

SHOPPERS STOP

SEC/107/2022-23

March 08, 2023

BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Fort, Mumbai 400 001. Stock Code : 532638	National Stock Exchange of India Limited Exchange Plaza, Bandra-Kurla Complex, Bandra (East), Mumbai 400 051. Stock Symbol : SHOPERSTOP
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Sub: Press / Media Release by Shiseido Company, Limited – “Shiseido to expand its brand footprint in India through strategic distribution partnership with Shoppers Stop” (Launch of its global makeup brand NARS Cosmetics, through a strategic distribution partnership agreement with Global SS Beauty Brands Limited, a subsidiary of Shoppers Stop Limited in the second half of 2023

Ref: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, this is to inform that Shiseido Company, Limited (“Shiseido”) has issued a Press / Media Release “Shiseido to expand its brand footprint in India through strategic distribution partnership with Shoppers Stop”, announcing the launch of its global makeup brand NARS Cosmetics (“NARS,”) in India through a strategic distribution partnership agreement with Global SS Beauty Brands Limited, a subsidiary of Shoppers Stop Limited in the second half of 2023.

Please find enclosed Press / Media Release dated March 08, 2023 for the captioned subject.

This information is also being made available on the corporate website of the Company i.e. <https://corporate.shoppersstop.com/investors/>.

You are requested to take the same on your records.

Thanking you,

Yours faithfully,
For **Shoppers Stop Limited**

Vijay Kumar Gupta
Vice President – Legal, CS & Compliance Officer
ACS No: 14545

Shoppers Stop Limited

Registered & Service Office : Umang Tower, 5th Floor, Mindspace, Off. Link Road, Malad (W), Mumbai 400 064, Maharashtra.
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Toll Free No.:1800-419-6648 (9 am to 9 pm).

8 March 2023



Press Release

Shiseido to expand its brand footprint in India through strategic distribution partnership with Shoppers Stop

Will launch its global make-up brand – NARS Cosmetics– in the second half of 2023



***Ms. Nicole Tan, President & CEO, Shiseido Asia Pacific and
Mr. Venu Nair, Customer Care Associate, MD and CEO, Shoppers Stop
at the official signing ceremony at Shiseido Regional Headquarters in Singapore***

Singapore/Mumbai: Shiseido Asia Pacific Pte. Ltd., today signed a strategic distribution partnership agreement with Global SS Beauty Brands Limited, a subsidiary of India's leading premium fashion and beauty destination, Shoppers Stop, to expand its brand footprint in India. Through the partnership, Shiseido Group will officially launch its global make-up brand, NARS Cosmetics ("NARS," headquartered in New York), in second half of 2023 in key cities in India.

Shiseido Company, Limited ("Shiseido"), is headquartered in Japan and is amongst the top 5 global beauty manufacturers* comprising of iconic skincare, make-up and fragrance brands including

*WWD Beauty Inc Top 100 Global Beauty Manufacturers 2021

SHISEIDO, NARS, Drunk Elephant, Clé de Peau Beauté, Narciso Rodriguez, Issey Miyake and Serge Lutens, amongst others.

“The beauty market in India has evolved considerably in the last few years with loyal consumers who are actively adding global brands to their collection of beauty products. Our global brand SHISEIDO has been present in the market since 2001 and focuses on the premium segment with our portfolio of fragrance brands.

We believe this a great time to expand our presence in India, and we are thrilled to have formalised the partnership with Global SS Beauty Brand/ Shoppers Stop. We look forward to leveraging their deep experience in premium beauty as well as their extensive network and omnichannel presence, to bring one of our most-loved make-up brands, NARS, to consumers in India,” said **Nicole Tan, President & CEO, Shiseido Asia Pacific Pte. Ltd.**

Mr. Venu Nair, Customer Care Associate, MD and CEO at Shoppers Stop said; “Beauty is a key strategic pillar for us. Our partnership with Shiseido Asia Pacific is in line with our commitment to bring to customers in India the best of Global brands. This collaboration will further strengthen Shoppers Stop’s purpose of inspiring consumers to look good and feel confident and will help grow the rapidly evolving Beauty market in India. Our wide network and strong omnichannel presence will serve as a springboard for Shiseido, and will allow NARS to launch in India with higher speed and efficiency.”

About NARS

Iconic. Individual. Unexpected. Creative visionary François Nars launched NARS Cosmetics with 12 lipsticks in 1994, inspiring self-expression, creativity, and artistry with uncompromising pigment purity and imaginative color. NARS’ boundary-pushing approach manifests with bold product offerings, daring stories and striking campaigns—bringing high style, impressive creativity, and forward-thinking to beauty. With every product, endless opportunities for expression: “Don’t hold back. Be bold. It encourages others to do the same.”

About Shoppers Stop

Established in 1991, Shoppers Stop Ltd. is India’s premier retailer of fashion and beauty brands. Spread across 96 department stores, the company also operates eight premium home concept stores and 142 specialty beauty stores. Its diversified omnichannel offering spans over 500 recognized and trusted brands across an unmatched range of products that together serve the company’s overarching objective of delighting its customers.

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