

13<sup>th</sup> August, 2016

To,  
✓ Department of Corporate Services  
BSE Limited  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Mumbai-400 001  
**Scrip Code: 533400**

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

Dear Sir/Madam,

**Sub.: Intimation of Conference Call**

Pursuant to the provisions of Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please note that the Company will host a Conference Call on Friday, 19<sup>th</sup> August, 2016, at 3.30 p.m. IST /6.00 p.m. HKT & SGT to discuss on the Un-audited Financial Results of the Company for the quarter ended 30<sup>th</sup> June, 2016.

The presentation to be made to the analysts / investors is enclosed herewith.

The aforesaid information alongwith the presentation is also available on the Company's website [www.futureconsumer.in](http://www.futureconsumer.in).

Kindly take the same on record.

Yours truly,  
For Future Consumer Enterprise Limited

  
**Manoj Gagvani**  
Company Secretary & Head - Legal





*an integrated food & FMCG company*

*Sharing the Joy of Food*

*Investor Update – Q1 FY 2017*



# Disclaimer

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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.



# Contents

| S No | Particulars                                         | Page No |
|------|-----------------------------------------------------|---------|
| 1    | Business Overview                                   | 04-09   |
| 2    | Key Developments & Product Launches                 | 10-16   |
|      | Extending the Portfolio across Food & Beverages     | 11      |
|      | Exciting Launches in Personal Care Category         | 12      |
|      | Distribution Network Spanning across Channels       | 13      |
|      | General Trade Launch                                | 14      |
|      | Extending the Reach to Online Platforms             | 15      |
|      | Environment, Health and Safety Policies Implemented | 16      |
| 3    | Financial Overview                                  | 17-19   |
|      | Performance Overview - Q1 FY17                      | 18      |
|      | Consolidated Income Statement                       | 19      |
| 4    | Appendix – Key Impact Areas as per Ind-AS           | 20      |



# BUSINESS OVERVIEW



# Integrated Food & FMCG Company

## Food & FMCG Brands



## Two Strong Pillars Supporting the Furtherance of Business Purpose

### Distribution Network

- Overall distribution footprint of ~3,800 stores
  - Access to a vast network of over 770 Future Group retail outlets
  - Extended Modern trade distribution at Metro, HyperCity, Star Bazaar and Spar
  - Continue to leverage General Trade distribution of Kara and Rajasthan Fair Price Shops

### Sourcing & Manufacturing

- Strong presence in sourcing of agri commodities and fresh produces
- Dairy & Bakery manufacturing facility in Southern India
- Frozen Vegetables / Snacks and Chutney facilities
- Oats facility in Sri Lanka
- International tie-up with global brands



# FCEL - Ind AS Implementation

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- As per SEBI guidelines, Ind-AS is applicable to FCEL from 1<sup>st</sup> April 2016
- FCEL is adopting Ind-AS in a phased manner, and accordingly
  - Financial results for Q1 FY17 and Q1FY16 are as per Ind-AS requirements
  - Balance Sheet under Ind-AS will be published in the Q2FY17
- This implementation plan is as per the relaxation provided by SEBI for first time adoption of Ind-AS



# Quarter Ended Q1 FY17- At a Glance

1

On a strong revenue growth trajectory with top line growth of 57%\*\*

2

Continued on the path of profitability with an EBITDA of ₹36 mn

3

Brands like Tasty Treat (52%), Clean Mate & Care Mate (28%) continued to drive higher sales growth

4

Branded Staples (57%) and F & V Brands (277%) registered strong growth

5

Distribution footprint of over 3,800 stores including General Trade reach of ~1,000 stores

6

Completed fund raise of ₹1,340 mn from IFC on 1st Jul 2016

7

During the quarter, repaid debt of ₹1,889 mn

8

Received one notch ratings upgrade from 'CARE A-' to 'CARE A'

\*\* Adjusted for impact of convenience stores franchised since Feb'16



# Overview – Q1 FY17 vs Q1 FY16

## Top Line Growth

57%\*\*

\*\* Like to like growth, excluding impact of convenience stores franchised effective from Feb'16

