

SHOPPERS STOP

SEC/06/2024-25

April 09, 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: “Unlock Your Dream Getaway: Shoppers Stop and EaseMyTrip Collaborate to make you VACATION 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 / Media Release, “Unlock Your Dream Getaway: Shoppers Stop and EaseMyTrip Collaborate to make you VACATION READY”, being issued by the Company, in respect of its newest marketing campaign, in collaboration with EaseMyTrip.

Please note that the press / media release is being issued in the routine course of business of the Company, where the Company undertakes various marketing campaigns from time to time, singly or in collaboration with others.

Please find enclosed Press / Media Release dated April 09, 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).

Unlock Your Dream Getaway: Shoppers Stop and EaseMyTrip Collaborate to make you 'VACATION READY'

Mumbai, 9th April – Get ready to dust off your suitcase and set your out-of-office message, as Shoppers Stop, India's premier fashion, beauty, and gifting omnichannel destination introduces its newest campaign, 'VACATION READY'. A vacation planning is incomplete without a perfect vacation look, making vacation shopping an occasion in itself. Collaborating with EaseMyTrip.com, India's leading travel tech platform and a trusted name in travel solutions, Shoppers Stop promises to redefine the experience of vacation shopping.

Shoppers Stop along with EaseMyTrip now makes shopping a joyful and rewarding experience, with 100 lucky shoppers winning holidays, which also include a chance to win all sponsored holidays at some of India's most exotic destinations, such as Kashmir, Kerala, and Goa along with holiday vouchers. That's not all. One also gets assured travel vouchers from EaseMyTrip on their shopping at Shoppers Stop, making vacays more rewarding.

Additionally, those booking their holidays with EaseMyTrip, can complete their vacation planning with Shoppers Stop, with special shopping vouchers along with their booking.

With over 500+ brands, at Shoppers Stops offerings, you get access to the most sought-after premium brands, across all categories allowing you to curate your vacation look that suits your identity and the destination. Besides, their Personal Shopper will help you curate the latest vacation trend, making shopping an experience in itself.

Commenting on the campaign, **Mr Kavindra Mishra, Executive Director & CEO of Shoppers Stop Limited**, said "At Shoppers Stop, we strongly believe in making shopping a memorable experience. Vacation shopping has become an occasion in itself. Our collaboration EaseMyTrip.com, will help provide our customers with a complete vacation shopping experience by making it more rewarding, making every customer feel valued. Our meticulously curated vacation collection allows customers to create unforgettable memories with style."

Sharing his thoughts on the collaboration, **Mr. Rikant Pittie, Co-founder, EaseMyTrip.com** said; "Our collaboration with Shoppers Stop for the 'VACATION READY' campaign sets a new standard in vacation shopping. Vacation planning demands meticulous attention to detail, especially when it comes to crafting the perfect look for your getaway. At EaseMyTrip.com, our ethos revolves around enhancing every aspect of the travel experience. This partnership underscores our unwavering commitment to providing unparalleled value to our customers."

At Shoppers Stop, your journey to vacation bliss begins the moment you step through our doors. Get ready to elevate your vacation style and create unforgettable memories with Shoppers Stop by your side.

SHOPPERS STOP



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 **112 department stores in 62 cities** the Company also operates 7 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 21 Airport doors, 22 INTUNE Stores occupying an area of 4.3 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.

Follow us on -

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

About EaseMyTrip.com

EaseMyTrip.com (a public listed company at NSE and BSE) is India's one of largest online travel platform in terms of air ticket bookings, based on the Crisil Report-Assessment of the OTA Industry in India, February 2021. Furthermore, growing at a CAGR of 59% during FY20-23 in profits, it is one of the fastest-growing internet companies. Bootstrapped and profitable since its inception, EaseMyTrip.com offers 'End to End' travel solutions including air tickets, hotels and holiday packages, rail & bus tickets as well as ancillary value-added services. EaseMyTrip.com offers its users the option of zero-convenience fees during bookings. EaseMyTrip.com provides its users with access to more than 400 international and domestic airlines, over 2+ million hotels as well as train/bus tickets and taxi rentals for major cities in India. Founded in 2008, EaseMyTrip.com has offices across various Indian cities, including Noida, Delhi and Gurugram, Bengaluru, and Mumbai. Its international offices (as subsidiary companies) are in the Philippines, Singapore, Thailand, the UAE, the UK, the USA and New Zealand.

For Media Queries:

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