

August 11, 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: Post Earnings' call Presentation

Further to our letter dated August 2, 2023, 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

This is for your information and records.

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

Q1 FY24 Investors Presentation

Bata India Limited

August 2023

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



BATA: INDIA'S MOST LOVED & TRUSTED FOOTWEAR BRAND



Footprint extended to
2100 point of sales,
outreached ~700+ cities



Committed to Technology
investments

Bata



Awarded as 'India's
Most Admired
Franchise Company'
by Global Business
& Entrepreneur
Awards 2023



Sneaker Studios
implemented in 565
stores

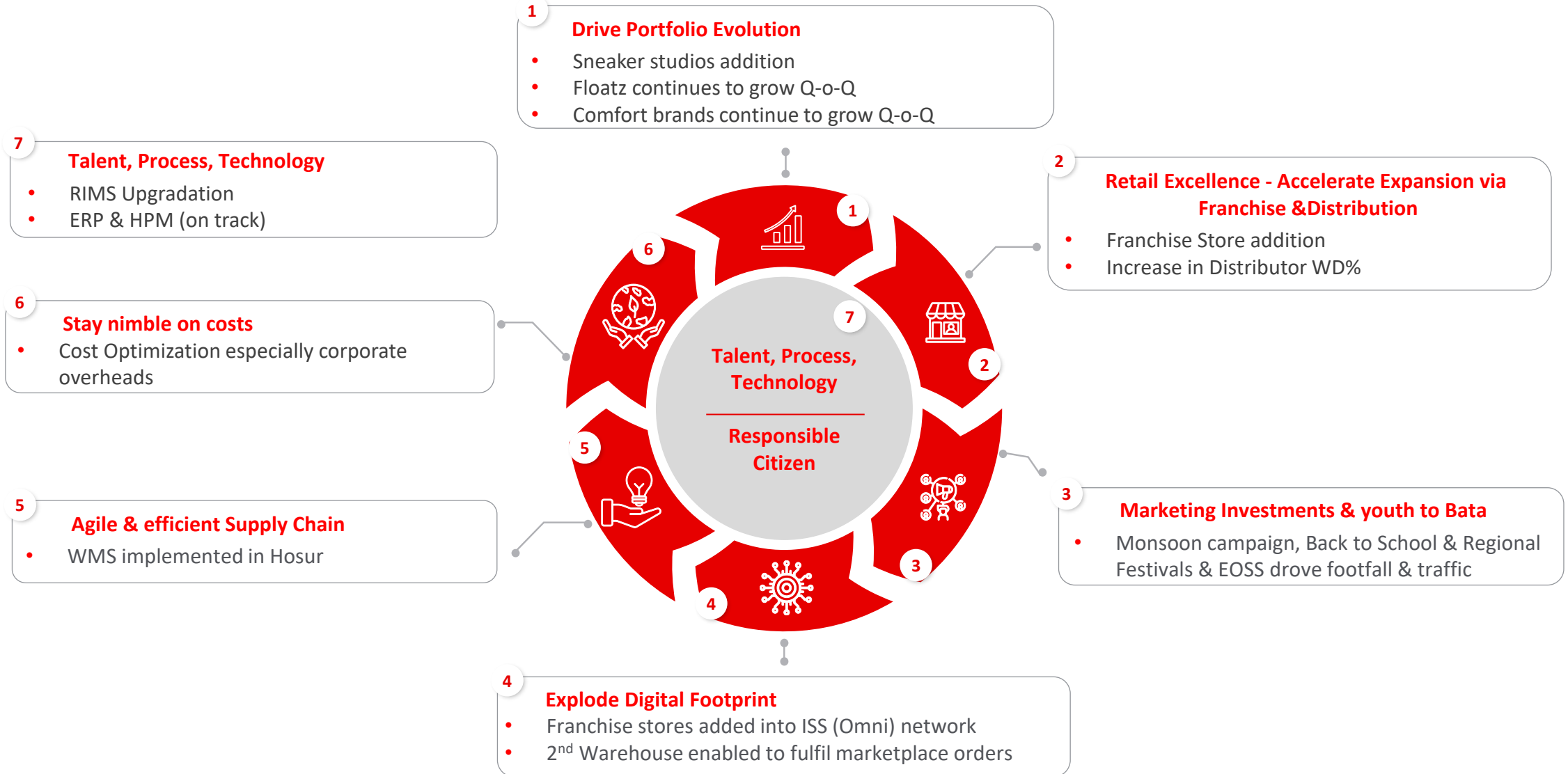


Floatz achieved highest
ever quarterly turnover

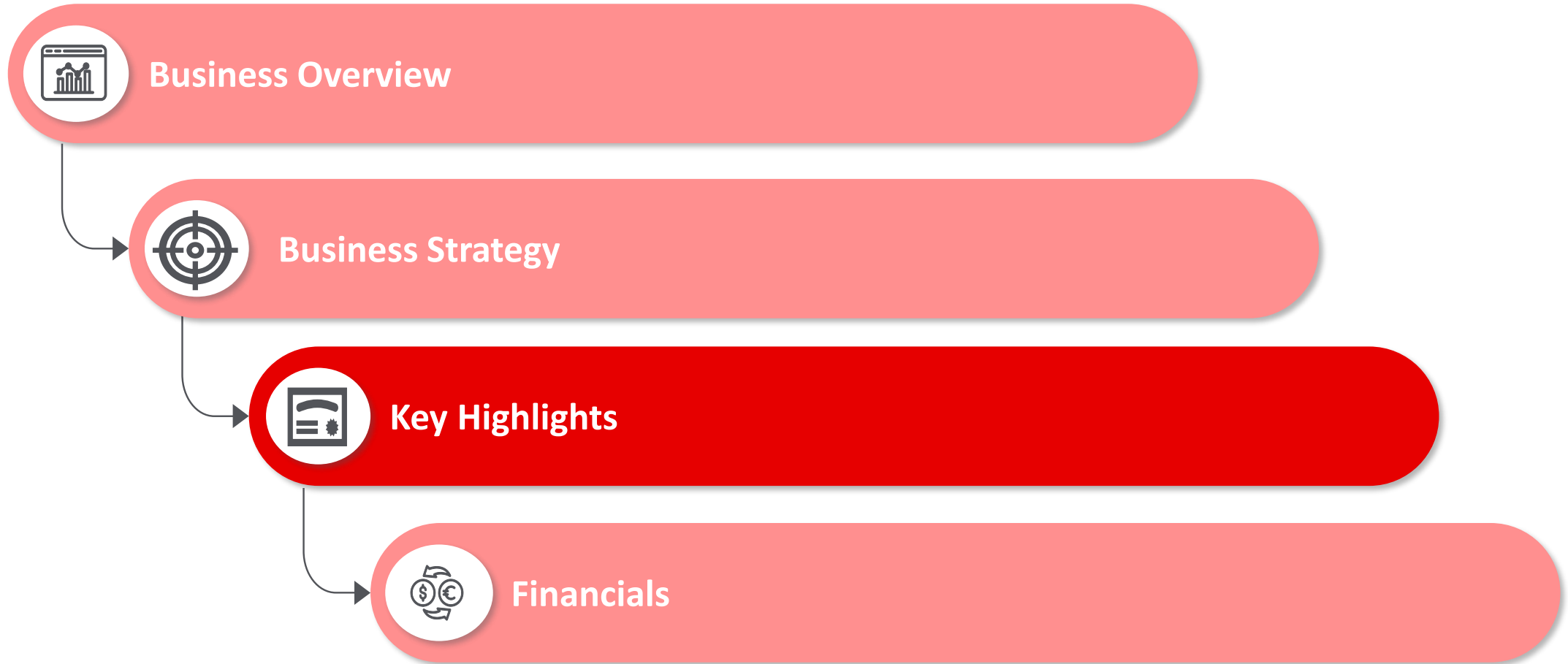
Agenda



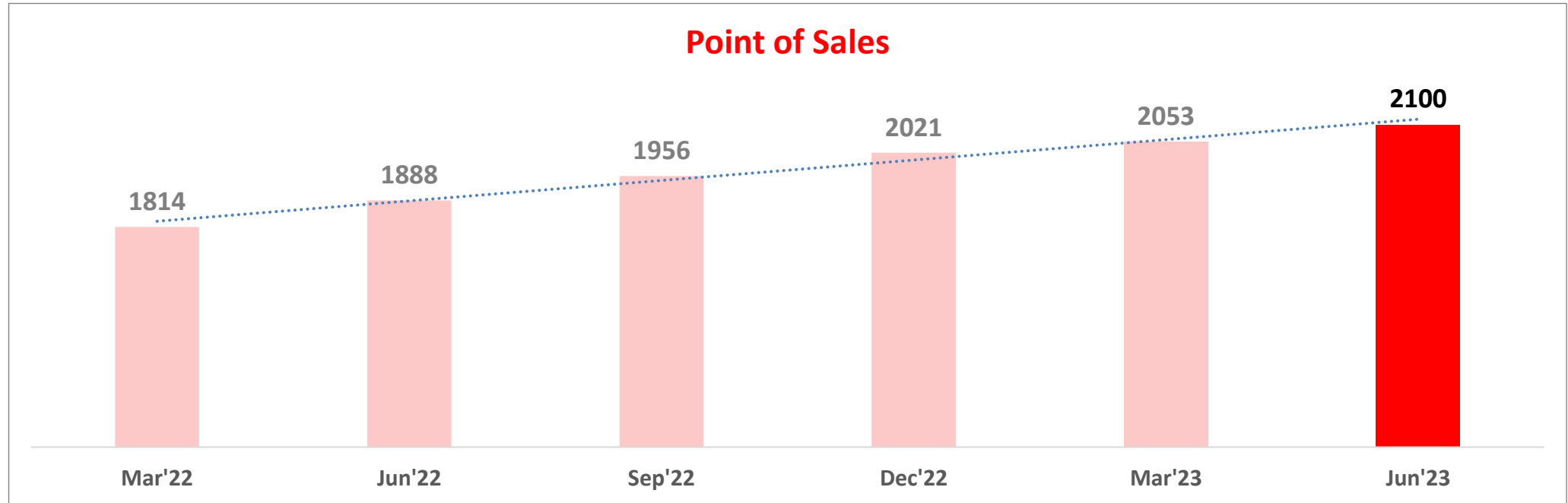
Strategic Thrust Levers for 2023-24



