

SHOPPERS STOP

SEC/71/2022-23

October 19, 2022

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 Release and Investor Presentation for the quarter and half year ended September 30, 2022

Please find enclosed Press Release and Investor Presentation dated October 19, 2022 for the quarter and half year ended September 30, 2022.

This information is also being made available on the corporate website of the Company i.e. <https://corporate.shoppersstop.com/investors/>.

Kindly take the above on record.

Thank you.

Yours truly,
For **Shoppers Stop Limited**

Vijay Kumar Gupta
Vice President- Legal, Company Secretary & Compliance Officer
ACS No: 14545
Encl: A/a

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 for immediate distribution

SHOPPERS STOP

Shoppers Stop declares highest ever Q2 Sales and EBITDA Sales up by 62% @ Rs 1270 Cr and EBITDA up by 6762% @Rs 75 Crs

- PBT Rs.32 Cr against a loss of Rs.44 Crs
- PAT of Rs 25 Crs against the loss of Rs. 43 Crs
- Debt Free with surplus cash of Rs 13 Cr
- Bollywood actor Sanya Malhotra endorsed Private Brand “Kashish”

Mumbai, October 19, 2022: Shoppers Stop Ltd. one of India’s leading premier retailers of fashion and beauty brands, today have declared their second quarter results for the quarter ended September 30, 2022, for the fiscal year 2022-23.

Financial Performance:

Rs in Cr.	Non GAAP			GAAP		
	Q2FY23	Q2FY22	Growth%	Q2FY23	Q2FY22	Growth%
Sales	1270	785	62%	1008	632	60%
Gross Margin	416	243	71%	415	241	72%
EBITDA	75	1	6762%	176	138	27%
PBT	34	-44		31	-4	
ESOP				4		
Crossword/One off	2			3		
PBT(adj.)	32	-44		24	-4	
PAT	25	-43		18	-3	

Management Comments:

Mr. Venu Nair, MD & CEO at Shoppers Stop, commented on the Q2 FY23 results, "The momentum from last year and first quarter of this year continued. Our strong second quarterly numbers reflect the adopted strategy delivering our results. Customer sentiments remain upbeat, which is reflecting in Footfalls, Average Selling Price, Average Transaction Value and other KPI's. Our continued improvement in Customer Experience, engagement and improved data analytic capabilities are providing us the competitive edge to remain ahead of the curve.

Our Store expansion plan is on track and we should open 12-15 stores during the year, with 6 stores to be opened in October and November.

We are extremely happy to inform you that we have forayed distributing International Beauty Brands with exclusive rights in India. This will enable us to bring newer brands in the Country, further enhancing our strong presence in Beauty.

Continued robust performance from strategic pillars:

- **First Citizen Loyalty Customers** – Continued to demonstrate as a preferred brand of choice for their fashion and beauty needs. Our First Citizen Members contributed 77% of our offline sales with staggering 65% repeat sales
- **Private Labels** – Private Labels continues to grow phenomenally by 76%. The Private Label contributed 21% of our Apparel Sales and 15%, to the overall company sales.
- **Beauty** – Beauty category contributed 15% to the overall sales (up by 45% YoY). Twenty-four new brands have been launched in Q2FY23.
- **Omni Channel** – The e-commerce platform contributed Rs 64 Cr revenue, (up by 8% YoY). Over 25% of online sales was from customer buying from cities which does not have Shoppers Stop stores. This clearly demonstrates the company's brand recall and dominance.

Note:

We have published a detailed Non-GAAP and GAAP Income Statement. Our non-GAAP measures are not meant to be considered in isolation or as a substitute for comparable GAAP measures and should be read only in conjunction with our consolidated financial statements prepared in accordance with GAAP.

About Shoppers Stop Limited: Shoppers Stop Ltd. is the nation's leading premier retailer of fashion and beauty brands established in 1991. Spread across 91 department stores, the Company also operates 11 premium home concept stores, 139 Specialty Beauty stores of M.A.C, Estée Lauder, Bobbi Brown, Clinique, Jo Malone, Too Faced, SS Beauty and 25 Airport doors, occupying area of 3.8 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.

For more information, contact:

Shoppers Stop Ltd

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(E) rohit.trivedi@shoppersstop.com

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SHOPPERS STOP
PERFORMANCE HIGHLIGHTS
Q2 FY23



1

KEY HIGHLIGHTS

2

EXPANSION

3

STRATEGIC PILLARS

4

COMPANY FINANCIALS

MARKET OUTLOOK



Customer

- Customer confidence at its peak with increased spending and enthusiasm
- **78% of customers** engage with offers, if personalized to their previous engagements with the brand*

Channel

- Offline Retail at its historic peak sales
- E-Commerce continues to grow, albeit at a lower pace
- Collaborations between e-commerce and traditional Retail Brands continuing

Industry

- Innovate, Differentiate and Accelerate
- Redefining customer experience through technology upgradation and innovation
- Premium and Lifestyle segment performing well

Expansion

- Increasing Stock of Grade A Malls in Top 7 cities
- Innovative deal structuring from Landlords
- Investment in stores renovation by retailers

*Moengage.com blog dt Oct 10'22

Q2 HIGHLIGHTS

(Non GAAP)

BEST EVER Q2 PERFORMANCE

- Revenue grew by +62% vs LY and +19% vs pre-covid to reach Rs.1270 Crs
- Private brand recorded highest quarterly sales @ Rs. 192 Crs (+76%)
- EBITDA @ Rs.75 Crs vs Rs.1 Crs in FY22 and Pre-Covid Rs.48 Crs
- PBT @ Rs.32 Crs vs Loss of Rs 44 Crs in FY22 and nearly two times of Pre-Covid
- Continues to be debt free – Net Surplus of Rs. 13 Crs
- Opened 1 Department and 2 SS Beauty Stores; 6 Department stores under fit-out
- Renovated 2 Department stores and 2 in process



Q2 in Numbers

(Vs FY22)

Revenue (Non GAAP)

Sales	Rs 1270 Crs	+62%
Private Brand	Rs 192 Crs	+76%
Beauty	Rs. 185 Crs	+45%

Profitability (Non GAAP)

Gross Margin	Rs 416 Crs	+71% (+180Bps)
EBITDA	Rs 75 Crs	(FY22 + Rs.1 Crs)
PBT	Rs 32 Crs	(FY22 loss of Rs 44 Crs)

