

November 15, 2021

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

Subject: Earnings' Call Presentation

Dear Sir/Madam,

Further to our letter dated November 10, 2021, regarding Earnings Call scheduled to be held on **Monday, November 15, 2021 at 11:30 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

BATA INDIA LIMITED

CIN: L19201WB1931PLC007261

Registered Office: 27B, Camac Street, 1st Floor, Kolkata-700016, West Bengal || Tel.: (033) 23014400 || Fax: (033) 22895748

E-mail: corporate.relations@bata.com || Website: www.bata.in

Bata

**Q2 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

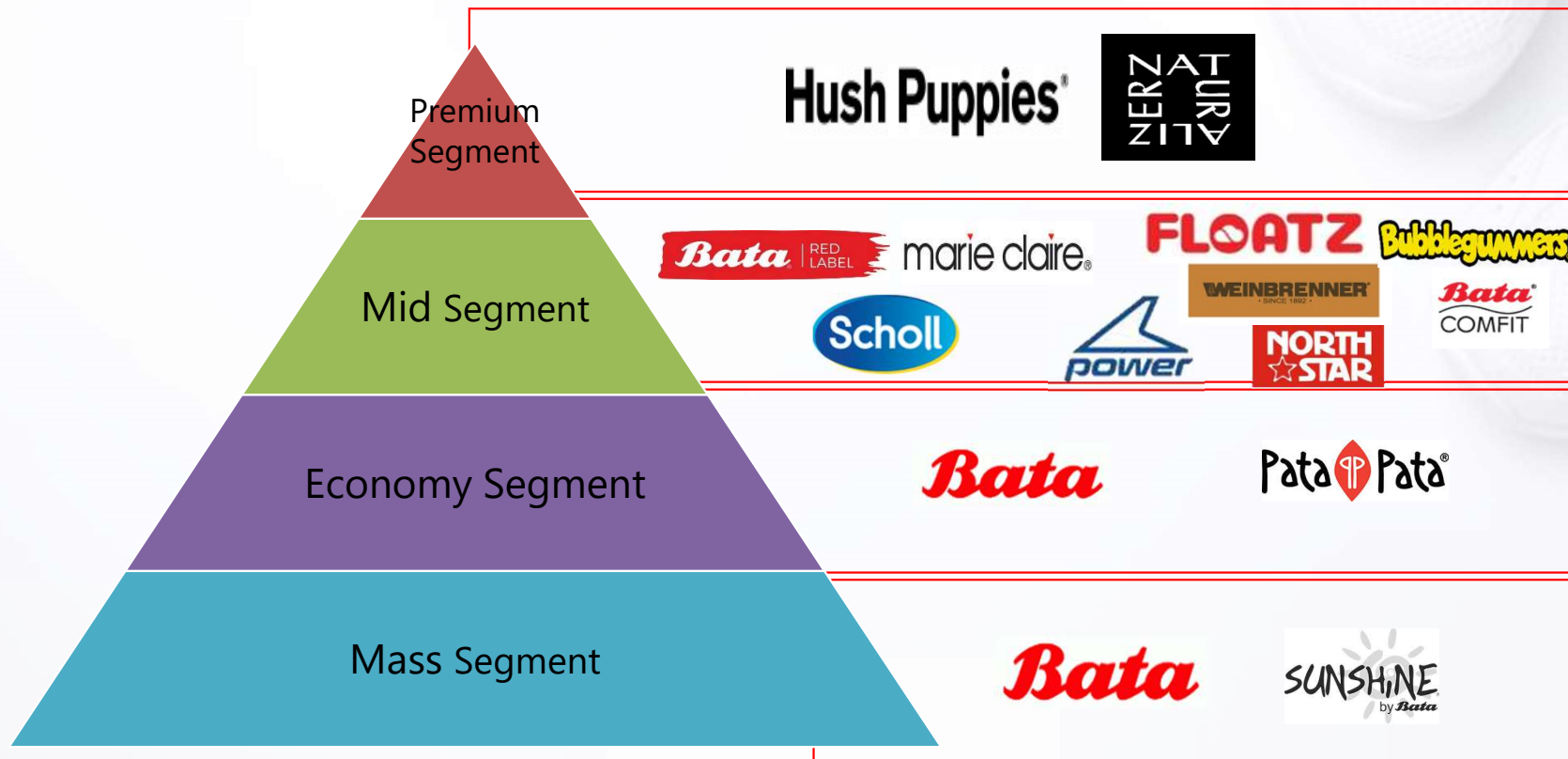


BUSINESS OVERVIEW

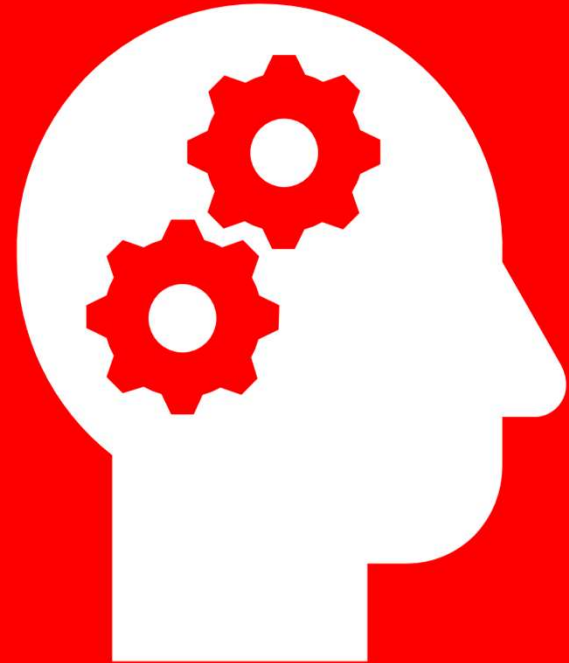


BATA : INDIA'S MOST LOVED & TRUSTED FOOTWEAR BRAND

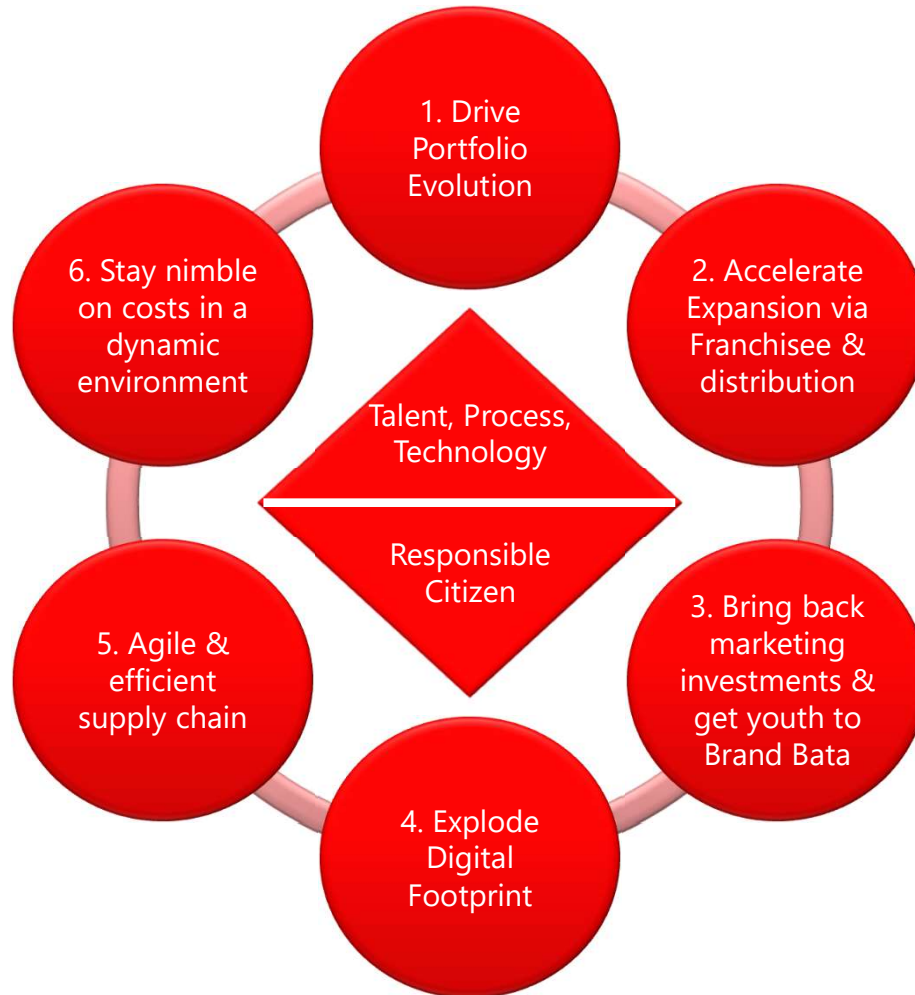
1500+ Exclusive Stores in 950+ towns



BUSINESS STRATEGY



STRATEGIC THRUST LEVERS FOR 2021-22 & ONWARDS



KEY HIGHLIGHTS



Focus on Casualization



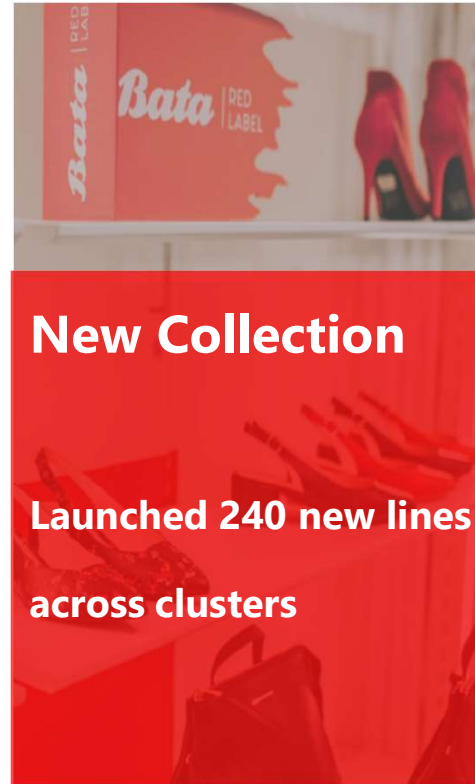
