

SHOPPERS STOP

SEC/61/2025-26

October 17, 2025

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
---	--

Dear Sir / Madam,

Sub.: Press Release and Investor Presentation for the quarter and half year ended September 30, 2025

Please find enclosed Press Release and Investor Presentation for the quarter and half year ended September 30, 2025 for the captioned subject.

Further, we refer to our disclosure dated October 08, 2025 for Intimation of Schedule of analyst call / investor conference call to be hosted on Friday, October 17, 2025 at 05:00 pm IST to discuss the corporate performance for the quarter and half year ended September 30, 2025. The presentation to be used during the call is same as attached.

This information is also being made available on the corporate website of the Company i.e. <https://corporate.shoppersstop.com/investors/disclosures-under-listing-regulations/>.

Kindly take the above on record.

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

Rs. in Crs	Q2		H1	
Sales	1,175	+10%	2,270	+8%
EBITDA	173	+11%	350	+16%

- Core Business Rs.1,346 Crs +7% (Departmental, Beauty, Home and SS.Com)
- Beauty Sales Rs. 331 Crs; +22%
- INTUNE Sales Rs. 70 Crs; +70%
- Customer entry +6% LFL, a significant turnaround and positive
- Operational KPIs: ATV: +8%, ASP: +6%, IPT: +2%
- First Citizen's contribution at 83%; +270 bps
- Premiumization continues to drive sales growth; contribution @ 69%, up 16% YoY (+14% LFL)

Mumbai, October 17, 2025: Shoppers Stop Ltd., a leading department store with premier fashion and beauty brands, has declared its results for the quarter ended 30th September 2025.

Key financial highlights for Q2FY26:

Standalone	GAAP			Non-GAAP		
Rs. In Cr	Q2FY26	Q2FY25	Growth%	Q2FY26	Q2FY25	Growth%
Sales	1,175	1,068	10%	1,420	1,298	9%
Gross Margin	39.2%	39.9%	(60) bps	36.5%	36.9%	(40) bps
EBITDA	173	157	11%	23	21	7%
PBT	-31	-31		-17	-23	
PAT	-23	-22		-10	-14	

Financial highlights of H1FY26:

Standalone	GAAP			Non-GAAP		
Rs. In Cr	H1FY26	H1FY25	Growth%	H1FY26	H1FY25	Growth%
Sales	2,270	2,102	8%	2,756	2,558	8%
Gross Margin	40.0%	40.2%	(20) bps	37.0%	37.3%	(20) bps
EBITDA	350	302	16%	48	36	34%
PBT	-55	-63		-30	-47	
PAT	-41	-45		-16	-30	

Management Comments:

Commenting on the Q2FY26 results, **Mr. Kavindra Mishra, MD and CEO, Shoppers Stop Ltd**, said, "I am pleased to share our sustained good performance and outgrowing quarter after quarter. Our Core business has delivered stupendous growth through number of initiatives such as premiumization, developing our own IPs to drive the premiumization, Engagement with First Citizen Customers, Higher enrolment of Premium Black Card customers, Increased Personal Shoppers Share, etc. resulting in sales

growth of 7%. More importantly the **department LFL grew by 9.4%**. Our sales growth has further amplified by Customer Entry growth of 6% LFL, a positive growth for the first time in many years. **Our EBITDA grew by 42% and Profit before tax turned the corner from a loss in FY25 to a profit of Rs.9 Crs in Q2.**

Our new business, i.e. INTUNE and ss.beauty.in, which we have been investing has been performing appreciably, despite headwinds. The sales growth has been 75%, with marked improvement in the business in the last quarter, particularly in September 2025.

Our distribution continues to grow more than 100% with new additions from the staples of beauty companies globally. We will be launching brands by EuroItalia, a global player in luxury beauty industry, known for promoting the "Made in Italy" craftsmanship worldwide, with luxury fragrances and cosmetics.

As we step into busy festive season I expect the demand to increase and stabilize. With a combination of Government Sops and Wedding season, I am confident the coming season should deliver strong results.

Performance of strategic pillars in Q2FY26:

- **First Citizen** – First Citizen Members contributed 83% to overall sales, (69% repeat and 14% new). Black card enrolments reached 32K and Silver card enrolments 208K, Our Premium Black Card members contributed 19% to the overall sales.
- **Beauty** –Beauty segment delivered sales of Rs. 331 Cr (+22% YoY). Opened three beauty outlets including ARMANI beauty and NARS boutiques at Palladium, Mumbai, along with an SS Fragrance store at EDM Mall, Ghaziabad.
- **Private Brands** – Private Brands sales at Rs 161 Crs with a contribution of 13% to the overall sales and 17% to apparel business. Continue to focus on premiumization with innovative design and natural fabrics. Improved productivity driving surge in profitability. Indian wear brands “Bandeya” and “Kashish” grew by 19%. Kids category delivered sales and volume growth of 17% and 30% respectively.
- **INTUNE** –Sales contribution from INTUNE stood at Rs. 70 Cr (+70%). Launched 2.0 with a focus to enhance the store experience with modern fixtures, wider and appealing facades and improved in-store communication. We have been witnessing sequential improvement month over month, with September registering highest growth besides positive Like to Like sales.
- **Store Expansion** – In the quarter, we launched 3 INTUNE stores, 3 Beauty stores and 1 Department store with CAPEX Rs 34 Cr

Note:

We have published a detailed Non-GAAP and GAAP Income Statement. Our non-GAAP measures are not meant to be considered in isolation or as a substitute for comparable GAAP measures and should be read only in conjunction with our consolidated financial statements prepared in accordance with GAAP.

