



FLF FUTURE
LIFESTYLE
FASHIONS

Investor Update – Q3 FY17

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.



Total 3M Revenue
₹1,064 cr
(21% growth)



Total 9M Revenue
₹2,890 cr
(18% growth)



Retail Footprint
380 Stores



Customer Footfalls
~40 mn



Total Area
5.5 mn sq ft



Cities Present
90+



Converted Demonetization into Opportunity



- ▶ Government of India announced demonetization of ₹ 500 and ₹ 1000 notes which constitutes to 86% of currency of circulation effective mid night of Nov 8
- ▶ This led to liquidity squeeze in the country and short term challenges for commerce and industry



- ▶ Future Group turned adversity into opportunity by being proactive
- ▶ Key initiatives taken by FLF:
 - Leveraged loyalty points
 - Incentives on use of debit cards, mobile wallets
 - Mini ATM at Central & Brand Factory facilitating the withdraw of cash using their Debit Cards
 - One day sale at Central – with 50% off on Footwear and Hand Bags
 - Free Shopping weekend at Brand Factory

Proactive measures to counter de-monetization

CENTRAL BRAND FACTORY

CASHLESS SALE
ON OVER 200 BRANDS

SHOP WITH ANY DEBIT/CREDIT CARD FOR
₹9999 AND GET 25% OFF* / **₹5999 AND GET 20% OFF***

18th to 20th November

IT PAYS TO GO CASHLESS

ALSO AVAIL THE OFFER USING OTHER CASHLESS PAYMENT OPTIONS

paytm 10% cash back | WeBazaar | Flipkart | Bank of India | SBI

CENTRAL BRAND FACTORY

one day sale

ONLY FOR TODAY
26th November

EVERYTHING AT 50% OFF

FOOTWEAR | SPORTS FOOTWEAR | HANDBAGS

BRAND FACTORY

FREE SHOPPING WEEKEND

16 - 18 DEC

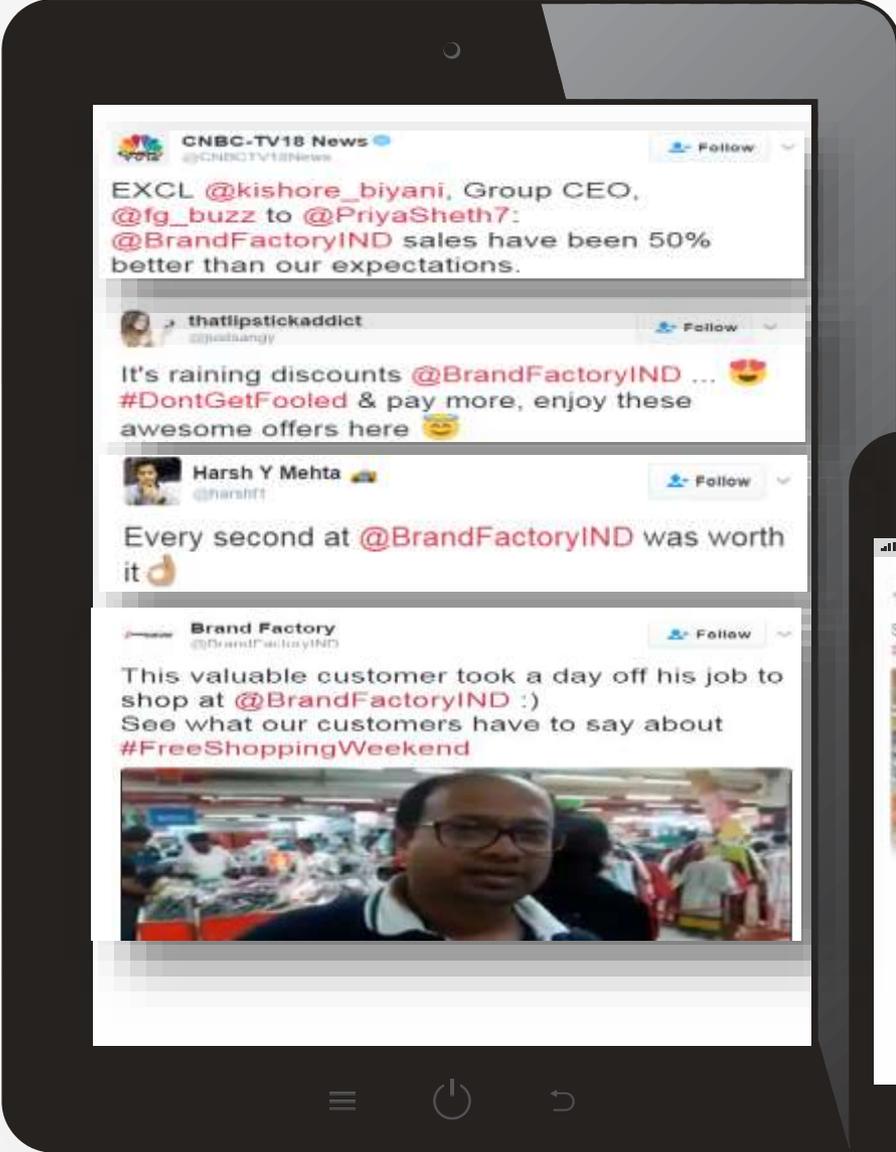
PAY ₹2000 AND GET ALL OF IT BACK

State Bank of India

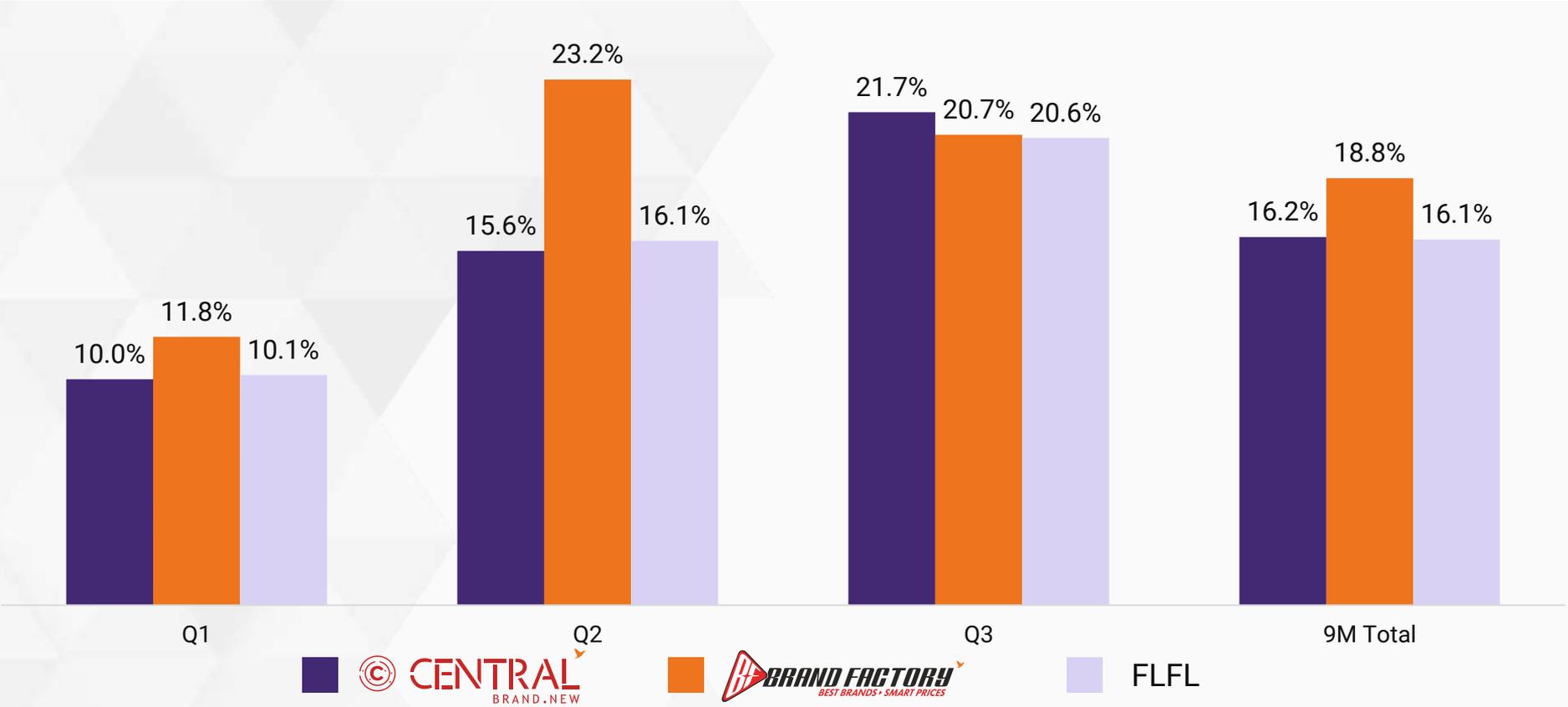
25th November

Mini ATM at BRAND FACTORY

Now withdraw cash in 3 easy steps using your debit card



Same Store Retail Sales Performance



▶ Robust increase in Quarterly same store growth across Central, BF and EBOs resulted in Q3 SSG% of 20.6% at FLF Level.

