



Ref: FLFL/BM-Q1/ 2020-21

07 September 2020

To
Dept. of Corporate Services (CRD)
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001.

To
Listing Department
The National Stock Exchange of India Limited
Exchange Plaza,
Bandra - Kurla Complex, Bandra (East),
Mumbai - 400 051.

Scrip Code : 536507
Debt – Scrip Code: 957150

Scrip Code : FLFL

Dear Sir/Madam,

Sub: Presentation to Analysts/ Investors

Please find enclosed herewith the presentation being forwarded to Analysts/ Investors on the Un-audited Financial Results of the Company for the Quarter ended 30 June 2020.

The aforesaid presentation is also available on the Company's website www.futurelifestyle.in.

Kindly take the above information on your records

Thanking you,

Yours faithfully,

for **Future Lifestyle Fashions Limited**

A handwritten signature in blue ink, appearing to read 'Sanjay Mutha', is written over a faint circular stamp.

Sanjay Kumar Mutha
Chief-Legal & Company Secretary

Encl: As above

Future Lifestyle Fashions Limited

Knowledge House, Shyam Nagar, Off Jogeshwari Vikhroli Link Road, Jogeshwari (East), Mumbai 400 060
P +91 22 6644 2200, F + 91 22 6644 2201, www.futurelifestyle.in.
CIN : L52100MH2012PLC231654



Future Lifestyle Fashions

FLF Investor Update – Q1FY21

September 2020



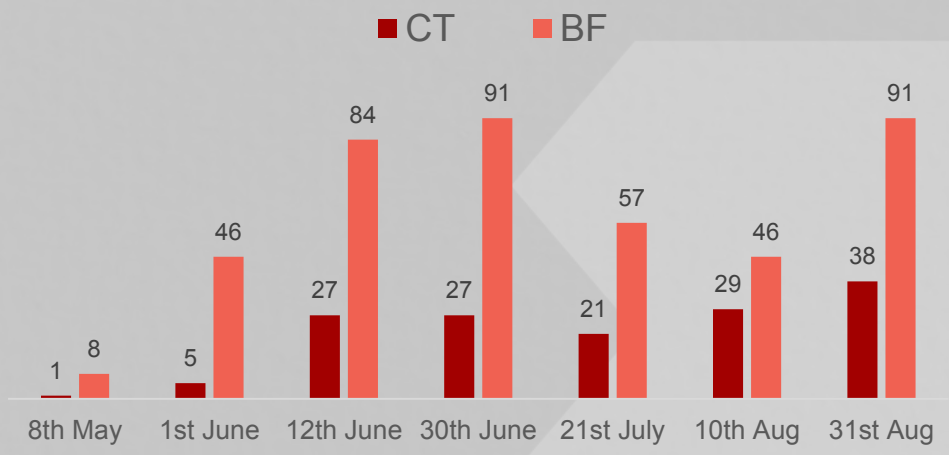
This report contains forward-looking statements, which may be identified by their use of words like 'plans', 'expects', 'will', 'anticipates', 'believes', 'intends', 'projects', 'estimates', or other words of similar meaning. All statements that address expectations or projections about the future, including but not limited to statements about the Company's strategy for growth, product development, market position, expenditures, and financial results are forward-looking statements. Forward-looking statements are based on certain assumptions and expectations of future events. The Company cannot guarantee that these assumptions and expectations are accurate or will be realized. The Company's actual results, performance or achievements could thus differ materially from those projected in any such forward looking statements. The Company assumes no responsibility to publicly amend, modify or revise any forward-looking statements, on the basis of any subsequent developments, information or events.

The Company may alter, modify or otherwise change in any manner the content of this report, without obligation to notify any person of such revision or changes. This report cannot be copied and/or disseminated in any manner.

The Company has assessed the impact of the countrywide lockdown imposed to curtail spread of COVID-19 pandemic, on its business operations and financial status and has considered all relevant information available up to the date of approval of financial results, in determination of the recoverability and carrying value of its financial assets and non-financial assets. The impact of COVID-19 pandemic and consequent global slowdown of business and uncertain overall economic environment may affect the underlying assumptions and estimates used to prepare the Company's financial results, whereby actual outcome may differ from those assumptions and estimates considered as at the date of approval of these financial results.

1 Store ramp-up status

89% of Central store and 97% of BF stores opened by 31st August



- With Unlockdown 4.0 guideline, 95% of Central and Brand Factory are operational

2 Sub-optimal store operations



	Days Operational	21%	33%
	Hours Operational	14%	24%
	Footfalls	3%	4%
	Business vs LY	4%	6%



#FASHION@HOME

Ask people to pick up some props from home, create a pseudo high fashion look but make it entertaining, creative & fashionable.



