

October 16, 2024

BSE Limited
Scrip code: 975948

Sub.: Acquisition of additional stake in Wrogn Private Limited ("Wrogn") by Aditya Birla Digital Fashion Ventures limited ("ABDFVL")

Ref.: Regulation 51(2) read with Part B of Schedule III of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations").

Please find attached herewith the intimation submitted by Aditya Birla Fashion and Retail Limited, holding company of ABDFVL on the above mentioned subject matter. This is for your information please.

Thanking you.

Sincerely,
For **Aditya Birla Digital Fashion Ventures Limited**

Yoshita Vora
Company Secretary & Compliance Officer

Encl.: As above

ADITYA BIRLA DIGITAL FASHION VENTURES LIMITED
(A wholly owned subsidiary of 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

CIN: U74999MH2022PLC380326
Tel.: +91 86529 05000
Fax: +91 86529 05400



October 16, 2024

BSE Limited
Scrip code: 535755

National Stock Exchange of India Limited
Symbol: ABFRL

Sub.: Acquisition of additional stake in Wrogn Private Limited ("Wrogn") by Aditya Birla Digital Fashion Ventures limited ("ABDFVL"), a wholly owned subsidiary of the Company.

Ref.: Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations").

In continuation of the information disclosed in the Stock Exchange intimation dated June 19, 2024, please be informed that ABDFVL, a wholly owned subsidiary of the Company, has infused ~ Rs. 75 Cr. of the final remaining portion of the stated primary investments into Wrogn, thereby increasing its shareholding in Wrogn, from existing 17.10% to 32.84% on a fully diluted basis.

Brief details in accordance with the SEBI Listing Regulations read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023 are annexed herewith as Annexure A.

This is for your information.

Thanking you.

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

Anil Malik
President & Company Secretary

Encl.: As above

Registered Office:

Piramal Agastya Corporate Park, Building 'A',
4th and 5th Floor, Unit No. 401, 403, 501, 502,
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Annexure A

Sr. No.	Particulars	Details
a)	Name of the target entity, details in brief such as size, turnover etc.	Name – Wrogn Private Limited Revenue for FY24: ₹243 crores.
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”.	While Wrogn is a related party, the transaction is not a related party transaction and the promoter/ promoter group/ group companies do not have any interest in the entity.
c)	Industry to which the entity being acquired belongs.	Fashion apparel, footwear 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).	Expansion of ABDFVL’s portfolio of digital-first brands
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.	This infusion is in continuation of its earlier investment on certain milestone based valuations. The company, therefore, is not in a position to disclose the exact details
i)	Percentage of shareholding/control acquired and/or number of shares acquired.	12,225 CCPS constituting 32.84% stake on a fully diluted basis.
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).	<ul style="list-style-type: none"> ▪ Incorporated in the year 2012; ▪ Engaged in the business of manufacturing, marketing, and distribution (both online & offline) of fashion apparel, footwear & accessories, under the brand ‘Wrogn’; ▪ Revenue for last 3 years from business were Rs. 243 Cr. (FY24), Rs. 344 Cr. (FY23) and Rs. 336 Cr. (FY22).

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