



# 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 at Bangalore and Mangalore (Airport) and 1 Store in Delhi Airport closed during this quarter.

## ❖ Loyalty Program

- First Citizen members club has now reached 38.41 lacs members. Their contribution to sales was 72%.

# Awards & Recognition

- ❖ *Shoppers Stop was conferred the **Economic Times - Excellence in Supply Chain and Logistic Award.***

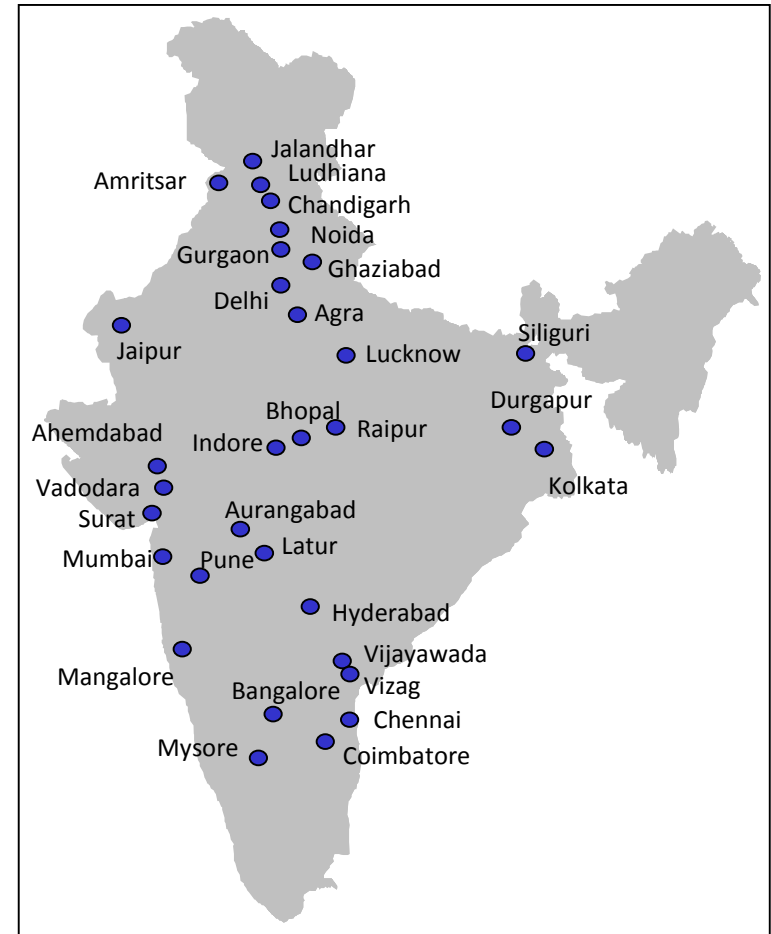
- ❖ *Crossword Bookstores has won the “Book Retailer of the year “ in the prestigious Indian Retail Awards 2014.*





# 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	9	8	4		12	4	37
Chennai	3	1	1		4		9
Delhi	5	2	1		12		20
Gurgaon	2				4		6
Hyderabad	5	7	2	1	3	2	20
Jaipur	3		1			1	5
Kolkata	4	1			6		11
Lucknow	1	1	1				3
Mumbai	8	21	3	1	15	3	51
Noida	1				2		3
Pune	5		2		5	1	13
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	2		1			1	4
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	2	1					3
Vizag	1						1
<b>Total</b>	<b>73</b>	<b>50</b>	<b>19</b>	<b>2</b>	<b>73</b>	<b>17</b>	<b>234</b>

