November 4, 2025

BSE Limited	**National Stock Exchange of India Limited**
Scrip code: 544403	**Symbol: ABLBL**

Sub.: Investor Presentation of the Board Meeting of the Company

Ref.: 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");

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 ended September 30, 2025.

Enclosed is the investor presentation 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

Digitally signed by Rajeev Agrawal
Date: 2025.11.04 19:53:26 +05'30'

Rajeev Agrawal
Company Secretary & Compliance Officer
ACS18877

Encl.: As above

ADITYA BIRLA
LIFESTYLE BRANDS

Q2FY26

Performance Highlights

CONTENTS

Market Update

Underlying demand remained sluggish

- Cautious consumer sentiment persists
- Ongoing steps to drive long-term recovery

Apparel demand aided by early festive momentum

- Partial festive shift to Q2 boosts demand
- Transition to GST 2.0

Steady demand growth across non-metro markets

Rising emphasis on youth centric offerings

- Players launching collections & expanding formats to address Gen Z consumers

The Imbachi x Peter England

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ABLBL Network

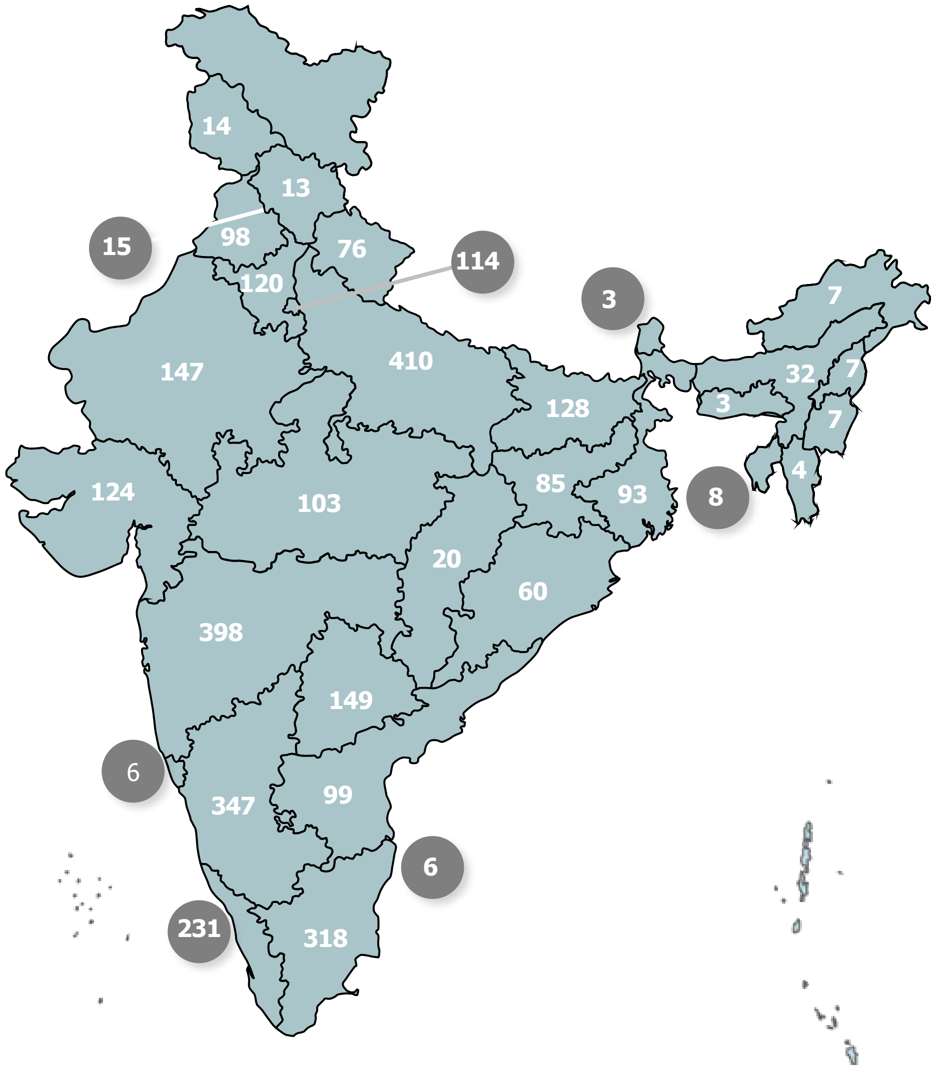
3256* Brand Stores

785+ Cities & Towns presence

560+ Small Town stores

190+ No. of Malls presence

Footprint (million sq. ft.) **4.7** Sept'25



*Includes value stores and 11 international stores

Q2 HIGHLIGHTS

5th consecutive quarter of strong retail L2L

- Focused retail execution driving LTLs
  - ABLBL Q2 LTL at 12% on a base of 3000+ stores
- Overall growth at 4% YoY
  - Lifestyle brands up 7%

