

February 8, 2022

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: 1000003

Dear Sir/Madam,

Subject: Earnings' Call Presentation

Further to our letter dated January 27, 2022, regarding Earnings Call scheduled to be held on **Wednesday, February 9, 2022 at 11:00 A.M. IST**, 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 same shall also be made available on our website i.e. www.bata.in

This is for your information and records.

Yours faithfully,
For BATA INDIA LIMITED


(Nitin Bagaria)
Company Secretary



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

**Q3 FY22
Investors
Presentation**



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.



Discussion Summary



Business Overview



Business Strategy



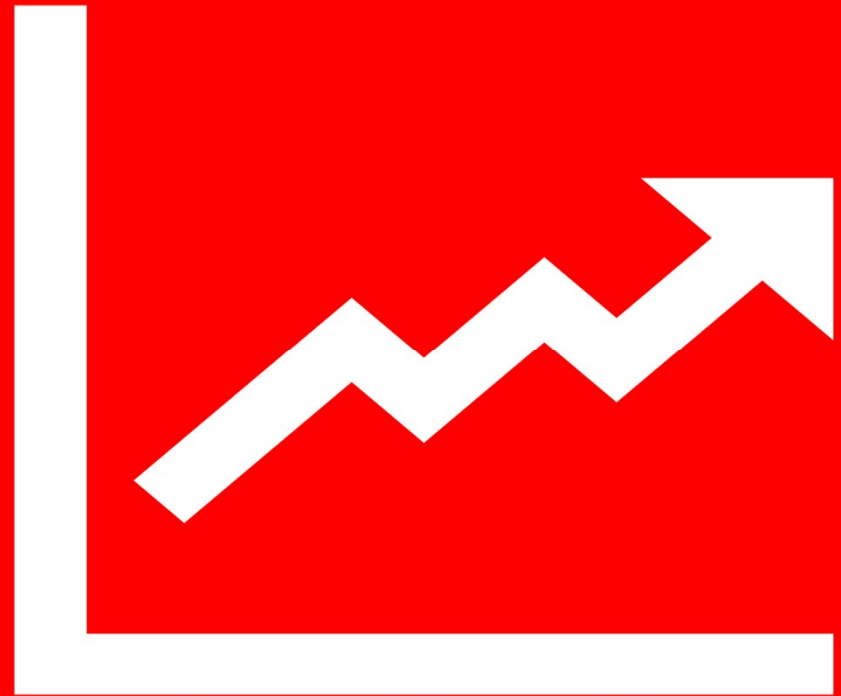
Key Highlights



Financial Summary

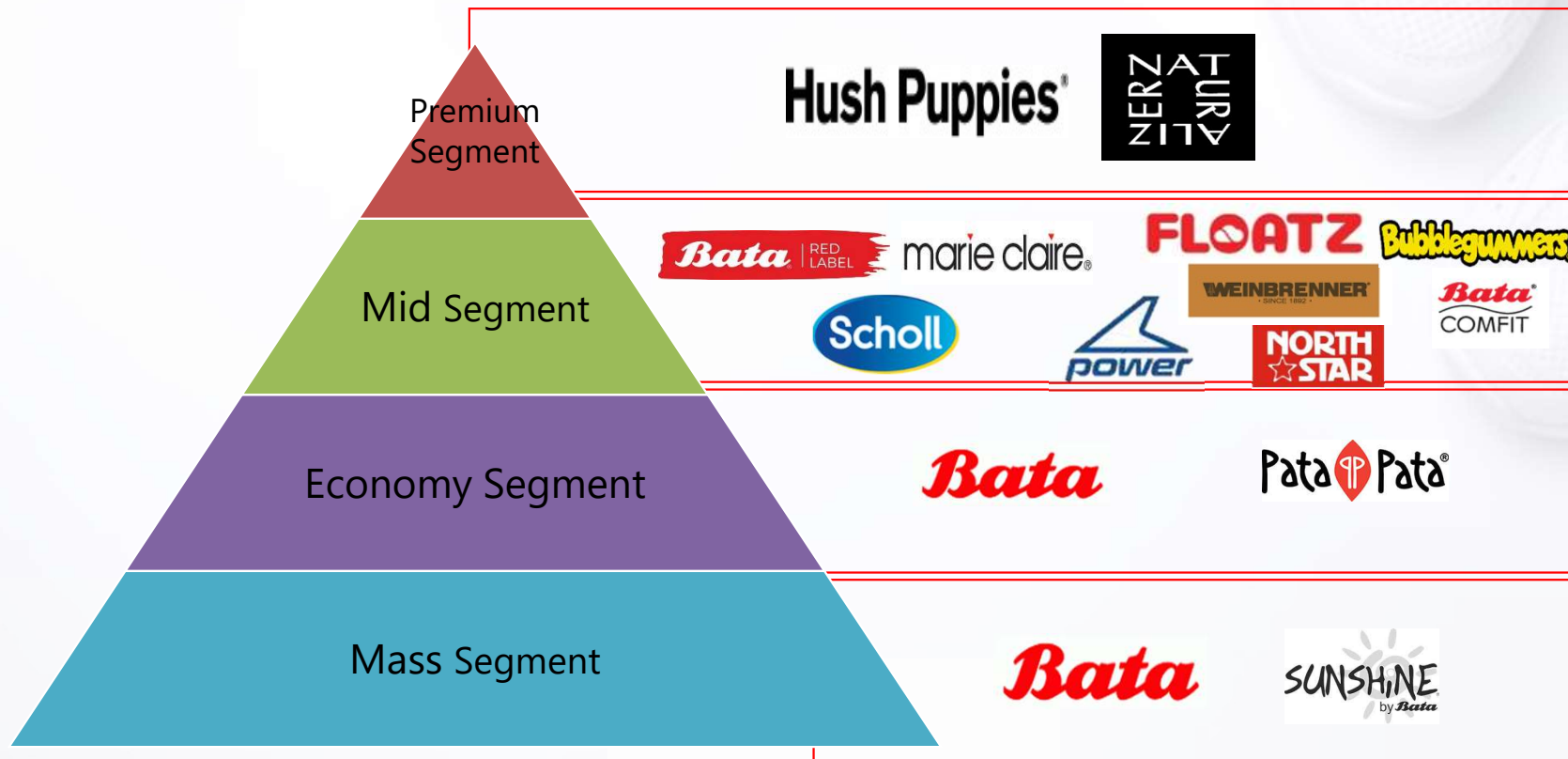


BUSINESS OVERVIEW

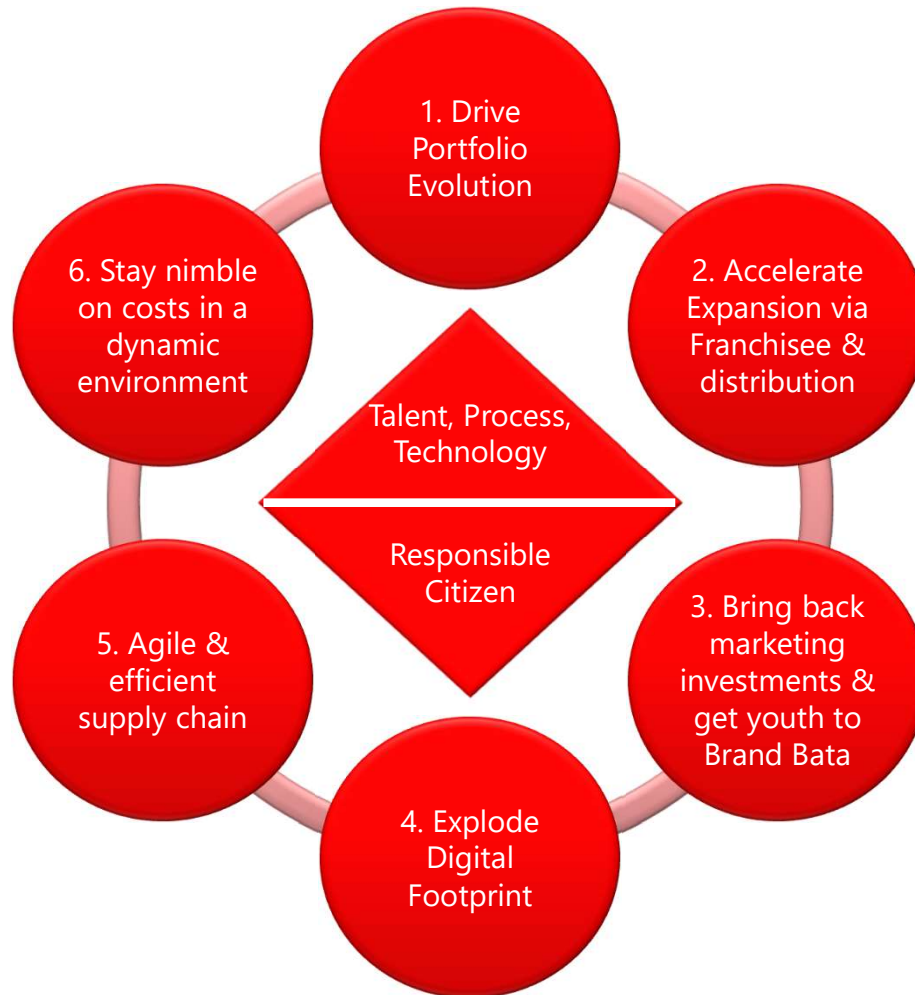


BATA : INDIA'S MOST LOVED & TRUSTED FOOTWEAR BRAND

