

SHOPPERS STOP

Quarterly Performance Q2 FY 21



Featured Brands – Stop & Kashish

Pujo



Pujo – Aami Aalo Campaign 2020 *(I am the Light)*



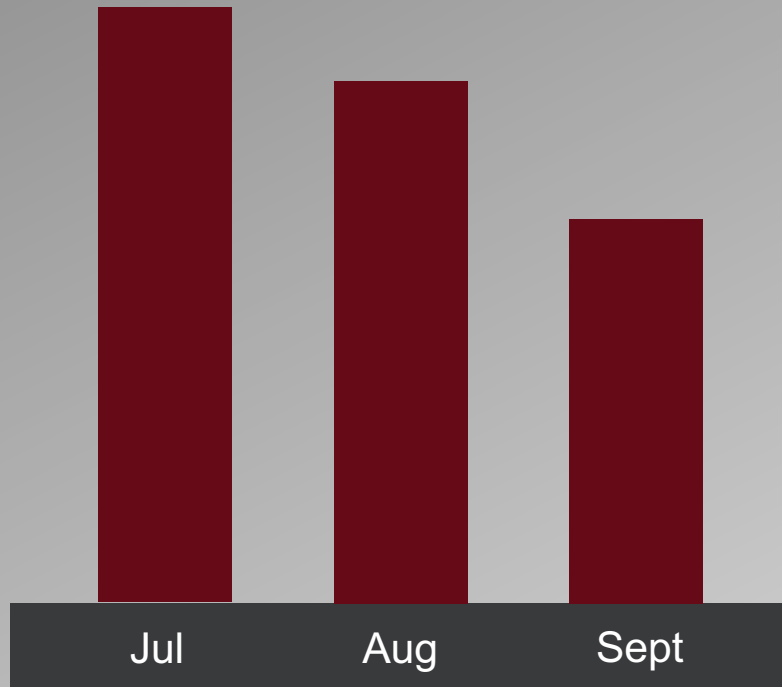
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**DURGA
PUJA
CAMPAIGN**

Featured Brands –
Stop & Kashish

Customer Behaviour

- **Mission based visits :**
Customer Entry is improving



- **Safety Measures** continue to be important
- Online with Personal Shoppers Assistance preferred.
- Store Days continue to be lower (-20%); working hours reduced – thus impacting operations.
- Change in Demography of Members – Sales Mix from Customers under 30 years improved by +3%
- Families & Women continue to stay at home

Behaviour



Category Preference



Q2 Sales performance

Metro cities	Non Metro cities	Standalone Stores	Mall Stores	Conversion	ATV
-71% (vs LY)	-59% (vs LY)	-57% (vs LY)	-67% (vs LY)	+16% (vs LY)	+5% (vs LY)

- Home ,Watches and Fragrance performed better
- Luggage, Formalwear and Makeup were drags during this quarter



