

SHOPPERS STOP

SEC/59/2024-25

July 18, 2024

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 Release and Investor Presentation for the quarter ended June 30, 2024

Please find enclosed Press Release and Investor Presentation dated June 30, 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/disclosures-under-listing-regulations/>.

Kindly take the above on record.

Thank you.

Yours truly,
For **Shoppers Stop Limited**

Vijay Kumar Gupta
Vice President- Legal, Company Secretary & Compliance Officer
ACS No: 14545
Encl: A/a

Shoppers Stop Limited

Registered & Service Office : Umang Tower, 5th Floor, Mindspace, Off. Link Road, Malad (W), Mumbai 400 064, Maharashtra.
T 022- 42497000 CIN : L51900MH1997PLC108798. Email : customercare@shoppersstop.com Website: www.shoppersstop.com
Toll Free No.:1800-419-6648 (9 am to 9 pm).

Press Release for immediate distribution

SHOPPERS STOP

Shopper Stop reports quarterly sales of Rs 1034 Cr
and EBITDA of Rs.146 Cr (GAAP) in Q1FY25

- Sales Rs.1034 Cr +5%
- Beauty outperformed +5%, led by Fragrance +19%, overall mix 17%
- Strategically continue to expand 2 Department, and 9 INTUNE stores
- INTUNE reported Rs 35 Cr sales in Q1; Store EBITDA positive
- First Citizen's club crossed 10 Mn memberships mark
- Personal Shoppers contribution improved +5%, 140+ New personal shoppers added
- Premium Brands contribution on rise YoY, 57% Vs 54% resulting into ATV increase by 5%
- Capex Investments of Rs.45 Cr in the Quarter

Mumbai, July 18, 2024: Shoppers Stop Ltd. a leading department store with premium fashion and beauty brands, has declared its results for the quarter ended 30th June 2024.

Key financial highlights for Q1 FY25

Rs. In Cr	GAAP			Non-GAAP		
	Q1FY25	Q1FY24	Growth%	Q1FY25	Q1FY24	Growth%
Sales	1,034	982	5%	1,260	1,241	2%
Gross Margin	40.6%	42.3%	(170) Bps	37.68%	38.07%	(40) Bps
EBITDA	146	180	-19%	15	58	-74%
PBT	-32	20	-256%	-24	19	-228%
PAT	-23	15	-253%	-15	13	-214%

Management Comments:

Commenting on the Q1FY25 results, **Mr. Kavindra Mishra, Managing Director and CEO, Shoppers Stop Ltd.** said, "The industry witnessed subdued consumption due to prolonged heat wave, elections, fewer weddings and inflation. The sales for the quarter stood at Rs 1034 Cr + 5% and EBITDA at Rs.146 Cr. This has impacted our Profits, however, we have strong recovery plan.

Some of our recovery plan include our continuous focus on premiumization, Investment in Marketing to improve Customer Entry, elevating our Customer experience through High End Coffee Shops in several stores, Increase in Personal Shoppers, particularly during our festive season, etc. We are also planning to close a few unviable stores and rationalize costs during the year.

During the quarter, specifically on our Strategic Pillars, our Loyalty Membership increased to 10Mn+ First Citizen customers. On private brand portfolio, we aim to provide aspirational fashion at affordable prices. Further we aim to drive higher growth in beauty through engagement, expression and education and expanding distribution portfolio.

On other KPI's our Items Per Transaction (IPT) increase +2%, Average Transaction Value (ATV) +5% and Average Selling Price (ASP) +3%.

Performance of strategic pillars in Q1FY25:

- **First Citizen** – Our First Citizen Members contributed 80% to overall sales, with 67% repeat and 13% new members. Our Premium Black Card members contributed 14% to the overall sales, an increase of +5% YoY. During the quarter, the Black Card renewal was at 76%. The customer engagement continued to be strong, with innovative master classes viz; Lipstick making, Watch assembling etc., Personalized campaigns saw a 4X response.
- **Private Brands** – Private Brands sales were at Rs 151 Cr with an overall contribution of 12% to the Sales and 18% to apparel sales. We had Better full price Sell thru for SS24 range. Our Inventory reduced by Rs 21 Cr QoQ and Rs 65 Cr YoY.
- **INTUNE** – We have added 9 stores during the quarter with 31 as on date, with a presence in 14 cities (5 during the quarter) We have a Full price Sell Thru at 75%+ in SS24. Our conversions are strong at 33%. We are planning to intensify Store openings from 60 to 80 in FY25.
- **Beauty** – Beauty Sales at Rs 212 Cr grew by +5%, outperforming other segments with 17% contribution to overall sales. We have been building Beauty Eco Systems through customer engagements and in store experiences. This has further strengthened by 239K Makeovers, 182 Master Classes and Influencer led events and 4 Beauty Soiree events with HNI's and influencers. During the quarter we launched 4 MAC Shop in Shops in Tier 2 cities.
- **Beauty Distribution** – Beauty distribution business reported Rs 39 Cr sales with distribution network expanded to over 444 doors. With addition of 8 fragrance brands including “Armani” and “Ajmal” during the quarter, total brand portfolio expanded to 27 brands.
- **Store Expansion** – The company launched 11 stores during the quarter (2 Department and 9 INTUNE) with a capex investment of Rs 45 Cr.

Note:

We have published a detailed Non-GAAP and GAAP Income Statement. Our Non-GAAP measures are not meant to be considered in isolation or as a substitute for comparable GAAP measures and should be read only in conjunction with our consolidated financial statements prepared in accordance with GAAP.

About Shoppers Stop Limited: Shoppers Stop Ltd. is the nation's leading premier retailer of fashion and beauty brands established in 1991. Spread across 114 department stores, the Company also operates 7 premium home concept stores, 87 Specialty Beauty stores of M.A.C, Estée Lauder, Bobbi Brown, Clinique, Jo Malone, Too Faced, SS Beauty, 31 Intune stores and 20 Airport doors, occupying area of 4.4 M sq. ft. Shoppers Stop is home to one of the country's longest running and most coveted loyalty program '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 offering spans over 800+ recognized and trusted brands across an incomparable range of products that together serve our overarching objective of delivering customer delight.

For more information, contact:

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(E) rohit.trivedi@shoppersstop.com

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SHOPPERS STOP
Performance
Highlights
Q1 FY25

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KEY
HIGHLIGHTS

02

STRATEGIC
PILLARS

03

FINANCIALS



MARKET OUTLOOK

Consumption

- Subdued Consumption Trends due to:
 - Uneven weather patterns– prolonged heatwave
 - Elections
 - Fewer Weddings
 - Inflation
- Consumption shifting to Premium Fashion

Industry

- Higher than normal Closure of stores in Q4
- Value fashion continues to outgrow
- Early festive and strong wedding calendar likely to revive demand from Sept onwards

Expansion

- Retail sector is set to grow 50% to 134 million sq ft by 2028 (Current 89 Mn sq ft)⁽¹⁾
- India's direct-to-consumer (D2C) market, which is likely to reach a size of \$100 Bn by 2025, has grown exponentially in the last few years⁽²⁾
- Tier 2 Cities Becoming Growth Drivers For Retail Industry⁽³⁾

1. JLL report
2. Inc 42
3. Textile Insights

Q1 HIGHLIGHTS

Sales

(Non-GAAP)

- Rs 1,260 Crs, +2%
 - Beauty Rs.212 Crs +5%, driven by Fragrance +19%
 - Intune Rs.35 Crs
- ATV +5% (Rs 4,890 vs Rs 4,642) due to premiumization
- Items per Ticket (IPT) +2%
- First Citizen @ 80%, Repeat 67%; New 13%
- Personal Shoppers contribution improved +5%; 140+ new personal shoppers added, Total strength now 450+
- “Armani” and “Ajmal” Fragrance brands onboarded as part of Beauty distribution

Expansion

- Opened 2 Department and 9 INTUNE Stores
- Renovated 1 Department and 1 HomeStop Stores
- Capex and Deposits Rs 45 Crs



Q1 HIGHLIGHTS & Way Forward

Q1 Highlights

- Demand remained subdued in Q1FY25 due to EXTERNALITIES –
 - Fewer wedding dates,
 - Long election season and a strong heat wave
 - Contracted expenses, Inelastic in short term
- Marginal growth closing the first quarter with Rs 1260 Cr in revenue
- New segments - Intune and Beauty Distribution are EBITDA positive
- Shopper Stop's First Citizen has grown to a family of 10Mn+
- Slow moving inventory has been cleaned up, Rs.21 Crs reduction Vs Mar24 (YoY Rs.65 Crs)
- Improved Full price Sell thru for SS24 range (Spring/Summer 2024 collection) – Strong demand and effective pricing strategy resulted in fewer discounts
- Focusing on hiring & up-skilling talent on product and retail, 88 recruits have been hired under National Apprentice Promotion Scheme

