Date: May 22, 2018

The Manager Corporate Relationship Department BSE Limited 1st Floor, New Trading Wing, Rotunda Building, P J Towers, Dalal Street, Fort, Mumbai – 400001	The Manager Listing Department National Stock Exchange of India Limited Exchange Plaza, 5th Floor, Plot No. C-1, Block G, Bandra Kurla Complex, Bandra (E), Mumbai - 400051	The Secretary The Calcutta Stock Exchange Limited 7, Lyons Range, Kolkata – 700001
BSE Security Code: 500043	NSE Symbol: BATAINDIA	CSE Scrip Code: 10000003

Dear Sirs,

Sub: Submission of Audited Financial Results along with Auditor's Report thereon (Standalone and Consolidated) for the quarter and financial year ended March 31, 2018

In compliance with Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, the Audited Financial Results (AFRs) of Bata India Limited ('the Company') for the quarter and financial year ended March 31, 2018 (both Standalone and Consolidated) were approved at the meeting of the Board of Directors held today i.e., May 22, 2018. The Board Meeting commenced at 2:30 p.m. and concluded at 4:45 p.m. today.

The aforesaid AFRs (both Standalone and Consolidated) in the prescribed format and the Auditor's Report containing unmodified opinion on the aforesaid AFRs received from the Statutory Auditors of the Company are enclosed herewith. A declaration with respect to the Audit Report with unmodified opinion on the said AFRs is enclosed herewith.

In this context, a Press Release on the said AFRs is also attached.

We request you to take the same on record.

Thanking you.

Yours faithfully,
For BATA INDIA LIMITED

ARUNITO GANGULY (FCS 9285)
Assistant Vice President,
Company Secretary & Compliance Officer

Encl: As above

B S R & Co. LLP
Chartered Accountants

Building No.10, 8th Floor, Tower-B
DLF Cyber City, Phase - II
Gurugram - 122 002, India

Telephone: + 91 124 719 1000
Fax: + 91 124 235 8613

INDEPENDENT AUDITOR'S REPORT

TO THE BOARD OF DIRECTORS OF BATA INDIA LIMITED

We have audited the accompanying standalone financial results of Bata India Limited ("the Company") for the year ended 31 March 2018, attached herewith, being submitted by the Company pursuant to the requirement of Regulation 33 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('Listing Regulations'). Attention is drawn to the fact that the figures for the quarter ended 31 March 2018 and the corresponding quarter ended in the previous year as reported in these standalone financial results are the balancing figures between audited figures in respect of the full financial year and the published year to date figures upto the end of the third quarter of the relevant financial year. Also the figures up to the end of the third quarter had only been reviewed and not subjected to audit.

These standalone financial results have been prepared on the basis of the annual standalone financial statements and reviewed quarterly financial results upto the end of the third quarter which are the responsibility of the Company's management. Our responsibility is to express an opinion on these standalone financial results based on our audit of the annual standalone financial statements which have been prepared in accordance with the recognition and measurement principles laid down in the Companies (Indian Accounting Standards) Rules, 2015 as per Section 133 of the Companies Act, 2013 and other accounting principles generally accepted in India and in compliance with Regulation 33 of the Listing Regulations.

The comparative financial information of the Company for the corresponding quarter and year ended 31 March 2017, included in these standalone financial results for the year ended 31 March 2018 were audited by predecessor auditor who expressed an unmodified opinion on those financial information/statements on 15 May 2017.

We conducted our audit in accordance with the auditing standards generally accepted in India. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the standalone financial results are free of material misstatement(s). An audit includes examining, on a test basis, evidence supporting the amounts disclosed as financial results. An audit also includes assessing the accounting principles used and significant estimates made by management. We believe that our audit provides a reasonable basis for our opinion.

In our opinion and to the best of our information and according to the explanations given to us these standalone financial results:

(i) are presented in accordance with the requirements of Regulation 33 of the Listing Regulations in this regard; and

(ii) give a true and fair view of the net profit and other comprehensive income and other financial information for the year ended 31 March 2018.

