February 2, 2026

BSE Limited
Scrip code: 544403

National Stock Exchange of India Limited
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

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., Monday, February 2, 2026 has, *inter alia,* considered and approved Unaudited Standalone & Consolidated Financial Results along with Limited Review Report for the quarter and nine months ended December 31, 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**

Ashish Dikshit
Digitally signed by Ashish Dikshit
Date: 2026.02.02 18:27:07 +05'30'

Ashish Dikshit
Managing Director
DIN: 01842066

Encl.: As above

Q3FY26

PERFORMANCE
HIGHLIGHTS

ADITYA BIRLA
LIFESTYLE BRANDS

CONTENTS

Market Update

GST transition

- Markets are gradually adjusting to recent GST changes
- Benefits visible at value-led price points

Dressing up trends

- Growing momentum in dressing-up for occasions as a fashion trend
- Layering (blazers, jackets) gaining wider acceptance

Wedding and festive calendar shift

- Shift in wedding dates versus last year
- Quarter performance reflects impact of early Pujo

New expressions of E-commerce

- Quick commerce picking up, albeit from a small base
- Same day commerce emerging as a strong trend within fashion space

CONTENTS

ABLBL Network

3315* Brand Stores

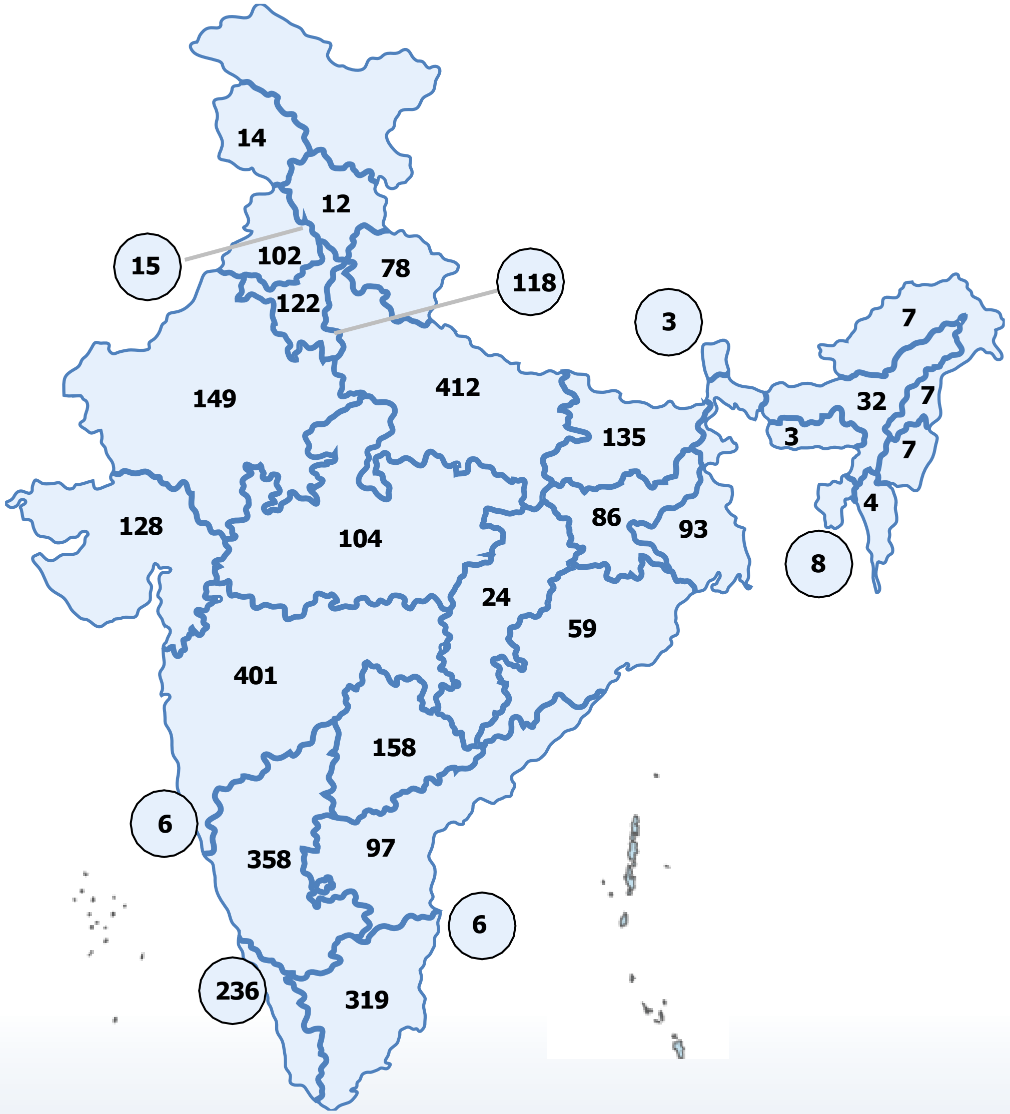
785+ Cities & Towns presence

565+ Small Town stores

190+ No. of Malls presence

Footprint (million sq. ft.) **4.8** Dec'25

*Includes value stores and 12 international stores



KEY Q3 HIGHLIGHTS

21% EBITDA Growth

10% Revenue Growth

14% reported PAT Growth

66% normalized* PAT Growth

*PAT before statutory impact under revised definition of wages under the Labour Codes

