

Date: 30th July 2024

To,

National Stock Exchange of India Limited Exchange Plaza, Block G, C/1, Bandra Kurla Complex, Bandra (E), Mumbai – 400051 Symbol: SAPPHIRE	BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400001 Scrip Code: 543397
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Dear Sir/Madam,

Subject: Press (Investor) Release and Earnings Presentation

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed the Press (Investor) Release and Earnings Presentation for the quarter ended 30th June 2024.

The said documents are also being made available on the Company's website <https://www.sapphirefoods.in/investors-relation/financials>.

Request you to kindly take the same on record.

Thanking you,

For Sapphire Foods India Limited



Sachin Dudam
Company Secretary and Compliance Officer

Encl.: As above



Sapphire Foods delivers 10% revenue growth at 17.3% EBITDA with steady KFC performance (excl Navratra) and recovery seen in Pizza Hut and Sri Lanka

14 Stores	₹Mn 7,165	15.1%	17.3%	1.7%
New Stores	Revenue	Rest. EBITDA%	EBITDA%	PBT%
886 Total Stores	10% YoY%	-4% YoY%	1% YoY%	-65% YoY%

Q1 FY25 Highlights

- Our Q1 FY25 Consol Restaurant Sales (₹ 7,165 Mn) grew by 10% and EBITDA (₹ 1,242 Mn) increased by 1%. Discretionary consumer spends seem to be subdued and similar to past few quarters trend. Sapphire KFC was impacted by the shift in the dates of the Navratra Festival compared to last year, while product and marketing interventions have led to improvements in the performance of both Sapphire Pizza Hut and Sri Lanka business.
- In Q1 FY25 we added 13 KFC and 1 Pizza Hut restaurants in India. Sapphire Foods total restaurant count is 886 as on 30th Jun 24.
- Consol Restaurant EBITDA margin was at 15.1% (↓ 210 bps)
- Consol EBITDA (₹ 1,242 Mn, 17.3%) grew YoY by 1% (↓ 150 bps) | Consol Adj. EBITDA (₹ 707 Mn, 9.9%) declined YoY by 8% (↓ 190 bps)
- Consol PBT (₹ 118 Mn, 1.7%) | Consol Adj. PBT (₹ 239 Mn, 3.3%). Consol PAT was ₹ 82 Mn (1.1%) | Consol Adj. PAT ₹ 172 Mn (2.4%)

- Sapphire KFC delivered Restaurant Sales of 11% YoY (-6% SSSG) and Restaurant EBITDA at 18.8% (↓ 200 bps YoY). The drop in EBITDA% is on account of operating de-leverage due to the negative SSSG (further impact of Navratra). Amongst all QSR brands given its principal non-vegetarian offerings, KFC is impacted the most during vegetarian festival days.
- Sapphire Pizza Hut has seen an uplift in performance with 17% sequential QoQ increase in ADS (₹48K Q1FY25 vs ₹41K Q4FY24), ahead of the normal seasonal trend. It delivered Restaurant Sales growth of 3% YoY (-7% SSSG) and Restaurant EBITDA at 4.6% (↓ 440 bps YoY) including additional marketing investments. The launch of the differentiated “folded” handheld pizza concept ‘Melts’ in Mar’ 24 along with a strong mass media advertising campaign has improved consumer interest and reversed the ADS decline of successive quarters. However, as communicated earlier, we need to continue to back the brand with both product innovation and marketing investments over the next several quarters.
- The Sri Lanka business continues to improve with a strong quarter of double digit SSSG (11%) and SSTG. Restaurant Sales grew by 13% in LKR (↑ 19% in ₹ terms) and Restaurant EBITDA margins were at 13.2% (↑ 20 bps YoY). The transaction growth bodes well for the business as the Sri Lankan economy recovers from the twin issues of macro-economic uncertainty and high-cost inflation.

About Sapphire Foods:

Sapphire Foods started operations in September 2015, by the acquisition of about 270 KFC and Pizza Hut Stores in India and Sri Lanka, by a group of leading Private Equity firms and is managed by a team of professionals.

Sapphire Foods is a leading YUM franchisee operator in the Indian subcontinent with presence in India, Sri Lanka and Maldives. We are the largest international QSR chain in Sri Lanka in terms of revenue and number of restaurants operated as of March 31, 2021. (Source: *Technopak Report*). As of Jun 30, 2024, we own and operate 442 KFC and 320 Pizza Hut restaurants in India, 111 Pizza Hut and 9 Taco Bell restaurants in Sri Lanka and 2 KFC and Pizza Hut each in Maldives.

We aspire to be India’s best restaurant operator by serving customers great food with great experience at great value. We operate our restaurants in high traffic and high visibility locations in key metropolitan areas and cities across India and develop new restaurants in new trade areas in existing and new cities as part of our brand and food category expansion.

Contact Details

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www.sapphirefoods.in	www.orientcap.com

Safe Harbor Statement

Any forward-looking statements about expected future events, financial and operating results of the Company are based on certain assumptions which the Company does not guarantee the fulfillment of. These statements are subject to risks and uncertainties. Actual results might differ substantially or materially from those expressed or implied. Important developments that could affect the Company’s operations include a downtrend in the industry, global or domestic or both, significant changes in political and economic environment in India or key markets abroad, tax laws, litigation, labour relations, exchange rate fluctuations, technological changes, investment and business income, cash flow projections, interest, and other costs. The Company does not undertake any obligation to update forward-looking statements to reflect events or circumstances after the date thereof.



SAPPHIRE FOODS INDIA LIMITED

Q1 FY25 BUSINESS PERFORMANCE

JULY'2024



SAFE HARBOR



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Certain matters discussed in this Presentation may contain statements regarding the Company’s market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company’s ability to successfully implement its strategy, the Company’s future levels of growth and expansion, technological implementation, changes and advancements, changes in Restaurant Sales, income or cash flows, the Company’s market preferences and its exposure to market risks, as well as other risks. The Company’s actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third party statements and projections.

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THE SAPPHIRE STORY



Two global brands
(KFC & Pizza Hut) with **Scale
& PAT profitability among
Top 3 QSR operators**



**Capability and capital to
rapidly drive organic and
inorganic growth plans**

**Value based work
culture, high on
governance** enabled by
professional
management, board and
promoters



Execution Mindset
Great Customer
experience along with
Superior Back-end
operational excellence



**Optimal capital allocation
drives new restaurant
expansion model** - focus on
smaller sized **omni-channel
restaurants**



Q1 FY25

CONSOLIDATED FINANCIAL HIGHLIGHTS

KEY HIGHLIGHTS

Q1 FY25



- Our Q1 FY25 Consol Restaurant Sales (₹ 7,165 Mn) grew by 10% and EBITDA (₹ 1,242 Mn) increased by 1%. Discretionary consumer spends seem to be subdued and similar to past few quarters trend. Sapphire KFC was impacted by the shift in the dates of the Navratra Festival compared to last year, while product and marketing interventions have led to improvements in the performance of both Sapphire Pizza Hut and Sri Lanka business.
- In Q1 FY25 we added 13 KFC and 1 Pizza Hut restaurants in India. Sapphire Foods total restaurant count is 886 as on 30th Jun 24.
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- Consol EBITDA (₹ 1,242 Mn, 17.3%) grew YoY by 1% (↓ 150 bps) | Consol Adj. EBITDA (₹ 707 Mn, 9.9%) declined YoY by 8% (↓ 190 bps)
- Consol PBT (₹ 118 Mn, 1.7%) | Consol Adj. PBT (₹ 239 Mn, 3.3%). Consol PAT was ₹ 82 Mn (1.1%) | Consol Adj. PAT ₹ 172 Mn (2.4%)
- Sapphire KFC delivered Restaurant Sales of 11% YoY (-6% SSSG) and Restaurant EBITDA at 18.8% (↓ 200 bps YoY). The drop in EBITDA% is on account of operating de-leverage due to the negative SSSG (further impact of Navratra). Amongst all QSR brands given its principal non-vegetarian offerings, KFC is impacted the most during vegetarian festival days.
- Sapphire Pizza Hut has seen an uplift in performance with 17% sequential QoQ increase in ADS (₹48K Q1FY25 vs ₹41K Q4FY24), ahead of the normal seasonal trend. It delivered Restaurant Sales growth of 3% YoY (-7% SSSG) and Restaurant EBITDA at 4.6% (↓ 440 bps YoY) including additional marketing investments. The launch of the differentiated “folded” handheld pizza concept ‘Melts’ in Mar’ 24 along with a strong mass media advertising campaign has improved consumer interest and reversed the ADS decline of successive quarters. However, as communicated earlier, we need to continue to back the brand with both product innovation and marketing investments over the next several quarters.
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SUMMARY CONSOLIDATED FINANCIALS

Q1 FY25



Particulars	Q1 FY25	Q1 FY24	Change YoY	FY24
Restaurant Sales ₹ mn	7,165	6,526	▲ 10%	25,880
Adj. EBITDA ₹ mn	707	772	▼ -8%	2,717
%	9.9%	11.8%	▼ -190 bps	10.5%
EBITDA ₹ mn	1,242	1,224	▲ 1%	4,718
%	17.3%	18.8%	▼ -150 bps	18.2%
PBT ₹ mn	118	336	▼ -65%	699
%	1.7%	5.2%	▼ -350 bps	2.7%
PAT ₹ mn	82	249	▼	520
%	1.1%	3.8%	▼	2.0%
Restaurant Additions	14	35		129

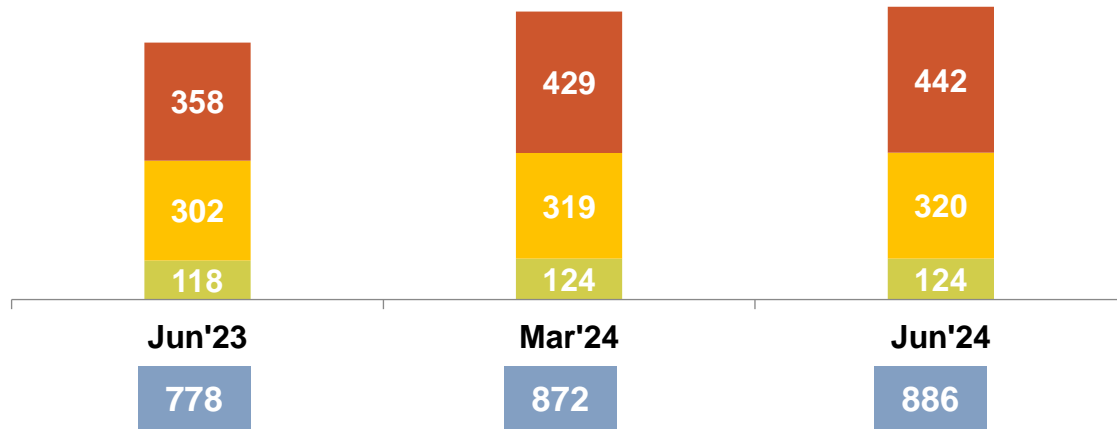
Adj. EBITDA is before Ind-AS 116 adjustments

