BUSINESS RESPONSIBILITY REPORT

SECTION A: GENERAL INFORMATION ABOUT THE COMPANY

1. Corporate Identity Number (CIN) of the Company: L19201WB1931PLC007261
2. Name of the Company: Bata India Limited
3. Registered address: 27B, Camac Street, 1st Floor, Kolkata - 700016, West Bengal
4. Website: www.bata.in
5. E-mail id: share.dept@bata.com
6. Financial Year reported: April 1, 2020 - March 31, 2021
7. Sector(s) that the Company is engaged in (industrial activity code-wise):
<table>
<thead>
<tr>
<th>NIC Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>47713</td>
<td>Retail sale of footwear</td>
</tr>
<tr>
<td>47714</td>
<td>Retail sale of leather goods and travel accessories of leather and leather substitutes</td>
</tr>
<tr>
<td>46413</td>
<td>Wholesale of footwear</td>
</tr>
<tr>
<td>46499</td>
<td>Wholesale of leather goods &amp; travel accessories</td>
</tr>
</tbody>
</table>
8. List three key products / services that the Company manufactures / provides (as in balance sheet):
   Footwear for Children, Men and Women, Accessories
9. Total number of locations where business activity is undertaken by the Company:
   a. Number of International Locations: None
   b. Number of National Locations: The Company has 4 operational manufacturing units located at (i) Batanagar, Kolkata, West Bengal, (ii) Bataganj - Patna, Bihar, (iii) Peenya Industrial Area, Bengaluru, Karnataka (iv) Batashatak, Hosur, Tamil Nadu. It retails in more than 1500 Bata own and franchisee stores, on bata.in and in thousands of multi-brand footwear dealer stores pan-India.
10. Markets served by the Company:
    The Company has its retail presence mainly in the Metro cities, A-1 cities, Tier I, Tier II and Tier III cities across India. For non-urban areas, the Company sells its footwear through its network of more than 400 distributors.

SECTION B: FINANCIAL DETAILS OF THE COMPANY

1. Paid-up Capital: Rs. 642.64 Million
2. Total Turnover: Rs. 17,072.99 Million
3. Total profit after taxes: Rs. (902.80) Million
4. Total Spending on Corporate Social Responsibility (CSR) as percentage of profit after tax (%): Rs. 92.22 Million, i.e., 2.12% of profit after tax
5. List of activities in which CSR expenditures have been incurred: The details of CSR activities undertaken by the Company and CSR expenditures incurred thereon during the financial year 2020-21 by the Company have been provided in the Board’s Report and also in the ‘Annual Report on CSR Activities’, annexed to the Board’s Report marked as Annexure - V.
SECTION C: OTHER DETAILS

1. Does the Company have any Subsidiary Company/Companies?

   Yes. The Company had three WhollyOwned Subsidiaries (WOSs) as on March 31, 2021, viz., (i) Bata Properties Limited; (ii) Coastal Commercial & Exim Limited; and (iii) WayFinders Brands Limited.

   However, consequent upon approval of the Scheme of amalgamation under Section 233 of the Companies Act, 2013, vide RD Order received in April 2021 between Coastal Commercial & Exim Limited (Transferor Company) and Bata Properties Limited (Transferee Company), Coastal Commercial & Exim Limited has ceased to be a subsidiary of Bata Properties Limited and in turn of the Company. The Appointed Date of the said Scheme is April 1, 2020.

   Hence, as on the date of this Report, the Company has two wholly owned subsidiaries viz., Bata Properties Limited and WayFinders Brands Limited.

   

2. Do the Subsidiary Company/Companies participate in the BR Initiatives of the parent Company?

   The operations of these WOSs being insignificant, presently there is no direct participation by these WOSs in the BR initiatives of the parent Company.

3. Do any other entity/entities (suppliers, distributors etc.) that the Company does business with, participate in the BR initiatives of the Company? If yes, then indicate the percentage of such entity/entities? [Less than 30%, 30-60%, More than 60%]

   Yes. The Company actively supports and encourages its suppliers and other stakeholders to participate in the BR initiatives of the Company. The Company ensures prohibition of child labour and forced labour in its workplaces and refrain itself from engaging with such vendors, suppliers and distributors who engage child labour or forced labour in their business operations.

   At present the Company does not have any established mechanism to ascertain the level of participation of the vendors, suppliers, distributors, etc. in various BR initiatives of the Company. Hence, it is difficult to quantify the percentage of such entities for disclosure purposes.

