

# SHOPPERS STOP

SEC/127/2023-24

March 05, 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>
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**Sub: Press / Media Release: Ace Turtle partners with Shoppers Stop to expand Dockers in India**

**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 “Ace Turtle partners with Shoppers Stop to expand Dockers in India”, being issued by Ace Turtle, announcing a strategic collaboration of Ace Turtle with the Company for the launch of “Dockers” (leading global khaki brand), across 15 Shoppers Stop stores and on shoppersstop.com.

We are pleased to inform that the Company has in terms of its routine business of tying up with various brands, entered into a strategic collaboration with Ace Turtle for launching “Dockers” (leading global khaki brand), across 15 Shoppers Stop stores and on shoppersstop.com.

Please find enclosed Press / Media Release dated March 05, 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).



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## Ace Turtle partners with Shoppers Stop to expand Dockers® in India

- *Shoppers Stop, a springboard for brands to launch in India, is a partner of choice for Dockers*

**Bengaluru, March 5<sup>th</sup>, 2024:** ace turtle, India's leading technology-native retail company and Shoppers Stop, India's leading premium omni-channel fashion and beauty destination announced the launch of Dockers, leading global khaki brand. Dockers' versatile and timeless collection for men will be available across 15 Shoppers Stop stores and on shoppersstop.com, marking a significant milestone for both the brands.

The Dockers collection at Shoppers Stop features a carefully curated selection of clothing and accessories designed for the modern Indian consumers. From chinos and shirts to sweaters and jackets, each piece embodies Dockers' commitment to quality craftsmanship, innovative materials, and timeless design. Whether navigating the urban jungle or exploring uncharted territories, Dockers empowers individuals to embrace their authentic selves with confidence and style.

Commenting on the launch, **Mr. Kavindra Mishra, Customer Care Associate, Executive Director and CEO, Shoppers Stop Ltd**, said; "It has been our constant endeavor to offer premium brands to Indian consumers. In line with our journey towards premiumization, our strategic collaboration with ace turtle to launch Dockers signifies our commitment to curating the best brands for our customers. Dockers brings a timeless blend of quality and style that resonates with the evolving preferences of the modern Indian consumer. Dockers collection will resonate strongly with those who appreciate timeless classics with a modern twist."

Sharing his perspective, **Nitin Chhabra, CEO, ace turtle**, the exclusive licensee of Dockers in India said, "We are delighted to partner with Shoppers Stop to reach a wider audience across the country. Shoppers Stop's extensive reach and brand recognition, coupled with Dockers' global appeal, creates a winning combination for success. We aim to leverage our unique technology-driven operating model and omnichannel commerce expertise to take Dockers to millions of Indian consumers through relevant online and offline channels. Our tech-enabled pan-India reach, data-driven approach, deep consumer understanding will aim to unlock new opportunities presented by the dynamic Indian fashion retailing market."

### **About Dockers® brand:**

The Dockers® brand has been the authority in khaki pants for nearly 40 years and sparked a revolution in the way millions of men dressed around the world, shifting from the standard issue suit to a more casual look. Today, the brand has evolved into a casual lifestyle brand for both him and her that's been winning over consumers across the globe. Dockers® is a division of Levi Strauss & Co. and is available worldwide.

### **About Shoppers Stop:**

Shoppers Stop Ltd. is the nation's leading premier retailer of fashion and beauty brands established in 1991. Spread across 105 department stores, the Company also operates 7 premium home concept stores, 88 Specialty Beauty stores of M.A.C, Estée Lauder, Bobbi Brown, Clinique, Jo Malone, Too Faced, SS



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Beauty, 10 Intune stores and 23 Airport doors, occupying area of 4.1 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 offering spans over 800+ recognized and trusted brands across an incomparable range of products that together serve our overarching objective of delivering customer delight.

### **About ace turtle:**

ace turtle, new India's leading tech-native retail company is spearheading the retail industry's next phase of transformation. The company is vertically integrated from design, local manufacturing and marketing to reach consumers directly. ace turtle is powered by its proprietary technology which uses data science from design to fulfilment to meet ever-evolving consumer expectations. Bengaluru and Singapore-based ace turtle is the exclusive licensee of iconic global brands Lee®, Wrangler®, Toys“R”Us®, Babies“R”Us® and Dockers® for India and other South Asian markets.

### **Media Contact:**

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