

COFFEE DAY ENTERPRISES LIMITED



To,

National Stock Exchange of India Limited
Manager-Listing
Exchange Plaza,
Bandra Kurla Complex, Bandra (East)
Mumbai – 400 051
Tel No. 022-2659 8237/38
takeover@nse.co.in

BSE Limited
General manager-DSC
Phiroze Jeejeebhoy Towers
Dalal Street, Fort,
Mumbai – 400 001
Tel No. 022-2272 2039/37/3121
corp.relations@bseindia.com

Dear Sirs,

14th November, 2016

Regulation 30 of LODR, 2015 read with Schedule III: Presentation to Analysts / Institutional Investors

Please find herewith the Presentation made to Analysts /Institutional Investors.

A copy of the same is attached for your records.

Thanking you,

For Coffee Day Enterprises Limited

A handwritten signature in black ink, appearing to read "Sadananda Poojary", written over a circular blue stamp.

Sadananda Poojary
Company Secretary & Compliance Officer

Investor Communication

Quarter ending September, 2016

Attachment: Investor Presentation

This Investor updates covers the Company's performance for the quarter ending 30th September, 2016

Contact Info: Mr. Sadananda Poojary

Company Secretary & Compliance officer

investors@coffeeday.com

Ph no: +91 80 4001 2345

Dear Investors,

I am delighted to share the second quarter results for Fiscal 2016-17. The retail gross revenue of the coffee business posted a 11% YoY growth and PAT for the quarter stood at Rs. 61 million, up 3.5% YoY.

Overall, on a consolidated basis, Coffee Day Enterprises Limited posted total gross revenues of INR 8216 million, a growth of 13% YoY and an EBITDA of INR 1640 million, up 1% YoY. The company's profit after tax for the second-quarter ended September 2016 stood at INR 96 million, compared to a loss of Rs. 162 million for the same period last year.

For the first half of Fiscal 2016-17, on a consolidated basis, Coffee Day Enterprises Limited posted total gross revenues of INR 16,562 million, a growth of 18% YoY and an EBITDA of INR 3,227 million, up 8% YoY. The company's profit after tax for the first half ended September 2016 stood at INR 210 million, compared to a loss of Rs. 945 million for the same period last year.

On the business front, our newly launched Mobile App is hugely successful. We have witnessed 7.7 lakh downloads since launch, with over 8.58% of our bill transactions coming via this App. After the success of our Home Delivery service in certain select cities, we are launching this across cities in India this year. Our Freshly-made food category has been received very well by our customers. We continue to focus on expanding our food offerings at the Cafes under both the Freshly-made food and Ice Cream Sundaes categories. Our café network now stands at 1635, across 239 cities. We have also shored up our vending machine installations to 38,524 during the quarter. Finally, the introduction of Wi-Fi at our cafes last quarter is attracting higher footfalls and adding to consumer delight.

At the group level, I would like to mention a few noteworthy highlights. While all our businesses are building traction, noteworthy among these is Sical which registered a 23% increase in revenue over



the same period last year. In Tanglin, the occupancy of 3.2 msft continues to yield good rentals and another 750k sft of constructed space will be occupied in the next few months.

We continue to invest in our people and businesses. The growing strength and health of our businesses is reflected in our accelerating revenues and improving profitability. We remain unwavering in our commitment to growing these businesses to full potential which will enable the unlocking and maximization of shareholder value.

Sincerely,



V G Siddhartha
Chairman & Managing Director



**COFFEE
Day**

**Investor
Presentation
Q2FY17**

Safe Harbour

- *This presentation contains “forward looking statements” including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to Coffee Day Enterprises Limited and its subsidiary companies’ (“CDEL”) future business developments and economic performance.*
- *While these forward looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations.*
- *These factors include, but are not limited to, general market, macro-economic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors that could affect our business and financial performance.*
- *CDEL undertakes no obligation to periodically revise any forward looking statements to reflect future / likely events or circumstances.*

CDEL – Q2 FY17 Results Highlights



- Total Gross Revenue at Rs. 8,216 million, up 13% YoY
- EBIDTA at Rs. 1,640 million ; up 1% YoY
- Profit After Tax at Rs. 96 million vs. Rs. (162) million loss in Q2FY16

CDEL – H1 FY17 Results Highlights

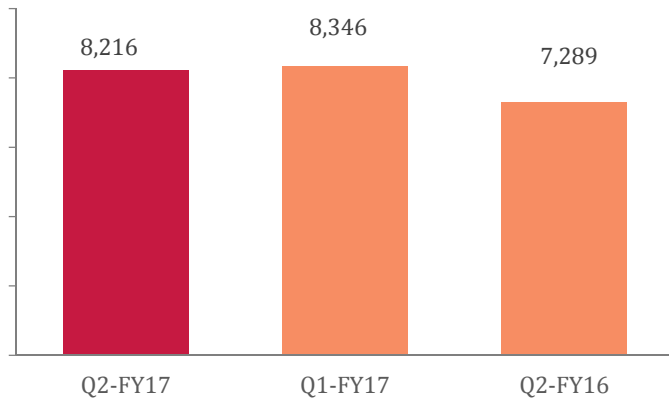


- Total Gross Revenue at Rs. 16,562 million, up 18% YoY
- EBIDTA at Rs. 3,227 million ; up 8% YoY
- Profit After Tax at Rs. 210 million vs. Rs. (945) million loss in H1FY16

