

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](mailto: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](mailto:corp.relations@bseindia.com)

Dear Sirs,

09<sup>th</sup> November, 2017

**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**

  
**Sadananda Poojary**  
**Company Secretary & Compliance Officer**



**Investor Communication:** Quarter ending September 2017

**Attachment: Investor Presentation**

This investor update covers the Company's performance for the quarter and half year ending September 30, 2017.

Contact Info: Mr. Sadananda Poojary  
Company Secretary and Compliance Officer  
Email/Phone: investors@coffeeday.com/+91 80 4001 2345

Dear Shareholders,

I am happy to share our 2<sup>nd</sup> quarter results for Fiscal 2017-18. On a consolidated basis, for Q2FY18, Coffee Day Enterprises Limited (CDEL) posted:

- Gross operational revenues of Rs 9,922 million, a growth of 21% YoY
- EBITDA of Rs 2,335 million, a growth of 42% YoY\*
- PAT of Rs 473 million, a growth of 450% YoY\*

For H1FY18, CDEL posted:

- Gross revenues of Rs 19,358 million, a growth of 17% YoY
- EBITDA of Rs 4,207 million, a growth of 30% YoY\*
- PAT of Rs 629 million, a growth of 215% YoY\*

\* EBITDA and PAT above include Rs 532 million and Rs 388 million respectively, booked as exceptional gain on account of sale of our equity stake in Global Edge Software Limited

For Q2FY18, Coffee Day Global (CDGL) posted:

- Gross revenues of Rs 4,917 million, a growth of 22% YoY
- EBITDA of Rs 735 million, a growth of 19% YoY
- PAT of Rs 95 million, a growth of 55% YoY

For H1FY18, CDGL posted:

- Gross revenues of Rs 9,964 million, a growth of 18% YoY
- EBITDA of Rs 1,449 million, a growth of 20% YoY
- PAT of Rs 198 million, a growth of 68% YoY

For Q2FY18, the Retail Coffee gross revenues for CDGL is up by 16% YoY to Rs 3,994 million and Retail EBITDA is at Rs 723 million, up by 18% YoY. For H1FY18, the Retail Coffee gross revenues for CDGL is up by 14% YoY to Rs 7,812 million and Retail EBITDA is at Rs 1,420 million, up by 19% YoY.

On the business front, our café count as at Q2FY18 end, stood at 1,700 while the vending machine installations are at 44,419. For Q2FY18, we have added gross 30 cafes and 1,960 vending machines. We are happy to report that for Q2FY18, our ASPD grew to Rs 15,244 (8.6% growth vs. Q2FY17) and our SSG growth came in at 6.81%, the 4<sup>th</sup> consecutive quarter of 6%+ SSSG. Our mobile App downloads have crossed the 4 million mark as at September 2017. The percentage of transactions at our café network through non-cash means (digital wallet, credit cards etc) was in excess of 46% for Q2FY18.

We continued to remain our youth's favorite hangout destination with special celebration of Friendship Day, made exclusive with launch of limited edition "Friendship Frappe" and Buddy Latte art.

We are currently working on a new F&B concept, internally called "Round the Clock Menu". Drawing on extensive consumer research and our interactions across cafes, we identified new opportunities related to diverse choices in menu that can give youngsters more reasons to visit our cafes. This concept, currently rolled out in 33 cafes across Bengaluru, addresses our consumers' need by offering exciting new food and beverage choices across day parts like Breakfast, Lunch, Snacks and Dinner. The choices now range from *Fritata Omellete Sandwich*, *Podi Idli*, *Crispy Vada for Breakfast*, *Garden Fresh Salad*, *Wok tossed Oriental Rice*, *Noodles with Black Pepper Sauce*, *Sriracha Chicken Pizza* during meals,



*delectable desserts like Raspberry Cocoa Dome and Cocoa Eclairs and innovative drinks like Coconut Milk Latte.* The pilot has been rolled out from August 2017 onwards and the response that we received from our customers is overwhelming – it has led to a healthy increase in ASPD and even new customer acquisition. Once this is stabilized, we plan to scale it up across India in the coming quarters. We have also recently launched a new range of milk shakes, **Chill Shakes**, in an exciting variety of 4 flavours, available across select cafes in 6 cities in India.

At the group level, our subsidiary, Sical Logistics, delivered another quarter of steady growth. For Q2FY18, Sical registered 22% YoY growth in gross revenues to Rs 2,779 million and 14% YoY growth in EBITDA to INR 417 million.

Given our strong brand and continuous focus on consumer engagement, we remain excited about the growth prospects of our Coffee business. Our non-coffee businesses also continue to demonstrate stable growth and offer strong value unlocking potential as evidenced in the case of Global Edge stake sale. We remain committed to enhancing each of our stakeholders' value.

