



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 at Meerut, Kolhapur and Kolkata and 2 Stores Delhi Ansal and Jaipur Suncity closed during this quarter.
- 1 Mother Care SIS store opened at Kolkata and 1 SIS Store closed at Jaipur during this quarter.
- 1 Crossword Own store opened at Bangalore Airport and 1 own store closed at Bangalore during the quarter.

❖ Loyalty Program

- First Citizen members club has now reached 39.24 lacs members. Their contribution to sales was 70%.





Awards & Recognition

- ❖ *Images Retail Forum 2015 has awarded :-*
 - ❖ ***“Shoppers Stop as Most Admired Retailer of the Year”***
 - ❖ ***“Most Admired Enterprise Solution Implementation”*** for implementation of the Oracle 360 POS solution, at the Images Retail Forum 2015.
 - ❖ *HyperCity as “Most Admired Digital Marketing Campaign of the year”*
- ❖ *WORLD RETAIL CONGRESS awarded Shoppers Stop for “QUALITY EXCELLENCE AWARD – Supply Chain Sustainability”*
- ❖ *Shoppers Stop has been awarded the “Best Supply Chain Company” in Retail Vertical by Kamikaze B2B media in the recently concluded Express Logistic and Supply Chain forum held in Mumbai.*
- ❖ *Crossword Bookstores Ltd has won the prestigious “National Award for Marketing Excellence in Retail Sector” for Marketing and Promotion Initiatives taken to conduct and promote the “Crossword Book Award”*





Awards & Recognition

- ❖ *HyperCity Retail (India) Ltd has won 5 awards selected by the Jury for NATIONAL AWARD FOR EXCELLENCE IN TRAINING & DEVELOPMENT AND NATIONAL TALENT MANAGEMENT LEADERSHIP AWARDS FOR :-*
 - ❖ ***Best Customer Service Programme** - Warm and Friendly Service*
 - ❖ ***Best Organizational Development Programme** - Performance Excellence program / Management Development Program.*
 - ❖ ***Best Onboarding Program** - Profile Customized Induction program.*
 - ❖ ***Best Differently Able Recruitment and Talent Management Program** – An Initiative with “Pankh”*
 - ❖ ***Best Innovative R & R Program** - For Idea Management*

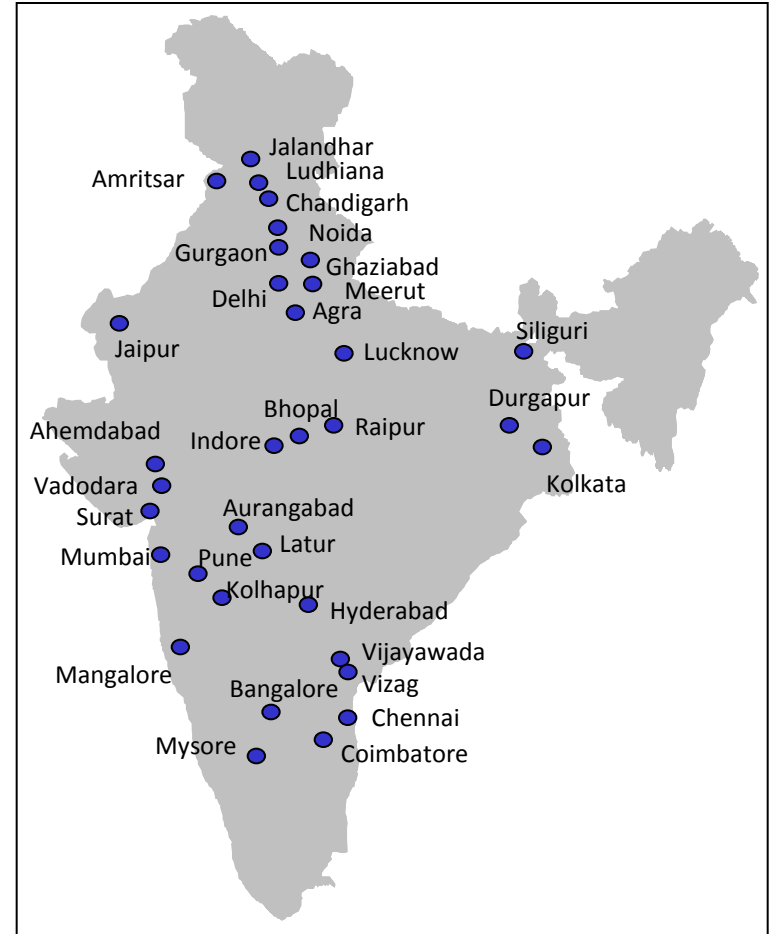




Our Presence and still expanding...