Way Forward to sustain Profitability

- **Focus on premiumization**
 - Contribution at 57% Vs LY 54%
 - Premium portfolio grew by + 5%
- Investment in Marketing and Visibility to improve customer Entry
- Significantly elevating customer experience through
 - High End Coffee shops for higher conversion
 - Investment in Personal shoppers
- Rationalizing Brands within Stores to improve GMROF
- Inventory optimisation, frequent drops, buying closer to season
- Manage Capital spend
 - Intensify Store openings of INTUNE from 60 to 80
 - Select deferment of departmental stores, until consumption improves
- Closure of unviable stores
- Rationalizing costs

Q1 IN NUMBERS

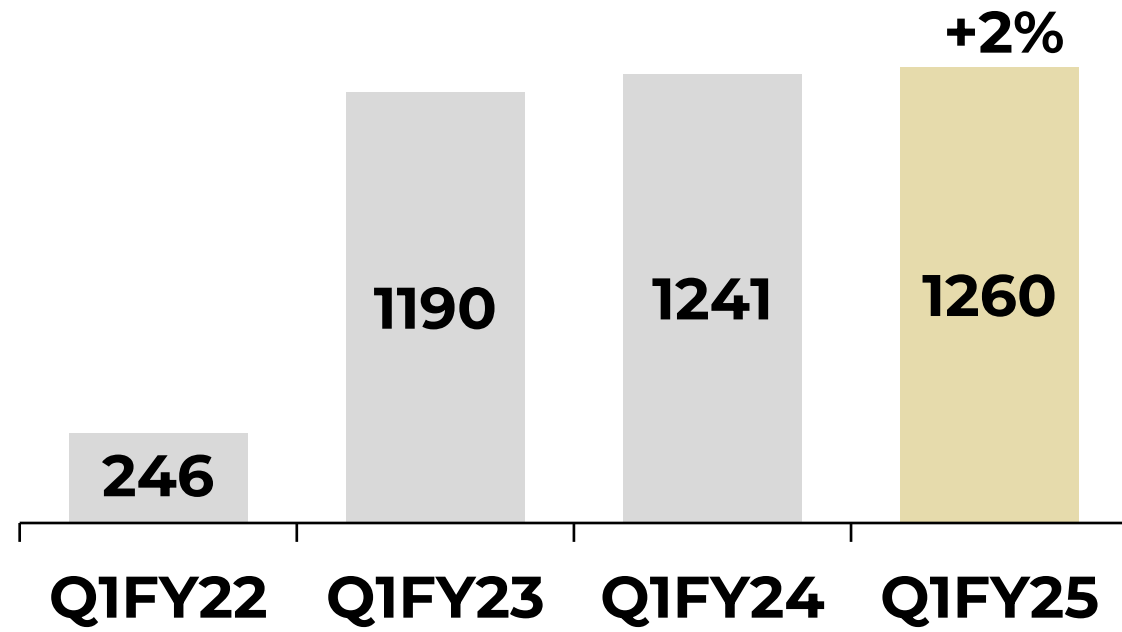
Particulars	Non GAAP	%Sales	GAAP	%Sales
Revenue	1,260		1,034	
EBITDA	15	1.4%	146	14.1%
PBT	-24	-2.2%	-32	-3.1%
PAT	-15	-1.4%	-23	-2.2%

%Sales is on Sales (Net of GST)

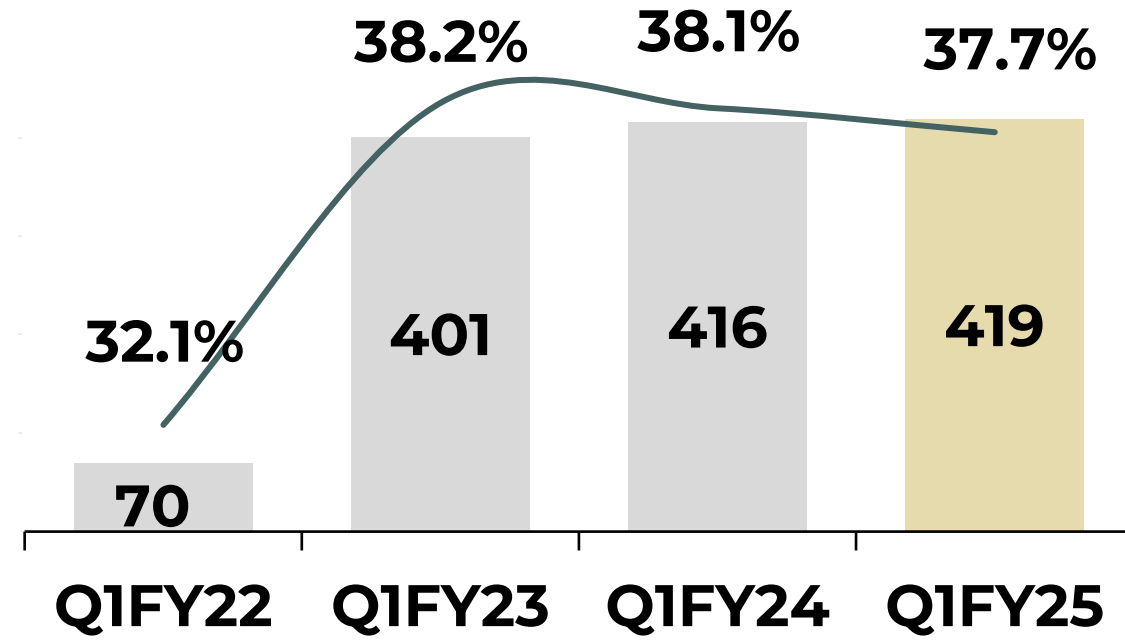


QUARTERLY TREND (NON GAAP)

