



November 4, 2025

BSE Limited
Scrip code: 544403

National Stock Exchange of India Limited
Symbol: ABLBL

Sub.: Press Release of the Board Meeting of the Company

Ref.: 1. 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");
3. Our Prior intimation dated October 30, 2025

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., Tuesday, November 4, 2025, have inter alia considered and approved Unaudited Standalone & Consolidated Financial Results along with Limited Review Report for the quarter and half year September 30, 2025.

Enclosed is the press release in this regard.

The above is being made available on the Company's website i.e., 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

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04th Nov 2025

PRESS RELEASE

Aditya Birla Lifestyle Brands Limited (ABLBL) continues to drive retail excellence; Another quarter of double-digit LTL and 12% EBITDA growth

Financial Performance

The Board of Directors of the Company, at its meeting today, approved the results for the quarter ended 30th September 2025. These financials are post factoring in necessary adjustments under Ind AS. Please note these results should be read in conjunction with the investor presentation.

Financials ABLBL – Q2

<i>In Rs. Cr.</i>	Q2 FY25	Q2 FY26	Growth % (vs. LY)
Revenue	1965	2038	4%
EBITDA	301	338	12%
PBT (before exceptional)	18	31	
PBT (after exceptional)	-81	31	
PAT	-59	23	

Performance Highlights for the Quarter

- ABLBL posted 4% growth YoY, with revenue at Rs. 2038 Cr for the quarter
 - Lifestyle Brands grew 7% YoY
 - Revenue in H1 stood at Rs. 3878 Cr, up 3% YoY
- ABLBL posted 5th consecutive quarter of strong retail LTL
 - Q2 LTL growth of 12% on a network of 3000+ stores
- ABLBL EBITDA led by strong operating performance, was up 12% YoY
 - EBITDA Margin stood at 16.6%, up 125 bps YoY
 - Lifestyle brands margin was up 80 bps
 - Emerging business portfolio was up 130 bps vs LY
 - EBITDA margin for H1 expanded 50 bps to reach 16.1% despite higher advertisement spends (120 bps vs LY)



4. PAT for ABLBL in Q2 stood at Rs. 23 Cr vs Rs. -59 Cr LY

5. ABLBL expanded its retail footprint with 75+ gross store additions during Q2
a. Total presence now at 3256 stores with area spanning 4.7 Mn sq.ft.

Business performance

Aditya Birla Lifestyle Brands Limited (ABLBL) comprises of -

- **Lifestyle brands** - Louis Philippe, Van Heusen, Allen Solly, Peter England and Simon Carter
- **Emerging Business** - American Eagle, Sportswear brand Reebok and Innerwear business under Van Heusen

Lifestyle brands – Q2 revenue grew 7% to reach Rs. 1754 Cr. led by strong retail performance. EBITDA for the business was Rs. 338 Cr. resulting in an EBITDA margin of 19.3%.

Brands continued to expand their footprint with 60+ gross store additions in Q2, delivering industry-leading retail LTL growth of 12%, marking another quarter of strong performance. The momentum remains robust, as brands strengthen their salience, forge new marketing associations and execute high impact campaigns. Expansion across categories and segments continues to enhance portfolio relevance.

Emerging business portfolio continued to deliver profitability improvements, posting retail LTL growth of 11% in Q2 vs LY. Overall revenue saw an impact due to the closure of the Forever 21 business. Collectively, these brands are available across 350+ stores.

Way Forward

Our retail performance remains strong, supported by a streamlined store network and improving efficiency across e-commerce and wholesale channels. This momentum is expected to continue, with retail sustaining its strength and other channels beginning to contribute more meaningfully to overall growth. We have already commenced expansion across key markets and are poised to accelerate this pace going forward.

These initiatives, coupled with our agile and digitized operations, position us well to strengthen our leadership and maintain steady progress on our growth journey. We remain focused on scaling efficiently, enhancing customer experience and driving sustainable value creation for all stakeholders.



About Aditya Birla Lifestyle Brands Limited

Aditya Birla Lifestyle Brands Limited (ABLBL), a part of the Aditya Birla Group, is a leading branded apparel company with a comprehensive portfolio of marquee lifestyle brands. As of September 30, 2025, the Company operates a retail footprint of over 4.7 million sq. ft., comprising 3,256 exclusive brand outlets, presence across 39,000+ multi-brand outlets, and over 7,000 shop-in-shops in department stores across the country.

The Company's brand portfolio includes India's most established and trusted names—**Louis Philippe, Van Heusen, Allen Solly, and Peter England**—each with a legacy of over 25 years. These brands have consistently delivered sustained growth, driven by a sharp focus on design-led innovation, category expansion, and operational excellence across product lines spanning formal, casual, and occasion wear.

ABLBL has built a strong presence in the innerwear and athleisure market through **Van Heusen Innerwear**, which has rapidly scaled its distribution network across India.

The Company's portfolio is further enhanced through strategic partnerships with leading international brands including **Simon Carter, American Eagle and Reebok**. American Eagle has emerged as one of India's most preferred premium denim brands, while Reebok—transitioned under the Company's management in 2022—has expanded its footprint across multiple channels. Simon Carter continues to strengthen its position in the premium menswear segment through its distinctive design language and curated collections.

Disclaimer : *Certain statements in this "Press Release" may not be based on historical information or facts and may be "forward looking statements" within the meaning of applicable securities laws and regulations, including, but not limited to, those relating to general business plans & strategy of the Company, its future outlook & growth prospects, future developments in its businesses, its competitive & regulatory environment and management's current views & assumptions which may not remain constant due to risks and uncertainties. Actual results could differ materially from those expressed or implied. The Company assumes no responsibility to publicly amend, modify or revise any statement, based on any subsequent development, information, or events, or otherwise. This "Press Release" does not constitute a prospectus, offering circular or offering memorandum or an offer to acquire any shares and should not be considered as a recommendation that any investor should subscribe for or purchase any of the Company's shares. The financial figures in this "Press Release" have been rounded off to the nearest Rs. one Crore. The financial results are consolidated financials unless otherwise specified.*