

14<sup>th</sup> February, 2019

<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 3rd Quarter and  
Nine Months ended 31st December, 2018 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 14th February, 2019 in respect of outcome of the Board meeting of the Company held on Thursday, 14<sup>th</sup> February, 2019.

In continuation thereof, please find attached herewith the Press announcement made by the Company just after the Board meeting in respect of its 3rd Quarter and Nine Months ended 31st December, 2018 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. Liberty Shoes Limited,

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CIN No. L19201HR1986PLC033185





**Liberty's 9 Months Sales increased by 10% & PAT increased by 12%**

**Gurugram, Haryana, Thursday, February 14, 2019:** Liberty Shoes Ltd., today announced its results of Q3 and 9M ended 31st December, 2018.

**Highlights for the 3rd Quarter and Nine Months ended 31st December, 2018:**

(Rs. in Lakh except EPS)

Particulars	Q3 (2018-19)	Q3 (2017-18)	% increase/ (Decrease)	9M (2018-19)	9M (2017-18)	% increase/ (Decrease)
Total Sales	14,546.10	16,311.89	(10.83)	45,818.62	41,756.50	9.73
Domestic Sales	13,729.87	15,872.78	(13.49)	43,298.05	39,886.55	8.55
Exports Sales	816.23	439.11	86.00	2,520.57	1,869.95	35.00
EBIDTA	1,002.41	1166.76	(14.09)	3,138.63	2,971.02	5.64
PBT	284.01	455.41	(37.64)	1,001.90	807.41	24.09
PAT	121.41	265.77	(54.32)	549.39	487.87	12.61
EPS	0.71	1.56	(54.32)	3.22	2.86	12.61

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

- ❖ During the 3<sup>rd</sup> Quarter ended 31st December, 2018 Overall Sales remained lower by 11% (approx) in comparison to the previous corresponding quarter ended 31st December 2017, however the sales for the 9 Months period ended 31<sup>st</sup> December, 2018 registered an increase by 10% in comparison to the previous corresponding 9 months period ended 31<sup>st</sup> December 2017. The downfall in Q3 sales is because of early supply of major traded institutional Order during Q2 itself as against last year supply made in Q3 as a result of which overall 9 months' Sales have improved but Q3 of the period ended 31<sup>st</sup> Dec, 2018 appears to be lower than last year.
- ❖ Institutional Sales Segments (Manufactured Sales) have registered growth of approx 4% & 17% during Q3 and 9 months period ended 31<sup>st</sup> Dec, 2018 as against respective previous corresponding quarter/period.
- ❖ The Retail Sale through Company's Own Stores, Franchisee Stores & Wholesalers/Distributors has increased by 14% and 8% during Q3 and 9 Months period ended 31<sup>st</sup> December, 2018 respectively as against the respective previous corresponding quarter/period which reflects acceptance of the brand and products of the Company by the consumer at large on which the Company has been continuously focusing for last couple of years as being reported earlier also. The Company's COCO stores have started giving the desired results in terms of Sales and operational efficiency to make maximum stores with positive growth and self sustainable.



- ❖ Export Sales, as envisaged in the beginning of the year, have started picking up and accordingly registered overall growth of 86% & 35% during Q3 and 9 Months period ended 31<sup>st</sup> Dec, 2018 as against the corresponding Quarter/period of last year giving the confidence to the Company to expand its overseas business for which the Company is also envisaging to establish its place of business in Middle East.
- ❖ EBIDTA in terms of value and % of Sales of the Footwear business, despite non availability of traded Institutional Orders during this Q3 ended 31<sup>st</sup> Dec, 2018, has remained almost at the same level as against corresponding last Q3 and shown overall improvements in Value and % of Sales during the 9 Months of the same period ended 31<sup>st</sup> Dec, 2018. However, apparently EBDITA seems to be lower by Rs 164 Lakh during Q3 ended 31<sup>st</sup> Dec, 2018 because of initial expenses incurred on account of marketing & publicity expenses required for launching of its fine & fragrance business under Lifestyle segment during this quarter and due to accounting norms the said expenses were recognized as expense instead of investment in brand, the benefits of which will accrue to the Company in the periods/years to come.
- ❖ PBT during Q3 also remained lower by Rs. 171 Lakhs because of same reason as narrated above, however for during the 9 months period ended 31<sup>st</sup> Dec, 2018, PBT has increased by 195 Lakhs with 24% growth as against previous year's corresponding period.
- ❖ PAT has been lower by Rs. 145 Lakh due to the above reason during Q3 ended 31<sup>st</sup> Dec, 2018 as against previous corresponding quarter but PBT for overall period of 9 Months ended 31<sup>st</sup> Dec, 2018 have been up by 62 Lakhs with growth of 12% as against the corresponding period of previous year.
- ❖ As reported earlier also, the Company has successfully entered in to the fine & fragrance business under the lifestyle segment and launched its Perfume products under brand name LIBERTY during the later part of October, 2018 and till 31<sup>st</sup> December, 2018, this segment has generated revenue of Rs. 135 Lakh but due to initial required expenses for setting up the segment & launching of products with publicity and promotion, has incurred expenses of approx Rs. 178 Lakh over its revenue, the benefits of which will accrue to the Company in the next period(s)/year(s).

Sh. Gupta while presenting the financial highlights also shared that CARE ANALYSIS & RESEARCH LTD. (CARE), the leading rating agency has reaffirmed their rating assigned to the Company as under for the various banking facilities sanctioned to the Company

Bank Facilities	Rating
Long Term	CARE A-; stable
Short Term	CARE A2+



### **Liberty Lifestyle: Launch of its new Lifestyle Segment**

Sh. Adesh Kumar Gupta, CEO & Executive Director of the Company said that as informed earlier Liberty, in pursuit of its entry in to Lifestyle Segment, has successfully launched its fine fragrance products with 12 variants under the brand name "LIBERTY" into the Market on 17th October, 2018. The launch was welcome by all the media, Agencies, Banks and other Channel Partners and with this move, the LIBERTY Brand has taken a step forward to widen its portfolio and establish itself as a complete lifestyle brand as Liberty Lifestyle. This segment has established full fledged team altogether different from the existing business to turn this vision and plan in to operation with defined guidelines. The Company is supporting by way of resources to make this segment as sustainable with growth and profitability which will, in long run, give benefits to the stakeholders of the Company. This Segment has established the strategy of capturing the market with steps as required for taking off and has started approaching to big & renowned retail players to make its presence over there. This Segment is also under planning stage to launch other product categories considering the India's growing demand for fine fragrances and products falling under the lifestyle segments. With the launch of the new line of fragrances, Liberty Lifestyle does not aim to only tap into the increasing demand for premium perfumes by the Indian customers, but also aim to differentiate the brand from other mass-market competitors. Liberty Lifestyle has ensured premium standards in terms of design and quality, keeping the price range starkly below the global brands and making it pocket friendly for Indian customers.

He also stated that the given financial results for the 3rd Quarter and Nine Months ended 31st December, 2018 are inclusive of results of Company's Lifestyle division and as such the product falls under Luxury segment it requires higher marketing and publicity expenses at the setting up stage. The Company has been making conscious efforts to promote its products through innovative and right marketing strategies. He said that the newly launched segment has huge potential to augment the Company's performance in the long run.

He further elaborated that the Fragrance segment currently occupies 5% share of the total lifestyle market in India giving a Company a huge window for growth. Liberty's aim to establish the brand as the most preferred and recognized luxury perfume brands by 2020.

**For more information, please contact:**

**Liberty Shoes Ltd.**

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**Sh. Munish Kakra**

CFO & Company Secretary

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