



Future Retail and Amazon India implement Long Term Business Agreements
*India's Most Trusted Retailer and India's Most Trusted Online Marketplace to work together
to offer more convenience and selection to customers*

6th January 2020, Mumbai – Future Retail Ltd (FRL) and Amazon India had entered into long-term business agreements for expanding the reach of FRL stores and consumer brands through the Amazon India marketplace. This arrangement will now build on the robust offline and online capabilities of both organizations creating significant value for customers.

FRL will leverage its existing infrastructure, strong product knowledge and extensive brand portfolio resulting in higher store productivity and improved margins. Currently FRL attracts over 350 million footfalls across its retail network, and Amazon India's marketplace will enable FRL to reach a wider customer base. This collaboration will drive synergies through FRL's well-entrenched consumer-centric national network and Amazon India's tech enabled distribution footprint.

As part of the agreements, Amazon India will become the authorized online sales channel for FRL stores and FRL will ensure the participation of relevant FRL stores on the Amazon India marketplace, and its programs. Customers will enjoy the convenience of ordering on physical and digital channels for a wide range of food, FMCG, fashion, footwear and homeware categories in a seamless manner. FRL will list on the Amazon Prime Now program, allowing customers to get food, grocery and general merchandise delivery within two hours in Delhi, Mumbai, Bengaluru, and Hyderabad. FRL will soon list stores like Big Bazaar, and Foodhall in more cities on the Amazon India marketplace.

FRL and Amazon India signed two agreements focusing on key categories:

- 1) Grocery and general merchandise: Focusing on groceries, general merchandise and beauty categories
- 2) Fashion and footwear: Focusing on fashion and apparel, footwear, jewelry, watches, luggage, travel gear, eye wear, perfumes, and related accessories, and such other categories

FRL will augment existing store-infrastructure at its retail outlets for facilitating seamless packaging and pickup of products ordered online. FRL and Amazon India have already launched this service across 22 stores and the results have been encouraging, wider scale up is already underway. Both companies plan on rolling this out across the entire FRL store chain based on agreed timelines.

"Amazon and Future Retail share common values of serving customers everywhere in the best possible manner," said Kishore Biyani, Chairman & Managing Director, Future Retail Limited. *"This arrangement will allow us to build upon each other's strengths in the physical and digital space so that customers benefit from the best services, products, assortment and price."*

"We are excited about the business collaboration with FRL. FRL's national footprint of stores offering thousands of products across fashion, appliances, home, kitchen and grocery will now be available to

millions of customers shopping on Amazon.in, in hours across 25+ cities,” said Amit Agarwal, SVP & Country Head, Amazon India.

These agreements will enhance choice and convenience for Amazon India’s customers and will help FRL engage with a broader set of customers seamlessly across channels. Both organizations will work towards driving sales, achieving operational efficiencies, collaborating on technical excellence, in relation to online sales. In order to drive efficiencies, the two organizations will work closely through a dedicated team, and will explore synergies in distribution, customer acquisition, and marketing initiatives. This creates an enviable collaboration bringing together the best of consumer insights and geographical reach from the online and offline world.

About Future Retail Limited

Future Retail operates one of India’s most popular retail chains that inspires trust through innovative offerings, quality products and affordable prices that help customers achieve a better quality of life every day. It serves millions of customers in more than 400 cities in every state of the country with over 1500 stores that cover over 16 million square feet of retail space. Big Bazaar, its flagship chain is regularly ranked among the most trusted retail brands in the country. The small store neighborhood retail chains, EasyDay and Heritage Fresh, operate closer home to customers and offer member-customers a range of services.

About Amazon.in

The [Amazon.in](https://www.amazon.in) marketplace is operated by Amazon Seller Services Private Ltd, an affiliate of Amazon.com, Inc. (NASDAQ: AMZN). [Amazon.in](https://www.amazon.in) seeks to build the most customer-centric online destination for customers to find and discover virtually anything they want to buy online by giving them more of what they want – vast selection, low prices, fast and reliable delivery, and a trusted and convenient experience; and provide sellers with a world-class e-commerce marketplace.

Forward Looking Statements

This report contains forward looking statements, which may be identified by their use of words like ‘plans’, ‘expects’, ‘will’, ‘anticipates’, ‘believes’, ‘intends’, ‘projects’, ‘estimates’, or other words of similar meaning. All statements that address expectations or projections about the future, including but not limited to statements about the strategy for growth, product development, market position, expenditures, and financial results are forward looking statements. Forward looking statements are based on certain assumptions and expectations of future events. The accuracy or realization of these assumptions and expectations cannot be guaranteed. The actual results, performance or achievements could thus differ materially from those projected in any such forward looking statements. There is no assumption of responsibility to publicly amend, modify or revise any forward-looking statements, based on any subsequent developments, information or events.

Media Contact:

Amazon India: Madhavi Kochar: kocharm@amazon.com
Future Group: Rajesh Rana - rajesh.rana@futuregroup.in