



Date: August 02, 2023

To,

<b>National Stock Exchange of India Limited</b> Exchange Plaza, Block G, C/1, Bandra Kurla Complex, Bandra (E), Mumbai – 400051  Symbol: SAPPHIRE	<b>BSE Limited</b> Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400001  Scrip Code: 543397
---	---

Dear Sir/Madam,

**Subject: Press (Investor) Release and Earnings Presentation**

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed the Press (Investor) Release and Earnings Presentation for the quarter ended June 30, 2023.

The said documents are also being made available on the Company's website <https://www.sapphirefoods.in/investors-relation/financials>.

Request you to kindly take the same on record.

Thanking you,

**For Sapphire Foods India Limited**



**Sachin Dudam**  
**Company Secretary and Compliance Officer**

**Encl.:** As above



**Sapphire Foods Q1 FY24 Consolidated Revenue grows 20%, despite the consumer demand headwinds. KFC delivers very strong financial performance**

35 Stores	₹ 6,526	17.2%	18.8%	5.2%
<b>New Stores</b>	<b>Revenue</b>	<b>Rest.* EBITDA%</b>	<b>EBITDA%</b>	<b>PBT%</b>
				
<b>778 Total Stores</b>	 <b>20%</b> YoY%	 <b>12%</b> YoY%	 <b>10%</b> YoY%	 <b>-6%</b> YoY%

- **Our Q1 FY24 Consol Restaurant Sales (₹ 6,526 Mn) grew by 20% despite the consumer demand headwinds.** Raw Material inflation has cooled off thereby improving gross margins. In these conditions, both KFC and Pizza Hut focussed on winning consumer trust by delivering value and product innovation (e.g., KFC Snackers ₹99/- range, Pizza Hut 10 new core pizzas) with strong advertising programs.
- In Q1 FY24 we added 35 restaurants (17 KFC, 16 Pizza Hut, 1 KFC and Pizza Hut each in Maldives) taking our total restaurant count to 778.
- Consol Restaurant EBITDA grew YoY in absolute terms by 12%, and margin was 17.2% (↓ 130 bps).
- Consol EBITDA (₹ 1,224 Mn, 18.8%) grew YoY by 10% (↓ 170 bps) | Consol Adj. EBITDA (₹ 772 Mn, 11.8%) grew YoY by 7% (↓ 150 bps).
- Consol PBT (₹ 336 Mn, 5.2%) declined YoY by 6% (↓ 140 bps). Consol PAT was ₹249 Mn (3.8%).

\* Restaurant EBITDA% is before Ind-AS 116 adjustments

- **Despite flat SSSG** (ADS improved over sequential quarter), **KFC delivered strong financial performance. Overall Restaurant Sales grew YoY by 21%.** Gross Margin recovery (↑ 130 bps over sequential quarter) and cost controls enabled KFC to deliver **one of the highest ever Restaurant EBITDA at 20.8%** (↑ 50 bps YoY). To bolster our menu options across day parts we launched KFC Snackers, a range of 7 products at ₹99/- which includes Chicken Rolls, Longer Chicken Burger, Popcorn, Fries and Beverage options.
- Pizza Hut overall Restaurant Sales grew by 12%, however SSSG declined by 9% (SSTG was flat & ADS improved over sequential quarter). While there was gross margin recovery (↑ 50 bps over sequential quarter) restaurant EBITDA dropped to 9.0% (↓ 580 bps YoY) because of operating deleverage. We continue to invest behind the brand through higher advertising spends along with product and value innovations. Our focus on execution to deliver superior customer experience has resulted in us being recognised by YUM! as No.1 Franchisee globally for Guest Experience Scores.
- Sri Lanka overall Restaurant Sales grew by 9% in LKR (↑ 27% in ₹ terms) while SSSG was flat. Consumer demand continues to be challenged due to the cumulative impact of inflation and higher direct taxes. Raw Material prices have remained largely stable over the last quarter. Restaurant EBITDA margins were at 13.0% (↓ 250 bps YoY) due to operating deleverage.

#### About Sapphire Foods:

Sapphire Foods started operations in September 2015, by the acquisition of about 270 KFC and Pizza Hut Stores in India and Sri Lanka, by a group of leading Private Equity firms and is managed by a team of professionals.

Sapphire Foods is a leading YUM franchisee operator in the Indian subcontinent with presence in India, Sri Lanka and Maldives. We are the largest international QSR chain in Sri Lanka in terms of revenue and number of restaurants operated as of March 31, 2021. (Source: *Technopak Report*). As of Jun 30, 2023, we own and operate 358 KFC and 302 Pizza Hut restaurants in India, 105 Pizza Hut and 9 Taco Bell restaurants in Sri Lanka and 2 KFC and Pizza Hut each in Maldives.

We aspire to be India's best restaurant operator by serving customers great food with great experience at great value. We operate our restaurants in high traffic and high visibility locations in key metropolitan areas and cities across India and develop new restaurants in new trade areas in existing and new cities as part of our brand and food category expansion.

#### Contact Details

Company	Investor Relations: Orient Capital
Name: Mr. Rahul Kapoor	Name: Mr. Nachiket Kale
Email: <a href="mailto:rahul.kapoor@sapphirefoods.in">rahul.kapoor@sapphirefoods.in</a>	Email: <a href="mailto:nachiket.kale@linkintime.co.in">nachiket.kale@linkintime.co.in</a>
CIN: L55204MH2009PLC197005	Tel : +91 99209 40808
<a href="http://www.sapphirefoods.in">www.sapphirefoods.in</a>	<a href="http://www.orientcap.com">www.orientcap.com</a>

#### Safe Harbor Statement

Any forward-looking statements about expected future events, financial and operating results of the Company are based on certain assumptions which the Company does not guarantee the fulfillment of. These statements are subject to risks and uncertainties. Actual results might differ substantially or materially from those expressed or implied. Important developments that could affect the Company's operations include a downtrend in the industry, global or domestic or both, significant changes in political and economic environment in India or key markets abroad, tax laws, litigation, labour relations, exchange rate fluctuations, technological changes, investment and business income, cash flow projections, interest, and other costs. The Company does not undertake any obligation to update forward-looking statements to reflect events or circumstances after the date thereof.



# SAPPHIRE FOODS INDIA LIMITED

## Q1FY24 BUSINESS PERFORMANCE

AUG 2023



# SAFE HARBOR



This presentation and the accompanying slides (the “Presentation”), which have been prepared by **Sapphire Foods India Limited** (the “Company”), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment what so ever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded

Certain matters discussed in this Presentation may contain statements regarding the Company’s market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company’s ability to successfully implement its strategy, the Company’s future levels of growth and expansion, technological implementation, changes and advancements, changes in Restaurant Sales, income or cash flows, the Company’s market preferences and its exposure to market risks, as well as other risks. The Company’s actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third party statements and projections.

# TABLE OF CONTENTS



<b>1</b>	<b>THE SAPPHIRE STORY</b>	<b>Page 4</b>
<b>2</b>	<b>Q1 FY24 FINANCIAL HIGHLIGHTS</b>	<b>Page 5-15</b>
<b>3</b>	<b>BUSINESS PERFORMANCE</b> <ul style="list-style-type: none"><li>▪ KFC INDIA</li><li>▪ PIZZA HUT INDIA</li><li>▪ SRI LANKA</li></ul>	<b>Page 16-24</b> <b>Page 25-34</b> <b>Page 35-42</b>
<b>4</b>	<b>ESG</b>	<b>Page 43</b>

# THE SAPPHIRE STORY



Two global brands  
(KFC & Pizza Hut) with **Scale  
& PAT profitability among  
Top 3 QSR operators**



**Capability and capital to  
rapidly drive organic and  
inorganic growth plans**

**Value based work  
culture, high on  
governance** enabled by  
professional  
management, board and  
promoters



**Execution Mindset**  
Great Customer  
experience along with  
Superior Back-end  
operational excellence



**Optimal capital allocation  
drives new restaurant  
expansion model** - focus on  
smaller sized **omni-channel  
restaurants**



**Q1 FY24**

# **CONSOLIDATED FINANCIAL HIGHLIGHTS**

# KEY HIGHLIGHTS

## Q1 FY24



- **Our Q1 FY24 Consol Restaurant Sales (₹ 6,526 Mn) grew by 20% despite the consumer demand headwinds.** Raw Material inflation has cooled off thereby improving gross margins. In these conditions, both KFC and Pizza Hut focussed on winning consumer trust by delivering value and product innovation (e.g., KFC Snackers ₹99/- range, Pizza Hut 10 new core pizzas) with strong advertising programs.
- In Q1 FY24 we added 35 restaurants (17 KFC, 16 Pizza Hut, 1 KFC and Pizza Hut each in Maldives) taking our total restaurant count to 778.
- Consol Restaurant EBITDA grew YoY in absolute terms by 12%, and margin was 17.2% (↓ 130 bps).
- Consol EBITDA (₹ 1,224 Mn, 18.8%) grew YoY by 10% (↓ 170 bps) | Consol Adj. EBITDA (₹ 772 Mn, 11.8%) grew YoY by 7% (↓ 150 bps).
- Consol PBT (₹ 336 Mn, 5.2%) declined YoY by 6% (↓ 140 bps). Consol PAT was ₹249 Mn (3.8%).
- **Despite flat SSSG** (ADS improved over sequential quarter), **KFC delivered strong financial performance. Overall Restaurant Sales grew YoY by 21%.** Gross Margin recovery (↑ 130 bps over sequential quarter) and cost controls enabled KFC to deliver **one of the highest ever Restaurant EBITDA at 20.8%** (↑ 50 bps YoY). To bolster our menu options across day parts we launched KFC Snackers, a range of 7 products at ₹99/- which includes Chicken Rolls, Longer Chicken Burger, Popcorn, Fries and Beverage options.
- Pizza Hut overall Restaurant Sales grew by 12%, however SSSG declined by 9% (SSTG was flat & ADS improved over sequential quarter). While there was gross margin recovery (↑ 50 bps over sequential quarter) restaurant EBITDA dropped to 9.0% (↓ 580 bps YoY) because of operating deleverage. We continue to invest behind the brand through higher advertising spends along with product and value innovations. Our focus on execution to deliver superior customer experience has resulted in us being recognised by YUM! as No.1 Franchisee globally for Guest Experience Scores.
- Sri Lanka overall Restaurant Sales grew by 9% in LKR (↑ 27% in ₹ terms) while SSSG was flat. Consumer demand continues to be challenged due to the cumulative impact of inflation and higher direct taxes. Raw Material prices have remained largely stable over the last quarter. Restaurant EBITDA margins were at 13.0% (↓ 250 bps YoY) due to operating deleverage.

