

rewrite rules  retain values

# Pantaloons

## Retail (India) Limited

a future group<sup>®</sup> venture

FEB '08

## INVESTOR UPDATE

### PANTALOON RETAIL (I) LIMITED WINS AWARDS AT POP ASIA-VM & RD RETAIL DESIGN AWARDS 2008

The POP Asia-VM & RD Retail Design Awards, 2008 in its second year of recognizing and rewarding outstanding design contributions in the Indian retail sector, was held in Mumbai on February 1, 2008.



Pantaloons Retail (I) Ltd. was conferred the following awards:

- Excellence in Visual Merchandising- Shopping Malls & Arcades category for Central Mall, Pune.
- Merit Award- Window Presentation category for Pantaloons Fresh Fashion stores, Haldi-Gulal theme during Holi.
- Merit Award- Service Retail category for Foto Depot.

pantaloons  
FRESH FASHION

### [[ LIFESTYLE RETAILING ]]

Post the End of Season Sale in February, the new spring summer range was showcased to all the Pantaloons Fresh Fashion store managers through an innovative initiative in Mumbai. Models sashayed down the ramp in an exclusive fashion show which presented the colours for the new season, namely pink, blue and green. The intention was to enable the store managers to have a preview of the new range prior to its advertising & marketing communication and launch in the stores.



#### Upcoming Stores

4 Pantaloons Fresh Fashion stores are scheduled to open during the months of March & April 2008.

**BIG BAZAAR**  
sasta aur achha kahin nahi!

### [[ VALUE RETAILING ]]

One Big Bazaar store opened in the month of February at Dhanbad.

Store Count	Square Feet	Date of Opening	Location
81st Store	60,000 sq.ft.	22nd February 2008	The Galleria, Dhanbad

#### Upcoming Stores

11 Big Bazaar stores, including cut-in Food Bazaar's, are expected to open during the months of March & April 2008.

**FOOD BAZAAR**  
WHOLESALE FRESH

Four Food Bazaar stores opened in the month of February.

Store Count	Square Feet	Date of Opening	Location
118th Store	4,500 sq.ft.	1st February 2008	Atria Mall, Hyderabad (Cut-in Brand Factory)
119th Store	7,600 sq.ft.	5th February 2008	Fountain Square Mall, Khargar
120th Store	6,000 sq.ft.	22nd February 2008	The Galleria, Dhanbad
121st Store	4,500 sq.ft.	22nd February 2008	Pune (Cut-in Brand Factory)

#### Upcoming Stores

The months of March & April 2008 will witness the opening of about 11 Food Bazaar stores, including cut-ins in Big Bazaar's.

## Home Solutions Retail (India) Limited

Store Count	Square Feet	Date of Opening	Location
20th E-Zone	8,000 sq.ft.	3rd February 2008	Cosmos Mall, Siliguri
8th Furniture Bazaar	5,500 sq.ft.	5th February 2008	Fountain Square, Khargar
9th Furniture Bazaar	10,500 sq.ft.	7th February 2008	Cosmos Mall, Siliguri
1st Home Bazaar	35,000 sq.ft.	14th February 2008	M Square Mall, Aurangabad

#### Upcoming Stores

The months of March & April 2008 will witness the opening of nearly 4 E-Zone's, 1 Collection I, 2 Furniture Bazaar outlets, 1 Home Town and 2 Home Bazaar stores.



Since petrol stations attract consumers with wallet powers and spend only a few minutes at the station, the media engagement proposition will be very rich. The alliance augurs well for both the consumer centric companies. While the brand appeal and look of the 'In & Out' stores will be enhanced tremendously with the installation of screens, Future Media will manage both content

and advertising for the network for the alliance period and will use BPCL's Integrated Data Centre as its TV network operating centre.



### GLOBAL INDIAN TV HONOURS HOSTED BY FUTURE GROUP IN ASSOCIATION WITH BALAJI TELEFILMS

Leveraging its association and brand appeal with the prestigious Filmfare Awards and Femina Miss India Contest, Future Group joined hands with one of India's most famous television and film producers, Balaji Telefilms, to host the Indian Tele Awards, 'Future Group Global Indian TV Honours'. The glittering ceremony was held in Mumbai and witnessed an entire galaxy of stars from Bollywood and the Indian television industry walking down the red carpet.

### FEBRUARY SALES

Sales in February '08 from Value Retailing stood at Rs.230.24 crores, while sales from Lifestyle Retailing was Rs.141.77 crores. Home Retailing sales stood at Rs.69.66 crores. Same store growth under Value Retailing was 12.51 per cent, Lifestyle Retailing stood at 5.12 per cent and Home Retailing was 34.38 per cent.

Particulars	Feb-08	Feb-07	YoY%	July-Feb-08	July-Feb-07	%
	Sales	Sales	Change	Sales	Sales	Change
Value Retailing	230.24	152.07	51.41%	2,334.55	1,395.43	67.30%
Life Style Retailing	141.77	104.23	36.02%	966.62	637.21	51.70%
Home Retailing	69.66	30.05	131.81%	646.42	203.86	217.09%
<b>Total</b>	<b>441.68</b>	<b>286.35</b>	<b>54.25%</b>	<b>3,947.58</b>	<b>2,236.50</b>	<b>76.51%</b>
Less:Inter-Company Sales	33.75	15.29	120.73%	350.55	127.10	175.81%
<b>Total</b>	<b>407.93</b>	<b>271.06</b>	<b>50.49%</b>	<b>3,597.03</b>	<b>2,109.40</b>	<b>70.52%</b>
<b>Same Store Growth</b>						
Value Retailing	169.38	150.55	12.51%	1,486.21	1,380.66	7.64%
Life Style Retailing	109.48	104.14	5.12%	702.24	637.00	10.24%
Home Retailing	12.38	9.21	34.38%	55.79	40.62	37.34%

Sales are in rupees crores

Note:

1.1 The above sales figures for the month of February 2008 and February 2007 includes SIS sale of Rs.6.50 cr. and Rs..6.88 cr. respectively.

Sales Growth in Top Cities	YOY %
Hyderabad	49.53%
Bangalore	41.44%
Mumbai	30.07%
Pune	106.63%
Kolkata	62.07%
Ahmedabad	43.72%
Delhi	64.59%