Sneaker Studio

New Concept pilot in
select stores



Power & NorthStar

Increasing line width
across brands, led by
Power & North Star



New Collection

Launched 240 new lines
across clusters



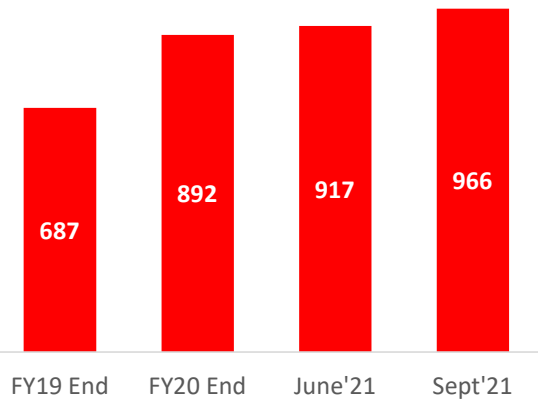
Floatz Launch

Ultralight collection
with comfort and style

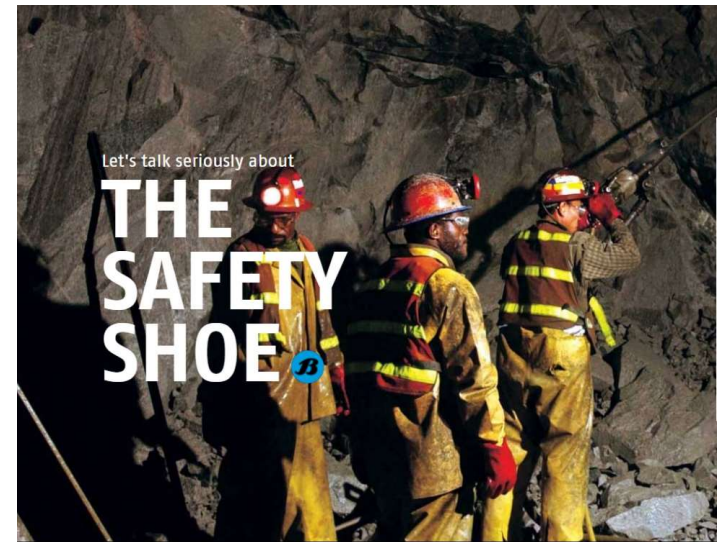
Bata

EXPANDED REACH IN 49 NEW TOWNS

Town Coverage



Serving customers with more comfortable, open men, women, fitness and home wear products