Sincerely,



V G Siddhartha  
Chairman & Managing Director







**COFFEE  
DAY**




Investor Presentation  
Q2FY18 (JAS-2017)



- *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*
- *Figures have been rounded off in some places for the purpose of reporting and restated wherever required and should be read in conjunction with the reported financials*



# CDEL: Q2FY18 Results Highlights

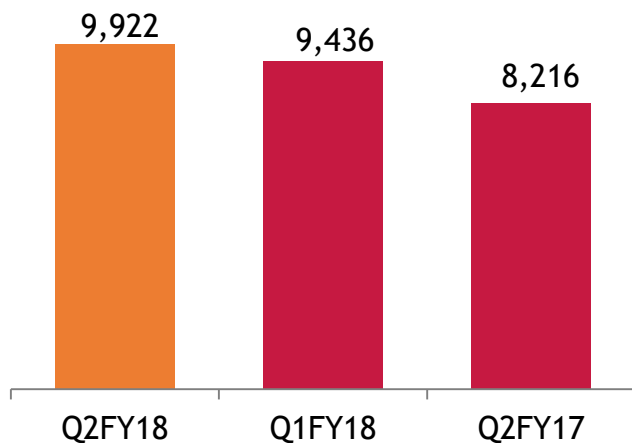
- Gross Op. Revenues at Rs. 9,922 million; 21% YoY 
- EBITDA at Rs. 2,335 million; 42% YoY\* 
- Net Profit After Tax at Rs. 473 million; 450% YoY\* 

*\* Note: EBITDA and PAT include exceptional gain of Rs 532 million and Rs 388 million respectively, on account of sale of equity stake in Global Edge Software Limited*

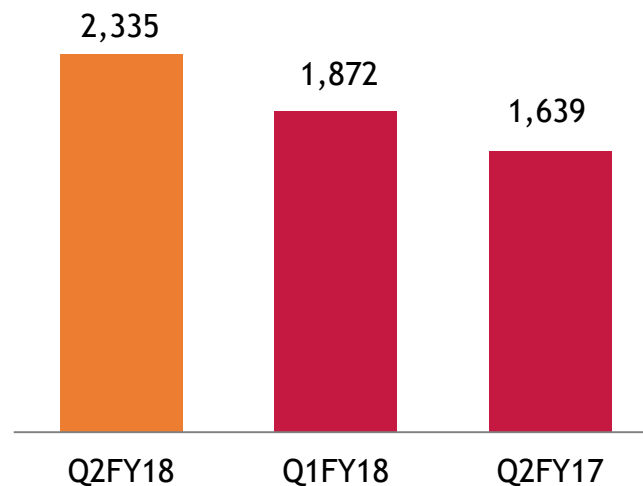


# CDEL: Q2FY18 Financial Performance

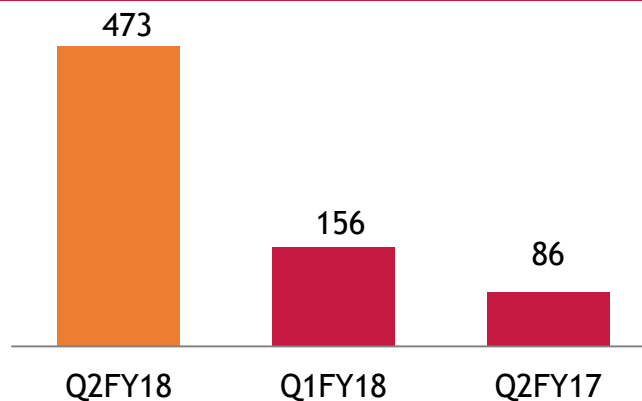
Gross Revenues (Rs mn)



EBITDA\* (Rs mn)



