

November 9, 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 November 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

Q2 FY24 Investors Presentation

Bata India Limited

9th November 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
2150 point of sales,
outreached ~725 cities



Committed to Technology
investments

Bata



Strategic Alliance
with Nine West to
enhance product
offering



Sneaker Studios
implemented in 612
stores

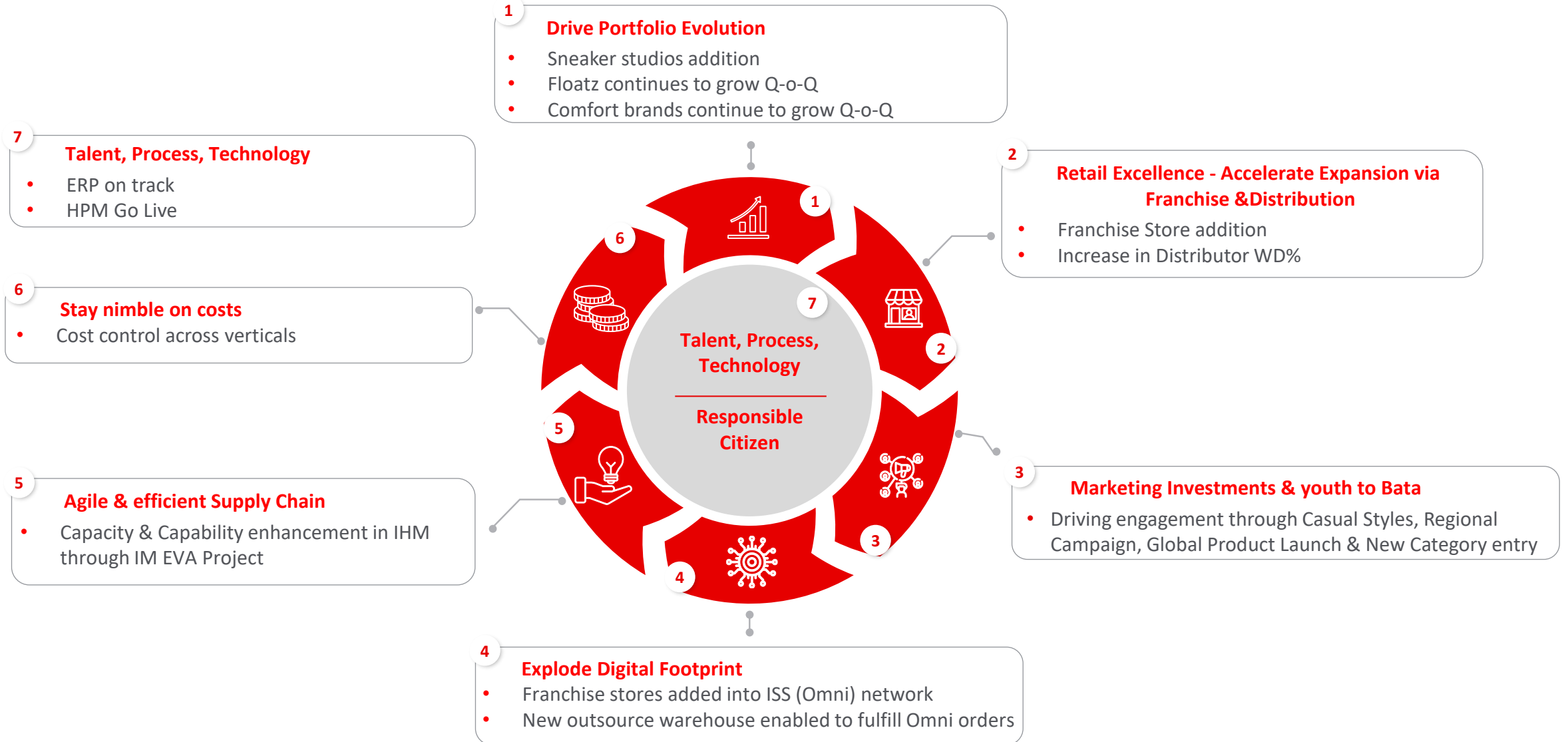


Floatz achieved highest
ever quarterly turnover

