

**Bata**

999/CORP

December 12, 2024

The General Manager  
Pakistan Stock Exchange Limited  
Stock Exchange Building  
Stock Exchange Road  
Karachi.

**Sub: Presentation of Corporate Briefing Session (“CBS-2024”)**

Dear Sir,

In compliance with the requirement of the PSX notice, please find enclosed herewith the Presentation of Corporate Briefing Session (“CBS-2024”).

Yours truly,  
For Bata Pakistan Limited

  
Amjad Farooq  
Chief Financial Officer



Encl: As above

# 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.

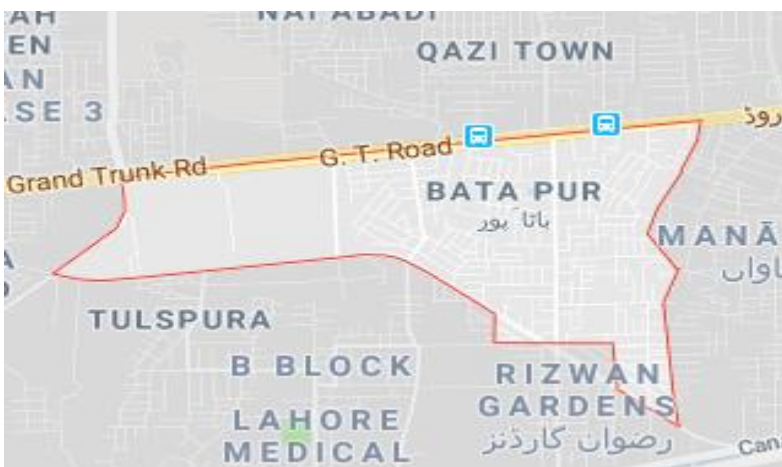
It was incorporated in Pakistan as Bata Shoe Company (Pakistan) Limited in 1951 and went public to become Bata Pakistan Limited in the year 1979.

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:

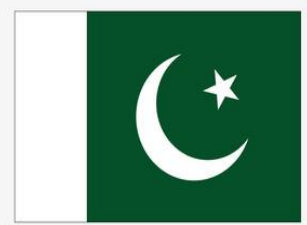
- Cemented
- DIP
- PU- Pouring
- Injected Plastic
- Thongs



