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31<sup>st</sup> August, 2012

✓ 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 further investment in Future Consumer Enterprises Limited, a subsidiary company.

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

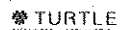
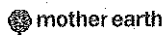
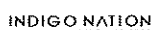
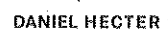
Kindly take the same on records.

Thanking you,

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

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

Encl.: as above



**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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TURTLE  
ORGANIC - VEGETARIAN

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## Investment in Future Consumer Enterprises Limited

Future Ventures India Limited ("FVIL") has undertaken to make an additional investment in Future Consumer Enterprises Limited ("FCEL"), a wholly owned subsidiary of FVIL, by subscribing to further issue of equity shares and fresh issue of 0% Optionally Fully Convertible Debentures of FCEL, aggregating to a sum of ₹ 120.00 Crore. In terms of the same, initial investment of ₹ 2.00 Crore has been made by way of subscription to the equity shares issued by FCEL.

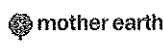
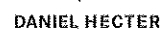
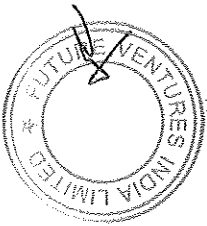
FCEL is predominantly engaged in product development, designing, branding and distribution of FMCG products under brands such as "Tasty Treat", "Clean Mate", "Care Mate", "Premium Harvest", and "Fresh and Pure", "SACH", "Disney" and "Ektaa". FCEL currently markets its products through stores owned by the Future Group.

The total revenue of FCEL for the financial year ended 31<sup>st</sup> March, 2012 was ₹ 10,769.79 Lakh as against ₹ 8,132.64 Lakh for the year before.

FCEL has plans to deploy the proceeds arising out of the above mentioned issue of securities, towards acquisition of chains of shops under convenience stores format, from Future Value Retail Limited, one of the Group companies of FVIL. The format shops has presence across Delhi, Maharashtra and Karnataka and operates a chain of over 180 such convenience stores.

This acquisition by FCEL is expected to facilitate promotion of the aforesaid brands and products and spread its footprint to explore newer opportunities.

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



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