

SHOPPERS STOP

SEC/40/2026-27

August 26, 2026

To,

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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Dear Sir / Madam,

Sub: Press / Media Release: "Shoppers Stop and Peter England Come Together to Introduce STOP x Peter England - A New Chapter in Contemporary Menswear".

Pursuant to the applicable provisions of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed the press/ media release dated August 26, 2026, titled "Shoppers Stop and Peter England Come Together to Introduce STOP x Peter England - A New Chapter in Contemporary Menswear".

This aforesaid 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**

Rakeshkumar Saini
Vice President – Legal, CS & Chief Compliance Officer
ACS No: 20257

Confidential

Shoppers Stop Limited

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Toll Free No.:1800-419-6648 (9 am to 9 pm).

Shoppers Stop and Peter England Come Together to Introduce STOP × Peter England - A New Chapter in Contemporary Menswear

Bengaluru, 26th August 2026: Shoppers Stop, India's leading premium fashion and beauty destination, today announced the launch of **STOP × Peter England**, a Shoppers Stop Exclusive Collab, marking a significant new chapter for its iconic menswear label. Through this strategic collaboration with Peter England, one of India's most trusted menswear brands, STOP Menswear embarks on a new journey that combines timeless style with contemporary design for the modern Indian man.

Built on the shared legacy of two brands that have shaped men's fashion in India for decades, STOP × Peter England brings together STOP by Shoppers Stop's understanding of evolving consumer preferences and Peter England's expertise in crafting accessible, quality menswear. The result is a thoughtfully curated collection that offers versatile wardrobe essentials designed for work, and celebratory occasions.

The collaboration marks the transition of STOP Menswear into a dedicated association with Peter England, creating a refreshed proposition that blends classic craftsmanship, contemporary styling and dependable quality. STOP × Peter England's newest collection will be available across 53 Shoppers Stop stores nationwide, offering customers an elevated shopping experience backed by the strengths of both brands. Subsequently, this exclusive collection will be rolled out across all the stores pan-India.

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Commenting on the launch, Kavindra Mishra, Customer Care Associate, MD and CEO Shoppers Stop, said: "For decades, STOP has been an integral part of Shoppers Stop's fashion journey and has earned the trust of millions of customers. As consumer preferences continue to evolve, we wanted to reimagine the brand for the next generation. Our collaboration with Peter England brings together two iconic names in Indian menswear to deliver exceptional quality, contemporary style and greater value for our customers. We are delighted to introduce STOP × Peter England and look forward to this exciting new chapter."

Commenting on the launch, Vishak Kumar, CEO of Aditya Birla Lifestyle Brands Limited added: "Our association with Shoppers Stop is over two decades long. As we looked at ideas to serve more customers together, one powerful thought started growing on us - the idea of building a dedicated super-value collab line from Peter England for the Shoppers Stop customer.

At Peter England, it required us to understand the nuances of this consumer which has inspired a value packed offering designed to meet their needs.

The outcome is a line that packs world class quality at prices that we hope will delight the Shoppers Stop customer."

The collaboration was officially unveiled at Shoppers Stop, Orion Mall, Bengaluru, in the presence of senior leadership from Shoppers Stop and Peter England, celebrating the coming together of two legacy brands with a shared vision of redefining contemporary menswear.

The STOP × Peter England collection features a contemporary range of formal men's wear designed with an emphasis on quality, comfort and modern fits. The collection reflects the changing lifestyles of today's

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Indian consumer while staying true to the trusted heritage of both brands.

About Shoppers Stop Limited

Shoppers Stop Ltd. is the nation's leading premier retailer of fashion and beauty brands established in 1991. Spread across 110 department stores, the Company also operates 11 premium home concept stores, 79 Specialty Beauty stores of M.A.C, Estée Lauder, Bobbi Brown, Clinique, Jo Malone, NARS, ARMANI beauty, PRADA BEAUTY and SS Beauty, 81 Intune stores and 20 Airport doors, occupying area of 4.4 M sq. ft. Shoppers Stop is home to one of the country's longest running and most coveted loyalty program 'First Citizen Club'. The Company's one-of-a-kind shopping assistance service, 'Personal Shopper' is revolutionizing the way Indian's shop, bringing more value, comfort, and convenience to customer experiences. The brand's diversified Omni channel offering spans over 800+ recognized and trusted brands across an incomparable range of products that together serve our overarching objective of delivering customer delight.

About Peter England

Peter England is one of India's most loved and largest menswear brands, selling more than 14 million garments every year across 1000+ exclusive stores, 3,500+ multi-brand outlets, and 800+ towns, along with a strong e-commerce presence. Launched in India in 1997, the brand has evolved from its foundation in honest shirts into a complete lifestyle offering across formalwear, casualwear, denim, celebration wear, and accessories. Peter England is committed to making quality and style accessible for every occasion.

About Aditya Birla Lifestyle Brands Limited

Aditya Birla Lifestyle Brands Limited (ABLBL), a part of the Aditya Birla Group, is a leading branded apparel company with a comprehensive portfolio of marquee lifestyle brands. As of June 30, 2026, the Company operates a retail footprint of ~5 million sq. ft., comprising 3,362 exclusive brand outlets, presence across 39,500+ multi-brand outlets, and over 6,500+ shop-in-shops in department stores across the country. The Company's brand portfolio includes India's most established and trusted names – Louis Philippe, Van Heusen, Allen Solly and Peter England – each with a legacy of over 25 years. These brands have consistently delivered sustained growth, driven by a sharp focus on design-led innovation, category expansion and operational excellence across product lines spanning formal, casual and occasion wear. ABLBL has built a strong presence in the innerwear and athleisure market through Van Heusen Innerwear, which has rapidly scaled its distribution network across India. The Company's portfolio is further enhanced through strategic partnerships with leading international brands including Simon Carter, American Eagle and Reebok. American Eagle has emerged as one of India's most preferred premium denim brands, while Reebok – transitioned under the Company's management in 2022 – has expanded its footprint across multiple channels. Simon Carter continues to strengthen its position in the premium menswear segment through its distinctive design language and curated collections.

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For Further information, please contact: Janet Arole | AVP &
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