SECTION D: BR INFORMATION

1. Details of Director responsible for BR:

   (a) Details of the Director responsible for implementation of the BR policies:

   1. DIN: 03438046
   2. Name: Mr. Rajeev Gopalakrishnan
   3. Designation: Managing Director

   (b) Details of the BR Head:

   Sl. No. | Particulars         | Details
   -------|--------------------|--------
   1.     | DIN:               | 03438046
   2.     | Name:              | Mr. Rajeev Gopalakrishnan
   3.     | Designation:       | Managing Director
   4.     | Telephone Number:  | (0124) 3990100
   5.     | E-mail id:         | head.brinitiatives@bata.com
2. Principle-wise (as per NVGs) BR policies

(a) Details of compliance (Reply in Y / N)

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Questions</th>
<th>P</th>
<th>P</th>
<th>P</th>
<th>P</th>
<th>P</th>
<th>P</th>
<th>P</th>
<th>P</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Do you have policy/policies for....?</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>2.</td>
<td>Has the policy being formulated in consultation with the relevant stakeholders?</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>3.</td>
<td>Does the policy conform to any national / international standards? If yes, specify? (50 words)</td>
<td>The policies of the Company generally conform to the principles of the National Voluntary Guidelines (NVGs) on Social, Environmental and Economic Responsibilities of Business, issued by the Ministry of Corporate Affairs (MCA), Government of India.</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>4.</td>
<td>Has the policy being approved by the Board? If yes, has it been signed by MD / owner / CEO / appropriate Board Director?</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>5.</td>
<td>Does the Company have a specified committee of the Board / Director / Official to oversee the implementation of the policy?</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>6.</td>
<td>Indicate the link for the policy to be viewed online?</td>
<td>The policies which are mandatorily required to be uploaded on the website of the Company have been uploaded on <a href="http://www.bata.in">www.bata.in</a> and are available at the link <a href="https://bata.in/bataindia/a-31_s-181_c-42/investor-relations.html">https://bata.in/bataindia/a-31_s-181_c-42/investor-relations.html</a> under the &quot;Investor Relations&quot; category.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>Has the policy been formally communicated to all relevant internal and external stakeholders?</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>8.</td>
<td>Does the Company have in-house structure to implement the policy/policies?*</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>9.</td>
<td>Does the Company have a grievance redressal mechanism related to the policy / policies to address stakeholders' grievances related to the policy / policies?</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>10.</td>
<td>Has the Company carried out independent audit / evaluation of the working of this policy by an internal or external agency?**</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
</tbody>
</table>

*The Company also takes inputs / support from outside agencies, whenever considered necessary, in preparation and implementation of respective Policies in order to adopt the best industry practices.

**Audit / evaluation of the working of these Policies had been conducted by the Internal Audit Team of the Company.

(b) If answer to the question at serial number 1 against any principle, is ‘No’, please explain why:

Not Applicable.
3. Governance related to BR

<table>
<thead>
<tr>
<th>a. Indicate the frequency with which the Board of Directors, Committee of the Board or CEO to assess the BR performance of the Company. Within 3 months, 3-6 months, Annually, More than 1 year.</th>
<th>The Board assesses the BR performance annually.</th>
</tr>
</thead>
<tbody>
<tr>
<td>b. Does the Company publish a BR or a Sustainability Report? What is the hyperlink for viewing this report? How frequently is it published?</td>
<td>This is the fifth BR Report of the Company for publication. The BR Reports may be viewed on the website of the Company <a href="http://www.bata.in">www.bata.in</a> and the same is available at the link <a href="https://bata.in/bataindia/a-29_s-181_c-42/investorrelations.html">https://bata.in/bataindia/a-29_s-181_c-42/investorrelations.html</a>. The Company is publishing the BR Report annually.</td>
</tr>
</tbody>
</table>

SECTION E: PRINCIPLE-WISE PERFORMANCE

PRINCIPLE 1: BUSINESS SHOULD CONDUCT AND GOVERN THEMSELVES WITH ETHICS, TRANSPARENCY AND ACCOUNTABILITY

1. Does the policy relating to ethics, bribery and corruption cover only the Company? Yes / No. Does it extend to the Group / Joint Ventures / Suppliers / Contractors / NGOs / Others?

