

SHOPPERS STOP

SEC/140/2024-25

March 07, 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 by Shoppers Stop unveils its First Fragrance Exclusive Store at Nexus Mall, Bengaluru."

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 by Shoppers Stop unveils its First Fragrance Exclusive Store at Nexus Mall, Bengaluru". This store offers a curated collection of luxury, niche, and designer fragrances, providing a unique sensory experience for fragrance enthusiasts. With renowned brands and personalized consultations, it promises to redefine the way consumers explore perfumes in Bengaluru.

Please find enclosed Press / Media Release dated March 07, 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 by Shoppers Stop Unveils Its First Fragrance Exclusive Store at Nexus Mall, Bengaluru

Bengaluru, 7th March 2025: SSBeauty by Shoppers Stop, the premium beauty retail destination, proudly announces the launch of its first **fragrance exclusive store** at **Nexus Mall, Koramangala, Bengaluru**. This store aims to transform how consumers experience and explore luxury fragrances.

The new SSBeauty by Shoppers Stop Fragrance Store is a sensory haven, offering a curated selection of the world's most coveted perfumes, including luxury, niche, and designer brands. Customers can explore a handpicked range of fragrances from leading international and Indian brands while receiving personalized consultations from fragrance experts to help them discover their signature scent. Enhancing the experience further, the store features interactive scent profiling and sampling stations, allowing shoppers to immerse themselves in the art of perfumery and find their perfect match.

Speaking about the launch, **Mr. Biju Kassim, Customer Care Associate and CEO, Beauty at Shoppers Stop** said *"At SSBeauty by Shoppers Stop, we are committed to offering an unparalleled beauty retail experience, and with the launch of our first standalone fragrance store, we are taking this commitment to new heights. The Bengaluru market is dynamic, fashion-forward, and passionate about beauty. This store is designed to be a fragrance destination where customers can immerse themselves in the art of perfumery. We look forward to welcoming all our discerning beauty enthusiasts who align with our vision of celebrating confidence and individuality, just like a signature fragrance does. SSBeauty by Shoppers Stop, having the legacy of the best fragrance assortment and seeing an opportunity to tap into this audience, we plan to open many more fragrance exclusive stores like this one in the coming years."*

The launch of the fragrance exclusive store at Nexus Mall is a part of **strategic expansion of SSBeauty by Shoppers Stop**, aimed at bringing **premium beauty and fragrance experiences** closer to consumers. With this store, SSBeauty by Shoppers Stop is set to become the go-to destination for fragrance lovers in Bengaluru, catering to both **fragrance connoisseurs and first-time perfume buyers** alike.

SSBeauty by Shoppers Stop, a fragrance haven is stocked with some of the biggest names in the perfume world. From OG classics to modern artisanal blends, customers can explore brands like **Arcelia, Elizabeth Arden, Givenchy, Guerlain, Tom Ford, Armani, Azzaro, Boss, Burberry, Calvin Klein, Carolina Herrera, Chloe, Chopard, Coach, D&G, Davidoff, Diesel, Ferragamo, Gucci, Guess, Hermes, Hugo Boss, Issey Miyake, Jean Paul Gaultier, Jimmy Choo, Marc Jacobs, Mont Blanc, Nautica, Prada, Ralph Lauren, Roberto Cavalli, Skinn, UCB, Valentino, Versace, YSL, Tumi, Lancôme, Mugler, Viktor&Rolf, Banana Republic, Rabanne, and Clinique.**



Step into a world where scent meets self-expression and discover fragrances that define your unique personality.

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ABOUT SSBeauty by Shoppers Stop

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. Shoppers Stop is spread across 109 department stores in 68 cities, the Company also operates 11 premium home concept stores under the name Home Stop, 85 Specialty Beauty stores of M.A.C, Estée Lauder, Bobbi Brown, Clinique, Jo Malone, Too Faced, SSBeauty, and 20 Airport doors, 60 INTUNE Stores occupying an area of 4.3 M sq. ft.

Shoppers Stop is home to one of the country's longest-running and most coveted loyalty programs 'First Citizen'. The Company's one-of-a-kind shopping assistance service, 'Personal Shopper' is revolutionising the way Indians 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.