Balance Sheet

Net Surplus	Rs.13 Crs
Capex	Rs 56 Crs

Store Expansion and Renovation

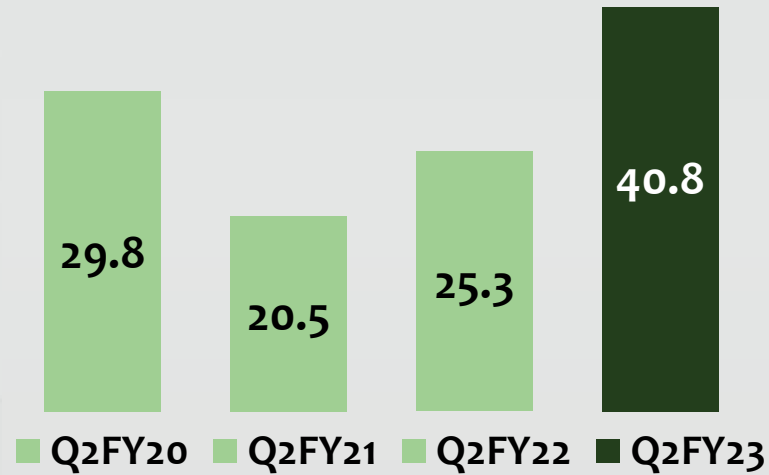
New Store	1 Dept Store (6 under Fit-out) 2 SS Beauty
Renovation	2 Dept Stores



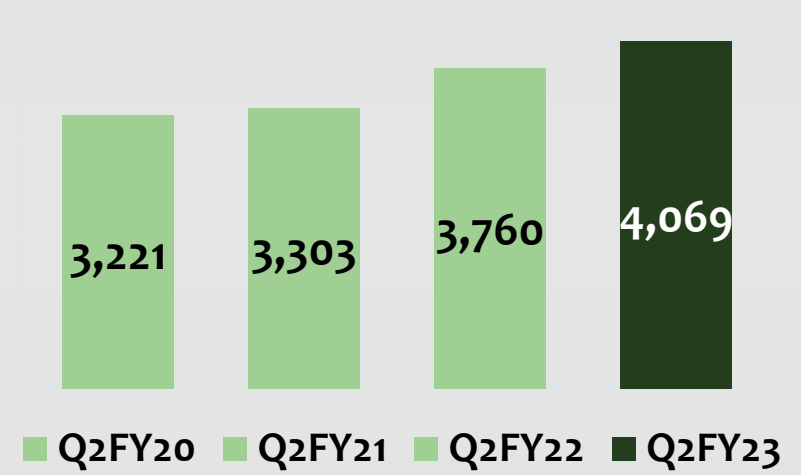
OPERATIONAL KPIs



Customer Visits (Mn)



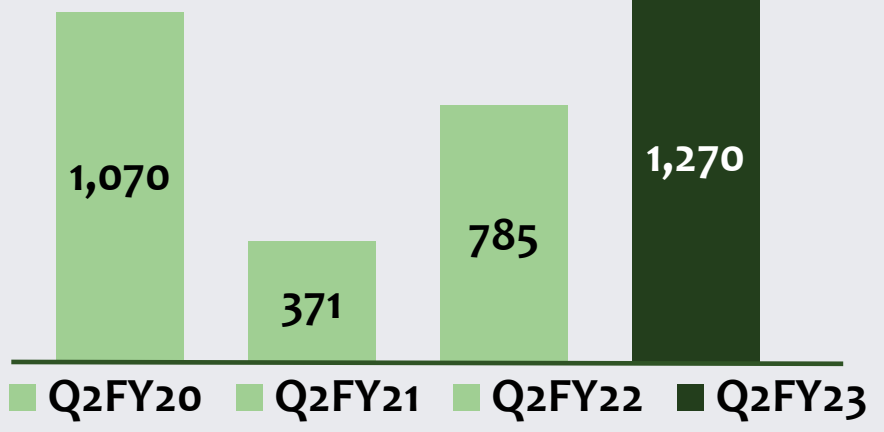
ATV (Rs/-)



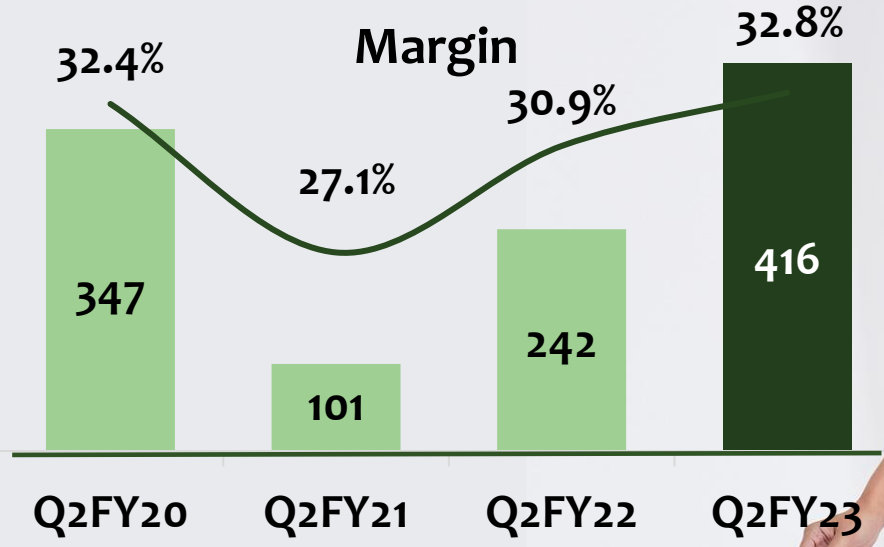
YEARLY TREND (NON GAAP)

(Rs in Crs)

