

# Investor Update

PANTALOON  
RETAIL (INDIA) LIMITED



## INVESTOR UPDATE - April 2005

### Record Sales!!

The beginning of May ushered in a new chapter in the company's history. Spurred by the success of 'Price Challenge' in the value segment and sales from new stores, PRIL recorded retail sales in excess of Rs. 7 crores on the 1st of May. With this, the company has achieved the highest ever-single day sale during a non-festive period since its inception. In addition, total retail sale of Rs. 108.11 crores in April is the highest ever monthly sale.

### Third Quarter results

PRIL declared the results for the third quarter ended 31st March 2005. The highlights were:

- Net sales for the quarter stood at Rs. 274.95 crores as compared to net sales of Rs. 153.55 crores for the quarter ended March 2004
- PBDIT for the quarter was Rs. 24.62 crores, an increase of 88 per cent over the March 2004 quarter
- Net profit improved from Rs. 3.94 crores in March 2004 to Rs.10.67 crores in March 2005
- Net profit margins improved from 2.57 per cent in March 2004 to 3.88 per cent in March 2005

### April Sales

Sales for the month of April from value retailing stood at Rs. 71.78 crores while lifestyle retailing contributed sales of Rs. 36.33 crores. Value retail displayed a same store growth of 40.01 per cent and lifestyle retailing of 13.02 per cent.

	Apr-05	Apr-04	YoY%	July- Apr-05	July- Apr-04	% change
Particulars	Sales	Sales		Sales	Sales	
Value Retailing	71.78	37.49	91.46	508.48	267.69	89.95
Life Style Retailing	36.33	16.59	118.99	337.43	176.60	91.07
<b>TOTAL</b>	<b>108.11</b>	<b>54.08</b>	<b>99.91</b>	<b>845.91</b>	<b>444.29</b>	<b>90.40</b>
Same Store Growth						
Value Retailing	52.49	37.49	40.01	352.25	264.14	33.36
Life Style Retailing	18.75	16.59	13.02	210.93	176.60	19.44

Sales are in rupees crore

Note:

1. The above sales figures for the month of April 2005 and April 2004 include SIS sale of Rs. 9.48 cr and Rs. 4.79 cr respectively.

## CENTRAL

SHOP, EAT, CELEBRATE IN THE HEART OF OUR CITY.

-fashioned by-

## Pantaloons

The company has just introduced 'Springboard', a new international designer wear section in Pantaloons, which will showcase fashion brands from Europe capturing the latest and most contemporary fashion trends in the world. In this section, Pantaloons will stock multiple brands for both men and women targeting people in the age group 18 to 35. Consumers will be able to choose from a complete ensemble constituting of accessories, shoes, suits, jackets etc in formal, casual, party wear and club wear categories. 'Springboard' has already been launched in Pantaloons at Phoenix Mills and is expected to be introduced in other select Pantaloons stores and all Centrals, With 'Springboard', the company plans to bring in changes in the world of fashion at regular intervals. This is also expected to help the company in making Pantaloons a fashion destination.

- 13th Pantaloons of 20,000 sq. ft. is scheduled to come up at Sigma Mall, Bangalore in June 2005
- 14th Pantaloons of 20,000 sq. ft. is scheduled to come up at City Mall, Ahmedabad in June 2005

## BIG BAZAAR

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

The Price Challenge campaign was launched in all Big Bazaars in April. An integral part of Big Bazaar, the campaign re-enforces the twin principles of 'quality' and 'cheapest prices', the foundation upon which Big Bazaar has been build and extends to all product categories. The message is being backed up by an aggressive television and print campaign and is expected to continue through May and June. The company is about to launch a private denim wear brand catering exclusively to women. Christened 'Haute n Spicy', the brand will target young college going and trendy working women and prices are expected to range from Rs. 299 to Rs. 499. 'Haute n Spicy', is expected to be available in all Big Bazaars by the middle of May.

Upcoming Stores-

- 15th Big Bazaar of 40,000 sq. ft. is scheduled to come up at Lake City, Thane in May 2005
- 16th Big Bazaar of 55,000 sq. ft. is scheduled to come up at Kandivili, Mumbai in May 2005
- 17th Big Bazaar of 49,000 sq. ft. is scheduled to come up at Banshankari, Bangalore in May 2005
- 18th Big Bazaar of 45,000 sq. ft. is scheduled to come up at Vishakapatnam in June 2005
- 19th Big Bazaar of 20,000 sq. ft. is scheduled to come up at Sangli, Maharashtra in June 2005



## FOOD BAZAAR

WHOLESALE PRICES

The company is all set to enter a totally new food category - the fast growing instant noodles. Marketed under the existing food products private brand 'Tasty Treat', these noodles will come with seasoning and crunchy vegetables and will be without Mono Sodium Glutamate (MSG), making them healthier than the alternatives in the market. Instant noodles will be priced at Rs. 10 (at a discount of 10 per cent compared to the existing market players) and will be available in all Food Bazaars by the middle of May.

Upcoming Stores-

- 26th Food Bazaar of 10,000 sq. ft. is scheduled to come up at Lake City, Thane in May 2005
- 27th Food Bazaar of 10,000 sq. ft. is scheduled to come up at Kandivili, Mumbai in May 2005
- 28th Food Bazaar of 9,000 sq. ft. is scheduled to come up at Sigma Mall, Bangalore in May 2005
- 29th Food Bazaar of 16,000 sq. ft. is scheduled to come up Shipra, Ghaziabad in May 2005
- 30th Food Bazaar of 25,000 sq. ft. is scheduled to come up at Banshankari, Bangalore in May 2005
- 31st Food Bazaar of 10,000 sq. ft. is scheduled to come up at Vishakapatnam in June 2005
- 32nd Food Bazaar of 4,000 sq. ft. is scheduled to come up at Sangli, Maharashtra in June 2005

## LIFESTYLE RETAILING

## VALUE RETAILING