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	4	2	1		12		19
Gurgaon	2				4		6
Hyderabad	5	7	2	1	3	2	20
Jaipur	2		1			1	4
Kolkata	5	1			6		12
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						3
Vizag	1						1
Meerut	1						1
Kolhapur	1						1
Total	74	50	19	2	73	17	234



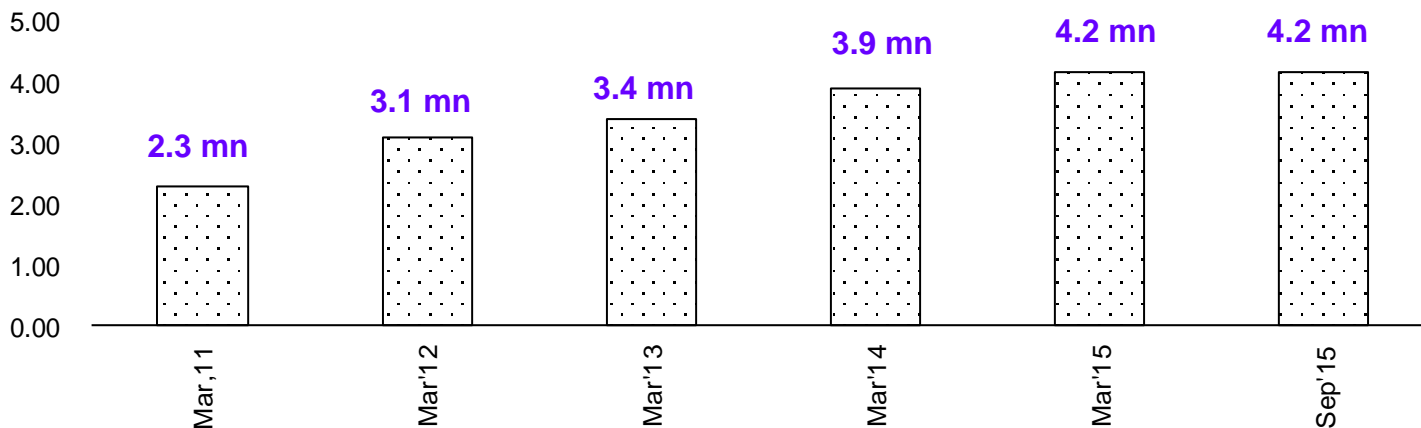
➤ More than 5.74 million sq. ft. area, across 36 cities

As on 30th Sept, 2015



Existing Stores

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



Store Area as on 30th Sept, 2015

Shoppers Stop

Specialty Stores

Total Store Area

Chargeable Area (Sq.ft.)

3,828,578

357,429

4,186,007

=====

Crossword

100,788

Hypercity

1,222,379

JV Companies

229,218

Total Group

5,738,392
=====



New Store Opened



Location : Meerut

Opening Date : 04th July 2015

Chargeable Area : 34,764 sq .ft.





New Store Opened

Location : Kolhapur

Opening Date : 17th Sept 2015

Chargeable Area : 29,936 sq .ft.



S

HomeStop.



m

MAC

HyperCITY

TIMEZONE

the Nuance group

New Store Opened

SHOPPERS STOP



Location : Acropolis Kolkata

Opening Date : 25th Sept 2015

Chargeable Area : 55,041 sq .ft.





LAUNCH OF RS BY ROCKY STAR – A Shoppers Stop Exclusive Brand



Get Ready Rock.

RS
BY
ROCKY STAR
Be the star.

Apparel, Accessories and Men's Inner Wear

Rock a brand new look with the Rocky Star collection, now available exclusively at Shoppers Stop.

SHOPPERS STOP
START SOMETHING NEW

Key Financial Highlights – Q2-2015-16

- **Sales Growth:**

Shoppers Stop department stores : 3.2%

All formats : 3.5%

- **LTL Sales Growth:**

Shoppers Stop department stores : 0.1%

stores > 5 years : (0.4)%

stores < 5 years : 1.1%

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

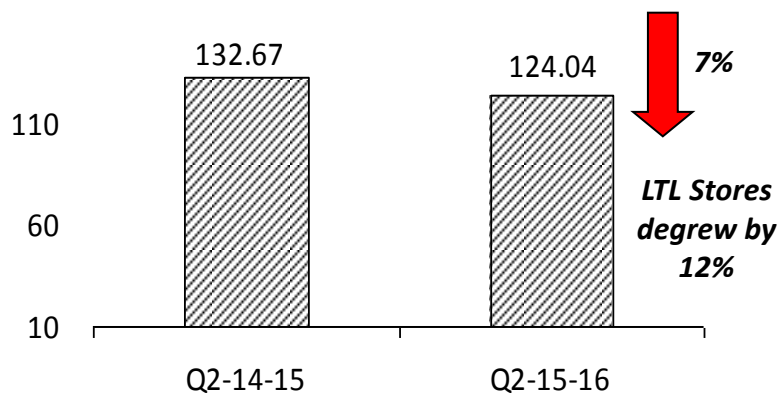
Shoppers Stop department stores : Rs 2,333 (LY Rs. 2,367)