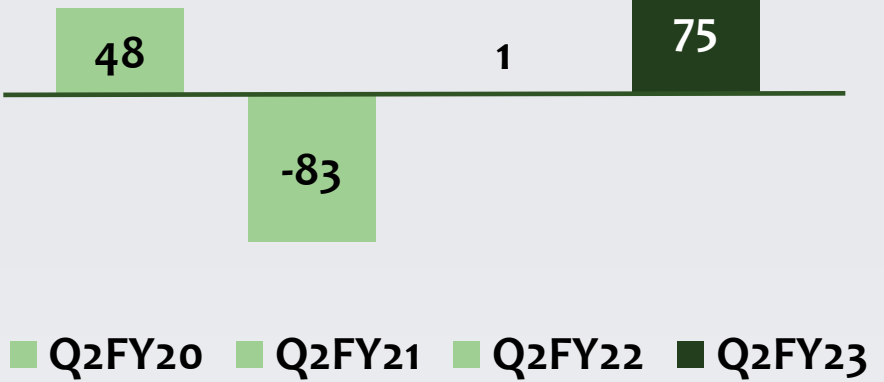
Sales



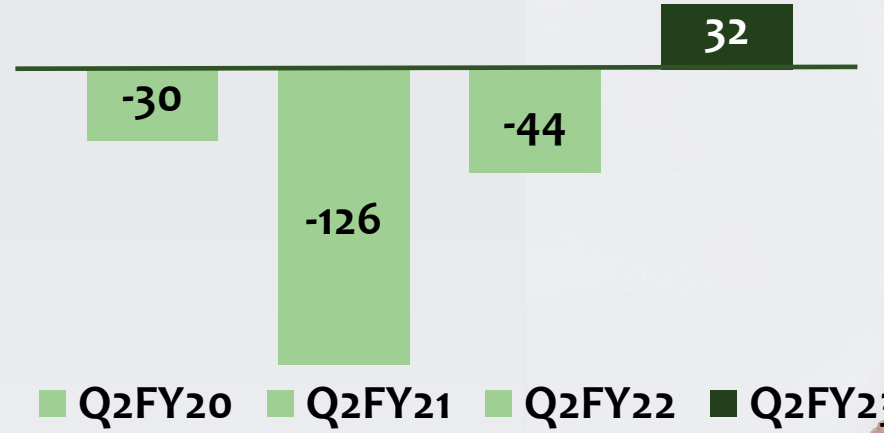
Margin



EBITDA



PBT

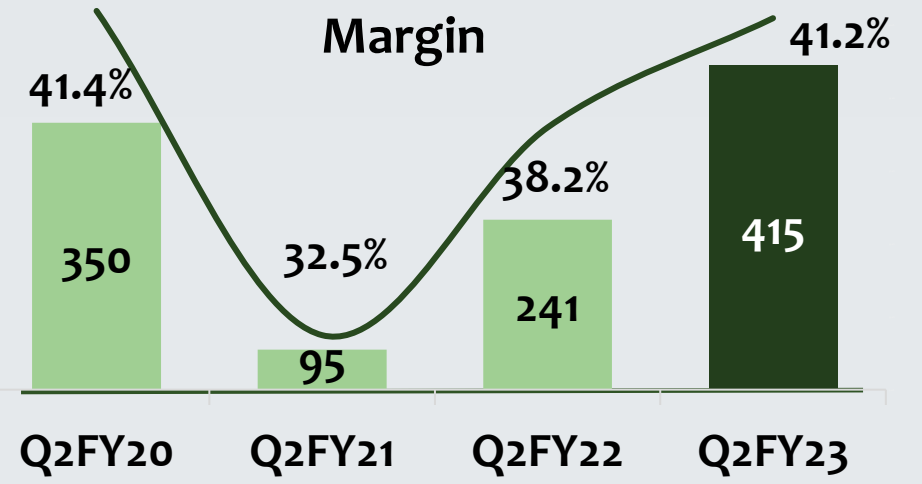
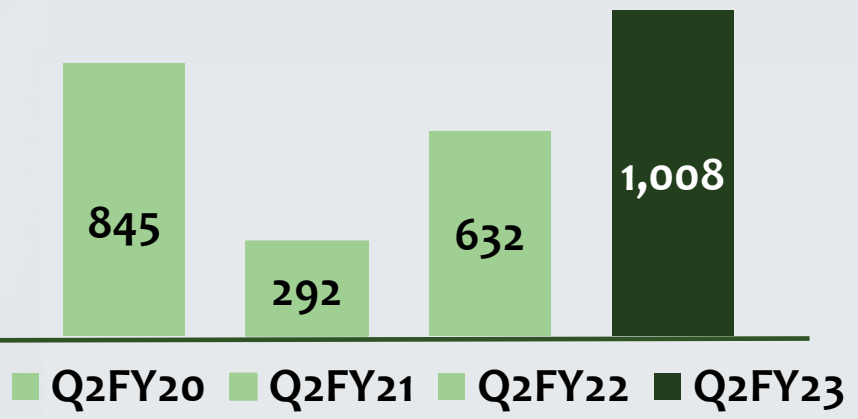




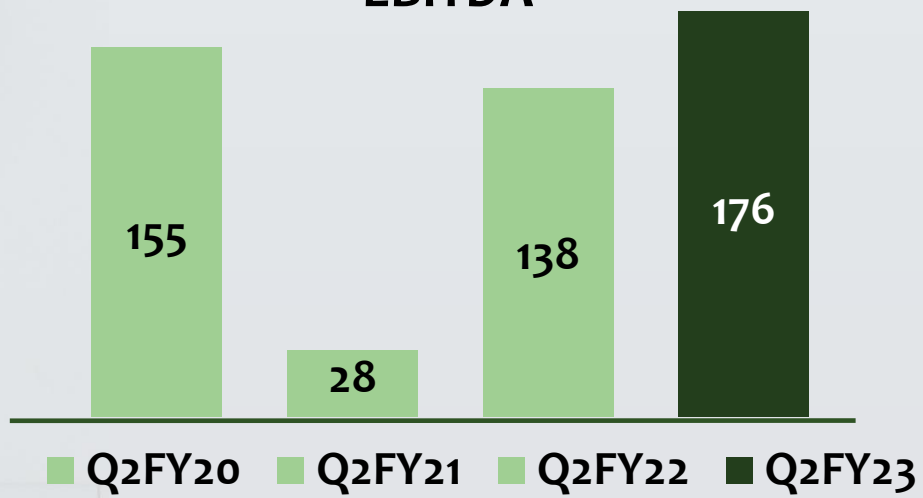
YEARLY TREND (GAAP)

(Rs in Crs)

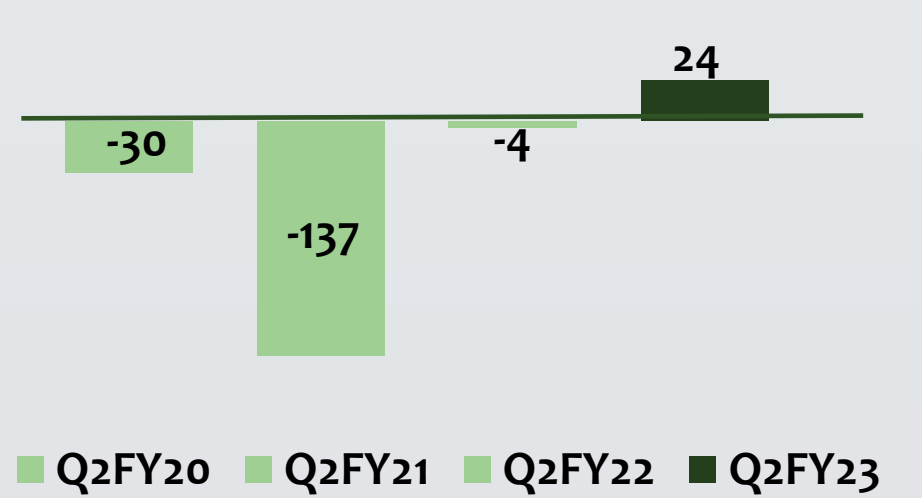
Sales (Net of GST)



EBITDA



PBT



EBITDA Q2FY20 includes One off gain of Rs 13 Crs on account of revision of Lease life due to closed stores. Without this EBITDA grew by 23%

STOP

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KEY HIGHLIGHTS

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EXPANSION

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STRATEGIC PILLARS

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COMPANY FINANCIALS



STORE FOOTPRINT



266 Stores
3.8M sq.ft.#

Stores Footprint as on 30th Sept22

Format	Store count
Department store	91
Home Stop	11
Beauty Stores	139*
Airport Doors	25

