



**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

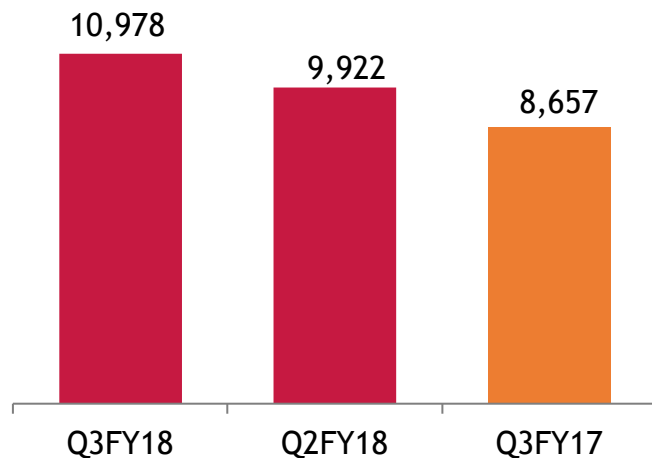
- Gross Op. Revenues at Rs. 10,978 million; 27% YoY ↑
- EBITDA at Rs. 1,951 million; 11% YoY ↑
- Net Profit After Tax at Rs. 220 million; 91% YoY ↑



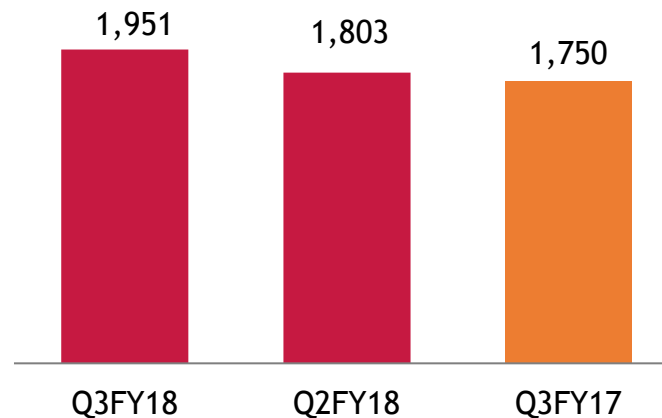


# CDEL: Q3FY18 Financial Performance

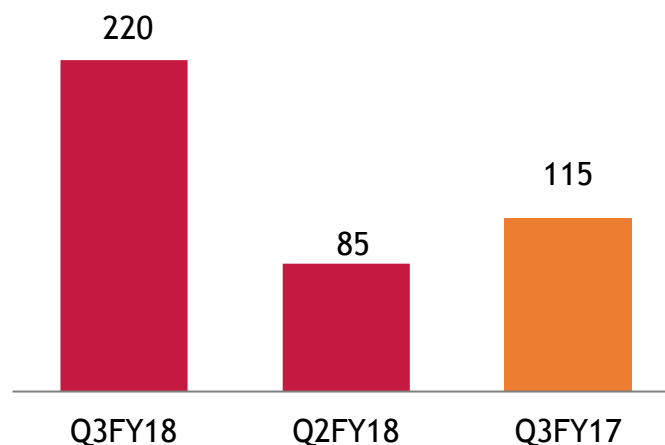
## Gross Revenues (Rs mn)



