FUTURE RETAIL

REF: SEC/BSE/NSE/PR1210014

October 12, 2014

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

Re: Scrip Code : 523574/ 570002

Listing Department
The National Stock Exchange of India Limited
Exchange Plaza, Bandra- Kurla Complex,
Bandra (East), Mumbai- 400 051

Re: Scrip Code : FRL / FRLDVR

Re: Scrip Code of Debt: 947649 / 949020 / 946840 /949039

Dear Sirs,

Re.: Press Release – Entering into Strategic Partnership with Amazon India

We refer to the above and are attaching copy of press release issued in respect of the Company, as part of Future Group, entering into strategic partnership with Amazon Seller Services Private Limited, an Indian affiliate of Amazon.com, Inc, USA

Kindly take the above on record.

Thanking You,

Yours faithfully,

for **Future Retail Limited**

Deepak Tanna
Company Secretary

Encl : as above.

Amazon.in and Future Group enter into a strategic partnership

Will build on synergies of experience in online and offline business; Future Group's established brand portfolio and Amazon's nationwide reach to create significant value for customers

Bangalore, Oct 13, 2014 - Amazon India and Future Group today announced a strategic alliance that will leverage the strong product knowledge, extensive brand portfolio and sourcing base of Future Group, and the ecommerce platform, customer base and reach of Amazon.in. The partnership will initially focus on the Future's Group fashion brands and will subsequently cover all other categories.

Once launched, customers on Amazon.in platform can now expect the largest online stores of Future Group fashion brands Lee Cooper, Converse, Indigo Nation, Scullers or Jealous21, among others and benefit in making a purchase decision through rich product content, secure payments, fast delivery and easy returns on the www.amazon.in platform. Future Group's current portfolio of over 40 brands and 10,000 + unique styles exclusively will be retailed exclusively online through Amazon.in platform.

"The bottom line in each of our retail success stories is "know your customer". Insights into the soul of Indian consumers - how they operate, think, dream and live - helps us innovate and create functionally differentiating products and experiences. Partnership with Amazon, which obsesses to be earth's most customer centric company, will enable us to leverage their strengths, investments and innovations in technology to reach out to wider set of consumers across India," commented Mr. Kishore Biyani, Group CEO, Future Group on this tie-up.

"We are excited to collaborate, leverage each other's unique strengths and serve customers across India. The product portfolio of Future Group, their innate understanding of the Indian consumer mind set and our ability to serve and deliver a convenient, easy, trusted and reliable delivery experience to a nationwide set of customers is a win win for all," said Amit Agarwal, Vice President and Country Manager, Amazon India.

Partnership between the two organisations will bring together the best of consumer insight from the online and offline world and create the omni channel approach to serving customers. Amazon.in will also partner Future Group brands in promoting the existing and new brands in markets, explore cobranding opportunities and accelerate new product development in categories which are currently not served by retailers. The companies will also explore synergies in areas such as distribution network, customer acquisition and cross promotions.

About Future Group

Future Group operates some of India's most popular retail chains including Central, Big Bazaar, Foodhall, Planet Sports, Brand Factory, Home Town and eZone and also has allied businesses in lifestyle fashion, food and FMCG, insurance, logistics infrastructure, supply chain and skill development. The group operates around 17 million square feet of retail space in around 98 cities and towns and 40 rural locations across India. The group's retail formats attract over 300 million customers annually and connect them to around 30,000 small, medium and large enterprises that supply products and services to its retail chains. Future Group believes in developing strong insights on Indian consumers and building businesses based on Indian ideas, as espoused in the group's core value of 'Indianness.' The group's corporate credo is, 'Rewrite rules, Retain values'

About Amazon.in

The Amazon.in marketplace is operated by Amazon Seller Services Private Ltd, an affiliate of Amazon.com, Inc. (NASDAQ: AMZN). Amazon.in seeks to build the most customer-centric online destination for customers to find and discover virtually anything they want to buy online by giving them more of what they want – vast selection, low prices, fast and reliable delivery, and a trusted and convenient experience; and provide sellers with a world-class e-commerce platform.

Products on amazon.in range from; Books, Movies and TV shows; the Kindle family of E-Readers, Tablets and eBooks; Computers & Accessories; Mobiles & Accessories; Cameras & Photography; Portable Media Players; Toys & Games; Baby Products; Personal Care Appliances; Health Care Devices; Home and Kitchen and Beauty. It is still "Day 1" and Amazon.in is relentlessly focused on expanding selection and raising the bar for customer experience in India.

About Amazon

Amazon.com opened on the World Wide Web in July 1995. The company is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire phone, Fire tablets, and Fire TV are some of the products and services pioneered by Amazon.