



Date: 10th May 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 and year ended 31st March 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



In a challenging year Sapphire Foods delivers 15% revenue growth at 18.2% EBITDA Margin [\uparrow 9%] led by highest ever KFC restaurant EBITDA %

129	₹Min 25,880	15.8%	18.2%	2.7%
New Stores	Revenue	Rest.* EBITDA%	EBITDA%	PBT%
872 Total Stores	\uparrow 15% YoY%	\uparrow 4% YoY%	\uparrow 9% YoY%	\downarrow -36% YoY%










FY24 Highlights

- Sapphire has delivered the best all-round performance in the industry (all parameters considered): Revenue scale & growth [\uparrow 15%], EBITDA margin [18.2%] & growth [\uparrow 9%] and New restaurant additions [129].
- Sapphire KFC highest restaurant EBITDA margin % amongst all QSR players: 19.7%
- Sapphire KFC and Sapphire PH being recognized as among the top 3 franchisees of Yum globally on customer metrics and operating standards.
- Sapphire Foods is ranked No.1 QSR in India and at 95th percentile amongst QSR globally on Dow Jones Sustainability Index (DJSI).
- We achieved our best ever employee engagement score since inception and placed at 88th percentile amongst all companies surveyed worldwide by Gallup.

* Restaurant EBITDA% is before Ind-AS 116 adjustments



Sapphire Foods Q4 FY24 Consol Revenue (₹6,297 Mn) grew by 13% and EBITDA (₹1,102 Mn) grew by 7%, led by strong KFC performance

22 Stores	₹Mn 6,297	13.6%	17.5%	0.1%
New Stores	Revenue	Rest. EBITDA%	EBITDA%	PBT%
				
872 Total Stores	 13% YoY%	 -5% YoY%	 7% YoY%	 -93% YoY%

Q4FY24 Highlights

- Our Q4 FY24 Consol Restaurant Sales (₹ 6,297 Mn) grew by 13% and EBITDA (₹ 1,102 Mn) grew by 7%. Demand across all consumer product categories remains constrained as reflected in Private Final Consumption Expenditure data for previous quarters released by Government of India.
- In Q4 FY24 we added 23 KFC restaurants. Sapphire Foods total restaurant count is 872 as on 31st Mar 24.
- Consol Restaurant EBITDA declined by 5% YoY, and margin was at 13.6% (↓ 260 bps)
- Consol EBITDA (₹ 1,102 Mn, 17.5%) grew YoY by 7% (↓ 90 bps) | Consol Adj. EBITDA (₹ 544 Mn, 8.6%) declined YoY by 3% (↓ 150 bps)
- Consol PBT (₹ 8 Mn, 0.1%) | Consol Adj. PBT (₹ 83 Mn, 1.3%). Consol PAT was ₹ 20 Mn (0.3%) | Consol Adj. PAT ₹ 76 Mn (1.2%)
- Sapphire KFC continues to perform well in a tough consumer demand environment. It delivered another quarter of healthy performance with Restaurant Sales growth of 16% YoY (-3% SSSG) and Restaurant EBITDA at 18.7% (↓ 40 bps YoY).

For FY24, Sapphire KFC demonstrated an industry leading all-round performance with 88 new restaurant additions, Revenue growth of 18% and Restaurant EBITDA margin of 19.7% (↑ 30 bps YoY, best ever annual performance).

- Pizza Hut Restaurant Sales in Q4FY24 declined by 3% YoY and SSSG by 15% which considerably shrank Restaurant EBITDA margins. Coupled with our enhanced marketing investment, our Rest. EBITDA margin dropped to -2.7% in Q4 FY24. Excluding the additional marketing spend, the brand broke even at the Restaurant EBITDA level.

As part of our medium-term action plan to revive the brand, we launched ‘Melts’, a unique “folded” handheld pizza concept in the last week of Mar’24. Melts is aimed at extending pizza consumption for “in-between” meal occasions backed by a multi-media marketing campaign. We continue to build our innovation calendar over the next 4-6 quarters allied with the increased investment in marketing and consumer experience. We had Zero net restaurant additions in the quarter in line with our current cautious approach to expansion.

For FY24, Sapphire Pizza Hut revenue was flat with Restaurant EBITDA of 4.9%. We opened 33 new restaurants during the year.

- Sri Lanka Restaurant Sales grew by 8% in LKR (↑ 22% in ₹ terms) while SSSG was 4%. Restaurant EBITDA margins were at 12.3% (↓ 190 bps YoY), decreased by 3% in LKR (↑ 6% in ₹ terms) terms as a result of cost inflation in restaurant operating expenses.

For FY24, Sri Lanka Revenue grew by 25% in ₹ terms and Restaurant EBITDA was 13.7% with growth of 16% in ₹ terms as macro-economic conditions stabilised and currency appreciated. We added 6 new restaurants during the year in Sri Lanka.

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 Mar 31, 2024, we own and operate 429 KFC and 319 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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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 fulfilment 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

Q4 AND FY24 BUSINESS PERFORMANCE

MAY'2024



SAFE HARBOR



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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**



Q4 AND FY24

CONSOLIDATED FINANCIAL HIGHLIGHTS

SAPPHIRE FOODS: 3-YEAR SCORECARD



Relentless Execution. Grit. Performance.

FY24 Highlights

- Sapphire has delivered the best all-round performance in the QSR industry (all parameters considered): Revenue scale & growth [↑ 15%], Adj. EBITDA margin [10.5%] & growth [↑ 3%] and New restaurant additions [129].
- Sapphire KFC delivered highest ever annual restaurant EBITDA margin %: 19.7%
- Sapphire KFC and Pizza Hut being recognized as among the top 3 franchisees of Yum globally on customer metrics and operating standards.
- Sapphire Foods is ranked No.1 QSR in India and at 95th percentile amongst QSR globally on Dow Jones Sustainability Index (DJSI).
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Adj. EBITDA and Adj. PAT is before Ind-AS 116 adjustments

* Adj. EBITDA and Adj. PAT for FY22 have been normalized for additional incentive from Yum accrued in that year

Adj PAT excludes Deferred Tax Credit (DTC) of ₹1253 mn towards carried forward losses in SFIL in FY23. Post DTC the Adj PAT is ₹2,654 Mn

KEY HIGHLIGHTS

Q4 FY24



- Our Q4 FY24 Consol Restaurant Sales (₹ 6,297 Mn) grew by 13% and EBITDA (₹ 1,102 Mn) grew by 7%. Demand across all consumer product categories remains constrained as reflected in Private Final Consumption Expenditure data for previous quarters released by Government of India.
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For FY24, Sri Lanka Revenue grew by 25% in ₹ terms and Restaurant EBITDA was 13.7% with growth of 16% in ₹ terms as macro-economic conditions stabilised and currency appreciated. We added 6 new restaurants during the year in Sri Lanka.

SUMMARY CONSOLIDATED FINANCIALS

Q4 & FY24



Particulars	Q4 FY24	Q4 FY23	Change YoY	FY24	FY23	Change YoY
Restaurant Sales ₹ mn	6,297	5,592	▲ 13%	25,880	22,571	▲ 15%
Adj. EBITDA ₹ mn	544	563	▼ -3%	2,717	2,647	▲ 3%
%	8.6%	10.1%	▼ -150 bps	10.5%	11.7%	▼ -120 bps
EBITDA ₹ mn	1,102	1,030	▲ 7%	4,718	4,343	▲ 9%
%	17.5%	18.4%	▼ -90 bps	18.2%	19.2%	▼ -100 bps
PBT ₹ mn	8	123	▼ -93%	699	1,084	▼ -36%
%	0.1%	2.2%	▼ -210 bps	2.7%	4.8%	▼ -210 bps
PAT ₹ mn #	20	1,355	▼ Ref Note	520	2,332	▼ Ref Note
%	0.3%	24.2%	▼	2.0%	10.3%	▼
Restaurant Additions	22	28		129	164	

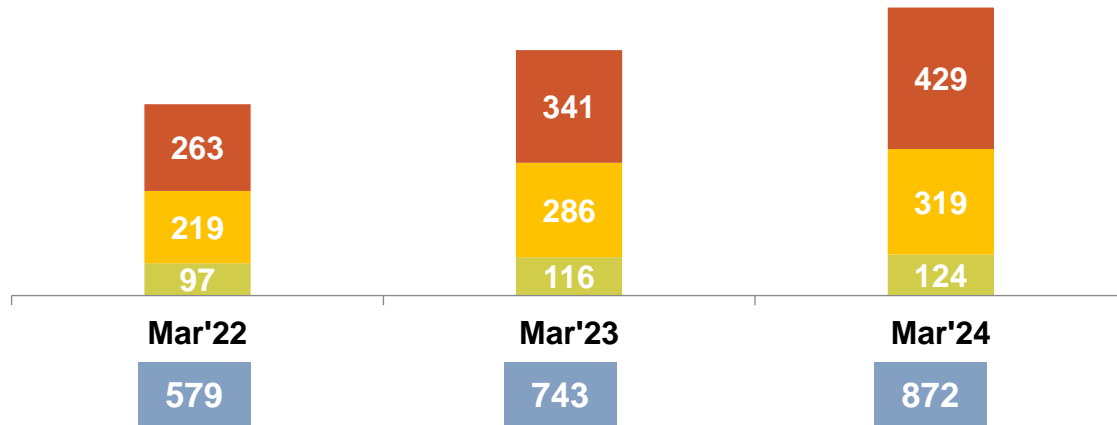
Note: In FY23 the company recognized Deferred Tax Credit (DTC) of ₹1,253 mn majorly towards carried forward losses in SFIL. This was recognized in Q4 FY23. Due to this reason, PAT for Q4FY24/ Full Year FY 24 is not comparable with Q4 FY23 /Full Year FY23. Adj PAT for Q4 FY24 is ₹76 mn (1.2%) and FY24 is ₹786 Mn (3.0%).
#Adj. EBITDA and Adj. PAT is before Ind-AS 116 adjustments

