



Ref: FLFL/ BM/ Q3/ BSE/ NSE/ 2017-18

02 February 2018

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.

Equity - 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 and nine months ended 31 December 2017.

The aforesaid presentation is also available on the Company's website [www.futurelifestyle.in](http://www.futurelifestyle.in)

Kindly take the above information on your records.

Thanking you,

Yours truly,

for **Future Lifestyle Fashions Limited**

  
**Sanjay Kumar Mutha**  
Chief-Legal & Company Secretary

Encl: As above

# Investor Update

Q3 FY 17-18

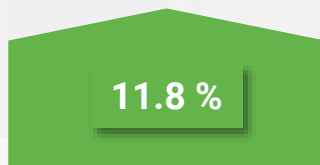




## Disclaimer

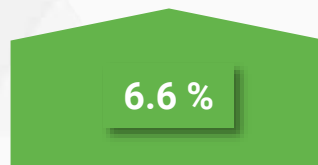
This report contains forward-looking statements, which may be identified by their use of words like 'plans', 'expects', 'will', 'anticipates', 'believes', 'intends', 'projects', 'estimates', or other words of similar meaning. All statements that address expectations or projections about the future, including 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.

**Central SSG%**



(21.7% in Q3FY17)

**Brand Factory SSG%**



(20.7% in Q3FY17)

**FLF SSG%<sup>#</sup>**



(21.4% in Q3FY17)

**Revenue**

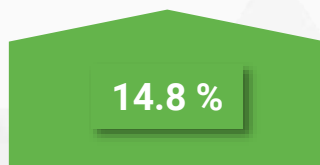
**₹ 1,226 Cr in Q3FY18**



(₹1,060 Cr in Q3 FY17)

**Gross Margin**

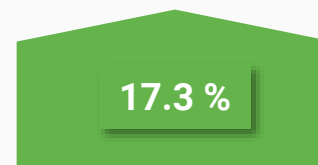
**₹ 440 Cr in Q3FY18**



(₹384 Cr in Q3 FY17)

**EBITDA**

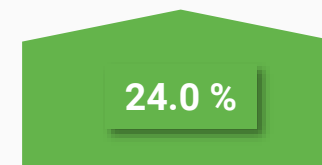
**₹ 126 Cr in Q3FY18**



(₹108 Cr in Q3 FY17)

**PAT**

**₹ 44 Cr in Q3FY18**



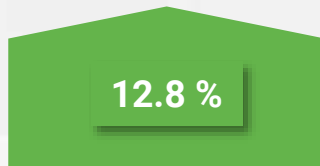
(₹36 Cr in Q3 FY17)

Note:- all figures includes numbers of Lee Cooper business undertaking after netting off Inter-company transactions.

\* Revenue growth % is not comparable due to tax rate differentials

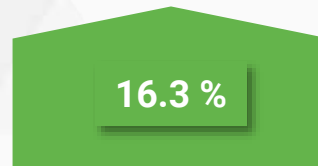
# FLF SSG% is Central + Brand Factory SSG

**Central SSG%**



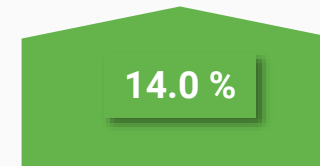
(16.2% in 9MFY17)

**Brand Factory SSG%**



(18.8% in 9MFY17)

**FLF SSG%<sup>#</sup>**



(17.0% in 9MFY17)

**Revenue**

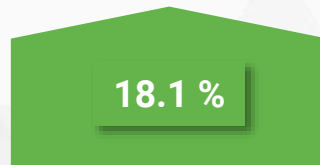
₹ 3,427 Cr in 9MFY18



(₹2,880 Cr in 9M FY17)

**Gross Margin**

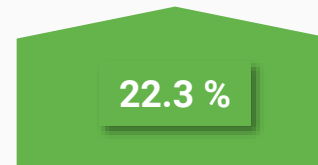
₹ 1,243 Cr in 9MFY18



(₹1,053 Cr in 9M FY17)

**EBITDA**

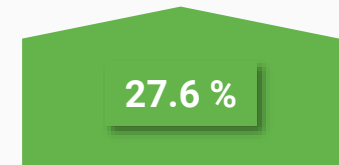
₹ 342 Cr in 9MFY18



(₹279 Cr in 9M FY17)

**PAT**

₹ 106 Cr in 9MFY18



(₹83 Cr in 9M FY17)

Note:- all figures includes numbers of Lee Cooper business undertaking after netting off Inter-company transactions.

