

INVESTOR UPDATE

July 2008

KB'S FAIR PRICE - 100 STORES AND COUNTING!

The group's retail format, KB's Fair Price crossed 100 stores within 10 months of the opening of its first store in New Delhi in August 2007. What began as a concept on the drawing board in its incubation phase, the format has witnessed a rapid store roll out programme within a short duration. Built on the premise of '**Bachat Hi Bachat**' the format is modeled around passing on every possible cost savings to the consumer, whether in terms of buying in bulk, stocking only about 300 SKUs, retailing only essentials of life, low service levels or not providing free shopping bags. This ensures that with low operational costs and limited range, the stores productivity and efficiency parameters remain healthy.



The format has been built on the same ethos that can be found in the immensely successful German low frills discount chain, ALDI. The fact that it has a completely non-intimidating basic look and feel as well as its simplicity is what has enabled the format to be readily accepted by India's lower income group consumers in the 5 cities it is currently present in.

There are plans to open 1,500 stores in the next 2 years and each city would be clustered with a large number of such stores.

BIG BAZAAR GEARS UP FOR MAHA BACHAT



Big Bazaar's '**Maha Bachat**' offer is back and this time for 5 days between 13th to 17th August, 2008. A combined effort from all formats such as Big Bazaar, Food Bazaar, Electronics Bazaar, Furniture Bazaar, M Bazaar, Navaras and Depot will ensure that consumers get the best deals across various categories and at the same time stand to save on their shopping bill. A large scale media blitzkrieg across all media vehicles has also been planned.

JULY SALES

Sales in July '08 from Value Retailing stood at Rs.317.10 crores, while sales from Lifestyle Retailing was Rs.149.58 crores. Home Retailing sales stood at Rs.86.58 crores. Same store growth under Value Retailing was 11.13 per cent, Lifestyle Retailing stood at 13.02 per cent and Home Retailing was 11.04 per cent.

	July 08	July 07	YOY%
Particulars	Sales	Sales	Change
Value Retailing	317.10	234.65	35.14%
Life Style Retailing	149.58	108.50	37.86%
Home Retailing	86.58	45.54	90.12%
Total	553.25	388.68	42.34%
Less: Inter-Company Sales	30.53	20.08	52.07%
Total	522.72	368.60	41.81%
Same Store Growth			
Value Retailing	256.13	230.48	11.13%
Life Style Retailing	122.51	108.40	13.02%
Home Retailing	26.51	23.88	11.04%

Sales are in rupees crores

Note:
1.1 The above sales figures for the months of July 2008 and July 2007 include SIS sales of Rs. 5.57 cr. and Rs.6.91 cr. respectively.

One Pantaloons Fresh Fashion store opened in the month of July.

Store Count	Square Feet	Date of Opening	Location
41st Store	36,000 sq.ft.	10th July 2008	Nagpur

Upcoming Stores

2 Pantaloons Fresh Fashion store is scheduled to open during the months of August & September 2008.



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

The company is set for a major expansion drive for Big Bazaar in the next two months, a period during which Big Bazaar will cross the 100 store mark. During the first two weeks of August itself, Big Bazaar stores opened in the five cities of Bharuch, Chennai, Lucknow, Jaipur and Kharagpur.

One Big Bazaar store opened in the month of July.

Store Count	Square Feet	Date of Opening	Location
91st Store	36,000 sq.ft.	4th July 2008	Din Dayal City Mall, Gwalior

Upcoming Stores

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



Two Food Bazaar stores opened in the month of July.

Store Count	Square Feet	Date of Opening	Location
135th Store	5,500 sq.ft.	4th July 2008	Din Dayal City Mall, Gwalior
136th Store	5,300 sq.ft.	10th July 2008	Nagpur

Upcoming Stores

The months of August & September 2008 will witness the opening of about 8 Food Bazaar stores, including cut-ins.

Home Solutions Retail (India) Limited

Store Count	Square Feet	Date of Opening	Location
27th E-Zone	12,200 sq.ft.	5th July 2008	Indiranagar, Bangalore

Upcoming Stores

The months of August & September 2008 will witness the opening of 6 E-Zone's and 2 Home Bazaar's.



Store Count	Square Feet	Date of Opening	Location
7th Brand Factory	55,000 sq.ft.	23rd July 2008	Wilson Garden, Bangalore