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***
  - 42nd and 43rd Shoppers Stop Store Opened at Vijayawada and Rohini-Delhi during this quarter.
  - 6th , 7th and 8th Home Stop Store Opened at Vijayawada , Pune Inorbit and Bangalore Meenakshi during this quarter.
  - 42nd and 43rd Store of Crossword Opened at Vijayawada and Mumbai during this quarter.

- ***Loyalty Programme***
  - First Citizen members club now has more than 22 lac members. Their contribution to sales was 71%
  - Our Facebook fan page continues to grow well & has crossed 1.5 million fans.

Awards

"Best Supply Chain Excellence Award in Retail Vertical"

The ELSC conclave is officially voted as the Best SCM event in Asia by Economic Times and KPMG.

The Best Supply Cain Excellence Award was shared between Shoppers stop and Future Retail.

"Best Prax Prize for Green Initiatives at Qimpro Convention for the Project Innovative Eco-Friendly Practices"

The Qimpro Convention has been a recognition platform for team excellence in quality.

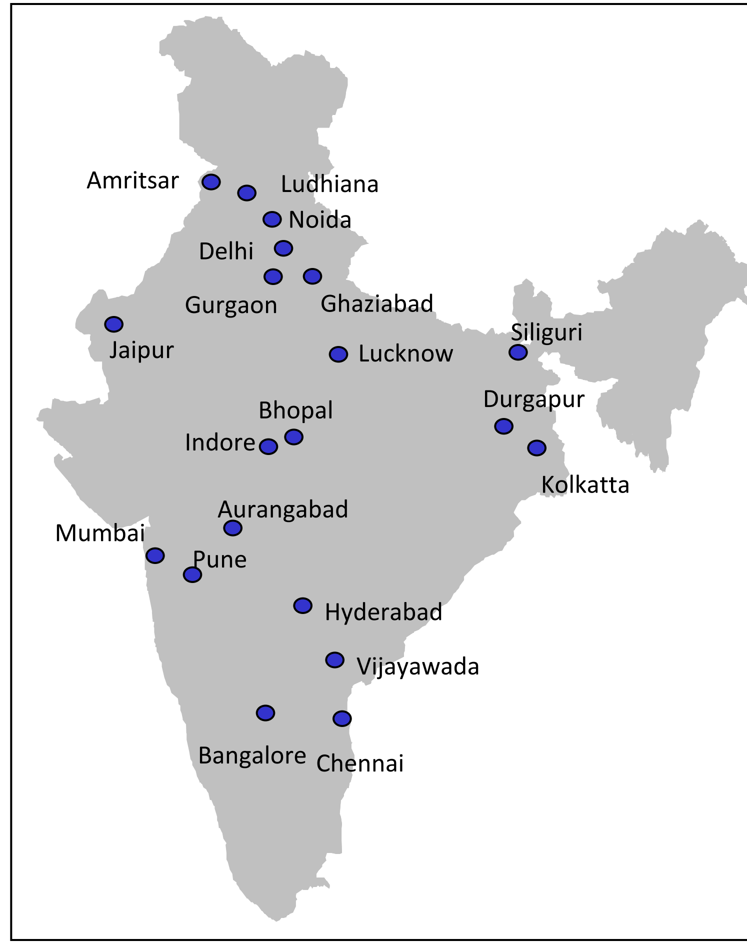
Shoppers Stop was the only Retail Store chain *amongst other Service Categories who received this prize along with Mahindra Lifescape Developers & Indus Towers*

Our Presence
and still expanding…

City	SS Dept.	Crossword	Home Stop	Mother Care	MAC/Estee/ Clinique	Hypercity	Total
Amritsar	1	1			1	1	4
Bangalore	5	9	2	1	4	2	23
Chennai	2	1		1	2		6
Delhi	5	2	1	1	9		18
Gurgaon	1						1
Hyderabad	4	5		1	2	1	13
Jaipur	2					1	3
Kolkatta	3				2		5
Lucknow	1	1	1				3
Mumbai	8	19	2	2	11	3	45
Noida	1				1		2
Pune	3		1	1	2		7
Ghaziabad	1						1
Siliguri	1						1
Durgapur	1						1
Bhopal	1	2				1	4
Ludhiana					1	1	2
Aurangabad	1	1					2
Indore	1	1					2
Vijayawada	1	1	1				3
Total	43	43	8	7	35	10	146

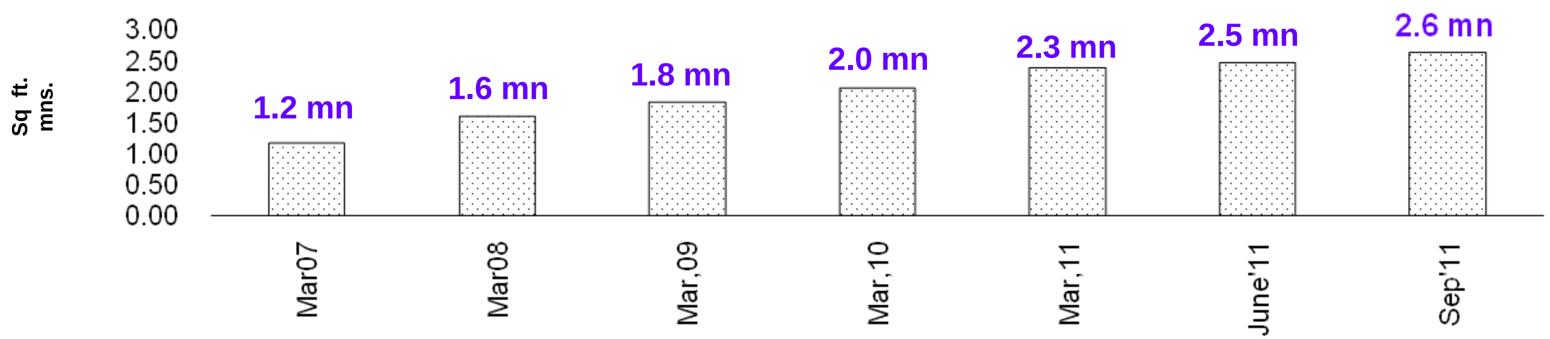
- More than 3.93 million sq. ft. area, across 20 cities

As on 30th Sept, 2011



Existing Stores

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



Store Area as on 30th Sept,11	Chargeable Area (Sq.ft.)
Shoppers Stop	2,458,532
Specialty Stores	190,160

Total Store Area	2,648,692
	=========
Crossword	98,952
Hypercity	1,064,834
JV Companies	116,153

Total Group	3,928,631
	==========

New Store Opened

Location : Vijaywada

Opening Date : 10th July,2011

Chargeable Area : 78083 sq. ft.

New Store Opened

Location : Delhi Rohini

Opening Date : 24th July,2011

Chargeable Area : 68013 sq .ft.