Featured Brand - Fratini

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Company At A Glance



*for FY20

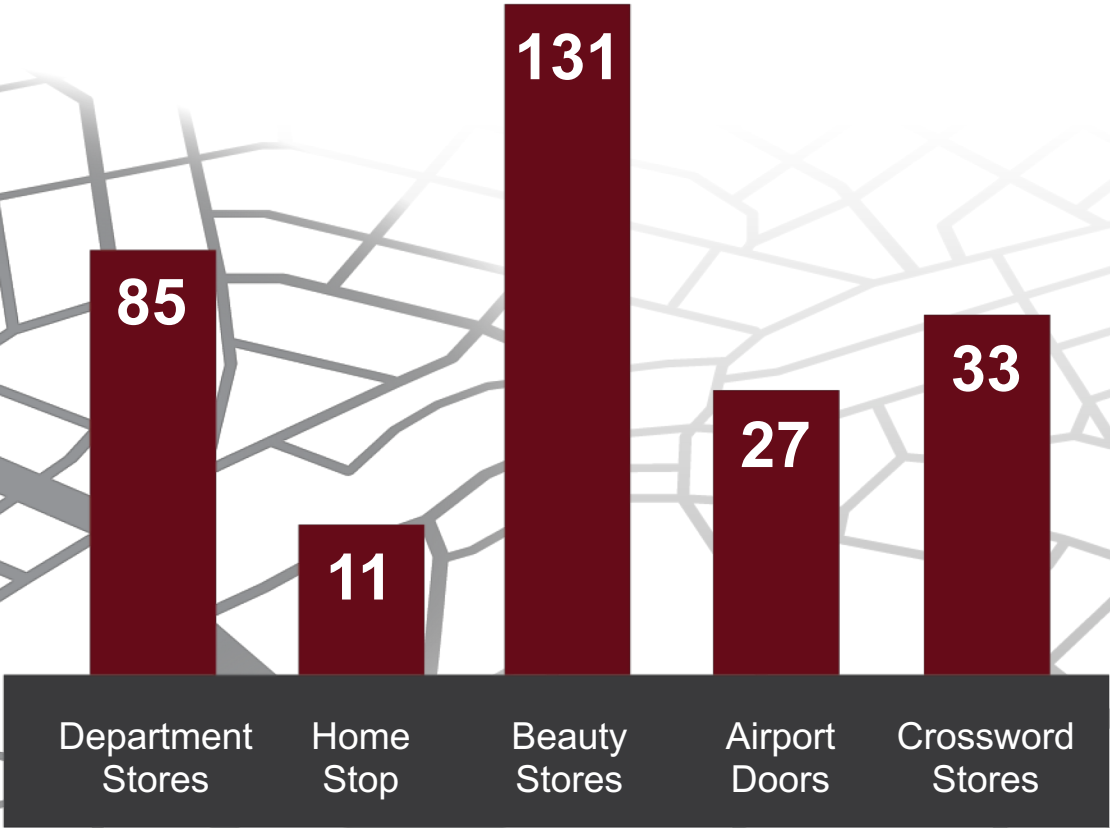


Footprint in India

287 Stores ; 4.5M sq.ft.



Department Stores	Store Count
Mall Stores	74
Standalone	11



*Includes Crossword Franchisee store cities



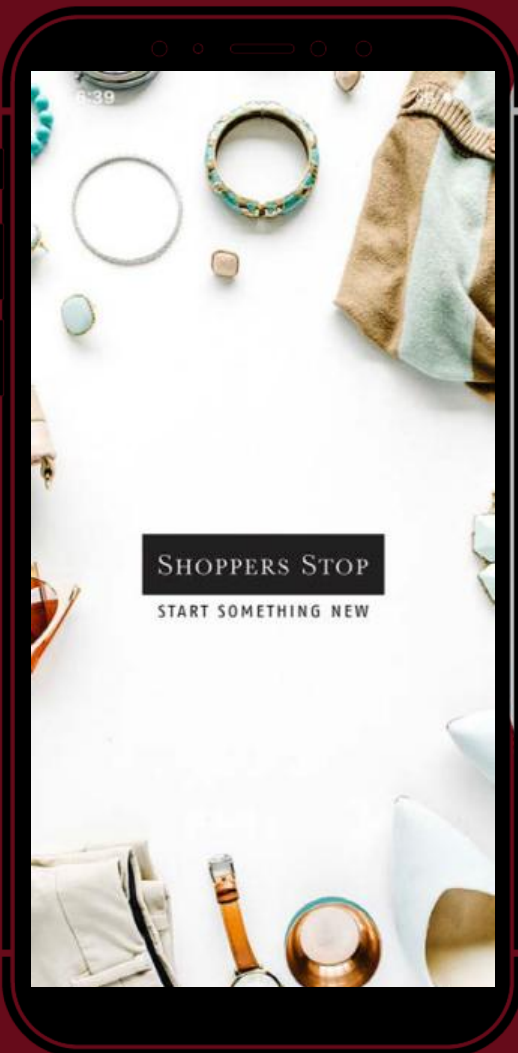
Featured Brands – HauteCurry

Our Customers

Our Core customer is a young family where the woman is the primary influencer. These upwardly mobile, middle to high income families, shop across our stores for the widest selection of brands.

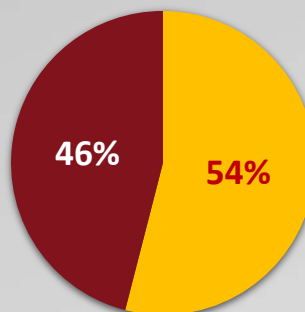
We have a fast-growing young customer base of 18-25 years age. These customers are shopping premium products with us, as they build their future dreams and careers.

Digital Footprint

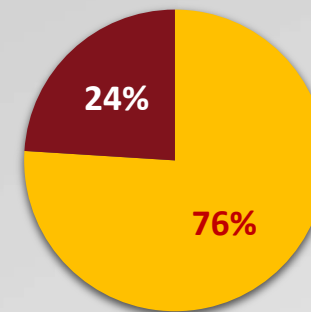


Annual Visit 67M	Mobile App Downloads 10M (+0.5M In Q2)	Pin Code Coverage 26,600 (+1600 In Q2)	Sales +50%YOY
ATV 2250 (+2% YOY)	Mobile Enabled Billing 153 STORE (+80 In Q2)	Online First Citizen Mix 25%	E Com Mix 7.8%

No of Visits



Sales Mix



- Continuous engagement with First Citizens online customers
- Single view of the customer through new Loyalty Engine
- Appointed international consultants to improve the overall customer experience
- First Citizen online mix +34% (FY21 25% vs FY20 19%)



Featured Brand - Stop

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Q2 Highlights

Cost Control

Savings are sustained and continues. Transforming cost structure with a scenario-based cost reduction. On target to achieve annualized savings of Rs.4.5 Bio.

Digital

Revised Omni Channel Strategy. Partnering with International Consultant to scale to new Heights. Commenced our Journey from a large offline Retailer to a truly Omni Channel Organization.

