



SHOPPERS STOP

START SOMETHING NEW

Quarter ended 30th September 2017



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 a 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 manage growth, intense competition including those factors which may affect our 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.



Business Overview

❖ New Stores

- 1 SS Department format store opened at R-Cube Mall Delhi during this quarter & 1 SS Department format store closed at Shyamala Mall Chennai.
- 3 MAC Standalone stores opened at Pavillion Mall Pune , Fun Republic Mall - Lucknow and Sea Wood Mall -Navi Mumbai during this quarter.

❖ Loyalty Program

- First Citizen members club has crossed 50.26 lacs members. Their contribution to sales was 76% for the year.

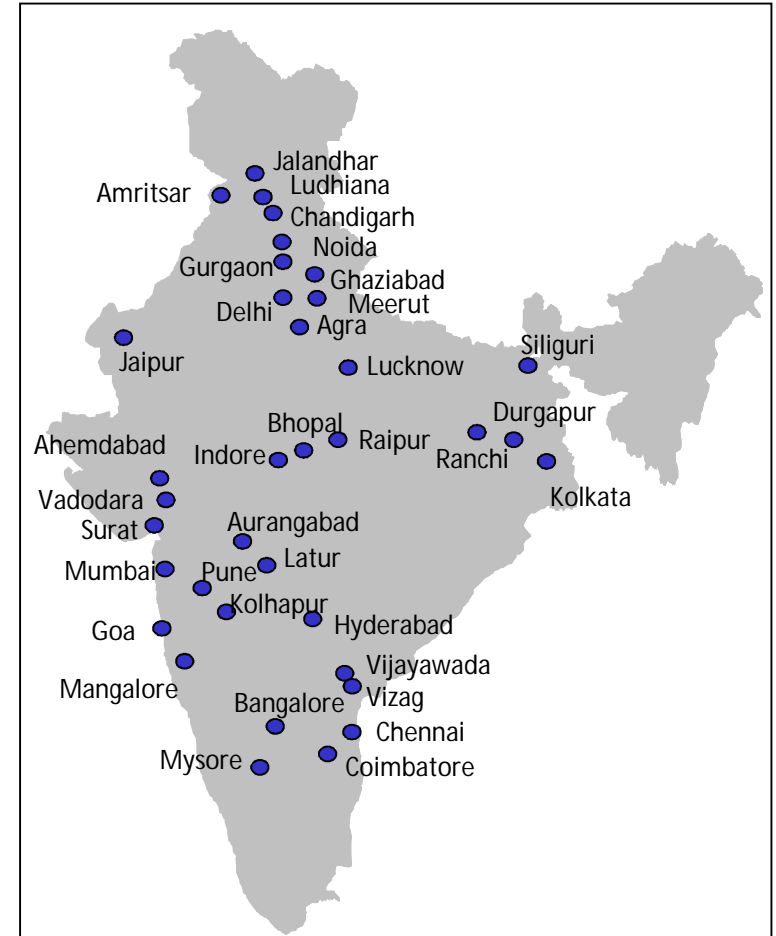
❖ Award

- Shoppers Stop was awarded by "Bureaucracy Today " with " CSR Excellence Award (For Energy Reduction) 2017".
- Crossword Bookstores has won the " HR Impact Award – First Runner's up " at the Retail HR Awards 2017 hosted at Manning Retail.



Our Presence and still expanding...

City	SS Dept.	Crossword	Home Stop	MAC/Estee/ Bobbi Brown	Hypercity	Total
Amritsar	1			3	1	5
Bangalore	11	5	4	10	4	34
Chennai	2	1	1	5		9
Delhi	5	1	1	12		19
Gurgaon	2			4		6
Hyderabad	5	4	1	4	3	17
Jaipur	3				1	4
Kolkata	5	3		6		14
Lucknow	1	1	1	1		4
Mumbai	8	21	3	21	3	56
Noida	2			5	2	9
Pune	4		1	7		12
Ghaziabad	2					2
Siliguri	1	1				2
Durgapur	1					1
Bhopal	1				1	2
Ludhiana	1			1		2
Aurangabad	1					1
Indore	1					1
Vijayawada	1	1	1			3
Mysore	1					1
Latur	1					1
Ahmedabad	2		1		1	4
Jalandhar	1					1
Coimbatore	1		1			2
Chandigarh	1		1	2		4
Surat	1			2		3
Kalyan	1	1				2
Thane	2	2		2	2	8
Agra	1					1
Vadodara	1				1	2
Raipur	2	1				3
Mangalore	2	1				3
Vizag	1					1
Meerut	1					1
Kolhapur	1					1
Goa	1					1
Ranchi	1					1
Total	80	43	16	85	19	243



