



Date: 6th February 2025

To,

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

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 nine months ended 31st December 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

info@sapphirefoods.in







Sapphire Foods delivered a healthy quarter with double-digit revenue growth, double-digit Adj. EBITDA growth and double-digit Adj. EBITDA Margin%

54 Stores	₹Mn 7,550	10.7%	18.5%	1.7%	
New Stores	Revenue	Adj: EBITDA%	EBITDA%	PAT%	
ᄪᆑ	<b>€</b>		•••		
963 Total Stores	14%	12% YoY%	14%	<b>129%</b>	

- ➤ Sapphire Foods delivered a healthy quarter with double digit revenue growth (₹7550 Mn, 14% growth), double digit Adj. EBITDA growth (₹ 811 Mn, 12% growth) and double digit Adj. EBITDA Margin % (10.7%). All 3 business verticals (KFC India, Pizza Hut India & Sri Lanka) delivered double digit revenue growth.
- ➤ In Q3 FY25 we added 54 restaurants (35 KFC, 16 Pizza Hut in India & 4 Pizza Hut, 1Taco Bell in Sri Lanka, 2 closures in Maldives). Sapphire Foods total restaurant count is 963 as on 31st Dec 24.
- Consol Rest. EBITDA increased by 9% YoY, and margin was at 15.4% (↓ 60 bps)
- Consol EBITDA (₹ 1,398 Mn, 18.5%) increased YoY by 14% (↑ 10 bps)
- Consol PAT (₹127 Mn, 1.7%) | Consol Adj. PAT (₹ 194 Mn, 2.6%)

1



- ➤ Sapphire KFC SSSG trajectory (-3%) improved vs previous 2 quarters with SSTG largely remaining flat, driven by the focus on value offers on core products. Rest. Sales grew by 12% and Rest. EBITDA margin came at 18.2% (↓ 190 bps YoY due to operating deleverage). As mentioned previously, our recipe for SSSG revival revolves around increasing occasions of consumption through value on core products, product innovations (Chicken Rolls variants, Zinger Burger variants, Snackers) and focus on day parts (lunch, late night, Wednesdays).
- Sapphire Pizza Hut delivered SSSG of 5% with Average Daily Sales (ADS ₹48K) remaining stable in line with previous 2 quarters. Rest. Sales increased by 10% YoY and Rest. EBITDA was 4.7% (↑ 10 bps) post additional marketing spends. We continue to back the brand with increased marketing investments behind product innovations.
- ➤ Sri Lanka business delivered a very strong quarter with double digit SSSG (14% LKR) & SSSTG growth with Rest. EBITDA at 17.8% (↑ 360 bps YoY). Restaurant Sales grew by 15% in LKR (30% in ₹ terms). Our relentless focus on operations, product innovation and value strategy has helped deliver superior performance on both revenue and profits.
- All 4 restaurants in Maldives have been closed between Nov'24 to Jan'25.

#### **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 Dec 31, 2024, we own and operate 496 KFC and 339 Pizza Hut restaurants in India, 116 Pizza Hut and 10 Taco Bell restaurants in Sri Lanka and 1 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**

Company	Investor Relations: Orient Capital			
Name: Mr. Kaushik Vankadkar	Name: Ms. Himani Singla, Vogabe Advisors			
Email: kaushik.Vankadkar@sapphirefoods.in	Email: sapphirefoods@vogabe.com			
CIN: L55204MH2009PLC197005	Tel : + 91 9569926021			
www.sapphirefoods.in	www.vogabe.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 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 Q3 AND 9M FY25 BUSINESS PERFORMANCE

FEB'2025



#### 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



### **Q3 AND 9M FY25**

### CONSOLIDATED FINANCIAL HIGHLIGHTS

#### **KEY HIGHLIGHTS** Q3 FY25













- Sapphire Foods delivered a healthy quarter with double digit revenue growth (₹7550 Mn, 14% growth), double digit Adj. EBITDA growth (₹ 811 Mn, 12% growth) and double digit Adj. EBITDA Margin % (10.7%). All 3 business verticals (KFC India, Pizza Hut India & Sri Lanka) delivered double digit revenue growth.
- In Q3 FY25 we added 54 restaurants (35 KFC, 16 Pizza Hut in India & 4 Pizza Hut, 1Taco Bell in Sri Lanka, 2 closures in Maldives). Sapphire Foods total restaurant count is 963 as on 31st Dec 24.
- Consol Rest. EBITDA increased by 9% YoY, and margin was at 15.4% (\$\frac{1}{2}\$ 60 bps)
- Consol EBITDA (₹ 1,398 Mn, 18.5%) increased YoY by 14% (↑ 10 bps)
- Consol PAT (₹127 Mn, 1.7%) | Consol Adj. PAT (₹ 194 Mn, 2.6%)
- Sapphire KFC SSSG trajectory (-3%) improved vs previous 2 guarters with SSTG largely remaining flat, driven by the focus on value offers on core products. Rest. Sales grew by 12% and Rest. EBITDA margin came at 18.2% ( 190 bps YoY due to operating deleverage). As mentioned previously, our recipe for SSSG revival revolves around increasing occasions of consumption through value on core products, product innovations (Chicken Rolls variants, Zinger Burger variants, Snackers) and focus on day parts (lunch, late night, Wednesdays).
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- Sri Lanka business delivered a very strong quarter with double digit SSSG (14% LKR) & SSSTG growth with Rest. EBITDA at 17.8% († 360 bps YoY). Restaurant Sales grew by 15% in LKR (30% in ₹ terms). Our relentless focus on operations, product innovation and value strategy has helped deliver superior performance on both revenue and profits.
- All 4 restaurants in Maldives have been closed between Nov'24 to Jan'25.

# SUMMARY CONSOLIDATED FINANCIALS Q3 & 9M FY25



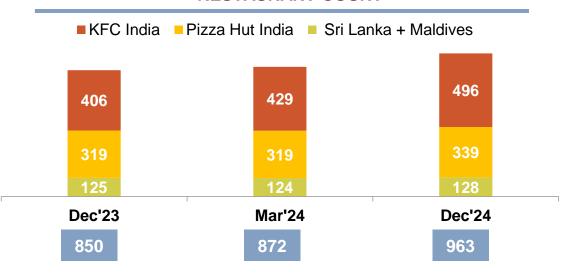
Particulars	Q3 FY25	Q3 FY24	Change YoY	9M FY25	9M FY24	Change YoY	FY24
Restaurant Sales ₹ mn	7,550	6,643	<b>14%</b>	21,655	19,582	<b>11%</b>	25,880
Adj. EBITDA ₹ mn	811	722	<b>12%</b>	2,109	2,172	-3%	2,717
%	10.7%	10.9%	-20 bps	9.7%	11.1%	-140 bps	10.5%
EBITDA ₹ mn	1,398	1,225	<b>14%</b>	3,792	3,615	<b>5</b> %	4,717
%	18.5%	18.4%	▲ 10 bps	17.5%	18.5%	-100 bps	18.2%
Adj. PBT ₹ mn *	255	256	<b>0</b> %	637	973	-35%	1,057
%	3.4%	3.8%	-40 bps	2.9%	5.0%	-210 bps	4.1%
PBT ₹ mn *	168	141	20%	340	691	-51%	699
%	2.2%	2.1%	▲ 10 bps	1.6%	3.5%	▼ -190 bps	2.7%
Restaurant Additions	54	36		91	107		129

