



# 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

- ❑ 3 Departmental stores opened during the quarter : Ahmedabad CG Road , Pune Magarpatta and Vizag.
- ❑ 1 Home Stop Store opened in Pune Magarpatta during this quarter.
- ❑ 2 Crossword Stores opened in Mumbai and Hyderabad and 8 Crossword Franchisee stores Opened in Bilaspur , Surat , Udaipur, Bangalore , Ranchi , Pune and Goa during the quarter.

## ➤ Loyalty Program

- ❑ First Citizen members club has now reached 35.14 lacs members. Their contribution to sales was 72%





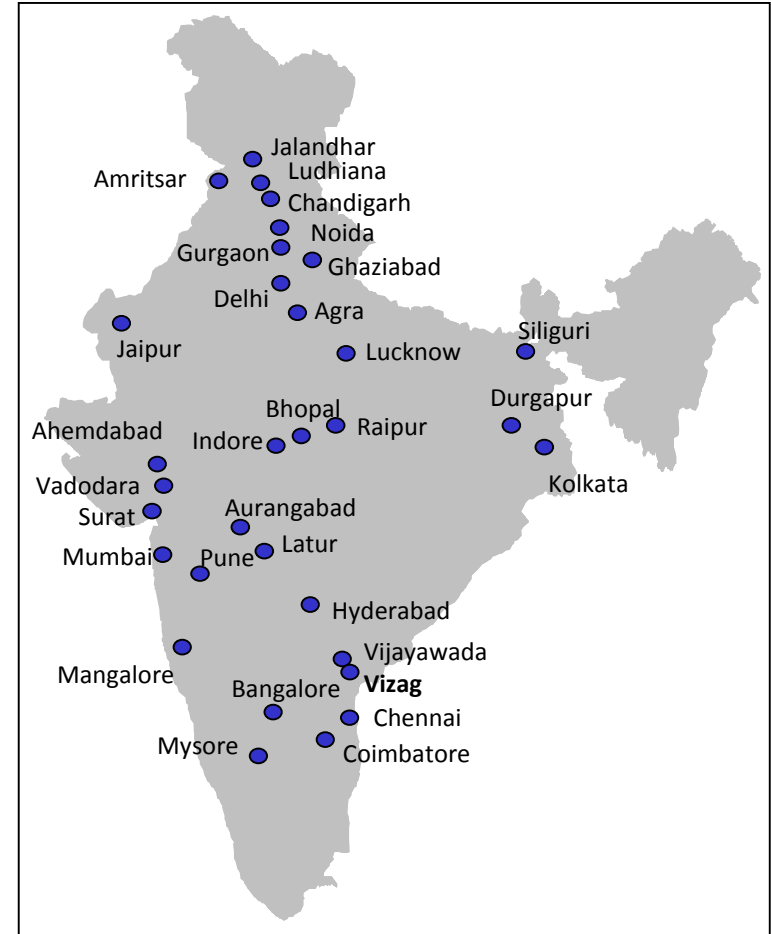
# Awards & Recognition

- *Awarded the “Best Employer Brand “ at the 5<sup>th</sup> Asia Best Employer Brand Awards Ceremony held at Singapore.*
- *Awarded the “ Best Supply Chain Company in Retail Vertical” during the 8<sup>th</sup> Express Logistic and Supply chain Conclave conducted by ELSC ( Express Logistic and Supply Chain ),on 24<sup>th</sup> September,2014.*
- *Won the “ Tata Institute of Social Science ( TISS )” LEAP VAULT CLO Awards – L&D Team of The Year Award on October,09,2014.*



# Our Presence and still expanding...

| City       | SS Dept. | Crossword | Home Stop | Mother Care | MAC/Estee/<br>Clinique/<br>Bobbi Brown | Hypercity | Total |
|------------|----------|-----------|-----------|-------------|--|-----------|-------|
| Amritsar   | 1        |           |           |             | 3                                      | 1         | 5     |
| Bangalore  | 8        | 7         | 4         |             | 12                                     | 3         | 34    |
| Chennai    | 4        | 1         | 1         |             | 5                                      |           | 11    |
| Delhi      | 6        | 2         | 1         | 1           | 10                                     |           | 20    |
| Gurgaon    | 2        |           |           |             | 4                                      |           | 6     |
| Hyderabad  | 5        | 7         | 2         | 1           | 3                                      | 2         | 20    |
| Jaipur     | 3        | 1         | 1         |             |  | 1         | 6     |
| Kolkata    | 4        | 1         |           |             | 6                                      |           | 11    |
| Lucknow    | 1        | 1         | 1         |             |  |           | 3     |
| Mumbai     | 8        | 21        | 3         | 1           | 15                                     | 2         | 50    |
| 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  |          | 1         |           |             |  |           | 1     |
| Vizag      | 1        |           |           |             |  |           | 1     |
| Total      | 72       | 50        | 19        | 3           | 72                                     | 15        | 231   |

