

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,

17th May, 2018

Regulation 30 of SEBI (LODR) Regulations, 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
M. No.: F5223



COFFEE DAY ENTERPRISES LIMITED



Investor Communication: Quarter ended 31 March 2018

Attachment: Investor Presentation

This investor update covers the Company's performance for the quarter and financial year ended March 31, 2018.

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 and year ended March 2018. The consolidated numbers of CDEL for Q4FY18 are as follows:

- Gross Revenues of Rs 12,970 million, a growth of 26% YoY;
- EBITDA of Rs 2,134 million, a growth of 16% YoY; and
- PAT of Rs 252 million, a growth of 95% YoY

For FY 2017-18, on a consolidated basis, CDEL posted:

- Gross Revenues of Rs 43,305 million, a growth of 22% YoY;
- EBITDA of Rs 8,253 million, a growth of 21% YoY*; and
- PAT of Rs 1,063 million, a growth of 127% YoY*

** The reported EBITDA and PAT for FY 2017-18, 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.*

Our robust performance for FY2017-18 is testimony to relentless efforts of each of our major businesses, borne out of their commitment towards delivering strong operating level performance.

Our flagship Coffee business, CDGL, has once again posted a healthy growth in Q4FY18, with:

- Retail Coffee gross revenues at Rs 4,005 million, up 7% YoY
- Retail EBITDA of Rs 748 million, up 8% YoY and
- Profit after Tax of Rs 81 million, up by 18% YoY

For the year ended FY2017-18, our Retail Coffee gross revenues are up 12% to Rs. 15,907 million and Retail EBITDA is at Rs. 2,906 million, up 14% YoY.

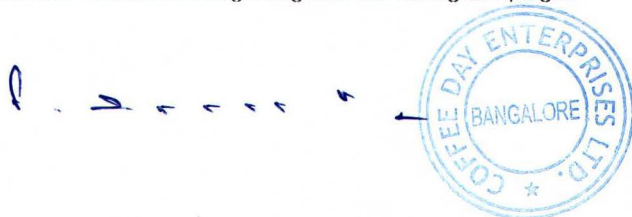
As at March 2018 end, our Café network stands at 1,722 spread across 245 cities in India. We added a gross of 43 cafes during Q4FY18 and 135 cafes during FY18. We are also happy to report that for Q4FY18, our ASPD grew to Rs 15,635 (4.9% growth vs. Q4FY17) and our SSG growth came in at 8.2%. This quarter has been the 25th consecutive quarter of positive SSSG for us. The % of café transactions through digital stands at above 46% during Q4FY18.

The mobile app downloads have crossed 4.4 million as at March 2018. We continue to invest in digital strategies to enhance our engagement experience with the new age millennials.

Our leadership in the Vending Machine segment continues with another strong year of performance – total vending machine installations as at March 2018 stood at almost 47,750 machines, having added a gross of over 2,400 machines during Q4FY18 and almost 8,000 during FY18.

During the quarter gone by, some of our key initiatives included:

- Strengthening the Round-the-clock-menu offerings at our cafes and expanding the reach thereof
- Offering consistent value proposition and
- Building deeper consumer connect through targeted marketing campaigns



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Our subsidiary, Sical Logistics, secured two multi-year contracts with significant contract value resulting in a strong order book. For Q4FY18, Sical reported revenue of almost Rs 4,200 million up 40% YoY, while EBITDA came in at Rs 490 million.

At our IT Park, our let-out office space portfolio of 3.46 million sq. ft. as at March 2018 yielded steady rental income of Rs. 410 million for the quarter gone by.

We are happy to end the year on a high note. Our performance in FY 2018 has significantly strengthened our conviction in our ability to pursue the growth trajectory we have charted for ourselves. As always, we reiterate our commitment towards delivering consistent results and enhancing shareholders' value.