\* Revenue growth % is not comparable due to tax rate differentials.

# FLF SSG% is Central + Brand Factory SSG

**Juhi Godambe :**  
**MasterOfHighWaistDenim**



**Kritika Khurana :**  
**MasterOfLaserTreatedDenim**



**Aashna Shroff :**  
**MasterOfDistressedDenim**



**Raghav Juyal :**  
**MasterOfCarrotFitDenim**



**Salman Yusuf Khan :**  
**MasterOfRip&RepairDenim**



**Melvin Louis :**  
**MasterOfBikerJoggers**



# Events & updates – Power Brands



## #aLLPrimerobyWendell

A limited edition collection designed by Wendell Rodricks launches online and in select aLL stores



## aLL Refresh Your Wardrobe

In December 2017, aLL launched this campaign where old outfits could be exchanged for great discounts on 2 new outfits.



## UMM Circuit 2.0

Next level DJ contest sponsored by the UMM brand took place in five major Indian cities.



## #LondonInOurJeans#

Exciting merchandise for 10 lucky winners who can exactly count the number of buses in the London In Our Jeans film



## #Jealous21InstaGirlstyle

Click and uploads a selfie at any Jealous 21 store Contest where the candidate with the maximum likes is eligible for attractive cash prizes.



## The Scullers God Life Quiz

Scullers held this quiz contest in which winners win free passes everyday for the Scullers music festival



# New Store Opening



- Launch of Vashi store glamorously with Malaika Arora shopping at the outlet, her favourite fashion destination.
- City Centre Mall Nasik (Maharashtra) saw the opening of the bigger and better Nasik Central.



- BF opens 3 stores in Oct-17 taking the total store count to 60
- In Calicut : ACE Center Point Mall on 12<sup>th</sup> Oct
  - In Navi Mumbai : Raghuleela Mall on 13<sup>th</sup> Oct
  - In Kalyan : Sarvodaya mall on 19<sup>th</sup> Oct





YOU ENJOY 365 DAYS OF DISCOUNTS BECAUSE OF THEIR 365 DAYS OF HARD-WORK.

**HAPPY RETAIL EMPLOYEES DAY**

THANKING THE REAL HEROS OF

**GIFT CARDS**  
AVAILABLE IN ₹500 & ₹1000.  
#GiftSmart

**FREE SHOPPING WEEKEND**  
22<sup>nd</sup> - 20<sup>th</sup> NOVEMBER

ON PUBLIC DEMAND,  
WE RE-OPEN OUR  
ONLINE BOOKING.

TO SHOP, BOOK YOUR  
CLASSIC & PREMIUM PASSES, NOW!

