



Bata India Reports Profit after Tax of Rs. 39.01 Crores for Q3 2014

Up by 3.8% over the same period last year

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

Bata India, India's leading footwear retailer and manufacturer, today announced its financial results for the third quarter ended September 30, 2014. Company's Q3 revenue grew to **INR 547.65 Crores**, and operating profit stood at **INR 47.80 Crores**. The company also reported Profit after Tax of **INR 39.01 Crores** for the quarter.

Bata India's Q3 Net Profit grew by **3.8%**, to **Rs. 39.01 Crores** over the corresponding period last year. Bata India also reported **13.1%** growth in its turnover, to **Rs. 547.65 Crores in Q3 of 2014**, as compared to **Rs. 484.16 Crores** for the same period in 2013.

Financials

	Quarter Ended (Septmeber'2014)	Quarter Ended (September'2013)	Increase %
Net Sales/Income (Rs. in Crores)	547.65	484.16	13.1%
Net Profit (Rs. in Crores)	39.01	37.59	3.8%

Mr. Rajeev Gopalakrishnan, Group Managing Director, Bata Emerging Markets, Bata India Limited said "The quarterly performance reflects our focus on maintaining quality sales and growth. With an aggressive plan on opening of new format stores, offering aspirational designs and addition of a wider range of products, the expectation is to amplify the growth momentum".

"We will continue to deliver the contemporary range of products to the consumers at high quality and great value. It gives us immense pleasure to welcome new consumers and loyal customers at our stores and offer an enriching experience with great customer service. We aim to deliver better than the best in future as well."

The new range is contemporary, stylish and on trend with aspirational designs targeted to appeal the young generation. The styles will be a combination of trends like cut-work, embellishments, color-blocking, prints, stripes, shimmer with interplay of textures and an amalgamation of colors. The catalogue will cater to a wide range of consumers with an exotic range for men, women and children.



The key styles like stilettos, wedges, gladiators, ballerinas, moccasins, ankle straps, sneakers, loafers for women and brogues, driver's, derby, oxford, slip-ons, fisherman sandals and sneakers for men will be seen across the season. The Kid's collection will be a range of trendy sneakers, sandals, floaters, ballerinas, outdoor as well as school shoes.

The company continues to invest behind opening and renovation of stores, products, people, marketing, systems and processes.

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 has been lately recognized under the ET Best Brands and has also bagged the title of No.1 lifestyle brand in the footwear category in the Brand Equity most Trusted Brands of 2014. Bata has also achieved the Platinum Award in 2014 Reader's Digest Most Trusted brands and many more in the counting. Bata has also been engaging in a lot of consumer activities like launching newer stores with celebrity associations. This helps the brand to build connect with the youth of today.

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

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