

INVESTOR UPDATE

Jan 2009

FOOD BAZAAR GAINS PRINCIPAL SHARE IN FMCG CATEGORY

Quarterly Trends Data for FMCG category released by The Nielsen Company points out that sale of FMCG products through Modern Trade (MT) has almost doubled during the quarters between January-March 2007 and July-September 2008 and contributes 5% of the total trade in FMCG products.

The Nielsen data also shows that Food Bazaar has gained a principal share of sales through MT in FMCG products in value offtake, both in terms of sales in key metros as well as in key categories.

Food Bazaar share in MT in the top 8 cities is driven by Ahmedabad, Pune, Kolkata and Delhi NCR on account of lesser MT penetration of other players. In Pune and Ahmedabad, Food Bazaar accounts for almost half the entire sales in FMCG products made through modern retail chains. In terms of an all India spread, Food Bazaar in the FMCG space maintains its share of MT at about 28%.

In terms of key categories, Food Bazaar maintains a consistent share of the FMCG market across all key categories and captures between 20% to 33% of total sales through modern retail chains. The Nielsen data also points out that Food Bazaar is gaining from the top categories better than the rest of the MT. This trend is led through categories like Refined Edible Oils, Biscuits, Packaged Tea, Beverages, Packaged Atta and Vermicelli/ Noodles in food category and Washing Powders, Toilet Soaps, Skin Creams, Shampoo, Fragrance and Tooth Pastes in the non-Food category.

The numbers exclude categories that cannot be mapped for reasons such as Imported items, Private Labels And MT Exclusive categories.

FMCG	GT Offtake	Change %	MT Offtake	Change %
Jul - Sept 08	151682	12.3	8814	46.6
Oct - Dec 07	135016	13.8	6012	32.5
Jan - Mar 07	118649		4538	



MARKET WISE

December 2008		
Market	MT:TT	FB:MT
Ahmedabad	7%	49%
Bangalore	19%	21%
Hyderabad	28%	13%
Kolkata	6%	48%
Mumbai	19%	35%
Pune	19%	50%
Delhi NCR	5%	38%
Chennai	13%	4%
Rest of India	3%	26%
All India	5%	28%

CATEGORY WISE

December 2008		
Categories	MT:TT	FB:MT
Refined Edible Oils	9%	26%
Washing Powders / Liquids	7%	33%
Biscuits	3%	27%
Skin Creams	6%	29%
Toilet Soaps	4%	28%
Beverages	8%	22%
Packaged Tea	5%	29%
Shampoo	7%	32%
Chocolate	5%	14%
Packaged Atta	8%	21%
Others	5%	29%
All India	5%	28%

MT: Modern Trade **GT:** General Trade **TT** :Total Trade (General Trade + Modern Trade) **FB:** Big Bazaar :: **MT Definition as per Nielsen** :: **FMCG** = branded packaged categories monitored by Nielsen **Beverages:** White and Brown Powders :: Offtake in Million Rs. :: **Change (%)**: Jul-Sept 08 over Oct-Dec 07 :: Oct-Dec 07 over Jan-Mar 08 :: Shares are based on Value Offtake **MT:TT:** Contribution of Modern Trade to Total Trade **FB:MT:** Contribution of Food Bazaar to Modern Trade

JANUARY SALES

Sales in January '09 from Value Retailing stood at Rs. 452.87 crores, while sales from Lifestyle Retailing was Rs.166.78 crores. Home Retailing sales stood at Rs.132.37 crores. Same store growth under Value Retailing was 4.02 per cent, Lifestyle Retailing stood at 12.05 per cent and Home Retailing was (4.32 per cent).

Particulars	Jan 09	Jan 08	YOY%	July-Jan-09	July-Jan-08	%
	Sales	Sales	Change	Sales	Sales	Change
Value Retailing	452.87	374.04	21.08%	2,779.40	2,104.30	32.08%
Life Style Retailing	166.78	136.65	22.05%	1,059.03	824.85	28.39%
Home Retailing	132.37	99.87	32.54%	730.38	492.54	48.29%
Total	752.02	610.56	23.17%	4,568.81	3,421.69	33.52%
Less: Inter-Company Sales	61.81	51.58	19.84%	296.43	232.58	27.45%
Total	690.21	558.98	23.48%	4,272.39	3,189.11	33.97%
Same Store Growth						
Value Retailing	380.01	365.34	4.02%	2,220.00	2,061.94	7.67%
Life Style Retailing	151.11	134.86	12.05%	867.77	820.45	5.77%
Home Retailing	44.51	46.52	-4.32%	253.15	249.75	1.36%

Sales are in rupees crores

Note: 1.1 The above sales figures for the months of January 2009 and January 2008 include SIS sales of Rs.5.36 cr. and Rs.5.31 cr. Respectively.

Store Count	Square Feet	Date of Opening	Location
105th Store	21,000 sq.ft.	18th January 2009	Tinsukhia, Assam
106th Store	77,000 sq.ft.	21st January 2009	Crossway Mall, Surat
107th Store	48,500 sq.ft.	21st January 2009	Paras Downtown Mall, Zirakhpur
108th Store	42,500 sq.ft.	22nd January 2009	Mega Mall, Oshiwara, Mumbai

Upcoming Stores

5 Big Bazaar stores, including cut-in Food Bazaar's, are expected to open during the months of February & March 2009.



Store Count	Square Feet	Date of Opening	Location
145th Store	7,800 sq.ft.	18th January 2009	Tinsukhia, Assam
146th Store	10,500 sq.ft.	21st January 2009	Crossway Mall, Surat
147th Store	9,150 sq.ft.	21st January 2009	Paras Downtown Mall, Zirakhpur
148th Store	17,300 sq.ft.	22nd January 2009	Mega Mall, Oshiwara, Mumbai

Upcoming Stores

The months of February & March 2009 will witness the opening of about 5 Food Bazaar stores, including cut-ins.



The month of January 2009 witnessed the opening of 5 KB's Fair Price stores in 3 cities totaling to nearly 4,400 square feet. The total number of stores stands at 155.



'Central Happiness Sale' was back in the month of January across all Central formats. Great offers on all national and international brands are assured to provide lots of value to all shoppers. Six Central and three Brand Factory stores are scheduled to open by June 2009.


Upcoming Stores

One Pantaloons Fresh Fashion store is scheduled to open in the month of March 2009.



Home Town and eZone too offered great deals to customers through their 'Mano Ya Na Mano' and 'Blindfold Sale' promotions respectively during the same three day period. While Home Town provided the most comprehensive range of home making and improvement products at rock bottom prices, eZone offered the most believable discounts and deals on electronic gadgets and consumer durables. The estimated footfalls for both the promotions were in excess of 3 lakhs.

Store Count	Square Feet	Date of Opening	Location
36th eZone	14,500 sq.ft.	23rd January 2009	Mylapore, Chennai
37th eZone	10,000 sq.ft.	23rd January 2009	New Delhi

Upcoming Stores

The months of February & March 2009 will witness the opening of about 5 eZones, 1 Furniture Bazaar Factory Outlet and 2 Home Town stores.