

PUBLIC ANNOUNCEMENT

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ARVIND FASHIONS
ARVIND FASHIONS LIMITED

Our Company was incorporated as 'Arvind J&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").

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;

PROMOTERS OF OUR COMPANY
AURA SECURITIES PRIVATE LIMITED, AURA BUSINESS VENTURES LLP, SANJAYBHAI SHRENIKHBHAI 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

NOTICE TO THE ELIGIBLE EQUITY SHAREHOLDERS OF ARVIND FASHIONS LIMITED (THE "COMPANY")
ISSUE OPENS ON MONDAY, JUNE 29, 2020
LAST DATE FOR ON MARKET RENUNCIATION MONDAY, JULY 13, 2020*
LAST DATE FOR OFF MARKET RENUNCIATION THURSDAY, JULY 16, 2020**
ISSUE CLOSES ON FRIDAY, JULY 17, 2020*

*Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is completed in such a manner that the Rights Entitlements are credited to the demat account of the Renounees on or prior to the Issue Closing Date.
**The Board of Directors or a duly authorized committee thereof will have the right to extend the Issue period as it may determine from time to time, provided that the Issue will not remain open in excess of 30 (thirty) days from the Issue Opening Date.

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").

ASBA *
Simple, Safe, Smart way of Application - Make use of it !!!
*Application Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account, investors can avail the same.
For further details read section on ASBA below.

Pursuant to provisions of Regulation 76 of the SEBI ICDR Regulations read with the SEBI Rights Issue Circulars, all Applicants including Renounees desiring to make an Application in this Issue are mandatorily required to use either a) the ASBA process or b) the optional mechanism instituted only for resident Investors in this Issue, i.e., R-WAP.

Further, in accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI - Rights Issue Circular, the credit of Rights Entitlements and Allotment of Rights Equity Shares shall be made in dematerialized form only. Accordingly, the Eligible Equity Shareholders who are holding the Equity Shares in physical form and are desirous of subscribing to the Issue are advised to furnish the details of their demat account to the Registrar not later than two working days prior to the Issue Closing Date.

Facility for Application in the Issue : Pursuant to provisions of Regulation 76 of the SEBI ICDR Regulations read with the SEBI Rights Issue Circulars, all Applicants including Renounees desiring to make an Application in this Issue are mandatorily required to use either a) the ASBA process or b) the optional mechanism instituted only for resident Investors in this Issue, i.e., R-WAP.

Procedure for Application through ASBA Process : The Investors can subscribe to the Issue by submitting a common application form ("CAF") to the Designated Branch of the SCSB. The CAF can be used by the Eligible Equity Shareholders as well as by Renounees.

Please note that subject to SCSBs complying with the requirements of SEBI Circular No. CIR/CFD/DIL/13/2012 dated September 25, 2012 within the periods stipulated therein, Applications may be submitted at Designated Branches of the SCSBs. Further, in terms of the SEBI Circular CIR/CFD/DIL/1/2013 dated January 2, 2013, it is clarified that for making Applications by SCSBs on their own account using ASBA facility, SCSBs should have a separate account in their own name with any other SEBI registered SCSB(s).

Registrar's Web-based Application Platform (R-WAP) : In accordance with SEBI circular SEBI/HO/CFD/DIL2/CIR/P/2020/78 dated May 6, 2020, a separate web based application platform, i.e., the R-WAP facility (accessible at www.linkintime.co.in), has been instituted for making an Application in the Issue by resident Investors.

PLEASE NOTE THAT ONLY RESIDENT INVESTORS CAN SUBMIT AN APPLICATION USING THE R-WAP R-WAP FACILITY WILL BE OPERATIONAL FROM THE ISSUE OPENING DATE [i.e., FROM 9.00 AM (IST) ON JUNE 29, 2020]. FOR RISKS ASSOCIATED WITH THE R-WAP PROCESS, SEE "RISK FACTORS - THE R-WAP PAYMENT MECHANISM FACILITY PROPOSED TO BE USED FOR THIS ISSUE MAY BE EXPOSED TO RISKS, INCLUDING RISKS ASSOCIATED WITH PAYMENT GATEWAYS" ON PAGE 14 OF THE ADDENDUM TO LOF.

For guidance on the Application process through R-WAP and resolution of difficulties faced by the Investors, the Investors are advised to carefully read the frequently asked questions at www.linkintime.co.in or call helpline numbers (+91-22-49186200, +91-22-49186173, +91-22-49186174). For details, see "Procedure for Application through the R-WAP" on page 22 of the Addendum to LOF.

