



**For immediate release**

**Bata India Reports Profit of Rs. 61.94 Cr. in Q2 - Up by 17.6%  
over the same period last year**

**Press Release – Gurgaon, India, July 25, 2013**

Bata India Limited, India's leading footwear retailer and manufacturer, today announced its financial results for the second quarter ending June 30, 2013. Revenues for the quarter were INR 572.13 crores, and operating profit was INR 81.98 crores. Bata India's Profit after Tax for the quarter was INR 61.94 crores.

Net Profit of the Company grew by 17.6%, Rs. 61.94 Crores in Q2 of 2013 over the corresponding period last year. The turnover of the Company grew by 13.7%, Rs. 572.13 Crore in Q2 of 2013 as compared to 503.33 Crores for the same period 2012.

**Financials**

	<b>Quarter Ended (June 30, 2013)</b>	<b>Quarter Ended (June 30, '2012)</b>	<b>Increase %</b>
<b>Net Sales/Income (Rs. in Crores )</b>	<b>572.13</b>	<b>503.33</b>	<b>13.7%</b>
<b>Net Profit (Rs. in Crores )</b>	<b>61.94</b>	<b>52.65</b>	<b>17.6%</b>

**Mr. Rajeev Gopalakrishnan, Group Managing Director, Bata India Limited said** "It has been a good year and we continue to see stronger growth with greater opportunities. The robust quarterly performance reflects our strong understanding on the consumer needs and our relentless focus on quality sales growth. We expect to benefit from our aggressive retail expansion, newer designs and newer product ranges in the future. We are confident our momentum will accelerate in line with our expectations as we move through the year."

Bata continues to optimize its retail portfolio, notably with the new Autumn Festive Collection. The upcoming collection will include a full range of footwear categories including: sandals, closed-toe shoes, heels, flats and wedges, among other styles. The footwear collection will also be supplemented by chic belts, modern bags and clutches, stylish sun glasses and colourful scarves. The new collection has been designed with the aim of catering to the accessorizing needs of the Y Generation. The palette for the Festive Winter collection is an array of rainbow colours like citrus orange, fuchsia pink, lipstick red, lemon yellow, shocking green and electric blue. Silhouettes and forms are kept clean and minimal as vibrant shades are the key trend forerunner.

In line with the strategy, Bata India will be opening approximately 100 new format stores this year which will be more than an average of 3000 square feet. The new stores will feature the new format which provides shoppers with an inviting and inspiring shopping environment. This quarter, Bata has opened 15 new stores in prime shopping locations in all major metros, including Mumbai, Delhi, Bangalore, Chennai, Hyderabad and Bangalore.

The Monsoon Collection comprises the best of styles in footwear across Sunshine, Sandak and Bata & I and includes a wide variety of flip-flops, jelly bellies, sandals and floaters in vibrant colors, that would not only add color to your outfit but would also brighten your days. 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 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 1,250 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)

For press information, please contact:

#### **Bata India Limited**

Aditi Dahiya

[aditi.dahiya@bata.com](mailto:aditi.dahiya@bata.com)

0124-4120155

#### **Genesis Burson–Marsteller**

Radhika Sharda/ Neha Sabharwal

[radhika.sharda@bm.com](mailto:radhika.sharda@bm.com) / [neha.sabharwal@bm.com](mailto:neha.sabharwal@bm.com)

91- 9871146087/ 91-9999690904