<sup>#</sup>Adj. EBITDA and Adj. PAT is before Ind-AS 116 adjustments
\* Adj. PBT & PBT of 9M FY25 are before the exceptional items of ₹114 Mn

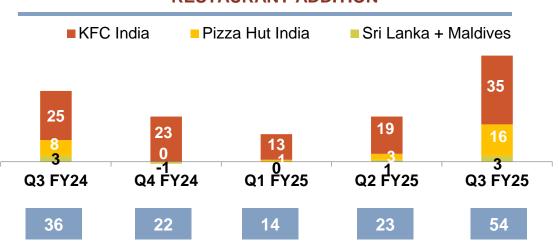
#### SAPPHIRE FOODS CURRENT PRESENCE



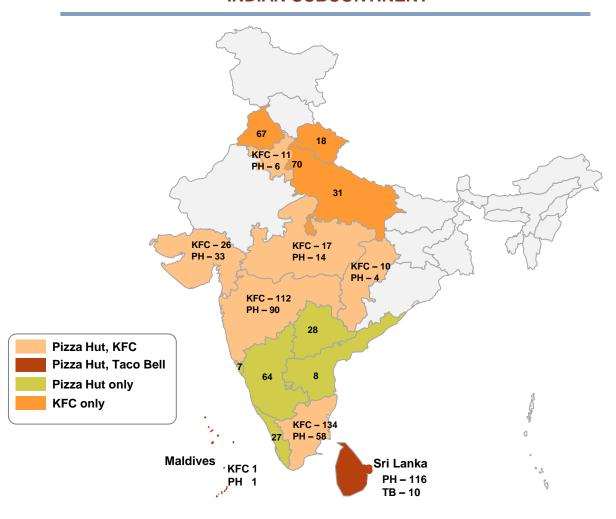
#### **RESTAURANT COUNT**



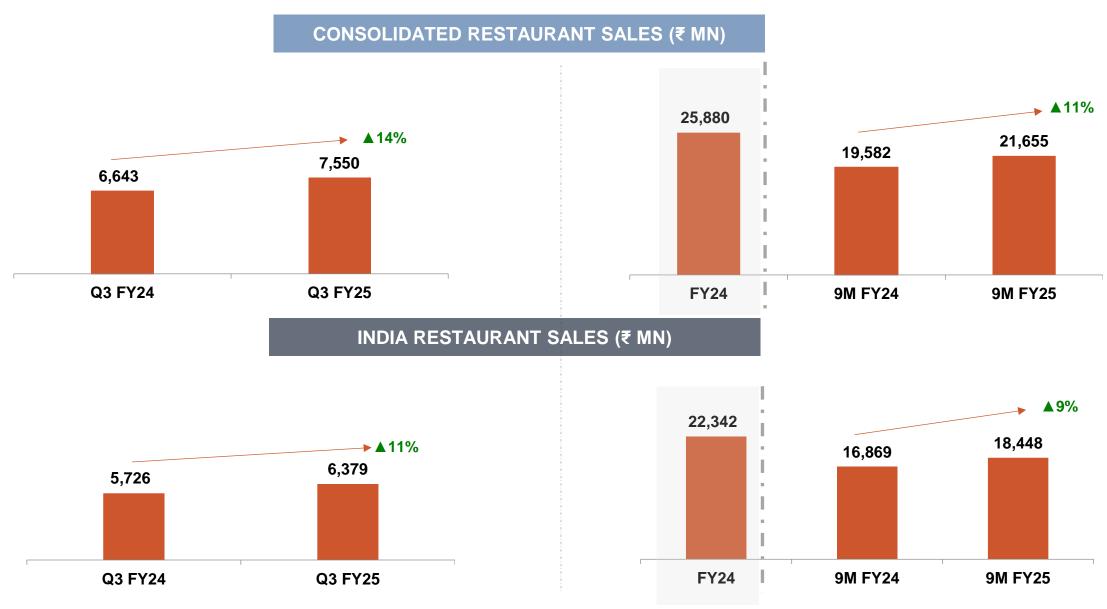
#### **RESTAURANT ADDITION**



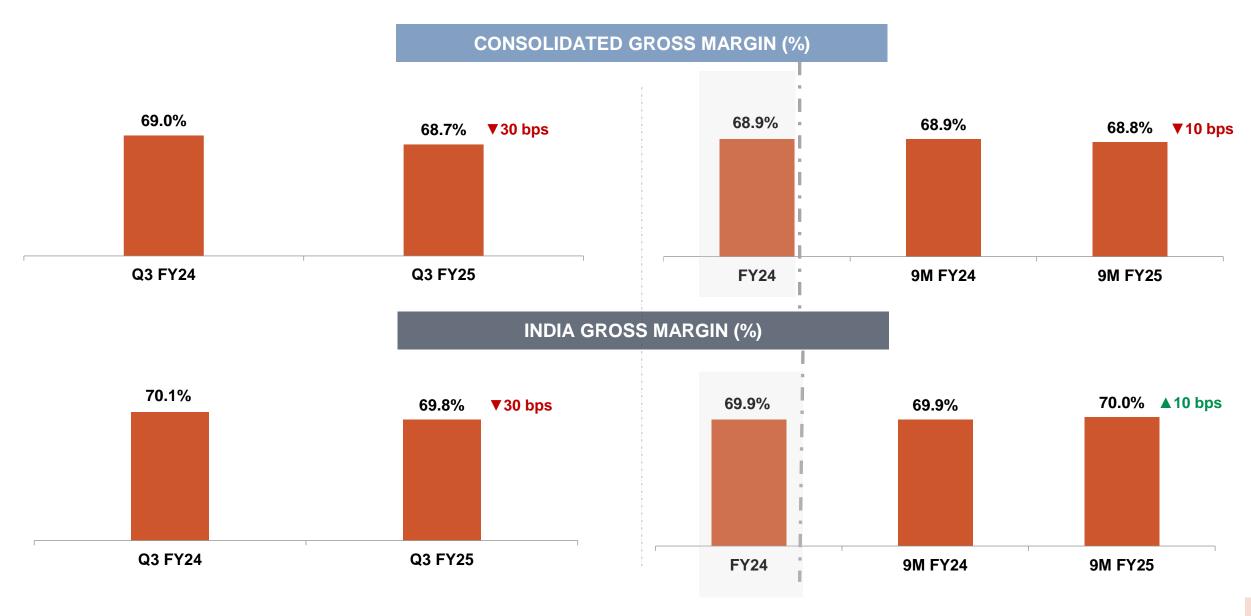
### RESTAURANT DISTRIBUTION ACROSS INDIAN SUBCONTINENT



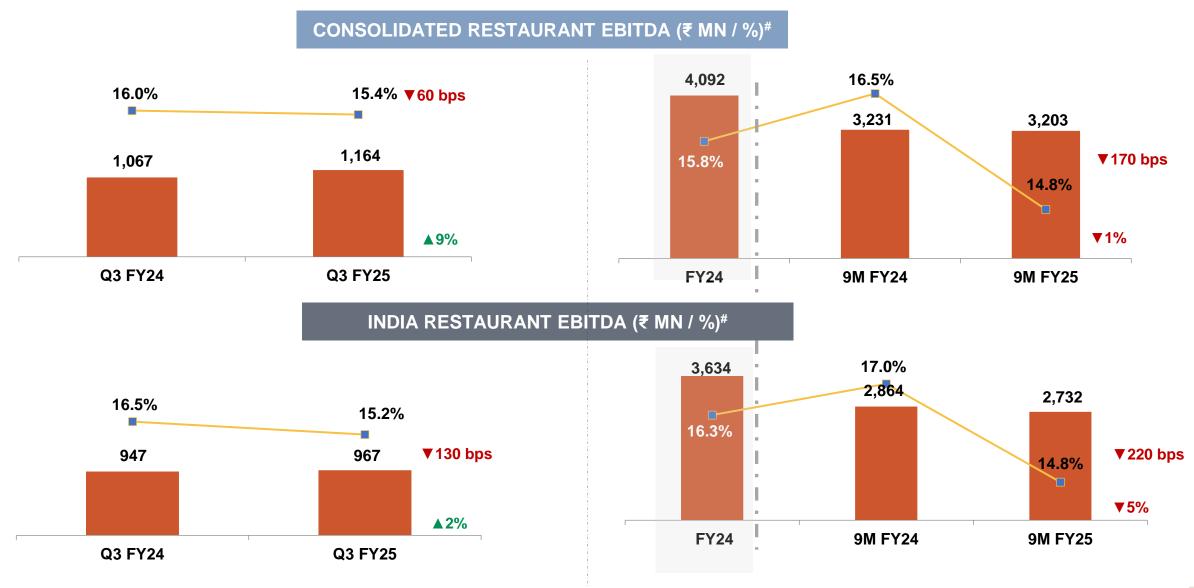




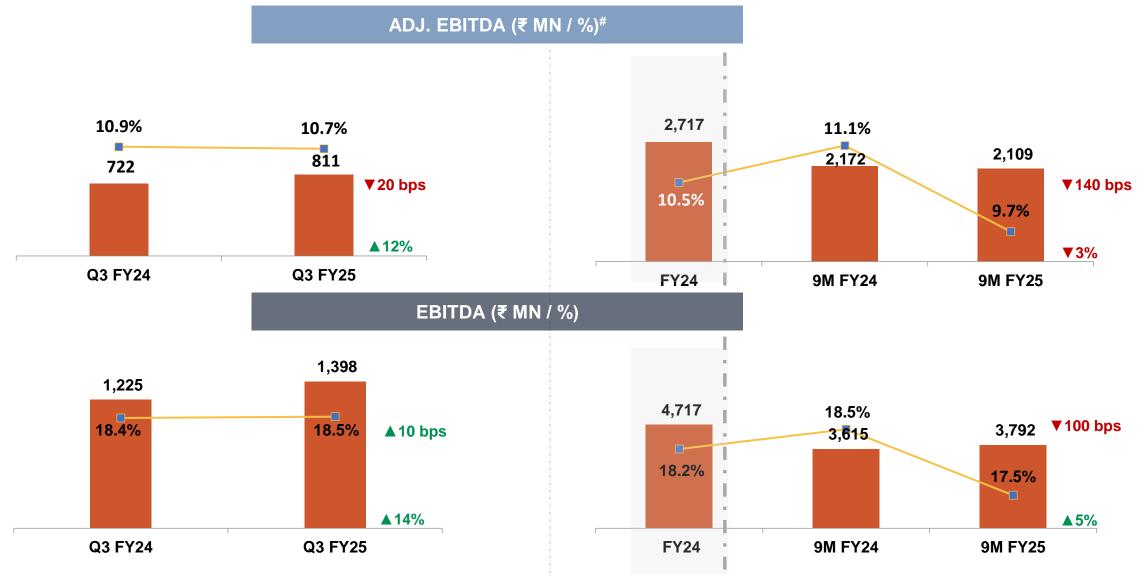




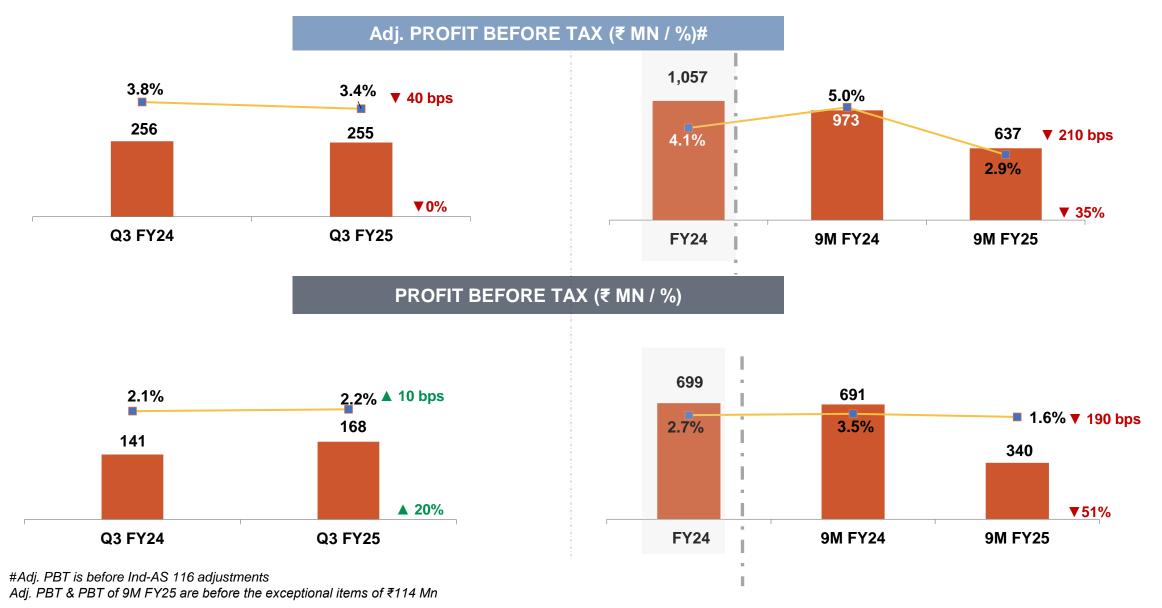




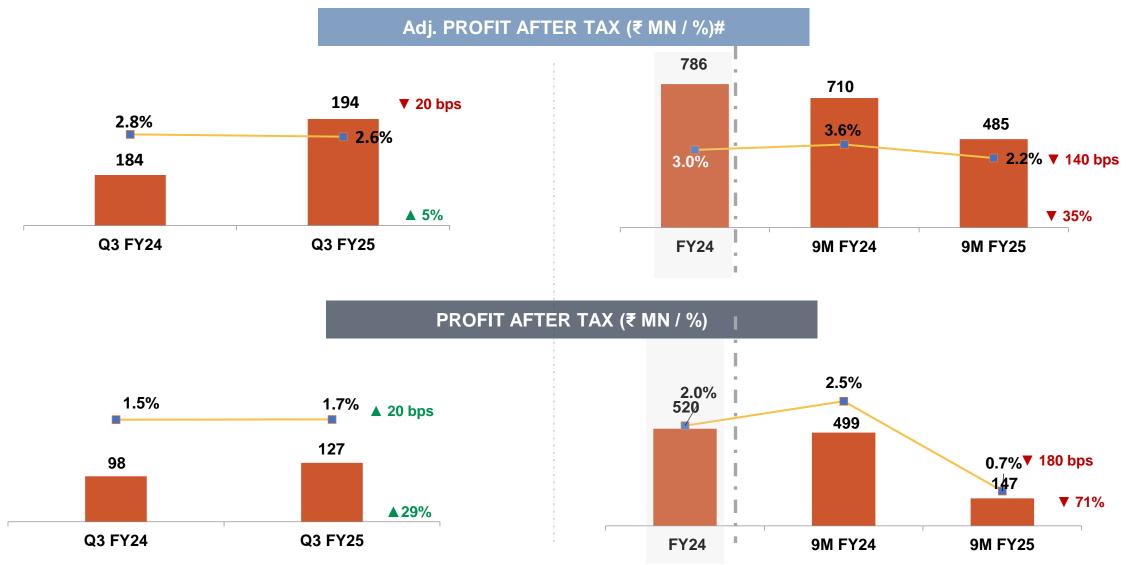










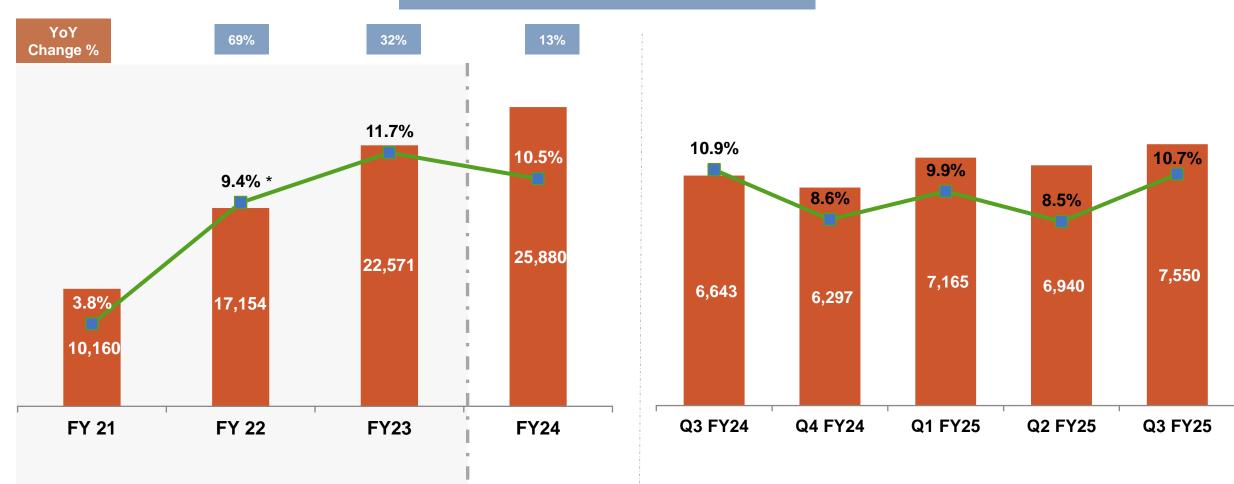


#Adj. EBITDA and Adj. PAT is before Ind-AS 116 adjustments
Adj. PAT & PAT of 9M FY25 are before the exceptional items of ₹114 Mn

### FINANCIAL HIGHLIGHTS RESTAURANT SALES & ADJ. EBITDA TREND







<sup>\*</sup> Adj. EBITDA% after Normalizing additional incentives in FY22