About Shoppers Stop Limited: Shoppers Stop Ltd. is the nation's leading premier retailer of fashion and beauty brands established in 1991. Spread across 111 department stores, the Company also operates 10 premium home concept stores, 84 Specialty Beauty stores of M.A.C, Estée Lauder, Bobbi Brown, Clinique, Jo Malone, NARS, ARMANI beauty, PRADA BEAUTY and SSBeauty, 78 INTUNE stores and 20 Airport doors, occupying area of 4.5 M sq. ft. Shoppers Stop is home to one of the country's longest running and most

coveted loyalty program 'First Citizen'. The Company's one-of-a-kind shopping assistance service, 'Personal Shopper' is revolutionizing the way Indian's shop, bringing more value, comfort, and convenience to customer experiences. The brand's diversified Omni channel offering spans over 800+ recognized and trusted brands across an incomparable range of products that together serve our overarching objective of delivering customer delight.

For more information, contact:

Shoppers Stop Ltd

Rohit Trivedi

(P) + 91- 9322672437

(E) rohit.trivedi@shoppersstop.com

---END---

SHOPPERS STOP

PERFORMANCE HIGHLIGHTS Q2 FY26



Shoppers Stop Vision

**We aim to be the most
loved premium shopping
destination for aspirational
Young Indian families**



CONTENTS

01 MARKET OUTLOOK

02 PERFORMANCE UPDATE

- CORE BUSINESSES
- NEW VENTURES

03 BEAUTY DISTRIBUTION

04 FINANCIALS

MARKET OUTLOOK

Customer

- Growing appetite for premiumization; Aspiration driven spending
- Rise of conscious consumerism with tech-enabled omnichannel experience
- Diverse regional and demographic consumption

Industry

- Expecting increased demand partly aided by various Government sops
- Strong Wedding Season to sustain demand
- Value Fashion expanding in Tier 2/Tier 3, but with moderate growth

Way Forward

- Cautious optimism with measured expansion as economic stability precedes
- Retailers shifting back to large sized stores
- Policy tailwinds, rural revival, disciplined expansion will support growth in Retail





CONTENTS

01 MARKET OUTLOOK

02 PERFORMANCE UPDATE

- **CORE BUSINESSES**
- **NEW VENTURES**

03 BEAUTY DISTRIBUTION

04 FINANCIALS



Strategic Initiatives to drive strong growth of core businesses



Strengthen Brand Love

- Through Brand IPs viz; “India Weds with Shoppers Stop”, “Gifts Of Love”, “ShowStoppers’25”, resulting higher customer engagement and retention
- Customer engagement through regional marketing activations

Premiumization

- Upgraded in-store experience with enhanced customer service
- Launch of Premium/Aspirational brands across categories
- Expanded Non-Apparels Portfolio
- Personalization and Convenience through Personal Shoppers





Strategic Initiatives...Core Businesses.....Cont.



First Citizen Club

- Relentless driving on higher enrollment through better engagement
- Personalized Communication, Curated display at Stores for Loyalty Members, etc.
- Analytics to support prediction and retention of consumer

Private Brands

- Sharper brand portfolio with curated collection
- Design innovation through use of natural, sustainable and comfortable fabric

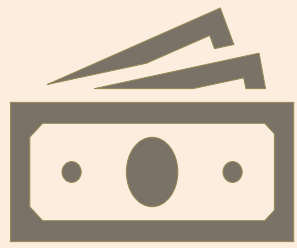


Strategic Initiatives outcome (Core Business)



- Strong turnaround in **Customer entry +6% LFL**

- **KPIs** continues to improve



ATV +8%



ASP +6%



IPT +2%

- **Sales** +7% (Dept. Store LFL 9.4%, highest in 10 yrs)
- Beauty Sales +22%; Fragrance outperforms
- Watches +13%; Handbags +11%
- Private Brands +3% with improved profitability
- “STOP”, “Kashish” and “Bandeya” in the top 10 Apparel brands during Festive

- **Premiumization driving growth**

- Mix 69% +375 bps, grew by 16% (LFL +14% vs Department @ 9.4%)
- Personal Shoppers
 - Contribution @ 25% (+300 bps)

- **First Citizen Club**



- 13M members
- Contribution @ 83% (+270 bps)
- Repeat 69%
- **Highest quarterly enrolments**
 - Black Card 32K and Silver 208K (incl. renewals)