## EBITDA (Rs mn)\*



## Net Profit After Tax (Rs mn)\*

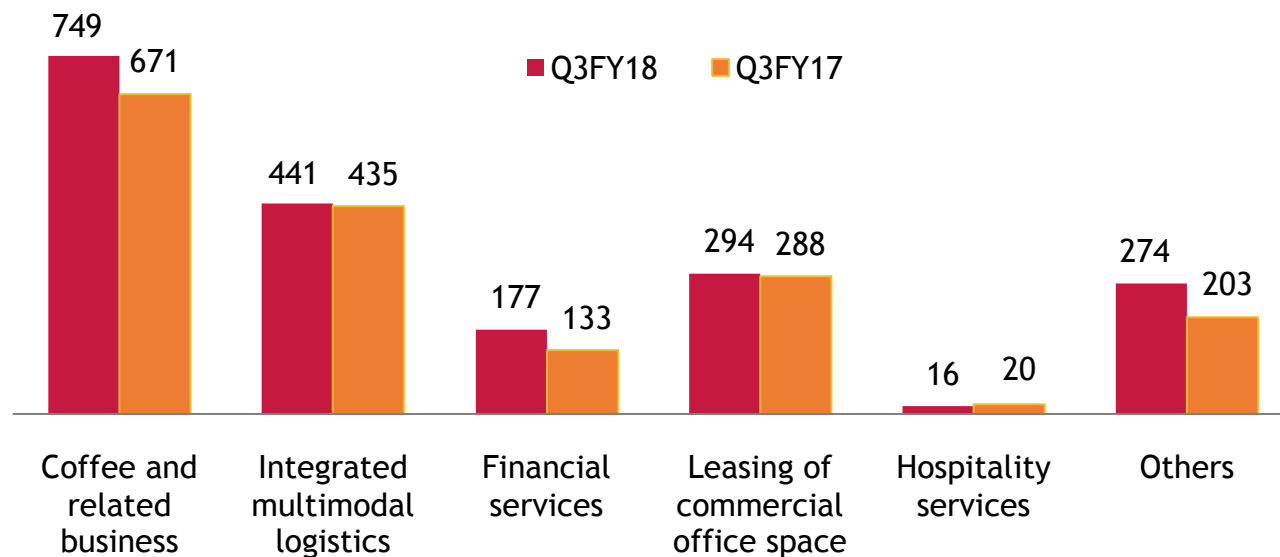
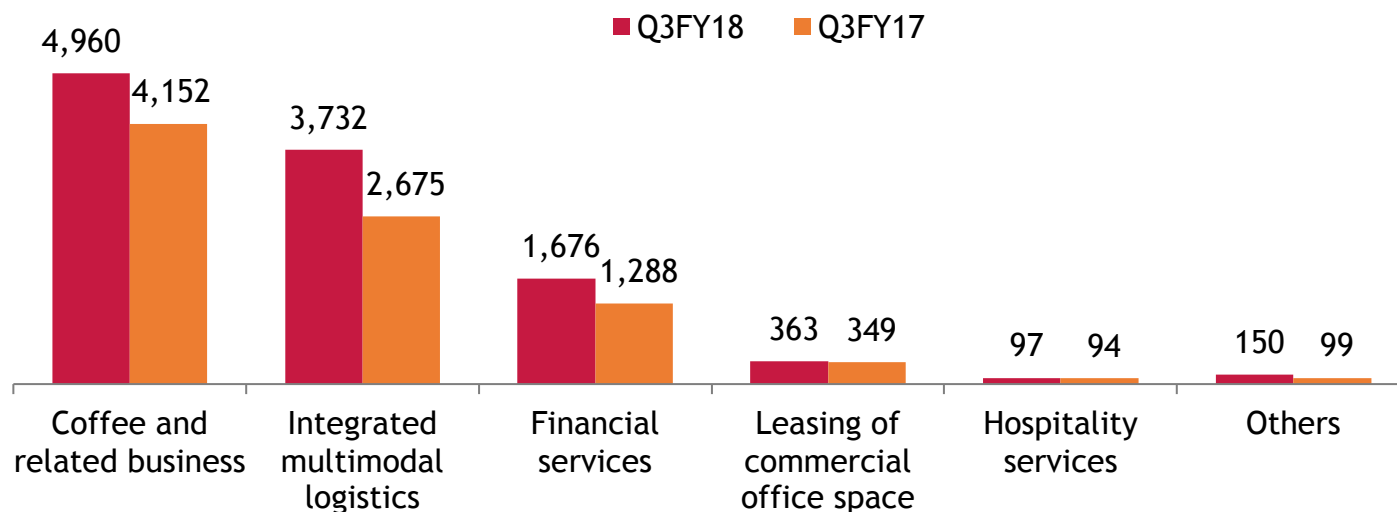


