



**Investor Update – Q4 FY14
(January – March 2014)**

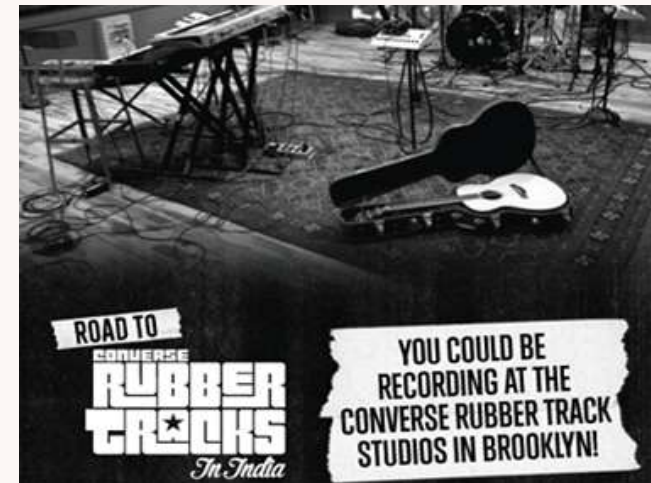


Growth and Expansion

- Opened 3 Exclusive Brand Outlets (EBOs) expanding presence in new cities including Thrissur (Kerala), Ganganagar (Rajasthan), Warangal (Andhra Pradesh)

Brand Initiatives

- Jealous 21 launched an exclusive line of fashion accessories designed by the popular accessories brand Ayesha
 - The collection includes neckpieces, bracelets rings, earrings, belts, scarves, tattoos, hair accessories, nail stickers and many more
 - Available across all exclusive Jealous 21 outlets, on www.eshop.jealous21.com and across all Centrals
- Converse teamed up with an indie culture platform NH7 to send one Indian band to New York to record at the Converse Rubber Tracks studio in Brooklyn!
 - This collaboration will provide a platform for independent bands to emerge, perform and record and subsequently release their music to reach wider audiences
- Manchester United, the clothing and apparel store, gave its fans and customers a reason to cheer for. It displayed the English Premier League trophy which Manchester United won for a record 20th time at its Malad store in Inorbit Mall, Mumbai, DLF Place and Saket in Delhi
 - Fans also got an opportunity to meet legendary striker Dwight Yorke



Retail Presence:

- Operates 4.48 million square feet of retail space across fashion formats
 - Added ~0.07million sq ft of gross space during the quarter

New Store Openings:

- Central opened its fifth store in Mumbai at Neptune Mall, Bhandup taking the overall store count goes up to 25
- aLL established its presence in in Hubli (Karnataka) with its first store in the city
 - Also expanded its presence in existing cities with the 3rd Bangalore store, 2nd Kolkata store and 10th Mumbai store
- Planet Sports strengthened its presence by opening its 9th Mumbai store and 6th Pune store
 - Entered Kanpur with its first Planet Sports store

