

SHOPPERS STOP

SEC/72/2025-26

December 02, 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,

Subject: Update on Investors / Analysts Meeting

We refer to our communication dated November 27, 2025, wherein pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we had intimated about participation in the 'Analyst Day' Meet organised by K. Raheja Corp Group ('Group') scheduled to be held at Trident, BKC, Mumbai on December 2, 2025.

Please find enclosed the presentation which shall be used at this Analyst Meet and also being posted on the Company's website at <https://corporate.shoppersstop.com/investors/disclosures-under-listing-regulations/>.

Kindly take the same on the records.

Thank you.

Yours faithfully,
For **Shoppers Stop Limited**

Rakeshkumar Saini
Vice President – Legal, CS & Chief Compliance Officer
ACS No: 20257

Public

Shoppers Stop Limited

Registered & Service Office : Umang Tower, 5th Floor, Mindspace, Off. Link Road, Malad (W), Mumbai 400 064, Maharashtra.
T 022- 42497000 CIN : L51900MH1997PLC108798. Email : customercare@shoppersstop.com Website: www.shoppersstop.com
Toll Free No.:1800-419-6648 (9 am to 9 pm).



SHOPPERS STOP **BUSINESS UPDATE**

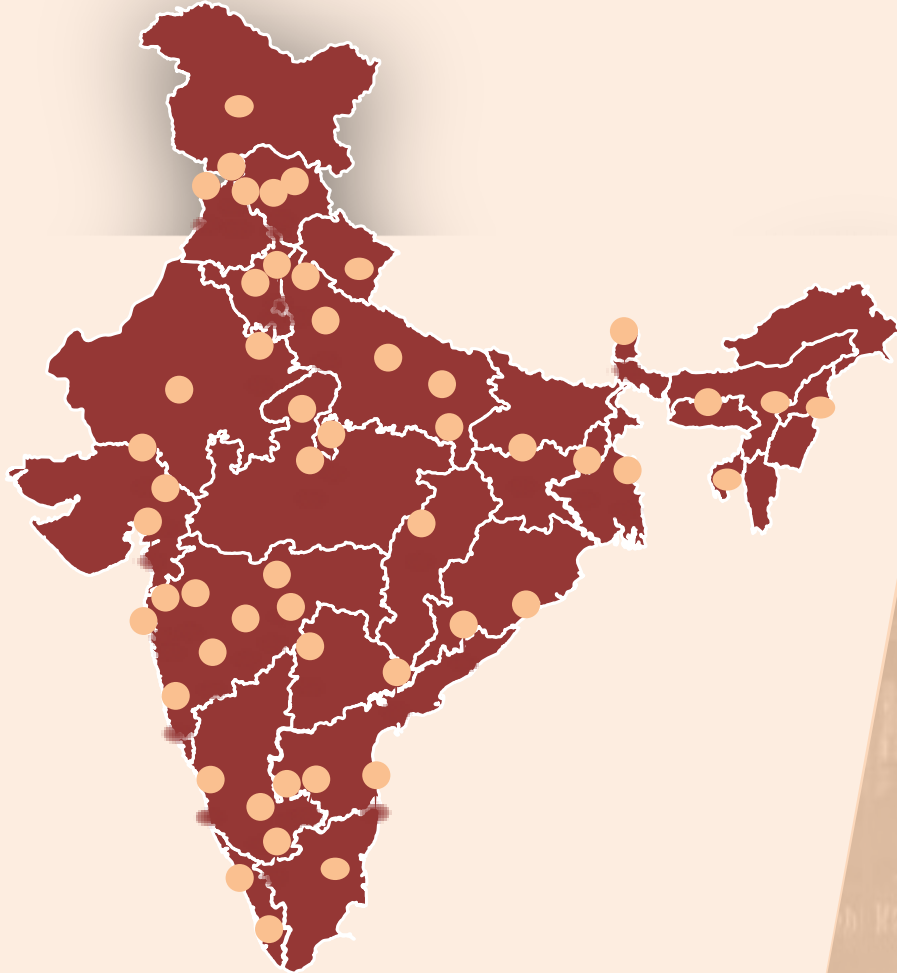
Shoppers Stop Vision

***We aim to be the most loved
premium shopping destination
for aspirational Young Indian
families***



SHOPPERS STOP

Pan-India Geographic presence



**Shoppers Stop
founded in 1991**

**Played a pivotal role
on the retail
revolution in India**

**Grown from a single
store in 1991 to the
largest chain of
department stores
in India today**