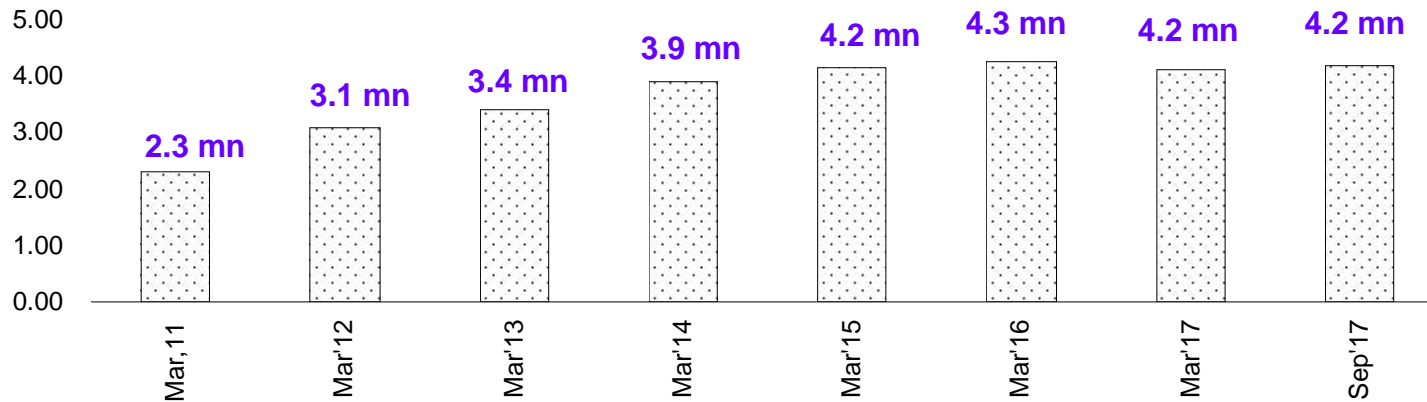
➤ More than 5.8 million sq. ft. area, across 38 cities

As on 30th Sep 2017



Existing Stores

Shoppers Stop Store Space ramp-up (Sq. ft. in mns.)



Store Area as on 30th Sep, 2017

Chargeable Area (Sq.ft.)

Shoppers Stop	3,853,118
Specialty Stores	323,436

Total Store Area	4,176,554
	=====
Crossword	95,668
Hypercity	1,332,636
JV Companies	194,199

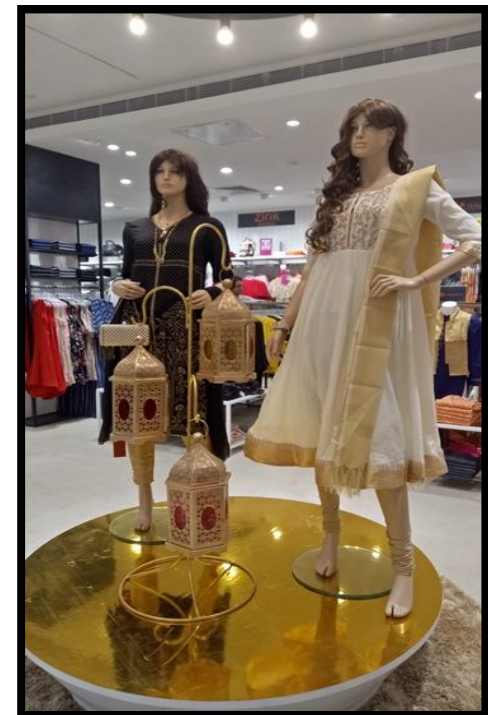
Total Group	5,799,057
	=====

New Store Opened

Location : R Cube Mall Delhi

Opening Date : 02nd September 2017

Chargeable Area : 57,824 sq .ft.





Key Financial Highlights – Q2-2017-18

- **Sales Growth:**

Shoppers Stop department stores : (6.5)%
All formats : (5.8)%

- **LTL Sales Growth:**

Shoppers Stop department stores : (5.5)%
stores > 5 years : (8.4)%
stores < 5 years : 1.7 %

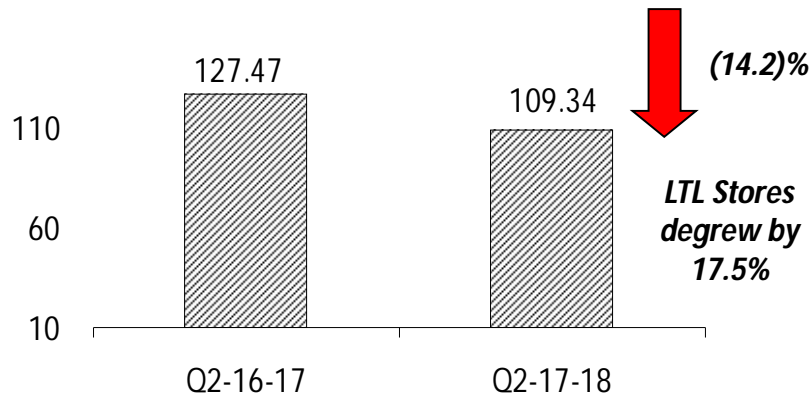
- **Sales Per Sq.ft. on chargeable area (Built up sq.ft.) :**

