

## **Bata continues to strengthen its position with added focus on women & kids**

Bata India Limited, India's leading and most preferred footwear brand, announced its financial results for the first quarter ended June 30, 2016. The Company's Q1 turnover and Net Profit before tax stood at Rs.674.28 crores and Rs.76.24 crores, respectively. The quarter focused on giving a new impetus to the online marketplace and a wider range of products for the young consumer including the working women.

Net Profit before tax for the quarter ended 30 June, 2016 of Rs.76.24 crores has increased by 7% over the corresponding period last year without considering income from exceptional items (net of tax) during the corresponding period last year.

### Financials

	Quarter Ended (June 2016)	Quarter Ended (June 2015)	Increase/ (Decrease) %
Net Sales / Income (Rs. in crores )	674.28	684.30	(-1)%
Profit before tax & Exceptional items (Rs. in Crores )	76.24	71.27	7%

Rajeev Gopalakrishnan, Managing Director & President-South Asia, said, "Consistently we have been the leading brand of choice focused on style, quality and accessibility. Going forward, we will continue to maintain this stature with an added focus to tap the fashion conscious youth, working women and kids through newer and trendier styles. We continue to see great response to our E-commerce site which endorses the launch of a successful new channel to cater to evolving shopping habits of consumers looking for ease and convenience."

## About Bata India

Bata holds a unique place in the hearts of Indians for over 84 years. Being a global brand, its core principles of understanding the customers and creating the best products to fulfil their needs and expectations has ensured a place for it in every Indian household. Probably the only footwear brand 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 the branded footwear market.

Bata India with its winning business strategies has earned the position of the largest retailer in the organized footwear industry and was recognized among the ET Best Brands. It has also bagged the title of No.1 lifestyle brand in the footwear category in the Brand Equity most Trusted Brands of 2015. Bata has also achieved the Platinum Award in 2015. Reader's Digest Most Trusted brands and D&B award for the best footwear brand in the country.

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

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