

Ref: FLFL/IP/Q3/ 2021-22

11 February 2022

To  
Dept. of Corporate Services (CRD)  
BSE Limited  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai - 400 001.

To  
Listing Department  
The National Stock Exchange of India Limited  
Exchange Plaza,  
Bandra - Kurla Complex, Bandra (East),  
Mumbai - 400 051.

Scrip Code : 536507  
Debt – Scrip Code: 957150

Scrip Code : FLFL

Dear Sir/Madam,

**Sub: Presentation on Financial Results**

Please find enclosed herewith the presentation on the Un-audited Financial Results of the Company for the Quarter ended 31 December 2021.

The aforesaid presentation is also available on the Company's website [www.futurelifestyle.in](http://www.futurelifestyle.in).

Kindly take the above information on your records

Thanking you,

Yours faithfully,

For **Future Lifestyle Fashions Limited**

  
**Sanjay Kumar Mutha**  
Company Secretary

Encl: As above

# Future Lifestyle Fashions

Investor Update

Q3FY22



This report contains forward-looking statements, which may be identified by their use of words like 'plans', 'expects', 'will', 'anticipates', 'believes', 'intends', 'projects', 'estimates', or other words of similar meaning. All statements that address expectations or projections about the future, including but not limited to statements about the Company's strategy for growth, product development, market position, expenditures, and financial results are forward-looking statements. Forward-looking statements are based on certain assumptions