



August 13, 2025

**BSE Limited**  
**Scrip code: 544403**

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

**Sub.: Investor Presentation of the Board Meeting of the Company**

**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 above referred, kindly note that the Board of Directors of the Company at its meeting held today i.e., Wednesday, August 13, 2025, have inter alia considered and approved Unaudited Standalone & Consolidated Financial Results along with Limited Review Report for the quarter ended June 30, 2025.

Enclosed is the investor presentation in this regard.

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**  
**ACS18877**

*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:**

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4<sup>th</sup> and 5<sup>th</sup> Floor, Unit No. 401, 403, 501, 502,  
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**CIN:** L46410MH2024PLC423195



# Q1 FY26

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## Performance Highlights



# CONTENTS



01 Market Update

---

02 Q1 Highlights

---

03 Performance of Key Portfolios

---

04 Financials

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# Market Update

## Casualization trend continues

- Consumers prioritizing comfort without compromising style

## Rise of Gen-Z

- Growing Gen-Z influence emerges as an important consumer force, reshaping market trends

## Wedding season lifts key consumer categories

- Higher wedding dates this Q1
- Premium and occasion-wear benefit

## Expansion remains measured

- Rollouts slow amidst macro uncertainty
- Current trend towards opening larger stores

# CONTENTS



01 Market Update

02 Q1 Highlights

03 Performance of Key Portfolios

04 Financials

# Q1 HIGHLIGHTS

## Industry Leading LTL growth

- Another quarter of double digit retail L2Ls
  - ABLBL LTL @14% on a base of 3200+ stores
  - Consistent performance underscores high quality retail execution

## Aggressive brand investments

- Impactful campaigns dominating media space
- Reinvigorated brands with bold, youth-focused campaigns

## Continued impetus on profitable growth

- EBITDA margin at 15.5%
  - Amplified brand building efforts across brands during IPL
    - Overall spend >2x of LY
  - Adjusted for above, EBITDA margin would have expanded 280 bps YoY to 18.3%

## Continued retail expansion

- Gross addition of 50+ stores
- Accelerated expansion in following quarters
  - On track to add 250+ new stores

