



Quarter ended 30th June 2016

SHOPPERS STOP

START SOMETHING NEW



Disclaimer

Certain statements in this release concerning our future growth prospects are forward-looking statements within the meaning of applicable securities laws and regulations , and which involve a number of risks and uncertainties,beyond the control of the Company, that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, intense competition including those factors which may affect our cost advantage, wage increases, our ability to attract and retain highly skilled professionals, political instability, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry. Shopper's Stop Ltd. may, from time to time, make additional written and oral forward looking statements, including our reports to shareholders. The Company does not undertake to update any forward-looking statement that may be made from time to time by or on behalf of the company.The Company also expects the media to have access to all or parts of this release and the management's commentaries and opinions thereon, based on which the media may wish to comment and/or report on the same. Such comments and/or reporting maybe made only after taking due clearance and approval from the Company's authorized personnel.The Company does not take any responsibility for any interpretations/ views/commentaries/reports which may be published or expressed by any media agency,without the prior authorization of the Company's authorized personnel.



Business Overview

❖ New Stores

- 4 Departmental stores opened at Goa, Noida ,Panvel and Pune during this quarter.
- 2 MAC SA stores opened at Noida and Mumbai Airport during this quarter.
- 1 Clinique SA Store opened at Mumbai Airport during this quarter.
- 2 Hypercity Stores opened at Mumbai and Noida during this quarter.

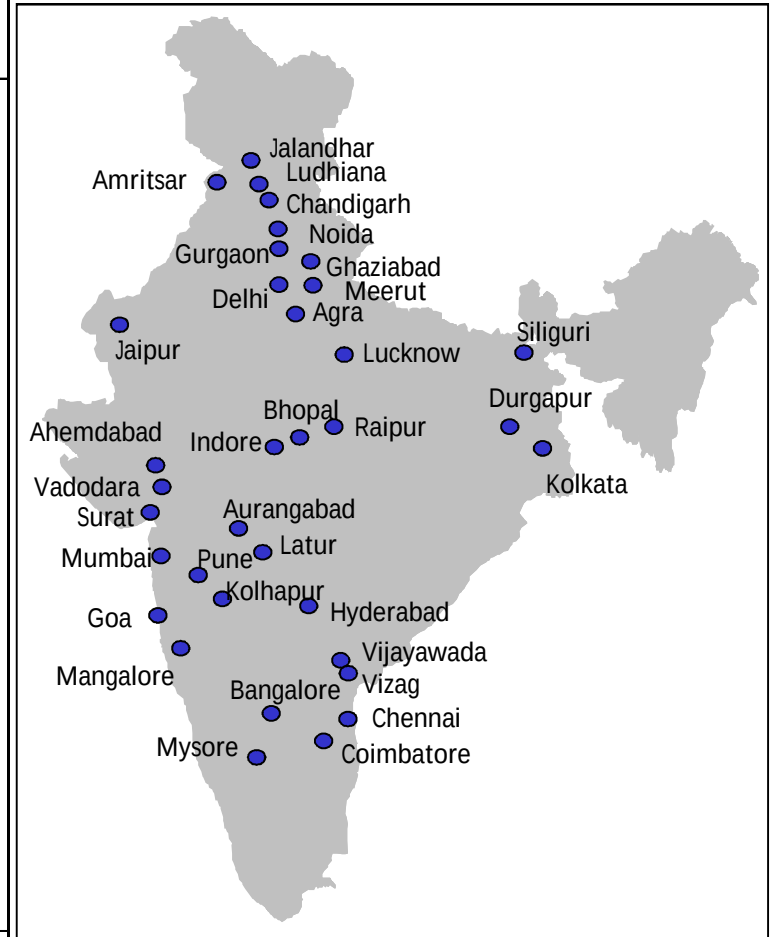
❖ Loyalty Program

- First Citizen members club has now reached 42.99 lacs members. Their contribution to sales was 77% for the year.



Our Presence and still expanding...

City	SS Dept.	Crossword	Home Stop	Mother Care	MAC/Estee/C linique/ Bobbi Brown	Hypercity	Total
Amritsar	1				3	1	5
Bangalore	10	8	4		12	4	38
Chennai	3	1	1		4		9
Delhi	5	2	1		12		20
Gurgaon	2				4		6
Hyderabad	5	6	1	1	4	2	19
Jaipur	3					1	4
Kolkata	5	3			6		14
Lucknow	1	1	1				3
Mumbai	9	18	3	1	18	3	52
Noida	2				3	2	7
Pune	6		1		5	1	13
Ghaziabad	2						2
Siliguri	1	1					2
Durgapur	1						1
Bhopal	1	2				1	4
Ludhiana	1				1		2
Aurangabad	1						1
Indore	1	1					2
Vijayawada	1	1	1				3
Mysore	1						1
Latur	1						1
Ahmedabad	2		1			1	4
Jalandhar	1						1
Coimbatore	1		1				2
Chandigarh	1		1		2		4
Surat	1				2		3
Kalyan	1	1					2
Thane	1	3			2	2	8
Agra	1						1
Vadodara	1					1	2
Raipur	2	1					3
Mangalore	2	1					3
Vizag	1						1
Meerut	1						1
Kolhapur	1						1
Goa	1						1
Total	81	50	16	2	78	19	246



