SHOPPERS STOP

START SOMETHING NEW

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 Departmental store Closed in Ramee Mall Chennai during this quarter.
- ❑ 1 MAC SA store opened in Delhi ,1 MAC SA store in Mumbai and 1 MAC SIS store in Ramee Mall Chennai closed during this quarter.
- ❑ 1 Bobbi Brown store opened in Mumbai during the quarter.
- ❑ 1 Mother Care SA store closed in Delhi during this quarter.
- ❑ 1 Crossword store opened in Bengaluru during the quarter.

➢ ***Loyalty Program***

- ❑ First Citizen members club has now reached 37.36 lacs members. Their contribution to sales was 72%.

Awards & Recognition

- *Shoppers Stop was conferred the following awards at the **23rd Global HR Congress held at Taj Lands Ends during Feb,2015** :-*
  - *" 8th Best Employer of the Year "*
  - ***Award for Innovation in Recruitment** (for our new initiative in recruitment – The I Connect Program).*
  - ***Award for Excellence in Training** (for the SS-Mobcast mobile application)*
  - *" **Young HR Professional of the year Award** " to Rahul Nayar.*

- ***Shoppers Stop Ltd has been awarded the 25th rank in the "Great Place to Work In Asia "** by Great Place to Work Institute's Annual Best Workplace list.*

- *Shoppers Stop Ltd received the **"Bajaj Fair Business Practise Award "** by Jury headed by Eminent Justice B.N. Srikrishna and was handed over by our Former President Dr Kalam.*

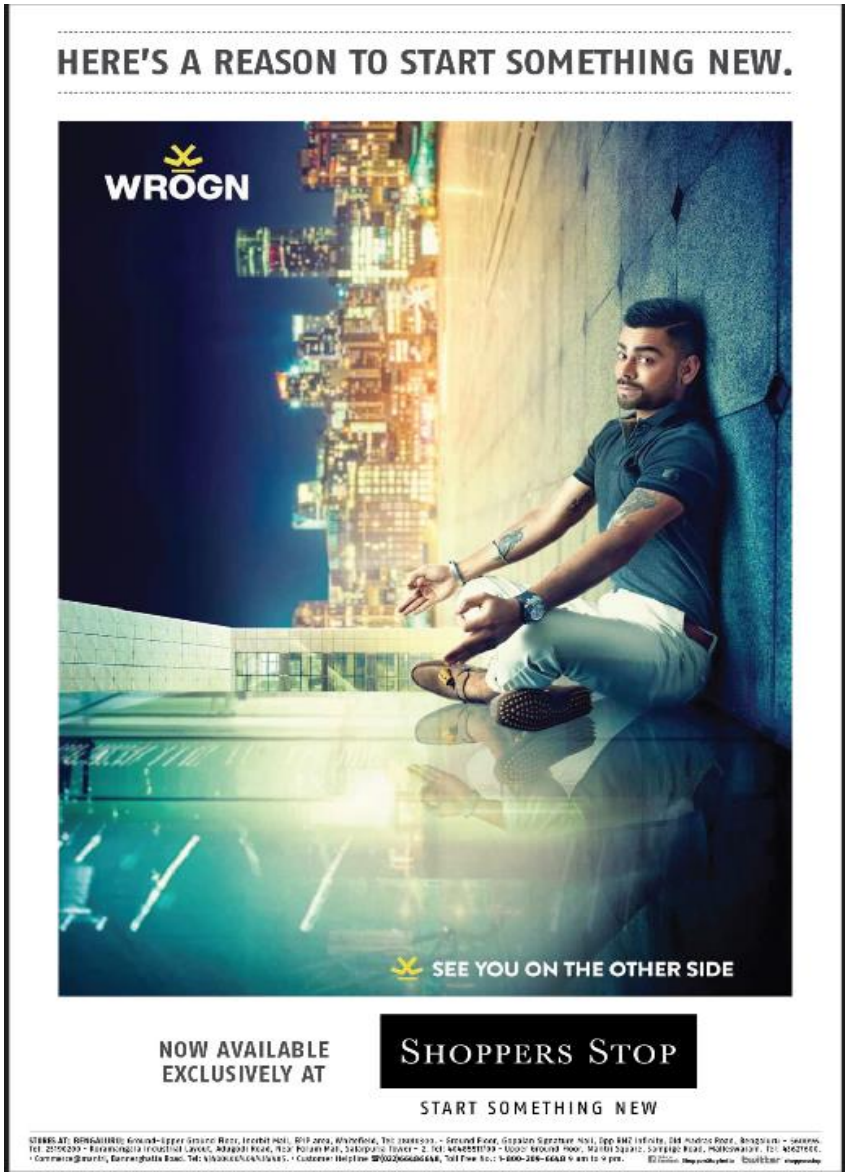
Awards & Recognition

- ***Shoppers Stop Ltd was conferred the following awards at Loyalty Summit Awards :-***
  - ***" Customer Choice Loyalty Program Award "***
  - ***"Best Loyalty program in Retail Sector (Large Format)"***
  - ***"Direct Marketing Campaign of the year " for "Choose your Own Gift***
  - ***" Best use of Social Media to Enhance Loyalty "***
  - ***"Loyalty Industry Personality of the year " Mr.Vinay Bhatia.***

BRAND LAUNCHES AND CUSTOMER CONNECT

LAUNCH OF EYE STOP

LAUNCH OF WROGN – A Shoppers Stop Exclusive Brand



#SSEqualstreets

in association with Times of India, Mumbai Police and BMC

Equal Streets is people owning the street … for a few hours

Activity takes place from 7 am – 11 am on SV road + linking road (from Santacruz to Bandra)

Every week for 26 weeks

On ground engagement and interaction with atleast 40 - 60,000 per week customers

Huge Social Media Buzz & Amplification – facebook fans & twitter followers up since we started this activity – facebook numbers up by more than 400,000 fans and twitter up by more than 10K fans.

All TOI ads Powered by Shoppers Stop

eQual streets
A Citizens' Movement

Over 45,000 Mumbaikars have reclaimed their streets. Have you?

Every Sunday morning, Linking Rd & S.V. road turn into a place full of sunshine, energy and laughter. So come with your family and friends to spread happiness.