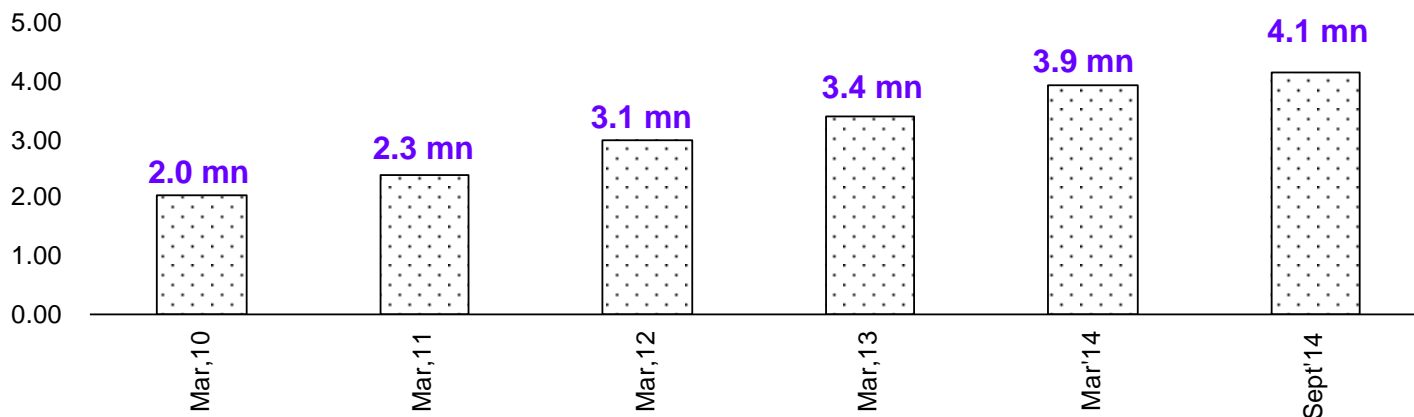


➤ More than 5.65 million sq. ft. area, across 33 cities



# Existing Stores

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



### Store Area as on 30<sup>th</sup> September,2014

### Chargeable Area (Sq.ft.)

Shoppers Stop

3,802,935

Specialty Stores

361,839

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Total Store Area

4,164,774

=====

Crossword

99,422

Hypercity

1,215,775

JV Companies

178,889

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Total Group

5,658,860

=====



# New Store Opened



Location : Ahmedabad CG Road

Opening Date : 22<sup>nd</sup> Aug 2014

Chargeable Area : 50400 sq .ft.



# New Store Opened



Location : Pune Magarpatta

Opening Date : 16<sup>th</sup> September 2014

Chargeable Area : 50799 sq .ft.





# New Store Opened



Location : Vizag

Opening Date : 18<sup>th</sup> Sep 2014

Chargeable Area : 47101 sq .ft.



# Key Financial Highlights – Q2-2014-15

- **Sales Growth:**

Shoppers Stop department stores : 16.4%

All formats : 17.5%

- **LTL Sales Growth:**

Shoppers Stop department stores : 11%

stores > 5 years : 6.9%

stores < 5 years : 20.2%

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

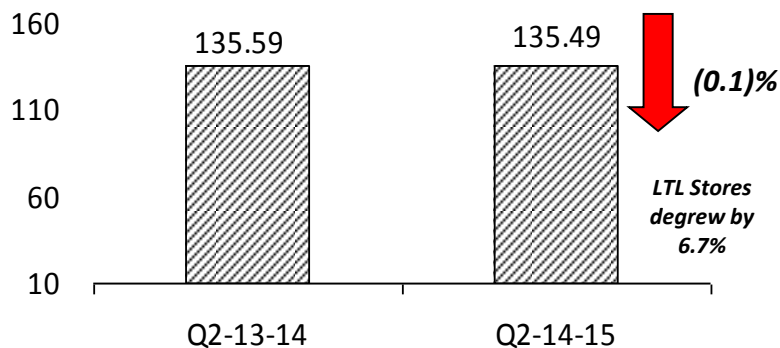
Shoppers Stop department stores : Rs 2,354 (LY Rs. 2,217)



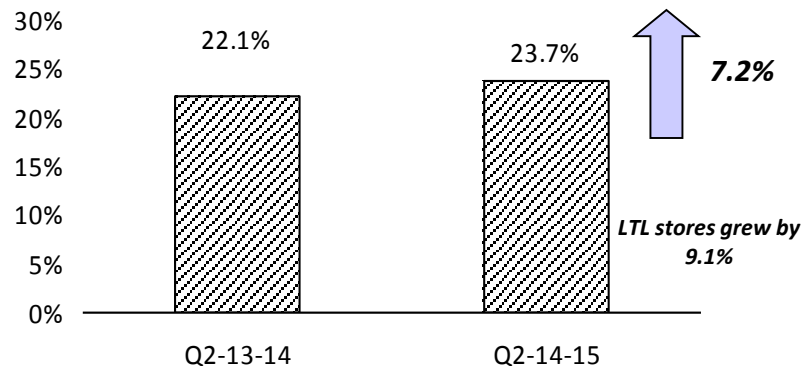


# Operational Indicators – Q2-2014-15

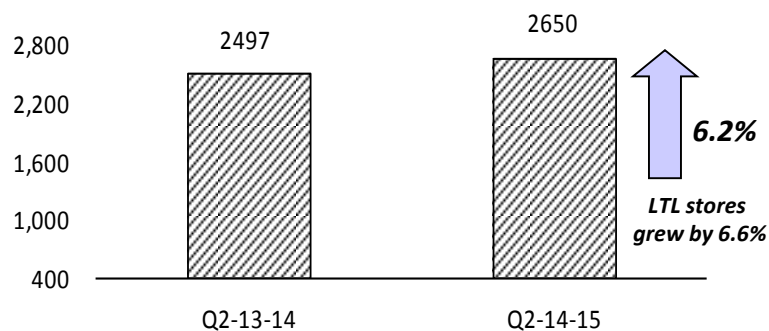
Customer Entry (figures in lacs.)



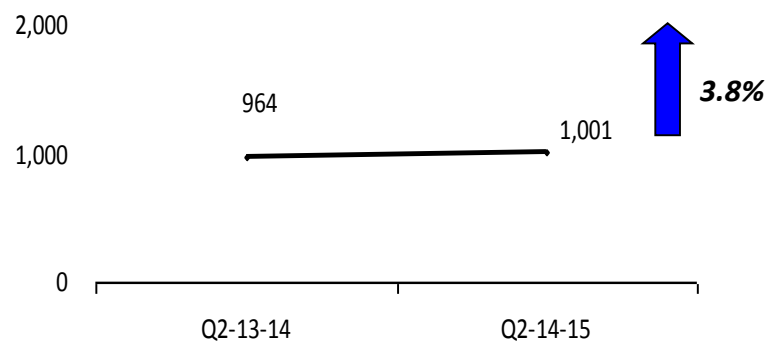
Conversion Ratio (%)



Transaction Size (Rs.)



