

SEC/103/2019-20

February 7, 2020

BSE Ltd. Phiroze Jeejeebhoy Towers, Dalal Street, 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: Store update

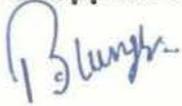
Pursuant to provisions of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please be informed that, today, the Company has opened "Shoppers Stop" store at Sarath City Capital Mall, Hyderabad. With the opening of this store, the Company has now 90 "Shoppers Stop" stores (including 5 airport stores) under its operations.

The official press release issued by the Company, in this regard is enclosed herewith.

We request you to kindly take the same on record.

Thanking you,

Yours truly,
For Shoppers Stop Limited.



Bharat Sanghavi
Company Secretary



Encl: aa

Shoppers Stop opens its 6th store in Hyderabad

Launches the first-of-its-kind Women's Concept Studio and

The second state-of-the-art luxury Arcelia beauty store at the Hyderabad International Airport

Hyderabad, February 07, 2020: Shoppers Stop Ltd., India's leading fashion and beauty destination, inaugurated its **6th store in Hyderabad at Sarath City Capital Mall today**. Shoppers Stop is the leading department store chain in Hyderabad having opened its first store in Begumpet in May 1998 and grew to 6 stores with its latest entry at Gachibowli. The latest store promises to create an experiential shopping destination for customers in Sharath City Capital mall.

In June 2019, Shoppers Stop also launched India's first luxury beauty store Arcelia at GVK1 Mall, Banjara Hills and has been constantly evolving its format and instore experience for the discerning customers in the Banjara hills catchment.



What to expect at Shoppers Stop, Gachibowli at Sharath City Mall:

- The new one-floor store sprawls over 30,000 sq.ft. in one of the **largest mall in the country**, Sarath City Capital Mall, Hyderabad
- As the leaders in the beauty retail business, Shoppers Stop has brought together more than 200 brands including beauty brands like MAC, Clinique, KIKO Milano , Bvlgari, Armani among others. Expect great services, makeovers and masterclasses in a well equipped beauty hall with professionally trained experts to help you select, get ready and shop
- The store also has the latest in fashion with top brands like AND, Back To Earth, Call It Spring and Label by Ritu Kumar amongst others. One can get assistance from Personal Shoppers to find you just the right brand
- The store also has OMNI channel capabilities: Click and Collect from the Shoppers Stop website and app and it will be reserved in store

SHOPPERS STOP

START SOMETHING NEW

- Scan and Shop in store to find the styles you like, Endless Aisles to access the inventory from the entire chain of 90 stores across the country
- The store is designed by Schwitzke & Partners, Dusseldorf and is truly international and brings back the joy of shopping through inspiring displays, spacious trial rooms, and classy and modern interiors
- Shoppers Stop also houses exclusive brands like Jones New York, Glam Lifestyle by Disha Patani.
- What's more, you can also drop your old clothes for recycling and donate to the needy at Shoppers Stop stores. There is a drop box that is open to all donations which will be passed to families in rural India through the NGO Goonj, all year around
- You can also make a contribution towards rehabilitating the life of an acid attack survivor at the store on buying any beauty product. Shoppers Stop contributes towards this cause on every beauty product bill generated

Commenting on the launch of the new store, **Mr. Rajiv Suri, Customer Care Associate, MD & CEO Shoppers Stop Limited** said, *"As the financial year enters the last quarter, we are excited to keep adding stores to our network and this marks our 90th store in the country. As our 6th store in Hyderabad, we now enter a catchment that makes it convenient for our customers as we come closer to them. We have been evolving our store design and format to make it more relevant to the times, and to the catchment and are seeing early success in curating the offering. This is helping us penetrate neighbourhoods faster and more effectively, thus providing a delightful shopping experience everytime."*

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About Shoppers Stop Limited: Shoppers Stop Ltd., is the nation's leading premier retailer of fashion and beauty brands established in 1991. Spread across 90 department stores in over 41 Cities, the company also operates premium home concept stores (11 Stores), 135 Specialty Beauty stores of M.A.C, Estée Lauder, Bobbi Brown, Clinique, Smash box, Jo Malone and Arcelia, occupying an area of 4.5M sq. ft. Shoppers Stop is home to one of the country's longest running and most coveted loyalty program 'First Citizen'. The company's one-of-a-kind shopping assistance service, 'Personal Shopper' is revolutionising the way Indians shop; bringing more value, comfort and convenience to customer experiences. The brands diversified Omni channel offering spans over 600+ recognised and trusted brands across an incomparable range of products that together serve our overarching objective of delivering customer delight.

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Shop - www.shoppersstop.com | Corporate Site - www.corporate.shoppersstop.com

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Shoppers Stop

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