

rewrite rules retain values

# Pantaloon

## Retail (India) Limited

a future group venture

### BIG BAZAAR 'MAHA BACHAT' 11TH TO 15TH AUGUST, 2007

In order to further reinforce its value proposition and leadership stance, Big Bazaar celebrated India's 60th year of Independence by rewarding the Indian consumer with 5 days of the best shopping experience. The '**Big Bazaar Maha Bachat**' promotional offer kicked off on the 11th of August across the country's 66 stores, offering deals and savings on merchandise along with great quality like never before. All categories such as fashion, general merchandise, food, electronics, furniture, mobiles, gold jewelry, books, music & stationery participated in the festivities. A detailed media plan supported by TV and radio commercials, press coverage, outdoor and BTL activations further highlighted the event.



The company's online site [www.futurebazaar.com](http://www.futurebazaar.com) too participated during the offer period, involving an entirely new set of consumers. FutureBazaar set up exclusive kiosks outside Big Bazaar stores in cities like Mumbai, Delhi, Chennai, Lucknow and Trivandrum, where customers could select their shopping items, pay for them and get it delivered at home.

### BIG BAZAAR AWARDED AT CNBC AWAAZ CONSUMER AWARDS 2007

Big Bazaar was conferred with the award for the '**Most Preferred Large Food & Grocery Supermarket Store**' by the CNBC Awaaz Consumer Awards 2007. The awards were a result of a comprehensive survey conducted by CNBC Awaaz and AC Nielsen to identify the 'most preferred brands' in various categories of products and services. The survey was conducted in over 34 cities, including metros, mini-metros and Tier 1 towns and among 10,000 respondents, across SEC classes and age groups. This is the second year in succession that Big Bazaar has received this prestigious award.



### August Sales

Sales in August '07 from Value Retailing stood at Rs.305.70 crores, while sales from Lifestyle Retailing stood at Rs.132.50 crores. Sales from Home Retailing stood at Rs. 64.74 crores. Same store growth under Value Retailing was 20.94 per cent and under Lifestyle Retailing 10.78 per cent.

Particulars	Aug-07	Aug-06	YoY%	July-Aug-07	July-Aug-06	YoY%
	Sales	Sales	Change	Sales	Sales	Change
Value Retailing	305.70	159.90	91.19	540.35	299.18	80.61
Life Style Retailing	132.50	91.66	44.55	240.99	157.53	52.98
Home Retailing	64.74	-	-	110.27	-	-
<b>Total</b>	<b>502.94</b>	<b>251.56</b>	<b>99.93</b>	<b>891.62</b>	<b>456.72</b>	<b>95.22</b>
Less:Inter-Company Sales	33.94	-	-	54.02	-	-
<b>Total</b>	<b>468.99</b>	<b>251.56</b>	<b>86.43</b>	<b>837.60</b>	<b>456.72</b>	<b>83.40</b>
<b>Same Store Growth</b>						
Value Retailing	191.46	158.31	20.94	332.75	296.43	12.25
Life Style Retailing	101.54	91.66	10.78	180.08	157.54	14.31
Home Retailing	64.74	-	-	110.27	-	-

Sales are in rupees crore

Note:

1.1 The above sales figures for the month of August 2007 and August 2006 includes SIS sale of Rs.8.92 cr. and Rs.6.22 cr. respectively.

AUG '07



### Upcoming Stores

Store Count Square Feet Month of Opening Location

5th Central 1,00,000 October 2007 Pune



The total count of Pantaloons Fresh Fashion stores stands at 31.

### Upcoming Stores

6 Pantaloons Fresh Fashion stores are scheduled to open during the months of September & October 2007.



The month of August welcomed 3 Big Bazaar stores in Kolkata, Udupi and Pune, spread over nearly 1,42,000 square feet. The number of Big Bazaar stores now stands at 66.

Store Count Square Feet Date of Opening Location  
(incl. Food Bazaar)

64th Store 42,000 sq.ft. 3rd August 2007 Udupi, Karnataka

65th Store 48,000 sq.ft. 4th August 2007 Howrah, Kolkata

66th Store 52,000 sq.ft. 6th August 2007 Pune-Satara Road, Pune

### Upcoming Stores

10 Big Bazaar stores, including cut-in Food Bazaar's, are expected to open during the months of September & October 2007, addressing 9 cities and towns.



Food Bazaar's private label initiatives witnessed further momentum in the month of August. **Disney Delicious** range of Jams and Ketchups were launched during the month. **Jams** were introduced in exciting variants of mix fruit, mango, strawberry, apricot, black currant, grape and apple. These are packed in 200g tubs with the labels designed on popular Disney characters. **Tomato Ketchup** was also launched in an exciting user friendly red squeeze bottle targeted at kids. All these products are fortified with essential vitamins and minerals, providing great nutritional value to children. This is a first such offering which no other national brand of jams or ketchup currently offers.

The company also introduced a very unique concept of **Packaged Coconut Water** under the **Fresh & Pure** brand. Packed in 3 layer aluminium foil pouches under aseptic conditions, the pack is available in 200 ml size and comes with a shelf life of 9 months and is priced similar to fresh coconuts sold in the market. The USP of this product is convenience without compromise in taste as the entire manufacturing process is automatic and the packaging done under sterile conditions. This technology is developed by the Defence Food Research Laboratories, Defence Research & Development Organisation, Mysore and the Coconut Development Board, Cochin, Min of Commerce, Govt of India.

## INVESTOR UPDATE

### [[ LIFESTYLE RETAILING ]]

## [[ VALUE RETAILING ]]

The total number of Food Bazaar stores now stands at 96 with the opening of 4 stores in the month of August.

Store Count	Square Feet (incl. FB)	Date of Opening	Location
93rd Store	6,000 sq.ft.	3rd August 2007	Udupi, Karnataka
94th Store	5,000 sq.ft.	4th August 2007	Howrah, Kolkata
95th Store	11,000 sq.ft.	6th August 2007	Pune-Satara Road, Pune
96th Store	12,000 sq.ft.	31st August 2007	Esteem Mall, Bangalore

### Upcoming Stores

The months of September & October 2007 will witness about 15 Food Bazaar stores, including cut-ins in Big Bazaar's, to be operational and spread across 10 major towns and cities.



Kandivali, Mumbai



Kandivali, Mumbai



Landmark, Nagpur

The 7th independent Collection I store opened in Bangalore in August.

Store Count	Square Feet	Date of Opening	Location
7th Collection I	6,500 sq.ft	25th August 2007	Esteem Mall, Bangalore

### Upcoming Stores

The months of September & October 2007 will witness an expansion in 8 cities, comprising of about 8 E-Zone's, 5 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.	September 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	55,000 sq.ft.	September 2007	AEZ Carnival Country, Ghaziabad