# SUMMARY CONSOLIDATED FINANCIALS

## Q1 FY24



Particulars	FY23	Q1 FY23	Q1 FY24	Change YoY
Restaurant Sales ₹ mn	22,571	5,436	6,526	▲ 20%
Adj. EBITDA ₹ mn	2,647	722	772	▲ 7%
%	11.7%	13.3%	11.8%	▼ -150 bps
EBITDA ₹ mn	4,343	1,114	1,224	▲ 10%
%	19.2%	20.5%	18.8%	▼ -170 bps
PBT ₹ mn	1,084	356	336	▼ -6%
%	4.8%	6.6%	5.2%	▼ -140 bps
PAT ₹ mn #	2,332	381	249	▼ -35%
%	10.3%	7.0%	3.8%	▼ -320 bps
Restaurant Additions	164	37	35	

Note: YoY Q1 PAT is not comparable because there was no tax expense for SFIL in Q1 FY23. In Q1 FY24 there is deferred tax expense without any cash outflow.

# FY23 annual PAT includes Deferred Tax Credit (DTC) of ₹1253 mn towards carried forward losses and deductible temporary differences in SFIL. FY23 annual Adj. PAT before DTC is ₹1402 mn (6.2%).

Adj. PAT for Q1 FY24 is ₹310 mn (4.8%).

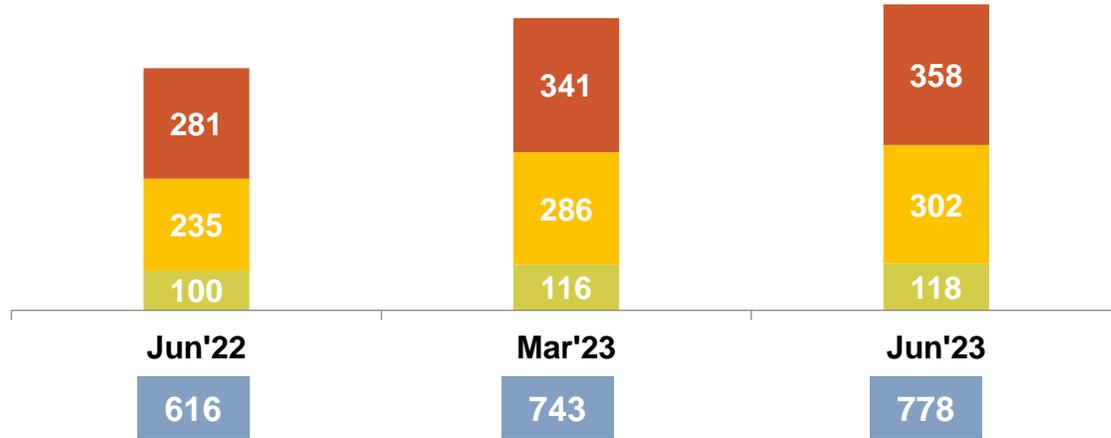
Adj. EBITDA and Adj. PAT is before Ind-AS 116 adjustments

# SAPPHIRE FOODS CURRENT PRESENCE



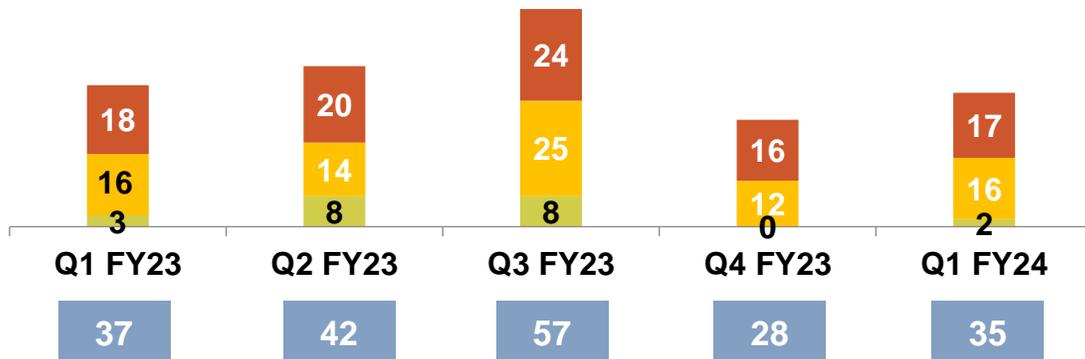
## RESTAURANT COUNT

■ KFC India ■ Pizza Hut India ■ Sri Lanka + Maldives



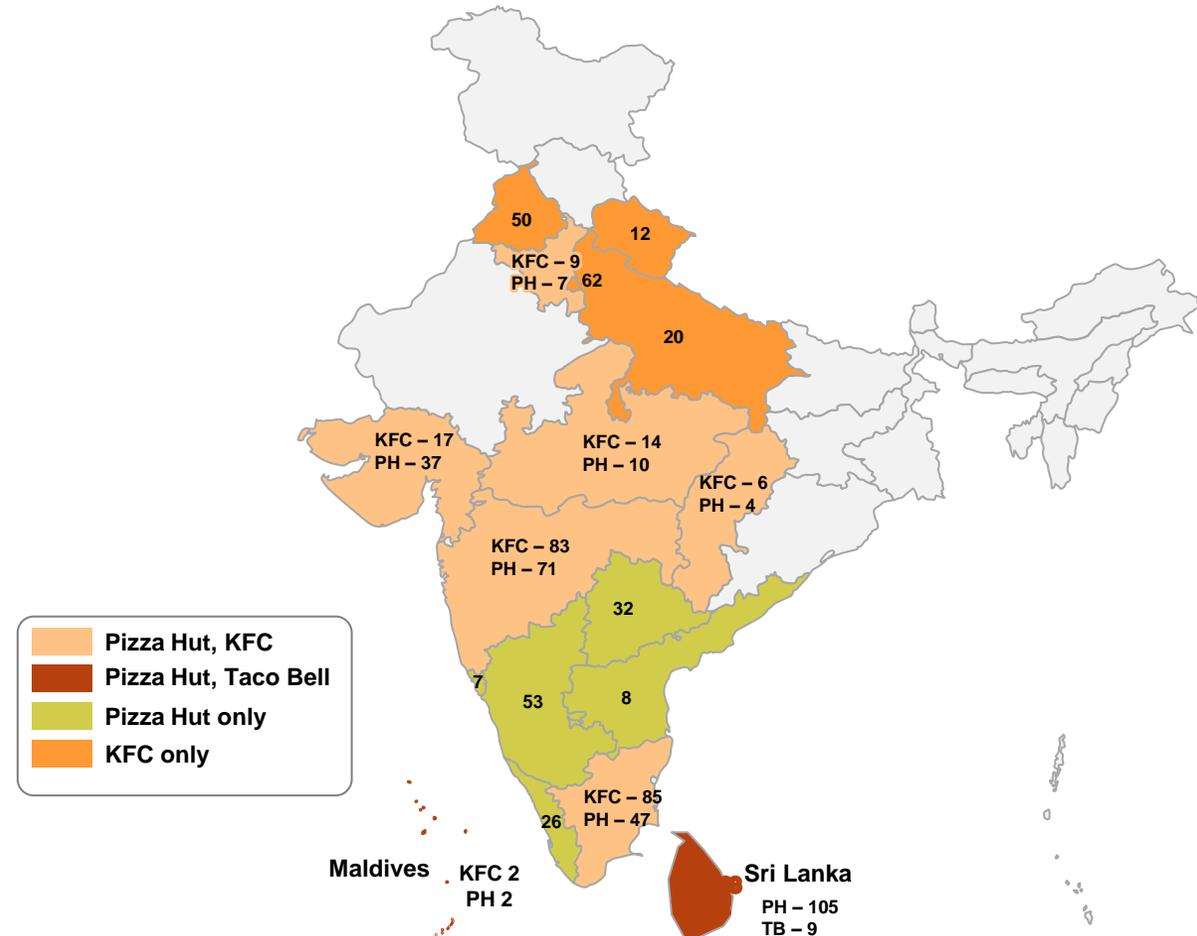
## RESTAURANT ADDITION

■ KFC India ■ Pizza Hut India ■ Sri Lanka + Maldives



Sri Lanka + Maldives includes 4 restaurants in Maldives as on 30.6.23 and 2 new additions in Q1FY24

