

August 8, 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 July 30, 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

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# Q1 FY25 Investors Presentation

Bata India Limited

08<sup>th</sup> August 2024





# 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 2024-25

**1 Drive Portfolio Evolution**

- Floatz **+85%** vs LY, **24K+** pairs average weekly sales
- Power **+10%** vs LY ; Comfit **+3%** vs LY
- Sneaker Studios implemented in **739** stores

**7 Talent, Process, Technology**

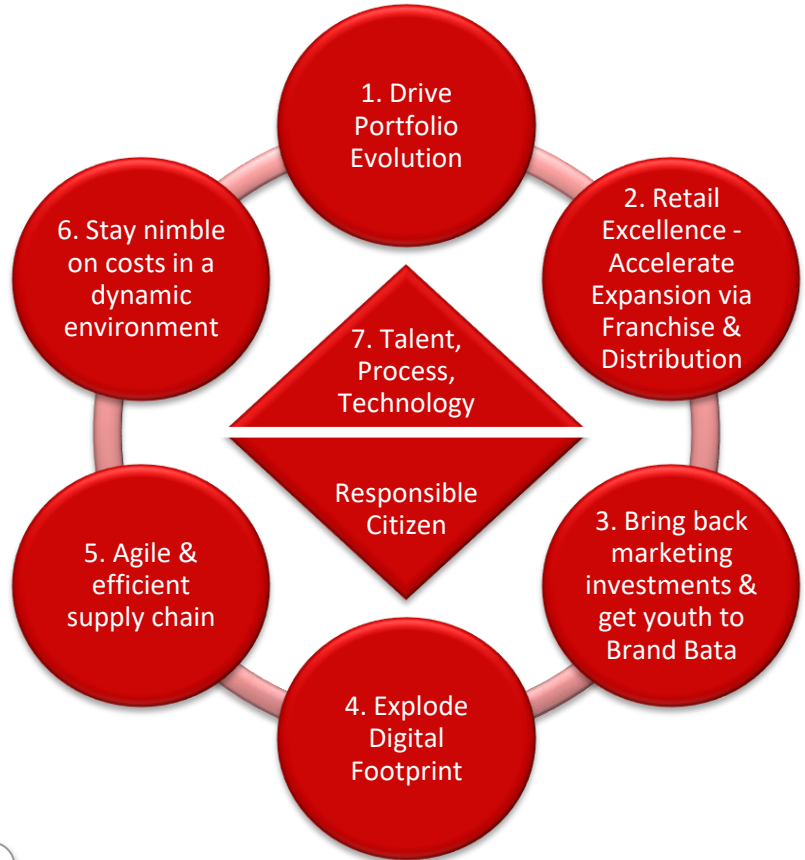
- Stabilization of **MSD 365**

**6 Stay nimble on costs**

- Cost control across verticals
- **30% Incentive variable structure** at stores

**5 Agile & efficient Supply Chain**

- Better **capacity utilization**
- Q-o-Q reduction in **net inventory**
- Q-o-Q improvement in stock **availability**



**2 Retail Excellence - Accelerate Expansion via Franchise & Distribution**

- Franchise Store addition - **33** net new doors
- WD% for Distributor moved to **46.4%**
- Renovations / Facelifts – **37** Stores
- **2<sup>nd</sup> Power EBO** launched

**3 Marketing Investments & youth to Bata**

- **Try & Fly** campaign
- **Ninewest** brand launch

**4 Explode Digital Footprint**

- Healthy digital footprint with focus on profitability
- New partnership for B2B



