

SHOPPERS STOP

START SOMETHING NEW

Double Digit growth in Profitability. Shoppers Stop FY15 net profit up 27%

Highlights of Q4FY15- SSL

- Gross Retail Turnover at Rs. 907.2 crores; a jump of 9% over Q4FY14
- EBIDTA at Rs.49 crores a growth of 29% over Q4FY14
- 100,986 members added to First Citizen Loyalty Programme
- Crossed 6.68 million fans on Facebook
- **Total stores added in the quarter:** 1 MAC Store, 1 Bobbi Brown store, 1 Crossword Store and 1 Hypercity Express store.
- 3rd consecutive quarter of Break Even at Company level EBIDTA in Hypercity

Highlights of FY15 - SSL

- Gross Retail Turnover touches Rs.3370 crores; a jump of 12%
- Like-to-like growth at 5%
- EBIDTA at Rs. 188.9 crores a growth of 23% over FY14.
- Net profit stood at Rs. 40.7 crores a growth of 10% over FY14.
- **Total stores added during the year:** 6 Shoppers Stop, 1 HomeStop, 4 M.A.C, 2 Clinique, 3 Bobbi brown, 1 Hypercity, 21 Crossword, and 3 Mothercare.

Total Retail area - 41.64 lacs sq.ft

Total First Citizens members - 37.36 lacs

Highlights of FY15 - Consolidated

- Gross Retail Turnover touches Rs.4491.6 crores; a jump of 11%
- Net profit stood at Rs. 42.4 crores (LY loss of Rs.8.27 crores).

Mumbai, April 30, 2015: Shoppers Stop Ltd (SSL), India's prominent retail group (operator of large format department stores, home stores, specialty stores like Crossword, Mothercare, M.A.C, and hypermarkets) today reported a gross retail turnover of Rs.907.2 crores for the quarter ended March 31st, 2015 as against Rs. 829.8 crores in the corresponding period last year. Net Profit for the quarter stood at Rs.10.3 crores.

The company reported an annual turnover of Rs. 3370 crores for the year ended FY15 as compared to Rs. 3017 crores in FY14 reporting a rise of 11.7%. Net Profit for the same period stood at Rs. 40.7 crores as compared to Rs. 37.0 crores FY14; up by 10%.

With 72 stores across 34 cities in India, Shoppers Stop continues to grow and expand its retail footprint. This quarter, SSL added 1 M.A.C store in New Delhi, 1 Bobbi Brown store in Mumbai, 1 Crossword store in Bangalore and 1 Hypercity Express store in Malad, Mumbai.

Driving ahead its successful Loyalty program, SSL continued to expand its membership base adding 1,00,986 new members to the First Citizen Loyalty Program in Q4FY15. The program now has a total First Citizen base of over 37.36 lac members.

Speaking on the performance, **Mr. Govind Shrikhande – Customer Care Associate & Managing Director, Shoppers Stop Ltd;** said, "Our FY15 results have been very satisfactory owing to our sustained engagement with customers and our internal operating efficiencies. While Shoppers Stop continues to do well, HyperCity too has shown significant improvement over last year. This has resulted in the consolidated FY15 results to be far ahead of the FY14 consolidated results.

Going forward, our omni-channel initiatives will be a key pillar of our growth strategy. To this purpose, we have signed a new technology platform for our e-tailing initiative. We are confident that the coming financial year will see an upswing in our business on the back of our omni-channel efforts."

During the quarter, SSL was awarded 25th Rank in the "Great Places To Work in Asia". The company also received following awards at Loyalty Summit:

- Customer Choice Loyalty Programme Awards
- Best Loyalty Programme in the Retail Sector
- Direct Marketing Campaign of the Year
- Best use of Social Media to Enhance Loyalty

Shoppers Stop and its retail invested companies operate the following number of stores/doors as on March 31st, 2015:

Mixed Retailing:

HyperCity – Currently has **16 stores**, spread over an area of 12.2 lacs sq ft.

Key Highlights of performance: Sales up by 6.8%

Like to like sales per sq.ft. growth 19%

Margin growth 130 Basis Points

3rd consecutive quarter of Break Even at Company level EBIDTA.

Fashion & Home Retailing:

- **Shoppers Stop** – Currently has **72 stores** in 34 cities
- **HomeStop (Home Décor)** – Currently has **19 stores** in 12 cities

Specialty Retailing:

- **Mothercare (Maternity, Infant Care)** – The exclusive franchise agreement for departmental stores with Mothercare Plc UK. Currently there are **41 stores** of Mothercare (including 2 standalone stores).
- **M.A.C (Cosmetics)** – The retail agreement with Estee Lauder to open M.A.C stores. Currently has **35 stores** with a presence in Mumbai, Bengaluru, Delhi, Amritsar, Chennai, Hyderabad, Pune, Gurgaon, Noida, Ludhiana, Chandigarh, Surat and Kolkata.
- **Clinique (Cosmetics)** – Currently has **25 stores** (including 13 standalone) in Mumbai, Bengaluru, Delhi, Kolkata, Hyderabad, Amritsar, Chandigarh, Surat, Kolkata and Pune.
- **Estee Lauder** - Currently has **9 stores** (including 2 shop-in-shops), one each in Bengaluru, Mumbai, Chennai, Delhi and Gurgaon.
- **Bobbi Brown** – Currently has **4 stores**, in Delhi, Gurgaon and Mumbai.
- **Crossword (Book stores)** – Currently has **94 stores**.

Other Initiatives:

- **Airport Retailing – 2 duty free stores** is run by the JV Company, one at international airport at Bengaluru and 2nd at International airport at Mumbai.
- **TimeZone Entertainment** – Currently has **23 doors**.

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About Shoppers Stop Ltd

Shoppers Stop Ltd., a pioneer in modern retailing in India, has been promoted by K Raheja Corp. Group (Chandru L. Raheja Group), one of the leading groups in the business of real estate development and hotels in the country. Shoppers Stop Ltd along with its Subsidiaries Crossword Bookstores Ltd and Hypercity Retail (India) Ltd; and Joint Venture Companies Timezone Entertainment Pvt. Ltd and Nuance Group (India) Pvt. Ltd. operates more than 57.07 lacs sq ft in the country.

Shoppers Stop and its associate companies are involved in retailing through department stores, specialty stores, entertainment zones and large hypermarkets.

For more information, please contact:

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