

SHOPPERS STOP

START SOMETHING NEW

QUARTERLY PERFORMANCE DEC 18-19

27 years
of Customer Delight



Disclaimer

Certain statements in this release concerning our future growth prospects are forward-looking statements within the meaning of applicable securities laws and regulations, and which involve a number of risks and uncertainties, beyond the control of the Company, that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, intense competition including those factors which may affect our cost advantage, wage increases, our ability to attract and retain highly skilled professionals, political instability, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry. Shopper's Stop Ltd. may, from time to time, make additional written and oral forward looking statements, including our reports to shareholders. The Company does not undertake to update any forward-looking statement that may be made from time to time by or on behalf of the company. The Company also expects the media to have access to all or parts of this release and the management's commentaries and opinions thereon, based on which the media may wish to comment and/or report on the same. Such comments and/or reporting maybe made only after taking due clearance and approval from the Company's authorized personnel. The Company does not take any responsibility for any interpretations/ views/commentaries/reports which may be published or expressed by any media agency, without the prior authorization of the Company's authorized personnel.

OUR GENESIS

- Customers come through our doors for our superior product assortment, but we want them to stay for the moments of personal transformation they experience in our aisles.
- Customers click onto our shopping site for convenience, but we want them to come back for the sheer joy and promise of adding to their shopping carts.
- Our people are our greatest strength. All of us are highly engaged which makes us the best customer centric company in the country.

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To be an inspirational & trusted brand, transforming customers' lives through fashion & delightful shopping experience every time.



OUR CUSTOMER

- Our core customers are Mid-High Income families & Young Professionals.
- We also target millennial consumers via Social Media and our Website.
- These young millennials are key Purchase Influencers for Parents and Family.



OUR FORMATS

SHOPPERS STOP | 83 Department Stores

- India's foremost fashion & beauty retailer offering 400+ brands.

Beauty Formats | 113 Stores

- M.A.C | 57 Clinique | 32 Estée Lauder | 8 Bobbi Brown | 14 Smashbox | 2

HOMESTOP | 12 Stand alone

- Premium home concept store.

Shoppersstop.com

- Our shopping website and mobile app have more than 120,000+ styles across different categories and sub-categories to choose from.

CROSSWORD | 87 Stores (43 Owned | 44 Franchisee)

- The definitive place for seeking information, knowledge or simply the pleasure of reading

Omni Channel Symbiotic Relationship of Clicks & Bricks

+53 Million

VISITS for YTD Dec 18
ON SITE & APP

+25,000

PIN CODE
COVERAGE

+1.5 Million

MOBILE APP
DOWNLOADS

- Platform frequently used by Millennials and Young Professionals to converse with us
- Buy Online and Collect from the Store(50 stores)
- Ship from Store for fulfillment of Online Orders(37 stores)
- Buy Online and Return at the Store
- Irresistible Style Hub disseminating Latest Fashion Tips
- Cardless First Citizen Program

Cool way to preview products



First Citizen Loyalty Program

+5.9 Million

FIRST CITIZEN LOYALTY PROGRAMME MEMBERS

Addition during Q3-8-19 :
2.15 lacs

+76%

CONTRIBUTION TO COMPANY'S SALES

- We listen closely to our customers and understand the way they think and buy.
- Our popular first citizen loyalty program is one of the longest-running loyalty program in the country
- We have a dedicated analytics team to analyze the proprietary first citizen data.



SHOPPERS STOP

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Key Highlights Of Q3-2018-19

1260 +9.9% **100.5** +22.7% **86.5** +307.6%

Revenue
Rs in Crs.

EBIDTA

PBT

4.27

38

Retail Space (Million Sq Ft)

Cities

#As on 31-12-2018

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New Store Additions during Q3-18-19



