

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, 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 ending December 2016

Attachment: Investor Presentation

This investor update covers the Company's performance for the quarter ending December 31, 2016

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 3rd quarter results for Fiscal 2016-17.

On a consolidated basis, for the quarter being reported, CDEL posted gross revenues of Rs 8,657 million, a growth of 14% YoY and EBITDA of Rs 1,750 million. PAT for CDEL for the 3rd quarter stood at Rs 123 million, compared to Rs 50 million for the same period last year.

On a consolidated basis, for the 9 months ending December 2016, CDEL posted gross revenues of Rs 25,219 million, a growth of 17% YoY and EBITDA of Rs 4,977 million. PAT for CDEL for the 9 months ending December 2016 stood at Rs 333 million, compared to a loss of Rs 909 million for the same period last year.

For Coffee Day Global, for Q3FY17, the Company posted gross revenues of Rs 4,079 million, a growth of 14% YoY and EBITDA of Rs 672 million. PAT for CDGL for the 3rd quarter stood at Rs 76 million.

On the business front, our café count as at Q3FY17 end, stood at 1,654 while the vending machine installations have crossed the 40,000 mark. Further, for Q3FY17, CDGL reported 6.08% SSG and an ASPD of Rs 14,815 (vs. Rs 14,043 for Q2FY17 and Rs 13,747 for Q3FY16) – a significant increase in the backdrop of demonetization announced on November 8. Specifically on demonetization, we did see some impact in our café sales in the 1st and 2nd week post the announcement of demonetization but subsequently our sales recovered with the ASPD approaching the Rs 15,000 mark.

Our mobile app downloads stood at 18.46 lakhs as at December 2016 vs. 7.78 lakhs as at September 2016. We are seeing a significant increase in the number of transactions through non-cash means (digital wallet, credit cards etc) at our cafes. We are working towards making significant improvements in the App to enhance the consumer experience. Our Freshly Made food category, ice cream range and recently launched Magical Brews are being well received by our customers and are being rolled out across our network in a phased manner.

At the group level, we are steadily building each of our businesses.

In Sical Logistics, we registered a growth of 15% in gross revenues in Q3FY17 to Rs 2,675 million. This led to robust growth in EBITDA at 59% to Rs 435 mn and PAT of Rs 101 mn. New contracts and increased

1. 2. 3. 4. 5. 6. 7. 8. 9. 10.





COFFEE DAY ENTERPRISES LIMITED
volumes in mining and transportation, and growth across other business verticals has led to improved performance.

Each of our businesses continues to show healthy traction and improved operating performance. We remain focused in our long term commitment to grow these businesses and build shareholder value.

Sincerely,

A handwritten signature in blue ink, appearing to read "V. G. Siddhartha", with a stylized flourish at the end.

V G Siddhartha
Chairman & Managing Director



**COFFEE
Day**

**Investor
Presentation
Q3FY17**



- *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*



CDEL: Q3FY17 Results Highlights

- Total Gross Revenue at Rs. 8,657 million; *up 14% YoY*
- EBIDTA at Rs. 1,750 million
- Net Profit After Tax at Rs. 123 million vs. Rs. 50 million in Q3FY16; *up 148% YoY*



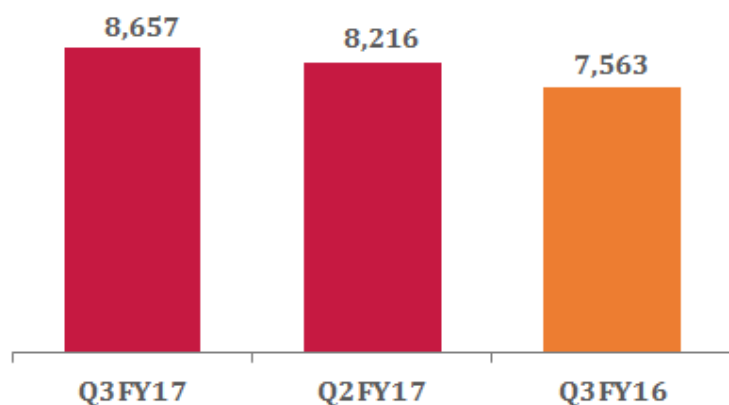
CDEL: 9MFY17 Results Highlights

- Total Gross Revenue at Rs. 25,219 million; *up 17% YoY*
- EBIDTA at Rs. 4,977 million
- Net Profit After Tax at Rs. 333 million