New Normal

Discovered new ways to reach out the customers such as White Glove, Personal Calling to First Citizens, True Endless Aisle Experience and various other initiatives.

Strategic Pillars

130K New members added, despite lockdown; enhanced customer experience by Personal Shoppers, Improved Private Brand Share to 15.5% and continued dominance in Beauty



Featured Brand —
Stop

Priorities



Safety and Health

- Stringent protocols; Diligent Execution on positive cases.
- Related support to the Associates extended by Unit/SO/HR team
- Constant communication on wellbeing , safety and health
- CHRO monitoring and supporting along with ZC's on daily basis



Cost Reduction

- Rentals – Significant savings in Q1 and Q2; Re-negotiating Rentals for Q3 and Q4
- Implemented Zero Based Budgeting – Decentralized ownership of Costs
- Travel and other overheads – Significant reduction across the organization



Focus on Cash

- Optimize Inventory Levels
- Re-evaluate Buy plans
- Re-negotiating terms of trade with Partners.



Featured Brand - Life

Store New Initiatives



TELECALLING



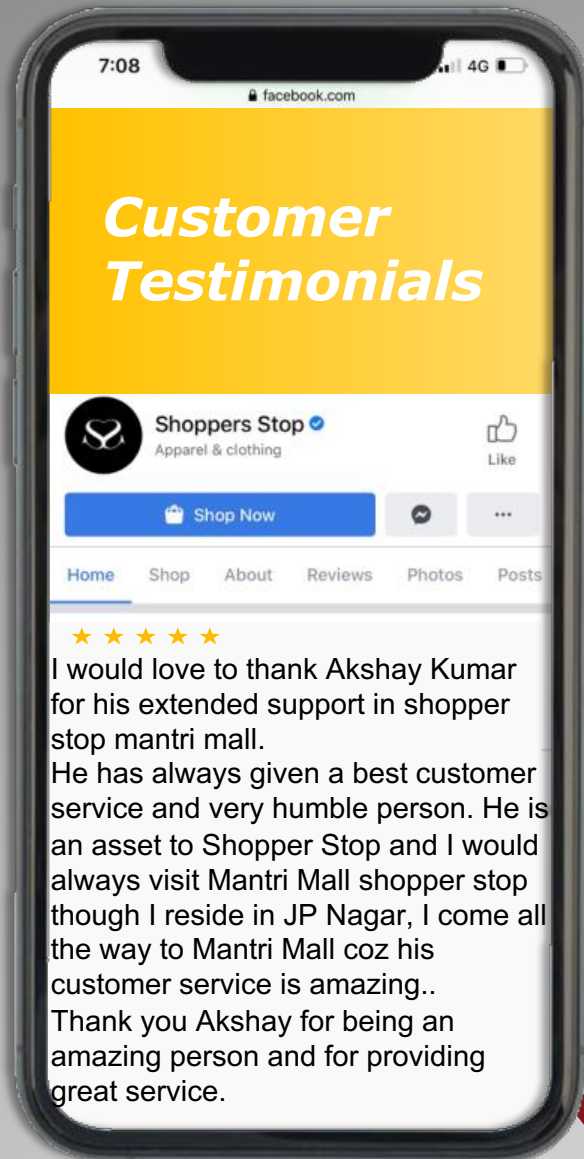
POP-UP STORES



ENDLESS AISLE /
ASSISTED ONLINE
SALE



INTEGRATED
CUSTOMER
ACTIONS



FESTIVE READY-STORES

- Stores geared up for Festival Season with safety measures.
- Personal Shoppers to facilitate online shopping for First Citizens

I am a regular customer of Shoppers' Stop ,Bannerghatta road for the past 16 years since 2004. It's always been a joy to shop since it is a one stop solution to all my requirements irrespective of gender and age .All the staffs are courteous and well behaved. I have visited the store during this pandemic and happy with the measures which the store has adopted for ensuring safe shopping for their customers. Stay blessed !!

Dear shoppers stop team,
I visited shoppers stop to buy some stuff in banajara hills GVK Mall
I met Mr. Mohammed Saif Ali sales Manager
The way Ali gave me service was extraordinarily amazing. I bought merchandise almost worth Rs 10000 even though I did not plan to buy all that before meeting Mr Saif Ali. Kudos to team shoppers stop to have a jewel like Mr Ali who are real examples to extraordinary customer service . Best service I ever experienced in my life.
I will always shop with you guys until you have managers like Mr. Said Ali

I had recently visited shoppers stop showroom at Spaze tech Park Gurgaon. Though it was my third visit to shoppers Stop with family during these COVID times. But, I cannot resist from writing a thanks note for Mr. Yasir Husain who very patiently helped us with our shopping right from start (selection) to finish (billing). A very different experience at Shoppers Stop off lately and look forward to visiting there yet again. Please accept my compliments and keep up this Customer Experience !!



