

May 31, 2024

The Manager  
Corporate Relationship Department  
**BSE Limited**  
1<sup>st</sup> 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, 5<sup>th</sup> 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: Post Earnings call Presentation**

Further to our letter dated May 24, 2024, regarding Intimation of Schedule of Post Earnings call, 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.

The aforesaid information is also available on the website of the Company, viz., [www.bata.in](http://www.bata.in)

This is for your information and records.

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, 1<sup>st</sup> Floor, Kolkata-700016, West Bengal || Tel.: (033) 23014400 || Fax: (033) 22895748

E-mail: [in-customer.service@bata.com](mailto:in-customer.service@bata.com) || Website: [www.bata.in](http://www.bata.in)

# Q4 FY24 Investors Presentation

Bata India Limited

31<sup>st</sup> May 2024

*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**

**1. Business Overview**

**2. Business Highlights**

**3. Financials**

# Strategic Thrust Levers for 2023-24

7

## Talent, Process, Technology

- Successful implementation of ERP
- Continuous focus on **Flexi Manpower**

6

## Stay nimble on costs

- Overheads lower by **29bps** vs LY
- Variabilising cost structure

5

## Agile & efficient Supply Chain

- WMS implemented at 2<sup>nd</sup> Warehouse - Bhiwandi
- Leveraging scale of operations
- **Monetization of Faridabad Land**

1

## Drive Portfolio Evolution

- Premium Segments driving growth - Red Label, Comfit, Power contribution up by 4%
- Floatz **+96%** vs LY, **16K+** pairs average weekly sales
- Sneaker Studios implemented in **698 stores**

2

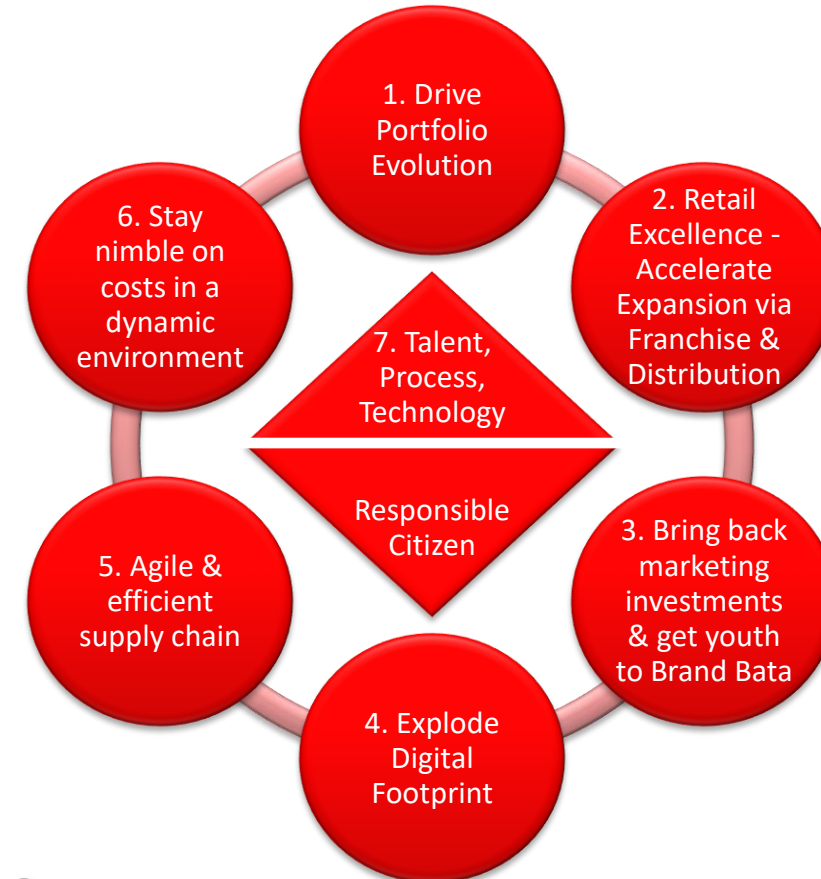
## Retail Excellence - Accelerate Expansion via Franchise & Distribution

- Franchise Store addition - **24** net new doors
- WD% for Distributor moved to **45.8%**
- Renovations / Facelifts – **67 Stores**

