



SHOPPERS STOP

PERFORMANCE

HIGHLIGHTS

Q3 FY24



1 KEY HIGHLIGHTS

2 STRATEGIC PILLARS

3 FINANCIALS

MARKET OUTLOOK

Customer	Industry	Omni Channel	Expansion
<ul style="list-style-type: none">▪ Premium or Aspirational brands continue to outgrow, both pre and post festive period▪ Customers allure for stronger brands, evinced by strong growth during festive	<ul style="list-style-type: none">▪ Value Retail shifting from Unorganized to Organized, corroborated by expansion▪ Indifferent monsoon, late onset of winter and general slowdown impacted consumption▪ Strong growth in Non Apparel categories	<ul style="list-style-type: none">▪ Omnichannel customers tend to spend 3X more than single channel customers▪ Online platforms' repeat purchases on rise	<ul style="list-style-type: none">▪ Global brands looking to join growth curve with India expected to become the 3rd largest consumer market*▪ Malls expected to attract investment of more than 20K Crs over next 3-4 years*

*Economic Times: 13th Dec /4th Jan

Q3 HIGHLIGHTS

- Sales Rs 1,484 Crs, +4%
- Festive LTL growth 4%
- **ATV +6%** (Rs 5,047 vs Rs 4,775), due to premiumization
- Items per Ticket (**IPT**) +5%
- **First Citizen @ 78%**, Repeat 65% /New 13%
- Beauty outperformed +10%, led by **Fragrance +41%**; **Make up +6%**; Strong Customer engagement with **266K Makeovers**
- Non-Apparel +5%, led by **Home +11%**, **Handbags +9%**



Q3 IN NUMBERS

(Non GAAP)

Financials

Revenue	Rs 1,484 Crs	+4%
EBITDA	Rs 91 Crs	6.9% of Sales
PBT	Rs 54 Crs	4.2% of Sales
PAT	Rs 40 Crs	3.1% of Sales

Expansion

- 13 Stores Opened 4 Department + 4 Beauty + 4 Intune + 1 Airport
- Capex and Deposits Rs 51 Crs



YTD IN NUMBERS

(Non GAAP)

Financials

Revenue	Rs 3,996 Crs	+3%
EBITDA	Rs 189 Crs	5.4% of Sales
PBT	Rs 71 Crs	2.0% of Sales
PAT	Rs 51 Crs	1.4% of Sales

Expansion and Renovation

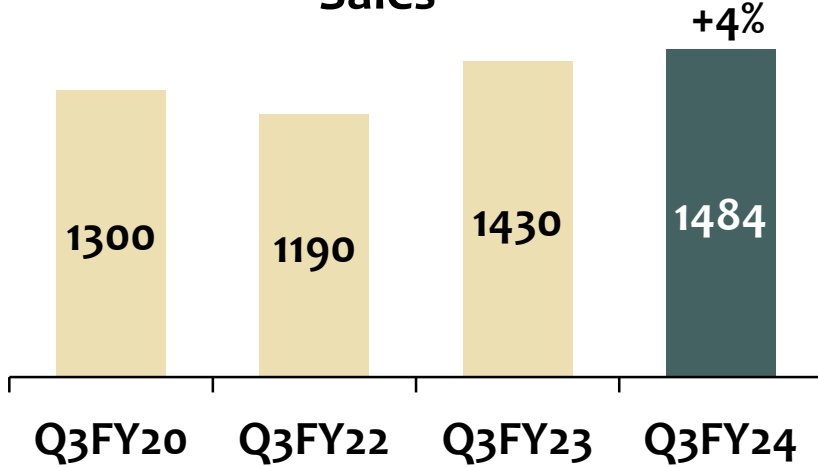
- 33 Stores Opened 8 Department + 15 Beauty/Others + 10 Intune
- Renovated 4 Department + 1 Home Stop + 5 Beauty
- Capex and Deposits Rs 162 Crs



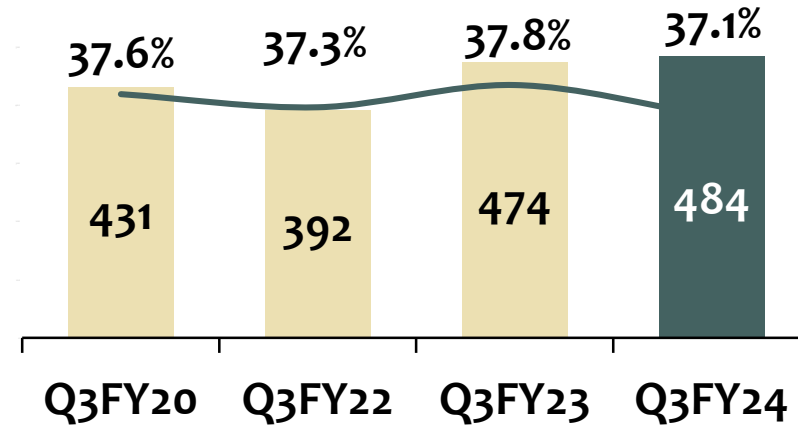
QUARTERLY TREND

(Non-GAAP)
(Rs in Crs)

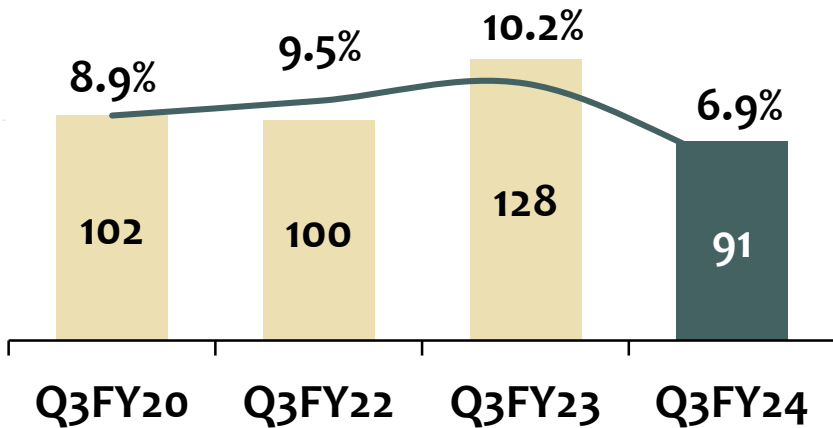
Sales



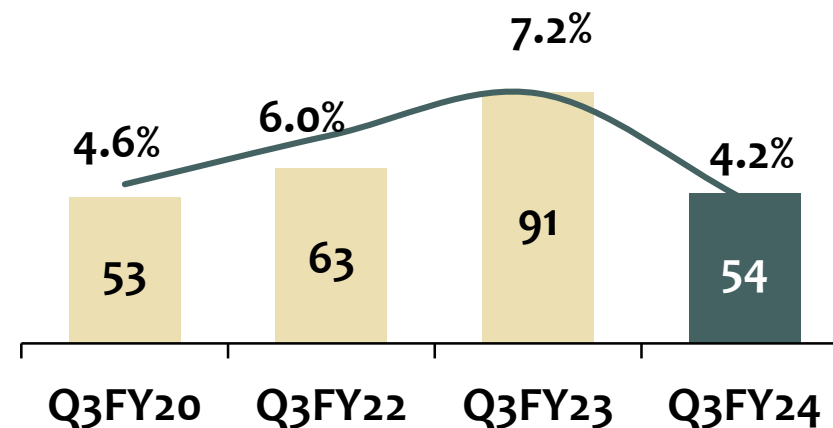
Margin



EBITDA*



PBT*



STOP

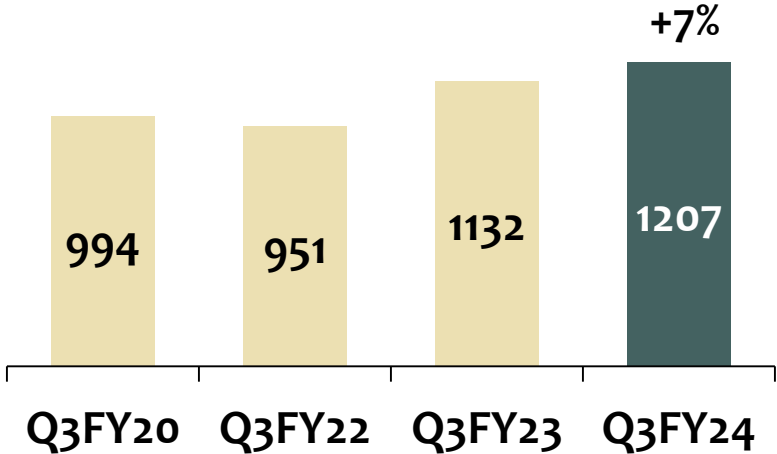
*FY23 numbers include reversal of Interest on GST Rs.17 Crs in other income and Rs.3 Crs in finance cost



