



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 Departmental stores opened during the quarter : Kolkata and Ludhiana.
- ☐ 2 MAC Stand Alone stores opened in Pune and Bangalore during this quarter.
- ☐ 2 Clinique Shop in Shop store opened in Kolkata and Noida during this quarter.
- ☐ 1 Bobbi Brown Stand Alone store opened in Gurgaon during this quarter.
- ☐ 1 Crossword Store opened in Mangalore and 4 Crossword Franchisee stores taken over during the quarter, Kolkata (3) and Siliguri (1).

➤ Loyalty Programme

- ☐ First Citizen members club has now reached 34.06 lacs members. Their contribution to sales was 72%





Awards & Recognition



Shoppers Stop received the "Golden Peacock Eco-Innovation Award" designed to encourage systemic innovation in organizations.

This award established by Institute of Directors is regarded as a benchmark of Corporate Excellence.

Award bagged by the Projects Team



Shoppers Stop received the "National Award for Excellence in Training & Development" for:

The "Best Leadership Development Program for Top Management" at the World HRD Congress

Award bagged by the HR team

Awards & Recognition



Shoppers Stop was recognised in the "Top 50 Great Places To Work". In the very First Year of our participation we ranked 27th, amongst 600 Top Indian Companies.
Award bagged by HR Team



Shoppers Stop won the "Global Award for Excellence in Supply Chain Innovation" from World Quality Congress.
This award was cutting across all Industries.
Award bagged by Distribution & Logistics Team



Awards & Recognition



Shoppers Stop has been awarded
“THE MOST EFFICIENT SUPPLY CHAIN
COMPANY” in Retail vertical by
Confederation of Indian Industries (CII)
***Award bagged by Distribution &
Logistics Team***

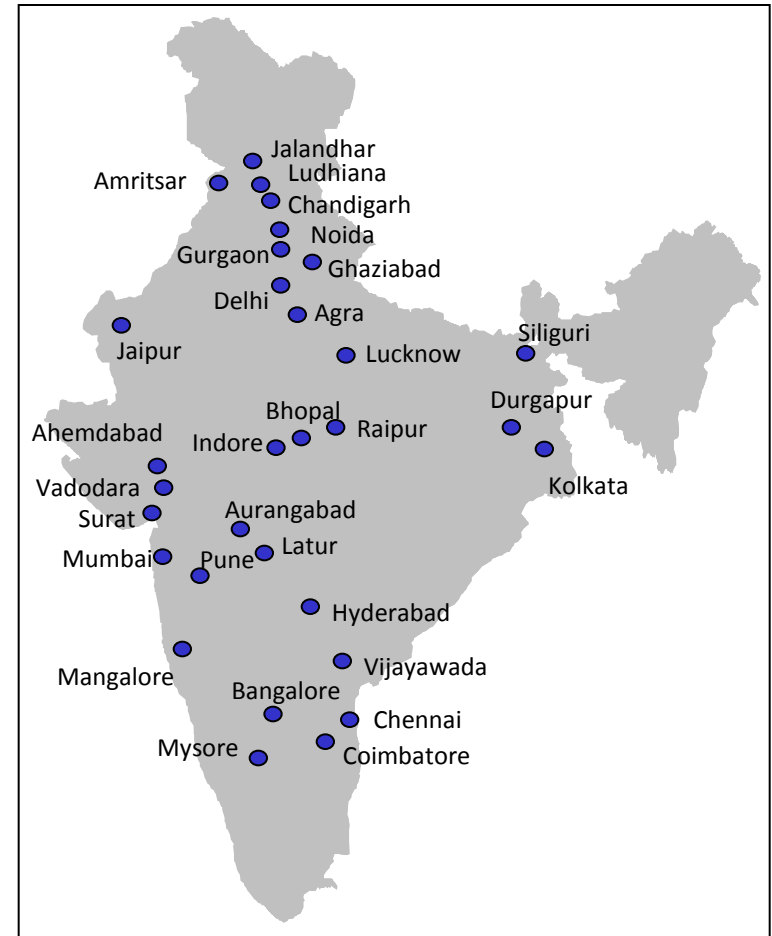


CROSSWORD was awarded as
the “Best Book Retailer” Winner of
the prestigious - Indian Retail
Awards 2014
Award bagged by Crossword Team



Our Presence and still expanding...