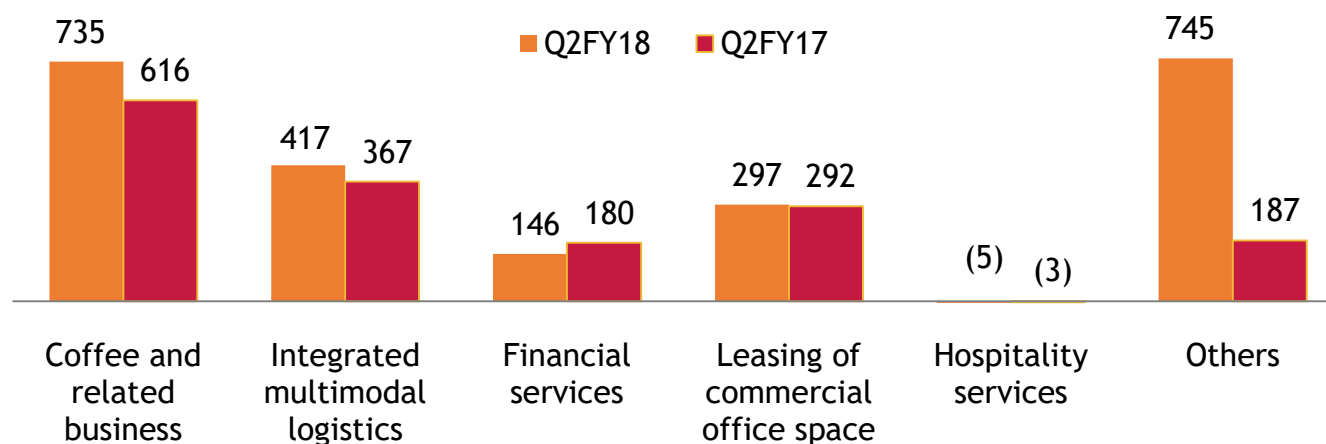
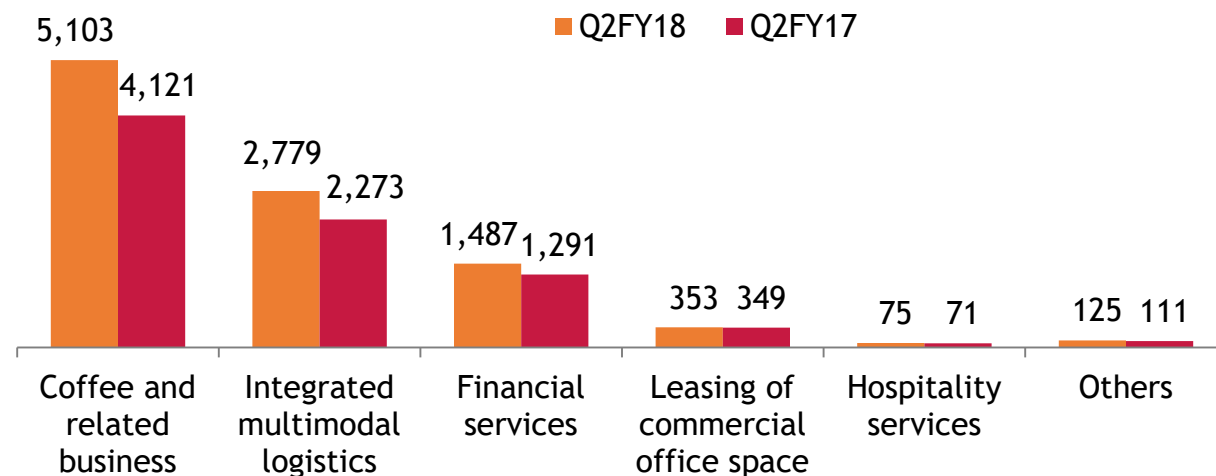
Net Profit After Tax\* (Rs mn)



\* Note: EBITDA and PAT include exceptional gain of Rs 532 million and Rs 388 million respectively, on account of sale of equity stake in Global Edge Software Limited



# CDEL Segment Results: Q2FY18 vs. Q2FY17



\* Note: Others include Rs 532 million in EBITDA on account of exceptional gain booked on sale of equity stake in Global Edge Software Limited





# CDEL: H1FY18 Highlights

- Gross Op. Revenues at Rs. 19,358 million; 17% YoY ↑
- EBITDA at Rs. 4,207 million; 30% YoY\* ↑
- Net Profit After Tax at Rs. 629 million; 215% YoY\* ↑

*\* Note: EBITDA and PAT include exceptional gain of Rs 532 million and Rs 388 million respectively, on account of sale of equity stake in Global Edge Software Limited*



# CDEL: Group Snapshot

## Coffee Day Enterprises Limited

### Retail - Coffee Day Global (CDGL)

- Vertically integrated coffee business
- Pioneered the coffee culture in the chained café segment in India
- Includes vending business and retailing of coffee products across various formats

### Logistics (Sical)

- Leading integrated logistics solutions provider in India
- Broad portfolio of ports, mining and transportation, surface logistics, supply chain solutions amongst others

### Tech Parks and SEZs (Tanglin)

- Setup for the development of technology parks & SEZs
- Currently developing and operating a technology park in Bengaluru and Mangalore

### Financial Services (Way2Wealth)

- Retail-focused investment advisory company with pan India branch network
- Includes broking & commission businesses, financial product distribution, fund-based activities and quant businesses

### Investments (Coffee Day Trading)

- Established to provide tech companies with access to capital
- Investments in Mindtree Limited, Global Edge Software Limited (exited with minor residual stake), Magnasoft, Ittiam Systems



