

CAMPUS

CAMPUS ACTIVEWEAR LTD.

Formerly known as :
Campus Activewear Pvt. Ltd.

CIN - L74120DL2008PLC183629

12th August 2024

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
------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------

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 FY25 performance
Revenues at INR 339.2 Cr decline by 4.1% YoY
EBITDA at INR 54.0 Cr ; PAT at INR 25.4 Cr in Q1 FY25

New Delhi, Aug 12, 2024: Campus Activewear Limited, India’s largest omnichannel sports and athleisure footwear brand, has announced its results for the quarter ended June 30, 2024.

Financial Highlights – Q1 FY25

Particulars (INR Cr.)	Q1 FY25	Q1 FY24	YoY	FY24
Revenues	339.2	353.8	-4.1%	1,448.3
EBITDA	54.0	66.4	-18.7%	215.3
EBITDA Margin (%)	15.8%	18.8%	-15.7%	14.9%
PAT	25.4	31.5	-19.5%	89.3
PAT Margin (%)	7.4%	8.9%	-16.6%	6.2%

Financial Results – Q1 FY25

- **Revenue from operations** stood at INR 339.2 Cr in Q1 FY25 amidst muted demand scenario driven by general elections. The revenues dropped by 4.1% YoY.
- **Sales Volume** stood at 5.8 million pairs in Q1 FY25 driven by higher sale of open footwear
- **Average Selling Price** stood at INR 585 in Q1 FY25 vis-à-vis INR 629 in Q1 FY24 driven by higher saliency of open footwear
- **EBITDA** stood at INR 54 Cr in Q1 FY25: EBITDA margin at 15.8% during the quarter.
- **PAT** was at INR 25.4 Cr in Q1 FY25: PAT margin at 7.4% during the quarter.

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

“Campus Activewear registered 4.1 % degrowth YOY to INR 339.2 Cr in Q1 FY25 driven by muted demand scenario, witnessed across the rural and semiurban areas. Company continued its focus on driving reach & enhancing its retail footprint in new geographies. During the quarter company added 13 new stores. Campus Activewear continued to expand its geographical footprints in FY25.

Campus Activewear strives to bring the best global design and technology backed Sports and Athleisure footwears to its customers with a diverse product portfolio, multiple colour styles and value-for-money proposition. With its strong balance sheet position, the management remains committed to scale and strengthen its omni-channel capabilities, deliver exceptional consumer experience through innovative products and continue to strengthen Campus brand recall as an integral part of the daily active lifestyle of every Indian family.”

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 June 30, 2024. The Company has over 300+ distributors directly servicing and fulfilling orders of over 24,000 geographically mapped retailers in more than 650 cities at a pan-India level as on June 30, 2024. Of these approximately 24,000 retailers, the internal sales force of 200+ employees has direct field coverage of approximately 12,500 retailers as on June 30, 2024. The remaining approximately 11,500 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 1.6 million pairs through online channels in Q1FY 2025. Our revenues from operations through our e-commerce platforms grew at a CAGR of 45%+ between Fiscal 2021 and TTM Jun'24.

In addition, we operate our EBOs under two models: through company opened company operated stores ("COCOs") and franchisees, we have 270+ EBOs as on Jun 30, 2024.

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
Email id: ird@campusshoes.com