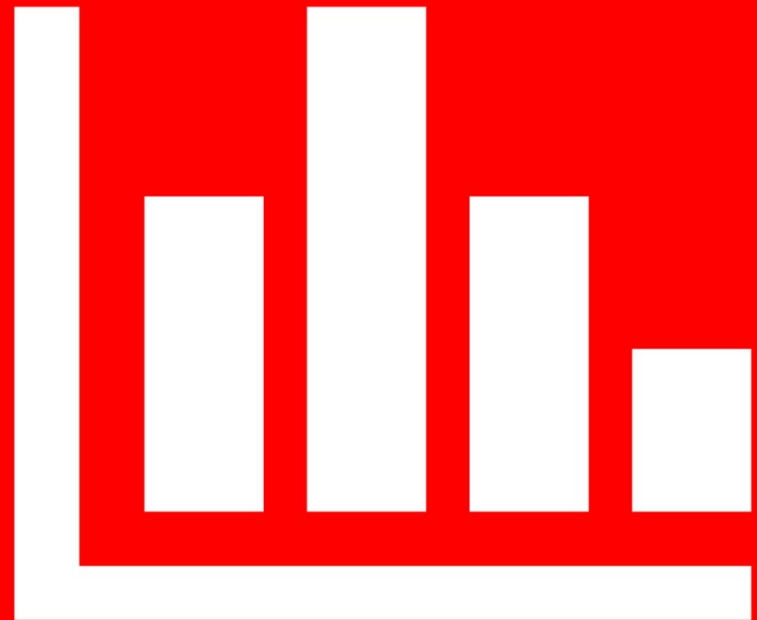
1557 Exclusive Stores in 638 cities



STRATEGIC THRUST LEVERS FOR 2021-22 & ONWARDS



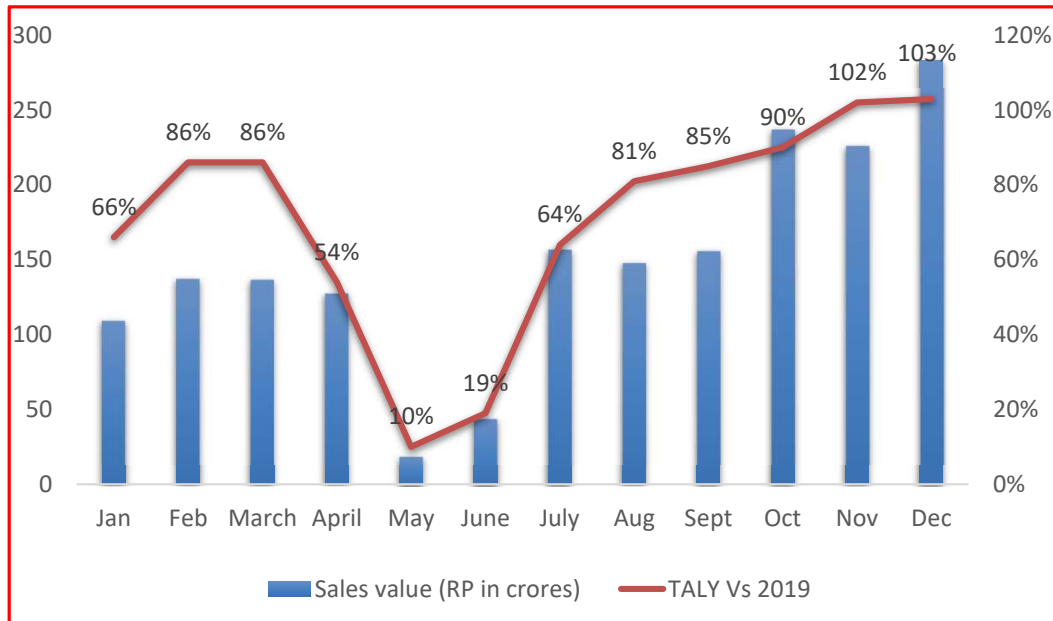
KEY HIGHLIGHTS



Drive Portfolio Evolution:

Focus on Casual footwear driving Retail Sales

Retail Sales Trend - CY21



- Trending upwards of 2019 levels in 2nd half of Qtr
- Powered by multiple initiatives
 - Refreshes range - sneakerization, casualization
 - Growth led by Hush Puppies, Northstar
 - Store Renovations started after Covid gap