SAPPHIRE FOODS CURRENT PRESENCE



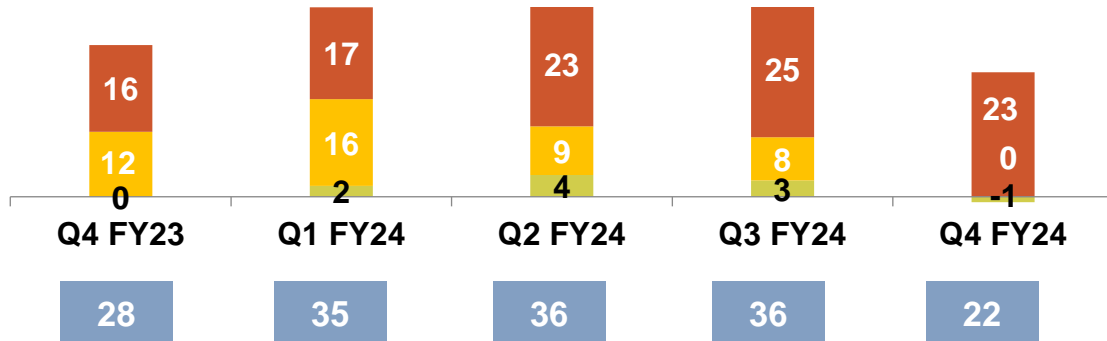
RESTAURANT COUNT

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



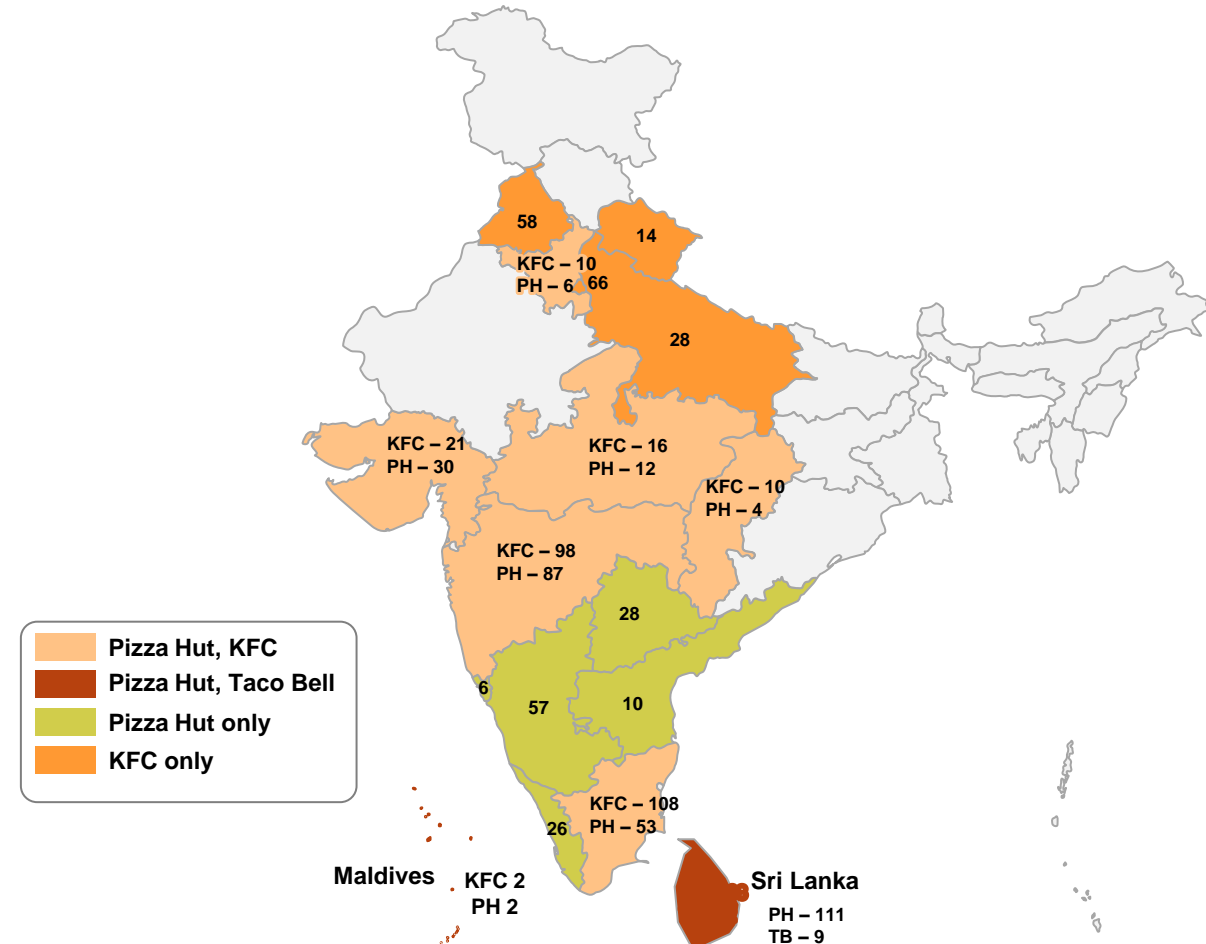
RESTAURANT ADDITION

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



Sri Lanka + Maldives includes 4 restaurants in Maldives as on 31.03.24

RESTAURANT DISTRIBUTION ACROSS INDIAN SUBCONTINENT

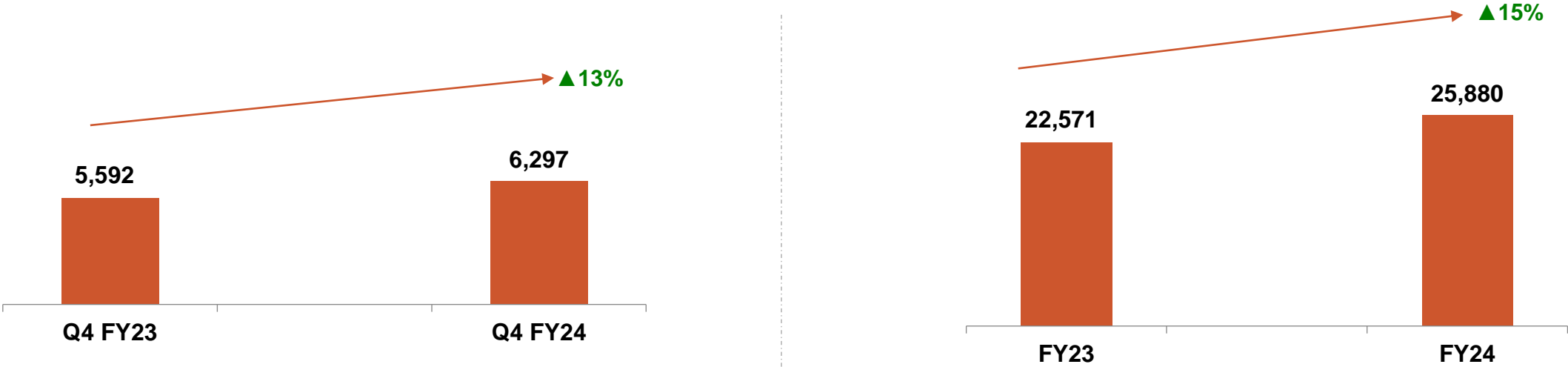


FINANCIAL HIGHLIGHTS

Q4 & FY24



CONSOLIDATED RESTAURANT SALES (₹ MN)



INDIA RESTAURANT SALES (₹ MN)

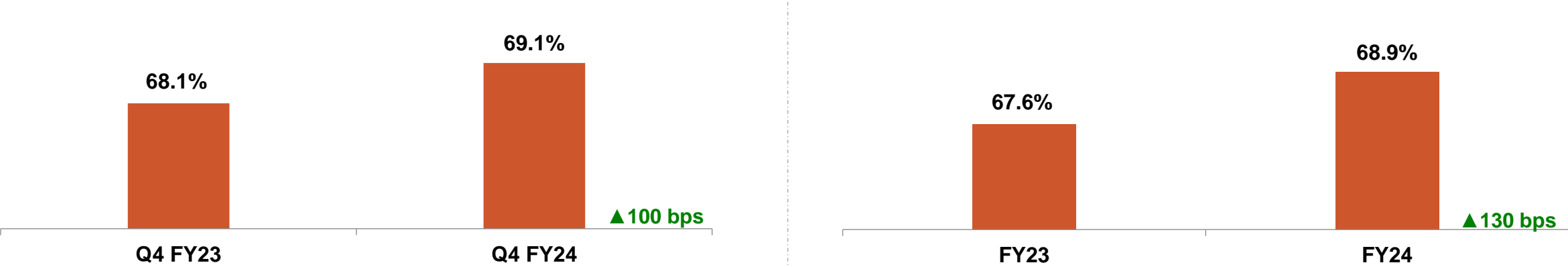


FINANCIAL HIGHLIGHTS

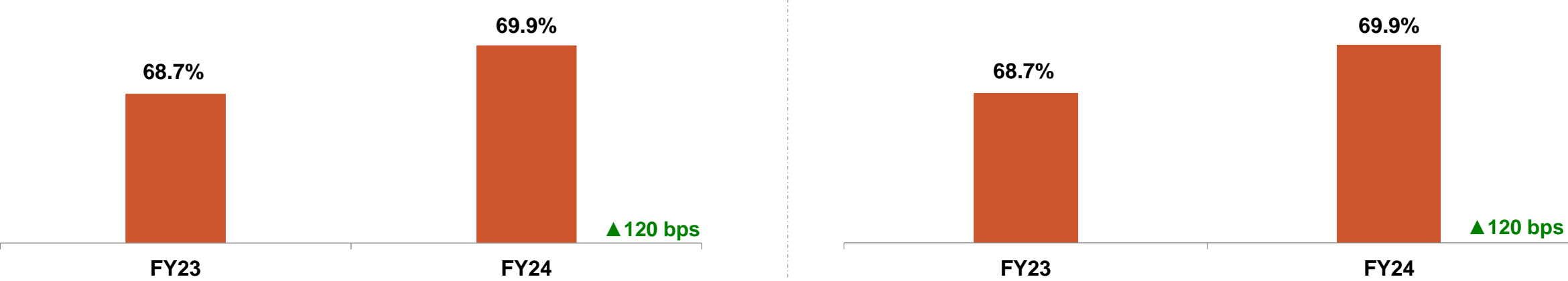
Q4 & FY24



CONSOLIDATED GROSS MARGIN (%)



INDIA GROSS MARGIN (%)



FINANCIAL HIGHLIGHTS

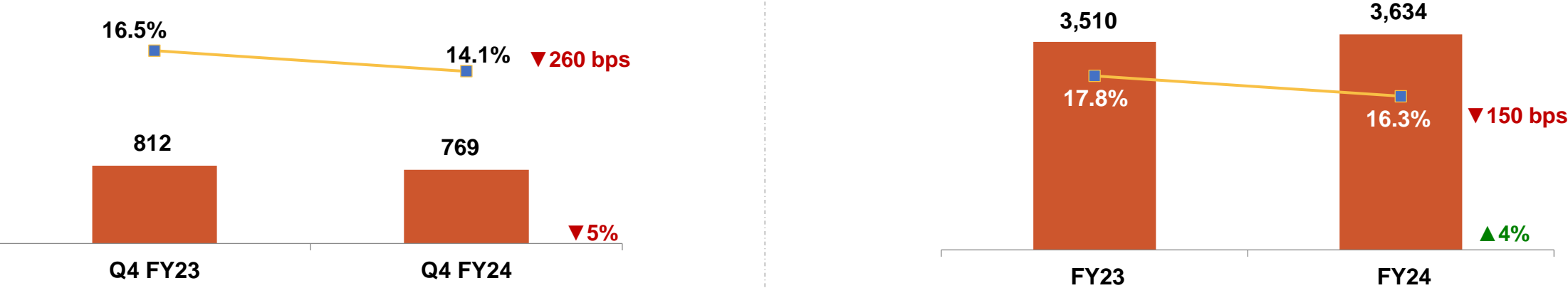
Q4 & FY24



CONSOLIDATED RESTAURANT EBITDA (₹ MN / %)



INDIA RESTAURANT EBITDA (₹ MN / %)



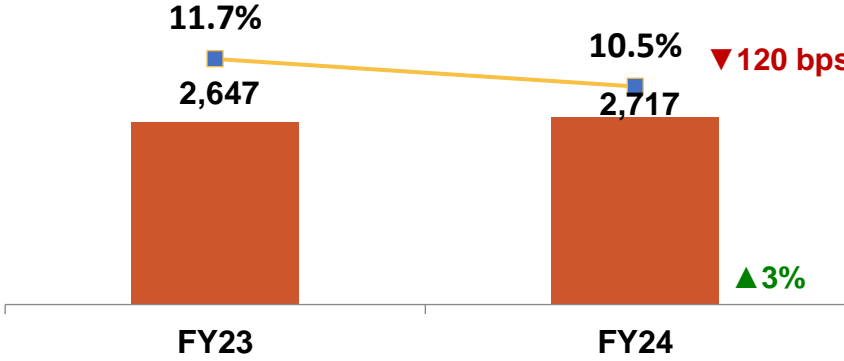
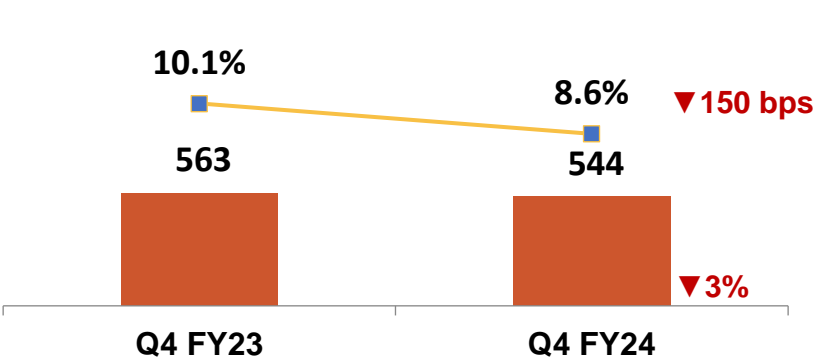
Restaurant EBITDA is before Ind-AS 116 adjustments

FINANCIAL HIGHLIGHTS

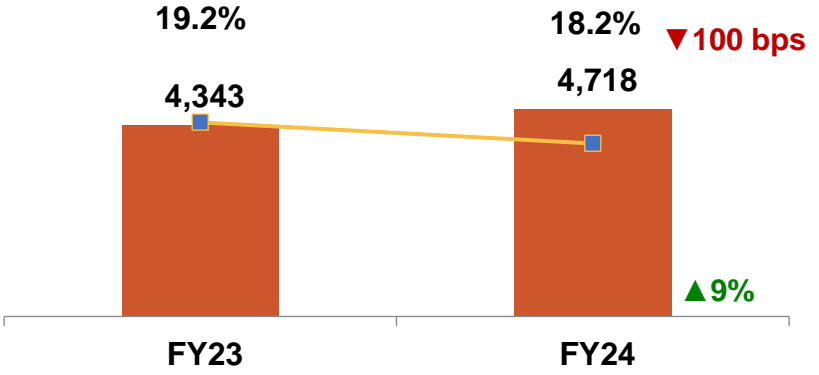
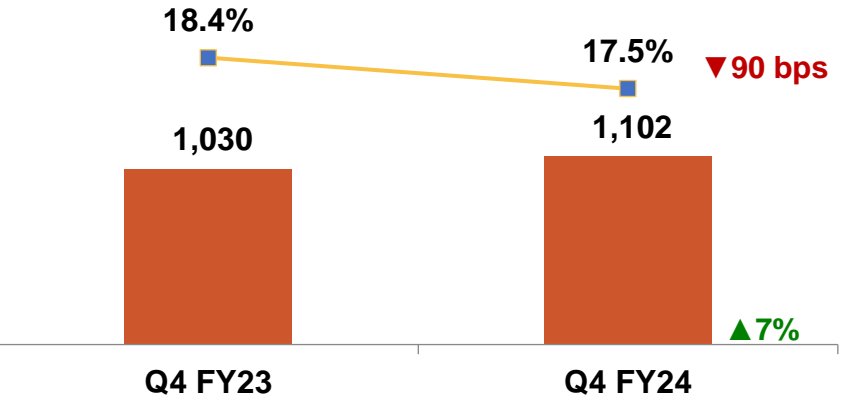
Q4 & FY24



ADJ. EBITDA (₹ MN / %)



EBITDA (₹ MN / %)



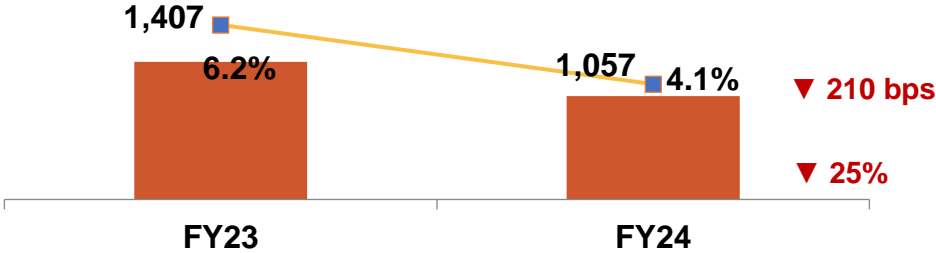
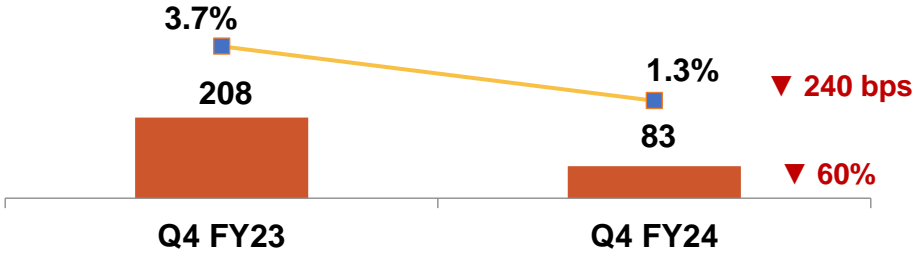
Adj. EBITDA is before Ind-AS 116 adjustments

