

November 14, 2022

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

**BSE Security Code: 500043**

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

**NSE Symbol: BATAINDIA**

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

**CSE Scrip Code: 10000003**

Dear Sir/Madam,

**Post Earnings Call Presentation**

Further to our letter dated October 28, 2022, regarding Post Earnings Call schedule, 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.

This is for your information and records.

Thanking you,

Yours faithfully,

**For BATA INDIA LIMITED**

**Nitin Bagaria**

*Company Secretary & Compliance Officer*

**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)



# 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

---

**01**

Business Overview

**02**

Business Strategy

**03**

Key Highlights

**04**

Results Summary

# BUSINESS OVERVIEW



# BATA: INDIA'S MOST LOVED & TRUSTED FOOTWEAR BRAND



Sneaker Studios  
implemented in 250  
STORES (Delta 125 stores over Q1)



1950+ EBO & SIS in  
800+ Towns

*Bata*



Awarded  
Best Franchise –  
Footwear Brand,  
by Franchise &  
MAPIC Awards



Opened  
10 net new COCO stores

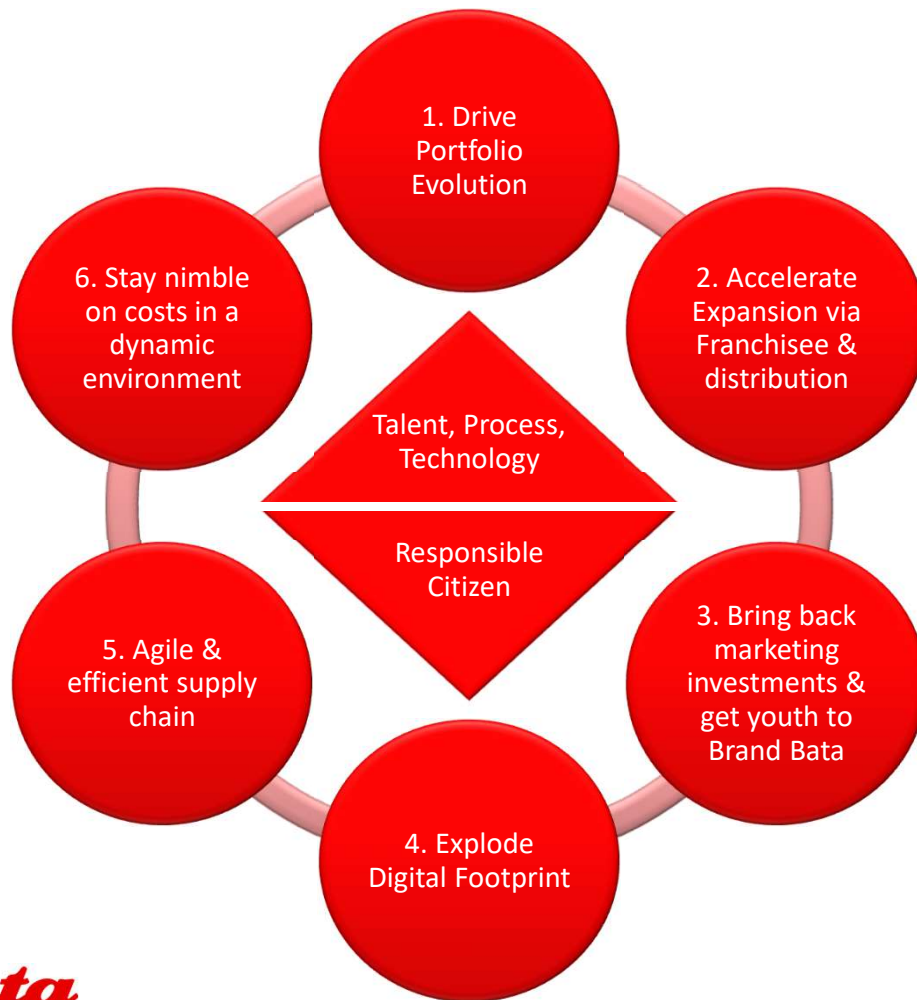


Opened 30 net new  
Franchise stores

# **BUSINESS STRATEGY**



# Strategic Thrust Levers for 2022-23 and onwards



## 1. Drive Portfolio Evolution

- Faster Sneaker growth

## 2. Accelerate Expansion via Franchise & Distribution

- Franchise Store addition
- Increase in Distributor WD%

## 3. Marketing Investments & youth to Bata

- Regional campaigns planned for festive season
- NPS improvement

## 4. Explode Digital Footprint

- Reduction in customer complaints
- Bata.in – Increase in Sneaker contribution over last year

## 5. Agile & efficient Supply Chain

- Outsourcing of warehousing operations to 3PL –pilot implementation
- Speed to Market: Regional sourcing

## 6. Stay nimble on costs

- Flexi Manpower

## 7. Talent, Process, Technology

- RIMS Upgradation
- ERP Kick Off
- Merchandising tool implementation



# KEY HIGHLIGHTS



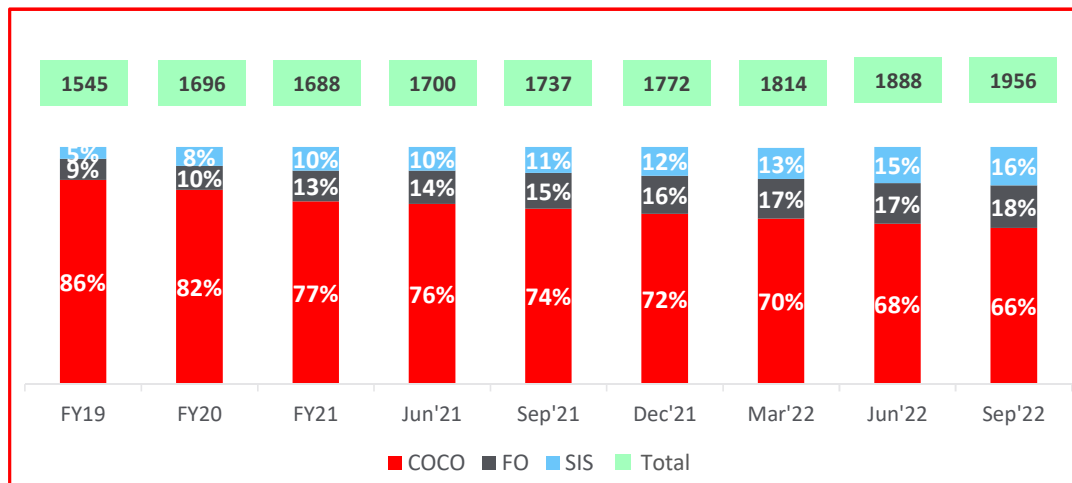
# Continuing Retail & portfolio expansion