The Company considers Corporate Governance as an integral part which leads to increase in operational efficiencies and sustained long term value creation for all the stakeholders. The Board of Directors of the Company has adopted a Code of Conduct and Business Ethics (along with Anti-Bribery and Anti-Corruption Directives). The Company has introduced a vigil mechanism system across all its functions and establishments through a Whistle Blower Policy as approved by the Board of Directors of the Company and has uploaded the Whistle Blower Policy on the website of the Company i.e., www.bata.in. The Code of Conduct is applicable to the Board of Directors and all employees of the Company and its subsidiaries. An annual affirmation on compliance and adherence to the Code of Conduct and Business Ethics is obtained from the Directors and Senior Managerial Personnel including Functional Heads. The Anti-Bribery and Corruption Directives and the Ethical View Reporting Policy also extends to the Company’s business partners, e.g., suppliers, vendors, distributors, contractors, etc.

2. How many stakeholder complaints have been received in the past financial year and what percentage was satisfactorily resolved by the management? If so, provide details thereof, in about 50 words or so.

In addition to the introduction of Vigil Mechanism/Whistle Blower Mechanism to enable all stakeholders to freely communicate their grievances, the Company has also implemented its Policy under the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 and uploaded the same on the website of the Company, www.bata.in. Further, since no complaints were received during the financial year under review or pending at the year end, hence the disclosure regarding percentage is not applicable. The Company has also created an exclusive e-mail id: share.dept@bata.com to enable the Members / Investors of the Company to communicate their grievances directly.

The details of investors’ complaints received and resolved during the year under review have been provided in the Corporate Governance Report, which forms part of this Annual Report.

PRINCIPLE 2: BUSINESS SHOULD PROVIDE GOODS AND SERVICES THAT ARE SAFE AND CONTRIBUTE TO SUSTAINABILITY THROUGHOUT THEIR LIFECYCLE

1. List up to 3 of your products or services whose design has incorporated social or environmental concerns, risks and / or opportunities.

   i. The Company is manufacturing Safety Shoes for the end consumers of various organizations where it is sold.

   ii. The Company has also replaced Natural Rubber & Leather with synthetic EVA (Ethylene Vinyl Acetate) in sole making & PU coated PVC in shoe upper making respectively, thereby contributing towards natural resource conservation.

   iii. The Company has also introduced usages of recycled waste rubber from tyre waste for rubber outsole production which is environment friendly.

2. For each such product, provide the following details in respect of resource use (energy, water, raw material etc.) per unit of product (optional):

(a) Reduction during sourcing / production / distribution achieved since the previous year throughout the value chain?

<table>
<thead>
<tr>
<th>Consumption per unit of Production*</th>
<th>Current Financial Year 2020-21</th>
<th>Previous Financial Year 2019-20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electrical Energy (Kwh per pair of Shoes)</td>
<td>0.63</td>
<td>0.59</td>
</tr>
<tr>
<td>Thermal Energy (Equivalent kwh per pair of shoes)</td>
<td>0.55</td>
<td>0.54</td>
</tr>
<tr>
<td>CO₂ Emission (Kg CO₂ per pair of Shoes)</td>
<td>0.49</td>
<td>0.46</td>
</tr>
</tbody>
</table>

[consider : 0.537 kg CO₂ /1 kwh Grid electricity & 0.268 kg CO₂ / kwh fuel oil]

*Consumption per unit has marginally increased during the year under review due to ongoing modernisation / renovation work at the factories.

(b) Reduction during usage by consumers (energy, water) has been achieved since the previous year?

Although the shoe manufacturing process does not have broad based impact on energy, yet the Company continuously takes appropriate measures to reduce the consumption of thermal, electrical energy and water. The Company has installed modern and efficient machineries across its manufacturing Units and has been able to save energy and water. The Company has initiated installation of LED lights, automatic power sensors, continued usage of recycled treated water from sewage treatment plant for sanitation thus resulting in reduction of water consumption, Turbo Ventilators, Energy efficient Air Compressor, Reduction of contract demand, installation of energy efficient integrated APFC electrical Panel. The Company also continuously encourages its employees to save the natural resources wherever possible.

Under Sustainable initiatives, the Company implemented “Reduce, Recycle & Re-use” program in addition to Zero Discharge, STP, Rain Harvesting, use of upcycle rubber tire waste in sole production.

3. Does the Company have procedures in place for sustainable sourcing (including transportation)?

If yes, what percentage of your inputs was sourced sustainably? Also, provide details thereof, in about 50 words or so.

Yes. The Company has established an internal mechanism for continual improvement process towards sustainable excellence and has taken adequate steps for safe transportation and optimization of logistics, which in turn is improving the Company’s manufacturing system, creating a safe work place and offering opportunities to our employees to excel and explore their potential and also mitigating the impact on climate. The use of appropriate mode of transportation is a continuous part of effective supply-chain mechanism and the Company’s endeavor to reduce transport related environmental impact is an ongoing process.