Other Highlights

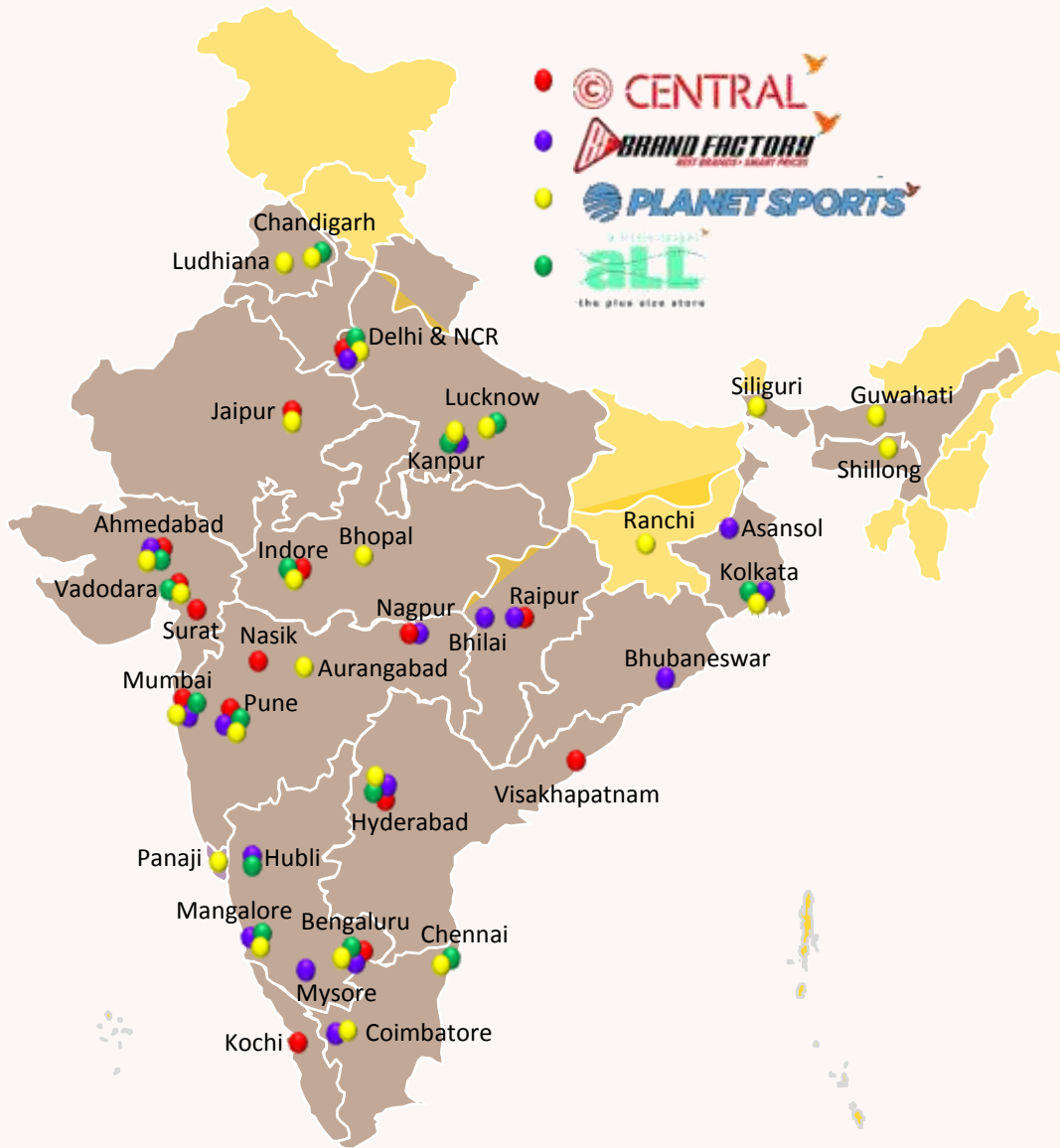
- In March, Central launched its Spring Summer Fashion 2014 collection
 - The line for women has a special focus on dresses, Palazzos and Harem pants
 - In ethnic wear, the mood and the colors are influenced by Sicilian folk art, tribal, desi tadka and more
 - In casual menswear, solid shirts are the flavor of the season supported by chinos and shorts and paired with boat shoes and loafers
 - Men's formal wear collection sports solid shirts with slim fit trousers and Brogues or monk straps with slim belts complete the look



5th store in Mumbai



Growing pan – India footprint across formats



Store Network as of 31st March 2014		
Format	# of stores	Retail space (mn sq ft)
Central	25	2.68
Brand Factory	38	1.28
Planet Sports	47	0.21
aLL	34	0.05
EBOs and Others	183	0.25
Grand Total	327	4.48

Stores Opened During the quarter			
Format	Date of opening	Sq. Ft.	Location
Central	24-Jan-14	51,150	Mumbai
Planet Sports	1-Jan-14	1,100	Mumbai
	5-Jan-14	2,009	Pune
	24-Jan-14	2,172	Kanpur
aLL	3-Jan-14	970	Hubli
	10-Jan-14	875	Bangalore
	18-Jan-14	825	Kolkata
	14-Mar-14	2,343	Mumbai