Expanded presence in Safety & Industrial shoes and Institutional channels

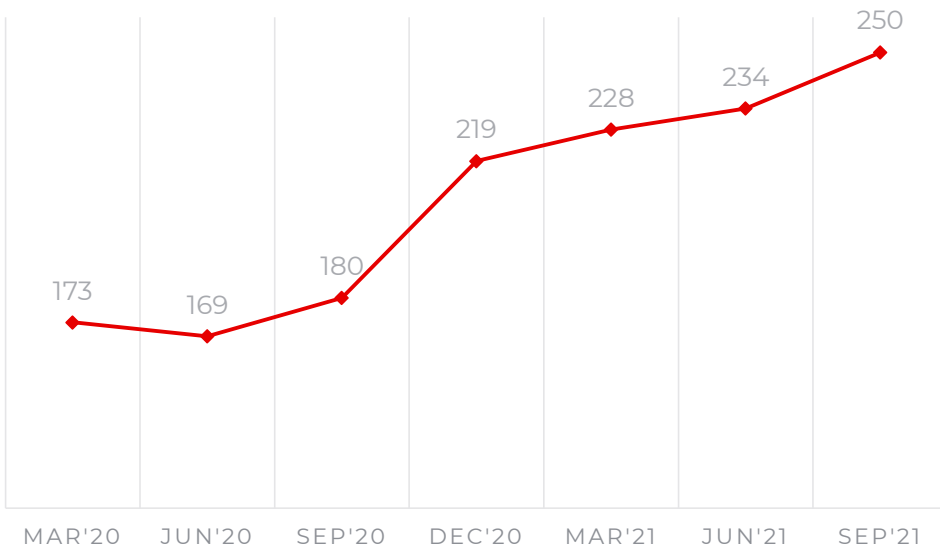
Franchisee Business Continues to Thrive

New Stores in Q2 FY22: **16**

Towns Covered: **150+**