Average Selling Price ("ASP")



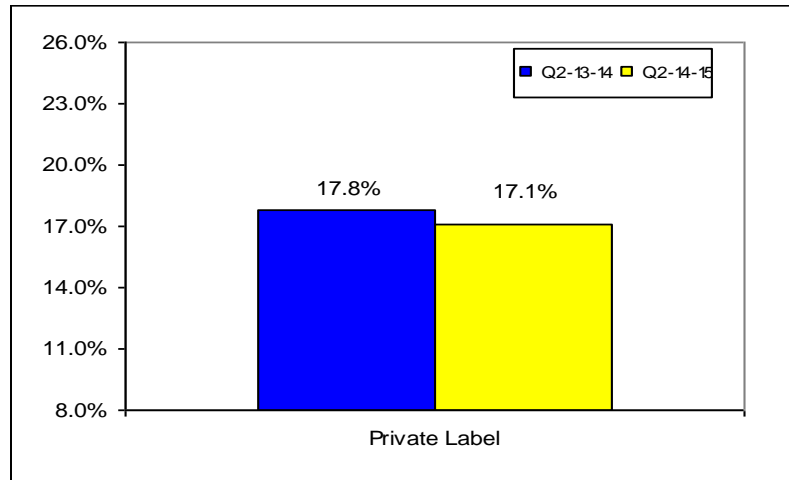
LTL Volume

7.2%



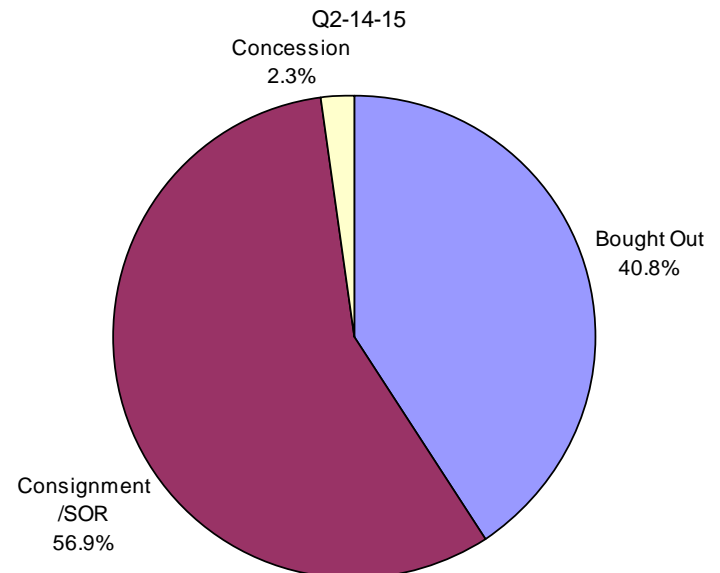
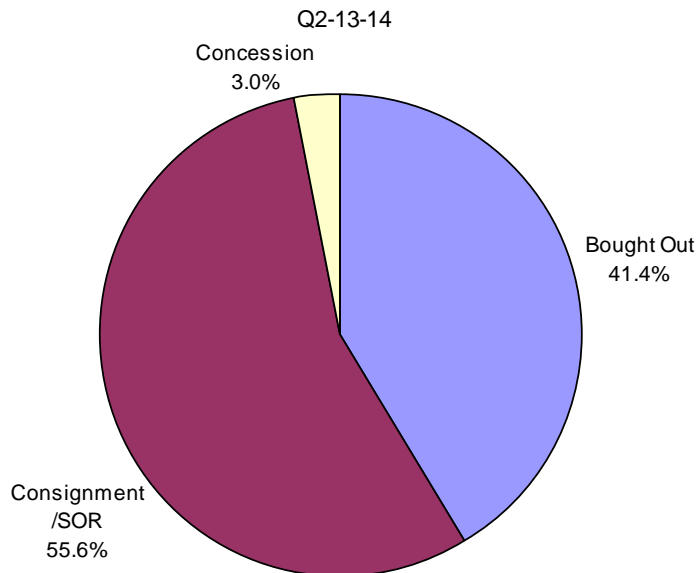
# Merchandise Mix – Q2-2014-15

## Private Label Mix



- Private Label Sales increased by 10%.
- Private Label Mix decreased by 70bps

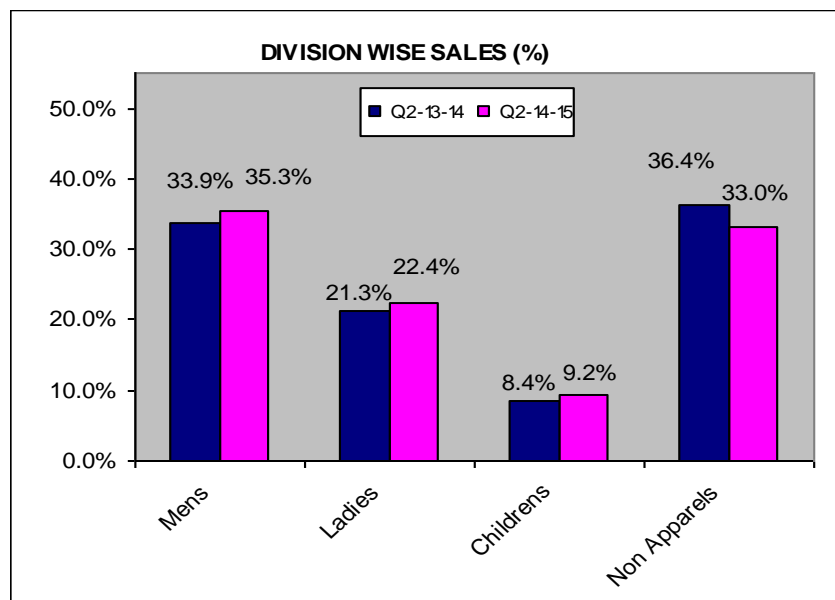
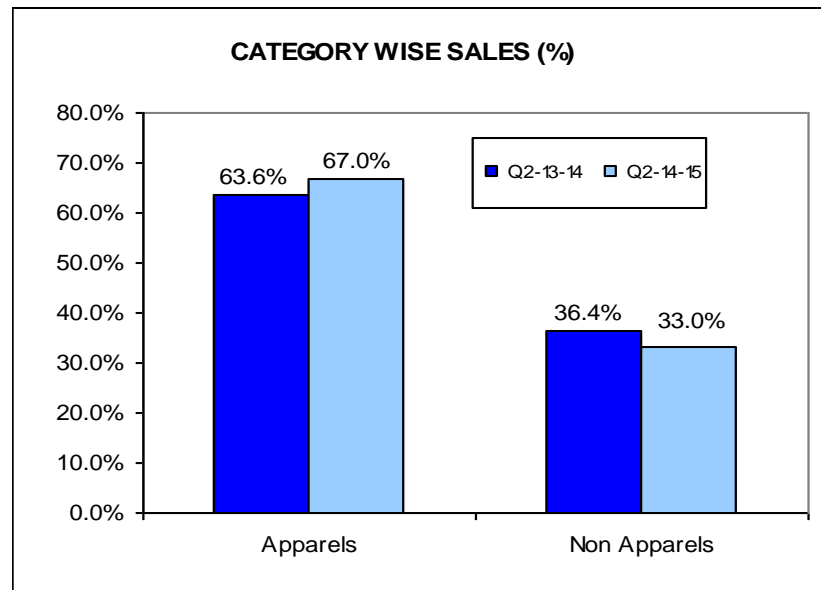
## Merchandise Buying Model