MAC Store : VR Mall Chennai



MAC Store : Vastrapur Ahemdabad



MAC Store : Logix Mall Noida

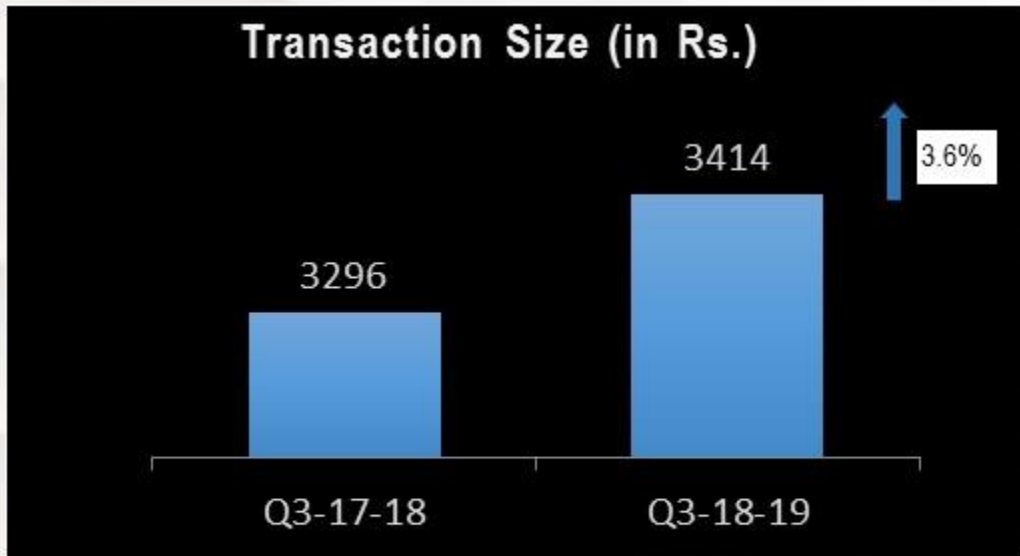
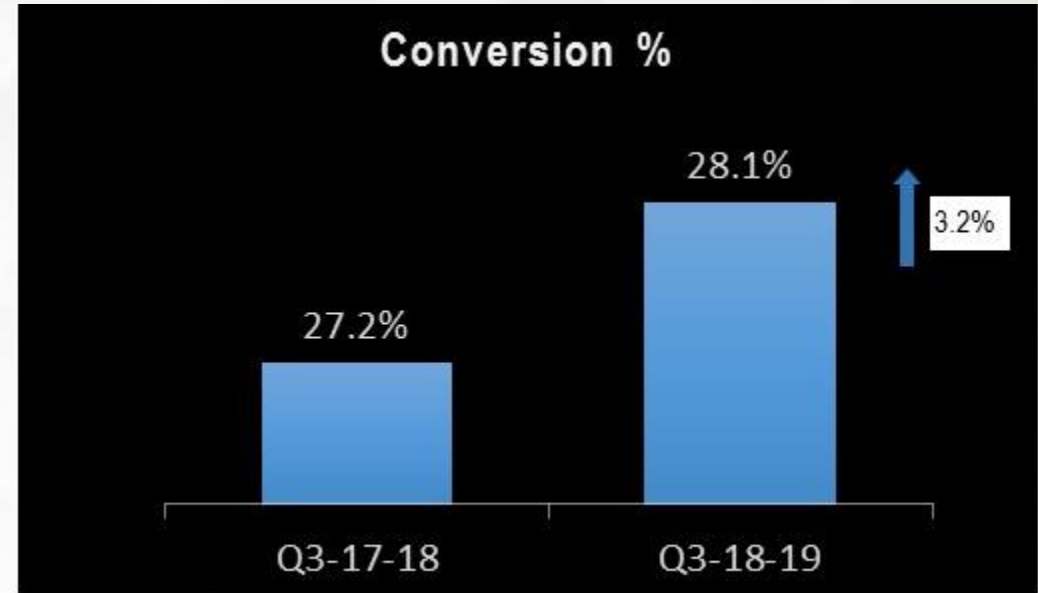
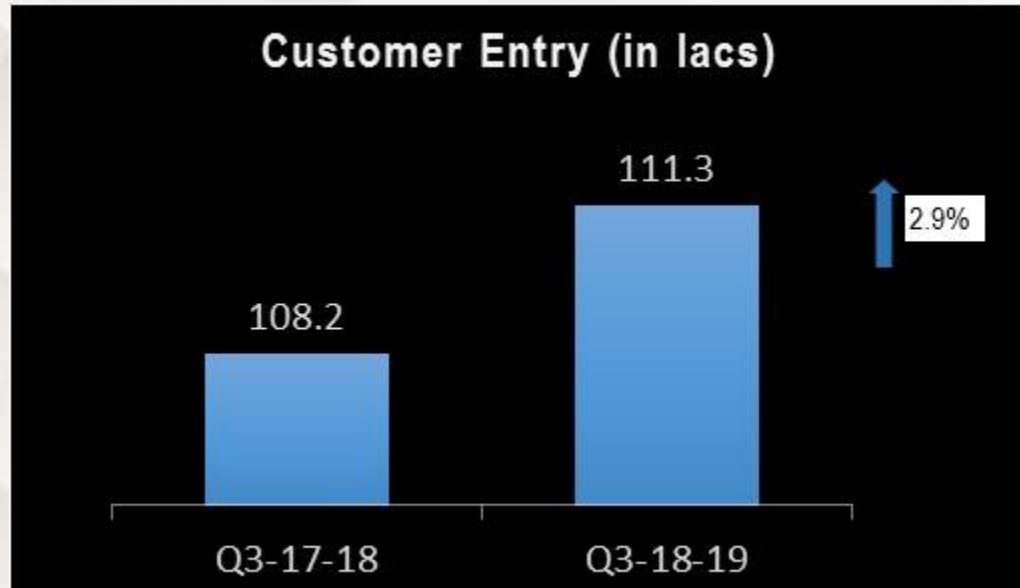


