

**REF: FLFL/ BSE/ NSE/ 2018-19**

**April 5, 2018**

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.

Equity - Scrip Code: 536507  
Debt – Scrip Code: 957150

Scrip Code: FLFL

Dear Sir/ Madam,

**Sub.: Company's subsidiary entered into long-term license agreement for footwear under the Brand "Lee Cooper"**

This is to inform you that Future Specialty Retail Limited (FSRL), a material subsidiary of the Company entered into a long-term license agreement for extending the license to footwear category as well under the "Lee Cooper" brand owned by Iconix Brand Group, Inc. Effective from 1st April 2018, FSRL will now have the exclusive license to manufacture and market Lee Cooper clothing and footwear across all distribution channels in India and permitted territory.

A press Release issued by FSRL is attached herewith.

Kindly take the same on your records.

**for Future Lifestyle Fashions Limited**

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

Encl.: As above

## **Future Speciality Retail extends its license agreement with Lee Cooper to make it the number 1 denim lifestyle brand in India**

**National, 5<sup>th</sup> April 2018:** Future Speciality Retail Limited (FSRL), a material subsidiary of Future Lifestyle Fashions (FLF) strengthens its fashion portfolio by signing a long-term license agreement for the Lee Cooper brand owned by Iconix Brand Group, Inc. effective from 1<sup>st</sup> April 2018, FSRL will have the exclusive license to manufacture and market Lee Cooper clothing and footwear across all distribution channels in India and permitted territory.

Since 2007, Future Group has been the exclusive licensee to manufacture and market clothing for men, women and kids, presently hold through FSRL. With the long-term license for footwear, FSRL will extend its range to include footwear for men, women, girls and boys. By bringing the entire Lee Cooper product range under one licensee, Lee Cooper will emerge to be India's number 1 denim lifestyle brand.

Speaking about the agreement **Mr. Rakesh Biyani, Director, Future Group** said, "We are delighted to extend our decade-long association with Iconix Brand Group, Inc. Lee Cooper is one of our most popular brands, across all our markets, both in terms of demand and sales. By extending the product offering to include footwear, Lee Cooper will continue to lead the denim lifestyle segment. Most importantly, this agreement will give us an opportunity to strengthen and enhance our share in the growing footwear market in India.

Lee Cooper is an authentic British denim brand owned by Iconix Brand Group, the world's premier brand management company that owns a diversified portfolio of strong consumer brands across categories, such as fashion, sports and home. Currently, Lee Cooper apparel is sold at various retail outlets like Central, fbb, Brand Factory and exclusive outlets owned by Future Group. The brand is also retailed through leading fashion stores and online platforms across India. During FY 2016-17, Lee Cooper recorded a gross sales of Rs. 651 Cr. in consolidated financials of Future Lifestyle Fashions.

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

FLF markets leading international and domestic brands such as Lee Cooper, Converse, Indigo Nation, Scullers, Daniel Hechter, Giovanni, Urbana, John Miller, Jealous 21, aLL, UMM, RIG, Champion and Umbro. These brands are retailed through the company-owned department store network, Central, and other retail outlets like Brand Factory and Planet Sports, that fall

under its Registered Office: Knowledge House, Shyam Nagar, Off Jogeshwari-Vikhroli Link Road, Jogeshwari (East), Mumbai – 400 060. Most of these brands are also available at exclusive brand outlets, other department stores and fashion chains across India. The Company through its Associate company also has investments in fast growing fashion brands such as Tresmode, Mineral, Desibelle, Mother Earth, Pepperone, Famozi and Turtle and operates joint ventures with Hidesign and Clarks. With over two dozen brands and five million square feet of retail space, Future Lifestyle Fashions sets styles, trends and an Indian idiom of fashion and aims to develop a globally benchmarked fashion business here in India.

**FOR MORE INFORMATION, CONTACT:**

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