

Date: May 24, 2019

The Manager	The Manager	The Secretary
Corporate Relationship Department	Listing Department	The Calcutta Stock
BSE Limited	National Stock Exchange of India Limited	Exchange Limited
1 st Floor, New Trading Wing,	Exchange Plaza, 5 th Floor,	7, Lyons Range,
Rotunda Building,	Plot No. C-1, Block G,	Kolkata - 700001
P J Towers, Dalal Street, Fort,	Bandra Kurla Complex, Bandra (E),	,
Mumbai - 400001	Mumbai - 400051	
BSE Security Code: 500043	NSE Symbol: BATAINDIA	CSE Scrip Code: 10000003

Dear Sirs,

Sub: <u>Submission of Audited Financial Results along with Auditor's Report thereon (Standalone and Consolidated) for the quarter and financial year ended March 31, 2019</u>

In compliance with Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, the Audited Financial Results (AFRs) of Bata India Limited ('the Company') for the quarter and financial year ended March 31, 2019 (both Standalone and Consolidated) were approved at the meeting of the Board of Directors held today i.e., May 24, 2019. The Board Meeting commenced at 12:30 p.m. and concluded at 4:10 p.m. today.

The aforesaid AFRs (both Standalone and Consolidated) in the prescribed format and the Auditor's Report containing unmodified opinion on the aforesaid AFRs received from the Statutory Auditors of the Company are enclosed herewith. A declaration with respect to the Audit Report with unmodified opinion on the said AFRs is enclosed herewith.

In this context, a Press Release on the said AFRs is also attached.

We request you to take the same on record.

Thanking you.

Yours faithfully,

For BATA INDIA LIMITED

ARUNITO GANGULY (FCS 9285)

Assistant Vice President,

Company Secretary & Compliance Officer

Encl: As above

BSR&Co.LLP

Chartered Accountants

Building No.10, 8th Floor, Tower-B DLF Cyber City, Phase - II Gurugram - 122 002, India Telephone: + 91 124 719 1000 Fax: + 91 124 235 8613

Independent Auditor's Report

To Board of Directors of BATA India Limited

We have audited the standalone annual financial results of BATA India Limited for the year ended 31 March 2019, attached herewith, being submitted by the company pursuant to the requirement of Regulation 33 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('Listing Regulations'). Attention is drawn to the fact that figures for last the quarter ended 31 March 2019 and the corresponding quarter ended in the previous year as reported in these standalone annual financial results are the balancing figures between audited figures in respect of the full financial year and the published year to date figures upto the end of the third quarter of the relevant financial year. Also the figures up to the end of the third quarter had only been reviewed and not subjected to audit.

These standalone annual financial results have been prepared on the basis of the annual financial statements and reviewed quarterly financial results which are the responsibility of the Company's Management. Our responsibility is to express an opinion on these standalone annual financial results based on our audit of the annual financial statements which have been prepared in accordance with the recognition and measurement principles laid down in the Companies (Indian Accounting Standards) Rules, 2015 as per Section 133 of the Companies Act, 2013 and other accounting principles generally accepted in India and in compliance with Regulation 33 of the Listing Regulations.

We conducted our audit in accordance with the auditing standards generally accepted in India. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the standalone annual financial results are free of material misstatement(s). An audit includes examining, on a test basis, evidence supporting the amounts disclosed as financial results. An audit also includes assessing the accounting principles used and significant estimates made by Management. We believe that our audit provides a reasonable basis for our opinion.

In our opinion and to the best of our information and according to the explanations given to us these financial results:

- are presented in accordance with the requirements of Regulation 33 of the Listing Regulations in this regard;
 and
- (ii) give a true and fair view of the net profit and other comprehensive income and other financial information for the year ended 31 March 2019.

