

Shoppers Stop Ltd. (SSL) & Amazon Seller Services Pvt. Ltd. (ASSPL) enter into an exclusive partnership

Mumbai, September 23, 2017: Strengthening their existing ties, Shoppers Stop Ltd. (SSL) and Amazon Seller Services Pvt. Ltd. (ASSPL) have entered into an exclusive partnership for the department store format i.e. Shoppers Stop whereby:

Shoppers Stop will have an exclusive flagship store on the Amazon marketplace where it will list its entire portfolio of 400+ brands

Shoppers Stop & Amazon India will conduct joint marketing efforts

Amazon experience centers will be created across the physical network of Shoppers Stop stores

i. Shoppers Stop will have an exclusive flagship store on the Amazon marketplace

Shoppers Stop has had an existing partnership with Amazon.in since 2016 under which Shoppers Stop's private and exclusive brands (Stop, Kashish, Haute Curry, RS by Rocky Star, etc.) have been listed on the Amazon marketplace.

Taking this partnership further, Shoppers Stop will now have a flagship store on Amazon.in where it will list its entire portfolio of **400+ brands across categories such as apparel, footwear, beauty and accessories**. This partnership will leverage Shoppers Stop's unparalleled brand assortment and Amazon.in's unmatched reach to create a superlative omni-channel retail experience for consumers across the country.

ii. Shoppers Stop & Amazon India will conduct joint marketing efforts

Shoppers Stop and Amazon.in will jointly conduct mutually beneficial marketing and promotion activities.

iii. Amazon experience centers will be created across the physical network of Shoppers Stop stores

Amazon Experience Centers will be created across the network of 80 Shoppers Stop stores to bring in the touch & feel aspect on Amazon.in's exclusive assortment.

Speaking on this partnership, Mr. Govind Shrikhande, Customer Care Associate & Managing Director, Shoppers Stop Ltd. said, "In line with our omni-channel retail vision for the company, we have strengthened our partnership with Amazon.in to deepen our presence in the online space. In addition to our own shopping site www.shoppersstop.com and mobile app, online shoppers will now have the opportunity to also experience Shoppers Stop in the marketplace arena via our exclusive brand store on Amazon.in. Overall, this alliance with Amazon.in will give a significant fillip to the growth of our omni-channel business."

Commenting on the partnership, **Arun Sirdeshmukh, Head, Amazon Fashion** said, "Amazon continues to invest in India to build the three pillars of customer experience – Selection, Value and Convenience. In line with this effort, Amazon.in and Shoppers Stop have entered into a bespoke partnership which enables two leading brands in the retail sector to draw upon each other's strengths to serve the customer base in India. This partnership enables Amazon.in to further extend its leadership on selection in fashion category and offer customers across India fast and guaranteed delivery on millions of new fashion products & brands and enables Shoppers Stop to access Amazon.in's nationwide customer base and expand reach in new geographies. With SSL, we now have a partnership which is committed towards building a robust alliance that is aligned with our vision to transform the way India buys and sells"

SHOPPERS STOP

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About Shoppers Stop

Shoppers Stop Ltd., a pioneer in modern retailing in India, has been promoted by K Raheja Corp. Group (Chandru L. Raheja Group), one of the leading groups in the business of real estate development and hotels in the country. Shoppers Stop Ltd along with its subsidiaries Crossword Bookstores Ltd and Hypercity Retail (India) Ltd; and Joint Venture Companies Timezone Entertainment Pvt. Ltd and Nuance Group (India) Pvt. Ltd. operates more than 57.38 lacs sq ft in the country.

Shoppers Stop and its associate companies are involved in retailing through department stores, specialty stores, entertainment zones and large hypermarkets.

For more information, please contact:

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