



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

- ❑ 5 Departmental stores opened in Chandigarh, Delhi Airport, Kalyan, Thane and Surat during this quarter.
- ❑ 2 Home stop stores opened in Jaipur and Chandigarh during this quarter.
- ❑ 1 MAC Stand Alone store in Chandigarh and 1 MAC SIS Store in Thane opened this quarter taking the total to 29 stores
- ❑ 2 Clinique Stand Alone stores in Chandigarh and Ghatkopar , and 1 Clinique SIS store in Thane Opened during this quarter taking the total to 18 stores.
- ❑ 2 Estee Stand Alone stores opened in Chennai and Gurgaon during this quarter taking the total to 8 stores.
- ❑ 1st Bobbi Brown store opened in Delhi.
- ❑ 3 Crossword stores opened in Thane, Raipur and Gandhinagar and closed 2 stores at Bangalore during this quarter.

➤ Loyalty Programme

- ❑ First Citizen members club has now reached 29.9 lacs members. Their contribution to sales was 73%



AWARDS & RECOGNITION

- Shoppers Stop Ltd. Has been awarded by World Retail Congress for “ **Excellence Training and Development Award 2013** “ in the following Category :-
 - Excellence in Training & Development Award for “**Best Custom Built Content**” , and
 - Excellence in Training & Development Award for “ **Best Training Partnership with External Vendors**”
- Shoppers Stop Ltd has received “ **Eco Recognition & Green Crusade**” Award from Green Enterprise .



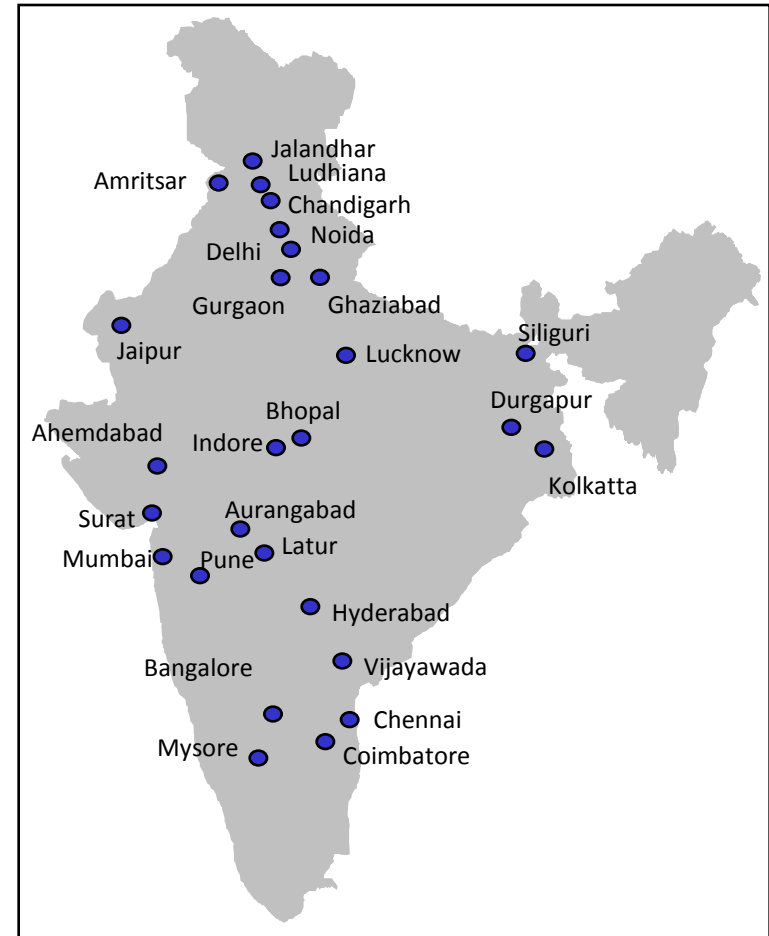


Our Presence and still expanding...

City	SS Dept.	Crossword	Home Stop	Mother Care	MAC/Estee/Clinique/Bobbi Brown	Hypercity	Total
Amritsar	1				1	1	3
Bangalore	8	10	2	1	8	3	32
Chennai	3	2	1		5		11
Delhi	6	2	1	1	11		21
Gurgaon	2				3		5
Hyderabad	4	6	1	1	3	1	16
Jaipur	2		1			1	4
Kolkatta	3				2		5
Lucknow	1	1	1				3
Mumbai	8	16	3	1	14	2	44
Noida	1				1		2
Pune	5		1		3	1	10
Ghaziabad	1						1
Siliguri	1						1
Durgapur	1						1
Bhopal	1	2				1	4
Ludhiana					1		1
Aurangabad	1						1
Indore	1	1					2
Vijayawada	1	1	1				3
Mysore	1						1
Latur	1						1
Ahmedabad	1		1			1	3
Jalandhar	1						1
Coimbatore	1		1				2
Chandigarh	1		1		2		4
Surat	1						1
Kalyan	1						1
Thane	1	1			2	2	6
Total	60	42	15	4	56	13	190