**Listed in BSE and
NSE**

4.5M
Total retail space

303
Stores (incl. beauty
doors) across India

70
Presence in cities

13.0M
First Citizen Loyalty
Program

INR 54.3B
Gross Revenue for FY25
(*Non GAAP numbers)

Data as on 30th Sep 2025



Our Businesses



 **Cities**
70

 **Department**
111 stores

 **Beauty**
84* stores

 **HomeStop**
10 stores

 **INTUNE**
78 stores

 **Airport**
20 doors

 **Brands**
800+

*Excludes 62 Shop in Shop stores
- SS Beauty - SSL partners with Estee Lauder group of brands to run their EBOs in India

SHOPPERS STOP

Core and New Businesses



Departmental
Stores



Beauty



INTUNE



SSBeauty.in

Core

New

Key Strategic Pillars for Shoppers Stop Departmental Stores

Strengthening Brand Love



Marketing IPs viz.,
India Weds with
Shoppers Stop, Gifts of
Love, Showstopper,
etc.

Regional
Engagements and BTL
activations

Product



Increasing mix of
Premium Brands and
Exclusive Lines

Shoppers Stop Brands
portfolio with curated
collection

Loyalty



13 M+ loyalty customer
base contributing to
~ 83% of the
company's Sales

Drives personalization
and repeat business

Premium Instore Experiences



Expanding Premium
Concept stores

Personalized Shopping
experience with
Personal Shoppers and
Shopping Lounge areas

Kids Play Areas, Coffee
Shops, Arcades

Our Journey to premiumization

(Inorbit Mall, Malad, Mumbai)



 [Click here to watch the video](#)

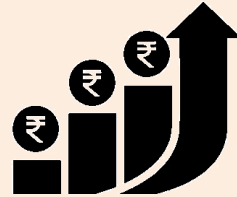
Premiumization-Progress as on date



Customer entry +6% LFL



ATV +8%



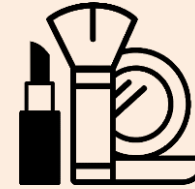
ASP +6%



IPT +2%



Sales +7% (Dept. Store LFL 9.4%)



