



## Vision

*To be the leading lifestyle fashion company in India  
by creating exceptional brands and shopping experiences  
that will bring alive the Indian idiom of fashion*

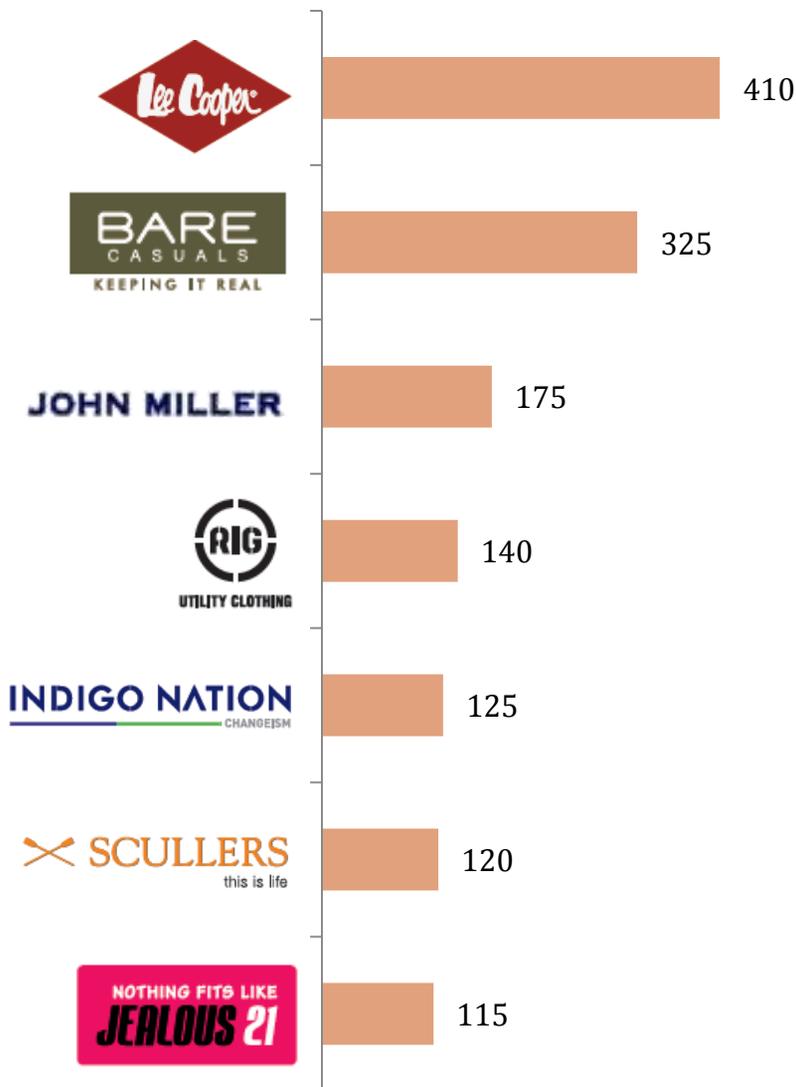




# **BUSINESS & FINANCIAL SNAPSHOT**

# Broad portfolio of fashion brands, distribution channels and investments

## Brand MRP Sales - FY 14E (₹ in cr)



**Note:** MRP sales for year FY14E.  
Distribution network as of June 30<sup>th</sup>, 2013

## Distribution network across formats

Format	# of stores	Retail space (mn sq ft)	# of cities
Central	22	2.40	13
Brand Factory	27	0.93	11
Planet Sports	47	0.22	26
aLL	24	0.04	14
EBOs	165	0.23	53
<b>Grand Total</b>	<b>285</b>	<b>3.81</b>	<b>57</b>

## Investment summary

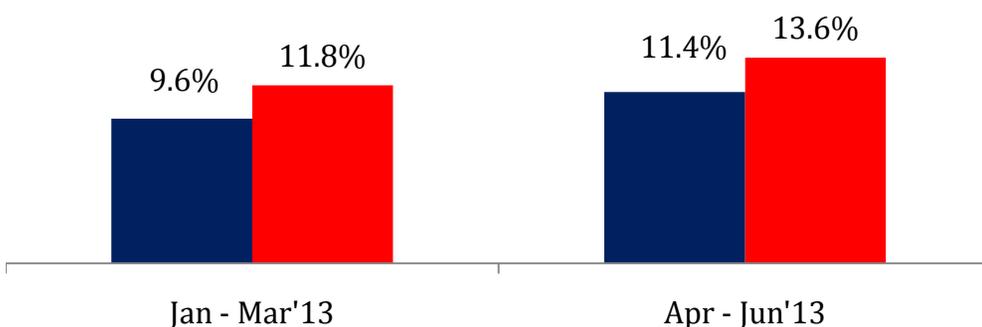
Company	% stake	Revenues (₹ in crore)	
		FY 2013	FY 2014 (E)
BIBA Apparels Private Limited	25.8%	210	302
AND Designs India Limited	22.9%	181	219
Turtle Ltd	26.0%	128	159
Celio Future Fashion Ltd	50.0%	65	129
Clarks Future Footwear Ltd	50.0%	53	113
Industree Crafts (Mother Earth)	63.3%	20	39
KFC Shoemaker (Tresmode)	33.3%	15	33
Mineral Fashions Private Limited	37.0%	5	10
Holii Accessories Private Ltd	50.0%	5	12

## Income Statement Summary - Standalone

Particulars (₹ cr.)	Quarter ended	
	Apr - Jun '13	Jan - Mar '13
<b>Total income from Operations</b>	<b>634</b>	<b>652</b>
Gross Profit	242	240
<i>Gross Margin %</i>	38%	37%
<b>EBITDA</b>	<b>78</b>	<b>71</b>
<i>EBITDA Margin %</i>	12%	11%
EBIT	54	47
PBT	14	5
<b>Net profit</b>	<b>9</b>	<b>4</b>

## Same Store Sales Growth (%)

■ Retail ■ Central



**Note:** : Standalone results do not include investee companies – AND, BIBA, Turtle, Clarks, Celio, Holii, etc.  
Year ending for FLFL will be 31<sup>st</sup> March.

