

### **Company**

5 August 2009 | 6 pages

# **Shoppers Stop (SHOP.BO)**

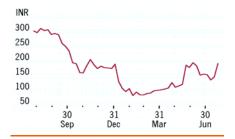
# Equity ☑ Discontinuing coverage ☑

## **Discontinuing Coverage**

- We are discontinuing coverage of Shoppers Stop due to a reallocation of analyst resources.
- The firm's last recommendation for the security is Sell/High Risk, and our target price is Rs66.
- This is our final rating on Shoppers Stop; we will not provide updates to our research or ratings. You should not rely on this or previous research with respect to this company going forward.

Sell/High Risk	3Н		
Price (05 Aug 09)	Rs189.85		
Target price	Rs66.00		
Expected share price return	-65.2%		
Expected dividend yield	0.0%		
Expected total return	-65.2%		
Market Cap	Rs6,619M		
	US\$139M		

#### Price Performance (RIC: SHOP.BO, BB: SHOP IN)



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See Appendix A-1 for Analyst Certification and important disclosures.

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## **Shoppers Stop**

#### **Valuation**

Our target price of Rs66 is derived based on a 1x FY10E P/B multiple. We value Shoppers Stop based on a price/book multiple, given that earnings based multiples are rendered futile as the company is forecast to generate losses over both FY09-10E. Our target multiple of 1x is benchmarked at a c.35% discount to the regional (Asia Pac) peer group. Given lack of clarity, we do not factor in any value for the potential 51% stake that SS could acquire in group company Hypercity.

#### **Risks**

We assign a High Risk rating to Shopper's Stop based on our quantitative risk-rating system, which tracks 260-day historical share price volatility. Key upside risks to our target price include: 1) Better-than-forecast margins; 2) Better-than-forecast SSS growth; and 3) Any potential acquisitions, including increasing its stake in Hypercity. Key downside risks to our target price include: 1) Intensifying competition; and 2) Execution risks.

## Appendix A-1

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% of companies in each rating category that are investment banking clients	46%	45%	39%

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