

Festive season fuels double-digit growth

Shoppers Stop Like-to-Like growth at 12.5%

Gross Retail turnover recorded at Rs. 685.3 crores

Highlights of Q3FY13

- Gross Retail Turnover touches Rs.685.3 crores; a jump of 20%
- Double-digit like-to-like growth at 12.5%
- Net profit stood at Rs.17.1 crores
- EBIDTA at Rs. 45.3 crores a growth of 10%
- 1,03,906 members added to First Citizen Loyalty Programme
- Crosses 4 million fans on Facebook
- Entered the Limca Book of Records for creating 'India's largest men's formal jacket'
- Also created India's and the World's largest Christmas stocking which is poised to enter the Limca Book and Guinness Book of World Records.
- **Total stores added this quarter:** 1 Shoppers Stop store, 1 Crossword store & 3 M.A.C stores and 1 Clinique store.

Total Retail area – 33.5 lacs sq.ft

Total First Citizens members – 27.99 lacs

Mumbai, January 29, 2013: Shoppers Stop Ltd (SSL), India's prominent retail group (operator of large format department stores, home stores, specialty stores like Crossword, Mothercare, M.A.C, and hypermarkets) today reported a gross retail turnover of Rs.685.3 crores for the quarter ended December 31st, 2012 as against Rs. 569.8 crores in Q3FY12; registering an increase of 20%. Net Profit stood at Rs. Rs. 17.1 crores for the quarter ended December 31st, 2012.

This quarter SSL added one new Shoppers Stop store at Bengaluru, one Crossword store at Mumbai, & Three M.A.C Stores at Gurgaon, Hyderabad and Mumbai and one Clinique store at Gurgaon. The company closed one Mothercare store in Mumbai.

Driving ahead its successful Loyalty programme, SSL continued to expand its membership base adding about 1, 03,906 new members to the First Citizen Loyalty Programme in Q3FY 13. The programme now has a base of over 27.99 lacs members.

Shoppers Stop made an entry into the Limca Book of Records for creating 'India's largest men's formal jacket' at an imposing 22 feet high. Shoppers Stop also created India's and the World's largest Christmas stocking which is 223 feet high. This is also poised to enter the Limca Book and Guinness Book of World Records.

Speaking on the occasion, **Mr. Govind Shrikhande – Customer Care Associate & Managing Director, Shoppers Stop Ltd.** said, “This year, the festive season and marriage season came together in Q3 which gave a boost to overall growth. The steady flow of footfalls has kept the registers ringing and delivered double-digit same-store-sales of 12.5%.”

He further added, “Our large base of First Citizen members and huge following on social media gives us the opportunity to gain rich insights into shoppers’ behavior. We are aggressively using analytics as well as social media in the business.”

During the quarter, Shoppers Stop Limited received the ‘Top Class Brand Award 2012 – 2013’ from the National Education and Human Resource Development Organization. Further, Mr. Govind Shrikhande was awarded with “Rashtriya Udyog Ratna Award”.

Shoppers Stop and its retail invested companies operate the following number of stores/doors as on December 31st, 2012: -

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 lacs sq ft.

Key Highlights of performance: Overall sales up by 6% (Ex-Mobile).

Like to like sales growth 3%. (Ex-Mobile).

Margin growth 70 basis points (Ex-Mobile).

Fashion & Home Retailing:

- **Shoppers Stop** – Currently has **55 stores** with a presence in **24 cities**
- **HomeStop (Home Décor)** – Currently has **12 stores** with a presence in 9 cities

Specialty Retailing:

- **Mothercare (Maternity, Infant Care)** – The exclusive franchise agreement for departmental stores with Mothercare Plc UK. Currently there are **39 stores of Mothercare (including 3 standalone stores) with a presence in 11 cities**
- **Crossword (Book stores)** – Currently has **83 stores**
- **M.A.C (Cosmetics)** – The retail agreement with Estee Lauder to open M.A.C stores. Currently has **25 stores** with a presence in Mumbai, Bengaluru, Delhi, Amritsar, Chennai, Hyderabad, Pune, Kolkata and Ludhiana
- **Clinique (Cosmetics)** – Currently has **13 stores (including 2 standalone)** in Mumbai, Bengaluru, Delhi, Kolkata and Hyderabad
- **Estee Lauder** - Currently has **6 stores (including 2 shop-in-shops)**, one each in Bengaluru, Mumbai and Delhi

Other Initiatives:

- **Airport Retailing** – Currently has **1 store** in Hyderabad domestic airport and 1 store in Bengaluru domestic airport. **1 duty free store** is run by the JV Company in the international airport at Bengaluru

- **TimeZone Entertainment** – Currently has **18** 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 48.28 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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