**SUITS & BLAZERS FEST**

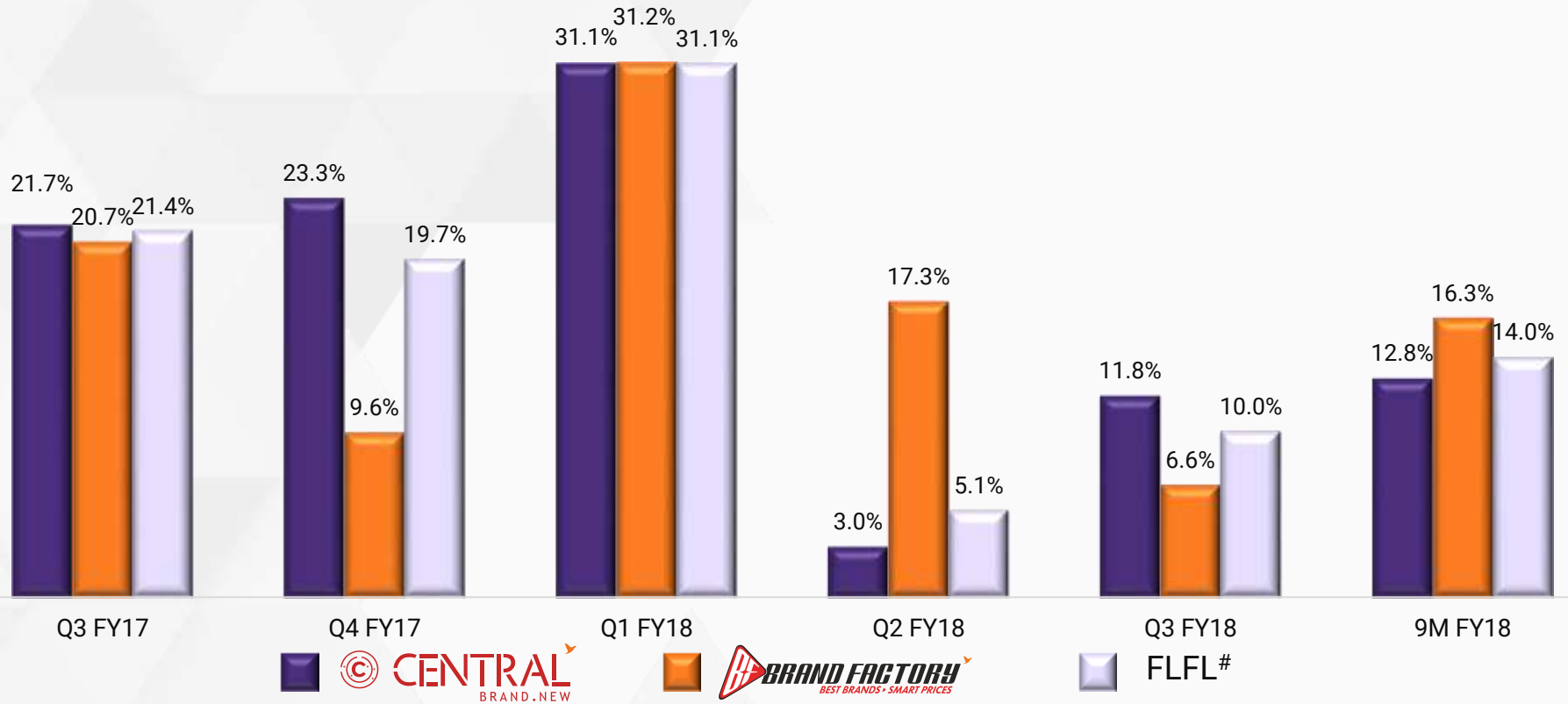
FLAT 50% OFF

PARIS AVENUE | VAN HEUSEN | B. sydney | LOUIS PHILIPPE

**FLAT 50% OFF**  
ON 100+ BRANDS

15<sup>th</sup> - 17<sup>th</sup> DECEMBER

# Same Store Retail Sales Performance



▶ Continuous to have positive same store growth across Central & BF. Double digit growth at 9M FY18.

Note:- all figures includes numbers of Lee Cooper business undertaking after netting off Inter-company transactions.  
 # FLF SSG% is Central + Brand Factory SSG