For BSR & Co. LLP

Chartered Accountants

ICAI Firm Registration Number:101248W/W-100022

Place: Gurugram Date: 24 May 2019 Partner

Adhir Kapoor

Membership No. 098297



BATA INDIA LIMITED

REGD. OFFICE: 27B, CAMAC STREET, 1st FLOOR, KOLKATA 700016 | CIN: L19201WB1931PLC007261

Telephone: 033 23014400, Fax: 033 22895748 | E-mail: corporate.relations@bata.com; Website: www.bata.in

STATEMENT OF STANDALONE AUDITED FINANCIAL RESULTS FOR THE QUARTER AND YEAR ENDED 31ST MARCH 2019

(in Rs. million except per share data)

SI. No.	Particulars	3 months ended 31st March 2019 (refer note 8)	3 months ended 31st December 2018	Corresponding 3 months ended 31st March 2018 (refer note 8)	Year ended 31st March 2019	Year ended 31st March 2018
		Audited	Unaudited	Audited	Audited	Audited
1	Income					
	a Revenue from operations	6793.90	7786.99	6323.13	29284.44	26363.18
	b Other income	279.32	137.41	137.08	685.43	508.44
	Total Income	7073.22	7924.40	6460.21	29969.87	26871.62
2	Expenses					
	a Cost of raw material and components consumed	696.24	586.94	589.10	2807.22	2695.23
	b Purchase of traded goods	3177.24	2007.01	2640.50	10861.27	9842.28
	c (Increase)/decrease in inventories of finished goods, work-in-progress and traded goods	(958.95)	631.65	(440.56)	(825.23)	(578.95)
	d Excise duty on sale of goods	-	-	-	-	70.47
	e Employee benefits expense	848.81	830.55	808.85	3310.83	2953.78
	f Finance costs	5.88	9.28	20.39	35.46	41.98
	g Depreciation and amortisation expense	166.28	170.32	168.55	640.16	604.21
	h Rent	968.89	970.10	896.19	3793.39	3622.30
	i Other expenses	1116.69	1124.48	1006.02	4564.12	4220.18
	Total Expenses	6021.08	6330.33	5689.04	25187.22	23471.48
3	Profit before tax	1052.14	1594.07	771.17	4782.65	3400.14
4	Tax expense					
	- Current tax	390.32	569.32	250.09	1729.24	1213.95
	- Deferred tax (credit)	(21.56)	(7.02)	0.25	(43.88)	(49.59)
	- Tax reversal for earlier years	(199.31)	-		(199.31)	-
5	Profit for the period	882.69	1031.77	520.84	3296.60	2235.78
6	Other comprehensive income					
	Other comprehensive income not to be reclassified to profit or loss in subsequent periods:					
	a Re-measurement (losses)/gains on defined benefit plans	(26.22)	9.00	(54.60)	2.11	(244.73)
	b Income tax effect	9.19	(3.14)	18.89	(0.73)	84.70
	Other comprehensive income, net of tax	(17.03)	5.86	(35.71)	1.38	(160.03)
	Total comprehensive income, net of tax	865.66	1037.63	485.13	3297.98	2075.75
	Earnings per equity share of Rs. 5/- each					
	Basic	6.87	8.03	4.05	25.65	17.40
	Diluted	6.87	8.03	4.05	25.65	17.40
Soo :	excompanying notes to the Standalone audited financial results.					

See accompanying notes to the Standalone audited financial results.

Notes :

- 1 The above standalone results were reviewed by the Audit Committee and approved by the Board of Directors at the Board Meeting held on 24th May 2019.
- 2 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 as reported above is net of GST. Accordingly, the numbers for the year ended 31st March 2019 are lower and not comparable with the corresponding period last year.
- 3 Revenue from operations for the quarter ended 31st March 2019 of Rs. 6793.90 million and year ended 31st March 2019 of Rs. 29284.44 million, have increased by 7.4% and 11.1% respectively over the corresponding period last year.
- corresponding period last year.