Shoppers Stop department stores : **Rs 2,332 (LY Rs. 2,379)**

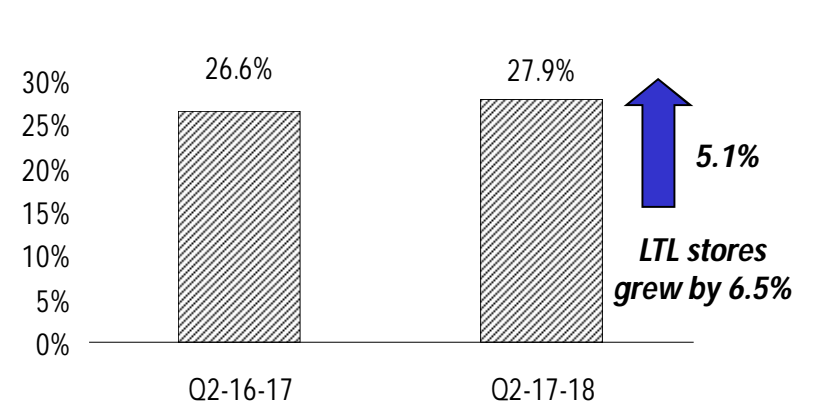


Operational Indicators – Q2-2017-18

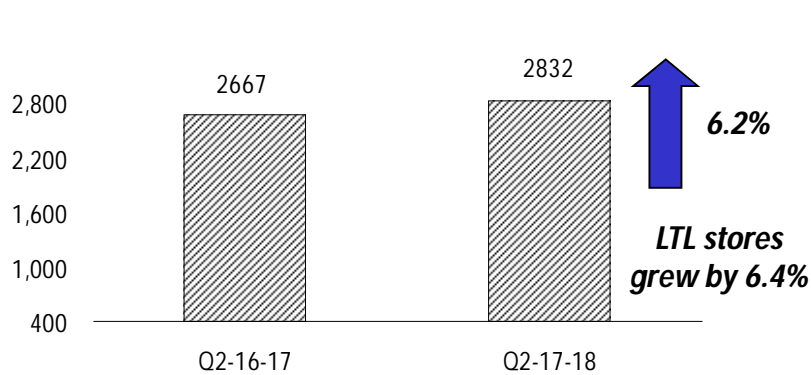
Customer Entry (figures in lacs.)



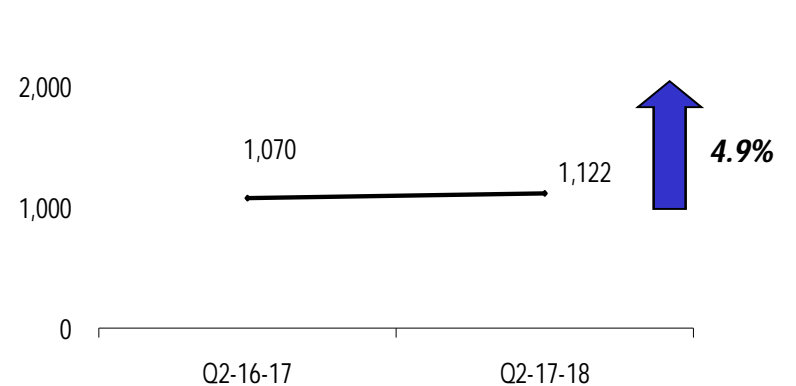
Conversion Ratio (%)



Transaction Size (Rs.)



Average Selling Price ("ASP")

