

**Press Release – New Delhi, India, November 4<sup>th</sup>, 2015**

Bata India, India's leading footwear retailer and manufacturer, today announced its financial results for the second quarter ended September 30, 2015. Company's Q2 turnover & Profit after Tax stood at **INR 575.2 Crores** and **INR 54.1 Crores**, respectively.

Exceptional item represents gain from sale of trademark (Sparx) of INR 60.8 Crores and charge off of expenditure incurred (except the expenditure on perpetual license) amounting INR 29.1 Cr on setbacks in implementation of ERP system.

Pursuant to shareholders' approval dated 5th August 2015, the Company has sub-divided its Equity shares of Rs. 10/- each into two Equity Shares of Rs. 5/- each.

**Financials**

	<b>Quarter Ended (Sept'2015)</b>	<b>Quarter Ended (Sept'2014)</b>	<b>Increase %</b>
<b>Net Sales/Income (Rs. in Crores )</b>	<b>575.4</b>	<b>547.9</b>	<b>5%</b>
<b>Net Profit (Rs. in Crores )</b>	<b>54.1</b>	<b>39.0</b>	<b>38.7%</b>

**Mr. Rajeev Gopalakrishnan, Group Managing Director, South Asia, Bata India Limited** said *"Despite economic slowdown and a lower consumer sentiment, our Q2 performance for the period July- Sept 2015 has seen a growth of 5% when compared to the same period last year. We will be expanding our product offering, focussing on the same store growth and strengthening our E commerce business to reach out to a larger consumer base.*

*We are constantly making advancements & introductions to our product ranges not only in styling of the designs but also in materials & technology.*

*Our Loyalty Program called "The Bata club" is enabling us to understand the needs and shopping behaviour of our customers and helping us to serve them better. A lot of focus is now put on enhancing the customer's shopping experience within the store and the same is done through an aggressive training program for the sales staff."*

## **About Bata India**

Bata has been holding a unique place in the hearts of Indians for 84 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 the branded footwear market.

Bata has been lately recognized under the ET Best Brands and has also bagged the title of No.1 lifestyle brand in the footwear category in the Brand Equity most Trusted Brands of 2014. Bata has also achieved the Platinum Award in 2014 Reader's Digest Most Trusted brands and D&B award for the best footwear brand in the country. Bata has also been engaging in a lot of consumer activities like launching newer stores with celebrity associations. This helps the brand to build connect with the youth of today.

Bata India is the largest footwear retailer in India, enjoying a large market share in the organized sector. The brand retails through over 1265 Shoe Stores located in over 500 cities across India with 1121 Bata, 102 Hush Puppies and 42 Footin Stores.

For more information on Bata India, please visit [www.bata.in](http://www.bata.in)

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