## Store Pipeline till FY15

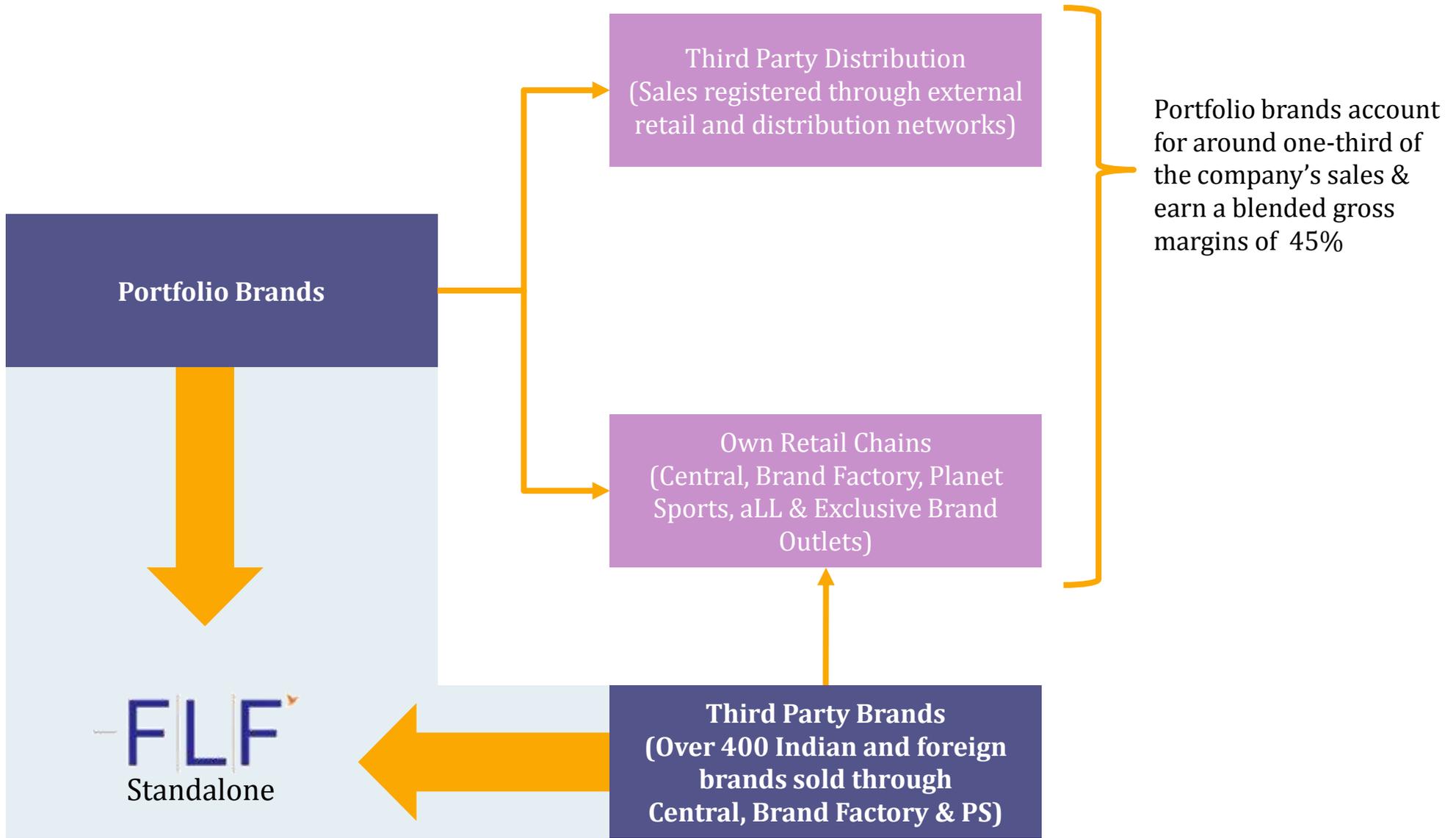
City	Area	Expected opening
<b>Central</b>		
Cochin	1,21,000	Q2 FY14
Nagpur	87,000	Q3 FY14
Pune	54,000	Q3 FY14
Mumbai	41,000	Q3 FY14
Patna	1,00,000	Q4 FY14
Hyderabad	99,000	Q1 FY15
Mangalore	45,000	Q1 FY15
Lucknow	1,36,000	Q2 FY15
Mysore	60,000	Q4 FY15
Bhubaneswar	43,500	Q4 FY15
<b>Brand Factory</b>		
Hubli	21,000	Q2 FY14
Kolkata	17,000	Q3 FY14
Kanpur	19,000	Q3 FY14
Trivandrum	25,000	Q3 FY14
Guwahati	30,000	Q4 FY14

Driven by high footfalls and larger ticket sizes



# **BUSINESS OVERVIEW**

# Business design based on robust brand portfolio



**Note:** : Standalone results do not include investee companies – AND, BIBA, Turtle, Clarks, Celio, Holii, etc.

Portfolio brands compete with foreign & domestic brands within and outside the Company's retail channels

## Brand Portfolio

### Domestic brands

**INDIGO NATION**  
CHANGEISM



UTILITY CLOTHING

**BARE**  
CASUALS  
KEEPING IT REAL

**JOHN MILLER**

**all**

**MAHR**

**SCULLERS**  
this is life

**sp@nk**

**URBAN<sup>™</sup>**  
yoga  
SPIRITUAL FITNESS WEAR

**URBANA**

NOTHING FITS LIKE  
**JEALOUS 21**

**LOMBARD**

### Foreign brands



**CONVERSE**

**SPALDING**  
TRUE TO THE GAME..



**DANIEL HECHTER**  
PARIS



### Investments

**AND DESIGNS**  
INDIA LIMITED



**mother earth**  
living, giving, being!

**BIBA**

**TURTLE**

**mineral**

**trèsmode**

### Joint Ventures

**Clarks**

**celio\***

**holii**

## Brand

## Overview



- Department store chain that offer a 'complete shopping experience' with over 400 domestic and global brands and a fresh product offering every season
- Offers everything to the urban aspirational shopper



- Outlet model positioned as a stopover hub for graduating to lifestyle retailing
- Offering more than 200 fashion brands and acts as a reverse logistics chain for the fashion industry



- India's leading multi-brand sports lifestyle retail chain
- Planet Sports is the flagship format, present in major cities across India



- India's only plus-size apparel retailer with a pan-India presence
- Offers a wide range of ready to wear fashionable western and ethnic wear and accessories

## Retail footprint (as on date)

Operate around 3.8 million square feet of retail space

22 Department stores, 27 Outlet stores, 71 Specialty Stores

165 EBOs and over 225 MBOs in 80 cities

# Growing pan – India footprint across formats



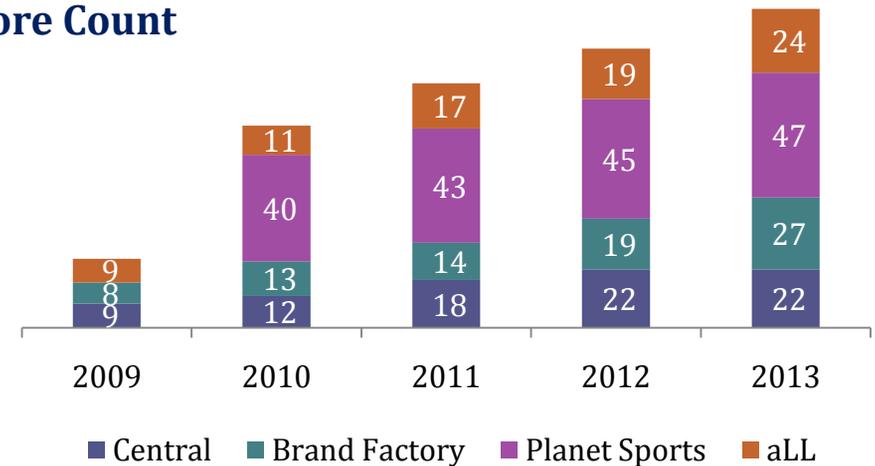
Note : Store data as of June 30<sup>th</sup>.

## Retail Space

Area in Mn. Sq Ft.



## Store Count



Marquee properties often in standalone structures located at the most popular destinations



- Fashion brands are distributed through EBOs and MBOs
- Strong distribution network that includes over 165 EBOs and 225 MBOs, having presence in over 80 cities
- Presence in national chain stores, multi-brand outlets and overseas market



BIBA

Offers ethnic ensembles , mix and match readymade clothing and unstitched fabric lengths. Operates through 87 exclusive brand outlets and 199 multi-brand outlets.

AND DESIGNS  
INDIA LIMITED

Caters to the women's apparel market, with a focus on western wear. Operates through 73 exclusive outlets and has a presence in 241 multi-brand outlets.

