

February 10, 2021

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,

**Subject: Outcome of Board Meeting**

The Board of Directors of the Company at its meeting held today, i.e., February 10, 2021, which commenced at 2.30 P.M. and concluded at 6.30 P.M., has, *inter-alia* considered and approved the Unaudited (Standalone and Consolidated) Financial Results of the Company for the quarter and nine months ended December 31, 2020 pursuant to Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (as amended).

In this regard, we enclose herewith the Unaudited (Standalone and Consolidated) Financial Results for the quarter and nine months ended December 31, 2020 and Limited Review Reports issued by the Statutory Auditors of the Company and a copy of Press Release issued by the Company.

The above shall also be available on the website of the Company, viz., [www.bata.in](http://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

**Encl.: As above**

**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: [corporate.relations@bata.com](mailto:corporate.relations@bata.com) || Website: [www.bata.in](http://www.bata.in)

# B S R & Co. LLP

Chartered Accountants

Building No. 10, 12th Floor, Tower-C,  
DLF Cyber City, Phase-II,  
Gurugram – 122 002, India

Telephone: +91 124 719 1000  
Fax: +91 124 235 8613

## Limited review report on unaudited quarterly standalone financial results for the quarter and year to date ended 31 December 2020 of Bata India Limited under Regulation 33 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulation, 2015

To

Board of Directors of Bata India Limited

1. We have reviewed the accompanying Statement of unaudited standalone financial results of Bata India Limited for the quarter ended 31 December 2020 and year to date results for the period from 1 April 2020 to 31 December 2020 (“the Statement”) being submitted by the Company pursuant to the requirements of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended (“Listing Regulations”).
2. This Statement, which is the responsibility of the Company’s management and approved by the Board of Directors, has been prepared in accordance with the recognition and measurement principles laid down in Indian Accounting Standard 34 “Interim Financial Reporting” (“Ind AS 34”), prescribed under Section 133 of the Companies Act, 2013, and other accounting principles generally accepted in India and in compliance with Regulation 33 of the Listing Regulations. Our responsibility is to issue a report on the Statement based on our review.
3. We conducted our review of the Statement in accordance with the Standard on Review Engagements (SRE) 2410 “Review of Interim Financial Information Performed by the Independent Auditor of the Entity” issued by the Institute of Chartered Accountants of India. This standard requires that we plan and perform the review to obtain moderate assurance as to whether the Statement is free of material misstatement. A review is limited primarily to inquiries of company personnel and analytical procedures applied to financial data and thus provides less assurance than an audit. We have not performed an audit and accordingly, we do not express an audit opinion.
4. Based on our review conducted as above, nothing has come to our attention that causes us to believe that the accompanying Statement, prepared in accordance with applicable accounting standards and other recognised accounting practices and policies has not disclosed the information required to be disclosed in terms of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 including the manner in which it is to be disclosed, or that it contains any material misstatement.

*For B S R & Co. LLP*

*Chartered Accountants*

ICAI Firm Registration No: 101248W/W-100022

**Rajiv Goyal**

*Partner*

Membership No.:094549

ICAI UDIN: 21094549AAAAAM6432

Place: Gurugram

Date : 10 February 2021

Principal Office:

14th Floor, Central B Wing and North C Wing, Nesco IT Park 4, Nesco Center,  
Western Express Highway, Goregaon (East), Mumbai - 400063



BATA INDIA LIMITED

REGD. OFFICE: 27B, CAMAC STREET, 1st FLOOR, KOLKATA 700016 | CIN: L19201WB1931PLC007261

Telephone : 033 23014400, Fax : 033 22895748 | E-mail: corporate.relations@bata.com; Website: www.bata.in

STATEMENT OF STANDALONE UNAUDITED FINANCIAL RESULTS FOR THE QUARTER AND NINE MONTHS ENDED 31ST DECEMBER 2020

(In Rs. million except per share data)

