

SHOPPERS STOP

SEC/112/2024-25

November 25, 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: "SS Beauty & Shoppers Stop Unveil the Latest Edition of the 'Show Stoppers'24 Fest! The Biggest Beauty Festival That Will Keep You Spotlight Ready"

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 release titled "SS Beauty & Shoppers Stop Unveil the Latest Edition of the 'Show Stoppers'24 Fest! The Biggest Beauty Festival That Will Keep You Spotlight Ready."

Please find enclosed Press / Media Release dated November 25, 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**

Nishit Sheth
Company Secretary & Chief Compliance Officer
ACS No: 43365

Shoppers Stop Limited

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

"SSBeauty & Shoppers Stop Unveil the Latest Edition of the 'ShowStoppers'24 Fest!"

The Biggest Beauty Festival That Will Keep You Spotlight Ready

November 25, 2024: SSBeauty & Shoppers Stop are thrilled to present *ShowStoppers'24*, their highly anticipated beauty festival launching just in time for the party season! From November 25th to December 15th, beauty enthusiasts across India are invited to explore a world of inspiration, celebration, and exclusive experiences. Interactive in-store pop-ups at Viviana Mall in Thane and South City Mall in Kolkata will offer immersive brand experiences, encouraging self-expression and redefining how India connects with beauty.

This interactive beauty festival offers an exciting blend of Makeover Marathons, Masterclasses, Skincare Consultations, Gamified Experiences, Personalized Consultations, Fragrance Discovery, and Try Ons. Guests can look forward to exclusive offers from top brands like Clarins, Lancome, Yves Saint Laurent, Boss, Carolina Herrera, Rabanne, Max Factor, MAC, Armani, Dyson, Clinique, Shiseido, Arcelia & many more—making every beauty lover's dream a reality.

Bollywood actress Soha Ali Khan Pataudi shines as the face of ShowStopper's 24. She embodies the event's spirit of celebrating individuality and style, aligning seamlessly with SSBeauty's mission to offer a thoughtfully curated beauty experience. Through this campaign, Soha invites diverse customers to explore and find products that enhance their own unique beauty.

Commenting on the festival, Mr. Biju Kassim, CEO of Beauty at Shoppers Stop, said, "Beauty goes beyond the surface—it's a celebration of individuality and self-expression. With #ShowStoppers24, we are reaffirming our commitment to beauty in all its forms. Our mission is to promote inclusivity and embrace the diverse facets of beauty. We believe that ShowStoppers24 will resonate with every beauty enthusiast, inspiring them to explore, develop, and celebrate their unique identities."

"I'm delighted to represent ShowStopper as the face of this campaign. I'm excited to be part of this journey with SSBeauty and to connect with an audience who share a passion for beauty. ShowStoppers by SSBeauty offers an incredible array of luxury beauty brands, all under one roof. I love that it gives customers the opportunity to explore and indulge in new, high-end beauty experiences. It's a celebration of individuality and confidence, and I'm thrilled to be part of an initiative that invites everyone to discover something new and elevate their beauty routines." - **says Soha Ali Khan.**

ABOUT SSBeauty

As a division of Shoppers Stop, SSBeauty is dedicated to empowering every woman to embrace her uniqueness and inspire others. Our ethos of "Inspiring Elegance" defines our innovative approach to beauty retail. Beyond mere shopping, SSBeauty offers a haven of indulgence, it includes dedicated Treatment Rooms, offering indulgent facials and spas, providing customers with a luxurious and rejuvenating experience. Beauty enthusiasts can indulge in the latest nail trends at the Nail Bar, featuring a wide range of nail care and styling options.

At SSBeauty, luxury meets diversity with an impressive lineup of global powerhouses including Dior, NARS, Armani Beauty, Kilian, Laura Mercier, Givenchy, Clarins, Lancôme, Kiehl's, Shiseido, Jo Malone, and Tom Ford, alongside Indian favourites like Forest Essentials, Kay Beauty, Colorbar, and Kama Ayurveda. From makeup to skincare, fragrances, and grooming for men, SSBeauty curates a comprehensive collection to cater to every beauty need and desire.

ABOUT Shoppers Stop Limited

Shoppers Stop Ltd. is the nation's leading premier retailer of fashion and beauty brands, established in 1991. As of September 30, 2024, Shoppers Stop is spread across 112 department stores in 65 cities, the Company also operates 11 premium home concept stores under the name Home Stop, 87 Specialty Beauty stores of M.A.C, Estée Lauder, Bobbi Brown, Clinique, Jo Malone, Too Faced, SSBeauty, and 20 Airport doors, 50 INTUNE Stores occupying an area of 4.4 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 revolutionising 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