

# INVESTOR UPDATE

Aug 2008

## BIG BAZAAR'S '5 DIN MAHABACHAT' 13th – 17th AUGUST 2008



This year's Big Bazaar '5 DIN MAHABACHAT' was celebrated with great fanfare and gaiety for the 5 days, i.e. 13th - 17th August. While aiming to stop the wheel of inflation, all the 96 Big Bazaar and over 140 Food Bazaar stores across India participated in the festivities which witnessed all previous year records in terms of sales, footfalls and other operational parameters being broken.

While Big Bazaar including Food Bazaar clocked in sales of close to Rs. 200 crores for the five days, nearly 6 million footfalls were generated across the stores, a truly unprecedented phenomenon. The top 6 cities in terms of revenues were Mumbai, Bangalore, Delhi, Kolkata, Hyderabad and Pune accounting for nearly 60 per cent of the total sales. In excess of 30 stores participated for the first time in the MAHABACHAT and managed to meet their set targets.

Most categories of fashion, GM, Home, food, communication were star performers, but a few SKU's that stood out included 1.70 lac units of men's jeans and chinos, 27,500 5.1 channel DVD players, 80,000 pcs of footwear, 200 treadmills, 120 split A/C's, over 2,000 washing machines and 45,000 pcs of staples to name a few. The success of these 5 days once again reiterates the strong connect the Big Bazaar has established with the Indian consumer over the years and its promise of best deals at lowest prices.

During the 5 days of 13th - 17th August, Future Group through its various delivery formats recorded revenues of around Rs. 350 crores! This included the Big Bazaar 'Mahabachat' promotions, the ongoing Pantaloons EOSS, Home Town's 'Mano Ya Na Mano' offers, eZone's 'Blindfold' sale and other similar exciting offers by the groups various formats. In fact, on a single day, i.e. 17th August, Future Group posted sales of around Rs. 105 crores across formats, a first time ever in the country's retail history.

## AUGUST SALES

Sales in August '08 from Value Retailing stood at Rs. 456.42 crores, while sales from Lifestyle Retailing was Rs.182.43 crores. Home Retailing sales stood at Rs.148.04 crores. Same store growth under Value Retailing was 14.13 per cent, Lifestyle Retailing stood at 8.17 per cent and Home Retailing was 25.82 per cent.

	Aug 08	Aug 07	YOY%	July-Aug-08	July-Aug-07	%
Particulars	Sales	Sales	Change	Sales	Sales	Change
Value Retailing	456.42	305.70	49.30%	773.51	540.35	43.15%
Life Style Retailing	182.43	132.50	37.68%	332.01	240.99	37.77%
Home Retailing	148.04	64.74	128.68%	234.62	110.27	112.76%
<b>Total</b>	<b>786.88</b>	<b>502.94</b>	<b>56.46%</b>	<b>1,340.14</b>	<b>891.62</b>	<b>50.30%</b>
Less: Inter-Company Sales	69.80	33.94	105.64%	100.33	54.02	85.73%
<b>Total</b>	<b>717.08</b>	<b>468.99</b>	<b>52.90%</b>	<b>1,239.80</b>	<b>837.60</b>	<b>48.02%</b>
<b>Same Store Growth</b>						
Value Retailing	343.64	301.10	14.13%	599.77	531.58	12.83%
Life Style Retailing	143.26	132.44	8.17%	265.77	240.84	10.35%
Home Retailing	37.53	29.83	25.82%	64.05	53.71	19.25%

Sales are in rupees crores

Note:  
1.1 The above sales figures for the months of August 2008 and August 2007 include SIS sales of Rs. 7.21 cr. and Rs.8.92 cr. respectively.

## Upcoming Stores

2 Pantaloons Fresh Fashion stores are scheduled to open during the months of September & October 2008.

## BIG BAZAAR

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

## VALUE RETAILING

Five Big Bazaar stores opened in the month of August. One Big Bazaar in Ahmedabad closed down.

Store Count	Square Feet	Date of Opening	Location
91st Store	42,500 sq.ft.	5th August 2008	City Square Mall, Jaipur
92nd Store	47,000 sq.ft.	5th August 2008	Riverside Mall, Lucknow
93rd Store	40,000 sq.ft.	6th August 2008	Station Road, Bharuch
94th Store	53,000 sq.ft.	6th August 2008	Pondy Bazaar, T Nagar, Chennai
95th Store	40,000 sq.ft.	11th August 2008	Kharagpur

## Upcoming Stores

11 Big Bazaar stores, including cut-in Food Bazaar's, are expected to open during the month of September & October 2008.

## FOOD BAZAAR

Five Food Bazaar stores opened in the month of August. Four Food Bazaar stores, two each in Ahmedabad and Hyderabad closed down in August.

Store Count	Square Feet	Date of Opening	Location
133rd Store	9,700 sq.ft.	5th August 2008	City Square Mall, Jaipur
134th Store	11,500 sq.ft.	5th August 2008	Riverside Mall, Lucknow
135th Store	9,700 sq.ft.	6th August 2008	Station Road, Bharuch
136th Store	11,000 sq.ft.	6th August 2008	Pondy Bazaar, T Nagar, Chennai
137th Store	9,400 sq.ft.	11th August 2008	Kharagpur

## Upcoming Stores

The months of September & October 2008 will witness the opening of about 11 Food Bazaar stores, including cut-ins.