Vision: **500**

Franchise Stores



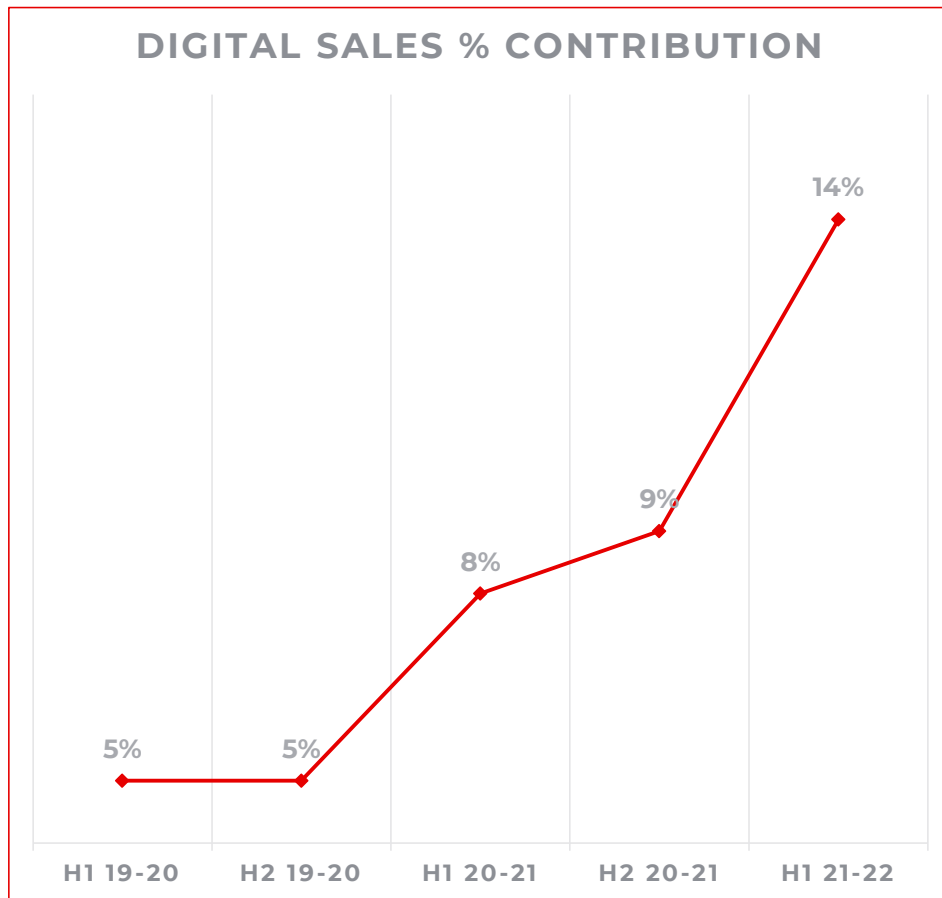
270+ stores as on date



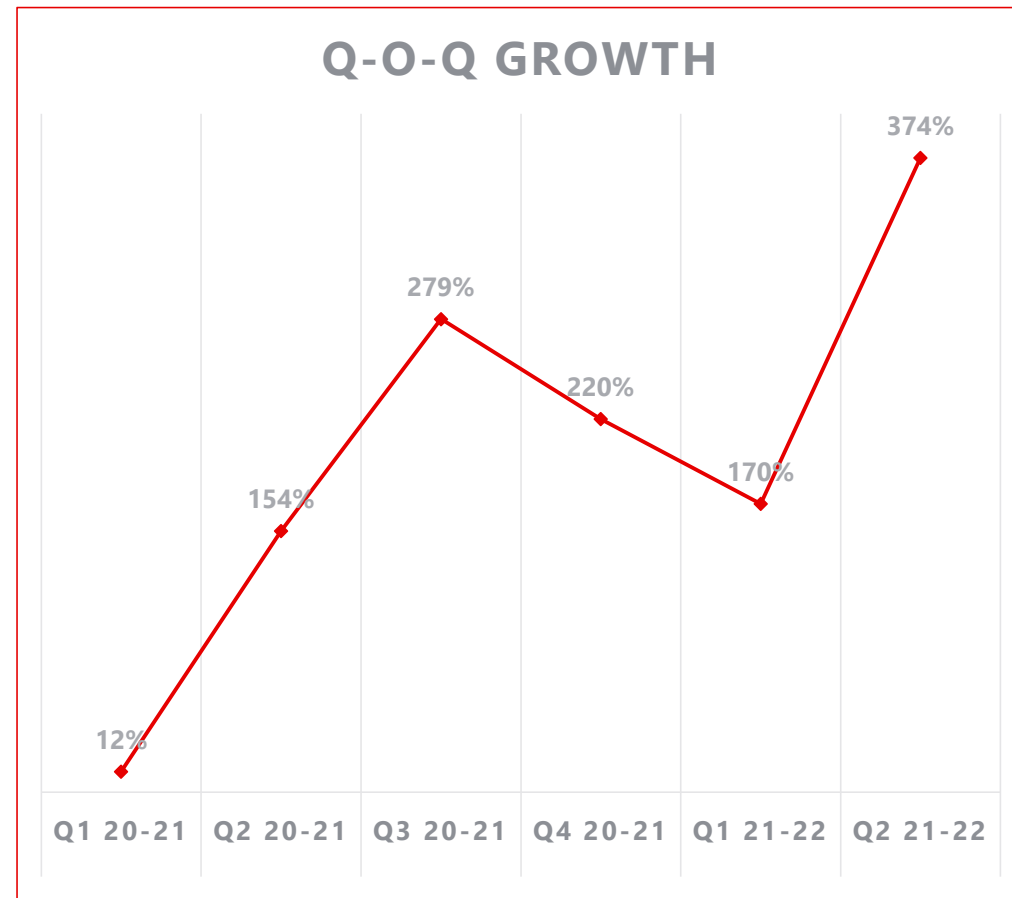
250th Franchisee Store Opened at Deoria, UP



