

SEC: SB: 31352

15 November, 2018

Manager (Listing)  
National Stock Exchange of India Limited  
Exchange Plaza, 5<sup>th</sup> Floor, Plot No. C/1,  
G- Block, Bandra – Kurla Complex,  
Bandra (East),  
**Mumbai – 400 051**

The Secretary  
Bombay Stock Exchange Limited  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
**Mumbai – 400 001**

The Secretary  
The Calcutta Stock Exchange Limited  
7, Lyons Range,  
**Kolkata – 700 001**

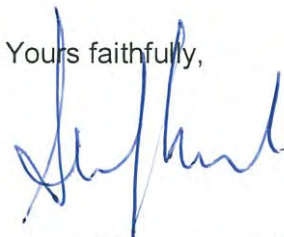
Dear Sir,

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**Investor Presentation**

Further to our letter no. SEC:JC:31280 dated 3 August, 2018, please find enclosed a copy of the presentation to be made by the Company at the Investors' Conference to be held in Gurgaon as per the schedule referred to in our said letter.

Yours faithfully,



**General Manager (Secretarial & Estates)**

Encl:

# CESC Limited

Powering India since 1899

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G R O W I N G  
**LEGACIES**  
I S O U R C U L T U R E .



# RP- Sanjiv Goenka Group

- ❑ RP-Sanjiv Goenka Group is a well known diversified business house in India
- ❑ RP-Sanjiv Goenka Group has interests across diverse business sectors - Power & Natural Resources, Carbon Black, IT & Education, Retail, Media & Entertainment and Infrastructure
- ❑ Power Generation and Distribution contribute a majority of the revenues of RP-SG Group
- ❑ Approx. 45,000 employees and 3,00,000 shareholders
- ❑ Sanjiv Goenka is the principal shareholder of the RP-Sanjiv Goenka Group together with other Group companies



**RP - Sanjiv Goenka  
Group**

Growing Legacies

Major Companies	Businesses
CESC	Fully Integrated Private Power Utility
Phillips Carbon Black	Largest Carbon Black Manufacturer
Spencer`s Retail	3 <sup>rd</sup> Largest Hypermarket Retailer
Firstsource Solutions	Top 3 Pure Play BPO Player
Saregama India	Biggest Collection of Indian Music
Harrisons Malayalam	Tea and Rubber Plantations

- ❑ The Board of Directors of CESC has approved a business restructuring scheme in their meeting held on 18<sup>th</sup> May 2017 and the Company also submitted the scheme with the Stock Exchanges on 21<sup>st</sup> July 2017
- ❑ The business restructuring Scheme aims to simplify the present corporate structure. The objective is to focus on the individual businesses to enhance efficiencies, accelerate growth, facilitate access to capital and, most importantly, unlock shareholders' value. Key features of the Scheme are as follows:
  - The Scheme provides for demerger of certain existing businesses. This will lead to four entities focusing on generation, distribution, organized retail and other ventures.
  - CESC and the three resultant entities will be listed on the Stock Exchanges. Shareholding of resulting entity will mirror that of CESC.
  - The proposed share allotment reflects CESC's efforts to reward its shareholders for their trust in the Company.
  - The Scheme will be subject to customary statutory/regulatory approvals.
- ❑ Appointed date of the Scheme : 1 October, 2017
- ❑ NCLT vide its order dated 28 March, 2018 has approved the said restructuring scheme subject to further approval from the concerned regulatory authority for PPA between the Generation and Distribution company.
- ❑ **Pending PPA approval, the Board decided on 12 October, 2018 for demerger of IT and Retail Undertakings from the Appointed Date.**

CESC's existing shareholders for every 10 shares held by them as on record date of 31<sup>st</sup> October, 2018 – entitled to additional 6 shares of Retail of Rs 5 each and 2 shares of Rs 10 each in Ventures over and above existing holding

# POWER BUSINESS GENERATION & DISTRIBUTION

# OPERATIONAL FACILITIES -OVERVIEW

## Kolkata Distribution Business

Coal Mining, Power Generation & Distribution

- 1125 MW thermal power plant
- 567 sq km area
- 3.2 mn consumers
- 21,866+ ckt km of network

## Independent Power Plants

600 MW thermal power plant in  
**Chandrapur, Maharashtra**  
(Project cost Rs. 38 billion)

600 MW thermal power plant in  
**Haldia, West Bengal**  
(Project cost Rs. 46 billion)  
*- entire output to CESC*

## Noida Distribution

- 335 sq km area
- Consumer Base-82231
- 25 yrs of operation
- Regulated business

## Renewables

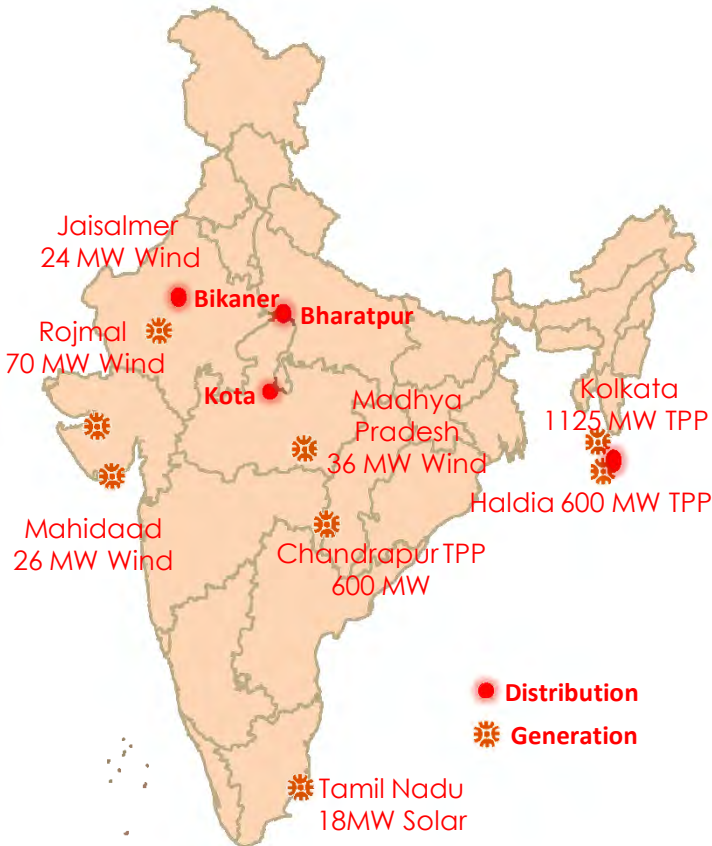
- 24 MW Wind power plant, Rajasthan
- 26 MW Wind power plant, Gujarat
- 18 MW Solar Power Plant in Tamil Nadu –
- 36 MW Wind power plant in Mandasaur, Madhya Pradesh
- 70 MW Wind Power plant in Gujarat

## Distribution Franchisee

Distribution Franchisee  
in 3 cities (Rajasthan)  
**Kota and Bharatpur & Bikaner –**  
*All operational*



