



SHOPPERS STOP

START SOMETHING NEW

Quarter ended 31st March 2018



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 SS Department format store opened during the quarter at Hyderabad
- 3 MAC SA Stores opened during the quarter 2 at Bangalore and 1 at Hyderabad, and 1 SIS store at Mumbai opened during the quarter.
- 1 Bobbi Brown Stand alone store opened at Bangalore during the quarter.
- 3 Home Stop Stores at Vijayawada ,Coimbatore and Bangalore closed during this quarter.

❖ Loyalty Program

- First Citizen members club has crossed 53.49 lacs members. Their contribution to sales was 75% for the year.



Awards & Recognition

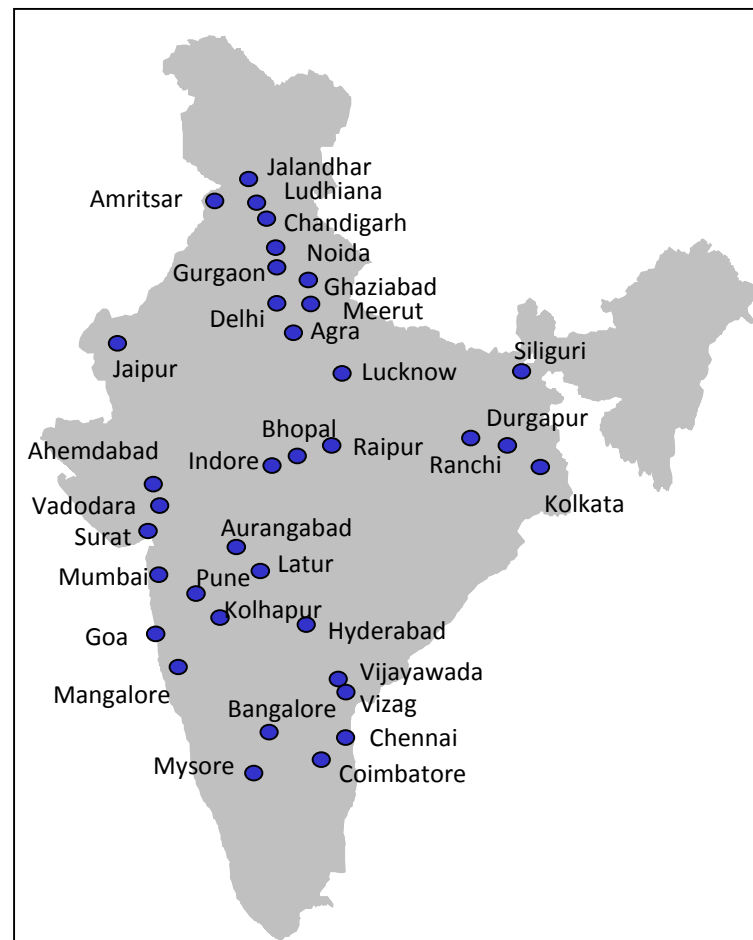


- ❖ Times Ascent - Dream Company to work for in Retail & were also ranked 17th amongst “Times Ascent Dream Companies to work for” across all industries and sectors in India.
- ❖ “Great Place to Work” & also recognized as one of the Top 10 Best Workplaces in Retail by Great Place to Work® Institute -2018.
- ❖ Shoppers Stop Ltd. was honored with following awards at the 26th Edition of World HRD Congress held from 15th to 17th February 2018 in Mumbai :-
 - ❖ Times Ascent Dream Companies to work for (Across sectors) – Rank 17
 - ❖ Times Ascent Dream Companies to work for (Retail) – Rank 1
 - ❖ Global HR Excellence Awards 2018 - Best workplace practices
 - ❖ Global Best Employer Brand Awards 2018 - Best HR strategy in line with Business
 - ❖ Global HR Excellence Awards 2018 - Innovation in recruitment
- ❖ “Shoppers Stop Ltd.” was officially declared as the winner in the following categories at the prestigious “Kamikaze Customer Loyalty Awards - 2018” :
 - ❖ Best Loyalty Program in Retail Sector: Large / Multi – Brand Format
 - ❖ Best Customer Experience in Retail Sector: Large / Multi – Brand Format
 - ❖ Best Use of Innovation in Loyalty Marketing
 - ❖ Best Use of Customer and Data Analytics in Loyalty Program
 - ❖ Best Use of Direct Marketing in a Loyalty Program



Our Presence and still expanding...

