FUTURE CONSUMER ENTERPRISE LIMITED

an integrated food & FMCG company

9th October, 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,

Please note that 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 Consumer Enterprise Limited**

Manoj Gagvani
Company Secretary & Head – Legal

future group
Udna hai Aaj Abhi

PATANJALI

Patanjali Ayurved and Future Group Join Hands

- *Future Group to promote, distribute and market PatanjaliAyurved 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 PatanjaliAyurved 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.

PatanjaliAyurved 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 PatanjaliAyurved become the country's fastest growing FMCG company.

Future Group will set up an office for storing the goods ofPatanjaliAyurved in Haridwarto 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 PatanjaliAyurved, we feel we can create a strong swadeshi alternative to all daily use goods that we in Bharat use."*

For further information, please contact:
Swetank Jain
Chief Communications Office, Future Group
Mobile: 9819840045. Email: swetank.jain@futuregroup.in