# Company store network

## Company store network

### Central

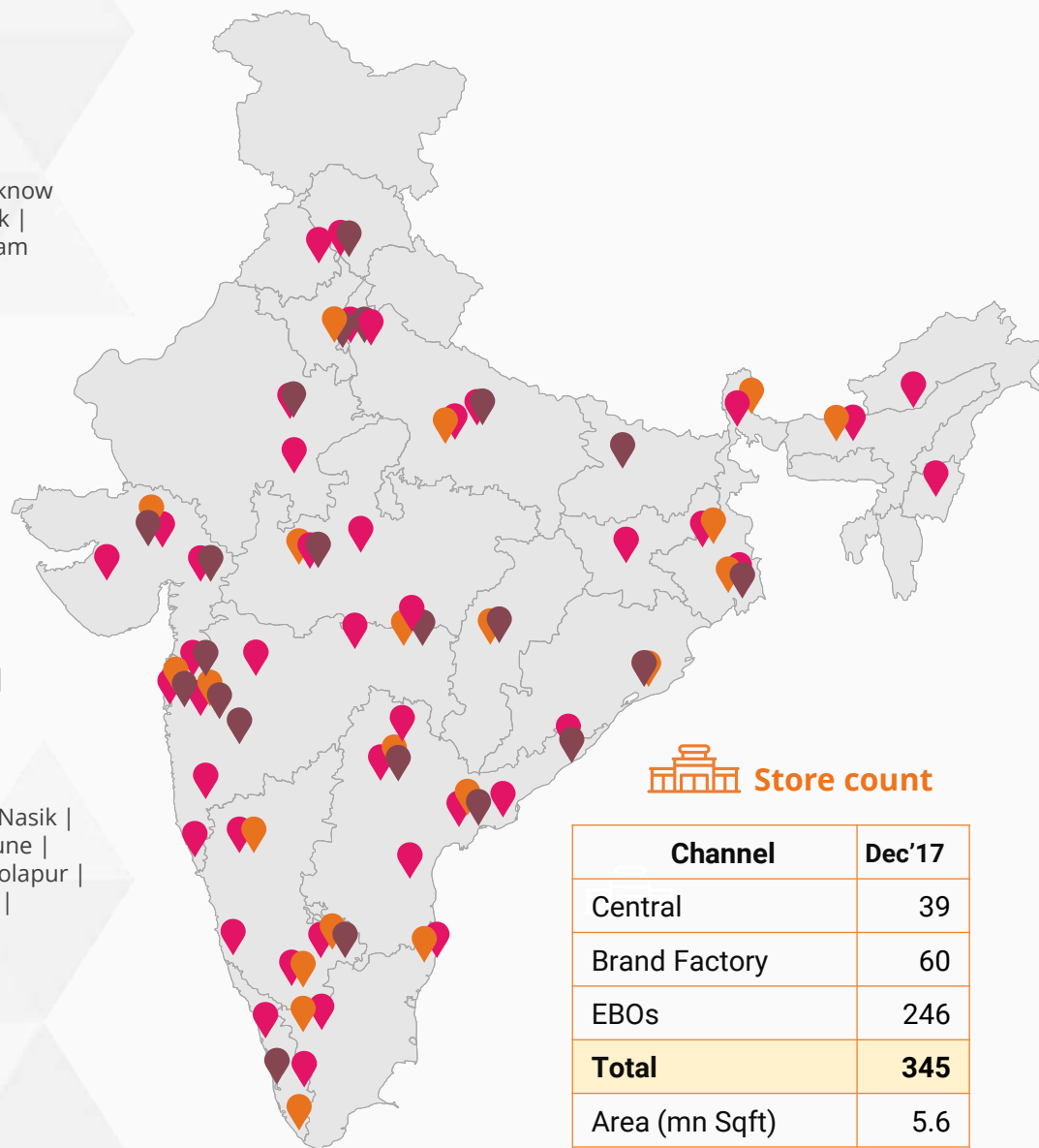
Ahmedabad | Bengaluru | Bhubaneswar | Delhi | Gurgaon | Hyderabad | Indore | Jaipur | Kochin | Kolkata | Koregaon | Lucknow | Mangalore | Mohali | Mumbai | Nagpur | Navi Mumbai | Nasik | Noida | Patna | Pune | Raipur | Surat | Vadodara | Visakhapatnam

### Brand Factory

Ahmedabad | Asansol | Bengaluru | Bhubaneswar | Calicut | Coimbatore | Chennai | Delhi | Ghaziabad | Guwahati | Hubli | Hyderabad | Kanpur | Kolkata | Mangalore | Mumbai | Mysore | Nasik | Navi Mumbai | Pune | Raipur | Secunderabad | Thiruvananthapuram | Ujjain | Vijayawada

### EBO's

Agartala | Amalapuram | Ahmedabad | Amaravati | Bengaluru | Bhimavaram | Bhopal | Bhubaneswar | Calicut | Chandigarh | Changanacherry | Chennai | Chiplun | Chittoor | Coimbatore | Deoghar | Dhule | Delhi | Erode | Ganganagar | Ghaziabad | Guntur | Gurgaon | Guwahati | Hubli | Hyderabad | Indore | Idukki | Imphal | ITA Nagar | Jaipur | Jalandhar | Karimnagar | Kakinada | Kanchipuram | Kannur | Kanpur | Khammam | Kochin | Kothagudem | Kolkata | Kota | Kottayam | Lucknow | Mallapuram | Mangalore | Mohalli | Mumbai | Muzaffarpur | Mysore | Nagpur | Nanded | Nasik | Navi Mumbai | Nellore | Noida | Ongole | Palakkad | Palasa | Pune | Rajahmundry | Ranchi | Ratlam | Sambalpur | Siliguri | Sikar | Solapur | Srikakulam | Surat | Thalassery | Thane | Trivandrum | Thrissur | Tirupur | Vadodara | Vellore | Vijayawada | Vijayanagaram | Vishakapatnam | Warangal



