

Bata maintains stable growth in Q3 FY2019-2020 with its continued focus on Millennials

- **Registers 7% rise in turnover and 14% in profit after tax over the corresponding quarter of the previous year**
 - **Festive season and year-round campaigns attracting healthy footfalls**

New Delhi, 06 February 2020: Bata India – the country’s leading footwear brand reported 8,296 million in Net Sales and 1,172 million in profit after tax for the third quarter of FY2019-2020, registering an increase of 7% and 14% respectively over the corresponding quarter of last year. Bata’s steady sales came on the back of continuous investments over the past two years in areas of product portfolio evolution in line with consumers’ lifestyle, innovation & design-focus, new store openings and renovation, focus on customer experience and new marketing campaigns. The Company continued to strengthen its channel focus by rolling out Omni-channel Home Delivery offerings in more than 60% of its stores which helped improve conversion, expanding its presence in smaller towns with population between 50K to 100K via Franchise and multi-brand outlet presence and started selling in modern trade department store chains like Central, Shoppers Stop and Lifestyle. Wholesale business channel have also contributed significantly by posting robust growth on the back of investments made in previous quarters in people, product and infrastructure.

In this quarter, Bata launched several campaigns to attract shoppers. In tandem with Bata’s 125-years celebrations, the sneaker campaign invited the younger millennials looking for casual & sporty shoes, while the “Stay Camera Ready” campaign aimed at surprising new & existing shoppers with new collections every Friday. Bata continued in rollout of Experience Centres, which provide complete foot-care with 360 foot-scanning, customized insoles, medicated pedicure and shoe laundry in its flagship stores. Bata also continued its modernization and upgradation of warehouse management system, which is helping make the company more agile and respond better to evolving market needs.

Sandeep Kataria, CEO, Bata India Limited, stated: *“Despite market headwinds and a pan-India cross-sectoral drop in consumer spending, Bata managed stable growth in Q3 2019-2020, improving its margins and EBIDTA. These results were due to our continued focus on customer-centric portfolio including the new sneakers range, innovations in areas of comfort, design and materials, channel expansion in distribution business, modern trade and franchisee business. While new stores, renovations continued to elevate the store visual merchandising and consumer experience, we also focused on making operations more agile by investing in IT for the new age.”*

Financial Highlights

(Amount in million)

	Quarter ended 31 st December 2019	Quarter ended 31 st December 2018	Increase %
Revenue from Operations	8,296	7,787	7%
Profit after Tax	1,172	1,032	14%

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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 more than 47 million pairs of footwear every year and serves 120,000-plus customers almost every day.

Bata India is the largest footwear retailer in India, offering footwear, accessories and bags across brands such as Bata, Hush Puppies, Naturalizer, Power, Marie Claire, Weinbrenner, North Star, Scholl, Bata Comfit and Bubblegummers, to name a few. It retails in more than 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

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