

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,

18th May, 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

A handwritten signature in blue ink, appearing to be "Sadananda Poojary", written over a circular blue stamp. The stamp contains the text "COFFEE DAY ENTERPRISES LTD." around the perimeter and "Company Secretary" in the center.

Sadananda Poojary
Company Secretary & Compliance Officer



COFFEE DAY ENTERPRISES LIMITED

Investor Communication

Quarter and Financial Year ending March 2017

Attachment: Investor Presentation

This investor update covers the Company's performance for the quarter and financial year ending March 31, 2017.

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

Dear Investors,

I am happy to share the 4th quarter and full year results for Fiscal 2016-17.

On a consolidated basis, for the quarter being reported, CDEL posted gross revenues of Rs 10,300 million, a growth of 11% YoY and EBITDA of Rs 1,834 million. PAT stood at Rs 150 million, compared to Rs 20 million loss for the same period last year.

On a consolidated basis, for FY17, CDEL posted gross revenues of Rs 35,519 million, a growth of 15% YoY, EBITDA of Rs 6,811 million and PAT of Rs 462 million, compared to Rs 425 million loss for FY16.

For Coffee Day Global, for Q4FY17, the Company posted gross revenues of Rs 5,191 million, a growth of 8% YoY and EBITDA of Rs 726 million, a growth of 16% YoY. PAT for CDGL stood at Rs 93 million, a growth of 36% YoY. For FY17, CDGL posted gross revenues of Rs 17,728 million, a growth of 14% YoY and EBITDA of Rs 2,609 million, a growth of 8% YoY, PBT of Rs. 498 million, a growth of 27% YoY. PAT stood at Rs 264 million.

On the business front, our café count as at FY17 end, stood at 1,682 while the vending machine installations are now close to 42,000. For FY17, we have added 135 cafes (gross) and over 6,400 vending machines.

Further, for Q4FY17, CDGL reported 6.91% SSSG and an ASPD of Rs 14,898 (vs. Rs 12,909 for Q4FY16) reflecting an improving consumer sentiment at the ground level and the power of our brand and network. For FY17, our ASPD stood at Rs 14,418, a growth of almost 8% over FY16 and SSSG came in at 5.02% respectively.

Our mobile App downloads have crossed the 2.9 million mark as at March 2017. The percentage of transactions at our café network through non-cash means (digital wallet, credit cards etc) continue to be in excess of 45% for Q4FY17. Periodic new product introductions (such as Summer Chillers) aimed at delighting our loyal customers with truly differentiated beverage experience, and exciting food options form the bedrock of our café growth strategy. This is being leveraged through enhanced digital marketing strategies as well as continuous improvements to our App in terms of targeted offers and integrated payment options (to be introduced shortly).

S. Sadananda Poojary



Regd. Office : 23/2, Coffee Day Square, Vittal Mallya Road, Bangalore 560001 India T +91 80 4001 2345 F +91 80 4001 2987

CIN : L55101KA2008PLC046866 www.coffeeday.com

(Formerly Coffee Day Enterprises Private Limited & Coffee Day Resorts Private Limited)



COFFEE DAY ENTERPRISES LIMITED

At the group level, we are constantly focused on delivering steady growth in each of our major businesses.

Our subsidiary, Sical Logistics, registered a YoY growth of 22% in gross revenues in Q4FY17 to Rs 3,003 million. This led to robust growth in EBIDTA to Rs 488 million and PAT of Rs 163 million. For the full year, Sical Logistics has delivered 21% growth in gross revenues to Rs 10,329 million, EBITDA of Rs 1,654 million and PAT of Rs 393 million (growth of 114% YoY).

With our width and depth of café network, strong brand and vending relationships, we remain excited about the growth prospects of our Coffee business. Our major non-coffee businesses continue to demonstrate steadily improving performance inspite of related macro-economic challenges. We remain committed to delivering stable growth and building shareholder value.

Sincerely,

A handwritten signature in blue ink, appearing to read "V G Siddhartha".

V G Siddhartha
Chairman & Managing Director





**COFFEE
Day**

**Investor
Presentation
Q4FY17**



- *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*



CDEL: Q4FY17 Results Highlights

- Total Gross Revenues at Rs. 10,300 million; *up 11% YoY*
- EBIDTA at Rs. 1,834 million
- Net Profit After Tax at Rs. 150 million vs. Rs. 20 million loss in Q4FY16



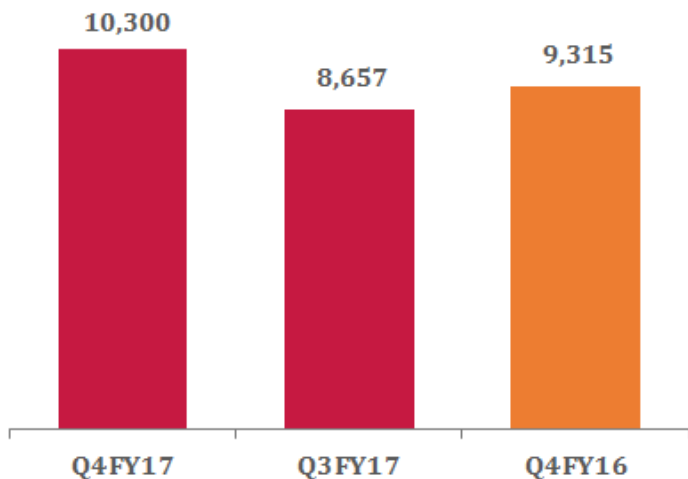
CDEL: FY17 Results Highlights

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- EBIDTA at Rs. 6,811 million
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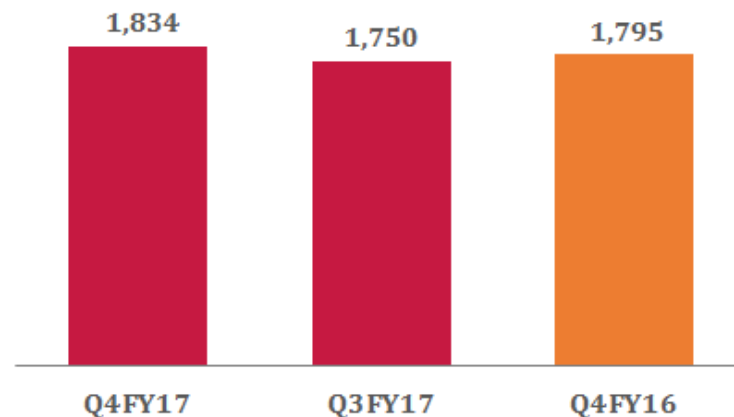


