

Press Release

Future Ventures Opens its First Aadhaar Wholesale

- **Rural Distribution Center set up in Gujarat to capture rural consumption through wholesale & franchisee network**
- **Set to break new grounds in the untapped rural consumption market in India**

Ahmedabad, 17th October, 2011: Future Ventures, through its subsidiary, Aadhaar Retailing Limited today announced the launch of its rural wholesale and distribution business with the opening up of its first 'Aadhaar Wholesale' store in Kalol, Gujarat.

The company plans to open 65 such Wholesale stores and the next one is coming up in Punjab. The initiative is aimed at capturing growing consumption demand in rural India through wholesale and distribution centers coupled with a franchisee network. Each of these centers will cater to rural retailers in their vicinity and provide them with a wide range of merchandise and at costs that are lower than what they currently source at. The company expects to develop around Rs 4000 crore business through this format within the near future.

The rural consumption market is estimated to reach Rs 16,70,100 crores by 2015, according to estimates by consulting firm, McKinsey. The Aadhaar Wholesale format will focus on addressing the essential demand and expanding choice of the rural consumers by creating an effective supply chain mechanism.

This first store in Kalol, near Ahmedabad is expected to support over 500 rural retailers in its vicinity. This initiative is in line with the Future Group's commitment to create livelihood and jobs in rural India. In 2011, Future Group had signed a MoU with Gujarat Government for creating livelihood and jobs in rural areas through multiple initiatives.

Speaking on the occasion, **Mr. Kishore Biyani, Group CEO, Future Group** said, "Aadhar Wholesale is our first step towards rural distribution model, offering small general traders everything they need to run their business under one roof, and enabling them to participate into a modern distribution infrastructure to grow their business. We plan to have many more such Aadhaar Wholesale stores to further strengthen the rural-modern-trade-infrastructure and thereby contributing in the development of local economy."

Apart from catering to the general trade, each Aadhaar Wholesale store will also be a single point sourcing hub for the 'Aadhaar Retail' franchisees in the rural area. Over 400 to 500 Aadhaar Retail franchisees will be attached to a single Aadhaar Wholesale stores for fulfillment of its merchandise mix.

Aadhaar Wholesale is part of the group's strategy to create a robust business model of rural distribution and supply chain catering to huge but fragmented rural market. Each Aadhaar Wholesale store will be strategically located from where it can effectively support the requirements of small and medium size kirana and general traders. Essentially the Aadhaar Wholesale will have 1500 SKUs, including processed food, personal and home care, general merchandise and kitchen appliances.

There are currently 60 Aadhaar retail outlets in rural locations in the country and Future Ventures operates the company in partnership with the Godrej Group.

About Future Ventures:

Future Ventures India Limited, a Future Group enterprise builds and invests in businesses that cater to India's consumers. Apart from Aadhaar Retailing Limited, the company supports companies in four focus areas: Fashion, Food & FMCG, Rural Distribution and Edutainment. Future Ventures investee companies operate popular Indian consumer brands like Indigo Nation, Scullers, Holii, Jealous 21, Biba, AND, Sach, Tasty Treat, Ching's Secret, Smith & Jones, Celio, Mother Earth, Daniel Hechter, Amar Chitra Katha and Tinkle. The company is listed on National Stock Exchange and Bombay Stock Exchange and is based in Mumbai.

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