

February 14, 2023

The Manager  
Corporate Relationship Department  
**BSE Limited**  
1<sup>st</sup> 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, 5<sup>th</sup> 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,

**Post Earnings Call Presentation**

Further to our letter dated February 9, 2023, regarding Post Earnings Call schedule, 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.

Registration link (Updated) to attend the said call:

<https://services.choruscall.in/DiamondPassRegistration/register?confirmationNumber=5749400&linkSecurityString=1ce60319e0>

This is for your information and records.

Thanking you,

Yours faithfully,  
**For BATA INDIA LIMITED**

**NITIN BAGARIA**  
*Company Secretary & Compliance Officer*

**Encl.: As Above**

**BATA INDIA LIMITED**

CIN: L19201WB1931PLC007261

Registered Office: 27B, Camac Street, 1<sup>st</sup> Floor, Kolkata-700016, West Bengal || Tel.: (033) 23014400 || Fax: (033) 22895748  
E-mail: in-customer.service@bata.com || Website: www.bata.in

# Q3 FY23 Investors Presentation

Bata India Limited



# 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.



# AGENDA

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**01**

**Business Overview**

**02**

**Business Strategy**

**03**

**Other Highlights**

**04**

**Results Summary**

# BUSINESS OVERVIEW



# BATA: INDIA'S MOST LOVED & TRUSTED FOOTWEAR BRAND



Premiumization leading  
the growth



Committed to technology  
investments

*Bata*



Awarded  
Most Admired  
Franchise Company  
of the Year by Global  
Business  
Entrepreneur Awards