# CDEL Group Highlights

**COFFEE  
Day**

**Retail - Coffee Day Global (CDGL)**

Logistics - SICAL

Tech Parks & SEZs - Tanglin

Financial Services - Way2Wealth





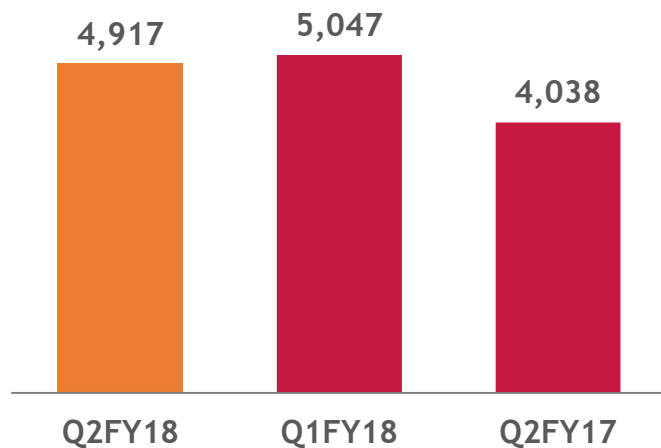
# CDGL: Q2FY18 Highlights

- Gross Op. Revenue at Rs. 4,917 million; 22% YoY ↑
- Retail Gross Revenue at Rs. 3,994 million; 16% YoY ↑
- EBITDA at Rs. 735 million; 19% YoY ↑
- Retail EBITDA at Rs. 723 million; 18% YoY ↑
- Net Profit After Tax at Rs. 95 million; 55% YoY ↑

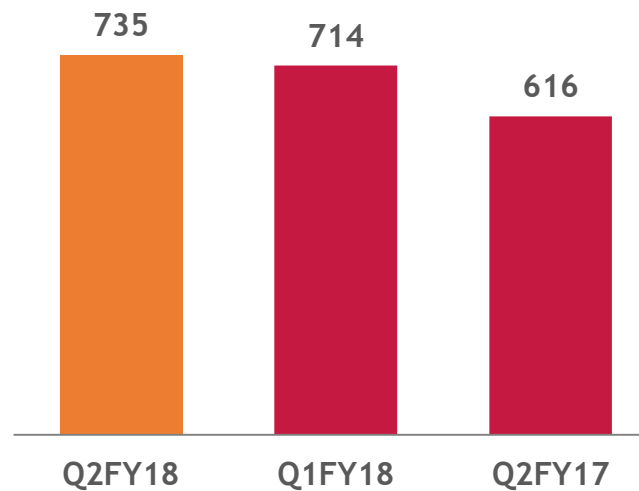


# CDGL Financial Performance: Q2FY18

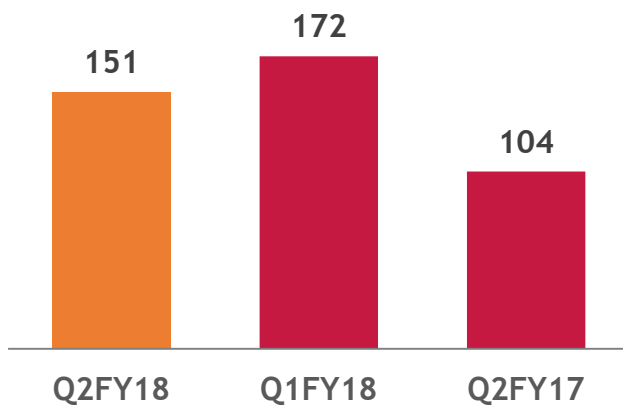
## Gross Operational Revenue (Rs mn)



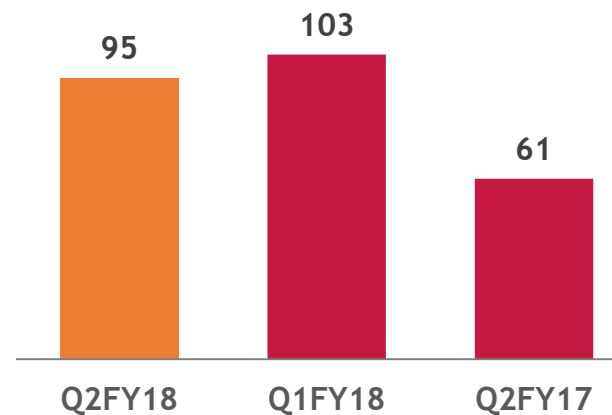
## EBITDA (Rs mn)