BOBBI BROWN Store : VR Mall Chennai



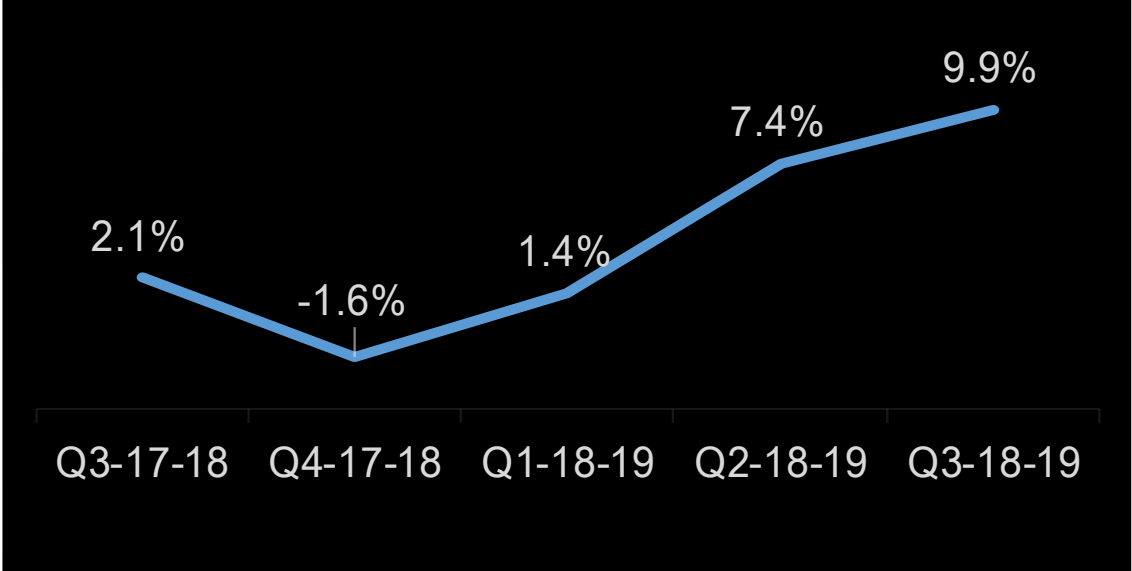
BOBBI BROWN Store : Quest Mall Kolkatta

Operational Indicators - Q3-2018-19

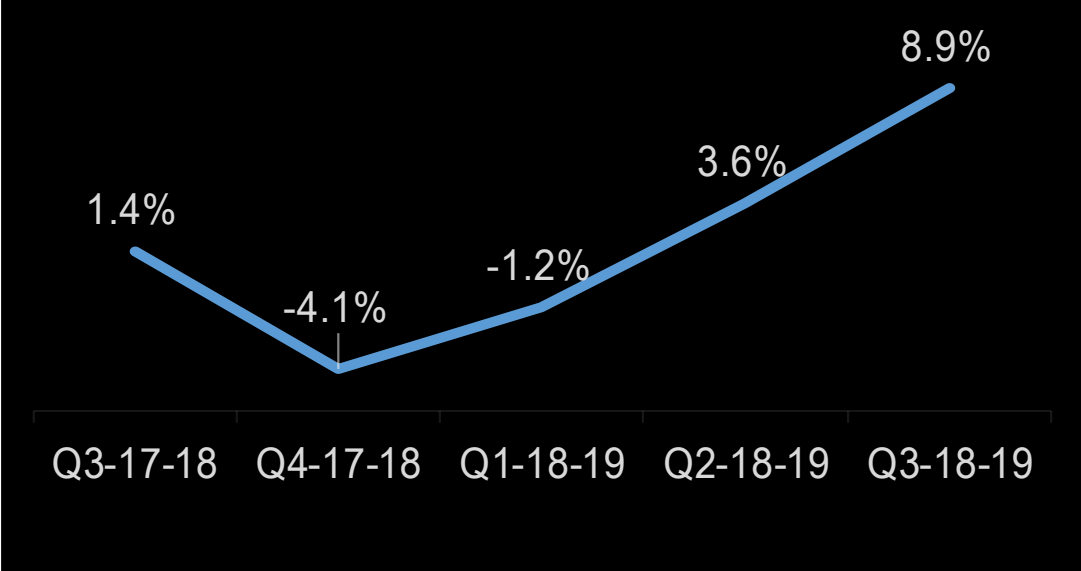


Sales Growth- Q3-2018-19

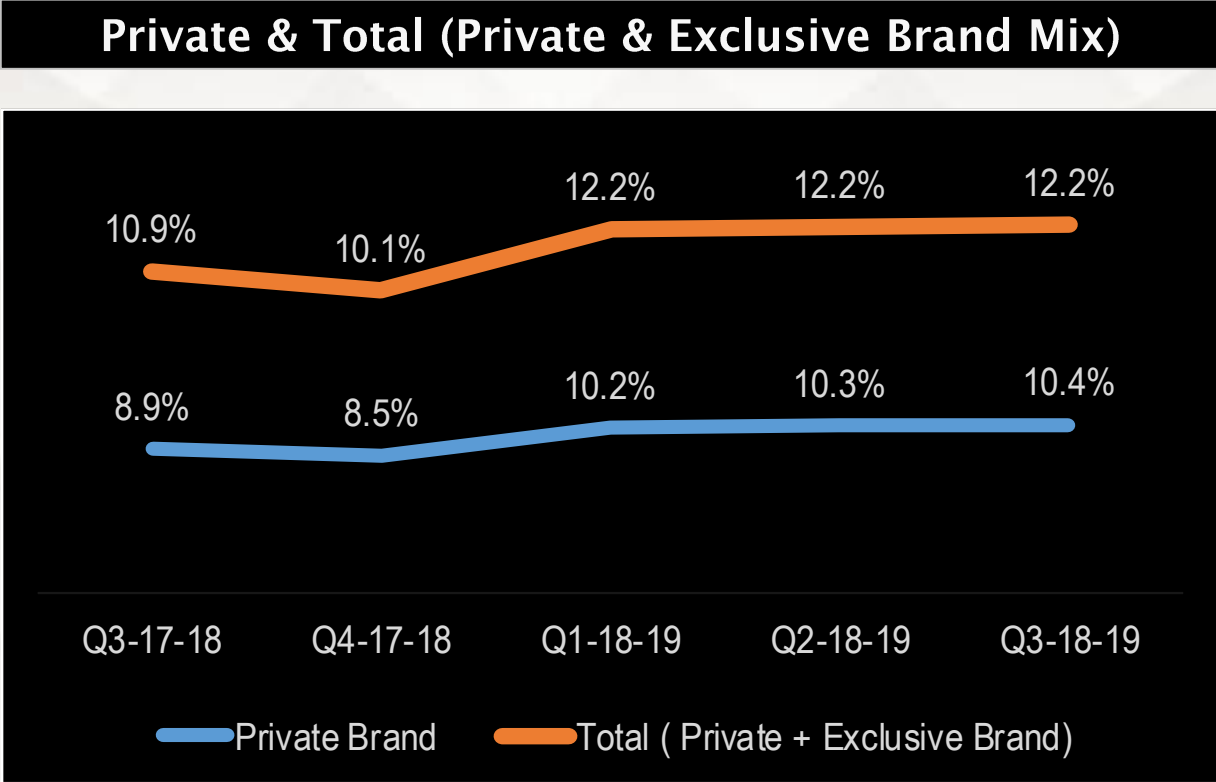
Sales Growth Overall



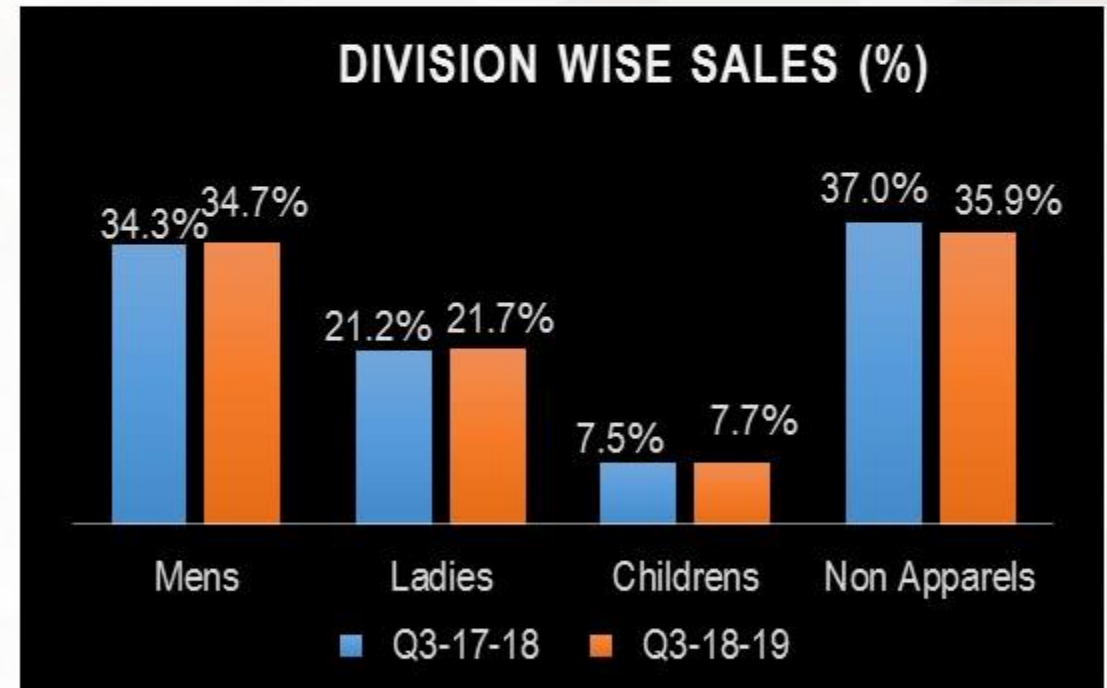
Sales Growth : LTL



Merchandise Mix – Q3-2018-19



Revenue Mix - Q3-2018-19



