

Bata walks taller and further with a 20% growth in Q1 17-18 Net profit

Continued focus on lifestyle segment drives a healthy 10% growth in Turnover in Q1 2017-18

New Delhi, 2nd August, 2017: European footwear major and India's leading and most preferred footwear brand, Bata, announced its financial results for the first quarter ended June 30, 2017. The Company's Q1 Turnover & Net Profit stood at INR 743.1 crores and 60.4 crores, respectively.

Start of the 2017-18 fiscal saw the high decibel launch of SS 2017 collection which included international styles for women like Espadrilles and the exciting Bata Insolia range, probably the world's most comfortable heels with Insolia® Technology that reduces pressure on the fore foot by 30%. Company's focus on lifestyle segment, improved visual merchandising yielded an impressive 10% growth in same store sales and opening of 40 new stores resulted in 15% growth in retail turnover for this quarter. Additional footfalls were generated through various marketing initiatives including the recently launched TV Campaign. The company saw a gross margin improvement of 1% through introduction of value added products and change in the product mix.

Q1 17-18 also saw the reveal of a new image of Bata India with the latest women's thematic TVC 'Me. And Comfortable With It' and also the successful organisation of its image changing 1st edition of Bata Fashion Event in New Delhi. It was attended by leading fashion editors, bloggers, influencers and coincided with the visit of the Global CEO – Mr. Alexis Nasard and global CMO – Mr. Thomas Archer Bata.

Net Profit for the quarter ended 30th June 2017 of INR 60.4 crores has increased by 20% over the corresponding period last year.

Financials

	Quarter Ended (June'2017)	Quarter Ended (June'2016)	Increase/ (Decrease) %
Net Sales/Income (Rs. in Crores)	743.1	674.7	10%
Net Profit (Rs. in Crores)	60.4	50.5	20%



Rajeev Gopalakrishnan, President, South Asia, Bata, said, *"We at Bata India are thoroughly excited to continue our momentum in our evolution to a contemporary lifestyle brand. We took strategic steps in the last quarter like opening of 40 new stores, nationwide launch of Bata Insolia range of comfortable heels for women and a grand fashion event, a first for India. We ended on a high with our Brand TVC reaching out to the modern Indian women. All these initiatives generated additional footfalls and resulted in higher same store sales and better margins."*

Bata India also announced yesterday the appointment of Sandeep Kataria as Bata India's Country Manager. For further details please refer attached announcement.

About BATA

Bata has been holding 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 over 50 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 1,290 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

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Sandeep Kataria of Vodafone joins Bata India as Country Manager. Rajeev Gopalakrishnan elevated to President, Asia South role.

Aug 01, 2017: European footwear major's Indian subsidiary, Bata India announced the appointment of **Sandeep Kataria as the Country Manager** for the India sub-continent as on Aug 01, 2017. Sandeep joins from his last assignment as Chief Commercial Officer at Vodafone India, and he will be based in Gurgaon.

A Business Leader, Sandeep has over 2 decades in the consumer industry, covering design and deployment of business strategy, brand management and sales & marketing leadership across the developing and developed markets. Having held roles ranging from Regional Sales manager to Global Brand Director in Unilever and from Chief Marketing Officer to Chief Executive Officer in Yum! Brands, Sandeep now has his role cut-out to grow Bata India from strength to strength.

He will be reporting into Mr. **Rajeev Gopalakrishnan, who has been elevated as President of Asia South, based in Singapore, with a broader perimeter encompassing:** India, Bangladesh, Sri Lanka, Indonesia, Australia & New Zealand.

This development is in line with Bata India's growth trajectory which picked up significant momentum under **Mr. Gopalakrishnan**. He has indeed been pivotal in driving the product, brand, retail and manufacturing levers of the business. A clear reflection of past few years trajectory has been Bata's share price almost tripling in the last 6 yrs, from a value of Rs. 196 per share in Apr 2011 to Rs. 584 per share as on date and winning several awards including the most admired Retail footwear brand in India by Brand Equity, Images Retail, Dun & Bradstreet.

Added Rajeev Gopalakrishnan, "I am confident that Sandeep will play a critical role in continuing to build Bata as a contemporary and stylish brand, keeping in mind the changing consumer trend in India and will drive the company to achieve the accelerated growth plan."

Sandeep holds a Bachelor of Technology degree (Chemical Engineering) from the Indian Institute of Technology, Delhi and a Post Graduate Diploma in Business Management. He has lived and worked in India (Delhi and Mumbai) and UK (London).

Sandeep Kataria said, "I am very excited for the opportunity to lead Bata in India - a very strong, trusted and admired brand with immense potential to grow rapidly. My association with Bata goes back to my teenage days when I used to spend my summer vacations in my grandfather's shoe business in Agra. I look forward to helping to take the business to greater heights across many channels, consumer segments and geographies."

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