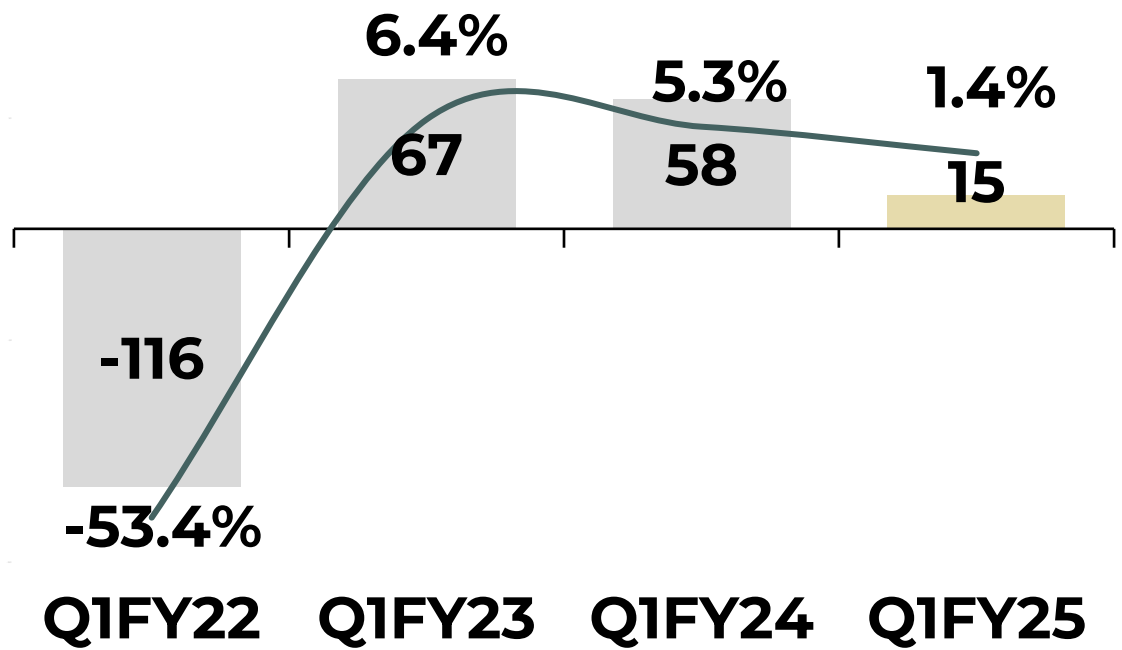
Sales



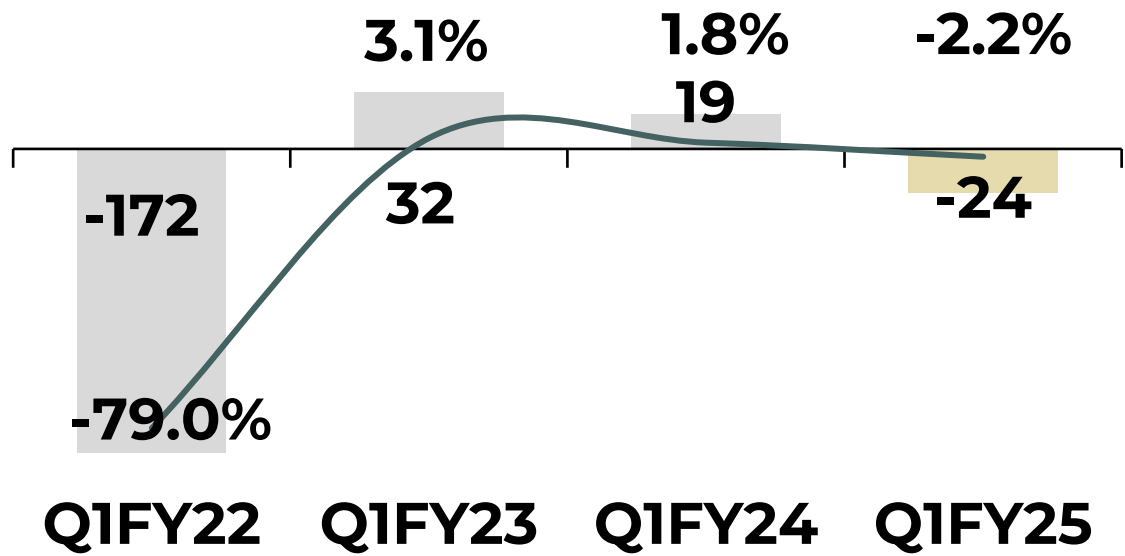
Margin



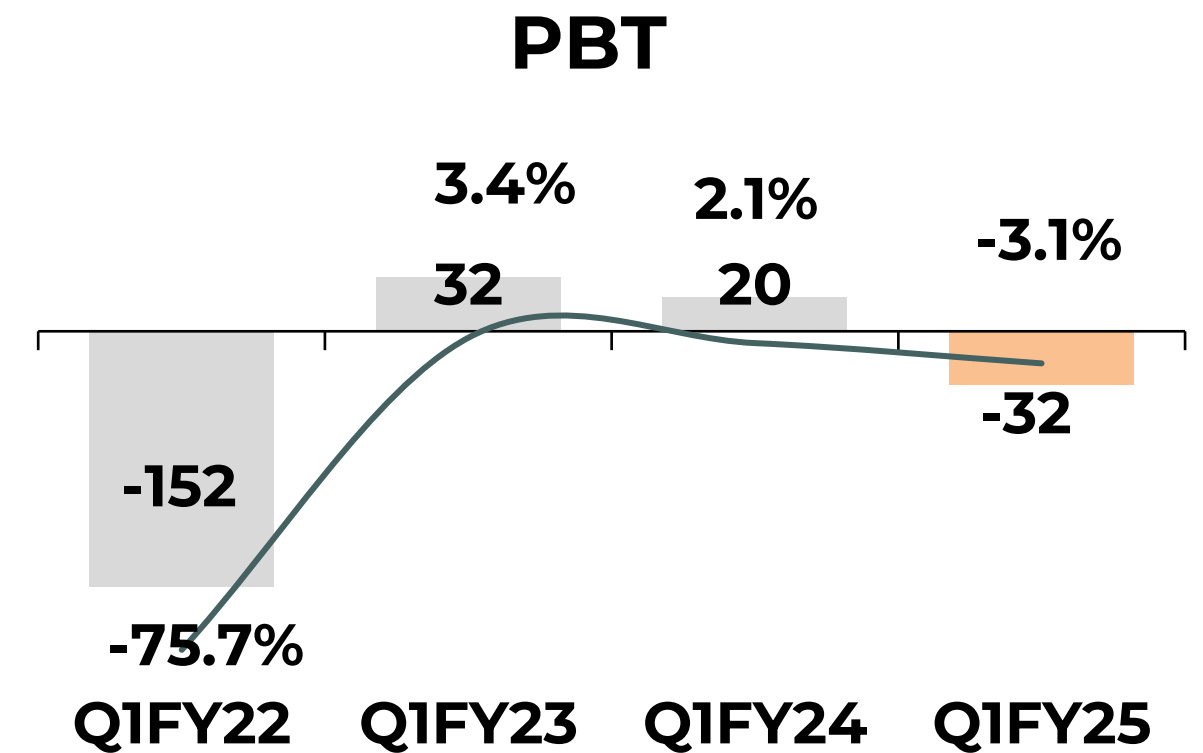