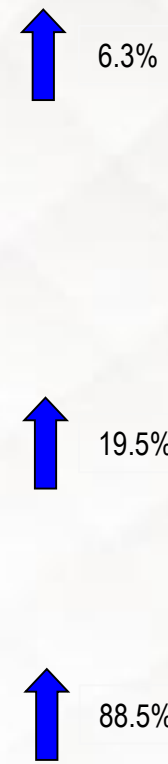
Financial Summary : Shoppers Stop Limited : Q3:2018-19

Rs in Crs.	Q3-2018-19	Q3-2017-18	
Retail Sales	1,260	1,146	↑ 9.9%
Margin on Sales	417	367	
Margin on Sales %	33.1%	32.1%	
Other Retail Operating Income	17	15	
Operating expenses	334	300	
Operating expenses %	26.5%	26.2%	
Operating Profit (EBIDTA)	100	82	↑ 22.7%
Operating Profit (EBIDTA) %	8.0%	7.1%	
Finance Charges (Net)	4	7	
Depreciation	28	30	
PBT (Before Exceptional Item)	69	44	↑ 58.9%
PBT%	5.5%	3.9%	
Exceptional Items /OCI	(17)	22	
PBT (After Exceptional Item /OCI)	86	22	
PBT (After Exceptional Item) /OCI %	6.8%	1.9%	
Tax	25	11	
PAT / Total Comprehensive Income	61	11	
PAT / Total Comprehensive Income%	4.9%	1.0%	

Exceptional Item includes
Mark to Market impact on Future
Retail Investments : Rs 18.07 Crs

