



FCEL, a part of Future Group launches Desi Atta

Company: Atta & Instant Mix Range

- *Future Consumer Enterprise Ltd, a Future Group Company introduces Desi Atta Company, First Brand to offer varieties of regional flours and mixes across the country*
- *Initial offerings comprise of 6 variants in single grain atta range and another 6 variants in the instant mixes*

Mumbai, January 06, 2016: Future Consumer Enterprise Limited (FCEL), a part of Future Group announced the launch of 'Desi Atta Company' a new range of single grain atta and instant mixes across Future Group's retail outlets such as Big Bazaar, KB's Conveniently Yours and KB's Fairprice. Desi Atta Company is first and only brand in India to offer variety of regional flours and mixes across the country. Providing the convenience and perfect cooking aids for the Indian makers, offering will be in single grain atta range and instant mixes range.

Desi Atta Company range of flours and mixes is produced with utmost care and focused on quality control and handling to ensure healthy and tasty food. In single grain atta range Bajra, Jowar, Nachani, Rice, Makkai and Rajgira are available. In instant mixes range Khaman Dhokla, Besan Ladoo, Rava Idli , Upma, Thalipeeth and Medu Wada are available. Desi Atta Company products are available in pack sizes of 200gm and 500gm.



Speaking on the launch, **Mr. Devendra Chawla, Group President- Food, FMCG & Brands, Future Group** said, *"Our customers teach us everyday about their likes and dislikes, preferences and changing needs. We have put in all these learnings of last 15 years in creating Desi Atta Company. The high quality Desi Atta Company range has been developed keeping in mind the need for local flavours of indian customers. The idea is to bring the best of convenience and quality for our customers."*

Being India's largest sourcing-to-supermarkets FMCG company, FCEL has expanded its consumer product portfolio from Foods and Spice, Snacks and Beverages to quality flour and instant mixes as part of its strategy to build a food products basket in India. The products are being manufactured in the Future Group's India Food Park at Tumkur, Bangalore.

Desi Atta Company will be adding many more variants of flours and instant mixes in the next six months and strengthen its distribution network to reach out many more new consumers.

About Future Consumer Enterprise Ltd

Future Consumer Enterprises Limited is part of Future Group that operates some of India's most popular retail networks including hypermarket chain, Big Bazaar, department store, Central, gourmet food store, Foodhall and electronics and home stores, Home Town and eZone, among others. Along with its partners, Bharti Enterprises, the group has presence in 244 cities and towns across India and attracts around 320 million customers through the year at its stores.

Future Consumer Enterprises Limited focuses on the food and fast moving consumer goods (FMCG) sector in India. The company, along with its subsidiaries and partners, manufacturers, markets and distributes a number of food and FMCG products through a number of brands.

The company has developed a nation-wide sourcing and processing network for agricultural produce and has manufacturing facilities at the state-of-the-art India Food Park. The company also operates a fast-growing network of convenience store chains that collectively operate around 400 stores. The company is headquartered in



Mumbai and is publicly traded in National Stock Exchange (NSE) and The Stock Exchange, Bombay (BSE).

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