



SHOPPERS STOP

Performance Highlights

Q4 FY21

NEW SEASON LAUNCH



NEW SEASON LAUNCH



NEW SEASON LAUNCH



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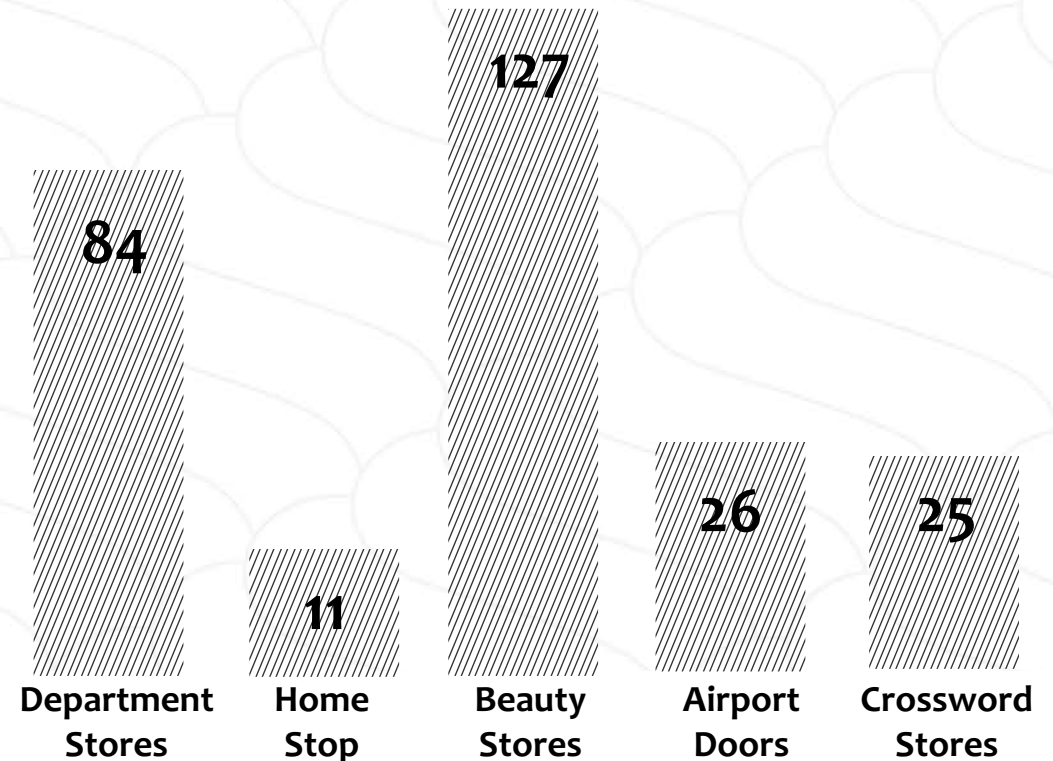