Consistent and profitable growth

- EBITDA grew 12% vs LY
  - Margin at 16.6%, up 125 bps YoY
    - Lifestyle brands up 80 bps
    - Emerging business up 130 bps
- PAT stood at Rs. 23 Cr vs –59 Cr LY

Retail expansion on track

- Gross addition of 75+ stores in Q2
  - 125+ in H1 FY26
- Current trend towards opening larger stores

Strengthening brand leadership

- High-impact GTMs blending lifestyle narratives with product innovation
- New celebrity associations to drive brand affiliation & visibility

ABLBL HIGHLIGHTS | Q2

(In Rs. Cr.)	ABLBL Consolidated		
	Q2 FY25	Q2 FY26	Growth (Vs. LY)
Revenue	**1965**	**2038**	***4%***
EBITDA	**301**	**338**	***12%***
EBITDA Margin	***15.3%***	***16.6%***	
EBIT	**127**	**129**	
PBT (before exceptional)	**18**	**31**	
Exceptional items	-98	-	
PBT	**-81**	**31**	
PAT	**-59**	**23**	

- Revenue up by 4%
- EBITDA grew 12% YoY
  - Margin up 125 bps led by gross margin improvement

ABLBL SEGMENTAL | Q2

Consolidated Financials (Rs. Cr.)	Revenue		Growth	EBITDA		EBITDA%	
	Q2 FY25	Q2 FY26	Vs FY25	Q2 FY25	Q2 FY26	Q2 FY25	Q2 FY26
Lifestyle Brands[1,2]	1644	1754	7%	304	338	18.5%	19.3%
Emerging Business[2]	326	292	-10%	1	4	0.2%	1.5%
Elimination	-5	-8		-3	-5		
ABLBL	**1965**	**2038**	**4%**	**301**	**338**	**15.3%**	**16.6%**

Q2 revenue growth led by strong double digit retail LTL; Margins expanded 125bps

- Lifestyle Brands : 7% growth in Q2 despite low wedding dates
    - EBITDA margin expanded by 80 bps
- Emerging business : LTL at 11% with 130 bps margin expansion
    - Overall growth impacted due to F21 exit

1. Q2FY25 Lifestyle Brands Revenue and EBITDA have been restated for comparison. The change reflects the reclassification for transaction between Innerwear and Lifestyle Brands, which are now shown in Elimination row (erstwhile under Lifestyle Brands)
2. ABGL earlier classified under Emerging Businesses, will now be reported as part of Lifestyle Brands (net revenue & EBITDA), reflecting its integration of its manufacturing operations within the segment

ABLBL HIGHLIGHTS | H1

(In Rs. Cr.)	ABLBL Consolidated		
	H1 FY25	**H1 FY26**	**Growth (Vs. LY)**
Revenue	**3749**	**3878**	***3%***
EBITDA	**584**	**624**	***7%***
EBITDA Margin	***15.6%***	***16.1%***	
EBIT	**243**	**242**	
PBT (before exceptional)	**47**	**59**	
Exceptional items	-98	-	
PBT	**-52**	**59**	
PAT	**-39**	**48**	

- Revenue up 3% vs LY
- EBITDA grew 7% YoY
  - Margin up 50 bps despite higher advertising spends (120 bps vs LY)

ABLBL SEGMENTAL | H1

Consolidated Financials (Rs. Cr.)	Revenue		Growth	EBITDA		EBITDA%	
	H1 FY25	H1 FY26	Vs FY25	H1 FY25	H1 FY26	H1 FY25	H1 FY26
Lifestyle Brands[1,2]	3121	3324	7%	586	623	18.8%	18.7%
Emerging Business[2]	640	571	-11%	5	10	0.7%	1.7%
Elimination	-11	-16		-6	-9		
ABLBL	**3749**	**3878**	**3%**	**584**	**624**	**15.6%**	**16.1%**