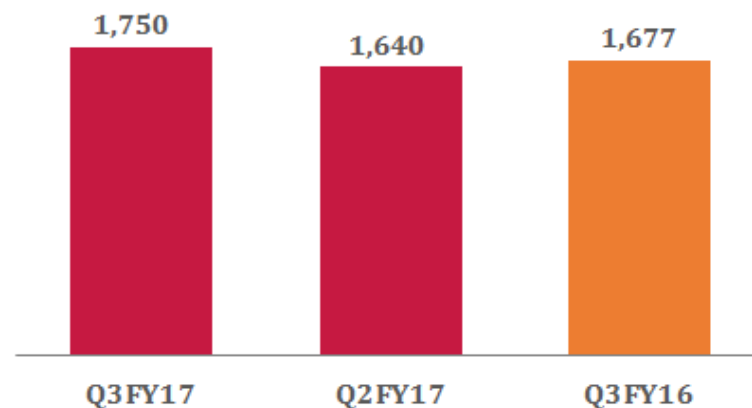


CDEL: Q3FY17 Financial Performance

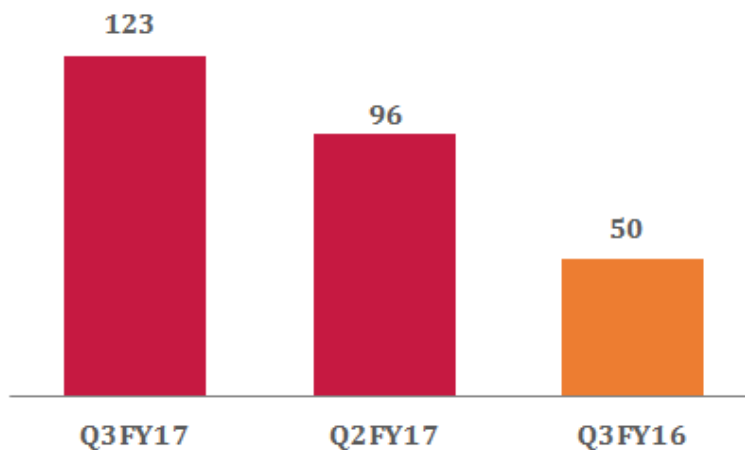
Gross Revenue (Rs mn)



EBITDA (Rs mn)



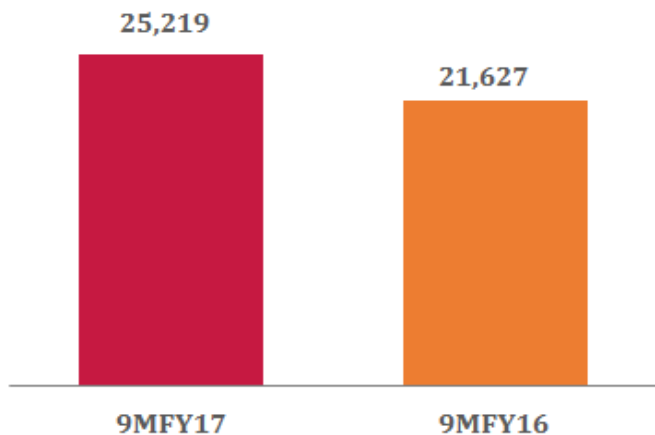
Net Profit After Tax (Rs mn)



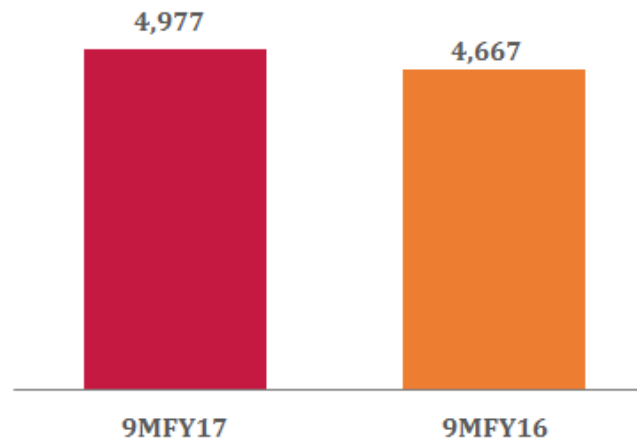


CDEL: 9MFY17 Financial Performance

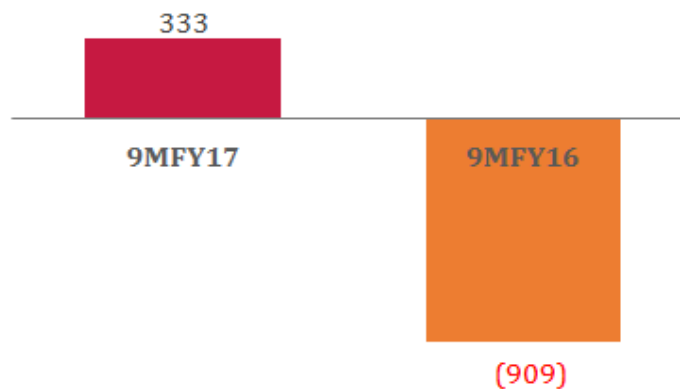
Revenue (Rs mn)



EBITDA (Rs mn)