# Revenue Mix – Q2-2014-15



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



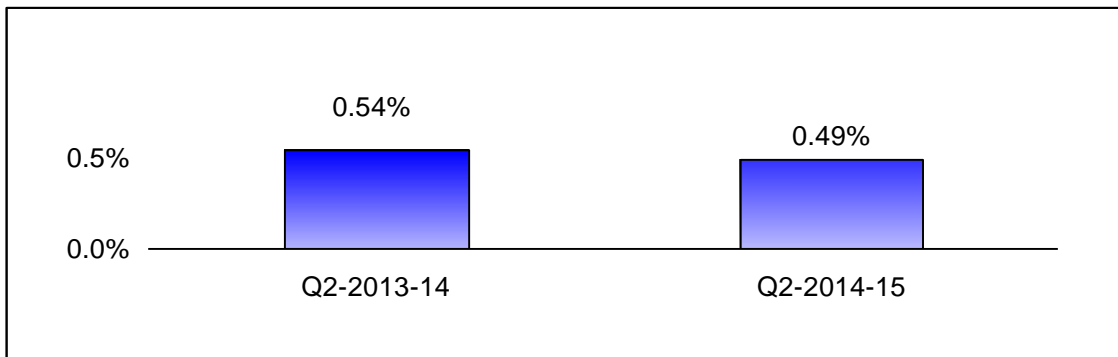


# Operational Efficiency Q2-2014-15 & H1-2014-15:

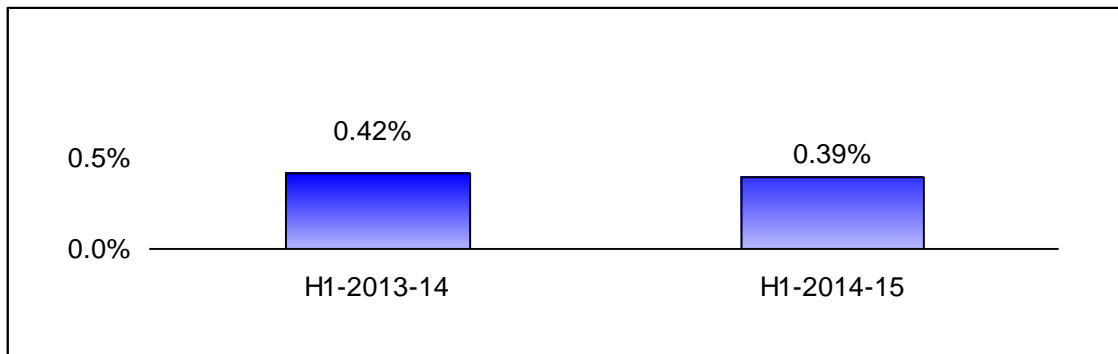
Shrinkage as % of Gross Retail Sales

*(SS Dept. Stores)*

## Q2-2014-15



## H1-2014-15





# Financial Summary – Q2-2014-15

Shoppers Stop Ltd.

Rs. in lacs

| Particular                    | Q2-2014-15 | Q2-2013-14 |       |
|-------------------------------|------------|------------|-------|
| Retail Turnover               | 96,772.6   | 82,062.6   | ↑ 18% |
| Retail Sales                  | 95,358.1   | 81,157.6   |       |
| Margin on Sales               | 30,654.9   | 25,648.9   | ↑ 20% |
| Margin on Sales %             | 32.1%      | 31.6%      |       |
| Other Retail Operating Income | 1,414.5    | 905.1      |       |
| Operating expenses            | 26,519.8   | 22,577.9   | ↑ 17% |
| Operating expenses %          | 27.8%      | 27.8%      |       |
| Operating Profit (EBIDTA)     | 5,549.6    | 3,976.0    | ↑ 40% |
| Operating Profit (EBIDTA) %   | 5.8%       | 4.9%       |       |
| Finance Charges (Net)         | 817.0      | 648.8      |       |
| Depreciation                  | 1,957.4    | 1,671.8    | ↑ 68% |
| PBT                           | 2,775.2    | 1,655.4    |       |
| PBT%                          | 2.9%       | 2.0%       |       |
| Tax                           | 1,184.6    | 663.6      | ↑ 60% |
| Profit After Tax              | 1,590.5    | 991.8      |       |
| Profit After Tax %            | 1.7%       | 1.2%       |       |

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

Note : Figures have been regrouped for Presentation purpose.





# Consolidated Financial – Q2-2014-15



| Rs. in lacs                   |            |            |
|-------------------------------|------------|------------|
| Particular                    | Q2-2014-15 | Q2-2013-14 |
| Retail Turnover               | 126,340.5  | 111,561.4  |
| Retail Sales                  | 124,144.0  | 110,108.1  |
| Margin on Sales               | 38,047.5   | 32,546.5   |
| Margin on Sales %             | 30.6%      | 29.6%      |
| Other Retail Operating Income | 2,196.5    | 1,453.3    |
| Operating expenses            | 34,921.8   | 31,221.0   |
| Operating expenses %          | 28.1%      | 28.4%      |
| Operating Profit (EBIDTA)     | 5,322.1    | 2,778.9    |
| Operating Profit (EBIDTA) %   | 4.3%       | 2.5%       |
| Finance Charges (Net)         | 1,563.0    | 1,418.2    |
| Depreciation                  | 2,997.7    | 2,278.6    |
| PBT                           | 761.4      | (917.9)    |
| PBT %                         | 0.6%       | -0.8%      |
| Tax                           | 1,184.7    | 663.6      |
| Minority Interest             | 801.6      | 1,263.1    |
| Profit After Tax              | 378.4      | (318.4)    |
| Profit After Tax %            | 0.3%       | -0.3%      |



13%

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



17%



12%



92%

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



183%



219%

Note : Figures have been regrouped for Presentation purpose.

