



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

- 1 Departmental store opened at Banaswadi, Bangalore during this quarter.
- 1 MAC SA store opened at Skyzone Phoenix, Mumbai during this quarter.
- 1 Hypercity Store opened at Janakpuri, Delhi during this quarter.

❖ Loyalty Program

- First Citizen members club has now reached 41.26 lacs members. Their contribution to sales was 72% for the year.





Awards & Recognition



- ❖ *Shoppers Stop was Felicitated at the **India Fashion Forum** with **16th Images Most Admired Fashion Retailer : Omni Channel Initiative : Multi Brand Award**.*



- ❖ *Shoppers Stop Ltd was awarded the **1st Prize – Commercial Building sector State level for excellence in Energy Conservation & Management** from **Maharashtra Energy Development Agency (MEDA)** for Solar Power Project done at Andheri Store.*



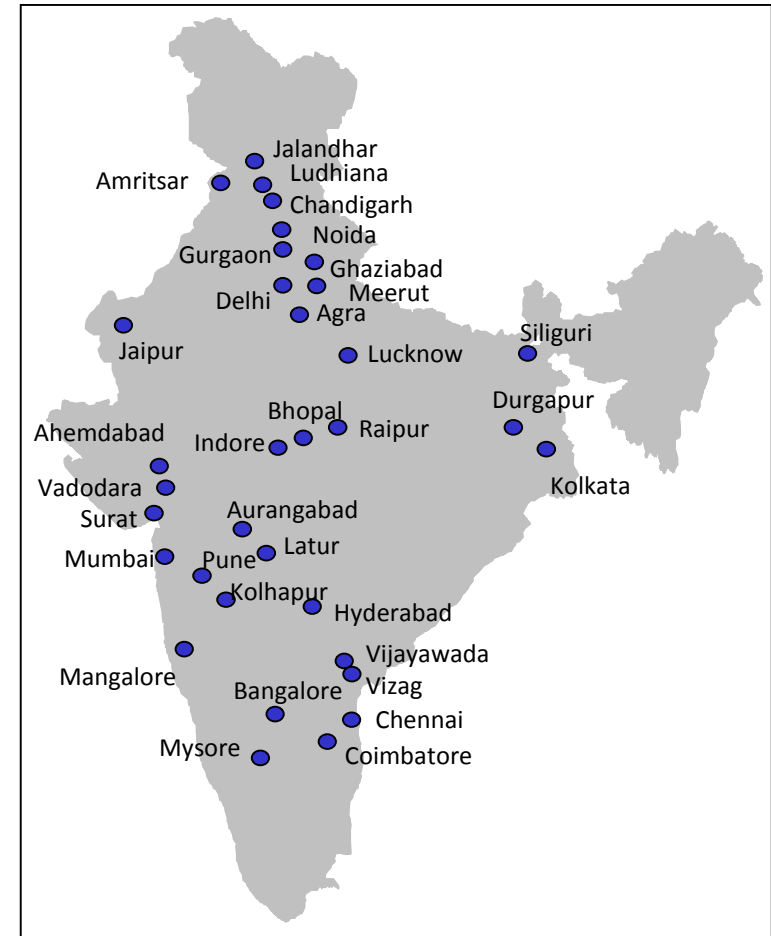
- ❖ *Crossword has won the **“Retailer of The Year – Leisure “** in the Asia Retail Congress Award.*





Our Presence and still expanding...

City	SS Dept.	Crossword	Home Stop	Mother Care	MAC/Estee/ Clinique/ Bobbi Brown	Hypercity	Total
Amritsar	1				3	1	5
Bangalore	10	8	4		12	4	38
Chennai	3	1	1		4		9
Delhi	5	2	1		12	1	21
Gurgaon	2				4		6
Hyderabad	5	7	2	1	4	2	21
Jaipur	3						3
Kolkata	5	1			6		12
Lucknow	1	1	1				3
Mumbai	8	21	3	1	16	2	51
Noida	1				2	1	4
Pune	5		2		5	1	13
Ghaziabad	2						2
Siliguri	1						1
Durgapur	1						1
Bhopal	1	2				1	4
Ludhiana	1				1		2
Aurangabad	1						1
Indore	1	1					2
Vijayawada	1	1	1				3
Mysore	1						1
Latur	1						1
Ahmedabad	2		1			1	4
Jalandhar	1						1
Coimbatore	1		1				2
Chandigarh	1		1		2		4
Surat	1				2		3
Kalyan	1						1
Thane	1	3			2	2	8
Agra	1						1
Vadodara	1					1	2
Raipur	2	1					3
Mangalore	2	1					3
Vizag	1						1
Meerut	1						1
Kolhapur	1						1
Total	77	50	18	2	75	17	239