#### **CONSOLIDATED PROFIT & LOSS STATEMENT**













Particulars (In Rs mn)	Q3 FY25	Q3 FY24	YoY %	9M FY25	9M FY24	YoY %	FY24
Restaurant Sales	7,549.76	6,642.76	14%	21,655.01	19,582.19	11%	25,879.61
Other operating income	15.61	12.84		50.22	43.65		63.18
COGS	2,376.16	2,072.23		6,802.83	6,143.03		8,109.06
<b>Gross Profit</b>	5,189.21	4,583.37	13%	14,902.40	13,482.81	11%	17,833.73
Gross Margin%	68.7%	69.0%		68.8%	68.9%		68.9%
Employee Expenses	983.59	873.86		2,886.78	2,598.44		3,455.55
Other Expenses	2,807.36	2,484.95		8,223.31	7,269.25		9,660.71
EBITDA	1,398.26	1,224.56	14%	3,792.31	3,615.12	4.9%	4,717.47
EBITDA Margin %	18.5%	18.4%		17.5%	18.5%		18.2%
Depreciation	1,004.96	873.89		2,789.49	2,368.84		3,238.96
Finance Cost	275.16	263.29		818.72	733.93		1009.08
Other Income	50.05	53.09		155.41	178.35		229.66
PBT before exceptional items	168.19	140.47	20%	339.51	690.70	-51%	699.09
PBT Margin %	2.2%	2.1%		1.6%	3.5%		2.7%
Exceptional items	0.00	0.00		114.20	0.00		0.00
PBT after exceptional items	168.19	140.47		225.31	690.70		699.09
Tax Expense	40.87	42.15		78.51	191.53		179.53
PAT	127.32	98.32	29%	146.80	499.17	-71%	519.56
PAT Margin %	1.7%	1.5%		0.7%	2.5%		2.0%







### **Enhance Fried Chicken Category** Relevance

- Increase KFC consumer base by popularizing Core Variety offerings (Chicken Bucket, Boneless, Zinger Burger, Rolls)
- "Taste The Epic" campaign



#### Craveable Taste

Increase frequency of consumption by building day parts (lunch, Wednesday, late night) & product innovation (Double Down burger, Rolls variants)



#### Value

- 3 Tier value structure:
  - Introduce Core at ₹ 99/-
  - Enhance Individual meal offering at ₹149/-
  - Retain strong offering of Group meal at ₹ 399/-



### Frictionless Customer Experience

- Digital Kiosks
- KFC App



#### **Operational** Excellence

- >4.0 ratings across Swiggy, Zomato & Google
- Implemented dynamic kitchen planning tool to product availability and reduce wastage



### **Improve** Accessibility

- Continue current pace of expansion (70-80 stores per year)



