

SEC/39/2021-22

July 29, 2021

<p>BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Fort, Mumbai 400 001.</p> <p>Stock Code : 532638</p>	<p>National Stock Exchange of India Limited Exchange Plaza, Bandra-Kurla Complex, Bandra (East), Mumbai 400 051.</p> <p>Stock Symbol : SHOPERSTOP</p>
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Dear Sir / Madam,

Sub.: Re-submission of Investor Presentation for quarter ended June 30, 2021 - Replacement of page nos. 18 and 25, due to totaling errors therein.

This is with reference to the submissions made by the Company today, vide its letter carrying reference no. SEC/36/2020-21. The same inter alia includes the Investor Presentation for the quarter ended June 30, 2021, which has totaling errors on Page 18 and Page 25.

We are vide this letter, accordingly submitting the revised Investor Presentation for the quarter ended June 30, 2021.

We regret for the inconvenience caused to the Stakeholders.

Kindly take this on record and oblige.

Thank you.

Yours truly,

For **Shoppers Stop Limited**

Vijay Kumar
Gupta

Digitally signed by Vijay Kumar Gupta
DN: cn=Vijay Kumar Gupta, o=Shoppers Stop Limited, ou=Shoppers Stop Limited, email=vijay.kumar.gupta@shoppersstop.com, postalCode=400005, serialNumber=1, c=IN
c=IN, o=Shoppers Stop Limited, ou=Shoppers Stop Limited, email=vijay.kumar.gupta@shoppersstop.com, postalCode=400005, serialNumber=1, c=IN
Date: 2021.07.29 19:01:18 +05'30'

Vijay Kumar Gupta

Company Secretary & Compliance Officer

Encl: A/a

Shoppers Stop Ltd.

Registered & Service Office : Umang Tower, 5th Floor, Mindspace, Off. Link Road, Malad (W), Mumbai 400 064.

T 022- 42497000 CIN : L51900MH1997PLC108798. Email : customercare@shoppersstop.com Website www.shoppersstop.com



SHOPPERS STOP

Performance Highlights

Q1 FY22

VACCINATED*

AND READY TO SERVE YOU!

WE ARE NOW OPEN
with all safety precautions.

See you in store.



