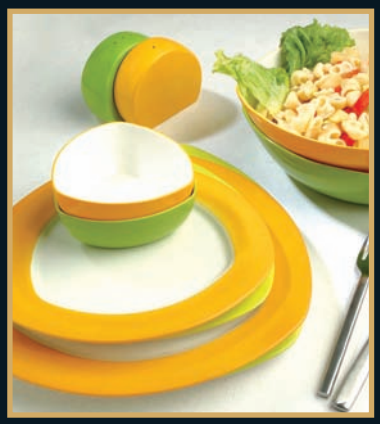
SHOPPERS STOP

ANNUAL REPORT 2011-12

ESTEE LAUDER


CELEBRATING 50 STORES and counting...

Over the last two decades, the desire to delight our customers has been our driving force and ultimate aim. This unwavering focus has led us through a rewarding journey from our 1st store in 1991 to our 50th store in 2012. We have certainly come a long way in the past 20 years. Our retail footprint has expanded to 51 stores across 22 cities in the country. But most importantly, we have captured the hearts of millions of customers along the way! And this, to us, is the true measure of our success. Through it all, we have stayed true to our core value of 'always putting the customer first'.

With 51 stores and counting, we are now poised to spark a new era in Indian modern retail and further transform the retail landscape of the country.

With 9 diverse retail formats

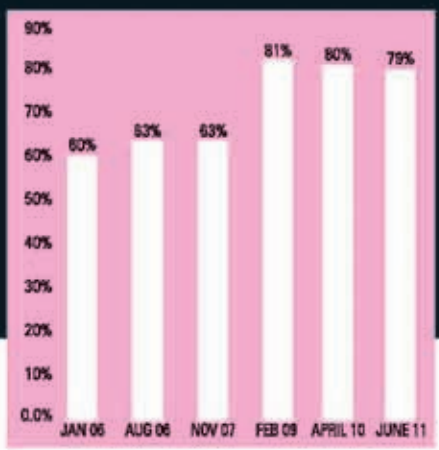
that cater to customers' every need...

From fashion to home needs, from books to infant care, from domestic to international products, from concrete to click stores, Shoppers Stop believes in diversifying its formats to provide greater value to its customers. Our customers are spoilt for choice with the wide variety of both national and international brands that have one thing in common – their unquestionable quality.

Shoppers Stop

Shoppers Stop is the Company's flagship business of department stores. It offers customers an international shopping environment and a world class shopping experience through its 51 stores in 22 cities.

Being a 'house of brands', it offers a host of international and domestic brands across categories such as apparel, accessories, cosmetics, home & kitchenware. Tommy Hilfiger, CK Jeans, French Connection, Mango, Guess, MUSTANG – Europe's renowned jeanswear and lifestyle brand, Esprit, United Colors of Benetton, Jack & Jones and US Polo are just a few of the brands available in Shoppers Stop. In addition to the host of such international brands, Shoppers Stop offers a wide variety of merchandise across categories under its exclusive brands STOP, Kashish, Life, haute curry, Elliza Donatein, inSense', iJeanswear, Mario Zegnoti and Vettorio Fratini, amongst others.



Customer Satisfaction Index Scores

HomeStop

HomeStop is the first-of-its-kind premium home concept store present in 8 cities at 11 locations. It offers a wide range of home products across categories along with some of the most reputed national and international brands.

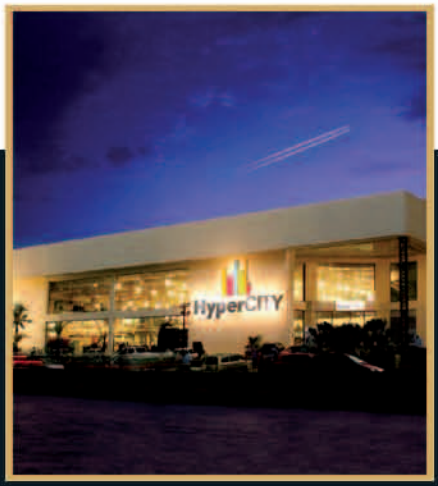
It is a one-stop shop for all home needs ranging from home décor to furniture, bath accessories to bedroom furnishings, mattresses to draperies, and carpets to health equipment, all under one roof.