- Lifestyle Brands maintained a strong growth trajectory
  - Growth driven by 13% Retail LTL in H1
  - EBITDA margin flat despite higher marketing spends YoY
- Emerging business portfolio impacted due to F21 closure; Margin expansion of 100 bps

1. H 1 FY25 Lifestyle Brands Revenue and EBITDA have been restated for comparison. The change reflects the reclassification for transaction between Innerwear and Lifestyle Brands, which are now shown in Elimination row (erstwhile under Lifestyle Brands)
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LIFESTYLE BRANDS

LOUIS PHILIPPE

VAN HEUSEN

ALLEN SOLLY

PETER ENGLAND

SIMON CARTER
LONDON

Q2 HIGHLIGHTS

- Revenue at Rs. 1754 Cr, growth of 7% vs LY
  - Robust double digit LTL across all brands
    - Overall LTL at 12% on 2500+ network reflecting leadership of its brand franchise
    - 5th consecutive quarter of strong positive LTL
    - Small-town business delivers 2nd consecutive quarter of double-digit LTL
- EBITDA grew 11% YoY to reach Rs. 338 Cr
  - Margin at 19.3%, up 80 bps YoY
  - Discount control measures continued despite tough market conditions
- Network consolidation almost completed
    - 60+ gross store additions in Q2
    - Robust new store pipeline in-place for H2

LIFESTYLE BRANDS

Q2 Channel-wise Revenue (in Rs. Cr.)

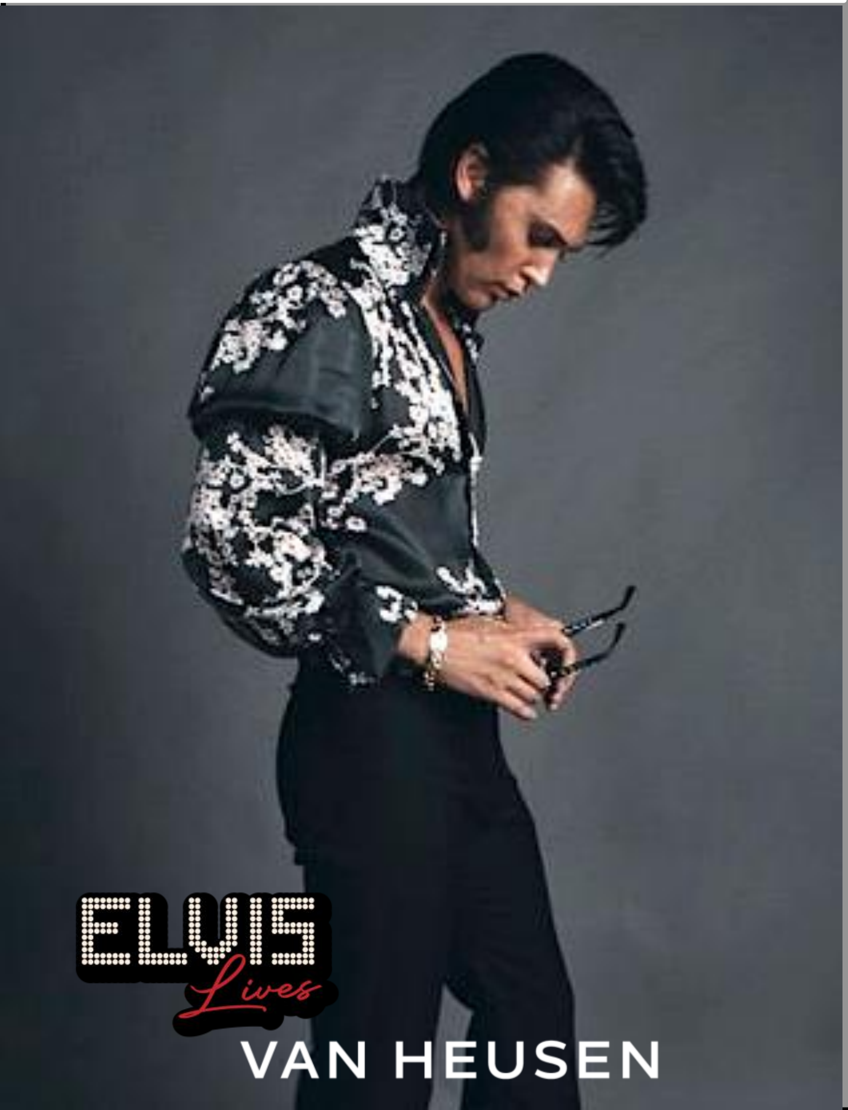
	Q2 FY25	Q2 FY26	vs. LY
Retail*	924	1003	8%
Wholesale	412	419	2%
E-commerce*	258	259	0%
Others*	50	73	45%

