

Bata India Reports Profit of Rs. 59.38 Crores for Q2 2014

Down by 4.1% over the same period last year

Press Release – New Delhi, India, August 05, 2014

Bata India, India's leading footwear retailer and manufacturer, today announced its financial results for the second quarter ending June 30, 2014. Company's Q2 revenue grew to **INR 621.58 Crores** representing an increase of 8.6% over the same period of last year, and operating profit stood at **INR 81.73 Crores**. The company also reported Profit after Tax of **INR 59.38 Crores** for the quarter.

Financials

	Quarter Ended (June'2014)	Quarter Ended (June'2013)	Increase %
Net Sales/Income (Rs. in Crores)	621.58	572.13	8.6%
Net Profit (Rs. in Crores)	59.38	61.94	(4.1%)*

* Excluding exceptional items and Marketing investment, net profit has increased approximately by 1%.

Mr. Rajeev Gopalakrishnan, Group Managing Director, Bata Emerging Markets, Bata India Limited said "The aggressive retail expansion and renovation of stores, aspirational designs and addition of a wider range of accessories like bags, sunglasses, belts to our product portfolio, the expectation is to increase this growth momentum on the back of increase in consumer confidence level as we move through the year."

Bata continues to enhance its offerings, which will be further seen in the forthcoming Autumn Winter Collection launching in mid August. The new range is contemporary, stylish and on trend targeted to appeal the young generation. The styles will be a combination of key trends like cut-work, embellishments, color-blocking, prints, stripes, shimmer and a combination of colors. The catalogue will cater to a wide range of consumers with an exotic range for men, women and children.



Apart from the fantastic range of footwear, Bata also offers a wide selection of accessories like bags, belts, scarves and sun glasses to cater to the accessorizing needs of our customers. For Monsoon, one of the key additions to the catalogue has been the introduction of new line of umbrellas under the name 'BATA & I'.

Bata has also introduced the new city format stores which are more inviting and helps an easy navigation for the customers. The new stores have an enhanced lighting with accurate space allocation of the brands within the stores. Further to that, the retail training has been the key initiative to improve customer service and provide a delightful shopping experience within the store.

Bata India will be opening over 100 new stores this year.

The collection is available across all Bata stores in the country and online at www.bata.in.

About Bata India

Bata has been holding a unique place in the hearts of Indians for more than 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 India is the largest footwear retailer in India, enjoying a large market share in the organized sector. It retails through over 1400 Bata Shoe Stores located in over 500 cities across India.

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

For press information, please contact:

Bata India Limited

Roopam Gupta

roopam.gupta@bata.com

0124-3990100

Genesis Burson–Marsteller

Tanvi Ajmani/ Neha Sabharwal

tanvi.ajmani@bm.com/ neha.sabharwal@bm.com

91- 8800001190/ 91-9999690904