

February 06, 2025

BSE Limited Scrip code: <u>975948</u>

## Sub.: <u>Newspaper advertisement regarding financial results of the Company for the</u> <u>quarter ended December 31, 2024</u>

# Ref.: 1. <u>Regulation 52(8) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015</u> 2. <u>Our intimation dated February 05, 2025</u>

Dear Sir/ Madam,

Pursuant to the above referred, please find enclosed the copies of the advertisement with respect to the financial results of the Company for the quarter ended December 31, 2024 as published in the Business Standard [English – All Editions] newspaper.

The same are also available on website of the Company i.e. at https://www.tmrw.in/

This is for your information and record.

Sincerely, For Aditya Birla Digital Fashion Ventures Limited

Manoj Fitkariwala Chief Financial 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',
 Tel.: +91 86529 05000

 4<sup>th</sup> and 5<sup>th</sup> Floor, Unit No. 401, 403, 501, 502,
 Fax: +91 86529 05400

 L.B.S. Road, Kurla, Mumbai - 400 070

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

## Palette of worries haunts Asian Paints

Demand outlook, competition key concerns for paint maker after weak Q3 **TANMAY TIWARY** New Delhi, 5 February

New Velini, 5 February Sian Paints, the country's reported subdued Q3F225 results, falling short of analyst expectations as weak demand in urban centres continued to weigh on the company's performance. On the bourses, the shares of Asian Paints tumbled by as much as 1 per cent, hitting an intraday low of 62,235 apiece, before setting 3 A per cent lower at 22,7565. In comparison, the BSE Sensex closed O Aper cent lower at 72,772. Asian Paints was the top loser on the same and Mitty Indices. The Comparison of the Asian Paints was the top loser on the sense of the comparison of the SES compared to L4427 crore in 0,87429. Brevenue also took a hit, falling 6.1 per cent Yo-Y to 83,6494 crore, compared to \$10,031. Crore in the same quarter last year. Operating ontif CBMda Junged 20.4 per cent

b) per cent 1-6-7 10 (35,354) cores in the same quarter last year. Operating profit (Ebida) junged 20.4 per cent Y-o-Y to 21,656 / crore, as against 20,656 / crore (no 3247)24. Conseq-uently, Ebitda margin contracted 350 basis points Y-o-Y to 19.1 per cent, from 22.6 per cent a year ago. On the weak performance amid challenging conditions, Antit Syngle, managing director & CEO of Asian Paints, said. "The paint industry continued to be impacted by sub-dued demand conditions during the quarter, especially in urban centres. We registered a 66 per cent decline in the overall coatings business in India, including industrial. The domestic decorative business deliv-ered a 1.6 per cent volume growth.

domestic decorative business deliv-ered a 1.6 per cent volume growth, but standalone revenues declined 7.5 per cent, impacted by weak festival season demand." However, there were positives. The company's industrial business showed strength, posting a 3.8 per cent Y-o-Y revenue growth, boosted by strong reformance in the second by strong performance in the general industrial and refinish segments.

Sr.

No.

2.

4.

5.

7.

9.

11.

12.

13.

14.

Notes

C)

d)

Place: Bangalore

Date : February 05, 2025

8. Net worth

Total Income from Operations

6. Paid - up Equity Share Capital

Debt Equity Ratio\*

 Basic (in ₹): Diluted (in ₹):

Debt Service Coverage Ratio\*

\*Based on standalone financial results

Interest Service Coverage Ratio\*

Other Comprehensive Income (after tax)]

Reserves (excluding Revaluation Reserve)

Paid-up Debt Capital/ Outstanding Debt

10. Outstanding Redeemable Preference Share Capital

Net Profit/ (Loss) for the period (before Tax and Exceptional items)

3. Net Profit/ (Loss) for the period before tax (after Exceptional items)

Net Profit/ (Loss) for the period after tax and Exceptional items

Earnings Per Share (of ₹10/- each) (Not annualised) for continuing and discontinued operations