| City | SS Dept. | Crossword | Home Stop | Mother Care | MAC/Estee/ Clinique/ Bobbi Brown | Hypercity | Total |
|--------------|-----------|-----------|-----------|-------------|--|-----------|------------|
| Amritsar | 1 | | | | 3 | 1 | 5 |
| Bangalore | 8 | 7 | 4 | 1 | 12 | 3 | 35 |
| Chennai | 4 | 1 | 1 | | 5 | | 11 |
| Delhi | 6 | 2 | 1 | 1 | 10 | | 20 |
| Gurgaon | 2 | | | | 4 | | 6 |
| Hyderabad | 5 | 6 | 2 | 1 | 3 | 2 | 19 |
| Jaipur | 3 | 1 | 1 | | | 1 | 6 |
| Kolkata | 4 | 1 | | | 6 | | 11 |
| Lucknow | 1 | 1 | 1 | | | | 3 |
| Mumbai | 8 | 20 | 3 | 1 | 15 | 2 | 49 |
| Noida | 1 | | | | 2 | | 3 |
| Pune | 4 | | 1 | | 5 | 1 | 11 |
| Ghaziabad | 2 | | | | | | 2 |
| 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 |
| Coimbatore | 1 | | 1 | | | | 2 |
| Chandigarh | 1 | | 1 | | 2 | | 4 |
| Surat | 1 | | | | 2 | | 3 |
| Kalyan | 1 | | | | | | 1 |
| Thane | 1 | 3 | | | 2 | 2 | 8 |
| Agra | 1 | | | | | | 1 |
| Vadodara | 1 | | | | | 1 | 2 |
| Raipur | 2 | 1 | | | | | 3 |
| Mangalore | | 1 | | | | | 1 |
| Total | 69 | 48 | 18 | 4 | 72 | 15 | 226 |



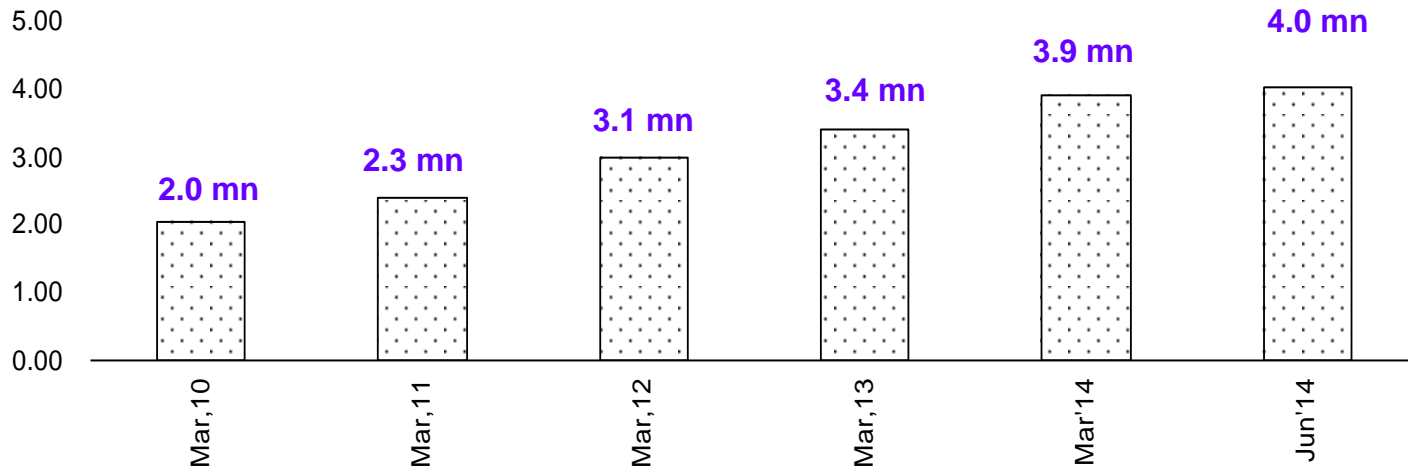
➤ More than 5.50 million sq. ft. area, across 33 cities

As on 30th June, 2014



Existing Stores

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



Store Area as on 30th June,2014

Shoppers Stop
Specialty Stores

Total Store Area

Chargeable Area (Sq.ft.)

3,654,635

358,730

4,013,365

=====

Crossword

97,635

Hypercity

1,215,775

JV Companies

178,493

Total Group

5,505,268
=====



New Store Opened



Location : Kolkatta City Centre 2

Opening Date : 26th April 2014

Chargeable Area : 34928 sq .ft.



New Store Opened



Location : Ludhiana

Opening Date : 29th June 2014

Chargeable Area : 52238 sq .ft.



