FUTURE
LIFESTYLE
FASHIONS

Ref: FLFL/ BM/ Q2/ BSE/ NSE/ 2016-17

11 November 2016

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

Scrip Code : 536507
Scrip Code of Debt : 950223/ 947433

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,

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 quarter and half year ended 30 September 2016.

The aforesaid presentation is also available on the Company's website 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

FUTURE
LIFESTYLE
FASHIONS

Investor Update – Q2 FY17

July 2016 - September 2016

Snapshot – Q2 FY17 & H1 FY17

Particulars	Q2 FY17	H1 FY17
Total Income From Operations	₹1,023 cr	₹1,827 cr
Gross Profit	₹362 cr	₹677 cr
EBITDA Margin	8.3%	8.9%
PAT	₹7 cr	₹11 cr
Gross Space Addition (mn. sq. ft.)	0.29	0.52

FLF Brands

- Contributed 38% of Total Sales compared to 37% in Q2 FY16
- Brands business registered a growth of 21.5% in Q2 FY17 and 20.3% in H1 FY17

Margins

- Reported Gross Profit of ₹362 cr and EBITDA Margins of 8.3%

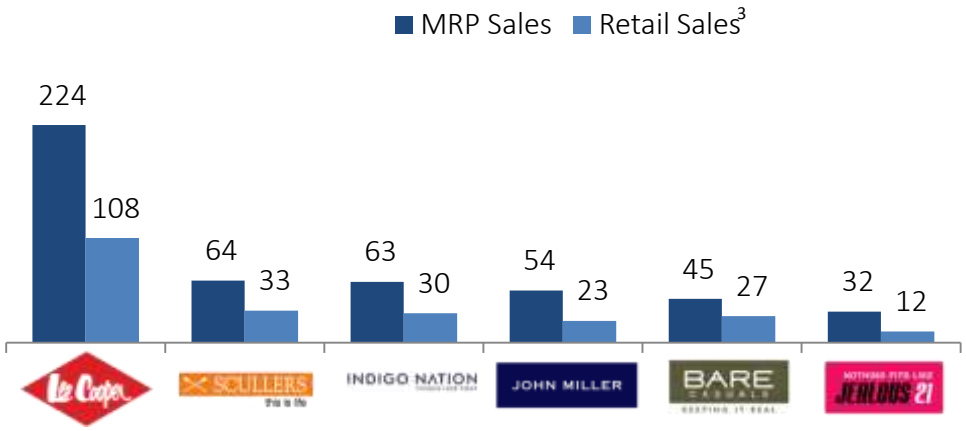
SSGs

- Retail :16.1%
- Central:15.6%
- Brand Factory: 23.2%

Total Sales[1] Summary (₹ cr)

Particulars	Q2 FY17	H1 FY17
FLF Brands	425	774
- Owned Brands	*127*	*239*
- Licensed Brands	*298*	*535*
Third Party Brands[2]	*691*	*1,218*
Total Sales	**1,116**	**1,992**
Less: Consignment / SIS	53	97
Less: Taxes & Duties	62	107
Net Sales after Tax	**1,002**	**1,788**

Top Brand Performance Q2 FY17 (₹ 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