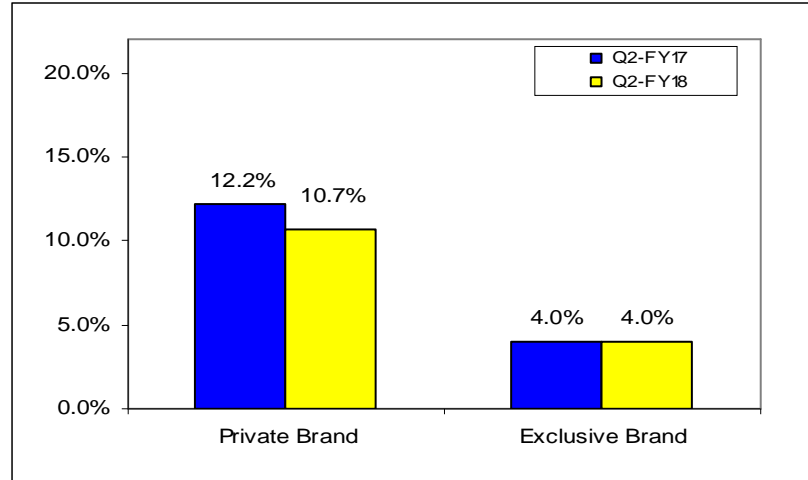


LTL Volume **(10.4%)**



Merchandise Mix – Q2-2017-18

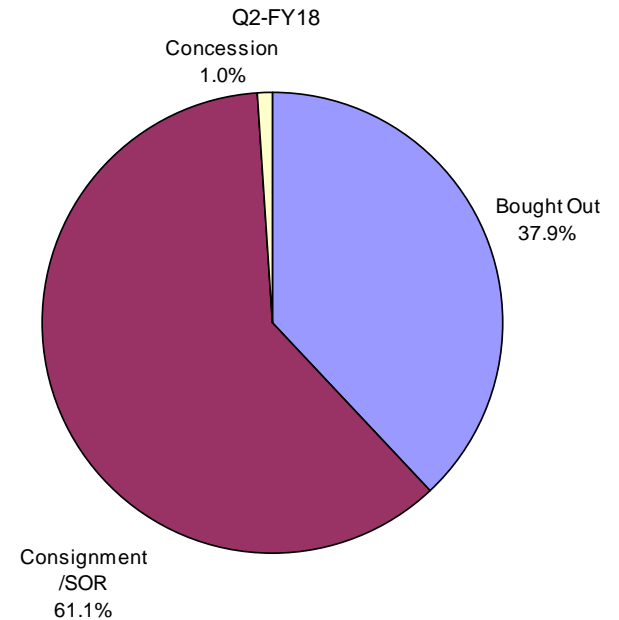
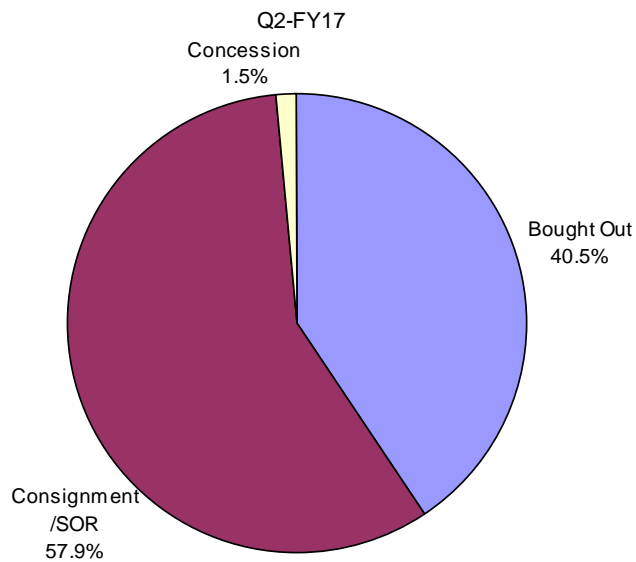
Private & Exclusive Brand Mix



• *Private Label Sales increased by 6.3%.*

• *Private Label sales mix decreased by 1.5%*

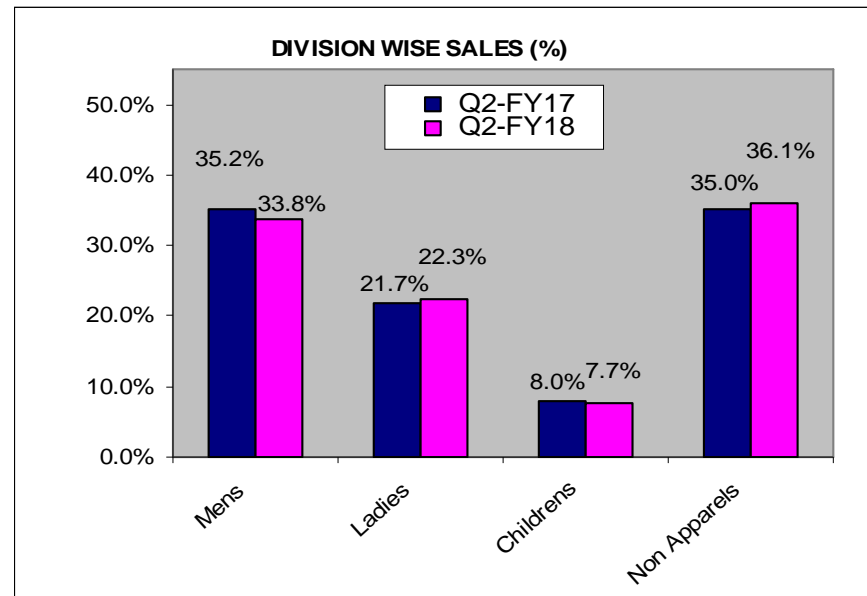
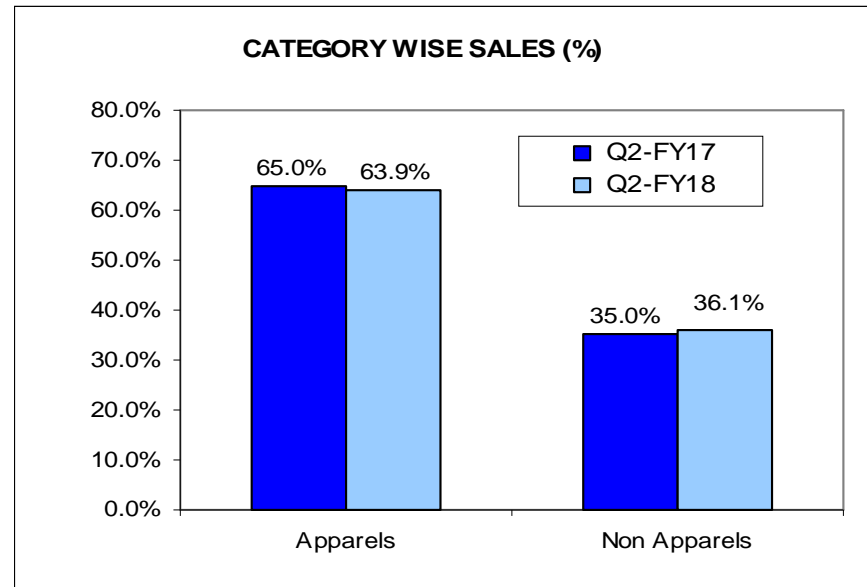
Merchandise Buying Model



Revenue Mix – Q2-2017-18



- Non Apparel consists of Home, Leather, Watches, Jewellery, Electronics and Personal accessories