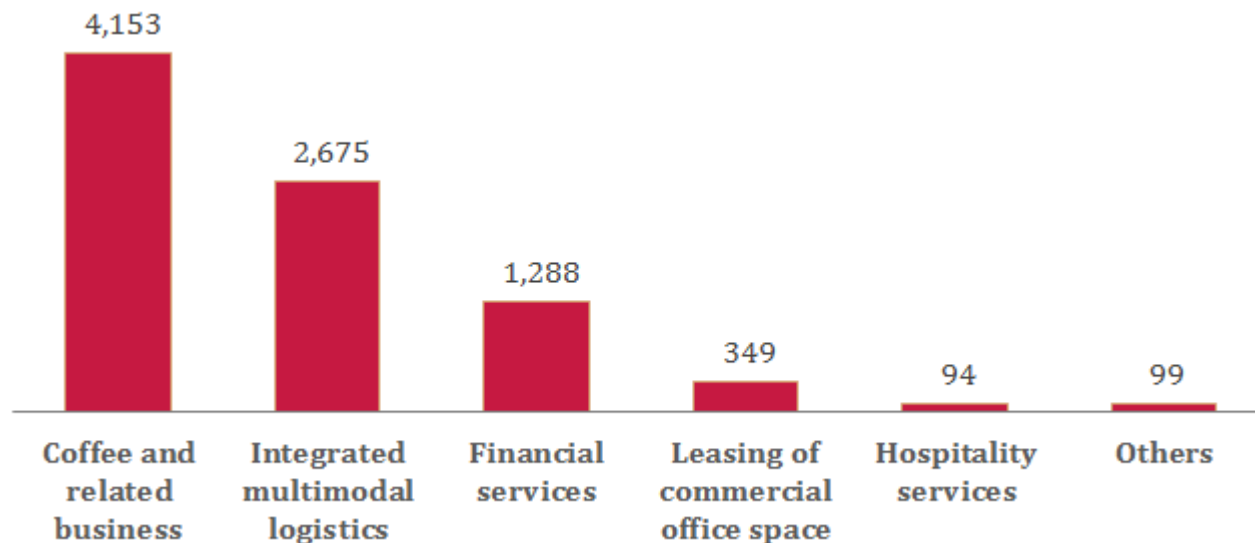
Net Profit After Tax (Rs mn)



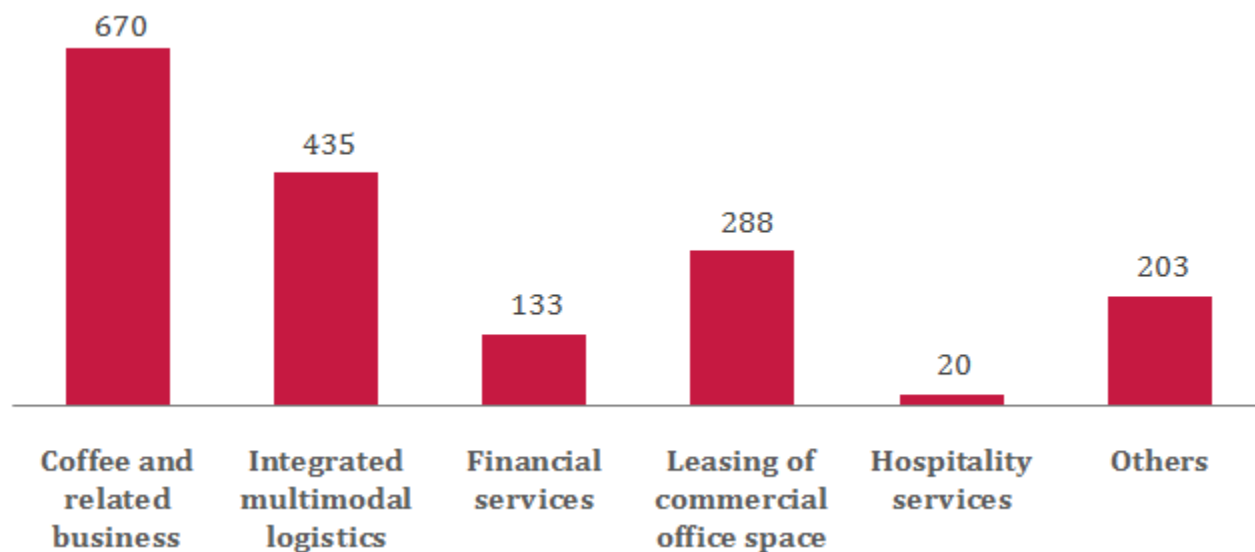


CDEL Segment Results: Q3FY17

Gross Revenues (Rs mn)