Key Financial Highlights – Q1-2014-15



- **Sales Growth:**

Shoppers Stop department stores : 11.1%

All formats : 12.9%

- **LTL Sales Growth:**

Shoppers Stop department stores : 3.7%

stores > 5 years : (1)%

stores < 5 years : 15.4%

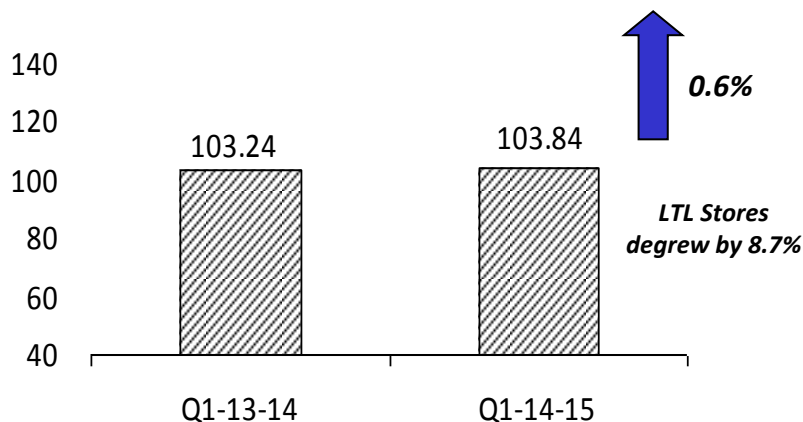
- **Sales Per Sq.ft. on chargeable area (Built up sq.ft.) :**

Shoppers Stop department stores : Rs 1,703 (LY Rs. 1,707)

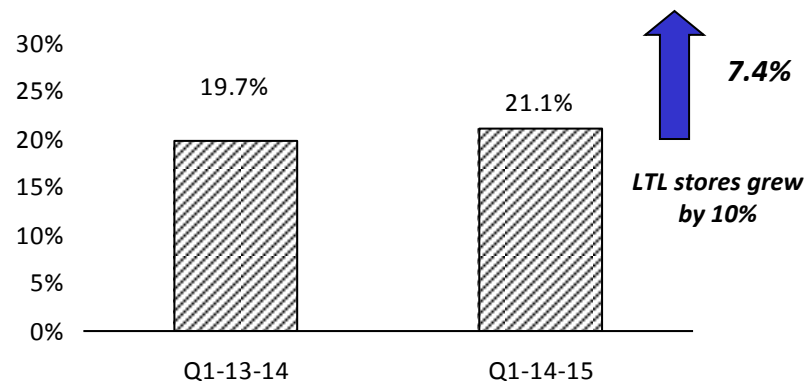


Operational Indicators – Q1-2014-15

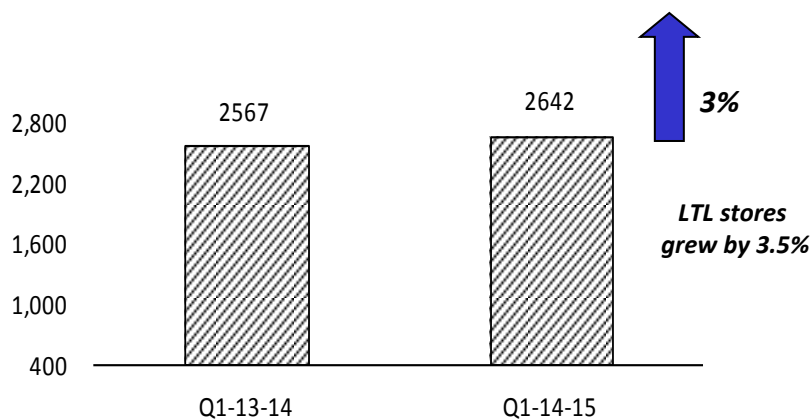
Customer Entry (figures in lacs.)



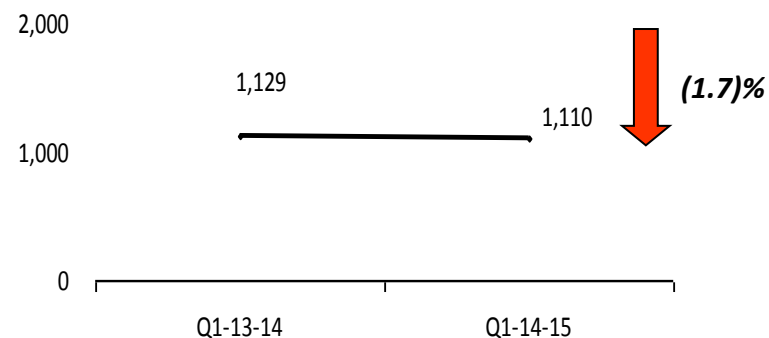
Conversion Ratio (%)



Transaction Size (Rs.)