**Includes 54 Shop in Shop*

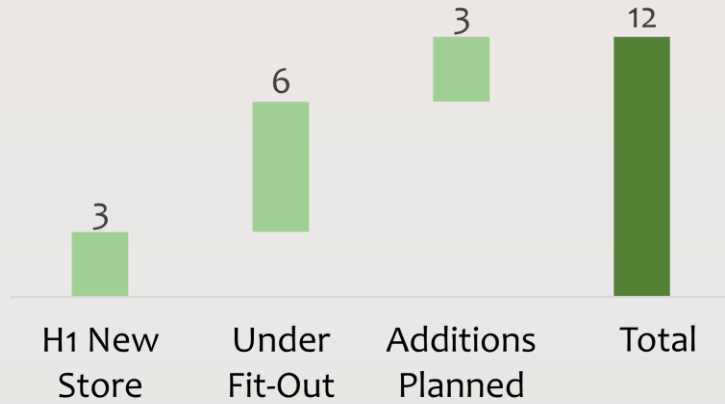
Carpet area

INVESTING FOR GROWTH

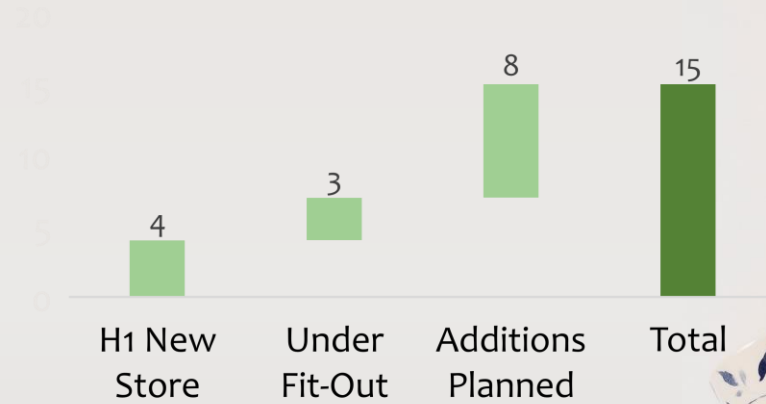
On track to add 12 Department stores and 15 Beauty stores during FY23

Store count

Department Store



Beauty Stores

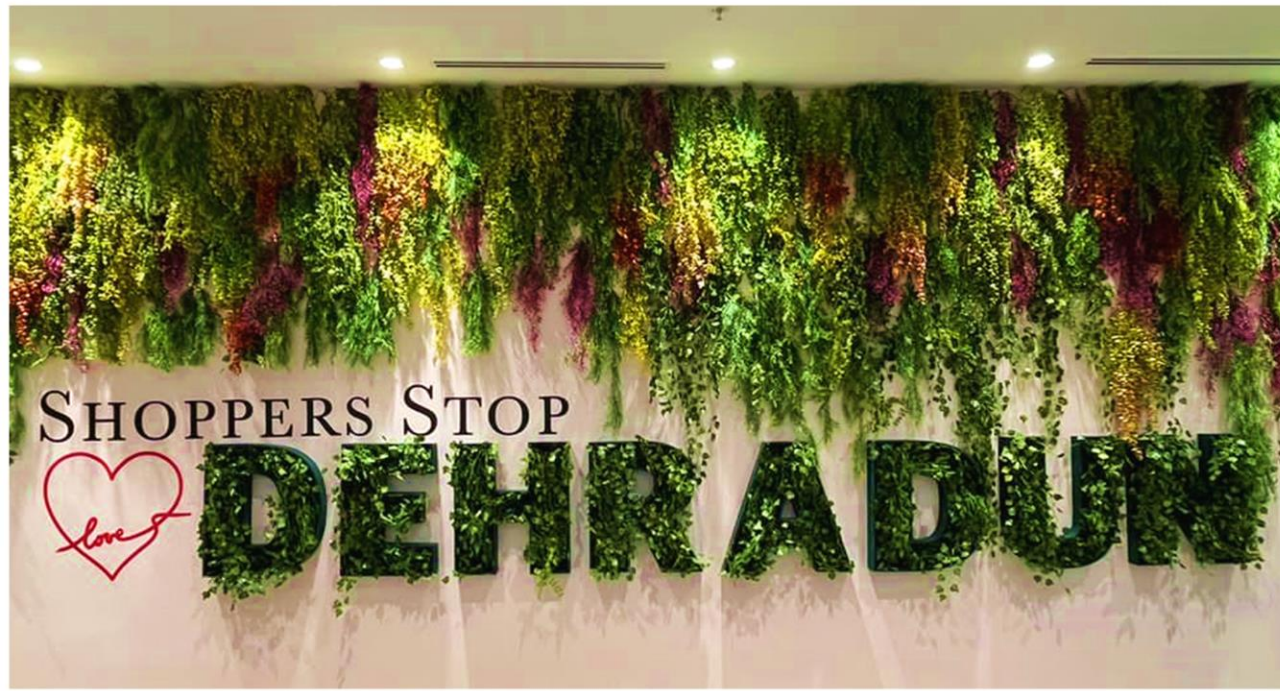


Metro	Tier II	Tier III	Total
3	7	2	12

Investments (Rs In Crs)	Q2FY23
New Stores and Renovation	47
Technology/Others	9
Omni (Opex)	12
Total	68



