



**WESTLIFE FOODWORLD LTD.**

[Formerly known as Westlife Development Ltd.]

Regd. Off.: 1001, Tower-3, 10<sup>th</sup> Floor • One International Center

Senapati Bapat Marg • Prabhadevi • Mumbai 400 013

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CIN No. : L65990MH1982PLC028593

Website: [www.westlife.co.in](http://www.westlife.co.in) | E-mail id : [shatadru@westlife.co.in](mailto:shatadru@westlife.co.in)

27<sup>th</sup> July, 2023

To,  
BSE Ltd. ('the BSE')  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai 400 001

To,  
The National Stock Exchange of India Limited ('the  
NSE')  
Exchange Plaza  
Bandra Kurla Complex, Bandra (East)  
Mumbai – 400051

**Sub: Compliance with Regulations 30 of the SEBI (LODR) Regulations, 2015, submission of Earnings Presentation for the Quarter ended 30<sup>th</sup> June, 2023.**

**Re: Westlife Foodworld Ltd. (formerly known as Westlife Development Ltd.) ("the Company") : Scrip Code-505533 and WESTLIFE (NSE)**

Dear Sirs/Madam,

In compliance with Regulations 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached the Earnings Presentation for the Quarter ended 30<sup>th</sup> June, 2023 and the same has been hosted on the website of the Company [www.westlife.co.in](http://www.westlife.co.in).

You are requested to take the same on record.

Thanking you,

Yours faithfully,

For Westlife Foodworld Ltd.

**Dr Shatadru Sengupta**  
Company Secretary



# Westlife Foodworld

Hardcastle Restaurants Pvt. Ltd.

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## Q1 FY24 Earnings Presentation

July 27, 2023

# Safe harbour disclosure

This presentation contains forward-looking statements that represent our beliefs, projections and predictions about future events or our future performance. Forward-looking statements can be identified by terminology such as “may,” “will,” “would,” “could,” “should,” “expect,” “intend,” “plan,” “anticipate,” “believe,” “estimate,” “predict,” “potential,” “continue” or the negative of these terms or other similar expressions or phrases. These forward-looking statements are necessarily subjective and involve known and unknown risks, uncertainties and other important factors that could cause our actual results, performance or achievements or industry results to differ materially from any future results, performance or achievement described in or implied by such statements. The forward-looking statements contained herein include statements about the business prospects of Westlife Foodworld Ltd (‘WFL’), its ability to attract customers, its affordable platform, its expectation for revenue generation and its outlook. These statements are subject to the general risks inherent in WFL’s business. These expectations may or may not be realized. Some of these expectations may be based upon assumptions or judgments that prove to be incorrect. In addition, WFL’s business and operations involve numerous risks and uncertainties, many of which are beyond the control of WFL, which could result in WFL’s expectations not being realized or otherwise materially affecting the financial condition, results of operations and cash flows of WFL. Additional information relating to the uncertainties affecting WFL’s business is contained in its filings with various regulators and the Bombay Stock Exchange (BSE). The forward-looking statements are made only as of the date hereof, and WFL does not undertake any obligation to (and expressly disclaims any obligation to update any forward-looking statements to reflect events or circumstances after the date such statements were made, or to reflect the occurrence of unanticipated events.

# Key highlights: Q1 FY24



- **Q1 sales at Rs. 6.14 bn** grew 14% YoY driven by **7% SSSG** on the back of increased guest counts
- **Average Sales Per Store** (TTM) stood at **Rs. 66.9 mn** (vs Rs 57.4 mn LY)
- **On Premise** business **grew 18% YoY**, **Off Premise** business **grew 9% YoY**

- **ROM<sup>2</sup>** at Rs. 1,412 mn **grew 21% YoY**; **ROM (%)** was **23.0%** (vs 21.6% in Q1 FY23)
- **Op. EBITDA** at Rs. 1,053 mn **grew 14% YoY**; **Op. EBITDA margin** was **17.1%** (vs 17.1% in Q1 FY23)
- **Cash PAT** at Rs. 670 mn **grew 22% YoY**; **Cash PAT margin** was **10.9%** (vs 10.2% in Q1 FY23)



- **361 restaurants in 58 cities** as of Jun'23; Added **4 new restaurants in Q1**
- **Targeting 40-45 new restaurants in FY24** to reach 580 – 630 restaurants by 2027

- **Digital sales** improved to **~64%** led by **~3x** growth in sales through Self Ordering Kiosks (SOKs)
- **+25 mn** cumulative **Apps downloads**; **25%** YoY rise in **Monthly Active Users**