Footprint extended to  
2021 point of sales & 563  
cities

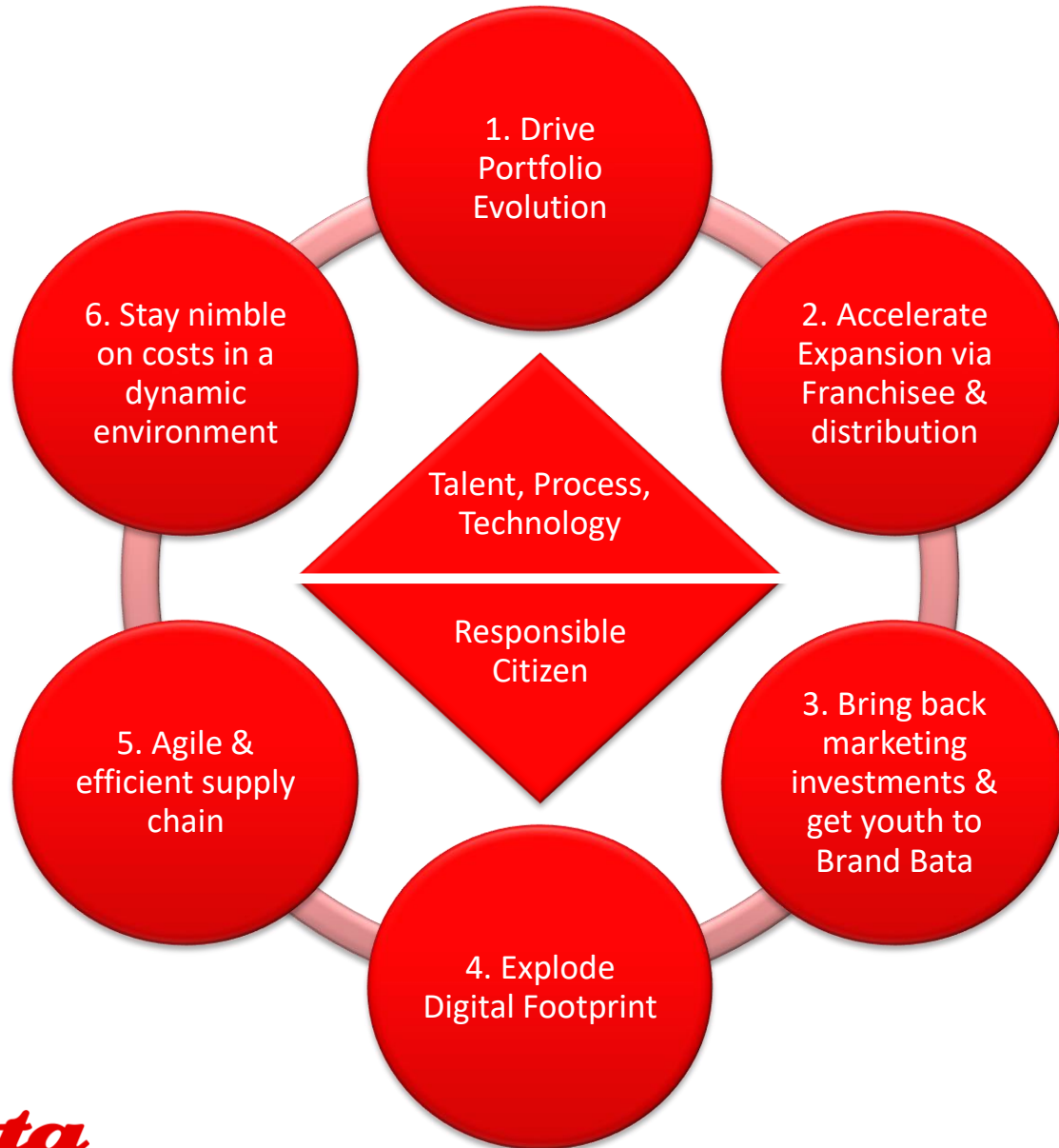


Sneaker Studios  
implemented in 353  
stores

# **BUSINESS STRATEGY**



# Strategic Thrust Levers for 2022-23 and onwards



## 1. Drive Portfolio Evolution

- Sneaker growth continued
- Floatz continues to grow Q-o-Q

## 2. Accelerate Expansion via Franchise & Distribution

- Franchise Store addition
- Increase in Distributor WD%

## 3. Marketing Investments & youth to Bata

- Festive, Wedding, Sneaker drove footfalls & overall business
- Continuous improvement in NPS

## 4. Explode Digital Footprint

- Reduction in customer complaints
- Bata.in – Increase in Sneaker contribution over last year

## 5. Agile & efficient Supply Chain

- Logistics - Jamalpur RDC operation converted into 3PL

## 6. Stay nimble on costs

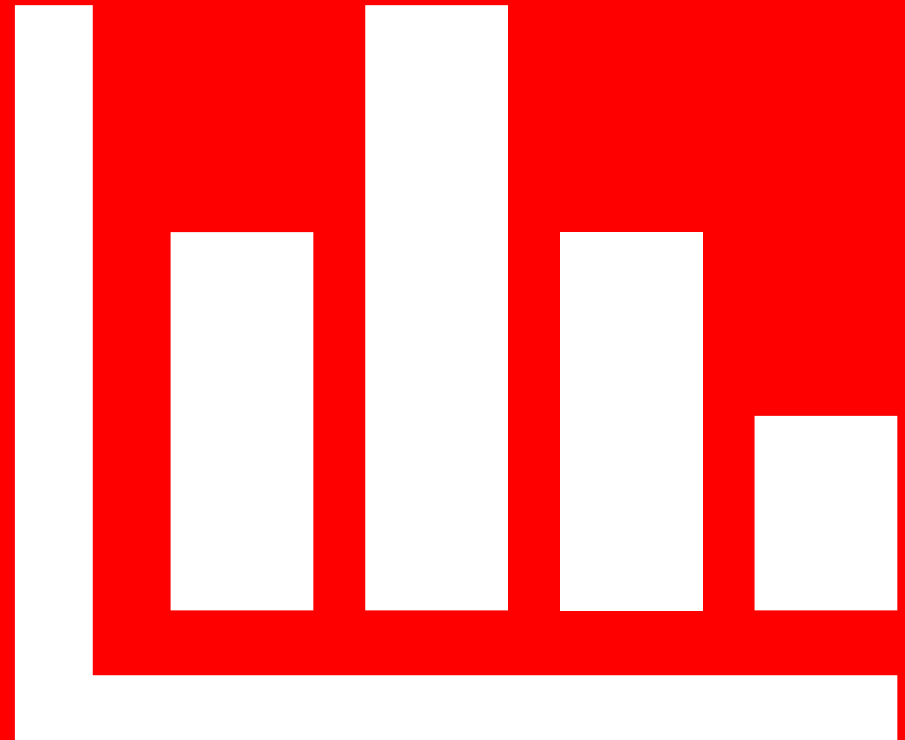
- Flexi Manpower

## 7. Talent, Process, Technology

- RIMS Upgradation
- ERP & HPM (as per schedule)



