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## 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

- 1 Shoppers Stop Store Opened at Bangalore during this quarter taking the total to 55 stores.
- 2 Stand Alone and 1 MAC SIS Store opened at Gurgaon, Hyderabad and Mumbai this quarter taking the total to 25 stores
- 1 Clinique Stand Alone Store Opened at Gurgaon during this quarter taking the total to 13 stores.
- 2 Crossword Stores opened at Mumbai and Chennai and closed 1 store at Amritsar.


## > Loyalty Programme

$\square$ First Citizen members club has now reached 27.99 lacs members. Their contribution to sales was 73\%

## AWARDS \& RECOGNITION

> National Education and Human Resource Development Organisation conferred the following awards in Oct,2012 to :-
> Shoppers Stop Ltd. - " Top Class Brand Award 2012-13 " and
> Mr. Govind Shrikhande - "Rashtriya Udyog Ratna Award ".
> Shoppers Stop Ltd has won the "Department Store of the year "in Star Retailers Award 2012.
> Crossword Books Stores Ltd. Has won the Star Retailer of the year 2012 award under the "Books and Movies Category
> Shoppers Stop Ltd entered the Limca Book of Records :-
> For creating " India's largest men's formal Jacket ".
> For Largest Book.

## Our Presence

## and still expanding...

## Fonesion



| City | SS Dept. | Crossword | Home Stop | Mother Care | MAC/Estee/ Clinique | Hypercity | Total |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Amritsar <br> Bangalore <br> Chennai <br> Delhi <br> Gurgaon <br> Hyderabad <br> Jaipur <br> Kolkatta <br> Lucknow <br> Mumbai <br> Noida <br> Pune <br> Ghaziabad <br> Siliguri <br> Durgapur <br> Bhopal <br> Ludhiana <br> Aurangabad <br> Indore <br> Vijayawada <br> Mysore <br> Latur <br> Ahmedabad <br> Jalandhar <br> Coimbatore | $\begin{aligned} & 1 \\ & 8 \\ & 3 \\ & 5 \\ & 2 \\ & 4 \\ & 2 \\ & 3 \\ & 1 \\ & 8 \\ & 1 \\ & 5 \\ & 1 \\ & 1 \\ & 1 \\ & 1 \end{aligned}$ | 1 <br> 11 <br> 2 <br> 2 <br> 6 <br> 1 <br> 14 <br> 2 <br> 1 <br> 1 | 2 <br> 1 <br> 1 <br> 1 3 <br> 1 <br> 1 <br> 1 <br> 1 | 1 1 1 | 1 7 2 9 2 3 2 13 1 3 | $\begin{aligned} & 1 \\ & 2 \end{aligned}$ <br> 1 <br> 1 <br> 3 <br> 1 <br> 1 <br> 1 <br> 1 | $\begin{gathered} 4 \\ 30 \\ 7 \\ 18 \\ 4 \\ 16 \\ 3 \\ 5 \\ 3 \\ 42 \\ 2 \\ 10 \\ 1 \\ 1 \\ 1 \\ 4 \\ 2 \\ 1 \\ 2 \\ 3 \\ 1 \\ 1 \end{gathered}$ |
| Total | 55 | 41 | 12 | 3 | 44 | 12 | 167 |

More than 4.82 million sq. ft. area, across 25 cities

As on 31st December, 2012


## Existing Stores

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

| 5.00 | 1.6 mn | 1.8 mn | 2.0 mn | 2.3 mn | 3.1 mn | 3.3 mn |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 4.00 |  |  |  |  |  |  |
| 3.00 |  |  |  |  |  | \% |
| 2.00 |  |  |  |  |  |  |
| 1.00 |  |  |  |  |  |  |
| 0.00 |  |  |  |  |  |  |
|  | $\bigcirc$ |  | 은. | $\stackrel{\square}{\square}$ | $\stackrel{\sim}{5}$ | $\stackrel{N}{\sim}$ |
|  | ${ }_{\Sigma}^{\text {®0 }}$ | ${ }^{\frac{1}{01}}$ | ${ }^{\frac{1}{0}}$ | ${ }^{\frac{1}{01}}$ | ${ }^{\frac{1}{6}}$ | - |


| Store Area as on 31 ${ }^{\text {st }}$ December, 2012 | Chargeable Area (Sq.ft.) |
| :---: | :---: |
| Shoppers Stop | 3,110,251 |
| Specialty Stores | 234,595 |
| Total Store Area | 3,344,846 |
|  | ======== |
| Crossword | 108,793 |
| Hypercity | 1,235,365 |
| JV Companies | 139,505 |
| Total Group | 4,828,509 |
|  | ==-======= |

## New Store Opened



Location : Bangalore Mahadevpura
Opening Date : $10^{\text {th }}$ Dec,2012

Chargeable Area : 47562sq .ft.

