

## INVESTOR UPDATE

### SS4D 23<sup>RD</sup> TO 26<sup>TH</sup> JANUARY 2010

The month of January witnessed Future Group's biggest shopping festival, '**Sabse Sasta 4 Din**' held across over 120 Big Bazaar stores and other group formats such as Pantaloons, Central, eZone, Home Town and in over 70 cities. The 4 days attracted over 10 million people into our stores.



Special offers and promotions were created based on consumer insights and past learnings, and an extra day of sale this year provided a great opportunity for consumers to save more and avail of the best deals.

Exciting offers were provided on a wide range of product categories including LCD TVs, Digi Cams, Laptops, Mobile phones, Solid Wood Sofa Set, Staples like Rice, Sugar, Oil and other key categories.



### SACH TOOTHPASTE LAUNCHED

The month of March witnessed the company launching its own co-created brand of '**SACH**' toothpaste in the oral care category. The product is developed and created along with the iconic cricketer and batsman, Sachin Tendulkar. '**Ab Din Ki Suruvat Sach Se**' is the brand's core message that is drawn from the basic Indian values of inculcating good habits, and inspired from Sachin as an individual who stands for humility, honesty and integrity.

### FOOD RIGHT OPENS IN MUMBAI

led hypermarket for the first time with the creation of the **FOOD RIGHT** brand in Mumbai. The intention of acquiring the property from the incumbent, ShopRite, was to continue the company's domination in Mumbai and take advantage of a great location, large and loyal consumer base and excellent brand value that ShopRite had created.



Spread across 55,000 square feet, the hypermarket has sections such as Live Kitchen, Bakery, Dairy, Poultry, Fish, Fresh and Staples. It also has a variety of processed and international foods and general merchandise product categories. This format represents the next level of the company's thinking in food retailing in India. By infusing the power of scale in some categories and high community connect, a new set of customers will visit this already successful store. The store has the potential to touch about Rs. 75 crs of business a year.

### Q3FY10 SALES

Gross sales during Q3 ended 31st March '10 from Value Retailing stood at Rs. 1,439.55 crores, while sales from Lifestyle Retailing was Rs.628.77 crores. Home Retailing sales stood at Rs.406.86 crores. Same store growth under Value Retailing was 13.90 per cent, Lifestyle Retailing stood at 13.15 per cent and Home Retailing was about 18.64 per cent.

Particulars	Q3FY09	Q3FY10	YOY%
	Sales	Sales	Change
Value Retailing	1,098.73	1,439.55	31.02%
Life Style Retailing	454.17	628.77	38.44%
Home Retailing	332.52	406.86	22.36%
<b>Total</b>	<b>1,885.41</b>	<b>2,475.18</b>	<b>31.28%</b>
Less: Inter-Company Sales	104.07	163.51	57.10%
<b>Total</b>	<b>1,781.33</b>	<b>2,311.67</b>	<b>29.77%</b>
<b>Same Store Growth</b>			
Value Retailing - PRIL	1,036.93	1,181.02	13.90%
Life Style Retailing	425.12	481.05	13.15%
Home Retailing	151.69	179.96	18.64%

Sales are in rupees crores.

## PANTALOONS SPRING SUMMER COLLECTION 2010

The new Spring Summer Collection is an eclectic ensemble of co-ordinated wear, mix & match styling, chic formal wear or cool casuals. The season is represented by the latest **Mix N Match** collection for women in every color and style. Colors are in for men and the summer palette inspired collection of tees justifies the fresh fashion proposition. **Checks** are another prominent style statement by women this season while Men's casual's takes a whole new look of versatility represented by khakis, shorts and three quarters worn below shirts, tees or kurtas. **Denim** is the flavor of May in women and men's wear and can be worn with any outfit and any occasion.