SAPPHIRE FOODS CURRENT PRESENCE



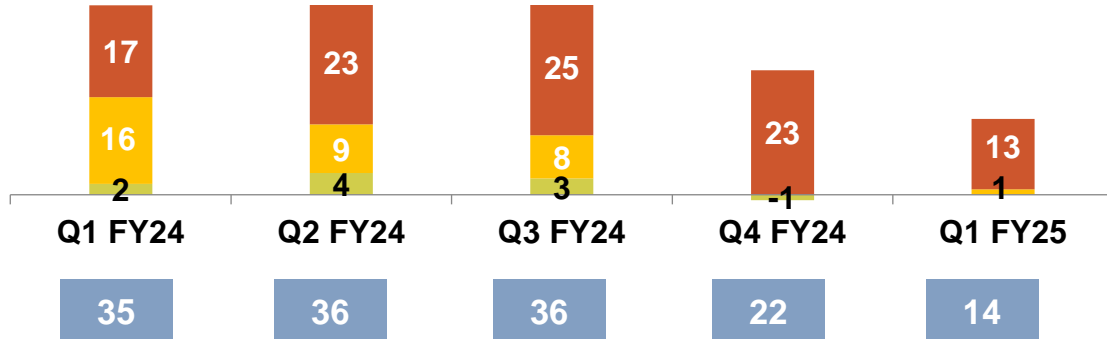
RESTAURANT COUNT

■ KFC India ■ Pizza Hut India ■ Sri Lanka + Maldives

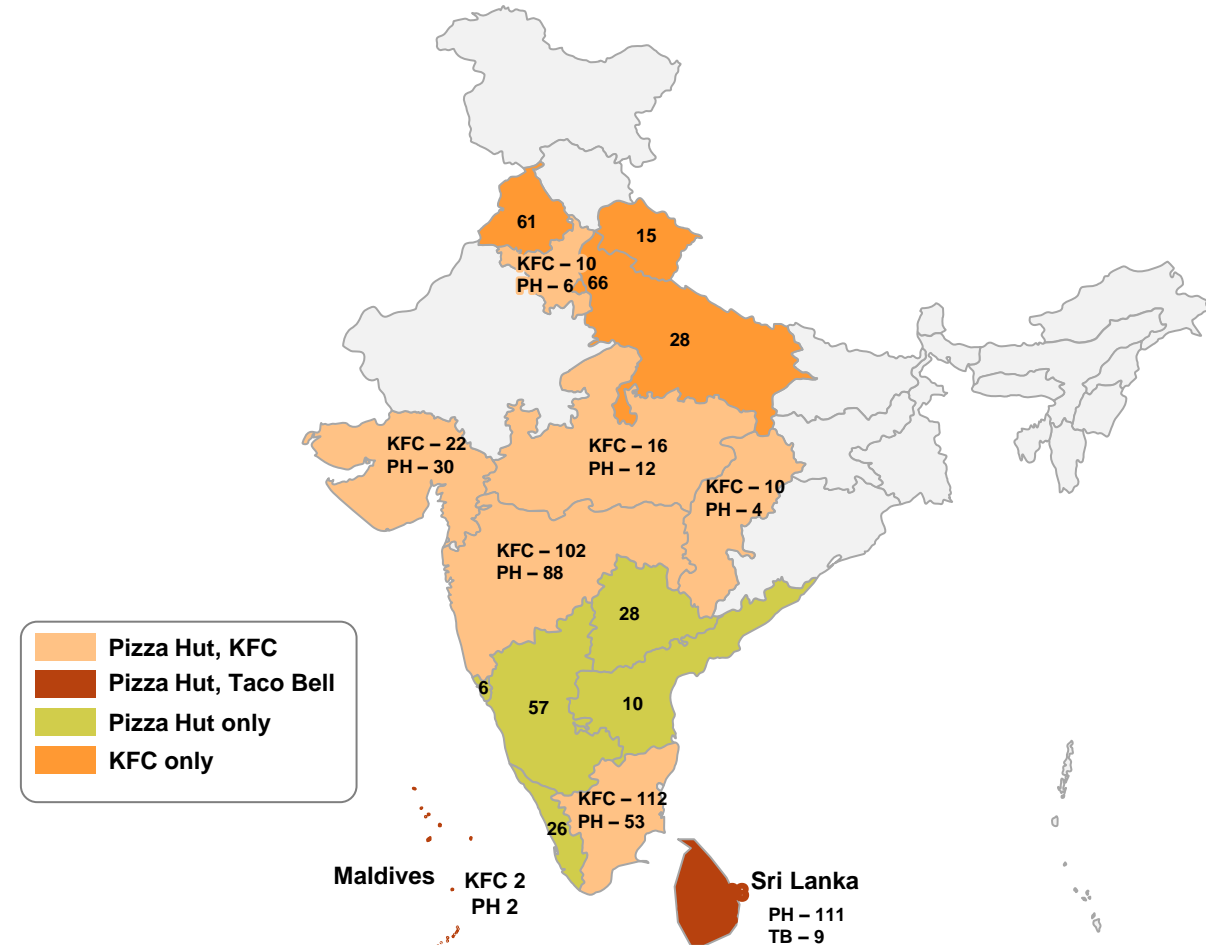


RESTAURANT ADDITION

■ KFC India ■ Pizza Hut India ■ Sri Lanka + Maldives



RESTAURANT DISTRIBUTION ACROSS INDIAN SUBCONTINENT



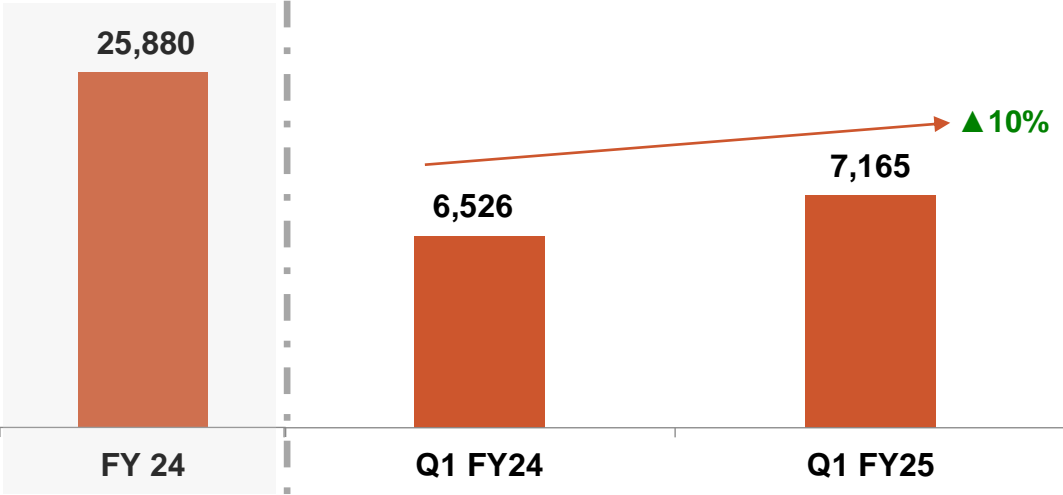
Sri Lanka + Maldives includes 4 restaurants in Maldives as on 30.06.24

FINANCIAL HIGHLIGHTS

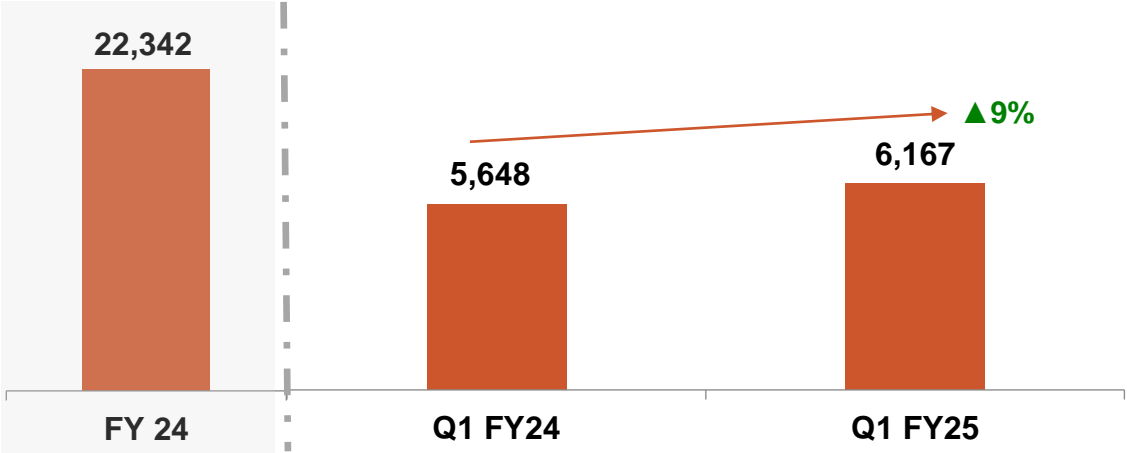
Q1 FY25



CONSOLIDATED RESTAURANT SALES (₹ MN)



INDIA RESTAURANT SALES (₹ MN)

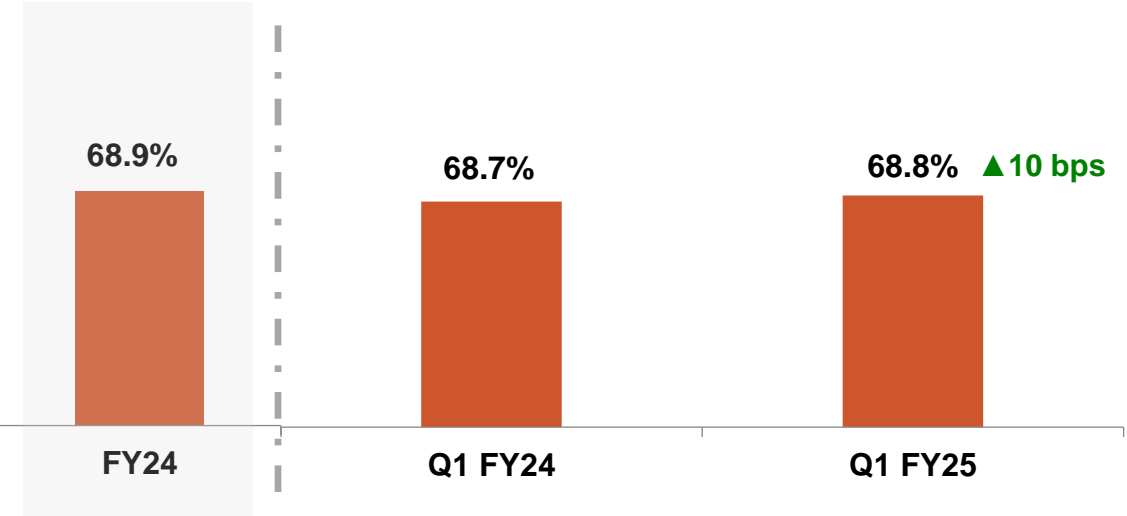


FINANCIAL HIGHLIGHTS

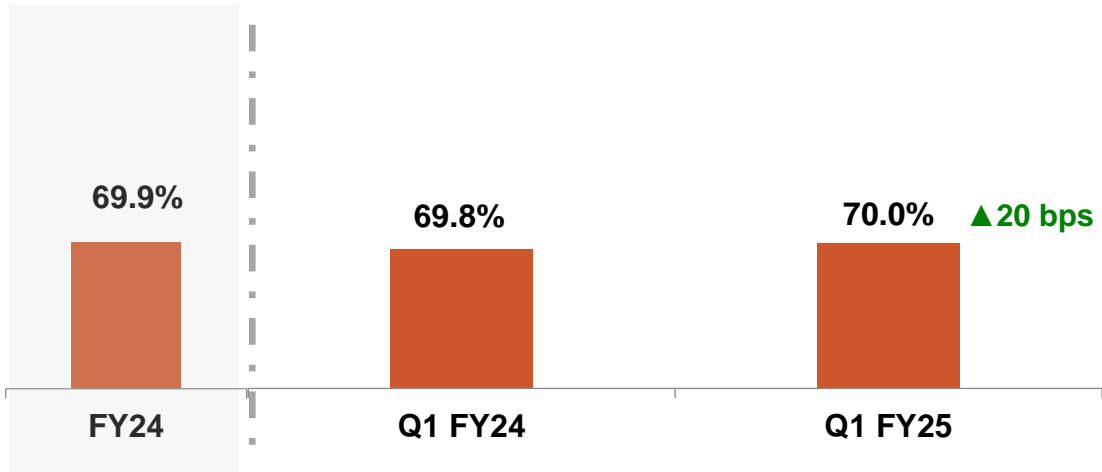
Q1 FY25



CONSOLIDATED GROSS MARGIN (%)

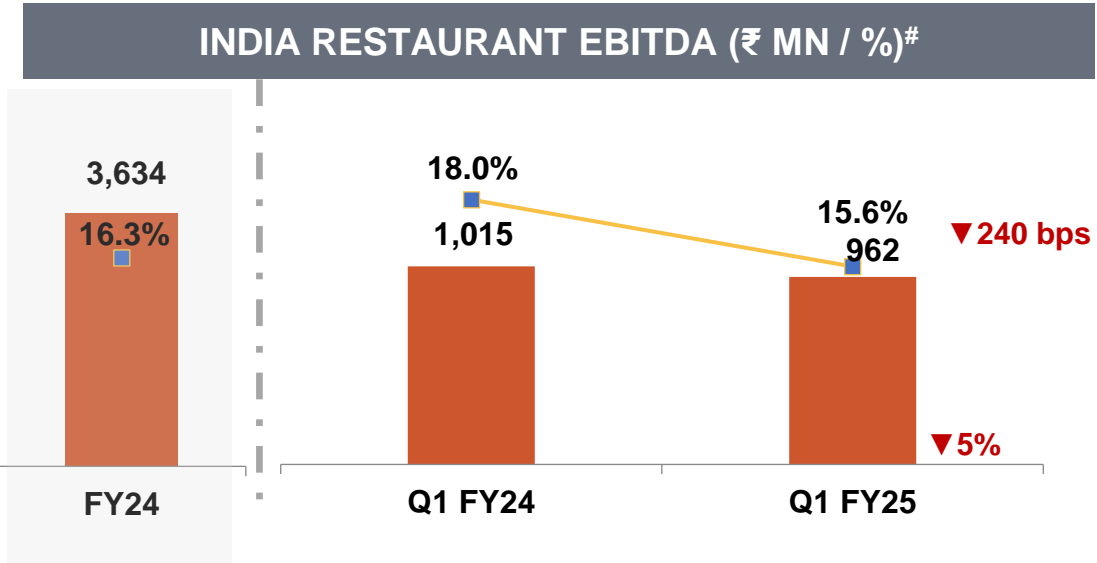
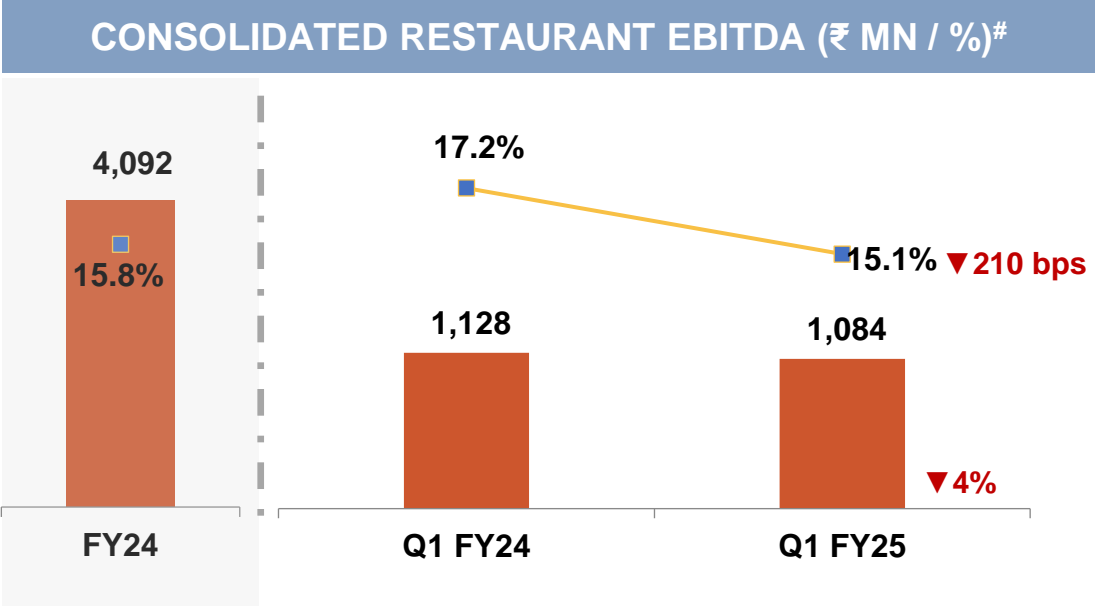


INDIA GROSS MARGIN (%)



FINANCIAL HIGHLIGHTS

Q1 FY25



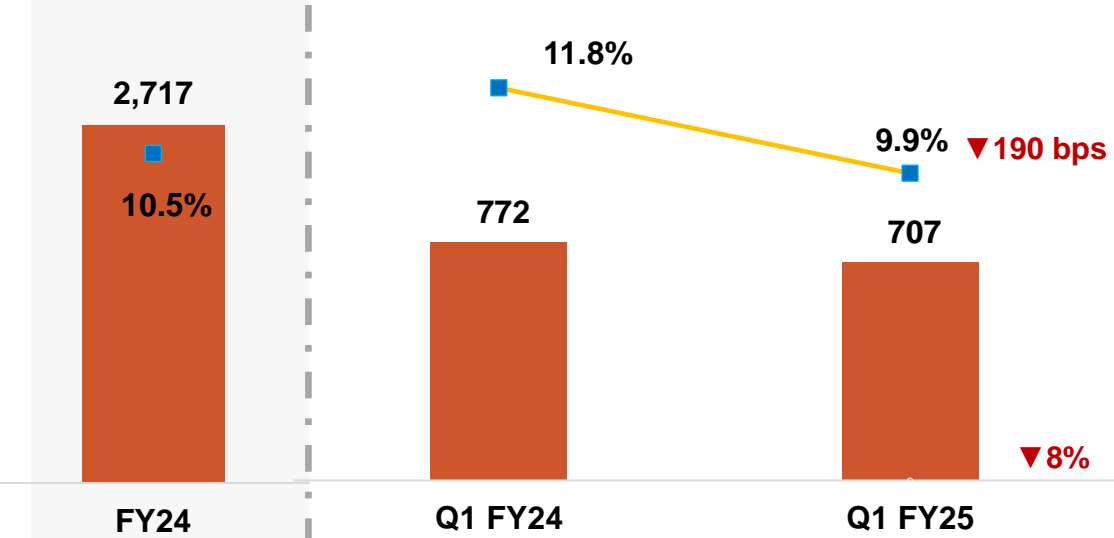
Restaurant EBITDA is before Ind-AS 116 adjustments