3

## Marketing Investments & youth to Bata

- **10/10 campaign**
- Brand metric show healthy improvement, Brand awareness **@87%**



4

## Explode Digital Footprint

- Healthy digital footprint with focus on profitability
- **400+** Franchise stores added into ISS (Omni) network



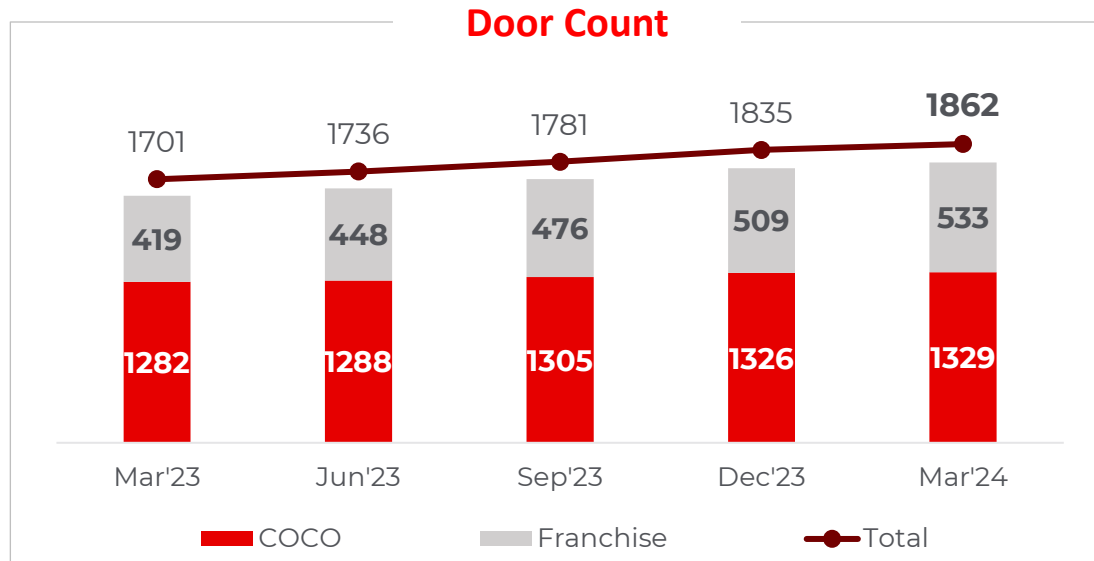
## **Agenda**

**1. Business Overview**

**2. Business Highlights**

**3. Financials**

# Continuing expansion through COCO & Franchise stores



- **Franchise Volume** growth ~ **+25%**  
First Mover advantage in Tier 3-5 Towns
- Overall **Freshness** at highest levels ~ **38.8%**  
Focus on driving newness in bottom clusters



**Red 2.0 expanded to 597 stores**



**Partner trust in Bata brand – Multiple Stores Partnership - 42%**

# New Product development & Portfolio Strategy

New Power EBOs to gain market share/value



1st Power Store Launched Spectrum Mall, Noida



EBOs to be backed by **marketing campaigns**



**Expansion** – to open **10 stores** by Dec'24

**Bata**

Extending Power Cross Category Footwear -> Apparel



Present in 70 stores



Focus on assortment & OPP



**Expansion** – to reach **100 stores** by Dec'24



# New Product development & Portfolio Strategy

## Nine West Launch



Present in 40 stores



Brand to be backed by **marketing campaigns**



**Expansion** – to reach **70 stores** by Dec'24

**Bata**

## Floatz Kiosk



Opened 11 kiosks



Trendy style offering, focussing on **style innovation & collabs**



**Expansion** – to reach **30 Kiosks** by Dec'24

# Digital channel powering profitable growth

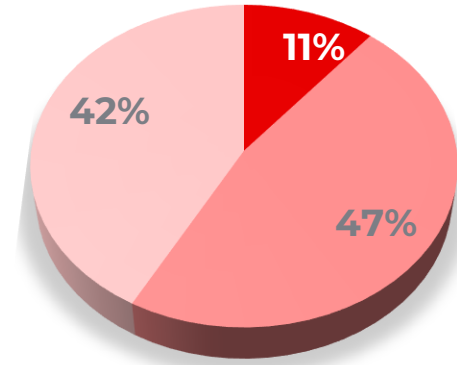


## eCommerce (Marketplaces + Bata.com)

- New marketplaces onboarded
- Migration from **Bata.in** → **Bata.com**
- Marketplaces business growth **+41%**, Bata.com growth **+31%**
- Growth in comfort categories, **Comfit +50%**, **Red Label +323%**
- Volume growth **+39%**