## $]_{\text {mac }}$ <br> $\underset{\text { Hyper }}{\||| |}$ <br> 



## Key Financial Highlights - Q3-2012-13

- Sales Growth:

Shoppers Stop department stores : 21\%
All formats : 20\%

- LTL Sales Growth:

Shoppers Stop department stores : $12.5 \%$
stores $>5$ years : 5\%
stores $<5$ years : 25\%

- Sales Per Sq.ft. on chargeable area (Built up sq.ft.) : Shoppers Stop department stores : Rs 2,080 (LY Rs. 1,984)


## Operational Indicators - Q3-2012-13

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## Customer Entry (figures in lacs.)



## Transaction Size (Rs.)



## Merchandise Mix - Q3-2012-13

Private Label Mix


- Private Label Sales
increased by 23\%.
- Private Label Mix
increased by 0.2\%


## Merchandise Buying Model

## Revenue Mix - Q3-2012-13

## Fanesisp

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



## Operational Efficiency Q3 \& Q3+H1-2012-13: Shrinkage as \% of Gross Retail Sales

(SS Dept. Stores)
Q3-2012-13


Q3+H1-2012-13



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## Consolidated Financial - Q3-2012-13



## Balance Sheet - SSL Standalone

| Rs.in Lacs |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| PARTICULARS | Unaudited Dec'12 | Audited March'12 | Particulars | Q3+H1-2012-13 | 2011-12 |
| EQUITY AND LIABILITIES |  |  | Debt Equity ( for 9 months) <br> Asset Turnover Ratio (Without Invt. In Group Co.) ( for 9 months) <br> Current Ratio | 0.39 | 0.42 |
| SHAREHOLDERS' FUNDS <br> Share capital <br> Reserves and surplus | $\begin{array}{r} 4,144.9 \\ 64,363.9 \end{array}$ | $\begin{array}{r} 4,128.1 \\ 61,721.7 \end{array}$ |  | 3.35 | 3.67 |
| Net Worth | 68,508.8 | 65,849.8 |  |  |  |
| NON CURRENT LIABILITIES Long-term borrowings <br> Long-term provisions | $\begin{aligned} & 4,750.0 \\ & 1,013.1 \end{aligned}$ | $\begin{array}{r} 3,500.0 \\ 205.1 \\ \hline \end{array}$ |  | 0.86 | 0.96 |
| Total Non Current Liabilites | 5,763.1 | 3,705.1 |  |  |  |
| CURRENT LIABILITIES Short-term borrowings Trade payables Other current liabilities Short-term provisions | $\begin{array}{r} 16,979.8 \\ 32,972.1 \\ 16,698.9 \\ 38.5 \\ \hline \end{array}$ | $\begin{array}{r} 18,406.9 \\ 25,003.2 \\ 12,958.7 \\ 746.5 \\ \hline \end{array}$ |  |  |  |
| Total Current Liabilites | 66,689.3 | 57,115.3 |  |  |  |
| Total | 140,961.1 | 126,670.1 |  |  |  |
| ASSETS |  |  |  |  |  |
| NON CURRENT ASSETS Total Fixed assets | 47,289.6 | 44,658.8 |  |  |  |
| Non current investments Long term loans and advances | $\begin{array}{r} 31,819.7 \\ 27,628.7 \\ \hline \end{array}$ | $\begin{array}{r} 28,421.3 \\ 25,028.7 \\ \hline \end{array}$ |  |  |  |
| Total Non Current Assets | 106,738.0 | 98,108.7 |  |  |  |
| CURRENT ASSETS |  |  |  |  |  |
| Inventories | 24,447.7 | 21,204.0 |  |  |  |
| Trade Receivables | 2,409.8 | 1,916.9 |  |  |  |
| Cash and cash equivalents | 645.1 | 714.6 |  |  |  |
| Short term Loans and advances | 5,938.4 | 4,012.5 |  |  |  |
| Other current assets | 782.2 | 713.4 |  |  |  |
| Total Current Assets | 34,223.2 | 28,561.5 |  |  |  |
|  |  |  |  |  | 15 |
| Total | 140,961.2 | 126,670.1 |  |  |  |