## RESTAURANT DISTRIBUTION ACROSS INDIAN SUBCONTINENT

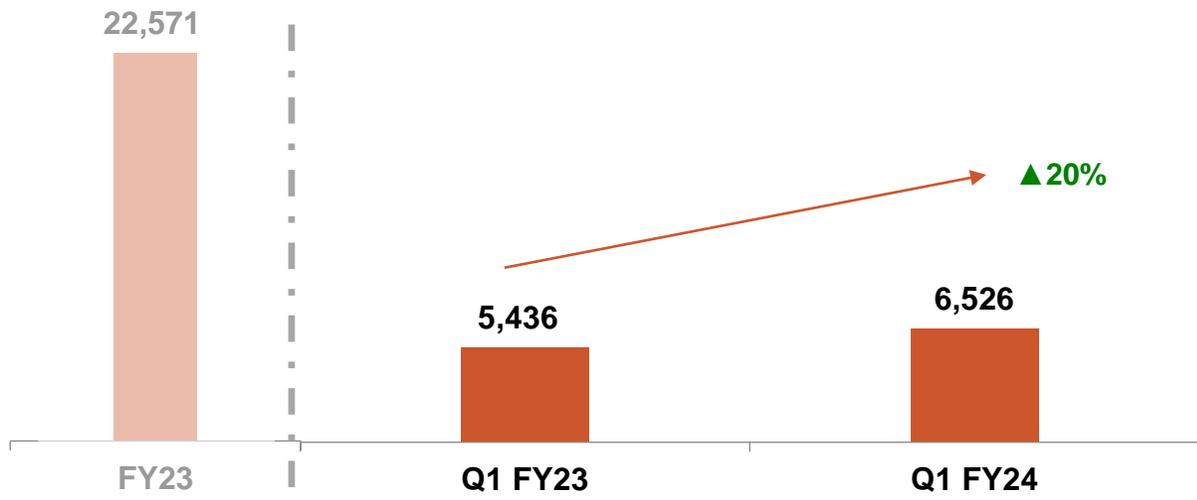


# FINANCIAL HIGHLIGHTS

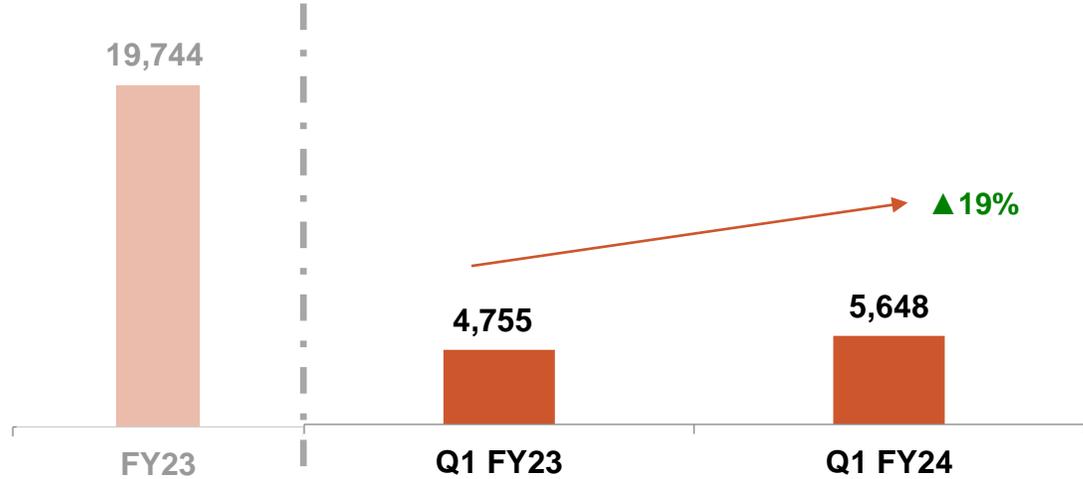
## Q1 FY24



### CONSOLIDATED RESTAURANT SALES (₹ MN)



### INDIA RESTAURANT SALES (₹ MN)

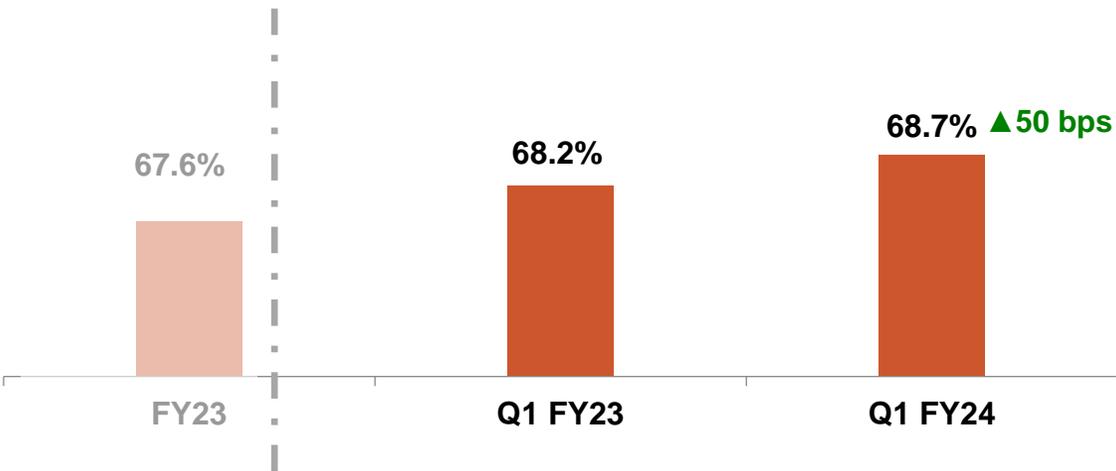


# FINANCIAL HIGHLIGHTS

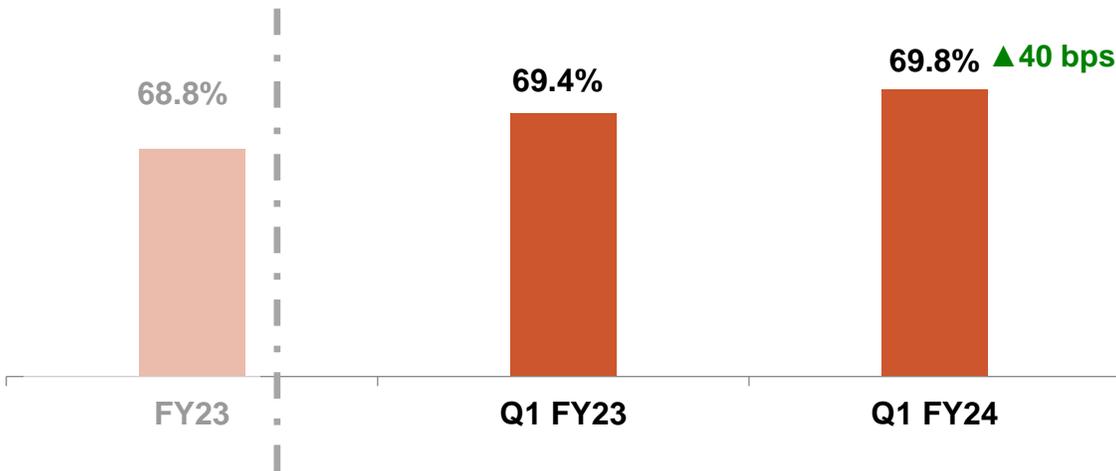
## Q1 FY24



### CONSOLIDATED GROSS MARGIN (%)



### INDIA GROSS MARGIN (%)

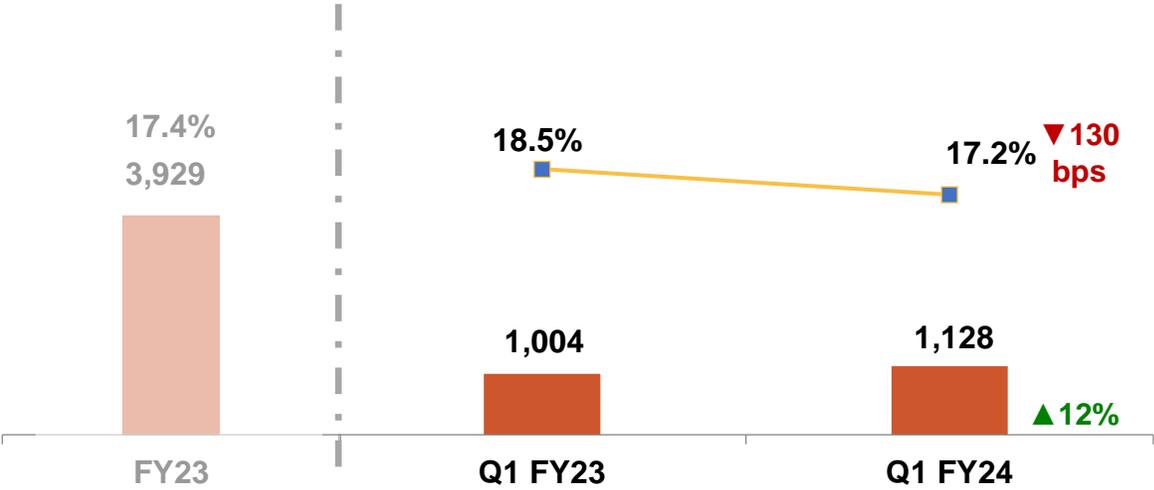


# FINANCIAL HIGHLIGHTS

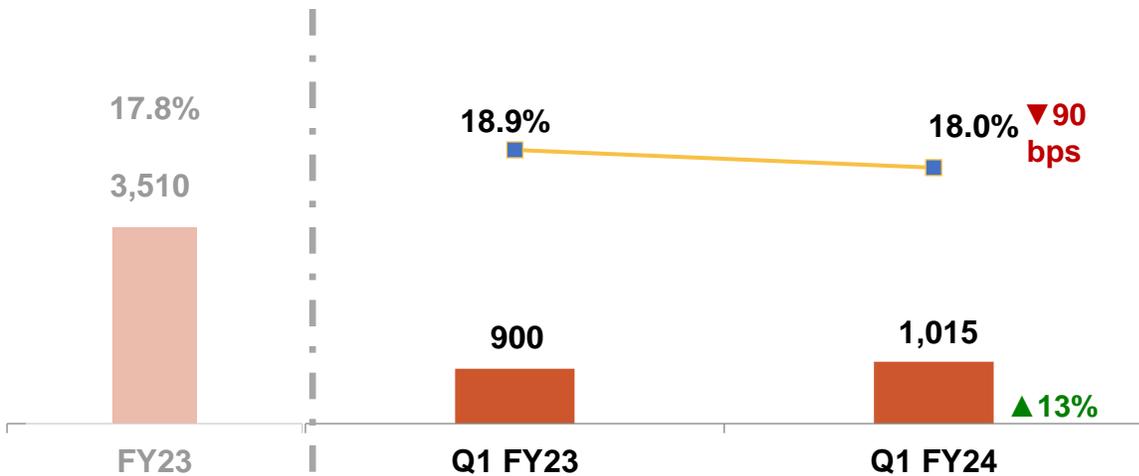
## Q1 FY24



**CONSOLIDATED RESTAURANT EBITDA (₹ MN / %) #**



**INDIA RESTAURANT EBITDA (₹ MN / %) #**



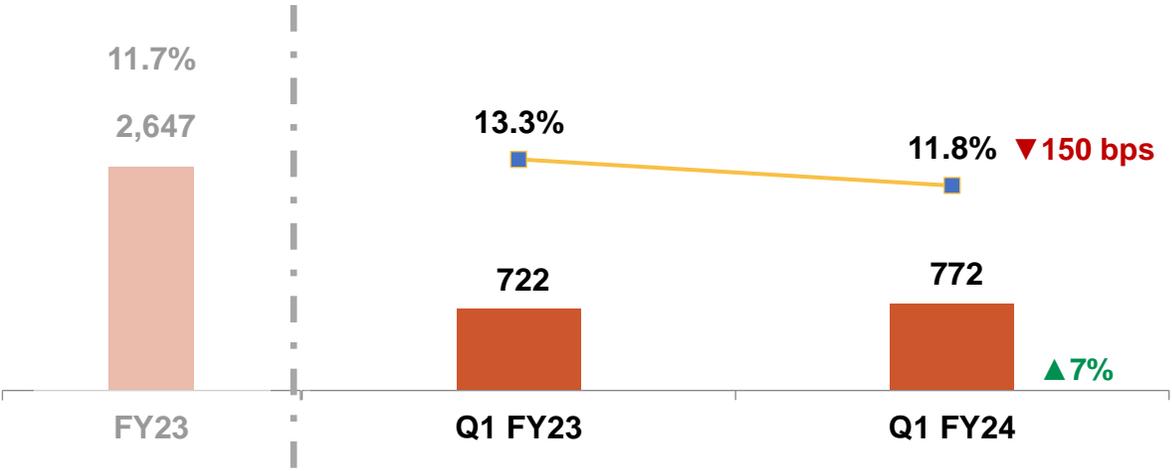
# Restaurant EBITDA is before Ind-AS 116 adjustments

