

Press Release – New Delhi, India, May 27th, 2015

Bata India, India's leading footwear retailer and manufacturer, today announced its financial results for the fifth quarter ended March 31, 2015. Company's Q5 turnover & Profit after Tax stood at **INR 491 Crores** and **INR 58.43 Crores**, respectively. Profit before exceptional items stood at 25.21 Crores. Exceptional item mainly represents gain related to part receipt of constructed space as part of property development project (23.92 Crores).

Financials

	Quarter Ended (March'2015)	Quarter Ended (March'2014)	Increase %
Net Sales/Income (Rs. in Crores)	491.00	495.12	-0.8%
Net Profit (Rs. in Crores)	58.43	39.40	48.3%

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, Bata India Limited said "Our Q5 performance continued to be impacted by supply chain related issues. However, we are on a recovery path with gradual improvement in supply chain, new store openings and emphasis on customer service. The product catalogue has also diversified with an expansion in the accessories category".

"The company plans to invest behind various activities like development of new channels and stores to address the growing consumer demand & preferences. The last quarter saw an opening of more than 38 stores and we intend to open more stores in the coming quarters."

"We have already made many new enhancements in our catalogue to make the brand as one stop shop for our consumers. The objective is to offer our customers a complete footwear solution for all looks and occasions like corporate, casual, evening, party and holiday wear. The launch of the Summer 2015 range incorporates the latest trends in footwear and accessories design."

The new range is exciting, contemporary, and stylish as well as on trend with aspirational designs and is targeted to appeal to the young generation. The styles are more youth centric with a wide range of ballerinas that will be available across colors. For the Holiday season we have introduced a special collection which includes flip flops, open sandals, sneakers, canvas collection and colorful bags and sunglasses.



The collection is available across all Bata stores in the country and online at www.bata.in.

In order to further strengthen the Board, Mr. Ravi Dhariwal has been appointed as an Independent Director and Mr. Shaibal Sinha have been appointed as an Additional Director (Non-Executive Director, liable to retire by rotation). Both the aforesaid appointments are subject to approval of the Shareholders at the forthcoming Annual General Meeting.

The Board announced a split of face value of the equity shares of the Company from one share of Rs.10/- each to two shares of Rs.5/- each, subject to approval of the shareholders at the forthcoming Annual General Meeting.

About Bata India

Bata has been holding 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 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. 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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