

14th September 2022

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 unveils new Autumn & Winter collection at its Annual Retailer Meet

- *Plans to introduce 300+ new shoe designs by end of the year; exciting designs for ladies and kids footwear*
- *Over 300 retailers attended the event along with brand's key leadership Team and its employees*

New Delhi, September 14, 2022: Campus Activewear Ltd. (Campus Activewear) (formerly known as Campus Activewear Private Limited), which is India's largest sports and athleisure footwear brand in terms of value and volume in Fiscal 2021⁽¹⁾, hosted its annual Retailers' Meet, on 12 & 13 September, 2022 at New Delhi through their distributor M/S Apposite marketing Delhi. The retailers' meet was attended by over 300 retailers from North and West part of Delhi. Steering the meet, Mr. Surender Bansal - Country Head MBO - Campus Activewear Ltd. announced the introduction of over 300 new shoe designs out of which 100 have already been launched and remaining would be launched by end of the year 2022. He further appreciated the retailers' for their positive spirit, sustained focus and dedication for adding value and credibility to the partnership.

This event also witnessed the debut of "Autumn-Winter" collection by Campus Activewear. Catering to a wide variety of customers, this range is being introduced across retailers. The collection presents a diverse range of shoes for men, women and kids to hop from one occasion to another, anytime and anywhere ensuring perfect blend of fashion-lifestyle and comfort.

Talking about the event, **Ms. Prerna Aggarwal- CMO - Campus Activewear Ltd.** said, *"We are pleased to host our extended family members – our distributors and retailers to showcase our diverse product portfolio to drive sales and maintain steady growth, collectively. While, Campus has definitely made its mark in the sports and athleisure footwear segment as we now have partners and customers coming in and requesting specifically for our products; the work is underway, in full swing for over 300 new shoe designs to be introduced by end of this year. This is all a result of advanced planning, reading key fashion trends in-line with consumer expectation without compromising with consistent quality, affordability and accessibility of the products offered by Campus."*

Over two days of sharing of experiences along with planning of future course of action, Campus Retailers' meet was full of excitement and enthusiasm. Among the major highlights, Campus showcased its diverse product portfolio across categories amongst the retailers and distributors. Retailer's Connect Program, Campus Sobhagya Lakshmi Yojna along with other offers were made available for on-spot buying of products in a fun filled way. The top performing retailers and distributors were awarded as Campus Elite Partners during the event along with emcee-based games to keep the excitement high.

Campus aims to become an integral part of every Indian's daily active lifestyle, by offering best of technologies & designs to boost customers footwear experience. Campus has a retail network of over 19000+ stores across the country and sells online across all leading e-commerce platforms. The brand is working firm to raise shoe consciousness and become India's most aspirational sports and athleisure brand.

*(Source: prospectus)*¹



About Campus Activewear Ltd.

Campus is India's largest sports and athleisure footwear brand in terms of value and volume in Fiscal 2021. In 2005, Mr. Hari Krishan Agarwal with his acumen, skill and innovative thinking, started a never-to-end revolution in the footwear industry with Campus Activewear. Today, the flagship brand "Campus" has emerged as the biggest domestic sports and athleisure footwear brand in India that offers a diverse product portfolio for the entire family. With the changing market dynamics, Campus sustained its focus on product design and innovation by facilitating access to the latest global trends and styles through fashion forward approach. With over 19000+ multi-brand retail stores, over 150+ company's exclusive outlets, website (campusshoes.com) and amongst one of the top brands available on e-commerce portals, Campus secured its pan India presence while capturing the imagination of millions of people across Omni-channel platforms. The brand offers multiple choices across styles, colour palettes, price points and an attractive product value proposition making Campus, an aspirational brand especially for - young adults, everyday performers and fashionistas. Strengthening the brand's leadership position in India, Campus - covering 85 per cent of the total addressable market, recently got listed in May 2022.

For any further details, please contact

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