July 30, 2021

The Manager
Listing Department
National Stock Exchange of India Limited

Dear Sir / Madam,

Ref : Your email dated 29-07-2021

Sub: Clarification_BATAINDIA

We refer to your email received on July 29, 2021 seeking clarification on the following items, with regard to our announcement submitted to the Exchange dated July 28, 2021:

1. Brief profile (in case of appointment)
2. Disclosure of relationships between directors (in case of appointment of a director)
3. Confirmation in compliance with SEBI Letter dated June 14, 2018 read alongwith NSE Circular dated June 20, 2018.

With regard to the above, we draw your attention to our announcement dated May 14, 2021, which contains the aforesaid details regarding appointment of Mr. Gunjan Shah as Wholetime Director and CEO w.e.f. June 21, 2021. A copy of the said announcement is enclosed.

We would further like to add that the announcement dated July 28, 2021 was in the nature of updates on Director(s)/KMP and was a voluntary disclosure regarding the cessation plans for Mr. Sandeep Kataria and Mr. Rajeev Gopalakrishnan. Moreover, in order to clarify the management transition plans at the CEO level, the appointment of Mr. Gunjan Shah was mentioned.

In view of the above, kindly help and close the observation made by you.

Thanking you,

Yours faithfully,

For BATA INDIA LIMITED

NBagaria

NITIN BAGARIA

Company Secretary & Compliance Officer

BATA INDIA LIMITED
CIN: L19201WB1931PLC007261
Registered Office: 27B, Camac Street, 1st Floor, Kolkata-700016, West Bengal II Tel.: (033) 23014400 II Fax: (033) 22895748
E-mail: corporate.relations@bata.com II Website: www.bata.in

May 14, 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: 10000003**

Dear Sir/Madam,

Subject: Appointment of CEO and Whole-time Director

Ref: Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (as amended)

We hereby inform that Mr. Gunjan Shah (DIN: 08525366) has been appointed as a Whole-time Director of the Company for a period of five years with effect from June 21, 2021, subject to the approval of the shareholders at the ensuing Annual General Meeting. Further, Mr. Gunjan Shah has also been appointed as the Chief Executive Officer (KMP) of the Company with effect from June 21, 2021. The appointment of Mr. Shah is subject to the provisions of Sections 196, 197, 203 and other applicable provisions, if any, of the Companies Act, 2013 (as amended) read with Schedule V thereto.

Other Disclosures relating to the appointment of Mr. Gunjan Shah :

1. Mr. Gunjan Shah is not related to any Director of the Company;
2. Pursuant to SEBI Circular List/ COMP/14/2018-19 dated June 20, 2018, it is hereby confirmed that Mr. Shah is not debarred from holding the office of Director by virtue of any order of the Securities & Exchange Board of India or any other such authority; and
3. Press Release containing brief profile of Mr. Shah is appended.

Thanking you,

Yours faithfully,
For BATA INDIA LIMITED

NITIN BAGARIA
Company Secretary & Compliance Officer

Encl.: As above

Bata India appoints Gunjan Shah as the new CEO

New Delhi, 14 May 2021: Footwear major Bata India Limited today announced the appointment of Gunjan Shah as its new Chief Executive Officer. Mr. Shah will be at the helm of the brand's operations in India. He takes over from Sandeep Kataria who has been elevated as the Global CEO of Bata Brands.

Gunjan has extensive experience of working across varied sectors spanning Consumer Durables, Telecom and FMCG. He brings to the table an innate knack for understanding consumers, passion for action, people development experience and clarity of thought and purpose. In his previous role, Gunjan was the Chief Commercial Officer at Britannia Industries. He spent the early stages of his career working with brands such as Asian Paints and Motorola before moving on to Britannia in 2007.

Welcoming the new CEO, Ashwani Windlass, Chairman – Bata India Ltd, stated: *"I am delighted to welcome Gunjan on board as Bata India's new CEO. Over the past few years, we have been consistently delivering strong growth in the highly competitive footwear market. Backed by decades of experience working with powerhouse brands, Gunjan understands the Indian market's complexities and varied nuances. I'm confident that he will add value and strengthen Bata's position in the Indian market."*

Congratulating Gunjan on his appointment, Sandeep Kataria, Global CEO – Bata Brands, said: *"India has always been a significant market for us from a global perspective. A dynamic leader like Gunjan will spearhead the company's operations in India and given his extensive experience and track record, I am confident that he will take the Bata brand to even greater heights and deliver strong growth."*

Gunjan Shah, CEO-designate – Bata India Ltd, added: *"I feel both honoured and humbled on being appointed as the CEO of India's favourite footwear brand and on the confidence reposed in me by the board. I'm also excited about the journey ahead. As an iconic brand, Bata has become an integral part of the Indian fabric. I realise that I have big shoes to fill in and I'm thrilled about working with the talented & experienced Bata team. I look forward to building on the legacy of my predecessors in taking the Bata brand to new heights alongside creating long term sustainable value for all stakeholders in the company."*

Gunjan holds a Bachelor of Technology (Computers) from VJTI, Mumbai and a Postgraduate Diploma in Management from the Indian Institute of Management, Kolkata. Gunjan will be joining Bata during June 2021 and will be based out of Gurugram.

About BATA

Bata has held a unique place in the hearts of Indians for more than 85 years. Probably the only footwear brand that offers footwear and accessories for the entire family, Bata has redefined the modern footwear industry in India. It has established a leadership position in the industry and is the most trusted name in branded footwear. It sets more than 47 million pairs of footwear every year and serves 120,000-plus customers almost every day.

Bata India is the largest footwear retailer in India, offering footwear, accessories and bags across brands such as Bata, Hush Puppies, Naturalizer, Power, Marie Claire, Weinbrenner, North Star, Scholl, Bata Comfit and Bubblegummers, to name a few. It retails in more than 1600 Bata own and franchisee stores, on bata.in and in thousands of multi-brand footwear dealer stores pan-India. To make its products accessible to millions of Indians, Bata has evolved its channels and has recently launched new channels like Bata Chat Shop, Bata Home Delivery and Bata Store-on-Wheels for neighbourhood communities.