

# SHOPPERS STOP

SEC/08/2024-25

April 16, 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: “ Shoppers Stop inaugurates its First store in Shillong”**

**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, “Shoppers Stop inaugurates its First store in Shillong”, intimating the opening of Shoppers stop store located at MG Road, Secretariat Hills, Shillong.

Please find enclosed Press / Media Release dated April 16, 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.  
T 022- 42497000 CIN : L51900MH1997PLC108798. Email : [customercare@shoppersstop.com](mailto:customercare@shoppersstop.com) Website: [www.shoppersstop.com](http://www.shoppersstop.com)  
Toll Free No.:1800-419-6648 (9 am to 9 pm).

# SHOPPERS STOP

## Shoppers Stop inaugurates its First store in Shillong.

**Shillong, 16th April 2024** Shoppers Stop, one of India's premium fashion, beauty, and gifting omnichannel destination opens its 1<sup>st</sup> store in Shillong on MG Road, Secretariat Hills. This store will offer premium brands and best of the experience to the customers, making it the go-to destination for discerning shoppers in the city and surrounding area.

With the new Shoppers Stop store, the customers of Shillong will get to experience 500 + brands, the latest fashion trends, enhanced beauty experience, a diverse range of watches, bags, and gifting options all conveniently available under one roof. The new Shoppers Stop store in Shillong will have a wide selection of popular and distinguished brands that will only be accessible in the market through Shoppers Stop.

The store caters to Shillong residents' different style tastes, offering renowned labels like American Eagle, Rareism, Latin Quarter, Only, Vero Moda, AND, Cover Story, Levi's, Madame, Van Heusen, Allen Solly, and more. A wide range of watches from brands like Armani Exchange, Fossil, Kenneth Cole, Police, Tommy Hilfiger, Daniel Wellington, Casio, Diesel, and more to suit your style. Sunglasses from Calvin Klein, Espirit, FCUK, Guess, Fila, Police, Scott, Tommy Hilfiger are just perfect for a perfect vacation. That's not just all, this store also offers a wide range of luxury beauty and fragrance brands such as Lakme, Loreal, Maybelline, Kama Ayurveda, Plum, Colorbar, MyGlamm, Sugar, Mamaearth, Armani, Bvlgari, CK, Coach, Guess, Davidoff, Hugo Boss, Issey Miyake, Jimmy Choo, YSL, Lancome, that leave a lasting impression. Don't miss the children's apparel from Peppermint, UCB Kids, USPA Kids, Jack, and Jones Junior and many more for your little fashionistas.

Commenting on the new store, **Mr. Kavindra Mishra, Customer Care Associate, Executive Director, and CEO, of Shoppers Stop Limited**, said, *"At Shoppers Stop, we are committed to offer premium experience to customers across the country, in that Northeast, is a very important market for us. With this store in Shillong, Shoppers Stop aims to reach out to consumers who are looking for an enhanced shopping experience. The store is a reflection of our goal of becoming an integral part of Shillong, offering customers a wide range of premium brands across all categories, along with a delightful shopping experience."*

Elevating the shopping experience, Shoppers Stop also offers services such as beauty makeovers and Personal Shopper. Additionally, the renowned Shoppers Stop First Citizens Club program promises a rewarding shopping experience. Moreover, the premium Black Card Membership program allows shoppers to relish exclusive privileges, unique experiences, a generous one-year return policy, and many more rewards.

The grand opening of the Shillong store will be a significant stride in Shoppers Stop's journey, reinforcing its commitment to redefining retail experiences while fostering connections with the shoppers.

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# SHOPPERS STOP

## **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 programs 'First Citizen Club'. 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 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](http://www.shoppersstop.com) | Corporate Site - [www.corporate.shoppersstop.com](http://www.corporate.shoppersstop.com)