



SHOPPERS STOP

START SOMETHING NEW



Disclaimer

Certain statements in this release concerning our future growth prospects are forward-looking statements within the meaning of applicable securities laws and regulations , and which involve a number of risks and uncertainties,beyond the control of the Company, that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, intense competition including those factors which may affect our cost advantage, wage increases, our ability to attract and retain highly skilled professionals, political instability, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry. Shopper's Stop Ltd. may, from time to time, make additional written and oral forward looking statements, including our reports to shareholders. The Company does not undertake to update any forward-looking statement that may be made from time to time by or on behalf of the company.The Company also expects the media to have access to all or parts of this release and the management's commentaries and opinions thereon, based on which the media may wish to comment and/or report on the same. Such comments and/or reporting maybe made only after taking due clearance and approval from the Company's authorized personnel.The Company does not take any responsibility for any interpretations/ views/commentaries/reports which may be published or expressed by any media agency,without the prior authorization of the Company's authorized personnel.



Business Overview

➤ **New Stores**

- ❑ 2 Shoppers Stop Stores Opened at Pune and Jalandhar and closed 1 store in Mumbai (Kandivali) during this quarter taking the total to 52 stores.
- ❑ On account of a fire in the Koregaon Park Pune store during the quarter, the store is currently non-operational. Insurance Claim for loss of assets (including inventory) has been filed.
- ❑ 3 MAC Stores (including 1 SIS) opened at Mumbai, Bangalore and Chennai and closed 1 store at Chennai during the quarter.
- ❑ 1 Clinique Stores opened at Bangalore during the quarter.
- ❑ 4 Crossword store opened at Pune, Bangalore and Hyderabad and 7 stores of Mumbai, Bangalore and Hyderabad closed during the quarter.

➤ **Loyalty Programme**

- ❑ First Citizen members club now has reached to 26 lac members. Their contribution to sales was 70%



AWARDS

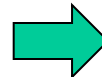


Shoppers Stop was awarded the **“Best Performer in Retail category”** amongst Top 500 companies of India in the **“Dun & Bradstreet – Rolta Corporate Awards 2011”**.



Shoppers Stop was awarded the **“Leadership Governance Award”** in service category at the **QIMPRO BEST PRAX CONCLAVE 2012**.

We will now be presenting the **‘BEST PRAX of Reinforcing Values’** in Auckland New Zealand in the **Global Benchmarking Summit in December 2012**



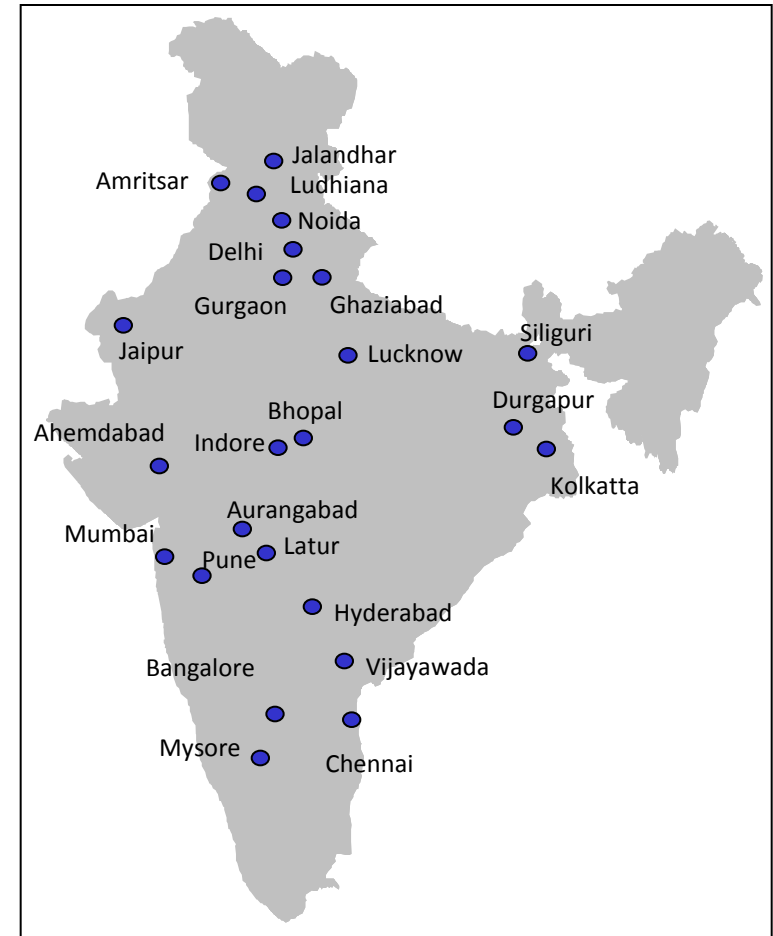


Our Presence and still expanding...

