



SHOPPERS STOP

START SOMETHING NEW

QUARTERLY PERFORMANCE MARCH 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.



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 | 115 Stores

- M.A.C | 58    Clinique | 33    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 | 83 Stores (39 Owned | 44 Franchisee)

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

## Omni Channel Symbiotic Relationship of Clicks & Bricks

+71 Million

VISITS for YTD Mar 19  
ON SITE & APP

+25,000

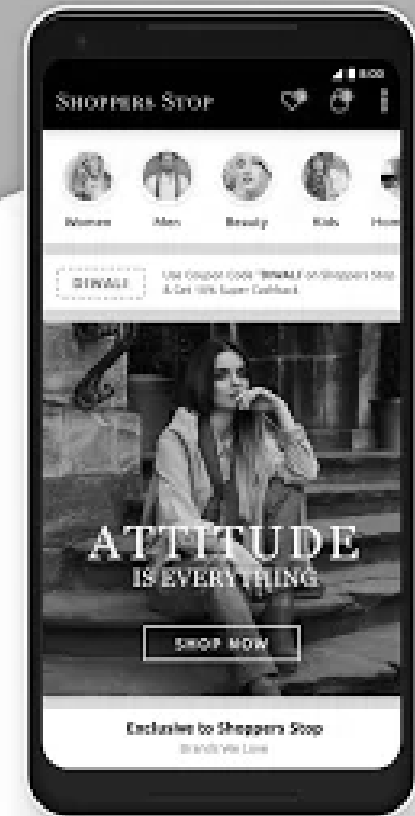
PIN CODE COVERAGE

+5.5 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(38 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

+6.0 Million

FIRST CITIZEN LOYALTY  
PROGRAMME MEMBERS

Addition during Q4-8-19 :  
1.34 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.



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# Key Highlights Of Q4-2018-19

1044	+4.7%	64.0	+21.8%	16.4
Revenue Rs in Crs.		EBIDTA		PBT
4.25		39		
Retail Space (Million Sq Ft)		Cities		