Major associates of the Company, who are engaged in supplying of maximum level of raw materials for shoe manufacturing process in all manufacturing Units across India, are located nearby to the respective Units. This helps the Company to minimize its transportation cost and environmental impact.

4. Has the Company taken any steps to procure goods and services from local & small producers, including communities surrounding their place of work?

If yes, what steps have been taken to improve their capacity and capability of local and small vendors?

Yes. The Company has taken necessary steps to procure goods and services from the local and small producers surrounding its manufacturing units and enhancing their capabilities for a sustainable growth. The Company always prefers to procure goods and services, e.g., Finished Goods Supplies, Security / Housekeeping / loading-unloading operations, etc. from nearby suitable source of supply. The Company has worked out Individual Development Plan of all Units which is being continuously monitored to improve capacity, capability & quality of the products of all local & small producers.
5. Does the Company have a mechanism to recycle products and waste? If yes what is the percentage of recycling of products and waste (separately as <5%, 5-10%, >10%). Also, provide details thereof, in about 50 words or so.

Yes. The Company has introduced the mechanism to recycle its products to reduce waste. Such initiatives of the Company include, the following:

- The wastes - EVA packing bags are now recycled during EVA mixing process.
- Rubber / PVC / EVA/ laminated Textile wastes are recycled during mixing process.
- Waste water after STP at Company’s Bataganj, Batashatak Factory is being used for gardening and road washing purposes.
- Used / waste oil generated from different machines in manufacturing Units are sold only to the agencies approved by the Central Pollution Control Board for recycling and re-using elsewhere in other allied industries.
- Different scrap materials, e.g., leather cuttings / waste papers / metallic parts, etc. are being sold to the outside agencies for their uses elsewhere in other industries.

PRINCIPLE 3: BUSINESS SHOULD PROMOTE THE WELL BEING OF ALL EMPLOYEES

1. Please indicate the Total number of employees.

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Category of Manpower</th>
<th>No. of employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Managerial staff</td>
<td>1026</td>
</tr>
<tr>
<td>2.</td>
<td>Non-managerial staff in manufacturing</td>
<td>1897</td>
</tr>
<tr>
<td>3.</td>
<td>Managers + Permanent employees in stores</td>
<td>1531</td>
</tr>
<tr>
<td>4.</td>
<td>Contracted and Third Party employees</td>
<td>3729</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>8183</td>
</tr>
</tbody>
</table>

2. Please indicate the Total number of employees hired on temporary / contractual / casual basis.

Out of the above, 3729 persons were hired on temporary / contractual / casual basis.

3. Please indicate the Number of permanent women employees.

There are 389 permanent women employees.

4. Please indicate the Number of permanent employees with disabilities.

There are 21 permanent employees with disabilities.

5. Do you have an employee association that is recognized by management?

Yes, there are recognized trade unions in the manufacturing units and retail unit of the Company as recognized by its management. These trade unions are affiliated to various central trade union bodies.

6. What percentage of your permanent employees are members of this recognized employee association?

46% of the Company's permanent employees are members of recognized employee associations.

7. Please indicate the Number of complaints relating to child labour, forced labour, involuntary labour, sexual harassment in the last financial year and pending, as on the end of the financial year.

During the financial year ended March 31, 2021, no cases were reported. The cases outstanding at the beginning of the year, were dealt satisfactorily under the Policy on Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013. There are no pending complaints as on March 31, 2021.

The Company did not receive any complaints relating to child labour, forced labour, involuntary labour.

8. What percentage of your under mentioned employees were given safety & skill up-gradation training in the last year?

(a) Permanent Employees: 75%
(b) Permanent Women Employees: 79.4%
(c) Casual / Temporary / Contractual Employees: 80%
(d) Employees with Disabilities: 14%

PRINCIPLE 4: BUSINESS SHOULD RESPECT THE INTERESTS OF AND BE RESPONSIVE TOWARDS ALL STAKEHOLDERS, ESPECIALLY THOSE WHO ARE DISADVANTAGED, VULNERABLE AND MARGINALIZED

1. Has the Company mapped its internal and external stakeholders?
   The Company understands the requirements of its various stakeholders. However, the Company is in the process of formal mapping of its key internal and external stakeholders for a better understanding of their concerns and expectations.

2. Out of the above, has the Company identified the disadvantaged, vulnerable & marginalized stakeholders.
   Once the mapping is finalized, the Company will be able to identify its various categories of stakeholders and include them in the business process accordingly.