## Net New / Relocation Doors :

- COCO | Franchise | SIS : 10 | 30 | 28

## Renovations/ Facelifts

- Renovations & Facelift done by Sept '22 : 54



**Sneaker Studio**  
250 Sneaker Studios across India

**Floatz grew by 132% over Q1**  
Hush Puppies & North-Star, were leading categories

# Franchise Business Expansion continues

Net Additions in Q2 '23

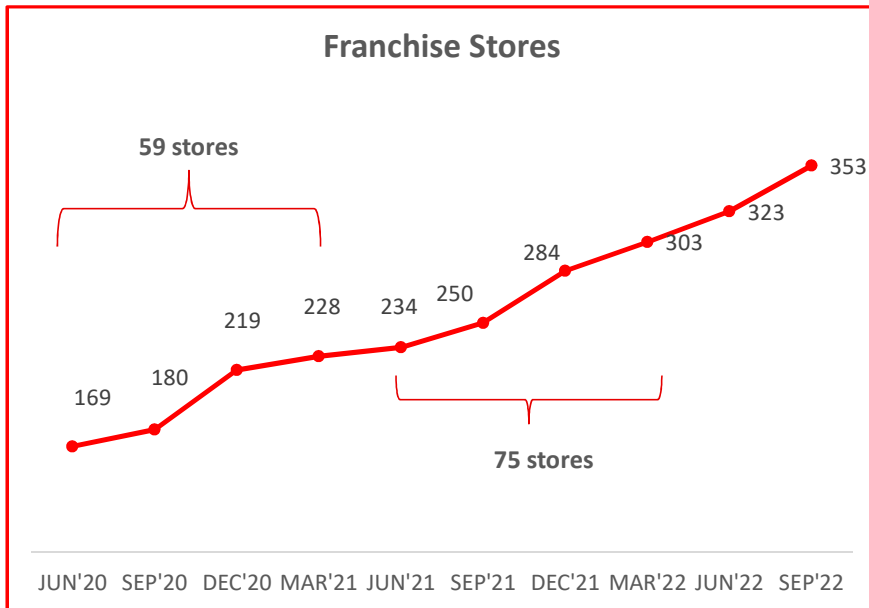
**30**

Towns Covered

**300+**

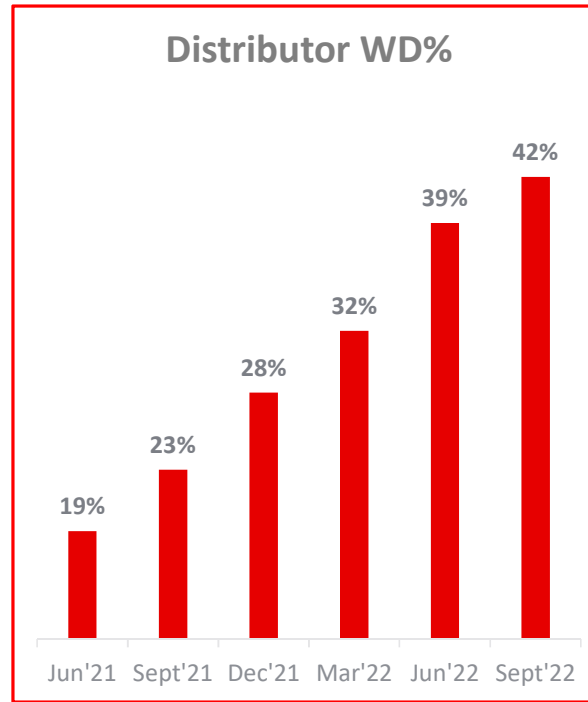
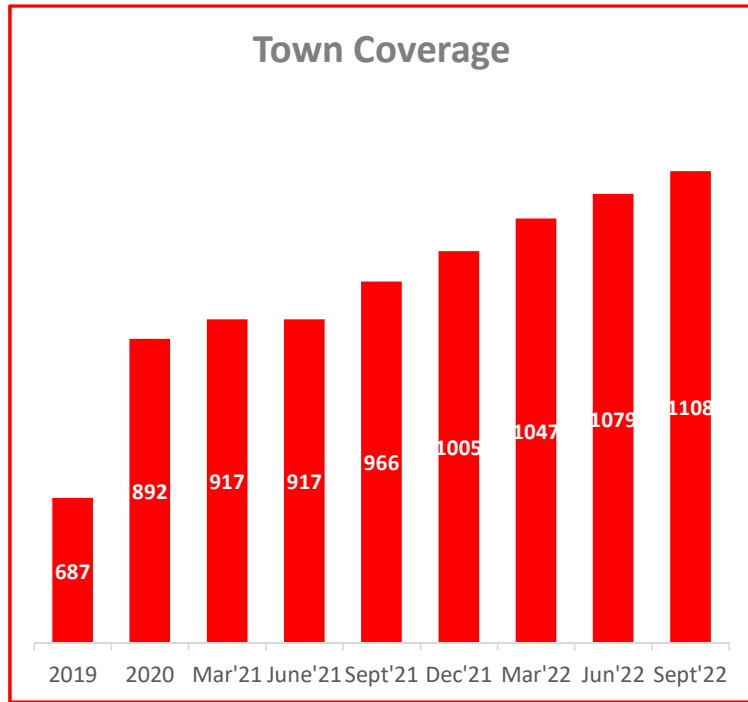
Vision

