

SHOPPERS STOP

SEC/44/2026-27

September 22, 2026

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.: General Updates - Media Release

Please find enclosed a Media Release being shared by the Company with its media partners and investors. The information contained in the newsletter is for general dissemination and does not contain any material or unpublished price sensitive information requiring disclosure under Regulation 30 of the SEBI Listing Regulations or the SEBI (Prohibition of Insider Trading) Regulations, 2015.

The aforesaid newsletter is also available on the corporate website of the Company at <https://corporate.shoppersstop.com/investors/>.

You are requested to take the same on your records.

Thank you.

Yours truly,

For Shoppers Stop Limited

Rakeshkumar Saini

Vice President- Legal CS & Chief Compliance Officer

ACS No. 20257

Encl: A/a

Confidential

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

THE PULSE

JUL '26 – AUG '26

NEW STORES:

Retail Expansion

Sindhu Bhavan, Ahmedabad: A new presence in one of the city's most premium and fast-growing retail corridors.

Mall 11, Jabalpur: Strengthening presence in a high-potential Central India market.

Total Department Stores: 117 as of 31st August 2026.



KEY CAMPAIGNS:

Marketing & Reach

Lip Land Beauty Experience:

GUINNESS WORLD RECORDS™ title for the Longest Line of Lipsticks, bringing together 1,016 lipsticks and beauty enthusiasts.

First Citizen Club Fest: Exclusive member rewards spanning international & domestic trips, brand gifts, luxury stays, vouchers and entertainment.

Gifts of Love: Gifts of Love IP activated for Raksha Bandhan.



NEW COLLABS:

Partnerships

Shoppers Stop × RBL: A 3-tier co-branded credit card offering differentiated rewards, privileges and experiences.

STOP × Peter England: Exclusive menswear collaboration, now across 53 stores.



AEROWATCH
SWISS WATCHES SINCE 1910

MILUS
SWISS MADE SINCE 1919

RARE'Z
RARE RABBIT

GUESS JEANS®

GUESS
lingerie

BRAND LAUNCHES:

Portfolio Elevation

Watches — Swiss watches from "Aerowatch" and "Milus".

Footwear — "Rare'z", from The House of Rare.

Apparel — "Guess Jeans" and "Guess Lingerie".