## PBT (Rs mn)



## PAT (Rs mn)

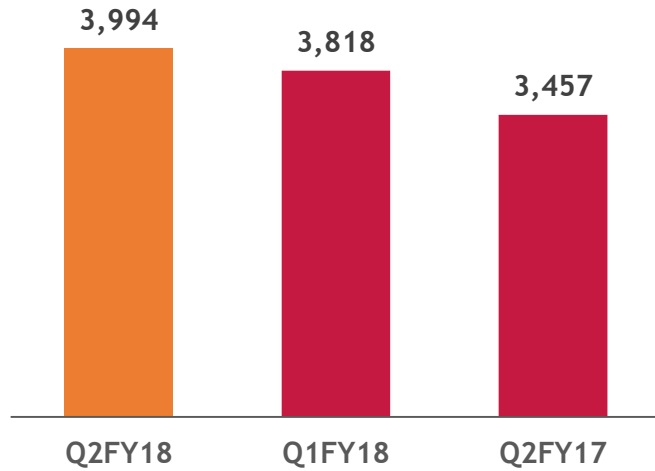




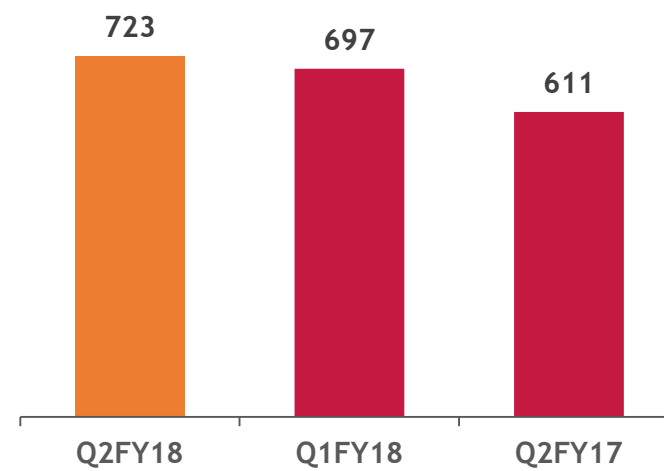


# CDGL Retail Metrics: Q2FY18

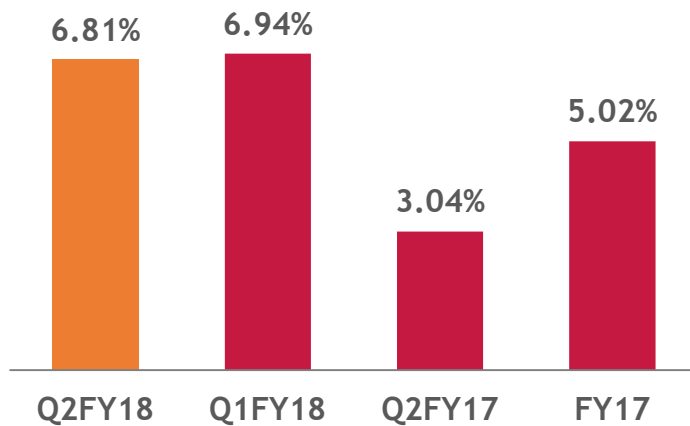
**Retail Gross Revenues (Rs mn)**



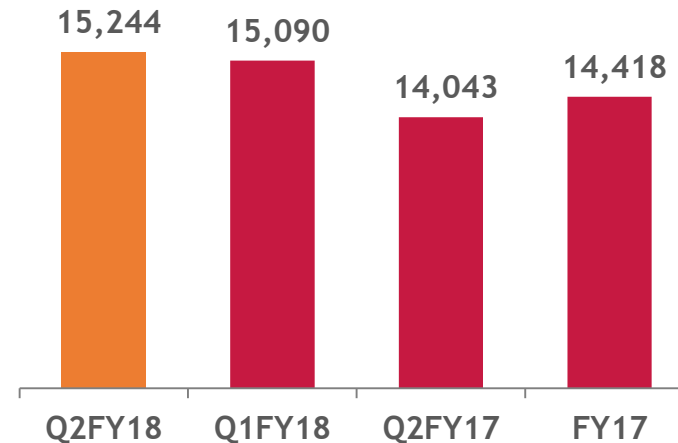
**Retail EBITDA (Rs mn)**



**Same Store Sales Growth (SSSG) %**



**Average Sales Per Day (ASPD) - Rs**





# CDGL: H1FY18 Highlights

- Gross Op. Revenue at Rs. 9,964 million; 18% YoY ↑
- Retail Gross Revenue at Rs. 7,812 million; 14% YoY ↑
- EBITDA at Rs. 1,449 million; 20% YoY ↑
- Retail EBITDA at Rs. 1,420 million; 19% YoY ↑
- Net Profit After Tax at Rs. 198 million; 68% YoY ↑



# CDGL: Moving towards Steady & Sustainable Growth

## Building Blocks

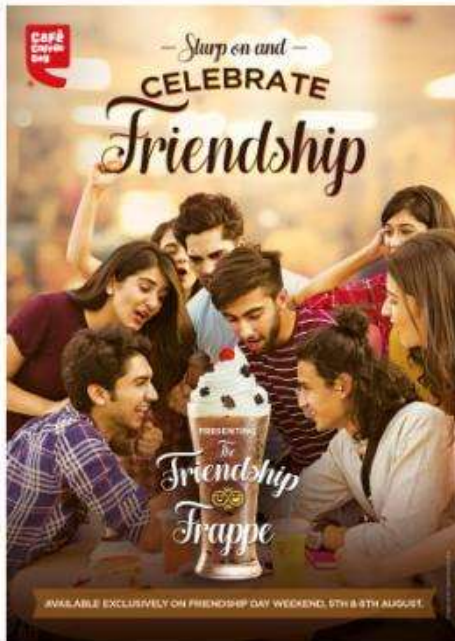
- 1 Celebrating New Occasions
- 2 Introducing New Delicacies
- 3 Driving Engagement through App
- 4 “Round the Clock Menu”: Strategic Initiative