3. Are there any special initiatives taken by the Company to engage with the disadvantaged, vulnerable and marginalized stakeholders. If so, provide details thereof, in about 50 words or so.
   The CSR programmes of the Company has been designed in such a manner that it ensures benefits to the poor, needy, underprivileged, deserving and the socio-economic backward communities of the society at large. The Company has been actively associated with the Bata Children’s Programme (BCP) initiatives of Bata Shoe Organization (BSO) globally, towards improving the lives of the underprivileged children, especially the girl child.

PRINCIPLE 5: BUSINESS SHOULD RESPECT AND PROMOTE HUMAN RIGHTS

1. Does the policy of the Company on human rights cover only the Company or extend to the Group / Joint Ventures / Suppliers / Contractors / NGOs / Others?
   Yes. The Company’s Code of Ethics covers the aspects of Human Rights and is made applicable to all stakeholders including its Suppliers and Contractors by making them to sign the Code of Ethics and Code of Conduct.

2. How many stakeholder complaints have been received in the past financial year and what percent was satisfactorily resolved by the management?
   During the year under review, no complaints relating to human rights violation were received by the Company.

PRINCIPLE 6: BUSINESS SHOULD RESPECT, PROTECT AND MAKE EFFORTS TO RESTORE THE ENVIRONMENT

1. Does the policy related to Principle 6 cover only the Company or extends to the Group / Joint Ventures/ Suppliers / Contractors / NGOs / Others.
   The Company’s Environment, Health & Safety (EHS) Policy extends to cover the Company and all its relevant Stakeholders, viz, Suppliers & Contractors near its operational area.

2. Does the Company have strategies / initiatives to address global environmental issues such as climate change, global warming, etc.? Y / N. If yes, please give hyperlink for webpage etc.
   The Company has taken necessary steps towards reduction of GHGs emission in its manufacturing process and to reduce the concerns relating to the global warming.

3. Does the Company identify and assess potential environmental risks? Y/N
   The Company has identified potential environmental risks in its manufacturing Units across India through monitoring system. Required necessary steps and safeguarding measures have been taken by the Company to reduce its impact on the environment.

4. Does the Company have any project related to Clean Development Mechanism? If so, provide details thereof, in about 50 words or so. Also, if Yes, whether any environmental compliance report is filed?
   No.

5. Has the Company undertaken any other initiatives on - clean technology, energy efficiency, renewable energy, etc. Y/N. If yes, please give hyperlink for web page etc.
   The Company is conscious and committed to maintain environmental and ecological balances of this planet and makes
its conduct subject to environment audit practices. Across all manufacturing units, sewage treatment plants are working effectively and efficiently. Since Batanagar and Bataganj factories are located on the bank of River Ganga, water discharge in the River Ganga meets the norms of the “Clean Ganga” initiatives of the Central Government. At Bataganj & Bata Shatak Units “Zero Effluent Discharge” vision is implemented by utilizing treated effluent water for gardening & washrooms. All the factories are complying with stack emission qualities and ambient air qualities. Special thrusts are given on waste management, conservation of energy and water and natural resources.

On Water Conservation initiatives, Rain Water Harvesting Plant was established at our Bata Southcan Factory, Peenya Industrial Area, Bengaluru, Karnataka & Bata Shatak factory at Hosur, which is working efficiently and effectively towards utilization of rain water. On Energy Conservation initiatives, at Batanagar factory bio-fuel based eco-friendly Briquette fired boiler is running efficiently replacing fossil fuel oil fired boiler and also introduced various low energy sensitive equipments by replacing high energy consuming devices. Further, in all factories, the Company has moved to Water Based (WB) adhesives from Petroleum Solvent Based (PSB) adhesives. At all our Units, asbestos roof is being replaced by metallic sheets in a phased manner.

These details are also given in the BR Report of the Company that may be viewed on the website of the Company www.bata.in and the same is available at the link https://bata.in/bataindia/a-29_s-181_c-42/investorrelations.html.

6. Are the Emissions / Waste generated by the Company within the permissible limits given by CPCB/SPCB for the financial year being reported?
Yes, emission / waste generated by the Company are within the permissible limits prescribed by CPCB / SPCB.

7. Number of show cause / legal notices received from CPCB / SPCB which are pending (i.e. not resolved to satisfaction) as on end of Financial Year.
The Company did not receive any show cause / legal notice from CPCB / SPCB during the financial year ended March 31, 2021 and no show cause / legal notice related to CPCB / SPCB are pending with the Company as on the end of the financial year.