Sl. No.	Particulars	3 months ended 31st December 2020	3 months ended 30th September 2020	3 months ended 31st December 2019	Nine months ended 31st December 2020	Nine months ended 31st December 2019	Year ended 31st March 2020
		Unaudited	Unaudited	Unaudited	Unaudited	Unaudited	Audited
1	<b>Income</b>						
	a Revenue from operations	6147.38	3678.68	8296.44	11173.92	24337.48	30534.51
	b Other income (refer Note 4 below)	132.07	143.32	170.81	795.64	517.36	688.41
	<b>Total Income</b>	<b>6279.45</b>	<b>3822.00</b>	<b>8467.05</b>	<b>11969.56</b>	<b>24854.84</b>	<b>31222.92</b>
2	<b>Expenses</b>						
	a Cost of raw material and components consumed	674.56	278.86	493.31	955.16	1602.01	2569.59
	b Purchase of traded goods	823.54	1090.74	1735.15	2266.36	7861.13	10736.15
	c Decrease/(Increase) in inventories of finished goods, work-in-progress and traded goods	1481.93	455.12	1035.63	2386.52	943.66	(342.71)
	d Employee benefits expense	810.81	826.45	974.66	2484.88	2845.19	3764.22
	e Finance costs	250.16	265.35	285.00	793.88	906.21	1177.41
	f Depreciation and amortisation expense	652.33	644.56	764.51	2027.58	2243.29	2957.65
	g Rent (refer Note 4 below)	112.09	1.19	130.27	113.28	335.12	504.17
	h Other expenses	1073.08	844.79	1301.51	2476.01	3841.20	5005.67
	<b>Total Expenses</b>	<b>5878.50</b>	<b>4407.06</b>	<b>6720.04</b>	<b>13503.67</b>	<b>20577.81</b>	<b>26372.15</b>
3	<b>Profit/(loss) before tax and exceptional item</b>	<b>400.95</b>	<b>(585.06)</b>	<b>1747.01</b>	<b>(1534.11)</b>	<b>4277.03</b>	<b>4850.77</b>
4	Exceptional items (income)/ expense (refer Note 5 below)	46.10	-	-	46.10	-	-
5	<b>Profit/(Loss) before tax</b>	<b>354.85</b>	<b>(585.06)</b>	<b>1747.01</b>	<b>(1580.21)</b>	<b>4277.03</b>	<b>4850.77</b>
6	<b>Tax expense</b>						
	- Current tax	-	-	414.18	-	1077.24	1167.90
	- Deferred tax expense/ (credit)	96.88	(141.16)	160.80	(383.02)	306.71	411.47
	- Tax for earlier years	-	-	-	-	-	2.25
7	<b>Profit/(Loss) for the period</b>	<b>257.97</b>	<b>(443.90)</b>	<b>1172.03</b>	<b>(1197.19)</b>	<b>2893.08</b>	<b>3269.15</b>
8	<b>Other comprehensive income</b>						
	Items that will not be reclassified to profit and loss in subsequent periods:						
	Re-measurement (losses)/ gains on defined benefit plans	10.00	21.47	(9.95)	30.47	(28.81)	(27.08)
	Income tax effect	(2.52)	(5.40)	2.50	(7.67)	7.24	6.81
	<b>Other comprehensive income, net of tax</b>	<b>7.48</b>	<b>16.07</b>	<b>(7.45)</b>	<b>22.80</b>	<b>(21.57)</b>	<b>(20.27)</b>
	<b>Total comprehensive income/(Loss), net of tax</b>	<b>265.45</b>	<b>(427.83)</b>	<b>1164.58</b>	<b>(1174.39)</b>	<b>2871.51</b>	<b>3248.88</b>
	<b>Paid up Equity share capital (Face value of Rs. 5/- each)</b>	<b>642.64</b>	<b>642.64</b>	<b>642.64</b>	<b>642.64</b>	<b>642.64</b>	<b>642.64</b>
	<b>Other equity</b>						<b>18323.15</b>
	<b>Earnings/(Loss) per equity share of Rs. 5/- each</b>						
	Basic and Diluted (not annualised except for yearly figures)	2.01	(3.45)	9.12	(9.31)	22.51	25.44

See accompanying notes to the unaudited Standalone financial results.

Notes :

