

rewrite rules retain values

# Pantaloon Retail (India) Limited

a future group venture

APR '08

INVESTOR UPDATE

[[ LIFESTYLE RETAILING ]]

**CENTRAL**  
SHOP, EAT, CELEBRATE!

Store Count	Square Feet	Date of Opening	Location
7th Central	1,25,000 sq.ft.	11th April 2008	Sector 25, Gurgaon, Haryana

pantaloons  
FRESH FASHION

The **Pantaloons Femina Miss India 2008** pageant in its third year with Pantaloons as the title sponsor was held on April 6, 2008 at a glittering ceremony in Mumbai. Parvathi Omnakkutan, Simran Kaur Mundi and Tanvi Vyas were crowned Pantaloons Miss India - World, Miss India - Universe and Miss India - Earth respectively.

#### Pantaloons - Colors Of The Season Campaign

This summers Pantaloons has taken the concept of colours as its inspiration for its campaign and will paint this season in colourful hues of pink, green and blue. Each color stands for its own unique identity; pink representing the innocent and cuteness yet naughtiness factor, green standing for a refreshing and bright you while the secretive blue, the all time favourite colour for the soothing and tempestuous feeling.



The entire collection will be available at all Pantaloons Fresh Fashion stores across India.

#### Upcoming Stores

2 Pantaloons Fresh Fashion stores are scheduled to open during the months of June 2008.

**BIG BAZAAR**

Is se *sasta* aur *achha* kahin nahi!

[[ VALUE RETAILING ]]



Keeping the holiday spirit and summer season in mind, Big Bazaar announced the launch of its new brand campaign '**Big Bazaar Kids Summer Fest**'. This campaign aims at establishing Big Bazaar as a one-stop destination for kids by offering a wide range of offerings across categories, especially for them.

The stores will be adorned with a carnival atmosphere with plenty of activities, games, contests and luck draws and prizes planned for kids. The campaign will go on air shortly and will continue into the month of June.

Three Big Bazaar stores opened in the month of April.

Store Count	Square Feet	Date of Opening	Location
85th Store	63,500 sq.ft.	4th April 2008	Metro Junction Mall, Kalyan, Maharashtra
86th Store	75,000 sq.ft.	26th April 2008	Guwahati, Assam
87th Store	58,000 sq.ft.	28th April 2008	Kalpana Heights, Trivandrum, Kerala

#### Upcoming Stores

8 Big Bazaar stores, including cut-in Food Bazaar's, are expected to open during the months of May & June 2008.

**FOOD BAZAAR**

The month of April witnessed Food Bazaar introducing its new private label initiative, *Tasty Treat Cookies* in the market. Launched in Four variants; *Chocochip*, *Oatmeal*, *Butter* and *Cashew Butter*, the product is competitively priced and is available in 400 gm packages across all Food Bazaar stores.



Four Food Bazaar stores opened in the month of April.

Store Count	Square Feet	Date of Opening	Location
126th Store	9,500 sq.ft.	4th April 2008	Metro Junction Mall, Kalyan, Maharashtra
127th Store	5,500 sq.ft.	11th April 2008	Sector 25, Gurgaon, Haryana (in-Central)
128th Store	8,000 sq.ft.	26th April 2008	Guwahati, Assam
129th Store	4,650 sq.ft.	28th April 2008	Kalpana Heights, Trivandrum, Kerala

#### Upcoming Stores

The months of May & June 2008 will witness the opening of about 10 Food Bazaar stores, including cut-ins in Big Bazaar's.

## Home Solutions Retail (India) Limited

Store Count	Square Feet	Date of Opening	Location
21st E-Zone	12,500 sq.ft.	4th April 2008	Premiere Plaza, Chinchwad, Pune
22nd E-Zone	12,000 sq.ft.	4th April 2008	Iscon Mall, Surat
23rd E-Zone	9,500 sq.ft.	19th April 2008	Sigma Mall, Bangalore
24th E-Zone	15,600 sq.ft.	29th April 2008	Oberoi Mall, Goregaon, Mumbai
10th Furniture Bazaar	6,000 sq.ft.	19th April 2008	OSL Tower, Cuttack, Orissa
10th Collection I	10,000 sq.ft.	5th April 2008	Iscon Mall, Surat
6th Home Town	75,000 sq.ft.	26th April 2008	Saharaganj Mall, Lucknow

#### Upcoming Stores

The months of May & June 2008 will witness the opening of 5 E-Zone's, 2 Furniture Bazaar outlets, 3 Home Town and 6 Home Bazaar stores.

#### MS DHONI TO POWER FASHION AT BIG BAZAAR CAMPAIGN

As part of the company's overall strategy to further increase consumption of fashion and apparel products, Big Bazaar is launching a massive advertisement and promotion campaign aimed at increasing the frequency of purchase of fashion and apparel products.