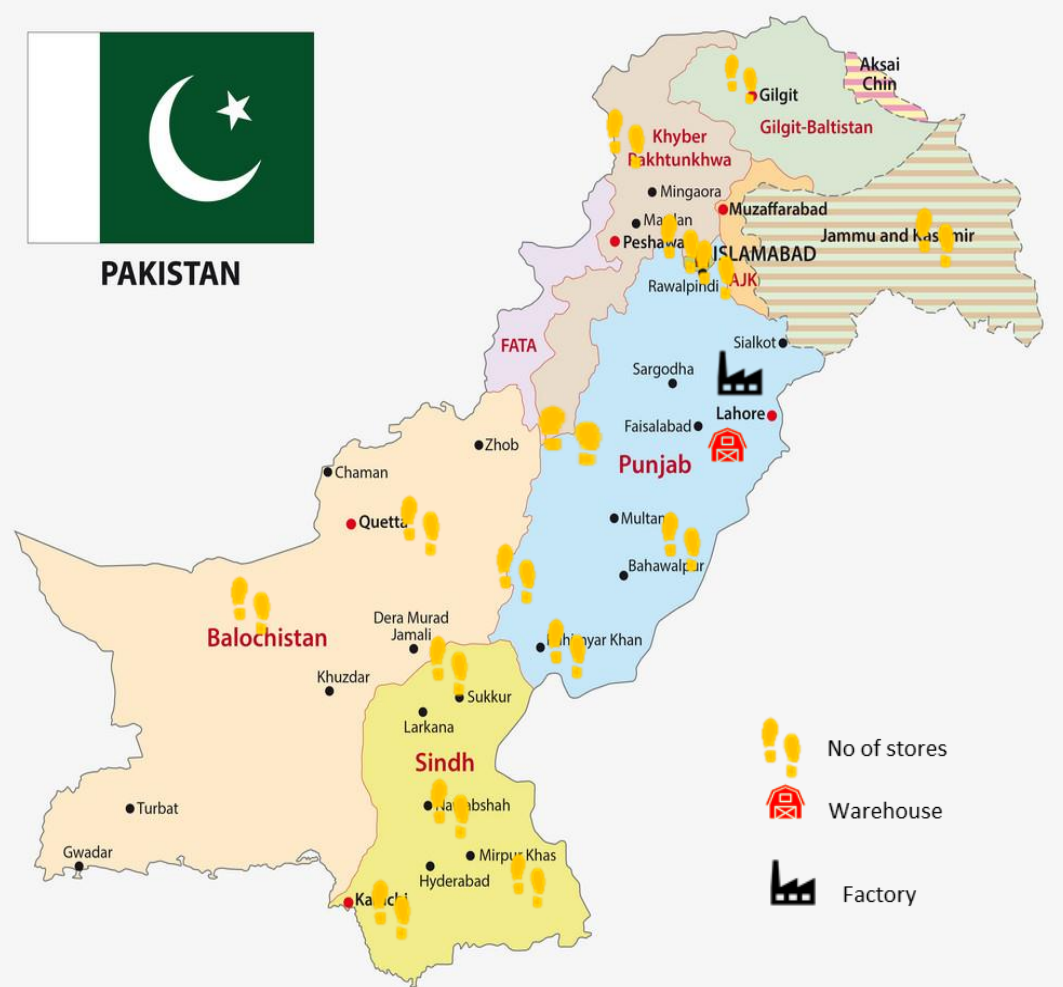
**Maraka Plant**

# Bata Pakistan | Our Retail & Non – Retail Footprints

## Retail Footprint



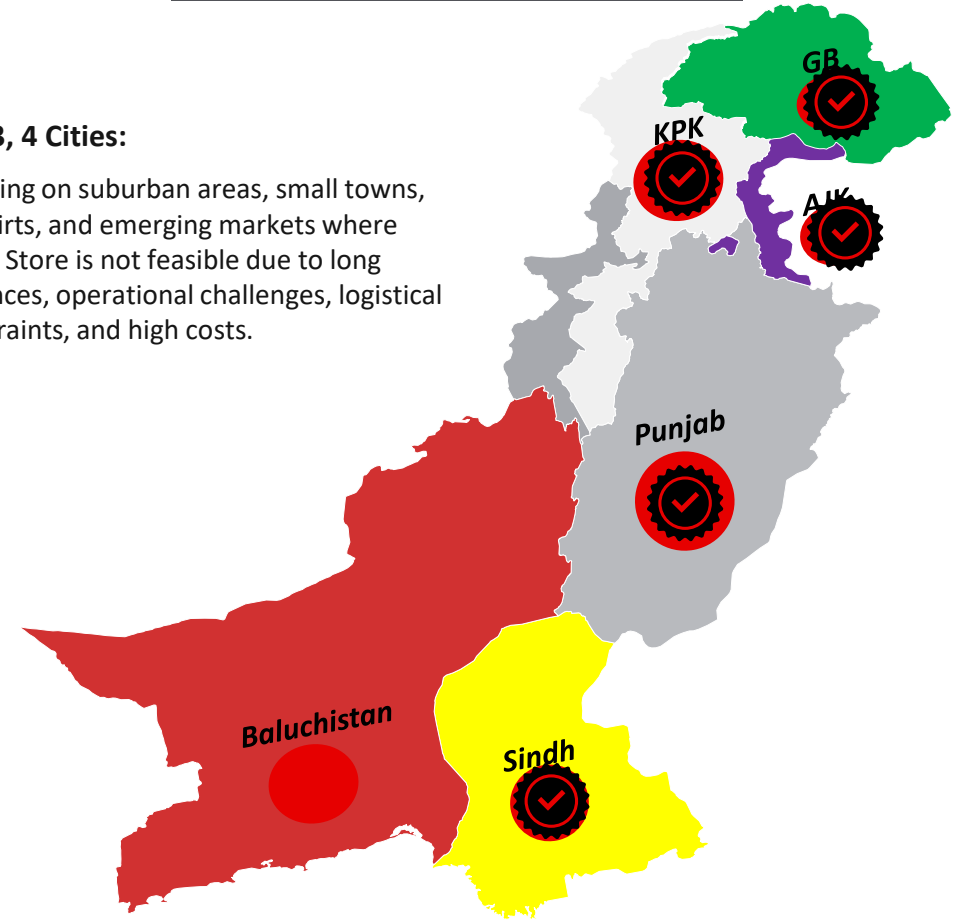
PAKISTAN



## 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.



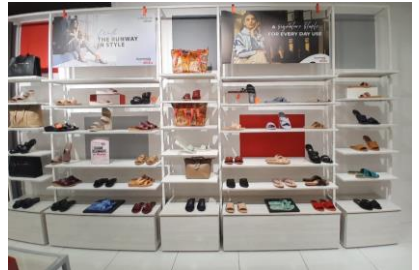
- We have 2 own Factories & 30 LS factories from where we source merchandise and distribute to 402 stores & non-retail customers all over Pakistan.

