

SEC/59/2021-22

October 20, 2021

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
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Dear Sirs,

Sub: Appointment of Mr. Arun Sirdeshmukh and Ms. Christine June Kasoulis as Independent Directors

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, this is to inform that based on recommendation of Nomination, Remuneration and Corporate Governance Committee, the Board of Directors of the Company, at its Meeting held today, i.e. October 20, 2021, approved the appointment of Mr. Arun Sirdeshmukh (DIN: 01757260) and Ms. Christine June Kasoulis (DIN: 09365330) as Additional Directors in the capacity of Non-Executive Independent Directors of the Company.

The details required under Regulation 30 of the Listing Regulations read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated September 9, 2015 are provided herein below:

(I) Mr. Arun Sirdeshmukh

Sr. No.	Details of events that needs to be provided	Information of such Event(s)
1	Reason for change viz. appointment	Mr. Arun Sirdeshmukh is appointed as an Additional Director in the capacity of Non-Executive Independent Director of the Company.
2	Date of appointment (as applicable) & term of appointment	Mr. Arun Sirdeshmukh is appointed for a period of five years, effective October 20, 2021, subject to approval of the shareholders at the ensuing Annual General Meeting of the Company.
3	Brief profile (in case of appointment)	<p>Mr. Arun Sirdeshmukh, has been associated with the Fashion business in India for 25+ yrs. and has built some of India's largest Fashion brands and Retail businesses, and until recently was heading the Fashion vertical for Amazon in India. He carries the unique skills of start-up stage business but also leading scaled-up large businesses; of being an entrepreneur and also as a senior executive in some of the world's largest companies; of having built businesses in physical retail and also digital/ecommerce space.</p> <p>An engineer, MBA (IIM Cal), he started his career as Brand Manager and later Group Brand Manager, building brands Van Heusen, Louis Philippe, Allen Solly and Peter England for Madura Garments, which is now Aditya Birla Fashion & Lifestyle, India's largest Fashion brand marketing firm.</p> <p>He has worked briefly with IBM Global services to launch their computer education business in India (IBM-ACE), before turning entrepreneur to launch Indus-League clothing (along with 7 other partners), a VC funded brand marketing firm in 1999, building brands such as Scullers, Indigo Nation and Urban Yoga. Indus-league was acquired by Future group in 2005, and is</p>



		<p>now Future Lifestyle fashions, amongst India's largest Fashion brand and retail players.</p> <p>He turned entrepreneur once again in 2012 to start India's earliest VC funded, eFashion businesses as Co-founder & CEO, Fashionara.com. He raised \$12 M from renowned VC firms Lightspeed and Helion and despite interest from several large business houses (Reliance, Arvind) and international ecommerce firms (Amazon, Flipkart, Rocket Internet), the business had to be wound down in 2016 due to larger, well-funded competing businesses.</p> <p>He subsequently joined Amazon in June 2016, to lead their Apparel, Shoes and accessories business in India as Head-Amazon Fashion. This business has since grown many times over to a multi-billion \$ business and is today India's single largest Fashion destination, with strong partnerships with top brands, retailers and sellers; 9 private brands and 100+ accelerator brands; Asia's largest Imaging and content fashion studio and strategic partnerships with Shoppers Stop, Max Fashion, Hi Design, Timex, New Balance, Mothercare amongst many others.</p> <p>He has moved on to lead the creation of the world's largest EV 2-wheeler business, as SVP & Global Business head, Ola Electric, which counts Softbank, Tiger Global and Matrix Partners amongst its investors.</p>
4	Disclosure of relationships between directors (in case of appointment of a director)	Mr. Arun Sirdeshmukh is not related to any of the Directors of the Company and it is further affirmed that he is not debarred from holding the office of Director by virtue of any SEBI order or any other such authority.

