



SHOPPERS STOP

START SOMETHING NEW

Quarter ended 30th June 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 Bobbi Brown Stand alone store opened at Chennai during this quarter.

❖ Loyalty Program

- First Citizen members club has crossed 48.90 lacs members. Their contribution to sales was 77% for the year.

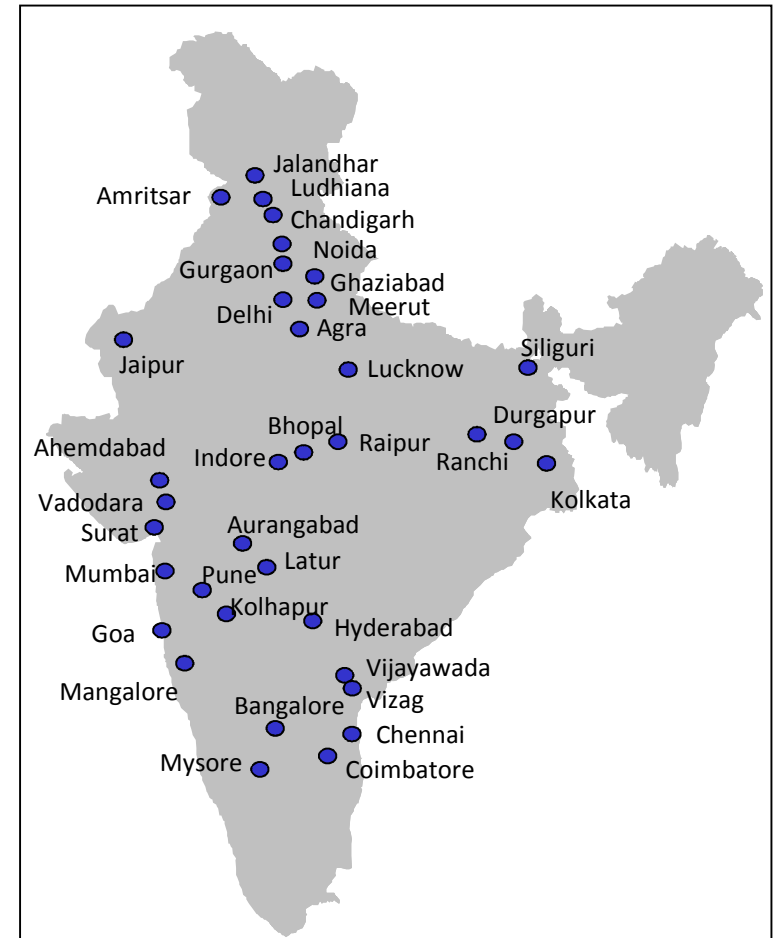
❖ Award

- Shoppers Stop was conferred the “Economic Times – Excellence in Supply Chain & Logistic Award.”



Our Presence and still expanding...

City	SS Dept.	Crossword	Home Stop	MAC/Estee/ Clinique/ Bobbi Brown	Hypercity	Total
Amritsar	1			3	1	5
Bangalore	11	8	4	10	4	37
Chennai	3	1	1	5		10
Delhi	5	2	1	12		20
Gurgaon	2			4		6
Hyderabad	5	6	1	4	3	19
Jaipur	3				1	4
Kolkata	5	3		6		14
Lucknow	1	1	1			3
Mumbai	8	18	3	20	3	52
Noida	2			5	2	9
Pune	4		1	6		11
Ghaziabad	2					2
Siliguri	1	1				2
Durgapur	1					1
Bhopal	1	2			1	4
Ludhiana	1			1		2
Aurangabad	1					1
Indore	1	1				2
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	1	3		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	50	16	82	19	247



