

SHOPPERS STOP

SEC/70/2024-25

August 07, 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: “Shoppers Stop partners with Single.id to make the Shoppers Stop First Citizen Club more rewarding.”

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, “Shoppers Stop partners with Single.id to make the Shoppers Stop First Citizen Club more rewarding”, announcing the collaboration by the Company with Single.id to launch the new Shoppers Stop First Citizen Club rewards app to elevate its reward experience for all Shoppers Stop First Citizen Club members across India.

The collaboration is entered into by the Company in the routine course of its business, for enhancing the experience of its loyalty program members.

Please find enclosed Press / Media Release dated August 07, 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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Toll Free No.:1800-419-6648 (9 am to 9 pm).

Shoppers Stop partners with Single.id to make the Shoppers Stop First Citizen Club more rewarding

Shoppers Stop collaborates with Single.id elevate the reward experience of all Shoppers Stop First Citizen Club members with Single.id technology across India

Mumbai: Aug 7, 2024–

Shoppers Stop, India's premium fashion, beauty and gifting omnichannel destination, always aims to bring a refreshed, enriching, and an unparalleled shopping experience to its customers. With 114 department stores across India, and a robust online presence, Shoppers Stop continues to redefine retail excellence by offering 500+ brands 120k+ styles, and plethora of services such as Personal Shopper, beauty makeovers and many more. Whether one is looking for the latest trends in fashion, accessories, beauty products, or home essentials, Shoppers Stop promises a curated trendy selection that caters to every style and occasion.

Single.id, the world's first cross-reward-programme-identifier, has further cemented its position as India's most critical rewards infrastructure provider by consolidating its relationship with Shoppers Stop. As part of this new collaboration, Shoppers Stop launches a brand-new app powered by Single.id, aimed at significantly enhancing the consumer reward experience for millions of its customers.

By integrating the Single.id technology on its new app, Shoppers Stop aims to bring unparalleled convenience and value to its 10 million+ First Citizen Club Members. Customers using the new **Shoppers Stop First Citizen Club rewards app** will seamlessly acquire vINR rewards at Shoppers Stop and an impressive network of partner brands such as McDonald's, Pizza Hut, Mad over donuts, Truefitt & Hill, Himalaya, Unicorn and many more outside the Shoppers Stop ecosystem, whenever they use a linked credit or debit card to pay. With high security features, users simple can add the card and collect rewards forever. As we approach the festive season, now users can avail unlimited rewards up to vINR 2,00,000 per year. Each vINR provides INR 1 off of any future purchase in Shopper Stop.

“Customer centricity and elevation the shopping experience for our shoppers, is a priority for us at Shoppers Stop. We have always strived to serve our customers in the best possible manner and delivering customer delight. With a strong loyalty program that houses 10 Million First Citizen Club members, we consistently look for opportunities to make their shopping more rewarding. This association will help us elevate the rewards system, wherein customers can now see the benefit of the program, outside the Shoppers Stop ecosystem also. This enhances customers' real value every time they shop with us. Moreover, this will enhance the overall experience that we provide to our First Citizen Club members.” said **Mr. Kavindra Mishra, Customer Care Associate, Managing Director, and CEO, Shoppers Stop.**

“This partnership takes our collaboration with Shoppers Stop to the next level. With the integration of seamless card-linked offers in **Shoppers Stop First Citizen Club rewards** customers will enjoy the easiest retail savings experience in India. Shoppers Stop has always been synonymous with quality and a superior shopping experience. Their new app, secured by Single.id, will enable millions of loyal Shoppers Stop customers to transform the way they save money every day,” said **Bish Smeir, Global CEO of Enigmatic Smile.**

Single.id offers a streamlined solution for managing multiple reward programs by consolidating customer identities, marketing consents, and reward balances across all connected programs. This integration allows customers to access their reward balances universally, eliminating the risk of expiring points and simplifying the process of tracking accrued value. By linking customer profiles to

their existing credit and debit cards, Single.id automates the reward collection process, enabling customers to effortlessly earn rewards simply by making payments with their cards.

"Enigmatic Smile is thrilled to expand its portfolio of participating reward programmes with a brand like Shoppers Stop. We are excited to see this collaboration benefitting both our entire rewards universe. This initiative underscores our commitment to transforming the shopping landscape through innovative digital solutions," said **Chandra Bhushan, India Country Head, Enigmatic Smile.**

About Shoppers Stop Limited

Shoppers Stop Ltd. is the nation's leading premier retailer of fashion and beauty brands, established in 1991. As of 31st March 2024, Shoppers Stop is spread across 114 department stores, the Company also operates 7 premium home concept stores, 87 Specialty Beauty stores of M.A.C, Estée Lauder, Bobbi Brown, Clinique, Jo Malone, Too Faced, SS Beauty, 31 Intune stores and 20 Airport doors, occupying area of 4.4 Mn sq. ft.

Shoppers Stop is home to one of the country's longest running and most coveted loyalty programs 'First Citizen Club'. 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.

Follow us on -

Shop - www.shoppersstop.com | Corporate Site - www.corporate.shoppersstop.com

About Enigmatic Smile and Single.id:

Enigmatic Smile was founded in 2014 by Bish Smeir. It is present across 5 continents, integrated with 27 financial services organisations, and is a QSA assessed, PCI Level 1 service provider. Its technology sits in the background of many high-profile reward programmes, operated by a growing number of loyalty companies around the world. The brand recently launched in India with the aim of building India's most efficient rewards economy through its unified rewards product – Single.id.