

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

Dear Sir / Madam,

Subj: Clarification on news articles appearing in Media / Publication

Ref: News Articles in “The Economic Times” dated July 12, 2024, captioned “Shoppers to Get Another Luxury Stop”.

This is with reference to news item which has appeared in newspaper of “The Economic Times” dated July 12, 2024 captioned “Shoppers to Get Another Luxury Stop”

In respect of the same, we would like to clarify that :

1. save and except as provided hereinbelow, the news article generally contains details forming part of the “Abridged Investor Presentation - Business Overview” filed with the exchanges on May 29, 2024 (attached) and Annual Report 2023-24 of the Company; and
2. with respect to portion of the news article about the Company’s two premium concept store (refer above filing with the exchanges) housing Aditya Birla Group’s luxury store, “The Collective” or other specific brands, we would like to clarify that as of now, no such tie-up is done. We are not aware of the source of such information in the Newspaper and we have declined to comment
3. Further the Company is in the business of running large format multi-brand departmental stores and does tie-up with various brands / manufacturers to buy and sell their products. These tie-ups are part of the ordinary course of business of the Company and are not strategic arrangements.
4. The Company shall inform the stock exchanges as and when it enters into tie-ups and agreements which are material and significant in nature.

Further, we would like to reiterate that as always, the Company will continue to inform the stock exchanges about any price sensitive information as required under Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations 2015.

Kindly take the same on record.

Thanking you,

Yours faithfully,
For **Shoppers Stop Limited**

Vijay Kumar Gupta
Vice President – Legal, CS & Compliance Officer
ACS No: 14545

Encl : As above

SHOPPERS STOP

SEC/34/2024-25

May 29, 2024

To,

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

Dear Sir / Madam,

Subject: Abridged Investor Presentation – Business Overview

Please find enclosed an Abridged Investor Presentation of the Company dated May 29, 2024, focused on certain specific business aspects, already forming a part of the Quarterly Investor Presentations for Q3 and Q4 of FY 23-24, disseminated to the Stock Exchanges on January 18, 2024 and April 29, 2024 respectively. The Company shall use the same in subsequent Investor / Analyst meets.

This disclosure is made available on the corporate website of the Company and can be accessed using below link: <https://corporate.shoppersstop.com/investors/disclosures-under-listing-regulations/>

Kindly take the same on the records.

Thank you.

Yours faithfully,

For **Shoppers Stop Limited**

VIJAY KUMAR GUPTA
Digitally signed by
VIJAY KUMAR GUPTA
Date: 2024.05.29
20:40:27 +05'30'

Vijay Kumar Gupta

Vice President- Legal, CS & Compliance Officer

ACS No: 14545

Shoppers Stop Limited

Registered & Service Office : Umang Tower, 5th 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

BUSINESS OVERVIEW



BUSINESS AT A GLANCE

119

DEPARTMENT
AND HOMESTOP
STORES

21

AIRPORT
DOORS

13

SSBEAUTY

74

ESTEE LAUDER
STORES + (57
SHOP-IN-SHOP)