CDEL: Q4FY17 Financial Performance

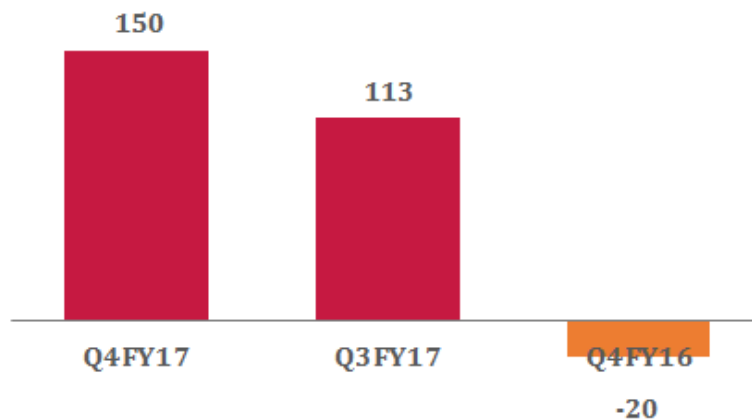
Gross Revenues (Rs mn)



EBITDA (Rs mn)



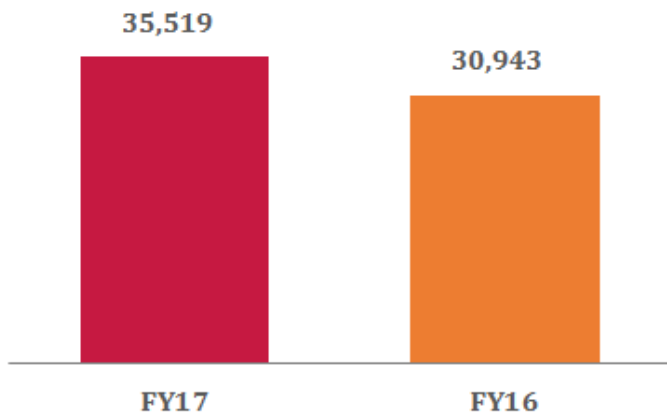
Net Profit After Tax (Rs mn)



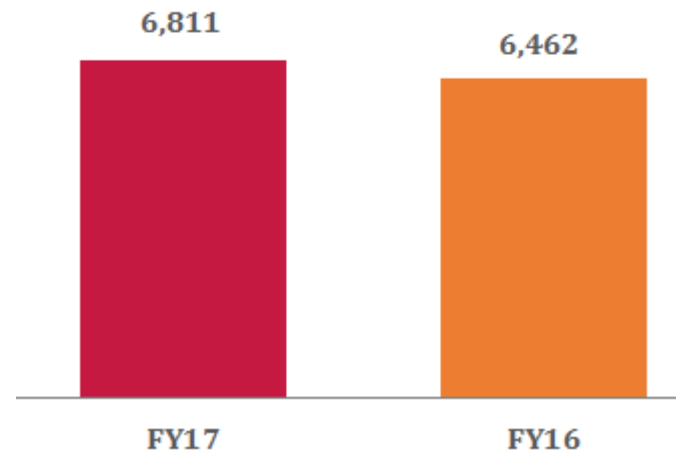


CDEL Financial Performance: FY17 vs. FY16

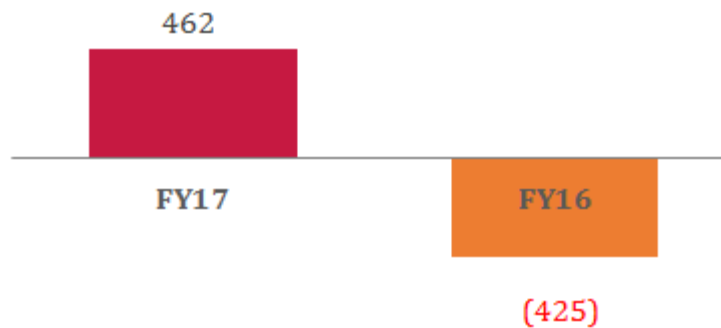
Gross Revenues (Rs mn)



EBITDA (Rs mn)