Featured Brand - Fratini

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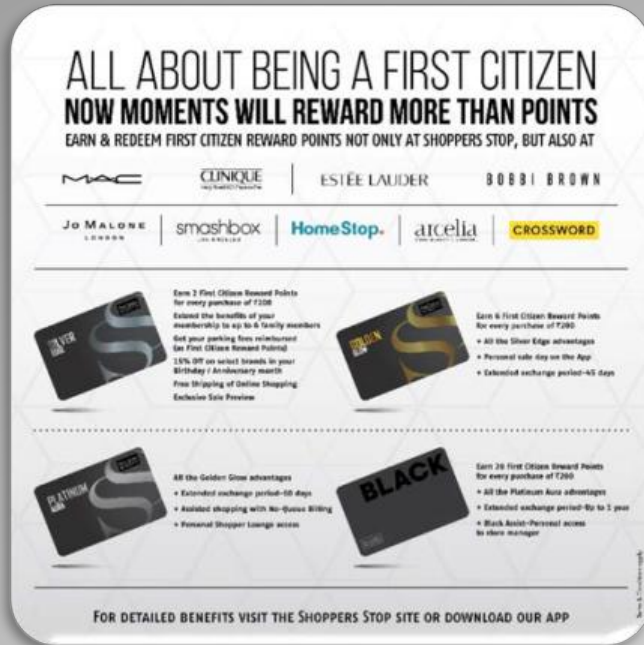
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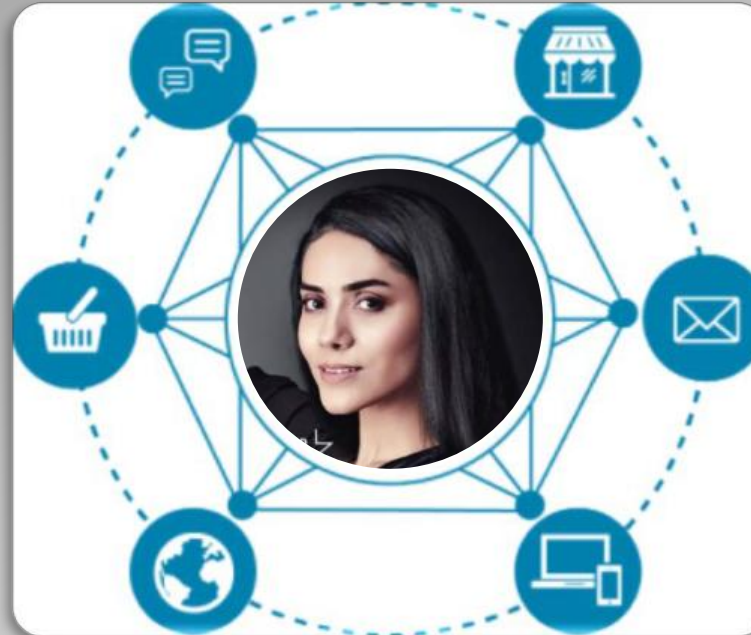
First Citizen Key Highlights – New Program



Digital First

Member shopped online : 60 K (+22K vs LY)

Sales Contribution : 25% (+700 bps vs LY)



Single Customer View



New Member Enrollment

Ticket Size : +12% vs LY

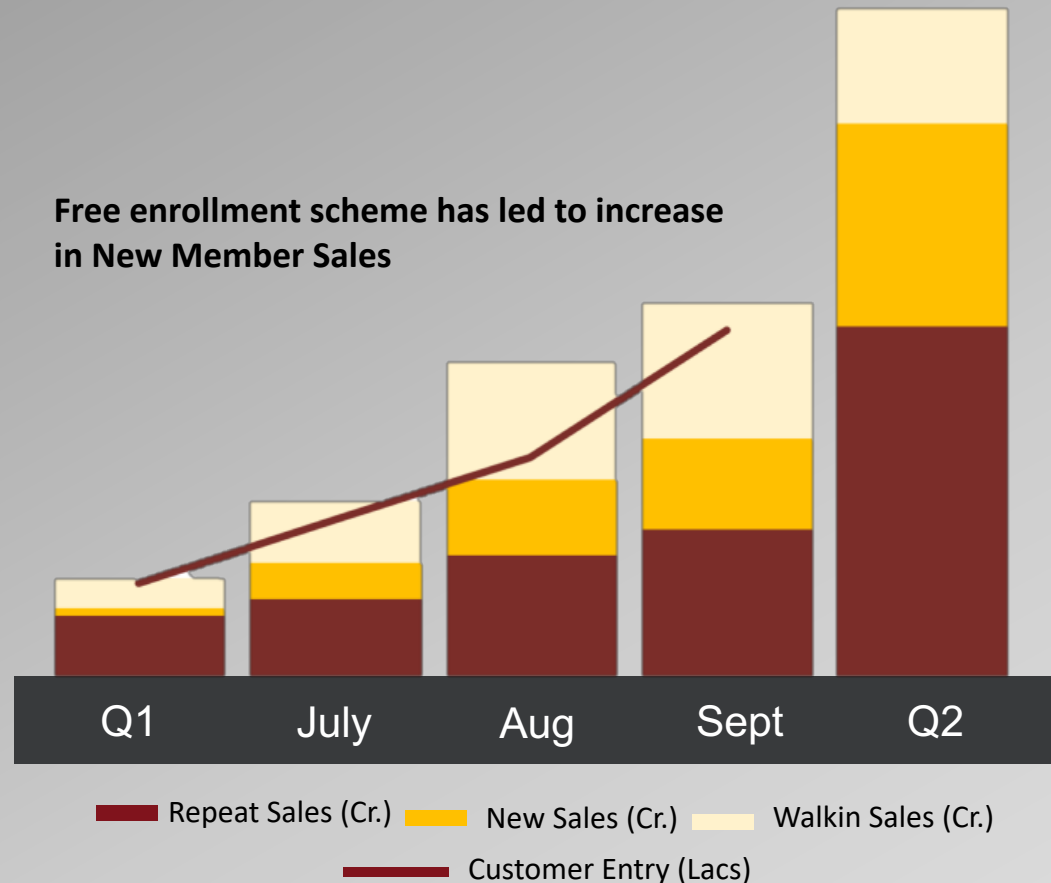
Sales contribution : 83% (+600 bps vs LY)