Drive Portfolio Evolution:

Sneaker Sales Mix +8% Delta TALE over Retail

Sneaker Wall

- Sneaker Sales Mix grew from 17.9% to 19.3% in Q3 2021
- Sneaker TALE in Q3 is 104% compared to Retail TALE of 96% (+8% Delta)*
- Sneaker ASP grew by 108%
- Sneaker Studio
 - Implemented Sneaker Studio in 15 stores
 - Sneaker Sales Mix of Pilot Stores grew from 20.4% to 26.8% in Q3 2021

*EM, MM & Franchise



Above: Vegas Mall

Below: Pacific Khyala

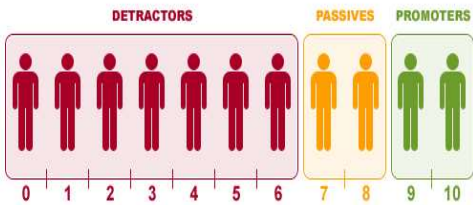


Drive Retail Excellence:

NPS score improved driven by Training, store incentive structure & merchandise

Net Promoter Score (NPS) is a management tool that can be used to gauge the loyalty of a firm's customer relationship

The main question asked is : Based on your shopping experience today, would you recommend Bata to your friends & family? On a scale of 0 to 10



Score Rating

- World Class : 75 to 100
- Excellent : 50 to 75
- Good : 0 to 50
- Danger Zone : -100 to 0

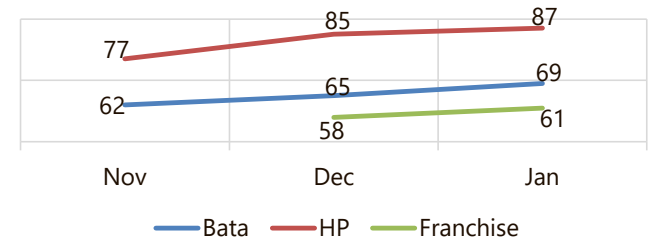
Net Promoter Score = % Promoters - % Detractors