City	SS Dept.	Crossword	Home Stop	Mother Care	MAC/Estee/ Clinique	Hypercity	Total
Amritsar	1	1			1	1	4
Bangalore	6	11	2	1	6	2	28
Chennai	3	1			1		5
Delhi	5	2	1	1	9		18
Gurgaon	2						2
Hyderabad	4	6	1	1	2	1	15
Jaipur	2					1	3
Kolkatta	3				2		5
Lucknow	1	1	1				3
Mumbai	8	15	3	2	12	3	43
Noida	1				1		2
Pune	5		1		4	1	11
Ghaziabad	1						1
Siliguri	1						1
Durgapur	1						1
Bhopal	1	2				1	4
Ludhiana					1	1	2
Aurangabad	1						1
Indore	1	1					2
Vijayawada	1	1	1				3
Mysore	1						1
Latur	1						1
Ahmedabad	1		1			1	3
Jalandhar	1						1
Total	52	41	11	5	39	12	160

➤ More than 4.64 million sq. ft. area, across 24 cities

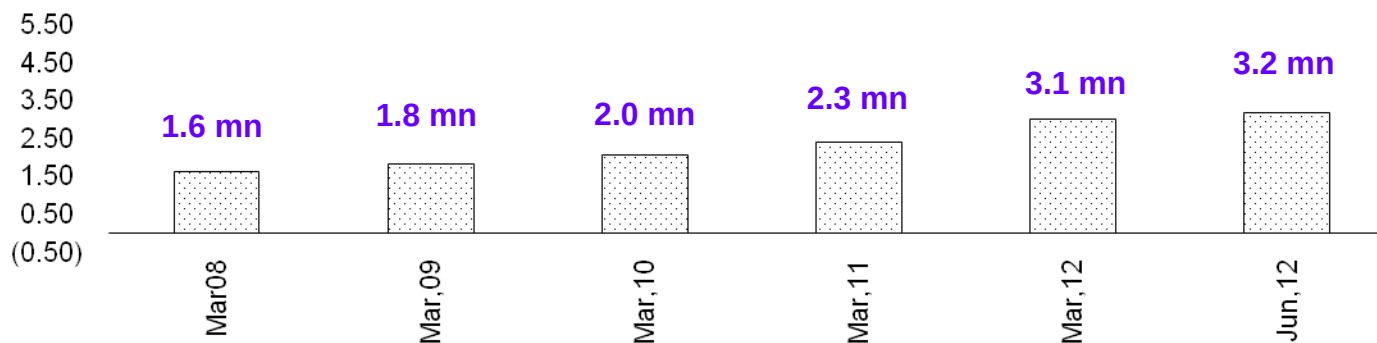
As on 30th June, 2012





Existing Stores

Shoppers Stop Store Space ramp-up (Sq. ft. in mns.)



Store Area as on 30th June,12

Shoppers Stop

Specialty Stores

Total Store Area

Chargeable Area (Sq.ft.)

2,937,537

224,718

3,162,255

=====

Crossword

105,722

Hypercity

1,235,365

JV Companies

136,957

Total Group

4,640,299
=====

New Store Opened

Location : Jalandhar

Opening Date : 25th May, 2012

Chargeable Area : 47268 sq .ft.





Key Financial Highlights – Q1-2012-13



- **Sales Growth:**

Shoppers Stop department stores : 14%

All formats : 15%



- **LTL Sales Growth:**

Shoppers Stop department stores : 1%

stores > 5 years : (4)%

stores < 5 years : 10%



- **Sales Per Sq.ft. on chargeable area (Built up sq.ft.) :**

Shoppers Stop department stores : Rs 1,588 (LY Rs. 1,820)



