Press Release – Kolkata, India, August 5th, 2015

Bata India, India's leading footwear retailer and manufacturer, today announced its financial results for the first quarter ended June 30, 2015. Company's Q1 turnover & Profit after Tax stood at **INR 680.4 Crores** and **INR 92.2 Crores**, respectively. Profit before exceptional items stood at INR 49.2 Crores. Exceptional item mainly represents gain related to receipt of constructed space as part of property development project (INR 43 Crores).

Financials

	Quarter Ended (June'2015)	Quarter Ended (June'2014)	Increase %
Net Sales/Income (Rs. in Crores)	**680.4**	**622.0**	**9.4**
Net Profit (Rs. in Crores)	**92.2**	**59.4**	**55.3**

The Company has changed its financial year from 'January – December' to 'April – March' and accordingly the last financial year was extended till March 31, 2015 covering a period of 15 months.

Mr. Rajeev Gopalakrishnan, Group Managing Director, South Asia, Bata India Limited said *"Despite economic slowdown and a lower consumer sentiment, our Q1 performance for the period April- June 2015 has seen a steady growth of 9% when compared to the same period last year; however, mainly due to various promotional schemes and price discounts the net profit was impacted. The supply chain issues have now been resolved and we are on the growth trajectory with many new initiatives planned for the coming year. We will be expanding our product offering, focussing on the same store growth and develop our E commerce business to reach out to our consumers even in the remote markets.*

We are constantly making advancements & introductions to our product ranges not only in styling of the designs but also in materials & technology. We want to become the Pioneers of Comfort footwear in the country with our extensive offerings from Hush Puppies, Naturalizer, Scholl and Comfit range.

We have launched the Loyalty Program called "The Bata club" to help us to understand our customers better in the long run. Also, a lot of focus is now put on enhancing the customer's shopping experience within the store and the same is done through an aggressive training program for the sales staff."

About Bata India

Bata has been holding a unique place in the hearts of Indians for 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 D&B award for the best footwear brand in the country. 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. The brand retails through over 1274 Shoe Stores located in over 500 cities across India with 1129 Bata, 103 Hush Puppies and 42 Footin Stores.

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

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