

Bata's "Angry Birds Frenzy"

India's retailer of footwear, Bata India, adds another laurel to its name. Bata India introduces a new collection of Angry Birds merchandise, offering school shoes,



casual shoes

and accessories

for children and teenagers.

The design's created are trendy, comfortable and mix & match of various characters from the popular angry birds - red, blue, black, boomerang etc.

The collection is an assortment of rubber thongs, slippers, eva (Injection) range along with school shoes and socks for the age bracket of 2 years to teens. This range offers a colour splash in casual canvas shoes for kids 6 year olds onwards until teenagers. Commenting on the launch, Rajeev Gopalakrishnan, Group Managing Director, said, "With this association, we look forward to further strengthen relations with our younger audience. With a variety of products for pre-teens and teens, we are very excited to launch the 'Angry Birds collection' that will make every purchase made by the customer worthwhile for them. With increasing popularity of Angry Birds amongst the youth, these attractive styles & designs are surely to entice the younger customers."