ABOUT US

47*
CITIES

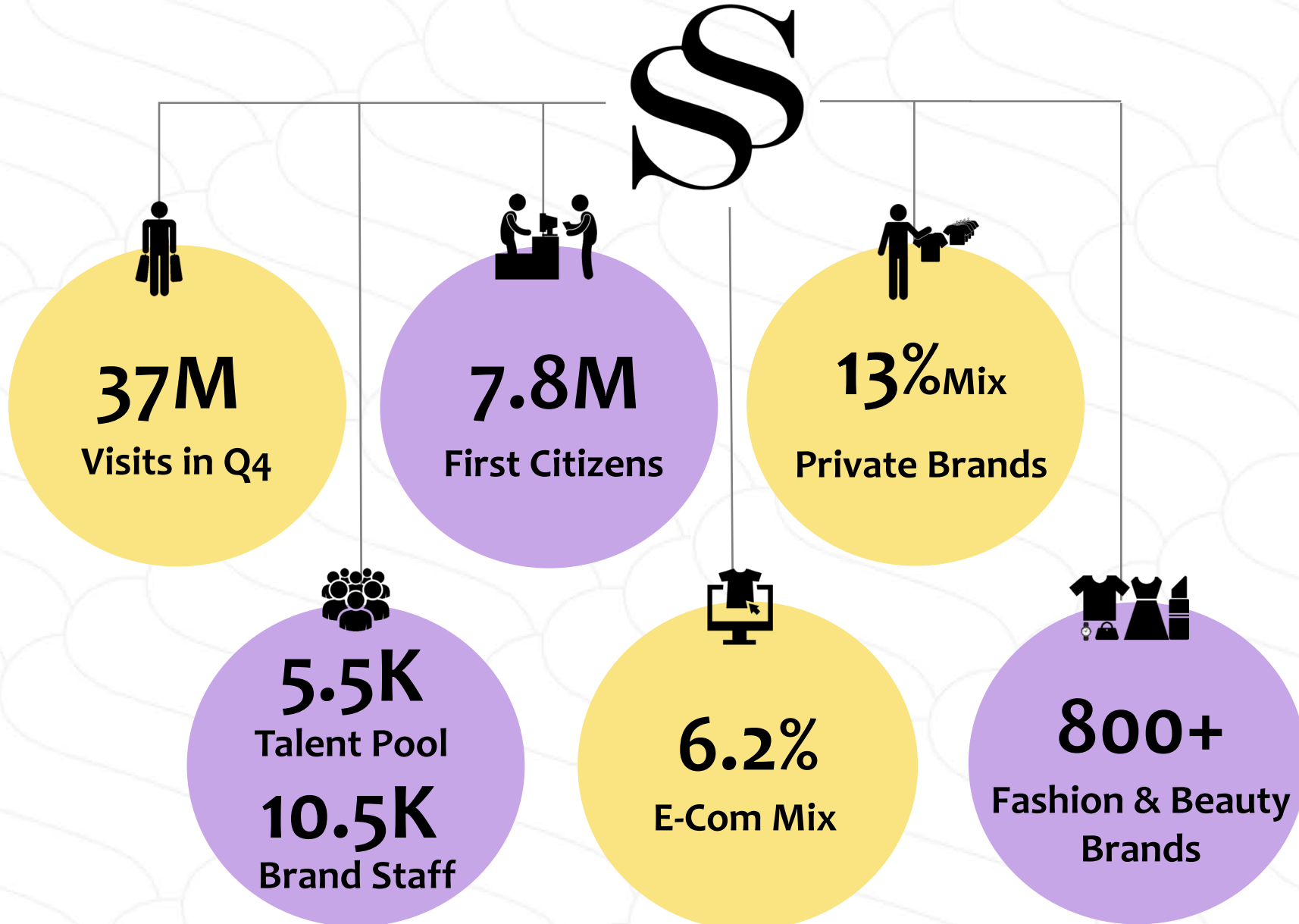
Department Stores	Store Count
Mall Stores	73
Standalone	11

273 Stores; 4.5M sq.ft.



*Includes Crossword Franchisee store cities

ABOUT US



OUR CUSTOMERS

Our Core Target Customers are upwardly mobile, middle to high income families, in the age group of 25-35 years.

They are well informed about the latest fashion and beauty trends, key influencers and decision makers in their family's shopping behaviour.

Young tech-savvy families form our secondary target group. They enjoy shopping across our Stores, App, Website and WhatsApp.

We have a fast-growing young customer base of 18-25 years age. These customers shop premium products with us, as they build their future dreams and careers.