- The above standalone results were reviewed by the Audit Committee and approved by the Board of Directors at the Board Meeting held on 10th February 2021.
- The Company's performance for the quarter has improved over the quarter ended 30th September 2020. Further, the Company has made detailed assessment of the recoverability and carrying values of its assets comprising property, plant and equipment, inventories, receivables and other current assets as at the period end and on the basis of evaluation, has concluded that no material adjustments are required in the financial results. Given the uncertainties associated with nature, condition and duration of COVID-19, the impact assessment on the Company's financial statements will be continuously made and provided for as required.
- The Company operates in a single business segment, i.e., Footwear and Accessories.
- The Company has elected to apply the practical expedient of not assessing the rent concessions as a lease modification, as per MCA notification dated 24th July 2020 on IND- AS 116 for rent concessions which are granted due to COVID-19 pandemic. According to the notification, total rent concessions confirmed in the quarter ended 31st December 2020 of Rs. 85.61 million has been netted off from rent expenses. Further, out of total rent concessions confirmed for the nine months ended 31st December 2020 of Rs. 861.37 million (including Rs. 38.39 million unconditional rent concessions pertaining to subsequent quarters), Rs. 560.95 million has been accounted under rent expenses and balance of Rs. 300.42 million is reported under Other Income.
- Exceptional item of Rs. 46.10 million for the quarter and nine months ended 31st December 2020 represents one time expense for Voluntary Retirement Scheme (VRS) offered at manufacturing facilities and Company's retail stores.
- The report of Statutory Auditors is being filed with National Stock Exchange of India Limited, BSE Limited and The Calcutta Stock Exchange Limited. For more details on unaudited results, please visit Investor Relations section of our website www.bata.in and Financial Results at Corporate section of www.nseindia.com, www.bseindia.com and www.cse-india.com.

Gurugram  
10.02.2021



*(Signature)*  
Sam Kumar Gupta  
DIRECTOR FINANCE & CFO

*(Signature)*  
Sandeep Kataria  
WHOLE TIME DIRECTOR & CEO



# B S R & Co. LLP

Chartered Accountants

Building No. 10, 12th Floor, Tower-C,  
DLF Cyber City, Phase-II,  
Gurugram – 122 002, India

Telephone: +91 124 719 1000  
Fax: +91 124 235 8613

## Limited review report on unaudited quarterly consolidated financial results for the quarter and year to date ended 31 December 2020 of Bata India Limited under Regulation 33 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulation, 2015

To

Board of Directors of **Bata India Limited**

1. We have reviewed the accompanying Statement of unaudited consolidated financial results of Bata India Limited (“the Parent”) and its subsidiaries (the Parent and its subsidiaries together referred to as “the Group”), for the quarter ended and year to date results for the period from 1 April 2020 to 31 December 2020 (“the Statement”), being submitted by the Parent pursuant to the requirements of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended (‘Listing Regulations’).
2. This Statement, which is the responsibility of the Parent’s management and approved by the Parent’s Board of Directors, has been prepared in accordance with the recognition and measurement principles laid down in Indian Accounting Standard 34 “Interim Financial Reporting” (“Ind AS 34”), prescribed under Section 133 of the Companies Act, 2013, and other accounting principles generally accepted in India and in compliance with Regulation 33 of the Listing Regulations. Our responsibility is to express a conclusion on the Statement based on our review.
3. We conducted our review of the Statement in accordance with the Standard on Review Engagements (SRE) 2410 “Review of Interim Financial Information Performed by the Independent Auditor of the Entity”, issued by the Institute of Chartered Accountants of India. A review of interim financial information consists of making inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Standards on Auditing and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.

We also performed procedures in accordance with the circular issued by the SEBI under Regulation 33 (8) of the Listing Regulations, to the extent applicable.

4. The Statement includes the results of the following entities (“the subsidiaries”):
  - A. Bata Properties Limited
    - a. Coastal Commercial & Exim Limited
  - B. Way Finders Brand Limited
5. Based on our review conducted and procedures performed as stated in paragraph 3 above and based on the consideration of the review report of the other auditor referred to in paragraph 6 below, nothing has come to our attention that causes us to believe that the accompanying Statement, prepared in accordance with the recognition and measurement principles laid down in the aforesaid Indian Accounting Standard and other accounting principles generally accepted in India, has not disclosed the information required to be disclosed in terms of Regulation 33 of the Listing Regulations, including the manner in which it is to be disclosed, or that it contains any material misstatement.

✓

6. We did not review the interim financial results of one subsidiary included in the Statement, whose interim financial results reflect total revenues of Rs. 8.87 million and Rs. 12.87 million (before consolidation adjustments), total net profit after tax of Rs. 5.94 million and Rs. 8.01 million (before consolidation adjustments) and total comprehensive income of Rs. 5.94 million and Rs. 8.01 million (before consolidation adjustments), for the quarter ended 31 December 2020 and for the period from 1 April 2020 to 31 December 2020 respectively, as considered in the unaudited consolidated financial results. These interim financial results have been reviewed by other auditor whose report has been furnished to us by the management and our conclusion on the Statement, in so far as it relates to the amounts and disclosures included in respect of this subsidiary, is based solely on the report of the other auditor and the procedures performed by us as stated in paragraph 3 above.

Our conclusion on the Statement is not modified in respect of the above matter.