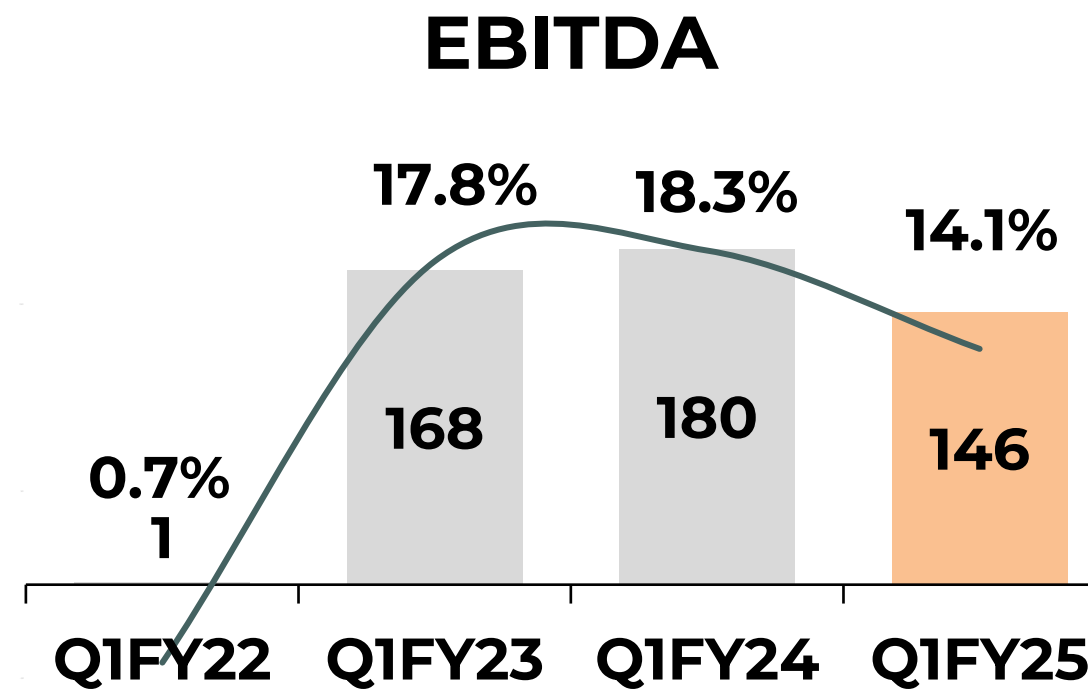
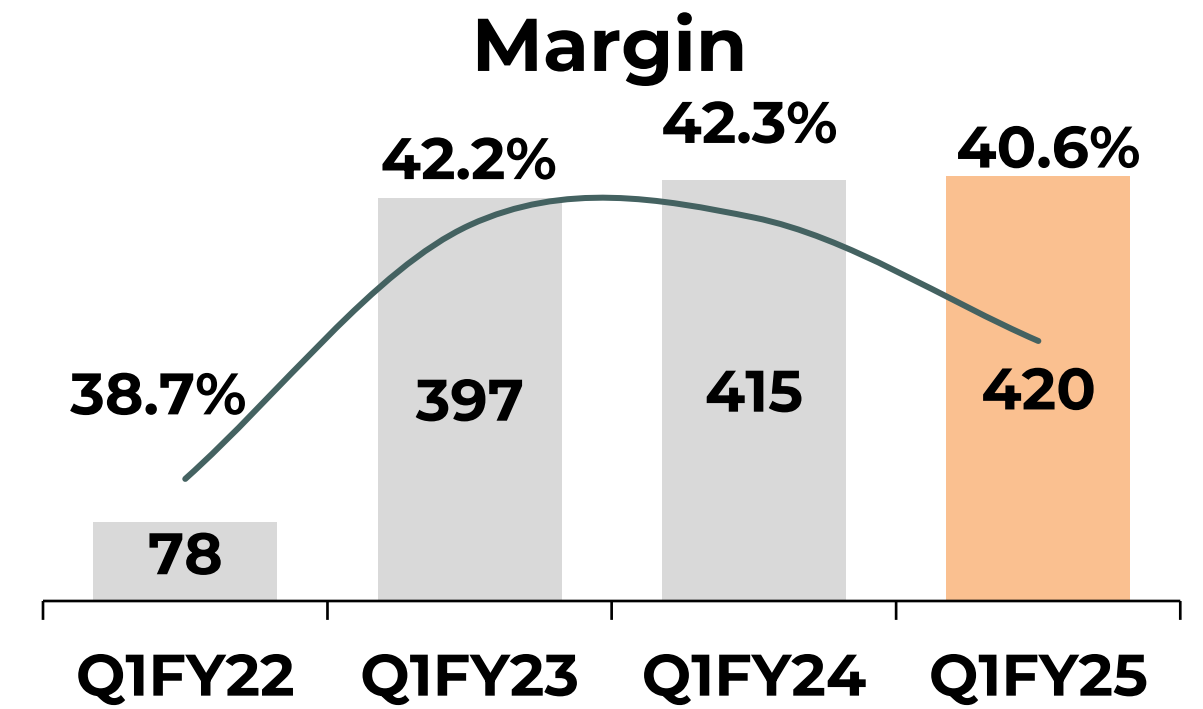
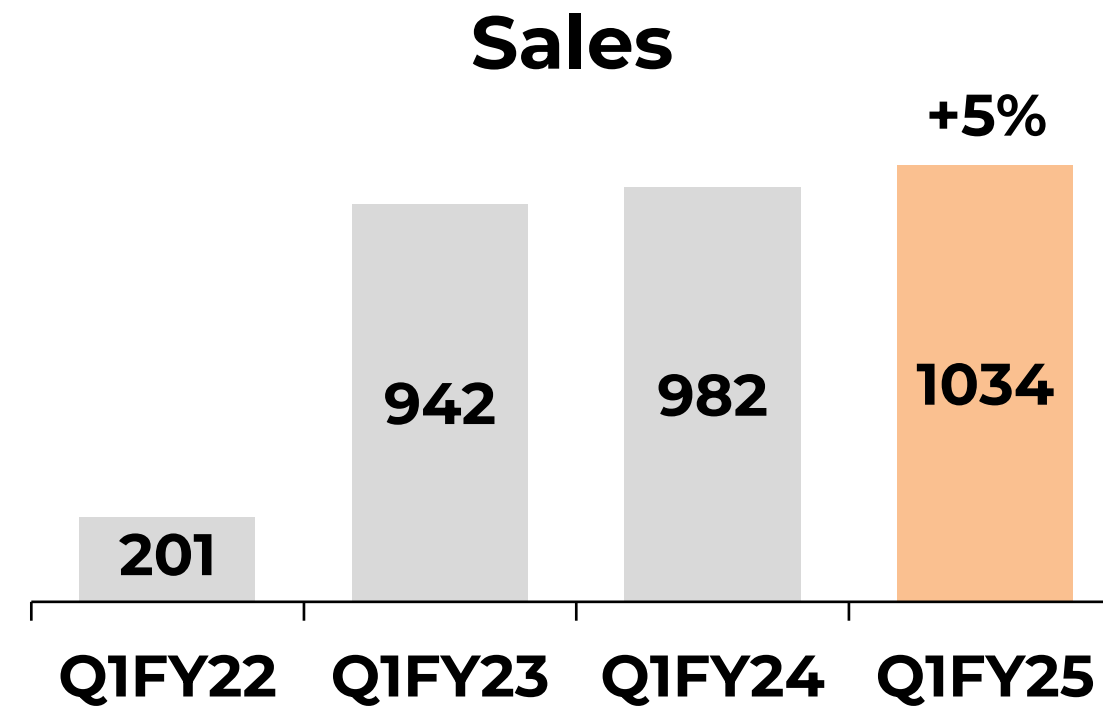
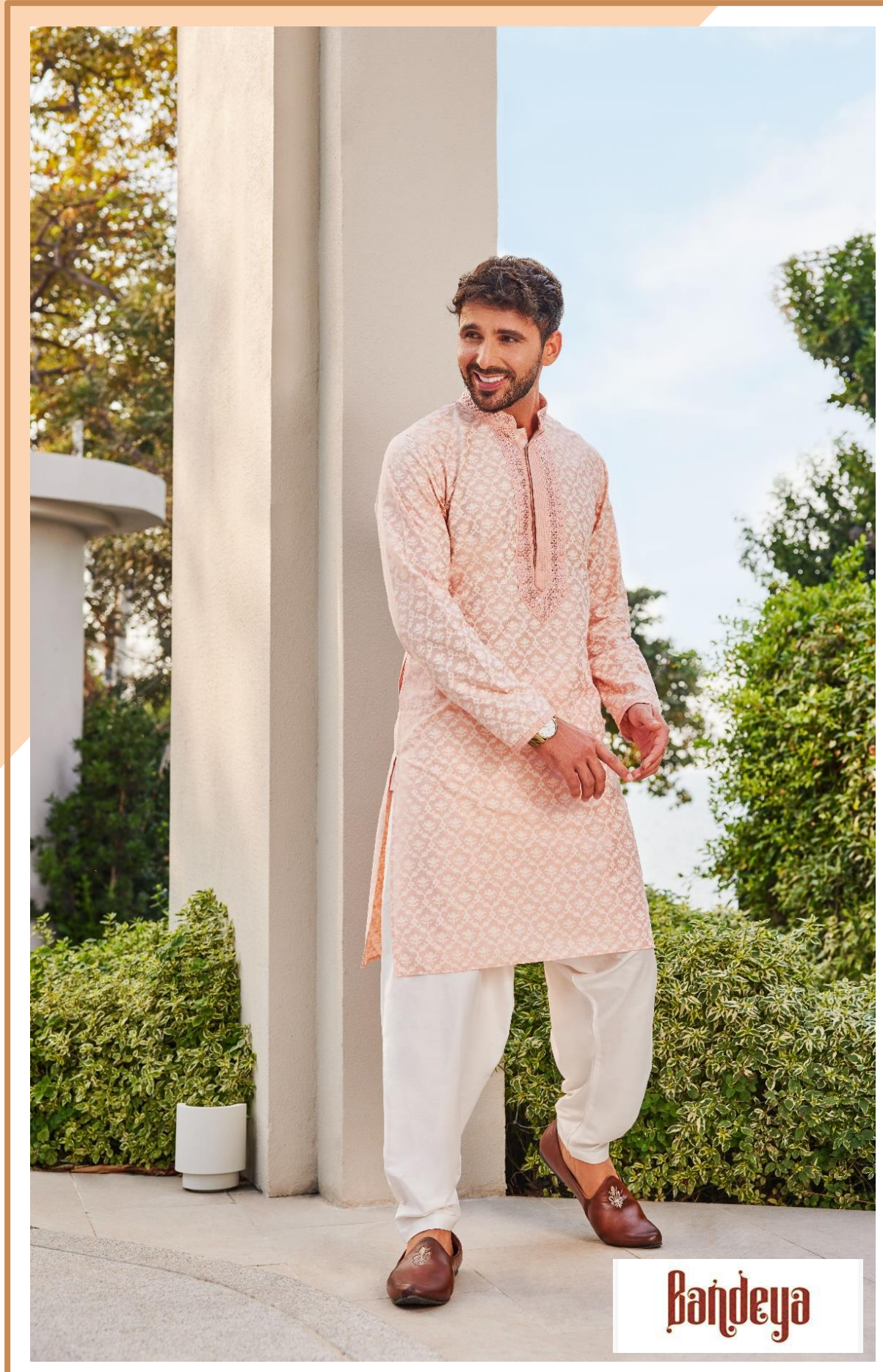
EBITDA



