

rewrite rules  retain values

Pantaloons

Retail (India) Limited

a future group[®] venture

JUL '07

INVESTOR UPDATE

[[LIFESTYLE RETAILING]]



Upcoming Stores

Store Count ██████████ Square Feet ██████████ Month of Opening ██████████ Location ██████████

5th Central ██████████ 1,00,000 ██████████ September 2007 ██████████ Pune



With the intention of providing more focus to the fashion segment and merchandise mix, the fashion team at Pantaloons was given a face-lift. The formats premier fashion brand, John Miller will undergo a complete revamp and exude a completely new look by September '07. Other private labels such as Rig, Lombard, Bare Leisure will also follow the similar branding activities. The company has also extended its brand licensee arrangement with UMM for another 10 years, thereby continuing to meet the fashion needs of the youth segment.

The total count of Pantaloons Fresh Fashion stores stands at 31 with the total retail space at about 0.75 million square feet.

Upcoming Stores

4 Pantaloons Fresh Fashion stores are scheduled to open during the months of August & September 2007, totaling to nearly 1,45,000 square feet in the NCR area and Kolkata.

[[VALUE RETAILING]]



sasta aur achha kahin nahi!



The cities of Bangalore and Mangalore observed the **3 Day Anniversary Celebration** from 6th to 8th July. Special offers and promotions in each of the 8 Big Bazaar stores symbolized the three day event that received tremendous response from not only the loyal Big Bazaar patrons, but from a new set of consumers as well. Special and innovative promotional activities and strong regional media communication, marked the celebration's success.



With the kids category showing promise, Big Bazaar entered into a store licensee arrangement with **Disney** to open *Disney Corners*, retailing apparels and non-apparels for kids and infants in the age groups of 0-12 years. The product categories that currently find shelf space in over 40 Big Bazaar stores consist of apparels, bed & bath linen and kids accessories.

Lee Cooper has created an exclusive line '*Famous Basic*' for Big Bazaar and will serve the young and aspirational youth at price points ranging from Rs.499 to Rs.799.

FUTURE MEDIA LAUNCHES FUTURE TV

Future Media, the media subsidiary of Pantaloon Retail (I) Limited, launched Future TV, the television network across India's largest retail landscape in the month of July. It is the first retailer-owned channel in India, and aims at converting footfalls into eyeballs by engaging the consumer while in the mode of consumption. Future TV aims to provide a completely unique audio-visual experience within an in-store environment, across Future Group stores to begin with. The uniqueness offered by Future TV is that an advertiser can point cast his brands and communication to a distinct set of audience within zones in the store.

Future TV thereby, aims to reach out to the non-traditional passive television audience, i.e. people with Wallet Power ; who possess purchasing power and consume. The company has already launched nearly 400 LCD screens and intends to roll out close to 1,000 such screens in the next few months, across 8 cities.



JOINT VENTURE BETWEEN PANTALOON RETAIL (I) LIMITED AND AXIOM TELECOM LLC, UAE

July witnessed the signing of an equal joint venture between Pantaloon Retail and Axiom Telecom, the largest distributor, retailer and after sales service provider of mobile phones, accessories, wireless gadgets and memory & storage devices in the Middle East. The current boom in telecom retail and its potential further substantiates the company's commitment to be a serious player in the entire telecom sphere. The new entity will bank on Pantaloon's retail expanse and consumer insights, and Axiom's distribution and after sales service operations expertise, while providing the Indian consumer the best experience in mobility products and services. It will also create a nationwide network of state of the art after sales service centres for mobile handsets in the country.



PANTALOON RETAIL (I) LIMITED AWARDED NDTV PROFIT BUSINESS LEADERSHIP AWARD '07

The NDTV Profit Business Leadership Award '07 in the Retail Category was conferred on Pantaloon Retail in the month of July. The award instituted to award organizational excellence, aims to acknowledge the best, brightest and most dynamic Indian entity in its respective industry vertical. The other nominations in the retail category included Shopper's Stop, RPG Group, Madura Garments, Subhiksha, Trent and Vishal Retail.



Particulars	Jul-07	Jul-06	YoY%
	Sales	Sales	Change
Value Retailing	234.65	139.28	68.47
Life Style Retailing	108.50	65.88	64.68
Home Retailing	45.54	-	-
Total	388.68	205.16	89.45
Less: Inter-Company Sales	20.08	-	-
Total	368.60	205.16	79.66
Same Store Growth			
Value Retailing	141.28	138.13	2.28
Life Style Retailing	78.54	65.88	19.21
Home Retailing	45.54	-	-

JULY SALES

Sales in July '07 from Value Retailing stood at Rs.234.65 crores, while sales from Lifestyle Retailing stood at Rs.108.50 crores.