7. The Statement includes the interim financial results of two subsidiaries which have not been reviewed, whose interim financial results reflect total revenue of Rs. 0.96 million and Rs. 2.89 million (before consolidation adjustments), total net profit after tax of Rs. 0.26 million and Rs. 1.35 million (before consolidation adjustments) and total comprehensive income of Rs. 0.26 million and Rs. 1.35 million (before consolidation adjustments) for the quarter ended 31 December 2020 and for the period from 1 April 2020 to 31 December 2020 respectively, as considered in the Statement. According to the information and explanations given to us by the management, these interim financial results are not material to the Group.

Our conclusion on the Statement is not modified in respect of the above matter.

For **B S R & Co. LLP**  
Chartered Accountants  
ICAI Firm Registration No: 101248W/W-100022



**Rajiv Goyal**  
Partner

Membership No.:094549  
ICAI UDIN: 21094549AAAAAN7698

Place: Gurugram  
Date: 10 February 2021



BATA INDIA LIMITED

REGD. OFFICE: 27B, CAMAC STREET, 1st FLOOR, KOLKATA 700016 | CIN: L19201WB1931PLC007261

Telephone : 033 23014400, Fax : 033 22895748 | E-mail: corporate\_relations@bata.com; Website: www.bata.in

STATEMENT OF CONSOLIDATED UNAUDITED FINANCIAL RESULTS FOR THE QUARTER AND NINE MONTHS ENDED 31ST DECEMBER 2020

(In Rs. million except per share data)

Sl. No.	Particulars	3 months ended 31st December 2020	3 months ended 30th September 2020	3 months ended 31st December 2019	Nine months ended 31st December 2020	Nine months ended 31st December 2019	Year ended 31st March 2020
		Unaudited	Unaudited	Unaudited	Unaudited	Unaudited	Audited
<b>1</b>	<b>Income</b>						
	a Revenue from operations	6156.25	3678.73	8308.23	11185.73	24355.39	30561.14
	b Other income (refer Note 5 below)	132.17	144.44	170.22	797.03	516.01	686.77
	<b>Total Income</b>	<b>6288.42</b>	<b>3823.17</b>	<b>8478.45</b>	<b>11982.76</b>	<b>24871.40</b>	<b>31247.91</b>
<b>2</b>	<b>Expenses</b>						
	a Cost of raw material and components consumed	674.56	278.86	493.31	955.16	1602.01	2569.59
	b Purchase of traded goods	823.54	1090.74	1735.15	2266.36	7861.13	10736.15
	c Decrease/(Increase) in inventories of finished goods, work-in-progress and traded goods	1481.93	455.12	1035.63	2386.52	946.44	(339.93)
	d Employee benefits expense	810.81	826.45	974.66	2484.88	2845.19	3764.22
	e Finance costs	250.16	265.35	285.00	793.88	906.21	1177.41
	f Depreciation and amortisation expense	652.41	644.64	764.58	2027.82	2243.51	2957.97
	g Rent (refer Note 6 below)	111.71	0.80	129.88	112.51	334.67	503.96
	h Other expenses	1075.94	845.30	1301.95	2479.73	3841.76	5006.18
	<b>Total Expenses</b>	<b>5881.06</b>	<b>4407.26</b>	<b>6720.16</b>	<b>13506.86</b>	<b>20580.92</b>	<b>26375.55</b>
<b>3</b>	<b>Profit/ (loss) before tax and exceptional item</b>	<b>407.36</b>	<b>(584.09)</b>	<b>1758.29</b>	<b>(1524.10)</b>	<b>4290.48</b>	<b>4872.36</b>
<b>4</b>	Exceptional items (income)/ expense (refer Note 8 below)	46.10	-	-	46.10	-	-
<b>5</b>	<b>Profit/ (Loss) before tax</b>	<b>361.26</b>	<b>(584.09)</b>	<b>1758.29</b>	<b>(1570.20)</b>	<b>4290.48</b>	<b>4872.36</b>
<b>6</b>	<b>Tax expense</b>						
	- Current tax	0.21	0.23	414.80	0.66	1078.33	1169.20
	- Deferred tax expense/ (credit)	96.88	(141.16)	160.80	(383.02)	306.69	411.47
	- Tax for earlier years	-	-	-	-	-	2.16
<b>7</b>	<b>Profit/ (Loss) for the period</b>	<b>264.17</b>	<b>(443.16)</b>	<b>1182.69</b>	<b>(1187.84)</b>	<b>2905.46</b>	<b>3289.53</b>
<b>8</b>	<b>Other comprehensive income</b>						
	Items that will not be reclassified to profit and loss in subsequent periods:						
	Re- measurement (losses)/ gains on defined benefit plans	10.00	21.47	(9.95)	30.47	(28.81)	(27.08)
	Income tax effect	(2.52)	(5.40)	2.50	(7.67)	7.24	6.81
	<b>Other comprehensive income, net of tax</b>	<b>7.48</b>	<b>16.07</b>	<b>(7.45)</b>	<b>22.80</b>	<b>(21.57)</b>	<b>(20.27)</b>
	<b>Total comprehensive income/ (Loss), net of tax</b>	<b>271.65</b>	<b>(427.09)</b>	<b>1175.24</b>	<b>(1165.04)</b>	<b>2883.89</b>	<b>3269.26</b>
	<b>Paid up Equity share capital (Face value of Rs. 5/- each)</b>	<b>642.64</b>	<b>642.64</b>	<b>642.64</b>	<b>642.64</b>	<b>642.64</b>	<b>642.64</b>
	<b>Other equity</b>						<b>18296.64</b>
	<b>Earnings/ (Loss) per equity share of Rs. 5/- each</b>						
	Basic and Diluted (not annualised except for yearly figures)	2.06	(3.45)	9.20	(9.24)	22.61	25.59