Smooth completion of De-merger



# ABLBL Network



3230\*

Brand Stores



785+

Cities & Towns presence



569

Small Town stores



190+

No. of Malls presence

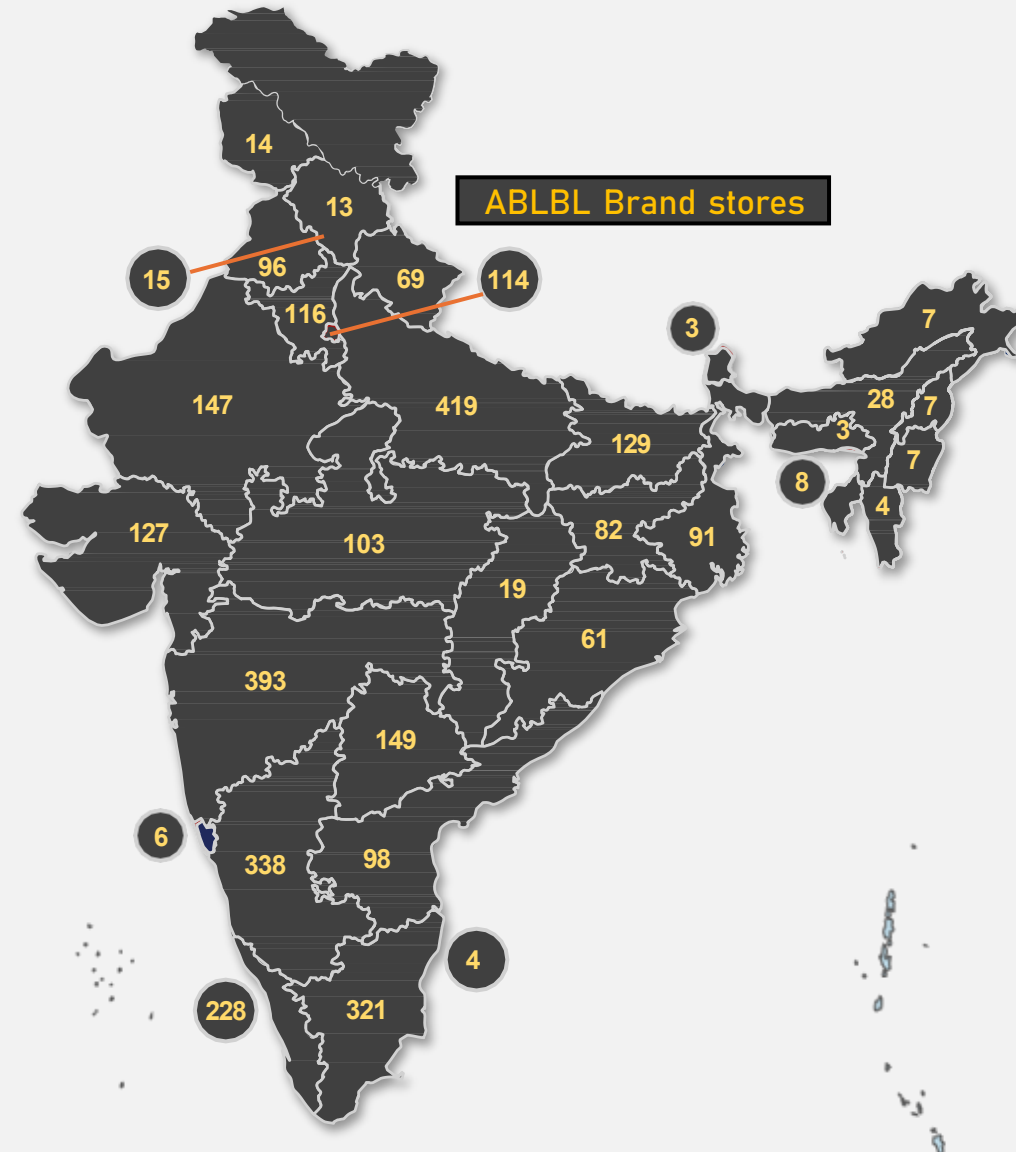
- ABLBL Network consolidation exercise almost complete
- We should start seeing net positive expansion from Q2 FY26
- Successful completion of the F21 phasing out



**Footprint**  
(million sq. ft.)



**4.6**  
June'25



# ABLBL HIGHLIGHTS | Q1

| (In Rs. Cr.)         | ABLBL Consolidated |              |                 |
|----------------------|--------------------|--------------|-----------------|
|                      | Q1 FY25            | Q1 FY26      | Growth (Vs. LY) |
| Revenue              | 1784               | 1841         | 3%              |
| EBITDA               | 283                | 286          | 1%              |
| <i>EBITDA Margin</i> | <i>15.9%</i>       | <i>15.5%</i> |                 |
| EBIT                 | 121                | 113          | -6%             |
| PAT                  | 23                 | 24           | 5%              |

- ▶ Revenue up by 3%
- ▶ EBITDA in line with LY
  - ▶ Margin lower by 40 bps, despite higher advertising spends by 280 bps vs LY



# ABLBL SEGMENTAL | Q1

| Consolidated Financials<br>(Rs. Cr.) | Revenue     |             | Growth     | EBITDA     |            | EBITDA%      |              |
|--------------------------------------|-------------|-------------|------------|------------|------------|--------------|--------------|
|                                      | Q1 FY25     | Q1 FY26     | Vs<br>FY25 | Q1 FY25    | Q1 FY26    | Q1 FY25      | Q1 FY26      |
| Lifestyle Brands <sup>1</sup>        | 1488        | 1570        | 6%         | 283        | 281        | 19.0%        | 17.9%        |
| Youth Brands & Innerwear             | 317         | 310         | -2%        | 4          | 9          | 1.1%         | 2.8%         |
| Elimination                          | -20         | -39         |            | -3         | -4         |              |              |
| <b>ABLBL</b>                         | <b>1784</b> | <b>1841</b> | <b>3%</b>  | <b>283</b> | <b>286</b> | <b>15.9%</b> | <b>15.5%</b> |

Q1 revenue growth led by strong double digit retail LTL across 3200+ stores

- Lifestyle Brands continue to deliver strong performance
  - 4<sup>th</sup> consecutive quarter of strong positive LTL on a base of 2800+ stores; LTL @15%
  - EBITDA margin slightly impacted due to strategic brand building initiatives
- Youth Brands & Innerwear revenue impacted due to closure of Forever21
  - Portfolio delivers continued margin expansion