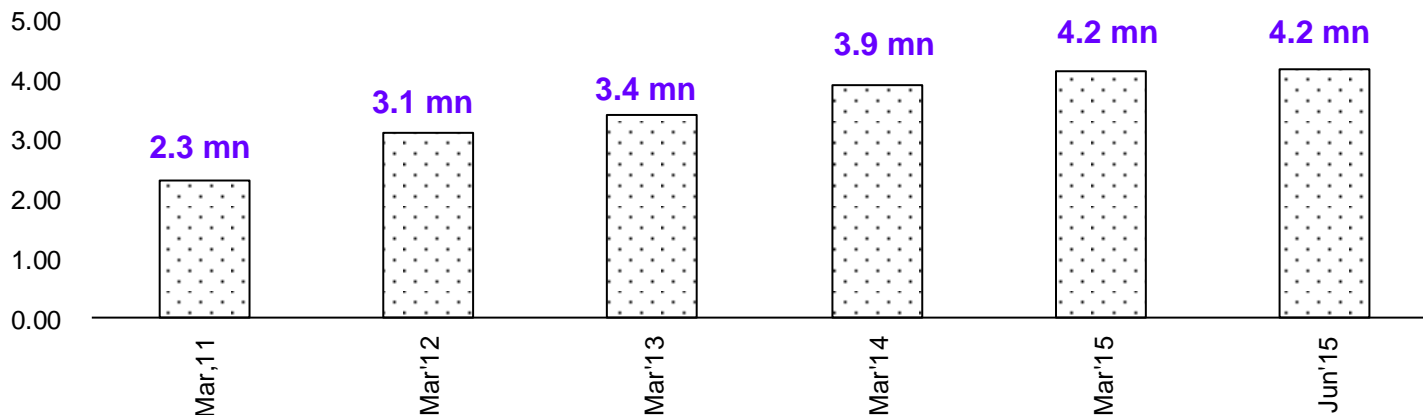


➤ More than 5.74 million sq. ft. area, across 34 cities



# Existing Stores

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



### Store Area as on 30<sup>th</sup> June, 2015

### Chargeable Area (Sq.ft.)

Shoppers Stop

3,835,540

Specialty Stores

358,035

Total Store Area

4,193,576

Crossword

101,602

Hypercity

1,222,379

JV Companies

229,218

Total Group

5,746,775



# New Store Opened



Location : Mangalore Airport

Opening Date : 26<sup>th</sup> June 2015

Chargeable Area : 2500 sq .ft.







# New Store Opened



Location : Bangalore Royal Meenakshi

Opening Date : 25<sup>th</sup> June 2015

Chargeable Area : 28396 sq .ft.





# ***LAUNCH OF DESIGUAL – A Shoppers Stop Exclusive Brand***





# Key Financial Highlights – Q1-2015-16



- **Sales Growth:**

Shoppers Stop department stores : 15.5%

All formats : 15.7%

- **LTL Sales Growth:**

Shoppers Stop department stores : 12.7%

stores > 5 years : 13.3%

stores < 5 years : 11.6%

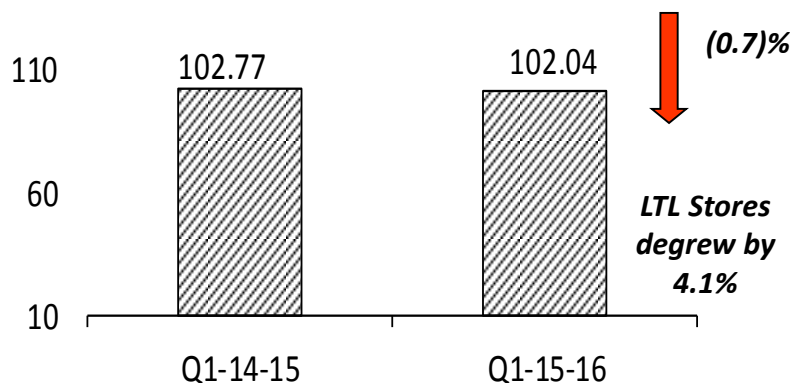
- **Sales Per Sq.ft. on chargeable area (Built up sq.ft.) :**

Shoppers Stop department stores : Rs 1,858 (LY Rs. 1,703)

