



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

- First Citizen members base increased to over 1,611,000 and their contribution to sales increased to 75%.
- 29th Shoppers Dept Store opened at Amritsar and 30th at Bangalore Malleshwaram during the quarter
- 31st Crossword Book Store opened at Amritsar and 32nd and 33rd opened at Bangalore during the quarter, which took the total to 59 stores (incl. external franchisee stores)
- Mother Care at Ahmedabad closed during the quarter.
- The Board of Directors has accorded their “In Principle” approval subject to requisite approvals, for acquisition of balance 32% of share capital of Hypercity Retail (India) Ltd., (Hypercity) from its promoters, pursuant to an Option Agreement, executed with them. The Company already holds 19% stake of Hypercity. The option for this balance acquisition is available with the Company till June 30, 2010.
- **Loyalty Summit Award – Jan 2010**
 - Shopper’s Stop was declared as the winner for Customer & Brand Loyalty in the “Retail Sector”
- **Images Fashion Forum – Jan 2010**
 - “Most Admired Large Format National Fashion Retailer – Outstanding Achievement in Consumer Recognition and Loyalty” - **Shoppers Stop**
 - Most Admired Fashion Retail Professional of the year – Mr.Govind Shrikhande
- **Partner Awards**
 - Gitanjali IFA Most Admired Large Format Retailer of the year – Shoppers Stop
 - Gini Jony IFA Most Admired Large Format Retailer of the year – Shoppers Stop
 - Triumph Maximum Consumer Reach – Shoppers Stop





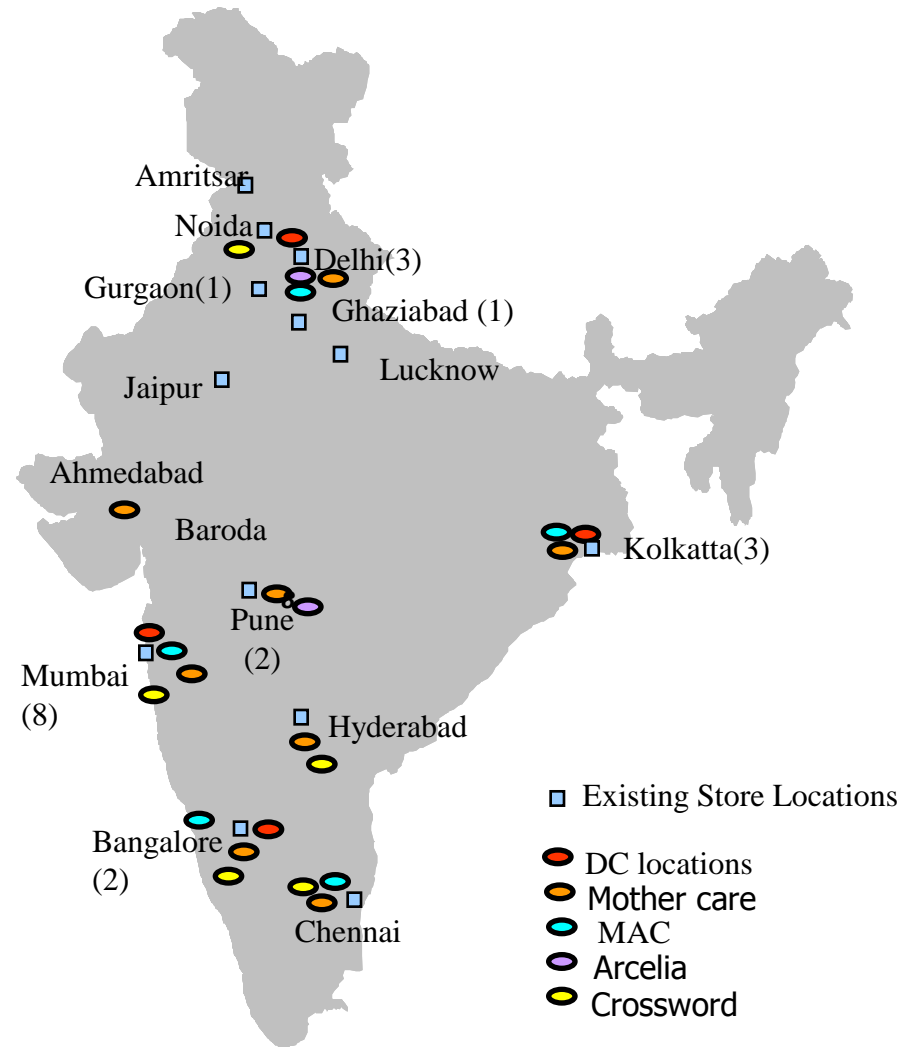
Our Presence and still expanding...

Presence in 13 Cities

| | |
|------------------|---------|
| – Shoppers' Stop | 30 |
| – Home Stop | 4 |
| – Mother Care | 21 [13] |
| – Mac & Clinique | 12 (4) |
| – Estee Lauder | 3 |
| – Airport | 2 |
| – Crossword | 33 [7] |
| -- Arcelia | 1 |

Total Area 2,047,401 Sq.ft.

*Figures in brackets represent
shop in shop*





New Store Opened



Location : Amritsar

Opening Date : 5th March 2010

Chargeble Area : 60625 sq.ft.





New Store Opened

Location : Bangalore Malleshwaram

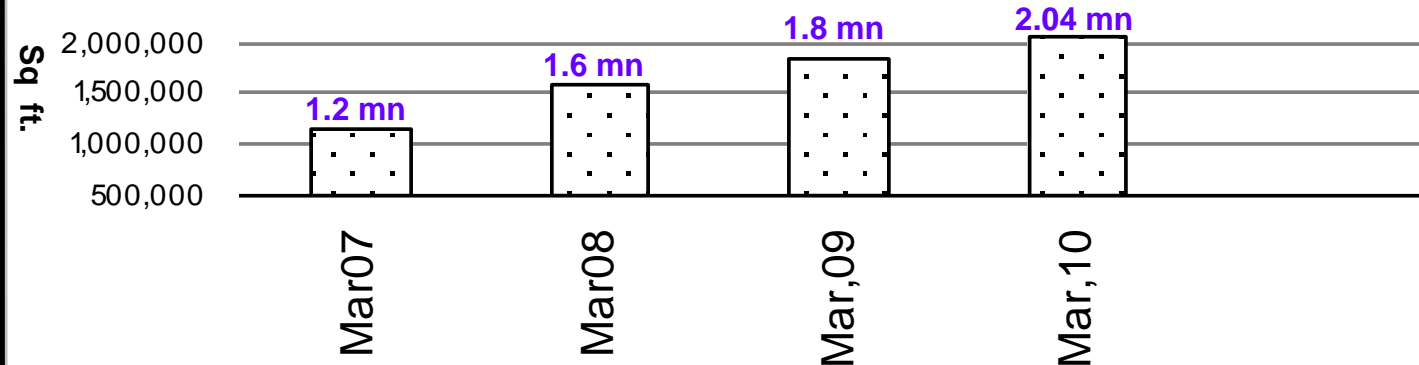
Opening Date : 25th March 2010

Chargeble Area : 53565 sq.ft.