## Digital Sales Contribution %



■ Bata.com ■ B2C ■ B2B



## OMNI (Home Delivery)

- Amongst the **largest omni network in India**, covering 1700+ Bata stores (COCO & Franchisee), net addition 400+
- **1 Mn+** pairs shipped in FY'24

## Campaigns



NEW  
**10/10**  
FRESH & FABULOUS COLLECTION

**Bata**

**Style for miles.**

THE BODY SHOE™  
Travel Collection.

Hush Puppies™

Body Shoe™  
Bounce

Body Shoe™  
Protect

Body Shoe™  
Flex

Sublime  
Ready.

**STEP INTO STYLE**

500+  
NEW STYLES

NEW  
Arrivals

**Flat 20% off\***

Use Code: FLAT20

Offer valid from, 19th - 21st January 2024, on minimum purchase of Rs. 1999



INTRODUCING  
**NINE WEST**

NYC ✈ IND

[EXPLORE THE COLLECTION](#)



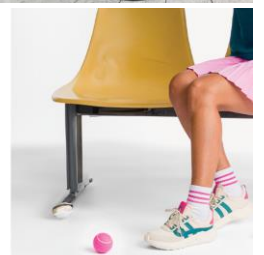
**The Seventy8  
Collection**

with Bounce™ cushioning

inspired by the OG Classic 70's HP Styles

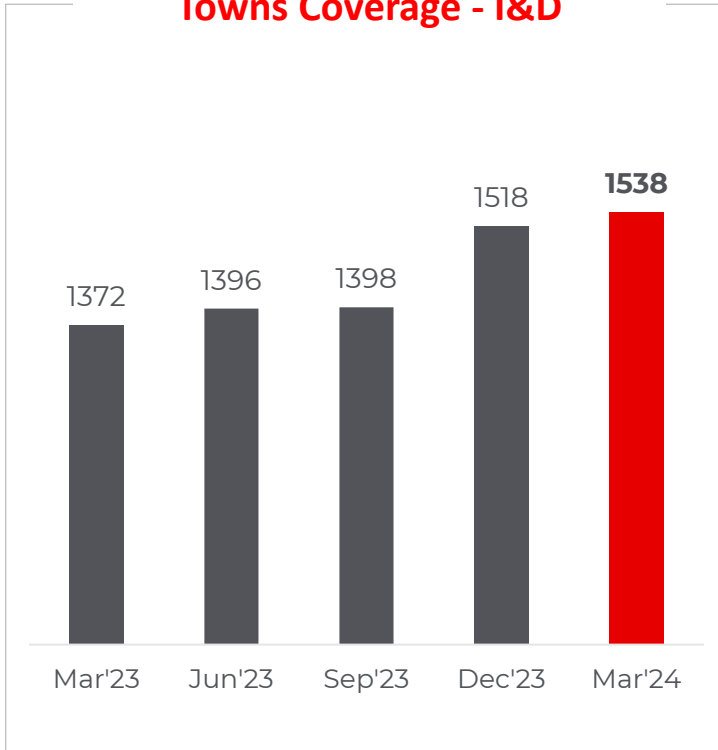


