

# SHOPPERS STOP

SEC/124/2023-24

February 15, 2024

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>
---	--

**Sub: Press / Media Release by Shiseido Company, Limited (“Shiseido”) – NARS Cosmetics opens First Boutique in India**

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

We refer to our disclosure vide letter dated March 08, 2023 (Ref No: SEC/107/2022-23), intimating of Press / Media Release “Shiseido to expand its brand footprint in India through strategic distribution partnership with Shoppers Stop”, announcing that Shiseido Company, Limited (“Shiseido”) had launched its global makeup brand NARS Cosmetics (“NARS,”) in India through a strategic distribution partnership agreement with Global SS Beauty Brands Limited, a subsidiary of Shoppers Stop Limited.

In respect of the same, the Company is pleased to inform that NARS opens its first standalone boutique in New Delhi, the capital city of India at Select CITYWALK Mall, New Delhi.

Please find enclosed Press / Media Release dated February 15, 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.

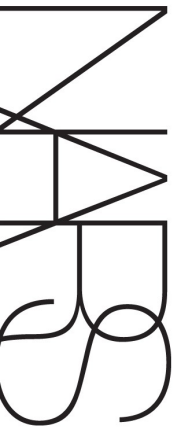
Thanking you,

Yours faithfully,  
For **Shoppers Stop Limited**

**Karunakaran Mohanasundaram**  
Chief Financial Officer

## 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).



## **NARS COSMETICS OPENS FIRST BOUTIQUE IN INDIA**

*Experience the world of NARS Cosmetics at Select CITYWALK Mall, New Delhi*

**FOR IMMEDIATE RELEASE: FEBRUARY 15, 2024, NEW DELHI, INDIA** – NARS Cosmetics, the global makeup brand founded by makeup artist and photographer François Nars, opens its first standalone boutique in New Delhi, the capital city of India. The 300 sq. ft. boutique features a three-sided storefront with larger-than-life visuals photographed by François Nars, modern amenities, large format media for stylized and campaign films, and a sleek design conceived by Founder and Creative Director François Nars and Fabien Baron, of New York design firm Baron & Baron. The first boutique at Select CITYWALK Mall, New Delhi follows a successful nationwide launch of the brand and presents an opportunity to experience the world of NARS Cosmetics.

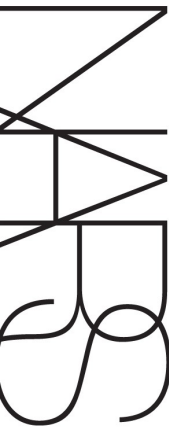
Known for its bold and boundary-breaking approach to beauty, NARS Cosmetics is set to redefine the beauty retail landscape with its first standalone boutique in India, featuring a virtual try-on tool for customers to discover their shades. Showcasing NARS' extensive range of products renowned for their rich pigments, luxurious textures, and award-winning formulas, the store will be a destination for global launches, offering consumers a firsthand look at the latest in beauty innovation.

The launch of NARS Cosmetics' first boutique in India marks a significant chapter in the brand's commitment to delivering unparalleled beauty experiences to its diverse consumer base. The move to establish a standalone presence in the capital city underscores NARS Cosmetics' dedication to engaging intimately with its growing audience.

**Nicole Tan, President & CEO of Shiseido Asia Pacific (APAC) shares,** "We are delighted to open our first NARS Cosmetics standalone boutique for India in the vibrant city of New Delhi. The brand launch in October 2023 exceeded all our expectations and we thank our consumers and partners for their immense support and love for the brand. India is a very important market for NARS Cosmetics and for Shiseido group in APAC, with the demand for high quality, premium beauty products growing steadily amongst discerning Indian consumers.

The store brings to life the unique vision of François Nars through its bold yet sophisticated design and superior brand experiences that we can't wait for our consumers to explore. We are excited about our plans and future for India, and we look forward to bringing the brand closer to many more consumers through our various touchpoints this year."

**Sanjay Sharma, Country Head, Shiseido India says,** "The launch in October 2023 with our partners Shoppers Stop and Sephora set the tone for NARS Cosmetics in India. Our first standalone boutique is the right step in furthering the brand's dedication and commitment towards the Indian market. The new boutique aligns with the brand's vision to create personalized and memorable beauty experiences for its diverse clientele. We are confident that the NARS store in



New Delhi will emerge as a sanctuary for those seeking sophistication, quality, and innovation in beauty.”

“Opening the first NARS boutique in India is not just about selling makeup; we want to create an immersive experience for beauty enthusiasts. We are immensely proud of the partnership between Global SS Beauty Brands Ltd (a subsidiary of Shoppers Stop Ltd) and Shiseido Group which has made this milestone possible. NARS' innovative products and bold approach resonate deeply with our diverse clientele, making this boutique opening an eagerly awaited event. Located in Select CITYWALK Mall, the store offers unparalleled access to NARS' renowned range of cosmetics. It's a testament of our commitment to providing our customers with the best international products and shopping experiences,” adds **Mr. Biju Kassim, Customer Care Associate and CEO of Beauty at Shoppers Stop.**

The NARS Cosmetics standalone boutique at Select CITYWALK Mall, New Delhi is now open.

NARS Cosmetics is also available at select Shoppers Stop and Sephora stores across the country and online at [www.shoppersstop.com](http://www.shoppersstop.com) and [www.sephora.in](http://www.sephora.in).

### **About NARS Cosmetics**

Iconic. Individual. Unexpected. Creative visionary François Nars launched NARS Cosmetics with 12 lipsticks in 1994, inspiring self-expression, creativity, and artistry with uncompromising pigment purity and imaginative color. NARS' boundary-pushing approach manifests from audacious products to daring stories and striking campaigns—bringing high style, impressive creativity, and forward-thinking to beauty. With every product, endless opportunities for expression: “Don't hold back. Be bold. It encourages others to do the same.”

For more information, please contact:

[NARS@PRPUNDIT.COM](mailto:NARS@PRPUNDIT.COM)

###