



Brand Factory invites customers to shop for FREE for 5 days during its Free Shopping Weekend

~ Shop for Rs. 5000, Pay Only Rs. 2000 and get that back too ~

~ Book your redeemable entry tickets for the shopping carnival ~

National, November 2017: After witnessing a mega success last year, Brand Factory the lifestyle discount store by Future Group, announces the second season of **Free Shopping Weekend (FSW)** from 22nd to 26th November. Making it one of the must attend shopping events for 2017, Brand Factory customers can shop for Rs. 5000, pay ONLY Rs. 2000 and even get that back through Gift Vouchers worth Rs. 1000, free apparel worth Rs. 500 and Future Pay money worth Rs. 500.

Offering some uniqueness, customers can avail premium redeemable tickets and get first-hand experience of sale merchandise which allows you to shop immediately when the store opens at 8am. Featuring over 200 leading brands like ONLY, Vero Moda, US Polo, Jack & Jones, Van Huesen, Park Avenue etc. and many more, FSW will be hosted in 60 plus stores across 25 cities PAN India.

Commenting about Free Shopping Weekend, **Suresh Sadhwani, CEO, Brand Factory** says, “The 2nd season of Free Shopping Weekend is even bigger than the last year and is sure to delight all our customers. This sale will ensure that our customers can make maximum savings and also fulfill their long shopping list. Our special feature of redeemable tickets, will help smart shoppers enjoy an element of exclusiveness and take home some of the best brands.”

Premium redeemable tickets are priced at Rs. 250 (admits 2) and allows you to shop between 8am - 11am on any of the five days. Additionally, customers can also buy a redeemable ticket worth Rs. 100 (admits 2) to shop from 11 am onwards. Tickets can be purchased online at Paytm/Insider.in, Brandfactoryonline.com and also at the store.

About Brand Factory:

Brand factory is India's only discount fashion destination with over 55 stores in 23 cities. Brand Factory gives Indian consumers the promise of revolutionizing value shopping by offering the best Indian and International brands at Smart Prices. Brand Factory promises its customers, discount shopping at an undiscounted experience. The emphasis at Brand Factory is to offer customers the widest range of brands and categories possible at absolutely great prices in an ambience that befits the brand.

About Future Lifestyle Fashions Ltd (FLFL)

FLFL listed on NSE and BSE, is India's leading integrated fashion house. FLF has world class retail formats like Central and Brand factory along with a strong portfolio of brands such as Lee Cooper, John Miller, Indigo Nation, Scullers and Jealous 21 etc. For the 9months period ended Dec 31, 2016, FLF achieved a revenue of Rs. 2890 crs, with a strong growth of over 18% in 9MFY17 (primarily driven by robust same store sales growth). During this period, FLF achieved an operating margin of 9.3% resulting into net profit of Rs. 27 crs. FLF operates over 5.5 Million square feet of retail space which is the largest in the country. FLF has also made investments in various fashion companies which complement its existing offerings.

Future Group is the pioneer in the Indian retail sector and focuses on developing and operating modern retail networks, consumer goods brands and logistics networks for the consumption sector in India.

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