**Reported Topline Growth: 35%**

## EBITDA (₹ mn)



# Portfolio: Key Brands and Categories

Brands Business Constituted ~91%<sup>(1)</sup> of Our Top Line in Q1 FY17

Food and  
Beverages  
(94%)

Branded Staples, Dairy and Bakery, Fruits and Vegetables, Snacks, Juices, Frozen Foods, Ready to Cook Foods among others



Home &  
Personal Care  
(6%)

Wipes, Body Wash, Body Lotion, Toilet and Floor Cleaners, Kitchen Aides



**Note:** Swiss Tempelle launched in Q2 FY17

1. Remaining 9% largely represents revenues from Food Park, Aadhaar and others.



# KEY BUSINESS DEVELOPMENTS



# Extending the Portfolio across Food & Beverages

- Sunkist launched exciting range of fusion drinks including Lemon Cucumber Mint, Mojito and Orange Lemon Lime flavors



- Expanded Olive Oil portfolio to include the Pure variant



- Tasty Treat now offers snacks including Crispy Strips and Nimbu Chatka

- Nilgiris introduced artisanal, wholesome range of breads fresh from the oven



- Launched fine besan coarse besan and roasted suji along with Besan Pakoda and Upwas flavors



# Exciting Launches in Personal Care Category

- Extending its Beauty On the Go positioning, Kara launched a new range of Nail Polish Remover Wipes
- Available in various fruity fragrances such as Strawberry, Lemon and Orange and are enriched with Olive Oil and Vitamin E



- Expanded Caremate's personal care offerings to include Hand Sanitizers



Launched across Big Bazaar stores in early August

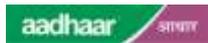
- Launch includes 6 variants – 3 Body Wash, 3 Body Lotions
- Currently establishing a network in 140 Big Bazaar stores, with plans to roll out across the entire Future Group network
- Plans to pilot the brand across General Trade and other Modern Trade channels



# Distribution Network Spanning across Channels

## Presence across leading organized retailers











- Access to a strong network of ~770 hypermarkets & convenience stores across Future Group
- Continued to expand the Modern Trade reach by adding HyperCity to the network
  - Modern trade channels including Star Bazaar, Metro and Spar witnessing strong traction
- Partnership with Rajasthan Public Distribution System extended to ~2,018 Fair Price Shops
- Continue to leverage the distribution network of Kara
- Already extended the General Trade network in Varanasi, Allahabad and Ghazipur
- Creating online presence
  - Launched Kara across leading online chains including Big Basket, Amazon, Flipkart, Nykaa, Firstcry, Babyoye
  - Launched Golden Harvest across leading online channels such as Big Basket and Amazon

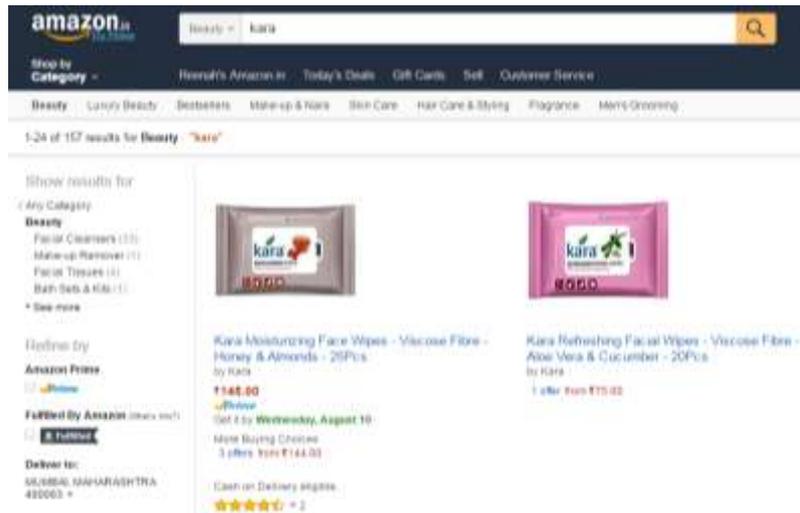


# General Trade Launch

- Extended General Trade supply to over 700 General Trade stores in Allahabad, Varanasi and Ghazipur via 4 distributors in the region