#As on 31-03-2019





## New Store Additions during Q4-18-19



SS Dept.: Nashik



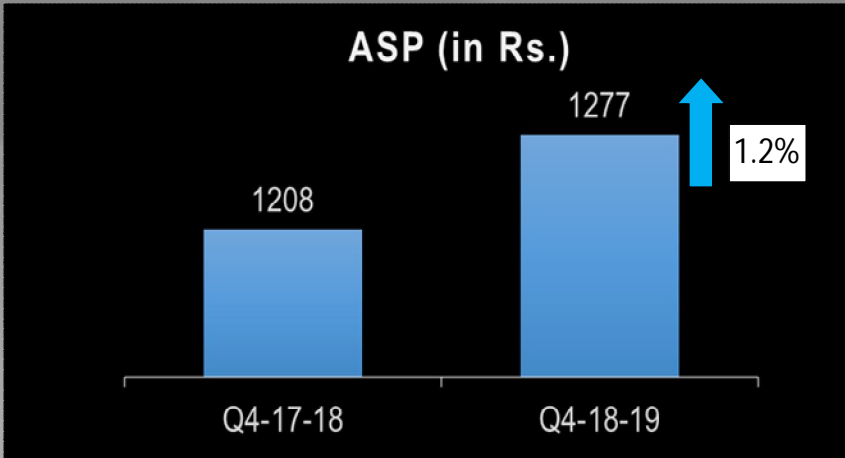
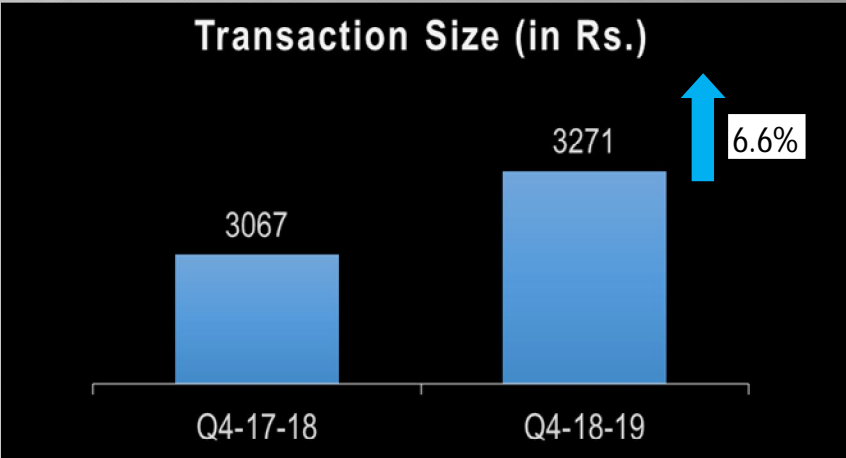
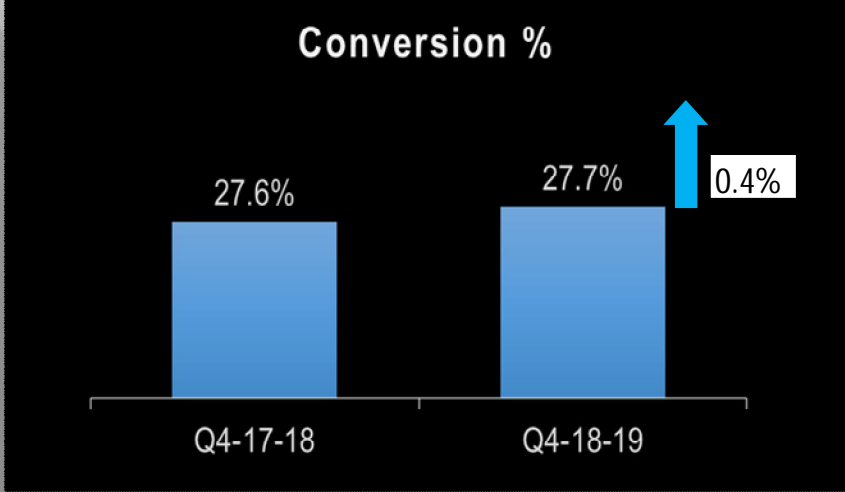
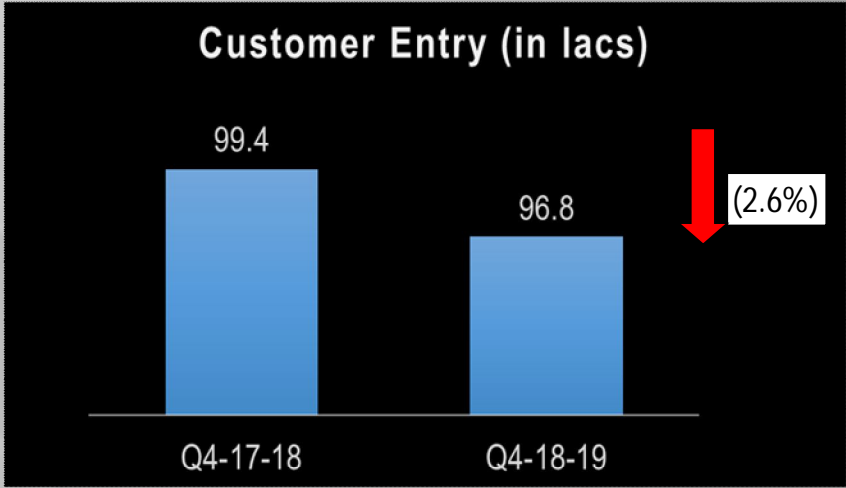
MAC Store : Shantiniketan, Bengaluru



MAC Store : Aerocity, Delhi

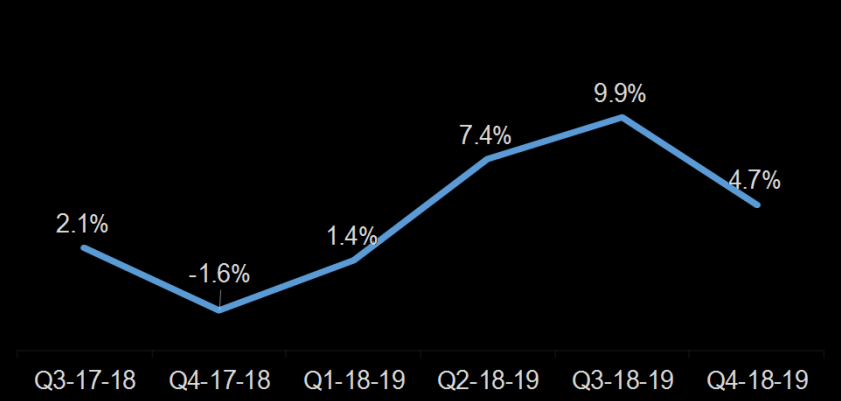
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# Operational Indicators - Q4-2018-19