NEW - DEHRADUN STORE



NEW - SSBEAUTY STORE - GREEN PARK, NEW DELHI



NEW - SSBEAUTY STORE, KOLKATA CITY CENTRE



RENOVATED - AHMEDABAD, ALPHA-ONE



RENOVATED - VIZAG SHOPPERS STOP



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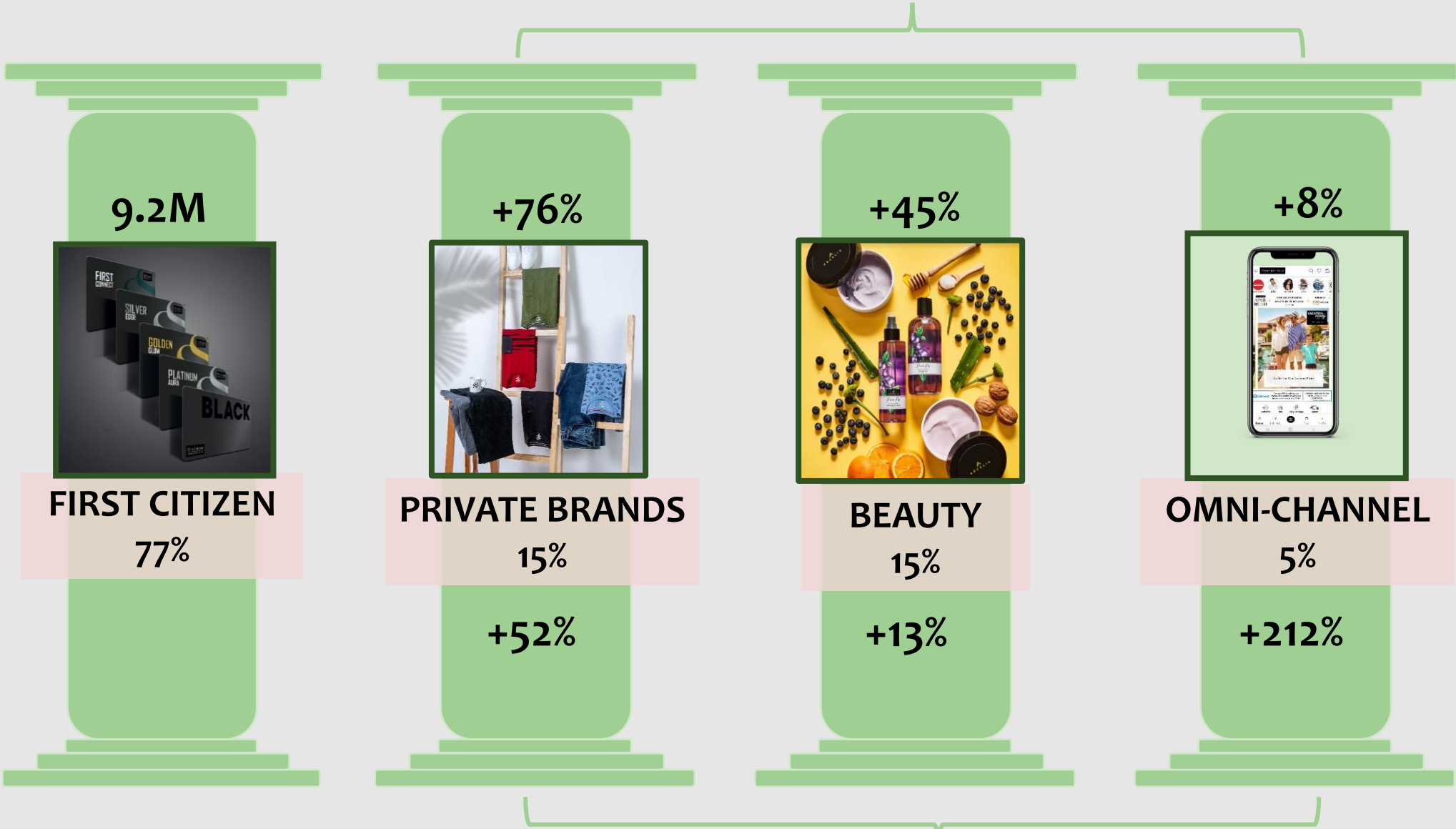
STRATEGIC PILLARS

4

COMPANY FINANCIALS

STRATEGIC PILLARS

Growth Vs FY22



SALES CONTRIBUTION

FIRST CITIZEN
77%

PRIVATE BRANDS
15%

BEAUTY
15%

OMNI-CHANNEL
5%

Growth Vs FY20

FIRST CITIZEN

1. Sales contribution:

- Offline 77% (New Member 16%)
- Online 37%
- Pujo campaign leading to 29% higher Customer Entry in east
- Private Brands: Member penetration @ 49% up by 736 bps
- Active base increased by 500 bps and overall growth of 29% by activating lapsed and arresting dropouts



FIRST CITIZEN

First Citizen Black Customers

- Enrolment 15.5K new customers **All Time High**
- ATV 2X of First Citizens
- Members Spend 4x of First Citizens
- Engagement and experiences created for Black card customer has got an overwhelming response
 - Adventurous Mahindra Jeep ride
 - Entertainment Pujo celebration at Westin Kolkata
 - Master Class Celebrity make up artist Ojas Rajani



Sanya x Kashish Festive Campaign



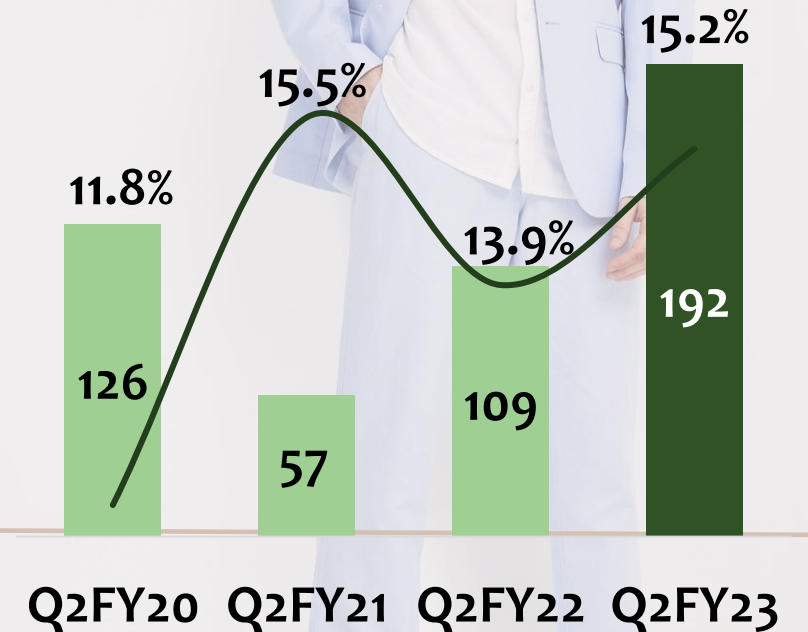
PRIVATE BRANDS

Sales

Rs.192 Crs +76%

- PB Contribution
 - Overall 15%
 - Apparels 21%
- Kids continue to outperform
 - Value +93%
 - Volume +47%
- Indian-wear and Women western wear brand “Fratini” grew by 2x and Men’s Indian wear brand “Bandeya” grew 3X
- Newly introduced New born apparels, gifts sets & utilities grew by 2x
- Exclusive range of character merchandise grew by 3x