FINANCIAL HIGHLIGHTS

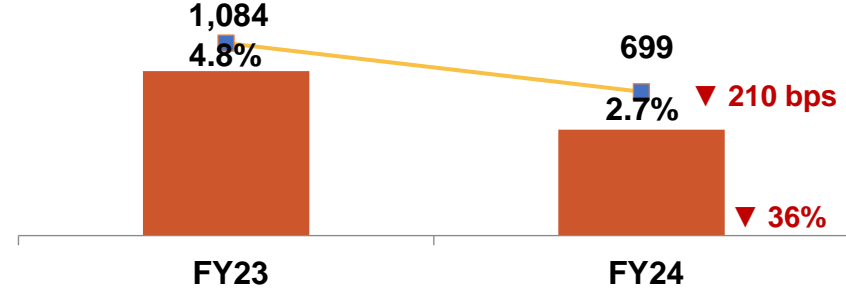
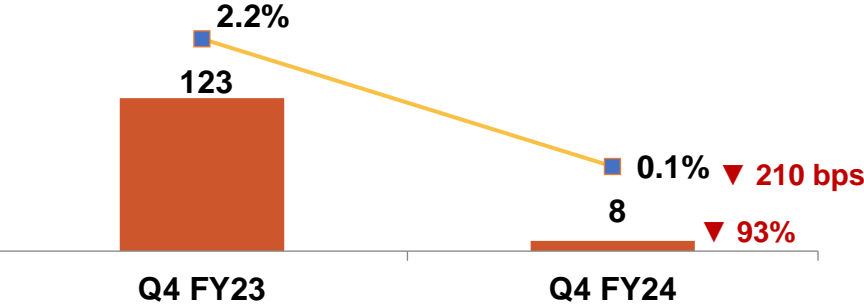
Q4 & FY24



Adj. PROFIT BEFORE TAX (₹ MN / %)



PROFIT BEFORE TAX (₹ MN / %)



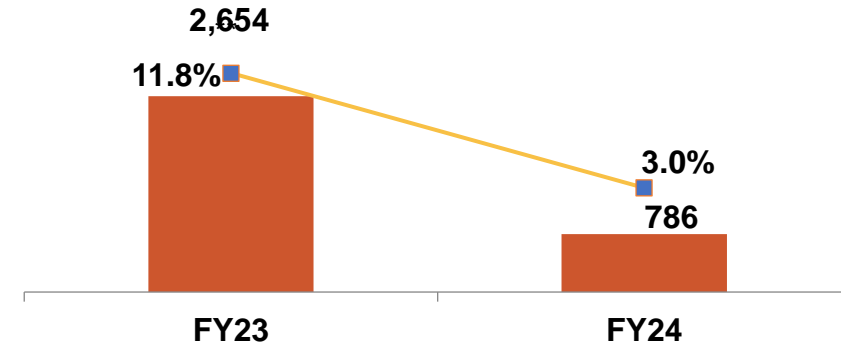
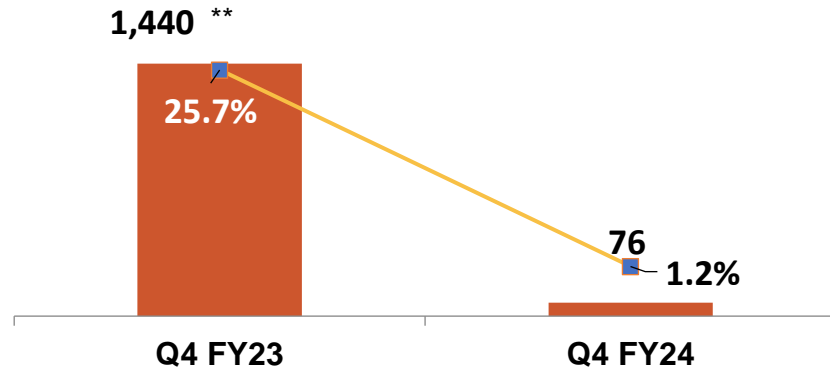
Adj. PBT is before Ind-AS 116 adjustments

FINANCIAL HIGHLIGHTS

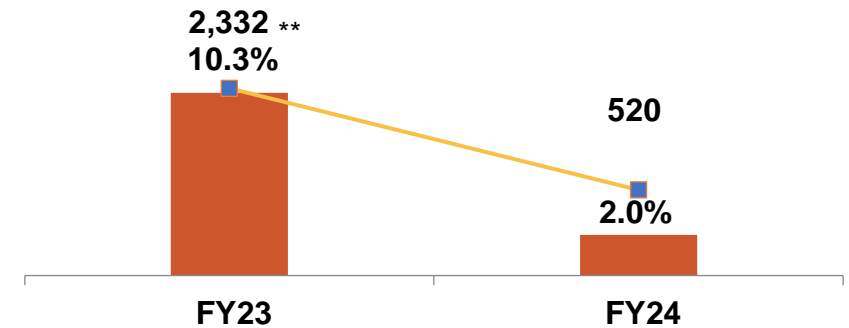
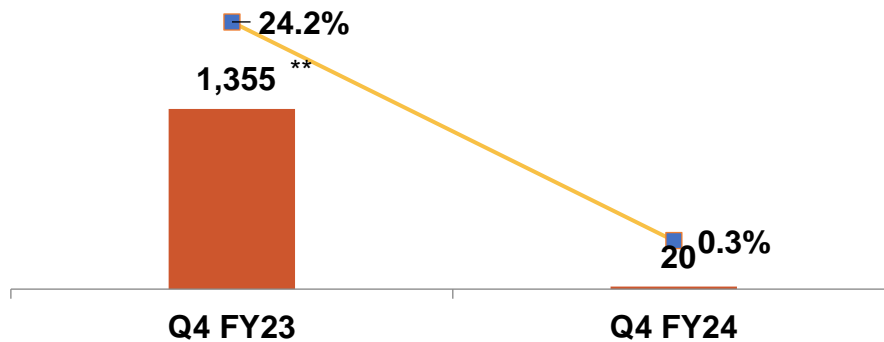
Q4 & FY24



Adj. PROFIT AFTER TAX (₹ MN / %)#



PROFIT AFTER TAX (₹ MN / %)



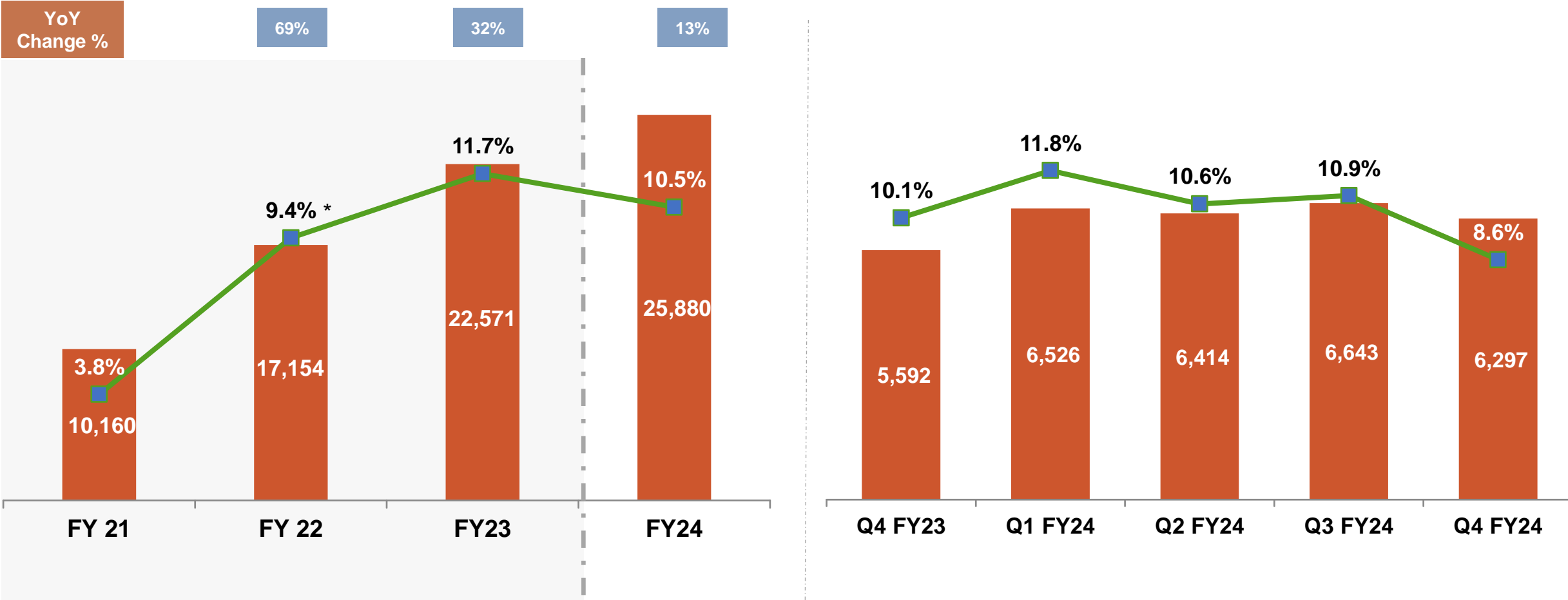
Note: In FY23 the company recognized Deferred Tax Credit (DTC) of ₹1,253 mn majorly towards carried forward losses in SFIL. This was recognized in Q4 FY23. Due to this reason, PAT for Q4FY24/ Full Year FY 24 is not comparable with Q4 FY23 /Full Year FY23.
 #Adj. EBITDA and Adj. PAT is before Ind-AS 116 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)	Q4 FY24	Q4 FY23	YoY %	FY24	FY23	YoY %
Restaurant Sales	6,297.42	5,592.23	13%	25,879.61	22,570.64	15%
Other operating income	19.53	11.86		63.18	85.10	
COGS	1,966.03	1,796.72		8,109.06	7,406.76	
Gross Profit	4,350.92	3,807.37	14%	17,833.73	15,248.98	17%
Gross Margin%	69.1%	68.1%		68.9%	67.6%	
Employee Expenses	857.11	767.27		3,455.55	2,929.03	
Other Expenses	2,391.47	2,009.63		9,660.72	7,976.73	
EBITDA	1,102.34	1,030.47	7%	4,717.46	4,343.22	9%
EBITDA Margin %	17.5%	18.4%		18.2%	19.2%	
Depreciation	870.12	723.54		3,238.96	2,641.74	
Finance Cost	275.15	248.95		1009.08	868.86	
Other Income	51.31	64.83		229.66	251.62	
PBT	8.39	122.81	-93%	699.09	1084.24	-36%
PBT Margin%	0.1%	2.2%		2.7%	4.8%	
Tax Expense	-12.00	-1232.01		179.53	-1247.67	
PAT	20.39	1,354.82	-98%	519.56	2,331.91	-78%
PAT Margin %	0.3%	24.2%		2.0%	10.3%	

Figures are regrouped/reclassified for the purpose of presentation

CONSOLIDATED BALANCE SHEET



Particulars (In Rs mn)	As on 31.3.24	As on 31.3.23
Total Assets	28,400.81	25,940.54
Fixed assets other than Goodwill	11,017.65	8,917.55
Goodwill	1,621.59	1,621.59
Right of use assets	9,818.21	7,914.73
Inventories	968.82	993.04
Trade receivables	343.84	179.49
Cash and bank balances, Investment in MF's	1,675.75	2,863.57
Other current and non - current asset	2,954.95	3,450.57
Total Liabilities	15,002.69	13,401.40
Lease Liabilities	11,362.93	9,185.11
Borrowings	276.22	442.69
Trade payables	2,308.33	2,169.91
Other Non-current and Current liabilities	1,055.21	1,603.69
Total Net Worth	13,398.12	12,539.14
Total Equity	13,398.12	12,539.14
Equity share capital	637.04	635.43
Other equity	12,754.37	11,924.04
Non controlling interests	6.71	-20.33

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



Enhance Fried Chicken Category Relevance

- Build day part occasions of consumption: Lunch & Snacking



Craveable Taste

- Innovation: Reintroduction of Chizza as limited time offer
- International Burger Fest



Value

- Lunch variety menu launch with advertising at ₹149/-
- Snackers range at ₹99/-
- New value construct on Wednesday: 15 Pcs at ₹399/-



Frictionless Customer Experience

- Digital Kiosks
- KFC App
- Partnering with aggregators



Operational Excellence

- 7 Minutes express pickup
- Continuous improvement of consumer ratings on aggregator platform



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



Burger Fest



Lunch



Chizza

KFC BRAND PRIORITIES

Fried Chicken Category Relevance / Craveable taste / Value



Rice Bowlz

BOWLED OVER BY DEMAND
RICE Bowlz
ARE BACK!

Hot & Crispy Rice Bowl
 Smoky Rice Bowl
 Popcorn Rice Bowl

ALSO AVAILABLE IN VEG

The above product contains added MSG. MSG is a naturally occurring substance found in many foods. Some people are sensitive to MSG. Please refer to the product label for more information. © 2023 KFC. All rights reserved. For details refer to www.kfc.com/terms and conditions.

Wednesday Offer

15 PCS FOR ₹399
WEDNESDAY Special
NEW OFFER

6 Pc Hot Wings
 6 Pc Peri Peri Strips
 3 Pc Hot & Crispy

SAVE UP TO 52%

LET'S KFC

All chicken products contain added monosodium glutamate not recommended for infants below 12 months and pregnant women. Limited period offer, valid in select restaurants only. T&C apply. <https://online.kfc.co.in/terms> and conditions. Please exercise of care. All images are for illustration purposes only. Actual product may vary.

Sunday Feast

SUNDAY
KFC
SUNDAY
Feast
ULTIMATE SAVINGS BUCKET

SAVE UP TO 40%

WALK-IN/ORDER NOW

let's KFC

All chicken product contain added monosodium glutamate not recommended for infants below 12 months and pregnant women. © 2023 KFC. All rights reserved. For details refer to www.kfc.com/terms and conditions. Delivery available in select restaurants. Price exclusive of taxes. All images are for illustration purposes only. Actual product may vary. *See us same as it came order on delivery.