Agenda



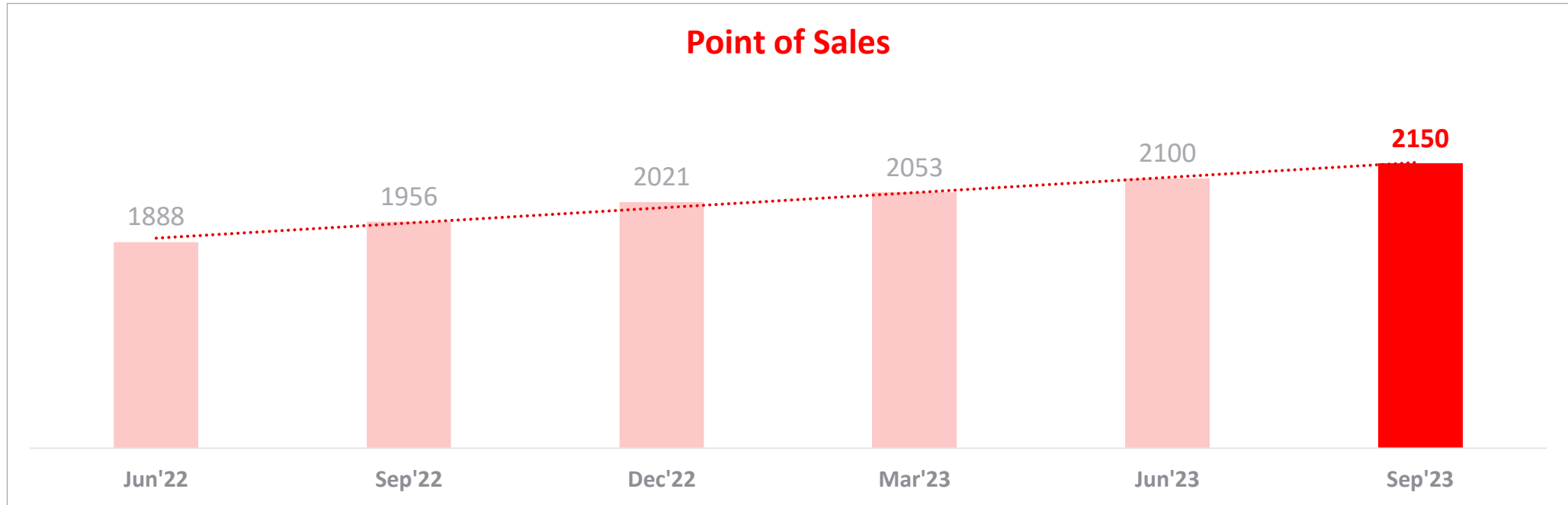
Strategic Thrust Levers for 2023-24



Agenda

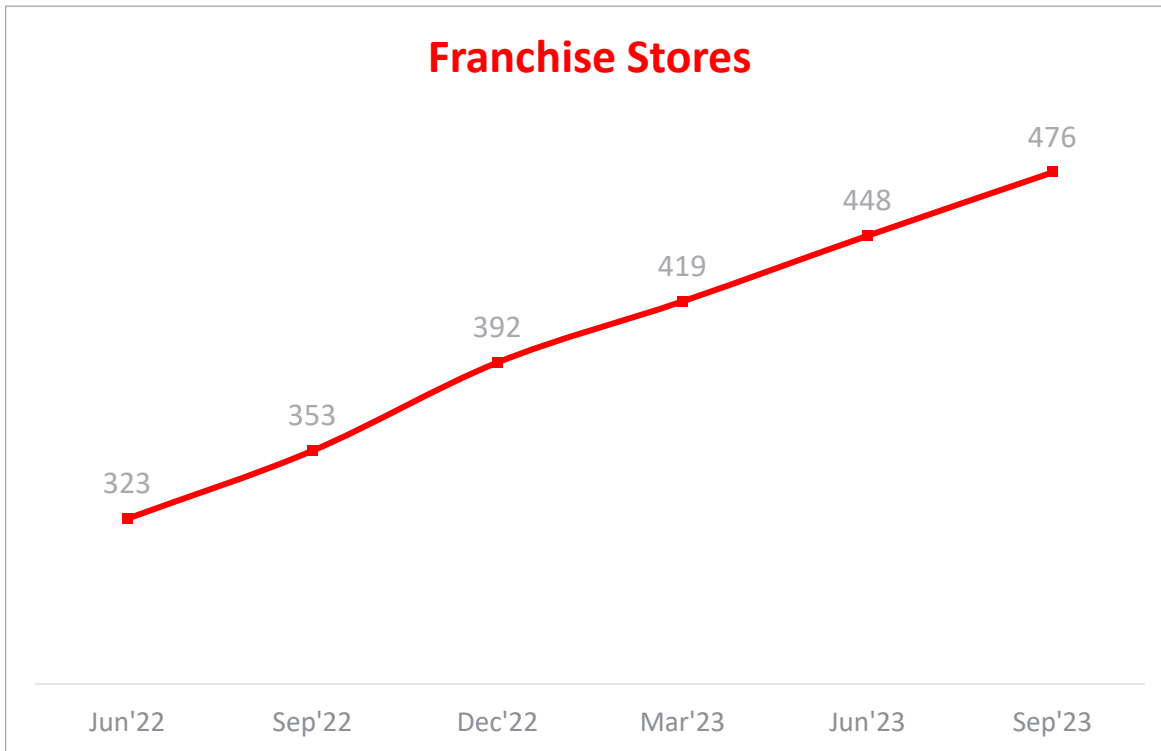


Continuing Retail Expansion

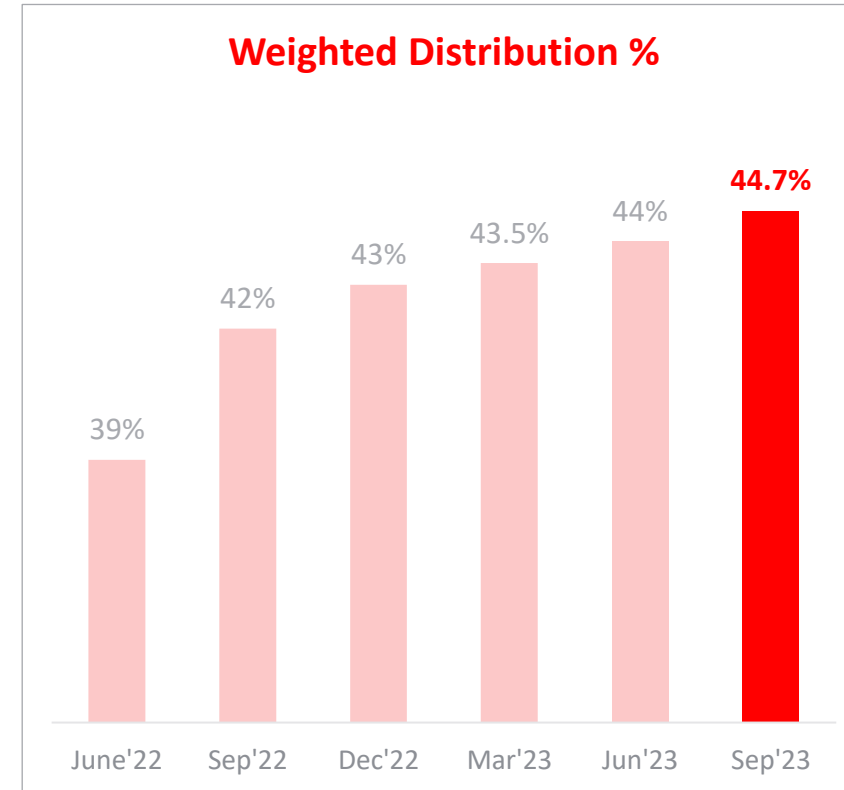
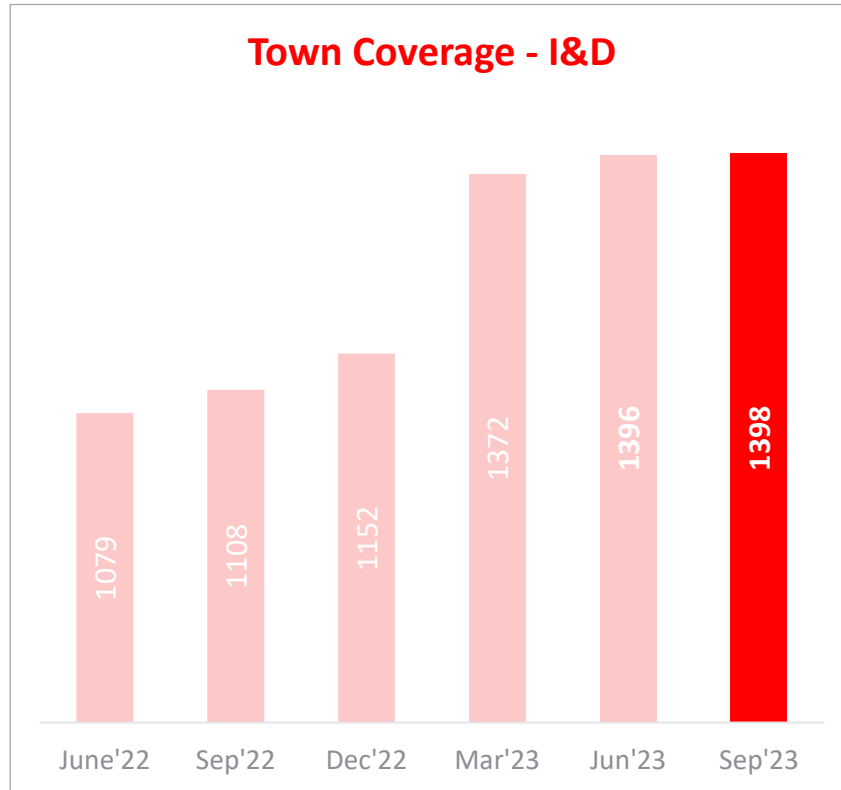


