



Bata India Reports Net Profit of Rs. 3759 Lakhs in Q3 - Up by 17.3% over the same period last year

Press Release – New Delhi, India, October 30, 2013

Bata India, India's leading footwear retailer and manufacturer, today announced its financial results for the third quarter ending September 30, 2013. Net sales for the quarter were **Rs. 48416 Lakhs**, operating profit was **Rs. 4763 Lakhs** and net profit was **Rs. 3759 Lakhs**.

Net profit of the Company grew by **17.3%**, **Rs. 3759 Lakhs in Q3 of 2013** over the corresponding period last year. The turnover of the Company grew by **14.3%**, **Rs. 48416 Lakhs in Q3 of 2013** as compared to the same period in 2012.

Financials

	Quarter Ended (September 2013)	Quarter Ended (September 2012)	Increase %
Net Sales/Income (Rs. in Lakhs)	48416	42355	14.3%
Net Profit (Rs. in Lakhs)	3759	3204	17.3%

Mr. Rajeev Gopalakrishnan, Group Managing Director, Bata India Limited said, "Bata has witnessed constant growth over the years, which endorses our strong understanding of the consumer needs and lifestyle. We have been relentlessly working on improving our product offerings through constant research and development. The footwear collection has vastly improved over the years and we have launched contemporary and fashionable designs. The new designs have helped us in constantly growing our customer base while meeting the changing lifestyle needs of our loyal customers. This quarter, we opened our largest store in India at Viviana Mall, Thane. The store is spread across 20,000 sq.ft and offers an extensive range of footwear and accessories."

In line with Bata's retail growth strategy, the new autumn-winter collection launched at its stores is a contemporary collection of footwear, which includes products in the current monochrome trend for the season. Customers can now choose from Bata's exquisite product line-up ranging from boots to ballerinas and wedges to heels in a variety of colours that are in vogue. The new collection also celebrates men's classic boot styles, colorful loafers and youthful sport shoes to fit into their lifestyle. Additionally, the autumn-winter collection includes a wide selection of accessories like bags, belts, and scarves, etc. that add a dash of style to life.

Bata India will be opening approximately 100 new stores this year. The stores will be in line with the refreshed formats which are easier to navigate and make shopping more inviting for customers.

The collection is available across all Bata stores in the country and online at www.bata.in.





About Bata India

Bata has been holding a unique place in the hearts of Indians for more than 80 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.

Bata India is the largest footwear retailer in India, enjoying a large market share in the organized sector. It retails through over 1,358 Bata Shoe Stores located in over 500 cities across India.

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

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