

Bata | 2025 & Future Outlook

CORPORATE BRIEF 2025

- Style.
- Materials.
- Prices.
- Quality.
- Values.

Unreasonably Good **Shoes.**



Bata | Global Footprints

Family Owned Business

The Bata Group is a family-owned business, making it possible to provide customers around the world with the best shoes at the best prices, backed by unparalleled service, for over 130 years.

We live the Bata way by improving the life of each community in which we operate. This means supporting our consumers, teams and the community itself, as well as providing opportunities for personal and professional growth.



5,800 Stores

17 Factories

+32,000 Employees

56 Countries

Bata

Bata is one of the world's largest Footwear Retailers & Manufacturers

Bata Pakistan | One of the most trusted brand of Pakistan for more than 77 years.

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.

- Bata Pakistan is serving its valued customers through a strong retail network comprising of more than 350+ retail outlets and registered wholesaler across the country.
- It has introduced sophisticated technology and business skills to the country and provided direct and indirect employment to about 10,000 people.
- Bata Pakistan is also operating an international program under the name of Bata Children program, which aims to create a brighter future for the children of the community in which we operate.

Bata



Bata Pakistan | Our Manufacturing

Consolidation and upgradation of factories is in process for lean and efficient operations



Batapur established in

• 1940

Maraka established in

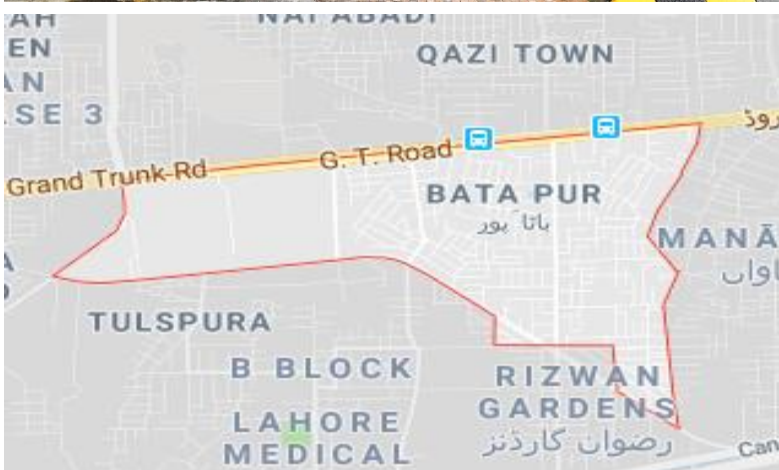
• 1985

Total Company Capacity

• 11.65 Million Pairs

Production Processes:

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



Batapur Plant



Maraka Plant

Bata Pakistan | Our Retail & Non – Retail Footprints

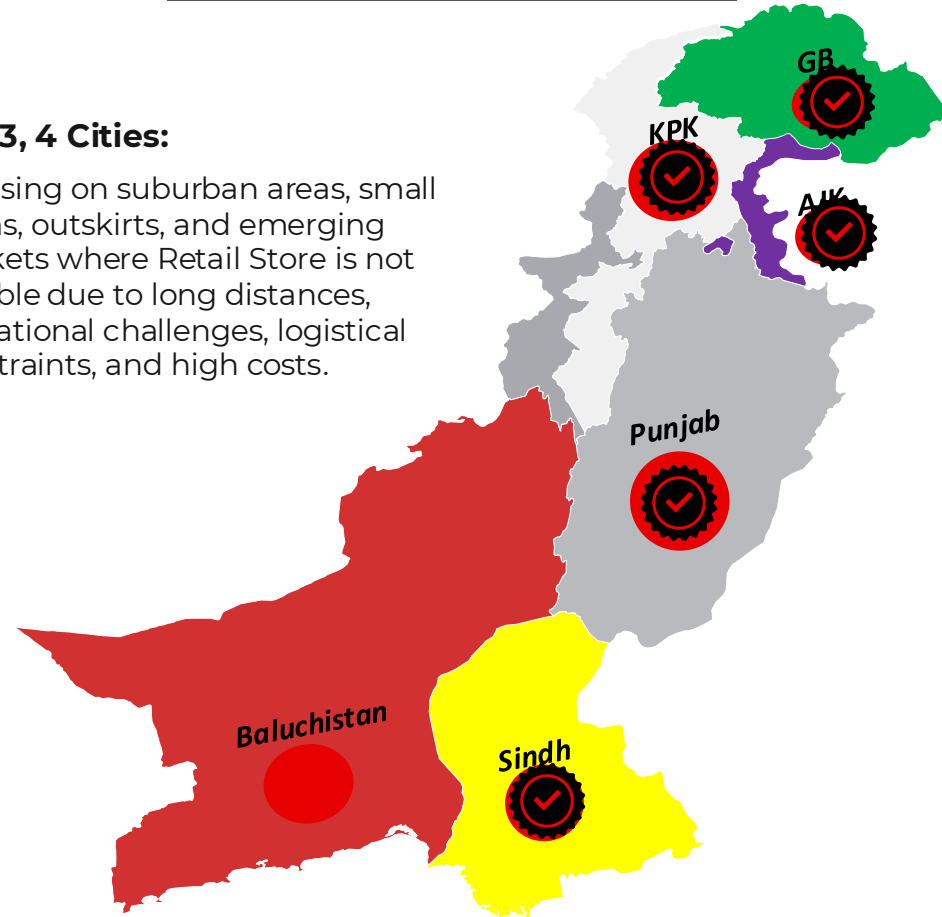
Retail Footprint



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.



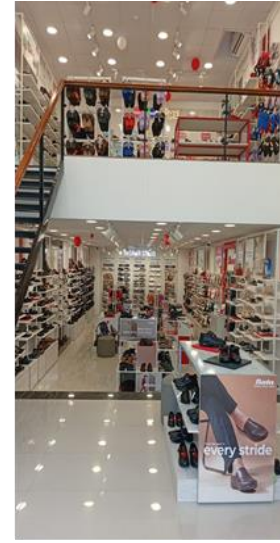
- We have 2 own Factories & local sourcing factories from where we source merchandise and distribute to 350+ stores & non-retail customers all over Pakistan.

Retail New Stores 2025 – Revamping Customer Experience



Franchise New Stores 2025 – Delivering same shopping experience

Franchise at par Retail



Bata

Bata Pakistan | CSR Activities 2025

Education & Youth Development

- Health awareness sessions, IT mentoring, digital literacy workshops, social media awareness, science museum visit, and school-based learning initiatives.
- Enhanced knowledge, digital skills, critical thinking, and career awareness among hundreds of students.

Health & Wellbeing

- Free Medical Camp benefiting **285 patients**, including diagnostic testing for **165 individuals**.
- Health awareness campaigns on hygiene, disease prevention, and healthy lifestyles.
- Installation of a **Water Filtration Plant** providing safe drinking water to **750+ students** and surrounding communities.

Environment & Sustainability

- **2,100+ trees and saplings planted** through Plant for Life campaign.
- Kitchen gardening initiative promoting sustainable food practices.
- World Environment Day activities focusing on **#BeatPlasticPollution**, community clean-up drives, and environmental awareness.

Community Engagement & Social Responsibility

- Sponsorship and participation in SOS Children's Village 50th Anniversary Fundraising Walk.
- Founder's Day volunteering projects including classroom renovation, lawn refurbishment, and drinking water facility improvements.
- Recognition of **78 Long Service Award recipients** and **20 active BCP volunteers**.

Sports, Inclusion & Child Development

- Annual Sports Day involving multiple schools.
- World Children's Day "Joy Splash Carnival" promoting inclusion, creativity, sportsmanship, and family engagement.

Volunteerism & Humanitarian Support

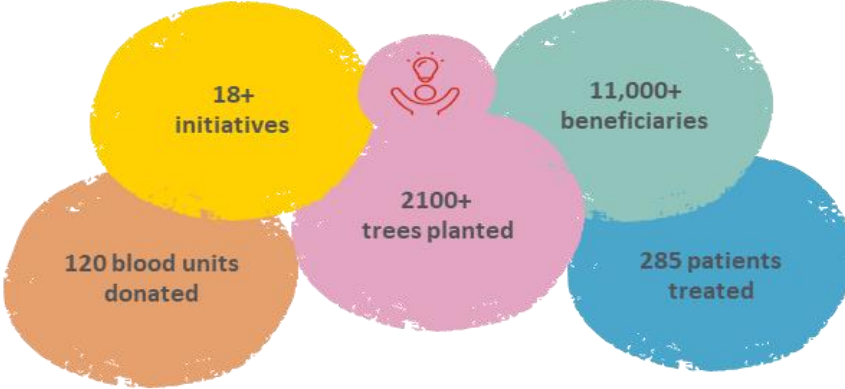
- Blood Donation Camp in collaboration with Sundas Foundation resulting in **96 units of blood collected from 102 volunteers**.
- Strong employee participation across all CSR and community development initiatives.