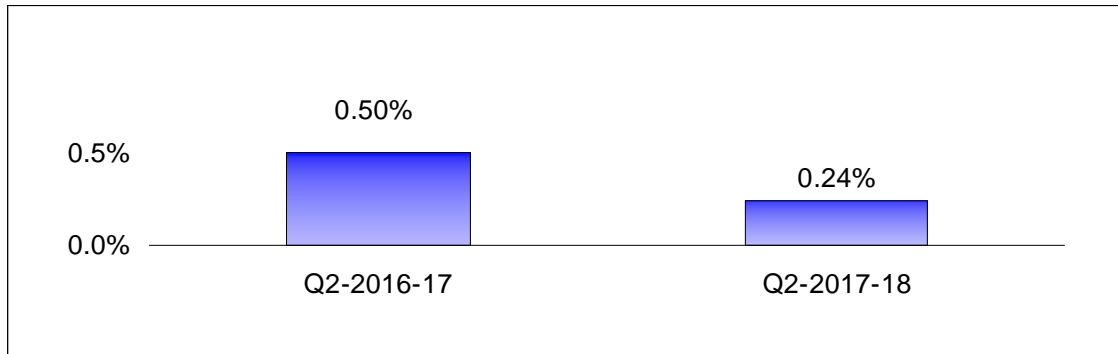


Operational Efficiency Q2-2017-18:

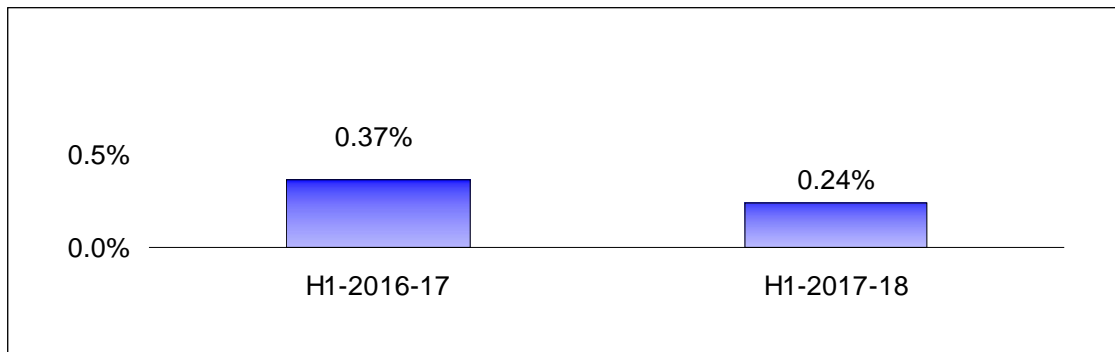
Shrinkage as % of Gross Retail Sales

(SS Dept. Stores)

Q2-2017-18



H1-2017-18





Financial Summary – Q2-2017-18

Shoppers Stop Ltd.

Rs. in lacs

Particular	Q2-2017-18	Q2-2016-17
Retail Sales	100,188.9	106,312.6
Margin on Sales	33,013.7	34,905.3
Margin on Sales %	33.0%	32.8%
Other Retail Operating Income	1,125.1	1,632.2
Operating expenses	28,767.7	31,491.8
Operating expenses %	28.7%	29.6%
Operating Profit (EBIDTA)	5,371.0	5,045.7
Operating Profit (EBIDTA) %	5.4%	4.7%
Finance Charges (Net)	760.9	921.7
Depreciation	2,660.5	2,425.8
PBT	1,949.6	1,698.2
PBT%	1.9%	1.6%
Exceptional Items	3,378.7	-
PBT (After Exceptional Item)	(1,429.1)	1,698.2
PBT (After Exceptional Item) %	-1.4%	1.6%
Tax	751.8	629.4
PAT	(2,180.8)	1,068.9
Profit After Tax %	-2.2%	1.0%
Total Comprehensive Income	(2,210.8)	1,053.4
Total Comprehensive Income%	-2.2%	1.0%

↓ (6)%

↓ (5)%

↓ (9)%

↑ 6%

↑ 15%

Provision for diminution in value of investment in HyperCity Retail (India) Ltd.

Note : Figures have been regrouped for Presentation purpose.



Consolidated Financial – Q2-2017-18

Rs. in lacs

Particular	Q2-2017-18	Q2-2016-17	
Retail Sales	130,050.5	136,103.1	↓ (4)%
Margin on Sales	37,798.5	40,193.4	↓ (6)%
Margin on Sales %	29.1%	29.5%	
Other Retail Operating Income	3,772.4	5,036.0	
Operating expenses	37,253.9	39,971.8	↓ (7)%
Operating expenses %	28.6%	29.4%	
Operating Profit (EBIDTA)	4,317.1	5,257.5	↓ (18)%
Operating Profit (EBIDTA) %	3.3%	3.9%	
Finance Charges (Net)	1,997.0	2,154.6	
Depreciation	3,430.0	3,178.8	
PBT	(1,109.9)	(75.8)	
PBT %	-0.9%	-0.1%	
Share of Profit/(Loss) in Joint Ventures	11.2	(173.5)	
Tax	751.8	629.4	
Profit After Tax	(1,850.5)	(878.7)	
Profit After Tax %	-1.4%	-0.6%	
Total Comprehensive Income - Share of Owners of the Company	(433.5)	(49.2)	

Consolidation includes:

- Shoppers Stop Limited
- Hypercity Retail (India) Ltd..
- Crossword Bookstores Ltd.
- Timezone Entertainment Pvt. Ltd.
- Nuance Group (India) Pvt. Ltd.
- Gateway Multichannel Retail (India) Ltd

Note : Figures have been regrouped for Presentation purpose.

