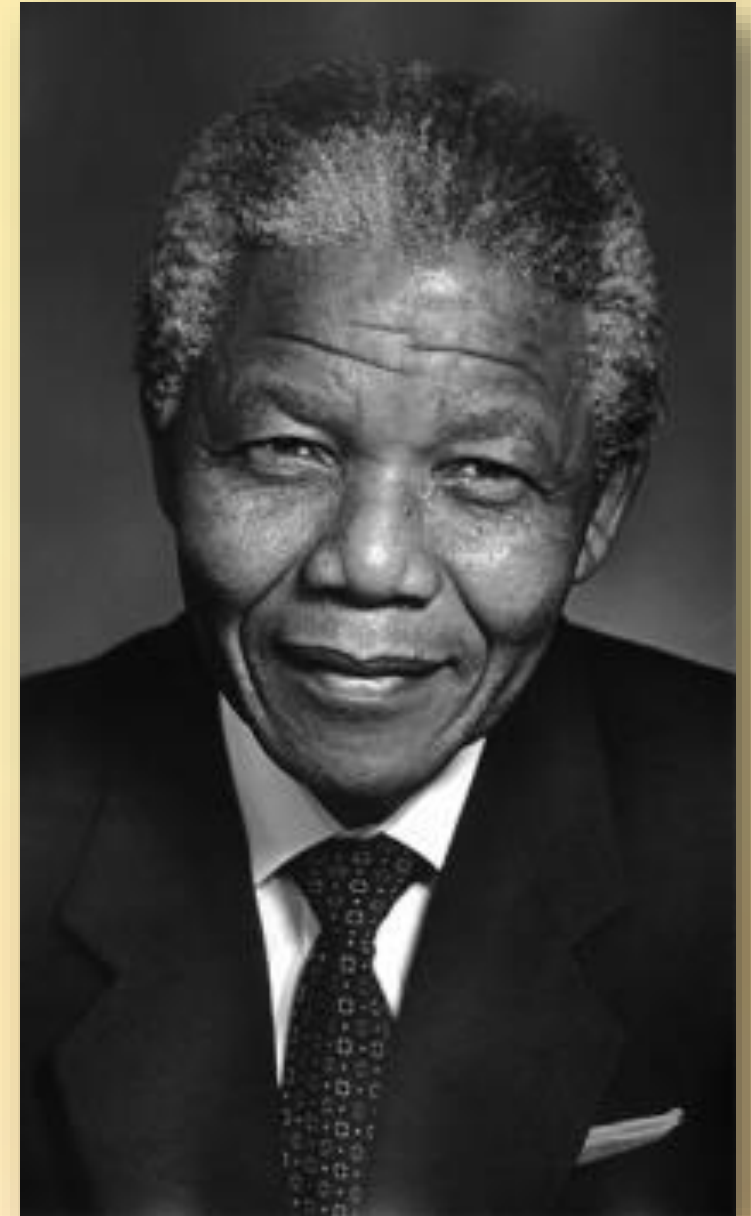
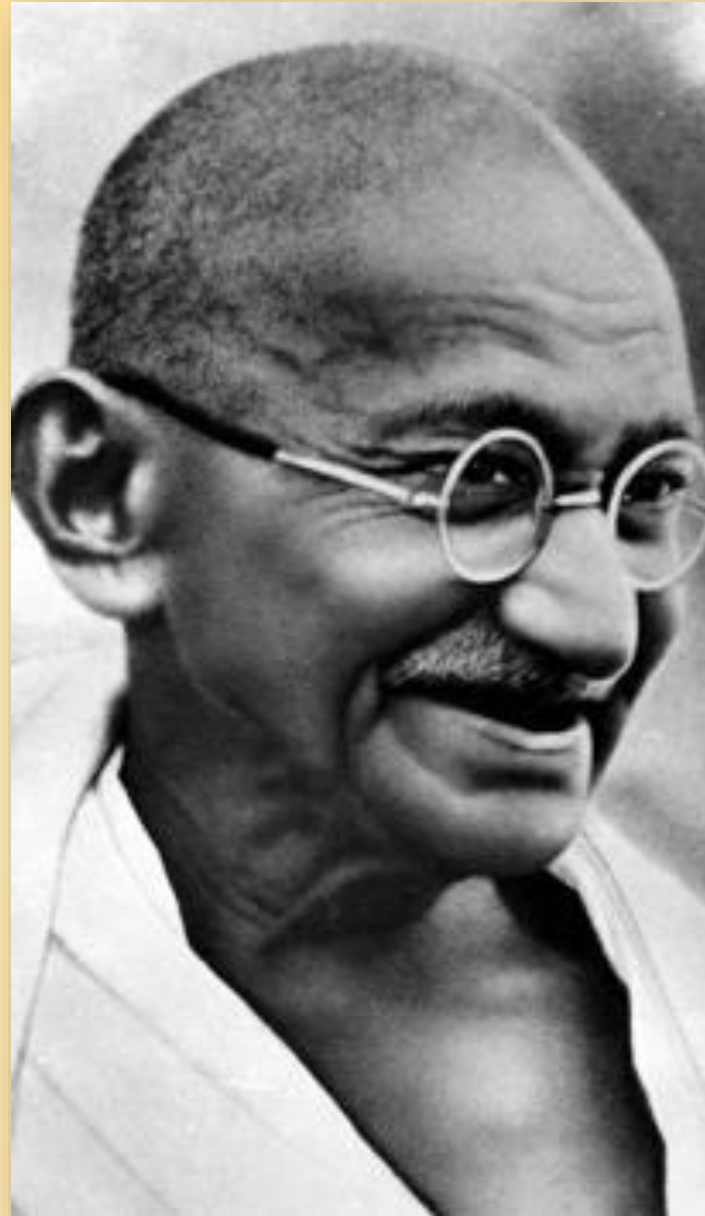