## Power Map



Map not to scale

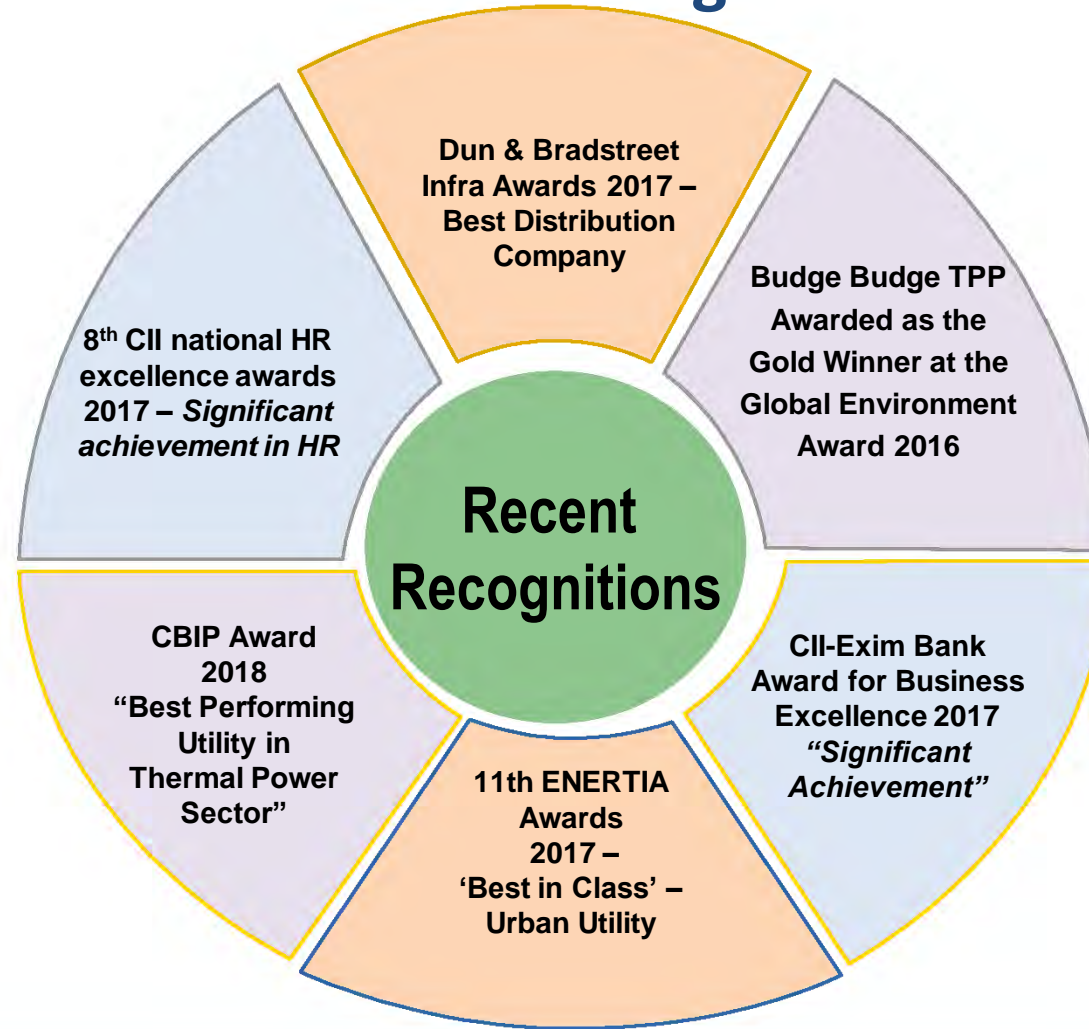
- ❑ India's oldest electricity utility, operating since 1897- **100+ years of experience**
- ❑ Engaged in Coal mining, Generation and Distribution of electricity to city of Kolkata & adjoining areas
- ❑ Almost entire energy requirement met from own / subsidiary's generation, meeting peak demand of 2150+ MW
- ❑ CESC Regulated Business –

### Generation 1125 MW

- **Budge Budge** Generating Station(3x250MW) – amongst top performing power plants in the country
- **Southern** Generating Station(2x67.5MW)
- **Titagarh** Generating Station(4x60MW)

### Distribution -567 sq.km. area, 3.2mn consumers

- ❑ Assured post-tax equity return , efficiency parameters better than regulatory norms
- ❑ Customer centric approach, best in class digital penetration, implementation of State-of-the-art technologies
- ❑ Continuous upgradation of distribution infrastructure to enhance quality, reliability and reduce downtime & overloads
- ❑ Board represented by independent directors and professionals
- ❑ Shares Listed on BSE , NSE and Kolkata. Access to International Equity & Debt market
- ❑ External credit rating Long Term "AA" (high safety) and Short Term "A1+" (highest safety)

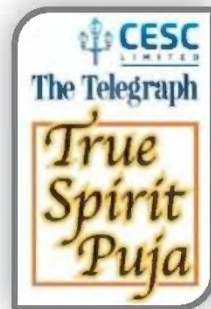


CESC won the ‘Smart Grid Project of the Year’ award at the Asian Power Awards for its programme with Silver Spring Networks

Corporate Headquarter- “CESC House” is the First Heritage Building in India to get a LEED Gold rating from the United States Green Building Council (USGBC) under Existing Building category

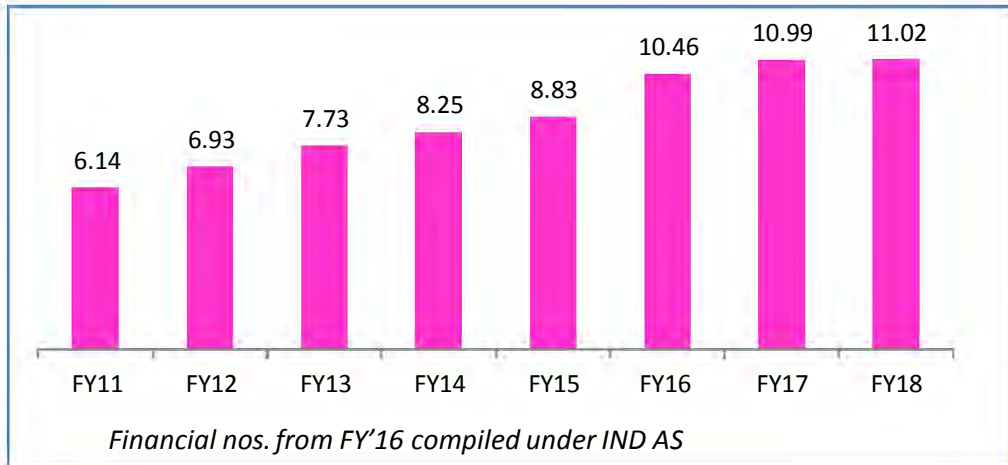
# CESC eSERVICE

Improving Consumer Experience with superior customer service

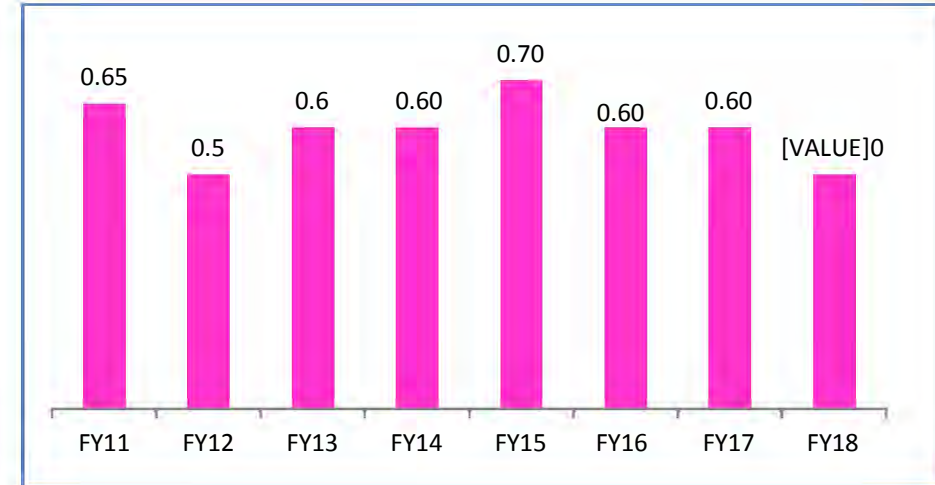




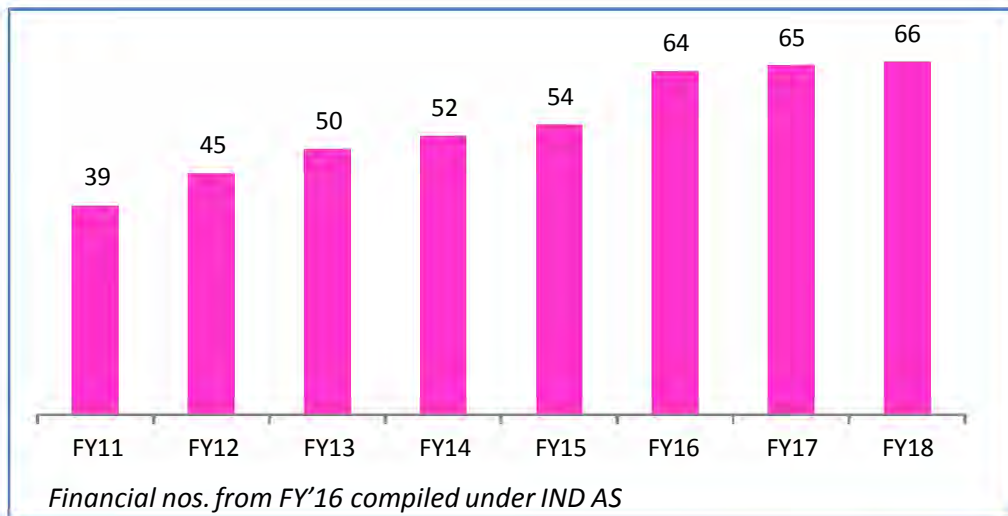
## PBT (Rs. Bn)