and expectations of future events. The Company cannot guarantee that these assumptions and expectations are accurate or will be realized. The Company's actual results, performance or achievements could thus differ materially from those projected in any such forward looking statements. The Company assumes no responsibility to publicly amend, modify or revise any forward-looking statements, on the basis of any subsequent developments, information or events.

The Company may alter, modify or otherwise change in any manner the content of this report, without obligation to notify any person of such revision or changes. This report cannot be copied and/or disseminated in any manner.

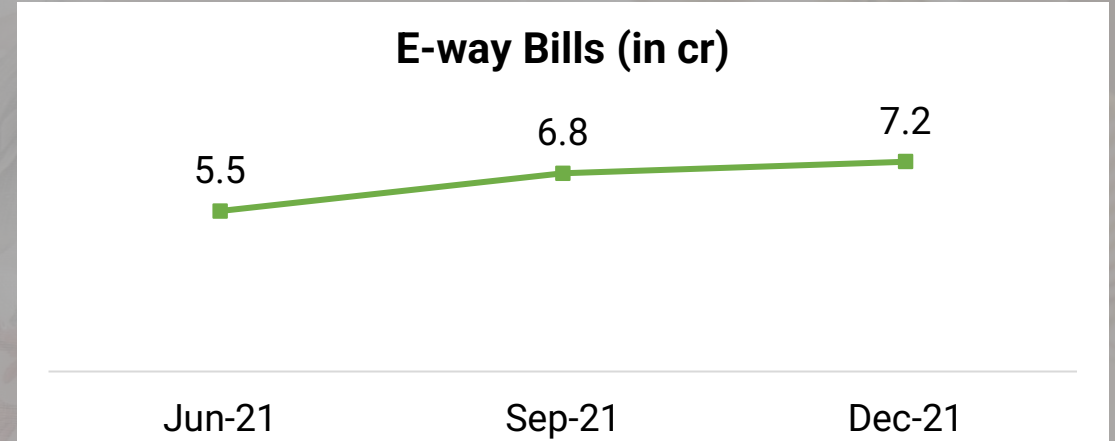
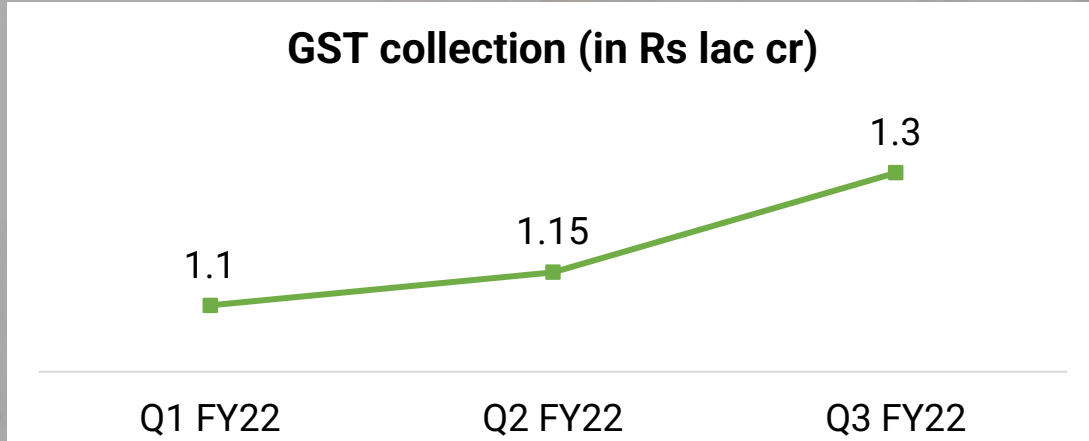
The Company has assessed the impact of the countrywide lockdown imposed to curtail spread of COVID-19 pandemic, on its business operations and financial status and has considered all relevant information available up to the date of approval of financial results, in determination of the recoverability and carrying value of its financial assets and non-financial assets. The impact of COVID-19 pandemic and consequent global slowdown of business and uncertain overall economic environment may affect the underlying assumptions and estimates used to prepare the Company's financial results, whereby actual outcome may differ from those assumptions and estimates considered as at the date of approval of these financial results.