*\* Note: EBITDA and PAT for the quarter ended September 30, 2017 excludes exceptional gain of Rs 532 million and Rs 388 million respectively, booked in Q2FY18, on account of sale of equity stake in Global Edge Software Limited - shown as excluded here for like-to-like comparison*





# CDEL Segment Results: Q3FY18 vs. Q3FY17





# CDEL: 9MFY18 Highlights

COFFEE  
Day

- 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

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

Logistics - SICAL

Tech Parks & SEZs - Tanglin

Financial Services - Way2Wealth





# CDGL: Q3FY18 Highlights

COFFEE  
Day

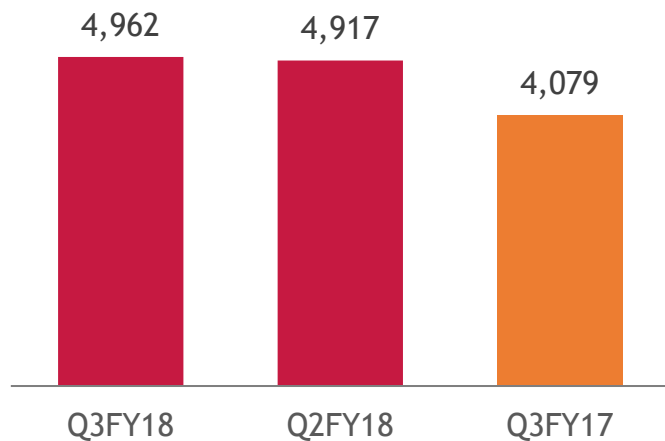
- Gross Op. Revenue at Rs. 4,962 million; 22% YoY ↑
- Retail Gross Revenue at Rs. 4,090 million; 12% YoY ↑
- EBITDA at Rs. 750 million; 12% YoY ↑
- Retail EBITDA at Rs. 738 million; 11% YoY ↑
- Net Profit After Tax at Rs. 101 million; 56% YoY ↑



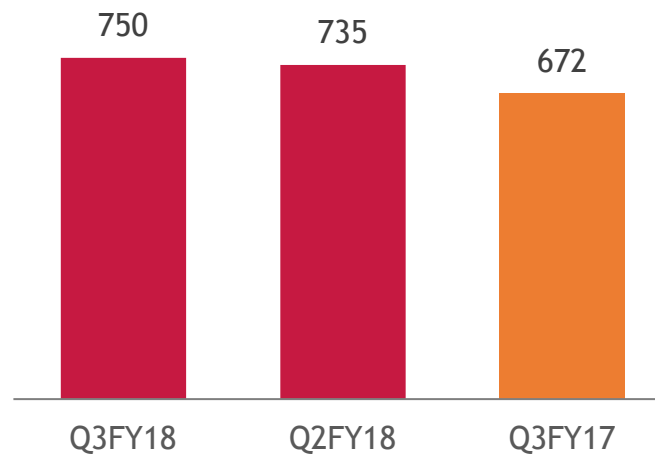
# CDGL Financial Performance: Q3FY18

**COFFEE  
Day**

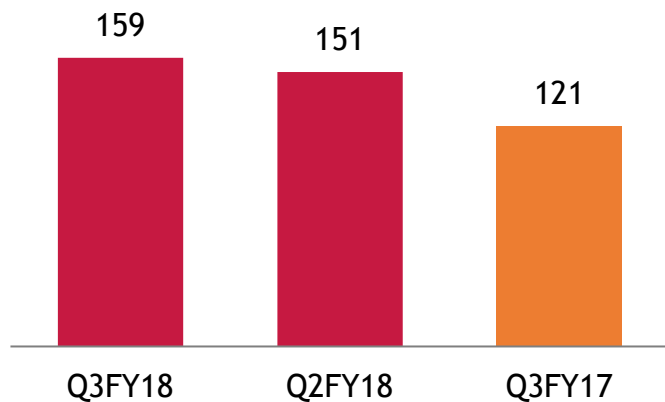
## Gross Operational Revenue (Rs mn)



