



Bata®

STANDING STRONG

ANNUAL REPORT
2020-21



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ANNUAL REPORT

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Standing Strong and Proud

As an organisation with a proud history of 127 years, we have witnessed calamities in human history from time to time. Like a lighthouse, we have always stood strong and proud, marching ahead fearlessly in the face of adversity. The financial year 2020-21, has been, one of the most challenging years for businesses across the country, including ours. While the pandemic followed by a country-wide lockdown dampened overall sentiments, we kept the spirit of resilience and gumption alive and continued to serve our customers with the same passion.

As India experienced one of the strictest lockdowns across the world, we promptly ensured all the systems were in place to facilitate a seamless transition to Work-from-Home. We adopted a humane approach and continued to motivate our customers, employees, stakeholders and society at large to stay homebound and follow the guidelines mandated by the government through committed campaigns such as #ParkYourShoes and #StayActiveWithPower that highlighted our spirit of resilience and empathy. Our Batanagar employees undertook mask and shield-making activities and distributed 110,000 meals to the under-served. Under our one million global shoe donation drive, we donated ~2 lakh pairs to the frontline workers, and also distributed hygiene kits, masks and face shields, besides ensuring a contribution of over INR 13 Lakh to the PM Care COVID fund.

With most people working from home, we were quick to anticipate the trend towards casualization and a surge in demand for comfort and active-wear.

Consequently, we curated the Work from Home, Easy Wash, Fitness and Home collection for catering to our customers' altered needs. We also forayed into the health and hygiene category for the first time with the launch of anti-viral face masks under Power, Bubblegummers and North Star brands.

Our newly launched hyperlocal channels - Bata ChatShop and Bata Store on Wheels, aided us in serving our customers better and regaining the momentum after the lockdown ended. We continued to strengthen our e-commerce facilities by introducing 6000+ styles on our website bata.in, expanding our presence on marketplaces like Amazon, Myntra and Flipkart, and scaling up our home delivery services to cover more than 19,000 pin codes across India. With the help of our innovative 'Bata Shoe Size Finder' service, we succeeded in further simplifying remote shopping

for customers and helping in remotely identifying their correct shoe-size.

During the festive season, we launched our new inspiring campaign 'Kick Out 2020' - along with our new collection, 'Ready Again'. We also promoted our sneakers collection for consumers who wanted to pursue fitness even as they remained homebound. Both these campaigns resonated well with consumers, as they helped in uplifting overall consumer sentiment, footfalls, and sales. Keeping in mind our millennial and Gen-Z customer base, we also on-boarded Kartik Aaryan, as our new brand ambassador.

Despite the setbacks caused by the pandemic and ensuing lockdown, we stood steadfast with a robust expansion strategy, spanning our distribution network and franchise stores across Tier 3-5 towns.



Bata



WE ARE BATA INDIA

Established in 1931, Bata India Limited is the largest retailer and manufacturers of footwear in the country. Our four state-of-the-art production facilities are located strategically across India, producing a variety of footwear. We have a strong pan-India retail presence with 1526 stores across cities, including franchisee stores.

As a customer-centric organisation, we have kept pace with customers' changing preferences throughout the years and catered to their every requirement. Today, the name Bata stands synonymous with quality, style and comfort. Owing to our mix of new products, enhanced store experience, new digital channels to shop from and rebranding through 'Surprisingly Bata' campaign, we have come to be known as a brand that is relevant and appealing to a wide audience. All this has helped in retaining a loyal customer-base and becoming India's most loved & trusted footwear brand.

