



Bata heralds the first quarter with a positive outlook

With a rise of 22% over the corresponding quarter, Profit before tax is 1,555 million

New Delhi, August 2, 2019: Bata India, the nation's leading footwear manufacturer and retailer, reported 8,821 million in Net Sales and 1,555 million in profit before tax for the first quarter of the current financial year, clocking an increase of 11% and 22% respectively over the corresponding quarter of the previous year. The growth is attributed to successful execution of "Sweeping Angela Off Her Feet" strategy. This involves innovative campaigns which have helped to sustain profitable growth across categories and mindful upgradation of stores to provide world class shopping experience to our loyal customers while keeping costs under control. Retail channel continued to grow at a steady pace and supported by double-digit growth in E- Commerce & Non-retail channel as well.

The Company has pledged to increase its green footprint with its Go-Green initiative. Towards its green goal, Company is implementing a '**Reuse, Reduce, Recycle**' policy across its manufacturing, retail and product operations through various initiatives like incentivizing customers who choose to bring their own shopping bags, use of recycled rubber as outsoles for sports footwear, deployment of Zero Discharge System at manufacturing facilities. As part of its CSR program, Company has launched 'Stride with Pride' initiative, wherein old shoes from its customers are accepted and an equal number of new additional shoes are given to children in need. Over 25,000 pairs of shoes have been collected under this initiative.

"Bata India has had a good start to the year with 11% increase in the turnover and 22% in profit before tax over the last year. While working on our annual strategy, we have laid extensive emphasis on product innovation followed by the revised retail proposition in line with the global imagery and premiumization of the brand. With campaigns like Unlimited Casual Collection and #LetsWalkTogether, we have been able to present the renewed brand proposition and connect with our consumers. Apart from marketing and sales initiatives driving topline, cost-saving measures have yielded results in improving the bottom line and leveraging economies of scale. Technology and innovation will continue to be the driving forces for the coming quarter coupled with Industry-first practices to ensure customer delight at every level." said Sandeep Kataria, Chief Executive Officer, Bata India Limited.



Financial Highlights

(Amount in million)

| | Quarter ended 30 th June 2019 | Quarter ended 30 th June 2018 | Increase % |
|-------------------------|---|---|------------|
| Revenue from Operations | 8,821 | 7,973 | 11% |
| Profit before Tax | 1,555 | 1,279 | 22% |

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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 47 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 1,300 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