# Agenda

- 1. Economy & Consumer Insights** 03
- 2. FLF Q3 Highlights** 08
- 3. Q3 FY22 Financial Performance** 19

# Economic Indicators improved during Q3, indicating optimism



- Macro-economic indicators improved during Q3. However, certain sectors remain impacted and are yet to reach pre-covid levels.
- Domestic air passenger traffic recovery is at 56% during Apr-Dec21 (vs Apr-Dec 20).

# Consumer Confidence (for future) in upswing except Price trends and Spending

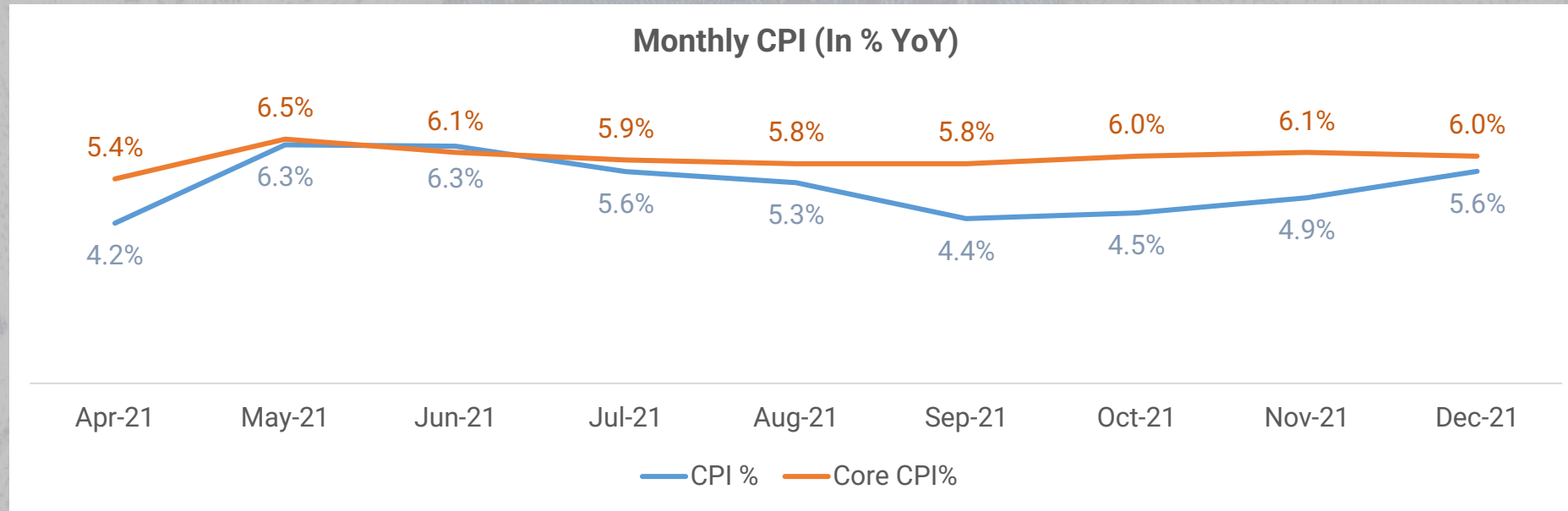
## Summary based on Net Responses

Main Variables	Current Perception compared with one-year ago			One year ahead Expectations compared with current situation		
	Sep-21	Nov-21	Change	Sep-21	Nov-21	Change
Economic Situation	-57.4	-54.2	↑	1.5	5.2	↑
Employment	-57.6	-46.4	↑	7.9	15.4	↑
Price Level	-90.6	-94.5	↓	-64.4	-66.0	↓
Income	-47.8	-40.6	↑	31.3	35.4	↑
Spending	41.9	47.1	↑	58.8	58.2	↓
Consumer Confidence Index	57.7	62.3	↑	107.0	109.6	↑
↑	Positive Sentiments with sign of improvement compared to last round		↑	Negative Sentiments with sign of improvement compared to last round		
↓	Positive Sentiments with sign of deterioration compared to last round		↓	Negative Sentiments with sign of deterioration compared to last round		
↔	Positive Sentiments with no change compared to last round		↔	Negative Sentiments with no change compared to last round		

- Sentiments on future situation is positive but with mixed signals on price and spending.
- Given the uncertain times, consumers are taking a more cautious approach while doing discretionary spending.

Source: RBI Consumer Confidence Survey Nov-21

# Inflationary pressure continue across Sectors and Industries



- CPI inflation averaged 5% in Q3 FY22 (vs 5.1% in Q2 FY22) while Core inflation (ex-food, fuel and light), averaged at 6% (vs 5.8% in Q2 FY22).
- Inflationary pressure continue on account of:
  - Food inflation
  - Sector-specific demand-supply mismatches
  - Spillovers from rising global commodity prices
  - **Elevated prices of industrial raw materials, crude oil prices, logistics, energy, cotton & yarn leading to supply chain disruptions**
- Restricted imports from China is also impacting various product categories and supply chain.

- Economic recovery improved in Q3 over previous quarters, reaching pre-pandemic levels. However, different sectors are at different levels of recovery.
- Consumer confidence has improved over the last quarter and exhibit positive outlook for future but still have concerns over inflation and spending.
- Inflation and rising raw material costs, coupled with supply chain disruptions pose a big threat to various sectors. Increased cotton yarn prices is impacting Fashion business margins.



