

**Press Release – New Delhi, India, February 10<sup>th</sup>, 2016**

Bata India, India's leading footwear retailer and manufacturer, today announced its financial results for the third quarter ended December 31, 2015. Company's Q3 turnover & Net Profit stood at **INR 617.2 Crores** and **INR 66.9 Crores**, respectively.

Net Sales of INR 617.2 Crores for the quarter ended 31st December, 2015 has increased by 15% over the corresponding period last year. Net Profit for the quarter ended 31st December, 2015 of INR 44.6 Crores has increased by 28% over the corresponding period last year and increased by 74% over the preceding quarter ended 30th September, 2015, without considering net income from exceptional items (net of tax) during previous quarter.

**Financials**

	<b>Quarter Ended (Dec'2015)</b>	<b>Quarter Ended (Dec'2014)</b>	<b>Increase %</b>
<b>Net Sales/Income (Rs. in Crores )</b>	<b>617.6</b>	<b>537.2</b>	<b>15%</b>
<b>Net Profit (Rs. in Crores )</b>	<b>44.6</b>	<b>34.9</b>	<b>28%</b>

**Mr. Rajeev Gopalakrishnan, Group Managing Director, South Asia, Bata India Limited** said *"Our Q3 performance for the period Oct- Dec 2015 has seen a growth of 15% when compared to the same period last year. We will be expanding our product offering to deliver an exciting contemporary range of products to the consumers at high quality and great value. The new range is high on aspirational quotient and targeted to appeal to the young generation. We continue to strengthen our E commerce business to reach out to a larger consumer base.*

*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."*

At the said Board Meeting, The following changes in Directors of the Company were also approved:

- a) Resignation of Mr Jack Clemons, Non-Executive Director
- b) Appointment of Mr Christopher Kirk, Chairman Bata Group as an Additional Director of the Company

- c) Re-appointment of Mr Rajeev Gopalakrishnan, Managing Director for a period of five years, w.e.f, February 23, 2016, subject to approval of the Shareholders at the forthcoming Annual General Meeting.

### **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 2015. Bata has also achieved the Platinum Award in 2015 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 1254 Shoe Stores located in over 500 cities across India with 1108 Bata, 105 Hush Puppies and 41 Footin Stores.

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

For press information, please contact:

#### **Bata India Limited**

Sumit Kumar

[sumit.kumar@bata.com](mailto:sumit.kumar@bata.com)

+919650698573

#### **The Communication Council**

Spardha Kataria

[spardha@tccggd.com](mailto:spardha@tccggd.com)

+919811323123