

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,

10th August, 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



COFFEE DAY ENTERPRISES LIMITED

Investor Communication: Quarter and Financial Year ending June 2017



Attachment: Investor Presentation

This investor update covers the Company's performance for the quarter ending June 30, 2017.

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

Dear Shareholders,

I am happy to share our 1st quarter results for Fiscal 2017-18.

On a consolidated basis, for Q1FY18, CDEL posted gross revenues of Rs 9,436 million, a steady growth of 13% YoY and EBITDA of Rs 1,872 million, a growth of 18% YoY. PAT stood at Rs 152 million, a growth of 33% YoY.

For Coffee Day Global, for Q1FY18, the Company posted gross revenues of Rs 5,047 million, a growth of 14% YoY and EBITDA of Rs 714 million, a growth of 20% YoY. PAT for CDGL stood at Rs 103 million, a growth of 81% YoY. For Q1FY18, the Retail Coffee gross revenues are up by 12% YoY to Rs 3,818 million and Retail EBITDA is at Rs 697 million, up by 19% YoY.

On the business front, our café count as at Q1FY18 end, stood at 1,694 while the vending machine installations are now at 42,788. For Q1FY18, we have added gross 32 cafes and 1,500+ vending machines. We are happy to report that for Q1FY18, our ASPD grew to Rs 15,090 (8.5% growth vs. Q1FY17) and our SSG growth came in at 6.94%, the 3rd consecutive quarter of 6%+ SSSG. This performance is testimony to our strong consumer engagement model built over the years.

Our mobile App downloads have crossed the 3.6 million mark as at June 2017. The percentage of transactions at our café network through non-cash means (digital wallet, credit cards etc) was in excess of 48% for Q1FY18. We are investing in customer analytics which will hold us in good stead in the quarters to come.

Our recently introduced beverage range, **Summer Chillers**, and newly introduced dessert range, **Over the Top Sundaes**, have been well received by our customers and continue to do well – they are aimed at strengthening our Beverage leadership as well as extension into new day parts, thereby attempting to increase our café throughput. We will continue with such exciting innovations and respond to changing consumer preferences and expectations. We have also launched **Storm**, our own energy drink and the initial feedback has been quite encouraging.

At the group level, we strive to deliver steady and self-sustaining growth in each of our major businesses. Our subsidiary, Sical Logistics, registered yet another quarter of steady growth. It reported 20% YoY growth in gross revenues to Rs 2,846 million and 28% YoY growth in EBITDA to INR 464 million.

Given our strong foundation and ever increasing focus on consumer engagement, we remain excited about the growth prospects of our Coffee business. Our other (non-coffee) businesses continue to demonstrate steady growth. We remain committed to delivering stable growth and enhancing each of our stakeholders' value.

Sincerely,

V.G.S.

V G Siddhartha
Chairman & Managing Director





**COFFEE
Day**

Investor Presentation
Q1FY18 (AMJ-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*



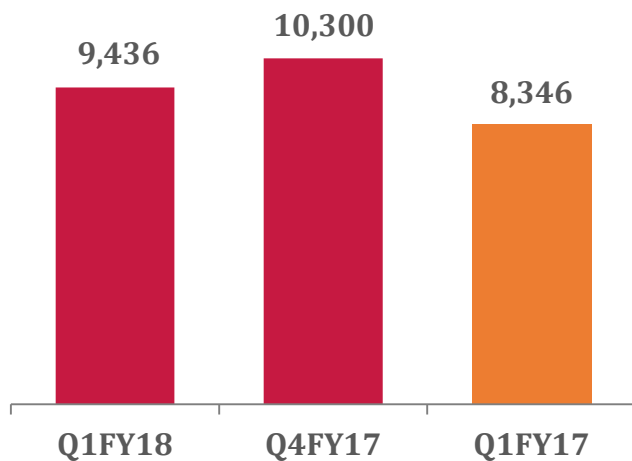
CDEL: Q1FY18 Results Highlights

- Total Gross Revenues at Rs. 9,436 million; *up 13% YoY*
- EBIDTA at Rs. 1,872 million; *up 18% YoY*
- Net Profit After Tax at Rs. 152 million; *up 33% YoY*