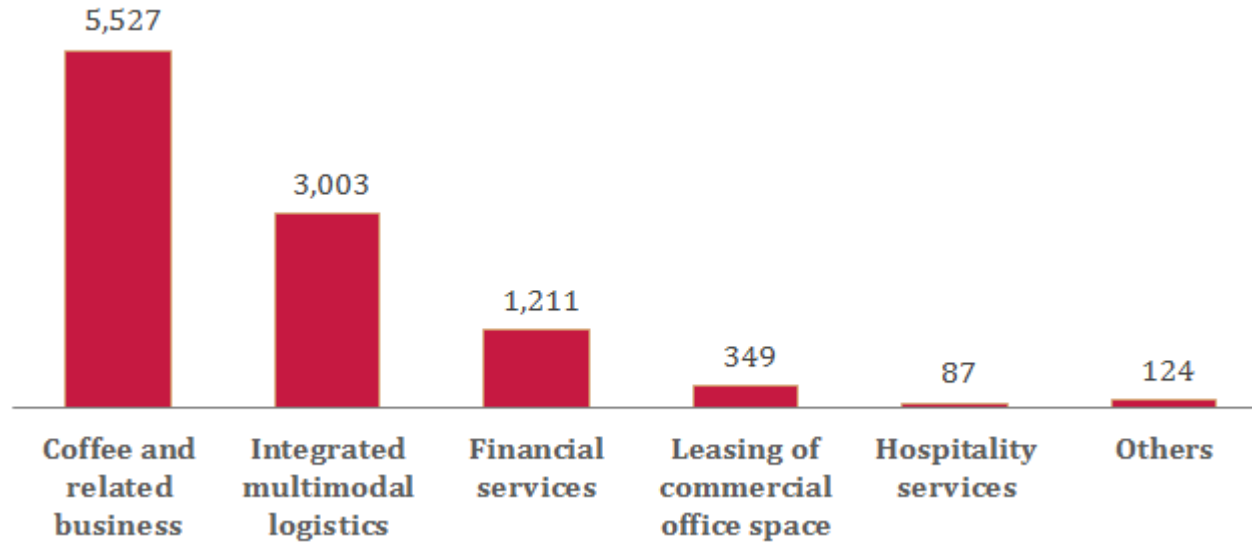


Net Profit After Tax (Rs mn)

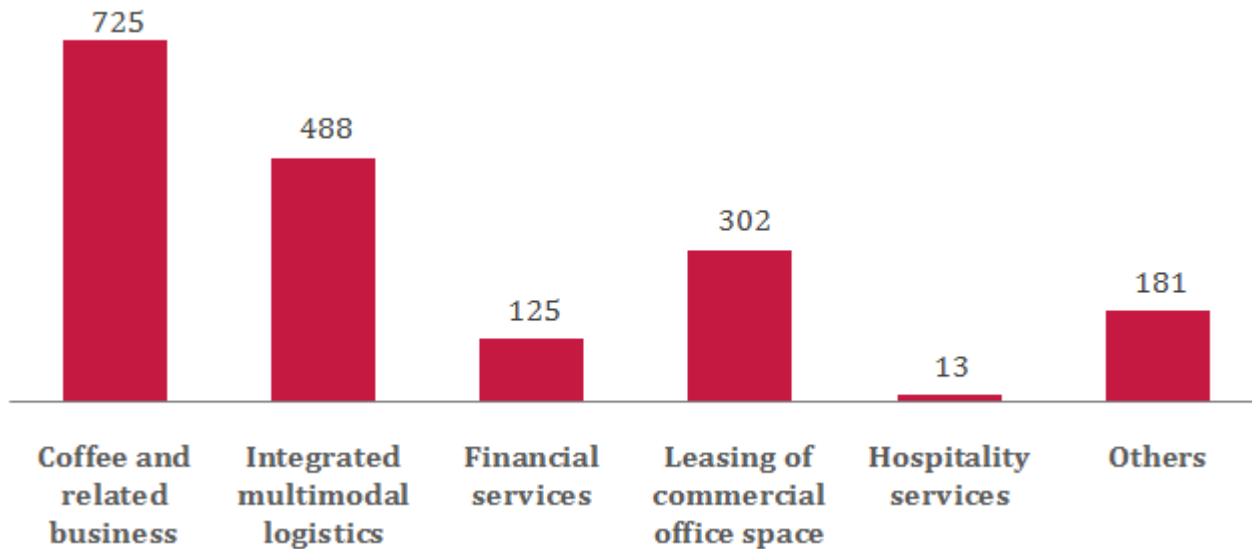




CDEL Segment Results: Q4FY17



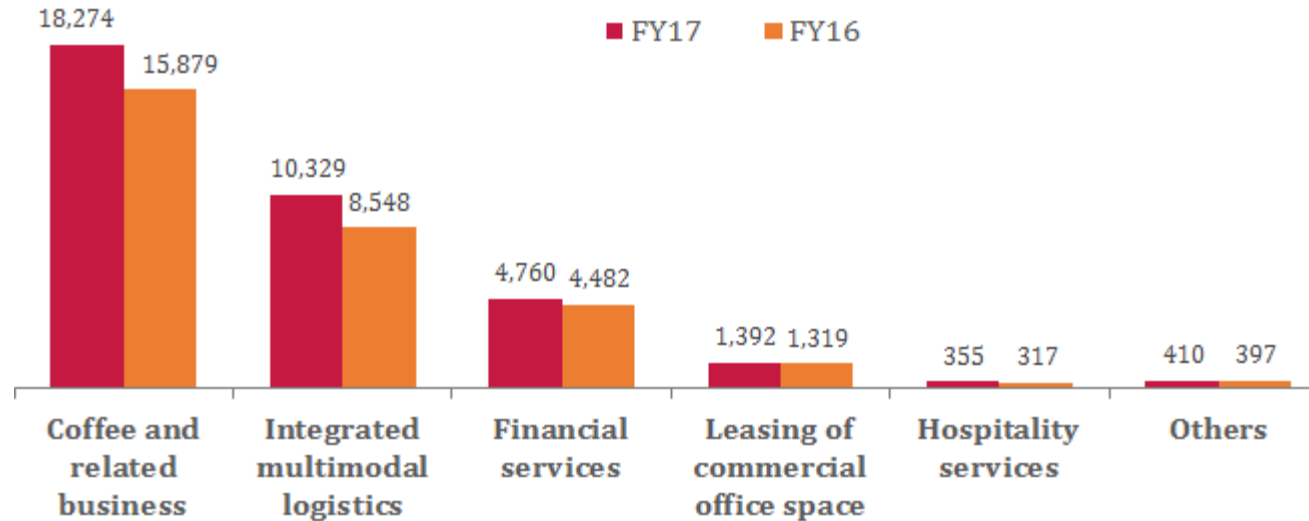
Gross Revenues (Rs mn)