	Jun'22	Sep'22	Dec'22	Mar'23	June'23	Sep'23
COCO	68%	66%	64%	63%	62%	61%
FRN	17%	18%	19%	20%	21%	22%
SIS	15%	16%	17%	17%	17%	17%

Franchise Business Expansion continues

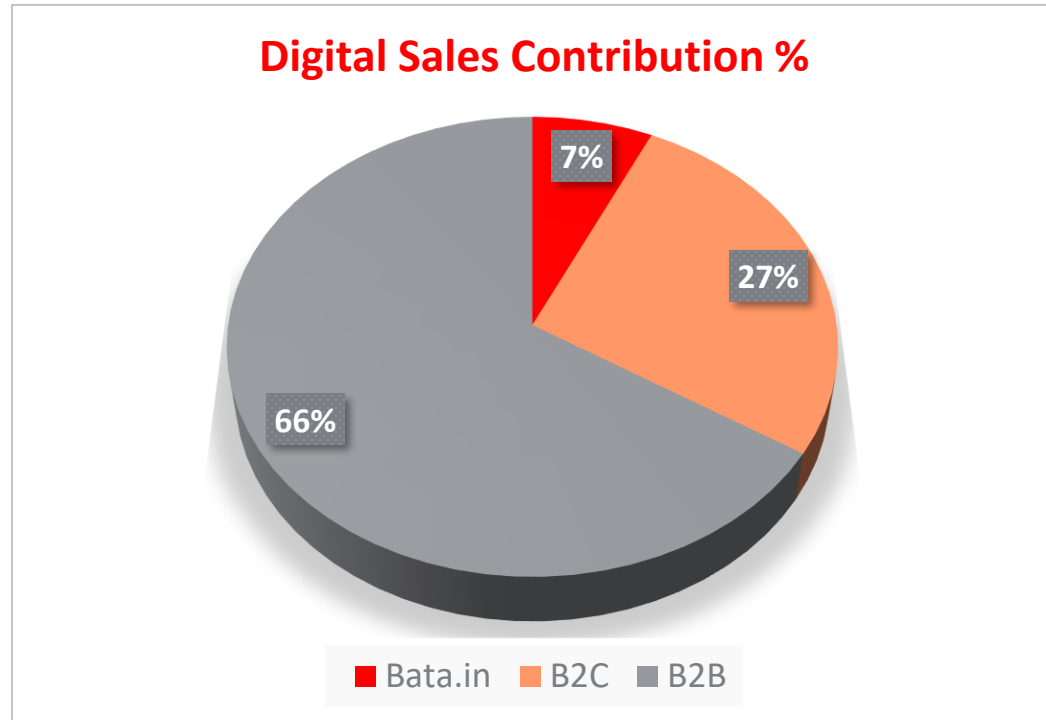


Expanded Reach to 1398 Towns; Distributor WD @44.7%

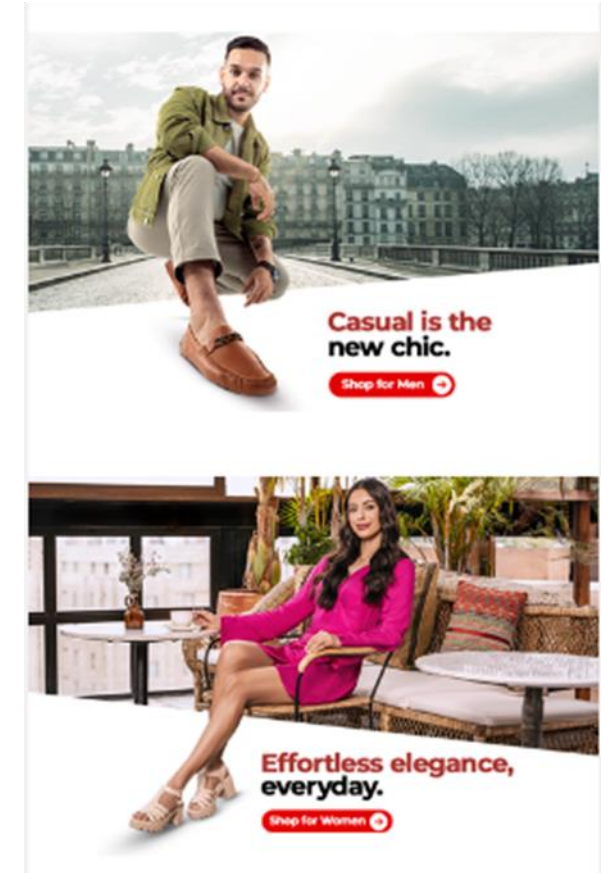
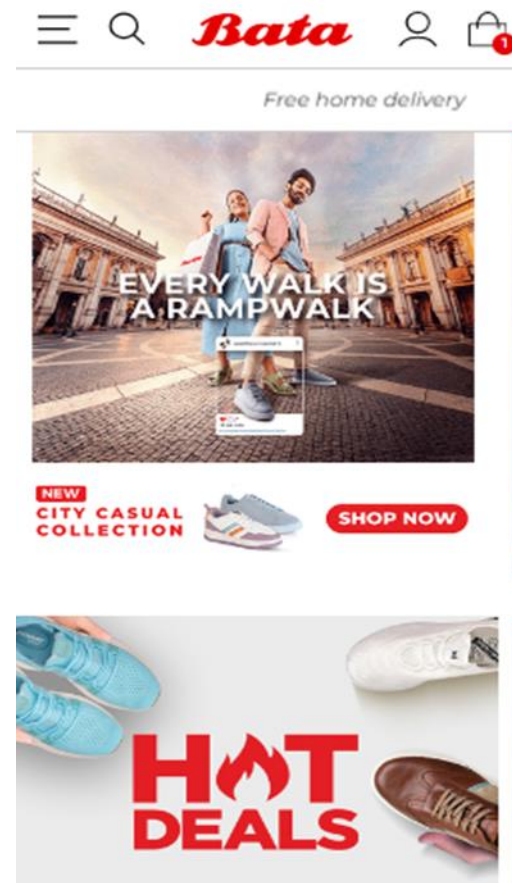


- Growth in Plastic/Ladies VAC & Sports category
- WMS Implementation at Hosur Depot ensuring Optimized Inventory Hygiene and increment in depot productivity

Digital continues to expand its reach



- Ecom grew ~ +16% , driven by B2C ~ +95%
- 1.26 Mn+ Customer Visits on Bata.in
- 300+ Franchise stores enabled for In-Store business



Marketplaces
B2B & B2C



Building Style, Modernity & Youthfulness through Campaigns

Driving engagement through Casual Styles, Regional Campaign, Global Product Launch & New Category entry