Powered By

SHOPPERS STOP

•Time : 7am to 11am, Every Sunday •Venue : Linking Rd & S. V. Rd in Bandra, Khar & Santacruz

Supported by: THE TIMES OF INDIA

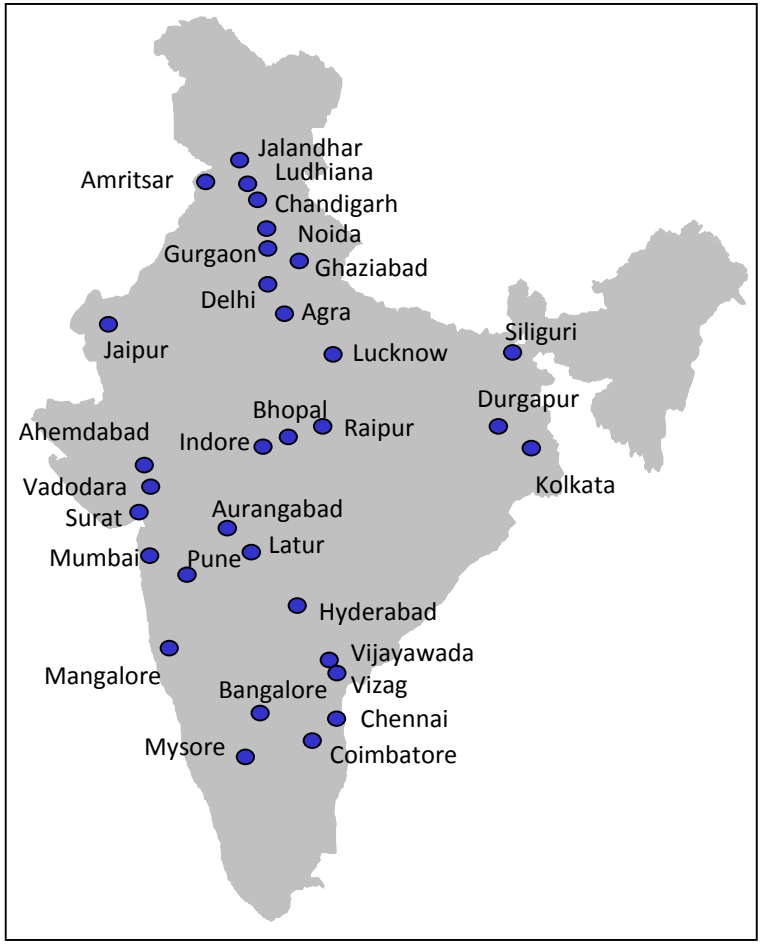
Fitness Partner Reebok

Water distribution to >700 policemen every week

Our Presence

and still expanding…

City	SS Dept.	Crossword	Home Stop	Mother Care	MAC/Estee/ Clinique/ Bobbi Brown	Hypercity	Total
Amritsar	1				3	1	5
Bangalore	8	8	4		12	3	35
Chennai	3	1	1		4		9
Delhi	6	2	1		12		21
Gurgaon	2				4		6
Hyderabad	5	7	2	1	3	2	20
Jaipur	3		1			1	5
Kolkata	4	1			6		11
Lucknow	1	1	1				3
Mumbai	8	21	3	1	15	3	51
Noida	1				2		3
Pune	5		2		5	1	13
Ghaziabad	2						2
Siliguri	1						1
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
Thane	1	3			2	2	8
Agra	1						1
Vadodara	1					1	2
Raipur	2	1					3
Mangalore	1	1					2
Vizag	1						1
Total	72	50	19	2	73	16	232

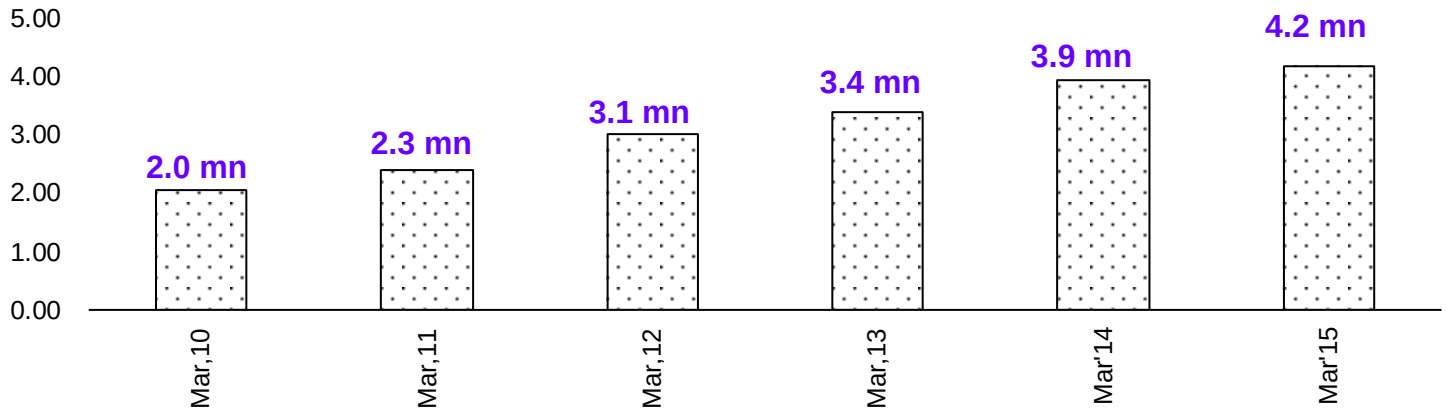


➢ *More than 5.70 million sq. ft. area, across 34cities*

As on 31st March , 2015

Existing Stores

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



Store Area as on 31st March,2015	Chargeable Area (Sq.ft.)
Shoppers Stop	3,807,131
Specialty Stores	358,035

Total Store Area	4,165,166
	=========
Crossword	103,665
Hypercity	1,223,462
JV Companies	215,632