#### FRESH COAT NEEDED Asian Paints (Share price in ₹)

2,275.7 2,300

% Chg -3.4

2,360

2.330

2,270

pressure on Asian Paints to prioritise market share over margins. Moreover, rising commodity prices and the depreciation of the rupee add to its challenges, analysts noted. Thus, ICCI Securities has reduced its FY25-26 earnings esti-

reduced its FY25-26 earnings esti-mates by 3 per cent, maintaining a 'reduce' rating. The brokerage has also revised the target price to **72**,000. Meanwhile, Nuvama Research has est a revised target of **73**,000 (do-wn from **73**,185 earlier) while main-taining a 'buy' rating. Nuvama said growth in the international business

2,240 Feb 4 and the industrial sector are the pos Additionally, Asian Paints saw consion in its home déco tinued expansion in its home décor business, along with a 5 per cent

Justices, along with a 5 per cent growth in its international portfolio, which surged 171 per cent in con-stant currency (CC) terms, driven by robust performance in West Asia and recovery in key Asian markets. The muted results have led ana-lysis to raise concerns about the common's concert corp authorit

growth in the international business and the industrial sector are the pos-itives. They lowered their earnings per share (IF29) esitnates for F725-27 due to a weak demand outlook. In force E Quitties has a target of Q.340 and maintained a 'reduce' rat-ing, citing weak sales. Among global brokerages, Goldman Sachs has a 'sell' rating, lowering its target to Z.275 due to subdued demand and increasing competitive intensity in the market. Morgan Stanley kesearch main-tained an 'underweight' rating and lowered the target price to Z.358 per share. Jefferies maintained an undergerform' rating with a target price of Z.000. Amaintained an 'undergerform' rating and a tar-get price of Z.040. Macquarie Research, however, maintained an outperform' rating with a target price of Z.650. lysts to raise concerns about the company Snear-term outlook. Analysts at ICICI Securities pre-dicted that Asian Paints will face subdued growth in CY25, despite a favourable base in Q4FV25. They expect the stress in urban markets, which has resulted in downtrading, to persist, hurting profitability. Purthermore, the competitive land-scape is expected to intensify by IHTY25as Grasim expands its plants and distribution network, putting

ADITYA BIRLA DIGITAL FASHION VENTURES LIMITED

[CIN: U74699MH2022PLC380326] Regd. Office: : Piramai Agastya Corporate Park, Bulding ¼, 4º and 5º Rioor, Unit No. 401, 403, 501, 502, L.B.S. Road, Kurla, Mumbai - 400 070 Tel : - 41 98529 (500): Eay - 41 88529 (500): Eay - 51 88529 (500): Eay

EXTRACT OF UNAUDITED STANDALONE FINANCIAL R FOR THE QUARTER ENDED DECEMBER 31, 202

Particulars

Total Comprehensive Income for the period [Comprising Profit/ (Loss) for the period (after tax) and

a) The Standalone financial results were reviewed and approved by the Board of Directors at its meeting held on February 05, 2025.

Disclosure Requirements) Regulations, 2015, in Standalone financial results filed with the Stock Exchange(s) i.e. www.bseindia.com.

b) Acquisition of stake in Wrogn Private Limited ('Wrogn') (formerly known as Universal Sportbiz Private Limited): The Company executed a Binding Offer Letter (BOL) with Wrogn on June 18, 2024, for a minority investment with an option for a path to majority stake acquisition. As of December 31, 2024 the Company holds 32.84 % stake on a fully diluted basis in Wrogn aggregating to Rs 148 crores (which includes an investment of Rs 75 crores made on October 16, 2024). The Company has disclosed the information required to be provided as per the Regulation 52(4) of the Securities and Exchange Board of India (Listing Obligations and

