

SEC/96/2023-24

December 08, 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 the Good Glamm Group –

“Shoppers Stop and The Good Glamm Group look to collaborate for Creating Disruptive Omni-Channel Experiences - The introduction of MyGlamm POUT by Karan Johar at Shoppers Stop marks the commencement of a journey, sparking discussions to extend the collaboration across various facets of both entities' businesses.”

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 being issued by The Good Glamm Group, “Shoppers Stop and The Good Glamm Group look to collaborate for Creating Disruptive Omni-Channel Experiences - The introduction of MyGlamm POUT by Karan Johar at Shoppers Stop marks the commencement of a journey, sparking discussions to extend the collaboration across various facets of both entities' businesses.”

We are pleased to inform that the Company has in terms of its routine business of tying up with various brands for sale at its outlets, entered into a collaboration with The Good Glamm Group for launch of MyGlamm POUT by Karan Johar, a makeup collection that will exclusively be available across all Shoppers Stop retail outlets and further enhance the brand’s visibility across stores. Further the two entities are in discussions to extend the collaboration across various facets of both entities' businesses.

Please find enclosed Press / Media Release dated December 08, 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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Shoppers Stop and The Good Glamm Group look to collaborate for Creating Disruptive Omni-Channel Experiences

The introduction of MyGlamm POUT by Karan Johar at Shoppers Stop marks the commencement of a journey, sparking discussions to extend the collaboration across various facets of both entities' businesses.

National, 8 December, 2023: The Good Glamm Group's portfolio brand, MyGlamm positioned as India's top Online D2C makeup brand, looks to deepen its roots in the retail space through a collaboration with Shoppers Stop for the launch of MyGlamm POUT by Karan Johar, a makeup collection that will exclusively be available across all Shoppers Stop retail outlets and further enhance the brand's visibility across stores.

The debut of MyGlamm's POUT collection by Karan Johar at Shoppers Stop has initiated conversations between the entities, exploring collaboration possibilities across various facets of their businesses. The expanded collaboration once in place, would enhance shopping experiences both offline and online, bringing a fusion of tradition and innovation to consumers.

The parties are discussing the possibility of Good Glamm Group leveraging Shoppers Stop's established offline presence for similar opportunities, while Shoppers Stop is expected to gain a foothold through the Good Glamm Group's online presence with their content-creator-commerce-community flywheel leveraging the Group's 200 million monthly active users and generating over 4.5 billion monthly organic impressions. The synergy between these industry leaders, once implemented is expected to blend innovation, quality, and exclusivity, with customers benefiting from exclusive product launches, beauty events and in-store activations at Shoppers Stop outlets across India.

Sukhleen Aneja, CEO, Good Brands Co., Good Glamm Group expressed her excitement, stating, " We are excited to collaborate with Shoppers Stop for the launch of MyGlamm's POUT collection by Karan Johar at Shoppers Stop. We look forward to expanding this collaboration subsequently to other products to tap into a broad consumer base leveraging Shoppers Stop's well-established offline presence and elevate the overall shopping experience, while at the same time Shoppers Stop would be able to leverage Good Glamm Group's content-to-commerce flywheel to further establish its digital presence. The collaboration once expanded is expected to bridge the gap between online and offline shopping and bring digital shopping experiences into physical stores. We anticipate reaching a wider audience and are eager to enrich the makeup journey for our customers throughout India in association with Shoppers Stop."

Commenting on the association Mr. Biju Kassim, Customer Care Associate and CEO of Beauty, Shoppers Stop said, "At Shoppers Stop, beauty is a key strategic pillar. We are enthusiastic

about expanding our product offerings in collaboration with the Good Glamm Group, a partner that shares our fervor for the beauty industry. MyGlamm POUT by Karan Johar is set to benefit significantly from Shoppers Stop's robust omnichannel presence, gaining access to a broader audience and enriching the shopping experience for customers. Simultaneously, we look forward to expanding this collaboration to allow Shoppers Stop to enhance and diversify our distribution portfolio, further solidifying our position as a leading destination for quality beauty and fashion products."

The collaboration between Shoppers Stop and the Good Glamm Group, once effected, promises to deliver an unmatched shopping experience, bringing together the best of makeup and retail to customers across the nation. Stay tuned for the grand unveiling of MyGlamm POUT by Karan Johar at Shoppers Stop stores near you.

About The Good Glamm Group:

Founded by Darpan Sanghvi, Priyanka Gill and Naiyya Saggi, the Good Glamm Group is South Asia's largest content-creator-commerce-community beauty & personal care conglomerate that comprises a portfolio of innovative and fast-growing DTC beauty and personal care brands, powered by its proprietary digital ecosystem of content and influencer platforms as well as interest-based community networks.

The Good Glamm Group has four key divisions:

- **The Good Brands Co** led by Sukhleen Aneja, is South Asia's largest portfolio of scaled-up DTC beauty and personal care brands: MyGlamm, St Botanica, The Moms Co, Organic Harvest, Sirona, and BabyChakra.
- **The Good Media Co** led by Priyanka Gill is one of the world's largest digital media companies comprising POPxo, ScoopWhoop, MissMalini, BabyChakra, and Tweak India. Reaching more than half of India's online users, GMC has 250 million monthly active users across platforms who drive over 3 billion engagements every month.
- **The Good Creator Co** led by Sachin Bhatia is one of the world's largest influencer platforms tracking 1.5 million influencers. The GCC app provides creators a one-stop platform to earn, learn and grow. Celebrity influencer company MissMalini, as well as content and influencer analytics platform Vidooly, are integral to the success of the Good Creator Co.
- **The Good Community** led by Naiyya Saggi is the fourth strategic moat of the Group. It is an omnichannel interest-based network of consumers and experts focusing on shared deep interests of beauty, parenting, sexual & intimate health, wellness, and sustainability. It provides online and offline opportunities for users to learn, connect, and get inspired. The Good Community seamlessly sits across all three divisions and amplifies the overall strategy of the Good Glamm Group.

The Good Glamm Group has 50,000 offline points of sale giving its beauty & personal care brands an unprecedented omnichannel scale. It is further amplified by the group's unparalleled expertise in

DTC growth powered by its proprietary content-creator-commerce flywheel; and by fast-paced innovation in R&D and new product development; as well as a best-in-class technology stack and data science proficiency.

The 'Good' in the Good Glamm Group underscores its commitment to inclusive beauty and cruelty-free, vegan, environment-friendly, and clean beauty products. It also extends to the Group's mission of truly enhancing consumers' lives through positive content and creator inspirations fostering meaningful connections for community evangelists.

Founded in September 2021, the Good Glamm Group is South Asia's first DTC beauty unicorn. It is backed by marquee investors such as Warburg Pincus, Prosus Ventures, L'Occitane, Bessemer Venture Partners, Accel, Amazon, Stride Ventures, Trifecta Capital, Ascent Capital, Alteria Capital, Tano Capital, and the Mankekar Family Office.

<https://www.goodglamm.com/>

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.

For further information please contact,

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