Total Group	5,707,925
	==========

Key Financial Highlights – Q4-2014-15

- **Sales Growth:**

Shoppers Stop department stores	:	8.5%
All formats	:	9.0%

- **LTL Sales Growth:**

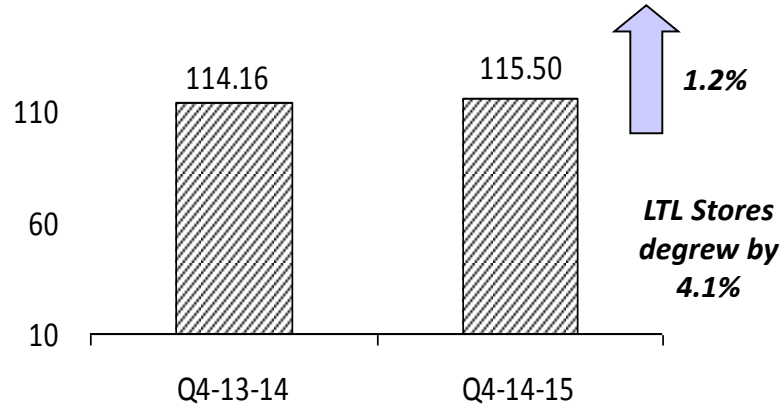
Shoppers Stop department stores	:	4.0%
stores > 5 years	:	3.3%
stores < 5 years	:	5.3%

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

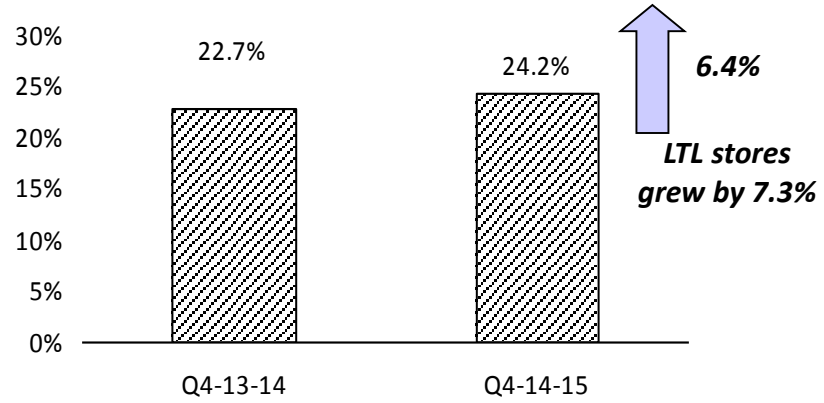
Shoppers Stop department stores : **Rs 2,176 (LY Rs. 2,176)**

Operational Indicators – Q4-2014-15

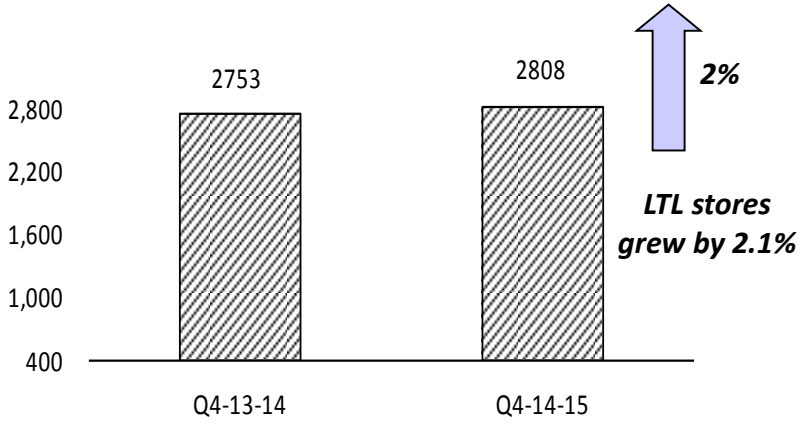
Customer Entry (figures in lacs.)



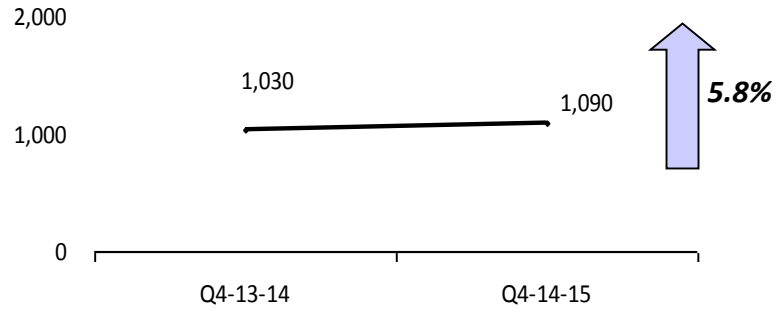
Conversion Ratio (%)



Transaction Size (Rs.)



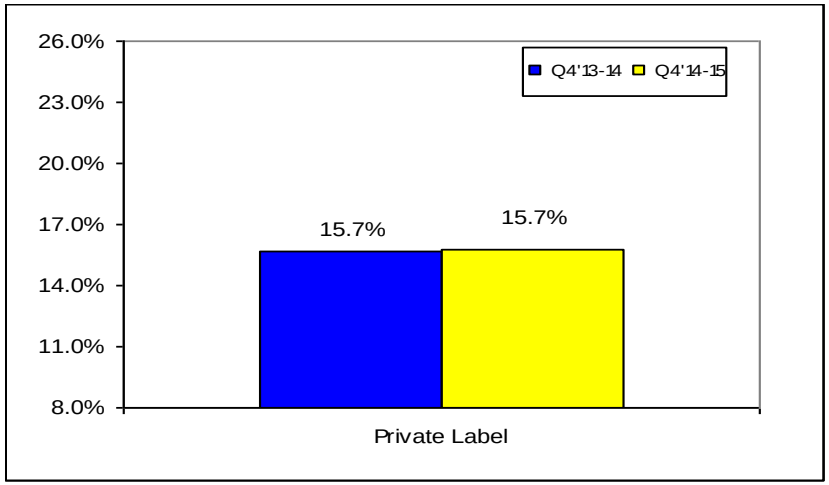
Average Selling Price ("ASP")