*First Dose Vaccination Completed



FOCUSING ON ESSENTIALS





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ABOUT US

244
Stores

7.8M
FIRST CITIZENS

800+
BRANDS

14.2% Mix
PRIVATE BRANDS

17.8% Mix
ECOM

4.4 M
SQUARE FEET
AREA

47
CITIES

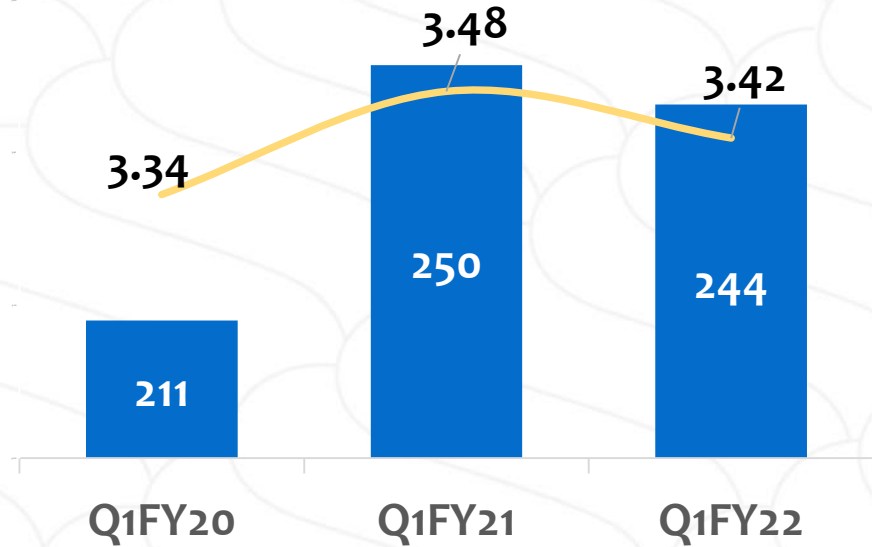
24 M+
WALK-INS in Q1

14.5K*
TALENT POOL

ABOUT US

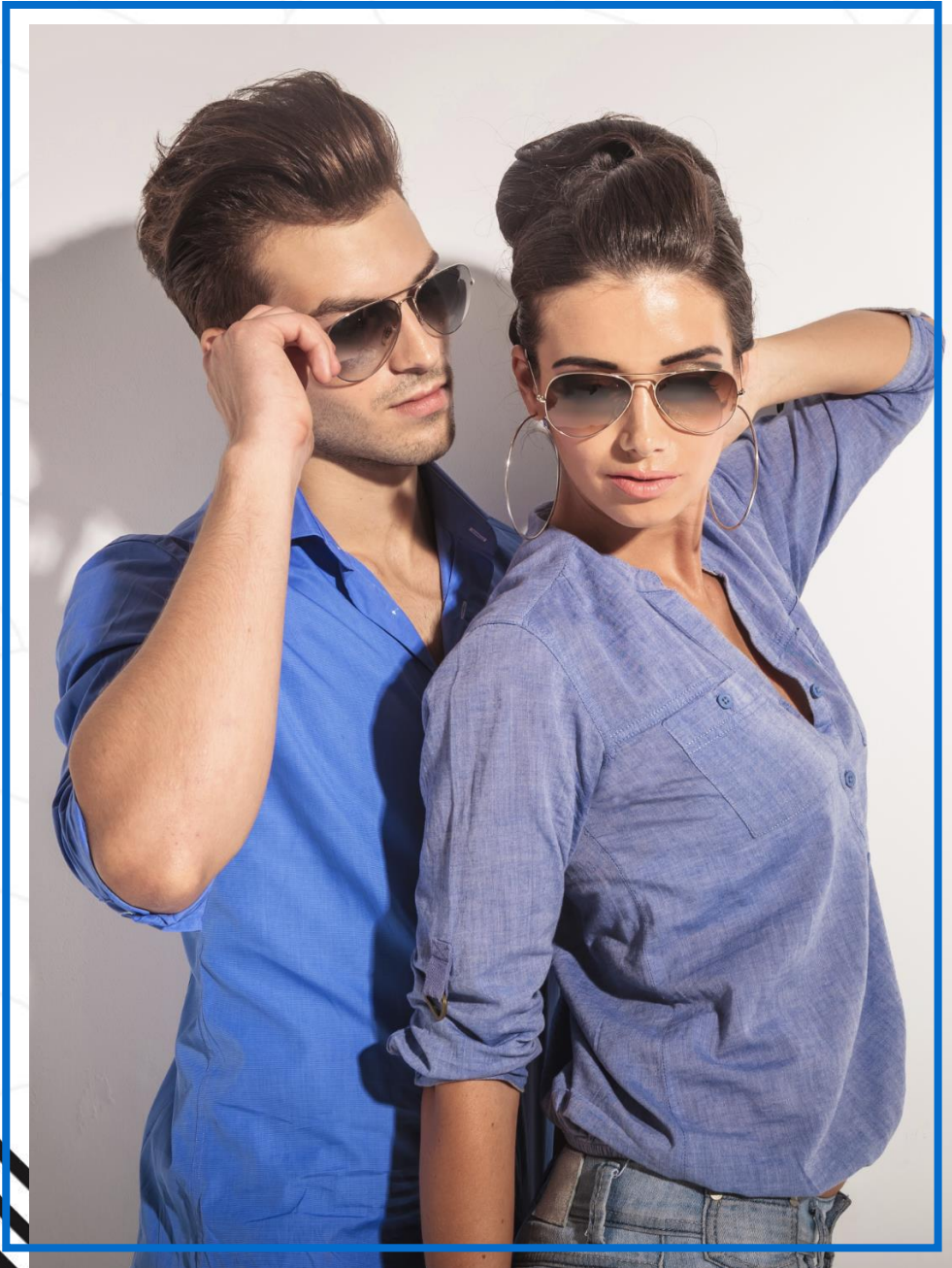
244 Stores; 4.4M sq.ft.*

Store Count and Carpet Area (in Mns)