Repeat Purchase : 52%

New : 30% (1900 bps vs. LY)

Customer Behaviour

Sales Performance



- **Circa 400K** First Citizens shopped with a higher Ticket Size : **+12% vs LY**
- **Sales contribution** : **83% vs. 77% LY**
 - Repeat : **52% vs. 66% LY**
 - New : **30% vs. 11% LY**
- **Change in Proximity Shopping** : In New Normal scenario, 44% members have started shopping from beyond 2 KMS of the store v/s 18% in Jun 20

My ShoppersStop My Way

Digital Shoppers Stop
in New Normal

**Book
an Appointment**



Download the App



**Say Hi to
Personal Shopper
on Whatsapp**



**Chat with a
Beauty Advisor**



Launch Plan with Influencers

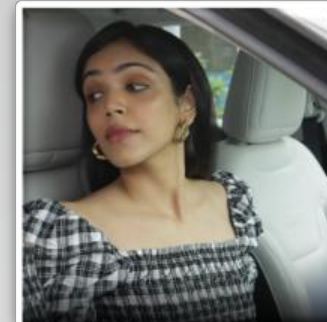
**Neha Dhupia
& Angad Bedi**



4.2M + 485K
IG Followers

**Shopping Online
Via White Glove
(WhatsApp)**

Shriya Pilgaonkar



576K
IG Followers

**Appointment
Shopping with
Personal Shoppers**

Kriti Kulhari



1.2M
IG Followers

**Beauty Advisor
service on
Whatsapp**

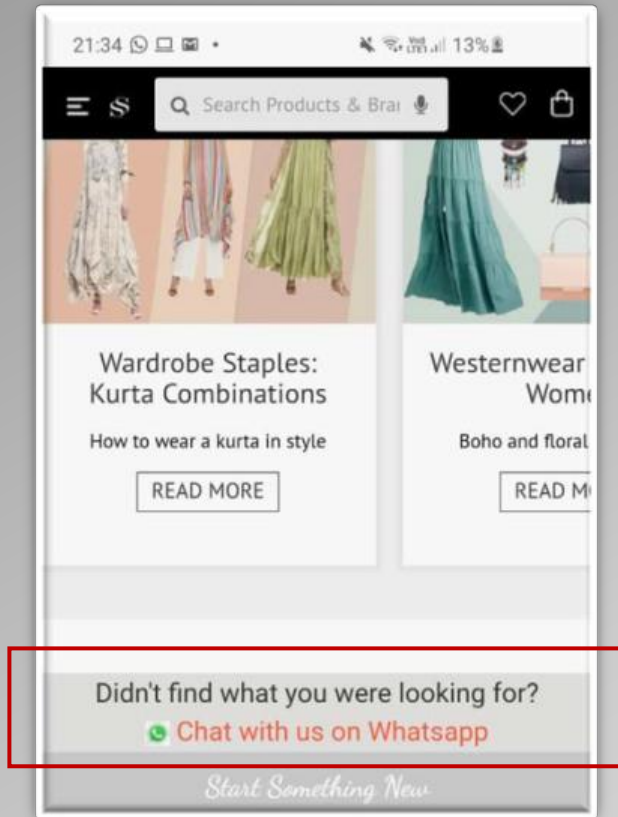


Providing Delightful Customer Experience by Personal Shoppers

