

Bata

ANNUAL
REPORT
2017-18

**Stylishly
Ahead**



Bata India Limited

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ANNUAL REPORT

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STYLISHLY AHEAD

For decades, Bata was synonymous with quality and comfort. Now, the legendary shoe brand has been bestowed with one more accolade – Stylishly Ahead.

The game-changing styles, the hottest fashion trends and a matchless craftsmanship to boast of, the new age Bata has it all. And this is being reflected in the awe and admiration of its consumers; old and new.

To drive home this cool new image, Bata has teamed up with India's young style icons – Smriti Mandhana, the opener of the Indian Women's Cricket Team, as the brand ambassador for its iconic sports/fitness brand 'Power', and Kriti Sanon, the Bollywood diva, as the new face of the brand, reaching out to modern Indian women. On the back of this momentum, the Company opened many new stores and took its much loved articles to stores in Tier-II and Tier-III towns across the country. At the same time, Bata India took inspiration from the brand's global retail concept, launching its internationally conceptualized 'Red Angela Store Concept' in Kolkata and Delhi. Bata also made its presence felt in the Milan Fashion Weekend, attracting fashion enthusiasts, influencers and ambassadors from all over the world.

Bata has transformed itself into a vibrant and modish lifestyle brand, successfully adding onto its beloved legacy. But the journey never ends, only the destination changes. So, it's time to head towards the next part of this journey. It's time to step ahead and stay ahead.



Mamita Debbarma
fbb Colors Femina Miss India Tripura 2018

WE ARE BATA INDIA

Bata India Limited, established in the year 1931, is the largest retailer and manufacturer of footwear in the country. Our four state-of-the-art production facilities are located strategically across the country and produces all kinds of footwear. We have a strong Pan-India retail presence with more than 1,375 stores across cities. In recent times, we have been adding more large format stores every year.

Besides owned stores, Bata brand is also available through a large network of dealers. Bata, the name, stands synonymous with quality and has been the trustworthy footwear partner for the Indian consumers. Our commitment to quality, combined with an excellent mix of design, comfort, and affordability, makes Bata the No. 1 footwear brand in India.

Taking global, regional and local fashion trends into account, we endeavor to provide consumers with a fresh new collection, every season. We keep introducing trendy and exciting products for instance the new Men's Premium collection, Ballerina collection, Power XO Rise, Mesmerize by Marie Claire, are some of the new launches which are in-line with global trends.

OUR VALUES

- Serve with passion
- Be bold
- Count on me
- Improving lives
- Exceed customer expectations

OUR MISSION

- We help people to look and feel good
- We become the customer's destination of choice
- We attract and retain the best people
- We remain the most respected Footwear Company

OUR VISION

- To make great shoes accessible to everyone

OUR UNIVERSE IN NUMBERS

4

Strategically located manufacturing units

3.01

Mn sq.ft. of retail space across India

26363

Mn Turnover in FY 2017-18

21

Mn footwear pairs production capacity per annum

8477

Employees across functions and location

1375

Retail Stores across India

47

Mn footwear pairs sold this year

OUR GLOBAL PARENTAGE

At Bata India Limited, we are a growing Indian unit of Switzerland headquartered Bata Shoe Organization, a global footwear and accessory enterprise. The organization is structured into three geographic units, namely Bata Europe, Bata Emerging Markets (Asia - Pacific, Africa and Latin America) and Bata Protective (worldwide B2B operations).

With business presence in over 70 countries, it operates more than 5,000 stores, aptly supported by 26 global production units across 18 countries. Worldwide, over 30,000 footwear specialist of Bata Shoe Organization serve more than 1,000,000 consumers every day.

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BOARD OF DIRECTORS



STANDING (LEFT TO RIGHT)

Mr. Akshay Chudasama, Independent Director; Mr. Rajeev Gopalakrishnan, Managing Director; Mr. Shaibal Sinha, Non-Executive Director; Mr. Ravindra Dhariwal, Independent Director; Mr. Ram Kumar Gupta, Director Finance and Chief Financial Officer; Mr. Sandeep Kataria, Whole-time Director and Chief Executive Officer

SITTING (LEFT TO RIGHT)

Mr. Christopher Kirk, Non-Executive Director; Ms. Anjali Bansal, Independent Director; Mr. Uday Khanna, Chairman and Independent Director

MANAGEMENT TEAM



FRONT ROW (LEFT TO RIGHT)

Mr. Uttam Kumar, Chief Merchandising Manager; Mr. Ram Kumar Gupta, Director Finance and Chief Financial Officer; Mr. Rajeev Gopalakrishnan, Managing Director; Mr. Sandeep Kataria, Whole-time Director and Chief Executive Officer; Mr. Anand Narang, Vice President - Marketing and Customer Services; Mr. Hitesh Narayan Kakkar, Vice President-Quality; Mr. Ankur Rastogi, Vice President-Sourcing

BACK ROW (LEFT TO RIGHT)

Mr. Sanjay Kanth, Senior Vice President-Manufacturing & Sourcing; Mr. Arunito Ganguly, Assistant Vice President, Company Secretary & Compliance Officer; Mr. Sandeep Amritlal Bakhshi, Senior Vice President-Distribution Business; Mr. Vijay Shrikant Gogate, Vice President - Famous Brands & Retail Operations (FSC); Mr. Kumar Sambhav Verma, Vice President - eCommerce; Mr. Vinod Kumar Mangla, Chief Internal Auditor; Mr. Vikas Baijal, Senior Vice President - HR; Mr. Pankaj Gupta, Assistant Vice President - Retail (FAM) - West & South; Mr. Rupesh Bhagchandani, Vice President - MEP & Franchisee Operations; Mr. Ankur Kohli, Vice President- Real Estate; Mr. Matteo Lambert, Chief Collection Manager; Mr. Manoj Goswani, Senior Vice President - Legal

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AT THE HELM BOARD OF DIRECTORS



MR. UDAY KHANNA CHAIRMAN AND INDEPENDENT DIRECTOR

Mr. Uday Khanna is currently the Non-Executive Chairman of Bata India Limited. He also serves on the Boards of Castrol India Ltd., Pfizer Ltd., DSP BlackRock Investment Managers Pvt. Ltd., Pidilite Industries Ltd. and Kotak Mahindra Bank Limited.

Mr. Khanna was the Managing Director and CEO of Lafarge India from July 2005 to July 2011 and subsequently its Non-Executive Chairman till September 24, 2014. He joined the Lafarge Group in Paris in June 2003 as the Senior Vice President of Group Strategy, after a long stint of almost 30 years with Hindustan Lever/Unilever in a variety of financial, commercial and general management roles, both nationally and internationally.

Mr. Khanna's last position before joining Lafarge was Senior Vice President of Finance, Unilever for Asia, based in Singapore. He has also been on the Board of Hindustan Unilever as the Director of Exports, after having served as the Financial Controller and the Treasurer of the company. He has also worked as the Vice Chairman of Lever Brothers in Nigeria and the General Auditor for Unilever in North America, based in the USA.

Mr. Khanna is a Commerce Graduate and a Chartered Accountant (FCA). He was the President of the Indo-French Chamber of Commerce & Industry in 2008-2009, and the President of the Bombay Chamber of Commerce & Industry in 2012-2013. He was awarded the 'Ordre National du Merite' by the President of the Republic of France for his role in promoting Indo-French trade relations. Mr. Khanna is also the Joint Managing Trustee and Treasurer of the Indian Cancer Society and is also a Director on the Governing Board of the Anglo-Scottish Education Society - Cathedral School.