# FINANCIAL HIGHLIGHTS

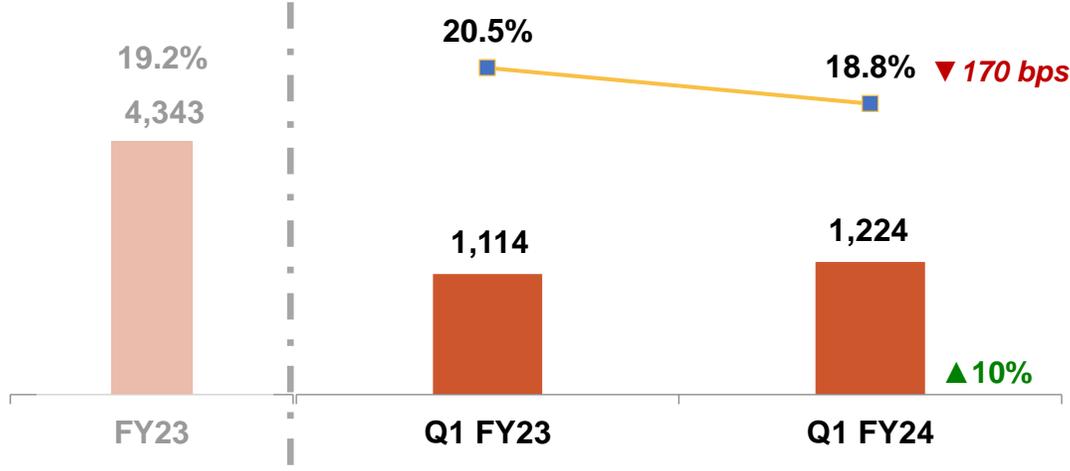
## Q1 FY24



ADJ. EBITDA (₹ MN / %)#



EBITDA (₹ MN / %)



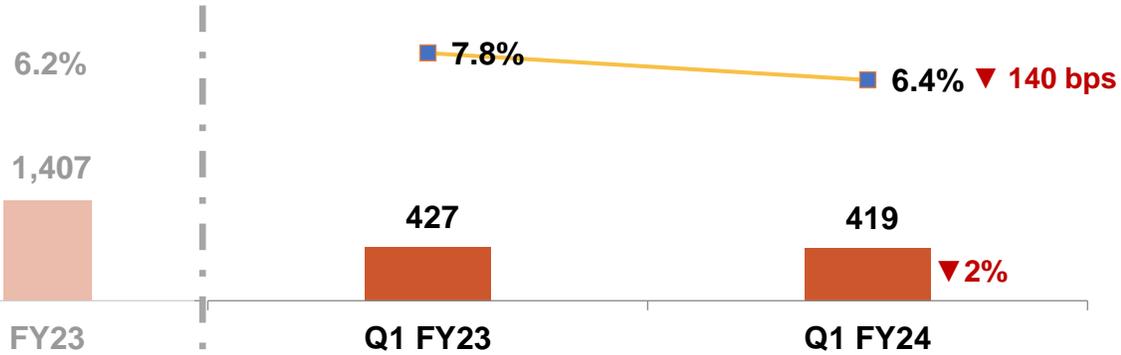
# Adj. EBITDA is before Ind-AS 116 adjustments

# FINANCIAL HIGHLIGHTS

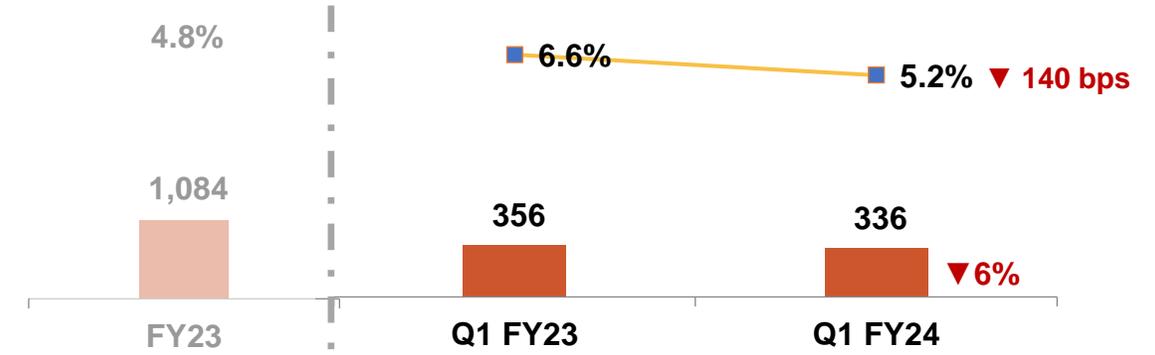
## Q1 FY24



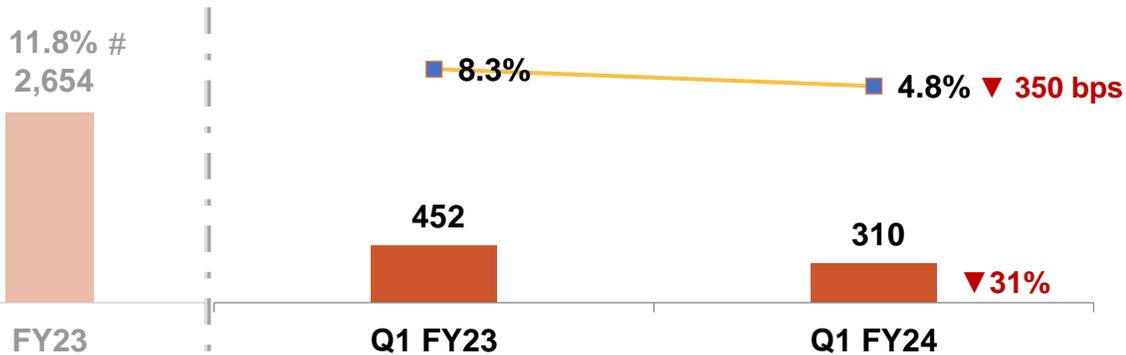
### Adj. PROFIT BEFORE TAX (₹ MN / %) #



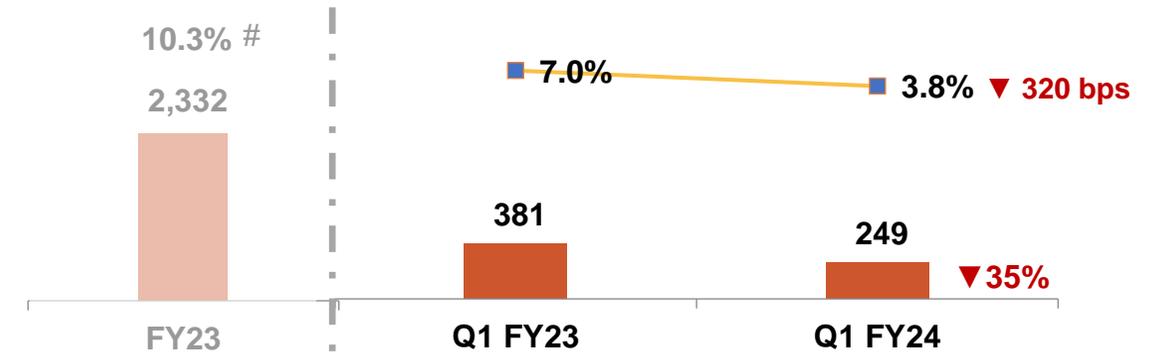
### PROFIT BEFORE TAX (₹ MN / %)



