



## **Press Release – New Delhi, India, February 11, 2015**

Bata India, India's leading footwear retailer and manufacturer, today announced its financial results for the fourth quarter ended December 31, 2014. Company's Q4 turnover & Profit after Tax stood at **INR 536.73 Crores** and **INR 34.95 Crores**, respectively.

The turnover & Profit after Tax for the twelve month period ended December 31, 2014 are **INR 2,201.08 Crores** and **INR 172.73 Crores**, respectively.

**Mr. Rajeev Gopalakrishnan, Group Managing Director, Bata Emerging Markets, Bata India Limited** said "Our Q4 performance has been affected by teething problems relating to introduction of new supply chain IT systems. Issues have now been addressed and resupplies have resumed".

"The company continues to invest behind various activities like new channels and stores to address the growing consumer demand & preferences. The last quarter saw an opening of more than 50 stores and we have an aggressive plan of expanding our retail presence across the country in 2015".

"We will continue to deliver an exciting and contemporary range of products to the consumers at high quality and great value. On the cards is also the launch of the new Spring Summer 2015 range by Bata, which incorporates the latest trends in footwear design."

The new range is exciting, contemporary, and stylish as well as on trend with aspirational designs and is targeted to appeal to the young generation. The styles will be more youth centric with a wide range of ballerinas that will be available across colors. The new Power Collection features the Plasma Technology in a range of vibrant colours with features like traction, stability, cushioning, flexibility, and weight. The Kid's collection will be a special range of I-Light shoes along with sandals, floaters, ballerinas and school shoes.

Bata India is likely to open over 100 new stores a year.

The collection is available across all Bata stores in the country and online at [www.bata.in](http://www.bata.in).

### **About Bata India**

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 the branded footwear market.

Bata has been lately recognized under the ET Best Brands and has also bagged the title of No.1 lifestyle brand in the footwear category in the Brand Equity most Trusted Brands of 2014. Bata has also achieved the Platinum Award in 2014 Reader's Digest Most Trusted brands and many more in the counting. Bata has also been engaging in a lot of consumer activities like launching newer stores with celebrity associations. This helps the brand to build connect with the youth of today.



Bata India is the largest footwear retailer in India, enjoying a large market share in the organized sector. It retails through over 1400 Bata Shoe Stores located in over 500 cities across India. For more information on Bata India, please visit [www.bata.in](http://www.bata.in)

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