

August 6, 2024

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

Dear Sir/Madam,

Subject: Press Release

Further to our letter dated August 6, 2024, 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 (Special Projects) - 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;
Product Newness and Network Expansion Strategy working well; Operating Metrics Improve**

Gurugram, August 6, 2024: Footwear major Bata India Limited today announced results for the quarter ended June 30, 2024. Revenue from operations for the quarter stood at Rs. 9,446 million vs. Rs. 9,581 million for Q1FY24. The Net Profit stood at Rs. 1,744 million. The results for the quarter demonstrate disciplined execution of our strategies on premiumisation, investment in marketing and technology, elevating customer experience, by maintaining Gross Margins in the face of sluggish consumption momentum during the quarter.

Bata also had a one-time gain on sale of property of Rs. 1,340 million. The results for the quarter also incorporate a one-time expenditure of Rs. 147 million in aggregate towards investments in technology.

Bata has also announced an interim dividend of Rs. 10 per share, amounting to Rs. 1285.28 million.

Key Highlights

- Continued expansion with a network of 1916 (COCO and Franchise) stores.
- E-commerce performance was encouraging. Bata achieved significant growth in digital sales over the previous quarter.
- Portfolio casualisation strategy continues to work well, with Sneaker category led by Power. Sneaker Studios and Floatz Kiosk expanded.
- 37 stores were renovated during the quarter with significant thrust towards portfolio newness with style & technology propositions.
- Launched an industry first promo for trying on shoes - “Try and Fly” campaign to draw footfalls.

Speaking on the Q1FY25 performance, Gunjan Shah, MD and CEO - Bata India Limited, stated:

“Bata India navigated well through the sluggish consumption environment further accentuated due to the elections and extreme heat wave in the last quarter. We sustained our gross margin with our premiumisation strategy while continuing investments in marketing and technology platforms.

We added 33 Franchise Stores in the quarter, primarily in Tier 3 – 5 towns to cater the demand for branded products and achieve better returns on capital. Bata also launched its 2nd Power EBO in Delhi.

Along with cautious control on costs and focus on efficiency and productivity, we continued to manage our inventory while having strong instore availability of fresh merchandise in anticipation of festive season driven consumption uptick.

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