TURTLE

Offers formidable value and international style across a range of menswear apparel and accessories. Operates over 70 exclusive Turtle and London Bridge stores.

trèsmode

Brand synonymous with uber chic footwear with presence across the country but also internationally and retails in cities such as Mumbai, Delhi, Pune, Goa, Bangalore, Chennai and Kathmandu.

mother earth

Portfolio includes fashion, food (organic and natural, home linen, home decor, furniture and gifts. Operates through MBOs, franchisees, online, exports and television, in addition to its own six stores.

mineral

Offers postmodern fashion for women with natural fabrics with a western construct. Collection includes clothing, handbags, fashion jewellery.

Clarks

Offering contemporary looks inspired by the catwalk to 'Everyday footwear'. Operates in North America, Europe, China and launched in 2011 in India through a joint venture.

celio\*

Iconic leading men's wear French brand. Joint venture with Celio, launched in India June 2008.

holii

India inspired favorite handbag brand Holii is now set to launch celebration fashion clothing for women. Holii has struck a chord with the woman who is global in her outlook but proud to wear Indian aesthetics on her sleeves.

## Early mover advantage and brand equity

- FLF has a portfolio of fashion brands that are well recognized within their respective customer segments
- FLF has the ability to leverage the existing brand equity to launch new brands and/ or products
- Owing to its strong brand equity and one of the first movers as an integrated fashion companies, FLF is well positioned to capture consumers' attention and their preferences for fashion and brand

## Integrated fashion player – design to distribution

- Integrated play comprising of in-house designing capabilities, strong sourcing abilities, strong portfolio of brands, robust logistics, warehousing network and vast distribution network, helps us capturing higher margins and improve efficiencies at each stage of the value chain leading to increased stakeholders value

## Pan India Presence

- Retail chains viz. Central, Brand Factory, aLL and Planet Sports, are spread across in 32 cities of India
- Distribution network consisting of about 165 EBOs and 225 MBOs are spread across 80 cities of the country including the largest consumption centers as well as Tier II cities
- Access to such a large geography enables us to identify the tastes and preferences of different consumer segment and accordingly introduce/modify the brands according to their requirements

## Professionally managed experienced team

- FLF's qualified and experienced management team has contributed to the growth of its brand image and competitiveness
- Management team, backed by a committed work force, is able to complement rapid expansion with the ability to create adequate systems and processes

## Leading the fashion Industry

- Aim to lead the fashion industry in India by growing faster than the industry average and build a sizeable fashion business
- Continuously working towards increasing market share in apparel, footwear & accessories market by developing in-house brands as well as investments in leading fashion brands

## Improve margins and operational efficiency

- In-house capabilities of trend spotting, brand building and product development provides an edge over other players in the industry
- Ability to launch fashion products through its vast distribution network in least possible time
- Improving margins and operational efficiency with a combination of economies of scale and integrated operations

## Expand distribution network

- Distribution network comprises of retail chains spread across 3.8 million square feet with over 128 EBOs and 225 MBOs, which are spread across over 80 cities
- Going forward, will continue to expand reach by opening new retail chains and EBOs in the existing as well as new cities
- Plans to open 5 Central and 5 Brand Factory stores by FY 2014 adding a total of 0.5 million square feet of space
- Continue to approach existing as well as new MBOs to expand pan India presence
- This two way expansion will optimize distribution network and will be able to target larger customer base



# **NETWORK OF DEPARTMENT AND SPECIALTY STORES**

## Overview

- Launched in May 2004, Central is a seamless mall and a department store chain that offer a 'complete shopping experience' with a fresh product offering every season

## Store Network

- Operates 22 stores with 2.4 million sq ft of retail space
- Plans on adding 5 stores with 0.4 million sq ft of retail space by year ending FY14
  - Focus will be on entering newer cities like Cochin, Nagpur and Patna along with adding stores in existing cities like Mumbai and Pune

## Target Customer

- Central is targeted at the urban aspirational shopper across all age groups
- Positioned for the Premium lifestyle segment, Central appeals to the Fashion Shopper with its spread of leading brands

## Product offerings

- Offers over 400 international, domestic and group- owned brands with full-line collections from each brand in an unobstructed, pure shopping experience to the discerning Indian customer
- Average Store Size: 110,000 sq. ft.



Central is the melting pot of leading brands with fashion & lifestyle offering

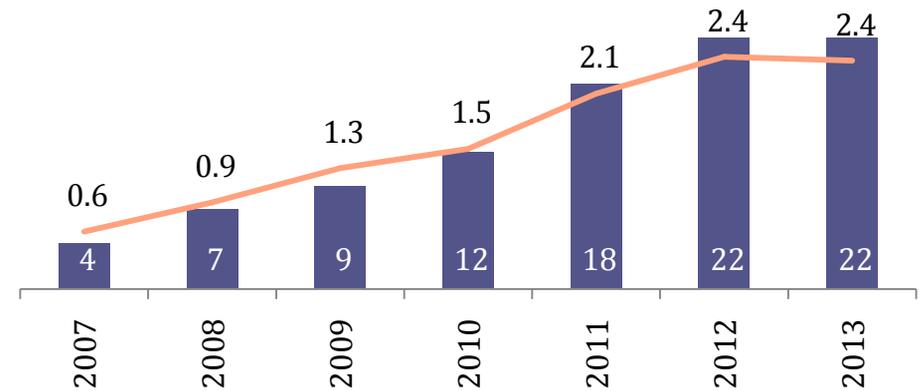


The 200,000 sq ft Central in Hyderabad clocks a turnover of ₹300 crore – making it the country's largest retail outlet

# Central : Growing pan – India footprint



Location	# of stores
Bangalore	4
Mumbai	4
Pune	4
Hyderabad	1
Vishakapatnam	1
Raipur	1
Gurgaon	1
Ahmedabad	1
Surat	1
Vadodara	1
Indore	1
Nashik	1
Jaipur	1
<b>Grand Total</b>	<b>22</b>



Note : Store data as of June 30<sup>th</sup>.

# of stores    Area in mn sq ft

Secured marquee properties often in standalone structures located at the most popular destinations



FASHION THAT'S NEW



\*Conditions apply. Gift voucher redeemable on shopping of ₹3000 and is applicable in the month of October 2013. Products shown here are subject to availability at the stores

FLIRT WITH OOMPH AND COLOR THIS SEASON

STYLES AVAILABLE: TURN UPS | SKINNY JEANS | CAPRIS | ANKLE LENGTHS | PLEATED PANTS | CROPPED TROUSERS | CHINOS | CORDUROY TROUSERS

Fashion partner

NOTHING FITS LIKE  
**JEALOUS 21**

LEADING LADIES WESTERN BRANDS IN-STORE

109f | allen solly | and | annabelle | arrow ladies | honey | kraus | mohr  
oxygen | recap | remanika | rig ladies | scullers for her | umm ladies  
van heusen ladies | vero moda

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free gift voucher worth ₹500\*

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HYDERABAD  
**CENTRAL**  
BRAND.NEW

## Overview

- Brand Factory is an out-let store, positioned as a stopover hub for graduating to lifestyle retailing

## Store Network

- Operates 27 stores with 0.9 million sq ft of retail space
- Plans on adding 5 stores with 0.1 million sq ft of retail space
  - Will establish presence in new cities like Hubli, Kanpur, Trivandrum, Guwahati along with strengthening its position in existing cities like Kolkata

## Target Customer

- Targeted at the cost-conscious aspirational youth segment
- Focuses on the urban aspirational shopper across all age groups

