

SEC/66/2024-25

July 25, 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: Changes in Senior Management Personnel's: (i) Appointment of Mr. Jiten Mahendra as Customer Care Associate, Chief Marketing and Communication Officer and (ii) Resignation of Ms. Shwetal Basu as Customer Care Associate, Chief Marketing and Communication Officer.

Ref: Disclosure under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015

Pursuant to Regulations 16 (1) (d) and 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby inform you the changes in the Senior Management Personnel (SMP) of the Company, as follows:

- (i) Mr. Jiten Mahendra has been appointed as the Customer Care Associate, Chief Marketing and Communication Officer of the Company w.e.f. July 25, 2024.
- (ii) Ms. Shwetal Basu has tendered her resignation as the Customer Care Associate, Chief Marketing and Communication Officer of the Company on July 25, 2024. For a smooth transition, she will be serving her notice period till September 30, 2024. She is resigning to pursue further career opportunities.
- (iii) A copy of the resignation letter of Ms. Shwetal Basu, Customer Care Associate, Chief Marketing and Communication Officer, is being annexed herewith as **Annexure A**.

We enclose herewith brief details of the aforesaid appointment and resignation as prescribed under Listing Regulations read with SEBI circular SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023 as **Annexure B**.

We request you to take the above information on record.

Thank 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.
T 022- 42497000 CIN : L51900MH1997PLC108798. Email : customercare@shoppersstop.com Website: www.shoppersstop.com
Toll Free No.:1800-419-6648 (9 am to 9 pm).

July 25, 2024

To,

Mr. Kavindra Mishra
MD & CEO, Shoppers Stop Limited

Subject: Resignation Letter

Dear Kavindra,

I hope this letter finds you well.

With reference to the discussion had with you, I hereby resign from my position as Customer Care Associate, Chief Marketing and Communication Officer of Shoppers Stop Ltd, to pursue further career opportunities. As discussed, to ensure a smooth transition, I will be serving my notice period till 30th September 2024.

As discussed, I request you to accept my resignation and relieve me of my duties on the 30th September, 2024.

I am thankful for the experiences and professional growth that Company has provided me during my tenure. I would like to express my gratitude to you, the leadership team, and all my colleagues for their support and collaboration throughout my time here.

Wishing Shoppers Stop Limited all the very best in its future endeavors!

Regards,



Shwetal Basu

Received
R.M.
25/7/2024

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Annexure- B

Details under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. SEBI/HO/CFD/CFD- PoD-1/P/CIR/2023/123 dated July 13, 2023

Particulars	Appointment	Resignation
Name	<ul style="list-style-type: none"> Mr. Jiten Mahendra 	<ul style="list-style-type: none"> Ms. Shwetal Basu
Reason for change viz. appointment, re-appointment, resignation, removal, death or otherwise;	<ul style="list-style-type: none"> Appointment of Mr. Jiten Mahendra as Customer Care Associate, Chief Marketing and Communication Officer of the Company and Designated as Senior Management Personnel (SMP) 	<ul style="list-style-type: none"> Resigned to pursue further career opportunities.
Date of appointment/ re-appointment / cessation (as applicable) & term of appointment/ re-appointment	<ul style="list-style-type: none"> July 25, 2024 Term of appointment is not applicable since he is in full time employment with the Company 	<ul style="list-style-type: none"> Resigned on July 25, 2024. She will she will be serving her notice period till September 30, 2024 (date of cessation). Term of appointment is not applicable.
Brief profile (in case of appointment);	<p>Mr. Jiten Mahendra brings over 20+ years of rich and diverse experience spanning industries such as Fashion Retail, EdTech, Automobiles, Paint, Pharma, and FMCG. He has been associated with esteemed organizations and brands like BYJUS, MAX Fashion - Landmark Group Dubai, Mahindra & Mahindra Auto Ltd. and many more. In his most recent role, he served as the Chief Marketing Officer at Ample (Retail Businesses + B2B + P&L Ecom), leading the marketing efforts for premium brands like Imagine (Apple, BOSE, ASICS, Under Armour).</p> <p>A seasoned professional, Jiten possesses extensive expertise in building digital ecosystems, e-commerce, CRM, analytics, new product development and launches, and integrated go-to-market strategies. His proficiency extends to digital strategy, loyalty programs, e-commerce, market research, strategic business planning, P&L management, brand development,</p>	Not Applicable

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	<p>and media/advertising. Jiten has successfully created multiple branded intellectual properties, such as Elite Model Look (Elite Europe), Max Kids Festival (Disney), Max Design Award (Elle Magazine), and BNSPT for BYJUS.</p> <p>Jiten holds a Bachelor's degree in Commerce from Mumbai University and pursued his PGEMP (Product Management & Marketing Strategy) from SP Jain Institute of Management Studies, Mumbai.</p>	
Disclosure of relationships between directors (in case of appointment of a director)	<ul style="list-style-type: none">• Not Applicable	<ul style="list-style-type: none">• Not Applicable

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