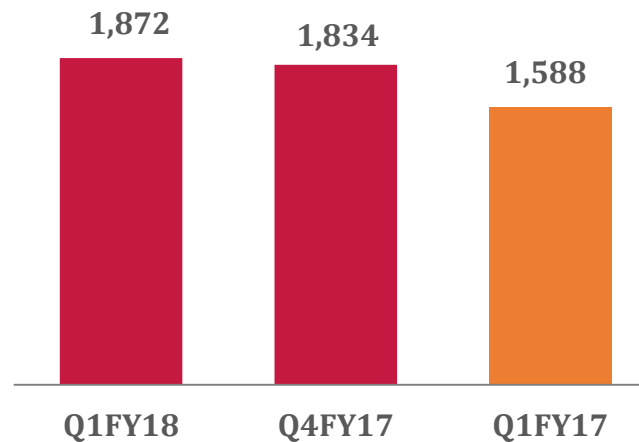


CDEL: Q1FY18 Financial Performance

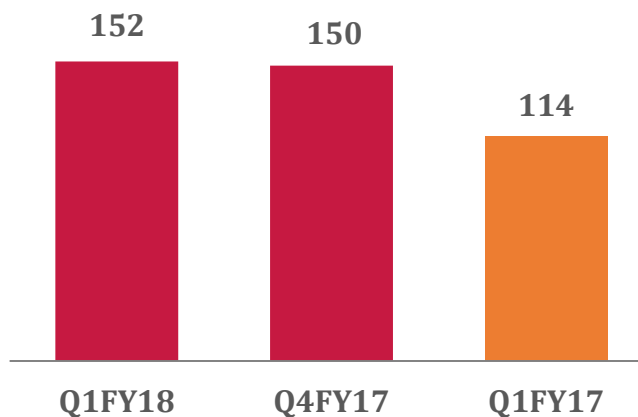
Gross Revenues (Rs mn)



EBITDA (Rs mn)

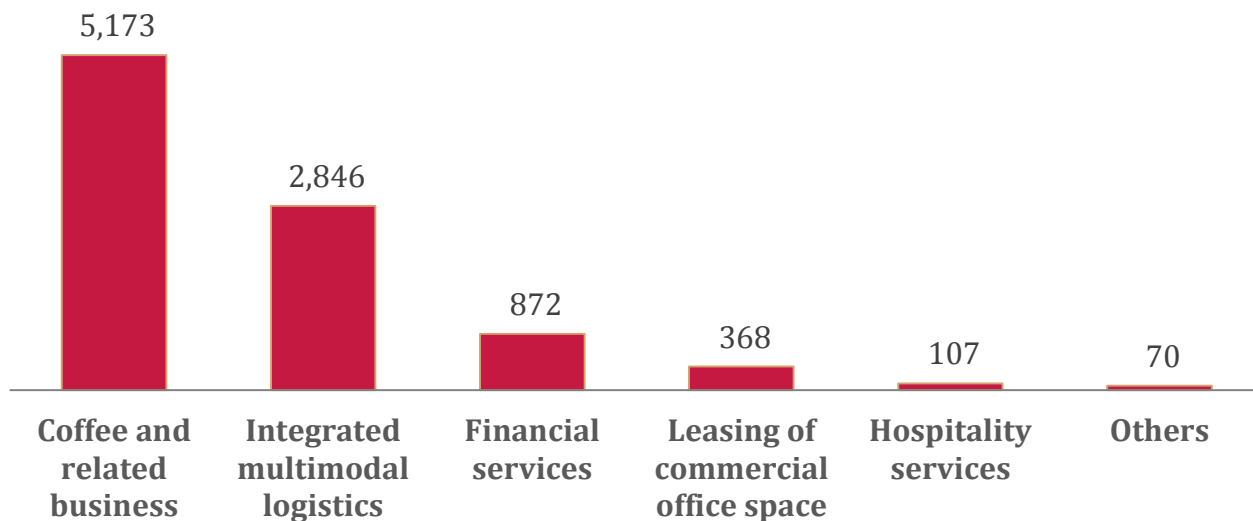


Net Profit After Tax (Rs mn)