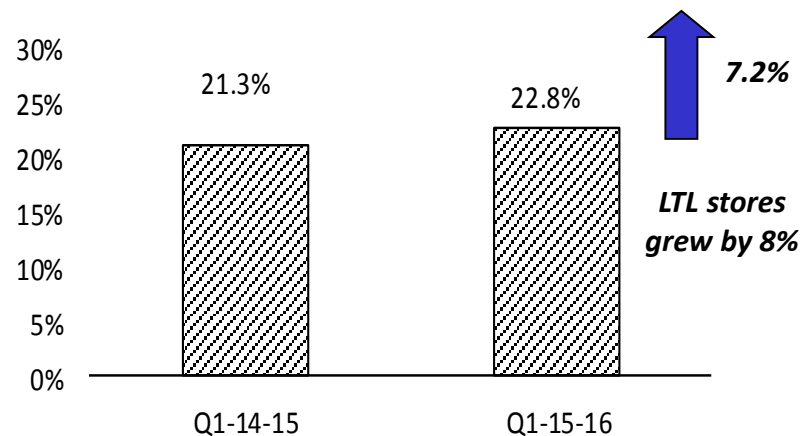


# Operational Indicators – Q1-2015-16

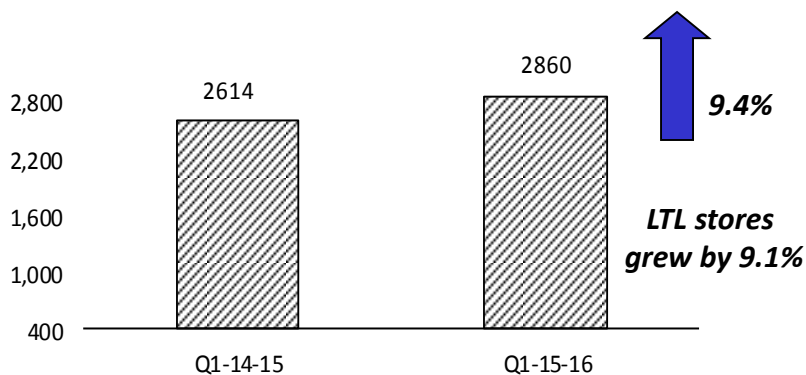
**Customer Entry (figures in lacs.)**



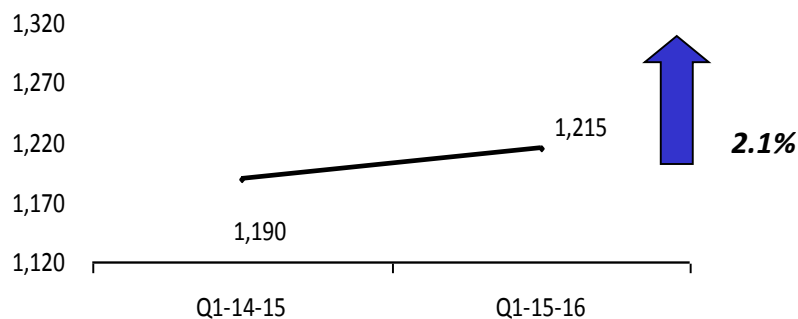
**Conversion Ratio (%)**



**Transaction Size (Rs.)**



**Average Selling Price ("ASP")**

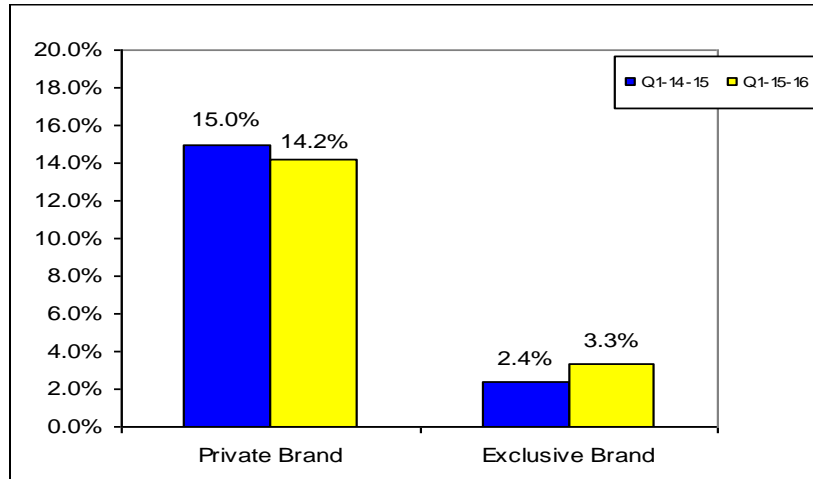