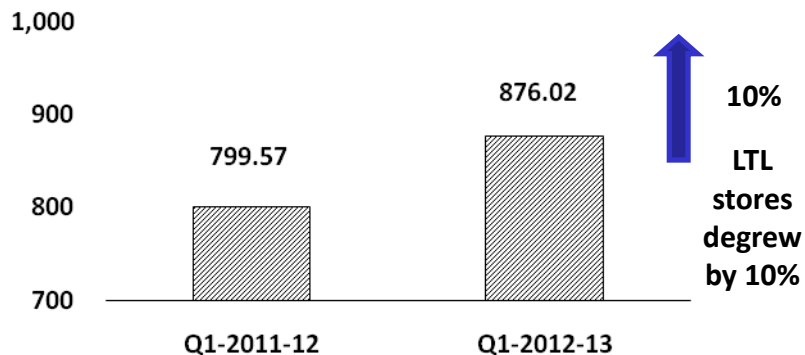
- **Customer entry for Shoppers Stop Departmental stores Increased by 10%**



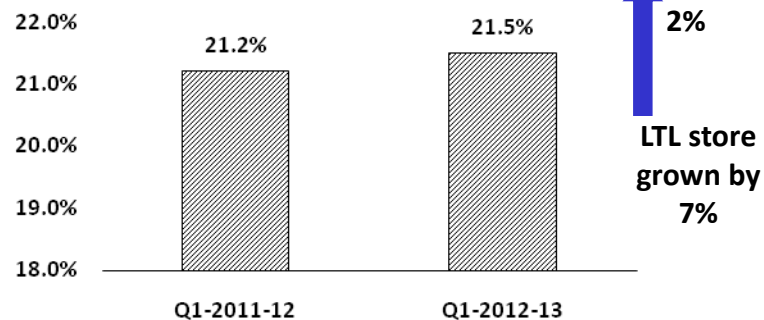


Operational Indicators – Q1-2012-13

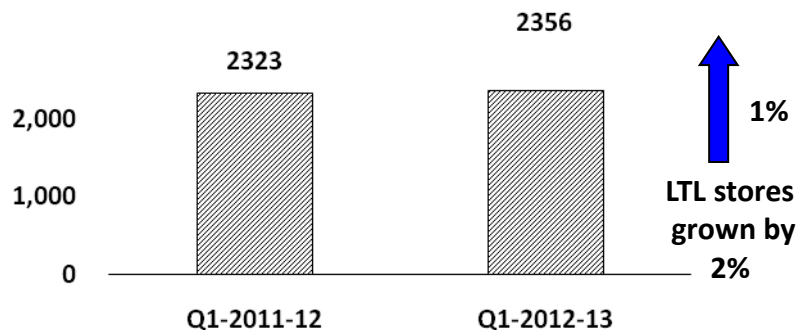
Customer Entry (figures in lacs.)



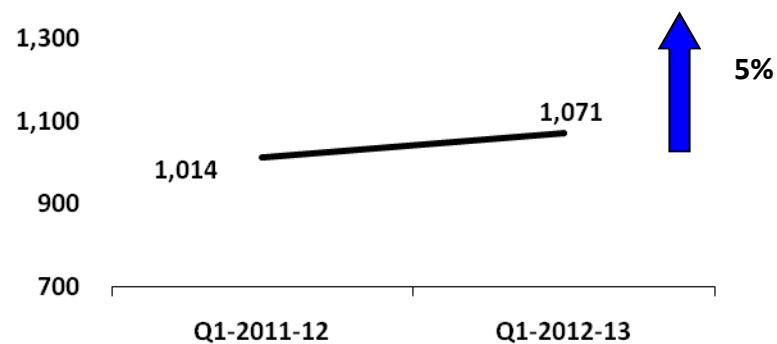
Conversion Ratio (%)



Transaction Size (Rs.)



Average Selling Price (ASP – Rs.)