**FUTURE
CONSUMER™**

for the Fast Moving Consumer Generation

Every Era Has Its Heroes



Those who rise up to meet the challenges posed by the unique context of the times

Leaders change their strategy and approach with times



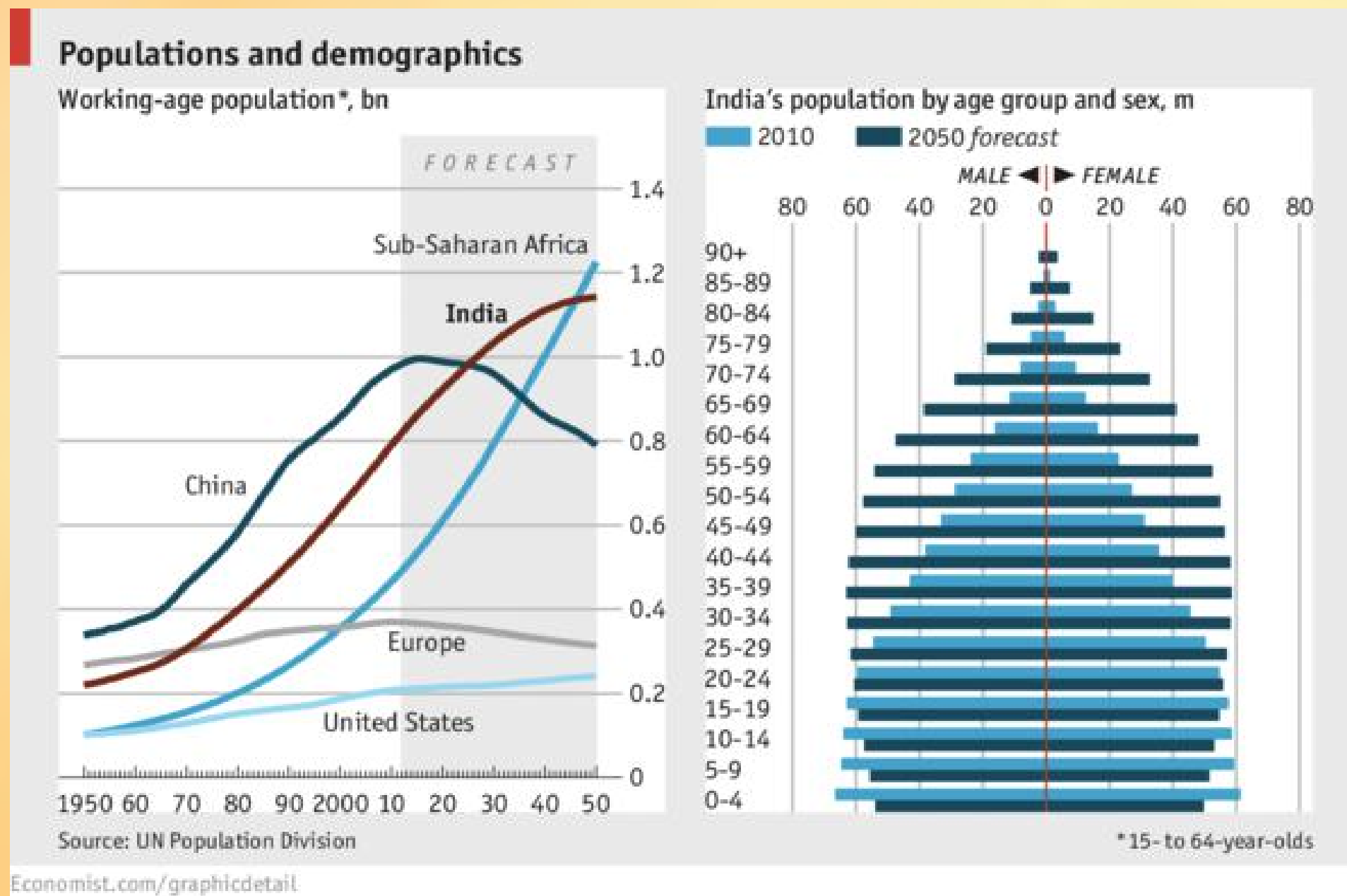
And in business too
Organisations behave in accordance to their times



