

Bata India Ltd in Retailing (India)

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Abstracts

In 2012 the company continued to focus on increasing and expanding its outlets network and reach. The company opened 61, 35 and 33 new outlets in the first, second and third quarter of 2012 respectively. Bata concentrated on large format showrooms with the majority of the outlets being 278 sq m. The outlet expansion was targeted across the country in urban and semi-urban areas equally.

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