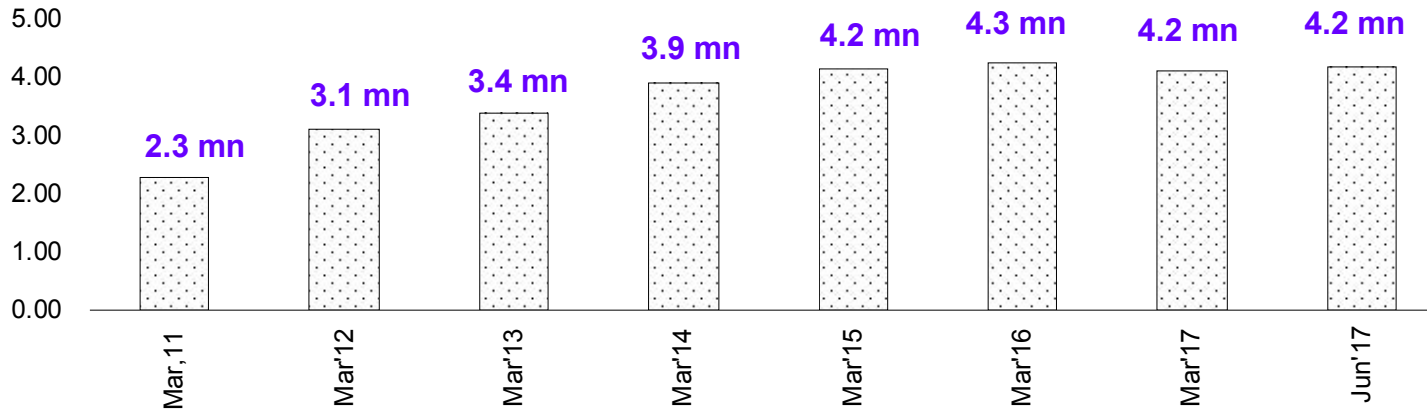
➤ More than 5.83 million sq. ft. area, across 38 cities

As on 30th Jun, 2017



Existing Stores

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



Store Area as on 30th Jun, 2017

Chargeable Area (Sq.ft.)

Shoppers Stop	3,857,940
Specialty Stores	321,469

Total Store Area	4,179,409
	=====
Crossword	100,021
Hypercity	1,332,636
JV Companies	221,123

Total Group	5,833,188
	=====



Key Financial Highlights – Q1-2017-18

- **Sales Growth:**

Shoppers Stop department stores	: 19.8%
All formats	: 20.0%

- **LTL Sales Growth:**

Shoppers Stop department stores	: 19.8%
stores > 5 years	: 14.9%
stores < 5 years	: 30.7%

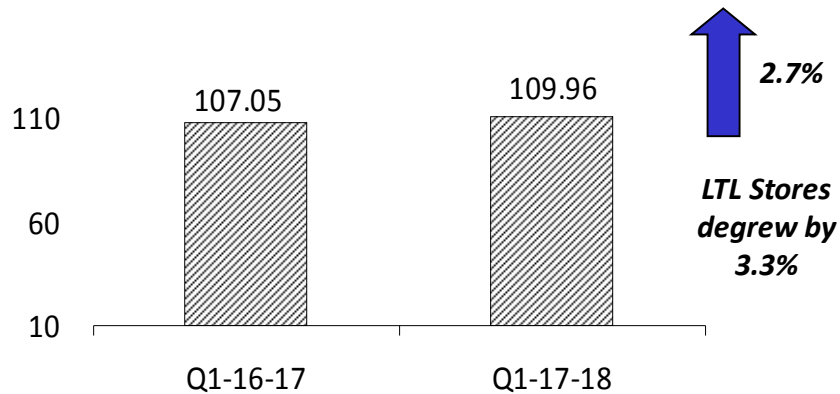
- **Sales Per Sq.ft. on chargeable area (Built up sq.ft.) :**

Shoppers Stop department stores	: Rs 2,394 (LY Rs. 1,970)
---------------------------------	---------------------------