PRINCIPLE 7: BUSINESS WHEN ENGAGED IN INFLUENCING PUBLIC AND REGULATORY POLICY, SHOULD DO SO IN A RESPONSIBLE MANNER

1. Is your Company a member of any trade and chamber or association? If Yes, Name only those major ones that your business deals with:
The Company believes that conducting business as a good corporate citizen of the Country enhances brand value and leads to a sustainable growth. The Company is associated with Retailers Association of India (RAI), and Indian Chamber of Commerce.

2. Have you advocated / lobbied through above associations for the advancement or improvement of public good? Yes / No; if yes specify the broad areas (Governance and Administration, Economic Reforms, Inclusive Development Policies, Energy security, Water, Food Security, Sustainable Business Principles, Others)
Yes, the Company has worked in the following areas:
   a. Structural changes in policies to boost growth of the footwear industry. (Economic Reforms)
   b. Elimination of unfair Labour practices including Child labour in the footwear industry. (Others)

PRINCIPLE 8: BUSINESS SHOULD SUPPORT INCLUSIVE GROWTH AND EQUITABLE DEVELOPMENT

1. Does the Company have specified programmes / initiatives / projects in pursuit of the policy related to Principle 8? If yes details thereof.
The Company from its very inception has been involved with charities and a host of philanthropic and social activities. Recognizing communities and employees as the key success factors for business prosperity, the Company remains committed to their development. The CSR initiatives of the Company ensures its commitment to operate in an economically, socially and environmentally sustainable manner, in the best interest of all the stakeholders.

Bata Children’s Programme (BCP)
BCP is a global programme which aims to work for the underprivileged children in and around our areas of operations. Under BCP, we have adopted 7 schools in India and work with more than 4,000 children and school authorities. We align
the community development initiatives with UN’s Sustainable Development Goals – Gender Equality, Quality Education, Clean Water & Sanitation, Good Health & Well Being and Partnership for Goals.

**New partnerships –**

We entered into new partnerships and customized our programs to suit the requirements of the school teachers and children.

- **Online Learning Management System**
- **Virtual Sports Programme for the children**

**Online Science Programme** - Our science programme continued with online sessions and distribution of more than 500 science kits to the children and their parents.

**Online Library sessions & Teacher Training** - Our library classes also turned virtual, with teachers improving the learning and speaking skills of the children through online reading sessions and various interactive activities, benefiting more than 500 children. Our Hole in the Wall engagement partner NIIT Foundation identified relevant topics and trained the teachers Improving Reading Habits and Values, Communication Skills, ASER testing Tools, New Assessment Tools, Online module for children, which helped more than 100 children.

**Ensured continued on-ground support** - At some of our schools, more than 1500 children were distributed notebooks and stationery, immunity booster kits, nutritious meals, etc.

**Adopted different methodologies to keep virtual studies interesting during lockdown** - We had to adopt different approach to keep learning process interesting for the children - multimedia animated short videos were made on various academic topics which assisted more than 500 primary level students to learn difficult topics in a better manner; other methods like storytelling, worksheets, games, etc. were also adopted.

**Infrastructure Upgradation** - In terms of the infrastructure upgradation, we also completed renovation of washrooms at Bata Shatak BCP School as part of the yearly school plan. At Bataganj BCP School, washrooms for girls were renovated, new drinking water/hand wash structures were constructed, and a classroom was renovated. External bodies from the government inaugurated it and appreciated the work done at the schools.

**Employee engagement** - Celebration of all the special days like Diwali, Children’s Day, Teacher’s Day, Christmas, etc. went virtual, wherein kids demonstrated their skills through engagement sessions and competitions. Important days like World Food Day, Global Hand Washing Day, World Mental Health Day, International Yoga Day, etc. were also celebrated engaging experts from the industry. Our employees also participated whole heartedly in most of the virtual programs and interacted with the children. One of the employees also volunteered to conduct yoga session with the kids on International Yoga Day.

**Girl Child Empowerment through Project Nanhi Kali**

In partnership with KC Mahindra Education Trust, Bata supports education of underprivileged girl child through project Nanhi Kali. With the closure of schools, the girls faced immense problems to continue education. We already have a skewed child sex ratio of 914 girls to 1,000 boys (Census 2011) and poor female literacy rates of 65% at the national level and 46% in rural India (Annual Economic Survey of India 2018). The school closures caused by the pandemic further widened gender disparities in access to education, having a disproportionately negative impact on girls from disadvantaged families (UNESCO & Plan International 2020).