Life

Q4 HIGHLIGHTS



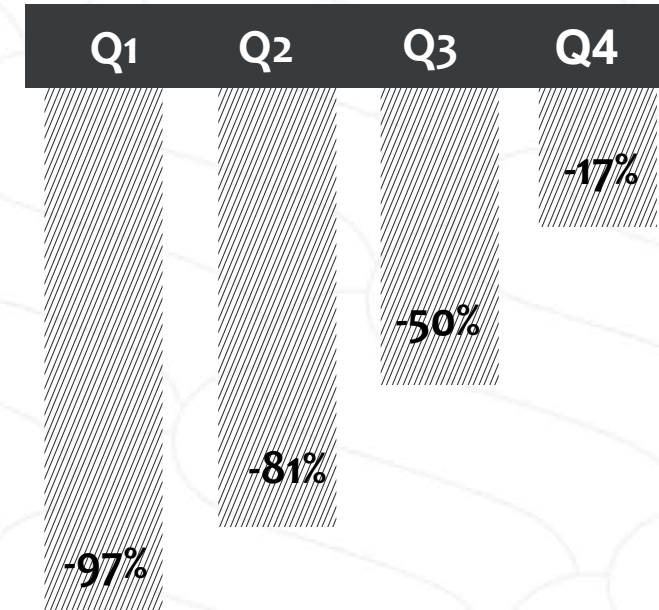
- Customer sentiment was consistently improving until 3rd Week of March
 - Highest quarterly Sales recovery of **90%**
 - Digital Sales **+188%** vs LY
 - Private Brand share **+250 bps** vs LY
 - EBITDA @ **Rs.10 Crs** vs Loss
 - Cost savings
 - Liquidity – Net surplus
Investments in MF/Banks
- Rs 43 Crs (Q4)**
Rs.432 Crs (Full year)
- Rs. 19 Crs (Debt Free)**
Rs.169 Crs

PERFORMANCE OVERVIEW

Strong Momentum in Q4

- Strong performance from our strategic Pillars
- Omni Channel Sales **+188%** vs LY, Mix **6.2%** (**+430 bps**)
- Private Brand performed significantly better, Volume grew by **38%** vs LY
- Beauty out-performed, as soon as makeover restarted
- Non Metro Stores significantly better

Footfall trend



Q4 Sales performance (vs LY)

Sales Growth

-10%

Metro

-18%

Non-Metro

+4%

Item per Bill

+15%

ATV

+6%

DIGITAL FOOTPRINT



Eyeballs
28M in Q4
+48% vs LY

Mobile App
Downloads
1.7M
+0.5M in Q4

Sales
+188% YoY

Strong Growth continues

- Transaction size of **Rs 2588** (13% vs LY), one of the highest in industry
- New Members **+0.19M**, 56% New to Online
- Fulfillment (Gross to Net) **73%**
- Significant improvement in all KPI's

Digital Sales
Mix 6.2%
+430 bps vs LY

First
Citizen Mix
39%

800+ Brands
(including
100+ Online
Exclusive)



**FIRST CITIZENS!
STEP FORWARD TO
BE PAMPERED.**

First For ard

7.8M Members

Overall Sales Contribution

Contribution : 72%

ATV : +1% vs LY

First Citizens Enrollment

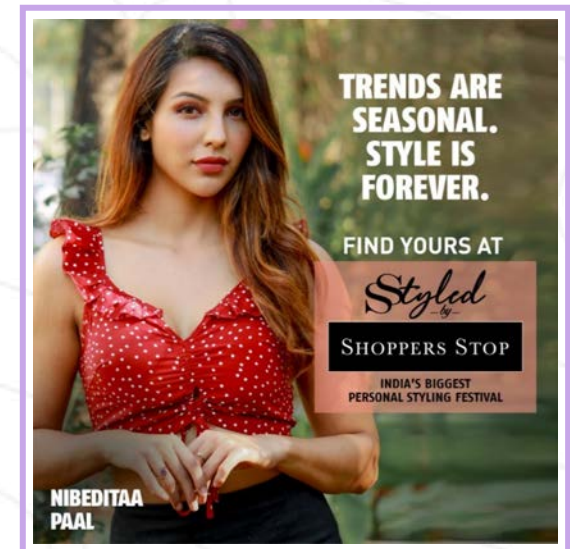
Membership	Type	Q4	FY21
Regular	Paid Enrollment	106K	538K
Black Card	Annual Subscription	9K	17K