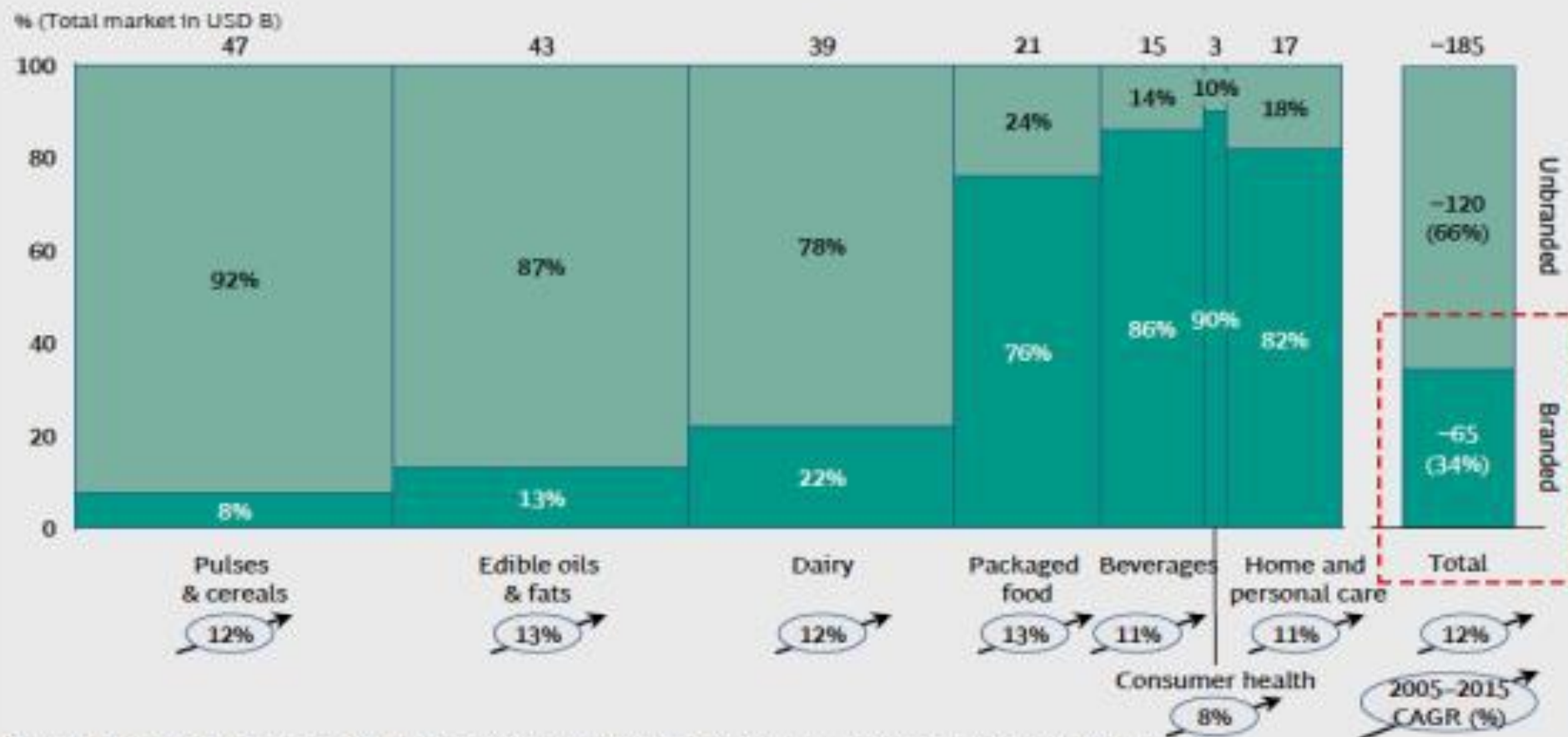
In the FMCG world too,
we need to prepare for a new era.
We need to *rewrite rules* but *retain values* to win



More than 670 million Indians today were born in the post-liberalisation era (1990 onwards)



India is still an under-branded economy... with 1.3 billion people who are only just beginning to consume



Sources: Euromonitor, AceEquity, Datamonitor, expert interviews, company reports, investor presentations, BCG analysis.