PBT



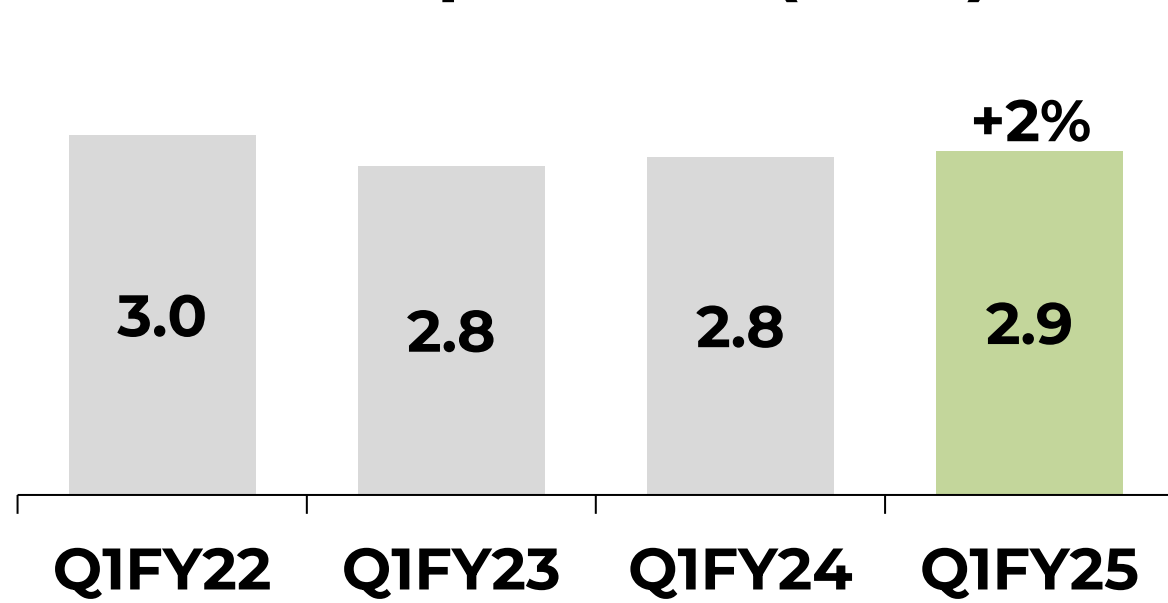
QUARTERLY TREND (GAAP)



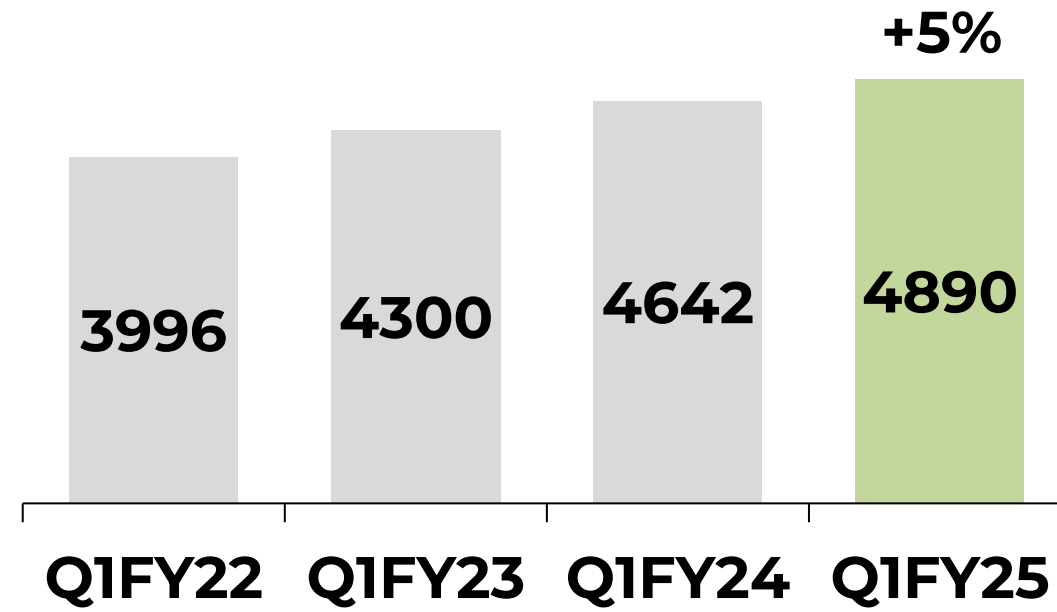
OPERATIONAL KPIs

(Offline Only)

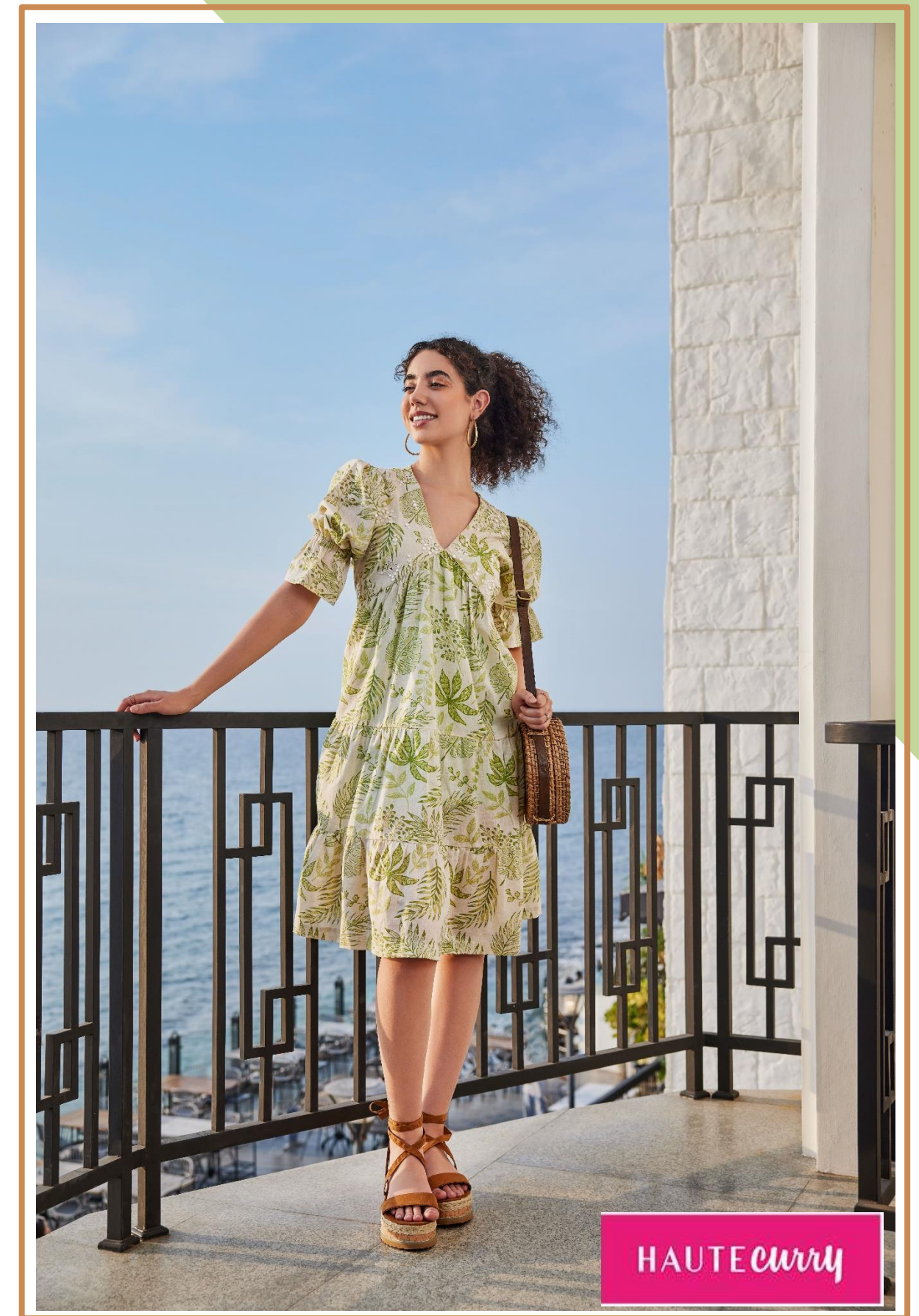
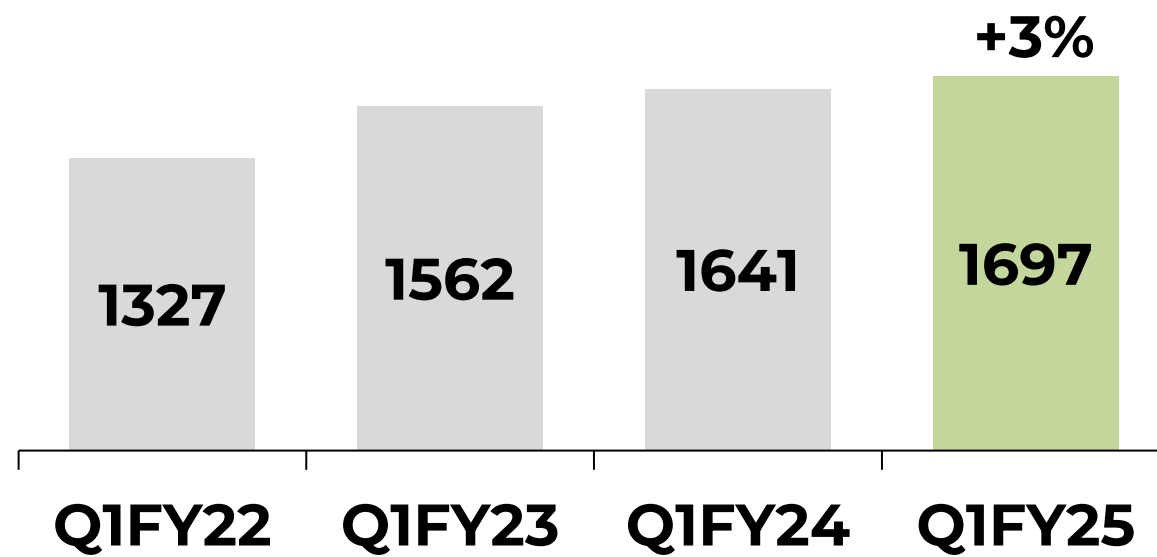
Items per Txn. (Nos.)