# KEY HIGHLIGHTS



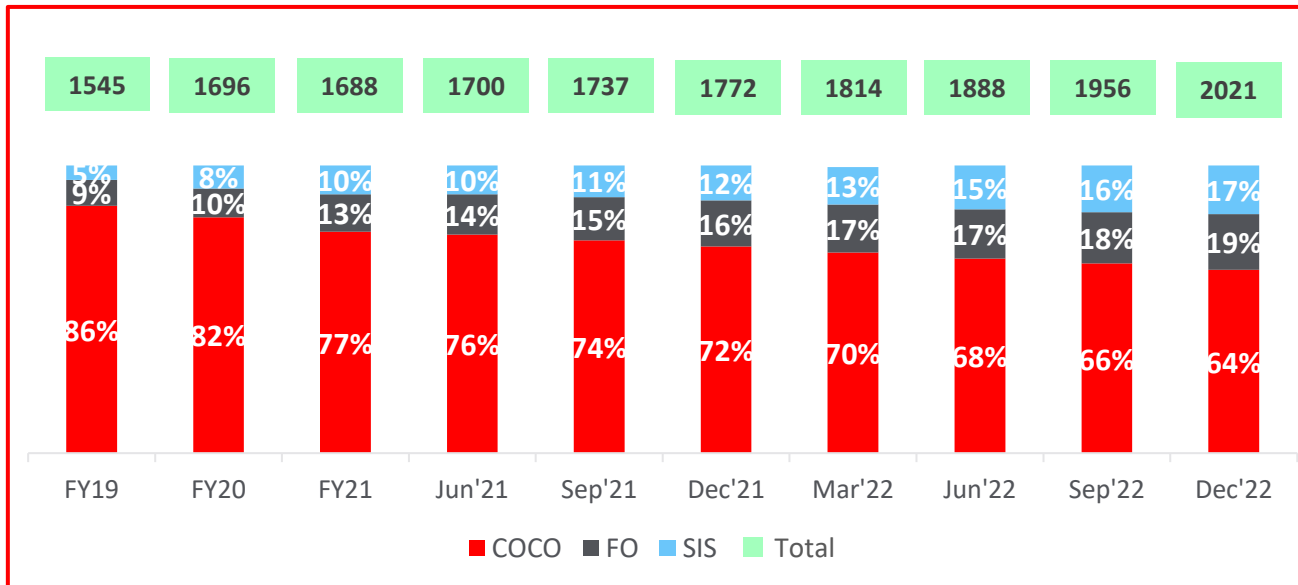
# Continuing Retail & portfolio expansion

