

SHOPPERS STOP

SEC/02/2024-25

April 03, 2024

To,

BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Fort, Mumbai 400 001. Stock Code : 532638	National Stock Exchange of India Limited Exchange Plaza, Bandra-Kurla Complex, Bandra (East), Mumbai 400 051. Stock Symbol : SHOPERSTOP
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Dear Sir / Madam,

Sub: Press / Media Release: “Karisma Kapoor inaugurates Shoppers Stop’s first store at Kanpur”

Ref: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached the Press / Media Release by the Company, “Karisma Kapoor inaugurates Shoppers Stop’s first store at Kanpur”, intimating the inauguration of its first Shoppers stop store at Kanpur by the glamorous and style icon Karisma Kapoor.

Please find enclosed Press / Media Release dated April 03, 2024 for the captioned subject.

This information is also being made available on the corporate website of the Company i.e. <https://corporate.shoppersstop.com/investors/>.

You are requested to take the same on your records.

Thanking you,

Yours faithfully,
For **Shoppers Stop Limited**

Vijay Kumar Gupta
Vice President – Legal, CS & Compliance Officer
ACS No: 14545

Shoppers Stop Limited

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Toll Free No.:1800-419-6648 (9 am to 9 pm).

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Karisma Kapoor inaugurates Shoppers Stop's First store in Kanpur

Kanpur, 3rd April 2024: Shoppers Stop, India's premier fashion, beauty, and gifting omnichannel destination opens its 1st store in Kanpur. The store was inaugurated by the glamorous and style icon Karisma Kapoor. With this grand launch, Shoppers Stop introduces a distinctive and premium shopping experience to the fashion forward customers of Kanpur. This store will offer premium brands and best of the experience to the customers, making it the go-to destination for discerning shoppers in the area.

With the new Shoppers Stop store, the customers of Kanpur will get to experience 500+ brands, the latest fashion trends, enhanced beauty experience, a diverse range of watches, bags, and gifting options all conveniently available under one roof. Elevating the shopping experience, Shoppers Stop also offers services such as beauty makeovers and Personal Shopper. Additionally, the renowned Shoppers Stop First Citizens Club program promises a rewarding shopping experience. The premium Black Card Membership program allows shoppers to relish exclusive privileges, unique event invitations a generous one-year return policy and many more rewards.

Commenting on the new store, **Mr. Kavindra Mishra, Customer Care Associate, Executive Director, and CEO, of Shoppers Stop Limited**, said, "Kanpur and UP are important markets for us. Opening a store in Kanpur is in line with our expansion strategy and in line with our vision of inspiring India to look good and feel confident. Shoppers Stop is committed towards making shopping a joyful and rewarding experience. It goes beyond being just a store; it's the creation of a premium shopping and experiential destination. We look forward to becoming an integral part of the Kanpur community, offering families a wide range of premium brands across all categories, along with a delightful shopping experience. "

Speaking on the launch, Ms. Karisma Kapoor said, "Shoppers Stop continues to be a go-to brand for all fashion needs. The attention to detail in every corner of this store is awe-inspiring, designed to immerse the people of Kanpur in a world of pure indulgence. There are amazing brands and styles across categories making it a perfect destination for shopping. Fashion is such a unique expression for an individual and when you have so many options to choose from at one destination, it just elevates the shopping experience.'

As India's retail industry grows, Shoppers Stop has constantly evolved. Across multiple categories, Shoppers Stop boasts over 500+ international, national, and exclusive brands. The new Shoppers Stop store in Kanpur will have a wide selection of popular and distinguished brands that will only be accessible in the market through Shoppers Stop. It provides a comprehensive selection of well-known national and international fashion brands. The store caters to Kanpur residents' different style tastes, offering renowned labels like Tommy Hilfiger, Calvin Klein, Dockers, American Eagle, Rareism, ONLY, Vero Moda, W, Loreal, Chambor and more. A wide range of watches from brands like Fossil, Armani exchange,

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Micheal Kors, Swarovski, Cerruti and more to suit your style. Sunglasses from Sunglasses Ray-Ban, Police, IDEE, Calvin Klein, FCUK, Esprit are just perfect for a perfect vacation. That's not just all, this store also offers a wide range of luxury fragrance brands; Salvatore Farregamo, Calvin Klein, Boss, Mugler, Prada, Versace, Armani, that leave a lasting impression. Don't miss the children's apparel from Karrot, Vero Moda Girl, UCB Kids for your little fashionistas

The grand opening of the Kanpur store will be a significant stride in Shoppers Stop's journey, reinforcing its commitment to redefining retail experiences while fostering connections with the shoppers.

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About Shoppers Stop Limited

Shoppers Stop Ltd. is the nation's leading premier retailer of fashion and beauty brands, established in 1991. As of 31st March 2024, Shoppers Stop is spread across **112 department stores in 62 cities** the Company also operates 7 premium home concept stores under the name Home Stop, 87 Specialty Beauty stores of M.A.C, Estée Lauder, Bobbi Brown, Clinique, Jo Malone, Too Faced, SSBeauty, and 21 Airport doors, 22 INTUNE Stores occupying an area of 4.3 M sq. ft.

Shoppers Stop is home to one of the country's longest running and most coveted loyalty programs 'First Citizen Club'. The Company's one-of-a-kind shopping assistance service, 'Personal Shopper' is revolutionizing the way Indians shop, bringing more value, comfort, and convenience to customer experiences. The brand's diversified Omni channel offers over 800+ recognized and trusted brands across an incomparable range of products that together serve our overarching objective of delivering customer delight.

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