

SEC/51/2017-18

September 20, 2017

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: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

With reference to the captioned subject, we would like to inform you that the Board of Directors of the Company vide Circular Resolution dated September 20, 2017, has approved execution of a commercial agreement with Amazon Seller Services Private Limited, which shall come into force and effect from the receipt of all necessary approvals, as envisaged therein.

The details as required under SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated September 09, 2015 are given in Annexure A to this letter.

We request you to kindly take the same on record.

Thanking you,

Yours truly,
For Shoppers Stop Limited.



Bharat Sanghavi
Company Secretary



Encl : aa

Annexure A

a)	Name of the parties with whom the agreement is entered	Shoppers Stop Limited ("the Company") and Amazon Seller Services Private Limited ("Amazon India").
b)	Purpose of entering into agreement;	The Company has entered into a commercial arrangement which would expand the scope of its existing listing arrangement with Amazon India.
c)	Size of Agreement	There is no separate monetary consideration, other than the mutual covenants and agreements of the parties.
d)	Shareholding, if any, in the entity with whom the agreement is executed	The Company does not have any shareholding in Amazon India.
e)	Significant terms of the agreement (in brief) special rights like right to appoint directors, first right to share subscription in case of issuance of shares, right to restrict any change in capital structure etc.;	The Company has entered into a commercial arrangement which would expand the scope of its existing listing arrangement with Amazon India, the brief overview of which is as follows: 1. In addition to the website of the Company and its group companies, the Company will, exclusively sell its products online on the Amazon.in marketplace. 2. Amazon India will provide the Company marketing, promotion and visibility support to promote the sale of products of the Company on the Amazon.in marketplace. Further, the Company will partner exclusively for undertaking joint marketing programmes. 3. The Parties will partner on an exclusive basis, for creation of Amazon experience centers



Shoppers Stop Limited

Registered & Service Office - Umang Tower, 5th Floor, Mindspace, Off. Link Road, Malad (West), Mumbai - 400 064, Maharashtra.

T + 022 42497000, F + 022 28808877, CIN : L51900MH1997PLC108798. E-mail us at customer@shoppersstop.com,

Customer Helpline T + (022) 61290400, Toll Free No.: T + 1-800-419-6648 (9 am to 9 pm).

f)	Whether the said parties are related to promoter/promoter group/ group companies in any manner. If yes, nature of relationship;	No
g)	Whether the transaction would fall within related party transaction? If yes, whether the same is done at "arm's length";	No
h)	in case of issuance of shares to the parties, details of issue price, class of shares issued;	N/A
i)	In case of loan agreements, details of lender, nature of the loan, total amount of loan granted, total amount outstanding, date of execution of the loan agreement/sanction letter, details of the security provided to the lenders for such loan;	N/A
j)	Any other disclosures related to such agreements, viz., details of nominee on the board of directors of the listed entity, potential conflict of interest arising out of such agreements, etc;	Under the Commercial Agreement, Amazon India does not have a right / entitlement to appoint a director on the board of the Company whether as a nominee, an observer or in any other capacity of any nature whatsoever.



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