# Balance Sheet – SSL Standalone

Rs.in Lacs

| PARTICULARS                    | Unaudited<br>Sept'14 | Audited<br>March'14 |
|--------------------------------|----------------------|---------------------|
| <b>EQUITY AND LIABILITIES</b>  |                      |                     |
| <b>SHAREHOLDERS' FUNDS</b>     |                      |                     |
| Share capital                  | 4,163.5              | 4,160.8             |
| Reserves and surplus           | 70,438.1             | 68,706.5            |
| Net Worth                      | 74,601.6             | 72,867.3            |
| <b>NON CURRENT LIABILITIES</b> |                      |                     |
| Long-term borrowings           | 25,726.2             | 19,983.3            |
| Long-term provisions           | 857.3                | 996.2               |
| Total Non Current Liabilities  | 26,583.5             | 20,979.5            |
| <b>CURRENT LIABILITIES</b>     |                      |                     |
| Short-term borrowings          | 18,232.4             | 17,480.7            |
| Trade payables                 | 36,488.0             | 30,969.5            |
| Other current liabilities      | 19,258.6             | 22,521.3            |
| Short-term provisions          | 390.9                | 1,066.2             |
| Total Current Liabilities      | 74,370.0             | 72,037.8            |
| <b>Total</b>                   | <b>175,555.1</b>     | <b>165,884.5</b>    |
| <b>ASSETS</b>                  |                      |                     |
| <b>NON CURRENT ASSETS</b>      |                      |                     |
| Total Fixed assets             | 62,496.0             | 58,090.0            |
| Non current investments        | 40,649.5             | 38,759.9            |
| Long term loans and advances   | 29,916.1             | 30,119.4            |
| Total Non Current Assets       | 133,061.6            | 126,969.2           |
| <b>CURRENT ASSETS</b>          |                      |                     |
| Inventories                    | 31,057.7             | 29,553.6            |
| Trade Receivables              | 2,097.0              | 2,600.3             |
| Cash and cash equivalents      | 789.9                | 873.4               |
| Short term Loans and advances  | 6,669.2              | 4,397.5             |
| Other current assets           | 1,879.7              | 1,490.5             |
| Total Current Assets           | 42,493.5             | 38,915.3            |
| <b>Total</b>                   | <b>175,555.1</b>     | <b>165,884.5</b>    |

| Particulars                                      | H1-14-15 | H1-13-14 |
|--|----------|----------|
| Debt Equity                                      | 0.65     | 0.56     |
| Asset Turnover Ratio (Without Inv. In Group Co.) | 2.31     | 2.19     |
| Current Ratio                                    | 0.89     | 0.93     |

SSL Debt : 479 Cr  
Hypercity Debt : 206 Cr

Note : Figures have been regrouped for Presentation purpose.



# Cash Flow – SSL Standalone

Rs.in Lacs

| Particulars   | For the period ended<br>30th Sept,2014 |
|---|--|
| <b>Operating Profit</b>                             | <b>7,373</b>                           |
| Changes in Working Capital                          | 2,129                                  |
| <b>Cash Generated from Operating Activities</b>     | <b>9,502</b>                           |
| Investment in SSL Fixed Assets & Deposit for stores | (8,106)                                |
| Investment in JV/ Subsidiary Companies              | (2,114)                                |
| <b>Net Cash Used for Investing Activities</b>       | <b>(10,219)</b>                        |
| Proceeds from issuance of share capital             | 138                                    |
| Interest & Finance Cost (Net off)                   | (1,792)                                |
| Dividend and Dividend Distribution Tax paid         | (730)                                  |
| Increase / (Decrease) in Loans                      | 3,018                                  |
| <b>Cash generated from Financing Activities</b>     | <b>634</b>                             |
| <b>Net Increase/(decrease) in Bank Balance</b>      | <b>(83)</b>                            |

Note : Figures have been regrouped for Presentation purpose.











# H1-2014-15 Financials



# Financial Summary – H1-2014-15

Shoppers Stop Ltd.

Rs. in lacs

| Particular                            | H1-2014-15       | H1-2013-14       |   |
|---------------------------------------|------------------|------------------|---|
| <b>Retail Turnover</b>                | <b>165,849.3</b> | <b>142,993.9</b> |  16%   |
| <b>Retail Sales</b>                   | 163,234.0        | 141,270.7        |   |
| <b>Margin on Sales</b>                | <b>54,842.2</b>  | <b>46,762.5</b>  |  17%   |
| <b>Margin on Sales %</b>              | <b>33.6%</b>     | <b>33.1%</b>     |   |
| Other Retail Operating Income         | 2,615.3          | 1,723.2          |   |
| Operating expenses                    | 48,828.8         | 42,174.6         |  16%   |
| <b>Operating expenses %</b>           | <b>29.9%</b>     | <b>29.9%</b>     |   |
| <b>Operating Profit (EBIDTA)</b>      | <b>8,628.7</b>   | <b>6,311.1</b>   |  37%   |
| <b>Operating Profit (EBIDTA) %</b>    | <b>5.3%</b>      | <b>4.5%</b>      |   |
| Finance Charges (Net)                 | 1,784.0          | 1,314.8          |   |
| Depreciation                          | 3,943.1          | 2,999.5          |   |
| <b>PBT ( Before Exceptional Item)</b> | <b>2,901.6</b>   | <b>1,996.8</b>   |   |
| <b>PBT%</b>                           | <b>1.8%</b>      | <b>1.4%</b>      |   |
| Exceptional Items                     | -                | 67.4             |  50% |
| <b>PBT</b>                            | <b>2,901.6</b>   | <b>1,929.4</b>   |   |
| <b>PBT %</b>                          | <b>1.8%</b>      | <b>1.4%</b>      |   |
| Tax                                   | 1,236.0          | 773.5            |  44% |
| <b>Profit After Tax</b>               | <b>1,665.6</b>   | <b>1,155.9</b>   |   |
| <b>Profit After Tax %</b>             | <b>1.0%</b>      | <b>0.8%</b>      |   |

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

Note : Figures have been regrouped for Presentation purpose.