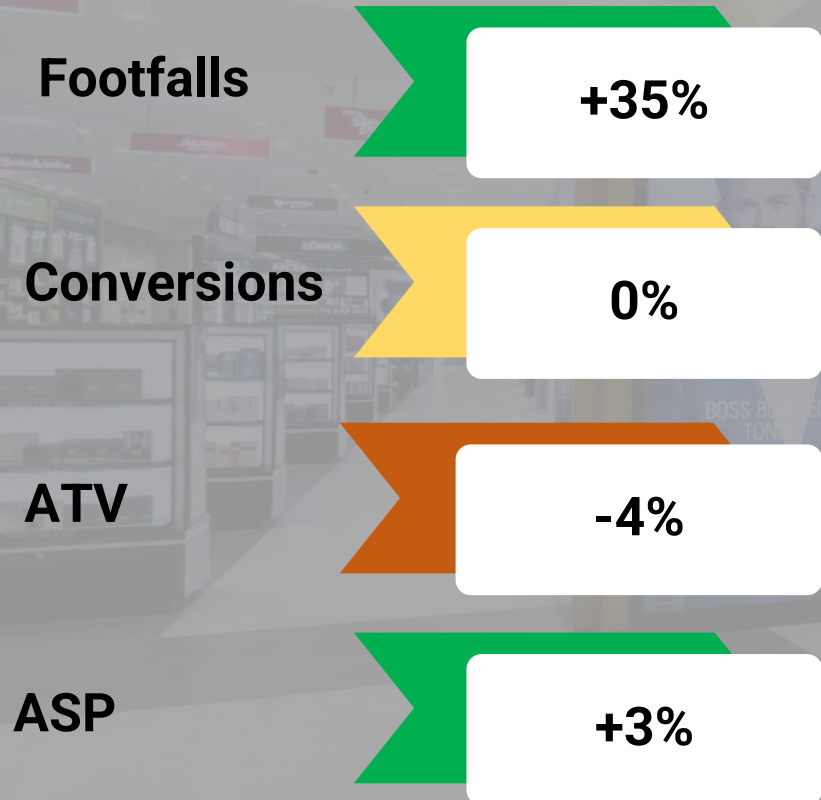


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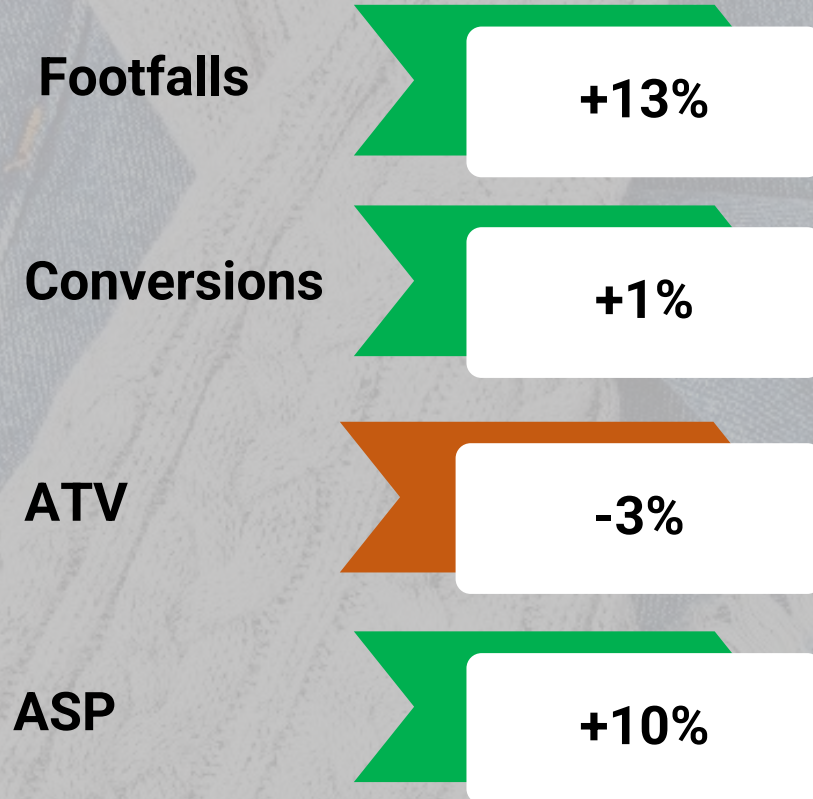
1. Drive higher business recovery with higher Gross margins
2. Drive recovery through Brands
3. Continue building Omni-capabilities
4. Sustain Operating Cost efficiencies