An Aditya Birla Group Company



## EQUITY LINKED SAVINGS SCHEME Invest if you have risk appetite and 7-year horizon

Short lock.in

About three-fourth of taxpayers filed their income-tax returns for 2023-24 under the new for 2023-24 under the new regime. Finance minister Nirmala Sitharaman's decision in Budget 2020 Stoincrease the tax-free income threshold to 212 lakh (12:73 lakh for salaried taxpayers) under the new regime is my content of the more individuals away from the old regime. While this may reduce the demand for tax-saving instruments like Faulty 11 held

regimes winder unsay recture the demand for tax-saving instruments like Equity Linked Savings Schemes (ELSS), these funds remain an attractive option for the minority sticking with the old regime. Consult a tax professional to determine which regime is beneficial foryou after this year's Budget changes. If the old tegimes till works, calculate the tax-saving contributions you already make. "Assess your Employees Provident Fund (EPF) contributions, insurance premiums, and other deduc-

In Budget 2025, FM In Budget 2025, FM Nirmala Sitharaman maintained the stan-dard deduction benefit for salaried individuals and pensioners under both the old and new tay raringe tax regimes

Quarter ended

r 31. 2024

4.84

(40.67)

(40.67)

(40.67)

(0.13)

500.00

1.59

(0.81)

(0.81)

(2.27)

(6.16)

(Unaudited)

What is standard

Read full report here: mybs.in/2ekajqW

r 30, 202

2.89

(4.69)

(4.69)

(4.69)

(0.11)

500.00

(165.23)

334.77

175.00

250.00

0.99

(0.09)

(0 09)

(0.59)

(0.60)

Aditya Birla Digital Fashion Ventures Limited

(Unaudited)

deposits and 15 years for the Public Provident Fund (PPF)," says Tandale. Over the long term, ELSS funds have historically outperf-ormed fixed-income options. "Returns typically range from 10 ruls par erar compounded "Returns typically range from 10 to 15 per cent compounded annually," says Mohit Gang, co-founder and chief executive officer, Moneyfront. The lock-fun also encourages discipline. "Staying invested in volatile times, due to the lock-in, benefits investors over the long run," says Abhishek Tiwari, executive director and chief business officer BCIM India executive director and chief business officer, PGIM India Mutual Fund. Investing through a systematic investment plan (SIP) helps to average out the cost of investment. "A portfolio of stocks diversified across sectors and market caps mitigates the old security." tions. Invest in ELSS only if you fall short of the ₹1.5 lakh limit under Section 80C," says Rajani Tandale, senior vice-president

of mutual funds, 1 Finance. mitigates the risk associated with individual stocks," says Raghvendra Nath, managing director, Ladderup Wealth Management. ELSS offers the shortest lock-in period among tax-saving pro-ducts. "The lock-in is only for three years, compared to five years for tax-saving fixed

Be ready for volatility Equity exposure makes ELSS

## **DOUBLE-DIGIT RETURN OVER PAST DECADE**

Fund	Corpus (₹ cr)	1-year	3-year	5-year	10-ye
Axis ELSS Tax Saver	35,953.7	16.0	8.8	12.5	11.3
SBI Long Term Equity	27,791.1	16.3	22.7	23.3	В.
Mirae Asset ELSS Tax Saver	25,021.2	11.8	12.8	19.0	N
DSP ELSS Tax Saver	16,610.3	16.6	16.5	20.2	15
HDFC ELSS Taxsaver	15,728.9	16.0	20.8	20.9	12.
Nifty 500 TRI	-	10,1	14.1	18.3	13

Standard deduction for salary, pension income after Budget 2025 deduction of ₹75.000.

taxable income gets reduced to ₹9,25,000.

The standard deduc-The standard deduc-tion is a flat amount ded-ucted from taxable salary income, allowing tax-payers to reduce taxable income without submit-ting any disclosure like if one has annual taxable income with 2000 2000 income of ₹10.00.000 and the individual qual-ifies for a standard

(₹ in Cror

4.50

(107.31)

(107.31)

(107.31)

0.10

500.00

(2.48)

(143.38)

(201.47)

(142.28)

Year ended

larch 31, 2024

(Audited)

Deduction in old regim ■ For those choosing the old tax regime, the standard deduction remains at ₹50,000. The old regime still provides Deduction in new regim Under new tax regime salaried employees and pensioners will be eligi-ble for a standard deduction of ₹75.000. This additional exemptions and deductions, such as increases tax-free inco-