➤ More than 5.12 million sq. ft. area, across 29 cities

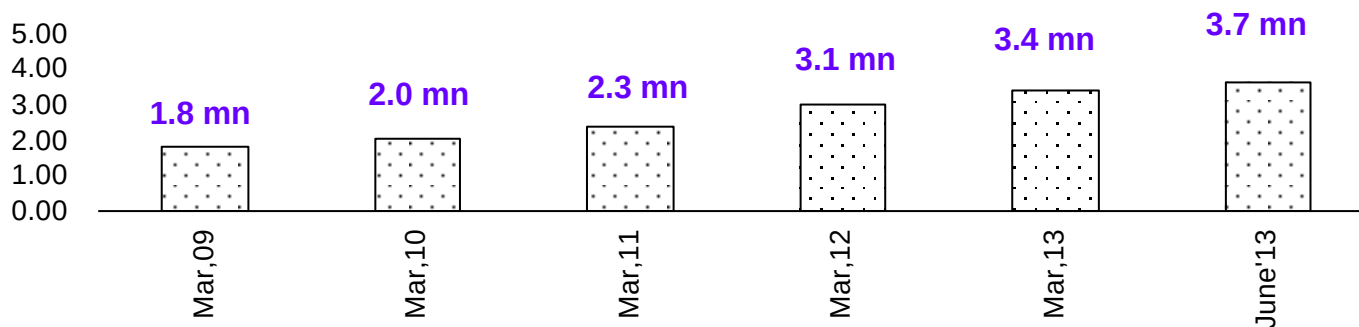
As on 30th June, 2013





Existing Stores

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



Store Area as on 30th June,2013

Chargeable Area (Sq.ft.)

Shoppers Stop

3,343,984

Specialty Stores

312,471

Total Store Area

3,656,455

Crossword

104,565

Hypercity

1,198,919

JV Companies

162,331

Total Group

5,122,270



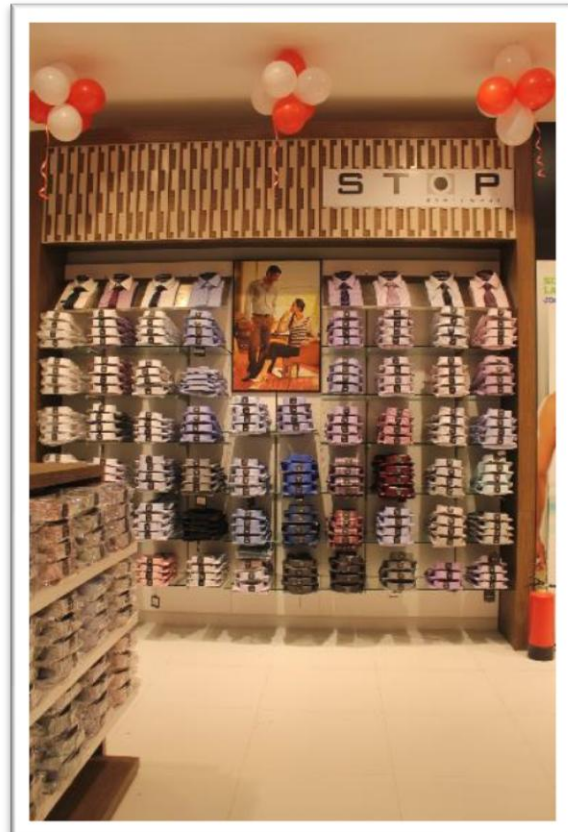
New Store Opened



Location : Chandigarh

Opening Date : 4th April, 2013

Chargeable Area : 53059 sq .ft.



New Store Opened



Location : Delhi Airport

Opening Date : 15th April ,2013

Chargeable Area : 2487sq .ft.



New Store Opened



Location : Kalyan

Opening Date : 27th April ,2013

Chargeable Area : 48114 sq .ft.



New Store Opened



Location : Surat

Opening Date : 1st June ,2013

Chargeable Area : 40938 sq .ft.



New Store Opened



Location : Thane

Opening Date : 27th June ,2013

Chargeable Area : 75468 sq .ft.



