

Date: November 14, 2017

The Secretary
The Calcutta Stock Exchange Limited
7, Lyons Range,
Kolkata - 700001

Dear Sirs,

Subject: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

In compliance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that the Board of Directors of the Company at its Meeting held on November 14, 2017 has appointed Mr. Sandeep Kataria (DIN: 05183714) as a Whole-time Director of the Company for a period of (5) five years with effect from November 14, 2017, subject to approval of the Shareholders of the Company at the forthcoming Annual General Meeting. At the said Board Meeting, Mr. Sandeep Kataria was also appointed as the Chief Executive Officer (CEO) and Key Managerial Person (KMP) of the Company with effect from November 14, 2017. Mr. Rajeev Gopalakrishnan continues to be the Managing Director of the Company.

Mr. Sandeep Kataria holds 100 Equity Shares in the Company. None of the Directors of Bata India Limited is related to Mr. Sandeep Kataria.

Please find enclosed a brief profile of Mr. Sandeep Kataria.

We request you to take the above intimation on your records.

Thanking you.

Yours faithfully,
For BATA INDIA LIMITED


Ram Kumar Gupta
Director Finance

Encl: As above

Copy to:

The Manager
Corporate Relationship Department
BSE Limited
1st Floor, New Trading Wing, Rotunda Building
P J Towers, Dalal Street, Fort,
Mumbai - 400001

The Manager
Listing Department
National Stock Exchange of India Ltd.
Exchange Plaza, 5th Floor, C-1, Block G,
Bandra Kurla Complex, Bandra (E),
Mumbai - 400051

BRIEF PROFILE OF MR. SANDEEP KATARIA

Mr. Sandeep Kataria (Mr. Kataria) holds a Bachelor of Technology (B. Tech) Degree (Chemical Engineering) from the Indian Institute of Technology (IIT), Delhi and a Post Graduate Diploma in Business Management from XLRI, Jamshedpur.

Mr. Kataria is a Business Leader with over 2 decades of experience in the consumer industry, covering design and deployment of business strategy, brand management and sales & marketing leadership across the developing and developed markets. Having held roles ranging from Regional Sales Manager to Global Brand Director in Unilever and from Chief Marketing Officer to Chief Executive Officer in Yum! Brands. Over these years, Mr. Kataria has achieved exciting company and product turnarounds and is recognized for his success in growing sales and profits. Mr. Kataria now has his role cut-out to grow Bata India from strength to strength.

Just before joining Bata, Mr. Kataria was associated as the Chief Commercial Officer at Vodafone India since July, 2015. Prior to joining Vodafone India, Mr. Kataria was with Yum! Restaurants since 2010 where he held the position of Chief Marketing Officer of Indian Subcontinent across KFC, Pizza Hut and Taco Bell and Chief Executive Officer (CEO) of Pizza Hut UK business.