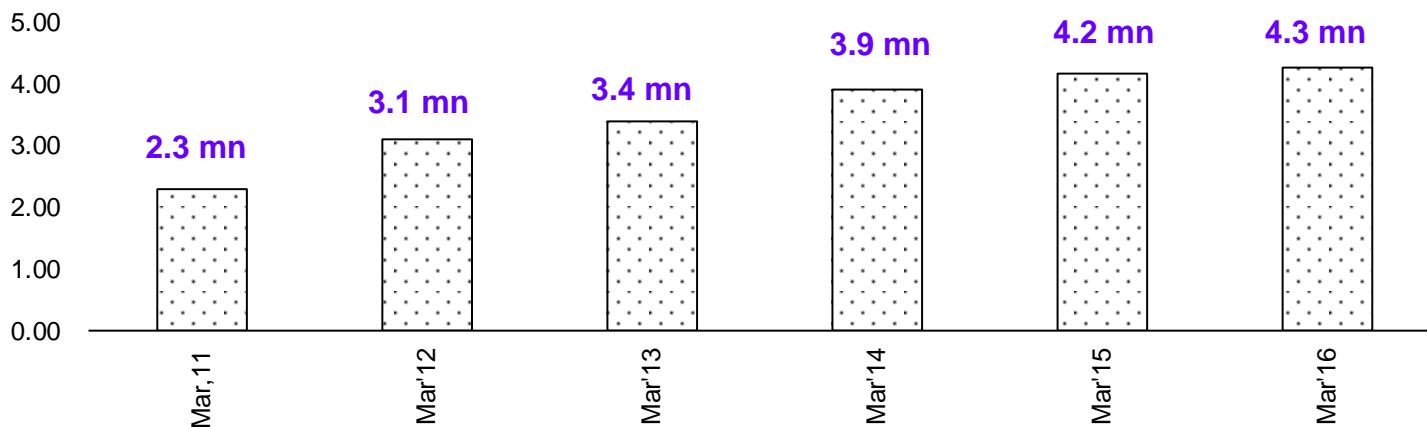
➤ More than 5.88 million sq. ft. area, across 36 cities

As on 31st March, 2016



Existing Stores

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



Store Area as on 31st March, 2016

Shoppers Stop

Specialty Stores

Total Store Area

Crossword

Hypercity

JV Companies

Total Group

Chargeable Area (Sq.ft.)

3,947,721

337,059

4,284,780

=====

98,751

1,263,327

238,479

5,885,337

=====

New Store Opened



Location : Bangalore Banaswadi

Opening Date : 26th Mar 2016

Chargeable Area : 43,800 sq .ft.



Key Financial Highlights – Q4-2015-16



- **Sales Growth:**

Shoppers Stop department stores : 8.3%

All formats : 8.0%

- **LTL Sales Growth:**

Shoppers Stop department stores : 5.9%

stores > 5 years : 5.0%

stores < 5 years : 8.3%

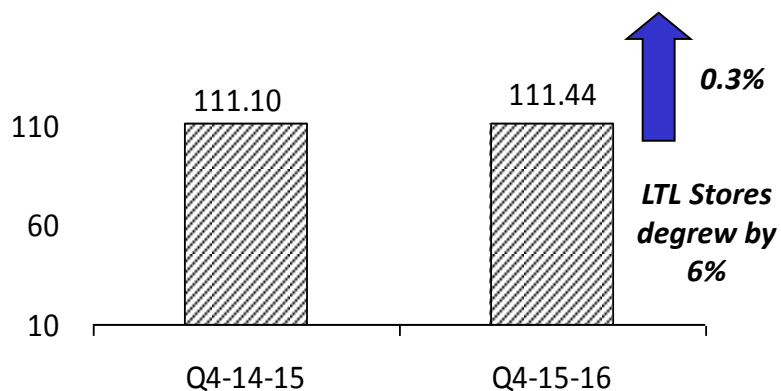
- **Sales Per Sq.ft. on chargeable area (Built up sq.ft.) :**

Shoppers Stop department stores : Rs 2,300 (LY Rs. 2,164)

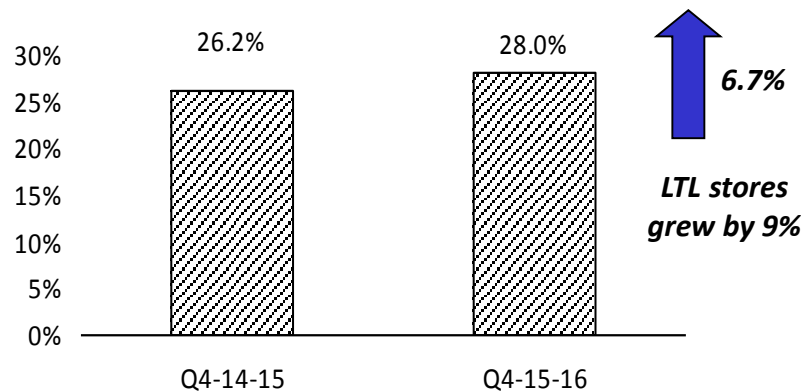


Operational Indicators – Q4-2015-16

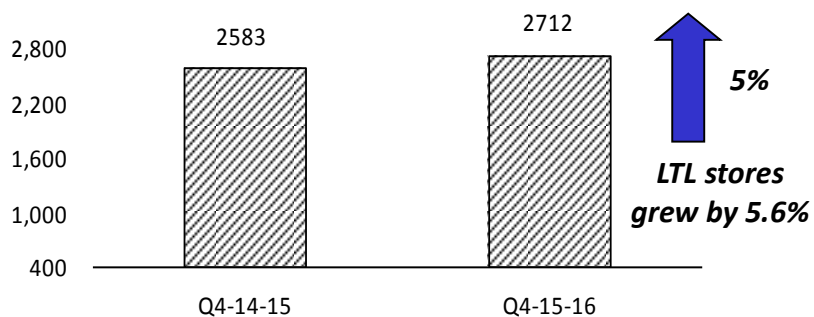
Customer Entry (figures in lacs.)



