

25th October, 2018

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
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Sub: Press announcement made at the Board Meeting for 2nd Quarter and half year ended 30th September, 2018 results

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Scrip Code : LIBERTSHOE
ISIN No. : INE 557B01019

Dear Sir/ Madam,

Please refer to our letter dated 25th October, 2018 in respect of outcome of the Board meeting of the Company held on Thursday, 25th October, 2018.

In continuation thereof, please find attached herewith the Press announcement made by the Company just after the Board meeting in respect of its 2nd Quarter and half year ended 30th September, 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.: a/a

Liberty Shoes Limited,

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CIN No. L19201HR1986PLC033185





Liberty announces its 2nd Quarter and Six Months financial results

Gurugram, Haryana, Thursday, October 25, 2018: Liberty Shoes Ltd., today announced its results of Q2 and H1 ended 30th September, 2018.

Highlights for the 2nd Quarter and Half year ended 30th September, 2018:

(Rs. in Lakh except EPS)

Particulars	Q2 (2018-19)	Q2 (2017-18)	% increase	H1 (2018-19)	H1 (2017-18)	% increase
Total Sales	16,669.76	12,582.09	32.49	31,272.52	25,444.61	22.90
Domestic Sales	15,682.22	11,961.53	31.11	29,568.18	24,013.77	23.13
Exports Sales	987.54	620.56	59.14	1,704.34	1,430.84	19.11
EBIDTA	1,084.94	921.07	17.79	2,108.83	1,804.26	16.88
PBT	389.11	174.45	123.05	717.89	352.00	103.95
PAT	201.55	114.38	76.22	427.98	222.10	92.70
EPS	1.18	0.67	76.22	2.51	1.30	92.70

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

- ❖ The Company has achieved a turnover of Rs. 166.69 Cr. during the Q2 with a growth of 32% as compared to Rs. 125.82 Cr. during the corresponding 2nd Quarter in the previous year ended 31st March, 2018.
- ❖ The Company for the 2nd Quarter and Half year ended 30th September, 2018 has recorded a turnover of Rs. 312.72 Cr. with a growth of 23% as compared to Rs. 254.44 Cr. during the corresponding 2nd Quarter and Half year in the previous year ended 31st March, 2018.
- ❖ During the current quarter ended 30th September, 2018 the domestic sales increased by 31% from Rs. 119.61 Cr. to Rs. 156.82 Cr. whereas for the Half Year ended 30th September, 2018 the domestic sales increased by 23% from Rs. 240.13 Cr. to Rs. 295.68 Cr. during the corresponding period in the previous year 2017-18. The FOCO model launched in the last year has been showing impressive results besides easing out working capital cycle of the Company. The Company is now more concentrating on Domestic segment to improve and capture the growing market in coming years.
- ❖ Improvements in Institutional Sales which stood at Rs. 121 Cr. during the current period ended 30th September, 2018 contributing around 39% of the total sales of the Company during the



current period under consideration. This Segment itself registered a growth rate of around 30% against the corresponding period in the last year 2018.

- ❖ Export Sales have started picking up and registered growth by 59% during the 2nd quarter of 2018-19 as against last year of the same period.
- ❖ In terms of pairs, the Company has recorded impressive growth of over 39% & 27% by selling 13 Lakh & 17 Lakh more pairs of footwear during the Q2 & H1 ended 30th September, 2018 as compared to the corresponding period in the last year 2017-18.
- ❖ EBIDTA has improved in terms of value but in terms of percentage it remained at 6.51% during the Q2 of 2017-18 as against 7.32% during the corresponding period of last year due to increased share of traded institutional sales having higher cost of sales in comparison to manufacturing sales. Besides this, administrative cost on account of Advertising & Business Promotion, Rental of New Stores, Commission for Sales etc. have increased as against last year leading to modest decline in EBIDTA %.
- ❖ PBT has improved in higher proportion due to increase in sales and stood at Rs. 389.11 Lakh & Rs. 717.89 Lakh during the 2nd quarter & H1 ended 30th September, 2018 as against Rs. 174.45 Lakh & Rs. 352 Lakh during the corresponding period of last year.
- ❖ PAT has also improved during the Q2 and H1 ended 30th September, 2018 and recorded at Rs. 201.55 Lakh and Rs. 427.98 Lakh as against Rs. 114.38 Lakh and Rs. 222.10 Lakh during the corresponding period of Last year.

Sh. Gupta while presenting the financial highlights also shared that LIBERTY, during the year under consideration, has successfully completed its journey of 25 years of its listing of Equity Shares at Stock Exchanges and on this occasion he expressed his sincere gratitude to all the shareholders for their continuous support & trust in the Company.

Liberty Lifestyle: Launch of its new Lifestyle Segment

Sh. Adesh Kumar Gupta, CEO & Executive Director of the Company said that Liberty, known for its fashionable & comfortable footwear and in persuasion of its entry in to Lifestyle Segment, has successfully launched its fine fragrance products in the Market on 17th October, 2018. The brand has taken a step forward to widen its portfolio and establish itself as a complete lifestyle brand as Liberty Lifestyle.

He further stated that considering India's growing demand for fragrances and keeping in mind India's weather conditions, Liberty Lifestyle launched its first range of perfumes having global look and feel, imagined in India and crated in France and are launched at a price fitting customers. With the launch of the new line of fragrances, Liberty Lifestyle will not 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 elaborated that the Fragrance segment currently occupies 5% share of the total lifestyle market in India giving us a huge window for growth. Liberty's aim to establish the brand as the most preferred and recognized luxury perfume brands by 2020.

Launch of new footwear range under brand name Leap 7x

Commenting on the positive development in the footwear Sector, Sh. Gupta said that the overall Footwear Industry is a very optimistic right now with growing awareness about the latest trends and consciousness among consumers. 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.

He further shared that **Leap 7x** is the latest collection introduced by LIBERTY under athleisure footwear (mix of casual and sports) segment with the aim to offer branded, qualitative and affordable footwear to the middle and upper middle class potential customers. To promote **Leap 7x**, LIBERTY is running motivational campaign **#CHAL BADH CHAL** by engaging two brand ambassadors initially and this campaign has been well applauded in the market. With this campaign LIBERTY is trying to recognize struggling talents in any stream of age between 18-38 years, fueled with ambition and having desire to change/evolve or make a difference. He also stated that keeping in mind the customer's choices, fashion trend, comfort and India's weather condition, the Company will come out with more innovative, qualitative and affordable products in the coming period to satisfy the customers' aspiration.

For more information, please contact:

Liberty Shoes Ltd.

CIN: L19201HRPLC033185

Sh. Munish Kakra

CFO & Company Secretary

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