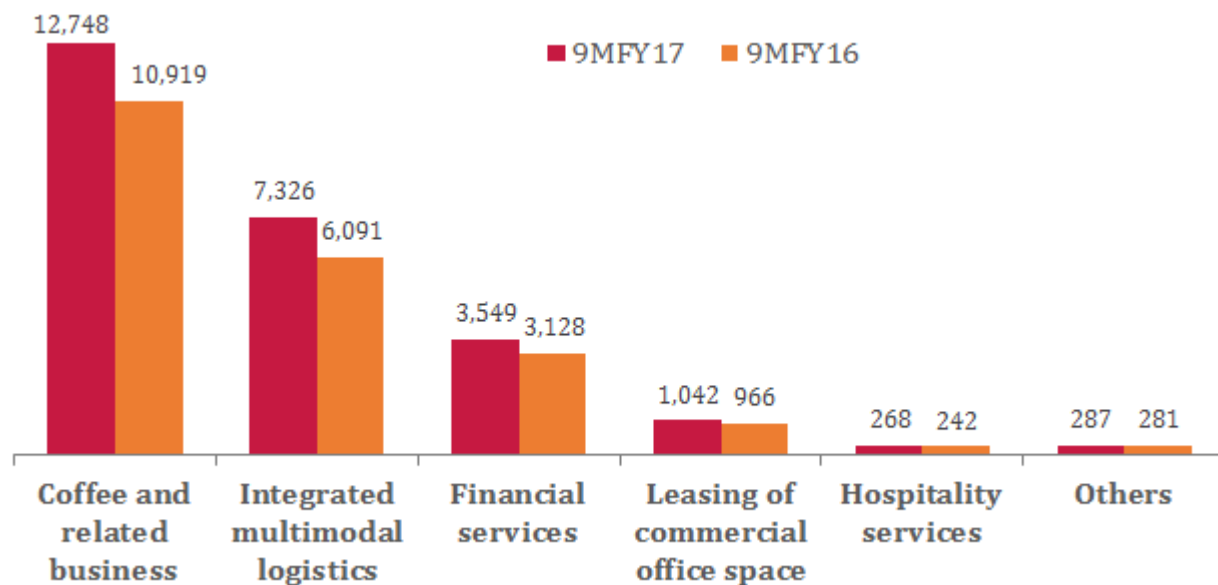


EBITDA (Rs mn)

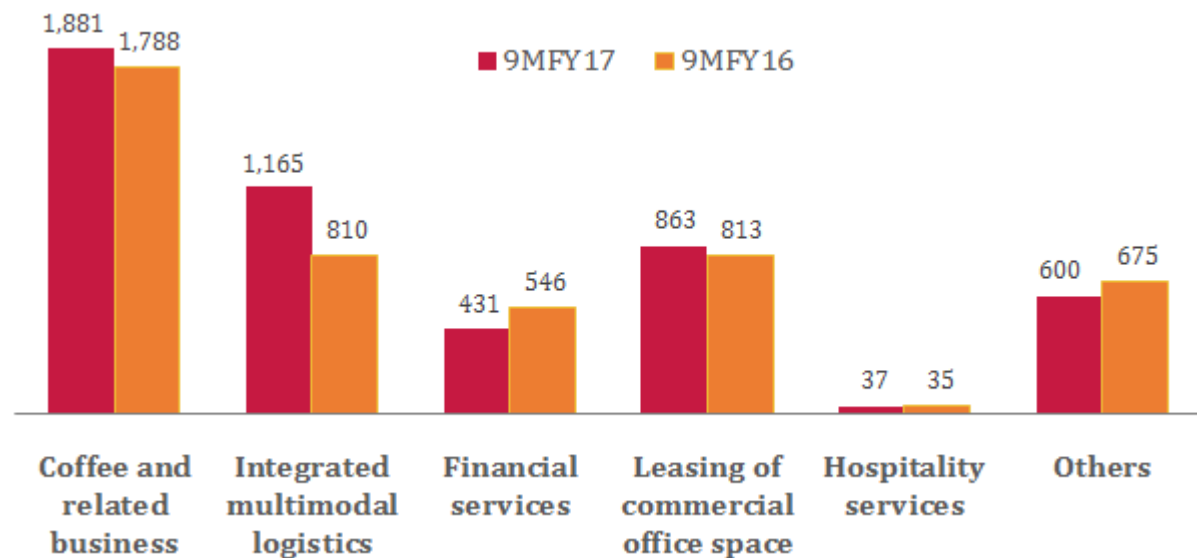




CDEL Segment Results: 9MFY17



Gross Revenues (Rs mn)



EBITDA (Rs mn)



CDEL: Group Snapshot

Coffee Day Enterprises Limited

Retail - Coffee Day Global (CDGL)

- Highly optimized and 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 with over 5 decades of experience
- Broad portfolio of integrated logistics solutions

Tech Parks and SEZs (Tanglin)

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

Financial Services (Way2Wealth)

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

Investments (Coffee Day Trading)

- Established to provide tech companies with access to capital
- Investments in Mindtree Limited, Global Edge Software Limited, Magnasoft, Ittiam Systems



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 Q3FY17 Highlights

- Gross Revenue at Rs. 4,079 million; *14% growth YoY*
- Retail Gross Revenue at Rs. 3,647 million; *14% growth YoY*
- EBIDTA at Rs. 672 million
- Net Profit After Tax at Rs. 76 million



CDGL 9MFY17 Highlights

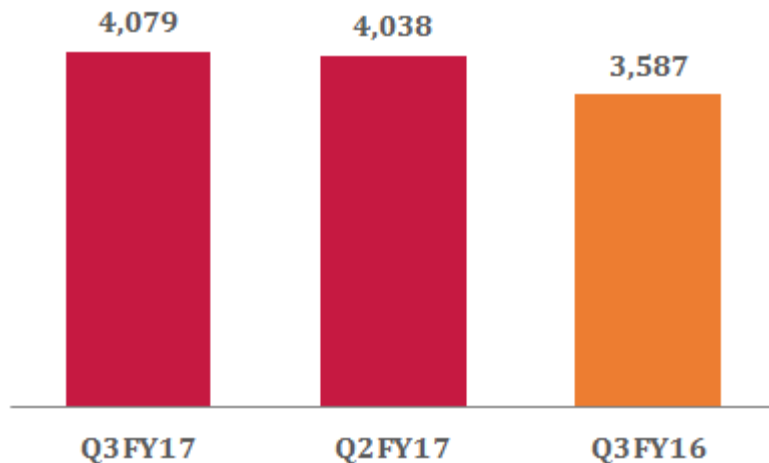
- Gross Revenue at Rs. 12,537 million; *17% growth YoY*
- Retail Gross Revenue at Rs. 10,500 million; *13% growth YoY*
- EBIDTA at Rs. 1,883 million
- Net Profit After Tax at Rs. 194 million



