



BATA FELICITATES THE YOUNG BRAVEHEARTS OF INDIA

New Delhi: January 17, 2016: Bata, the European footwear major and India's leading footwear brand, honored the incumbent young bravery award recipients of 68th Republic Day at a felicitation ceremony at the Bata India Connaught Place store.

Recognizing the spirit of bravery, Bata India saluted these children who have distinguished themselves by performing outstanding heroic deeds of bravery. These children were gifted shoes as a token of appreciation by Bata India.

Commenting on the occasion, Siya Vamansa Khode, who saved her baby brother from electrocution by high voltage wires said "We are all very excited to have such a wonderful time in Delhi, we are extremely thankful".

"We were a little scared and worried after the incident", added Akshit and Akshita Sharma, the siblings who nabbed 2 burglars, catching them in the act. "After experiencing such recognition and so many people appreciating us, we feel very happy and our mood has never been better!"

The parents of Anshika Pandey, who bravely escaped kidnappers in the face of knives and acid, expressed "We are very happy that Bata, along with our government and various other entities, have recognized our children and congratulated them. We only hope that this support will extend into the future, where brave children recognized every year will be given long lasting support. We hope that the government will encourage them in whatever careers they choose to pursue, like army services or even medicine!"

Mr. Rajeev Gopalakrishnan, President, South Asia, Bata Emerging Markets, said, "These young brave hearts have made the nation proud and so we join our fellow citizens in celebrating their bravery by a small gesture which we extend every year as part of our 'Bata Happy Steps' program."

These brave hearts come from different cities across India and are winners of the National Bravery Award (an endeavor by the Indian Council for Child Welfare, ICCW). These child heroes included 8 girls, 13 boys and guardians of 4 posthumous awardees who performed outstanding acts of valor in year 2016.

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.

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. More information on Bata India can be found at www.bata.in

Press Contacts:

Gayathri Natarajan | gayathri@actimediaindia.com | 8800661408
Alina Zafar | alina@actimediaindia.com | 8960789372