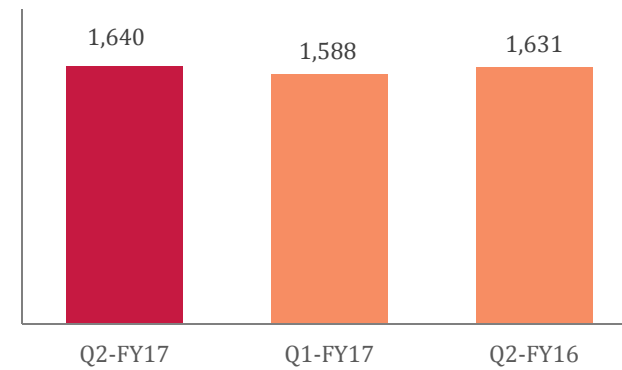
CDEL Financial Performance – Q2 FY17



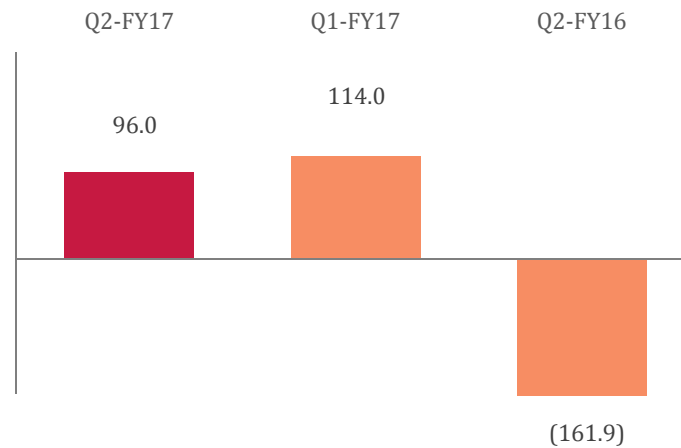
Gross Revenue (Rs mn)



EBITDA (Rs mn)



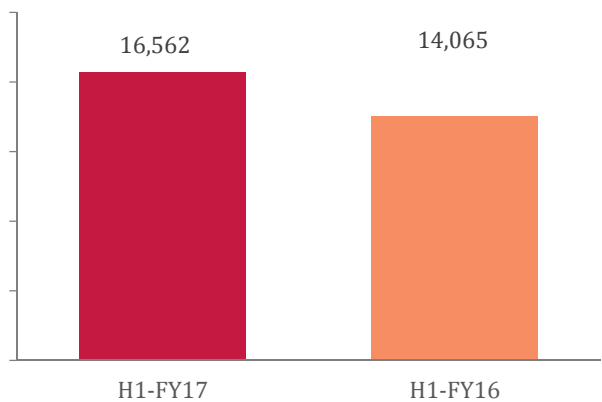
PAT (Rs mn)



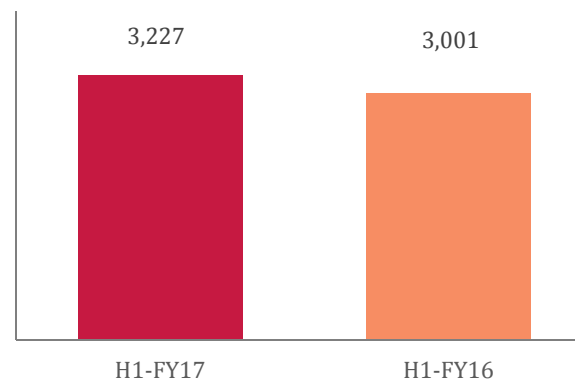
CDEL Financial Performance – H1FY17



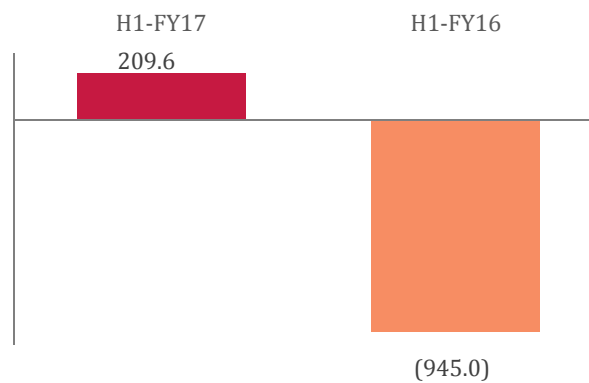
Revenue (Rs mn)



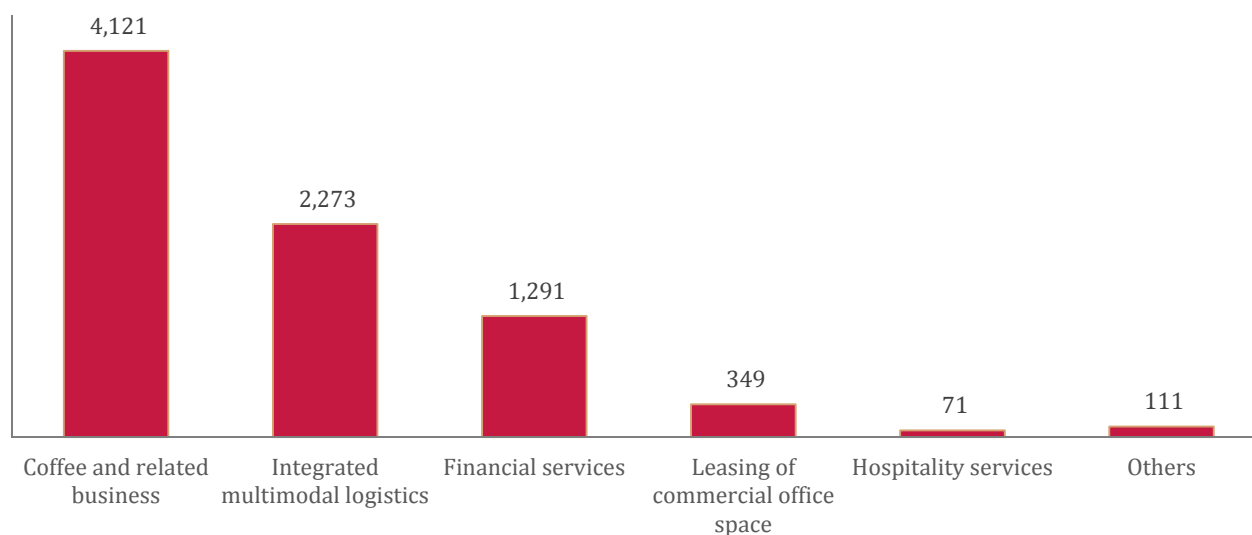
EBITDA (Rs mn)