**LTL Volume**

**10.6%**

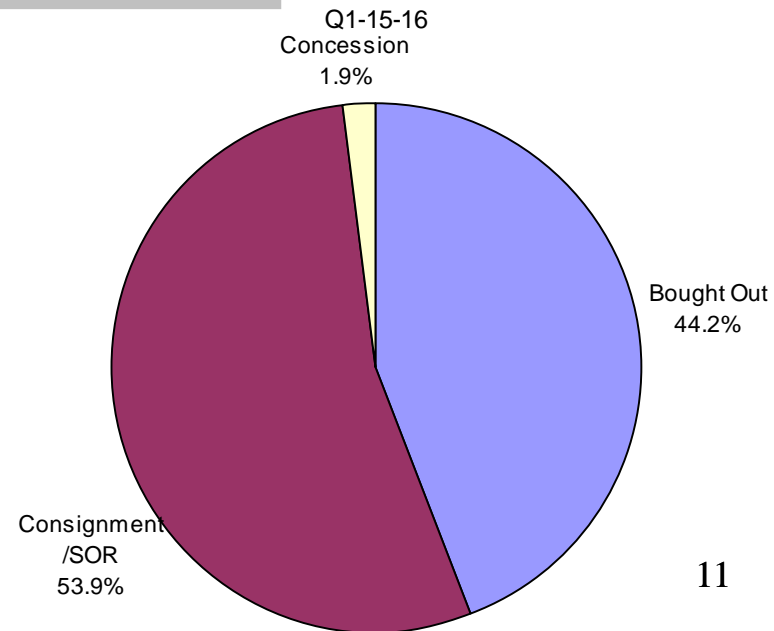
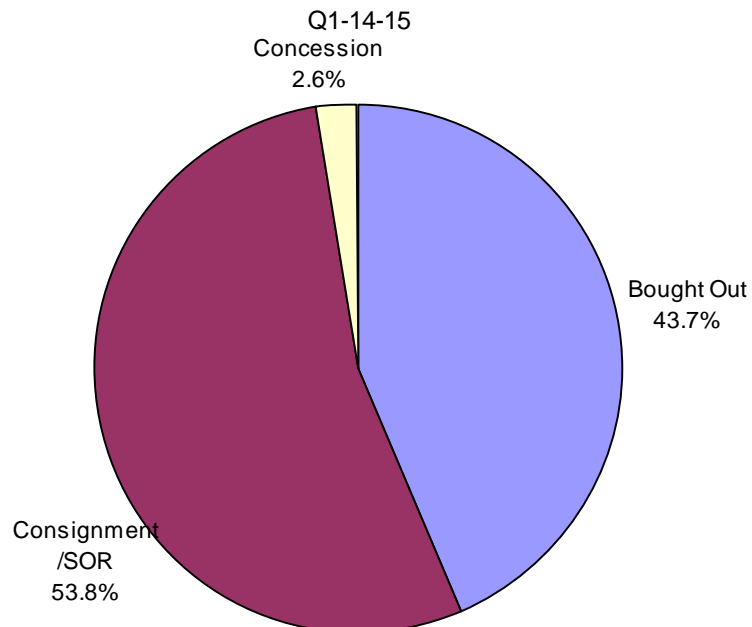
# Merchandise Mix – Q1-2015-16

## Private & Exclusive Brand Mix



- Private Label Sales increased by 9.6%.
- Private Label Mix decreased by 80 bps

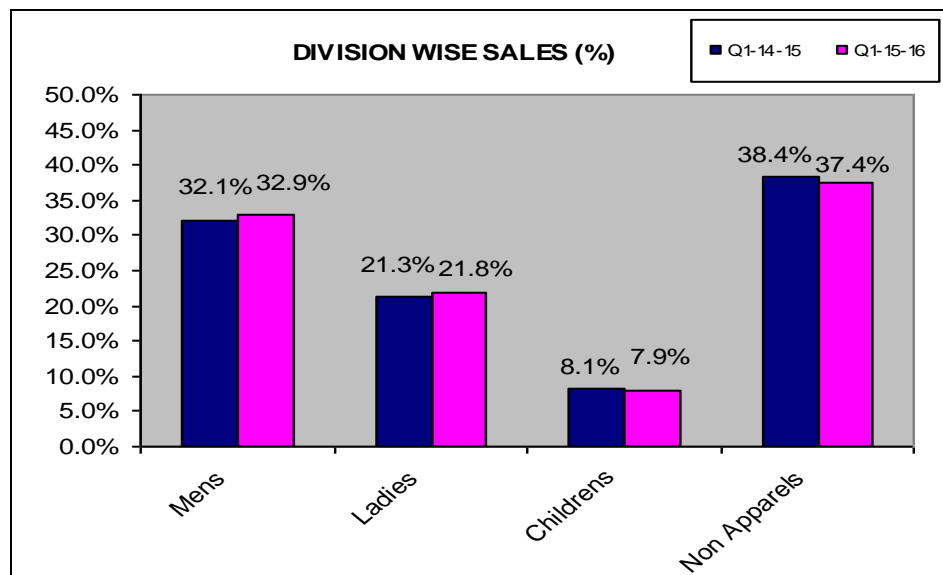
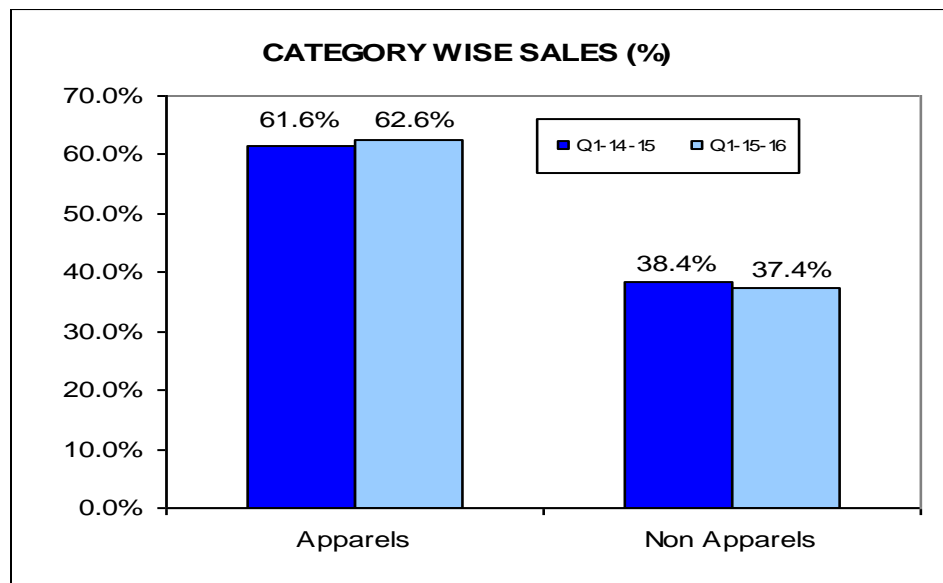
## Merchandise Buying Model