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

2.98

Mn sq.ft. of retail space across India

17073

Mn turnover (INR) in FY 2020-21

4

Strategically located manufacturing units

8183

Employees across functions and location

1526

Retail stores across India including franchisee stores

21

Mn footwear pairs production capacity per annum

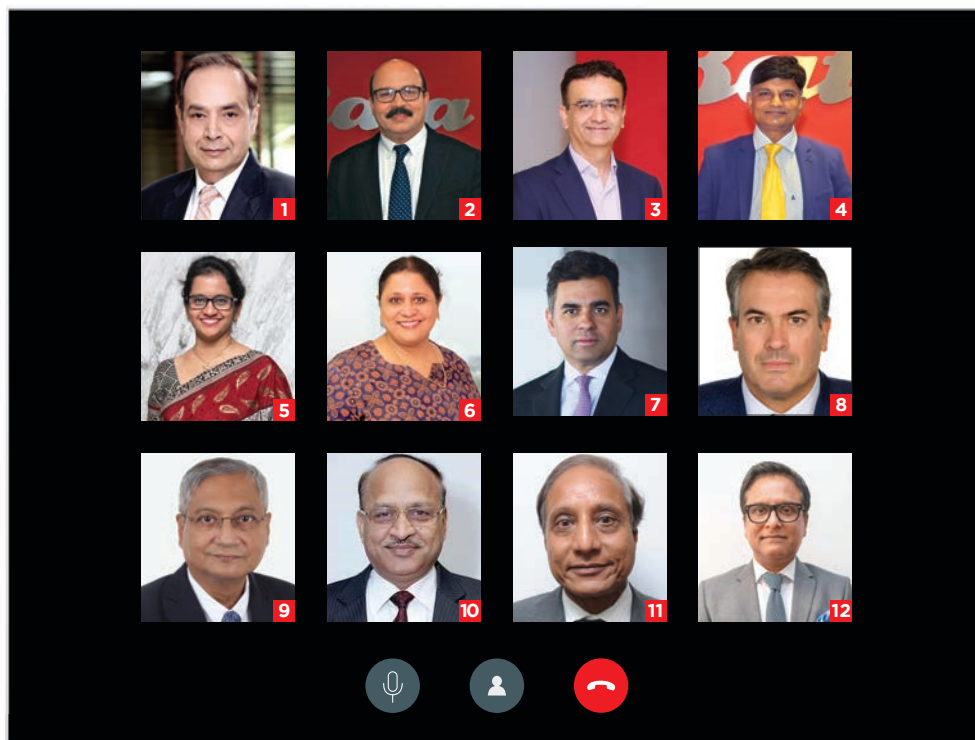
31.97

Mn footwear pairs sold this year

Bata[®]

V

BOARD OF DIRECTORS



- | | |
|--|--|
| 1 Mr. Ashwani Windlass
Chairman and Independent Director | 7 Mr. Akshay Chudasama
Independent Director |
| 2 Mr. Rajeev Gopalakrishnan
Managing Director | 8 Mr. Alberto Toni
Non-Executive Director |
| 3 Mr. Sandeep Kataria
Whole-time Director and Chief Executive Officer | 9 Mr. Ashok Barat
Independent Director |
| 4 Mr. Gunjan Shah
Whole-time Director and
Chief Executive Officer (Appointee) | 10 Mr. Ram Kumar Gupta
Director Finance and
Chief Financial Officer |
| 5 Ms. Radha Rajappa
Independent Director | 11 Mr. Ravindra Dhariwal
Independent Director |
| 6 Ms. Vidhya Srinivasan
Director Finance and Chief Financial Officer | 12 Mr. Shaibal Sinha
Non-Executive Director |

MANAGEMENT TEAM



FRONT ROW (Left to Right)

Mr. Sanjeev R Koshe, Assistant Vice President -Internal Audit; Mr. Ankur Kohli, Head - Real Estate (South Asia); Ms. Kanchan Chehal, Head - HR; Mr. Anand Narang, Vice President - Marketing & Customer Services; Mr. Gunjan Shah, Whole-time Director and Chief Executive Officer (Appointee); Ms. Vidhya Srinivasan, Director Finance and Chief Financial Officer; Mr. Hitesh Narayan Kakkar, Vice President - Quality; Mr. Sumit Chandna, Chief Merchandising Manager; Mr. Sanjay Kanth, Senior Vice President - Manufacturing & Sourcing.

BACK ROW (Left to Right)

Mr. Amit Kumar Gupta, Senior Vice President - Institutional & Distribution Business; Mr. Vijay Shrikant Gogate, Head - Matured Market; Mr. Kumar Sambhav Verma, Head - Omni Channel (Asia); Mr. Ankur Rastogi, Vice President - Sourcing; Mr. Manoj Goswani, Senior Vice President - Legal; Mr. Pankaj Gupta, Head - Emerging Market; Mr. Nitin Bagaria, Company Secretary; Mr. Matteo Lambert, Chief Collection Manager.



MR. ASHWANI WINDLASS

Chairman and Independent Director

Mr. Ashwani Windlass has over four decades of top management stints with first-hand experience in both traditional and new age technology companies and an exceptional track record of value creation. He now mentors top CEOs/Boards.

An MBA from FMS, Delhi University, he holds B.Com with a gold medal and a post-graduation in Journalism (B.J.) from Punjab University, Chandigarh.

Since 2008, he has been Chairman - SA & JVs, MGRM Inc., USA, a global research initiative on human life cycle-based services. He is on Boards of several leading companies including Hitachi MGRM Net Limited, Vodafone Idea Limited, Hindustan Media Ventures Limited and Jubilant Foodworks Limited. He served on Boards of Max India Limited/Max Financial Services Limited for over 25 years.

He established and managed over a dozen new ventures with world's leading corporations - Hutchison Group, Hong Kong, British Telecom UK, Comsat Corporation, USA, Avnet, USA and Royal DSM, Holland Total Group, France, Hitachi Limited, Japan among others.

He has been the Founder Managing Director of Hutchison Max Telecom (later rechristened Vodafone India Limited) and Vice Chairman & Managing Director of Reliance Telecom Limited & Executive Chairman MGRM.

He has also anchored key policy initiatives with several Governments and regularly contributes editorial columns.