- Robust retail performance sustained through the quarter; LTL growth at 12%
  - Reflects strong underlying brand momentum
  - Small town revival continued
- Department store channel moderated by lower primary sales
  - Secondary LTL remained strong at double digits
- E-com business stabilizing; poised for profitable acceleration in coming quarters

* Previously, outlet store revenue was included under Others. It is now reported under Retail. Additionally, E-commerce has been further split from erstwhile Others to be presented separately. These changes will be reflected going forward.

VAN HEUSEN

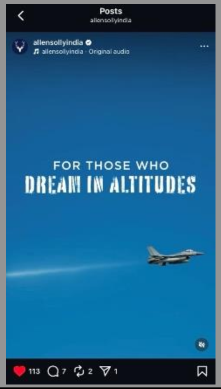
"Elvis Lives" campaign across all platforms	Collabs to dominate the western women Apparel space	Enhancing retail experience

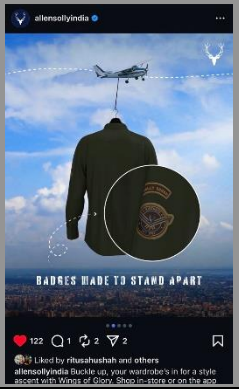


20+ stores opened and 30+ renovated in H1 FY26

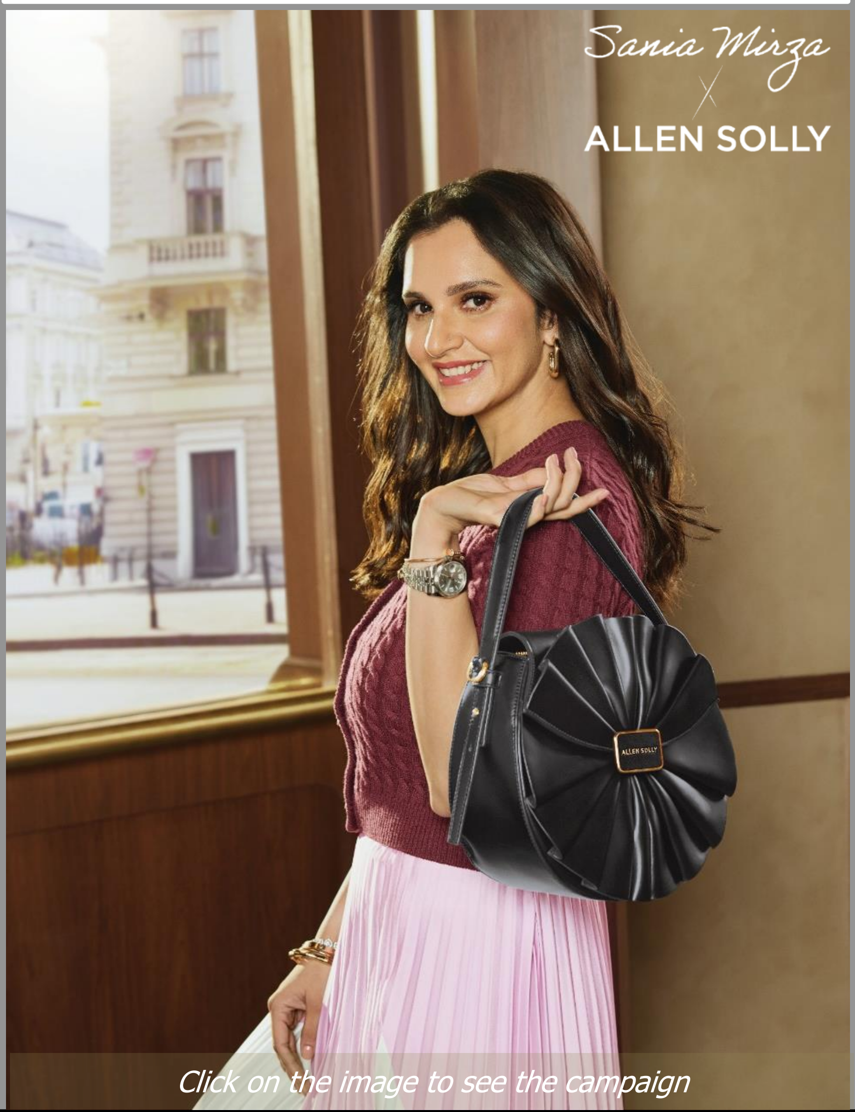
ALLEN SOLLY

Integrated "Wings of Glory" camping across platforms





Sania Mirza: New Brand Ambassador for Allen Solly Handbags