Format	Store count
Department store	83
Home Stop	11
Beauty Stores	127
Airport Doors	26

*Chargeable Area



OUR CUSTOMERS

Our Core Target Customers are upwardly mobile, middle to high income families, in the age group of 25-35 years.

They are well informed about the latest fashion and beauty trends, key influencers and decision makers in their family's shopping behaviour.

Young tech-savvy families form our secondary target group. They enjoy shopping across our Stores, App, Website and WhatsApp.

We have a fast-growing young customer base of 18-25 years age. These customers shop premium products with us, as they build their future dreams and careers.



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PERFORMANCE OVERVIEW

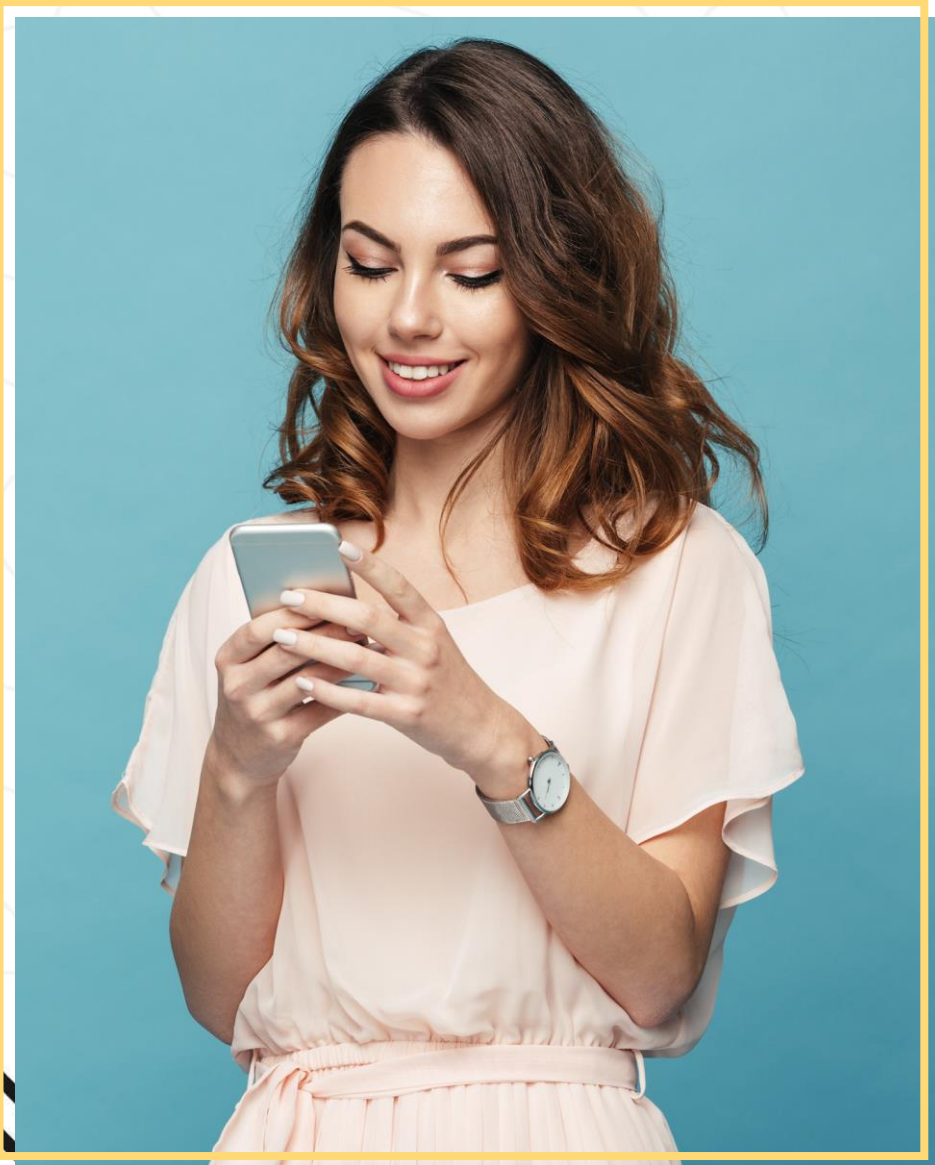
- Recovery in sales is very encouraging
- Sales +306% vs Q1 FY21 (YoY) driven by higher footfalls
- Stores were operational for 28% of Q1
- As lockdown continues to ease across India from June 2nd half we observe:
 - June – Overall recovery 49% Vs FY20
 - Resurgence further improved in July with overall recovery of 71%
- Operational Cost Savings Vs FY20:Rs.140 Crs
- Net Debt Rs.98 Crs

