

**07<sup>th</sup> August 2024**

To,

BSE Limited Corporate Relationship Department 1st Floor, New Trading Ring, Rotunda Building, P. J. Towers, Dalal Street, Mumbai – 400 001 <b>SCRIP CODE: 543523</b>	National Stock Exchange of India Ltd. Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (East), Mumbai – 400 051 <b>SYMBOL: CAMPUS</b>
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**Subject: Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015- Earnings Call for Analysts/Investors**

Dear Sir,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we would like to inform that the Company has scheduled an Earnings Call with Analysts/Investors on Monday, 12<sup>th</sup> day of August 2024 at 05:00 PM IST. Further details in respect of the same are attached herewith.

You are requested to take the same on your record.

Thanking you

Yours Truly

**For CAMPUS ACTIVEWEAR LIMITED**

Archana Maini  
Digitally signed  
by Archana Maini  
Date: 2024.08.07  
18:02:25 +05'30'

**Archana Maini**  
**General Counsel & Company Secretary**  
**Membership No. A16092**

Encl: As above

## Campus Activewear Limited Earnings Call Invite – Q1 FY25

7<sup>th</sup> August 2024

**You are cordially invited to the Q1 FY25 Earnings Call of  
Campus Activewear Ltd. at 5:00 PM IST on 12<sup>th</sup> August 2024**

**Campus Activewear Limited** will announce its financial results of the first quarter ended 30<sup>th</sup> June 2024 on Monday, 12<sup>th</sup> August 2024.

The Company has scheduled **Q1 FY25 Earnings Call on Monday, 12<sup>th</sup> August 2024 at 5:00 PM IST**. The details are as below:

Conference Call Details	
<b>Day &amp; Date</b>	Monday, 12 <sup>th</sup> August 2024
<b>Time</b>	05:00 PM - 06:00 PM, IST
<b>Primary Number</b>	+91 22 6280 1341 +91 22 7115 8242
<b>International Toll-Free Numbers</b>	USA – 186 6746 2133 UK – 0808 1011 573 Singapore – 800 101 2045 Hong Kong – 800 964 448
<b>Pre-register to avoid wait time</b>	<a href="#">Click Here</a> to pre-register for the call and dial in directly without waiting for the operator.

The call will be initiated with opening comments on the earnings performance followed by an interactive Question & Answer session.

**The Campus Activewear's Management team will be represented by:**

Mr. Nikhil Aggarwal, Whole-time Director & CEO

Mr. Sanjay Chhabra, Chief Financial Officer

**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 35.8 million pairs as on March 31, 2024. The Company has over 300+ distributors directly servicing and fulfilling orders of over 23,000 geographically mapped retailers in more than 650 cities at a pan-India level as on March 31, 2024. Of these approximately 23,000 retailers, the internal sales force of 150+ employees has direct field coverage of approximately 13,000 retailers as on March 31, 2024. The remaining approximately 10,000 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, Ajo, Myntra, Fynd and Udaan among others as well as our own e-commerce website. We have sold more than 7.0 million pairs through online channels in Fiscal 2024. Our revenues from operations through our ecommerce platforms grew at a CAGR of 70%+ between Fiscal 2019 and Fiscal 2024.

In addition, we operate our EBOs under two models: through company opened company operated stores ("COCOs") and franchisees, we have 250+ EBOs as on March 31, 2024.

**For more information and financial results, please visit our website [www.campusactivewear.com](http://www.campusactivewear.com) or contact:**

**Investor Relations Department**

Email Id: [ird@campusshoes.com](mailto:ird@campusshoes.com)