PUBLIC ANNOUNCEMENT

(This is a public announcement for information purposes only and not for publication or distribution outside India and is not an Offer Document)

ARVIND FASHIONS LIMITED

Our Company was incorporated as *'ArvindJ&M Limited'* on January 5, 2016, as a public limited company under the Companies Act, 2013, pursuant to a certificate of incorporation issued by the Registrar of Companies, at Ahmedabad, Gujarat (the **"RoC"**). Pursuant to a resolution of our Shareholders dated September 26, 2016, the name of our Company was changed to *'Arvind Fashions Limited'* and a fresh certificate of incorporation was issued by the RoC on October 14, 2016. For details, including reasons for changes in the name and registered office of our Company, see *"History and Certain Corporate Matters"* on page 133 of the Letter of Offer.

Registered Office: Main Building, Arvind Limited Premises, Naroda Road, Ahmedabad – 380 025, Gujarat, India | **Telephone:** +91-79-30138000;
Corporate Office: 8th Floor, Du Parc Trinity, 17, M G Road, Bengaluru – 560 001, Karnataka, India | **Telephone:** +91-80-41550650
Contact Person: B S Vijay Kumar, Company Secretary and Compliance Officer | **Email:** investor.relations@arvindbrands.co.in | **Website:** www.arvindfashions.com
Corporate Identity Number: L52399GJ2016PLC085595

PROMOTERS OF OUR COMPANY

AURA SECURITIES PRIVATE LIMITED, AURA BUSINESS VENTURES LLP, SANJAYBHAI SHRENIKBHAI LALBHAI, JAYSHREEBEN SANJAYBHAI LALBHAI, PUNIT SANJAY LALBHAI, KULIN SANJAY LALBHAI, POORVA PUNIT LALBHAI, JAINA KULIN LALBHAI, ISHAAN PUNIT LALBHAI, ANANYAA KULIN LALBHAI AND RUHANI PUNIT LALBHAI

ISSUE OF UP TO 3,99,79,347 EQUITY SHARES WITH A FACE VALUE OF ₹ 4 EACH ("RIGHTS EQUITY SHARES") OF OUR COMPANY FOR CASH AT A PRICE OF ₹ 100 EACH INCLUDING A SHARE PREMIUM OF ₹ 96 PER RIGHTS EQUITY SHARE ("ISSUE PRICE") FOR AN AGGREGATE AMOUNT UP TO ₹ 399.79 CRORES ON A RIGHTS BASIS TO THE EXISTING EQUITY SHAREHOLDERS OF OUR COMPANY IN THE RATIO OF 62 RIGHTS EQUITY SHARES FOR EVERY 91 FULLY PAID-UP EQUITY SHARES HELD BY THE EXISTING EQUITY SHAREHOLDERS ON THE RECORD DATE, THAT IS ON MARCH 18, 2020 (THE "ISSUE"). THE ISSUE PRICE FOR THE RIGHTS EQUITY SHARES IS 25 TIMES THE FACE VALUE OF THE EQUITY SHARES. FOR FURTHER DETAILS, SEE "TERMS OF THE ISSUE" ON PAGE 306 OF THE LETTER OF OFFER AND THE ADDENDUM TO LETTER OF OFFER DATED JUNE 23, 2020 ("ADDENDUM TO LOF").

BASIS OF ALLOTMENT

The Board of Directors of our Company thanks all Investors for their response to the Issue, which opened on Monday, June 29, 2020 and closed on Friday, July 17, 2020. The total number of Common Application Forms (**"CAFs"**/**"Applications"**) received were 13,229 (including 6,061 Applications through R-WAP) for 5,63,74,880 Rights Equity Shares which includes Applications for subscriptions to Additional Rights Equity Shares. The Issue was subscribed to the extent of 141.01% of the Issue Size in terms of the number of Rights Equity Shares applied. The Basis of Allotment was finalized on July 23, 2020 in consultation with BSE Limited (**"BSE"**), the Designated Stock Exchange, the Lead Manager to the Issue and the Registrar to the Issue. The Committee of Directors of the Company approved the allotment of 3,99,79,347 Rights Equity Shares on July 24, 2020. In the Issue, Nil Equity Shares have been kept in abeyance. All valid Applications (including R-WAP Applications) after technical rejections have been considered for Allotment.