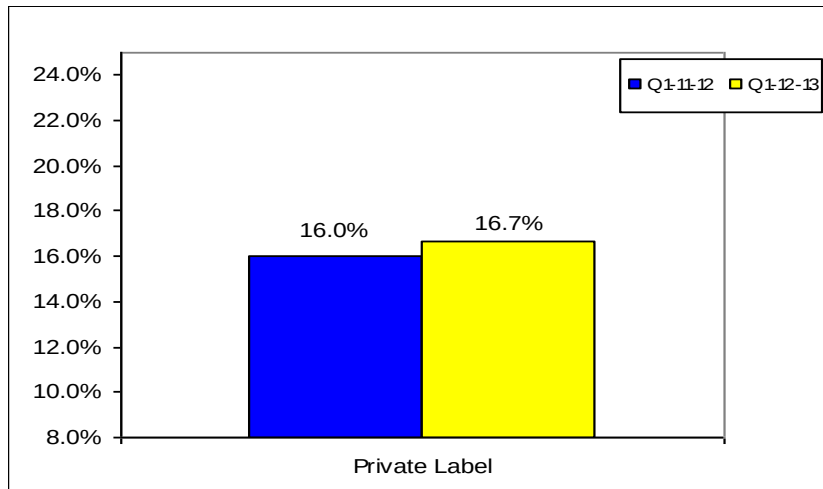


LTL Volume

(4)%

Merchandise Mix – Q1-2012-13

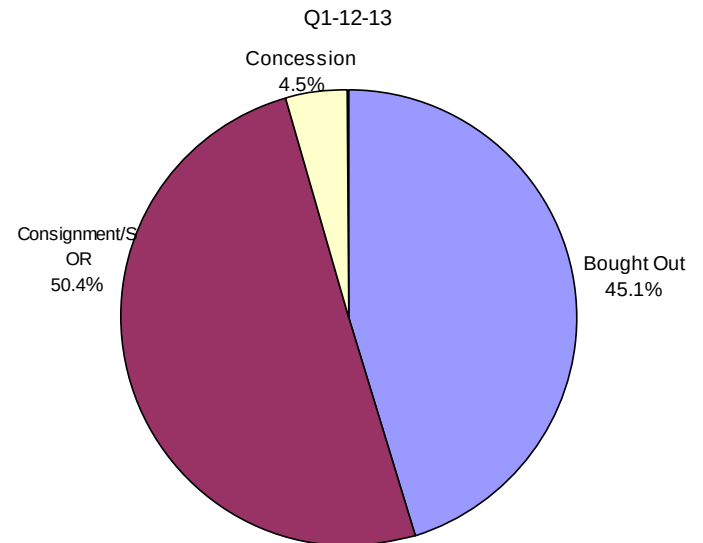
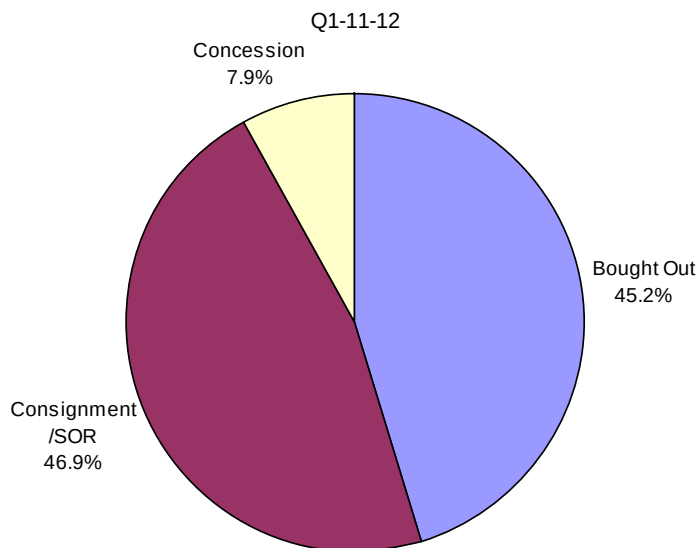
Private Label Mix



- Private Label Mix increased by 0.7%

- Private Label Sales increased by 9%.