ATV (Rs/-)



ASP (Rs/-)



Driving Growth through Premiumisation

- Premium Brands contribution on rise YoY, 57% Vs 54%
- New launches/exclusive to Shoppers Stop
 - **Apparels**- Armani Exchange, GANT, GAP, True Religion, Elle, Saundh, Salt Attire
 - **Non Apparels**
 - Sunglasses –Tom Ford, Prada, Dior, Versace, Gucci
 - Launched in 5 Stores and 5 Stores WIP
 - Watches-Aigner, Seiko
 - Footwear-Ecco, Buggati, Adidas Originals, Vizzano
- Opened High end **Coffee shops** in 3 Stores
- 2 **Premium Concept stores** to be launched in Delhi and Mumbai



Elevate your look with
LUXE
SUNGLASSES
from
SHOPPERS STOP

Grab yours now at select stores.

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01

KEY HIGHLIGHTS

02

STRATEGIC
PILLARS

03

FINANCIALS



Sirategic Pillars



FIRST CITIZEN

SHOPPERS STOP
FIRST CITIZEN CLUB NOW 10 MILLION STRONG.

CELEBRATING 10 MILLION FIRST CITIZEN MEMBERS

Be the celeb in our celebration.

Sales contribution

First Citizen	Total Mix%	Gr%	Repeat%	Gr%
Overall Sales	80%	Flat	67%	50 bps

Black Card Members

- Contribution 14% to Overall Sales
- Sales Growth +5%

Customer Engagement

- Personalized campaigns had 4X response
- Customer engagements through innovative master classes viz; Lipstick making and Watch assembling
- Loyalty redemption sale has increased by 9% in Q1 vs LY
- Black card renewal rate for Q1 is at 76%

PRIVATE BRANDS

Aspirational Fashion at Affordable Prices

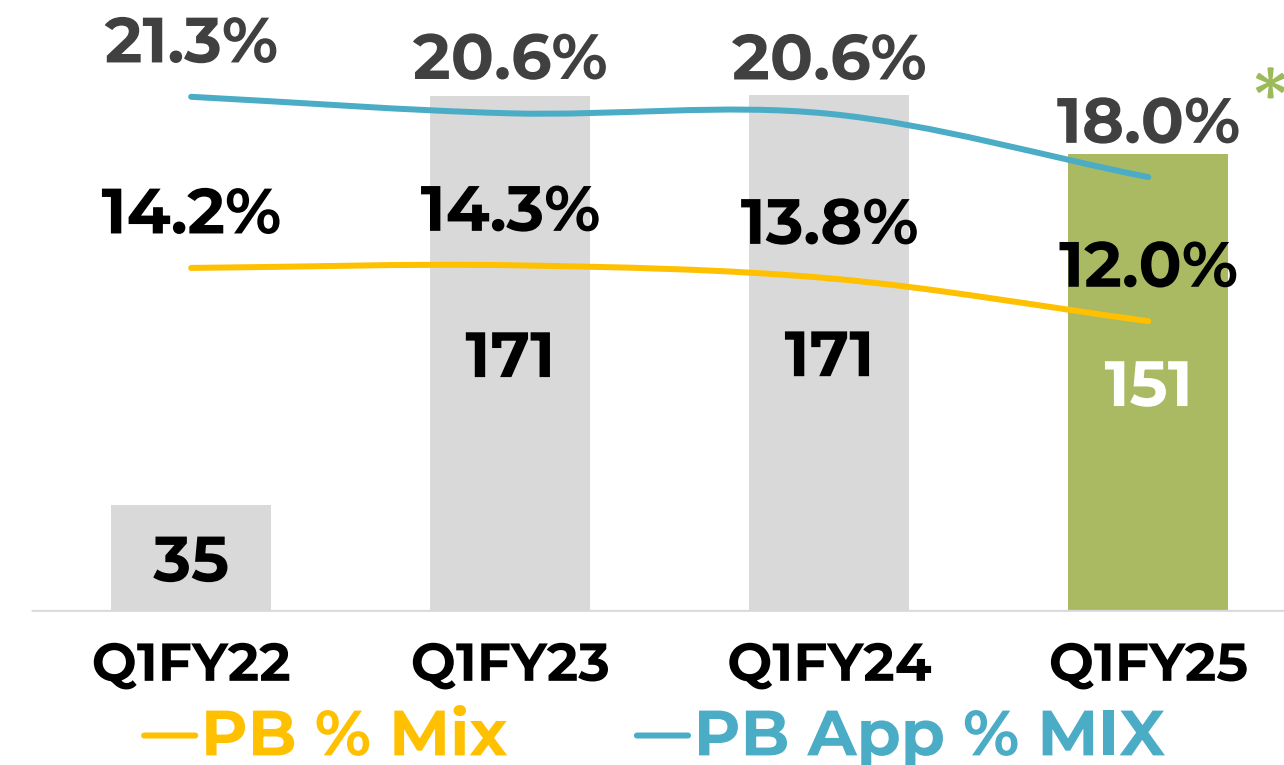


Sales

Rs.151 Crs

- PB Contribution
 - Overall 12%
 - Apparels 18%
- Better full price Sell thru for SS24
- Competitive Prices besides Clear Brand positioning
- Reduction in Inventory by Rs 21 Crs QoQ and YoY Rs 65 Crs
- To drive productivity by Brand consolidation/Space rationalisation

Sales and Contribution %



* 1.1 % reduction on account of Brands discontinuation and space rationalisation

INTUNE BUSINESS



Key Insights

- Healthy Mix of Kidswear and Indianwear
- Increased contribution from Western Womenswear
- Range expanded in Junior Kids (1-2 years)
- Stores increased to 31, with presence in 14 cities (5 cities added during the quarter)

KPIs

- Sale of Rs 35 Crs in Q1
- SPSF circa Rs 11K psf for Stores opened till Mar'24, Including Highstreet stores with low rentals
- Strong Full price Sell Thru at 75%+ in SS24
- Conversion at 33% with Sustained Items per Ticket (IPT)

Cluster based expansion, On track to add 80 stores

Store count

Region	Market	As On Mar24	Q1 Additions	As On Jun24
South	AP/TL	7		7
	Karnataka	5		5
	Kerala	1	1	2
	Total	13	1	14
West	Maharashtra	6	1	8
	Gujarat	3	5	7
	Total	9	6	15
North	NCR		2	2
Grand Total		22	9	31

Expansion

- Added 9 Stores during the quarter, Entered 5 new cities
- Presence in 14 cities
- Stores planned in Q2-20, Total 51 stores by Sept end
- Store Fit-out period reduced from 90 days to 60 days

INTUNE

Growing consumption through engagement, expression and education

BEAUTY

Sales **Rs. 241 Crs.** **+12%**
 Rs. 212 Crs. **+5% (excl. Distribution)**
 Fragrance **+19%**

- Customer engagement and education through
 - 239K Makeovers, Conversion 56% and Sales generated Rs 45 Crs
 - 182 Master Classes and Influencer events
 - 4 Beauty Soiree event with HNI's and Influencers

- Launched Brands across Fragrance and Makeup categories viz;

