



August 13, 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 August 7, 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., Wednesday, August 13, 2025, have inter alia considered and approved Unaudited Standalone & Consolidated Financial Results along with Limited Review Report for the quarter June 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](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:**

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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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**Tel.:** +91 86529 05000

**CIN:** L46410MH2024PLC423195



13<sup>th</sup> Aug 2025

PRESS RELEASE

**Aditya Birla Lifestyle Brands Limited (ABLBL) posts steady Q1 performance with growth across Revenue, EBITDA and PAT**

**Financial Performance**

The Board of Directors of the Company, at its meeting today, approved the results for the quarter ended 30<sup>th</sup> June 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 - Q1**

<i>In Rs. Cr.</i>	<b>Q1 FY25</b>	<b>Q1 FY26</b>	<b>Growth % (vs. LY)</b>
<b>Revenue</b>	<b>1784</b>	<b>1841</b>	<b>3%</b>
<b>EBITDA</b>	<b>283</b>	<b>286</b>	<b>1%</b>
<b>PAT</b>	<b>23</b>	<b>24</b>	<b>5%</b>

**Performance Highlights for the Quarter**

- ABLBL posted 3% growth YoY, with revenue at Rs. 1841 Cr for the quarter
  - Lifestyle Brands grew 6% YoY
- ABLBL posted another quarter of double-digit retail LTL growth
  - Industry leading LTL growth of 14% through a network of 3200+ stores
- ABLBL EBITDA in line with LY
  - EBITDA Margin stood at 15.5%, despite >2x advertisement spends in a high intensity event
    - Adjusted for above, margin would have expanded 280 bps YoY
    - Other business portfolio consisting of Reebok, American Eagle & Innerwear business posted margin expansion of 170 bps vs LY
- PAT for ABLBL up 5% YoY, stood at 24 Cr.
- ABLBL expanded its retail footprint with 50+ gross store additions during Q1
  - Total area now spanning 4.6 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
- **Youth Brands & Innerwear** - American Eagle, Sportswear brand Reebok and Innerwear business under Van Heusen

**Lifestyle brands** – Q1 revenue grew 6% to reach Rs. 1570 Cr. led by strong retail performance. EBITDA for the business was Rs. 281 Cr. resulting in an EBITDA margin of 17.9%. This was impacted on account of increased strategic brand building initiatives during IPL. Brands delivered industry-leading retail LTL of 15% — its fourth consecutive quarter of strong performance — driven by a buoyant wedding season, constant product innovations and a sustained focus on enhancing productivity through superior retail execution.

Our brands continue to expand their presence with 40+ gross store additions in Q1. By driving compelling storytelling around key merchandise collections and executing high-impact marketing campaigns, we are strengthening brand equity and deepening consumer engagement — initiatives that are expected to deliver sustained benefits over the longer term.

**Youth brands & Innerwear portfolio** continued to deliver profitability improvements, posting retail LTL growth of 10% in Q1 vs LY. Overall revenue saw a marginal impact due to the closure of the Forever 21 business. Collectively, these brands are available across ~350 stores. Our innerwear business also expanded its distribution by adding 500+ MBOs in Q1 to exit with 37000+ trade outlets.

### **Way Forward**

This quarter marked another period of robust performance, fueled by strong retail growth during the wedding season. In recent quarters, our trajectory has followed the same consistent strategy of driving profitable growth by doubling down on channels that add to the bottom line whilst carefully calibrating less profitable channels. With our retail execution consistently delivering positive LTL for many quarters, we are poised to fast-track new store openings in the coming quarters. We also plan to revitalize other channels of growth by finding avenues that are margin accretive. As the demand environment improves, we are well-positioned to lead the western fashion and lifestyle market—powered by market-leading brands, an enhanced consumer experience and an unwavering focus on innovation and 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, 2025, the Company operates a retail footprint of over 4.6 million sq. ft., comprising 3,230 exclusive brand outlets, presence across 38,500+ 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.

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**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.*