

For Immediate release

**Bata India reports excellent growth in Net Profit of 21% in 2012
- Opened 189 new stores in the year**

	Year Ended (Dec'2012)	Year Ended (Dec'2011)	Increase %
Net Sales/Income (Rs. in lacs)	184124.5	154093.6	19.5
Net Profit (Rs. in lacs)	17160.3	14207.2*	20.8

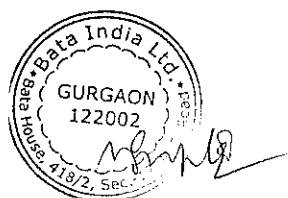
**Excluding net gains from surplus property*

New Delhi, February 26, 2013: Bata India Limited, India's leading retailer and manufacturer of footwear, declared its excellent financial results for the full year ending December 31st 2012 with a growth of 20.8% in Net Profit over the previous year without considering gains of Rs. 8376.7 lacs (net of taxes) from Surplus Property Development in the previous year. Despite the economic slowdown and increased rate of inflation, the company managed to achieve great profit in the year 2012. The board of directors has recommended a total dividend of 60% on an equity share of Rs. 10 each for the year 2012.

Announcing the results, Mr. Rajeev Gopalakrishnan, Group Managing Director, Bata India Limited said, "The year 2012 has been excellent for Bata India. We have continued on our strategy of expanding our retail foot print, improving our merchandising and coming up with newer & better designs. We maintained the focus on our product quality and comfort. From the beginning of the 1st quarter, we have been persistent on the growth path, which enabled us to deliver excellent results this year. Bata India has even created new exciting product lines to suit the taste of our customers."

Further adding Mr. Gopalakrishnan said, "This year, we launched a new marketing campaign 'Discover New' focusing on new and younger audiences. This unique initiative was an attempt to gain more footfalls and to offer our young customers freshness in all aspect."

Bata India has continued its strategy of expanding its retail stores and has opened / relocated 152 Bata new stores in 2012. These new stores are based on the new large format and are above 3000 sq ft. and are spread across metros, tier 1 and tier 2 cities. It also increased brand penetration in mini metros / tier II cities such as Thrissur, Trivandrum, Bidar, Jaipur, Jabalpur, Secunderabad, Indore, among many others. The Company will continue to add new stores during the year 2013, along with renovating the existing stores. The commitment remains to providing incomparable shopping experience and customer service.





Bata

Further strengthening its relations with the younger audience, Bata India also launched the Angry Birds merchandise offering a new collection of school shoes, casual shoes and accessories for children and teenagers. The designs are trendy and comfortable while the range is inspired from various characters of the popular Angry Birds game.

In the year 2012, the company introduced the 'Discover New' marketing campaign for its patrons. The campaign was directed towards introducing consumers to the all new trendy collection at Bata India. With an aim to show something new to the consumers the brands endeavor was to attract potential and existing customers to its new, and the latest choice in footwear and accessories.

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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