During the quarter added ~0.07 mn sq ft resulting in a total of 4.48 mn sq ft of retail space

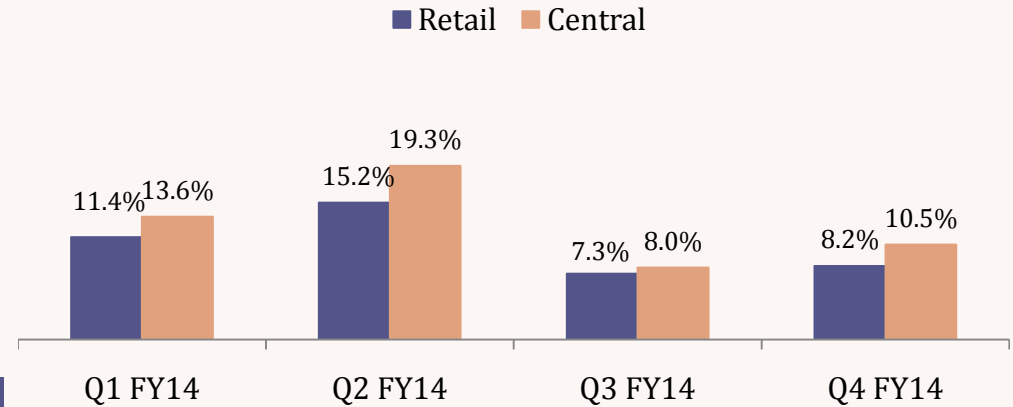
Financial Highlights

- During the quarter, the company reported SSGs of 10.5% for the Central format and 8.2% for the entire retail business
- Q4 FY14 being an EOSS quarter, the company witnessed gross margins of 37.8% compared to 39.7% in Q3 FY14
 - The company also witnessed higher operating cost due to ~0.51 million sq ft addition during H2 FY 14 quarter
 - Going forward, the new stores are expected to add to the growth and profitability of the company

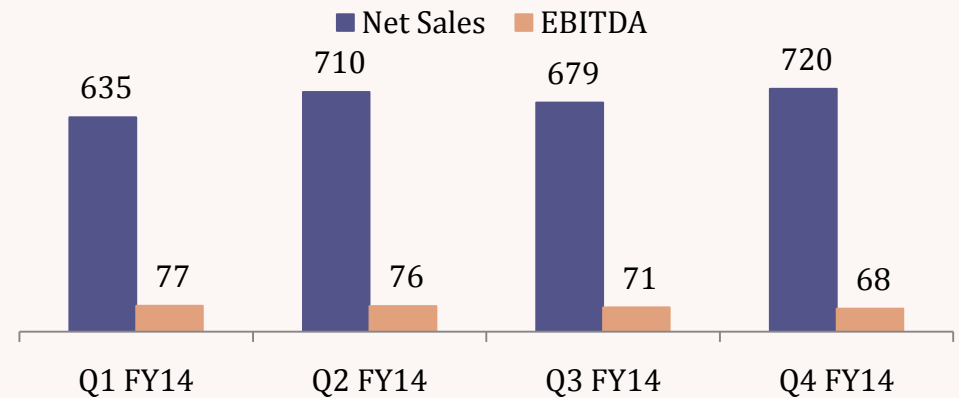
Corporate Actions

- On 3rd May 2014, the Board of Directors approved a preferential issue by the company of securities aggregating to approximately Rs. 300 cr to a group of investors comprising of PremjiInvest and promoters of the company
 - The preferential allotment is subject to shareholder's approval and an EGM has been convened by the company on 31st May 2014
- On 30th April 2014, the company announced allotment of 1,61,332 Equity shares of Rs. 2/- each to eligible employee(s) upon their exercise of stock option under Employee Stock Option Scheme (ESOS -2013)
 - Upon such allotment, the paid-up equity capital of the Company stands increased to Rs. 30.92cr divided into 15.46cr Equity Shares of Rs. 2/- each

SSGs (%)



Net Sales and EBITDA (₹cr)