Sales: ₹ 5,228 Cr

*FY24 Performance

800+

BRANDS

50+ M

WALK-INS
PER YEAR

9.9 M

FIRST CITIZEN
MEMBERS

300

PERSONAL
SHOPPERS

4.3 M

Sq. Ft AREA

62 cities



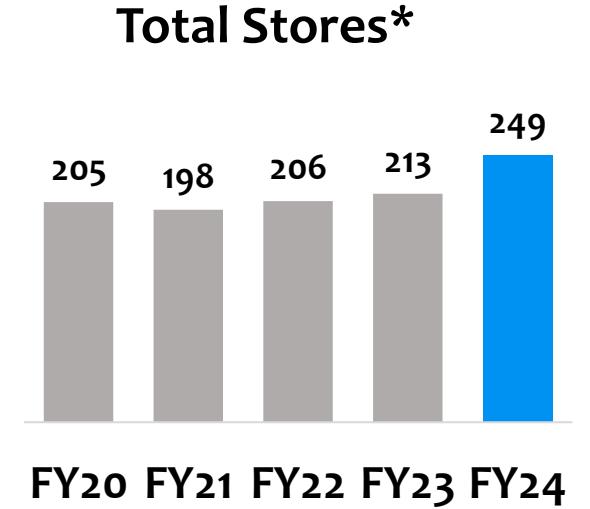
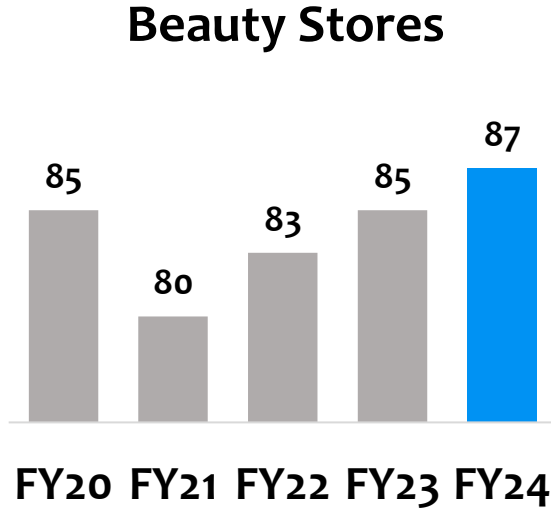
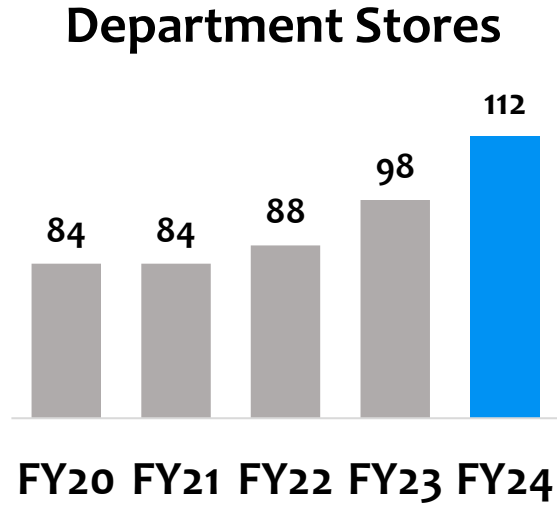
VISION

To be an inspirational and trusted House of Brands, transforming customers' lives through Lifestyle shopping experiences, delighting them every time

includes apparel, non-apparel and beauty businesses

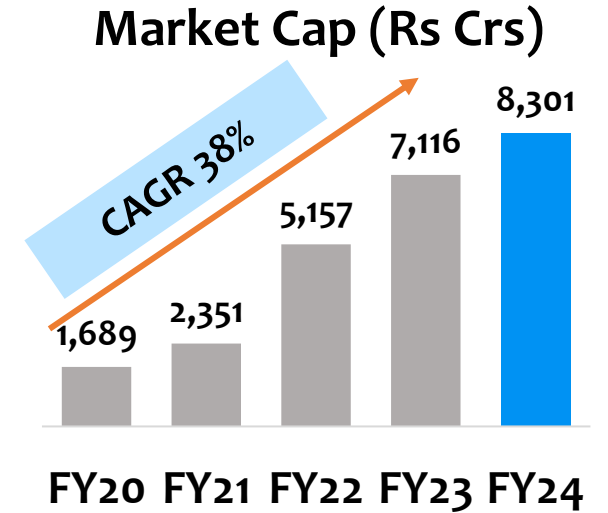
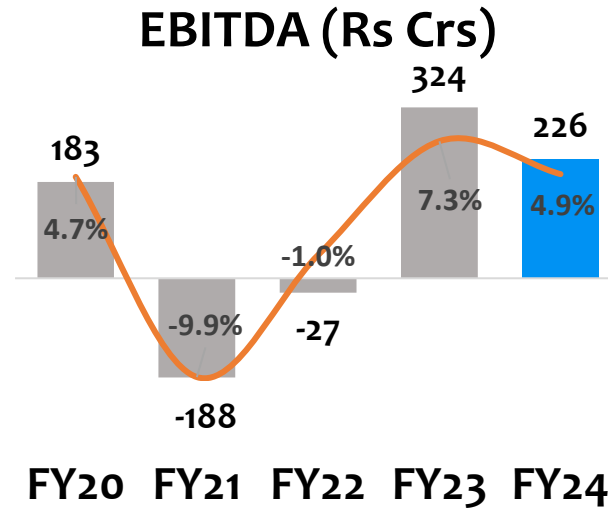
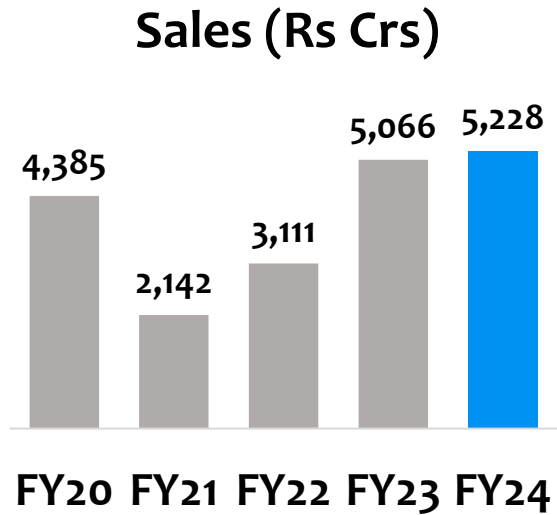
5 YEAR JOURNEY

