

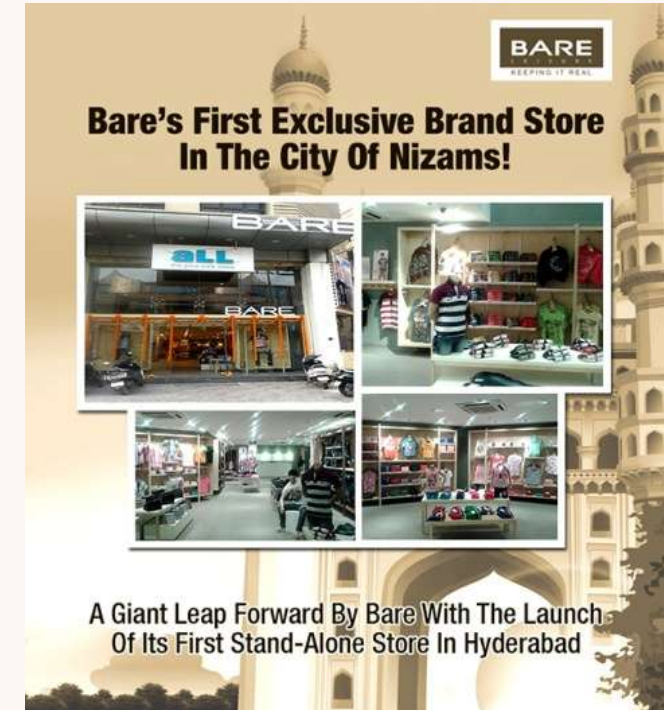


**FLF**   
FUTURE  
LIFESTYLE  
FASHIONS

**Investor Update – Q1 FY15  
(April – June 2014)**

## Growth and Expansion of Brand Outlets

- ❖ Opened 4 Exclusive Brand Outlets (EBOs) strengthening presence in cities including Bengaluru and Mangalore (Karnataka) and Hyderabad (Andhra Pradesh)
  - BARE, a brand offering a range of casual wear clothing for men, women and kids, opened its first exclusive outlet in Hyderabad, Andhra Pradesh
- ❖ During the quarter, added 11 franchise stores capturing new cities including Rajmundri, Vijayawada and Visakhapatnam in Andhra Pradesh; Kolhapur in Maharashtra; Gangavati in Karnataka; Thoduphuzha in Kerala; Agartala (Tripura)
- ❖ Lee Cooper opened two exclusive outlets in Mumbai and Bengaluru



## Brand Initiatives

- ❖ After the successful launch of Scullers Sport last year, the brand extended its line to kids wear by launching Sculler2 catering to the children ranging from 3-12 years

- ❖ Indigo Nation launched its Spring-Summer '14 collection along with a denim and tees range STREET.IN



- ❖ Jealous21 Spring-Summer'14 range offers an attitude packed range of trendiest designs
  - The brand extended its fashion line to club wear with a range offering monochrome, pastel, bohemian dress and tops along with embellishments

## Brands Creating an Online Presence Across Social Media Sites



## Retail Presence:

- ❖ Operates 4.53 million square feet of retail space across fashion formats
  - Added ~0.09 million sq ft of gross space during the quarter

## New Store Openings:

- ❖ Brand Factory established its presence in Thiruvananthapuram in Kerala with its first 27,943 sq ft store
- ❖ aLL opened its 2<sup>nd</sup> Lucknow store and 4<sup>th</sup> Bengaluru store
  - The format entered the city of Mysore with its first 1,464 sq ft store