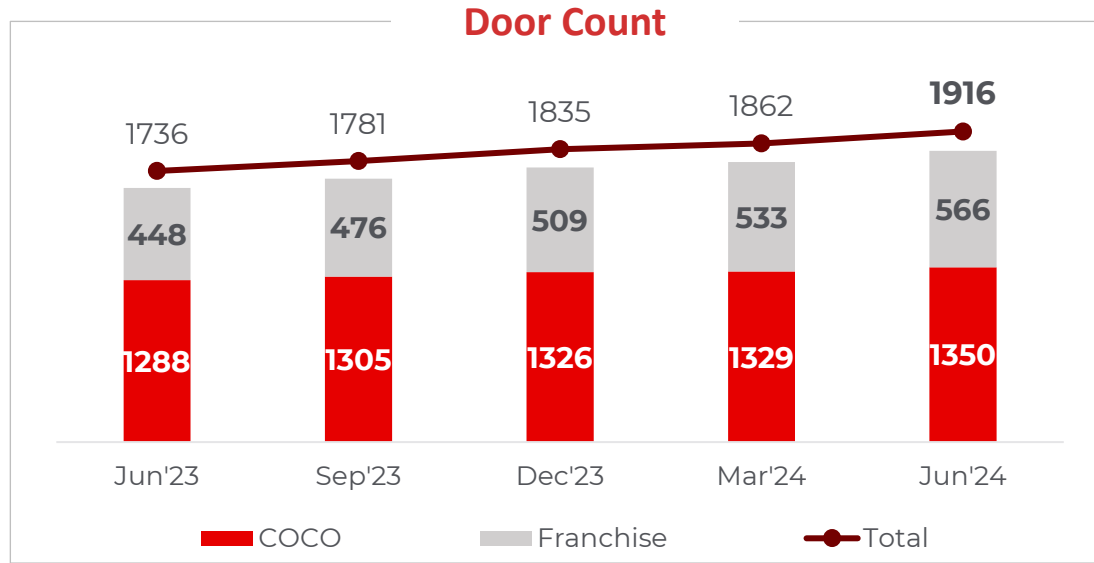
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# Continuing expansion through COCO & Franchise stores



- Franchise expansion in newer micro-markets driving the growth
- Franchise Partner trust - Multiple Stores Partnership - 42%
- Focus on driving newness in bottom clusters

**Bata**



Red 2.0 expanded to 648 stores



# Expansion & Innovation to lead growth in Power

## Power EBO Expansion



2nd Power EBO Launched, NCR



Addition of **Trendy & Colorful** options



Expansion – to reach **15 stores** by Dec'24

**Bata**

## Power Apparel



Present in **70 stores**



Focus on **OPP & Freshness**



**Q-o-Q improvement in sales**  
Expansion – to reach **100 stores** by Dec'24



# Product Development & Portfolio Strategy

## Floatz Kiosk



Opened 16 Kiosks



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



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

**Bata**

## Ninewest



Present in 42 stores



Ninewest to drive **Premiumization**



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

# Digital channel powering profitable growth

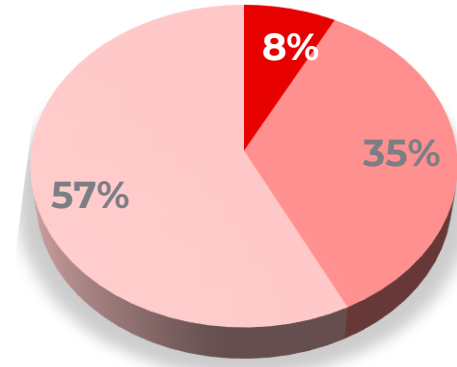


## eCommerce (Marketplaces + Bata.com)

- Growth in marketplaces business & Bata.com
- Marketplace expansion - **Myntra** B2B
- Growth in comfort categories; **Comfit** & **Red Label**



## Digital Sales Contribution %



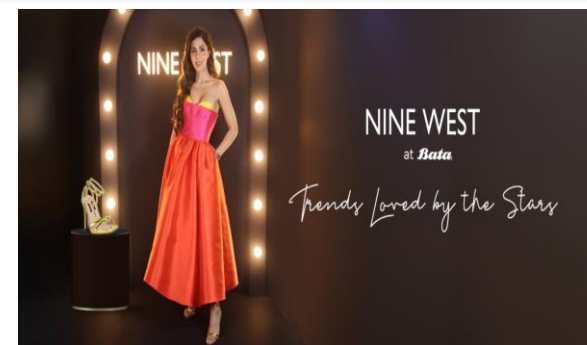
■ Bata.com ■ B2C ■ B2B



## OMNI (Home Delivery)

- Omni contribution over **5%** of Retail turnover
- **286K** pairs shipped in the quarter

