



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,

08th February, 2018

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
F5223**



COFFEE DAY ENTERPRISES LIMITED

Investor Communication: Quarter ended 31 December 2017

Attachment: Investor Presentation

This investor update covers the Company's performance for the quarter and nine months ended December 31, 2017.

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

Dear Investors,

I am happy to share with you the key highlights of Coffee Day Enterprises' (CDEL) results for the quarter ended December 2017. The consolidated numbers of CDEL for Q3FY18 are as follows:

- Gross Revenues of Rs 10,978 million, a growth of 27% YoY;
- EBITDA of Rs 1,951 million, a growth of 11% YoY; and
- PAT of Rs 220 million, a growth of 91% YoY

For the nine months ended December 2017, on a consolidated basis, CDEL posted:

- Gross Revenues of Rs 30,336 million, a growth of 20% YoY;
- EBITDA of Rs 6,157 million, a growth of 24% YoY; and
- PAT of Rs 849 million, a growth of 169% YoY

The reported EBITDA and PAT for nine months period ended December 2017, include an exceptional gain of Rs 532 million and Rs 388 million, respectively, on account of sale of our equity stake in Global Edge Software Limited during Q2FY18.

The improving profitability reflects our strong efforts across businesses in the group despite near term challenging macro-economic conditions.

Our flagship Coffee business, Coffee Day Global (CDGL) has posted a healthy growth in Q3FY18, with:

- Gross revenues up 22% YoY to Rs 4,962 million,
- EBITDA of Rs 750 million, up 12% YoY, and
- Profit after Tax of Rs 101 million, up by 56% YoY

For Q3FY18, our Retail Coffee gross revenues are up 12% YoY to Rs 4,090 million and Retail EBITDA is at Rs 738 million, up 11% YoY. Our steady financial performance is the result of our continuous focus on product innovation, enhancing customer value proposition and the power of "CCD" brand.

As of December 2017, our Café network stands at 1,704 spread across 246 cities in India. We added a gross of 30 cafes for Q3FY18. We are happy to report that for Q3FY18, our ASPD grew to Rs 15,572 (5.1% growth vs. Q3FY17) and our SSG growth came in at 7.08%. **This quarter has been the 24th consecutive quarter of positive SSSG for us.** The % of café transactions through digital means stand at above 44% during Q3FY18.

Some of the significant coffee business related highlights for the quarter are as follows –

1. Our domination in the beverage segment continued with innovative offerings, which ensured healthy new customer acquisition and high loyalty amongst existing ones. We launched a whole new range of milkshakes, Roosh Rainbow Infusions and a refreshed range of winter beverages.



COFFEE DAY ENTERPRISES LIMITED

2. Our strategic initiative on expanding our café revenues with a round-the-clock menu has been very well received by our customers. Contribution from food and relevant café revenues have shown a significant uptick across the cafes where we had launched it on pilot basis. We intend to roll it out across India over the next 12-18 months.
3. As part of the youth digital connect and customer acquisition strategy, the downloads of our mobile App, that was launched in July 2016, have crossed 4.16 million as at December 2017. We continue to develop engaging digital strategies to build deep connect especially with new age millennials.
4. Our leadership in the Vending Machine segment continues – total vending machine installations as at December 2017 stood at over 45,900 machines, having added a gross of almost 1,900 machines during Q3FY18.

Outside of our Coffee business, Sical Logistics continues to focus on executing order book with sharper focus resulting in strong revenue growth during the quarter. For Q3FY18, Sical reported revenue of Rs 3,732 million up 40% YoY, while EBITDA came in at Rs 441 million.

At our IT Park, driven by new occupancies during the quarter, our let-out office space portfolio has gone up to 3.46 million sq. ft. as at December 2017. The construction of new building with additional space of 7.5 lac sq. ft. is also progressing well.

We are excited about the opportunities and possibilities across our coffee and non-coffee businesses. We continue to invest in people and technology to make our businesses future ready. As always, we remain deeply committed towards growing each of our businesses to their full potential and maximizing our stakeholders' value.

