



Bata India launches 'Bata Happy Steps' on Children's Day

To gift 50,000 pair of shoes to under-privileged children across India

New Delhi: November 14, 2016: This Children's Day, Bata, the European footwear brand headquartered in Switzerland, strengthened its tradition of giving back to the society in the form of gifting of shoes to children in need across India.

India is a country of exceptionally talented children, who need to be inspired to lead more active and healthy lifestyles. On the occasion of Children's day, Bata, India's leading footwear brand, takes a pledge to make these hopes of our future feel confident and comfortable in all that they do.

Under its Bata Children's CSR Program, Bata has started a campaign titled '**Bata Happy Steps**' to assist children who are walking barefeet to keep them safe & healthy by providing 50,000 pair of shoes for kids across India. To help distribute shoes to needy children, Bata is engaging multiple NGO's.

Speaking on the occasion of Children's day, **Mr.Rajeev Gopalakrishnan (President, Bata South Asia) said**, "Children need to attend school in comfort and with dignity, be better prepared to learn and play. A pair of well fitted shoes can do wonders to a child's self-esteem and the confidence they get inspires them to succeed at school, on the playground and in other walks of life."

"Not having footwear can prevent kids from going to schools, playing and achieving their full potential. This children's day we pledge to always be alongside our kids, in every step of their lives, supporting them as they achieve extraordinary feats. We are sure that 'Bata Happy Steps' will assist as many children as we can in their respective journeys of success." **he further added.**

About BATA

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 branded footwear. It sells over 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 1,265 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

For further information contact:

Gayathri Natarajan | gayathri@actimediaindia.com | 8800661408

Alina Zafar | alina@actimediaindia.com | 8960789372