61,491 Responses

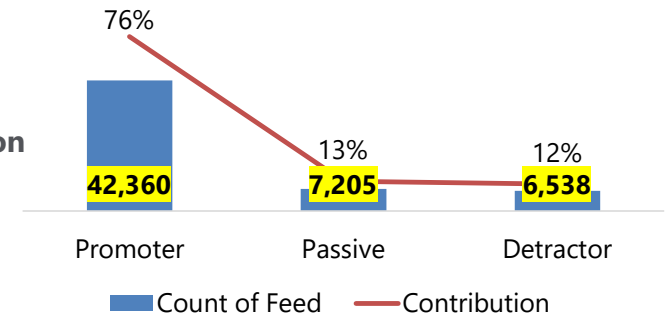
2% Response Rate

68 NPS – Jan'22

Month Wise NPS Trend

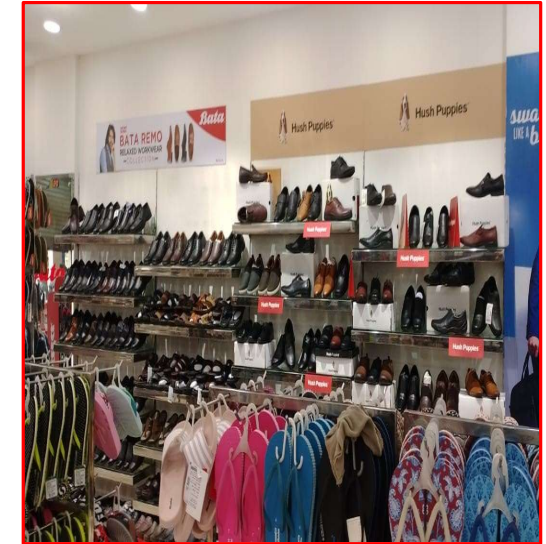
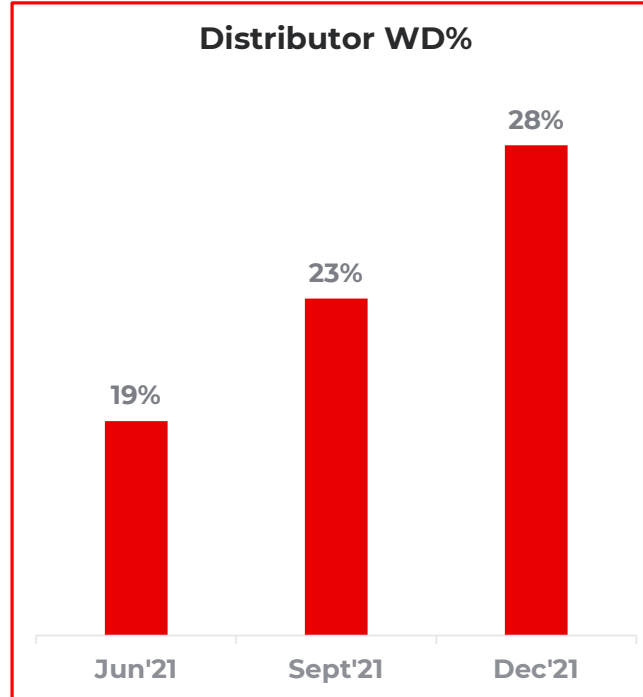
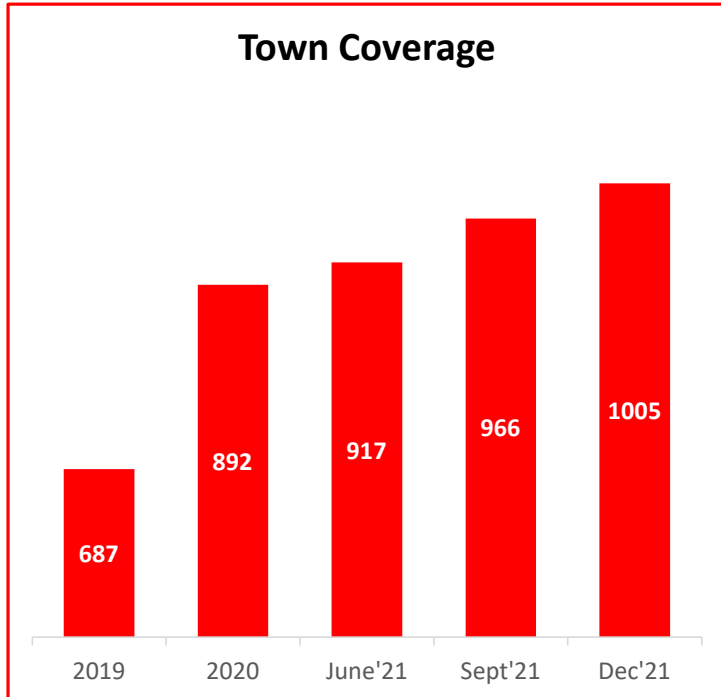


Overall - NPS Distribution & Contribution



Distribution expansion:

Reach in 1000+ Towns; Distributor WD 28% by Exit Dec'21



Bata leads Men's Closed Category

- Significant progress on distribution expansion across categories.
- Town coverage of 1,005 towns by exit Dec'21 (Sep'21: 966, Exit FY'20 : 892)
- Competitive Edge Categories grew and gained good Market share. Bata is now a Clear **Leader in Men's Closed Category.**

Franchisee Business Expansion:

One of largest quarters in additions & revenues

New Stores in Q3 FY22

34

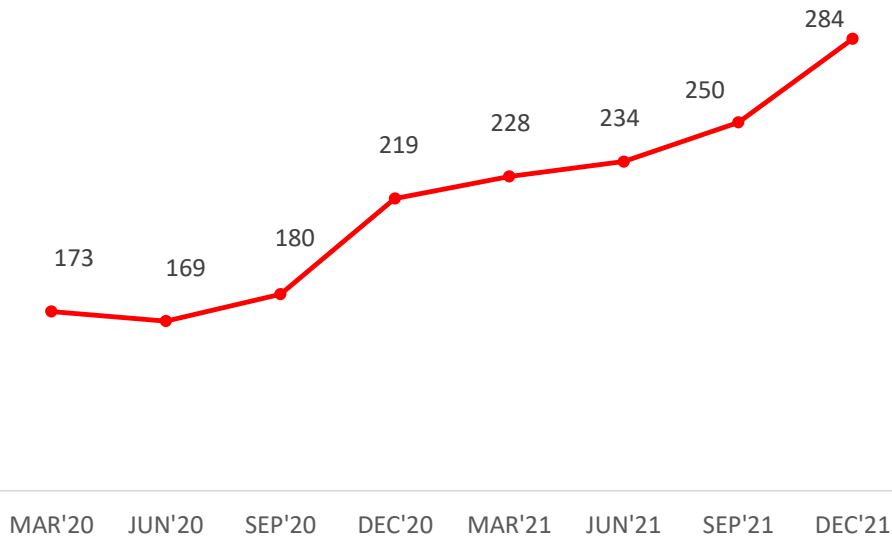
Towns Covered

200+

Vision

500

Franchise Stores



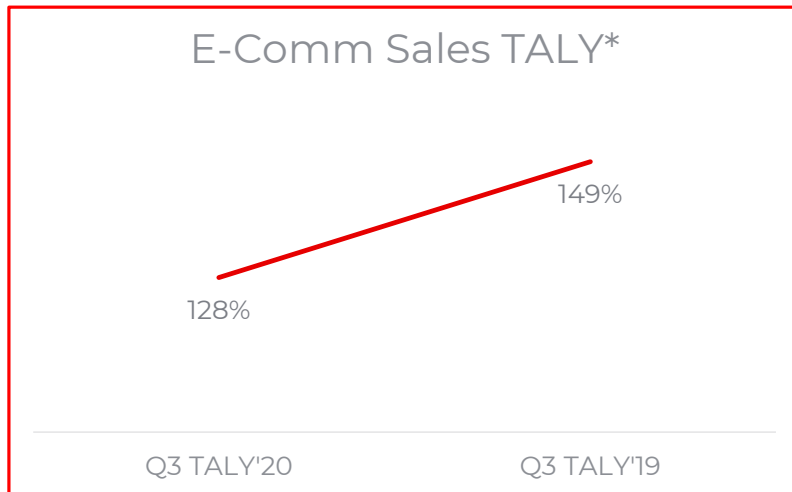
285+ stores as on date

Bata

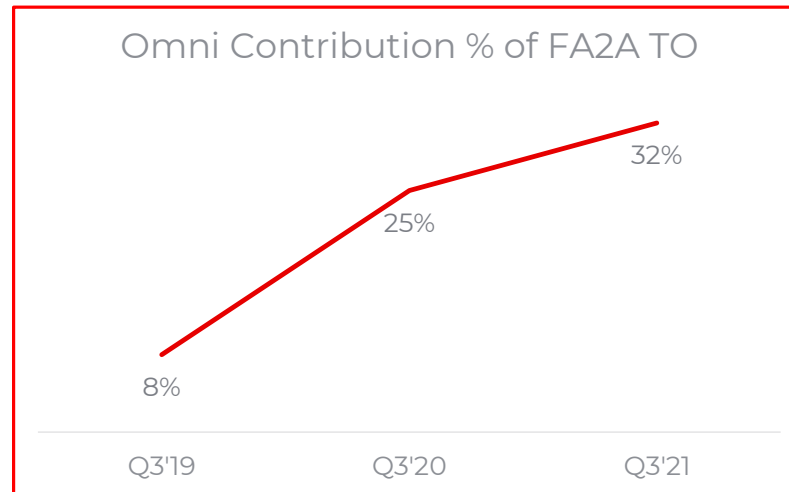


Exploding Digital Footprint:

E-Commerce driven by marketplaces, omnichannel & E-store



*TALY – Turnover Against Last Year

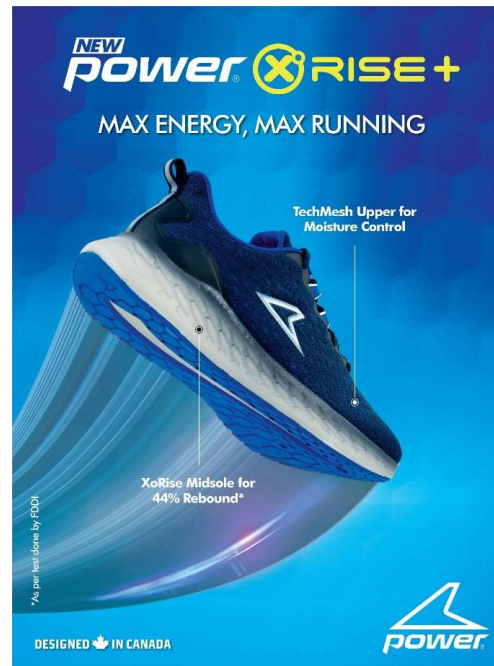
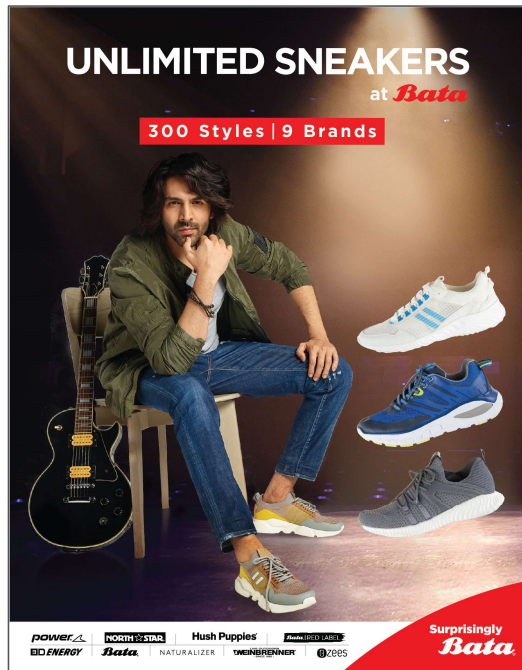