**500**



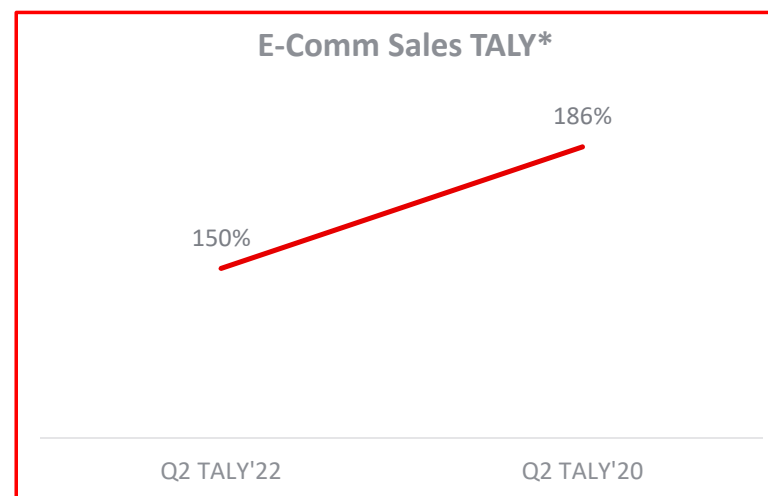
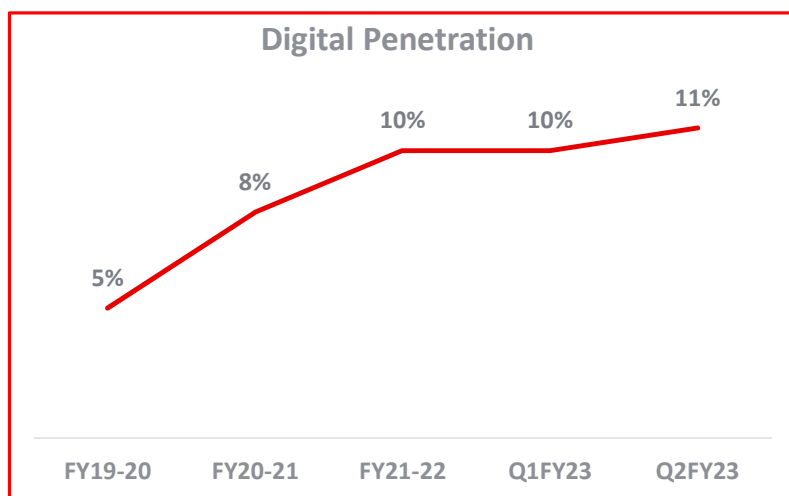
**Bata**

# Expanded Reach to ~1100+ Towns; Distributor WD 42% by Exit Sept'22



- Men's Dress Category continues to lead
- School bounced back strongly
- Launched Pilot on Men's/Ladies Open value-added range

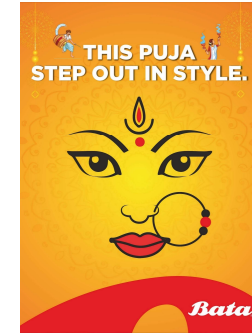
## Digital Enabled Sales - Continued Momentum..



