



## CCL PRODUCTS (INDIA) LIMITED

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TEL : +91 - 40 - 23732455 FAX : +91 - 40 - 23732499  
E-mail : info@cclproducts.com Website : www.cclproducts.com

14<sup>th</sup> March, 2019

To

The Corporate Relations Department  
Bombay Stock Exchange  
Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai - 400 001  
Fax No.: 022-22723121/3719

**Sub:** Regulation 30: Intimation of Schedule of Institutional Investors meetings  
Presentation to be used during meetings

**Ref:** Company Code - 519600

Dear Sir,

Pursuant to Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, this is to inform you that meetings with the Institutional Investors of the Company as arranged by Antique Stock Broking Ltd are scheduled between 15<sup>th</sup> March, 2019 to 19<sup>th</sup> March, 2019 in Hong Kong and Singapore.

We are attaching the copy of the presentation which will be used during the meetings with the Institutional Investors.

The schedule of meetings and presentation is also uploaded on the Company's website [www.cclproducts.com](http://www.cclproducts.com).

This is for your information and necessary records.

Regards

For **CCL Products (India) Limited**

Sridevi Dasari  
Company Secretary & Compliance Officer

Encl: as above



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CCL PRODUCTS (INDIA) LIMITED



World's largest private label manufacturer with a capacity of 35000 tonnes of instant coffee and 50000 tonnes of coffee products....





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Three white ceramic cups filled with a golden-brown coffee beverage, each with a white handle, arranged in a horizontal row. The coffee has a frothy, textured surface. The cups are set against a dark brown, wood-grain background.