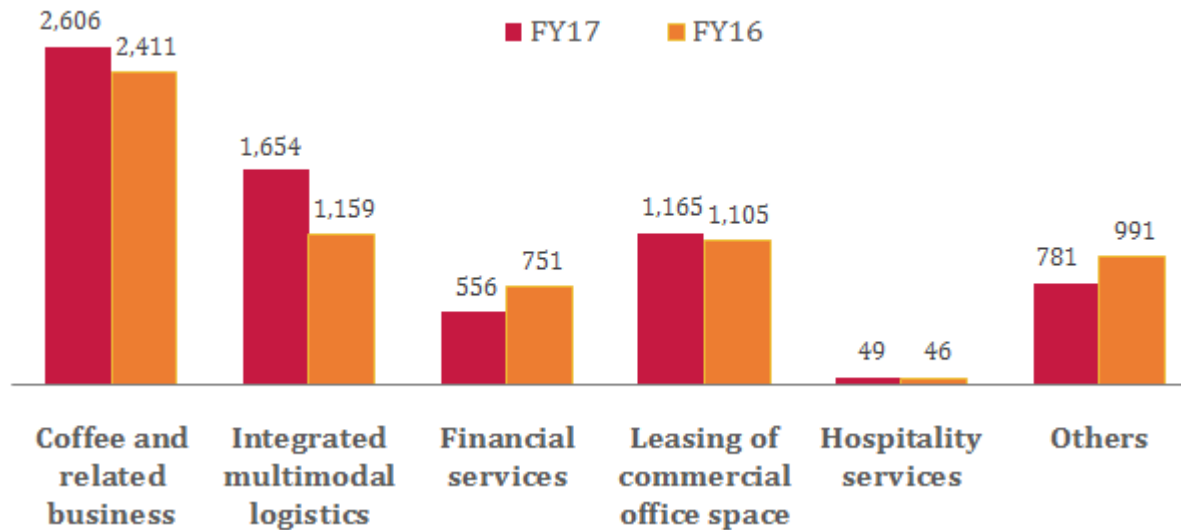
EBITDA (Rs mn)



CDEL Segment Results: FY17 vs. FY16



Gross Revenues (Rs mn)



EBITDA (Rs mn)



CDEL: Group Snapshot





CDEL Group Highlights

**COFFEE
Day**

Retail – Coffee Day Global (CDGL)

Logistics – SICAL

Tech Parks & SEZs – Tanglin

Financial Services – Way2Wealth





Café Network



Vending



Fresh & Ground



Xpress Format



Exports



Catering to Coffee Lovers Across the Spectrum



CDGL: Q4FY17 Highlights

- Gross Revenue at Rs. 5,191 million; *8% growth YoY*
- Retail Gross Revenue at Rs. 3,733 million; *16% growth YoY*
- EBIDTA at Rs. 726 million; *16% growth YoY*
- PBT at Rs. 170 million; *77% growth YoY*
- Net Profit After Tax at Rs. 93 million; *36% growth YoY*



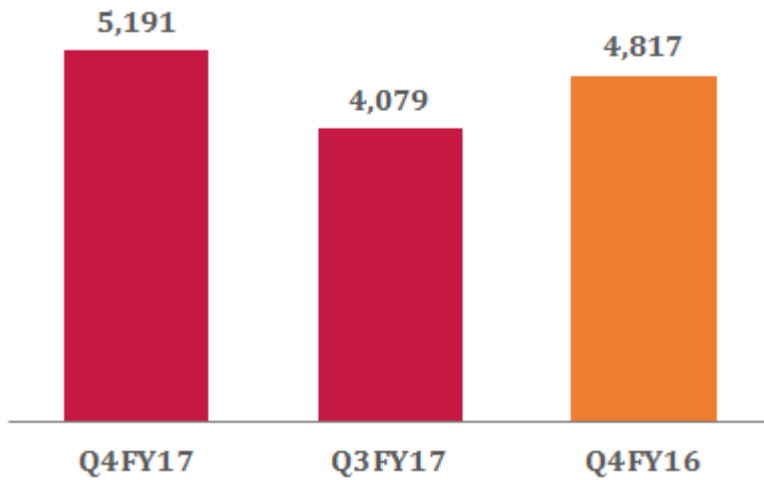
CDGL: FY17 Highlights

- Gross Revenue at Rs. 17,728 million; *14% growth YoY*
- Retail Gross Revenue at Rs. 14,234 million; *14% growth YoY*
- EBIDTA at Rs. 2,609 million; *8% growth YoY*
- PBT at Rs. 498 million; *27% growth YoY*
- Net Profit After Tax at Rs. 264 million; *9% growth YoY*