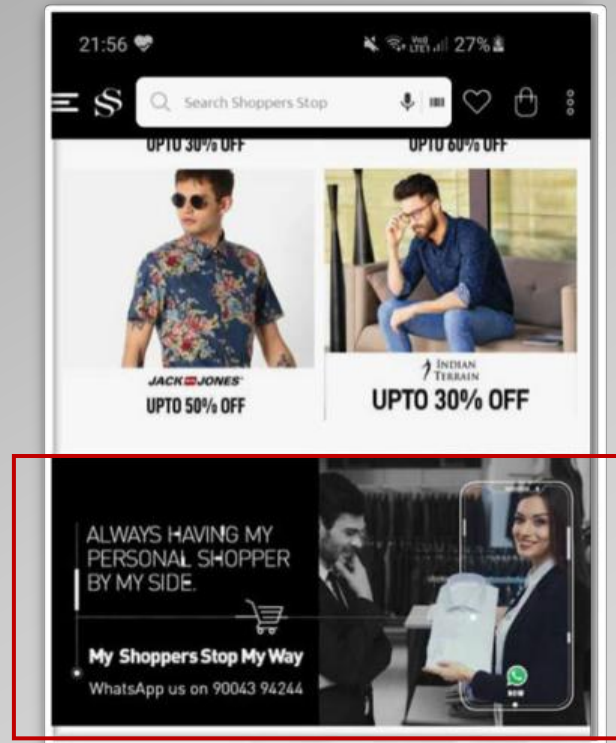
- **2.8x Average Ticket Size 14%+ Contribution to Total Sales**
- Continue to serve our customers through our Video assisted initiative “**White Glove services**” and Endless Aisle to improve omni channel customer service experience.
- Chat Enabled real time Personal Shoppers online interaction thru “**Yellow Messenger Services**”
- Online Pre -Booking Personal shoppers Appointment Services for customer from the website and App
- New facelift of Personal Shoppers **Exclusive in-house App** for personal shoppers

White Glove Service – A New Way to Serve Customers

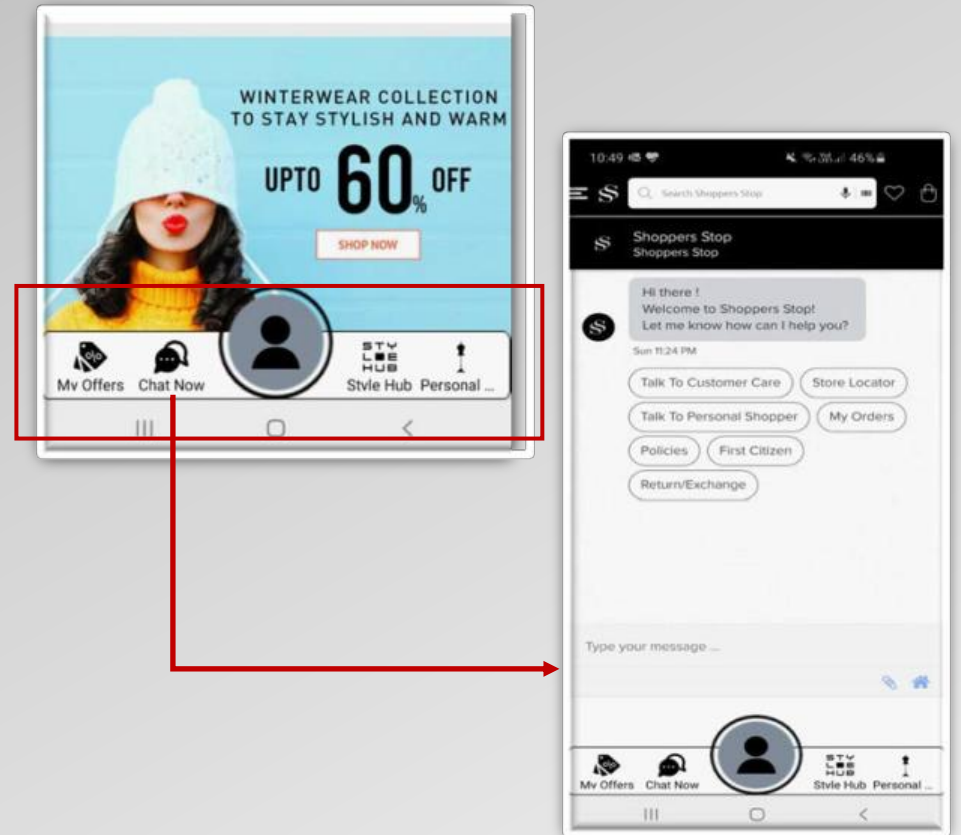
CATEGORY PAGE



HOME PAGE



CHAT NOW ICON IN TRAY



Online assistance across the shopping journey

Private & Exclusive Brands

15.5%

FY20 11.8%

Contribution to Business

- Addition of Essentials and categories like Sleepwear, Loungewear and Innerwear
- Strategic tie up with vertically integrated, best in class manufacturers
- Robust governance and controls



