



May 29, 2024

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: Press Release

Further to our letter dated May 29, 2024, 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
AVP (Special Projects) – Company Secretary & Compliance Officer

Encl.: As above

BATA INDIA LIMITED

CIN: L19201WB1931PLC007261

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E-mail: in-customer.service@bata.com || Website: www.bata.in

**Bata India announces Q4 results;
Premiumisation & Casualisation Strategy working well; Operating Metrics Improve**

Gurugram, May 29, 2024: Footwear major Bata India Limited today announced results for the quarter ended 31st March 2024. Revenue from operations for the quarter stood at Rs. 7976.74 million vs. Rs. 7785.85 million for Q4FY23. The Operating Profit stood at Rs. 582.65 million. The results for the quarter are a factor of resilience despite sluggish demand conditions to drive growth in a sustainable manner with strong margin performance.

Continued expansion with a network of 1329 COCO and Franchise stores. On digital sales front, e-commerce performance was encouraging. Bata achieved significant growth in e-commerce sales for previous year.

The portfolio casualisation strategy continued to work well, with Sneaker category led by Power. Sneaker Studios expanded to 698 Stores. Floatz achieved highest ever quarterly turnover, enhanced by 11 Floatz Kiosk. Bata also launched its 1st Power EBO launched in Noida. Another 5 to be opened shortly.

To enhance customer experience, Bata continued to renovate stores. 67 stores were renovated during the quarter with significant thrust towards portfolio newness with style & technology propositions.

Major campaigns were launched building style & fashion forward Imagery through Marketing Campaigns - 10/10 Campaign and Engaging Youth with Always-On Influencers.

Bata continued to leverage its fixed cost across the value chain. ERP has gone live as per plan.

Revenue from operations for the year stood at Rs. 34,784.13 million vs. Rs. 34,515.68 million for FY23. The Operating Profit stood at Rs. 3,280.59 million for the year vs. Rs. 3,882.79 million for FY23. With a positive outlook and to accelerate growth, significant investments behind Brand and technology are continued.

Speaking on the Q4FY24 performance, Gunjan Shah, MD and CEO - Bata India Limited, stated:

“Bata India navigated well through the unforeseen sluggishness in the market driving towards sustainable growth led by brands backed by significant investments in marketing and technology. Our strategies helped us defending margins.

With cautious control on costs and focus on efficiency and productivity, we were able to defend our margin growth across channels and maintain our standing in premium segments across brands like Red Label, Comfit, Power. We added 24 Franchise Stores in the quarter, primarily in Tier 3 – 5 towns to cater the demand for branded products and achieve better returns on capital.

We are further bolstering our offering with international tie-ups, such as Hush Puppies and Nine West which saw a significant higher ASP driving premiumization. We are optimistic of demand revival going forward.”

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