

May 27, 2022

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,

Post Earnings' Call Presentation

Further to our letter dated May 12, 2022, regarding Post Earnings Call schedule, we are submitting pursuant to Regulation 30 read with Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (as amended), the presentation to be made during the said call.

This is for your information and records.

Thanking you,

Yours faithfully,

For BATA INDIA LIMITED



Nitin Bagaria

Company Secretary and Compliance Officer

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

Q4 FY22 Investors Presentation

Bata India Limited



Bata

DISCLAIMER

This presentation may contain statements which reflect Management's current views and estimates and could be construed as forward-looking statements. The future involves risks and uncertainties that could cause actual results to differ materially from the current views being expressed. Potential risks and uncertainties include various internal and external factors such as general economic conditions, raw material prices, industrial relations and regulatory developments.



AGENDA

01

Business Overview

02

Business Strategy

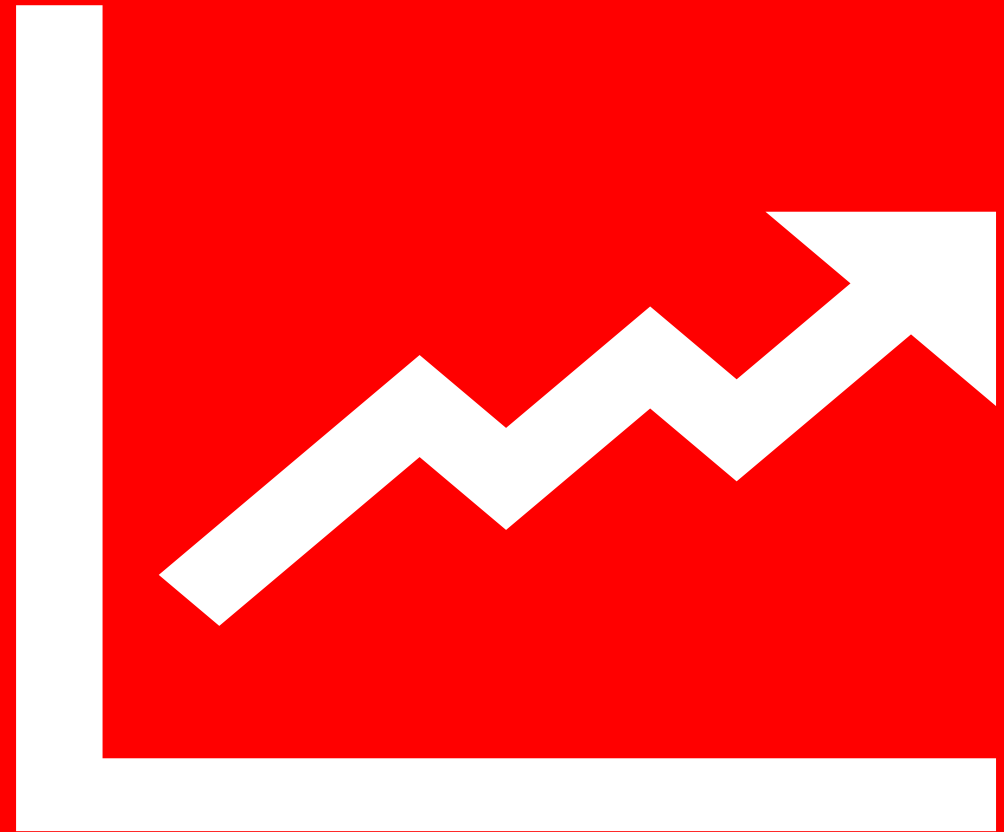
03

Key Highlights

04

Financial Strategy

BUSINESS OVERVIEW



BATA: INDIA'S MOST LOVED & TRUSTED FOOTWEAR BRAND

1569 Exclusive Stores in 640+ cities

Wide EBO Network and expansion of MBO & Digital Trade

Brand Awareness ~84% & Brand Consideration ~54%

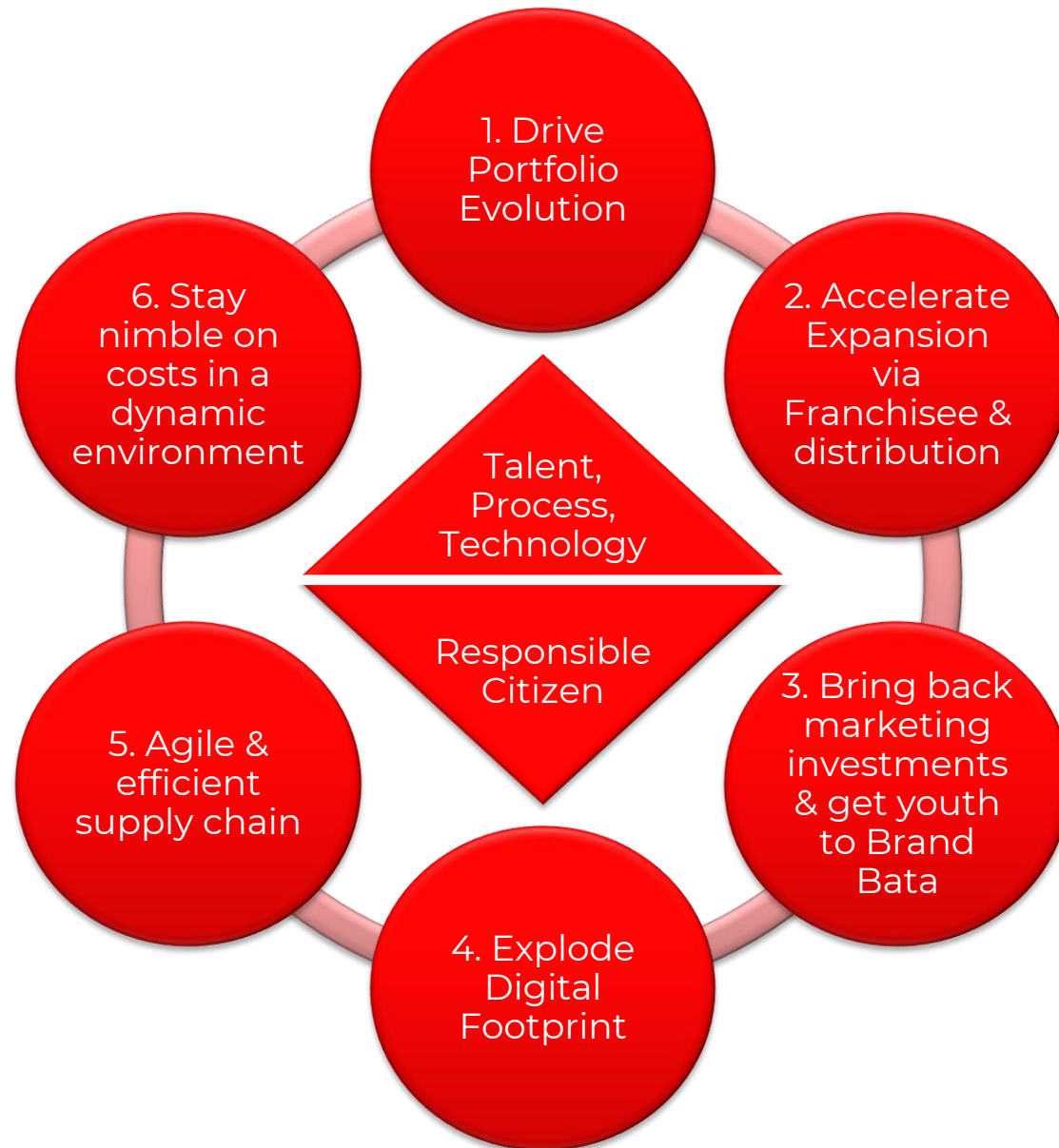
Deep Market Penetration – Presence across tiers

Extensive Product Offering catering different segments

BUSINESS STRATEGY



Strategic Thrust Levers for 2021-22 and onwards



1. Drive Portfolio Evolution

- Faster Sneaker growth

2. Accelerate Expansion via Franchise & Distribution

- Franchise Store addition
- Increase in Distributor WD%

3. Marketing Investments & youth to Bata

- Marketing campaigns – “Neo Casuals for Neo Leaders” & “Unlimited Sneakers”
- Focus on Digital Marketing