Financial performance - Standalone

Income Statement (₹ cr.) Particulars	Quarter ended				Year ended
	Q4 FY14	Q3 FY14	Q2 FY14	Q1 FY14	FY 2014
Net Sales	701	659	690	611	2,661
Other Operating Income	19	20	20	24	83
Total Income from Operations	720	679	710	635	2,744
COGS	447	409	449	392	1,697
Gross Profit	272	270	261	244	1,047
Gross Margin %	37.8%	39.7%	36.8%	38.3%	38.2%
Employee Benefits Expense	38	34	30	27	129
Rent including Lease Rental	78	75	71	67	292
Other Expenditures	88	89	84	73	334
Total Expenditure	204	198	186	167	755
EBITDA	68	71	76	77	292
EBITDA Margin %	9.4%	10.5%	10.7%	12.1%	10.6%
Other Income	0	140	155	1	296
<i>Other Income</i>	0	0	1	1	2
<i>Profit from sale of investment</i>	0	139	190	0	330
<i>Service Tax Liability</i>	0	0	36	0	36
Depreciation	302	29	27	27	385
EBIT	-234	182	204	51	203
Finance Costs	39	42	42	40	163
PBT	-273	141	161	11	40
Exceptional Items	-6	0	0	0	-6
Tax expense	-92	47	52	4	11
Net profit	-187	93	109	8	23

Depreciation:

- During the quarter, the company provided depreciation on the basis of estimate useful life of the fixed assets instead of rates prescribed in schedule XIV of Companies Act. Accordingly extra depreciation of Rs. 269.79 cr has been provided in the current quarter.

Note: Standalone results do not include investee companies –Turtle, Clarks, Celio, Holii, Mineral, Famozi, Tresmode etc.

Year ending for FLFL will be 31st March.

Exceptional Item represent the Loss of certain inventory from fire in one of its distribution centre for which company has lodged the claim with insurance company, and the assessment by the insurance company is under process.

Balance Sheet (₹ cr.) Particulars	As of date	
	31-Mar-14	30-Sep-13
Total - Shareholders' Funds	1,291	1,390
Non-Current Liabilities		
Long-Term Borrowings	1,264	935
Deferred Tax Liability (Net)	64	50
Other Long Term Liability	252	
Long-Term Provisions	5	4
Total - Non Current Liabilities	1,586	989
Current Liabilities		
Short-Term Borrowings	78	355
Trade Payables	835	548
Other Current Liabilities	142	191
Short Term Provisions	8	60
Total - Current Liabilities	1,063	1,154
TOTAL - EQUITY AND LIABILITIES	3,940	3,534
Assets		
Fixed Assets	1,339	1,380
Long-Term Loans and Advances	329	277
Total - Non Current Assets	1,668	1,656
Current Assets		
Current Investment	379	133
Inventories	1,024	1,132
Trade Receivables	263	222
Cash and Bank Balances	271	47
Short-Term Loans and Advances	267	344
Other Current Assets	68	0
Total -Current Assets	2,272	1,877
TOTAL - ASSETS	3,940	3,534

- The views expressed here may contain information derived from publicly available sources that have not been independently verified. No representation or warranty is made as to the accuracy, completeness or reliability of this information.
- Any forward looking information in this presentation has been prepared on the basis of a number of assumptions which may prove to be incorrect. This presentation should not be relied upon as a recommendation or forecast by Future Lifestyle Fashions Limited.
- This presentation may contain 'forward-looking statements' – that is, statements related to
 - future, not past, events. In this context, forward-looking statements often address our expected future business and financial performance, and often contain words such as 'expects,' 'anticipates,' 'intends,' 'plans,' 'believes,' 'seeks,' or 'will.' Forward-looking statements by their nature address matters that are, to different degrees, uncertain.
 - For us, uncertainties arise from the behavior of financial markets and change in consumption patterns; from future integration of acquired businesses; and from numerous other matters of national, regional and global scale, including those of an environmental, climatic, natural, political, economic, business, competitive or regulatory nature. These uncertainties may cause our actual future results to be materially different than those expressed in our forward-looking statements.
- We do not undertake to update our forward-looking statements.