Built on the theme of 'Des Badla, Bes Badlo', it will appeal to the mass audience. With the campaign being endorsed by MS Dhoni, the cricket star's increasing popularity and the ongoing cricket series, the campaign is expected to gain traction with a wide customer base. A multi-pronged merchandising and in-store promotion strategy has been developed to complement this campaign.

The company enjoys favourable margins in the fashion category and this campaign is expected to help Big Bazaar significantly increase the overall share the customer spends on fashion and apparel products, compared to other product categories.

#### CENTRAL ENTERS KEY MARKETS - DELHI & MUMBAI

The company's showcase lifestyle retail format is entering the country's largest consumption centres - Delhi and Mumbai. The Central mall measuring 1,25,000 square feet was launched in Gurgaon on 11th April. In Mumbai, Central will be launched in Goregaon on 9th May, followed by another Central store to be launched in Vashi, Navi Mumbai within the next 60 days.

Positioned as a lifestyle destination for a very wide range of branded merchandise, the Central brand has earned immense popularity in the Southern metros, Bangalore and Hyderabad, as well as in Pune and Baroda. With its launch in Delhi and Mumbai, the company's largest retail format by size is expected to strengthen the company's presence in these key metros.

#### FUTURE GENERALI INSURANCE NOW AT STORES

The company's insurance subsidiaries, Future Generali India Life Insurance Company Limited and Future Generali India Insurance Company Limited has received all necessary regulatory clearances for the launch of life and non-life insurance products, including Over The Counter (OTC) products. Within a short span, the companies have insured more than 120,000 individuals mostly through group insurance policies bought by corporate houses.

Retailing of insurance products and services is being currently undertaken in a phased manner across all retail formats of the company. It provides us an opportunity to acquire customers at a lower cost compared to conventional distribution models. While the objective is to bring in innovation in the distribution within the retail environment, insurance products are being bundled with wide range high-value product categories and promoted through ticket-size offers at the company's leading formats.

#### FUTURE MEDIA BAGS MEDIA RIGHTS TO THREE RETAIL PROPERTIES

Future Media picked up media rights for its Future TV and Future Visual Spaces offerings in three properties in the retail space. These include **My Dollarstore**, **R Mall in Mulund** and **Oberoi Mall in Goregaon**. This tie up has strengthened Future Media's foray into acquiring media properties and offering media solutions in various consumption spaces outside the Future Group umbrella, within a short span of time.

future media

The deals with Sankalp Retail Value Stores, which runs the My Dollarstore store chain across the country and Oberoi Mall, comprise of the installation and management of in-store Future TV LCD screens network. The arrangement with R Mall on the other hand includes running the Future TV network as well as marketing and advertising spaces within the mall premises, under Future Visual Spaces.

#### APRIL SALES

Sales in April'08 from Value Retailing stood at Rs.297.48 crores, while sales from Lifestyle Retailing was Rs.115.00 crores. Home Retailing sales stood at Rs.83.90 crores. Same store growth under Value Retailing was 13.45 per cent, Lifestyle Retailing stood at 8.13 per cent and Home Retailing was 53.40 per cent.

Particulars	Apr-08	Apr-07	YOY%	July-Apr-08	July-Apr-07	%
	Sales	Sales	Change	Sales	Sales	Change
Value Retailing	297.48	196.73	51.21%	2,908.91	1,784.75	62.99%
Life Style Retailing	115.00	80.86	42.22%	1,180.52	773.66	52.59%
Home Retailing	83.90	37.03	126.55%	795.76	269.44	195.34%
<b>Total</b>	<b>496.37</b>	<b>314.63</b>	<b>57.77%</b>	<b>4,885.19</b>	<b>2,827.85</b>	<b>72.75%</b>
Less: Inter-Company Sales	34.35	17.84	92.60%	406.41	157.38	158.24%
<b>Total</b>	<b>462.02</b>	<b>296.79</b>	<b>55.67%</b>	<b>4,478.78</b>	<b>2,670.47</b>	<b>67.71%</b>
<b>Same Store Growth</b>						
Value Retailing	218.97	193.01	13.45%	1,915.18	1,751.42	9.35%
Life Style Retailing	88.88	82.20	8.13%	867.62	787.20	10.22%
Home Retailing	23.59	15.38	53.40%	94.70	68.20	38.86%

Sales are in rupees crores

Note:

1.1 The above sales figures for the months of April 2008 and April 2007 include SIS sales of Rs.7.19 cr. and Rs.4.94 cr. respectively.

#### Third Quarter Results

Pantaloon announced the result for the third quarter ending 31st March 2008.

The highlights were:

- Gross Sales for the March 08 quarter stood at Rs.1474.92 crores, compared to Rs.904.29 crores for March 07 quarter, a 63 per cent increase.
- PBT (excluding extraordinary income) increased from Rs. 29.00 crores in March 07 quarter to Rs. 50.60 crores in March 08 quarter, an increase of nearly 74 per cent.
- Net Profit (excluding extraordinary income) improved by close to 71 per cent from Rs.18.72 crores for the quarter ended March 07 to Rs.32.10 crores for the quarter ended March 08.