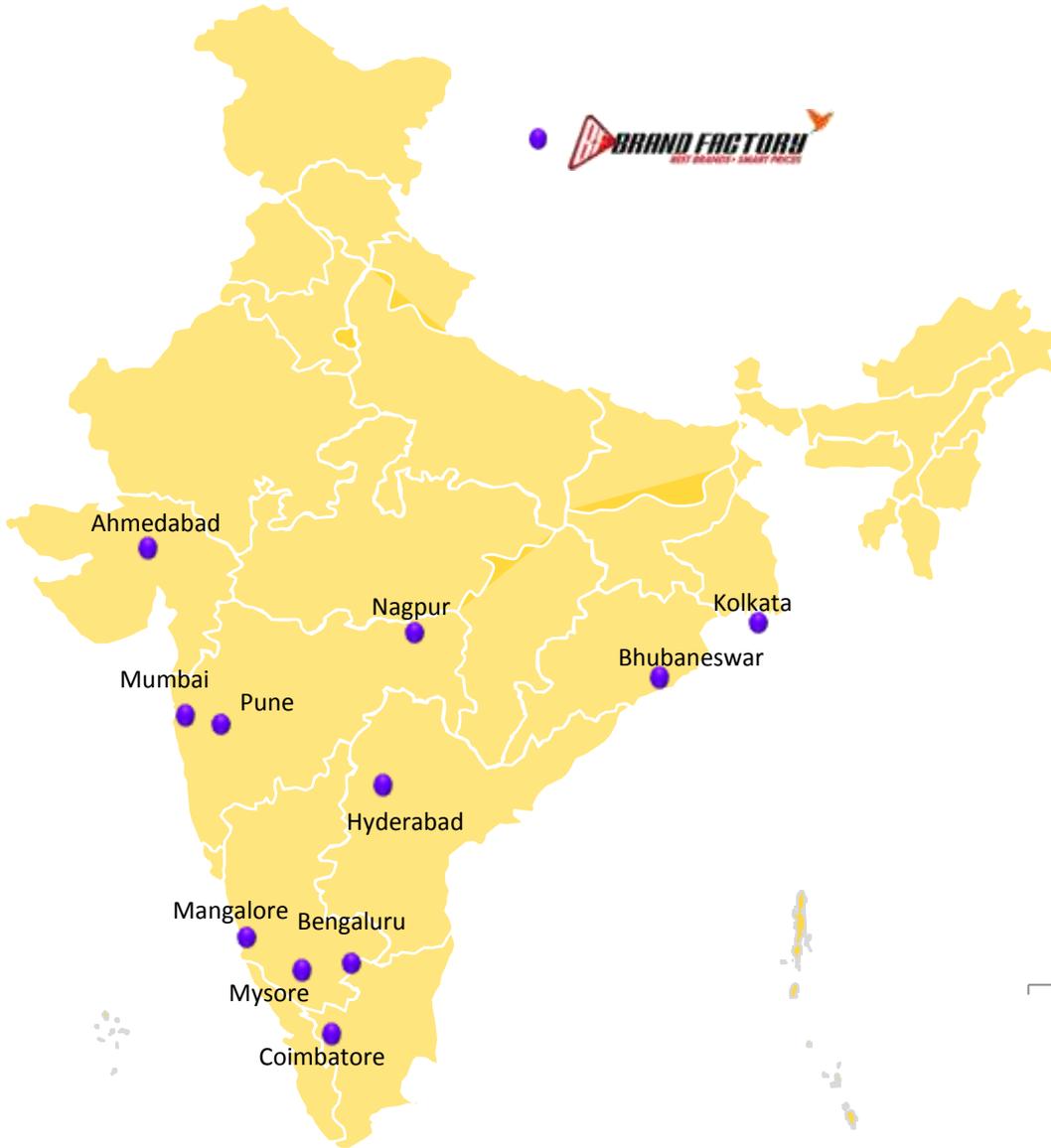
## Product offerings

- Retailing the same brands and products available at Central at 'smart' prices
- Also creating brands exclusive to Brand Factory
- Average Store Size: 35,000 sq. ft.



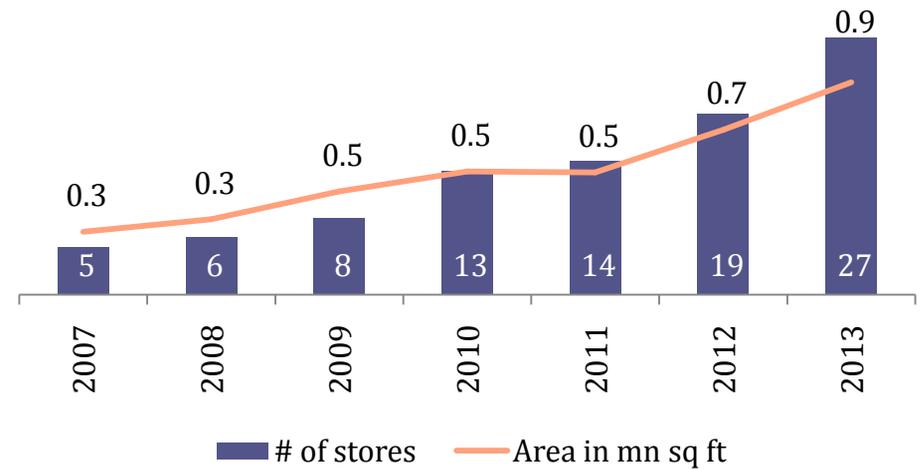
Positioned as a stopover hub for graduating to lifestyle retailing

# Growing pan – India footprint



Note : Store data as of June 30<sup>th</sup>.

Location	# of stores
Hyderabad	6
Bangalore	6
Kolkata	3
Ahmedabad	2
Mumbai	2
Nagpur	2
Pune	2
Mangalore	1
Mysore	1
Bhubaneswar	1
Coimbatore	1
<b>Grand Total</b>	<b>27</b>



Focus on expanding into newer cities

- Multi-brand sports lifestyle retail chain with over 47 specialty stores
- Other concepts under Planet sports include Sports Warehouse, Converse, Puma and Adidas accounting for 37 stores and ~61,000 sq ft of retail space
- One-stop destination for the latest global trends in the sports and lifestyle segment
- Key Brands include Converse, Speedo, Wilson, Skechers, Salomon, Reebok, Nike, Adidas, Puma, Spalding and Spunk
- Formats designed to suit all customers including both value seekers and niche customers
- Licensing deals with renowned international
- Average area of store between 1,000-5,000 sq. ft.





Location	# of stores
Mumbai	6
Pune	4
Kolkata	4
Bangalore	3
Chandigarh	3
Chennai	3
Hyderabad	2
Gurgaon	2
Mangalore	2
Jaipur	2
Other	16
<b>Grand Total</b>	<b>47</b>



Note: Data representative of only Planet Sports stores. Store data as of June 30th.

■ # of stores    — Area in mn sq ft

Establishing a strong presence in Tier 2 cities which are developing as major sporting hubs

# THE GAMES ARE NOW DECLARED OPEN.

Catch all the action at Planet Sports, the store with the largest collection of apparel, footwear, sports goods and accessories.

## SPEEDO SWIM SPECIAL OFFER\*

BUY A SWIMWEAR AND GET  
A TSHIRT @ **RS.99** ONLY.

## SUMMER SPECIAL OFFER#

SHOP FOR RS. 1250/-  
IN RS. **250/-** ONLY.  
\*Offer applicable on shopping  
for Rs. 2500 and above.