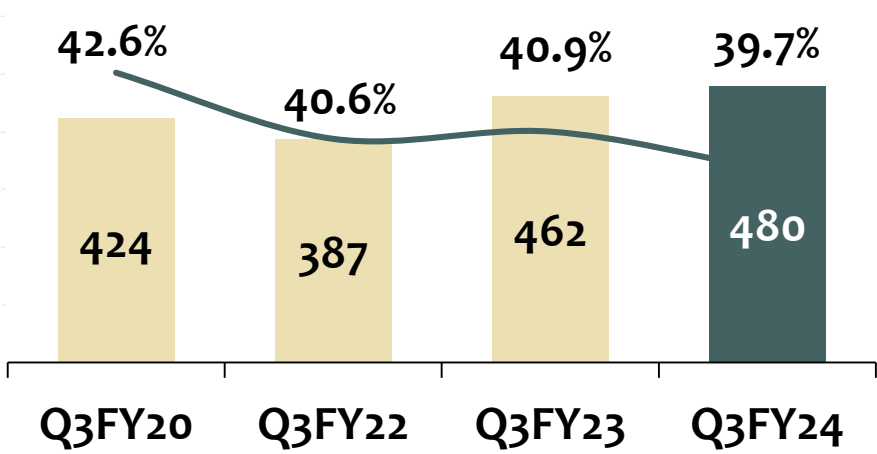
QUARTERLY TREND

(GAAP)
(Rs in Crs)

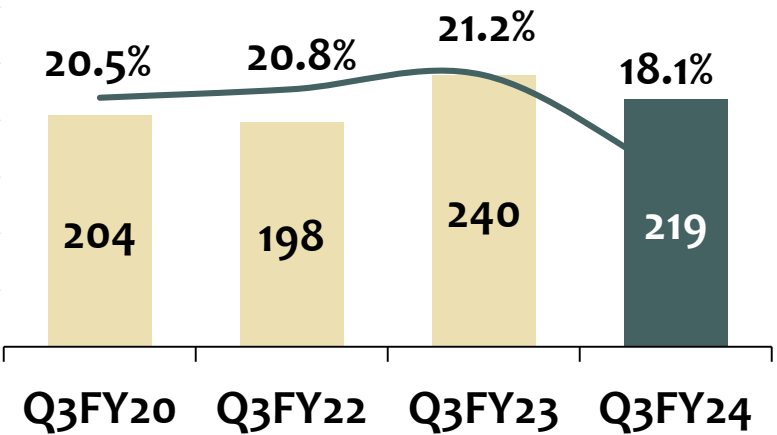
Sales



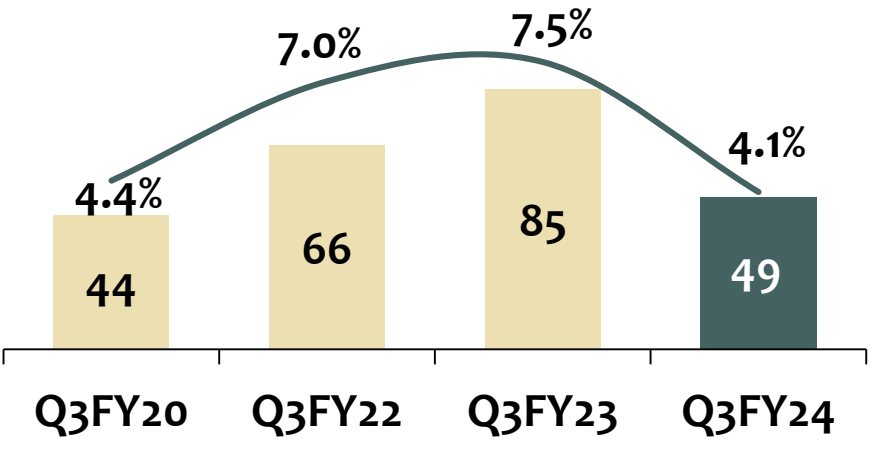
Margin



EBITDA



PBT

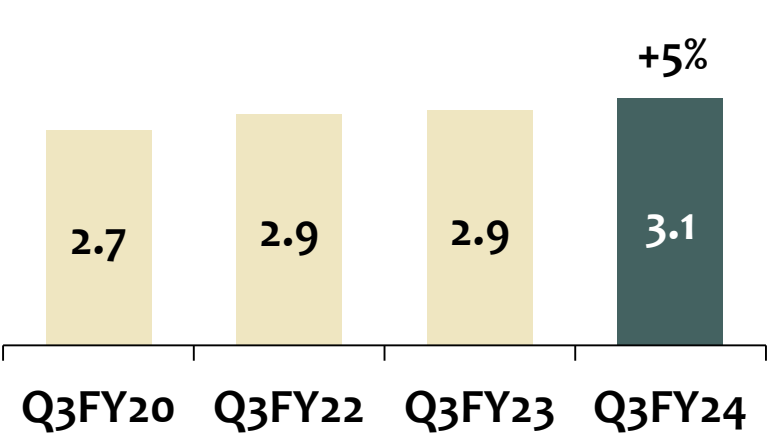




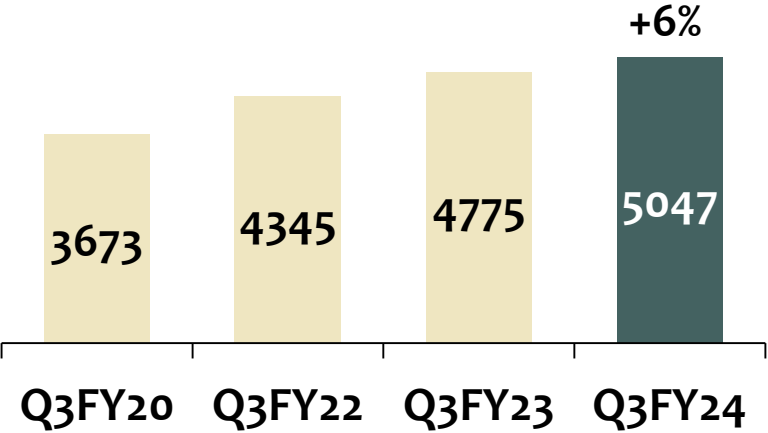
OPERATIONAL KPIs

(Offline Only)

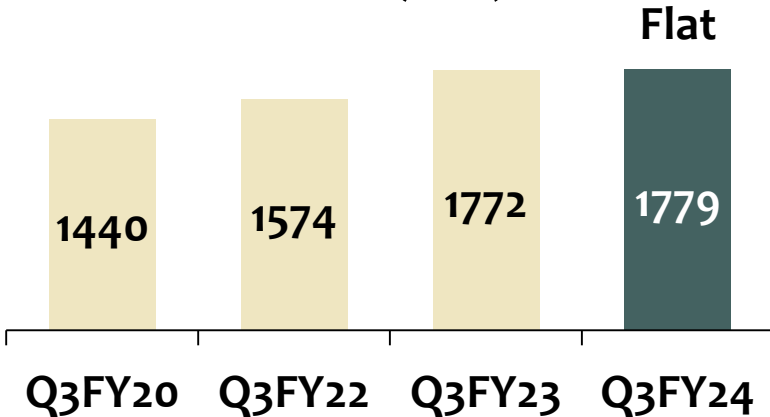
Items per Txn. (Nos.)