Key Financial Highlights – Q1-2013-14



- **Sales Growth:**

Shoppers Stop department stores : 17%

All formats : 18%

- **LTL Sales Growth:**

Shoppers Stop department stores : 12%

stores > 5 years : 7%

stores < 5 years : 20%

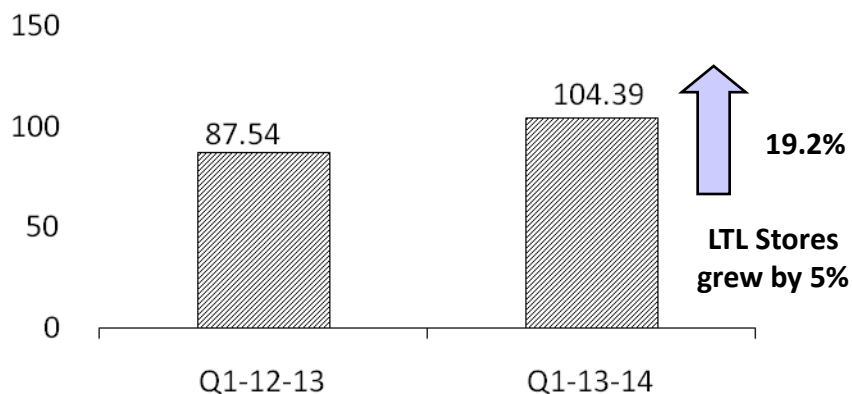
- **Sales Per Sq.ft. on chargeable area (Built up sq.ft.) :**

Shoppers Stop department stores : Rs 1,708 (LY Rs. 1,616)

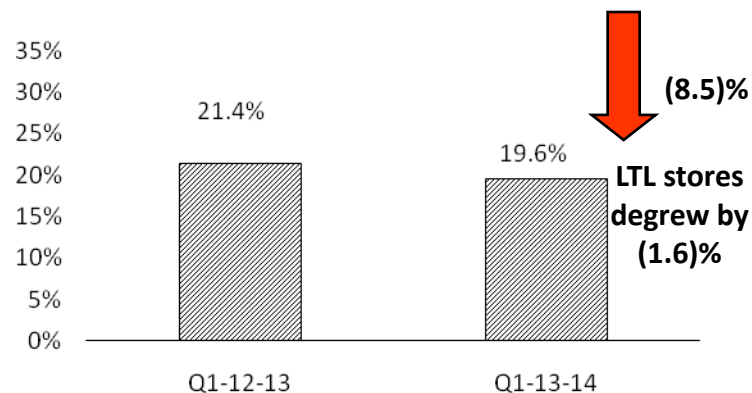


Operational Indicators – Q1-2013-14

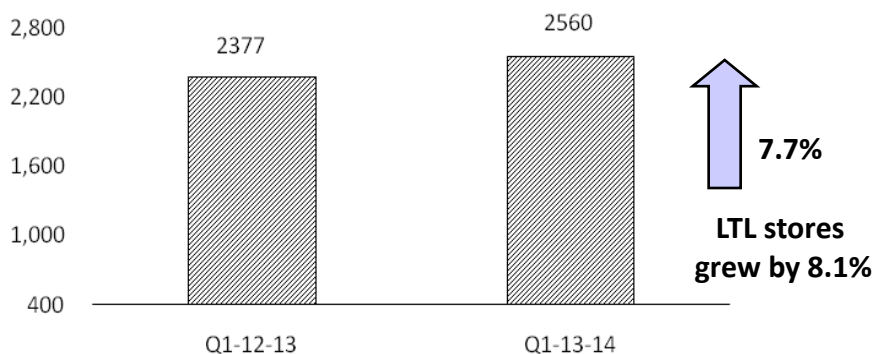
Customer Entry (figures in lacs.)



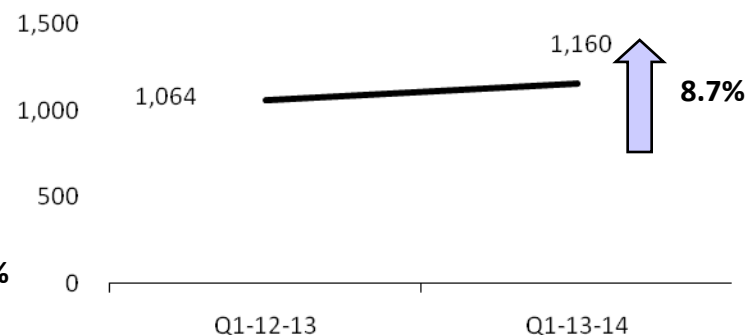
Conversion Ratio (%)



Transaction Size (Rs.)



