

Ref: FLFL/ BM/ Q1/ BSE/ NSE/ 2017-18

12 September 2017

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**

**Scrip Code : FLFL**

Dear Sir/Madam,

**Sub: Presentation to Analysts/ Investors**

Please find enclosed herewith the presentation being forwarded to Analysts/ Investors on the Un-audited Financial Results of the Company for the first Quarter ended 30 June 2017.

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 truly,

for **Future Lifestyle Fashions Limited**

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

Encl: As above



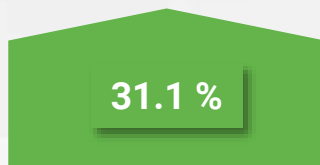
**FLF**  FUTURE  
LIFESTYLE  
FASHIONS

**Investor Update**  
Q1 FY18.

## Disclaimer

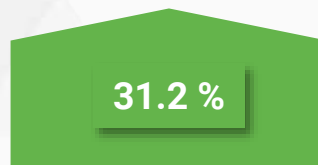
This report contains forward-looking statements, which may be identified by their use of words like 'plans', 'expects', 'will', 'anticipates', 'believes', 'intends', 'projects', 'estimates', or other words of similar meaning. All statements that address expectations or projections about the future, including 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.

**Central SSG%**



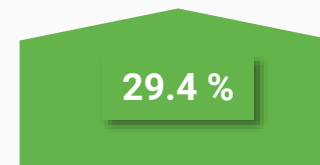
(10.0% in Q1FY17)

**Brand Factory SSG%**



(11.8% in Q1FY17)

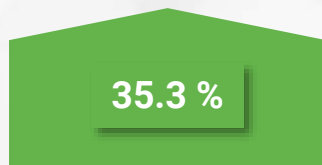
**FLF SSG%**



(10.1% in Q1FY17)

**Revenue**

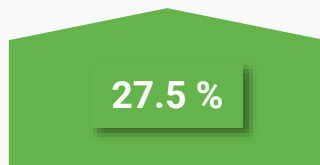
₹ 1,083 Cr in Q1FY18



(₹800 Cr in Q1FY17)

**Gross Margin**

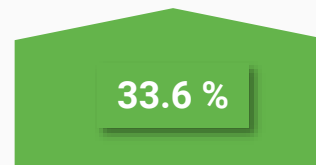
₹ 397 Cr in Q1FY18



(₹311 Cr in Q1FY17)

**EBITDA**

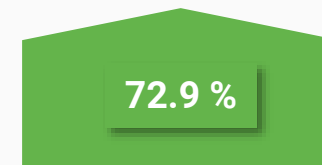
₹ 106 Cr in Q1FY18



(₹79 Cr in Q1FY17)

**PBT**

₹ 49 Cr in Q1FY18



(₹28 Cr in Q1 FY17)

Note:- From the current financial year FLF moved from Indian GAAP to Ind AS  
all figures includes numbers of Lee Cooper business undertaking after netting off Inter-company transactions.

# Promotional Events – Q1 FY18

MOTHER'S DAY



- **Jealous 21** - #WhenMomWas21# Contest - Share a trend you'd like to steal from Your Mom's wardrobe - Gift voucher worth Rs. 500.
- **Scullers** - #GoodTimesWithMom# Contest - Send a pick of your favorite memory with your Mother by Water - Lucrative, amazing & Special Prizes.
- **UMM** - #SuperMom# Contest - Share picture and videos with your Mom and tell us why is she the " Super Mom" - Win the surprise from their Mom.

INTERNATIONAL YOGA DAY

- ▶ Urban Yoga powered by "TOTAL YOGA" Celebrate International Yoga day thru calming sessions of yoga at the "Chakras Rising Tour in Bangalore (17<sup>th</sup> Jun), Pune (18<sup>th</sup> Jun) and Mumbai (20<sup>th</sup> Jun) where it is taught to live music based on the frequencies of your chakras.
- ▶ Organised refreshing Yoga sessions at SOBO Brand Factory, Mumbai.
- ▶ Urban Yoga - #YogaWithMom# Contest - Share their Mom's best Yoga advice - Win an exclusive #UrbanYoga gift hamper.