# Retail New Stores 2024 – Revamping Customer Experience



# Franchise New Stores 2024 – Delivering same shopping experience

Franchise at par Retail



**Bata**



**CSD**  
The Caring Store

**METRO**  
Cash & Carry

  
كارفور  
**Carrefour**

  
**SWERA**  
DEPARTMENTAL STORE

  
**AL-FATAH**

**Naheed**  
Supermarket

**SPAR**

  
**Rainbow**  
Value Shopping

  
**BINSAFEER**  
SUPERMARKET

**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.

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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

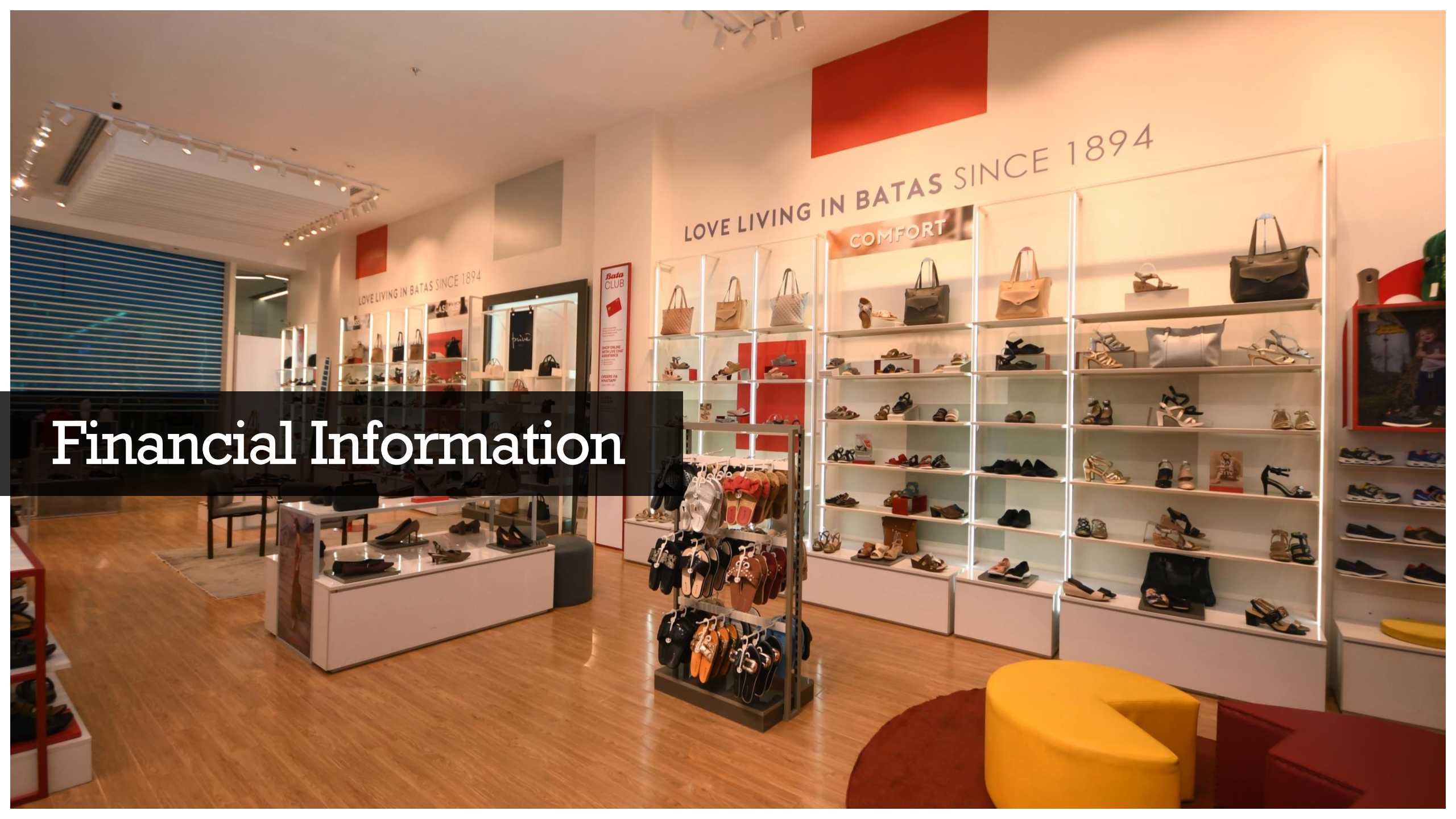


World Environment Day | Volunteer Activities in Schools | Sports Day | Health Awareness Sessions