Fried Chicken Category Relevance



### 

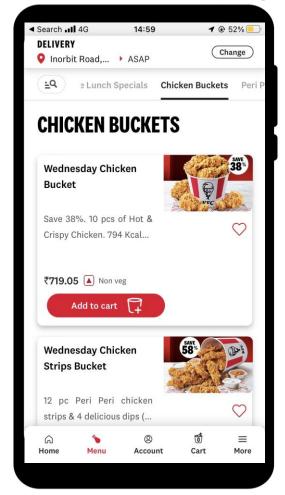
#### Craveable taste | Value







#### Frictionless customer experience | Digital



Total App downloads - 47.5 Mn+ Monthly Active Users – **2.1 Mn** 















Digital **KIOSKs** implemented at **206** Restaurants













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



**ZIRA, PUNJAB** 



LONDON STREET MORINDA, CHANDIGARH



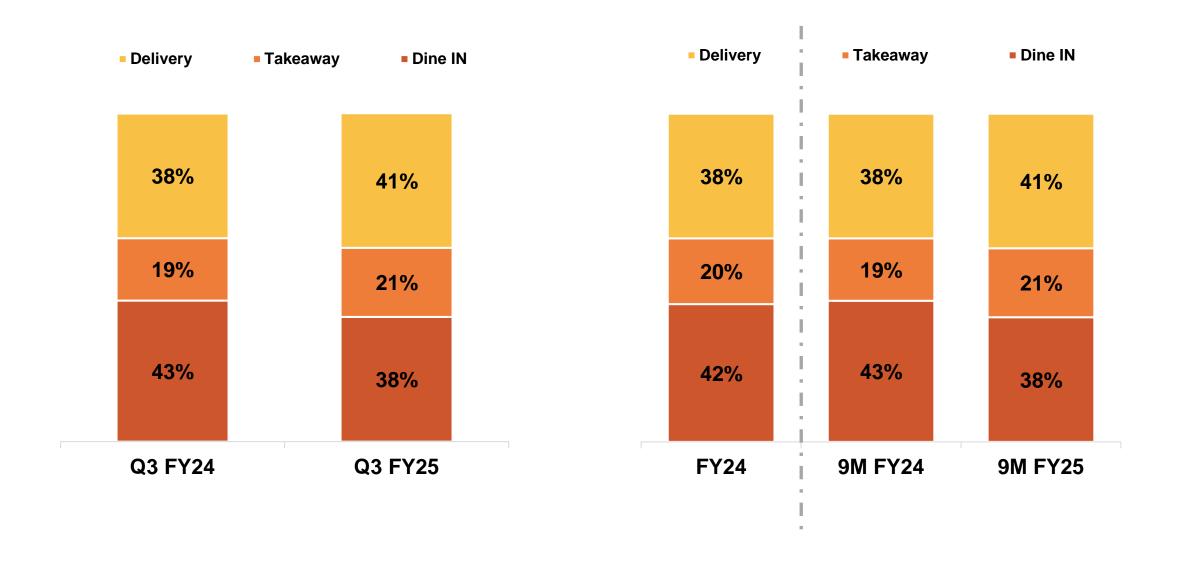
HARIDWAR, UTTARAKHAND



SIVAKASI, TAMIL NADU

# KFC INDIA Q3 & 9M FY25 - CHANNEL SALES CONTRIBUTION





### **KFC INDIA**

-2%

125

Q3 FY24

25

4,421

**Q3 FY24** 

115



#### **AVERAGE DAILY SALES (₹ '000)** -1% -3% -1% -6% SSSG% 129 125 116 **Q3 FY25** FY24 **9M FY24 9M FY25** RESTAURANT SALES (₹ MN) 65 67 88 35 **▲12%** 4,948 **▲11%** 17,157 14,246 12,872 Q3 FY25 **FY24 9M FY24 9M FY25**

406

429

SSSG%

Rest.

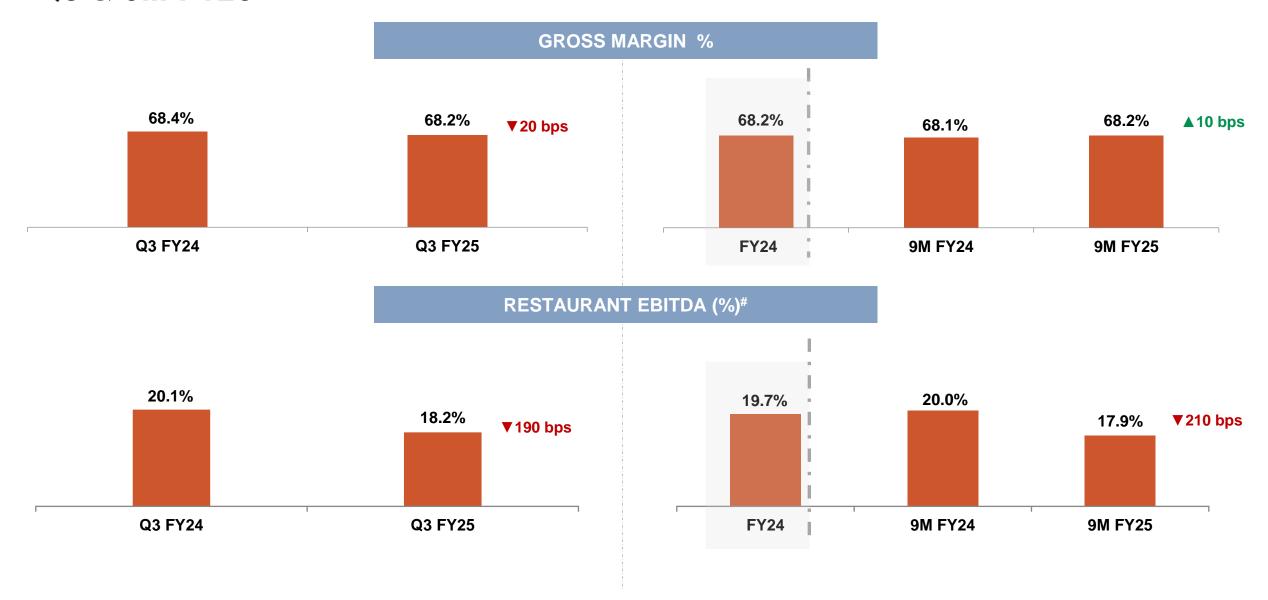
**Addition** 

#### Rest. 406 496 Count

496

# KFC INDIA Q3 & 9M FY25





### KFC INDIA RESTAURANT SALES & EBITDA TREND





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



#### **PIZZA HUT:**

#### ACTION UPDATE ON DINE-IN LED OMNI CHANNEL CUSTOMER PROMISE



### **Taste Superiority**

Several innovations launched:

- Melts: "folded" handheld pizza
- Momo Mia Pizza
- Thin & Crispy
- Pasta range
- New appetizers range (Fries, Momos)



# Differentiated Dine-In Experience

 Delivering CDR-like (Casual Dine-In Restaurant) customer service and comfortable ambience with QSR speed of service & value



#### **Delivery Experience**

- Delivering Hot n Fresh Pizzas (< 20 mins from out of Oven) through Dragon Tail kitchen planning tool
- Achieved >4.0 avg. rating in Swiggy, Zomato & Google across all stores



#### Value

- Competitive pricing across A-lacarte, Meal Options and Sub-₹100/- pizza range



### Consumer Awareness & Consideration

Doubled spends on TV, OTT,
 Digital & OOH segments vs last
 year along with product
 innovations



# Improve Accessibility & Unit economics

 Cautious store expansion approach continues till we see improvement in performance metrices

While there is tangible action across all the elements, improving Consumer Awareness/Consideration & Sales will require sustained support over medium term especially in this muted demand and competitive environment