Hush Puppies

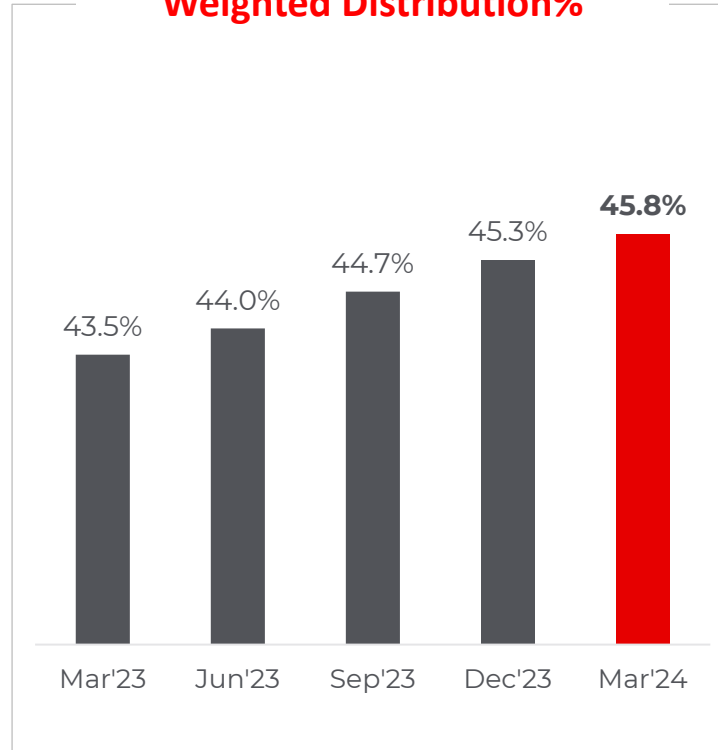


# Expanded Reach to 1538 Towns; Distributor WD @45.8%

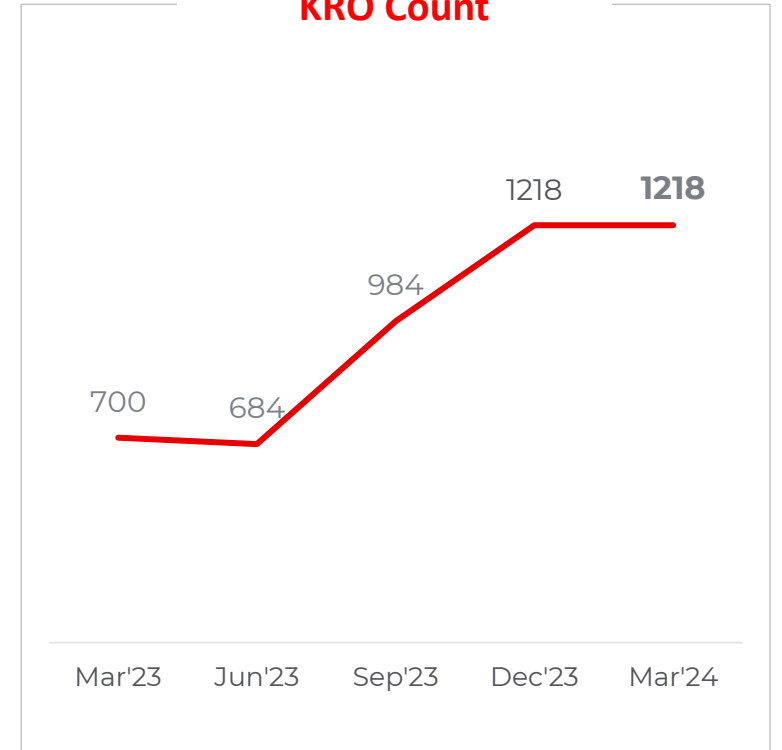
### Towns Coverage - I&D



### Weighted Distribution%



### KRO Count



- Growth in School and Sports category for institutional business
- Improved Weighted distribution with focus on larger distributors cohort

# Pivoting the Brand on style and modernity

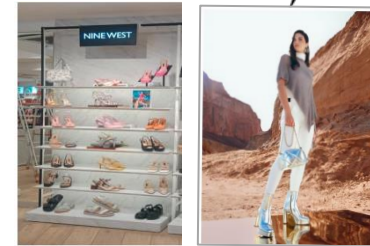
Building Style & Fashion forward Imagery through Influencers, along with new media driving footfalls

Digitally targeted campaigns to drive footfall



Bringing global brands to India - **Nine West**

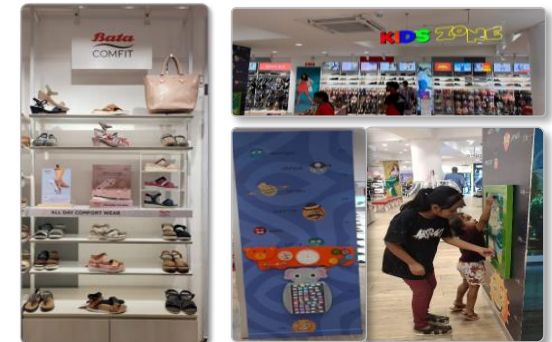
NYC ✈ IND



New arrivals driving modernity with **Bata 10/10 Campaign**



Enhancing store experience with **Brand stories, digital screens and Kids engagement area**