1. Q1FY25 Lifestyle Brands Revenue and EBITDA have been restated for comparison. The change reflects the reclassification for transaction between Innerwear and Lifestyle Brands, which are now shown in Elimination row (erstwhile under Lifestyle Brands)

# CONTENTS

---



01 Market Update

---

02 Q1 Highlights

---

03 Performance of Key  
Portfolios

---

04 Financials

---

# Lifestyle Brands



LOUIS PHILIPPE

VAN HEUSEN

ALLEN SOLLY

PETER ENGLAND



SIMON CARTER  
LONDON





# LIFESTYLE BRANDS

- ▶ Revenue at Rs. 1570 Cr, growth of 6% vs LY
  - ▶ Strong double digit LTL across all brands
    - ▶ Overall LTL at 15%
    - ▶ 4 consecutive quarters of strong positive LTL
- ▶ EBITDA margin at 17.9%
  - ▶ Lower due to increased advertisement spends in a high intensity event
- ▶ 40+ gross store additions this quarter
  - ▶ Increased mix of new updated retail identity across brands
  - ▶ Opening of larger high impact stores
  - ▶ Robust store rollout pipeline for rest of the year
- ▶ Strong youth customer acquisition
  - ▶ Enhanced fashion quotient in new product introductions
  - ▶ Effective campaigns and go-to-market strategies





# LIFESTYLE BRANDS

## Q1 Channel-wise Revenue (in Rs. Cr.)

|             | Q1 FY25 | Q1 FY26 | vs. LY |
|-------------|---------|---------|--------|
| Retail*     | 938     | 1049    | 12%    |
| Wholesale   | 273     | 289     | 6%     |
| E-commerce* | 215     | 175     | -19%   |
| Others*     | 62      | 57      | -7%    |

- ▶ Continued strong retail performance, LTL at 15%
  - ▶ Small town begins to bounce back, posts double digit LTL
- ▶ Department store business impacted by one-off effects of partner consolidation
  - ▶ Underlying performance remains strong with healthy secondary L2L growth
- ▶ Ecommerce business calibrated to grow profitably



\* Previously, outlet store revenue was included under Others. It is now reported under Retail. Additionally, E-commerce has been further split from erstwhile Others to be presented separately. These changes will be reflected going forward.



# LOUIS PHILIPPE

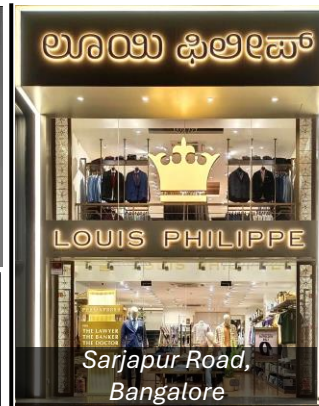
Exciting Go-to-market campaigns



Trend-driven product launches



Focus on larger stores and deeper retail presence



7 New stores opened this quarter

Signed the Biggest Mall store (~6000 Sqft) for the brand, opening in Sep'25 in Phoenix, Pune

17 stores renovated



Targeted Campaign to dominate the wedding category



Click on the image to see the campaign

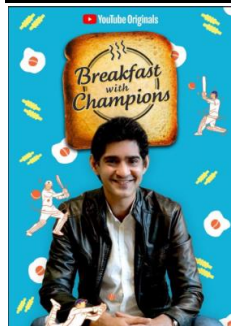


# PETER ENGLAND

Continued Focus on strengthening association with  
“Cricket”



