

Shoppers Stop gains exclusive merchandise rights for Karthik Calling Karthik

Shoppers Stop captures the magic of romantic thriller **Karthik Calling Karthik** by recreating the contemporary style of the forthcoming mega-movie. Karthik Calling Karthik is very closely and critically associated with Shoppers Stop. The turning point of the movie, marked by Karthik's transformation, is articulated through his discovery of fashion at Shoppers Stop. Karthik's metamorphosis is underscored by his fashion makeover at Shoppers Stop.

Shoppers Stop's exclusive brands *i Jeanswear*, *Elliza Donatein*, *Vettorio Fratini*, and *Insense* present the 'Karthik Calling Karthik' apparel line exclusively available at Shoppers Stop stores. Fashion jeans wear brand *i Jeanswear* epitomizes the urban look of 'Karthik' (Farhan Akhtar) and 'Shonali' (Deepika Padukone) with hip Shirts and Tees. Formal wear brands *Elliza Donatein* and *Vettorio Fratini* capture the formally groomed look of the protagonists with chic formal shirts and suits. And finally, Deepika's elegant and feminine look is encapsulated by stylish women's wear brand *Insense* with chic silhouettes and halter tops.

QUOTES

Mr. Govind Shrikhande, Customer Care Associate & President & CEO, Shopper's Stop Ltd. said, "Bollywood influence on fashion is unquestionable. Karthik Calling Karthik is fundamentally linked to Shoppers Stop by way of Karthik's transformation being initiated through his discovery of fashion at Shoppers Stop. Our association with Karthik Calling Karthik has propelled us to take movie merchandising to a higher level. Our alliance with Karthik Calling Karthik goes beyond the threshold of apparel merchandise and has permeated into the movie itself. The fashion connect is clearly depicted by way of strategic in-film branding depicted by Karthik's styling transformation at Shoppers Stop. Our exclusive brand portfolio fits aptly with the fashion quotient of Karthik Calling Karthik. We are positive that this association will yield mutual benefits for both, our esteemed customers and the makers of the movie.

Farhaan Akhtar said, "I'm very glad to be able to let my fans access Karthik's style from the movie. Karthik is a regular guy and his style statement is casual and comfortable. I'm positive that the youth will identify with his look. We have had a wonderful time making this film, and are sure our fans will enjoy the movie as much as its fashion."

Deepika Padukone added, "My look in the movie is symmetrical to my real life personality. My character is a young women who works hard and parties harder! Her style reflects her temperament just like is the case in today's youth. I am sure my fans will rush to Shoppers Stop to grab my style from the movie."

Ritesh Sidwani, Producer, Excel Entertainment, "Romantic thriller Karthik Calling Karthik with its talented and youthful casting is a perfect fit to associate with Shoppers Stop. Karthik Calling Karthik has a young, edgy and urban feel which is clearly reflected in the trendy apparel line created by Shoppers Stop. Our alliance with Shoppers Stop is not merely a merchandising deal. A focal juncture of the movie depicting Karthik's fashion transformation is shot at Shoppers Stop. We are positive that our association will be a huge success."

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 1.6 million square feet area across 28 stores in 12 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 and Noida.

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.

Shoppers Stop has been awarded the "Emerging market retailer of the Year" at the World Retail congress in April 2008. It has also been awarded The 'Golden Scale Trophy' for the 'Brand of the Year' for its STOP Ladies ethnic wear by CMAI in 2008. It has been a recipient of the 2008 CIO 100 Award as well as 'The Storage Award' at the CIO Awards held in 2008. It has been awarded 'Most Admired Retailer of the Year –CRM' at the IRF in 2008, 'Department Store of the Year' at the Star Retailer Awards in 2008, 'The Most Admired Fashion Retail Destination of the Year' at Images Fashion Forum held in 2009, 'Retailer of the Year –Fashion & Lifestyle' at the Asia Retail Congress in 2009, amongst others.

Shoppers Stop has also introduced new formats in the market viz HomeStop – the exclusive home furnishings, décor as well as furniture store and Arcelia – a premium shopping destination for accessories, cosmetics fragrances and jewellery.

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