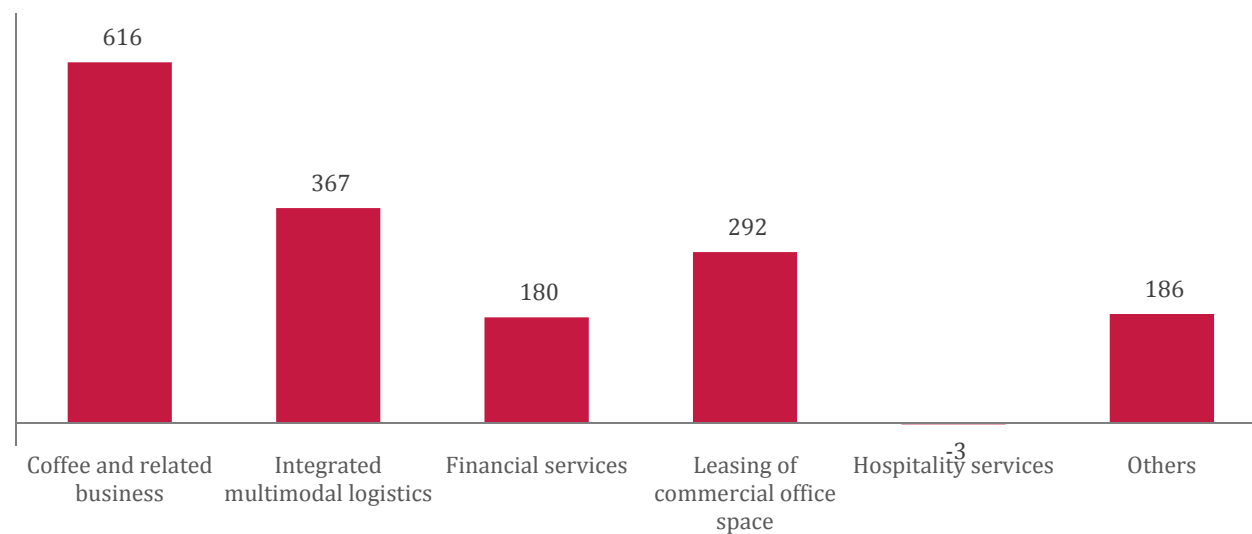
PAT (Rs mn)



CDEL Segment Revenue & Result – Q2 FY17

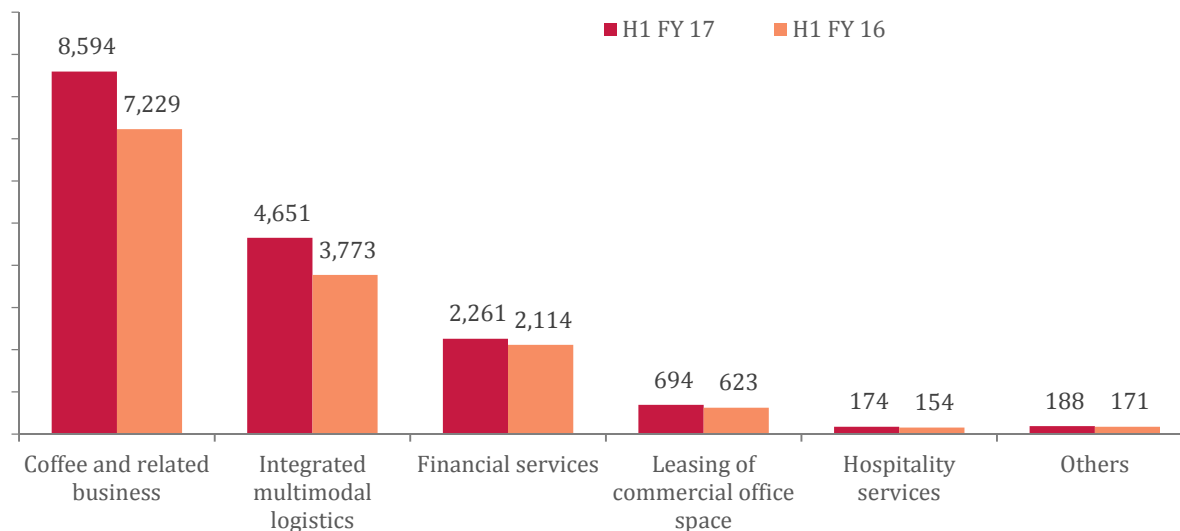


Revenue (Rs mn)