Sincerely,



V G Siddhartha
Chairman & Managing Director



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Investor Presentation
Q4FY18 (Jan-Mar 2018)



- *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*



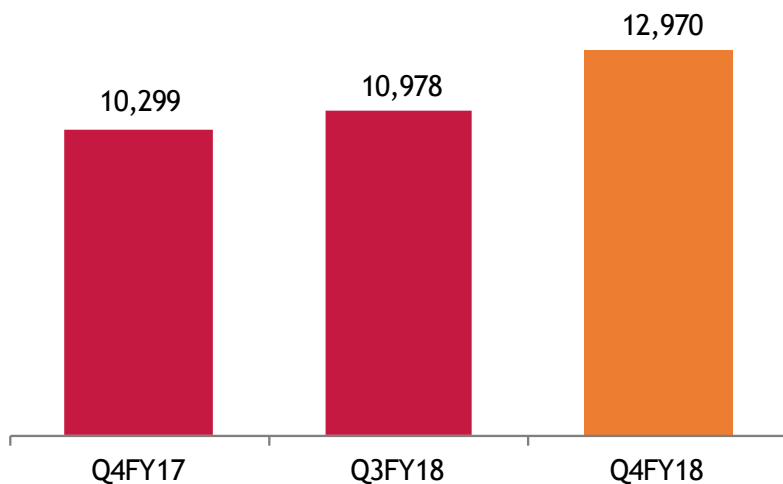
CDEL: Q4FY18 Results Highlights

- Gross Op. Revenues at Rs. 12,970 million; 26% YoY ↑
- EBITDA at Rs. 2,134 million; 16% YoY ↑
- Net Profit After Tax at Rs. 252 million; 95% YoY ↑

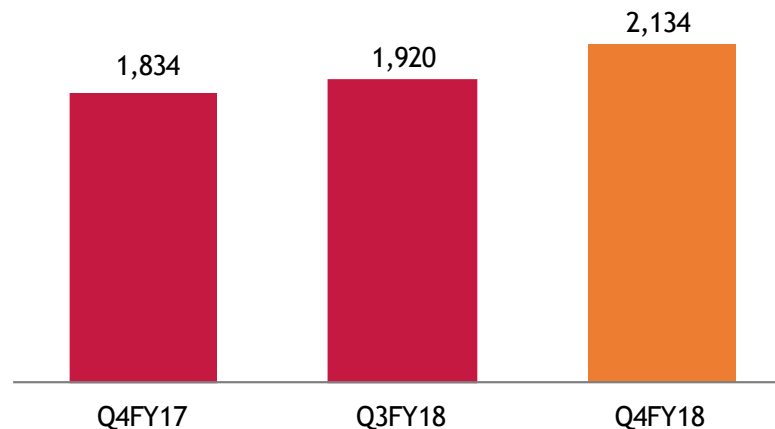


CDEL: Q4FY18 Financial Performance

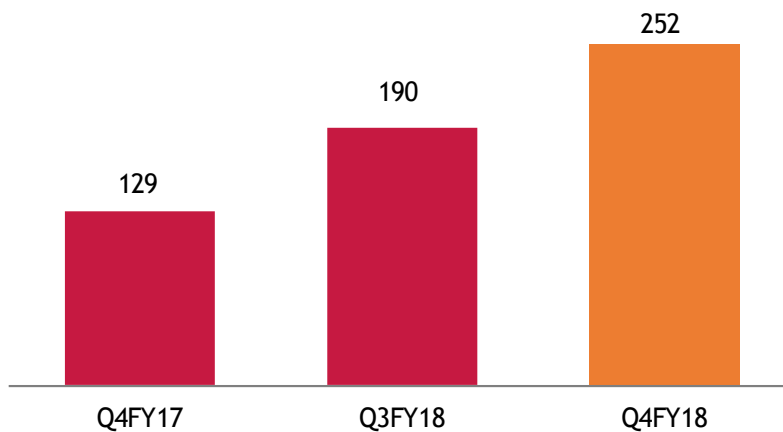
Gross Revenues (Rs mn)