City	SS Dept.	Crossword	Home Stop	MAC/Estee/ Clinique/ Bobbi Brown	Total
Amritsar	1			3	4
Bangalore	11	5	3	14	33
Chennai	3	1	1	7	12
Delhi	5	1	1	14	21
Gurgaon	2			4	6
Hyderabad	6	4	1	5	16
Jaipur	3				3
Kolkata	5	3		7	15
Lucknow	1	1	1	2	5
Mumbai	9	20	3	27	59
Noida	2			5	7
Pune	4		1	7	12
Ghaziabad	2				2
Siliguri	1	1			2
Durgapur	1				1
Bhopal	1				1
Ludhiana	1			1	2
Aurangabad	1				1
Indore	1				1
Vijayawada	1	1			2
Mysore	1				1
Latur	1				1
Ahmedabad	2		1		3
Jalandhar	1				1
Coimbatore	1				1
Chandigarh	1		1	2	4
Surat	1			2	3
Kalyan	1	1			2
Thane	2	2		2	6
Agra	1				1
Vadodara	1				1
Raipur	2	1			3
Mangalore	2	1			3
Vizag	1				1
Meerut	1				1
Kolhapur	1				1
Goa	1				1
Ranchi	1				1
Total	83	42	13	102	240

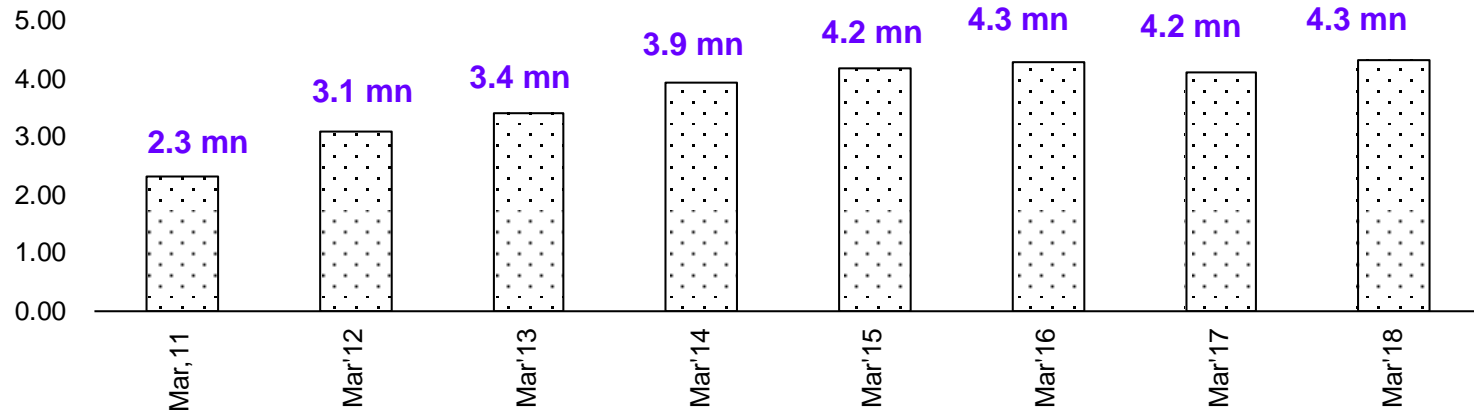


➤ More than 4.3 million sq. ft. area, across 38 cities



Existing Stores

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



Store Area as on 31st Mar, 2018

Shoppers Stop

Specialty Stores

Total Store Area

Crossword

Total Group

Chargeable Area (Sq.ft.)

3,971,661

294,858

4,266,519

=====

91,572

4,358,091

=====

New Store Opened

S

HomeStop.



Location : L&T Punjagutta , Hyderabad

Opening Date : 11th March 2018

Chargeable Area : 53,753 sq .ft.



