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# Pantaloons Retail (India) Limited

a future group<sup>o</sup> venture

MAY '08

## INVESTOR UPDATE

### [[ LIFESTYLE RETAILING ]]



The month of May witnessed Central making its debut in the city of Mumbai. The 7th Central mall in the chain opened at Oberoi Mall, Goregaon.

Store Count	Square Feet	Date of Opening	Location
7th Central	65,000 sq.ft.	9th May 2008	Oberoi Mall, Goregaon, Mumbai



#### Upcoming Stores

4 Pantaloons Fresh Fashion stores are scheduled to open during the months of June & July 2008.



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

### [[ VALUE RETAILING ]]

The recent inflationary trend witnessed across the country coupled with a surge in prices seems to have affected the middle class, especially when it comes to buying their essential commodities. Keeping the interest of the Indian consumer in mind Big Bazaar on its part ran a unique campaign '**War Against High Prices**' with the aim of providing some relief to the common man. Big Bazaar's offered a flat 20 per cent discount on all food products and daily essentials, sold within Food Bazaar's, such as cooking oil, wheat, staples, pulses, fruits & vegetables, soaps and detergents to name a few. In order to avail of this discount, the consumer had to make a minimum purchase of Rs.750/- on either apparel, general merchandise or furniture products in Big Bazaar. In case the customer's bill exceeds Rs.750/-, the discount eligibility on food items increases proportionately. This initiative helped reinforce the consumer connect with Big Bazaar to a great extent.



Two Big Bazaar stores opened in the month of May.

Store Count	Square Feet	Date of Opening	Location
88th Store	48,000 sq.ft.	16th May 2008	Seven Seas Mall, Vadodara
89th Store	40,000 sq.ft.	20th May 2008	Metropolitan Building, Kolkata

#### Upcoming Stores

12 Big Bazaar stores, including cut-in Food Bazaar's, are expected to open during the month of June & July 2008.



Three Food Bazaar stores opened in the month of May in addition to a stand alone store which opened in April.

Store Count	Square Feet	Date of Opening	Location
130th Store	5,000 sq.ft.	14th April 2008	OSL Tower, Cuttak
131st Store	5,500 sq.ft.	9th May 2008	Oberoi Mall, Goregaon, Mumbai (in-Central)
132nd Store	8,500 sq.ft.	16th May 2008	Seven Seas Mall, Vadodara
133rd Store	7,250 sq.ft.	20th May 2008	Metropolitan Building, Kolkata

#### Upcoming Stores

The months of June & July 2008 will witness the opening of about 14 Food Bazaar stores, including cut-ins in Big Bazaar's.

## Home Solutions Retail (India) Limited

#### LARGEST 'eZONE CONCEPT STORE' LAUNCHED IN BANGALORE

eZone, the electronics specialty retail store under Home Solutions (I) Ltd., launched its largest and most unique 'eZone Concept Store' in Bangalore in the month of May. The first of its kind electronics store is a break through from the typical organized electronic retail store as it showcases dedicated displays by numerous international and national brands instead of the conventional multi-brand category display. Displaying over 6000 products and 250 leading brands under various categories, the store is set to redefine the consumers shopping experience. In addition there is tremendous value proposition to the manufacturers as they benefit by virtually having their own preferred merchandise in the store.

Store Count	Square Feet	Date of Opening	Location
25th E-Zone	30,000 sq.ft.	16th May 2008	Rajajinagar, Bangalore

#### Upcoming Stores

The months of June & July 2008 will witness the opening of 4 E-Zone's, 1 Furniture Bazaar outlets, 3 Home Town and 5 Home Bazaar stores.

#### FUTURE GROUP WINS AWARDS AT 'FOOD FORUM INDIA 2008'

Food Forum India (FFI) conceptualized by the Indian Retail Forum held its 'Food Forum India 2008' convention at Mumbai on 6th & 7th May, 2008. The event hosted leading global and Indian brands, food retailers, manufacturers, retail support organizations and minds from the food business.



Future Group was nominated in 5 categories at FFI under the

'Coca-Cola Golden Spoon Awards 2008' aegis and was the proud recipient of 4 major awards -

- Most Admired Food & Grocery Retailer of the Year: Supermarkets- Food Bazaar
- Most Admired Food & Grocery Retailer of the Year: Hypermarkets- Big Bazaar
- Most Admired Retailer of the Year: Dynamic Growth in Network Expansion across Food, Beverages & Grocery- Future Group
- Most Admired Food & Grocery Retailer of the Year: Consumer's Choice- Big Bazaar

In addition, Mr. Kishore Biyani, Group CEO, Future Group was honored as the Most Admired Food & Grocery Retail Visionary of the Year.

#### DJ & C- LOOK FAMOUS CAMPAIGN LAUNCHED



The month of May witnessed the launch of the latest DJ & C Look Famous campaign, targeting the fashion conscious youth. Through this mega campaign and branding efforts, DJ & C, the Denim and Casual wear brand from the Big Bazaar stable, aims to become the first choice amongst buyers who shop for fashion at any of the Big Bazaar stores. This campaign positions the DJ & C brand as a mentor to the optimistic youth seeking to express his personality through a distinctive style statement and 'look famous'.

The entire multi media communication and marketing campaign will bend the

brand offering and consumer insight of 'look famous' and thereby spread awareness of the DJ & C brand to the vast youth brigade.

#### MAY SALES

Sales in May '08 from Value Retailing stood at Rs.330.75 crores, while sales from Lifestyle Retailing was Rs.116.11 crores. Home Retailing sales stood at Rs.93.80 crores. Same store growth under Value Retailing was 12.14 per cent, Lifestyle Retailing stood at 10.03 per cent and Home Retailing was 43.15 per cent.

Particulars	May-08	May-07	YOY%	July-May-08	July-May-07	%
	Sales	Sales	Change	Sales	Sales	Change
Value Retailing	330.75	228.13	44.99%	3,239.66	2,012.87	60.95%
Life Style Retailing	116.11	78.68	47.56%	1,296.63	852.35	52.12%
Home Retailing	93.80	42.02	123.23%	889.56	311.47	185.60%
<b>Total</b>	<b>540.66</b>	<b>348.83</b>	<b>54.99%</b>	<b>5,425.85</b>	<b>3,176.69</b>	<b>70.80%</b>
Less: Inter-Company Sales	34.03	18.64	82.59%	440.44	176.02	150.23%
<b>Total</b>	<b>506.63</b>	<b>330.19</b>	<b>53.43%</b>	<b>4,985.41</b>	<b>3,000.67</b>	<b>66.14%</b>
<b>Same Store Growth</b>						
Value Retailing	253.03	225.63	12.14%	2,168.21	1,977.05	9.67%
Life Style Retailing	86.49	78.60	10.03%	954.11	865.80	10.20%
Home Retailing	26.70	18.65	43.15%	121.40	86.85	39.79%

Sales are in rupees crores

Note:

1.1 The above sales figures for the months of May 2008 and May 2007 include SIS sales of Rs.3.63 cr. and Rs.5.62 cr. respectively.