Sincerely,

V G Siddhartha
Chairman & Managing Director



**COFFEE
Day**

Investor Presentation
Q3FY18 (Oct-Dec 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 financial results*



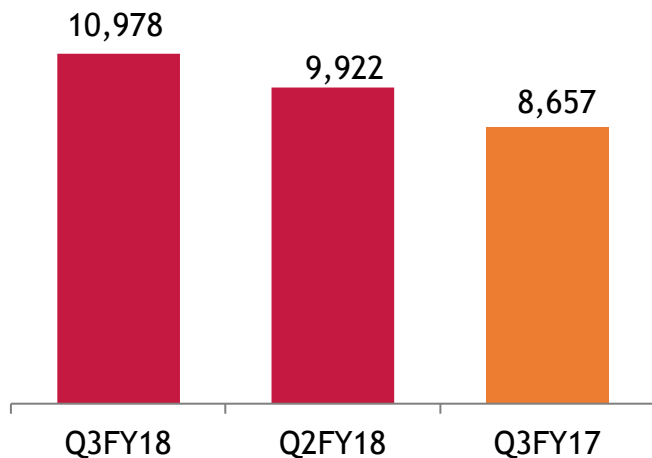
CDEL: Q3FY18 Results Highlights

- Gross Op. Revenues at Rs. 10,978 million; 27% YoY ↑
- EBITDA at Rs. 1,951 million; 11% YoY ↑
- Net Profit After Tax at Rs. 220 million; 91% YoY ↑

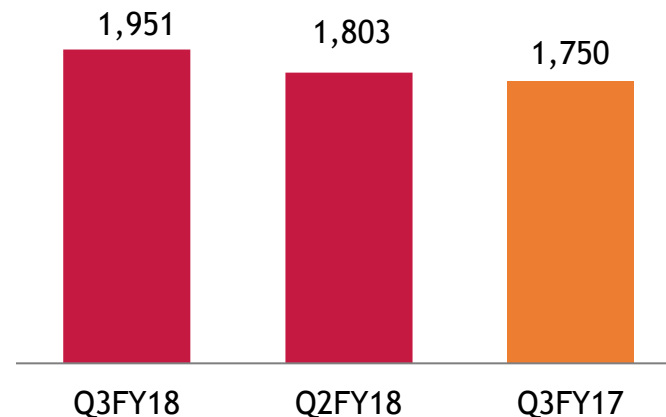


CDEL: Q3FY18 Financial Performance

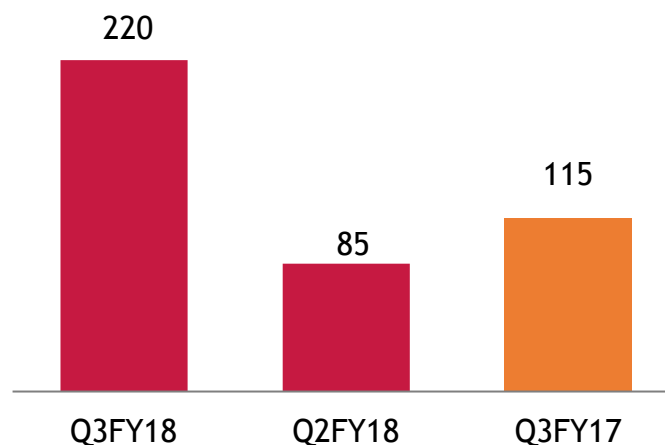
Gross Revenues (Rs mn)