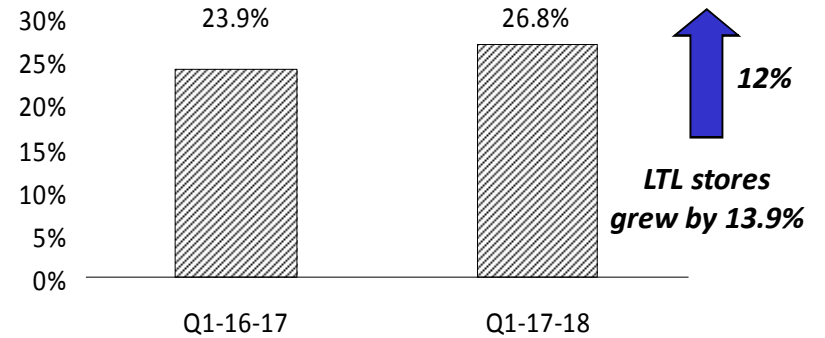


Operational Indicators – Q1-2017-18

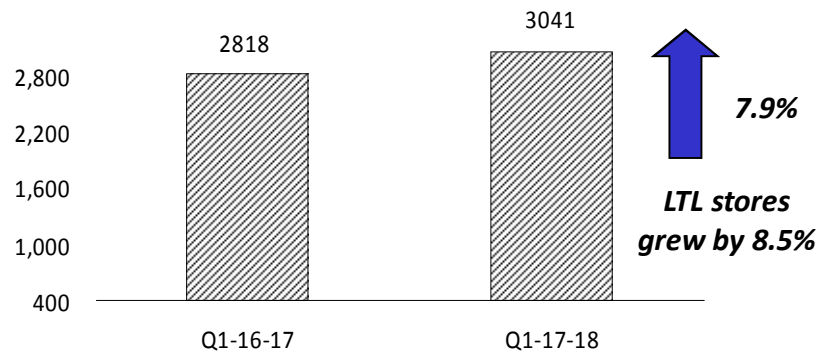
Customer Entry (figures in lacs.)



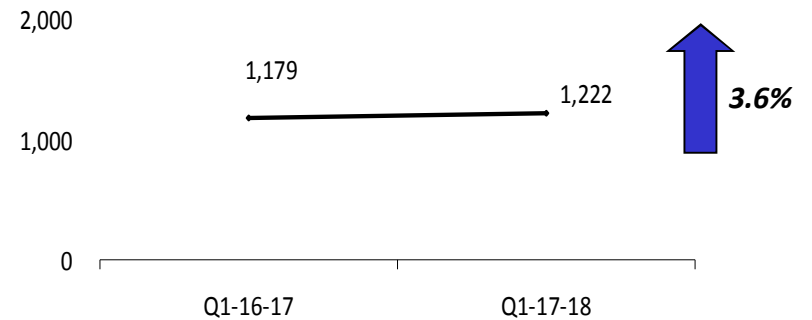
Conversion Ratio (%)



Transaction Size (Rs.)



Average Selling Price ("ASP")