For **B S R & Co. LLP**
Chartered Accountants
Firm's Registration number: 101248W/W-100022

Tarun Gupta
Partner
Membership No. 507892

Place: Gurugram
Date: 22 May 2018

BATA INDIA LIMITED

REGD. OFFICE: 27B, CAMAC STREET, 1st FLOOR, KOLKATA 700016 | CIN: L19201WB1931PLC007261

Telephone: 033 23014400, Fax: 033 22895748 | E-mail: corporate.relations@bata.com; Website: www.bata.in

STATEMENT OF STANDALONE AUDITED FINANCIAL RESULTS FOR THE QUARTER AND YEAR ENDED 31ST MARCH 2018

(in Rs. millions except per share data)

S. No.	Particulars	3 months ended 31st March 2018 (refer note 11)	3 months ended 31st Dec 2017	3 months ended 31st March 2017 (refer note 11)	Year ended 31st March 2018	Year ended 31st March 2017
		Audited	Unaudited	Audited	Audited	Audited
1	**INCOME**					
	a Revenue from operations	6323.13	6740.03	5980.18	26363.18	24972.41
	b Other income	137.08	107.30	121.71	508.44	466.46
	Total Income	**6460.21**	**6847.33**	**6101.89**	**26871.62**	**25438.87**
2	**Expenses**					
	a Cost of raw material and components consumed	589.10	676.45	650.38	2695.23	2914.18
	b Purchase of traded goods	2640.50	2027.73	2462.54	9842.28	8878.15
	c (Increase)/ decrease in inventories of finished goods, work-in-progress and traded goods	(440.56)	323.47	(398.89)	(578.95)	(263.53)
	d Excise duty on sale of goods	-	-	65.91	70.47	300.80
	e Employee benefits expense	808.85	694.04	717.79	2953.78	2726.95
	f Finance costs	20.39	4.95	15.59	41.98	40.34
	g Depreciation and amortisation expense	168.55	154.21	166.46	604.21	650.05
	h Rent	896.19	896.53	940.67	3622.30	3563.73
	i Other expenses	1006.02	1007.01	974.64	4220.18	4075.76
	Total Expenses	**5689.04**	**5784.39**	**5595.09**	**23471.48**	**22886.43**
3	**Profit before exceptional items and tax**	**771.17**	**1062.94**	**506.80**	**3400.14**	**2552.44**
4	Exceptional items expense	-	-	-	-	216.69
5	**Profit before tax**	**771.17**	**1062.94**	**506.80**	**3400.14**	**2335.75**
6	Tax expense					
	- Current tax	250.09	395.94	246.88	1213.95	924.70
	- Tax for earlier years	-		(62.83)	-	(62.83)
	- Deferred tax (credit)	0.25	(14.73)	(36.64)	(49.59)	(113.60)
7	**Profit for the year**	**520.84**	**681.73**	**359.39**	**2235.78**	**1587.48**
8	**Other comprehensive income**					
	Other comprehensive income not to be reclassified to profit or loss in subsequent periods:					
	a Re-measurement (losses)/gains on defined benefit plans	(54.60)	35.00	49.68	(244.73)	(21.56)
	b Income tax effect	18.89	(12.11)	(17.19)	84.70	7.46
	Other comprehensive income, net of tax	(35.71)	22.89	32.49	(160.03)	(14.10)
	Total comprehensive income, net of tax	**485.13**	**704.62**	**391.88**	**2075.75**	**1573.38**
	Earnings per equity share of Rs. 5 each					
	Basic	4.05	5.30	2.80	17.40	12.35
	Diluted	4.05	5.30	2.80	17.40	12.35

See accompanying notes to the Standalone audited financial results.

Notes :

1 The above results were reviewed by the Audit Committee and approved by the Board of Directors at its meeting held on 22nd May 2018. The figures related to quarter and year ended 31st March 2017 have been audited by the erstwhile Statutory Auditors.

2 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 31st December 2017 & 31st March 2018 is reported net of GST. Accordingly, the numbers for the quarter ended 31st December 2017 and quarter and year ended 31st March 2018 are lower and not comparable with the previous periods presented in the

3 Revenue from operations for the quarter ended 31st March 2018 of Rs. 6323.13 million has increased by 6% over the corresponding period last year. The numbers are not comparable as consequent to implementation of GST, revenue is now reported net of GST.

4 Revenue from operations for the Year ended 31st March 2018 of Rs. 26,363.18 million has increased by 6% over the corresponding period last year. The numbers are not comparable as consequent to implementation of GST, revenue is now reported net of GST.

5 Profit before tax for the quarter ended 31st March 2018 of Rs. 771.17 million, has increased by 52% over the corresponding period last year.

6 Profit before tax and exceptional item for the Year ended 31st March 2018 of Rs. 3400.14 million, has increased by 33% over the corresponding period last year.