EBITDA (Rs mn)*



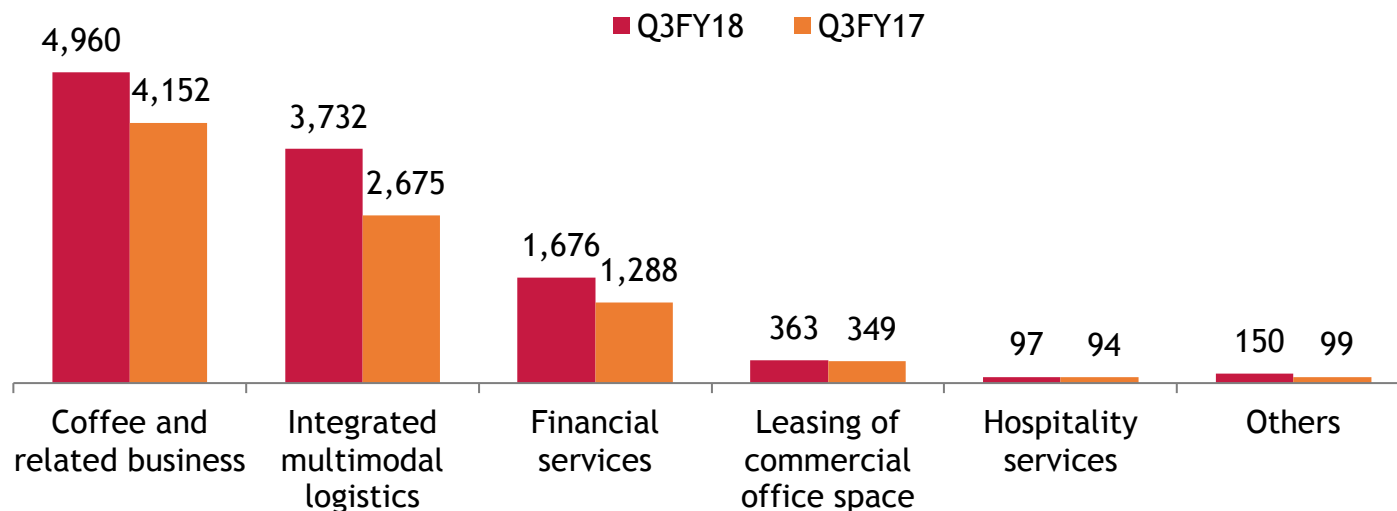
Net Profit After Tax (Rs mn)*



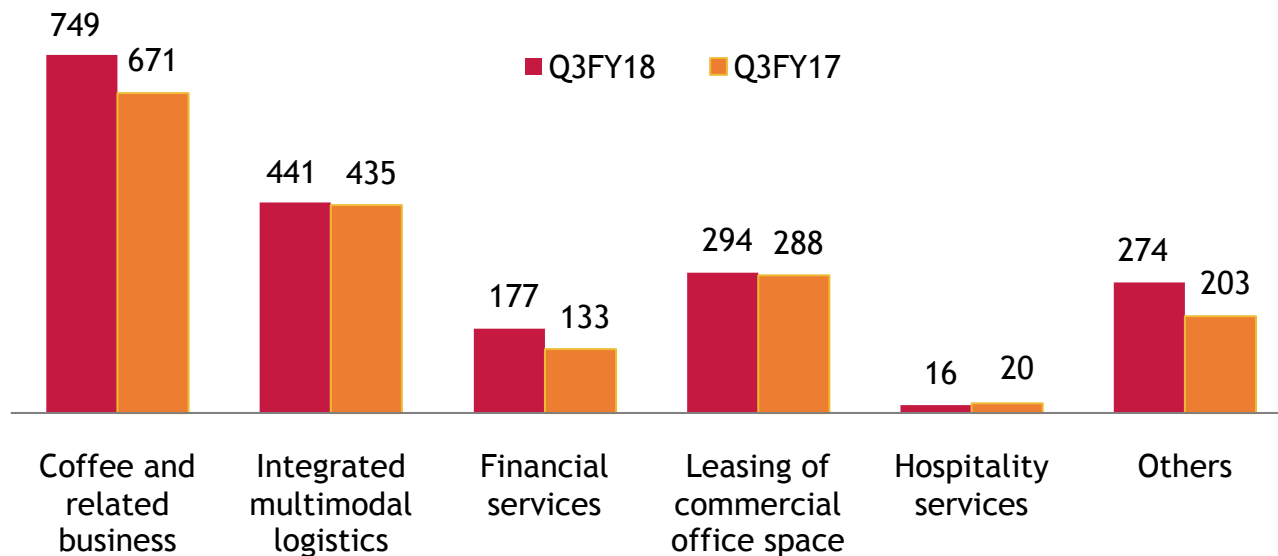
* Note: EBITDA and PAT for the quarter ended September 30, 2017 excludes exceptional gain of Rs 532 million and Rs 388 million respectively, booked in Q2FY18, on account of sale of equity stake in Global Edge Software Limited - shown as excluded here for like-to-like comparison