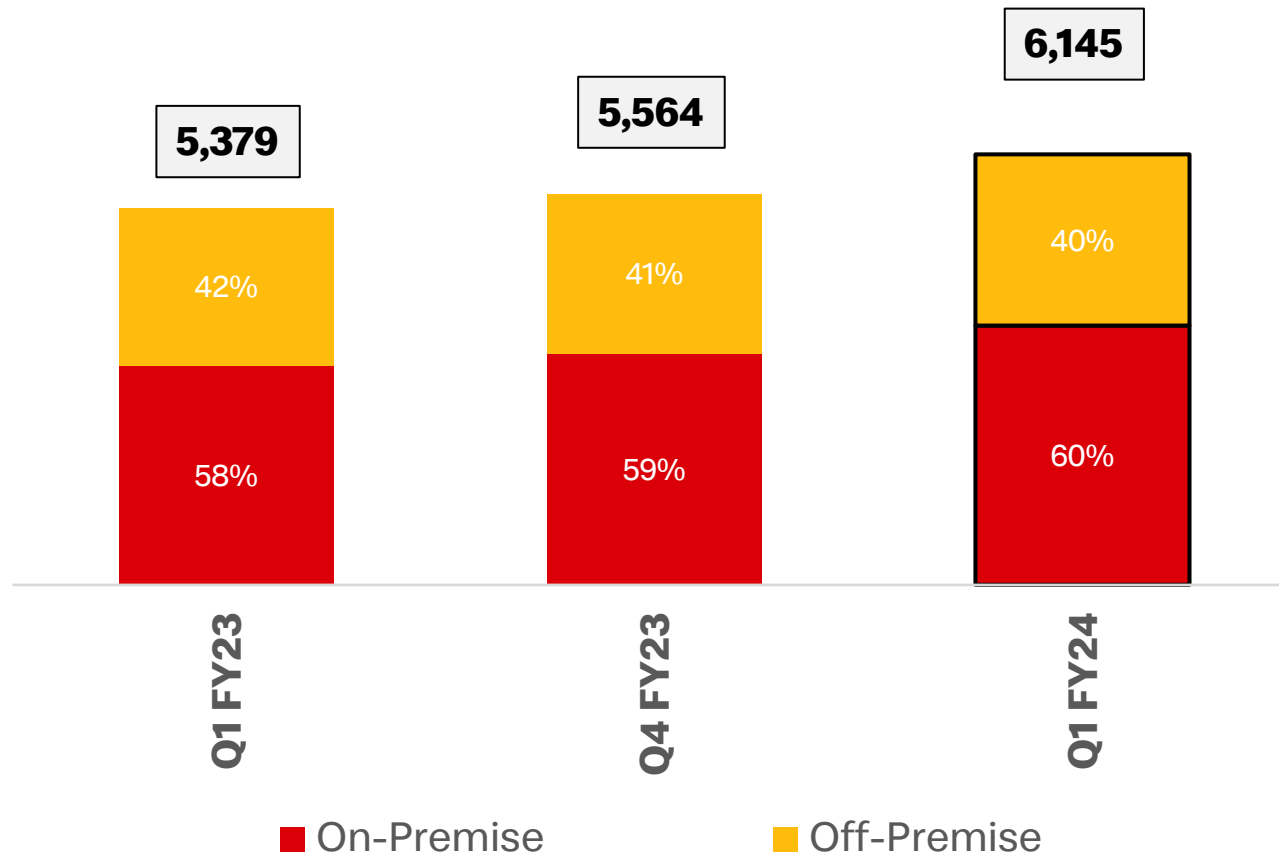


- Board approved an **interim Dividend of Rs 3.45 per share** amounting to Rs ~538 mn.
- Targeting **Rs 40-45 bn in Sales with 580-630 restaurants and better profitability by 2027** on the back of meals strategy, omnichannel business model and right network expansion

