,

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

Rajeev Agrawal
Digitally signed by: Rajeev Agrawal
DN: CN = Rajeev Agrawal C = IN O = Personal
Date: 2026.09.17 21:54:42 +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
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ADITYA BIRLA
FASHION & RETAIL

Annexure A

Sr. No.	Particulars	Details
a)	Name of the target entity, details in brief such as size, turnover etc.	Name - Imperial Online Services Private Limited ("Imperial") Brief Details: The Target Entity is a subsidiary company of Aditya Birla Digital Fashion Ventures Limited ("ABDFVL"), a wholly owned subsidiary of the Company. The total paid-up Equity Share Capital of Target Entity as on date is Rs. 1,29,66,890 (Rupees One Crore Twenty-Nine Lakh Sixty-Six Thousand Eight Hundred and Ninety) and the turnover of Target Entity for the financial year ended March 31, 2026 is Rs. 119.38 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".	No, the said equity acquisition does not fall within the definition of Related Party Transaction. None of the promoter/promoter group/group companies have any interest in the acquisition of the above equity stake.
c)	Industry to which the entity being acquired belongs.	Fashion, apparel 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).	Transaction is in accordance with the terms of the Share Subscription and Shareholders' Agreement dated July 11, 2022 with pre-defined milestones for increase in stake of ABDFVL in Imperial through stake purchase/secondary transaction. Imperial has become a wholly owned subsidiary of ABDFVL and consequently, a step-down wholly owned subsidiary of Aditya Birla Fashion and Retail Limited ("ABFRL").
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.	The shares are acquired as per the agreed terms & conditions under the Share Subscription and Shareholders' Agreement dated July 11, 2022
i)	Percentage of shareholding/control acquired and/or number of shares acquired.	Through the subject transaction, ABDFVL has increased its holding from 84.38% to 100% in Imperial.
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).	• Incorporated in the year 2012; • Engaged in the business of manufacturing, marketing, and distribution (both online & offline) of fashion apparel under the brand 'Urbano' and • Revenue for last 3 years from business were INR 119.38 Cr. (FY 26); INR 77.93 Cr. (FY25), INR 66.78 Cr. (FY24).

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