ALLOTMENT IN DEMATERIALIZED FORM ONLY: Investors may please note that the Rights Equity Shares in the Issue can be allotted only in dematerialized form and to the same depository account in which the Rights Entitlements are held by such Applicant on the issue closing date. In accordance with the SEBI Rights Issue Circulars, the Eligible Equity Shareholders, who hold Equity Shares in physical form as on Record Date and who have not furnished the details of their demat account to the Registrar or our Company at least two Working Days prior to the Issue Closing Date, desirous of subscribing to Rights Equity Shares may also apply in the Issue during the Issue Period.

DISPATCH OF THE ABRIDGED LETTER OF OFFER ("ALOF"), THE ADDENDUM TO LOF AND COMMON APPLICATION FORM ("CAF"): The dispatch of the ALOF for the Issue was completed on March 21, 2020 by Registrar to the Issue, i.e., Link Intime India Private Limited to the Eligible Equity Shareholders of the Company, whose names appeared in the Register of Members/Beneficial Owners of the Company, on the Record date, i.e., March 18, 2020 through a) Speed Post - to the shareholders whose have not registered their email ids and b) Email intimation - to the shareholders who have registered their email ids.

AVAILABILITY OF CAF: The Registrar has dispatched a CAF along with the Addendum to LOF and revised Entitlement Letter to all Eligible Equity Shareholders as per their Rights Entitlements on the Record Date for the Issue. The Renounees and Eligible Equity Shareholders who have not received the CAF can download the same from the websites of the Registrar (www.linkintime.co.in), the Company (www.arvindfashions.com), the Lead Manager (www.vivro.net) and the Stock Exchanges (www.bseindia.com and www.nseindia.com).

CREDIT OF RIGHTS ENTITLEMENTS IN THE DEMAT ACCOUNTS: Pursuant to provisions of the SEBI ICDR Regulations and in terms of the Letter of Offer, the Rights Entitlements of the Eligible Equity Shareholders have been credited in their respective demat account under the ISIN - INE955V20013 on March 23, 2020.

APPLICATION ON PLAIN PAPER UNDER ASBA PROCESS: An Investor who has neither received the original CAF nor is in a position to obtain the CAF may make an application to subscribe to the Issue under the ASBA Process on plain paper.

1) Name of our Company, being Arvind Fashions Limited; 2) Name and Indian address of the Investor including joint holders (in the same order and as per specimen recorded with our Company or the Depository); 3) DP and Client ID No.; 4) Number of Equity Shares held as on Record Date; 5) Allotment option - only dematerialised form; 6) Number of Rights Equity Shares entitled to; 7) Number of Rights Equity Shares applied for within the Rights Entitlement; 8) Number of additional Rights Equity Shares applied for, if any; 9) Total number of Rights Equity Shares applied for; 10) Total amount paid at the rate of ₹100 per Rights Equity Share; 11) Details of the ASBA Account such as the account number, name, address and branch of the relevant SCSB; 12) Except for Applications on behalf of the Central or State Government, the residents of Sikkim and officials appointed by the courts, PAN of the Investor and for each investor in case of joint names, irrespective of the total value of the Rights Equity Shares applied for pursuant to the Issue; 13) Authorisation to the Designated Branch of the SCSB to block an amount equivalent to the Application Money in the ASBA Account; and n) Signature of the Applicant (in case of joint holders, to appear in the same sequence and order as they appear in the records of our Company or the Depositories).

All Applicants in the United States shall include the following:
"I/we hereby make the representations, warranties, acknowledgments and agreements set forth in the chapter of the Letter of Offer titled "Other Regulatory and Statutory Disclosures - Transfer Restrictions - Persons in the United States" and

All Applicants outside the United States shall include the following:
"I/we hereby make the representations, warranties, acknowledgments and agreements set forth in the chapter of the Letter of Offer titled "Other Regulatory and Statutory Disclosures - Transfer Restrictions - Persons outside the United States".

In case an Investor makes an application on CAF as well as on plain paper, his application is liable to be rejected.

Application on plain paper cannot be submitted through R-WAP.
LAST DATE FOR APPLICATION: The last date for submission of the duly filled in CAF is July 17, 2020.