Existing Stores of Shoppers Stop Ltd.

Space ramp-up (Sq. ft.)



Store Area as on 31st March,10

Shoppers Stop

Specialty Stores

Total Store Area

Chargeable Area (Sq.ft.)

1,799,060

2,48,341

20,47,401

=====



Key Financial Highlights – Q4 2009-10



- **Sales Growth:**

Shoppers Stop department stores : 17%

All formats : 20%



- **LTL Sales Growth:**

Shoppers Stop department stores : 16%

stores > 5 years : 9%

stores < 5 years : 28%



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

Shoppers Stop department stores : Rs 1,987 (LY Rs. 1,898)



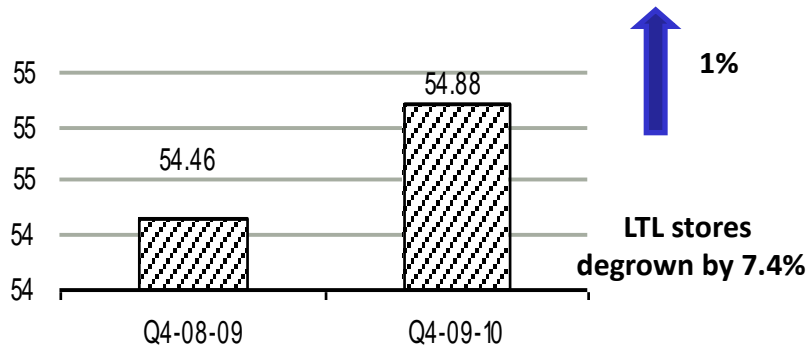
- **Customer entry for Shoppers Stop Departmental stores Increased by 1%**



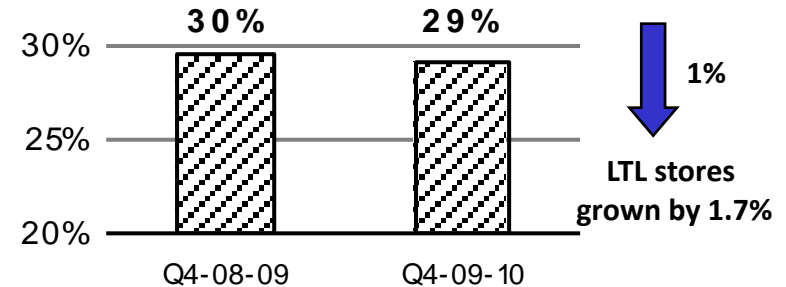


Operational Indicators – Q4-2009-10

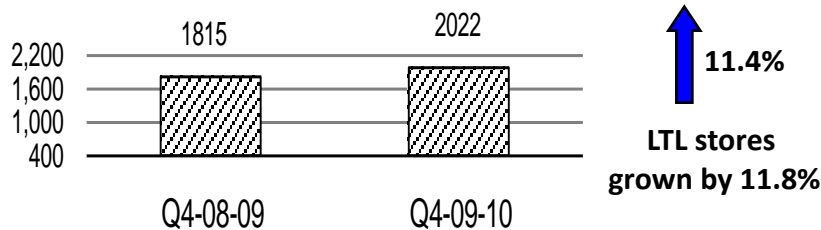
Customer Entry (figures in lacs.)



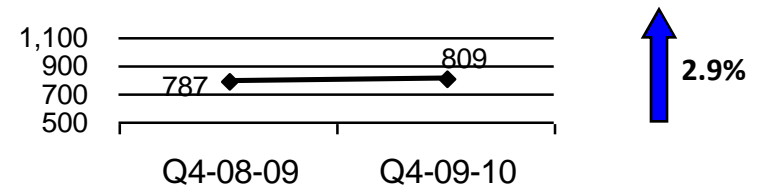
Conversion Ratio (%)



Transaction Size (Rs.)



Average Selling Price ("ASP")



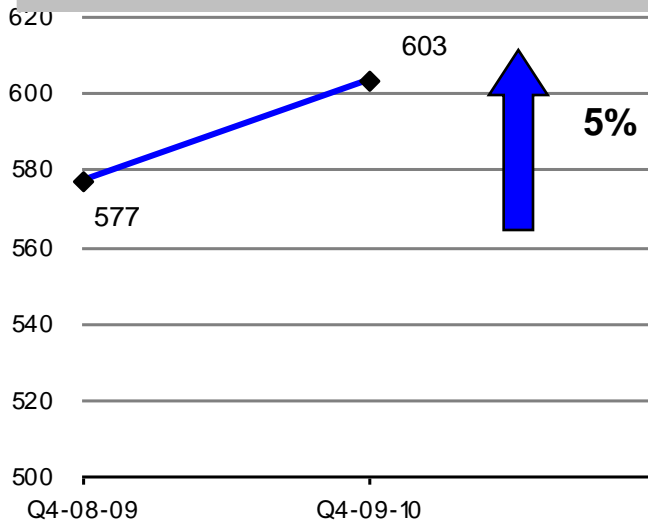
LTL Volume

13.2%



Operational Efficiency Q4 2009-10

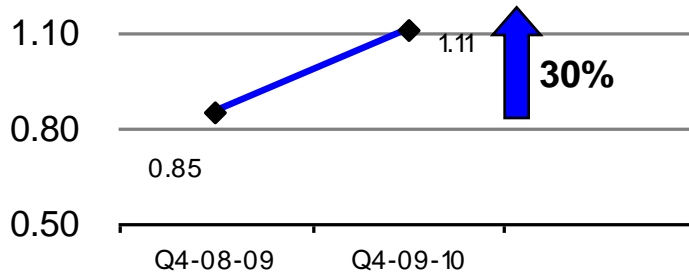
GMROF (Rs. per unit of retail space)



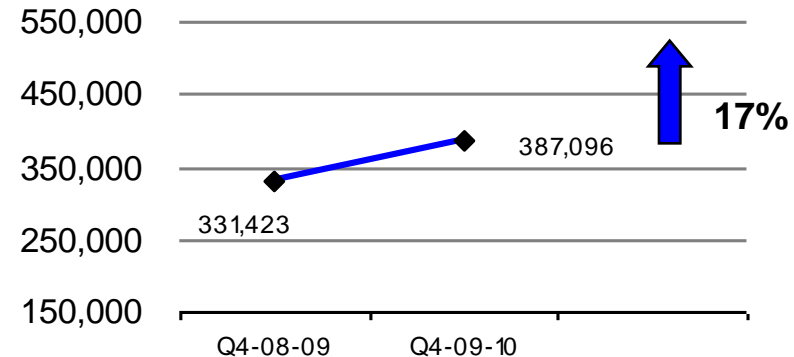
SS Dept. Stores

- Company has improved GMROF, GMROI & GMROL.