LTL Volume

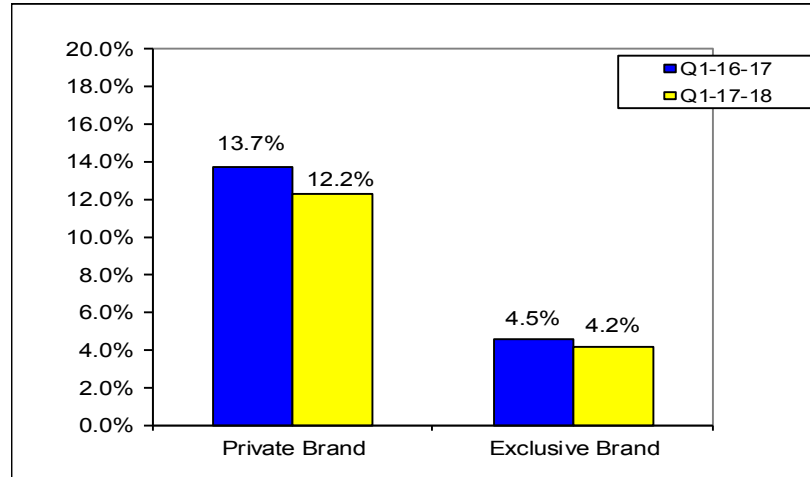


16.2%



Merchandise Mix – Q1-2017-18

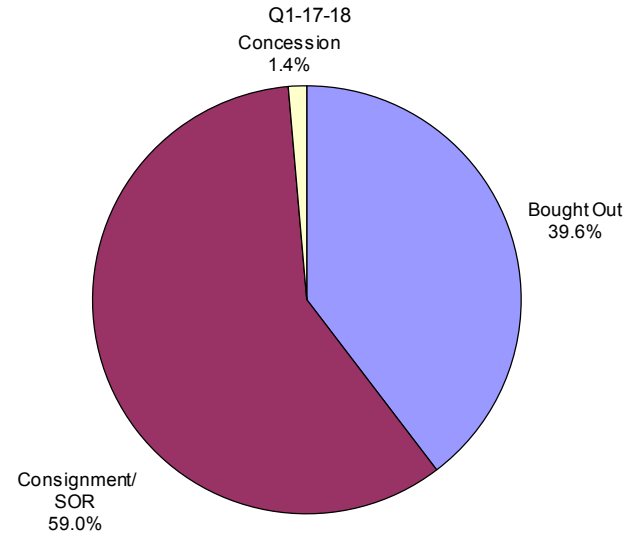
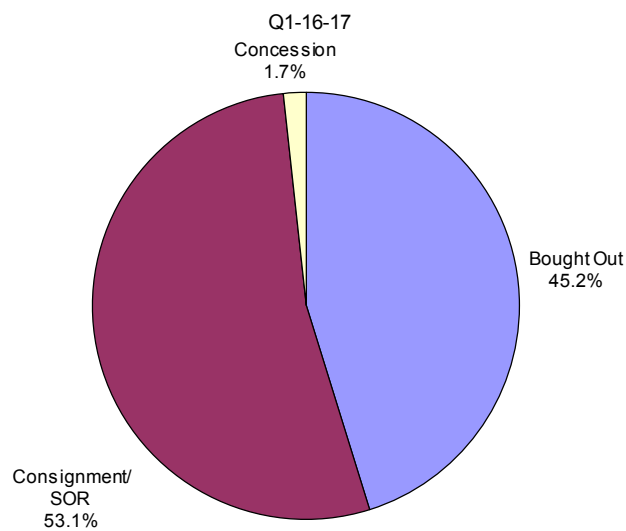
Private & Exclusive Brand Mix