EBITDA (Rs mn)

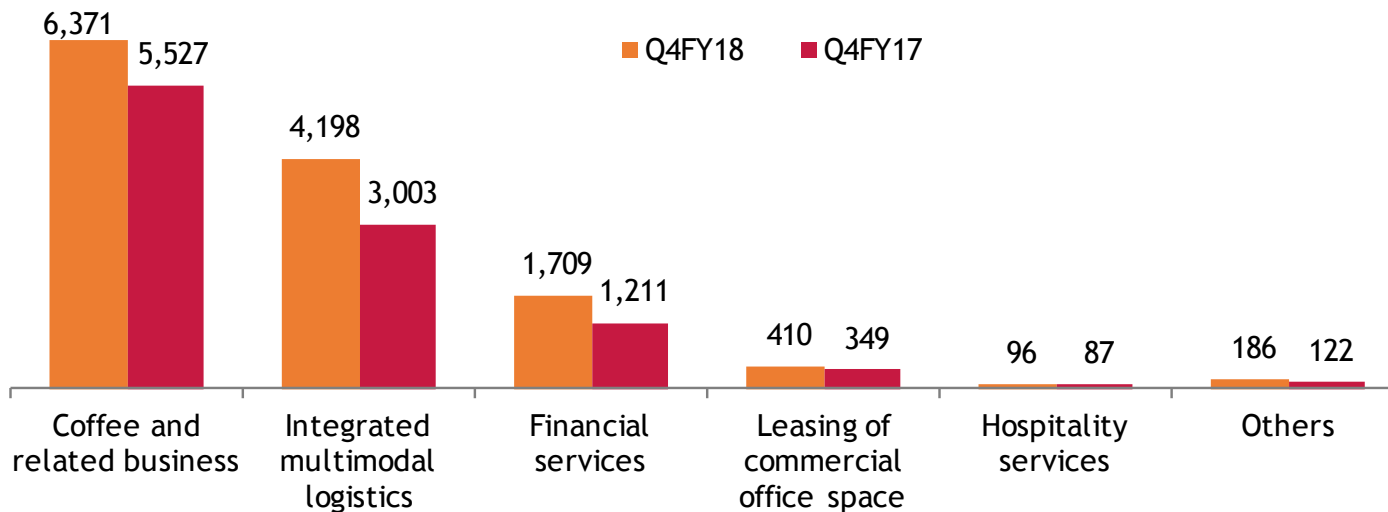


Net Profit After Tax (Rs mn)