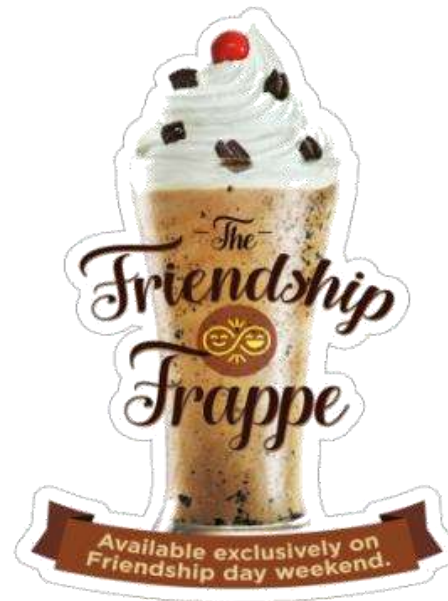
# New Occasions: Made “Friendship Day” the real toast of friendship

Friendship is the biggest relationship amongst youth and we continued to be their most preferred hangout:

- New exclusive drink only for the Friendship Day weekend ensured great bonding
- Buddy Latte art across cafes was an instant hit



CCDR-6-0425-032\_FriendshipDay\_Campaign\_Poster\_A3 (cm)



CCDR-6-0425\_Friendship day campaign Door Poster A3





# Introducing New Delicacies: New French delicacy was a perfect Coffee Pairing

**Café Coffee Day**

Get your **FILL** of **DELICIOUS**

Dive into the delectable Creamy Custard Danish for just ₹10\* along with any order, or purchase exclusively for ₹30.

EXCLUSIVE OFFER  
- CREAMY CUSTARD DANISH  
₹10\*

Images are for representation only. \*T&C apply.

- Introduced French delicacy Creamy Custard Danish (Pain au Custard) for great coffee pairing
- Launched at a special price of Rs.10/- as an accompaniment with a beverage. A la Carte price of Rs. 30/-
- Consumers loved the delicacy and its pricing





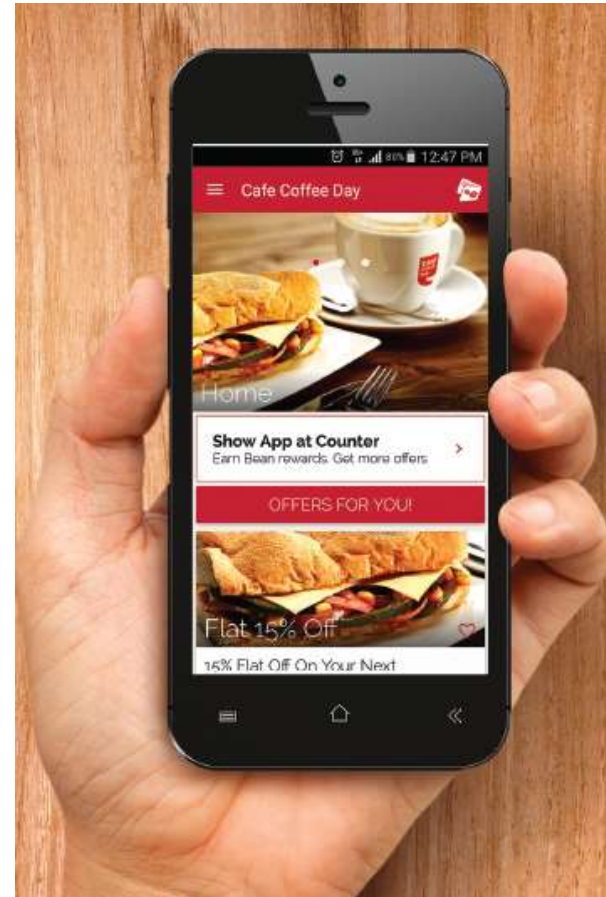


# Driving Engagement through Mobile App

**Launch: July 2016**

**40.09 lakhs**  
**App Installs – September 2017**

- New high of 4+ million installs
- Moving from acquisition to retention and engagement





# “Round the Clock Menu”: Strategic Initiative

## Background & Insights

- 1 Majority of café sales between 1-8 PM
- 2 Food Contribution <30%, limited choice
- 3 Consumers seeking new and exciting menu
- 4 Consumers want multiple F&B options

## Our Approach

- 1 Increase other day parts consumption
- 2 Increase Food Contribution >35%
- 3 Revamp menu, Delight consumers
- 4 Provide choices, Acquire new customers, Drive repeats



# “Round the Clock Menu”: Strategic Initiative (Cont.d’)

## Background

- Youth spends maximum numbers of hours with friends and they love to do it at their favourite hangout. Café Coffee Day has been their favourite hangout destination over the years but they visit us for specific occasions during the day
- When we engaged with them through consumer research and interactions across cafes, we identified new opportunities regarding diverse choice in menu which can give youngsters more reasons to visit and spend more time at the cafes

## The Concept

- **“Round the Clock Menu”** addresses the customers’ need by offering delicious and exciting food and beverage choices across day parts like Breakfast, Lunch, Snacks and Dinner coupled with great service
- This was achieved by way of exhaustive menu overhaul, improving customer service and refreshed presentation (in terms of staff look, crockery, food display, café communication etc)