FINANCIAL HIGHLIGHTS

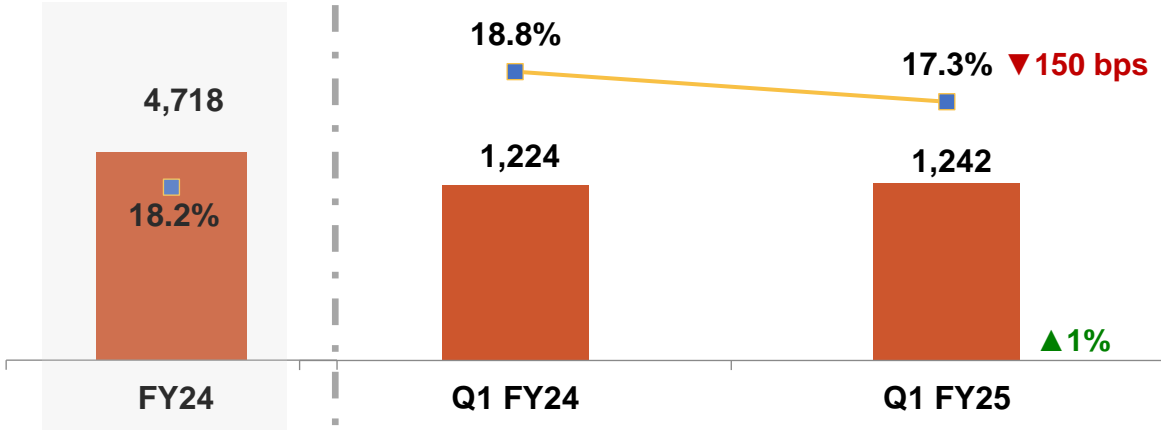
Q1 FY25



ADJ. EBITDA (₹ MN / %)



EBITDA (₹ MN / %)



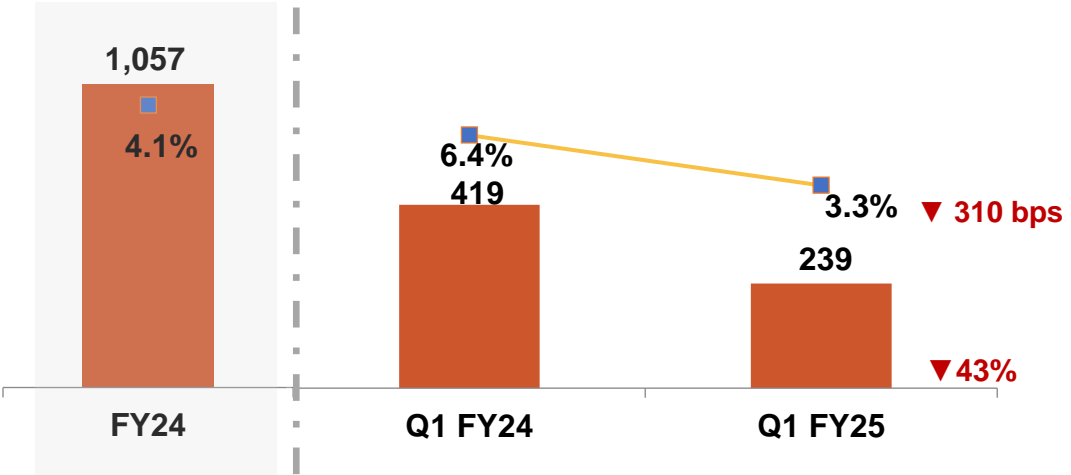
Adj. EBITDA is before Ind-AS 116 adjustments

FINANCIAL HIGHLIGHTS

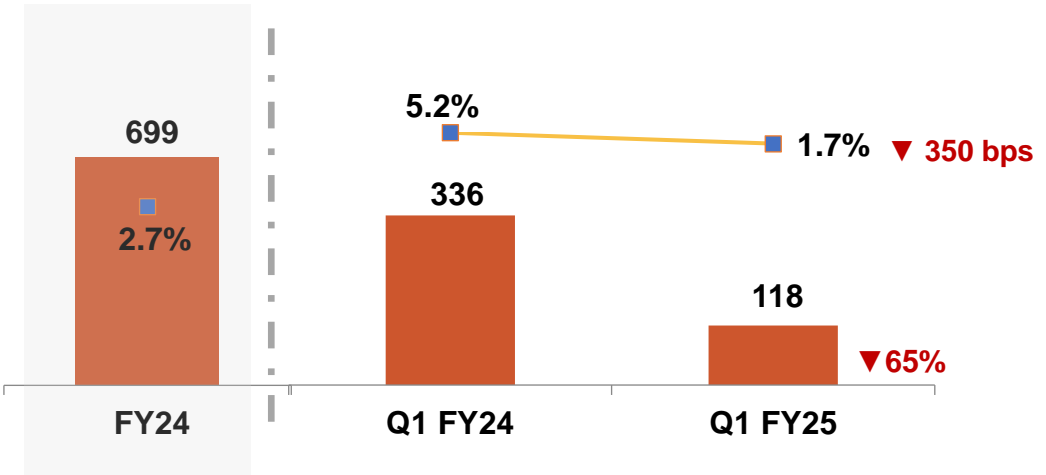
Q1 FY25



Adj. PROFIT BEFORE TAX (₹ MN / %) #



PROFIT BEFORE TAX (₹ MN / %)



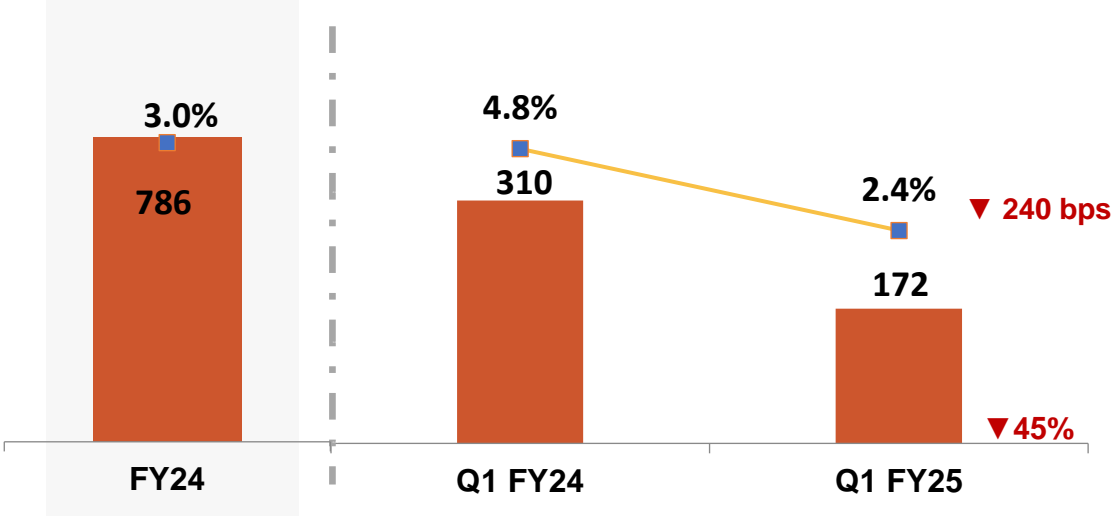
Adj. PBT is before Ind-AS 116 adjustments

FINANCIAL HIGHLIGHTS

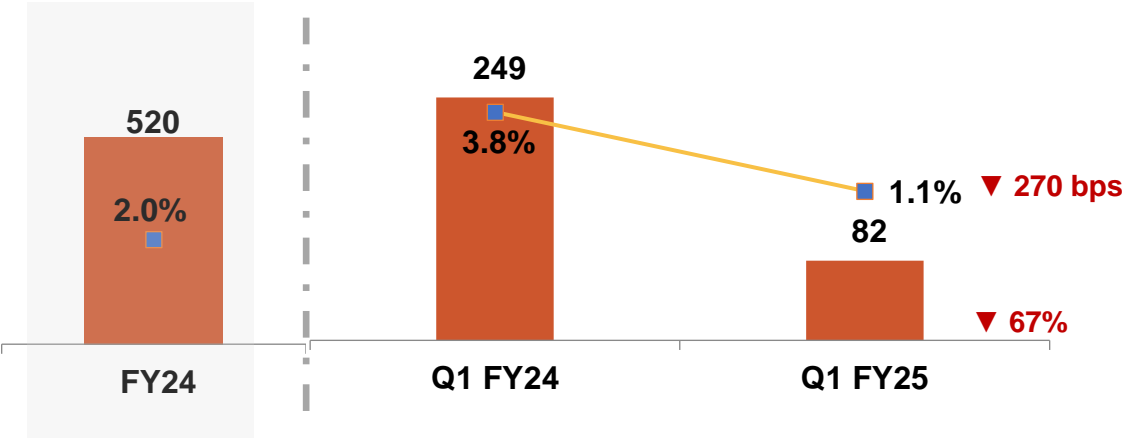
Q1 FY25



Adj. PROFIT AFTER TAX (₹ MN / %)#



PROFIT AFTER TAX (₹ MN / %)



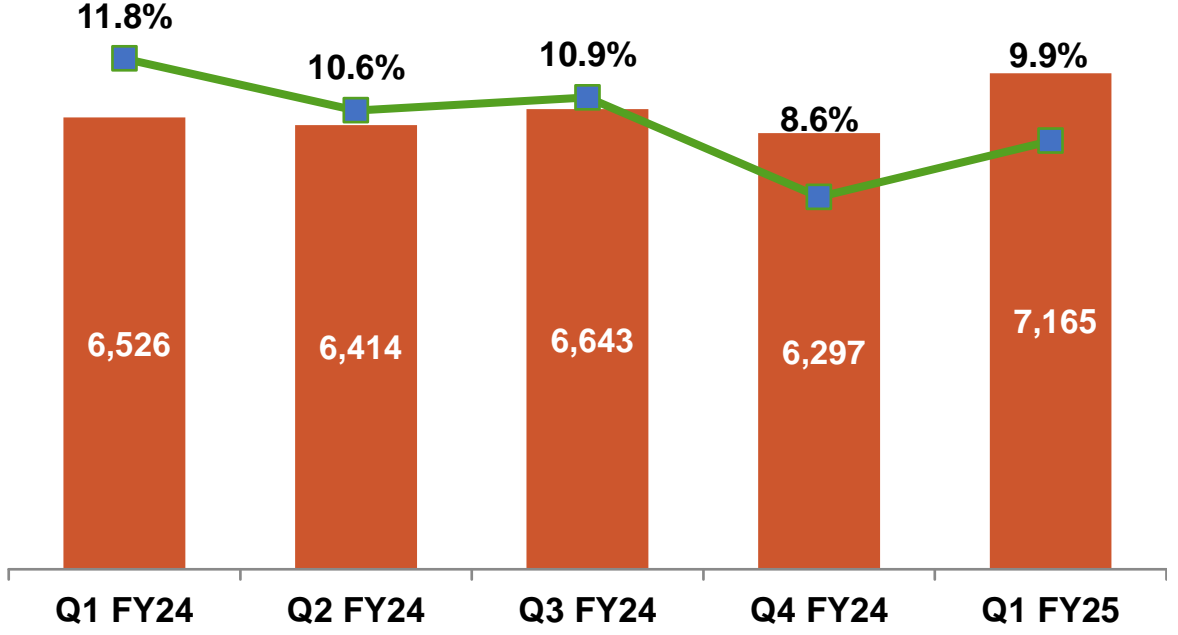
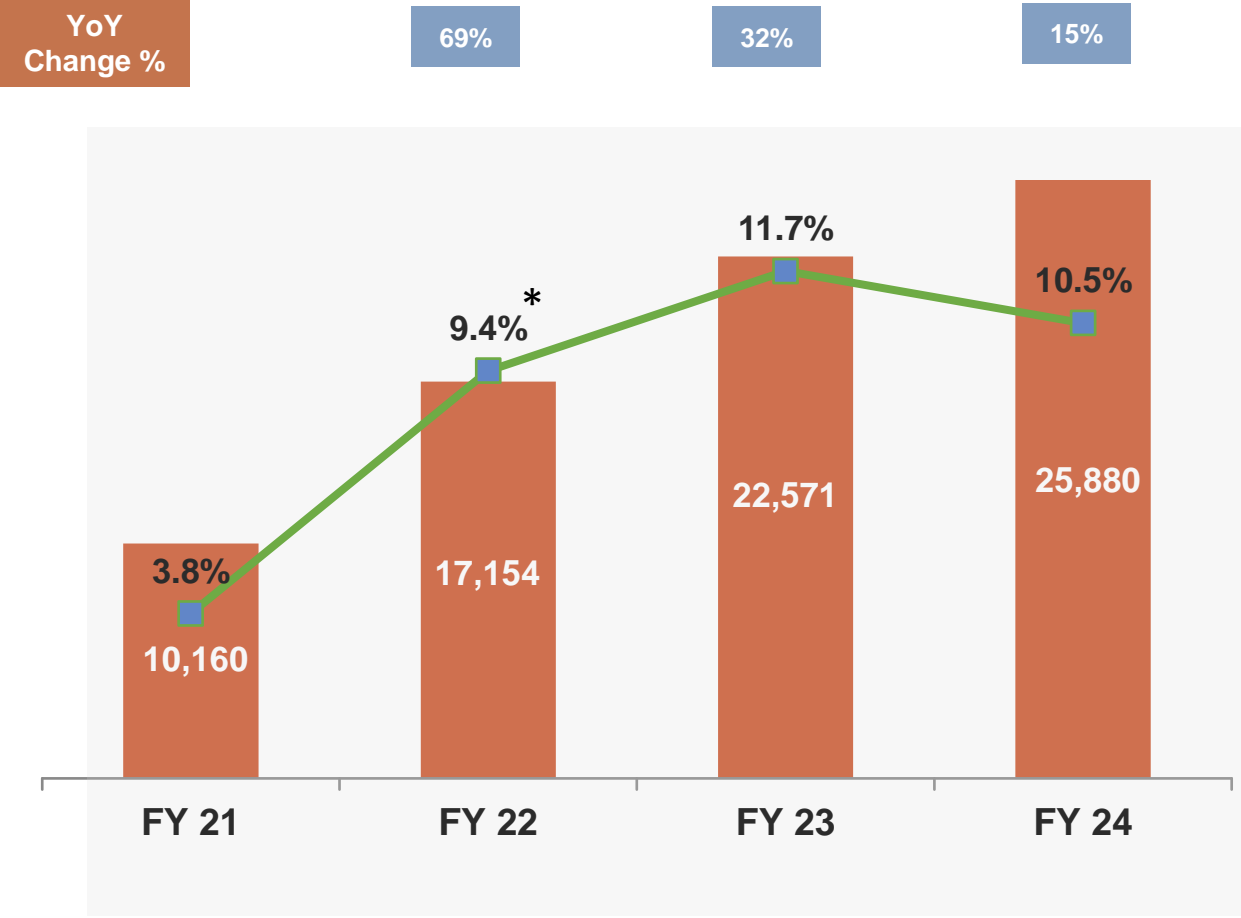
Adj. PAT is before Ind-AS 116 adjustments