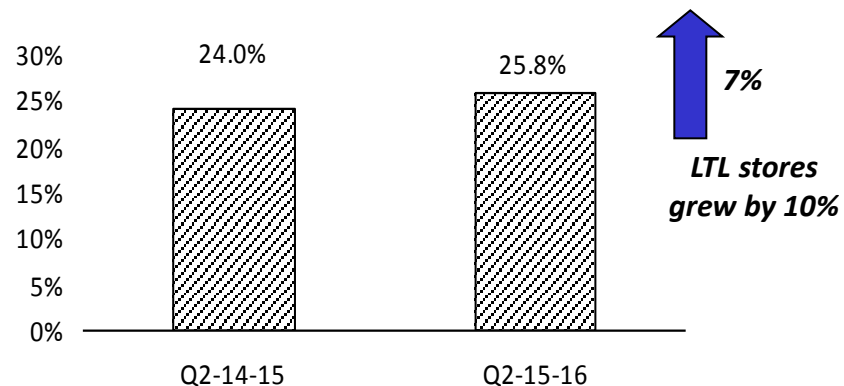


Operational Indicators – Q2-2015-16

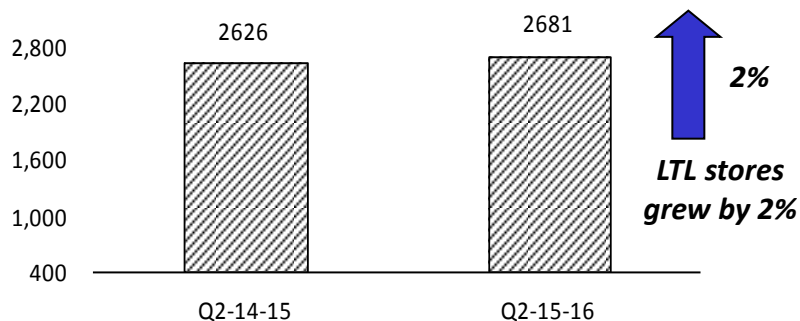
Customer Entry (figures in lacs.)



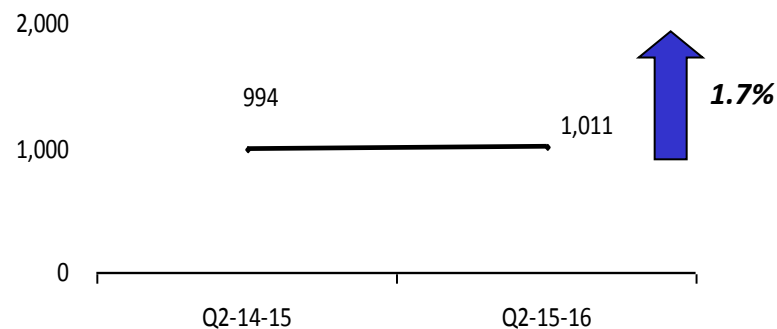
Conversion Ratio (%)



Transaction Size (Rs.)



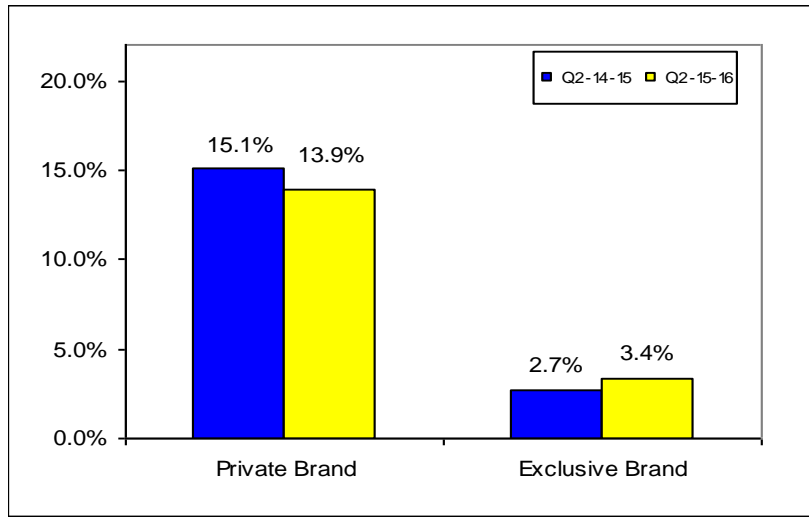
Average Selling Price ("ASP")