# Healthy broad-based growth amidst soft consumption trends

Revenue, INR mn

↑ 14.2% YoY Growth

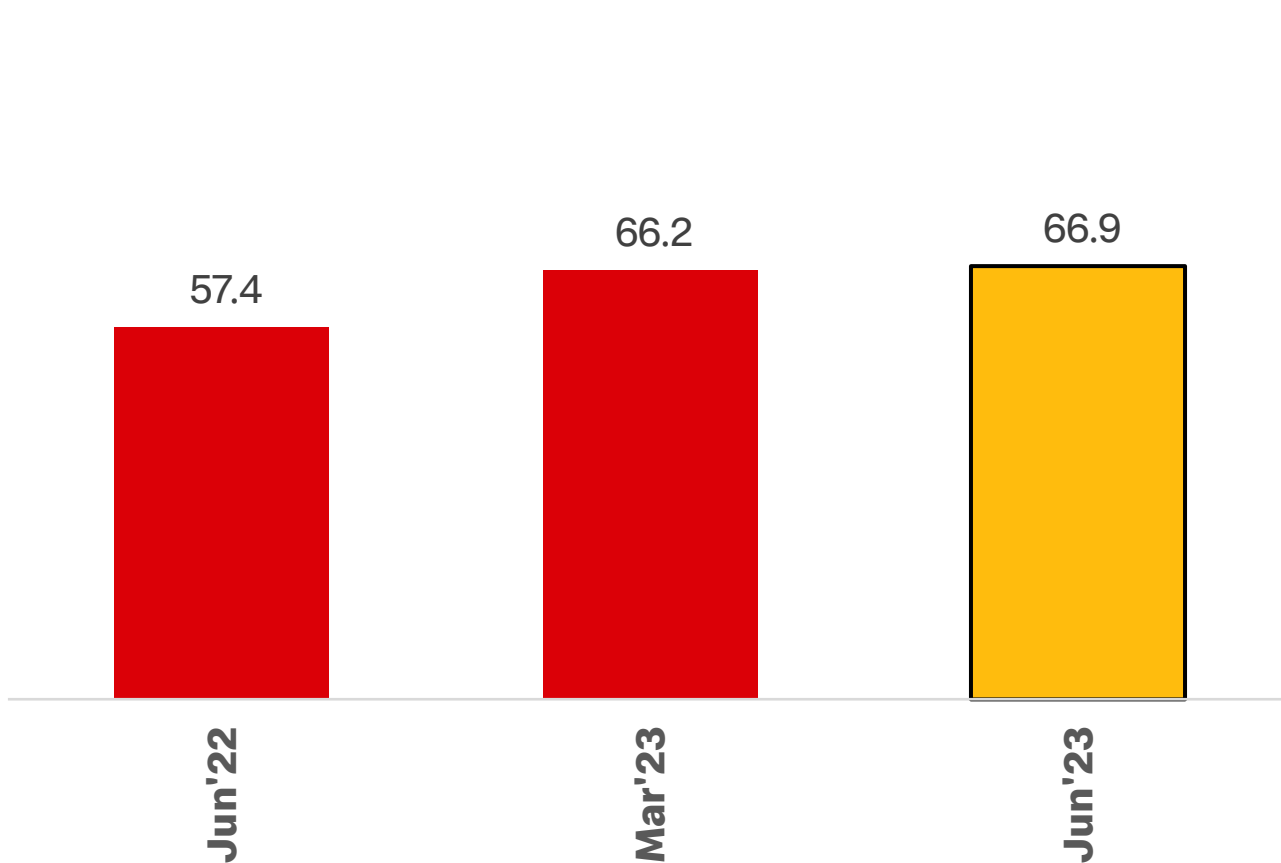


## Dine in momentum continues backed by robust increase in guest count

- Same Store Sales Growth (SSSG) at 7% YoY was led by product innovation and McSaver Value platform launched in June.
- On-Premise business clocks 18% YoY growth. Off-Premise business grew 9% YoY, on a high base, led by Delivery, contributing ~40% to overall topline.
- McCafe growth aided by cold beverages including frappe, shakes and coolers

# Average Sales Per Store continues to improve

TTM Average Sales Per Store, INR mn



## Avg. Sales Per Store in Trailing Twelve Months (TTM) improved further to Rs 66.9 mn

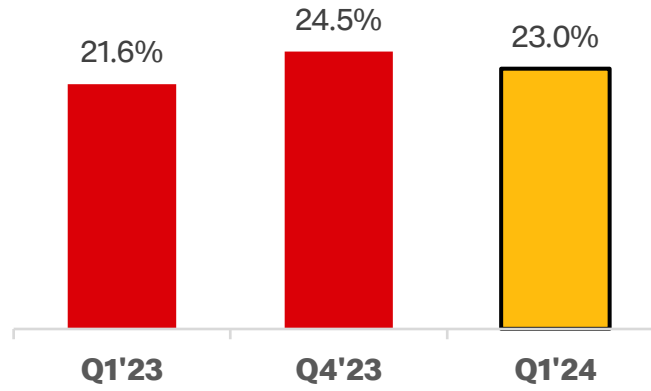
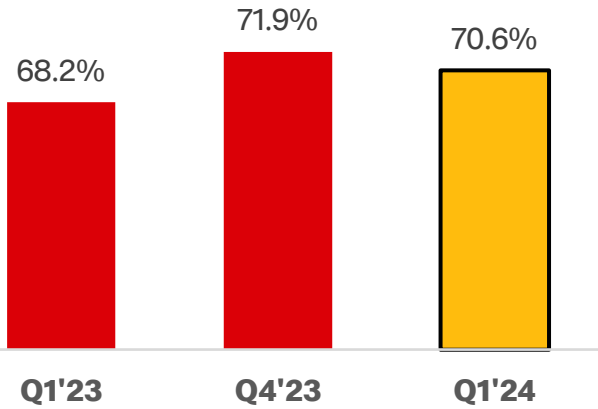
- Piri Piri McSpicy range launched as limited time offer in April saw a great consumer response.
- Partnered with Jr. NTR as our new brand ambassador for Chicken. Also introduced chicken sharers in South.
- Jain friendly menu (No Onion, No Garlic, No Roots) was launched in order to democratize the menu. Saw great traction in West markets.
- Sales in Metros grew ahead of Non-Metro towns on YoY basis, however on the pre-covid base Non-Metro towns growing much faster.