Crossword

Crossword is the leader in the lifestyle bookstore category with a unique mix of books, magazines, movies, music, CD ROMs, stationery & toys. Crossword currently has 85 stores across 25 cities in India. As Crossword aims to grow every year it added 20 stores to its kitty this financial year with 10 being owned stores and 10 franchisee stores.

Crossword also forayed into the online space this year by starting www.crossword.in which includes over 70 lac book titles which are provided with free home delivery and cash on delivery service, it also plans to add toys and movies as a category to its online store in the next financial year.

Continuing its streak of excellence, Crossword also won the Award for the Best Online Store which was organised by Indian E-Retail in 2012. It also won The Best Books & Music Retailer Award in 2011 organised by Star Retailer Awards.

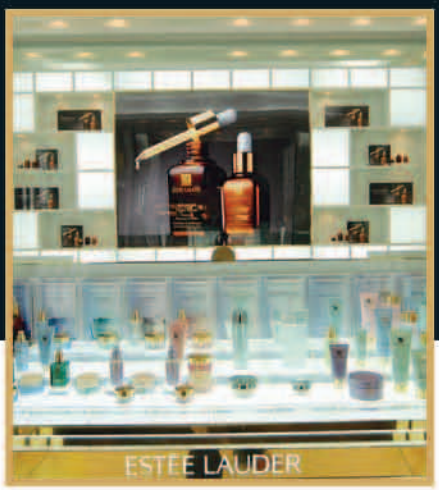


HyperCITY

HyperCITY has redefined the experience of the Indian consumer in the 'big box mixed retail' format. Its offerings include food and grocery, general merchandise and apparel. The business operates a 'More to Discover' byline and delivers quality products at a great value. HyperCITY operates 12 stores, one store each in Ahmedabad, Pune, Ludhiana, Amritsar, Bhopal, Jaipur, Navi Mumbai and Hyderabad and 2 stores each in Mumbai and Bengaluru.

Mothercare & Early Learning Centre (ELC)

Shoppers Stop Ltd (SSL) has an exclusive arrangement with Mothercare PLC of UK to open and operate Mothercare and ELC shop-in-shops in India. Mothercare, UK's premium international brand for maternity, infant and childcare products, has 38 stores operated by SSL, including 5 standalone stores, with a presence in 11cities. Early Learning Centre (ELC), UK's number one educational toy brand for children aged 0-6 years, is also available in select Shoppers Stop stores.



Estee Lauder Group of Companies

Shoppers Stop has entered into a non-exclusive retail agreement with world renowned cosmetics major Estee Lauder to open stores for international brands viz. M.A.C, Estee Lauder and Clinique in India. Shoppers Stop has 20 M.A.C stores with a presence in Mumbai, Bengaluru, Delhi, Amritsar, Chennai, Hyderabad, Pune, Kolkata and Ludhiana. Estee Lauder has 5 stores, including 3 standalone stores, in Delhi, Bengaluru and Mumbai. Clinique has 10 stores, including two standalone stores.

www.shoppersstop.com

Shoppers Stop has reached out to customers across India, and also to NRIs, through its e-commerce website, www.shoppersstop.com. It delivers to more than 500 cities and towns across the country. The online shopping website offers the ease and convenience to shop for leading lifestyle brands from anywhere with secure payment options.

Timezone

Shoppers Stop believes that Indian consumers are looking for multiple options to entertain themselves and their families. It has a 33.66% stake in Timezone Entertainment Private Limited, which is the business of operating Family Entertainment Centres (FECs). It currently has 18 doors.

Airport Retailing

The Company has a store each at the Hyderabad and Bengaluru domestic airports and the JV Company operates the duty free store at the international airport at Bengaluru.

With over 2.5 million Loyal Customers...

which are now a part of the First Citizen Loyalty Programme. And that speaks volumes for our ability to delight our customers and ensure their continued patronage. Shoppers Stop takes the shopping experience to the next level by offering its loyal customers personalised services, exclusive offers and unique privileges.