# Revenue Mix – Q1-2015-16



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





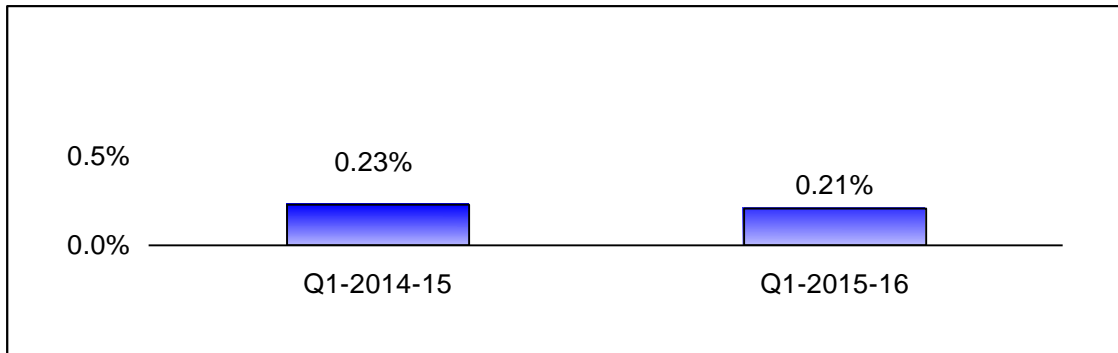
# Operational Efficiency Q1-2015-16:

Shrinkage as % of Gross Retail Sales

(SS Dept. Stores)



## Q4-2014-15







# Financial Summary – Q1-2015-16

Shoppers Stop Ltd.

Rs. in lacs

Particular	Q1-2015-16	Q1-2014-15
<b>Retail Turnover</b>	<b>79,946.3</b>	<b>69,076.6</b>
<b>Retail Sales</b>	<b>78,507.2</b>	<b>67,875.8</b>
<b>Margin on Sales</b>	<b>27,200.2</b>	<b>24,187.3</b>
<b>Margin on Sales %</b>	<b>34.6%</b>	<b>35.6%</b>
<b>Other Retail Operating Income</b>	<b>1,439.1</b>	<b>1,200.8</b>
<b>Operating expenses</b>	<b>25,187.5</b>	<b>22,296.1</b>
<b>Operating expenses %</b>	<b>32.1%</b>	<b>32.8%</b>
<b>Operating Profit (EBIDTA)</b>	<b>3,451.7</b>	<b>3,092.0</b>
<b>Operating Profit (EBIDTA) %</b>	<b>4.4%</b>	<b>4.6%</b>
<b>Finance Charges (Net)</b>	<b>969.0</b>	<b>979.9</b>
<b>Depreciation</b>	<b>2,078.4</b>	<b>1,985.7</b>
<b>PBT ( Before Exceptional Item)</b>	<b>404.4</b>	<b>126.4</b>
<b>PBT%</b>	<b>0.5%</b>	<b>0.2%</b>
<b>Exceptional Item</b>	<b>2,381.0</b>	<b>-</b>
<b>PBT</b>	<b>(1,976.6)</b>	<b>126.4</b>
<b>PBT %</b>	<b>-2.5%</b>	<b>0.2%</b>
<b>Tax</b>	<b>167.0</b>	<b>51.3</b>
<b>Profit After Tax</b>	<b>(2,143.7)</b>	<b>75.1</b>
<b>Profit After Tax %</b>	<b>-2.7%</b>	<b>0.1%</b>

↑ 16%

↑ 12%

↑ 14%

↑ 12%

↑ 220%

Provision for diminution in value of investment in a Joint Venture

Note : Figures have been regrouped for Presentation purpose.