Cricket inspired content across platforms



Expanded & upgraded footprint

10 new store openings in Q1

पीटर इंग्लंड PETER ENGLAND



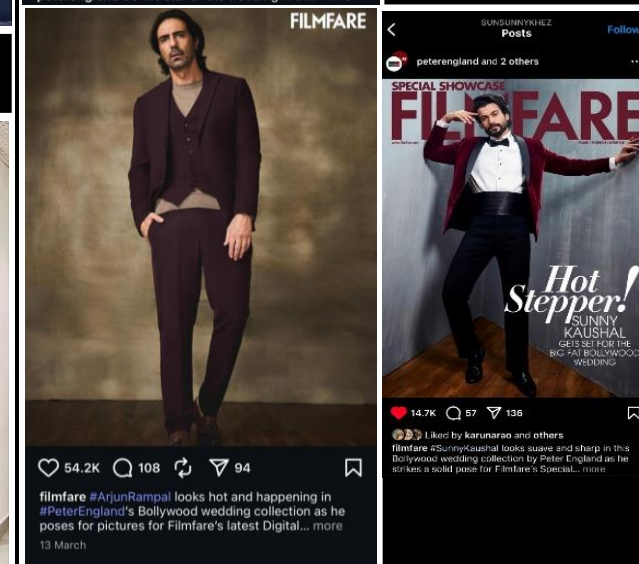
Kalyan, Maharashtra

12 stores renovated in Q1



Civil Lines, Allahabad

Strategic collaborations to drive the  
“Bollywood wedding” campaign





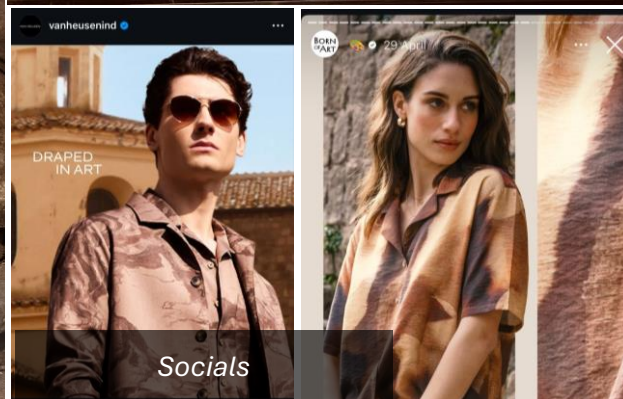
# VAN HEUSEN

## "Born of Art" campaign across all platforms

Media Campaign



In-Store GTM Window

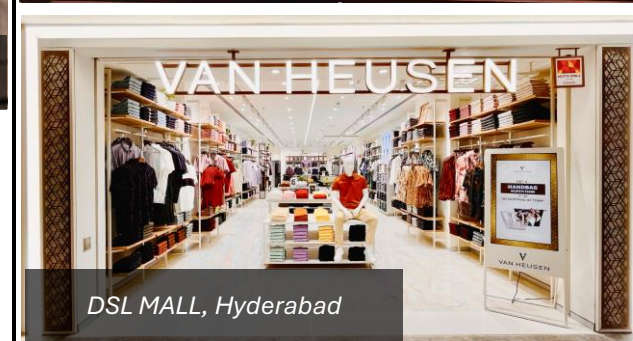


## Exciting Product innovations



Van Heusen "Transit" range -  
Travel-leisure merchandise  
collection all set to launch

## Enhancing retail experience: 7 new stores opened, 18 renovated





# ALLEN SOLLY

"Legs now Turn heads" campaign for Men and Women

Media Campaign



Click on the image to see the campaign

In-Store GTM Window



Instagram Collaborations



New Retail ID Launched; 10 new stores opened, 19 renovated



Banjara Hills, Hyderabad



MG Road, Trivandrum



100 Ft Indiranagar, Bangalore

Break-through innovations in casual products



CARPENTER PANT- IN DENIM & NON DENIM



FEATHER TOUCH

Feather Touch Chinos — your perfect companion for everyday work and effortless leisure. Crafted with ultra-soft fabric and a modern fit, they offer unmatched comfort without compromising on style. Versatile with relaxed styling, these chinos move with you from boardroom to café, all day long.

