



10th December, 2013

To,
Department of Corporate Services
✓ BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai - 400 001
Re: Scrip Code: 533400

To,
Listing Department
The National Stock Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex, Bandra (East),
Mumbai - 400 051
✓ **Re: Scrip Code FCEL**

Dear Sir,

Sub.: Update on Investment

This is to inform you that, the Company has made investment in Amar Chitra Katha Private Limited, a subsidiary company.

Details in respect of the aforesaid investment are attached hereto as an Annexure.

Kindly take the same on records.

Thanking you,

Yours truly,
For **Future Consumer Enterprise Limited**
(formerly known as Future Ventures India Limited)


Manoj Gagvani
Company Secretary & Head-Legal

Encl.: as above





an integrated food & FMCG company

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Investment in Amar Chitra Katha Private Limited (“ACKPL”)

Future Consumer Enterprise Limited (*formerly known as Future Ventures India Limited*) (“FCEL”) has made further investment of upto ₹ 9.44 Crore by way of subscription to and allotment of further equity shares of ACKPL, subsidiary company of FCEL.

With the present acquisition FCEL has increased its stake in ACKPL to 73.99%.

ACKPL operates in media and entertainment industry and has an established leadership in creation and publication of high quality content for both print and digital medium through its iconic publications like “Amar Chitra Katha” a comics series based on stories of mythological and historical personalities, “Tinkle” a monthly Fun magazine, “Brainwave” a bi-monthly science magazine and “Karadi Tales” audio and print books. The entire offering is primarily targeted at under 15 age group. This innovative story telling has a rich content library of over 400 titles and over 100 proprietary characters. It has offerings in various digital and animated formats that are compatible with new media platforms. ACKPL also operates India Book House, the largest distributor of books ad magazines in India.

The total revenue of ACKPL during the financial year ended 31st March, 2013 was ₹ 22.10 Crore as against ₹ 15.52 Crore for the year before. ACKPL has registered growth of 42% in its revenue over previous financial year.

In the regular course of its business operations, ACKPL enters into business transactions with Promoters/Promoter Group companies of FCEL.