4. Explode Digital Footprint

- High growth in E-Comm over 2019
- Bata.in – Higher ASP than previous quarter

5. Agile & efficient Supply Chain

- Customer Returns reduction
- Speed to Market: Regional sourcing

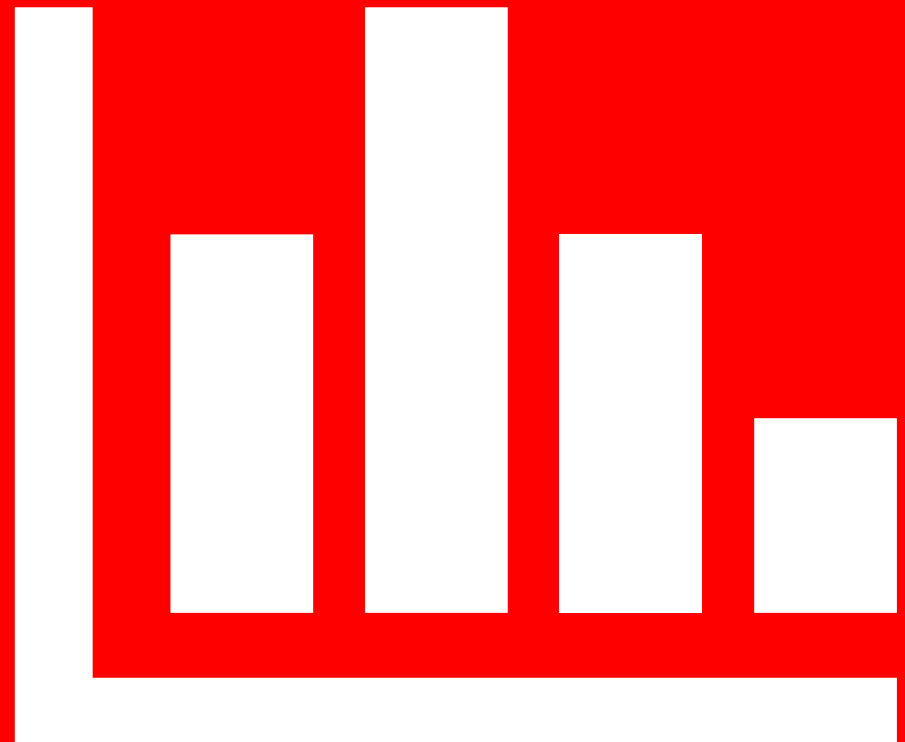
6. Stay nimble on costs

- Rent Negotiations
- Flexi Manpower

7. Talent, Process, Technology

- RIMS V2 – Rollout by June 22

KEY HIGHLIGHTS



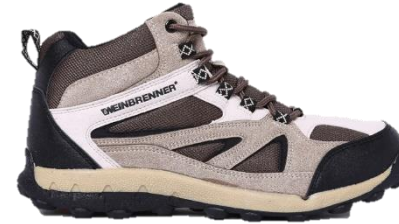
Continuing Retail & portfolio expansion

Renovations/ Facelifts

- 64 Renovations & Facelift done in Q4 2022
- Planned Renovation / Facelift in Q2 : 125
- Red 2 + Concept Stores

New Doors

- **Franchise** : + 23 New Doors, **SIS** : + 34 New Doors, **HP** : + 2 New Doors, **Bata**: + 6 New Doors