Key Financial Highlights – Q2-2011-12

- **Sales Growth**:

Shoppers Stop department stores	:	22%
All formats*	:	16%

- **LTL Sales Growth**:

Shoppers Stop department stores	:	11%
stores > 5 years	:	6%
stores < 5 years	:	20%

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

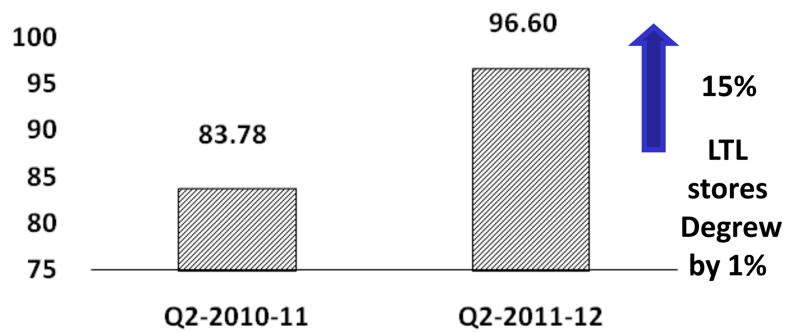
  Shoppers Stop department stores : **Rs 2,099 (LY Rs. 2,144)**

- **Customer entry for Shoppers Stop Departmental stores Increased by 15%**

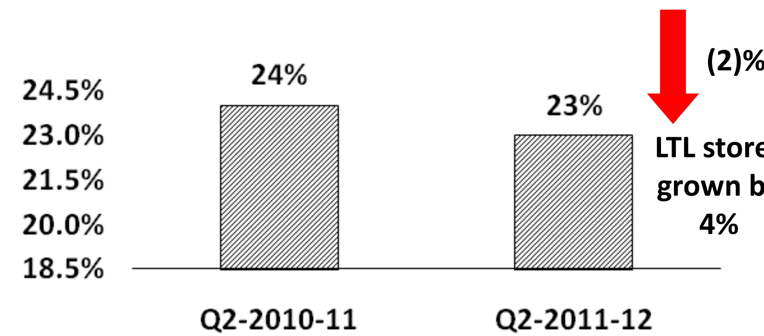
* " All formats " growth is lower compared to SS Dept Stores , mainly due to Crossword which was part of SSL in LY.

Operational Indicators – Q2-2011-12

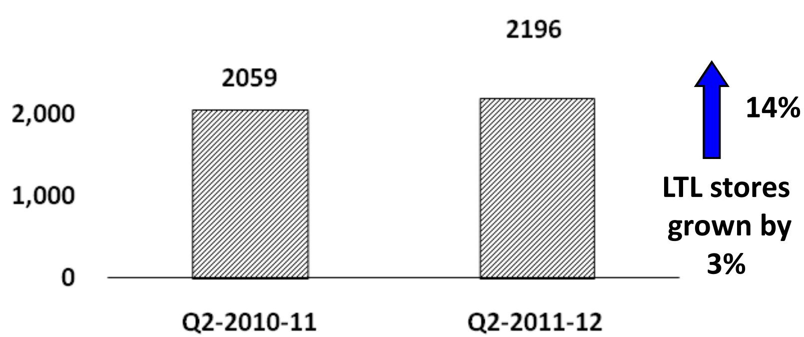
Customer Entry (figures in lacs.)



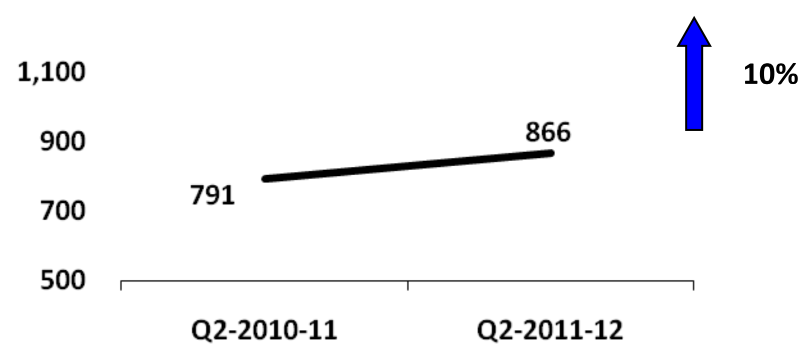
Conversion Ratio (%)



Transaction Size (Rs.)



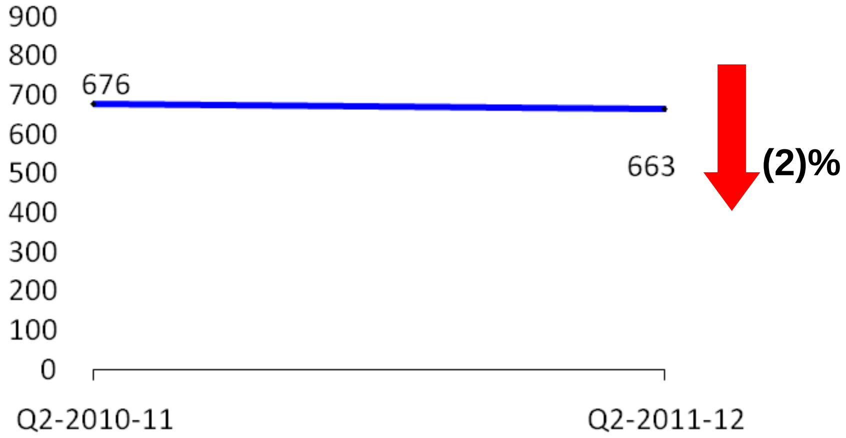
Average Selling Price (ASP – Rs.)



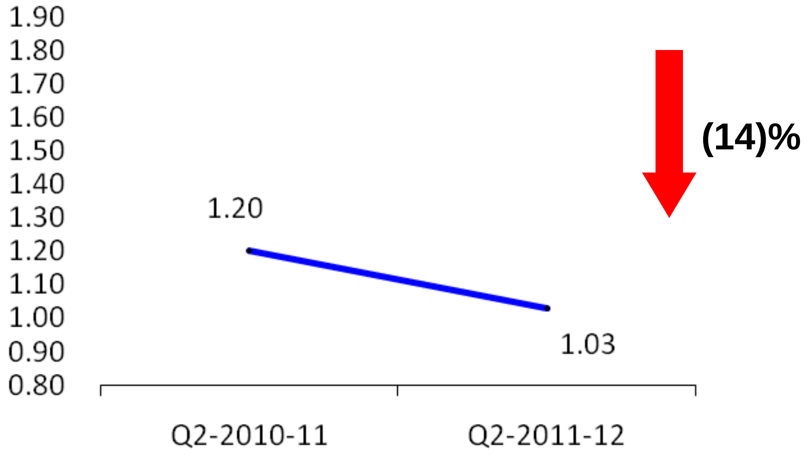
LTL Volume 1%

Operational Efficiency Q2 2011-12- *SS Dept. Stores*

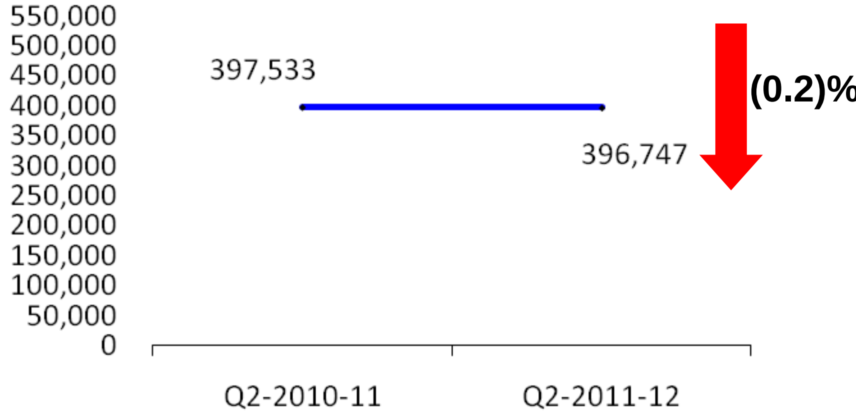
GMROF (Rs. per unit of retail space)



GMROI (Rs. inventory)

