

SEC/050/2013-14

February 12, 2014

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,

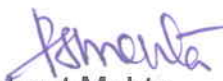
Sub : Award at Loyalty Summit

Pursuant to provisions of the Listing Agreement, please be informed, that Shoppers Stop, has won the Best Loyalty Program Award at the Loyalty Summit 2014, in Large Format Retail category.

We request you to kindly take the same on record.

Thanking you,

Yours truly,
For Shoppers Stop Limited.



Prashant Mehta
88 Vice President - Legal &
Company Secretary