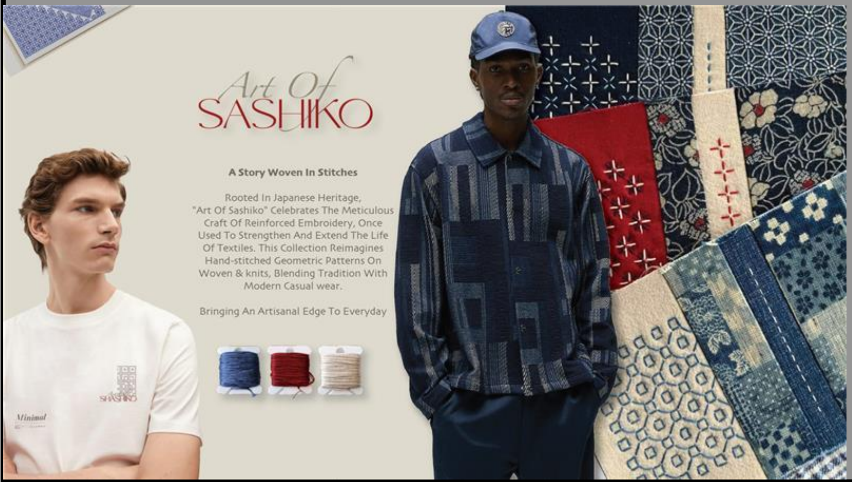
Click on the image to see the campaign

Focus on larger stores and deeper retail presence

25+ stores opened and 20+ renovated in H1 FY26

PETER ENGLAND

360^0 GTM rollout



Celebrating Festival in Style

Click on the image to see the campaign

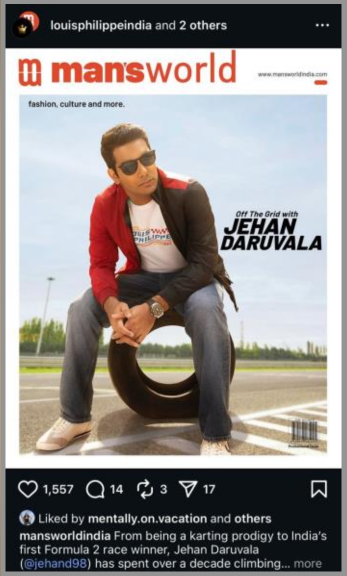
The Imbachi x Peter England

Building Flagship stores in every market

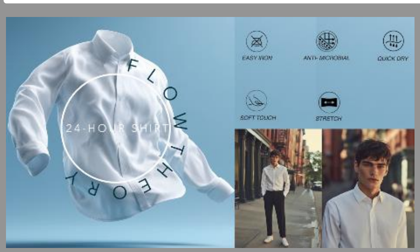
20+ stores opened and 25+ renovated in H1 FY26

LOUIS PHILIPPE

Strong casual-led GTMs aligned to consumer demand



Trend-driven product launches



Focus on larger stores and deeper retail presence

20+ stores opened and 20+ stores renovated in H1 FY26

Biggest Mall store (~6000 Sqft) for the brand, opened in Phoenix, Pune

Emerging Business

AMERICAN EAGLE

VAN HEUSEN INNERWEAR

Reebok

Emerging business

AMERICAN EAGLE

- Sustained profitable growth momentum
- Presence across 68 stores and ~250 shop-in-shops in leading department & MBO formats
- Positioning around youth-focused denim driving strong connect among consumers

