#### SHOPPERS STOP

SEC/124/2024-25

January 14, 2025

BSE Limited	National Stock Exchange of India Limited
Phiroze Jeejeebhoy Towers,	Exchange Plaza,
Dalal Street, Fort,	Bandra-Kurla Complex, Bandra (East),
Mumbai 400 001.	Mumbai 400 051.
Stock Code : 532638	Stock Symbol : SHOPERSTOP

Dear Sir / Madam,

#### Sub.: Press Release and Investor Presentation for the quarter ended December 31, 2024

Please find enclosed Press Release and Investor Presentation for the quarter ended December 31, 2024 for the captioned subject.

Further, we refer to our disclosure dated January 09, 2025 for Intimation of Schedule of analyst call / investor conference call to be hosted on Wednesday, January 15, 2025 at 11.00 a.m. IST to discuss the corporate performance for the quarter and nine months ended December 31, 2024. The presentation to be used during the call is same as attached.

This information is also being made available on the corporate website of the Company i.e. <u>https://corporate.shoppersstop.com/investors/disclosures-under-listing-regulations/</u>.

Kindly take the above on record.

Thank you.

Yours truly, For **Shoppers Stop Limited** 

Karunakaran Mohansundaram Chief Financial Officer Encl: A/a

#### **Shoppers Stop Limited**

Registered & Service Office : Umang Tower, 5<sup>th</sup> Floor, Mindspace, Off. Link Road, Malad (W), Mumbai 400 064, Maharashtra. T 022- 42497000 CIN : L51900MH1997PLC108798. Email : customercare@shoppersstop.com Website: www.shoppersstop.com Toll Free No.:1800-419-6648 (9 am to 9 pm).

#### SHOPPERS STOP

### Delivered Strong Q3 performance, driven by premiumization and other KPI's Q3 Sales Rs 1311 Cr +9%, EBITDA Rs 262 Cr +20%, PAT Rs 49Cr +37% (GAAP)

- Consistent improvement in Operational KPI's ATV +6%, ASP+4% and IPT +2%
- Premium categories contribution continues to improve @ 64%, +9% YoY and +5% Like for Like
- First Citizen contributed 83%, + 411bps with Repeat sales 69%, + 267bps with 11.5M Members
- Added 16 Stores during the quarter; 1 Department, 9 INTUNE, and 6 Beauty
- Value Fashion INTUNE reported Rs.63 Crs Sales has 59 stores across 25 cities
- Capex investments of Rs 53 Crs for Q3 and Rs 141 Crs YTD

**Mumbai, January 14, 2025:** Shoppers Stop Ltd. a leading department store with premier fashion and beauty brands, has declared its results for the quarter ended 31<sup>st</sup> December 2024.

		-				(In Rs Cr)
	GAAP			Non GAAP		
Rs. In Cr	Q3FY25	Q3FY24	Growth%	Q3FY25	Q3FY24	Growth%
Sales	1,311	1,207	9%	1,585	1,483	7%
Gross Margin	40.7%	39.7%	90Bps	37.6%	37.1%	50Bps
EBITDA	262	219	20%	110	91	21%
PBT	68	49	37%	64	54	18%
PAT	49	35	37%	45	40	11%

#### Key financial highlights for Q3 FY25:

#### Financial highlights of Nine months FY25:

(In Rs Cr) GAAP Non GAAP Rs. In Cr FY25 FY24 Growth% FY25 FY24 Growth% Sales 6% 4% 3,413 3,213 4,143 3,996 **Gross Margin** (40)Bps 10Bps 40.4% 40.8% 37.4% 37.3% EBITDA -1% 189 -23% 564 569 145 PBT 5 72 -93% 16 71 -77% PAT 4 52 -93% 15 50 -71%

#### **Management Comments:**

Commenting on the Q<sub>3</sub>FY<sub>25</sub> results, **Mr. Kavindra Mishra, MD and CEO of Shoppers Stop Ltd**, emphasized the company's resilience in a challenging economic environment. Commenting on the Q<sub>3</sub> FY<sub>25</sub> financial results, he said, "We ended Q<sub>3</sub> with a fairly positive note and the growth trajectory of the business heading in the right direction. We have delivered healthy volume-led revenue growth of 9% and LFL growth of 4%, despite higher inflation and decline in consumer spending. We had taken number of initiatives during the quarter such as "India Weds with Shoppers Stop", "Gifts of Love", "Winter Magic Campaign" and "ShowStoppers", "Singles Day" in Beauty, etc. These initiatives led to

increase in premiumization, and our premium categories contributed 64% of our total revenue. We have improved every KPI's during the quarter. Our strategic focus is to make Private Brands profitable. I am extremely pleased to say that Private Brands generated healthy margin growth, driven by lower markdown and obsolescence. The Beauty category continues to grow, Sales grew +3%, led by a Fragrance +14%. Our flagship store at Inorbit Malad, Mumbai, has been fully renovated and is now operational, featuring premium product offerings and enhanced customer experiences.

#### Performance of strategic pillars in Q3FY25:

- First Citizen –First Citizen Members contributed 83% to our sales, of which 69% were repeat and the balance 14% from new members. Our Premium Black Card members contributed 17% to our sales with an increase of +28% YoY. This is the highest contribution since we launched Black Card, a few years back. Customer engagement activities continued with 40+ Black Card experiences organized across 26 cities and 160+ experiences across the stores. The "Big Fab Sale" (EOSS) Preview personalized campaigns had 2.5X response Vs regular campaigns.
- Beauty Beauty had Sales of Rs 268 Cr, +3% YoY, led by Fragrance 14%. Our customer engagement activities led the growth with 200K+ makeovers, 259 Master Classes and 9 beauty Soirée events. We opened 6 stores during the quarter including 3 boutique stores of "Armani" and our "First Fragrance Only" Store. We also launched a new Private Brand "JOYOLOGY" across 45+ Shoppers Stop stores and Ecom portals. "JOYOLOGY" is a bold, independent brand redefining beauty with innovation, inclusivity, and joyful self-expression.
- **Beauty Distribution** Global SS Beauty Brands Limited, our 100% subsidiary continue to outperform with Rs 78 Cr sales during the quarter with +26% YoY growth and Rs 169 Crs YTD, demonstrating improving quarterly trend.
- **Private Brands** With a focus on driving profitable growth, Private Brands sales was at Rs 186 Cr, contributing 12% to overall sales and 18% in the Apparel segment. Overall margin improved with higher Intake Margin and optimized markdowns.
- **INTUNE** As at Q3 end, we have launched 59 Intune stores across 25 cities. INTUNE generated sales of Rs 63 Cr in Q3 and year to date Rs 138 Crs. We are planning to open another 26 stores in Q4. Store openings in Delhi-NCR were delayed due to regulatory restrictions.
- Store Expansion We launched 16 stores in this quarter, including 9 INTUNE, 6 SS Beauty stores, and 1 Department Store. The total capex spend was Rs 53 Crs. We are planning to add 26 INTUNE and 6 Department stores during Q4 this year.

#### Note:

We have published a detailed Non-GAAP and GAAP Income Statement. Our non-GAAP measures are not meant to be considered in isolation or as a substitute for comparable GAAP measures and should be read only in conjunction with our consolidated financial statements prepared in accordance with GAAP. **About Shoppers Stop Limited:** Shoppers Stop Ltd. is the nation's leading premier retailer of fashion and beauty brands established in 1991. Spread across 109 department stores, the Company also operates 11 premium home concept stores, 85 Specialty Beauty stores of M.A.C, Estée Lauder, Bobbi Brown, Clinique, Jo Malone, ARMANI, SS Beauty, 59 Intune stores and 20 Airport doors, occupying area of 4.3 M sq. ft. present in 68 cities pan India. Shoppers Stop is home to one of the country's longest running and most coveted loyalty program 'First Citizen'. The Company's one-of-a-kind shopping assistance service, 'Personal Shopper' is revolutionizing the way Indian's shop, bringing more value, comfort, and convenience to customer experiences. The brand's diversified Omni channel offering spans over 800+ recognized and trusted brands across an incomparable range of products that together serve our overarching objective of delivering customer delight.