Company store network

Central

Ahmedabad | Bengaluru | Bhubaneswar | Delhi | Gurgaon | Hyderabad | Indore | Jaipur | Kochin | Koregaon | Lucknow | Mangalore | Mohali | Mumbai | Nagpur | Nashik | Navi Mumbai | Noida | Patna | Pune | Raipur | Surat | Vadodara | Visakhapatnam

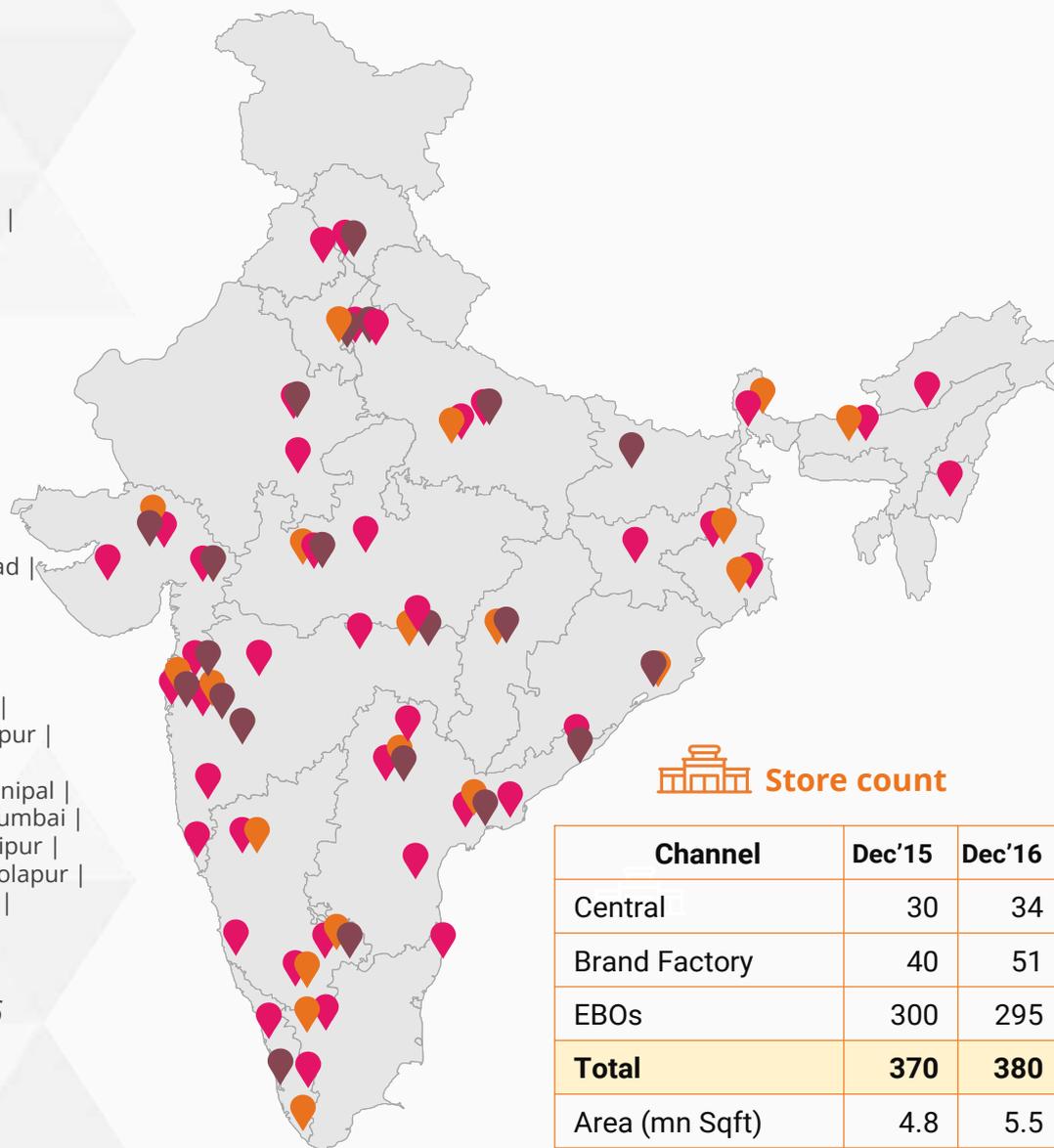
Brand Factory

Ahmedabad | Asansol | Bengaluru | Bhubaneswar | Coimbatore | Delhi | Ghaziabad | Guwahati | Hubli | Hyderabad | Kanpur | Kolkata | Mangalore | Mumbai | Mysore | Pune | Raipur | Secunderabad | Trivandrum | Thane | Ujjain | Vijayawada