## Long Term Debt / Equity Ratio



## EPS (Rs.)



## Dividend History



# 600 MW Haldia Thermal Power Project, West Bengal



- ❑ To meet the growing need of CESC consumers - new 600 MW (2x300) TPP commissioned in Haldia, near Kolkata in 2015
- ❑ Fully regulated project approved by WBERC, entire 600 MW power being supplied to CESC, PPA approved by WBERC
- ❑ Project include 80 kms long 400 kV Transmission line from Haldia to CESC network
- ❑ Project cost of Rs. 46 bn funded at 75:25 debt equity ratio
- ❑ Haldia Energy awarded “Global Environment Award 2016” in Platinum Category, at the 7th World Renewable Energy Technology Congress
- ❑ 100% ash utilization & comprehensive waste management system
- ❑ External credit rating Long Term “A+” (high safety) and Short Term “A1+” (highest safety)
- ❑ During FY`17-18, Haldia TPP achieved a PLF of 86.1%, PAF of 97.8% and supplied 4147 MU to CESC licensed area **Presently featuring amongst top three performing power plants in the country.**

# 600 MW Chandrapur Thermal Power Project, Maharashtra



- ❑ Constructed in Chandrapur, near Nagpur with 2x300 MW configuration, commissioned in 2014
- ❑ Project cost of Rs. 38 bn funded at 75:25 debt equity ratio
- ❑ Fuel Supply Agreement signed with Coal India Ltd
- ❑ BTG supplied by Shanghai Electric, BoP undertaken by Punj Lloyd
- ❑ Fuel Supply Agreement signed with subsidiary of Coal India Ltd in March 2016 – coal movement started
- ❑ Received ISO certification on Quality, Environment & Health Management on 30th Mar'17
- ❑ PPA: 100 MW to TANGEDCO, 187 MW to NPCL (approved by UPERC), 185 MW Short Term PPA
- ❑ PAF: FY17-99.09%, FY18-93.87%
- ❑ DIL is actively participating in bids for power sale



- Started operations in 1993; JV with Greater Noida Industrial Development Authority
- Area: 335 sq.km. (equivalent to Mumbai), 118 villages fully electrified
- Population: 7 lakh No. of consumers: 82,231
- Peak Power Demand: 350 MW
- Units sold: 1668 MU (2018)
- Power Procurement: Dhariwal Infrastructure/ Short Term/ Renewables
- Assured post-tax equity return: 16% approved by UPERC
- T&D Loss: 8% (2018)
- Invested Rs. 1300 crores to build IT enabled Distribution Network of 650MW capacity
- Credit rating: Long Term - “AA-”  
Short Term - “A1+”
- Received Star Performance Improvement Award at ICC 5th “Innovation with Impact Award” for Discoms, 2017





# Distribution Franchisee-Kota, Bharatpur and Bikaner

Particulars	Kota	Bharatpur	Bikaner (10.5 months)
Area (Sq. Km.)	176	50	155
Population (Nos. Lakh)	11.76	2.52	6.44
Consumer Count (Nos. Lakh)	2.28	0.63	1.79
Energy Input (Million Units)	1223	265	645
Units Sold (Million Units)	889	214	509
Sales Mix (%)	Dom. = 48% Comm. = 21% Indus. = 25% Oths. = 6%	Dom. = 42% Comm. = 14% Indus. = 37% Oths. = 8%	Dom. = 44% Comm. = 16% Indus. = 26% Oths. = 14%
T&D Loss (%)	27	19	21
Revenue (INR Crores)	698	167	384
Avg. Billing Rate (INR/Unit)	7.76	7.80	7.54
Peak Load (MW)	220	50	130
DF Handover Date	01-Sep-2016	01-Dec-2016	16-May-2017

- DFA signed for a period of 20 years
- Power Procurement: JVVNL(Kota and Bharatpur), JdVVNL(Bikaner)
- Quickest ever takeover on compliance; operations stabilized in a year
- Current focus on commercial turn around
- Introduction of Power analytics and rolling out of smart meters
- Others in Sales Mix include Agriculture, PSL, and Mixed Load



CESC has formed three wholly owned subsidiaries in Rajasthan - **Kota Electricity Distribution Ltd, Bharatpur Electricity Services Ltd and Bikaner Electricity Supply Limited** for distributing power in these three cities

## Loss Reduction Initiatives

- Defective meters replaced
- Regular billing for consumers
- Accuracy testing on High-end consumer meters
- Working with local authorities to regularize unauthorized drawl of power
- Distribution-wise Transformer Energy Audit

## Network Reliability

- Centralized Command Station
- Diesel Gen Sets on stand-by for area with expected prolonged power failures
- Systematic maintenance of network assets
- Reduce supply outages
- Ensure electrical safety

## Soft value enhancement for customers

- New connection within a day
- Outage calls attended in <1 hour
- Smart metering
- Working hours extension
- Refurbishing of Distribution Transformers and Pillar Box
- Safety training for workmen
- Behavioral training for Customer Care executives

GUMANPURA CHOWK

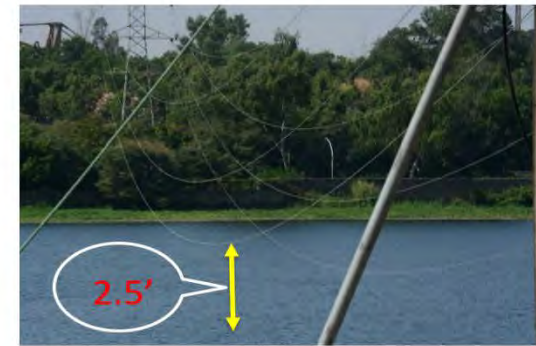


BEFORE



AFTER

DESAGGING OF CHAMBAL RIVER CROSSING OVERHEAD 33KV



BEFORE



AFTER



33kV GSS after Maintenance



Customer Help Desk



New Connection Camps

# Renewables



**Wind Farm Site:  
Rojmal Gujarat.**



**Wind Farm Site :  
Nipaniya, Madhya Pradesh**

	Dangri, Rajasthan -Wind	Mahidad, Gujarat- Wind	Nipaniya, M.P.-Wind	Rojmal, Gujarat	Neeravi, T.N.- Solar	Total
<b>Installed Capacity (MW)</b>	24	26	36	70	18	174
<b>COD</b>	Mar'13	Dec'14	Mar'16	Mar'17	Jan'16	

- One of the best portfolios in terms of tariff and returns
- One of the first IPPs to enter wind sector and amongst the top 10-15 companies



- **Generating Station:** 40 MW AFBC based power plant
- Plant set up at CESC's **Sarisatolli coal mine pit** in West Bengal
- **Power sold to the grid**
- Plant uses **washery rejects, with Carbonaceous Shale as fuel**
- Connected to State Transmission Utility Grid Substation through **14km long**



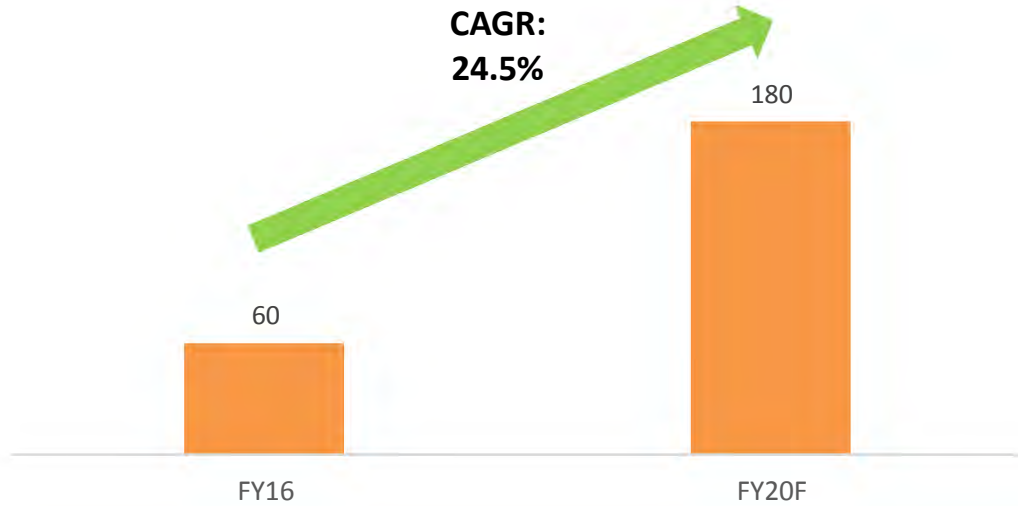
## Transmission System

- **Key Metrics:**
  - Average PLF for FY17-18: 99.67%

# RETAIL

# Future Of Organized Retail

Organized Retail Growth in India(US \$ billion)