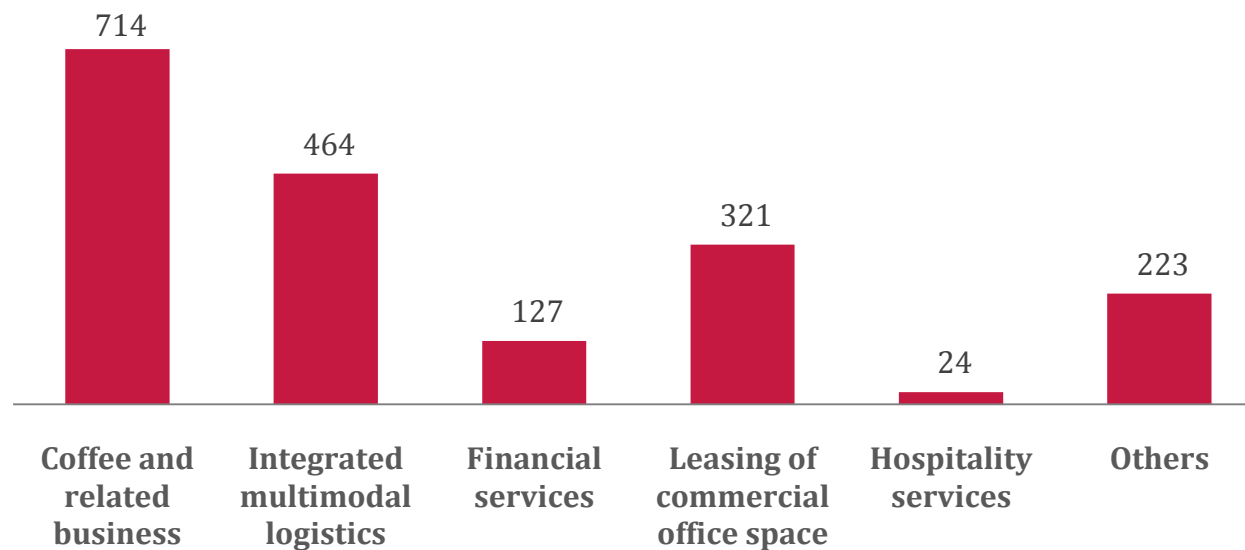




CDEL Segment Results: Q1FY18



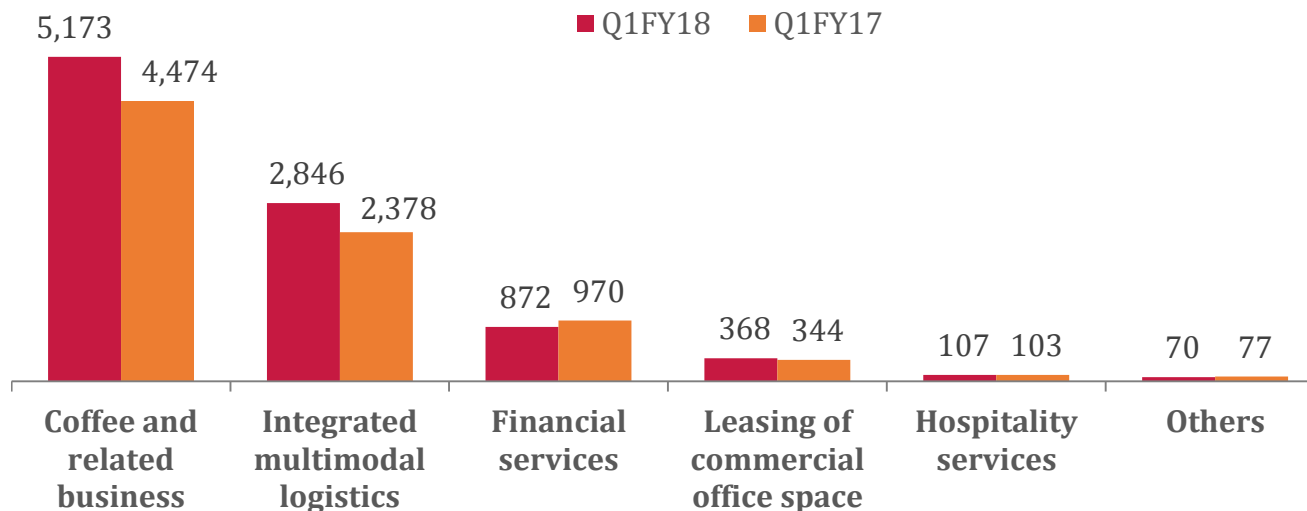
Gross Revenues (Rs mn)