Note: Numbers on trailing twelve months basis to account for business seasonality

# Profitability: Cash PAT grows by 22% YoY

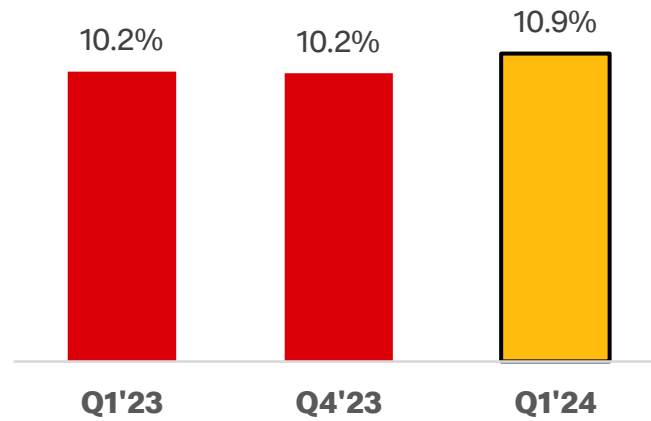
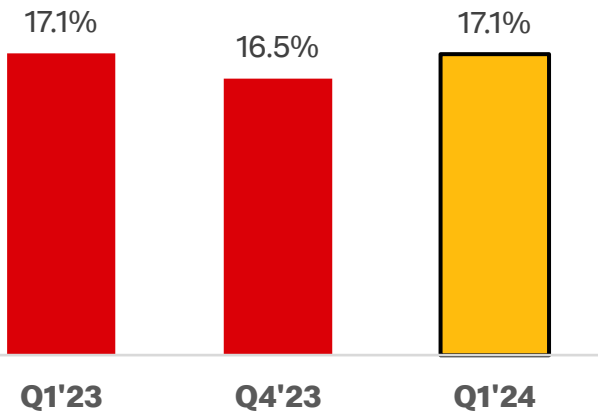
**Gross Margin, Percent**

**ROM\*, Percent**



**Op. EBITDA Margin, Percent**

**Cash PAT Margin, Percent**



## Overall profitability improves over last year

- Gross margins improved ~235bps YoY led by stable input cost basket, cost optimization and earlier pricing actions. Sequential decline was on account of one-off incentive in Q4 FY23. No incremental pricing actions taken in Q1.
- Restaurant operating margins improved by 134bps YoY. Store payroll stood at normalized level of 9%. Royalty increased by 50bps.
- Operating EBITDA margin was stable on YoY basis. G&A costs moderated to normalized levels on sequential basis.
- Note: Generally, the difference between our Pre & Post INDAS 116 EBITDA margins in normal course of business is about 350-450bps

# A unique business model catering various market segments across dayparts

## Multi-Category

Burgers

Sides

Coffee

Wraps

Chicken

Desserts

Shakes, Smoothies & Coolers



## Multi-Daypart

⌚ Breakfast

⌚ Snacks

⌚ Meals

## Multi-Channel

On the Go

Dine in

Takeaway

Drive thru

Delivery

## Multi Brand Extensions





# Three strategic focus areas over the medium term

Modern, relevant & progressive food & food tech company



## Meals

Achieve market leadership in core day parts through brand relevance led by menu innovation and marketing

## Omni-channel

Integrate various channels and touchpoints to a One McDonald's platform in order to provide consumers a seamless experience

## Network expansion

Penetrate unserved geographies and fortify existing markets with renewed aggression

Running great restaurants and brand building

Cost leadership and operating efficiencies

# Building **Meals** leadership through Menu relevance & Marketing

**1** *Market leaders in snacking*

Snacking

**EXCLUSIVE** *Only WFF player in the segment*

Morning

**1**

Late night

*Market leaders in West  
Targeting leadership in South*

Meals (Lunch+Dinner)