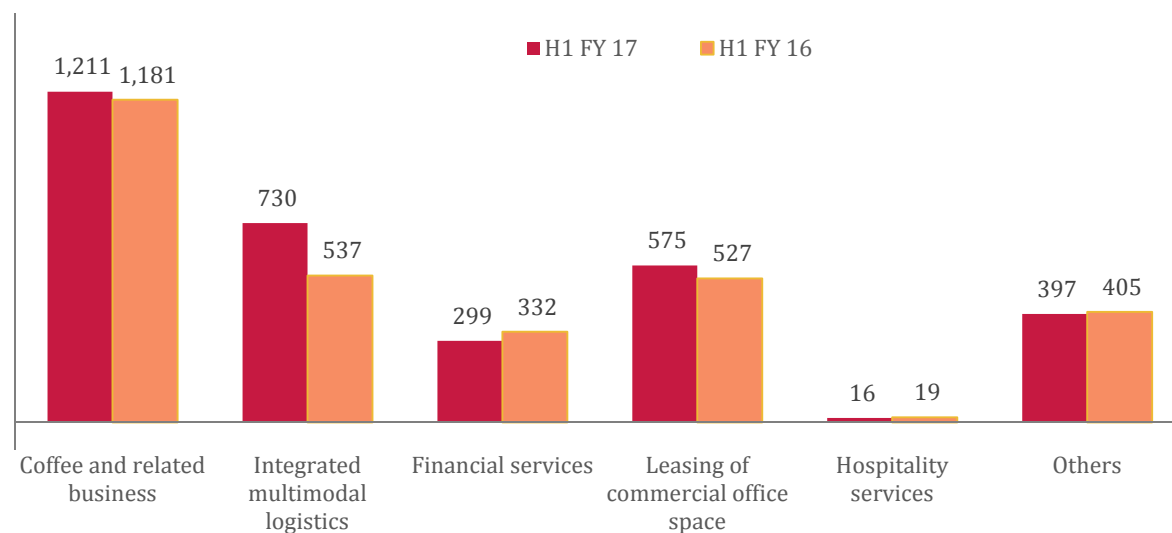


Result (Rs mn)

CDEL Segment Revenue & Result – H1-FY17



Revenue (Rs mn)



Result (Rs mn)

CDEL - Group Snapshot



CDEL - Group Highlights



**Retail – Coffee Day Global
(CDGL)**

Logistics - SICAL

Tech Parks & SEZs - Tanglin

Financial Services –
Way2Wealth





Coffee Day Global - CDGL

**COFFEE
Day**

Café Network

Café Coffee Day



The Lounge



The Square



Vending



Fresh & Ground



Xpress Format



Exports



Catering to Coffee Lovers Across the Spectrum



CDGL Q2 FY17 Highlights

**COFFEE
Day**

- Gross Revenue at Rs. 4,038 million; 22.5% growth YoY
- Retail Gross Revenue at Rs. 3,457.5 million; 11% growth YoY
- EBIDTA at Rs. 616.3 million, 2.2% growth YoY
- Net Profit After Tax at Rs. 61.1 million, 3.5% growth YoY



CDGL H1 FY17 Highlights

**COFFEE
Day**

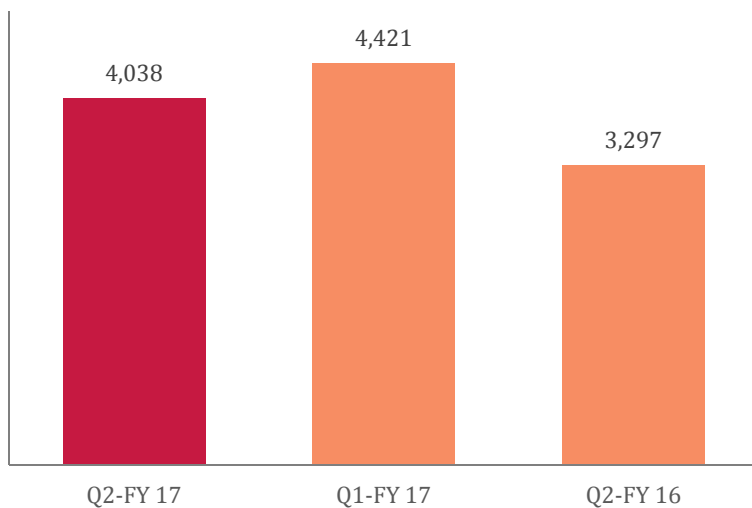
- Gross Revenue at Rs. 8,458.5 million; 19% growth YoY
- Retail Gross Revenue at Rs. 6,853.4 million; 12% growth YoY
- EBIDTA at Rs. 1,211.6 million, 2.6% growth YoY
- Net Profit After Tax at Rs. 118 million, 5.8% growth YoY



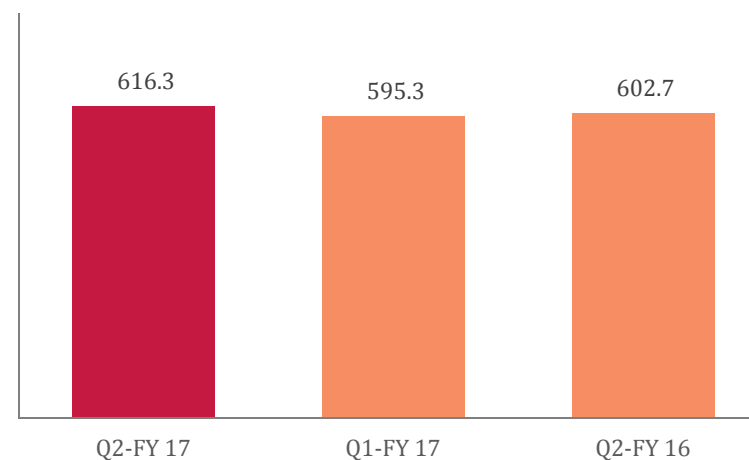
CDGL Financial Performance – Q2 FY17

**COFFEE
Day**

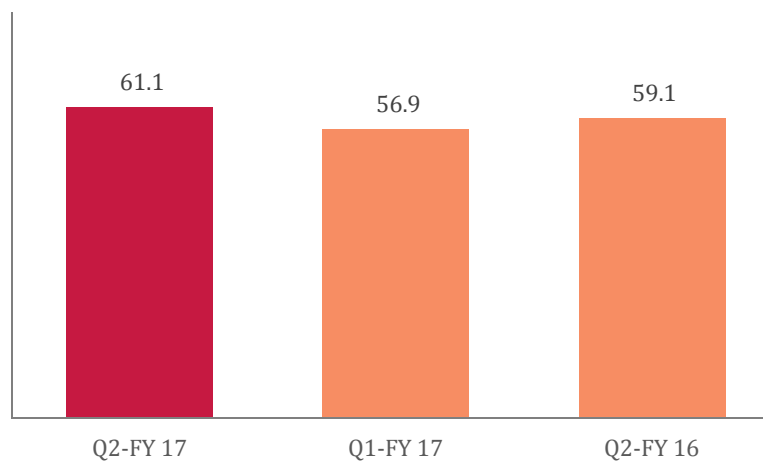
Revenue (Rs mn)