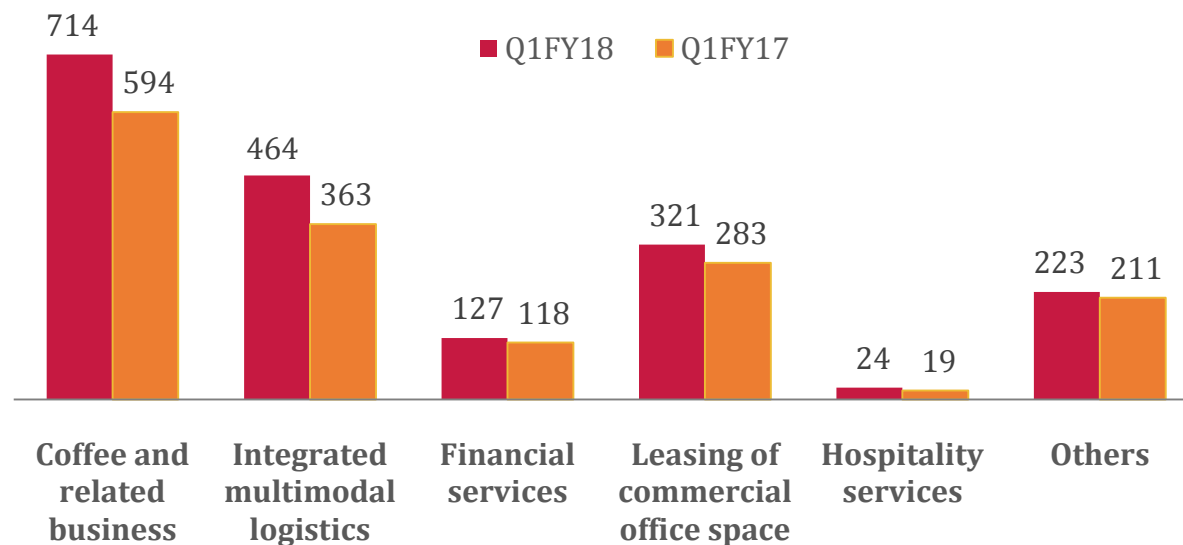
EBITDA (Rs mn)



CDEL Segment Results: Q1FY18 vs. Q1FY17



Gross Revenues (Rs mn)



EBITDA (Rs mn)



CDEL: Group Snapshot

Coffee Day Enterprises Limited





CDEL Group Highlights

**COFFEE
Day**

Retail – Coffee Day Global (CDGL)

Logistics – SICAL

Tech Parks & SEZs – Tanglin

Financial Services – Way2Wealth





Coffee Day Global – CDGL

**COFFEE
Day**

Café Network



Vending



Fresh & Ground



Xpress Format



Exports



Catering to Coffee Lovers Across the Spectrum



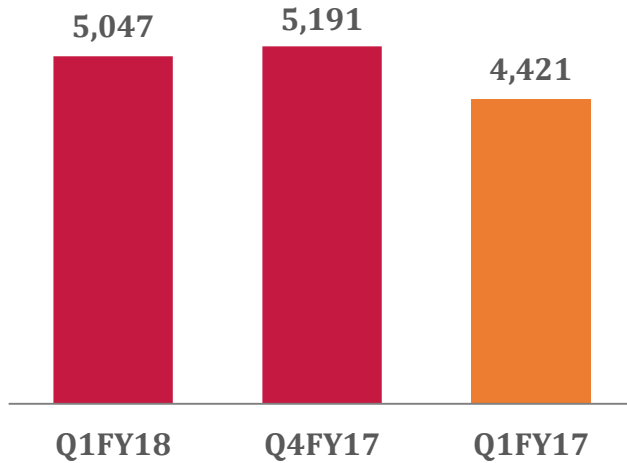
CDGL: Q1FY18 Highlights

- Gross Revenue at Rs. 5,047 million; *14% growth YoY*
- Retail Gross Revenue at Rs. 3,818 million; *12% growth YoY*
- EBIDTA at Rs. 714 million; *20% growth YoY*
- Net Profit After Tax at Rs. 103 million; *81% growth YoY*

