

November 14, 2020

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400 001
Scrip Code: 500325 / 890147

National Stock Exchange of India Limited
Exchange Plaza, Plot No. C/1, G Block,
Bandra-Kurla Complex, Bandra (East),
Mumbai 400 051
Trading Symbol: RELIANCE / RELIANCEPP

Dear Sirs,

Sub: Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Investment in Urban Ladder Home Décor Solutions Private Limited

Reliance Retail Ventures Limited (“RRVL”), a subsidiary of Reliance Industries Limited (“RIL” or the “Company”) has acquired equity shares of Urban Ladder Home Décor Solutions Private Limited (“UrbanLadder”) for a cash consideration of ~INR 182.12 crore (Indian Rupees one hundred eighty two crore and twelve lakh only). The said investment represents ~96% holding in the equity share capital of UrbanLadder.

RRVL has a further option of acquiring the balance stake, taking its shareholding to 100% of the equity share capital of UrbanLadder.

RRVL proposes to make a further investment of up to INR 75 crore (Indian Rupees seventy-five crore only). The further investment is expected to be completed by December 2023.

UrbanLadder was incorporated in India on February 17, 2012. UrbanLadder is in the business of operating a digital platform for home furniture and décor products. It also has a chain of retail stores in several cities across India.

UrbanLadder’s audited turnover was INR 434.00 crore, INR 151.22 crore and INR 50.61 crore, and Net Profit / (Loss) of INR 49.41 crore, INR (118.66) crore and INR (457.97) crore in FY 2019, FY 2018 and FY 2017 respectively.

The aforesaid investment will further enable the group’s digital and new commerce initiatives and widen the bouquet of consumer products provided by the group, while enhancing user engagement and experience across its retail offerings.



No governmental or regulatory approvals were required for the said investment. The investment does not fall within related party transactions and none of RIL's promoter / promoter group / group companies have any interest in the transaction.

Thanking you,

Yours faithfully,
For Reliance Industries Limited

A handwritten signature in blue ink, appearing to read "Savithri".

Savithri Parekh
Joint Company Secretary and Compliance Officer

Copy to:

The Luxembourg Stock Exchange
Societe de la Bourse de Luxembourg
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