PERSONAL SHOPPERS

- **2.6x Average Ticket Size**
- **15% (+80 bps vs LY) Contribution to Business**

Personal Shoppers responded to our Customer needs with range of our digital initiatives such as:

- **“Endless Aisle”** (31% E.Com; 2% Overall)
- **Personalized calling** by store Associates 2% of Store sales; **Average spend 1.6X**
- **Styling festivals** at stores





PRIVATE & EXCLUSIVE BRANDS

13.0%

Contribution to Business
+250 bps vs LY

- Sharpened prices led to healthy volume growth of 38%
- Launched **ALLIFE** - Athleisure in Men and Women and **INSENSE** - in Sleepwear
- Introduced Indian wear in Men's category
- Long term tie up with UK based design house for women's western range
- 80% Catalogue made available on E.Com
- Monthly collections to ensure newness at all times and higher inventory turns

BEAUTY BRANDS

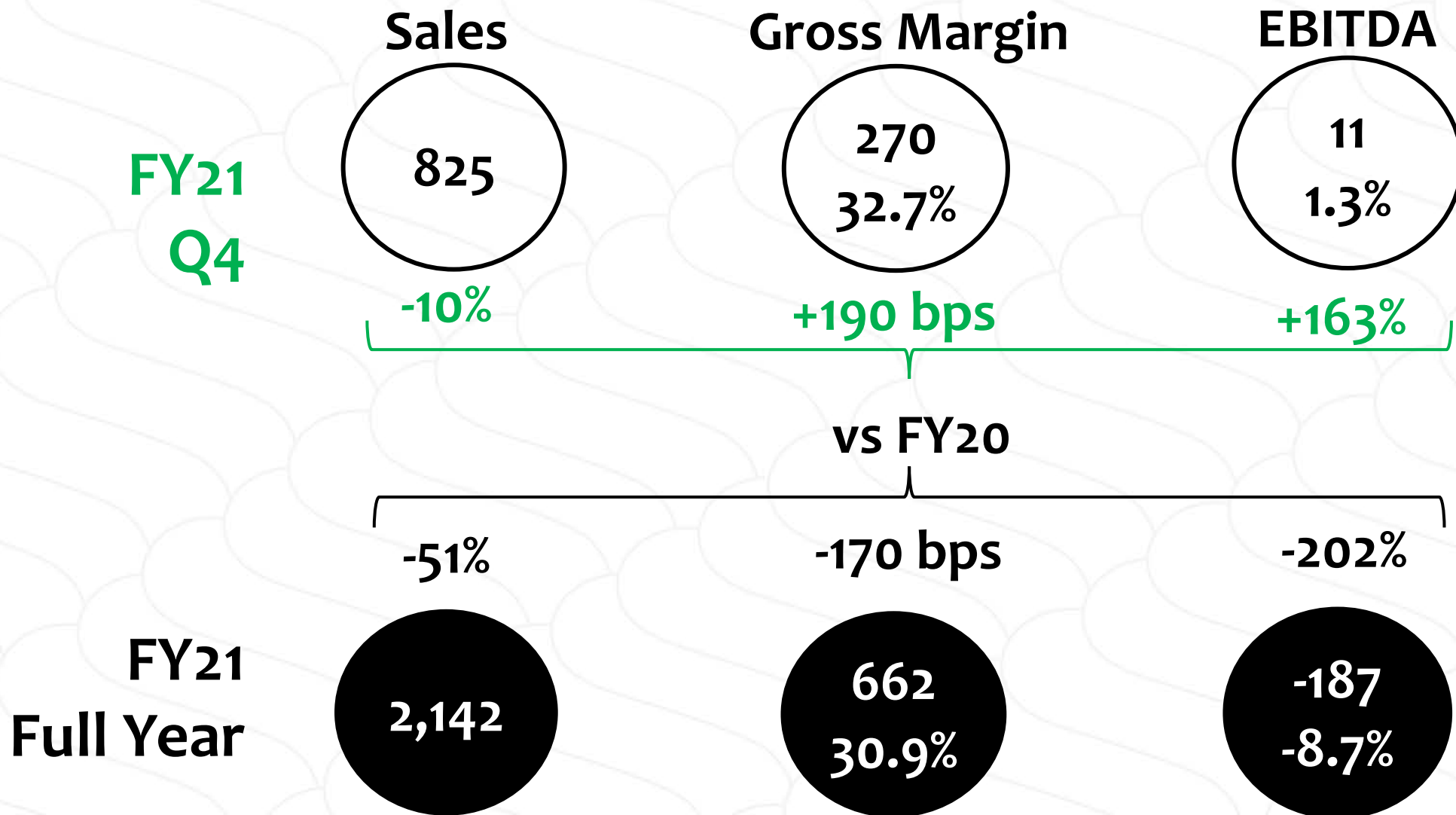
17.1%

Contribution to business
+10 bps vs LY

- **Beauty recovered better than chain in Q4**
 - Fragrance continues to lead
 - Strong Recovery with makeovers until Mid-March