**Commit to the Core**

**Burgers**

**Chicken**

**Coffee**

**Maximize our Marketing**

**Family Marketing**

**Brand Trust**

# Robust **Omni Channel** model with unified experience



**~64%**

**Digital-led Sales**

**+25 mn**

**Cumulative Apps Downloads**

**~25%**

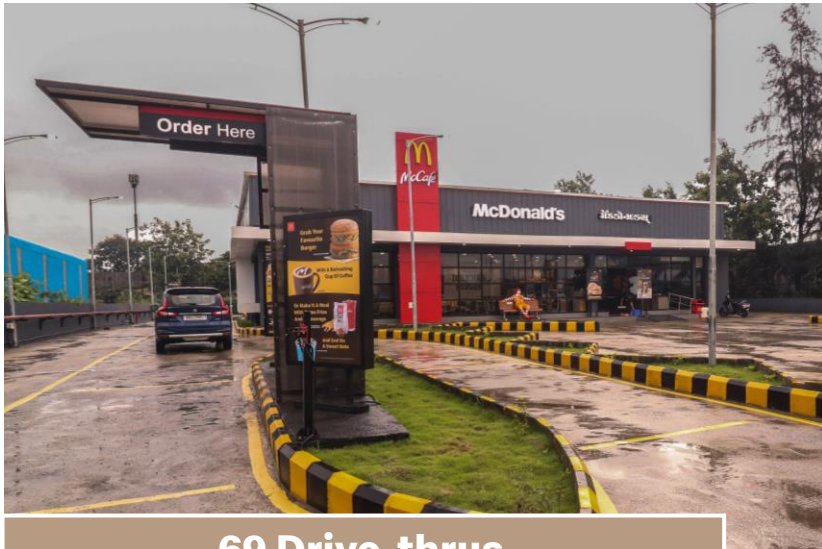
**YoY growth in Monthly Active Users (MAU)**



# Aggressive and prudent **Network Expansion**

Presence in **361 restaurants** across **58 cities** (as of June 2023)

## Drive-thrus



**69 Drive-thrus**

(+1 in Q1 FY24; ~19% of restaurants)

## McCafés



**315 McCafés**

(+4 in Q1 FY24; ~87% of restaurants)

## EOTF\*

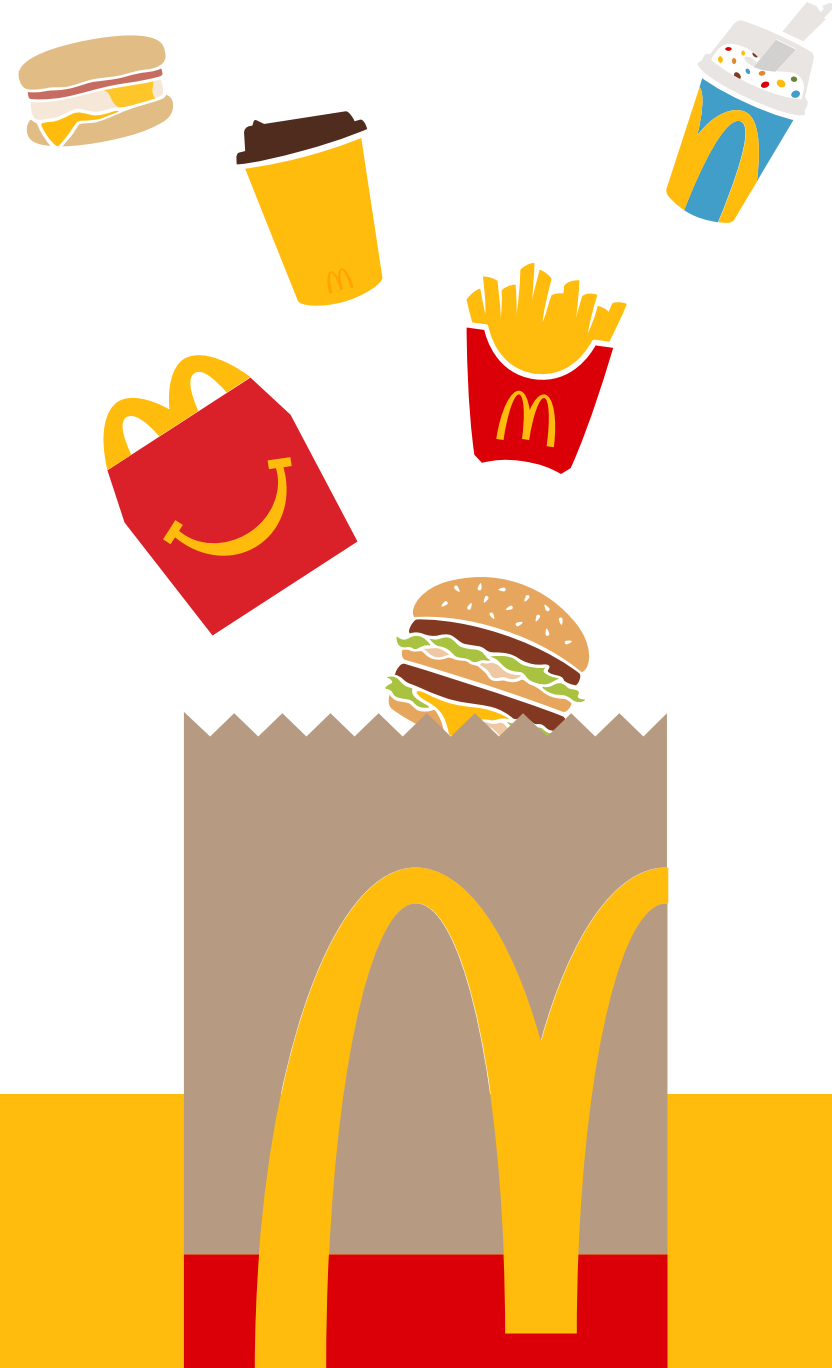


**224 EOTF stores**

(+4 in Q1 FY24; ~72% of restaurants ^)

- **Added 4 restaurants during Q1 FY24 and on track to add 40 – 45 stores in FY24**
- Broad basing the store growth across Metros, Tier 1 and Smaller towns
- Aiming to reach 580-630 restaurants by 2027.

