

INVESTOR UPDATE

May 2009

CENTRAL LAUNCHED IN INDORE

The city of Indore welcomed its first Central on 1st June, 2009. Spread over nearly 1,66,000 square feet, it houses several of the groups formats including Food Bazaar, Celio, Ethnicity, F-123 and eZone to name a few.



Central plans to expand further into some of the country's other consumption centres - South Mumbai will welcome its own Central spread over 1,00,000 square feet at Tardeo. The company plans to open 9 additional Central malls by December 2009 or nearly 1.3 million square feet in cities such as Ahmedabad, Bangalore, Vizag, Jaipur, Surat, Mumbai, Thane, Raipur and Nashik.

Positioned as a lifestyle destination for a very wide range of branded merchandise, the Central brand has earned immense popularity in the cities it is present in. With its expansion plans, the company's largest retail format by size is expected to strengthen the company's presence in more key cities.

eZONE'S CAMPAIGN - 'SAVE WITH US'

Since its inception, eZone has managed to differentiate itself as an electronics retailer providing an ideal experience to the consumer in addition to access to the best international and national brands.

The '**Save With Us**' campaign stemmed from the fact that consumers seek more than just information on pricing. She is curious and wants to know more about the products features, benefits, after sales service and cost savings associated with it. Through this campaign, eZone promises to partner with the customer to help them save in various ways; money, space, time, energy and service.

To illustrate an example, a customer can consult the service assistant at the store who will understand their needs, living space and utility and suggest the most appropriate product, rather than choosing a standard product and possibly spending thousands of rupees. Further, customers can call a dedicated toll free number and receive tips on how to reduce product maintenance and running costs, and extend the life of a product. Customer service executives will also suggest and offer products that are energy efficient and help cutting down existing electricity bills. This initiative will go a long way in establishing consumer's trust and integrity.



MAY SALES

Sales in May '09 from Value Retailing stood at Rs.398.24 crores, while sales from Lifestyle Retailing was Rs.138.12 crores. Home Retailing sales stood at Rs.82.91 crores. Same store growth under Value Retailing was 8.14 per cent, Lifestyle Retailing stood at 8.35 per cent and Home Retailing was (28.27 per cent).

Particulars	May 09	May 08	YOY%	July-May-09	July-May-08	%
	Sales	Sales	Change	Sales	Sales	Change
Value Retailing	398.24	330.75	20.40%	4,190.70	3,239.66	29.36%
Life Style Retailing	138.12	116.11	18.96%	1,620.36	1,296.63	24.97%
Home Retailing	82.91	93.80	-11.61%	1,106.24	805.35	37.36%
Total	619.27	540.66	14.54%	6,917.29	5,341.64	29.50%
Less: Inter-Company Sales	29.76	34.03	-12.55%	403.36	356.23	13.23%
Total	589.51	506.63	16.36%	6,513.93	4,985.42	30.66%
Same Store Growth						
Value Retailing	339.58	314.01	8.14%	3,389.22	3,159.04	7.29%
Life Style Retailing	123.13	113.64	8.35%	1,357.34	1,283.38	5.76%
Home Retailing	40.00	55.76	-28.27%	396.37	430.15	-7.85%

Sales are in rupees crores.

Note: 1.1 The above sales figures for the months of May 2009 and May 2008 include SIS sales of Rs.5.41 cr. and Rs.3.63 cr. respectively.

BIG BAZAARIs se *sasta* aur *accha* kahin nahi!**VALUE RETAILING**

Store Count	Square Feet	Date of Opening	Location
114th Store	40,500 sq.ft.	15th May 2009	City Centre, Nashik

Upcoming Stores

6 Big Bazaar stores, including cut-in Food Bazaar's, are expected to open during the months of June & July 2009.

FOOD BAZAAR

Store Count	Square Feet	Date of Opening	Location
155th Store	7,500 sq.ft.	15th May 2009	City Centre, Nashik
156th Store	7,500 sq.ft.	1st June 2009	Naman Mall, Indore

Upcoming Stores

The months of June & July 2009 will witness the opening of about 8 Food Bazaar stores, including cut-ins.


CENTRAL
 SHOP, EAT, CELEBRATE!
LIFESTYLE RETAILING

Store Count	Square Feet	Date of Opening	Location
9th Central	1,66,000 sq.ft.	1st June 2009	Naman Mall, Indore

pantaloons

Store Count	Square Feet	Date of Opening	Location
45th Store	18,250 sq.ft.	22nd May 2009	City Centre, Nashik



HOME RETAILING**Upcoming Stores**

The months of June & July 2009 will witness the opening of about 6 eZone outlets and 2 HomeTowns.