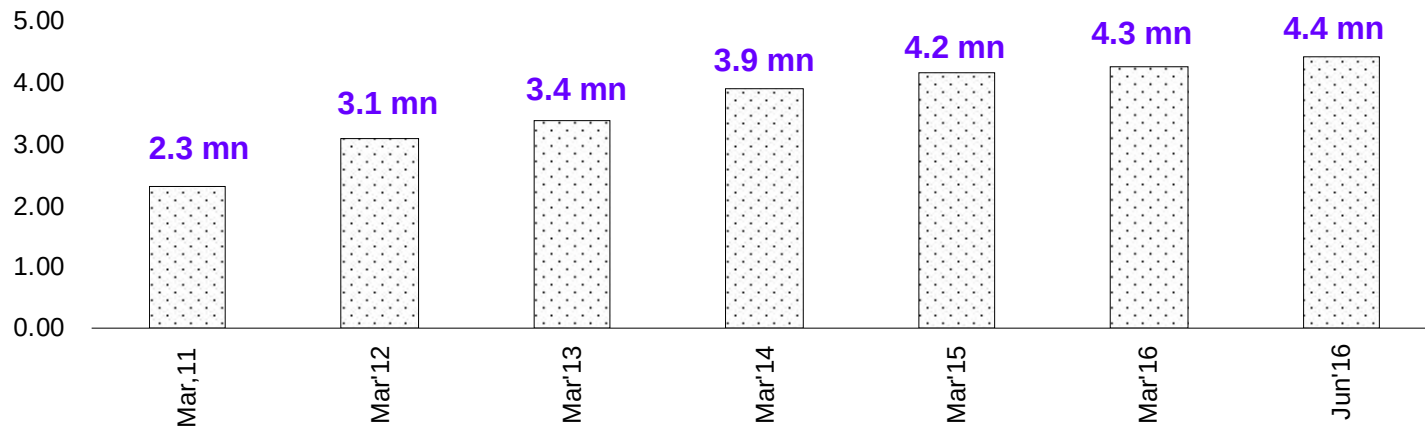
➤ More than 6.1 million sq. ft. area, across 37 cities

As on 30th June, 2016



Existing Stores

Shoppers Stop Store Space ramp-up (Sq. ft. in mns.)



Store Area as on 30th June, 2016

Shoppers Stop
Specialty Stores

Total Store Area

Crossword
Hypercity
JV Companies

Total Group

Chargeable Area (Sq.ft.)

4,089,664

320,380

4,410,044

=====

102,925

1,354,305

244,478

6,111,752

=====



New Store Opened



Location : GOA

Opening Date : 8th April 2016

Chargeable Area : 23,360 sq .ft.



S

HomeStop.



m

MAC

HyperCITY

TIMEZONE

the Nuance group

New Store Opened



Location : Logix Noida

Opening Date : 23rd April 2016

Chargeable Area : 58,251 sq .ft.





New Store Opened



Location : Panvel

Opening Date : 27th April 2016

Chargeable Area : 28,143 sq .ft.





New Store Opened



Location : Pune Aundh

Opening Date : 19th May 2016

Chargeable Area : 32,189 sq .ft.





Key Financial Highlights – Q1-2016-17

- **Sales Growth:**

Shoppers Stop department stores : 10.6%
All formats : 9.8%

- **LTL Sales Growth:**

Shoppers Stop department stores : 5.5%
stores > 5 years : 3.0%
stores < 5 years : 11.2%

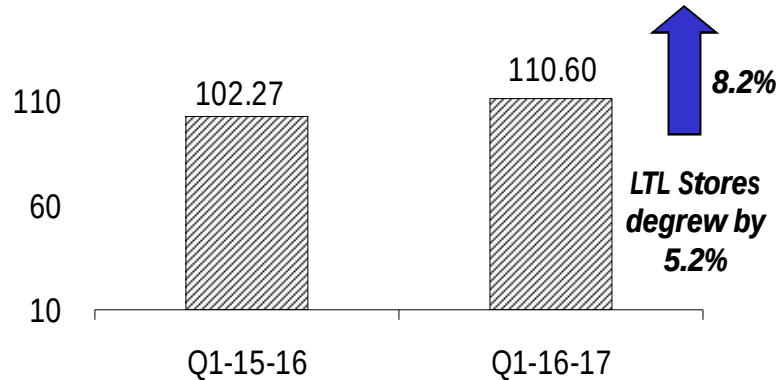
- **Sales Per Sq.ft. on chargeable area (Built up sq.ft.) :**