Average Selling Price ("ASP")

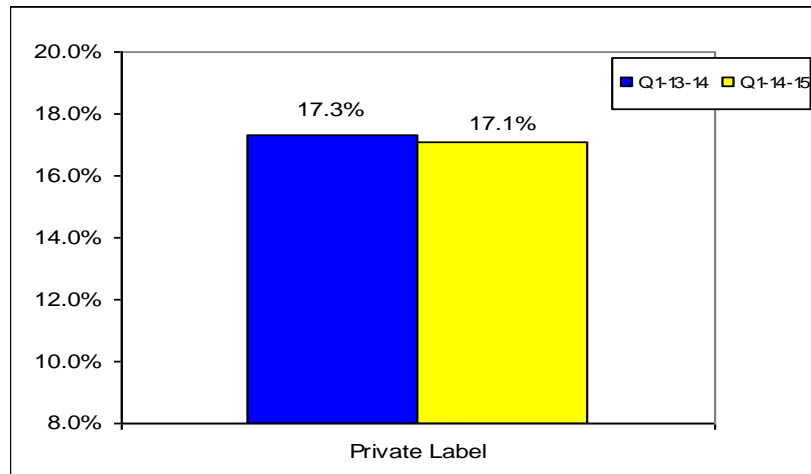


LTL Volume

5.4%

Merchandise Mix – Q1-2014-15

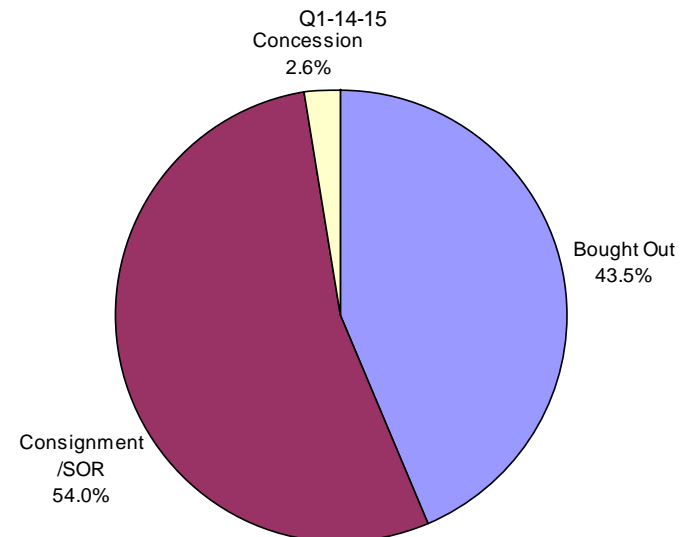
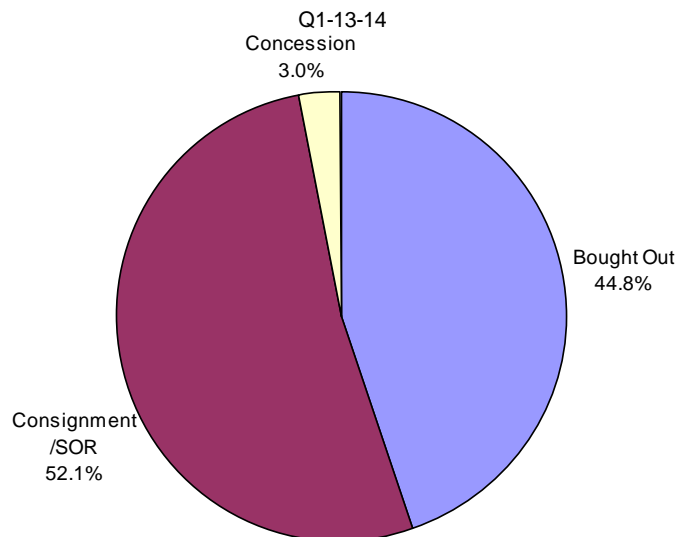
Private Label Mix



- Private Label Sales increased by 9%.