Average Selling Price ("ASP")

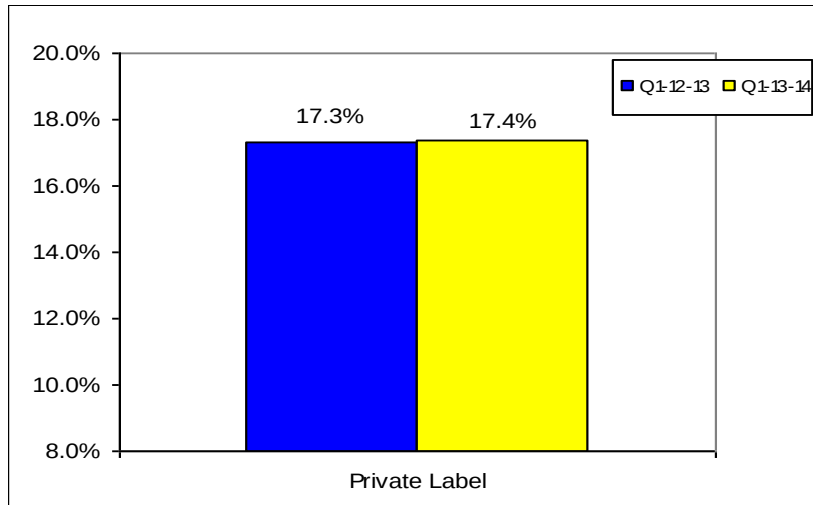


LTL Volume

3.3%

Merchandise Mix – Q1-2013-14

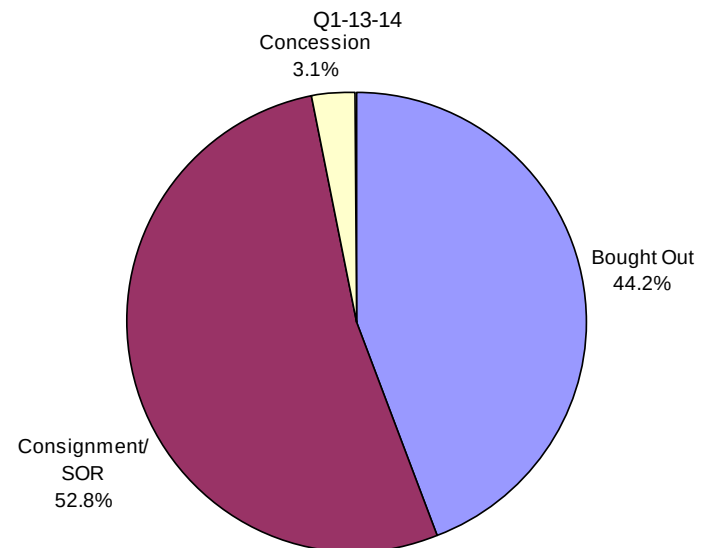
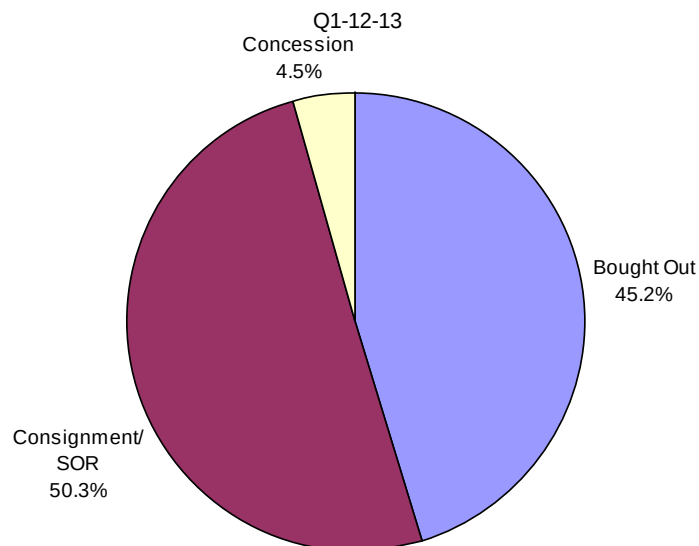
Private Label Mix



- Private Label Sales increased by 14.4%.