 4 Profit before tax for the quarter ended 31st March 2019 of Rs. 1052.14 million and the year ended 31st March 2019 of Rs. 4782.65 million, has increased by 36% and 41% over the corresponding period last year.
- 5 The Company operates in a single segment, i.e., Footwear and Accessories.
- 6 The Board of Directors have recommended a dividend of Rs. 6.25 per share (125% on an equity share of par value of Rs. 5/- each) for the year ended 31st March, 2019. The payment is subject to approval of the shareholders at the ensuing Annual General Meeting of the Company.
- 7 Effective 1st April, 2018, the Company has adopted Ind AS 115 using the cumulative effect method. Accordingly the comparative information is not restated in the audited year ended 31st March 2018. There is no significant impact on retained earnings as at 1st April, 2018. Moreover, the application of Ind AS 115 did not have any significant impact on recognition and measurement of revenue from operations and other related items in the financials results of the Company.
- 8 The figures for the quarters ended 31st March 2019 and 31st March 2018 are balancing figures between audited figures in respect of the full financial year and the published year to date figure upto 31st December 2018 and 31st December 2017 respectively. Also, the figures upto the end of third quarter were only reviewed and not subject to audit.
- 9 The report of Statutory Auditors is being filed with National Stock Exchange of India Limited, BSE Limited and The Calcutta Stock Exchange Limited. For more details on audited results, please visit Investor Relations section of our website www.bata.in and Financial Results at Corporate section of www.nseindia.com, www.bseindia.com and www.cse-india.com.



		As at Standalo	As at
Particulars		31 March 2019	31 March 2018
		Audited	Audited
ASSETS		Addited	71001000
Non-current assets			
NOII-cullelle assets	Property, plant and equipment	3107.83	2929.10
	Capital work-in-progress	172.51	121.1
	Intangible assets	37.85	15.4
	Financial assets		
	Investments	49.51	49.5
	Loans	1086.22	993.0
	Deferred tax assets (net)	1097.81	1053.9
	Other non-current tax assets	522.44	466.3
	Other non-current assets	337.51	344.2
	Other hori current assets		
Current assets			
carrent assets	Inventories	8390.89	7621.1
	Financial assets		
	Trade receivables	652.96	886.3
	Cash and cash equivalents	585.53	543.6
	Bank Balances other than those included in cash and cash equivalents	7804.42	5341.2
	Loans	37.57	37.6
	Other financial assets	441.13	331.9
	Other current assets	462.17	713.9
	Total Assets	24786.35	21448.6
EQUITY AND LIABILITIES			
Equity			
	Equity share capital	642.64	642.6
	Other equity	16822.69	14144.5
	Total	17465.33	14787.1
LIABILITIES			
Non-current liabilities	er as a the 1999		
	Financial liabilities		
	Trade payables		
	- Micro enterprises and small enterprises	1002.40	1037.4
	- Other than micro enterprises and small enterprises	22.77	21.9
	Provisions	22.77	21.5
Current liabilities	The control link illiators		
	Financial liabilities		
	Trade payables	464.74	27.0
	- Micro enterprises and small enterprises	161.71	37.9
	- Other than micro enterprises and small enterprises	4994.79	4754.3
	Other financial liabilities	417.04	353.8
	Other current liabilities	209.00	173.6
	Provisions	156.67	103.1
	Current tax liabilities (net)	356.64	179.2
	Current tax nationals (net)		THE RESERVE OF THE PARTY OF THE

Gurugram 24.05.2019 Ram Kumak Gapta DIRECTOR FINANCE

Rajeev Gopalakrishnan MANAGING DIRECTOR

BSR&Co.LLP

Chartered Accountants

Building No.10, 8th Floor, Tower-B DLF Cyber City, Phase - II Gurugram - 122 002, India Telephone: + 91 124 719 1000 Fax: + 91 124 235 8613

Independent Auditor's Report

To Board of Directors of Bata India Limited

We have audited the consolidated annual financial results of Bata India Limited for the year ended 31 March 2019, attached herewith, being submitted by the Company pursuant to the requirement of Regulation 33 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('Listing Regulations').