ATV (Rs/-)



ASP (Rs/-)





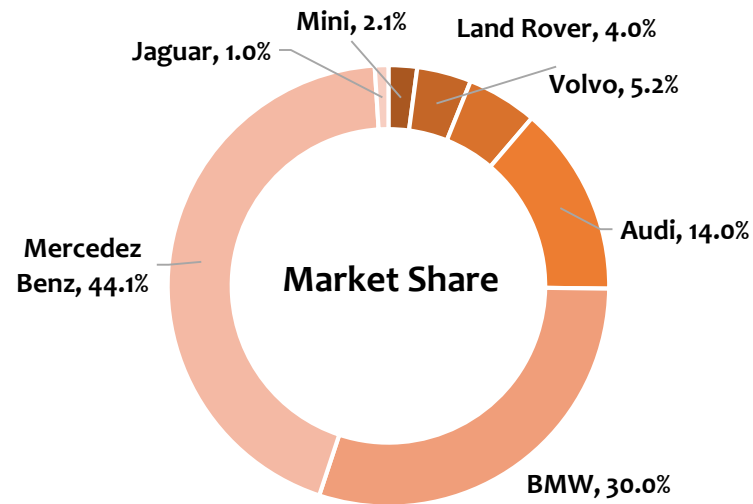
1 KEY HIGHLIGHTS

2 STRATEGIC PILLARS

3 FINANCIALS

Surge in BTL and Premium Segments

Luxury Car Makers Stack up in India



Luxury vehicles sales +50% in FY22

S&P Global Mobility estimated a near 25 %growth in 2023

Source: JATO Dynamics



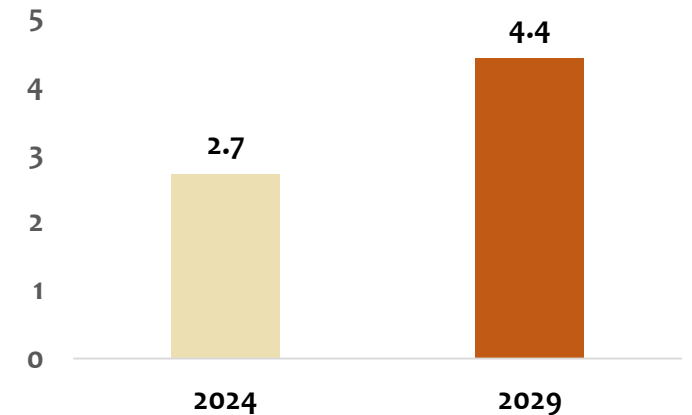
The India luxury watch market is projected to exhibit a growth rate (CAGR) of 20.3% during 2023-2028



A report from Future Market insights shared that **Lab Grown Diamond** will see CAGR of 14.8% for next 10 years



India Luxury Hotel Market



India Luxury Hotel Market size is estimated at USD 2.7B in 2024, and is expected to reach USD 4.4B by 2029, CAGR of 10.1%

Source: Mordor Intelligence

- Credit Suisse says “**Number of millionaires** in India are projected to grow by 105 per cent by 2026”
- **Global luxury brands** are bullish on Indian market and are eyeing to enter and expand in the country



With robust BTL Portfolio, Shoppers Stop is positioned for disproportionate growth in the premium Category

Shoppers Stop leader in BTL and Premium Segment

Market



Premium & BTL Fashion Market sized at \$7.86 Billion



Top 4% of working age population in India has per capita income greater than ~US\$10k per annum



One view of the Customer through integrating Tech, Personalization & Customer Centricity

Where we are now ?



Premium Brands @ 47% Contribution



Our exclusive Black Card Membership Contributing to 13% Sales



Personal Shoppers, our in-store personalized service, Contributing 15% and driving 3.2X Store ATV



Driving Experience through Makeovers @ 2.66 Lakh for the Quarter

Planned Journey



55% Contribution from Premium Brand by FY25. SSL to Launch 4-5 Premium brands



+5% ASP & +8% ATV driven through Premium Brands by FY25



2 Premium Concept Store Launch planned by FY25

STRATEGIC PILLARS



FIRST CITIZEN

Sales contribution

- Overall 78% (Incl. Repeat 65%)

Black Card Members

- Contribution 13% to Overall Sales
- Sales Growth +18%
- Black tier renewal +3% QoQ

Beauty

- FC Beauty contribution +12%; repeat members shopped +8%

Customer Engagement

- 2.5X higher response rate for AI personalized campaigns - video message by celebrity Nupur Sanon
- Sailing event and cocktail making experience for Black Card members
- Persona based campaigns to drive repeat purchases



Viviana, Thane

PRIVATE BRANDS

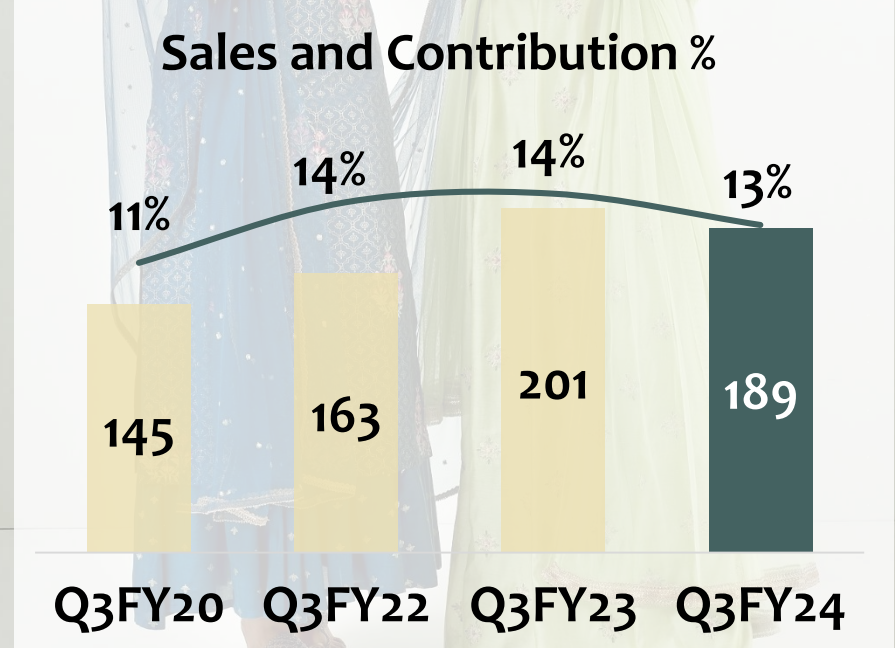
Sales

Rs.189 Crs

- PB Contribution
 - Overall 13%
 - Apparels 19%
- **Women Indian Wear** outperformed +7%; Volume +10%
- **Sanya X Kashish** campaign received strong traction;
 - “Kashish” outperformed +18%; Volume +31%
- **Kids Wear** in “STOP” grew +8%; Volume +18%



Sales and Contribution %



New Intune Stores



1. Trendset Mall, Vijayawada
2. Hennur Road, Bengaluru
3. Unicus Shyamal, Ahmedabad
4. Science City Road, Ahmedabad

INTUNE BUSINESS UPDATE

Expansion

- Added 4 stores during the quarter
- Total 10 stores across 6 cities as on date
- **On track** to open 14 stores during Q4