Agenda

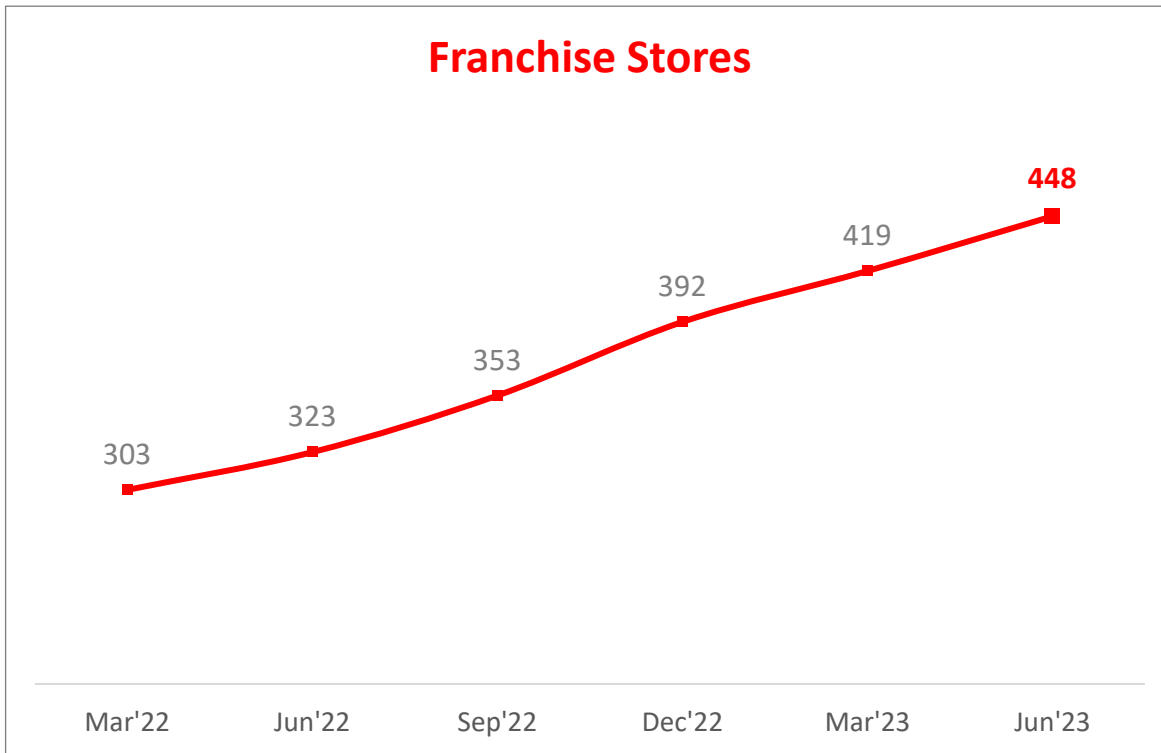


Continuing Retail Expansion

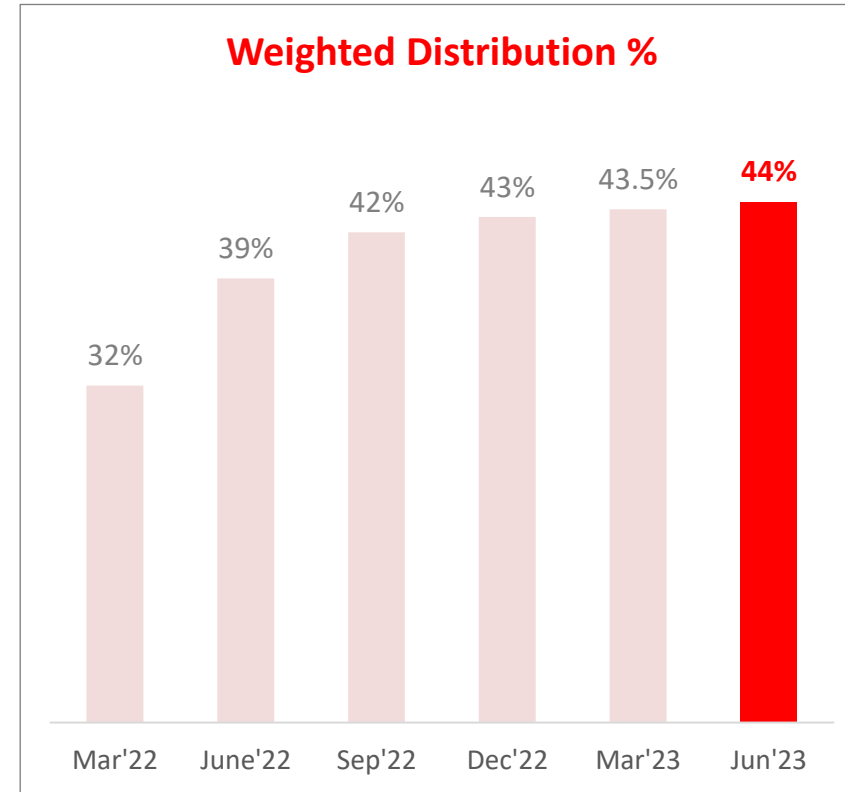
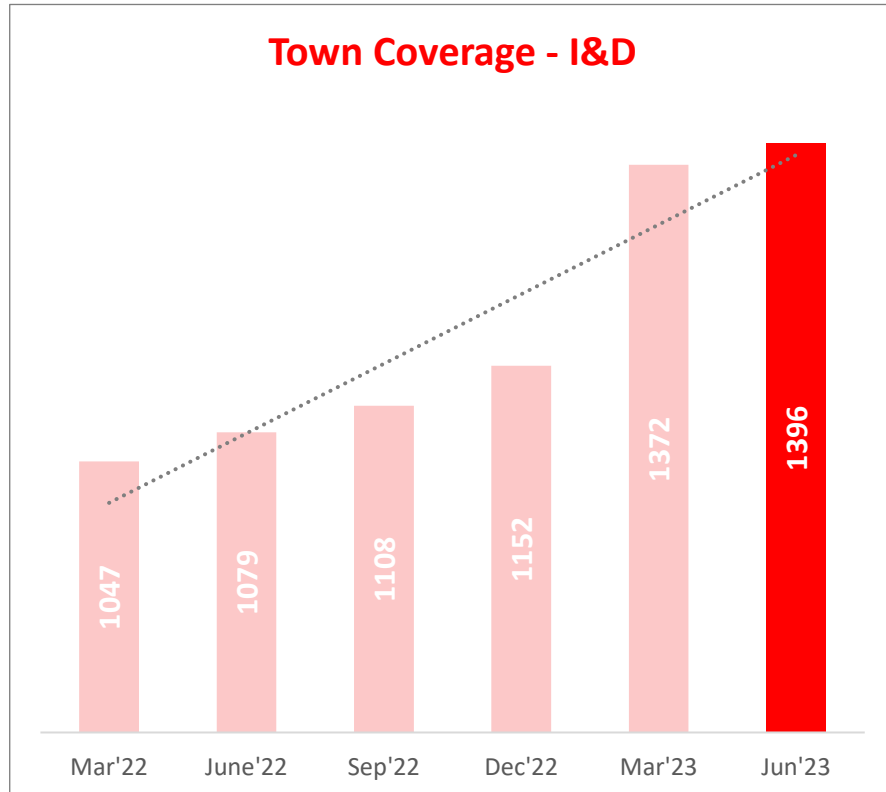


	Mar'22	Jun'22	Sep'22	Dec'22	Mar'23	June'23
COCO	70%	68%	66%	64%	63%	62%
FRN	17%	17%	18%	19%	20%	21%
SIS	13%	15%	16%	17%	17%	17%

