

SHOPPERS STOP

SEC/07/2024-25

April 16, 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: "Axis Bank expands its omni-channel shopping segment through its Credit Card partnership with Shoppers Stop; Launches Axis Bank Shoppers Stop Credit Card".

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, "Axis Bank expands its omni-channel shopping segment through its Credit Card partnership with Shoppers Stop; Launches Axis Bank Shoppers Stop Credit Card", being issued by the Company and Axis Bank Limited.

The Company was earlier having an arrangement for co-branded cards with CitiBank N.A., which pursuant to the sale of consumer banking business of CitiBank N.A. to Axis Bank Limited is now with Axis Bank Limited. The Company has accordingly now launched co-branded card, "Axis Bank Shoppers Stop Credit Card" with Axis Bank Limited.

Please find enclosed Press / Media Release dated April 16, 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

Registered & Service Office : Umang Tower, 5th Floor, Mindspace, Off. Link Road, Malad (W), Mumbai 400 064, Maharashtra.
T 022- 42497000 CIN : L51900MH1997PLC108798. Email : customercare@shoppersstop.com Website: www.shoppersstop.com
Toll Free No.:1800-419-6648 (9 am to 9 pm).

Axis Bank expands its omni-channel shopping segment through its Credit Card partnership with Shoppers Stop

Launches Axis Bank Shoppers Stop Credit Card

Mumbai, Apr 16th, 2024: Axis Bank, one of the largest private sector banks in India, and Shoppers Stop, one of India's leading premium fashion, beauty and gifting omnichannel destinations, announced the launch of their co-branded Credit Card – the **Axis Bank Shoppers Stop Credit Card**. This partnership will offer an enriched shopping experience to cardholders for both the online and offline experiences.

Axis Bank Shoppers Stop Credit Card marks the extension of Axis Bank's credit card portfolio into the omnichannel shopping space. This collaboration will leverage Axis Bank's innovative financial solutions, wide-spread branch network and geographical outreach across the country and Shoppers Stop's strong network and its 9.8 million First Citizens Club member base.

The power-packed co-branded credit card offers industry-best benefits and features ranging from welcome benefits to accelerated rewards on shopping, coupled with the convenience of fuel surcharge waivers, delightful dining privileges and many more.

Customers can enjoy a host of exciting rewards such as:

- Complimentary 'Shoppers Stop First Citizen Club Golden Glow' membership for the cardholders
- Accelerated benefits – up to 20 First Citizen points on spends at Shoppers Stop
- Never expiring First Citizen Points
- Dining Delights with Eazy Diner (cardholders are eligible for a 15% instant discount on EazyDiner up to INR 500 per month for a minimum transaction value of INR 2500)
- Exclusive offers through Grab deals
- 1% fuel surcharge waiver on all fuel transactions between INR 400 to INR 5000, with a max cap of INR.400 on waiver in the statement month

To read more about the features of this card; please click: <https://www.axisbank.com/retail/cards/credit-card/axis-bank-shoppers-stop-credit-card>

This co-branded card was unveiled at an event in Shoppers Stop Malad store in Mumbai, led by **Arjun Chowdhry, Group Executive – Retail Assets, Payments & Affluent Banking, Axis Bank** and **Karunakaran M, Customer Care Associate and Chief Financial Officer, Shoppers Stop**.

Speaking at the launch, Sanjeev Moghe, President & Head- Cards & Payments, Axis Bank said, "At Axis Bank, we have a full suite credit cards portfolio, and we are constantly innovating to offer smart and unique product propositions. We continue to build on our partnerships led model to tap into newer customer segments and cater to their evolving needs. In this endeavour, we are delighted to partner with Shoppers Stop, a brand that shares

SHOPPERS STOP



our values and focus on customer experience. This partnership will give Axis Bank an opportunity to further tap into the burgeoning retail consumer segment and offer best-in-class payment propositions services.”

Commenting on the launch, Kavindra Mishra, Customer Care Associate, Executive Director and CEO, of Shoppers Stop said, “At Shoppers Stop we strongly believe in making every shopping trip a joyful experience. Providing customers an unparalleled shopping experience is at the heart of what we do at Shoppers Stop. Rewards are an integral part of delivering great shopping experience. This partnership with Axis bank, represents a union of two industry leaders, who share the same values of integrity, innovation and customer centricity. With this collaboration, we aim to redefine the shopping experience, by offering our valued customers a seamless blend of exclusive rewards, privileges and banking services. We are confident that this partnership will help elevate the shopping experience by making it more rewarding.”



About Axis Bank:

Axis Bank is one of the largest private sector banks in India. Axis Bank offers the entire spectrum of services to customer segments covering Large and Mid-Corporates, SME, Agriculture, and Retail Businesses. With its 5,252 domestic branches (including extension counters) and 15,931 ATMs across the country as on 31st December 2023. The network of Axis Bank spreads across 2,910 centers, enabling the Bank to reach out to a large cross-section of customers with an array of products and services. The Axis Group includes Axis Mutual Fund, Axis Securities Ltd., Axis Finance, Axis Trustee, Axis Capital, A.TReDS Ltd., Free charge, Axis Pension Fund and Axis Bank Foundation.

For further information on Axis Bank, please refer to the website: <https://www.axisbank.com>

About Shopper's Stop:

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'. 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.

Follow us on -

Shop - www.shoppersstop.com | Corporate Site - www.corporate.shoppersstop.com

For Media Queries, please contact:

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