E-Commerce – Strong Bounce back in Q2 FY22



Bata



Note: Calculated considering Q4 19-20 as base.

Other Key Highlights



Boosting Marketing Investments, led by 'Step Ahead' Campaign



Won the prestigious Reader's Digest Trusted Brand 2021 award in the 'footwear category'



Target for Rent Savings was achieved by end of August 2021

Bata

Covid Update

- 1st Dose Vaccinated - 100%
- Overall, 85% population are fully vaccinated.
- 100% Vaccination within 2021

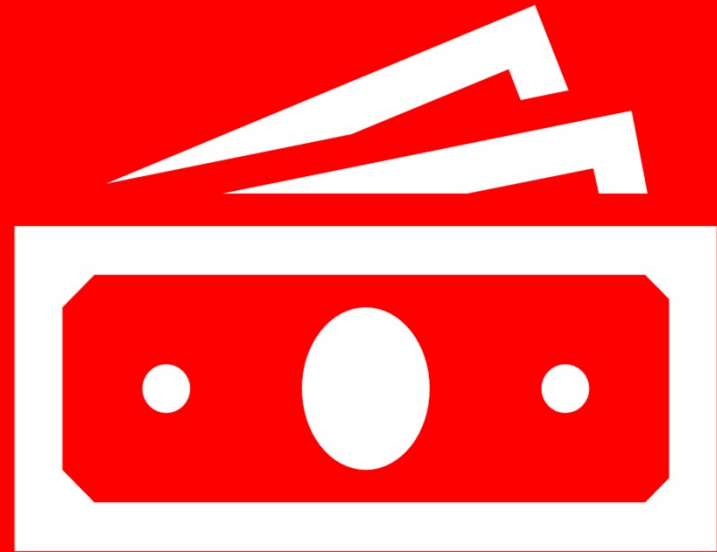


26th August 2021

**"8600"
COVID Heroes recognized**

**100%
Metro stores, factories, and warehouse
covered**

FINANCIAL SUMMARY



Financial Summary

In Rs Crs

Particulars	FY19-20				FY20-21				FY21-22	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
Revenue	882	722	830	620	135	368	615	590	267	614
EBITDA	243	185	263	139	(86)	18	117	112	(34)	119
PAT	101	71	117	38	(101)	(44)	26	29	(71)	37

- Revenues @ 1.67 X Q2 2020 levels, 0.85 X 2019
- Growth in cash balance from 798 cr in Sept 2020 to 865 cr Sept 21

THANK YOU



BATA INDIA LIMITED

(CIN: L19201WB1931PLC007261)

Corporate Office: Bata House, 418/02, M. G. Road, Sector – 17, Gurugram – 122002, Haryana Telephone: (0124) 3990100 | Fax: (0124) 3990116/118 | E-mail: in-customer.service@bata.com

Registered Office: 27B, Camac Street, 1st Floor, Kolkata – 700016, West Bengal Telephone: (033) 23014400 | E-mail: share.dept@bata.com | Website: www.bata.in