

PRESS RELEASE

Future Group Chooses hybris' OmniCommerce Solutions to Support its India Operations

hybris Commerce Suite to provide Future Group's customers with a single view of its multiple brands across physical and digital channels

Mumbai, 03 September, 2014 – hybris software, an SAP company and the world's fastest-growing commerce platform provider, today announced that Future Group, a leading retailer in India, will use the [hybris Commerce Suite](#) to support its omni-channel retail operations. Comprising a number of different retail brands covering sectors such as fashion, sportswear, food and groceries, electronics and homeware, Future Group wanted to find the technology that would allow a seamless convergence of its emerging digital and physical commerce touchpoints (physical facilities/store network, human assisted digital commerce network Big Bazaar Direct, e-commerce sites, catalog/phone order; mobile devices; TV/new media etc).

Having looked at various solutions, the company decided to use the hybris Commerce Suite as it was the only solution that best met these requirements. Over 500 companies have already chosen hybris to help develop their omnichannel strategy including leading brands and retailers like Toys 'R' Us UK, Metro, Levi's, Galeries Lafayette, Migros, Nespresso and Lufthansa.

Speaking about the choice of hybris, Kishore Biyani, Group CEO of Future Group, said; "In the world over, physical retailers who have developed themselves into omni-channel merchants are driving to attract customers and business across both digital and physical platforms. hybris has successfully developed omni-channel capabilities for leading retailers across the world. With its modern architecture and modular approach, hybris will transform the way we are able to leverage our omni-channel retail model across all our brands and businesses. With hybris, we see a whole lot of new possibilities in retailing opening up, including the endless aisle vision becoming a reality."

Eric Toon, Country Manager South East Asia and India at hybris said; "India is a key global market and we are delighted that a major retailer in this region such as Future Group has seen how the hybris approach to commerce can transform the way they sell and interact with their customers. Given the diversity of brands and size of its customer base, we know Future Group has considered carefully before deciding to select the hybris Commerce Suite. We look forward to working closely with Future Group on the roll-out and implementation of this project to realize the benefits that it will bring to its business."

True omni-channel retailers are able to seamlessly integrate the best of both digital and physical worlds at each step of the customer experience. Even before a customer comes to a store, many customers are researching and making their product decisions online. hybris gives an optimal, consistent user experience in-store, on the web, on mobile devices or any other digital platform. And it works in both directions: hybris gives the retailer one view of the customer and the seamless customer interface gives the customer one view of the

retailers' brand. Thus for an omni-channel retailer, websites and mobile devices aren't just e-commerce ordering vehicles, they are front doors to the stores. Retail outlets aren't just showrooms, they are digitally-enabled inspiration sites, testing labs, purchase points, instantaneous pickup places, help desks, shipping centers, and return locations.

"Future Group has been a front-runner at adopting innovative next-generation solutions that meet the evolving needs of the Indian retail industry," said Deb Deep Sengupta, Chief Operating Officer, SAP India. "Our association with Future Group reflects our continued commitment to deliver the right IT platform to enhance their customer service and loyalty," he added.

About Future Group

Future Group's businesses focus on developing and operating modern retail networks, consumer goods brands and logistics networks for the consumption sector in India. Built over more than two decades, the group's flagship companies focus on three distinct businesses – hypermarkets business operated by Future Retail Limited, an integrated lifestyle fashion business operated by Future Lifestyle Fashion Limited and a food-led FMCG business operated by the Future Consumer Enterprise Limited.

The group is credited with creating some of India's most popular retail chains. The 168-store hypermarket chain, Big Bazaar is among the most popular brands in the service sector in India. Other retail chains include, Foodhall, a gourmet food store, department store chain, Central, outlet stores chain, Brand Factory, sportswear chain, Planet Sports, home improvement and consumer durables chain, Home Town and eZone, convenience stores chain, KB's Fairprice and a growing rural distribution network through Aadhaar.

Through these chains, the group operates over 16 million square feet of retail space and has a store network in over 98 cities across India. Collectively, these chains attract over 25 million customer visits every month, translating into around 300 million customer footfalls in a year.

About hybris software

hybris software, an SAP Company, helps businesses around the globe sell more goods, services and digital content through every touchpoint, channel and device. hybris delivers OmniCommerce™: state-of-the-art master data management for commerce and unified commerce processes that give a business a single view of its customers, products and orders, and its customers a single view of the business. hybris' omni-channel software is built on a single platform, based on open standards, that is agile to support limitless innovation, efficient to drive the best TCO, and scalable and extensible to be the last commerce platform companies will ever need. The same software is available on-premise, on-demand and managed hosted, giving merchants of all sizes maximum flexibility. Over 500 companies have chosen hybris, including global B2B sites W.W.Grainger, Rexel, General Electric, Thomson Reuters and 3M as well as consumer brands Toys"R"Us UK, Metro, Bridgestone, Levi's, Nikon, Galeries Lafayette, Migros, Nespresso and Lufthansa. hybris is the future of commerce™. For more information, visit www.hybris.com.