## Net New / Relocation Doors :

- COCO | Franchise | SIS : 1 | 39 | 25

## Renovations/ Facelifts

- Renovations & Facelift done by Dec '22 : 35



**Hush Puppies grew by 121%, Comfit grew by 122%, over Q3'22**

**Floatz grew by 773% over Q3'22, presence in more than 1000 stores**

# Franchise Business Expansion continues

Net Additions in Q3 '23

**39**

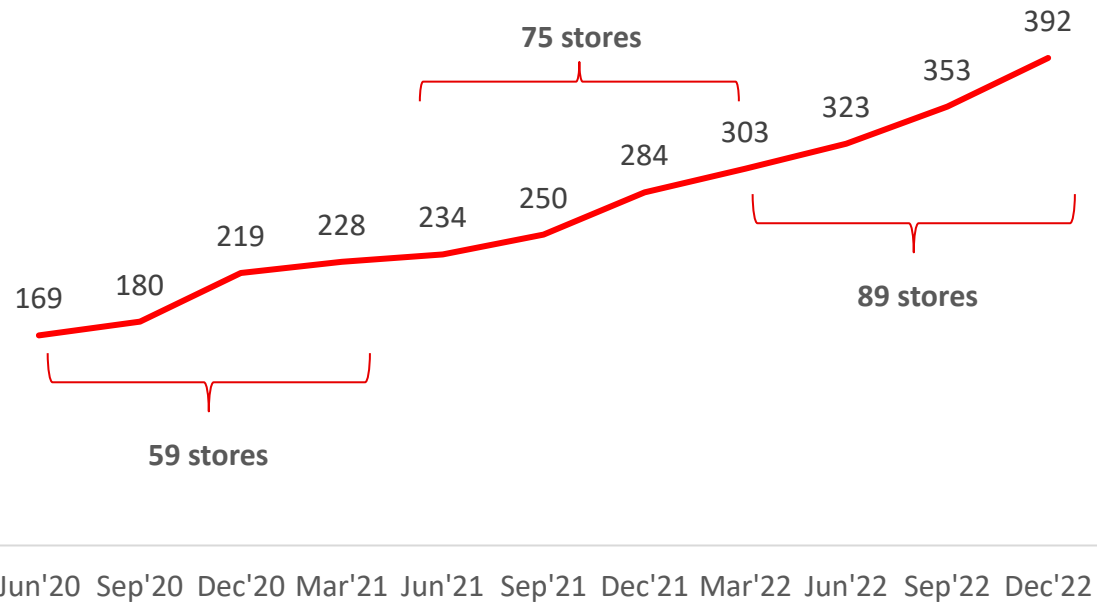
Towns Covered

**330+**

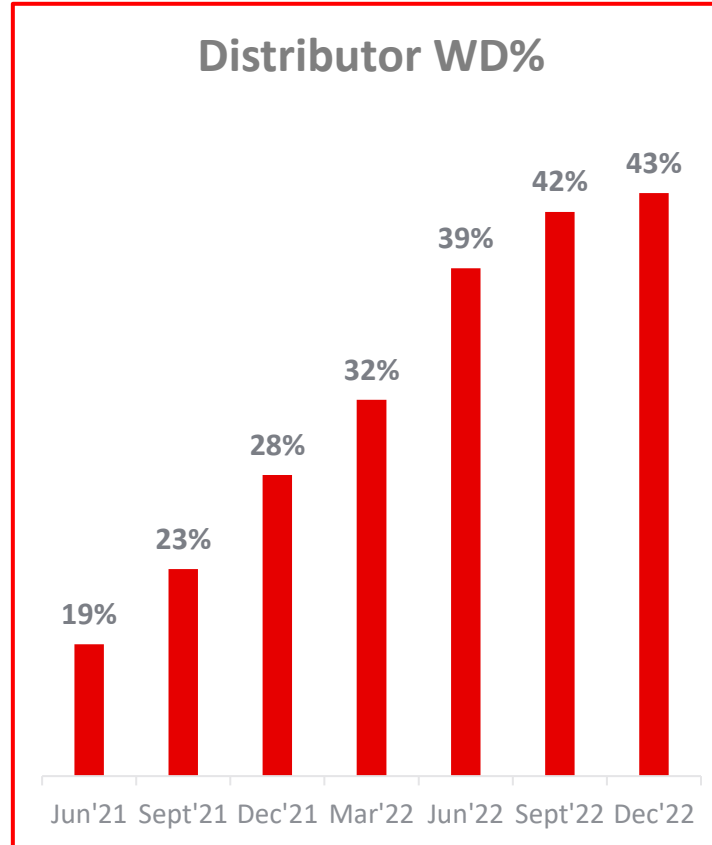
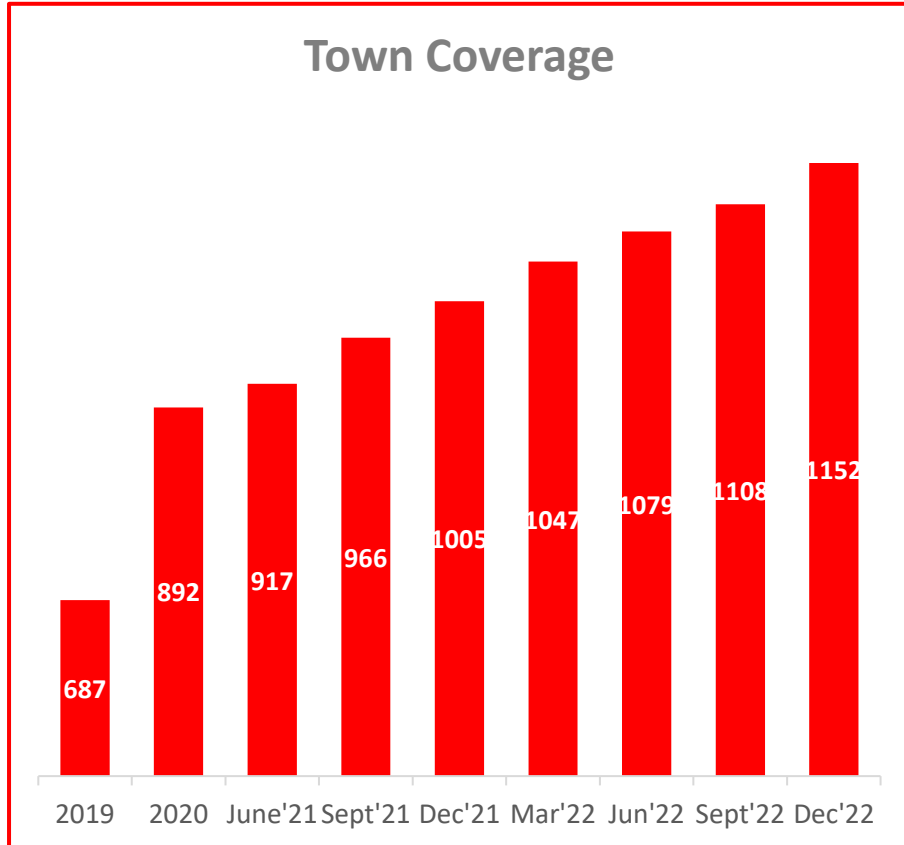
Vision