### Adj. PROFIT AFTER TAX (₹ MN / %) #



### PROFIT AFTER TAX (₹ MN / %)



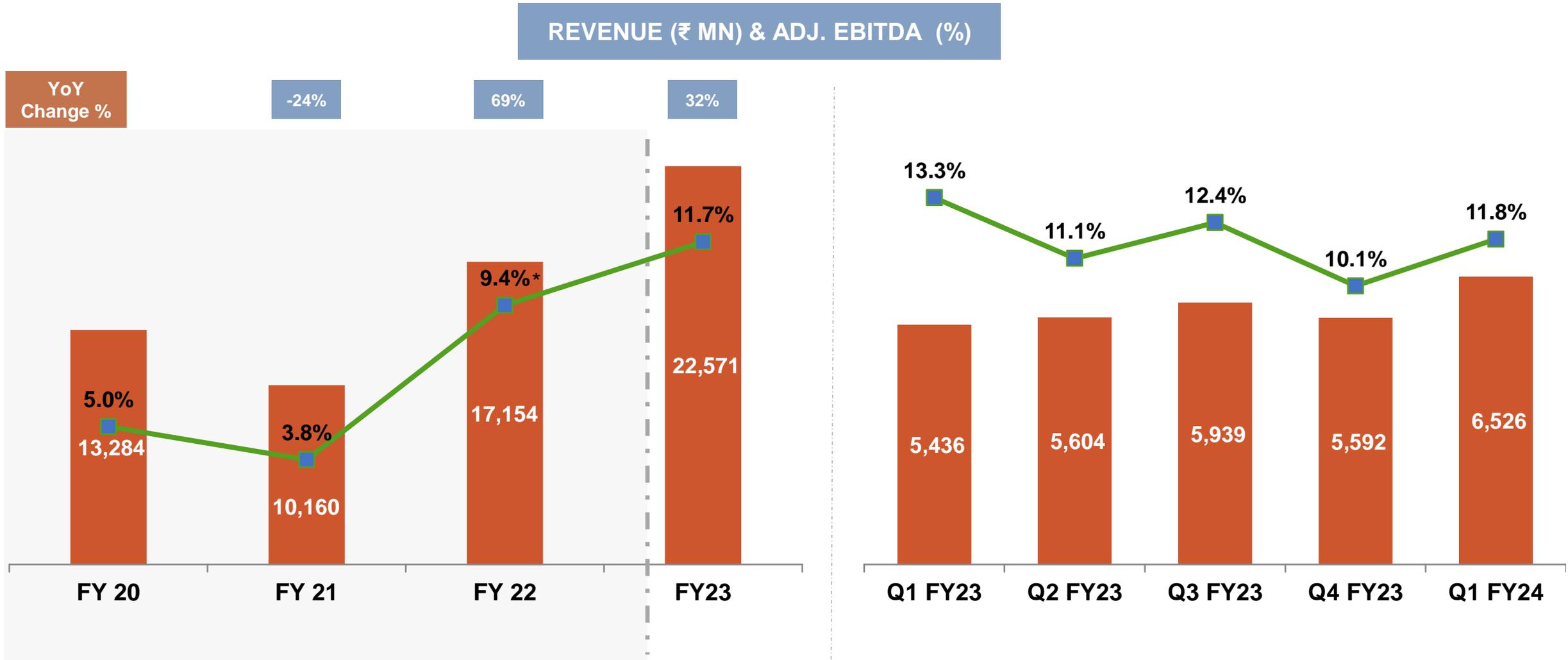
Note: YoY Q1 PAT is not comparable because there was no tax expense for SFIL in Q1 FY23. In Q1 FY24 there is deferred tax expense without any cash outflow.

# FY23 annual PAT includes Deferred Tax Credit (DTC) of ₹1253 mn towards carried forward losses and deductible temporary differences in SFIL. FY23 annual Adj. PAT before DTC is ₹1402 mn (6.2%).

Adj. PBT and Adj. PAT is before Ind-AS 116 adjustments

# FINANCIAL HIGHLIGHTS

## REVENUE & ADJ. EBITDA TREND



\* Adj. EBITDA% after Normalizing additional incentives in FY22

# CONSOLIDATED PROFIT & LOSS STATEMENT



Particulars (In Rs mn)	FY23	Q1 FY23	Q1 FY24	YoY %
Restaurant Sales	22,570.64	5,435.53	6,525.56	20%
Other operating income	85.1	27.14	18.28	
COGS	7,406.76	1,756.16	2,060.94	
<b>Gross Profit</b>	<b>15,248.98</b>	<b>3,706.51</b>	<b>4,482.90</b>	<b>21%</b>
<b>Gross Margin%</b>	<b>67.6%</b>	<b>68.2%</b>	<b>68.7%</b>	
Employee Expenses	2929.03	683.65	850.02	
Other Expenses	7,976.73	1,908.55	2,408.58	
<b>EBITDA</b>	<b>4,343.22</b>	<b>1,114.31</b>	<b>1,224.30</b>	<b>10%</b>
<b>EBITDA Margin %</b>	<b>19.2%</b>	<b>20.5%</b>	<b>18.8%</b>	
Depreciation	2641.74	609.41	727.28	
Finance Cost	868.86	197.19	225.99	
Other Income	251.62	48.57	65.19	
<b>PBT</b>	<b>1084.24</b>	<b>356.28</b>	<b>336.22</b>	<b>-6%</b>
<b>PBT Margin%</b>	<b>4.8%</b>	<b>6.6%</b>	<b>5.2%</b>	
Tax Expense	-1,247.67	-25.15	87.51	
<b>PAT</b>	<b>2,331.91</b>	<b>381.43</b>	<b>248.71</b>	<b>-35%</b>
<b>PAT Margin %</b>	<b>10.3%</b>	<b>7.0%</b>	<b>3.8%</b>	

Figures are regrouped/reclassified for the purpose of presentation

**KFC India  
Business  
Performance**



**KFC**  
**SNACKERS**  
₹ **99**



REGULAR  
POPCORN □

CHOCO  
LAVA □



2 KRUSH  
LIME □



CHICKEN  
LONGER □



CLASSIC CHICKEN  
ROLL □

# KFC BRAND PRIORITIES



## Enhance Fried Chicken Category Relevance

- "Let's KFC" communication campaign



## Craveable Taste

- Innovation: Chicken Rolls



## Value

- Range of Snackers at ₹99/-



## Frictionless Customer Experience

- Digital Kiosks
- KFC App
- Partnering with aggregators



## Operational Excellence

- 7 Minutes express pickup



## Improve Accessibility

- Double the restaurant count in 3-4 years

# KFC BRAND PRIORITIES

*Fried Chicken Category Relevance | Craveable Taste | Value*



Job No.: 552 / KFC Colonel Chicken Roll Press Ad (EN) / Size: 16W X 25H cm / Date: 24.04.2023



# KFC BRAND PRIORITIES

*Fried Chicken Category Relevance | Craveable Taste | Value*



747 | KFC all in one Bucket Press Ad 16x25cm | 31-05-23



Job No.: 447 / KFC Chicken Feast Week Press Ad (EN) / Size: 16W X 25H cm / Date: 29.03.2023



# KFC BRAND PRIORITIES

*Improving Accessibility – Doubling Restaurant Count in 3-4 years* (base Dec'21 count)