## Other Highlights

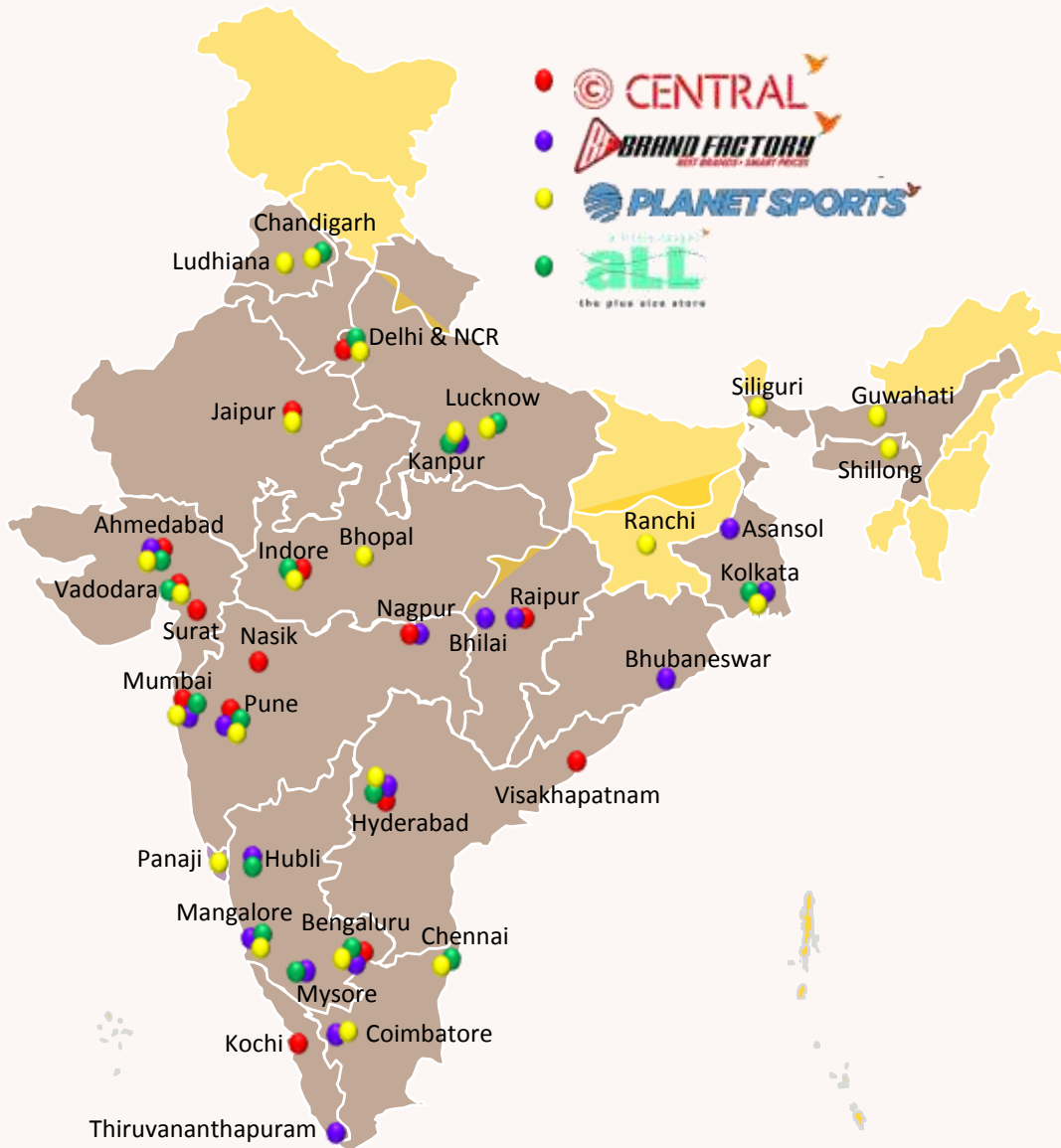
- ❖ In May, Central completed a decade of fashionable success
  - From that solitary store in May, 2004 to 25 stores in 15 major cities of the country by May, 2014 lays a journey which is full of hard work, challenges, joy and hunger to achieve more!
- ❖ Planet Sports celebrated the World Cup with attractive in store displays, offers and a range of exciting football merchandise across the country
  - Stores offered merchandise from leading sportswear brands Umbro, Nike and Puma



## Planet Sports celebrating the World Cup fever!!



# Growing pan – India footprint across formats



**Note:** India map and stores opened during the quarter does not include EBOS and other specialty formats.

Store Network as of 30th June 2014		
Format	# of stores	Retail space (mn sq ft)
Central	25	2.68
Brand Factory	38	1.29
aLL	37	0.05
Planet Sports & Other	75	0.25
EBOs and Others	169	0.26
<b>Grand Total</b>	<b>344</b>	<b>4.53</b>