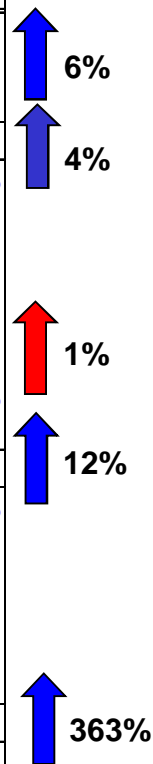


Financial Summary – H1-2017-18

Shoppers Stop Ltd.

Rs. in lacs

Particular	H1-2017-18	H1-2016-17
Retail Sales	203,589.7	192,480.8
Margin on Sales	66,692.7	64,356.8
Margin on Sales %	32.8%	33.4%
Other Retail Operating Income	2,496.7	3,331.2
Operating expenses	60,613.4	60,012.1
Operating expenses %	29.8%	31.2%
Operating Profit (EBIDTA)	8,576.0	7,675.9
Operating Profit (EBIDTA) %	4.2%	4.0%
Finance Charges (Net)	1,761.3	2,031.5
Depreciation	5,480.9	6,150.2
PBT (Before Exceptional Item)	1,333.8	(505.9)
PBT%	0.7%	-0.3%
Exceptional Item	3,378.7	-
PBT (After Exceptional Item)	(2,044.9)	(505.9)
PBT (After Exceptional Item) %	-1.0%	-0.3%
Tax	507.6	(218.4)
PAT	(2,552.5)	(287.5)
Profit After Tax %	-1.3%	-0.1%
Total Comprehensive Income	(2,556.0)	(288.0)
Total Comprehensive Income%	-1.3%	-0.1%



Provision for diminution in value of investment in HyperCity Retail (India) Ltd.

Note : Figures have been regrouped for Presentation purpose.



Consolidated Financial – H1-2017-18

Rs. in lacs			
Particular	H1-2017-18	H1-2016-17	
Retail Sales	264,081.7	249,635.8	↑ 6%
Margin on Sales	77,775.7	74,835.4	↑ 4%
Margin on Sales %	29.5%	30.0%	
Other Retail Operating Income	7,127.5	8,619.4	
Operating expenses	77,805.3	76,185.1	↑ 2%
Operating expenses %	29.5%	30.5%	
Operating Profit (EBIDTA)	7,097.9	7,269.7	↓ (2)%
Operating Profit (EBIDTA) %	2.7%	2.9%	
Finance Charges (Net)	4,185.1	4,459.1	
Depreciation	7,454.3	7,676.6	
PBT	(4,541.5)	(4,866.0)	↑ 7%
PBT %	-1.7%	-1.9%	
Share of Profit/(Loss) in Joint Ventures	82.8	(168.4)	
Tax	507.6	(218.4)	
Profit After Tax	(4,966.4)	(4,816.0)	↓ (3)%
Profit After Tax %	-1.9%	-1.9%	
Total Comprehensive Income - Share of Owners of the Company	(2,225.1)	(2,712.6)	

Consolidation includes:

- Shoppers Stop Limited
- Hypercity Retail (India) Ltd..
- Crossword Bookstores Ltd.
- Timezone Entertainment Pvt. Ltd.
- Nuance Group (India) Pvt. Ltd.
- Gateway Multichannel Retail (India) Ltd

Note : Figures have been regrouped for Presentation purpose.



Balance Sheet – SSL Standalone

Rs.in Lacs

PARTICULARS	UnAudited Sep'17	Audited Mar'17
Share capital	4,176	4,175
Reserves and surplus	68,657	71,900
Profit & Loss Account for the year		
Net Worth	72,833	76,076
Loan Funds	53,750	57,590
		-
Total Liabilities	126,583	133,666
Total Fixed Assets	65,840	65,220
Investment in Subsidiary Company	45,121	51,149
Lease Deposit	16,192	16,181
<u>Current Assets, Loans & Advances</u>		
Stock in Trade	31,930	35,277
Sundry Debtors	5,823	3,575
Loans & Advances	6,812	4,973
Cash & Bank Balance	6,000	503
Other Current Assets	15,023	6,263
Total Current Assets	65,587	50,590
<u>Current Liabilities and Provisions</u>		
Trade Creditors	42,624	33,019
Other liabilities and provisions	24,015	16,885
Total Current Liabilities	66,639	49,904
Net Current Assets	(1,052)	686
Deferred Tax	482	429
Total Assets	126,583	133,666

Particulars	H1-2017-18	2016-17
Debt Equity	0.74	0.76
Asset Turnover Ratio (Without Invt. In Group Co.)	2.48	4.91
Current Ratio	0.98	1.01

SSL Debt : 536 Cr
Hypercity Debt : 441 Cr

Note : Figures have been regrouped for Presentation purpose.