- Private Label Mix decreased by 20bps

Merchandise Buying Model

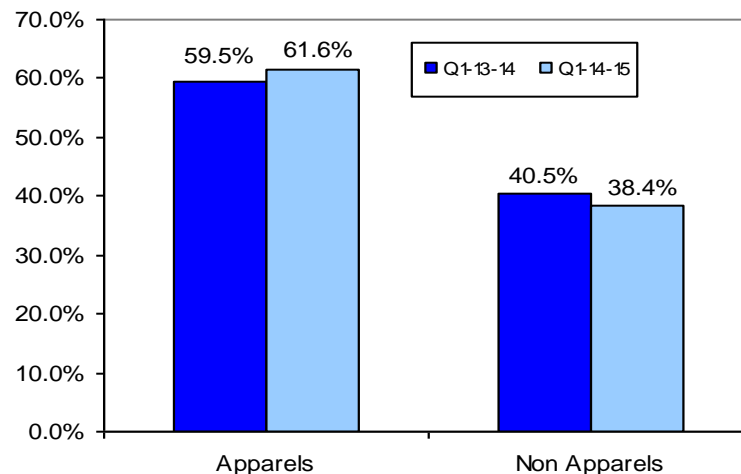


Revenue Mix – Q1-2014-15

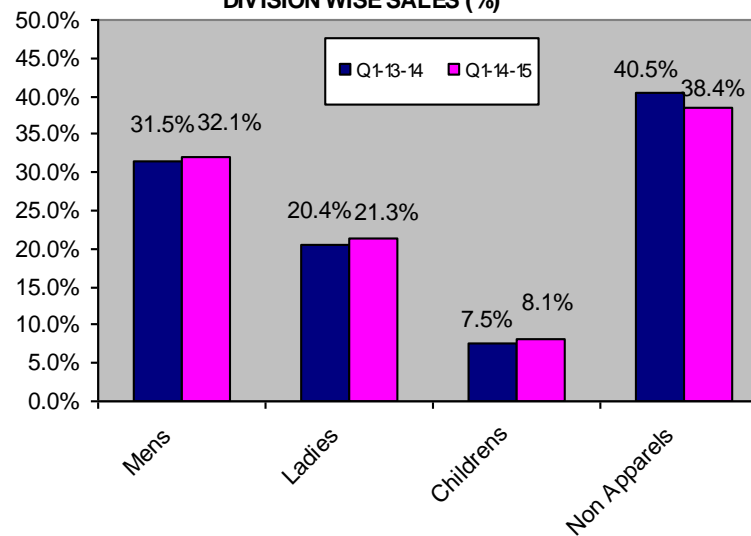


- Non Apparel consists of Home, Leather, Watches, Jewellery, Electronics and Personal accessories

CATEGORY WISE SALES (%)



DIVISION WISE SALES (%)



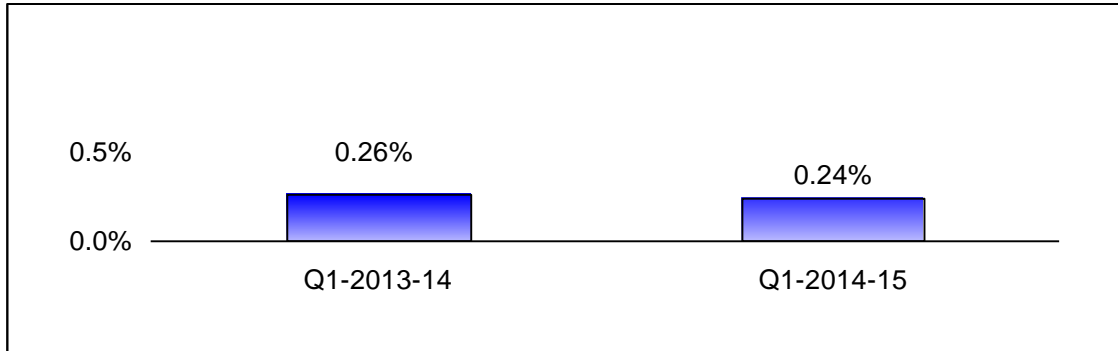


Operational Efficiency Q1-2014-15:

Shrinkage as % of Gross Retail Sales

(SS Dept. Stores)

Q1-2014-15





Financial Summary – Q1-2014-15

Shoppers Stop Ltd.

Rs. in lacs

| Particular | Q1-2014-15 | Q1-2013-14 |
|---------------------------------------|-----------------|-----------------|
| Retail Turnover | 69,076.6 | 60,931.3 |
| Retail Sales | 67,875.8 | 60,113.2 |
| Margin on Sales | 24,187.3 | 21,113.6 |
| Margin on Sales % | 35.6% | 35.1% |
| Other Retail Operating Income | 1,200.8 | 818.1 |
| Operating expenses | 22,309.0 | 19,596.7 |
| Operating expenses % | 32.9% | 32.6% |
| Operating Profit (EBIDTA) | 3,079.1 | 2,335.0 |
| Operating Profit (EBIDTA) % | 4.5% | 3.9% |
| Finance Charges (Net) | 967.0 | 666.0 |
| Depreciation | 1,985.7 | 1,327.7 |
| PBT (Before Exceptional Item) | 126.4 | 341.4 |
| PBT% | 0.2% | 0.6% |
| Exceptional Items | - | 67.4 |
| PBT | 126.4 | 274.0 |
| PBT % | 0.2% | 0.5% |
| Tax | 51.3 | 109.9 |
| Profit After Tax | 75.1 | 164.1 |
| Profit After Tax % | 0.1% | 0.3% |

↑ 13%

↑ 15%

↑ 14%

↑ 32%

CY depreciation increase is due to change in life of assets as per New companies Act, having impact of Rs.410.3 lacs.