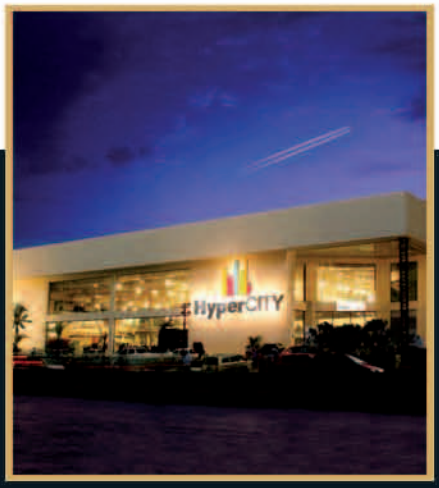
Shoppers Stop First Citizen Loyalty Programme

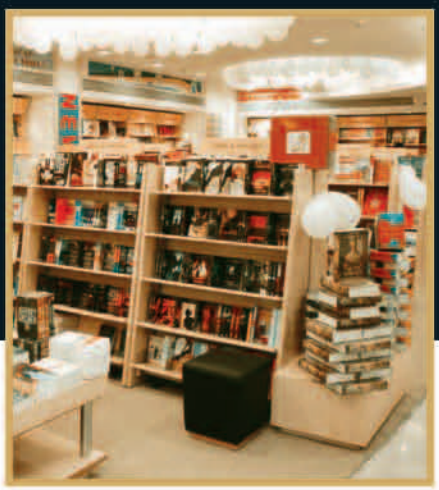
Shoppers Stop believes that the customer takes priority over all else, which is why this programme has more than 2.5 million loyal members who contribute to over 72% of sales.

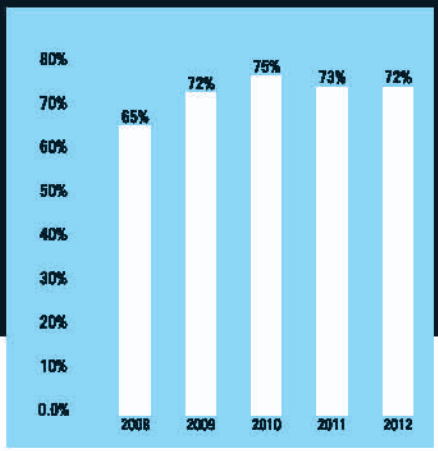
The First Citizen Loyalty Programme is one of the most successful relationship and loyalty programmes in the retail industry in India. What makes this programme even more special is that it attracts more and more members every day. With additions of 0.48 million members a year, The Shoppers Stop First Citizen Loyalty Programme continues to grow.

The objective of the First Citizen Loyalty Programme is to ensure customer delight and enhance customer satisfaction. Shoppers Stop truly values the feedback it receives from its customers. To truly know customers, Shoppers Stop analyses the proprietary First Citizen data on a continuous basis using 'Drishti', a data warehousing and data mining IT backbone.

Customer groups are analysed using the proprietary 'First Insight'. This helps to plan targeted offers, brands and communications.







First Citizen contribution to Sales

Crossword Book Rewards Programme

Customer satisfaction and customer loyalty being the No. 1 priority for Crossword, The Crossword Book Rewards Programme rewards it loyal members with points, discounts, previews during sales, event updates, news on various upcoming titles and offers and much more. Crossword also added 50,000 plus members this year increasing the total loyalty base to 3.5 lac members. The Book Rewards Programme contributes to 45% of sales of Crossword bookstores.

Discovery Club Programme

The HyperCITY Discovery Club brings every customer great savings, exclusive promotions, special previews and a whole lot more. One can earn Discovery reward points and redeem them against purchases. This loyalty programme reflects HyperCITY's commitment to offer its customers the ultimate shopping experience. HyperCITY's loyalty programme Discovery Club, launched in 2009, continues to grow and represents 48% of sales. Total members are at 4.02 lacs.

With more than 2 million fans on Facebook...

Shoppers Stop has been among the first retailers in India to recognise the potential of digital and social media and leverage it. Its foray into the digital space has met with huge success and has opened up an entirely new channel of communication with its customers.

Facebook & Twitter

Shoppers Stop introduced its Facebook page in 2010. In a short span of time and as a result of its continuous engagement with fans, the popularity of its Facebook page has soared. Shoppers Stop is the first large-format retailer in India to cross the 2 million fans mark on Facebook. It also has the seventh largest fan base among Indian brands on Facebook*. It engages its fans and followers on a real-time basis through constructive dialogues, unique promotions, and innovative contests such as the "New Year's Pledge" and the "Most Fashionable Profile Picture" contests.

The page also has a dedicated section for First Citizen members.

Shoppers Stop has an equally strong presence on other social media forums such as Twitter.

*Source: www.socialbakers.com as on March 25th, 2012