

Bata reports a healthy 27% growth in Net Profits in Q4

New Delhi: 15th May, 2017: India's leading and most preferred footwear brand, Bata announced its financial results for the fourth quarter ended March 31, 2017. The Company's Q4 Turnover & Net Profit stood at INR 598.0 crores and 35.9 crores, respectively. The last quarter saw infusion of new lines in mens and ladies contemporary collection along with exciting and colorful range for teenage consumers. It was supported by new technology 'XO Rise' range under Power Sportswear and high impact associations like 'Footwear Partner' for the ongoing fbb Colors Femina Miss India 2017 beauty pageant.

Net Profit for the quarter ended 31st March, 2017 of INR 35.9 crores has increased by 27% over the corresponding period last year.

Financials

	Quarter Ended (March'2017)	Quarter Ended (March'2016)	Increase/ (Decrease) %
Net Sales/Income (Rs. in Crores)	598.0	563.6	6%
Net Profit (Rs. in Crores)	35.9	28.2	27%

Rajeev Gopalakrishnan, President-South Asia, Bata Emerging Markets said, *"This year, we will be following our strategy of driving store growth in both Urban and Tier II markets, apart from launching new collections in the women and youth categories that will re-define the footwear fashion market. On the brand front, Bata's focus is to encompass style and fashion to engage with younger consumers and our recent collaboration with fbb Colors Femina Miss India 2017 as their Footwear partner establishes Bata's presence in the modern conversation of style. We are now speaking the language of the youth and our social media presence, blogs and even our communication reflects this change. We are looking forward to being in our consumers' life at every step and exceeding our stakeholder's expectations from our brand."*



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 1,265 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