

BATA (BN) B.V.

Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001
Attn: Mr. Gopalkrishnan Iyer

National Stock Exchange of India Limited
Exchange Plaza, Plot No. C/1,
G Block, Bandra-Kurla Complex,
Bandra (E), Mumbai – 400 051
Attn: Mr. Hari K.

Bata India Limited
6 A S N Banerjee Road Post Box No
8913 ,Kolkata ,West Bengal ,700013
Attn: Mr. Maloy Kumar Gupta

Best, the Netherlands
12 November 2013

Sub: Acquisition of 608,657 shares of Bata India ('Company') by Bata (BN) B.V.

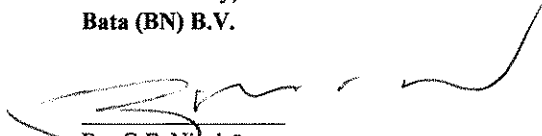
Dear Sir,

Pursuant to and in compliance with Regulation 29(2) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, and subsequent amendments thereto (the "SEBI Takeover Regulations"), we bring to your attention that today i.e November 12, 2013, the Promoter of the Company Bata B N B V, has purchased 608,657 equity shares constituting 0.95% of the paid-up equity share capital of Bata India Limited through open market purchase, as per the details given in Annexure 1 .

Disclosure as per Regulation 13 (4A) of the Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2011 for the above acquisition of shares by the Promoter of the Company has been provided in Annexure 2.

Request you to kindly note the same.

Yours sincerely,
Bata (BN) B.V.



By: G.F. Nicolai
Title: Managing Director A

Encl.: Annexure 1, Annexure 2

BATA (BN) B.V.

Annexure 1

Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

1. Name of the Target Company (TC)	Bata India Limited		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Bata B N B V		
3. Whether the acquirer belongs to Promoter/Promoter group	Promoter		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India, Bombay Stock Exchange		
5. Details of the acquisition / disposal/holding of shares/voting rights/holding of the Acquirer and PAC	Number	% w.r.t. total share/voting capital wherever applicable	% w.r.t. total diluted share/voting capital of the TC(*)
<u>Before the acquisition/disposal under consideration, holding of:</u>			
a) Shares carrying voting rights	3,34,24,100	52.01%	52.01%
b) Voting rights (VR) otherwise than by shares	-	-	-
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)	-	-	-
Total (a+b+c)	3,34,24,100	52.01%	52.01%

Europaplein 1, 5684 ZC Best, P.O. Box 990, 1000 AZ Amsterdam, the Netherlands

Telephone +31 20 521 4777, Facsimile +31 20 521 4888

Bata (BN) B.V., established in Amsterdam, the Netherlands

Registration number Chamber of Commerce 33 038 028

BATA (BN) B.V.

<u>Details of acquisition/sale</u>			
a) Shares carrying voting rights acquired/sold	608,657	0.95%	0.95%
b) VRs acquired /sold otherwise than by shares	-	-	-
c) Warrants/convertible securities/any other instrument	-	-	-
that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
Total (a+b+c)	608,657	0.95%	0.95%
<u>After the acquisition/sale, holding of:</u>			
a) Shares carrying voting rights	34032757	52.96%	52.96%
b) VRs otherwise than by shares	-	-	-
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition.	-	-	-
Total (a+b+c)	34032757	52.96%	52.96%
6. Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market		
7. Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	12 th November 2013		
8. Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs 642637700		
9. Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs 642637700		
10. Total diluted share/voting capital of the TC after the said acquisition/sale.	Rs 642637700		

Europaplein 1, 5684 ZC Best, P.O. Box 990, 1000 AZ Amsterdam, the Netherlands

Telephone +31 20 521 4777, Facsimile +31 20 521 4888

Bata (BN) B.V., established in Amsterdam, the Netherlands

Registration number Chamber of Commerce 33 038 028

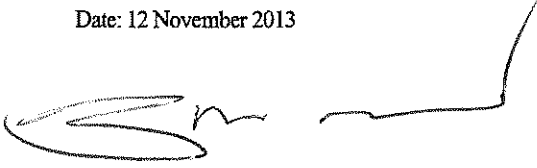
BATA (BN) B.V.

Signature of the acquirer

Authorised Signatory

Place: Best

Date: 12 November 2013

A handwritten signature in black ink, consisting of a large, stylized 'B' followed by a series of connected loops and a final upward stroke.

Europaplein 1, 5684 ZC Best, P.O. Box 990, 1000 AZ Amsterdam, the Netherlands

Telephone +31 20 521 4777, Facsimile +31 20 521 4888

Bata (BN) B.V., established in Amsterdam, the Netherlands

Registration number Chamber of Commerce 33 038 028

BATA (BN) B.V.

Annexure 2 FORM D

Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992

[Regulations 13(4A)]

Details of change in shareholding or voting rights held by Director or Officer and his dependents or Promoter or Person who is part of Promoter Group of a listed company.

Name, PAN No. & Address of Promoter/ Person who is part of Promoter Group/Director/ Officer.	No. & % of shares/ voting rights held by the Promoter/ Person who is part of Promoter Group/Director/ Officer	Date of receipt of allotment advice/ acquisition/ sale of shares/ voting rights	Date of intimation to company	Mode of acquisition (market purchase/ public/rights/ preferential offer, etc.)/sale	No. & % of shares/ voting rights post acquisition/ sale	Trading member through whom the trade was executed with SEBI Registration No. of the TM	Exchange on which the trade was executed	Buy quantity	Buy Value (Rs)	Sell quantity	Sell value
Bata (BN) B.V.	Number of shares held: 33424100 % of shares/ voting rights held 52.01%	12 th November 2013	12 th November 2013	On Market	Number of shares/voting rights post acquisition: 34,032,757 % of shares/ voting rights held post acquisition 52.96%	ICICI Securities SEBI Registration Number: INB011286854	BSE	608657	541223093.61	-	-

Europaplein 1, 5664 ZC Best, P.O. Box 990, 1000 AZ Amsterdam, the Netherlands
Telephone +31 20 521 4777, Facsimile +31 20 521 4888
Bata (BN) B.V., established in Amsterdam, the Netherlands
Registration number Chamber of Commerce 33 038 028