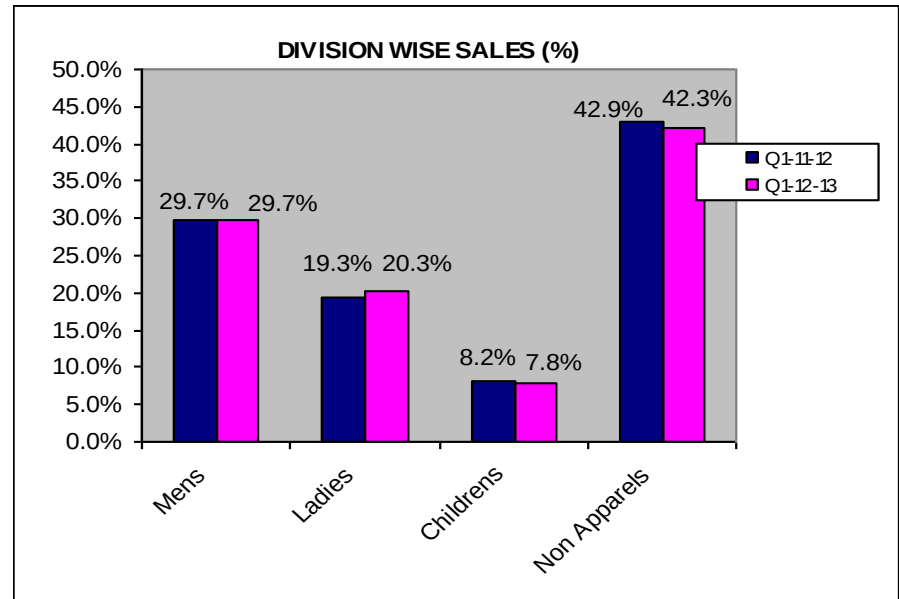
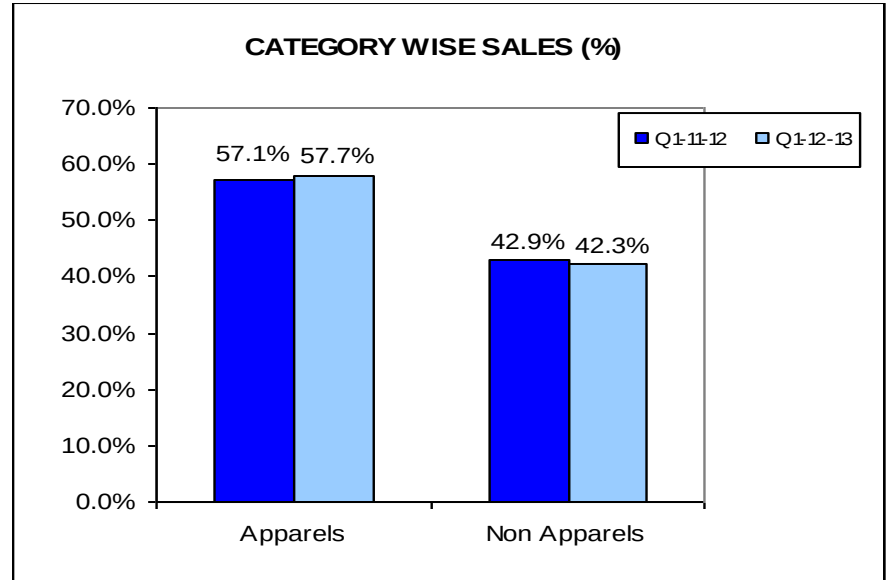
Merchandise Buying Model



Revenue Mix – Q1-2012-13



- Non Apparel consists of Home, Leather, Watches, Jewellery, Electronics and Personal accessories

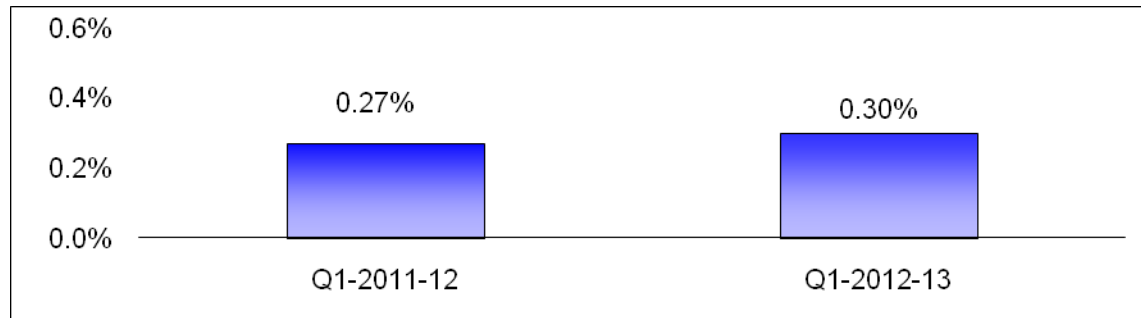




Operational Efficiency Q1-2012-13: Shrinkage as % of Gross Retail Sales

(SS Dept. Stores)

Q1-2012-13





Financial Summary – Q1-2012-13

Shopper's Stop Ltd.

