

SHOPPERS STOP

SEC/103/2022-23

February 10, 2023

| | |
|---|--|
| 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 |
|---|--|

Sub: Press / Media Release by Shiseido Company, Limited (“Shiseido”) – “Shiseido to Expand Brand Footprint in India” (Launch of its global makeup brand NARS Cosmetics, through a strategic distribution partnership agreement with Global SSBeauty Brands Limited, a subsidiary of Shoppers Stop Limited)

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, this is to inform that Shiseido Company, Limited (“Shiseido”) has issued a Press / Media Release “Shiseido to Expand Brand Footprint in India”, announcing the launch of its global makeup brand NARS Cosmetics (“NARS,”) in India through a strategic distribution partnership agreement with Global SS Beauty Brands Limited, a subsidiary Shoppers Stop Limited.

Please find enclosed Press / Media Release dated February 10, 2023 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, 5th Floor, Mindspace, Off. Link Road, Malad (W), Mumbai 400 064, Maharashtra.
T 022- 42497000 CIN : L51900MH1997PLC108798. Email : customercare@shoppersstop.com Website: www.shoppersstop.com
Toll Free No.:1800-419-6648 (9 am to 9 pm).

Press Release

Shiseido to Expand Brand Footprint in India

The Company Strengthens Its Portfolio With NARS Cosmetics Launch

Shiseido Company, Limited (“Shiseido”) has announced the launch of its global makeup brand NARS Cosmetics (“NARS,” headquartered in New York) in India through a strategic distribution partnership agreement with Global SS Beauty Brands Limited, a subsidiary of India’s leading premium fashion and beauty destination, Shoppers Stop Limited. With the launch of NARS in India, Shiseido aims to strengthen its prestige skin beauty brand portfolio and accelerate growth in the Asia Pacific region.

With “SHIFT 2025 and Beyond,” its medium-term strategy centered on efforts over the next three years from 2023 to 2025, Shiseido will shift to a position of offense under a new management structure and ensure further growth to achieve the goal: “Be a Global Winner with Our Heritage.” To realize continuous growth and shift to a high-profit structure through active investment, the company will establish a foundation for business in promising future markets as part of core initiatives in Asia Pacific region.

Shiseido first entered the India market in 2001, and over the past few years, India’s beauty market has evolved considerably, with sophisticated consumers who are actively adding global prestige brands to their beauty products selection. In addition to Brand SHISEIDO and fragrances that are already available in India, the company’s portfolio is further strengthened through the addition of NARS, a step with which Shiseido aims to satisfy the diverse beauty needs of Indian consumers. With Shoppers Stop’s strong focus on beauty and their extensive network and omnichannel presence, Shiseido will further expand its presence in India.

About Shoppers Stop Limited

Established in 1991, Shoppers Stop Limited is India’s premier retailer of fashion and beauty brands. Spread across 96 department stores, the company also operates eight premium home concept stores and 142 specialty beauty stores. Its diversified omnichannel offering spans over 500 recognized and trusted brands across an unmatched range of products that together serve the company’s overarching objective of delighting its customers.

Overview of Shoppers Stop

1. Name: Shoppers Stop Limited
2. Headquarters location: Mumbai, India
3. Representative: Venu Nair
4. Business Description: Premier retailer of fashion and beauty brands

About NARS

Iconic. Individual. Unexpected. Creative visionary François Nars launched NARS Cosmetics with 12 lipsticks in 1994, inspiring self-expression, creativity, and artistry with uncompromising pigment purity and imaginative color. NARS’ boundary-pushing approach manifests with bold product offerings, daring stories and striking campaigns—bringing high style, impressive creativity, and forward-thinking to beauty. With every product, endless opportunities for expression: “Don’t hold back. Be bold. It encourages others to do the same.”