



FCEL'S NEW PRODUCTS OUT TO SHOWCASE

- FCEL forays it's 3 brand new products to the consumers -

Future Consumer Enterprises Limited is part of **Future Group** that operates some of India's most popular retail networks including hypermarket chain, **Big Bazaar**, department store, Central, gourmet food store, Foodhall and electronics and home stores, Home Town and eZone, among others. FCEL plans to expand its consumer product portfolio from Foods and Spice, Snacks and Beverages to Quality Dry Fruits. They have recently announced their new products range - '**KARMIQ- Food that celebrates your youth**', '**Kara - Nail Polish remover**' and '**Tasty Treat Namkeen**'.

KARMIQ - the power house of nutrition aims to cater to the health conscious young consumers and focuses on the joy of eating healthy. Apart from the dry fruit range, KARMIQ also has three variants of olive oils under its portfolio along with canola oil and rice bran oil. KARMIQ California range of dry fruits is currently available across India. The packaging design is bright and each pack comes with a zip lock. Vacuum packs are available for cashews and walnut kernels that help prevent infestation, maintain freshness and crispness of the nuts. All KARMIQ products are available in pack sizes of 200 gms and 500 gms with a starting price of 300/-.

Taking forward the brand's emphasis on the values of innocence, naivety and candidness, the new **Kara - Nail Polish remover (Kara Wipes)** are made of poly-viscose fiber which is 100 percent natural! This new nail-care product is extremely effective as the acetone-free formulation completely removes even the darkest shade of nail paint, and the natural olive oil in the wipes prevents drying of nails and the skin surrounding the nails. Enriched with skin nourishing Vitamin E, it helps in keeping your nails nourished and moisturized at all times. Staying true to the essence of its name, each **Kara Wipe** is made of blending water and skin friendly natural ingredients with high moisture absorption capacity. This new on-the-move pack has been designed for convenience of use as you can carry it in your bag and use it anywhere, like during long-flights, classrooms, boardrooms. Also, as all the wipes come with a delightful fruity fragrance, your nails are sure to smell pleasantly post usage.

Tasty Treat is a brand that is all about satiating the needs of your tongue. We believe great food can make anybody behave inappropriately and hence the latest brand campaign - Yeh Phislee Neeyat ! With the mantra of giving utmost importance to taste, Tasty Treat introduces two new namkeens/savoury snacks "**Nimbu Chatka**" and "**Crispy Strips**". You can bid adios to control as the tanginess of the "nimboo" and crunch of potato flakes come together to make the most amazing and yummy treat for your tongue. You can have it right out of the packet or add your own tadka. To add a little

twist to this, you can mix it with onion, green chilies with a dash of lime and a sprinkle of coriander and make it the highlight of your next house party. Like we always say: Dil se khayiye, dil se khilayiye! Zindagi ko thoda aur namkeen banaiye !

About Future Consumer Enterprise Ltd

Future Consumer Enterprises Limited is part of Future Group that operates some of India's most popular retail networks including hypermarket chain, Big Bazaar, department store, Central, gourmet food store, Foodhall and electronics and home stores, Home Town and eZone, among others. Along with its partners, Bharti Enterprises, the group has presence in 244 cities and towns across India and attracts around 320 million customers through the year at its stores. Future Consumer Enterprises Limited focuses on the food and fast moving consumer goods (FMCG) sector in India. The company, along with its subsidiaries and partners, manufacturers, markets and distributes a number of food and FMCG products through a number of brands. The company has developed a nation-wide sourcing and processing network for agricultural produce and has manufacturing facilities at the state-of-the-art India Food Park. The company also operates a fast-growing network of convenience store chains that collectively operate around 400 stores. The company is headquartered in Mumbai and is publicly traded in National Stock Exchange (NSE) and The Stock Exchange, Bombay (BSE).