LTL Volume (1.6)%

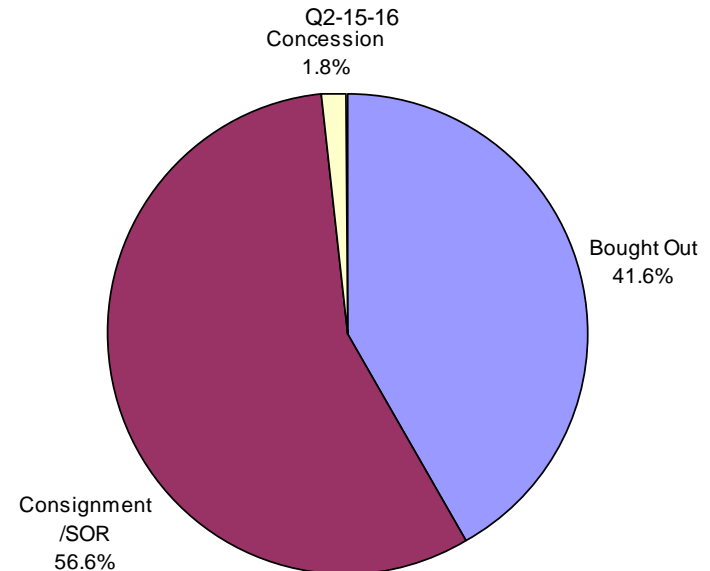
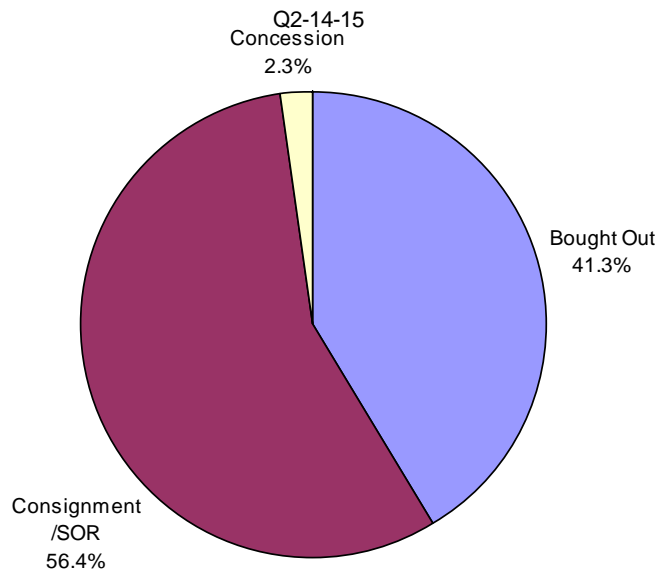
Merchandise Mix – Q2-2015-16

Private & Exclusive Brand Mix



- Private Label Sales decreased by 5%.
- Private Label Mix decreased by 120 bps

Merchandise Buying Model

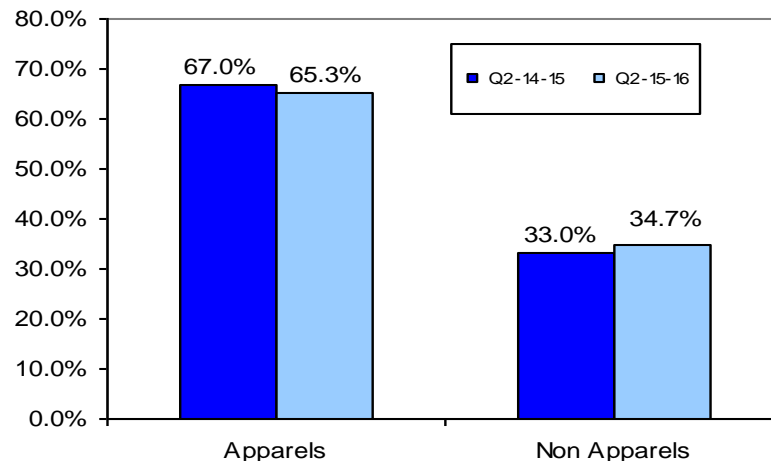


Revenue Mix – Q2-2015-16

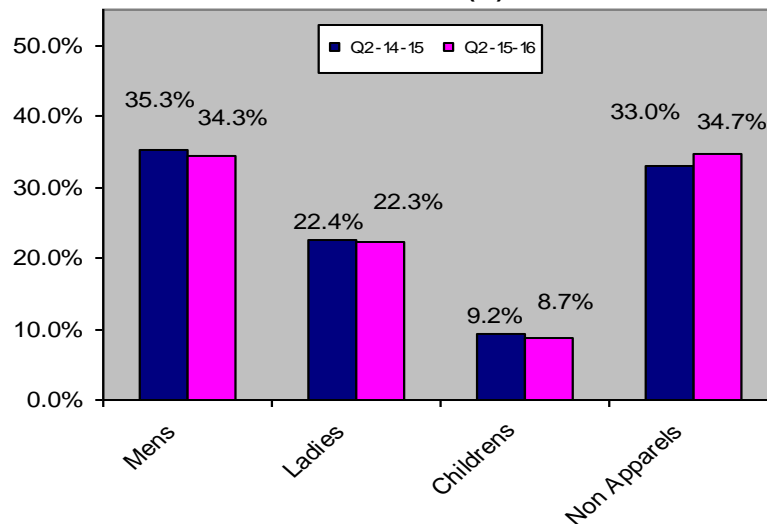


- Non Apparel consists of Home, Leather, Watches, Jewellery, Electronics and Personal accessories