Stay Fabulous

#StayHomeStayFabulous

Series of self-care how-to topics from each categories like skin care routine, restyling clothes in Closet.



#TrendMeAlone

Screenshot games, and polls to keep customers engaged through trending ideas, relatable memes etc.



#TimeOutwith BF

Created engagement with customers on various Digital Platforms. Created quirky, funny contests everyday at 11am and 5pm



Various E- Learning and training initiatives for employees.



Store at your door by Central

A virtual shopping experience to the customers of central through video calling and delivering the goods to their doorstep clocking a business of over Rs. 4 Cr. while stores remain shut for customers entry.



Gift voucher initiatives Central encouraged customer to pre-book their shopping slots and buy vouchers redeemable on store opening.



Assuring consumers on their health and safety



Touch less stores



Thermal scanner and sanitizers at key location of stores



Continuous sanitization of trial rooms and garments



Revised exchange policy



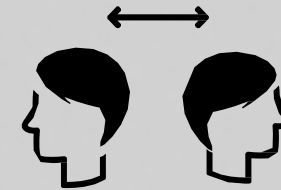
Contact less payment mode



Created awareness and focused on social responsibility towards the society.



#GrandCentralAwareness
A series in the line of PSA but with a fashion twist.



Social distancing while shopping



Men's Wear

Q1FY20

52%

Q1FY21

56%

Q1FY20

75%

Q1FY21

76%



Women's Wear

39%

31%

18%

17%



Kid's Wear

9%

13%

7%

7%

Key highlights

- 95% stores are operational for Central and Brand Factory, while 80% EBOs are operational
- 41 stores are operational in Central, 101 Brand Factory stores are operational, 160 EBOs are operational
- Current weekly run rate for sales is Rs. 40-45 cr.
- aLL clocked a sale of Rs. 11 cr in August (100% of last year), with online sales achieving 115% of planned.
- aLL online clocked the run rate of Rs. 4 cr per month as compared to avg Rs. 1 cr per month in FY20
- Central and Brand Factory have launched marketplace at “amazon.in”
- MyCentral.in started as a new initiative in online space
- Strong traction for online sales, with July contributing Rs. 5.2 cr. and August contributing Rs. 9.2 cr. through online channel

Synopsis

- With New normal setting in, having digital channel for commerce is of prime importance.
- Central & Brand factory went live on “amazon.in” in June 2020.
- Central has made inroads to develop its own omniflow channel – **MyCentral.In**
- aLL online has shown strong traction with 100% + YOY growth.



- Central has made inroads to develop its own omniflow channel – MyCentral.In
- My central has 17,000+ live SKUs on the portal.
- Started receiving around 100 orders per day.

