

For Immediate release

Bata India reports excellent growth for the third quarter of 2011

- 46.2% growth in PBT**
- Opens 100 new big format stores**

	Quarter Ended 30th September 2011	Quarter Ended 30th September 2010	Increase %
Net Sales/Income (Rs. in lacs)	36998.6	29178.1	26.8
PBT (Rs. in lacs)	4503.3	3080.3	46.2

New Delhi, October 31, 2011: Bata India Limited, India's leading retailer and manufacturer of footwear, declared its excellent financial results for the third quarter ended September 30, 2011.

During this quarter, the Company's Profit before tax (PBT) grew by an impressive 46.2% at Rs. 4503.3 lacs as against Rs. 3080.3 lacs in the same period last year. The Net Sales of the Company grew by 26.8% at Rs.36998.6 lacs as against Rs. 29178.1 lacs in the same period last year.

Announcing the results, Mr. Rajeev Gopalakrishnan, Group Managing Director, Bata India Limited said, "These excellent results of the company are the result of higher sales and profitability due to our continued expansion plan, an excellent shoe line, improved distribution and our customer centric approach. Quarter on quarter we have been delivering the best results and are well on our way to make this the most profitable year for Bata India. There has been consistent growth in our retail and non retail businesses which has made this quarter so successful."

Bata India has continued its strategy of expanding its retail stores and has so far opened 106 new stores this year. These new stores are based on the new large format and are above 3000 sq ft. and are spread across metros, tier 1 and tier 2 cities. The Company will continue to add over 70 new Bata Stores every year, and renovate the existing

stores providing incomparable shopping experience and customer service. The company also continued expansion of its Hush Puppies brand with the opening of 9 exclusive new stores and 5 shop-in-shops with leading department stores in the same period.

Bata has continued to focus on improvements in shoe designs through constant research, customer feedback and trend analysis. Bata introduced new technologies in the men dress category like anti skid, comfit gel etc. for better comfort during the day. Genuine leather casual collection for men under Bata and North Star was well appreciated by the young customers. For customers with an active lifestyle, Bata launched a new collection under Weinbrenner brand with personalized branding. The latest range of contemporary designs under Bata as well as the trendy new Marie Claire range was a favorite with women this festive season. A new range of handbags was also launched which complements the offering in ladies footwear category.

The company also launched new design in performance shoes under Power, for the sports enthusiasts and variety of designs in attractive colors for children under Bubblegummers and Baby Bubbles. The new sporty range introduced for school students is well appreciated by the customers.

The wholesale business has continued to grow with new customers in unrepresented towns resulting in additional business. The Branding, Institutional, safety and exports division also continued to grow.

About Bata India:

Bata has been holding a unique place in the hearts of Indians for more than 75 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.

Bata India is the largest footwear retailer in India, enjoying a large market share in the organized sector. It retails through over 1,250 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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