

Bata

ANNUAL
REPORT
2018-19



RIGHT STEP FORWARD

Bata India Limited



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Bata®



Taking the right step forward

In the year gone by, Bata has remained on course to become a brand that is aspirational and sought-after. Our mix of new products, innovative brand experiences, and impactful brand positioning are strengthening our image as a vivacious, contemporary, and young-at-heart brand.

Popular campaigns involving personalities who enjoy significant influence among our target audience helped bring forward this new, bolder image. Brand ambassador-led campaigns, including 'Surprisingly Bata' with actress Kriti Sanon, 'Chalo India Now Power Walk' with cricketer Smriti Mandhana, and the new men's Casual Collection campaign with actor Sushant Singh Rajput have contributed significantly to brand recall and affinity.

This brand identity was vital to resonate with millennials, a demographic that combines disposable income and high shopping propensity. To capitalize on this segment, our strategy focused on strengthening our online presence with partner networks and making our omni-channel initiatives more attractive.

Revamping our in-store experience, we spruced up the decor and overall touch-and-feel of our stores, giving them a more open, vibrant and inviting visage. This revamp is being carried out across India, even enabling our Tier III and Tier IV buyers to have the retail experience enjoyed by their counterparts in the major metros.

We believe that the footfall of our customers is a privilege we must earn, for which we will always take the right step forward.



Smriti Mandhana
ICC Women's Cricketer Of The Year 2018

WE ARE BATA INDIA

Established in 1931, Bata India Limited 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 produce all kinds of footwear. We have a strong Pan-India retail presence with over 1,400 stores across cities. We have been adding 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. As a brand, Bata is aspirational, vibrant, and sought-after. Our mix of new products, innovative brand experiences, and impactful brand positioning are sustaining our image as a bold and young-at-heart brand. 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 endeavour to provide consumers with a fresh new collection, every season.

OUR VALUES

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

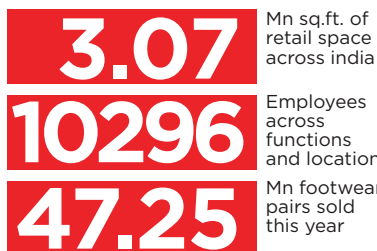
OUR MISSION

- 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



OUR GLOBAL PARENTAGE

Bata is the world's leading shoemaker by volume, designing stylish and comfortable footwear at surprisingly affordable prices. Today, Bata remains a family business, which serves over one million customers a day in our 5,300 stores, and producing locally in our 23 Bata-owned manufacturing facilities across five continents. Even though it is a global company headquartered in Switzerland, the brand caters to the unique local needs of customers in countries across Europe, Africa, Asia & Latin America.

BOARD OF DIRECTORS



STANDING (LEFT TO RIGHT)

Mr. Ashok Barat, Independent Director; Mr. Akshay Chudasama, Independent Director; Mr. Ravindra Dhariwal, Independent Director; Mr. Shaibal Sinha, Non-Executive Director; Mr. Rajeev Gopalakrishnan, Managing 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. Alberto Toni, Non-Executive Director; Ms. Anjali Bansal, Independent Director; Mr. Uday Khanna, Chairman and Independent Director

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MANAGEMENT TEAM



FRONT ROW (LEFT TO RIGHT)

Mr. Anand Narang, Vice President - Marketing & Customer Service; Mr. Ankur Kohli, Head of Real Estate - South Asia; Mr. Ankur Rastogi, Vice President - Sourcing; Mr. Ram Kumar Gupta, Director Finance and Chief Financial Officer; Mr. Sandeep Kataria, Whole-time Director and Chief Executive Officer; Mr. Rajeev Gopalakrishnan, Managing Director; Mr. Hitesh Narayan Kakkar, Vice President - Quality; Mr. Sanjay Kanth, Senior Vice President - Manufacturing & Sourcing

BACK ROW (LEFT TO RIGHT)

Mr. Amit Kumar Gupta, Senior Vice President - Distribution Business; Mr. Arunito Ganguly, Company Secretary & Assistant Vice President; Mr. Kumar Sambhav Verma, Head of Omni Channel - Asia; Mr. Manoj Goswami, Senior Vice President - Legal; Mr. Vijay Shrikant Gogate, Head of Retail - City Stores; Mr. Matteo Lambert, Chief Collection Manager; Mr. Subhabrata Bal, Assistant Vice President - Retail Operations (Emerging Market - N & E); Mr. Vinod Kumar Mangla, Vice President - Internal Audit; Mr. Pankaj Gupta, Assistant Vice President - Retail Operations (Emerging Market - S & W); Mr. Vikas Bajjal, Senior Vice President - HR; Mr. Bishwanath Ganguly, Senior Vice President - Brands

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 Limited, Pfizer Limited, Pidilite Industries Limited, DSP Investment Managers Private Limited and Kotak Mahindra Bank Limited.

He 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.

His 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 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. He 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.