GMROI (Rs. inventory)



GMROL (Rs. per employee)

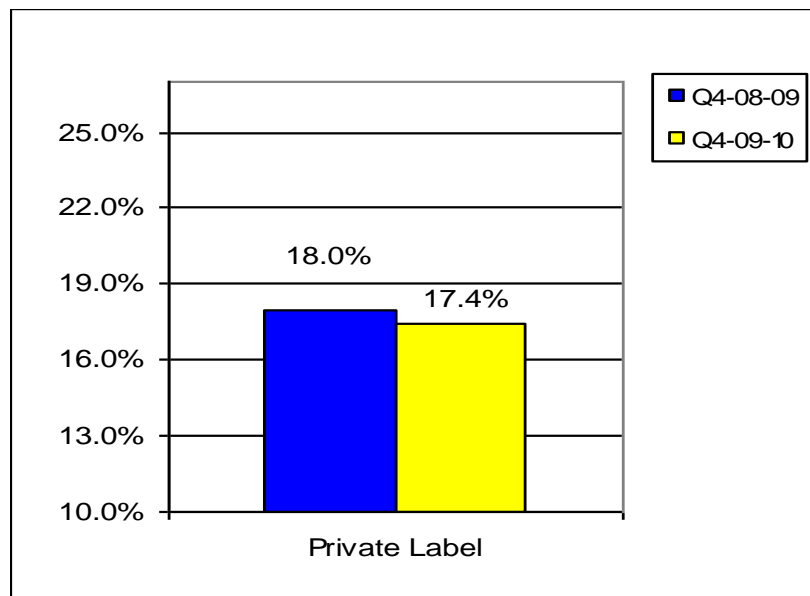




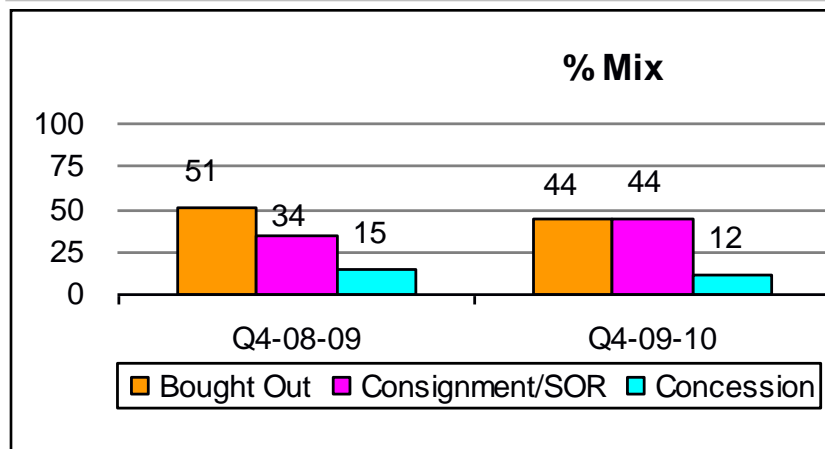
Merchandise Mix – Q4 2009-10

- Private Label Mix decreased by 0.6%
- Private Label Sales increased by 12%.

Private Label Mix



Merchandise Buying Model





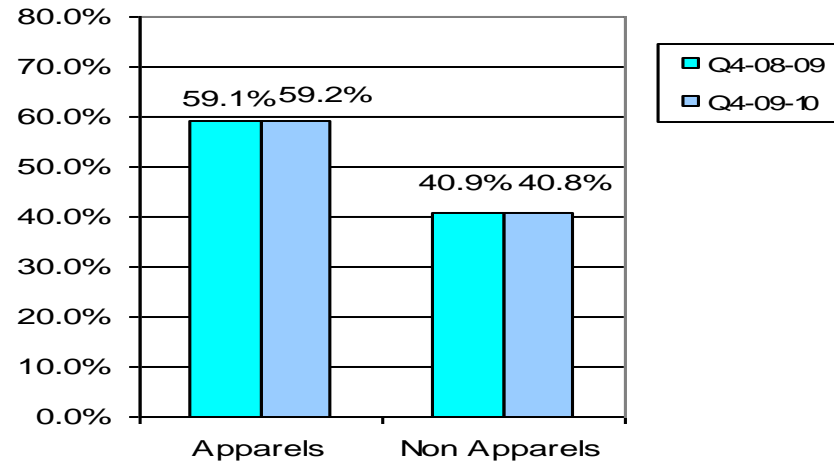
Revenue Mix – Q4 2009-10



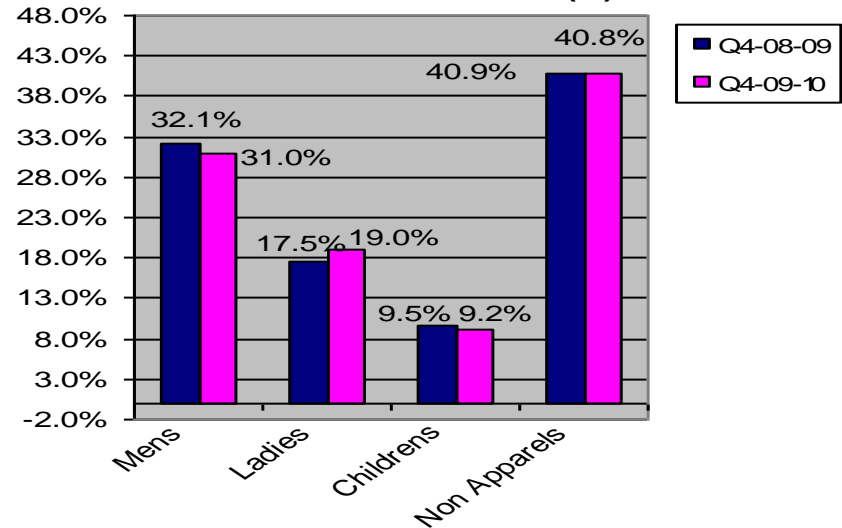
- Non Apparel consists of Home, Leather, Watches, Jewellery, Electronics and Personal accessories

Children includes Mother Care

CATEGORY WISE SALES (%)



DIVISION WISE SALES (%)



