



Bata's launches new collections and stores and invites all to 'Come & Be Surprised'

Also reports 37% rise in Q1 2018-19 Net profit to Rs 82.6 crore

Kolkata, June 20, 2018: Bata India, the largest footwear retailer in India, reported Rs. 797.3 crore in Net Sales for its first quarter ended June 30, 2018, on the back of its high-decibel 'Come & Be Surprised' campaign featuring Kriti Sanon to mark the launch of its New Red Label collection. The number is not comparable to previous period because of introduction of GST from July 2017.

It proved to be an exciting quarter with a slew of regional campaign like Monsoon in West and Back-to-School in South also adding to Bata's Net profit of Rs. 82.6 crores, an increase of 37% over the corresponding period last year.

The launch of its internationally developed 'Red Concept' stores in India in the previous quarter and the ongoing campaign with Kriti Sanon, leading Bollywood actress and youth icon, started to yield positive results by way of footfalls and consumer perception.

"This quarter saw the launch our most effective ATL campaign – 'Come & Be Surprised' with popular youth icon Kriti Sanon. This led to immense interest and consideration for the brand among both existing and new consumers and resulted in increase in sales of women's category. Additionally we rolled out NPS – Net Promoter Score across all our stores to get live consumer feedback around their shopping experience and to use that knowledge for improving our store experience and product availability. We are geared to continue this momentum by bringing newer collections and better experiences in the upcoming Autumn-Winter season," said Sandeep Kataria, Chief Executive Officer, Bata India Limited.

This quarter saw the most effective ATL campaign - come and be surprised

Financial Highlights

The Government of India has implemented Goods and Services Tax (GST) from July, 2017 subsuming excise duty, service tax and various other indirect taxes. As per Ind - AS, the revenue for the quarter ended **June 30, 2018** is reported net of GST. Accordingly, Revenue from Operations for the quarter is lower and not comparable to the previous period.

	Quarter ended 30 th June 2017	Quarter ended 30 th June 2018	Increase/(Decrease)%
Revenue from Operations	743.1	797.3	7%
Net Profit	60.4	82.6	37%

Bata

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About BATA

Bata has held a unique place in the hearts of Indians for more than 85 years. Probably the only footwear brand that offers footwear and accessories for the entire family, Bata has redefined the modern footwear industry in India. It has established a leadership position in the industry and is the most trusted name in branded footwear. It sells 48 million pairs of footwear every year and serves to over 120,000 customers almost every day.

Bata India is the largest footwear retailer in India, offering footwear, accessories and bags across brands like Bata, Hush Puppies, Naturalizer, Power, Marie Claire, Weinbrenner, North Star, Scholl, Bata Comfit and Bubblegummers to name a few. It retails in over 1,400 Bata stores, on bata.in and in thousands of multi-brand footwear dealer stores pan-India.

For more information on Bata India, please visit www.bata.in