Beauty +22%



Watches+13%



Handbags +11%

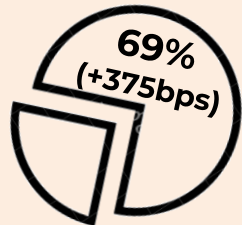
Premiumization driving growth



Sales +16%



Personal Shoppers



Contribution

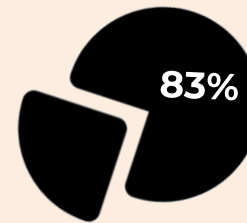


Contribution

First Citizen Club



13M+



Contribution
Repeat @69%



Highest quarterly
enrolments

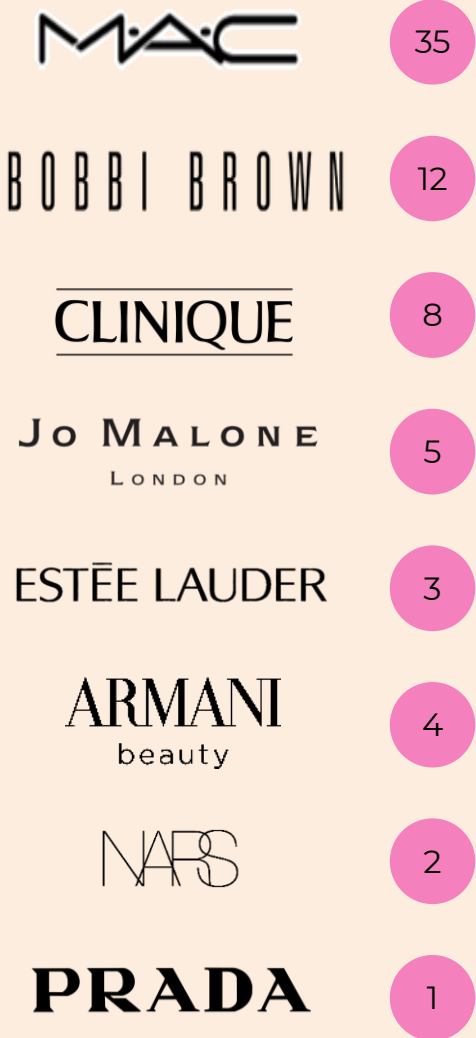
Confidential



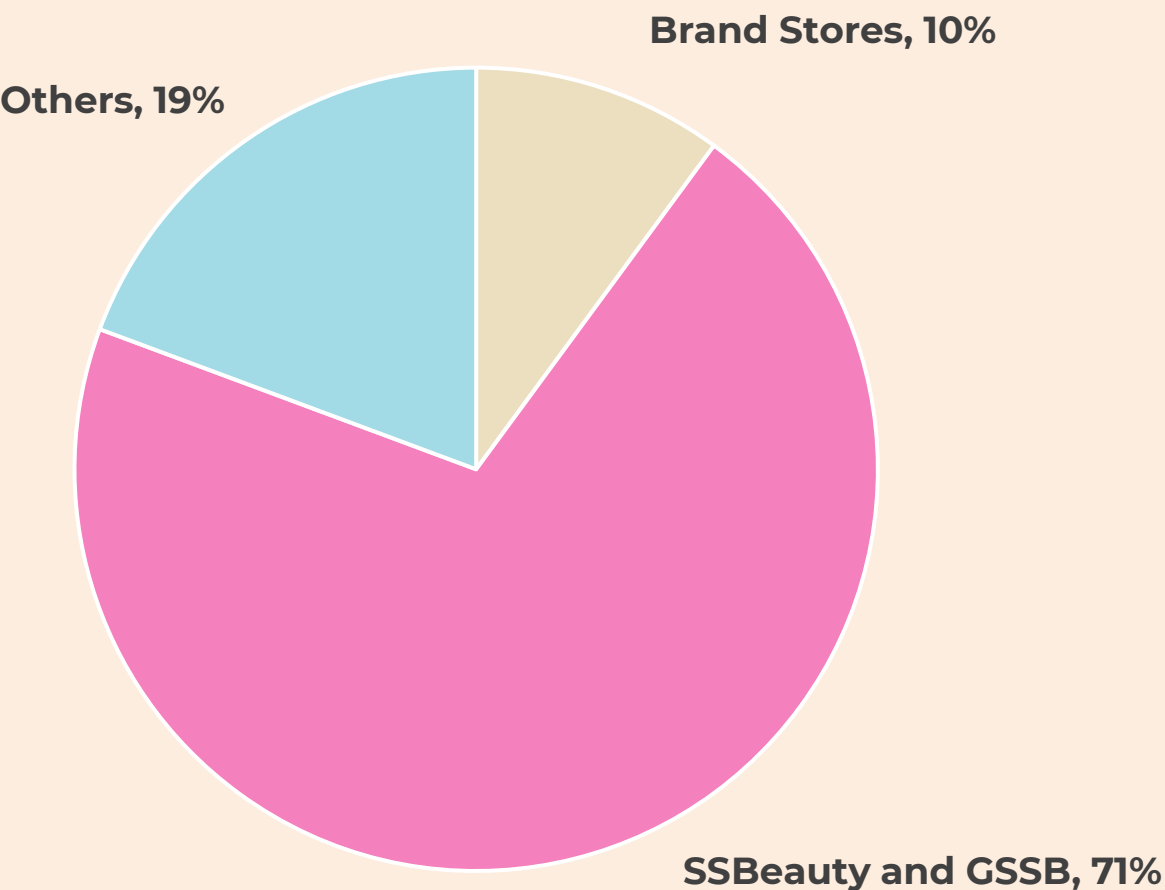
*Latest additions in orange

Largest EBO Network of Premium & Luxury Beauty Brands

Operated by SSBeauty/GSSB



71% of EBOs of Global Prestige beauty brands are operated by SS/GSSBB in India



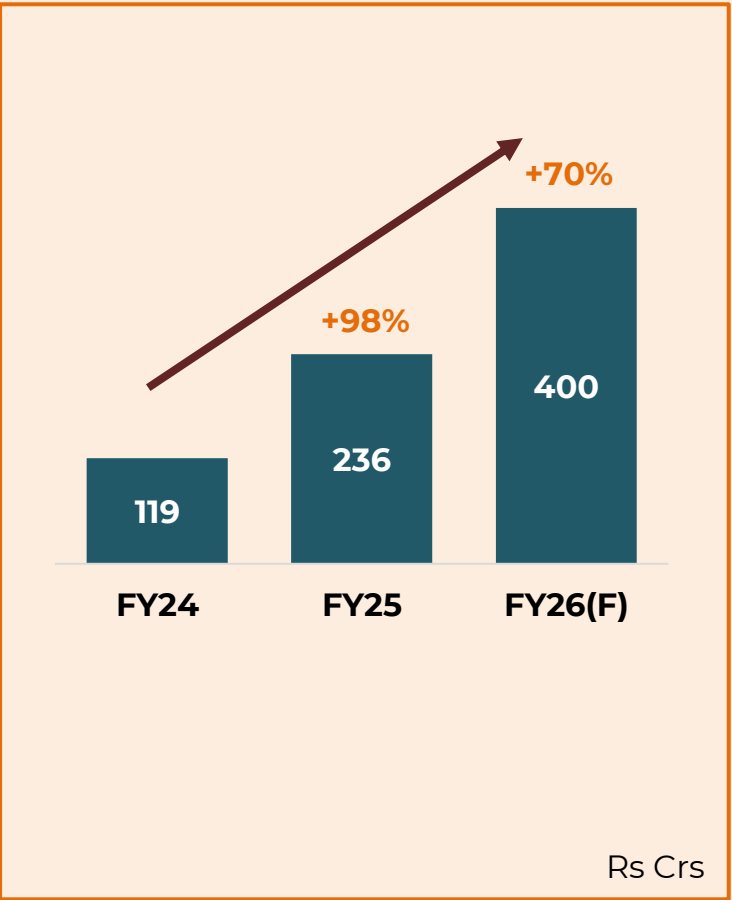
Global SSBeauty

We partner with global beauty brands as their franchisee/licensee in India, managing exclusive brand presence, operating EBOs and SISs, and distributing products through retail and online channels.

Brand Portfolio

 Fragrance	GIORGIO ARMANI	PRADA	VALENTINO	TUMI
	VIKTOR&ROLF	Atelier Cologne PARIS	RALPH LAUREN	Pepe Jeans LONDON
	VERSACE	GANS	MICHAEL KORS	MOSCHINO
	BANANA REPUBLIC	Real Madrid	Reebok	Maison Margiela PARIS
 Skincare	MISSONI	women'secret	PLAYBOY	ARMANI
	AZZARO	MUSTANG	DSQUARED2	BRUNELLO CUCINELLI
			MUGLER	ATKINSONS LONDON 1799
 Makeup	CLARINS	FRÉ	ARCELIA	
	VALENTINO	NARS	GIORGIO ARMANI	PRADA
	NOTE COSMETIQUE	theBalm	NAJ-OLEARI Italian Beauty	JOYOLOGY BEAUTY
				SIMHAZE BEAUTY

Improving sales trend



INTUNE



Strategic Initiatives- Value Fashion

- Massive untapped opportunity; Huge unorganized market, shifting to organized sector
- Potential for brands offering quality and affordability

Current Status

- 78 stores across 34 cities
- Family first store with an additional flavor in Kids category
- Repeat purchases at 39%

THANK YOU

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