Reebok

- Operating on a profitable & scalable model
- Offline expansion on track
  - 15 new stores added in Q2, deepening reach across smaller towns
  - Now available at 185+ stores and 1000+ offline touchpoints nationwide
- Key launches: Zignition, BALANCEPRO, and CLOUDFLEX

VAN HEUSEN INNERWEAR

- Focus on driving profitable growth
  - Continued reduction in YoY losses
- Strong retail performance with double digit LTL growth
- Present across 37000+ trade outlets & 100+ exclusive stores
- Launched new Pima Cotton Innerwear collection

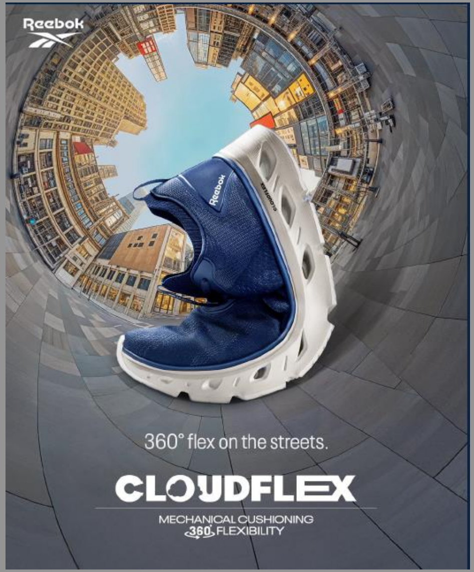
Reebok

Launch of Small-Town Format

2 Stores Launched in Gaya & Darbhanga

Key Products launched

Impactful products across Running Shoes, Walking Shoes, & Apparels

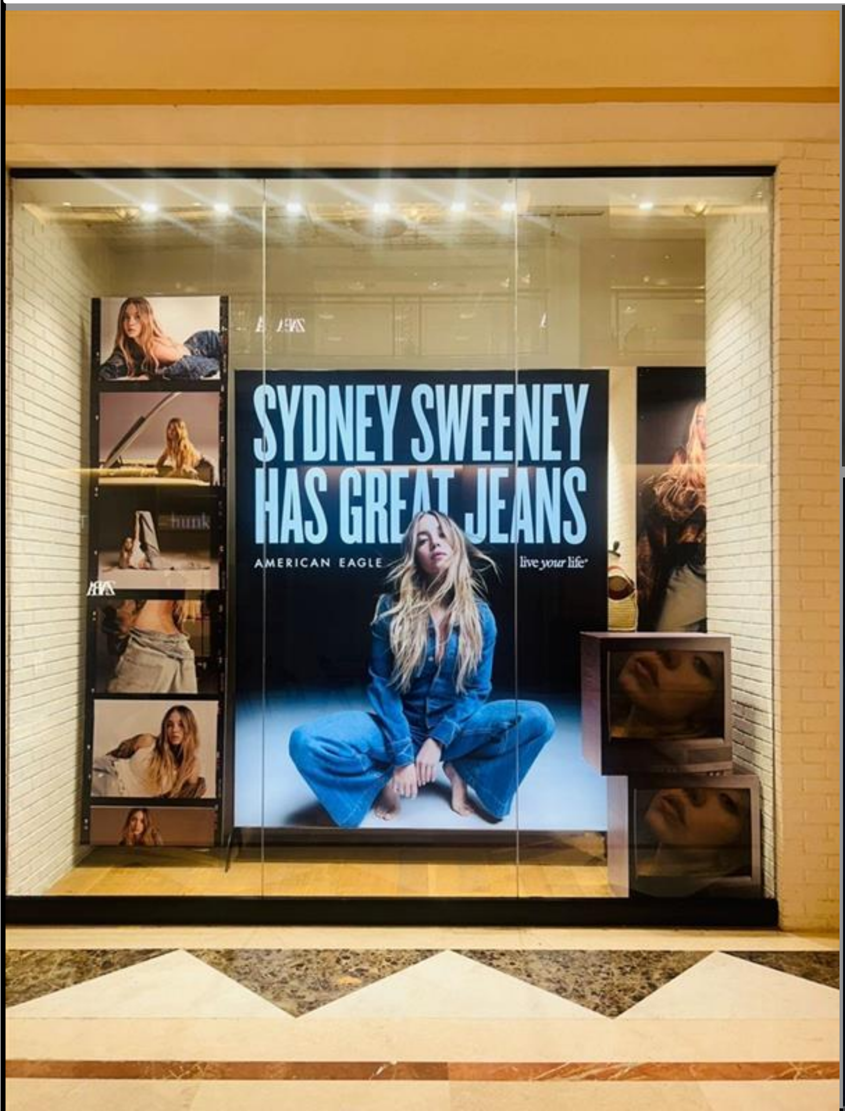


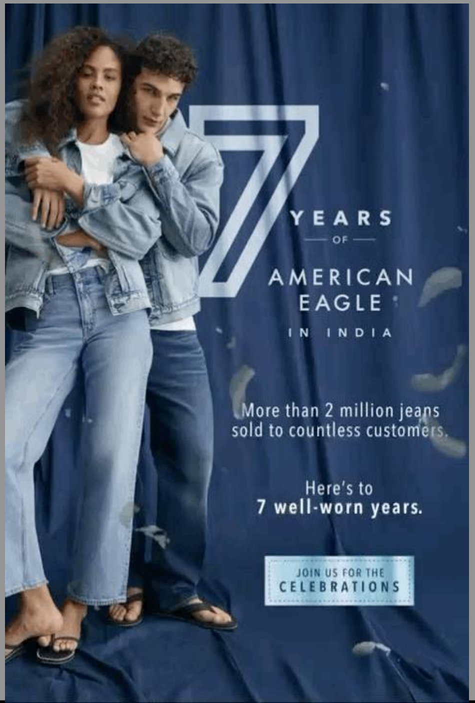
Making India Fitter

REEBOK x DREAM RUNNERS HALF MARATHON
Participation: 5000+ Runners

AMERICAN EAGLE

American Eagle x Sydney Sweeny	Celebrating 7 years of AE in India





VAN HEUSEN®
INNERWEAR

Building strong retail model with higher throughputs & enhancing network health	Multiple initiatives in Place to drive Wholesale Channel's Growth	Key products Launched

CONTENTS

ABLBL | P&L Statement

Consolidated (Rs. Cr.)	ABLBL	
	Q2 FY25	Q2 FY26
Revenue from Operations	1965	2038
Other Income	20	21
Total Income	1985	2059
EXPENSES		
Cost of Materials Consumed	236	266
Purchases of Stock-in-Trade	514	725
Changes in Inventories	106	-129
Employee Benefits Expenses	229	220
Finance Costs	109	98
Depreciation & Amortisation Expense	175	209
Rent Expenses	163	150
Other Expenses	437	490
Total Expenses	**1968**	**2028**
Profit before exceptional & Tax	**18**	**31**