FINANCIAL HIGHLIGHTS

RESTAURANT SALES & ADJ. EBITDA TREND



REST. SALES (₹ MN) & ADJ. EBITDA (%)



* Adj. EBITDA% after Normalizing additional incentives in FY22

CONSOLIDATED PROFIT & LOSS STATEMENT



Particulars (In Rs mn)	Q1 FY25	Q1 FY24	YoY %	FY24
Restaurant Sales	7,165.14	6,525.56	10%	25,879.61
Other operating income	17.75	18.28		63.18
COGS	2,256.09	2,060.94		8,109.06
Gross Profit	4,926.80	4,482.90	10%	17,833.73
Gross Margin%	68.8%	68.7%		68.9%
Employee Expenses	949.22	850.02		3,455.55
Other Expenses	2,735.52	2,408.58		9,660.71
EBITDA	1,242.06	1,224.30	1%	4,717.47
EBITDA Margin %	17.3%	18.8%		18.2%
Depreciation	903.70	727.28		3,238.96
Finance Cost	272.51	225.99		1009.08
Other Income	52.47	65.19		229.66
PBT	118.32	336.22	-65%	699.09
PBT Margin %	1.7%	5.2%		2.7%
Tax Expense	36.46	87.51		179.53
PAT	81.86	248.71	-67%	519.56
PAT Margin %	1.1%	3.8%		2.0%

Figures are regrouped/reclassified for the purpose of presentation

**KFC India
Business
Performance**



KFC
SNACKERS
₹ **99**



REGULAR
POPCORN □

CHOCO
LAVA □



2 KRUSH
LIME □



CHICKEN
LONGER □



CLASSIC CHICKEN
ROLL □

KFC BRAND PRIORITIES



Fried Chicken Category Relevance / Craveable taste / Value



Enhance Fried Chicken Category Relevance

Continue to build lunch occasion through variety, value and mass-media advertising



Craveable Taste

- Enhance KFC Zinger's "best burger credentials" with launch of 6 sauce variants & new veg Paneer Zinger
- Expand KFC Chicken Rolls range with launch of 3 sauce variants
- Launch of new Krushers range



Value

- Address critical price points of ₹99/- & ₹149/- through variety of individual and meal offerings



Frictionless Customer Experience

- Digital Kiosks
- KFC App
- Partnering with aggregators



Operational Excellence

- 7 Minutes express pickup
- Improvement on ratings on both aggregators



Improve Accessibility

- On track to double the Restaurant Count in ~3 years (base Dec'21 count)

KFC BRAND PRIORITIES

Fried Chicken Category Relevance / Craveable taste / Value



INTERNATIONAL
BURGER FEST
LET'S ZING AROUND THE WORLD

KFC

AMERICAN
CLASSIC ZINGER

CARIBBEAN
SPICY ZINGER

MEXICAN
ZINGER PRO

INDIAN
PANEER ZINGER

INDIAN
TANDOORI ZINGER

KFC BRAND PRIORITIES

Fried Chicken Category Relevance / Craveable taste / Value



KFC
8 PIECES FOR ₹ **299**
KRISPY DAYS

SAVE UP TO 40% TILL 30 JUNE

5 **HOT WINGS** + 3 **LEG PIECES** | UNLIMITED REFILL WITH KRISPY MEAL

Offer available on Dine-in and KFC APP only. Get Free Delivery on KFC APP.

KRUSH THE HEAT

KFC **Krushers**

NEW KFC ROLLS
PICK ANY AT ₹ **99**

INDIAN TANDOORI | KOREAN TANGY

ALSO AVAILABLE IN THAI SPICY AMERICAN NASHVILLE INDIAN SPICY VEG

Job No: 0892 / KFC Rolls OOH (EN) / Size: 2W X 1H (AW in Ratio) / Date: 14.06.2024

NEW KFC ROLLS
PICK ANY AT ₹ **99**
KABHI BHI KHAO.

TRY 5 EXCITING FLAVOURS
THAI SPICY KOREAN TANGY AMERICAN NASHVILLE INDIAN TANDOORI INDIAN SPICY VEG

Job No: XXX / KFC Rolls OOH (EN) / Size: 3W X 2H (AW in Ratio) / Date: 06.07.2024

KFC BRAND PRIORITIES

Frictionless customer experience | Digital



Total App downloads – **35.9 Mn+**
Monthly Active Users – **1.5 Mn**



KIOSKS implemented at **~40%** Restaurants

KFC BRAND PRIORITIES



Improving Accessibility – On track to double Restaurant Count in ~3 years (base Dec'21 count)



RAYYA, PUNJAB



PUNE, MAHARASHTRA



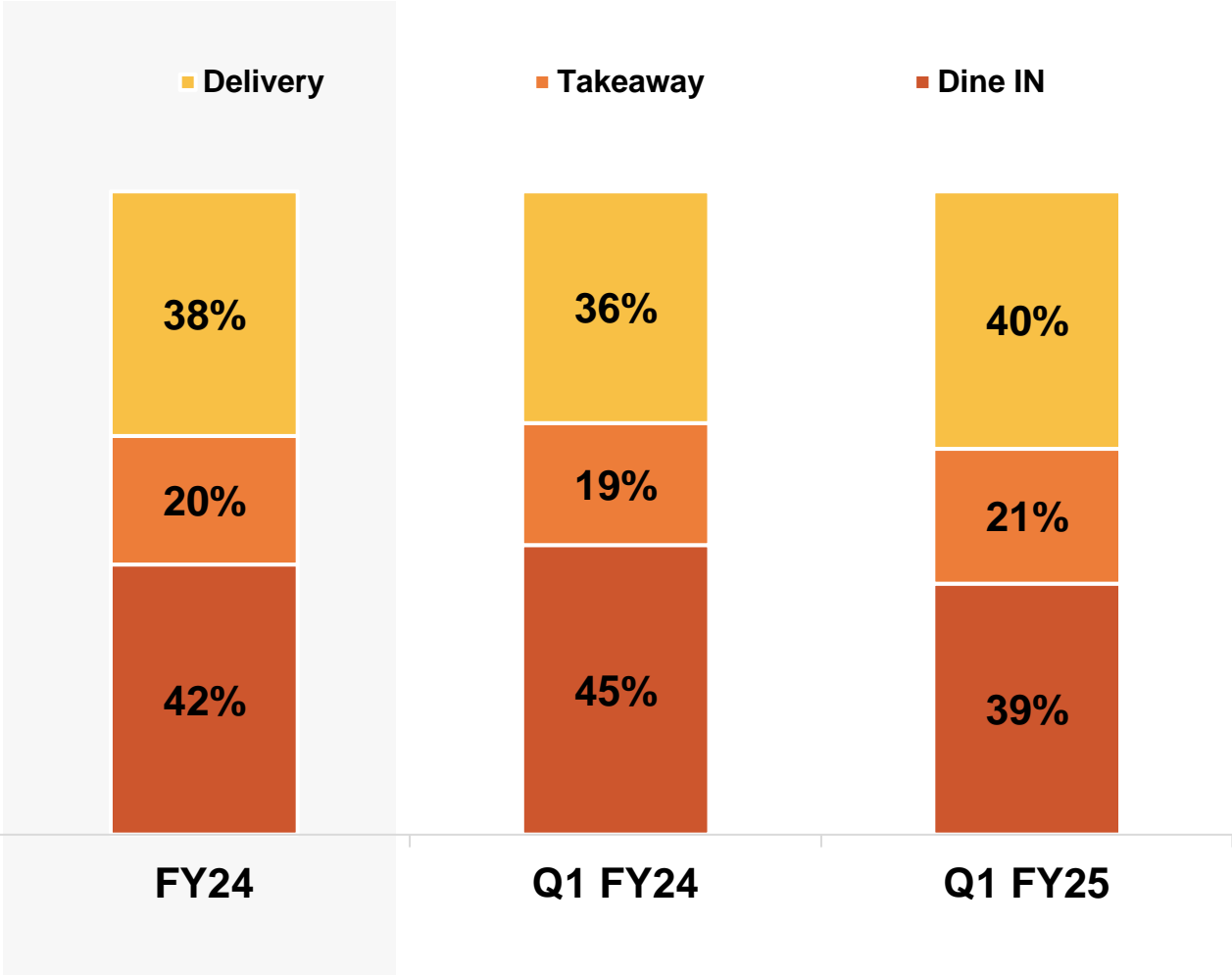
OMAXE, CHANDIGARH



VALSAD, GUJRAT

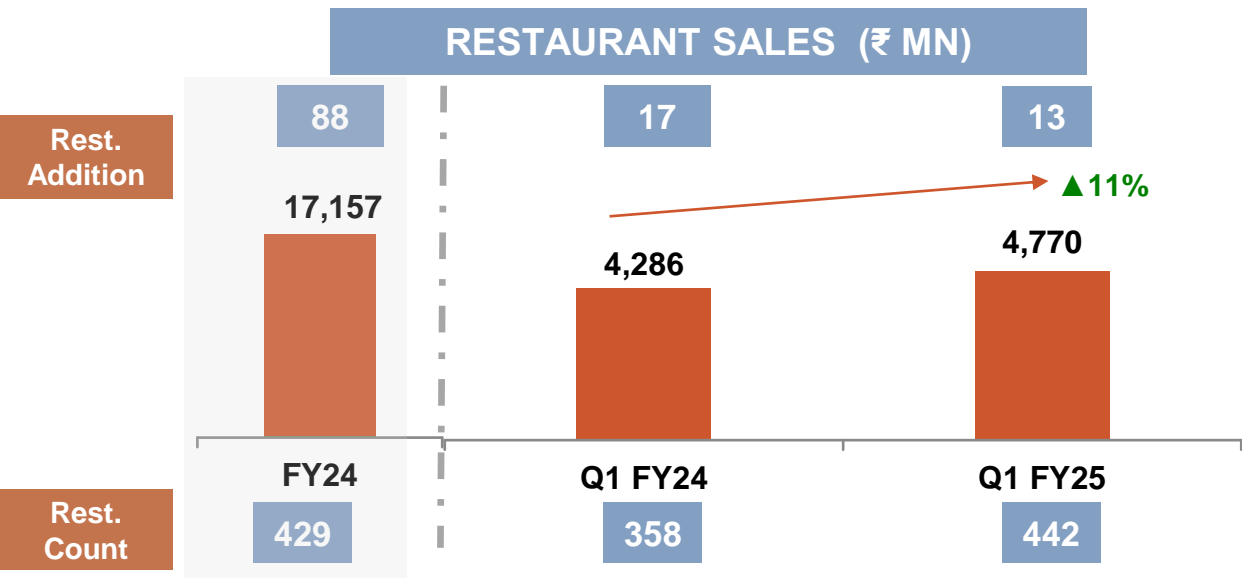
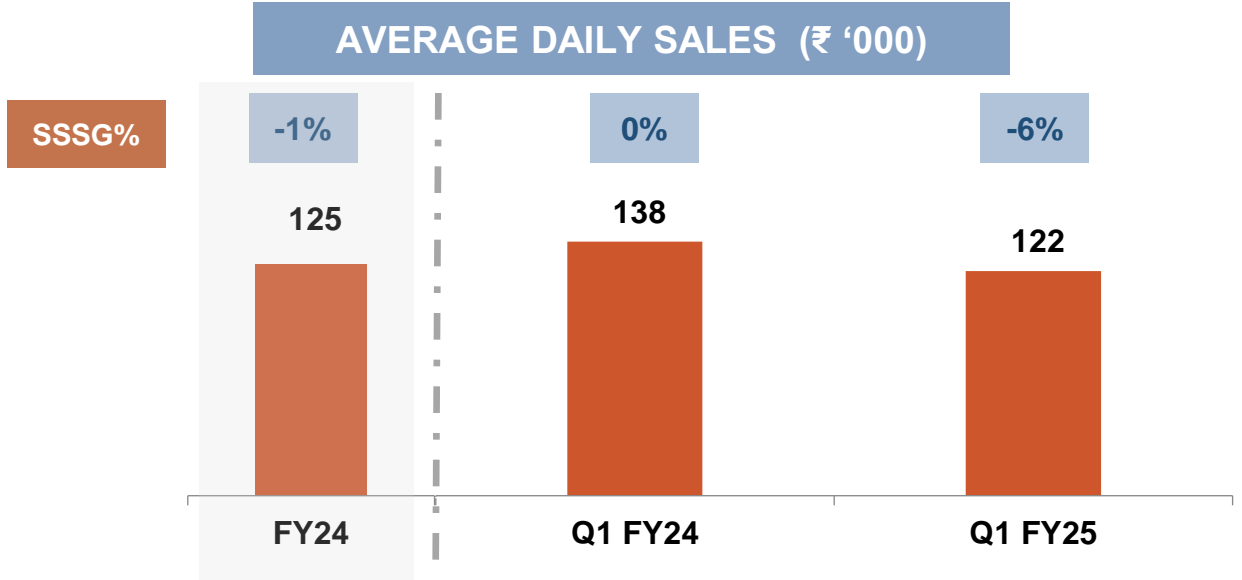
KFC INDIA