Key Insights

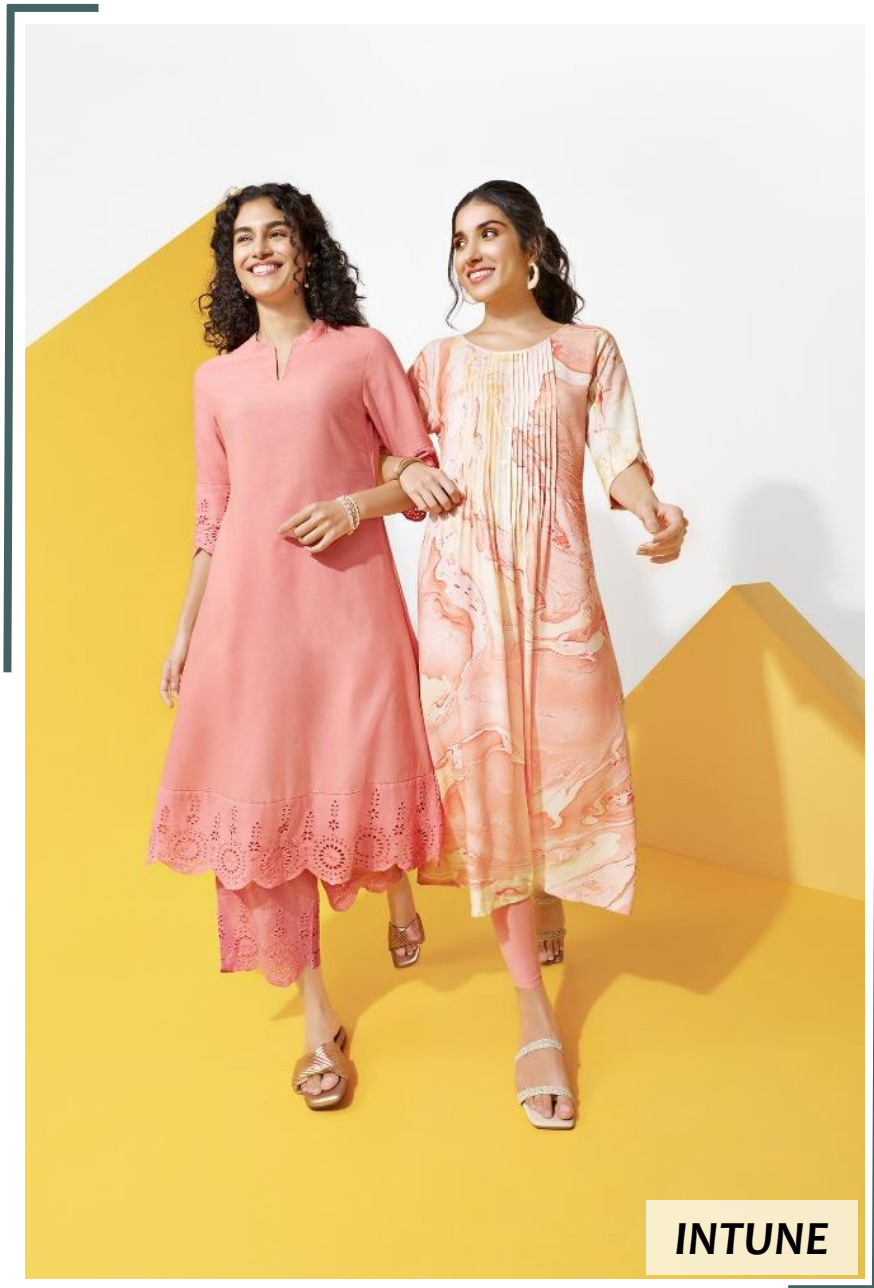
- Strengthened position as a **Kids First** fashion brand
- Strong acceptance from **Families**
- **Full Price Sell Thru** at 65%
- **Festive range** received strong response



INTUNE BUSINESS UPDATE

KPIs

- Sales of Rs 11 Crs ; YTD Rs 20 Crs
- Store EBITDA **Positive**
- **ASP** of Rs 450/- driven by Sharp pricing and Table offers
- Healthy **Items per Ticket (IPT)** at 3.7 driving **ATV** of Rs 1,691/-



BEAUTY

(Vs Q3 FY23)

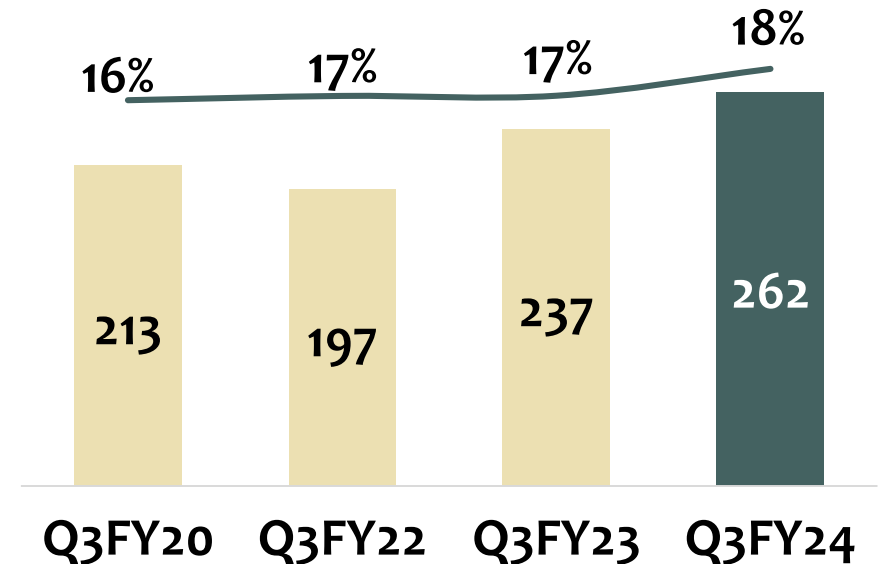
Sales **Rs.292 Crs.** **+23%**
 Rs.262 Crs. **+10% (excl. Distribution)**

- Customer engagement with 266K **Makeovers**,
 - Conversion 49% and Sales generated Rs 46 Crs
- 138 make-up **Masterclasses** conducted during the quarter
 - Bridal make up, Party Glam Look, Pearl Skin look etc.
- Launched 3K sq ft **SSBeauty Store** at Terminal 2 Bangalore Airport
 - with added beauty services viz; Nail Bar, Hair Styling, Treatment room
- Planned to open 2 EBO's stores in Q4FY24
- **Arcelia (Private Brand)**
 - Sales grew by 44%
 - 80 SKUs launched across categories; Portfolio of 650+ SKUs

Beauty Business Network

Offline	Count
Department stores	105
EBOs (incl. SSBeauty)	88
Shop-in-shop	57
Distribution	334
Online	
Shoppersstop.com	SSBeauty.in
ELCACosmetics.in	Amazon

Sales and Contribution %



BEAUTY

KEY COLLABORATIONS

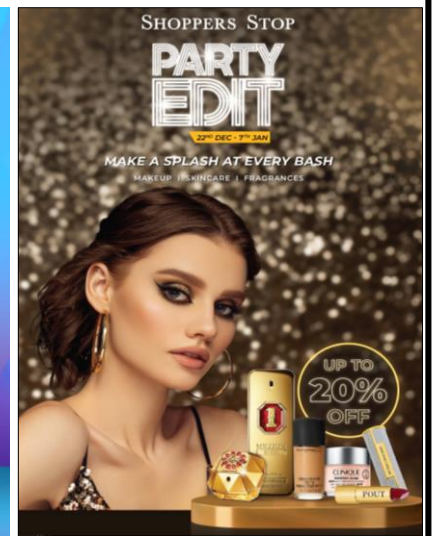
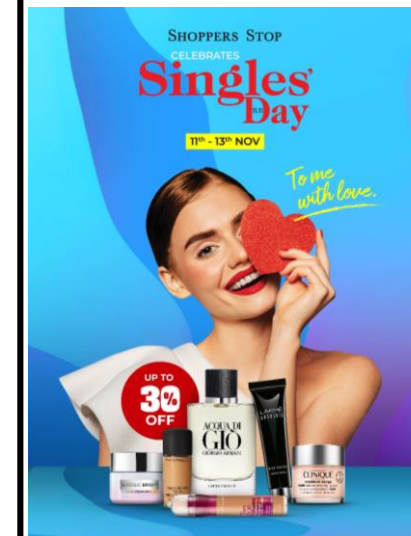