Key Financial Highlights – Q4-2017-18



- **Sales Growth:**

Shoppers Stop department stores : (2.5)%

All formats : (1.6)%

- **LTL Sales Growth:**

Shoppers Stop department stores : (4.1)%

stores > 5 years : (4.3)%

stores < 5 years : (2.8)%

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

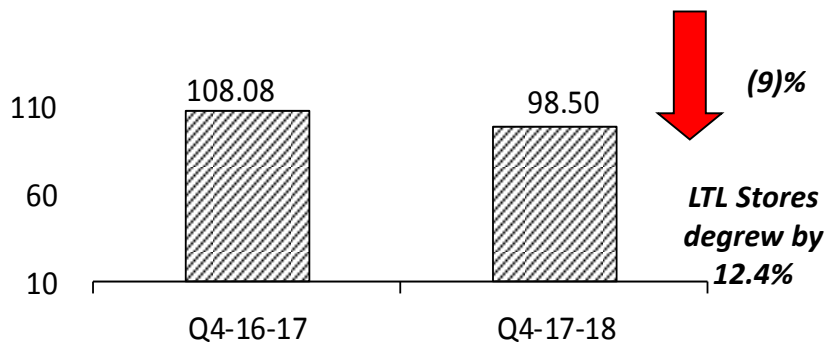
Shoppers Stop department stores : Rs 2,238 (LY Rs. 2,276)





Operational Indicators – Q4-2017-18

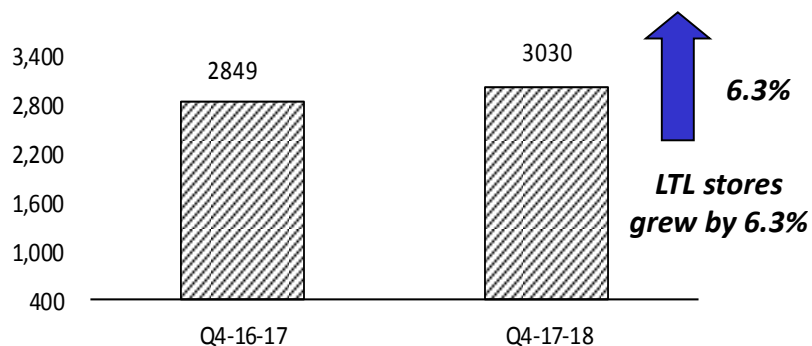
Customer Entry (figures in lacs.)



Conversion Ratio (%)



Transaction Size (Rs.)



Average Selling Price ("ASP")