Pulses & cereals include rice, wheat, maize, chickpeas and pulses.

Edible oils and fats include vegetables and seed oil, olive oil, spreadable oils and fats, margarine, cooking fats and butter.

Dairy products include drinking milk, yoghurt and sour milk products, cheese.

Packaged food includes baked goods, biscuits and snacks bars, breakfast cereals, confectionary, ice cream / frozen desserts, processed fruits & vegetables, processed meat & seafood, ready meals, pasta / noodles, sauces, dressings & condiments, soups, spreads, sweet & savoury snacks.

Beverages include bottled water, concentrates, carbonates, juice, coffee, tea, sports drinks. It excludes alcoholic beverages.

Consumer health includes vitamins & dietary supplements, sports nutrition, weight management, baby food, herbal / traditional products.

Home & personal care includes hair care, men's grooming, oral care, skin care, sun care, color cosmetics, deodorants, bath & shower, baby products, depilatories, fragrances, air care, bleach, dishwashing, home insecticides, laundry care, polishes, surface care, toilet care.

In unbranded, we include all such retail sales that are not sold under a particular brand.

Patanjali, Epigamia, Paper Boat - are new age FMCG brands....



**The Indian kitchen has changed significantly.
New technologies, gadgets, diets, fads, have had an impact.
The kitchen is not only a space for chores but also for display.**



**New influencers, food bloggers, gourmet chefs,
YouTube celebrities, avant-grade restaurants
speak a new language...**



Across all sections of society, roles and responsibilities are evolving, negative labour is being eliminated. Women are no longer chained entirely to domesticity



Most importantly, modern retail is the fastest growing distribution channel, catering to a new generation of consumers



Presenting
FMCG 2.0

For the Fast Moving Consumer Generation



**FUTURE
CONSUMER™**

for the Fast Moving Consumer Generation

Future Consumer Limited (FCL):
A new age Food and FMCG company for a new era

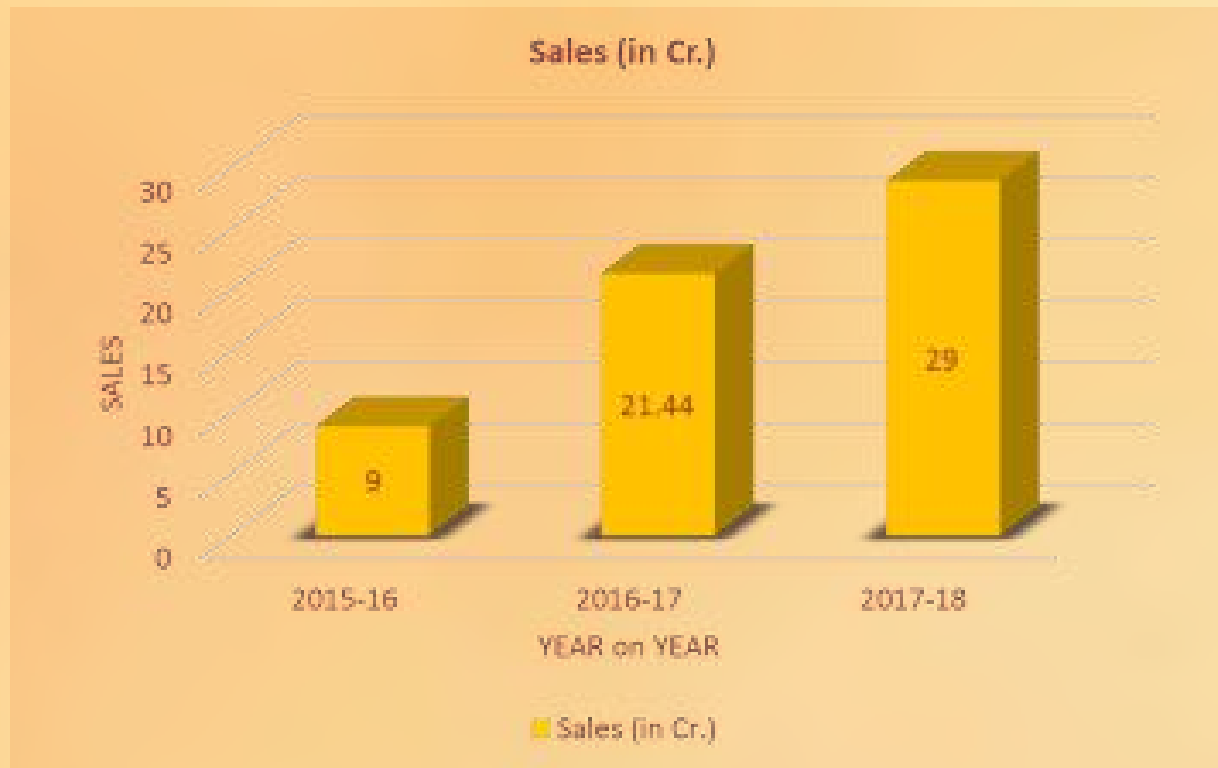
**We are building brands to acquire the lifetime value
of today's Fast Moving Consumer Generation**