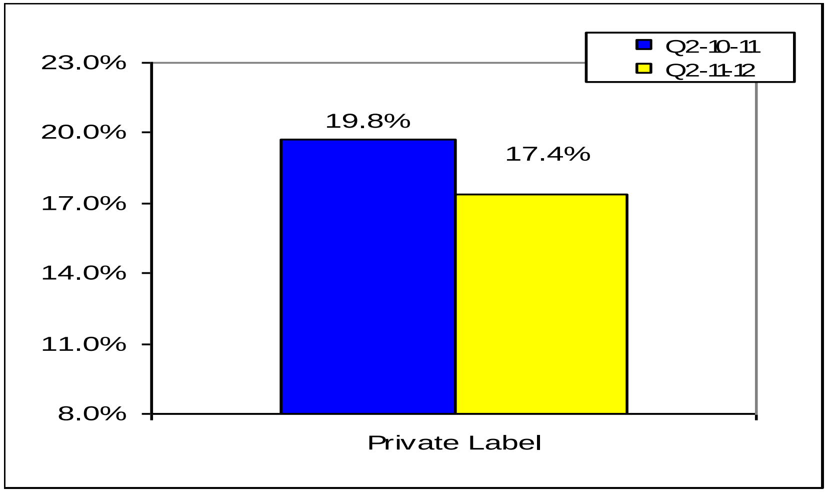


GMROL (Rs. per employee)



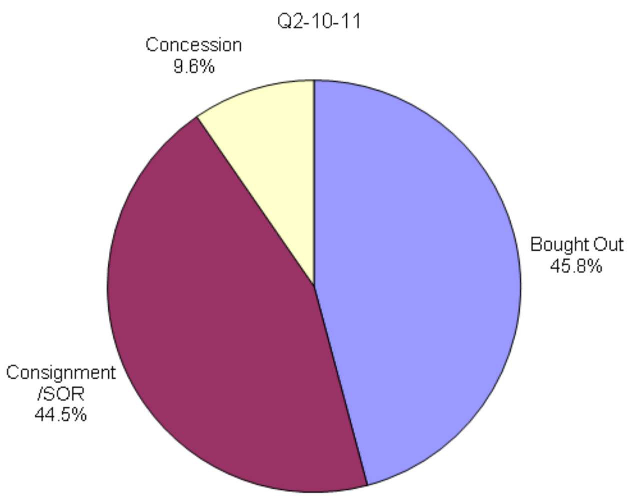
Merchandise Mix – Q2 2011-12

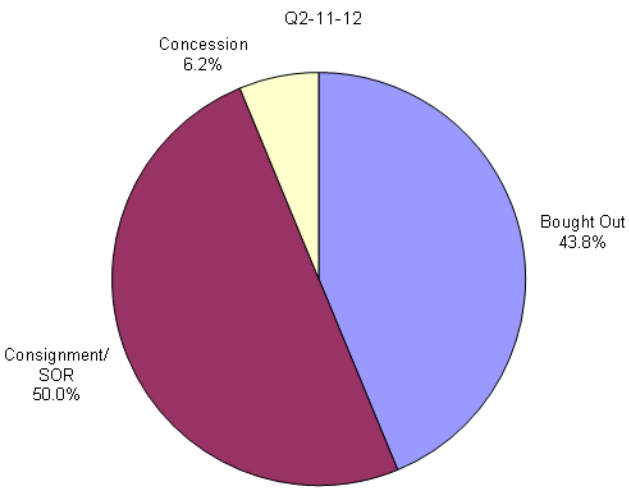
Private Label Mix



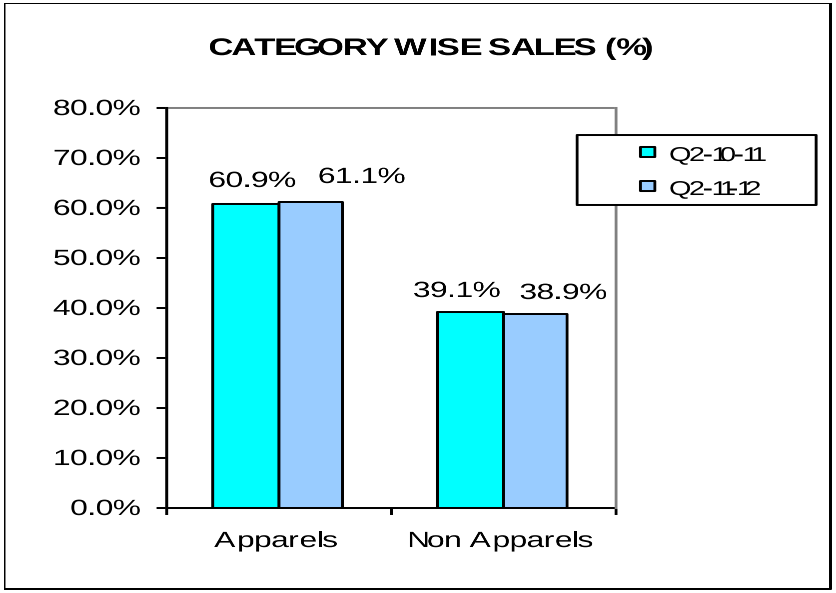
- **Private Label Mix decreased by 2.4%**
- **Private Label Sales increased by 7%.**

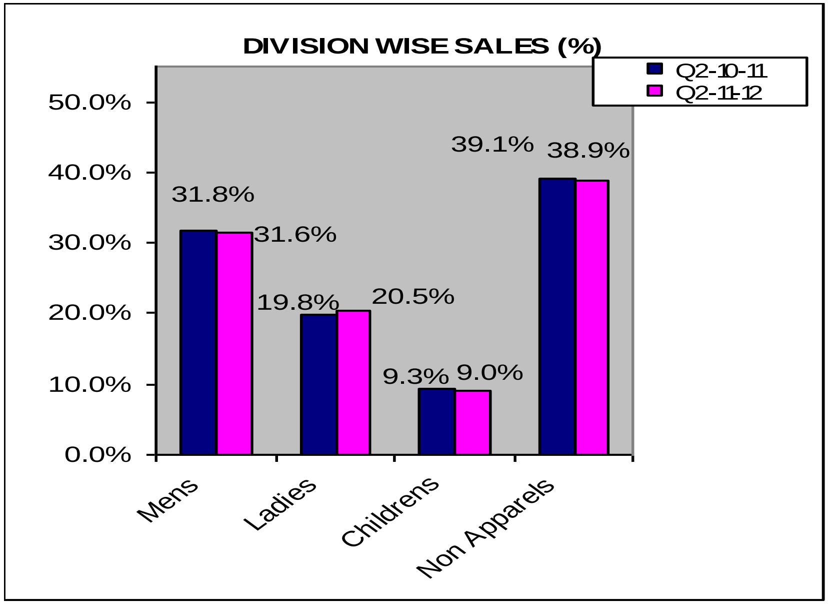
Merchandise Buying Model





Revenue Mix – Q2 -2011-12



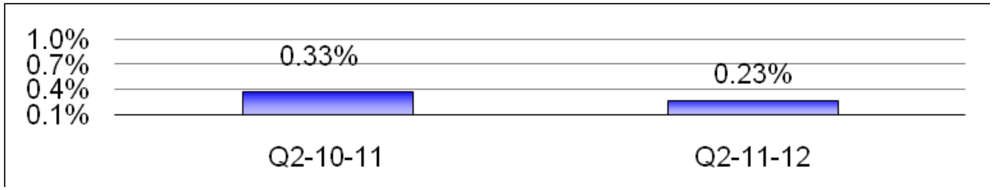


- **Non Apparel consists of Home, Leather, Watches, Jewellery, Electronics and Personal accessories**

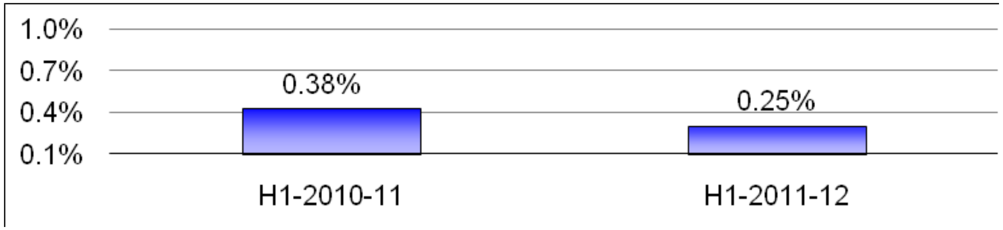
Operational Efficiency Q2 & 2011-12 :Shrinkage as % of Gross Retail Sales