FY16	Share of Retail % (FY16)	ORP % (FY16)	ORP % (FY20P)
Food and Grocery	67	3	5
Apparel & Accessories	8	22	33
Jewellery & Watches	8	27	30
CDIT	6	25	32
Home & Living	4	10	12
Pharmacy & Wellness	3	10	12
Footwear	2	40	44
Others	1	12	14

- Organized retail is expected to grow from US \$60 billion in FY16 to US \$180 billion in FY20
- India's Grocery retail segment is the world's most attractive
- With increased urbanization and rising per capita income, the share of organized retail is expected to rise
- Traditional Grocery Sales CAGR(2006-2016): 11%, Organized Grocery Retail Sales CAGR(2006-2016): 19%
- Rising number of Tier-2 and Tier-3 Cities have to enhance the Supermarket Space in the Country

Source: Ministry of Statistics and Programme Implementation, A Report on 'Retail reforms in India' by PwC, TechSci Research

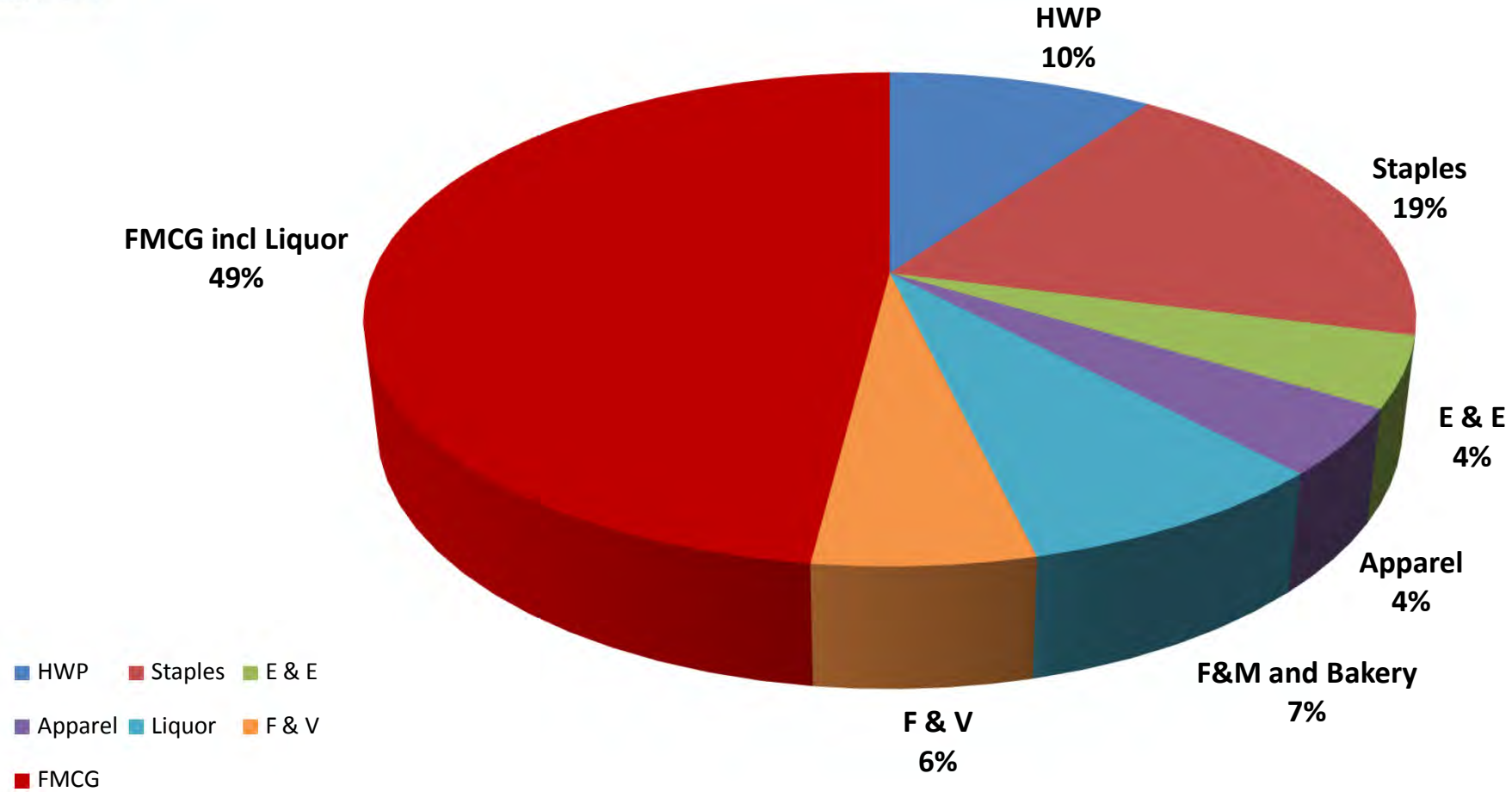
Note: ORP - Organised Retail Penetration 23



- ❑ Rs.2100+ Cr. food-first, Multi-Format Retailer.
- ❑ 137 stores spread over 30+ cities and about 1.2 mn.sft driving more than 4 Cr.+ Footfalls.
- ❑ Private label program across **Food, Fashion, Home** and **General Merchandising**.
- ❑ Planning to roll out around 40 Large Stores over next four years
- ❑ First **Omni Channel of Groceries through online Spencer's store [www.spencers.in](http://www.spencers.in)** in Kolkata, Gurgaon, Noida, Delhi, Hyderabad, Visakhapatnam, Lucknow and Chennai.
- ❑ Launched apparel brand "**2Bme**", a range of apparels for men, women & Kids
- ❑ Spencer's Retail has been awarded the **Most Admired Retailer Of The Year: Customer Relations, 2018**.