**500**

Franchise Stores

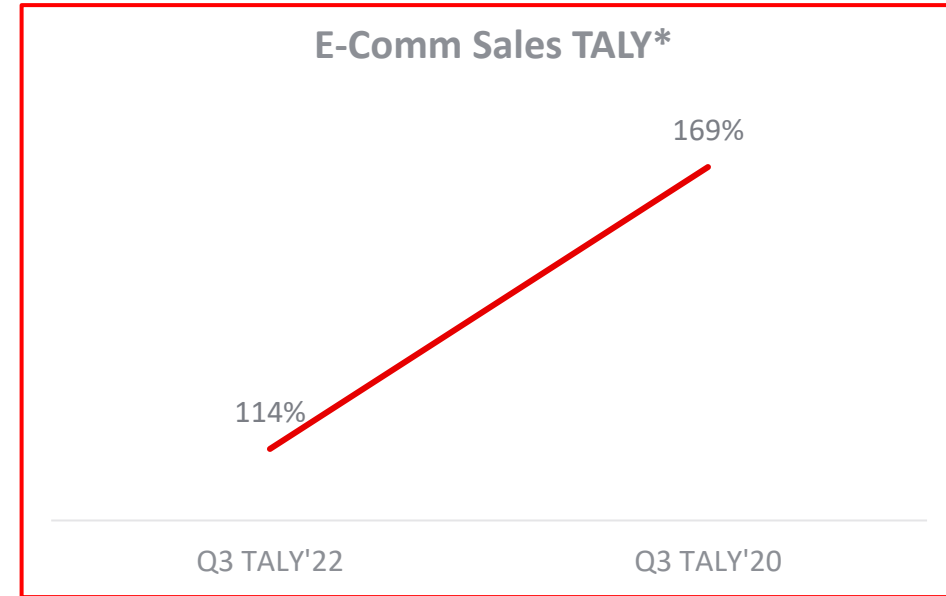
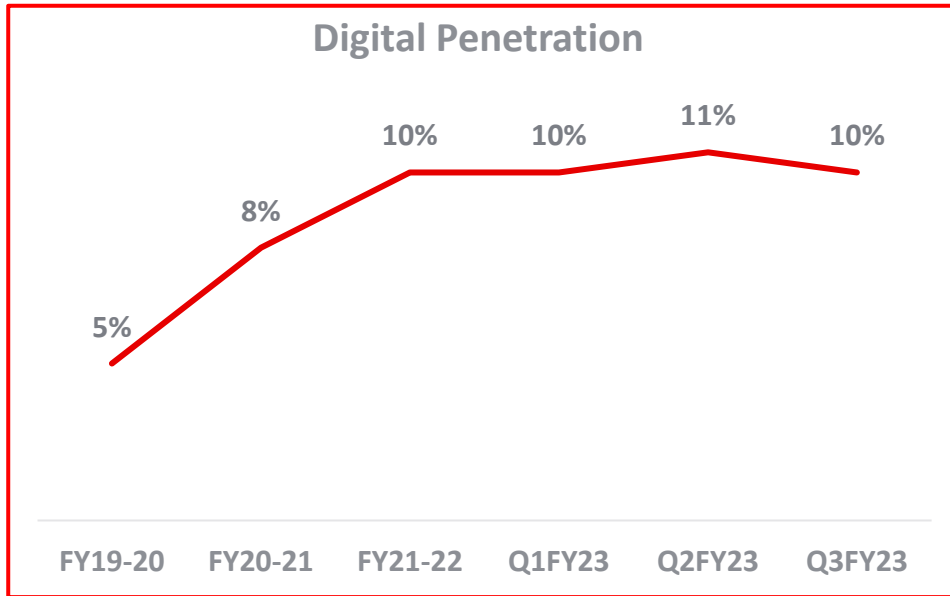