CDEL Segment Results: Q3FY18 vs. Q3FY17



Gross Revenues (Rs mn)



EBITDA (Rs mn)



CDEL: 9MFY18 Highlights

- Gross Op. Revenues at Rs. 30,336 million; 20% YoY ↑
- EBITDA at Rs. 6,157 million; 24% YoY* ↑
- Net Profit After Tax at Rs. 849 million; 169% YoY* ↑

** Note: EBITDA and PAT include exceptional gain of Rs 532 million and Rs 388 million respectively, booked in Q2FY18, 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

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Retail - Coffee Day Global (CDGL)

Logistics - SICAL

Tech Parks & SEZs - Tanglin

Financial Services - Way2Wealth





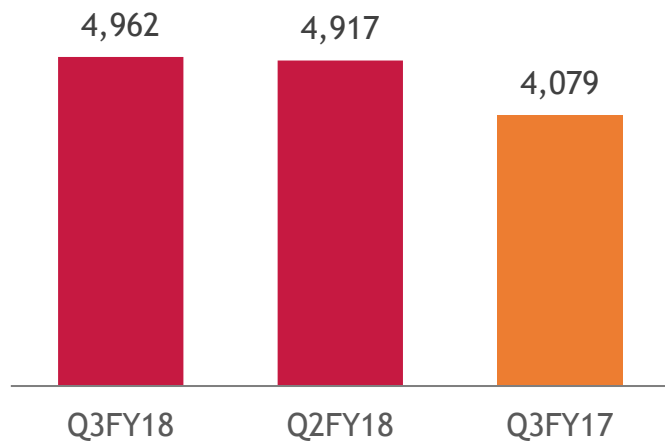
CDGL: Q3FY18 Highlights

- Gross Op. Revenue at Rs. 4,962 million; 22% YoY ↑
- Retail Gross Revenue at Rs. 4,090 million; 12% YoY ↑
- EBITDA at Rs. 750 million; 12% YoY ↑
- Retail EBITDA at Rs. 738 million; 11% YoY ↑
- Net Profit After Tax at Rs. 101 million; 56% YoY ↑

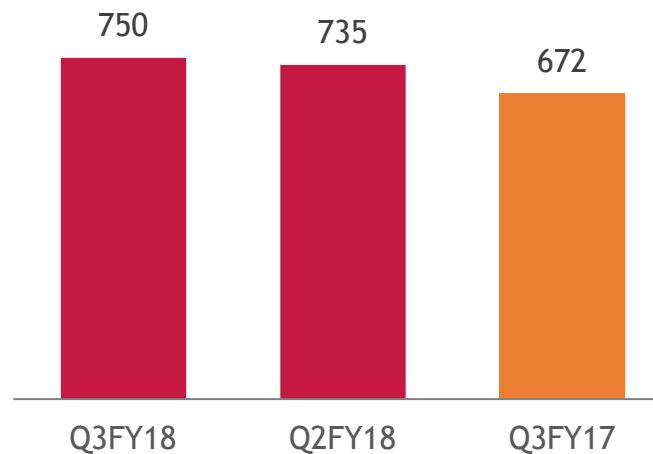


CDGL Financial Performance: Q3FY18

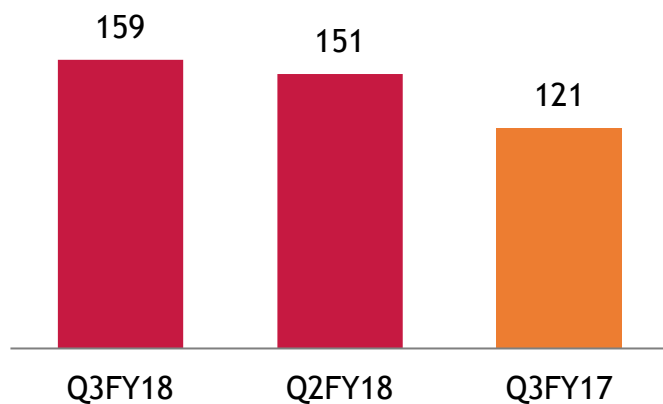
Gross Operational Revenue (Rs mn)