***Kara-
From Refreshing Wipes
& Skincare Wipes to
Sheet Face Masks
And Nailpolish
removers***



The KARA story



New Contemporary Packaging



New Category Expansion



Upgraded to lids for bigger pack. Long lasting.



Launched Nail Polish Remover Wipes

A brand acquired in 2015 and scaled through the insights of evolving woman and there need for on-the go solutions

Retail Expansion:

- From 10,000 GT outlets in 2015 to 30,000 GT outlets in 2017
- From 86 towns in 2015 to 164 towns in 2017



Launched TVC for Summer 2017

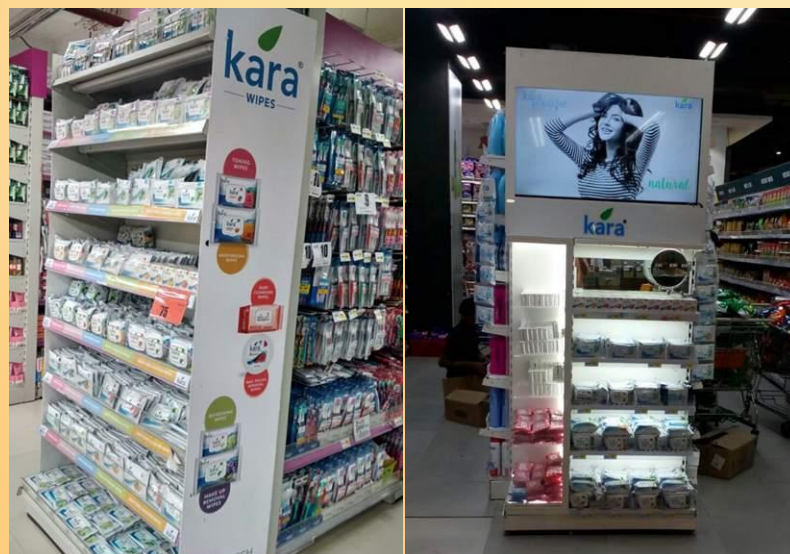
The KARA story

Extensive single sachet sales at across industries

- Entertainment: Carnival Cinema, Insignia
- Travel & Hospitality APSRTC, TSRTC, Air Asia, Vistara, Taj Leela, Lalit
- Beauty Services: Tony & Guy Spalon, Enrich, Naturals etc.



Tie-up with high-end bags (Caprese & Hidesign)



KARA VM Execution

Digital Expansion

Available at all leading ecommerce and beauty portals



We believe Kara is a 200 cr opportunity

Desi Atta Company

A core ingredient in Indian cooking

With over 50 types of authentic attas and ready mixes, made from various regional millets, pulses & grains, the brand makes the ancient grain wisdom and their health benefits, relevant to today's lifestyle

From single grain flours, to ready mixes- Desi Atta company has seasonal, fasting and festive Sku's for India's varied food palette



Thinkskin

NOW DON'T THINK SOAP
THINK SKIN



SOAP
2000 B.C. - 2017 A.D.

MORE HYGIENIC
SOFT & EASY LATHERING
LONG - LASTING FRAGRANCE
PARABEN-FREE

STARTS @ ₹39

think skin



250ml | 100ml

ActiveSports | WildRose | LemonFresh | AquaSplash | Sandal

*Upgrading Soap users to
Body wash with a
disruptive price
proposition*



MORE HYGIENIC
Multiple people in the family
use the same soap. Thinkskin
is more hygienic to use.



LASTS LONG
Lasts longer than soap.



PARABEN-FREE
Completely free from
paraben, A preservative
chemical commonly used in
other body care products.

