

# SHOPPERS STOP

SEC/45/2024-25

July 01, 2024

BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Fort, Mumbai 400 001. <b>Stock Code : 532638</b>	National Stock Exchange of India Limited Exchange Plaza, Bandra-Kurla Complex, Bandra (East), Mumbai 400 051. <b>Stock Symbol : SHOPERSTOP</b>
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Dear Sir / Madam,

**Sub: Changes in Senior Management Personnel's: Appointment of Mr. Mohit Seth as Customer Care Associate & Chief of External Brands**

**Ref: Disclosure under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Pursuant to Regulations 16 (1) (d) and 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to inform of the appointment of Mr. Mohit Seth as Customer Care Associate & Chief of External Brands of the Company w.e.f July 01, 2024.

We enclose herewith brief details of the aforesaid appointment as prescribed under Listing Regulations read with SEBI circular SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023 as **Annexure A**.

We request you to take the above information on record.

Thank 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, 5<sup>th</sup> Floor, Mindspace, Off. Link Road, Malad (W), Mumbai 400 064, Maharashtra.  
T 022- 42497000 CIN : L51900MH1997PLC108798. Email : [customercare@shoppersstop.com](mailto:customercare@shoppersstop.com) Website: [www.shoppersstop.com](http://www.shoppersstop.com)  
Toll Free No.:1800-419-6648 (9 am to 9 pm).

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## Annexure- A

**Details under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. SEBI/HO/CFD/CFD- PoD-1/P/CIR/2023/123 dated July 13, 2023**

Particulars	Appointment
Name	Mr. Mohit Seth
Reason for change viz. appointment, re-appointment, resignation, removal, death or otherwise;	Appointment of Mr. Mohit Seth as Customer Care Associate & Chief of External Brands. [Designated as Senior Management Personnel (SMP)]
Date of appointment/ <del>re-appointment/</del> <del>cessation</del> (as applicable) & term of appointment/ <del>re-appointment</del>	July 01, 2024 Term of appointment is not applicable since he is in full time employment with the Company
Brief profile (in case of appointment);	<p>Mr. Mohit has over 20 years of diverse work experience in apparel retail, both offline and online. He has worked with esteemed organizations and brands such as Esprit (Madura Garments), Nautica, Accessorize, Flipkart, Nike, and Ace Turtle (Lee and Wrangler). In his last stint he served as Head of Business (PAN India) across channels at Third Wave Coffee Roasters in the QSR sector.</p> <p>Mohit graduated with a Bachelor's degree in Business Economics from Delhi University and pursued his Masters in Apparel Marketing and Merchandise Management from NIFT, following his passion for the industry. He is passionate about building and scaling businesses, whether from ground zero or from an already large base and known for his dedication to building healthy relationships, his passion, drive, and bias for action - are few of his core values that keeps him going.</p>
Disclosure of relationships between directors (in case of appointment of a director)	Not Applicable

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