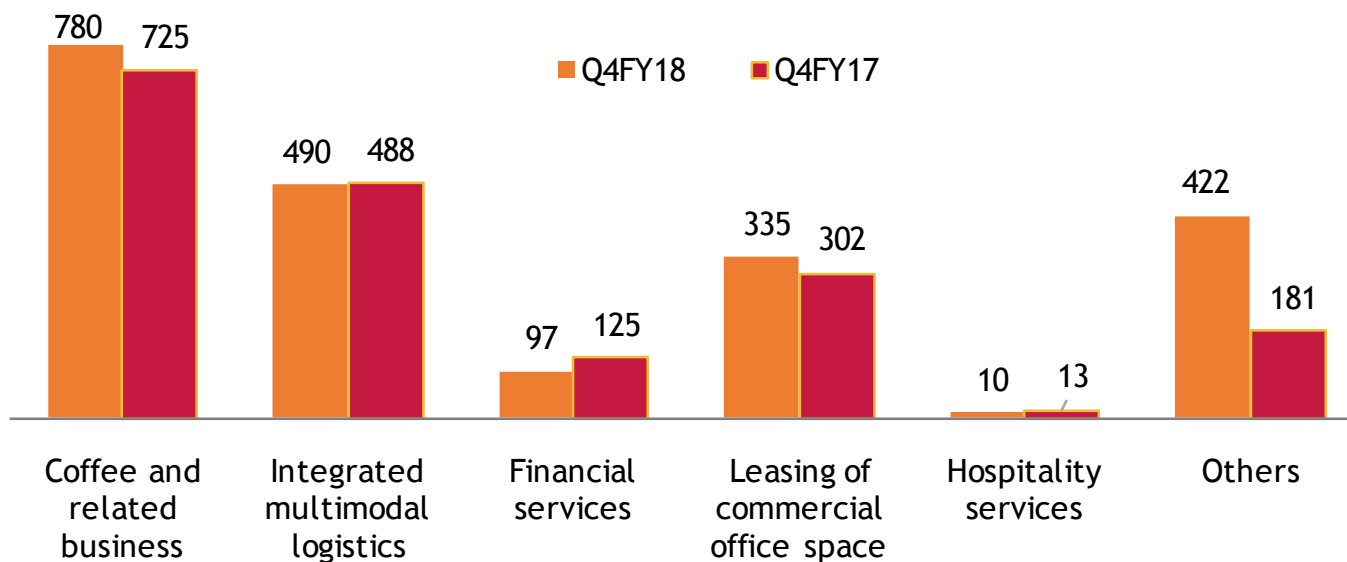




CDEL Segment Results: Q4FY18 vs. Q4FY17



Gross Revenues (Rs mn)



EBITDA (Rs mn)



CDEL: FY18 Highlights

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- Gross Op. Revenues at Rs. 43,305 million; 22% YoY ↑
- EBITDA at Rs. 8,253 million; 21% YoY* ↑
- Net Profit After Tax at Rs. 1,063 million; 127% 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: Q4FY18 Highlights

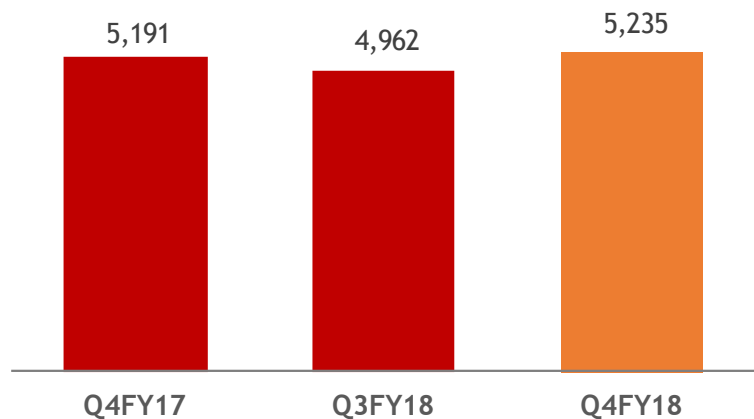
- Gross Op. Revenue at Rs. 5,235 million
- Retail Gross Revenue at Rs. 4,005 million; 7% YoY ↑
- EBITDA at Rs. 781 million; 8% YoY ↑
- Retail EBITDA at Rs. 748 million; 8% YoY ↑
- Net Profit After Tax at Rs. 81 million; 18% YoY ↑