7 Exceptional items of Rs. 216.69 million for the year ended 31st March 2017 comprised of one time expense on account of Voluntary Retirement Scheme [VRS] at one of the manufacturing facility.

8 The Board of Directors have recommended a dividend of Rs. 4 per share (80 % on an equity share of par value of Rs. 5/- each) for the year ended 31st March, 2018. The payment is subject to approval of the shareholders at the ensuing Annual General Meeting of the Company.

9 The Company operates in a single segment, i.e., Footwear and Accessories.

10 Figures of the previous period/ quarter have been regrouped, wherever considered necessary.

11 The figures for the quarters ended 31 March 2018 and 31 March 2017 are balancing figures between audited figures in respect of the full financial year and the published year to date figure upto 31 December 2017 and 31 December 2016 respectively. Also, the figures upto the end of third quarter were only reviewed and not subject to audit.

12 The report of Statutory Auditors is being filed with National Stock Exchange of India Limited, BSE Limited and The Calcutta Stock Exchange Limited. For more details on audited results, please visit Investor Relations section of our website www.bata.in and Financial Results at Corporate section of www.nseindia.com, www.bseindia.com and www.cse-india.com.

Gurugram
22.05.2018

B S R & Co. LLP Chartered Accountants GURUGRAM

13 The Statement of Assets and Liabilities is given below

Particulars		As at 31 March 2018	As at 31 March 2017
		Audited	Audited
ASSETS			
Non-current assets			
	Property, plant and equipment	2,929.10	2,645.75
	Capital work-in-progress	121.19	242.29
	Intangible assets	15.47	13.77
	Intangible assets under development	-	56.06
	Financial assets		
	Investments	49.51	49.51
	Loans	993.07	980.94
	Deferred tax assets (net)	1,053.93	1,004.33
	Other non-current tax assets	466.33	377.63
	Other non-current assets	344.24	359.94
Current assets			
	Inventories	7,621.14	7,054.39
	Financial assets		
	Trade receivables	886.31	671.48
	Cash and cash equivalents	543.60	616.99
	Bank balances other than those included in cash and cash equivalents	5,341.29	4,592.13
	Loans	37.67	32.44
	Others current financial asset	331.90	261.92
	Other current assets	713.91	266.40
	Total Assets	**21,448.66**	**19,225.97**
EQUITY AND LIABILITIES			
Equity			
	Equity share capital	642.64	642.64
	Other equity	14,144.50	12,610.17
	Total	**14,787.14**	**13,252.81**
LIABILITIES			
Non-current liabilities			
	Financial liabilities		
	Trade payables	1,037.42	1,039.71
	Provisions	21.90	-
Current liabilities			
	Financial liabilities		
	Trade payables	4,792.31	4,072.15
	Other financial liabilities	353.86	401.84
	Other current liabilities	173.60	302.84
	Provisions	103.19	43.46
	Current tax liabilities (net)	179.24	113.16
	Total Equity and Liabilities	**21,448.66**	**19,225.97**

Gurugram
22.05.2018

Ram Kumar Gupta
DIRECTOR FINANCE

Rajeev Gopalakrishnan
MANAGING DIRECTOR

B S R & Co. LLP * GURUGRAM * Chartered Accountants *

B S R & Co. LLP
Chartered Accountants

Building No.10, 8th Floor, Tower-B
DLF Cyber City, Phase - II
Gurugram - 122 002, India

Telephone: + 91 124 719 1000
Fax: + 91 124 235 8613

Independent Auditor's Report

To Board of Directors of

Bata India Limited

We have audited the consolidated financial results of Bata India Limited ('the Company') for the year ended 31 March 2018, attached herewith, being submitted by the Company pursuant to the requirement of Regulation 33 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('Listing Regulations').

These consolidated financial results have been prepared from consolidated annual financial statements which is the responsibility of the Company's management. Our responsibility is to express an opinion on these consolidated financial results based on our audit of such consolidated annual financial statements, which have been prepared in accordance with the recognition and measurement principles laid down in the Companies (Indian Accounting Standards) Rules, 2015 as per Section 133 of the Companies Act, 2013 and other accounting principles generally accepted in India and in compliance with Regulation 33 of the Listing Regulations.

We conducted our audit in accordance with the auditing standards generally accepted in India. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial results are free of material misstatement(s). An audit includes examining, on a test basis, evidence supporting the amounts disclosed as financial results. An audit also includes assessing the accounting principles used and significant estimates made by management. We believe that our audit provides a reasonable basis for our opinion.