Sangi's Kitchen

For the new gen customer needs more than just ketchup's.

A brand of chutney's, dips, sauces, condiments and spices



Sangi's Kitchen

Kosh

Flavoured Oats and Oats Atta

Building Oats as the second grain of India, by bringing it into the center of plate with a multigrain flour

Building a health snacking option through sweet and savoury options of flavoured oats





Tasty Treat

**For mindless snacking,
Munching and sipping.**



From wafer biscuits to namkeens, from juices to sherbats, from cutting edge bhujiya's to new age snacking. Tasty Treat has innovative solutions for all



Wafer biscuits are distributed in general trade, using the Indo-Nissin network

Karmiq

India's first national dryfruit brand

Dry fruits today are being purchased at an impulse, for healthy snacking and munching.

A range of dry-fruits, from Cashews, walnuts, Pistachio's to berries and also India's most favourite Mamra Almonds



Fresh and Pure Tea

Fresh & Pure's Kadak chai has been inspired by the chai consumption patterns of the mass – a strong blend made with premium quality leaves- with minimal processing



Nilgiri's

Flavoured Milk and Cold coffee

Nilgiri's a heritage brand, renews itself to connect with a new generation of customers.

With flavoured milk and cold coffee, the south based brand is ready to hit the nation



Shubhra

Sona Masoori- the healthier rice

Branding Sona-masoori, the most consumed rice in India.

Shubhra Sona Masoori is 99.5% fat free and easy to digest, making it ideal for regular, everyday consumption.



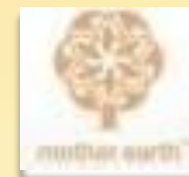
Shubhra

FCL owns a wide portfolio of Food and FMCG brands for every household need - allowing for a rich multi-pronged engagement with our consumers

Food and Groceries

GOLDEN HARVEST

KARMIQ



KOSH

ektaa

GOLDEN HARVEST PRIME

Shubhra

Dairy and Bakery



Snacks and Beverages



Sunkist



Personal Care



think skin



Home Care

Clean Mate



MYSST

Our unique organization design allows us to *innovate, incubate and accelerate* - all at the same time

We've moved from

Hierarchy Structure



Holacracy



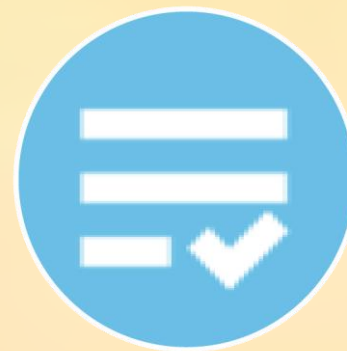
Holacracy helps us do multiple things simultaneously, bringing together wisdom and energy