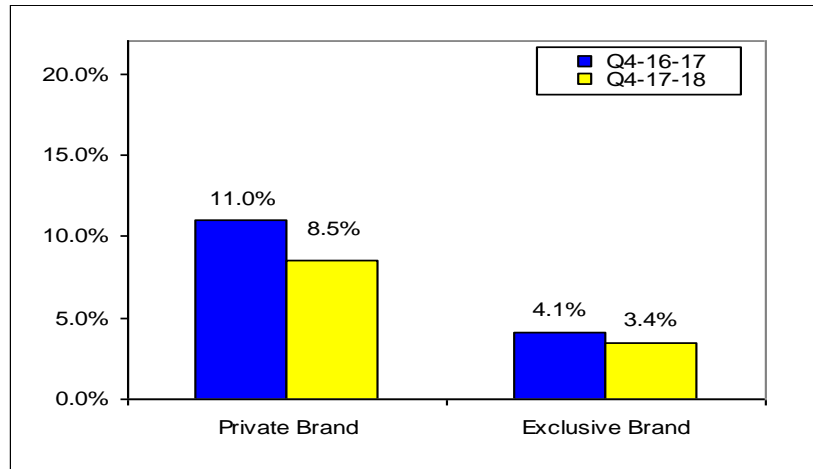


LTL Volume

(8.7)%

Merchandise Mix – Q4-2017-18

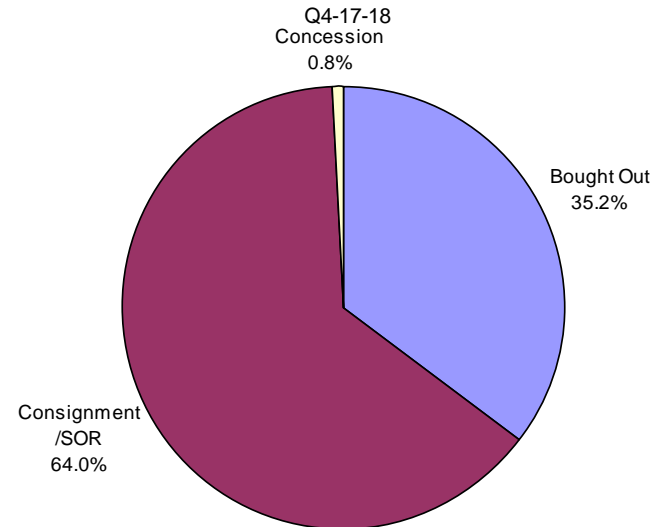
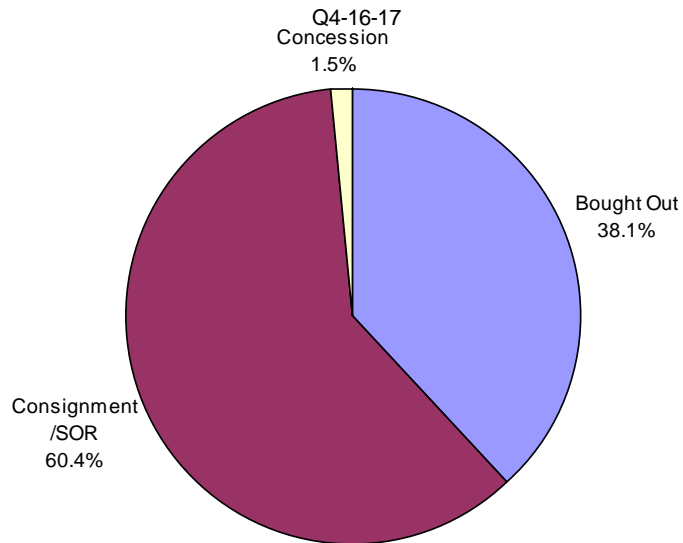
Private & Exclusive Brand Mix



• *Private Label Sales decreased by 23%.*

• *Private Label sales mix decreased by 2.5%*

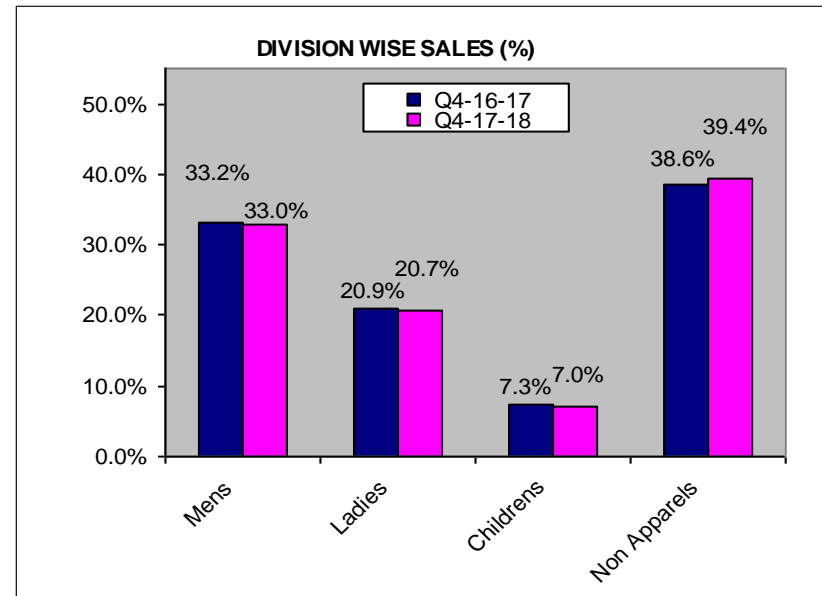
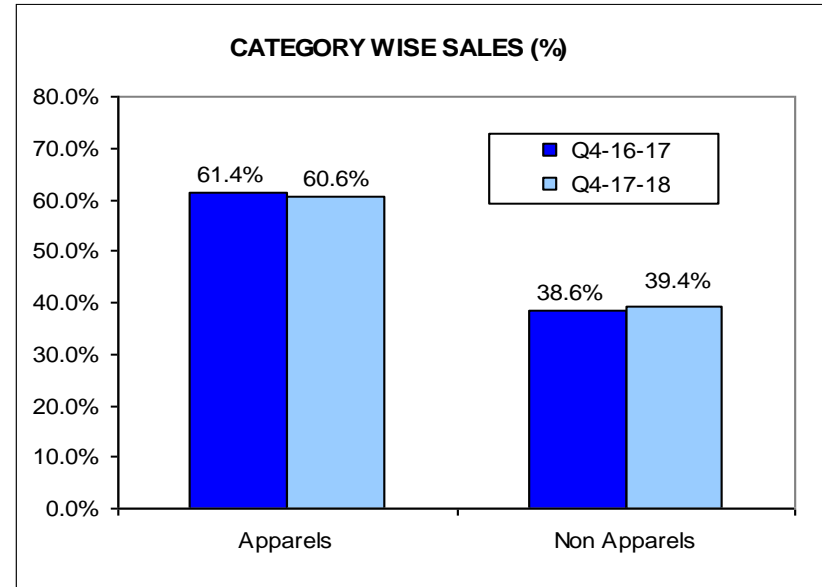
Merchandise Buying Model