EBO's

Agartala | Amalapuram | Ahmedabad | | Amaravati | Aurangabad | Bengaluru | Bhimavaram | Bhopal | Bhubaneswar | Calicut | Chandigarh | Changanacherry | Chennai | Chiplun | Chittoor | Coimbatore | Deoghar | Dhule | Delhi | Erode | Sri Ganganagar | Ghaziabad | Guntur | Gurgaon | Guwahati | Hubli | Hyderabad | Indore | Idukki | Imphal | ITA Nagar | Jaipur | Jajpur | Jalandhar | Jodhpur | Karimnagar | Kakinada | Kanchipuram | Kannur | Kanpur | Khammam | Kochin | Kolkata | Kolhapur | Koppal | Kota | Kottayam | Lucknow | Ludhiana | Mallapuram | Mangalore | Manipal | Mohalli | Mumbai | Mysore | Nagpur | Nanded | Nasik | Navi Mumbai | Nellore | Noida | Ongole | Palakkad | Panaji | Patna | Pune | Raipur | Rajahmundry | Ranchi | Ratlam | Sambalpur | Sikar | Siliguri | Solapur | Srikakulam | Surat | Thalassery | Thane | Trivandrum | Thrissur | Tirupur | Ujjain | Vadodara | Vellore | Vijayawada | Vijayanagaram | Vishakapatnam | Warangal

Store network spread across ~90+ cities by Dec'2016



 Store count

Channel	Dec'15	Dec'16
Central	30	34
Brand Factory	40	51
EBOs	300	295
Total	370	380
Area (mn Sqft)	4.8	5.5



- ▶ Grand launch of First Central store in Koregaon, Maharashtra on 23rd Dec with 40K Sqft taking the total store count to 34 pan India.



- ▶ Crossed 50 Stores mark during this quarter with opening of 5 stores during Q3.



- ▶ Brand Factory opened its door in Ghaziabad city by opening 2 stores during this quarter



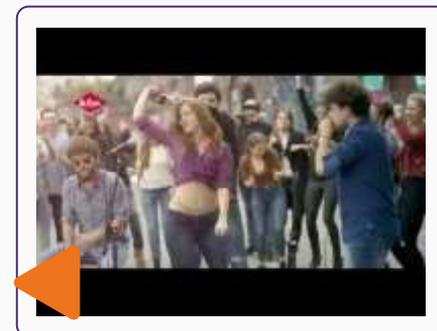
- ▶ Brand Factory organised a "ROTARY RUN FOR HEALTH" marathon campaign on Nov 27th with Rotary Club of Bombay, Kandivali



Media updates & Events – Power Brands



- ▶ Launched New TVC in Oct'2016.
- ▶ Partnered with Befikre movie release for theatrical TVC.
- ▶ The latest AW'16 collection by Lee Cooper, launched in Stores this Dec'2016 with theme of relaxed working Monday along with Junior collections.



- ▶ Jealous 21 Awarded as India's most casual wear brand based on Brand Trust Research Advisory report.
- ▶ During the quarter launched online "Game of Tries" contest representing the fun and casual nature of the brand.



COVER STORY

- ▶ Cover Story launched its new "Time traveller collection" and hosted an event in a theme of a wonderland.
- ▶ Disha Patani attended the event and promoted the nature of fast moving fashion of the brand



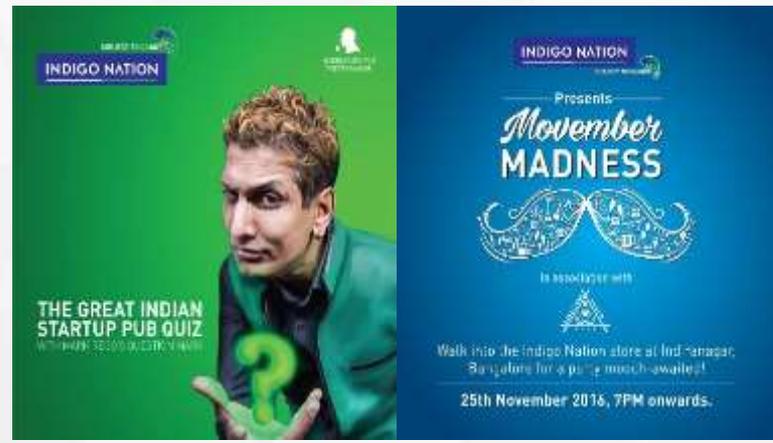
MAKE IT LOOK EASY

- ▶ The brand celebrated its new Trousers FEST during 1st week of Dec'2016.

