

May 18, 2023

The Manager
Corporate Relationship Department
BSE Limited
1st Floor, New Trading Wing,
Rotunda Building,
P J Towers, Dalal Street, Fort,
Mumbai - 400001

BSE Security Code: 500043

The Manager
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Plot No. C-1, Block G,
Bandra Kurla Complex, Bandra (E),
Mumbai - 400051

NSE Symbol: BATAINDIA

The Secretary
**The Calcutta Stock Exchange
Limited**
7, Lyons Range,
Kolkata - 700001

CSE Scrip Code: 10000003

Dear Sir/Madam,

Subject: Press Release

Further to our letter dated May 18, 2023, regarding Outcome of Board Meeting, we hereby submit the Press Release on the same.

It shall also be made available on Company's website www.bata.in

We request you to take the same on record.

Thanking you,

Yours faithfully,
For BATA INDIA LIMITED

NITIN BAGARIA
AVP - Company Secretary & Compliance Officer

Encl.: As above

BATA INDIA LIMITED

CIN: L19201WB1931PLC007261

Registered Office: 27B, Camac Street, 1st Floor, Kolkata-700016, West Bengal || Tel.: (033) 23014400 || Fax: (033) 22895748

E-mail: in-customer.service@bata.com || Website: www.bata.in

**Bata India announces Q4 results;
Growth with Every Step**

Gurugram, May 18, 2023: Footwear major Bata India Limited today announced results for the quarter ended March 31, 2023. Revenue from operations for the quarter stood at Rs. 7785.85 million (a growth of 17% over Q4FY22). The Operating Profit stood at Rs. 755.77 million, a growth of 15.1% over Q4FY22.

Revenue from operations for 12MFY23 stood at Rs. 34515.68 million, a growth of 44.6% over last year (1.13x over pre-covid). The Operating Profit stood at Rs. 3882.80 million, a growth of 379.8% over the last year.

The results for the year showcase significant contribution of strategic growth levers helping Bata India drive growth over pre-covid levels through Innovation, Expansion and Evolution.

The Board has recommended a Dividend of Rs. 13.50 (270%) per equity share of Rs. 5/- each, fully paid-up of the Company, amounting to Rs. 1735.12 million for the financial year ended March 31, 2023, for approval of the Members at the ensuing Annual General Meeting.

Key Highlights

- Sales growth of 13% over pre-covid levels (2019-20) with strong margin performance.
- Aggressive network expansion – 2050+ stores in close to 700 cities, with Franchise & SIS network consisting over 37%.
- 22 stores were renovated during the quarter. Happy Feet Centre offering special pedicure and customized insole service launched in 9 stores alongwith shoe insurance across 518 stores in multiple cities.
- Successful execution of portfolio casualization strategy – Sneaker category sales 1.6x over last year. Floatz achieved highest ever quarterly turnover with launch of Floatz 2.0 collection.
- Drove Premiumization in Top 200 doors with Price Range Rs. 2999-4999. ASP grew by 13% from last year.
- Distribution channel continued to scale up to 1350+ towns. Launched new Value Added Categories (VAC) in Men's & Ladies Open – gaining good traction in the market.
- NPS improved from 72 to 80 over last year.

Speaking on the Q4FY23 and 12MFY23 performance, Gunjan Shah, MD and CEO - Bata India Limited, stated:

“Bata India had a robust year and this reflects in the growth over pre-covid levels for all key metrics and across all business channels of EBOs, MBOs and E-Commerce. During the last few quarters, we are witnessing consistent demand for casual and comfortable footwear. This is due to increasing trend for purchase of non-occasion wear and demand for comfort & style. With growing number of nuclear families, footfall across the retail segment is also increasing. We focused on refreshing our product portfolio with our strategy of casualization and offering premium fashionable products highlighted by robust growth momentum in brands like Hush Puppies, Comfit, Floatz, Red Label & North Star. We continue to add Franchise and SIS stores to cater to untapped markets in a capital efficient way.

We are optimistic about our growth in the backdrop of our innovation and evolution of product offerings. We will step-up our marketing investments in the coming year to fuel accelerate growth momentum backed by strong investments in technology across the value chain.”

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