We did not audit the financial statements of three subsidiaries included in the consolidated annual financial results, whose annual financial statements reflect total assets of INR 107.25 million as at 31 March 2018 as well as the total revenue of INR 52.61 million for the year ended 31 March 2018. These annual financial statements and other financial information have been audited by other auditors whose reports have been furnished to us, and our opinion on the annual financial results, to the extent they have been derived from such annual financial statements is based solely on the report of such other auditors. Our opinion is not modified in respect of this matter.

The comparative financial information of the Company for the year ended 31 March 2017, included in these consolidated financial results for the year ended 31 March 2018 were audited by the predecessor auditor who expressed an unmodified opinion on these financial information/ statements on 15 May 2017.

In our opinion and to the best of our information and according to the explanations given to us and based on consideration of reports of other auditors on separate financial statements and on other information of the subsidiaries, as aforesaid, these consolidated annual financial results:

(i) include the annual financial results of the following entities;
- Bata India Limited
- Wayfinder Brands Limited
- Bata Properties Limited
- Coastal Commercial and Exim Limited (step down subsidiary)

B S R & Co. (a partnership firm with Registration No. BA61223) converted into B S R & Co. LLP (a Limited Liability Partnership with LLP Registration No. AAB-8181) with effect from October 14, 2013

Registered Office:
5th Floor, Lodha Excelus
Apollo Mills Compound
N.M. Joshi Marg, Mahalakshmi
Mumbai - 400 011

(ii) have been presented in accordance with the requirements of Regulation 33 of the Listing Regulations in this regard; and

(iii) give a true and fair view of the consolidated net profit and other comprehensive income and other financial information for the year ended 31 March 2018.

For **B S R & Co. LLP**
Chartered Accountants
(Firm's Registration No.- 101248W/W-100022

Tarun

Tarun Gupta
Partner
Membership No. 507892

Place: Gurugram
Date: 22 May 2018

BATA INDIA LIMITED

REGD. OFFICE: 27B, CAMAC STREET, 1st FLOOR, KOLKATA 700016 | CIN: L19201WB1931PLC007261

Telephone: 033 23014400, Fax: 033 22895748 | E-mail: corporate.relations@bata.com; Website: www.bata.in

STATEMENT OF CONSOLIDATED AUDITED FINANCIAL RESULTS FOR YEAR ENDED 31ST MARCH 2018

(in Rs. millions except per share data)

Sl No	Particulars	Year ended 31st March 2018	Year ended 31st March 2017
		Audited	Audited
1	**INCOME**		
	a Revenue from operations	26412.16	25043.36
	b Other income	503.27	460.20
	Total Income	**26915.43**	**25503.56**
2	**Expenses**		
	a Cost of raw material and components consumed	2695.23	2914.18
	b Purchase of traded goods	9854.70	8948.92
	c (Increase)/ decrease in inventories of finished goods, work-in-progress and traded goods	(525.95)	(282.53)
	d Excise duty on sale of goods	70.47	300.80
	e Employee benefits expense	2956.10	2731.88
	f Finance costs	41.98	40.34
	g Depreciation and amortisation expense	604.52	650.36
	h Rent	3622.43	3563.93
	i Other expenses	4225.55	4080.35
	Total Expenses	**23545.03**	**22948.23**
3	**Profit before exceptional items and tax**	**3370.40**	**2555.33**
4	Exceptional items expense	-	216.69
5	**Profit before tax**	**3370.40**	**2338.64**
6	Tax expense		
	- Current tax	1214.73	925.63
	- Tax for earlier years	0.13	(62.90)
	- Deferred tax (credit)	(49.59)	(113.60)
7	**Profit for the year**	**2205.13**	**1589.51**
8	**Other comprehensive income**		
	Other comprehensive income not to be reclassified to profit or loss in subsequent periods:		
	a Re-measurement (losses)/gains on defined benefit plans	(244.73)	(21.56)
	b Income tax effect	84.70	7.46
	Other comprehensive income, net of tax	(160.03)	(14.10)
	Total comprehensive income, net of tax	**2045.10**	**1575.41**
	Earnings per equity share of Rs. 5 each		
	Basic	17.16	12.37
	Diluted	17.16	12.37

See accompanying notes to the Consolidated audited financial results.