- Private Label Mix increased by 0.1%

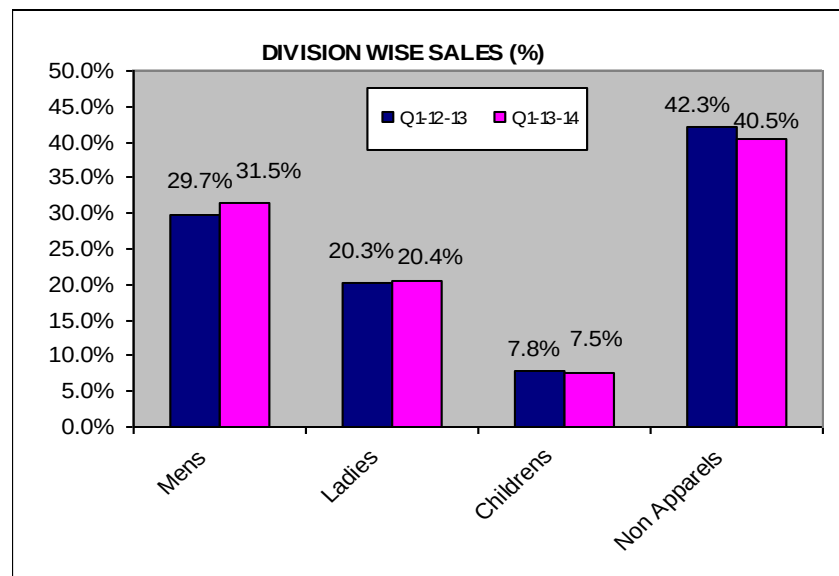
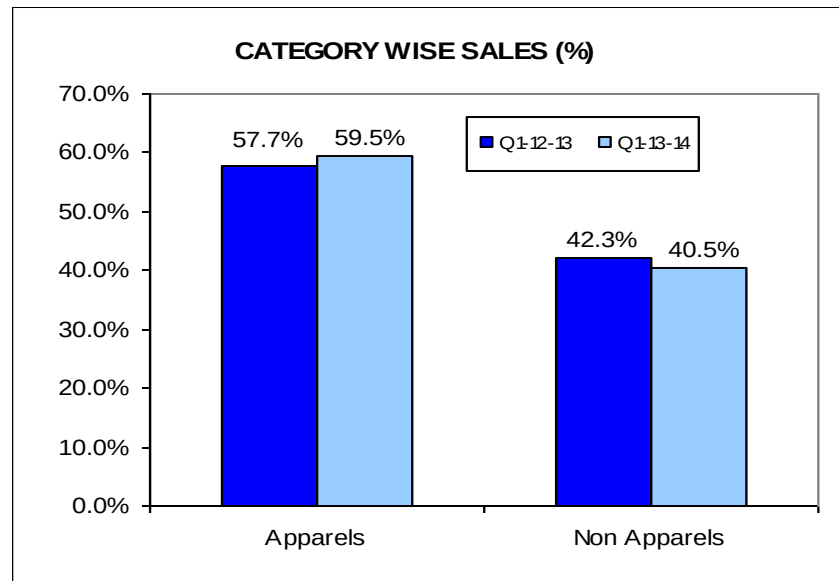
Merchandise Buying Model



Revenue Mix – Q1-2013-14



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



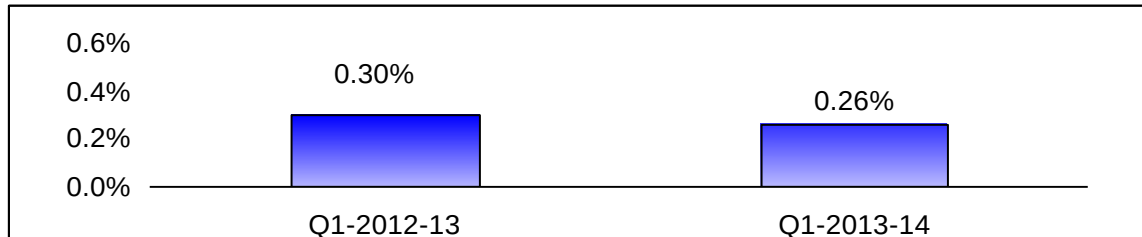


Operational Efficiency Q1-13-14 : Shrinkage as % of Gross Retail Sales

(SS Dept. Stores)



Q1-2013-14





Financial Summary – Q1-2013-14

Shopper's Stop Ltd.

Rs. in lacs

Particular	Q1-2013-14	Q1-2012-13	
Retail Turnover	60,817.7	51,686.7	 18%
Retail Sales (Before VAT)	60,109.1	50,712.7	
Retail Sales (Net of VAT)	57,359.4	48,268.8	
Margin on Sales	21,367.4	17,707.2	 21%
Margin on Sales %	35.5%	34.9%	
Other Retail Operating Income	708.6	974.0	
Operating expenses	19,741.0	16,870.4	
Operating expenses %	32.8%	33.3%	
Operating Profit (EBIDTA)	2,335.0	1,810.8	 29%
Operating Profit (EBIDTA) %	3.9%	3.6%	
Finance Charges (Net)	666.0	459.4	 45%
Depreciation	1,327.7	1,199.8	
PBT (Before Exceptional Item)	341.4	151.6	 125%
PBT%	0.6%	0.3%	
Exceptional Items	67.4	74.1	
PBT	274.0	77.5	 253%
PBT %	0.5%	0.2%	
Tax	109.9	27.2	
Profit After Tax	164.1	50.4	 226%
Profit After Tax %	0.3%	0.1%	

Exceptional items include Rs.29.6 lacs write off of on account of insurance policy exclusion for Inorbit Pune store and Rs.37.8 lac write off towards part inadmissability of Pune Koregaon park fire claim.