STRATEGIC PILLARS

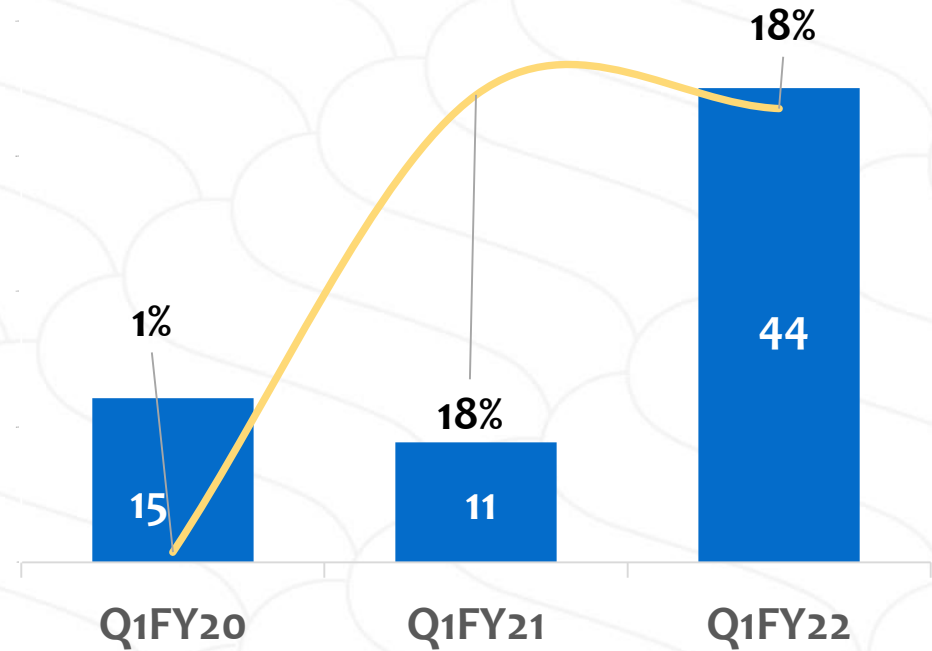


- Increase in First Citizens 26K
- Private Brand Growth +621 % Volume +96% (Share +620 bps)
- Omni+295% vs LY (4X Growth) Investment in Omni channel continues
- Beauty Growth +375% (Share +280bps)

DIGITAL FOOTPRINT - STRONG GROWTH CONTINUES



Digital Sales/Mix



Rs. in Crs.