See accompanying notes to the consolidated unaudited financial results.

Notes :

- The Consolidated financial results include results of Bata India Ltd. (the Holding Company), Bata Properties Limited, Coastal Commercial & Exim Limited and Way Finders Brands Limited (the subsidiaries).
- The Consolidated financial results of the Group are prepared in accordance with the requirements of Ind AS 110 "Consolidated Financial Statements".
- The above consolidated results were reviewed by the Audit Committee and approved by the Board of Directors at the Board Meeting held on 10th February 2021.
- The Group's performance for the quarter has improved over the quarter ended 30th September 2020. Further, the Group has made detailed assessment of the recoverability and carrying values of its assets comprising property, plant and equipment, inventories, receivables and other current assets as at the period end and on the basis of evaluation, has concluded that no material adjustments are required in the financial results. Given the uncertainties associated with nature, condition and duration of COVID-19, the impact assessment on the Group's financial statements will be continuously made and provided for as required.
- The Group operates in a single business segment, i.e., Footwear and Accessories.
- The group has elected to apply the practical expedient of not assessing the rent concessions as a lease modification, as per MCA notification dated 24th July 2020 on IND- AS 116 for rent concessions which are granted due to COVID-19 pandemic. According to the notification, total rent concessions confirmed in the quarter ended 31st December 2020 of Rs. 85.61 million has been netted off from rent expenses. Further, out of total rent concessions confirmed for the nine months ended 31st December 2020 of Rs. 861.37 million (including Rs. 38.39 million unconditional rent concessions pertaining to subsequent quarters), Rs. 560.95 million has been accounted under rent expenses and balance of Rs. 300.42 million is reported under Other Income.
- During the Quarter ended 30th September 2020, the subsidiaries, Bata Properties Limited (BPL) and Coastal commercial & EXIM Limited (CCEL) had approved the scheme of amalgamation between BPL (the transferee company) and CCEL (the transferor company) at their respective board meeting held on 18th September 2020. The scheme was filed with ROC for approval and subsequently it was approved by the shareholders of both the companies in their respective meetings held on 18th November 2020. No accounting impact has been taken in financial results for the quarter and nine months ended 31st December 2020 pending receipt of regulatory approval.
- Exceptional item of Rs. 46.10 million for the quarter and nine months ended 31st December 2020 represents one time expense for Voluntary Retirement Scheme (VRS) offered at manufacturing facilities and Company's retail stores.
- The report of Statutory Auditors is being filed with National Stock Exchange of India Limited, BSE Limited and the Calcutta Stock Exchange Limited. For more details on unaudited results, please visit Investor Relations section of our website [www.bata.in](http://www.bata.in) and Financial Results at Corporate section of [www.nseindia.com](http://www.nseindia.com), [www.bseindia.com](http://www.bseindia.com) and [www.cse-india.com](http://www.cse-india.com).



Gurugram  
10.02.2021

Ram Kumar Gupta  
DIRECTOR FINANCE & CFO

Sandeep Kataria  
WHOLE TIME DIRECTOR & CEO



## Footwear major Bata continues business revival, posts 258 million net profit

**New Delhi, 12 February 2021:** Footwear major Bata India Limited today announced results for the quarter ended 31st December 2020. Backed by improving sales during festive season, revenue from operations for the quarter stood at 6147 million, and the company clocked in net profit of 258 million.