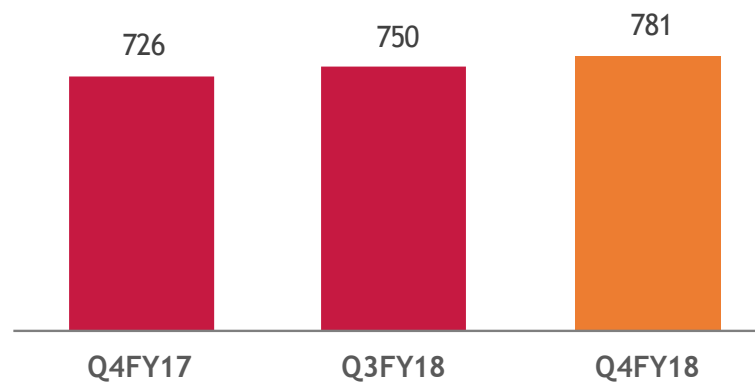
CDGL Financial Performance: Q4FY18

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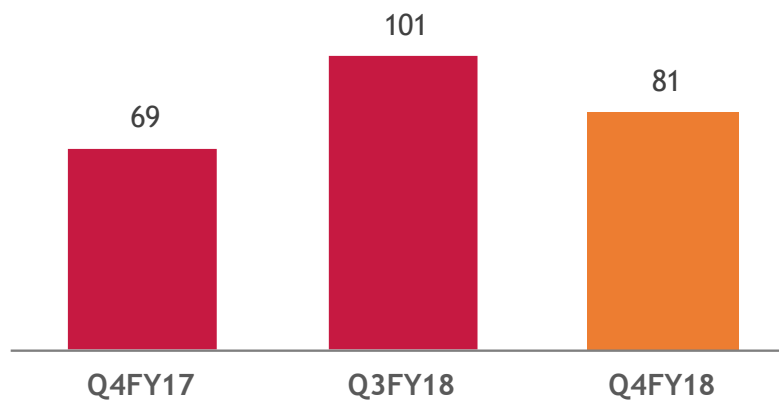
Gross Operational Revenue (Rs mn)



EBITDA (Rs mn)



PAT (Rs mn)

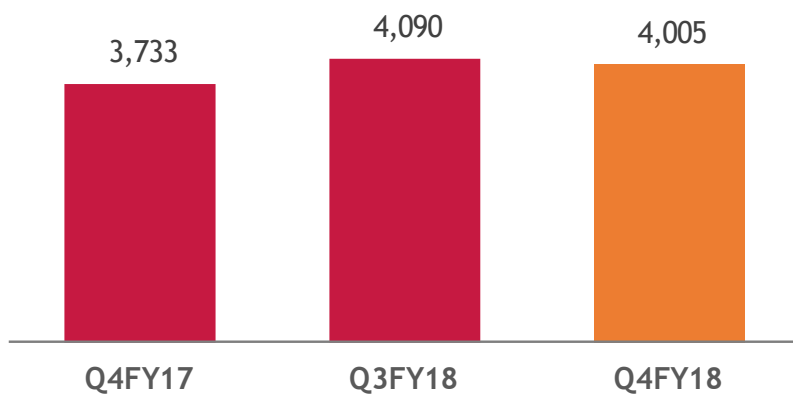




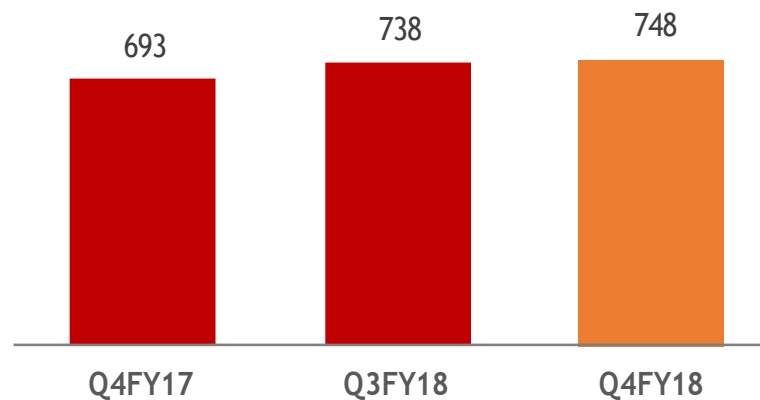
CDGL Retail Metrics: Q4FY18

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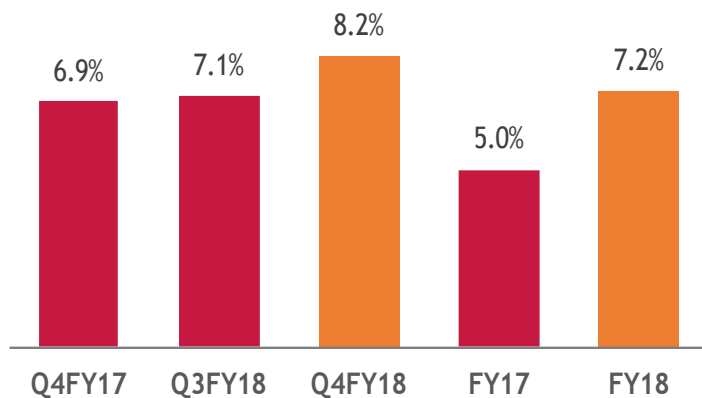
Retail Gross Revenues (Rs mn)