Core Businesses - Outcome



Particulars	Q2			H1		
<i>Rs. Crs</i>	FY26	FY25	Gr%	FY26	FY25	Gr%
Sales	1,346	1,255	7%	2,612	2,480	5%
Opex	420	396	6%	822	806	2%
EBITDA	46	33	42%	87	50	74%
PBT	9	-12		13	-33	

- Sales growth across categories
- Increase in Opex primarily due to investments in Marketing/Loyalty
- EBITDA +42% for Q2 and 74% in H1 led by Sales growth and improved productivity
- Significant turnaround in PBT – Improvement of Rs.46 Crs Year to date



Inspiring Beauty through Expression, Engagement and Education

Sales **Rs 331 Crs grew by 22%**

Store launch

- ARMANI beauty and NARS boutique at Palladium, Mumbai
- SS Fragrance store at EDM Mall, Ghaziabad

Social presence

- Crossed 1M mark on Instagram; YouTube 221k+ subscribers

Customer engagement

- 13 Beauty Soirée events
- 200k+ Makeovers and 380+ Master Classes leading to Rs 57 Crs of business
- Increase in online traffic through improved customer engagement

New Brands launched/ to be launched in Q3



Beauty Business Network

Offline Count

Department stores	111
EBOs (incl. SSBeauty)	84
Shop-in-shop	62

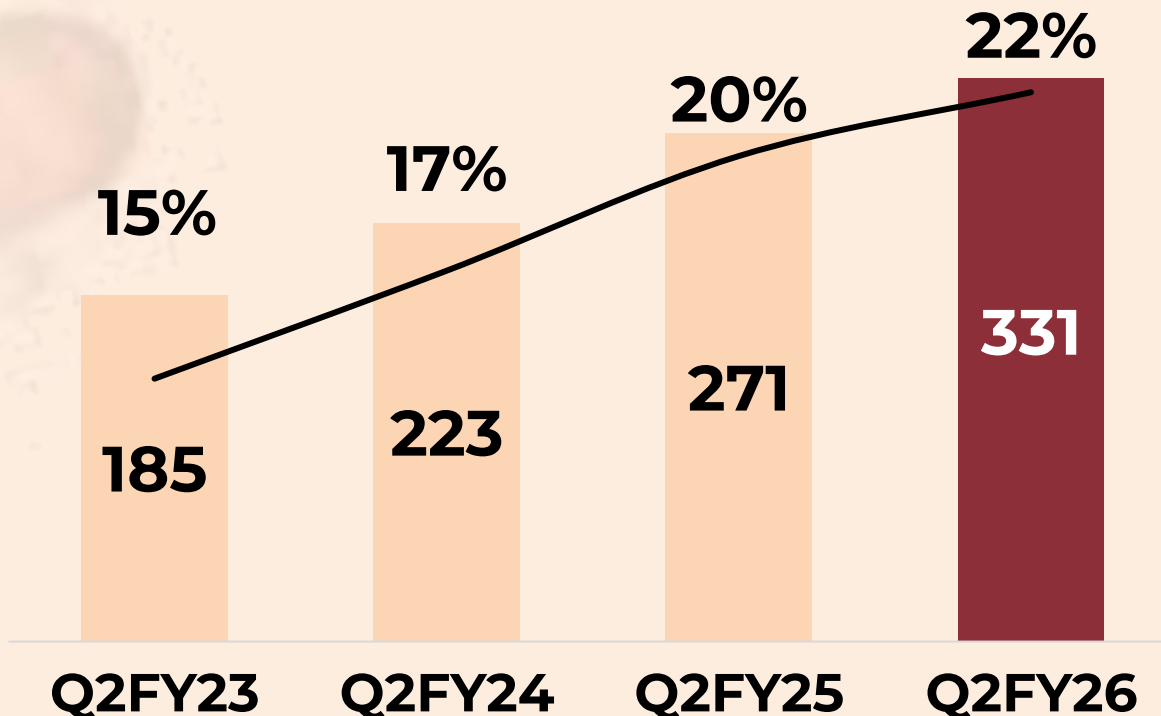
Distribution network

25 Retailers with 526 POS

Online

Shoppersstop.com	SSBeauty.in
ELCAcosmetics.in	

Sales and Contribution %





Investment in New Ventures (INTUNE + SSBeauty.in)



INTUNE

- Massive untapped opportunity; Unorganized market (~\$ 100 Bn), shifting to organized sector
- Retail ecosystem in smaller cities/towns undergoing a paradigm shift
- Potential for brands offering quality and affordability

SSBeauty.in

- Establish strong brand identity, reach wider audiences and provide seamless shopping experience
- Better customer data; Enable and simplify repeat purchases
- Staying competitive, particularly for the Millennials and Gen Zs



INTUNE

Investment in New Ventures – Present Status

INTUNE

- Opened 78 stores across 34 cities with an investment of ca. Rs 150 Crs
- Family first store with an additional flavor in Kids category
- Launched INTUNE 2.0 in Q2 with enhanced in-store experience

SSBeauty.in

- Enable Beauty shopping through Expression, Engagement and Education
- Assist Convenience with Omni-channel experience (O+O)
- Strong assortment of luxury and prestige products
- Library of curated blogs, editor's picks, video tutorials, and DIY guides





