

Corporate Briefing Session - 2024

Bata Pakistan Limited

Bata





**Comfort
& Style
since 1894**

148 million

PAIRS OF SHOES
SOLD ANNUALLY

34 000

EMPLOYEES
WORLDWIDE

75+

DIFFERENT NATIONALITIES
REPRESENTED

19

MANUFACTURING
SITES

6 000

RETAIL
OUTLETS

56+

COUNTRIES WHERE
WE SELL IN

130+

YEARS OF PROVIDING STYLISH,
COMFORTABLE AND AFFORDABLE SHOES

Bata Pakistan | Largest footwear manufacturing and selling concern in Pakistan

Since 1942 Bata Pakistan has been rendering its services to its valued customers by offering quality products.

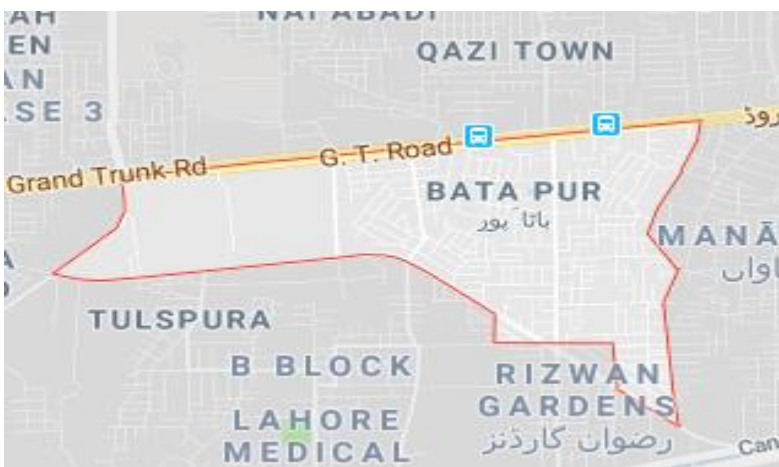
It was incorporated in Pakistan as Bata Shoe Company (Pakistan) Limited in 1951 and went public to become Bata Pakistan Limited in the year 1979.

Since its inception, the company has not only maintained a good reputation of manufacturing high quality footwear for all segments but has also been designing shoes in accordance with the changing fashions and trends.

Bata has always been the market leader and in order to maintain its leadership it has invested millions of rupees in updating its systems and equipment during the last few years. This will enable the company to expand, modernize and develop its operations and in the process provide additional employment opportunities



Bata Pakistan | Our Manufacturing



Batapur Plant

Batapur established in

- 1940

Maraka established in

- 1985

Total Company Capacity

- 18.31 Million Pairs

Production Processes:

- Cemented
- DIP
- PU- Pouring
- Injected Plastic
- Thongs



Maraka Plant

Bata Pakistan | Our Retail & Non – Retail Footprints

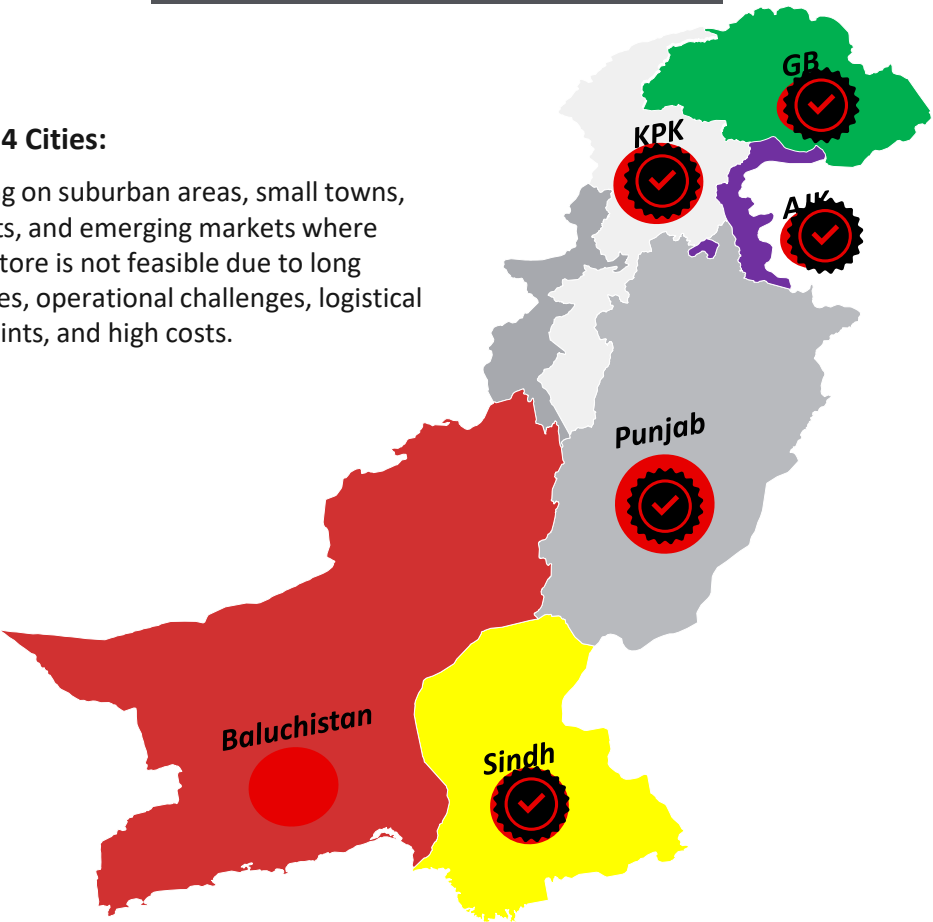
Retail Footprint



Franchise Footprint

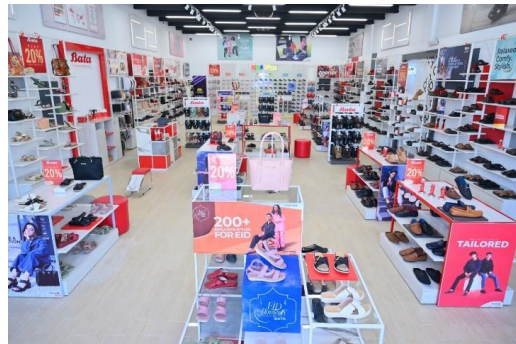
Tier 3, 4 Cities:

Focusing on suburban areas, small towns, outskirts, and emerging markets where Retail Store is not feasible due to long distances, operational challenges, logistical constraints, and high costs.



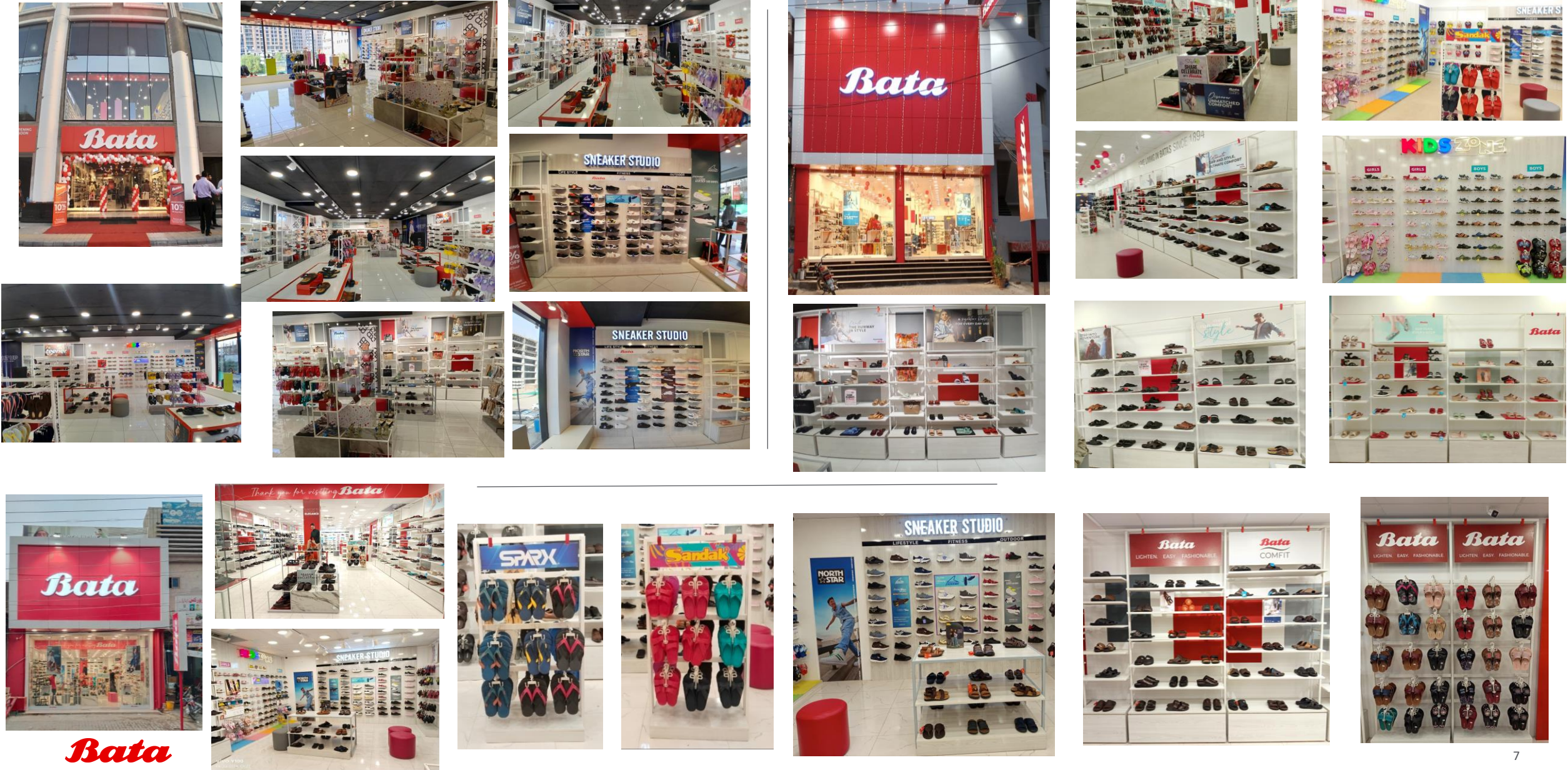
- We have 2 own Factories & 30 LS factories from where we source merchandise and distribute to 402 stores & non-retail customers all over Pakistan.