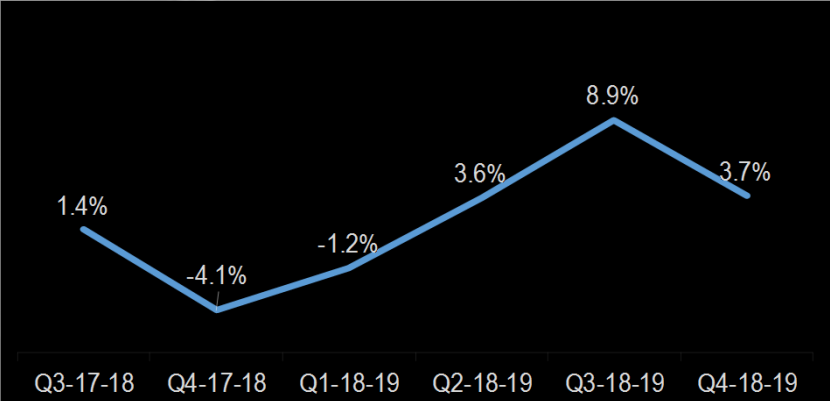


# Sales Growth- Q4-2018-19

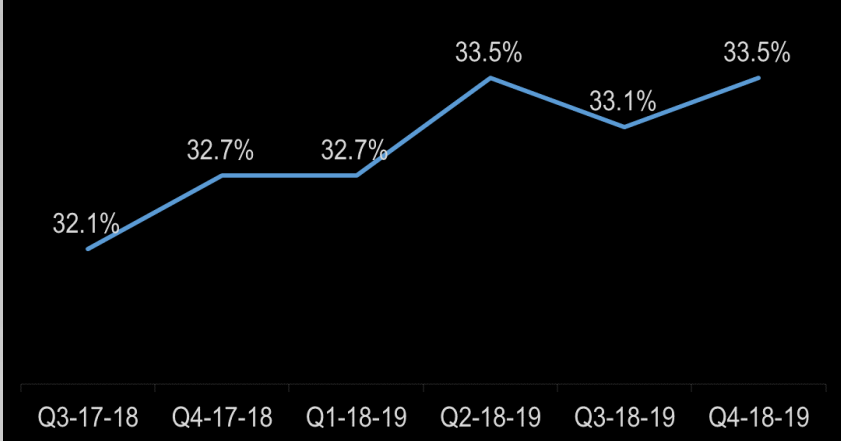
**Sales Growth Overall**



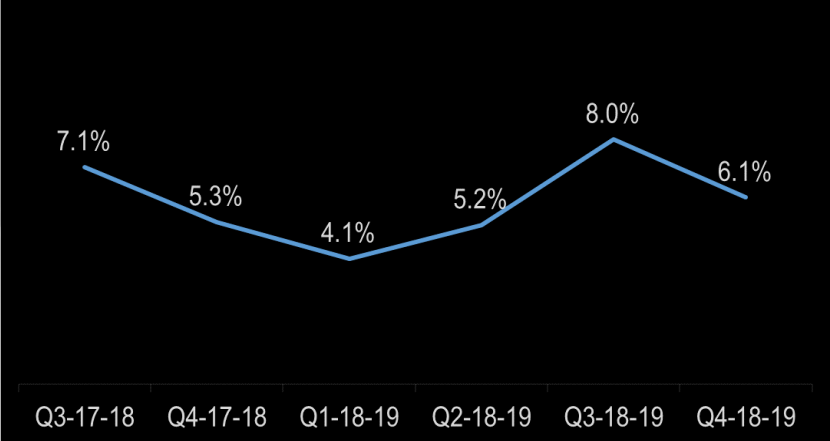
