S

SHOPPERS STOP

start something

new...

SHOPPERS STOP

SS
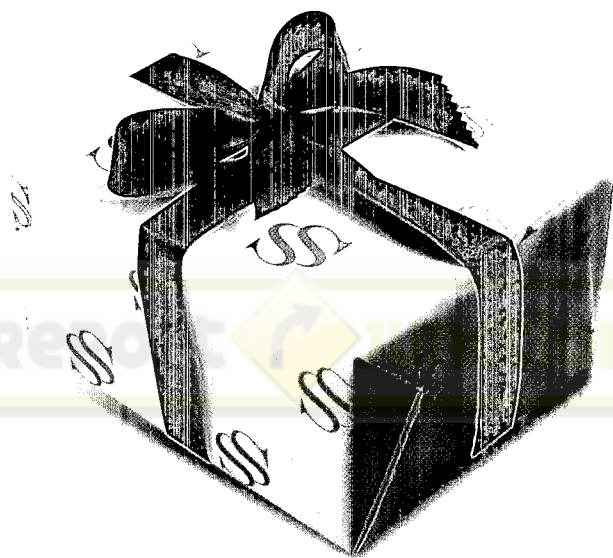
NEW PHILOSOPHY

Pioneer of modern retail in India, Shopper's Stop Ltd. has been instrumental in bringing about the retail revolution in India. A professionally managed and systems driven organisation, Shoppers Stop has always been attuned to evolving consumers. Our customer insights have enabled us to service them better and fulfill aspirations.

Shoppers Stop has evolved its positioning to 'Bridge to Luxury' and continues to reinforce its leadership position. We recently revealed our New logo, which reflects the essence of our new philosophy.

At Shoppers Stop we believe in a world of limitless possibilities. We always set benchmarks, cross limits, achieve the impossible and celebrate our successes. Innovation being our key driver, we have adopted a new philosophy of **'Start Something New'** to give retail a new dimension. We endeavour to Start Something New in performance. Start Something New in products. Start Something New in customer service. Start Something New in life.

We have also introduced a New symbol to the brand Shoppers Stop. Created out of the initials 'SS', the new symbol gives one a cue of infinity & delivers the message of infinite possibilities.

NEW SUCCESSES

At Shoppers Stop we pride ourselves on our achievements and successes and these are reflected in our financial reports. These triumphs encourage us to set and pursue new targets. We believe in not merely setting the pace of growth but accelerating it.

In FY 07-08, Shopper's Stop Ltd. achieved a **Gross Retail Turnover** of Rs. 12,069.1 million, up 34% from last year and a **Net Profit** of Rs. 69.7 million.

Every Shoppers Stop employee is termed as Customer Care Associate to emphasise the belief that the customer always comes first. The total number of **Customer Care Associates** stands at 3,754 in the year ended March 31, 2008.
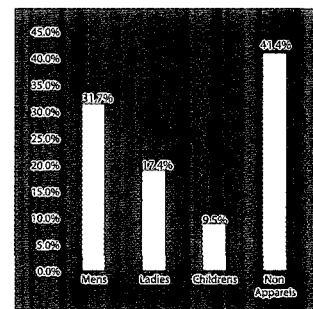
Gross Retail Turnover
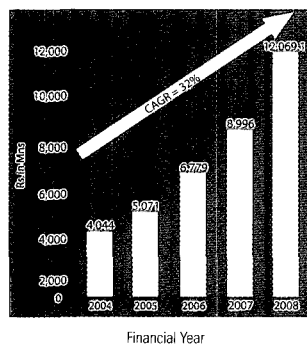
Existing Stores (Store ramp-up)
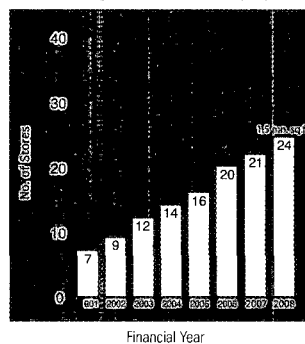
Sales Mix - 2007-08

Over 2 lakhs members were added during the year in the **Shoppers Stop First Citizen** loyalty programme with the total number of members crossing the 1 million mark.

The **Crossword Book Rewards** loyalty programme had 93,078 members in the year 2007-08.

Shoppers Stop First Citizen members contributed 65% to sales and the Crossword Book Rewards members contributed 42% to sales.
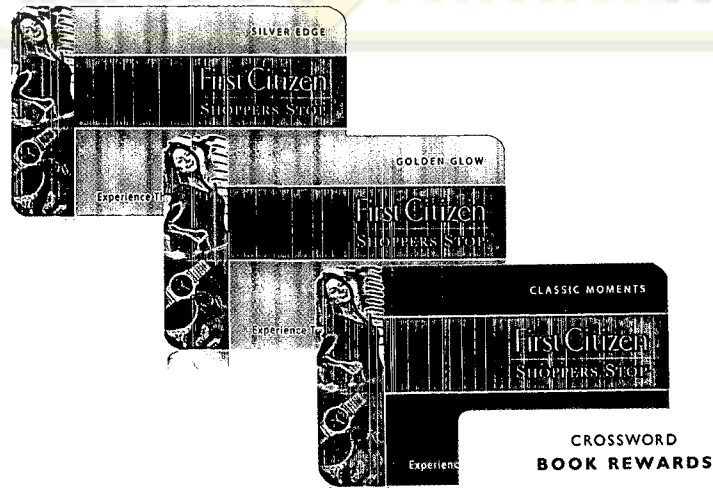
NEW FORMATS