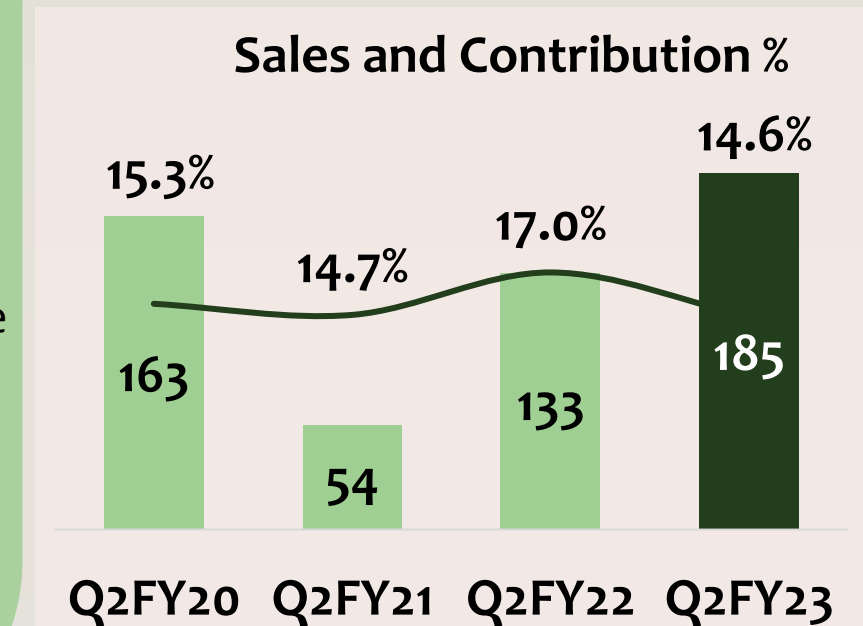
Sales and Contribution %



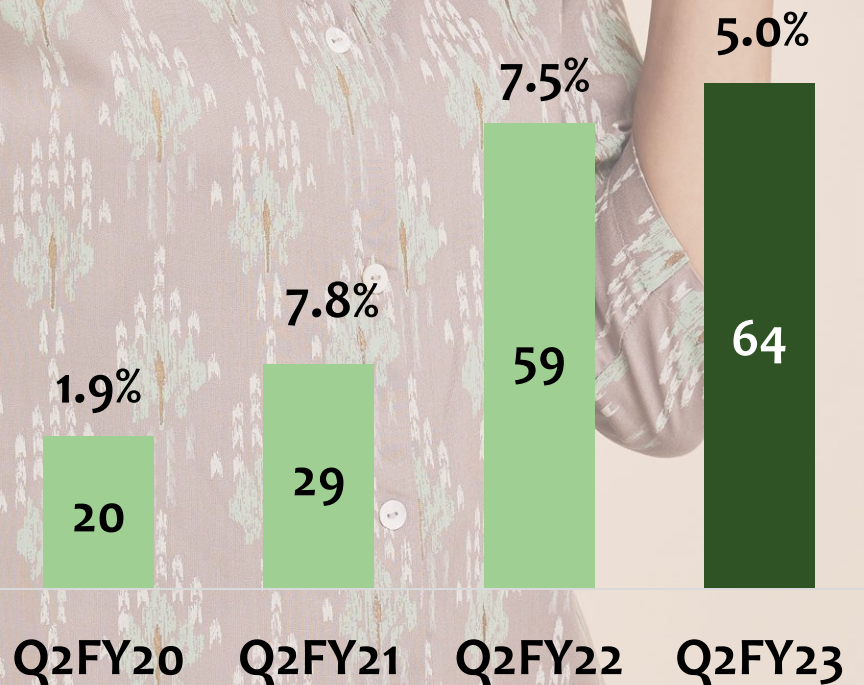
BEAUTY

Sales **Rs.185 Crs. +45%**

- As a part of strengthening our Beauty Business, we have obtained exclusive Rights for Retailing and Distribution of Leading International Beauty Brands for India from L'Oréal and Clarins. Expect to significantly add Luxury portfolio besides enriching the Customer experience at par with Global Standards
- Active engagement with Fast growing New-Age India brands across Online and Offline
- Showstopper campaign and 30 Makeup Masterclasses to drive engagement
- Launched 2 New SS Beauty Stores – Green Park Delhi and City Centre Kolkata
- Arcelia (Private Brand)
 - Launched 35 SKUs of Bath & Body; contributing 20% to total category
 - Going to Launch 90 SKUs of Makeup and 3 SKUs in Bath and Body
- Supply Chain disruptions continues for International brands, likely to normalize by Q4



Sales and Contribution %



Sales Rs.64 Crs +8%

App Downloads 900K in Q2

15.5M Cumulative

- Exclusive Collaboration with “**GOAT Brand Labs**” to sell D2C Brands to appeal Young audience
- 20 Online Exclusive brands launched
- 25% of Online sales are from cities wherein Shoppers not present

Omni Customers Shop both offline /online

- Annual spend Omni Customer 2X of Stores
- Frequency 5 times



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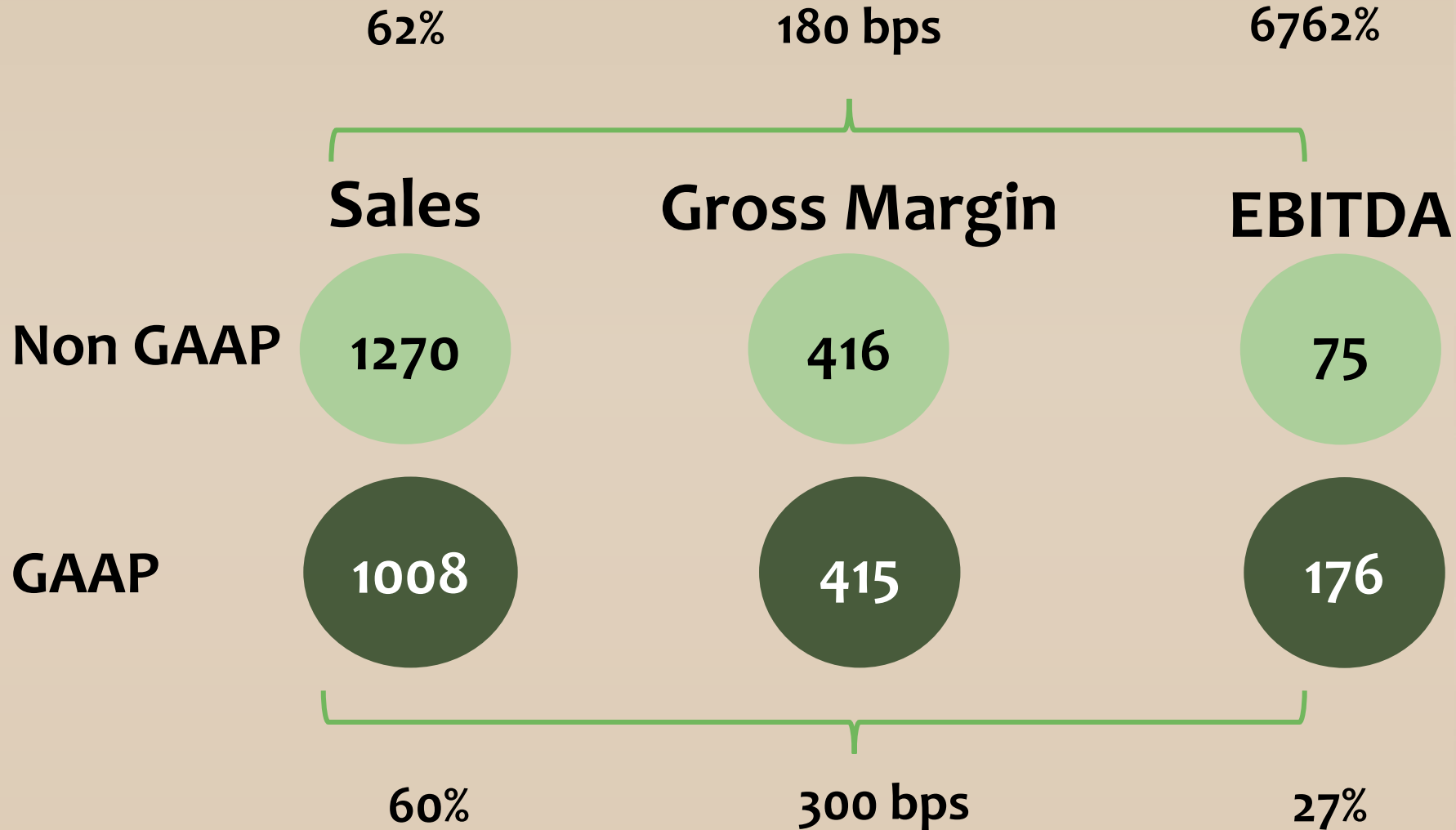
STRATEGIC PILLARS