(SS Dept. Stores)

Q2-2011-12



H1- 2011-12



Financial Summary – Q2-2011-12

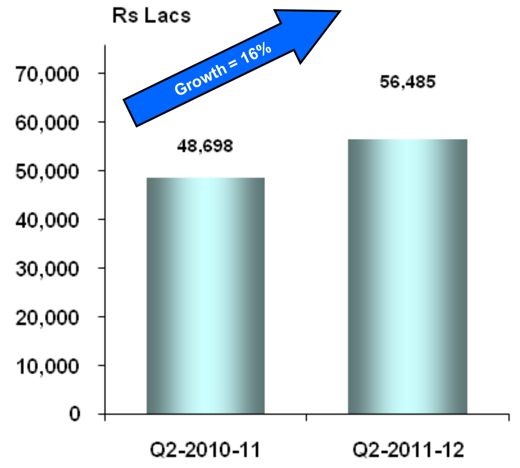
Shopper's Stop Ltd. Rs. in lacs

Particular	Q2-11-12	Q2-10-11	
Retail Turnover	**56,484.9**	**48,698.0**	16%
Retail Sales (Before VAT)	55,740.3	48,144.6	
Retail Sales (Net of VAT)	53,088.7	45,833.3	
Margin on Sales	**17,463.1**	**15,133.4**	15%
Margin on Sales %	**31.3%**	**31.4%**	
Other Retail Operating Income	744.6	553.4	
Operating expenses	14,218.8	11,868.4	20%
Operating expenses %	**25.5%**	**24.7%**	
Operating Profit (EBIDTA)	**3,988.9**	**3,818.3**	4%
Operating Profit (EBIDTA) %	**7.2%**	**7.9%**	
Finance Charges (Net)	171.4	400.2	(57)%
Depreciation	878.5	728.6	
PBT (Before Exceptional Item)	**2,939.0**	**2,689.6**	9%
PBT%	**5.3%**	**5.6%**	
Exceptional Items	-	-	
PBT	**2,939.0**	**2,689.6**	
PBT %	**5.3%**	**5.6%**	
Tax	984.5	952.0	
Profit After Tax	**1,954.5**	**1,737.6**	12%
Profit After Tax %	**3.5%**	**3.6%**	

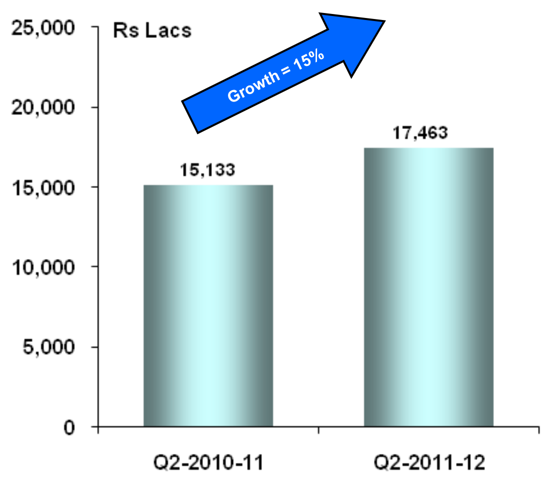
Note : LY figures includes Crossword SSL Franchisee

Financial Performance – Q2 2011-12

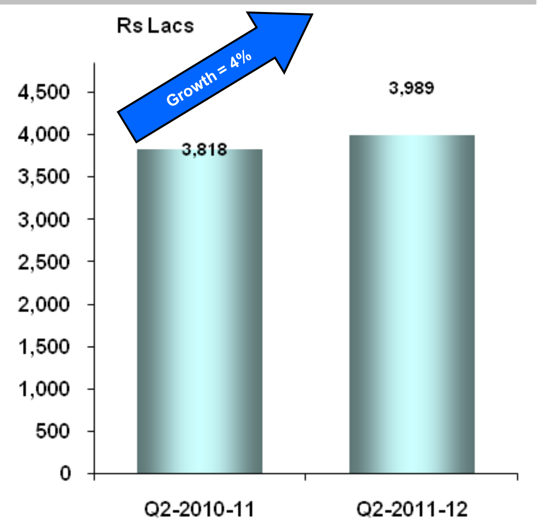
Retail Turnover



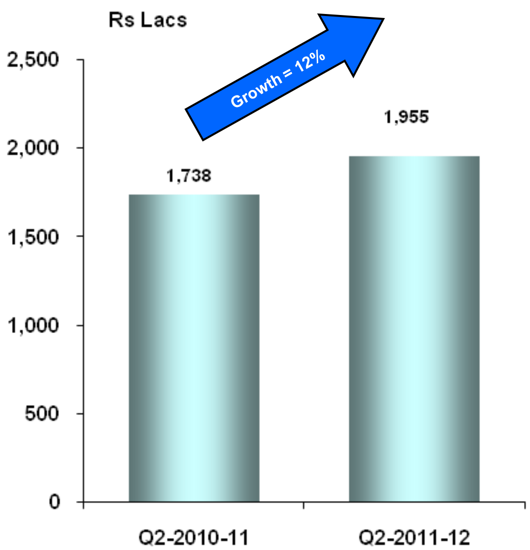
Gross Cash Margin



EBIDTA



PAT



Consolidated Financial – Q2 2011-12

Rs. in lacs

Particular	Q2-11-12	Q2-10-11	
Retail Turnover	**80,004.9**	**65,184.0**	23%
Retail Sales (Before VAT)	78,324.1	64,121.8	
Retail Sales (Net of VAT)	74,210.1	60,692.4	
Margin on Sales	**22,496.5**	**18,351.1**	23%
Margin on Sales %	**28.7%**	**28.6%**	
Other Retail Operating Income	1,680.8	1,062.1	
Operating expenses	20,660.4	16,107.7	28%
Operating expenses %	**26.4%**	**25.1%**	
Operating Profit (EBIDTA)	**3,516.9**	**3,305.5**	6%
Operating Profit (EBIDTA) %	**4.5%**	**5.2%**	
Finance Charges (Net)	993.9	881.4	13%
Depreciation	1,445.1	1,162.4	
Profit Before Tax	**1,077.9**	**1,261.6**	(15)%
Profit Before Tax %	**1.4%**	**2.0%**	
Tax	947.0	978.6	
Minority Interest	892.3	681.6	
Profit After Tax	**1,023.2**	**964.7**	6%
Profit After Tax %	**1.3%**	**1.5%**	

Consolidation includes:

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

H1- 2011-12

Key Financial Highlights –H1-2011-12

- **Sales Growth**:
  Shoppers Stop department stores : 22%
  All formats * : 15%

- **LTL Sales Growth**:
  Shoppers Stop department stores : 9%
  stores > 5 years : 5%
  stores < 5 years : 17%

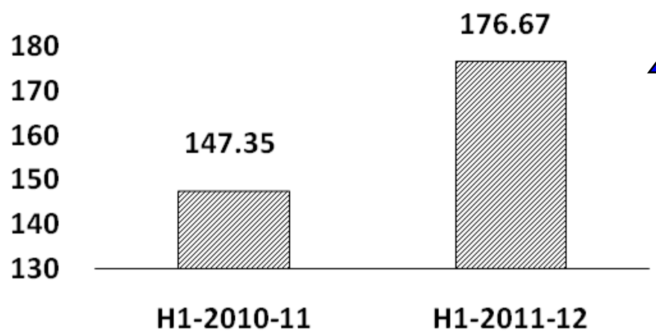
- **Sales Per Sq.ft. on chargeable area (Built up sq.ft.)** :
  Shoppers Stop department stores : **Rs 3,870 (LY Rs. 3,941)**

- **Customer entry for Shoppers Stop Departmental stores increased by 20%.**

** " All formats " growth is lower compared to SS Dept Stores , mainly due to Crossword which was part of SSL in LY.*

Operational Indicators –H1-2011-12

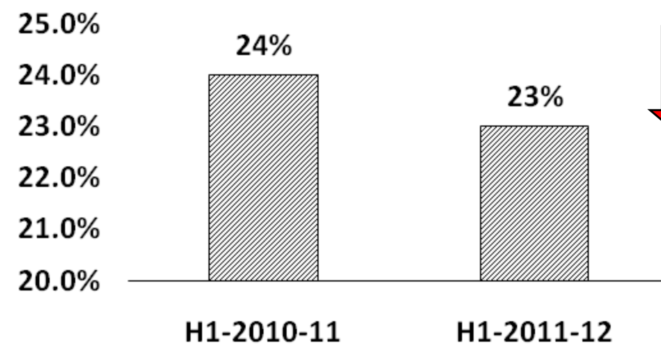
Customer Entry (figures in lacs.)