Notes :

1 The Consolidated financial results include results of Bata India Ltd. (the Holding Company), Bata Properties Limited, Coastal Commercial & Exim Limited and Way Finders Brands Limited.

2 The Consolidated financial results of the Group are prepared in accordance with the requirements of Ind AS 110 "Consolidated Financial Statements".

3 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 year ended 31st March 2018 is reported net of GST. Accordingly, the numbers for year ended 31st March 2018 are lower and not comparable with the previous periods presented in the results.

4 Revenue from operations for the Year ended 31st March 2018 of Rs. 26,412.16 million has increased by 5% over the corresponding period last year. The numbers are not comparable as consequent to implementation of GST, revenue is now reported net of GST.

5 Profit before tax and exceptional item for the Year ended 31st March 2018 of Rs. 3370.40 million, has increased by 32% over the corresponding period last year.

6 Exceptional items of Rs. 216.69 million for the year ended 31st March 2017 comprised of one time expense on account of Voluntary Retirement Scheme [VRS] at one of the manufacturing facility.

7 The above audited results were reviewed by the Audit Committee and approved by the Board of Directors at its meeting held on 22 May 2018. The figures related to year ended 31 March 2017 have been audited by erstwhile statutory auditors.

8 The Board of Directors of Holding Company have recommended a dividend of Rs. 4 per share (80% on an equity share of par value of Rs. 5/- each) for the year ended 31st March, 2018. The payment is subject to approval of the shareholders at the ensuing Annual General Meeting of the Company.

9 The Group's business activity falls within a single business segment i.e. Footwear and accessories.

10 The figures for the previous year/period have been regrouped/reclassified wherever considered necessary.

11 The report of Statutory Auditors is being filed with National Stock Exchange of India Limited, BSE Limited and The Calcutta Stock Exchange Limited. For more details on audited results, please visit Investor Relations section of our website www.bata.in and Financial Results at Corporate section of www.nseindia.com, www.bseindia.com and www.cse-india.com.

Gurugram
22.05.2018

B S R & Co. LLP ★ GURUGRAM ★ Chartered Accountants

12 The Statement of Assets and Liabilities is given below-

Particulars		As at 31 March 2018	As at 31 March 2017
		Audited	Audited
ASSETS			
Non-current assets			
	Property, plant and equipment	2,948.71	2,665.64
	Capital work-in-progress	121.19	242.29
	Intangible assets	15.54	13.88
	Intangible assets under development	-	56.06
	Financial assets		
	Investments	-	0.00
	Loans	912.60	876.83
	Other financial assets	0.92	14.47
	Deferred tax assets (net)	1,054.80	1,005.42
	Other non-current tax assets	467.11	377.74
	Other non-current assets	344.25	359.94
Current assets			
	Inventories	7,651.72	7,137.97
	Financial assets		
	Trade receivables	893.50	694.08
	Cash and cash equivalents	545.11	617.80
	Bank balances other than those included in cash and cash equivalents	5,366.80	4,602.57
	Loans	37.67	32.37
	Others current financial asset	331.90	261.92
	Other current assets	722.25	272.40
	Total Assets	**21,414.07**	**19,231.38**
EQUITY AND LIABILITIES			
Equity			
	Equity share capital	642.64	642.64
	Other equity	14,104.27	12,600.59
	Total	**14,746.91**	**13,243.23**
LIABILITIES			
Non-current liabilities			
	Financial liabilities		
	Trade payables	1,037.42	1,039.71
	Provisions	21.90	-
Current liabilities			
	Financial liabilities		
	Trade payables	4,797.85	4,084.47
	Other financial liabilities	353.86	401.84
	Other current liabilities	173.70	305.05
	Provisions	103.19	43.46
	Current tax liabilities (net)	179.24	113.62
	Total Equity and Liabilities	**21,414.07**	**19,231.38**

Gurugram
22.05.2018

Ram Kumar Gupta
DIRECTOR FINANCE

Rajeev Gopalakrishnan
MANAGING DIRECTOR

Bata

Date: May 22, 2018

The Manager Corporate Relationship Department BSE Limited 1st Floor, New Trading Wing, Rotunda Building, P J Towers, Dalal Street, Fort, Mumbai – 400001	The Manager Listing Department National Stock Exchange of India Limited Exchange Plaza, 5th Floor, Plot No. C-1, Block G, Bandra Kurla Complex, Bandra (E), Mumbai - 400051	The Secretary The Calcutta Stock Exchange Limited 7, Lyons Range, Kolkata – 700001
BSE Security Code: 500043	NSE Symbol: BATAINDIA	CSE Scrip Code: 10000003