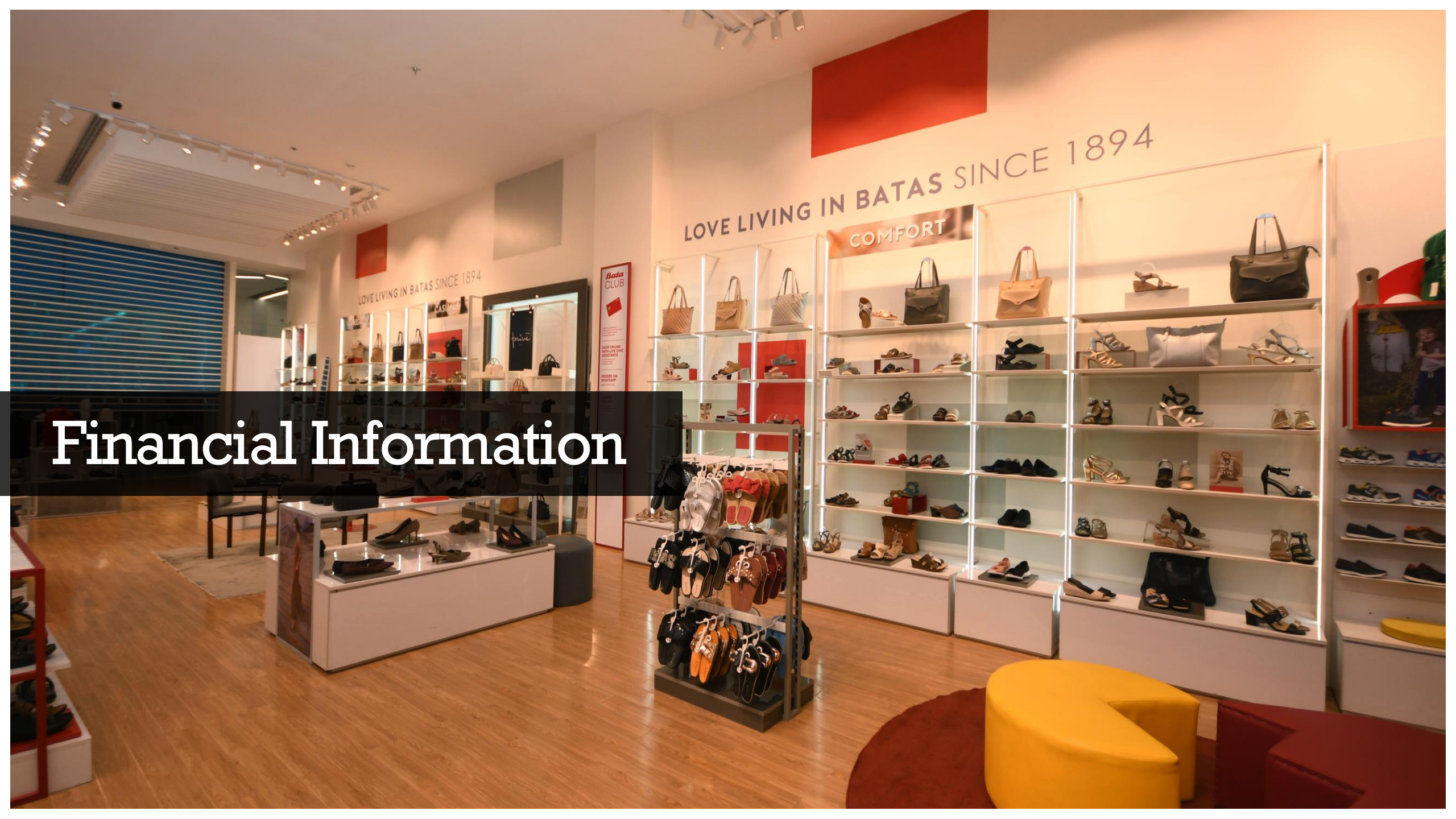
Overall Impact

BCP Pakistan positively impacted **students, employees, families, schools, and local communities** through initiatives focused on **education, health, environmental sustainability, volunteerism, inclusion, and community welfare**, reinforcing its commitment to creating long-term social value and meaningful community partnerships.