Revenue Mix – Q4-2017-18



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



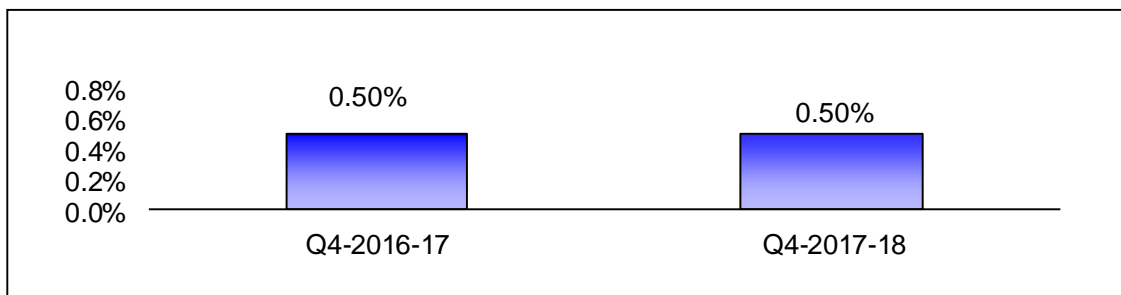


Operational Efficiency Q4-2017-18:

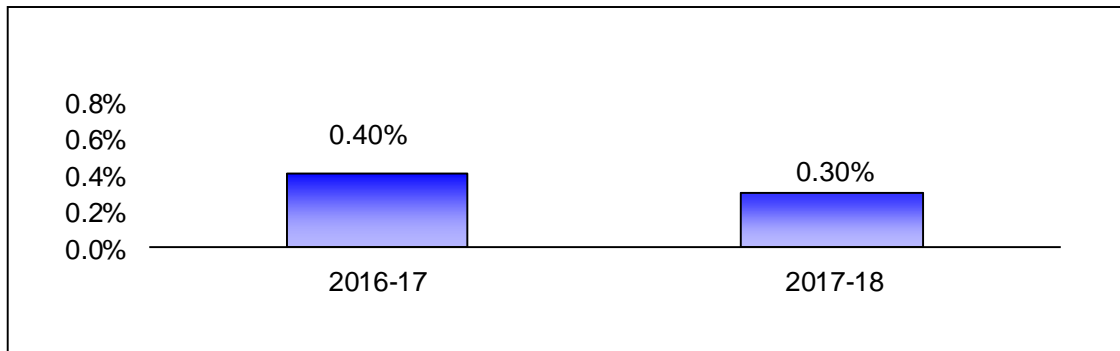
Shrinkage as % of Gross Retail Sales

(SS Dept. Stores)

Q4-2017-18



2017-18



Financial Summary – Q4-2017-18

Shoppers Stop Ltd.