- **New Brand Launches**
 - **Fragrances** – MIU MIU
 - **Skincare** – HA Serum by L'Oréal
- **Valentine Day** Celebrated across Online & Stores
- Healthy traction in private brand **Arcelia** – **44K units** sold
- **Online Activations**
 - Live session with Fiona Caroline
 - Instagram Live event with Charmaine Rao (Shiseido)



FY21 ACHIEVEMENT



FINANCIALS Q4 FY21

Particulars	Non - GAAP Financials			GAAP Financials		
Rs. in Crs.	FY 21	FY20	Gr%	FY21	FY20	Gr%
Revenue	825	916	-9.9%	671	709	-5.4%
Other Income	8	11	-28.8%	21	6	225.5%
Total Revenue	833	927	-10.1%	692	716	-3.3%
Margin	270	282	-4.3%	275	284	-3.1%
Margin%	32.7%	30.9%	190Bps	40.9%	40.0%	90Bps
Operating Exp.	268	310	-13.7%	179	207	-13.4%
EBITDA	11	-17	163.1%	116	83	40.1%
Depreciation	35	97	-63.7%	91	170	-46.6%
Finance Cost	2	1	164.1%	51	51	-0.6%
PBT	-27	-115	76.3%	-25	-137	81.9%

Adjustment in net profit	GAAP adj
PBT (as per Non GAAP)	-27
Lease Rent (Non-GAAP)	-88
Finance costs	46
Depreciation on ROU Assets	52
Remeasurement of leases life	-13
Others	1
PBT (as per GAAP)	-25