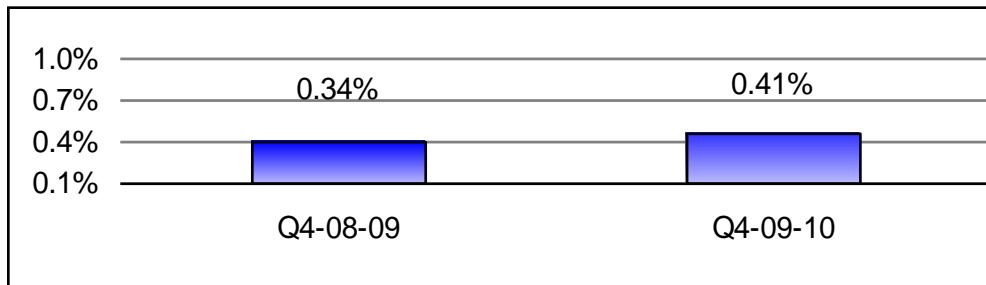


Operational Efficiency Q4 & 2009-10

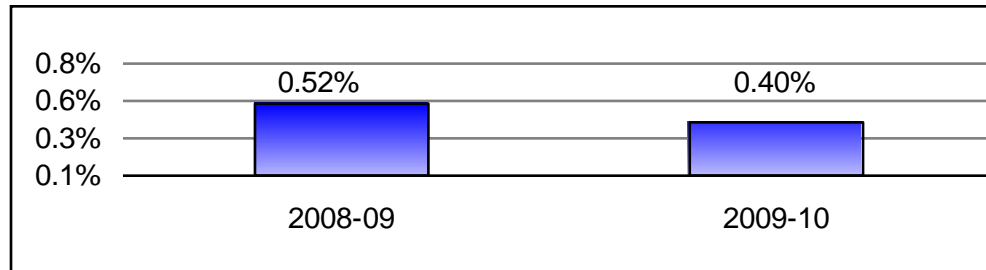
:Shrinkage as % of Gross Retail Sales

(SS Dept. Stores)

Q4-09-10



2009-10





Format wise P&L Q4 -2009-10

Rs.in lacs

| Q4-2009-10 | SS Dept | Other Formats | Company |
|--------------------|----------|---------------|----------|
| Revenue | 34,680.6 | 6,912.7 | 41,593.3 |
| Operating Income | 454.1 | 246.1 | 700.2 |
| Gross Margin | 10,160.1 | 2,227.0 | 12,387.1 |
| % to sales | 29.3% | 32.2% | 29.8% |
| Operating Expenses | 8,242.4 | 2,139.3 | 10,381.7 |
| % to sales | 23.8% | 30.9% | 25.0% |
| EBIDTA | 2,371.8 | 333.8 | 2,705.6 |
| % to sales | 6.8% | 4.8% | 6.5% |
| Finance Charges | 224.9 | 107.8 | 332.8 |
| % to sales | 0.6% | 1.6% | 0.8% |
| Depreciation | 484.3 | 165.2 | 649.5 |
| % to sales | 1.4% | 2.4% | 1.6% |
| PBT | 1,662.6 | 60.7 | 1,723.3 |
| % to sales | 4.8% | 0.9% | 4.1% |

| Q4- 2008-09 | SS Dept | Other Formats | Company |
|--------------------|----------|---------------|-----------|
| Revenue | 28,834.6 | 5,846.7 | 34,681.2 |
| Operating Income | 588.8 | 3.2 | 592.0 |
| Gross Margin | 8,243.7 | 1,800.4 | 10,044.1 |
| % to sales | 28.6% | 30.8% | 29.0% |
| Operating Expenses | 7,308.5 | 1,972.3 | 9,280.8 |
| % to sales | 25.3% | 33.7% | 26.8% |
| EBIDTA | 1,524.0 | (168.7) | 1,355.3 |
| % to sales | 5.3% | -2.9% | 3.9% |
| Finance Charges | 477.5 | 120.2 | 597.7 |
| % to sales | 1.7% | 2.1% | 1.7% |
| Depreciation | 999.4 | 1,173.3 | 2,172.7 |
| % to sales | 3.5% | 20.1% | 6.3% |
| PBT | 47.1 | (1,462.2) | (1,415.1) |
| % to sales | 0.2% | -25.0% | -4.1% |

Other formats comprise:

- Home Stop
- Crossword
- Mothercare
- MAC, Clinique & Estee Lauder
- Arcelia
- Food & Beverages (only for Q4-2008-09)
- Airport Retail (Domestic)
- Ecom












Financial Summary – Q4 2009-10

Shopper's Stop Ltd.

Rs. in lacs

| Particular | Q4-09-10 | Q4-08-09 | |
|------------------------------------|-----------------|------------------|--|
| Retail Turnover | 42,293.5 | 35,273.2 |  20% |
| Retail Sales (Before VAT) | 41,593.3 | 34,681.2 | |
| Retail Sales (Net of VAT) | 39,743.7 | 33,014.7 |  23% |
| Margin on Sales | 12,387.1 | 10,044.1 | |
| Margin on Sales % | 29.8% | 29.0% | |
| Other Retail Operating Income | 700.2 | 592.0 | |
| Operating expenses | 10,381.7 | 9,280.8 |  12% |
| Operating expenses % | 25.0% | 26.8% | |
| Operating Profit (EBIDTA) | 2,705.6 | 1,355.3 |  100% |
| Operating Profit (EBIDTA) % | 6.5% | 3.9% | |
| Finance Charges | 332.8 | 597.7 |  44% |
| Depreciation | 649.5 | 2,172.7 | |
| Profit Before Tax | 1,723.3 | (1,415.1) |  222% |
| Profit Before Tax % | 4.1% | -4.1% | |
| Tax | 80.2 | 277.8 | |
| Profit After Tax | 1,643.1 | (1,692.9) |  197% |
| Profit After Tax % | 4.0% | -4.9% | |