↓ (54)%

↓ (54)%

Note : Figures have been regrouped for Presentation purpose.



Consolidated Financial – Q1-2014-15



Rs. in lacs

| Particular | Q1-2014-15 | Q1-2013-14 |
|---|------------------|------------------|
| Retail Turnover | 98,474.2 | 86,610.2 |
| Retail Sales | 96,577.8 | 85,200.7 |
| Margin on Sales | 31,463.6 | 27,825.1 |
| Margin on Sales % | 32.6% | 32.7% |
| Other Retail Operating Income | 1,896.3 | 1,409.5 |
| Operating expenses | 30,567.4 | 27,668.3 |
| Operating expenses % | 31.7% | 32.5% |
| Operating Profit (EBIDTA) | 2,792.6 | 1,566.3 |
| Operating Profit (EBIDTA) % | 2.9% | 1.8% |
| Finance Charges (Net) | 1,789.5 | 1,430.2 |
| Depreciation | 2,867.1 | 2,281.5 |
| PBT (Before Exceptional Item) | (1,864.0) | (2,145.4) |
| PBT % (Before Exceptional Item) | -1.9% | -2.5% |
| Exceptional Items | - | 67.4 |
| PBT | (1,864.0) | (2,212.8) |
| PBT % | -1.9% | -2.6% |
| Tax | 51.3 | 109.9 |
| Minority Interest | 901.8 | 1,211.2 |
| Profit After Tax | (1,013.5) | (1,111.6) |
| Profit After Tax % | -1.0% | -1.3% |



14%

Consolidation includes:

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



13%



11%



78%

CY depreciation increase is due to change in life of assets as per New companies Act



16%



9%

Note : Figures have been regrouped for Presentation purpose.

Balance Sheet – SSL Standalone

Rs.in Lacs

| PARTICULARS | Unaudited June'14 | Audited March'14 |
|-------------------------------------|----------------------|---------------------|
| EQUITY AND LIABILITIES | | |
| SHAREHOLDERS' FUNDS | | |
| Share capital | 4,163.5 | 4,160.8 |
| Reserves and surplus | 68,847.4 | 68,706.5 |
| Net Worth | 73,010.8 | 72,867.3 |
| NON CURRENT LIABILITIES | | |
| Long-term borrowings | 20,333.3 | 19,983.3 |
| Long-term provisions | 993.3 | 996.2 |
| Total Non Current Liabilites | 21,326.6 | 20,979.5 |
| CURRENT LIABILITIES | | |
| Short-term borrowings | 23,563.5 | 17,480.7 |
| Trade payables | 33,006.9 | 30,969.5 |
| Other current liabilities | 20,465.6 | 22,521.3 |
| Short-term provisions | 1,081.4 | 1,066.2 |
| Total Current Liabilites | 78,117.3 | 72,037.8 |
| Total | 172,454.8 | 165,884.5 |
| ASSETS | | |
| NON CURRENT ASSETS | | |
| Total Fixed assets | 60,126.1 | 58,090.0 |
| Non current investments | 39,825.8 | 38,759.9 |
| Long term loans and advances | 29,824.1 | 30,119.4 |
| Total Non Current Assets | 129,776.0 | 126,969.2 |
| CURRENT ASSETS | | |
| Inventories | 30,962.8 | 29,553.6 |
| Trade Receivables | 1,964.9 | 2,600.3 |
| Cash and cash equivalents | 1,139.3 | 873.4 |
| Short term Loans and advances | 6,247.4 | 4,397.5 |
| Other current assets | 2,364.4 | 1,490.5 |
| Total Current Assets | 42,678.8 | 38,915.3 |
| Total | 172,454.8 | 165,884.5 |

| Particulars | Q1-14-15 | Q1-13-14 |
|---|----------|----------|
| Debt Equity | 0.67 | 0.55 |
| Asset Turnover Ratio (Without Invt. In Group Co.) | 0.96 | 0.94 |
| Current Ratio | 0.95 | 0.97 |

SSL Debt : 481 Cr
Hypercity Debt : 187 Cr

Note : Figures have been regrouped for Presentation purpose.



