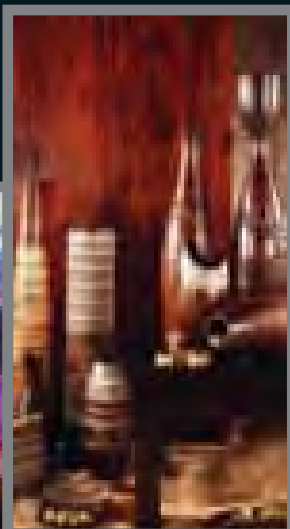


**THE
20
YEARS OF
START
SOMETHING
NEW**

SHOPPERS STOP

ANNUAL REPORT 2010-11



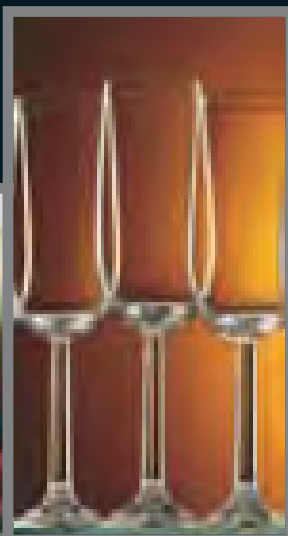


THE 20 YEARS OF START SOMETHING NEW

20 YEARS. 20 LAKHS LOYAL CUSTOMERS. And the journey goes on. Shoppers Stop has been pioneering the modern retail industry in India for 2 decades, always staying one step ahead. Thanks to the Company's diligence, expertise and credibility, Shoppers Stop has become the highest benchmark for the Indian modern retail industry, providing the ultimate in customer satisfaction across the country. It created a World Class shopping experience by taking the first step towards a new era of fashion and lifestyle.

It's been 20 years of constant evolution and limitless innovation.
It's been 20 years of upholding the philosophy to always **"Start Something New."**





THE 20 YEARS OF MAKING BREAKTHROUGHS

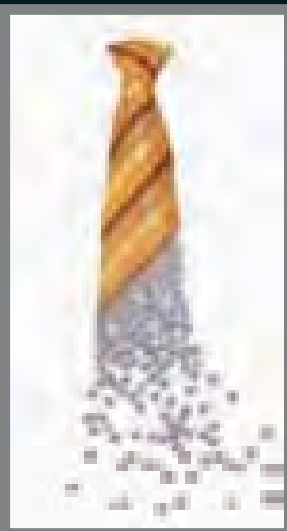
Shoppers Stop's journey to becoming a leader in the modern retail market has been dotted with successes.

Over the years, it has built up a sterling reputation with its dedication to stringent quality of products, superior customer care and unparalleled shopping experience.

- 1991** >> Began the modern retail revolution in India with the launch of Men's ready-to-wear store at Andheri (Mumbai).
- 1992** >> Offering expanded to include suiting, boyswear and ladies merchandise .
- 1993** >> Added Casuals, Kidswear, Jewellery, Fragrances, Cosmetics and Watches making Shoppers Stop India's first ever departmental store.
- 1994** >> Shoppers Stop launched an exclusive loyalty program titled "The First Citizen's Club" and "STOP" the first in-house label.
- 1995** >> First steps towards a pan-India presence. Shoppers Stop launched its second store in Bengaluru.



- 1996** >> Shoppers Stop began its journey of exciting marketing promotions and in-store excitement with a first of its kind "Festival of Britain", celebrated in association with the commercial department of the British Consulate.
- 1997** >> Shoppers Stop incorporated as a body corporate. Launched Parikrama, a festival to celebrate Indian tradition and culture.
- 1998** >> Sole retailer to be awarded the Intercontinental Group of Department Stores (IGDS) membership. Instituted Customer Care Associate as the common designation for all employees.
- 1999** >> Retail revolution took roots in North India with the launch of stores in Ansal Plaza (Delhi) and Jaipur.
- 2000** >> India's popular chain of bookstores, Crossword, became a part of Shoppers Stop. Shoppers Stop launched in Chennai.
- 2001** >> First Indian retailer to adopt Enterprise Resource Planning (ERP) in association with J.D. Armstrong to strengthen processes.
- 2003** >> Fashion stepped into the East with the launch of a store in Kolkata.
- 2004** >> Shoppers Stop was voted India's most favoured retail destination of the year by Images Retail Reward.