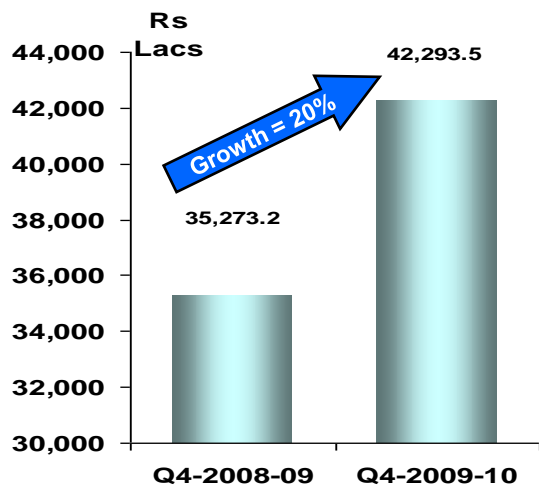




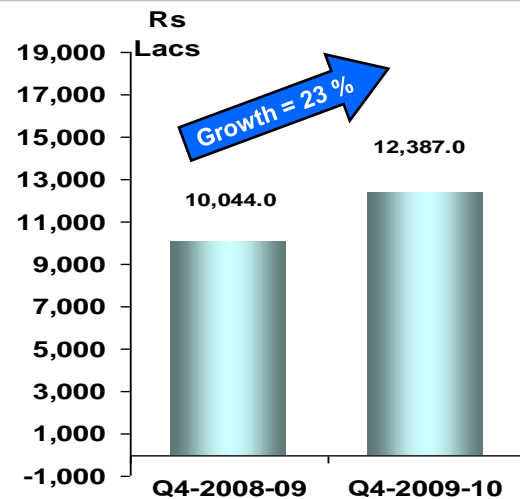
Financial Performance – Q4 2009-10



Retail Turnover

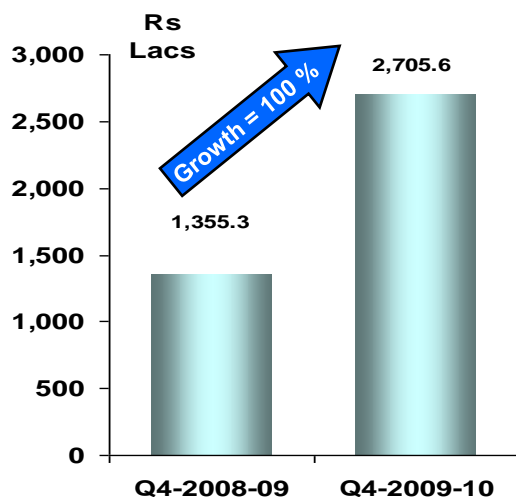


Gross Cash Margin

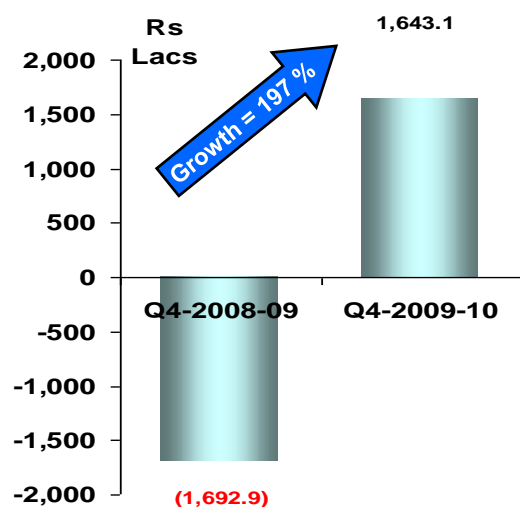


Gross Margin %
Increased by 80
basis points

EBIDTA



PAT












Consolidated Financial – Q4 2009-10



Rs. in lacs

| Particular | Q4-2009-10 | Q4-2008-09 | |
|------------------------------------|-----------------|------------------|--|
| Retail Turnover | 43,349.3 | 35,365.1 |  23% |
| Retail Sales (Before VAT) | 42,587.4 | 34,910.7 | |
| Retail Sales (Net of VAT) | 40,737.8 | 33,244.1 | |
| Margin on Sales | 12,940.8 | 10,231.0 |  26% |
| Margin on Sales % | 30.4% | 29.3% | |
| Other Retail Operating Income | 761.9 | 454.5 | |
| Operating expenses | 11,276.1 | 10,263.2 |  10% |
| Operating expenses % | 26.5% | 29.4% | |
| Operating Profit (EBIDTA) | 2,426.6 | 422.3 |  475% |
| Operating Profit (EBIDTA) % | 5.7% | 1.2% | |
| Finance Charges | 353.4 | 513.0 |  31% |
| Depreciation | 696.4 | 2,814.9 | |
| Profit Before Tax | 1,376.8 | (2,905.7) |  147% |
| Profit Before Tax % | 3.2% | -8.3% | |
| Tax | 117.4 | 266.2 | |
| Minority Interest | (1.8) | 723.8 | |
| Profit After Tax | 1,257.6 | (2,448.1) |  151% |
| Profit After Tax % | 3.0% | -7.0% | |

Consolidation includes:

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



2009-10



Key Financial Highlights – 2009-10



- **Sales Growth:**

Shoppers Stop department stores : 10%

All formats : 12%

- **LTL Sales Growth:**

Shoppers Stop department stores : 3.7%

stores > 5 years : -1.4%

stores < 5 years : 15.3%

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

Shoppers Stop department stores : Rs 7,883 (LY Rs. 8,218)

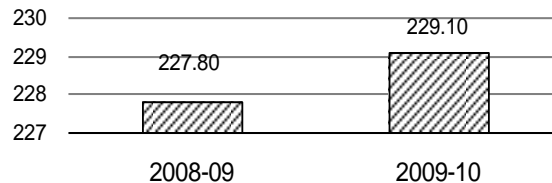
- **Customer entry for Shoppers Stop Departmental stores increased by 0.6%.**





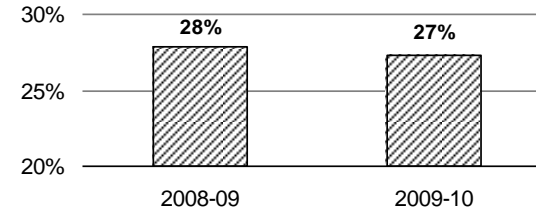
Operational Indicators –2009-10

Customer Entry (figures in lacs.)



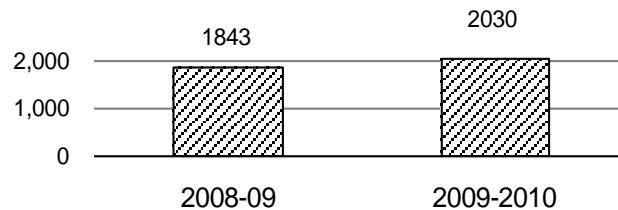
↑ 0.6%
LTL stores
degrown by 11%

Conversion Ratio (%)



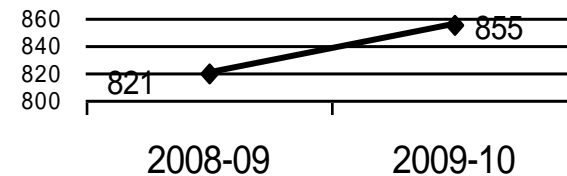
↓ 2.1%
LTL stores
grown by 1.8%

Transaction Size (Rs.)



