

SEC/100/2014-15

February 6, 2015

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,

We are pleased to inform you that the Company has received following awards at **Loyalty Summit**:

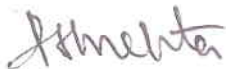
- 1. Customer Choice Loyalty Programme Awards**
- 2. Best Loyalty Programme in the Retail Sector**
- 3. Direct Marketing Campaign of the Year**
- 4. Best use of Social Media to Enhance Loyalty**
- 5. Mr. Vinay Bhatia, the Vice President Marketing & Loyalty of the Company, has been awarded with "Loyalty Industry Personality of the Year".**

Further, please also be informed, that 'Hypercity Discovery Club' of Hypercity Retail (India) Limited, our Subsidiary Company, has been conferred with the award for the **"Best Promotional / Shopper Marketing Campaign"**.

We request you to kindly take the same on record.

Thanking you,

Yours truly,
For Shoppers Stop Limited.



Prashant Mehta
Vice President - Legal &
Company Secretary

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