

Bata India Forges Youth Connect. Q2 Net Profits rise by 24%

New Delhi, 14th November 2017: European footwear giant and India's most preferred footwear brand, Bata, reports its financial results for the second quarter ended **September 30, 2017**. The Company posted Q2 Net Profit of INR 42.9 crore.

Bata has been constantly premiumizing its product offering with several new launches in the men and women categories like Hush Puppies, Naturalizer, European collection, Power International range, North Star as part of its AW17 collections. Targeting the young millennials, Bata launched Power Glidesteam & Airwalk collections and promoted it digitally with **#WalkWithPower** campaign featuring former Miss India World, Aditi Arya.

In an industry first move, Bata India also introduced a new category of footwear targeting the **Tweens**, the 10-14 year olds and curated a collection in casual, daily-wear, sports and outdoor sub-categories, thereby bringing in a whole new set of audience to the stores.

Bata continued its efforts in uplifting retail experience via breath-taking store windows, trained stylists to recommend collections and specially curated in-store music, recreating an **international shopping experience**. Large format stores, inspired by European décor, clutter free aesthetics with contemporary furniture to create visual impact, have all added to the new Bata experience.

The festive season also brought cheer as Bata launched its localized offers for Durga Puja, Onam and Diwali. To create greater consumer engagement, Bata had roped in 2017 fbb Femina Miss India World, Manushi Chhillar, as the face for the festive campaign.

As a result of continued focus on value added products and efficiencies in cost structure, Net Profit for the quarter ended September 30, 2017 of INR 42.9 crores has increased by 24% over the corresponding period last year in continuation to 20% growth in Net Profit for quarter ended June 30, 2017.

Financial Highlights

The Government of India has implemented Goods and Services Tax (GST) from July, 2017 subsuming excise duty, service tax and various other indirect taxes. As per Ind - AS, the revenue for the quarter ended September 30, 2017 is reported net of GST. Accordingly Revenue from Operations for the quarter is lower and not comparable to the previous period.

Rs in crore

	30 th September 2017	30 th September 2016	Increase/(Decrease)%
Revenue from Operations	586.9	583.7	1%
Net profit	42.9	34.6	24%

Rajeev Gopalakrishnan, Managing Director, Bata India Limited & President, Asia (South), Bata Emerging Markets, shared, *"Meeting the changing customer aspirations, offering comfort-driven technologies and dialing up fashion & contemporary collections are some of the trends that we are focusing at Bata. With a sharp focus on driving product and operational cost efficiencies and at the same time ensuring a smooth transition to GST, we have managed to ensure higher standards of customer experience and returns to our stakeholders. "*

The Board of Directors of the Company at its Meeting held on November 14, 2017 has appointed Mr. Sandeep Kataria as a Whole-time Director of the Company for a period of (5) five years with effect from November 14, 2017, subject to approval of the Shareholders of the Company at the forthcoming Annual General Meeting. At the said Board Meeting, Mr. Sandeep Kataria was also appointed as the Chief Executive Officer (CEO) and a Key Managerial Person (KMP) of the Company with effect from November 14, 2017.

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About BATA

Bata has held 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 1,290 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