Consumers are on a continuous journey of personal transformation. Shopper's Stop Ltd. has brought to consumers **a range of retail formats** that cater to various consumer needs at various touch points in life.
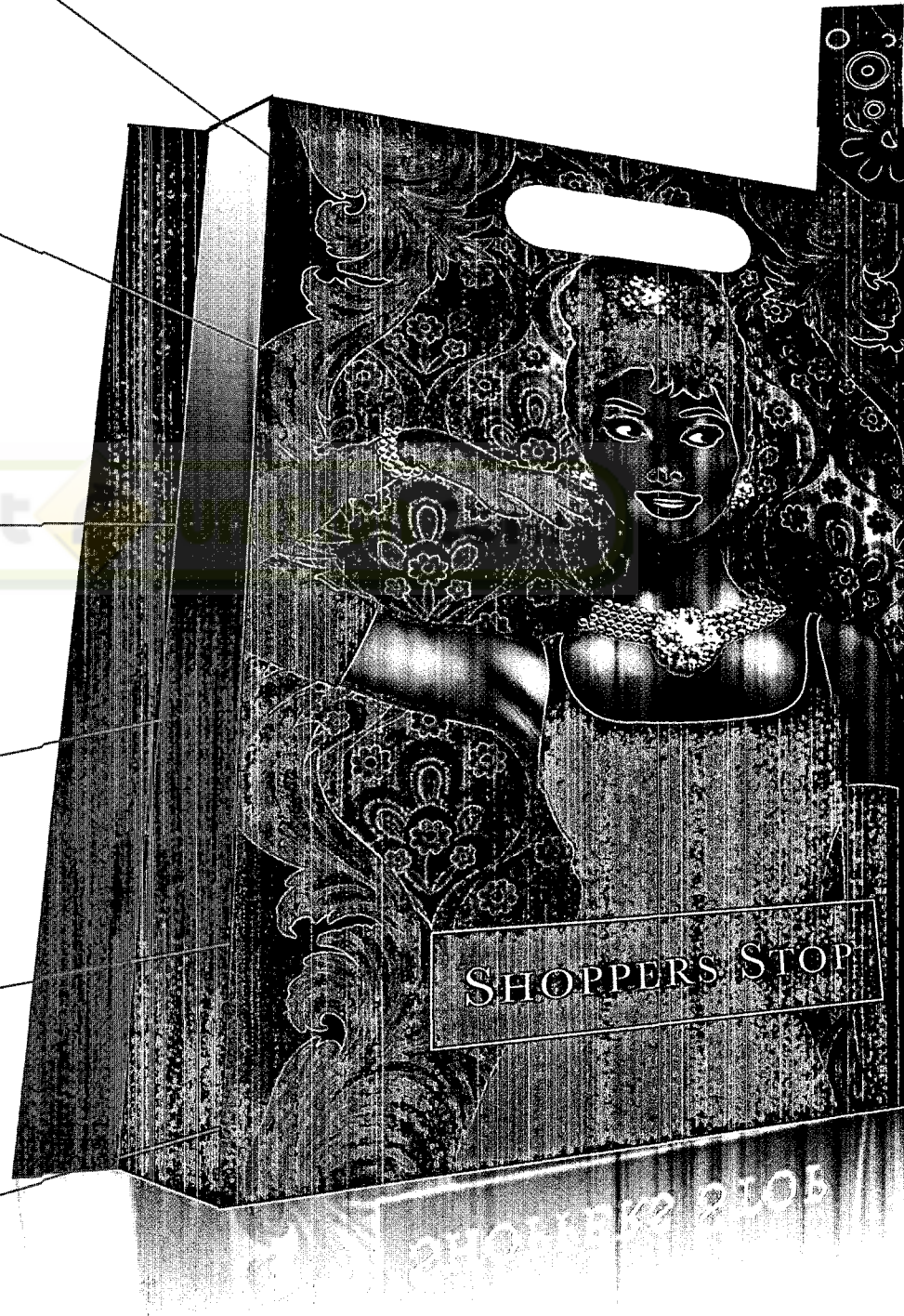
SHOPPERS STOP

HomeStop.

arcelia

M·A·C

HyperCITY

CROSSWORD

We continue to add new experiences for our consumers as we introduce new brands to fulfill ever rising aspirations. Our retail formats cater to their **home needs, lifestyle needs and entertainment needs.**

*N*uance

brio

TIMEZONE

m

HyperCITY
Argos

desicafé

SHOPPERS STOP

The company's flagship business of department stores is manifest in Shoppers Stop. **A pioneer of modern retail in India,** Shopper's Stop Ltd. today, is the country's **largest chain of Department Stores.** It offers customers an international shopping environment and a world-class shopping experience through its 24 stores in 12 cities.

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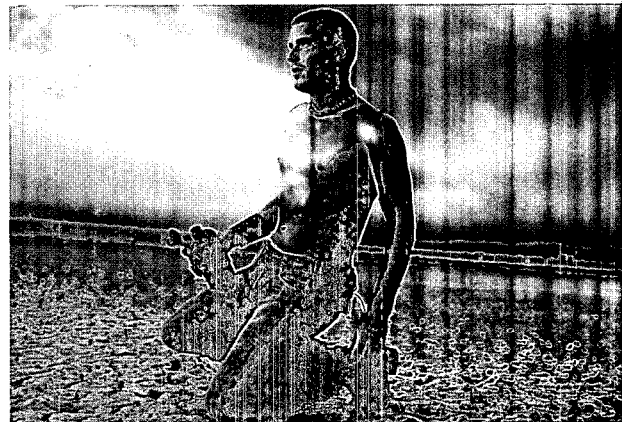
HomeStop.

HomeStop is the first-of-its-kind premium home concept store at Bengaluru, Mumbai and New Delhi, 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, bath accessories to bedroom furnishings, mattresses to draperies, carpets to modular kitchens & health equipment, all under one roof.