



June 23, 2025

BSE Limited  
Scrip code: **544403**

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

**Sub.: Press Release on the Listing of Aditya Birla Lifestyle Brands Limited on Indian Stock Exchanges**

**Ref.: Regulation 30 (read with Schedule III - Part A), of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations");**

Dear Sir/ Madam,

Pursuant to the captioned subject, please find enclosed herewith the Press Release titled "Aditya Birla Lifestyle Brands Limited debuts on the bourses".

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

Thanking you.

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

**Rajeev Agrawal**  
**Company Secretary & Compliance Officer**  
**A18877**

*Encl.: As above*

## **Aditya Birla Lifestyle Brands Limited**

**Corporate Office:**

Kh No. 118/110/1, Building 2, Divyashree  
Technopolis, Yemalur Main Rd, off HAL  
Airport Road, Bengaluru- 560037

**Registered Office:**

Piramal Agastya Corporate Park, Building 'A',  
4<sup>th</sup> and 5<sup>th</sup> Floor, Unit No. 401, 403, 501, 502,  
L.B.S. Road, Kurla, Mumbai - 400 070

**Website:** [www.ablbl.in](http://www.ablbl.in)

**E-mail:** [secretarial.ablbl@abfrl.adityabirla.com](mailto:secretarial.ablbl@abfrl.adityabirla.com)

**Tel.:** +91 86529 05000

**CIN:** U46410MH2024PLC423195



**Aditya Birla Lifestyle Brands Limited (ABLBL) debuts on the bourses,**

**Aditya Birla Group Chairman Mr. Kumar Mangalam Birla unveils his bold vision for India's next billion-dollar brands in fashion**

**PRESS RELEASE**

**Aditya Birla Lifestyle Brands Limited (ABLBL)** successfully listed on BSE and NSE early this morning, completing the demerger of Aditya Birla Group's fashion business into two independent listed entities with distinct value creation trajectories.

This step marks the culmination of a year-long process of demerger where the western wear brands portfolio of the fashion business is carved out from the parent company to list independently. ABLBL is now poised to operate with greater agility, a sharper strategic focus, and more disciplined capital allocation.

The business today houses a powerful portfolio of brands:

- **Lifestyle brands** - Louis Philippe, Van Heusen, Allen Solly, Peter England, Simon Carter
- **Youth Western wear Brand** - American Eagle
- **Sportswear** brand Reebok
- **Innerwear** business under Van Heusen

With this diverse portfolio of strong brands and access to free cash flow, the business is poised to pursue an aggressive growth trajectory. It is expected to double in scale with improved profitability over the next five years, reinforcing its position as one of the largest branded fashion players in the country.

**Mr. Kumar Mangalam Birla, Chairman, Aditya Birla Group** said "This moment marks both a recognition of the progress we have made and a clear signal of the scale of opportunity that lies ahead. India stands at the cusp of a transformative growth phase, with consumption poised to be a primary driver. ABLBL's foundation is built on enduring strengths that set it apart in a competitive market. Our ambition is clear. To build India's first portfolio of billion-dollar brands in fashion and lifestyle."

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**Mr. Ashish Dikshit, Managing Director, Aditya Birla Lifestyle Brands Limited** said “As ABLBL embarks on this new chapter as a listed company, we do so with humility, a deep sense of responsibility, and unwavering confidence in our vision. On behalf of the entire ABLBL team, I extend heartfelt gratitude to our partners, investors and all our stakeholders for their enduring trust and support. We are energized by the opportunities ahead and look forward to building, together, India’s next generation of iconic brands.”

Aditya Birla Lifestyle Brands Limited (ABLBL) was listed at Rs. 172.84 and Rs. 167.75 on the NSE and BSE respectively.

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- BSE Limited: 544403
- National Stock Exchange of India Limited: ABLBL EQ
- ISIN: INE14LE01019

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