## Cash Flow - SSL Standalone

Rs.in Lacs

| Particulars | For the period ended 31st Dec,2012 |
| :---: | :---: |
| Operating Profit | 7,747 |
| Changes in Working Capital | 3,510 |
| Cash Generated from Operating Activities | 11,257 |
| Investment in SSL Fixed Assets \& Deposit for stores | $(6,843)$ |
| Investment in JV/ Subsidiary Companies | $(3,121)$ |
| Net Cash Used for Investing Activities | $(9,964)$ |
| Proceeds from issuance of share capital | 260 |
| Interest \& Finance Cost (Net off) | $(1,476)$ |
| Dividend and Dividend Distribution Tax paid (F.Y.11-12) | (720) |
| Increase / (Decrease) in Loans | 573 |
| Cash generated from Financing Activities | $(1,363)$ |
| Net Increase/(decrease) in Bank Balance | (69) |

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## Q3+H1-2012-13

## Key Financial Highlights - Q3+H1-2012-13

- Sales Growth:

Shoppers Stop department stores : 17\%
All formats : 18\%

- LTL Sales Growth:

| Shoppers Stop department stores | $:$ | $6.5 \%$ |
| :--- | :--- | :--- |
| stores $>5$ years | $:$ | $0.3 \%$ |
| stores $<5$ years | $:$ | $18 \%$ |

- Sales Per Sq.ft. on chargeable area (Built up sq.ft.) : Shoppers Stop department stores : Rs 5,722 (LY Rs. 5,938)


## Operational Indicators - Q3+H1-2012-13

## Customer Entry (figures in lacs.)



## Average Selling Price (ASP - Rs.)

Transaction Size (Rs.)


## Conversion Ratio (\%)



## Merchandise Mix－Q3＋H1－2012－13

## Private Label Mix


－Private Label Sales increased by 17\％．
－Private Label Mix has decreased by 0．1\％

Q3＋H1－2012
Concession
6．5\％


Q3＋H1－2013
Concession


## Revenue Mix - Q3+H1-2012-13




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


Financial Summary - Q3+H1-2012-13
Shopper's Stop Ltd.
Rs. in lacs


[^1]
## Consolidated Financial - Q3+H1-2012-13



Note : Figures have been regrouped for Presentation purpose.


Most Admired Hypermarket of the Year 2012 - IRF

- Overall Q3 sales growth at 6\% \& LTL growth at 3\% [W/o Bandh impact growth : 5\%].
- Q3 Gross Margin has increased from 20.5\% to 21.2\%.
- $\mathbf{6}^{\text {th }}$ Consecutive quarter of Store level profit
- Q3 Store EBIDTA is Rs 204 lacs. [Q3 FY12 : Rs 76 lacs ].
- Q3 LTL Store EBIDTA is Rs 416 lacs [Q3 FY12 : Rs 223 lacs].
* Sales Growth numbers are Ex-Mobiles; biz transferred to 3 ${ }^{\text {rd }}$ party operator.


## HyperCITY - Key Financials Highlights

- Sales Growth:
HyperCITY stores : 6\%
- LTL Sales Growth:
HyperCITY stores : 3\%
- stores $>5$ years : (3\%)
- stores $<5$ years : 5\%
- Sales Per Sq.ft. on chargeable area (Built up sq.ft.) : HyperCITY stores : Rs $\mathbf{1 , 6 1 5}$ (LY Rs $\mathbf{1 , 6 5 0}$ ) HyperCITY LTL stores : Rs 1,740 (LY Rs 1,778)
- Ex-Mobiles Margin \% growth 70 bps.
- LTL Opex Growth : 4\%
* Mobile business now operated by ‘The Mobile Stores' from FY13. Sales Growth is Ex-Mobiles.