These consolidated annual financial results have been prepared from consolidated annual financial statements which is the responsibility of the Company's Management. Our responsibility is to express an opinion on these consolidated annual financial results based on our audit of such consolidated annual financial statements, which have been prepared in accordance with the recognition and measurement principles laid down in the Companies (Indian Accounting Standards) Rules, 2015 as per Section 133 of the Companies Act, 2013 and other accounting principles generally accepted in India and in compliance with Regulation 33 of the Listing Regulations.

We conducted our audit in accordance with the auditing standards generally accepted in India. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the consolidated annual financial results are free of material misstatement(s). An audit includes examining, on a test basis, evidence supporting the amounts disclosed as financial results. An audit also includes assessing the accounting principles used and significant estimates made by Management. We believe that our audit provides a reasonable basis for our opinion.

We did not audit the financial statements of three subsidiaries included in the consolidated annual financial results, whose annual financial statements reflect total assets of INR 74.12 million as at 31 March 2019 as well as the total revenue of INR 30.54 million for the year ended 31 March 2019. These annual financial statements and other financial information have been audited by other auditors whose reports have been furnished to us, and our opinion on the consolidated annual financial results, to the extent they have been derived from such annual financial statements is based solely on the report of such other auditors. Our opinion on the consolidated annual financial results is not modified in respect of this matter with respect to our reliance on the work done and the reports of the other auditors.

In our opinion and to the best of our information and according to the explanations given to us and based on consideration of reports of other auditors on separate financial statements of the subsidiaries as aforesaid, these consolidated annual financial results:

- (i) include the annual financial results of the following entities:
 - Bata India Limited
 - Wayfinder Brands Limited
 - Bata Properties Limited
 - Coastal Commercial and Exim Limited (step down subsidiary)



Place: Gurugram

Date: 24 May 2019

- (ii) have been presented in accordance with the requirements of Regulation 33 of the Listing Regulations in this regard; and
- (iii) give a true and fair view of the net consolidated profit and other comprehensive income and other financial information for the year ended 31 March 2019.

For BSR & Co. LLP

Chartered Accountants

ICAI Firm's Registration No: 101248W/W-100022

Adhir Kapoor

Partner

Membership No. 098297



BATA INDIA LIMITED

REGD. OFFICE: 27B, CAMAC STREET, 1st FLOOR, KOLKATA 700016 | CIN: L19201WB1931PLC007261

Telephone: 033 23014400, Fax: 033 22895748 | E-mail: corporate.relations@bata.com; Website: www.bata.in

STATEMENT OF CONSOLIDATED AUDITED FINANCIAL RESULTS FOR YEAR ENDED 31ST MARCH 2019

(in Rs. million except per share data)

		1	
SI No	Particulars	Year ended 31st March 2019	Year ended 31st March 2018
		Audited	Audited
1	INCOME		
	a Revenue from operations	29311.03	26412.16
	b Other income	682.20	503.27
	Total Income	29993.23	26915.43
2	Expenses		
	a Cost of raw material and components consumed	2807.22	2695.23
	b Purchase of traded goods	10861.27	9854.70
	c (Increase)/ decrease in inventories of finished goods, work-in-progress and traded goods	(797.43)	(525.95)
	d Excise duty on sale of goods	-	70.47
	e Employee benefits expense	3310.83	2956.10
	f Finance costs	35.46	41.98
	g Depreciation and amortisation expense	640.47	604.52
	h Rent	3793.17	3622.43
	i Other expenses	4565.37	4225.55
	Total Expenses	25216.36	23545.03
3	Profit before tax	4776.87	3370.40
4	Tax expense		
	- Current tax	1730.13	1214.73
	- Deferred tax (credit)	(43.88)	(49.59)
	- Tax (reversal)/expense for earlier years	(199.32)	0.13
5	Profit for the year	3289.94	2205.13
6	Other comprehensive income		
	Other comprehensive income not to be reclassified to profit or loss in subsequent periods:		
	a Re-measurement gains/(losses) on defined benefit plans	2.11	(244.73)
	b Income tax effect	(0.73)	84.70
	Other comprehensive income, net of tax	1.38	(160.03)
	Total comprehensive income, net of tax	3291.32	2045.10
	Earnings per equity share of Rs. 5 each		
	Basic	25.60	17.16
	Diluted	25.60	17.16

See accompanying notes to the Consolidated audited financial results.