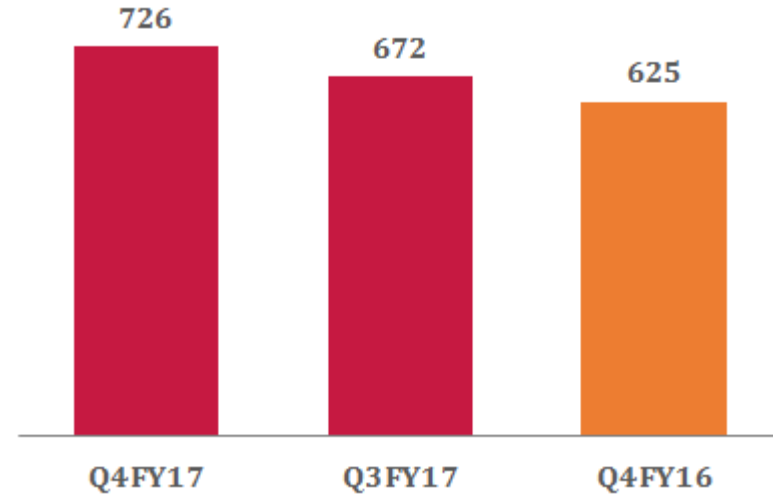


CDGL Financial Performance: Q4FY17

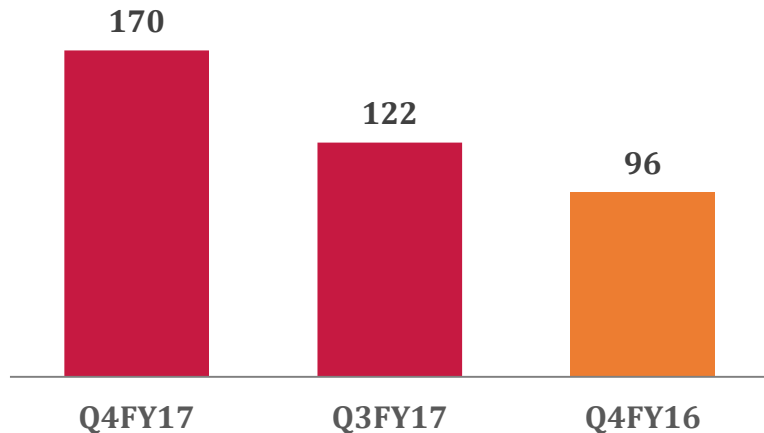
Gross Operational Revenue (Rs mn)



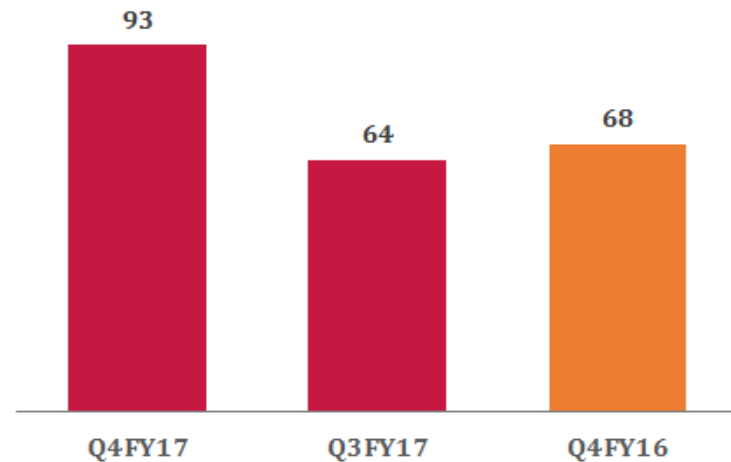
EBITDA (Rs mn)



PBT (Rs mn)



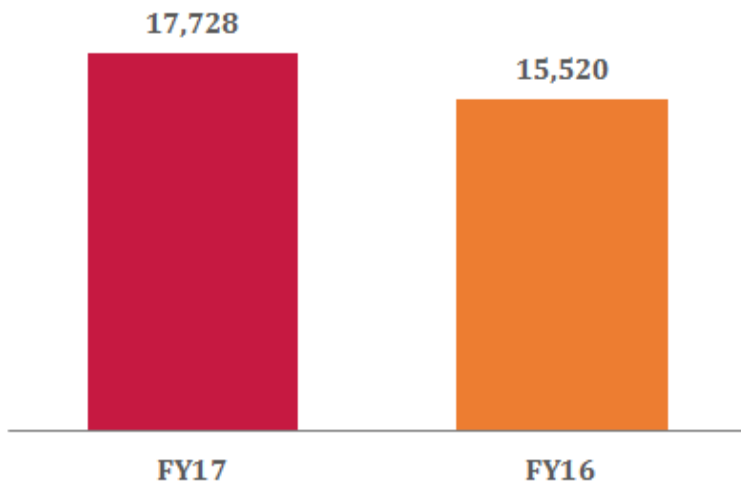
PAT (Rs mn)



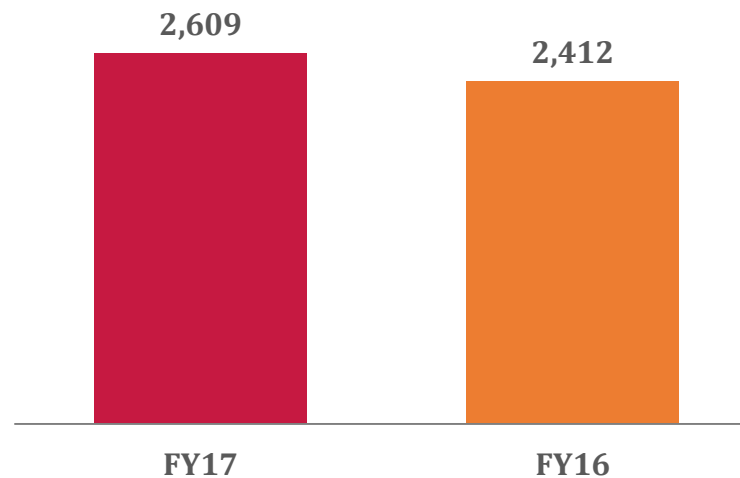


CDGL Financial Performance: FY17 vs. FY16

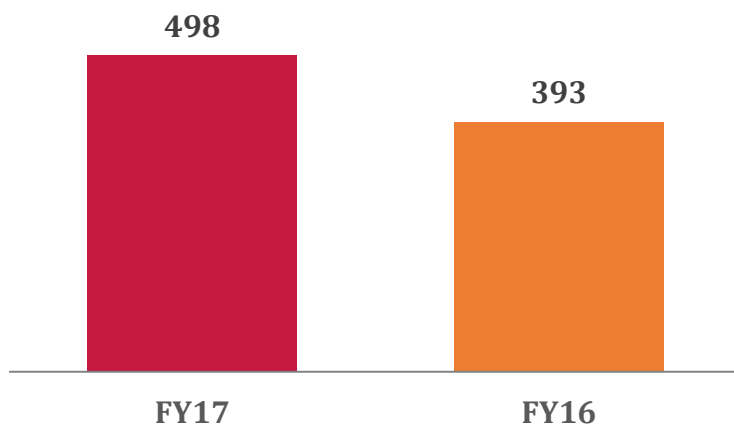
Gross Operational Revenue (Rs mn)