## Current Status

- Went live in Bangalore in select cafes from August 2017
- Plan to scale it up in coming quarters across India



# “Round the Clock Menu”: Strategic Initiative (Cont.d’)

Completely revamped and new menu with multiple category additions

Win in Breakfast

Focus on Lunch

Dominating whole day

**LIGHT EATS**

- Crunchy Samosa 21
- Garlic Bread 78
- Munch on Nachos 78
- Chilli Cheese Toast 88
- Bruschetta 105
- Crunchy Veg. Vada 88
- Crunchy Chicken Vada 105
- Steamed Momo (Veg./Chicken) 110/125
- Podi Idli 73
- Peri Peri Wedges 60
- Chesy Wedges 100

**BURGER BOUNTY**  
(Served with Wedges and Signature Sauce)

- Crunchy Veg. 125
- Crunchy Veg. Spicy Cheese 140
- Crunchy Chicken 135
- Crunchy Chicken Spicy Cheese 150

**LOADED WRAPS**  
(Served with Wedges and Signature Sauce)

- Chicken Wrap It Up 150
- Veg. Wrap It Up 130

**PIZZALICIOUS**  
(Halfum)

- Chesy Margherita 175
- Bocconcini Cheese Margherita 228
- Mediterranean Farm Fresh Veg. Paneer/Garden Delight 250
- Barbeque Chicken 270
- Sriracha Pepper Chicken 300

**SIGNATURE MEALS**

- Afghani Biryani (Veg./Chicken) 180/180
- Wok Tossed Oriental Fried Rice (Veg./Chicken) 150/180
- Noodles with Black Pepper Sauce (Veg./Chicken) 150/180
- Paneer Butter Masala with Rice 150
- Chicken Butter Masala with Rice 180

**WHOLESUME SALADS**

- Garden Fresh Salad (with Sweet Onion Dressing) 135
- Add Bocconcini Cheese 40
- Add Paneer 25
- Add Chicken 25

**SINFUL DESSERTS**

- Rich Cocos Fantasy Pastry 100
- Pineapple Delight Pastry 90
- Raspberry Cocos Dome (Contains Egg) 100
- Crackling Biscuits 80
- Fruit Trifle Cup 75
- Medhe Butterscotch Cup 75
- Cocos Éclair (Contains Egg) 80

**OVER THE TOP SUNDAES**

- Cocos Fudge 139
- Choco Mocha 129
- Tofree Surprise 139
- Raspulla Royale 129

**CAKE LOVE**

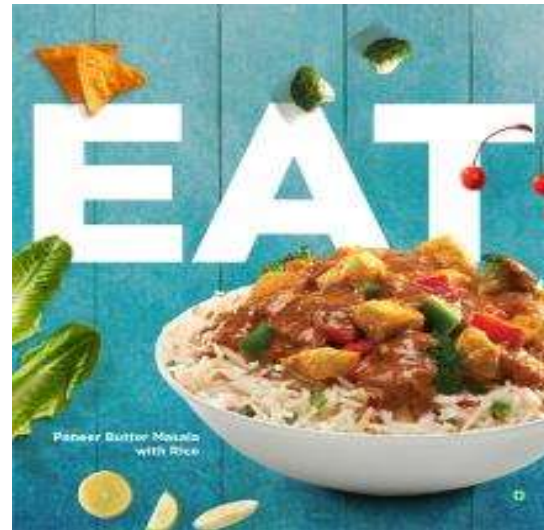
- Rich Cocos Fantasy 585
- Pineapple Delight 415
- Classic Black Forest 310





# “Round the Clock Menu”: Strategic Initiative (Cont.d’)

- Launched on 14<sup>th</sup> August 2017 across 33 cafes of Bangalore
- Focusing on the vital few - High Visibility & High ASPD outlets
- Enhance the overall café experience







# “Round the Clock Menu”: Strategic Initiative (Cont.d’)

Irresistible Combos: Great Taste and Choices at Value Prices

**COMPLETE BREAK-FAST**  
9AM-11AM

PROFILL OF CREAMY VEG. VIKKA + CLASSIC FILTER COFFEE AT **₹119**

CCD#4908L, CSD, Q&M Full, Calendar 01 sep, 2

**DOUBLE FEAST**

BUY 1 PIZZA AND GET SECOND ONE AT **50% OFF**

CCD#44480L, CSD, Q&M Full, Calendar 01 sep, 1

**FRESH SALAD**  
12PM-3PM  
3PM-11PM

STARTING AT **₹135** AND **₹135** FOR **₹64**

ADD: Baked/Grilled Chicken - ₹80, Paneer - ₹25, Chicken - ₹20

CCD#4908L, CSD, Q&M Full, Calendar 01 sep, 3

**HEARTY MEALS**  
12PM-3PM  
3PM-11PM

NOODLE / RICE BOWL AT **₹150** AND **₹130** FOR **₹49**

CCD#4908L, CSD, Q&M Full, Calendar 01 sep, 4



# “Round the Clock Menu”: Strategic Initiative (Cont.d’)

## Aggressive Promotions: Mobile App and Social Media

Mobile App



Digital Promotions



The collage features several digital promotional elements:

- Facebook Post:** "Introducing the most delicious fare..." with images of a pizza and coffee.
- Twitter Post:** "Love the new menu @CafeCoffeeDay. I Finally the much awaited change." by Jasyot Sidhu.
- App Screenshot 1:** Shows a "Cafes & More" section with various food items like "Yumsanali", "Cafe Blunch", and "Tuffies".
- App Screenshot 2:** Shows a "Desserts & Bakes" section with items like "Mudpipe Cafe", "Mr. Beans - Home Cafe", and "Stoner".
- App Screenshot 3:** Shows a "Cafes & More" section with items like "Hubble Bubble", "Chai Point", and "Hungry Hippie".



# CDEL Group Highlights

Retail - Coffee Day Global (CDGL)

**Logistics - SICAL**

Tech Parks & SEZs - Tanglin

Financial Services - Way2Wealth







# SICAL - Highlights

- **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
- **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 1,000+ vehicles consisting of Tankers, Trailers, Tippers, Auto Mobile Carriers and medium size vehicles
- **Port** - Presence in major, intermediate and minor ports in India. Sical owns and operates two terminals on BOT basis
- **Supply Chain solutions** - Sical offers supply chain solutions including refrigerated transportation services, cold stores, primary and secondary distribution, warehousing solutions and 3PL services. SICAL has recently acquired 51% of the stake in Patchems Private Limited and 60% stake in PNX Logistics Private Limited. SICAL will increase the stake to 100% over the period of 3 years. These acquisitions will help SICAL to build capability in Pharma logistics as well as express logistics segments



# CDEL Group Highlights

**COFFEE  
Day**

Retail - Coffee Day Global (CDGL)

Logistics - SICAL

**Tech Parks & SEZs - Tanglin**

Financial Services - Way2Wealth







# Tech Parks & SEZs, Tanglin - Highlights

- 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 3.3+ mn sq. ft.
  - Anchor tenants, Mindtree and Accenture, currently occupy over 2 mn sq. ft.
- Additional 7.5 lakh sq. ft. completed and will be occupied in phases over the next 6-8 months
- Construction for additional 7.5 lakh sq. ft. in progress



# CDEL Group Highlights

**COFFEE  
Day**

Retail - Coffee Day Global (CDGL)

Logistics - SICAL

Tech Parks & SEZs - Tanglin

**Financial Services - Way2Wealth**



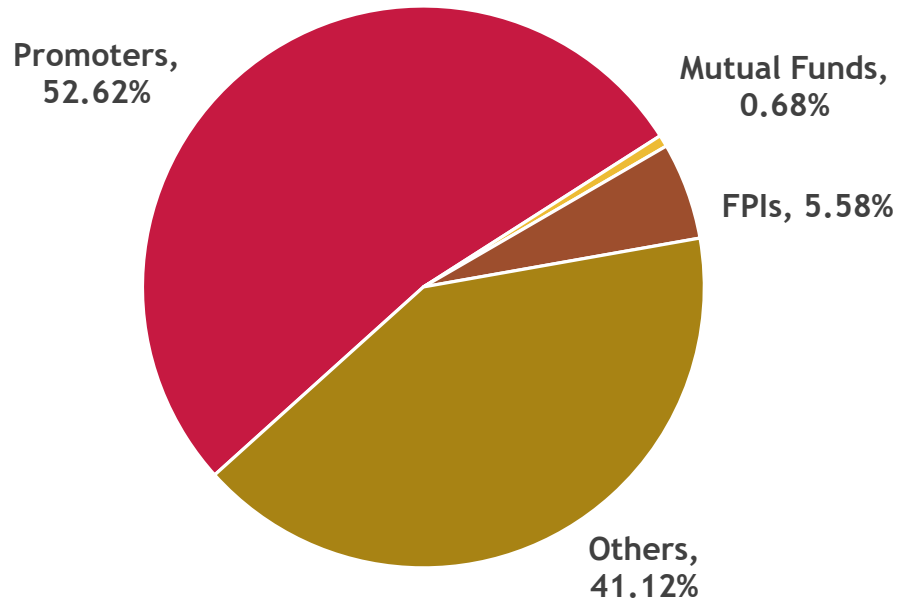


# Way2Wealth - Highlights

- **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



# Shareholding Pattern: September 30, 2017



# COFFEE Day

## Investor Contact

Email - [investors@coffeeday.com](mailto:investors@coffeeday.com)

Tel: +91 80 4001 2345

CIN: L55101KA2008PLC046866

Website: [www.coffeeday.com](http://www.coffeeday.com)

Coffee Day Square,  
23/2, Vittal Mallya Road,  
Bangalore-560001, Karnataka, India