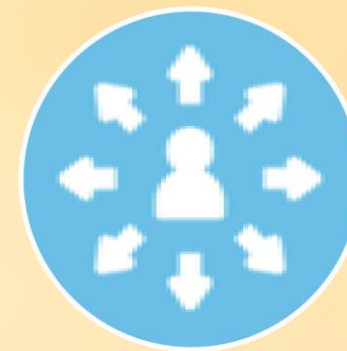
Flexible Organization
Design



New Meeting Formats
– Action Oriented



More autonomy to
teams & individuals



Unique Decision
Making Process

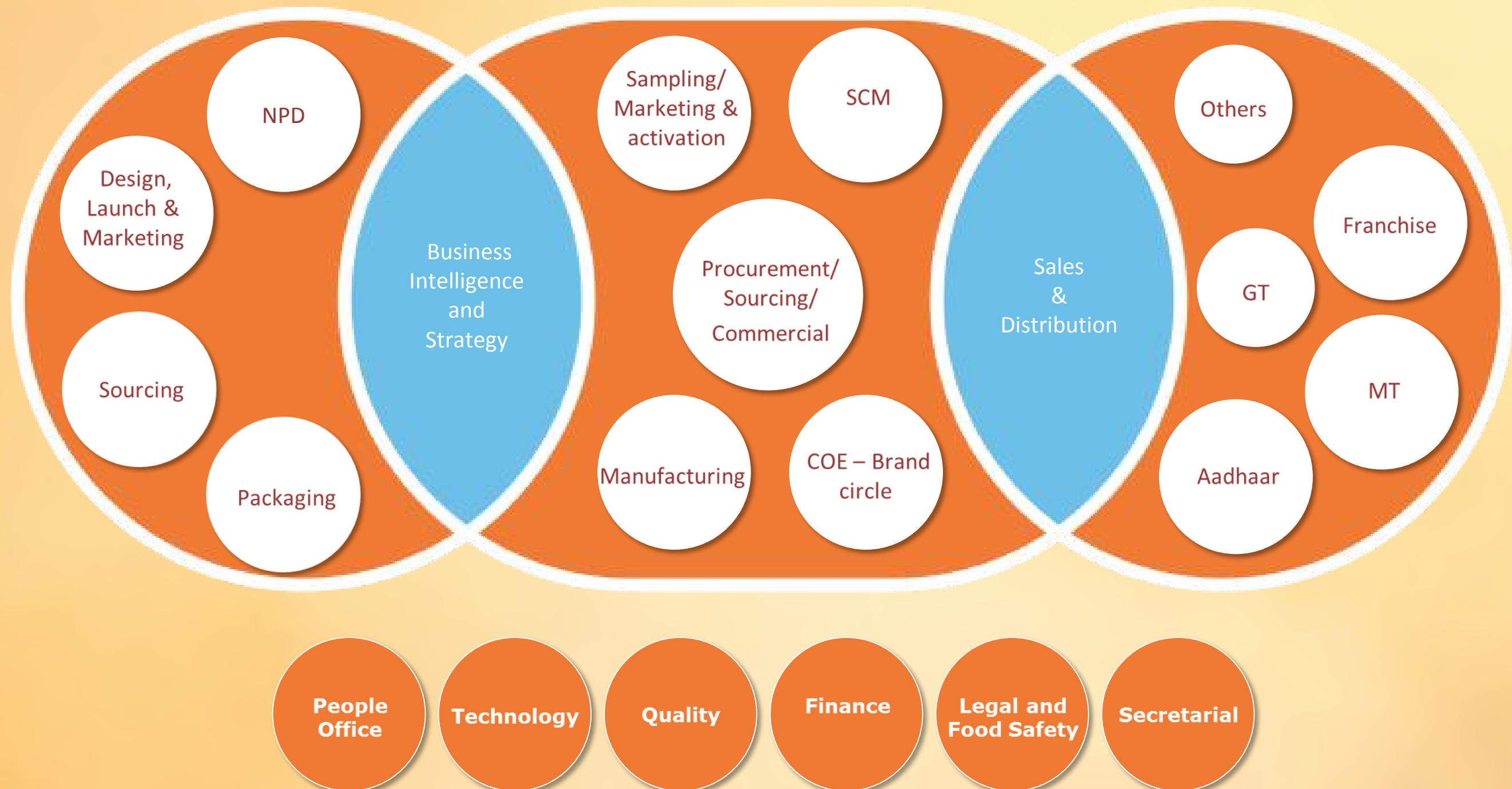
Integrated Organization Design at FCL allows us to operate with speed and efficiency and operate in multiple categories simultaneously.

Integrated Organization Design at FCL includes both:

Zero to 1

and

1 to 100



And by owning the value chain- from sourcing, manufacturing to distribution we see multiple benefits



Our cost of doing business is considerably lower.

Being modern retail backed, our distribution costs is at 17% vis-à-vis established FMCG companies which are at 27%

Additionally, our marketing costs are significantly lower. As we build brands largely in stores and on digital platforms.



The controlled distribution network allows us to respond in real time and have a superior demand forecasting capability



- Production Supply based on real time evolving Demand Forecast
- Speedier and localized lifecycle management to stay on forecasted sell through
- Customized product offering for relevant member segments
- Real time customer feedback+ secondary sales data from stores
- Forecasting buying behaviour of 10 million members

Future Group has the largest scale and coverage in India



255 unique towns

Present in every state



6,500+

Rural distribution centers



2,000+ Stores



22mm+ sq. ft.