Franchise Business Expansion continues

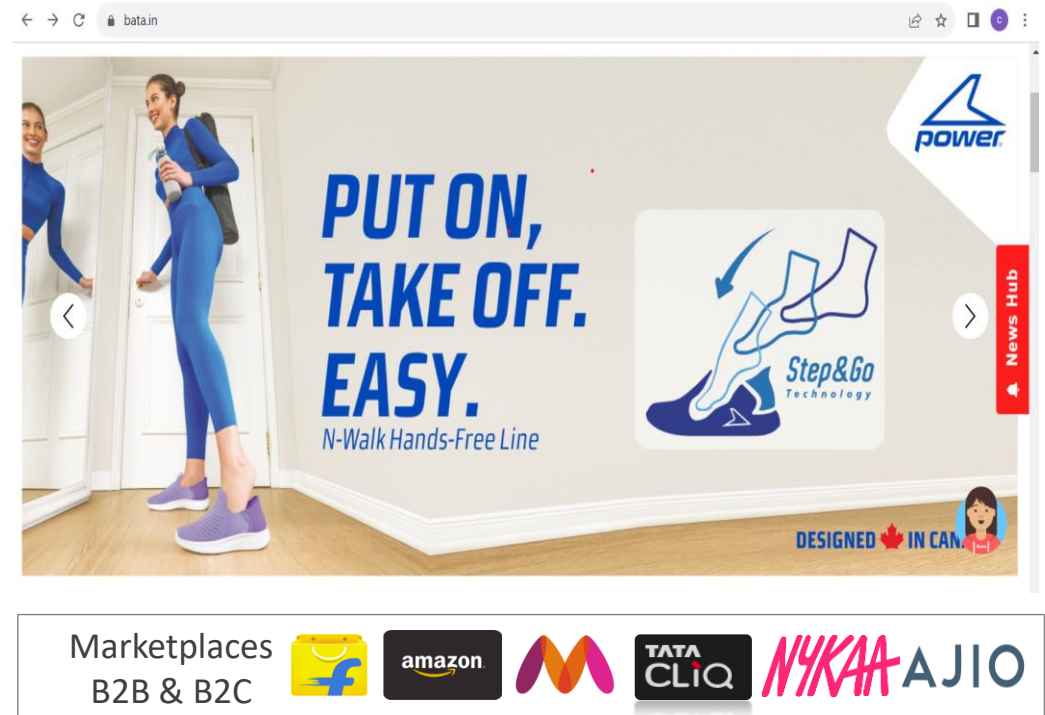
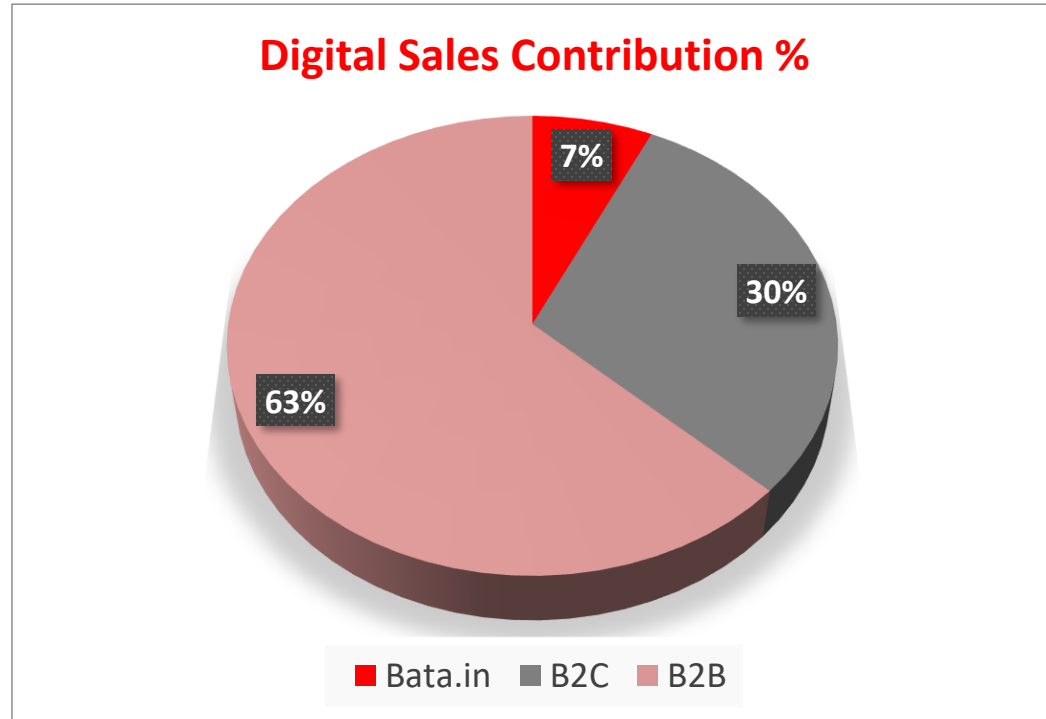


Expanded Reach to 1396 Towns; Distributor WD @44%



- Competitive Edge Categories(CEC) exceeding channel growth
- School Category continues to grow

Digital continues to expand its reach



- Bata.in grew ~1.2X
- 4.2 Mn+ Customer Visits on Bata.in
- Marketplace business grew at 1.16X
- 56 Franchise stores enabled for In-Store business

Regional Festivals, School Opening, Monsoon & EOSS drive consumer

Driving high relevance with consumers through Occasions and Event based marketing