Cash Flow – SSL Standalone

Rs.in Lacs

Particulars	For the period ended 30th Sept 17
Operating Profit	8,098
Changes in Working Capital	6,580
Cash Generated from Operating Activities	14,679
Investment in SSL Fixed Assets & Deposit for stores	(5,521)
Investment in JV/ Subsidiary Companies	2,628
Net Cash Used for Investing Activities	(2,893)
Proceeds from issuance of share capital	62
Interest & Finance Cost (Net off)	(1,757)
Dividend and Dividend Distribution Tax paid	(754)
Increase / (Decrease) in Loans	(3,840)
Cash generated from Financing Activities	(6,289)
Net Increase/(decrease) in Bank Balance	5,497

Note : Figures have been regrouped for Presentation purpose.



HyperCITY

Something *Fresh* every day

FOOD HOME FASHION

Quarterly Performance – Q2 FY18



Key Highlights

- LTL Sales growth : (0.1%) [Ex-IB Growth : **2.3%**]
- LTL SPF Growth : 2.2%
- Food mix : 64.3% [LY: 63.3%]
- Gross Margin : 20.3% [Excl. slow moving inventory provision: 20.9%] [LY : 21.1%]
- LTL Opex growth : (2%)
- NWC : 4.3 wks [LY : 3.1 wks]
- Store operating profit : Rs. 41 lacs; [LY: 145 lacs]
- Company EBITDA : Rs. (1350) lacs; [LY: Rs. (57)* lacs]
- PAT : Rs. (2958) lacs; [LY: Rs. (1726) lacs]
- Total retail space 1.24 Mn sq ft (19 stores)



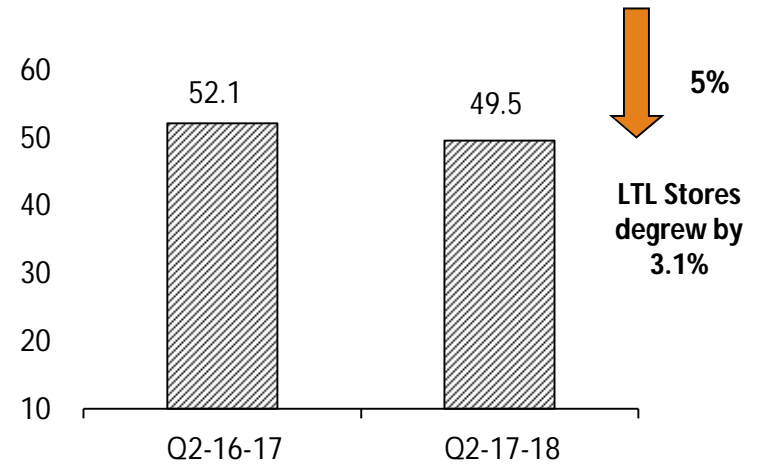
HyperCITY - Key Financials Highlights

- **Sales Growth:**
HyperCITY stores : **(2.1%)**
- **LTL Sales Growth :**
HyperCITY stores : **(0.1%)**
 - stores > 5 years : **(5.3%)**
 - stores < 5 years : **13.0%**
- **Sales Per Sq.ft. on chargeable area (Built up sq.ft.) :**
LTL level * : **Rs 2,519** (LY Rs 2,466)
Chain level * : **Rs 2,383** (LY Rs 2,370)

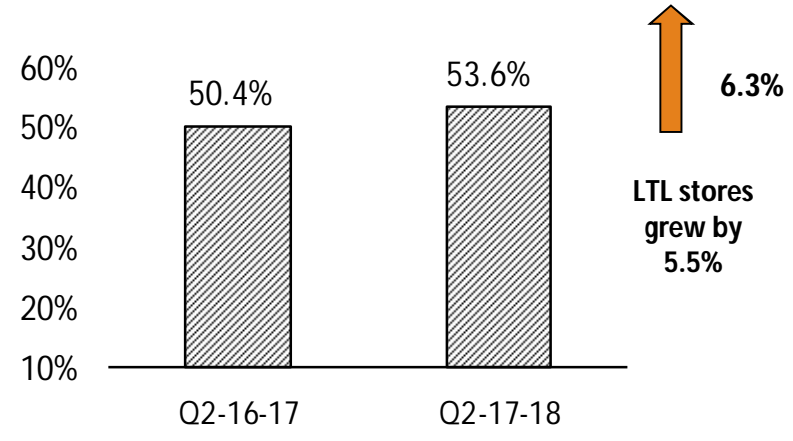
* LTL sales psf is after excluding concessionaire/ sub-lease area.

Operational Indicators – Q2 - 2017-18

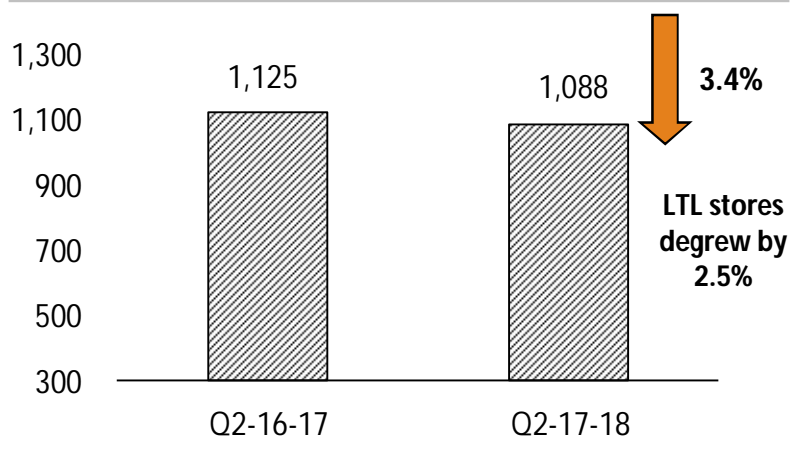
Customer Entry (figures in lacs.)