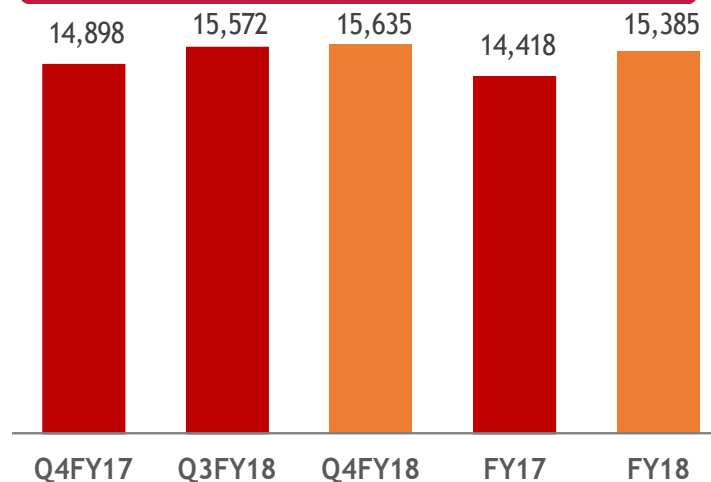
Retail EBITDA (Rs mn)



Same Store Sales Growth (SSSG) %



Average Sales Per Day (ASPD) - Rs





CDGL: FY18 Highlights

- Gross Op. Revenue at Rs. 20,161 million; 14% YoY ↑
- Retail Gross Revenue at Rs. 15,907 million; 12% YoY ↑
- EBITDA at Rs. 2,980 million; 14% YoY ↑
- Retail EBITDA at Rs. 2,906 million; 14% YoY ↑
- Net Profit After Tax at Rs. 370 million; 40% YoY ↑



CDGL: Strengthening the “Core”

- 1 Strengthened the “Value Proposition” with special offer on newly launched Milkshakes to build trials and repeats
- 2 F&B Refresh continued...with revamped desserts and Round the clock Menu - adding to the range offered
- 3 Deeper consumer bonding with innovative initiatives on special days to strengthen our connect as “most preferred hangout”



Chill Shakes: Delicious Drinks with Great Offer

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New Category:
Milkshakes

Buy One Get
One Free!

Great Value =>
Extra Walk ins





Chill Shakes: Sharp & Innovative Media Approach

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▪ Larger city focus vs Top metros

- Expanded focus to 46 cities/towns vs. 3 earlier
- Reach larger consumer base across larger café network

▪ Multiple media surround

- Radio
- Print
- Digital
- LSM



▪ Impact to build awareness

- Print
- Influencers
- Page takeovers
- FB reach

▪ Shift to Digital from Outdoors





Launched Multi-pronged Digital Strategy...