During the year, we continued to support education of 813 girls in the primary classes and renewed sponsorship for 500 girls for their continued education.

**COVID-19 Community Interventions**

When the pandemic hit the country, the company decided to reach out to the underprivileged and frontline workers in & around our areas of operations. 1,000 hygiene kits consisting of sanitizer, masks, dental hygiene, personal hygiene, etc along with +1.10 lac meals/dry ration packets were distributed to the children at BCP schools and communities at large. We strategically reached out to the frontline workers like police, hospitals, etc. in and around our operations and donated +4,000 hygiene kits & 2,000 immunity booster kits through Ayush Ministry. During the lockdown, our factories made masks and face shields. +35,000 masks and +4,000 face shields were donated to the police, ESI hospitals and other essential departments.
**Stride with Pride**

With setting in of the pandemic, Bata globally pledged to donate 1 million pair of footwear to the medical workers and their families as a ‘thank you’ gesture for their unflinching support during the difficult times. We started the donation drive in May 2020 and till date donated +1.92 lac pairs of footwear to the medical workers and their families at the government & private hospitals, ASHA & Aaganwadi workers, small clinics, charitable hospitals, police, children, etc. across +30 cities. We saw excellent employee engagement, with some employees going out of the way to timely deliver the footwear at the hospitals.

We received appreciation letters from renowned government & private hospitals and other institutions for shoe donation drives and engagement with the police and other frontline workers.

**Bata Heroes**

The pandemic saw tremendous employee volunteering initiatives. Our employees came forward and partnered with us whole heartedly in driving CSR initiatives in our local communities. From sponsoring meals at old age homes, disinfecting and fumigation drives for farmers to providing essential grocery items at the old age home, orphanages, reaching out to daily wage labours and many more. At Batanagar, employees came together and voluntarily provided around 8400 meals to the families of the daily wage labours, small vendors, etc.

Our employees supported initiatives during the natural disasters as well. During the Vizag gas tragedy, Bata Vizag team came forward to help the families who were affected by the gas leak and identified the most vulnerable families. Addressing basic needs were taken up & food preparation and purchase of water bottles, necessary items were planned by the team collectively. The employees reached out to more than 150 people for support.

During Amphan disaster, we donated more than 1,000 pairs of footwear in the affected areas.

**Treatment of children with Clubfoot disease**

Our support to Miracle Feet Foundation for Eliminating Clubfoot for treatment of 66 children with Clubfoot disease in UP region got completed. Clubfoot is a congenital birth defect wherein one or both the feet are turned inwards, making it a leading cause of disability in children in the developing world. During the pandemic, we saw a drop out of 8 patients who migrated to other cities or were not traceable.

2. **Are the programmes / projects undertaken through in-house team / own foundation / external NGO / government structures / any other organization?**

The Company’s CSR activities are undertaken by an internal dedicated team and also through external NGOs. The names of such NGOs have been disclosed in the Annexure - V to the Board’s Report.

Employee volunteers also come forward and participate in the CSR activities. The Company partners with Non-Governmental Organizations (NGOs), Government Institutions and well known Corporate Bodies for design and implementation of selected projects.

3. **Have you done any impact assessment of your initiative?**

The Company conducts periodic assessments for its projects under the CSR programmes. Continuous Monitoring and Evaluation (M & E) of the programmes take place throughout the year, which helps to improve the quality of the project and achieve maximum results to ensure benefits to the stakeholders. This year, since most of the programmes turned virtual, we adopted various methodologies to conduct the assessments as most of them were through virtual mode.

To quote few examples here –

For our online sports programme, we set up KPIs and tracked our progress against those KPIs on regular basis: +500 kids onboarded, +50 weekly videos assigned, weekly active users, retention rate, parent perception survey – taking feedback from parents on the overall fitness levels improvement amongst their children.

Girls supported under project Nanhi Kali underwent assessments from home on their phones and tablets on the subjects Maths & language. Regular attendance of the girls was also tracked. While the girls scored better in language, with an average score of +50 , Maths required more work, with 40+ score.

For science sessions, assessments were created using quiz feature of google form. Quiz links were given to students on WhatsApp messages. After students submitted the quiz, they got immediate feedback for any wrong answer, which
helped them in their learning. Children were also distributed science kits to help them conduct science experiments at home for better learning. We were able to reach out to +900 children.

