

# SHOPPERS STOP

SEC/75/2024-25

August 28, 2024

To,

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

**Sub: Press / Media Release: "Max Factor joins forces with Shoppers Stop to build brick and mortar presence in India."**

**Ref: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached the press release titled "Max Factor Joins Forces with Shoppers Stop to Build Brick and Mortar Presence in India."

We are pleased to inform that the Company has in terms of its routine business of tie up with various brands, entered into a strategic collaboration with the House of Beauty, through which Max Factor, the iconic Hollywood makeup brand, has entered the brick-and-mortar retail sector in India and will expand its presence in India to 70 Shoppers Stop outlets by the end of the year.

Please find enclosed Press / Media Release dated August 28, 2024 for the captioned subject.

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

You are requested to take the same on your records.

Thanking you,

Yours faithfully,  
For **Shoppers Stop Limited**

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

## Shoppers Stop Limited

Registered & Service Office : Umang Tower, 5<sup>th</sup> Floor, Mindspace, Off. Link Road, Malad (W), Mumbai 400 064, Maharashtra.  
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Toll Free No.:1800-419-6648 (9 am to 9 pm).

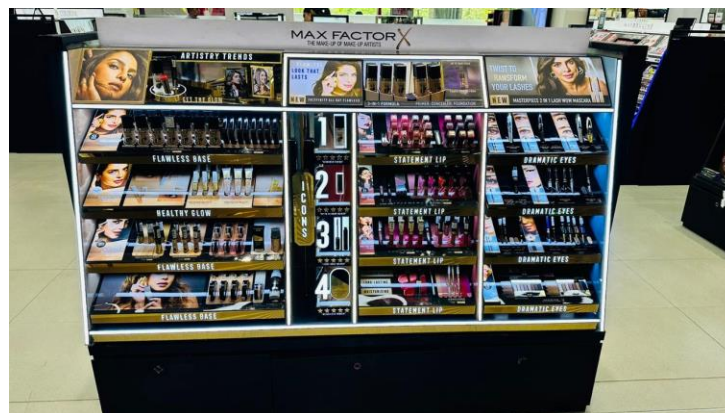


## Max Factor joins forces with Shoppers Stop to build brick and mortar presence in India

**National, 28.08.2024:** Max Factor, the iconic Hollywood makeup brand renowned for its rich heritage of innovation, has entered the **brick-and-mortar retail sector** in India through a strategic collaboration between **House of Beauty & Shoppers Stop**. The partnership marks a significant milestone in House of Beauty's transformational journey, **leveraging Shoppers Stop's extensive retail infrastructure and customer base** to provide a premium shopping experience for discerning shoppers.

Max Factor will expand its presence in India to **70 Shoppers Stop** outlets by the end of the year, ensuring broader reach and greater accessibility in key cities like **Delhi, Mumbai, Bengaluru, and Chennai**. This strategic move will solidify Max Factor's position in the Indian market.

The partnership will feature exclusive Max Factor products, including new launches and limited-edition collections. Customers will enjoy a unique in-store experience with opportunities to touch, feel, and try out the products, making for a more personalized shopping journey.



To enhance the shopping experience, Max Factor and Shoppers Stop will introduce exciting year-round and seasonal activations, including workshops and masterclasses, influencer meet-and-greets, product tutorials, and sampling. Customers can also enjoy personalized consultations, loyalty programs, festive offers, and gifts with purchases (GWPs). Interactive stations and consumer engagement activities, such as lucky draws, will further enrich the in-store experience, ensuring prominent visibility and a strong brand presence in all locations.

"We are thrilled to partner with House of Beauty to bring Max Factor to the Indian market, marking a significant step in Shoppers Stop's journey towards premiumisation. This strategic collaboration leverages our established customer base and robust retail infrastructure to offer an unparalleled shopping experience. Max Factor's high-quality products perfectly align with our product portfolio. We believe this partnership will not only elevate the beauty retail landscape in India but also foster



a loyal community of beauty enthusiasts, driving long-term growth and success," said **Biju Kassim, CEO Beauty, Shoppers Stop.**

**Sanjali Giri, Chief Business Officer, House of Beauty,** added, "We are incredibly excited to partner with Shopper's Stop to start Max Factor's offline journey in India. Max Factor X Shopper's Stop is the perfect collaboration to provide the best in beauty products to a steadfast & discerning Indian consumer. We are confident that this partnership will create a dynamic and compelling presence for the brand in the market."

In addition to expanding its retail footprint, Max Factor will offer exclusive products and special editions at Shoppers Stop locations, catering to the evolving beauty preferences of consumers. The brand will also be available online through [shoppersstop.com](http://shoppersstop.com) and [ssbeauty.in](http://ssbeauty.in), further deepening its market footprint and connecting more directly with consumers.

### **About Shoppers Stop**

Shoppers Stop Ltd. is the nation's leading premier retailer of fashion and beauty brands, established in 1991. As of 30<sup>th</sup> June 2024, Shoppers Stop is spread across 114 department stores, the Company also operates 7 premium home concept stores, 87 Specialty Beauty stores of M.A.C, Estée Lauder, Bobbi Brown, Clinique, Jo Malone, Too Faced, SS Beauty, 31 Intune stores and 20 Airport doors, occupying area of 4.4 M sq. ft.

Shoppers Stop is home to one of the country's longest running and most coveted loyalty programs 'First Citizen'. The Company's one-of-a-kind shopping assistance service, 'Personal Shopper' is revolutionizing the way Indians shop, bringing more value, comfort, and convenience to customer experiences. The brand's diversified Omni channel offers over 500+ recognized and trusted brands across an incomparable range of products that together serve our overarching objective of delivering customer delight.

Follow us on -

Shop - [www.shoppersstop.com](http://www.shoppersstop.com) | Corporate Site - [www.corporate.shoppersstop.com](http://www.corporate.shoppersstop.com)

### **About Max Factor:**

Max Factor is a leading makeup brand known for its innovative products and rich heritage. With a legacy dating back to the early 20th century, Max Factor has been at the forefront of the cosmetics industry, introducing groundbreaking products and techniques that have shaped the way people approach makeup. Today, Max Factor continues to innovate, offering a diverse range of products designed to empower individuals to express themselves through makeup.

### **About House of Beauty**



House of Beauty™ is a new age, specialty beauty company in India bringing the best of international & cult beauty brands to the modern Indian consumer. With comprehensive expertise in brand building, service excellence and aspirational distribution and omnichannel operations, House of Beauty represents a growing portfolio of premium brands, all scaling successfully in line with global brand strategies. Leveraging two decades of retail experience from its powerhouse parent company – Quest Retail – House of Beauty™ is perfectly poised to deliver high octane growth for the next generation of Indian beauty.

For media inquiries, please contact:

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