Q3 HIGHLIGHTS

Double digit growth in the quarter

- ABLBL Q3 sales up 10% vs LY
  - Lifestyle Brands grew 9% YoY
  - Emerging business up 13% vs LY
  - Ex-F21 in base, growth would have been ~80 bps higher
- Overall Q3 retail LTL at 6%

Consistent Profitability improvement

- EBITDA grew 21% vs LY
  - Margin at 18.4%, up 180 bps YoY
    - Lifestyle brands up ~90 bps
    - Emerging business up 790 bps
- PAT in Q3 up 66%* vs LY

Robust multi-channel execution

- Double-digit YoY growth in E-com and wholesale
  - Sustained partner engagement
  - Driving relevant merchandise
- 6th consecutive quarter of strong retail performance
  - YTD LTL at 10%

Gaining Expansion momentum

- Added 50+ net stores in the quarter
- Adding larger format stores in key high streets and malls
- Launched the first bridge-to-luxury store, *Philippe*, from the house of Louis Philippe

*PAT before statutory impact under revised definition of wages under the Labour Codes

ABLBL HIGHLIGHTS | Q3

(In Rs. Cr.)	ABLBL Consolidated		
	Q3 FY25	Q3 FY26	Growth (Vs. LY)
Revenue	**2138**	**2343**	***10%***
EBITDA	**355**	**431**	***21%***
EBITDA Margin	***16.6%***	***18.4%***	
EBIT	**179**	**227**	
PBT normalized	**83**	**132**	***59%***
Exceptional items*	-	-41	
PBT reported	**83**	**91**	
PAT reported	**60**	**69**	
PAT normalized#	**60**	**100**	***66%***

- Revenue up by 10%
- EBITDA grew 21% YoY
  - Margin up 180 bps driven by cost control measures
- $PBT_{normalized}$ grew 59% YoY
- $PAT_{normalized}$ up 66% vs LY

*Exceptional in Q3 FY26 pertains to Statutory Impact of New Labour Codes towards additional gratuity and compensated absences, classified as past service cost, primarily due to the revised definition of wages under the Labour Codes
PAT normalized has been calculated after considering the exceptional items and related tax impact

ABLBL SEGMENTAL | Q3

Consolidated Financials (Rs. Cr.)	Revenue		Growth	EBITDA		EBITDA%	
	Q3 FY25	Q3 FY26	Vs FY25	Q3 FY25	Q3 FY26	Q3 FY25	Q3 FY26
Lifestyle Brands[1,2]	1834	2002	9%	362	413	19.8%	20.6%
Emerging Business[2]	313	355	13%	-2	25	-0.8%	7.1%
Elimination	-9	-13		-5	-7		
ABLBL	**2138**	**2343**	**10%**	**355**	**431**	**16.6%**	**18.4%**

Business saw strong performance across channels, with a 180 bps expansion in margin

- Lifestyle Brands : 9% growth in Q3; Retail LTL at 5% despite festive and wedding shift
    - EBITDA margin expanded by ~90 bps
- Emerging business : Overall revenue up 13% YoY (Ex-F21 in the base, business grew by 19% YoY)
    - Q3 Retail LTL at 16%
    - 790 bps EBITDA margin expansion

1. Since 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 | 9M

(In Rs. Cr.)	ABLBL Consolidated		
	9M FY25	9M FY26	Growth (Vs. LY)
Revenue	**5888**	**6222**	***6%***
EBITDA	**940**	**1054**	***12%***
EBITDA Margin	***16.0%***	***16.9%***	
EBIT	**422**	**469**	
PBT normalized	**130**	**191**	***47%***
Exceptional items*	-98	-41	
PBT reported	**31**	**150**	
PAT reported	**21**	**117**	
PAT normalized#	**95**	**147**	***55%***

- Revenue up 6% YoY
- EBITDA grew 12% YoY
  - Margin up ~100 bps despite higher advertisement spends YoY
- $PBT_{normalized}$ grew 47% YoY
- $PAT_{normalized}$ up 55% vs LY