Dear Sirs,

Sub: Declaration with respect to Audit Report with unmodified opinion to the Audited Financial Results (Standalone and Consolidated) for the quarter and financial year ended March 31, 2018

In compliance with Regulation 33(3)(d) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended, we confirm that the Statutory Auditors of the Company M/s. B S R & Co. LLP, Chartered Accountants (ICAI Firm Registration No. 101248-W / W-100022) have not expressed any modified opinion in their Audit Report pertaining to the Audited Financial Results (both Standalone and Consolidated) of Bata India Limited for the quarter and financial year ended March 31, 2018.

We request you to take the same on record.

Thanking you.

Yours faithfully,
For BATA INDIA LIMITED

RAJEEV GOPALAKRISHNAN
Managing Director
DIN: 03438046

RAM KUMAR GUPTA
Director Finance
DIN: 01125065

Bata undergoes collection and image makeover. Ties up with Kriti Sanon & Smriti Mandhana.

Also reports 45% rise in Q4 2017-18 Net profit to Rs 52 crore

New Delhi, May 22, 2018: Bata India, the largest footwear retailer in India, picked up brand ambassadors from Bollywood – Kriti Sanon & Cricket – Smriti Mandhana to support the launch of its new internationally designed Red Label & Power collections. It reported a 6% growth in Net Sales for its fourth quarter ended March 31, 2018, on the back of a focus on fashion & casual collections. The number is not comparable to previous period because of introduction of GST from July 2017. Bata further leveraged the demand for best-selling articles by expanding it to more stores in smaller towns, adding stylish designs as well as improving competitiveness in manufacturing.

Continued focus on value added products and efficiencies in cost structure saw Bata's Net profit at 52 crores, an increase of 45% over the corresponding period last year.

"Bata has had an exciting quarter with its new brand ambassador for Power – Smriti Mandhana who became the face of the new internationally designed collections like Power XO Rise and Glide Vapor. Our connect with the youth was strengthened via Smriti. Also based on consumer insights, we have been moving ahead on a path of premiumisation by adding technologies like memory cushion & Insolia. We continued to invest in improving customer experience with new international 'Red-concept' stores and breathtaking visual merchandising. Our smart pricing strategy and operational cost efficiencies, helped ensure better returns for our stakeholders," **said Sandeep Kataria, Chief Executive Officer, Bata India Limited.**

Earlier this year, India's most preferred footwear brand announced its association with Smriti Mandhana — opener of the Indian Women's Cricket Team as the brand ambassador for its iconic sports brand 'Power'. Mandhana starred in the #FindYourPower campaign on TV, in Print and Outdoor to help expand the reach of its relaunched Power range - XoRise Genesis, Glide Vapor & Speedy. Shortly following this association, Bata India also signed Bollywood actress Kriti Sanon as its new face. The 27-year old Sanon of superhit film 'Bareilly ki Barfi' & 'Dilwale' fame is one of the most stylish youth icons and trendsetters of the film industry, having recently been conferred the Dadasaheb Phalke Excellence Award for her performance in 'Bareilly Ki Barfi'.

This exciting quarter saw the launch of its internationally developed 'Red Concept' stores in Kolkata and Delhi. These stores deliver distinctive stories via various elements - Breath-taking visual merchandising, Red and white focal highlight zones, a focal wall highlighting the premium collections and heritage history wall. Thus delivering a premium look & feel keeping in line with the overall strategy of bringing swagger back to Bata. Bata also opened its first stand-alone Power store in Noida which was inaugurated by the global leadership team and Bollywood youth icon Diana Penty.

The brand's popularity and consumer initiatives were also recognized as the brand was conferred the IMAGES Most Admired Footwear Brand of the year 2017, at the 18th Annual IMAGES Fashion Awards and was featured among AFAQ'S 2017 India's Buzziest Brands.

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 **March 31, 2018** is reported net of GST. Accordingly, Revenue from Operations for the quarter is lower and not comparable to the previous period.

Rs in crore

	Quarter ended 31st March 2017	Quarter ended 31st March 2018	Increase/(Decrease)%
Revenue from Operations	598	632	6%
Net Profit	36	52	45%

***

Press contacts:
Purnima Gureja | purnima@actimediaindia.com | 9873688601
Saurabh Bahl | saurabh@actimediaindia.com | 8800154625

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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 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