# Extending the Reach to Online Platforms



amazon.in

Search: kara

Beauty | Lushy Beauty | Bestsellers | Make-up & Hair | Skin Care | Hair Care & Styling | Fragrance | Men's Grooming

1-24 of 157 results for Beauty "kara"

Show results for:

- All Categories
- Beauty
  - Facial Cleansers (17)
  - Make-up Removers (1)
  - Facial Tissues (1)
  - Bath Sals & Kits (1)
  - See more

Refine by:

Amazon Prime

Fulfilled by Amazon (others may)

Deliver to: MUMBAI, MAHARASHTRA 400003



**Kara Moisturizing Face Wipes - Viscose Fibre - Honey & Almonds - 20Pcs**  
by Kara

**₹148.00**

Get it by **Wednesday, August 16**

More Buying Choices  
3 offers from **₹144.00**

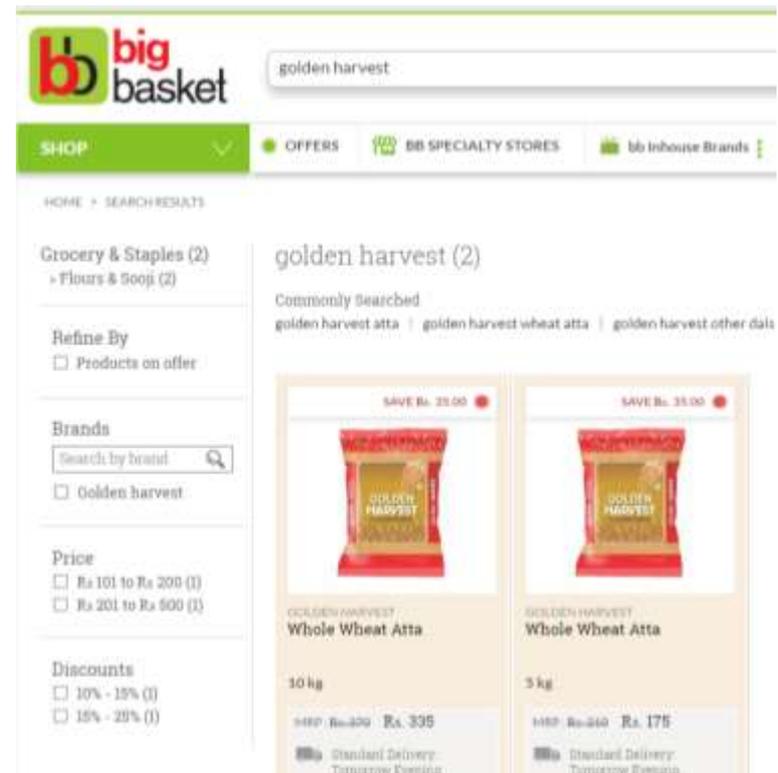
Open on Delivery options

★★★★☆ = 2



**Kara Refreshing Facial Wipes - Viscose Fibre - Aloe Vera & Cucumber - 20Pcs**  
by Kara

1 offer from **₹175.00**



big basket

Search: golden harvest

SHOP | OFFERS | BB SPECIALTY STORES | bb Inhouse Brands

HOME > SEARCH RESULTS

Grocery & Staples (2)  
> Flours & Sooji (2)

Refine By

Products on offer

Brands

Search by brand

Golden harvest

Price

₹s 101 to ₹s 200 (1)  
 ₹s 201 to ₹s 500 (1)

Discounts

10% - 15% (1)  
 15% - 20% (1)

golden harvest (2)

Commonly searched  
golden harvest atta | golden harvest wheat atta | golden harvest other dals