Exceptional items	-98	-
Profit before Tax	**-81**	**31**
Tax Expenses	-22	8
Net Profit after Tax	**-59**	**23**

ABLBL | Balance Sheet

Consolidated (Rs. Cr.)	ABLBL	
	Mar-25	Sep-25
Net worth	1277	1310
Net Debt	781	993
Lease Liability	1980	2221
Capital Employed	**4038**	**4524**
Net Block (incl. CWIP)	1141	1156
Goodwill	628	628
Right to Use Assets	1524	1784
Deferred Tax Assets	130	131
Net Working Capital	615	826
Capital Employed	**4038**	**4524**

Disclaimer

Certain statements made in this presentation may not be based on historical information or facts and may be "forward looking statements" including, but not limited to, those relating to general business plans strategy of Aditya Birla Lifestyle Brands Limited (" ABLBL"), 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 may differ materially from these forward-looking statements due to a number of factors, including future changes or developments in ABLBL's business, its competitive environment, its ability to implement its strategies and initiatives and respond to technological changes and political, economic, regulatory and social conditions in the countries in which ABLBL conducts business. Important factors that could make a difference to ABLBL's operations include global and Indian demand supply conditions, finished goods prices, feed stock availability and prices, cyclical demand and pricing in ABLBL's principal markets, changes in Government regulations, tax regimes, competitor's actions, economic developments within India and the countries within which ABLBL conducts business and other factors such as litigation and labour negotiations.

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