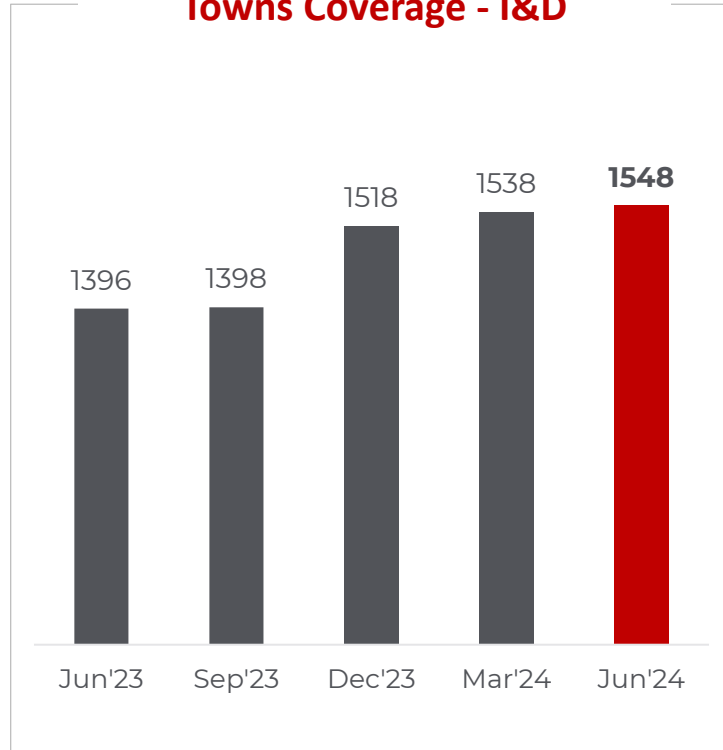
## Campaigns



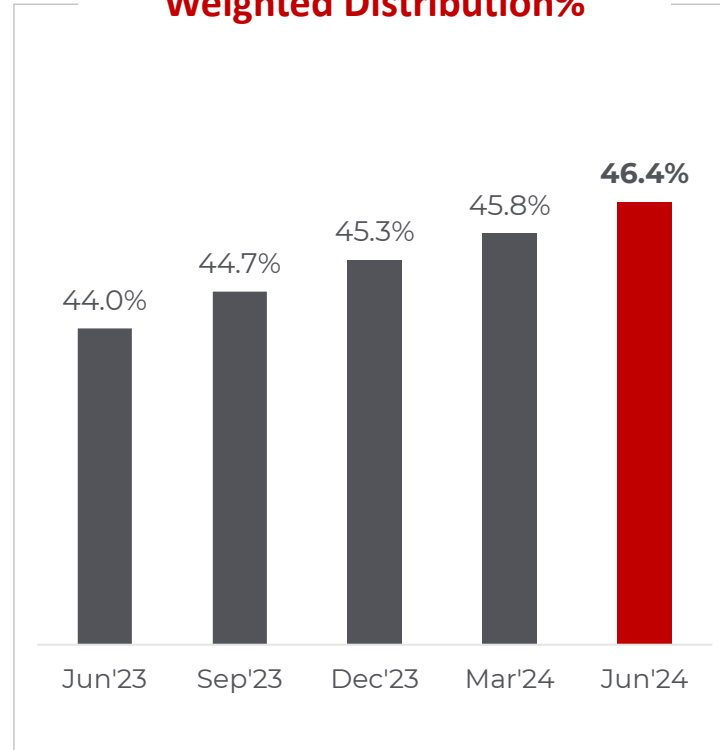
**Bata**

# Expanded presence to ~1550 towns via multi-brand outlets

Towns Coverage - I&D



Weighted Distribution%



- Reached **15000+** MBO's & **350+** Distributors
- **Evalite** driving growth
- **Improved Weighted distribution** with focus on larger distributors cohort



