



Date: 07 September 2020

To
Dept. of Corporate Services (CRD)
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai- 400 001

Scrip Code : 536507
Scrip Code of Debt : 957150

To
Listing Department
The National Stock Exchange of India Limited
Exchange Plaza,
Bandra- Kurla Complex, Bandra (East)
Mumbai- 400 051

Scrip Code : FLFL

Dear Sir/Madam,

Ref: Notification under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Sub: Press Release

We enclosed herewith press release issued by the Company titled as “**Central & Brand Factory posts strong rebound in August Gears up for ‘Back to Normal’ sales in the upcoming festive season**”.

Kindly take the same on your records.

Thanking you,

Yours truly,

for **Future Lifestyle Fashions Limited**


Sanjay Kumar Mutha
Chief Legal & Company Secretary

Encl: as above

Central & Brand Factory posts strong rebound in August Gears up for 'Back to Normal' sales in the upcoming festive season

National, 7th September 2020: As the Unlock#4 gathers pace, sales at leading department store Central and off-price retailer, Brand Factory are growing at a faster pace every month, month-on-month. Future Lifestyle Fashion Limited, that operates the Central, Brand Factory networks and markets some of India's leading fashion brands is gearing up to bring back the business 'back to normal' by the end of the upcoming festive season.

As on date, the company has re-opened around 95% of stores, after taking all necessary precautions that protect the health and safety of its employees and customers. The company has re-opened 41 Central stores, 101 Brand Factory stores, 75 aLL stores that cater to plus-size customers and 90 exclusive brand outlets (EBOs) of its own flagship fashion brands like Lee Cooper, Indigo Nation, Scullers, Jealous 21, among others.

Almost 1 million customers walked in at Brand Factory, Central and aLL stores in the month of August, across the country. This helped Central increase its sales in August by more than 33% compared to the previous month of July. Similarly, Brand Factory increased its sales by around 50% in August, compared to the month of July. Plus size fashion retail chain, aLL has more than doubled its sales in August, compared to the previous month. Much of this increase in sales were driven by the company's flagship fashion brands like Lee Cooper, Indigo Nation, Scullers and Jealous 21.

Vishnu Prasad, Managing Director, Future Lifestyle Fashions says, "All our stores are getting ready with new fashion for the festive, as well as the wedding season. To scale this up further, we will use our strong data base of 6 million customers to create initiatives that will cater to their online and instore needs."

Ecommerce also contributed to an increasingly larger share of the company's revenues and has grown by 72% month-on-month, since April 2020. The company's ecommerce portals, AllOnline.in, BrandFactoryOnline.in and MyCentral.in now provide the entire range of merchandize and brands available, along with a similar availability on Amazon Fashion portal.

The fashion sector has been among the hardest hit businesses, since the onset of the pandemic. The entire store and supply chain network were shut during the lockdown. As the unlock began, the company's focus has been on training its staff and adhering to local government and WHO norms to ensure highest levels of health and safety for employees and customers, while opening stores and operations in a measured manner.

In June 2020, the company was able to reach only 12% of the sales it had posted in June 2019. This percentage has steadily increased every month, and crossed 50% in the month of August. The month of October marks the beginning of the festive season across the country and fashion

brands are gearing up with fresh fashion collections and merchandize that go with the celebrations. This therefore also marks a critical step towards getting back to the normal.

About Future Lifestyle Fashions Ltd (FLFL):

FLFL is India's largest integrated fashion company. It has a diversified portfolio spanning 30 fashion brands (both owned and licensed) such as Lee Cooper, Indigo Nation, Jealous 21, BARE, aLL among others. FLFL serves varied customer segments through 400+ stores spread over 6 million square feet comprising company operated chains Central and Brand Factory, EBOs, department stores and multi brand outlets. FLFL's integrated model of "design to distribution" is unique in the Indian fashion industry and primes it to gain leadership in building both fashion brands and fashion retailing. FLFL sets styles, trends and an Indian idiom of fashion and aims to develop a globally benchmarked fashion business here in India.

FOR MORE INFORMATION, CONTACT:

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