



For Immediate release

Bata India reports outstanding results for 1st Quarter of 2012

41% growth in Net Profit, 31% in Sales

Continues aggressive expansion, opens 67 new stores

New Delhi, April 26, 2012: Bata India Limited, India's leading footwear retailer and manufacturer, today announced its financial results for the first quarter ending March 31, 2012. Net Profit of the Company grew by 41%, Rs 3600 lacs in Q1 of 2012 over the corresponding period last year, without considering Gains of Rs. 8377 lacs from Surplus Property Development. The Turnover of the Company grew by 31%, Rs. 40,548 lacs in Q1 of 2012 as compared to Rs 31,066 lacs for the same period in 2011.

Announcing the results, Mr. Rajeev Gopalakrishnan, Group Managing Director, Bata India Limited said, "We are happy to announce successful results again. With an increase in the number of pairs sold, the first quarter of 2012 began on a promising note. We have continued on our strategy of expanding our retail foot print, improving our merchandising and coming up with newer & better designs. We also continue to focus on our product quality and comfort".

Bata India continued to open new stores in the first quarter of 2012. The expansion drive saw stores opening across metros like Delhi, Mumbai, Chennai, Hyderabad and Bangalore. It also increased brand penetration in mini metros / tier II cities such as Ambala, Anand, Bilaspur, Hissar, Bhopal, Kannur, Indore, Bareilly, Gaya among many others. The Company opened 61 new Bata stores during the period. Hush Puppies brand also saw expansion with the opening of 4 exclusive new stores and 2 shop-in-shops in leading department stores in the same period.

The Company launched its Spring Summer collection for 2012 that is crafted with forever fun spirit. The collection had an array of footwear in vibrant colours and vivid patterns to suit individual styles for men, women and children. The company is focusing on its offerings for the younger audience by bringing new designs with bright and trendy colors through its brands like Northstar for youth, Weinbrenner for outdoor & lifestyle footwear etc.. Bata India also launched a wide range of Ladies handbags with contemporary designs and colors which were received very well by the customers.

With better quality and value for money products, the wholesale division has sustained excitement amongst the dealer network. Working with dedication & innovation the division has achieved excellence in quality and greater degree of growth.



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 1300 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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