

SHOPPERS STOP

SEC/43/2025-26

August 01, 2025

To,

BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Fort, Mumbai 400 001. Stock Code : 532638	National Stock Exchange of India Limited Exchange Plaza, Bandra-Kurla Complex, Bandra (East), Mumbai 400 051. Stock Symbol : SHOPERSTOP
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Dear Sir / Madam,

Sub: Press / Media Release: " SSBeauty & Shoppers Stop Present ShowStoppers'25 – The Beauty Celebration Gets Bigger, Bolder & More Glamorous"

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

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached the press release titled "SSBeauty & Shoppers Stop Present ShowStoppers'25 – The Beauty Celebration Gets Bigger, Bolder & More Glamorous"

Please find enclosed Press / Media Release dated August 01, 2025 for the captioned subject.

This information is also being made available on the corporate website of the Company i.e. <https://corporate.shoppersstop.com/investors/>.

You are requested to take the same on your records.

Thanking you,

Yours faithfully,

For **Shoppers Stop Limited**

Rakeshkumar Saini

Vice President – Legal, CS & Chief Compliance Officer

ACS No: 20257

Shoppers Stop Limited

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Toll Free No.:1800-419-6648 (9 am to 9 pm).



SSBeauty & Shoppers Stop Present ShowStoppers'25: The Beauty Celebration Gets Bigger, Bolder, and More Glamorous

August 1 2025: SSBeauty & Shoppers Stop are excited to unveil the most glamorous edition yet of their highly anticipated beauty festival – ShowStoppers'25, live from August 1 to September 15 across stores and online. This 45-day celebration brings together India's leading luxury beauty brands, unforgettable activations, and irresistible offers – designed to elevate every beauty lover into the spotlight. From 1st August to 15th September, beauty enthusiasts across India are invited to explore a world of inspiration, celebration, and exclusive experiences. An interactive in store pop up at Inorbit Mall, Malad (Mumbai), will offer immersive brand experiences - encouraging self-expression and redefining how India connects with beauty.

This interactive beauty festival offers an exciting blend of Makeover Marathons, Masterclasses, Skincare Consultations, Gamified Experiences, Personalized Consultations, Fragrance Discovery, and Try Ons. Guests can look forward to exclusive offers from top brands like Lancôme fragrances, Giordano Fragrances, Shiseido, LOVETC, Joyology Beauty, Clarins, Yves Saint Laurent, Armani fragrances, NARS & many more—making every beauty lover's dream a reality.

Bollywood's radiant star, Vaani Kapoor features in the ShowStoppers'25 campaign video, bringing her signature blend of modern glamour and fearless individuality to the screen. Her presence adds a bold new energy to this year's narrative—one that celebrates personal expression, high-octane glam, and the power of feeling like a showstopper in your own skin.

Commenting on ShowStoppers'25, *Mr. Biju Kassim, CEO of Beauty at Shoppers Stop*, said, "We're delighted to return with ShowStoppers'25, our biggest beauty IP of the year. Featuring Vaani Kapoor as the face of this campaign brings glamour and elegance, perfectly aligning with our celebration of individuality and self-expression. With #ShowStoppers'25, we're presenting the beauty festival that will keep you spotlight-ready, reaffirming our commitment to beauty in all its forms. We believe this initiative will resonate with every beauty enthusiast, inspiring them to explore, develop, and celebrate their unique identities."

Shop iconic brands like MAC, Clinique, Estee Lauder, Carolina Herrera, Rabanne, Max Factor, Arcelia and more - with online exclusives on ssbeauty.in and shoppersstop.com. Discover curated looks, limited-time beauty kits, and trend-forward products to elevate your beauty routine this festive season.

Whether you're looking to refresh your beauty stash, glam up for a celebration, or simply discover your next holy grail, ShowStoppers'25 is here to inspire, indulge, and celebrate you — in the spotlight.

ABOUT SSBeauty

As a division of Shoppers Stop, SSBeauty is dedicated to empowering every woman to embrace her uniqueness and inspire others. Our ethos of "Inspiring Elegance" defines our innovative approach to beauty retail. Beyond mere shopping, SSBeauty offers a haven of indulgence, it includes dedicated Treatment Rooms, offering indulgent facials and spas, providing customers with a luxurious and rejuvenating experience.

At SSBeauty, luxury meets diversity with an impressive lineup of global powerhouses like Dior, Bvlgari, Armani, YSL, Prada, Valentino, Gucci, Burberry, Rabanne ,D&G, Creed, Maison Margiela, Tom Ford, Estee Lauder, Hugo Boss, Carolina Herrera, MAC, NARS, Benefit Cosmetics, Clarins, Clinique, L'Oreal Paris, Maybelline, Max Factor, Adidas, Armaf Perfumes, and many more, alongside Indian favourites like Kama Ayurveda, Forest Essentials, and Joyology Beauty.

ABOUT Shoppers Stop Limited

Shoppers Stop Ltd. is the nation's leading premier retailer of fashion and beauty brands, established in 1991. Spread across 112 department stores, the Company also operates 10 premium home concept stores, 82 Specialty Beauty stores of M.A.C, Estée Lauder, Bobbi Brown, Clinique, Jo Malone, NARS, Armani Beauty, Prada Beauty and SS Beauty, 75 Intune stores and 20 Airport doors, occupying area of 4.5 M sq. ft. Shoppers Stop is home to one of the country's longest running and most coveted loyalty program 'First Citizen'. The Company's one-of-a-kind shopping assistance service, 'Personal Shopper' is revolutionizing the way Indian's shop, bringing more value, comfort, and convenience to customer experiences. The brand's diversified Omni channel offers over 800+ recognized and trusted brands across an incomparable range of products that together serve our overarching objective of delivering customer delight.