1 Monsoon Collection – Floatz



2 School - Anti bacterial collection



3 Regional Festival Campaigns



4 End of Season Sale

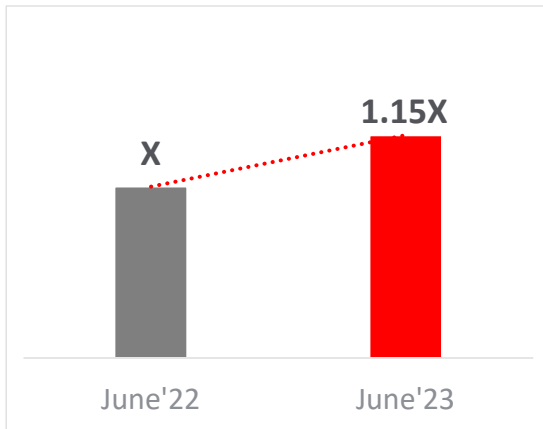


Premium Brands, Sneakerization and Comfort brands driving the growth

1

North Star

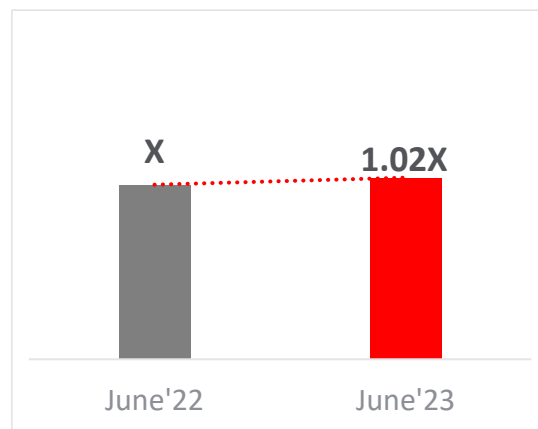
Sneakers driving the growth



2

Hush Puppies

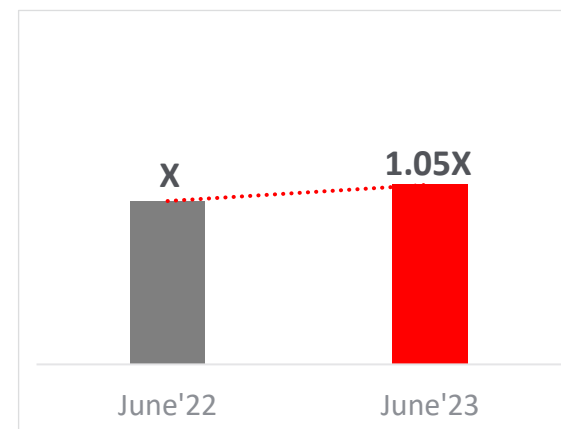
Driving Premiumization



3

Comfit

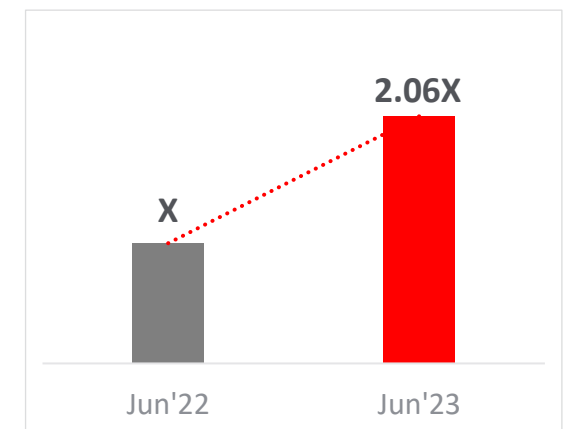
Comfort Brands driving growth



4

Floatz

Continues to grow sequentially



Elevating Experience for all Stakeholders

Launch of "Buy Now Pay Later" across all Stores



VM A.I Application for Standardisation of Visual Merchandising across Stores



1st Floatz Kiosk Vegas Mall, Delhi



Bata Shoe Care program



Store Refresh Renovations/Facelifts



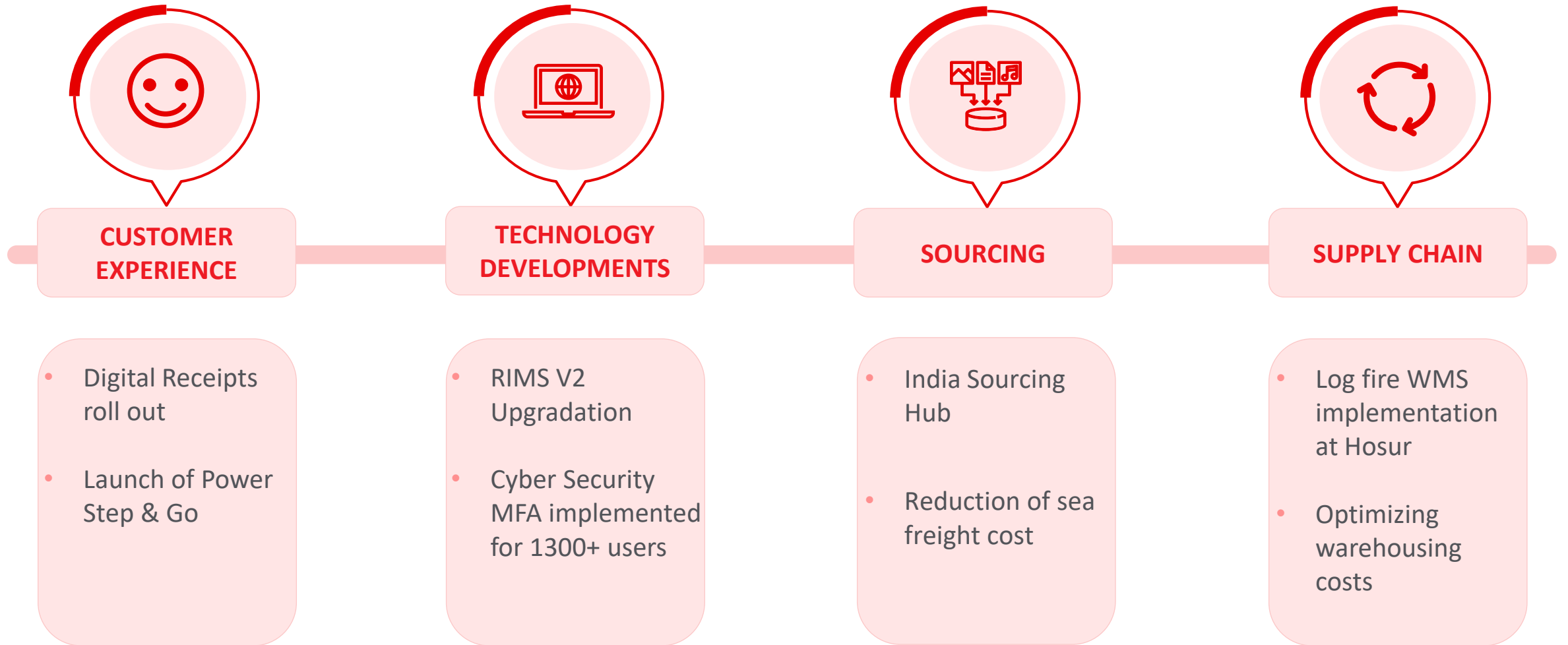
Launch of Bata Landlord Connect Application



Expanding Power -> Apparel (Aug'23)