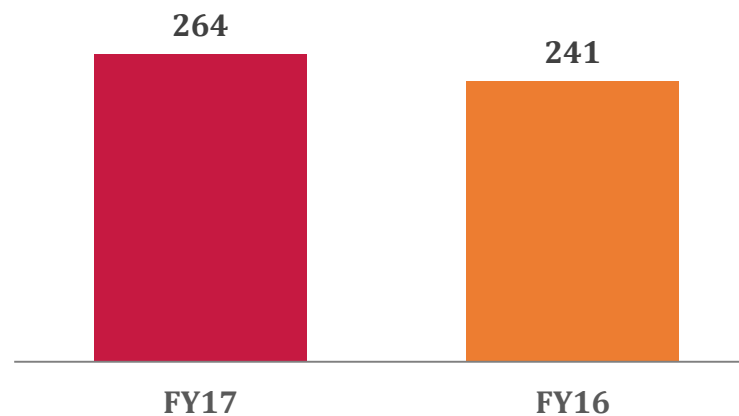
EBITDA (Rs mn)



PBT (Rs mn)



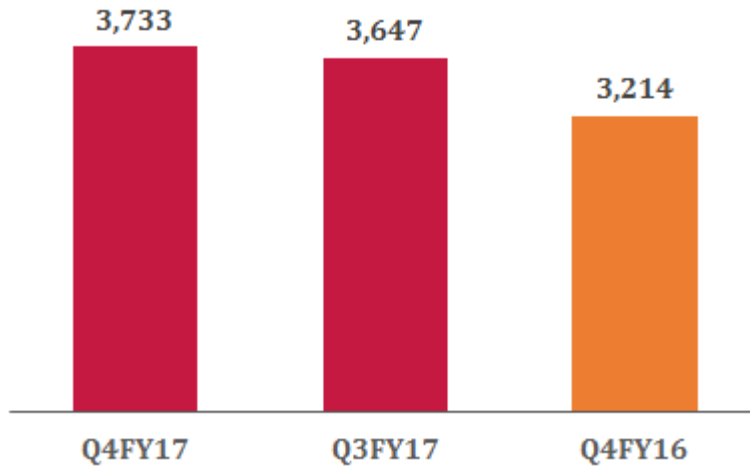
PAT (Rs mn)



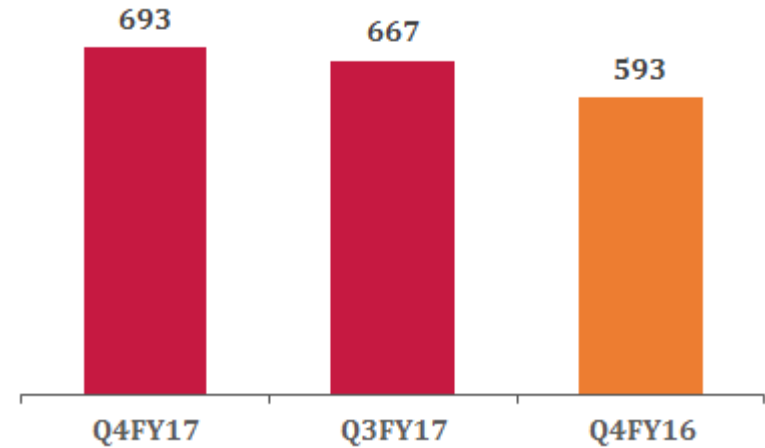


CDGL Retail Metrics: Q4FY17

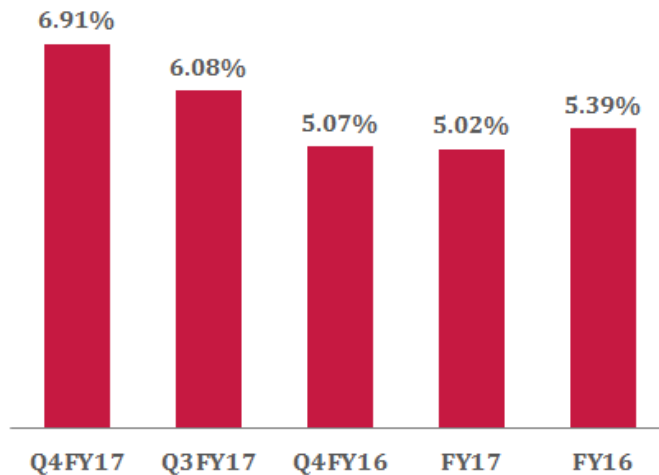
Retail Gross Revenues (Rs mn)



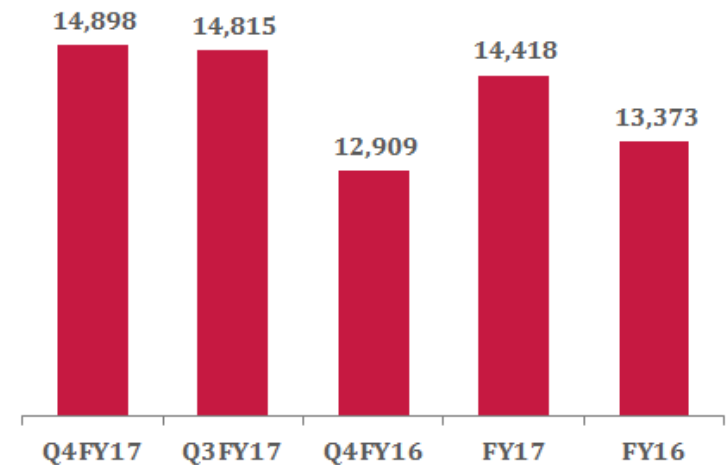
Retail EBITDA (Rs mn)