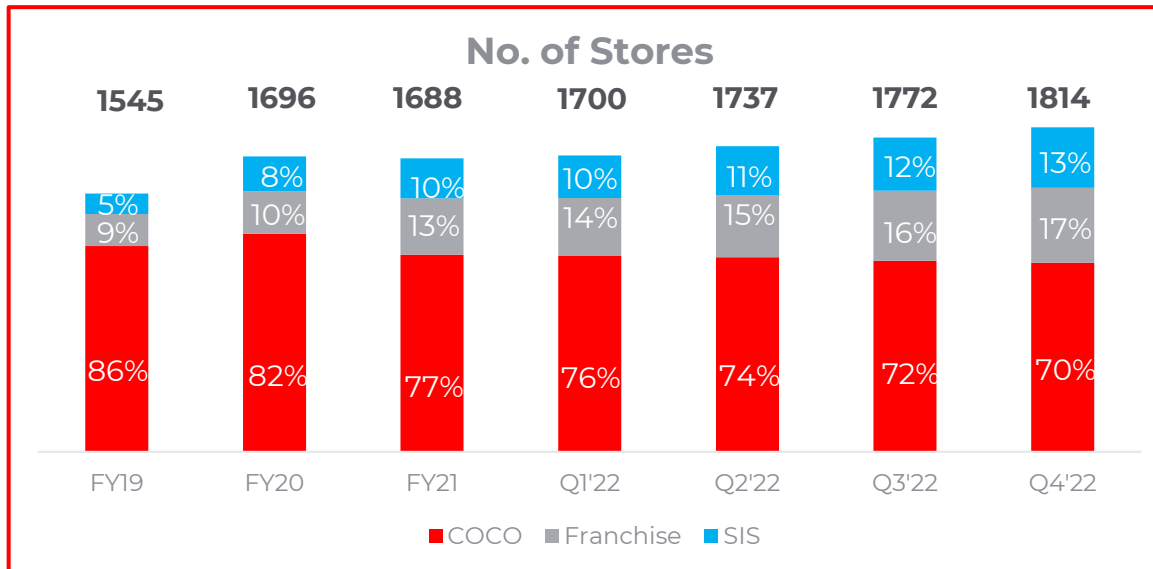


Sneaker Studio

107 Sneaker Studios
across India

Northstar

Northstar was a
leading category in
overall sales



Franchisee Business Expansion continues

