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2004-2005

ANNUAL REPORT

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Shopper's Stop Limited

Annual Report

2004 - 05

Report  junction.com



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Our vision is and always will be

"To be a global retailer in India and maintain its No. 1 position in the Indian market, in the Department Store Category."

Our Clear focus is on the Indian market, which we believe offers tremendous opportunities to department stores. At the same time, we benchmark ourselves with the leading retailers in our segment worldwide. It is our constant endeavor to bring in global best practices into our business and consistently upgrade ourselves, to offer to our customers an international shopping experience.

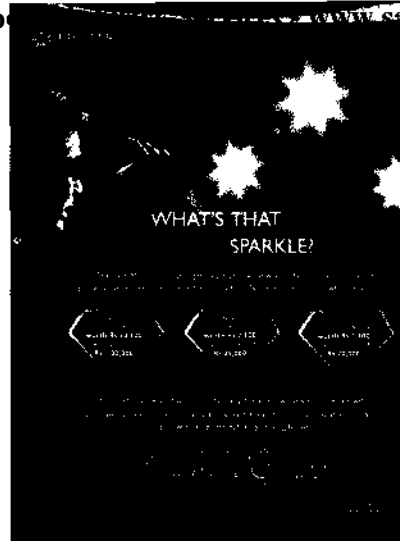


INTERCONTINENTAL GROUP
OF DEPARTMENT STORES

International Exposure

In our endeavor to provide our customer a globally benchmarked shopping experience with the best in class service, we engage international design houses such as, Kingsmen Projects Pte Ltd (Singapore) and JHP Design Limited (UK) to design our stores, sourcing the fixtures in domestic as well as international markets.

We periodically provide our managers, International department store exposure through the cooperation of other members of IGDS to be able to capture and implement the best practices in our various functions.



The Diamond Mine Campaign



The Ha Ha Ha Fest Campaign



The Men In Vogue Campaign

Events

The year 2004-05 was marked by a series of innovative promotion organized by your company. Thematic fit eventful activities such as Wardrobe Exchange, The Ha Ha Ha Fest, Men In Vogue, Diamond Mine & Salwar Kurta Dupatta Exchange significantly enhanced the shopping experience for the discerning customers.

The Diamond Mine Festival was a roaring success with over 150,000 First Citizens shopping during the event and more than 10,000 diamond pendants being redeemed!

16 stores



Our Journey *Beyond the shores...*

Your company began the year with 14 stores and is currently operating 16 stores in 9 cities across India.

Your company ended with Gross Total Revenue of Rs. 5,111.59 million and a Profit after Tax (PAT) of Rs. 190.32 million which is 26% and 58% higher than the revenue and profit achieved in the previous year. Shortly your company will be launching its initial Public Offer to meet the future expansion plan.

Mr Govind Shrikhande, who was earlier the Director - Buying and Merchandising was promoted as the Chief Operating Officer of the company.

Mr Unni krishnan T.M. Joined us as the Chief Technology Officer of the company.

Your company, for the first time, received an award for the "Loyalty Program of the Year", by ICICI - KSA Retail Excellence Awards and your Managing Director & CEO, Mr B.S. Nagesh has been conferred with the Retail Professional of the Year Award in the same ceremony.



First Citizen

Your company believes in continuously rewarding it's loyal customers with exclusive privileges, rewards and benefits through the Loyalty Program called "First Citizen". Today, loyal customers are more than 429,000 members, making it one of the largest retail relationship and loyalty program in the country. The First Citizen program today contributes to over 50% of Shoppers' Stop sales annually.



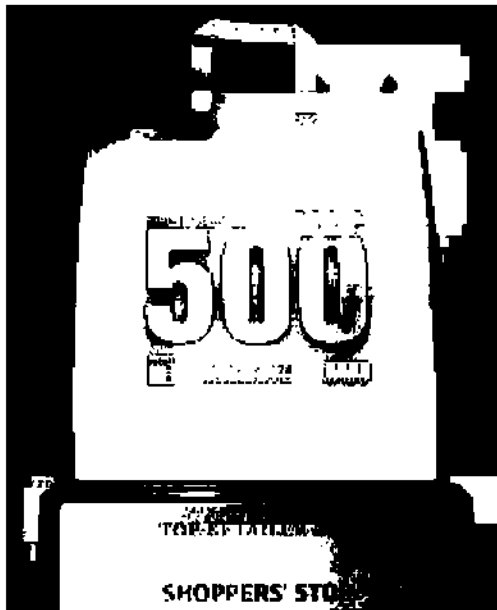
FIRST CITIZEN
Experience The Rewards

Awards



Major Awards won during the year

- * "Most Successful Supply Chain management (Runners Up)" Awarded by S.P. Jain Institute of Management & Research (August 2004)
- * "Most favoured retail destination of the year" Awarded by Images Retail (Sep 2004)
- * "Teachers' Achievement Award" to Mr. B.S. Nagesh (MD & CEO) Awarded by Allied Domecq Spirits & Wines (I) Pvt. Ltd (Nov 2004)
- * "Organization with Innovative HR Practices" Awarded by Mid-Day, Big Break & DAKS (November 2004)
- * "CEO of the Year" to Mr. B.S. Nagesh (MD & CEO) Awarded by Indira Group of Institutes (Jan 2005)
- * "Most Admired Shopping Destination of the Year" Awarded by Images Fashion Forum (Jan 2005)
- * "India's Greatest Brand Builders" to Mr. B.S. Nagesh. Awarded by Bhartiya Vidyapeeth Institute for Management Studies & Research (Feb 2005)
- * "Retail Professional of the Year" to Mr. B.S. Nagesh (MD & CEO) Awarded by ICICI Retail Excellence Awards (Feb 2005)
- * "Amity Global Corporate Excellence Award" Awarded by Centre of International Business, Amity Business School, Noida (Feb 2005)
- * "Loyalty Programme of the Year" Awarded by ICICI Retail Excellence Awards (Feb 2005)
- * "HR Professional of the Year" to Mr. Vijay Kashyap (VP HR) Awarded by Mid-Day, Big Break & DAKS (November 2004)



Were recognised as one of the top three retail organisations in India by Retail Asia Publishing and Euromonitor International (Oct 2004)

superbrand



Your Company: A Superbrand *the way.....*

Our brand now forms an exclusive group of 'winners' selected out of a national list of 711 brands across 98 categories. An independent Superbrands Council comprising of the most eminent professionals from Marketing and Advertising selected Shoppers' Stop as a SUPERBRAND for 2003 - 2005. Their task was to select the strongest brands in the country keeping the following in mind.

"A Superbrand offers consumers significant emotional and/or physical advantages over it's competitors which (consciously or sub-consciously) consumer want, recognize and are willing to pay a premium for."

In every country where Superbrand has been launched, it is seen as the Branding Bible - the ultimate source for drawing inspiration and learning how brands fight back.