For more information, contact: Shoppers Stop Ltd Rohit Trivedi (P) + 91- 9322672437 (E) rohit.trivedi@shoppersstop.com

### PERFORMANCE HIGHLIGHTS FY 25 | QUARTER 3





# CONTENTS 01 KEY HIGHLIGHTS

**02 STRATEGIC** 

**03 FINANCIAL** 

### PILLARS

### Our Flagship Store at "Inorbit Malad (Mumbai)" is fully operational post renovation



**Click here for a virtual store experience** 

### Premium Beauty Brands at Inorbit Malad, Mumbai



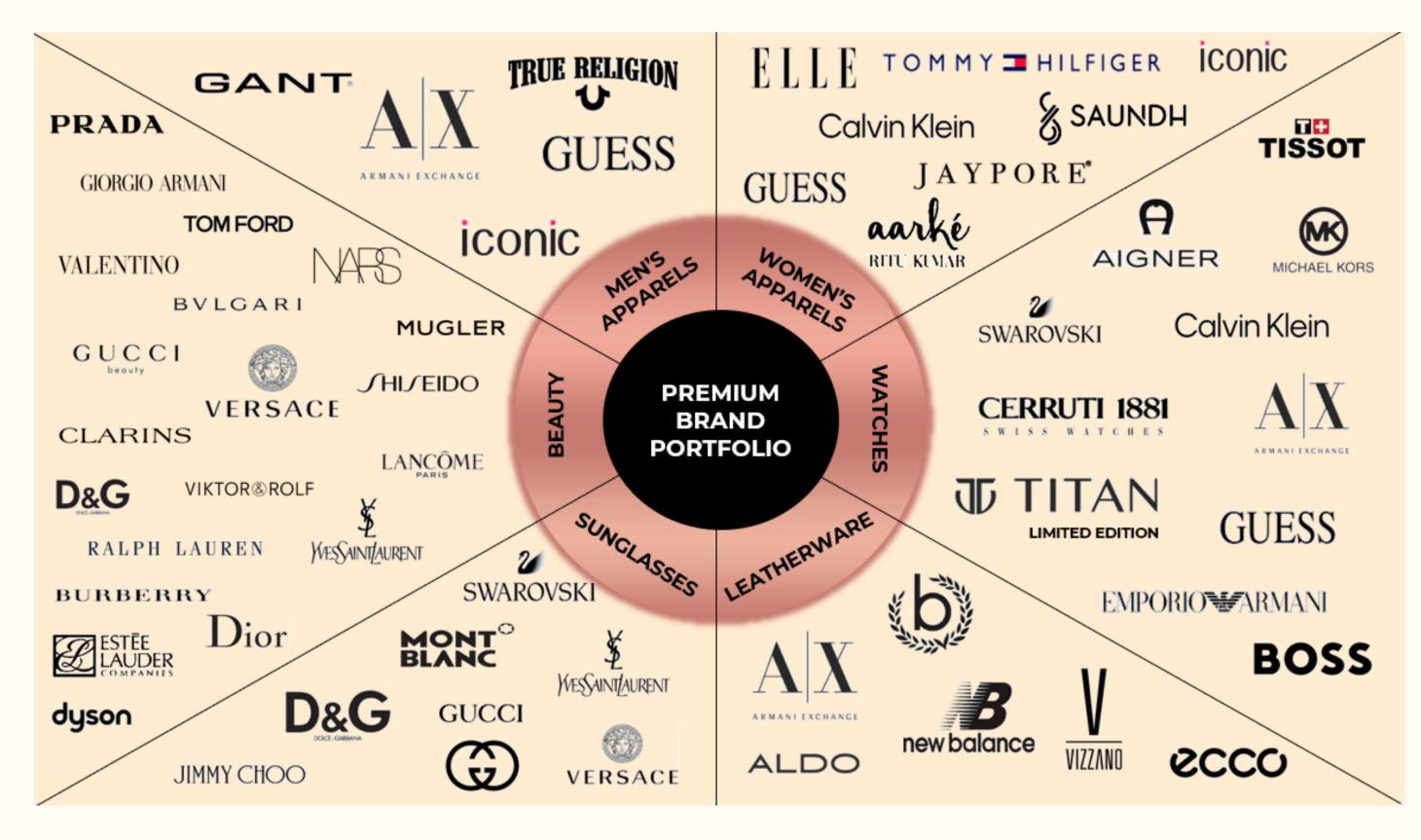






### DRIVING SUCCESS WITH PREMIUMISATION

### Premium portfolio contributed 64% in Q3 with +9% YoY growth (Q1 +5%; Q2 +6%)





# **BRAND BUILDING INITIATIVES**

- The premiumization journey is driven by the 3Es of Exclusiveness, Engagement, and Experience. In Q3, we created two Brand IPs
  - "Gifts of Love" to build on this, which enveloped the above 3Es for our customers during the Festive season.
  - This was followed up by another Brand IP, "India Weds with Shoppers Stop", which leveraged the biggest festival in India, "Wedding."
- ShowStoppers 24, the biggest Beauty IP of the year launched its 4<sup>th</sup> edition with a 360-degree marketing campaign.







## **MARKETING CAMPAIGNS**

### SHOPPERS STOP





#### For the warmest reunions with the coolest gang

SHOP FROM 500+ PREMIUM BRANDS

APPAREL | SUNGLASSES | WATCHES | PERFUMES DBAGS | FOOTWEAR | HOME | BEAUTY | ACCESSORIES

**AICICI Bank** Up to 10% disc a Debit Cords, EM

### **FESTIVE CAMPAIGN**



WEDDING COLLECTION LAUNCH With Marc Robinson @ Ambience Mall, Delhi

Reach- 9.8 Mn | Views - 2.4 Mn+ | Clicks - 157 k+



- Click here to view the Fashion show video
- India Weds Campaign clip







### SHOPPERS STOP

PRESENTS



### Allen Solly

### WINTER MAGIC CAMPAIGN



# MARKET OUTLOOK

### Customer

- Customers are shifting to premiumization, a growth driver for the near future
- Improvement in the use of data analytics, AI enable retailers to increase personalized shopping experiences.<sup>(1)</sup>
- Recovery in Tier 2 and 3 cities, albeit slower

### Industry

- Premiumization to hold its Sustained Green shoots owing to good Festive and wedding ground amid inflation spike across Indian consumer market. season Luxury retail market expected to grow from \$8 billion to \$14 billion winterwear apparel owing to by 2032<sup>(1)(2)</sup>
- Increase in Demand for extreme cold weather
- Retailers to adopt experiential \_\_\_\_ - Value fashion sustained strong retailing to foster connections demand though the growth with customers, enhance brand has been tapering loyalty, and differentiate from competitors<sup>(3)</sup>

- Economic Times dt.11/11/24
- BCG Report
- India Retailing 19/11/24



### Way Forward

# Q3 HIGHLIGHTS

- Sales +7% and EBITDA +20%
- **Premiumization led Increase in Sales** 
  - Q3 +7%
  - LFL +4%
- Categories outperformed
  - Watches +20%
  - Handbags +16%
  - Fragrance +14%

### - Premiumization on track

- Contribution @ 64% (+9% vs LY)
- LFL +5%
- Increase in Margins led by
  - Private Brand Higher Intake margin
  - Optimized markdowns
  - Lower write off
- **INDIA WEDS** Campaign resulted circa 3% of sales in Q3 indicating strong demand for Wedding products across our stores
- INTUNE recorded turnover of Rs.63 Crs. Opened 59 Stores as on date