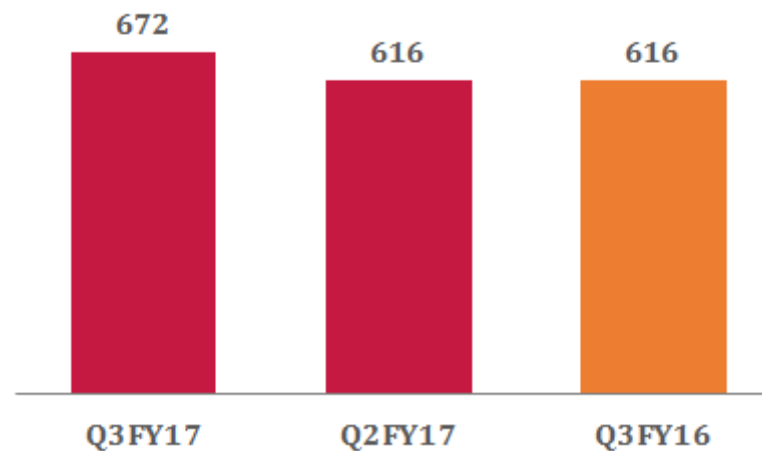
CDGL Financial Performance: Q3FY17

**COFFEE
Day**

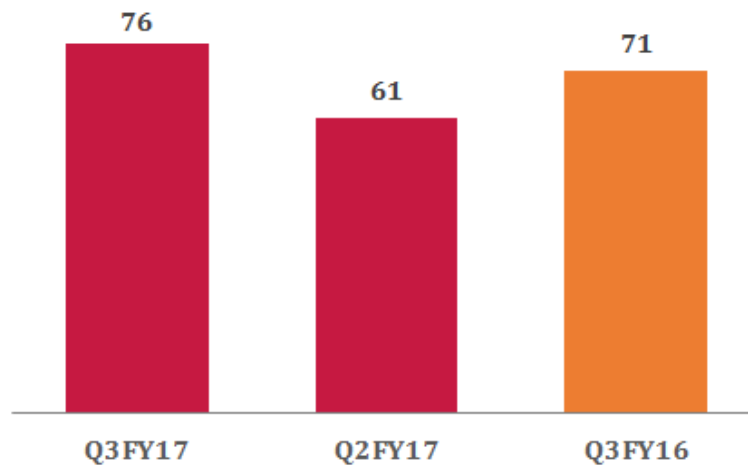
Revenue (Rs mn)



EBITDA (Rs mn)



PAT (Rs mn)