Q1 FY25 - CHANNEL SALES CONTRIBUTION



KFC INDIA

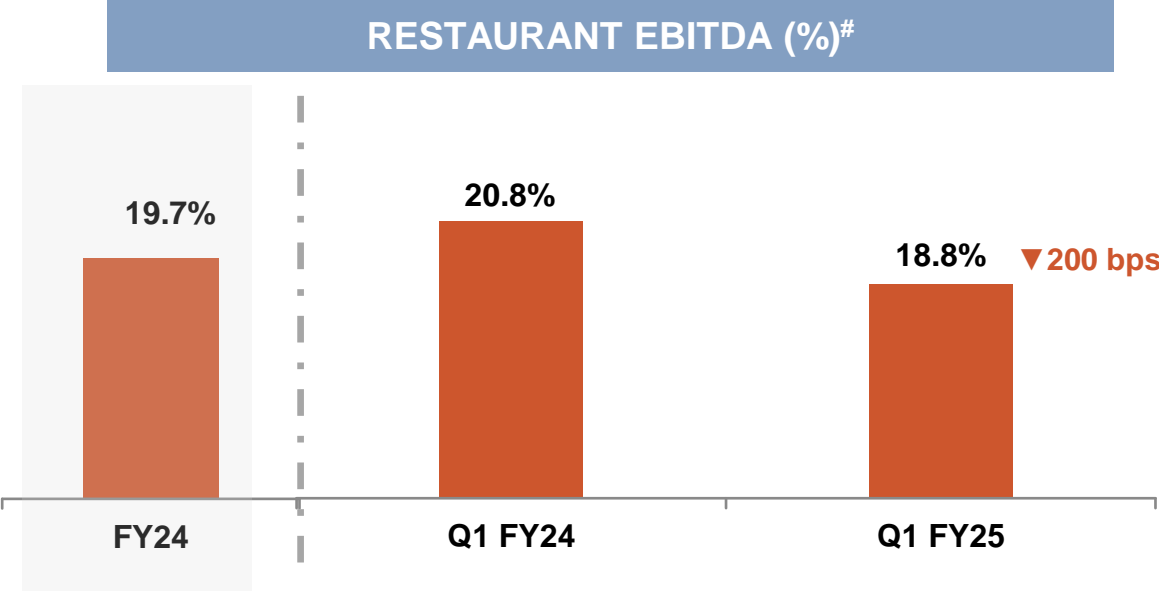
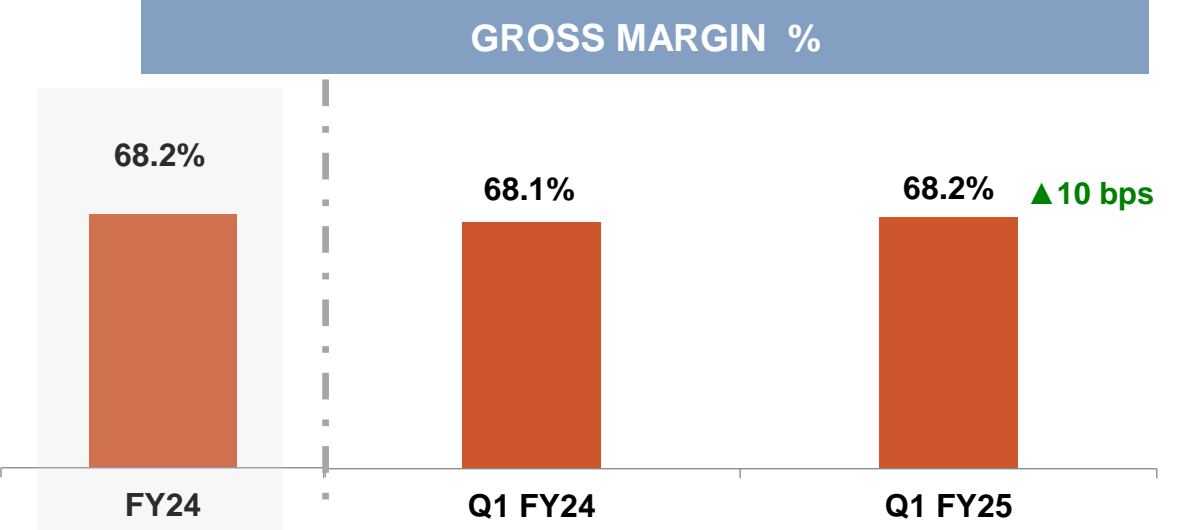
Q1 FY25



Average daily sales is for all restaurants including new additions during the period

KFC INDIA

Q1 FY25



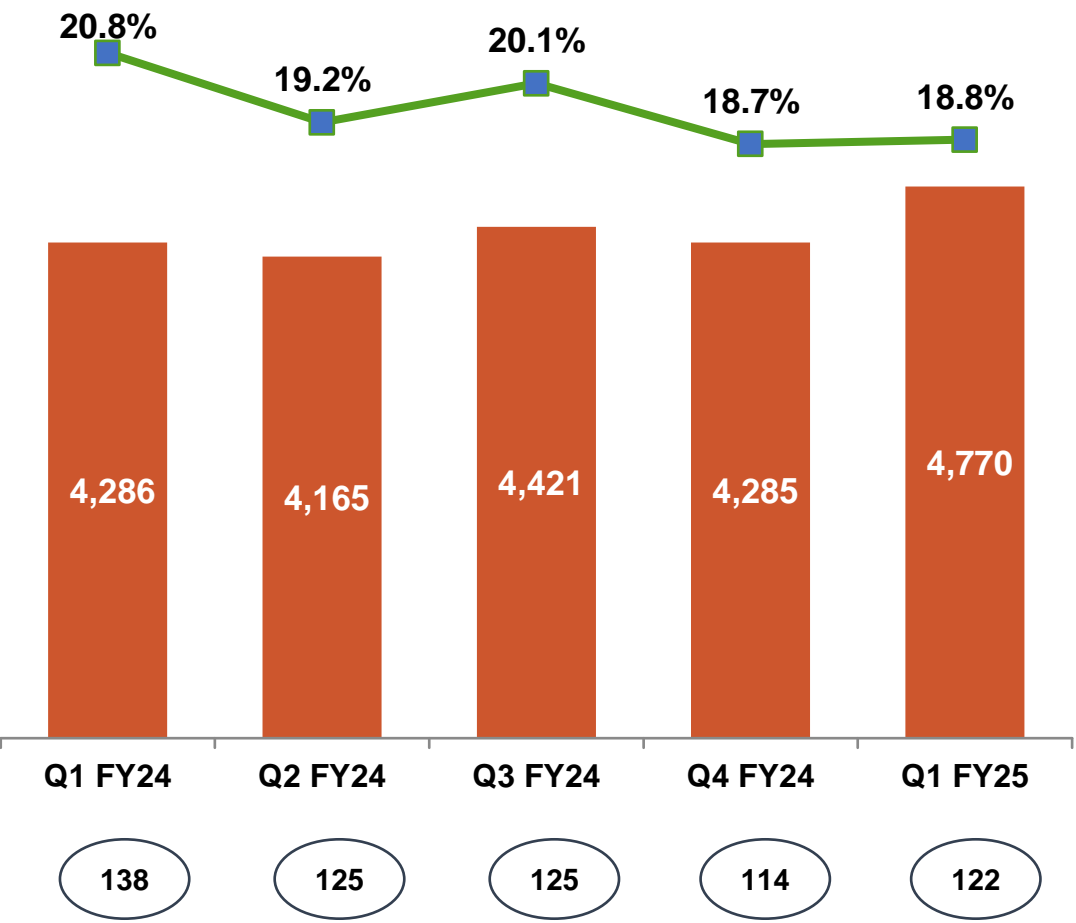
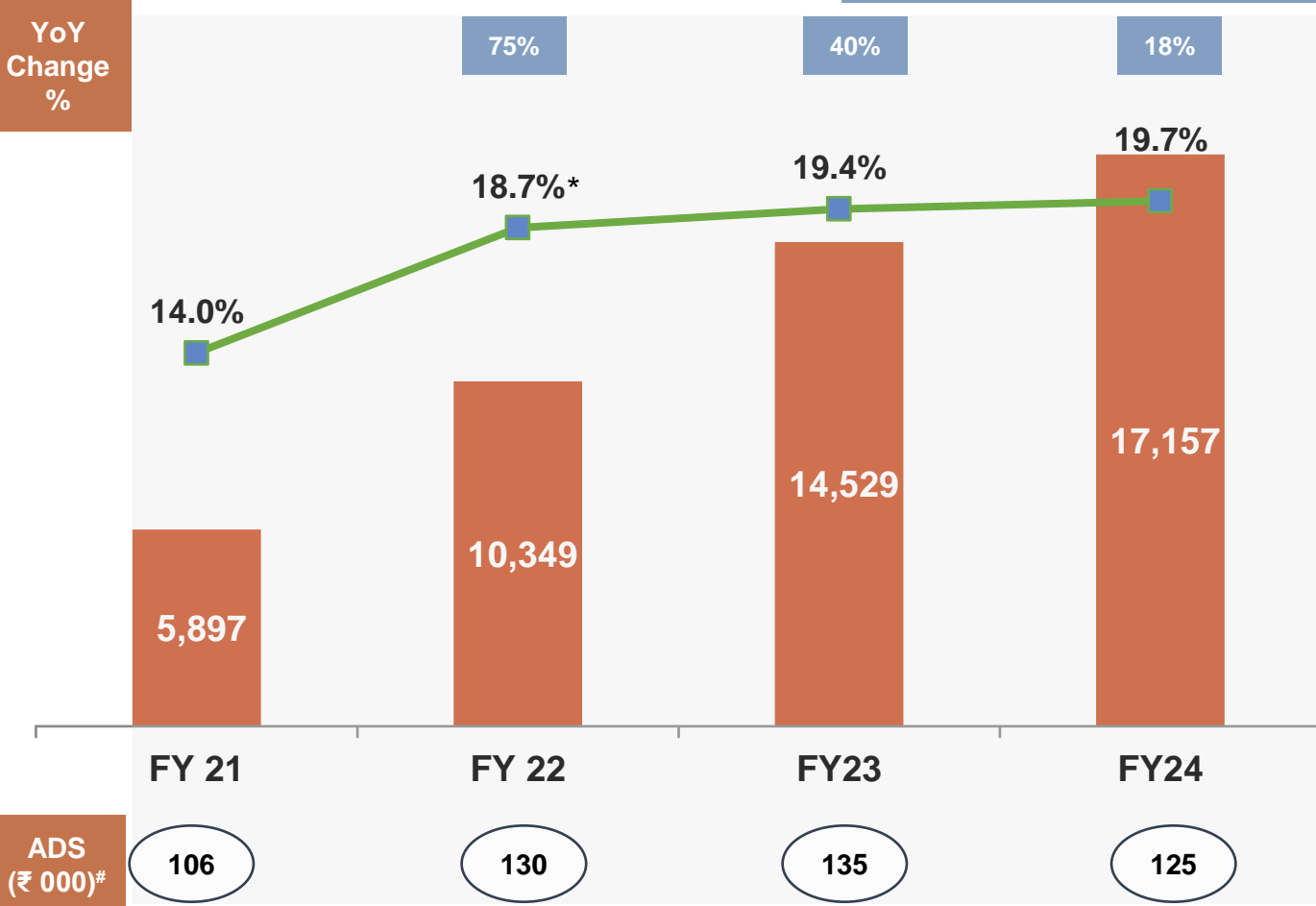
Restaurant EBITDA figures are Pre-IND AS 116.

KFC INDIA

RESTAURANT SALES & EBITDA TREND



Rest. SALES (₹MN) & Rest. EBITDA %



* Restaurant EBITDA% after Normalizing additional incentives in FY22
 #Average daily sales is for all restaurants including new additions during the period



NEW

Melts

Crispy. Cheesy. Loaded.

Starting @

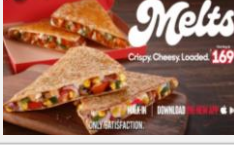




₹ **169***

Pizza Hut India –
Business Performance

□▲ *T&Cs Apply.

RECAP ON PIZZA HUT ACTION PLAN



Actionable	Status	Comment
<u>A. Build Brand:</u>		
- Product Innovation		● With the launch of Melts, Thin Crust Pizza and revamped Pasta range in Mar-24, there has been an improvement in performance
- Enhanced Marketing Investments		● Rolled out mass media campaign for Melts
<u>B. Grow Dine In / Home Service:</u>		
- Operations		● Dragon Tail (kitchen planning tool) rolled out in 100% restaurants including integration with Aggregators
		● Aggregators Customer ratings seeing steady improvement QoQ
- Building Occasions		● Lunch and late-night day part activation rolled out
C. Real Estate		● Cautious expansion (1 restaurant addition in CY24)

Sapphire Pizza Hut has seen an uplift in performance. However as communicated earlier, we need to continue to back the brand with both product innovation and marketing investments over the next several quarters.