- overall growth
- reduce obsolescence

# **WAY FORWARD**

- Leveraging regional festivals to drive market-specific 'Idea-to-Go-to-Market' (IGTM) strategies

- Creating Unique Brand-driven occasions to enhance brand engagement and attract new Customers

Building a **strong content pipeline** through regional influencers and local publishers

- "Gifts of Love" campaign to position Shoppers Stop as the top premium gifting destination for Valentine's

**Expression, Education and Engagement** - Several activities to further increase Beauty's contribution to

- Strategies to sustain 65%+ premiumization in department stores, including personalization and experiential retail

Manage working capital to optimize markdowns and

Cost reduction initiatives to continue

INTUNE to open circa 85 Stores

# Q3 AT A GLANCE



### **SALES**

- Rs 1,585 Crs, +7% (LTL +4%)
- Watches outperformed, +20%
- ATV +6% (Rs 5,374 vs Rs 5,047) led by premiumization
- Items per Ticket (IPT) +2%
- First Citizen @ 83%, Repeat 69%; New 14%
- Personal Shoppers sale contribution improved +8%; Total strength 430

### **EXPANSION**

- Opened 9 INTUNE, 6 Beauty and 1 Department Investment in Capex and Deposits Rs 53 Crs

### [NON-GAAP]

### EBITDA at Rs. 110 Crs +20% driven by Sales and productivity

# **Q3 IN NUMBERS**

Particulars	Non GAAP	%Sales	GAAP	%Sales
Revenue	1,585		1,311	
EBITDA	110	7.8%	262	20.0%
PBT	64	4.6%	68	5.2%
PAT	45	3.2%	49	3.7%

%Sales is on Sales (Net of GST)



### **YTD DEC IN NUMBERS**

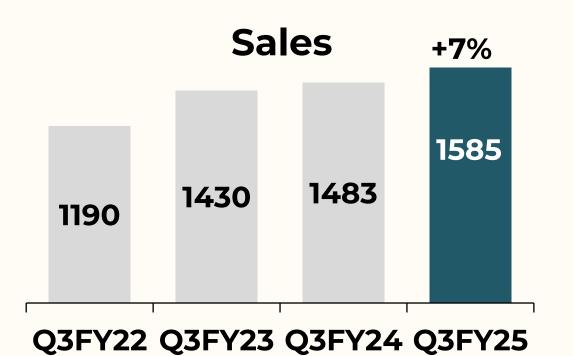
Particulars	Non GAAP	%Sales	GAAP	%Sales
Revenue	4,143		3,413	
EBITDA	145	4.0%	564	16.5%
PBT	16	0.4%	5	0.2%
PAT	15	0.4%	4	0.1%

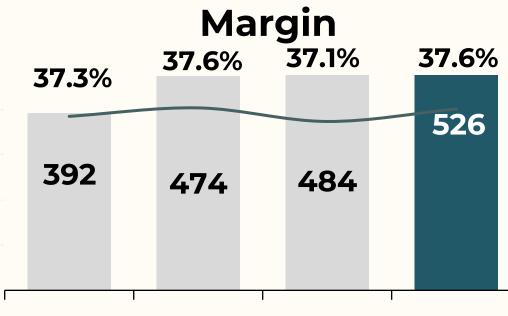
%Sales is on Sales (Net of GST)



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### QUARTERLY TREND (NON GAAP)

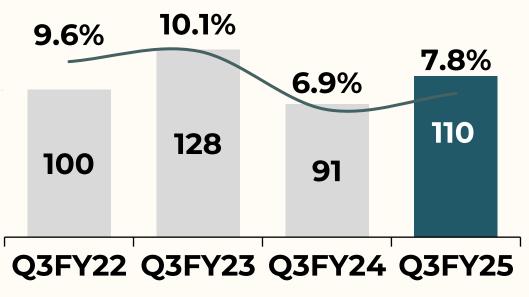


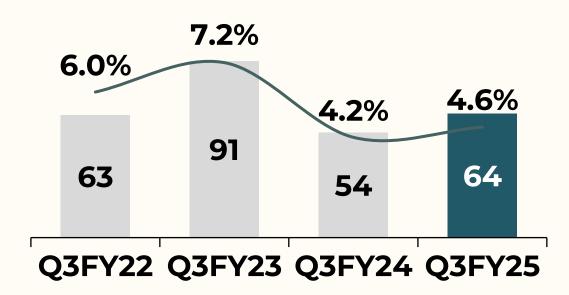


Q3FY22 Q3FY23 Q3FY24 Q3FY25

Improving YoY Sales- Q1 +2%, Q2 +2% and Q3 +7%

**EBITDA** 





PBT

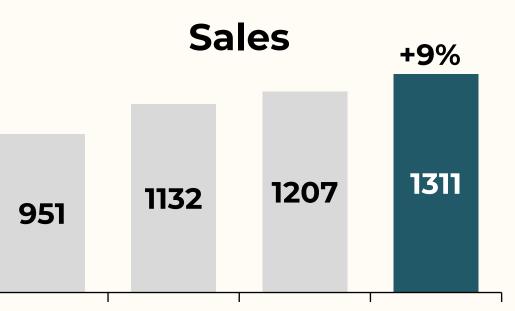
Improving EBITDA QoQ-Q115 Cr, Q221 Cr and Q3110 Cr