**Sales Growth : LTL**



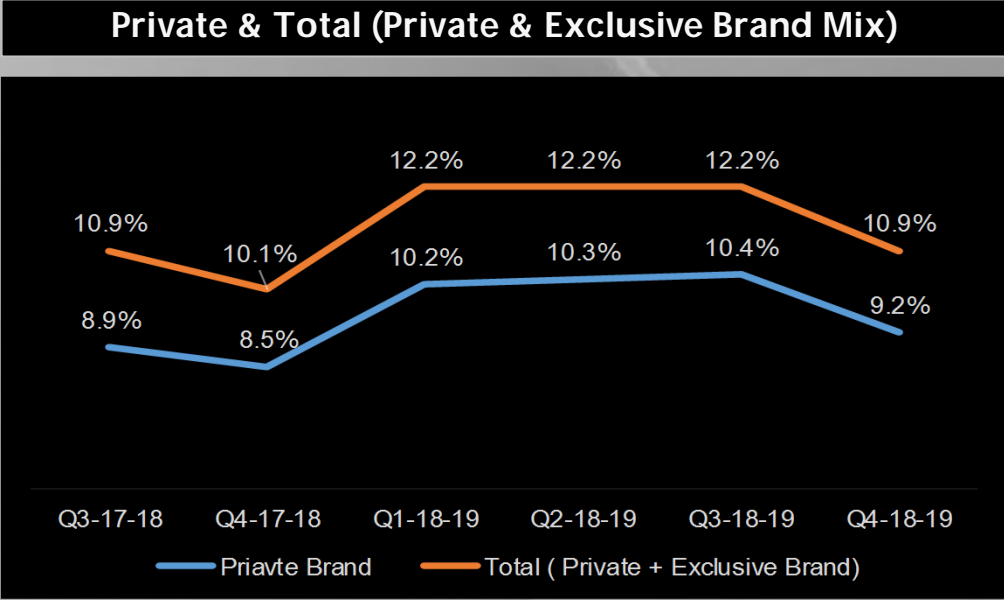
**Gross Margin %**



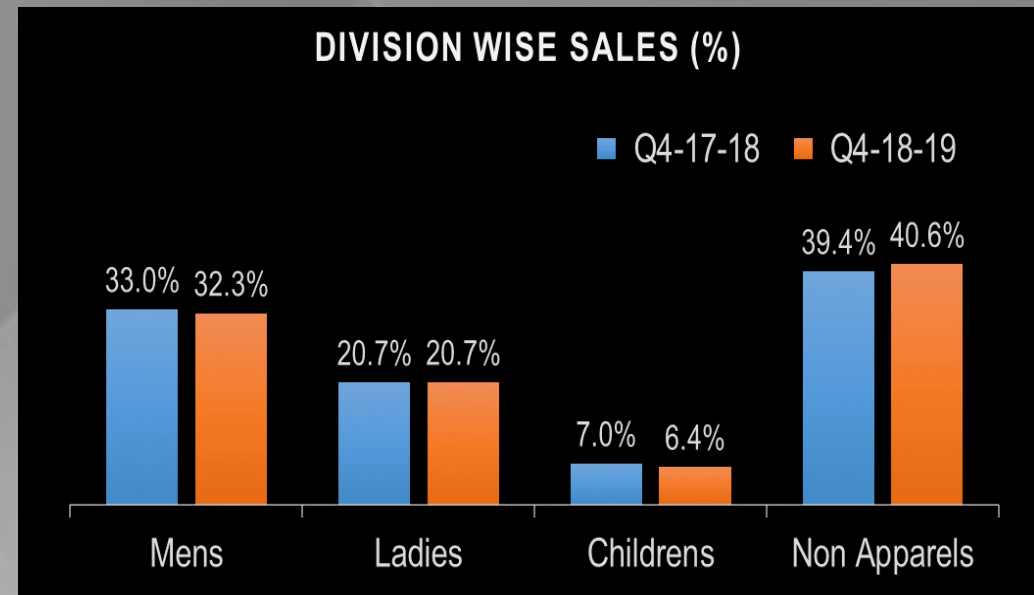
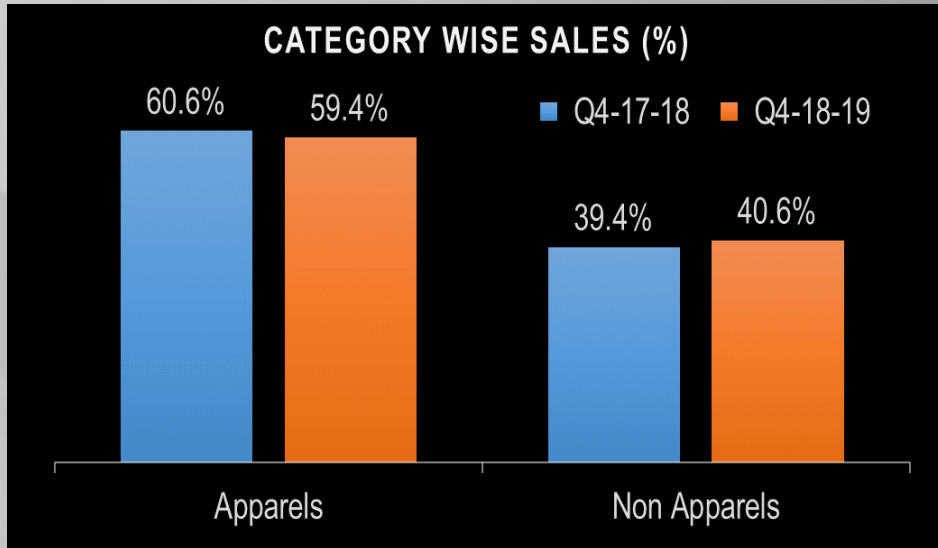
**EBIDTA %**



