



INVESTOR UPDATE - March 2005

The company is set to launch a new concept store, Fashion Station in the early part of April. A part of the value segment, Fashion Station is a thematic store that aims to take fashion to the mass market. The first store will open on the 9th of April at Nirmal Lifestyle in Mulund, Mumbai. Spread over 25,000 square feet, the store will be driven primarily by the private brands in Big Bazaar. Apart from this, the store will also house fashion accessories, sunglasses, books and periodicals, toys, watches, sports goods and footwear.



The first week of April also witnessed the launch of new stores in both the lifestyle and the value segments.

ICICI Bank and Big Bazaar Credit Cards reached a subscriber base of 1.30 lacs, making this the largest co-branded card in the country, apart from Petro co-branded cards.

March Sales

Sales for the month of March from value retailing stood at Rs. 54.75 crores, while lifestyle retailing contributed sales of Rs. 30.40 crores. Value retail displayed a same store growth of 32.30 per cent and lifestyle retailing of 24.23 per cent.

	Mar-05	Mar-04	YoY%	July- Mar-05	July- Mar-04	% change
Particulars	Sales	Sales		Sales	Sales	
Value Retailing	54.75	28.67	90.97	436.70	230.20	89.70
Life Style Retailing	30.40	15.56	95.37	301.10	160.01	88.18
TOTAL	85.15	44.23	92.52	737.80	390.21	89.08
Same Store Growth						
Value Retailing	37.23	28.14	32.30	299.76	226.65	32.26
Life Style Retailing	19.33	15.56	24.23	192.18	160.01	20.10

Sales are in rupees crore

Note:

1. The above sales figures for the month of March 2005 and March 2004 include SIS and consignment sale of Rs. 7.75 cr and Rs. 3.86 cr respectively.

LIFESTYLE RETAILING

CENTRAL

SHOP, EAT, CELEBRATE | IN THE HEART OF OUR CITY.

The third Central opens its doors to the citizens of Pune on the 8th of April. The store is located in the upmarket Bund Garden area, in one of the most rapidly expanding cities in India. Pune Central occupies over 135,000 square feet of space and offers some of the best national and international brands in apparel and accessories, in addition to an 8,000 square feet Food Bazaar (25th Food Bazaar). Multi cuisine restaurants, food courts and a music store are expected to be an irresistible draw for the large number of youth in Pune.

-fashioned by-

Pantaloons

A new summer collection - *Whites N Lites* is now available in all Pantaloons stores. Blending functionality with fashion, *Whites N Lites* has been created exclusively from cotton and cotton blends in mainly white and pastel shades. The collection is available in all Pantaloons' private brands and the range of apparel includes western, ethnic and fusion wear. *Whites N Lites* caters to men, women and kids.

Whites
N Lites
dress light

Upcoming Stores-

- 13th Pantaloons Store of 20,000 sq. ft. is scheduled to come up at Sigma Mall, Bangalore in May 2005
- 14th Pantaloons Store of 20,000 sq. ft. is scheduled to come up at City Mall, Ahmedabad in May 2005

VALUE RETAILING

BIG BAZAAR

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

The 14th Big Bazaar opened in the city of Durgapur, 160 kilometers from Kolkata on the 5th of April. The store is located in the City Centre and is spread over 25,000 square feet of retail space. Big Bazaar, Durgapur comprises of apparel, accessories and general merchandise. The store also has a 4,000 square feet Food Bazaar (24th Food Bazaar), which has a bakery and a chef zone in addition to all the other regular Food Bazaar sections. With this Big Bazaar, PRIL will further consolidate its presence in the eastern part of India.

Upcoming Stores-

- 15th Big Bazaar of 50,000 sq. ft. is scheduled to come up at Lake City, Thane in April 2005
- 16th Big Bazaar of 55,000 sq. ft. is scheduled to come up at Kandivili, Mumbai in April 2005

FOOD BAZAAR

WHOLESALE PRICES

The private label programme in Food Bazaar will witness an addition in both the food and non-food categories. Premium quality sugar will be released under the existing label *Premium Harvest* in two variants, 500 grams and 1 kilogram.

Within the non-food category, the company is about to launch a pine based green phenyl, under the *Clean Mate* brand name in the household care segment.

Upcoming Stores-

- 26th Food Bazaar of 10,000 sq. ft. is scheduled to come up at Lake City, Thane in April 2005
- 27th Food Bazaar of 10,000 sq. ft. is scheduled to come up at Kandivili, Mumbai in April 2005
- 28th Food Bazaar of 9,000 sq. ft. is scheduled to come up at Sigma Mall, Bangalore in May, 2005