Store Count



Launched “INTUNE” in Jun’23, YTD 22 Stores across 9 Cities

Non GAAP



* Includes other formats

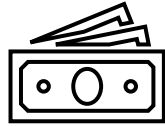


NEXT 2 YEARS STRATEGY

Market



Premium & BTL Fashion Market
@ \$7.86B



Top 4% of working age population in India has per capita income > \$10k/yr



One view of the Customer through integrating Tech, Personalization & Customer Centricity

Where we are now ?



Premium Brands @ 47% Contribution



Our exclusive Black Card Membership Contributing to 13% Sales



Personal Shoppers, our in-store personalized service, Contributing 15% & driving 3.2X Store ATV



Driving Experience through Makeovers @ 2.66 Lakh for the Quarter

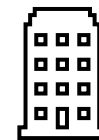
Planned Journey



55% Contribution from Premium Brand by FY25. SSL to Launch 4-5 Premium brands

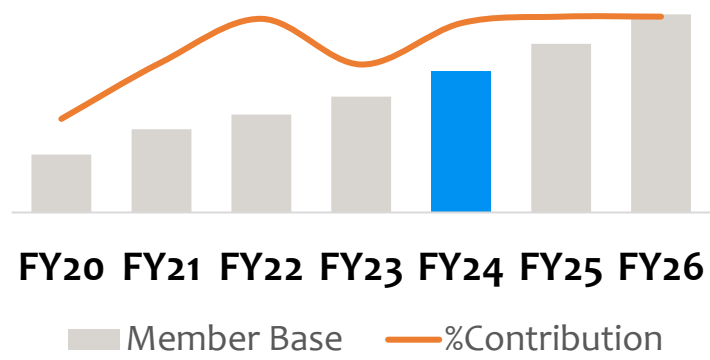


+5% ASP & +8% ATV driven through Premium Brands by FY25



2 Premium Concept Store Launch planned by FY25

First Citizen



Introducing New Experience