# Merchandise Mix – Q4-2018-19



## Revenue Mix – Q4-2018-19



## Financial Summary : Shoppers Stop Limited : Q4:2018-19

Rs in Crs.	Q4-2018-19	Q4-2017-18
Retail Sales	1,044	997
Margin on Sales	350	326
Margin on Sales %	33.5%	32.7%
Other Retail Operating Income	16	14
Operating expenses	301	287
Operating expenses %	28.9%	28.8%
Operating Profit (EBIDTA)	64	53
Operating Profit (EBIDTA) %	6.1%	5.3%
Finance Charges (Net)	2	3
Depreciation	46	27
PBT (Before Exceptional Item)	16	23
PBT%	1.6%	2.3%
Exceptional Items /OCI	24	(14)
PBT (After Exceptional Item /OCI)	(8)	37
PBT (After Exceptional Item) /OCI %	-0.7%	3.7%
Tax	5	3
PAT / Total Comprehensive Income	(12)	34
PAT / Total Comprehensive Income%	-1.2%	3.4%

4.7%

21.8%

Exceptional Item includes  
Mark to Market impact on Future  
Retail Investments : (Rs 23.9 Crs) ;  
(LY : + Rs 13.1 Crs )

Note : Figures have been regrouped for Presentation purpose.

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

Rs in Crs.	2018-19	2017-18	
Retail Sales	4428	4179	6.0%
Margin on Sales	1470	1361	
Margin on Sales %	33.2%	32.6%	
Other Retail Operating Income	62	53	
Operating expenses	1267	1194	
Operating expenses %	28.6%	28.6%	
Operating Profit (EBIDTA)	264	220	20.1%
Operating Profit (EBIDTA) %	6.0%	5.3%	
Finance Charges (Net)	6	29	
Depreciation	135	112	
PBT (Before Exceptional Item)	124	80	55.4%
PBT%	2.8%	1.9%	
Exceptional Items /OCI	48	42	
PBT (After Exceptional Item /OCI )	75	37	
PBT (After Exceptional Item) /OCI %	1.7%	0.9%	
Tax	44	19	
PAT / Total Comprehensive Income	31	19	
PAT / Total Comprehensive Income%	0.7%	0.4%	

Exceptional Item includes  
Mark to Market impact on Future Retail  
Investments : (Rs 46.5 Crs )  
(LY : + Rs 6.9 Crs)

Note : Figures have been regrouped for Presentation purpose.