New Ventures – Outcome



INTUNE

- Sales +70%, LFL +1% for Q2 vs decline in Q1
- Repeat purchases at 39%
- Progressive improvement in KPI's (Q2)
- Improved traction during festive runup, Festive LFL +10%

SSBeauty.in

- Sales multiplied by 3X vs last year on a low base
- Larger brands portfolio on prestige and premium side





New Ventures - Outcome



Particulars	Q2			H1		
<i>Rs. Crs</i>	FY26	FY25	Gr%	FY26	FY25	Gr%
Sales	74	42	75%	144	78	85%
Opex	42	26	62%	80	41	96%
EBITDA	-24	-12		-38	-14	
PBT	-27	-11		-43	-14	

- **INTUNE**
 - Slowness in Value Fashion impacting growth; Initial festive trends to be promising
 - Q3/Q4 initiatives to minimize losses further:
 - INTUNE 2.0 format
 - Improve overall Supply chain Process
 - Frequent and relevant drops; New Categories
 - Strengthening brand visibility to expedite turnaround
- **SSBeauty.in**
 - Traffic growth 144% YoY, +50% QoQ
 - Continue to invest in tech to upgrade shopping journey



CONTENTS

01 MARKET OUTLOOK

02 PERFORMANCE UPDATE

- CORE BUSINESSES
- NEW VENTURES

03 BEAUTY DISTRIBUTION

04 FINANCIALS



Beauty Distribution



- Aiming to be the market leader in Beauty Distribution
- Shoppers Stop provides great opportunity for the Global brands with better corporate governance and relevant experience
- Synergies to retail business
- To get better control on brand building and distribution

Present Status

- Sales Q2 Rs 106 Crs +103% YoY, +26% QoQ
- Sales H1 Rs 190 Crs +109% YoY
- Distribution network: 526 POS with 25 Retailers
- Operating 7 Boutique stores of NARS, ARMANI beauty and PRADA BEAUTY





Global SS Beauty Exclusive Brands Portfolio



Fragrance

GIORGIO ARMANI **PRADA** VALENTINO MICHAEL KORS RALPH LAUREN Maison Margiela
PARIS

VIKTOR&ROLF *Atelier Cologne* MUGLER VERSACE TUMI STEVE MADDEN **DSQUARED2** BANANA REPUBLIC
PARIS

AZZARO *Pepe Jeans* GANS FC Barcelona Reebok MOSCHINO
LONDON

BRUNELLO CUCINELLI Real Madrid **ARMAF** women'ssecret



Skincare

CLARINS **sisley** FRÉ earthi
PARIS



Makeup

NARS GIORGIO ARMANI VALENTINO

PRADA **soda** NOTE
COSMETIQUE



Beauty Distribution- Outcome



Particulars	Q2			H1		
<i>Rs. Crs</i>	FY26	FY25	Gr%	FY26	FY25	Gr%
Sales	106	52	103%	190	91	109%
Opex	24	12	103%	43	25	75%
EBITDA	5	4	27%	10	5	101%
PBT	3	3	8%	7	3	106%

- Sales +103%; Sustained higher growth since inception
- Opened 7 Boutiques in Prestige malls
- Expansion unabated with newer brands and Retailers
- Investments in Marketing to continue



CONTENTS

01 MARKET OUTLOOK

02 PERFORMANCE UPDATE

- CORE BUSINESSES
- NEW VENTURES

03 BEAUTY DISTRIBUTION

04 FINANCIALS



Q2 PERFORMANCE AT A GLANCE



Particulars	Core Businesses		New Ventures*		Total		Global Beauty		Consolidated	
	FY26	FY25	FY26	FY25	FY26	FY25	FY26	FY25	FY26	FY25
Sales	1,346	1,255	74	42	1,420	1,298	106	52	1,526	1,350
Opex	420	396	42	26	461	422	24	12	486	434
EBITDA	46	33	-24	-12	23	21	5	4	28	25
PBT	9	-12	-27	-11	-17	-23	3	3	-14	-20

*New Ventures Includes INTUNE and SSBeauty.in





H1 PERFORMANCE AT A GLANCE



Particulars	Core Businesses		New Ventures*		Total		Global Beauty		Consolidated	
	FY26	FY25	FY26	FY25	FY26	FY25	FY26	FY25	FY26	FY25
Sales	2,612	2,480	144	78	2,756	2,558	190	91	2,946	2,649
Opex	822	806	80	41	902	847	43	25	945	872
EBITDA	87	50	-38	-14	48	36	10	5	58	41
PBT	13	-33	-43	-14	-30	-47	7	3	-23	-44

*New Ventures Includes INTUNE and SSBeauty.in





FINANCIALS Q2 FY26

(STANDALONE)



