

Brand Factory kicks off its 10th year celebration with mega offers

Announces flat 50% discounts on everything with additional irresistible deals

National 5th June 2017: Brand Factory, India's leading fashion discount chain, a part of Future Lifestyle Fashion Limited celebrates 10 years of great discounts by announcing flat 50% off on everything for everyone valid from 7th to 11th June. Launched in October 2006 with its first store in Marthahalli - Bangalore, Brand Factory today has 55 stores present across the country generating revenue more than 1200 cr.

In addition to flat 50% discount on all brands, consumers will get gift vouchers worth Rs. 1000 on every bill of 10 items. Making it a super value deal, on every bill of Rs. 2000 customers will get vouchers of Rs. 2000. Not only this, customers with a birthdate of 10th of any month can purchase Converse Slippers worth Rs. 499 at Rs. 99 only. Students who have given their 10th standard exams this year can purchase stylish Umbro T-shirts worth up to Rs. 699 at Rs. 99 only.

Speaking about the celebrations, **Mr. Suresh Sadhwani, CEO, Brand Factory** says, *"We are extremely delighted to be celebrating our 10th anniversary this year. Brand Factory is based on a unique concept of offering what attracts the most to the consumers, which is nothing but value discounts on their favourite brands. We would like to thank our customers for their continual patronage for 10 years and invite them to join in our celebrations and make the most of the exciting offers."*

Brand Factory's 10 year celebration sale is from 7th to 11th June across all Brand Factory outlets in the country.

About Brand Factory:

Brand Factory gives Indian consumers the promise of revolutionizing value shopping by offering the best Indian and International brands at Smart Prices. Brand Factory promises its customers, discount shopping at an undiscounted experience. The emphasis at Brand

Factory is to offer customers the widest range of brands and categories possible at absolutely great prices in an ambience that befits the brand.

About Future Lifestyle Fashions Ltd (FLFL)

FLFL listed on NSE and BSE, is India's leading integrated fashion house. FLF has world class retail formats like Central and Brand factory along with a strong portfolio of brands such as Lee Cooper, John Miller, Indigo Nation, Scullers and Jealous 21 etc. For the 9months period ended Dec 31, 2016, FLF achieved a revenue of Rs. 2890 crs, with a strong growth of over 18% in 9MFY17 (primarily driven by robust same store sales growth). During this period, FLF achieved an operating margin of 9.3% resulting into net profit of Rs. 27 crs. FLF operates over 5.5 Million square feet of retail space which is the largest in the country. FLF has also made investments in various fashion companies which complement its existing offerings.

Future Group is the pioneer in the Indian retail sector and focuses on developing and operating modern retail networks, consumer goods brands and logistics networks for the consumption sector in India.

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