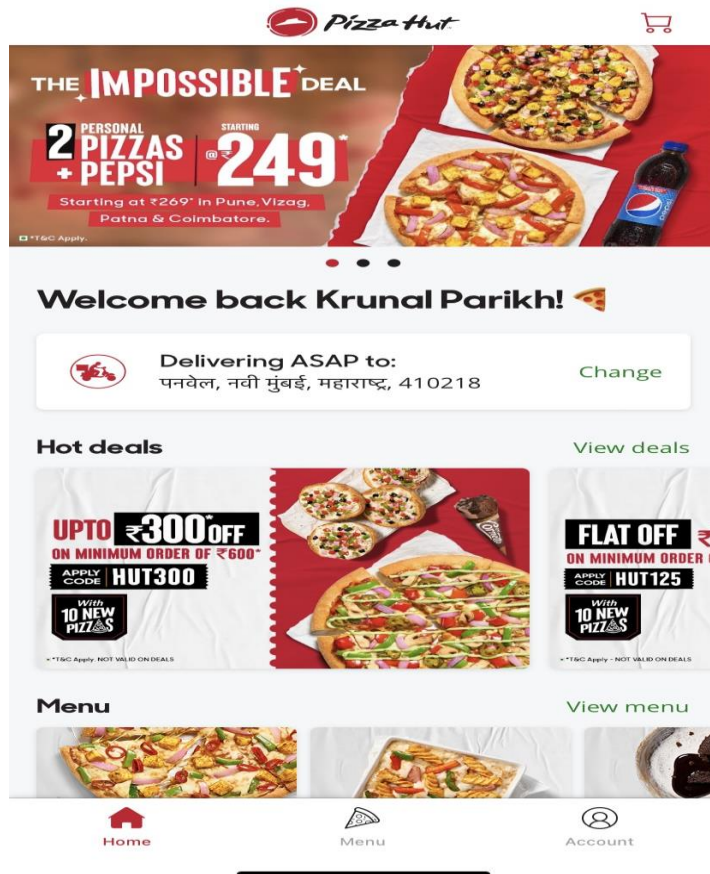
PIZZA HUT BRAND PRIORITIES

Build Brand Salience / TV AD PAN INDIA



PIZZA HUT BRAND PRIORITIES

Digital | Operational Excellence



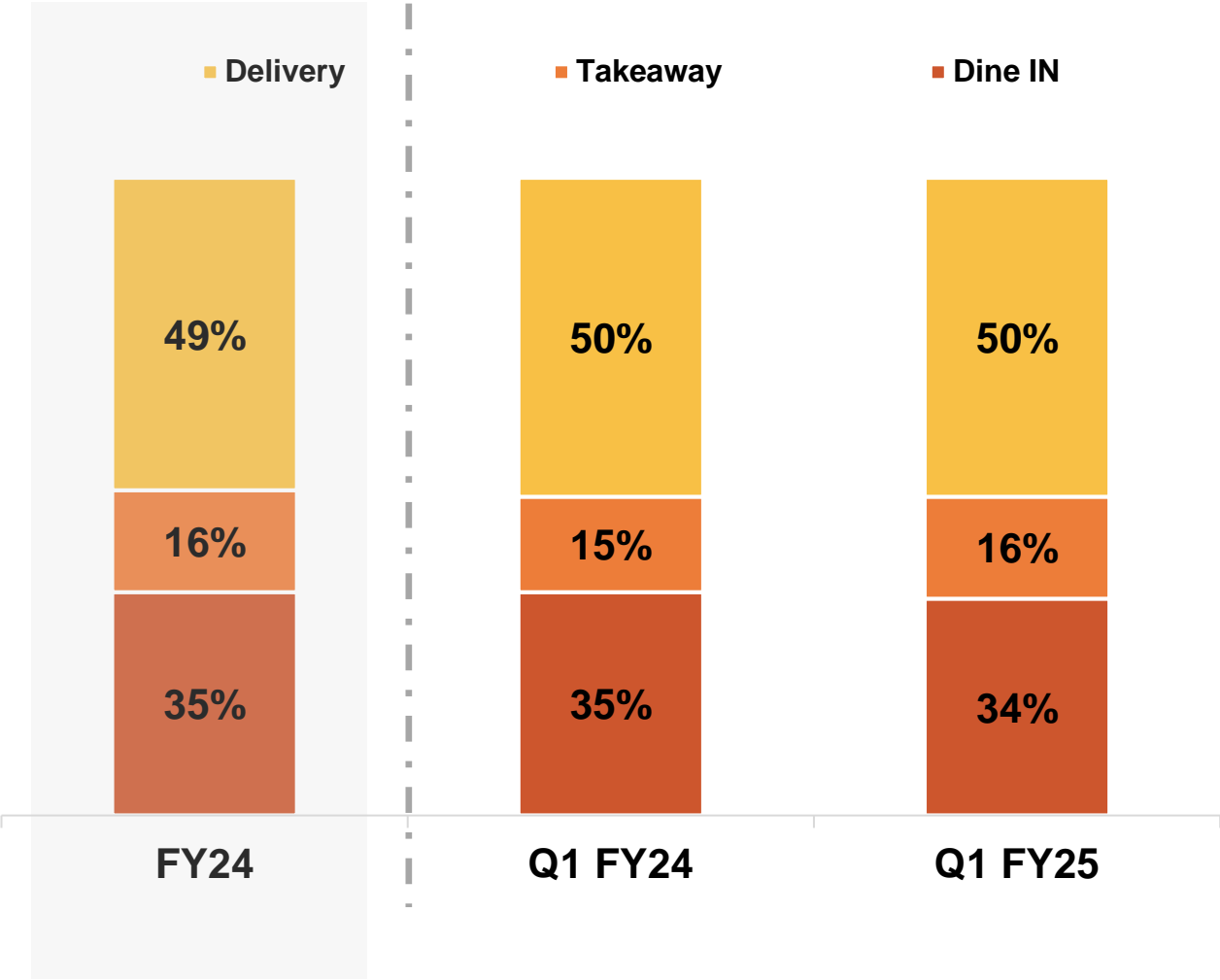
Total App Downloads – **11.2 Mn+**
Monthly Active Users – **0.9 Mn**



Self Ordering QR Code **15%** of Dine In Mix

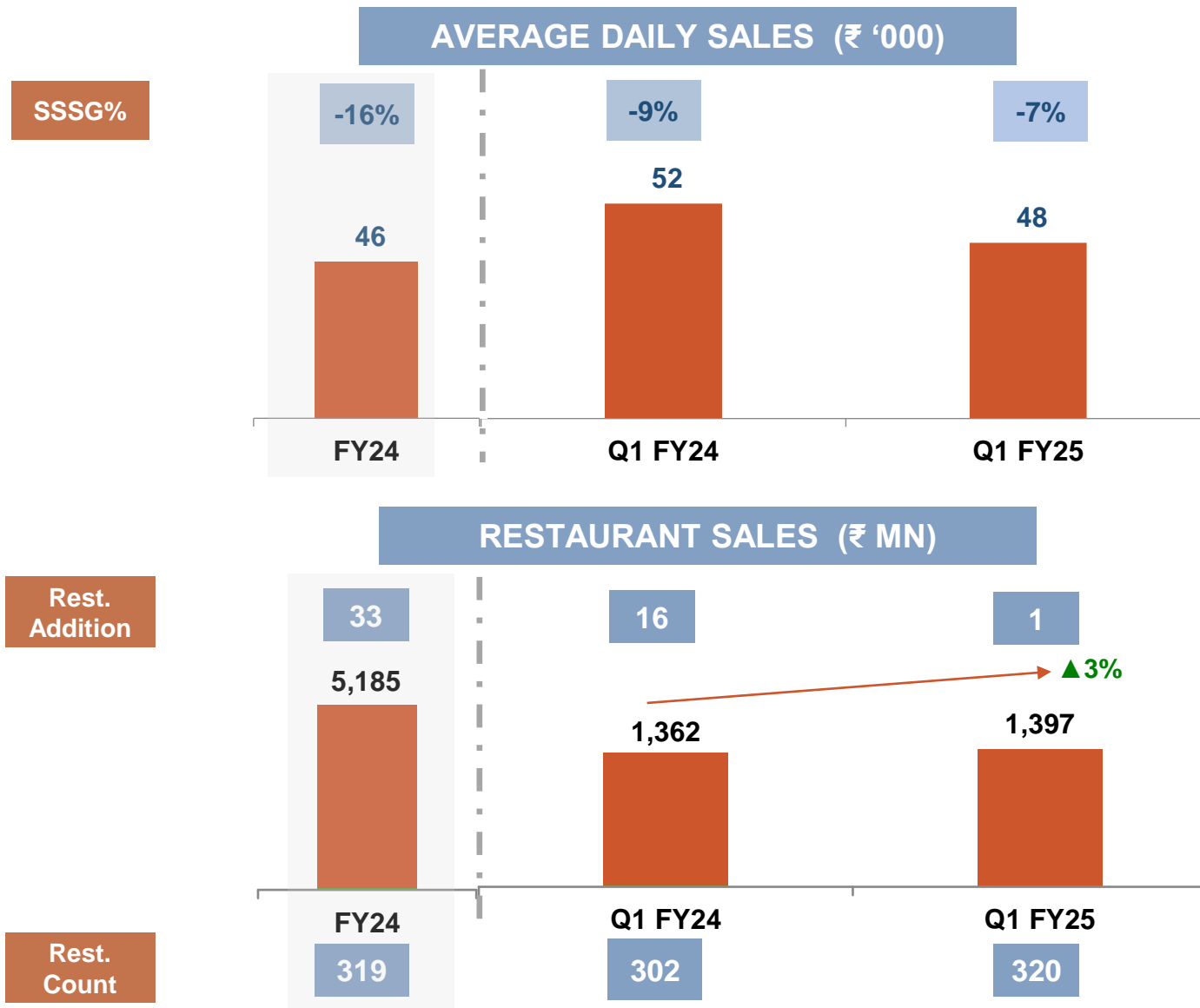
PIZZA HUT INDIA

Q1 FY25 - CHANNEL SALES CONTRIBUTION



PIZZA HUT INDIA

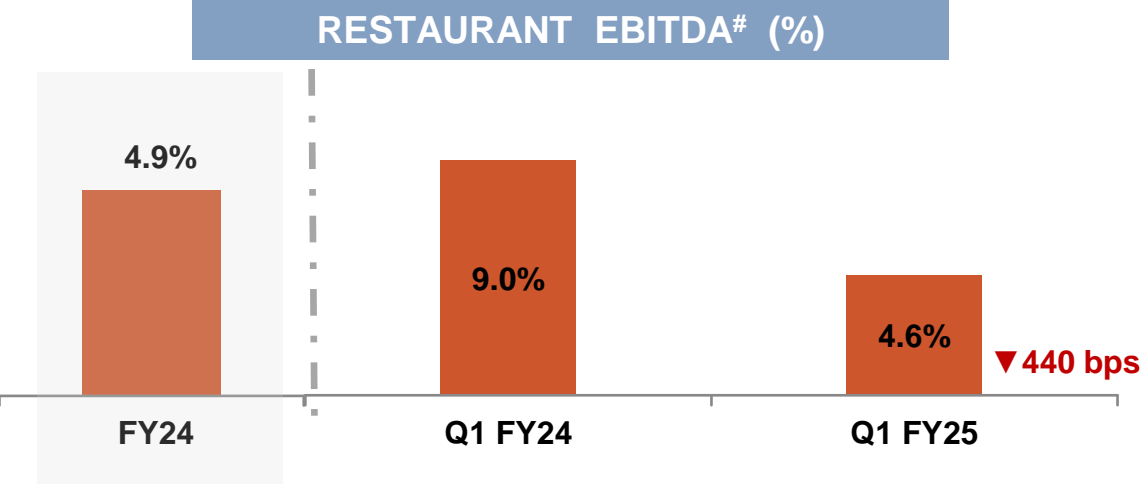
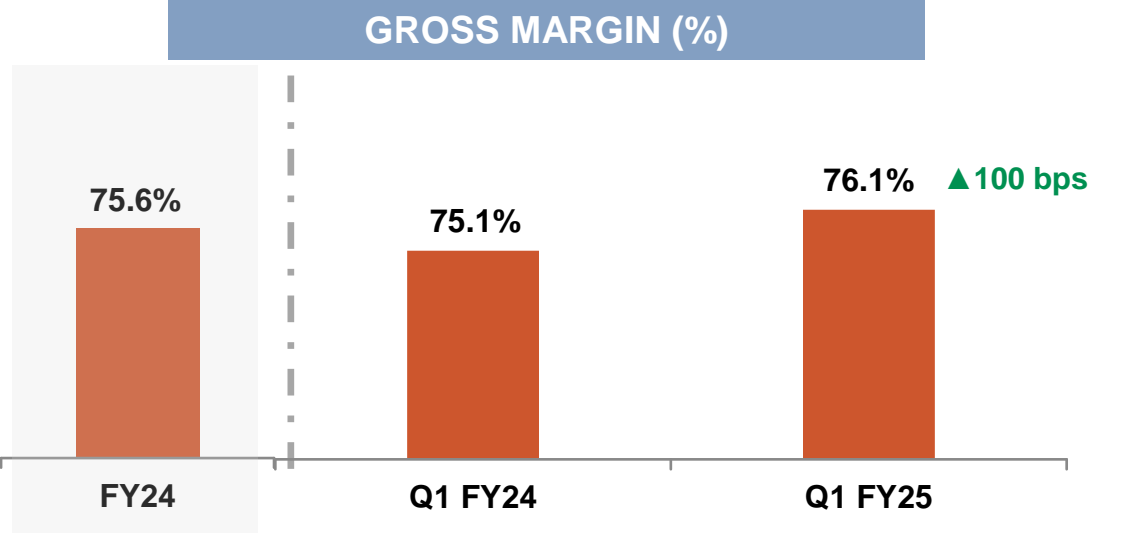
Q1 FY25



Average daily sales is for all restaurants including new additions during the period

PIZZA HUT INDIA

Q1 FY25



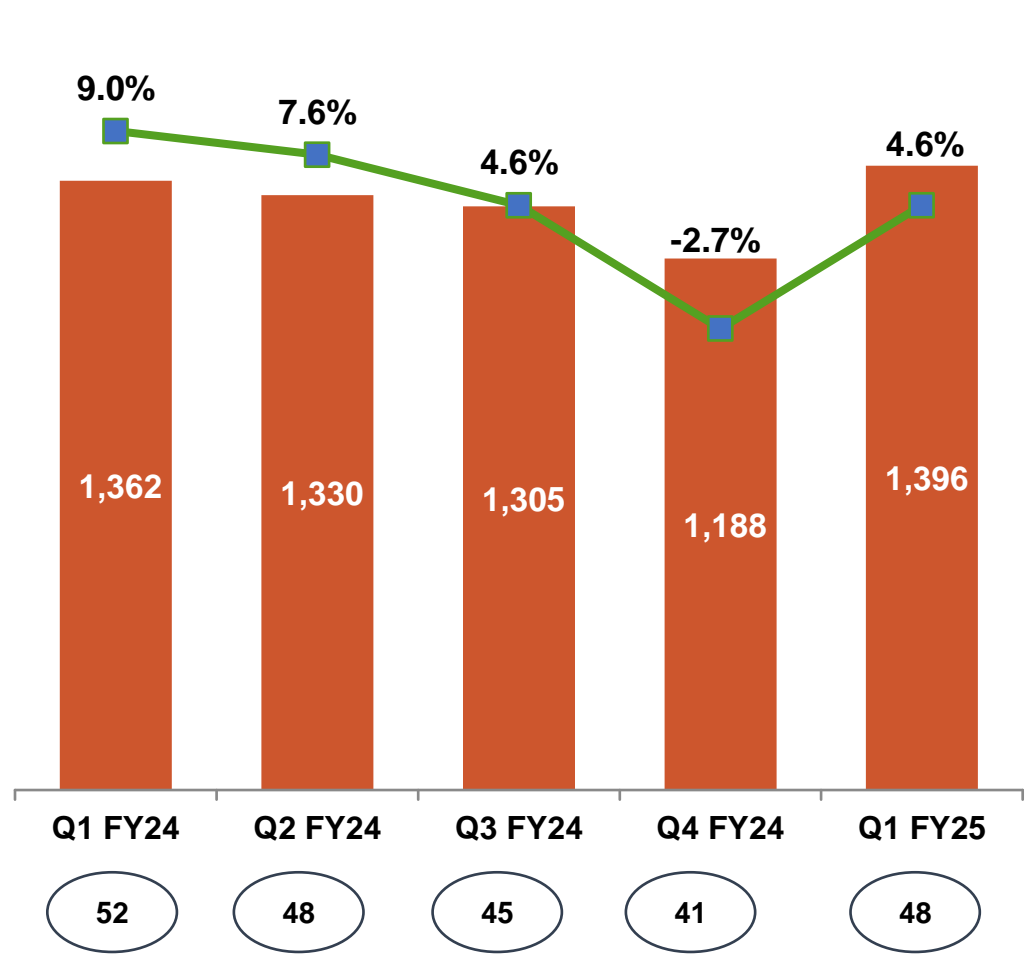
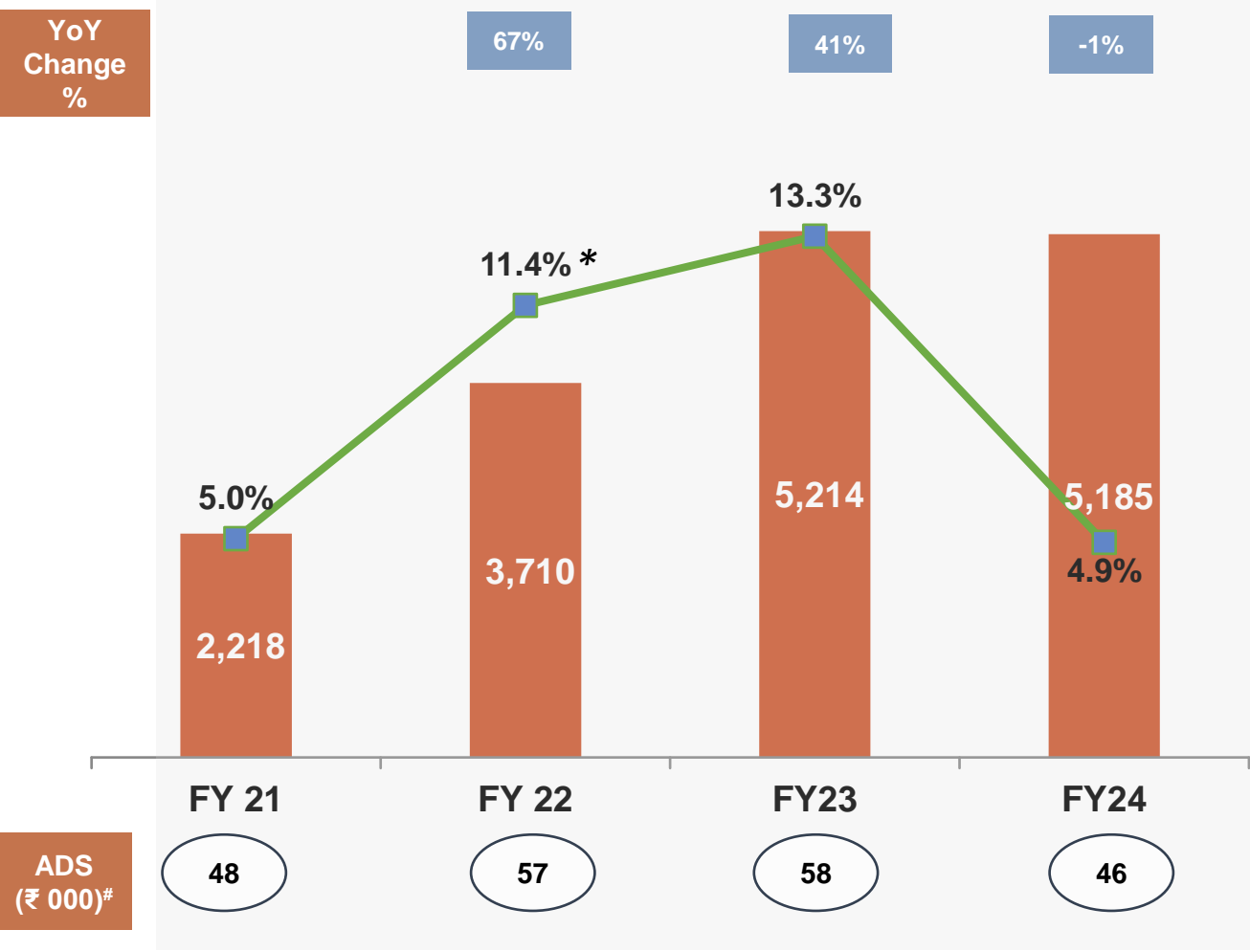
Restaurant EBITDA figures are Pre-IND AS 116.