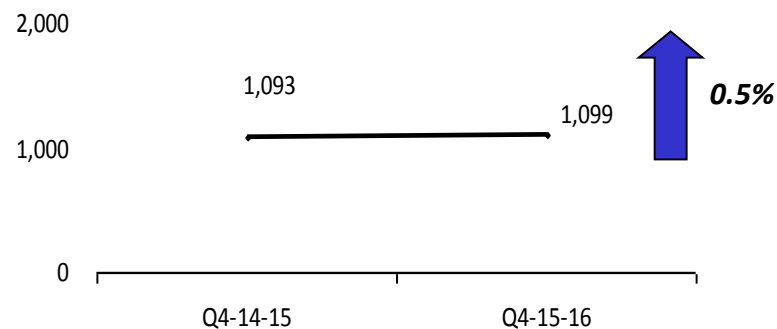
Conversion Ratio (%)



Transaction Size (Rs.)



Average Selling Price ("ASP")

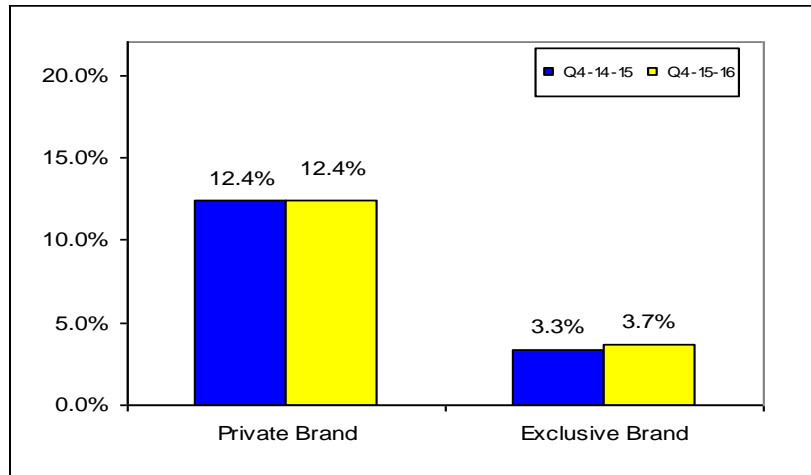


LTL Volume

5.4%

Merchandise Mix – Q4-2015-16

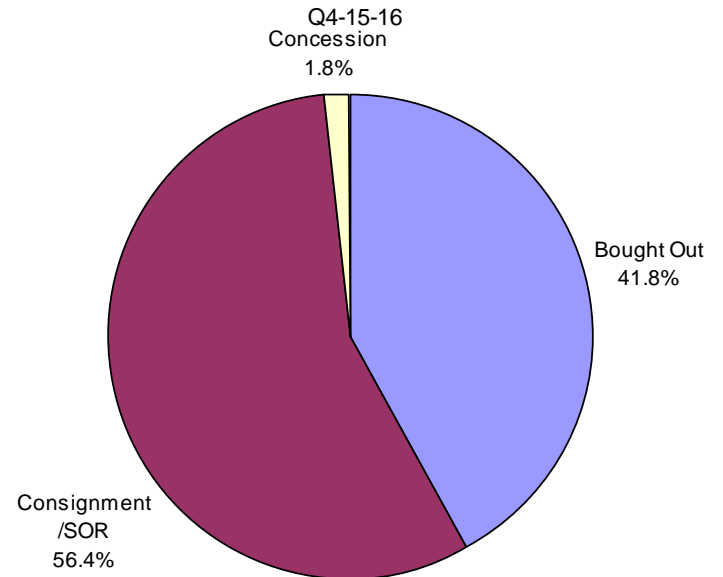
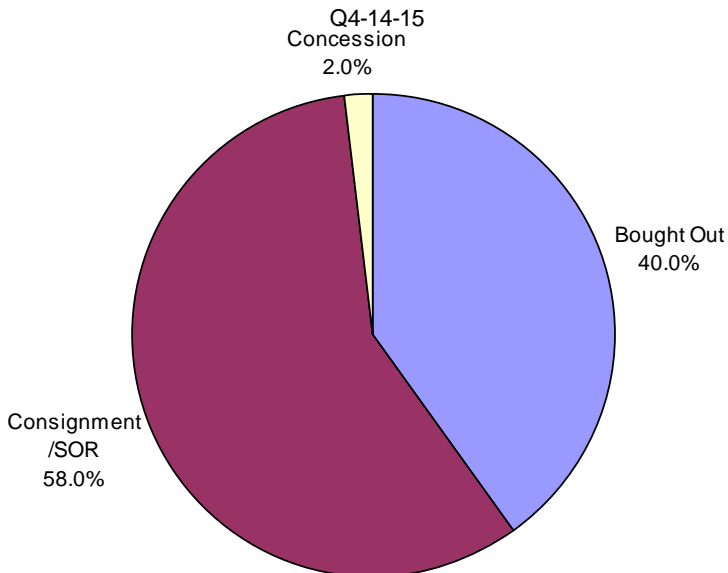
Private & Exclusive Brand Mix



- Private Brand Sales increased by 7%.

- Private Brand Mix remain flat.