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COMPANY FINANCIALS

KPI PERFORMANCE - Q2

Vs FY22

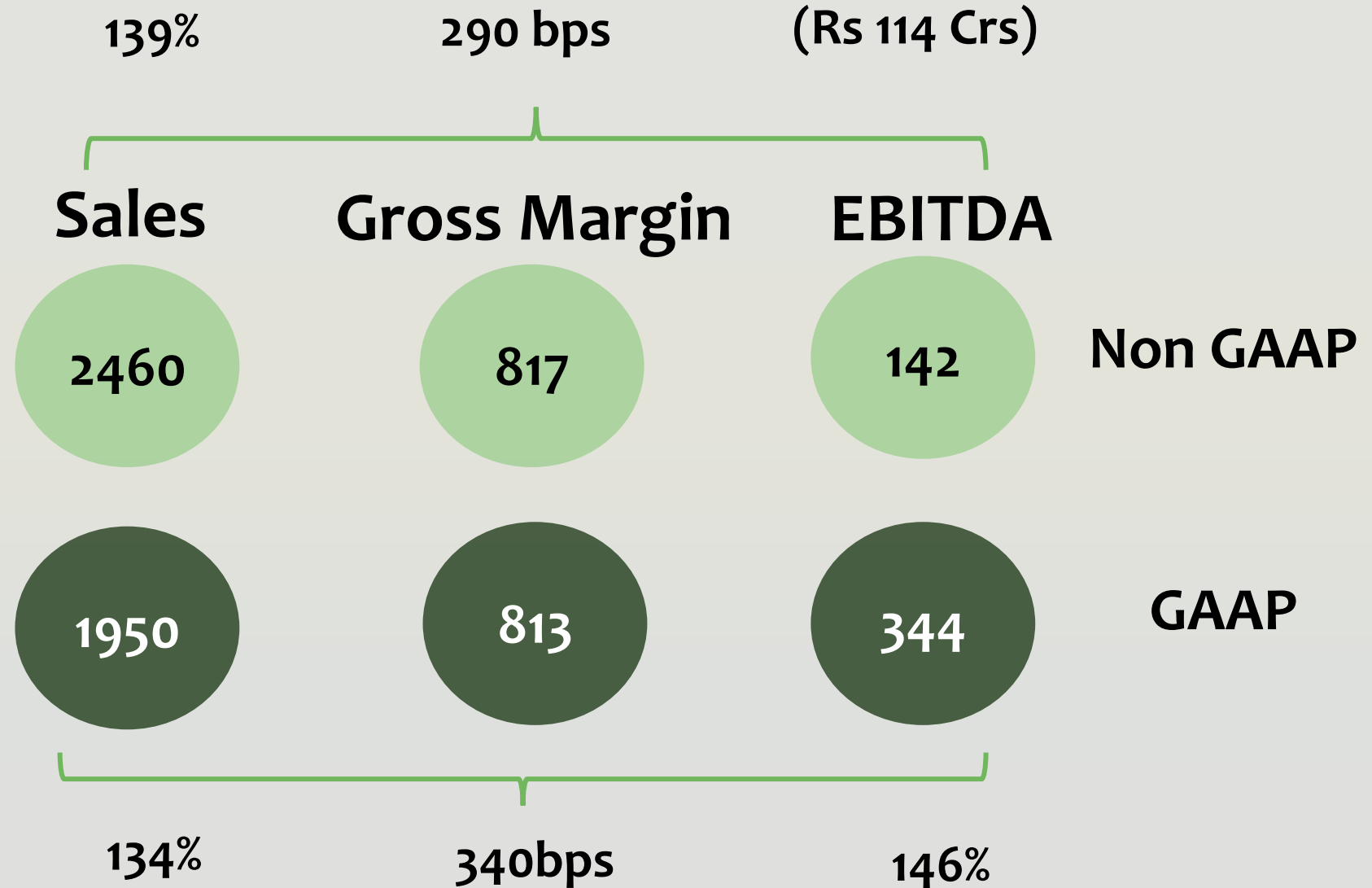


(Rs Crs)



KPI PERFORMANCE - YTD

Vs FY22



FINANCIALS Q2 FY23

Particulars	Non GAAP			GAAP		
	FY23	FY22	Gr%	FY23	FY22	Gr%
Rs. in Crs.						
Revenue	1270	785	62%	1008	632	60%
Other Income	20	8	159%	4	68	-94%
Total Revenue	1290	792	63%	1012	699	45%
Margin	416	243	71%	415	241	72%
Margin%	32.8%	30.9%	180 Bps	41.2%	38.2%	300 Bps
Operating Exp. ⁽¹⁾	361	249	45%	244	170	43%
EBITDA	75	1	6762%	176	138	27%
Depreciation ⁽²⁾	36	37	-5%	93	90	3%
Finance Cost	5	8	-35%	51	52	-1%
PBT*	34	-44		31	-4	

Previous years numbers are regrouped/rearranged wherever necessary

GAAP Revenue is Net of GST

*FY23 GAAP PBT is before ESOP and Crossword w/off of Rs 6 Crs

Adjustment in Net Profit	GAAP Adj
PBT (as per Non GAAP)	34
Lease Rent (Non-GAAP)	-101
Finance costs	46
Depreciation on ROU Assets	57
Remeasurement of leases life	0
Others	1
PBT (as per GAAP)	31

1. Operating expenses include receivables write off (onetime) Rs.5 Crs
2. Depreciation includes accelerated depreciation of IT application for E.Com – Rs.3 Crs