## Footfalls, ASP , Conversion and Average Ticket size



## HyperCITY Financials - Q3-2012-13

| Particular | Q3 FY13 | \% Sales | Q3 FY12 | \% Sales | Growth\% |
| :--- | ---: | ---: | ---: | ---: | ---: |
| Retail Sales (Including VAT) | $\mathbf{2 1 , 6 0 2}$ | $108.3 \%$ | $\mathbf{2 1 , 4 7 0}$ | $108.6 \%$ | $0.6 \%$ |
| Retail Sales (Net of VAT) | $\mathbf{1 9 , 9 5 6}$ | $100.0 \%$ | $\mathbf{1 9 , 7 6 2}$ | $100.0 \%$ | $1.0 \%$ |
| Margin on Sales | $\mathbf{4 , 2 2 2}$ | $21.2 \%$ | $\mathbf{3 , 8 8 5}$ | $19.7 \%$ | $8.7 \%$ |
| DC Cost | 263 | $1.3 \%$ | 267 | $1.4 \%$ | $-1.5 \%$ |
| Shrinkage | 101 | $0.5 \%$ | 107 | $0.5 \%$ | $-5.4 \%$ |
| Gross Margin | $\mathbf{3 , 8 5 8}$ | $\mathbf{1 9 . 3 \%}$ | $\mathbf{3 , 5 1 1}$ | $\mathbf{1 7 . 8 \%}$ | $\mathbf{9 . 9 \%}$ |
| Store Operating Expenses | 4,224 | $21.2 \%$ | 3,869 | $19.6 \%$ | $9.2 \%$ |
| Other Retail Operating Income | 569 | $2.9 \%$ | 433 | $2.2 \%$ | $31.3 \%$ |
| Store EBIDTA | $\mathbf{2 0 4}$ | $\mathbf{1 . 0 \%}$ | $\mathbf{7 6}$ | $\mathbf{0 . 4 \%}$ | $\mathbf{1 6 7 . 9 \%}$ |
| Service Office / Pre-ops Exp. | 927 | $4.6 \%$ | 1,250 | $6.3 \%$ | $-25.8 \%$ |
| COMPANY EBIDTA | $\mathbf{( 7 2 4 )}$ | $\mathbf{- 3 . 6 \%}$ | $\mathbf{( 1 , 1 7 4 )}$ | $\mathbf{- 5 . 9 \%}$ | $\mathbf{3 8 . 4 \%}$ |
| Depreciation | 816 | $4.1 \%$ | 422 | $2.1 \%$ | $93.1 \%$ |
| Finance Charges | 817 | $4.1 \%$ | 855 | $4.3 \%$ | $-4.3 \%$ |
| PAT | $\mathbf{( 2 , 3 5 7 )}$ | $\mathbf{- 1 1 . 8 \%}$ | $\mathbf{( 2 , 4 5 1 )}$ | $\mathbf{- 1 2 . 4 \%}$ | $3.8 \%$ |

- LTL (Ex-Mobile) \& W/o Bandh impact Sales Growth: 5\%
- LTL Store Opex Growth : 4\%
- LTL Other Income (Exmobile) growth 14\%
- LTL EBIDTA: Rs 416 lacs.
- SO w/o Pre-ops growth :
1.6\%
- Depreciation includes

Amritsar (downsize) asset impairment of Rs. 3.8 Crs.

## Q3+H1 - FY13

## HyperCITY - Key Financials Highlights

- Sales Growth:
HyperCITY stores : 12\%
- LTL Sales Growth:
HyperCITY stores : 3\%
- stores > 5 years : (1\%)
- stores $<5$ years : 5\%
- Sales Per Sq.ft. on chargeable area (Built up sq.ft.) : HyperCITY stores : Rs 4,656 (LY Rs 4,673) HyperCITY LTL stores : Rs 4,966 (LY Rs 5,043)
- Ex-Mobiles Margin \% growth 30 bps.
- LTL Opex growth 0.7\%.
* Mobile business now operated by 'The Mobile Stores' from FY13. Sales Growth is Ex-Mobiles.


