

SHOPPERS STOP

SEC/097/2014-15

January 30, 2015

BSE Limited Mumbai Samachar Marg, Fort, Mumbai - 400 001. Stock Code : 532638	National Stock Exchange of India Ltd. Exchange Plaza, Bandra-Kurla Complex. Bandra. (East) Mumbai-400 051. SHOPERSTOP
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Dear Sirs,

Sub : Submission of un-audited financial results for the third quarter and nine months ended on December 31, 2014.

Pursuant to provisions of Clause 41 of the Listing Agreement, enclosed please find herewith, un-audited financial results for the third quarter and nine months ended on December 31, 2014, duly approved by the Board of Directors of the Company.

We also enclose herewith the following :

1. Press release and a presentation issued by the Company; and
2. Limited Review Report issued by the Statutory Auditors of the Company.

The aforesaid financial results, limited review report and press release are being faxed on the designated fax nos. of the Stock Exchanges as well.

Designated Fax Nos : BSE : 22722037 / 39/ 41/ 61 NSE : 26598237/38

Kindly take the same on records.

Thanking you,

Yours faithfully,
For Shoppers Stop Limited


Prashant Mehta
Vice President - Legal &
Company Secretary

Encl : aa

SHOPPERS STOP**START SOMETHING NEW**

Gross Retail Turnover grows by 7.3%.

Highlights of Q3FY15

- Gross Retail Turnover touches Rs. 844.77 crore; a jump of 7.3% over Q3FY14
- EBIDTA at Rs.53.57 crore a growth of 1.8% over Q3FY14
- 1,20,622 members added to First Citizen Loyalty Programme
- Crossed 6.6 million fans on Facebook
- **Total stores added in the quarter:** 1 Shoppers Stop store, 1 Bobbi Brown store, 1 Mothercare SIS Store, 2 Crossword stores.

Total Retail area – 42.21 lacs sq.ft

Total First Citizens members – 36.35 lacs

Mumbai, January 30, 2015: Shoppers Stop Ltd (SSL), India's prominent retail group (operator of large format department stores, home stores, specialty stores like Crossword, Mothercare, M.A.C, and hypermarkets) today reported a gross retail turnover of Rs.844.77 crore for the quarter ended December 31st, 2014 as against Rs.787.49 crore in the corresponding period last year. Net Profit for the quarter stood at Rs.13.77 crore.

With 73 stores across 34 cities in India, Shoppers Stop continues to grow and expand its retail footprint. This quarter, SSL added one new Shoppers Stop store in Mangalore, one Bobbi Brown store in Delhi, One Mothercare SIS store in Vizag and two Crossword stores in Bengaluru and Kohima.

Driving ahead its successful Loyalty programme, SSL continued to expand its membership base adding 1,20,622 new members to the First Citizen Loyalty Programme in Q3FY15. The programme now has a total First Citizen base of over 36.35 lac members.

Speaking on the performance, **Mr. Govind Shrikhande – Customer Care Associate & Managing Director, Shoppers Stop Ltd;** said, "Shoppers Stop Ltd; continues its growth trajectory by adding new stores across formats. The loyalty members have also grown to 3.6 million members who contribute considerably to the topline. We are formulating our omni-channel retailing approach over the next few months. We are confident that our omni-channel efforts will help us in countering the disruption created by online players."

During the quarter, the Shoppers Stop brand was selected as a 'SUPERBRAND' in India for the fourth consecutive year, and was also selected as "100 MOST VALUABLE BRANDS OF THE YEAR 2014".

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Shoppers Stop and its retail invested companies operate the following number of stores/doors as on December 31st, 2014 :

Mixed Retailing:

HyperCity – Currently has **15 stores**, spread over an area of 12.17 lacs sq ft.

Key Highlights of performance: Sales up by 6%

Like to like sales per sq.ft. growth 19.7%

Margin growth 120 Basis Points

2nd consecutive quarter of Break Even at Company level EBIDTA.

First Quarter of PAT Profit.

Fashion & Home Retailing:

- **Shoppers Stop** – Currently has **73 stores** in 34 cities
- **HomeStop (Home Décor)** – Currently has **19 stores** in 12 cities

Specialty Retailing:

- **Mothercare (Maternity, Infant Care)** – The exclusive franchise agreement for departmental stores with Mothercare Plc UK. Currently there are **43 stores** of Mothercare (including 3 standalone stores).
- **Crossword (Book stores)** – Currently has **96 stores**.
- **M.A.C (Cosmetics)** – The retail agreement with Estee Lauder to open M.A.C stores. Currently has **36 stores** with a presence in Mumbai, Bengaluru, Delhi, Amritsar, Chennai, Hyderabad, Pune, Gurgaon, Noida, Ludhiana, Chandigarh, Surat and Kolkata.
- **Clinique (Cosmetics)** – Currently has **25 stores** (including 13 standalone) in Mumbai, Bengaluru, Delhi, Kolkata, Hyderabad, Amritsar, Chandigarh, Surat, Kolkata and Pune.
- **Estee Lauder** - Currently has **9 stores** (including 2 shop-in-shops), one each in Bengaluru, Mumbai, Chennai, Delhi and Gurgaon.
- **Bobbi Brown** – Currently has **3 stores**, in Delhi & Gurgaon.

Other Initiatives:

- **Airport Retailing** – 2 duty free store is run by the JV Company, one at international airport at Bengaluru and 2nd at International airport at Mumbai.
- **TimeZone Entertainment** – Currently has **23 doors**.

About Shoppers Stop Ltd

Shoppers Stop Ltd., a pioneer in modern retailing in India, has been promoted by K Raheja Corp. Group (Chandru L. Raheja Group), one of the leading groups in the business of real estate development and hotels in the country. Shoppers Stop Ltd along with its Subsidiaries Crossword Bookstores Ltd and Hypercity Retail (India) Ltd; and Joint Venture Companies Timezone Entertainment Pvt. Ltd and Nuance Group (India) Pvt. Ltd. operates more than 57.59 lacs sq ft in the country.

Shoppers Stop and its associate companies are involved in retailing through department stores, specialty stores, entertainment zones and large hypermarkets.

For more information, please contact:

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