Note : Figures have been regrouped for Presentation purpose.



Consolidated Financial – Q1-2013-14



Rs. in lacs		
Particular	Q1-2013-14	Q1-2012-13
Retail Turnover	86,610.2	76,458.9
Retail Sales (Before VAT)	85,200.7	74,801.5
Retail Sales (Net of VAT)	82,396.7	70,824.2
Margin on Sales	27,825.1	23,163.0
Margin on Sales %	32.7%	31.0%
Other Retail Operating Income	1,409.5	1,657.5
Operating expenses	27,668.3	23,764.4
Operating expenses %	32.5%	31.8%
Operating Profit (EBIDTA)	1,566.3	1,056.1
Operating Profit (EBIDTA) %	1.8%	1.4%
Finance Charges (Net)	1,430.2	1,323.2
Depreciation	2,281.5	1,802.5
PBT (Before Exceptional Item)	(2,145.4)	(2,069.5)
PBT %	-2.5%	-2.8%
Exceptional Items	67.4	74.1
PBT	(2,212.8)	(2,143.6)
PBT %		
Tax	109.9	27.2
Minority Interest	1,211.1	1,046.1
Profit After Tax	(1,111.6)	(1,124.7)
Profit After Tax %	-1.3%	-1.5%

↑ 13%

↑ 20%

↑ 48%

↑ 8%

↓ (4)%

↓ (3)%

↑ 1%

Consolidation includes:

- Shoppers Stop Limited
- Hypercity Retail (India) Ltd..
- Crossword Bookstores Ltd.
- Timezone Entertainment Pvt. Ltd.
- Nuance Group (India) Pvt. Ltd.
- Gateway Multichannel Ltd

Exceptional items include Rs.29.6 lacs write off of on account of insurance policy exclusion for Inorbit Pune store and Rs.37.8 lac write off towards part inadmissability of Pune Koregaon park fire claim.

Note : Figures have been regrouped for Presentation purpose.

Balance Sheet – SSL Standalone

Rs.in Lacs

PARTICULARS	Unaudited June '13	Audited March '13
EQUITY AND LIABILITIES		
SHAREHOLDERS' FUNDS		
Share capital	4,150.6	4,149.0
Reserves and surplus	65,441.8	65,233.2
Net Worth	69,592.3	69,382.2
NON CURRENT LIABILITIES		
Long-term borrowings	10,000.0	11,250.0
Long-term provisions	625.5	625.4
Total Non Current Liabilities	10,625.5	11,875.4
CURRENT LIABILITIES		
Short-term borrowings	23,492.8	19,433.7
Trade payables	29,872.0	28,467.7
Other current liabilities	18,403.1	13,609.9
Short-term provisions	1,045.7	1,028.1
Total Current Liabilities	72,813.6	62,539.3
Total	153,031.4	143,796.9
ASSETS		
NON CURRENT ASSETS		
Total Fixed assets	52,413.4	48,336.5
Non current investments	34,556.1	33,094.7
Long term loans and advances	27,686.4	27,540.3
Other non-current assets	1,125.2	790.5
Total Non Current Assets	115,781.1	109,762.0
CURRENT ASSETS		
Inventories	26,633.9	24,382.5
Trade Receivables	2,713.7	2,036.4
Cash and cash equivalents	1,115.2	1,172.1
Short term Loans and advances	5,949.1	5,857.4
Other current assets	838.3	586.6
Total Current Assets	37,250.3	34,034.9
Total	153,031.4	143,796.9

Particulars	Q1-13-14	Q1-12-13
Debt Equity	0.55	0.44
Asset Turnover Ratio (Without Inv. In Group Co.)	0.94	0.90
Current Ratio	0.97	0.95

Note : Figures have been regrouped for Presentation purpose.



Cash Flow – SSL Standalone

Rs.in Lacs

Particulars	For the period ended 30th June,2013
Operating Profit	2,214
Changes in Working Capital	(2,231)
Cash Generated from Operating Activities	(17)
Investment in SSL Fixed Assets & Deposit for stores	(4,129)
Investment in JV/ Subsidiary Companies	(847)
Net Cash Used for Investing Activities	(4,976)
Proceeds from issuance of share capital	46
Interest & Finance Cost (Net off)	(669)
Increase / (Decrease) in Loans	5,559
Cash generated from Financing Activities	4,936
Net Increase/(decrease) in Bank Balance	(57)

Note : Figures have been regrouped for Presentation purpose.