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HOME PAGE TAKEOVER

Quick Awareness



Network 18 websites

INFLUENCER ENGAGEMENT

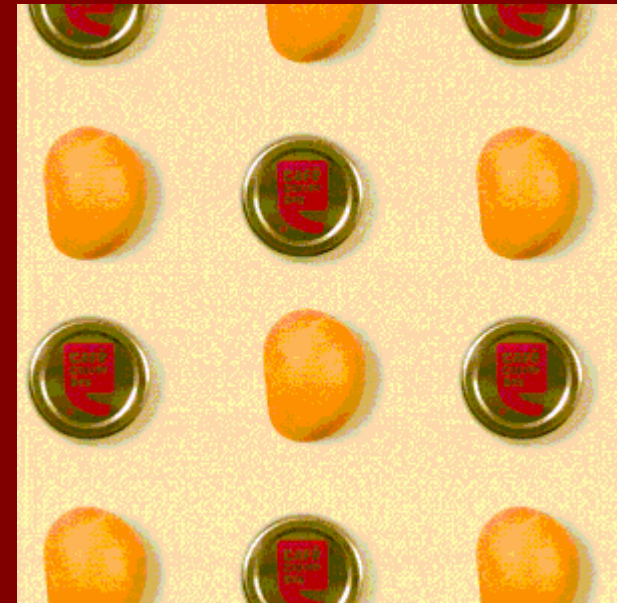
Buzz creation



1500+ influencers
20,000 tweets
154 M impressions

INNOVATION

Engagement



Cinemagraphs on
Twitter, Facebook, Instagram



....Effective Campaign generating Desired Results

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**Chill shakes communication reached
69 Million People**

**Chill shakes ads were seen
370 Million Times**

**8 Lakh Visits
to Store Locator page on website**

**9 Million Video Views
on Facebook & YouTube**

**20,000 Tweets
in 3 days**



Round-the-Clock Menu: Expanded to 215 Cafes

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- Our new menu has been rolled out across 215 cafes in 7 cities





Our new Dessert Range

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- Complete refresh of Dessert Range - irresistible mix of classic, innovative and trending options
 - Raspberry Dome
 - Cocoa Eclairs
 - Crackling Brownie
 - Fruit Trifle Cup
 - Mocha Butterscotch Cup
 - Cakes: Pineapple Delight and Black Forrest

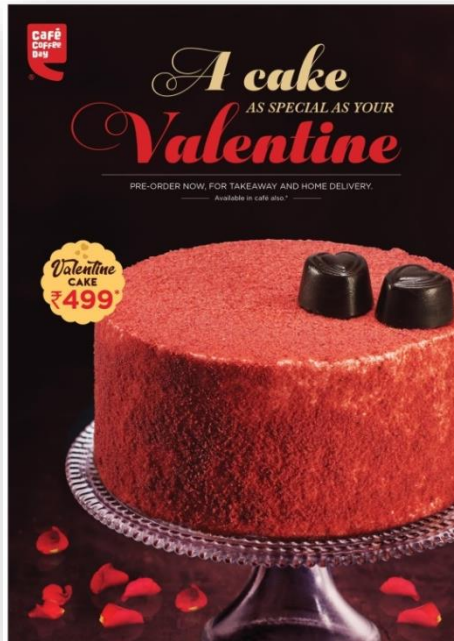




CCD: Coolest Hangout for Valentine's Day

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Valentine' Day - Special Cake for Valentine's Day, engagement through unique latte art for all hot beverages was a Big Hit



#BrewedWithLove

Fans were asked to name moments from their lives that were brewed over coffee and we converted them into cheerful animations.



