



BATA INDIA TIES UP WITH PAYTM & FREECHARGE
FOR EASE OF PAYMENTS

Announces Consumer - Friendly Initiatives During Demonetization Drive

Launches Special Offer 'Buy any footwear and get 25% off*on additional pairs'

New Delhi: November 17, 2016: Bata India Limited has come out with a slew of initiatives to help customers deal with the cash crunch they are facing during the demonetization drive. Consumers across the country can avail of a special offer wherein a purchase of the first footwear can help one get 25% off* on additional pairs. In addition, Bata has extended its payment options by accepting PayTM and Freecharge alternatives, to help consumers further.

Mr.Rajeev Gopalakrishnan (President, South Asia, Bata Emerging Markets) said, "At Bata we constantly research our consumers' evolving lifestyle and their environment and currently we understand that our cash-starved consumers are facing some inconvenience. We are trying to make our consumers' money work harder by announcing special purchase offers and also expanding our payment options to include PayTM and Freecharge to enable our customers to go cashless at our stores. We welcome this developmental move by our government and are extending these offers to help consumers around the country."

Bata India Demonetization Offer

- a. Buy any footwear and get 25% off on additional pairs (Pair of highest value will be considered as 1st pair and discount will be applicable on all balance pairs). Single consumer can get discount on upto 5 additional pairs. Offer valid till 21st Nov 2016.
- b. Payment Options increased to include PayTM and FreeCharge.

*conditions apply

Additionally, members of Bata Club-the loyalty program, can avail of the many rewards and privileges, including redemption of points for purchases at this time.

About BATA

Bata has been holding a unique place in the hearts of Indians for more than 85 years. Probably the only footwear brand that offers footwear and accessories for the entire family, Bata has redefined the modern footwear industry in India. It has established a leadership position in the industry and is the most trusted name in branded footwear. It sells over 50 million pairs of

footwear every year and serves to over 120,000 customers almost every day.

Bata India is the largest footwear retailer in India, offering footwear, accessories and bags across brands like Bata, Hush Puppies, Naturalizer, Power, Marie Claire, Weinbrenner, North Star, Scholl, Bata Comfit and Bubblegummers to name a few. It retails in over 1,265 Bata stores, on bata.in and in thousands of multi-brand footwear dealer stores pan-India. More information on Bata India can be found at www.bata.in

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