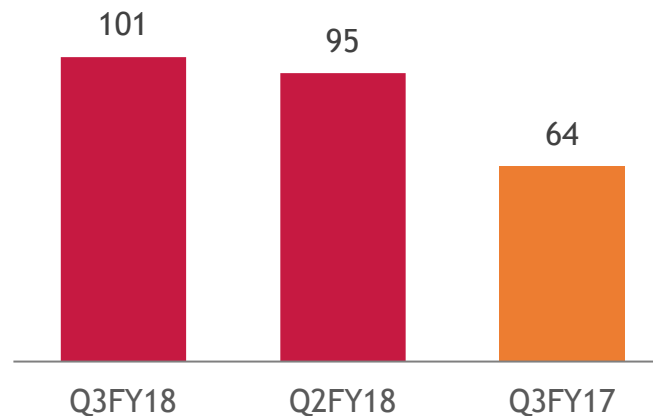
EBITDA (Rs mn)



PBT (Rs mn)



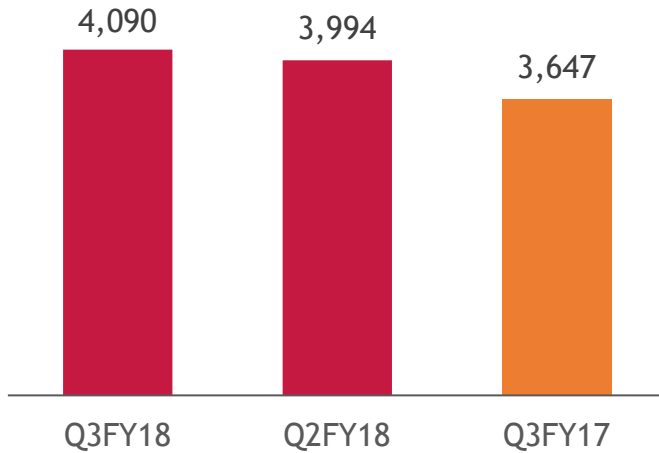
PAT (Rs mn)



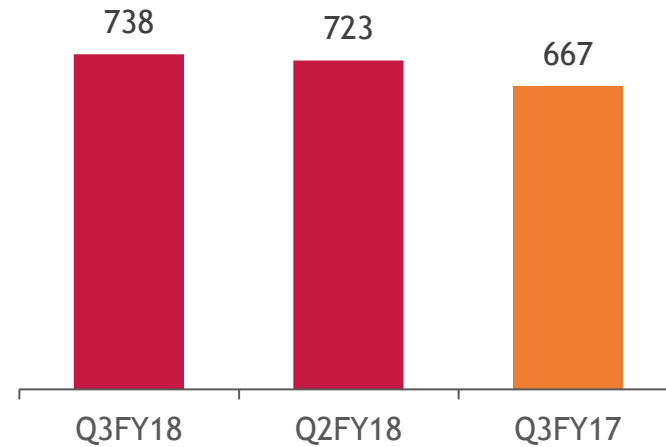


CDGL Retail Metrics: Q3FY18

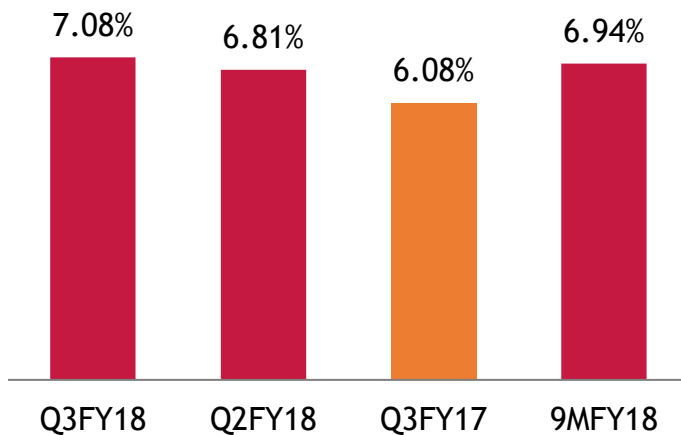
Retail Gross Revenues (Rs mn)



