

Honorable Chief Minister Vasundhra Raje announces Annapurna Bhandar Yojna, India's first Modern Public Distribution System

- *Public Private Partnership model between Rajasthan government and Future Consumer Enterprise Ltd*
- *Providing multi brand consumer goods at fair and competitive prices in Fair Price Shops*

Jaipur, August 20, 2015: In a first-of-its-kind initiative in India, **Smt Vasundhra Raje, Honorable Chief Minister of Rajasthan**, announced the launch of 'Annapurna Bhandar Yojna', a public private partnership between **Rajasthan State Food and Civil Supplies Corporation** and **Future Consumer Enterprise Ltd (FCEL)**, a Future Group company, to modernize the Public Distribution System in India by providing better quality multi brand consumer goods at fair and competitive prices to the general public through Fair Price Shops.

In the first phase the scheme will be operational through 5000 Fair Price shops throughout the state. At present on a pilot basis, this scheme is being run in 6 shops, 5 in Jaipur city and 1 at Udaipur. For successful implementation of the scheme through PPP model FCEL is privileged to be the private partner.

The agreement was signed today at the Chief Minister's Office in Jaipur, between Rajasthan State Food and Civil Supplies Corporation (A Government of Rajasthan undertaking), selected FPS shops and FCEL in the auspicious presence of **Ms. Vasundhra Raje, the Honorable Chief Minister, Government of Rajasthan** on 20th August 2015. **Chief Secretary Government of Rajasthan Sri CS Rajan, Principal Secretary Food and Civil Supplies, Dr Subodh Agrawal** and other officials were also present during the signing of the agreement. The agreement aims to create India's first truly modern Public-Private , Public Distribution System.

Annapurna Bhandar Yojna aims to expand the capabilities and potential of Fair Price Shops by providing quality consumer goods at affordable prices and sharing modern trade knowledge with the FPS dealers. The PPP agreement enables Rajasthan State Food and Civil Supplies Corporation in implementation of its function of providing non-PDS (Public Distribution System) items at affordable prices to general public through Fair Price Shops.

Speaking on the occasion, **Smt Vasundhra Raje, Honourable Chief Minister, Rajasthan** said, *"By providing daily quality consumer goods at a fair and a competitive price, this PPP agreement with FCEL opens a new era in the history of India's Public*

Distribution System. 'Annapurna Bhandar Yojna' will strengthen government's effort in bringing about a positive change and bettering the daily lives of the people of Rajasthan. Annapurna Bhandar stores will act as a rural mall for the villages of Rajasthan" She also added "I believe this will become India's biggest entrepreneurship drive with 5,000 FPS dealers turning into entrepreneurs with Annapurna Bhandar"

Smt Raje also added that she got the inspiration of this model from a store in Tamatia LAMPS, at Dungepur district during her visit where she saw one store that comprised of a Ration shop, small bank, khaad beej and grocery products.

As a private partner, **Future Consumer Enterprise Ltd** will supply better quality consumer goods at affordable prices, impart the training to the FPS dealers in modern retail management and implement best modern retail practices thereby upgrading these Fair Price Shops into a newer modern-retail format. These Fair Price Shops will now have additional goods such as oil, ghee, pulses, jaggery, varied spices, different types of attas such as maida, besan, rava, pickles and sauces, personal care products such as talcum powder, hair oil, shampoo, creams, razors, toothbrushes and sanitary napkins, home care products such as phenyls, toilet cleaners, detergent bars and powders, mosquito repellent, stationary products such as pens, pencils, notebooks, snack products such as noodles, wafers, biscuits, chocolates, in short, a much wider and deeper array of goods.

Mr. Kishore Biyani, Group CEO, Future Group said, *"We are honoured to be part of this unique PPP model with Rajasthan government. We are committed to take the benefits of modern retail; fair prices and choice of wide range of quality products, to the common people of Rajasthan."*

Dr Subodh Agrawal, Principal Secretary Food and Civil Supplies, Rajasthan, outlined the key highlights of the scheme. He added that "The innovative PPP model will have dual benefit of Public Distribution System and Modern Retail in reaching out to people in urban, semi-rural and rural areas, thus empowering these common people with choices of affordable branded products for their daily consumption."

About Future Consumer Enterprise Ltd

Future Consumer Enterprises Limited is part of Future Group that operates some of India's most popular retail networks including hypermarket chain, Big Bazaar,

department store, Central, gourmet food store, Foodhall and electronics and home stores, Home Town and eZone, among others. Along with its partners, Bharti Enterprises, the group has presence in 244 cities and towns across India and attracts around 320 million customers through the year at its stores.

Future Consumer Enterprises Limited focuses on the food and fast moving consumer goods (FMCG) sector in India. The company, along with its subsidiaries and partners, manufacturers, markets and distributes a number of food and FMCG products through a number of brands.

The company has developed a nation-wide sourcing and processing network for agricultural produce and has manufacturing facilities at the state-of-the-art India Food Park. The company also operates a fast-growing network of convenience store chains that collectively operate around 400 stores. The company is headquartered in Mumbai and is publicly traded in National Stock Exchange (NSE) and The Stock Exchange, Bombay (BSE).