 **PLANET SPORTS**  
FOR THE SPORT CALLED LIFE.

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Available at:

Garuda Mall, Magarath Road, Ph: 6664 1151/2 | Bangalore Central, Residency Road, Ph: 6693 0000 | Bangalore Central, Jayanagar | Mantri Square, Malleswaram, Ph: 3016 0199 | Pantaloons, Sigma Mall, Cunningham Road, Ph: 6623 9393/300 | Pantaloons, Mantri Mall

For GV and institutional orders, please contact [customer@winnersports.in](mailto:customer@winnersports.in)

\*Conditions apply. Offer applicable on select merchandise only.

DMT/BHU/BS/1609310

### India's Leading Plus-size apparel retailer with a pan-India presence

- Market leader in the plus-size apparel modern retail segment
- Scale of operations offers economies of scale in merchandising and other cost overheads
- Houses a wide range of ready to wear fashionable western and ethnic wear and accessories that are otherwise not easily available for brand conscious plus size customers



### Pan-India presence with a focus on Tier-1 cities

- Pan-India footprint through a network of 24 stand-alone with ~36,000 sq ft of retail space and 88 cut-in stores
- Strategy is focused on becoming the leader and consolidating market leadership position in the urban markets representing the biggest potential for specialty retail in India

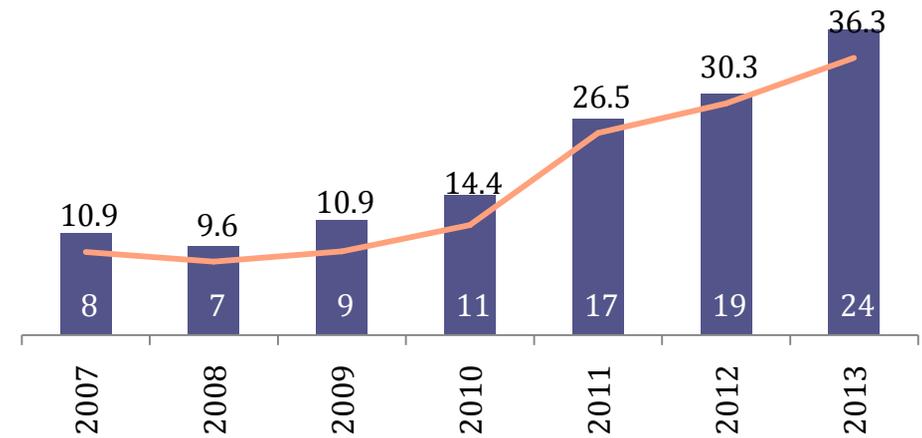
### Private brand strength

- Retailer one of India's widely recognized and popular plus-size apparel brand
- Offers apparel for men and women providing them fashionable clothes that conform to the latest trends

# aLL Growing pan – India footprint



Location	# of stores
Mumbai	8
Hyderabad	2
Delhi	2
Pune	2
Gurgaon	1
Ahmedabad	1
Vadodara	1
Bangalore	1
Mangalore	1
Indore	1
Chandigarh	1
Chennai	1
Lucknow	1
Kolkata	1
<b>Grand Total</b>	<b>24</b>



Note: Data representative of standalone stores. Store data as of June 30<sup>th</sup>.

■ # of stores    — Area in '000 sq ft

Presence across 14 cities through a network of standalone stores

# ENJOY THE SEASON

Ooze confidence with casual wear from aLL. The new collection is designed to comfort and complement your figure. So you can make an impression wherever you go.



PLUS SIZE APPAREL FOR MEN AND WOMEN • MEN: TOP WEAR - 44-54 cms BOTTOM WEAR - 40"-50" • WOMEN: TOP WEAR - 38-48 cms BOTTOM WEAR - 34"-44"

Exclusive aLL Stores: • Shop No. S-27, Centre One Mall, Sector 30-A Vashi-400 705 Ph.: 022-39128696 • Durokita House, Plot No. C, Opp Fame Adlabs Link Rd, Andheri (W) Ph.: 022-26743463 • 43-Krishnabad Building, Bhulabhai Desai Road, opp Akrut Sky Park, Mumbai-400 026 Ph.: 022-23525674 • 1st Floor, Infiniti Mall, Malad Link Road, Malad (W), Mumbai-400 053 Ph.: 022-66431720

# CELEBRATE THE SEASON

Celebrate the festivities in style with the new collection from aLL. Designed to comfort and complement your figure, you can truly bring out the festive spirit in you.



PLUS SIZE APPAREL FOR MEN AND WOMEN • MEN: TOP WEAR - 44-54 cms BOTTOM WEAR - 40"-50" • WOMEN: TOP WEAR - 38-48 cms BOTTOM WEAR - 34"-44"

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Also at:  
CENTRAL  
Haji Ali, Goregaon (E),  
New Mumbai, Thane

pantalcoons  
FRESH FASHION  
Andheri (W), Borivli (W), Chhatkopar (W), Kandivli (E),  
Kurla (W), Lower Parel, Mulund, Santacruz (W)



**ROBUST PORTFOLIO OF DOMESTIC &  
FOREIGN BRANDS**

# Extensive portfolio of domestic and foreign brands

- Broad portfolio of domestic and foreign brands
- Presence in every segment within the fashion space including, menswear, active-wear, party-wear, women's ethnic and formal wear, kids wear, footwear and accessories and are present across various price points
- These brands also distributed through independent distribution channels, exclusive brand outlets and other modern retail chains like Lifestyle, Shoppers' Stop, Reliance Trends, Pantaloons, Prateek and Mega Mart
- Further add to the margins and the operational efficiencies and synergies between the brands and the retailing network of the group
- Superior customer feedback, collaboration in trend spotting and product development and combined marketing benefits will provide a stronger foundation for the growth of the brand



**BRAND ETHOS**

Since 1908, Lee Cooper has held strong as "the people's brand". Quintessentially British, the company started as the first jeans company in Europe and has since become a global pioneer of workwear for everyone from rockstars to a jack of all trades.

**INSPIRATION**

Now, Lee Cooper brings its rich history and innovative design techniques to its SS13 collection. Keeping in mind the key messages of Britishness, Work Culture and Music, the latest collection represents all that we love from the iconic brand.

**COLLECTION**

Hailing from Stratford, East London, Lee Cooper denim has been the standard wardrobe staple for UK rock 'n' roll heroes the Rolling Stones, Sex Pistols, and The Beatles. French singer-songwriter Serge Gainsbourg and fashion darling Jane Birkin were also often seen dressed in Lee Coopes, further securing the brand's influence.



Lee Cooper is a global denim brand dedicated to style since 1908. Future Group owns the exclusive license to manufacture and market the brand in categories like denims, trousers, jackets, shirts and footwear.

