

SRL:SEC:SE:2022-23/63

January 17, 2023

The Manager
Listing Department,
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor
Plot No. C/1, G-Block
Bandra-Kurla Complex
Bandra (East),
Mumbai – 400051
(Symbol: SPENCERS)

The General Manager
Department of Corporate Service,
BSE Limited
Phiroze Jeejeebhoy Tower
Dalal Street
Mumbai – 400001
(Scrip Code: 542337)

Dear Sir/Madam,

Sub: Release –Introduction of new hyper market chain called “Spencer’s Value Market”

Dear Sir/ Madam,

Enclosed please find a release on the captioned subject being issued by the Company today.

This is for your information and records.

Thanking you.

For Spencer’s Retail Limited

Neelesh Bothra
Chief Financial Officer

Encl.: As Above

Spencer's Retail Limited

Regd. Office: Duncan House, 31, Netaji Subhas Road, Kolkata-700 001
Corp. Office: RPSG House, 2/4 Judges Court Road, Kolkata-700 027
Tel: +91 33 2487 1091 Web: www.spencersretail.com
CIN: L74999WB2017PLC219355

Spencer's Retail Limited

Spencer's Retail, India's foremost retail destination and part of RP-Sanjiv Goenka Group (RPSG), is all set to unveil its brand new hyper market chain called "**Spencer's Value Market**". Synonymous to its name, **VALUE** Market is a new-age hypermarket serving the **needs of today's modern, well - informed and value conscious customers**.

Spencer's Value Market is all set to launch at 6 locations, namely, Karimnagar, Warangal, Kurnool, Guntur, Bhimavaram & Vijayanagaram between 16th to 22nd January'23.

The new stores are designed as a **one-stop shopping destination** by offering wide range of national and regional brands and variety across food and grocery, personal and home care, fresh produce, bakery, general merchandise and apparels, while offering a **bold promise** of **minimum 6%** off on all products **everyday** and ensuring lowest price on daily essentials.

With the Value Market format, Spencer's aims to deliver a strong value proposition to its customers by offering **best value, rewarding experience** every time they shop while ensuring **superior quality** and service.

As Spencer's aspires to be the go-to place for a customers' **complete** household grocery needs, Value Market will play a key role in enhancing its reach and strengthening the connect with customers. Spencer's is proud to share that it operates 152 stores across 11 Indian cities, namely, Kolkata, Gurgaon, Noida, Banaras, Allahabad, Lucknow, Gorakhpur, Haridwar, Aligarh, Hyderabad and Chennai.

Highlights of Spencer's Value Market

- Promise of lowest price in the city on daily essential items.
- Minimum 6% discount on all items
- Has wide range of assortment across fruits & vegetables, food items, personal care items, general household needs and apparels.
- Launch offer of Sugar 1 Kg free with every purchase (*min purchase of Rs. 999)

Speaking on the occasion, Shashwat Goenka, Sector Head- Retail & FMCG of the RP-Sanjiv Goenka Group further added

"Spencer's with the Value Market format aims to cater to the varying needs of Indian customers by offering a promise of value and quality which is imperative from the evolving retail market scenario in the country, which in turn will enhance Spencer's brand promise and connect with customers"

Spencer's Retail Limited

About Spencer's Retail Limited: Spencer's Retail Limited (www.spencersretail.com | NSE: Spencers | BSE: 542337), part of RP-Sanjiv Goenka Group, is a multi-format retailer providing a wide range of quality products across categories such as FMCG, fashion, food, staples, general merchandise, personal care, home essentials, electrical and electronics to its consumers specialty sections such as Spencer's Gourmet, Patisserie, Wine & Liquor and Epicuisine section are some of the key differentiators in our hypermarket stores and in Natures Basket Limited L'exclusif, Healthy alternatives and Natures.

The first ever hypermarket in India was launched by Spencer's in Hyderabad in 2000. Today, Spencer's runs 191 stores (including Natures Basket) with a total 14.90 Lacs Square Feet in over 43 cities in India. Spencer's brand positioning – **Makes Fine Living affordable** – embodies its philosophy of delighting shoppers with the best products and services that enable a fine living at reasonable prices, while providing them with a warm, friendly and educational retail environment. Natures Basket Limited is a one shop destination for all multi cuisine cooking needs, healthy food including international food products.

OR IPL is an E-commerce company 100% owned Subsidiary of Spencer's Retail Limited. It is an OMNI Channel platform for Food, Grocery, Fresh, Apparel, General Merchandise and Liquor.

For Further information, please contact spencers.secretarial@rpsg.in

Disclaimer: Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local political or economic developments, technological risks, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Spencer's Retail Limited will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

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