# Awards & Accolades



**Green-O-Tech India-Green Merit Award**  
**Recognition for Green Initiative of “**  
**Waste Paper Recycling**



**HerKey**  
**Top 20 most Innovative Practices**  
**(Women L&D Programs)**



**IMAGES Fashion awards**  
**Best Tech implementation in CRM**



**ET Brand Equity Trendies**  
**Best Marketing campaign for ‘Every**  
**walk is a Ramp walk’**



**E4M Prime Time awards**  
**Best Influencer Marketing &**  
**Creative campaign**



## **Agenda**

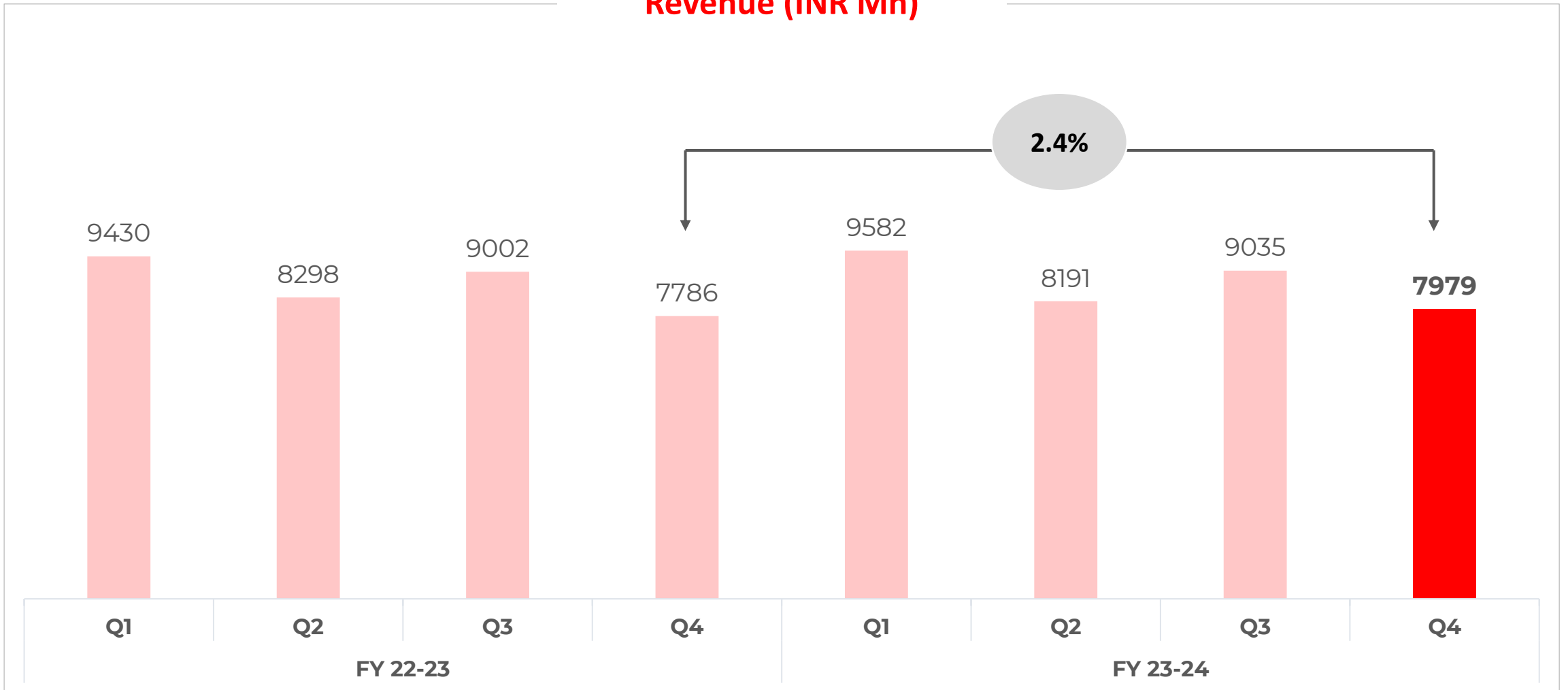
**1. Business Overview**

**2. Business Highlights**

**3. Financials**

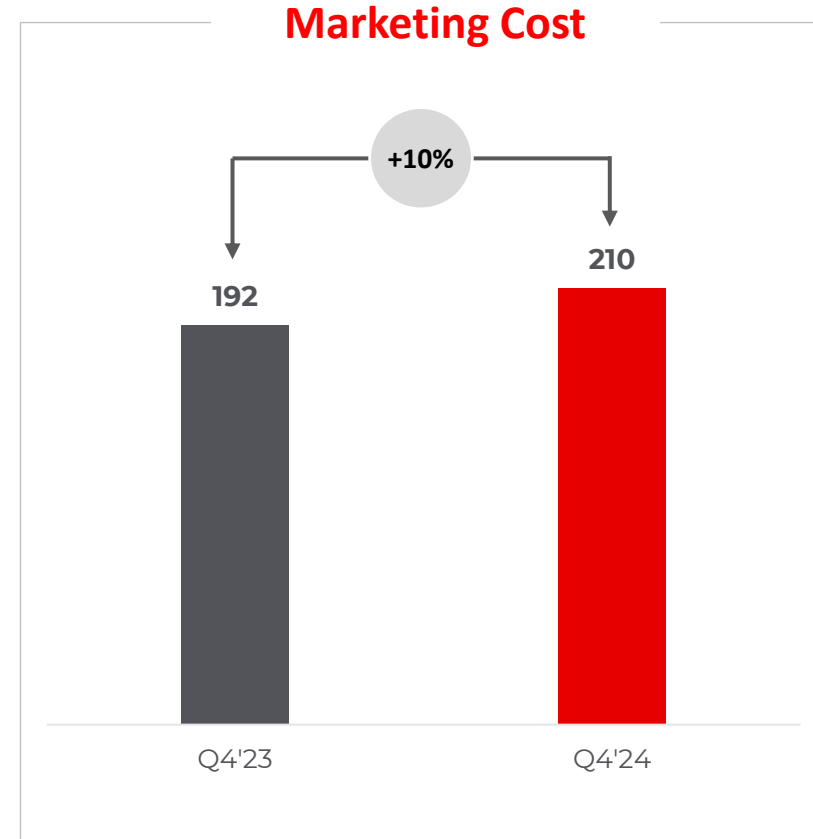
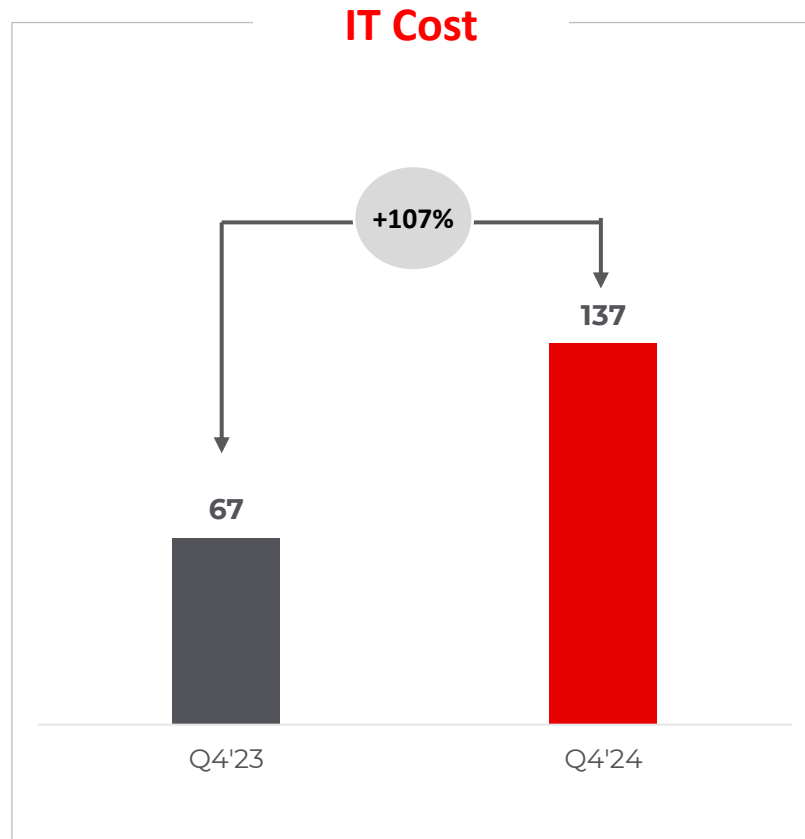
# Positive sales growth despite subdued demand