Retail New Stores 2024 – Revamping Customer Experience



Franchise New Stores 2024 – Delivering same shopping experience

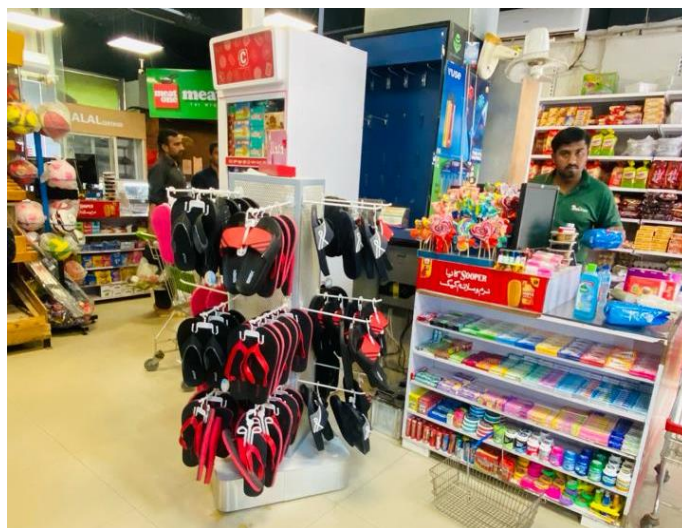
Franchise at par Retail



Bata



Modern Tarde Expansion



Bata Pakistan | CSR Activities 2024

As a responsible corporate citizen, Bata Pakistan is actively fulfilling its responsibility since it started its business in Pakistan. We believe, it is our moral responsibility to act in a socially responsible manner for our employees, customers, business partners and the community at large. Our objective is to improve quality of life in the communities we operate through integrated and sustainable development in every possible way.

In the wake of giving back to the communities, following initiatives were taken:

- To impart our role for better environment, “Plant for Life” campaign was launched by the employees of Bata Pakistan in which more than 4,000 trees and saplings were planted in Batapur and Maraka factories, schools, roadside areas and local communities.
- Kitchen gardening drive in schools and communities.
- Medical and health awareness camps were arranged in schools and children were educated on personal hygiene, importance of pure water and precautions against epidemics and common diseases.
- To provide clean & safe drinking water to the children and community, a water filtration plant was installed in school.
- In order to promote sports and healthy culture, we built badminton court, football ground and arranged annual sports functions in various schools.
- Renovation of a house at SOS Village Lahore.
- Infrastructure support to schools.