# Consolidated Financial – H1-2014-15



Rs. in lacs

| Particular                              | H1-2014-15       | H1-2013-14       |
|---|------------------|------------------|
| <b>Retail Turnover</b>                  | <b>224,814.6</b> | <b>198,171.7</b> |
| <b>Retail Sales</b>                     | <b>220,721.8</b> | <b>195,308.8</b> |
| <b>Margin on Sales</b>                  | <b>69,511.1</b>  | <b>60,371.6</b>  |
| <b>Margin on Sales %</b>                | <b>31.5%</b>     | <b>30.9%</b>     |
| Other Retail Operating Income           | 4,092.8          | 2,862.9          |
| Operating expenses                      | 65,489.2         | 58,889.3         |
| <b>Operating expenses %</b>             | <b>29.7%</b>     | <b>30.2%</b>     |
| <b>Operating Profit (EBIDTA)</b>        | <b>8,114.7</b>   | <b>4,345.2</b>   |
| <b>Operating Profit (EBIDTA) %</b>      | <b>3.7%</b>      | <b>2.2%</b>      |
| Finance Charges (Net)                   | 3,352.5          | 2,848.4          |
| Depreciation                            | 5,864.8          | 4,560.1          |
| <b>PBT ( Before Exceptional Item)</b>   | <b>(1,102.6)</b> | <b>(3,063.3)</b> |
| <b>PBT % ( Before Exceptional Item)</b> | <b>-0.5%</b>     | <b>-1.6%</b>     |
| Exceptional Items                       | -                | 67.4             |
| <b>PBT</b>                              | <b>(1,102.6)</b> | <b>(3,130.7)</b> |
| <b>PBT %</b>                            | <b>-0.5%</b>     | <b>-1.6%</b>     |
| Tax                                     | 1,236.0          | 773.5            |
| Minority Interest                       | 1,703.5          | 2,474.3          |
| <b>Profit After Tax</b>                 | <b>(635.1)</b>   | <b>(1,430.0)</b> |
| <b>Profit After Tax %</b>               | <b>-0.3%</b>     | <b>-0.7%</b>     |



13%

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



15%



11%



87%

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



65%



56%

Note : Figures have been regrouped for Presentation purpose.



# HyperCITY

## Investor Presentation – Q2 FY15



## Key Highlights

- LTL Sales growth : 1%. LTL Ex-CDIT growth: 4%\*
- LTL sales psf growth : 13.7%
- Fashion mix at 14.2% [LY: 11.4%].
- Margin on sales up by 140 bps.
- LTL opex de-growth: 6%.
- Store operating profit Rs. 907 lacs; [LY: 130 lacs].
- First time Company EBITDA break-even at Rs. 20 lacs; [LY: (1259) lacs].

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



## HyperCITY - Key Financials Highlights

- **Sales Growth:**

HyperCITY stores : 6%

- **LTL Sales Growth :**

HyperCITY stores : 1% (Ex-CDIT : 4%)  
- stores > 5 years : (5%) (Ex-CDIT : (1%))  
- stores < 5 years : 6% (Ex-CDIT : 9%)

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

LTL level \* : Rs 2,026 (LY Rs 1,781)

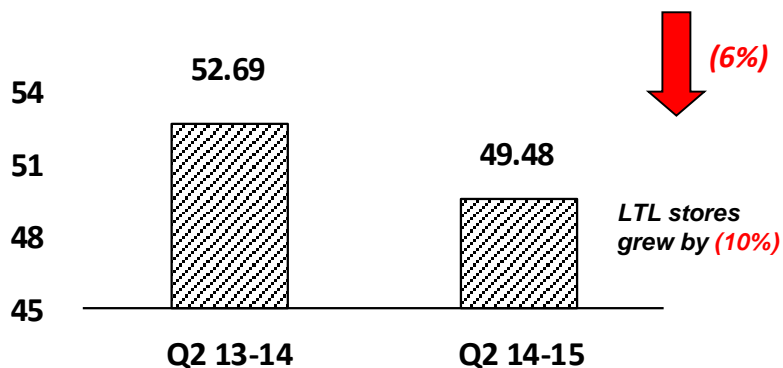
Chain level : Rs 1,895 (LY Rs 1,814)

\* LTL sales psf is after excluding major concessionaire/ sub-lease area of 71k sq ft (LY: 4k sq ft).

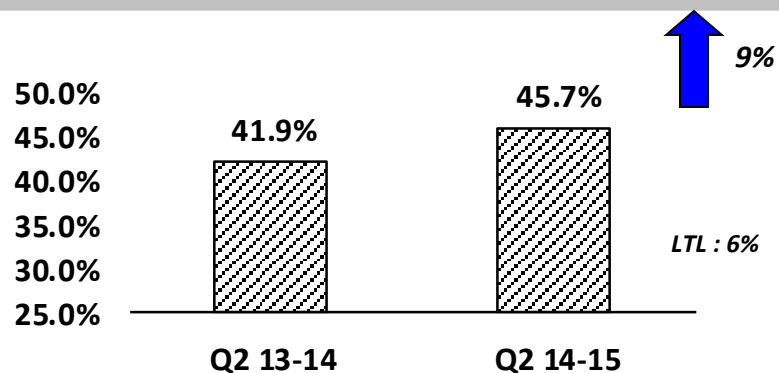


# Footfalls, ASP , Conversion and Average Ticket size

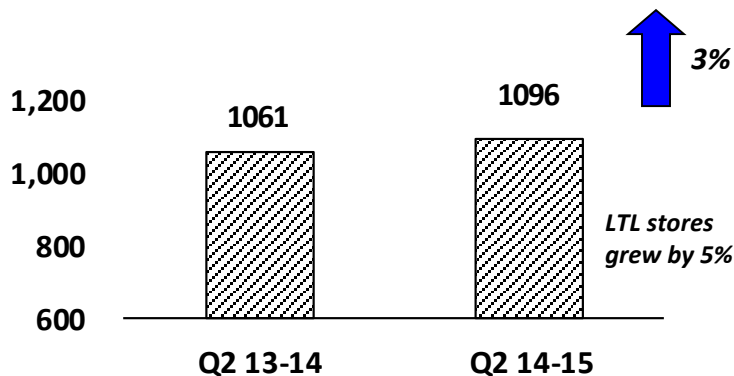
Customer Entry (figures in lacs.)