**Estimated FY14 MRP Sales:**  
₹410 crore



Range for Men & Women includes casual tops, t-shirts, denims and winter-wear



Casual cotton and linen shirts, khakis, corduroys and cotton trousers for men

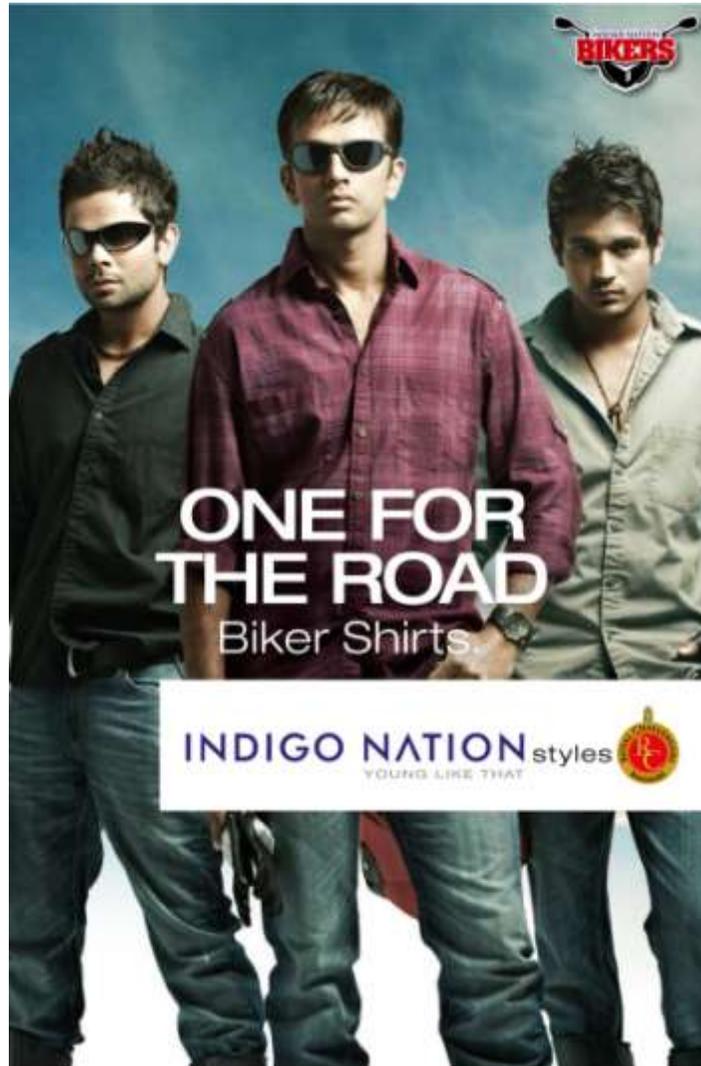


A wide range of clothing options for kids are offered under the Bare Kids label



**Estimated FY14 MRP Sales: ₹325 crore**

**Retail Presence:** Sold through the Central, Brand Factory and Pantaloons network.



Exclusive Store: City Center, Ph 20351327 : Prasad Mall, Ph 20450322

## INDIGO NATION

CHANGEISM

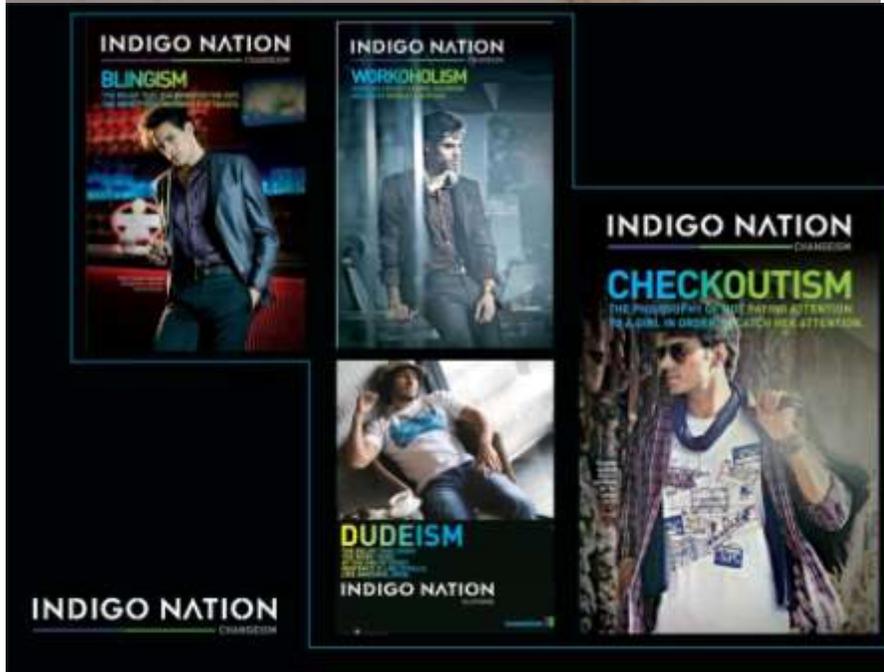
Indigo Nation is for the Rockstar of GenY.

He is young, smart and cool. Wears his attitude up his sleeves and knows his fashion well.

If there is one word, one mantra, that defined the youth today, its change. For GenY, morals, dress codes, heroes, hangouts, girlfriends, beliefs, aspirations and definitions are all temporary and short lived.

This constantly changing attitude is what Indigo Nation has called **Changeism.**

Target customers are 22 -27 years young dude



## INDIGO NATION

CHANGEISM

**Inspiration:** The rock star of Youngisthan

**Spirit:** Changeism

### Beliefs:

Young Indian dude constantly looking for ways to look cool

Looking hot is half the battle won

Indigo nation will be the edge of the fashion  
'You'll see it here first'

**Focus:** Engineer obsolescence

**Top-line:** ₹125 crore by 2014

**Distribution:** Sold through the Central and Brand Factory network. Also available at 71 exclusive brand outlets and 150 MBOs including Pantaloons, MegaMart, Reliance Trends, MegaMart, Prateek and others

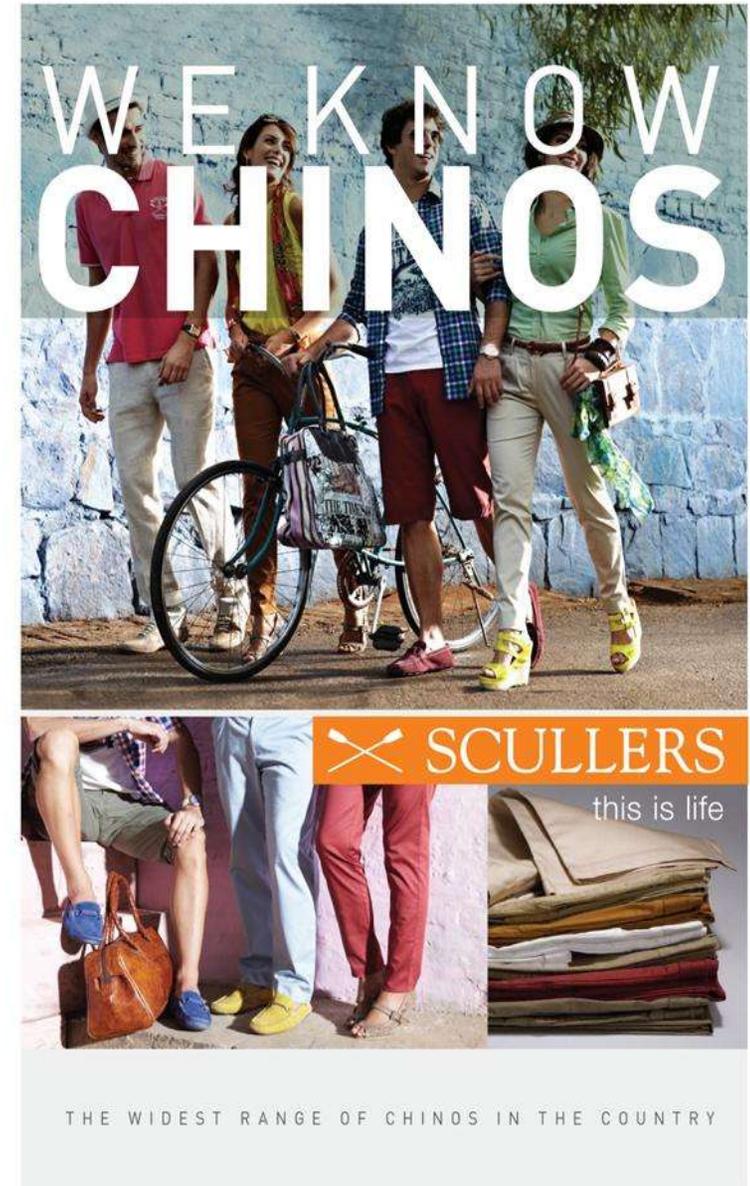
Target customers are 22 -27 years young dude