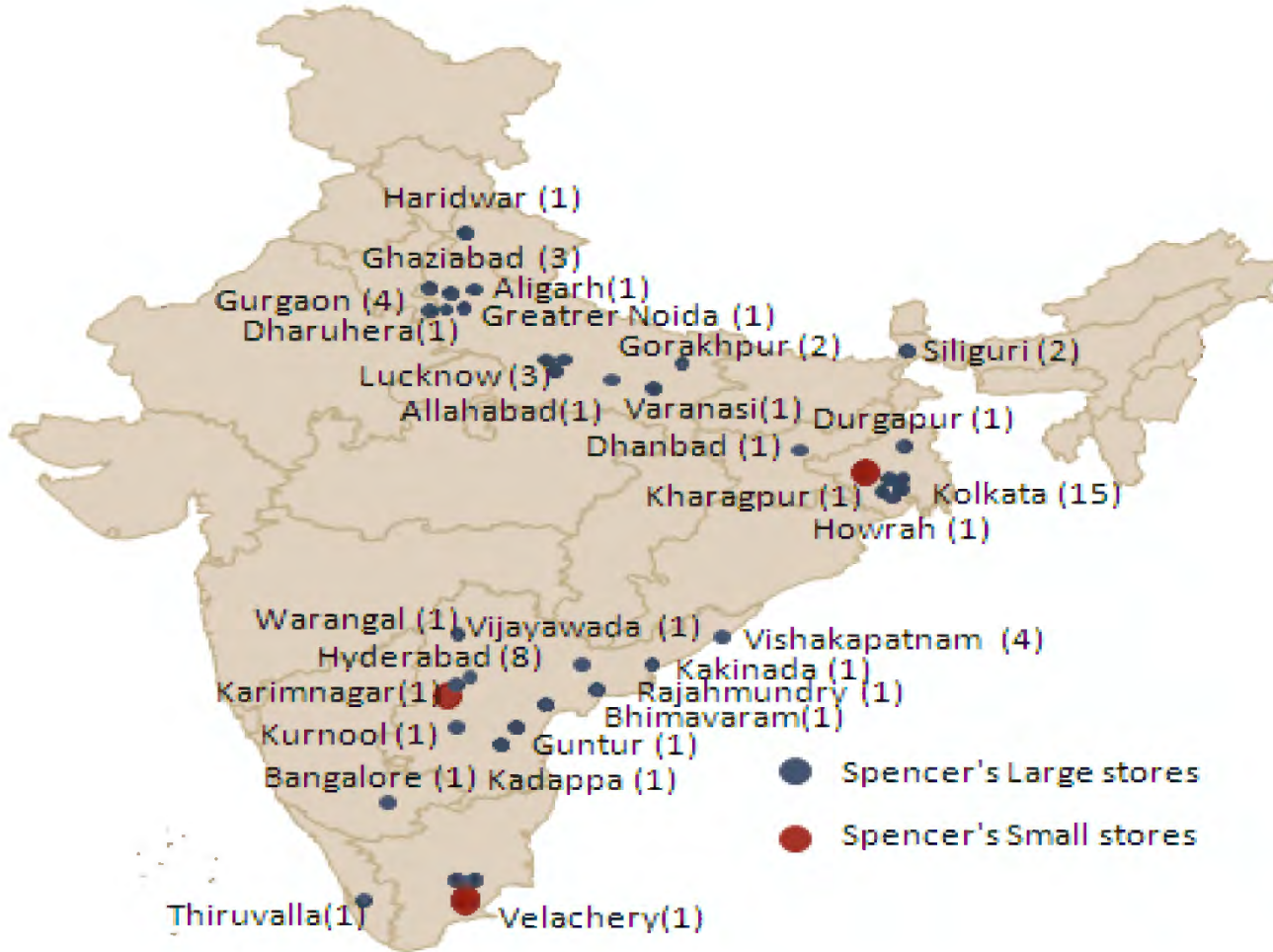
# Sales Mix



**Food has highest share ~ 82%**

# Store Footprints

63 Large Stores & 74 Small Stores across India



“Large Format Stores” defined as clear focus area

15-20 new stores to be opened annually

New stores to be opened in selected geographies

Small stores to continue

- Profitable at store level
- Extension to Large stores

# Building Blocks for Spencer's

Conveniently located – in the existing Geography- preferably through compact hyper markets

Serve customer through Omni-channel – Offline & Online -increase frequency

Increase strength in Non-Food categories especially Apparels

Offer the best in-store experience through Operational Excellence

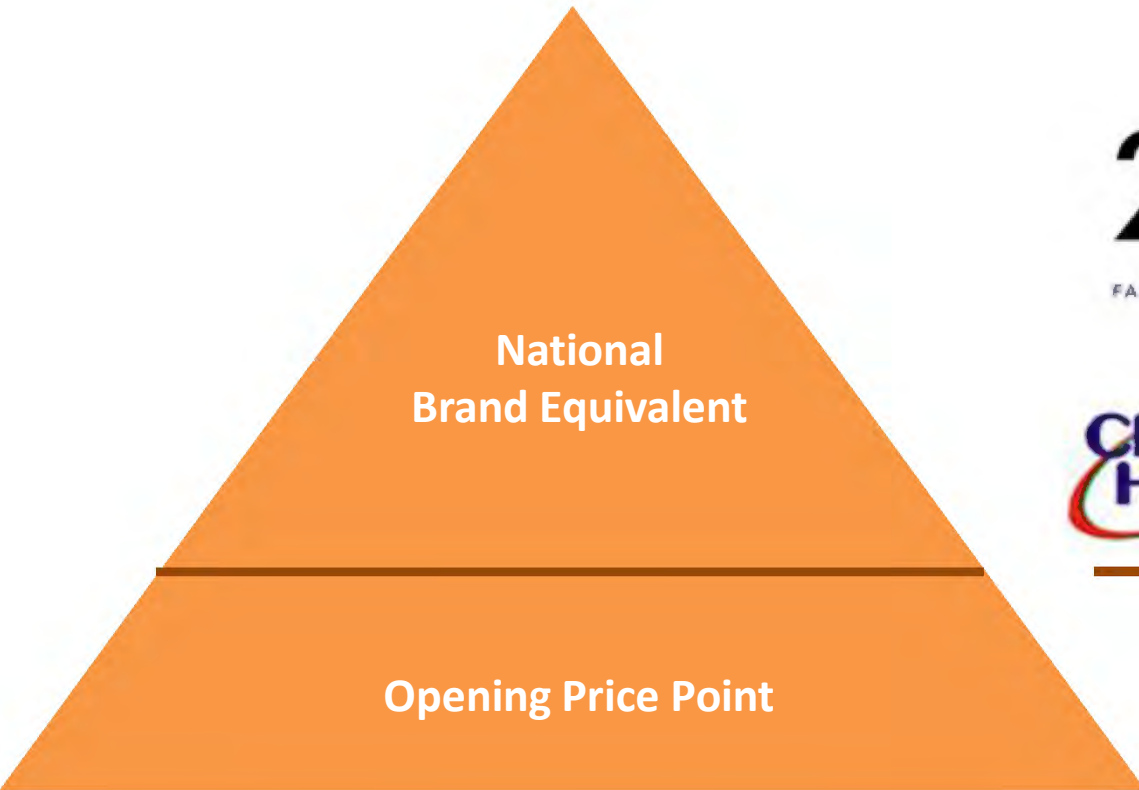
Differentiated Assortment – Private Label Program

Sell Products at Fair Price with Exciting Promotion



# Private Label Program

- 1400 +SKUs across categories; Apparel, Staples, FMCG, E&E & HWP
- Clear Role Matrix - Market share Enhancer /Margin Builder /Differentiator /Promotional
- Tiered program to cater varying customer needs.



# Spencer's Smart Rewards- *Raising The Bar to Next Level*

Target to reach CRM contribution to sale at 70% by FY19

- Spencer's generates over 65% sales from its base of over 28 lacs Smart Reward (SR) members.
- Average Bill Value of a SR member is more than double of a regular customer.
- Increase enrolment rate to achieve the target:
  - Move away from commonly followed card based loyalty program to digital platform.
  - Using analytics to customize offers basis individual shopping behaviour & utilize up-sell & cross-sell opportunities.
  - Exclusive offers to the members.

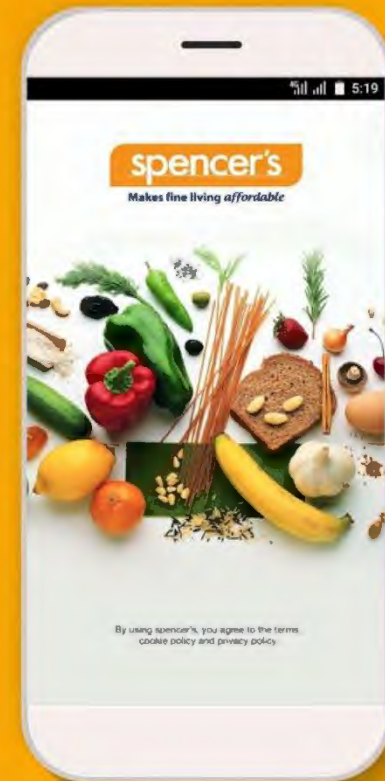


## To Increase Spencer's Share in Consumers Grocery Basket

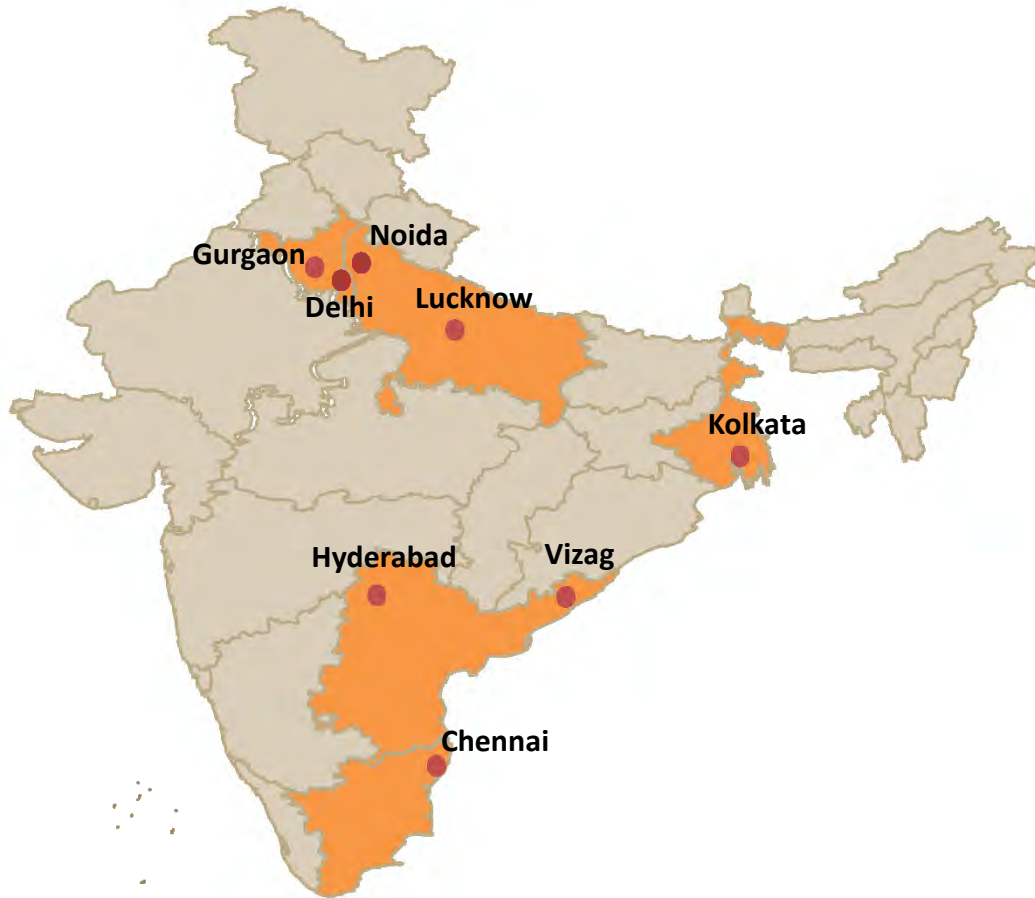
Out of 12 grocery shopping trips per month, hypermarket gets 2 trips (A C Nielsen Survey). To increase the Trip Mission of the same customer and thereby increase in share of Wallet, [www.spencers.in](http://www.spencers.in) launched.

