

26<sup>th</sup> April, 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 FUTUREVENT-EQ**

Dear Sir,

**Sub.: Update on Investment**

This is to inform you that, the Company has made investment in a new business venture - KFC Shoemaker Private Limited.

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

Kindly take the same on records.

Thanking you,

Yours truly,  
For **Future Ventures India Limited**

  
**Manoj Gagvani**  
Company Secretary & Head-Legal

Encl.: as above



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**Future Ventures India Ltd.,**

Regd. Office : Knowledge House, Shyam Nagar, Off. Jogeshwari Vikhroli Link Road, Jogeshwari (E), Mumbai 400 060. Tel. : +91 22 3084 2200 / 3084 1300  
Corporate Office : 247 Park, Tower "C", Above Home Town, LBS Marg, Vikhroli (W), Mumbai - 400 083. Tel. : +91 22 6119 0000

Website : [www.futureventures.in](http://www.futureventures.in)

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**Investment in KFC Shoemaker Private Limited**

Future Ventures India Limited ("FVIL") has agreed to make investment in new business venture- KFC Shoemaker Private Limited ("KFC SPL"). Post completion of issue and allotment of equity shares by KFC SPL, FVIL shall hold 33.30% of the then issued and paid up share capital of KFC SPL.

KFC SPL is primarily engaged in the business of sourcing footwear from domestic as well as foreign suppliers and undertakes retail sale of leather shoes/ footwear/bags under the brand name "Tresmode" and "Solvoga" ("**Business**"). KFC SPL develops over 1000 variants each season of high fashion shoes. Tresmode shoes are available in leading retail outlets in India and are also sold through its own exclusive boutiques. KFC SPL also plans to open its exclusive stores as well as 'shop in shop' within departmental and shoe chain stores in Middle East and South East Asia and other emerging market metros. KFC SPL has plans to scale its value brand "Solvoga" through 'shop-in shop' in multi-brand outlets.

The revenue from this Business for the period ended 31<sup>st</sup> March, 2013 is ₹ 25.89 Crore as against for the corresponding period ended 31<sup>st</sup> March, 2012, which was ₹ 21.52 Crore.

On completion of the investment as mentioned above, KFC SPL would be an 'associate' of FVIL and operational performance of the Business will form part of the consolidated financials of FVIL in terms of the applicable accounting policies. On approval of the ongoing demerger process fashion business of FVIL, KFC SPL will be part of the new company Future Lifestyle Fashion Limited.

KFC SPL does not have any relationship with promoters/ promoter group entities of FVIL except for dealings in its normal course of business.