- Inspired by the sport of Sculling, Scullers is positioned as offering stylish sporty casual wear, known for its chinos
- The brand Scullers and the crossed oars have over the years come to personify a lifestyle and the choice that come with it.
- Sculler is sophisticated, timeless and elegant to suit the urban lifestyle
- Scullers is a celebration of joy, optimism and new beginnings

**Estimated Turnover:** ₹120 crore business by FY14

**Distribution:** Sold through the Central and Brand Factory network. Also available at 64 exclusive brand outlets and 124 MBOs including Pantaloons, Reliance Trends and others



Carry a bit of outdoors with you, wherever you go



- Jealous 21, India's leading exclusive women's wear brand, revolutionized the jeans market for women by launching jeans that fits every body type of Indian women
- Jealous 21 introduced an unique concept of 3 hip sizes for every waist size. 'Hottie' for the slim Hips, 'Hour Glass' for the regular hips & 'Bootillicious' for the curvier hips.
- Matching an elaborate range of Hip-fit Jeans is an equally stunning range of tops & tees. Oozing with oomph, this brand is designed to infatuate today's young women.

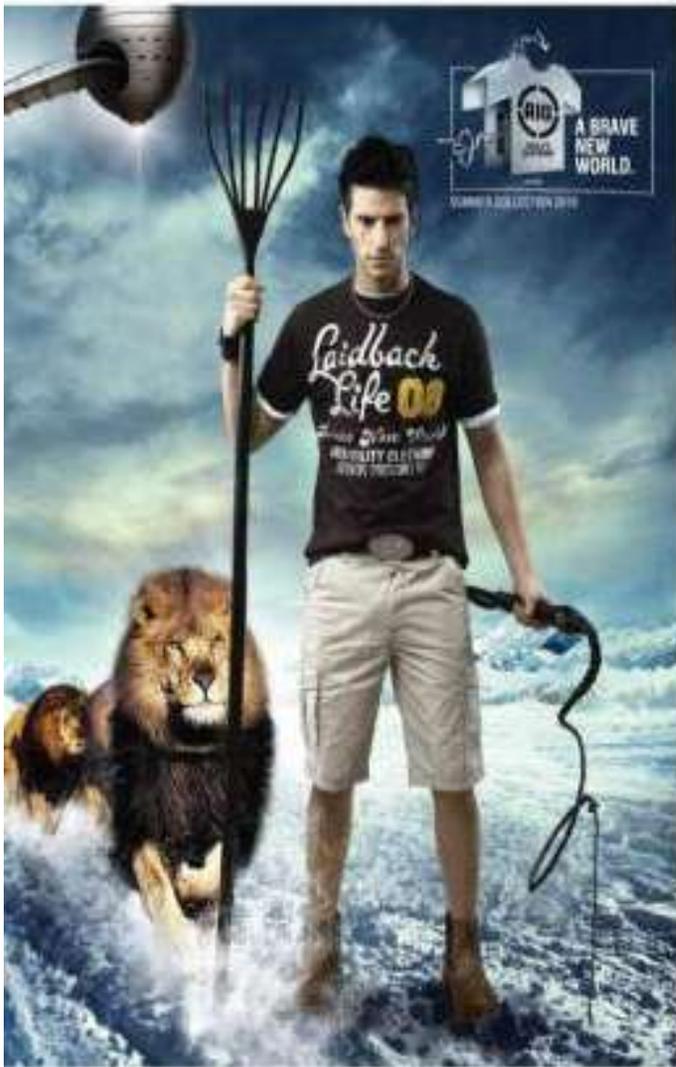
**Estimated Turnover:** ₹115 crore business by FY14

**Distribution:** Sold through the Central and Brand Factory network. Also distributed through EBOs, Pantaloons, other MBOs



# Super Brands with revenues over ₹100cr..

(Revenues based on MRP values)



Cedar Chest  
Orange suede  
₹ 4999

PREMIUM courtshoes

AZIZI IVORY

Iconic archive designs and classic silhouettes are reimagined for this contemporary, smart collection. Clean and fresh styling with a touch of sport luxe, and smart edge styles worn in modern ways.

Like us Follow us Watch us

Avail 20% off on purchases at Clarks stores. Offer valid only on Special Privileges Card.

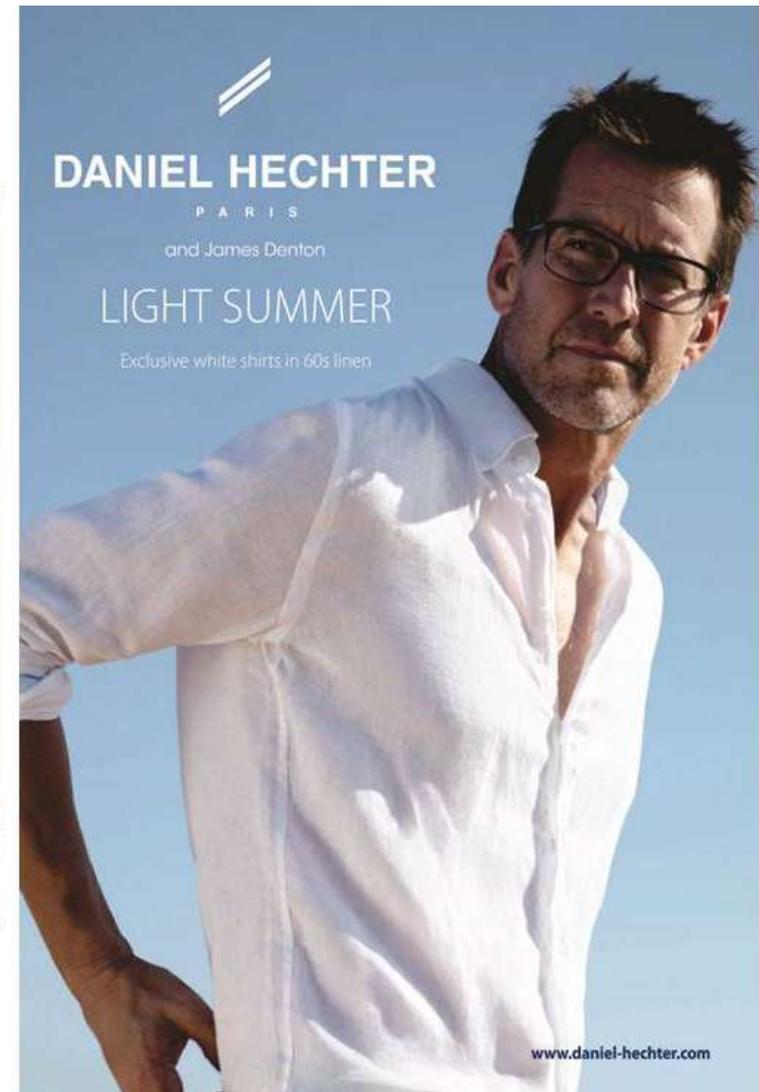
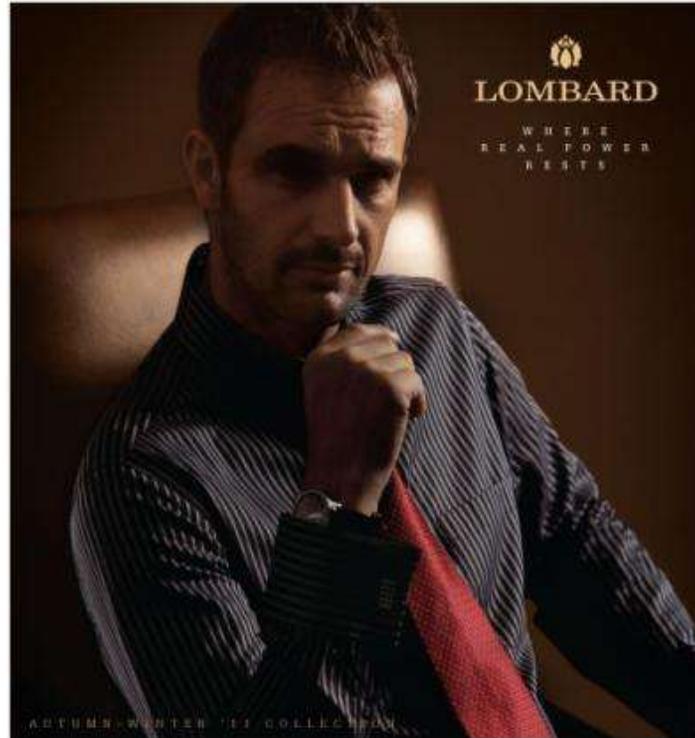