LTL Volume (1.7)%

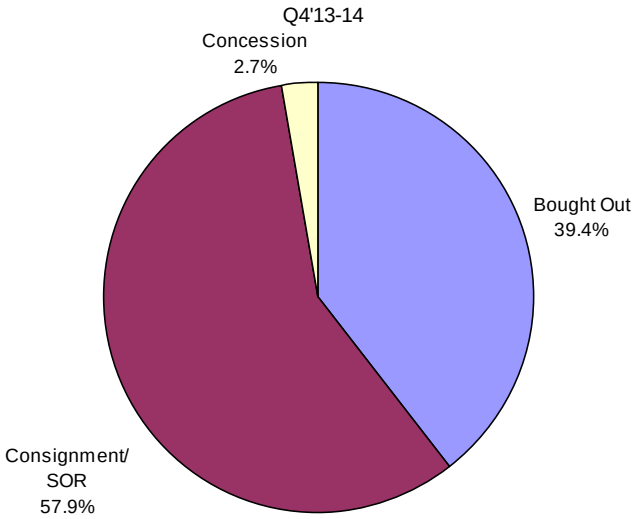
Merchandise Mix – Q4-2014-15

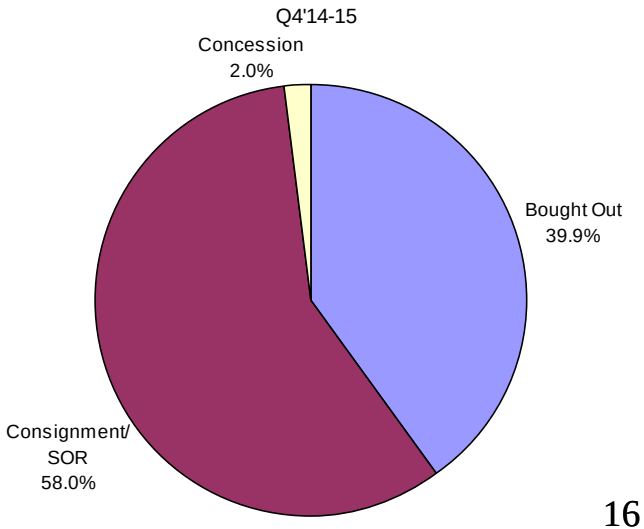
Private Label Mix



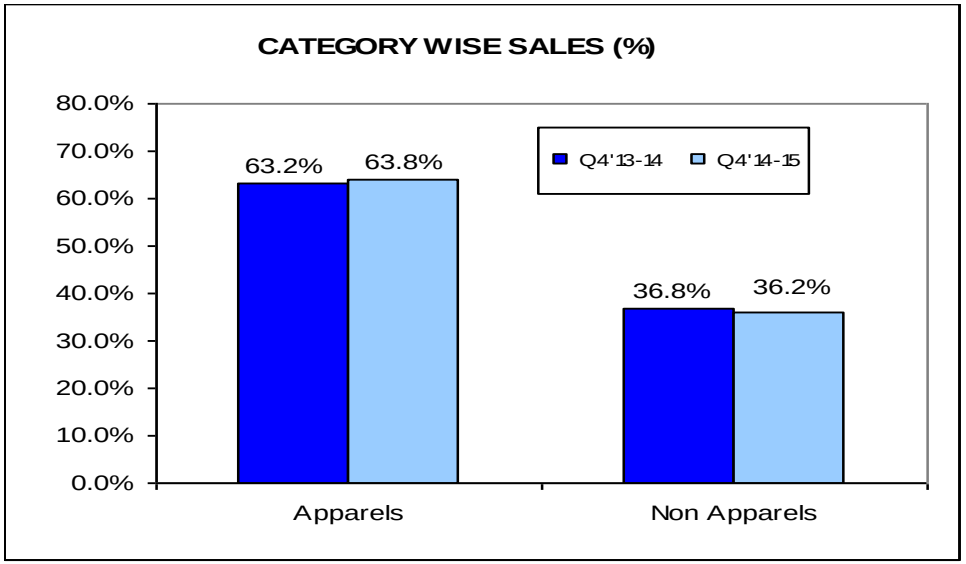
- **Private Label Sales increased by 8%.**
- **Private Label Mix remain flat**

Merchandise Buying Model

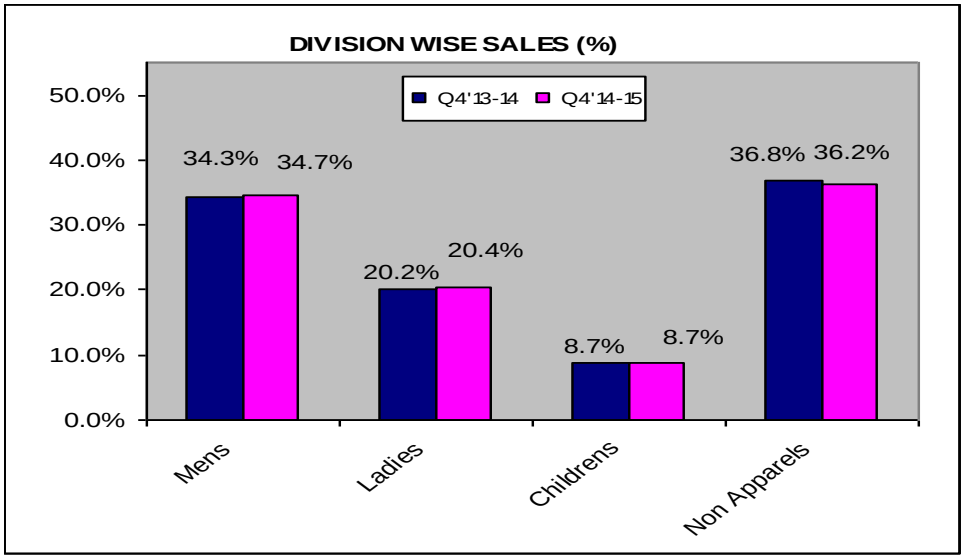




Revenue Mix – Q4-2014-15



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

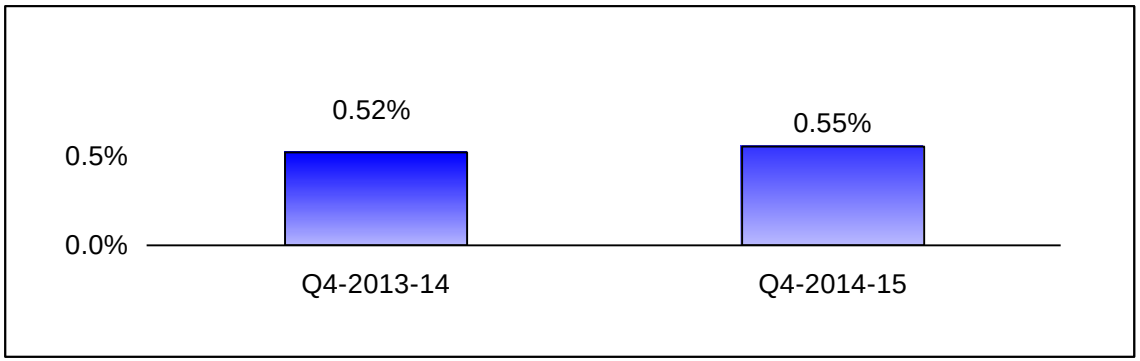


Operational Efficiency Q4-2014-15 & 2014-15:

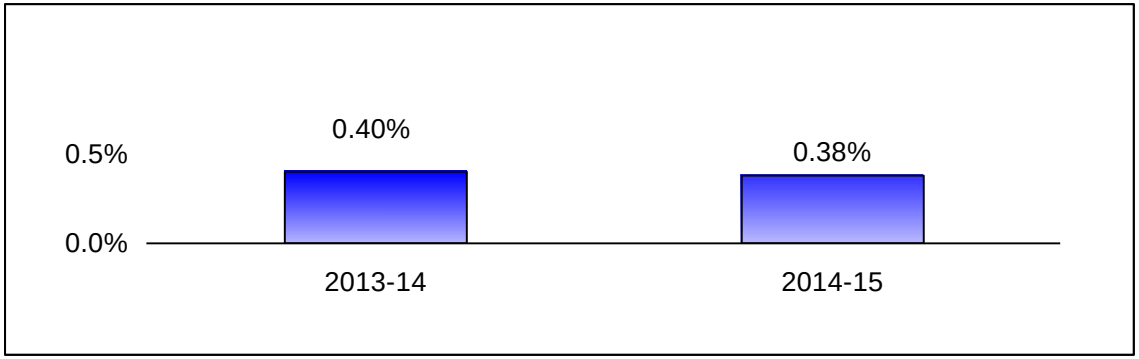
Shrinkage as % of Gross Retail Sales

(SS Dept. Stores)

Q4-2014-15



2014-15



Financial Summary – Q4-2014-15

Shoppers Stop Ltd. **Rs. in lacs**

Particular	Q4-2014-15	Q4-2013-14	
Retail Turnover	**92,850.1**	**85,124.0**	9%
Retail Sales	91,485.1	83,915.5	
Margin on Sales	**30,773.2**	**26,452.8**	16%
Margin on Sales %	**33.6%**	**31.5%**	
Other Retail Operating Income	1,365.0	1,208.5	
Operating expenses	27,023.4	23,854.9	13%
Operating expenses %	**29.5%**	**28.4%**	
Operating Profit (EBIDTA)	**5,114.8**	**3,806.3**	34%
Operating Profit (EBIDTA) %	**5.6%**	**4.5%**	
Finance Charges (Net)	799.3	716.7	
Depreciation	2,661.2	1,780.7	
PBT	**1,654.3**	**1,308.9**	26%
PBT%	**1.8%**	**1.6%**	
Tax	624.3	498.6	
Profit After Tax	**1,030.0**	**810.3**	27%
Profit After Tax %	**1.1%**	**1.0%**	

CY depreciation increase is due to change in life of assets as per New companies Act.

Note : Figures have been regrouped for Presentation purpose.

Consolidated Financial – Q4-2014-15

Rs. in lacs

Particular	Q4-2014-15	Q4-2013-14	
Retail Turnover	**128,519.3**	**112,091.8**	15%
Retail Sales	117,871.5	107,617.5	
Margin on Sales	**36,561.6**	**32,113.5**	14%
Margin on Sales %	**31.0%**	**29.8%**	
Other Retail Operating Income	10,647.8	4,474.3	
Operating expenses	35,593.9	31,769.5	12%
Operating expenses %	**30.2%**	**29.5%**	
Operating Profit (EBIDTA)	**11,615.5**	**4,818.3**	141%
Operating Profit (EBIDTA) %	**9.9%**	**4.5%**	
Finance Charges (Net)	1,291.2	1,551.9	
Depreciation	3,868.3	3,174.4	
PBT	**6,456.0**	**92.0**	6918%
PBT %	**5.5%**	**0.1%**	
Tax	624.4	497.7	
Minority Interest	(2,361.3)	502.9	
Profit After Tax	**3,470.3**	**97.3**	3468%
Profit After Tax %	**2.9%**	**0.1%**	

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***

CY depreciation increase is due to change in life of assets as per New companies Act

Note : Figures have been regrouped for Presentation purpose.

Balance Sheet – SSL Standalone

Rs.in Lacs

PARTICULARS	Unaudited March'14	Audited March'14
EQUITY AND LIABILITIES		
SHAREHOLDERS' FUNDS		
Share capital	4,168.4	4,160.8
Reserves and surplus	72,360.4	68,706.5
Net Worth	76,528.8	72,867.3
NON CURRENT LIABILITIES		
Long-term borrowings	22,535.7	19,983.3
Long-term provisions	955.8	996.2
Total Non Current Liabilites	23,491.5	20,979.5
CURRENT LIABILITIES		
Short-term borrowings	23,255.3	17,480.7
Trade payables	33,135.4	30,969.5
Other current liabilities	21,443.7	22,521.3
Short-term provisions	1,175.4	1,066.2
Total Current Liabilites	79,009.8	72,037.8
Total	179,030.0	165,884.5
ASSETS		
NON CURRENT ASSETS		
Total Fixed assets	61,055.8	58,090.0
Non current investments	40,649.5	38,759.9
Long term loans and advances	34,229.2	30,119.4
Total Non Current Assets	135,934.4	126,969.2
CURRENT ASSETS		
Inventories	32,961.3	29,553.6
Trade Receivables	2,233.5	2,600.3
Cash and cash equivalents	490.5	873.4
Short term Loans and advances	6,255.2	4,397.5
Other current assets	1,155.1	1,490.5
Total Current Assets	43,095.7	38,915.3
Total	179,030.0	165,884.5

Particulars	2014-15	2013-14
Debt Equity	0.68	0.62
Asset Turnover Ratio (Without Invt. In Group Co.)	4.71	4.70
Current Ratio	0.97	0.92

SSL Debt : 518 Cr
Hypercity Debt : 207 Cr

Note : Figures have been regrouped for Presentation purpose.