Shoppers Stop department stores : **Rs 1,927 (LY Rs. 1,854)**

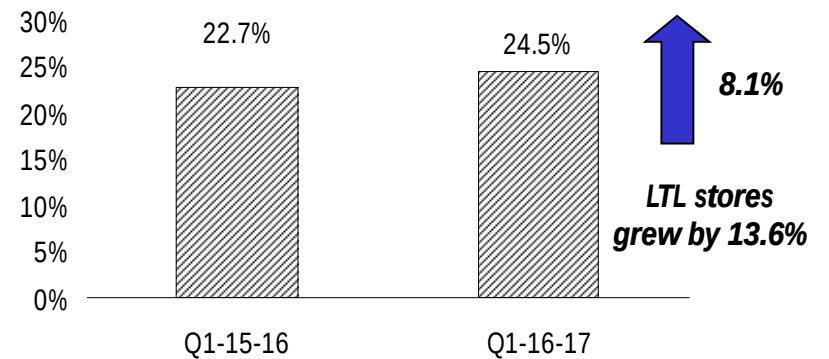


Operational Indicators – Q1-2016-17

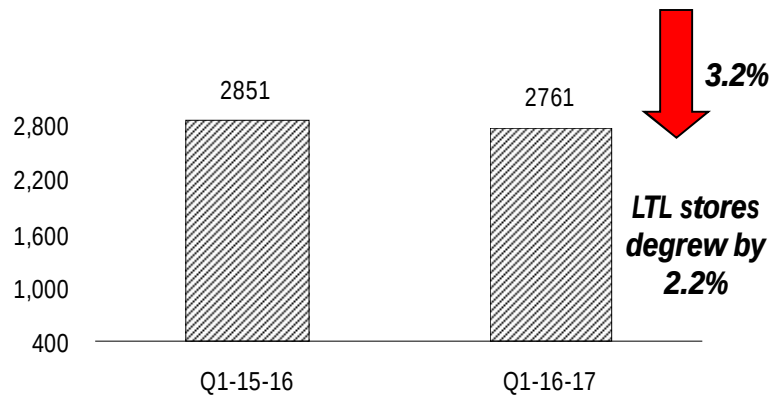
Customer Entry (figures in lacs.)



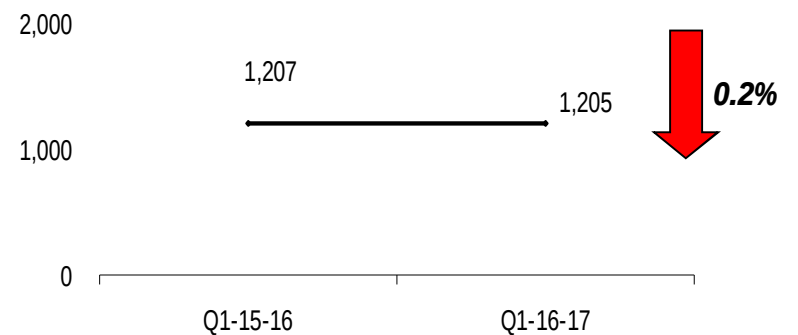
Conversion Ratio (%)



Transaction Size (Rs.)



Average Selling Price ("ASP")



