FUTURE CONSUMER ENTERPRISE LIMITED

an integrated food & FMCG company

24th May, 2015

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.: Acquisition of Business Undertaking.

On the above subject, this is to inform you that the Company has entered into definitive agreements with Grasim Industries Limited *inter alia* for acquisition of their business undertaking engaged in the activities of manufacturing, branding and distribution of skin care, baby care and home care wet wipes and hand sanitizers under the brands 'Kara', 'Puretta', 'Handys' and 'Prim'.

This may please be considered as compliance in terms of the applicable provisions of the Listing Agreement.

Kindly take it on record and acknowledge receipt of the same.

Yours truly,
For Future Consumer Enterprise Limited

Manoj Gagvani
Company Secretary & Head – Legal