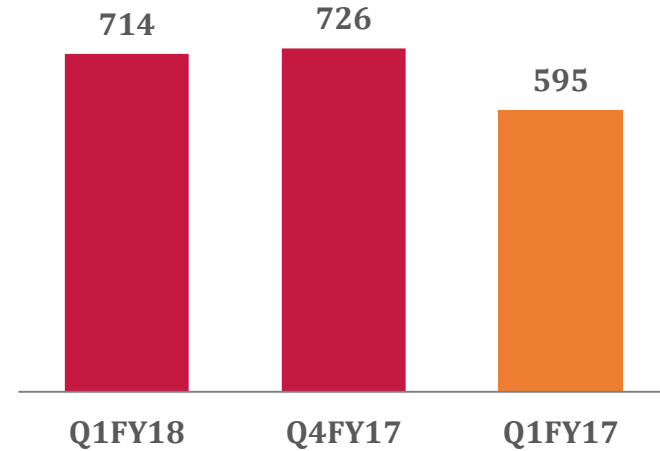


CDGL Financial Performance: Q1FY18

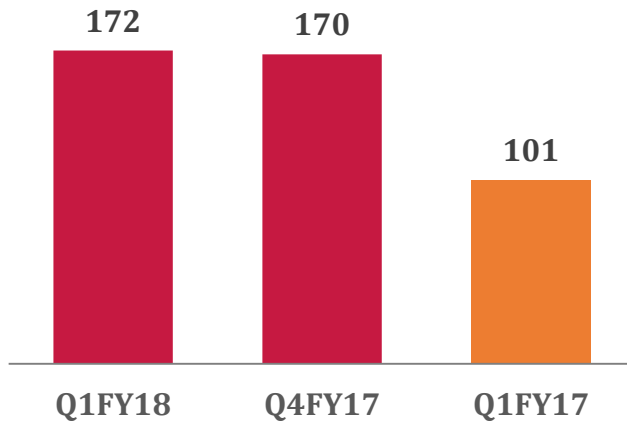
Gross Operational Revenue (Rs mn)



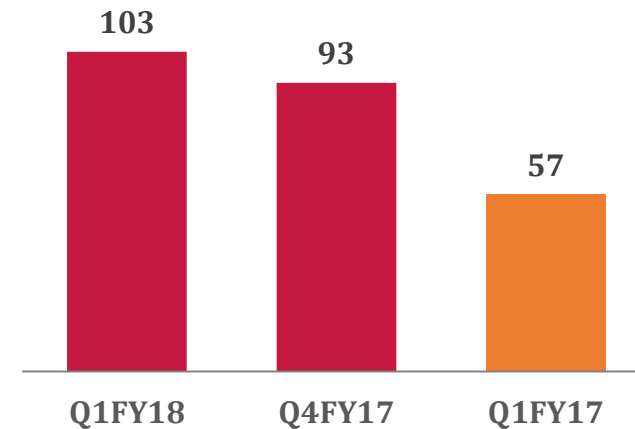
EBITDA (Rs mn)



PBT (Rs mn)



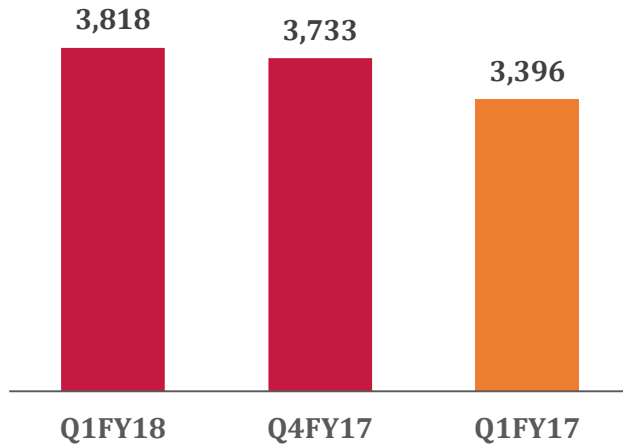
PAT (Rs mn)



