

SHOPPERS STOP

SEC/04/2024-25

April 06, 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,

Sub: Press / Media Release: "Sai Tamhankar Inaugurates Shoppers Stop's 6th store in Pune"

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 / Media Release by the Company, "Sai Tamhankar inaugurates Shoppers Stop's 6th Store in Pune", intimating the inauguration of its 6th Shoppers stop store located at Tribeca Highstreet, Pune by Sai Tamhankar.

Please find enclosed Press / Media Release dated April 06, 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, 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

Sai Tamhankar Inaugurates Shoppers Stop's 6th store in Pune

Pune, 6th April 2024: Shoppers Stop, India's premium fashion, beauty, and gifting omnichannel destination brings fashion enthusiasts in Pune, another reason to rejoice as Shoppers Stop, launches its newest store in this vibrant city. The store was inaugurated by style diva and popular actress Sai Tamhankar. Located in **Tribeca Highstreet, Pune**, this store shall offer the best of the shopping experience and a plethora of premium national and international brands to its customers, making it the ultimate go-to destination for discerning shoppers in the city.

With the addition of this 6th Shoppers Stop in Pune, a joyful shopping experience gets even more closer. One may curate the most trendiest look for all occasions, with 500 + brands, latest fashion trends, enhanced beauty experiences, a diverse range of watches, bags, sunglasses, fragrances, gifting options and much more, all conveniently available under one roof.

Shoppers Stop has always believed in making shopping a delightful experience and this store is a testament of its commitment. Elevating the shopping experience, it offers free beauty makeovers and Personal Shopper service. Additionally, the renowned Shoppers Stop First Citizens Club program promises a rewarding shopping experience to its loyal customers. The premium Black Card Membership program allows shoppers to relish exclusive privileges, unique event invitations, a generous one-year return policy, early access to deals, and many more rewards.

Commenting on the launch **Kavindra Mishra, Customer Care Associate, Executive Director, and CEO, of Shoppers Stop Limited**, said; "As we expand our retail footprint, we are dedicated to elevating customer experience through premium products and services. We are driven by the commitment to curate an unparalleled shopping experience for our customers and aim to serve the fashion needs of the customers of Pune. Whether it's discovering the latest trends or enhancing personal style, we believe our store will offer a dynamic experience for everyone who walks through our doors. I would also like to thank Sai for inaugurating the store, adding excitement to the occasion."

Speaking on the Launch, **Ms. Sai Tamhankar said**, "Shoppers Stop has always been ,my go-to brand. This is a brand I have grown with and today, being a part of the launch of Shoppers Stop's new store in Pune, fills me with immense joy and excitement. It's not just about fashion, it's about creating a space where everyone feels welcome, inspired and can find their own expression in form of fashion. With amazing brands at the store and 6 stores in the city, this continues to be a favourite shopping destination for fashion enthusiasts and trendsetters in Pune."

Elevate your style with top-notch brands at the new Shoppers Stop store at Tribeca highstreet Pune, which is set to redefine the fashion scene in the city. The store offers renowned fashion

SHOPPERS STOP

and beauty labels like Rare Rabbit, Celio, American Eagle, Kazo, Vero Moda, Cover Story, AND, ONLY, Levi's, UCB, Jack & Jones, L'oreal, Minimalist, Kama Ayurveda and more that are perfect for you to discover your look. Apart from these, a wide range of premium watch brands like Guess, Fossil, Armani Exchange, Tommy Hilfiger, Kenneth Cole and more to suit your style statement. Sunglasses from Guess, Police, Calvin Klein, FCUK, Esprit and many more are just perfect for a perfect vacation. That's not just all, this store also offers an amazing range of luxury fragrance brands like Tumi, YSL, Prada, Armani, Valentino Issey Miyake that leave a lasting impression. Don't miss the children's apparel from Karrot, Vero Moda Girl, UCB Kids, Tiny Girl, Peppermint for your little fashionistas.

Shoppers Stop has reinforced its commitment to giving customers an exceptional experience with the opening of its new outlet. So, visit the brand-new Shoppers Stop at Tribeca Highstreet, Pune to shop!

-END-

About Shoppers Stop Limited

Shoppers Stop Ltd. is the nation's leading premier retailer of fashion and beauty brands, established in 1991. As of 31st March 2024, Shoppers Stop is spread across **112 department stores in 62 cities**. The Company also operates 7 premium home concept stores under the name Home Stop, 87 Specialty Beauty stores of M.A.C, Estée Lauder, Bobbi Brown, Clinique, Jo Malone, Too Faced, SSBeauty, and 21 Airport doors, 22 INTUNE Stores occupying an area of 4.3 M sq. ft.

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 offers over 800+ 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 | Corporate Site - www.corporate.shoppersstop.com