

Bata India announces Q2 results; Strides positively through tough operating environment

Gurugram, November 10, 2022: Footwear major Bata India Limited today announced results for the quarter ended 30th September 2022. Revenue from operations for the quarter stood at Rs. 8,297 million (a growth of 35% over quarter ended September'21) showcasing consistent improvements across channels. The net Profit stood at Rs. 511 million as against net profit of Rs. 370 million in the quarter ended September 2021, showing a growth of 38%.

Driving profitable growth in tough operating environment:

Despite tough operating environment and significant material inflation, the Company managed to drive broad volume driven revenue growths across business channels of retail/franchise/distribution/E-comm.

Gunjan Shah, MD and CEO - Bata India Limited, stated:

"The festivity around the corner and positive customer sentiments reflected in increased footfalls. Our continued improvement in Customer Experience and engagement has reflected in ever highest Net Promoter Score.

Company continued its momentum on key strategic thrust levers.

Sneakers continued to lead the momentum and growth across businesses. We rolled out new campaigns in this quarter keeping in mind the festive mood, featuring new designs across our stores.

The Company's efforts towards cost optimization and product premiumization with the launch of new products continued during the quarter backing significant marketing investments.

To capture the market, we persisted on expansion through franchise & multi-brand outlets.

In the mass categories, there has been sluggishness witnessed due to the inflationary pressure. Further, the management is keeping a close watch on the pricing trends to ensure timely corrective actions.

Key Highlights for the quarter:

- Store renovation strategy to enhance & premiumize customer experience. 27 stores were renovated during the quarter.
- Net Promoter Score (NPS), feedback for loyalty for all offline and online channels that Bata services, improved to 73 in the quarter.
- Taking a conservative approach, the company made provisions for a few pending legal cases and old deposits amounting to 110 Mn.
- Continued growth of sneaker category that led the growth recovery Vs rest of other categories. Sneaker Studio was implemented in 250 stores across the country.
- We opened 30 new Franchise stores taking the total number to 350+
- Distribution channel continued to scale up to 1100+ towns.

BATA INDIA LIMITED

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For Bata India Limited


Nitin Bagaria
Company Secretary
Membership no.: ACS 20228

- Digital business achieved its highest revenue of INR 950 million during the quarter.
- Sales through digitally enabled channels continued its momentum and contributed 11% of total sales which is 125% of the September 2021 quarter.

About BATA India:

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 sold more than 47 million pairs of footwear and served 120,000-plus customers almost every day in 2019.

Bata India is the largest footwear retailer in India, offering footwear, accessories, and bags across brands such as Bata, Bata Red Label, Hush Puppies, Naturalizer, Power, Marie Claire, Weinbrenner, North Star, Scholl, Bata Comfit and Bubble gummers, to name a few. It retails in more than 1950 Bata own, shop-in-shops and franchisee stores, on bata.in and in thousands of multi-brand footwear dealers stores pan-India. To make its products accessible to millions of Indians, Bata has evolved its channels and has launched new channels like Bata Chat Shop, Bata Home Delivery.

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