

Date: May 27, 2015

BSE Limited
Corporate Relationship Department
P J Towers, Dalal Street, Fort
Mumbai - 400 001

Fax #: 91-22-2272-3121/3719

Dear Sir,

Sub: Appointment of two new Directors of the Company

This is to inform you that the Board of Directors of the Company at their meeting held on May 27, 2015 have approved the following:

1. Appointment of Mr. Ravindra Dhariwal as an Independent Director:

Mr. Ravindra Dhariwal has been appointed as an Independent Director of the Company for a period of five years with effect from May 27, 2015, subject to approval of shareholders at the forthcoming Annual General Meeting.

Mr. Ravindra Dhariwal is the Senior Advisor for TPG India and brings with him the experience of 38 years of building consumer businesses all over the world. Just prior to joining TPG, Mr. Dhariwal was the CEO of Bennett & Coleman, India's largest media company, with diversified media platforms including Radio Mirchi, Times Television Network, Times Internet, Times OOH and the world's largest selling English newspaper – The Times of India. Mr. Dhariwal was also the world-wide President of International News Media Association from 2011-2013.

Prior to joining Bennett & Coleman, Mr. Dhariwal worked with PepsiCo for 12 years. He was Pepsi's first employee in India, helping build a successful business. He also led the Beverage Business in India, Africa and South East Asia.

Mr. Dhariwal started his career with Unilever in India in 1977 and worked for them in India and Australia for over 12 years, mostly in Sales and Marketing Management.

Mr. Dhariwal is an Engineer from IIT, Kanpur and an MBA from IIM-Calcutta.

2. Appointment of Mr. Shaibal Sinha as an Additional Director:

Mr. Shaibal Sinha has been appointed as an Additional Director of the Company with effect from May 27, 2015 to hold office up to the date of the forthcoming Annual General Meeting and shall seek the approval of the Shareholders for his appointment as a Non-Executive Director of the Company, liable to retire by rotation.

Mr. Shaibal Sinha is a Bachelor in Commerce (B. Com) and Chartered Accountant (ACA) with more than 28 years of post-qualification experience in different positions in Finance across the globe based out of India, Singapore, United Kingdom and Middle East. Just before joining Bata, he was working with Reckitt Benckiser (a multinational consumer goods company dealing in Household, Personal Care, Health and Hygiene products). He worked with them at various levels in finance in India and United Kingdom for eight years.

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Mr. Shaibal Sinha joined Bata India Limited in November-2004 as Executive Director - Finance based in Gurgaon and held the position till September-2010. He moved to Singapore in the year 2011 to a Bata group company as the "Chief Financial Officer" of Bata Emerging Market (South-Asia, Asia Pacific, Africa and Latin America). He then took over as Senior Vice President - Finance and Development of Bata Emerging Markets in March-2014 based out of Singapore.

Currently, Mr. Shaibal Sinha is the "Group Operations Effectiveness Director" for Bata International, based out of Singapore. He is also a member of the Board of Directors of GFS Singapore, China Footwear Services, Bata Indonesia, Bata Malaysia, Bata Thailand, Bata Sri Lanka and Bata Bangladesh.

Kindly treat the aforesaid communication as compliance under the provisions of Clause 30 and Clause 36 of the Listing Agreement with the Stock Exchanges.

Thanking you.

Yours faithfully,
for **BATA INDIA LIMITED**



MALOY KUMAR GUPTA
Company Secretary

Copy to: The Manager Listing Dept.
National Stock Exchange of India Ltd.
Exchange Plaza, 5th Floor, Plot No. C/1, G Block
Bandra-Kurla Complex, Bandra (E)
Mumbai - 400 051
Fax #: 91-22-2659 8237/38/ 8120

Copy to: The Secretary
The Calcutta Stock Exchange Limited
7, Lyons Range
Kolkata - 700 001
Fax #: 033-2210 4492 / 2210 4500 / 2210 4468 / 2223