- Complaint rate reduces to 5.1%
- Women category Contribution grew @1.3X as against Q2'22
- Digital business achieved its highest revenue during the quarter
- Overall Sneaker sales grew by 126% Q2'22

***Bata***

## National & Regional Campaigns Continue To Support Footfalls & Sales



- Regional campaigns focused on festivity resulted in better customer engagement
- Continuous investment in marketing drove retail footfall, online sessions & orders
- Ecomm complaints continue downward trend @5.1%
- Increase in traction in Hush Puppies ladies category, resulting in increase in share

**Bata**

## Other Key Highlights



NPS improved from 71 to 73



Building on IT Infra - Finance ERP and Merchandising solution

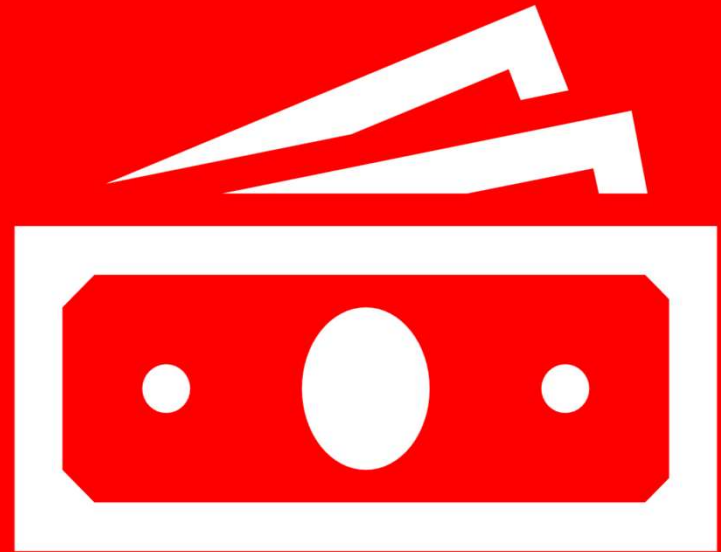


ISO 45001 certification received by Batanagar factory



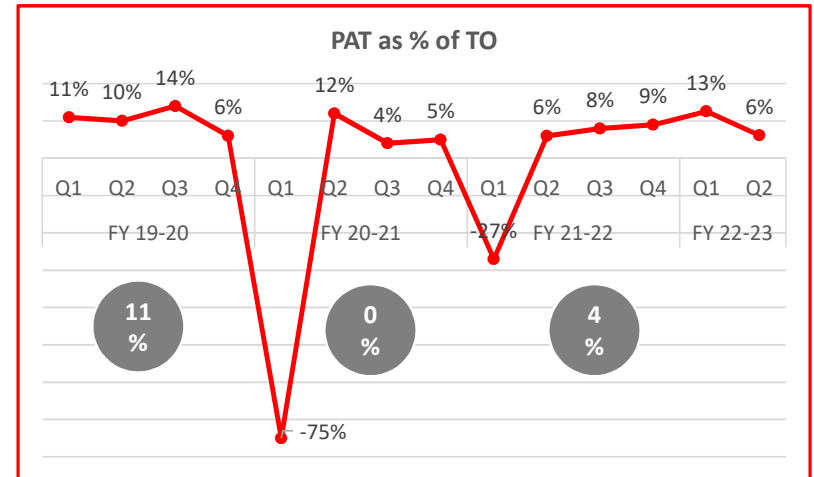
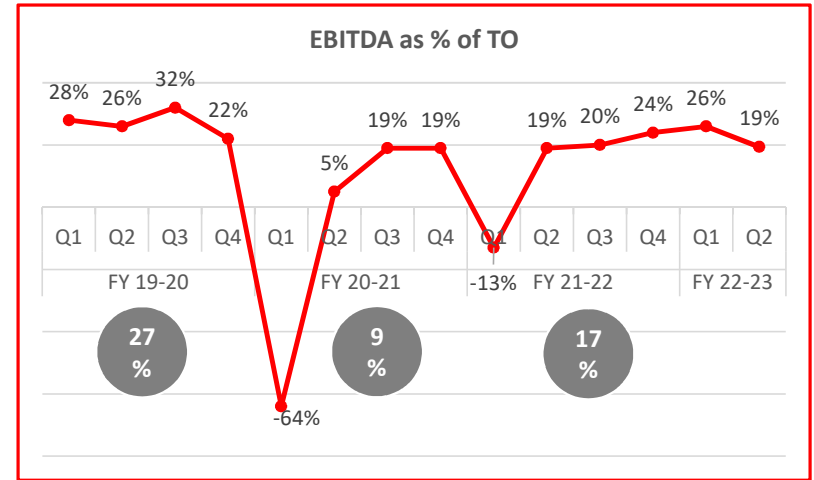
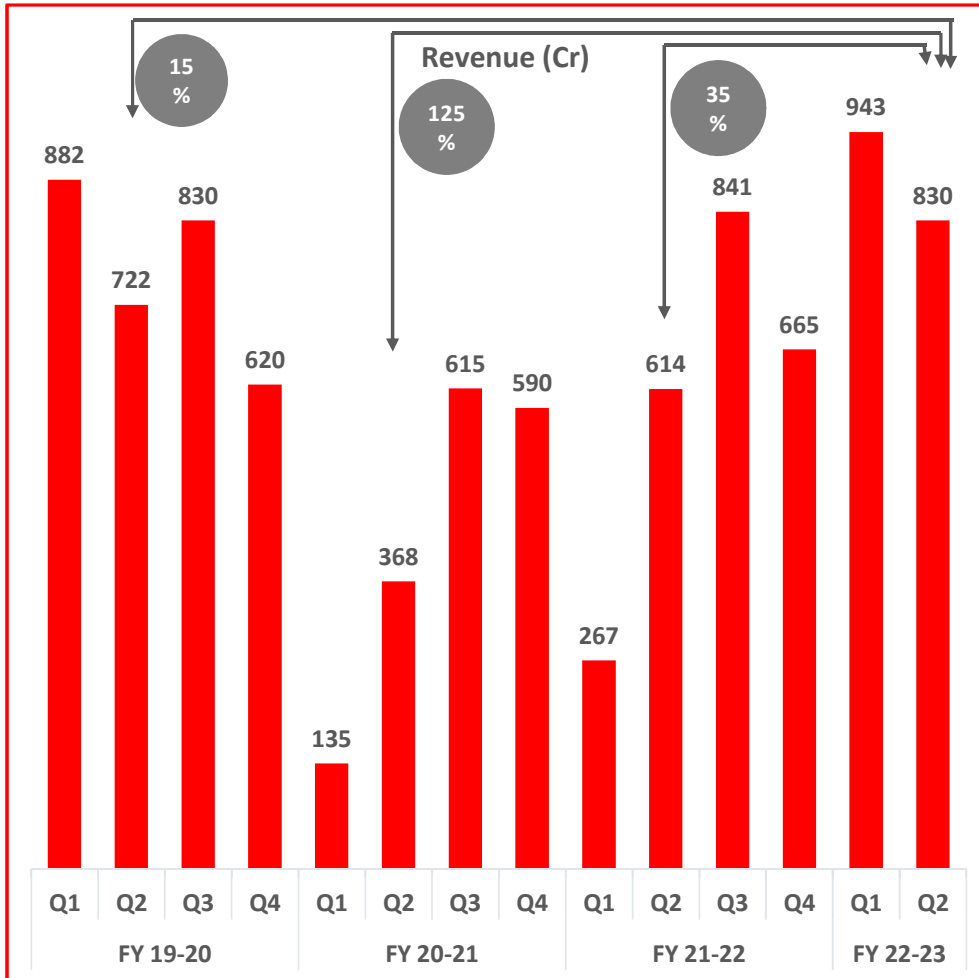
Open new exclusive stores - “Red Label concept”

# FINANCIAL SUMMARY





# Financial Summary



**THANK YOU**



BATA INDIA LIMITED

(CIN: L19201WB1931PLC007261)

Corporate Office: Bata House, 418/02, M. G. Road, Sector – 17, Gurugram – 122002, 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)