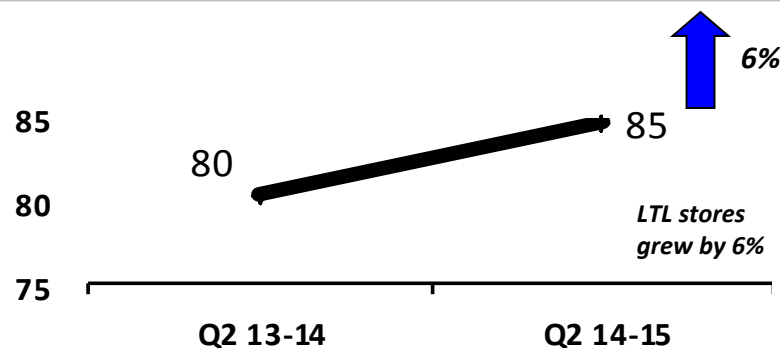
Conversion Ratio (%)



Transaction Size (Rs.)



Average Selling Price ("ASP")



• LTL Volume

(5%)



# HyperCITY Financials – Q2 - 2014-15

Rs.in lacs

| Particular                                  | Q2 FY15        | % Sales       | Q2 FY14        | % Sales       | Growth%       |
|---|----------------|---------------|----------------|---------------|---------------|
| <b>Retail Sales (Including VAT)</b>         | <b>24,790</b>  | <b>107.6%</b> | <b>23,435</b>  | <b>108.0%</b> | <b>5.8%</b>   |
| <b>Retail Sales (Net of VAT)</b>            | <b>23,035</b>  | <b>100.0%</b> | <b>21,702</b>  | <b>100.0%</b> | <b>6.1%</b>   |
| <b>Gross Margin</b>                         | <b>5,156</b>   | <b>22.4%</b>  | <b>4,699</b>   | <b>21.7%</b>  | <b>9.7%</b>   |
| DC Cost                                     | 190            | 0.8%          | 303            | 1.4%          | -37.3%        |
| Shrinkage                                   | 131            | 0.6%          | 147            | 0.7%          | -10.8%        |
| <b>Margin on Sales</b>                      | <b>4,835</b>   | <b>21.0%</b>  | <b>4,249</b>   | <b>19.6%</b>  | <b>13.8%</b>  |
| Store Operating Expenses                    | 4,687          | 20.3%         | 4,686          | 21.6%         | 0.0%          |
| Other Retail Operating Income               | 759            | 3.3%          | 567            | 2.6%          | 33.9%         |
| <b>Store EBIDTA</b>                         | <b>907</b>     | <b>3.9%</b>   | <b>130</b>     | <b>0.6%</b>   | <b>596.5%</b> |
| Service Office / Pre-ops Exp.               | 886            | 3.8%          | 1,389          | 6.4%          | -36.2%        |
| Loss / (Profit) on sale of Property options |                |               |                |               |               |
| <b>COMPANY EBIDTA</b>                       | <b>20</b>      | <b>0.1%</b>   | <b>(1,259)</b> | <b>-5.8%</b>  | <b>101.6%</b> |
| Depreciation                                | 707            | 3.1%          | 470            | 2.2%          | 50.4%         |
| Finance Charges                             | 950            | 4.1%          | 849            | 3.9%          | 11.9%         |
| <b>PAT</b>                                  | <b>(1,636)</b> | <b>-7.1%</b>  | <b>(2,578)</b> | <b>-11.9%</b> | <b>36.5%</b>  |

- LTL Ex-CDIT : 4%.
- LTL sales PSF growth : 13.7%
- LTL Opex Growth : (6%)
- SO/pre-ops excl. one-time cost; growth is (22%).
- Depn. Includes New Companies Act rate change impact of Rs.1.0 Crs & store refit impairment of Rs 0.9 Crs.

• Numbers have been regrouped for analytical representation





# H1 - FY15



## HyperCITY - Key Financials Highlights

- **Sales Growth:**

HyperCITY stores : **7%**

- **LTL Sales Growth :**

HyperCITY stores : **(3%)** (Ex-CDIT : 1%)

- stores > 5 years : **(7%)** (Ex-CDIT : **(2%)**)

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

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

LTL level \* : **Rs 4,083** (LY Rs 3,700)

Chain level : **Rs 3,778** (LY Rs 3,702)

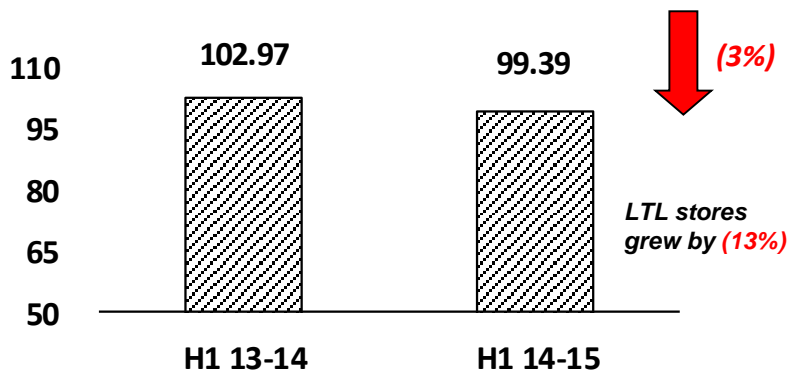
\* LTL sales psf is after excluding major concessionaire/ sub-lease area of 71k sq ft (LY: 4k sq ft).