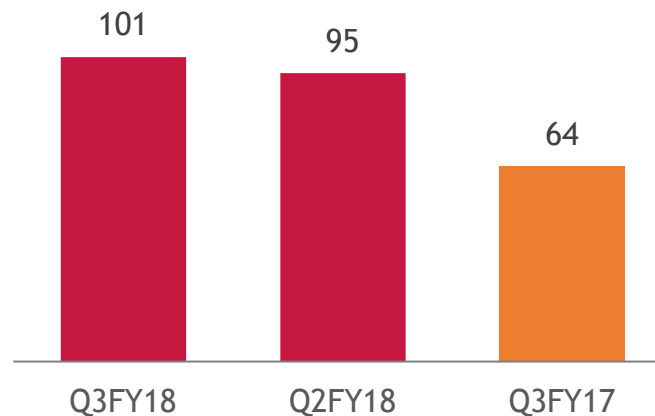
## EBITDA (Rs mn)



## PBT (Rs mn)



## PAT (Rs mn)



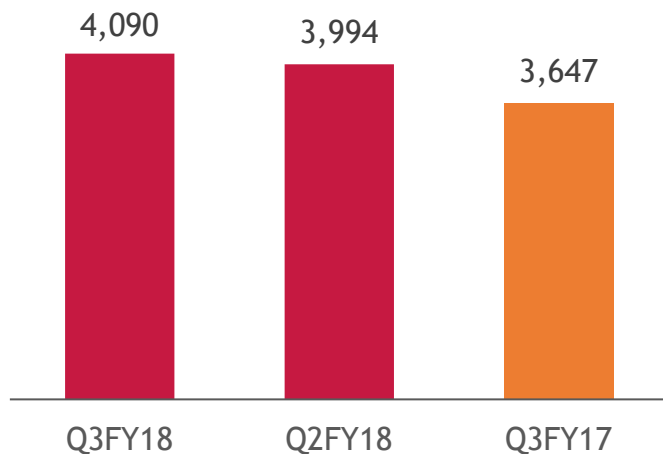




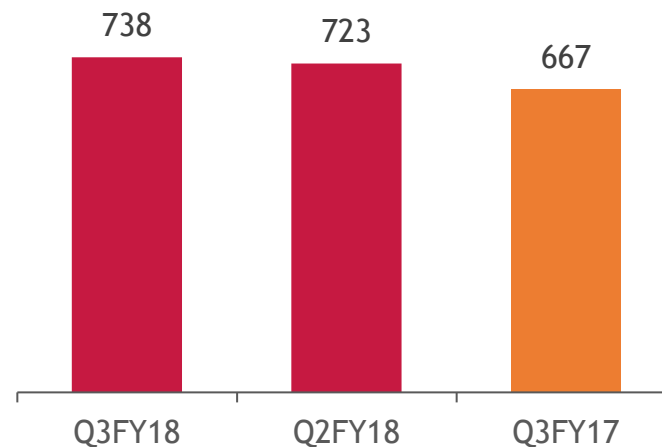
# CDGL Retail Metrics: Q3FY18

**COFFEE  
Day**

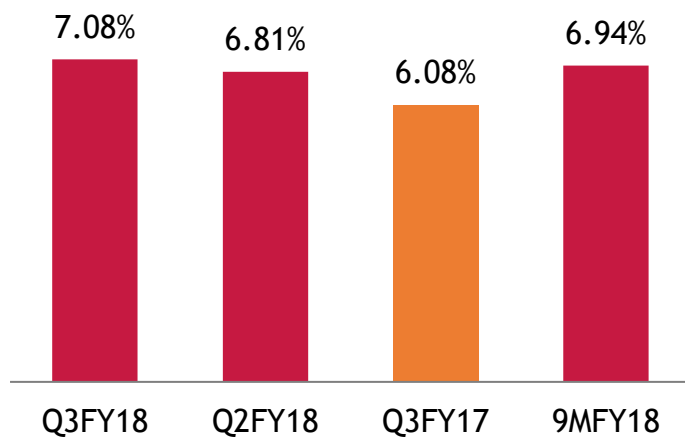
Retail Gross Revenues (Rs mn)