LTL Volume

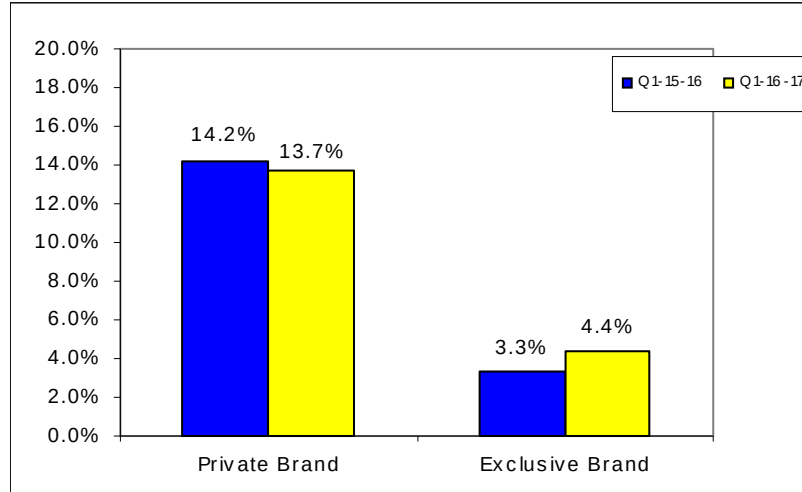


5.7%



Merchandise Mix – Q1-2016-17

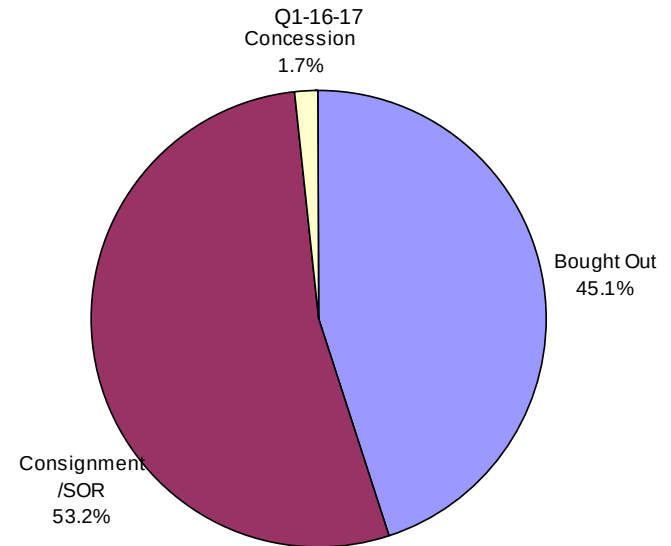
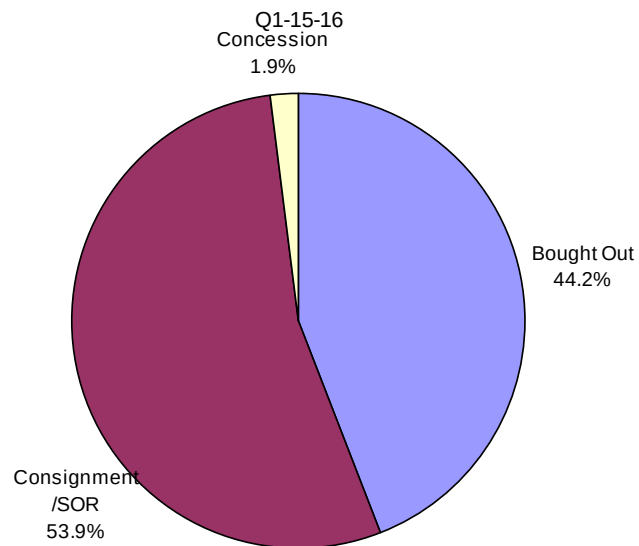
Private & Exclusive Brand Mix



- Private Brand Sales increased by 6.5%.

- Private Label sales mix decreased by 0.5%

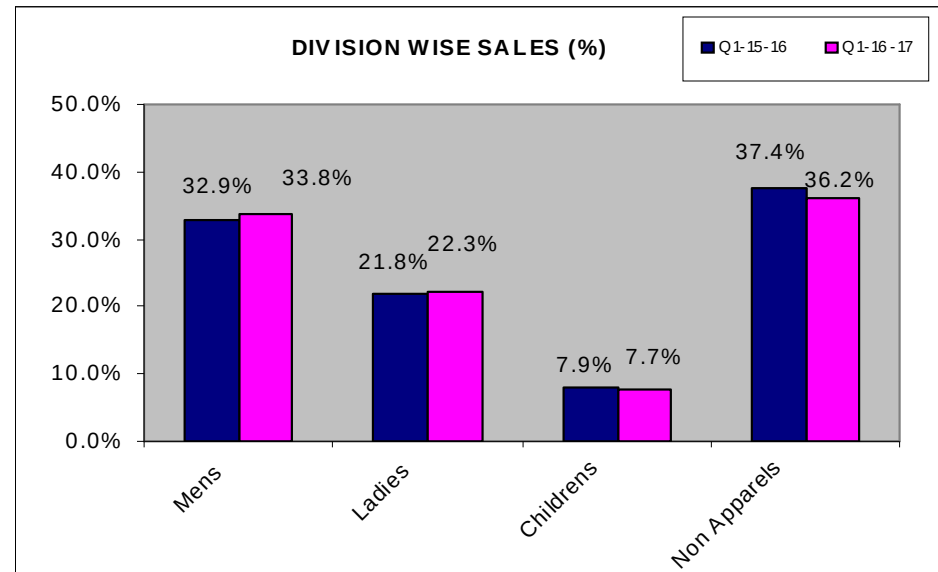
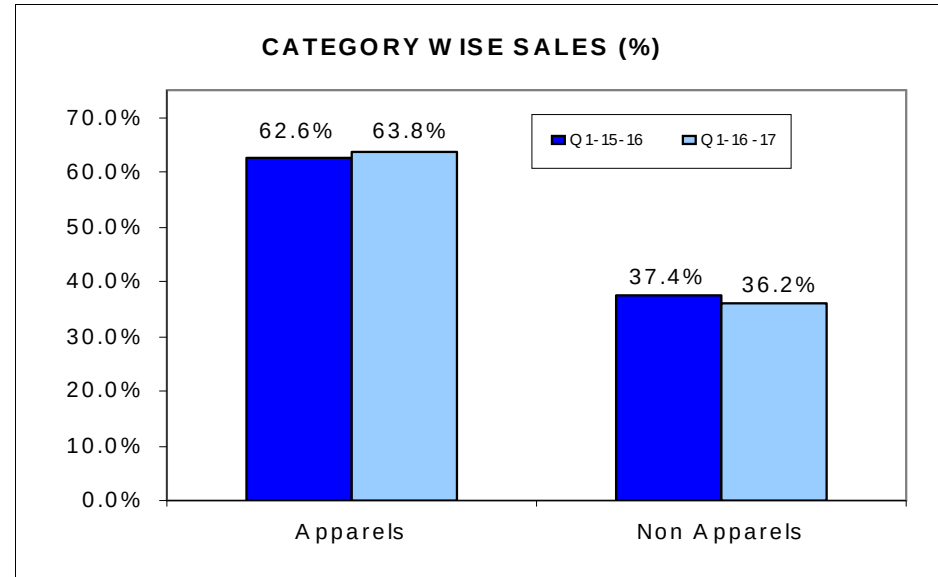
Merchandise Buying Model