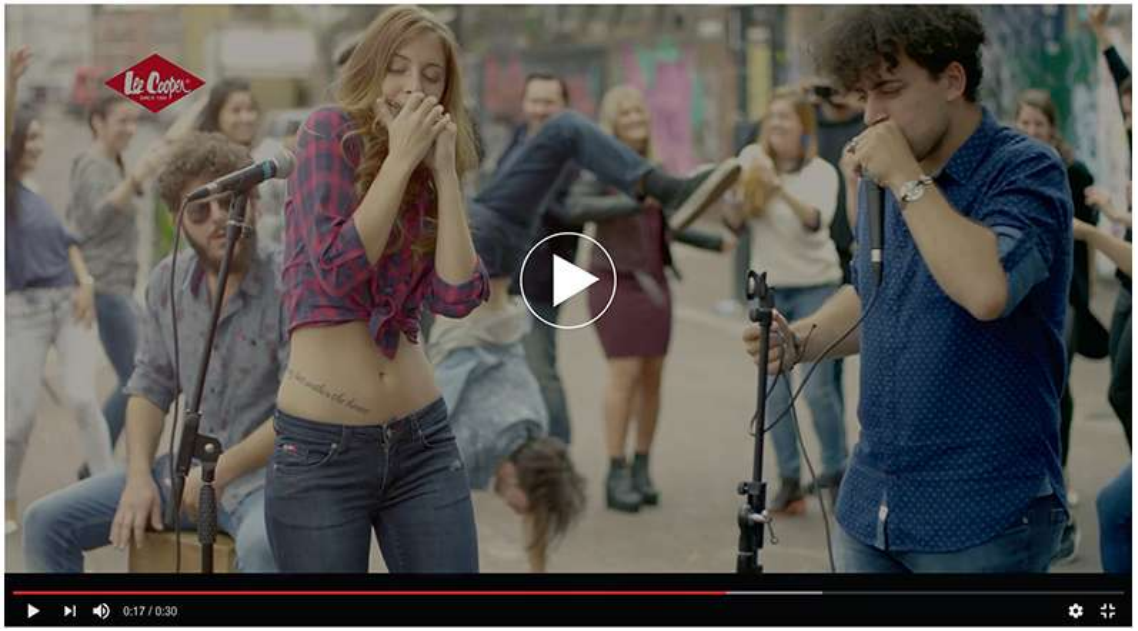
Cover Story – Launched the Autumn/Winter'16 collection

- Runway trends come to life with latest Autumn Winter collection of Cover Story
- Extended the reach of Cover Story with the launch of new store at Ambience Mall, Gurgaon

COVERSTORY

Lee Cooper - New TVC for AW'16!!

- Launched the New TV Commercial for Lee Cooper presenting the all new AW'16 collection
- This season its all about effortless fashion!!
- Commercial is being aired on over 25 television channels including leading lifestyle, movie, music and sports channels



- Taking the social media by storm with ~3M views till date

aLL Collection Launch and Promotional Events

Association with Lakmé Fashion Week

- aLL in association with Lakmé Fashion Week Winter/Festive, 2016 hosted the first ever plus-size show for men and women
- Vibrant collection from aLL, specially curated by designer Little Shilpa
- Campaign further strengthens aLL's leadership position in plus size fashion market in India

Urbana – Go Smart with Your Shirts

URBANA
THE SMART SHIRT

- Go Smart With Your Shirts, try latest collections from Urbana
  - Degree-Control range with First-of-its-kind patented Swiss textile technology
  - Anit-Spill range with Nanotex treatment at the fibre level
  - Dual Sleeve Length collection
  - Enviro collection with ease of cleaning
- Planning to launched a TV advertisement on Top English News Channels, for the first time in history at Super Prime Time Slots

AS WITH CEOs, SO WITH SHIRTS.
ONE SIZE DOESN'T FIT ALL.

DURAWHITE | DEGREE CONTROL | ANTI-SPILL | DURAPRESS | ENVIRO

ONE LEAVES NO STAINS ON THE SHIRT.
THE OTHER LEAVES NO STAINS ON THE ENVIRONMENT.

BBC NEWS	CNN NEWS18 ON YOUR SIDE	ET NOW	NDTV 24x7	indiatoday.in
9pm - 10pm	9pm - 10pm	8am - 10am	9pm - 10pm	9pm - 10pm