CATEGORY WISE SALES (%)



DIVISION WISE SALES (%)



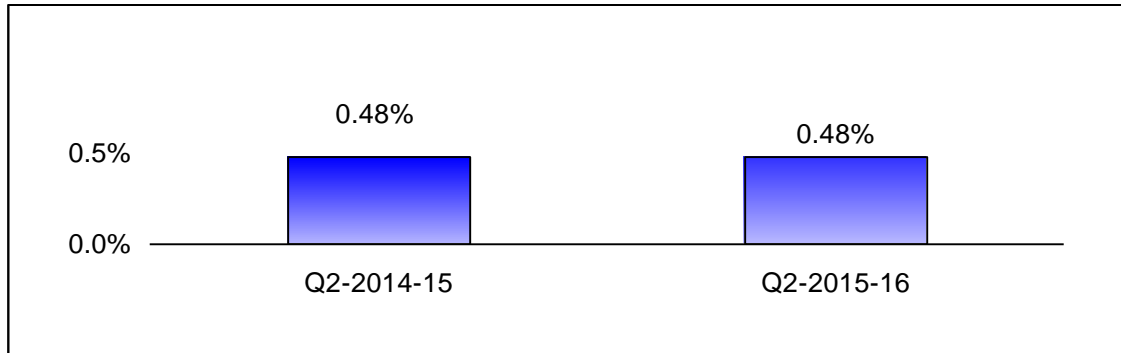


Operational Efficiency Q2-2015-16:

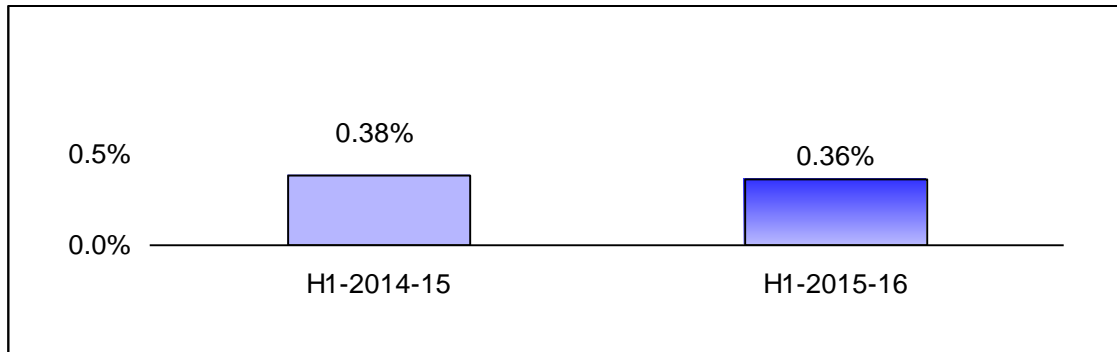
Shrinkage as % of Gross Retail Sales

(SS Dept. Stores)

Q2-2015-16



H1-2015-16










Financial Summary – Q2-2015-16

Shoppers Stop Ltd.

Rs. in lacs

Particular	Q2-2015-16	Q2-2014-15	
Retail Turnover	100,408.4	96,772.6	 4%
Retail Sales	98,699.9	95,358.1	
Margin on Sales	32,447.9	30,654.8	 6%
Margin on Sales %	32.9%	32.1%	
Other Retail Operating Income	1,708.5	1,414.5	
Operating expenses	27,955.9	26,490.8	 6%
Operating expenses %	28.3%	27.8%	
Operating Profit (EBIDTA)	6,200.4	5,578.5	 11%
Operating Profit (EBIDTA) %	6.3%	5.9%	
Finance Charges (Net)	912.4	846.5	
Depreciation	3,091.4	1,956.8	
PBT	2,196.6	2,775.2	 (21)%
PBT %	2.2%	2.9%	
Tax	912.4	1,184.6	
Profit After Tax	1,284.2	1,590.5	
Profit After Tax %	1.3%	1.7%	

Note : Figures have been regrouped for Presentation purpose.





Consolidated Financial – Q2-2015-16

Rs. in lacs

Particular	Q2-2015-16	Q2-2014-15
Retail Turnover	131,530.1	126,669.9
Retail Sales	128,657.2	124,144.0
Margin on Sales	40,250.5	38,047.5
Margin on Sales %	31.3%	30.6%
Other Retail Operating Income	2,872.8	2,525.9
Operating expenses	37,496.2	35,251.2
Operating expenses %	29.1%	28.4%
Operating Profit (EBIDTA)	5,627.2	5,322.1
Operating Profit (EBIDTA) %	4.4%	4.3%
Finance Charges (Net)	1,073.2	1,563.0
Depreciation	3,895.1	2,997.7
PBT	658.9	761.5
PBT %	0.5%	0.6%
Tax	910.6	1,184.7
Minority Interest	1,016.4	801.6
Profit After Tax	764.7	378.4
Profit After Tax %	0.6%	0.3%



4%



6%



6%



6%



(14)%



102%

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

Note : Figures have been regrouped for Presentation purpose.