Q3 FY22 vs Q3 FY21



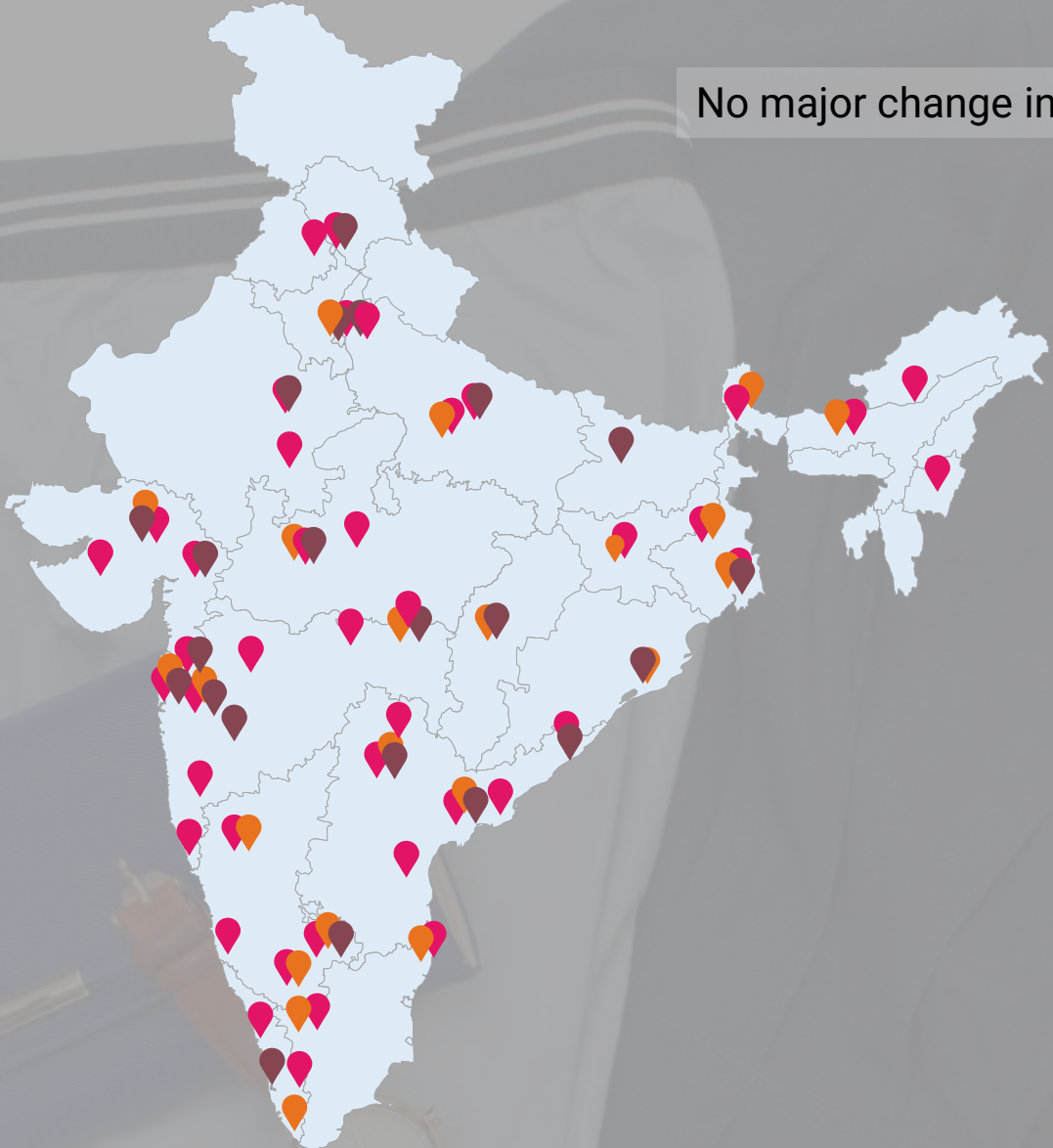
- Stores were operational for 99% during Q3
- Revenue achieved 1.3X of Q3 FY21
- Internal brands contribution at 20% in Q3 FY22
- Improvement in Gross margin% by 6.4% over Q3 FY21 due to markdown reduction

## Q3 FY22 vs Q3 FY21






- Stores were operational for 99% during Q3
- Revenue achieved 1.13X of Q3 FY21
- Internal brands contribution at 33% in Q3 FY22
- Improvement in Gross margin% by 9.2% over Q3 FY21 due to markdown reduction

No major change in store count and area.



 Store count

	Sep 21	Dec 21
 CENTRAL BRAND.NEW	46	46
 BRAND FACTORY	106	107
 EBOs	181	178
<b>Total</b>	<b>333</b>	<b>331</b>
<b>Area (mn Sqft)</b>	<b>7.6</b>	<b>7.6</b>