Same Store Sales Growth (SSSG) %



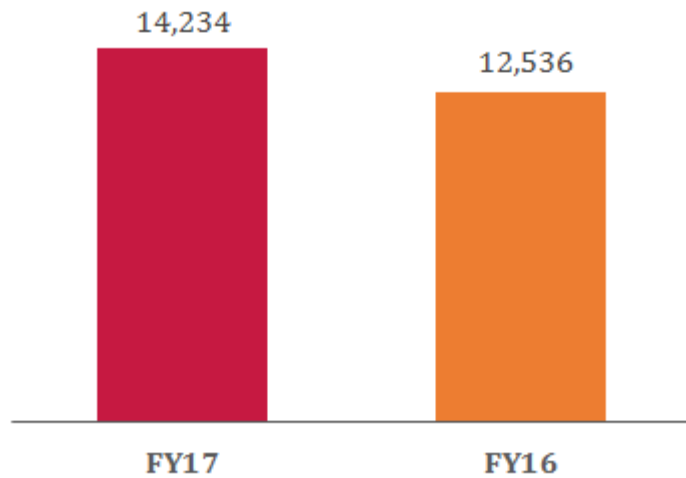
Average Sales Per Day (ASPD) - Rs



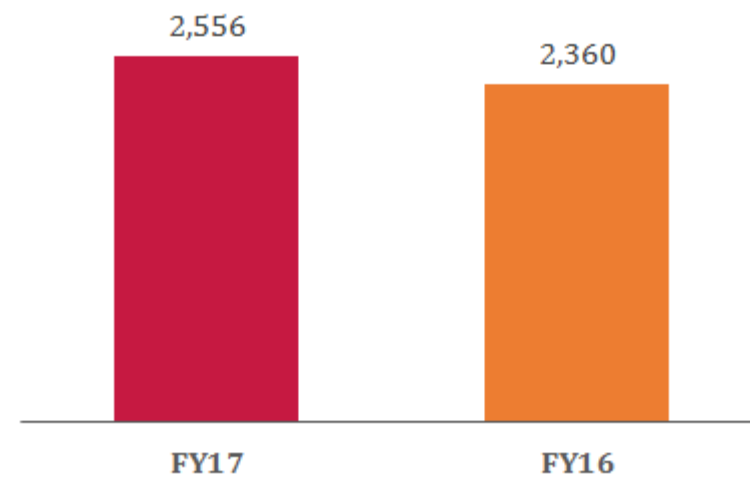


CDGL Retail Metrics: FY17 vs. FY16

Retail Gross Revenues (Rs mn)



Retail EBITDA (Rs mn)





CDGL Approach: Category Expansion & Customer Engagement

Building Blocks

- 1 Build excitement in incremental business categories in Food**
- 2 Celebrate Youth oriented occasions**
- 3 Enhance Category leadership in Beverages through Innovation**



Building Incremental Business Categories in Food... (Cont'd.)

Insights

- 1 In-café sharing is an integral consumer behavior
- 2 Burger – one of the largest QSR category
- 3 Category fatigue setting in with innovation restricted to size, Indian and street food flavors

Category Expansion through Exciting new range



SIZE 2:1

Unique Offerings

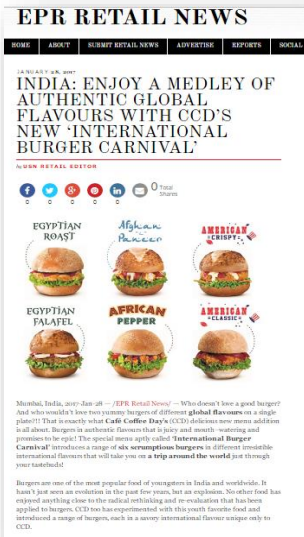
- 2 Burgers/portion in authentic international flavours for sharing
- Veg products
 - Afghan e Paneer
 - Egyptian falafel
 - American Crispy
- Non-veg products
 - Egyptian roast
 - American Classic
 - African Pepper



Enhanced Digital Engagement...(Cont'd.)

International Burger Carnival - Game

- A carnival game was created for the launch
- Overwhelming response of over 150,000 visits
- Reached over 2.7 mn users on Facebook





February Youth Special – “Flavours of Romance”...(Cont’d.)

Valentine’s Day

- Most popular event amongst youth
- Celebrated February with new “Flavours of Romance” menu
 - Red Velvet Frappe
 - Cranberry Latte
 - Strawberry Ice cream
- Exclusive Valentine Day’s cake for this period





Strengthening Beverage Leadership...(Cont'd.)

Latest global trend – 1st time
in India – **Citrus Cold Brew**



Refreshing wellness
beverage in new avatar –
Sugarcane Refresher



Cold coffee innovation –
Toffee Cold Coffee



Refreshing season favorite in
Slush – **Cool Jamun Slush**



Super Indulgence – **Creamy
Toffee Frappe**



Indulgence with Indian twist
– **Almond Rabdi Frappe**





Social Media Buzz continues...

Social Media Stats...

- Facebook – reached over 4.6 mn users
- Active engagement on Twitter with reach of over 3.67 lakh users

BusinessLine

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PRESS RELEASE

Summer just got cooler at Cafe Coffee Day with the new 'Summer Chillers' beverages

May 5, 2017: Business Wire India



CCD Summer Chillers

Summer is here and so is the raging heat and exhaustion! While all of us are trying to get a grip of the summer heat, Cafe Coffee Day (CCD) has come out with a range of beverages to chill and sip on and



Following

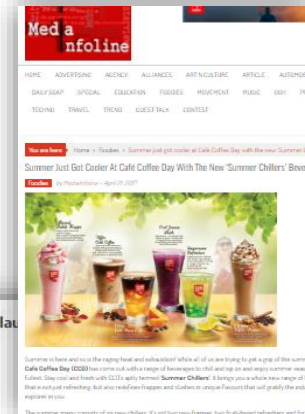
When summer gets too hot to handle, get back the chill at CCD with the new range of Summer Chillers! goo.gl/COacRc



RETWEETS 7 LIKES 12

10:12 AM - 17 Mar 2017

3 replies 7 retweets 12 likes



Indian café chain, Café Coffee Day is introducing 'The Summer chiller'. So sip the fun, not the sun. The range of drinks include –