Brand Events



#ShoutOutForJustin# contest - Share a picture of their concert look and tell what makes your look stand out. Winner of this contest will get featured on Jealous21 Page.



#SWAGGYSELFIESALE# Contest -Visit Lee Cooper EBO on 25<sup>th</sup> June, click Selfie, Upload on Facebook and Instragam, tag us and take to chance to win Flat 60 % off on Apparel.



#UMMingstyle# contest - Share a picture of their best party attire and win passes of deep dictionary event at the Humming tree , Bangalore.



Held Lakme Fashion Week auditions held on 23<sup>rd</sup> June in association with Reliance. #FanOfTheWeek# contest- Send picture in cool casuals - get featured on FB page



CENTRAL BRAND. NEW

SHOP FOR ₹5000 AND GET ₹2000 WORTH UNCONDITIONAL SHOPPING VOUCHERS FREE 28<sup>th</sup> APRIL - 1<sup>st</sup> MAY

Le Cooper ORIGINAL BRITISH DENIM PRESENTS Denim LONDON CALLING SHOP FOR LEE COOPER MERCHANDISE WORTH ₹4000/- AND ABOVE AND STAND A CHANCE TO WIN A TRIP TO LONDON THE HOME OF LEE COOPER ONLY AT CENTRAL

Come, shop in a BMW! May 11<sup>th</sup> - 13<sup>th</sup> RED CARPET WEEKEND

BRAND FACTORY BEST BRANDS - SMART PRICES

FLAT 50% OFF ANYTHING & EVERYTHING 13<sup>th</sup> - 16<sup>th</sup> APRIL

SPORTS SUPER SALE FLAT 60% OFF 28<sup>th</sup> - 29<sup>th</sup> MAY ON ALL FOOTWEAR & APPAREL LAST 2 DAYS

10 YEARS CELEBRATION FLAT 50% OFF ON EVERYTHING FOR EVERYONE! LAST 2 DAYS

Iss EID, khushiyon ke saath SMARTNESS bhi baatiye. BUY 1 GET 1 FREE 18<sup>th</sup> - 20<sup>th</sup> JUNE

# New Store Launch – Q1 FY18



- ▶ Re-launch of Hyderabad Central Store on 5<sup>th</sup> May with special promotion event #Hyderabad Central gets Bigger# campaign and # Central Fashion Night Out #
- ▶ Grand Opening of First Central store in Kolkata on 24<sup>th</sup> June #Kolkata Goes Red# campaign



- ▶ Brand Factory opens its 6<sup>th</sup> store in Kolkata at Dum Dum Road on 12<sup>th</sup> Apr.
- ▶ Brand Factory opens its 7<sup>th</sup> store in Mumbai at an Iconic location "Marine Lines" on 12<sup>th</sup> May.



## EBO

- ▶ Coverstory opened its EBO store in Seawood, Grand Central, Mumbai.
- ▶ aLL opened its First EBO store in Bhopal" DB Mall, Second floor, Area Hills, Zone-I, Mharna Partap Nagar.