Latest Events at Central & Brands

#21DaysOfYou- Stay Home, Stay Fabulous



Central Thank You message for Front End Warriors



Central Store at your Door

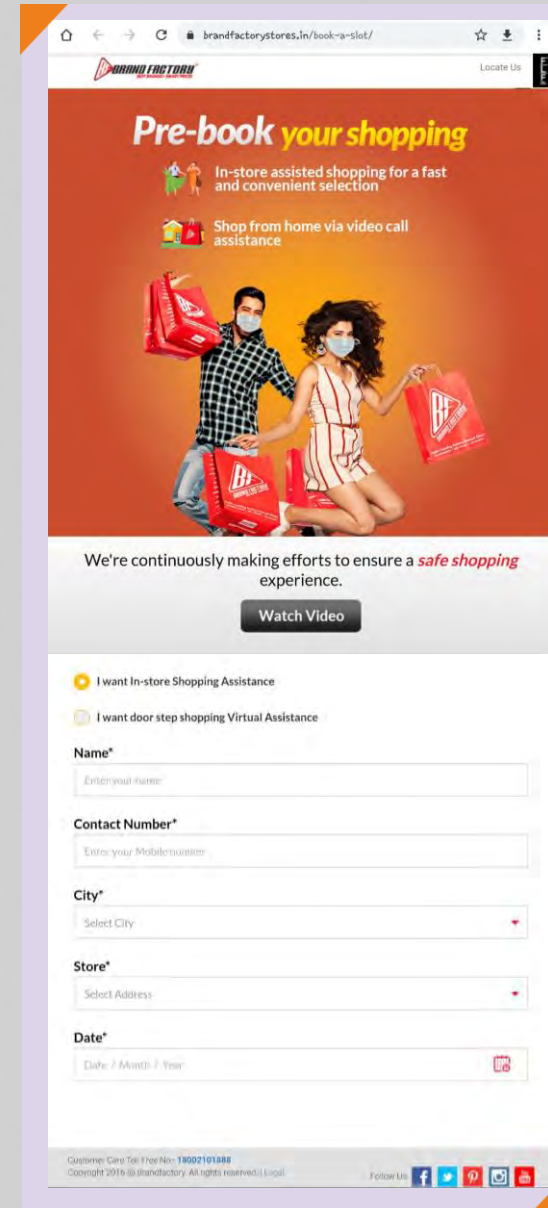


- Total of 5 Lac + customer base showed interest in the initiative.
- Conversion of around 2-3%.



Fun from home

- With quarantine period going on, we created #TimeOutWithBF.
- Created quirky, funny contests everyday at 11am and 5pm.
- Received high engagement on our page, with people quickly coming back with responses
- More than 1000 contestants were gratified



Book a Slot for – Assisted Shopping

- To maintain Social Distance & Safe shopping experience in store, BF creates “Pre-Book Your Shopping”
- Customer can either give a Missed Call on the mentioned number or go to the micro-site & experience Virtual Shopping via Whatsapp Video Call



Save Now Shop Later

Objective:

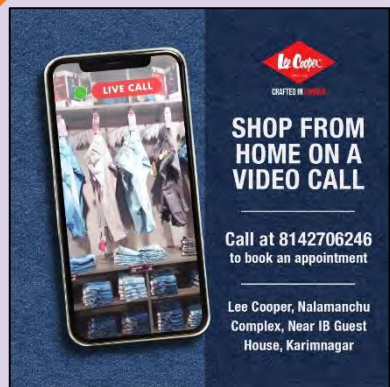
- To Pre-book Sale & drive cash inflow for the Company

Concept:

- Customers allowed to Pre-book an offer deal at an exciting discounted price & redeem their voucher offer once stores re-open & Valid till 30th Oct 20

Lee Cooper

Communication with Loyal Customers



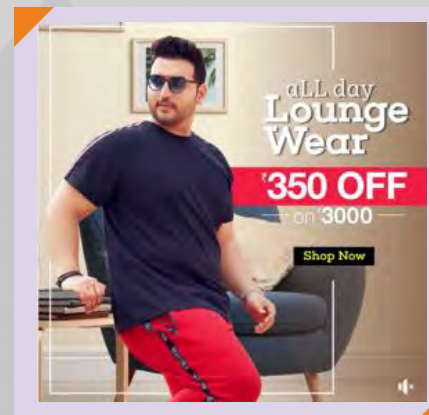
aLL

at your doorstep



Lockdown Fashion Edits

Emphasis on shift in wardrobes



Brands

Brands took position in creating awareness and safety measures about current scenario at that time. Route were taken was digital and tonality was brand specific



	Total Income From Operations	Gross Margin	Expense	EBITDA Margin	PAT	Gross Space Addition (mn. sq. ft.)
Q1 FY21	₹89 Cr	₹17 Cr	₹178 Cr	(170%)	₹(282) cr	nil
Q1 FY20	₹1,544 Cr	₹576 Cr	₹440 Cr	9.4%	₹29 cr	0.48

FLF Brands

- Contributed ~37% of Revenue in Q1FY21.
- Brands registered a de-growth of 95% Y-o-Y lead by COVID impact in the quarter