PIZZA HUT INDIA

RESTAURANT SALES & EBITDA TREND



Rest. SALES (₹MN) & Rest. EBITDA %



* Restaurant EBITDA% after Normalizing additional incentives in FY22
 #Average daily sales is for all restaurants including new additions during the period



Sri Lanka
Business Performance



SRI LANKA BUSINESS BRANDING AND MARKETING



WEEKEND VIBES

BUY ANY 2
LARGE PAN PIZZAS
AND GET
RS.2000 OFF

BUY ANY 2
MEDIUM PAN PIZZAS
AND GET
RS.750 OFF

Valid till 7th April 2024

CYBER SAVINGS

EXCLUSIVE ONLINE OFFERS

4 DELIGHT/CLASSIC
PERSONAL PAN PIZZAS
Rs. 3290

2 DELIGHT/CLASSIC
LARGE PAN PIZZAS
Rs. 5900

Valid till 30th April 2024

Avurudu Bundles

3 Delight Medium Pizzas +
1.5L Coke for

Rs. 3750
(Save Rs.1380)

Valid till 30th April 2024

**BUY ANY 2 MELT'S
FOR RS. 1700**

SAVE UP TO RS. 500

Valid till 14th April 2024

Celebrating
MOM

1 SIGNATURE MEDIUM PIZZA +
1 GARLIC BREAD OR
1 GARLIC TOAST +
1 PORTION OF CINNAMON SWIRLS
RS. 2400

1 SIGNATURE LARGE PIZZA +
1 APPETIZER* +
2 LAVA CAKES OR
2 PORTIONS OF CINNAMON SWIRL
RS. 4900

*T&C Apply

Valid till 12th May 2024

HAPPY HOURS

FROM 3PM TO 6PM
Valid for Dine-in

1 SNACK PACK
+ 4 ICED COFFEES
RS. 4500/-
SAVE UP TO RS. 1500/-

Valid from 15th May to 31st May

Conditions Apply

Thrilling Thursdays!

Valid on 6th June 2024

BUY 1
LARGE PAN PIZZA &
GET 1
MEDIUM PAN PIZZA
FREE

Available for Dine-in, Takeaway,
Delivery and Online Orders

Thank You
DAD

For the Flavour You
Bring into Our Lives

1 SELECT LARGE PIZZA
+
2 APPETIZERS*
STARTING FROM
RS. 3990

1 SELECT MEDIUM PIZZA
+
1 APPETIZER*
STARTING FROM
RS. 2150

VALID TILL 16th JUNE 2024 REFER CAPTION FOR OFFER DETAILS

Note:- Rs. represents LKR

SRI LANKA BUSINESS AWARDS & RECOGNITION

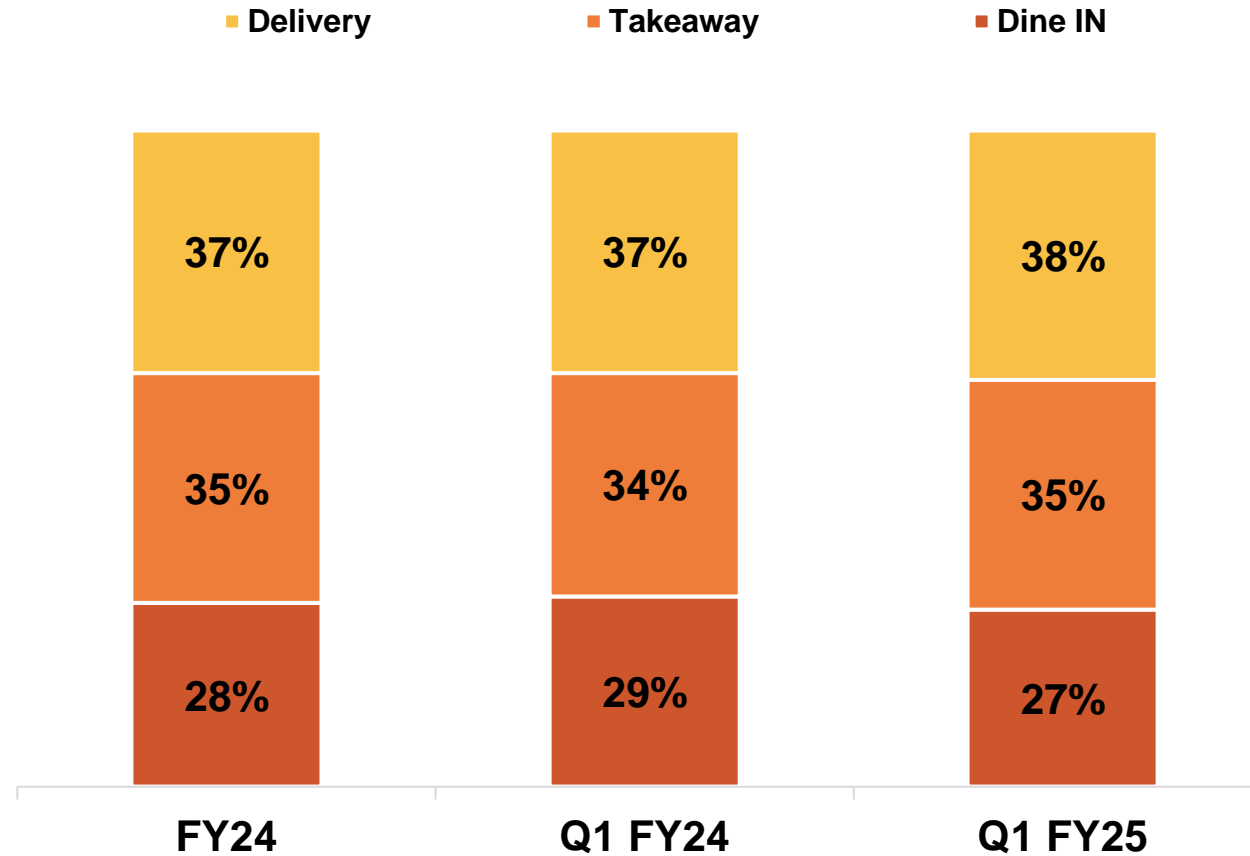


BEST OF THE BEST LMD READERS' MOST LOVED BRANDS

OIL, LUBRICANTS AND GAS	LITRO GAS
PACKAGED FOODS (DAIRY)	Highland
PACKAGED FOODS (DESSERTS)	Highland
PACKAGED FOODS (PANTRY ITEMS)	Maruchandra
PACKAGED FOODS (READY TO EAT)	Muller
PERSONAL CARE (ADULT)	Signal
PERSONAL CARE (BABY)	Baby Chemistry
PHARMACEUTICALS	Smithkline
QUICK SERVICE RESTAURANTS	Pizza Hut
RETAIL LIFESTYLE	Novartis
SHOPPING MALLS	ONE GALLE FACE
STATIONERY	Atlas
SUPERMARKETS	Keells
TELECOMMUNICATIONS	Dialup

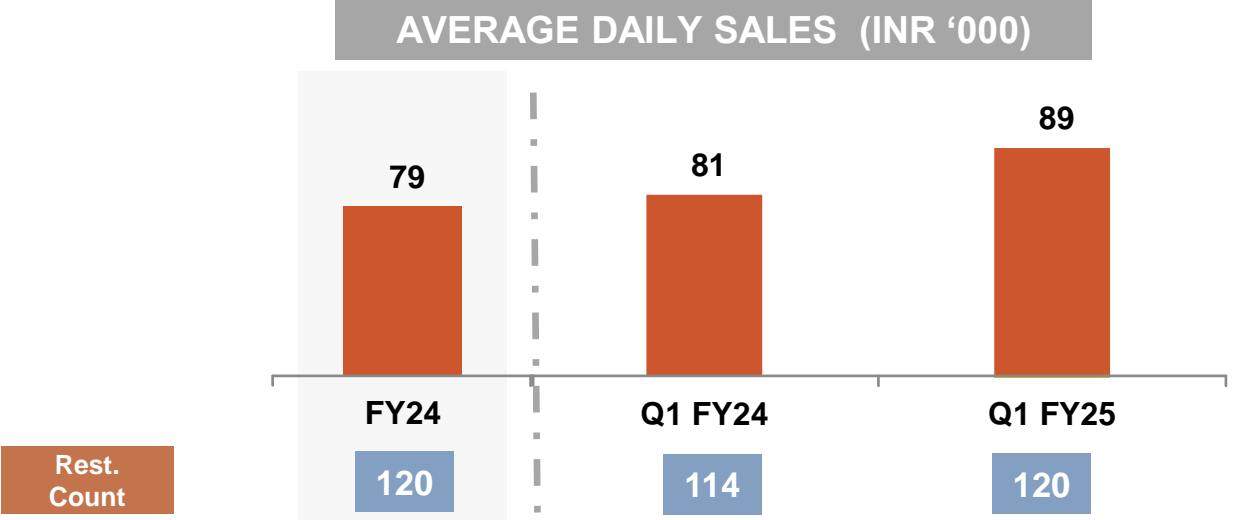
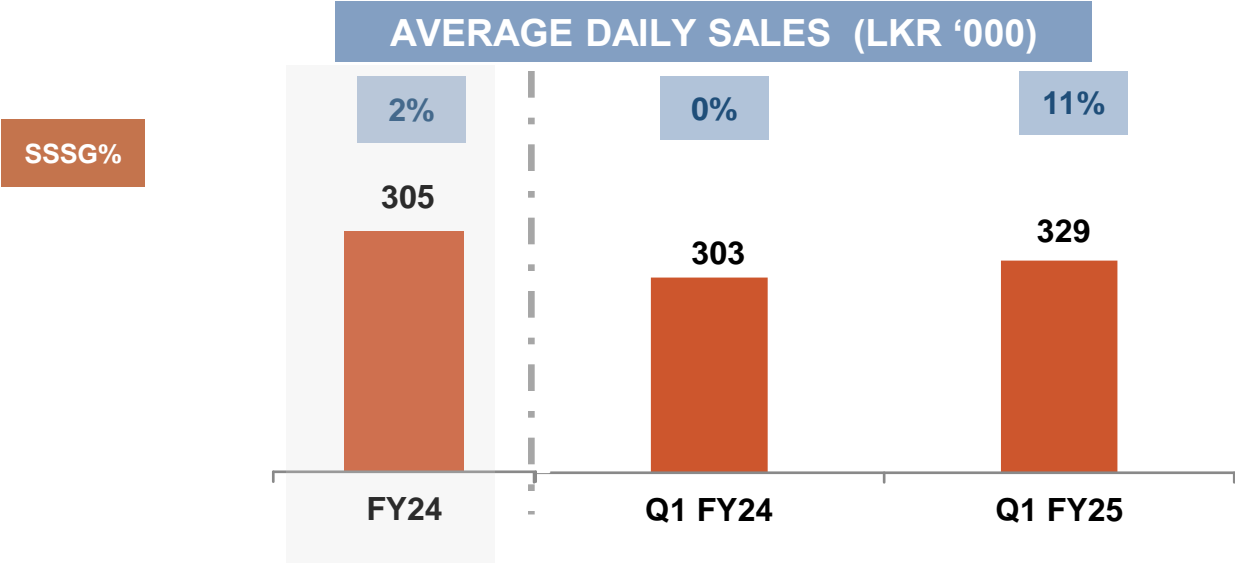
SRI LANKA BUSINESS