Cups of **Continental Coffee** Are Consumed  
Every Sec Across The Globe

We Create Coffee

**As You Like It**



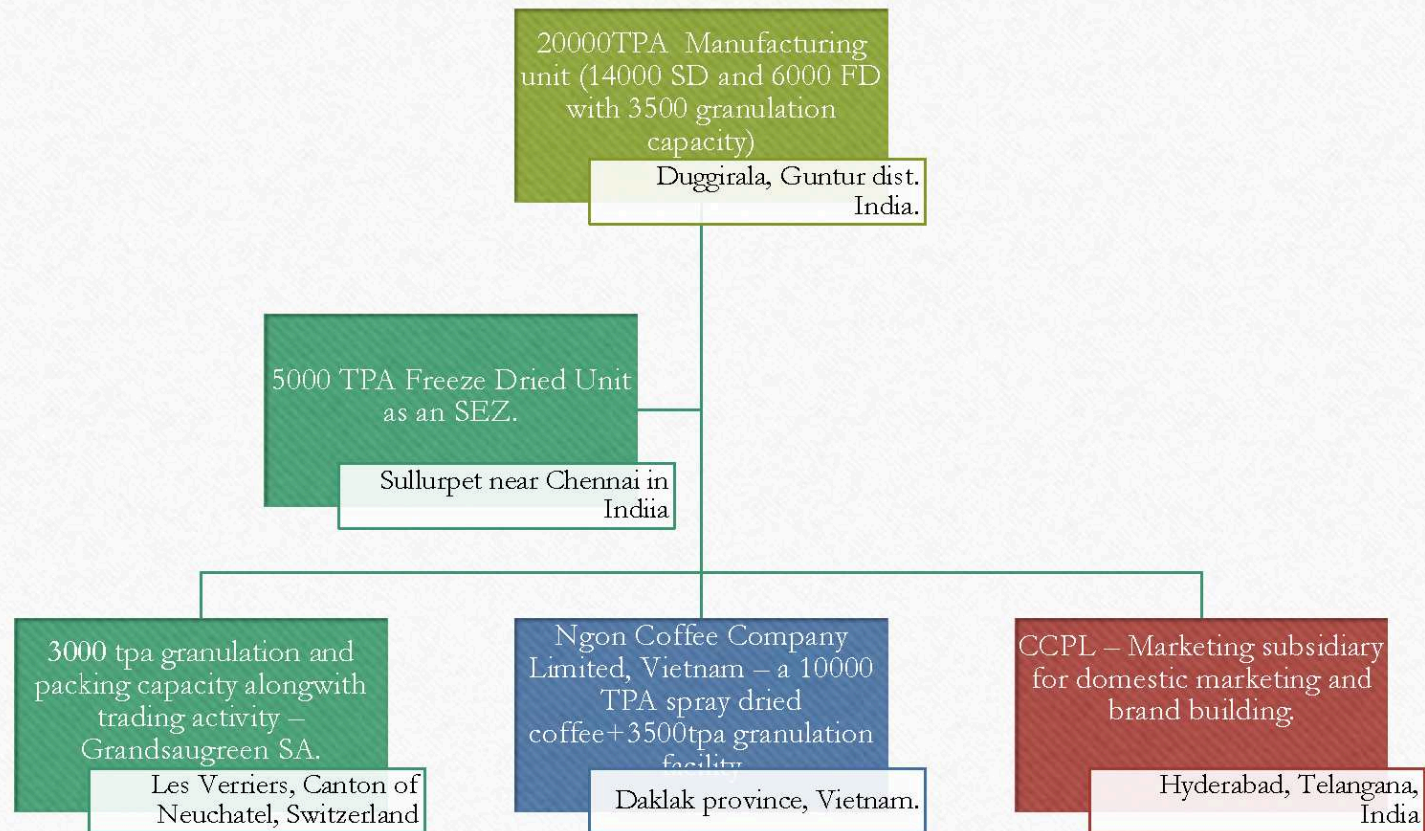




EXPORTS TO OVER  
**90 COUNTRIES**



# Group Structure – CCL Products (India) Limited





## CCL Products (India) Limited Duggirala, Andhra Pradesh.

- CCL Duggirala Plant – commenced operations with initial capacity of 3,600TPA of Spray Dried Instant Coffee.
- Current capacity of 14,000 Spray Dried, 6,000 Freeze Dried and about 15,000 tonnes of 3 in 1 Premix blending.





CCL Products (India) Limited  
Unit II – SEZ  
Sullurpeta, Andhra Pradesh.

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- A 5,000 ton capacity Freeze Dried Coffee manufacturing facility.
- Infrastructure for doubling the capacity.
- Commencing commercial operations from April, 2019.
- A \$50 mio project funded by Citi Bank to the extent of \$ 25 Mio and balance from internal resources.





## Ngon Coffee Company Limited, Dak Lak Province, Vietnam

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- A 10,000 tonne spray dried coffee plant commenced operations in 2012.
- Infrastructure already in place for doubling the capacity.
- Technologically advanced plant with lower and indirect thermal application resulting in better product quality.
- Special equipment for aroma recovery and other quality enhancements.
- Granulation capacity of 5,000 TPA





# Vietnam advantages

## Access to raw materials

- Vietnam is one of the largest producers of Robusta coffee and hence, there is assured supply of raw materials

## Tax breaks

- NCL had tax break (0 % tax) for five years and 50% applicable tax for the next 9 years.

## Strategically located facilities

- Since the plant is located in Vietnam's Daklak province which is stated as "Robusta Capital of the world", perennial availability, low inventory requirements and lower logistics costs are enabled.

## Market proximity

- Some critical markets such as China, Japan, Korea etc are in close proximity to Vietnam.

## MFN status in ASEAN

- Vietnam enjoys MFN status in ASEAN countries with "NIL" or reduced duty structure.



## Grandsaugreen SA Les Verriers, Canton of Neuchatel, Switzerland.

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- A Granulation and packing facility amidst Europe for proximate service.
- A Bonded warehouse for distribution to Europe without additional tax/duties.
- A trading desk for marketing of group products.





# PRODUCT PROFILE

(One stop solution for all coffee products)

## Instant coffee

- Spray dried coffee, Granulated Coffee, Freeze Dried Coffee.
- Decaffeinated coffee, Fair trade and other certified coffees.
- Chicory blended instant coffee, Flavoured Coffee, Speciality Coffee etc.
- All Products in both Retail packs and in bulk packs.

## Others and RTDs

- R&G coffee with chicory blends (Malgudi brand in domestic).
- Roasted Beans.
- Premixes – 3 in 1, 2 in 1
- Premix Tea
- All Products in 1 gram sachets to 1 kg retail packs and in 25 kg bulk quantities.

## In the offing

- Premium products both in liquid and Freeze Dried forms.



# Resilient Business Model

## Expertise in creating right blends

- CCL has aced the process of creating blends to suit client requirements. It can manufacture over 200 blends of coffee.

## Long-standing relationships

- Over the years, CCL's has developed strong relationships with clients; there has hardly been a churn in its top clients during the last several years. Brands cannot easily shift the sourcing.

## Economic of scale

- Being one of the largest instant coffee producers in the world, CCL enjoys cost and efficiency advantages.

## Technology

- Imported technology and high level of technology absorption ensures CCL can manufacture high quality coffee even with low grades of green coffee.