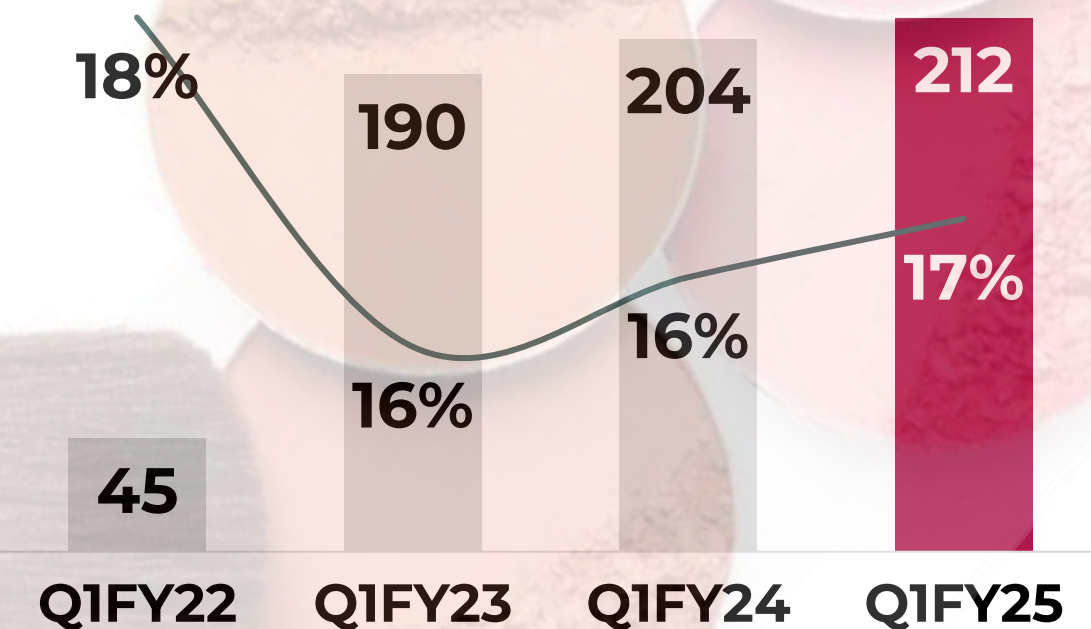
Makeup	Fragrance	Personal Care
- MAC's lipstick range "Macximal"	- Tom Ford	- Vedix
- Lovechild by "Masaba"	- Kate Spade	- Fre
-Typsy, Maxy Factor		- Pahadi Local

- New Store Launched
 - 4 MAC Shop In Shops Launched, Increasing penetration in Tier 2 cities

Beauty Business Network

Offline	Count
Department stores	114
EBOs (incl. SSBeauty)	87
Shop-in-shop	61
Online	
Shoppersstop.com	SSBeauty.in
ELCACosmetics.in	Amazon

Sales and Contribution %



BEAUTY DISTRIBUTION



“ARMANI” @MGF Saket, New Delhi



“CLARINS” @Salt Lake, Kolkata

Sales

Rs. 39 Crs

- Brands portfolio expanded to 27 brands with **8 “Fragrance Brands”**
 - Armani, Ajmal, Reebok, Manchester United
 - FC Barcelona, Pepe Jeans, Woman’s secret and Gans
- Distribution network 444 POS
- Personalised Counters Launched in Department stores
 - ARMANI 5 Locations
 - CLARINS 52 Locations

Armani Si India Launch



SHOPPERS STOP शॉपर्स स्टॉप

EXPANSION

Store Count		Additions	
Format	Planned In FY25	Actual In Q1	As On 30 th Jun'24
Department	15	2	114
Beauty			
SSBeauty	15		13
Brands	12		74
INTUNE	80	9	31
HomeStop	7		7
Airport			20
Total	129	11	259

Area	4.4M sq.ft.
City Presence	Added 3 in Q1; Total 65
Capex and Deposits	Rs 45 Crs

MOHALI



Mohali Walk

DIMAPUR



HomeStop CHENNAI (Renovated)



Surai (Renovated)



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KEY HIGHLIGHTS

02

STRATEGIC
PILLARS

03

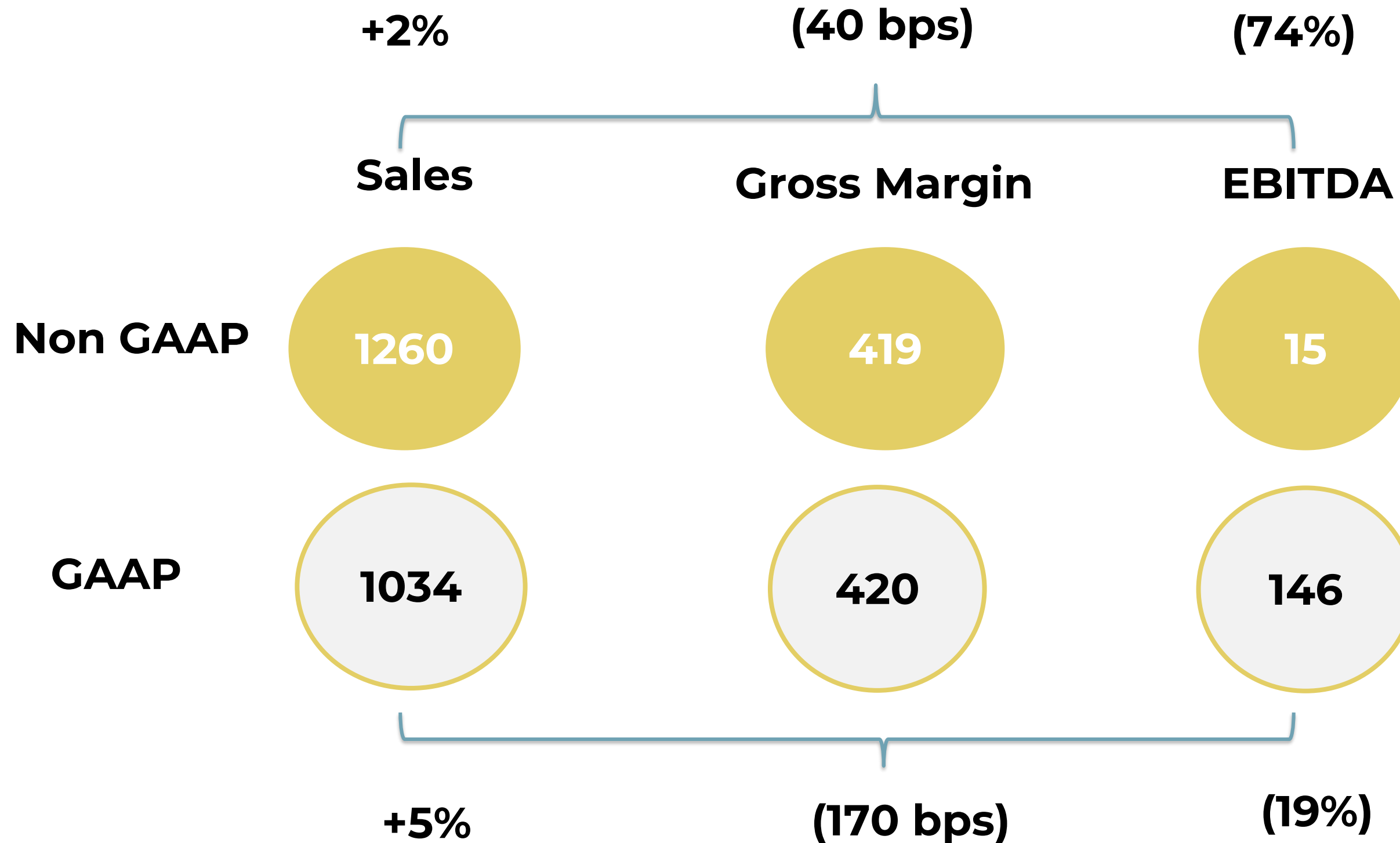
FINANCIALS



Life

KPI PERFORMANCE – Q1

Vs Q1 FY24 (Rs Crs)



FINANCIALS Q1 FY25

Particulars	Non - GAAP Financials			GAAP Financials			
	Rs. in Crs.	FY25	FY24	Gr%	FY25	FY24	Gr%
Gross Revenue		1260	1241	2%	1163	1103	5%
Net Revenue		1113	1093	2%	1034	982	5%
Other Income		22	24	-10%	4	7	-51%
Total Revenue		1134	1117	2%	1037	989	5%
Margin		419	416	1%	420	415	1%
Margin%		37.7%	38.1%	-40 Bps	40.6%	42.3%	-170 Bps
Operating Exp.		426	382	12%	278	243	14%
EBITDA		15	58	-74%	146	180	-19%
Depreciation		35	32	10%	117	105	11%
Finance Cost		3	3	-15%	60	54	12%
PBT		-22	23	-196%	-31	20	-254%

Previous years numbers are regrouped/rearranged wherever necessary



STOP
AT NOTHING

BALANCE SHEET (Non-GAAP)

Particulars (Rs. In Crs.)	Jun'24	Mar'24
Net worth	769	785
Loan Fund	156	125
Total Liabilities	924	910
Fixed Assets + Lease Deposit	869	864
Investments	59	59
Inventory*	1666	1617
Other Assets	575	552
Total Current Assets	2134	2070
Trade Creditors Goods*	1766	1678
Others	479	503
Total Current Liability	2245	2181
Net Current Assets	-111	-111
Total Assets	924	910