**KFC BALACHUR PUNJAB**



**KFC ELIXA PARK KOLHAPUR**



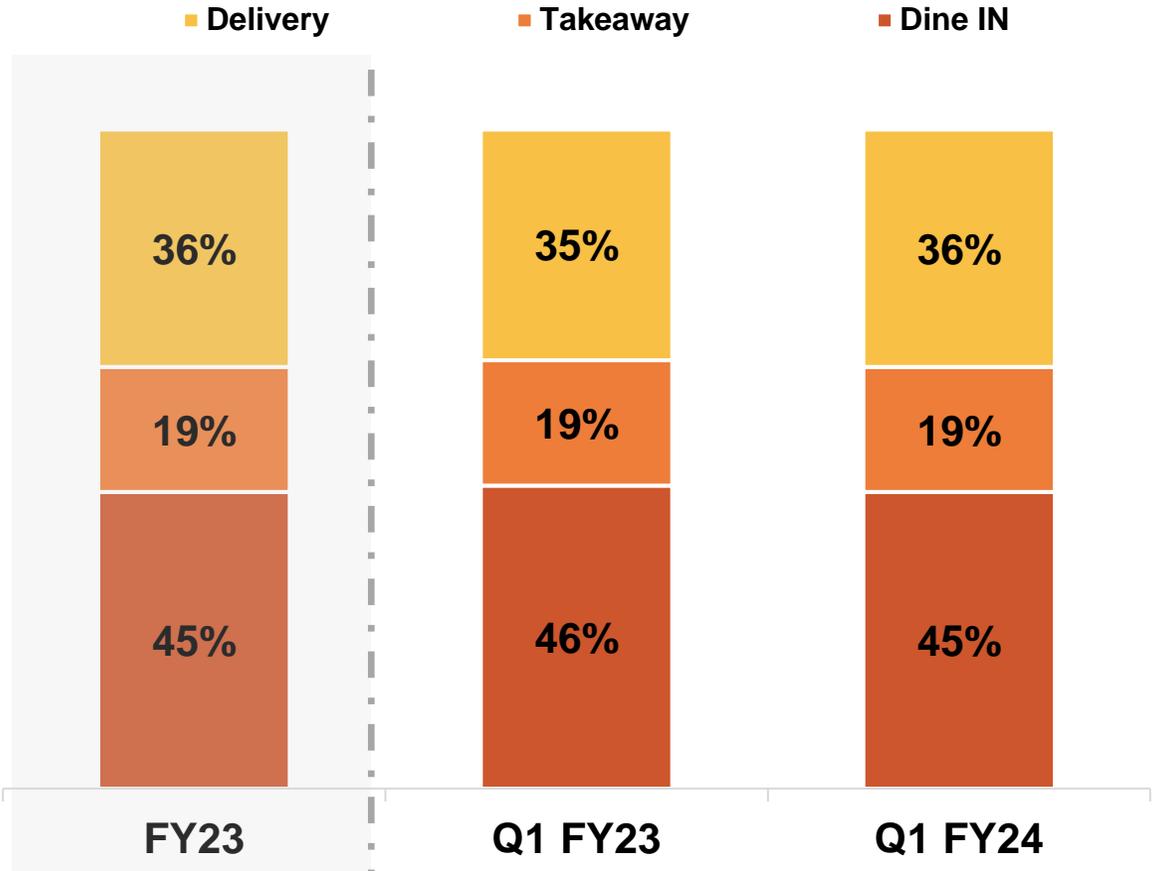
**KFC SANGRUR PUNJAB**



**KFC PARAS CINEMA DELHI**

# KFC INDIA

## Q1 FY24 - CHANNEL SALES CONTRIBUTION

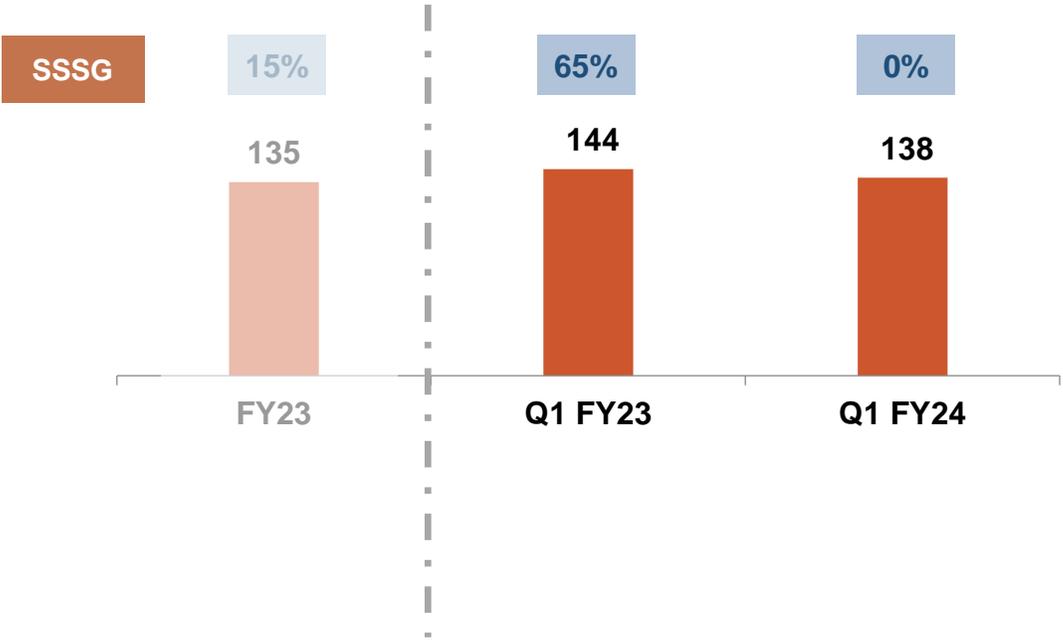


# KFC INDIA

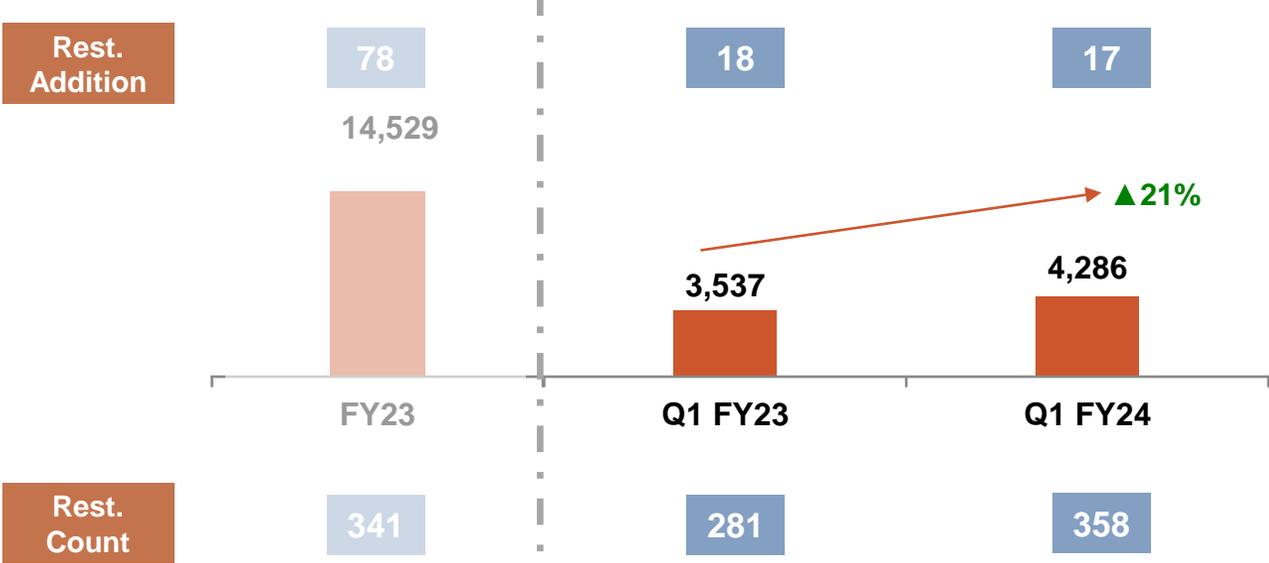
## Q1 FY24



### AVERAGE DAILY SALES (₹ '000)



### RESTAURANT SALES (₹ MN)



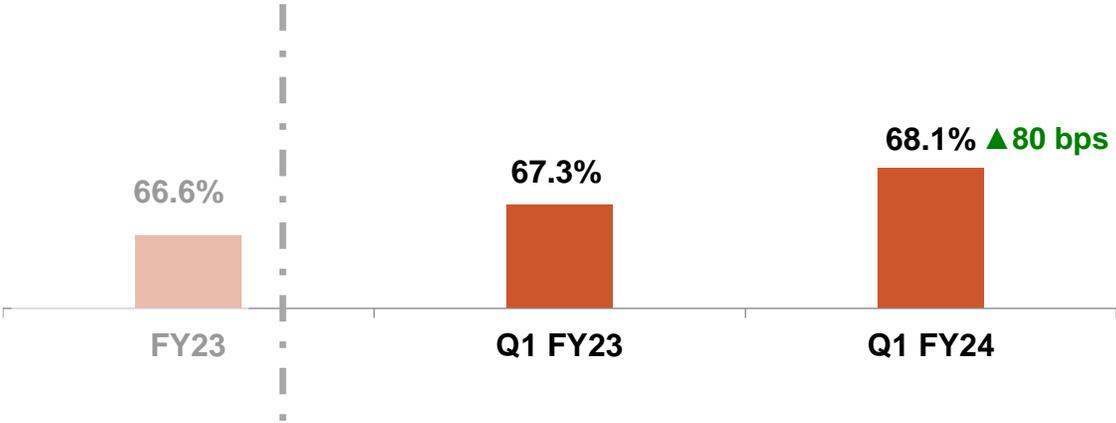
Average daily sales is for all restaurants including new additions during the period

# KFC INDIA

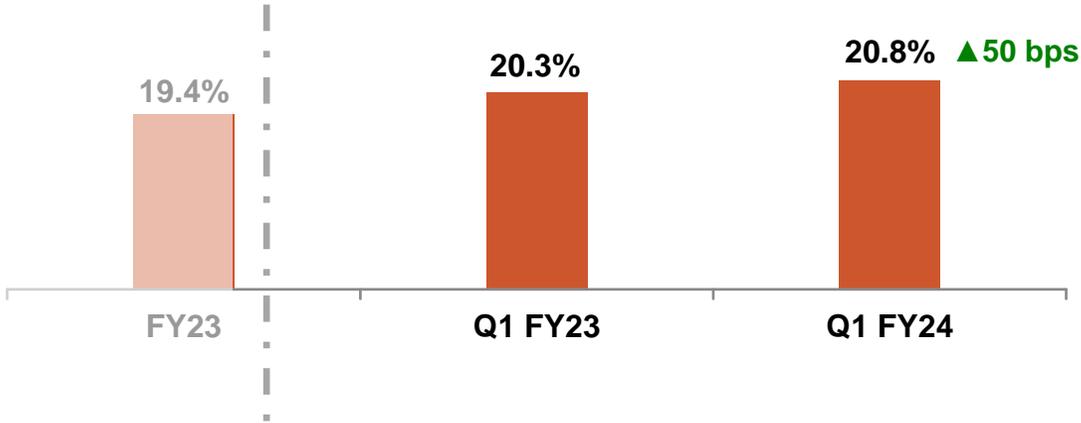
## Q1 FY24



### GROSS MARGIN %



### RESTAURANT EBITDA# (%)



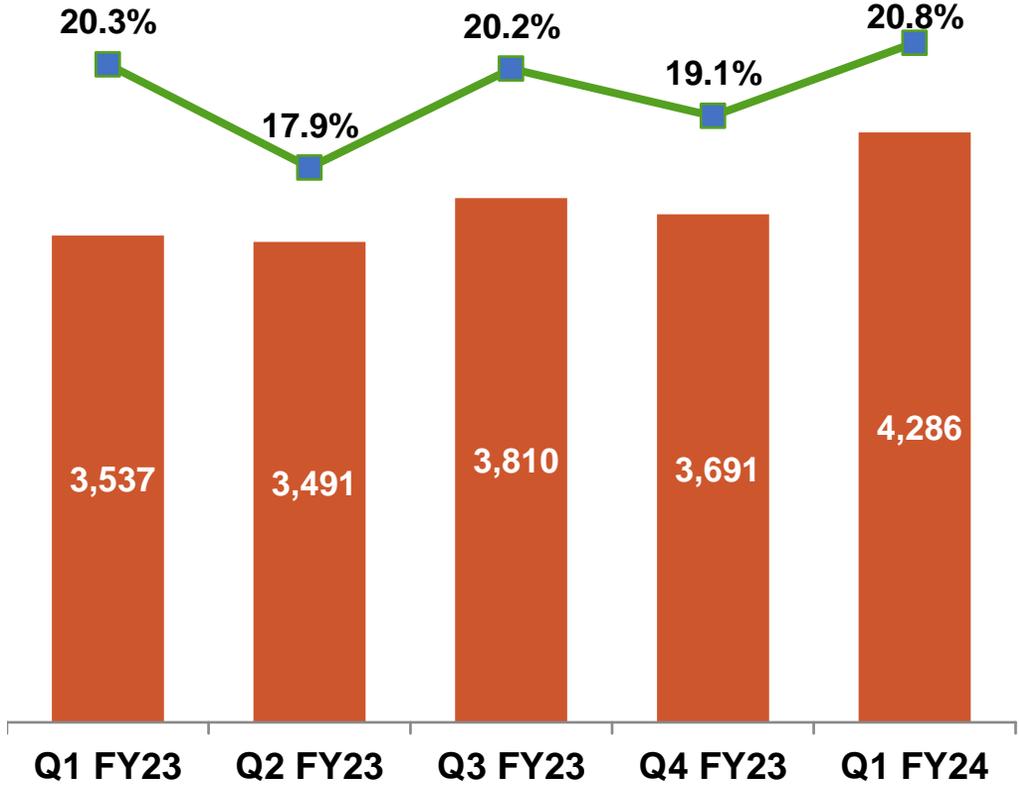
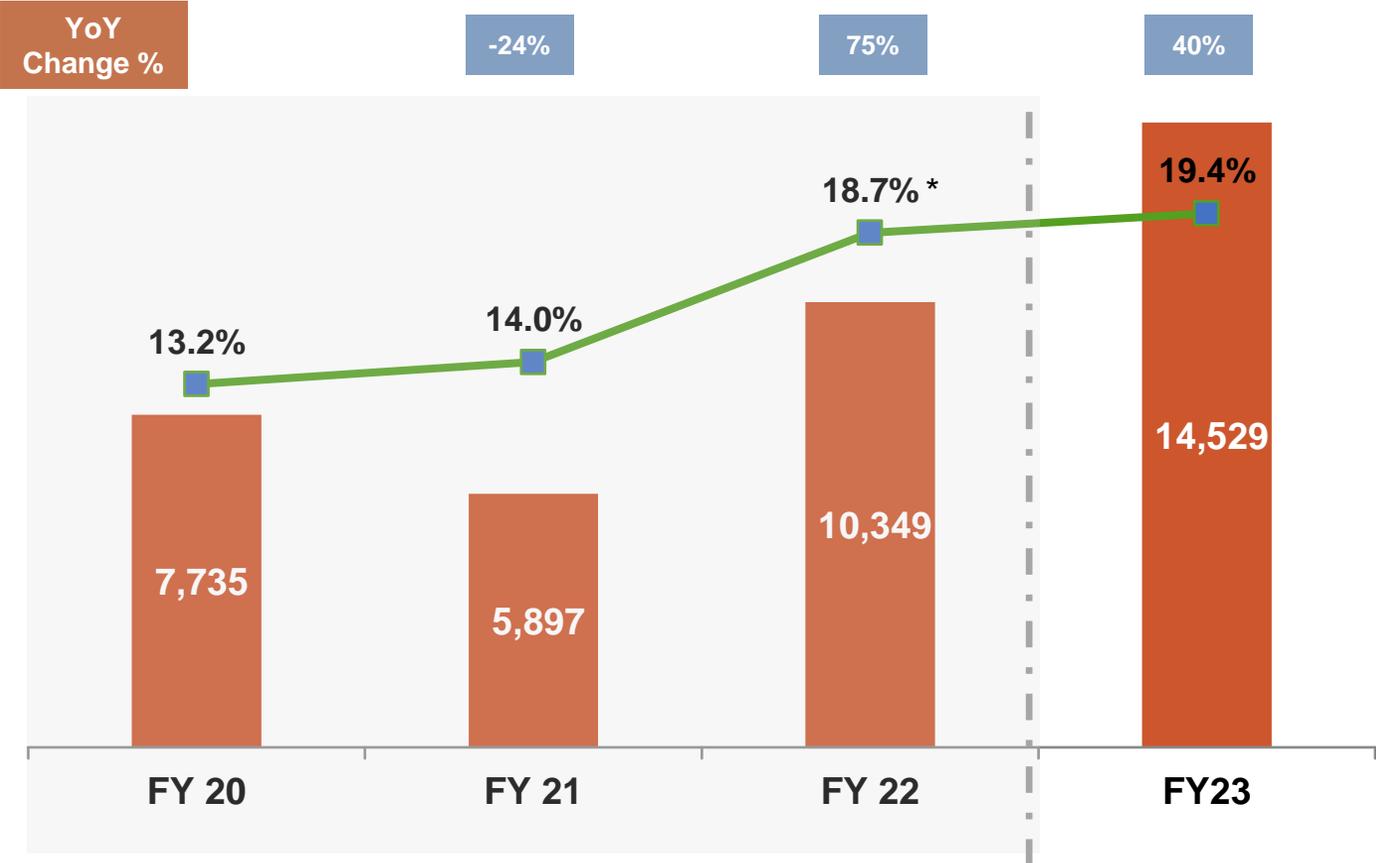
# Restaurant EBITDA figures are Pre-IND AS 116.