# Consolidated Financial – Q1-2015-16

Rs. in lacs

Particular	Q1-2015-16	Q1-2014-15
Retail Turnover	110,949.5	98,695.8
Retail Sales	108,308.7	96,577.8
Margin on Sales	34,999.7	31,463.6
Margin on Sales %	32.3%	32.6%
Other Retail Operating Income	2,640.8	2,118.0
Operating expenses	34,343.1	30,789.0
Operating expenses %	31.7%	31.9%
Operating Profit (EBIDTA)	3,297.4	2,792.6
Operating Profit (EBIDTA) %	3.0%	2.9%
Finance Charges (Net)	1,776.9	1,789.5
Depreciation	2,834.2	2,867.1
PBT	(1,313.8)	(1,864.0)
PBT %	-1.2%	-1.9%
Tax	168.8	51.3
Minority Interest	779.9	901.8
Profit After Tax	(702.6)	(1,013.5)
Profit After Tax %	-0.6%	-1.0%



12%

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



11%



12%



18%



30%



31%

Note : Figures have been regrouped for Presentation purpose.



# Balance Sheet – SSL Standalone

Rs.in Lacs

PARTICULARS	Unaudited June'15	Audited March'15
<b>EQUITY AND LIABILITIES</b>		
<b>SHAREHOLDERS' FUNDS</b>		
Share capital	4,169.3	4,168.4
Reserves and surplus	70,278.8	72,360.4
<b>Net Worth</b>	<b>74,448.1</b>	<b>76,528.8</b>
<b>NON CURRENT LIABILITIES</b>		
Long-term borrowings	19,857.1	22,535.7
Long-term provisions	960.2	955.8
<b>Total Non Current Liabilities</b>	<b>20,817.3</b>	<b>23,491.5</b>
<b>CURRENT LIABILITIES</b>		
Short-term borrowings	26,019.7	23,255.3
Trade payables	36,094.3	33,135.4
Other current liabilities	26,436.5	21,443.7
Short-term provisions	1,159.7	1,175.4
<b>Total Current Liabilities</b>	<b>89,710.1</b>	<b>79,009.8</b>
<b>Total</b>	<b>184,975.6</b>	<b>179,030.1</b>
<b>ASSETS</b>		
<b>NON CURRENT ASSETS</b>		
Total Fixed assets	63,004.8	61,055.8
Non current investments	38,268.5	40,649.5
Long term loans and advances	35,284.0	34,229.2
<b>Total Non Current Assets</b>	<b>136,557.2</b>	<b>135,934.4</b>
<b>CURRENT ASSETS</b>		
Inventories	35,745.2	32,961.3
Trade Receivables	3,080.8	2,233.5
Cash and cash equivalents	548.1	490.5
Short term Loans and advances	6,735.9	6,255.2
Other current assets	2,308.3	1,155.1
<b>Total Current Assets</b>	<b>48,418.4</b>	<b>43,095.7</b>
<b>Total</b>	<b>184,975.6</b>	<b>179,030.1</b>

Particulars	Q1-2015-16	2014-15
Debt Equity	0.75	0.67
Asset Turnover Ratio (Without Invt. In Group Co.)	1.02	4.69
Current Ratio	1.01	0.98

SSL Debt : 551 Cr  
Hypercity Debt : 214 Cr

Note : Figures have been regrouped for Presentation purpose.



# Cash Flow – SSL Standalone

Rs.in Lacs

Particulars	For the period ended 30th June,2015
<b>Operating Profit</b>	<b>3,214</b>
Changes in Working Capital	(2,130)
<b>Cash Generated from Operating Activities</b>	<b>1,083</b>
Investment in SSL Fixed Assets & Deposit for stores	(3,977)
Investment in JV/ Subsidiary Companies	12
<b>Net Cash Used for Investing Activities</b>	<b>(3,965)</b>
Proceeds from issuance of share capital	63
Interest & Finance Cost (Net off)	(960)
Dividend and Dividend Distribution Tax paid	-
Increase / (Decrease) in Loans	3,836
<b>Cash generated from Financing Activities</b>	<b>2,939</b>
<b>Net Increase/(decrease) in Bank Balance</b>	<b>58</b>

Note : Figures have been regrouped for Presentation purpose.