## Company store network

### Central

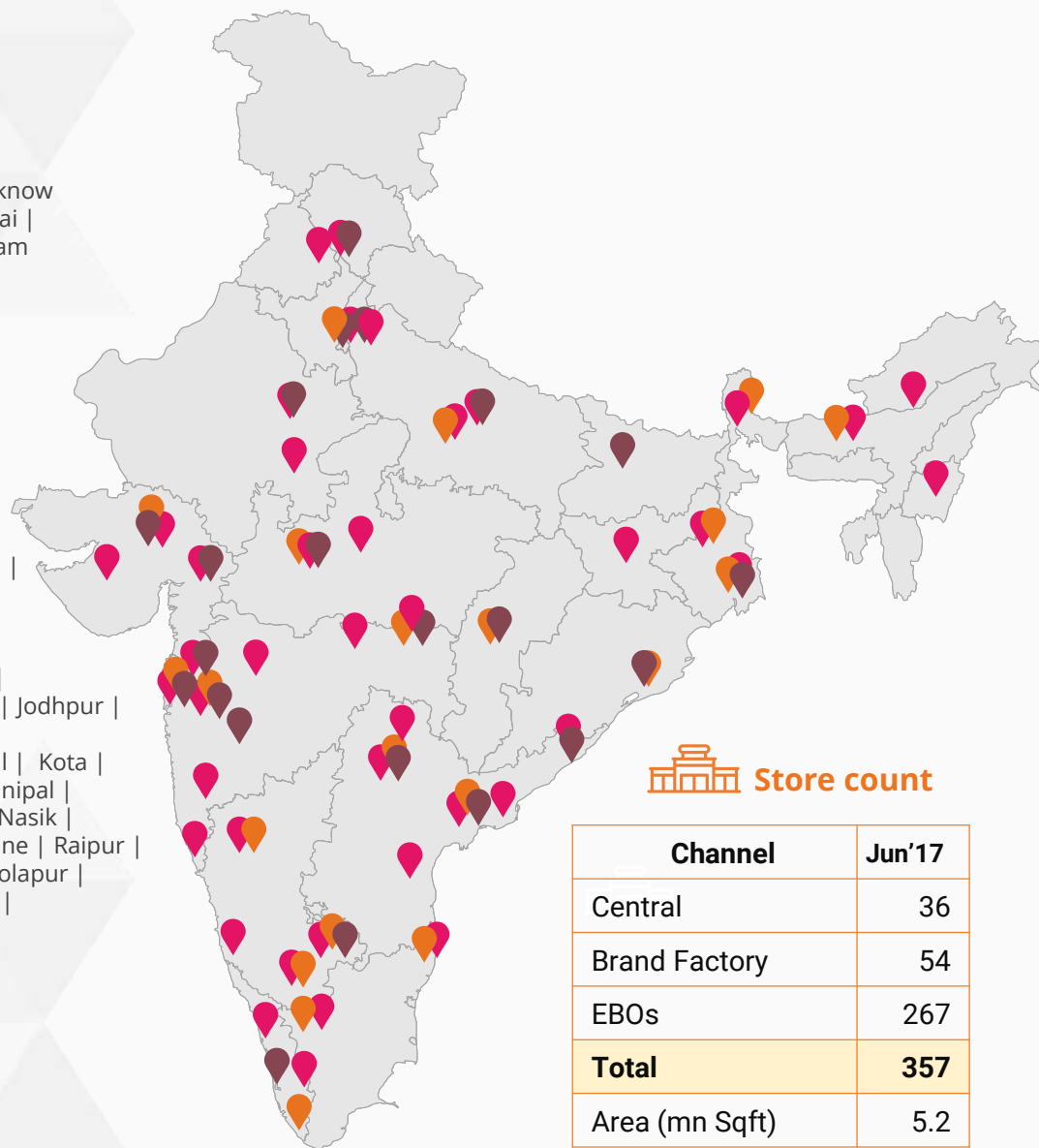
Ahmedabad | Bengaluru | Bhubaneswar | Delhi | Gurgaon | Hyderabad | Indore | Jaipur | Kochin | Kolkata | Koregaon | Lucknow | Mangalore | Mohali | Mumbai | Nagpur | Nashik | Navi Mumbai | Noida | Patna | Pune | Raipur | Surat | Vadodara | Visakhapatnam

### Brand Factory

Ahmedabad | Asansol | Bengaluru | Bhubaneswar | Coimbatore | Chennai | Delhi | Ghaziabad | Guwahati | Hubli | Hyderabad | Kanpur | Kolkata | Mangalore | Mumbai | Mysore | Pune | Raipur | Secunderabad | Thiruvananthapuram | Ujjain | Vijayawada