Launched “**Bath n Body**” as Shop in Shop in collaboration with Apparel group



Launched “**MyGlamm POUT**” by **Karan Johar** from The Good Glamm Group

Key Campaigns; Strong traction +19%



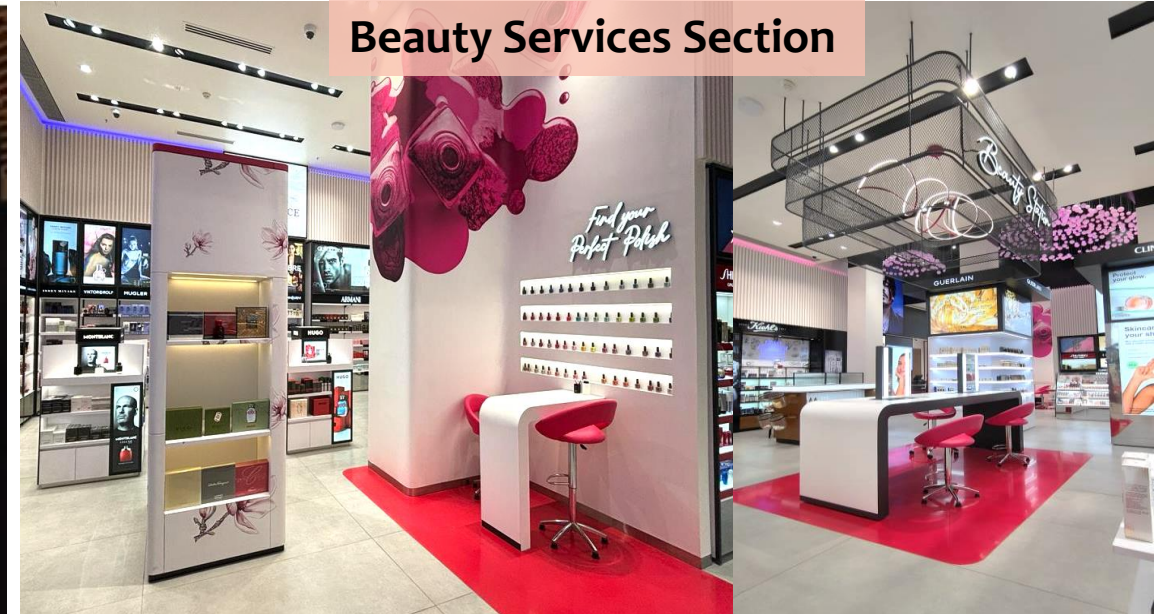
BEAUTY DISTRIBUTION

Sales Rs.39 Crs (YTD Rs.77 Crs)

- Distribution network expanded to 334 doors
- Retailing brands across 17 different retailers
- Brands portfolio expanded with onboarding;
 - Fragrance brand “**Armaf**”
 - Makeup brand “**Soda Makeup**”
- Total Brand portfolio now consists of 18 Brands



SSBeauty @ T2 Int' Airport, Bengaluru



Treatment room



Hair Styling



Nail Bar



HOMESTOP

Sales Rs 42 Crs +11%; Store count 7

- Optimized store size to improve productivity
- Strong customer response to **assisted shopping**,
Personal shopper sales +24%
- New Brands launched in **experiential categories** viz;
Nautica (Bedding), Nurturing Green (Live Plants),
Chumbak (Quirky Range), Luminarc (Dining), Osim
(Electric Massager)



EXPANSION

Store Footprint as on 31st Dec 23

Format	Store count
Department Stores	105
Beauty Stores	88
Intune	10
Home Stop	7
Airport Doors	23

Investments (Rs In Crs)

Q3 FY24

New Stores and Renovation	38
Technology/Others	3
Total	41[^]

Excl. Store Deposits of Rs 10 Crs during the Quarter

233 Stores
4.1M sq.ft.#



Ashirwad, Surat

EXPANSION Way Forward

On course to meet the planned Store Expansion for FY24

Store	FY23	Additions								Opened in FY24		
		H1	H2	FY24	FY25	FY26	Total	Area (Mn Sq ft)	FY26	YTD	Q4	FY24
Department	98	4	11	15	15	15	45	1.15	143	8	7	15
Beauty	85	9	7	16	27	27	70	0.05	155	13	3	16
SSBeauty	10	2	2	4	15	15	34	0.04	44	3	1	4
EBOs	75	7	5	12	12	12	36	0.01	111	10	2	12
Intune		6	18	24	60	80	164	0.80	164	10	14	24
HomeStop	7	1		1	7	10	18	0.11	25	1		1
Total Stores*	190	20	36	56	109	132	297	2.10	487	32	24	56



