



Date: 29 March 2017

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

**Scrip Code : 536507**  
**Scrip Code of Debt : 950223**

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

**Scrip Code : FLFL**

Dear Sir/Madam,

**Ref: Notification under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

**Sub: Transfer of Investments of the Company to its Wholly Owned Subsidiary**

Further to our communication dated 13 February 2017 and pursuant to the approval of the shareholders of the Company in their Extraordinary General Meeting held on 24 March 2017 in respect to the caption subject, we wish to inform you that the Company has transferred its holding in its various identified investee brands to its wholly owned subsidiary FLFL Lifestyle Brands Limited (FLBL).

A press release issued on the above subject is enclosed herewith.

Kindly take the above information on your records.

Thanking you,

Yours truly,

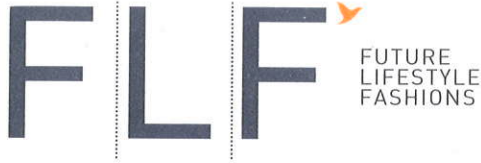
For ~~Future Lifestyle Fashions Limited~~

  
**Sanjay Kumar Mutha**  
**Chief-Legal & Company Secretary**

Encl: as above

**Future Lifestyle Fashions Limited**

Knowledge House, Shyam Nagar, Off Jogeshwari Vikhroli Link Road, Jogeshwari (East), Mumbai 400 060  
P +91 22 6644 2200, F + 91 22 6644 2201, www.futurelifestyle.in.  
CIN : L52100MH2012PLC231654



## Future Lifestyle Fashions Unlocking Value from its Investee Brands Portfolio Raising Rs.450 crs from Marquee Investors

**March 29, 2017:** Future Lifestyle Fashions Ltd (FLF) has informed the stock exchanges that it plans to raise Rs. 450 crs by unlocking value in its stake in its investee brands portfolio.

Over the years, FLF invested in multiple fashion brands backed by talented designers and entrepreneurs at early stage. FLF acquired stakes ranging from minority to majority in these brands. FLF believes that each of these brands hold significant value and has immense potential in become leading brands in their respective segments.

In line with FLF's stated intent of creating value by monetizing it's holding in these companies, FLF has (post shareholders approval on March 24, 2017) transferred its holding in these investee brands into a wholly owned subsidiary FLFL Lifestyle Brands Limited (FLBL). Post the transaction, FLF will hold 49% equity stake in FLFL Lifestyle Brands Limited. These investee companies will continue to be run independently by their respective entrepreneurs and professionals.

Given the fact that most of these brands are in their early stages of growth, the opportunity to unlock the true potential value from these investments is still a couple of year away. This transaction enables FLF to create value today by partially unlocking value in its stake. This transaction is intended at adding further value for its shareholders by reducing FLF's debt. Along with this, a small portion of these funds will also be utilized to nurture and grow these brands. As these investments mature, there is still further significant value creation potential for both FLF and the Investors by monetizing the stakes in these entities in later years. FLF has successfully demonstrated such value creation in 2013 when it sold its stake in brands like AND and BIBA for an aggregate consideration of Rs. 380 crs.

### **About Future Lifestyle Fashions Ltd (FLF)**

FLF listed on NSE and BSE, is India's leading integrated fashion house. FLF has world class retail formats like Central and Brand factory along with a strong portfolio of brands such as Lee Cooper, John Miller, Indigo Nation, Scullers, and Jealous 21 etc. For the 9 months period ended Dec 31, 2016, FLF achieved a revenue of Rs.2890 crs, with a strong growth of over 18% in 9MFY17 (primarily driven by robust same store sales growth). During this period, FLF achieved an operating margin of 9.3%, resulting into net profit of Rs.27 crs. FLF operates over 5.5 Million square feet of retail space which is the largest in the country. FLF has also made investments in various fashion companies which complement its existing offerings.

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### **Future Lifestyle Fashions Limited**

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