

rewrite rules retain values

Pantaloons

Retail (India) Limited

a 'future group' venture

FUTURE BRANDS LAUNCHES ITS FIRST BRAND 'DREAMLINE'

DREAMLINE The month of May witnessed the launch of the first brand from the Future Brand portfolio- **DREAMLINE**- for the Home Category. Dreamline, which is a brand licensed to Pantaloons Retail (I) Limited, will offer a wide range of products in various categories. Celebrated actress, **Hema Malini** is the brand ambassador for DREAMLINE.

While the Kitchenware and Bed & Bath Linen categories under the brands '**Dream Kitchen**' and '**Dream Bed & Bath**' have already been launched, the Furniture and Home Décor categories will hit the markets shortly. Dreamline seeks to address the huge potential in the Home Category while catering to the needs of the masses, through innovatively designed and high quality products at affordable prices.

FUTURE GROUP SPONSORS 'FUTURE CUP'

Future Group has bagged the exclusive rights for the India-South Africa cricket series to be played in Ireland in June-July 2007. The series is being called the '**FUTURE CUP**' and will feature three matches against South Africa, and one charity match between India and Pakistan in Scotland, commemorating the 60th year of Independence of the two countries.

This is the first time in cricketing history that a corporate has taken up commercial rights for a series, and will leverage the entire sponsorship and advertising opportunities on a cricket event. Future Group has bought the exclusive in-stadia rights for the one day international matches for a total of US \$ 2.2 million, and will showcase all its brands within the stadia in Scotland and Ireland.

May Sales

Sales in May '07 from Value Retailing stood at Rs.228.13 crores, while sales from Lifestyle Retailing stood at Rs.78.68 crores. Sales from Home Retailing stood at Rs. 42.02 crores. Same store growth under Value Retailing was 1.55 per cent and under Lifestyle Retailing 1.52 per cent.

Particulars	May-07	May-06	YoY%	July-May-07	July-May-06	%
	Sales	Sales	Change	Sales	Sales	Change
Value Retailing	228.13	140.69	62.14	2,012.87	1,195.89	68.32
Life Style Retailing	78.68	54.74	43.75	852.34	581.99	46.45
Home Retailing	42.02	-	-	311.47	-	-
Total	348.83	195.43	78.49	3,176.68	1,777.87	78.68
Less:Inter-Company Sales	18.64	-	-	176.02	-	-
Total	330.19	195.43	68.95	3,000.67	1,777.87	68.78
Same Store Growth						
Value Retailing	141.14	138.99	1.55	1,375.12	1,191.90	15.37
Life Style Retailing	55.57	54.74	1.52	699.68	578.57	20.93
Home Retailing	42.02	-	-	311.47	-	-

Sales are in rupees crore

Note:

1.1 The above sales figures for the month of May 2007 and May 2006 includes SIS sale of Rs.5.62 cr. and Rs.6.83 cr. respectively.

MAY '07

pantaloons
FRESH FASHION

The '**Haldi Gula!**' collection, showcasing the vibrant festival of colors (Holi) and introduced by the Pantaloons Femina Miss India 2007 finalists, was well accepted by the customers. While internationally, pastel colors set the mood for a spring and summer collection, the Pantaloons range was hued in yellow, orange and pink colors, adding to the festivities associated with the festival.



The '**Svayam Utsav**' summer collection range, termed as 'Rediscover Yourself', celebrates the individual's state of independence and self involvement. The colors used are typically tones and shades of blue, pink, beige and white.

The total count of Pantaloons Fresh Fashion stores stands at 32, with the total retail space at about 0.73 million square feet.

BIG BAZAAR
sasta aur achha kabin nahi!

Apart from the 52nd store which opened early May in Mumbai, 3 more stores opened during the month in Kerala, Jaipur and Hyderabad. The total number of Big Bazaar stores now stands at 55, while the total retail area under retail amounts to nearly 2.80 million square feet.

Store Count	Square Feet (incl. Food Bazaar)	Date of Opening	Location
53rd Store	43,000 sq.ft.	19th May 2007	Falcon City, Trichur, Kerala
54th Store	34,000 sq.ft.	25th May 2007	MGF Metropolitan Mall, Jaipur
55th Store	1,13,000 sq.ft.	26th May 2007	Ameerpeth, Hyderabad

Upcoming Stores

12 Big Bazaar stores, including cut-in Food Bazaar's, are expected to open during the months of June & July '07, amounting to nearly 5,25,000 square feet and catering to 12 cities and towns.

