



# REASONS TO CELEBRATE

SHOPPERS STOP

ANNUAL REPORT 2015-16

# 25

**YEARS** OF DELIGHTING CUSTOMERS.

**YEARS** OF BREAKING NEW GROUND.

**REASONS** TO CELEBRATE!



- Our journey began in 1991 at a time when Indian consumers lacked the liberty of choice. From the humble beginnings of a 4,000 sq. ft. Shoppers Stop store in Andheri (Mumbai), we pioneered the modern retail industry in India. We ushered in the era of superlative customer experience and unparalleled choice. Today, after 25 years, we stand tall and proud of our accomplishments in shaping the retail landscape of India.

A silver jubilee is a cause for celebration. And so our Annual Report for the year 2015-2016 is a celebratory story of the factors that have contributed to our successful journey. As we move forward into our next phase, we humbly and profusely thank all our customers, partners, stakeholders and customer care associates for the constant love and support.

## DIVERSIFIED FORMATS



Shoppers Stop is India's leading fashion retailer with 77 stores in 36 cities.



HyperCITY has redefined the hypermarket experience in India. The format has 17 stores spread over an area of 1.26 million sq. ft.



Crossword is the leader in the lifestyle bookstore category.

The premium home concept store HomeStop has 18 stores in 11 cities.

Introduced the global duty free shopping standard in India through the 50:50 JV with the Nuance Group AG, Switzerland. Currently operating duty free stores at the international airport in Bengaluru.

Shoppers Stop Ltd. has a 48.42% stake in Timezone Entertainment Private Limited which is the business of operating Family Entertainment Centres.

## WORLD-CLASS SHOPPING EXPERIENCE



300+ crème de la crème international and Indian brands across categories.



Specially curated Style Hubs that encapsulate the latest trends in fashion.



A first-of-its-kind augmented reality dressing room, the Magic Mirror empowers customers with a virtual dressing room to "try" 1,500+ apparel and accessory options.

## AN OMNI-CHANNEL FORAY



Shoppers Stop has embarked on a 3 year omni-channel journey to tap into the exponential e-commerce growth in India.



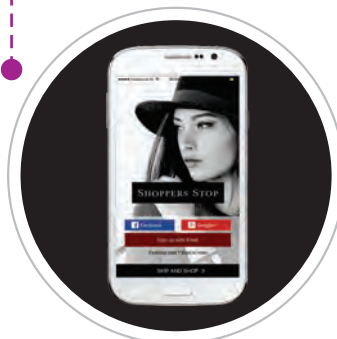
By 2020, Shoppers Stop aims to achieve 15% revenue through digital commerce.



The website [www.shoppersstop.com](http://www.shoppersstop.com) was relaunched with a new look.

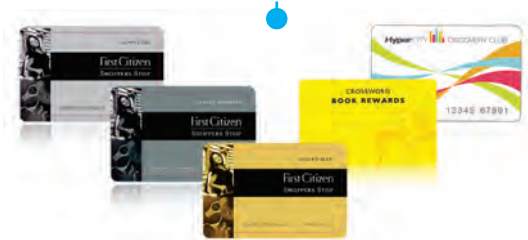
Shoppers Stop has already invested ₹40 crore and will further invest ₹20 crore over the next 18 months in technology and infrastructure to attain omni-channel status.

Shoppers Stop Mobile App was introduced on both Google Play Store and Apple App Store.





## RENOWNED LOYALTY PROGRAMMES



The Shoppers Stop First Citizen Loyalty Programme is the first of its kind in the retail industry with 4.1 million customers who contribute to over 72% of sales.



The Crossword Book Rewards Programme has 6.5 lac members who contribute to 48% of sales.



The HyperCITY DISCOVERY Club Programme brings every customer great savings, exclusive promotions, special previews and more. There are over 1.2 million members.



## UNPARALLELED CHOICE IN BRIDGE-TO-LUXURY BRANDS



Successfully introduced 100+ international brands in India including Desigual, Armani, GAS, CK Jeans, Tommy Hilfiger, The Children's Place, etc.



Strong assortment in the beauty and skincare category with brands such as Lancôme, L'Occitane, Dior, Clarins, Shiseido, etc.

Retail agreement with world renowned cosmetics major Estée Lauder to open stores for international brands like M.A.C., Estée Lauder, Clinique and Bobbi Brown in India.



Retail arrangement with Mothercare plc of UK to open and operate Mothercare shop-in-shops in India.



## TOP-NOTCH PRIVATE BRANDS

STOP™

kashish

X LIFE™  
LIVE IT RIGHT

haute curry  
Apparel • Fashion Jewelry • Bags • Shoes

VETTORIO FRATINI  
Apparel • Accessories • Footwear

ELLIZA DONATEIN

Shoppers Stop has 6 private brands namely STOP, Kashish, Life, Haute Curry, Vettorio Fratini & Elliza Donatein.



STOP™

Shoppers Stop launched its first private brand STOP in 1994. Today, STOP is the single largest private brand in the portfolio.

back to earth

IVY

Treasures

HomeStop offers merchandise under its own labels IVY, Treasures, Back to Earth, Adara and Fern.

ebano

Fresh Basket  
A passion for Freshness  
A leading brand from HyperCITY

TERZO

AVORIO

maxIT

city life

JooJooBs

RIVER INC.  
GO WITH THE FLOW

HyperCITY offers general merchandise under its private brands Ebano, Fresh Basket Avorio, Maxit; food & grocery under its brands Fresh Basket & Terzo; and fashion merchandise under River Inc., City Life, Ektara, Masala Chai and JoojooBs.



## ARRAY OF EXCLUSIVE BRANDS



Shoppers Stop partnered with popular Spanish brand Desigual to launch the first-of-its-kind Desigual shop-in-shop in India.



Introduced Virat Kohli's breakaway youth fashion brand WROGN.



Shoppers Stop entered into a 'co-create' & 'co-own' partnership with Bennett, Coleman & Co. Ltd. (BCCL) to launch the fashion brand Femina FLAUNT.



Shoppers Stop partnered with celebrated Indian fashion designer Rocky S to launch his much-awaited signature brand RS by Rocky Star.