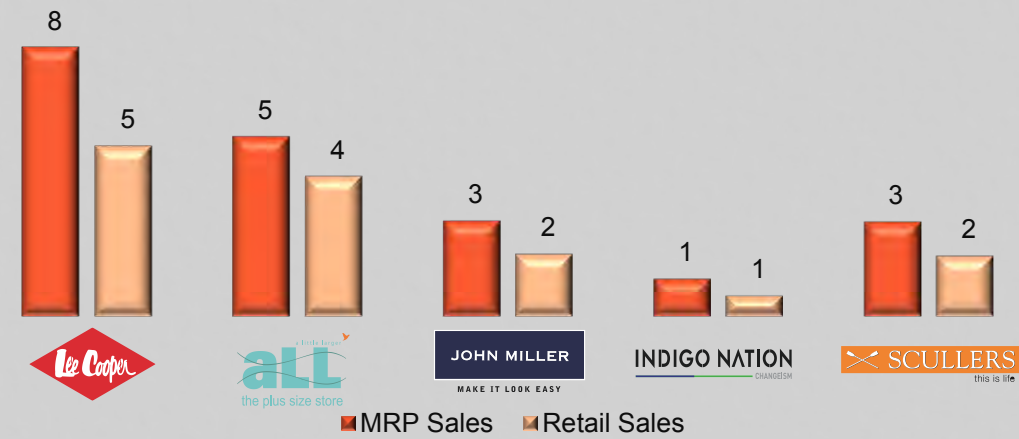
Q1FY21 Margins

- Delivered Gross Margin of ₹17 Cr and EBITDA Margins of (170)% in Q1FY21

Total Sales¹ Summary (₹ Cr)

Particulars	Q1FY20	Q1FY21
FLF Brands	655	34
- FG Brands	513	28
- International Licensed Brands	142	6
Third Party Brands ²	1,048	59
Total Sales¹	1,703	93
Less: Consignment / SIS	44	3
Less: Taxes & Duties	153	7
Net Sales after Tax	1,506	83
Add: Other operating ³ income	38	6
Total Operating income	1,544	89

Top Brand Performance Q1FY21 (₹ Cr)



1: Includes SIS & consignment sales

2: Third party brands represent non FLF brands and includes SIS sales and consignment sales

3: Retail Sales indicate Net Sales Before Tax. Both MRP and Retail sales are for external 3rd party channels and EBOs

Revenue, Gross margin and EBITDA are pre Ind AS 116 adjusted nos..

Income Statement (₹ Cr)	With IND-AS 116					
	Standalone		Gr%	Consolidated		Gr%
	Q1'20	Q1'21		Q1'20	Q1'21	
Particulars	Q1'20	Q1'21	Gr%	Q1'20	Q1'21	Gr%
Revenue from Operations	1,496	80	-95%	1,540	86	-94%
COGS	950	62	-93%	968	72	-93%
Gross Profit	546	18	-97%	572	14	-98%
Gross Margin %	36.5%	22.2%	-14%	37.1%	16.0%	-21%
Employee Benefits Expense	82	39	-53%	91	42	-54%
Rent including Lease Rental	33	7	-80%	34	7	-80%
Other Expenditures	180	64	-65%	185	70	-62%
Total Expenditure	295	110	-63%	309	118	-62%
Other Income	11	11	-2%	11	11	-2%
EBITDA	262	(81)	-131%	273	(94)	-134%
EBITDA Margin %	17.5%	-101.9%	-119%	17.8%	-109.7%	-127%
Depreciation	154	167	8%	158	171	8%
EBIT	107	(249)	-331%	115	(266)	-330%
Finance Costs	68	81	18%	71	82	15%
PBT	39	(329)	-940%	44	(348)	-888%
Tax expense	14	-	-100%	16	0	-99%
Share in Net Loss of Associates and Joint Ventures	-	-		(4)	(5)	33%
Net profit	26	(329)	-1384%	25	(353)	-1539%

Income Statement (₹ Cr)	Without IND-AS 116					
	Standalone		Gr%	Consolidated		Gr%
	Q1'20	Q1'21		Q1'20	Q1'21	
Particulars	Q1'20	Q1'21	Gr%	Q1'20	Q1'21	Gr%
Revenue from Operations	1,499	83	-94%	1,544	89	-94.2%
COGS	950	62	-93%	968	72	-93%
Gross Profit	549	21	-96%	576	17	-97.1%
Gross Margin %	36.6%	25.2%	-11%	37.3%	19.0%	-18%
Employee Benefits Expense	82	39	-53%	91	42	-54%
Rent including Lease Rental	163	66	-60%	164	66	-60%
Other Expenditures	181	64	-65%	185	70	-62%
Total Expenditure	426	169	-60%	440	178	-60%
Other Income	10	10	1%	10	10	0%
EBITDA	134	(138)	-203%	146	(151)	-204%
EBITDA Margin %	8.9%	-166.1%	-175%	9.4%	-169.8%	-179%
Depreciation	59	72	21%	63	75	20%
EBIT	74	(209)	-381%	83	(226)	-373%
Finance Costs	31	49	58%	34	50	48%
PBT	44	(258)	-693%	49	(276)	-661%
Tax expense	14	-	-100%	16	0	-99%
Share in Net Loss of Associates and Joint Ventures	-	-		(4)	(5)	33%
Net profit	30	(258)	-960%	30	(282)	-1047%



Namaste !

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www.futurelifestyle.in

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