Previous years numbers are regrouped/rearranged wherever necessary

*Includes ROR Inventory of Rs 1,140 Crs and Creditors of Rs 1,552 Crs in FY25 and Inventory of Rs 1,110 Crs and Creditors of Rs 1,475 Crs in FY24



Net Cash	Rs. in Crs
Cash & Investments	17
Loan	156
Net	138

CASH FLOW

Particulars	Jun'24	Mar'23
Cash Profit from Operations (after tax)	15	222
Changes in Working Capital	18	-51
Cash generated from Operations	32	170
Fixed Assets /Reduction in Capex Creditors*	-61	-211
Cash generated from Operations	-28	-40
Redemption of Investments (Net)	0	43
Cash post Investing Activities	-28	3
ESOP	0	10
Interest & Finance Cost	-2	-3
Loans Repayment	31	21
Net Increase/(decrease) in Bank Balance	1	30

*Includes Security Deposit of Rs. 15 Crs for New stores



WAY FORWARD

Outlook

- K-Shaped growth witnessed, Luxury/Premium and Value fashion outgrowing
- Economic growth to sustain, enabling increase in affluent household
- We expect stronger demand during festive season, driven by lesser disruptions and higher weddings
- Expectations of Better Monsoon, Favorable Budget may influence near term growth
- Commodity prices continues to be benign, may negate any price increases in the short term
- **Under indexed Value retail should augment leapfrog growth, particularly shifting from Unorganized to organized sector**
- Digital evolution to lead consumer behaviour, predict trends, and offer tailored products and services.

Priorities

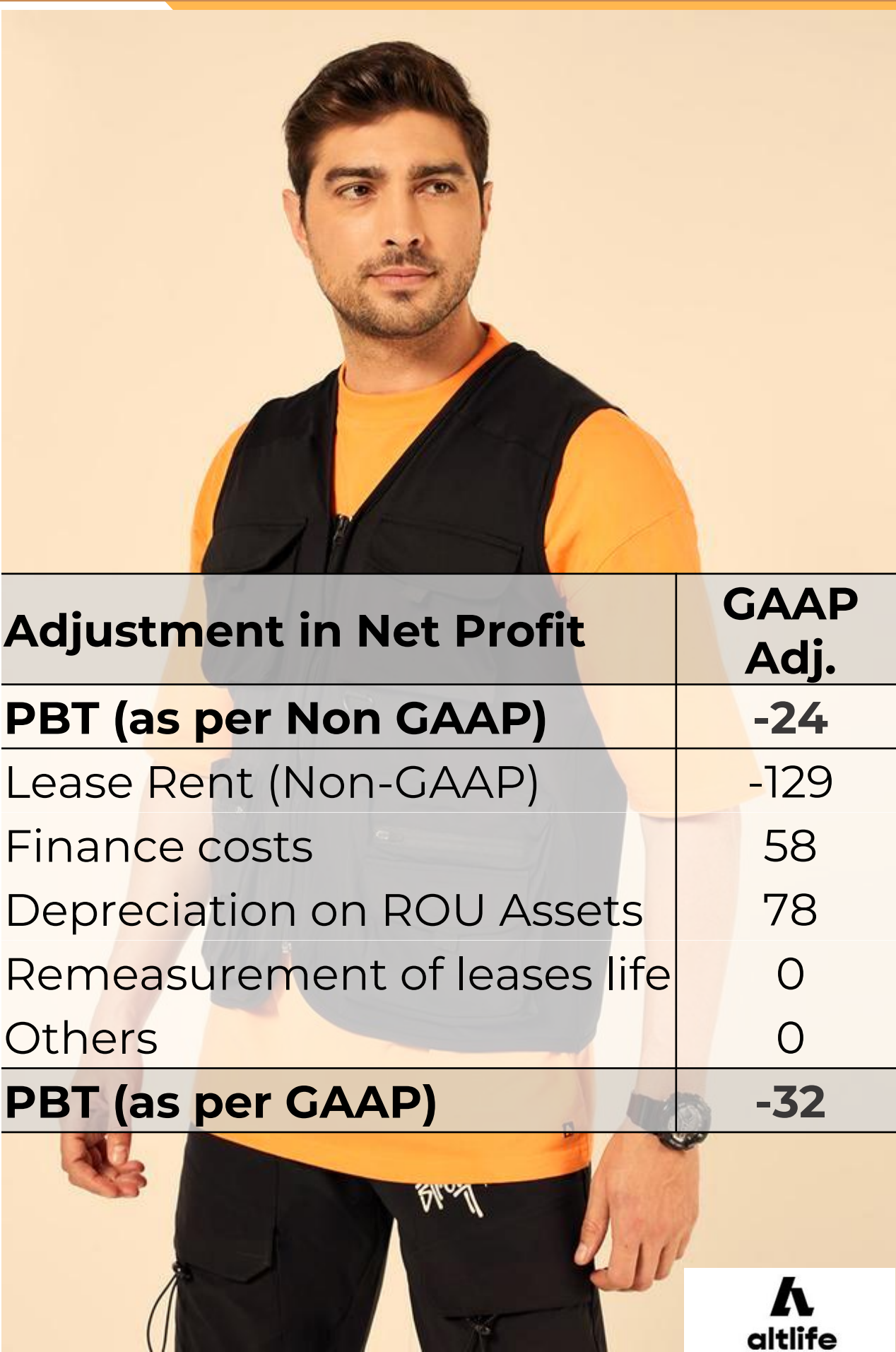
- Focus on “Festive Demand” through Intense Marketing Campaigns and Experiential services
- Drive Wedding gifting with 47 Wedding Days in H2 Vs 14 in H1
- Explore opportunities to expand INTUNE beyond the present geographies
- Drive higher growth in Beauty through Engagement and Expanding distribution portfolio
- Drive Premiumisation by onboarding International brands across categories
- Private Brand to drive higher productivity and margins
- Rationalization of Costs to improve margins. Reduce inventory to improve the cashflow
- Step up investments on long-term strategic priorities- i.e. INTUNE, Beauty

ANNEXURES


FINANCIALS Q1 FY25

Particulars	Non GAAP			GAAP		
	FY25	FY24	Gr%	FY25	FY24	Gr%
Gross Revenue	1260	1241	2%	1163	1103	5%
Net Revenue	1113	1093	2%	1034	982	5%
Other Income	22	24	-10%	4	7	-51%
Total Revenue	1134	1117	2%	1037	989	5%
Margin	419	416	1%	420	415	1%
Margin%	37.7%	38.1%	-40 Bps	40.6%	42.3%	-170 Bps
Operating Exp.	426	382	12%	278	243	14%
EBITDA	15	58	-74%	146	180	-19%
Depreciation	35	32	10%	117	105	11%
Finance Cost	3	3	-15%	60	54	12%
PBT	-22	23	-196%	-31	20	-254%
Exceptional Item/OCI	2	4	-51%	0	0	200%
PBT(Adj.)	-24	19	-228%	-32	20	-256%
Tax	-9	5	-265%	-9	5	-265%
PAT	-15	13	-214%	-23	15	-253%

Previous years numbers are regrouped/rearranged wherever necessary



Adjustment in Net Profit	GAAP Adj.
PBT (as per Non GAAP)	-24
Lease Rent (Non-GAAP)	-129
Finance costs	58
Depreciation on ROU Assets	78
Remeasurement of leases life	0
Others	0
PBT (as per GAAP)	-32





259
Stores

10.1 Mn
FIRST CITIZENS

800+
BRANDS

12% Mix
PRIVATE BRANDS

17% Mix
BEAUTY

4.4 M
SQUARE FEET
AREA

65
CITIES

12.1 Mn
CUSTOMER ENTRY in Q1

20.5K⁽¹⁾
TALENT POOL

DISCLAIMER

Certain statements in this release concerning our future growth prospects are forward-looking statements within the meaning of applicable securities laws and regulations, and which involve number of risks and uncertainties, beyond the Control of the company, that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding Fluctuations in earnings, our ability to attract and retain highly skilled professionals, political instability, legal cost advantage, wage increases, our ability to attract and retain highly skilled professionals, political instability, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and General economic conditions affecting our industry.

Shopper's Stop Ltd. may, from time to time, make additional written and oral forward looking statements, including our reports to shareholders. The Company does not undertake to update any forward-looking statement that may be made from time to time by or on behalf of the company. The Company also expects the media to have access to all or parts of this release and the management's commentaries and opinions thereon, based on which the media may wish to comment and/or report on the same. Such comments and/or reporting maybe made only after taking due clearance and approval from the Company's authorized personnel. The Company does not take any responsibility for any interpretations/ views/ commentaries/reports which may be published or expressed by any media agency, without the prior authorization of the Company's authorized personnel.