- Almond rabdi frappe
- Toffee cold coffee
- Citrus cold brew coffee
- Cool jamun slush
- Sugarcane refresher
- Creamy toffee frappe

Here are the CCD mobile app rewards –

- Free 100 beans on app download



Going Digital: Strong Traction

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

As of 30th September, 2016

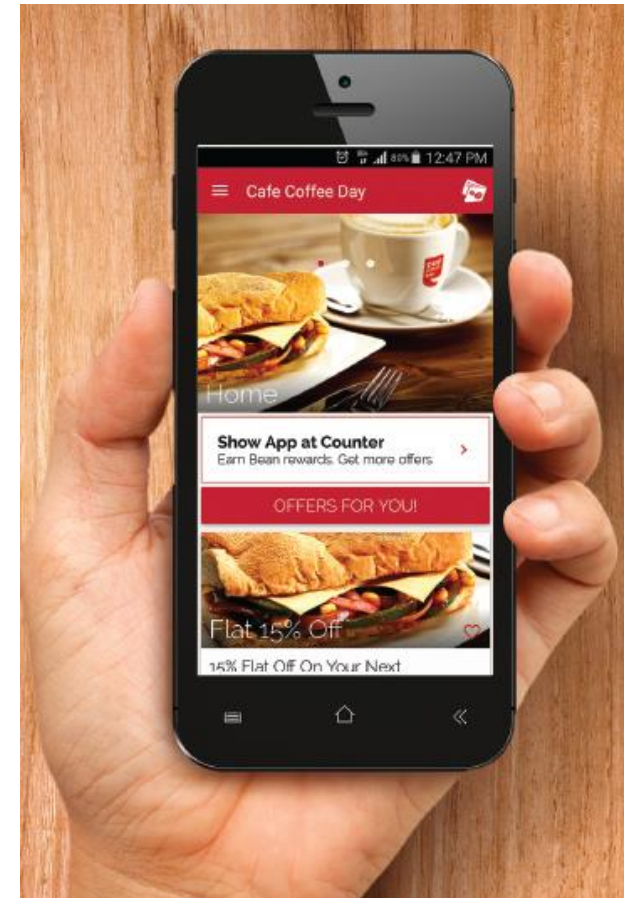
- Over 0.75 mn App Installs

As of 31st December, 2016

- Over 1.84 mn App Installs
- 16.6% contribution to café bills in Q3FY17

As of 31st March, 2017

- Over 2.9 mn App Installs
- 21.5% contribution to café bills in Q4FY17





CDEL Group Highlights

**COFFEE
Day**

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. 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 crores over a period of around 7 years. Further, in January 2017, Sical executed over burden contract with Northern Coalfields Limited for value in excess of Rs. 300 crores over a period of 4 years
- **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 three 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



CDEL Group Highlights

**COFFEE
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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 lac sq. ft. completed and will be occupied in phases
- Construction for additional 7.5 lakh sq. ft. in progress



CDEL Group Highlights

**COFFEE
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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



CDEL – Utilisation of IPO Funds

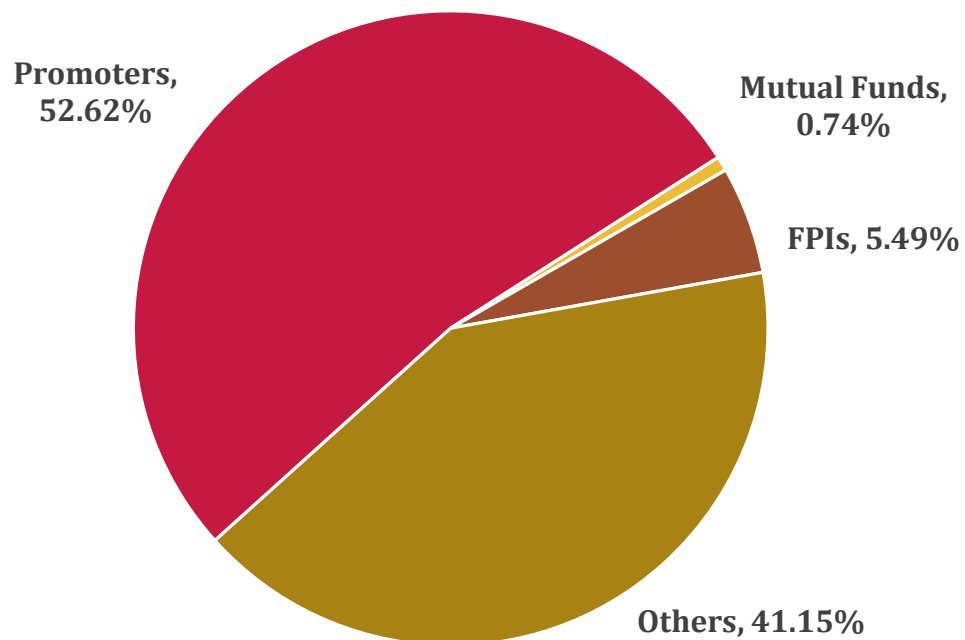
**Coffee Day Enterprises Limited
Monitoring Report – IPO Funds**

Rs million

Particulars	Objects of the issue as per Prospectus	Utilised during FY2016	Utilised during FY2017	Unutilised amount as at 31 st Mar, 2017
A. Financing our coffee businesses				
Setting-up of new Café Network outlets and Coffee Day Xpress kiosks	877.10	343.18	533.92	-
Manufacturing and assembling of vending machines	973.61	365.15	608.46	-
Refurbishment of existing Café Network outlets and vending machines	605.83	236.50	369.33	-
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	-	-
D. IPO Expenses	739.60	692.22	47.38	-
Total	11,500.00	9,809.18	1,690.82	-



Shareholding Pattern as on March 31, 2017



COFFEE Day

Investor Contact

Email - investors@coffeeday.com

Tel: +91 80 4001 2345

CIN: L55101KA2008PLC046866

Website: www.coffeeday.com

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Bangalore-560001, Karnataka, India

