

CAMPUS

CAMPUS ACTIVEWEAR LTD.

Formerly known as :
Campus Activewear Pvt. Ltd.

CIN - L74120DL2008PLC183629

10th August 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 Q1 FY24 performance
Revenues at INR 353.8 Cr, up by 4.8% YoY
EBITDA at INR 66.4 Cr; PAT at INR 31.5 Cr

New Delhi, August 10, 2023: Campus Activewear Limited, India’s largest omnichannel sports and athleisure footwear brand, has announced its results for the quarter ended June 30, 2023.

Financial Highlights – Q1 FY24

Particulars (INR Cr.)	Q1 FY24	Q1 FY23	YoY	FY23
Revenue from Operations	353.8	337.7	4.8%	1,484.3
EBITDA	66.4	62.2	6.7%	256.3
EBITDA Margin (%)	18.8%	18.4%		17.3%
PAT	31.5	31.3	0.5%	117.1
PAT Margin (%)	8.9%	9.3%		7.9%

- **Revenue from operations** grew by 4.8% YoY to INR 353.8 Cr in Q1 FY24, driven by premiumisation led ASP Growth.
 - The sales volume stood at 5.6 million pairs up by 0.7% YoY.
 - Campus Activewear's ASP stood at INR 629 in Q1 FY24 vis-à-vis INR 604 in Q1 FY23.
- **EBITDA** stood at INR 66.4 Cr; EBITDA margins at 18.8% in Q1 FY24.
- **PAT** stood at INR 31.5 Cr; PAT margin at 8.9% in Q1 FY24.

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

“Campus Activewear registered 4.8% revenue growth YOY to INR 353.8 Cr in Q1 FY24 despite subdued demand, witnessed across the rural and semiurban areas. Company continued its premiumisation journey through new product offerings & enhancing its retail footprint in new geographies. During the quarter company added 24 new stores.

We are judiciously investing in the brand building exercises across omnichannel platform. We will continue our planned investments towards brand building, D2C network infrastructure expansion and talent acquisition which is key to our growth in the coming quarters. These investments are expected to generate margin accretive impact in future.

Our vertically integrated manufacturing ecosystem enables design, quality and cost proposition leading to launch new styles at a lightening space. Campus Activewear is well-placed in the Indian Sports and Athleisure footwear industry to ride on the growing sports and fitness tide amongst customers backed with premiumization of its diverse product portfolio across categories.

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 June 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 June 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 225+ EBOs as on June 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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