

13th August 2022

To,

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| 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 reported consolidated Q1FY23 performance
Revenue increased by 149.6% YoY to INR 3,377.1 Mn.
PAT grew 13.5x times YoY to INR 286.6 Mn.

New Delhi, August 13, 2022: Campus Activewear Limited, India's largest omnichannel sports and athleisure footwear brand, has announced its results for the first quarter ended on June 30, 2022.

Financial Highlights

| Particulars (INR Mn.) | Q1 FY23 | Q1 FY22 | YoY | FY22 |
|-------------------------|---------|---------|----------|----------|
| Revenue from Operations | 3,377.1 | 1,353.0 | 149.6% | 11,941.8 |
| EBITDA | 622.4 | 160.6 | 287.5% | 2,439.2 |
| EBITDA Margins (%) | 18.4% | 11.9% | 656 bps | 20.4% |
| PAT | 286.6 | 19.8 | 1,349.7% | 1,244.1 |
| PAT Margins (%) | 8.5% | 1.5% | 703 bps | 10.4% |

Quarterly Financial Highlights

- **Revenue from operations** increased by 149.6% YoY to INR 3,377.1 Mn in Q1 FY23 supported by strong demand from across segments coupled with robust omnichannel presence. Both Trade Distribution and Direct-to-Customer channels have demonstrated robust Y-o-Y growth to the tune of 147% and 150% respectively.
- EBITDA witnessed a strong growth of 287.5% YoY to INR 622.4 Mn; EBITDA margins expanded by 656 bps YoY to 18.4% in Q1 FY23 owing to better operating leverage
- PAT grew 13.5x times YoY to INR 286.6 Mn in Q1 FY23; PAT margins expanded by 703 bps YoY to 8.5% in Q1 FY23

Operational Highlights

- The sales volume stood at 5.6 million pairs in Q1FY23 as against 2.3 million pairs in Q1FY22, thereby registering 141.0% YoY volume growth
- Campus Activewear's ASP stood at INR 597 in Q1FY23 vis-à-vis INR 580 in Q1FY22, registering c.3% growth on a YoY basis.

Commenting on the results and performance, Campus Activewear's CEO, Mr. Nikhil Aggarwal said, *"Campus Activewear began its FY23 journey on a positive note by delivering healthy operational performance during Q1FY23. This performance was largely supported by robust product portfolio of fashion forward designs, best product value proposition and never-out-of-stock approach. The Company's strong brand recall amongst preferred sports and athleisure footwear brand positions us uniquely to garner a wider share of the market."*

Campus Activewear continues to enhance its omnichannel experience focusing on premiumization and product diversification across product segments and categories. The Company aims to widen its presence in Western and Southern parts of India. Campus Activewear has a robust business model facilitating the Company to tap the growing Indian sports and athleisure footwear industry."

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 28.80 million pairs as on March 31, 2022. 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, 2022. Of these approximately 20,000 retailers, the internal sales force of 151 employees has direct field coverage of approximately 11,500 retailers as on June 30, 2022. 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 5.50 million pairs through online channels in Fiscal 2022. Our revenues from operations through our e-commerce platforms grew at a CAGR of 175%+ between Fiscal 2019 and Fiscal 2022.

In addition, we operate our EBOs under two models: through company opened company operated stores ("COCOs") and franchisees, we have 131 EBOs as on June 30, 2022.

For additional information and financial results, please visit www.campusactivewear.com

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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