Cash Flow – SSL Standalone

Rs.in Lacs

| Particulars | For the period ended 30th June,2014 |
|---|--|
| Operating Profit | 3,024 |
| Changes in Working Capital | (1,624) |
| Cash Generated from Operating Activities | 1,400 |
| Investment in SSL Fixed Assets & Deposit for stores | (3,565) |
| Investment in JV/ Subsidiary Companies | (177) |
| Net Cash Used for Investing Activities | (3,742) |
| Proceeds from issuance of share capital | 138 |
| Interest & Finance Cost (Net off) | (963) |
| Increase / (Decrease) in Loans | 3,433 |
| Cash generated from Financing Activities | 2,607 |
| Net Increase/(decrease) in Bank Balance | 266 |

Note : Figures have been regrouped for Presentation purpose.





HyperCITY

Investor Presentation – Q1 FY15



Key Highlights

- LTL Sales de-growth : 5.2%. LTL Ex-CDIT de-growth: 0.3%*
- LTL sales psf growth : 6.4%
- Fashion mix at 14.9% [LY: 11.3%].
- Margin on sales up by 130 bps.
- LTL opex de-growth: 9%.
- Store operating profit Rs. 779 lacs; [LY: 276 lacs].
- Company EBITDA (Excl. Property options) Rs. (152) lacs; [LY: (931) lacs]
- *HACCP certification received for repack facility in Jun-14.*

* LTL Growth are adjusted for LY sales of CDIT as HC has exited the business.





HyperCITY - Key Financials Highlights

- **Sales Growth:**

HyperCITY stores : **8%**

- **LTL Sales Growth :**

HyperCITY stores : **(5%)** (Ex-CDIT : (0.3%))

- stores > 5 years : **(4%)** (Ex-CDIT : 1%)

- stores < 5 years : **(6%)** (Ex-CDIT : (1%))

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

LTL level * : Rs **2,017** (LY Rs 1,896)

Chain level : Rs **1,833** (LY Rs 1,877)

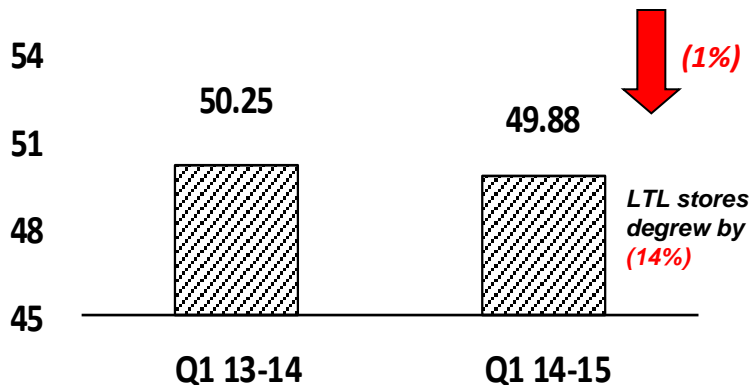
* LTL sales psf is after excluding major concessionaire/ sub-lease area of 57k sq ft (LY: 4k sq ft).