Cash Flow – SSL Standalone

Rs.in Lacs

Particulars	For the period ended 31st Mar,2015
Operating Profit	**16,236**
Changes in Working Capital	(2,638)
Cash Generated from Operating Activities	**13,597**
Investment in SSL Fixed Assets & Deposit for stores	(12,300)
Investment in JV/ Subsidiary Companies	(4,505)
Net Cash Used for Investing Activities	**(16,805)**
Proceeds from issuance of share capital	410
Interest & Finance Cost (Net off)	(3,563)
Dividend and Dividend Distribution Tax paid	(730)
Increase / (Decrease) in Loans	6,708
Cash generated from Financing Activities	**2,824**
Net Increase/(decrease) in Bank Balance	**(383)**

Note : Figures have been regrouped for Presentation purpose.

2014-15 Financials

Financial Summary –2014-15

Shoppers Stop Ltd. **Rs. in lacs**

Particular	2014-15	2013-14	
Retail Turnover	**345,876.8**	**309,466.8**	12%
Retail Sales	340,523.8	305,305.1	
Margin on Sales	**115,774.9**	**101,241.6**	14%
Margin on Sales %	**34.0%**	**33.2%**	
Other Retail Operating Income	5,353.0	4,161.8	
Operating expenses	101,970.2	90,067.6	13%
Operating expenses %	**29.9%**	**29.5%**	
Operating Profit (EBIDTA)	**19,157.7**	**15,335.7**	25%
Operating Profit (EBIDTA) %	**5.6%**	**5.0%**	
Finance Charges (Net)	3,620.8	2,819.9	
Depreciation	8,580.7	6,177.9	
PBT (Before Exceptional Item)	**6,956.3**	**6,337.9**	
PBT%	**2.0%**	**2.1%**	
Exceptional Items	-	67.4	
PBT	**6,956.3**	**6,270.5**	11%
PBT %	**2.0%**	**2.1%**	
Tax	2,882.7	2,570.1	
Profit After Tax	**4,073.5**	**3,700.5**	10%
Profit After Tax %	**1.2%**	**1.2%**	

CY depreciation increase is due to change in life of assets as per New companies Act.

Exceptional items include Rs.29.6 lacs write off of on account of insurance policy exclusion for Inorbit Pune store and Rs.37.8 lac write off towards part inadmissibility of Pune Koregaon park fire claim.

Note : Figures have been regrouped for Presentation purpose.

Consolidated Financial – 2014-15

Rs. in lacs

Particular	2014-15	2013-14	
Retail Turnover	**474,214.0**	**420,989.5**	13%
Retail Sales	455,299.9	411,861.4	
Margin on Sales	**143,320.0**	**127,579.9**	12%
Margin on Sales %	**31.5%**	**31.0%**	
Other Retail Operating Income	18,914.0	9,128.0	
Operating expenses	135,432.8	123,382.9	10%
Operating expenses %	**29.7%**	**30.0%**	
Operating Profit (EBIDTA)	**26,801.2**	**13,325.1**	101%
Operating Profit (EBIDTA) %	**5.9%**	**3.2%**	
Finance Charges (Net)	6,487.0	5,914.8	
Depreciation	12,530.6	9,806.5	
PBT (Before Exceptional Item)	**7,783.6**	**(2,396.2)**	
PBT % (Before Exceptional Item)	**1.7%**	**-0.6%**	
Exceptional Items	-	67.4	
PBT	**7,783.6**	**(2,463.6)**	416%
PBT %	**1.7%**	**-0.6%**	
Tax	2,882.8	2,569.1	
Minority Interest	(660.4)	4,204.9	
Profit After Tax	**4,240.4**	**(827.8)**	612%
Profit After Tax %	**0.9%**	**-0.2%**	

Consolidation includes:

- *Shoppers Stop Limited*
- *Hypercity Retail (India) Ltd..*
- *Crossword Bookstores Ltd.*
- *Timezone Entertainment Pvt. Ltd.*
- *Nuance Group (India) Pvt. Ltd.*
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Investor Presentation – Q4 FY15

Key Highlights

- LTL Sales growth : 5.7%. LTL Ex-CDIT growth: 6.3%*
- LTL sales psf growth : 19.2% *(Excl. downsize/sub-lease).*
- Fashion mix at 14.6% [LY: 12.6%].
- Margin on sales up by 120 bps.
- LTL opex growth: 5%.
- Store operating profit Rs. 539 lacs; [LY: 195 lacs].
- Company EBITDA (Excl Property options) : Rs. (648) lacs [LY: Rs.(1397) lacs]
- PAT # : Rs. 4819 lacs, [LY: Rs. (1026) lacs.]

** LTL Growth are adjusted for LY sales of CDIT as HC has exited the business.*

 # Above PAT includes gain from Property Options of Rs 73 crs & Rs. 24 Crs in FY15 & FY14 respectively.

HyperCITY - Key Financials Highlights

- **Sales Growth:**

  HyperCITY stores : **6%**

- **LTL Sales Growth :**

  HyperCITY stores : **6%** (Ex-CDIT : 6%)

  - stores > 5 years : 4% (Ex-CDIT : 5%)

  - stores < 5 years : 8% (Ex-CDIT : 9%)

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

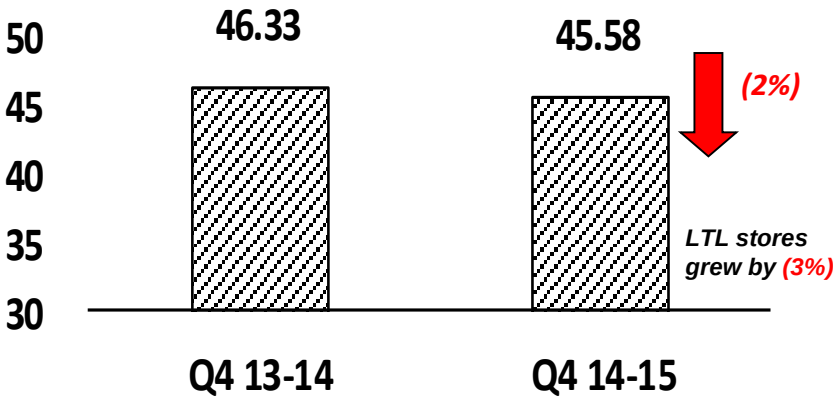
  LTL level * : **Rs 1,781** (LY Rs 1,494)

