



24th May, 2019

| | |
|---|--|
| The Manager Listing Department The National Stock Exchange of India Ltd. 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 | The Manager Listing Department Bombay Stock Exchange Ltd. Phiroza Jeejeebhoy Towers, Dalal Street, Mumbai – 400001 Tel: 022 – 22722375, 2066 Fax : 022 – 22722037, 39, 41,61 Scrip Code: 526596 ISIN No. : INE 557B01019 |
|---|--|

Sub: Press announcement made at the Board Meeting for Quarter and Year ended 31st March, 2019 results

Compliance Officer : Munish kakra (CFO & Company Secretary)
Contact Address : Libertypuram, 13th Milestone, G.T. Karnal Road,
Kutail, P. O. Bastara, Distt. Karnal 132114
(Haryana)
Ph. 01748 – 251101 – 03, 9313601387
Scrip Code : LIBERTSHOE
ISIN No. : INE 557B01019

Dear Sir/ Madam,

Please refer to our letter dated 14th May, 2019 in respect of outcome of the Board meeting of the Company held on Friday, 24th May, 2019.

In continuation thereof, please find attached herewith the Press announcement made by the Company just after the Board meeting in respect of its Quarter and Year ended 31st March, 2019 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 Limited,

Corporate Office : Ground Floor, Building No-8, Tower-A, DLF Cyber City, Phase-II, Gurugram-122002, Haryana, India
Ph.: +91-124-4616200, 3856200, Fax: +91-124-4616222. Email: mail@libertyshoes.com www.liberty.in

Registered Office : Libertypuram, 13th Milestone, G.T. Karnal Road, P.O. Box Bastara, Distt. Karnal-132 114, Haryana, India
Tel.: +91-1748-251101~3, Fax: +91-1748-251100. E-mail: lpm@libertyshoes.com

CIN No. L19201HR1986PLC033185



LIBERTY announced its Q4 and FY19 Audited Financial Results

New Delhi, Friday, May 24, 2019: LIBERTY, today announced its Audited Results of Q4 and Year ended 31st March, 2019.

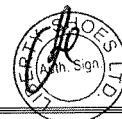
Highlights for the Q4 and Year ended 31st March, 2019:

(Rs. In lakh, except EPS)

| Particulars | Q4 (2018-19) | Q4 (2017-18) | FY 2018-19 | FY 2017-18 |
|----------------|--------------|--------------|------------|------------|
| Total Sales | 14,298.54 | 13,274.35 | 60,117.16 | 55,030.85 |
| Domestic Sales | 13,516.16 | 12,123.54 | 56,814.21 | 52,010.09 |
| Exports Sales | 782.38 | 1,150.81 | 3,302.95 | 3,020.76 |
| EBIDTA | 1,035.41 | 984.81 | 4,174.05 | 3,996.11 |
| PBT | 344.69 | 282.25 | 1,346.59 | 1,089.67 |
| PAT | 134.88 | 172.23 | 684.27 | 660.11 |
| EPS | 0.79 | 1.01 | 4.02 | 3.87 |

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

- ❖ During the 4th Quarter ended 31st March, 2019, the Growth in Sales appears at around 8% in comparison to the previous corresponding quarter ended 31st March, 2018. The growth has also been registered across all the verticals of the Company and accordingly the Company as a whole has registered a growth of 9% against the Sales of previous corresponding year ended 31st March, 2018. However after neutralizing the impact of Excise Duty in the previous year's Sales figure, in real terms the actual growth is close to 12% as against the last year. The major contribution in the above sales growth during the year ended 31st March, 2019 has been from Institutional Sales Segments (Manufactured Sales), Exports, COCO Stores wherein it has registered growth of 36%, 9% and 18% respectively as against previous year ended 31st March 2018.
- ❖ The Overall EBIDTA in terms of value has increased during the year ended 31st March 2019 by Rs. 177 Lakh despite the Company has incurred initial expenses on account of marketing & publicity expenses required for launching of its fine & fragrance business under Lifestyle segment during this year. This confirms the overall operational efficiency in footwear business of the Company.



- ❖ PBT during Q4 and year ended 31st March 2019 has increased by Rs. 62 Lakh and Rs. 257 Lakhs as against corresponding Q4 and year ended 31st March 2018.
- ❖ PAT during Q4 2018-19 has been lower by 37 Lakh as against corresponding Q4 of last year 2017-18 because of higher provisioning of Tax due to Tax rate difference as per IT Act and Companies Act, however overall PAT for the year ended 31st March 2019 has been up by Rs. 24 Lakh despite the higher tax amount during the period as against corresponding year ended 31st March 2018.
- ❖ Total number of Pairs sold during the year increased by 5% approx. as against last year.

Commenting on the positive development in the Footwear Sector, Sh. Adesh Gupta, CEO & Executive Director of the Company said:

- Indian footwear industry has been experiencing a rapid expansion and witnessing a significant growth, primarily due to increased demand for trendy and comfortable footwear among all age groups and innovative footwear products being introduced by its international counterparts apart from Indian footwear manufacturers.
- Rapid urbanization, demographic changes including ever increasing demand of middle class population with the rising disposable income, changing lifestyles, health awareness, etc., are now leading to men and women both wearing a variety of footwear in their daily lives.
- Additionally, increasing demand for sports shoes and branded footwear among all age groups is likely to generate higher demand for athletic footwear with higher demand from branded category. At the same time, a steady rise in number of working women and their growing fashion consciousness is likely to drive higher demand of women footwear segment in the coming time.
- Liberty remains positive on the Indian footwear market led by improving market dynamics resulting into higher demand for variety as well as branded footwear coupled with increasing demand from women and kids segment which currently contributes a smaller portion of the pie as compared to its men counterpart.
- We believe given the Liberty's large retail presence and management strategic goal of transforming the Liberty's image from a need based footwear manufacturer to trendier and fashionable footwear player is likely to drive the growth for the Company.
- India has a lot of potential in tier-II and tier-III cities and towns and therefore, **LIBERTY** is constantly entering these towns and tapping the potential market



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 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.

CIN: L19201HRPLC033185

Sh. Munish Kakra

CFO & Company Secretary

munish@libertyshoes.com

