FUTURE CONSUMER ENTERPRISE LIMITED

19th May, 2016

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.: Investors Press Release

In continuation to our earlier letter dated 19th May, 2016, submitting outcome of the Meeting of the Board of Directors held on 19th May, 2016, please find enclosed herewith copy of Investors Press Release in relation for issue of Compulsorily Convertible Debentures and Equity Shares to International Finance Corporation on a preferential basis.

Please take the same on record and acknowledge receipt.

Yours truly,
For Future Consumer Enterprise Limited

Manoj Gagvani
Company Secretary & Head – Legal

Encl: as above

International Finance Corporation to Invest US$20 million in Future Consumer Enterprise Limited

May 19th 2016: Future Consumer Enterprise Limited (FCEL) has informed the stock exchanges that International Finance Corporation (IFC) will invest US$20 million (₹1,340 million) through equity linked instruments. For the said purpose, the Board has proposed to issue and allot equity linked securities to International Finance Corporation.

IFC is a member of the World Bank Group and is the largest global development institution focused exclusively on the private sector in developing countries. This partnership not only brings long term financing capital but would also help the company in incorporating global best practices in Environment, Health & Safety.

The investment from IFC will aid the company in fueling its growth plans and further strengthening its balance sheet. The Company had also recently secured an investment of US $ 55 million from US-based Proterra Partners (previously known as Black River Asset Management) and the promoters of the Company and this completes the current fund raising plan of US$75 million.

IFC and Proterra Partners join other marquee institutional investors such as Brussels-based Verlinvest, Singapore-based Arisaig Partners who have invested in the company.

The Board of Directors of the Company at its Meeting held on May 19, 2015 has, inter alia decided to:

1. Raise up to ₹1,340 million through the preferential allotment of Compulsorily Convertible Debentures (CCDs) at a face value INR 100,000 per CCD to IFC and 100 Equity Shares
2. The CCDs are convertible into equity shares of FCEL within a period not exceeding 18 months from the date of issue of CCDs, at conversion price of ₹22.73 per share

FCEL has convened an Extraordinary General Meeting on Friday, 17th June 2016 at Mumbai for obtaining the Shareholder approval.

The above mentioned transaction is subject to final transaction documents, completion of satisfactory due diligence and other consents and approvals customary for such a transaction including shareholder approval.

About Future Consumer Enterprise Limited (FCEL)

Future Consumer Enterprise Limited is an FMCG company that markets brands such as Tasty Treat, Nilgiris, Golden Harvest, Sunkist, Sangi's Kitchen, Desi Atta Company, Kara, Swiss CareMate, Clean Mate, Think Skin, Fresh & Pure, among others. These are backed by a nation-wide network of sourcing centers for agricultural produce and state-of-the-art manufacturing facilities at India Food Park, Tumkur and other locations across India and Sri Lanka. The company's products include processed and frozen food, dairy and bakery items, juices, snacks, biscuits and basic food items such as rice, wheat, spices pulses, oats and sugar etc. These products are available at Big Bazaar, Easy Day, Nilgiris, Aadhaar, Annapurna Bhandar, Star Bazaar, Metro Cash & Carry, Spar and other leading modern retail chains. The Company is publicly traded at the National Stock Exchange (NSE) and The Stock Exchange, Bombay (BSE). For more information, visit www.futureconsumer.in

About International Finance Corporation

IFC, a member of the World Bank Group, is the largest global development institution focused on the private sector in emerging markets. Working with more than 2,000 businesses worldwide, IFC uses its capital, expertise, and influence, to create opportunity where it's needed most. In FY15, IFC's long-term investments in developing countries rose to nearly $18 billion, helping the private sector play an essential role in the global effort to end extreme poverty and boost shared prosperity. For more information, visit www.ifc.org