## FASHION@BIG BAZAAR SUMMER COLLECTION

The new collection is available within the stores. For women, there is a range of yarn dyed tunics, stretch denim capris, Indian ethnic wear in bright block prints, the Tasse collection with tassel work and the Ombre collection. In the men range, casual t-shirts and multi count denims in various styles, washes and fits are available along with attractively priced casual shirts.

## BIG BAZAAR FAMILY CENTERS

Big Bazaar Family Centers are large format stores that can act as flagship, destination stores for the chain in key metropolises. They are designed with the aim of playing a larger role in people's lives rather than just transactional shopping. Each of the stores are uniquely conceived and designed in a manner that celebrates the main local communities in each of the cities and offer a wide range of

unique food and other merchandise which are unique to each of the communities that the store caters to.



In addition, they also host leading local brands that are icons of the city. As a family center, it provides an interactive shopping experience for every member of the family such that it is the **Destination Store** where people not only shop, but spend their entire day.

Family Centers are customized after extensive studies of local community tastes and habits. For example, the Big Bazaar Family Center at **Malleswaram**, one of the oldest localities in Bangalore, houses local favourites like Gulkand, Gayatri Coffee, Banana Mandi within the stores. The most recently opened store at **Sealdah**, Kolkata, houses the local favourites like Aminia Biryani, Bawarchi, K.C. Das Sweets, Metro dairy milk products, Chamaria Mukhwas, and Mongini's along with over 20 varieties of tea, 62 varieties of edible oil including 20 varieties of mustard oil, 257 varieties of pickles, 90 different brands of namkeens, and over 60 varieties of rice including the local favourites like Gobindo Bhog and Tulsi Bhog.



## T24 LAUNCHED IN SOUTH INDIA

Future Group has entered into an agreement with Tata Teleservices, to offer GSM mobile telephony services under a new brand name, **T24**. The alliance brings, for the first time, a unique marketing concept of 'Retailer-Telco Partnership' to India. It offers innovative and first-of-its-kind value propositions to telecom customers in India **'Talk More, Shop More'** and **'Shop More, Talk More'**. T24 services rollout is expected to begin shortly, aiming to achieve a pan-India presence in Year 2010 itself.

## GREAT INDIAN SHOPPING FESTIVAL IS BACK

Future Group launched its **'Great Indian Shopping Festival'**, which is a huge combination of offers on over 1000 brands, gifts and prizes, across all cities and formats. This month long shopping festival is scheduled to be held during 17th April and 16th May 2010 and is expected to attract over 30 million customers. The festival aims to introduce them to all Future Group brands and formats in different categories. Besides fabulous offers, there are bumper prizes like cars, bikes, international holiday destinations and gift hampers along with loads of fun and entertainment to make shopping an exciting experience for the entire family.



## FUTURE GROUP CONFERRED AWARDS AT FFI 2010

Food Forum India (FFI) 2010 recognized the Indian Food Industry's achievers in a glittering ceremony at the **Coca-Cola Golden Spoon awards** in Mumbai. Big Bazaar won the **'Most Admired F&G Retailer of the Year: Large Formats'**, given in recognition for the company's tremendous growth in a challenging environment. Pantaloons Retail claimed the **'Most Admired F&G Retailer of the Year: Private Label'** on the back of a sound and potentially large private label programme in the foods and packaged foods categories.



Is se *sasta* aur *accha* kahin nahi!

## New Stores Opened between 1<sup>st</sup> Jan, 2010 - 31<sup>st</sup> Mar, 2010

Store Count	Square Feet	Date of Opening	Location
121st Big Bazaar	80,000 sq.ft.	29th January 2010	Malleswaram, Bangalore
122nd Big Bazaar	57,200 sq.ft.	22nd February 2010	Sealdah, Kolkata
123rd Big Bazaar	66,300 sq.ft.	3rd March 2010	PVH City Park, Calicut, Kerala
124th Big Bazaar	21,000 sq.ft.	27th March 2010	Birati, Kolkata
125th Big Bazaar	51,500 sq.ft.	27th March 2010	Salt Lake City, Kolkata