FOOD BAZAAR
WHOLESALE PRICES

The month of May saw Food Bazaar launching private label's across consumption categories-

Fresh & Pure Honey in ginger and lime variants was launched. Sourced from Kashmir Apiaries, Ludhiana, India's largest backward integrated honey exporter, it has already gained tremendous traction as the second largest selling brand, with over 20% category share.

Tasty Treat Instant Fruit Drink Powder in orange flavor was launched in 750gms glass jar and in 200gms pouches of orange, lemon and mango flavors, and priced lower than the national brand.

Caremate Toothbrushes were introduced in basic, medium and premium offerings, and are made with long lasting Tynex bristles from Dupont.

The **Tasty Treat** brand in the chips and snacks category has performed exceedingly well over the past month, by garnering a category share of nearly 30 per cent, scoring above the other established national brands of the country.



While the 80th Food Bazaar opened in Mumbai, early May, 4 additional stores made their presence felt during the month. The total space addition during the month was about 29,000 square feet, spread across 4 cities. With the opening of the 84th store, the total retail space under Food Bazaar stands at about 0.84 million square feet

INVESTOR UPDATE

INVESTOR UPDATE

[[LIFESTYLE RETAILING]]



[[VALUE RETAILING]]

Store Count	Square Feet	Month of Opening	Location
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81st Store	7,000 sq.ft.	19th May 2007	Falcon City, Trichur, Kerala
82nd Store	8,300 sq.ft.	25th May 2007	MGF Metropolitan Mall, Jaipur
83rd Store	4,000 sq.ft.	25th May 2007	Nagole, Hyderabad
84th Store	9,500 sq.ft.	26th May 2007	Ameerpeth, Hyderabad

Upcoming Stores

The months of June & July '07 will witness about 16 Food Bazaar stores, including cut-ins in Big Bazaar's, to be operational. Spread over nearly 1,60,000 Square feet, they would be present in 15 major towns and cities.

Home Solutions Retail (India) Limited

In addition to the 11th E-Zone in Mumbai, early May, the month witnessed the opening of 1 store of about 9,500 square feet in the electronics and consumer durables format in Agra.

Store Count	Square Feet	Date of Opening	Location
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12th E-Zone	9,500 sq.ft.	18th May 2007	TDI Mall, Agra
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Upcoming Stores

The months of June and July '07 will witness an expansion of nearly 2,70,000 square feet in 8 cities, comprising of about 10 E-Zone's, 6 Collection I stores, 5 independent Furniture Bazaar outlets.



The 2nd Home Town of about 1,30,000 square feet opened in the month of June at Ahmedabad. The total retail area stands at about 2,55,000 square feet .

Store Count	Square Feet	Date of Opening	Location
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2nd Home Town	1,30,000 sq.ft.	8th June 2007	Acropolis Mall, Ahmedabad
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Store Count	Square Feet	Month of Opening	Location
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3rd Home Town	1,05,000 sq.ft.	August 2007	Bangalore
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'Ms. Hema Malini at the Dreamline launch, Orchid City Centre, Mumbai'



The 5th Brand Factory store of about 60,000 square feet opened in June. The total retail area under Brand Factory stands at about 3,20,000 square feet.

Store Count	Square Feet	Date of Opening	Location
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5th Brand Factory	60,000 sq.ft.	1st June 2007	Jewell Mall, Lumbini, Hyderabad
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Upcoming Stores

Store Count	Square Feet	Month of Opening	Location
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6th Brand Factory	60,000 sq.ft.	July 2007	AEZ Carnival Country, Ghaziabad
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Store Count	Square Feet	Date of Opening	Location
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2nd M Port	600 sq.ft.	18th May 2007	MGF Mega City Mall, Gurgaon
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Store Count	Square Feet	Date of Opening	Location
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16th Shoe Factory	3,000 sq.ft.	18th May 2007	Hyderabad
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Store Count	Square Feet	Date of Opening	Location
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8th Depot	1,600 sq.ft.	27th May 2007	Shopper's Plaza, Ahmedabad
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'IT HAPPENED IN INDIA' - AVAILABLE ACROSS THE COUNTRY



Kishore Biyani shares his journey from selling stonewash fabric to small shops in Mumbai to the creation of Future Group in his book, '*It Happened In India*'. The book captures the organisation's collective learning on the Indian consumer and the retailing sector over the last two decades. The book features not just his words but insights and anecdotes from people who joined his roller coaster ride-academicians, former colleagues, investors, business partners, family members, and college batch mates. Published by Rupa & Co, the paperback edition is priced at Rs 99.