Media updates & Events – Power Brands



- ▶ Scullers was the platinum sponsor for the Ambience Fashion week.
- ▶ Brand conducted few event which received good public response:
 - Answer one simple question and you could win a couple's pass to the comedy show “The Christmas Shootout”.
 - Online game “Guess the Place” to create digital interactive base with customers and few more.



- ▶ Indigo nation extended its support for the developing the start up culture in India by providing styling tips to budding entrepreneurs at IIT Bombay.
- ▶ Indigo Nation provided wardrobe partnership for the following events
 - ▶ MJ5 who performed to raucous applause!
 - ▶ The ever-popular karaoke night at Sherlock's Pub Indiranagar.

▶ Declared as the official styling partners of the Bangalore Beard Club, the startup city's premiere beard enthusiasts! and conducted an event by name “Movember Madness” on 25th Nov at Bangalore.



- ▶ Urban yoga celebrated the nature of its brand by hosting the urban yoga associates sun festival.
- ▶ The festival was held in Pune with relaxing yoga sessions and spiritual therapy.



- ▶ Conducted an event on 20th Oct at Infinity Malad, Mumbai “Meet your Favorite FC Player” for Fans of FC Goa.
- ▶ Hosted an Famzone event “Visit the Umbro Famzone and win official FC Goa Jersey” during the quarter.
- ▶ Declared as official KIT PARTNER of Bombay Gymkhana’s Football Team.



Total Income From Operations

Gross Profit

EBITDA Margin

PAT

Gross Space Addition (mn. sq. ft.)

Q3 FY17	₹1,064 cr	₹388 cr	9.4%	₹16 cr	0.18
9M FY17	₹2,890 cr	₹1,063 cr	9.1%	₹27 cr	0.71

FLF Brands

- Contributed 36% of Total Sales.
- Brands registered a double digit growth on a YOY basis

Margins

- Reported Gross Profit of ₹388 cr and EBITDA Margins of 9.4% in Q3 FY17

SSGs

- Retail : 20.6%
- Central: 21.7%
- Brand Factory: 20.7%

Total Sales¹ Summary (₹ cr)

Particulars	Q3 FY17	9M FY17
FLF Brands	419	1,193
- Owned Brands	117	356
- Licensed Brands	302	837
Third Party Brands ²	750	1,968
Total Sales	1,169	3,161
Less: Consignment / SIS	62	159
Less: Taxes & Duties	63	171
Net Sales after Tax	1,044	2,831

Top Brand Performance Q3 FY17 (₹ cr)



1: Includes SIS & consignment sales
 2: Third party brands represent non FLF brands and includes SIS sales and consignment sales
 3: Retail Sales indicate Net Sales Before Tax

Income Statement

Income Statement (₹ cr.) Particulars	Quarter Ended			9M Ended		Year Ended
	Q3'17	Q2'17	Q3'16	9M FY17	9M FY16	FY 16
Net Sales	1,044	1,002	857	2,831	2,395	3,229
Other Operating Income	20	21	20	58	55	71
Total Income from Operations	1,064	1,022	878	2,890	2,450	3,300
COGS	676	661	533	1,826	1,517	2,046
Gross Profit	388	362	344	1,063	933	1,255
Gross Margin %	36.4%	35.4%	39.2%	36.8%	38.1%	38.0%
Employee Benefits Expense	53	51	48	152	141	189
Rent including Lease Rental	109	103	96	308	279	373
Other Expenditures	125	123	99	341	275	368
Total Expenditure	287	277	243	800	695	929
EBITDA	101	85	101	263	239	325
EBITDA Margin %	9.4%	8.3%	11.5%	9.1%	9.7%	9.9%
Other Income	2	1	1	5	15	16
<i>Other Income</i>	2	1	1	5	4	6
<i>Profit from sale of investment</i>	-	-	-	-	11	11
Depreciation	48	47	40	138	116	161
EBIT	54	39	62	130	138	180
Finance Costs	30	28	33	89	102	135
PBT	24	11	29	41	36	45
Tax expense	8	4	9	14	12	16
Net profit	16	7	20	27	24	29

▶ Total Income from Operations for Q3 FY17 & 9M fy17 is Increased by 21.2% & 17.9% on YoY basis

▶ Strong double digit SSGs

▶ During the Quarter FLF invested in marketing activities substantially to create large brands & format awareness



Thank You



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