• *Private Label Sales increased by 6.3%.*

• *Private Label sales mix decreased by 1.5%*

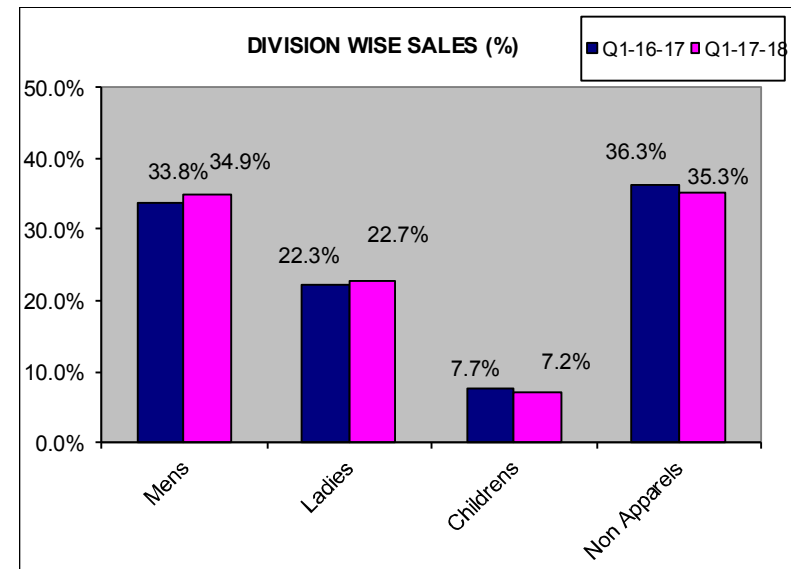
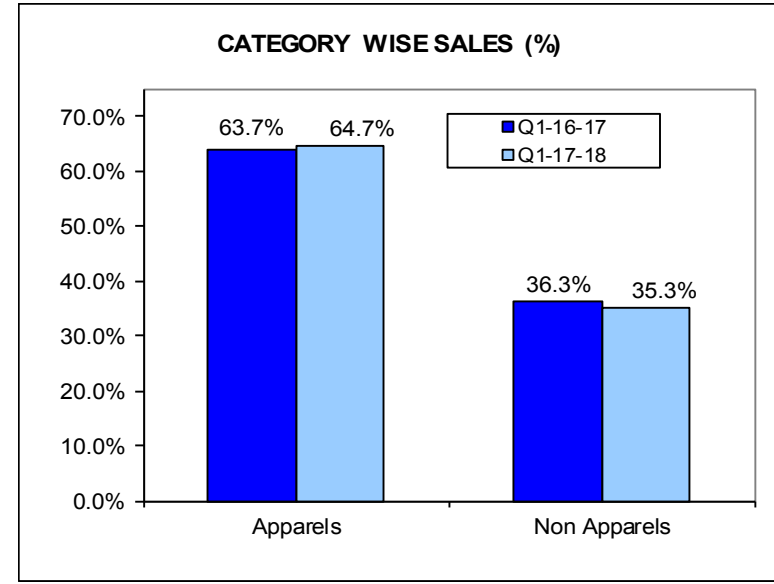
Merchandise Buying Model



Revenue Mix – Q1-2017-18



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





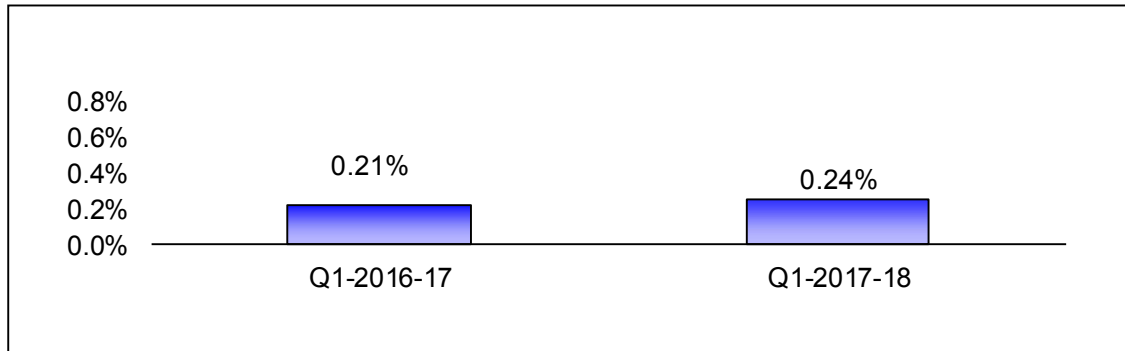
Operational Efficiency Q1-2017-18:

Shrinkage as % of Gross Retail Sales

(SS Dept. Stores)



Q1-2017-18





Financial Summary – Q1-2017-18

Shoppers Stop Ltd.

Rs. in lacs

Particular	Q1-2017-18	Q1-2016-17	
Retail Turnover	104,772.4	87,867.2	
Retail Sales	103,400.8	86,168.2	↑ 20%
Margin on Sales	33,679.1	29,451.5	↑ 14%
Margin on Sales %	32.6%	34.2%	
Other Retail Operating Income	1,371.6	1,699.0	
Operating expenses	31,845.7	28,520.4	↑ 12%
Operating expenses %	30.8%	33.1%	
Operating Profit (EBIDTA)	3,205.0	2,630.1	↑ 22%
Operating Profit (EBIDTA) %	3.1%	3.1%	
Finance Charges (Net)	1,000.4	1,109.8	
Depreciation	2,820.4	3,724.5	↑ 72%
PBT (Before Exceptional Item)	(615.8)	(2,204.1)	
PBT%	-0.6%	-2.6%	
Tax	(244.1)	(847.8)	
PAT	(371.7)	(1,356.4)	↑ 73%
Profit After Tax %	-0.4%	-1.6%	
Total Comprehensive Income	(345.2)	(1,341.4)	
Total Comprehensive Income%	-0.3%	-1.6%	

Note : Figures have been regrouped for Presentation purpose.