Note:- Includes numbers of Lee Cooper business Stores. Map is not to scale



## Opened Ranchi store in Q3

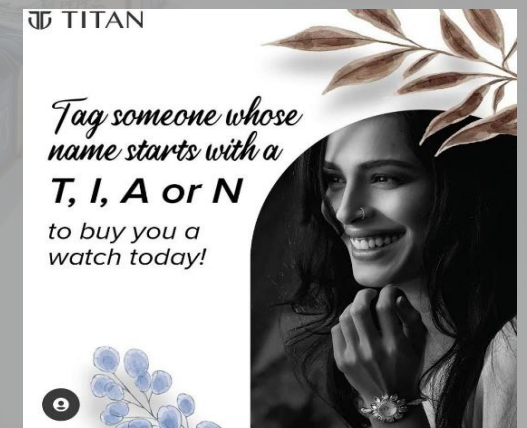
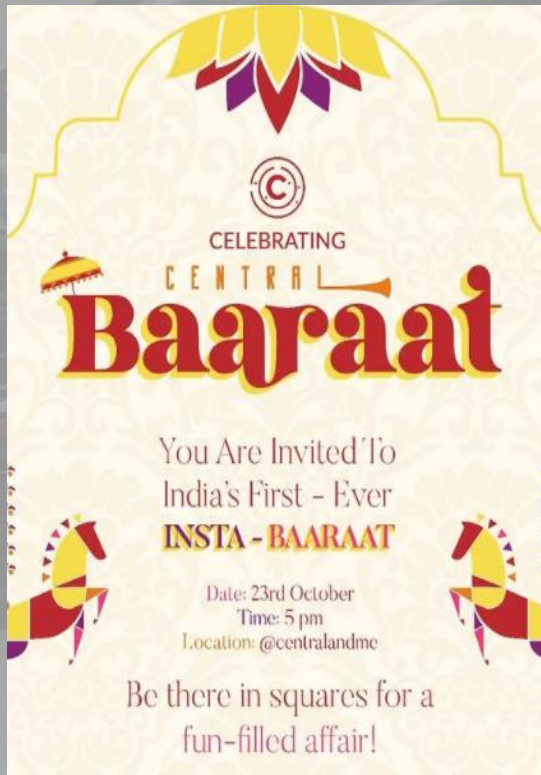
- Date of opening: 1 December 21
- The store is Brand Factory's first store in Jharkhand.
- It is 25,000+ sq ft, G+2 format. Store is at Lalpur Chowk, prime location of Ranchi.
- Ranchi being an educational hub, store catchment is youth oriented.
- Expected business of Rs 18-20 cr in FY 23



**Central Baraat**  
**First Ever Insta Baraat**  
**Total Views: 20 lac+**

**TRENDSTAR -**  
**#pauseAndPlay Challenge**  
**Total Views: 5 lac+**

**TITAN**  
**Total Reach: 25 lac+**





**New Brand launch**



**Ladies Western**  
100k views



**Mens Casual Reel**  
30K views

**Winter Campaign Amplification**

Influencers showcasing winter categories  
Reached 10 lac+ people



**Regional Festivals**

Multi-media approach to drive traffic during regional festivals in Bhubaneswar, Cuttack

**Prathamashstami Shopping Festival**  
28 ନଭେମ୍ବର ପର୍ଯ୍ୟନ୍ତ

**ଦିବସ ସ୍ପେషାଲ**  
କିଣନ୍ତୁ 2 @ **50%** ଡାଫ୍  
ସବୁକିଛି ଇସପରେ

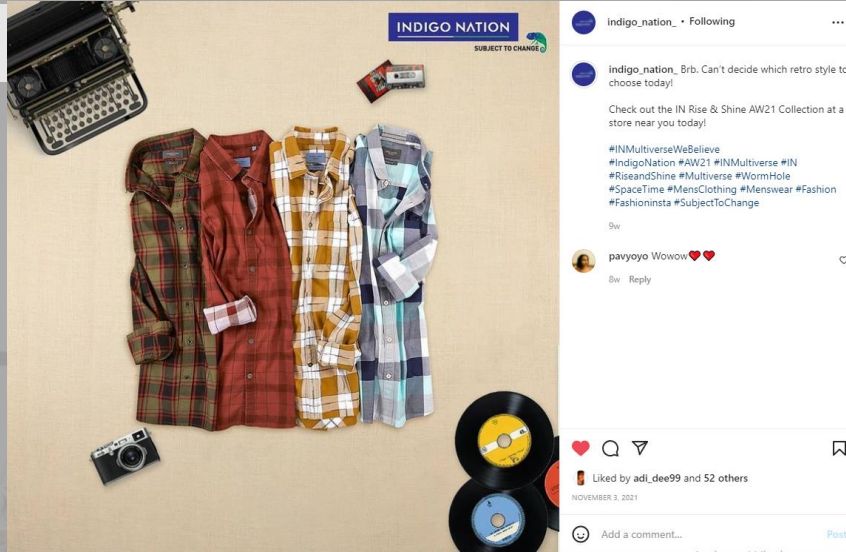
**ସ୍ପେନାଲ୍ ସ୍ପେସାଲ**  
ପ୍ଲାଇଁ **₹399**  
ଏନ୍ତ୍ରୀକର୍ମ ଇସପରେ **₹899** ପର୍ଯ୍ୟନ୍ତ