Revenue Mix – Q1-2016-17

- Non Apparel consists of Home, Leather, Watches, Jewellery, Electronics and Personal accessories



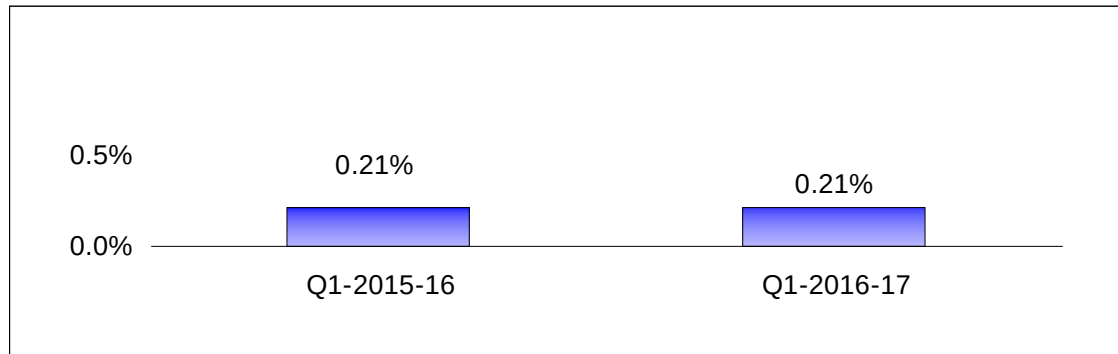


Operational Efficiency Q1-2016-17:

Shrinkage as % of Gross Retail Sales

(SS Dept. Stores)

Q1-2016-17





Financial Summary – Q1-2016-17

Shoppers Stop Ltd.

Rs. in lacs

Particular	Q1-16-17	Q1-15-16
Retail Turnover	87,867.4	79,946.3
Retail Sales	86,168.2	78,507.2
Margin on Sales	29,451.0	27,200.2
Margin on Sales %	34.2%	34.6%
Other Retail Operating Income	1,699.2	1,439.1
Operating expenses	28,528.1	25,270.0
Operating expenses %	33.1%	32.2%
Operating Profit (EBIDTA)	2,622.1	3,369.2
Operating Profit (EBIDTA) %	3.0%	4.3%
Finance Charges (Net)	1,086.7	967.7
Depreciation	3,724.5	2,078.4
PBT (Before Exceptional Item)	(2,189.1)	323.2
PBT%	-2.5%	0.4%
Exceptional Item	-	2,381.0
PBT	(2,189.1)	(2,057.8)
PBT %	-2.5%	-2.6%
Tax	(847.8)	155.9
Profit After Tax	(1,341.4)	(2,213.7)

↑ 10%

↑ 8%

↑ 13%

↓ (22)%

↑ 79% Acceleration of Depreciation for stores and premises of Rs.1466 lacs.

↓ (6)%

↑ 39%

Note : Figures have been regrouped for Presentation purpose.



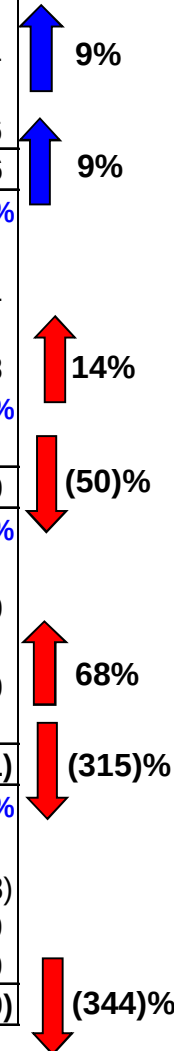
Consolidated Financial – Q1-2016-17

Rs. in lacs

Particular	Q1-16-17	Q1-15-16
Retail Turnover	118,168.2	108,604.1
Retail Sales	115,189.0	106,072.1
Retail Sales (Net of VAT)	110,303.5	100,638.6
Margin on Sales	36,298.3	33,391.6
Margin on Sales %	31.5%	31.5%
Other Retail Operating Income	2,979.3	2,532.1
Operating expenses	37,854.9	33,112.8
Operating expenses %	32.9%	31.2%
Operating Profit (EBIDTA)	1,422.7	2,810.9
Operating Profit (EBIDTA) %	1.2%	2.6%
Finance Charges (Net)	1,700.1	1,285.0
Depreciation	4,497.8	2,676.0
PBT	(4,775.2)	(1,150.1)
PBT %	-4.1%	-1.1%
Share of Profit/(Loss) in Joint Ventures	5.1	(73.8)
Tax	(847.8)	155.9
Minority Interest	1,258.9	779.9
Profit After Tax	(2,663.4)	(599.9)