Rs. in lacs

Particular	Q1-2012-13	Q1-2011-12	
Retail Turnover	51,694.9	44,854.7	 15%
Retail Sales (Before VAT)	50,712.7	44,165.0	
Retail Sales (Net of VAT)	48,261.0	42,042.0	
Margin on Sales	17,607.2	15,330.6	 15%
Margin on Sales %	34.7%	34.7%	
Other Retail Operating Income	982.2	689.7	
Operating expenses	16,770.4	13,386.3	 25%
Operating expenses %	33.1%	30.3%	
Operating Profit (EBIDTA)	1,818.9	2,634.0	 (31)%
Operating Profit (EBIDTA) %	3.6%	6.0%	
Finance Charges (Net)	467.6	67.3	 594%
Depreciation	1,199.8	810.0	
PBT (Before Exceptional Item)	151.6	1,756.6	
PBT%	0.3%	4.0%	
Exceptional Items	74.1	-	
PBT	77.5	1,756.6	 (96)%
PBT %	0.2%	4.0%	
Tax	27.2	588.5	
Profit After Tax	50.4	1,168.1	 (95)%
Profit After Tax %	0.1%	2.6%	

Provision for loss of Assets
(including inventory) on account
of fire at Koregaon Park Pune.

Note : Figures have been regrouped for Presentation purpose.





Consolidated Financial – Q1- 2012-13



Rs. in lacs

Particular	Q1-2012-13	Q1-2011-12
Retail Turnover	76,469.7	66,246.0
Retail Sales (Before VAT)	74,801.5	65,055.7
Retail Sales (Net of VAT)	70,816.4	61,570.4
Margin on Sales	23,063.0	19,977.4
Margin on Sales %	30.8%	30.7%
Other Retail Operating Income	1,668.2	1,190.3
Operating expenses	23,664.4	19,776.5
Operating expenses %	31.6%	30.4%
Operating Profit (EBIDTA)	1,066.8	1,391.1
Operating Profit (EBIDTA) %	1.4%	2.1%
Finance Charges (Net)	1,333.9	787.7
Depreciation	1,802.5	1,333.3
PBT (Before Exceptional Item)	(2,069.5)	(729.9)
PBT %	-2.8%	-1.1%
Exceptional Items	74.1	-
PBT	(2,143.6)	(729.9)
PBT %		
Tax	27.2	581.0
Minority Interest	1,046.1	1,159.4
Profit After Tax	(1,124.7)	(151.5)
Profit After Tax %	-1.5%	-0.2%

↑ 15%

Consolidation includes:

- Shoppers Stop Limited
- Hypercity Retail (India) Ltd..
- Crossword Bookstores Ltd.
- Timezone Entertainment Pvt. Ltd.
- Nuance Group (India) Pvt. Ltd.
- Gateway Multichannel Ltd

↑ 15%

↑ 20%

↓ (23)%

↑ 69%

↓ (194)%

Provision for loss of Assets
(including inventory) on account
of fire at Koregaon Park Pune.

↓ (642)%

Note : Figures have been regrouped for Presentation purpose.

Balance Sheet – SSL Standalone

Rs.in Lacs

PARTICULARS	Audited June'12	Audited March'12
EQUITY AND LIABILITIES		
SHAREHOLDERS' FUNDS		
Share capital	4,130.1	4,128.1
Reserves and surplus	61,817.9	61,721.7
Net Worth	65,948.1	65,849.8
NON CURRENT LIABILITIES		
Long-term borrowings	3,500.0	3,500.0
Long-term provisions	211.9	205.1
Total Non Current Liabilites	3,711.9	3,705.1
CURRENT LIABILITIES		
Short-term borrowings	21,843.5	18,406.9
Trade payables	25,327.6	25,003.2
Other current liabilities	14,183.8	12,958.7
Short-term provisions	740.7	746.5
Total Current Liabilites	62,095.6	57,115.3
Total	131,755.5	126,670.1
ASSETS		
NON CURRENT ASSETS		
Total Fixed assets	45,769.3	44,658.8
Non current investments	29,626.7	28,421.3
Long term loans and advances	25,287.2	25,028.7
Total Non Current Assets	100,683.3	98,108.7
CURRENT ASSETS		
Inventories	21,206.1	21,204.0
Trade Receivables	1,683.4	1,916.9
Cash and cash equivalents	590.2	714.6
Short term Loans and advances	6,826.8	4,012.5
Other current assets	765.7	713.4
Total Current Assets	31,072.2	28,561.5
Total	131,755.5	126,670.1

Particulars	Q1-2012-13	2011-12
Debt Equity (for 3 months)	0.44	0.39
Asset Turnover Ratio (Without Invt. In Group Co.) (for 3 months)	0.90	1.05
Current Ratio	0.95	0.90

Note : Figures have been regrouped for Presentation purpose.