Merchandise Buying Model

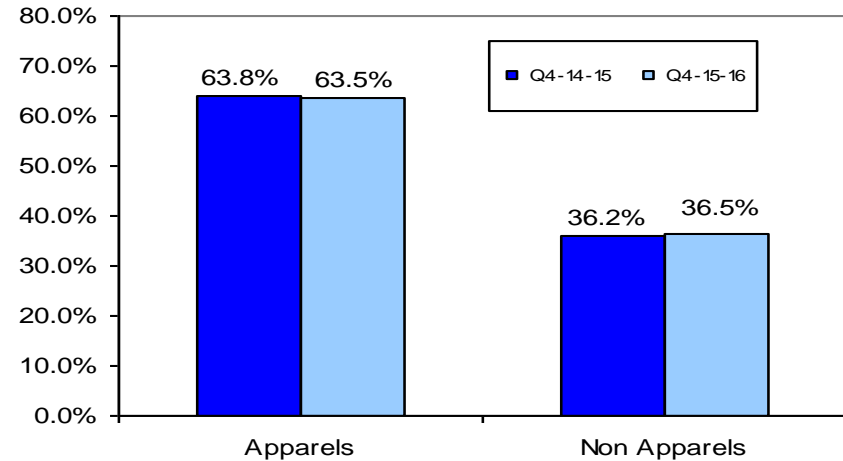


Revenue Mix – Q4-2015-16

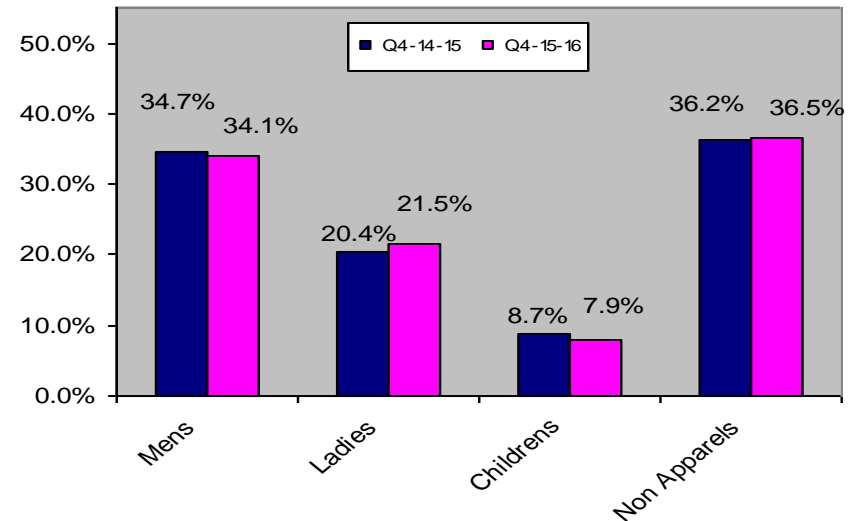


- Non Apparel consists of Home, Leather, Watches, Jewellery, Electronics and Personal accessories

CATEGORY WISE SALES (%)



DIVISION WISE SALES (%)



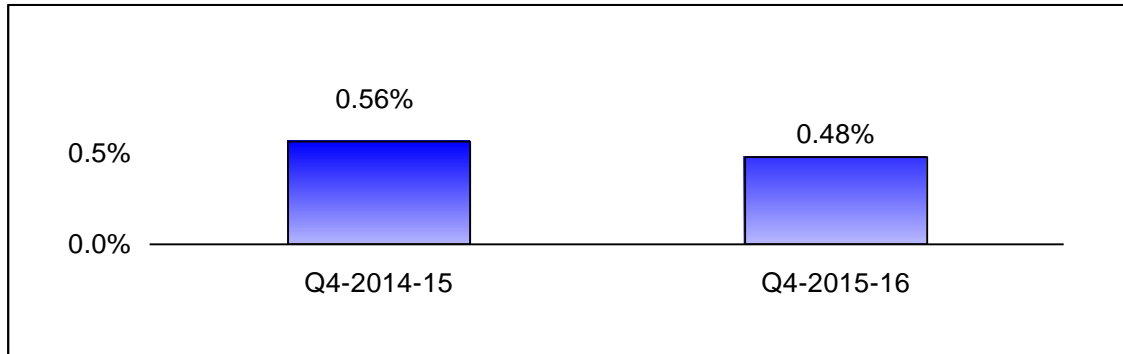


Operational Efficiency Q4-2015-16:

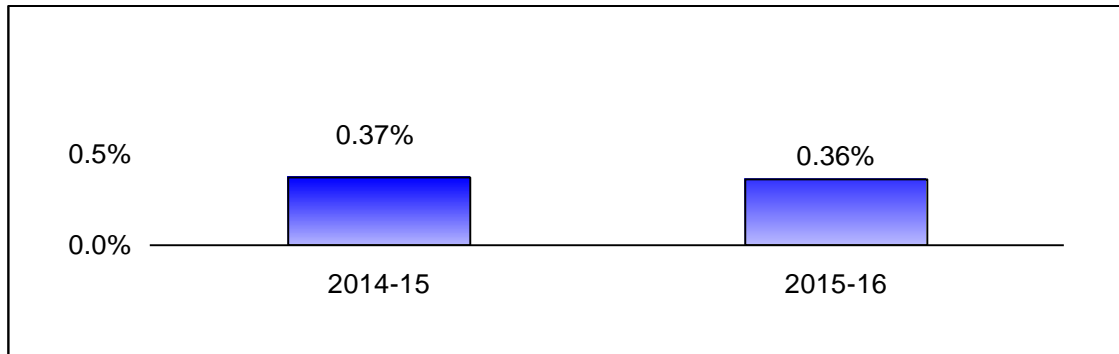
Shrinkage as % of Gross Retail Sales

(SS Dept. Stores)

Q4-2015-16



2015-16











Financial Summary – Q4-2015-16

Shoppers Stop Ltd.