Consolidated Financial – Q1-2017-18

Rs. in lacs

Particular	Q1-2017-18	Q1-2016-17	
Retail Turnover	137,386.3	117,116.1	
Retail Sales	134,031.3	113,532.7	18%
Retail Sales (Net of VAT)	128,989.0	107,545.6	15%
Margin on Sales	39,977.2	34,642.0	
Margin on Sales %	29.8%	30.5%	
Other Retail Operating Income	3,355.1	3,583.5	
Operating expenses	40,551.4	36,213.3	12%
Operating expenses %	30.3%	31.9%	
Operating Profit (EBIDTA)	2,780.9	2,012.2	38%
Operating Profit (EBIDTA) %	2.1%	1.8%	
Finance Charges (Net)	2,188.0	2,304.4	
Depreciation	4,024.3	4,497.8	28%
PBT	(3,431.5)	(4,790.0)	
PBT %	-2.6%	-4.2%	
Share of Profit/(Loss) in Joint Ventures	71.6	5.1	
Tax	(244.1)	(847.8)	21%
Profit After Tax	(3,115.8)	(3,937.1)	
Profit After Tax %	-2.3%	-3.5%	
Total Comprehensive Income - Share of Owners of the Company	(1,791.6)	(2,663.4)	

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 Jun'17	Audited Mar'17
Share capital	4,175	4,175
Reserves and surplus	71,560	71,900
Profit & Loss Account for the year		
Net Worth	75,736	76,076
Loan Funds	49,167	57,590
		-
Total Liabilities	124,903	133,666
Total Fixed Assets	65,606	65,220
Investment in Subsidiary Company	52,505	51,149
Lease Deposit	16,190	16,180
<u>Current Assets, Loans & Advances</u>		
Stock in Trade	35,118	35,277
Sundry Debtors	4,409	3,575
Loans & Advances	5,631	4,975
Cash & Bank Balance	962	503
Other Current Assets	6,711	6,263
Total Current Assets	52,830	50,592
<u>Current Liabilities and Provisions</u>		
Trade Creditors	44,006	33,019
Other liabilities and provisions	18,609	16,885
Total Current Liabilities	62,615	49,904
Net Current Assets	(9,784)	688
Deferred Tax	387	429
Total Assets	124,903	133,666

Particulars	Q1-2017-18	2016-17
Debt Equity	0.65	0.76
Asset Turnover Ratio (Without Invt. In Group Co.)	1.33	4.91
Current Ratio	0.84	1.01

SSL Debt : 492 Cr
Hypercity Debt : 327 Cr

Note : Figures have been regrouped for Presentation purpose.



Cash Flow – SSL Standalone

Particulars	Rs.in Lacs
	For the period ended 30th June 17
Operating Profit	3,420
Changes in Working Capital	10,732
Cash Generated from Operating Activities	14,152
Investment in SSL Fixed Assets & Deposit for stores	(2,956)
Investment in JV/ Subsidiary Companies	(1,356)
Net Cash Used for Investing Activities	(4,312)
Proceeds from issuance of share capital	-
Interest & Finance Cost (Net off)	(958)
Increase / (Decrease) in Loans	(8,423)
Cash generated from Financing Activities	(9,381)
Net Increase/(decrease) in Bank Balance	459

Note : Figures have been regrouped for Presentation purpose.