# Building Style & Fashion Forward Credentials

Driving Modern Brand Imagery with Ninewest Launch and seasonal campaigns

Industry first 'Try & Fly' Promo



Monsoon Ready Campaign featuring Floatz



Highlight fashion forward styles with Ninewest Launch



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



# Industry recognition & awards



**Franchisor of the Year 2024  
For Excellence in Branding & Marketing  
by CMO Asia**

**Bata**



**Best Loyalty Program  
The Customer Fest Leadership Awards 2024**



**Best social media campaign  
“Every walk is a Rampwalk”  
Mad Over Marketing award**



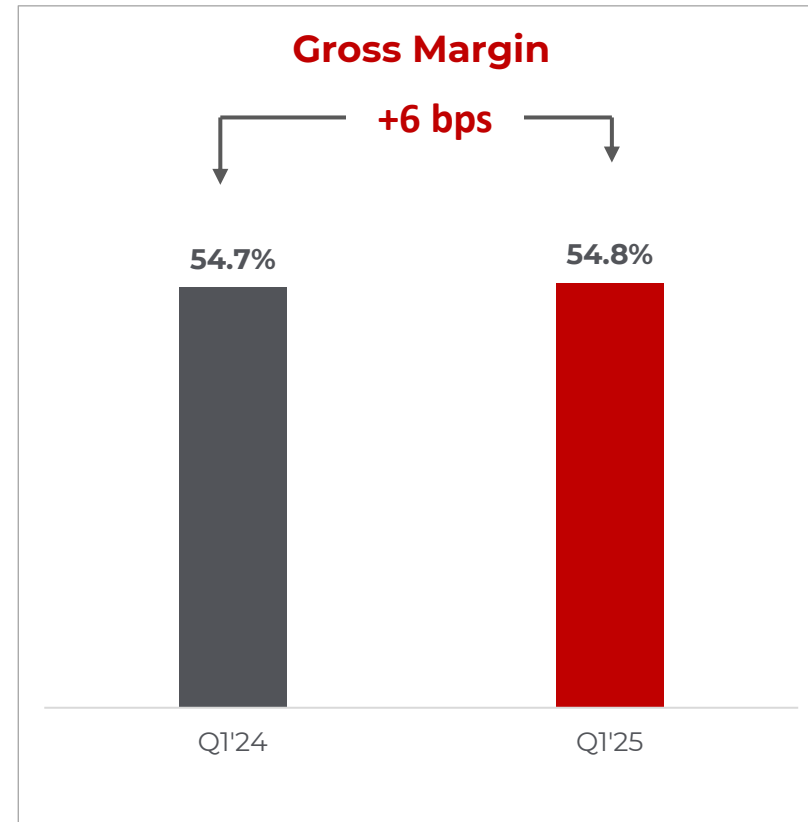
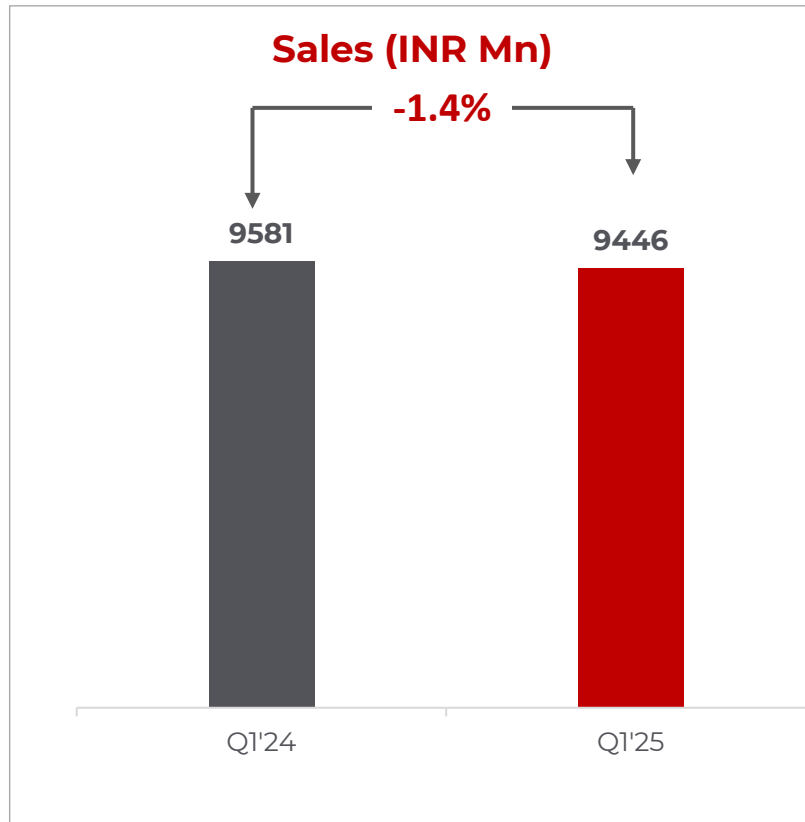
**Franchisor of the Year 2024  
by Franchise India**