*Excluding Airport Stores

Dept Store @ Warangal



Dept Store @Nexus Vijaya Forum, Chennai



Dept Store @Ashirwad High Street, **Surat**



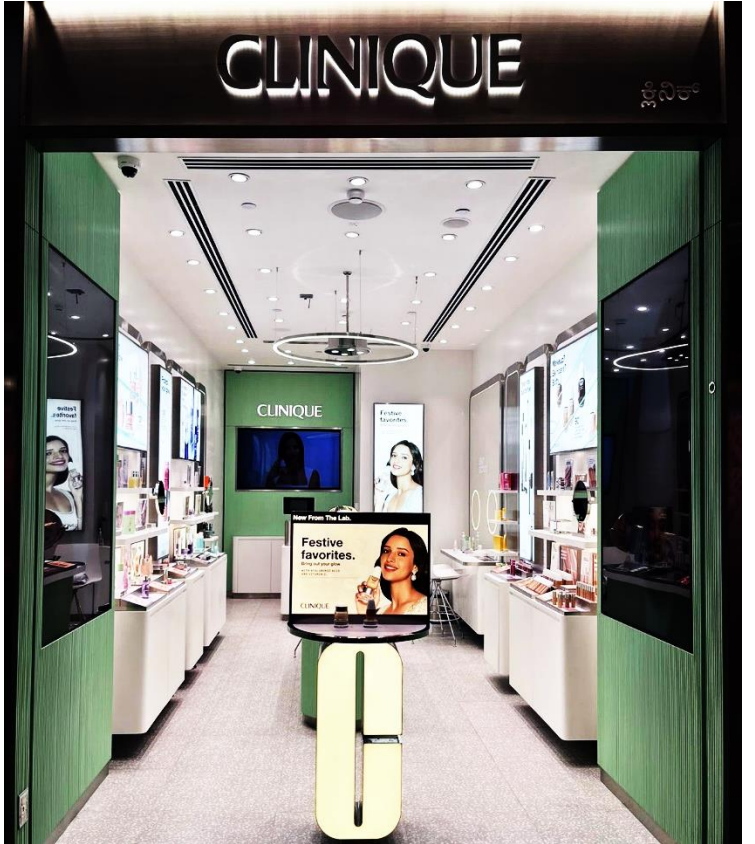
Dept Store @Mittal Mall, Ajmer



Fashion Store @ T2 Int' Airport, Bengaluru



Beauty Stores @ Phoenix Mall of Asia, Bengaluru





1 KEY HIGHLIGHTS

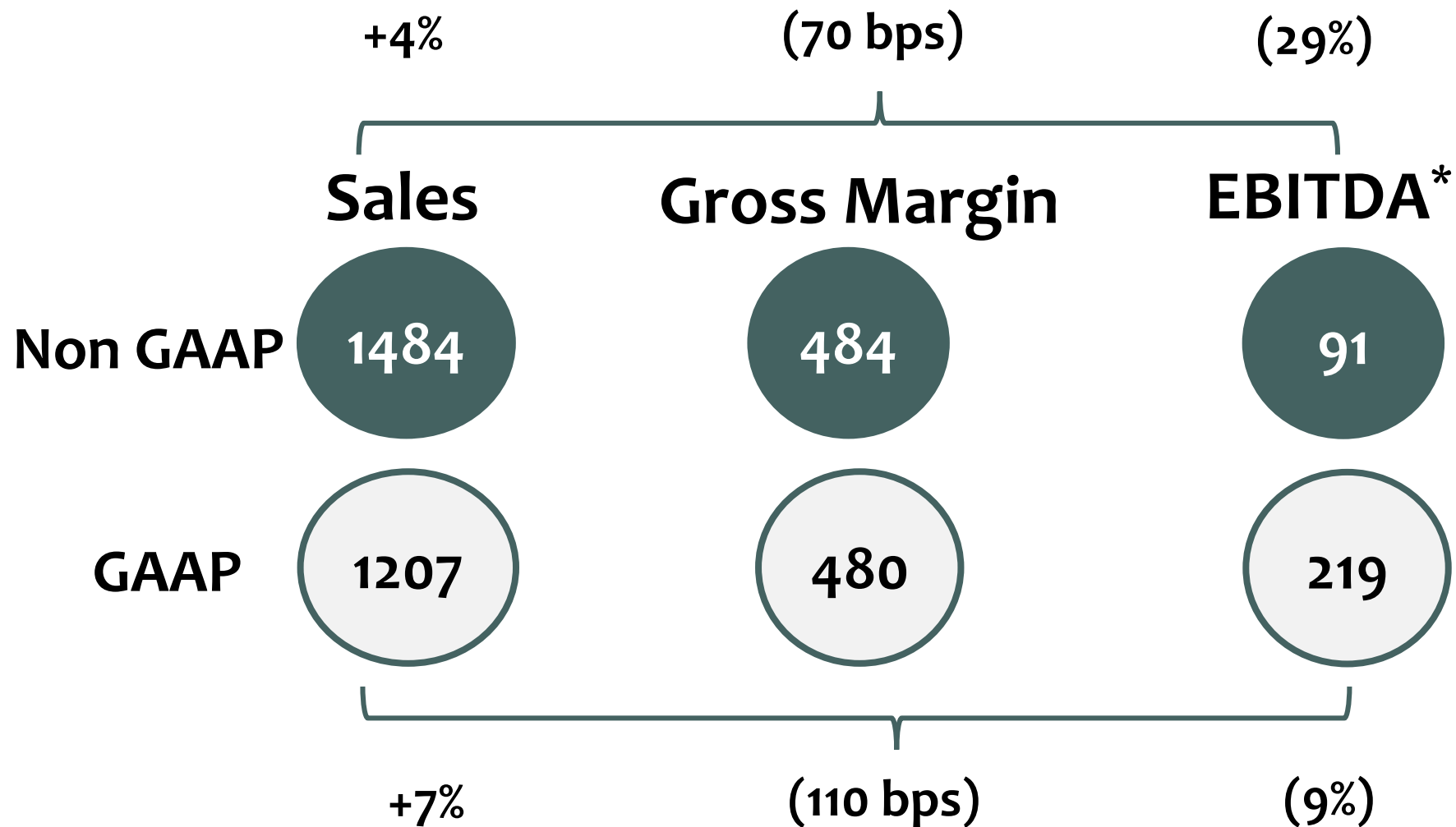
2 STRATEGIC PILLARS

3 FINANCIALS

KPI PERFORMANCE – Q3

Vs Q3FY23

(Rs Crs)

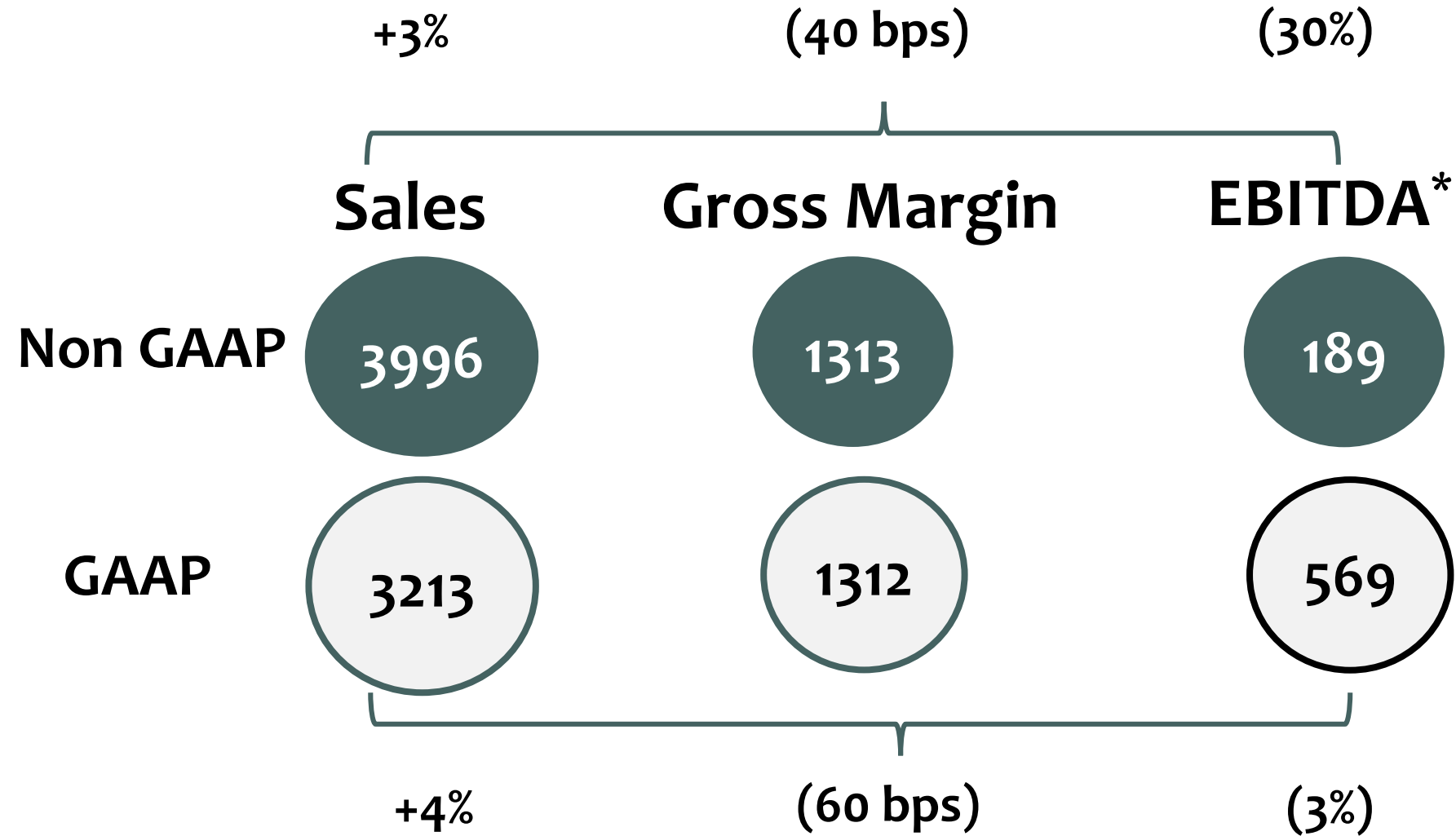


*FY23 numbers include reversal of Interest on GST Rs.17 Crs in other income

KPI PERFORMANCE – YTD

Vs YTD FY23

(Rs Crs)



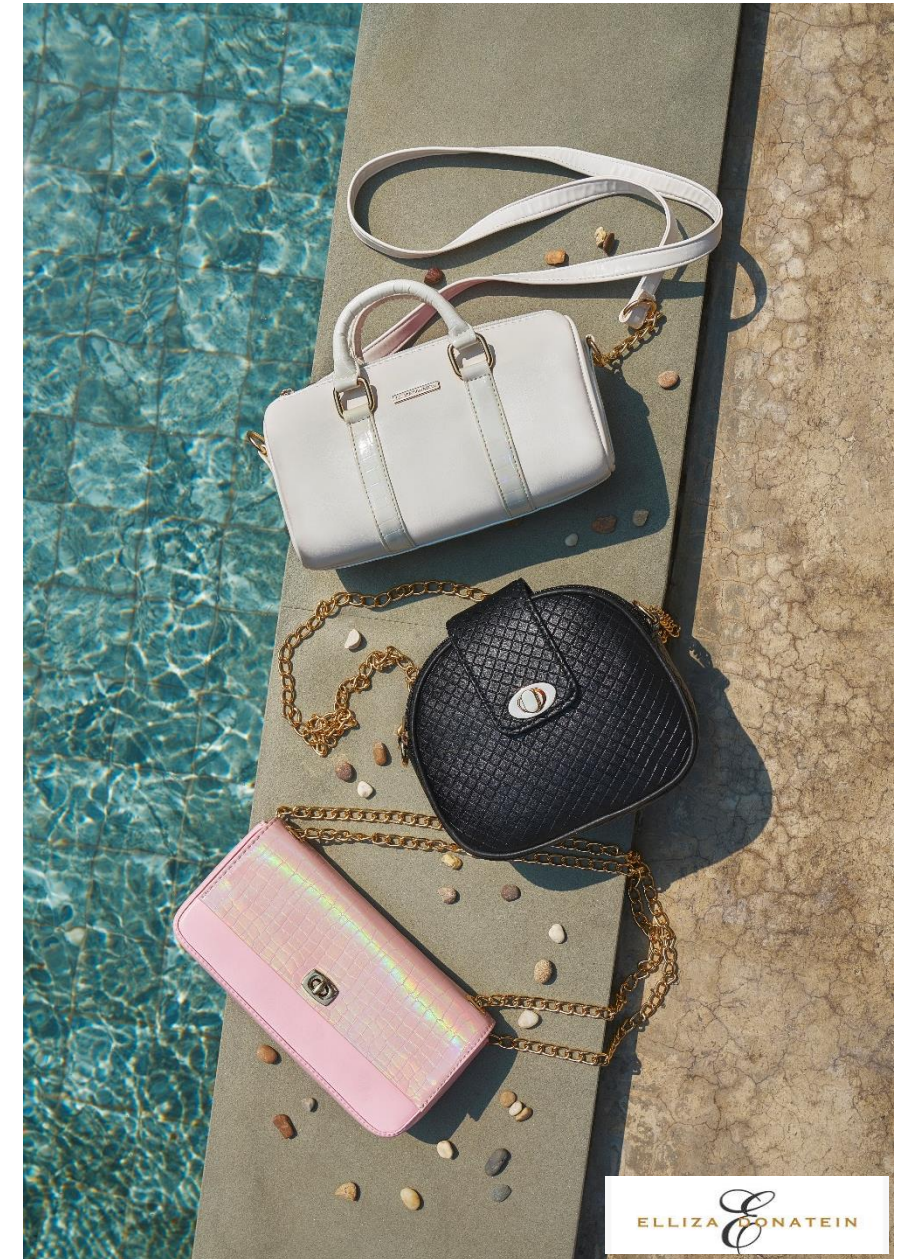
*FY23 numbers include reversal of Interest on GST Rs.17 Crs in other income

