

November 6, 2023

The Manager
Corporate Relationship Department
BSE Limited
1st 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, 5th 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: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (as amended)

Re: Licensing and manufacturing deal with Authentic Brands Group

Further to our letter dated November 6, 2023, on the captioned matter, we hereby submit the Joint Statement issued by the Company and Authentic Brands Group.

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
AVP – Company Secretary & Compliance Officer

Encl.: As above

BATA INDIA LIMITED

CIN: L19201WB1931PLC007261

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Bata India announces licensing and manufacturing partnership with Authentic Brands Group for global fashion brand Nine West

Bata elevates its portfolio with trend-right footwear and accessories across India

New Delhi, 06 November 2023: Strengthening its portfolio of fashion footwear and accessories, Bata India on 06 November 2023 announced a licensing and manufacturing deal with Authentic Brands Group (Authentic), a global brand development, marketing and entertainment platform, for the world-renowned lifestyle brand Nine West. The partnership is aimed at further enhancing Bata India's premium product portfolio and catering to the demands of consumers seeking trend-right fashion.

Renowned for its on-trend fashion designs, Nine West boasts a global presence across more than 40 countries. An American-born brand, Nine West has earned international recognition for its fashion-forward and premium styles that cater to the diverse tastes of modern consumers. This strategic partnership is in line with Bata India's overarching premiumization strategy, aimed at catering to a more fashion-conscious audience.

As a part of the licensing arrangement, Bata India will have the rights to manufacture, market and distribute Nine West footwear and accessories across India. Bata's extensive store network and diverse consumer base provide an important step in the next phase of Nine West's global growth.

Speaking on the occasion, Gunjan Shah, Managing Director and CEO, Bata India said, "We are elated to be partners with Authentic for Nine West, which we admire as a global fashion brand. The partnership aligns with our ongoing effort to transform Bata India into a hub of style and innovation at the same time in line with Bata India's commitment to manufacturing in India. By offering Nine West's premium collection of women's footwear and accessories, we are committed to bringing the best of global fashion to our customers."

Speaking on the occasion, Henry Stupp, President, Lifestyle EMEA and India at Authentic said, "We are delighted to partner with Bata India to launch Nine West in this important region. The partnership opens new avenues for fashion enthusiasts seeking the latest trends in footwear and accessories inspired by global fashion. With Bata India's extensive network and ability to build iconic brands for the Indian audience, we aim to establish Nine West as a go-to lifestyle brand in this strategic market for footwear and accessories."

About BATA India:

For close to a century, Bata India has been a symbol of trust and quality for the Indian consumers, serving 250,000 customers every day in 2022. Throughout this journey, Bata has continuously evolved to cater to the diverse needs and preferences of its customers to become the largest footwear retailer and manufacturer in the country. Its expansive retail network consists of 2,100 stores (Company Owned, Franchise and Store in store point of sales). Augmented by thousands of Multi Brand Outlets and a robust omni-channel presence across D2C and marketplaces, Bata India sells close to 50 million pairs annually.

Bata India's mission is to make global trends and premium fashion accessible to all consumers through its extensive retail network. It is redefining the intersection of fashion and comfort through its various brands – Bata Red Label for in trend global styles, Bata Comfit for technology enabled comfort in daily wear, athleisure brand Power for fitness sneakers and apparel, NorthStar for sneakers inspired by global youth trends, fashionable range of clogs and slip-ons under Floatz, kids brand Bubblegummers that has won the trust of parents while inspiring fun, and Hush Puppies the global brand that epitomizes comfort and elegance to name a few.

To explore the world of Bata, please visit www.bata.com

About Authentic Brands Group

Authentic Brands Group (Authentic) is a global brand development, marketing and entertainment platform, which owns a portfolio of more than 50 iconic and world-renowned Lifestyle, Entertainment and Media brands. Headquartered in New York City, with offices around the world, Authentic connects strong brands with best-in-class partners and a global network of operators, distributors and retailers to build long-term value in the marketplace. Its brands generate more than \$29 billion in global annual retail sales and have an expansive retail footprint in 150 countries, including 13,100-plus freestanding stores and shop-in-shops and 370,000 points of sale.

Authentic is committed to transforming brands by delivering powerful storytelling, compelling content, innovative business models and immersive experiences. It creates and activates original marketing strategies to drive the success of its brands across all consumer touchpoints, platforms and emerging media. Authentic's brand portfolio includes Marilyn Monroe®, Elvis Presley®, Muhammad Ali®, Shaquille O'Neal®, David Beckham®, Dr. J®, Greg Norman®, Neil Lane®, Thalia®, Sports Illustrated®, Reebok®, Brooks Brothers®, Barneys New York®, Judith Leiber®, Ted Baker®, Hunter®, Vince®, Hervé Léger®, Hickey Freeman®, Frye®, Nautica®, Juicy Couture®, Vince Camuto®, Lucky Brand®, Aéropostale®, Forever 21®, Nine West®, Rockport®, Eddie Bauer®, Boardriders®, Quiksilver®, Billabong®, Roxy®, DC Shoes®, RVCA®, Element®, VonZipper®,

Honolua®, Spyder®, Volcom®, Shark®, Tretorn®, Prince®, Airwalk®, Izod®, Jones New York®, Van Heusen®, Hart Schaffner Marx®, Arrow® and Thomasville®.

For more information, visit corporate.authentic.com.

Follow Authentic on [LinkedIn](#), [Instagram](#) and [X](#).

About Nine West

Nine West is a global lifestyle brand that empowers women to take on the world in style. It is defined by timeless, feminine style; translating key trends into wearable and attainable collections of footwear, apparel, and accessories. Nine West's global footprint includes over 40 countries around the world in department stores, concessions, e-commerce, freestanding stores and shop-in-shops and over 3,000 points of distribution worldwide.

For more information, visit ninewest.com.

Follow Nine West on [Facebook](#), [Instagram](#) and [Twitter](#).