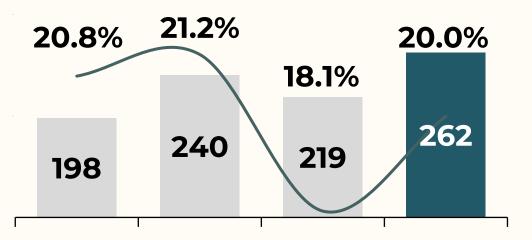


### QUARTERLY TREND (GAAP)



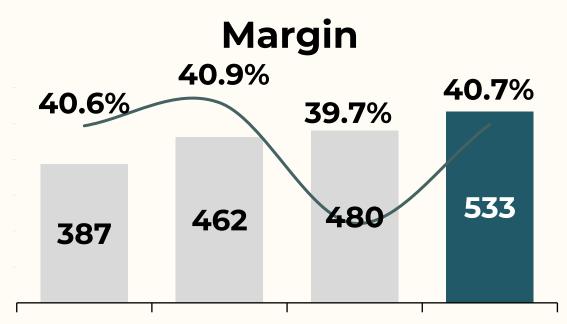
### Q3FY22 Q3FY23 Q3FY24 Q3FY25

**EBITDA** 



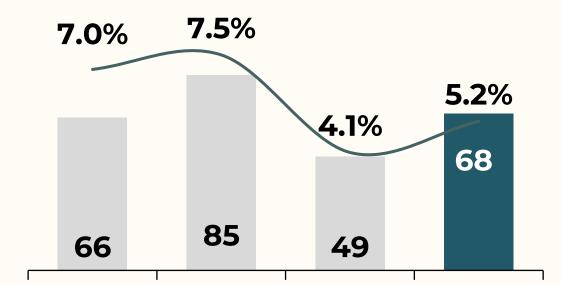
Q3FY22 Q3FY23 Q3FY24 Q3FY25



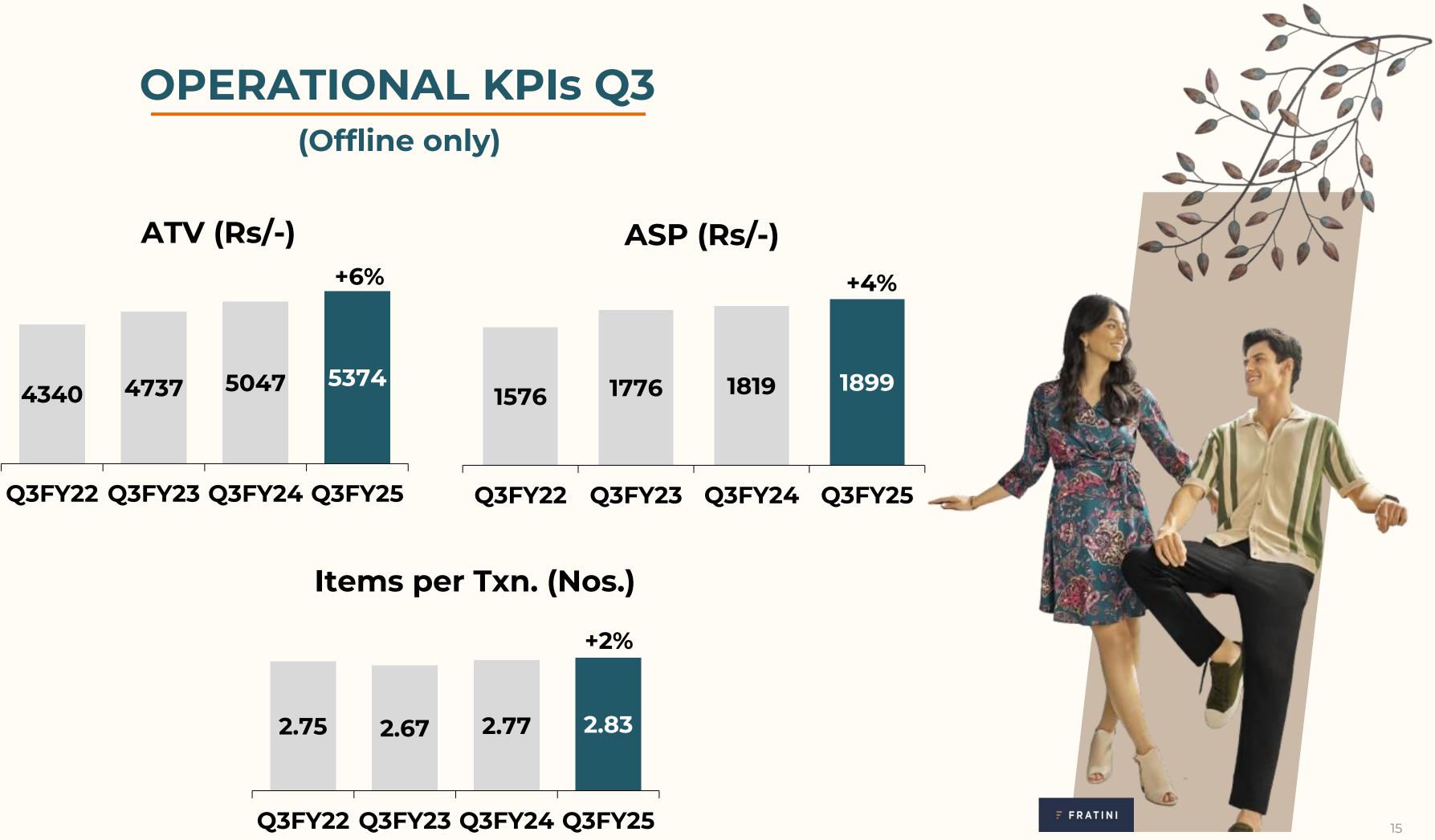


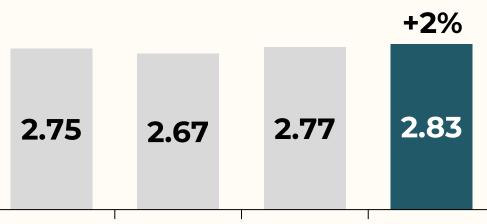
#### Q3FY22 Q3FY23 Q3FY24 Q3FY25

PBT



#### Q3FY22 Q3FY23 Q3FY24 Q3FY25





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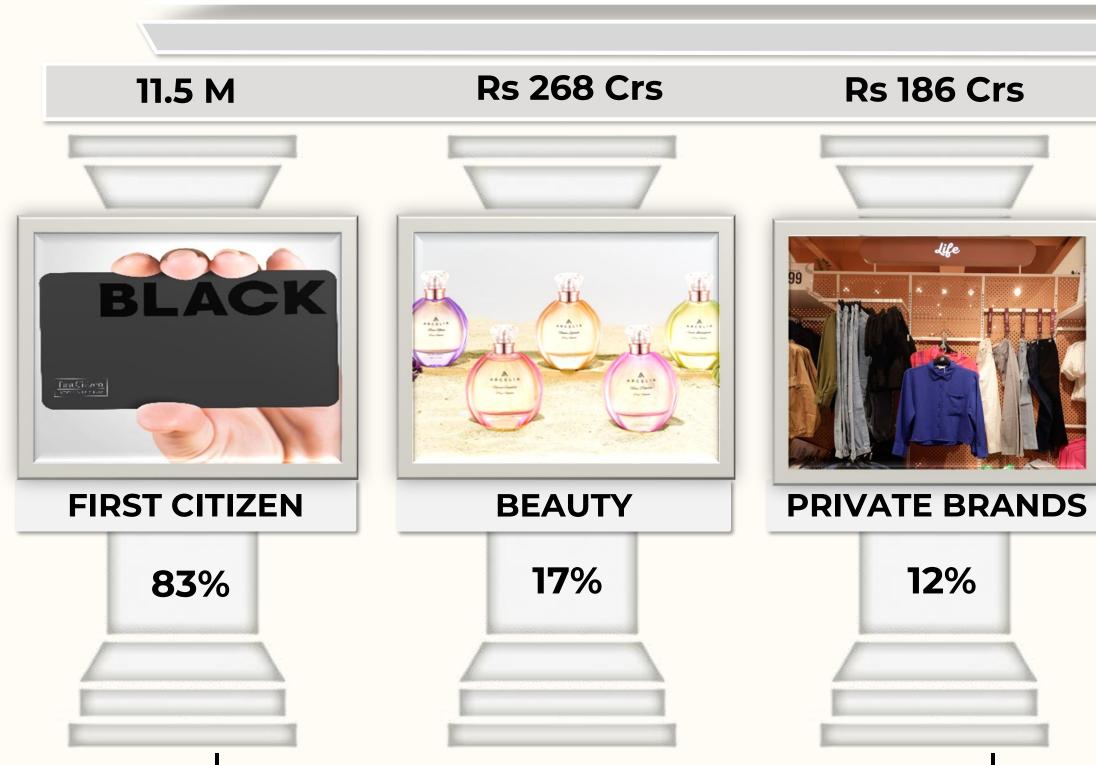
**01 KEY HIGHLIGHTS** 

# **02 STRATEGIC PILLARS**

**03 FINANCIALS** 



# PILLARS U U U STRATE



### Contribution

# SHOPPERS STOP

### 16 Stores in Q3



### **EXPANSION**



# FIRST CITIZEN

### **Sales contribution**

First Citizen	Mix%	Gr%	Repeat%	Gr%
Overall Sales	83%	411 bps	69%	267 bps

### **Black Card Members**

- Contribution 17% to Overall Sales (Highest ever)
- Sales Growth 28%
- Highest ever black card enrollments and renewals during the quarter

#### **Customer Engagement**

- Digitization of the "India Weds" journey through Whatsapp led to INR 39 Cr sale.
- The "Big Fab Sale" (EOSS) Preview personalized campaigns had 2.5X response Vs regular campaigns
- 40 Black Card experiences organized across 26 cities + 160+ events at stores

### Personalized communication for Big Fab Sale



### Personalized video highlighting member's yearly shopping activity sent on New Year's 2025



### Sales Rs.186 Crs

- PB Contribution
  - Overall 12%
  - Apparels 18%
- Sales Flat with focus on optimized offers and lower obsolescence resulting in
  - Improved Intake margin
  - Higher GMROF
- Women's Ethnic Wear brand "Kashish" continues to be No.1 in Indian Women's category
- Men's Accessories & Sleepwear categories launched