Our Board or any committee thereof may extend the said date for such period as it may determine from time to time, subject to the provisions of the Articles of Association, and subject to the Issue Period not exceeding 30 days from the Issue Opening Date. If the CAFs not submitted with SCSBs, uploaded on the Stock Exchanges and the Application Money is not locked with an SCSB or if the Application is not accepted at the R-WAP, on or before the close of banking hours on the Issue Closing Date or such date as may be extended by our Board or any committee thereof, the invitation to offer contained in the Letter of Offer shall be deemed to have been declined and our Board or any committee thereof shall be at liberty to dispose of the Equity Shares hereby offered, as provided under "Terms of the Issue - Basis of Allotment" on page 321 of the Letter of Offer.

APPLICANTS MAY PLEASE NOTE THAT THE RIGHTS EQUITY SHARES CAN BE TRADED ON THE STOCK EXCHANGE ONLY IN DEMATERIALIZED FORM.

LISTING: The existing Equity Shares of our Company are listed on BSE and NSE ("Stock Exchanges"). Our Company has received 'in-principle' approvals from the BSE and NSE for listing the Rights Equity Shares to be allotted pursuant to this Issue vide their letters dated January 16, 2020 (read with letter dated June 23, 2020) and January 13, 2020, respectively. For the purpose of this Issue, the Designated Stock Exchange is BSE.

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.

AVAILABILITY OF THE LETTER OF OFFER AND THE ADDENDUM TO LOF: A copy of the Letter of Offer and the Addendum to LOF can be downloaded from the website of SEBI, BSE, NSE and the website of the Lead Manager to the Issue i.e. Vivro Financial Services Private Limited at www.sebi.gov.in, www.bseindia.com, www.nseindia.com and www.vivro.net respectively. Further, on account of prevailing COVID-19 conditions and in accordance with the SEBI circular bearing reference number SEBI/HO/CFD/DIL2/CIR/P/2020/78 dated May 6, 2020 and the General Circular No. 21/2020 dated May 11, 2020 issued by the Ministry of Corporate Affairs, Government of India ("MCA Circular"), the hard copy of Letter of Offer or the Addendum to LOF is not dispatched by the Company and accordingly, the Eligible Equity Shareholders who makes a request for the Letter of Offer or the Addendum to LOF will be provided the soft copy of the Letter of Offer or the Addendum to LOF by the Company or the Registrar or the Lead Manager only through email.

NOTICE TO OVERSEAS SHAREHOLDERS: No action has been or will be taken to permit the Issue in any jurisdiction where action would be required for that purpose, except in India. Accordingly, the Rights Entitlements or Rights Equity Shares may not be offered or sold, directly or indirectly, and the Letter of Offer, the Abridged Letter of Offer or any offering materials or advertisements in connection with the Issue may not be distributed, in whole or in part, in any jurisdiction, except in accordance with legal requirements applicable in such jurisdiction. Receipt of the Letter of Offer or the Abridged Letter of Offer will not constitute an offer in those jurisdictions in which it would be illegal to make such an offer ("Restricted Jurisdictions") and, in those circumstances, the Letter of Offer and the Abridged Letter of Offer must be treated as sent for information purposes only and should not be acted upon for subscription to the Rights Equity Shares and should not be copied or redistributed.

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").

The ALOF, Entitlement Letter, the Addendum to LOF and CAF have been dispatched to non-resident Eligible Equity Shareholders at their Indian address, as provided to the Company.

BANKER TO THE ISSUE AND REFUND BANK: Axis Bank Limited
MONITORING AGENCY: Axis Bank Limited
OTHER IMPORTANT LINKS AND HELPLINE:

- 1. To update the respective email addresses/mobile numbers in the records maintained by the Registrar or our Company, Eligible Equity Shareholders should visit www.linkintime.co.in;
2. To update the demat account details by Eligible Equity Shareholders holding Equity Shares in physical form, visit www.linkintime.co.in.
3. For Frequently asked questions and investor helpdesk guidance on the Application process and resolution of difficulties faced by the Investors, visit www.linkintime.co.in.

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.

Table with 2 columns: LEAD MANAGER TO THE ISSUE (VIVRO FINANCIAL SERVICES PRIVATE LIMITED) and REGISTRAR TO THE ISSUE (LINKIntime Link Intime India Private Limited).

Table with 1 column: Company Secretary and Compliance Officer (Arvind Fashions Limited, B S Vijay Kumar).

Place: Bengaluru
Date: June 25, 2020
Vijay Kumar B S
Company Secretary & Compliance Officer

Disclaimer: Our Company is proposing, subject to receipt of requisite approvals, market conditions and other considerations, to issue Equity Shares on a rights basis and has filed a Letter of Offer with the Securities and Exchange Board of India and Stock Exchanges. 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.