Consolidation includes:

- Shoppers Stop Limited
- Hypercity Retail (India) Ltd..
- Crossword Bookstores Ltd.
- Timezone Entertainment Pvt. Ltd.
- Nuance Group (India) Pvt. Ltd.
- Gateway Multichannel Retail (India) Ltd



Note : Figures have been regrouped for Presentation purpose.



Balance Sheet – SSL Standalone

Rs.in Lacs

PARTICULARS	Unaudited Jun'16	Audited March'16
EQUITY AND LIABILITIES		
SHAREHOLDERS' FUNDS		
Share capital	4,174.7	4,173.1
Reserves and surplus	73,589.8	74,340.8
Net Worth	77,793.2	78,542.6
NON CURRENT LIABILITIES		
Long-term borrowings	29,767.8	32,321.4
Long-term provisions	167.9	167.9
Total Non Current Liabilities	29,935.7	32,489.3
CURRENT LIABILITIES		
Short-term borrowings	21,352.4	14,448.9
Trade payables	38,432.0	37,064.0
Other current liabilities	26,881.3	27,804.1
Short-term provisions	475.1	468.1
Total Current Liabilities	87,140.7	79,785.0
Total	194,869.6	190,817.0
ASSETS		
NON CURRENT ASSETS		
Total Fixed assets	65,977.1	65,943.4
Non current investments	41,745.5	40,471.1
Long term loans and advances	37,372.6	36,664.0
Total Non Current Assets	145,095.2	143,078.5
CURRENT ASSETS		
Inventories	37,664.1	38,587.1
Trade Receivables	4,400.1	2,367.3
Cash and cash equivalents	1,045.5	528.2
Short term Loans and advances	4,637.2	5,470.0
Other current assets	2,027.6	785.9
Total Current Assets	49,774.5	47,738.5
Total	194,869.6	190,817.0

Particulars	Q1-16-17	2015-16
Debt Equity	0.79	0.75
Asset Turnover Ratio (Without Inv. In Group Co.)	1.04	4.80
Current Ratio	0.96	0.99

SSL Debt : 624 Cr
Hypercity Debt : 234 Cr

Note : Figures have been regrouped for Presentation purpose.



Cash Flow – SSL Standalone

Rs.in Lacs

Particulars	For the period ended 30th June 2016
Operating Profit	2,794
Changes in Working Capital	(61)
Cash Generated from Operating Activities	2,733
Investment in SSL Fixed Assets & Deposit for stores	(2,885)
Investment in JV/ Subsidiary Companies	(772)
Net Cash Used for Investing Activities	(3,657)
Proceeds from issuance of share capital	94
Interest & Finance Cost (Net off)	(970)
Increase / (Decrease) in Loans	2,317
Cash generated from Financing Activities	1,441
Net Increase/(decrease) in Bank Balance	517

Note : Figures have been regrouped for Presentation purpose.



Quarter ended 30th June, 2016



HyperCITY



Key Highlights

- LTL Sales growth : (0.5%)
- Fashion mix : 17.3% [LY: 16.4%]
- Gross Margin : 23.3% [LY: 22.6%]
- LTL Opex growth : 5.8%
- Store operating profit : Rs. 283 lacs; [LY: 941 lacs]
- LTL Store Operating profit : Rs. 808 lacs; [LY: 944 lacs]
- Company EBITDA : Rs. (909) lacs; [LY: Rs. (50) lacs*]
- PAT : Rs. (2572) lacs; [LY: Rs. (1412) lacs*]
- Panvel store (31k sq ft) launched on 27th Apr'16 and Noida-Logix store (60k sq.ft) launched on 26th May'16.
- Total retail space 1.4 Mn sq ft (19 stores).



Panvel Store Launched on 27th Apr' 16

Panvel - (31K Sq.ft.)

S

HomeStop.



m

MAC

HyperCITY

TIMEZONE

the Nuance group



Panvel - (31K Sq.ft.)