SOFT STRETCH CHINOS FOR ALL DAY COMFORT



QUEEN OF HEARTS



# Youth Brands & Innerwear

AMERICAN EAGLE

**V** VAN HEUSEN<sup>®</sup>  
— INNERWEAR —

**Reebok**



# Youth Brands & Innerwear

AMERICAN EAGLE



- On path to build a leading denim/casual wear brand
- Available at 67 stores and 230+ counters across departmental stores & MBOs
  - Added 2 new stores this quarter

Reebok



- Operating on a well-established and profitable model
- Offline expansion on track
  - Added 10 new stores this quarter
  - Available at 175+ stores & 950+ offline touchpoints

VAN HEUSEN  
INNERWEAR

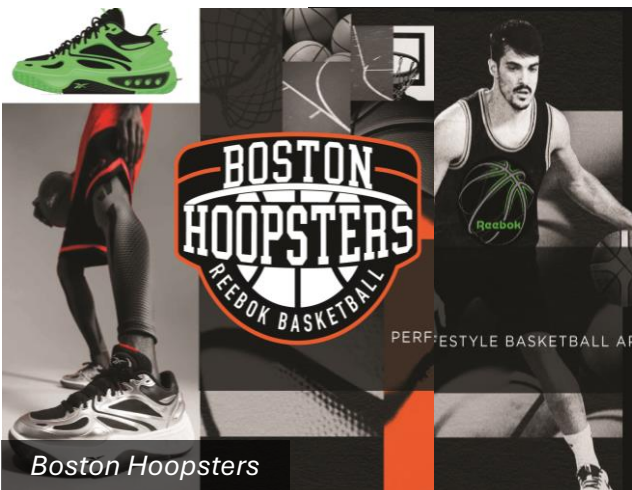


- On path to profitability
  - Losses halved in Q1 vs LY
- Multi-channel growth led by strong retail performance
- Present across 37000+ trade outlets & 100+ exclusive stores
  - Addition of 500+ counters in Q1