Personalized Interaction



Events for Black & Platinum Members

Brands



Exclusive Lines

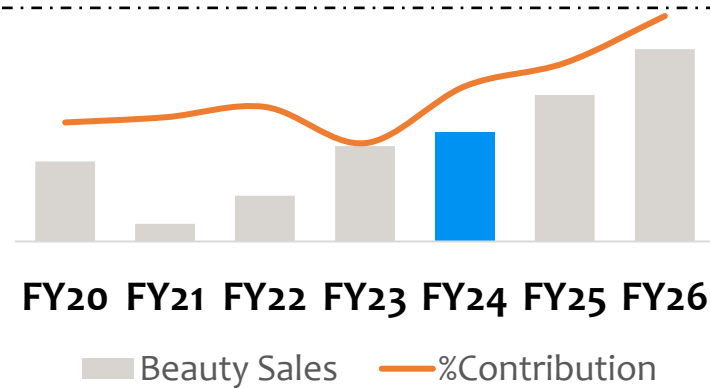


Introducing New-Age & Premium Brands



Collaborative Experience & Marketing

Beauty



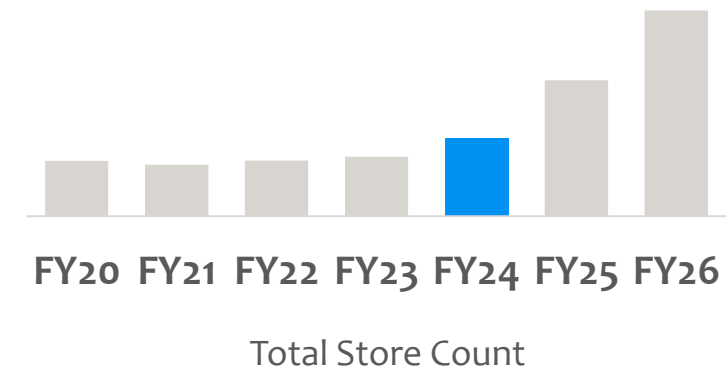
Makeovers & Masterclasses



Introducing International Brands

Distribution of Masstige Brands

Expansion

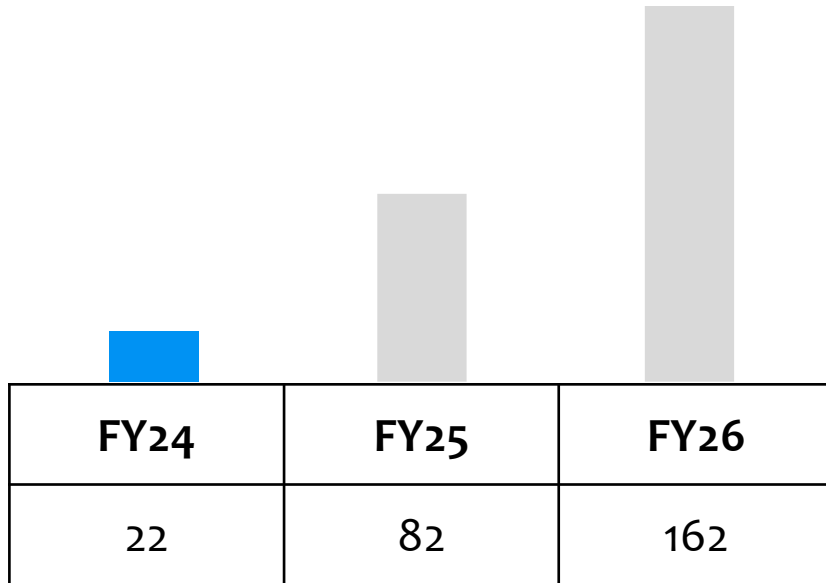


Department Stores: Current 62 to 70+ Cities in FY25



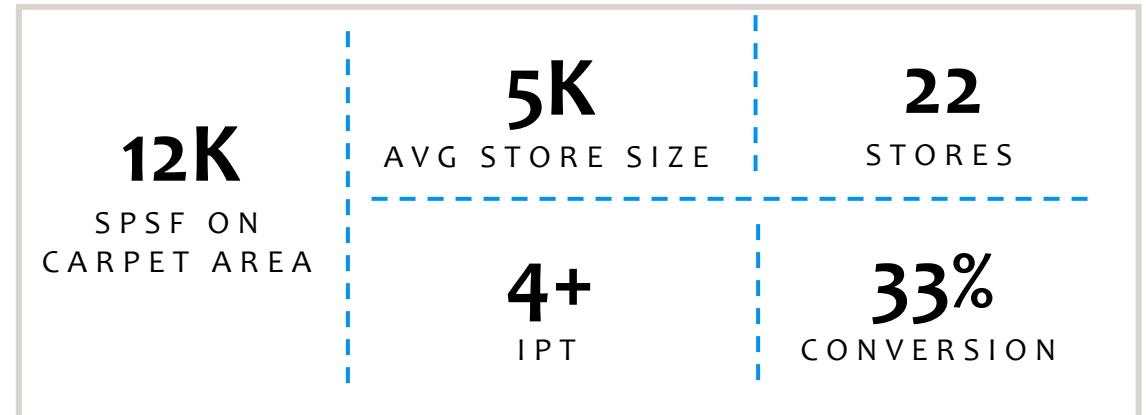
Venturing to Specialty Perfume Stores this Financial Year

Store Count



Key Insights

- **Strong delivery on Brand Promises**
 - Kids First Positioning strengthened by 25% Kids sales mix
 - “Fashion for All”: 55%-45% Classy- Trendy mix balanced
- **Expansion:**
 - Expanding from 22 Stores in FY24 to 162 Stores in FY26
 - Cluster approach taken for extensive growth from current 9 cities



Thank You

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, legal 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.