Clarks

celio\*

# Growth Brands expected to touch ₹100cr..

(Revenues based on MRP values)



# Growth Brands expected to touch ₹100cr..

(Revenues based on MRP values)

URBANA URBANA a future group idea

**ARE YOU WEARING AN INNOVATION TODAY?**

Move over ordinary formals. Urbana Techno Formals are here with a line of innovations such as Durawhite, Anti-spill, Sweat-free, Odour-resistant shirts and many more. Something ordinary formals can't even dream of. Time to discover.

Featured here: Dazzling white shirts enriched with Durawhite

URBANA TECHNO FORMALS

\*Conditions apply

Exclusive Store: 40/8501, MG Road, Ernakulam, Kochi. Ph: 3208122



**JUMP. STOMP. DANCE.**  
THAT'S HOW WE LIKE OUR CONVERSATIONS.

**UMM**  
underground music movement

Power

SWEDISH HOUSE MAFIA  
ONE LAST TOUR AT

sunburn

UMM

The new fashion vibe

UMM







**SHOPPING IS REWARDING**



- Multi-partner loyalty program, Payback, backed by American Express has members like ICICI Bank and HPCL among its member companies, apart from the company
- Under this program customers can earn points against their purchases and redeem accumulated points at our as well as other Payback partner establishments



- Members account for 42 % of sales
- Ticket size of the member is 33% higher at ₹2,400 than the average ticket size of ₹1,800 for non member
- 85,000 members added every week

## Rewards ka booster lagao

**EARN UP TO 7 PAYBACK POINTS ON EVERY RS. 100 SPENT**

The NEW American Express  
PAYBACK® Credit Card

\*T&C Apply

Apply Now



Shopping Value (₹)	Free Talk Time (₹)
700 - 2000	20
2001 - 4000	30
4001 - 8000	51
8001 onwards	101

- In 2010, Future Group and Tata Telecom services joined hands and came up with this unique model that gave you a chance to shop and get free recharge.
- This program has helped in retaining old customers and encouraged the new ones for repeat purchases
- Resulting in increase of ticket size, which is now almost 3 times of average shopper, thereby higher contribution to revenue.

- T24 recently introduced SMS based geo marketing, the next big thing in marketing and potentially the biggest foot fall driver
- Geo Marketing definitely has an edge over traditional media in saving time, cost and impact of direct marketing campaigns





# FINANCIALS

# Financial performance - Standalone

Income Statement Particulars (₹ cr.)	Quarter ended	
	Apr - Jun '13	Jan - Mar '13
Net Sales	611	630
Other Operating Income	23	22
<b>Total income from Operations</b>	<b>634</b>	<b>652</b>
COGS	<b>392</b>	<b>412</b>
<b>Gross Profit</b>	<b>242</b>	<b>240</b>
<b>Gross Margin %</b>	<b>38%</b>	<b>37%</b>
Employee benefits expense	27	26
Rent including lease rental	67	67
Other Expenditures	73	78
<b>Total Expenditure</b>	<b>167</b>	<b>170</b>
Other Income	2	1
<b>EBITDA</b>	<b>78</b>	<b>71</b>
<b>EBITDA Margin %</b>	<b>12%</b>	<b>11%</b>
Depreciation	24	24
EBIT	54	47
Finance Costs	40	42
PBT	14	5
Tax expense	4	2
<b>Net profit</b>	<b>9</b>	<b>4</b>

**Note :** Standalone results do not include investee companies – AND, BIBA, Turtle, Clarks, Celio, Holii, etc.  
Year ending for FLFL will be 31<sup>st</sup> March.

Balance Sheet as of Particulars (₹ cr.)	Year Ended
	31-Mar-13
<b>Total - Shareholders' funds</b>	<b>1,306</b>
<b>Non-current liabilities</b>	
Long-Term Borrowings	852
Deferred Tax Liability (Net)	60
Long-Term Provisions	3
<b>Total - Non current liabilities</b>	<b>916</b>
<b>Current liabilities</b>	
Short-term borrowings	547
Trade payables	401
Other current liabilities & provisions	193
<b>Total - Current liabilities</b>	<b>1,141</b>
<b>TOTAL - EQUITY AND LIABILITIES</b>	<b>3,362</b>
<b>Assets</b>	
Fixed assets	1,265
Non-current investments	169
Long-term loans and advances	285
<b>Total - Non current assets</b>	<b>1,719</b>
<b>Current Assets</b>	
Inventories	981
Trade receivables	218
Cash and Bank balances	38
Short-term loans and advances	405
Other Current Assets	0
<b>Total -Current assets</b>	<b>1,643</b>
<b>TOTAL - ASSETS</b>	<b>3,362</b>



## Mission

We at Future Lifestyle Fashion aim to create a globally recognized fashion organization here in India by bringing alive the Indian idiom of fashion. We thus strive to:

Be the **most preferred fashion destination** of India

Create the **most preferred portfolio of fashion brands**

Be as the **most innovative, efficient, and profitable retailer**

Be the **preferred employer** in the fashion space

Be the **trendsetter in Indian fashion** through superior understanding of the culture, style code, passion and aspirations of Indian consumers

**Create happiness** for customers, colleagues, business partners and every stakeholder



## FLF Approach

***To Live, Breathe & Think Fashion*** – Fashion is ever-evolving and we will be sensitive, agile and open to the rapidly evolving fashion market

***Consumers at our Core*** – We create exceptional brands and experiences that reflect the various identities and aspirations of Indian consumers and their spoken and unspoken needs, wants and desires

***Design is our Soul*** – The spirit of our design-thinking lies not only in the brands and experiences we create but also in building relationships, leading innovation, setting trends and providing utmost fulfillment to consumers

***Pursuit of Happiness*** – Above all, we will collaborate and strive to bring smiles on the faces and happiness in the lives of our colleagues, customers, business partners and communities we work in.



FUTURE  
LIFESTYLE  
FASHIONS



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