 Store count

Channel	Dec'17
Central	39
Brand Factory	60
EBOs	246
<b>Total</b>	<b>345</b>
Area (mn Sqft)	5.6

Note:- Includes numbers of Lee Cooper business Stores.  
Map is not to scale

# FLF Snapshot – Q3 and 9M FY18

Total Income From Operations

Gross Profit

EBITDA Margin

PAT

Gross Space Addition (mn. sq. ft.)

Q3 FY18	₹1,226 Cr	₹440 Cr	10.3%	₹44 cr	0.18
9M FY18	₹3,427 Cr	₹1,243 Cr	10.0%	₹106 cr	0.74

## FLF Brands

- Contributed ~34% of Revenue in Q3FY18.
- Brands registered a growth of 14% in 9MFY18.

## Q3 Margins

- Delivered Gross Profit of ₹440 Cr and EBITDA Margins of 10.3% in Q3 FY18

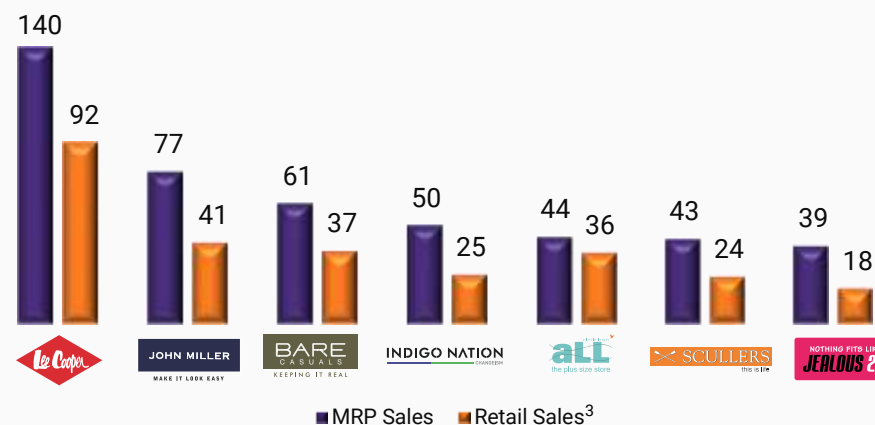
## 9M SSGs

- Retail#: 14.0%
- Central: 12.8%
- Brand Factory: 16.3%

## Total Sales<sup>1</sup> Summary (₹ Cr)

Particulars	Q3 FY18	9M FY18
FLF Brands	476	1,364
- Owned Brands	137	374
- Licensed Brands	340	990
Third Party Brands <sup>2</sup>	914	2,461
<b>Total Sales<sup>1</sup></b>	<b>1,391</b>	<b>3,824</b>
Less: Consignment / SIS	64	168
Less: Taxes & Duties	130	300
<b>Net Sales after Tax</b>	<b>1,196</b>	<b>3,357</b>

## Top Brand Performance Q3 FY18 (₹ 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

Note:- all figures includes numbers of Lee Cooper business undertaking after netting off Inter-company transactions. # FLF SSG% is Central + Brand Factory SSG