# KFC INDIA

## RESTAURANT SALES & EBITDA TREND



Rest. SALES (₹MN) & Rest. EBITDA %



\* Restaurant EBITDA% after Normalizing additional incentives in FY22



— YOUR —  
**MOOD**  
— YOUR —  
**PIZZA**

PICK YOUR FLAVOUR FROM  
**10** NEW PIZZAS

2 PERSONAL PIZZAS **STARTING AT ₹ 299**



**2 PEPSI FREE**

MAZEDAR  
MAKHNI  
PANEER

DHABE  
DA KEEMA

AWESOME  
AMERICAN  
CHEESY

*Pizza Hut India –  
Business Performance*

# PIZZA HUT BRAND PRIORITIES



## Build Top-of-Mind Awareness

- Enhance marketing investments: TV campaign



## Taste Leadership in Pizza category

- Innovation: 10 New Pan Pizzas, 2 new Pastas, Keema Garlic Bread & Fries



## Value

- Entry level value: Flavor Fun Pizzas
- Attractive Meal options



## Frictionless Customer Experience

- New Pizza Hut app
- Self ordering Dine In table QR code



## Operational Excellence

- Simplify operations and improve customer experience



## Improve Accessibility

- Double the restaurant count in 3-4 years
- 1000 Sft. Model for increasing density in top 6 cities

# PIZZA HUT BRAND PRIORITIES



*Build Top-of-Mind Awareness / Taste Leadership in Pizza Category / Creating Value*

**YOUR MOOD  
YOUR PIZZA**

PICK YOUR FLAVOUR FROM  
**10 NEW PIZZAS**

**DIL KHOL KE DELIVERING**

MAZEDAR MAKHNI PANEER

DHABE DA KEEMA

AWESOME AMERICAN CHEESY

**2 PERSONAL PIZZAS STARTING AT 299**

Download our app or visit [pizzahut.co.in](http://pizzahut.co.in)

**ORDER ONLINE | DINE-IN**

**CHOCO VOLCANO**

@ ₹ **119\***

**SWEETEN YOUR MEAL**

\*T&Cs Apply. Photo are for illustration purpose only. Actual products may vary. Prices exclusive of taxes.

**NEW**

**SPRINKLED FRIES**

@ ₹ **99\***

**POTATO FRIES BAKED TO PERFECTION.**  
Sprinkled with our signature seasoning.

\*T&Cs Apply. Photo are for illustration purpose only. Actual products may vary. Prices exclusive of taxes.

# PIZZA HUT BRAND PRIORITIES



*Build Top-of-Mind Awareness / Taste Leadership in Pizza Category / Creating Value*

**FLAVOUR FUN PIZZA DEALS**  
MORE FLAVOURS! MORE FUN!

CHOOSE FROM ANY FLAVOUR FUN PIZZAS

SET OF 2

VEG 229 NON VEG 289

SET OF 4

VEG 459 NON VEG 579

IN 5 CRAVEABLE SAUCE FLAVOURS

\*Images are for illustration purposes. Prices exclusive of govt. taxes. T&C Apply.

**2 PERSONAL PIZZAS 299**  
TRY 10 NEW PIZZAS

STARTING AT

\*T&Cs apply.

# PIZZA HUT BRAND PRIORITIES

*Operational Excellence*



**1<sup>st</sup>  
Globally**

## **Guest Experience Score Sapphire Foods**

Sapphire Foods Pizza Hut has been recognized by YUM! as No.1 franchisee globally for Guest Experience Scores

OSAT 

B2B 

Taste 

Speed  
Scores 

# PIZZA HUT BRAND PRIORITIES

*Improve Accessibility: Doubling Restaurant Count in 3-4 years* (base Dec'21 count)