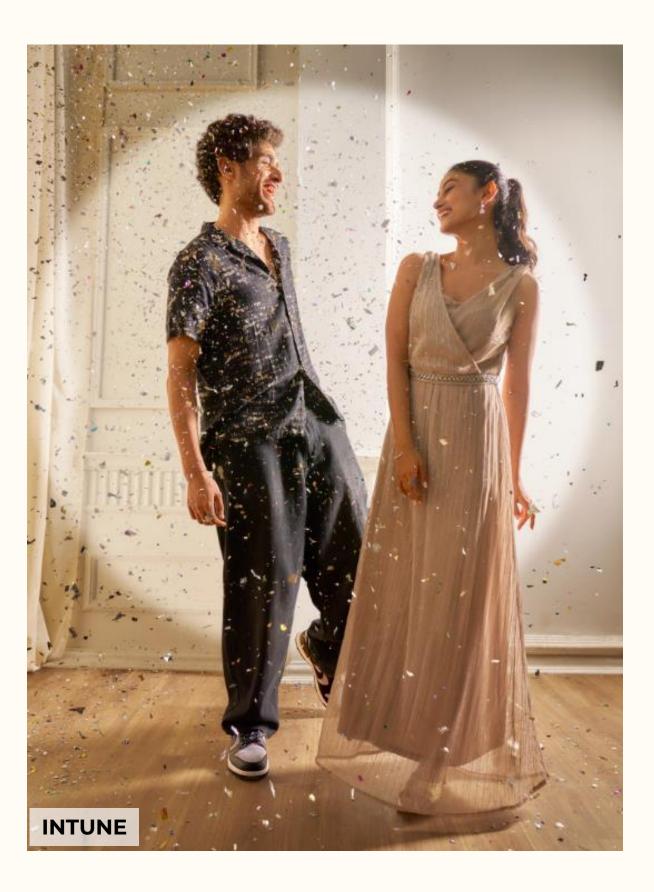
Sales and Contribution % 18.8% 20.0% 18.6% 17.5% 14.1% 12.8% 11.7%				Baijdeya
18.8% 17.5% 14.1% 12.8% 11.7% 13.7%	Sa	les and C	Contribut	ion %
13.7%	<b>18.8</b> %	20.0%	18.6%	1 <b>7.5%</b>
	13 7%	14.1%	12.8%	11.7%
105 201 189 186	163	201	189	186

Q3FY22 Q3FY23 Q3FY24 Q3FY25 —PB % Mix —PB App % MIX



### Sales Q3 Rs 63 Crs YTD Rs. 138 Crs

- 59 Stores in 25 Cities across regions
- Strong Diwali season; Gujarat Market outperformed
- Kids wear continues to outperform
- Hired 300+ undergraduates under NPAS scheme of Govt.
   (Apprentices Act, 1961)
- Expected to open 85 stores by FY25 end. Store openings partly delayed due to Regulatory restrictions

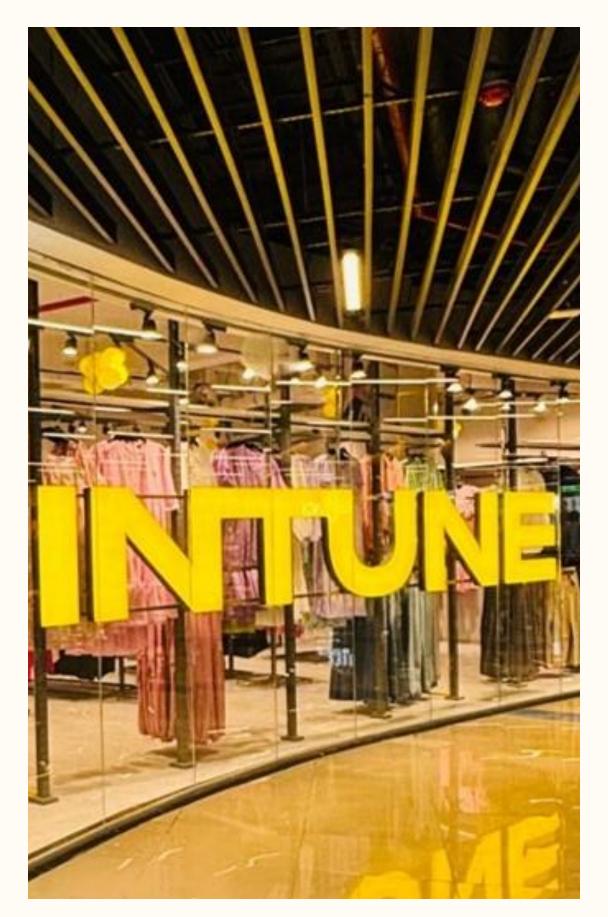


### **INTUNE EXPANSION**

#### Store count

Store count						
Region	Market	As on		Planned	As on	
Region	Market	Sep'24	Dec'24	Additions Q4	FY25	
	AP/TL	8	10	6	16	
South	Karnataka	9	10	2	12	
	Kerala	2	2		2	
	Gujarat	11	14		14	
West	Maharashtra	8	9	1	10	
	MP/Rajasthan			3	3	
	NCR	10	12	5	17	
North	Chandigarh			1	1	
	UP/Uttarakhand			6	6	
East	East	2	2	2	4	
	Grand Total	50	59	26	85	

- 11 stores opening got delayed in Q3 due to GRAP order in Delhi NCR (banning construction amid poor AQI)
- Entered 5 new cities; Total presence across 25 cities





SalesRs. 332 Crs.+6%Rs. 268 Crs.+3% (excl. Distribution)Fragrance+14% (Highest Qtr. Sales)

### **Store Launch**

- Launched 3 premium **ARMANI** Beauty boutique stores
- First Fragrance store launched
- Opened 1 SS Beauty and 1 Bobbi Brown store

### **Social Presence**

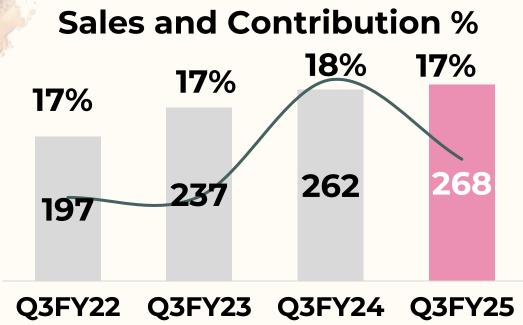
Instagram followers 600k+; YouTube subscribers 93k+

#### **Customer engagement**

- 200K+ Makeovers, Sales generated Rs 62 Crs; 35% Contribution
- 259 Master Classes and Influencer events
- 9 Beauty Soirée events with HNIs and Influencers

### **Beauty Business Network**

Offline	Count
Department stores	109
EBOs (incl. SSBeauty)	85
Shop-in-shop	61
Online	
Shoppersstop.com	SSBeauty.in
ELCAcosmetics.in	