Income Statement (₹ cr.) Particulars	Published <sup>1</sup>		Comparable <sup>2</sup>		
	Q3'17	Q3'18	Q3'17	Q3'18	Gr%
Retail Sales	1,103	1,287	1,103	1,327	20.3%
Taxes	63	127	63	130	106.5%
Net Sales	1,040	1,160	1,040	1,196	15.0%
Other Operating Income	20	29	20	29	46.8%
Total Income from Operations	<b>1,060</b>	<b>1,189</b>	<b>1,060</b>	<b>1,226</b>	<b>15.6%</b>
COGS	676	768	676	785	16.1%
Gross Profit	<b>384</b>	<b>421</b>	<b>384</b>	<b>440</b>	<b>14.8%</b>
Gross Margin %	<b>36.2%</b>	<b>35.4%</b>	<b>36.2%</b>	<b>35.9%</b>	
Employee Benefits Expense	53	62	53	67	27.2%
Rent including Lease Rental	114	113	114	114	-0.6%
Other Expenditures	115	142	115	145	25.8%
Total Expenditure	282	317	282	325	15.4%
Other Income	6	11	6	11	84.4%
EBITDA	<b>108</b>	<b>116</b>	<b>108</b>	<b>126</b>	<b>17.3%</b>
EBITDA Margin %	<b>10.2%</b>	<b>9.7%</b>	<b>10.2%</b>	<b>10.3%</b>	
Depreciation	23	39	23	39	69.1%
EBIT	85	77	85	88	3.3%
Finance Costs	30	22	30	22	-24.1%
PBT	55	55	55	65	18.0%
Tax expense	19	17	19	21	6.9%
Net profit	36	38	36	44	24.0%

1: Published Income Statement without Lee Cooper since it is carved out as separate company w.e.f 29-Mar-2017

2: Comparable Income Statement with Lee Cooper net of eliminations

3: From the current financial year FLF moved its reporting from Indian GAAP to Ind AS



Income Statement (₹ cr.) Particulars	Published <sup>1</sup>		Comparable <sup>2</sup>		
	9M'17	9M'18	9M'17	9M'18	Gr%
Retail Sales	2,992	3,460	2,992	3,657	22.2%
Taxes	170	288	170	300	76.1%
Net Sales	2,822	3,172	2,822	3,357	19.0%
Other Operating Income	58	70	58	70	20.3%
<b>Total Income from Operations</b>	<b>2,880</b>	<b>3,242</b>	<b>2,880</b>	<b>3,427</b>	<b>19.0%</b>
COGS	1,827	2,061	1,827	2,184	19.5%
<b>Gross Profit</b>	<b>1,053</b>	<b>1,181</b>	<b>1,053</b>	<b>1,243</b>	<b>18.1%</b>
<b>Gross Margin %</b>	<b>36.6%</b>	<b>36.4%</b>	<b>36.6%</b>	<b>36.3%</b>	
Employee Benefits Expense	152	181	152	195	27.9%
Rent including Lease Rental	322	337	322	340	5.6%
Other Expenditures	316	384	316	391	23.5%
<b>Total Expenditure</b>	<b>790</b>	<b>903</b>	<b>790</b>	<b>925</b>	<b>17.1%</b>
Other Income	17	24	17	24	38.9%
<b>EBITDA</b>	<b>279</b>	<b>302</b>	<b>279</b>	<b>342</b>	<b>22.3%</b>
<b>EBITDA Margin %</b>	<b>9.7%</b>	<b>9.3%</b>	<b>9.7%</b>	<b>10.0%</b>	
Depreciation	62	106	62	113	83.4%
EBIT	218	195	218	229	5.0%
Finance Costs	89	70	89	70	-21.9%
PBT	129	125	129	159	23.5%
Tax expense	45	41	45	53	16.0%
<b>Net profit</b>	<b>83</b>	<b>85</b>	<b>83</b>	<b>106</b>	<b>27.6%</b>

1: Published Income Statement without Lee Cooper since it is carved out as separate company w.e.f 29-Mar-2017

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3: From the current financial year FLF moved its reporting from Indian GAAP to Ind AS

## Brand

## Key Highlights during the Quarter

- Reached store count of 14 EBOs as on Dec 31 2017.
- Placed amongst the top women fashion brands in India along with other International players.
- Launched Alice & Mae – Brand Factory Exclusive Best sellers of Cover Story

- Targeted to cross this year a revenue mark of Rs 200 Crs
- Brand reach is at 100+ EBOs and overall Doors present is 1800+

SHOEMAKERS SINCE 1825

- JV with Future Group extended by another 10 years upto 2030 with additional equity fusion by both JV partners
- Extension of territories to Sri Lanka, Bangladesh and Nepal.

- Future Group stake increased to 67% during the quarter in Mineral
- Total Doors currently present are ~146 along with online channels

- FLF would facilitate the exit for the existing investors in the associate company in line with the terms of the agreement.



Thank You



**FLF** FUTURE  
LIFESTYLE  
FASHIONS

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[www.futurelifestyle.in](http://www.futurelifestyle.in)