

Press Release

Future Group Retail Operations Cross Rs 100 Crore Turnover Mark On A Single Day

Mumbai, Aug 18, 2008: Future Group's retail operations registered around Rs 105 crores in total sales across its outlets on a single day, Sunday, August 18th 2008. The ongoing promotions and special offers at Future Group's retail chains, Big Bazaar, Pantaloons, Food Bazaar, Central, EZone, Home Town, Brand Factory, Furniture Bazaar, KB's Fairprice, Mobile Bazaar and Aadhar attracted unprecedented number of customer footfalls that helped Future Group achieve this significant milestone.

Commenting on the achievement of this milestone, Mr. Kishore Biyani, Group CEO, Future Group said, "We have been pleasantly surprised by the phenomenal response we have received from customers during the past week." Mr. Biyani also added, "In the midst of an inflationary scenario, crossing the Rs 100 crore turnover mark on a single day has reassured our belief that our retail operations are able to provide the best value to Indian consumers. More importantly, this could be a vital indicator that consumer confidence continues to remain buoyant in India."

The Rs 100 crore sales turnover was achieved on the last day of the Mahabachat Ke 5 Din promotions being held at 96 Big Bazaar outlets across the country. During the past five days, Big Bazaar attracted over 6 million customers at its outlets stretching from Bharuch to Guwahati and Panipat to Pallakad. In addition, special promotions and offers were also being conducted at group formats like Pantaloons, EZone and Central.

Future Group has retail presence in 64 cities and 65 rural locations across the country that cover over 10 million square feet of retail space. The group operates multiple retail chains in both the value and lifestyle segment of the market and its merchandise range covers almost every product category available in India. The highest sales were recorded in categories like apparel, luggage, furniture, electronic and consumer durables and mobile phones.

About Future Group

Future Group operates multiple businesses that have presence across the entire Indian consumption space. It operates India's leading retail chains, a financial services network, a capital and investment advisory business, life and non-life insurance companies, an extensive network of leisure and entertainment businesses and companies operating logistics, brand development and retail media businesses.

Headquartered in Mumbai, Future Group employs over 30,000 people and its group companies, Pantaloon Retail (India) Limited and Future Capital Holdings are listed on Indian stock exchanges.

Future Group believes in developing strong insights on Indian consumers and building businesses based on Indian ideas, as espoused in the group's core value of 'Indianness.' The group's corporate credo is, 'Rewrite rules, Retain values.'

For further information please contact
Mr. Atul Takle
Head - Corporate Communications
Pantaloon Retail (India) Limited
Email: mediarelations@futuregroup.in
Website: www.pantaloonretail.in