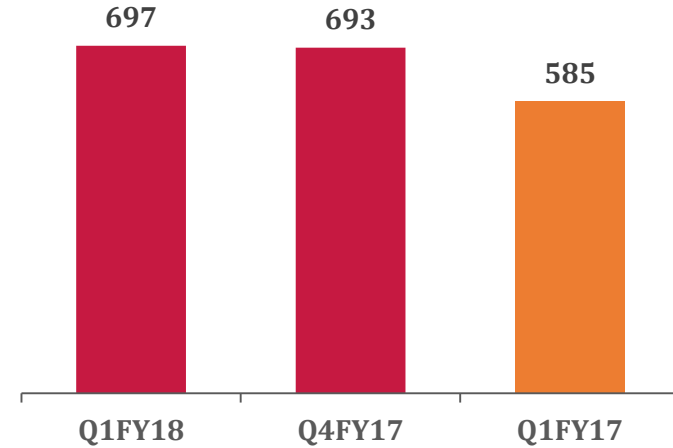


CDGL Retail Metrics: Q1FY18

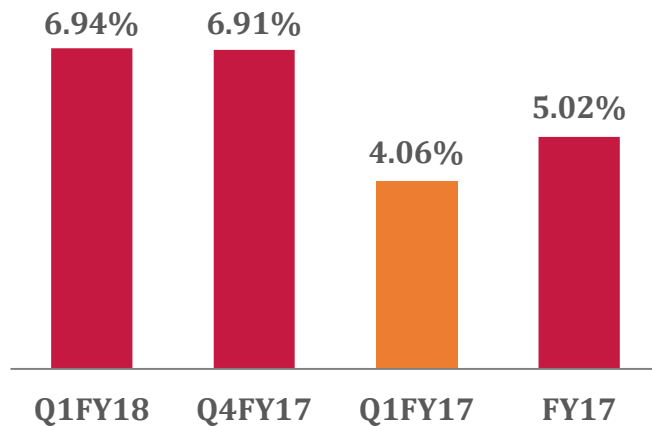
Retail Gross Revenues (Rs mn)



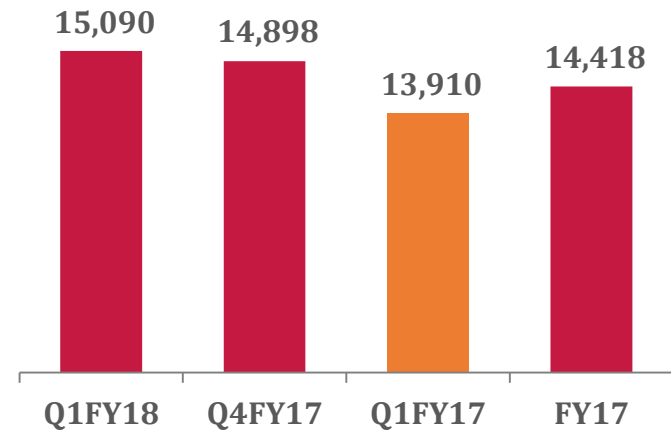
Retail EBITDA (Rs mn)



Same Store Sales Growth (SSSG) %



Average Sales Per Day (ASPD) - Rs





CDGL Approach: Moving towards Steady Sustainable Growth

Building Blocks

- 1 Extension to new day part
- 2 Aggressive digital engagement
- 3 Strengthening Beverage leadership
- 4 Deepen penetration of mobile app and increased customer engagement



Extension to new day part... "Super Rich Over The Top Sundaes"

Insights

- 1 For cafe, dinner time is a big opportunity
- 2 Indians love sweets, and mostly during dinner time. Everyone gives in to their sweet craving, especially ice creams during summer
- 3 Super rich and loaded eclectic mix of all time favorites, Indian fusion and contemporary options of our new *Over the Top Sundaes* cater to the need perfectly





Extension to new day part... "Super Rich Over The Top Sundaes" (Cont'd.)

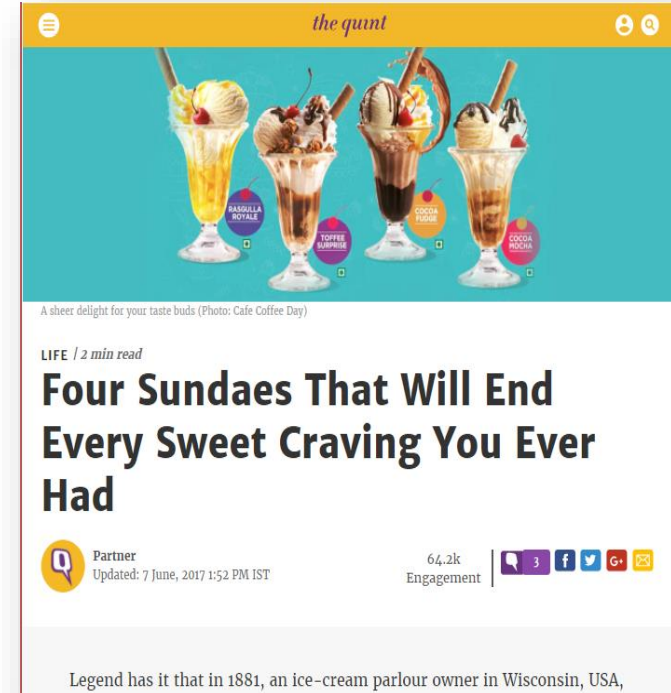


Unique Offerings

- **Cocoa Fudge**
 - Mouth watering concoction with cocoa overload
- **Cocoa Mocha**
 - An absolute lip smacking indulgent delight of cocoa vs. coffee
- **Toffee Surprise**
 - A Dessert bliss loaded with rich vanilla ice cream, honey, cookies, nuts & more
- **Rasgulla Royale**
 - King Sized deliciousness with a classic Indian Twist