20%

LTL stores grown by 1%

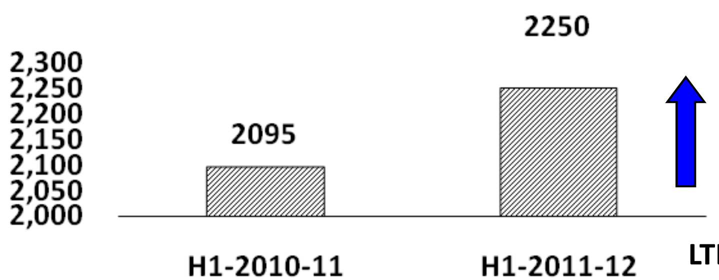
Conversion Ratio (%)



(4)%

LTL stores degrew by 1%

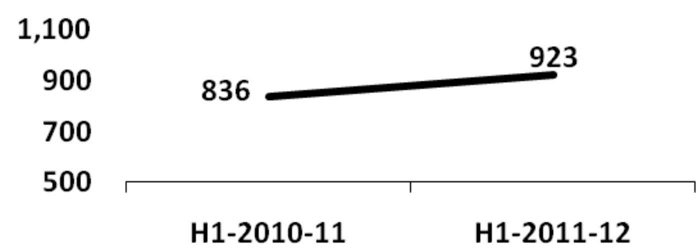
Transaction Size (Rs.)



7%

LTL stores grown by 9%

Average Selling Price (ASP – Rs.)



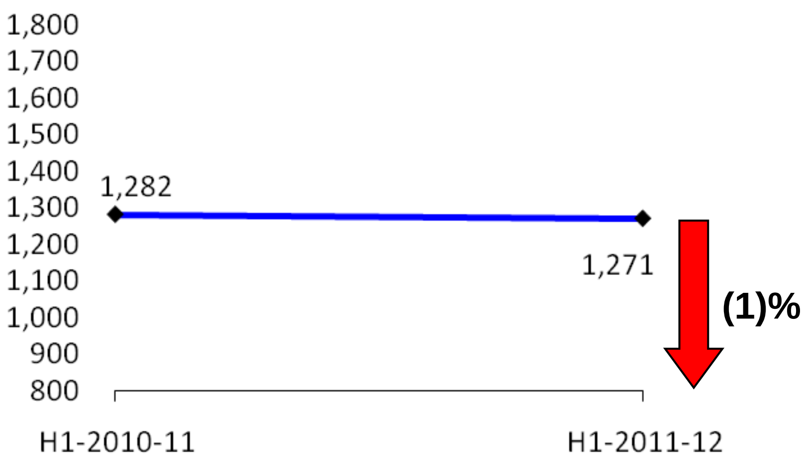
10%

- LTL Volume (1)%

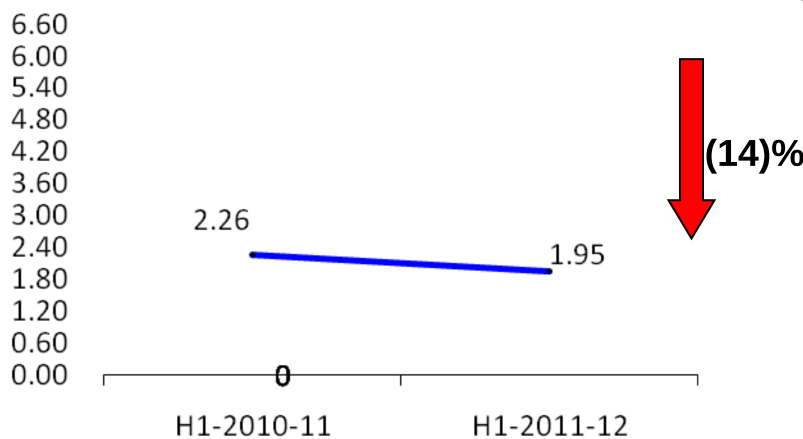
Operational Efficiency -H1-2011-12

SS Dept. Stores

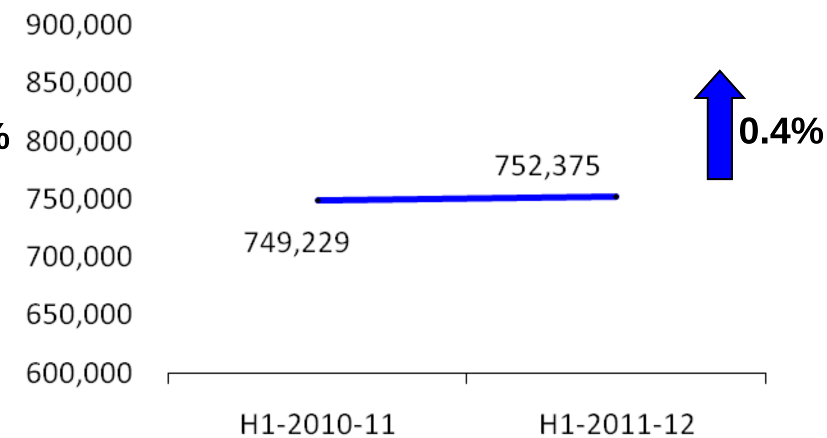
GMROF (Rs. per unit of retail space)



GMROI (Rs. inventory)

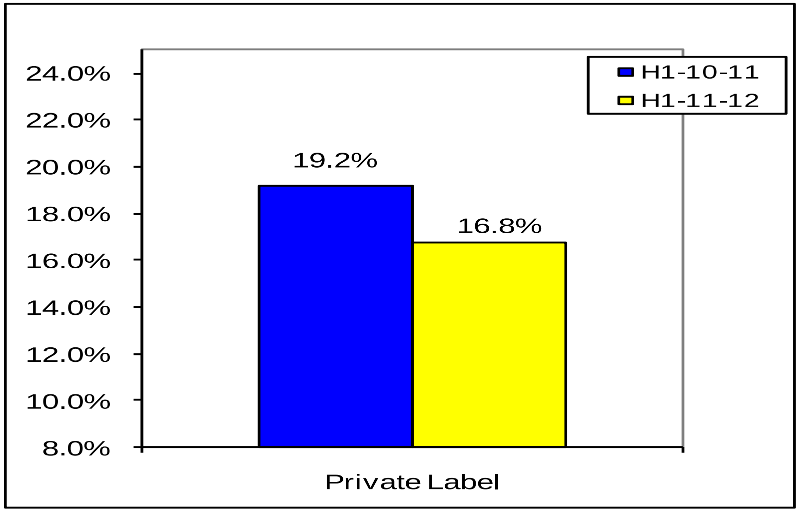


GMROL (Rs. per employee)



