



09 October 2015

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

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

Fax Nos.: 22723121

Fax Nos. 26598237

Re: BSE Scrip Code: 536507
Re: Scrip Code of Debt: 950223 /
946822 / 947433

NSE Symbol: FLFL

Dear Sir/Madam,

Sub: Press Release titled "Patanjali Ayurved and Future Group Join Hands"

This is to inform that the Company has joined hands and signed marketing agreement for promoting, distributing and marketing Patanjali Ayurved products in modern trade. The press release issued in this respect is enclosed herewith for your reference and information.

Kindly take the same on record.

Thanking you,

Yours faithfully,
For ~~Future Lifestyle Fashions Limited~~


Sanjay Kumar Mutha
Chief-Legal & Company Secretary

Patanjali Ayurved and Future Group Join Hands

- *Future Group to promote, distribute and market Patanjali Ayurved products at their modern trade counters*
- *Marketing agreement between two Bhartiya companies aimed at evolving the fast growing market for high-quality FMCG products born from the timeless science of ayurveda and good health*

New Delhi, 9th October 2015: Future Group and Patanjali Ayurved today announced a marketing partnership that will focus on growing the popularity and access for health-positive, ayurvedic FMCG products amongst millions of consumers in Bharat .

Patanjali Ayurved offers the entire range of FMCG products in food, staples, nutrition, hair care, skin care, dental care and toiletries that provide a far healthy alternative to similar products available in the market. Its focus on using the timeless and indigenous knowledge of herbs and medicines, coupled with technology-led, state-of-the-art processing facilities and offering these products at a great value for money, has helped Patanjali Ayurved become the country's fastest growing FMCG company.

Future Group will set up an office for storing the goods of Patanjali Ayurved in Haridwar to market and distribute these products in modern trade through all its food-led formats. The entire range of Patanjali products will be available across Big Bazaar and subsequently through its other chains such as KB's, Aadhaar and Nilgiris in over 245 cities and towns across India.

Speaking at the launch of this partnership, **Swami Ramdevji Maharaj** said, "*Our Patanjali is truly a brand that is made in Bharat, made for Bharat and made by Bhartiya,*"

"After ignoring this segment for so long and now seeing Patanjali's success, almost all multinational FMCG companies are trying to bring in ayurvedic products. We wanted to join our hands with the pioneers and the originators of the idea who made ayurvedic FMCG products accessible for every Bhartiya." said **Kishore Biyani, Group CEO, Future Group**, and added, "*Together with Patanjali Ayurved, we feel we can create a strong swadeshi alternative to all daily use goods that we in Bharat use.*"

For further information, please contact:

Swetank Jain
Chief Communications Office, Future Group
Mobile: 9819840045. Email: swetank.jain@futuregroup.in