1. The breakup of valid applications received through ASBA and R-WAP (after technical rejections) is given below:

Applicants	Number of valid applications received	Number of Rights Equity Shares applied for and allotted against Rights Entitlement (A)	Number of Additional Rights Equity Shares allotted (B)	Total Rights Equity Shares allotted (A+B)
Eligible Equity Shareholders	11,921	3,26,39,072	63,56,089	3,89,95,161
Renouncees	498	9,84,186	-	9,84,186
Total	**12,419**	**3,36,23,258**	**63,56,089**	**3,99,79,347**

2. Information regarding total Applications received (including R-WAP Application):

Category	Applications Received (including R-WAP)		Rights Equity Shares Applied for			Equity Shares Allotted		
	Number	%	Number	Value (₹)	%	Number	Value (₹)	%
Eligible Equity Shareholders	12,691	95.93	5,52,50,089	552,50,08,900	98.00	3,89,95,161	389,95,16,100	97.54
Renouncees	538	4.07	11,24,791	11,24,79,100	2.00	9,84,186	9,84,18,600	2.46
Total	**13,229**	**100.00**	**5,63,74,880**	**563,74,88,000**	**100.00**	**3,99,79,347**	**399,79,34,700**	**100.00**

The Company has received approval for listing of 3,99,79,347 Rights Equity Shares from the BSE Limited (**"BSE"**) and National Stock Exchange of India Limited (**"NSE"**) on July 24, 2020 and July 27, 2020, respectively. The instructions for unblocking of funds in case of ASBA Applications were issued to SCSBs on July 24, 2020 and for refund of funds through NACH/NEFT/RTGS/direct credit were issued to Axis Bank Limited, the Bankers to the Issue, on July 24, 2020. The dispatch of Allotment Advice cum Refund Intimation to the investors, as applicable, has been completed on July 27, 2020.

The credit of Rights Equity Shares to the respective demat accounts of the allottees in respect of Allotment in dematerialized form has been completed on July 27, 2020. The Rights Equity Shares allotted to the resident Eligible Equity Shareholders who hold Equity Shares in physical form as on Record Date and have not provided the details of their demat account, have been credited into a demat suspense account opened by our Company. Such Eligible Equity Shareholders are, *inter alia*, required to provide their demat details within 6 (Six) months from the Allotment Date to our Company or the Registrar. In case of non-receipt of the demat details within aforementioned time period,our Company shall conduct a sale of such Rights Equity Shares lying in the demat suspense account on the floor of the Stock Exchanges at the prevailing market price and remit the proceeds of such sale in the manner specified on page 25 of the Addendum to LOF. The trading in Equity Shares issued in the Rights Issue shall commence on BSE and NSE upon receipt of trading permission. The trading is expected to commence on or about July 29, 2020. Further, in accordance with SEBI circular bearing reference - SEBI/HO/CFD/DIL2/CIR/P/2020/13 dated January 22, 2020, our Company has filed an application for extinguishment of the Rights Entitlements which have not been subscribed by the investors on July 27, 2020 and accordingly, such Rights Entitlements will be extinguished and the ISIN of the Rights Entitlements of the Company, i.e., INE955V20013 will be permanently deactivated.

INVESTORS MAY PLEASE NOTE THAT THE EQUITY SHARES CAN BE TRADED ON THE STOCK EXCHANGE ONLY IN THE DEMATERIALISATION FORM.

NOTICE TO OVERSEAS SHAREHOLDERS: The Rights Entitlements and the Rights Equity Shares have not been and will not be registered under the Securities Act of 1933, as amended (the **"Securities Act"**), or the securities laws of any state of the United States of America and may not be offered or sold in the United States of America, its territories and possessions, any State of the United States, and the District of Columbia (**"United States"**), except in a transaction not subject to, or exempt from, the registration requirements of the Securities Act and applicable state securities laws. The Rights Entitlements and Rights Equity Shares are being offered and sold only (a) to persons in the United States who are reasonably believed to be qualified institutional buyers as defined in Rule 144A under the Securities Act (**"U.S. QIBs"**) pursuant to Section 4(a)(2) of the Securities Act and (b) to persons outside the United States in reliance on Regulation S under the Securities Act (**"Regulation S"**). In addition, until the expiry of 40 days after the commencement of the Issue, an offer or sale of Rights Entitlements or Rights Equity Shares in the United States by a dealer (whether or not it is participating in the Issue) may violate the registration requirements of the Securities Act if such offer or sale is made otherwise than in accordance with an exemptionfrom registration under the Securities Act. The Rights Equity Shares are transferable only in accordance with the restrictions described in *"Other Regulatory and Statutory Disclosures -Transfer Restrictions"* on page 296 of the Letter of Offer.