EBITDA (Rs mn)



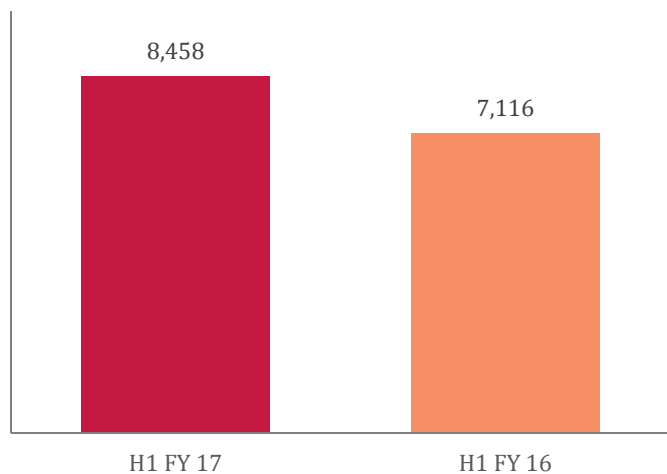
PAT (Rs mn)



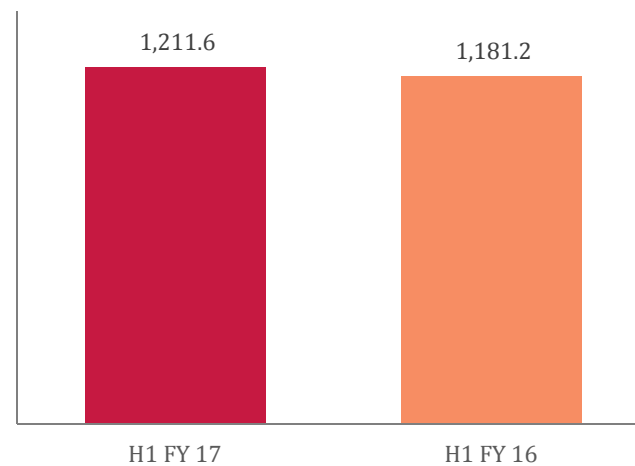


CDGL Financial Performance – H1-FY17

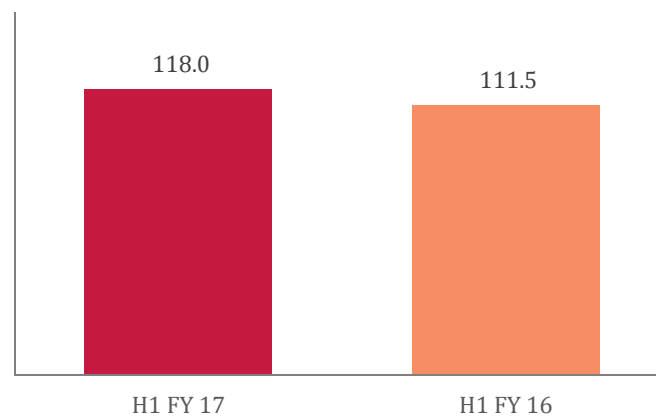
Revenue (Rs mn)



EBITDA (Rs mn)



PAT (Rs mn)