Sales from Home Retailing stood at Rs. 45.54 crores.

Same store growth under Value Retailing was 2.28 per cent and under Lifestyle Retailing 19.21 per cent.

Sales are in rupees crore

Note:

1.1 The above sales figures for the month of July 2007 and July 2006 includes SIS sale of Rs.6.91 cr. and Rs.5.65 cr. respectively.

Apart from Alwar which opened in early July, and one Fashion Station store in Kolkata being converted to a Big Bazaar, five additional stores debuted in five different cities in the month of July. This takes the total count of Big Bazaar stores to 63, and total area under retail to nearly 2.84 million square feet.

Store Count	Square Feet (incl. FB)	Date of Opening	Location
58th Store	12,000 sq.ft.	1st July 2007	Eastern Bypass, Kolkata
59th Store	32,000 sq.ft.	13th July 2007	City Pulse Mall, Anand
60th Store	50,000 sq.ft.	20th July 2007	City Mall, Raipur
61st Store	35,000 sq.ft.	26th July 2007	Rink Mall, Darjeeling
62nd Store	54,000 sq.ft.	28th July 2007	Akshay Centre, Hubli
63rd Store	35,000 sq.ft.	30th July 2007	PVS Mall, Meerut

Upcoming Stores

9 Big Bazaar stores, including cut-in Food Bazaar's, are expected to open during the months of August & September 2007, amounting to nearly 4,53,000 square feet and addressing 7 cities and towns.

Food Bazaar launched **Caremate Antiseptic Handwash** in the month of July. Manufactured by Avalon Industries, the handwash is formulated with a unique formula that washes away germs and is soft on the hands. Available in attractively colored packs, Caremate handwash comes in 200 ml pouches, 250 ml bottles and 1 litre refill bottles.

The Disney association with Food Bazaar which currently caters to SKU's such as hand tissues, tissue boxes and party pack tissues, will be extended to the foods segment. Products in the Jams and Ketchups categories will be launched in the second half of August '07.

July witnessed five Food Bazaar stores addressing the needs of a completely new set of citizens in five different markets. The total number of stores stands at 92 and the area under retail at about 0.88 million square feet.

Store Count	Square Feet (incl. FB)	Date of Opening	Location
88th Store	12,500 sq.ft.	13th July 2007	City Pulse Mall, Anand
89th Store	12,000 sq.ft.	20th July 2007	City Mall, Raipur
90th Store	6,000 sq.ft.	26th July 2007	Rink Mall, Darjeeng
91st Store	19,000 sq.ft.	28th July 2007	Akshay Cebtre, Hubli
92nd Store	4,500 sq.ft.	30th July 2007	PVS Mall, Meerut

Upcoming Stores

The months of August & September 2007 will witness about 17 Food Bazaar stores, including cut-ins in Big Bazaar's, to be operational. Spread over nearly 1,62,000 square feet, they would be present in 9 major towns and cities.

The 12th independent E-Zone store opened at Indore in July, while the 13th store made its presence felt in the city of Bangalore in early August.

Store Count	Square Feet	Date of Opening	Location
12th E-Zone	6,200 sq.ft.	14th July 2007	A.B. Road, Indore
13th E-Zone	8,000 sq.ft.	1st Aug 2007	Esteem Mall, Bangalore

Upcoming Stores

The months of August & September 2007 will witness an expansion of nearly 4,30,000 square feet in 8 cities, comprising of about 9 E-Zone's, 6 Collection I stores, 6 Furniture Bazaar's and 2 Home Town's.



The total retail area under Home Town stands at about 2,55,000 square feet

Upcoming Stores

Store Count	Square Feet	Month of Opening	Location
3rd Home Town	1,15,000 sq.ft.	August 2007	Hyderabad
4th Home Town	1,10,000 sq.ft.	September 2007	Bangalore



[[OTHER FORMAT]]

The total current area under retail stands at nearly 3,20,000 square feet.

Upcoming Stores

Store Count	Square Feet	Month of Opening	Location
6th Brand Factory	60,000 sq.ft.	July 2007	AEZ Carnival Country, Ghaziabad