# Expanded Reach to 1150+ Towns; Distributor WD 43% by Exit Dec'22



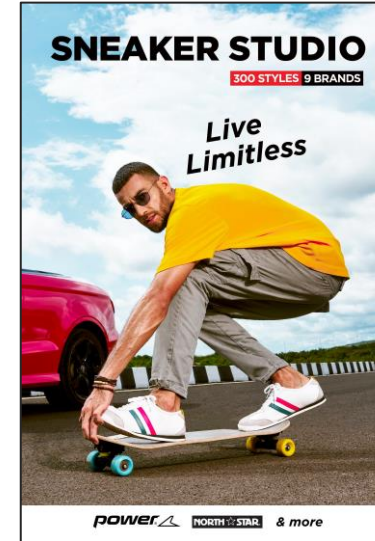
- Men's Dress Category continues to lead
- School bounced back strongly
- Rolled out new lines in Sunshine and Comfit

# Digital Enabled Sales



- Complaint rate reduced to 3.5%
- Women category Contribution grew 1.3X as against Q3'22
- Overall Sneaker sales grew by 142% vs Q3'22

# Festive, Wedding, Sneaker drive footfalls and overall business



- Festive and Wedding campaigns resulted in better customer engagement and business
- Continuous investment in marketing drove retail footfall, online sessions & orders
- Ecomm complaints continue downward trend @3.5%
- Increase in traction in Hush Puppies ladies and mens dress category, resulting in increase in share

# Other Highlights



## CUSTOMER CENTRICITY

NPS improved from 73 to 77



## HUMAN RESOURCE EXCELLENCE

SAP Success Factor – PMGM Module launched



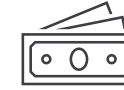
## TECHNOLOGY DEVELOPMENTS

- ERP – MSD 365
- High Performance Merchandising project (HPM)



## EFFECTIVE ORGANIZATION

Flexi Manpower – 8% increase over previous quarter



## SOURCING

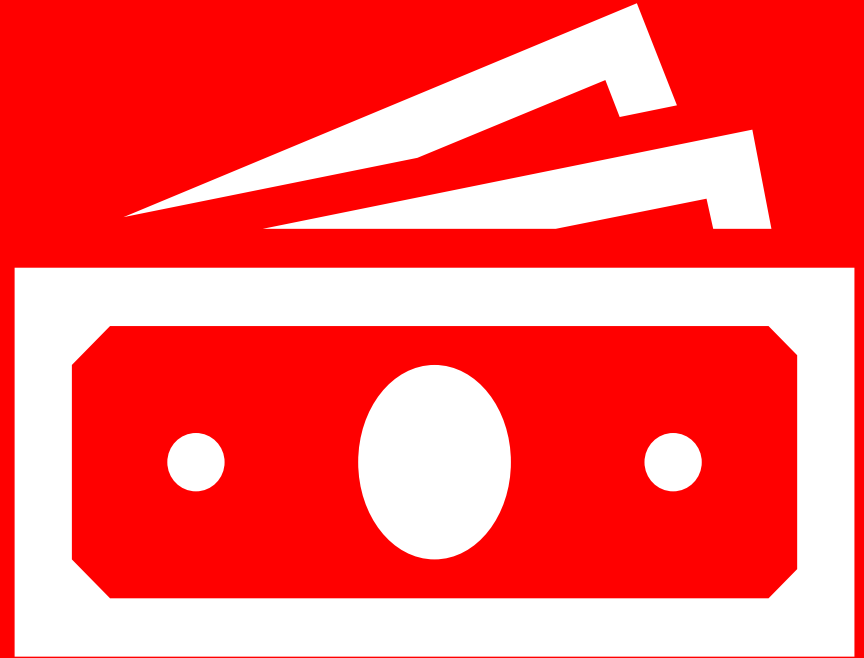
- Reduction of sea freight cost
- Reduction in material pricing



