

Trent Hypermarket ties up with Future Consumer Enterprise Ltd to retail a wide range of products

~A first of its kind tie-up that aims to bring customers of Star Bazaar, a unique product-price proposition~

Mumbai, 3rd March, 2016: Star, a TATA & TESCO enterprise, has tied up with Future Consumer Enterprise Ltd. (FCEL), to launch a wide range of food and non-food products across Star Bazaar stores.

Star Bazaar aims to launch close to 148 SKUs across 10 FCEL brands with a view to provide their customers a unique product price proposition.

FCEL's portfolio includes popular consumer brands in the food category like 'Sunkist', 'Tasty Treat', "Karmiq" "Desi Atta" and 'Fresh & Pure'; while "Think Skin", 'Clean Mate' and 'Care Mate' constitute the non-food category. The FCEL range will be made available across large format hypermarkets of Star Bazaar in its initial phase.

While this alliance offers customers a unique advantage of accessing everyday products at a great price, the launch will also see exclusive offers and promotions for Star's Club card loyalty members. This association aims to serve the customers an unmatched array of products and introduce services that will see the store as a one stop destination for all daily household needs.

Speaking on the launch, **Mr. Jamshed Daboo, Managing Director, Trent Hypermarket Ltd.** said, "We are excited about our collaboration with Future Consumer Enterprise to retail their flagship brands. With this tie-up, we will be bringing our customers an extensive range of high quality food products and non-food merchandise. Our objective is to enhance our existing range and ensure we address the growing needs of customers to access unique products at affordable price points"

Mr. Kishore Biyani, Group CEO, Future Group said, "This is a new beginning for us at Future Consumer Enterprise where we would distribute our products through large modern store formats and reach more and more consumers. I can't be happier that this new journey is starting with a group like Tata." He further added, "The extensive range of our quality products in food and home & personal care categories would soon be available at other modern retail formats, cash and carry and wholesale stores and in general trade as well"

Mr. Devendra Chawla, Group President, Future Group said, "FCEL is pleased to partner with Star bazaar (Trent Hypermarkets) for introducing FCEL brands, which is on its way become one of the finest Indian Food and FMCG Company. Future Consumer Enterprise Brands have expanded their reach pan India through Nilgiri's, KBFP/KBCY, Big Apple, Aadhar& Easy Day stores and are present in almost 750 outlets including Big Bazaar. With this strategic alliance we would be increasing our reach to 3Mn additional customers of Star Bazaar."

About Star

Star, a Tata-Tesco enterprise, is a multi-format retail chain present in Maharashtra and Karnataka. Star is a unit of Trent Hypermarket Ltd (THL) which is a part of the Trent Ltd, a Tata Group company. Star is positioned to provide a modern shopping environment for customers to shop across multiple product categories with a focus on Fresh produce, Customer Service and Convenience. Star operates 22 stores (10 hyper markets, 9 convenience stores, 3 super markets) across Mumbai, Pune, Kolhapur, Aurangabad and Bengaluru.

About FCEL

Future Consumer Enterprise Ltd (FCEL) is in the making to be one of the finest Food and FMCG Companies in India. FCEL has strong portfolio of Brands – Tasty treat, Premium Harvest, Golden harvest, Sunkist, Veg Affaire, Fresh & Pure, Sangi's Kitchen, Desi Atta Co, Karmiq, KARA, CleanMate, CareMate, Think Skin, etc, spread across FMCG categories of Processed Foods, home care, personal hygiene, personal care & Staples. Many of these brands have emerged out of Indian consumer insights and are going to play the role of category creators in their respective spaces.