Balance Sheet – SSL Standalone

Rs.in Lacs

PARTICULARS	Unaudited Sept'15	Audited March'15
EQUITY AND LIABILITIES		
SHAREHOLDERS' FUNDS		
Share capital	4,172.0	4,168.4
Reserves and surplus	71,668.8	72,360.4
Net Worth	75,840.8	76,528.8
NON CURRENT LIABILITIES		
Long-term borrowings	21,803.6	22,535.7
Long-term provisions	755.1	955.8
Total Non Current Liabilites	22,558.6	23,491.5
CURRENT LIABILITIES		
Short-term borrowings	21,946.5	23,255.3
Trade payables	36,546.6	33,135.4
Other current liabilities	30,279.6	21,443.7
Short-term provisions	438.6	1,175.4
Total Current Liabilites	89,211.4	79,009.8
Total	187,610.8	179,030.1
ASSETS		
NON CURRENT ASSETS		
Total Fixed assets	63,565.6	61,055.8
Non current investments	38,268.5	40,649.5
Long term loans and advances	37,671.4	34,229.2
Total Non Current Assets	139,505.5	135,934.4
CURRENT ASSETS		
Inventories	36,018.4	32,961.3
Trade Receivables	2,665.8	2,233.5
Cash and cash equivalents	484.6	490.5
Short term Loans and advances	7,253.7	6,255.2
Other current assets	1,682.8	1,155.1
Total Current Assets	48,105.3	43,095.7
Total	187,610.8	179,030.1

Particulars	H1-2015-16	2014-15
Debt Equity	0.77	0.67
Asset Turnover Ratio (Without Invt. In Group Co.)	2.27	4.69
Current Ratio	1.02	0.98

SSL Debt : 582 Cr
Hypercity Debt : 218 Cr

Note : Figures have been regrouped for Presentation purpose.



Cash Flow – SSL Standalone

Rs.in Lacs

Particulars	For the period ended 30th Sept,2015
Operating Profit	8,572
Changes in Working Capital	(2,516)
Cash Generated from Operating Activities	6,056
Investment in SSL Fixed Assets & Deposit for stores	(7,829)
Investment in JV/ Subsidiary Companies	(2,101)
Net Cash Used for Investing Activities	(9,930)
Proceeds from issuance of share capital	171
Interest & Finance Cost (Net off)	(1,884)
Dividend and Dividend Distribution Tax paid	(753)
Increase / (Decrease) in Loans	6,334
Cash generated from Financing Activities	3,869
Net Increase/(decrease) in Bank Balance	(6)

Note : Figures have been regrouped for Presentation purpose.










H1-2015-16 Financials



Financial Summary – H1-2015-16

Shoppers Stop Ltd.

Rs. in lacs

Particular	H1-2015-16	H1-2014-15	
Retail Turnover	180,354.7	165,849.3	 9%
Retail Sales	177,207.1	163,234.0	 9%
Margin on Sales	59,648.1	54,842.2	
Margin on Sales %	33.7%	33.6%	
Other Retail Operating Income	3,147.5	2,615.3	
Operating expenses	53,143.4	48,786.9	 9%
Operating expenses %	30.0%	29.9%	
Operating Profit (EBIDTA)	9,652.2	8,670.5	 11%
Operating Profit (EBIDTA) %	5.4%	5.3%	
Finance Charges (Net)	1,881.4	1,826.4	
Depreciation	5,169.8	3,942.5	
PBT (Before Exceptional Item)	2,601.0	2,901.6	 (10)%
PBT%	1.5%	1.8%	
Exceptional Item	2,381.0	-	Provision for diminution in value of investment in a Joint Venture
PBT	220.0	2,901.6	
PBT %	0.1%	1.8%	
Tax	1,079.4	1,236.0	
Profit After Tax	(859.4)	1,665.6	
Profit After Tax %	-0.5%	1.0%	

Note : Figures have been regrouped for Presentation purpose.