Merchandise Mix – H1-2011-12

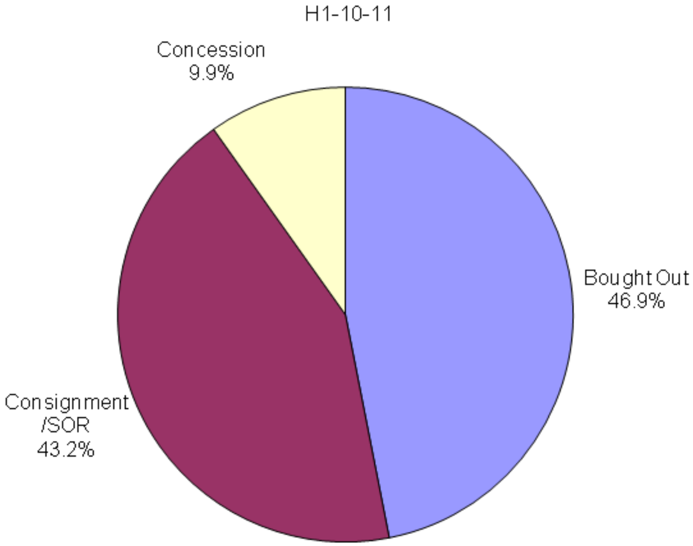
Private Label Mix

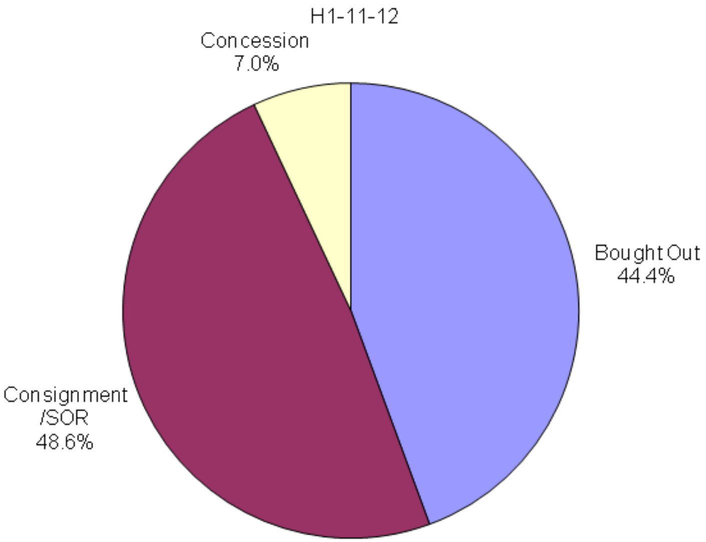


- **Private Label Sales has increased by 6.4%**

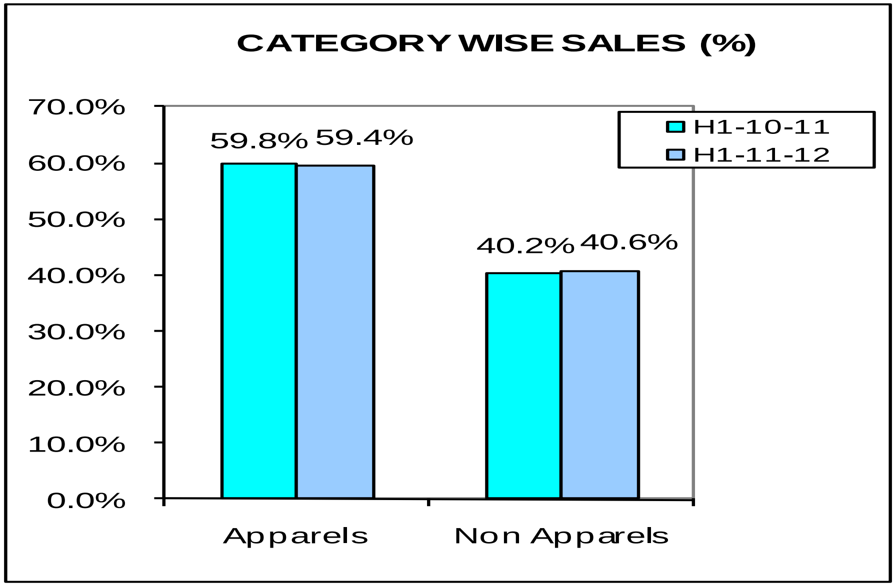
- **Private Label Mix decreased 2.4%**

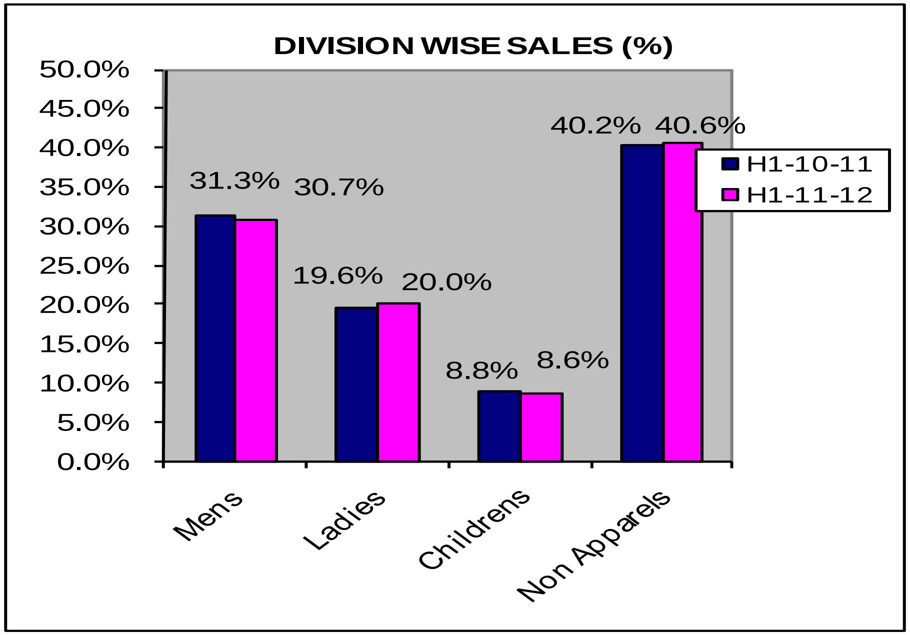
Merchandise Buying Model





Revenue Mix – H1-2011-12





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

Children includes Mother Care

Financial Summary –H1-2011-12

Shopper's Stop Ltd. Rs. in lacs

Particular	H1-2011-12	H1-2010-11	
Retail Turnover	**100,837.5**	**86,972.9**	16%
Retail Sales (Before VAT)	99,403.2	86,083.2	
Retail Sales (Net of VAT)	94,628.6	81,919.9	
Margin on Sales	**32,291.6**	**28,024.7**	15%
Margin on Sales %	**32.5%**	**32.6%**	
Other Retail Operating Income	1,434.3	889.7	
Operating expenses	27,103.0	22,592.3	20%
Operating expenses %	**27.3%**	**26.2%**	
Operating Profit (EBIDTA)	**6,622.9**	**6,322.1**	5%
Operating Profit (EBIDTA) %	**6.7%**	**7.3%**	
Finance Charges (Net)	238.8	731.5	(67)%
Depreciation	1,688.5	1,367.1	
PBT (Before Exceptional Item)	**4,695.6**	**4,223.4**	11%
PBT%	**4.7%**	**4.9%**	
Exceptional Items	-	(5.1)	
PBT	**4,695.6**	**4,228.5**	11%
PBT %	**4.7%**	**4.9%**	
Tax	1,573.0	1,489.0	
Profit After Tax	**3,122.6**	**2,739.5**	14%
Profit After Tax %	**3.1%**	**3.2%**	