SAVE BIL. 25.00



**GOLDEN HARVEST  
Whole Wheat Atta**

10 kg

MRP: ₹s-400 | **₹s. 335**

Standard Delivery  
Tomorrow Evening

SAVE BIL. 35.00

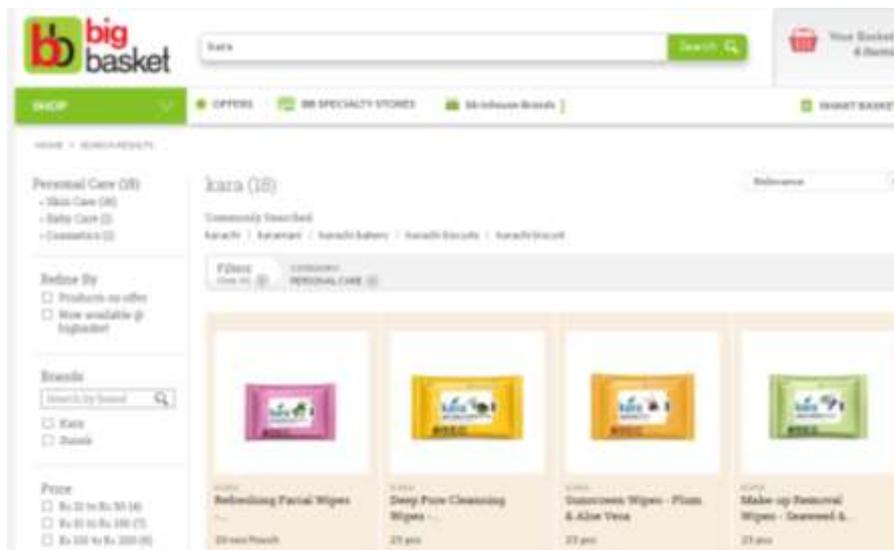


**GOLDEN HARVEST  
Whole Wheat Atta**

3 kg

MRP: ₹s-240 | **₹s. 175**

Standard Delivery  
Tomorrow Evening



big basket

Search: kara

SHOP | OFFERS | BB SPECIALTY STORES | bb Inhouse Brands | MARKET BASKET

HOME > SEARCH RESULTS

Personal Care (18)

- Skincare (9)
- Baby Care (2)
- Deodorants (2)

Refine By

Products on offer  
 Now available on BigBasket

Brands

Search by brand

Kara  
 Zandu

Price

₹s 21 to ₹s 50 (4)  
 ₹s 51 to ₹s 100 (5)  
 ₹s 101 to ₹s 200 (6)  
 ₹s 201 to ₹s 500 (2)

Commonly searched  
Aparichit | Saranand | Saranid Sahay | Saranid Shakti | Saranid Shakti

Filter

18 results



**Kara Refreshing Facial Wipes**

20 pcs



**Kara Deep Pore Cleansing Wipes**

20 pcs



**Kara Outbreak Wipes - Plum & Aloe Vera**

20 pcs



**Kara Make up Remover Wipes - Coconut & ...**

20 pcs



# Environment, Health and Safety Policies Implemented

## “SAFETY FIRST, SAFETY ALWAYS”

- Aim of creating sustainable businesses through the establishment and implementation of good international industry practices like the World Bank Group EHS Guidelines and relevant national laws, regulations and applicable requirements of stakeholders
- Focusing on occupational Health & Safety in planning and decision making
- Taking account of Occupational Health & Safety in planning and decision making of all business processes
- Providing and maintaining facilities, equipment, operations and working conditions which are safe for our employees, visitors, contractors, customers, consumers, environment and communities in and around our establishments