FINANCIALS Q3 FY24

Particulars	Non - GAAP Financials			GAAP Financials		
	FY24	FY23	Gr%	FY24	FY23	Gr%
Gross Revenue	1484	1430	4%	1362	1278	7%
Net Revenue	1306	1254	4%	1207	1132	7%
Other Income*	21	32	-33%	3	24	-86%
Total Revenue	1327	1286	3%	1210	1156	5%
Margin	484	474	2%	480	462	4%
Margin%	37.1%	37.8%	(70 Bps)	39.7%	40.9%	(110 Bps)
Operating Exp.	415	378	10%	264	247	7%
EBITDA	91	128	-29%	219	240	-9%
Depreciation	32	32	1%	111	100	11%
Finance Cost*	2	1	112%	58	52	12%
PBT	56	95	-41%	50	89	-44%

Previous years numbers are regrouped/rearranged wherever necessary

*FY23 numbers include reversal of Interest on GST Rs.17 Crs in other income and Rs.3 Crs in finance cost

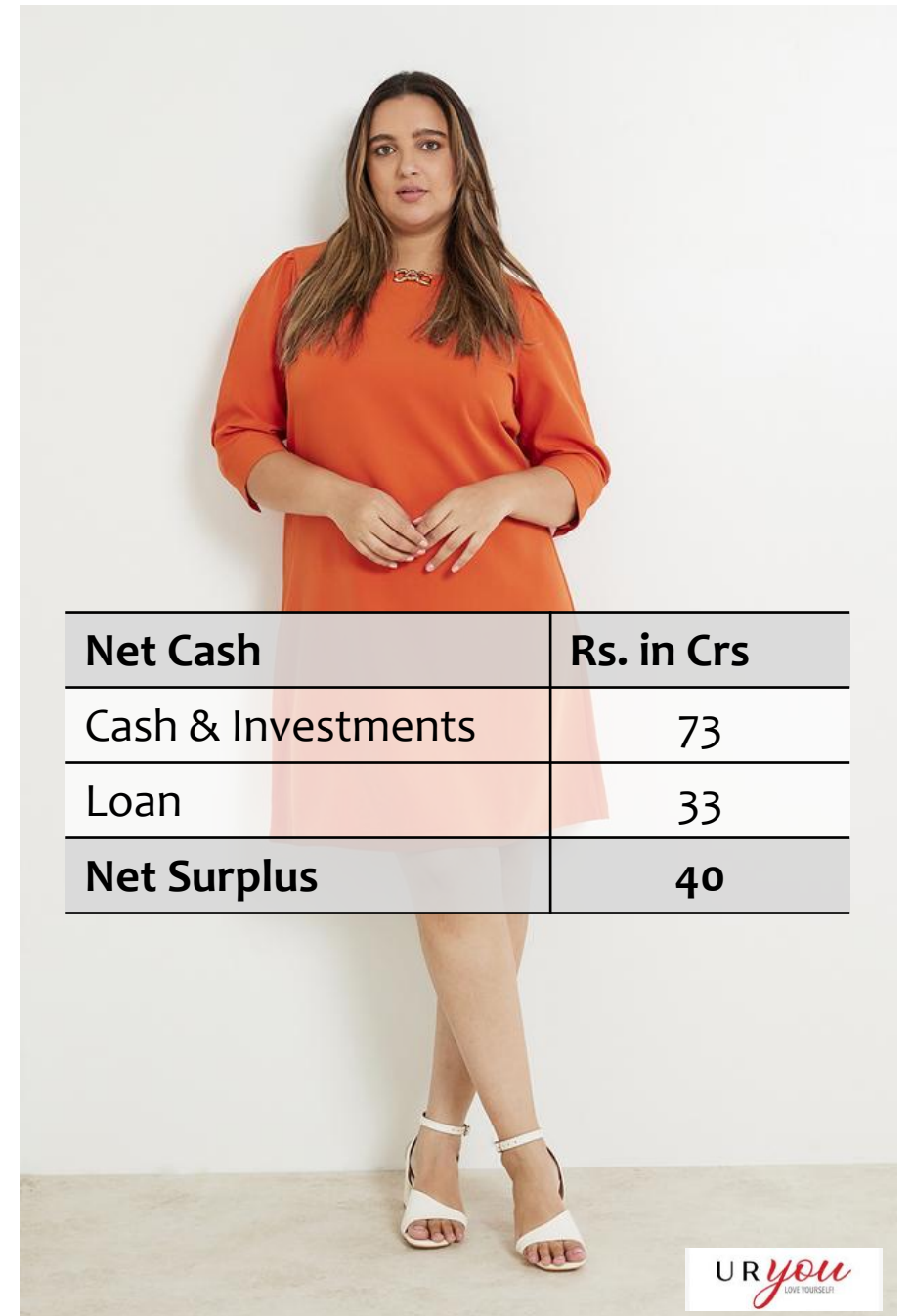


BALANCE SHEET

Particulars (Rs. In Crs.)	Dec'23	Mar'23
Net worth	830	765
Loan Fund	33	104
Total Liabilities	864	869
Fixed Assets + Lease Deposit	857	795
Investments	74	77
Inventory*	1745	1488
Other Assets	586	525
Total Current Assets	2225	1883
Trade Creditors Goods*	1931	1539
Others	467	475
Total Current Liability	2398	2015
Net Current Assets	-173	-131
Total Assets	864	869

Previous years numbers are regrouped/rearranged wherever necessary

*Includes ROR Inventory of Rs 1,242 Crs and Creditors of Rs 1,697 Crs in FY24 and Rs 1,030 Crs and Creditors of Rs 1,372 Crs in FY23



CASH FLOW

Particulars	Dec'23	Mar'23
Cash Profit from Operations (after tax)	185	321
Changes in Working Capital	59	-124
Cash generated from Operations	244	197
Fixed Assets /Reduction in Capex Creditors*	-161	-191
Cash generated from Operations	83	7
Redemption of Investments (Net)	3	87
Cash post Investing Activities	86	93
ESOP	10	3
Interest & Finance Cost	-8	-13
Loans Repayment	-71	-90
Net Increase/(decrease) in Bank Balance	17	-7

*Includes Security Deposit of Rs. 32 Crs for New stores



WAY FORWARD

Demand

Continue to remain muted. Gradual recovery expected from FY25. Growth through focusing on Premiumization and non-apparel categories

Stores

Network expansion as per Schedule; explore franchisee model for INTUNE

Profitability

Focus on right product value to deliver lower discounting and higher sell through for private brands. Optimize costs for better operating leverage

Brands

Focus on premiumization

Launch of exclusive brands within the Shoppers
Stop eco-system

Beauty

Build Personalization and intensify our systems to educate and experience the Customers
Increase Makeovers for conversion
Increase assortment of International brands

Balance Sheet

Strengthen Balance Sheet by Working Capital reduction; Higher ROCE through better FCF