Cash Flow – SSL Standalone

Rs.in Lacs

Particulars	For the period ended 30th Jun,2012
Operating Profit	1,740
Changes in Working Capital	(1,276)
Cash Generated from Operating Activities	463
Investment in SSL Fixed Assets & Deposit for stores	(3,004)
Investment in JV/ Subsidiary Companies	(585)
Net Cash Used for Investing Activities	(3,589)
Proceeds from issuance of share capital	48
Interest & Finance Cost (Net off)	(486)
Increase / (Decrease) in Loans	3,439
Cash generated from Financing Activities	3,001
Net Increase/(decrease) in Bank Balance	(124)

Note : Figures have been regrouped for Presentation purpose.





HyperCITY

Investor Presentation – Q1 FY12



Key Highlights



- Overall Q1 sales growth at 15% & LTL growth at 7 %.
- Q1 Gross Margin has increased from 20.1% to 20.5%.
- LTL Q1 Gross Margin has increased from 19.9% to 20.4%.
- 4th Consecutive Quarter of Margin growth YoY.
- LTL Q1 Cash Margin growth is 11%.
- LTL Q1 Store Opex has de-grown by 0.5%, 2nd Consecutive Quarter of De-growth.
- Q1 Store EBIDTA is Rs 39 lacs . [Q1 FY12 : Rs (192) lacs].
- 4th Consecutive Quarter of Store EBIDTA break-even.
- Q1 LTL Store EBIDTA is Rs 197 lacs [Q1 FY12 : Rs (165) lacs].

* Mobile business now operated by 'The Mobile Stores' from FY13. LTL Sales growth and LY Margin % are Ex-Mobiles.



HyperCITY - Key Financials Highlights

- **Sales Growth:**

HyperCITY stores : 15%

- **LTL Sales Growth:**

HyperCITY stores (Ex-Mobile *) : 7%

- stores > 5 years : 2%

- stores < 5 years : 9%

- **Sales Per Sq.ft. on chargeable area (Built up sq.ft.) :**

HyperCITY stores : Rs 1,529 (LY Rs 1,578)

HyperCITY LTL stores : Rs 1,636 (LY Rs 1,581)

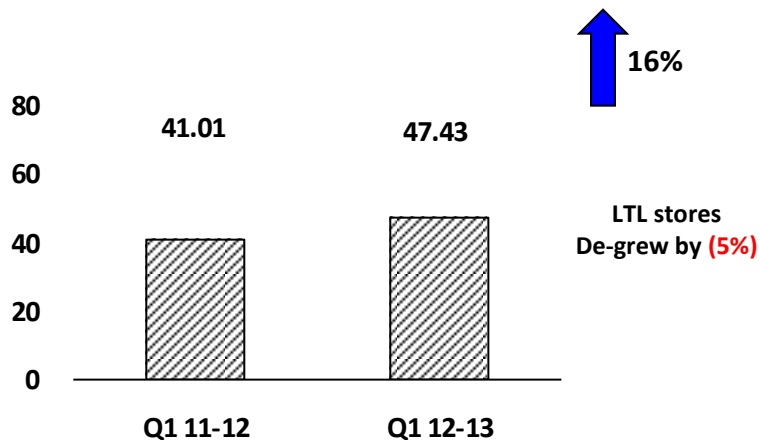
* Mobile business now operated by 'The Mobile Stores' from FY13.