## Resilient margins

- CCL follows the standard process of procuring raw material only after it receives order; hence, its margins (EBITDA/kg) remains stable. Predictable operations.



# Risk perceptions

## Commodity risk

- Avoided by having both sale and purchase contracts on a back to back basis at fixed prices.

## Currency risk

- Entire coffee trade is USD denominated – hence natural hedge mechanism works.
- Have a few rupee sales for covering rupee expenditures.

## Business and Receivables.

- Most of the business is repetitive and through established clientele only. There are no bad debts in the history of the company (but for a small amount once).



# What differentiates us.....

## Technology

- Technology absorption at highest level
- Green field projects at very optimum capex.
- Cost effective manufacturing.
- Process improvements and better efficiencies.

## R&D

- Continuous development of products suitable for the geographical areas.
- Help develop new products for the customers.
- Cost effective material substitution.
- Continuous process and product optimization.

## Marketing

- Strength of strong marketing setup with a collective experience of more than 200 years with prime collaborators in UK and US.
- Totally customer driven. Wide range of blends and products.
- Established name as Quality and Quantity supplier.
- Wide market access – exporting to around 90 countries.
- Sell first and produce policy whereby no unsold inventory.



## CERTIFICATIONS

- BRC Version 7 Certified
  - IFS Certified
  - Kosher Certified
  - Halal Certified
  - Fairtrade Certified
  - Organic Certified
  - Rainforest Certified
  - SA 8000 Certified
  - ICS Compliant
  - UTZ Certified
- (Dual and Triple Certified Coffees can be produced as well)





## Continental Coffee Private Limited

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- A 100% subsidiary for domestic marketing and brand building activity.
- Started operations in 2015.
- Presence in B2C segment in Indian Market.
- Introduced products like Continental Xtra, Malgudi R&G, THIS premix etc.
- Fast growing coffee brand across India.





## Roast and Ground Coffee

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Continental Malgudi is sourced from the finest varieties of Arabica and Robusta beans and processed under strict quality standards. The product is specially packed in freshness seal packs to preserve the aroma of the coffee. It is available in 50gm, 100gm, 200gm, 500gm and 1kg packs.





## Instant Coffee brands for the domestic market.

- Continental Xtra is a blend of Coffee (70%) and Chicory (30%) processed to perfection.
- Continental Speciale is a 100% pure spray dried coffee which gives an authentic taste of coffee in every sip.
- Continental Premium is 100% pure Freeze Dried Coffee exclusively made for coffee connoisseurs.





## Premix brand for domestic market.

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Continental THIS is a range of delicious premix products. It is available in single serve sachets for convenience. The product is best suited for on the consumption and it is easy and quick to prepare.