# HyperCITY

## Investor Presentation – Q1 FY16





## Key Highlights

- LTL Sales growth : 1.9%.
- LTL sales psf growth : 7.6% (*Excl. downsize/sub-lease*).
- Fashion mix at 16.4% [LY: 14.9%].
- Margin on sales up by 40 bps.
- LTL Opex de-growth: 0.8%.
- Store operating profit Rs. 951 lacs; [LY: 779 lacs].
- Company EBITDA (Excl Property options) : Rs. 12 lacs [LY: Rs.(162) lacs]. **3<sup>rd</sup> qtr of EBITDA Profit in last 4 qtrs.**
- PAT : Rs. (1592) lacs, [LY: Rs. (1840) lacs.]
- Pune – Inorbit store (25k sq ft) launched on 11th Jun'15. Total retail space 1.2 Mn sq ft (17 stores).





## Pune-Inorbit Store - Launch

# Pune – Inorbit - (25K Sq.ft.)





# Pune – Inorbit - (25K Sq.ft.)





## HyperCITY - Key Financials Highlights

- **Sales Growth:**

HyperCITY stores : 3%

- **LTL Sales Growth :**

HyperCITY stores : 2%

- stores > 5 years : 1%

- stores < 5 years : 4%

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

LTL level \* : Rs 2,199 (LY Rs 2,044)

Chain level \* : Rs 2,215 (LY Rs 2,044)

\* LTL sales psf is after excluding concessionaire/ sub-lease area.

