

Flagship stores & premium collections drive Bata India growth

New Delhi: November 25, 2016: Bata, India's leading and most preferred footwear brand, announced its financial results for the Second quarter ended September 30, 2016. The Company's Q2 turnover & Net Profit before tax stood at INR 583.4 crores and 50.4 crores, respectively. The quarter saw Bata strengthening its men's contemporary range with the launch of Bata European collection, an entry in the women's festive segment and expansion of omni-channel presence across stores.

Net Profit before tax for the quarter ended 30 September, 2016 of INR 50.4 crores has increased by 32% over the corresponding period last year without considering exceptional items during corresponding period last year.

Financials

	Quarter Ended (Sep'2016)	Quarter Ended (Sep'2015)	Increase/ (Decrease) %
Net Sales/Income (Rs. in Crores)	583.4	574.5	2%
Profit before tax & Exceptional items (Rs. in Crores)	50.4	38.0	32%

Rajeev Gopalakrishnan, President-South Asia, Bata Emerging Markets said, *"We started delivering a richer international experience with the launch of destination stores across multiple cities. To further augment the consumer experience, we continue to scale up the omni-channel presence. I am pleased that our new initiatives have got a good response and we continue on our path*

of launching premium footwear for men and women and consolidating our style relationships with today's discerning consumers."

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

For further information contact:

Gayathri Natarajan | gayathri@actimediaindia.com | 8800661408
Alina Zafar | alina@actimediaindia.com | 8960789372