  Chain level : **Rs 1,672** (LY Rs 1,489)

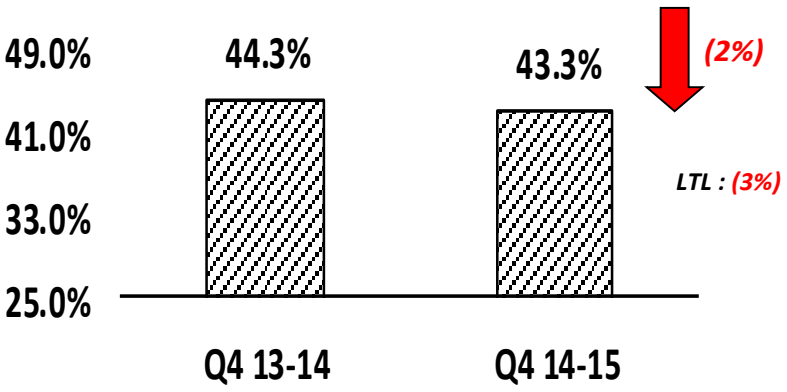
* LTL sales psf is after excluding major concessionaire/ sub-lease area of 80k sq ft (LY: 4k sq ft).

Footfalls, ASP , Conversion and Average Ticket size

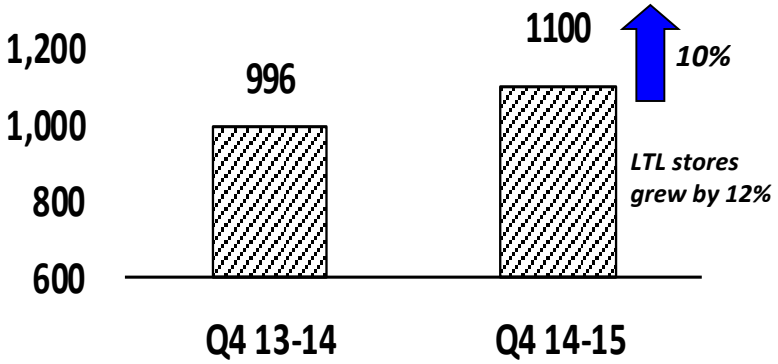
Customer Entry (figures in lacs.)



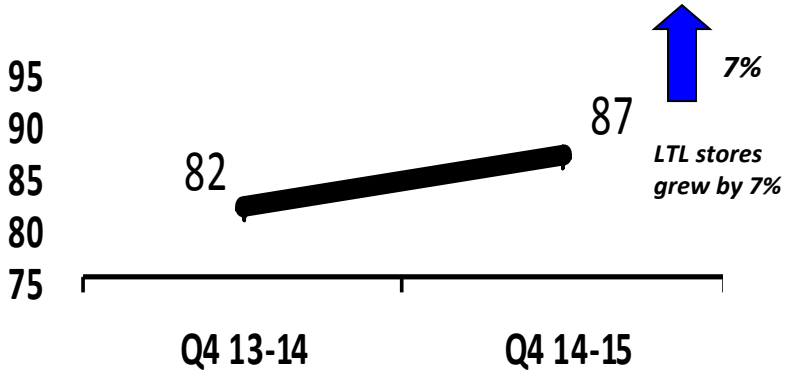
Conversion Ratio (%)



Transaction Size (Rs.)



Average Selling Price ("ASP")



- ***LTL Volume*** **(1%)**

HyperCITY Financials – Q4 - 2014-15

Rs.in lacs

Particular	Q4 FY15	% Sales	Q4 FY14	% Sales	Growth%
Retail Sales (Including VAT)	**21,858**	108.6%	**20,390**	107.9%	7.2%
Retail Sales (Net of VAT)	**20,119**	100.0%	**18,898**	100.0%	6.5%
Gross Margin	**4,575**	22.7%	**4,067**	21.5%	12.5%
DC Cost	186	0.9%	193	1.0%	-3.7%
Shrinkage	93	0.5%	74	0.4%	25.4%
Margin on Sales	**4,296**	**21.4%**	**3,799**	**20.1%**	**13.1%**
Store Operating Expenses	4,449	22.1%	4,206	22.3%	5.8%
Other Retail Operating Income	692	3.4%	601	3.2%	15.1%
Store EBIDTA	**539**	**2.7%**	**195**	**1.0%**	**177.0%**
Service Office / Pre-ops Exp.	1,188	5.9%	1,592	8.4%	-25.4%
Loss / (Profit) on sale of Property options	(7,335)	-36.5%	(2,402)	-12.7%	-205.4%
COMPANY EBIDTA	**6,687**	**33.2%**	**1,005**	**5.3%**	**565.6%**
Depreciation	850	4.2%	1,164	6.2%	-27.0%
Finance Charges	1,017	5.1%	867	4.6%	17.4%
PAT	**4,819**	**24.0%**	**(1,026)**	**-5.4%**	**569.5%**

- LTL Ex-CDIT : 6.3%.
- LTL sales PSF growth : 19.2%

- LTL Opex Growth : 5%

- SO growth excl. pre-ops & exception is 8.3%.

- LY Depri. Includes Rs 5.2 crs of Hyd downsize impairment.

• **Numbers have been regrouped for analytical representation**

YTD - FY15

HyperCITY - Key Financials Highlights

- **Sales Growth:**

  HyperCITY stores : **7%**

- **LTL Sales Growth :**

  HyperCITY stores : **0%** (Ex-CDIT : 3%)

  - stores > 5 years : (1%) (Ex-CDIT : 2%)

  - stores < 5 years : 6% (Ex-CDIT : 9%)

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

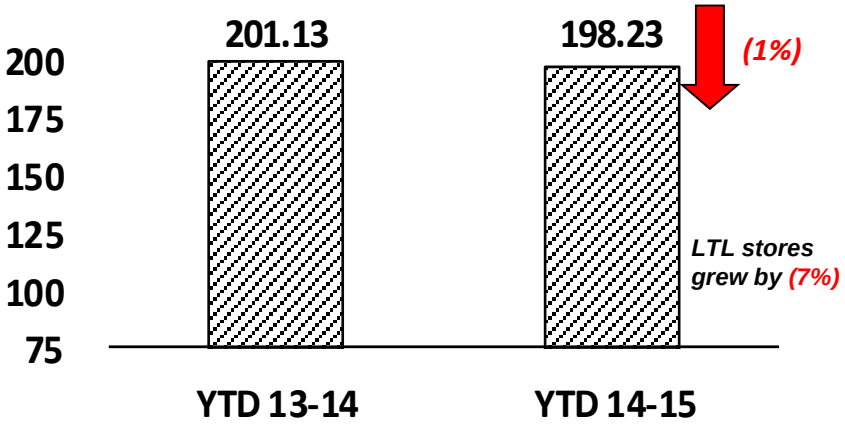
  LTL level * : **Rs 8,075** (LY Rs 7,020)