↑ 10.1%
LTL stores
grown by 10.3%

Average Selling Price ("ASP")



↑ 4.9%

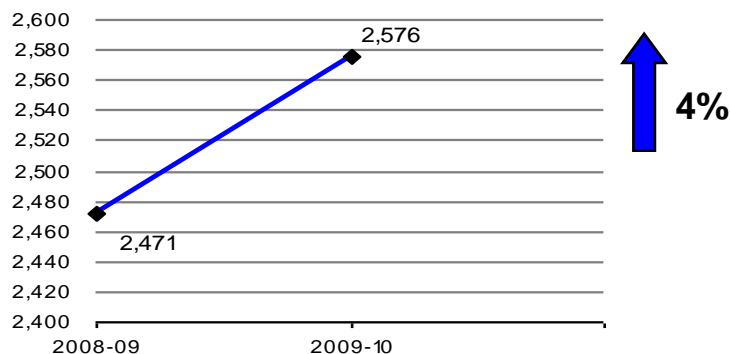
• LTL Volume

↓ 1.2%



Operational Efficiency 2009-10

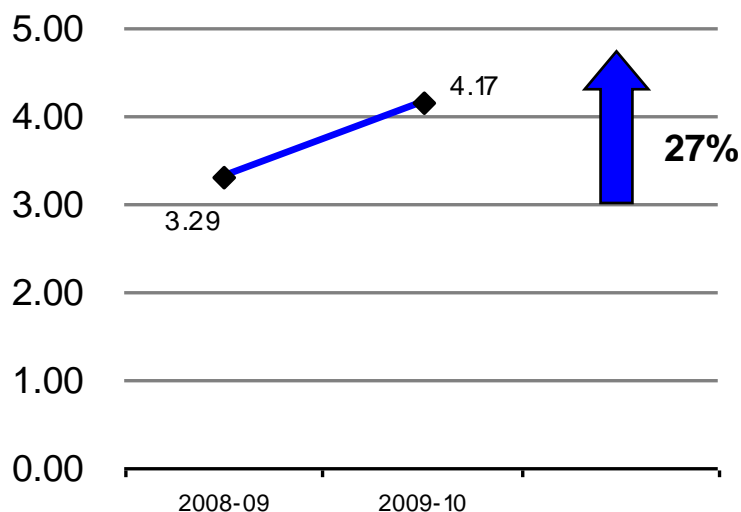
GMROF (Rs. per unit of retail space)



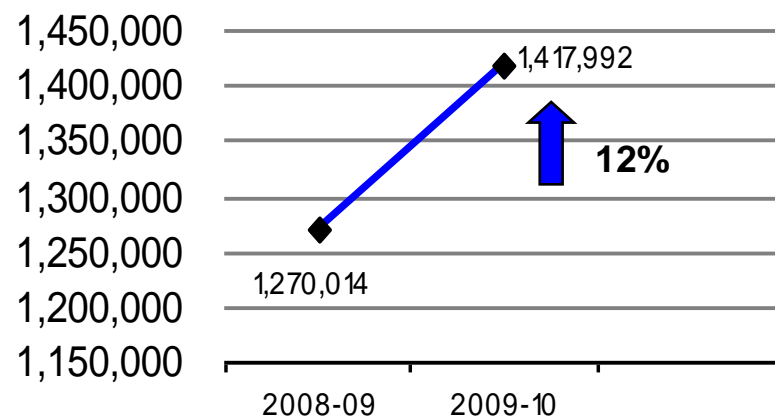
SS Dept. Stores

- Company has improved GMROF, GMROL & GMROI.

GMROI (Rs. inventory)



GMROL (Rs. per employee)

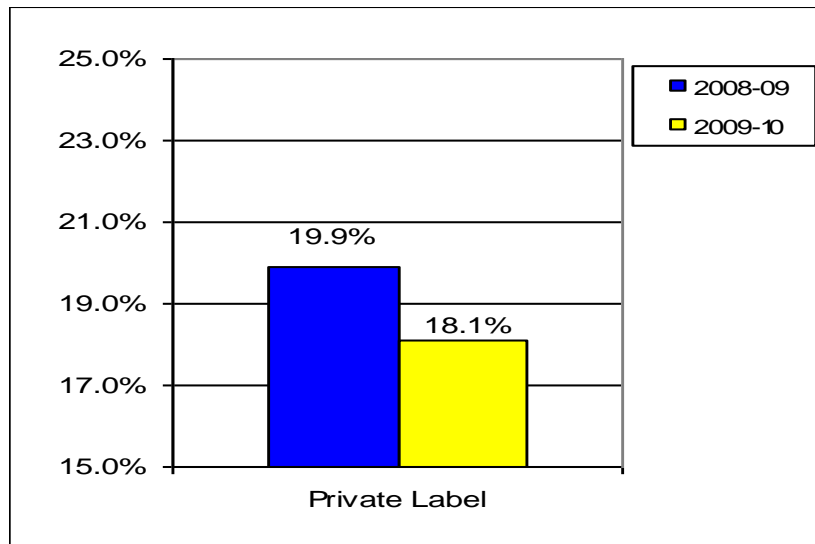




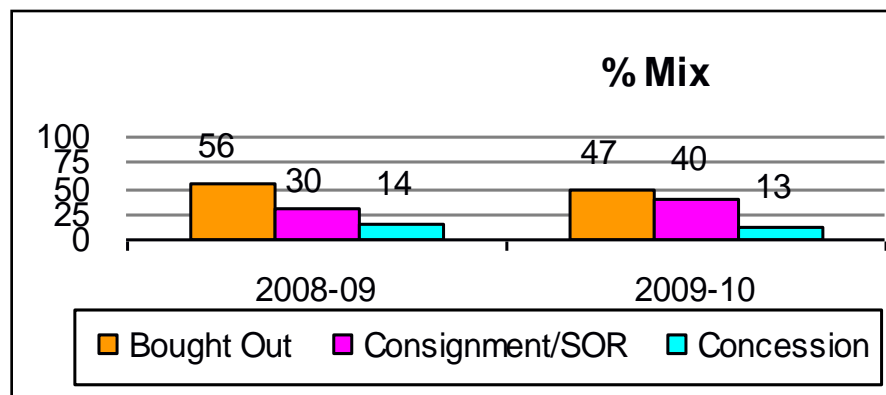
Merchandise Mix – 2009-10

- Private Label Mix decreased 1.8%
- Private Label Sales remained constant.