Standard deduction increased last time The standard deduc n under the new I-T time was raised from regime w ₹50.000 to ₹75.000 with

those under Section 80C (up to ₹1.5 lakh), Section 80D, and HRA benefits.

susceptible to market volatility. "The exposure to equities can lead to significant fluctuations in the value of investments in

in the value of investments in the short term. Investors may even experience negative returns during market down-

turns," says Nat

turns," says Nath. The degree of volatility varies by fund composition. "Some funds have higher exposure to midcap and smallcap stocks, which can be highly volatile," says Tandale. STP investors cannot withdraw their entire investment after three years.

"Each SIP instalment is

Are they for you? Investors should be able to stomach volatility to invest ELSS. "Those with moderat

separately locked for three years, a detail many investors overlook," says Tandale.

high risk tolerance may find

high risk tolerance may find ELSS appealing," says Nath. ELSS will no longer be attrac-tive for those planning to swi-tch to the new tax regime. "Other equity mutual funds, where they would enjoy greater flexibility, will be more attractive," says Gang. Highly risk-averse investors in the old tax regime may also

the old tax regime may also steer clear of ELSS.

ELSS investments require a long-term commitment of at least seven years. Those mov-ing from the old to the new tax regime this year should stop SIP contributions. Once the

lock-in ends, investors are allowed to exit ELSS. Stay invested if the fund is doing

well, otherwise exit. Redem-ptions should be staggered to minimise tax impact.

Do's and don'ts

stin tetr

effect from FY25. COMPILED BY AYUSH MISHRA

DITYA BIRLA FASHION & RETAIL

me limit to ₹12.75 lakh for salaried individuals.

### ADITYA BIRLA FASHION AND RETAIL LIMITED

Clin: L18101/IH/2007PLC233001 Regd. Office: Piramal Agastya Corporate Park, Building Y, 4\* and 5\* Pioo Unit No. 401, 403, 601, 502, L.B.S. Road, Kurta, Mumbai - 400 707; 29 05000; Fax: +91-85529 05400; Website: www.abfn.com E-mail: secretaria@a POSTAL BALLOT NOTICE

NOTICE is hereby given pursuant to the provisions of Section 108 and 110 and other applicat if any, of the Companies A4, 2013 (The Acf), read with Rule 20 and 22 of the Companies and Administration Rules, 2014 (The Rules), Securities and Exchange Board Inflate (Later Rule), Regulations, 2015 (Lating Regulations), Secretarial Standard Meetings issued by The Institute of Company Secretariae of India (SS-27) nutricing any statutory or re-anazimanit(s) hereaf to the time being in force, read with applicable discusses not the main ministry of Companies Arkins, Comernment of India and Securities and Exchange Board Inflate, other applicable lenses on regulations, that the approval of Members is being sought by very of through monte e-volving for mathers contained in the postal bablic Notice dated Ferburger 9, 2023.

The Postal Ballot Notice ('Notice') has been sent on Wednesday, February 5, 2025, through electronic mode only, to those Members whose - mail ID's are registered with the Company MUFG Intime India Private Limited (former) known as Link Inthe India Private Limited) (PTA12 ) Depositions as on Friday, January 31, 2025 ('cut-off date'). The requirement of sending physical copies of the Notice has been dispensed. Manner of registering email ID, Mobile Number and Bank Account details:

- nme' or registering email to, mooie numoer ano sank Account oscilla." Stambiodis holing saferas ID-Yalical Mode Register Update their email ID, Moble number and Bank Account delials by sencing a request later duy signed by the Shareholder(s) mentioning the Name of the In case the cancelled chaque lated holes on bloar the Shareholders name, piezee attach a cooy of the bank passbook statement, duy self-attaced to the Company at <u>secretarial@abf1adftvabifa.com</u> or the RTA at <u>int holicedex/Binkimime.co.</u>).
- Shareholders holding shares in Dematerialised Mode: Register/ update their email ID, Mobile number and bank account details with their respective Depository Participant.
- Stock Exchanges i.e. BSE Limited ('BSE') and National Stock Exchange of India Limited ('NSE') at www.bseindia.com and www.nseindia.com respectively and