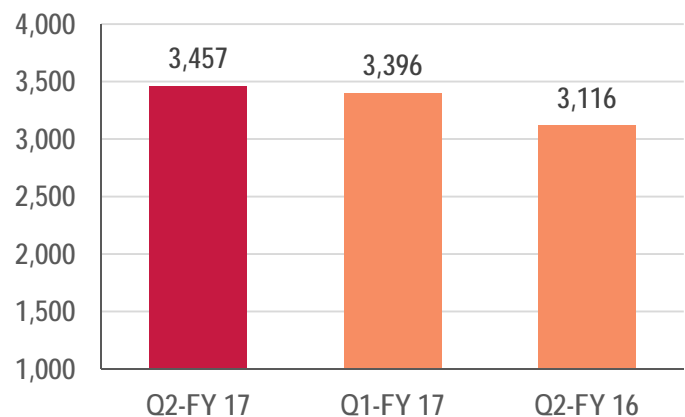




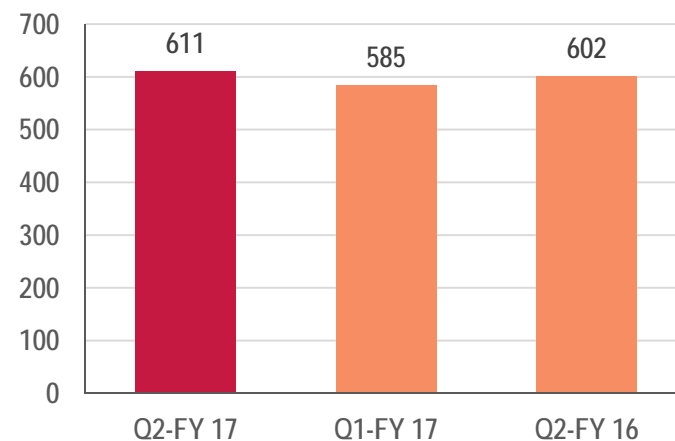
CDGL – Retail Metrics - Q2 FY17



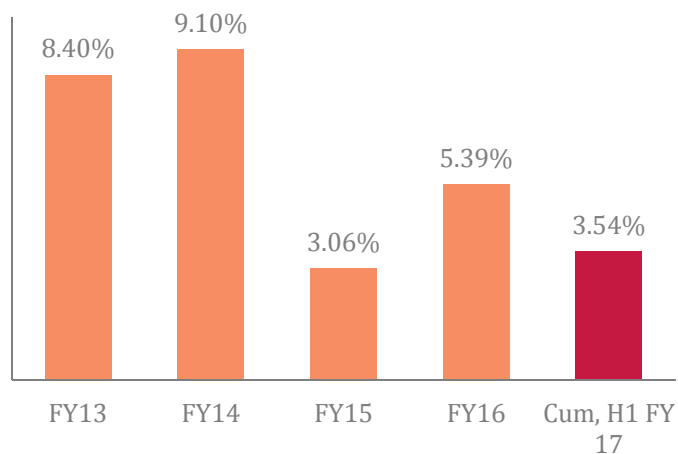
Retail Gross Revenues (INR MM) Q2 FY17



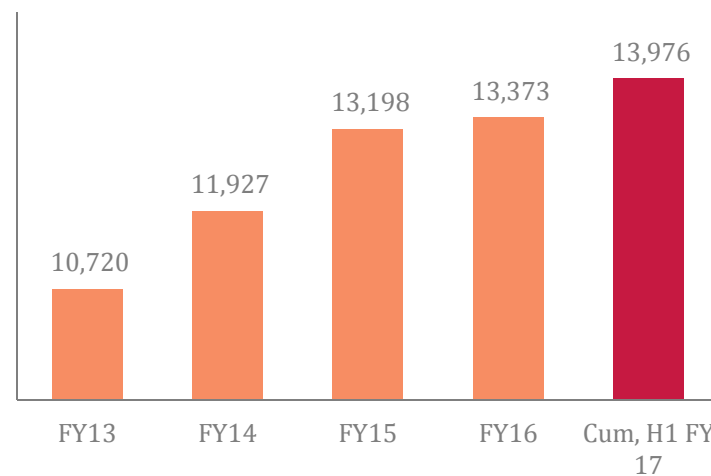
Retail EBITDA (INR MM) Q2 FY17



Same Store Sales Growth (SSSG) %



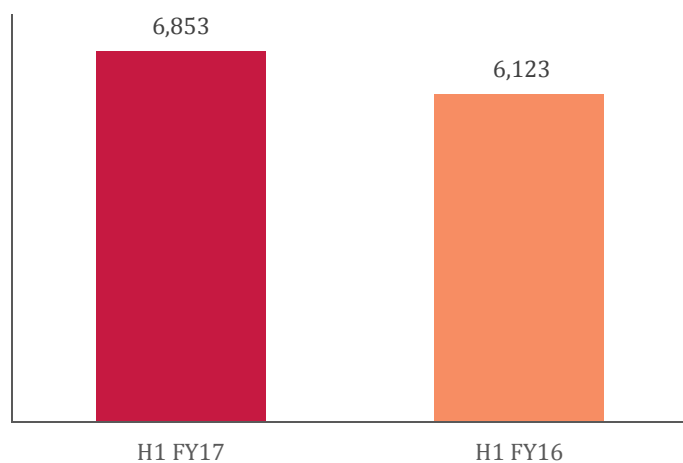
Average Sales Per Day (ASPD) - INR



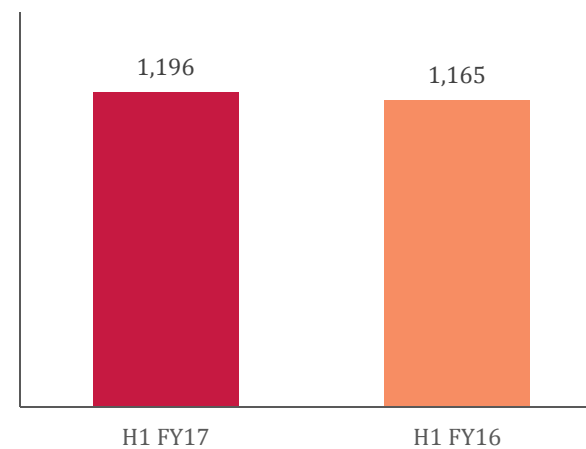


CDGL – Retail Metrics - H1FY17

Retail Gross Revenues (INR MM) H1 FY17



Retail EBITDA (INR MM) H1 FY17





CDGL – Q2 FY17 Marketing Highlights

**COFFEE
Day**

Category Building

- Expansion of freshly-made food range
- Additions to ice cream category
- Increasing footfalls with WiFi
- Building engagement via Mobile App CRM
- Renovation of Cafes

Category Expansion

- Home Delivery – Expansion to more cities

Category Relevance

- Celebration of International Coffee Day





COMBOS

☑️ Afghani Chicken Biryani	₹ 173	☑️ The Big Veg Combo	₹ 149
☑️ Veg Biryani	₹ 141	☑️ CAPRECCINO / HOT TEA + TAWA PIZZA - MEDITERRANEAN VEG / TAWA PIZZA - MARGHERITA / CRISPY VEG WRAP	₹ 149
☑️ Tawa Pizza - Smoked Chicken	₹ 108	☑️ Big Crunch Veg Combo	₹ 159
☑️ Tawa Pizza - Mediterranean Veg	₹ 98	☑️ CAPRECCINO / HOT TEA + BIG CRUNCH VEG CLASSIC BURGER	₹ 159
☑️ Tawa Pizza - Margherita	₹ 98	☑️ Hot 'N' Cold Veg Combo	₹ 159
☑️ Crispy Veg Wrap	₹ 130	☑️ KED TEA + TAWA PIZZA - MEDITERRANEAN VEG / TAWA PIZZA - MARGHERITA / CRISPY VEG WRAP	₹ 159
☑️ Grilled Chicken Wrap	₹ 102	☑️ Classic Veg Combo	₹ 159
☑️ Chicken Hot Dog		☑️ KED TEA + BIG CRUNCH VEG CLASSIC BURGER	₹ 159
		☑️ Big Crunch Chicken Combo	₹ 169
		☑️ CAPRECCINO / HOT TEA + BIG CRUNCH CHICKEN CLASSIC BURGER	₹ 169
		☑️ Classic Non-Veg Combo	₹ 169
		☑️ KED TEA + BIG CRUNCH CHICKEN CLASSIC BURGER	₹ 169
		☑️ The Big Non-Veg Combo	₹ 179
		☑️ CAPRECCINO / HOT TEA + TAWA PIZZA - SMOKED CHICKEN / GRILLED CHICKEN WRAP / CHICKEN HOT DOG	₹ 179
		☑️ Hot 'N' Cold Non-Veg Combo	₹ 199
		☑️ KED TEA + TAWA PIZZA - SMOKED CHICKEN / GRILLED CHICKEN WRAP / CHICKEN HOT DOG	₹ 199
		☑️ Veg Biryani Combo	₹ 209
		☑️ CLASSIC LEMONADE + VEG BIRYANI	₹ 209
		☑️ Afghani Chicken Biryani Combo	
		☑️ CLASSIC LEMONADE + BIRYANI CHICKEN BIRYANI	