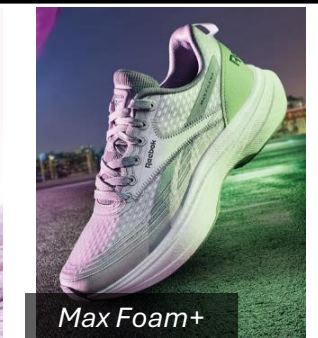


# Reebok

Launch of Tennis and Basketball lines



Impactful innovations in Basketball, Walking and Lifestyle



Exciting New collaborations

Collaboration with North-East United FC



Coming soon  
Manu Bhaker for  
Reebok





# AMERICAN EAGLE

New Identity Launched in line with the Cool & Aspirational Quotient of the Brand



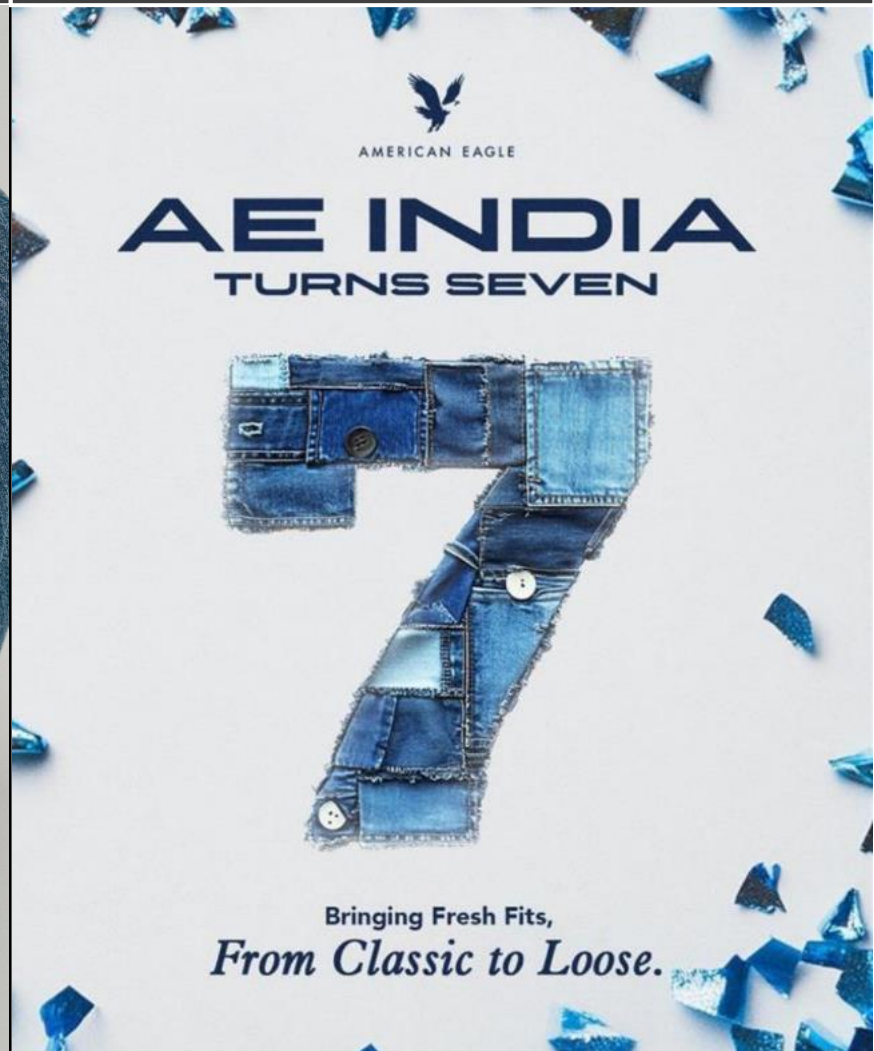
Nexus Elante, Chandigarh



Sydney Sweeny the Freshest Face of AE



7 Years of AE in India

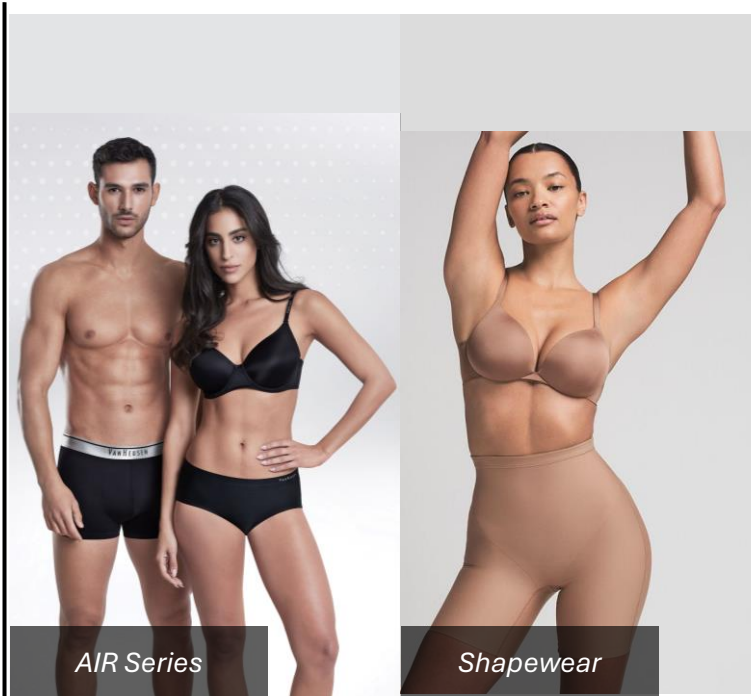




New Identity Launched with Tightly packed merchandise



Break-through innovations launched



Celebrating “1 crore Happy Customers” with our Partners



**VAN HEUSEN**  
 — INNERWEAR —

Celebrating  
**1CRORE**  
 HAPPY CUSTOMERS

# CONTENTS



01 Market Update

---

02 Q1 Highlights

---

03 Performance of Key Portfolios

---

04 Financials

---



# ABLBL | P&L Statement

| Consolidated Profit & Loss In ₹Cr.  | ABLBL   |         |
|-------------------------------------|---------|---------|
|                                     | Q1 FY25 | Q1 FY26 |
| Revenue from Operations             | 1784    | 1841    |
| Other Income                        | 14      | 23      |
| Total Income                        | 1799    | 1863    |
| EXPENSES                            |         |         |
| Cost of Materials Consumed          | 227     | 276     |
| Purchases of Stock-in-Trade         | 468     | 554     |
| Changes in Inventories              | 39      | -141    |
| Employee Benefits Expenses          | 217     | 235     |
| Finance Costs                       | 87      | 85      |
| Depreciation & Amortisation Expense | 162     | 173     |
| Rent Expenses                       | 175     | 190     |
| Other Expenses                      | 389     | 464     |
| Total Expenses                      | 1765    | 1835    |
| Profit before Tax                   | 33      | 28      |
| Tax Expenses                        | 10      | 4       |
| Net Profit after Tax                | 23      | 24      |





# Disclaimer

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