

November 4, 2024

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

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

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

BSE Security Code: 500043

NSE Symbol: BATAINDIA

CSE Scrip Code: 1000003

Dear Sir/Madam,

Subject: Press Release

Further to our letter dated November 4, 2024, 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 (Special Projects) – 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



Press Release

**Bata India announces Q2 results;
Accelerates premiumization with robust retail expansion and stylised product portfolio**

Gurugram, November 4, 2024: Footwear major Bata India Limited today announced results for the quarter ended September 30, 2024. Revenue from operations for the quarter stood at Rs. 8,371 million, showing positive momentum from Rs. 8,191 million in Q2FY24. The Operating Profit was reported at Rs. 524 million. The EBITDA profit stability showcased the Company's resilience in managing operational efficiencies. The results for the quarter reflect continued momentum in the transformation journey, driven by strategic investments in product innovation, elevated customer experience, technology integration and brand premiumization, positioning Bata strongly for future growth.

Key Highlights

- Continued expansion with a network of 1955 (COCO and Franchise) stores
- 48 stores renovated in this year, elevating customer experience with style and technology propositions
- Successful execution of portfolio casualization strategy – Sneaker Studio implemented in 756 stores
- Net Promoter Score (NPS) improved to 80
- 4 Exclusive Brand Outlets (EBOs) for Power, 136 EBOs for Hush Puppies, 14 Kiosk for Floatz
- Launched limited-edition collections through strategic collaborations, including Bata Red Label x Emily in Paris and Hush Puppies x Peanuts
- Ahead of the festive season, launched Pujo Glam Collection
- Unveiled global campaign 'Stronger Inside' for Power and launched Energy Collection, democratising fitness at accessible prices

Speaking on the Q2FY25 performance, Gunjan Shah, MD and CEO - Bata India Limited, stated:

"Despite continuing market headwinds and subdued consumption, we saw some recovery in our growth trajectory through the quarter backed by focused execution of strategic initiatives. We are seeing strong validation of our premiumisation strategy across channels, with premium products showing robust growth and increased contribution to our revenue mix. Our Brand stories connected well with targeted audience.

Our expansion through franchise stores in Tier 3-5 markets, combined with our robust digital presence, is helping us tap into new growth opportunities with strengthened omni-channel approach. Our conscious efforts on Franchise model expansion are showing good results. Cost efficiency remains a cornerstone across all operations including manufacturing facilities.

We continue to maintain a balanced approach between managing near-term challenges and investing in long-term growth drivers. We are optimistic about consumption recovery in the coming quarters, backed by festive season momentum and our strong market positioning."

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About BATA India:

For close to a century, Bata India has been a symbol of trust and quality for Indian consumers, serving 250,000 customers every day in 2023. Throughout this journey, Bata has continuously evolved to cater to the diverse needs and preferences of its customers to become the largest footwear retailer and manufacturer in the country. Its expansive retail network consists of 1900+ stores (Company Owned and Franchise). Augmented by thousands of Multi multi-brand outlets and a robust omnichannel presence across D2C and marketplaces, Bata India sells close to 50 million pairs annually.

Bata India's mission is to make global trends and premium fashion accessible to all consumers through its extensive retail network. It is redefining the intersection of fashion and comfort through its various brands – Bata Red Label for in-trend global styles, Bata Comfit for technology-enabled comfort in daily wear, athleisure brand Power for fitness sneakers and apparel, NorthStar for sneakers inspired by global youth trends, fashionable range of clogs and slip-ons under Floatz, kids brand Bubblegummers that have won the trust of parents while inspiring fun, and Hush Puppies the global brand that epitomizes comfort and elegance to name a few.

To explore the world of Bata, please visit www.bata.com.

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