Images are for representation only.

A TASTE OF ITALY
in
SUNDAES & ICE CREAMS

Indulge in rich sundaes and ice creams that take you on a trip down the Italian lane.

₹129 ₹109*
Introductory price

NUTTY
HOT FUDGE

₹129 ₹109*
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CHOCOLATE
OVERLOAD SUNDAE

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SIMPLY
STRAWBERRY
SUNDAE

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SIMPLY
STRAWBERRY
SUNDAE

₹89*
Introductory price

SCOOPY DOO

₹129 ₹109*
Introductory price

SIMPLY
STRAWBERRY
SUNDAE

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CDGL – Q2 FY17 Marketing Highlights

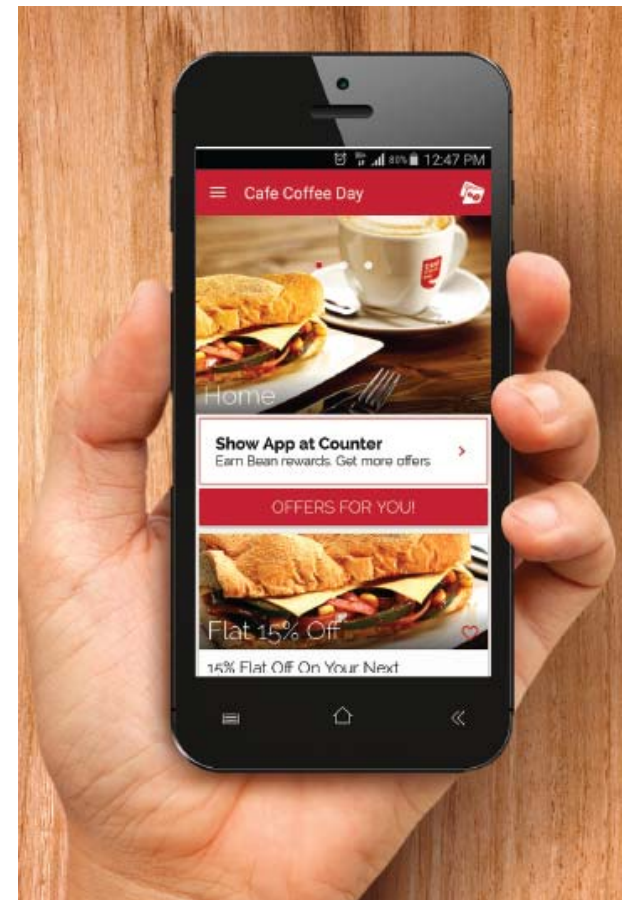
**COFFEE
Day**

CCD Mobile App goes Pan-India on 1st July 2016 !

As of 30th September, 2016

778,112 App Installs

8.58% contribution to café bills





International Coffee Day

**COFFEE
Day**



CDEL - Group Highlights



Retail – Coffee Day Global
(CDGL)

Logistics - SICAL

Tech Parks & SEZs - Tanglin

Financial Services –
Way2Wealth





SICAL – Highlights

**COFFEE
Day**

- ❖ **Integrated Logistics** – Sical offers integrated logistics solutions for both container and bulk cargo.
- ❖ **Mining and Transportation** – Sical is engaged in surface mining of coal and removal of over burden and transportation. In October 2016, sical executed its first MDO (Mine Development and Operations) contract with West Bengal Power Corporation for their Tara mines at West Bengal. The revenues are estimated to be in excess of Rs. 1500 Cr over a period of around 7 yrs.
- ❖ **Costal Shipping** – Sical has entered the business of movement of inland cargo through sea during the course of this quarter, resulting in lesser pollution and reduced road accidents, in addition to economic benefits to the customers.
- ❖ **Surface Logistics**
 - Rail – One of India’s largest private sector container train operator with pan India operations. Two terminals at Bangalore and Chennai under implementation.
 - Container Freight Station – Multiple CFS Facility at Chennai, Tuticorin and Vizag with capacity to handle more than 1.5 million TEUs. CFS is spread across 7,00,000 sq.m
 - Road – Pan India operations; fleet in excess of 1000+vehicles consisting of Tankers, Trailers, Tippers, Auto Mobile Carriers and medium size vehicles.
- ❖ **Port** – Presence in major, intermediate and minor ports in the country. Sical owns and operates three terminals on BOT basis.