### EBO's

Agartala | Amalapuram | Ahmedabad | Amaravati | Aurangabad | Bengaluru | Bhimavaram | Bhopal | Bhubaneswar | Calicut | Chandigarh | Changanacherry | Chennai | Chiplun | Chittoor | Coimbatore | Deoghar | Dhule | Delhi | Erode | Ganganagar | Ghaziabad | Guntur | Gurgaon | Guwahati | Hubli | Hyderabad | Indore | Idukki | Imphal | ITA Nagar | Jaipur | Jajpur | Jalandhar | Jodhpur | Karimnagar | Kakinada | Kanchipuram | Kannur | Kanpur | Khammam | Kochin | Kothagudem | Kolkata | Kolhapur | Koppal | Kota | Kottayam | Lucknow | Ludhiana | Mallapuram | Mangalore | Manipal | Mohalli | Mumbai | Muzaffarpur | Mysore | Nagpur | Nanded | Nasik | Navi Mumbai | Nellore | Noida | Ongole | Palakkad | Panaji | Pune | Raipur | Rajahmundry | Ranchi | Ratlam | Sambalpur | Siliguri | Sikar | Solapur | Srikakulam | Surat | Thalassery | Thane | Trivandrum | Thrissur | Tirupur | Ujjain | Vadodara | Vellore | Vijayawada | Vijayanagaram | Vishakapatnam | Warangal

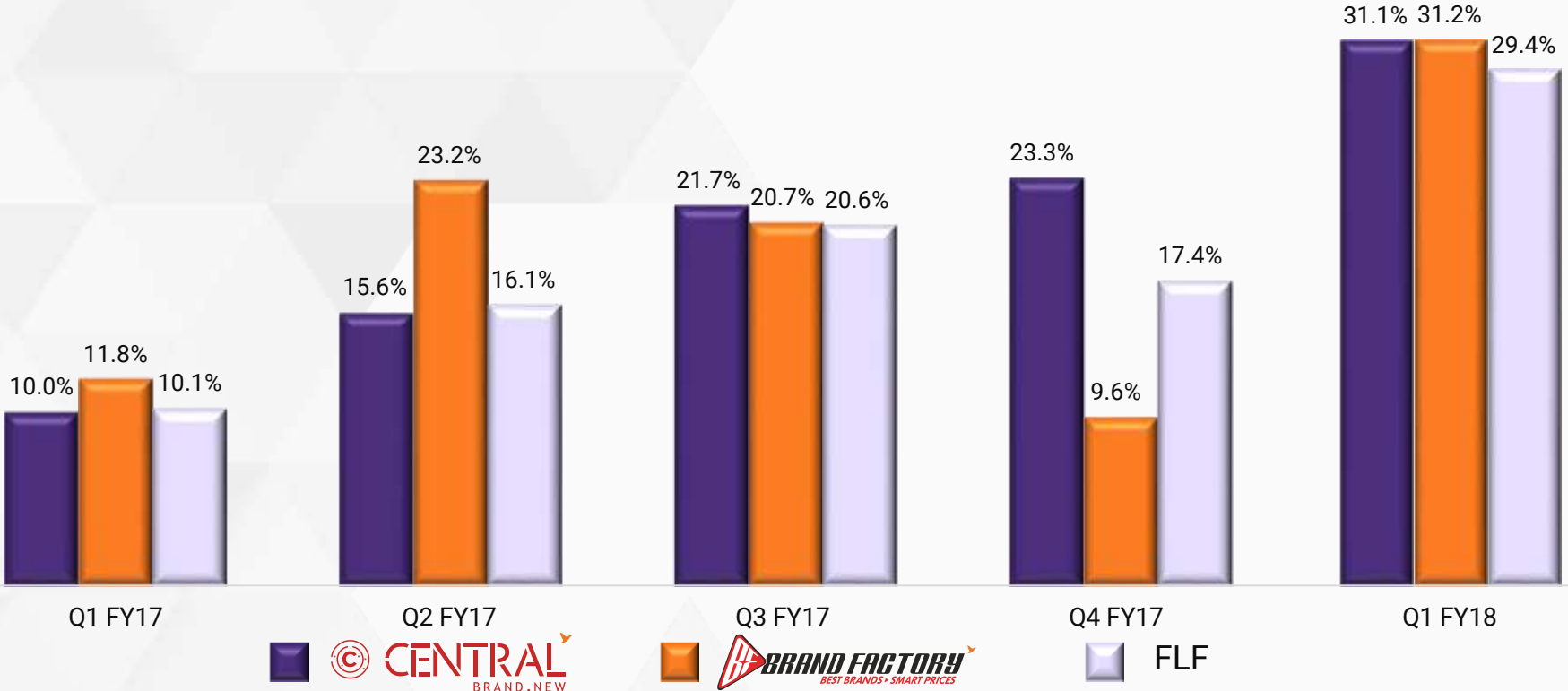


 Store count

Channel	Jun'17
Central	36
Brand Factory	54
EBOs	267
<b>Total</b>	<b>357</b>
Area (mn Sqft)	5.2

Note:- Includes numbers of Lee Cooper business Stores.