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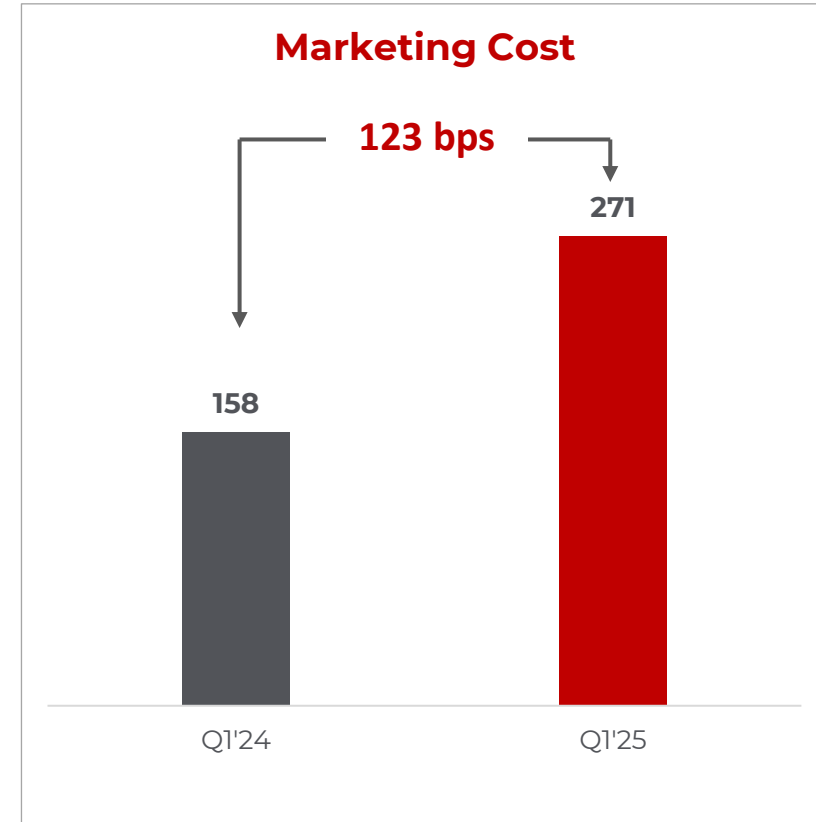
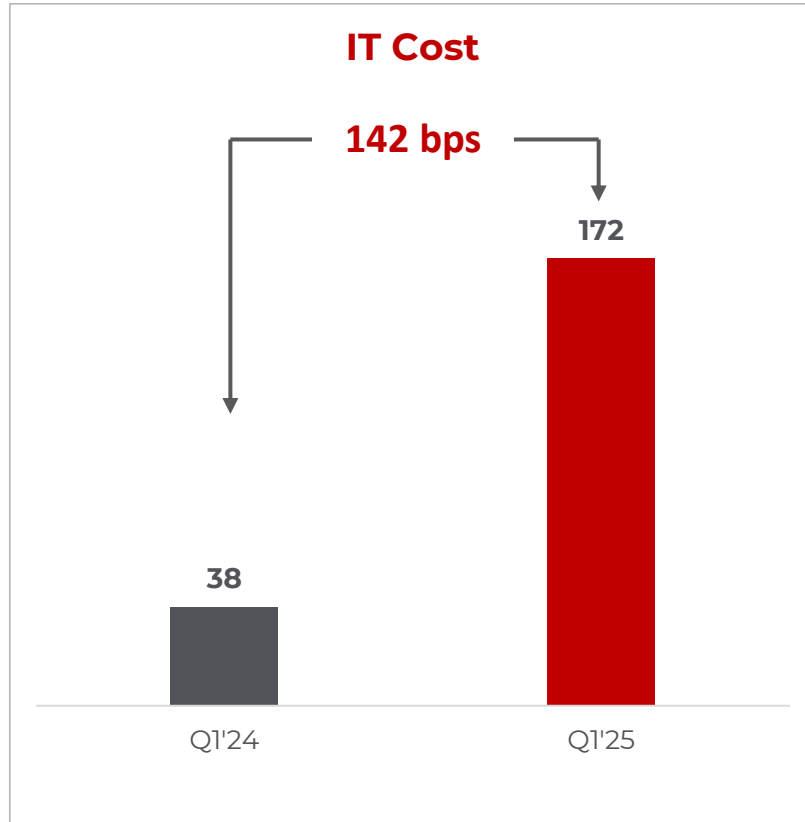