ପ୍ଲାଇଁ **₹799**  
ଏନ୍ତ୍ରୀକର୍ମ ଇସପରେ **₹1499 - 1999**

ଅନ୍ୟାନ୍ୟ ବ୍ରାଣ୍ଡ୍‌ସ୍: JUNIPER, Aarav, KILLER, etc.



### Indigo Nation



### Jealous 21

### John Miller



### Scullers

## Fabulously Festive with Sakshi Sindwani



## Festive Campaign



Kicked off the festive season with our Hero campaign

## aLL awards



Acknowledged our audience & ended the year with aLL awards

- Create buzz around the Festive Collection Launch and promoted the range via social media
- Boosted performance with live sessions & styling workshops

- Relevant products for spring season. Capitalise on wedding season.
- Footfall & ticket size improvement. Relevant marketing activities to increase footfalls post Third wave.
- Inventory build-up
- Continuous reduction of markdown and improvement of operating margins. Sustain cost efficiencies.
- Scale up of talent.



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# Financial Performance Q3 FY22 FLF Standalone and Consolidated

Income Statement Particulars	Standalone		Consolidated	
	Q3 FY21	Q3 FY22	Q3 FY21	Q3 FY22
Revenue from Operations	917	1,194	950	1,255
COGS	672	804	696	846
Gross Profit	245	390	254	409
Gross Margin %	26.7%	32.6%	26.7%	32.6%
Employee Benefits Expense	49	73	54	76
Rent including Lease Rental	21	42	21	42
Other Expenditures	118	136	132	172
Total Expenditure	189	251	207	289
Other Income	13	15	13	15
EBITDA	70	153	60	135
EBITDA Margin %	7.6%	12.8%	6.3%	10.7%
Depreciation	139	161	144	161
EBIT	(70)	(7)	(84)	(27)
Finance Costs	87	81	88	83
Exceptional loss	-	-	-	-
PBT	(157)	(88)	(172)	(109)
Tax expense	0	-	(2)	(0)
Share in Net Loss of Associates and Joint Ventures	-	-	(4)	(3)
Other Comprehensive Income/(Loss)	0	0	0	0
<b>Net profit</b>	<b>(157)</b>	<b>(87)</b>	<b>(173)</b>	<b>(111)</b>

# Financial Performance 9M FY22 FLF Standalone and Consolidated

Income Statement Particulars	Standalone		Consolidated	
	9MFY21	9MFY22	9MFY21	9MFY22
Revenue from Operations	1,385	2,252	1,445	2,387
COGS	997	1,517	1,044	1,619
Gross Profit	388	735	401	767
Gross Margin %	28.0%	32.6%	27.8%	32.2%
Employee Benefits Expense	132	185	144	196
Rent including Lease Rental	45	81	45	81
Other Expenditures	290	340	318	417
Total Expenditure	467	606	507	694
Other Income	39	36	39	36
EBITDA	(41)	165	(67)	109
EBITDA Margin %	-3.0%	7.3%	-4.7%	4.6%
Depreciation	441	491	453	494
EBIT	(482)	(326)	(521)	(386)
Finance Costs	253	251	257	257
Exceptional loss	-	-	-	(7)
PBT	(735)	(576)	(778)	(650)
Tax expense	1	-	(7)	(16)
Share in Net Loss of Associates and Joint Ventures	-	-	(14)	(35)
Other Comprehensive Income/(Loss)	1	1	1	1
<b>Net profit</b>	<b>(735)</b>	<b>(576)</b>	<b>(784)</b>	<b>(668)</b>



**Namaste !**

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