**Board of Directors Approved the Environment, Health and Safety Policies**



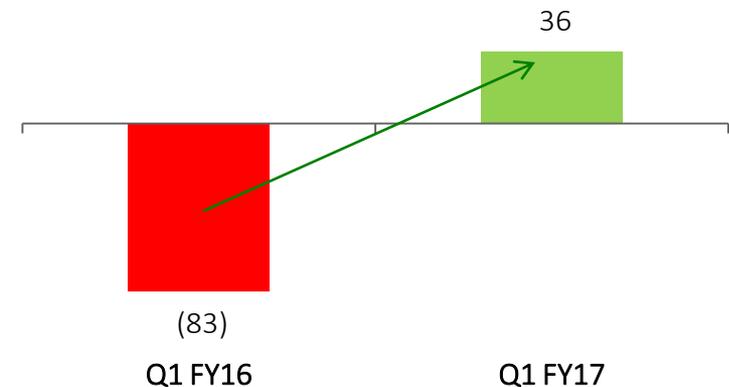
# FINANCIAL OVERVIEW



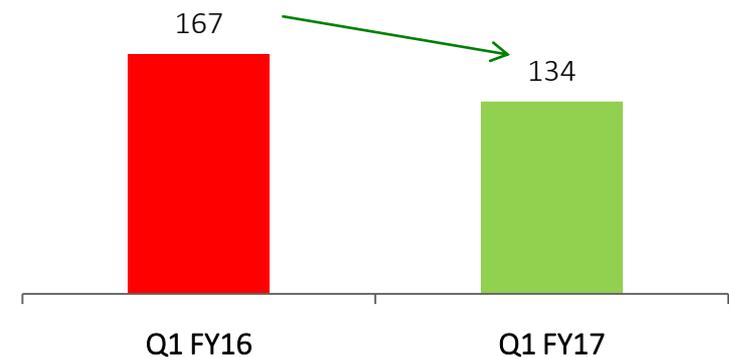
# Performance Overview - Q1 FY17

- Total Operating Income increased significantly from ₹3,449mn (Q1FY16) to ₹4,671 mn (Q1FY17) representing a 35% growth
  - **Tasty Treat** continues to register strong growth of 52% on YoY basis
  - **Branded Staples** registered a strong growth of 57% on the back of high growth in Golden Harvest
  - **Branded Fruits & Vegetables** : Soo Fresh, Go Bananas, Bloom registered combined growth of over 277% on YoY basis
  - **Home & Personal Care Brands**: witnessed high growth across brands **Clean Mate** (31%) and **Care Mate** (22%)
    - o **KARA** continued to report 18% sequential growth (vs Q4FY16); Brand was acquired in July 2015

## EBITDA Improvement on the Back of High Growth



## Interest Expense Declined by ₹ 33 mn



# Consolidated Income Statement

| Particulars (In ₹ mn)                               | Quarter Ended |            |
|-----------------------------------------------------|---------------|------------|
|                                                     | Q1 (FY 17)    | Q1 (FY 16) |
| Total Operating Income                              | 4,671         | 3,449      |
| <i>Y-o-Y Growth (%)</i>                             | <i>35%</i>    |            |
| Gross Margin                                        | 662           | 529        |
| Other Income                                        | 28            | 13         |
| Total Income                                        | 690           | 542        |
| Other Operating Cost                                | 654           | 626        |
| <b>EBITDA</b>                                       | <b>36</b>     | <b>-83</b> |
| Depreciation                                        | 77            | 73         |
| Interest Expense                                    | 134           | 167        |
| Interest Income                                     | -24           | -68        |
| PBT                                                 | -151          | -255       |
| Tax*                                                | 7             | 0          |
| Profit/(loss) in JV / Associate / Minority Interest | -49           | -36        |
| Consolidated PAT                                    | -207          | -291       |

## Financials are as per Ind-AS

- Topline witnessed a 57% like for like growth, excluding impact of convenience stores franchised effective from Feb'16
- Continued on the path of profitability with an EBITDA of ₹36mn
- Interest expense declined by ₹33mn on YoY basis
- During the quarter, repaid ₹1,889mn debt

Note: YoY and numbers are not comparable as Convenience Stores have been included only up to January'16

\* Includes the impact of discontinued operations in Q1 FY17

## Appendix – Key Impact Areas as per Ind-AS

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- Consolidation of Joint Ventures under Equity Method (Single line item of Profit / Loss)
- Measurement of financial instruments at fair value
- Bifurcation of compound instruments into equity & liability components
- Business combinations to be accounted at fair value of assets & liabilities acquired
- Government grants are treated as deferred income and shall be apportioned on a systematic basis to the stated of Profit & Loss



# NAMASTE!!

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## Registered and Corporate Office:

Future Consumer Enterprise Limited

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