Revenue (INR Mn)



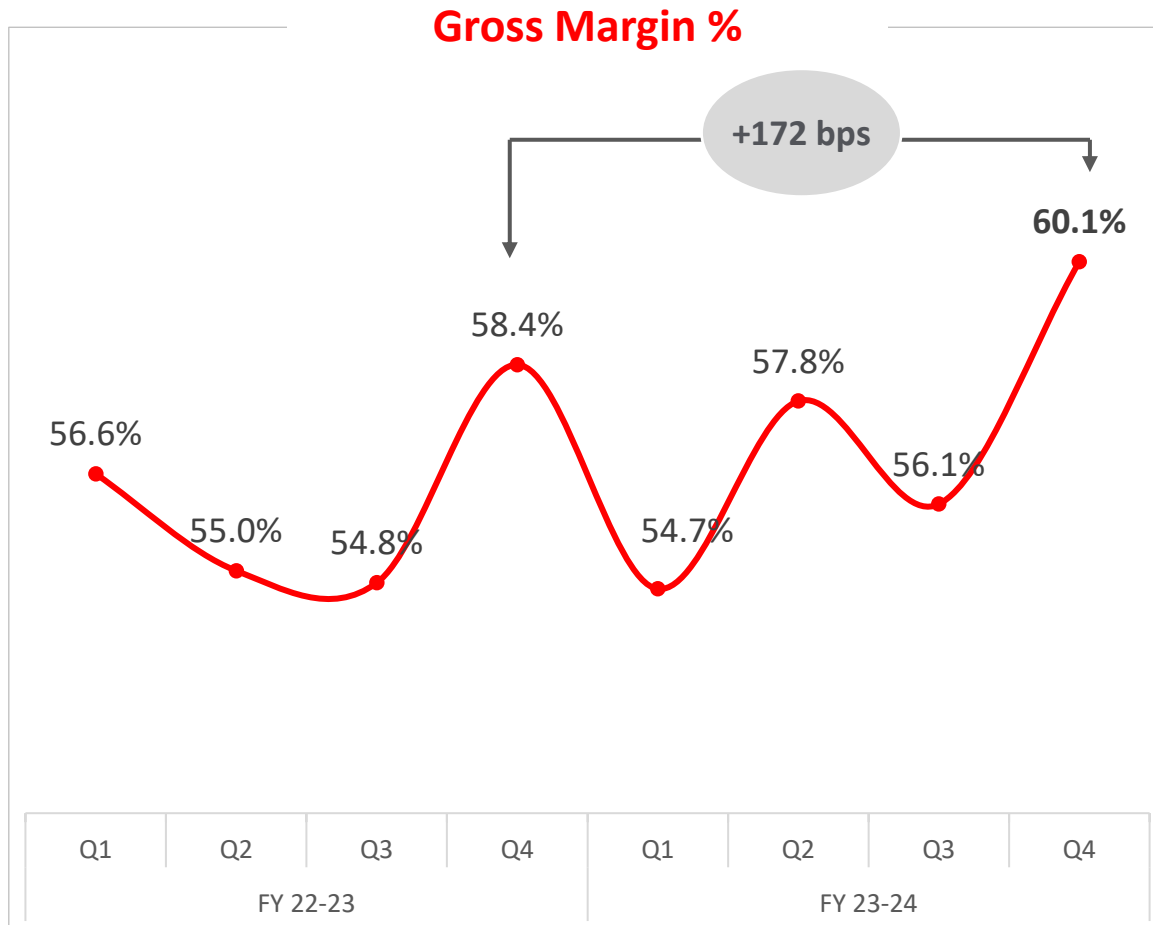
# Investment in IT & Marketing for future readiness