Featured Brand –
Stop

150+ BEAUTY BRANDS

14.7%

FY20 15.4%

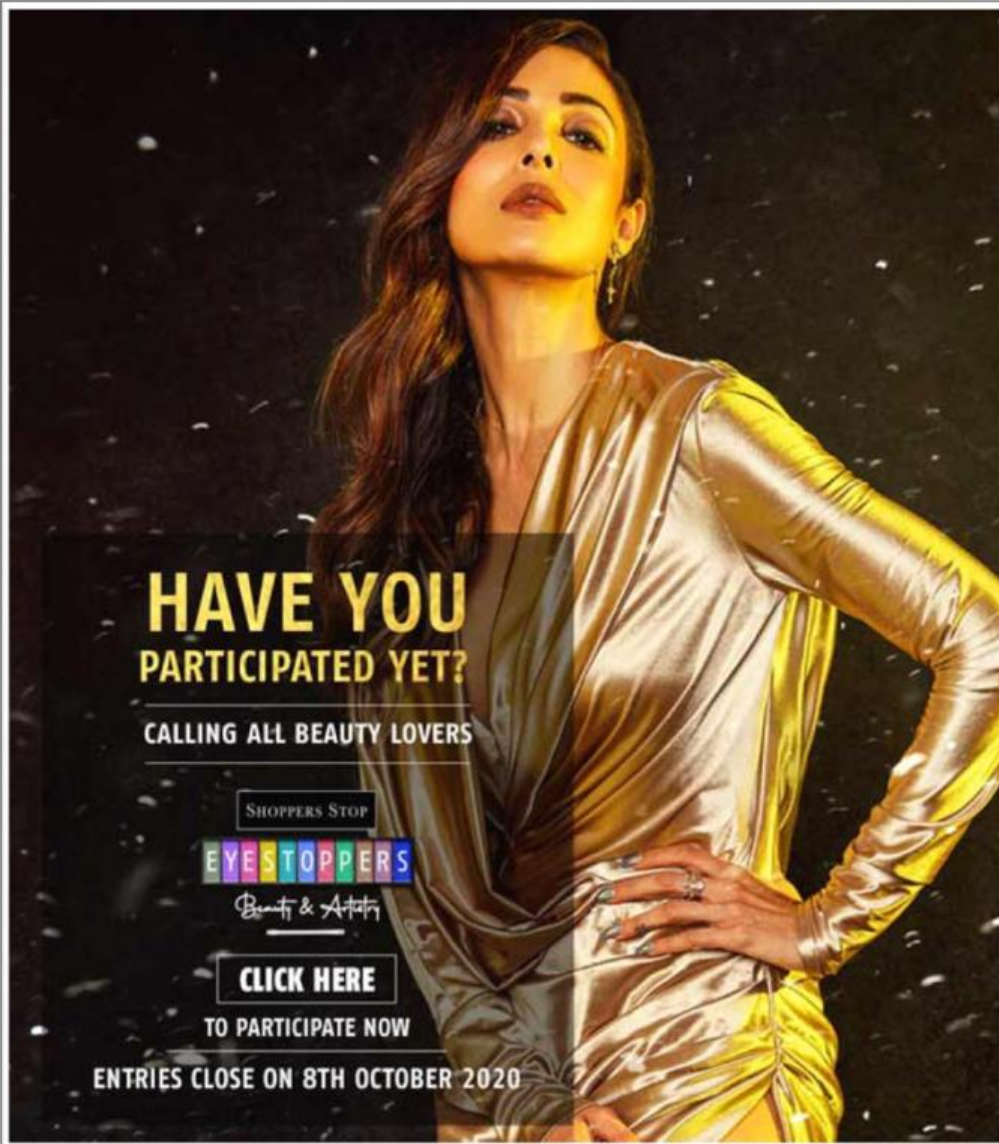
Contribution to Total Sales

**CONTINUED DOMINANCE IN BEAUTY SEGMENT
ACROSS ALL CHANNELS.**

- **New Brand Launches**
 - **Fragrances** - Ralph Lauren Exclusive Launch in SS, Gucci, Lacoste, Ungaro & BHPC.
 - **Skincare** - Mamaearth, Sand & Sky, Coco & Eve
 - **Feminine Hygiene** – Carmesi & Plush
- Event with Malaika Arora and Daniel Bauer to create a talent show for makeup lovers
- Masterclasses / Insta LIVE Sessions hosted every weekend on Social Media