Note : LY figures includes Crossword SSL Franchisee

Consolidated Financial – H1-2011-12

Rs. in lacs

Particular	H1-2011-12	H1-2010-11
Retail Turnover	**145,748.8**	**104,715.6**
Retail Sales (Before VAT)	142,877.7	103,134.1
Retail Sales (Net of VAT)	135,278.4	97,841.4
Margin on Sales	**41,971.8**	**31,775.8**
Margin on Sales %	**29.4%**	**30.8%**
Other Retail Operating Income	2,871.1	1,581.4
Operating expenses	39,934.8	27,523.1
Operating expenses %	**28.0%**	**26.7%**
Operating Profit (EBIDTA)	**4,908.0**	**5,834.2**
Operating Profit (EBIDTA) %	**3.4%**	**5.7%**
Finance Charges (Net)	1,781.6	1,187.1
Depreciation	2,778.4	1,926.9
Profit Before Tax	**348.0**	**2,720.3**
Profit Before Tax %	**0.2%**	**2.6%**
Tax	1,528.0	1,541.5
Minority Interest	2,051.7	714.6
Profit After Tax	**871.7**	**1,893.4**
Profit After Tax %	**0.6%**	**1.8%**

39%

32%

45%

(16)%

50%

(87)%

(54)%

Consolidation includes:

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

Note: LY figures do not include Hypercity Retail (India) Ltd in Q1..

Balance Sheet – SSL Standalone

Rs.in Lacs

PARTICULARS	Audited Sept'11	Audited March'11
Sources of Funds		
Share Capital	4,124	4,108
Reserves & Surplus	59,038	55,702
NET WORTH	63,162	59,810
Loans Funds	24,977	14,872
TOTAL	88,139	74,682
APPLICATIONS OF FUNDS		
FIXED ASSETS		
Gross Block	62,530	55,029
Less : Depreciation	20,986	19,350
Net Block	41,544	35,679
Investments in Subsidiary / JV Companies	25,919	23,719
Deferred Tax Asset	210	325
CURRENT ASSETS, LOANS & ADVANCES		
Stock in Trade	19,637	15,114
Sundry Debtors	2,056	1,601
Lease Deposits for Properties	11,758	10,675
Loans & Advances	21,000	17,305
Cash & Bank Balance	645	262
TOTAL CURRENT ASSETS	55,096	44,957
CURRENT LIABILITIES & PROVISIONS		
Current Liabilities & Provisions	34,630	29,997
TOTAL CURRENT LIABILITIES	34,630	29,997
NET CURRENT ASSETS	20,467	14,959
TOTAL	88,139	74,682

Balance Sheet Ratios

Particulars	Q2-2011-12	2010-11
ROCE (for 6 months)	6.1%	19.3%
ROCE (Without Investment in Group Co.) (for 6 months)	11.4%	33.3%
RONW (for 6 months)	8.0%	26.7%
Debt Equity Ratios	0.40	0.25
Asset Turnover Ratio (for 3 months)	2.30	5.24
Current Ratio	0.74	0.64

Cash Flow – SSL Standalone

Rs.in Lacs

Particulars	For the period ended 30th Sept,2011
Operating Profit	4,467
Changes in Working Capital	(2,094)
Cash Generated from Operating Activities	2,373
Investment in SSL Fixed Assets	(7,787)
Investment in JV/ Subsidiary Companies	(2,856)
Net Cash Used for Investing Activities	(10,643)
Proceeds from issuance of share capital	(467)
Interest & Finance Cost (Net off)	(1,010)
Payment of Dividend and Dividend Tax	-
Increase / (Decrease) in Loans	10,105
Cash generated from Financing Activities	8,628
Net Increase/(decrease) in Bank Balance	358

Note : Figures have been regrouped for Presentation purpose.

Investor Presentation – Q2 FY11

Key Highlights

- Gross Revenue of Rs 192 crs in Q2'FY12 - growth of 28%
- Like to Like Store growth 8%
- Q2 Store EBIDTA is Rs 68 lacs [LY Rs 19 lacs],

  ***LTL** Stores :**Rs 300 lacs** **[LY** Rs **19** lacs]*
- Discovery Club members – 2.6 lacs [Q2 addition : 52 K], contributes 47% of Sales.
- Pune Store ready to be launched in Oct-11.
- Ahmedabad Store's fit-out in progress, launching on 17th Nov 2011.
- **Recognitions :** "CIO magazine has awarded the 'CIO100' award" – IT Department

HyperCITY - Key Financials Highlights

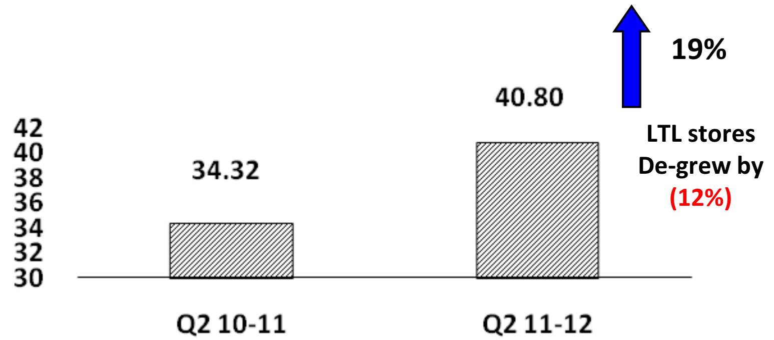
- **Sales Growth**:
  HyperCITY stores : 28%

- **LTL Sales Growth**:
  HyperCITY stores : **8%**
  stores > 5 years : 4%
  stores < 5 years : 10%

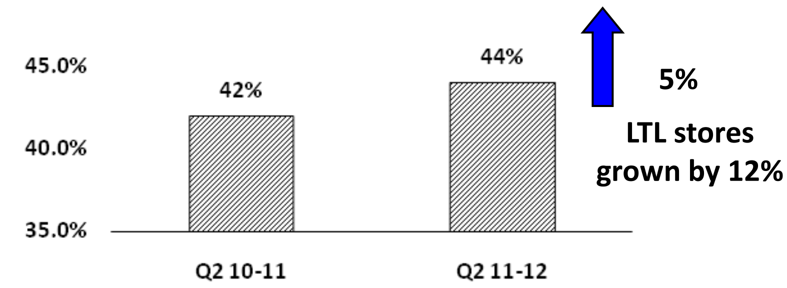
- **Sales Per Sq.ft. on chargeable area (Built up sq.ft.)** :
  HyperCity stores : **Rs 1,799 (LY Rs 1,803)**

Footfalls, ASP , Conversion and Average Ticket size

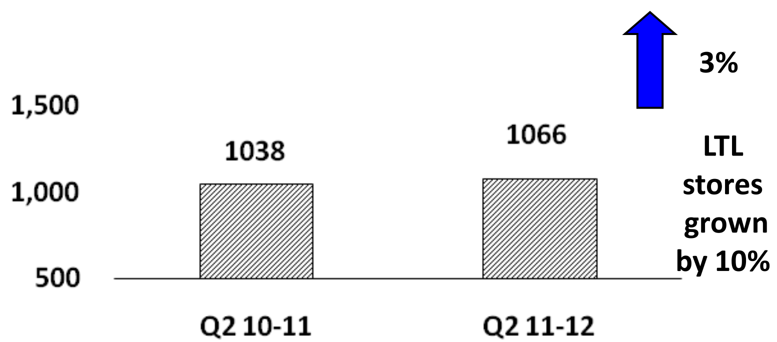
Customer Entry (figures in lacs.)



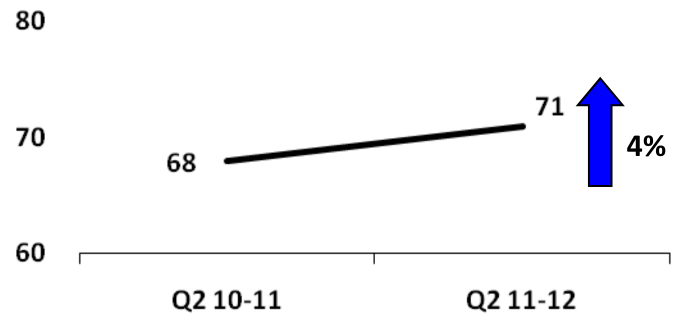
Conversion Ratio (%)



Transaction Size (Rs.)