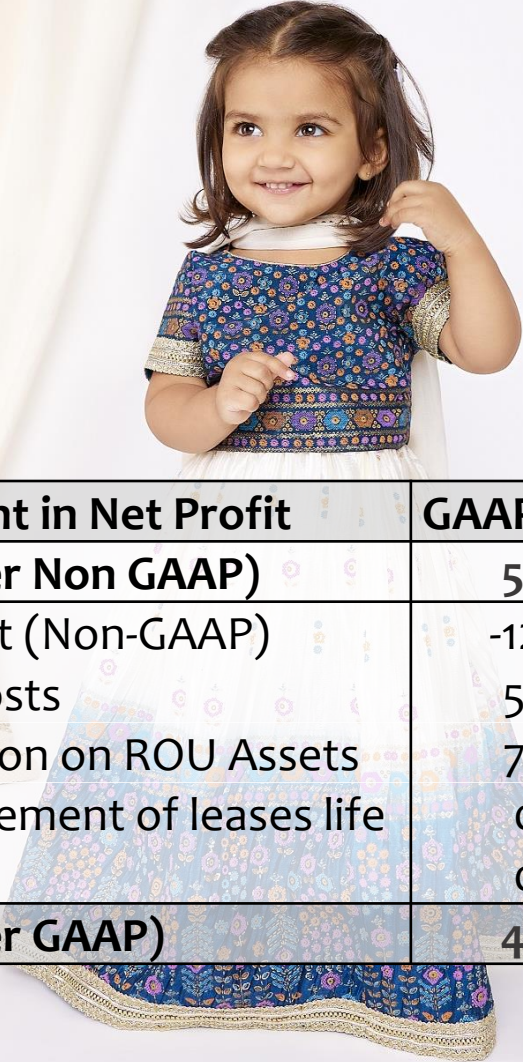
ANNEXURES

FINANCIALS Q3 FY24

Particulars	Non GAAP			GAAP		
	FY24	FY23	Gr%	FY24	FY23	Gr%
Gross Revenue	1484	1430	4%	1362	1278	7%
Net Revenue	1306	1254	4%	1207	1132	7%
Other Income*	21	32	-33%	3	24	-86%
Total Revenue	1327	1286	3%	1210	1156	5%
Margin	484	474	2%	480	462	4%
Margin%	37.1%	37.8%	(70 Bps)	39.7%	40.9%	(110 Bps)
Operating Exp.	415	378	10%	264	247	7%
EBITDA	91	128	-29%	219	240	-9%
Depreciation	32	32	1%	111	100	11%
Finance Cost*	2	1	112%	58	52	12%
PBT	56	95	-41%	50	89	-44%
Exceptional Item/OCI	2	4	-59%	0	4	-95%
PBT(Adj.)	54	91	-40%	49	85	-42%
Tax	14	23	-39%	14	23	-39%
PAT	40	68	-40%	35	62	-43%

Previous years numbers are regrouped/rearranged wherever necessary

*FY23 numbers include reversal of Interest on GST Rs.17 Crs in other income and Rs.3 Crs in finance cost



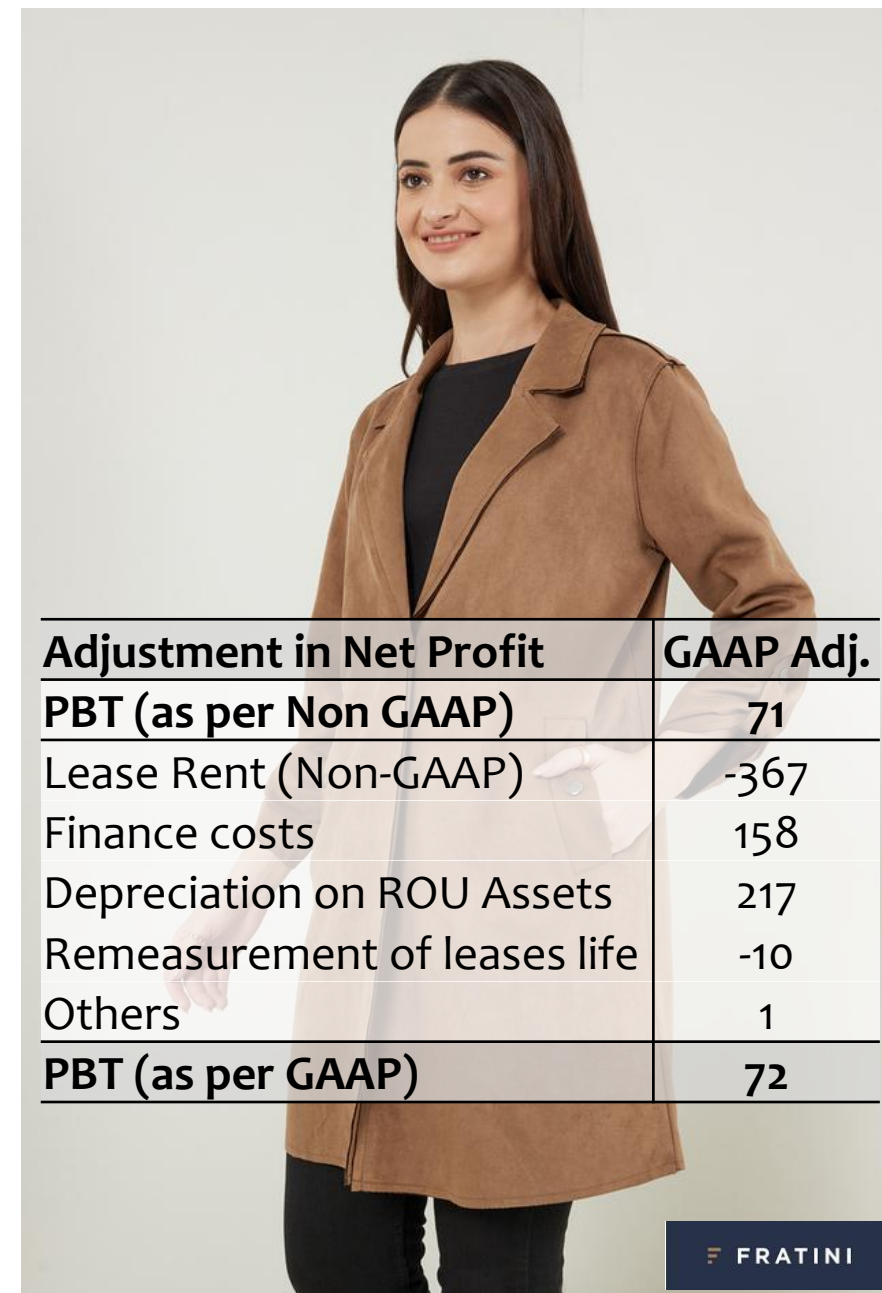
Adjustment in Net Profit	GAAP Adj.
PBT (as per Non GAAP)	54
Lease Rent (Non-GAAP)	-127
Finance costs	55
Depreciation on ROU Assets	75
Remeasurement of leases life	0
Others	0
PBT (as per GAAP)	49

FINANCIALS YTD FY24

Particulars	Non GAAP			GAAP		
	FY24	FY23	Gr%	FY24	FY23	Gr%
Gross Revenue	3996	3891	3%	3614	3468	4%
Net Revenue	3521	3423	3%	3213	3082	4%
Other Income*	66	68	-2%	21	34	-38%
Total Revenue	3588	3491	3%	3235	3116	4%
Margin	1313	1291	2%	1312	1275	3%
Margin%	37.3%	37.7%	(40 Bps)	40.8%	41.4%	(60 Bps)
Operating Exp.	1190	1088	9%	764	725	5%
EBITDA	189	270	-30%	569	584	-3%
Depreciation	97	97	0%	324	277	17%
Finance Cost*	8	12	-31%	167	154	8%
PBT	84	161	-48%	78	152	-49%
Exceptional Item/OCI	13	10	24%	5	11	-52%
PBT(Adj.)	71	151	-53%	72	141	-49%
Tax	20	39	-48%	20	39	-48%
PAT	51	112	-55%	52	102	-49%

Previous years numbers are regrouped/rearranged wherever necessary

*FY23 numbers include reversal of Interest on GST Rs.17 Crs in other income and Rs.3 Crs in finance cost





HomeStop, Dehradun

233

Stores

9.7M

FIRST CITIZENS

800+

BRANDS

13% Mix

PRIVATE BRANDS

18% Mix

BEAUTY

4.1 M

SQUARE FEET
AREA

56

CITIES

13.9 Mn

CUSTOMER ENTRY in Q3

18.6K⁽¹⁾

TALENT POOL

As at 31st Dec'23

1. Includes Brand staff

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 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 attract and retain highly skilled professionals, political instability, legal 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.

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