BEAUTY



A Celebration Of Talent & Trends

Talent Show

Beauty Advisors judged
by the best of BEAUTY

The Beauty Show

Celebrating Pop-
culture and Trends

OWNING THE **CREATIVITY** & ARTISTRY SPACE



Featured Brand - Karrot

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Financials Q2 FY 21

Particulars	Non - GAAP Financials			GAAP Financials		
Rs. in Crs.	Q2FY21	Q2FY20	Gr%	Q2FY21	Q2FY20	Gr%
Revenue	371.2	1070.3	-65.3%	292.4	845.3	-65.4%
Other Income	3.3	12.4	-73.2%	63.1	18.1	248.0%
Total Revenue	374.5	1082.8	-65.4%	355.5	863.5	-58.8%
Margin	100.6	350.2	-71.3%	95.0	350.2	-72.9%
Margin%	27.1%	32.7%	(560)Bps	32.5%	41.4%	
Operating Exp.	187.2	315.4	-40.6%	129.7	213.0	-39.1%
EBITDA	-83.3	47.2	-276.3%	28.4	155.3	-81.7%
Depreciation	42.1	27.6	52.4%	94.1	87.8	7.2%
Finance Cost	13.1	1.5	748.7%	60.7	47.4	28.0%
PBT	-138.5	18.1	-866.1%	-126.5	20.1	-729.2%
Exceptional Item/OCI	12.0	49.2	-75.6%	10.3	49.7	-79.2%
PBT(Aft. Excp & OCI)	-150.4	-31.1	-384.1%	-136.8	-29.6	-362.6%
Tax	-34.1			-34.1	25.4	
PAT	-116.3	-31.1	-273.9%	-102.7	-54.9	-86.9%

Adjustment in net profit.	GAAP changes
PBT (as per Non – GAAP)- (A)	-138.5
Lease Rent (AS 116)	-49.2
Finance costs (AS 116)	46.9
Depreciation on ROU Assets (AS 116)	50.6
Remeasurement of leases life	-63.3
Depreciation on ROU deposit net of Interest	1.4
Loss on sales of FRL Shares	2.0
OCI Impact – Gratuity & others	0.3
PBT (as per GAAP)- (B)	-126.5

Financials H1 FY 21

Particulars	Non - GAAP Financials			GAAP Financials		
	H1FY21	H1FY20	Gr%	H1FY21	H1FY20	Gr%
Rs. in Crs.						
Revenue	431.9	2169.8	-80.1%	346.3	1677.7	-79.4%
Other Income	6.0	26.0	-76.9%	167.1	20.5	713.9%
Total Revenue	437.9	2195.8	-80.1%	513.5	1698.3	-69.8%
Margin	111.1	718.3	-84.5%	112.3	706.1	-84.1%
Margin%	25.7%	33.1%	(740)Bps	32.4%	42.1%	
Operating Exp.	333.2	646.9	-48.5%	249.4	430.7	-42.1%
EBITDA	-216.1	97.4	-321.9%	30.0	295.9	-89.9%
Depreciation	89.0	59.7	49.1%	193.8	176.2	10.0%
Finance Cost	20.2	3.2	528.0%	115.9	95.8	21.0%
PBT	-325.3	34.5	-1043.6%	-279.8	23.9	-1270.3%
Exceptional Item/OCI	-11.2	34.3		-12.7	35.1	
PBT(Aft. Excp & OCI)	-314.1	0.2		-267.0	-11.2	
Tax	-72.4	1.2		-72.4	26.8	
PAT	-241.6	-1.0		-194.7	-38.0	

Adjustment in net profit.	GAAP changes
PBT (as per Non – GAAP)- (A)	-325.3
Lease Rent (AS 116)	-80.4
Finance costs (AS 116)	94.5
Depreciation on ROU Assets (AS 116)	100.4
Remeasurement of leases life	-163.2
Depreciation on ROU deposit net of Interest	1.8
Loss on sales of FRL Shares	2.0
OCI Impact – Gratuity & others	0.6
PBT (as per GAAP)- (B)	-279.8

Balance Sheet

Particulars	Sep'20	Mar'20
Networth	533.1	774.2
Loan Fund	283.7	123.7
Total Liabilities	816.8	897.9
Fixed Assets (WDV)	603.4	641.4
Lease Deposit	211.7	216.2
Investments in CBL & FRL	34.0	70.5
Investment in Mutual Fund	70.6	154.0
Inventory	379.7	470.0
ROR Inventory	663.2	755.2
Deferred Tax Assets	130.5	58.1
Debtors , loans and Advances	289.1	267.5
Total Current Assets	1481.7	1568.8
Trade Creditors Goods	445.6	526.3
Trade Creditors : ROR	663.2	755.2
Other Creditors & Liabilities	472.0	471.6
Total Current Liability	1583.9	1753.1
Net Current Assets	-102.2	-184.3
Total Assets	816.8	897.9



Cash Flow

Particulars	Sep'20	Mar'20
Cash Profit from Operations (after tax)	-216.2	194.1
Creditors for Goods	-191.2	110.3
Other Creditors and Liabilities	36.5	61.4
Inventories	182.3	-77.6
Loans & Advances & Sundry Debtors	-21.6	-52.8
Cash generated from Operations	-210.2	235.6
Fixed Assets(including CWIP) & Deposit	-32.1	-241.2
Reduction in Creditors for Capex	-13.8	29.5
Cash generated from Operations	-256.1	23.9



Way Forward

Digital Acceleration

**Strengthening the Balance Sheet
and improve Liquidity**

Cost Controls to continue



Aami Aalo Campaign



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.

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