# Sales impacted due to subdued demand, managed gross margin through operational efficiencies

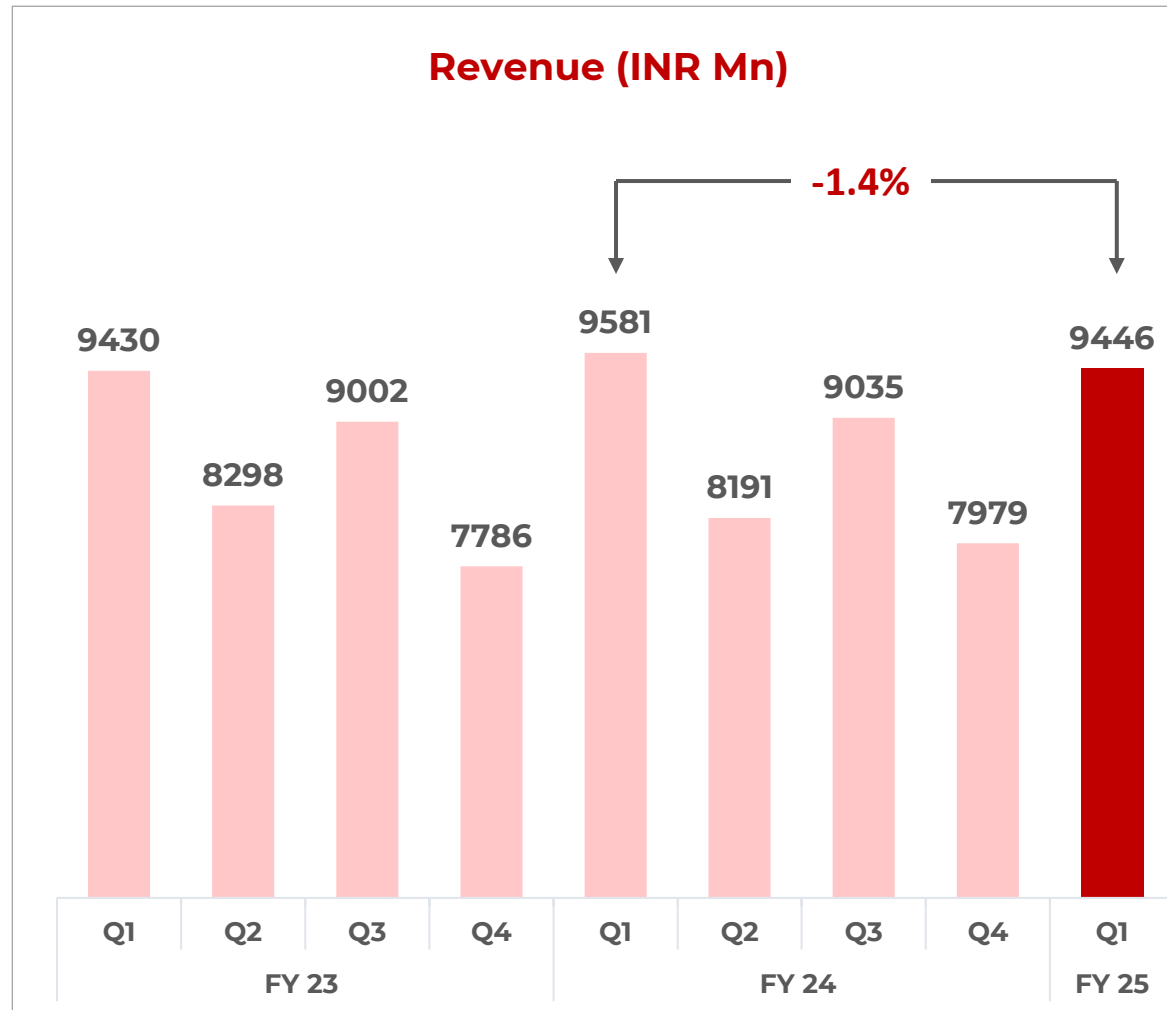


# Investment in IT & Marketing for future readiness

INR Mn