Rs. in lacs

Particular	Q4-2015-16	Q4-2014-15	
Retail Turnover	100,528.9	92,850.1	
Retail Sales	98,847.4	91,485.1	 8%
Margin on Sales	32,746.3	30,762.5	 6%
Margin on Sales %	33.1%	33.6%	
Other Retail Operating Income	1,681.5	1,365.0	
Operating expenses	29,196.9	27,023.6	 8%
Operating expenses %	29.5%	29.5%	
Operating Profit (EBIDTA)	5,230.9	5,104.0	 2%
Operating Profit (EBIDTA) %	5.3%	5.6%	
Finance Charges (Net)	911.1	788.7	
Depreciation	2,580.4	2,661.0	 5%
PBT	1,739.4	1,654.3	
PBT %	1.8%	1.8%	
Tax	722.2	624.3	 (1)%
Profit After Tax	1,017.2	1,030.0	
Profit After Tax %	1.0%	1.1%	

Note : Figures have been regrouped for Presentation purpose.





Consolidated Financial – Q4-2015-16

Rs. in lacs

Particular	Q4-2015-16	Q4-2014-15
Retail Turnover	128,820.0	119,637.2
Retail Sales	126,053.6	117,871.5
Margin on Sales	40,200.6	38,219.4
Margin on Sales %	31.9%	32.4%
Other Retail Operating Income	2,766.4	1,765.7
Operating expenses	38,849.0	35,704.6
Operating expenses %	30.8%	30.3%
Operating Profit (EBIDTA)	4,118.1	4,280.5
Operating Profit (EBIDTA) %	3.3%	3.6%
Finance Charges (Net)	2,197.3	1,291.2
Depreciation	3,928.9	3,868.3
PBT	(2,008.1)	(879.0)
Profit Before Tax %	-1.6%	-0.7%
Profit/(Loss) from Property Option	-	7,335.0
PBT (After Property Option Profit)	(2,008.1)	6,456.0
PBT %	-1.6%	5.5%
Tax	722.2	624.4
Minority Interest	1,733.1	(2,361.3)
Profit After Tax	(997.2)	3,470.3
Profit After Tax %	-0.8%	2.9%

↑ 7%

↑ 5%

↑ 9%

↓ (4)%

↓ (129)%

↓ (131)%

↓ (129)%

Consolidation includes:

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

Note : Figures have been regrouped for Presentation purpose.



2015-16 Financials



Financial Summary – 2015-16

Shoppers Stop Ltd.

Rs. in lacs

Particular	2015-16	2014-15
Retail Turnover	383,299.8	345,876.8
Retail Sales	376,615.5	340,523.8
Margin on Sales	126,011.6	115,764.1
Margin on Sales %	33.5%	34.0%
Other Retail Operating Income	6,684.4	5,353.0
Operating expenses	110,665.2	101,970.2
Operating expenses %	29.4%	29.9%
Operating Profit (EBIDTA)	22,030.7	19,146.9
Operating Profit (EBIDTA) %	5.9%	5.6%
Finance Charges (Net)	3,817.8	3,610.2
Depreciation	9,856.4	8,580.5
PBT (Before Exceptional Item)	8,356.5	6,956.3
PBT%	2.2%	2.0%
Exceptional Item	2,381.0	-
PBT	5,975.5	6,956.3
PBT %	1.6%	2.0%
Tax	3,457.9	2,882.7
Profit After Tax	2,517.6	4,073.5
Profit After Tax %	0.7%	1.2%

↑ 11%

↑ 9%

↑ 9%

↑ 15%

↑ 20%

Provision for diminution in value of investment in a Joint Venture

Note : Figures have been regrouped for Presentation purpose.



Consolidated Financial – 2015-16

Rs. in lacs

Particular	2015-16	2014-15	
Retail Turnover	507,198.2	463,993.7	
Retail Sales	495,406.7	455,299.9	↑ 9%
Margin on Sales	156,886.4	145,487.1	↑ 8%
Margin on Sales %	31.7%	32.0%	
Other Retail Operating Income	11,791.4	8,693.8	
Operating expenses	148,860.8	136,231.7	↑ 9%
Operating expenses %	30.0%	29.9%	
Operating Profit (EBIDTA)	19,817.0	17,949.2	↑ 10%
Operating Profit (EBIDTA) %	4.0%	3.9%	
Finance Charges (Net)	7,053.8	6,487.0	
Depreciation	13,652.6	12,530.6	↑ 17%
PBT (Before Exceptional Item)	(889.5)	(1,068.4)	
PBT % (Before Exceptional Item)	-0.2%	-0.2%	
Profit/(Loss) from Property Option	-	8,852.0	
PBT (After Property Option Profit)	(889.5)	7,783.6	↓ (111)%
PBT %	-0.2%	1.7%	
Tax	3,457.9	2,882.8	
Minority Interest	4,552.1	(660.4)	
Profit After Tax	204.7	4,240.4	↓ (95)%
Profit After Tax %	0.0%	0.9%	

Consolidation includes:

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

Note : Figures have been regrouped for Presentation purpose.