Bata Pakistan | CSR Activities 2025

Numbers that matter



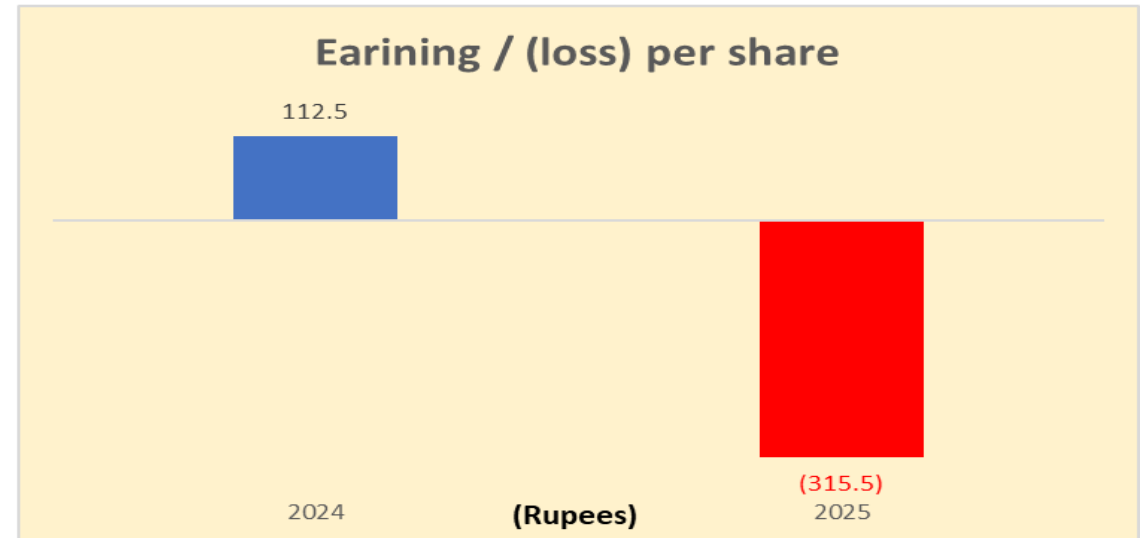
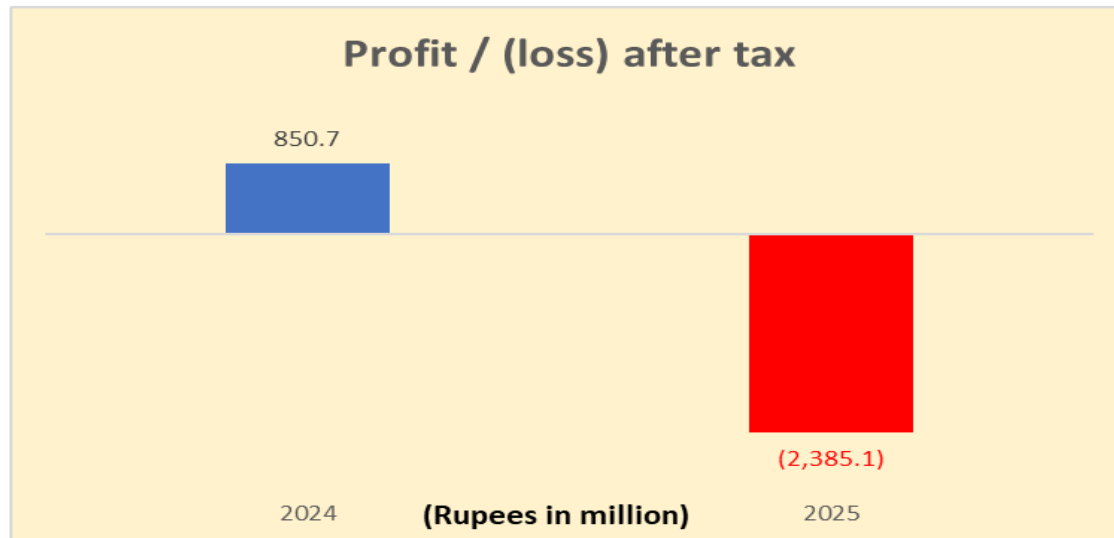
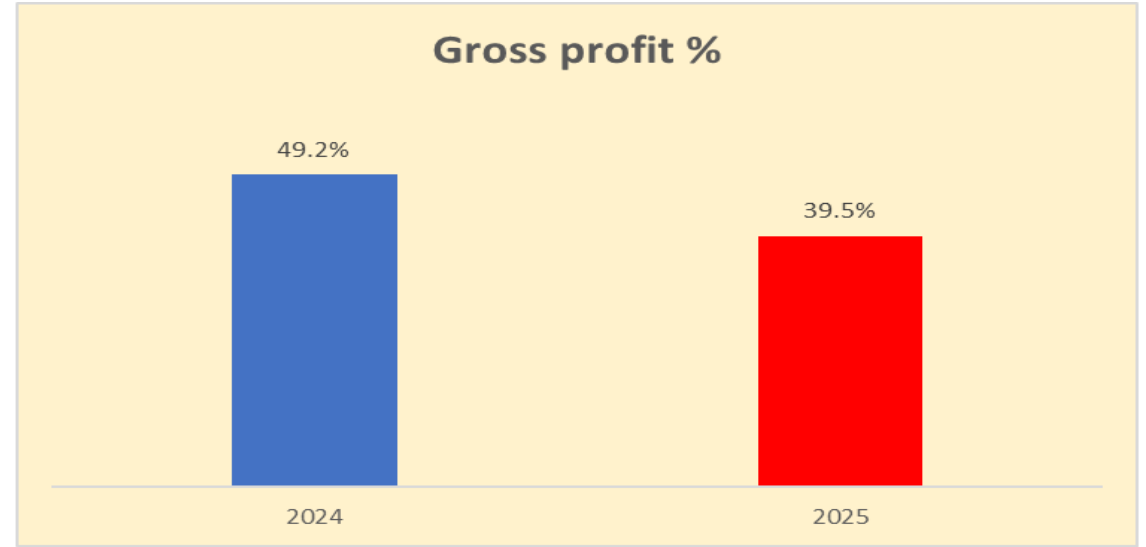
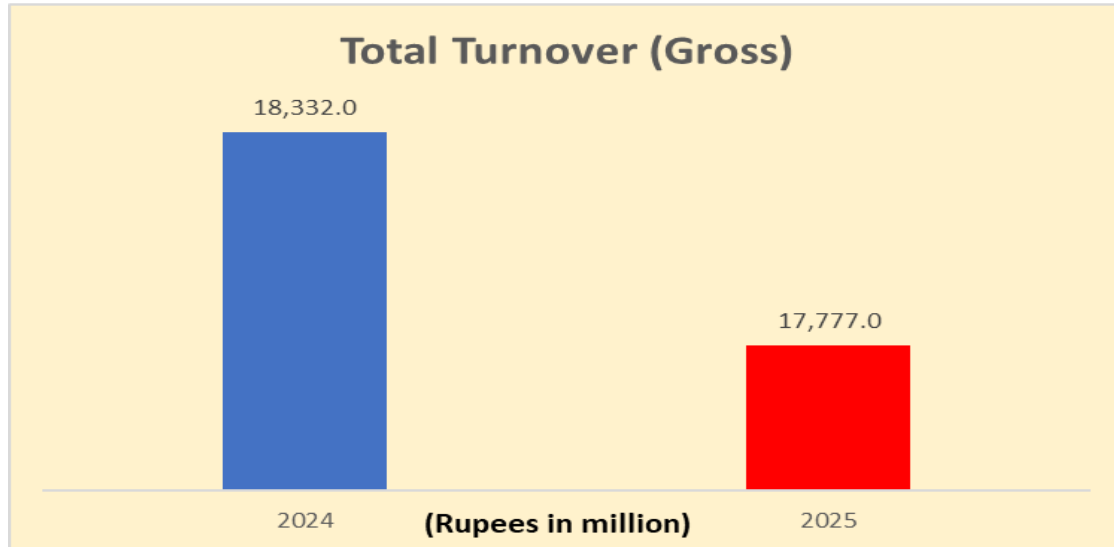


Financial Information

Bata Pakistan at a glance

2025

Snapshot





LOVE LIVING IN BATAS SINCE 1894

LOVE LIVING IN BATAS SINCE 1894

COMFORT

Bata CLUB
SIGN UP ONLINE WITH LIVE CHAT ASSISTANCE
CHECK OUT BATA CLUB

Future Outlook

2026

Business Goals

Unreasonably good shoes in market



Strategic flagship expansion, and network investment



In Store Excellence & best -in-class services



Focus categories, competitive pricing & promotions to boost topline



Optimize Cost Structure by streamline operations



Drive Aggressive growth in Franchise through network expansion & FA2A through exclusive range



2026

Our People & Society Goals

In 2026, Bata Pakistan aspires to reduce waste from all processes while achieving quality that delights consumers



Establish a Resource Center at Tomas Bata School to support learning, creativity, and student development.



Provide Clean Drinking Water through a filtration plant at Government Girls High School, Sooter Mills, benefiting 1,800 students and the local community. Launch the BCP Mobile Health Learning Van to promote health, hygiene, and wellness awareness in partner schools.



People are the driving force behind all growth and innovation. Bata Pakistan is focused on building up future ready organization.

**Thank you
for your
attention**

Bata