KFC BRAND PRIORITIES

Frictionless customer experience | Digital



Total App downloads – **33.29 Mn+**
Monthly Active Users – **1.25 Mn**



Digital **KIOSKS** implemented at **163**
Restaurants

KFC BRAND PRIORITIES

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



MORADABAD, UP



THANE, MAHARASHTRA



ROHTAK, HARYANA



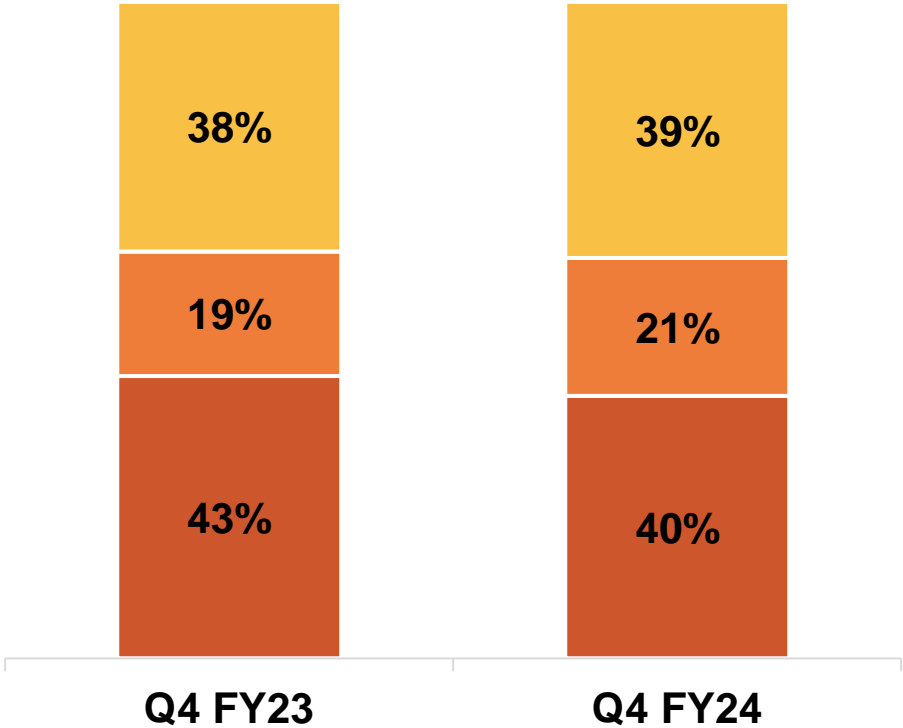
AHMEDABAD, GUJARAT

KFC INDIA

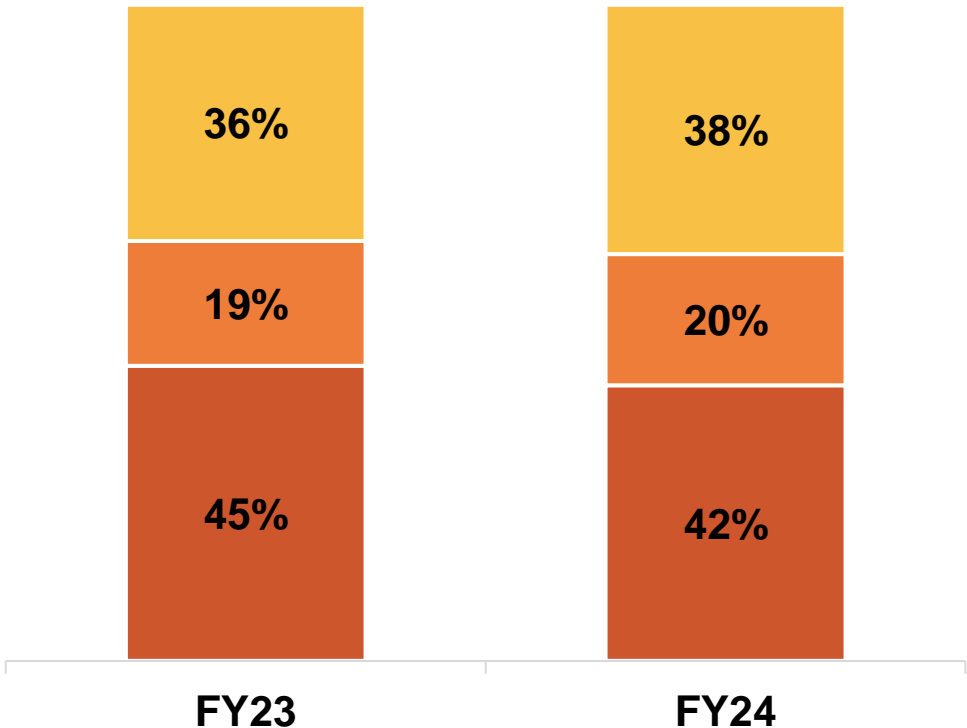
Q4 & FY24 - CHANNEL SALES CONTRIBUTION



■ Delivery
 ■ Takeaway
 ■ Dine IN



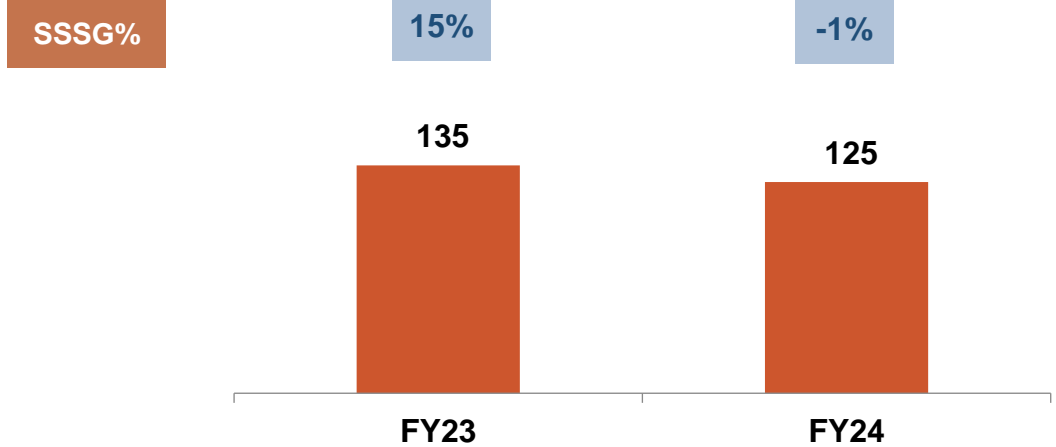
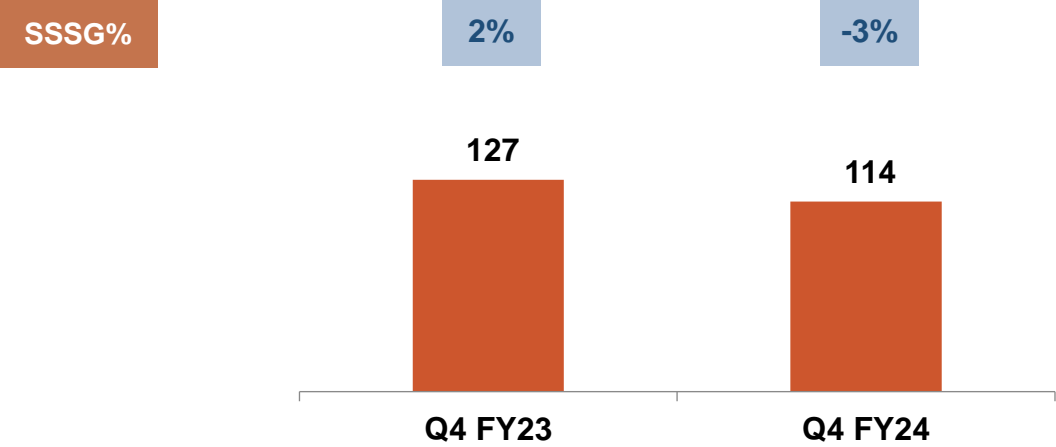
■ Delivery
 ■ Takeaway
 ■ Dine IN



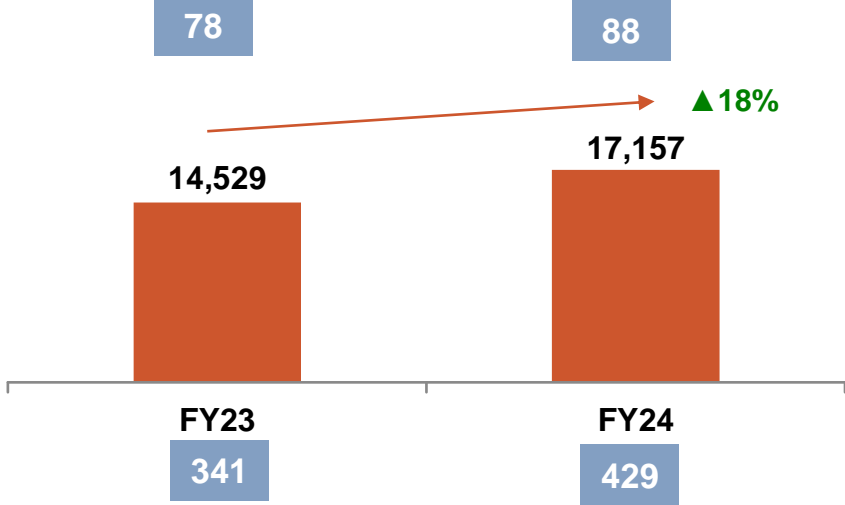
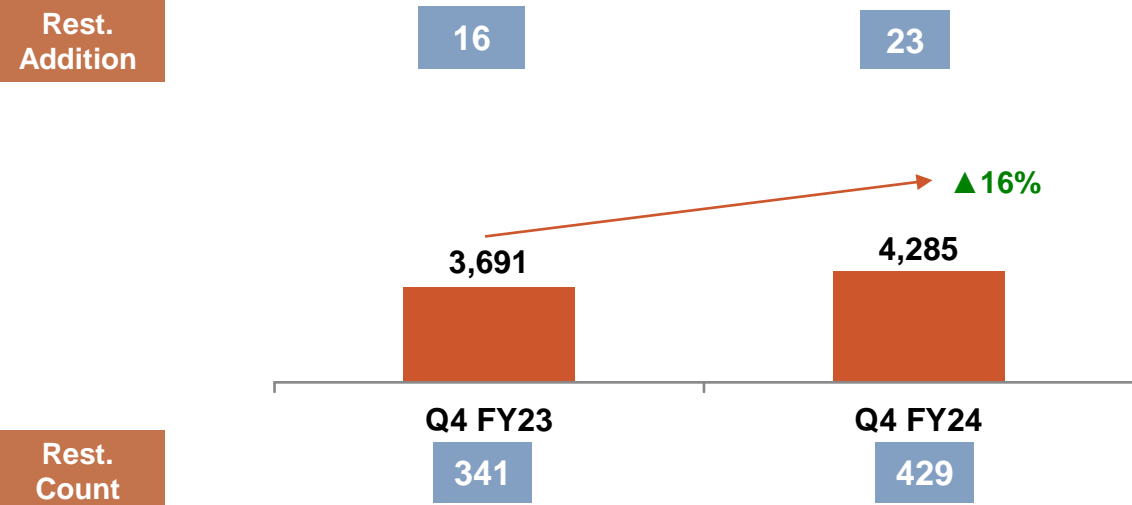
KFC INDIA Q4 & FY24



AVERAGE DAILY SALES (₹ '000)



RESTAURANT SALES (₹ MN)



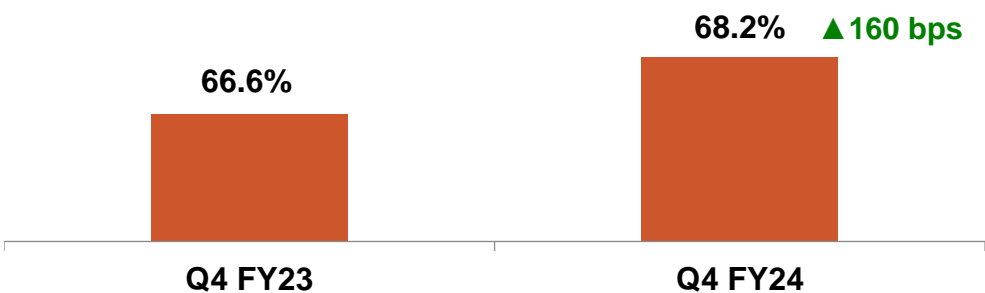
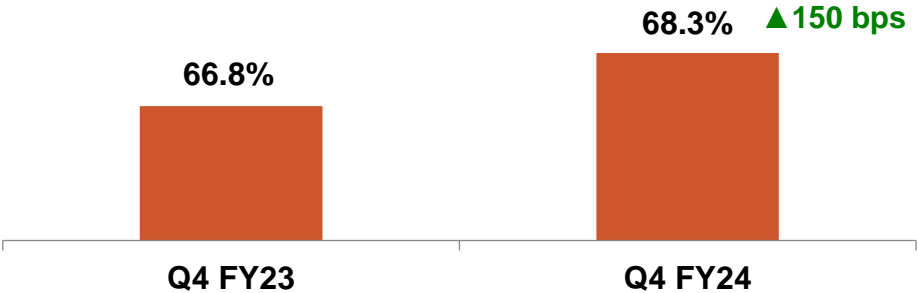
Average daily sales is for all restaurants including new additions during the period