Notes:

- 1 The Consolidated financial results include results of Bata India Ltd. (the Holding Company), Bata Properties Limited, Coastal Commercial & Exim Limited and Way Finders Brands Limited.
- 2 The Consolidated financial results of the Group are prepared in accordance with the requirements of Ind AS 110 "Consolidated Financial Statements".
- 3 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 year ended 31st March 2019 is reported net of GST. Accordingly, the numbers for year ended 31st March 2019 are lower and not comparable with the previous period presented in the results.
- 4 Revenue from operations for the Year ended 31st March 2019 of Rs. 29311.03 million has increased by 11% over the corresponding period last year.
- 5 Profit before tax for the Year ended 31st March 2019 of Rs. 4776.87 million, has increased by 42% over the corresponding period last year.
- 6 The above results were reviewed by the Audit Committee and approved by the Board of Directors at the Board Meeting held on 24th May 2019.
- 7 The Board of Directors of Holding Company have recommended a dividend of Rs. 6.25 per share (125% on an equity share of par value of Rs. 5/- each) for the year ended 31st March 2019. The payment is subject to approval of the shareholders at the ensuing Annual General Meeting of the Company.
- 8 Effective 1st April, 2018, the Group has adopted Ind AS 115 using the cumulative effect method. Accordingly the comparative information is not restated in the audited year ended 31st March 2018. There is no significant impact on retained earnings as at 1st April 2018. Moreover, the application of Ind AS 115 did not have any significant impact on recognition and measurement of revenue from operations and other related items in the financials results of the Group.
- 9 The Group's business activity falls within a single business segment i.e. Footwear and accessories.
- 10 The report of Statutory Auditors is being filed with National Stock Exchange of India Limited, BSE Limited and The Calcutta Stock Exchange Limited. For more details on audited results, please visit Investor Relations section of our website www.bata.in and Financial Results at Corporate section of www.nseindia.com, www.bseindia.com and www.cse-india.com.