## FOOD BAZAAR

WHOLESALE PRICES

Store Count	Square Feet	Date of Opening	Location
171st Food Bazaar	6,900 sq.ft.	22nd January 2010	247 Park, Home Town, Vikhroli, Mumbai
172nd Food Bazaar	16,150 sq.ft.	29th January 2010	Malleswaram, Bangalore
173rd Food Bazaar	11,400 sq.ft.	22nd February 2010	Sealdah, Kolkata
174th Food Bazaar	14,600 sq.ft.	3rd March 2010	PVH City Park, Calicut, Kerala
175th Food Bazaar	6,100 sq.ft.	27th March 2010	Birati, Kolkata
176th Food Bazaar	11,150 sq.ft.	27th March 2010	Salt Lake City, Kolkata

\*Please check locations for standalone and cut-in stores.



Store Count	Square Feet	Date of Opening	Location
1st Food Right	55,000 sq.ft.	20th March 2010	Nirmal Lifestyle Mall, Mulund, Mumbai



BACHAT HI BACHAT

Store Count	Square Feet	Date of Opening	Location
100th KB's FairPrice	508 sq.ft.	23rd January 2010	Vikhroli (East), Mumbai
101st KB's FairPrice	600 sq.ft.	30th January 2010	Chandra Layout, Bangalore
102nd KB's FairPrice	670 sq.ft.	31st January 2010	Hebbal, Bangalore
103rd KB's FairPrice	1,160 sq.ft.	28th February 2010	Malad (E), Mumbai
104th KB's FairPrice	750 sq.ft.	16th March 2010	Lado Sarai, Delhi
105th KB's FairPrice	925 sq.ft.	20th March 2010	Mayur Vihar Phase, Delhi
106th KB's FairPrice	550 sq.ft.	25th March 2010	Kandivili, Mumbai
107th KB's FairPrice	1,050 sq.ft.	25th March 2010	Pitampura, Delhi



FRESH FASHION

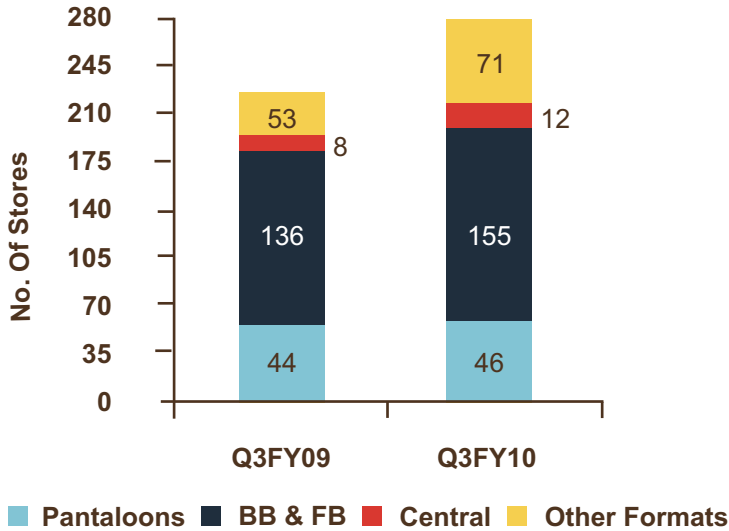
Store Count	Square Feet	Date of Opening	Location
46th Pantaloons	43,000 sq.ft.	15th March 2010	Mantri Mall, Malleswaram, Bangalore



