

#### BIG BAZAAR LAUNCHES 'THE POWER OF ONE' CAMPAIGN

A single Rupee can change a life, and Big Bazaar as a responsible corporate citizen believes that this is possible. The month of November witnessed a unique association between Save The Children, India an NGO run by Mana Shetty and Big Bazaar leading to the launch of a unique campaign called 'The Power of One' on the occasion of Children's Day. Aimed at serving and bringing joy, happiness and a smile to children from the marginalized sections of the society, the campaign will appeal to all Big Bazaar customers to contribute Re.1 to the fund. Big Bazaar, on its part too will make a matching contribution to the amount collected from donors with the proceeds been given to Save The Children. India.



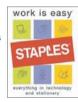
The campaign will be endorsed by many film stars and celebrities over the months to come, with the first phase being launched by Sanjay Dutt. Initially launched in all Mumbai Big Bazaar stores, the initiative will be progressively rolled out across all stores in the country.

#### **FUTURE GROUP LAUNCHES FIRST 'STAPLES' STORE' IN INDIA**



Future Group, the Indian licensee of global office products major Staples Inc. announced the launch of its first 'Staples' store under its venture Staples Future. Spread over 15,000 square feet at Marathalli, Bangalore, the store retails over 700 products and carries the entire gamut of technology and stationery assortment under one roof. Staples Future will aim to leverage Staples' sourcing & supply chain strength and create a strong value proposition of ease and convenience for the Indian customer. The company will seek to dominate the office products market both in the corporate and retail space.

The Staples store has one of the widest range of laptops and printers in the country, apart from the large assortment of stationery, business machine and office furniture categories to name a few. Additionally, the store also features 'Make your PC Zone' with the customer can build and customize his PC and the 'Easytech' section, which will provide customers maintenance and repair services for PCs. Another novel concept that has been introduced is Staples Print Centre, a facility at the store through which, customers can print instant visiting cards, letter heads, customized calendars, invites, documents, etc on pay per use basis. The store also features an exclusive Apple Store, being the authorized re-seller for complete range of Apple products including Mac's, iPods and accessories.



#### **NOVEMBER SALES**

Sales in November '07 from Value Retailing stood at Rs.342.23 crores, while sales from Lifestyle Retailing was Rs.109.30 crores. Home Retailing sales stood at Rs.86.40 crores. Same store growth under Value Retailing was 39.55 per cent and Lifestyle Retailing at 29.77 per cent.

Particulars	Nov-07	Nov-06	YoY%	July- Nov-07	July- Nov-06	%
r articulars	Sales	Sales	Change	Sales	Sales	Change
Value Retailing	342.23	153.33	123.21	1,375.48	786.13	74.97
Life Style Retailing	109.30	57.04	91.61	539.53	344.03	56.83
Home Retailing	86.40	18.72	361.54	406.99	101.14	302.40
Total	537.93	229.09	134.81	2,321.99	1,231.30	88.58
Less:Inter-Company Sales	36.54	11.23	225.33	234.82	64.78	262.49
Total	501.39	217.86	130.15	2,087.17	1,166.52	78.92
Same Store Growth						
Value Retailing	212.04	151.94	39.55	840.01	778.09	7.96
Life Style Retailing	73.98	57.01	29.77	384.22	343.96	11.71
Home Retailing	86.40	18.72	361.54	406.99	101.14	302.40

Sales are in rupees crore

#### Note:

1.1 The above sales figures for the month of November 2007 and November 2006 includes SIS sale of Rs.6.45 cr. and Rs.3.83 cr. respectively.



# **INVESTOR UPDATE**

# pantalons

## [[LIFESTYLE RETAILING]]

The month of November witnessed a fresh and contemporary range collection in formal wear with the introduction of **John Miller formal Suits & Blazers**. Delicate and stylized elements such as contrast lining, saddle and pick stitch works and french interior are some of the characteristics of this collection. A wide array of fabric blends and designs have been used, giving the consumer a variety to choose from. The range scores over other brands in terms of it offerings of superior quality merchandise at very competitive prices. This range is available in most Pantaloons Fresh Fashion stores.

#### **Upcoming Stores**

5 Pantaloons Fresh Fashion stores are scheduled to open during the months of December 2007 & January 2008.



## [[VALUE RETAILING]]

#### **Upcoming Stores**

9 Big Bazaar stores, including cut-in Food Bazaar's, are expected to open during the months of December 2007 & January 2008.

### **FOOD BAZAAR**

Buoyed by the successful launch of its chips and chulbule categories, Food Bazaar launched *Tasty Treat Cheese Balls and Creamy Discs*. Both products are made out of rice and corn and have added cheese based flavors which make them a convenient any time snack. The attractively priced products come in two packs of 30gms and 65gms, and do not contain any Mono Sodium Glutamate (MSG).



The total number of Food Bazaar stores stands at 109 with the opening of 3 stores in the month of November.

Store Count	Square Feet	Date of Opening	Location
107th Store	12,000 sq.ft.	16th November 2007	City Centre, Vashi, Navi Mumbai
108th Store	12,500 sq.ft.	17th November 2007	Ostwal Empire, Tarapur
109th Store	6,500 sq.ft.	29th November 2007	Baroda Central, Baroda

### **Upcoming Stores**

The months of December 2007 & January 2008 will witness the opening of about 12 Food Bazaar stores, including cut-ins in Big Bazaar's.



Store Count	Square Feet	Date of Opening	Location
10th Furniture Bazaar	11,000 sq.ft.	3rd November 2007	Thakur Mall, Dahisar, Mumbai

#### **Upcoming Stores**

The months of December 2007 & January 2008 will witness an expansion in 7 cities, comprising of about 4 E-Zone's, 3 Collection I stores, 2 Furniture Bazaar outlets and 1 Home Town.