FINANCIALS YTD FY23

Particulars	Non GAAP			GAAP		
	FY23	FY22	Gr%	FY23	FY22	Gr%
Rs. in Crs.						
Revenue	2460	1031	139%	1950	833	134%
Other Income	36	11	228%	9	132	-93%
Total Revenue	2496	1042	140%	1960	964	103%
Margin	817	312	162%	813	319	155%
Margin%	33.2%	30.3%	290 Bps	41.7%	38.3%	340 Bps
Operating Exp.	711 ⁽¹⁾	438	62%	479	311	54%
EBITDA	142	-114		344	140	146%
Depreciation	65 ⁽²⁾	73	-11%	177	178	0%
Finance Cost	11	13	-18%	103	103	0%
PBT*	66	-201		64	-141	

Previous years numbers are regrouped/rearranged wherever necessary

GAAP Revenue is Net of GST

*FY23 GAAP PBT is before ESOP and Crossword w/off of Rs 6 Crs

Adjustment in Net Profit	GAAP Adj
PBT (as per Non GAAP)	66
Lease Rent (Non-GAAP)	-197
Finance costs	92
Depreciation on ROU Assets	110
Remeasurement of leases life	-1
Others	1
PBT (as per GAAP)	64

1. Operating expenses include receivables write off (onetime) Rs.5 Crs
2. Depreciation includes accelerated depreciation of IT application for E.Com – Rs.3 Crs

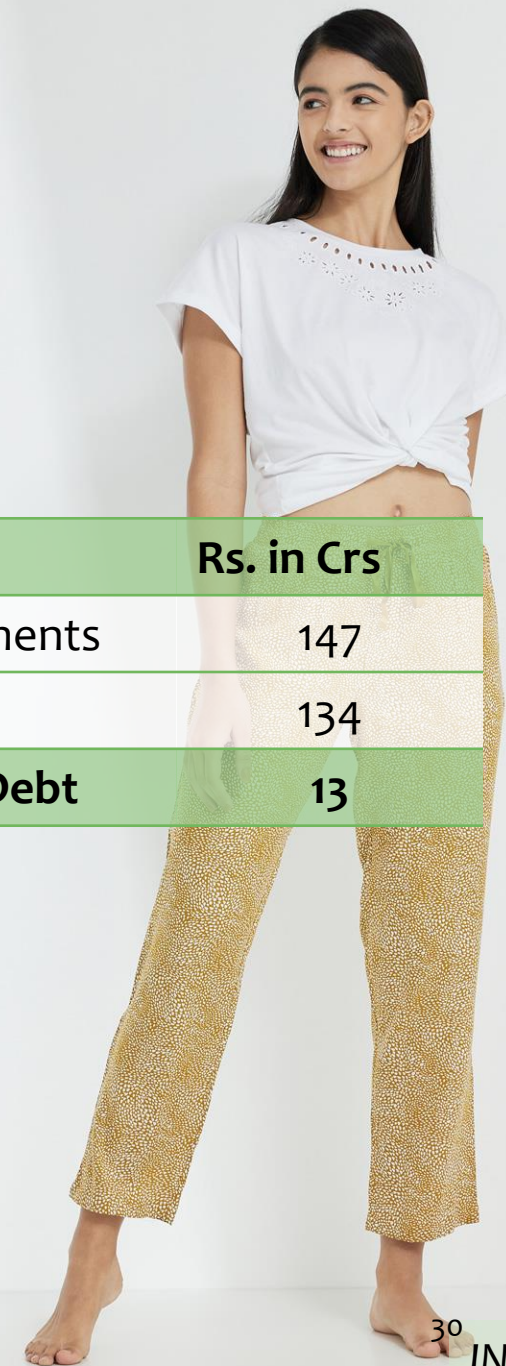
BALANCE SHEET

Particulars	Sep'22	Sep'21	Mar'22
Net worth	675	590	625
Loan Fund	134	213	194
Total Liabilities	809	802	819
Fixed Assets + Lease Deposit	766	708	732
Investments	125	137	163
Inventory	1379*	884	1009
Other Assets	529	543	495
Total Current Assets	1756	1254	1336
Creditors	1514*	985	1152
Other Liabilities	475	484	429
Total Current Liability	1989	1469	1581
Net Current Assets	-233	-215	-245
Total Assets	809	802	819

Previous years numbers are regrouped/rearranged wherever necessary

***Includes ROR Inventory and Creditors of Rs. 923 Cr**

Net Cash	Rs. in Crs
Cash & Investments	147
Loan	134
Net Negative Debt	13



CASH FLOW

Particulars	Sep'22	Sep'21	Mar'22
Cash Profit from Operations (before tax)	143	-112	-17
Changes in Working Capital	-39	79	124
Cash generated from Operations	104	-33	106
Fixed Assets /Reduction in Capex Creditors	-72	-32	-120
Cash generated from Operations	32	-65	-13
Redemption of Investments (Net)	37	5	-24
Cash post Investing Activities	69	-60	-37
ESOP	2	2	2
Interest & Finance Cost	-10	-13	-19
Loan (net of repayment)	-60	63	44
Net Increase/(decrease) in Bank Balance	0	-9	-9



ANNEXURES

FINANCIALS Q2 FY23

Particulars	Non GAAP			GAAP		
	FY23	FY22	Gr%	FY23	FY22	Gr%
Rs. in Crs.						
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EBITDA	75	1	6762%	176	138	27%
Depreciation	36	37	-5%	93	90	3%
Finance Cost	5	8	-35%	51	52	-1%
PBT	34	-44		31	-4	
ESOP's + Crossword	2	0		7	0	
PBT(Adj)	32	-44		24	-4	
Tax	7	-1		7	-1	
PAT	25	-43		18	-3	

Previous years numbers are regrouped/rearranged wherever necessary

GAAP Revenue is Net of GST



FINANCIALS YTD FY23

Particulars	Non GAAP			GAAP		
	FY23	FY22	Gr%	FY23	FY22	Gr%
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Revenue	2460	1031	139%	1950	833	134%
Other Income	36	11	228%	9	132	-93%
Total Revenue	2496	1042	140%	1960	964	103%
Margin	817	312	162%	813	319	155%
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Operating Exp.	711	438	62%	479	311	54%
EBITDA	142	-114		344	140	146%
Depreciation	65	73	-11%	177	178	0%
Finance Cost	11	13	-18%	103	103	0%
PBT	66	-201		64	-141	
ESOP's + Crossword	2	15	-87%	7	15	-51%
PBT(Adj)	64	-216		56	-156	
Tax	16	-36		16	-36	
PAT	48	-180		40	-121	

Previous years numbers are regrouped/rearranged wherever necessary

GAAP Revenue is Net of GST





BANDEYA

266⁽¹⁾

Stores

9.2M

FIRST CITIZENS

800+

BRANDS

15% Mix

PRIVATE BRANDS

5% Mix

ECOM

3.8 M

SQUARE FEET
AREA

48

CITIES

41 Mn

WALK-INS in Q2

16.6K⁽²⁾

TALENT POOL

FACTS

as at 30th Sept'22

1. Includes 54 Shop in Shops
2. Including Brand staff

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 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 attract and retain highly skilled professionals, political instability, legal 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.

In case of any clarifications please contact on investor@shoppersstop.com