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Particulars		As at	As at
		31 March 2019	31 March 2018 Audited
ASSETS		Audited	Audited
Non-current assets			
Mon-current assets	Property, plant and equipment	3127.17	2,948.73
	Capital work-in-progress	172.51	121.1
	Intangible assets	37.88	15.5
	Financial assets		
	Investments	-	-
	Loans	1017.36	912.6
	Other financial assets	21.82	0.9
	Deferred tax assets (net)	1098.50	1,054.8
	Other non-current tax assets	523.22	467.1
	Other non-current assets	337.51	344.2
	Other Hori carreit assets		Scanne
Current assets			
	Inventories	8,393.67	7,651.7
	Financial assets		
	Trade receivables	663.50	893.5
	Cash and cash equivalents	585.79	545.1
	Bank balances other than those included in cash and cash	7,817.36	5,366.8
	equivalents		
	Loans	37.51	37.6
	Others financial assets	441.15	331.9
	Other current assets	465.89	722.2
	Total Assets	24740.84	21414.0
The state of the s			
EQUITY AND LIABILITIES			
EQUITY AND LIABILITIES			
The last section of the contract to the contract to the	Equity share capital	642.64	
The last section of the contract to the contract to the	Equity share capital Other equity	16775.80	14104.
The last section of the contract to the contract to the	Equity share capital		14104.
Equity	Equity share capital Other equity	16775.80	14104.
Equity	Equity share capital Other equity	16775.80	14104.
Equity	Equity share capital Other equity Total	16775.80	14104.
Equity	Equity share capital Other equity Total Financial liabilities	16775.80	14104.
Equity	Equity share capital Other equity Total Financial liabilities Trade payables	16775.80	14104.
Equity	Equity share capital Other equity Total Financial liabilities Trade payables - Micro enterprises and small enterprises	16775.80 17418.44	14104. 14746.
Equity	Equity share capital Other equity Total Financial liabilities Trade payables - Micro enterprises and small enterprises - Other than micro enterprises and small enterprises	16775.80	14104. 14746.
Equity LIABILITIES Non-current liabilities	Equity share capital Other equity Total Financial liabilities Trade payables - Micro enterprises and small enterprises	16775.80 17418.44	14104. 1 4746. 1037.4
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Equity LIABILITIES Non-current liabilities	Equity share capital Other equity Total Financial liabilities Trade payables - Micro enterprises and small enterprises - Other than micro enterprises and small enterprises Provisions Financial liabilities Trade payables	16775.80 17418.44 1002.40 22.77	14104. 14746. 1037.4 21.9
Equity LIABILITIES Non-current liabilities	Equity share capital Other equity Total Financial liabilities Trade payables - Micro enterprises and small enterprises - Other than micro enterprises and small enterprises Provisions Financial liabilities Trade payables - Micro enterprises and small enterprises	16775.80 17418.44 1002.40 22.77	14104. 14746. 1037.4 21.9
Equity LIABILITIES Non-current liabilities	Equity share capital Other equity Total Financial liabilities Trade payables - Micro enterprises and small enterprises - Other than micro enterprises and small enterprises Provisions Financial liabilities Trade payables - Micro enterprises and small enterprises - Other than micro enterprises and small enterprises	16775.80 17418.44 1002.40 22.77 161.71 4996.07	14104. 14746. 1037.4 21.9 37.9 4,759.8
Equity LIABILITIES Non-current liabilities	Equity share capital Other equity Total Financial liabilities Trade payables - Micro enterprises and small enterprises - Other than micro enterprises and small enterprises Provisions Financial liabilities Trade payables - Micro enterprises and small enterprises - Other than micro enterprises and small enterprises Other financial liabilities	16775.80 17418.44 - 1002.40 22.77 161.71 4996.07 417.04	14104. 14746. 1037.4 21.9 37.9 4,759.8 353.8
Equity LIABILITIES Non-current liabilities	Equity share capital Other equity Total Financial liabilities Trade payables - Micro enterprises and small enterprises - Other than micro enterprises and small enterprises Provisions Financial liabilities Trade payables - Micro enterprises and small enterprises - Other than micro enterprises and small enterprises Other financial liabilities Other current liabilities	16775.80 17418.44 1002.40 22.77 161.71 4996.07 417.04 209.10	14104. 14746. 1037.4 21.9 37.9 4,759.8 353.8 173.7
Equity LIABILITIES Non-current liabilities	Equity share capital Other equity Total Financial liabilities Trade payables - Micro enterprises and small enterprises - Other than micro enterprises and small enterprises Provisions Financial liabilities Trade payables - Micro enterprises and small enterprises - Other than micro enterprises and small enterprises Other financial liabilities	16775.80 17418.44 - 1002.40 22.77 161.71 4996.07 417.04	642.6 14104.1 14746. 1 1037.4 21.9 4,759.8 353.8 173.7 103.1 179.2

Gurugram 24.05.2019 Ram Kumar Gupta
DIRECTOR FINANCE

Rajeev Gopalakrishnan MANAGING DIRECTOR



Date: May 24, 2019

The Manager	The Manager	The Secretary
Corporate Relationship Department	Listing Department	The Calcutta Stock
BSE Limited	National Stock Exchange of India Limited	Exchange Limited
1 st Floor, New Trading Wing,	Exchange Plaza, 5 th Floor,	7, Lyons Range,
Rotunda Building,	Plot No. C-1, Block G,	Kolkata - 700001
P J Towers, Dalal Street, Fort,	Bandra Kurla Complex, Bandra (E),	
Mumbai - 400001	Mumbai - 400051	
BSE Security Code: 500043	NSE Symbol: BATAINDIA	CSE Scrip Code: 10000003