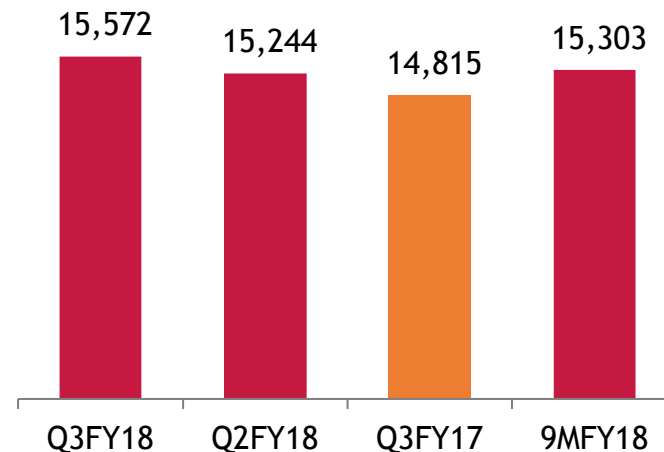
Retail EBITDA (Rs mn)



Same Store Sales Growth (SSSG) %



Average Sales Per Day (ASPD) - Rs





CDGL: 9MFY18 Highlights

- Gross Op. Revenue at Rs. 14,926 million; 19% YoY ↑
- Retail Gross Revenue at Rs. 11,901 million; 13% YoY ↑
- EBITDA at Rs. 2,199 million; 17% YoY ↑
- Retail EBITDA at Rs. 2,158 million; 16% YoY ↑
- Net Profit After Tax at Rs. 298 million; 53% YoY ↑



CDGL: Moving towards Steady & Sustainable Growth

Building Blocks

- 1 Introduction of trending and lifestyle categories
- 2 Strategic Initiatives and Strengthening the Core
- 3 Digital Strategy



Milkshakes: New Category Addition

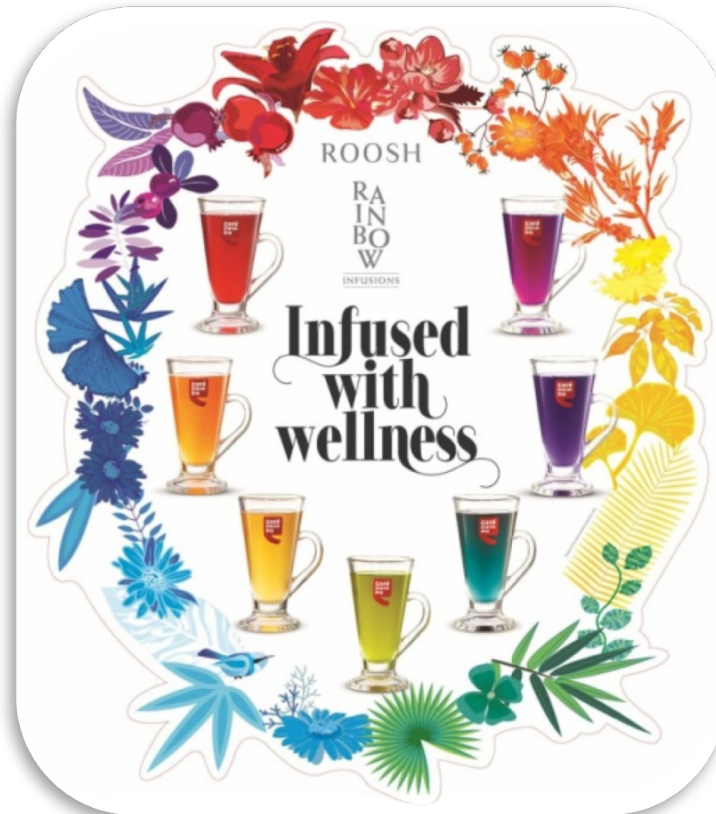
- Entered the fast growing category of milkshakes
- Popular with the youth and seen as a “cool” product
- Plays to the “fun” and “health” aspect and aids acquisition of new customers
- Launched Chill Shakes: 4 variants - Mango, Strawberry, Kesar and Cocoa Cookie