Balance Sheet – SSL Standalone

Rs.in Lacs

PARTICULARS	Mar'16	March'15
EQUITY AND LIABILITIES		
SHAREHOLDERS' FUNDS		
Share capital	4,201.9	4,168.4
Reserves and surplus	74,340.8	72,360.4
Net Worth	78,542.6	76,528.8
NON CURRENT LIABILITIES		
Long-term borrowings	32,321.4	22,535.7
Long-term provisions	167.9	955.8
Total Non Current Liabilities	32,489.3	23,491.5
CURRENT LIABILITIES		
Short-term borrowings	14,448.9	23,255.3
Trade payables	37,064.0	33,135.4
Other current liabilities	27,804.2	21,443.7
Short-term provisions	468.1	1,175.4
Total Current Liabilities	79,785.1	79,009.8
Total	190,817.1	179,030.1
ASSETS		
NON CURRENT ASSETS		
Total Fixed assets	65,943.4	61,055.8
Non current investments	40,471.2	40,649.5
Long term loans and advances	36,664.0	34,229.2
Total Non Current Assets	143,078.5	135,934.4
CURRENT ASSETS		
Inventories	38,587.1	32,961.3
Trade Receivables	2,319.7	2,233.5
Cash and cash equivalents	528.3	490.5
Short term Loans and advances	5,374.8	6,255.2
Other current assets	928.6	1,155.1
Total Current Assets	47,738.5	43,095.7
Total	190,817.1	179,030.1

Particulars	2015-16	2014-15
Debt Equity	0.75	0.67
Asset Turnover Ratio (Without Invt. In Group Co.)	4.80	4.69
Current Ratio	0.99	0.98

SSL Debt : 590 Cr
Hypercity Debt : 229 Cr

Note : Figures have been regrouped for Presentation purpose.



Cash Flow – SSL Standalone

Rs.in Lacs

Particulars	For the period ended 31st Mar,2016
Operating Profit	18,580
Changes in Working Capital	(1,599)
Cash Generated from Operating Activities	16,980
Investment in SSL Fixed Assets & Deposit for stores	(14,931)
Investment in JV/ Subsidiary Companies	(4,109)
Net Cash Used for Investing Activities	(19,040)
Proceeds from issuance of share capital	250
Interest & Finance Cost (Net off)	(3,825)
Dividend and Dividend Distribution Tax paid	(1,506)
Increase / (Decrease) in Loans	7,179
Cash generated from Financing Activities	2,098
Net Increase/(decrease) in Bank Balance	38

Note : Figures have been regrouped for Presentation purpose.



HyperCITY

Investor Presentation – Q4 FY16



Key Highlights – Q4-2015-16



- LTL Sales growth : 2.1%
- LTL sales psf growth : 4.8% (*Excl. downsize/sub-lease*).
- Fashion mix : 14.8% [LY: 14.6%].
- Gross Margin : 22.2% [LY: 22.8%].
- LTL Opex growth : 0.3%.
- Store operating profit : Rs. (143) lacs; [LY: 539 lacs].
- LTL Store Operating profit : Rs. 347 lacs; [LY: 556 lacs].
- Company EBITDA : Rs. (1291) lacs; [LY: Rs. (649) lacs*].
- PAT : Rs. (3537) lacs; [LY: Rs. (2516) lacs*]
- Janakpuri store (43k sq ft) launched on 4th Jan'16. Jaipur store (51k sq ft) closed on 31st Jan'16. Total retail space 1.3 Mn sq ft (17 stores).

* LY Company EBITDA/ PAT without property option gain of Rs 73.4 Cr.



Janakpuri : Store Launch



Janakpuri - (43K Sq.ft.)





Janakpuri - (43K Sq.ft.)

HomeStop.



- **Sales Growth:**

HyperCITY stores : 5%

- **LTL Sales Growth :**

HyperCITY stores : 2.1%

- stores > 5 years : 3%

- stores < 5 years : 0.2%

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

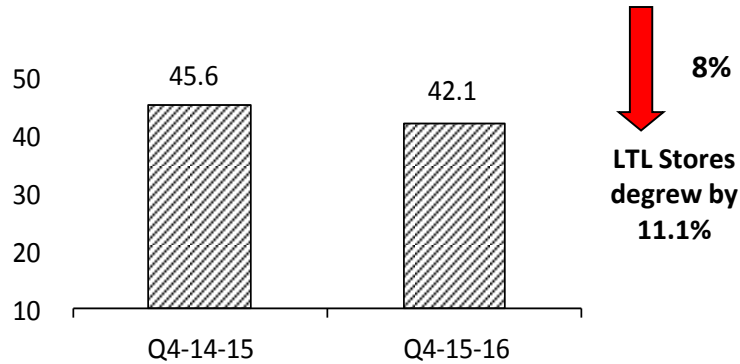
LTL level * : Rs 1,961 (LY Rs 1,871)

Chain level * : Rs 1,793 (LY Rs 1,836)

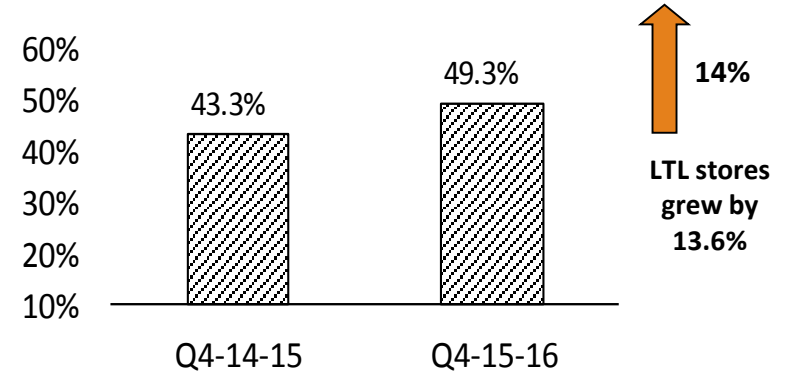
* LTL sales psf is after excluding concessionaire/ sub-lease area.