# Bata Pakistan | CSR Activities 2024



Water Filtration Plant | School Construction Volunteer Activities



LOVE LIVING IN BATAS SINCE 1894

LOVE LIVING IN BATAS SINCE 1894

COMFORT

**Bata CLUB**  
MUCH MORE THAN JUST SHOES  
ORDER ON BATA.COM

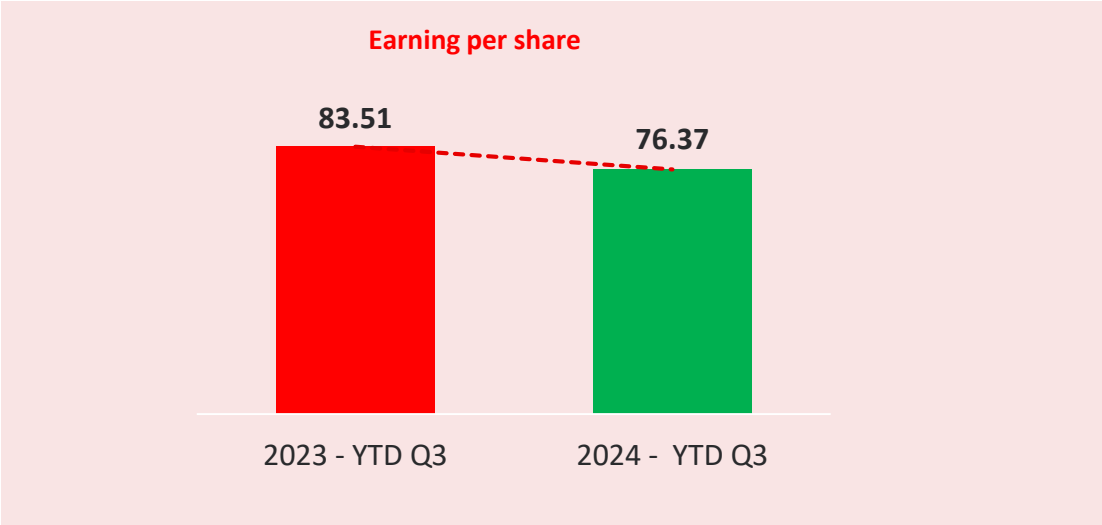
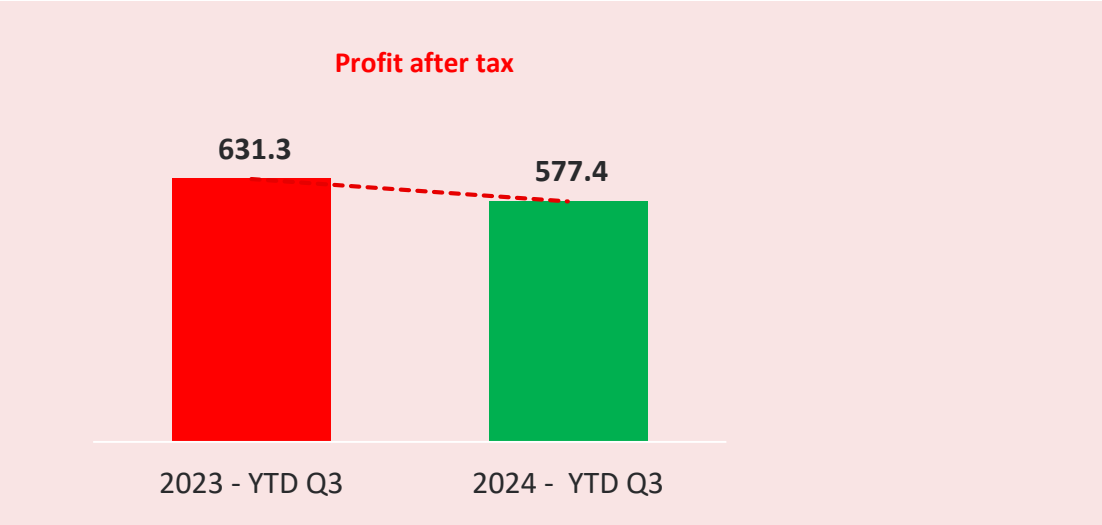
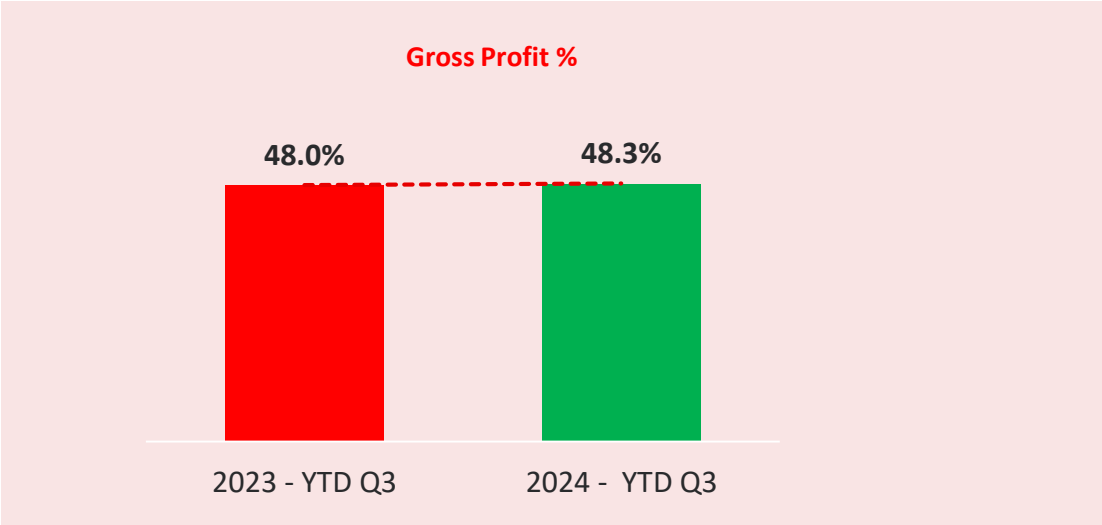