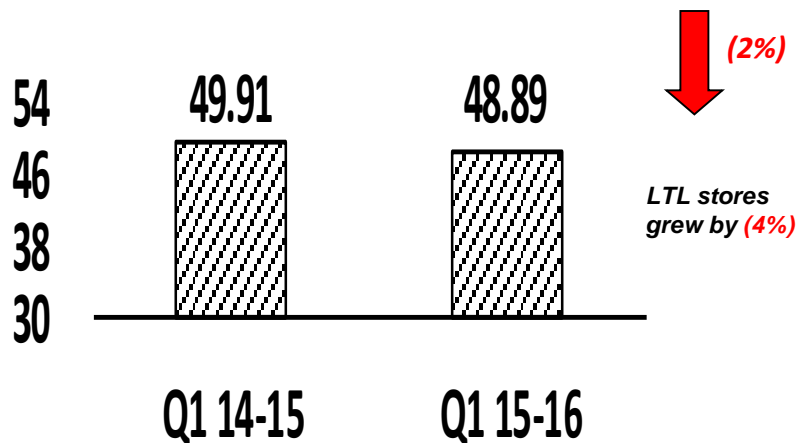




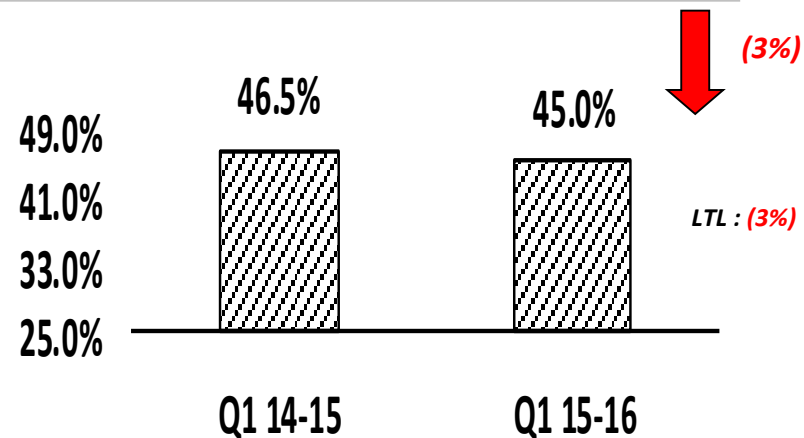


# Footfalls, ASP , Conversion and Average Ticket size

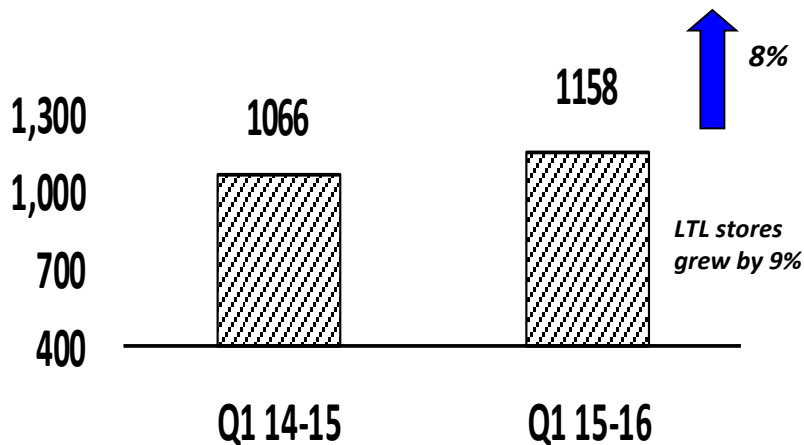
Customer Entry (figures in lacs.)



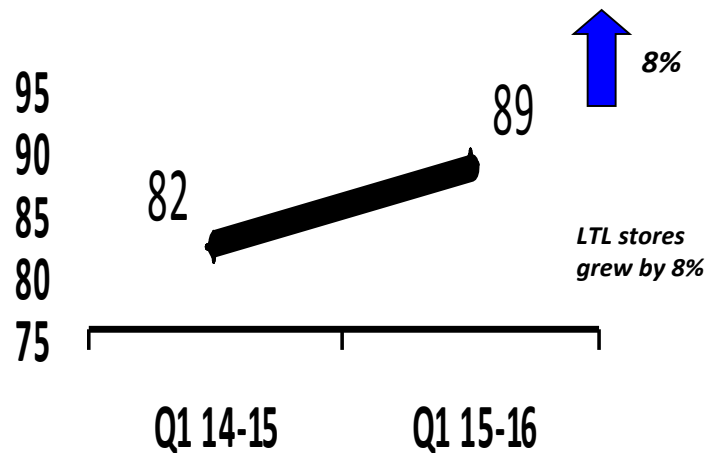
Conversion Ratio (%)



Transaction Size (Rs.)



Average Selling Price ("ASP")



• LTL Volume

(6%)





# HyperCITY Financials – Q1 – 2015-16



Rs.in lacs

Particular	Q1 FY16	% Sales	Q1 FY15	% Sales	Growth%
Retail Sales (Including VAT)	25,485	107.6%	24,640	107.6%	3.4%
Retail Sales (Net of VAT)	23,683	100.0%	22,893	100.0%	3.5%
Gross Margin	5,360	22.6%	5,086	22.2%	5.4%
DC Cost	217	0.9%	198	0.9%	9.5%
Shrinkage	112	0.5%	84	0.4%	33.9%
<b>Margin on Sales</b>	<b>5,031</b>	<b>21.2%</b>	<b>4,804</b>	<b>21.0%</b>	<b>4.7%</b>
Store Operating Expenses	4,737	20.0%	4,697	20.5%	0.8%
Other Retail Operating Income	656	2.8%	672	2.9%	-2.3%
<b>Store EBIDTA</b>	<b>951</b>	<b>4.0%</b>	<b>779</b>	<b>3.4%</b>	<b>22.0%</b>
Service Office / Pre-ops Exp.	939	4.0%	941	4.1%	-0.3%
Loss / (Profit) on sale of Property options	-		75	0.3%	-100.0%
<b>COMPANY EBIDTA</b>	<b>12</b>	<b>0.0%</b>	<b>(237)</b>	<b>-1.0%</b>	<b>104.9%</b>
Depreciation	602	2.5%	713	3.1%	-15.5%
Finance Charges	1,001	4.2%	890	3.9%	12.4%
<b>PAT</b>	<b>(1,592)</b>	<b>-6.7%</b>	<b>(1,840)</b>	<b>-8.0%</b>	<b>13.5%</b>

• LTL sales PSF growth : 7.6%

• LTL Opex Growth : (0.8%)

• SO growth excl. pre-ops & exceptions is 4.2%.

Sources of Funds	30th Jun 15
Net worth	3,739
Loans from Shareholders / Group Co's	12,600
Loans	21,420
<b>Total</b>	<b>37,759</b>
Application of Funds	
Fixed Assets	17,045
Currents Assets , Loans and Advances	32,080
Less : Current Liabilities and Provisions	11,366
Net Current Assets	20,714
<b>Total</b>	<b>37,759</b>

• Numbers have been regrouped for analytical representation



In case of any clarifications please  
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