- Highest sale recorded in Oct & Dec in CY21 for B2C Marketplaces
- Home Delivery gaining higher contribution over FA2A TO (32% in Q3'21 from 25% in Q3'20 and 8% in Q3'19)

Bata

Bring Back Marketing Investments to Brand Bata

Significant upshift in investments in the quarter



- ~34% higher marketing spends compared to previous quarter
- **Sneaker campaign** aimed at younger audiences with focus on Power
- **Bata Casuals campaign** to highlight comfy & versatile casuals' collections

Bata

Bring Back Marketing Investments to Brand Bata

Disha Patani, new Brand ambassador



**Disha –
48.5 Mn Followers**

79% followers are <35 years (GenZ & Millennials)

Style & Fashion Icon

Bata

**Upcoming
Movies**

K Tina
Ek Villian Returns
Malang 2

PR Coverage by leading Cat A publications:
The Financial Express, Mint, ET Brand Equity, Adgully, Fashion Network, Exchange4media, Media Brief, Campaign India and more....



~ 1 Mn Likes

3K comments

(Disha's Instagram Announcement)

55+

PR Coverage Received

350 Million+

Online Media Reach

100%

Positive Coverage Received

Other Key Highlights



Shoe donation –
26,000+ pairs - frontline
workers and children.



Recognized as Best
Employer Brand
(North India) 2021 by
World HRD Congress



100% Vaccination for
both doses across BIL



Higher Rent Savings than target for Q3'22

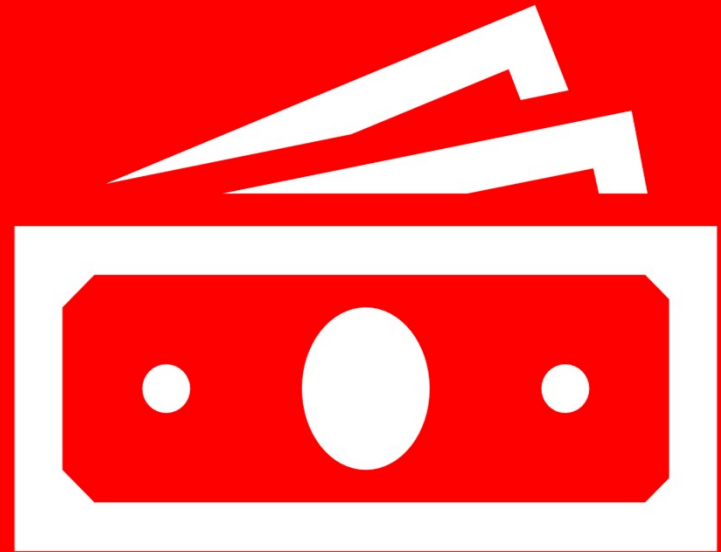


Adequate actions implemented for change in GST

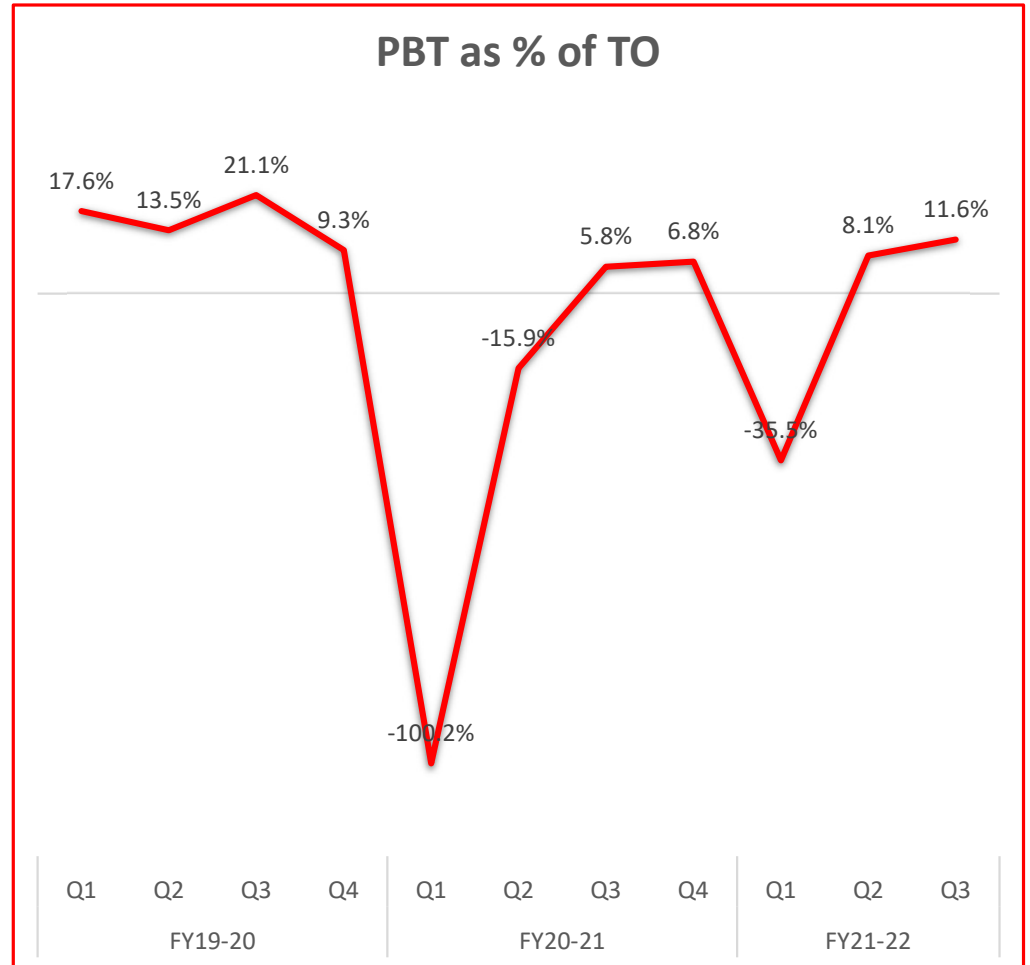
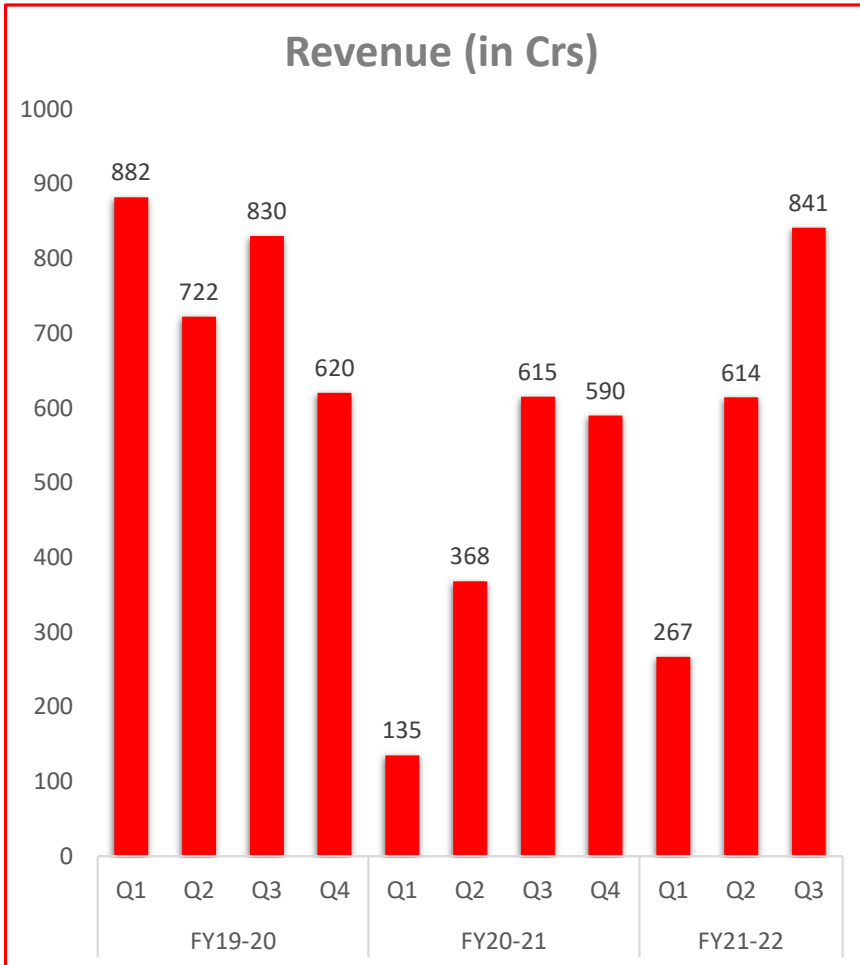


Flexi Manpower in stores in line with customer traffic patterns

FINANCIAL SUMMARY



Financial Summary



THANK YOU



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(CIN: L19201WB1931PLC007261)

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