

CAMPUS

CAMPUS ACTIVEWEAR LTD.

Formerly known as :
Campus Activewear Pvt. Ltd.

CIN - L74120DL2008PLC183629

9th November 2023

To,

BSE Limited Corporate Relationship Department 1st Floor, New Trading Ring, Rotunda Building, P. J. Towers, Dalal Street, Mumbai – 400 001 SCRIP CODE: 543523	National Stock Exchange of India Ltd. Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (East), Mumbai – 400 051 SYMBOL: CAMPUS
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Subject: Press Release

Dear Sir,

Please find enclosed herewith a copy of the Press Release being issued by the Company viz. Campus Activewear Limited.

This is for your information and records.

Thanking you

For CAMPUS ACTIVEWEAR LIMITED

Archana Maini
General Counsel & Company Secretary
Membership No. A16092

Encl: As above

Campus Activewear Limited Q2 & H1 FY24 performance
Revenues at INR 612.4 Cr in H1 FY24
EBITDA at INR 91.3 Cr; PAT at INR 31.8 Cr in H1 FY24

New Delhi, November 09, 2023: Campus Activewear Limited, India’s largest omnichannel sports and athleisure footwear brand, has announced its results for the quarter and six months ended September 30, 2023.

Financial Highlights – Q2 & H1 FY24

Particulars (INR Cr.)	Q2 FY24	Q2 FY23	YoY	Q1 FY23	QoQ	H1 FY24	H1 FY23	YoY	FY23
Revenues	258.7	333.2	(22.4%)	353.8	(26.9%)	612.4	670.9	(8.7%)	1,484.2
EBITDA	24.9	44.2	(43.6%)	66.4	(62.5%)	91.3	106.4	(14.2%)	256.3
<i>EBITDA Margin (%)</i>	<i>9.6%</i>	<i>13.3%</i>		<i>18.8%</i>		<i>14.9%</i>	<i>15.9%</i>		<i>17.3%</i>
PAT	0.3	14.5	(97.8%)	31.5	(99.0%)	31.8	45.9	(30.6%)	117.1
<i>PAT Margin (%)</i>	<i>0.1%</i>	<i>4.4%</i>		<i>8.9%</i>		<i>5.2%</i>	<i>6.8%</i>		<i>7.9%</i>

Financial Results – Q2 FY24

- **Revenue from operations** stood at INR 258.7 Cr in Q2 FY24, was subdued as compared to INR 333.2 Cr in Q2 FY23, owing to tepid consumer sentiments coupled with challenging macro environment.
 - The sales volume stood at 3.9 million pairs in Q2 FY24.
 - Campus Activewear's ASP stood at INR 658 in Q2 FY24 vis-à-vis INR 608 in Q2 FY23.
- **EBITDA** stood at INR 24.9 Cr in Q2 FY24; EBITDA margin at 9.6% during the quarter.

Financial Results – H1 FY24

- **Revenue from operations** stood at INR 612.4 Cr in H1 FY24.
 - The sales volume stood at 9.6 million pairs in H1 FY24.
 - Campus Activewear's ASP stood at INR 641 in H1 FY24 vis-à-vis INR 606 in H1 FY23.
- **EBITDA** stood at INR 91.3 Cr in H1 FY24; EBITDA margin at 14.9% during the period.
- **PAT** stood at INR 31.8 Cr; PAT margin at 5.2% in H1 FY24.

Commenting on the results and performance, Campus Activewear’s CEO Mr. Nikhil Agarwal said,

“Campus Activewear experienced subdued performance amid reduced sales volumes during the quarter due to a difficult macro-economic environment and some channel inventory correction.. We will continue to drive our long-term business objectives & strengthen our execution strategies, in key geographies of North & Central. We will also, focus on making further inroads into the key Western and Southern states in India.

During the quarter, we have launched Campus ‘Air Turbo’ designed for Indian consumers with thermal management technology, thereby elevating the consumers overall footwear experience. We continue to strengthen our brand positioning, engage and connect with our target audience through our innovative 360-degree marketing strategies.”

Campus Activewear Limited (NSE: CAMPUS, BSE: 543523)

Campus Activewear Limited (CAL) is India's largest sports and athleisure footwear brand *in terms of value and volume. Campus was introduced in 2005 as a lifestyle-oriented sports and athleisure brand that offers a diverse product portfolio for the entire family. The brand offers multiple choices across styles, color palettes, price points and an attractive product value proposition. CAL is amongst a few established national brands enjoying ~17% market share in the Indian branded sports and athleisure footwear industry which is predominated by international brands. The Company's thrust on in-house manufacturing facilities, integrated supply chain, robust omnichannel sales and distribution network with pan-India presence, strong design capabilities accelerating swift product commercialization, strong brand-recall, innovative branding and marketing approach, digitization focus for effective distributor and retailer relationships has enabled CAL to successfully cater diverse consumer needs across different demographics and price point, covering more than 85% of the total addressable market for sports and athleisure footwear in India.

CAL owns and operates 5 manufacturing facilities across India with an installed annual capacity for assembly of 34.8 million pairs as on September 30, 2023. The Company has over 425 distributors directly servicing and fulfilling orders of over 20,000 geographically mapped retailers in more than 650 cities at a pan-India level as on September 30, 2023. Of these approximately 20,000 retailers, the internal sales force of 150+ employees has direct field coverage of approximately 11,500 retailers as on June 30, 2023. The remaining approximately 8,500 retailers are covered through CAL's distributor 'feet on street' initiative, which further depends on the Company's distributor management system, sales force activation application and retailers' engagement initiative.

We have an extensive online sales presence through third party pure play marketplaces, third-party managed marketplaces and online-to-offline B2B platforms such as Flipkart, Amazon, Ajio, Myntra, Fynd and Udaan among others as well as our own e-commerce website. We have sold more than 7.90 million pairs through online channels in Fiscal 2023. Our revenues from operations through our e-commerce platforms grew at a CAGR of 135%+ between Fiscal 2019 and Fiscal 2023.

In addition, we operate our EBOs under two models: through company opened company operated stores ("COCOs") and franchisees, we have 240+ EBOs as on September 30, 2023.

For additional information and financial results, please visit www.campusactivewear.com

* As per RHP – Campus Activewear Limited

Safe Harbour Statement:

DISCLAIMER: Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Campus Activewear Limited (CAL) will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

For further information, please contact

Investor Relations Department
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