



ICONIC

AUTOMOTIVE | EDUCATION | ENERGY & POWER | FINANCE | FOOD & BEVERAGES | HEALTHCARE | HOUSEHOLD PRODUCTS

BATA INDIA

A global company which has etched itself in the hearts of millions of Indians as their own, Bata India is possibly the most inspiring success story of this century. The brand saw its entry into Indian market in 1931, incorporated as Bata Shoe Company Private Limited. And the next 85 years saw it growing as the largest retailer and leading manufacturer of footwear in India

The voyage which Bata India has completed spanning across the households of India started from Konnagar (near Kolkata) in the year 1932. The foundation of Bata's first operational building was laid in January, 1934 and from there it spread out as the commercial township called Batanagar. It was the first manufacturing facility in the Indian shoe industry to receive the ISO:9001 certification. And there has been no looking back for the company ever since then.

The Company went public in 1973 when it changed its name to Bata India Limited. Today, Bata India has established itself as India's largest footwear retailer. Its retail network of over 1200 stores gives it a reach that no other footwear company can match. The stores are present in good locations and can be found in all the metros, mini-metros, and towns. The Company also operates a large non-retail distribution network through its urban wholesale division and caters to millions of customers through over 30,000 dealers.

PIONEERING THE FINE CRAFTSMANSHIP

The best way to understand people is to step in their shoes for a day. The millennia in fact now believes in wearing their hearts in their 'soles' and not their sleeves. Shoes have risen from the stands of basic

necessities to style statements and Bata India has been a constant companion of this revolution in the country. In fact, it has redefined the modern footwear industry in India establishing its top position in the market.

What has made this brand to become the most trusted brand in the footwear market is its passion to delight its customers with every product they make. The brand believes that it is only their ardor to serve the best that sets it apart from its competitors in the market. The vast range of designs caters to all sections, be it men, women, or children and remains to be a favorite for all.

Bata India has always lived up to the expectation of its customers and the same has been observed in the product portfolio that it offers with constant customization. It has been a pioneer in introducing new and creative designs on racks. The brand works with an undying confidence and courage to initiate and accept changes. This prominent shoe manufacturing





company encourages creativity and boosts innovation, and each product they craft speaks of its uniqueness.

EXCEEDING EXPECTATIONS

Whether it is products, processes, or people, Bata India is uncompromising when it comes to quality. It strives to manufacture products which are exciting to wear and easy to maintain. Delivering value for money, the company strives ceaselessly to stay responsible and efficient in every step it takes to craft excellence. Delighting the diverse needs and preferences of their customers remains the lifelong mission of Bata India and it is walking at a fine pace towards achieving this every day.

The company makes no compromise with its moral values while tackling the ever-increasing competition it faces. It believes in leading by example and act with integrity in all that it does. Making people's lives better has been at the core of the company's philosophy for over 120 years. It does this by displaying respect for the customers, suppliers, and the employees. Bata India reckons its responsibility as a market leader to imbibe values and morals in the communities it touches. Through various brand campaigns, it spreads a message of tolerance to eliminate racial, religious or cultural differences in the society. It offers an inclusive and supportive work environment to their employees where individuality is valued, where people can 'be themselves', and where everyone is encouraged to grow.

TOUR DE FORCE

- The Most Trusted Brand (Retail) - Brand Equity recognized Bata into the 'Top Most Trusted Brands' in November 2013.
- Udyog Rattan Award - The Institute of Economics Studies honored Mr. Rajeev Gopalakrishnan and the Company.

QUANTUM LEAPS

- Bata has a retail network of over 1200 stores.
- Batanagar was the first manufacturing facility in the Indian shoe industry to receive the ISO: 9001 certification.