  Chain level : **Rs 7,447** (LY Rs 6,874)

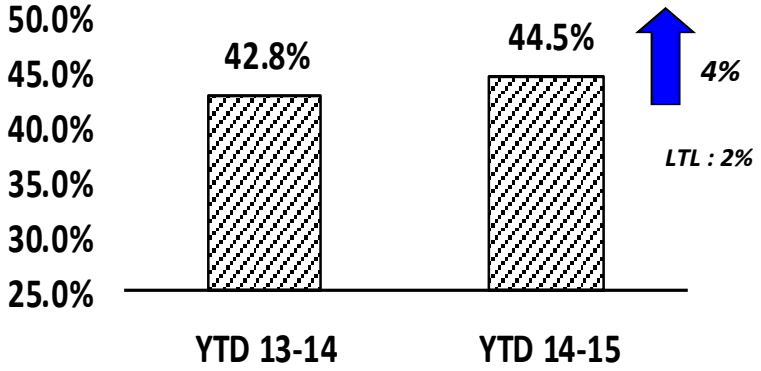
* LTL sales psf is after excluding major concessionaire/ sub-lease area of 80k sq ft (LY: 4k sq ft).

Footfalls, ASP , Conversion and Average Ticket size

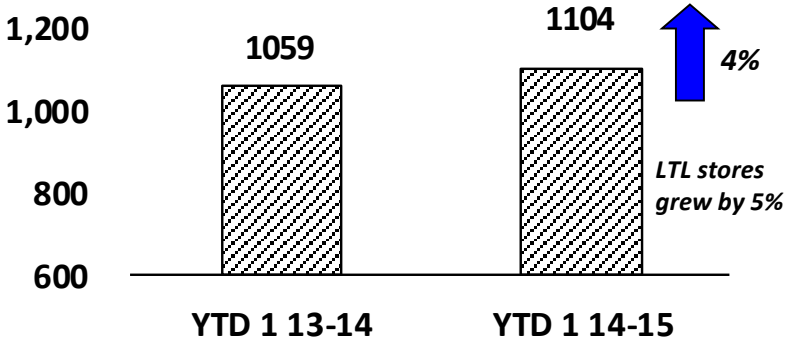
Customer Entry (figures in lacs.)



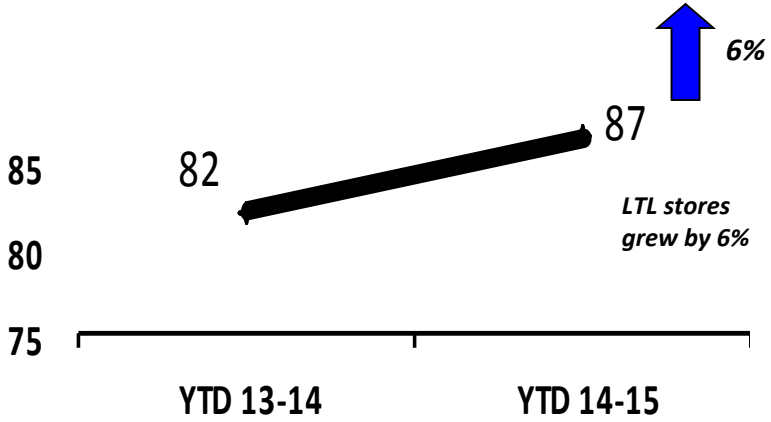
Conversion Ratio (%)



Transaction Size (Rs.)



Average Selling Price ("ASP")



- ***LTL Volume*** ***(6%)***

HyperCITY Financials – YTD – 2014-15

Rs.in lacs

Particular	YTD FY15	% Sales	YTD FY14	% Sales	Growth%
Retail Sales (Including VAT)	**97,593**	108.0%	**91,369**	108.0%	6.8%
Retail Sales (Net of VAT)	**90,391**	100.0%	**84,621**	100.0%	6.8%
Gross Margin	**20,350**	22.5%	**18,173**	21.5%	12.0%
DC Cost	794	0.9%	1,049	1.2%	-24.4%
Shrinkage	443	0.5%	387	0.5%	14.7%
Margin on Sales	**19,113**	**21.1%**	**16,738**	**19.8%**	**14.2%**
Store Operating Expenses	18,685	20.7%	18,253	21.6%	2.4%
Other Retail Operating Income	2,723	3.0%	2,297	2.7%	18.5%
Store EBIDTA	**3,151**	**3.5%**	**782**	**0.9%**	**303.0%**
Service Office / Pre-ops Exp.	3,925	4.3%	5,483	6.5%	-28.4%
Loss / (Profit) on sale of Property options	(8,852)	-9.8%	(2,402)	-2.8%	-268.5%
COMPANY EBIDTA	**8,078**	**8.9%**	**(2,299)**	**-2.7%**	**451.4%**
Depreciation	2,879	3.2%	2,892	3.4%	-0.5%
Finance Charges	3,852	4.3%	3,391	4.0%	13.6%
PAT	**1,348**	**1.5%**	**(8,581)**	**-10.1%**	**115.7%**

- LTL Ex-CDIT : 3%.
- LTL sales PSF growth : 15%

- LTL Opex Growth : (3.8%)

- SO growth excl. pre-ops & exceptions is (6.9%).

Sources of Funds	31st Mar 15
Net worth	5,331
Loans from Shareholders / Group Co's	12,600
Loans	20,734
Total	**38,665**
Application of Funds	
Fixed Assets	17,105
Currents Assets , Loans and Advances	31,447
Less : Current Liabilities and Provisions	9,887
Net Current Assets	21,560
Total	**38,665**

- **Numbers have been regrouped for analytical representation**

In case of any clarifications please contact on

investor@shoppersstop.com