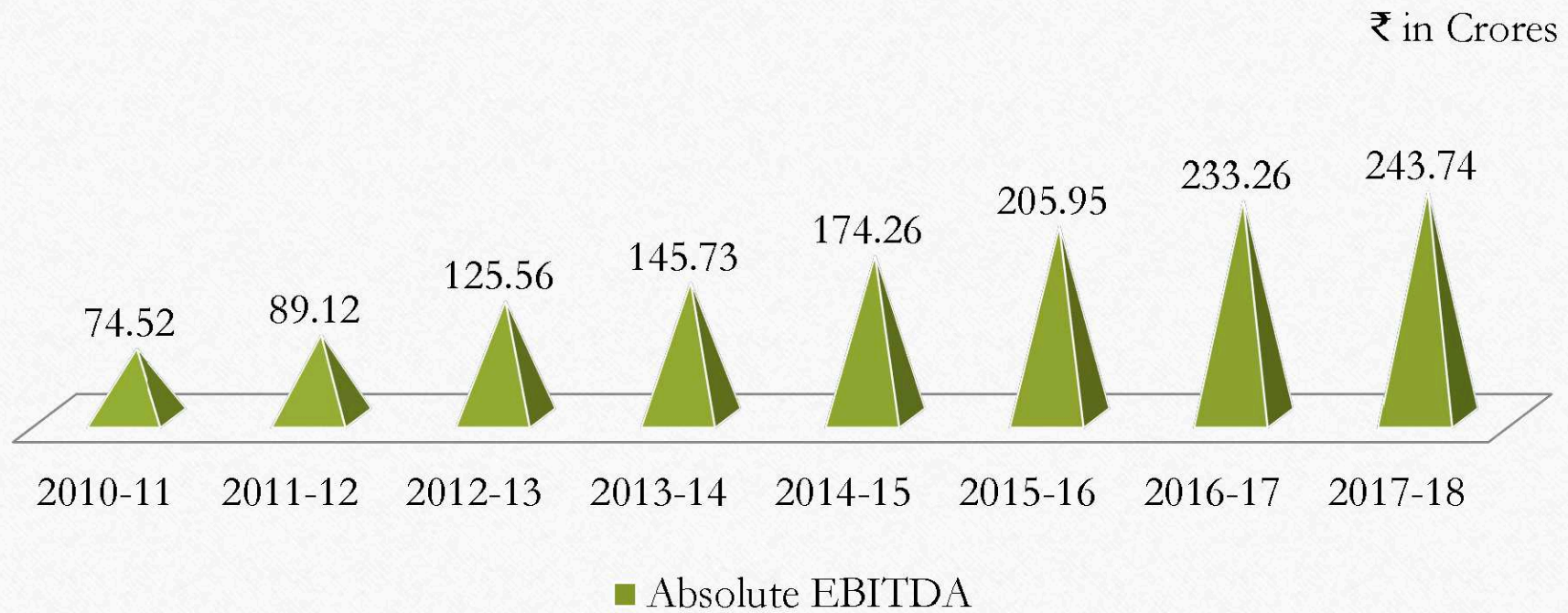


# Turnover - consolidated



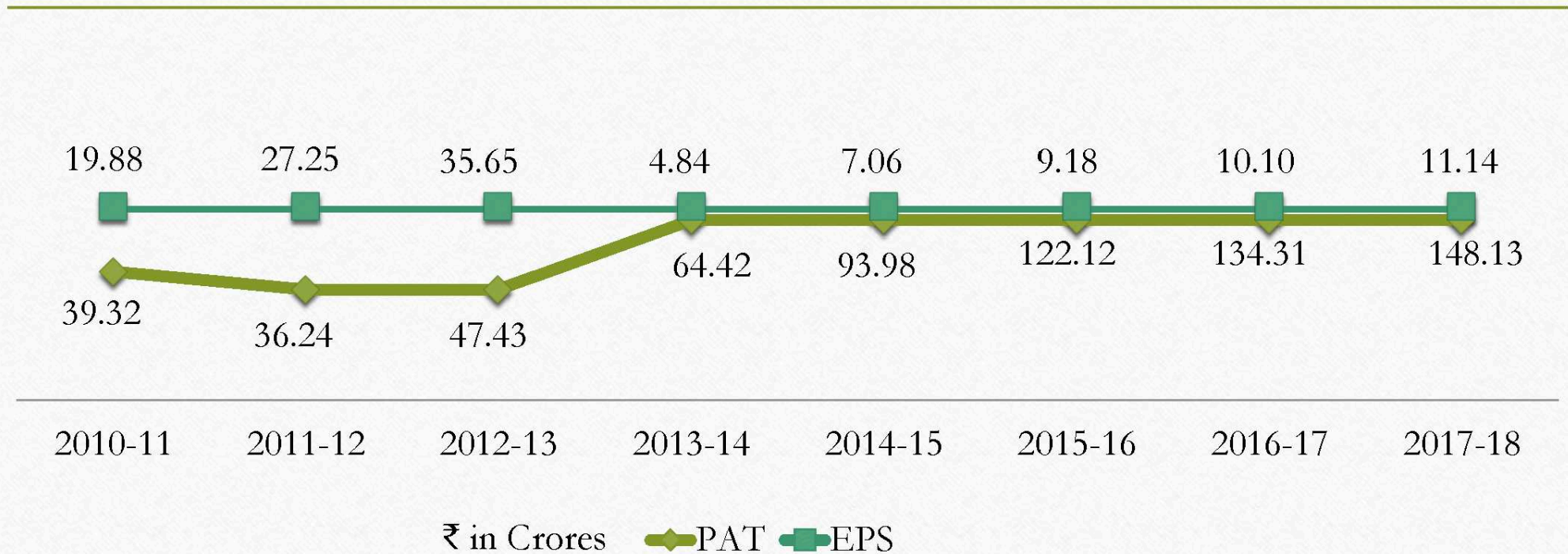


# EBITDA - Consolidated





# PAT / EPS (consolidated)





# Road ahead.....

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- Speciality coffees – Niche products
- Volume increase – additional manufacturing capacities.
- Brand building in domestic market.
- Increase product profile in domestic market.
- Brand building in the feasible countries where there are no bulk volumes.
- Value addition by offering retail packing.
- Backward integration in products like NDC and other products with synergy.



THANK YOU

We promise to serve  
better and better.....

