



# *Always* **IN** **FASHION**

ANNUAL REPORT 2017 - 18

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### About this Report

Future Lifestyles Fashions Limited (FLFL) has adopted most of the principles of Integrated Reporting framework prescribed by International Integrated Reporting Council (IIRC). This is the first year of our journey on Integrated Reporting. Through this Report, we aspire provide to our stakeholders an all-inclusive assessment of the organisation's value creation using both financial and non-financial resources. The Report provides insights into our key strategies, operating environment, risks and opportunities, governance structure and the Company's approach to long-term sustainability.

### Responsibility statement

In order to optimise governance oversight, risk management and controls, the contents of this Report have been reviewed by the Internal operating team of FLF.

### Reporting principle

The financial and statutory data presented in this Report is in line with the requirements of the Companies Act, 2013 (and the rules made thereunder), Indian Accounting Standards, the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements), Regulations, 2015, and the Secretarial Standards issued by Institute of Company Secretaries of India. The non-financial section of the Report is guided by the framework of IIRC.

### Materiality and scope of the Integrated Report

This Report includes information that is material to our stakeholders and it presents an overview of our businesses and associated activities that help in short-, medium- and long-term value creation. We have also disclosed information around our strategic approach towards the material issues.

We have presented the information on FLF in a fair and balanced manner.

### Reporting period

This Integrated Report covers the period of 12 months from April 1, 2017 to March 31, 2018. However, there are sections of the report that present facts and figures of previous years as well.

### Assurance statement

Assurance on financial statements has been provided by independent auditors, NGS & Co. LLP, and limited assurance on specific Key Performance Indicators ("KPIs") in Integrated Report by **Deloitte Haskins & Sells LLP**. The report issued by **Deloitte Haskins & Sells LLP** is available on our website <http://www.futurelifestyle.in>







Fashion is more than donning a chic ensemble. It is more than the floodlit runway. It is more than making a statement of style.

Fashion is the art of self-expression. It tells the story of individual personalities and speaks the language of possibilities. Above all, it embodies the power of choice.

**We, at Future Lifestyle Fashions, empower daily lives with this power of choice. We make everyday moments special with a touch of sartorial elegance.**

With a comprehensive range of brands that include both global and homegrown designs, we curate the best in fashion. From shirts and blazers, skirts and trousers, denims and ethnic outfits, shoes and accessories to sportswear, we have something for every occasion and need!

We combine style, skill and substance to conceptualise superior retail experiences. Our new-age stores draw on our rich customer insights and serve as unique shopping destinations for every individual.

*We are the dreamers, the trendsetters, the trailblazers and the innovators.*

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**We create exceptional brands and shopping experiences, bringing fashion to life – today, tomorrow and always**

## FUTURE GROUP - AN OVERVIEW

*FUTURE GROUP IS AMONG INDIA'S LEADING CONSUMER GOODS BUSINESSES WITH A FIRM FOCUS ON THE FASHION AND FAST-MOVING CONSUMER GOODS (FMCG) SEGMENTS OF THE CONSUMER SPACE. WITH A LEGACY OF OVER THREE DECADES, FUTURE GROUP'S BUSINESSES SPAN SOURCING, DESIGN, MANUFACTURING, LOGISTICS, BRAND DEVELOPMENT, DISTRIBUTION AND RETAILING OF CONSUMER GOODS ACROSS ALMOST EVERY PART OF INDIA.*





**344**

**CITIES**



**2,000+**

**STORES**



**450+ mn**

**FOOTFALL  
IN 2017-18**



**22 mn sq ft**

**RETAIL SPACE**



**50+**

**BRANDS ACROSS FASHION,  
FMCG AND HOMEWARE**



Note: All figures mentioned above are for FY 2017-18.



## ABOUT FUTURE LIFESTYLE FASHIONS



Future Lifestyle Fashions (FLF) is the flagship fashion business of Future Group. At FLF, we operate 332 stores in 90+ cities, occupying 5.7 mn sq ft of retail space. We own and market leading brands, through our in-house retail chains Central and Brand Factory, exclusive brand outlets (EBOs) and other multi-brand outlets (MBOs). From design to distribution, we are present in every segment of India's fashion industry.

### APPROACH

#### • LIVE, BREATHE AND THINK FASHION

Fashion is ever-evolving, and we will be sensitive, agile and open to the rapidly evolving fashion market.

#### • CONSUMERS AT OUR CORE

We create exceptional brands and experiences that reflect the various identities and aspirations of Indian consumers.

#### • DESIGN IS OUR SOUL

The spirit of our design thinking lies not only in the brands and experiences we create, but also in building relationships, leading innovation, setting trends and providing fulfilment to consumers.

#### • PURSUIT OF HAPPINESS

Above all, we collaborate and strive to bring happiness to the lives of our customers, colleagues, business partners and the communities we work in.

## Vision

To be the leading lifestyle fashion company in India by creating exceptional brands and shopping experiences that will bring alive the Indian idiom of fashion.

