



Bata India Reports Profit before tax and exceptional items - Rs. 9,043 Lakhs in Q4, 2013 - Up by 23.1% over the same period last year

Press Release – New Delhi, India, February 12, 2014

Bata India, India's leading footwear retailer and manufacturer, today announced its financial results for the year ending December 31, 2013. Net sales for the year were **Rs. 206,399 Lakhs**, profit before tax and exceptional items were **Rs. 29,270 Lakhs**.

Financial results for the fourth quarter ending December 31, 2013, net sales for the quarter were **Rs. 55,406 Lakhs**, profit before tax and exceptional items was **Rs. 9,043 Lakhs**.

Financials

	Quarter Ended (December 2013)	Quarter Ended (December 2012)	Increase %
Net Sales/Income (Rs. in Lakhs)	55,406	50,889	8.9%
Net Profit before exceptional items and Taxes (Rs. in Lakhs)	9,043	7,346	23.1%

Mr. Rajeev Gopalakrishnan, Group Managing Director, Bata India Limited said, "To cater to the diverse needs of the fast growing and evolving consumer base we have been relentlessly working on our product offerings. The new Spring Summer'14 collection is contemporary, stylish, on trend and aspirational targeted to appeal the sensibilities of young generation. Complementing our new range of products is the global concept store at the DLF Place Saket Mall in Delhi. The first global concept store of Bata in India, this new easy to navigate and shop retail format is a step towards making shopping a pleasurable experience for our customers. Additionally, we also have a brand new marketing strategy in line with our overall growth strategy."

The exciting new spring summer'14 collection is a combination of trends like cut-work detailing, bling, bolder prints, textures and innovative designs. Special collections like the Driver's, contemporary men's casual shoes and styled stilettos, ballerinas for women will be seen as the key highlight for the season. This collection is a result of great amount of gratifying experimentation and encompasses a wide mix of loafers, flats, heels, sneakers, floaters and outdoor collection for men, women, teens and kids.

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 80 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.

Bata India is the largest footwear retailer in India, enjoying a large market share in the organized sector. It retails through over 1,358 Bata Shoe Stores located in over 500 cities across India.

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

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