INR Mn

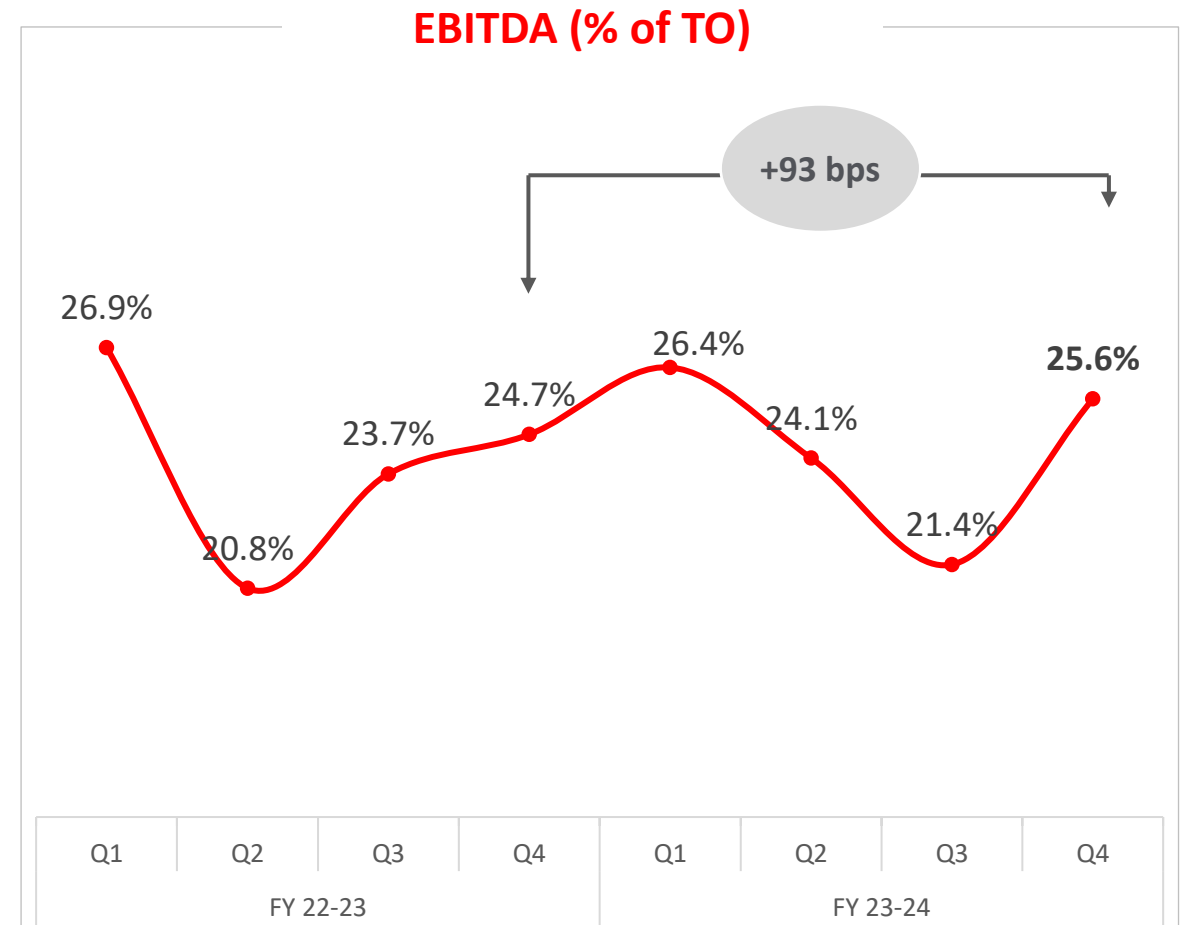




## Enhanced gross margin through operational efficiencies



## Improved EBITDA through better gross margin and cost efficiencies



**THANK YOU**



BATA INDIA LIMITED

(CIN: L19201WB1931PLC007261)

Corporate Office: Bata House, 418/02, M. G. Road, Sector – 17, Gurugram – 122001, Haryana Telephone: (0124) 3990100 | Fax: (0124) 3990116/118 | E-mail: [in-customer.service@bata.com](mailto:in-customer.service@bata.com)

Registered Office: 27B, Camac Street, 1st Floor, Kolkata – 700016, West Bengal Telephone: (033) 23014400 | E-mail: [share.dept@bata.com](mailto:share.dept@bata.com) | Website: [www.bata.in](http://www.bata.in)