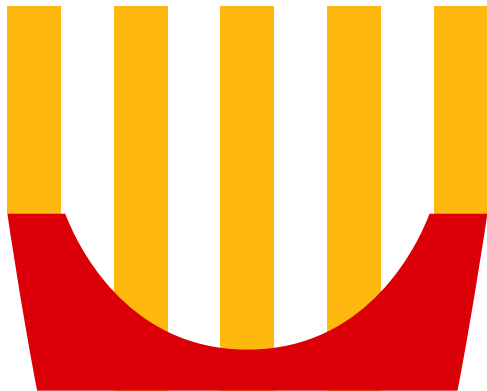
# Business Initiatives







# McSaver Meals



**Everyday Meals** 

With **Big Savings!**

~~₹335~~ | **₹179\***  **McChicken® Meal**

Save upto ₹156



**McSaver Meals**

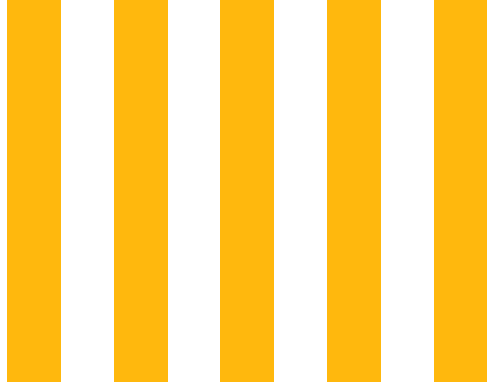
 Also Available in **McVeggie® Meal**

**5 MILLION HAPPY McCHICKEN® CONSUMERS**

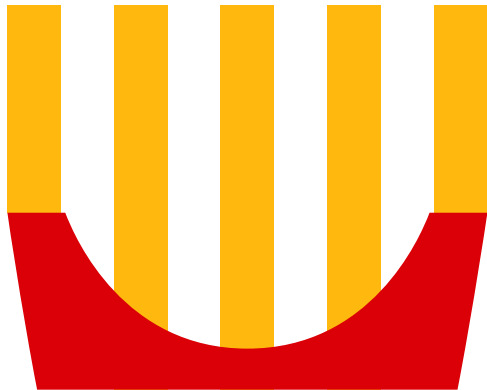
Images are representational. All prices inclusive of taxes. Cess to be charged in addition where applicable. The above offer is available only in select McDonald's stores in West & South India till stocks last. For details, refer to our website [www.mcdonalds.in/india.com](http://www.mcdonalds.in/india.com). Terms & Conditions apply. © 2023 McDonald's®. Coca-Cola & Coke® are registered trademarks of The Coca-Cola Company. © 2023 The Coca-Cola Company.