Operational Indicators – Q4-2015-16

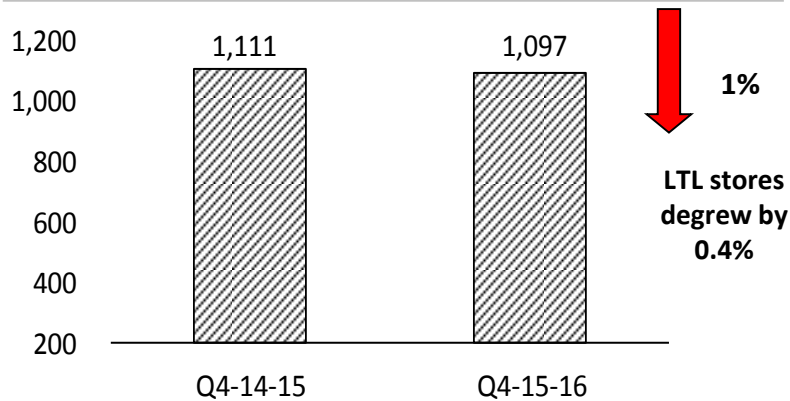
Customer Entry (figures in lacs.)



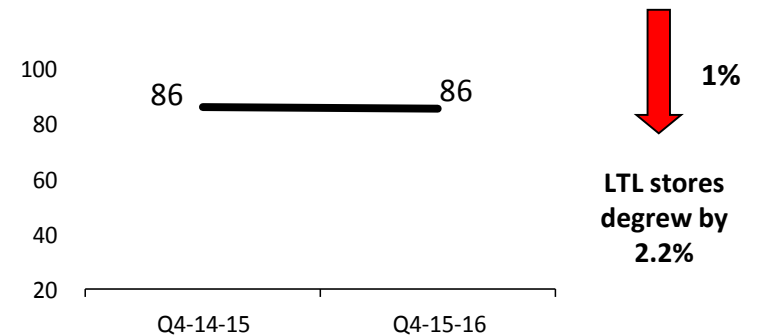
Conversion Ratio (%)



Transaction Size (Rs.)



Average Selling Price ("ASP")



LTL Volume 4.3%



HyperCITY Financials – Q4 2015-16

Rs.in lacs

Particular	Q4 FY16	% Sales	Q4 FY15	% Sales	Growth%
Retail Sales (Including VAT)	22,748	107.7%	21,858	108.6%	4.1%
Retail Sales (Net of VAT)	21,118	100.0%	20,119	100.0%	5.0%
Gross Margin	4,687	22.2%	4,588	22.8%	2.2%
DC Cost	212	1.0%	186	0.9%	13.7%
Shrinkage	223	1.1%	93	0.5%	139.4%
Margin on Sales	4,253	20.1%	4,309	21.4%	-1.3%
Store Operating Expenses	5,127	24.3%	4,449	22.1%	15.3%
Other Retail Operating Income	732	3.5%	679	3.4%	7.8%
Store EBIDTA	(143)	-0.7%	539	2.7%	-126.5%
Service Office / Pre-ops Exp.	1,148	5.4%	1,188	5.9%	-3.4%
Loss / (Profit) on sale of Property options	-		(7,335)	-36.5%	100.0%
COMPANY EBIDTA	(1,291)	-6.1%	6,686	33.2%	-119.3%
Depreciation	1,116	5.3%	850	4.2%	31.2%
Finance Charges	1,130	5.4%	1,017	5.1%	11.1%
PAT	(3,537)	-16.7%	4,819	24.0%	

• LTL sales PSF growth : 4.8%

• LTL Opex Growth : 0.3%

• Numbers have been regrouped for analytical representation





FY-2015-16

HyperCITY - Key Financials Highlights – FY-2015-16

- **Sales Growth:**

HyperCITY stores : **3.4%**

- **LTL Sales Growth :**

HyperCITY stores : **1.3%**

- stores > 5 years : **1.3%**

- stores < 5 years : **1.3%**

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

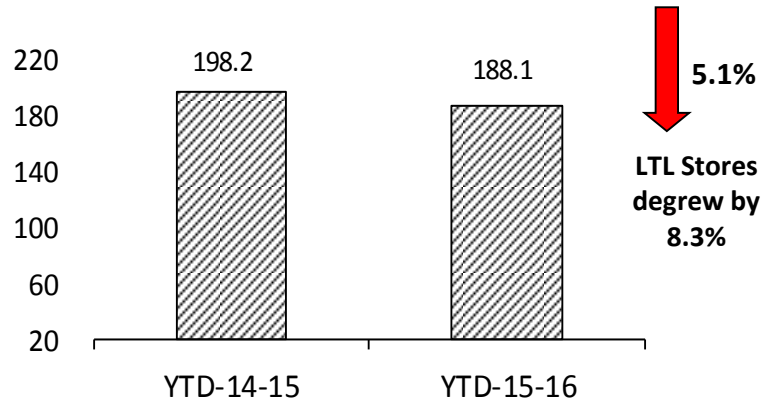
LTL level * : **Rs 8,761** (LY Rs 8,357)