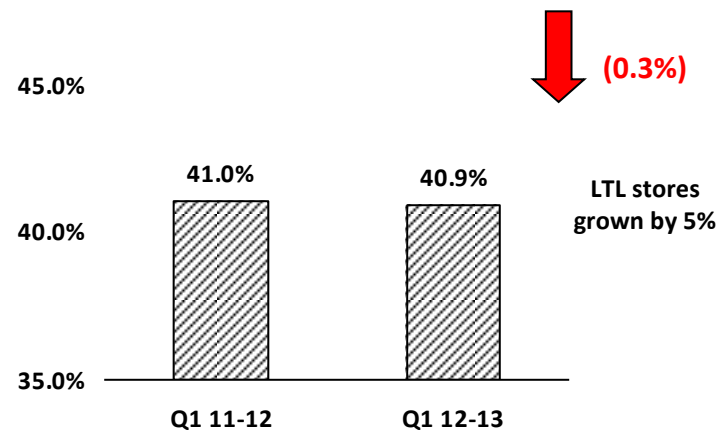


Footfalls, ASP , Conversion and Average Ticket size

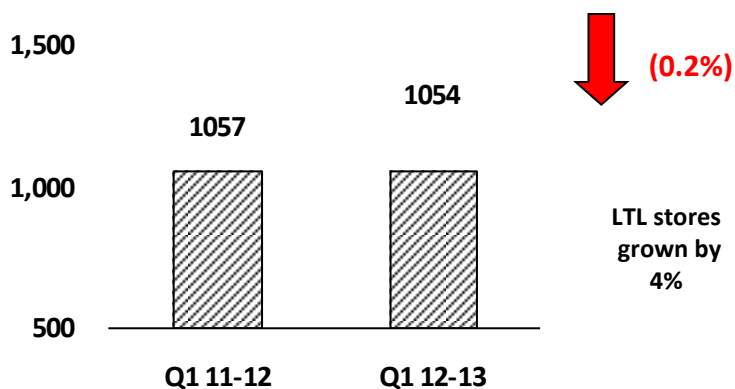
Customer Entry (figures in lacs.)



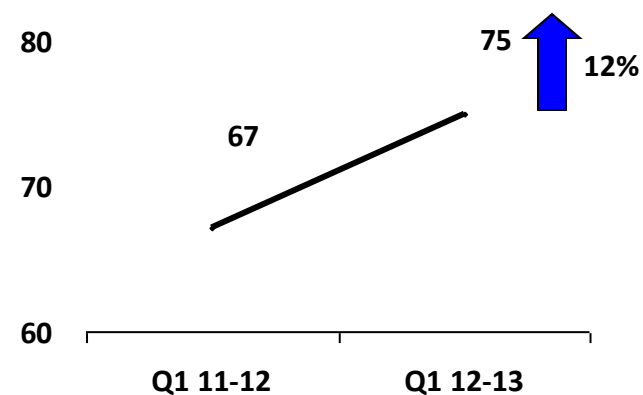
Conversion Ratio (%)



Transaction Size (Rs.)



Average Selling Price ("ASP")



• LTL Volume

(7%)





HyperCITY Financials – Q1 - 2012-13

Rs.in lacs

Particular	Q1 FY13	% Sales	Q1 FY12	% Sales	Growth%
Retail Sales (Including VAT)	20,475	108.4%	17,789	108.2%	15.1%
Retail Sales (Net of VAT)	18,894	100.0%	16,438	100.0%	14.9%
Margin on Sales	3,874	20.5%	3,156	19.2%	22.7%
DC Cost	242	1.3%	213	1.3%	13.8%
Shrinkage	119	0.6%	57	0.3%	110.8%
Gross Margin	3,512	18.6%	2,887	17.6%	21.7%
Store Operating Expenses	3,904	20.7%	3,379	20.6%	15.5%
Other Retail Operating Income	430	2.3%	300	1.8%	43.5%
Store EBIDTA	39	0.2%	(192)	-1.2%	120.1%
Service Office / Pre-ops Exp.	966	5.1%	1,099	6.7%	-12.1%
COMPANY EBIDTA	(927)	-4.9%	(1,292)	-7.9%	28.2%
Depreciation	397	2.1%	363	2.2%	9.2%
Finance Charges	811	4.3%	713	4.3%	13.8%
Tax	0	0.0%	0	0.0%	0.0%
PAT	(2,135)	-11.3%	(2,368)	-14.4%	9.8%

- Overall (Ex-Mobile) Sales Growth: 19%
- LTL (Ex-Mobile) Sales Growth: 7%
- Shrinkage last 4 Qtr avg.: 0.54%
- LTL Store Opex Growth : (0.5%)
- Other Income (Ex-mobile) growth 33%

Sources of Funds	30th Jun 12
Net worth	771
Loans from Shareholders / Group Co's	7,900
Loans	15,774
Total	24,445
Application of Funds	
Fixed Assets	16,764
Currents Assets , Loans and Advances	16,102
Less : Current Liabilities and Provisions	8,421
Net Current Assets	7,681
Total	24,445

• LTL EBIDTA: Rs 197 lacs

• Numbers have been regrouped for analytical representation





In case of any clarifications please
contact on

investor@shoppersstop.com