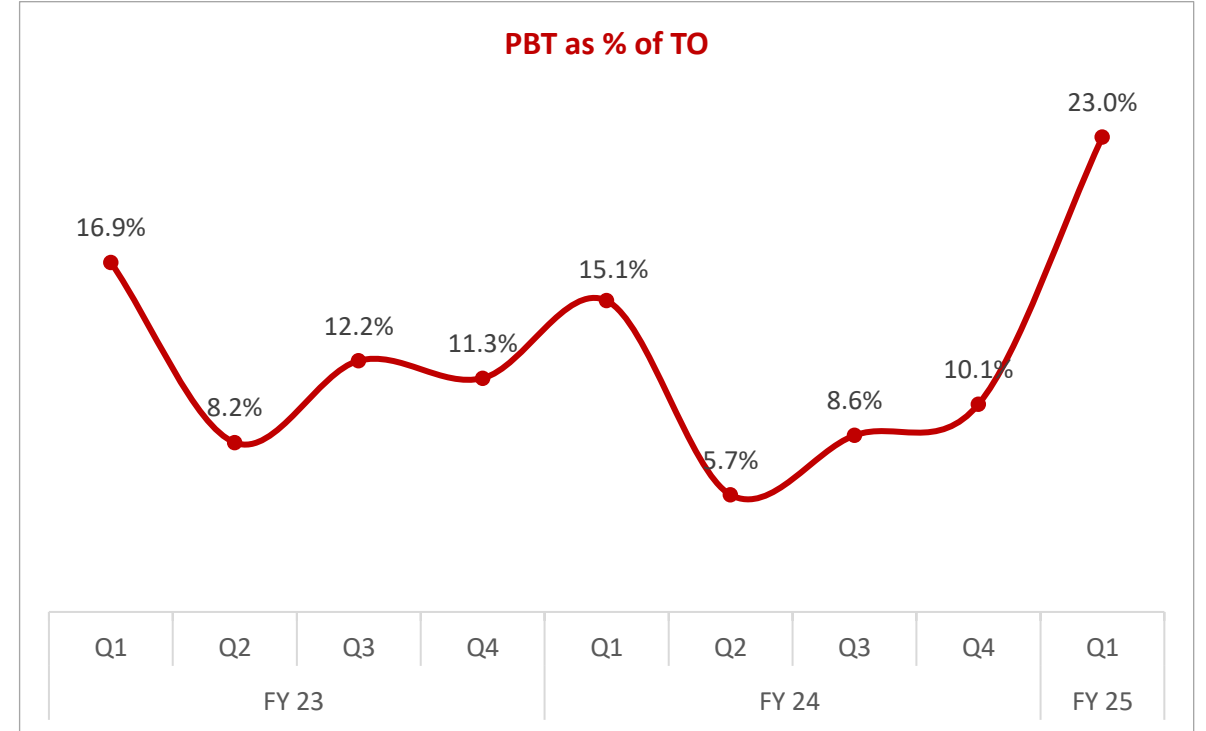
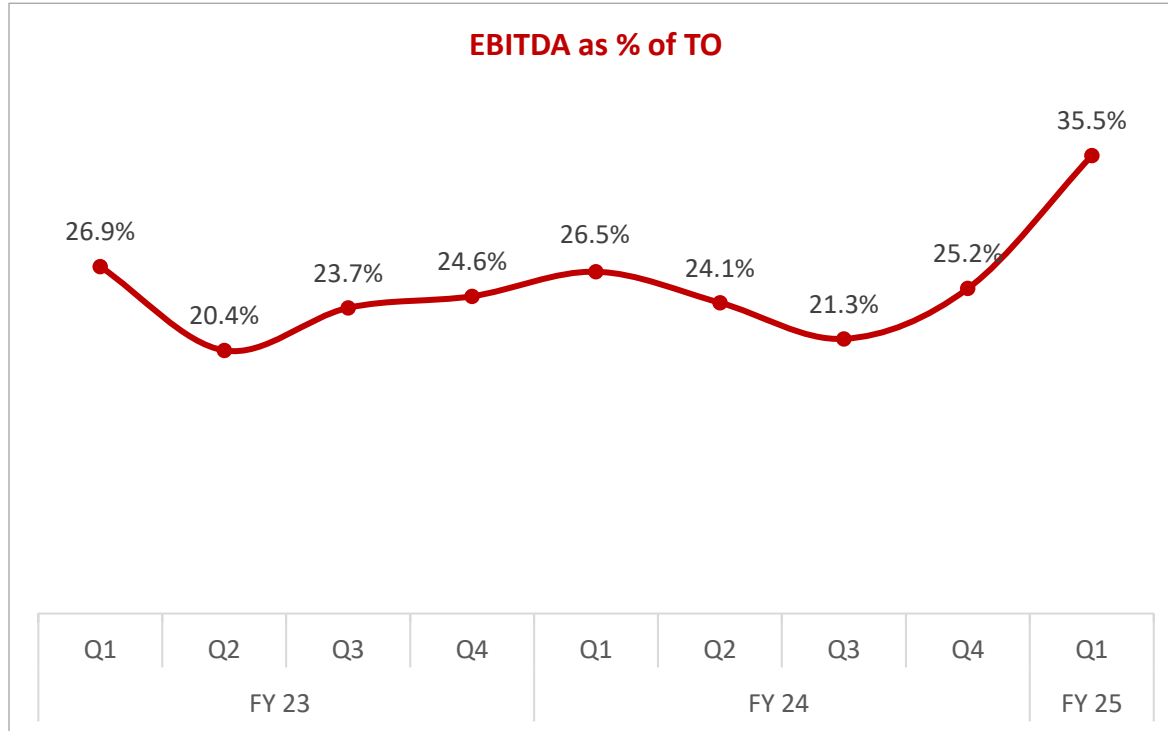


# Financial Highlights





# Financial Highlights



- Q1-25 EBITDA & PBT includes gain on sale of Faridabad land of INR 1,340 Mn (1,418 bps)
- Other expenses include One-off expenses in Q1-25

**THANK YOU**



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