Media Campaigns and Events

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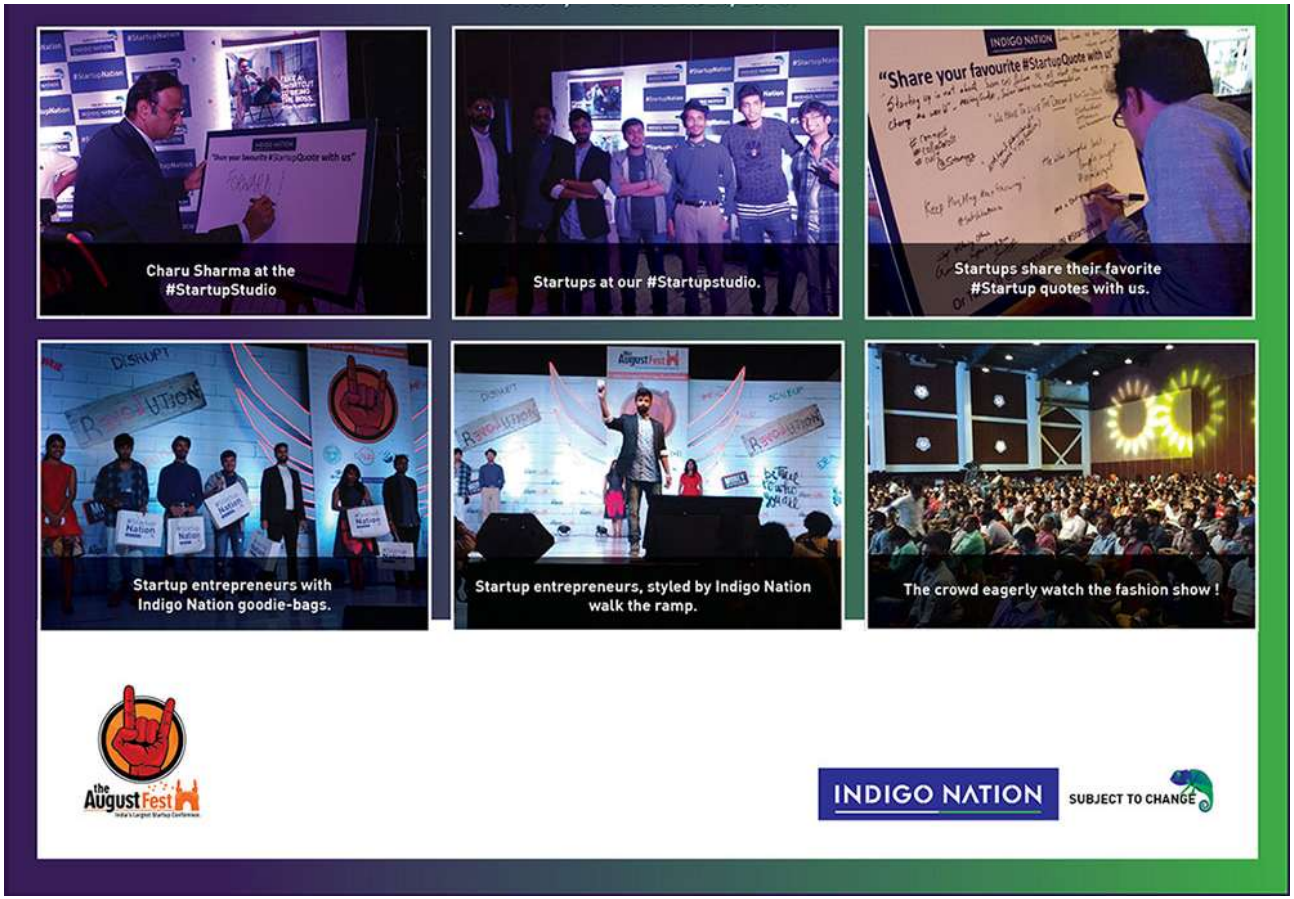
INDIGO NATION

- Indigo Nation celebrated the spirit of entrepreneurship at the Hyderabad August Fest 2016 – Asia's Largest Startup Conference
- Entrepreneurs walked the ramp styled by Indigo Nation
- Indigo Nation continues its association with the Startup Generation via such events



Media Campaigns and Events

- Umbro is now the official kit sponsor for FC Goa for 3rd edition of Indian Super League
- Umbro is the original Manchester based football brand that invented sportswear and sports tailoring
- Partnership with FC Goa is an example of a coming together of two brand leaders that have good synergy for the love of the game

- UMM (Underground Music Movement), blurs the line between underground fashion and street style with a chic attitude and an effortless vibe
- Recently launched a "DJ Contest" providing a platform for aspiring DJs to showcase their talents nationwide
- Strengthens brand essence further by association with music related events