(II) Ms. Christine June Kasoulis

Sr. No.	Details of events that needs to be provided	Information of such Event(s)
1	Reason for change viz. appointment	Ms. Christine June Kasoulis is appointed as an Additional Director in the capacity of Non-Executive Independent Director of the Company.
2	Date of appointment (as applicable) & term of appointment	Ms. Christine June Kasoulis is appointed for a period of five years, effective October 20, 2021, subject to approval of the shareholders at the ensuing Annual General Meeting of the Company.
3	Brief profile (in case of appointment)	<p>Ms. Christine Kasoulis is an experienced and successful Director with extensive retail experience and a proven track record of identifying future consumer trends and delivering market leading propositions across multiple product groups including Home, Fashion, Beauty, Nursery and Sports. She has been an inspirational leader of people and is known for creating and delivering successful strategies and developing high performing and motivated teams.</p> <p>Ms. Christine Kasoulis is driven by the desire to create a positive impact with the creation of sustainable and innovative strategies which deliver both commercial and community value.</p>



Shoppers Stop Limited

Registered & Service Office - Umang Tower, 5th Floor, Mindspace, Off. Link Road, Malad (West), Mumbai - 400 064, Maharashtra.
 T + 022 42497000, F + 022 28808877. CIN : L51900MH1997PLC108798. E-mail us at customer@shoppersstop.com
 Toll Free No.: T + -800-49-6648 (9 am to 9 pm).

Ms. Christine Kasoulis has completed her Finance for the Boardroom and Director as Strategic Leader courses from Cranfield School of Management. She has undergone Governance Training at the Civil Society in 2019 and done The Strategic Negotiator Course from The Gap Partnership in 2019. She holds a 3 A Levels, English, Biology and Chemistry and 9 GCSE's and is pursuing MBA at Henley Business School.

Ms. Christine Kasoulis held position of Broad Trustee for the John Lewis Foundation since 2019 and has been and Affiliate member of the Chartered Management Institute (CMI) since 2020.

Career highlights:

Director of Fashion (2017- 2021)

- Responsible for an annual turnover of £1.7bn and enhancing the end to end customer journey across all touch points of the brand, resulting in market share growth in 2017, 2018 and 2019.
- Repositioned the Womenswear offer with the development of own brand collections, the curation of a differentiated branded proposition, and the creation of a unique omni-channel styling service.
- Enhanced the Beauty proposition with the acquisition of emerging brands and the creation of a loyalty programme, building on ten consecutive years of market outperformance.
- Created the strategy for John Lewis to become the market leader in Nursery and grew market share by 4.7pp in 2020.
- Championed new sustainable initiatives such as Beauty Cycle and a cashmere programme 'From Goat to Garment' with the funding of a three year programme.

Buying Director, Home (2013-2017)

- Responsible for an annual turnover of £1.3bn and delivered three consecutive years of market share growth, becoming the second largest retailer within the home market.
- Created the strategy to deliver a £1bn own brand business and led the cross functional teams to enhance the customer proposition, whilst also increasing profitability.
- Played a pivotal role with the creation of the first John Lewis sourcing offices in India and Asia.

Brand Director (2009-2013)

- Created the John Lewis sustainability strategy 'Bringing Quality to Life' and launched the community programme including a local charity initiative and schools' programme.
- Responsible for the creation and 'go to market' plans for all John Lewis own brand collections across Home, Fashion and Technology, including the first John Lewis value collection in 2009, and the creation of the House brand with a £50m turnover at its peak.



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		<ul style="list-style-type: none"> Responsible for the creative expression of the John Lewis brand across all customer touchpoints including instore graphics, publications, and online imagery. <p>Overall accountability for the reputation of the John Lewis brand including leadership of the teams for product sourcing, product quality and product safety</p>
4	Disclosure of relationships between directors (in case of appointment of a director)	Ms. Christine June Kasoulis is not related to any of the Directors of the Company and it is further affirmed that she is not debarred from holding the office of Director by virtue of any SEBI order or any other such authority.

This information is also being made available on the corporate website of the Company.

Kindly take the same on records.

Thank you.

Yours truly,
For **Shoppers Stop Limited**

Vijay Kumar Gupta
Company Secretary & Compliance Officer