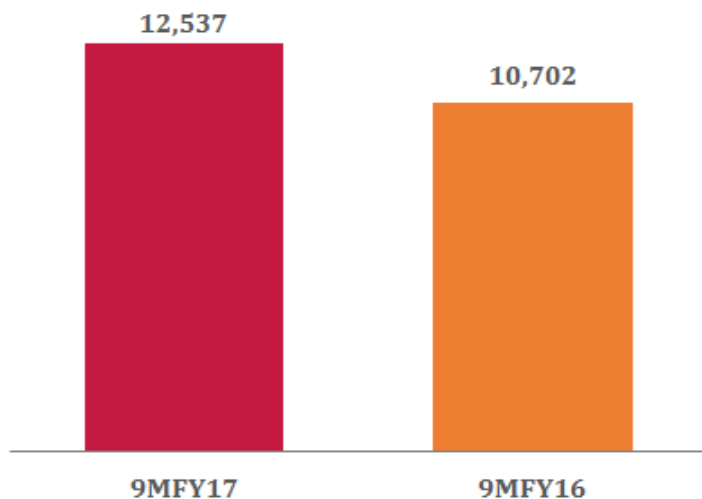




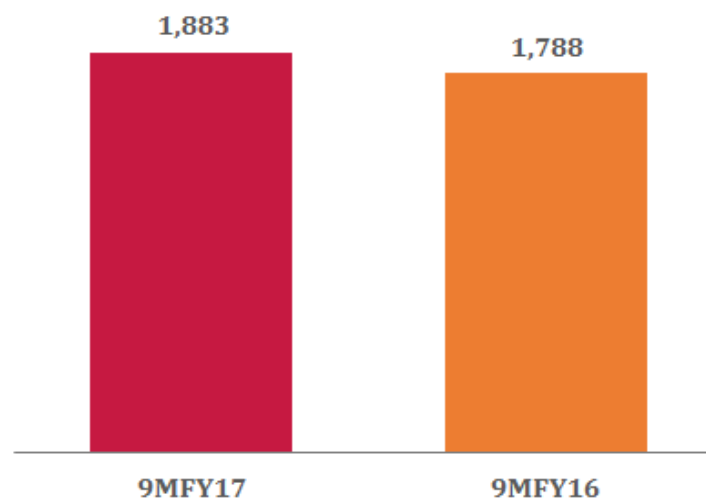
CDGL Financial Performance: 9MFY17

**COFFEE
Day**

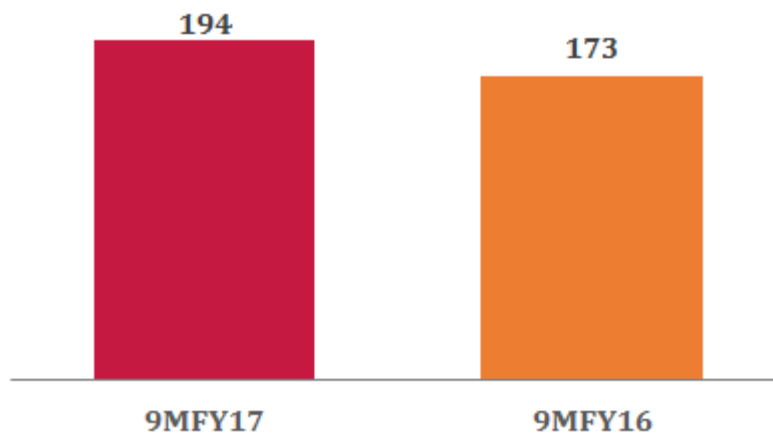
Revenue (Rs mn)



EBITDA (Rs mn)



PAT (Rs mn)

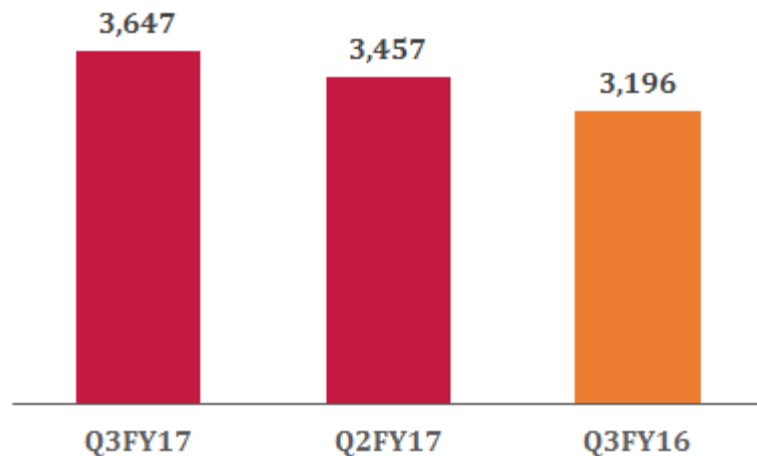




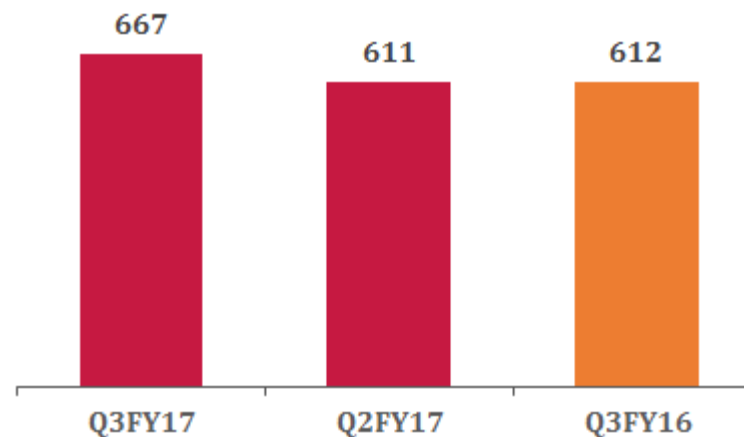
CDGL Retail Metrics: Q3FY17

**COFFEE
Day**

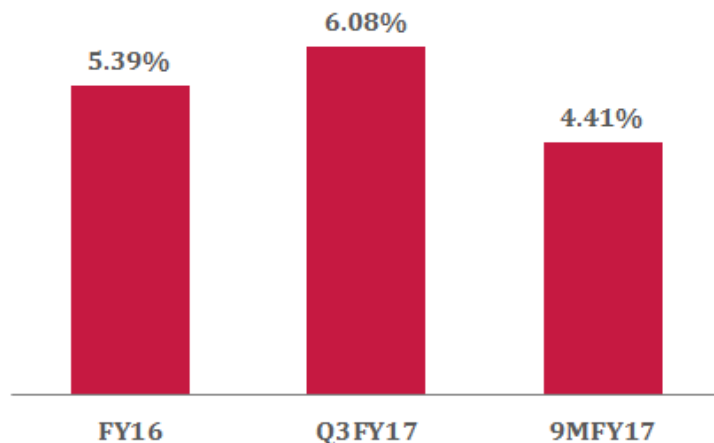
Retail Gross Revenues (Rs mn)



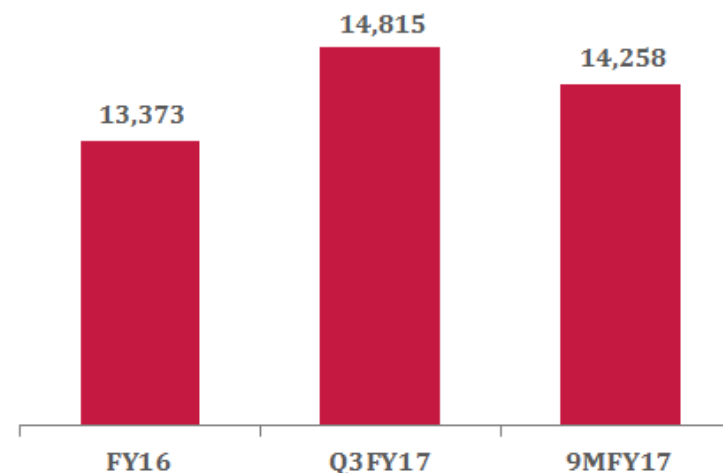
Retail EBITDA (Rs mn)