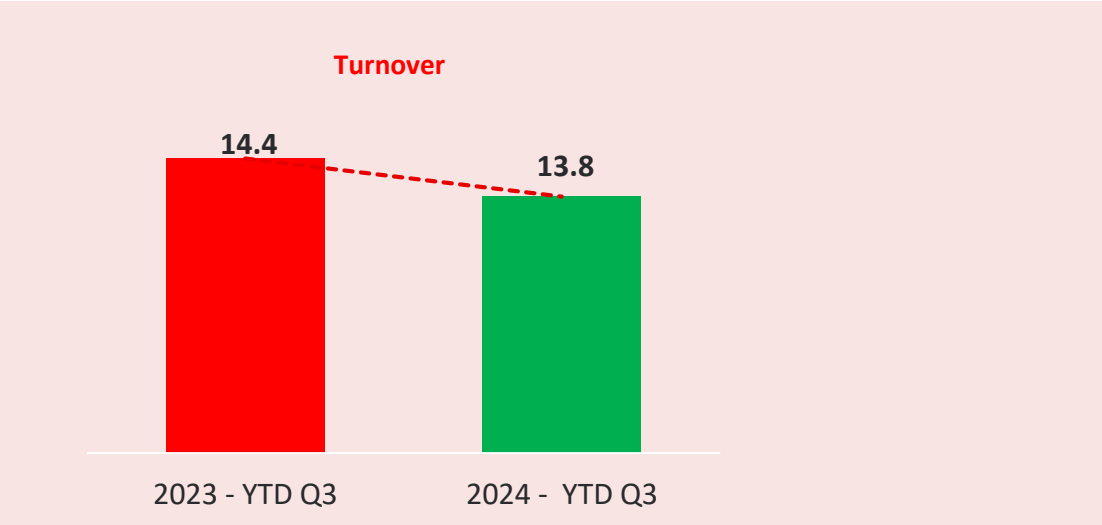
# Financial Information



# Bata Pakistan at a glance

YTD Q3 - 2024

Snapshot



# Future Outlook



LOVE LIVING IN BATAS SINCE 1894

COMFORT

Bata  
CLUB  
MUCH MORE TO  
DISCOVER  
CHECK OUT  
OUR NEW  
COLLECTIONS  
ONLINE AT  
BATA.COM

# 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***