#### **Build Brand Salience | Product Innovation**





#### **Build Brand Salience | Value**









### 

#### **New Restaurant Launches**



**BAPUNAGAR, AHMEDABAD** 



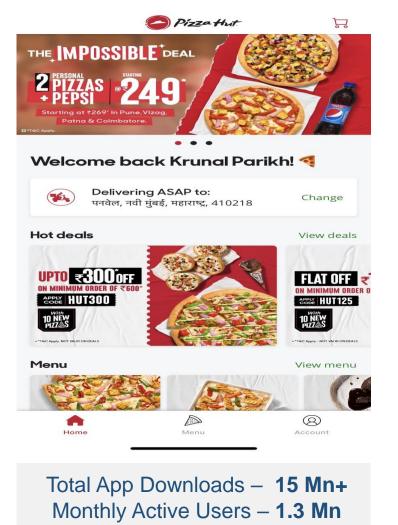
THE SHICKLY

RACECOURSE ROAD, RAJKOT



**KUMARSWAMY, BANGALORE** 

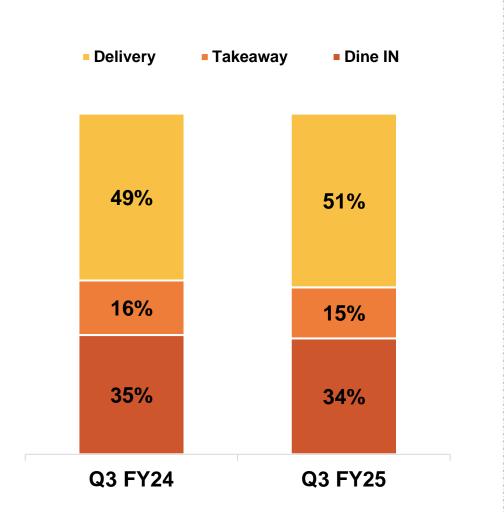
#### Digital | Operational Excellence

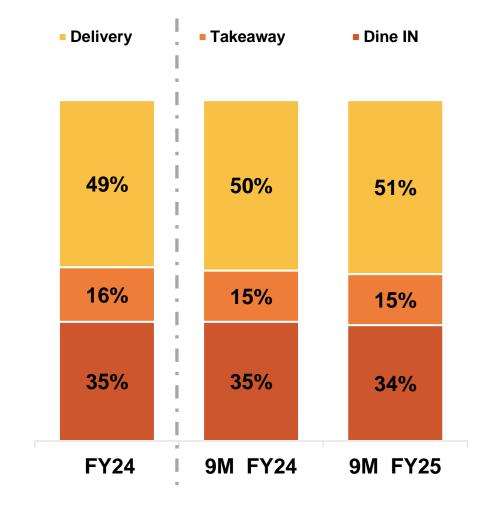




# PIZZA HUT INDIA Q3 & 9M FY25 - CHANNEL SALES CONTRIBUTION

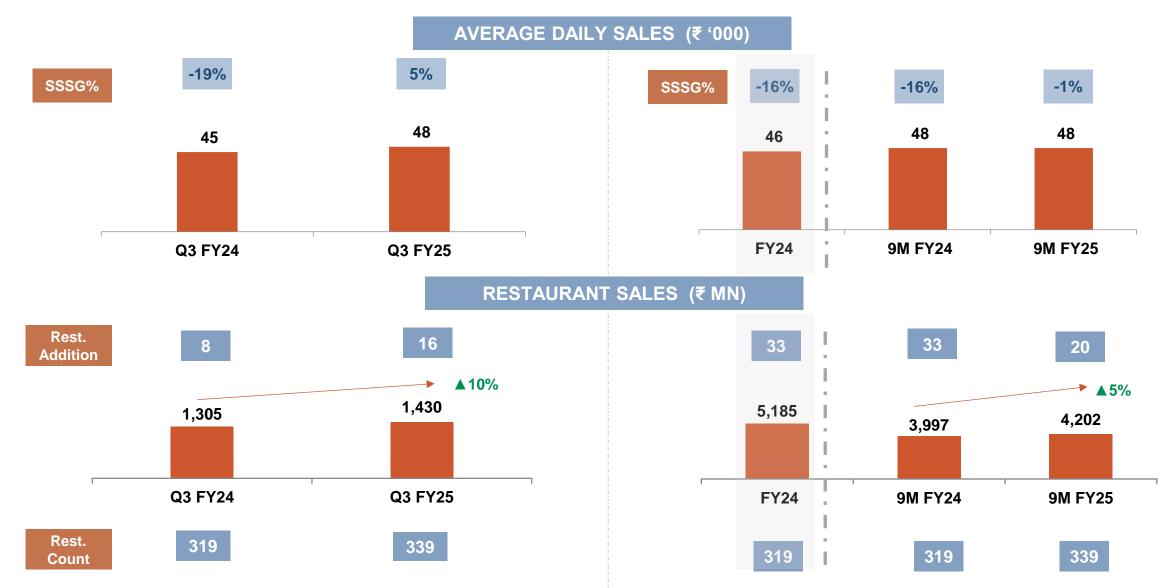






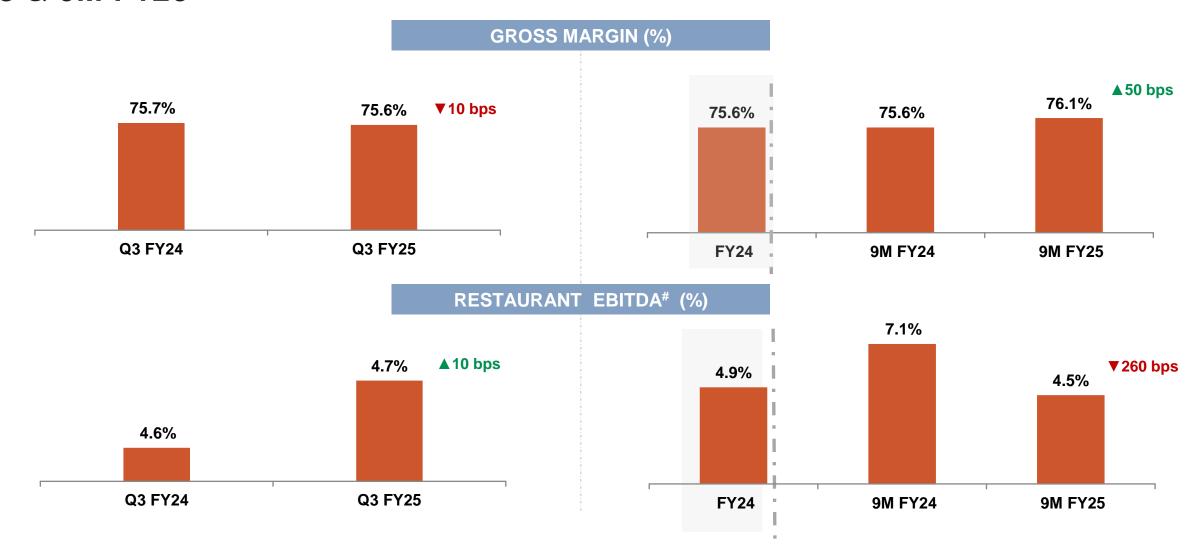
### PIZZA HUT INDIA Q3 & 9M FY25





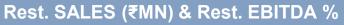
### PIZZA HUT INDIA Q3 & 9M FY25

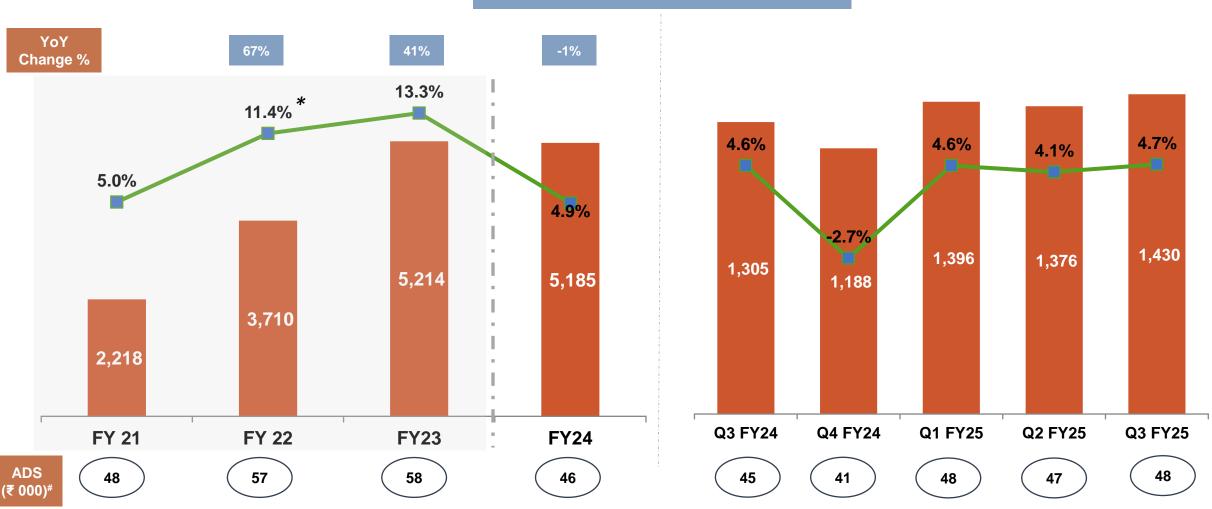