Net Additions in Q4 '22

19

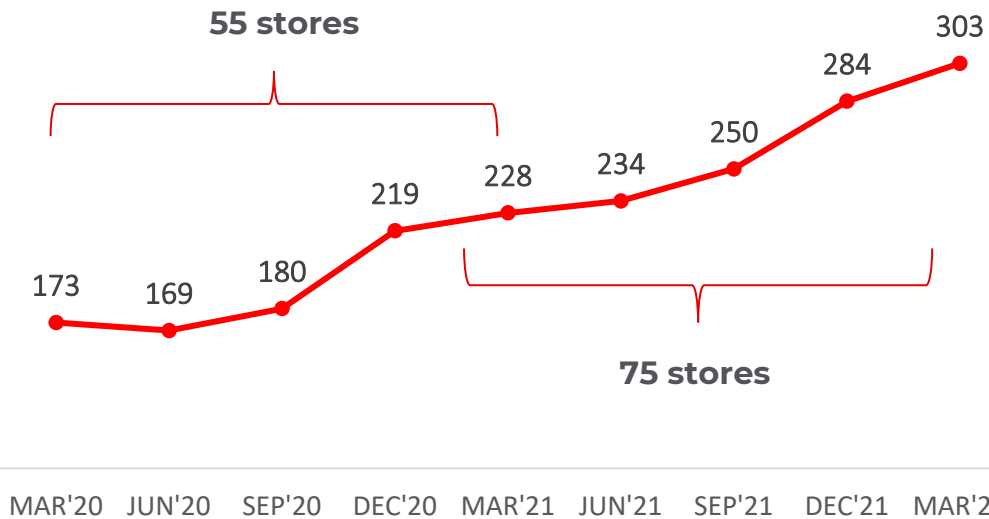
Towns Covered

250+

Vision

500

Franchise Stores

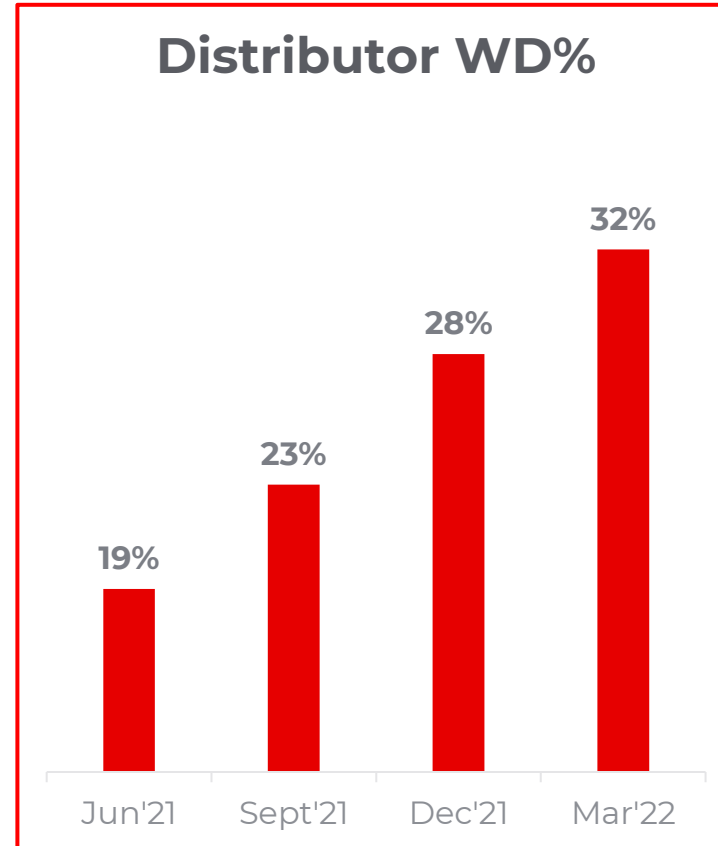
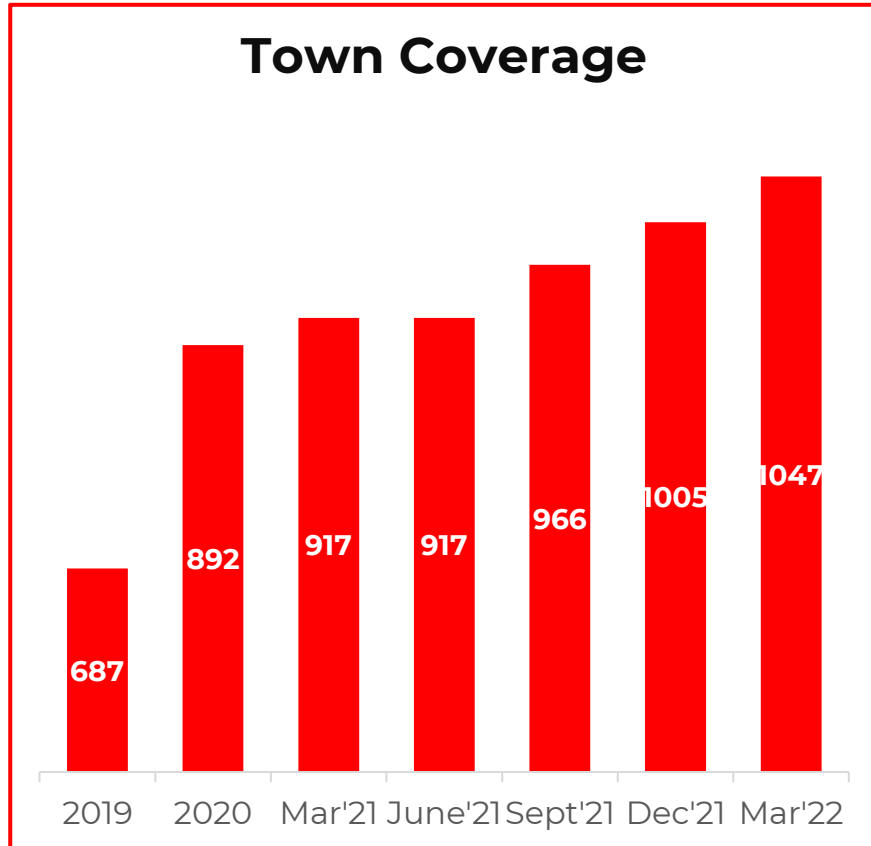


