



Future Group partners with Mibelle Group, a Swiss major, to bring personal care products in India

Mumbai, August 18, 2015: Future Consumer Enterprise Limited (FCEL), a part of Future Group today announced that it will launch Indian-Swiss label personal care products in India. FCEL has entered into a joint venture with Switzerland-based Mibelle AG, a leading and recognized name in the personal care products category, with an aim to design new product concepts and market new brands in the personal care category in the Indian market. These products will be launched in early 2016.

With this move, FCEL expands particularly in consumer goods such as Personal Care in view of the rapidly growing middle class segment in India. The extensive reach of Future Group's network of over 570 outlets in 244 cities will help the products penetrate well amongst this segment.

In this endeavor, it was essential to have a trustworthy partner with a transparent business model and a good reputation such as that of Mibelle Group. Mibelle's products are known for its high Swiss quality standards and innovation. Thus with this partnership Future Group aims to capture the booming growth in this space. The products will be available in India from spring 2016. They will be manufactured in Switzerland and at the local factories.

About Mibelle Group

Mibelle Group is the common brand name of the Migros-owned companies Mibelle AG - Buchs, Mifa AG - Frenkendorf and Mibelle Ltd - UK

As a full-service customer brand manufacturer, Mibelle Group serves the three business units Personal Care, Home Care and Nutrition. With the business unit Mibelle Group Brands, it is also active in the development and management of



exclusive brands in the cosmetics sector. As an independently operating business unit, Mibelle Group Biochemistry is specialised in the research and development of active ingredients for cosmetic applications and has an outstanding reputation in the cosmetics industry worldwide.

The Mibelle Group is the number three in the European proprietary brand market. The Group has around 1,000 employees and generates sales of approximately EUR 381 million.

About Future Consumer Enterprise Ltd

Future Consumer Enterprises Limited is part of Future Group that operates some of India's most popular retail networks including hypermarket chain, Big Bazaar, department store, Central, gourmet food store, Foodhall and electronics and home stores, Home Town and eZone, among others. Along with its partners, Bharti Enterprises, the group has presence in 244 cities and towns across India and attracts around 320 million customers through the year at its stores.

Future Consumer Enterprises Limited focuses on the food and fast moving consumer goods (FMCG) sector in India. The company, along with its subsidiaries and partners, manufacturers, markets and distributes a number of food and FMCG products through a number of brands.

The company has developed a nation-wide sourcing and processing network for agricultural produce and has manufacturing facilities at the state-of-the-art India Food Park. The company also operates a fast-growing network of convenience store chains that collectively operate around 400 stores. The company is headquartered in Mumbai and is publicly traded in National Stock Exchange (NSE) and The Stock Exchange, Bombay (BSE).