KFC INDIA

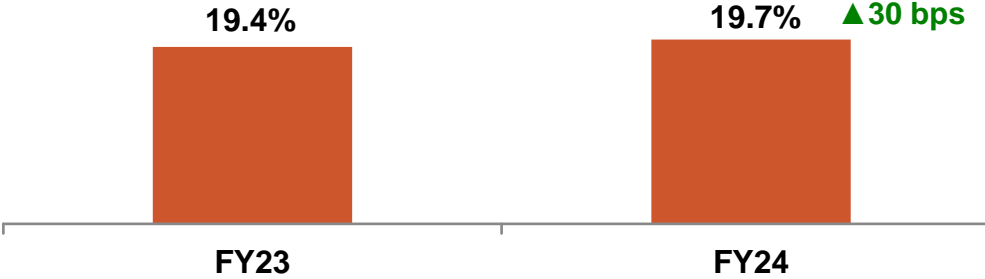
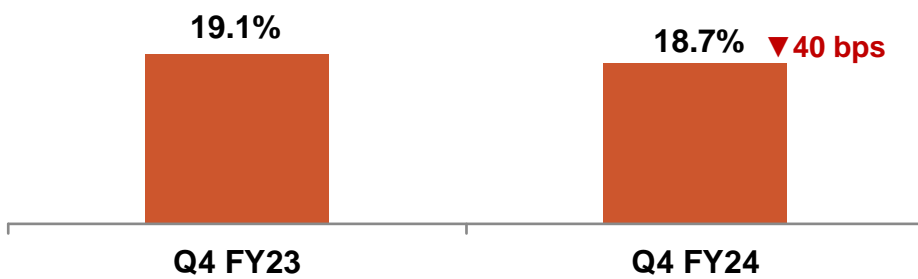
Q4 & FY24



GROSS MARGIN %



RESTAURANT EBITDA (%)#



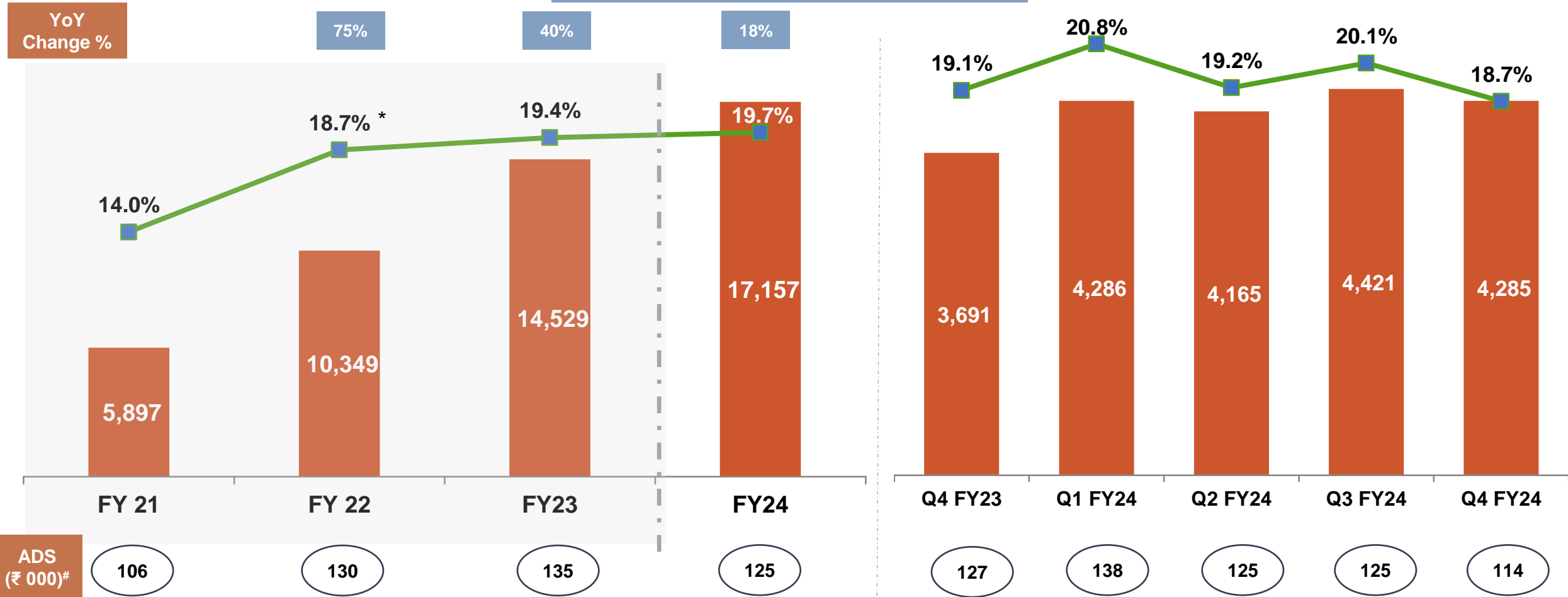
Restaurant EBITDA figures are Pre-IND AS 116.

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 @


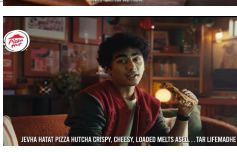

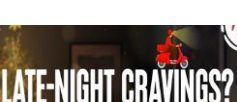

₹ **169***

Pizza Hut India –
Business Performance

▶ ▲ *T&Cs Apply.

UPDATE ON PIZZA HUT ACTION PLAN



Actionable	Status	Comment
A. Build Brand:		
- Product Innovation		Launched Melts, Thin Crust Pizza and revamped Pasta range in Mar-24
- Enhanced Marketing Investments		Rolled out mass media campaign for Melts
B. Grow Dine In / Home Service:		
- 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 day part activation rolled out
		91% of High Street restaurants now open for late night deliveries
C. Real Estate		Cautious expansion, ~3-5% Portfolio corrections in next 2 quarters & ~10% Refurbs in 2024

As communicated earlier, we have initiated actions on various fronts, however Brand revival will still take a few quarters.

PIZZA HUT BRAND PRIORITIES

Build Brand Salience | Product Innovations



NEW

Melts

Crispy. Cheesy. Loaded.

Starting @
₹ **169***

WALK-IN | VISIT PIZZAHUT.CO.IN

*T&Cs Apply.

NEW PASTAS

- Penne McN Cheese Pasta ₹209
- Tandoori Paneer Pasta ₹169
- Tandoori Murg Pasta ₹189
- Penne McN Chicken Pasta ₹229

*Images are for illustrative purposes. Price exclusive of applicable govt taxes. T&C apply.

NEW THIN N CRISPY CRUST

Bold BBQ Veggie

Thin N Crispy pizzas in a crispy crust like never before.

AVAILABLE IN LARGE SIZE FOR ALL PIZZAS

Starting @ ₹ **449**

Tastes best with

- Bold BBQ Veggies
- Tandoori Paneer
- Mexican Fiesta
- Dhaabe Da Keema
- Chicken Pepperoni
- Chicken Supreme

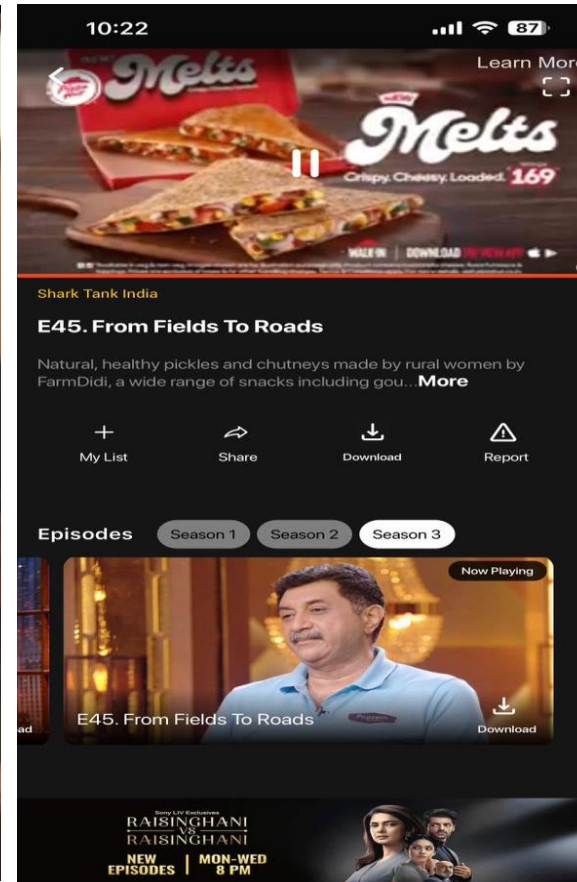
*Images are for illustrative purposes. Price exclusive of applicable govt taxes. T&C apply.

PIZZA HUT BRAND PRIORITIES

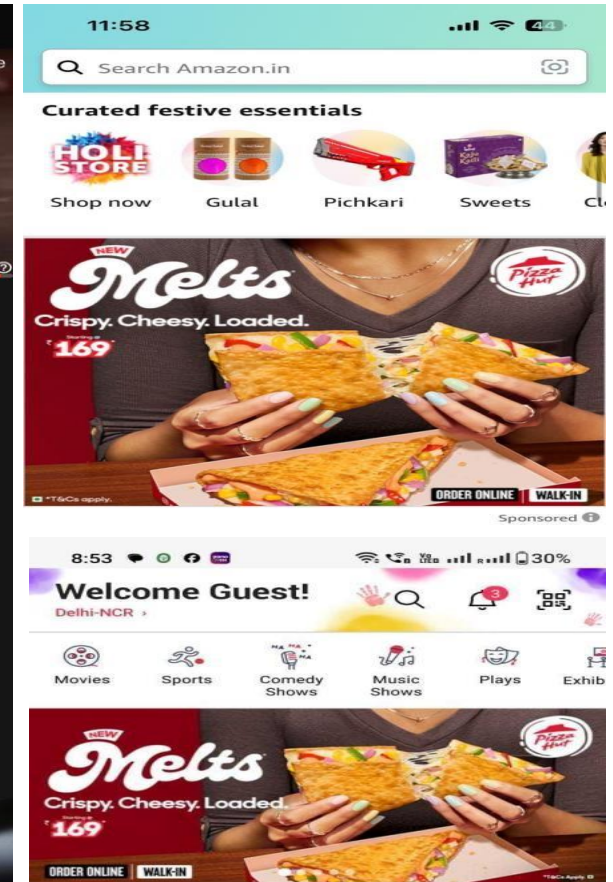
Build Brand Salience | Marketing Investments



On Television



On Ecommerce platforms



PIZZA HUT BRAND PRIORITIES

Build Brand Salience | Building Occasions



PERSONAL PIZZAS PEPSI STARTING @ ₹ 249*

*Images are for illustrated purpose. Price exclusive of applicable govt taxes. T&C apply.

FLAVOUR FUN PIZZAS STARTING @ ₹ 79

WITH NEW CHATPATA FLAVOURS

SIZZLING SUPREME
CHEESE N SPICE
SPICED CHUTAPANI
CLASSIC ITALIAN

DINE-IN TAKEAWAY ORDER ONLINE

Download our app or visit pizzahut.co.in

*T&C Apply. Prices applicable to per pizza selection by the consumer. Prices may vary based channel or the store selected. Not valid on repeat and Pizza Hut Express stores. All product images are for illustrative purposes only. Prices are exclusive of Govt taxes. Taxes applicable on prices post discount. For more details visit pizzahut.co.in.

VALENTINE'S TREAT FOR 2 @ ₹ 369*

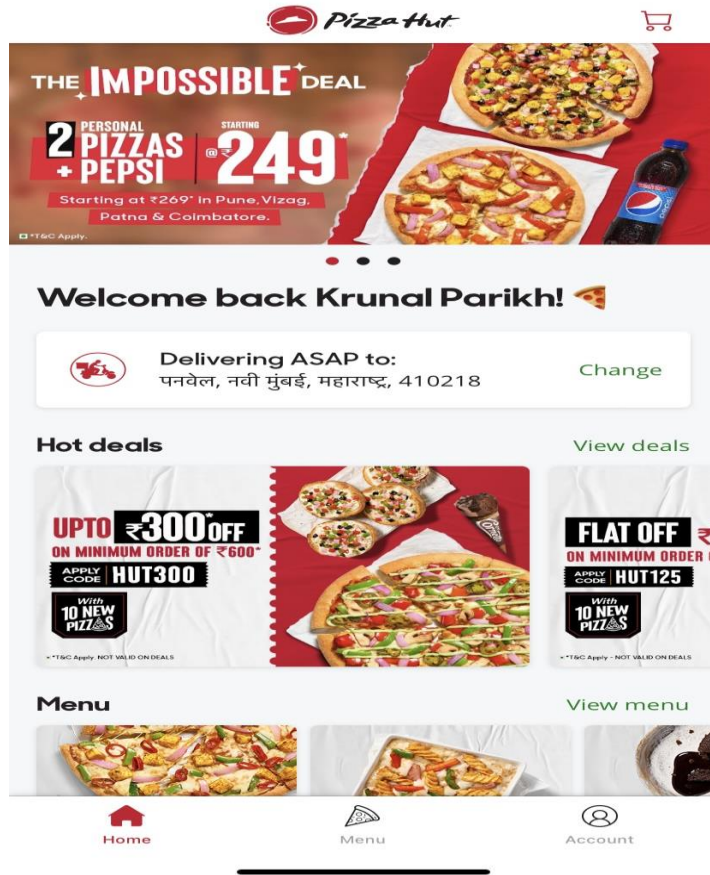
VALID TILL 18TH FEB

WALK-IN

*T&Cs apply.