## Mission

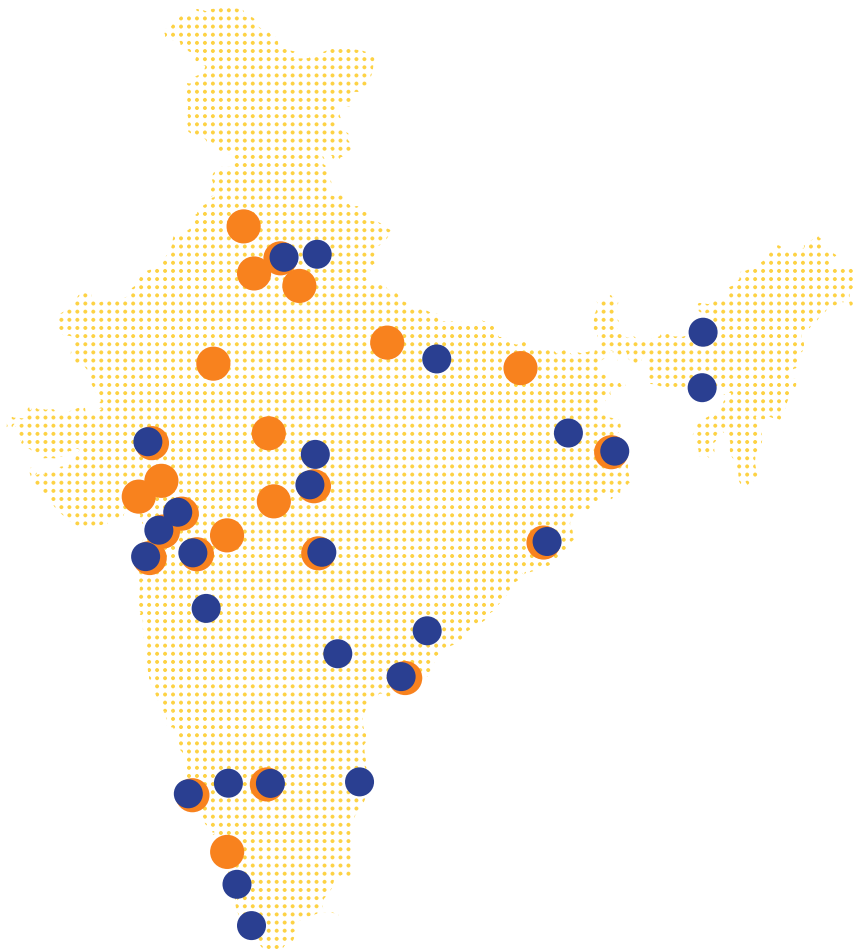
We, at Future Lifestyle Fashions, aim to create a globally-recognised fashion organisation here in India by bringing alive the Indian idiom of fashion. We, thus, strive to:

- Be the most preferred fashion destination of India
- Create the most preferred portfolio of fashion brands
- Be the most innovative, efficient, and profitable retailer
- Be the preferred employer in the fashion space
- Be the trendsetter in Indian fashion through superior understanding of the culture, style code, passion and aspirations of Indian consumers
- Create happiness for customers, colleagues, business partners and every stakeholder

## GEOGRAPHICAL FOOTPRINT

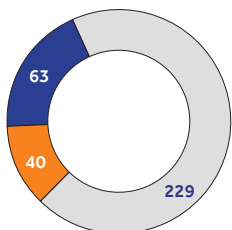
## Cities

Cities	PERFORMANCE FOOTPRINT	CENTRAL
Ahmedabad	●	●
Asansol	●	—
Bengaluru	●	●
Bhubaneswar	●	●
Kozhikode	●	—
Coimbatore	●	—
Chennai	●	—
Delhi	●	●
Ghaziabad	●	—
Gurugram	—	●
Guwahati	●	—
Hubli	●	—
Hyderabad	●	●
Indore	—	●
Jaipur	—	●
Kanpur	●	—
Kochi	—	●
Kolkata	●	●
Koregaon	—	●
Lucknow	—	●
Mangaluru	●	●
Mohali	—	●
Mumbai	●	●
Mysuru	●	—
Nagpur	—	●
Navi Mumbai	●	●
Nashik	●	●
Noida	—	●
Patna	—	●
Pune	●	●
Raipur	●	●
Secunderabad	●	—
Surat	—	●
Thiruvananthapuram	●	—
Ujjain	●	—
Vadodara	—	●
Vijayawada	●	—
Visakhapatnam	●	●



Map not to scale.

## STORE COUNT

**332**

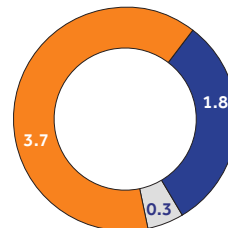
OVERALL

Central Brand Factory Exclusive Brand Outlets (EBOs)

Note: Includes Lee Cooper EBOs

## GROSS AREA

(in mn sq ft)

**~5.7**

OVERALL

Central Brand Factory Exclusive Brand Outlets (EBOs)

## ABOUT FUTURE LIFESTYLE FASHIONS (CONTD.)

## BRAND PORTFOLIO

## POWER BRANDS



**JERLOUS 21**

**INDIGO NATION**

**JOHN MILLER**



## SPORTS BRANDS

**CONVERSE**



**Champion**  
HOW YOU PLAY



## EMERGING BRANDS



**URBANA**  
THE SMART SHIRT

## INVESTEE BRANDS

**COVERSTORY**

**Clarks**  
SHOEMAKERS SINCE 1825



**ancestry**  
STORIES RETOLD

**MINERAL**

**GIOVANI**



**celio\***

*Alice & Mae*





## RETAIL FORMATS



## FY 2017-18 HIGHLIGHTS

FY 2017-18 SAW FLF BECOME ONE OF INDIA'S MOST PROFITABLE BRANDED FASHION RETAILERS. SOME ACHIEVEMENTS DURING THE REPORTING PERIOD ARE HIGHLIGHTED BELOW.