300+ stores by exit Mar'22



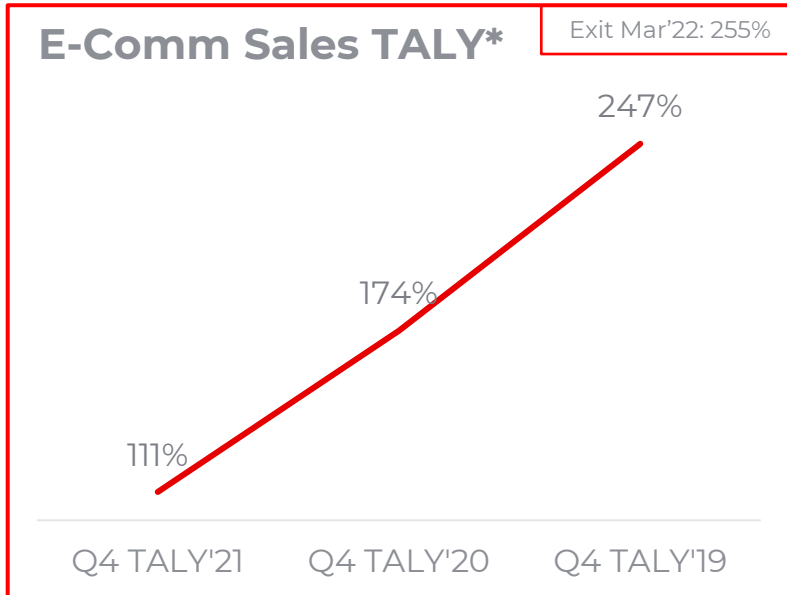
Bata

Expanded Reach to ~1050 Towns; Distributor WD 32% by Exit Mar'22

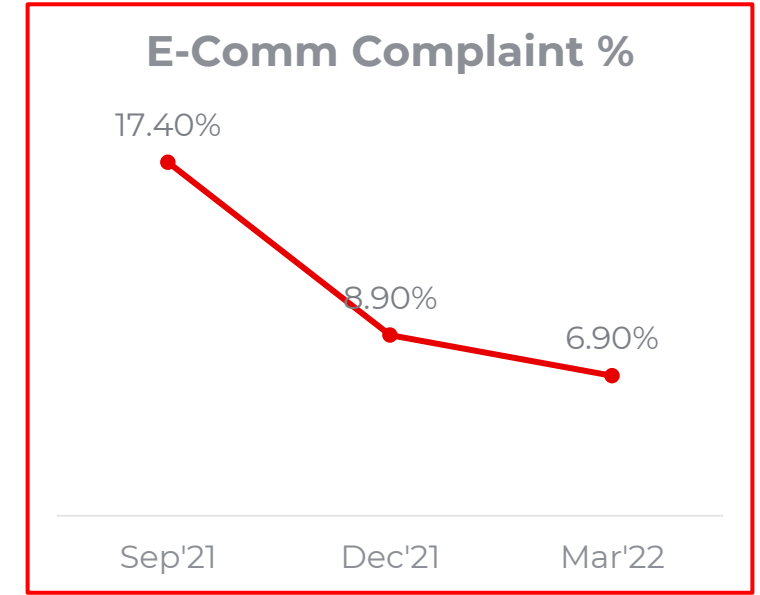
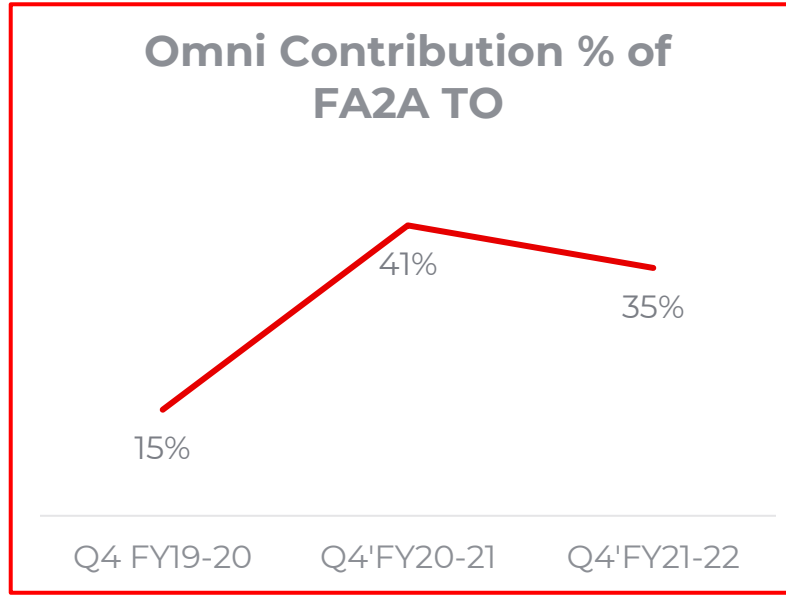


- Strong growth driven by Men's Dress category
- Launched Pilot on Men's/Ladies Open value-added range

E-Commerce Growth continued



*TALY – Turnover Against Last Year



- Bata.in: ~42% higher ASP over previous quarter, Complaints below 7%
- 3PL facilities scale up digital business
- ~14% growth from previous quarter in B2C Marketplaces.

Consistent Marketing Investments to drive footfall



- Wide assortment of sneakers through **Unlimited Sneaker campaign**
- **Neo Casuals for Neo Leaders** – Strengthen HP in casual category
- Bring back women shoppers through new **It's Got to be Bata, 24x7 casual collection campaign** with Disha

New/Renovated Stores

1st Combined HP + Nat Store (Mall of India, Noida)



New Sneaker Studios : 107 live



New/Renov. Stores have Impressive Facades



Innovative 3D Shoe Windows



Other Key Highlights



25 all women stores
across India by March end



Won Best Loyalty Program
award "**Champions of
Champions**"