Particulars	Non GAAP			GAAP		
Rs in Crs	FY26	FY25	Gr%	FY26	FY25	Gr%
Gross Revenue	1420	1298	9%	1319	1199	10%
Net Revenue	1258	1147	10%	1175	1068	10%
Other Income	25	19	27%	9	10	-3%
Total Revenue	1283	1167	10%	1185	1078	10%
Margin	459	423	9%	461	426	8%
Margin%	36.5%	36.9%	-40 Bps	39.2%	39.9%	-60 Bps
Operating Exp.	461	422	9%	297	279	7%
EBITDA	23	21	7%	173	157	11%
Depreciation	34	37	-8%	133	121	9%
Finance Cost	5	3	42%	71	64	11%
PBT	-16	-19	15%	-30	-29	-6%
ESOP/RSU/Excep. items	1	4	-73%	0	2	-81%
PBT(Adj.)	-17	-23	25%	-31	-31	0%
Tax	-8	-9	12%	-8	-9	12%
PAT	-10	-14	33%	-23	-22	-4%

Adjustment in Net Profit	GAAP Adj.
PBT (as per Non GAAP)	-17
Lease Rent (Non-GAAP)	-142
Finance costs	66
Depreciation on ROU Assets	95
Remeasurement of leases life	-5
Others	0
PBT (as per GAAP)	-31



FINANCIALS H1 FY26

(STANDALONE)



Particulars	Non GAAP			GAAP		
Rs in Crs	FY26	FY25	Gr%	FY26	FY25	Gr%
Gross Revenue	2756	2558	8%	2548	2362	8%
Net Revenue	2441	2260	8%	2270	2102	8%
Other Income	47	40	17%	19	13	47%
Total Revenue	2487	2300	8%	2289	2115	8%
Margin	904	843	7%	909	845	8%
Margin%	37.0%	37.3%	-20 Bps	40.0%	40.2%	-20 Bps
Operating Exp.	902	847	7%	579	557	4%
EBITDA	48	36	34%	350	302	16%
Depreciation	66	72	-7%	261	238	10%
Finance Cost	9	6	53%	143	124	15%
PBT	-27	-41	34%	-54	-60	10%
ESOP/RSU/Excep. items	3	6	-55%	1	3	-69%
PBT(Adj.)	-30	-47	37%	-55	-63	12%
Tax	-14	-18	-23%	-14	-18	-22%
PAT	-16	-30	45%	-41	-45	8%

Adjustment in Net Profit	GAAP Adj.
PBT (as per Non GAAP)	-30
Lease Rent (Non-GAAP)	-284
Finance costs	133
Depreciation on ROU Assets	187
Remeasurement of leases life	-12
Others	1
PBT (as per GAAP)	-55



BALANCE SHEET (NON-GAAP)

(STANDALONE)



Particulars (Rs in Crs)	Sep'25	Mar'25
Net worth	802	815
Loan Fund	263	262
Total Liabilities	1065	1077
Fixed Assets + Lease Deposit	891	902
Investments	100	60
Inventory*	1967	1921
Other Assets	621	583
Total Current Assets	2470	2400
Trade Creditors Goods*	2022	1901
Others	493	487
Total Current Liability	2515	2388
Net Current Assets	-44	12
Total Assets	1065	1077

Previous years numbers are regrouped/rearranged wherever necessary

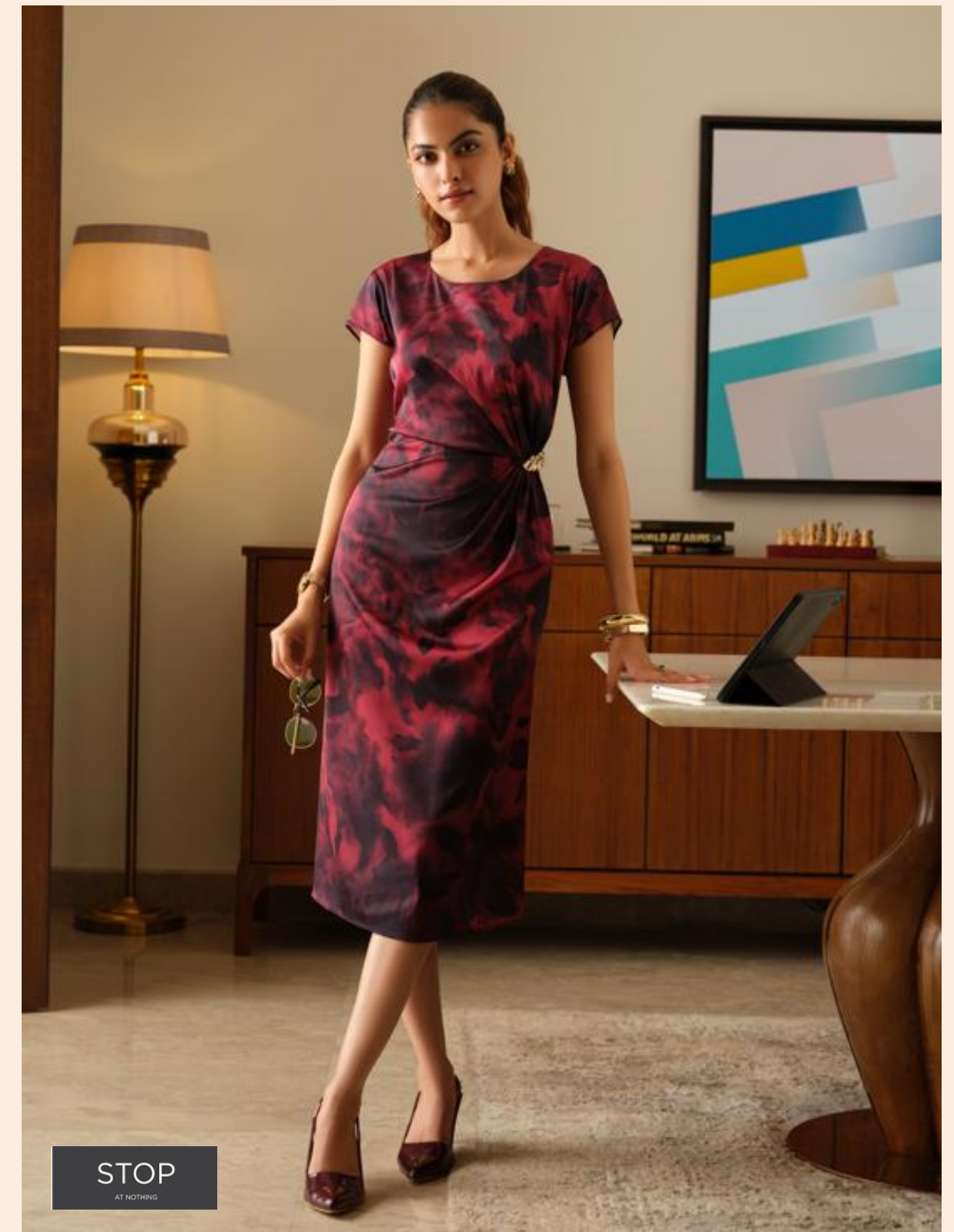
*	Particulars	Sep'25	Mar'25
	ROR Inventory	1,376	1,253
	ROR Creditors	1,756	1,662