Financial Summary : Shoppers Stop Limited : YTD Dec 2018-19

Rs in Crs.	YTD -2018-19	YTD -2017-18
Retail Sales	3,384	3,182
Margin on Sales	1,120	1,034
Margin on Sales %	33.1%	32.5%
Other Retail Operating Income	46	40
Operating expenses	966	906
Operating expenses %	28.5%	28.5%
Operating Profit (EBIDTA)	200	168
Operating Profit (EBIDTA) %	5.9%	5.3%
Finance Charges (Net)	4	26
Depreciation	90	85
PBT (Before Exceptional Item)	107	57
PBT%	3.1%	1.8%
Exceptional Item /OCI	25	56
PBT (After Exceptional Item /OCI)	82	1
PBT (After Exceptional Item /OCI) %	2.4%	0.0%
Tax	39	16
PAT / Total Comprehensive Income	43	-15
PAT / Total Comprehensive Income%	1.3%	-0.5%



Exceptional Item includes Mark to Market impact on Future Retail Investments : Rs 22.59 Crs

Note : Figures have been regrouped for Presentation purpose.

Balance Sheet : Shoppers Stop Limited : Standalone

Particular	Dec,18	Mar,18
Networth	990.0	953.4
Loan Fund	52.7	87.4
Total Liabilities	1,042.8	1,040.7
Fixed Assets & Lease Deposit	827.3	832.4
Investment	290.6	305.2
Investment in Mutual Fund	165.7	20.0
Inventory	1,161.8	328.4
Debtors , loans and Advances	253.8	276.4
Total Current Assets	1,415.6	604.8
Trade Creditors	1,426.9	488.6
Other liabilities and provisions	229.6	233.2
Total Current Liability	1,656.4	721.8
Net Current Assets	(240.9)	(116.9)
Total Assets	1042.8	1040.7

Particulars	YTD Dec 18 (12 months Annualized)	2017-18
ROCE	14.2%	9.1%
ROCE (without Investment)	19.9%	13.9%
RONW	9.3%	7.2%
RONW (without Investment)	13.5%	13.8%
Debt Equity Ratio	0.0	0.0
Asset Turnover Ratio	6.9	6.3

Investment Includes :

Rs 50.72 Crs. : Crossword Book Store Limited
 Rs 255.44 Crs. : Future Retail Limited (MTM
 provn Rs.15.6 Crs.)

Cashflow: Shoppers Stop Limited : Standalone

Particulars	Cash Flow
Cash Profit from Operations (after tax)	161.3
Increase in Creditors for Goods	921.4
Increase in Other Creditors and Liabilities	25.4
Increase in Inventories	(833.4)
Increase in Loans & Advances & Sundry Debtors	22.8
Cash generated from Operations	297.6
Fixed Assets(including CWIP) & Deposit.	(80.6)
Reduction in Creditors for Capex	(12.3)
Cash generated from Operations	204.7
Investment in Mutual Funds	(145.7)
Crossword Book Store Limited - ICD's	(8.0)
Cash generated post Investing Activities	51.1
Cash generated from Financing Activities (Dividend ,and loan repayment)	(47.1)
Net Increase/(decrease) in Bank Balance	4.0

Note : Figures have been regrouped for Presentation purpose.

Key Strategic Pillars



1. First Citizen Program

- Key Growth Engine for Business
- Increase the share of First Citizen customers



3. Product Portfolio

- Fashion forward positioning
- Focus on Private Brands to bring differentiation



2. Personal Shopper Program

- Exceed customer's expectation by providing delightful shopping experience in a personalized way



4. Beauty Segment

- Be a dominant player in Beauty segment across all channels

Awards won in 2018

- ❖ Great Place to Work 2018 – Recognized among Top 10 Retail Companies in India
- ❖ Best Customer Experience in Retail Sector in Large/Multi Brand Format
- ❖ Best Loyalty Program in Retail Sector in Large/Multi Brand Format
- ❖ Best use of Innovation in Loyalty Marketing
- ❖ Best use of Customer and Data Analytics in Loyalty Program
- ❖ Best use of Direct Marketing in Loyalty Program
- ❖ Industry Excellence in Supply Chain – Retail Award for the 3rd Consecutive year at 12th ELSC Leadership Awards
- ❖ IMAGES Most Admired Retailer of the year - Store Design & Visual Merchandise
- ❖ Best Technology in HR at Manning Modern Retail 2018
- ❖ DMA Asia ECHO Awards – 2018 for Best Recommender System
- ❖ ABCI awarded our Annual Report as Silver Annual Report



In case of any clarifications please contact on
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