

SHOPPERS STOP

START SOMETHING NEW

Shoppers Stop store expansion on growth trajectory ~ Highest ever store openings of 11 stores in 9 months~

Gross retail turnover reaches Rs 562.5 crores; up by 10%
Net Profit at Rs 19.3 crores

Highlights of Q3FY12

- Gross Retail Turnover touches Rs.562.5 crores; a jump of 10 %
- Like-to-like degrowth at 1.3%
- Net profit stood at Rs.19.3 crores
- EBIDTA at Rs.41.35 crores
- 1,30,324 members added to First Citizen Loyalty Programme
- 1.749 million fans on Facebook
- **Total stores added this quarter:** 6 Shoppers Stop stores, 2 HomeStop stores, and 2 HyperCity stores.

Total Retail area – 29.77 lakh sq.ft

Total First Citizens members – more than 23.7 lacs

Mumbai, January 31, 2012: Shoppers Stop Ltd (SSL), India's prominent retail group (operator of large format department stores, home stores, specialty stores like Crossword, Mothercare, MAC, and hypermarkets) today reported a gross retail turnover of Rs.562.5 crores for the quarter ended December 31, 2011 as against Rs.513.6 crores in Q3FY11; registering an increase of 10%.

This quarter SSL added six new Shoppers Stop stores at Latur, Mysore, Ahmedabad, Pune, Chennai, & Mumbai. Two Homestop stores were launched in Ahmedabad and Mumbai. In addition to these, three new Crossword franchisee stores in Pune, Bengaluru, and Siliguri were launched taking the total count of Crossword stores to 86 stores across the country.

Driving ahead its successful membership programme, SSL continued to expand its membership base adding about 1.3 lac new members to the First Citizen Loyalty Programme in Q3 FY 12. The programme now has a base of over 23.7 lac members. This quarter the members contributed 72% to SSL's revenue.

Speaking on the occasion, **Mr. Govind Shrikhande – Customer Care Associate & Managing Director of Shoppers Stop Ltd** said, "Shoppers Stop continues its growth momentum this quarter. Store expansion has been a hallmark feature of this quarter's growth story too. The loyalty franchise, First Citizen Program, too has seen an upswing in enrollments. It continues to contribute strongly and significantly to the top-line."

Testimony to its expansive social media footprint, Shoppers Stop Facebook page was ranked Number 1 by Fortune Magazine (India) in the ranking of Fortune 500 companies that have the highest social network.

During the quarter, Shoppers Stop was the proud recipient of the 'Department store of the year' award and Crossword was recognized with the 'Book & Music Retailer' of the year award at the Star Retail Awards, 2011.

Shoppers Stop and its retail invested companies operate the following number of stores/doors as on December 31, 2011: -

Fashion & Home Retailing:

- **Shoppers Stop** – Currently has **49** stores with a presence in **22** cities
- **HomeStop (Home Décor)** – Currently has **10** stores with a presence in 7 cities

Specialty Retailing:

- **Mothercare (Maternity, Infant Care)** – The exclusive franchise agreement for departmental stores with Mothercare Plc UK. Currently there are **38 stores of Mothercare (including 6 standalone stores) with a presence in 11 cities**
- **Crossword (Book stores)** – Currently has **86 stores**
- **M.A.C (Cosmetics)** – The retail agreement with Estee Lauder to open M.A.C stores. Currently has **20 stores** with a presence in Mumbai, Bengaluru, Delhi, Amritsar, Chennai, Hyderabad, Pune, Kolkata and Ludhiana
- **Clinique (Cosmetics)** – Currently has **10 stores (including 2 standalone)** in Mumbai, Bengaluru, Delhi, Kolkata and Hyderabad
- **Estee Lauder** - Currently has **5 stores (including 2 shop-in-shops)**, one each in Bengaluru, Mumbai and Delhi

Mixed Retailing:

- **HyperCity** – Currently has **12 stores**, one store each in Ahmedabad, Pune, Ludhiana ,Amritsar, Bhopal, Jaipur, Navi Mumbai and Hyderabad and 2 stores each in Mumbai and Bengaluru, spread over an area of 12.3 lakh sq ft.

Other Initiatives:

- **Airport Retailing** – Currently has **1 store** in Hyderabad domestic airport and 2 stores in Bengaluru domestic airport. **4 duty free stores** are run by the JV Company in the international airport at Bengaluru
- **TimeZone Entertainment** – Currently has **17** doors.

About Shoppers Stop Ltd

Shoppers Stop Ltd., a pioneer in modern retailing in India, has been promoted by K Raheja Corp. Group (Chandru L. Raheja Group), one of the leading groups in the business of real estate development and hotels in the country. Shoppers Stop Ltd along with its Subsidiary Company Hypercity Retail (India) Ltd and Joint Venture Companies Timezone Entertainment Pvt. Ltd and Nuance Group (India) Pvt. Ltd. operates more than 42.5 lacs sq ft in the country.

Shoppers Stop and its associate companies are involved in retailing through department stores, specialty stores, entertainment zones and large hypermarkets.

For more information, please contact:

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