Aggressive Digital Engagement



- First time launched Sundaes with indulgent, drooling product videos
- Tremendous buzz was created with video content across platforms

 : 8.5+ million views

 : 1.6+ million views

 : 7.1+ lakh views

- Popular food and social influencer portals like Quint, Hungry Forever took the engagement to a new high
- Through web news portals, reached out to 60 mn people



Strengthening Beverage Leadership

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**



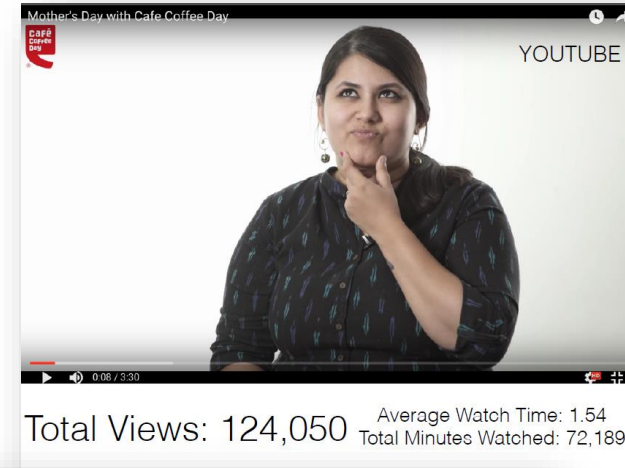
Our **Summer Chillers** range continued to delight customers this summer with **Innovative, Globally Trending, Seasonal, Wellness oriented, Indulgent Indian fusion options**



Social Media Buzz continues...

On social, millions of youth resonated with #MothersDaywithCCD

- Lot of emotional conversations were built around priceless memories with Mom
- Customers poured their heart out
- Within a day, Mother's Day video got >1.2 lakh views on YouTube
- Twitter reached out to 10 million people





Social Media Buzz continues...(Cont'd.)

Father's Day #DadJokesOverCoffee was great fun

- Twitter was buzzing with funny instances with Dads under **#DadJokesOverCoffee**
- Reach of over 7 lakhs

Share your favourite Dad jokes with us and win something special!

#DadJokesOverCoffee

Cafe Coffee Day
Page Liked · 16 June ·

Share your #DadJokesOverCoffee for a chance to win something special! Follow us on twitter now to know more. www.twitter.com/cafecoffeeeday — with Anurag Singh and 49 others.

Like Comment Share

162 Top comments

6 shares 41 comments

Arpita Goel #DadJokesOverCoffee My dad uses my name to call my mom... I dont know but that creates a huge confusion and I feel quite embarrassed 🙄 Papa, dad, father... The strongest person in our lives... the backbone of my family... Someone for whom I have and a... See more

Cafe Coffee Day Retweeted

Anurag :) @anuragalive · Jun 16

Replying to @CafeCoffeeDay

What did the ocean say to the shore? Nothing, it just waved. 🌊

#DadJokesOverCoffee

FACEPALM

4 10

Cafe Coffee Day Retweeted

Arya @L_Aryaa · Jun 16

Replying to @CafeCoffeeDay

What do you call Dental X-rays?
Tooth pics! 📷

#DadJokesOverCoffee

Cafe Coffee Day @CafeCoffeeDay · Jun 17

Make us laugh and the funniest Dad jokes could be a lucky winner today!

#DadJokesOverCoffee

“ I ASKED DAD
WHAT TIME IS IT?
HE SAID “I DONT KNOW
IT KEEPS CHANGING” ”

