

*Redefining
Retail*

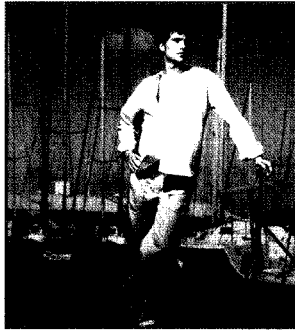


retail n. 1. the selling of goods to consumers; usually in small quantities.
2. adj. selling or related to selling direct to the consumer.

Redefining Retail

Shopper's Stop Ltd., has redefined retail in India, taking it to the next level. From being just the sale of goods to consumers, the company has created a unique aura around retail and turned it into an experience, an indulgence, (an ego trip even!).

The pioneer of organised retail in India, Shopper's Stop Ltd., has been instrumental in bringing about a retail revolution in the country and has become the highest benchmark for the industry. With its growth plans firmly in place and undeniable leadership in the field, Shopper's Stop Ltd., is well on its way to raise the bar of performance even higher.





vision *n.* 1. A vivid mental image.
2. The ability to see. 3. The formation
of an image of something that is not
perceived as real.

Vision *Redefined*

The vision at Shopper's Stop Ltd. is much more than just a mental image. It is a reality that is a solid result of the combination of a keen insight and a sharp foresight. The group vision dictates the purpose of the company which in turn defines its business direction.





It is a future-proof vision that has inspired Shopper's Stop Ltd. to record unparalleled growth and impressive success. Starting off as a **premier chain of department stores**, today Shopper's Stop Ltd. has evolved in the business with presence in a variety of retail formats to reach out to a larger audience and cater to a greater section of the fast growing affluent middle class in India.

As paradigms shift in the economy and the industry, Shopper's Stop Ltd. is charting its future course. A course that will be flagged with the following beliefs and guidelines:

- Commitment to delivering **higher levels of sensory experience** and retaining the '**most preferred brand**' status among consumers by offering contemporary & relevant merchandise, great store layout and ambience, educated staff, food and events for a complete shopping experience.
- Contemporising the product basket to **offer premium and luxury value**.
- Sustaining **leadership in the Department Store category**, while building dominance in other formats, through a pan India presence, efficient processes and incomparable service standards.
- Continuing to be a **learning and profitable organisation** and contributing back to the community by being socially responsible in its activities.

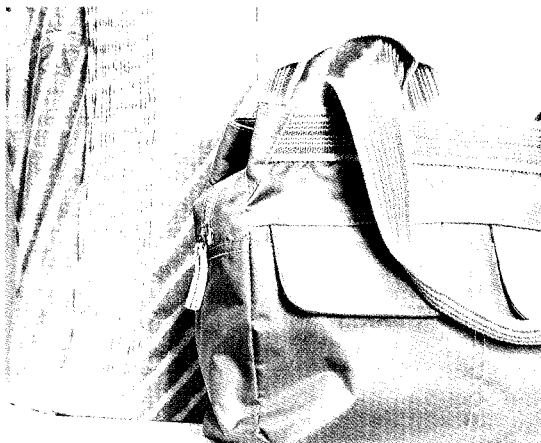
Growing from strength to strength, the retail pioneer in India is **driving growth and success** not only for the organisation but for the industry as well.

shopping *n.* 1. purchase of goods.
2. searching for or buying goods
or services. 3. *v.* shop around; not
necessarily buy.



Shopping *Redefined*

Shopper's Stop Ltd. has made this purchase of goods extremely pleasurable. The stores have redefined shopping by making it more than just a transaction. The entire shopping process is the coming together of an amazing array of offerings, warm but unobtrusive service and special privileges and benefits that translate every visit into customer delight.





Since its inception in 1991, Shopper's Stop Ltd., which was founded by the K Raheja Corp. Group (Chandru L Raheja Group), one of the leading players in the country in the business of real estate development and hotels, has been offering **premium and luxury value for the entire family.**

Shopper's Stop Ltd. has metamorphosed from being a chain of retail stores to emerging as a **Fashion & Lifestyle destination**, which now includes retail concepts such as bookstores, cafés and high-end lifestyle merchandise **for the growing affluent middle class in India.** Today, its name is synonymous with superior quality product, services and above all, an international shopping experience.

