

SHOPPERS STOP

SEC/14/2024-25

April 17, 2024

To,

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 Sir / Madam,

Sub: Press / Media Release: “Love Child by Masaba and Shoppers Stop Beauty Join Forces to Elevate Beauty Retail Experience, unveil Shop-in-Shop at R City Mall, Ghatkopar”.

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, “Love Child by Masaba and Shoppers Stop Beauty Join Forces to Elevate Beauty Retail Experience, unveil Shop-in-Shop at R City Mall, Ghatkopar”, for launching Lovechild Masaba’s first exclusive Shop-in-Shop format at Shoppers Stop at R City Mall, Ghatkopar.

We are pleased to inform that the Company has in terms of its routine business of tie up with various brands, entered into a tie-up with Love Child by Masaba from House of Masaba part of the Aditya Birla Fashion & Retail business.

Please find enclosed Press / Media Release dated April 17, 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

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LoveChild by Masaba and Shoppers Stop Beauty Join Forces to Elevate Beauty Retail Experience, unveil Shop-in-Shop at R City Mall, Ghatkopar

April 17, 2024: LoveChild by Masaba, the esteemed beauty brand conceptualized by Indian fashion designer and actress Masaba Gupta, is excited to **unveil its newest Shop-in-Shop at Shoppers Stop, situated within the bustling confines of R City Mall, Ghatkopar.** The Shop-in-Shop serves as a beacon for beauty enthusiasts seeking products that go beyond the conventional. In addition to the shop-in-shop kiosk, LoveChild by Masaba products will also be available on the Shoppers Stop Beauty online store.

With a focus on innovation and inclusivity, the brand invites customers to explore its diverse range of cosmetics, each designed to inspire confidence and creativity.

The launch of the LoveChild by Masaba at Shoppers Stop, marks the beginning of a dynamic partnership between two entities dedicated to redefining beauty standards and empowering individuals to express themselves authentically. The new Shop-in-Shop embodies the essence of LoveChild by Masaba's ethos, offering a diverse array of high-quality products tailored for individuals of all ages, skin tones, and cultural backgrounds. This strategic collaboration with Shoppers Stop aligns perfectly with the brand's vision to explore the dynamic beauty and personal care market in India and marks a significant milestone in the brand's omnichannel expansion strategy, bridging the gap between online and offline shopping experiences.

*"We are thrilled to embark on this transformative journey alongside Shoppers Stop," said **Masaba Gupta.** "This partnership represents a shared vision to revolutionize the beauty retail experience, where creativity meets accessibility. Through our Shop-in-Shop and Online Retail at Shoppers Stop, we aim to empower consumers to embrace homegrown beauty brands that offer powerful formulations and solutions where skincare meets beauty."*

Pratik Mukherjee, Head of Brand at LoveChild by Masaba, added, " This marks the beginning of our Shop-in-Shop partnership with Shoppers Stop and will accelerate our offline expansion in key cities/locations helping us reach a wider audience providing them access to our innovative beauty offerings, both online and offline. We have aggressive retail expansion planned through this year with strategic partners like Shoppers Stop who cater to diverse audience across their SS and SS Beauty formats."

Commenting on the launch, **Mr. Biju Kassim, Customer Care Associate, and CEO Beauty at Shoppers Stop said,** "We are thrilled to launch LoveChild Kiosk at Shoppers Stop and proud to serve as their offline retail partner. This partnership with LoveChild by Masaba exemplifies our commitment to offering customers cutting-edge and premium beauty products at Shoppers Stop. We look forward to continuously serving all our patrons with the best that beauty has to offer"

As LoveChild by Masaba celebrates this milestone, they are excited to share that more kiosks will be opening in the coming months across other cities, further expanding the reach and bringing LoveChild Masaba closer to the diverse audience across the nation.

About LoveChild:

LoveChild is a beauty brand from House of Masaba with products across make-up and fragrances among others that is from India and by India, but for the world. The brand offers an extensive range of high-performing multi-benefit products that have are designed to suit all Indian skin tones. Crafted and curated by Masaba, LoveChild by Masaba's makeup line launched in August 2022 through the website lovechild.in, and further expanded to other ecommerce platforms. Boasting a vibrant assortment of lipsticks across formats, foundation, concealer and fragrances; the brand swiftly gained traction in the digital space.

The mother brand House of Masaba, established in 2009, has solidified its presence across India with a network of 15 stores, strategically positioned in key cities such as Delhi, Mumbai, Bengaluru, Ahmedabad, Hyderabad, Gurugram, Kolkata, and Ludhiana.

House of Masaba is part of the Aditya Birla Fashion & Retail business.