

SHOPPERS STOP

November 9, 2023

To,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai 400 001.
Stock Code : 532638

Kind Attention: Ms. Uma Nikumbh, Assistant Manager- Online Surveillance

Dear Madam,

Subject: Clarification / Confirmation on news item appearing in www.mediabrief.com

Reference No: L/SURV/ONL/RV/VK/ 2023-2024 / 47 dated November 8, 2023

We are in receipt of your email Ref. No. L/SURV/ONL/RV/VK/ 2023-2024 / 47 dated November 8, 2023, in reference to (i) the new item appearing in www.mediabrief.com on November 8, 2023, and (ii) your observation with respect to the increase in price of company scrip on November 8, 2023.

In respect of your request for clarification / confirmation on the news item in detail, we would like to clarify as under :

Query 1 - Whether such negotiations were taking place? If so, you are advised to provide the said information along with the sequence of events in chronological order from the start of negotiations till date.

Response – The arrangement of the Company with Napsa Private Limited (owner of the brand Vanity Wagon) (hereinafter referred to as “Napsa”) is on an experimental basis, wherein Napsa would be provided small counter place in 6-7 Shoppers Stop store as of now for selling clean beauty products; and depending on the response from the 6-7 stores, the Company would decide to extend the arrangement further with Napsa to more stores. For the same, the Company has signed a Consignment Agreement dated July 14, 2023 under which like other brands being sold by the Company, Napsa products would be sold in mutually agreed stores and the same is expected to get the Company a revenue of approximately Rs.40-50 lacs in the first year. The Company has only entered into a Consignment Agreement (arrangement for sale of the products) with Napsa and no strategic tie-up or partnership agreement has been entered into with Napsa. The Company continues to sell other brands in the clean beauty products category.

The sequence of events are as follows :

- a) Like various brand owners / franchisee's/ distributors whose products are being sold at Shoppers Stop stores, discussions were initiated with Napsa in and around June, 2023 for selling of their clean beauty brands in the Company stores, along with various other brands being sold.
- b) Pursuant to the discussions, a Consignment Agreement dated July 14, 2023 (effective from same date) was executed between the Company and Napsa. In terms of the Consignment Agreement, the

Shoppers Stop Limited

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T 022- 42497000 CIN : L51900MH1997PLC108798. Email : customercare@shoppersstop.com Website: www.shoppersstop.com
Toll Free No.:1800-419-6648 (9 am to 9 pm).

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number of stores where the Napsa products would be sold was to be mutually agreed and no exclusivity for clean beauty products is provided for.

- c) After being introduced in 1 (one) store on September 30, 2023 by way of display at a wall in a counter, Napsa products have been made available in aggregate 5 stores by mid of October, 2023. The total number of stores where Napsa products would be sold would be limited to 7 stores as of now.
- d) The Company only reviewed the statement of Mr. Biju Kasim, CEO - Beauty. Considering the size of the arrangement with Napsa, the Company did not review the Press Release issued by Napsa, which appears to have major errors for the following reasons :
 - (i) No strategic partnership agreement has been entered into with Napsa. We only have agreed to run an experimental arrangement with Napsa for making their products available in 6-7 stores initially and based on the success of the same, we would decide our next course of action.
 - (ii) We continue to make available other clean beauty products across our online and offline stores.
- e) No material event has occurred by way of the arrangement entered into by the Company with Napsa.

Query 2 - Whether you/company are aware of any information that has not been announced to the Exchanges which could explain the aforesaid movement in the trading? If so, you are advised to provide the said information and the reasons for not disclosing the same to the Exchange earlier as required under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Response - We wish to inform you that there is no information /announcement (including impending announcement) in respect of the Company, which may have occasioned the increase in volumes.

Please note that the Press Release was issued directly by Napsa and has factual errors. While we agree that we have started commercial relations with Napsa, the same cannot be considered as a strategic tie-up / partnership and the expected business is not material as of now.

Further, we would like to reiterate that as always, the Company will continue to inform the stock exchanges about any price sensitive information as required under Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations 2015.

Kindly take the same on record. We hope that the aforesaid clarifies the issue to your satisfaction. Please feel free to write to us for any other information that you may require.

Thanking you,

Yours faithfully,
For **Shoppers Stop Limited**

Vijay Kumar Gupta
Vice President – Legal, CS & Compliance Officer
ACS No: 14545
encl A/a

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