CDEL - Group Highlights



Retail – Coffee Day Global
(CDGL)

Logistics - SICAL

Tech Parks & SEZs - Tanglin

Financial Services –
Way2Wealth





Tech Parks & SEZs, Tanglin – Highlights

**COFFEE
DAY**

- ❖ Wholly-owned subsidiary, Tanglin is engaged in the business of developing technology parks in Bengaluru and Mangalore
- ❖ Our technology parks are conceptualized as ‘Global Village’ in Bengaluru, and ‘Tech Bay’ in Mangalore
- ❖ Current let out office space clocking rent is 32.3 lac sq. ft
- ❖ Additional 7.5 lac sq ft completed and will be occupied soon
- ❖ Commenced construction for additional 7.5 lakh sq. ft

CDEL - Group Highlights



Retail – Coffee Day Global
(CDGL)

Logistics - SICAL

Tech Parks & SEZs - Tanglin

**Financial Services –
Way2Wealth**





Financial Services, Way2Wealth - Highlights

COFFEE
Day

W2W offers a wide range of financial products, advice & services under one roof to retail, institutional & corporate clients:

- ❖ **Broking Business** – Equity, Commodity, Currency, Insurance and Realty Services
- ❖ **Distribution Business** – Various investment products like Mutual Funds, Primary Market Products, Fixed Income Products and other Structured Products
- ❖ **Wealth Management & Portfolio Management Services** offered to HNIs
- ❖ **Speciality Products** - Financial Planning and National Pension System Products for the mass affluent class
- ❖ **Financing Products** - Margin Trade Financing, IPO Financing, Lending Against Shares are the key offerings for premium clients seeking leverage
- ❖ **Quant Products** are built through quantitative techniques in assisting active market participants and for treasury/proprietary desk requirements



CDEL – Utilisation of IPO funds

**COFFEE
Day**

**Coffee Day Enterprises Limited
Monitoring Report-IPO Funds**

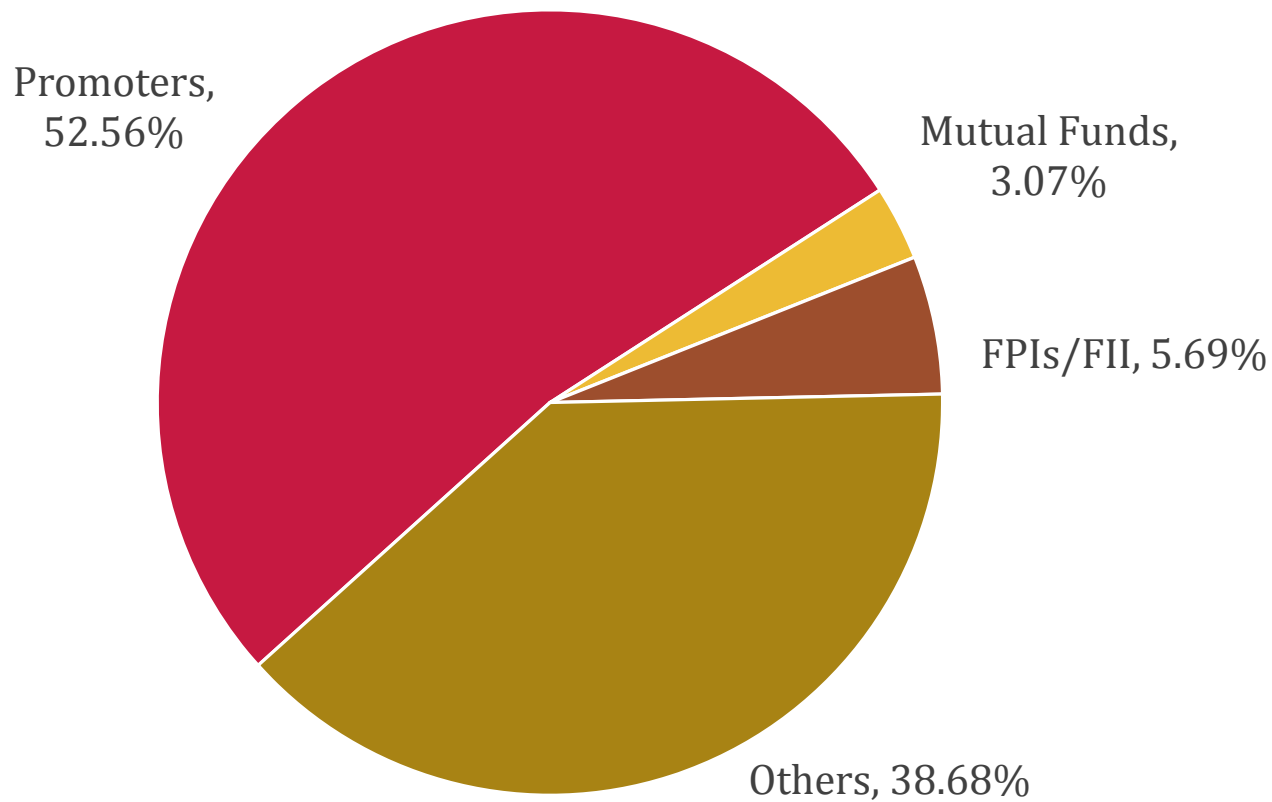
INR millions

Particulars	Objects of the issue as per prospectus	Utilised during FY 2016	Utilised during H1 FY 2017	Unutilised amount as at 30th Sep, 2016
A. Financing our coffee businesses	-			
1. Setting-up of new Café Network outlets and Coffee Day Xpress kiosks	877.10	343.18	246.57	287.35
2. Manufacturing and assembling of vending machines	973.61	365.15	350.79	257.67
3. Refurbishment of existing Café Network outlets and vending machines	605.83	236.50	111.53	257.80
4. Setting-up of a new coffee roasting plant facility, along with integrated coffee packing facility and tea packing facility	418.56	286.83	-	131.73
B. Repayment or pre-payment of loans of our Company and Subsidiaries	6,328.00	6,328.00	-	-
C. General Corporate purpose	1,557.30	1,557.30	-	-
IPO Expenses	739.60	692.22	47.38	0.00
Total	11,500.00	9,809.18	756.27	934.55



Shareholding Pattern as on September 30, 2016

**COFFEE
Day**



COFFEE Day

Investor Contact

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Website: www.coffeeday.com

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Bangalore-560001, Karnataka, India