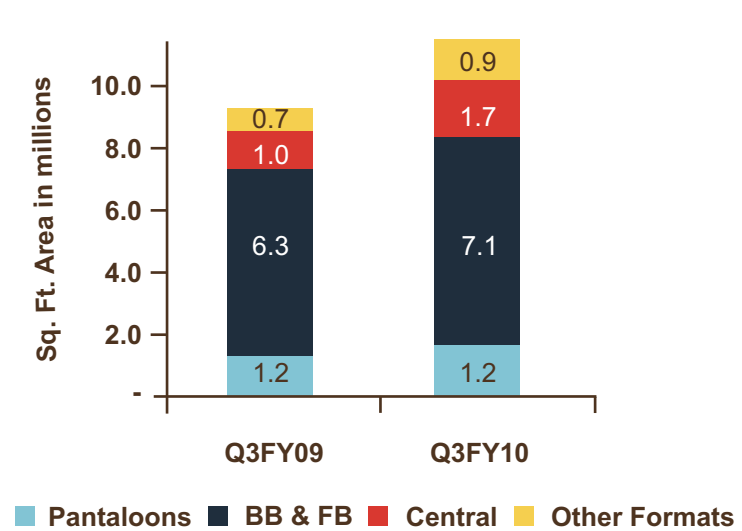
BEST BRANDS • SMART PRICES

Store Count	Square Feet	Date of Opening	Location
12th Brand Factory	34,000 sq.ft.	16th March 2010	Malleswaram, Bangalore
13th Brand Factory	30,000 sq.ft.	12th February 2010	Gopalan Arcade Mall, Bangalore
14th Brand Factory	12,000 sq.ft.	12th March 2010	M Square, Aurangabad

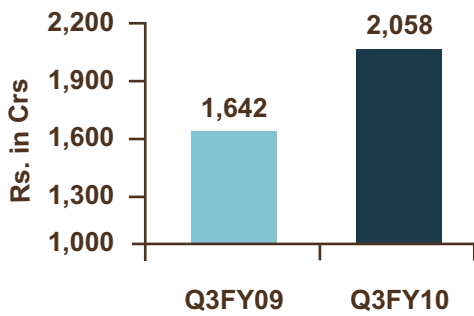
## RETAIL STORE COUNT Q3FY09 VS Q3FY10



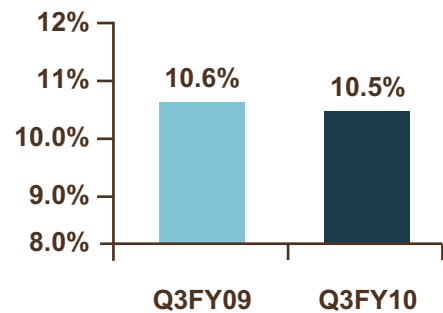
## RETAIL SPACE Q3FY09 VS Q3FY10



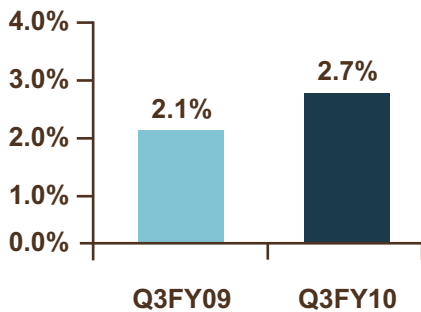
## TOTAL NET SALES & OTHER OPERATING INCOME



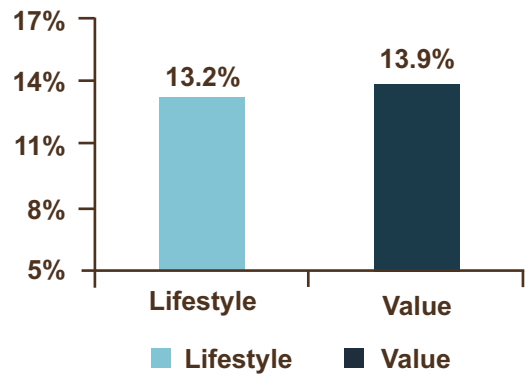
## EBITDA MARGINS



## PAT MARGINS



## SAME STORE SALES GROWTH MIX Q3FY10 OVER Q3FY09



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