HyperCITY

Something *Fresh* every day

FOOD HOME FASHION

Quarterly Performance – Q1 FY18



Key Highlights

- LTL Sales growth : 2.4%
- SPF Growth : 2.4%
- Fashion mix : 16.8% [LY: 17.3%]
- Gross Margin : 23.7%[Excl. slow moving inventory provision: 24.5%] [LY:23.3%]
- LTL Opex growth : 3.4%
- NWC : 2.2 wks [LY : 2.1 wks]
- Store operating profit : Rs. 690 lacs; [LY: 224 lacs]
- Company EBITDA : Rs. (623) lacs; [LY: Rs. (909) lacs]
- PAT : Rs. (2659) lacs; [LY: Rs. (2572) lacs]
- New Store : Smart store (1.8K sft) launched at Infosys campus at Cyberabad
- Total retail space 1.34 Mn sq ft (19 stores)



HyperCITY - Key Financials Highlights

- **Sales Growth:**

HyperCITY stores : **8%**

- **LTL Sales Growth :**

HyperCITY stores : **2.4%**

- stores > 5 years : **(0.7%)**

- stores < 5 years : **13.9%**

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

LTL level * : **Rs 2,212** (LY Rs 2,161)

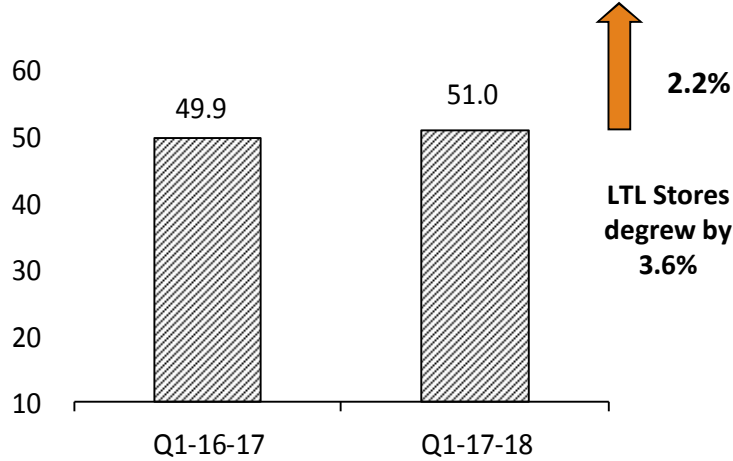
Chain level * : **Rs 2,235** (LY Rs 2,066)

