

SHOPPERS STOP

SEC/06/2024-25

April 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 elevates its retail presence in Chennai"

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 by the Company, "Shoppers Stop elevates its retail presence in Chennai", intimating the relaunch of its Shoppers stop store located at Chetpet, Chennai by renowned actor Ms. Aishwarya Rajesh.

Please find enclosed Press / Media Release dated April 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

Registered & Service Office : Umang Tower, 5th Floor, Mindspace, Off. Link Road, Malad (W), Mumbai 400 064, Maharashtra.
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SHOPPERS STOP

Shoppers Stop elevates its retail presence in Chennai

Aishwarya Rajesh inaugurates the revamped store in the city.

Chennai, 07th April 2024: Shoppers Stop, India's premier fashion, beauty, and gifting omnichannel destination, celebrated the grand relaunch of its store at Chetpet, Chennai. On this occasion, renowned actor Aishwarya Rajesh graced the event and added a touch of glamour to the occasion. With this relaunch, Shoppers Stop aims to redefine the shopping experience for the fashion-forward residents of Chennai.

The new elevated look of this Shoppers Stop, redefines the shopping experience. The attention to detail in every corner of this store, many new brands, personal shopper lounge and the overall shopping experience, will immerse the people of Chennai in a world of pure indulgence.

The store houses 500+ brands, the latest trendy fashion, an elevated beauty experience, a wide range of watches, bags, sunglasses, fragrances, and gifting options, all under one roof; allowing you to discover the most trendiest look that suits your style. In addition to that, the well-known loyalty program of Shoppers Stop - The First Citizens Club makes shopping even more rewarding. The premium Black card membership program allows loyal customers to relish privileges, invites to exclusive events, a generous 1 year return policy and lots more. Shoppers Stop is committed to deliver the premium shopping experience to its customers. Services like beauty makeovers, Personal Shopper will definitely elevate the shopping experience for the residents of Chennai.

The transformation of the Chennai store reflects Shoppers Stop's commitment to premiumisation and luxury, featuring high-end brands in fashion, beauty, fragrances, watches and more. One can choose from many national and international brands like Ralph Lauren, Prada, Armani, Versace, Hugo Boss, Calvin Klein, Fossil, MAC, YSL, ONLY, Levis, AND, BIBA, Global desi, Rareism, Kazo, Madame, Rare Rabbit, UCB, Jack Jones, Superdry, Mamaearth, Minimalist, Loreal, and more. The store will cater to fashion enthusiasts with refined tastes.

Commenting on the launch, Mr. Kavindra Mishra, Customer Care Associate, Executive Director and CEO of Shoppers Stop Limited, said, "Chennai is an important market for us. Chennai's dynamic market allows us an exciting opportunity to connect with discerning customers and offer them the unparalleled Shoppers Stop experience. The revamped Shoppers Stop store in Chennai is a testament of our commitment to provide access to a premium shopping experience. It re-emphasises our commitment to serve customers in the best possible way, bringing the Shoppers Stop experience to a wider audience across the nation."

Commenting on the launch, **Ms. Aishwarya Rajesh** said, "Shoppers Stop is an iconic brand that I have grown up with. It has such amazing brands and trendiest styles. Shoppers Stop is

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my go-to brand for many global brands. I am delighted to be a part of this occasion. As we step into Chennai, I am reminded of the rich tapestry of culture that defines this vibrant city and I am sure that Shoppers Stop will add more and more colours to the city with their unique offerings. I am confident that this beautiful store will be a beacon of success, weaving together moments of joy and fulfilment for all who shop here."

Visit the Shoppers Stop store in Chennai and embark on a journey of style and luxury like never before. Experience the essence of elegance and the thrill of fashion, at 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 Indian's 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.

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