## PIZZA HUT INDIA RESTAURANT SALES & EBITDA TREND







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



#### **SRI LANKA BUSINESS**

#### **NEW LAUNCHES**

















#### **SRI LANKA BUSINESS** BRANDING AND MARKETING





















# SRI LANKA BUSINESS NEW RESTAURANTS





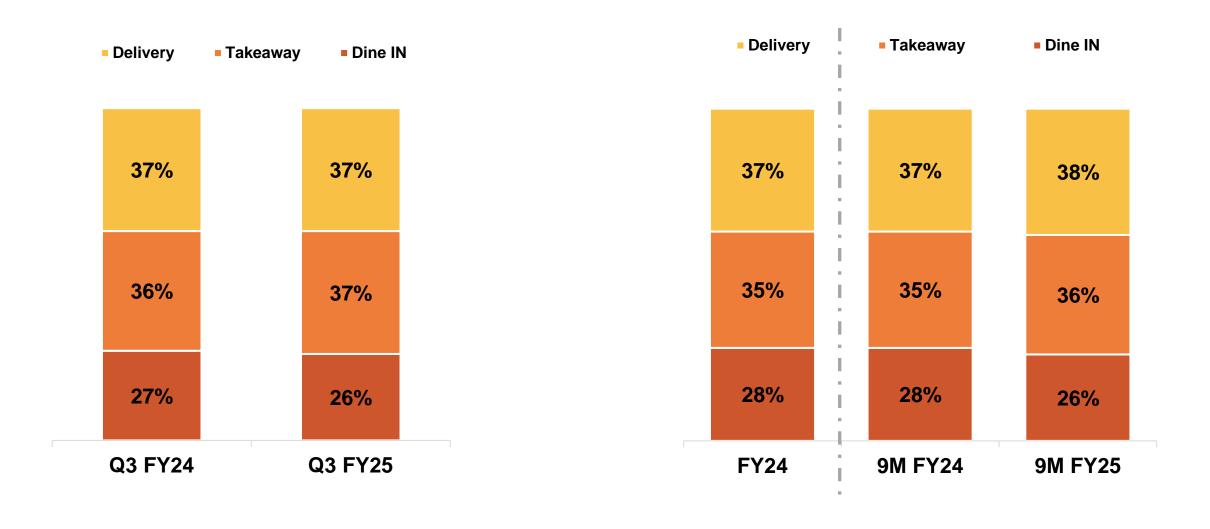




KURANA KOTAHENA VAVUNIYA

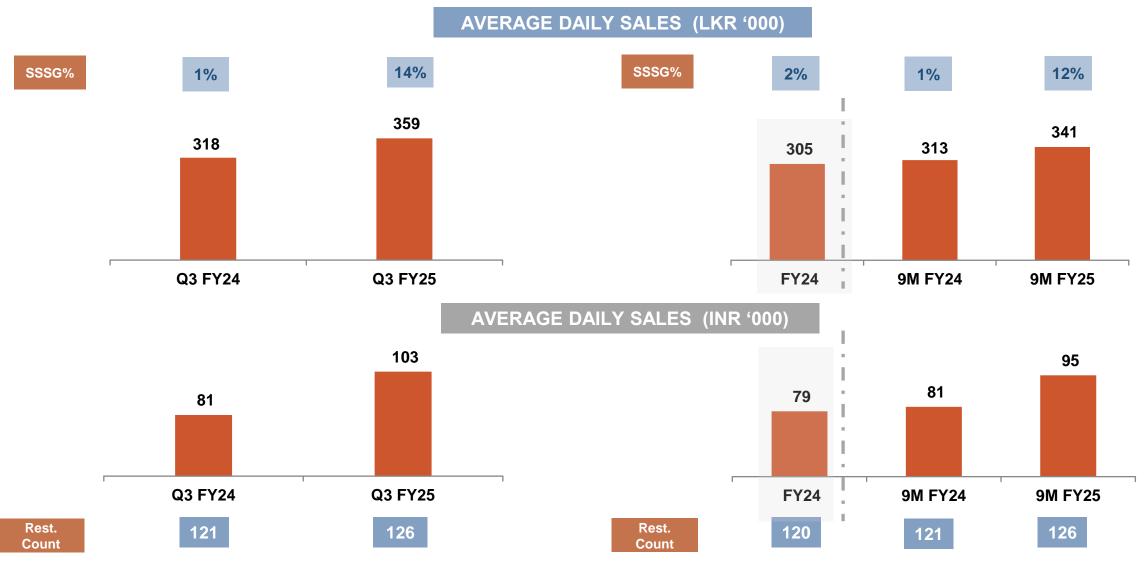
## SRI LANKA BUSINESS Q3 & 9M FY25 - CHANNEL SALES CONTRIBUTION





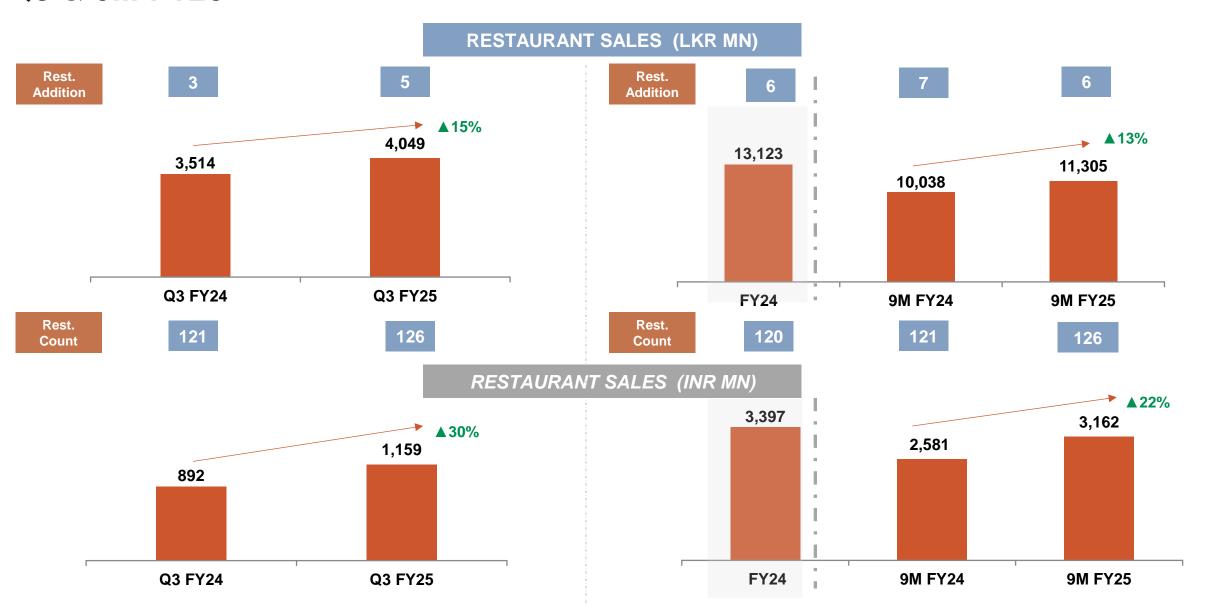
### SRI LANKA BUSINESS Q3 & 9M FY25





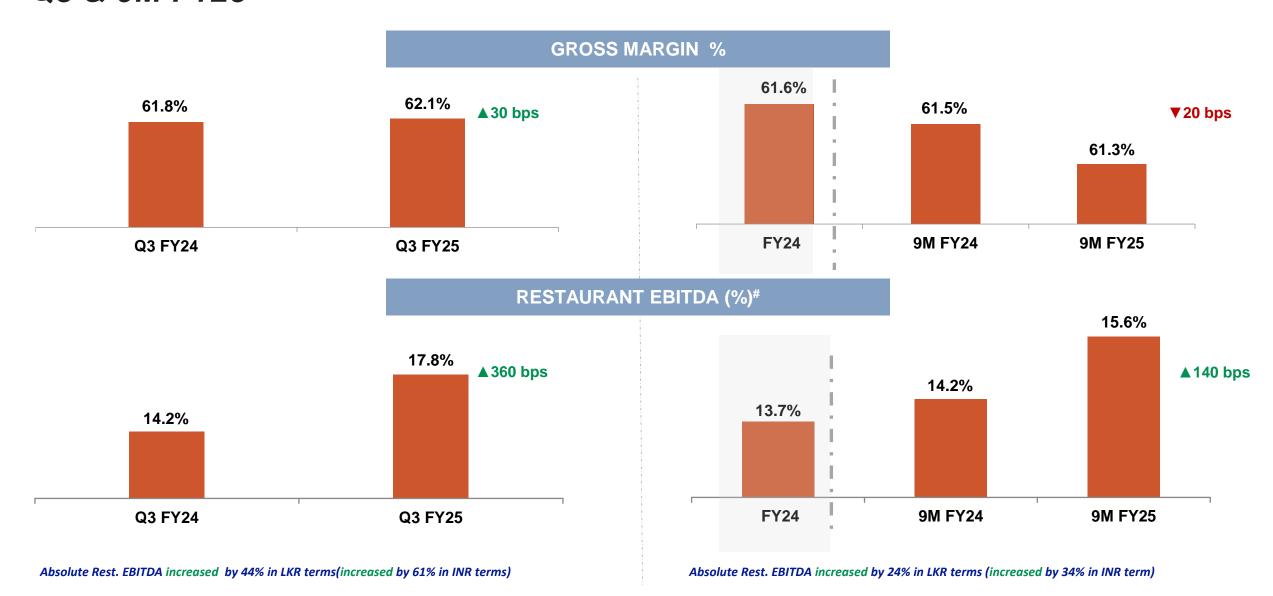
# SRI LANKA BUSINESS Q3 & 9M FY25





### SRI LANKA BUSINESS Q3 & 9M FY25

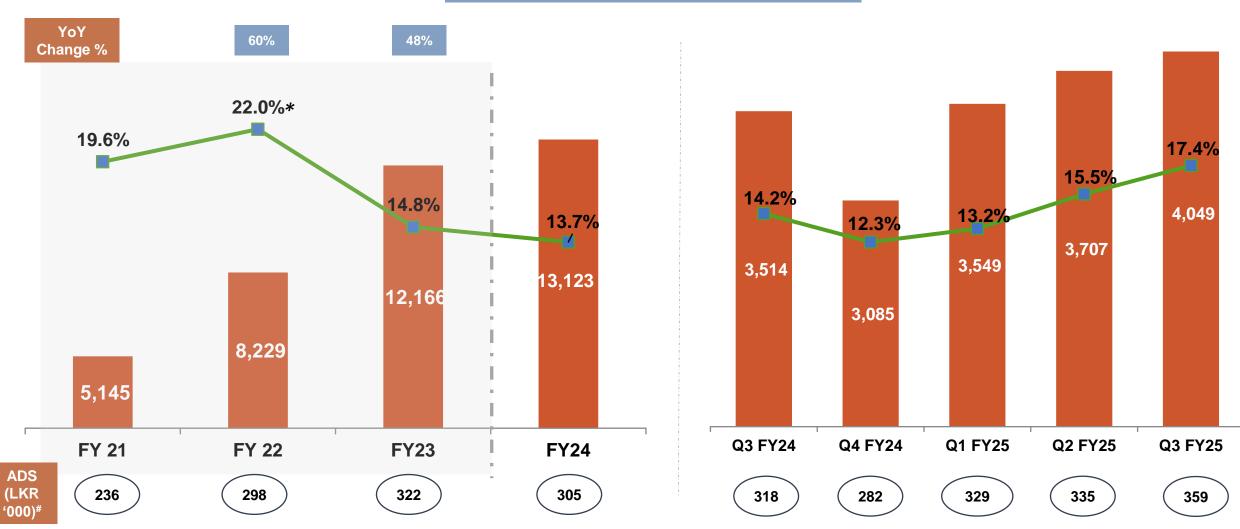




## SRI LANKA BUSINESS RESTAURANT SALES & EBITDA TREND



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



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

#### **ESG**



### **DJSI ESG RATINGS 2024**

### S&P Corporate Sustainability Assessment

#### S&P Global ESG Score



Methodology Year: 2024 Last Updated: November 07, 2024. Updated annually or in response to major developments

Availability:

#### **KEY HIGHLIGHTS**

- Ranked No. 1 amongst QSR Brands in India for the second consecutive year
- Ranked No. 7 amongst Global QSR Companies
- Placed in 97<sup>th</sup> Percentile amongst Global QSR Companies
- The only Indian QSR Company to publish ESG report under GRI, SASB and BRSR standards for the third consecutive year

Source: https://www.spglobal.com/esg/scores/results?cid=6578587

High



## **THANK YOU**