Shoe Donation - +64000
footwear –frontline
workers



Rent Savings of Rs 94 Cr in FY21-22

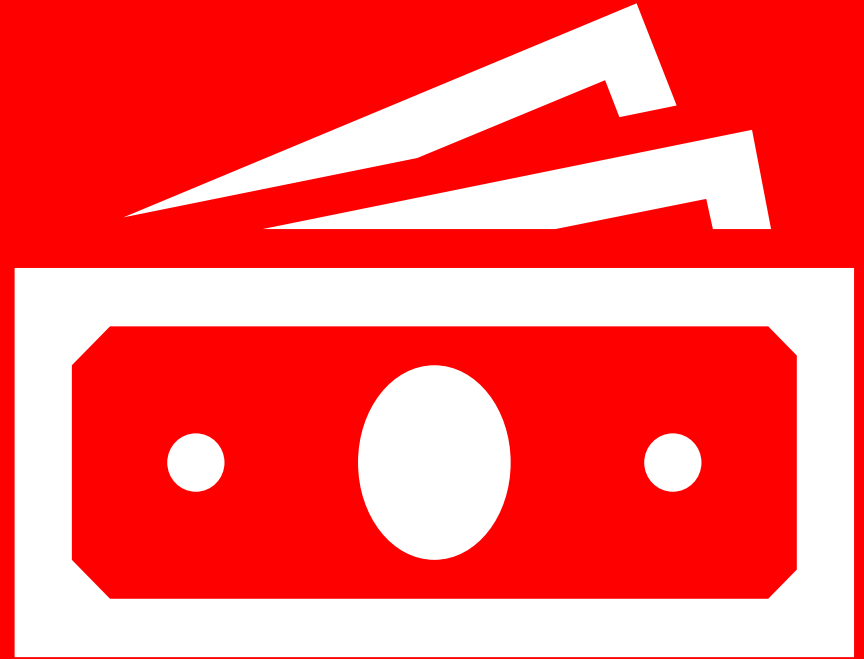


Regional Sourcing for greater Speed to Market

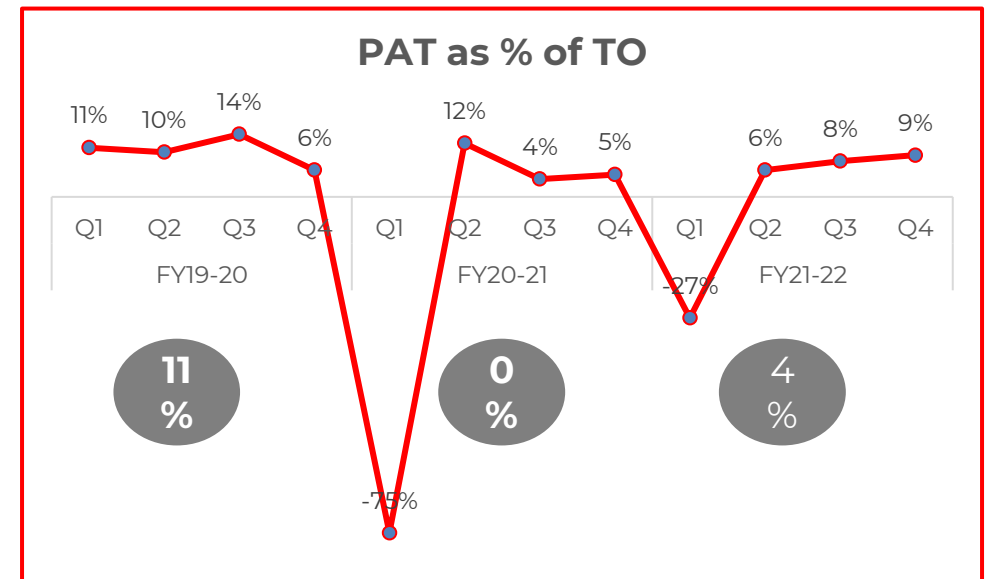
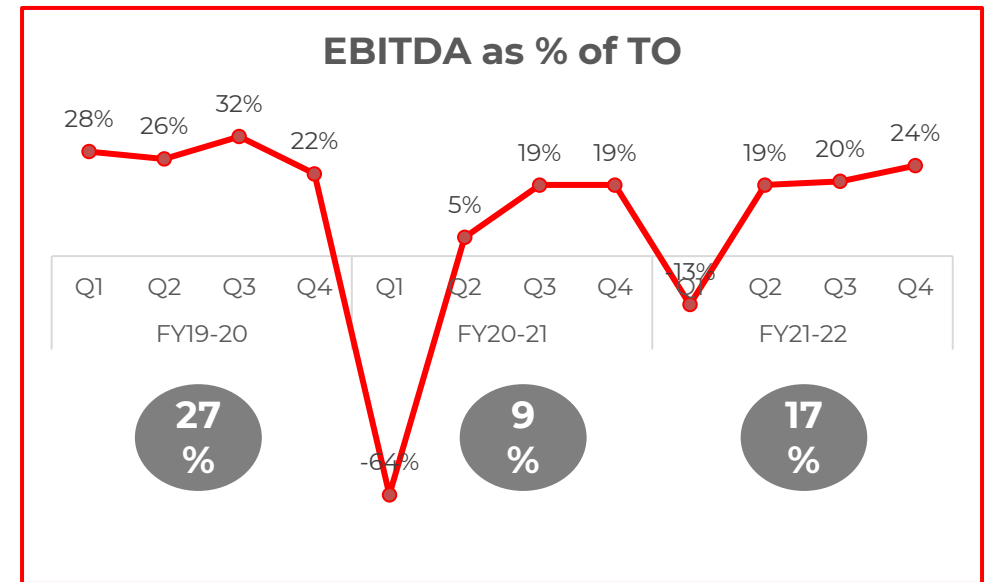