Intractinuation of a intractinuation (expected and international expected and e

The Company has engaged the services of the RTA for providing the e-voting facility for remote e-voting

- The Notice is being sent to the shareholders of the Company whose names appear on the Register of Members/List of Beneficial Owners as received from the Depositories as on cut-off date. A person who is not a member as on the cut-off date should treat this Notice for information sumposes only. (b)
- (c) The remote e-voting period will commence on Thursday, February 6, 2025 at 9:00 a.m. and ends on Friday, March 7, 2025 at 5:00 p.m. The remote e-voting shall be disabled for voting thereafter by the RTA, and remote e-voting shall not be allowed beyond the said date and time.

- remote evoting shall not be allowed beyond the said data and time. (9) During this period, Memoters of the Company as an orusoff data holding shares in physical or in diversity of the same daring to the Company as an orusoff data holding shares in physical or in the Memoter, how same daring to incoding shares, and the same data holding shares in physical or in the Memoter, how same daring to incoding shares, and the same data holding shares in physical (e) In case the Members have any queries or issues regarding the e-voling facility they may refer to the here and the same daring to e-voling manual workside at https://microball.ind/time.co.in/under here as the Members have any queries or issues regarding the e-voling facility they may refer to the here and the same daring to e-voling manual workside at https://microball.ind/time.co.in/under here as the Members have any queries or issues regarding the e-voling facility they may refer to the innones.mutch.com or second indicability attributions. The Southiser will submit the report to the Chairman' Key Managerial Personnel as authorised by the Board for this purpose alter completion of samiting with the Southiser's Report on the website of the Company Le <u>www.betinfla.com</u>. The Southiser's Report on the website of the NEE at www.betinfla.com or and will we displayed aborg with the Southiser's Report on the website of the Members are rousseld to archiful read at the Notes set out in the Note and in articular the procedure of Members are mousted to archiful read at the Notes set out in the Notes and in articular the procedure of Members are nousseld to archiful read at the Notes set out in the Notes and in articular the procedure of Members are nousseld to archiful read at the Notes set out in the Notes and in articular the procedure of the non-set of the procedure of the company to use in the Notes and the Notes set on the Notes and the Notes set on the Notes of the procedure of the non-set of the Notes and the Notes set on the Notes of the noun

An Aditya Birla Group Company

Members are requested to carefully read all the Notes set out in the Notice and in parti casting vote throuch remote e-voting. For Aditya Birla Fashion and Retail Limite

Date : February 5, 2025 Place : Mumbai

357.72 150.00 0.43

The e-copy of the Notice is also available on the website of the

a) Company at www.abfrl.com:

The Company has engaged the services of the R1A for providing the e-voting facility for remote e-voting. All documents referred to in the Notice will be available for electronic inspection whole any fee by the Members from the date of dispath of the Notice up to Friday March 7, 2025. Members seeing to respect such documents can send an email to the Company Secretary at <u>secretarializability and travelyse</u> (FC 37668 & C P No. 5700). Partners of MN. Dip Bharning A. Sacolakas. Company Socializability at the appointed in the Sociarizer for concluding the Postal Ballot only through remote e-voting process in a fair and the suppointed transpect transmis-tion and the remains of the Socializability and the second se

The Members are requested to note the e-voting instructions as follows:

A person whose name is recorded in the Register of Members or in the Register of Beneficial Owners maintained by the Depositories as on the cut-off date shall be entitled to vote on the Residuitons set forth in the Notice.

The above is an extract of the detailed Unaudited Standalone Financial Results filed with the Stock Exchanges under Regulation 33 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015. The detailed Unaudited Standalone Financial Results are available on the Stock Exchange's website i.e. www.bseindia.com and also available on the Company's website i.e. www.tmrw.in. For and on behalf of the Board of Directors



Whole-time Director

Prashanth Aluru

**THE SMART INVESTOR 17** 

- 2 355 3

Feb 4