Owing to the various customer-centric measures adopted in the wake of Covid-19, Bata India has been successful in getting back on its recovery path, with improvement in sales through its retail outlets and e-commerce platforms, and hyperlocal digital channels- Bata ChatShop and Bata Store on Wheels. Sales through digitally enabled platforms now make up 15% of the total sales, growing by 3 times in the last one year. In terms of portfolio-mix, the Formals (incl. School business) & Fashion categories continued to be subdued as expected due to prevailing market conditions, the Casual, Fitness & Essentials categories bounced back leading to company's overall volume reaching 88% of pre-Covid levels.

To spread positivity, Bata launched its first big campaign of the year – Kick Out 2020, along with its new collection – 'Ready Again.' The launch helped the brand in uplifting customer sentiment and getting them to shop from its retail & online store during festive season. It also rolled out its first ever 'Sneaker Fest', which helped drive younger consumers to shop from its North Star & Power brands.

**Sandeep Kataria, CEO — Bata Brands, stated:** *"Owing to decline in Covid cases and vaccine rollout, the overall market sentiment is improving significantly. Backed by good festive sales and our targeted consumer outreach, our sales have recovered to 74% of pre-Covid levels. As a result of our focus on omni-channel retailing and scaling up our digital presence via online marketplaces and our online store, 60% of our marketplaces' orders today are fulfilled by Bata stores and 100% for bata.in. As we witnessed demand for footwear steadily grow over the last 3-6 months, we kept expanding our reach through new franchise & multi-brand outlet stores. While we focused on reviving sales, we also kept focus on cost-savings measures across our network and enhancing productivity. Overall, we're encouraged by the increasing momentum during the December quarter and we continue to launch new ways to serve our customers better, offering them greater convenience and flexibility. All these measures have enabled us to revitalize the business and soon we expect to get into the thrive phase of our recovery plan."*

Bata India also continued to strengthen its brick and mortar presence in tier 3 & 4 cities by opening new franchise stores across the country, with 221 Franchise stores at the end Dec 2020.

### Key Highlights:

- Bata continued to double-down on its focus on cost-savings measures by working closely with landlords for store rentals optimization, controlling discretionary spends and looking for productivity-enhancing measures



- Sales through digitally enabled platforms like Bata website, online marketplaces, Bata ChatShop, Bata Home Delivery and Bata Store on Wheels contributed over 15% of total revenues. Bata set-up its presence on all major marketplaces & drove demand by in-market audiences' campaigns
- In Institutional & Distribution business, as the economy started opening up, Bata won orders to supply safety & industrial shoes to companies in cement, steel & railways sectors. In addition, it continued its expansion drive in smaller towns by appointing new channel partners
- Manufacturing: From Jan 2021 onwards, as demand picked up, production inched back to pre-Covid levels
- Bata opened a total of 45 new franchise stores in the quarter, taking its total to 221 Franchise stores. Some of the new towns include Itanagar(known as the land of dawn-lit mountains), Varkala(known as The Pearl of the Arabian Sea), Sivakasi(known for its firecracker, matchbox & printing industries), Pali(known as textile hub of Rajasthan) and Ratnagiri(known for its touristy monuments, temples & beaches), all having population between 50K to 3 lakh.
- Bata won first awards in 'Quality', 'Best HR Practices' and 'Cost Competitive Organization' categories at the 13th CII National Competitiveness & Cluster Summit 2020 ceremony
- CSR: As part of its globally announced shoe donation-drive to benefit local communities and support Covid heroes, Bata India has donated 1.23 lakh pairs to medical workers & their families, police & children across 34 cities, with its overall commitment to donate 2 lakh pairs

#### **About BATA:**

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 sells more than 47 million pairs of footwear every year and serves 120,000-plus customers almost every day.

Bata India is the largest footwear retailer in India, offering footwear, accessories and bags across brands such as Bata, Hush Puppies, Naturalizer, Power, Marie Claire, Weinbrenner, North Star, Scholl, Bata Comfit and Bubblegummers, to name a few. It retails in more than 1600 Bata own 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 recently launched new channels like Bata Chat Shop, Bata Home Delivery and Bata Store-on-Wheels for neighborhood communities.

For more information on Bata India, please visit [www.bata.in](http://www.bata.in)