Q1 FY25 - CHANNEL SALES CONTRIBUTION



SRI LANKA BUSINESS

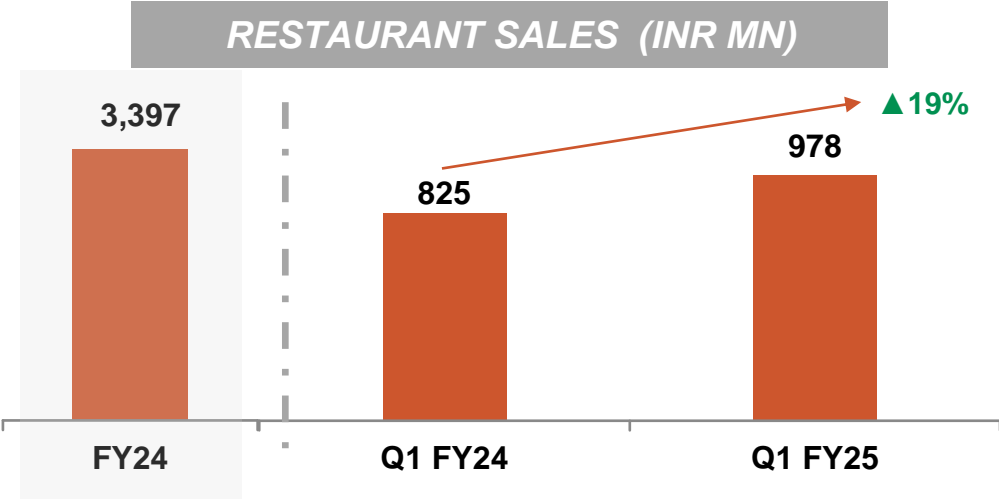
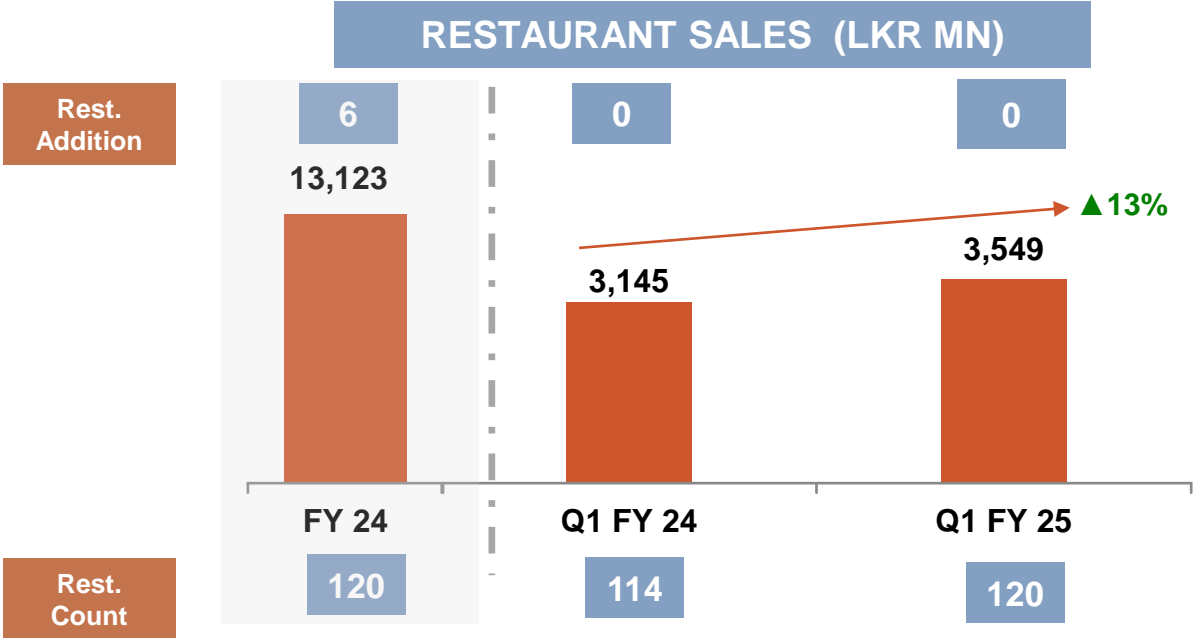
Q1 FY25



Average daily sales is for all restaurants including new additions during the period
 Note: LKR to INR conversion rate of 0.276 for Q1 FY25 and 0.262 for Q1 FY24

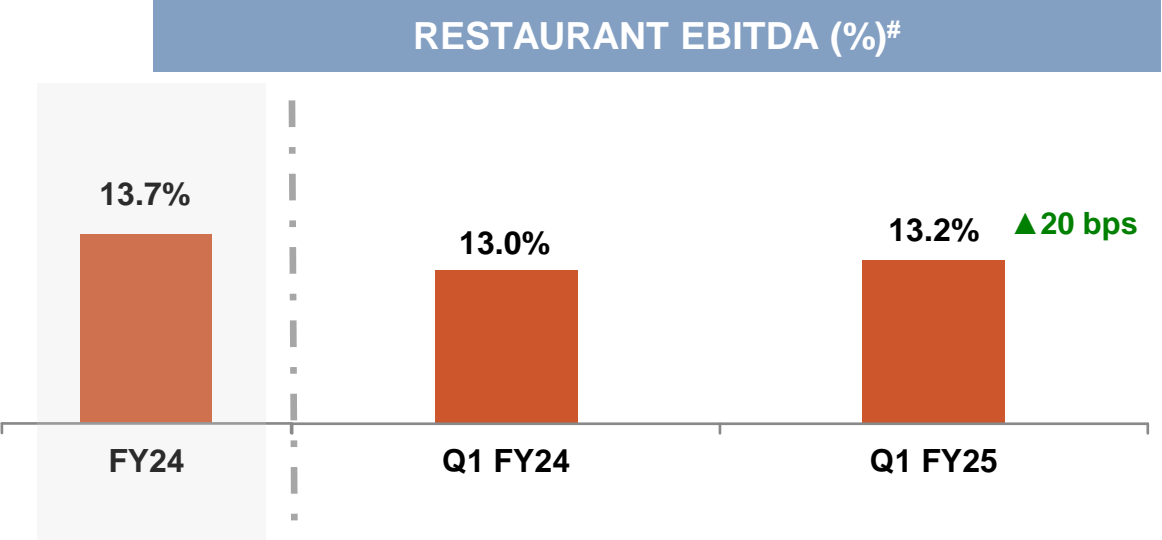
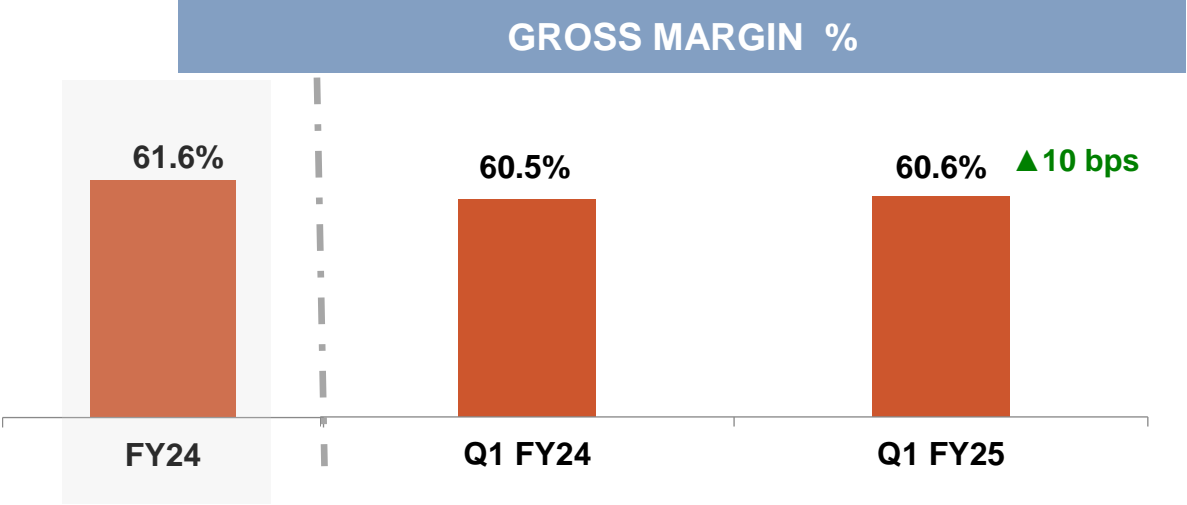
SRI LANKA BUSINESS

Q1 FY25



SRI LANKA BUSINESS

Q1 FY25



Absolute Rest. EBITDA increased by 14 % in LKR terms (increased by 20% in INR terms)

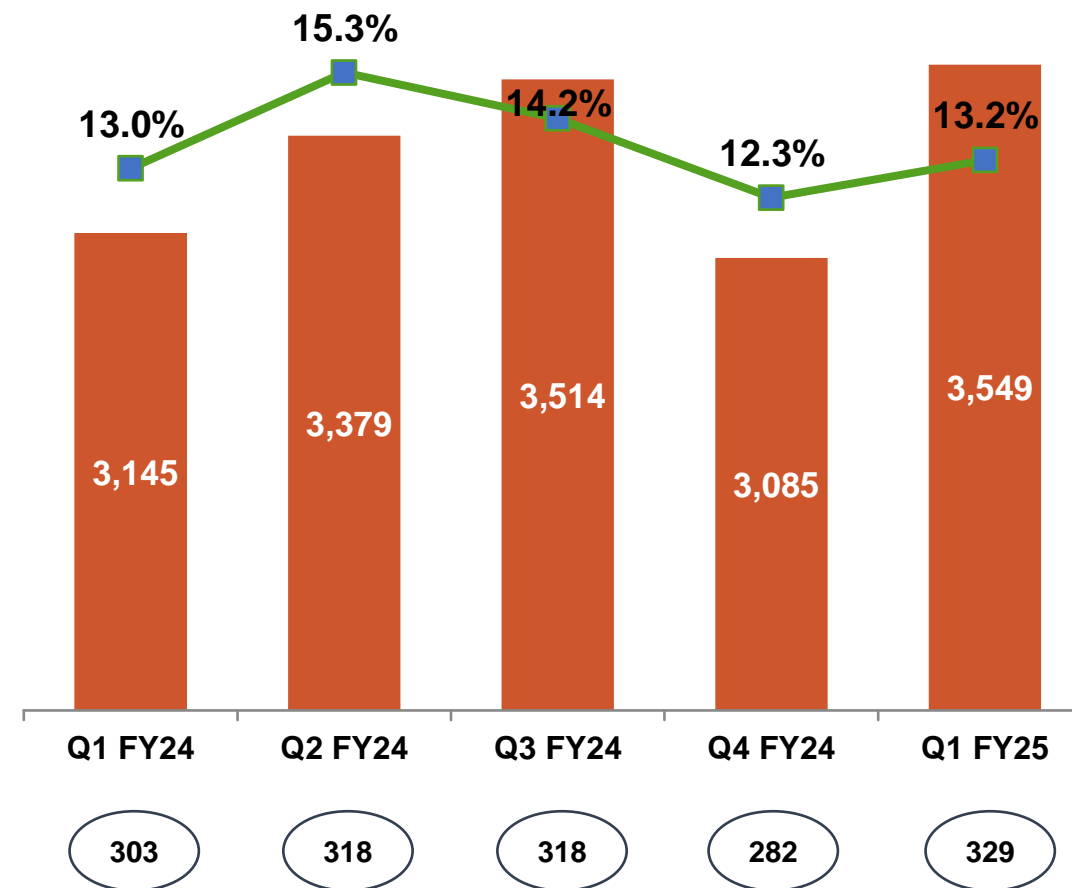
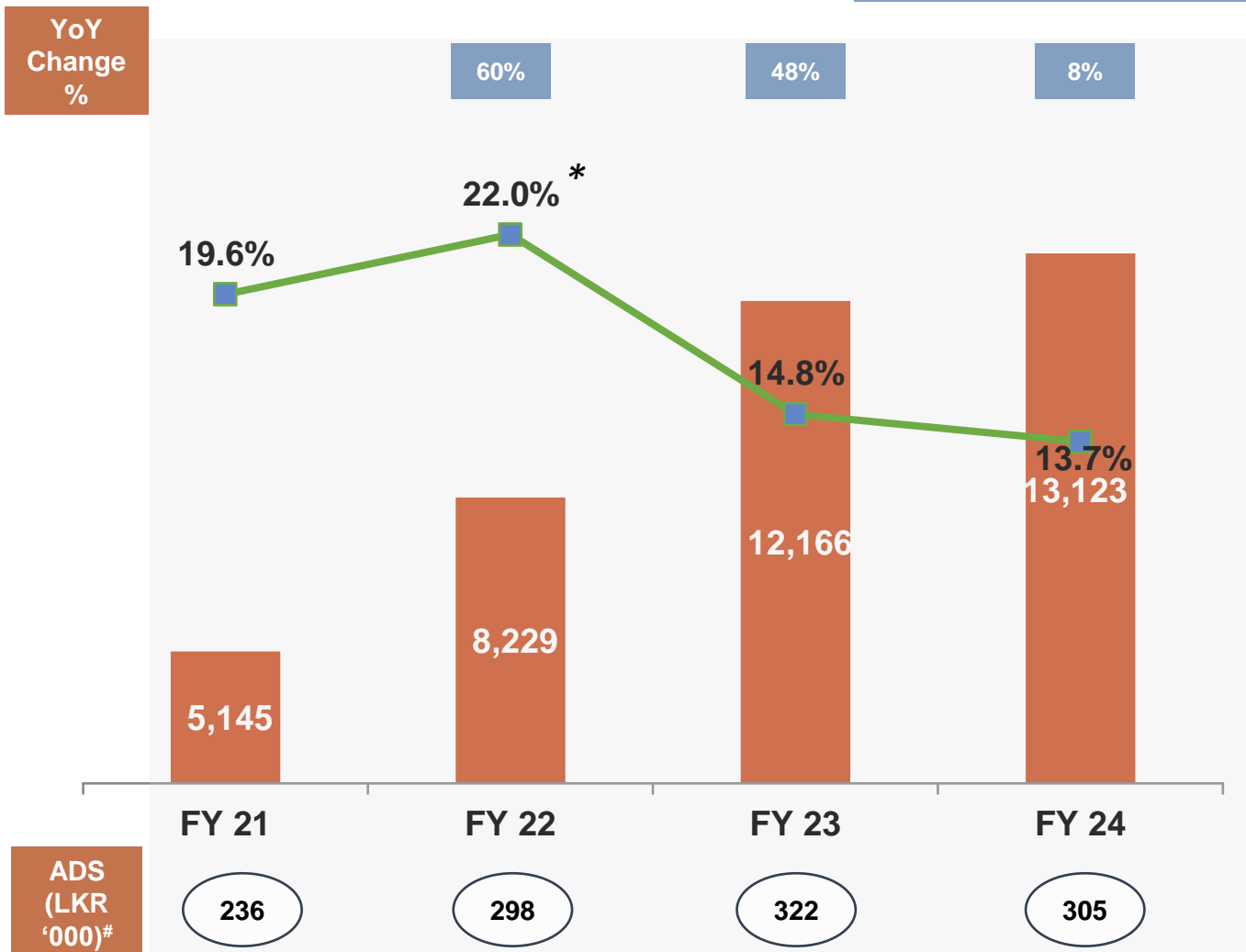
Restaurant EBITDA figures are Pre-IND AS 116.

SRI LANKA BUSINESS

RESTAURANT SALES & EBITDA TREND



Rest. SALES (LKR MN) & Rest. EBITDA %



* Restaurant EBITDA% after Normalizing additional incentives in FY22

#Average daily sales is for all restaurants including new additions during the period



Responsible

Execution. Grit. Performance.

SAPPHIRE FOODS INDIA LIMITED



HIGHLIGHTS

- Published our 3rd **ESG Report under GRI, SASB and BRSR Standards**
- **Only Indian QSR Company** to publish full-fledged ESG Report aligned with global ESG frameworks.
- Obtained **limited assurance** on our BRSR and ESG Report on a voluntary basis.



Received **IGBC (Indian Green building Council) Gold Certification** for one of our KFC restaurant.

The only Company in Indian QSR and Retail segment to attain this feat.



THANK YOU