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## Balance Sheet : Shoppers Stop Limited : Standalone

Particular	Mar-19	Mar-18
Networth	977.6	953.4
Loan Fund	40.0	87.4
<b>Total Liabilities</b>	<b>1,017.6</b>	<b>1,040.7</b>
Fixed Assets & Lease Deposit	808.3	832.4
Investment	266.7	325.3
Investment in Mutual Fund	42.5	20.0
Inventory	1,053.5	328.4
Debtors , loans and Advances	304.3	276.4
<b>Total Current Assets</b>	<b>1,357.9</b>	<b>604.8</b>
Trade Creditors	1,254.2	488.6
Other liabilities and provisions	203.5	233.2
<b>Total Current Liability</b>	<b>1,457.7</b>	<b>721.8</b>
Net Current Assets	(99.8)	(116.9)
<b>Total Assets</b>	<b>1,017.6</b>	<b>1,060.7</b>

Investment Includes :  
 Rs 50.72 Crs. : Crossword Book Store Limited  
 Rs 255.44 Crs. : Future Retail Limited ( MTM  
 provn Rs.39.5 Crs.)



## Cashflow: Shoppers Stop Limited : Standalone

Particulars	Cash Flow
Cash Profit from Operations (after tax)	221.1
Increase in Creditors for Goods	39.7
Increase in Other Creditors and Liabilities	49.1
Increase in Inventories	(65.1)
Increase in Loans & Advances & Sundry Debtors	(14.9)
<b>Cash generated from Operations</b>	<b>229.8</b>
Fixed Assets(including CWIP) & Deposit.	(113.6)
Reduction in Creditors for Capex	(13.5)
<b>Cash generated from Operations</b>	<b>102.7</b>
Investment in Mutual Funds	(22.4)
Crossword Book Store Limited - ICD's	(8.0)
<b>Cash generated post Investing Activities</b>	<b>72.3</b>
Cash generated from Financing Activities ( Dividend ,and loan repayment)	(61.9)
<b>Net Increase/(decrease) in Bank Balance</b>	<b>10.4</b>

Note : Figures have been regrouped for Presentation purpose.

## Key Financial Ratio

Profitability and Efficiency Ratios				
Year To March	FY19	FY18	FY17	FY16
ROAE(%)	12.6%	9.1%	6.4%	8.9%
ROACE(%)	12.8%	9.4%	6.3%	10.3%
Inventory Days	142	120	116	138
Debtors Days	4	4	3	2
Payable Days	44	50	45	51
Cash Conversion Ratio	98	70	71	87
Current Ratio	0.9	1	1	1
Gross Debt/EBIDTA	0.2	1.5	2.9	2.7
Gross Debt/Equity	0.0	0.1	0.8	0.8
Adjusted Debt/Equity	0.0	0.1	0.8	0.8
Interest Coverage Ratio	22.6	3.9	2.3	3.1

Operating Ratios				
Year To March	FY19	FY18	FY17	FY16
Total Asset Turnover Ratio	4.3	3.5	3.0	2.8
Fixed Asset Turnover Ratio	6.8	6.3	6.2	5.9
Equity Turnover Ratio	4.6	4.9	5.3	4.9

Valuation Parameters				
Year To March	FY19	FY18	FY17	FY16
Adj. Diluted EPS	8.95	1.35	-2.39	3.02
Y-o-Y Growth (%)	563.0%	156.5%	-179.1%	-38.2%
Adjusted Cash EPS	24.3	15.5	11.5	14.6
Diluted P / E (x)	52.7	390.1	365.0	120.3
P / B (x)	4.2	4.7	4.0	3.9
EV / Sales (x)	0.9	1.1	0.8	0.8
EV / EBIDTA (x)	16	20	15	14
Dividend Yield (%)	0.16	0.14	0.21	0.21

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 Department Store Awards - Retail Leadership Summit 2019
- ❖ 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



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In case of any clarifications please contact on  
[investor@shoppersstop.com](mailto:investor@shoppersstop.com)