

  
**Bata**

October 31, 2012.

Bombay Stock Exchange Limited  
Corporate Relations Department  
Floor 25, P J Towers.  
Dalal Street, Fort  
Mumbai - 400 001

**Fax #: 91-22-2272-2039/2041/2061/2037/3121/3719**

Dear Sir,

**Press Release**

Further to the Unaudited Financial Results (UFR) for the 3<sup>rd</sup> quarter ended September 30, 2012 and the Limited Review Report forwarded to you after the Board Meeting held today, we are attaching herewith a Press Release on the said UFR, for your information.

This Press Release shall also be available on the website of the Company at [www.bata.in](http://www.bata.in).

Thanking you.

Yours faithfully,  
**BATA INDIA LIMITED**



(MALOY KUMAR GUPTA)  
COMPANY SECRETARY & COMPLIANCE OFFICER

Encl: As above.

Copy to : National Stock Exchange of India Limited  
Exchange Plaza, 5<sup>th</sup> Floor, Plot No. C/1, G Block  
Bandra-Kurla Complex, Bandra (E)  
Mumbai 400 051.  
Fax #: 91-22-2659 8237/38/ 8120

Copy to : The Secretary  
The Calcutta Stock Exchange Limited  
7, Lyons Range  
Kolkata 700 001.  
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**For Immediate release**

**Bata India reports growth for third quarter of 2012**

- 6% growth in PBT, 15% in Sales

- Opens 38 new stores in the quarter

|                                 | <b>Quarter Ended<br/>30th September<br/>2012</b> | <b>Quarter Ended<br/>30th September<br/>2011</b> | <b>Increase %</b> |
|---------------------------------|--------------------------------------------------|--------------------------------------------------|-------------------|
| <b>Sales<br/>(Rs. in lacs )</b> | <b>42354.9</b>                                   | <b>36998.6</b>                                   | <b>15</b>         |
| <b>PBT<br/>(Rs. in lacs )</b>   | <b>4778.9</b>                                    | <b>4503.3</b>                                    | <b>6</b>          |

**New Delhi, October 31, 2012:** Bata India Limited, India's leading footwear retailer and manufacturer, today announced its financial results for the third quarter ended September 30, 2012.

The quarter witnessed changes in the retail environment with low consumer sentiments and lower customer traffic for key retailers. In spite of the changing dynamics in the retail scenario, Bata India has been persistent on its growth path. During this quarter, the Company's Profit before tax (PBT) grew by 6% at Rs. 4778.9 lacs as against Rs. 4503.3 lacs in the same period last year. The Net Sales of the Company grew by 15% at Rs. 42354.9 as against Rs. 36998.6 in the same period last year.

Announcing the results, Mr. Rajeev Gopalakrishnan, Group Managing Director, Bata India Limited said, "We have good results this quarter and the consistent growth in our retail and non retail businesses has made the quarter successful for the company. We will continue our focus to expand the retail outlets and improve the merchandise with newer & better designs to provide the Indian consumers the best in footwear"

Bata India has opened 33 new Bata stores this quarter, adding to the increasing network of stores. 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. Bata believes in the strategy of being closer to its customers and thus, focuses on retail expansion. Hush Puppies brand also saw expansion with the opening of 3 exclusive new stores and 1 shop-in-shops in leading department stores in the same period. The company also added 1 new Footin store to the increasing fleet.

**Bata**

The company launched Sundrops, a new premium range of comfortable footwear for Women this quarter. This collection offers high quality and comfortable women shoes with a stylish twist. The brand caters to women aged 35+ who value comfort without compromising the style and look. Bata India also introduced a new collection of Angry Birds merchandise, offering school shoes, casual shoes and accessories for children and teenagers. The designs created are trendy, comfortable and mix & match of various characters from the popular angry birds – red, blue, black, boomerang etc. With this association, Bata India has further strengthened relations with our younger audience.

In addition the quarter saw the launch of the latest range for men by Bata and Malini Ramani for Bata, Hush Puppies, Ambassador and Moccassino. This Quarter, the brand also launched its festive collection that boasts of extensive, stylish and extravagant designs to add sparkle to the festivities.

Footwear business is also progressing as per plan.

**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 1250 Bata Shoe Stores located in over 500 cities across India.

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

For further information, please contact:

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