

**11<sup>th</sup> November, 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: 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 FY25 performance**  
**Revenues at INR 333.3 Cr in Q2 FY25; up by 28.8% YoY**  
**PAT at INR 14.3 Cr in Q2 FY25 vs. INR 0.3 Cr in Q2 FY24**

**New Delhi, November 11, 2024:** Campus Activewear Limited, India's largest omnichannel sports and athleisure footwear brand, has announced its results for the second quarter and six months ended September 30, 2024.

**Financial Highlights – Q2 & H1FY25**

Particulars (INR Cr.)	Q2 FY25	Q2 FY24	YoY	Q1 FY25	QoQ	H1FY25	H1FY24	YoY	FY24
Revenues	333.3	258.7	28.8%	339.2	- 1.7%	672.5	612.4	9.8%	1,448.3
EBITDA	41.6	24.9	67.0%	54.0	- 23.0%	95.6	91.3	4.7%	215.3
EBITDA Margin (%)	12.3%	9.6%	28.5%	15.8%	-22.2%	14.2%	14.9%	-4.7%	14.9%
PAT	14.3	0.3	5784.0%	25.4	-43.7%	39.7	31.8	24.8%	89.4
PAT Margin (%)	4.2%	0.1%	4427.8%	7.4%	43.2%	5.9%	5.2%	13.5%	6.2%

**Financial Results – Q2 FY25**

- **Revenue from operations** surged by 28.8% YoY to INR 333.3 Cr in Q2 FY25 attributed to continued push toward distribution channel despite of challenging macros.
  - The sales volume grew by 36.3% YoY to 5.36 million pairs in Q2 FY25.
  - Campus Activewear's ASP stood at INR 622 in Q2 FY25 vis-à-vis INR 658 in Q2 FY24.
- **EBITDA** stood at INR 41.6 Cr in Q2 FY25; EBITDA margin at 12.3% during the quarter.
- **PAT** was at INR 14.3 Cr in Q2 FY25; PAT margin at 4.2 % during the quarter.

**Financial Results – H1 FY25**

- **Revenue from operations** grew by 9.8% YoY to INR 672.5 Cr during H1 FY25 led by higher distribution push.
  - The sales volume grew by 16.6% YoY to 11.15 million pairs in H1 FY25.
  - Campus Activewear's ASP stood at INR 603 in H1 FY25 vis-à-vis INR 641 in H1 FY24.
- **EBITDA** grew by 4.7% YoY to INR 95.6 Cr in H1 FY25; EBITDA margin at 14.2% during H1 FY25
- **PAT** grew by 24.8% YoY to INR 39.7 Cr in H1 FY25; PAT margin at 5.9% during H1 FY25

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

*Campus Activewear achieved 28.8% YoY growth in the revenues during the second quarter of the fiscal year 2024-25, achieving it's highest ever Q2 sales, driven by strategic distribution initiatives, despite challenging macro-economic environment. Our expansive PAN India network expanded with the addition of 9 stores (including 5 stores conversion from FOFO to COCO) during the quarter.*

*Our margins were under check due to higher trade spends driven by Retailers meet, phasing of performance marketing spends in online platforms & higher online commission. During the Quarter we have onboarded Vicky Kaushal, a renowned Bollywood actor as our new brand ambassador. We plan to leverage this association for further building our brand through various media channel. Additionally, our recent 'Move Your Way' campaign intends to make a deep connect with our target audience.*

*At Campus, we are committed to providing innovative and unique products designed for the vibrant Indian market. Our nimble and trend-driven strategy enables us to create agile and fashion-forward product portfolio that aligns with the diverse family needs across various occasions. We continue to integrate durability and adaptability into our core product development and design ethos, thereby appealing to a broad PAN-India demography."*

#### **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 35.7 million pairs as on September 30, 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 September 30, 2024. Of these approximately 23,000 retailers, the internal sales force of 200+ employees has direct field coverage of approximately 13,000 retailers as on September 30, 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, Ajio, Myntra, among others as well as our own e-commerce website. We have sold more than 3.3 million pairs through online channels in H1FY25. Our revenues from operations through our e-commerce platforms grew at a CAGR of 44.3%+ between Fiscal 2021 and TTM September 2024.

In addition, we operate our EBOs under two models: through company opened company operated stores (“COCOs”) and franchisees, we have 275+ EBOs as on Sep 30, 2024.

For additional information and financial results, please visit [www.campusactivewear.com](http://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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