CASH FLOW

(STANDALONE)

Particulars (Rs in Crs)	Sep'25	Mar'25
Cash Profit from Operations (after tax)	48	182
Changes in Working Capital	63	-112
Cash generated from Operations	111	70
Fixed Assets	-67	-199
Investment in Subsidiary	-40	-1
Interest Expense	-9	-13
Cash post Investing Activities	-5	-143
<u>Funded By</u>		
Loan Fund	1	137
Cash	4	5
Total	5	143





FINANCIALS Q2 FY26

(CONSOLIDATED)



Particulars	Non GAAP			GAAP		
Rs in Crs	FY26	FY25	Gr%	FY26	FY25	Gr%
Gross Revenue	1526	1350	13%	1416	1254	13%
Net Revenue	1348	1192	13%	1257	1115	13%
Other Income	25	19	27%	9	10	-3%
Total Revenue	1372	1211	13%	1266	1125	13%
Margin	489	440	11%	489	443	10%
Margin%	36.3%	36.9%	-60 Bps	38.9%	39.7%	-80 Bps
Operating Exp.	486	434	12%	318	293	9%
EBITDA	28	25	10%	180	160	13%
Depreciation	34	37	-7%	134	122	10%
Finance Cost	6	4	48%	73	65	12%
PBT	-13	-16	19%	-27	-27	-1%
ESOP/RSU/Excep. items	1	4	-73%	0	2	-83%
PBT(Adj.)	-14	-20	30%	-27	-29	6%
Tax	-7	-8	16%	-7	-8	17%
PAT	-7	-12	40%	-20	-21	2%

Adjustment in Net Profit	GAAP Adj.
PBT (as per Non GAAP)	-14
Lease Rent (Non-GAAP)	-143
Finance costs	67
Depreciation on ROU Assets	96
Remeasurement of leases life	-5
Others	0
PBT (as per GAAP)	-27



FINANCIALS H1 FY26

(CONSOLIDATED)



Particulars	Non GAAP			GAAP		
Rs in Crs	FY26	FY25	Gr%	FY26	FY25	Gr%
Gross Revenue	2946	2649	11%	2726	2459	11%
Net Revenue	2602	2337	11%	2418	2184	11%
Other Income	47	40	17%	20	13	47%
Total Revenue	2649	2377	11%	2437	2197	11%
Margin	957	873	10%	960	877	9%
Margin%	36.8%	37.3%	-60 Bps	39.7%	40.1%	-50 Bps
Operating Exp.	945	872	8%	618	584	6%
EBITDA	58	41	42%	361	306	18%
Depreciation	67	72	-6%	264	239	10%
Finance Cost	11	7	58%	146	126	16%
PBT	-21	-38	46%	-48	-58	18%
ESOP/RSU/Excep. items	3	6	-55%	1	3	-69%
PBT(Adj.)	-23	-44	47%	-49	-61	20%
Tax	-12	-17	-30%	-12	-17	-30%
PAT	-11	-27	59%	-36	-44	17%

Adjustment in Net Profit	GAAP Adj.
PBT (as per Non GAAP)	-23
Lease Rent (Non-GAAP)	-285
Finance costs	134
Depreciation on ROU Assets	188
Remeasurement of leases life	-12
Others	1
PBT (as per GAAP)	-49