Average Selling Price ("ASP")



• LTL Volume 4%

HyperCity Financials – Q2 - 2011-12

Rs.in lacs

Particular	Q2- FY12	%Sales	Q2- FY11	%Sales	Growth%
Retail Sales (Including VAT)	**19,153**		**14,970**	*108.2%*	*27.9%*
Retail Sales (Net of VAT)	**17,688**		**13,840**	*100.0%*	*27.8%*
Margin on Sales	**3,580**	*20.2%*	**2,755**	*19.9%*	*30.0%*
DC Cost	230	*1.3%*	187	*1.4%*	*23.1%*
Shrinkage	93	*0.5%*	73	*0.5%*	*27.5%*
Gross Margin	**3,257**	***18.4%***	**2,495**	***18.0%***	***30.5%***
Store Operating Expenses	3,530	*20.0%*	2,728	*19.7%*	*29.4%*
Other Retail Operating Income	341	*1.9%*	252	*1.8%*	*35.2%*
Store EBIDTA	**68**	***0.4%***	**19**	***0.1%***	***258.3%***
Service Office Expenses	709	*4.0%*	686	*5.0%*	*3.4%*
COMPANY EBIDTA	**(642)**	***-3.6%***	**(667)**	***-4.8%***	***3.8%***
Exceptional Item	7	*0.0%*	(97)	*-0.7%*	*107.5%*
Depreciation	392	*2.2%*	290	*2.1%*	*35.2%*
Finance Charges	780	*4.4%*	525	*3.8%*	*48.5%*
PAT	**(1,821)**	***-10.3%***	**(1,385)**	***-10.0%***	***-31.5%***

• **Numbers have been regrouped for analytical representation**

Q2 – FY12:

- LTL stores Net Sales **RS 15001** lacs [Growth 8%]
- LTL stores EBIDTA **Rs 300 lacs** [LY Rs **19** Lacs]

Key Financial Highlights – H1-2011-12

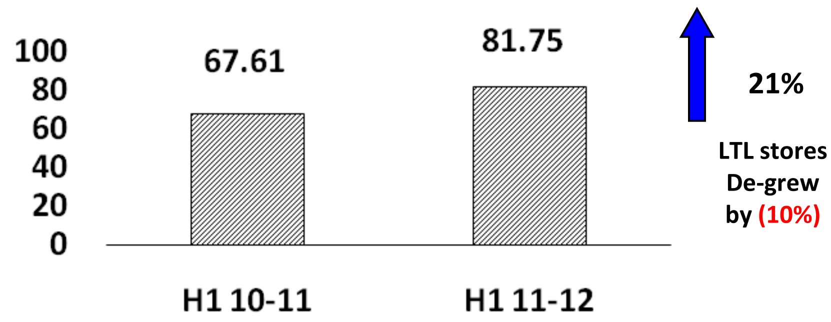
- **Sales Growth**:
  HyperCITY stores : 27%

- **LTL Sales Growth**:
  HyperCITY stores : **9%**
  stores > 5 years : 6%
  stores < 5 years : 11%

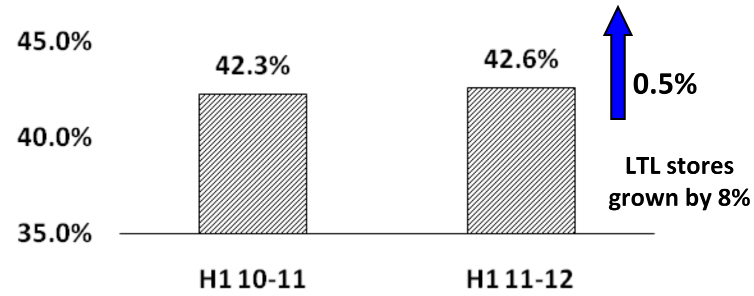
- **Sales Per Sq.ft. on chargeable area (Built up sq.ft.)** :
  HyperCITY stores : **Rs 3,515 (LY Rs 3,492)**

Operational Indicators – H1-2011-12

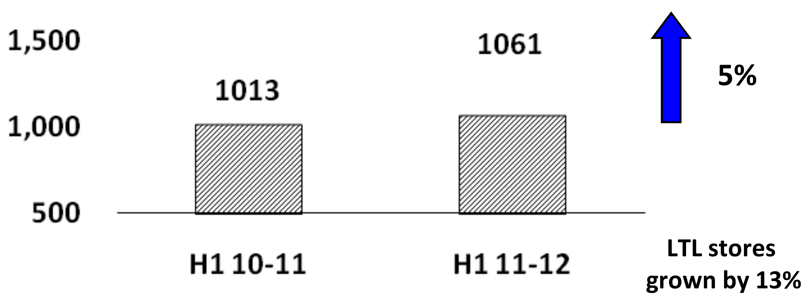
Customer Entry (figures in lacs.)



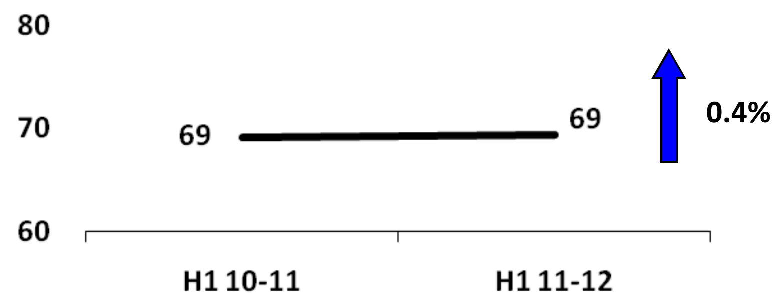
Conversion Ratio (%)



Transaction Size (Rs.)



Average Selling Price ("ASP")



- LTL Volume 9%

HyperCITY Retail India Limited - P&L - H1

Rs.in Lacs

Particular	H1- FY12	%Sales	H1- FY11	%Sales	Growth%
Retail Sales (Including VAT)	**36,942**		**29,002**		
Retail Sales (Net of VAT)	**34,126**		**26,820**		
Margin on Sales	**6,730**	19.7%	**5,367**	20.0%	25.4%
DC Cost	442	1.3%	361	1.3%	22.4%
Shrinkage	147	0.4%	130	0.5%	13.0%
Gross Margin	**6,141**	**18.0%**	**4,876**	**18.2%**	**25.9%**
Store Operating Expenses	6,910	20.2%	5,326	19.9%	29.7%
Other Retail Operating Income	641	1.9%	477	1.8%	34.4%
Store EBIDTA	**(128)**	**-0.4%**	**27**	**0.1%**	**-572.4%**
Service Office Expenses	1,531	4.5%	1,332	5.0%	14.9%
COMPANY EBIDTA	**(1,659)**	**-4.9%**	**(1,305)**	**-4.9%**	**-27.1%**
Exceptional Item	282	0.8%	156	0.6%	80.5%
Depreciation	756	2.2%	606	2.3%	24.6%
Finance Charges	1,493	4.4%	1,125	4.2%	32.7%
PAT	**(4,189)**	**-12.3%**	**(3,193)**	**-11.9%**	**-31.2%**

Rs.in lacs

Sources of Funds	**30th Sept 11**
Net worth	581
Loans from Shareholders / Group Co's	13,900
Loans	13,132
Total	**27,613**
Application of Funds	
Fixed Assets	16,553
Currents Assets , Loans and Advances	19,106
Less : Current Liabilities and Provisions	8,046
Net Current Assets	11,060
Total	**27,613**

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