



Bata India Launches its New City Format Store in GIP Noida with the Global CEO, Jack Clemons and Actress Vaani Kapoor

Press Release – New Delhi, India, November 6th, 2014

Bata, India's leading footwear retailer and manufacturer, continues to increase its retail presence with the launch of its new city format store this week at Great India Place, Noida in succession to the launch of their largest store in Bandra at the Hill Road, Mumbai last week. To mark the momentous occasion, BATA's Global CEO Mr. Jack Clemons and the Group Managing Director Mr. Rajeev Gopalakrishnan along with the celebrity actress Vaani Kapoor inaugurated the store.

Trading from nearly 2,000 square feet, the new store offers customers an international shopping experience in the biggest mall of Noida, Great India Place. The store showcases Bata's new extensive product offering in a newly introduced city format which is more inviting and displays the product range in a much advanced format. Customers can choose from an extensive range of the retailer's latest collection across footwear for women, men, children, as well as a special edit of exclusive accessories.

Mr. Rajeev Gopalakrishnan, Group Managing Director of Bata India Limited, said "Furthering our growth and visibility in the market is opening of the new city format stores in key locations like GIP Noida. This is an essential part of our growth strategy to make the brand more accessible to the consumers. To have our Global CEO Mr. Jack Clemons join us for the occasion is a complete honor for the entire team. The store, which is made on global standards and offers an enriching shopping experience with great customer service is sure to be appreciated by our customers."

Speaking from Bata, Celebrity, Vaani Kapoor, flaunting a pair of BATA stilettos from the latest Collection said, "My earliest shoe memory is walking into a BATA store at start of the school session for a new pair of shiny black mary jane shoes and crisp white canvas shoes! It is an absolute pleasure to be here today in my home city with Mr. Clemons and Mr. Gopalakrishnan to launch this beautiful BATA store at GIP Noida. I'm so impressed by the diversity in designs and styles for both women and men. It is just wonderful to see a brand so close to all our hearts creating beautiful, stylish and yet comfortable footwear for every occasion, I can't wait to start shopping!"

In line with Bata's retail growth strategy, the fall winter collection stocked at the newly launched Noida store is a contemporary mix of footwear and accessories for men, women and children. The wide range for men's footwear includes boat shoes, oxfords, dress boots, loafers, brogues and derby shoes. The Women's category is a collection of high heels, clogs, mules, sandals, wedges, pumps, ballerinas and peep toes. A wide selection of accessories like bags, belts, and scarves is also a part of the catalogue to create the brand as a one-stop shop for our customers.



About Bata India

Bata has been holding a unique place in the hearts of Indians for more than 84 years. 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 45 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, enjoying a large market share in the organized sector. It retails through over 1,400 Bata Shoe Stores located in over 500 cities across India.

Bata has been lately recognized under the ET Best Brands and has also bagged the title of No.1 lifestyle brand in the footwear category in the Brand Equity most Trusted Brands of 2014. Bata has also achieved the Platinum Award in 2014 Reader's Digest Most Trusted brands and many more in the counting. Bata has also been engaging in a lot of consumer activities like launching newer stores with celebrity associations. This helps the brand to build connect with the youth of today.

For more information on Bata India, please visit www.bata.in

The BATA GIP store address: Bata Shoe Store, Shop No. 109, 1st Floor, GIP MALL, NOIDA

For press information, please contact:

Bata India Limited
Roopam Gupta
roopam.gupta@bata.com
0124-3375600

Bata®

