

SEC/040/2015-16

August 7, 2015

To,

BSE Limited  
Mumbai Samachar Marg,  
Fort, Mumbai - 400 001.

**Stock Code : 532638**

Dear Sirs,

**Sub : Tie-up with Snapdeal**

Pursuant to provisions of Clause 36 of the Listing Agreement, please be informed that, the Company has announced a tie-up with Snapdeal to open a virtual departmental store as an anchor on snapdeal.com which is a market place. Please note that shopperstop.com is already an operational website for customers to shop. The new arrangement is only an extension of the current website.

We refer to your e-mail received today in this regard. We wish to clarify that the virtual departmental store on snapdeal.com is similar in function, that of an anchor store, to a physical departmental store which we normally open with any property owner, where the physical departmental store plays the role of an anchor store in the mall.

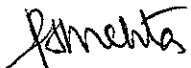
As you are aware we have always informed the exchanges of such openings post the opening of the store.

We hope this clarifies your query.

We request you to kindly take the same on record.

Thanking you,

Yours truly,  
For Shoppers Stop Limited.

  
Prashant Mehta  
Vice President - Legal &  
Company Secretary