FUTURE CONSUMER ENTERPRISE LIMITED
an integrated food & FMCG company

ANNEXURE

Investment in Amar Chitra Katha Private Limited ("ACKPL")

Future Consumer Enterprise Limited *(formerly known as Future Ventures India Limited)* **("FCEL")** has made further investment of upto ₹ 9.44 Crore by way of subscription to and allotment of further equity shares of ACKPL, subsidiary company of FCEL.

With the present acquisition FCEL has increased its stake in ACKPL to 73.99%.

ACKPL operates in media and entertainment industry and has an established leadership in creation and publication of high quality content for both print and digital medium through its iconic publications like "Amar Chitra Katha" a comics series based on stories of mythological and historical personalities, "Tinkle" a monthly Fun magazine, "Brainwave" a bi-monthly science magazine and "Karadi Tales" audio and print books. The entire offering is primarily targeted at under 15 age group. This innovative story telling has a rich content library of over 400 titles and over 100 proprietary characters. It has offerings in various digital and animated formats that are compatible with new media platforms. ACKPL also operates India Book House, the largest distributor of books ad magazines in India.

The total revenue of ACKPL during the financial year ended 31st March, 2013 was ₹ 22.10 Crore as against ₹ 15.52 Crore for the year before. ACKPL has registered growth of 42% in its revenue over previous financial year.

In the regular course of its business operations, ACKPL enters into business transactions with Promoters/Promoter Group companies of FCEL.

FUTURE CONSUMER ENTERPRISE LIMITED