- True Omni channel experience to shoppers, providing same quality, promotions & assortment across online & offline.
- More than 25,000 products added to the online catalogue.
- 150,000+ items are being delivered to 100,000+ customer base in 8 cities every month.
- Android app, iOS app and responsive website already launched.

Fresh from the store  
to your door



# Strengths of [www.spencers.in](http://www.spencers.in)

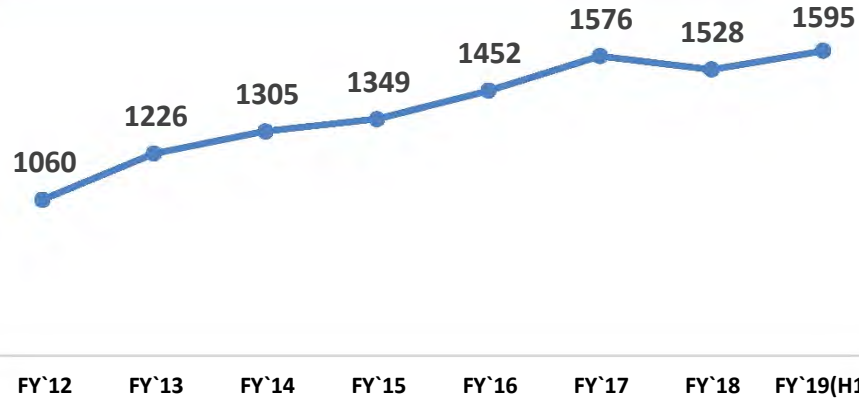


- Cost of customer acquisition is very low.
- Existing offline Spencer's stores are acting as distribution centers to serve the order so limited logistics cost.
- Very encouraging response from the shoppers.
- Higher average bill value than offline shopper.
- Providing better opportunity for cross sell & up sell with better visibility basket of the individual.
- Common promotions/ loyalty program.
- Range of payment options.

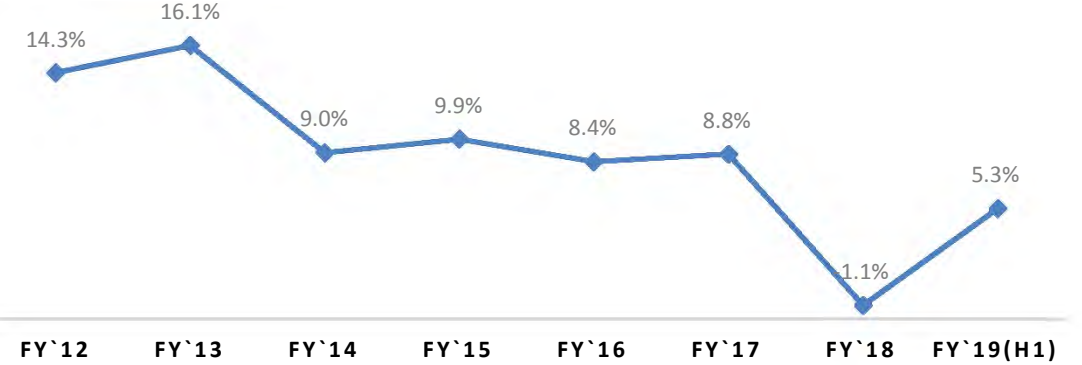


# Operating Performance

**Sales/ sqft (Rs./month)**



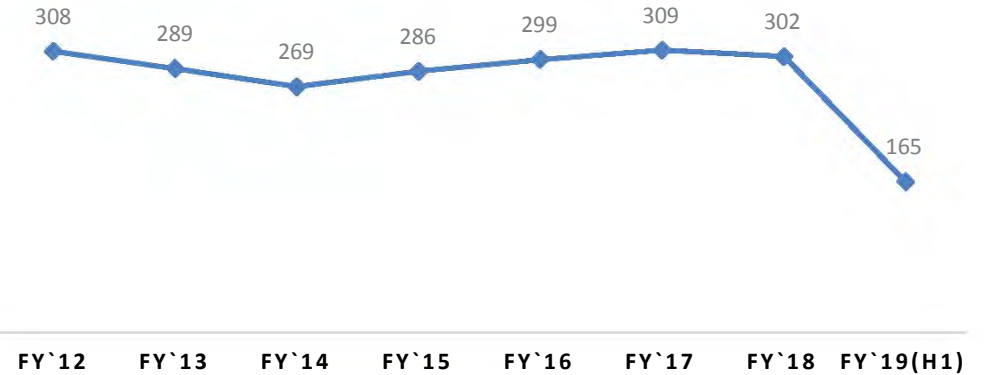
**SSSG (%)**



**Average Bill Value (Rs./bill)**



**Number of Bills (Lakhs)**



# CESC VENTURES

# Company Overview



Firstsource Solutions Ltd.  
:Business Process Management company in India



“Quest” Shopping Mall in Kolkata with 4,15,000 sq.ft. retail area



FMCG



Bowlopedia Restaurants



# Firstsource Solutions: What we do

*We work across...*



*To help our clients...*



Drive transformation



Improve customer experience



Maximise revenues



Optimise costs

# Our global footprint

4 countries

3 centres

19,000 people

9

+

Right-shore: B2B2C Business Model

USA

18 centres

- Amherst, NY
- Miami, FL
- Durham, NC
- Gahanna, Ohio
- Belleville, IL
- Columbus, OH
- *Indianapolis, IN*
- *Cleveland, OH*
- Kingston, NY
- Louisville, KY (3)
- Rockford, IL
- FortScott, KS
- Salt Lake City, UT
- Colorado Springs, CO
- Tampa
- Eugene,
- Palm Bay, FL
- Rocky Hill, CT

UK

8 centres

- Belfast
- Cardiff (2)
- Derby
- Derry
- Middlesbrough
- Warrington
- London

India

11 centres

- Chennai (2)
- Mumbai (2)
- Bangalore (2)
- Trichy
- Puducherry
- Indore
- Vijayawada
- Gandhinagar

Philippines

2 centres

- Manila
- Cebu



## *Robotic Process Automation*

Increase efficiency, improve productivity and create customer friendly processes that allow you to focus on higher value activity to drive great customer experience.



## *Integrated Customer Contact Management*

Optimise operations, eliminate inefficiencies and deflect or automate contact to reduce the costs associated with running a contact centre.



## *Analytics & Insights*

Glean deeper customer insights to boost retention, improve associate performance and reduce cost-to-serve.



## *NPS Predictor*

Use speech analytics and in-depth insights to identify customers who could be your biggest detractors. Target the right customers with the right messages to increase loyalty and reduce churn.



## *Revenue Maximiser*

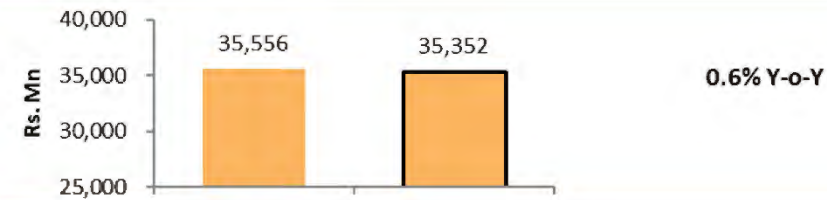
Increase revenues from your existing customer base by targeting the right customer with the right products.



