

7<sup>th</sup> November, 2017

<b>The Manager</b> Listing Department <b>The National Stock Exchange of India Ltd.</b> Exchange Plaza, 5th Floor Plot No. C/1, Bandra - Kurla Complex, Bandra (East), Mumbai - 400051 Tel. No.: 022-26598100`14 Fax No.: 022-26598273-38 Scrip Code: LIBERTSHOE ISIN No. : INE 557B01019	<b>The Manager</b> Listing Department <b>Bombay Stock Exchange Ltd.</b> Phiroza Jeejeebhoy Towers, Dalal Street, Mumbai – 400001 Tel: 022 – 22722375, 2066 Fax : 022 – 22722037, 39, 41,61 Scrip Code: 526596 ISIN No. : INE 557B01019
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**Sub: Press announcement made at the Board Meeting for 2<sup>nd</sup> Quarter and half year ended 30<sup>th</sup> September, 2017 results**

**Compliance Officer** : Munish kakra (CFO & Company Secretary)  
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**Scrip Code** : LIBERTSHOE  
**ISIN No.** : INE 557B01019

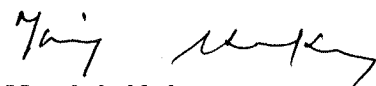
Dear Sir/ Madam,

Please refer to our letter dated 7<sup>th</sup> November, 2017 in respect of outcome of the Board meeting of the Company held on Tuesday, 7<sup>th</sup> November, 2017.

In continuation thereof, please find attached herewith the Press announcement made by the Company just after the Board meeting in respect of its 2<sup>nd</sup> Quarter and half year ended 30<sup>th</sup> September, 2017 results for your information & records.

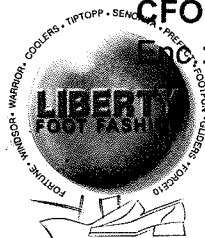
Kindly upload the same on your website for the information of the investors at large.

Thanking you,  
Sincerely Yours,  
For **Liberty Shoes Ltd.**



**Munish Kakra**  
**CFO & Company Secretary**

Enc: a/a



**Liberty Shoes Ltd.**

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CIN No. L19201HR1986PLC033185



## Liberty announces its 2<sup>nd</sup> Quarter and Six Months financial results

**Gurugram, Haryana, Tuesday, November 7, 2017:** Liberty Shoes Ltd., today announced its results of Q2 and H1 ended 30<sup>th</sup> September, 2017.

### Highlights for the 2<sup>nd</sup> Quarter and Half year ended 30<sup>th</sup> September, 2017:

- The Company has achieved a turnover of Rs. 125.82 Crores during the Q2 with a growth of 12% as compared to Rs. 112.17 Crores during the corresponding Q2 quarter in the previous year ended 31<sup>st</sup> March, 2017.
- The Company for the 2<sup>nd</sup> Quarter and Half year ended 30<sup>th</sup> September, 2017 has recorded a turnover of Rs. 254.44 Crores with a growth of 8% as compared to Rs. 235.96 Crores during the corresponding 2<sup>nd</sup> Quarter and Half year in the previous year ended 31<sup>st</sup> March, 2017.
- At the Domestic front the Company for the 2<sup>nd</sup> Quarter and Half year ended 30<sup>th</sup> September, 2017 has recorded a turnover of Rs. 240.13 Crores with a growth of 13% as compared to Rs. 211.87 Crores during the corresponding 2<sup>nd</sup> Quarter and Half year in the previous year ended 31<sup>st</sup> March, 2017.
- At the Export front, the Company has not been able to improve its performance mainly on account of reduction in crude oil prices globally, specifically in Middle East and discontinuation of export orders having low margins.
- The Company has sold 13.60 Lakhs more pairs of footwear during the period ended 30<sup>th</sup> September, 2017 as compared to the corresponding period of 2<sup>nd</sup> Quarter and Half year ended in the previous year ended 31<sup>st</sup> March, 2017.
- EBIDTA during the Q2 quarter has shown some improvements of 0.5% approx. as compared to previous quarter of Q1.

### Commenting on the results and performance, Sh. Adesh Gupta, CEO & Executive Director of the Company said:

During the period under consideration the Institutional sales have been increased whereas the retail sales remained sluggish in comparison to the corresponding period of the previous financial year ended 31<sup>st</sup> March, 2017.

While expressing his concern for the operating margins, Mr. Gupta has explained that during the period under consideration the margins of the Company have impacted due to liquidation of Pre-GST stocks with discounts offered to retail customers, execution of certain Institutional orders having low margins with higher cost of goods sold.

Mr. Gupta while elaborating the numbers also highlighted that introduction of GST is positive and welcoming for the Footwear Industry and we are optimistic that the momentum will pick up over the next two quarters of the current financial year and with the settling of all issue and



concern under GST the overall organized footwear sector would be benefitted and Liberty would increase its pie in the growing organized footwear market.

**Launch of Company's new Brand with latest technology named as "HEALER" for premium segment:**

While focusing on the quality and fashion consciousness, Mr. Gupta also highlighted that in the fast changing market scenario and tough competition being faced from other competitors in Domestic sales front of the Company, the new product launch at this stage will pave the way of creating new market. In view of increased health consciousness amongst the consumers and public at large the Company had been working on creating a new concept with advanced technology for foot care and accordingly launched "HEALER" a new product line under medicated footwear segment with altogether different concept and price range to tap the premium segment market with fairly reasonable price as compared to other players of this segment. The most exciting thing about the "HEALERS" range is the way the Company has tried to fuse style and technology to achieve more in terms of improving circulation, increasing energy levels and adding vitality to the life of consumers by employing State- of-the- art designing and advanced biomechanics to craft Healers as most comfortable footwear offering foot massage at every step.

The Company has robust plan of expansion of exclusive "HEALERS" store across India in next couple of years to increase its customer base with simultaneous focus on "Shop in Shop" (SIS) arrangements with top 50 existing exclusive stores of the Company including Franchisee stores.

**For more information, please contact:**

**Liberty Shoes Ltd.**

CIN: L19201HRPLC033185

**Sh. Munish Kakra**

CFO & Company Secretary

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