1

Bata Casual Style Campaign



2

Bata Red Label Campaign



3

Bata Pujo Campaign



4

Power Apparel Launch

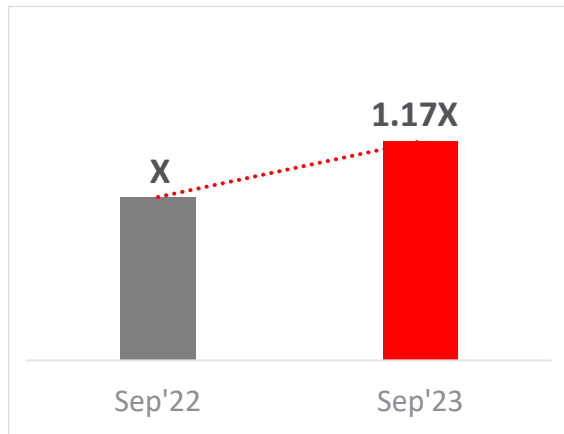


Premium Brands, Sneakerization and Comfort brands driving the growth

1

North Star

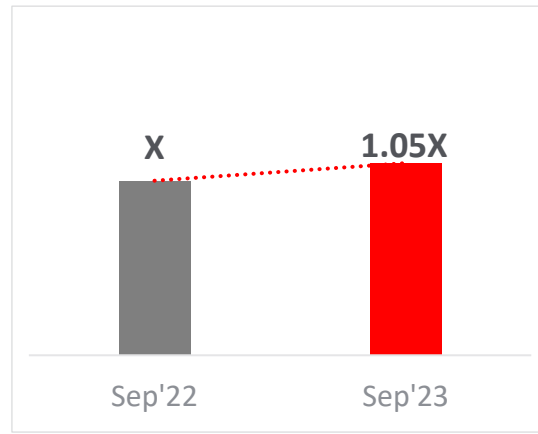
Sneakers driving the growth



2

Hush Puppies

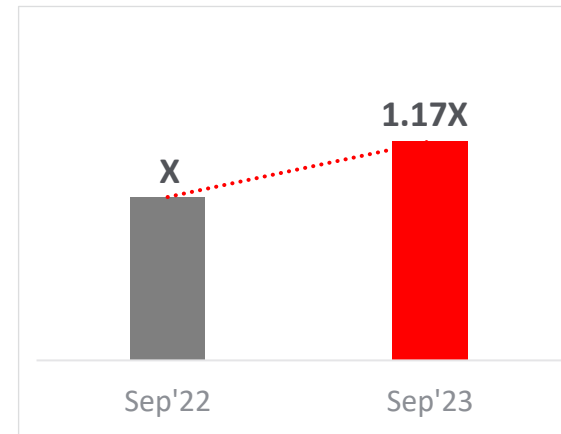
Driving Premiumization



3

Comfit

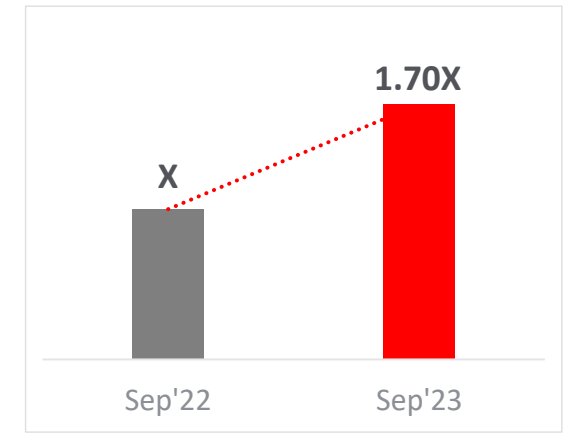
Comfort Brands driving growth



4

Floatz

Continues to grow sequentially



Other Highlights

Business Highlights

- ❑ Gross margin +307 bps through channel mix, discounts & inventory management
- ❑ Red Label grew ~ +533%
- ❑ Capacity & Capability enhancement in IHM for Floatz (IM EVA m/c)
- ❑ Floatz avg wkly sales @15K pairs
- ❑ Incubated new business – Floatz Kiosk (+10) , Power Apparel (+62 doors) , Power Step N Go
- ❑ Omni Business ~5% of Retail Turnover

Consumer Facing Initiatives

- ❑ Improved customer engagement via Brand Stories in 376 stores
- ❑ Customer Claims reduced to 0.57% vs 0.66% LY
- ❑ Store NPS - 78

Efficiency / People

- ❑ BIS transition on track
- ❑ 3 PL Implementation
- ❑ VRS launched in Southcan
- ❑ Variable incentive structure redefined across stores
- ❑ CSR - Employee Volunteering (1000) 1700+ hours, 5000+ beneficiary (Students)

Agenda



Q2 & H1 FY24 Financial Highlights

INR Mn	Q2-FY24	Q2-FY23	Growth	H1-FY24	H1-FY23	Growth
Revenue	8,191	8,298	-1.3%	17,773	17,728	0.3%
EBITDA	1,817	1,610	12.8%	4,212	4,056	3.8%
	22.2%	19.4%		23.7%	22.9%	
Profit before tax	870	721	20.7%	2,306	2,318	-0.5%
	10.6%	8.7%		13.0%	13.1%	
Exceptional Item (VRS)	409			409		
	5%			2.3%		
PAT	340	549	-38.0%	1,409	1,742	-19.1%
	4.1%	6.6%		7.9%	9.8%	

THANK YOU



**COURAGE IS HALF WAY
TO SUCCESS**

TOMAS BATA

Bata

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

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