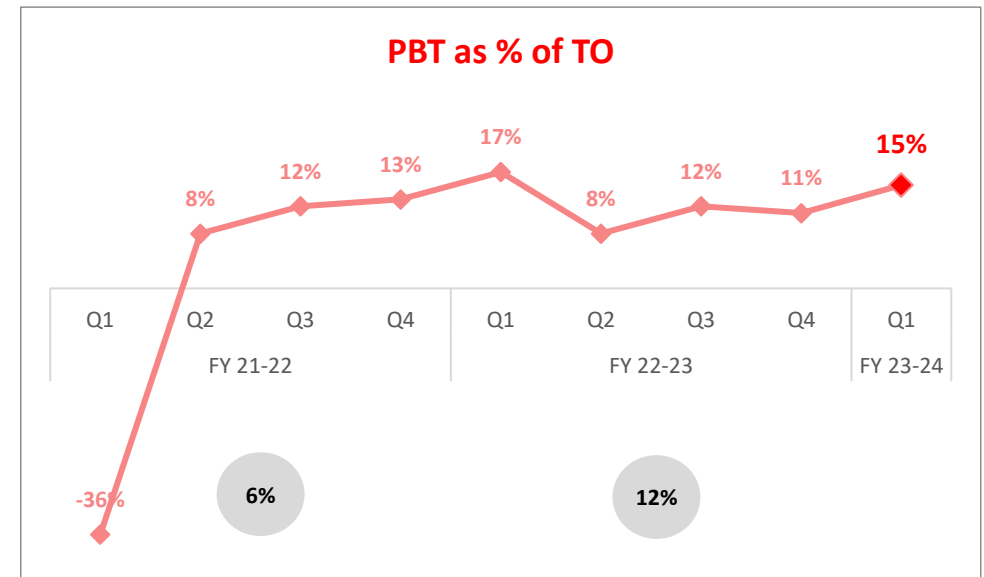
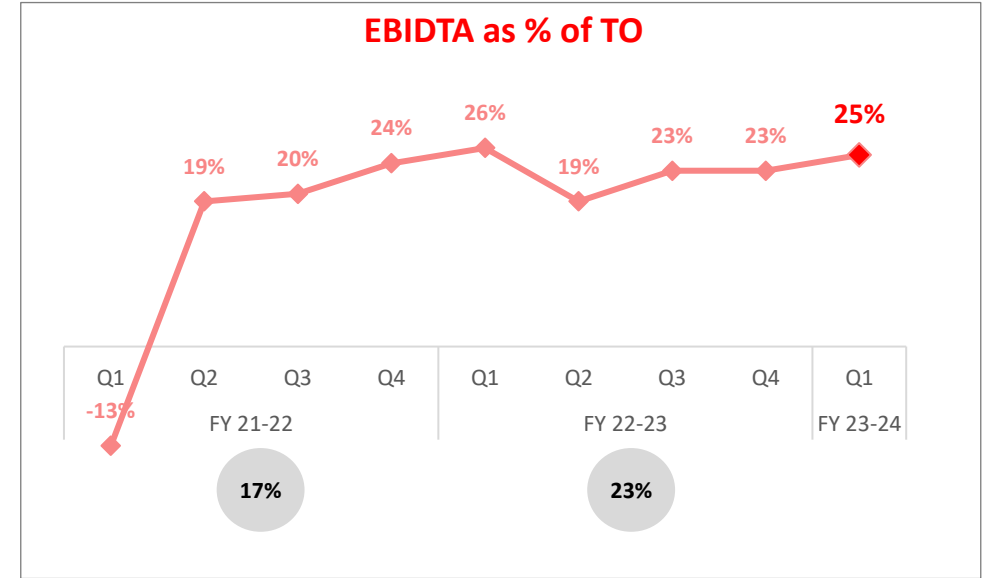
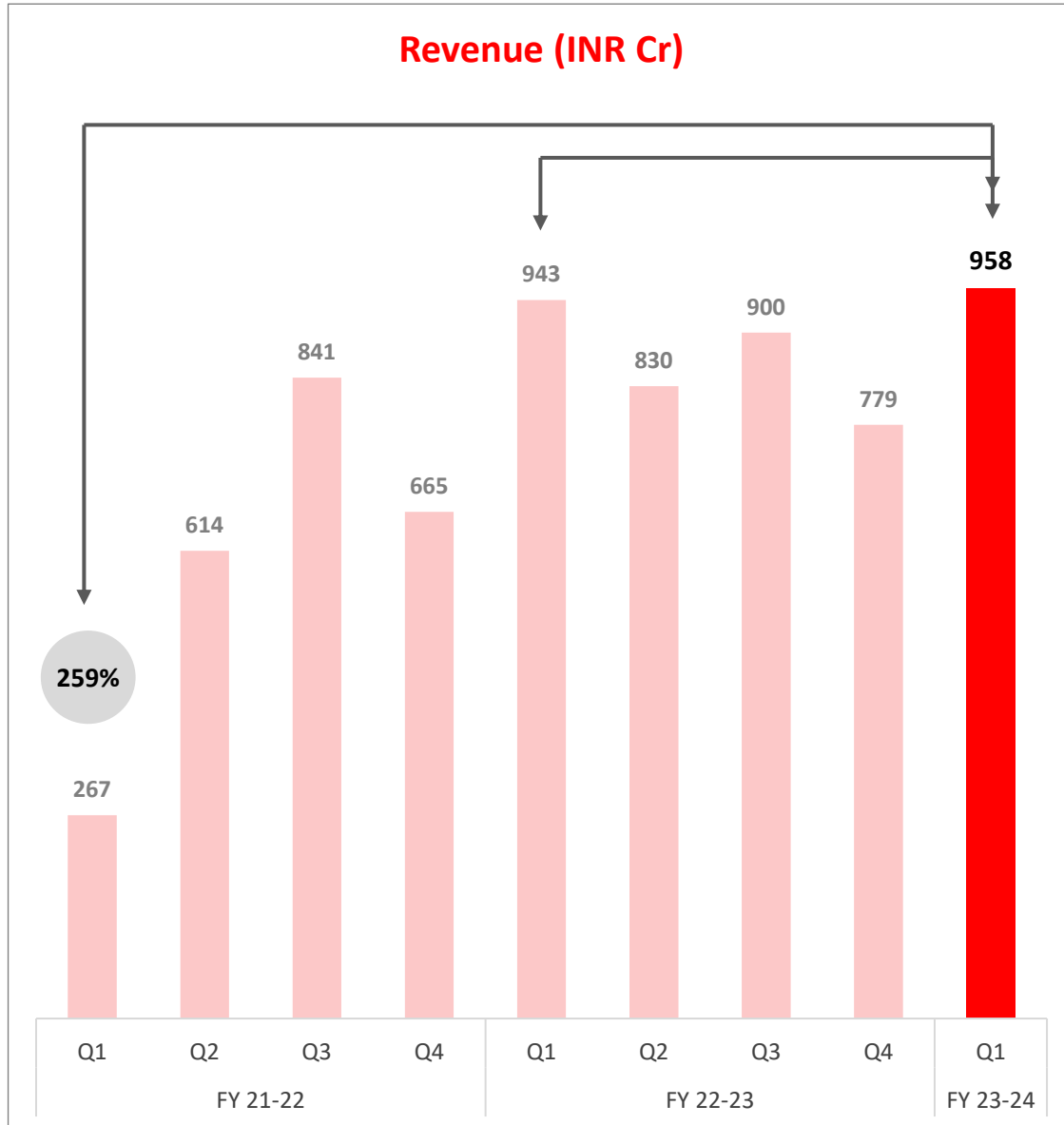
Other Highlights



Agenda



Financial Highlights



THANK YOU



**COURAGE IS HALF WAY
TO SUCCESS**

TOMAS BATA

Bata

BATA INDIA LIMITED

(CIN: L19201WB1931PLC007261)

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