



Stronger Product Portfolio and New Campaigns Bring Cheer to Footwear Giant Bata

New Delhi, February 9, 2018: European footwear giant and India's most preferred footwear brand, Bata, records a healthy profit before exceptional items and tax of INR 106 crore for its third quarter ended December 31, 2017, on the back of stronger product portfolio, continued focus on making its designs more fashionable and driving cost efficiencies in manufacturing and non-manufacturing areas.

The retail market showed a strong growth riding on the festive season which was supported by strong marketing efforts in both online and at store level. The festive season took off with women's Fashion-Forward collection featuring **Manushi Chhillar, fbb Femina Ms India 2017** as the face of the collection comprising evening, party and work wear. In the sports segment, Bata introduced two new athleisure-inspired **Power** products – Glidesteam and Nwalk featuring **Aditi Arya, fbb Femina Ms India World 2015** sporting these 'Walk with Comfort' collections. Bata also brought back its iconic Ambassador collection and added fresh styles to its already successful European collection for the discerning urban male. In addition Bata undertook online marketing initiatives using digital influencers. The cumulative effect of these marketing initiatives and a change in product-mix enabled higher ASP with better margins and is getting reflected in the buoyant Q3 results.

As a result of continued focus on value added products and efficiencies in cost structure, Profit before exceptional item and Tax for the quarter ended December 31, 2017 of 106 crores has increased by 36% over the corresponding period last year. During the corresponding quarter last year, Company has reported INR 21.7 Crores as Exceptional Item for VRS in manufacturing facility at Faridabad.

Financial Highlights

The Government of India has implemented Goods and Services Tax (GST) from July, 2017 subsuming excise duty, service tax and various other indirect taxes. As per Ind - AS, the revenue for the quarter ended **December 31, 2017** is reported net of GST. Accordingly, Revenue from Operations for the quarter is lower and not comparable to the previous period.

	31 st December 2017	31 st December 2016	Rs in crore Increase/(Decrease)%
Revenue from Operations	674	641	5%
Profit before exceptional items and tax	106	78	36%



Sandeep Kataria, Chief Executive Officer, Bata India Limited shared, *“Customer tastes are evolving and we are marrying global designs and technologies with local insights to come up with new collections for different occasions like evening, party and casual-wear. Our focus on premiumization, fashion and comfort-driven technologies has also helped drive footfall into our stores. Our new larger format stores combined with better visual merchandising and continuous focus on operational cost efficiencies have helped us grow in the category.”*

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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 1,290 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