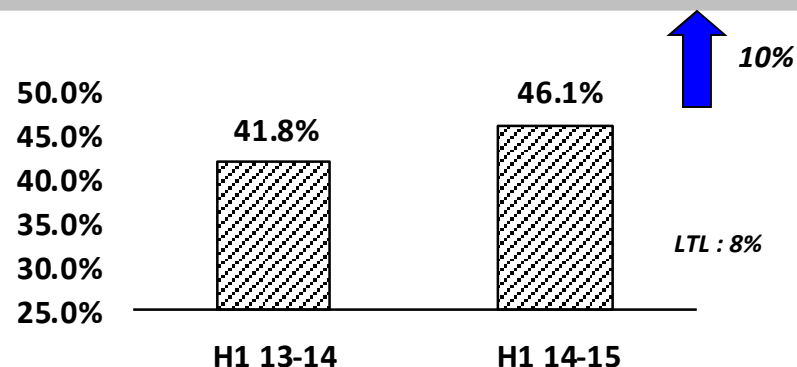


# Footfalls, ASP , Conversion and Average Ticket size

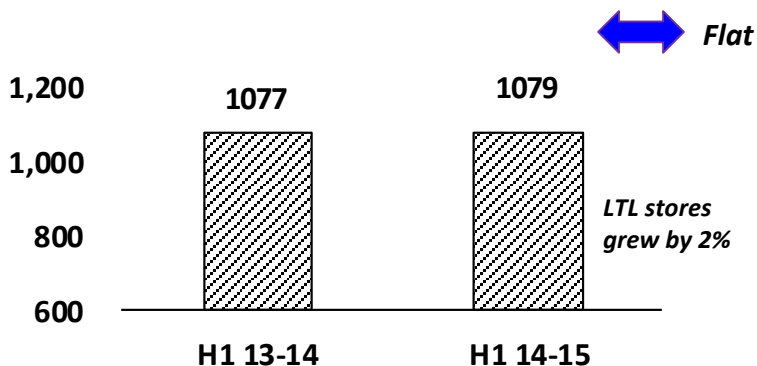
**Customer Entry (figures in lacs.)**



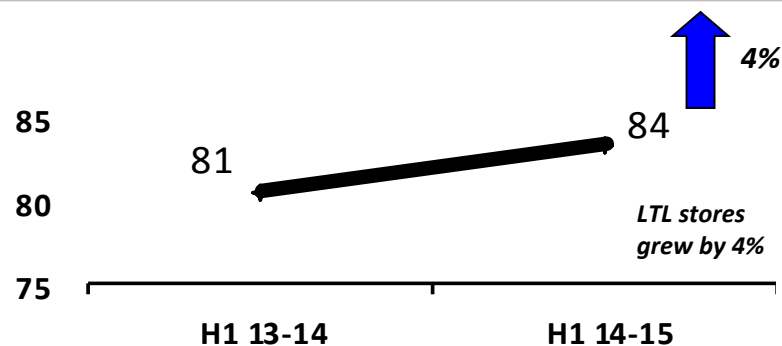
**Conversion Ratio (%)**



**Transaction Size (Rs.)**



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



• LTL Volume

(7%)





# HyperCITY Financials – H1 – 2014-15

| Particular                                  | Rs. in lacs |         |         |         |         |
|---|-------------|---------|---------|---------|---------|
|   | H1 FY15     | % Sales | H1 FY14 | % Sales | Growth% |
| Retail Sales (Including VAT)                | 49,431      | 107.6%  | 46,268  | 108.0%  | 6.8%    |
| Retail Sales (Net of VAT)                   | 45,927      | 100.0%  | 42,830  | 100.0%  | 7.2%    |
| Gross Margin                                | 10,242      | 22.3%   | 9,190   | 21.5%   | 11.4%   |
| DC Cost                                     | 388         | 0.8%    | 572     | 1.3%    | -32.1%  |
| Shrinkage                                   | 215         | 0.5%    | 214     | 0.5%    | 0.3%    |
| Margin on Sales                             | 9,639       | 21.0%   | 8,404   | 19.6%   | 14.7%   |
| Store Operating Expenses                    | 9,384       | 20.4%   | 9,085   | 21.2%   | 3.3%    |
| Other Retail Operating Income               | 1,431       | 3.1%    | 1,087   | 2.5%    | 31.6%   |
| Store EBIDTA                                | 1,686       | 3.7%    | 406     | 0.9%    | 314.9%  |
| Service Office / Pre-ops Exp.               | 1,828       | 4.0%    | 2,597   | 6.1%    | -29.6%  |
| Loss / (Profit) on sale of Property options | 75          | 0.2%    |         |         |         |
| COMPANY EBIDTA                              | (217)       | -0.5%   | (2,190) | -5.1%   | 90.1%   |
| Depreciation                                | 1,419       | 3.1%    | 1,212   | 2.8%    | 17.2%   |
| Finance Charges                             | 1,840       | 4.0%    | 1,648   | 3.8%    | 11.7%   |
| PAT   | (3,476)     | -7.6%   | (5,050) | -11.8%  | 31.2%   |

- LTL Ex-CDIT : 1%.
- LTL sales PSF growth : 10.3%
- LTL Opex Growth : (8%)
- SO/pre-ops excl. one-time cost; growth is (12%).
- Depn. Includes New Companies Act rate change impact of Rs.2.3 Crs & store refit impairment of Rs 1.6 Crs.

| Sources of Funds                          | 30th Sep 14   |
|---|---------------|
| Net worth                                 | 507           |
| Loans from Shareholders / Group Co's      | 10,300        |
| Loans                                     | 20,625        |
| <b>Total</b>                              | <b>31,432</b> |
| Application of Funds                      |               |
| Fixed Assets                              | 17,652        |
| Currents Assets , Loans and Advances      | 23,898        |
| Less : Current Liabilities and Provisions | 10,118        |
| Net Current Assets                        | 13,780        |
| <b>Total</b>                              | <b>31,432</b> |

• Numbers have been regrouped for analytical representation



In case of any clarifications please  
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[investor@shoppersstop.com](mailto:investor@shoppersstop.com)