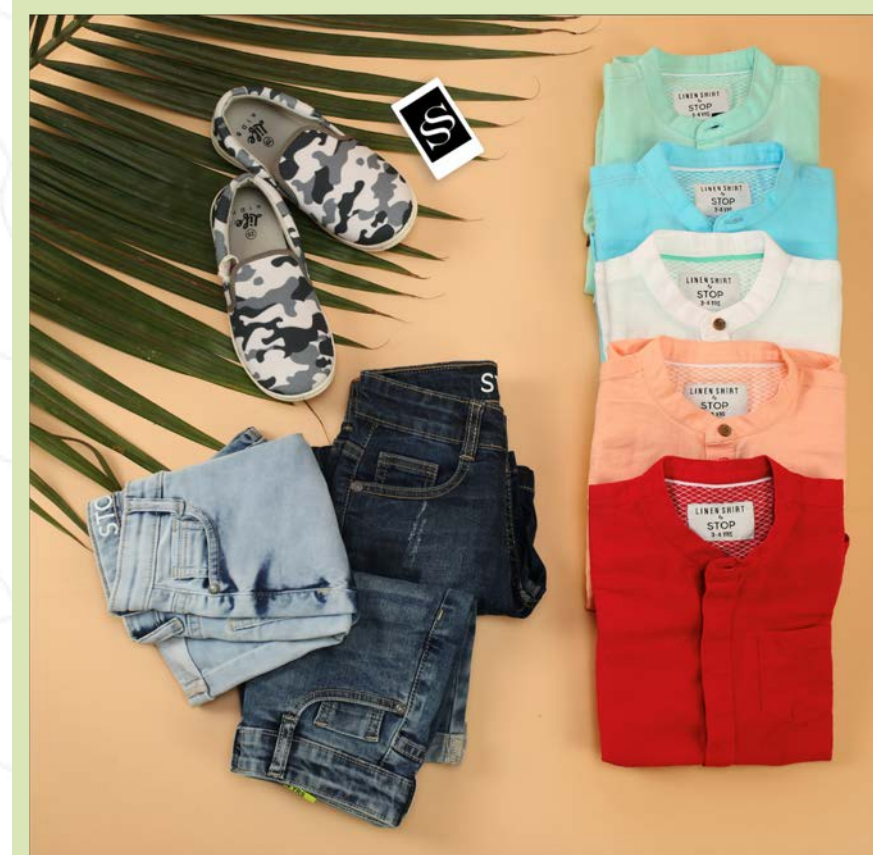
FINANCIALS YTD FY21

Particulars	Non - GAAP Financials			GAAP Financials		
Rs. in Crs.	FY21	FY20	Gr%	FY21	FY20	Gr%
Revenue	2142	4385	-51.2%	1725	3381	-49.0%
Other Income	20	53	-62.3%	219	33	553.2%
Total Revenue	2162	4438	-62.2%	1944	3414	-43.1%
Margin	662	1432	-53.8%	660	1413	-53.3%
Margin%	30.9%	32.7%	(170)Bps	38.3%	41.8%	(350)Bps
Operating Exp.	869	1302	-33.3%	607	864	-29.8%
EBITDA	-187	183	-202.0%	272	583	-53.3%
Depreciation	168	187	-10.3%	385	439	-12.4%
Finance Cost	29	5	486.6%	220	194	13.2%
PBT	-383	-9	-4130.0%	-333	-51	-556.4%

Adjustment in net profit	GAAP adj
PBT (as per Non GAAP)	-383
Lease Rent (Non-GAAP)	-243
Finance costs	187
Depreciation on ROU Assets	204
Remeasurement of leases life	-202
Others	3
PBT (as per GAAP)	-333

BALANCE SHEET

Particulars	Mar'21	Mar'20
Net worth	767	774
Loan Fund	150	124
Total Liabilities	917	898
Fixed Assets + Lease Deposit	766	858
Investments	196	226
Inventory	848	1225
Other Current Assets	455	343
Total Current Assets	1304	1568
Trade Creditors Goods	917	1278
Others	432	475
Total Current Liability	1348	1753
Net Current Assets	-45	-185
Total Assets	917	898



Net Cash	Rs. in Crs
Cash & Investments	169
Loan	150
Net Surplus	19

CASH FLOW

Particulars	Mar'21	Mar'20
Cash Profit from Operations (after tax)	-186	194
Changes in Working Capital	-59	41
Cash generated from Operations	-245	236
Fixed Assets /Reduction in Capex Creditors	-78	-212
Cash generated from Operations	-323	24
Redemption of Investments (Net)	69	-110
Cash post Investing Activities	-254	-86
Right issues Proceeds(Net)	296	0
Interest /Dividend	-28	-13
Loan Repayment	26	84
Net Increase/(decrease) in Bank Balance	40	-15



WAY FORWARD

Customer

- Grow our exclusive premium Black Card Customer subscription Service.
- Continue focus on First Citizens; specifically to convert from Offline to Omni Channel
- Re-design of CJ's and UX/UI for improved Customer Journey
- Tele-calling to continue. Expect to have circa 1.5M calls with the customers for the next quarter.
- Expansion drive to continue
- Experience zones in Stores for customers.