In order to enhance the level of customer service and gain insight into **new and emerging practices followed internationally**, Shopper's Stop Ltd. is a member of the Inter Continental Group of Department Stores (IGDS). It is the only Indian member along with 29 other experienced retailers from all over the world.

Leveraging **expertise, excellence and experience**, Shopper's Stop Ltd. has become a benchmark for the Indian retail industry to follow. Continuing **expansion plans, presence across several retail formats and international offerings** will empower Shopper's Stop Ltd. to meet and exceed the expectations of shoppers at the micro level and the industry at the macro level.

SHOPPERS' STOP

Growth *n.* 1. An increase in size by accretion of material in a nonbiological process.

Growth *Redefined*

Shopper's Stop Ltd. has achieved unparalleled growth to emerge as a competent, strong and dependable organisation. It has spread its equity and ability across a gamut of retail formats by leveraging synergies, specialties and strengths of each business to maximise growth not just within the organisation, but also in the country's retail sector.



The company's flagship business of department stores is manifest in Shoppers' Stop. A **pioneer of organized retail** in India, Shoppers' Stop today, is the **country's biggest Department Store** Chain. It offers customers an international shopping environment and a world-class shopping experience through its 20 stores in 11 cities.

It houses a host of **international and domestic brands across categories** such as apparel, accessories, cosmetics, home & kitchenware as also its own private brands.

HOMESTOP



HomeStop is the **first-of-its-kind premium home concept store** offering a wide range of products and some of the most reputed national and international brands.

It is a **one-stop-shop for all home needs** ranging from home décor to furniture & recliners, bath accessories to bedroom furnishings, mattresses to draperies, carpets, kitchen accessories and appliances to modular kitchens & health equipment all under one roof. Currently HomeStop has two stores, one each in Bangalore & Mumbai.

HYPERCITY



Shopper's Stop Ltd. has a 19% stake in Hypercity with the option to acquire 51% in the company by December 31, 2008. The first store was opened in 2006 with an area of over 124,000 sq. ft.

Hypercity has redefined the experience of the Indian consumer in the big store format. **Its offering includes food and grocery, general merchandise and apparel.** The business operates a "More to Discover" by-line and delivers quality products at great value in a bright, spacious and modern environment.

CROSSWORD



Crossword is the leader in the lifestyle bookstore category. **Spacious and well laid-out**, these stores feature methodical classifications, clear signages, dedicated enquiry/orders desks and attractive displays. There also are cafés, reading tables and chairs within the store to enhance the customers' experience.

Its **unique product mix** of books, magazines, CD-ROMs, music, stationery and toys is further enhanced with services like Dial-a-book and Email-a-book and facilities like gift vouchers and 'Return, Exchange & Refunds' policy.

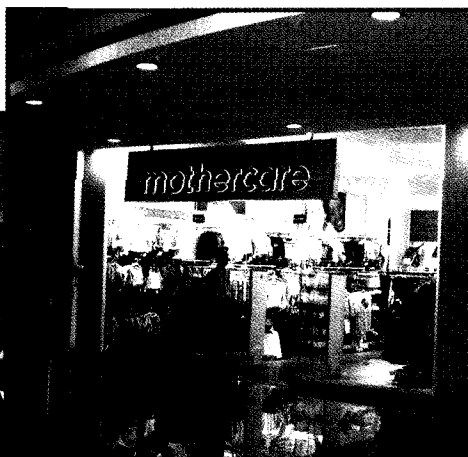
MAC



Shopper's Stop Ltd. has entered into a retail agreement with **world-renowned cosmetics major Estee Lauder** to open M.A.C stores in India.

M.A.C, the professional brand of choice, is the first brand under the Estee Lauder portfolio to enter the Indian Retail market. The first store was opened in 2005 at Mumbai.

MOTHERCARE



Mothercare PLC of UK, the **largest specialist retailer for infant and toddler care**, is now in India, under an exclusive franchise agreement with Shopper's Stop Ltd.

It stocks a variety of **products for mothers and babies**, toddlers and children till eight years of age with the focus being on style, function and safety. Currently Shoppers' Stop operates 11 Mothercare Stores in leading metros.

BRIO



Shopper's Stop Ltd.'s foray into Food & Beverages began with Brio - a step up the evolutionary ladder from "franchised coffee bars." Brio - the Café Bistro has been designed to be a **warm & friendly place to relax, revive and reflect**. It has a classic yet sophisticated ambience, friendly service and excellent food. Brio has 16 outlets in select cities.