Retail space



400mm+

Customer footfalls annually



Over 55% zip code coverage

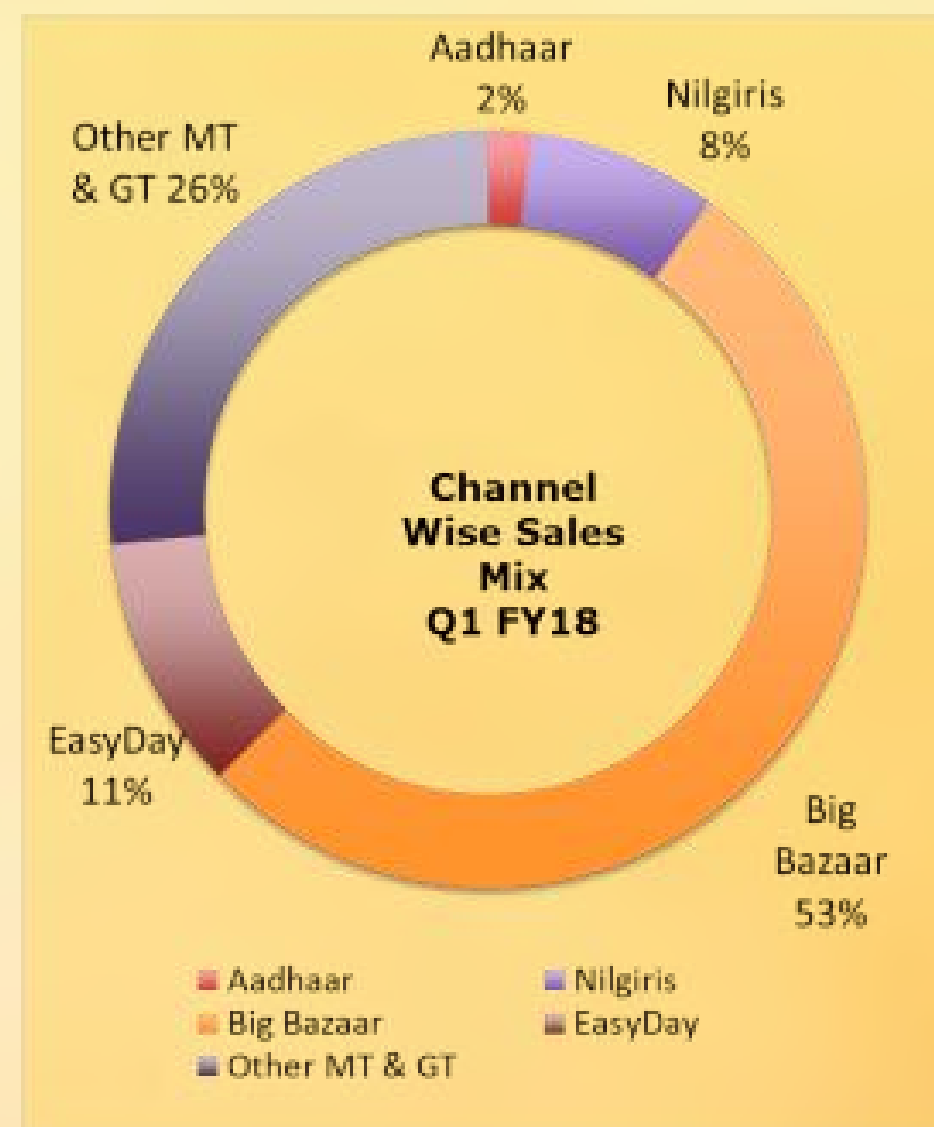
A large store in over 8,000 of c.14,000⁽²⁾ pin codes

FCL is able to therefore engage directly with consumers - without distribution layers in between.

Large Format



Small Format



FCL's modern retail led distribution model encompasses not just our own network but also other modern retail and GT

General Trade:

	30,000
	25,500
	17,500



Other Modern Trade: 169

	20		37
	28		6
	18		17
	27		12
	1		1
	1		1

We have grown the business year-over-year by over 40 % and are aiming for 70%+ growth in the next year

Our new category and brand launches include:



Extruded Snacks and Namkeens

**Total Market Size:
16,000 Cr.**



Biscuits

**Total Market Size:
25,000 Cr.**



**100% fresh juices,
sherbets with a twist and
concentrates**

**Total Market Size:
550 cr**

Our new category and brand launches include:



Air fresheners and car fresheners

**Total Market Size:
500 Cr.**



**Entire range of disposable
paper products**

Total Market Size:



Fabric Care

**Total Market Size:
16,000 Cr.**



Shampoos and Conditioners

**Total Market Size:
5,500 Cr.**



**Baby Diapers, Accessories and
Grooming**

**Total Market Size:
4,000 Cr.**



**Mosquito repellants- patches and
roll ons**

**Total Market Size:
3,500 Cr.**

**We have the opportunity to be India's foremost
FMCG company.**

And we believe this can be made possible

**The group's food and FMCG business is estimated to reach
50,000 crores**

And FCL brands aspires to have a 70% share in our own network

Through the Future Group network alone, we will reach 10,000+ small stores and within a 2 km radius of every consuming Indian.



**With 30 million paid members, we are assured of
business across categories and brands**



And we will add further distribution might through our wholesale cash and carry model.



**We believe FCL will be 3 billion USD (Rs. 20,000 crore)
and in 5 years a 15%+ EBITDA company built for a new
India, serving the Fast Moving Consumer Generation**



Thank You