

Bata India brings in Sanjana Sanghi for 'Make Your Way' Campaign Launch Spotlighting Victoria Ballerina

Category: Business

written by International Khabar | February 6, 2026



EVERYDAY COMFORT.
VICTORIA BALLERINA

STARTING AT
₹899

Bata
MAKE YOUR WAY

Bata India, India's most trusted footwear brand, has unveiled a refreshed chapter of its '**Make Your Way**' campaign, with actor Sanjana Sanghi coming on board as its new face. The campaign continues to spotlight the **Victoria Ballerina** range, placing the classic ballerina silhouette centre stage as a symbol of everyday comfort and modern femininity. Bata's

association with the silhouette is longstanding. Bata India holds the trademark for “**Ballerinas**” being the brand that created the category, which is now one of the most loved segments in women’s wear. Sanjana’s grounded, self-made journey and purposeful voice mirror the values the collection stands for, confidence, authenticity and contemporary femininity, reinforcing Bata’s vision of creating footwear that supports young women shaping their own paths, on their own terms.

EVERYDAY COMFORT.
VICTORIA BALLERINA

STARTING AT
₹899

Bata
MAKE YOUR WAY

Bata India onboards Sanjana Sanghi to launch its new victoria ballerina collection

Ballerinas have long been central to Bata's design heritage. Inspired by Europe's classic dance lineage, the silhouette was originally created for balance, movement and long hours on the feet, principles that align seamlessly with Bata's own legacy of comfort-first craftsmanship. Engineered through multiple mould iterations, the Ballerinas deliver elevated arch support, a soft cushioned sole and a breathable foot-hugging upper. Ballerinas have brought comfort into everyday wear.

At the heart of the campaign is the [Victoria Ballerina collection](#), created for women who move seamlessly between work, college, leisure and daily routines. The range features lightweight silhouettes in soft pastels and warm neutrals, blending Bata's comfort-first approach with clean, feminine design for all-day wearability.

Watch the full film here: www.instagram.com/p/DUPglYxEt2J/

Commenting on the launch, **Badri Beriwal, Chief Strategy and Business Development Officer, Bata India**, said, *"With Everyday Comfort and the Victoria Ballerina, we are reaffirming what Bata stands for today, footwear that complements modern lifestyles. Our focus is on delivering products that are thoughtfully designed, stylish, and truly comfortable for everyday wear."*

"For me, Comfort and confidence are two sides of the same

*coin,” says **Sanjana Sanghi**. “I want shoes that let me move through my day without thinking about them. The Victoria Ballerinas fit naturally into my everyday life, whether I’m working, travelling, or just stepping out.”*

Entering 2026 on a strong momentum, the ballerina silhouette will anchor the portfolio, reaching consumers across diverse style preferences in India—from modern to conservative. The narrative will be amplified through a diversified, integrated marketing ecosystem spanning digital, social, influencer-led content, in-store visibility, PR, and traditional media to ensure scale, relevance, and cultural resonance.

The brand is leveraging digital channels such as Spotify, JioCinema, and NoBroker, supported by high-visibility OOH placements throughout the country. **‘Make Your Way’** reflects Bata India’s renewed focus on design-led, stylish footwear for young consumers, while staying rooted in the brand’s long-standing promise of trust and comfort.

The Victoria Ballerina collection price starts from Rs. 899 and is available across Bata retail stores, the Bata app, and leading e-commerce platforms. The **‘Make Your Way’** campaign is live across digital platforms, social media and retail touchpoints, reinforcing Bata India’s commitment to elevating everyday footwear through design and comfort.

About Bata India

For close to a century, Bata India has been a symbol of trust and quality for the Indian consumers, serving 250,000 customers every day in 2023. Throughout this journey, Bata has

continuously evolved to cater to the diverse needs and preferences of its customers to become the largest footwear retailer and manufacturer in the country. Its expansive retail network consists of 1900+ stores (Company Owned and Franchise). Augmented by thousands of Multi Brand Outlets and a robust omni-channel presence across D2C and marketplaces, Bata India sells close to 50 million pairs annually.

Bata India, India's most trusted footwear brand, is on a mission to make global trends and premium fashion accessible to all consumers through its extensive retail network. It is redefining the intersection of fashion and comfort through its various brands – Bata Red Label for in trend global styles, Bata Comfit for technology enabled comfort in daily wear, athleisure brand Power for fitness sneakers and apparel, NorthStar for sneakers inspired by global youth trends, fashionable range of clogs and slip-ons under Floatz, kids brand Bubblegummers that has won the trust of parents while inspiring fun, and Hush Puppies the global brand that epitomises comfort and elegance to name a few.

To explore the world of Bata, please visit www.bata.com/in.