ANNEXURE



As on 30th Sep'25

303
Stores

13.0 Mn
FIRST CITIZENS

800+
BRANDS

13% Mix ⁽¹⁾
PRIVATE BRANDS

22% Mix
BEAUTY

4.5 M
SQUARE FEET
AREA

70
CITIES

13.3 Mn
CUSTOMER ENTRY in Q2

21.3K ⁽²⁾
TALENT POOL

⁽¹⁾ Excluding INTUNE
⁽²⁾ Includes Brand staff



Premiumisation driving growth; Contribution @ 69%, +16% (LFL +14%)



New Brand additions highlighted in Orange



STORE NETWORK UPDATE



Format	As on Sep'25	Expansion planned in Q3
Department	111	5
Beauty		
SSBeauty	19	
SSFragrance	2	
Beauty	63	
INTUNE	78	5
HomeStop	10	
Airport	20	
Total	303	10

Q2 Additions

3 INTUNE, 3 Beauty and 1 Department store

As on Sep'25

Area	4.5M sq.ft.
City Presence	70 Cities
Capex and Deposits	Rs 34 Crs (Q2); Rs 54 Crs (H1)

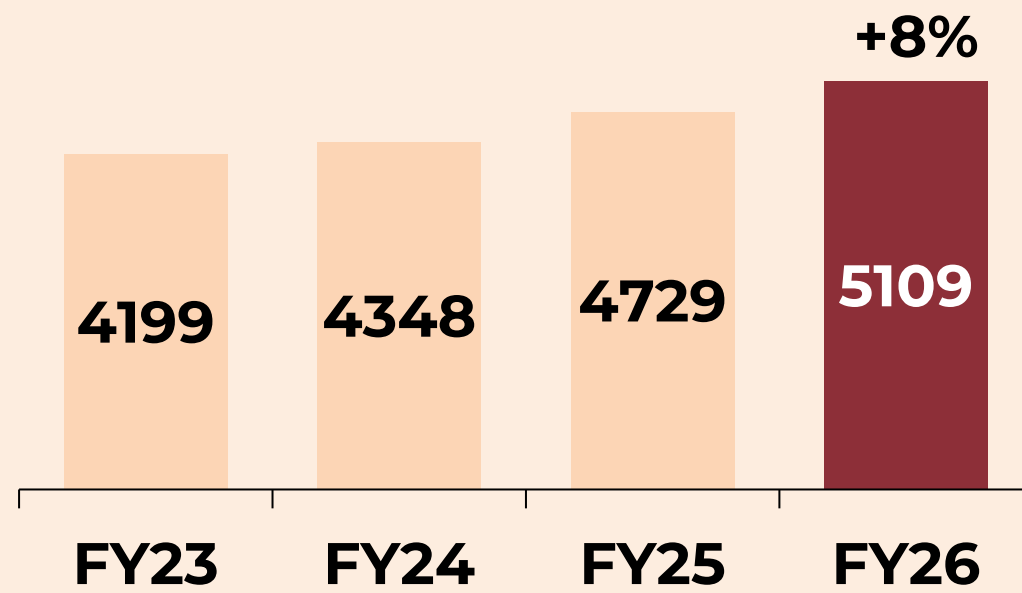




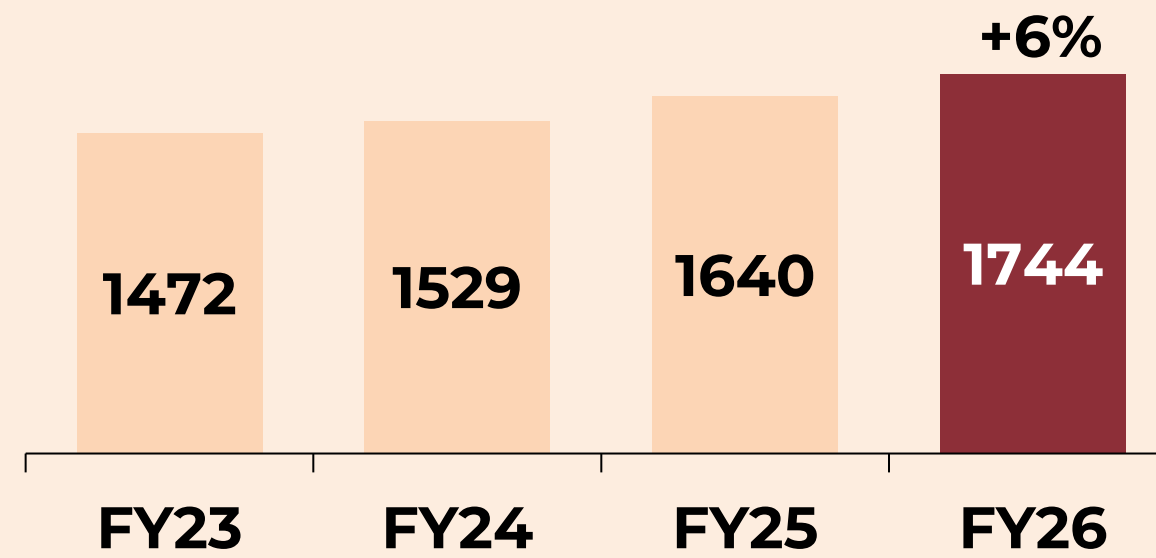
OPERATIONAL KPIs IN Q2



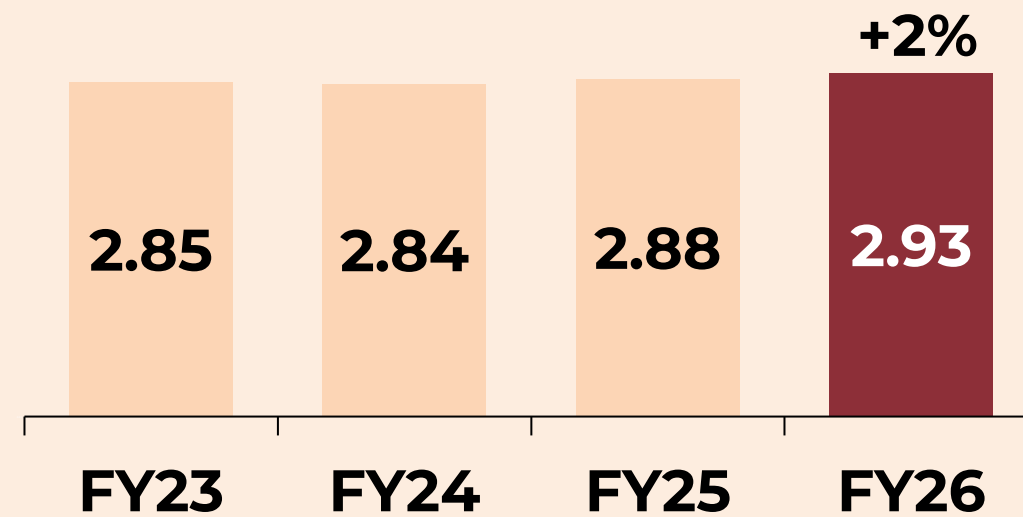
ATV (Rs/-)



ASP (Rs/-)



Items per Txn. (Nos.)



(Excluding Online and INTUNE)



MARKETING HIGHLIGHTS



SHOPPERS STOP
পুজোর প্রথম স্টপ

START YOUR SHARODIYA STORY RIGHT

- Discover our stylish new Puj collection
- Puja Concierge Services by Personal Shopper
- Get Complimentary Beauty Makeovers
- Get ₹5000 E-Gift Voucher on purchase of ₹50000
- Get TOMMY HILFISER Luggage on shopping above ₹5999*

SHOP FROM 500+ PREMIUM BRANDS

AXIS BANK | 10% Instant Discount* on Credit Card

APPAREL | SUNGLASSES | WATCHES | PERFUMES | HANDBAGS | BEAUTY | ACCESSORIES | HOME | FOOTWEAR

