

Press Release

PDM Sports & BCCI announce the 'Future Cup'

Future Group attains exclusive rights for the India-SA Series in Ireland and India-Pak Match in Scotland

Mumbai, May 23, 2007: PDM Sports and BCCI have announced that 'Future Group' will be the sponsor for the upcoming away series to be held in Jun-July 2007. The series involving 3 matches between India & South Africa in Ireland and 1 match between India and Pakistan in Scotland will be called the 'Future Cup'.

This is the first time one single company will exclusively sponsor and leverage 100% of all sponsorship and advertising opportunities on a cricket event.

Speaking on this occasion, Mr. Kishore Biyani, Group CEO, Future Group, said, "We have been associated with cricket in various capacities before. We believe that cricket is here to stay and we as the Future Group are pleased to be associated with the future of cricket in India. This is the first time that we are taking up the complete sponsorship for a series. The future of India is the youth and this is a good opportunity for the young players to showcase their talent to the World. Future Group is pleased to be a part of this series which is sure to unearth stars for the future."

Said Mr Lalit Modi, Vice-President, Board of Control for Cricket in India, "This is the first time ever in India that a corporate has taken up the complete commercial rights for a series. We thank the Future Group for their timely support and I am sure that together we will build future cricket."

Mr. Shailendra Singh, Jt. MD, Percept Holdings, said, "We are very fortunate to have the 'Future Group' on board as a partner who is as committed to building the future of cricket. India is headed to be the youngest nation by Year 2010. The Future Group recognizes this fact and we are only happy to come together and provide a platform for the future talent of cricket. Percept has been involved with cricket over a decade and will continue to work towards the development of the game across the globe."

"The Future Group has evolved from being a retail company to a multi-product, multi-service Group with multiple consumer touch points. Cricket with its mass consumer connect was the perfect platform and hence the fit. We also believe Future Group identifies with 'India Tomorrow' and so does Future Cricket", **continued Mr Singh.**

Future Cup Schedule

- **India & South Africa - 3 match series in Ireland on June 26, 29, and July 1, 2007.**
- **India & Pakistan – 1 match in Scotland on July 3, 2007.**

Telecast Details

The matches will be simulcast live on Zee Sports & DD National with highlights on Zee Sports & TEN Sports.

About Board of Control for Cricket in India (BCCI)

The Board of Control for Cricket in India (BCCI) is the apex governing body for cricket in India. As a member of the International Cricket Council (ICC), it represents the Indian Cricket team internationally. BCCI was established in 1929 and the current President of BCCI is Hon'ble Sharad Pawar (elected 29 November, 2005).

About PDM Sports

PDM Sports is a division of PDM India, and is South Asia's leading Sports and Entertainment Solutions Company, with presence across India, Middle East and UK. PDM Sports is a division of PDM, part of Percept Holdings, a strategic holding company in the entertainment, media and communications domain. Percept Holdings has a capitalized billing of INR 16.5 billion (Dec 2006) and employs over 1,000 employees in 64 offices across 22 locations.

About Future Group

Future Group is positioned to cater to the entire Indian consumption space. It operates through six verticals: Future Retail (encompassing all lines of retail business), Future Capital (financial products and services), Future Brands (all brands owned or managed by group companies), Future Space (management of retail real estate), Future Logistics (management of supply chain and distribution) and Future Media (development and management of retail media spaces).

The group's flagship enterprise, Pantaloon Retail, is India's leading retail company with presence in food, fashion and footwear, home solutions and consumer electronics, books and music, health, wellness and beauty, general merchandise, communication products, E-tailing and leisure and entertainment.

Future Group's vision is to, "deliver Everything, Everywhere, Every time to Every Indian Consumer in the most profitable manner." One of the core values at Future Group is, 'Indianness' and its 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