Same Store Sales Growth (SSSG) %



Average Sales Per Day (ASPD) - Rs

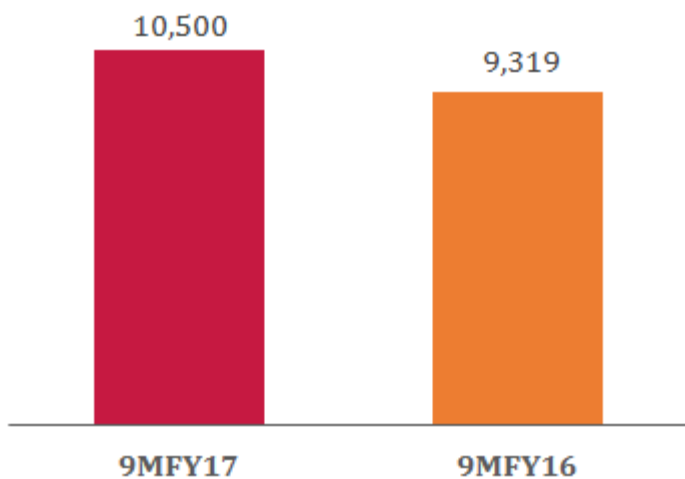




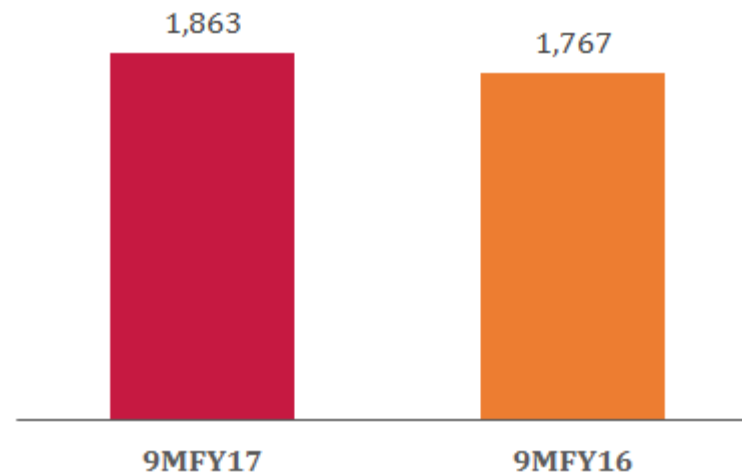
CDGL Retail Metrics: 9MFY17

**COFFEE
Day**

Retail Gross Revenues (Rs mn)



Retail EBITDA (Rs mn)





CDGL Q3FY17 Approach: Back to Core...

COFFEE
Day

BEVERAGES – OUR MAIN STAY



INNOVATIVE PRODUCT SOLUTIONS

1 LATENT MARKET NEED



2 MAIN BEVERAGE CATEGORY OFFERING



3 GLOBAL FLAVOUR TRENDS





CDGL Q3FY17 Approach: Back to Core...

**COFFEE
Day**

Café Coffee Day

The Magical Brews

Presenting 6 authentic and international hot beverages with flavours that will leave you spellbound. Try them today.

- *Gourmet Hot Cocoa
- *Red Velvet Latte
- *Inverted Cappuccino
- *Cranberry Latte
- *Cranberry Hot Cocoa
- *Classic Filter Coffee

The Magician's Offer - 50 bonus beans on ordering any of the Magical Brews through the mobile app.

Magical Brews

- Introduced in six variants to strengthen our core offerings around coffee:
 - Filter Coffee
 - Inverted Cappuccino
 - Hot Cocoa
 - Cranberry Hot Cocoa
 - Red Velvet Latte
 - Cranberry Latte



CDGL Q3FY17 Approach: Back to Core...

COFFEE
Day



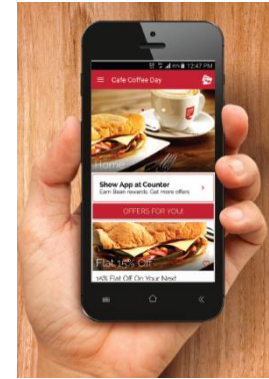


CDGL Q3FY17 Approach: Going Digital...

**COFFEE
Day**

AGGRESSIVE BUILD-UP : DIGITAL REWARDS ENGAGEMENT

Mobile App Rewards Programme - Gaining great traction amongst consumers



AGGRESSIVE SOCIAL MEDIA ENGAGEMENT



ENGAGE: Engage with the best technology

ESTABLISH: Re-ignite social engagement with clutter breaking engagements

EXTEND: Social influencers





CDGL Q3FY17 Approach: Going Digital...