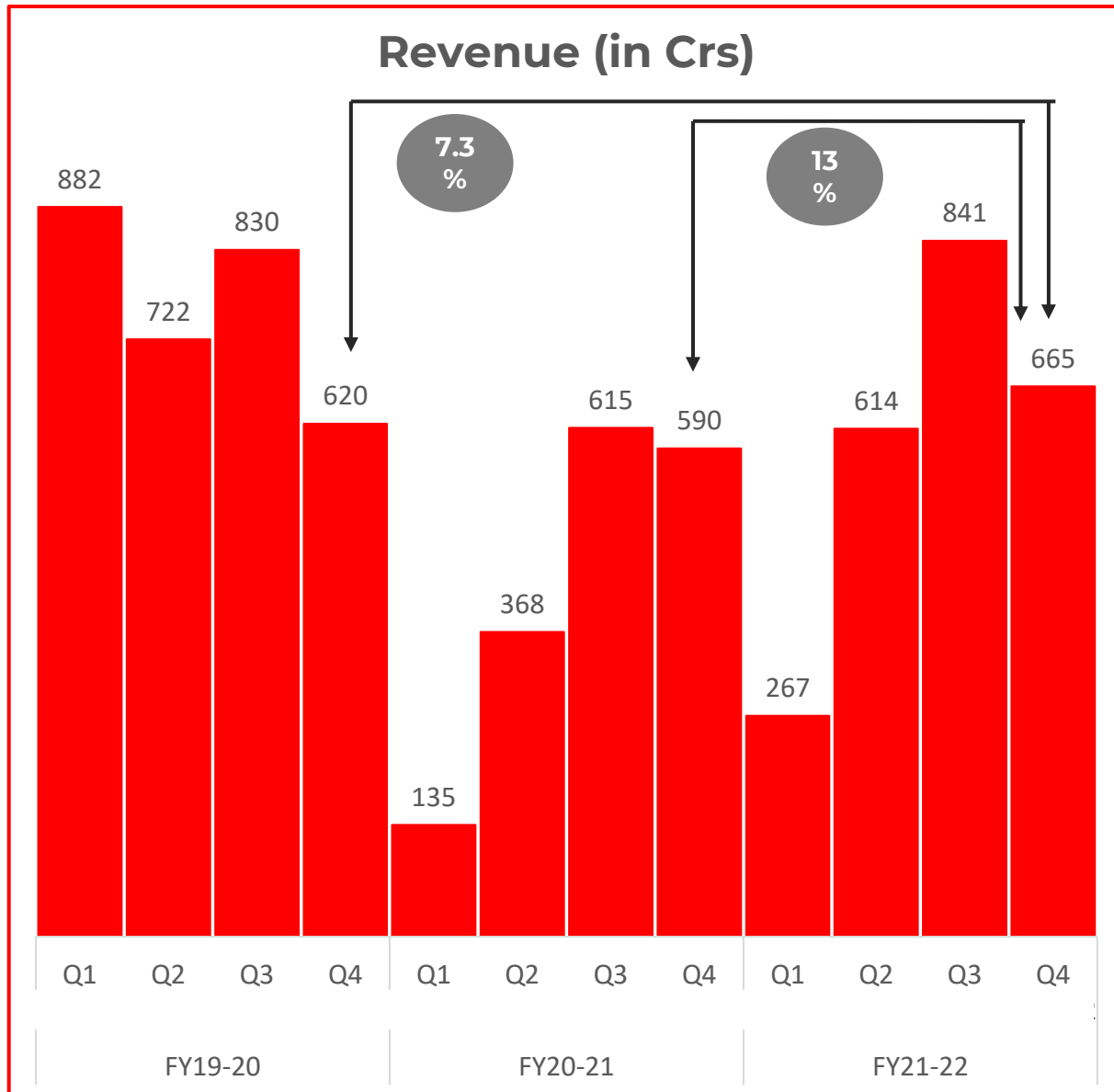


Ramping up Flexi Manpower in stores

FINANCIAL SUMMARY



Financial Summary



THANK YOU



**COURAGE IS HALF WAY
TO SUCCESS**

TOMAS BATA

Bata

BATA INDIA LIMITED

(CIN: L19201WB1931PLC007261)

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