Private Label Mix



Merchandise Buying Model





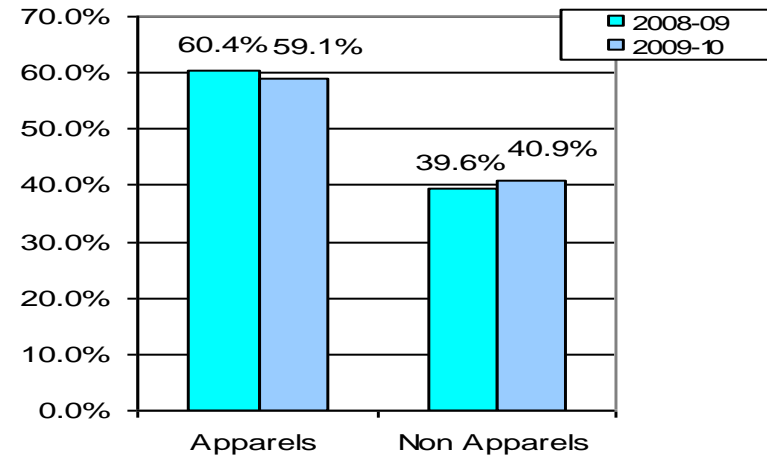
Revenue Mix – 2009-10



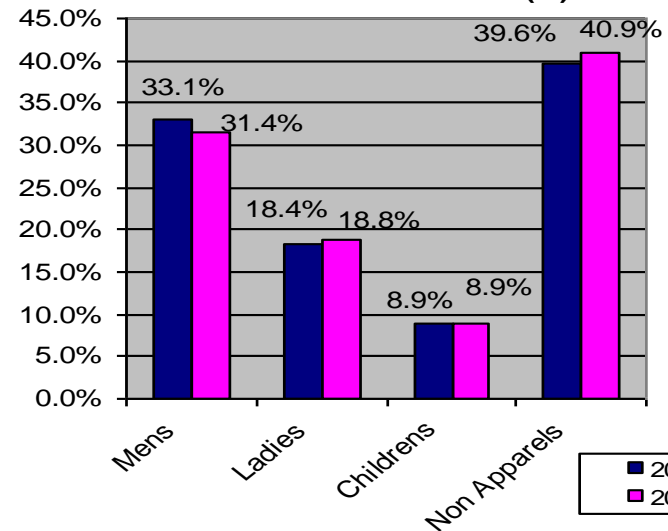
- Non Apparel consists of Home, Leather, Watches, Jewellery, Electronics and Personal accessories

Children includes Mother Care

CATEGORY WISE SALES (%)



DIVISION WISE SALES (%)





Format wise P&L– 2009-10

Rs.in lacs

| 2009-10 | SS Dept | Other Formats | Company |
|---------------------------------------|------------------|-----------------|------------------|
| Revenue | 128,916.9 | 25,740.9 | 154,657.8 |
| Operating Income | 1,280.5 | 1,154.2 | 2,434.7 |
| Gross Margin | 40,667.8 | 8,707.1 | 49,374.9 |
| % to sales | 31.5% | 33.8% | 31.9% |
| Operating Expenses | 32,341.9 | 8,116.9 | 40,458.8 |
| % to sales | 25.1% | 31.5% | 26.2% |
| EBIDTA | 9,606.4 | 1,744.4 | 11,350.8 |
| % to sales | 7.5% | 6.8% | 7.3% |
| Finance Charges | 1,303.8 | 565.1 | 1,869.0 |
| % to sales | 1.0% | 2.2% | 1.2% |
| Depreciation | 2,381.4 | 721.1 | 3,102.5 |
| % to sales | 1.8% | 2.8% | 2.0% |
| PBT - Before Exceptional Items | 5,921.2 | 458.1 | 6,379.3 |
| % to sales | 4.6% | 1.8% | 4.1% |

| 2008-09 | SS Dept | Other Formats | Company |
|---------------------------------------|------------------|------------------|------------------|
| Revenue | 114,806.2 | 23,444.0 | 138,250.1 |
| Operating Income | 1,746.8 | 286.3 | 2,033.1 |
| Gross Margin | 36,144.8 | 7,668.0 | 43,812.8 |
| % to sales | 31.5% | 32.7% | 31.7% |
| Operating Expenses | 32,677.2 | 8,826.6 | 41,503.9 |
| % to sales | 28.5% | 37.6% | 30.0% |
| EBIDTA | 5,214.4 | (872.4) | 4,342.0 |
| % to sales | 4.5% | -3.7% | 3.1% |
| Finance Charges | 1,410.5 | 567.7 | 1,978.2 |
| % to sales | 1.2% | 2.4% | 1.4% |
| Depreciation | 3,850.6 | 2,462.5 | 6,313.1 |
| % to sales | 3.4% | 10.5% | 4.6% |
| PBT - Before Exceptional Items | (46.7) | (3,902.6) | (3,949.3) |
| % to sales | 0.0% | -16.6% | -2.9% |

Other formats comprise:









- Home Stop
- Crossword
- Mothercare
- MAC, Clinique & Estee Lauder
- Arcelia
- Food & Beverages (only for 2008-09)
- Airport Retail (Domestic)
- Ecom



Financial Summary –2009-10

Shopper's Stop Ltd.

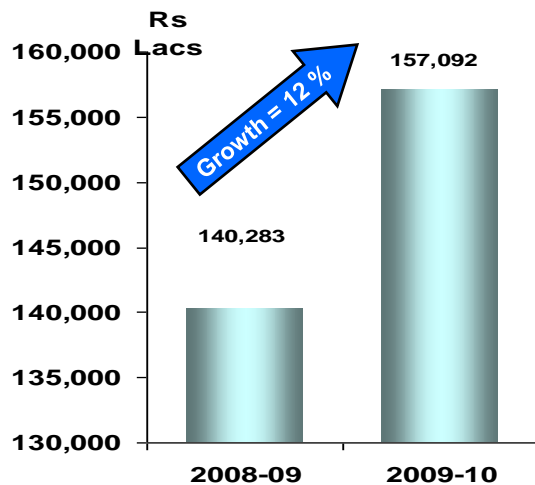
Rs. in lacs

| Particular | 2009-10 | 2008-09 | |
|------------------------------------|------------------|------------------|--|
| Retail Turnover | 157,092.5 | 140,283.2 |  12% |
| Retail Sales (Before VAT) | 154,657.8 | 138,250.2 | |
| Retail Sales (Net of VAT) | 147,801.0 | 131,812.5 | |
| Margin on Sales | 49,374.9 | 43,812.8 |  13% |
| Margin on Sales % | 31.9% | 31.7% | |
| Other Retail Operating Income | 2,434.7 | 2,033.1 | |
| Operating expenses | 40,458.8 | 41,503.8 |  3% |
| Operating expenses % | 26.2% | 30.0% | |
| Operating Profit (EBIDTA) | 11,350.8 | 4,342.0 |  161% |
| Operating Profit (EBIDTA) % | 7.3% | 3.1% | |
| Finance Charges | 1,869.0 | 1,978.2 |  6% |
| Depreciation | 3,102.5 | 6,313.1 | |
| PBT | 6,379.3 | (3,949.3) |  262% |
| PBT% | 4.1% | -2.9% | |
| Exceptional Items | (187.7) | 2,486.4 | |
| Profit Before Tax | 6,567.0 | (6,435.7) |  202% |
| Profit Before Tax % | 4.2% | -4.7% | |
| Tax | 1,544.0 | (63.9) | |
| Profit After Tax | 5,023.1 | (6,371.8) |  179% |
| Profit After Tax % | 3.2% | -4.6% | |