PIZZA HUT BRAND PRIORITIES

Digital | Operational Excellence



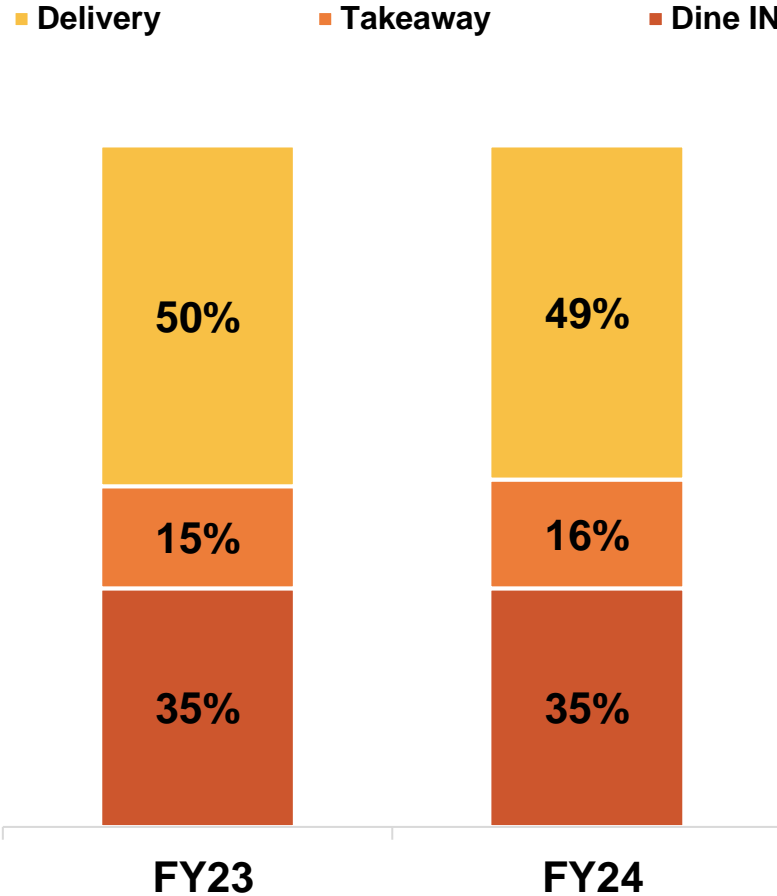
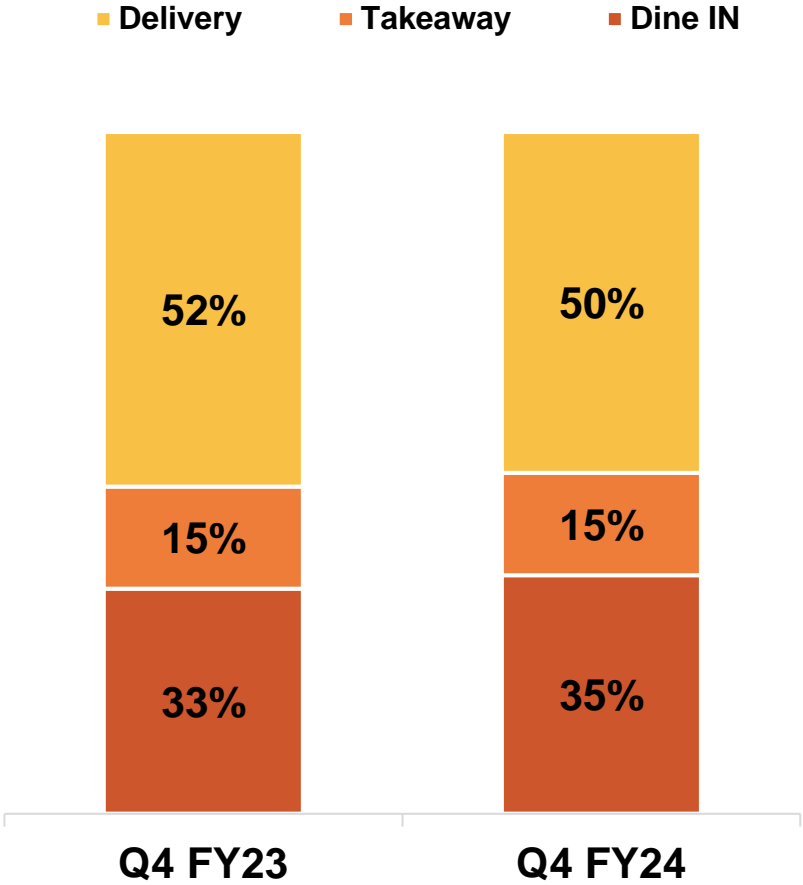
Total App Downloads – **11.6 Mn+**
Monthly Active Users – **0.8 Mn**



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

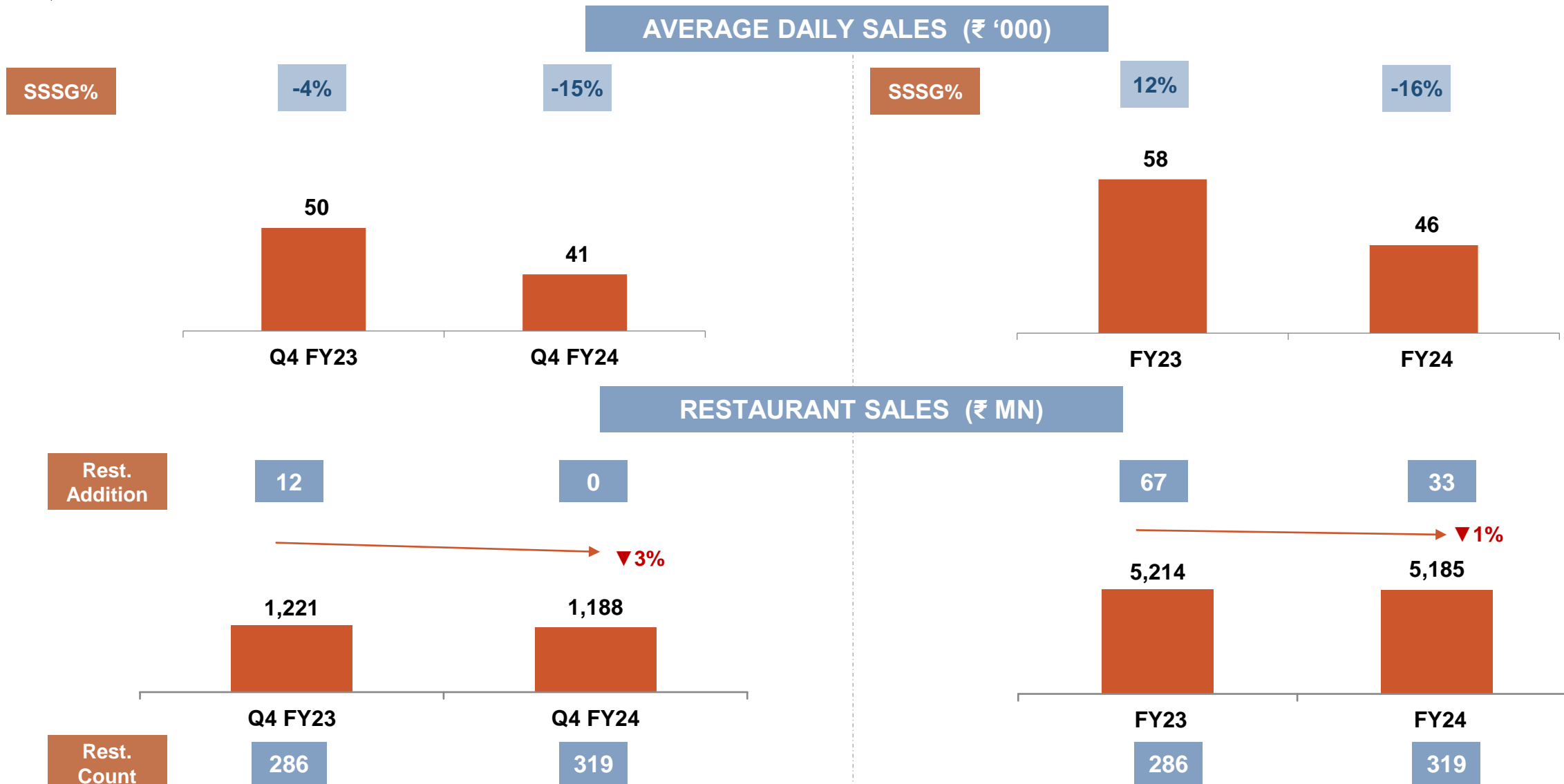
PIZZA HUT INDIA

Q4 & FY24 - CHANNEL SALES CONTRIBUTION



PIZZA HUT INDIA

Q4 & FY24



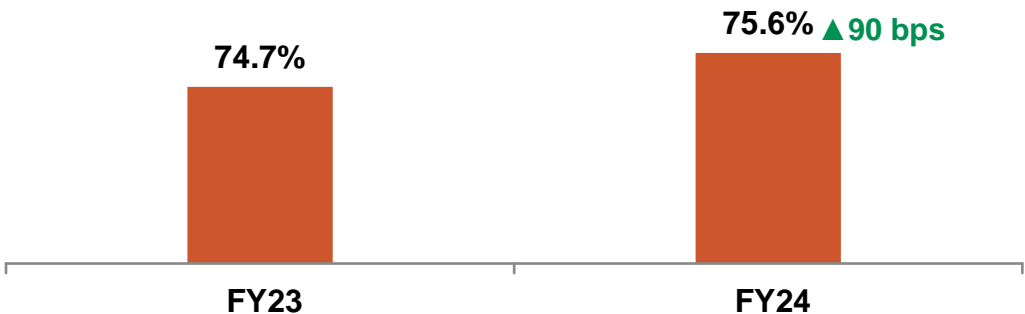
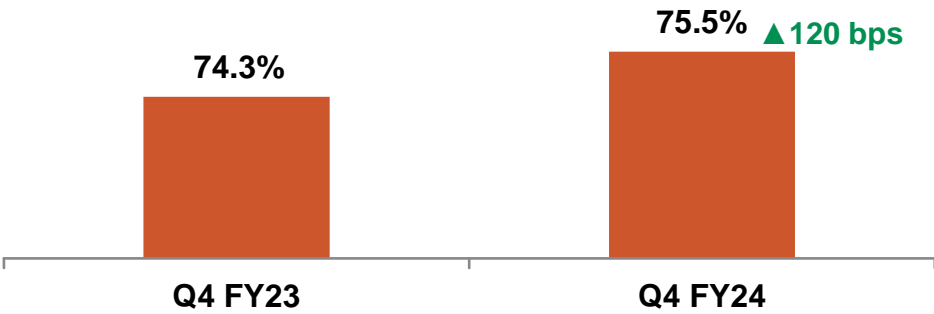
Average daily sales is for all restaurants including new additions during the period

PIZZA HUT INDIA

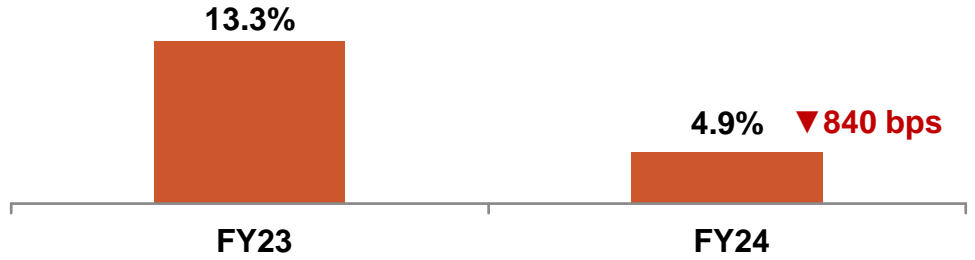
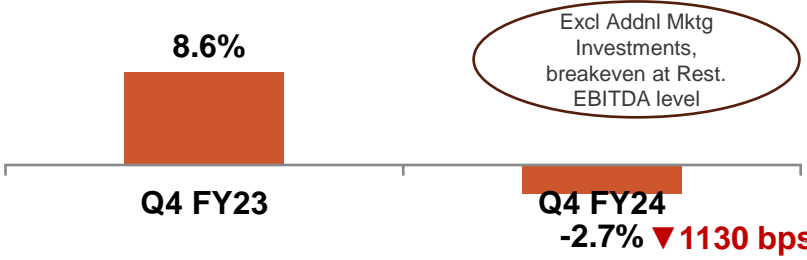
Q4 & FY24



GROSS MARGIN (%)



RESTAURANT EBITDA# (%)



Restaurant EBITDA figures are Pre-IND AS 116.

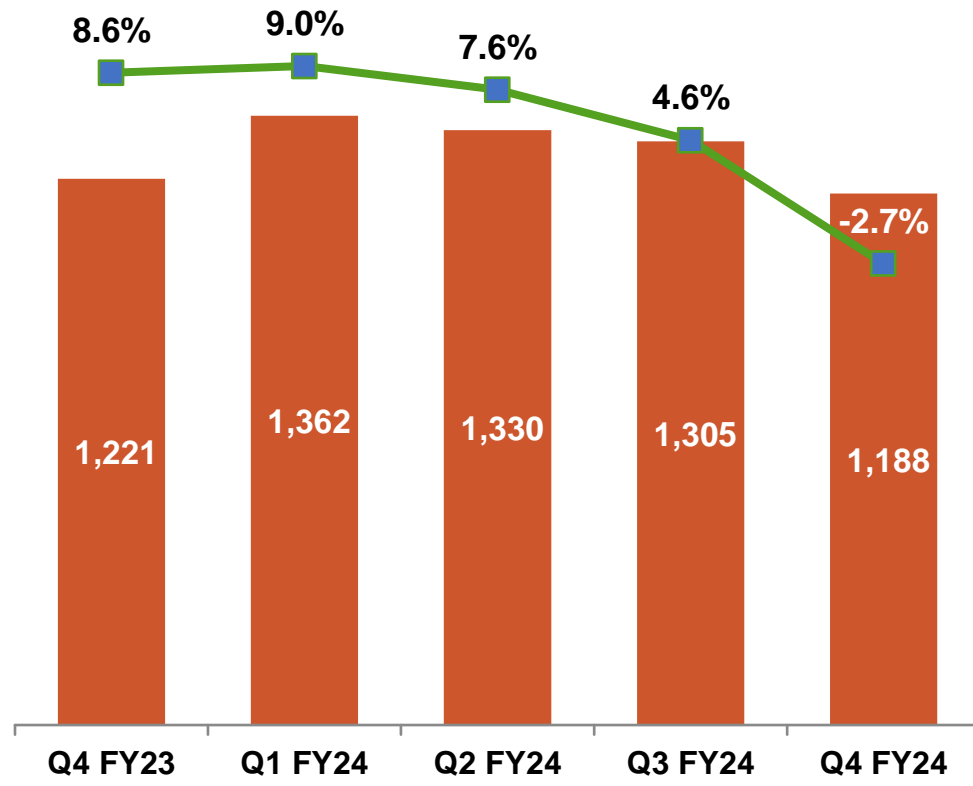
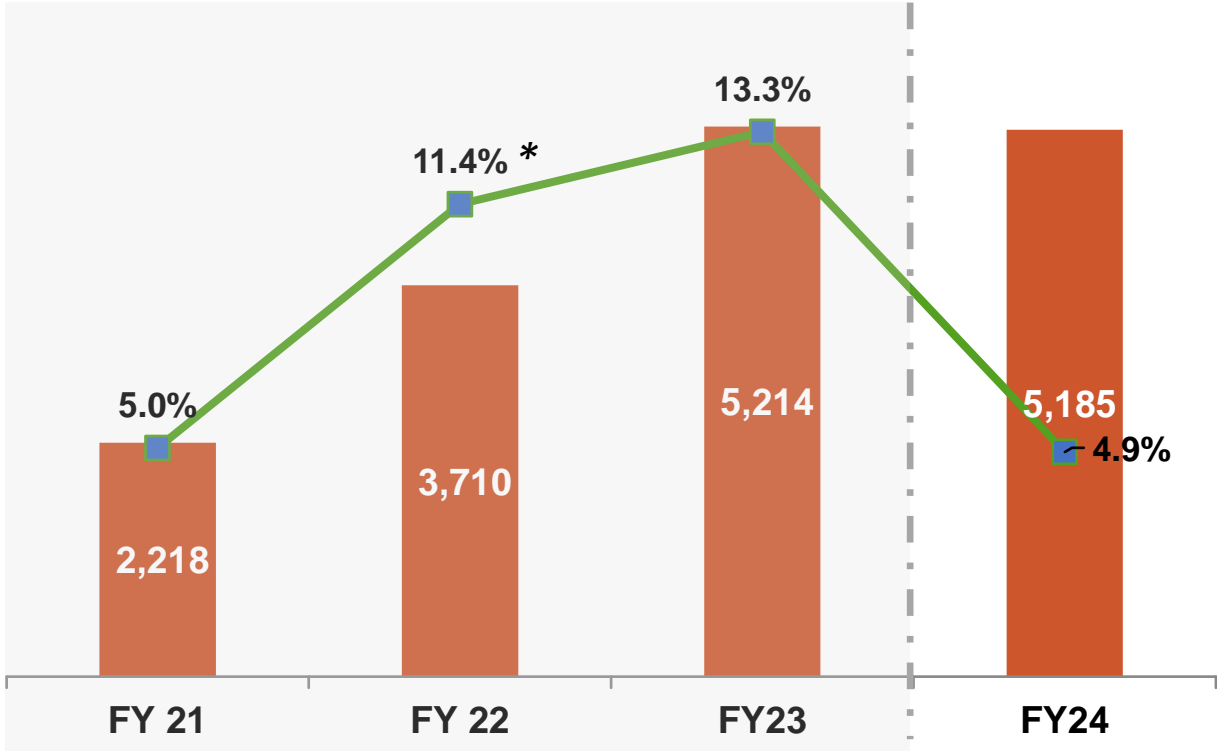
PIZZA HUT INDIA

