

July 23, 2009.

Bata

Fax #: 033-2210 4492/ 2210 4500/ 2210 4486

The Secretary
The Calcutta Stock Exchange Association Ltd.
7, Lyons Range
KOLKATA 700 001.

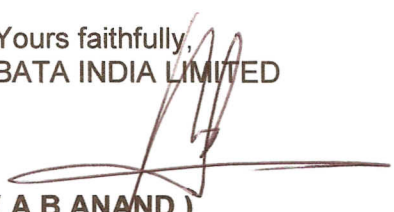
Dear Sir,

PRESS RELEASE

Please find attached a Press Release which will come out in the news papers tomorrow morning.

This is for you information.

Yours faithfully,
BATA INDIA LIMITED


(A B ANAND)
VICE PRESIDENT & COMPANY SECRETARY

Encl: As above.

Fax #: 91-22-2272-2039/2041/2061/2037/3719

Copy to : Corporate Relationship Dept. .. For information.
The Stock Exchange, Mumbai
1st Floor New Trading Wing, Rotunda Building, P.J. Towers
Dalal Street, Fort, Mumbai 400 001.

Fax #: 91-22-2659 8237/38

Copy to : National Stock Exchange of India Ltd.
Exchange Plaza, 5th Floor, Plot No. C/1, G Block
Bandra-Kurla Complex, Bandra (E)
Mumbai 400 051.

Bata India Limited restructures its agreement with revised terms and conditions on Calcutta Riverside Project at Batanagar, Kolkata

Bata India Ltd. (BIL) had, in 2005, established a Joint Venture Company with Calcutta Metropolitan Group Ltd (CMGL) on a 50:50 shareholding basis. The objective of the Joint Venture Company was to create an integrated township that will serve as an economic catalyst for the region. This development is intended to not only benefit the community within the development, but also accelerate the economic development in the neighbouring areas. The development has been designed and is being developed to be respectful to all the social amenities within the precinct. Once fully developed, this township would economically benefit the larger community of the Mahestala area, by providing, inter alia, employment opportunities and social infrastructure such as health care services, schools etc. Apart from this, a comprehensive development plan to upgrade the overall infrastructure for the entire Mahestala area has been prepared by CEPT University, Ahmedabad, a premier urban planning institute, to assist the Municipality and the Government.

The development includes creation of high quality and modern housing for the Bata employees working at the Batanagar factory. The Bata Employees housing will also provide the employees access to large open areas, community centres, recreational facilities and other social services.

The township is designed to have top class infrastructure including well lit roads, treated water supply, good water drainage system, professional waste management system and modern fire fighting equipments.

The Maidan will be developed to include infrastructure and facilities around a quality football arena and other facilities for children playgrounds etc. People will be able to walk on landscaped jogging tracks around trees and beautifully crafted water bodies. The development will set high standards on eco and green development.

A public transport hub will be set up at Bata More, right at the entrance of the township and a walking distance from Nangi Railway station. An environment friendly transport system will be provided for commuting

within the township. The transport hub will have an auto rickshaw stand, a taxi stand and a bus stand to serve the population in the development.

The existing Riverfront will be upgraded and developed into a promenade, offering diverse facilities and services.

The Bata Boys School, Bata Girls School and the Nursery School will continue to function from their current locations and the management of the same has been taken over by the Government, thereby ensuring continued social commitment to deserving residents.

Township development and management of a magnitude envisaged for the Batanagar project, requires specialized experience, skills and resources. To ensure an efficient implementation and subsequent management of the development, BIL has decided to concentrate on its core business and the responsibility for the development and management of the development shall continue to remain with RHPL, RDPL and its promoters, who are experts in the Real Estate business. Accordingly, BIL has restructured its existing agreements to ensure that not only does the development of the project proceed with due urgency, in the process BIL also manages to de risk itself by focusing on its core business of manufacturing and selling footwear and accessories.

Notwithstanding the re structuring, shall remain committed to the Government of West Bengal in terms of the approvals given by it. BIL's factory will continue to operate from the site and BIL continues to make additional investments in the factory and other facilities. BIL's commitment to its employees remains undiminished and in fact, the project will result in significant benefits accruing to the employees in terms of modern housing and related facilities, as described above.

While retaining the legal title over the land at Batanagar Project and shares in the Joint Venture company, Riverbank Developers Private Limited (RDPL), BIL has restructured the agreements with revised terms for the development of modern integrated township project at Batanagar. In consideration of the restructured agreements, BIL shall receive an aggregate upfront amount of Rs 100 crores in Cash for future transfer of shares in the JV Company and variation of the development rights. In addition, the Company will also receive 640,000 square feet of constructed space free of

cost in the project over a defined period of time. This Agreement has been entered on 28th April 2010.

The Project will continue to be managed and controlled by RDPL and RHPL.