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**FIRST CITIZENS!
STEP FORWARD TO
BE PAMPERED.**



First For  **ard**

FIRST CITIZEN

7.8M Members

Overall Sales Contribution

Contribution	: 72%
ATV	: Flat
Paid Enrollment	: 26K
Calls to engage with customers	: 4.1M

7 Marketing campaigns executed during the quarter

PERSONAL SHOPPERS

- **Extensive Tele-calling** during lockdown generated 3% of Store sales
- **2.5x Average Ticket Size**
- **16%+ Contribution**
- **Styling festivals** at stores and Online

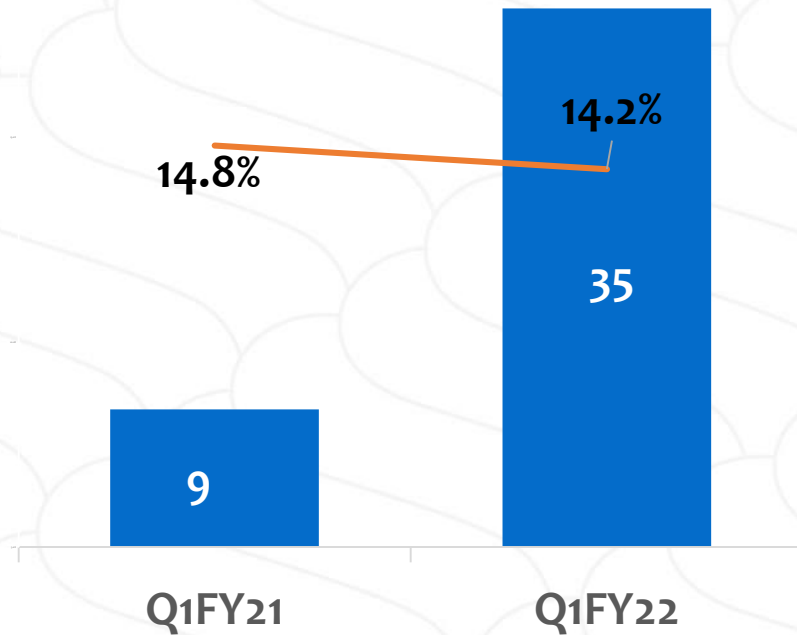


PRIVATE & EXCLUSIVE BRANDS

14.2%

Contribution to Business

Private Brand Sales/Mix



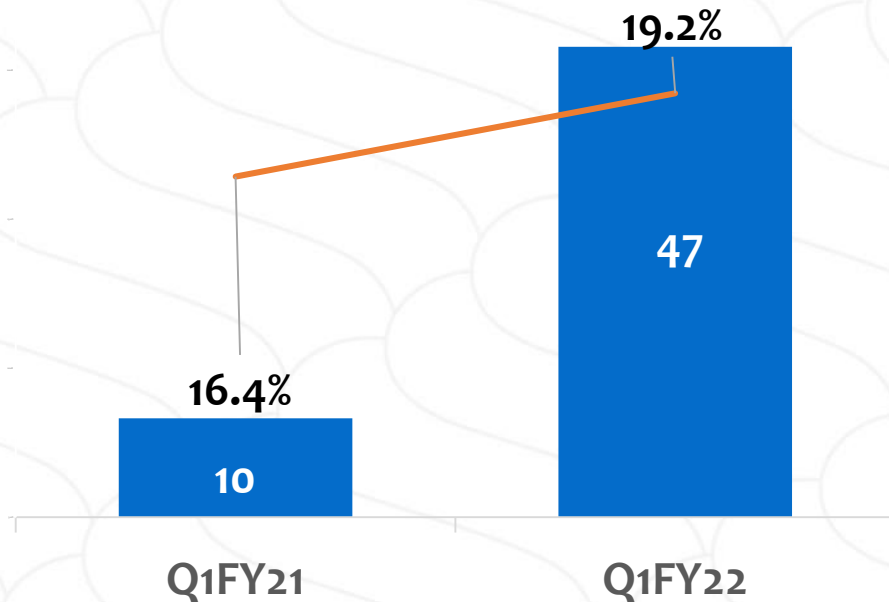
- Private Brand Contribution to Apparel **21.6%**
- Continues to outperform. Kidswear and Womenswear leading
- Improved offerings and Sharp prices led to healthy volume growth of **96%**
- *inSENSE* - highest selling brand in women western wear
- Launched – **Bandeya** a range of Men's Indian wear
- 90% Catalogue available on ECom