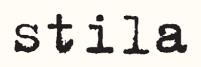
## **NEW BRANDS LAUNCHED**

### Max Factor X Priyanka Chopra Jonas "Bloom collection" exclusive launch with Shoppers Stop



### MAKEUP











### **FULL LINE**



**GIORGIO ARMANI** 





### **SKINCARE & HAIRCARE**

# OUAI



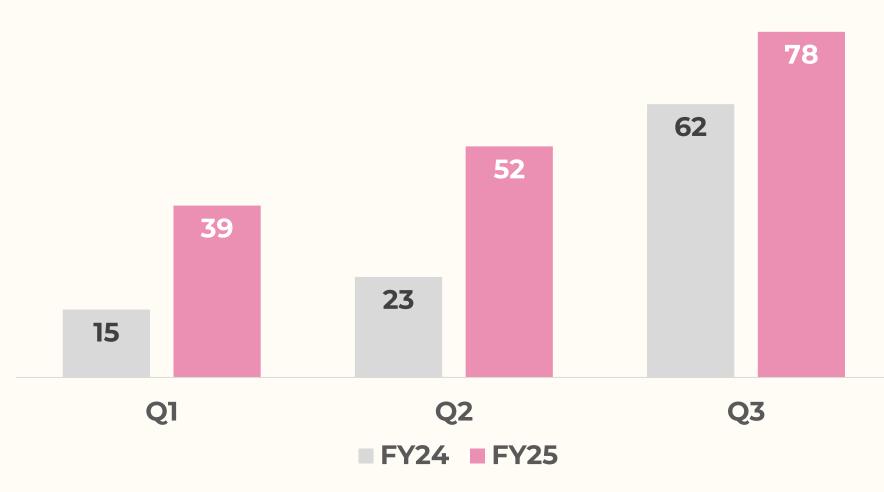




### **BEAUTY DISTRIBUTION**

Sales **Rs. 78 Crs** +26% YoY **Q3** YTD Dec Rs. 169 Crs +69% YoY

### Improving Sales Trend QoQ







### **3 ARMANI Beauty stores launched**



Launch video of DLF Promenade store with Athiya Shetty

**F** <u>Master class event clip at Jio World Drive, BKC, Mumbai with influencers</u>



### JOYOLOGY -

- Bold, independent brand redefining beauty with innovation, inclusivity, and joyful self-expression
- Hydra-Berry Technology delivering hydration, long wear, and vibrant results
- 64 SKUs (Lips, Eyes, Face) crafted for Millennials and Gen Z
- Available at E-comm platforms & 45+ Shoppers Stop stores; expanding rapidly
- Instagram handle **@joyologybeauty**



### INTRODUCING JOYOLOGY BEAUTY





### Sales

### **Rs. 46 Crs** +10% YoY

- Black card contribution
- Personal Shopper contribution on rise

+26%	)
01	02

Q1	Q2	Q3
24%	27%	29%

### **New Brands launched**





# EXPANSION

			-	10.0
		ALC: N	71-1	112
1	1			210
	1		2.0	100

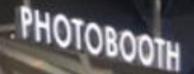
	Addi	itions	As on	Planned	Expected
Store Count	н	Q3	31 <sup>st</sup> Dec'24		' As at 31 <sup>st</sup> Mar'25
Department	3	1	109	6	115
Beauty					
SSBeauty		5	17		17
Brands		1	68		68
INTUNE	28	9	59	26	85
HomeStop	5		11		11
Airport			20		20
Total	36	16	284	32	316

SANGAUSSN

### As on 31st Dec 2024

Area	4.3M sq.ft.
City Presence	68 Cities

Investment in Capex and Deposits Rs 141 Crs (Q3 Rs 53 Crs)



Inorbit Mall Malad, Mumbai

### SHOPPERS STOP- PRAMILA SQUARE, SILCHAR



### **SS BEAUTY FRAGRANCE- NEXUS MALL BANGALORE**



### **SS BEAUTY- R CUBE NOIDA**







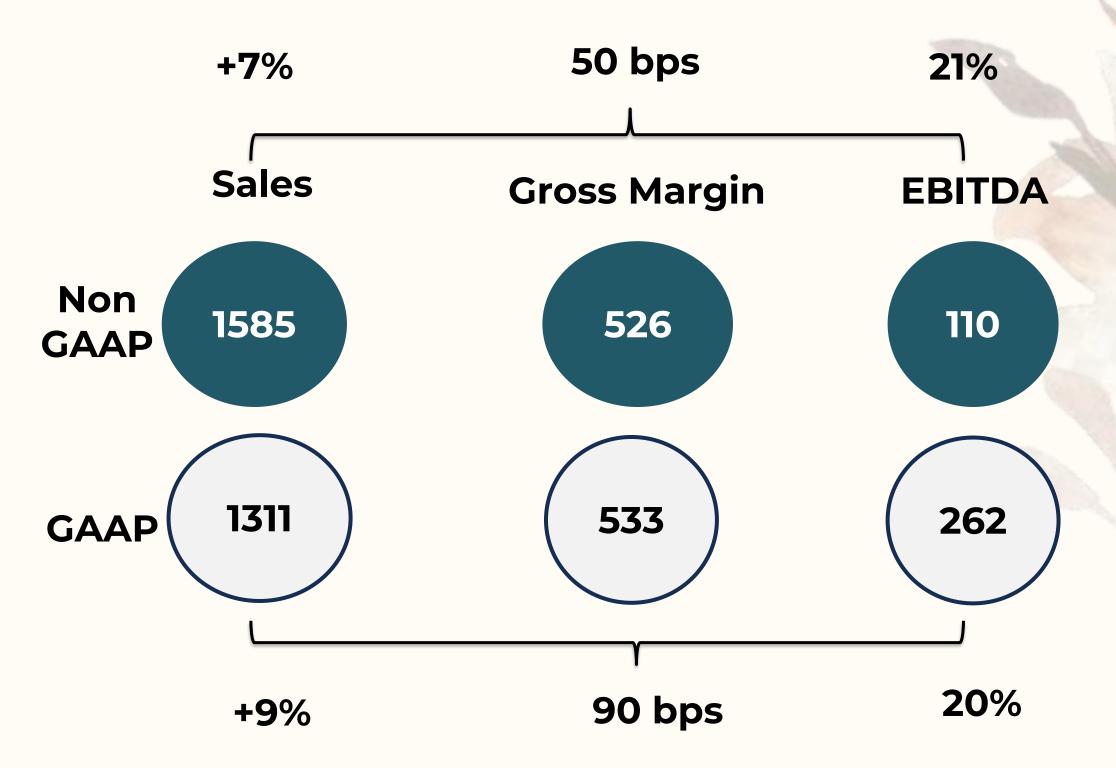
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# **03 FINANCIALS**



## **KPI PERFORMANCE-Q3**

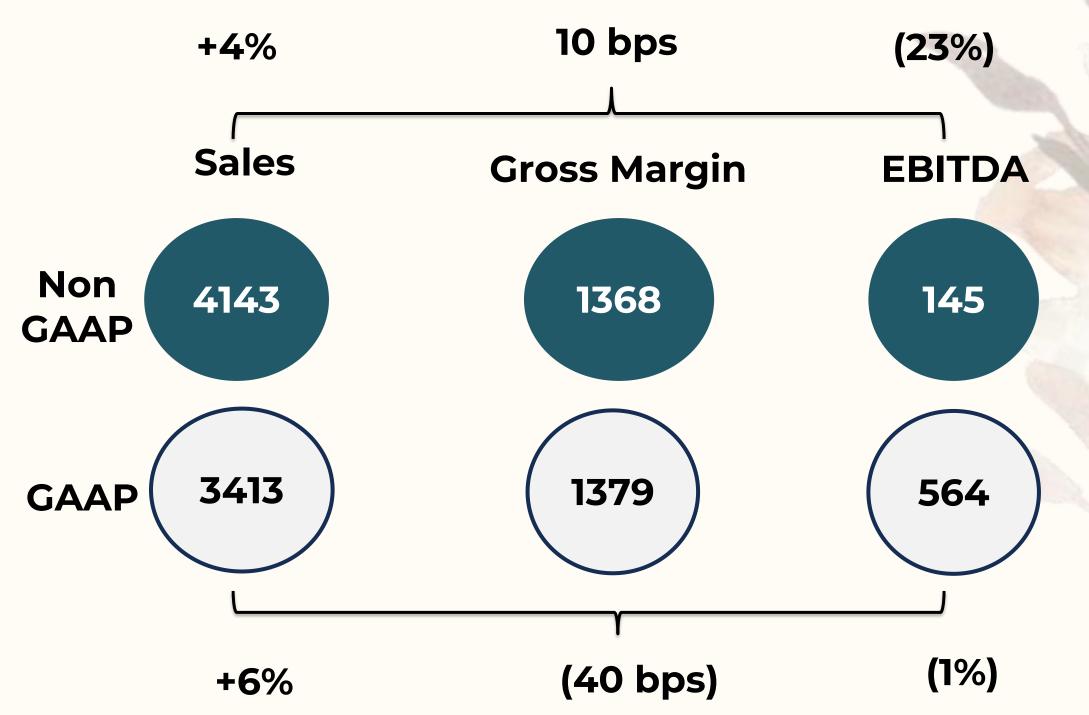
#### Vs Q3 FY24 (Rs Crs)

