ADITYA BIRLA
LIFESTYLE BRANDS

1st August 2026

PRESS RELEASE

ABLBL delivers 3rd consecutive quarter of double-digit revenue growth with strong profitability

Financial Performance

The Board of Directors of the Company, at its meeting today, approved the results for the quarter ended 30th June 2026. 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 – Q1

In Rs. Cr.	Q1 FY26	Q1 FY27	Growth % *(vs. LY)*
Revenue	**1841**	**2046**	***11%***
EBITDA	**286**	**327**	***14%***
EBIT	**113**	**122**	***8%***
PBT	**28**	**39**	***39%***
PAT	**24**	**29**	***21%***

Performance Highlights for the Quarter

1. ABLBL sustained its growth trajectory, delivering a third consecutive quarter of double-digit growth
    a. Revenue up 11% YoY, to reach Rs. 2046 Cr
        i. Lifestyle brands revenue grew 10% vs LY
        ii. Emerging business up 19% YoY

2. Strong operational backbone enabled the retail channel to deliver robust 10% YoY growth during the quarter
    a. LTL stood at 8%, sustaining strong retail LTL growth for seven consecutive quarters
        i. Cycling a strong base of double-digit LTL in the corresponding quarter LY

3. E-commerce continued to scale on a healthier operating foundation, growing over 20% YoY in Q1
    a. Marketplace platforms delivered strong secondary sales
    b. Own E-commerce business rebounded, led by initiatives to drive engagement and a sharper operating model

4. EBITDA for the quarter stood at Rs. 327 Cr., up 14% YoY
    a. EBITDA margin stood at 16.0%, expansion of ~50 bps vs LY
        i. Lifestyle brands EBITDA grew 12% vs LY, with margin at 18.5%
        ii. Emerging business EBITDA up 170% YoY, with margin expanding by 240 bps to 4.3%

5. PAT for ABLBL in Q1 stood at Rs. 29 Cr, up 21% YoY
    a. PBT for the quarter was Rs. 39 Cr, up 39% vs LY

6. Expansion remained central to growth, led by the rollout of larger, upgraded stores
    a. 65+ stores (gross) added during the quarter
    b. Total presence now at 3362 stores with area spanning ~5 Mn sq. ft.

<u>Business Performance</u>

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 - The portfolio delivered a strong quarter, supported by broad-based organic performance across brands. Revenue grew 10% YoY to Rs. 1725 Cr., while EBITDA grew 12% on the back of consistently strong execution. EBITDA margin stood at 18.5%, up ~40 bps YoY. Retail LTL growth stood at 7%, reflecting sharper merchandise mix, consistent new product launches and elevated store experience.

Emerging Business portfolio delivered another strong quarter, combining robust growth with sharply improved profitability. Revenue grew 19% YoY, driven by 11% LTL growth and e-commerce growth of over 30%. This performance translated into 170% YoY growth in EBITDA with margin expanding by 240 bps to reach 4.3%. Retail expansion remained a key growth lever, with total store network now beyond 400.

Consistent distribution expansion, product extensions and continued investments in brand visibility further strengthened the portfolio's performance.

Way Forward

The first quarter of the fiscal year marked a strong start, with sustained momentum across channels supported by disciplined execution. The capabilities and foundations built over the past several quarters continue to strengthen the business and position us well for the next phase of growth. This was reflected in another quarter of double-digit revenue growth, underpinned by healthy like-to-like performance, reinforcing the underlying quality and resilience of the business.

While the operating environment remains dynamic, particularly amid evolving cost pressures, we remain well equipped to navigate near-term uncertainties. Our strong financial position, resilient supply chain and operational agility provide a solid foundation, complemented by a portfolio of established brands, a robust product pipeline and focused retail expansion.

Looking ahead, we will remain focused on building a business anchored in deep consumer engagement, differentiated brand salience and a sharper fashion proposition. These strengths position us well to capture emerging opportunities and deliver sustainable, profitable growth.

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 June 30, 2026, the Company operates a retail footprint of ~5 million sq. ft., comprising 3,362 exclusive brand outlets, presence across 39,500+ multi-brand outlets, and over 6,500+ 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.*