

INVESTOR UPDATE

June 2009

BRAND EQUITY - MOST TRUSTED BRANDS 2009 SURVEY



The Economic Times 'Brand Equity Most Trusted Brands Survey 2009' was announced in the month of June. It was indeed a great moment for the company with two of its retail concepts, Big Bazaar and Pantaloons ranked in the **Top 50 Most Trusted Brands** in the services sectors across India.

Big Bazaar was ranked among the Top 10 Most Trusted Brands in the service sector, of players like ICICI Bank, HDFC Bank, Reliance Fresh, Kingfisher Airlines and Citibank to name a few.

Pantaloons on the other hand completed the Top 50 rankings coming in at number 48 in the Service Brands category. In addition, Big Bazaar debuted among the Top 100 Most Trusted Brands in India, jumping 107 places from its 2008 ranking and was the only brand from the retail sector to make it to the list.

LARGEST HOME TOWN LAUNCHED IN KOLKATA

The company launched its 8th Home Town store in the city of Kolkata. Spread over 2,00,000 square feet, this is the company's largest store in the format chain and will provide customers an access to a convenient shopping experience and a wide assortment of product categories in the value and lifestyle segments.

In addition to the regular sections, the Kolkata store will offer three additional sections; solid wood furniture, rain shower sections and a multi level décor lighting display section.



JUNE SALES

Sales in June '09 from Value Retailing stood at Rs. 465.29 crores, while sales from Lifestyle Retailing was Rs.154.17 crores. Home Retailing sales stood at Rs.67.16 crores. Same store growth under Value Retailing was 8.07 per cent, Lifestyle Retailing stood at 8.19 per cent and Home Retailing was (34.36 per cent).

Particulars	Jun 09	Jun 08	YOY%	July- Jun-09	July- Jun-08	%
	Sales	Sales	Change	Sales	Sales	Change
Value Retailing	465.29	371.05	25.40%	4,655.99	3,610.71	28.95%
Life Style Retailing	154.17	129.49	19.07%	1,774.53	1,426.11	24.43%
Home Retailing	67.16	87.02	-22.82%	1,173.40	892.37	31.49%
Total	686.63	587.56	16.86%	7,603.92	5,929.20	28.25%
Less: Inter-Company Sales	21.41	26.19	-18.23%	424.78	382.42	11.08%
Total	665.21	561.37	18.50%	7,179.14	5,546.78	29.43%
Same Store Growth						
Value Retailing	379.70	351.33	8.07%	3,768.92	3,510.37	7.37%
Life Style Retailing	135.88	125.60	8.19%	1,493.22	1,408.97	5.98%
Home Retailing	37.94	57.80	-34.36%	434.31	487.95	-10.99%

Sales are in rupees crores.

Note: 1.1 The above sales figures for the months of June 2009 and June 2008 include SIS sales of Rs.4.19 cr. and Rs.3.90 cr. respectively.

Store Count	Square Feet	Date of Opening	Location
115th Store	38,500 sq.ft.	12th June 2009	South X Mall, Kanpur
116th Store	16,500 sq.ft.	26th June 2009	Puttenhally, Bangalore

Upcoming Stores

4 Big Bazaar stores, including cut-in Food Bazaar's, are expected to open during the months of July & August 2009.

FOOD BAZAAR

Running on the success of the Tasty Treat private brand in the namkeens, sauces and pickles categories, the Foods business of the company launched 'Tasty Treat Soup' in the month of June.

The proposition being that the company seeks to increase the consumption of soups by making it a more of an anytime drink, maybe trying to replace one cup of evening tea. Significant in store presentations and VM activities have been undertaken.

The variants include - Tomato, Hot & Sour, Mixed Veg and Sweet Corn soups comparable in quality with the market leaders and attractively priced.

Store Count	Square Feet	Date of Opening	Location
157th Store	7,700 sq.ft.	12th June 2009	South X Mall, Kanpur
158th Store	6,850 sq.ft.	26th June 2009	Puttenhally, Bangalore

Upcoming Stores

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

**Upcoming Stores**

The months of July & August 2009 will witness the opening of at least 2 more Central malls.



Store Count	Square Feet	Date of Opening	Location
8th HomeTown	2,00,000 sq.ft.	19th June 2009	New Town, Near Salt Lake, Kolkata

Upcoming Stores

The months of July & August 2009 will witness the opening of about 3 eZone outlets.