HyperCITY

Investor Presentation – Q1 FY14



Key Highlights



- LTL Sales growth * : 13.8%



- Footfall, Conversion %, Transaction size and Volume – all showed positive growth for Q1 FY14.



- Fashion mix at 11.3%; LY: 9.2%.



- Launch of Bangalore-3 [30k sq.ft.] & Thane-2 [65k sq.ft.]



- 8th consecutive qtr of store operating profit Rs. 276 lacs; LY: 3 lacs.



** LTL Growth are adjusted for LY sales of CDIT categories exited at specific stores.*



HyperCITY - Key Financials Highlights

- **Sales Growth:**

HyperCITY stores : 12%

- **LTL Sales Growth:**

HyperCITY stores : **14%**

- stores > 5 years : 19%

- stores < 5 years : 12%

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

LTL level : Rs **1,912** (LY Rs 1,564)

Chain level : Rs **1,877** (LY Rs 1,564)

- **Margin % growth 70 bps.**

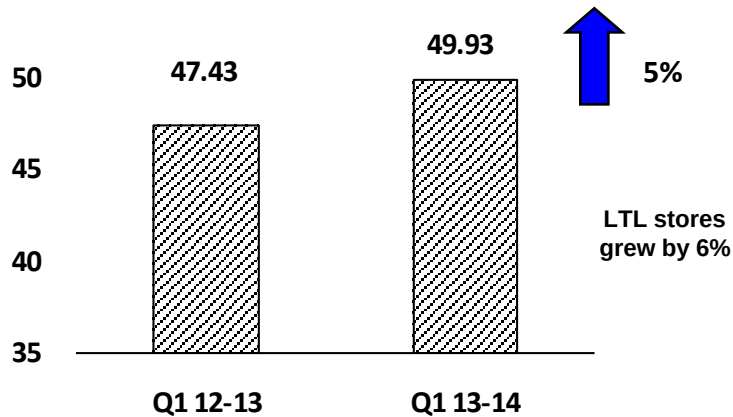
** LTL Growth are adjusted for LY sales of CDIT categories exited at specific stores & Ludhiana closure*



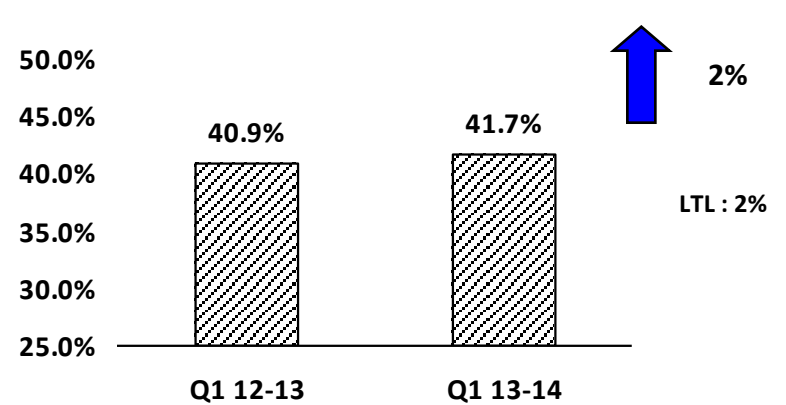


Footfalls, ASP , Conversion and Average Ticket size

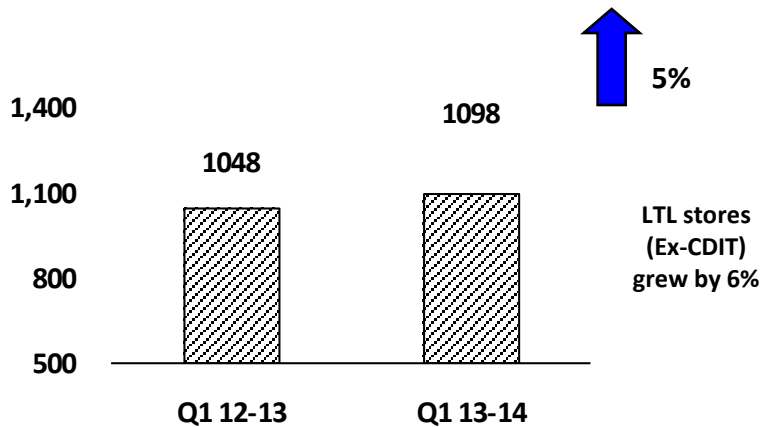
Customer Entry (figures in lacs.)