Infusions: Emerging Wellness Segment

- Infusions is an established global trend
- India is warming up to “Wellness” as a category with emerging health conscious consumer
- Launched Rainbow Infusions in 3 metros - a premium and unique offering with 7 variants





Strategic Initiative: Round-the-clock Menu

Background:

- Our research indicated that consumers are constantly seeking variety
- The current food offerings mainly cater to their snack requirement
- Opportunity to *expand Day parts* exists with relevant offerings

Round the Clock Menu Pilot: 33 cafes, Bangalore

- Completely revamped menu with multiple categories and food options
- Delightful options for all day parts
- Complete refresh of product presentation, crockery, uniform changes and in-café collaterals added to the experience
- Highly trained staff

Way Forward: National ramp up in next 12-18 months

- Very encouraging response from our consumers
- Food contribution and overall sales has shown a significant uptick





Strengthening the Core: “Heavenly Hotshots”

- Winters is the time for rich and warm drinks. Mood around December is more of festive with holidays, Christmas and New Year round the corner
- Consumers are looking forward to new introductions, especially warm drinks
- Our Heavenly Hotshots range met all the expectations with its 5 indulgent variants





Digital Connect with New Age Millennials

New Years' Engagement on Social Media: #MY2017MOMENTwithCCD

- Reached out to our fans asking them to share their best moments of 2017 with CCD
- With more than 8,500 tweets and retweets, this campaign was the most successful campaign of 2017 with an Engagement Rate of 19%



#8 in the
Unmetric Top 20
Twitter
Campaigns



Digital Connect: Storm launched online



#StormIsComing → #FuelledBystorm

The idea was to get fans to retweet a blurry image of Storm 2000 times to reveal the drink. This was done to introduce the new product and then connect it to the Rally

#3 in the Unmetric Top 20
Twitter Campaigns



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 150,000 TEUs. CFS is spread across 3,00,000 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. During FY18, SICAL 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

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Retail - Coffee Day Global (CDGL)

Logistics - SICAL

Tech Parks & SEZs - Tanglin

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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 close to 3.46 mn sq. ft.
 - Anchor tenants, Mindtree and Accenture, currently occupy over 2 mn sq. ft.
- Of the additional 7.5 lakh sq. ft. completed recently, part occupied and balance will be occupied in phases in the upcoming quarters
- Construction for additional 7.5 lakh sq. ft. is in progress



CDEL Group Highlights

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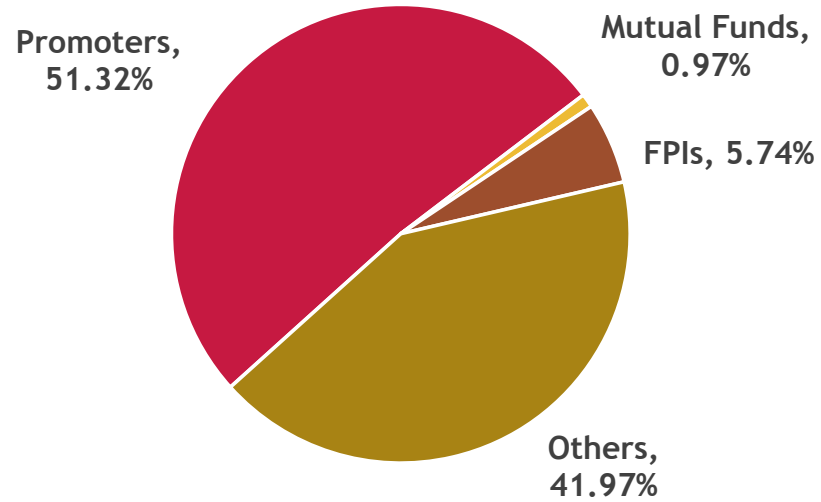


Way2Wealth: Highlights

- **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: December 31, 2017



COFFEE Day

Investor Contact

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