BEAUTY BRANDS

19.2%

Contribution to business
+280 bps vs LY

Beauty Sales/Mix



- **Beauty recovered better than chain in Q1**
 - Fragrance and Makeup led the recovery
 - Online Mix : 20% (+300 bps vs LY)
- **Brand Launches in Fragrances** – Kenneth Cole, Vince Camuto
- **Launched Private brand Arcelia** – Products in Bath & Body , hair accessories and personal care categories
- **Events and Activations**
 - Showstopper Beauty fest (24th June – 28th June)
 - Armani Live session with Fiona Carolina
 - 100 Micro Influencers & 10 Mega Influencers
 - Insta Live Makeover session by MAC / Loreal / Lakme

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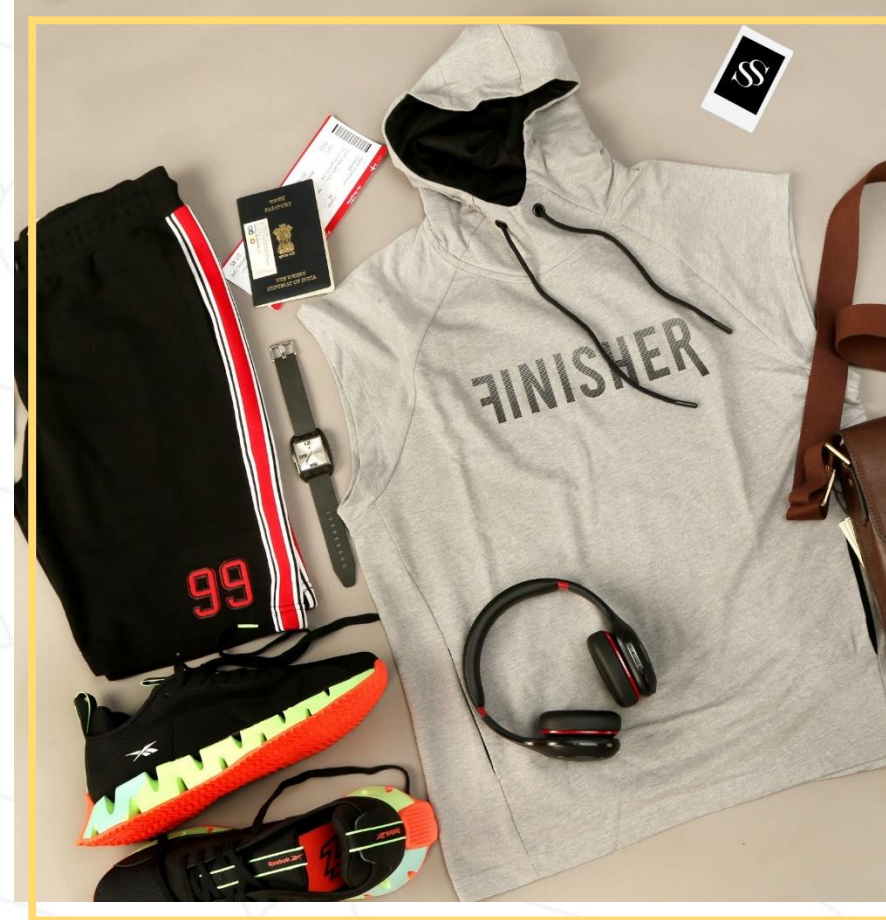
FINANCIALS Q1 FY22