Consolidated Financial – H1-2015-16



Rs. in lacs

Particular	H1-2015-16	H1-2014-15
Retail Turnover	242,507.9	225,365.6
Retail Sales	236,994.3	220,721.8
Margin on Sales	75,250.2	69,511.1
Margin on Sales %	31.8%	31.5%
Other Retail Operating Income	5,513.6	4,643.8
Operating expenses	71,839.3	66,040.2
Operating expenses %	30.3%	29.9%
Operating Profit (EBIDTA)	8,924.5	8,114.7
Operating Profit (EBIDTA) %	3.8%	3.7%
Finance Charges (Net)	2,850.1	3,352.5
Depreciation	6,729.3	5,864.8
PBT	(654.9)	(1,102.6)
PBT %	-0.3%	-0.5%
Tax	1,079.4	1,236.0
Minority Interest	1,796.4	1,703.5
Profit After Tax	62.1	(635.1)
Profit After Tax %	0.0%	-0.3%



8%



8%



9%



10%



41%



110%

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

Note : Figures have been regrouped for Presentation purpose.



HyperCITY

Investor Presentation – Q2 FY16



Key Highlights

- LTL Sales growth : 0.3%.
- LTL sales psf growth : 2.7% (*Excl. downsize/sub-lease*).
- Fashion mix : 15.4% [LY: 14.2%].
- Gross Margin : Lower by 20 bps.
- LTL Opex growth : 3.1%.
- Store operating profit : Rs. 553 lacs; [LY: 907 lacs].
- Company EBITDA : Rs. (412) lacs; [LY: Rs.20 lacs].
- PAT : Rs. (2074) lacs; [LY: Rs. (1636) lacs]
- No Property Option Income Booked in Q2-15-16



HyperCITY - Key Financials Highlights

- **Sales Growth:**

HyperCITY stores : **3.0%**

- **LTL Sales Growth :**

HyperCITY stores : **0.3%**

- stores > 5 years : **0.0%**

- stores < 5 years : **0.8%**

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

LTL level * : **Rs 2,153** (LY Rs 2,096)

Chain level * : **Rs 2,150** (LY Rs 2,096)

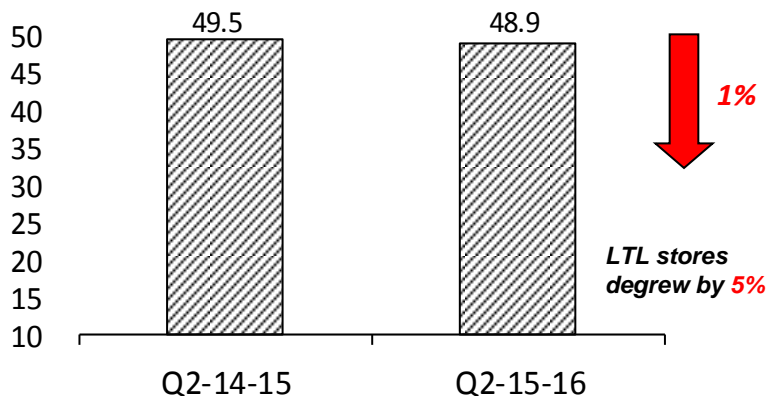
* LTL sales psf is after excluding concessionaire/ sub-lease area.



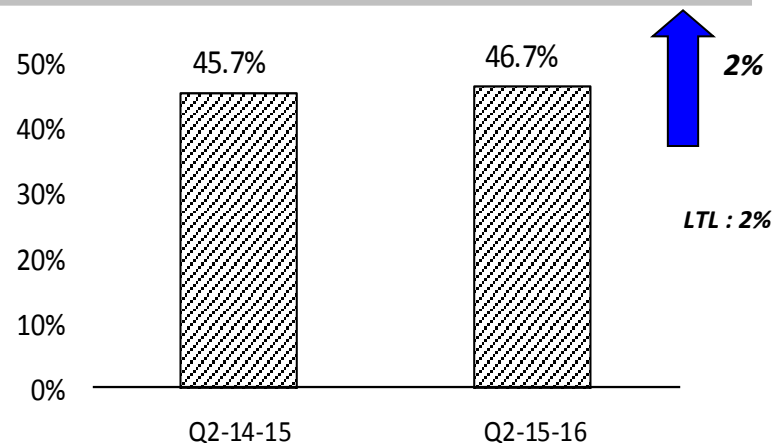


Footfalls, ASP , Conversion and Average Ticket size

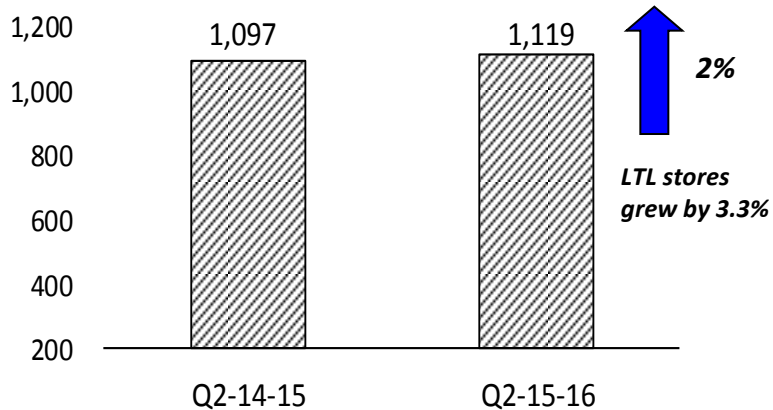
Customer Entry (figures in lacs.)