DISCLAIMER CLAUSE OF SEBI: SEBI only gives its observations on the Draft Letter of Offer and this does not constitute approval of either the Issue or the Draft Letter of Offer. Investors are advised to refer to the Letter of Offer for the full text of the *"Disclaimer Clause of SEBI"* on page 297 of the Letter of Offer.

DISCLAIMER CLAUSE OF BSE (THE DESIGNATED STOCK EXCHANGE): It is to be distinctly understood that the permission given by BSE should not, in anyway, be deemed or construed that the Letter of Offer has been cleared or approved by BSE; nor does it certify the correctness or completeness of any of the contents of the Letter of Offer. The investors are advised to refer to the Letter of Offer for the full text of the *"Disclaimer Clause of BSE"* on page 297 of the Letter of Offer.

DISCLAIMER CLAUSE OF NSE: It is to be distinctly understood that the permission given by NSE should not, in anyway, be deemed or construed that the Letter of Offer has been cleared or approved by NSE; nor does it certify the correctness or completeness of any of the contents of the Letter of Offer. The investors are advised to refer to the Letter of Offer for the full text of the *"Disclaimer Clause of NSE"* on page 298 of the Letter of Offer.

Unless otherwise specified, all capitalised terms used herein shall have the same meaning ascribed to such terms in the Letter of Offer and the Addendum to LOF.

THE LEVEL OF SUBSCRIPTION SHOULD NOT BE TAKEN TO BE INDICATIVE OF EITHER THE MARKET PRICE OF THE EQUITY SHARES ON LISTING OR THE BUSINESS PROSPECTS OF THE COMPANY.

LEAD MANAGER TO THE ISSUE	REGISTRAR TO THE ISSUE	Company Secretary and Compliance Officer
Vivro Financial Services Private Limited Vivro House, 11 Shashi Colony, Opp Suvidha Shopping Center, Paldi, Ahmedabad – 380 007, Gujarat, India Telephone: +91-79-4040 4242 **E-mail:** afl@vivro.net **Investor grievance E-mail:** investors@vivro.net **Website:** www.vivro.net **Contact Person:** Mili Khamar / Bhargav Parekh **SEBI Registration No.:** INM000010122	**Link Intime India Private Limited** C-101, 1st Floor, 247 Park, Lal Bahadur Shastri Marg, Vikhroli (West), Mumbai – 400 083, Maharashtra, India. **Telephone:** +91-22-49186200 **E-mail:** afl.rights@linkintime.co.in **Investor grievance E-mail:** afl.rights@linkintime.co.in **Website:** www.linkintime.co.in **Contact Person:** Sumeet Deshpande **SEBI Registration No.:** INR000004058	**Arvind Fashions Limited** **B S Vijay Kumar** 8th Floor, Du Parc Trinity, 17, M G Road, Bengaluru – 560 001, Karnataka, India **Telephone:** +91-80-4048 8821 **E-mail:** investor.relations@arvindbrands.co.in **Website:** www.arvindfashions.com Investors may contact the Registrar to Issue / Compliance Officer in case of any Pre Issue/ Post Issue related problems such as non-receipt of Allotment advice/demat credit etc

For **ARVIND FASHIONS LIMITED**

Sd/-

B S Vijay Kumar

Company Secretary and Compliance Officer

Place: Bengaluru
Date: July 28, 2020

Disclaimer: *The Letter of Offer is available on the website of SEBI at www.sebi.gov.in, website of Stock Exchanges where the Equity Shares are listed i.e. BSE at www.bseindia.com and NSE at www.nseindia.com and the website of the Lead Manager at www.vivro.net. Investors should note that investment in equity shares involves a high degree of risk and are requested to refer to the Letter of Offer including the section "Risk Factors" beginning on page 22 of the Letter of Offer.This announcement has been prepared for publication in India and may not be released in the United States. This announcement does not constitute an offer of Equity Shares for sale in any jurisdiction, including the United States, and any Equity Shares described in this announcement may not be offered or sold in the United States absent registration under the US Securities Act of 1933, as amended, or an exemption from registration. There will be no public offering of Equity Shares in the United States.*

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