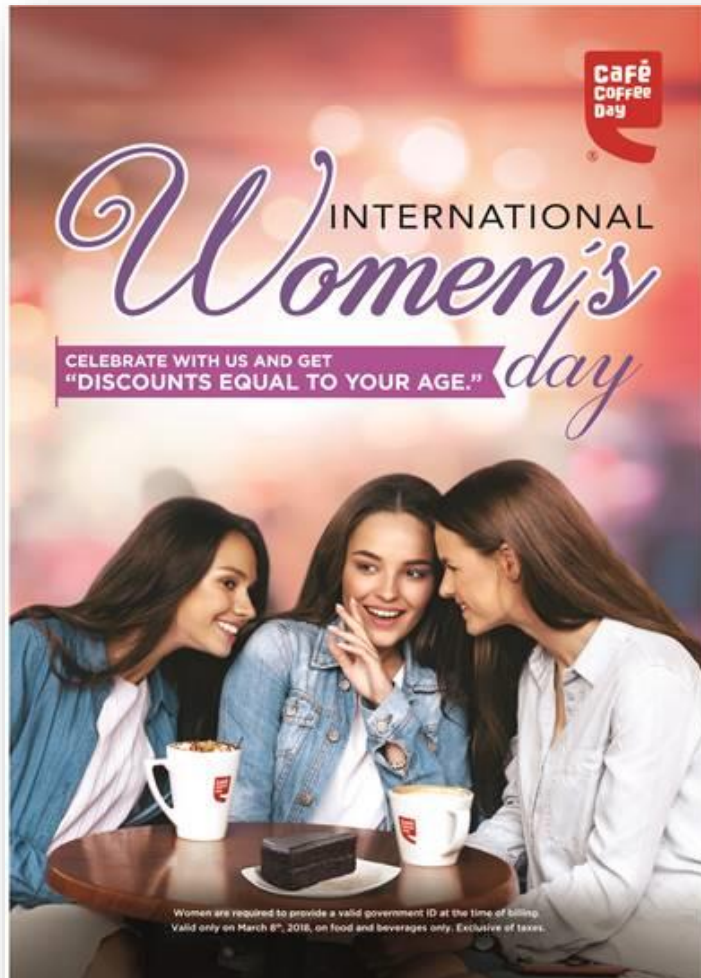
3.2 Million people reached



CCD: Women's Day Engagement

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Women's Day Innovative offer- First time ever engagement with women of all ages where they get a discount equivalent to their age on all beverages



#CCDBehindTheBrew

1.9 Million People Reached



DIVYA SHRIDHAR

IT senior manager & CCD's first woman employee



ABHIRAMI

Coffee trainer & Eklatya Championship Winner



POONAM

Coffee trainer & Women Stars
Brewing Skills Champion



SHRUTHI

Cafe manager, coffee lover



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.
- Additional 7.5 lakh sq. ft. completed and will be occupied in phases in the upcoming quarters
- Construction for additional 7.5 lakh sq. ft. is in progress



CDEL Group Highlights

Retail - Coffee Day Global (CDGL)

Logistics - SICAL

Tech Parks & SEZs - Tanglin

Financial Services - Way2Wealth





Way2Wealth: Highlights

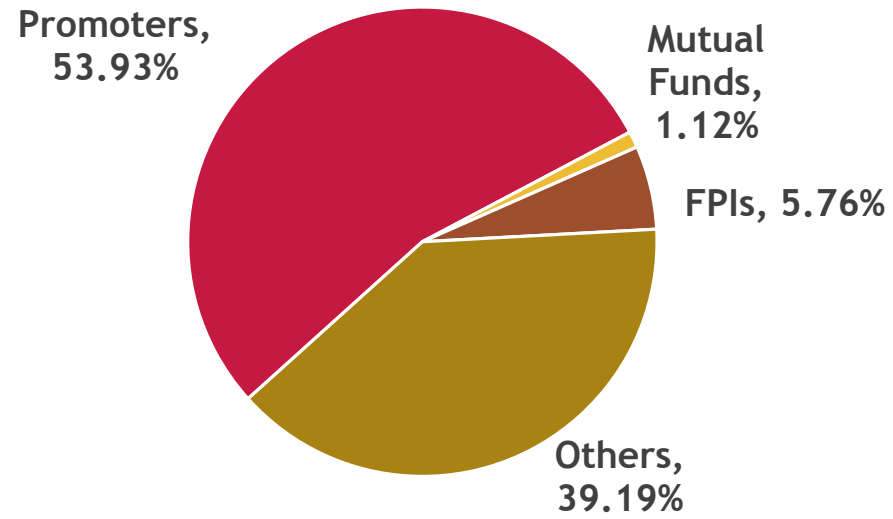
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- **W2W** offers a wide range of financial products, advice & services under one roof to retail, institutional & corporate clients
- **Broking Business** - Equity, Commodity, Currency, Insurance and Realty Services
- **Distribution Business** - Various 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: March 31, 2018

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Investor Contact

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