Appointment Press Release

Reconstitution of the Board of Directors of Bata India Limited

Anjali Bansal appointed Independent Director & Nitesh Kumar appointed Managing Director – Retail of Bata India Ltd.

New Delhi, May 24, 2014: Bata India Ltd., announced today the appointment of Ms. Anjali Bansal as an Independent Director and Mr. Nitesh Kumar as Managing Director – Retail on the Board of Bata India Limited with effect from 21st May, 2014. Mr. Atul Singh, who held the responsibility of an Independent Director on the Board for more than 3 years, will now be joining the Bata Compass Board and has resigned from the BATA India Board.

Ms. Anjali Bansal is the Managing Director of Spencer Stuart's Indian business, which she was instrumental in establishing. Based in Mumbai, she also co-led the firm's Asia Pacific Board & CEO practice.

Ms. Bansal works in various geographies across the United States, Europe and Asia, advising companies on Board governance, CEO and senior executive search and succession planning. Presently, she is on the Board of GlaxoSmithKline Pharmaceuticals Ltd. and also an active member of the Bombay Chamber of Commerce & Industry and CII. Before joining Spencer Stuart, Ms. Anjali Bansal was with McKinsey & Company based in New York and Mumbai. Ms. Bansal received a Master's Degree in International Affairs, with distinction, from Columbia University, where she majored in International Finance and Business, as well as a bachelor's degree in Computer Engineering from Gujarat University.

Mr. Kumar Nitesh joined Bata India Ltd. in the year 2003 from McDowell & Co. Ltd. (presently USL Limited) and served as the Vice President – Retail from Nov'09 to Dec'12. Thereafter, he was appointed as the Managing Director – Bata Shoe Company (Thailand) Ltd. and subsequently as the Managing Director - Bata Shoe Company (Bangladesh) Ltd. till March 2014. With over 11 years of rich experience in Retail– Profit, Sales, Business Development, Expansion, Merchandising and Buying, Mr. Nitesh brings a wealth of knowledge to Bata India. He will be responsible for the Bata Retail Stores with a focus on store expansion and growth of existing stores. He will be supporting Mr. Rajeev Gopalakrishnan, Group Managing Director – Bata Emerging Markets - India.

Commenting on the aforesaid changes in the Board of Directors, Mr. Rajeev Gopalakrishnan said, "The appointment of Ms. Anjali Bansal as Independent Director and Mr. Kumar Nitesh as Managing Director – Retail, will surely add value to our Board deliberations and strategic decision making process. I am delighted to have both of them as my colleagues on the Board."

About Bata India

Bata has been holding a unique place in the hearts of Indians for more than 83 years. It has established a leadership position in the industry and is the most trusted name in the branded footwear market.

Bata recently launched the new marketing campaign that features a 360-degree multimedia integration of TV commercial, radio, cinema, print, innovative outdoor, events, promotions and digital platforms. This new campaign emphasizes fashion and comfort, the two most appealing characteristics of Bata Shoes. It rejoices free spiritedness, spontaneity and vibrancy of today's youth. The campaign is yet another remarkable milestone in Bata's journey of symbolizing that shoes can be lifestyle led, young, vibrant & yet comfortable.

Bata India is the largest footwear retailer in India, enjoying a large market share in the organized sector. It retails through over 1400 Bata Shoe Stores located in over 500 cities across India.

For more information on Bata India, please visit www.bata.in

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