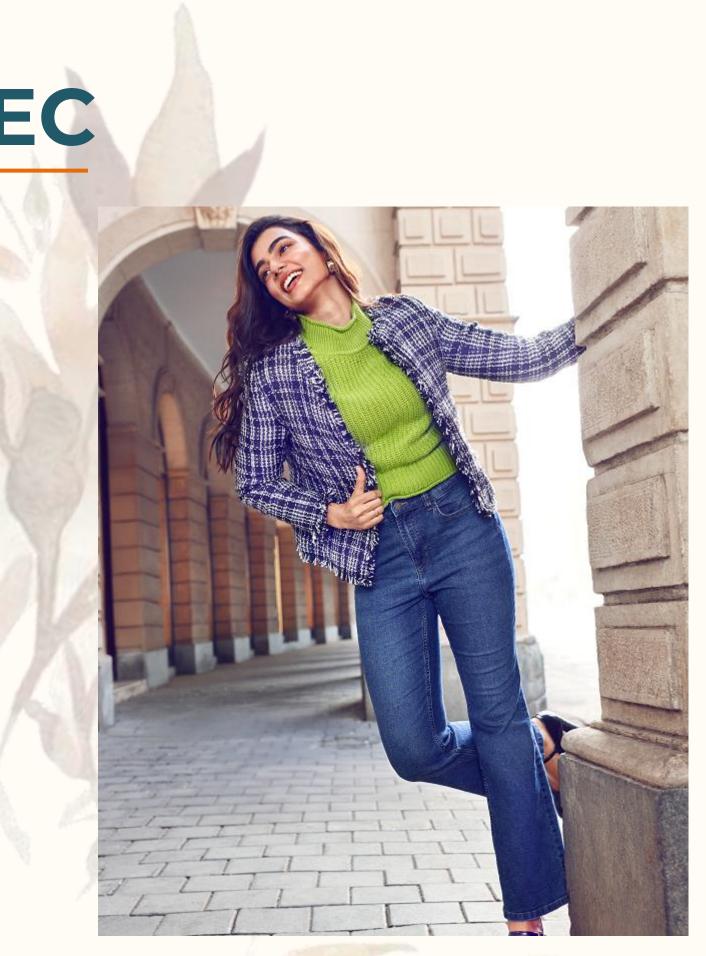




## **KPI PERFORMANCE-YTD DEC**

Vs YTD FY24 (Rs Crs)





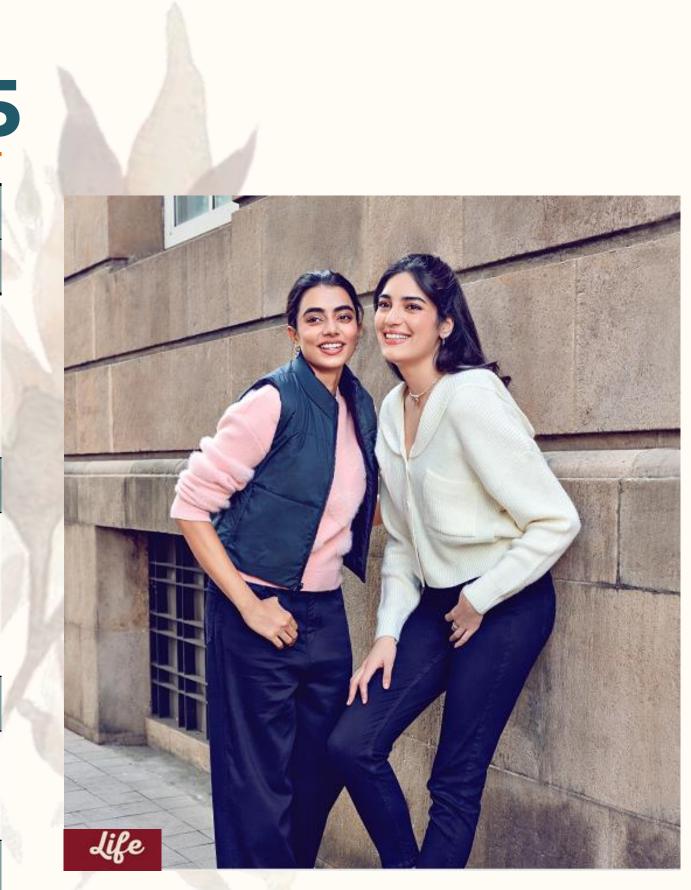
## FINANCIALS Q3 FY25

Particulars	Non - G	AAP Fir	nancials	GAAP Financials			
Rs. in Crs.	FY25	FY24	Gr%	FY25	FY24	Gr%	
Gross Revenue	1585	1483	7%	1475	1362	8%	
Net Revenue	1399	1306	7%	1311	1207	9%	
Other Income	29	22	33%	22	3	568%	
Total Revenue	1428	1327	8%	1334	1210	10%	
Margin	526	484	9%	533	480	11%	
Margin%	37.6%	37.1%	50 Bps	40.7%	39.7%	90 Bps	
Operating Exp.	445	415	7%	293	264	11%	
EBITDA	110	91	<b>21</b> %	262	219	20%	
Depreciation	40	32	23%	129	ווו	16%	
Finance Cost	4	2	78%	65	58	12%	
PBT	66	56	17%	68	50	37%	



## FINANCIALS YTD DEC FY25

Particulars	Non - C	CAAP Fin	ancials	GAAP Financials			
Rs. in Crs.	FY25	FY24	Gr%	FY25	FY24	Gr%	
Gross Revenue	4143	3996	4%	3837	3614	6%	
Net Revenue	3659	3521	4%	3413	3213	6%	
Other Income	70	67	5%	36	21	68%	
Total Revenue	3729	3588	4%	3449	3235	7%	
Margin	1368	1313	4%	1379	1312	5%	
Margin%	37.4%	37.3%	10 Bps	40.4%	40.8%	-40 Bps	
Operating Exp.	1293	1191	9%	850	764	11%	
EBITDA	145	189	-23%	564	569	-1%	
Depreciation	111	97	15%	367	324	13%	
Finance Cost	10	8	22%	189	167	13%	
PBT	24	84	<b>-71%</b>	8	78	-89%	



#### BALANCE SHEET (Non-GAAP)

Particulars (Rs. In Crs.)	Dec'24	Mar'24
Net worth	804	785
Loan Fund	99	125
Total Liabilities	903	910
Fixed Assets + Lease Deposit	888	864
Investments	60	59
Inventory*	1993	1617
Other Assets	579	552
Total Current Assets	2475	2070
Trade Creditors Goods*	2129	1678
Others	488	503
Total Current Liability	2617	2181
Net Current Assets	-142	-111
Total Assets	903	910

Previous years numbers are regrouped/rearranged wherever necessary

*	Particulars	FY25	FY24
	ROR Inventory	1,373	1,110
	ROR Creditors	1,827	1,475



Net Cash	Rs. in Crs			
Cash & Investments	۲۱			
_oan	99			
Net	88			

### **CASH FLOW**

Particulars	Dec'24	Dec'23
Cash Profit from Operations (after tax)	142	185
Changes in Working Capital	48	59
Cash generated from Operations	189	244
Fixed Assets /Reduction in Capex Creditors*	-161	-161
Cash generated from Operations	29	83
Redemption of Investments (Net)	-1	3
Cash post Investing Activities	28	86
ESOP	2	10
Interest & Finance Cost	-9	-8
Loans Repayment	-26	-71
Net Increase/(decrease) in Bank Balance	-5	17