4. **What is your Company's direct contribution to community development projects and the details of the projects undertaken:**

During the financial year ended March 31, 2021, the Company has spent a total amount of **Rs. 92.22 Million** towards various CSR projects as against the allocated budget of **Rs. 87.20 Million**. The details thereof have been provided in the “Annual Report on CSR Activities” as attached to the Board’s Report. A brief summary thereof is as under:

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Focus Area</th>
<th>Amount (Rs. in Million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Promotion of education in schools</td>
<td>19.52</td>
</tr>
<tr>
<td>2.</td>
<td>Nanhi Kali - Girl Child Education</td>
<td>2.70</td>
</tr>
<tr>
<td>3.</td>
<td>COVID-19</td>
<td>4.05</td>
</tr>
<tr>
<td>4.</td>
<td>Stride with Pride campaign – Footwear donation campaign</td>
<td>63.91</td>
</tr>
<tr>
<td>5.</td>
<td>Promotion of Sports amongst the Youth in communities</td>
<td>0.37</td>
</tr>
<tr>
<td>6.</td>
<td>Treatment of children with Club Foot disease</td>
<td>0.22</td>
</tr>
<tr>
<td>7.</td>
<td>Cost of CSR professional, audit, etc.</td>
<td>1.45</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>92.22</strong></td>
</tr>
</tbody>
</table>

*Excess CSR spend of 5.02 million to be carried forward.

5. **Have you taken steps to ensure that this community development initiative is successfully adopted by the community? Please explain in 50 words, or so.**

During the year, due to the pandemic, most of the programmes went virtual. Working towards supporting frontline workers like medical fraternity, police, local hospitals, etc. became our priority. The Company believes in participatory approach while planning and implementing the community development initiatives. Before initiating a community development project, a needs assessment is conducted to identify the local needs, stakeholder commitments which also helps in creating a buy-in from the local communities. The Company’s CSR projects at several locations are developed in consultation and participation with various stakeholders including the local communities. Each location has an independent programme implementation committee which ensures planning and implementation of projects, periodic reviews and information sharing with necessary stakeholders. The local committees work under the overall guidance and framework defined by the corporate CSR Team of the Company.

**PRINCIPLE 9: BUSINESS SHOULD ENGAGE WITH AND PROVIDE VALUE TO THEIR CUSTOMERS AND CONSUMERS IN A RESPONSIBLE MANNER**

1. **What percentage of customer complaints / consumer cases are pending as on the end of financial year.**

During the year under review, the Company has ensured to address and resolve customer complaints / consumer cases amicably and has further strengthened its Customer Care Team and improvised the complaints redressal processes for speedy resolution of customer complaints. The Company has received 1,61,194 customer / consumer complaints during the year under review and have resolved 1,61,183 complaints amicably during the financial year 2020-21. Remaining 11 (~0.01%) complaints lying pending at the end of financial year has since been resolved.

Multiple new initiatives were rolled out – we implemented a new CRM Ticketing tool (FreshWorks) which is integrated with multiple other internal systems to automate Customer Service operations, implementation of refund automation solutions, new Contact Center partner with better technology solutions. During the year under review, the focus was primarily to pivot the Customer Service function keeping in mind the new consumer buying behaviour & the subsequent post sales expectations. This involved defining the end-to-end consumer journeys and identifying the key pillars of change.

2. **Does the Company display product information on the product label, over and above what is mandated as per local laws? Yes / No / N.A. / Remarks (additional information)**

All mandatory declarations as require under the Legal Metrology Act and the Rules made thereunder are duly displayed on the Principal display Panel (PDP) of the products.
3. Is there any case filed by any stakeholder against the Company regarding unfair trade practices, irresponsible advertising and/or anti-competitive behaviour during the last five years and pending as on end of financial year. If so, provide details thereof, in about 50 words or so.

One of the customers filed a complaint before district forum in Chandigarh alleging unfair trade practice for charging of carry bag with Bata Logo. The matter was decided in customers favour granting monetary compensation which was upheld by State Forum. We challenged both the orders before National Forum and after hearing the matter on merits, the National forum was pleased to stay the orders of district and State forum and also permitted us to charge for the carry bags. The matter is pending sub-judice.

4. Did your Company carry out any consumer survey / consumer satisfaction trends?

Yes, the Company has introduced a strong Customer Feedback Mechanism to capture feedback from customers on their shopping experience and measuring it as per the global standard tool NPS (Net Promoter Score) intermittently/periodically. The Company has started an initiative to close loop Detractors (customers who give negative feedback) by calling them and addressing/resolving their queries. There are certain other feedbacks as well which the Company has started taking from customers with regards to product quality, product launches, shopping preferences, company’s distribution business, etc.