## Footfalls, ASP , Conversion and Average Ticket size



HyperCITY Financials - Q3+H1-2012-13

| Particular | YTD - FY13 | \% Sales | YTD - FY12 | \% Sales | Growth\% |
| :--- | ---: | ---: | ---: | ---: | ---: |
| Retail Sales (Including VAT) | $\mathbf{6 2 , 2 5 0}$ | $108.2 \%$ | $\mathbf{5 8 , 4 1 2}$ | $108.4 \%$ | $6.6 \%$ |
| Retail Sales (Net of VAT) | $\mathbf{5 7 , 5 2 1}$ | $100.0 \%$ | $\mathbf{5 3 , 8 8 9}$ | $100.0 \%$ | $6.7 \%$ |
| Margin on Sales | $\mathbf{1 1 , 9 7 0}$ | $20.8 \%$ | $\mathbf{1 0 , 6 2 1}$ | $19.7 \%$ | $12.7 \%$ |
| DC Cost | 747 | $1.3 \%$ | 712 | $1.3 \%$ | $4.9 \%$ |
| Shrinkage | 320 | $0.6 \%$ | 254 | $0.5 \%$ | $26.2 \%$ |
| Gross Margin | $\mathbf{1 0 , 9 0 2}$ | $\mathbf{1 9 . 0 \%}$ | $\mathbf{9 , 6 5 5}$ | $\mathbf{1 7 . 9 \%}$ | $\mathbf{1 2 . 9 \%}$ |
| Store Operating Expenses | 12,104 | $21.0 \%$ | 10,778 | $20.0 \%$ | $12.3 \%$ |
| Other Retail Operating Income | 1,520 | $2.6 \%$ | 1,074 | $2.0 \%$ | $41.5 \%$ |
| Store EBIDTA | $\mathbf{3 1 9}$ | $\mathbf{0 . 6 \%}$ | $\mathbf{( 4 9 )}$ | $\mathbf{- 0 . 1 \%}$ | $\mathbf{7 5 2 . 1 \%}$ |
| Service Office / Pre-ops Exp. | $\mathbf{2 , 8 3 7}$ | $4.9 \%$ | 3,066 | $5.7 \%$ | $-7.5 \%$ |
| COMPANY EBIDTA | $\mathbf{( 2 , 5 1 8 )}$ | $\mathbf{- 4 . 4 \%}$ | $\mathbf{( 3 , 1 1 5 )}$ | $\mathbf{- 5 . 8 \%}$ | $\mathbf{1 9 . 2 \%}$ |
| Depreciation | $\mathbf{1 , 6 0 7}$ | $2.8 \%$ | $\mathbf{1 , 1 7 8}$ | $2.2 \%$ | $36.4 \%$ |
| Finance Charges | 2,461 | $4.3 \%$ | $\mathbf{2 , 3 4 8}$ | $4.4 \%$ | $4.9 \%$ |
| PAT | $\mathbf{( 6 , 5 8 6 )}$ | $\mathbf{- 1 1 . 5 \%}$ | $\mathbf{( 6 , 6 4 0 )}$ | $\mathbf{- 1 2 . 3 \%}$ | $\mathbf{0 . 8 \%}$ |

- LTL (Ex-Mobile) \& W/o Bandh impact Sales Growth: 4\%
- LTL Store Opex Growth : 0.7\%
- LTL Other Income (Ex-mobile) growth 18\%
- LTL EBIDTA: Rs 807 lacs.
- SO w/o Pre-ops growth: 10\%
- Depreciation includes Amritsar (downsize) asset impairment of Rs. 3.8 Crs.

| Sources of Funds | 31st Dec 12 |
| :--- | ---: |
| Net worth | 619 |
| Loans from Shareholders / Group Co's | 8,450 |
| Loans | 15,931 |
| Total | $\mathbf{2 5 , 0 0 0}$ |
|  |  |
| Application of Funds | 16,001 |
| Fixed Assets | 17,068 |
| Currents Assets , Loans and Advances | 8,069 |
| Less : Current Liabilities and Provisions | 8,999 |
| Net Current Assets | $\mathbf{2 5 , 0 0 0}$ |
| Total |  |

In case of any clarifications please contact on


[^0]:    Note : Figures have been regrouped for Presentation purpose.

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