Central Aerocity Launch –Time to Shop Gen-X Way

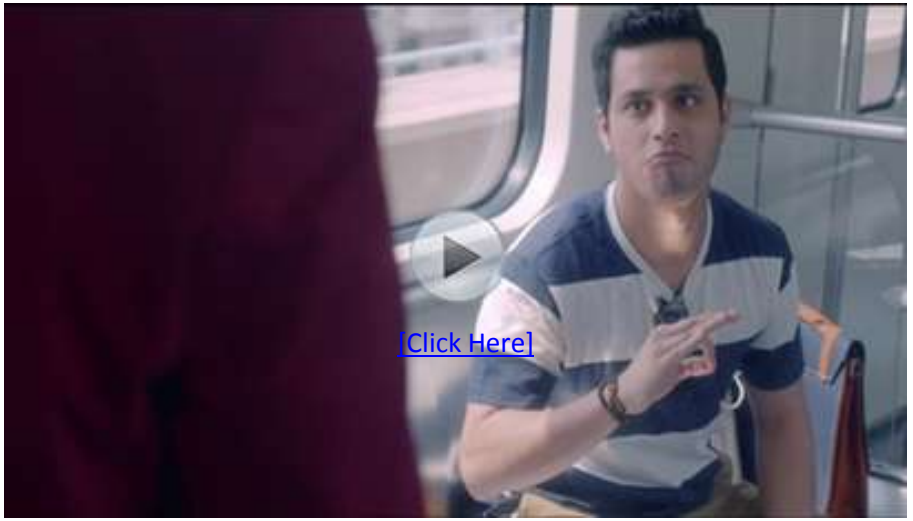
- Recently launched an iconic Central at Aerocity, New Delhi, truly depicting fashion in High Definition (HD)
- In line with focused strategy of premiumization of offerings, upgrading ambience and increasing the freshness quotient
- The amalgamation of world-class brands with experiential design at the store provides customers with a global experience while keeping in mind Indian sensitivities
- Leveraged power of social media to make the event successful

Redefining Lifestyle Retailing with Central's Unique Offerings:

- State-of-the-art fashion store now at your fingertips
- Whatsapp for an expert opinion on the latest fashion tends
- Delivery of purchases to your doorstep
- Offering High Definition Experience for the very first time
- Personalized attention towards shoppers
- One-Stop-Shop for Shoppers
- Mix of Indian and World Class Brands all under one roof, offering the ultimate luxury shopping experience

Brand Factory – Store Openings and Ad Campaign

- Brand Factory launched its first TV commercial
  - The engaging campaign focuses on best value-for-money quality of Brand Factory
  - Video went viral around 3 million views on Facebook alone!!
- Opened 2 Brand Factory stores during the quarter in Vijayawada (Andhra Pradesh) and Kolkata (West Bengal)



Growth & Expansion in Distribution Network

Retail Presence

- Operates 5.28 million square feet of retail space across fashion formats (including EBOs)
  - Gross space addition during Q2 FY17 was 0.29 mn sq ft

New Store Openings

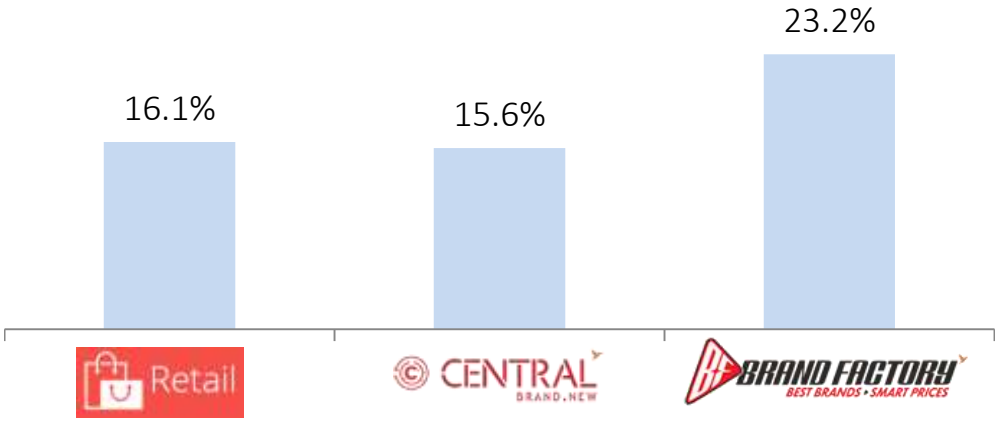
- Q2 FY17 witnessed store opening in both large store formats and small store formats
  - Opened 2 Central stores, further expanding format's presence in Mumbai and in New Delhi
  - Added 2 Brand Factory stores – opened 1st store in Vijayawada (Andhra Pradesh) while expanded presence in Kolkata (West Bengal)
  - Added 2 new aLL store – extended presence in Mumbai while opened 1st store in Jalandhar
  - Opened 6 EBOs & other small format stores:
    - Coimbatore & Erode (Tamilnadu), Ratlam (Madhya Pradesh), Hyderabad & Chitoor (Andhra Pradesh), Imphal (Manipur)

