

30th May 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 FY23 performance
Registers all-time high revenues at INR 14,842.5 Mn, up by 24.3% YoY
PAT at INR 1,171.2 Mn, up by 7.9% YoY

New Delhi, May 29, 2023: Campus Activewear Limited, India's largest omnichannel sports and athleisure footwear brand*, has announced its results for the fourth quarter and year ended March 31, 2023.

Financial Highlights

Particulars (INR Mn.)	Q4 FY23	Q4 FY22	YoY	FY23	FY22	YoY
Revenue from Operations	3,477.5	3,523.4	-1.3%	14,842.5	11,941.8	24.3%
EBITDA	571.2	787.1	-27.4%	2,563.3	2,443.7	4.9%
EBITDA Margin (%)	16.4%	22.3%		17.3%	20.5%	
PAT	229.5	229.6	0.0%	1,171.2	1,085.4	7.9%
PAT Margin (%)	6.6%	6.5%		7.9%	9.1%	

Financial Highlights – Q4 FY23

- **Revenue from operations** stood at to INR 3,477.5 Mn in Q4 FY23, marginally lower than Q4 FY22 on account of demand contraction being witnessed in rural and semi-urban areas.
 - The sales volume stood at 5.5 million pairs in Q4 FY23 as against 5.6 million pairs in Q4 FY22, lower by 2.1% YoY.
 - Campus Activewear's ASP stood at INR 632 in Q4 FY23 vis-à-vis INR 627 in Q4 FY22.
- **EBITDA** stood at INR 571.2 Mn; EBITDA margins at 16.4% in Q4 FY23.
- **PAT** stood at INR 229.5 Mn; PAT margin at 6.6% in Q4 FY23.

Financial Highlights –FY23

- Revenue from operations surged by 24.3 % YoY to INR 14,842.5 Mn in FY23 led by growth across channels including trade distribution, D2C online and D2C offline.
 - The sales volume stood at 23.5 million pairs in FY23 as against 19.3 million pairs in FY22, thereby registering 22.1 % YoY volume growth.
 - Campus Activewear's ASP stood at INR 631 in FY23 vis-à-vis INR 620 in FY22.
- **EBITDA** grew by 4.9% YoY to INR 2,563.3 Mn; EBITDA margin contracted by 319 bps YoY to 17.3 % in FY23.
- **PAT** grew by 7.9 % YoY to INR 1,171.2 Mn in FY23; PAT margin stood at 7.9 % in FY23.
- The Company will continue to leverage its strong brand recall and leadership position coupled with enhanced focus on adding new styles across categories making Campus Activewear the preferred 'One Stop Family Sports and Athleisure Omnichannel Brand'.

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

"I am pleased to share that Campus Activewear recorded its highest ever revenues at INR 1,484.25 Crores in FY23, registering a growth 24.3% YoY led by growth across channels including trade distribution, D2C online and D2C offline. The year gone by was special as we surpassed the EBO milestone of 200 retail stores with our first EBO at Kochi. Campus Activewear enhanced its retail presence with addition of 95 new EBOs taking the total EBO's at 202 by FY23. Thus, we are steadily expanding our footprints by deepening our presence in Western and Southern Indian States.

Our data centric approach facilitates us to proactively respond and launch styles as per the changing consumer trend and demand, design & colours, price movements across categories. Additionally, the investment towards sales digitization process has amplified our go-to-market strategy with enhanced merchandising, design efficiency and high customer satisfaction resulting to strong brand recall across omnichannel platforms.

The Indian Sports and Athleisure footwear is a sunrise industry with sports and fitness quotient grabbing a significant mind share amongst customers across India including metros, Tier II cities and hinterland areas. Campus Activewear is well placed to satiate the evolving customer demands and create value for its stakeholders in the coming years with its robust business model laced with vertically integrated manufacturing ecosystem, growing omnichannel presence, premiumization focus, product diversification across product segments & categories backed with strong balance sheet position."

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 March 31, 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 March 31, 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 March 31, 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 202 EBOs as on March 31, 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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