## SUPPLY CHAIN

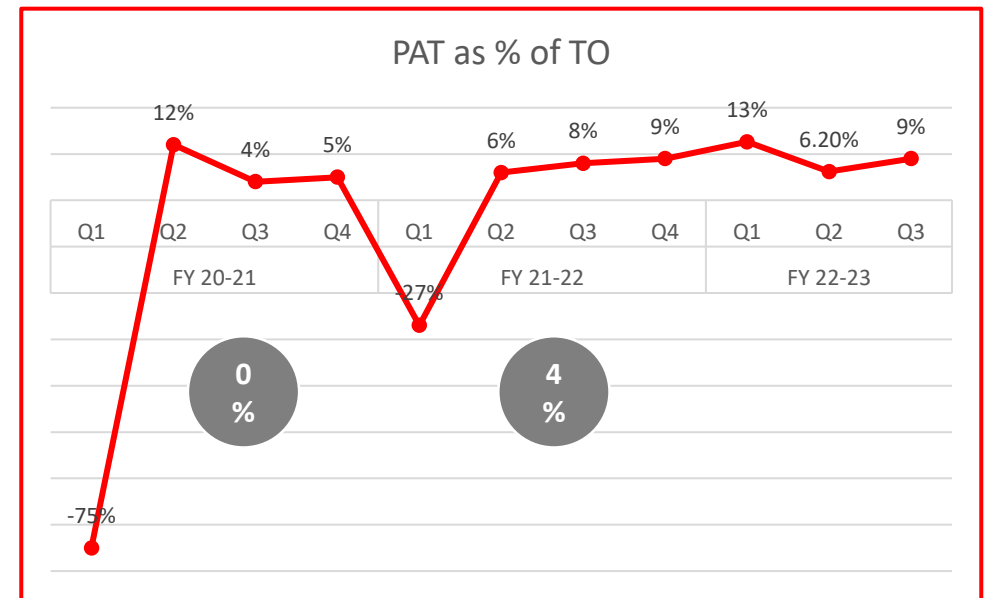
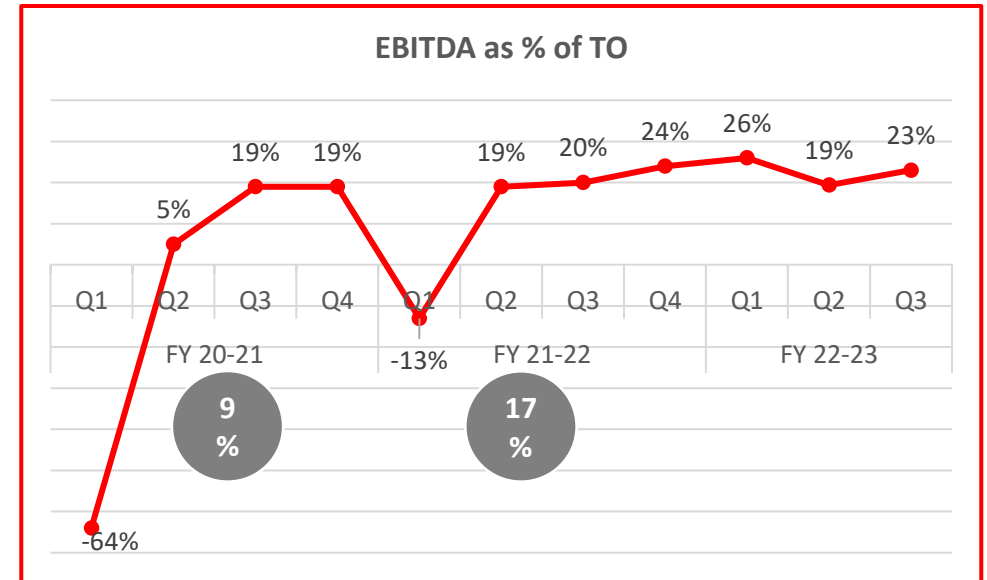
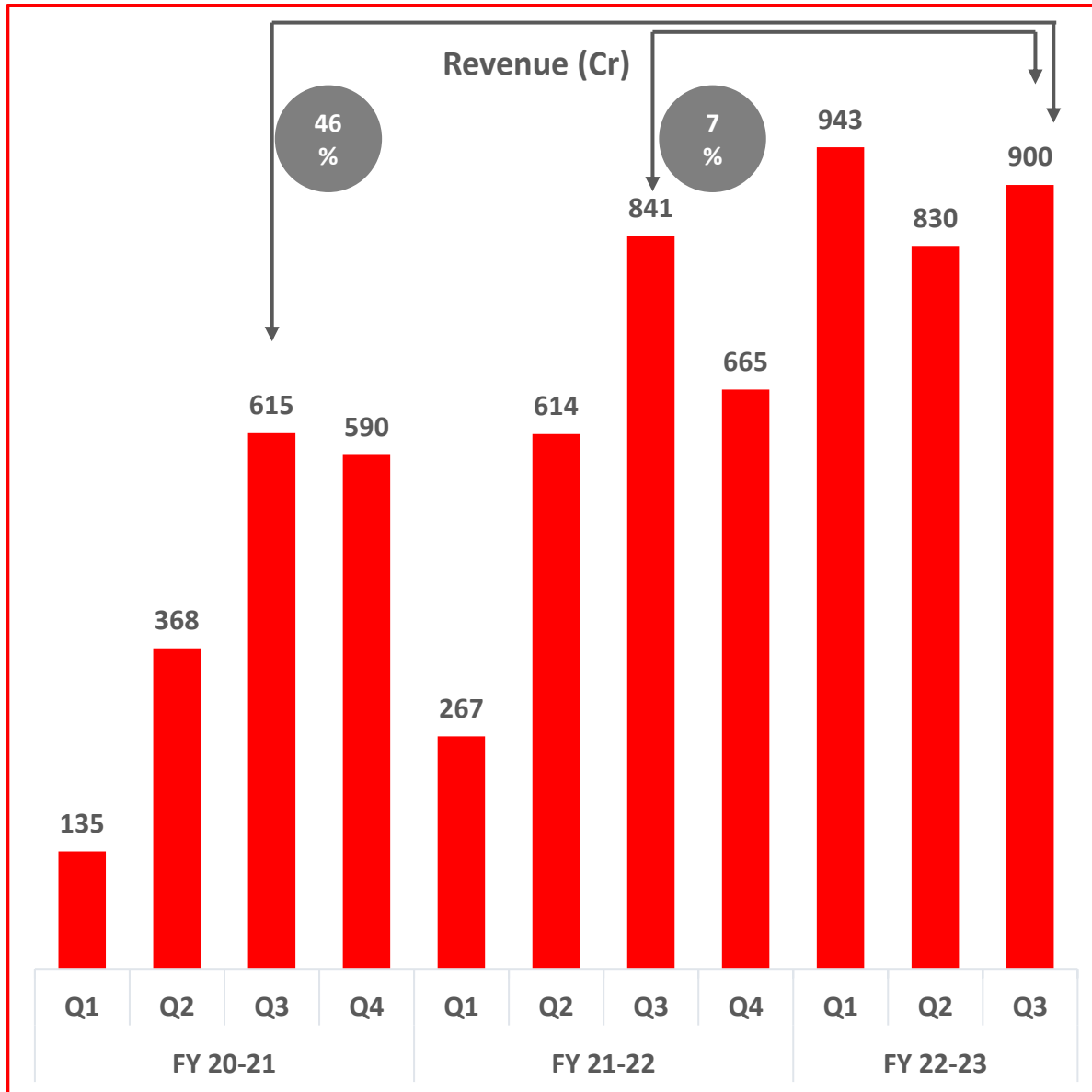
Slotted angle racks installed to increase efficiency

# FINANCIAL SUMMARY





# Financial Summary



**THANK YOU**



**COURAGE IS HALF WAY  
TO SUCCESS**

TOMAS BATA

*Bata*

BATA INDIA LIMITED

(CIN: L19201WB1931PLC007261)

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