

May 25, 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,

Subject: Press Release

Further to our letter dated May 25, 2022, 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
Company Secretary & 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

Bata India announces Q4 FY22 results, continues to march ahead of pre-covid levels

Gurugram, 25th May 2022: Footwear major Bata India Limited today announced results for the quarter ended 31st March 2022. Despite Omicron disruptions, backed by improved consumer sentiments in latter part of the quarter, Revenue from Operations for the quarter stood at Rs. 6652 million and profit before tax was Rs. 844 million as against the profit before tax of Rs. 403 million in the quarter ended March 31, 2021, showcasing strong & sustainable recovery. For the year FY 2021-22, the company recorded revenue of Rs. 23,877 million and profit before tax of Rs. 1368 million against a revenue in FY 2020-21 of Rs 17073 million and a loss before tax of Rs. 1177 million

Announcement of special Dividend

Bata India today announced that its Board of Directors has recommended a dividend of Rs. 54.5/- per equity share of face value Rs. 5/- each (i.e. 1090 %) which also includes a Special Dividend of Rs. 50.5/- per equity share, to be paid in August 2022, subject to approval at the ensuing AGM scheduled on 12th August 2022. Shareholders may refer to the Stock Exchange disclosure made by the Company. The total outflow on account of the same will be Rs. 7005 Million which would be funded through existing cash.

Sales ahead of pre-covid levels

The Company continued the focus on key thrust areas of franchise & MBO expansion, consumer relevant communication, portfolio casualisation and digital footprint expansion. All these have resulted in increase in footfalls across retail outlets, along with significant growth driven via e-commerce platforms and expansion in Tier 3-5 towns. This resulted in revenue for the quarter staying in line with pre-pandemic levels for a second consecutive quarter, despite Omicron related disruptions in initial part of the quarter. This was offset in the latter part of the quarter where we saw significant rebound on growths.

Continuous focus on optimizing costs across value chain

The Company continued to optimize its retail network and look for cost-savings across rentals & operations, manufacturing, and drive efficiencies in its value chain. All the cost-focused initiatives, which have been put in place across multiple work streams continue to gain momentum and are showing impact quarter on quarter.

Mr. Ashwani Windlass, Chairman commented:

“Bata India has had a robust performance and is on a sound trajectory ahead. Given its focus on newer collection, expansion through all channels and omni channel in particular, Bata India is well poised for the future. Its new business model and focus is reflected in the quick retrieval of business to pre pandemic levels and further growth. Returning surplus cash to shareholders in the form of this special dividend is an important and effective component of our capital management strategy; This also reflects Bata India’s strong financial position and our confidence in the Company’s financial future.

Our free cash from operations and operating leverage remains at a significant level, which affords us the financial flexibility to grow our business organically and/or inorganically as appropriate”

Gunjan Shah, MD and CEO - Bata India Limited, stated:

“In the last two quarters, we witnessed significant recovery in demand in the backdrop of improvement in consumer sentiments and deeper understanding of the pandemic, availability of vaccines and faster easing of restrictions. We kept expanding our reach through new franchise stores & multi-brand outlets. We opened 22 new Franchise stores taking the total number 300+, expanded availability via Distribution channel that continued to scale up to 1000+ towns. We have enhanced our portfolio in casual & fashion footwear section across categories. Sneakers led the growth recovery in the quarter while formal & fashion also recovered significantly. We continued upshift in marketing investments with campaigns like Unlimited Sneaker, Neo casuals for Neo Leaders and It’s Got to be Bata, 24x7 Casual Collection which strengthened our consumer connect for our brand.

Simultaneously, we continued our strong focus on cost-savings measures across our network, controlling discretionary spends, enhancing productivity and premiumisation in the face of volatile inflation. These measures have laid the foundation that will help us capture the emerging consumer demand efficiently

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With scaling of above expansion/efficiency levers & rebound in consumer sentiments, we expect the momentum to continue towards pre-pandemic growth rate in the current quarter also as seen in quarter till date at 11% ahead of pre-covid levels, gross margins sustaining at 58% levels. Innovation via agile product creation, scaling up digital channels, expansion in Tier 3-5 towns, and productivity enhancement will continue to be a priority along with investments in our brands & stores”

Key Highlights for the quarter:

- Continued investments in 3 large Marketing campaigns to inspire youth. Bollywood actress Disha Patani to run new casual collection campaign for women.
- Bata continued with its retail expansion drive in tier 3-5 cities through franchise route, taking the overall tally to 300+ as on date.
- Large number of new sneaker studios have been launched across the country to display up to three hundred styles across 9 brands. Unlimited sneaker campaign to drive new portfolio leading increase in sneaker & casuals style contribution in overall sales mix.
- Sales through digitally enabled services continued its growth trajectory which was more than double of pre-covid levels.
- The Company continued to expand Distribution Business in MBOs adding 42 towns.
- Won Loyalty Program award called “Champions of Champions” in The Customer Fest 2022

About BATA India:

Bata has held a unique place in the hearts of Indians for more than 85 years. Probably the only footwear brand that offers footwear and accessories for the entire family, Bata has redefined the modern footwear industry in India. It has established a leadership position in the industry and is the most-trusted name in branded footwear. It sold more than 47 million pairs of footwear and served 120,000-plus customers almost every day in 2019.

Bata India is the largest footwear retailer in India, offering footwear, accessories, and bags across brands such as Bata, Bata Red Label, Hush Puppies, Naturalizer, Power, Marie Claire, Weinbrenner, North Star, Scholl, Bata Comfit and Bubble gummers, to name a few. It retails in more than 1700 Bata own, shop-in-shops and franchisee stores, on bata.in and in thousands of multi-brand footwear dealer stores pan-India. To make its products accessible to millions of Indians, Bata has evolved its channels and has launched new channels like Bata Chat Shop, Bata Home Delivery and Bata Store-on-Wheels for neighborhood communities.



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