

SEC/040/2018-19

July 27, 2018

BSE Limited Mumbai Samachar Marg, Fort, Mumbai - 400 001. Stock Code : 532638	National Stock Exchange of India Ltd. Exchange Plaza, Bandra-Kurla Complex. Bandra (East), Mumbai - 400 051. SHOPERSTOP
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Dear Sirs,

Sub: Appointment of Mr. Robert Bready as an Independent Director of the Company.

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please take note that the Board of Directors of the Company has, by way of circular resolution on July 27, 2018, inter-alia, approved appointment of Mr. Robert Bready (DIN: 06842835) as an Additional Director (Independent Director) of the Company for a period of 5 (five) years commencing from July 27, 2018, subject to approval of shareholders of the Company. Further, please note that Mr. Robert Bready is not related to any Directors of the Company. The brief profile of Mr. Robert Bready is as under.

“Mr. Robert Bready, age 50, is a freelance retail expert with over 28 years’ of experience in fashion retail both online and offline. He graduated from London University with a B.Sc (Hons.) in Business Economics and entered the retail industry in the year 1992.

Robert built his career across different functions in buying and merchandising while also moving his way from mid-size family owned River Island to blue chip multinational brand Arcadia Group, consolidating his strengths across customer insight, financial acumen, people skills, corporate business management and experience of multi-channel retailing.

In the year 2004, he joined the new world of online retail as part of the startup team at Asos.com as Executive Director - Product & Trading, overseeing significant growth across all areas of the business. He joined the Asos Plc. Board of Directors and held responsibility for all product and trading strategy and delivery within the Company, across all 140 countries. Later also picking up ownership and delivery of marketing, PR and web creative. In 2010, Robert was instrumental in setting up the Asos Foundation, a charity directed to helping the people who had helped online fashion develop so rapidly, some of these partners were the Udayan Care Homes in Delhi and the Princes Trust Local Youth Charities in London.

Looking for new challenges, Robert helped launch a new initiative called KOOVs Plc, based in Delhi and targeting the new growing fashion aware Indian urban youth market. Taking KOOVs to public listing on the London stock market in 2014. He now donates his time to freelance consultancy work, non-executive roles as well as being a Trustee of the UK based Fashion and Textile Children's Charity. Robert has been honoured with many industry awards for his work in leading online fashion retail within the UK.”

We request you to take the same on records.

Thanking you,

Yours truly,
For Shoppers Stop Limited.


Bharat Sanghavi
Company Secretary

