

SHOPPERS STOP

START SOMETHING NEW

Shoppers Stop India's premier fashion destination now in Amritsar

~1st store in Punjab and 29th store in India ~

Amritsar, March 5, 2010: Shoppers Stop, India's premier fashion and lifestyle destination launches its first store in Amritsar at Alfa One Mall. This store marks Shoppers Stop's entry into the state of Punjab and is also the twenty ninth store in the country.

Shoppers Stop brings a bridge-to-luxury shopping experience to Amritsar. Being the pioneers of large-format departmental stores, Shoppers Stop will give Amritsar a taste of fashion retailing like never seen before. The store's look and feel is grandiose, with contemporary interiors, an international layout, and ample space, giving customers the luxury to shop in a cosmopolitan environment. Emphasis is given to customer convenience with customer friendly signage, alteration desk, customer service desk with gift wrapping service, exclusive First Citizen Members' lounge to name a few. Escalator and elevator within the store will make movement easy and comfortable.

Speaking about the launch of the new store, **Mr. Govind Shrikhande – Customer Care Associate & President & CEO, Shoppers' Stop Ltd.** said "Our entry into Punjab marks a new milestone in our nearly two decade journey of success and accomplishments in the retail landscape of India. Being the pioneer of retail revolution in India, it makes us very proud to be able to extend our footprint to the land of the 5 rivers."

He further added, "Amritsar is rapidly emerging as a cosmopolitan city of fashion conscious citizens. We already have a sizable base of loyal customers, who travel to our nearby Delhi & NCR stores. This existing catchment of customers in Amritsar is indicative of their desire for a superior shopping experience. We are positive that the citizens of Amritsar are equally excited about our entry as we are about providing them with an unparalleled shopping experience."

At Shoppers Stop, Amritsari customers will be pampered with superior service standards and spoilt for choice with the wide display of brands. At the ground level entry, customers will find an array of crème de la crème brands in cosmetics, perfumes, jewellery, personal accessories, ladies footwear, bags, western apparel, ladies ethnic wear, kids apparel and toys. The first floor houses men's formals, casuals, accessories, and home décor.

Shoppers Stop brings to Amritsar a luxury shopping extravaganza like none other. Being a house of premium national and international brands, the new store is a one stop shop for the most chic and desirable fashion labels such as **Calvin Klein, Esprit, Benetton, Guess, Hugo Boss, Diesel, Armani, US Polo, MUSTANG, and Playboy** to name a few. In addition to the host of such international brands, Shoppers Stop offers a wide variety of merchandise across categories under its exclusive labels **STOP, Haute Curry, Kashish, In 'sense, i Jeanswear, Life, Vettorio Fratini, Mario Zenoti amongst others.**

The new store will also exclusively house **Mothercare** – world-renowned brand for maternity, baby and childcare products. Known for its uniformly high standard of quality worldwide, Mothercare stocks a variety of products for mothers and their babies, toddlers and children till eight years of age, the focus being on style, function and safety.

Shoppers Stop pioneered modern retail in India and is the highest benchmark of modern retailing standards in the country. It is the largest chain of large-format department store in the country with Twenty Nine (29) stores in Thirteen (13) cities. Shoppers Stop First Citizen Loyalty programme is also the largest loyalty programme in the category with more than 1.5 million members across India.

Shoppers Stop is set to transform the way Amritsar shops!

About Shoppers Stop

Shoppers Stop is a leader in the Indian Retail Sector and one of the pioneers in setting up large format department stores chain in India. Shopper's Stop Ltd has a national presence, with over 1.93 million square feet area across 29 stores in 13 cities viz. Mumbai (8 stores), Delhi (3 stores), Kolkata (3 stores), Bangalore (2 stores), Hyderabad (3 stores), Jaipur (2 stores), Pune (2 stores), Gurgaon, Chennai, Ghaziabad, Lucknow, Noida and Amritsar.

Shoppers Stop is the only Indian member of IGDS (Intercontinental Group of Departmental stores) along with 29 other experienced retailers from all over the world. Mr. B.S. Nagesh, Customer Care Associate & Vice Chairman, Shopper's Stop Ltd, has been recognised as an iconic retailer and was inducted into the World Retail Hall of Fame 2008. Mr. Nagesh is the only Indian retailer to take a significant place alongside more than 100 stalwarts of the global retail industry, which includes veterans like Sam Walton of Wal-Mart, Giorgio Armani, Jack Cohen of Tesco, Simon Marks and Israel Sieff of Marks & Spencer; Ingvar Kamprad of Ikea, amongst others. CMAI felicitated the 'Golden Scale Trophy' to Mr. Nagesh in honour of this achievement.

Mr. Govind Shrikhande, Customer Care Associate & President & CEO, Shopper's Stop Ltd received prestigious honours of the 'Retail Professional of the Year' by CMAI in 2009 & 'Most Admired Fashion Retail Professional' at the Images Fashion Awards 2010.

Images Retail Awards consecutively for two years (2008 & 2009) named Shoppers Stop the 'Most Admired Retailer of the Year – CRM'. The Company has also been felicitated with 'Retailer of the Year –Fashion & Lifestyle' at the Asia Retail Congress in 2009. Shopper's Stop Ltd also received the 'Best Visual Merchandising' Award at the VMRD Retail Design Awards 2009 and the 'Prestigious Loyalty' award for Customer & Brand loyalty in the 'Retail Sector' 2010 at the 3rd Loyalty Summit. Shopper's Stop Ltd has been awarded by CMAI -The 'Golden Scale Trophy' as the 'Brand of the Year' for its STOP Ladies ethnic wear in 2008 & 2009, and the 'Marketing Campaign of the Year' in 2009. Images Fashion Awards held in 2009 recognised Shoppers Stop as 'The Most Admired Fashion Retail Destination of the Year' and in 2010 'Most Admired Large Format Retailer' award by Gini & Jony and the 'Most Admired Partner' by Gili.

Shoppers Stop has also introduced new formats in the market viz HomeStop – the exclusive home furnishings, décor as well as furniture store and Hypercity– a premium shopping destination for Foods, Homeware, Home Entertainment, Hi-Tech Appliances, Furniture, Sports, Toys & Fashion.

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