



For Immediate release

**Bata India reports excellent growth for the second quarter of 2012:
29% growth in Net Profit, 18% in Sales
- Continues aggressive expansion, opens 48 new stores in Q2**

	Quarter Ended 30 th June 2012	Quarter Ended 30 th June 2011	Increase %
Sales (Rs. in lacs)	51084.7	43450.9	18
Net Profit (Rs. in lacs)	5265.2	4098.9	29

New Delhi, July 26, 2012: Bata India Limited, India's leading footwear retailer and manufacturer, today announced its excellent financial results for the second quarter ended June 30, 2012.

The Company's Net Profit grew by an impressive 29% at Rs. 5265.2 lacs as against Rs. 4098.9 lacs in the same period last year. The Sales of the Company grew by 18% at 51084.7 as against 43450.9 lacs in the same period last year.

Announcing the results, Mr. Rajeev Gopalakrishnan, Group Managing Director, Bata India Limited said, "All of us here at Bata would like to thank our esteemed and loyal customers, it's because of our customers that we have received outstanding results this quarter with remarkable increase in sales and profit yet again. Our focus to expand the retail outlets and our constant endeavor to improve the merchandise with newer & better designs will continue. In-fact such great response from our customers for the ever improving product range is very encouraging".

Further adding Mr. Gopalakrishnan said, "We launched our new campaign 'Discover New' focusing on new and younger audiences, with an attempt to gain more footfalls. Through this unique initiative we wanted to connect better with our customers offering them freshness in all aspects, especially the renewed vibrancy and fervor that can be experienced at our stores, new merchandise and great services".

Bata India has continued the strategy of expanding its retail stores and has opened 35 new stores this quarter. These new stores are based on the new large format and are above 3000 sq ft. and are spread across metros, tier 1 and tier 2 cities. Hush Puppies



brand also saw expansion with the opening of 7 exclusive new stores and 2 shop-inshops in leading department stores in the same period. The company also opened 4 new Footin stores across the country. In first half of year 2012 the company opened a total of 119 new stores. 96 Bata retail stores, 10 Hush Puppies exclusive outlets and 5 shop in shop stores, Footin opened 8 new stores.

The Company introduced various new product ranges for its customers this quarter. A wide variety of footwear with finest stitches to most recent modern cuts and extravagant designs without a compromise on quality and comfort were introduced this quarter. This collection showcased the latest range for men by Bata, Hush Puppies, Ambassador and Moccassino.

Bringing the best of its comfortable range under its brand Comfit introduced 'Comfit 2012' especially for mothers on Mother's Day, showcasing a wide variety of relaxing footwear in different styles & materials. Bata India also launched a whole new range of 'handbags and accessories' for women this summer which received great response from the customers.

'Discover New' is an exciting campaign introduced by Bata India for its patrons. The Campaign is directed towards making the consumers happy on purchasing something exceptional, every time they step out of Bata stores. With an aim to discover something new on every visit to the Bata store across the country, the brand endeavors to attract more customers to its wide variety of footwear and accessories.

About Bata India:

Bata has been holding a unique place in the hearts of Indians for more than 75 years offering 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.

Bata India is the largest footwear retailer in India, enjoying a large market share in the organized sector. It retails through over 1300 Bata Shoe Stores located in over 500 cities across India.

For more information on Bata India, please visit www.bata.in

For further information, please contact:

Tondonsana R.K. / Chahak Roda - PR Pundit
Mobile: +91 9811595911 / + 9582705919
Email: Tondonsana.r@prpundit.com/ Chahak.r@prpundit.com