\*Includes Security Deposit of Rs. 29 Crs for New stores



## **WAY FORWARD**

#### OUTLOOK

- Premiumization continue to lead growth for Q4 and FY26
- Strong wedding calendar from mid Jan to continue the growth momentum
- Demand trends to stabilize
- Experiential Retailing an emotional journey to leave lasting impression to Customers
- Value fashion to outgrow but at a slower pace

- Effective and Profitable Capital Allocation.
- Drive premiumization through
  - Engage customers through Strong IP's such as "Gifts of Love", "India Weds," etc
  - "ShowStoppers" for Beauty
  - -Renovate and Open stores with Luxury and Premium brands
  - Impeccable Digital journey
- Distribution expansion accelerating growth in Beauty
- Profitability improvement operating through leverage & cost optimization



#### PRIORITIES

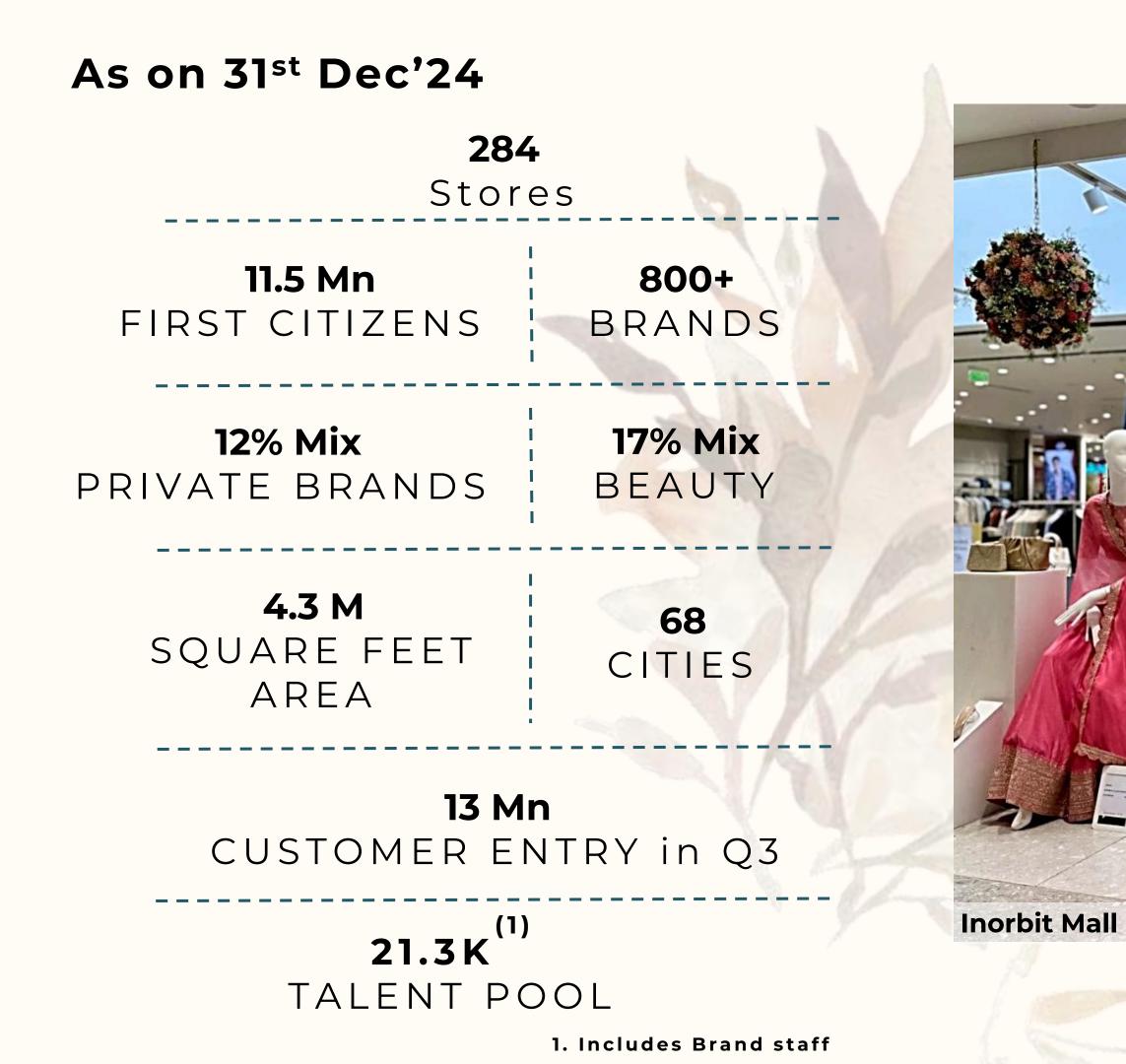
# ANNEXURES



Particulars	1	Non GA	AP		GAAP			
Rs. in Crs.	FY25	FY24	Gr%	FY25	FY24	Gr%		
Gross Revenue	1585	1483	7%	1475	1362	8%		
Net Revenue	1399	1306	7%	1311	1207	9%	FINANCIAL	C
Other Income	29	22	33%	22	3	568%		
Total Revenue	1428	1327	8%	1334	1210	10%	Q3 FY25	
Margin	526	484	9%	533	480	11%		
Margin%	37.6%	37.1%	50 Bps	40.7%	39.7%	90 Bps		
Operating Exp.	445	415	7%	293	264	11%		
EBITDA	110	91	<b>21%</b>	262	219	20%		GAAP
Depreciation	40	32	23%	129	111	16%	Adjustment in Net Profit	Adj.
Finance Cost	4	2	78%	65	58	12%	PBT (as per Non GAAP)	64
PBT	66	56	<b>17</b> %	68	50	37%	Lease Rent (Non-GAAP)	-133
Exceptional	2	2	-2%	0	0	40%	Finance costs	61
Item/OCI							Depreciation on ROU Assets	86
PBT(Adj.)	64	54	18%	68	49	37%	Remeasurement of leases life	-19
Тах	19	14	38%	19	14	38%	Others	Ο
PAT	45	40	11%	49	35	37%	PBT (as per GAAP)	68

Particulars	1	Non GA	AP		GAAP	)		
Rs. in Crs.	FY25	FY24	Gr%	FY25	FY24	Gr%		
Gross Revenue	4143	3996	4%	3837	3614	6%		
Net Revenue	3659	3521	4%	3413	3213	6%		C
Other Income	70	67	5%	36	21	68%	FINANCIAL	3
Total Revenue	3729	3588	<b>4</b> %	3449	3235	<b>7</b> %	YTD DEC FY	7
Margin	1368	1313	4%	1379	1312	5%		
Margin%	37.4%	37.3%	10 Bps	40.4%	40.8%	-40 Bps		
Operating Exp.	1293	1191	9%	850	764	11%		
EBITDA	145	189	-23%	564	569	-1%		
Depreciation	ווו	97	15%	367	324	13%	Adjustment in Net Profit	GA Ac
Finance Cost	10	8	22%	189	167	13%	PBT (as per Non GAAP)	16
PBT	24	84	<b>-71</b> %	8	78	-89%	Lease Rent (Non-GAAP)	-39
Exceptional Item/OCI	8	13	-38%	3	5	-49%	Finance costs	17
PBT(Adj.) <sup>^</sup>	16	71	-77%	5	72	-93%	Depreciation on ROU Assets Remeasurement of leases life	24 -2
Tax	2	20	-92%	2	20	-92%	Others	
PAT	15	50	<b>-71</b> %	4	52	-93%	PBT (as per GAAP)	Ę

• FY25 includes Rs.2.1 Crs provided for stocks damaged under fire in Noida, though confident of receiving nearly full amount from Insurance co





#### 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 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 attract and retain highly skilled professionals, political instability, cost advantage, wage increases, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and General economic conditions affecting our industry.

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