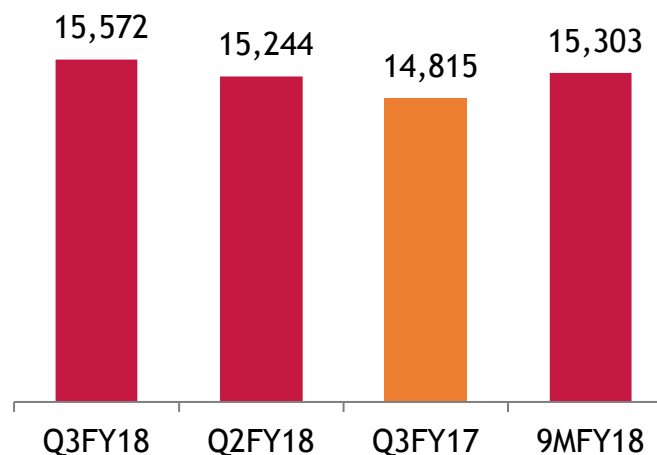
Retail EBITDA (Rs mn)



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

COFFEE  
Day

- 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

COFFEE  
Day

## 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”

COFFEE  
Day

- 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

COFFEE  
Day

## 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

COFFEE  
Day



Cafe Coffee Day

@CafeCoffeeDay

Follow

Have you been [#FuelledByStorm](#) yet?



8:16 AM - 21 Nov 2017

98 Retweets 119 Likes



**#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

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 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





## Retail - Coffee Day Global (CDGL)

## Logistics - SICAL

# Tech Parks & SEZs - Tanglin

## Financial Services - Way2Wealth





# Way2Wealth: Highlights

**COFFEE  
DAY**

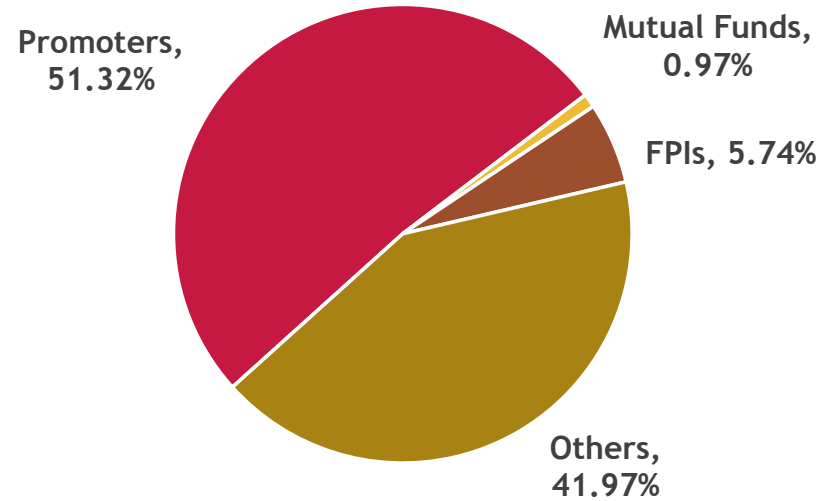
- **W2W** offers a wide range of financial products, advice & services under one roof to retail, institutional & corporate clients
- **Broking Business** - Equity, Commodity, Currency, Insurance and Realty Services
- **Distribution Business** - Various investment products like Mutual Funds, Primary Market 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**



# 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