RESTAURANT SALES & EBITDA TREND



Rest. SALES (₹MN) & Rest. EBITDA %

YoY Change %



ADS (₹ 000)#



* 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



LUNCH TIME DEALS
AVAILABLE FOR DINE-IN FROM 11AM TO 3PM

- 1 BAKED RICE + 1 PET COKE RS. 700 (SAVE RS. 320)
- 1 MELTS + 1 PET COKE RS. 900 (SAVE RS. 250)
- 1 LITE CLASSIC PERSONAL PAN PIZZA + 1 PET COKE RS. 700 (SAVE RS. 400)
- 1 BURRITO + 1 PET COKE RS. 900 (SAVE RS. 410)
- 1 PASTA + 1 PET COKE RS. 1000 (SAVE RS. 350)

DON'T COOK Tuesday

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

Available for Dine-in. Extra Rs.300 for Takeaway

09th January 2024

Purchased Pizza should be from Classic/Signature/ Favourites/ Supreme ranges.

Pizza Hut Weekend Vibes

BUY 2 CLASSIC OR ABOVE RANGE LARGE PAN PIZZAS AND GET RS.1500 OFF

BUY 2 CLASSIC OR ABOVE RANGE MEDIUM PAN PIZZAS AND GET RS.600 OFF

Valid till 21st January 2024

ORDER ONLINE (0112) 729 729 (0117) 729 729 www.pizzahut.lk

Thrilling Thursdays!

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

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

Happy Valentine's Day

RS. 4900

- 1 LARGE PAN PIZZA*
- + 1 APPETIZER*
- + 2 LAVA CAKES OR 2 PORTIONS OF CHOCOLATE SWIRLS
- + 1.5L COKE

RS. 2400

- 1 MEDIUM PAN PIZZA*
- + 1 GARLIC BREAD
- + 1 PORTION OF CHOCOLATE SWIRLS
- + 2 PET COKES

VALID TILL 18th FEBRUARY 2024

RAISE A SLICE TO THE REMARKABLE WOMEN IN YOUR LIFE

RS. 4900

- 1 Large Pan Pizza*
- + 1 Appetizer*
- + 2 Lava Cakes or 2 Portions of Chocolate Swirls
- + 1.5L Coke

RS. 2400

- 1 Medium Pan Pizza*
- + 1 Garlic Bread
- + 1 Portion of Chocolate Swirls
- + 2 Pet Cokes (400ML)

Valid till 10th March 2024

WEEKEND VIBES

BUY 1 LARGE PAN PIZZA AND GET RS. 1000 OFF

Valid till 31st March

Pizza Hut IFTAR BUNDLES

RS. 3900 (SAVE RS. 2430)

- 4 CLASSIC PERSONAL PAN PIZZAS
- 2 PORTIONS OF GARLIC TOAST
- 2 PORTIONS OF CINNAMON SWIRLS
- 1.5L COKE FOR

RS. 4200 (SAVE RS. 2660)

- 1 CLASSIC LARGE PAN PIZZA
- 1 CLASSIC MEDIUM PAN PIZZA
- 2 PORTIONS OF GARLIC TOAST
- 1.5L COKE FOR

Valid Till 11th April 2024 from 5.30pm to 7.30pm

Available for Dine-in. Extra Rs.300 for Takeaway.

(0112) 729 729 (0117) 729 729

Thrilling Thursdays!

BUY ANY 4 MELTS + 2 PET COKES RS. 3500 (SAVE UP TO RS. 1300)

Only on 21st March 2024

BUY 1 GET 1 FREE

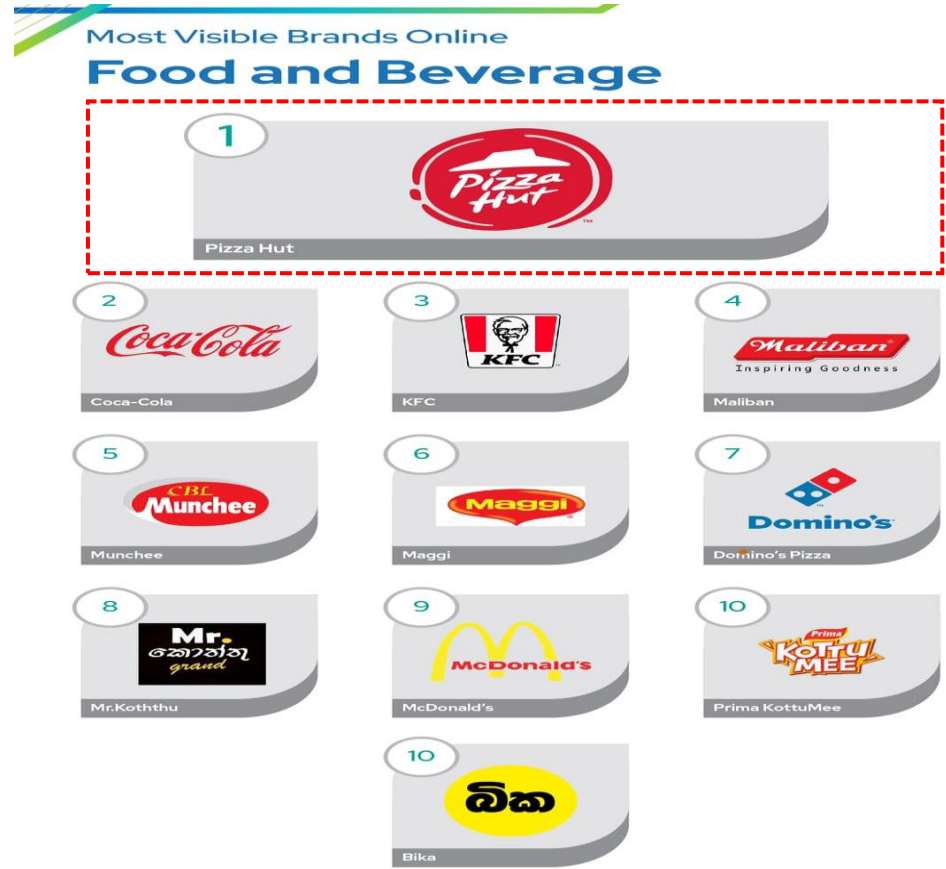
Buy 1 large Pan Pizza & get 1 Lite Large Pan Pizza Free

Offer Valid Only Today

Purchased Pizza should be from Classic/ Signature/ Favourites/ Supreme ranges.

HNB Credit Cards

SRI LANKA BUSINESS AWARDS & RECOGNITION



Digital Outlook Sri Lanka 2024 - Annual Market Insight Report
by the Asia Pacific Institute of Digital Marketing in collaboration with
the Department of Marketing Management, University of Kelaniya

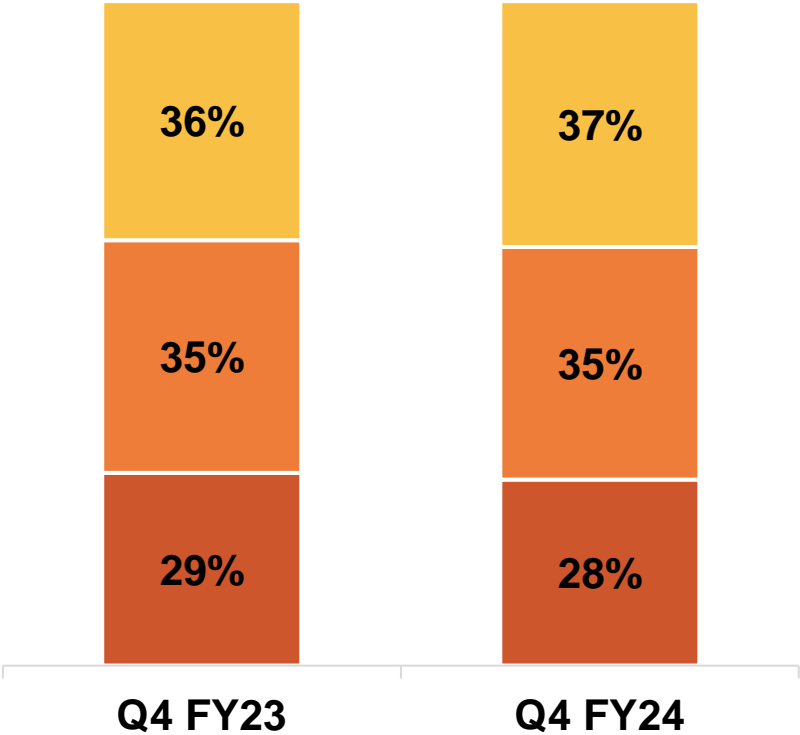


SRI LANKA BUSINESS

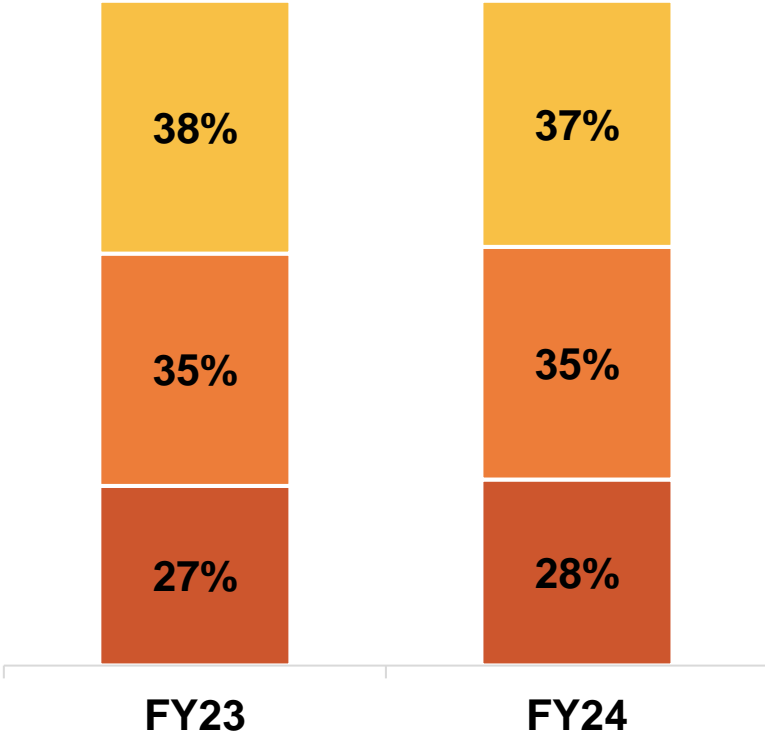
Q4 & FY24 - CHANNEL SALES CONTRIBUTION



■ Delivery ■ Takeaway ■ Dine IN



■ Delivery ■ Takeaway ■ Dine IN



SRI LANKA BUSINESS

Q4 & FY24



AVERAGE DAILY SALES (LKR '000)



AVERAGE DAILY SALES (INR '000)



