FUTURE RETAIL

Ref.: FRL/NSE/SUR/2015-16

October 9, 2015

National Stock Exchange of India Limited
Exchange Plaza,
Bandra- Kurla Complex
Bandra (East)
Mumbai- 400 051
Fax No. 26598322

Re: Scrip Code: FRL / FRLDVR

Kind Attention : Mr. Avishkar Naik / Ms. Charmi Haria

Sub: Clarification / Confirmation on news appeared on "Moneycontrol.com"

Dear Sir / Madam,

This is with reference to your letter ref no. NSE/CM/Surveillance / R -113 dated 09 October, 2015 seeking clarification with regard to news appeared on Moneycontrol.com website.

In this regard, we wish to inform you that, the Company has today signed marketing agreement with Pantanjali Ayurved Ltd for promoting, distributing and marketing Patanjali Ayurved products in modern trade.

As a listed entity, we have been submitting our intimation, once a formal decision is taken by the management or in the Board Meeting or Shareholders' Meeting of the Company or when a definitive documents are signed in respect of any particular transaction/arrangement. Accordingly, immediately after signing of the definitive documents in respect of the arrangement with Patanjali Ayurved Ltd., same has been intimated to the stock exchanges simultaneously with the press announcement.

Copy of intimation together with press release sent to stock exchanges is also enclosed herewith for your ready reference.

We hope that you will find above in order.

Thanking you.

Yours truly,
For Future Retail Ltd

Deepak Tanna
Company Secretary

Encl.: As above

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Re: Scrip Code: FRL / FRLDVR

Sub: Press Release

Dear Sir / Madam,

The Company has joined hands and signed marketing agreement for promoting, distributing and marketing Patanjali Ayurved products in modern trade. The press release issued in this respect is enclosed herewith for your reference and information.

Kindly take the same on record.

Thanking you.

Yours truly,
For Future Retail Ltd

Deepak Tanna
Company Secretary

PatanjaliAyurved and Future Group Join Hands

- *Future Group to promote, distribute and market Patanjali Ayurved products at their modern trade counters*
- *Marketing agreement between two Bhartiya companies aimed at evolving the fast growing market for high-quality FMCG products born from the timeless science of ayurveda and good health*

New Delhi, 9th October 2015: Future Group and Patanjali Ayurved today announced a marketing partnership that will focus on growing the popularity and access for health-positive, ayurvedic FMCG products amongst millions of consumers in Bharat.

Patanjali Ayurved offers the entire range of FMCG products in food, staples, nutrition, hair care, skin care, dental care and toiletries that provide a far healthy alternative to similar products available in the market. Its focus on using the timeless and indigenous knowledge of herbs and medicines, coupled with technology-led, state-of-the-art processing facilities and offering these products at a great value for money, has helped Patanjali Ayurved become the country's fastest growing FMCG company.

Future Group will set up an office for storing the goods of Patanjali Ayurved in Haridwar to market and distribute these products in modern trade through all its food-led formats. The entire range of Patanjali products will be available across Big Bazaar and subsequently through its other chains such as KB's, Aadhaar and Nilgiris in over 245 cities and towns across India.

Speaking at the launch of this partnership, **Swami Ramdevji Maharaj** said, *"Our Patanjaliis truly a brand that is made in Bharat, made for Bharat and made by Bhartiyas,"*

"After ignoring this segment for so long and now seeing Patanjali's success, almost all multinational FMCG companies are trying to bring in ayurvedic products. We wanted to join our hands with the pioneers and the originators of the idea who made ayurvedic FMCG products accessible for every Bhartiya." said **Kishore Biyani, Group CEO, Future Group**, and added, *"Together with Patanjali Ayurved, we feel we can create a strong swadeshi alternative to all daily use goods that we in Bharat use."*

For further information, please contact:
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Chief Communications Office, Future Group
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