S

HomeStop.



m

MAC

HyperCITY

TIMEZONE

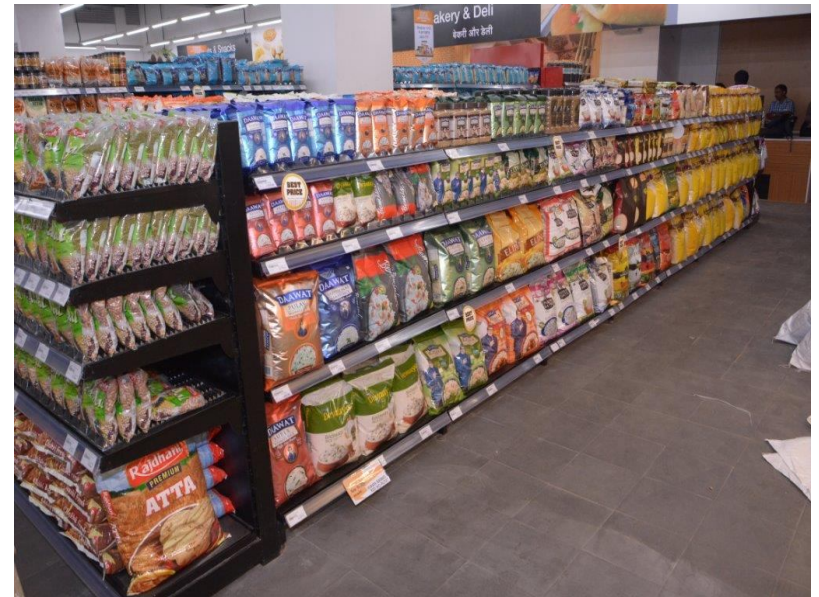
the Nuance group





Noida-Logix Store Launched on 26th May' 16

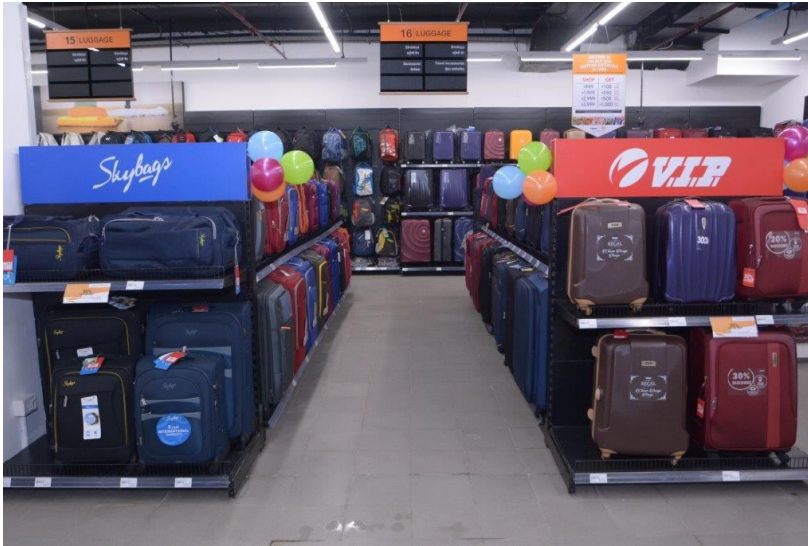
Noida-Logix - (60K Sq.ft.)



Noida-Logix - (60K Sq.ft.)

S

HomeStop.





HyperCITY - Key Financials Highlights

- **Sales Growth:**

HyperCITY stores : **6.6%**

- **LTL Sales Growth :**

HyperCITY stores : **(0.5%)**

- stores > 5 years : **(0.8%)**

- stores < 5 years : **0.7%**

- **Sales Per Sq.ft. on chargeable area (Built up sq.ft.) :**

LTL level * : **Rs 2,251** (LY Rs 2,259)

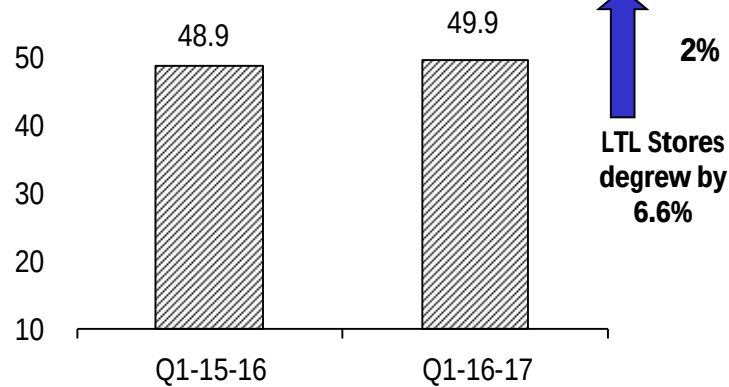
Chain level * : **Rs 2,139** (LY Rs 2,202)

* LTL sales psf is after excluding concessionaire/ sub-lease area.