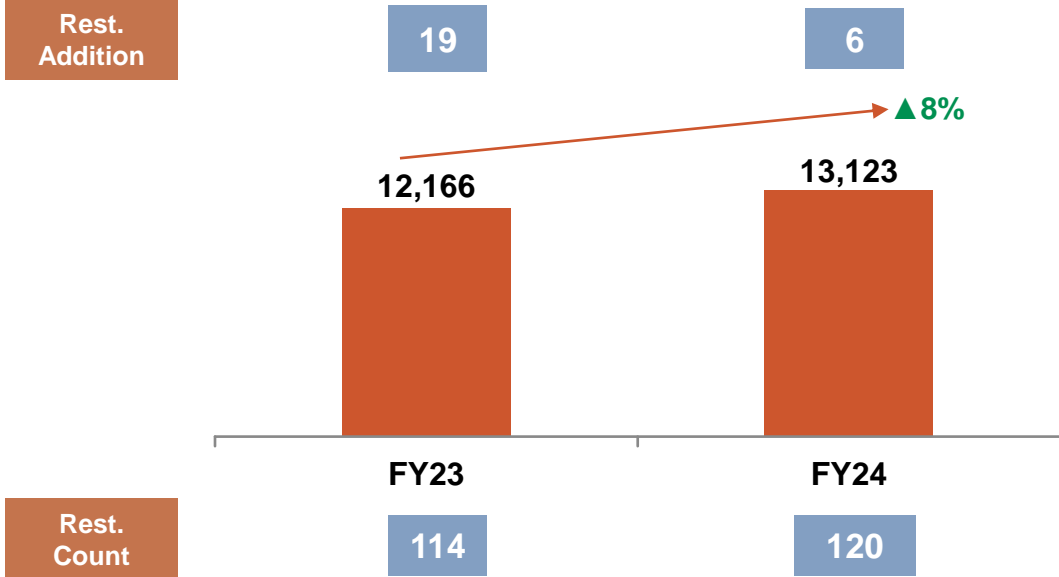
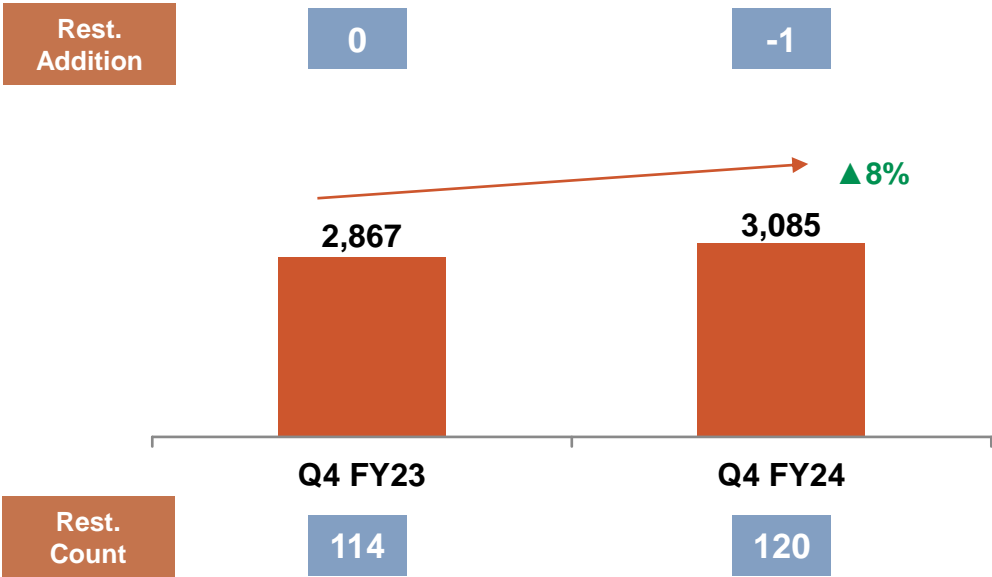
Average daily sales is for all restaurants including new additions during the period
 Note: LKR to INR conversion rate of 0.2641 for Q4 FY24 and 0.237 for Q4 FY23 and 0.2589 for FY24 and 0.223 for FY23

SRI LANKA BUSINESS

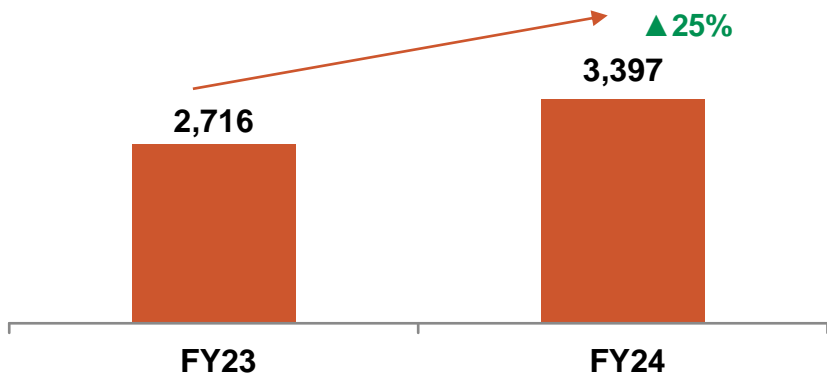
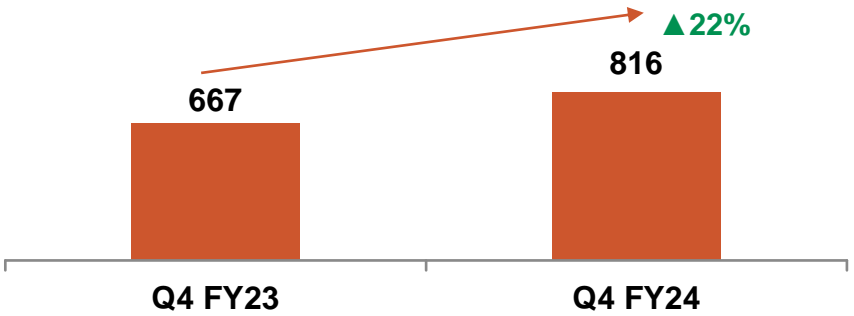
Q4 & FY24



RESTAURANT SALES (LKR MN)



RESTAURANT SALES (INR MN)

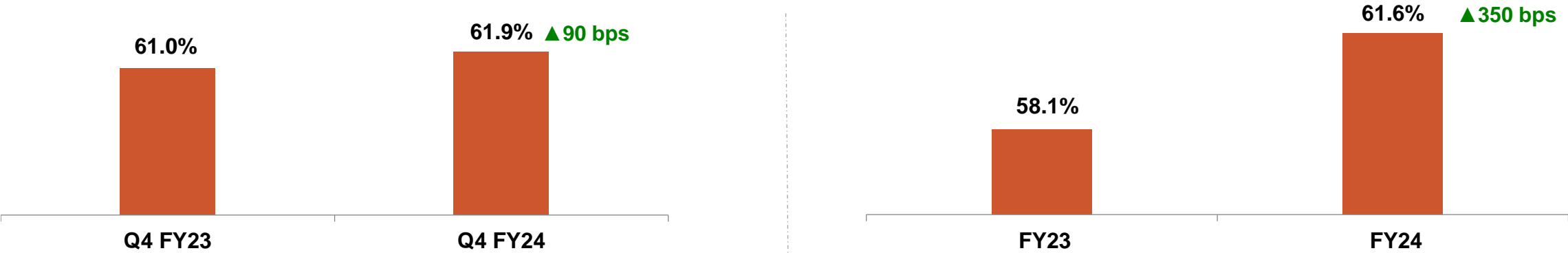


SRI LANKA BUSINESS

Q4 & FY24



GROSS MARGIN %



RESTAURANT EBITDA (%)#



Absolute Rest. EBITDA decreased by 3 % in LKR terms (increased by 6% in INR terms)

Absolute Rest. EBITDA increased by 1 % in LKR terms (increased by 16% in INR terms)

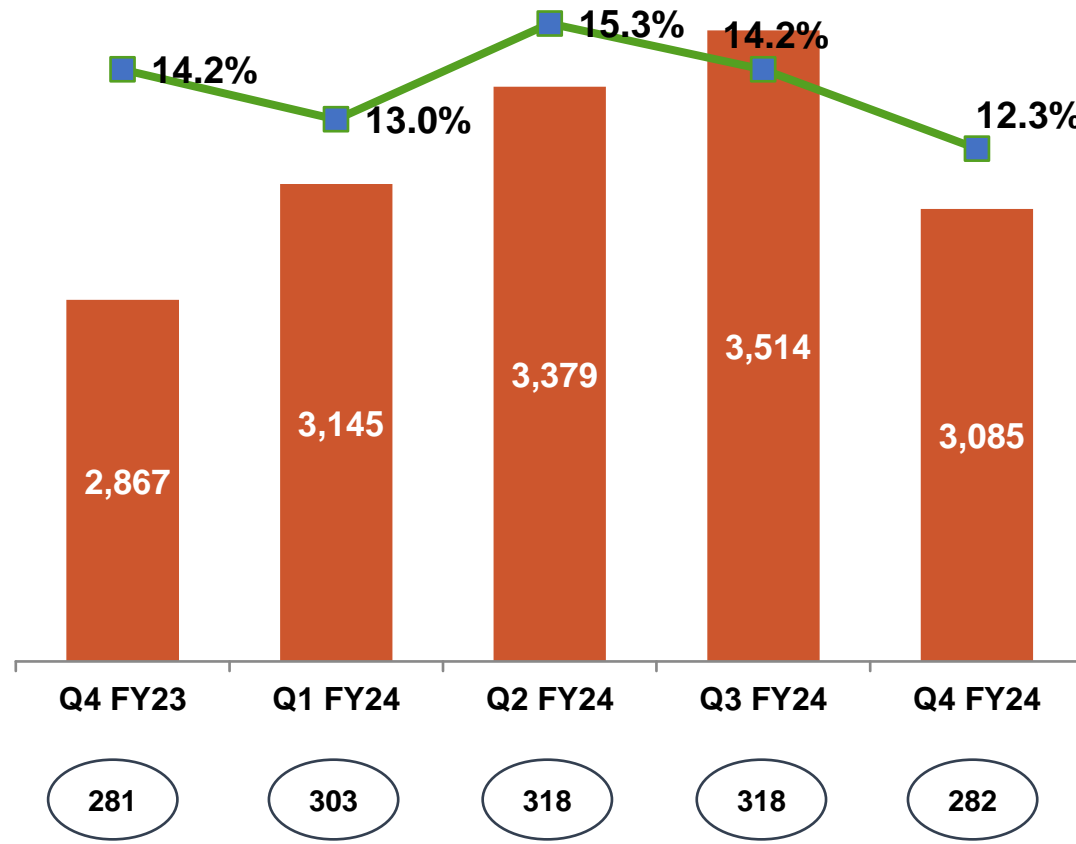
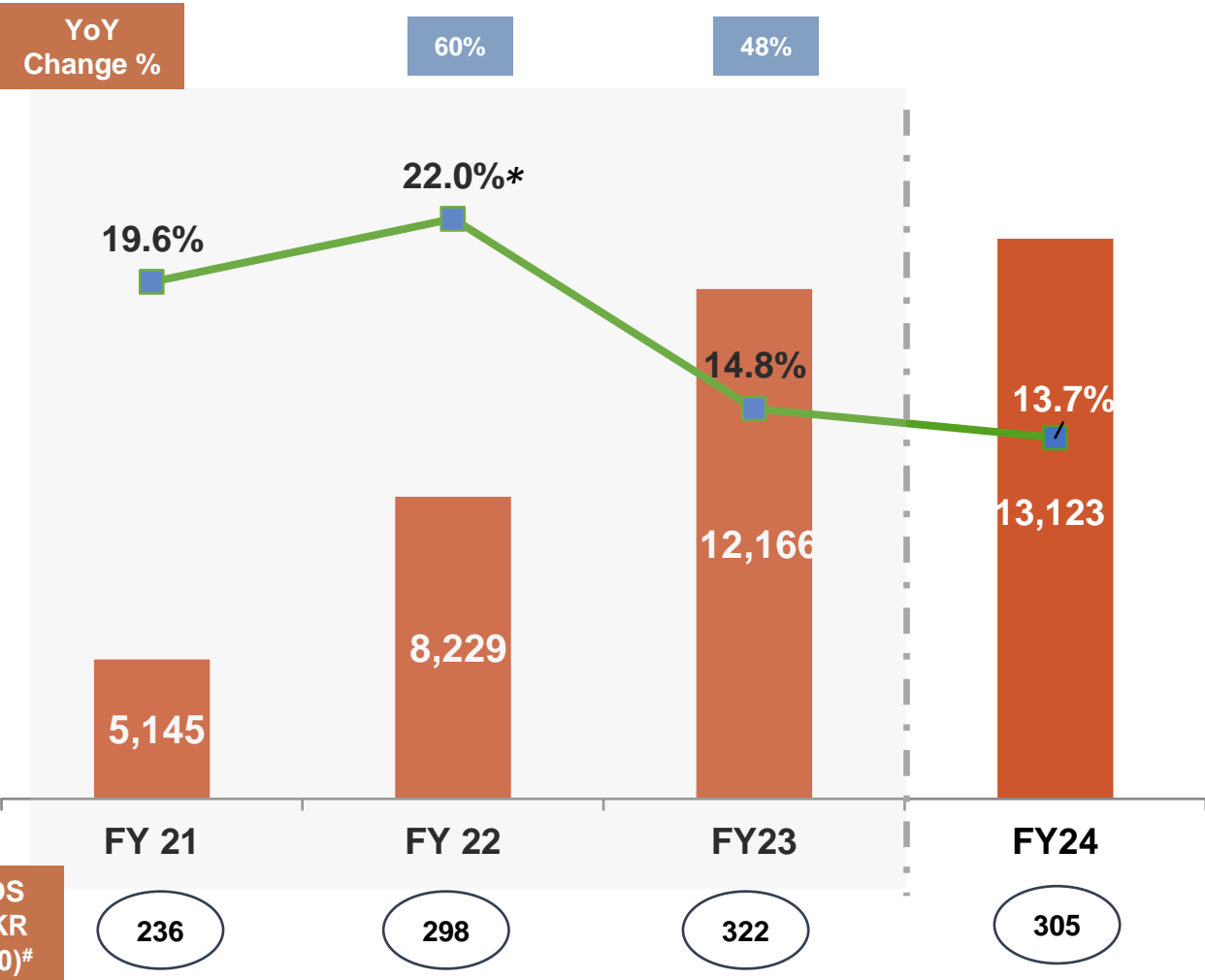
Restaurant EBITDA figures are Pre-IND AS 116.

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



THANK YOU