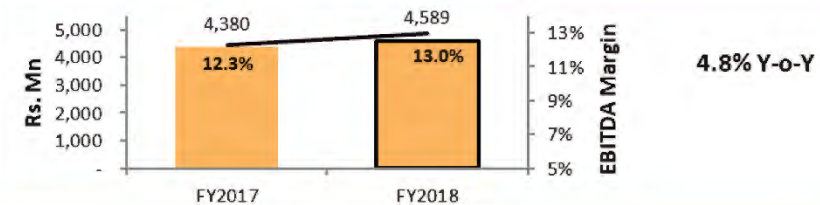
# Financial Performance-FY2018

(IN INR Million)	FY 2017	FY 2018
Income from services	34,569	34,315
Other operating Income	987	1,037
<b>Revenue from operations</b>	<b>35,556</b>	<b>35,352</b>
Personnel and Operating Expense	31,176	30,763
<b>Operating EBITDA</b>	<b>4,380</b>	<b>4,589</b>
<i>Operating EBITDA %</i>	<i>12.3%</i>	<i>13.0%</i>
Depreciation / amortization	590	659
<b>Operating EBIT</b>	<b>3,790</b>	<b>3,930</b>
<i>Operating EBIT %</i>	<i>10.7%</i>	<i>11.1%</i>
Other Income / (expense)	(21)	(11)
Interest Income / (expense), net	(400)	(338)
<b>PBT</b>	<b>3,369</b>	<b>3,580</b>
<i>PBT (% of total income)</i>	<i>9.5%</i>	<i>10.1%</i>
Taxes and Minority Interest	569	315
<b>PAT</b>	<b>2,800</b>	<b>3,265</b>
<i>PAT (% of total income)</i>	<i>7.9%</i>	<i>9.2%</i>

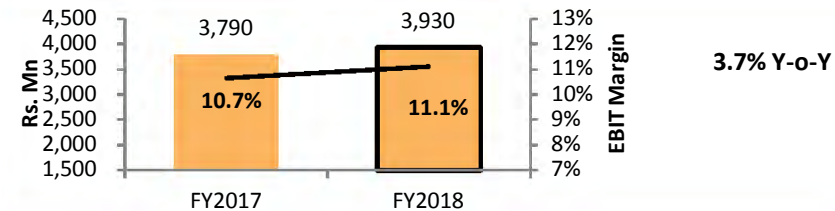
## Revenue From Operations



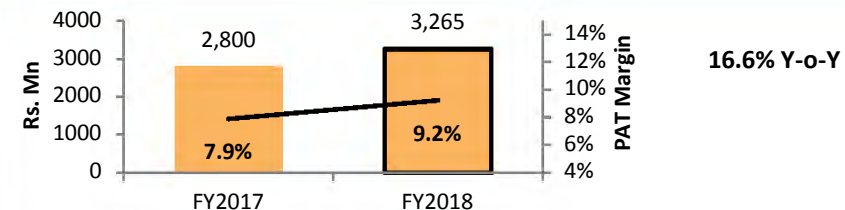
## Operating EBITDA

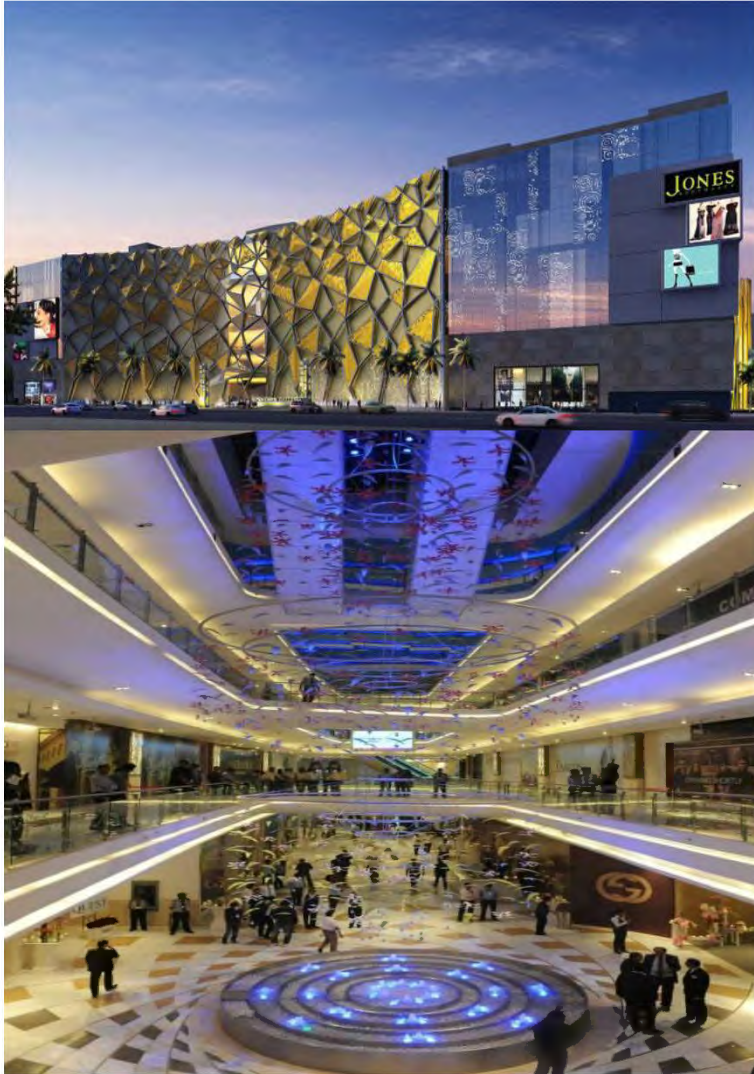


## Operating EBIT



## PAT





- ❑ Built on 3 acres of land in Kolkata, this is the 1st Luxury Mall of East India.
- ❑ Presently the mall is witnessing strong footfalls of 1 mn+ per month
- ❑ 4,15,000 sq.ft retail area, 900+ car parking
- ❑ Houses volume retailers like Spencer's, Starmark, Lifestyle as well as international luxury labels such Burberry, Emporio Armani, Gucci, Canali, Furla, Tumi, Rolex, Omega and much more.
- ❑ Fine Diners include Smoke House Deli, Bombay Brasserie, Irish House, Yauatcha & Serafina
- ❑ Declared '**Shopping Centre of the Year( East)**' in Global Awards for Retail Excellence (For Excellence in Shpping Centre and Mall Marketing) organized by CMO Asia, In February 2018
- ❑ Won the '**Realty Plus Conclave and Excellence Awards(East), 2018**' in the category '**Developer of the Year-Retail (East)**' in March 2018
- ❑ 1st Shopping Mall to be awarded the **IGBC Platinum rating** under Indian Green Building Council Existing Building Rating System



# Mall: Key Features



## DEVELOPER

Quest Properties India Ltd



## ARCHITECT

International Retail  
Architect -RTKL



## SHOPPING LEVEL

Basement + G +5



## PLOT AREA

13,963.34 Sq. m.(appx.)



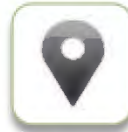
## CAR PARKING

859-900 cars



## Standards

Luxury Service



## PRIME LOCATION

Situated close to Park Circus  
crossing –heart of CBD



## LOCATION

33, Syed Ali Avenue,  
Kolkata



## 7 CUSTOM ZONED

shopping levels spreadover  
0.4 Million sft.(GLA)



## PREMIUM FINISHES

Bliss Fasman Inc. Lighting  
Consultant ; ID 8 Environmental  
Graphics



## MULTIPLEX

INOX ; 04 premium screens &  
02 Gold Class



## SECA

Upmarket consumer base within close  
vicinity –Ballygunge, Elgin Road, Alipore,  
Lansdowne