# Piri Piri McSpicy



 LIMITED TIME ONLY 

**TRY NEW**

## PIRI PIRI McSPICY RANGE

 Piri Piri McSpicy  
Paneer Burger

 Piri Piri McSpicy  
Chicken Burger

 Piri Piri Big Spicy  
Chicken Wrap

 Piri Piri Big Spicy  
Paneer Wrap

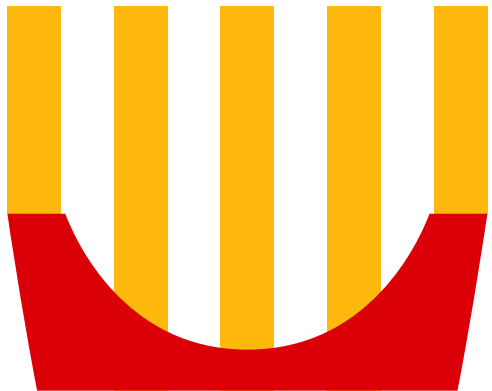






# Chicken

Campaign with  
**Jr. NTR**





**McCHEESE  
BURGER MEAL**

**NOW JAIN FRIENDLY**

McFlurry™ Oreo®

Coke®

Corn

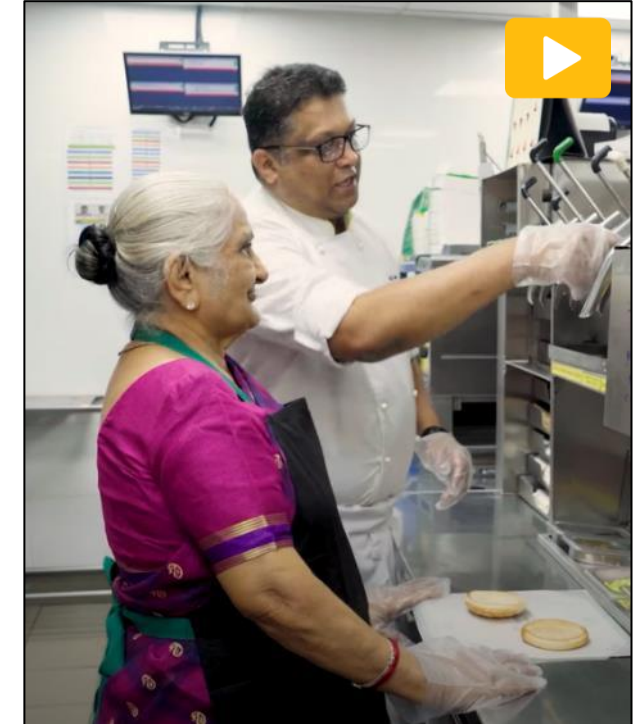
McCheese Burger® Veg

Classic Cheesy Dip

Ketchup

**No Onion  
No Garlic  
No Roots**

Note: "Patty is fried in the same oil/VAT as other Veg patties"



# Jain Friendly Menu

# Financials

Particulars (INR Mn, Post INDAS 116)	Q1FY24	%	Q1FY23	%	Q4FY23	%
<b>Sales</b>	<b>6,145.4</b>	<b>100.0%</b>	<b>5,379.3</b>	<b>100.0%</b>	<b>5,563.7</b>	<b>100.0%</b>
<i>YoY Sales Growth %</i>	14.2%		107.6%		22.3%	
Food & paper	1,808.5	29.4%	1,709.5	31.8%	1,561.9	28.1%
<b>Gross Profit</b>	<b>4,337.0</b>	<b>70.6%</b>	<b>3,669.8</b>	<b>68.2%</b>	<b>4,001.8</b>	<b>71.9%</b>
Payroll & Benefits	551.3	9.0%	425.8	7.9%	554.0	10.0%
Royalty	317.5	5.2%	245.9	4.6%	250.3	4.5%
Other Operating Expenses	2,056.2	33.5%	1,834.1	34.1%	1,833.0	32.9%
<b>Restaurant Operating Margin (ROM)</b>	<b>1,412.0</b>	<b>23.0%</b>	<b>1,164.0</b>	<b>21.6%</b>	<b>1,364.5</b>	<b>24.5%</b>
General & Admin Expense	358.9	5.8%	243.3	4.5%	445.5	8.0%
<b>Op. EBITDA</b>	<b>1,053.0</b>	<b>17.1%</b>	<b>920.7</b>	<b>17.1%</b>	<b>919.1</b>	<b>16.5%</b>
<i>YoY EBITDA Growth %</i>	14.4%		1706%		26.2%	
Depreciation	428.5	7.0%	357.9	6.7%	411.2	7.4%
Other (Income) / Expense, net	(52.0)	-0.8%	(0.2)	0.0%	(49.2)	-0.9%
Financial Expense (Net)	260.2	4.2%	215.0	4.0%	253.3	4.6%
Extraordinary Expenses*	10.6	0.2%	30.3	0.6%	26.5	0.5%
<b>PBT</b>	<b>405.8</b>	<b>6.6%</b>	<b>317.6</b>	<b>5.9%</b>	<b>277.3</b>	<b>5.0%</b>
Tax	117.5	1.9%	81.8	1.5%	76.3	1.4%
<b>PAT</b>	<b>288.3</b>	<b>4.7%</b>	<b>235.8</b>	<b>4.4%</b>	<b>201.0</b>	<b>3.6%</b>
<b>PAT (pre-IND AS 116)</b>	<b>368.3</b>	<b>6.0%</b>	<b>316.0</b>	<b>5.9%</b>	<b>250.9</b>	<b>4.5%</b>
<b>Cash Profit After Tax</b>	<b>669.6</b>	<b>10.9%</b>	<b>551.2</b>	<b>10.2%</b>	<b>567.4</b>	<b>10.2%</b>
<b>SSSG (%)</b>	<b>7%</b>		<b>97%</b>		<b>14%</b>	
New stores opening	4		5		18	

**Note: 1)** Op. EBITDA excludes all non operating income & expenses related to finance and investment activities. **2)** \* Extraordinary Expenses includes one-time expenses on account of assets written-off pertaining to restaurants relocation/closure and a one-time ESOP charge (Refer to Note in financial results for further details)