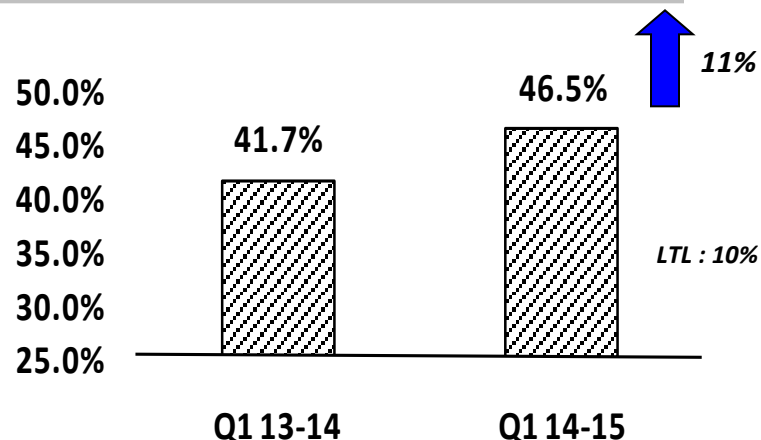


Footfalls, ASP , Conversion and Average Ticket size

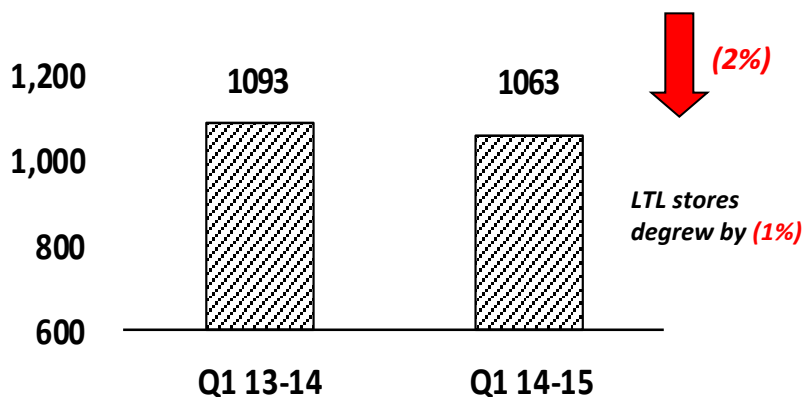
Customer Entry (figures in lacs.)



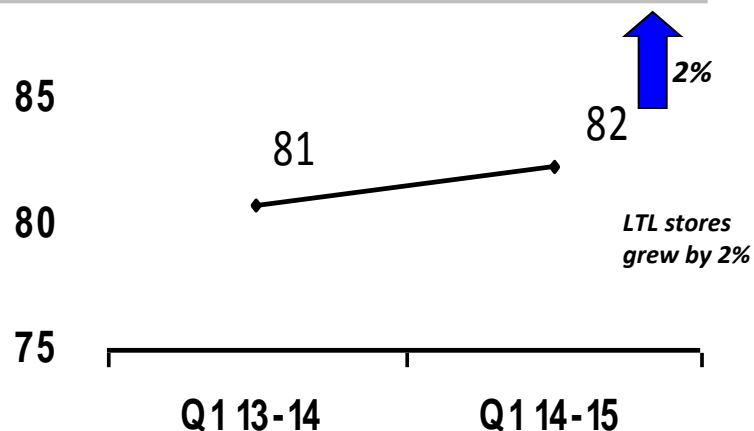
Conversion Ratio (%)



Transaction Size (Rs.)



Average Selling Price ("ASP")



• LTL Volume

(7%)





HyperCITY Financials – Q1 - 2014-15

| Particular | Rs. in lacs | | | | |
|---|-------------|---------|---------|---------|---------|
| | Q1 FY15 | % Sales | Q1 FY14 | % Sales | Growth% |
| Retail Sales (Including VAT) | 24,640 | 107.6% | 22,833 | 108.1% | 7.9% |
| Retail Sales (Net of VAT) | 22,893 | 100.0% | 21,127 | 100.0% | 8.4% |
| Gross Margin | 5,086 | 22.2% | 4,491 | 21.3% | 13.3% |
| DC Cost | 198 | 0.9% | 269 | 1.3% | -26.3% |
| Shrinkage | 84 | 0.4% | 67 | 0.3% | 24.6% |
| Margin on Sales | 4,804 | 21.0% | 4,155 | 19.7% | 15.6% |
| Store Operating Expenses | 4,697 | 20.5% | 4,399 | 20.8% | 6.8% |
| Other Retail Operating Income | 672 | 2.9% | 520 | 2.5% | 29.2% |
| Store EBIDTA | 779 | 3.4% | 276 | 1.3% | 182.1% |
| Service Office / Pre-ops Exp. | 932 | 4.1% | 1,208 | 5.7% | -22.8% |
| Loss / (Profit) on sale of Property options | 75 | 0.3% | | | |
| COMPANY EBIDTA | (227) | -1.0% | (931) | -4.4% | 75.6% |
| Depreciation | 713 | 3.1% | 742 | 3.5% | -3.9% |
| Finance Charges | 900 | 3.9% | 799 | 3.8% | 12.7% |
| PAT | (1,840) | -8.0% | (2,472) | -11.7% | 25.6% |

• LTL Ex-CDIT Sales growth : (0.3%)

• LTL Opex Growth : (9%)

• SO/pre-ops excl. one time cost; growth is (6%).

• Depreciation incl. New Companies Act rate impact of Rs. 122 lacs & further Rs. 23 lacs impact considered directly in reserves.

| Sources of Funds | 30th Jun 14 |
|---|---------------|
| Net worth | 528 |
| Loans from Shareholders / Group Co's | 9,100 |
| Loans | 18,728 |
| Total | 28,356 |
| Application of Funds | |
| Fixed Assets | 17,640 |
| Currents Assets , Loans and Advances | 21,940 |
| Less : Current Liabilities and Provisions | 11,224 |
| Net Current Assets | 10,716 |
| Total | 28,356 |

• Numbers have been regrouped for analytical representation



In case of any clarifications please
contact on

investor@shoppersstop.com