Rs. in lacs

Particular	Q4-2017-18	Q4-2016-17
Retail Sales	99,716.6	101,378.2
Margin on Sales	32,641.5	33,422.3
Margin on Sales %	32.7%	33.0%
Other Retail Operating Income	1,365.8	1,318.7
Operating expenses	28,745.9	29,376.7
Operating expenses %	28.8%	29.0%
Operating Profit (EBIDTA)	5,261.4	5,364.3
Operating Profit (EBIDTA) %	5.3%	5.3%
Finance Charges (Net)	195.4	808.2
Depreciation	2,711.5	2,473.6
PBT (Before Exceptional Item)	2,354.5	2,082.5
PBT%	2.4%	2.1%
Exceptional Items / OCI	(1,313.0)	4,780.0
PBT (After Exceptional Item / OCI)	3,667.5	(2,697.5)
PBT (After Exceptional Item) %	3.7%	-2.7%
Tax	291.5	878.7
PAT / Total Comprehensive Income	3,376.0	(3,576.2)
PAT / Total Comprehensive Income%	3.4%	-3.5%

↓ (2)%

↓ (2)%

↓ (2)%

↓ (2)%

↑ 13%

Exceptional Item

CY includes Mark to Market impact on Future Retail Investments : Rs 13.13 Crs ; LY Includes impairment of Rs.36 Crs towards Hypercity & Rs 11.80 Crs towards NGIPL.

Note : Figures have been regrouped for Presentation purpose.



Consolidated Financial – Q4-2017-18

Rs. in lacs

Particular	Q4-2017-18	Q4-2016-17
Retail Sales	101,998.5	103,707.0
Margin on Sales	33,851.3	34,690.3
Margin on Sales %	33.2%	33.5%
Other Retail Operating Income	2,370.9	1,378.6
Operating expenses	30,373.9	30,742.9
Operating expenses %	29.8%	29.6%
Operating Profit (EBIDTA)	5,848.2	5,325.9
Operating Profit (EBIDTA) %	5.7%	5.1%
Finance Charges (Net)	966.9	845.5
Depreciation	2,779.8	2,571.1
PBT	2,101.5	1,909.3
PBT %	2.1%	1.8%
Share of Profit/(Loss) in Joint Ventures	(7.8)	(277.8)
PBT (After Joint Venture Profit (Loss))	2,093.7	1,631.4
PBT %	2.1%	1.6%
Exceptional Item / OCI / LDO	(2,124.7)	5,263.0
PBT (After Exceptional Item / OCI / LDO)	4,218.3	(3,631.5)
PBT %	4.1%	-3.5%
Tax	291.5	878.7
PAT / Total Comprehensive Income	3,926.9	(4,510.2)
Profit After Tax %	3.8%	-4.3%

↓ (2)%
↓ (2)%

Consolidation includes:

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

↓ (1)%
↑ 10%

↑ 10%

CY Includes Profit on Sale of Investment in Timezone Rs 7.48 Crs & Mark to Market impact on Future Retail Investments : Rs 13.13Cr
LY Includes Provision for diminution in value of investment in NGIPL.: Rs 12.83 Crs & Rs 39.51 Crs towards LDO of Hypercity & NGIPL.

*LDO : Loss from Discontinued Operation

Note : Figures have been regrouped for Presentation purpose.

Financial Summary – 2017-18



Shoppers Stop Ltd.		Rs. in lacs
Particular	2017-18	2016-17
Retail Sales	417,935.2	406,125.6
Margin on Sales	136,071.7	134,876.9
Margin on Sales %	32.6%	33.2%
Other Retail Operating Income	5,338.8	6,635.9
Operating expenses	119,382.7	121,328.6
Operating expenses %	28.6%	29.9%
Operating Profit (EBIDTA)	22,027.8	20,184.2
Operating Profit (EBIDTA) %	5.3%	5.0%
Finance Charges (Net)	2,755.5	3,780.5
Depreciation	11,192.6	11,552.0
PBT (Before Exceptional Item)	8,079.8	4,851.6
PBT%	1.9%	1.2%
Exceptional Item / OCI	4,342.0	4,780.0
PBT (After Exceptional Item / OCI)	3,737.8	71.6
PBT (After Exceptional Item) %	0.9%	0.0%
Tax	1,871.3	2,039.3
PAT / Total Comprehensive Income	1,866.5	(1,967.6)
PAT / Total Comprehensive Income%	0.4%	-0.5%

↑ 3%

↑ 1%

↓ (2)%

↑ 9%

↑ 67%

Loss on Sale of Investment in HyperCity : Rs.48.77Cr. (LY Impairment Rs 36 Crs.)
 Mark to Market impact on Future Retail Investments : Rs (7.03)Cr.
 Provision for diminution in value of investment Timezone Rs 1.7 Crs.
 LY also includes Impairment of Rs 11.80 Crs of NGIPL

Note : Figures have been regrouped for Presentation purpose.



