

SHOPPERS STOP

SEC/01/2024-25

April 03, 2024

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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Sub: Press / Media Release: “St.Botanica Launches A New Line of Fragrances Sourced from World’s Finest Ingredients, Foraying into Fast Growing Fragrance Category; Exclusively Available online with Amazon Beauty and offline with Shoppers Stop”.

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 Good Glamm Group, “St. Botanica Launches A New Line of Fragrances Sourced from World’s Finest Ingredients, Foraying into Fast Growing Fragrance Category; Exclusively available online with Amazon Beauty and offline with Shoppers Stop”, announcing the launch of a new line of perfumes.

We are pleased to inform that the Company has in terms of its routine business of tie up with various brands, entered into a tie-up with Good Glamm Group for launching St. Botanica perfumes, across its Shoppers Stop stores.

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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**St.Botanica Launches A New Line of Fragrances Sourced from World's Finest Ingredients,
Foraying into Fast Growing Fragrance Category**

Exclusively Available online with Amazon Beauty and offline with Shoppers Stop

National, April 3, 2024: St.Botanica, a leading direct-to-consumer (D2C) beauty brand and part of South Asia's largest beauty and personal care conglomerate Good Glamm Group, is venturing into the fast-growing fragrance category with the announcement of its new line of perfumes. Crafted meticulously from the world's finest ingredients, this collection is accompanied by the captivating campaign 'Indulge Your Travel Spirit'.

Featuring four distinct fragrances, each embodying a unique corner of the globe, the collection offers a sensory journey. The Citrus fragrance evokes the sun-kissed shores of the Mediterranean, with notes of Amalfi Lemon, Patchouli, and White Honey. The Oud fragrance transports you to the landscapes of the Middle East, blending Cedarwood, Black Pepper, and Labdanum. The Amber fragrance captures the essence of North America, combining Virginia Cedar, Gardenia, and African Orange Flower and the Spicy fragrance entices with its fusion of Geranium, Bergamot, and Musk from Southern Africa.

Ensuring widespread accessibility, St.Botanica's all new fragrances are now exclusively available both online on Amazon Beauty and offline at Shoppers Stop stores, catering to consumers nationwide. This strategic partnership aims to provide seamless access to these exquisite scents, enriching the olfactory experiences of fragrance enthusiasts everywhere.

Sukhleen Aneja, CEO of Good Brands Co, Good Glamm Group, expressed her enthusiasm for the launch, stating, "*We are thrilled to step into the fast-growing fragrance category with the launch of our exquisite perfumes. With the belief of sourcing from the world's finest ingredients, St.Botanica invites consumers on a sensory journey that transcends traditional fragrance experiences blending sophistication with affordability. We're also excited about our partnership with Amazon and Shoppers Stop for online and offline sales respectively providing consumers with unparalleled quality and a seamless shopping experience.*"

"At Amazon Beauty, we are committed to bring our customers the most exciting and trending beauty products. This partnership with St. Botanica and Amazon Beauty embodies this spirit by providing our beauty enthusiasts a wide variety of captivating fragrances to enrich their beauty rituals and elevate their

daily experiences. With convenient, fast delivery and competitive value, Amazon Beauty offers customers the perfect platform to explore and find the perfect fragrance to complement their unique style and preferences.” - Zeba Khan – Director – Beauty, Personal Care and Luxury Beauty, Amazon India.

Biju Kassim, Customer Care Associate and CEO, Beauty, Shoppers Stop Limited, stated *“St.Botanica’s debut in the fragrance market, exclusively with Shoppers Stop, provides an opportunity for our customers to explore an extensive array of these sensorial fragrances. We are delighted to offer a platform for our consumers to discover and try the enchanting St. Botanica fragrances, together with an elevated fragrance discovery experience at our stores.”*

Priced at Rs.999 each, these 100 ml Eau de Parfums promise a journey that goes beyond mere scent and packaging. In addition to the individual fragrances, St.Botanica is also offering a Gift Set, containing minis of each of the four fragrances priced at Rs. 799/-.

For more information, please visit www.stbotanica.com

About St.Botanica:

Founded in 2015, St.Botanica is a premium brand known for its quality-driven approach in developing products crafted with curated blends of international and exotic ingredients, while maintaining a toxin-free formula. The brand’s formulations are carefully crafted using the world’s finest ingredients, backed by extensive research conducted by a team of cosmetic scientists, resulting in exceptional products that deliver outstanding results. The brand takes pride in offering products that are free from harmful chemicals and undergo dermatological testing. St.Botanica is also a proud member of the PETA’s Beauty Without Bunnies Program, ensuring that its manufacturing process remains cruelty-free.

In October 2021, St.Botanica was acquired by South Asia’s largest beauty and personal care conglomerate, the Good Glamm Group built on a unique content-creator-commerce-community flywheel. This acquisition has further solidified St.Botanica’s position in the industry, providing new opportunities for growth and innovation. In December 2021, the brand welcomed leading actor Kareena Kapoor Khan as its brand ambassador in the hair category. In April 2022, St.Botanica launched its first-ever national television campaign, establishing a stronger presence in the market and reaching a wider audience with its product offerings.

St.Botanica remains steadfast in its commitment to quality, research-driven formulations, and ethical practices as it continues to create exceptional beauty and personal care experiences for its valued customers. St.Botanica has made a positive impact on people’s lives across the globe, with its products reaching customers in the USA, Australia, Singapore, India, and the UK.

For further information please contact,

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About Amazon India

The Amazon.in marketplace is operated by Amazon Seller Services Private Ltd, an affiliate of Amazon.com, Inc. (NASDAQ: AMZN). Amazon.in seeks to build the most customer-centric online destination for customers to find and discover virtually anything they want to buy online by giving them more of what they want – vast selection, low price, fast and reliable delivery, and a trusted and convenient experience; and provide sellers with a world-class e-commerce marketplace.

For more information, visit www.amazon.in/aboutus

For news on Amazon, follow www.twitter.com/AmazonNews_IN

About Shoppers Stop:

Shoppers Stop Ltd. is the nation's leading premier retailer of fashion and beauty brands, established in 1991. Spread across 112 department stores, the Company also operates 7 premium home concept stores under the name Home Stop, 73 Speciality Beauty stores of M.A.C, Estée Lauder, Bobbi Brown, Clinique, Jo Malone & Too Faced, 14 SSBeauty and 5 Airport doors, 23 Intune stores; occupying an area of 4.1 M sq. ft.

Shoppers Stop is home to one of the country's longest-running and most coveted loyalty programs 'First Citizen'. 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.