

August 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: Press Release

Further to our letter dated August 9, 2023, 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 - 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

**Bata India announces Q1 results;
Setting Strategic Growth Template**

Gurugram, August 9, 2023: Footwear major Bata India Limited today announced results for the quarter ended June 30, 2023. Revenue from operations for the quarter stood at Rs. 9,581 million (a growth of 2% over Q1FY23). The Net Profit stood at Rs. 1,078 million for the quarter ended June 30, 2023, lower by Rs. 115 million from Q1FY23 primarily on account of early start of End of Season Sale by the industry.

On the discretionary spending front, demand remains subdued in the footwear sector, prolonging the deceleration that started towards the end of March 2023. Demand recovery and acceleration expected during the festive season.

Key Highlights

- Aggressive network expansion – 2100 stores in close to 700 cities, with Franchise & SIS network consisting over 38%. 27 stores were renovated during the quarter.
- Overall ASP grew by ~3% over last year.
- Successful execution of portfolio casualization strategy – Sneaker Studio implemented in 565 Stores.
- 1st Floatz banner opened with a kiosk in Delhi. Floatz achieved highest ever quarterly turnover with 206% TALY.
- Distribution channel continued to scale up to 1390+ towns.
- 2nd Warehouse enabled to fulfil DTC and marketplace orders. Optimized warehousing costs through relocation of warehouses.

Speaking on the Q1FY24 performance, Gunjan Shah, MD and CEO - Bata India Limited, stated:

“With our strategy of casualization and premiumization, expansion in Retail Network and accelerated investment towards core technologies (ERP, Merchandising, etc.), we believe the template is set up for future profitable growth. Digital footprint through our omnichannel e-commerce revenue streams gained significant momentum in the quarter going by.

At Bata India, we continue to implement initiatives to elevate customer experience at our stores and on our website. We have introduced a series of innovations to consumers like Bata Shoe Care Program, Buy Now Pay Later and Bata Wallet. We have gained share in higher category articles in brands like Hush Puppies, Comfit, Floatz & North Star. We continue to add Franchise and SIS stores to improve accessibility of the brand alongwith MBOs. Across all business channels of EBOs, MBOs and E-Commerce, margins remained healthy despite slowness in discretionary demand & early onset of EOSS.

We continue to flesh out new opportunities across our value chain. We remain focused on cost efficiency across all operations and optimizing our resources. We are optimistic on the demand resurgence going ahead and continue to expand in Tier 3-5 towns, digital channels and make investments in elevating customer experience & brand marketing.”

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