**2005** >>

HomeStop – Home needs specialist store launched in Bengaluru. Shoppers Stop IPO oversubscribed overall by 17.25 times. 'Crossword' became a wholly owned subsidiary of the Company. Brand positioning changed from "Feel the experience" to "Shopping. And beyond".

2006 >>

Mothercare launched in India by Shoppers Stop. Declared "Retailer of the year" at the Images Fashion Forum.

2007 >>

Created movie merchandising history with the unveiling of the Om Shanti Om collection. Celebrated the launch with Shahrukh Khan, Deepika Padukone and Arjun Rampal modelling the clothes at a fashion show. The Company acquired a 19% stake in Hypercity. Felicitated the Gold Shield Award by ICAI for 'Excellence in Financial Reporting for the Year 2006' in the Manufacturing & Trading Enterprise category.

2008 >>

Shoppers Stop was awarded the "Emerging market retailer of the Year" at the World Retail congress in April 2008. Mr. Nagesh has been inducted into the "World Retail Hall of Fame" at the World Retail Congress in Barcelona. Shoppers Stop repositioned and reinvented as a "bridge to luxury" brand with the unveiling of the new logo and tagline, "START SOMETHING NEW".

2009 >>

Pioneered mascot licensing through an exclusive tie-up for certain products with Vodafone for their popular brand mascot Zootoo.

2010 >>

Operations expanded to 36 stores across 15 cities.

2011 >>

Recognised as the 'Most Respected Company in the Retail Sector' by Business World.



THE 20 YEARS OF BRAND REINVENTION

The evolution of the brand Shoppers Stop began when the baseline of the brand logo changed with ever-rising customer aspirations. From the 'Ultimate Shopping Experience' in 1992 and 'Feel the experience while you shop' in 1993, to 'Shopping. And beyond.' in 2005, the brand journey speaks about a paradigm shift from enjoying the international shopping experience to shopping for emotional fulfilments: for example, buying a diamond ring for your loved one to express your love or flaunting your status.

This changed to 'Start Something New' in 2008 as a part of the Brand's Makeover strategy, but still connecting to the current mindset of customers to constantly upgrade and experiment.

1991 – A beginning: Exclusively Male



1992 – Becoming a family stop



1993 – Grabbing attention

<p>"They zapped me! Said I could win a Suzuki Shogun at Shoppers' Stop. Just for shopping between 10.30 am and 5.30 pm (those zany Happy Hours). Super! Shoppers Stop! I'm already raring to go."</p>  <p>Feel the experience. While you shop. S.V. Road, Andheri E, W., Bombay - 58. Tel: 6230451-54.</p>	<p>"I am shocked! I could win a Maruti 800 at Shoppers' Stop? Just for shopping between 10.30 am and 5.30 pm? Wow! Shoppers' Stop! Your Happy Hours could make me really happy."</p>  <p>Feel the experience. While you shop. S.V. Road, Andheri, (W), Bombay-58. Tel: 6240451-54.</p>
---	--

1994 – Infusing excitement

"They made my kids scream. I did too. Imagine a huge, soft Mickey Mouse. The kids hugged him. They were all there. Goofy, Donald Duck Minnie. All the friends we'd grown up with. In fact the whole children's section at Shoppers' Stop was grooving. Cartoon music, toys, stuffedies, growing candy houses. 2,000 sq. ft. of it. And... You can't see back there, but in the store, it was like a candy house."



**THE TYCOON
TIE FESTIVAL**

From 10 to Jan. 15,
Co-sponsored by
HONGKONG

See the cartoon, Photo shop,
Sneak preview, T.V. & V.C. Market, 100% Guaranteed Price

Approximate:
100000 200000 300000 400000 500000 600000 700000 800000 900000 1000000

The corporate world refuses to be tied down.

With work. Since the Tycoon Tie Festival
at Shoppers' Stop has begun. There are 15,000 ties to
choose from. Paisleys. Battledis prints. Stripes. And lots more.
For 10 to 20 days. To have, or, not to have, that was the question.