**COFFEE
Day**

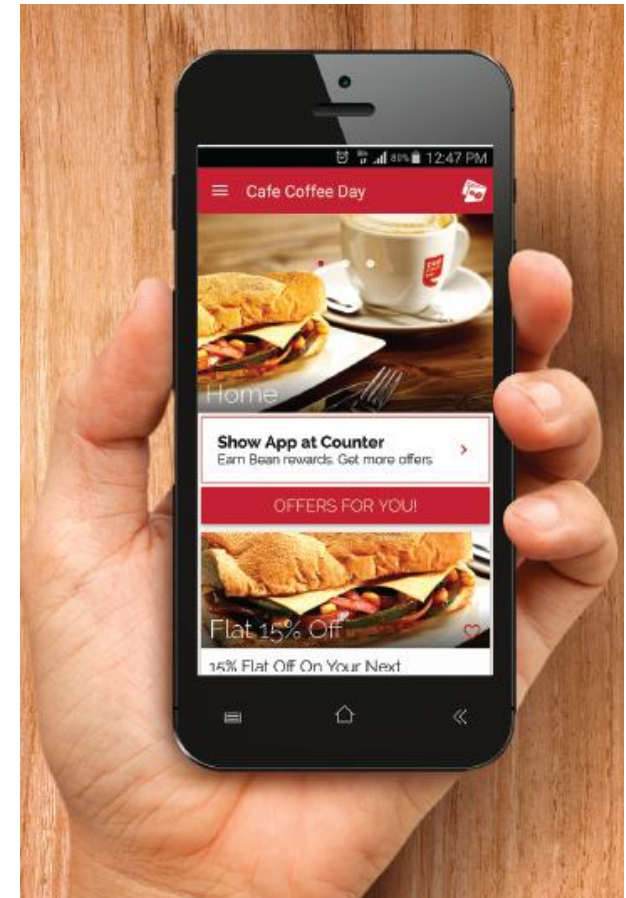
CCD Mobile App goes Pan-India on 1st July 2016

As of 30th September, 2016

- 7.78 lakhs App Installs
- 8.58% contribution to café bills

As of 31st December, 2016

- 18.46 lakhs App Installs
- 22.71% contribution to café bills in December 2016





CDGL Q3FY17 Approach: Going Digital...

**COFFEE
Day**

Augmented Reality (AR)

- **First-ever foray** into technology through AR among F&B brands
- The reactions of customers were captured in a video, which garnered over **1 Mn views**
- Audience were pleased to see CCD enhance its digital footprint across social media





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 around 4 years
- **Costal Shipping** – Sical had entered the business of movement of inland cargo through sea during Q2FY17, and further expanded on the same during this quarter
- **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

- 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.
- Additional 7.5 lac sq. ft. completed and will be completely occupied shortly
- 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





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

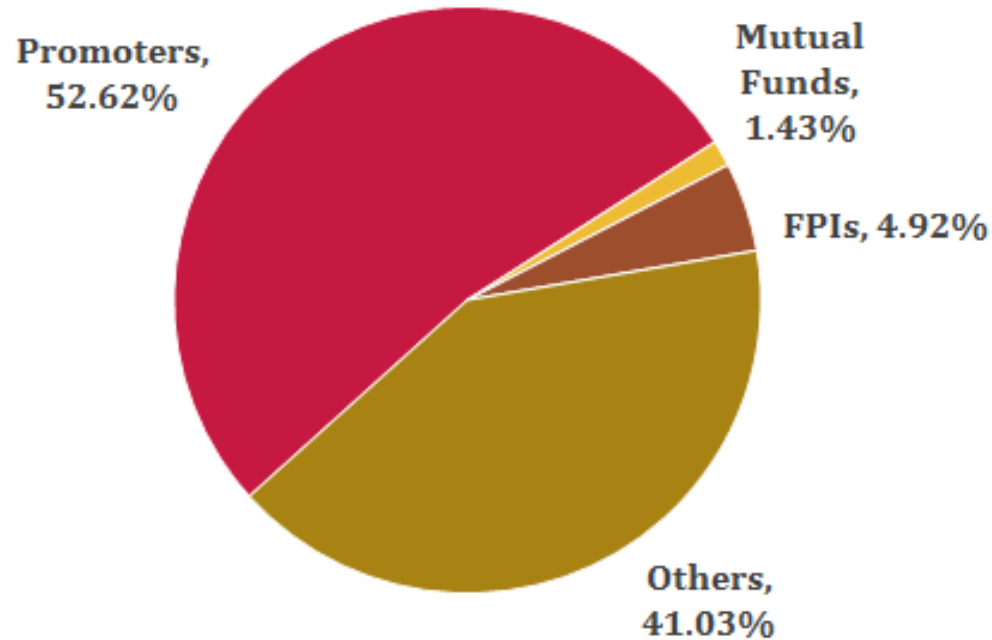
Coffee Day Enterprises Limited Monitoring Report – IPO Funds

Rs million				
Particulars	Objects of the issue as per prospectus	Utilised during FY2016	Utilised during 9MFY17	Unutilised amount as at 31 st Dec, 2016
A. Financing our coffee businesses				
Setting-up of new Café Network outlets and Coffee Day Xpress kiosks	877.10	343.18	389.67	144.25
Manufacturing and assembling of vending machines	973.61	365.15	569.31	39.15
Refurbishment of existing Café Network outlets and vending machines	605.83	236.50	145.66	223.67
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	1,152.02	538.80



Shareholding Pattern as on December 31, 2016

**COFFEE
Day**



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