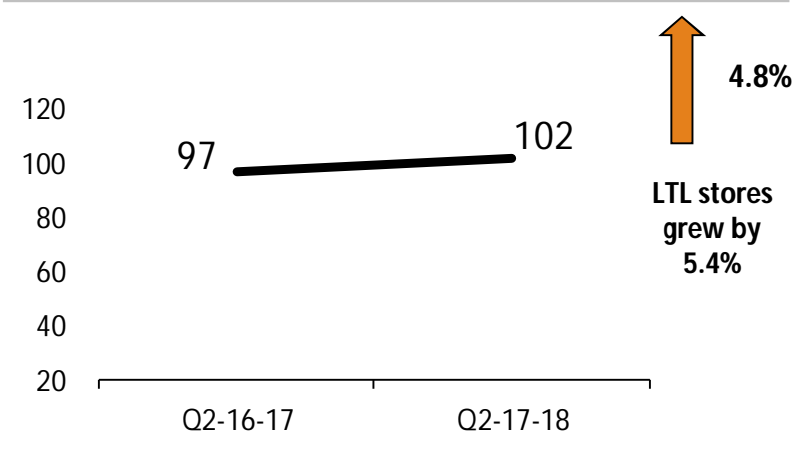
Conversion Ratio (%)



Transaction Size (Rs.)



Average Selling Price ("ASP")



LTL Volume 5.5%





HyperCITY Financials – Q2 - 2017-18

Rs.in lacs

Particular	Q2 FY18	% Sales	Q2 FY17	% Sales	Growth%
Retail Sales (Including GST)	28,870	100.0%	29,481	100.0%	-2.1%
Retail Sales (Net of GST)	25,637	88.8%	27,369	92.8%	-6.3%
Gross Margin	5,872	20.3%	6,230	21.1%	-5.7%
DC Cost	305	1.1%	273	0.9%	11.8%
Shrinkage	235	0.8%	158	0.5%	49.1%
Margin on Sales	5,332	18.5%	5,799	19.7%	-8.1%
Store Operating Expenses	6,068	21.0%	6,393	21.7%	-5.1%
Other Retail Operating Income	777	2.7%	739	2.5%	5.2%
Store EBIDTA	41	0.1%	145	0.5%	-71.5%
Service Office / Pre-ops Exp.	1,391	4.8%	1,237	4.2%	12.4%
Loss / (Profit) on sale of Property options	-		(1,036)	-3.5%	100.0%
COMPANY EBIDTA	(1,350)	-4.7%	(57)	-0.2%	-2272.1%
Depreciation	666	2.3%	683	2.3%	-2.4%
Finance Charges	942	3.3%	987	3.3%	-4.6%
PAT	(2,958)	-10.2%	(1,726)	-5.9%	-71.4%

• LTL Opex Growth : (2%)

• Numbers have been regrouped for analytical representation



HyperCITY Financials – YTD - 2017-18

Rs.in lacs

Particular	YTD FY18	% Sales	YTD FY17	% Sales	Growth%
Retail Sales (Including GST)	58,316	100.0%	56,669	100.0%	2.9%
Retail Sales (Net of GST)	52,896	90.7%	52,618	92.9%	0.5%
Gross Margin	12,327	21.1%	12,125	21.4%	1.7%
DC Cost	589	1.0%	534	0.9%	10.2%
Shrinkage	404	0.7%	295	0.5%	36.9%
Margin on Sales	11,335	19.4%	11,296	19.9%	0.3%
Store Operating Expenses	12,335	21.2%	12,345	21.8%	-0.1%
Other Retail Operating Income	1,733	3.0%	1,418	2.5%	22.3%
Store EBIDTA	733	1.3%	369	0.7%	98.9%
Service Office / Pre-ops Exp.	2,700	4.6%	2,370	4.2%	13.9%
Loss / (Profit) on sale of Property options	-		(1,036)	-1.8%	
COMPANY EBIDTA	(1,967)	-3.4%	(966)	-1.7%	-103.6%
Depreciation	1,801	3.1%	1,377	2.4%	30.7%
Finance Charges	1,844	3.2%	1,954	3.4%	-5.6%
PAT	(5,612)	-9.6%	(4,298)	-7.6%	-30.6%

- LTL Opex Growth : 1%

Sources of Funds	30th Sep 17
Net worth	(1,566)
Loans from Shareholders / Group Co's	5,319
Loans	38,769
Total	42,523
Application of Funds	
Fixed Assets	17,348
Currents Assets , Loans and Advances	40,051
Less : Current Liabilities and Provisions	14,877
Net Current Assets	25,174
Total	42,523

• Numbers have been regrouped for analytical representation



In case of any clarifications please
contact on

investor@shoppersstop.com