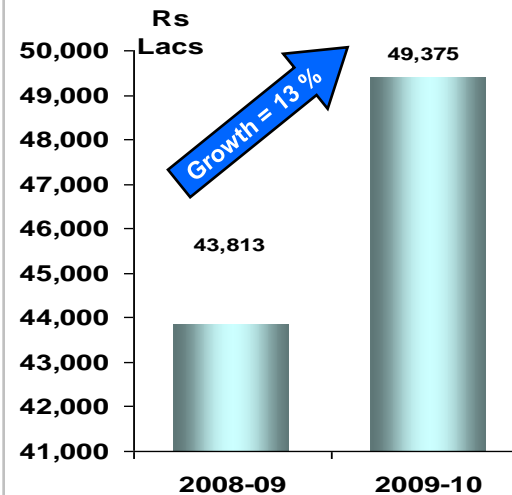


Financial Performance –2009-10

Retail Turnover

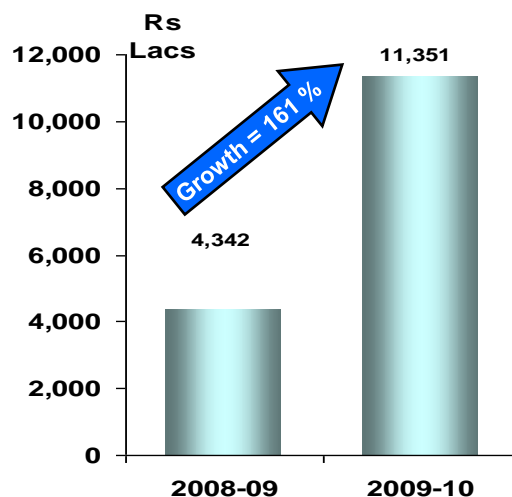


Gross Cash Margin

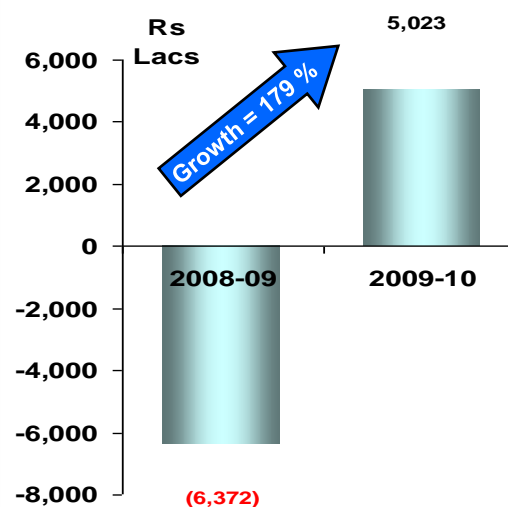


Gross Margin %
Increased by 20
basis points

EBIDTA



PAT



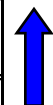


Consolidated Financial – 2009-10



Rs. in lacs

| Particular | 2009-10 | 2008-09 |
|------------------------------------|------------------|------------------|
| Retail Turnover | 161,492.1 | 144,101.3 |
| Retail Sales (Before VAT) | 158,528.4 | 141,451.4 |
| Retail Sales (Net of VAT) | 151,671.6 | 135,013.7 |
| Margin on Sales | 52,021.6 | 46,220.6 |
| Margin on Sales % | 32.8% | 32.7% |
| Other Retail Operating Income | 2,963.7 | 2,649.9 |
| Operating expenses | 44,056.8 | 46,868.0 |
| Operating expenses % | 27.8% | 33.1% |
| Operating Profit (EBIDTA) | 10,928.5 | 2,002.4 |
| Operating Profit (EBIDTA) % | 6.9% | 1.4% |
| Finance Charges | 1,905.7 | 2,531.0 |
| Depreciation | 3,807.1 | 7,680.7 |
| Profit Before Tax | 5,215.7 | (8,209.2) |
| Profit Before Tax % | 3.3% | -5.8% |
| Tax | 1,635.4 | (10.2) |
| Minority Interest | 7.7 | 1,834.0 |
| Profit After Tax | 3,588.0 | (6,365.0) |
| Profit After Tax % | 2.3% | -4.5% |



12%

Consolidation includes:

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



13%



6%



445%



25%



164%



156%



Balance Sheet – SSL Standalone

Rs.in Lacs

| PARTICULARS | Audited March'10 | Audited March'09 |
|---|---------------------|---------------------|
| <u>Sources of Funds</u> | | |
| Share Capital (including Warrant Deposit) | 6,563 | 3,487 |
| Reserves & Surplus | 24,326 | 19,822 |
| NET WORTH | 30,889 | 23,308 |
| | | |
| Loans Funds | 19,141 | 20,776 |
| TOTAL | 50,030 | 44,085 |
| | | |
| <u>APPLICATIONS OF FUNDS</u> | | |
| <u>FIXED ASSETS</u> | | |
| Net Block | 29,867 | 25,873 |
| Investments in Subsidiary / JV Companies | 11,967 | 9,745 |
| | | |
| <u>CURRENT ASSETS, LOANS & ADVANCES</u> | | |
| Stock in Trade | 14,989 | 14,498 |
| Sundry Debtors | 1,091 | 1,130 |
| Lease Deposits for Properties | 10,334 | 10,548 |
| Loans & Advances | 9,234 | 7,339 |
| Cash & Bank Balance | 304 | 1,573 |
| TOTAL CURRENT ASSETS | 35,952 | 35,088 |
| | | |
| <u>CURRENT LIABILITIES & PROVISIONS</u> | | |
| Current Liabilities & Provisions | 27,756 | 26,621 |
| TOTAL CURRENT LIABILITIES | 27,756 | 26,621 |
| | | |
| NET CURRENT ASSETS | 8,196 | 8,467 |
| TOTAL | 50,030 | 44,085 |

| Particulars | 2009-10 | 2008-09 |
|--|---------|---------|
| ROCE | 17.5% | -4.3% |
| ROCE (Without Investment in Group Co.) | 25.6% | -5.9% |
| RONW | 30.4% | -7.4% |
| Debt Equity Ratios | 0.62 | 0.89 |
| Assets Turnover Ratio | 3.29 | 3.03 |
| Assets Turnover Ratios (Without Inv. In Group Co.) | 4.81 | 4.13 |
| Current Ratio | 1.30 | 1.32 |

| | | |
|----------------------|-------|---------|
| EPS (in Rs.) | 14.40 | (18.27) |
| EPS Diluted (in Rs.) | 14.32 | (18.27) |





Cash Flow – SSL Standalone

Rs.in Lacs

| Particulars | For the Year ended 31st March 2010 |
|---|---------------------------------------|
| Operating Profit | 11,819 |
| Changes in Working Capital | (3,595) |
| Cash Generated from Operating Activities | 8,224 |
| Investment in SSL Assets | (6,574) |
| Investment in JV/ Subsidiary Companies | (2,223) |
| Net Cash Used for Investing Activities | (8,797) |
| Proceeds from issuance of share capital | 108 |
| Proceeds towards subscription Warrants from Promoters | 3,072 |
| Interest & Finance Income (Net off) | (2,244) |
| Increase / (Decrease) in Loans | (1,635) |
| Cash generated from Financing Activities | (699) |
| Net Increase/(decrease) in Bank Balance | (1,272) |





In case of any clarifications please
contact on

investor@shoppersstop.co.in