Visit us at Kolkata: South City Mall | City Centre, Salt Lake | Elgin Road, Forum Mall | Acropolis Mall | City Centre 2, Rajarhat | Manisquare Mall | Fairfield Marriot | or online on WWW.SHOPPERSSTOP.COM

Pujo Campaign “Pujor Prothom Stop”

Views: 76.4M

SHOPPERS STOP

GIFTS OF LOVE

Celebrate timeless bonds this Raksha Bandhan

Rakshabandhan- GIFTS OF LOVE

Views: 33.3M

SHOPPERS STOP

DENIM DECODE

The code behind every look

Fashion Partner **Levi's**

VISIT US NOW

OFFER VALID TILL 21ST SEPTEMBER

2000+
CURATED RANGE OF DENIM STYLES

EXCLUSIVE OFFERS ON DENIM

GET TOMMY HILFISER LUGGAGE ON SHOPPING ABOVE ₹5,999*

FIRST CITIZEN CLUB OFFER

BMW MOTORRAD
SHOP AND GET A CHANCE TO WIN A BMW BIKE*

PERSONAL SHOPPER AND LOUNGE PRIVILEGES

SIGN UP & PARTICIPATE!

SHOP ONLINE AT SHOPPERSSTOP.COM OR DOWNLOAD OUR APP

Denim Decode with Levis and Vogue

Click on the images to watch the campaign/event clips



PERSONALISATION THAT SPEAKS EVERY REGION'S LANGUAGE



Hariyali Teej @ Lucknow



Independence Day



Pujo @ Agartala



Rakshabandhan @ Hyderabad



Onam @ Trivandrum

BEAUTY MARKETING HIGHLIGHTS



Launched new IP :
“SSBeauty All Access”



Biggest Beauty IP “Showstoppers’25” with actress Vani Kapoor as the face of the campaign

Reach: 16.5M ; Views: 17.5M
Sales generated: Rs 90 Cr+

Click on the image to watch the campaign clip



Milestone achieved:
1 million Followers on
Instagram



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, cost advantage, wage increases, 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.