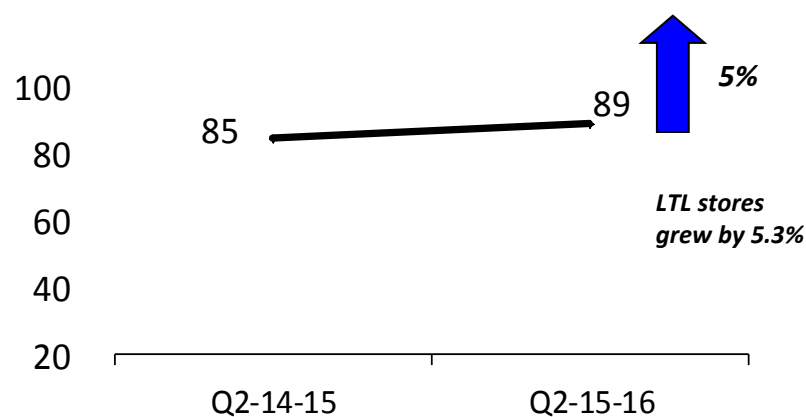
Conversion Ratio (%)



Transaction Size (Rs.)



Average Selling Price ("ASP")



• LTL Volume

(5%)





HyperCITY Financials – Q2 – 2015-16

Rs.in lacs

Particular	Q2 FY16	% Sales	Q2 FY15	% Sales	Growth%
Retail Sales (Including VAT)	25,535	107.6%	24,790	107.6%	3.0%
Retail Sales (Net of VAT)	23,722	100.0%	23,035	100.0%	3.0%
Gross Margin	5,272	22.2%	5,156	22.4%	2.2%
DC Cost	215	0.9%	190	0.8%	13.1%
Shrinkage	255	1.1%	131	0.6%	94.2%
Margin on Sales	4,802	20.2%	4,835	21.0%	-0.7%
Store Operating Expenses	4,955	20.9%	4,687	20.3%	5.7%
Other Retail Operating Income	706	3.0%	759	3.3%	-6.9%
Store EBIDTA	553	2.3%	907	3.9%	-39.0%
Service Office / Pre-ops Exp.	965	4.1%	887	3.8%	8.8%
Loss / (Profit) on sale of Property options	-		-		
COMPANY EBIDTA	(412)	-1.7%	20	0.1%	-2139.6%
Depreciation	571	2.4%	707	3.1%	-19.2%
Finance Charges	1,092	4.6%	950	4.1%	14.9%
PAT	(2,074)	-8.7%	(1,636)	-7.1%	-26.8%

• LTL sales PSF growth : 2.7%

• LTL Opex Growth : 3.1%

• Numbers have been regrouped for analytical representation





H1 - FY16



HyperCITY Financials – H1 – 2015-16



Rs.in lacs

Particular	H1 FY16	% Sales	H1 FY15	% Sales	Growth%
Retail Sales (Including VAT)	51,020	107.6%	49,431	107.6%	3.2%
Retail Sales (Net of VAT)	47,405	100.0%	45,927	100.0%	3.2%
Gross Margin	10,632	22.4%	10,242	22.3%	3.8%
DC Cost	432	0.9%	388	0.8%	11.3%
Shrinkage	367	0.8%	215	0.5%	70.8%
Margin on Sales	9,833	20.7%	9,639	21.0%	2.0%
Store Operating Expenses	9,692	20.4%	9,384	20.4%	3.3%
Other Retail Operating Income	1,363	2.9%	1,431	3.1%	-4.8%
Store EBIDTA	1,503	3.2%	1,686	3.7%	-10.8%
Service Office / Pre-ops Exp.	1,904	4.0%	1,828	4.0%	4.2%
Loss / (Profit) on sale of Property options	-		75	0.2%	
COMPANY EBIDTA	(400)	-0.8%	(217)	-0.5%	-84.8%
Depreciation	1,173	2.5%	1,419	3.1%	-17.4%
Finance Charges	2,093	4.4%	1,840	4.0%	13.7%
PAT	(3,666)	-7.7%	(3,476)	-7.6%	-5.5%

• LTL sales PSF growth : 5.1%

• LTL Opex Growth : 1.1%

Sources of Funds	30th Sep 15
Net worth	1,665
Loans from Shareholders / Group Co's	14,700
Loans	21,740
Total	38,105
Application of Funds	
Fixed Assets	17,233
Currents Assets , Loans and Advances	31,265
Less : Current Liabilities and Provisions	10,393
Net Current Assets	20,872
Total	38,105

• Numbers have been regrouped for analytical representation



In case of any clarifications please
contact on

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