# Same Store Retail Sales Performance



▶ Continuous double digit same store growth across Central and BF in Q1 FY18 as well.

# FLF Snapshot – Q1 FY18

Total Income From Operations

Gross Profit

EBITDA Margin

PAT

Gross Space Addition (mn. sq. ft.)

Q1 FY18	<b>₹1,083 Cr</b>	<b>₹397 Cr</b>	<b>9.7%</b>	<b>₹32 cr</b>	<b>0.16</b>
Q1 FY17	<b>₹800 Cr</b>	<b>₹311 Cr</b>	<b>9.9%</b>	<b>₹18 cr</b>	<b>0.24</b>

## FLF Brands

- Contributed ~35% of Revenue in Q1FY18.
- Brands registered a growth of ~20% in Q1FY18.

## Q1 Margins

- Reported Gross Profit of ₹397 Cr and EBITDA Margins of 9.7% in Q1 FY18

## Q1 SSGs

- Retail : 29.4%
- Central: 31.1%
- Brand Factory: 31.2%

## Total Sales<sup>1</sup> Summary (₹ Cr)

Particulars	Q1 FY18	Q1 FY17
FLF Brands	418	348
- Owned Brands	115	112
- Licensed Brands	303	236
Third Party Brands <sup>2</sup>	765	527
<b>Total Sales<sup>1</sup></b>	<b>1,183</b>	<b>875</b>
Less: Consignment / SIS	55	44
Less: Taxes & Duties	66	45
<b>Net Sales after Tax</b>	<b>1,063</b>	<b>786</b>

## Top Brand Performance Q1 FY18 (₹ Cr)



1: Includes SIS & consignment sales

2: Third party brands represent non FLF brands and includes SIS sales and consignment sales

3: Retail Sales indicate Net Sales Before Tax

Note:- all figures includes numbers of Lee Cooper business undertaking after netting off Inter-company transactions.

Income Statement (₹ cr.) Particulars	Published <sup>1</sup>		Comparable <sup>2</sup>		
	Q1'17	Q1'18	Q1'17	Q1'18	Gr%
Net Sales	783	1,011	783	1,063	35.8%
Other Operating Income	18	21	18	21	16.8%
Total Income from Operations	<b>800</b>	<b>1,031</b>	<b>800</b>	<b>1,083</b>	<b>35.3%</b>
COGS	489	656	489	687	40.3%
Gross Profit	<b>311</b>	<b>376</b>	<b>311</b>	<b>397</b>	<b>27.5%</b>
Gross Margin %	<b>38.9%</b>	<b>36.4%</b>	<b>38.9%</b>	<b>36.6%</b>	
Employee Benefits Expense	48	57	48	61	25.3%
Rent including Lease Rental	100	119	100	120	20.4%
Other Expenditures	89	114	89	117	30.7%
Total Expenditure	237	291	237	297	25.3%
Other Income	5	6	5	6	17.1%
EBITDA	<b>79</b>	<b>92</b>	<b>79</b>	<b>106</b>	<b>33.6%</b>
EBITDA Margin %	<b>9.9%</b>	<b>8.9%</b>	<b>9.9%</b>	<b>9.7%</b>	
Depreciation	20	32	20	33	70.2%
EBIT	59	60	59	72	21.5%
Finance Costs	31	23	31	23	-25.5%
PBT	28	36	28	49	72.9%
Tax expense	10	13	10	17	70.6%
Net profit	18	24	18	32	74.2%

*Note: Standalone results do not include investee companies*

1: Published Income Statement without Lee Cooper as it is carved out as separate company

2: Comparable Income Statement with Lee Cooper net of Eliminations

3: From the current financial year FLF moved from Indian GAAP to Ind AS



Thank You



**FLF** FUTURE  
LIFESTYLE  
FASHIONS

**Registered and Corporate Office:**

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[www.futurelifestyle.in](http://www.futurelifestyle.in)