Product

- Continue growing Brands (both offline and online)
- Private Brand launches in line with changing customer needs
- Long term tie up with UK based design house for women's western range
- Launched ELCA brand site of Estee Lauder and Clinique.
- Continue growing Beauty – offline and online
- New product launches in Fragrances, Skincare and Arcelia.

Operations

- Investing in Omni-Channel adapting to change in consumer behavior.
- Continued focus on Cost reduction
- Adequate cash reserve; return to debt free.

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 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 attract and retain highly skilled professionals, political instability, legal 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.

Annexure

FINANCIALS Q4 FY21

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Depreciation	35	97	-63.7%	91	170	-46.6%
Finance Cost	2	1	164.1%	51	51	-0.6%
PBT	-27	-115	76.3%	-25	-137	81.9%
Exceptional Item/OCI	12	143	-91.3%	12	143	-91.6%
PBT(Aft. Excp & OCI)	-40	-258	84.6%	-37	-280	86.9%
Tax	0	-25	99.9%	0	-25	0.0%
PAT	-40	-233	83.0%	-37	-255	85.6%

Adjustment in net profit	GAAP adj
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Depreciation	168	187	-10.3%	385	439	-12.4%
Finance Cost	29	5	486.6%	220	194	13.2%
PBT	-383	-9	-4130.0%	-333	-51	-556.4%
Exceptional Item/OCI	1	195	-99.4%	-1	197	-100.3%
PBT(Aft.Excp & OCI)	-384	-204	-88.5%	-332	-248	-34.0%
Tax	-80	-8	-922.2%	-80	70	0.0%
PAT	-305	-196	-55.3%	-252	-318	20.6%

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Finance costs	187
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Remeasurement of leases life	-202
Others	3
PBT (as per GAAP)	-333

BALANCE SHEET

Particulars	Mar'21	Mar'20
Networth	767	774
Loan Fund	150	124
Total Liabilities	917	898
Fixed Assets (WDV)	548	641
Lease Deposit	218	216
Investments in CBL	27	71
Investment in Mutual Fund	128	154
Cash & Cash Equivalent	42	1
Inventory	284	470
ROR Inventory	565	755
Deferred Tax Assets	136	58
Debtors, Loans and Advances	315	267
Capital Advance	3	17
Total Current Assets	1304	1568
Trade Creditors Goods	352	523
Trade Creditors ROR	565	755
Other Creditors & Liabilities	414	436
Capex Creditors	18	39
Total Current Liability	1348	1753
Net Current Assets	-45	-185
Total Assets	917	898



CASH FLOW

Particulars	Mar'21	Mar'20
Cash Profit from Operations (after tax)	-186	194
Creditors for Goods	-362	110
Other Creditors and Liabilities	-22	61
Inventories	377	-78
Loans & Advances & Sundry Debtors	-52	-53
Cash generated from Operations	-245	236
Fixed Assets(including CWIP) & Deposit	-57	-241
Reduction in Creditors for Capex	-22	30
Cash generated from Operations	-323	24
ICD to WOS	-15	-3
Proceeds from FRL shares sale	58	5
Investment in Mutual Funds	26	-112
Cash generated post Investing Activities	-254	-86
Right issues Proceeds(Net)	296	0
Interest & Finance Cost (Net Off Income)	-28	-5
Dividend and Dividend Distribution Tax paid	0	-8
Loan Repayment	26	84
Net Increase/(decrease)in Bank Balance	40	-15



In case of any clarifications please contact on investor@shoppersstop.com