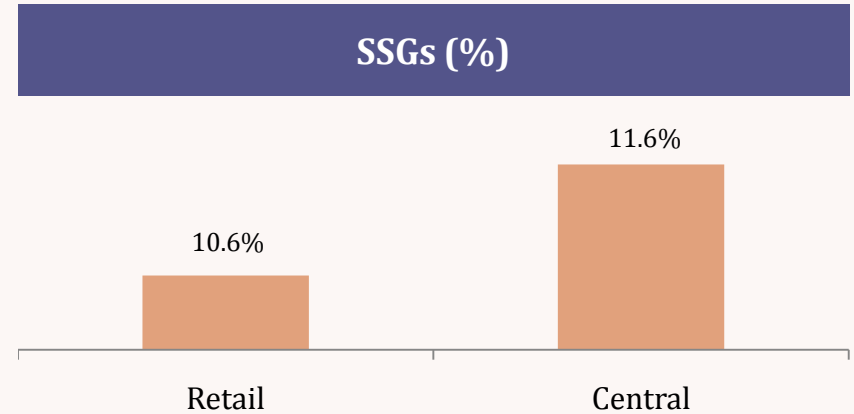
Planet Sports & Other includes Converse, Skechers & other sportswear formats  
EBO and Others includes franchise, IMIN, BARE and Lee Cooper brand stores.

Stores Opened During the quarter			
Format	Date of opening	Sq. Ft.	Location
Brand Factory	16-May-14	27,943	Thiruvananthapuram
aLL	8-Jun-14	1,470	Lucknow
	14-Jun-14	1,473	Bengaluru
	18-Jun-14	1,464	Mysore
lamIN	11-Apr-14	13,992	Siliguri
	25-Apr-14	7,229	Noida
	25-May-14	8,109	Nashik
	7-Jun-14	6,959	Surat

During the quarter added ~0.09 mn sq ft resulting in a total of 4.53 mn sq ft of retail space

Income Statement (₹ cr.) Particulars	Quarter ended		Year ended
	Q1 FY15	Q1 FY14	FY 2014
Net Sales	683	611	2,661
Other Operating Income	16	24	83
<b>Total Income from Operations</b>	<b>699</b>	<b>635</b>	<b>2,744</b>
COGS	415	392	1,697
<b>Gross Profit</b>	<b>284</b>	<b>244</b>	<b>1,047</b>
<b>Gross Margin %</b>	<b>40.6%</b>	<b>38.3%</b>	<b>38.2%</b>
Employee Benefits Expense	39	27	129
Rent including Lease Rental	80	67	292
Other Expenditures	80	73	334
<b>Total Expenditure</b>	<b>199</b>	<b>167</b>	<b>755</b>
<b>EBITDA</b>	<b>85</b>	<b>77</b>	<b>292</b>
<b>EBITDA Margin %</b>	<b>12.2%</b>	<b>12.1%</b>	<b>10.6%</b>
Other Income	1	1	296
<i>Other Income</i>	<i>1</i>	<i>1</i>	<i>2</i>
<i>Profit from sale of investment</i>	<i>0</i>	<i>0</i>	<i>330</i>
<i>Service Tax Liability</i>	<i>0</i>	<i>0</i>	<i>36</i>
Depreciation	42	27	385
EBIT	44	51	203
Finance Costs	38	40	163
PBT	5	11	40
Exceptional Items	0	0	-6
Tax expense	2	4	11
<b>Net profit</b>	<b>4</b>	<b>8</b>	<b>23</b>

**Note:** Standalone results do not include investee companies.



- During the quarter, the company reported a net sales growth of 12% compared to Q1 FY14
- Increase in sales through company-owned stores and better merchandize planning resulted in 231 basis points increase in gross margins. However, overall sales growth was impacted due to drop in sales of company owned brands sold through Pantaloon chain
- Decrease in other operating income was due to increase in the proportion of sales from bought out / SOR and reduction of consignment sales
- Due to the store additions during the last year and in line with the change in depreciation as per the Companies Act 2013, the company reported a higher depreciation of ₹42cr compared to ₹27cr in Q1 FY14

# Thank You

**Disclaimer:**

This report contains forward-looking statements, which may be identified by their use of words like 'plans', 'expects', 'will', 'anticipates', 'believes', 'intends', 'projects', 'estimates', or other words of similar meaning. All statements that address expectations or projections about the future, including but not limited to statements about the Company's strategy for growth, product development, market position, expenditures, and financial results are forward-looking statements. Forward-looking statements are based on certain assumptions and expectations of future events. The Company cannot guarantee that these assumptions and expectations are accurate or will be realized.

The Company's actual results, performance or achievements could thus differ materially from those projected in any such forward looking statements. The Company assumes no responsibility to publicly amend, modify or revise any forward looking statements, on the basis of any subsequent developments, information or events.

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