

SHOPPERS STOP

START SOMETHING NEW

Shoppers Stop Gross Retail Turnover up 3.4% EBIDTA up 10%

Highlights of Q2FY16

- Gross Retail Turnover touches Rs. 975 crores; a jump of 3.4% over Q2FY15
- EBIDTA at Rs. 61 crores a growth of 10% over Q2FY15
- Net profit stood at Rs.12.8 crores.
- 82,354 members added to First Citizen Loyalty Programme
- Crossed 7.4 million fans on Facebook
- **Total stores added in the quarter:** 3 Shoppers Stop stores, 4 Crossword Stores.

Total Retail area – 41.86 lacs sq.ft

Total First Citizens members – 39.24 lacs

Mumbai, October 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.975 crores for the quarter ended September 30th, 2015 as against Rs.943 crores in the corresponding period last year. Net Profit for the quarter stood at Rs.12.8 crores.

With 74 stores across 36 cities in India, Shoppers Stop continues to grow and expand its retail footprint. This quarter, SSL added 3 Shoppers Stop stores at Kolkata, Kolhapur and Meerut, 4 crossword stores in Trivandrum, Calicut, Kochi and Bangalore each.

Driving ahead its successful Loyalty program, SSL continued to expand its membership base adding 82354 new members to the First Citizen Loyalty Programme in Q2FY16. The program now has a total First Citizen base of over 39.24 lac members.

Speaking on the performance, **Mr. Govind Shrikhande – Customer Care Associate & Managing Director, Shoppers Stop Ltd;** said, *"We have seen a steady growth over the first half of this fiscal. Our like-to-like growth at 5.3% is a good sign and we are well –poised for a strong festive season.Q2 LTL growth is looking muted due to Change of Puja/Dussera Dates and reduction in SALE Period."*

He further added, "We are in an exciting phase right now with our omni-channel operations underway and our partnerships with Snapdeal & FreeCharge coming into effect this festive season. Our Refreshed On Line site and App will go Live before Diwali. We have signed Red Prairie from JDA for our next set of Investment in the Omni Channel Journey."

In line with the brand philosophy of Start Something New, Shoppers Stop has recently launched a first-of-its-kind augmented reality dressing room – The Magic Mirror. Installed in Shoppers Stop stores in Kolkata, Magic Mirror offers customers the option to "try" out apparel & accessory options through a virtual

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dressing room. By enabling customers to try on maximum number of products in less time, the Magic Mirror will optimize and further enrich the customers' shopping experience.

During the quarter, SSL was bestowed the following awards:

1. 'Most Admired Enterprise Solution Implementation' and 'Most Admired Retailer of the Year - Department Store 2015' at Images Retail Forum 2015.
2. 'Quality Excellence Award - Supply Chain Sustainability' at the World Quality Congress.
3. Hypercity Retail (India) Limited won 5 awards selected by the Jury of the 'National Award for Excellence in Training & Development' and 'National Talent Management Leadership'.

Shoppers Stop and its retail invested companies operate the following number of stores/doors as on September 30th, 2015:

Mixed Retailing:

HyperCity – Currently has **17 stores**, spread over an area of 12.2 lacs sq ft.

Key Highlights of performance: Sales up by 3%

Like to like sales per sq.ft. growth 2.7%

Fashion Share at 15.4 %

Fashion & Home Retailing:

- **Shoppers Stop** – Currently has **74 stores** in 36 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 **41 stores** of Mothercare (including 2 standalone stores).
- **Crossword (Book stores)** – Currently has **95 stores**.
- **M.A.C (Cosmetics)** – The retail agreement with Estee Lauder to open M.A.C stores. Currently has **35 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, Kolkata and Gurgaon.
- **Bobbi Brown** – Currently has 4 stores, in Delhi, Gurgaon and Mumbai.

Other Initiatives:

- **Airport Retailing** – **2 duty free stores** is run by the JV Company, one at international airport at Bengaluru and 2nd at International airport at Mumbai.
- **TimeZone Entertainment** – Currently has **25 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 57.38 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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