

Bata India posts double digit growth, despite a sluggish market Continues opening new stores in the first quarter of 2013

	Quarter Ended 31st March 2013	Quarter Ended 31 st March 2012	Increase %
Net Sales/Income (Rs. in lacs)	45363.6	40547.8	11.9%
Net Profits (Rs. in lacs)	3846.1	3599.8	6.8%

New Delhi, April 25, 2013: Bata India Limited, India's leading footwear retailer and manufacturer, today declared its financial results for the first quarter ending March 31, 2013. Despite the economic slowdown and not the best market scenario, the company has seen a double digit growth in sales.

Net Profit of the Company grew by 6.8%, Rs 3846.1 lacs in Q1 of 2013 over the corresponding period last year. The Net Sales of the Company grew by 11.9%, Rs. 45363.6 lacs in Q1 of 2013 as compared to Rs 40547.8lacs for the same period in 2012.

Announcing the results, Mr. Rajeev Gopalakrishnan, Group Managing Director, Bata India Limited said, *"We are pleased to report the first quarter results for 2013. Despite the existing market conditions, we achieved a double digit growth in this quarter. We undertook various initiatives that have helped up continue to maintain our foothold in such a volatile market condition. Our strategy of expanding our retail footprint continued with improvised merchandise and better designs and styles with great focus on our product quality and comfort. Very soon, we hope to see the market condition at ease and the company to see better growth in the quarters to come. We've focused on categories like ladies, Non Footwear in addition to others and we've seen encouraging results."*

Bata India has continued its strategy of expanding its retail stores and has opened / relocated 22 new stores in the first quarter of 2013. These new stores are mostly based on the new large format and are mostly above 3000 sq ft. and are spread across metros, tier 1 and tier 2 cities. The commitment remains to provide incomparable shopping experience and excellent service to its valuable customers. Hush Puppies brand also saw expansion with the opening of 3 exclusive new stores and 7 shop-in-shops in leading department stores in the same period.

The Company launched the Spring Summer 2013 collection under Marie Claire. Crafted with forever fun spirit, the collection had an array of footwear in vibrant colours and stunning patterns to suit individual styles of women from all walks of life. The spring summer 2013 collection also offered a comprehensive range of smart casual and formal accessories for ladies; clutches, shoulder bags and hand bags are available in smart fabrics complement the look. While the brand has witnessed growth in Sandak, Hush Puppies ladies, Naturalizer and other ladies footwear category as compared to the last year.

The Wholesale business also continued to grow with new customers in unrepresented towns resulting in additional business. The Branding, Institutional, Safety and Exports divisions also continued to grow in terms of business and reach.

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 1,350 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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