Dear Sirs,

Sub: <u>Declaration with respect to Audit Report with unmodified opinion to the Audited Financial</u>
Results (Standalone and Consolidated) for the quarter and financial year ended March 31, 2019

In compliance with Regulation 33(3)(d) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended, we confirm that the Statutory Auditors of the Company M/s. B S R & Co. LLP, Chartered Accountants (ICAI Firm Registration No. 101248W / W-100022) have not expressed any modified opinion in their Audit Report pertaining to the Audited Financial Results (both Standalone and Consolidated) of Bata India Limited for the quarter and financial year ended March 31, 2019.

We request you to take the same on record.

Thanking you.

Yours faithfully,

For BATA INDIA LIMITED

RAJEEV GOPALAKRISHNAN

Managing Director DIN: 03438046

RAM KUMAR GUPTA

Director Finance and CFO

DIN: 01125065



Bata delivers good performance with its continued Youth focus

Reported 36% rise in Q4 2018-19, Profit before tax to Rs. 1,052 million

New Delhi, May 24, 2019: Bata India, the leading footwear retailer, reported Rs. 6,794 million in Net Sales for the last quarter of the financial year, closing 7.4% over the corresponding quarter riding on double digit growth from the Retail Channel. This was tempered down by a below expectations performance by the E-Commerce channel due to changed legislation for the industry and a one-off institutional order in the same quarter previous year. The Company has delivered a good profit performance on the back of conscious efforts taken towards cost and expense control that contributed extensively in increasing the profit margin. Product innovation supported by strong brand campaigns led to upswing in the brand imagery, leading to increased sales.

The year started with the launch of high decibel brand campaign - #SurprisinglyBata as the overarching theme of the renewed spirit of Bata targeted towards the younger consumer with a fashion forward approach. It was matched by making Design and Technology as fundamental facets for every product line introduced through the year.

Riding on the vision of #SurprisinglyBata, Bata launched its 9-to-9 campaign with Kriti Sanon which was well received, helping drive footfalls and revenue for women's category as a whole. Disruptive campaigns done consistently with Bollywood heartthrobs Kriti Sanon and Sushant Singh Rajput have strengthened the brand positioning as stylish & trendy, leading to its growing popularity amongst the youth.

Our focus on consumer facing IT helped us to take our Omni channel offering to 400+ plus stores thereby ensuring that consumers can find their perfect size and style all the time!

Bata India also strengthened its commitment to protecting & preserving environment through their Gogreen initiatives under Recycle, Reuse and Reduce program. It aims to go paperless in the near future and an e-invoice pilot has already been activated in select stores. Bata has shifted to using 100% water-based adhesives at all its manufacturing units to minimize use of harmful chemicals and it uses nature friendly compounds like 'Life Naturals' in all school shoes offering anti-bacterial protection. A shift to energy-efficient LED lighting in factories & stores leading to lower power consumption and greenhouse gas emissions is currently ongoing.



"Bata has had a good year with increased turnover growth and higher profit margins helping close the year with 41% profit growth against last year. The strategy was to innovate across all consumer touch points- Product, brand imagery, retail, to present the renewed spirit of Bata and drive relevance with our audience. While marketing initiatives were important, we took measures to be more cost effective to increase our profit margins too. Consumer insight led product launches supported by disruptive 360 campaigns like the 9am to 9pm Collection for women and Unlimited Casual Collection for men have resonated well with the consumer. We will continue to surprise them with our upcoming initiatives as well", said Sandeep Kataria, Chief Executive Officer, Bata India Limited.

Financial Highlights

(Amount in million)

			Increase/(Decrease)%
Revenue from Operations	31 st March 2019 6,794	31 st March 2018 6,323	7.4%
Profit before Tax	1,052	771	36%

Press Contacts:

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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 1,300 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