Particulars	Non - GAAP Financials			GAAP Financials		
	FY 22	FY21	Gr%	FY22	FY21	Gr%
Rs. in Crs.						
Revenue	246	61	306%	225	60	277%
Other Income	3	3	24%	64	104	-38%
Total Revenue	249	64	294%	289	164	77%
Margin	72	10	586%	78	17	350%
Margin%	29%	17%		35%	29%	
Operating Exp.	191	146	31%	141	120	17%
EBITDA	-116	-133	13%	1	2	-17%
Depreciation	35	47	-25%	88	100	-12%
Finance Cost	5	7	-27%	51	55	-8%
PBT	-156	-187	16%	-137	-153	10%

Adjustment in net profit	GAAP adj
PBT (as per Non GAAP)	-156
Lease Rent (Non-GAAP)	-54
Finance costs	45
Depreciation on ROU Assets	51
Remeasurement of leases life	-60
Others	0
PBT (as per GAAP)	-137

BALANCE SHEET

Particulars	Jun'21	Mar'21
Net worth	631	774
Loan Fund	195	124
Total Liabilities	825	898
Fixed Assets + Lease Deposit	730	762
Investments	111	196
Inventory	288	284
ROR Inventory	569	565
Other Current Assets	456	456
Total Current Assets	1313	1304
Trade Creditors	329	352
Trade Creditors ROR	569	565
Others	431	429
Total Current Liability	1328	1346
Net Current Assets	-15	-42
Total Assets	825	917



Net Cash	Rs. in Crs
Cash & Investments	96
Loan	195
Net Debt	98

CASH FLOW

Particulars	Jun'21	Mar'21
Cash Profit from Operations (after tax)	-115	-186
Changes in Working Capital	17	-59
Cash generated from Operations	-98	-245
Fixed Assets /Reduction in Capex Creditors	-12	-78
Cash generated from Operations	-110	-323
Redemption of Investments (Net)	47	69
Cash post Investing Activities	-62	-254
Right issues Proceeds(Net)	0	296
Interest & Finance Cost	-5	-28
Loan Repayment	45	26
Net Increase/(decrease)in Bank Balance	-23	40



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WAY FORWARD

General/ Customers

- Demand outlook looks positive, with continued decline of 2nd wave
- Expect normalcy by late Q3
- Long Festive (Pujo and Diwali) would assist recovery
- **Customers** –
 - Investment in advanced analytics and Martech, leading to better engagement
 - Leverage user content in member communication
 - Better engagement with First Citizen Black Customers through exclusive initiatives

Product

- To Launch
 - **Apparel** –Exclusive online Brand (In.fuse) for Men, Women and Kids in Q2
 - **Beauty** 50+brands in the next 3 months
 - **Arcelia (Beauty Private Brand)** Fragrance and Deodorants in Q2 and colour cosmetics in Q4
 - **Home** - Galmaxy, Borosil, Vedas Homes and Vidivi.
- **Continued product innovation** with focus on Athleisure and other category extensions

Operations

- Network Expansion & Evolution continues. **Plan to Open 30+ Stores in the next 24 months**
- **Launch Shoppers Stop Beauty** premium stores
- Make **Beauty Services** more personal
- **Penetrate Tier 2 – 3 markets** with concise stores
- **Omni** –
 - Rollout new Customer interface on App/Mobile.
 - Leverage Brands Partnership to build destination categories

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 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 attract and retain highly skilled professionals, political instability, legal 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.

ANNEXURE

FINANCIALS Q1 FY22

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Finance Cost	5	7	-27%	51	55	-8%
PBT	-156	-187	16%	-137	-153	10%
Exceptional Item/OCI	15	-23	165%	15	-23	165%
PBT(Aft. Excp & OCI)	-171	-164	-5%	-152	-130	-17%
Tax	-35	-38	10%	-35	-38	0.0%
PAT	-137	-125	-9%	-118	-92	-28%

Adjustment in net profit	GAAP adj
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Lease Rent (Non-GAAP)	-54
Finance costs	45
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In case of any clarifications please contact on investor@shoppersstop.com