Consolidated Financial – 2017-18

Rs. in lacs		
Particular	2017-18	2016-17
Retail Sales	427,886.4	416,620.3
Margin on Sales	141,059.6	140,855.1
Margin on Sales %	33.0%	33.8%
Other Retail Operating Income	7,857.4	9,642.0
Operating expenses	126,115.0	128,131.8
Operating expenses %	29.5%	30.8%
Operating Profit (EBIDTA)	22,802.0	22,365.4
Operating Profit (EBIDTA) %	5.3%	5.4%
Finance Charges (Net)	3,768.5	5,997.7
Depreciation	11,490.5	11,870.2
PBT	7,543.1	4,497.4
PBT %	1.8%	1.1%
Share of Profit/(Loss) in Joint Ventures	143.1	(626.6)
PBT (After Joint Venture Profit (Loss))	7,686.2	3,870.8
PBT %	1.8%	0.9%
Exceptional Item / OCI / LDO	(16,336.9)	9,718.5
PBT (After Exceptional Item / OCI / LDO)	24,023.1	(5,847.8)
PBT %	5.6%	-1.4%
Tax	1,871.3	2,039.3
PAT / Total Comprehensive Income	22,151.8	(7,887.1)
Profit After Tax %	5.2%	-1.9%

↑ 3%

↓ (2)%

↑ 2%

↑ 68%

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

Includes:
 Profit on Sale of HyperCity Rs 208.83 Crs.
 Profit on Sale of Timezone Rs 7.48 Crs.
 Mark to Market impact on Future Retail Investments : Rs 7.03Crs
 LDO of Rs 60.82 Crs of Hypercity & NGIPL (LY 84 Crs)
 LY also includes Impairment of Rs 12.83 Crs. towards NGIPL

Note : Figures have been regrouped for Presentation purpose.

*LDO : Loss from Discontinued Operation

Balance Sheet – SSL Standalone

Rs.in Lacs

PARTICULARS	UnAudited Mar'18	Audited Mar'17
Share capital	4,398	4,175
Reserves and surplus	90,939	71,900
Profit & Loss Account for the year		
Net Worth	95,337	76,076
Loan Funds	8,738	57,590
		-
Total Liabilities	104,075	133,666
Total Fixed Assets	66,593	65,220
Investments	32,527	51,149
Lease Deposit	16,648	16,180
<u>Current Assets, Loans & Advances</u>		
Stock in Trade	32,842	35,277
Sundry Debtors	4,372	3,575
Loans & Advances	4,294	4,975
Cash & Bank Balance	523	503
Other Current Assets	16,473	6,262
Total Current Assets	58,506	50,592
<u>Current Liabilities and Provisions</u>		
Trade Creditors	48,861	33,019
Other liabilities and provisions	23,316	16,885
Total Current Liabilities	72,178	49,904
Net Current Assets	(13,672)	688
Deferred Tax	1,978	429
Total Assets	104,075	133,666

Particulars	2017-18	2016-17
Debt Equity	0.09	0.76
Asset Turnover Ratio (Without Investments)	4.58	4.91
Current Ratio	0.81	1.01

Note : Figures have been regrouped for Presentation purpose.

Cash Flow – SSL Standalone

Rs.in Lacs

Particulars	For the period ended 31st Mar 18
Operating Profit	21,318
Changes in Working Capital	10,976
Cash Generated from Operating Activities	32,294
Investment in SSL Fixed Assets & Deposit for stores	(12,259)
Other Investments	14,488
Net Cash Used for Investing Activities	2,229
Proceeds from issuance of share capital	18,141
Interest & Finance Cost (Net off)	(2,923)
Dividend and Dividend Distribution Tax paid	(754)
Increase / (Decrease) in Loans	(48,852)
Cash generated from Financing Activities	(34,388)
Net Increase/(decrease) in Bank Balance	135

Note : Figures have been regrouped for Presentation purpose.



In case of any clarifications please
contact on

investor@shoppersstop.com