Chain level * : **Rs 8,089** (LY Rs 8,193)

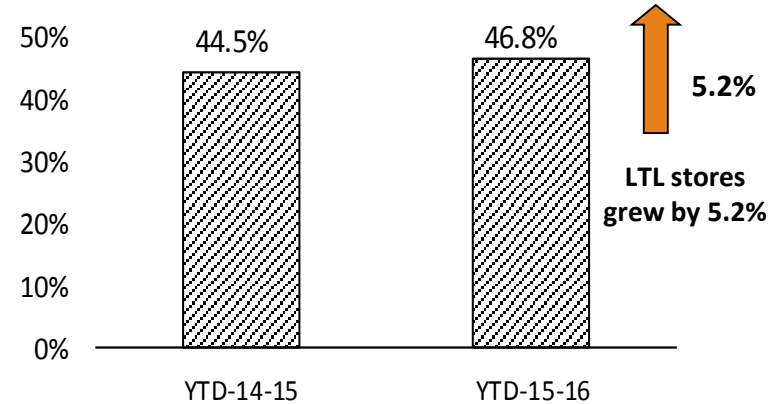
* LTL sales psf is after excluding concessionaire/ sub-lease area.

Operational Indicators – FY-2015-16

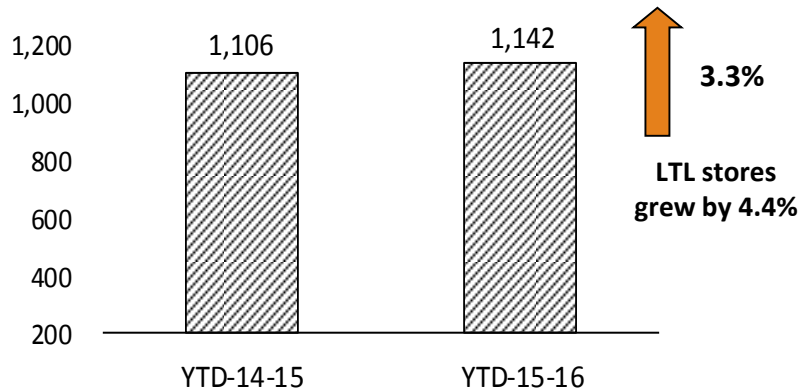
Customer Entry (figures in lacs.)



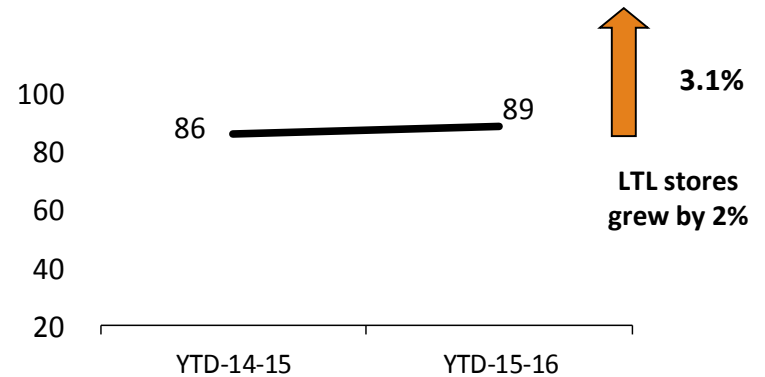
Conversion Ratio (%)



Transaction Size (Rs.)



Average Selling Price ("ASP")



LTL Volume

0.7%



HyperCITY Financials – FY-2015-16



Rs.in lacs

Particular	YTD FY16	% Sales	YTD FY15	% Sales	Growth%
Retail Sales (Including VAT)	100,630	107.7%	97,593	108.0%	3.1%
Retail Sales (Net of VAT)	93,460	100.0%	90,391	100.0%	3.4%
Gross Margin	20,981	22.4%	20,350	22.5%	3.1%
DC Cost	889	1.0%	794	0.9%	12.0%
Shrinkage	829	0.9%	443	0.5%	87.0%
Margin on Sales	19,263	20.6%	19,113	21.1%	0.8%
Store Operating Expenses	20,130	21.5%	18,685	20.7%	7.7%
Other Retail Operating Income	2,939	3.1%	2,723	3.0%	7.9%
Store EBIDTA	2,072	2.2%	3,151	3.5%	-34.2%
Service Office / Pre-ops Exp.	4,030	4.3%	3,925	4.3%	2.7%
Loss / (Profit) on sale of Property options	-		(8,852)	-9.8%	
COMPANY EBIDTA	(1,958)	-2.1%	8,078	8.9%	-124.2%
Depreciation	2,909	3.1%	2,879	3.2%	1.1%
Finance Charges	4,423	4.7%	3,852	4.3%	14.8%
PAT	(9,290)	-9.9%	1,348	1.5%	-789.3%

• LTL sales PSF growth : 4.8%

• LTL Opex Growth : 1.2%

Sources of Funds	31st Mar 16
Net worth	313
Loans from Shareholders / Group Co's	14,500
Loans	22,811
Total	37,624
Application of Funds	
Fixed Assets	16,753
Currents Assets , Loans and Advances	32,461
Less : Current Liabilities and Provisions	11,590
Net Current Assets	20,871
Total	37,624

• Numbers have been regrouped for analytical representation



In case of any clarifications please
contact on
investor@shoppersstop.com