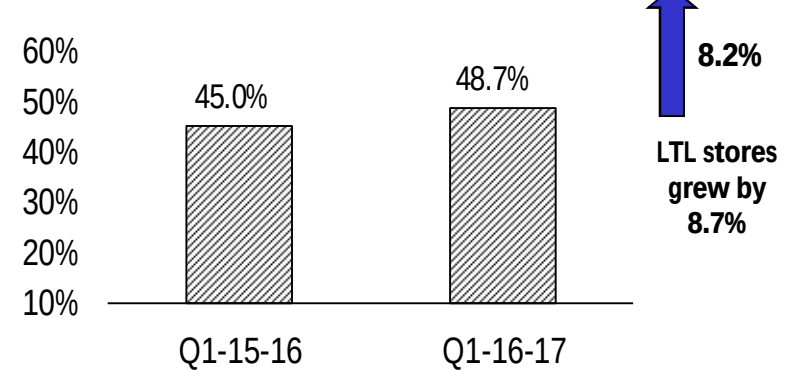


Operational Indicators – Q1 - 2016-17

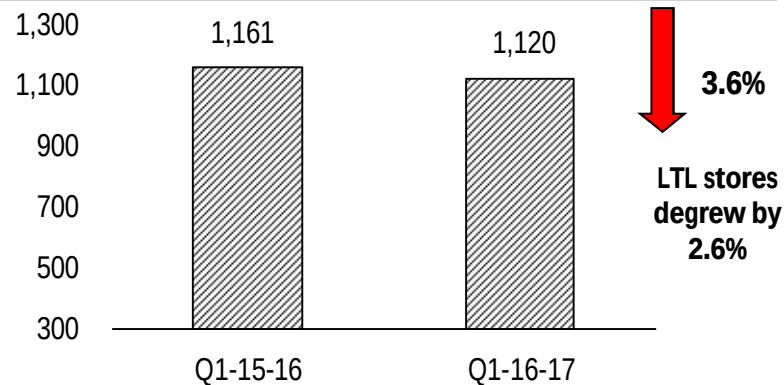
Customer Entry (figures in lacs.)



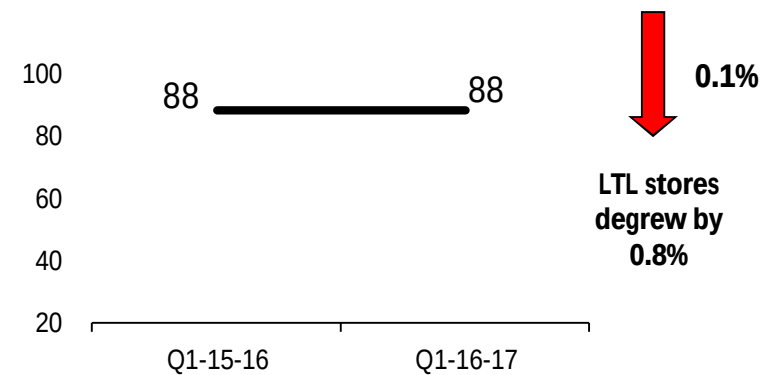
Conversion Ratio (%)



Transaction Size (Rs.)



Average Selling Price ("ASP")



LTL Volume **0.3%**



HyperCITY Financials – Q1 - 2016-17

Particular	Rs.in lacs				
	Q1 FY17	% Sales	Q1 FY16	% Sales	Growth%
Retail Sales (Including VAT)	27,188	107.7%	25,485	107.6%	6.7%
Retail Sales (Net of VAT)	25,249	100.0%	23,683	100.0%	6.6%
Gross Margin	5,895	23.3%	5,360	22.6%	10.0%
DC Cost	261	1.0%	217	0.9%	20.4%
Shrinkage	137	0.5%	112	0.5%	22.6%
Margin on Sales	5,497	21.8%	5,031	21.2%	9.3%
Store Operating Expenses	5,892	23.3%	4,746	20.0%	24.1%
Other Retail Operating Income	679	2.7%	656	2.8%	3.4%
Store EBIDTA	283	1.1%	941	4.0%	-69.9%
Service Office / Pre-ops Exp.	1,193	4.7%	991	4.2%	20.3%
COMPANY EBIDTA	(909)	-3.6%	(50)	-0.2%	-1720.3%
Depreciation	695	2.8%	602	2.5%	15.4%
Finance Charges	967	3.8%	759	3.2%	27.4%
PAT	(2,572)	-10.2%	(1,412)	-6.0%	-82.2%

- LTL Opex Growth : 5.8%

- Depr. Incl. Rs 97 Lacs impairment of HO assets towards shifting to new office.

Sources of Funds	30th Jun 16
Net worth	(312)
Loans from Shareholders / Group Co's	14,000
Loans	23,284
Total	36,971
Application of Funds	
Fixed Assets	17,213
Currents Assets , Loans and Advances	34,312
Less : Current Liabilities and Provisions	14,554
Net Current Assets	19,758
Total	36,971

- Net worth is impacted by Rs 6.1 Cr as on 31st Mar-16 on account of reclassification/adjustments on Ind-As adoption

- Numbers have been regrouped for analytical representation



In case of any clarifications please
contact on

investor@shoppersstop.com