*Exceptional in 9M FY26 pertains to Statutory Impact of New Labour Codes towards additional gratuity and compensated absences, classified as past service cost, primarily due to the revised definition of wages under the Labour Codes
*Exceptional in 9M FY25 pertains to restructuring of operations of a business unit
PAT normalized has been calculated after considering the exceptional items and related tax impact

ABLBL SEGMENTAL | 9M

Consolidated Financials (Rs. Cr.)	Revenue		Growth	EBITDA		EBITDA%	
	9M FY25	9M FY26	Vs FY25	9M FY25	9M FY26	9M FY25	9M FY26
Lifestyle Brands[1,2]	4955	5325	7%	948	1035	19.1%	19.4%
Emerging Business[2]	952	926	-3%	2	35	0.3%	3.8%
Elimination	-20	-30		-11	-16		
ABLBL	**5888**	**6222**	**6%**	**940**	**1054**	**16.0%**	**16.9%**

- Lifestyle Brands continued to deliver sustained growth
  - Retail clocked its 6th consecutive quarter of strong LTL growth (10% for YTD 9M)
  - EBITDA margin expanded by ~30 bps despite higher marketing vs LY
- Emerging business : LTL at 12% with 350 bps margin expansion
  - Excluding F21 in the base, emerging business grew by 4%

1. Since 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

CONTENTS

LIFESTYLE BRANDS

LOUIS PHILIPPE

VAN HEUSEN

ALLEN SOLLY

PETER ENGLAND

SIMON CARTER

Lifestyle Brands Q3 HIGHLIGHTS

- Revenue at Rs. 2002 Cr, growth of 9% vs LY
  - LTL of 5% on 2500+ store network
  - 6th consecutive quarter of strong positive LTL
  - Trade and E-com delivered double-digit growth
  - Womenswear & kids wear segments posted double digit growth
- EBITDA in Q3 grew 14% YoY to reach Rs. 413 Cr
  - Margin at 20.6%, up ~90 bps YoY
- YTD EBITDA at Rs. 1035 Cr – Highest ever 9M EBITDA
- Expansion gaining momentum
  - 70+ gross store additions in Q3
  - Adding larger stores with impactful facades

Lifestyle Brands

Q3 Channel-wise Revenue (in Rs. Cr.)

	Q3 FY25	Q3 FY26	vs. LY
Retail*	1334	1410	6%
Wholesale	292	353	21%
E-commerce*	140	168	20%
Others*	68	71	4%

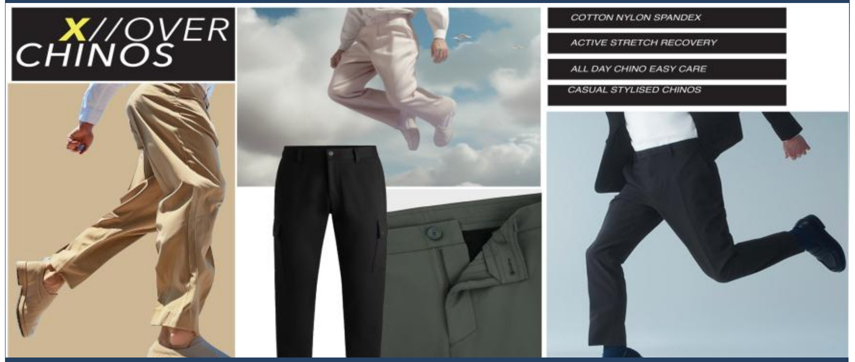
- Another quarter of strong retail performance; with LTL growth at 5%
  - Wedding performance aided growth despite festive shift
    - Further supported by continued network expansion
- Strong performance in Departmental stores
  - Secondary LTL remained robust
- E-commerce delivered strong growth with improved profitability

* 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.

LOUIS PHILIPPE

Strong wedding business with the "Royal Wedding" collection

Key Product Innovations



Retail drive

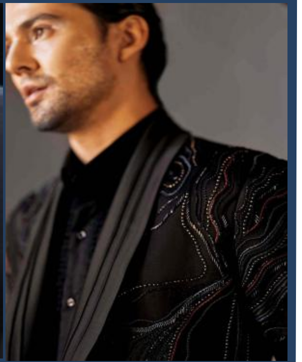
33 stores opened and 41 renovated in YTD FY26