# Reconciliation for Adjusted Profit – Q1 FY 2024

Particulars (INR mn)	(A) Q1 FY24 (Adjusted)	(B) Ind AS 116 Changes <sup>^</sup>	(C) Q1 FY24 (Reported)	(D) Q1 FY23 (Adjusted)	(E) Ind AS 116 Changes <sup>^</sup>	(F) Q1 FY23 (Reported)	(A over D) YoY Growth (Adjusted)
<b>Revenue</b>	<b>6,145.4</b>	-	<b>6,145.4</b>	<b>5,379.3</b>	-	<b>5,379.3</b>	<b>14.2%</b>
Occupancy and other operating expenses	2,315.8	-259.6	2,056.2	2,057.7	-223.6	1,834.1	12.5%
<b>Restaurant Operating Margin</b>	<b>1,152.4</b>	<b>259.6</b>	<b>1,412.0</b>	<b>940.4</b>	<b>223.6</b>	<b>1,164.0</b>	<b>22.5%</b>
General and Administration Expenses	358.9	-	358.9	243.3	-	243.3	47.6%
<b>Operating EBITDA</b>	<b>793.5</b>	<b>259.6</b>	<b>1,053.0</b>	<b>697.1</b>	<b>223.6</b>	<b>920.8</b>	<b>13.8%</b>
<b>Operating EBITDA margin</b>	<b>12.9%</b>		<b>17.1%</b>	<b>13.0%</b>		<b>17.1%</b>	
Other Income	-45.7	-6.3	-52.0	-0.2	-	-0.2	
Finance costs	44.1	216.0	260.2	28.9	186.1	215.0	52.7%
Depreciation and amortisation expense	269.6	158.9	428.5	218.6	139.4	357.9	23.3%
Profit/(Loss) before tax and exceptional items	<b>525.4</b>	<b>-109.0</b>	<b>416.4</b>	<b>449.8</b>	<b>-101.8</b>	<b>348.0</b>	<b>16.8%</b>
Extraordinary Items*	10.6	-	10.6	30.3	-	30.3	<b>-65.1%</b>
<b>Profit/(Loss) before tax</b>	<b>514.8</b>	<b>-109.0</b>	<b>405.8</b>	<b>419.5</b>	<b>-101.8</b>	<b>317.6</b>	<b>22.7%</b>
Tax	146.6	-29.0	117.5	103.5	-21.7	81.8	41.6%
<b>Profit/(Loss) after tax</b>	<b>368.3</b>	<b>-80.0</b>	<b>288.3</b>	<b>316.0</b>	<b>-80.1</b>	<b>235.8</b>	<b>16.6%</b>
Other Comprehensive (income)/Expense (net of tax)	-2.4	-	-2.4	4.3	-	4.3	
Total Comprehensive Income/(loss)	<b>370.6</b>	<b>-80.0</b>	<b>290.7</b>	<b>311.7</b>	<b>-80.1</b>	<b>231.5</b>	<b>18.9%</b>

**Note: 1)** <sup>^</sup>adjustments arising out of Ind AS 116. **2)** \* Extraordinary Expenses includes one-time expenses on account of assets written-off pertaining to restaurants relocation/closure



# Vision 2027

01

## **Meals Strategy**

Achieve market leadership in core day parts through brand relevance led by menu innovation and marketing

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02

## **Omnichannel Strategy**

Integrate various channels and touchpoints to a One McDonald's platform in order to provide consumers a seamless experience

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03

## **Faster than ever Network Expansion**

Penetrate unserved geographies and fortify existing markets with renewed aggression

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04

## **Lead with performance**

Targeting superior business performance and operating efficiency through execution excellence

Building a



**Bigger | Better | Bolder**

**McDonald's Together**







# Westlife Foodworld Limited



## Q1 FY24 Earnings Call Invite (Rescheduled)

Westlife Foodworld Limited (NSE: WESTLIFE, BSE: 505533) will announce its results for the first quarter that ended June 30, 2023, on July 27, 2023. Following the announcement, the management team will host a conference call for investors and analysts on **July 27, 2023**, at **5:30 pm IST**. The call will commence with a brief discussion on the previous quarter's performance followed by an interactive question and answer session. Call details are below:

<b>Date</b>	<b>July 27, 2023</b>
<b>Time</b>	<b>India: 5:30 pm IST</b>   Hong Kong/ Singapore: 8:00 pm HKT/ SGT New York, USA: 8:00 am EDT   UK: 1:00 pm BST
<b>Duration</b>	<b>60 minutes</b>
<b>Universal Dial In</b>	<b>+91 22 6280 1261   +91 22 7115 8162</b>
<b>International Toll Free</b>	UK: 080 8101 1573   USA: 186 6746 2133 Hong Kong: 800 964 448   Singapore: 80 0101 2045
<b>DiamondPass™</b>	<a href="#">Link</a> (No Wait Time)

**Note:** Please dial in at least 10 minutes prior to the schedule to ensure that you are connected in time. Audio and transcript will be available within five working days after the call on Investors page of company website ([www.westlife.co.in](http://www.westlife.co.in))

**For further information, please contact:** Chintan Jajal | [investor.relations@mcdonaldsindia.com](mailto:investor.relations@mcdonaldsindia.com)

Formerly Westlife Development Limited

A large, thick yellow smiley face graphic that frames the central text.

**Thank you**

**IR Contact**

For additional information:

Chintan Jajal | Investor Relations

[investor.relations@mcdonaldsindia.com](mailto:investor.relations@mcdonaldsindia.com)