

SHOPPERS STOP

SEC/96/2024-25

October 18, 2024

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: “Shoppers Stop Inaugurates its First store in Silchar”

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 / Media Release by the Company, “Shoppers Stop Inaugurates its First store in Silchar” intimating the inauguration of its first Shoppers Stop store located at Silchar.

Please find enclosed Press / Media Release dated October 18, 2024 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**

Karunakaran Mohanasundaram
Chief Financial Officer

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

Shoppers Stop Inaugurates its First store in Silchar

Silchar, 18th October 2024: Shoppers Stop, India's premium fashion, beauty and gifting omnichannel destination, is delighted to announce the launch of its first Shoppers Store at Silchar city, Assam. The store was unveiled in the presence of loyal Black, Platinum, and gold customers, to preview the store's offerings. The new Shoppers Stop store is set to bring an unparalleled shopping experience to the residents of Silchar and surrounding areas.

With the new Shoppers Stop store, the customers of Silchar will get to experience 500 + brands, the latest fashion trends, enhanced beauty experience, a diverse range of watches, bags, and gifting options all conveniently available under one roof. Elevating the shopping experience, Shoppers Stop also offers services such as beauty makeovers and Personal Shopper. Additionally, the renowned Shoppers Stop First Citizens Club program promises a rewarding shopping experience. The premium Black Card Membership program allows shoppers to relish exclusive privileges, unique event invitations, a generous one-year return policy and many more rewards and benefits worth Rs. 50,000 upon enrolment.

As India's retail industry grows, Shoppers Stop has constantly evolved. The new store features an impressive lineup of renowned brands, both local and international. Apparel brands include **Jack & Jones, Vero Moda, Levis, Biba, W, GAP, Rare Rabbit, Simon Carter, UCB, USPA, and Louis Pillepe**. The store also boasts a selection of premium watches from **CK, Titan, Tommy Hilfiger, Guess, Armani Exchange, and Fossil**. Beauty enthusiasts can enjoy products from **L'Oreal, Lakme, Maybelline, Coach, Jimmy Choo, Billie Eilish, Giorgio Armani, and Versace**, while footwear collections from **Skechers, Puma, and Adidas** ensure that customers have access to the latest in fashion and comfort. Shoppers stop looks forward to welcoming you to the new Silchar store, where exceptional service, personalized experiences and amazing brands await.

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About Shoppers Stop Limited

Shoppers Stop Ltd. is the nation's leading premier retailer of fashion and beauty brands, established in 1991. As of 30th June 2024, Shoppers Stop is spread across 114 department stores, the Company also operates 7 premium home concept stores, 87 Specialty Beauty stores of M.A.C, Estée Lauder, Bobbi Brown, Clinique, Jo Malone, Too Faced and SS Beauty, 31 INTUNE stores and 20 Airport doors, occupying area of 4.4 M sq. ft.

SHOPPERS STOP

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 revolutionizing the way Indians shop, bringing more value, comfort, and convenience to customer experiences. The brand's diversified Omni channel offers over 500+ recognized and trusted brands across an incomparable range of products that together serve our overarching objective of delivering customer delight.

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