#DadJokesOverCoffee

81 31 53



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

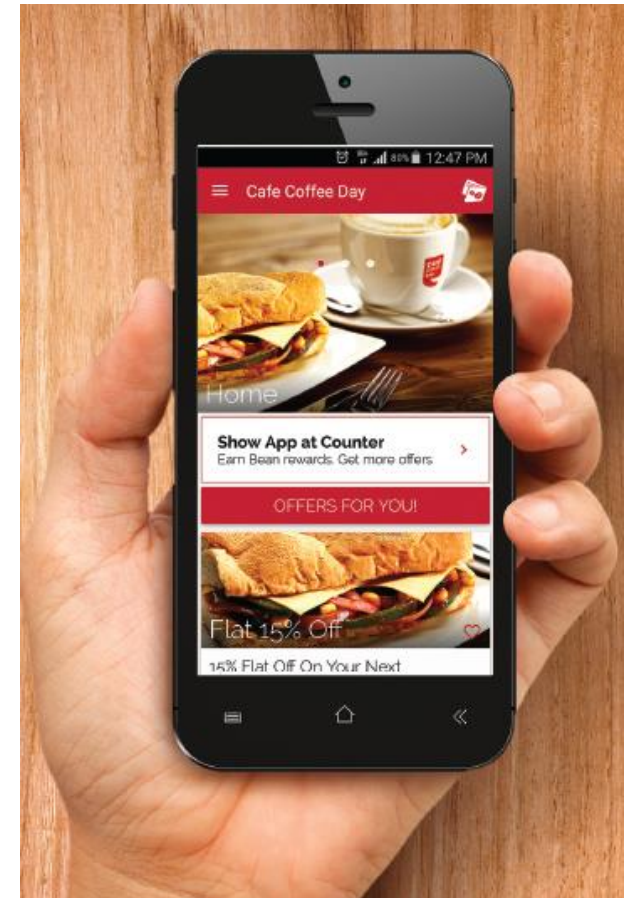
- Over 1.84 mn App Installs
- 16.6% contribution to café bills in Q3FY17

As of 31st March, 2017

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

As of 30th June, 2017

- Over 3.67 mn App Installs
- ~22% contribution to café bills in Q1FY18





CDEL Group Highlights

**COFFEE
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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 overburden 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 a Share Purchase Agreement has been signed between Sical and PNX Logistics Private Limited to acquire 60% equity 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
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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
- Construction for additional 7.5 lakh sq. ft. in progress



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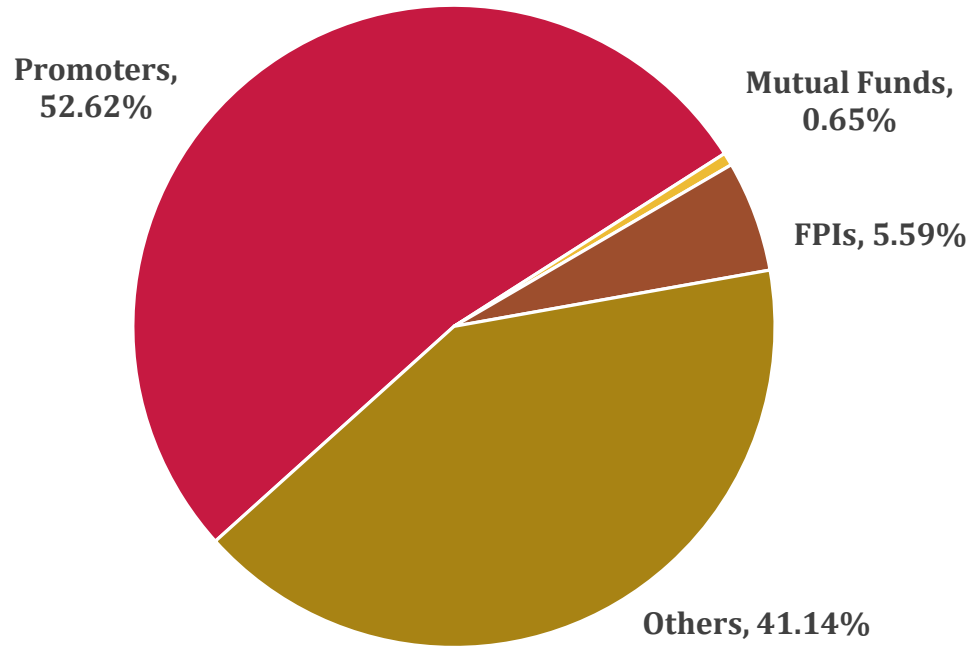


Way2Wealth – Highlights

- **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



Shareholding Pattern as on June 30, 2017



COFFEE Day

Investor Contact

Email - investors@coffeeday.com

Tel: +91 80 4001 2345

CIN: L55101KA2008PLC046866

Website: www.coffeeday.com

Coffee Day Square,

23/2, Vittal Mallya Road,

Bangalore-560001, Karnataka, India