# Brands at Quest

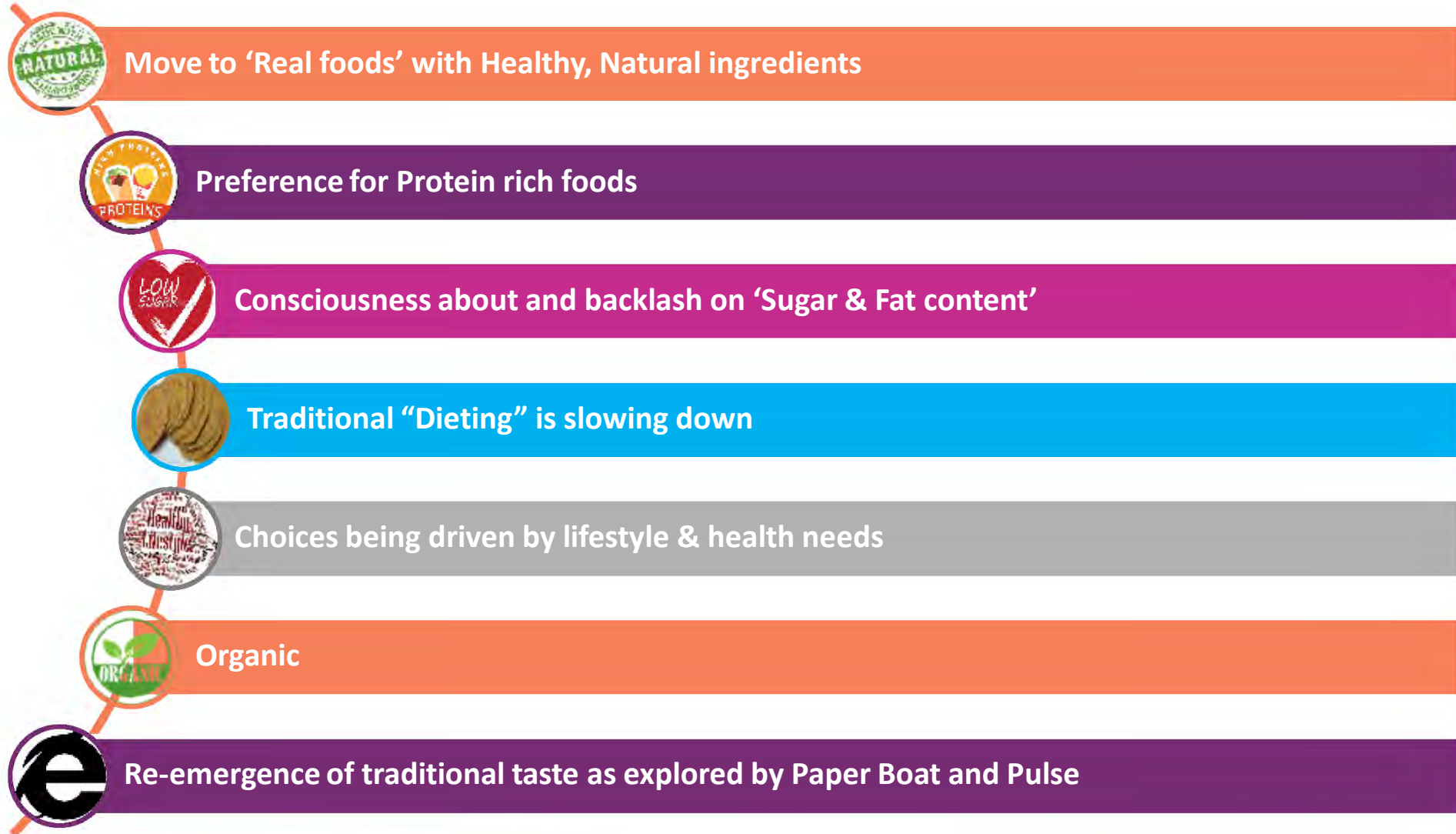


# FMCG



# Emerging Indian food trends indicate opportunity for guilt-less snacking

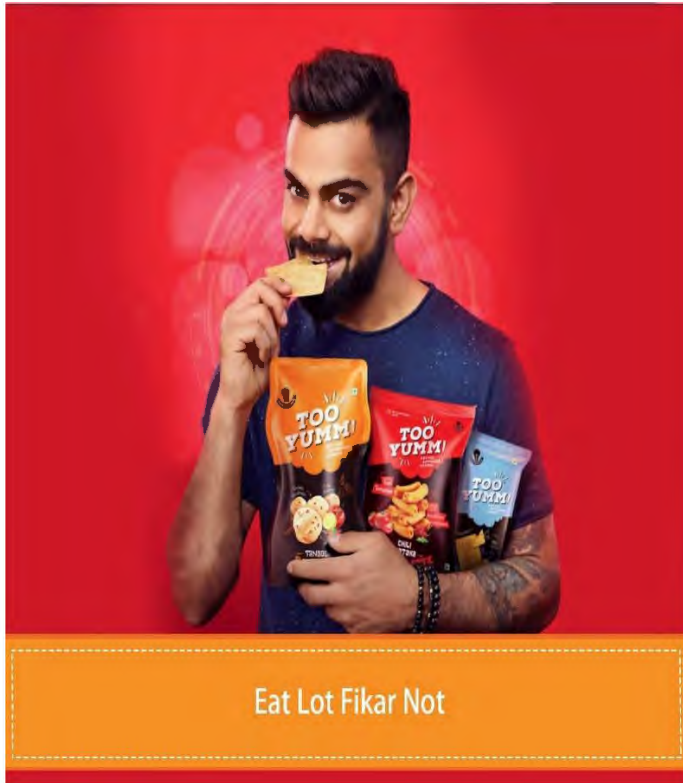
Our proposition



# Too Yumm!!



- ❑ Forayed into FMCG business with packaged food business ' under brand 'Too Yumm!!' in April 2017
- ❑ Launched 5 Products : Foxnuts, Veggie Stix, Multi Grain Chips, Quinoa Puff & Karare
- ❑ Very rich in Protein & Fibre and low in Fat
- ❑ National Brand: Distributed across 1.25 lac outlets in GT and Present across all Modern Trade outlets
- ❑ Created a manufacturing capacity of 13000 TPA of extruded snacks
- ❑ Created the entire supply chain and logistics – spread over 18 C&F locations
- ❑ Signed Virat Kohli as its Brand Ambassador – Campaigns on air currently
- ❑ One of the fastest FMCG companies to ramp up to 200 Cr run rate within 18 months of launch; On track to reach 400 Cr run rate by April'2019





- ❑ Acquired 70% stake in Rajkot based “Apricot Foods Pvt. Ltd”.
- ❑ Manufacture and sale of Packaged snack food under the brand name of “e-vita”
- ❑ Giving tough competition to bigger brands like Lays and Balaji in e-Vita’s stronghold like interior regions of Gujarat and Rajasthan
- ❑ Lines and Range- Strong In-house R&D, in-house flavours and seasoning studies , leading to innovative product range
- ❑ Manufacturing capacity: Rajkot(current): 20000 TPA, Hyderabad: 5000 TPA, Bhiwadi: 4000 TPA
- ❑ Expansion: Rajkot: 9000 TPA, New manufacturing facility in Telangana, Planning third party contract manufacturing for North Zone & East Zone
- ❑ Wide range of product like traditional Indian namkeens, potato chips, fried extruded snacks, Fryums, cheese balls, popcorn, Khakra and sev-45 products, 75 varieties
- ❑ Pricing: 95% revenue from sale of small packets (35-40g) of Rs 5 each.





# Bowlopedia Restaurants

# Bowlopedia

Restaurants India Ltd.



• FRESHLY GRILLED SANDWICHES •



- ❑ Waffle Wallah – 1st brand in India to serve innovative sweet waffles
- ❑ Serves (Sweet Waffles | DIY Waffle | All Day Breakfast | Beverages)
- ❑ No. of Outlets: 19 (Kolkata-10, NCR-9)
- ❑ Launching 30 new stores during FY19
- ❑ Formats: Parlour (200 to 350 sq.ft.), Kiosk (60-80 sq.ft.), E-Cart (50-70 sq.ft.)
- ❑ Primary target: 15-35 years; Young and Hip; Working Professional; Just Married; Hygienic street side gourmet food seeker; Food Enthusiast
- ❑ Sudden explosion is being witnessed in waffle space: Waffle Wallah is one of the prime mover brands

# Bombay Toastee



• FRESHLY GRILLED SANDWICHES •

- ❑ Bombay Toastee -1st QSR serving wholesome comfort food, on the go, in a street style yet hygienic environment. Serves 60 unique combinations
- ❑ Serves - wholesome, Experimental, value for money, comfort food (Toasties | Sandwiches | Maggi | Rolls | Burger | Fries | Desserts | Beverages )
- ❑ No. of Outlets: 1 (Delhi )
- ❑ Launching 10 outlets during FY18 - 19
- ❑ Formats: 40 to 80 Sq. ft.
- ❑ Primary Target: 15-45 years, Young, Working Professional, Comfort food seeker, Everyone
- ❑ Unhygienic food is not welcome anymore – people prefer the same food items served in a hygienic environment at a great value . BT is hitting this trend at the right time by corporatizing street food



**THANK YOU**