

SHOPPERS STOP

SEC/113/2024-25

December 10, 2024

To,

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| 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: "Global SS Beauty Brands Ltd. Launches Joyology Beauty: A Celebration of Joyful Self-Expression Through Innovative Beauty"

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 "Global SS Beauty Brands Ltd. Launches Joyology Beauty: A Celebration of Joyful Self-Expression Through Innovative Beauty."

Please find enclosed Press / Media Release dated December 10, 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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GLOBAL SS BEAUTY BRANDS LTD. LAUNCHES JOYOLOGY BEAUTY: A CELEBRATION OF JOYFUL SELF-EXPRESSION THROUGH INNOVATIVE BEAUTY

India, 10th December, 2024: GSSBB (Global SS Beauty Brands Ltd.) is thrilled to announce Joyology Beauty, a vibrant new-age colour cosmetics brand redefining beauty for the Zillennial generation. With a mission to empower individuality and self-expression, Joyology Beauty offers a range of playful and innovative products that not only helps to enhance beauty but also uplift the spirit. Rooted in the philosophy of "Joyology"—the art and practice of living joyfully—the brand believes makeup should be more than just a beauty routine. It should be an uplifting experience, a tool for self-discovery, and a reflection of one's vibrant personality.

Joyology Beauty brings its vision to life through innovative formulas, inclusive offerings, and vibrant aesthetics. The brand celebrates inclusivity with a wide range of shades and textures, empowering everyone to find their perfect match and embrace their unique beauty. Its bold, colorful, and Instagram-worthy packaging reflects a joyful and playful spirit, ensuring Joyology Beauty stands out and resonates with beauty enthusiasts everywhere.

Joyology Beauty debuts with an exciting collection of products designed to make every moment delightful. The products range includes:

1. Love Fool Blush: (MRP: INR 649/-)

Introducing your new cheeky sidekick: Joyology Beauty's Love Fool Blush! This isn't just any pop of color—it's a love letter to your cheeks. Infused with HydraBerry, this pop of color gives your cheeks a glow you'll love to flaunt.

2. Stay Lively Foundation: (MRP: INR 949/-)

Discover Joyology Beauty's Stay Lively Foundation!: Available in 10 versatile shades, this foundation helps in offering a flawless, radiant complexion and all-day wear.

3. Floating on Air Powder Foundation: (MRP: INR 749/-)

A featherweight formula in 6 shades that delivers a smooth, airy finish. Each shade is carefully crafted to give you a weightless, flawless finish that feels like you're floating on air.

4. LightHearted Serum Lipstick: (MRP: INR 699/-)

Infused with hydrating hydra berry extract, our silky-smooth formula is like a sip of hydration for your lips! It comes in 6 vibrant shades to keep your lips soft and radiant.

5. Joyology Beauty ForeverPlayful Eyeliner: (MRP: INR 349/-)

With 6 fun shades ranging from Yolo Yellow to Lit Lavender, each liner glides on smoothly and helps in providing a long lasting effect/performance , making it easy to unleash your creativity! Let's get playful!

6. Joyology Beauty Playful Impact Mascara: (MRP: INR 549/-)

Unleash bold, fluttery lashes with Playful Impact Mascara. Its lengthening, smudge-proof formula delivers all-day wear, while the unique wand lifts and defines every lash for dramatic or flirty looks

7. Feelin Light Hearted 6-in-1 Eyeshadow Palette: (MRP: INR 899/-)

It's time to feel lighthearted! Create effortlessly carefree looks that transition seamlessly from day to night. With this versatile palette, your perfect look is just a swipe away!"

8. Joyology Beauty Color Delight Lip Fluid Lipstick: (MRP: INR 699/-)

Say hello to happiness with our Color Delight Lip Fluid! A party for your lips with 12 playful shades infused with Hydraberry, this silky-smooth formula nourishes while bringing vibrant joy to your smile.

9. Joyology Beauty Matte-Tastick Lipstick: (MRP: INR 799/-)

Get ready to rock your pout with Matte-Tastick Lipstick! With 12 stunning shades, infused with Hydraberry, this creamy formula glides on effortlessly for a bold matte finish.

10. Instant Bliss Lip Liner: (MRP: INR 399/-)

Introducing Instant Bliss Lip Liner by Joyology Beauty, your playful sidekick for flawlessly defined lips in 6 stunning shades! Glide on effortlessly and unleash your inner lip artist—because life's too short for dull lips!

Commenting on the brand launch, Mr. Biju Kassim, CEO of Global SS Beauty Brands Limited , said, "We are extremely excited for the launch of this brand as Joyology Beauty is more than just makeup, it's a movement. It's about celebrating individuality, empowering self-expression, and finding joy in the everyday. The products are designed to help you feel beautiful, confident, and radiant while embracing your true self. We see tremendous potential in Joyology to not only resonate with Zillennials but also set new standards in the beauty industry by merging cutting-edge formulations with playful, vibrant aesthetics. We would be thrilled to witness the brand transformation and the way beauty is perceived and experienced in India."

Owing to the innovative concept and packaging of the brand, Intercos has worked closely with GSSBB in product and package conceptualization. Commenting on the brand launch, Mr. Jaffrey Zaman, Managing Director - Intercos India, said "We are proud to receive this opportunity and trust from GSSBB to bring their brand vision of authentic joy to reality. The innovative concept, avant-garde formulas and a playful

packaging is a testimony to the ever evolving beauty consumers. It has truly been an inspiring journey of working together to create a spectrum of sensations, color and finishes. Moreover creating joyful beauty products together.”

Joyology Beauty invites you to discover the joy of makeup and is here to redefine beauty for a new generation.

The products will be available at Shoppers Stop stores, SS Beauty stores, and online at www.shoppersstop.com, www.ssbeauty.com, Nykaa, Myntra, Amazon, Tata Cliq.

ABOUT Global SS Beauty Brands Limited

Global SS Beauty Brands Limited (GSSBB) is a wholly-owned subsidiary of Shoppers Stop Limited, India’s premium fashion, Beauty and Gifting Omnichannel destination. The core mission and vision of GSSBB is to be an authority in the Indian luxury Beauty market and the partner-of-choice for leading international brands. GSSBB already has in its portfolio renowned international brands viz., **L’Oreal International Division** for niche fragrances like Atelier Cologne, premium brands like Ralph Lauren, Azzaro, **Clarins Skincare** and **NARS** Cosmetics.

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, SS Beauty, 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 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.