

Date: May 24, 2014

BSE Limited
Corporate Relationship Department
P J Towers, Dalal Street, Fort
Mumbai - 400 001

Fax #: 91-22-2272-3121/3719

Dear Sir,

Sub: Change in Board of Directors of the Company

This is to inform you that the Board of Directors of the Company at their meeting held on May 21, 2014 have approved the following changes in the Board of Directors of the Company:

1. Appointment of Ms. Anjali Bansal as an Independent Director:

Ms. Anjali Bansal has been appointed as an Independent Director for a period of five years with effect from May 21, 2014, subject to approval of shareholders.

Ms. Anjali Bansal is the Managing Director of Spencer Stuart India Pvt. Ltd. and also co-leads the firm's Asia Pacific Board & CEO practice. Ms. Anjali 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. 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.

2. Appointment of Mr. Kumar Nitesh as Managing Director – Retail:

Mr. Kumar Nitesh has been appointed as Managing Director – Retail for a period of five years with effect from May 21, 2014 subject to the approval of the shareholders.

Mr. Kumar Nitesh joined Bata India Limited in June-2003 from McDowell & Co. Ltd. (presently known as USL Limited) and served as Vice President – Retail from November-2009 to December, 2012. Thereafter, he served as Managing Director - Bata Shoe Company (Thailand) Ltd. and Managing Director - Bata Shoe Company (Bangladesh) Ltd. till March-2014. The Companies in India, Thailand and Bangladesh all have recorded excellent growth in turnover and profitability during his tenure of services in these countries.

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Mr. Kumar Nitesh holds a B. Sc (Chemistry) Degree and Post Graduate Diploma in Business Management from IIPM. He attended a Retail Specialization Course (RETAILCO) in Singapore and Advanced Retail Functions & National Level Responsibilities Course (ADVANCO) in Europe, imparted by Bata Shoe Organization. He also obtained Certification on System Management from NIIT.

Mr. Kumar Nitesh 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.

3. Resignation of Mr. Atul Singh, Independent Director:

Mr. Atul Singh, an Independent Director, has resigned from the Board of Directors of the Company with effect from May 21, 2014 due to unavoidable circumstances. He has joined the Bata Compass Board.

The Board of Directors of the Company at their meeting held on May 1, 2014, appointed Mr. Akshay Chudasama, an Independent Director, as the Chairman of the Audit Committee of the Board.

A Press Release in this regard is also attached for your reference.

Kindly treat the aforesaid communication as compliance under the provisions of Clause 30 and Clause 36 of the Listing Agreement with the Stock Exchanges.

Thanking you.

Yours faithfully,
BATA INDIA LIMITED



MALLOY KUMAR GUPTA
Company Secretary

Encl: As above.

Copy to: The Manager Listing Dept.
National Stock Exchange of India Ltd.
Exchange Plaza, 5th Floor, Plot No. C/1, G Block
Bandra-Kurla Complex, Bandra (E)
Mumbai - 400 051
Fax #: 91-22-2659 8237/38/ 8120

Copy to: The Secretary
The Calcutta Stock Exchange Limited
7, Lyons Range
Kolkata - 700 001
Fax #: 033-2210 4492 / 2210 4500 / 2210 4468 / 2223