



Bata reports 16% growth backed by consumer campaigns, festive sales and retail expansion

Gurgaon, February 12th, 2019: Buoyed by robust festive sales, well-received consumer campaigns and the expansion of 50 new red-concept stores, Bata India, the largest footwear retailer in the country, reported a 16% growth in net sales at Rs. 7,787 million for the third quarter ended 31st December, 2018.

Bata has had a busy Q3 with the addition of multiple new red-concept stores and renovation of existing stores to give its customers an elevated shopping experience. The brand refreshed products in various categories including the Power Walking Collection with Memory Foam, new styles in the fashionable Red Label collection, contemporary marriage collection by Hush Puppies which in turn gave a boost to festive season sales.

The brand also launched Bubblegummer and Power stores in Bengaluru and Indore respectively.

In Q3, Bata introduced Bollywood actor Sushant Singh Rajput as its new face for the Men's Casual collection. Targeting occasions beyond the office and formal space, this collection comprised of colourful, contemporary casuals. The on-set of cold weather also saw the launch of stylish Boots collection for women across Hush Puppies and Naturalizer brands. The fashion savvy girls were also thrilled with a choice of heels available across all its premium brands like Marie Claire, Naturalizer, Red Label women's collection etc.

"Bata has had a buoyant and exciting quarter which is evident in the numbers. We've been investing in creating an international shopping experience to delight our customers through the launch of our new red-concept stores. We have also rolled out a full Omni channel consumer facing technology suite after successful testing that has been received very well by consumers. Our strategy to use youth icons to pull in young buyers and push our key categories with refreshed collections has worked well and has yielded positive results!" said Sandeep Kataria, Chief Executive Officer, Bata India Limited.

Bata's efforts were also recognised by the Confederation of Indian Industry (CII) that awarded Bata in the 'Supplier Development' category at the 11th National Competitiveness & Cluster Summit. In addition to this, Bata was adjudged as Platinum Winner in Reader's Digest Most Trusted Brand Awards 2018, in the footwear category.



Financial Highlights

(Amount in million)

	Quarter ended 31 st December 2018	Quarter ended 31 st December 2017	Increase%
Revenue from Operations	7,787	6,740	16%
Profit before tax	1,594	1,063	50%

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About BATA

Bata has held a unique place in the hearts of Indians for more than 85 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. It sells 50 million pairs of footwear every year and serves to over 120,000 customers almost every day.

Bata India is the largest footwear retailer in India, offering footwear, accessories and bags across brands like Bata, Hush Puppies, Naturalizer, Power, Marie Claire, Weinbrenner, North Star, Scholl, Bata Comfit and Bubblegummers to name a few. It retails in over 1,300 Bata stores, on bata.in and in thousands of multi-brand footwear dealer stores pan-India.

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