Store Network as of 30th September, 2016

Format	# of stores	Retail space (mn sq ft)
Central	33	3.42
Brand Factory	46	1.38
aLL	55	0.07
Planet Sports & Other *	52	0.14
EBOs and Others #	181	0.26
Grand Total	**367**	**5.28**

* Planet Sports and Other includes Converse
\# EBO and Others includes franchise, *I am In* and Lee Cooper brand stores

SSGs (%) for Q2 FY17



Note: Store Data as on 30th September 2016

Financial Overview

Quarterly Income Statement

Income Statement (₹ cr.)	Quarter Ended			Year Ended
Particulars	Q2 FY17	Q1 FY17	Q2 FY16	FY16
Net Sales	1,002	786	853	3,229
Other Operating Income	21	18	17	71
Total Income from Operations	**1,022**	**804**	**871**	**3,300**
COGS	660.58	489	560	2,046
Gross Profit	**361.61**	**314**	**311**	**1,255**
Gross Margin %	**35.4%**	**39.1%**	**35.7%**	**38.0%**
Employee Benefits Expense	51	48	48	189
Rent including Lease Rental	103	95	92	373
Other Expenditures	123	93	96	368
Total Expenditure	**277**	**236**	**236**	**929**
EBITDA	**85**	**78**	**74**	**325**
EBITDA Margin %	***8.3%***	***9.7%***	***8.5%***	***9.9%***
Other Income	1	2	2	16
Other Income	*1*	*2*	*2*	*6*
Profit from sale of investment	*0*	*0*	*0*	*11*
Depreciation	47	43	40	161
EBIT	39	36	36	180
Finance Costs	28	31	33	135
PBT	**11**	**5**	**3**	**45**
Tax expense	4	2	1	16
Net profit	**7**	**4**	**2**	**29**

- Total Income from Operations for Q2 FY17 stood at ₹1,022 cr
  - Increased by 17.5% on YoY basis
  - Supported by double digit SSGs
- Gross margins stood at 35.4% for Q2 FY17
- Finance costs declined by ₹5 cr on YoY basis

Financial Overview

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Half Yearly Income Statement & Balance Sheet

Income Statement (₹ cr.)	Half Year Ended		Year Ended
Particulars	H1 FY17	H1 FY16	FY16
Net Sales	1,788	1,538	3,229
Other Operating Income	38	35	71
Total Income from Operations	**1,826**	**1,573**	**3,300**
COGS	1,150	984	2,046
Gross Profit	**676**	**589**	**1,255**
Gross Margin %	**37.0%**	**37.4%**	**38.0%**
Employee Benefits Expense	99	92	189
Rent including Lease Rental	198	183	373
Other Expenditures	216	176	368
Total Expenditure	**513**	**451**	**929**
EBITDA	**163**	**138**	**325**
EBITDA Margin %	***8.9%***	***8.8%***	***9.9%***
Other Income	3	14	16
Other Income	*3*	*3*	*6*
Profit from sale of investment	*0*	*11*	*11*
Depreciation	90	76	161
EBIT	76	76	180
Finance Costs	59	69	135
PBT	**17**	**7**	**45**
Tax expense	6	2	16
Net profit	**11**	**5**	**29**

Balance Sheet (₹ cr.)	As of	
Particulars	30-Sep-16	31-Mar-16
Shareholders' Funds	1,634	1,623
Net Debt	1,036	1,126
Capital Employed	**2,671**	**2,749**
Net Non-Current Assets	1,634	1,632
Current Investments	393	375
Net Current Assets	645	742
Net Assets	**2,671**	**2,749**

- Reported a topline growth of 16.1% in H1 FY17
- Witnessed strong growth in EBITDA and Net Profit of 18.2% and 135.3% respectively during the same period
- Net Debt and Capital Employed decreased by ₹89 cr and ₹78 cr respectively during the first half of the year

THANK YOU

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.

Registered and Corporate Office:

Future Lifestyle Fashions Ltd

Knowledge House, Shyam Nagar, Off Jogeshwari - Vikhroli Link Road,Jogeshwari (East), Mumbai 400 060 ☎: +91 22 30842336 : www.futurelifestyle.in

Incase if any queries please contact: investorrelations@futurelifestyle.in