Bata Pakistan | CSR Activities 2024

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In the wake of giving back to the communities, following initiatives were taken:

- Regular mentoring sessions for children on character building, self-grooming and developing IT skills.
- Spending quality time with children admitted in hospital.
- A blood donation camp was arranged in collaboration with Sundas Foundation in which Bata employees donated 60 units of blood to save lives of children with Thalassemia.
- Shoe donation to people in need.
- Celebrating Founder's Day (130th anniversary of Bata Shoe Organization), World Environment Day, International Women's Day, International Day of the girl child and World Children's day to spread awareness upon their importance.
- In order to support educational process of underprivileged children, distribution of school bags, books, uniforms and shoes to the students of various schools

Bata Pakistan | CSR Activities 2024

Medical Camp

Health Awareness

Blood Donation Camp



Tree Planation



Bata Pakistan | CSR Activities 2024



World Environment Day | Volunteer Activities in Schools | Sports Day | Health Awareness Sessions

Bata Pakistan | CSR Activities 2024



Water Filtration Plant | School Construction Volunteer Activities

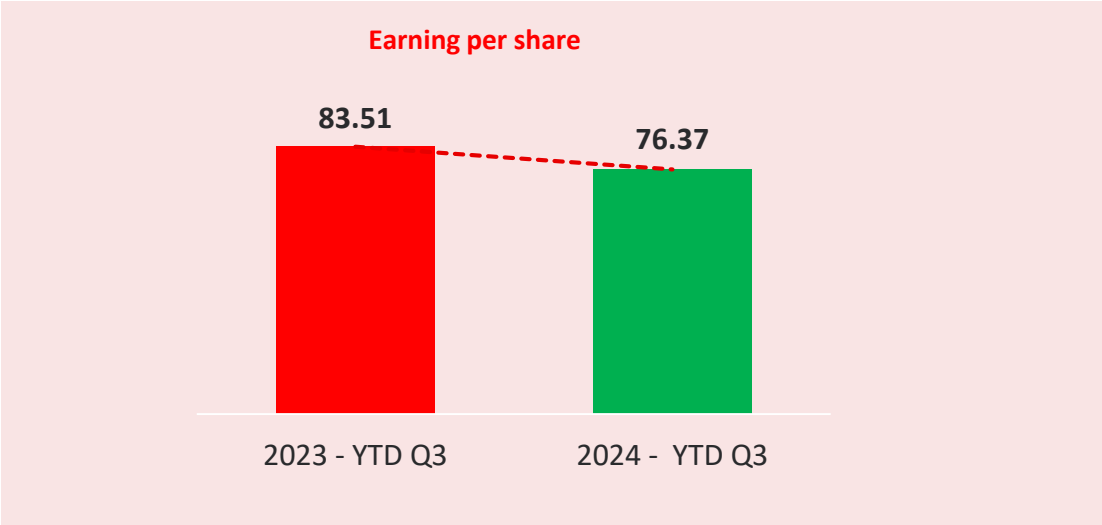
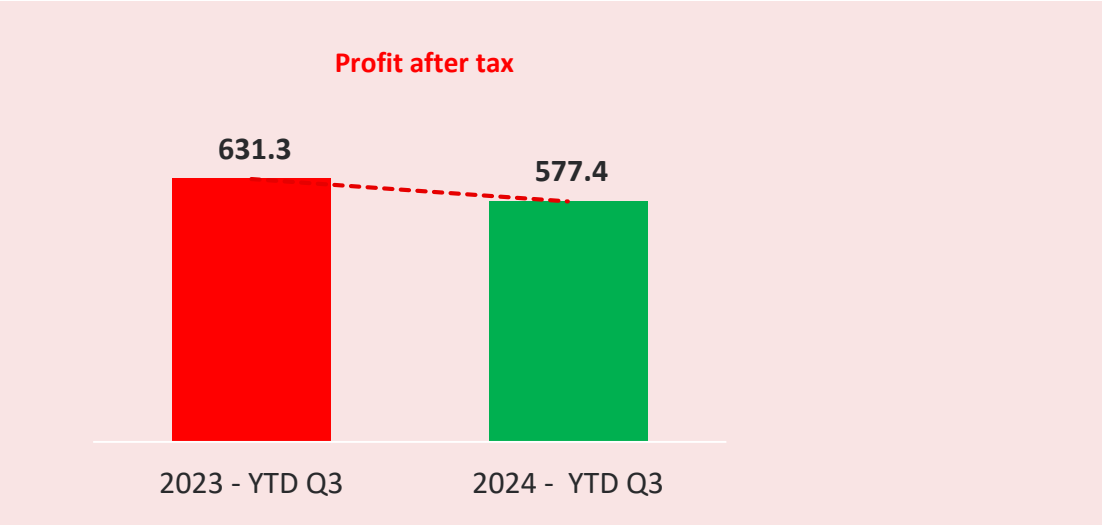
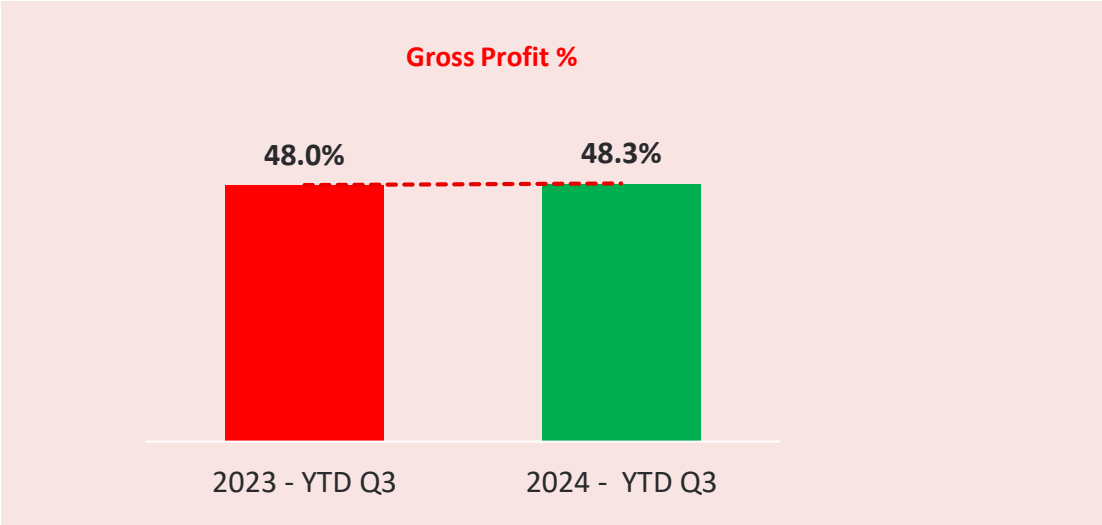
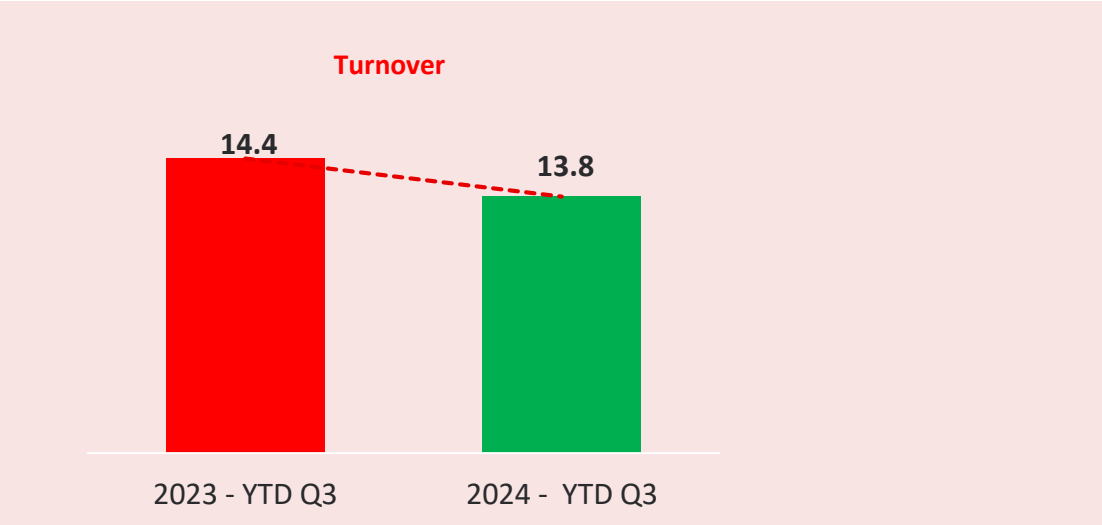
Financial Information



Bata Pakistan at a glance

YTD Q3 - 2024

Snapshot



Future Outlook



2025

Business Goals

Remain the most accessible shoe brand in Pakistan



Strengthening Retail through consolidation



In Store Excellence & best -in- class services



Premiumization & Smart Pricing within store



Strengthen ISS new technology



Strengthen Franchise business



2025

Our People & Society Goals



In 2025, Bata Pakistan aspires to eliminate waste from all processes while achieving quality that delights consumers



Being a sustainable organization goes hand-in-hand with being a socially responsible organization



People are the driving force behind all growth and innovation. Bata Pakistan shall have the best human capital by 2025

**Thank you for
your attention**

Bata