

INVESTOR UPDATE

Apr 2009

FASHION@BIG BAZAAR COLLECTION LAUNCHED

The month of April witnessed the unveiling of the latest 'Fashion@ Big Bazaar Summer 2009 Collection' with the company getting the gorgeous actress Asin to partner MS Dhoni as brand ambassador. The Fashion@ Big Bazaar initiative and campaign led by my cricket icon MS Dhoni has been one of the largest programmes undertaken by the company in recent times. The core message of 'Des Badla, Bhes Badlo' has gained tremendous traction amongst its target audience and has helped transform Big Bazaar into the preferred and accessible fashion destination for the masses.



The 'Fashion@ Big Bazaar Summer 2009 Collection' takes into account regional preferences includes fashion and accessories for men, women, kids and infants. The men's collection includes casual shirts, t-shirts, sports tees, jeans, trousers and shorts; formal wear comprising of shirts in stripes, plains, blues, blazers and suits and ethnic wear. Women can chose from a range of fashionable tees, tops, jeans, capris, skirts etc in western wear and a wide assortment in ethnic wear in various patterns and embroideries. The price range for the entire

collection is affordable and ranges from Rs.49 - Rs.999.

BIG BAZAAR'S 'KUM DAAM HAR QEEMAT PAR' PROMISE

In the month of April, the company launched a new communication for Big Bazaar that focuses on explaining how Big Bazaar delivers on its promise of offering the best price and the best quality. The communication hits a rational chord with customers explaining how Big Bazaar uses its scale of procurement to ensure that customers get the best value for their money.

A few examples of the theme includes, Big Bazaar purchases over 26000 tonnes of rice yearly or 3.6 lakh mixer grinders per annum across India so that the customer gets the best price for whatever she purchases. This promise only strengthens the core offering - *Is se sasta aur accha kahin nahi!*



APRIL SALES

Sales in April '09 from Value Retailing stood at Rs.367.20 crores, while sales from Lifestyle Retailing was Rs.135.81 crores. Home Retailing sales stood at Rs.92.80 crores. Same store growth under Value Retailing was 7.02 per cent, Lifestyle Retailing stood at 6.03 per cent and Home Retailing was (28.21 per cent).

Particulars	Apr 09	Apr 08	YOY%	July-Apr-09	July-Apr-08	%
	Sales	Sales	Change	Sales	Sales	Change
Value Retailing	367.20	297.48	23.44%	3,792.46	2,908.91	30.37%
Life Style Retailing	135.81	115.00	18.10%	1,482.23	1,180.52	25.56%
Home Retailing	92.80	83.90	10.61%	1,023.32	711.55	43.82%
Total	595.81	496.38	20.03%	6,298.02	4,800.98	31.18%
Less: Inter-Company Sales	34.92	34.35	1.65%	373.60	322.20	15.96%
Total	560.89	462.02	21.40%	5,924.42	4,478.78	32.28%
Same Store Growth						
Value Retailing	308.19	287.97	7.02%	3,049.64	2,845.03	7.19%
Life Style Retailing	119.53	112.74	6.03%	1,234.21	1,169.74	5.51%
Home Retailing	34.57	48.15	-28.21%	356.37	374.38	-4.81%

Sales are in rupees crores.

Note: 1.1 The above sales figures for the months of March 2009 and March 2008 include SIS sales of Rs.4.43 cr. and Rs.7.19 cr. respectively.

BIG BAZAARIs se *sasta* aur *accha* kahin nahi!**VALUE RETAILING**

Store Count	Square Feet	Date of Opening	Location
113th Store	18,600 sq.ft.	1st May 2009	Shaniwar Peth, Karad, Satara

Upcoming Stores

5 Big Bazaar stores, including cut-in Food Bazaar's, are expected to open during the months of May & June 2009.

FOOD BAZAAR

Store Count	Square Feet	Date of Opening	Location
154th Store	3,700 sq.ft.	1st May 2009	Shaniwar Peth, Karad, Satara

Upcoming Stores

The months of May & June 2009 will witness the opening of about 7 Food Bazaar stores, including cut-ins.

pantaloons**LIFESTYLE RETAILING****Upcoming Stores**

1 Pantaloons Fresh Fashion store is scheduled to open in the month of May 2009.

ezone**HOME RETAILING**

Store Count	Square Feet	Date of Opening	Location
36th eZone	17,000 sq.ft.	17th April 2009	K-Star Mall, Chembur, Mumbai

Upcoming Stores

The months of May & June 2009 will witness the opening of about 2 eZone outlets and 2 HomeTowns.

ethnicity
EVERYTHING INDIAN**OTHER FORMATS**

Store Count	Square Feet	Date of Opening	Location
2nd Ethnicity	25,720 sq.ft.	1st May 2009	R City Mall, Ghatkopar (W), Mumbai