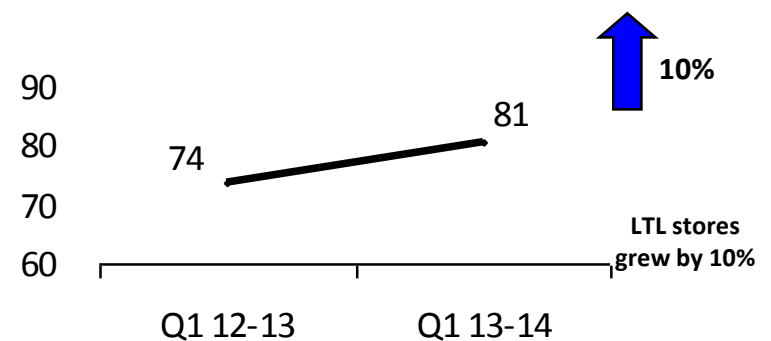
Conversion Ratio (%)



Transaction Size (Rs.)



Average Selling Price ("ASP")



• LTL Volume

4%





HyperCITY Financials – Q1 - 2012-13

Rs.in lacs

Particular	Q1 FY14	% Sales	Q1 FY13	% Sales	Growth%
Retail Sales (Including VAT)	22,833	108.1%	20,475	108.4%	11.5%
Retail Sales (Net of VAT)	21,127	100.0%	18,894	100.0%	11.8%
Margin on Sales	4,488	21.2%	3,874	20.5%	15.9%
DC Cost	269	1.3%	242	1.3%	11.0%
Shrinkage	64	0.3%	119	0.6%	-45.9%
Gross Margin	4,155	19.7%	3,512	18.6%	18.3%
Store Operating Expenses	4,399	20.8%	3,940	20.9%	11.6%
Other Retail Operating Income	520	2.5%	430	2.3%	20.9%
Store EBIDTA	276	1.3%	3	0.0%	10755.4%
Service Office / Pre-ops Exp.	1,208	5.7%	930	4.9%	29.9%
COMPANY EBIDTA	(931)	-4.4%	(927)	-4.9%	-0.5%
Depreciation	742	3.5%	397	2.1%	86.9%
Finance Charges	799	3.8%	811	4.3%	-1.5%
PAT	(2,472)	-11.7%	(2,135)	-11.3%	-15.8%

• LTL Ex-CDIT : 14 %.

• HO expenses growth is 6.4% (excl. pre-operative exp for new stores and closure expense for Ludhiana)

• CY Depreciation included Rs 3.3 Cr Ludhiana asset impairment.

Sources of Funds	30th June 13
Net worth	461
Loans from Shareholders / Group Co's	7,550
Loans	16,461
Total	24,472
Application of Funds	
Fixed Assets	17,170
Currents Assets , Loans and Advances	18,785
Less : Current Liabilities and Provisions	11,483
Net Current Assets	7,302
Total	24,472

• Numbers have been regrouped for analytical representation





Bangalore-3

Launched in Apr-13

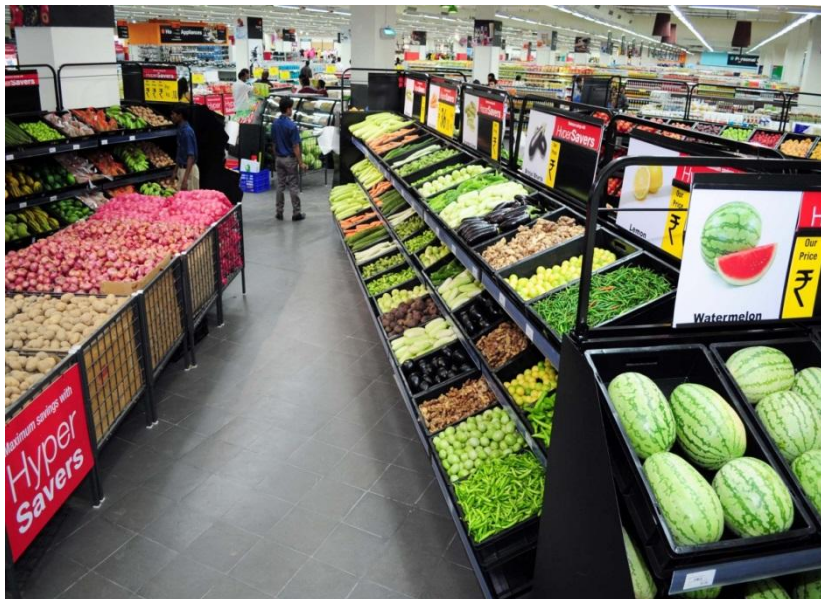






Thane Viviana

Launched in Jun-13







In case of any clarifications please
contact on

investor@shoppersstop.com