

SHOPPERS STOP

SEC/95/2023-24

December 04, 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
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Sub: Press / Media Release by Apparel Group India Private Limited partnered with Shoppers Stop, to expand the presence of one of America's #1 fragrance brands - Bath & Body Works into the Indian market. This strategic collaboration marks a pivotal milestone in Bath & Body Works' entry into the shop-within-a-shop retail concept ("Bath & Body Works") – "Bath & Body works to augment its shop-in-shop footprint with 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, please find attached the Press / Media Release "Bath & Body works to augment its shop-in-shop footprint with Shoppers Stop Limited", being issued by Apparel Group India Private Limited, announcing that it is partnering with Shoppers Stop, to expand the presence of one of America's #1 fragrance brands - Bath & Body Works into the Indian market. Shoppers Stop, will be home to the Bath & Body Works first shop-in-shop at the popular City Centre Mall in Salt Lake, Kolkata.

Please find enclosed Press / Media Release dated December 04, 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

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Toll Free No.:1800-419-6648 (9 am to 9 pm).

Apparel Group brand Bath & Body Works partners with Shoppers Stop to expand its presence in India.

Bath & Body Works will augment its shop-in-shop footprint with Shoppers Stop across the country.

4, December 2023, National: Apparel Group, a global fashion and lifestyle conglomerate, has exclusively partnered with Shoppers Stop, to expand the presence of one of America's #1 fragrance brands - Bath & Body Works into the Indian market. This strategic collaboration marks a pivotal milestone in Bath & Body Works' entry into the shop-within-a-shop retail concept.

Shoppers Stop, India's leading omnichannel destination for beauty and fashion will be home to the Bath & Body Works first shop-in-shop at the popular City Centre Mall in Salt Lake, Kolkata. The immersive retail experience offers a wide range of Bath & Body Works' signature products, including body mists, shower gels, candles, and more. This strategic move aligns seamlessly with Apparel Group's vision for Bath & Body Works' growth in India, through the shop-in shop format , to introduce the brand to a new and vibrant market.

With a growing consciousness of beauty trends and the increasing accessibility of international beauty brands and online shopping, the Indian market is anticipated to experience sustained growth in the coming years. Through its network of nearly 40 stores nationwide and a dedicated Indian website, Bath & Body Works has carved a prominent niche in the beauty industry, cultivating a devoted customer base, and cementing its position as a leading player in the Indian beauty arena.

"We are excited about the prospect of this alliance, which will enable us to introduce our brand Bath & Body Works' products to a wider audience across India. We firmly believe that this collaboration will not only benefit both companies but also play a significant role in driving the growth of the Indian beauty market. As we embark on introducing more global brands into the market, we eagerly anticipate working closely with Shoppers Stop to foster mutual growth and success", stated **Mr. Abhishek Bajpai, CEO of Apparel Group India Pvt Ltd.**

This launch of Bath & Body Works solidifies Shoppers Stop's leadership in the Beauty and Personal Care category. Commenting on the same, **Biju Kassim, Customer Care Associate and CEO, Beauty at Shoppers Stop**, emphasizing the pivotal role of beauty as a strategic pillar for the company said, *"At Shoppers Stop, customer satisfaction is our guiding principle and meeting the diverse needs of our customers remains our top priority. With the introduction of Bath & Body Works in our stores exclusively, we are set to enhance our beauty offering significantly. This launch in the city of Kolkata, with its beauty conscious community and rich cultural heritage perfectly aligns with our mission of delivering premium products from a renowned brand like Bath & Body Works to the beauty enthusiasts in the region."*

Apparel Group is steadfast in its commitment to augmenting its brand portfolio in India, acknowledging the increasing demand for international beauty products among discerning Indian consumers. The strategic alliance between Apparel Group and Shoppers Stop marks a formidable union of strengths, propelling both retail companies to seize the growing demand for high-end beauty products in the Indian market.

For more information, please visit:

[Apparel Group India](#)

[LinkedIn](#)

About Apparel Group (India) Pvt. Ltd.:

Apparel Group is a global fashion and lifestyle retail conglomerate residing at the crossroads of the modern economy - Dubai, United Arab Emirates. Today, Apparel Group caters to thousands of eager shoppers through its 2025+ retail stores and 80+ brands on all platforms while employing over 20,000+ multicultural staff. Apparel Group has carved its strong presence in the GCC and expanded thriving gateways to market in India, South Africa, Singapore, Indonesia, Thailand, Malaysia, and Egypt. Additionally, clear strategies are in place to enter emerging markets such as Hungary and Philippines. Apparel Group has created an omni-channel experience, operating brands originating from the USA, Canada, Europe, Australia, and Asia. The brands include leading names in fashion, footwear, and lifestyle such as Victoria's Secret, Victoria's Secret PINK, Charles & Keith, Aldo, Aldo Accessories, Bath & Body Works, Tim Hortons, Inglot, Call It Spring, Anne Klein, Herschel Supply Co., R&B, Beverley Hills Polo Club, La Vie En Rose, and Daiso Japan. Apparel Group owes its amazing growth to the vision and guidance of its dynamic Founder and Chairwoman, Mrs. Sima Ganwani Ved, who has taken the company from strength to strength since its inception in the last two decades.

About Shoppers Stop Limited

Shoppers Stop Ltd. is the nation's leading premier retailer of fashion and beauty brands, established in 1991. Spread across 102 department stores in 52 cities, the Company also operates 7 premium home concept stores under the name Home Stop, 89 Specialty Beauty stores of M.A.C, Estée Lauder, Bobbi Brown, Clinique, Jo Malone, Too Faced, SSBeauty, and 22 Airport doors, 5 INTUNE Stores occupying an area of 3.9 M sq. ft.

Shoppers Stop is home to one of the country's longest-running and most coveted loyalty programs 'First Citizen'. The Company's one-of-a-kind shopping assistance service, 'Personal Shopper' is revolutionizing the way Indians shop, bringing more value, comfort, and convenience to customer experiences. The brand's diversified Omni channel offers over 800+ recognized and trusted brands across an incomparable range of products that together serve our overarching objective of delivering customer delight.