Launch of 1st Philippe store in DLF Promenade

VAN HEUSEN

Impactful wedding season

Key Production Innovations



GLITTERATI SUITS

-10 degree puffer

30 Days "No wash" Jeans

Enhancing Retail Experience

45 stores opened and 43 renovated in YTD FY26

ALLEN SOLLY

"Velvet Glam" wedding story

Key Production Innovations

Enhancing Retail Experience

49 stores opened and 42 renovated in YTD FY26

PETER ENGLAND

The Bollywood Wedding collection

Key Production Innovations

Enhancing Retail Experience

29 stores opened and 34 renovated in YTD FY26

EMERGING BUSINESS

AMERICAN EAGLE

VAN HEUSEN INNERWEAR

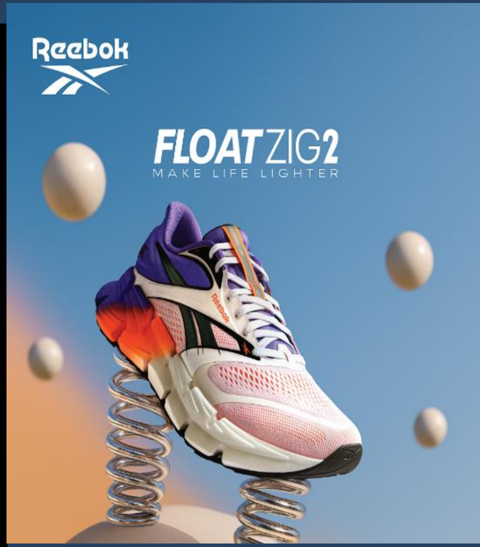
Reebok

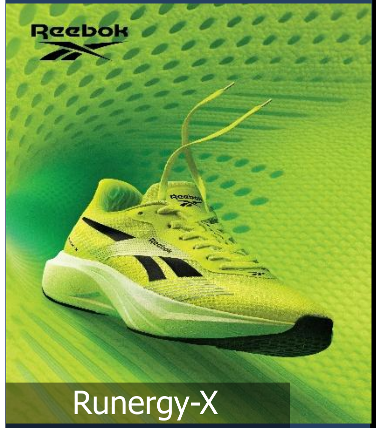
Reebok

- 20%+ YoY growth this quarter with significant profitability improvement
  - Sustained strong secondary growth
- Added another 10+ new stores in Q3
  - Now available at 200 stores and 1000+ offline touchpoints nationwide
- Key product launches across walking, running and apparel
  - ZetaFoam, NanoGym, MaxFoam+ Pacer, Flawless

Key Stories

Key Production Innovations





AMERICAN EAGLE

- Double-digit profitable growth this quarter vs LY driven by strong retail LTL
- Added 6 new stores in Q3
  - Presence across 70+ stores and 250+ shop-in-shops in leading departmental stores & MBO formats
- Rolled out a pan-India campaign with Ananya Panday and Lakshya to reimagine denim for a new generation

Key Stories


Key Production Innovations


Flannel Shirts


BAGGY JEANS


PLEATED BAGGY

Enhancing Retail Experience

Launch of new campaign

AE x Ananya & Lakshya


VAN HEUSEN®
INNERWEAR

- Double digit growth led by strong retail and E-com performance
- 4th consecutive quarter of double-digit retail LTL, 44% in Q3
- Present across 37500+ trade outlets & 100+ exclusive stores
- Continued expanding the product portfolio across men's and women's categories

Enhancing Retail Experience

Key Production Innovations

CONTENTS

ABLBL | P&L Statement

Consolidated (Rs. Cr.)	ABLBL	
	Q3 FY25	Q3 FY26
Revenue from Operations	2138	2343
Other Income	22	19
Total Income	**2161**	**2362**
EXPENSES		
Cost of Materials Consumed	287	270
Purchases of Stock-in-Trade	561	675
Changes in Inventories	31	24
Employee Benefits Expenses	242	246
Finance Costs	96	95
Depreciation & Amortisation Expense	176	204
Rent Expenses	236	227
Other Expenses	448	489
Total Expenses	**2077**	**2230**
Profit before exceptional items & Tax	**83**	**132**
Exceptional items	-	-41
Profit before Tax	**83**	**91**
Tax Expenses	23	21
Net Profit after Tax	**60**	**69**

ABLBL | P&L Statement

Consolidated (Rs. Cr.)	ABLBL	
	9M FY25	9M FY26
Revenue from Operations	5888	6222
Other Income	57	63
Total Income	**5944**	**6284**
EXPENSES		
Cost of Materials Consumed	750	812
Purchases of Stock-in-Trade	1543	1953
Changes in Inventories	176	-246
Employee Benefits Expenses	687	701
Finance Costs	293	278
Depreciation & Amortisation Expense	517	585
Rent Expenses	574	567
Other Expenses	1275	1443
Total Expenses	**5815**	**6093**
Profit before exceptional items & Tax	**130**	**191**
Exceptional items	-98	-41
Profit before Tax	**31**	**150**
Tax Expenses	10	33
Net Profit after Tax	**21**	**117**

Disclaimer

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