



## Future Consumer Limited and Amazon tie-up for online distribution

January 6, 2020

**6<sup>th</sup> January 2020, Mumbai** – Future Consumer Limited (FCL) and Amazon Retail India Private Limited (ARIPL) had signed a long-term agreement for distribution of Future Consumer's portfolio of brands online.

Future Consumer has brands and products in multiple categories in food, home care and personal care and beauty space and has built successful brands like Tasty Treat for snacks, Voom for fabric care, Dreamery for dairy, Karmiq for dry fruits, Mother Earth for organic staples, Kara for personal care, CleanMate for household cleaning, among several others. Future Consumer's brands are currently available across multiple channels including general trade, digital platforms and modern retail. The brands are also available at more than 1700 stores across Future Group's retail chains including Big Bazaar, EasyDay, Heritage Fresh, Nilgiris, WH Smith, among others. Currently, Future Consumer has a largely offline presence. Through this agreement, Future Consumer will build an online channel and offer Future Consumer's brands to millions of Amazon's customers.

*"The collaboration with Amazon will expand the reach of our brands to new sets of customers on Amazon India's online marketplace. We will be working closely with Amazon to develop marketing and promotion initiatives and look forward to using Amazon's technical expertise and resources to increase the reach of our brands. Our distinct portfolio of brands catering to aspirational categories will be an excellent addition to Amazon's offerings, hence we believe this is a win-win agreement,"* said Ashni Biyani, Managing Director, Future Consumer Limited.

This arrangement with ARIPL is expected to give a fresh fillip to Future Consumer's growth plans and increase the existing share of sales that originate from outside the Future Group network. Both organizations will work together closely to drive growth of Future Consumer's brand portfolio online.

*"As ARIPL ramps up its presence for online retail on Amazon.in, we continue to look for ways to expand selection for our customers. We are delighted to have Future Consumer's strong brand portfolio added in, such as Golden Harvest and Desi Atta for staples, ready to eat food from Tasty Treat and dry fruits from Karmiq. Millions of our customers will have access to these products to ensure we work closely together to continue delighting our customers,"* said Sameer Khetarpal, Director, ARIPL.

### About Future Consumer Limited

Future Consumer is a leading data and tech driven FMCG company, building brands for India's Fast Moving Consumer Generation. As an FMCG 2.0 company, Future Consumer is using real-time data to gain deep insights on the Indian consumers, their food habits, and beliefs. There is a new restless generation of consumers out there that seeks the next. Constantly, instantly and fearlessly. It is for this breed of aspirers that Future Consumer has created a whole new world of innovative products from across multiple categories in food, home care and personal care and beauty space and built successful brands like **Tasty Treat** for snacks, **Voom** for fabric care, **Dreamery** for dairy, **Karmiq** for dry fruits, **Mother Earth** for organic staples, **Kara** for personal care, **CleanMate** for household cleaning among several others.

The Company is publicly traded at the National Stock Exchange (NSE, Ticker: FCONSUMER) and the Stock Exchange, Bombay (BSE, Ticker: 533400). For more information, visit [www.futureconsumer.in](http://www.futureconsumer.in)

### About ARIPL and Amazon.in

ARIPL is an affiliate of Amazon.com, Inc. and retails food products manufactured and produced in India, on [Amazon.in](http://Amazon.in) marketplace, which is operated by Amazon Seller Services Private Ltd, an affiliate of Amazon.com, Inc. (NASDAQ: AMZN). [Amazon.in](http://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.

For more information, visit [www.amazon.in/blog](http://www.amazon.in/blog)

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### Forward Looking Statements

This report contains forward looking statements, which may be identified by the 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.

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