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

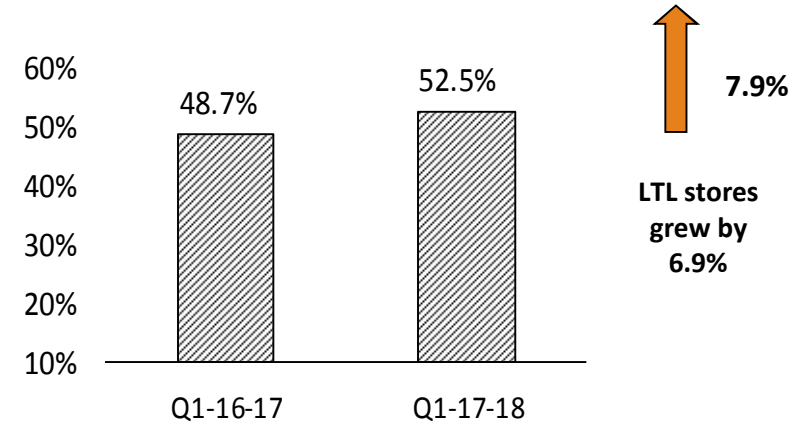


Operational Indicators – Q1 - 2017-18

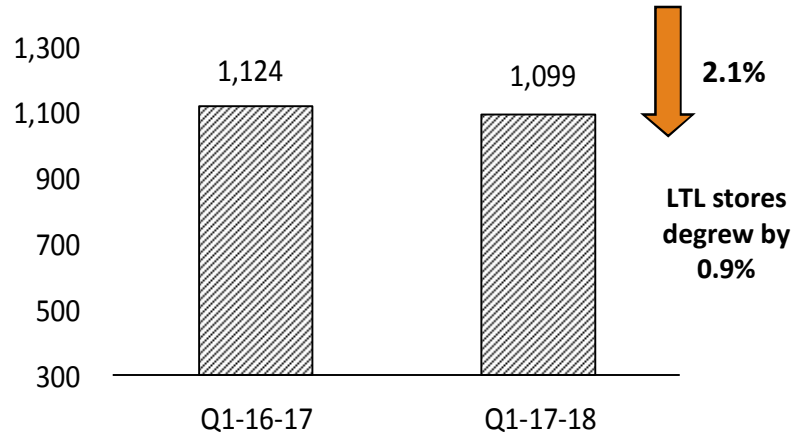
Customer Entry (figures in lacs.)



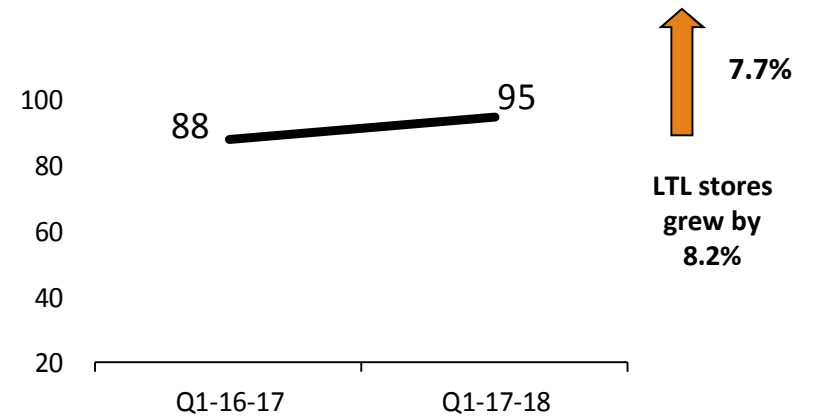
Conversion Ratio (%)



Transaction Size (Rs.)



Average Selling Price ("ASP")



LTL Volume 5.8%



HyperCITY Financials – Q1 - 2017-18

Rs.in lacs

Particular	Q1 FY18	% Sales	Q1 FY17	% Sales	Growth%
Retail Sales (Including VAT)	29,446	108.0%	27,188	107.7%	8.3%
Retail Sales (Net of VAT)	27,259	100.0%	25,249	100.0%	8.0%
Gross Margin	6,453	23.7%	5,895	23.3%	9.5%
DC Cost	284	1.0%	261	1.0%	8.5%
Shrinkage	168	0.6%	137	0.5%	22.8%
Margin on Sales	6,001	22.0%	5,497	21.8%	9.2%
Store Operating Expenses	6,267	23.0%	5,952	23.6%	5.3%
Other Retail Operating Income	956	3.5%	679	2.7%	40.8%
Store EBIDTA	690	2.5%	224	0.9%	208.4%
Service Office / Pre-ops Exp.	1,313	4.8%	1,133	4.5%	15.9%
COMPANY EBIDTA	(623)	-2.3%	(909)	-3.6%	31.5%
Depreciation	1,134	4.2%	695	2.8%	63.2%
Finance Charges	902	3.3%	967	3.8%	-6.7%
PAT	(2,659)	-9.8%	(2,572)	-10.2%	-3.4%

• LTL Opex Growth : 3.4%

• Depreciation includes Pune-1 impairment of Rs 4.2 crs

Sources of Funds	30th Jun 17
Net worth	1,387
Loans from Shareholders / Group Co's	9,319
Loans	32,710
Total	43,416
Application of Funds	
Fixed Assets	17,558
Currents Assets , Loans and Advances	38,725
Less : Current Liabilities and Provisions	12,867
Net Current Assets	25,858
Total	43,416

• Numbers have been regrouped for analytical representation





In case of any clarifications please
contact on

investor@shoppersstop.com