PH BARAMATI PUNE



PH DABOLIM GOA



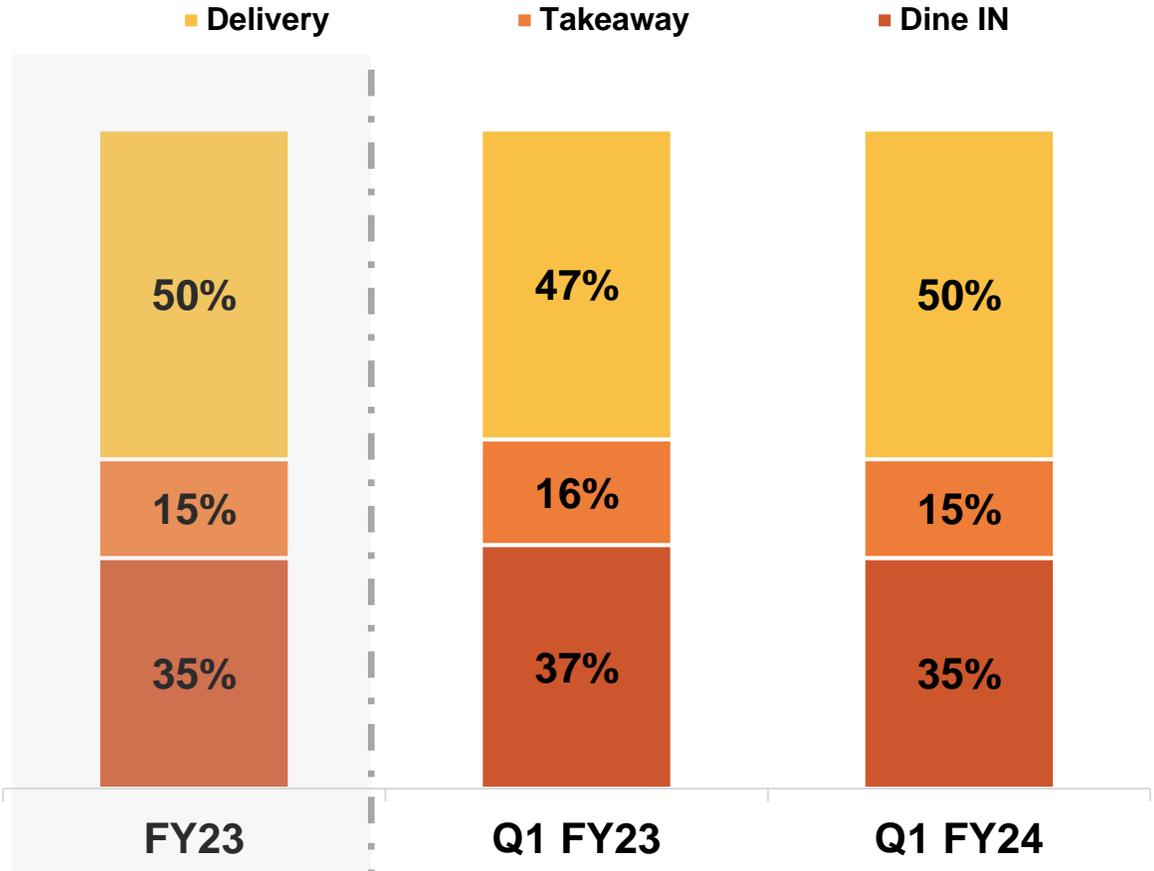
PH PHOENIX MALL AHMEDABAD



PH PHOENIX CITADEL INDORE

# PIZZA HUT INDIA

## Q1 FY24 - CHANNEL SALES CONTRIBUTION

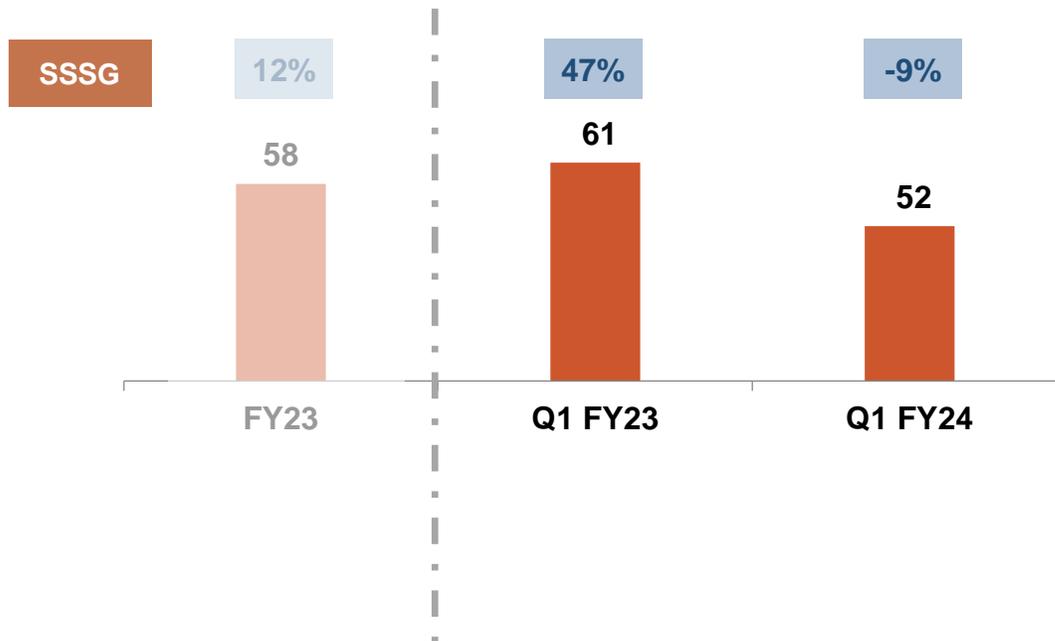


# PIZZA HUT INDIA

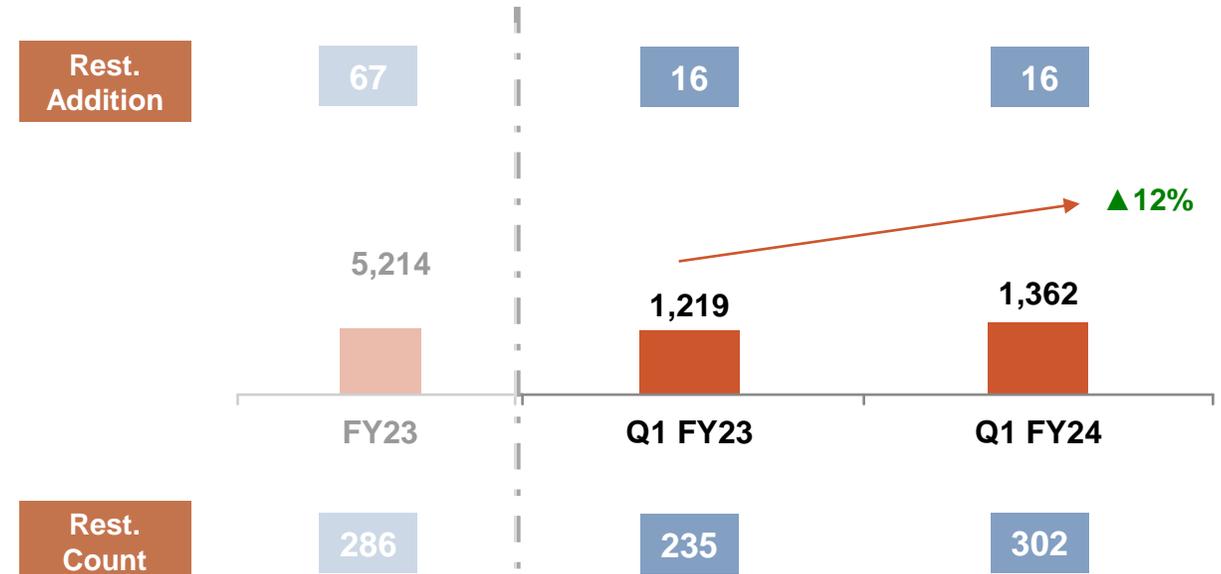
## Q1 FY24



### AVERAGE DAILY SALES (₹ '000)



### RESTAURANT SALES (₹ MN)



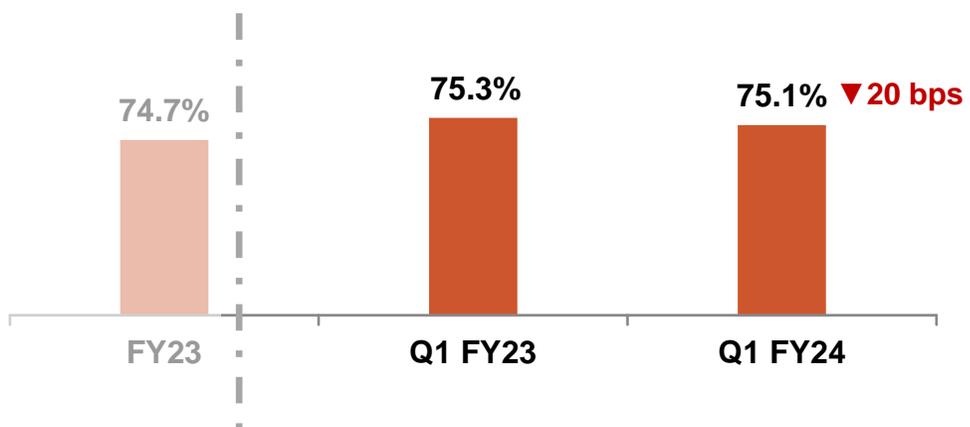
Average daily sales is for all restaurants including new additions during the period

# PIZZA HUT INDIA

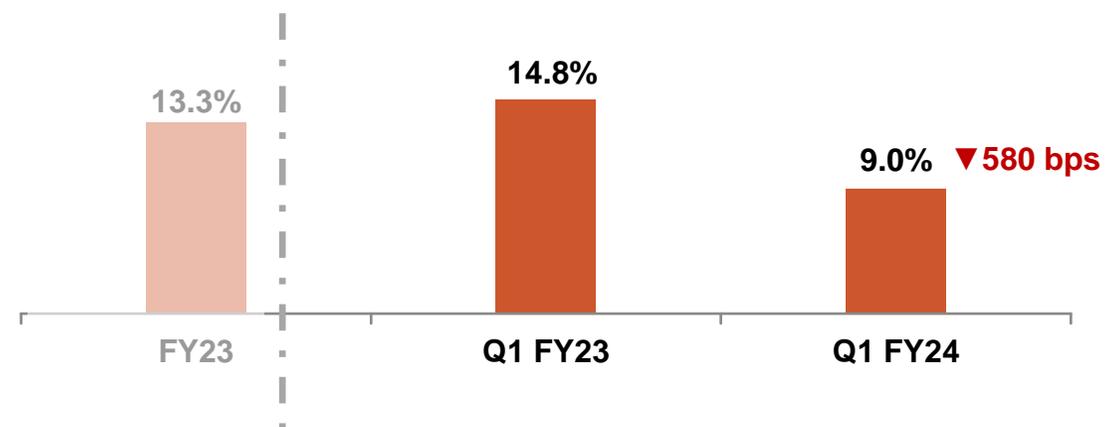
## Q1 FY24



### GROSS MARGIN (%)



### RESTAURANT EBITDA# (%)



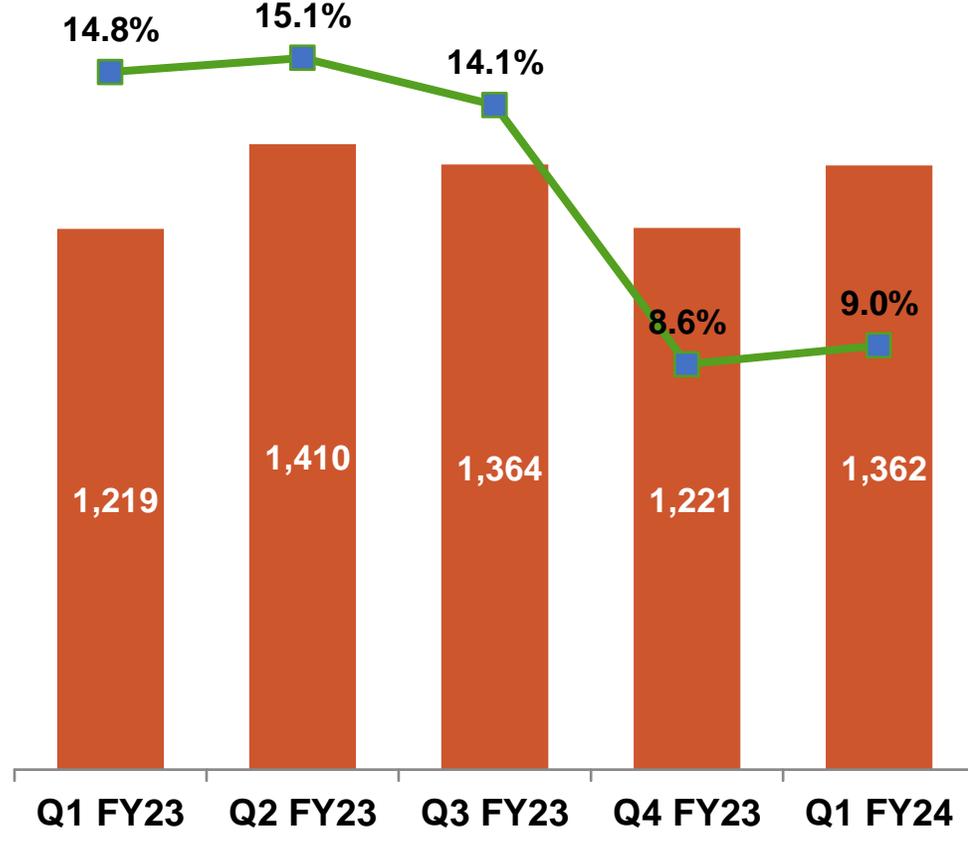
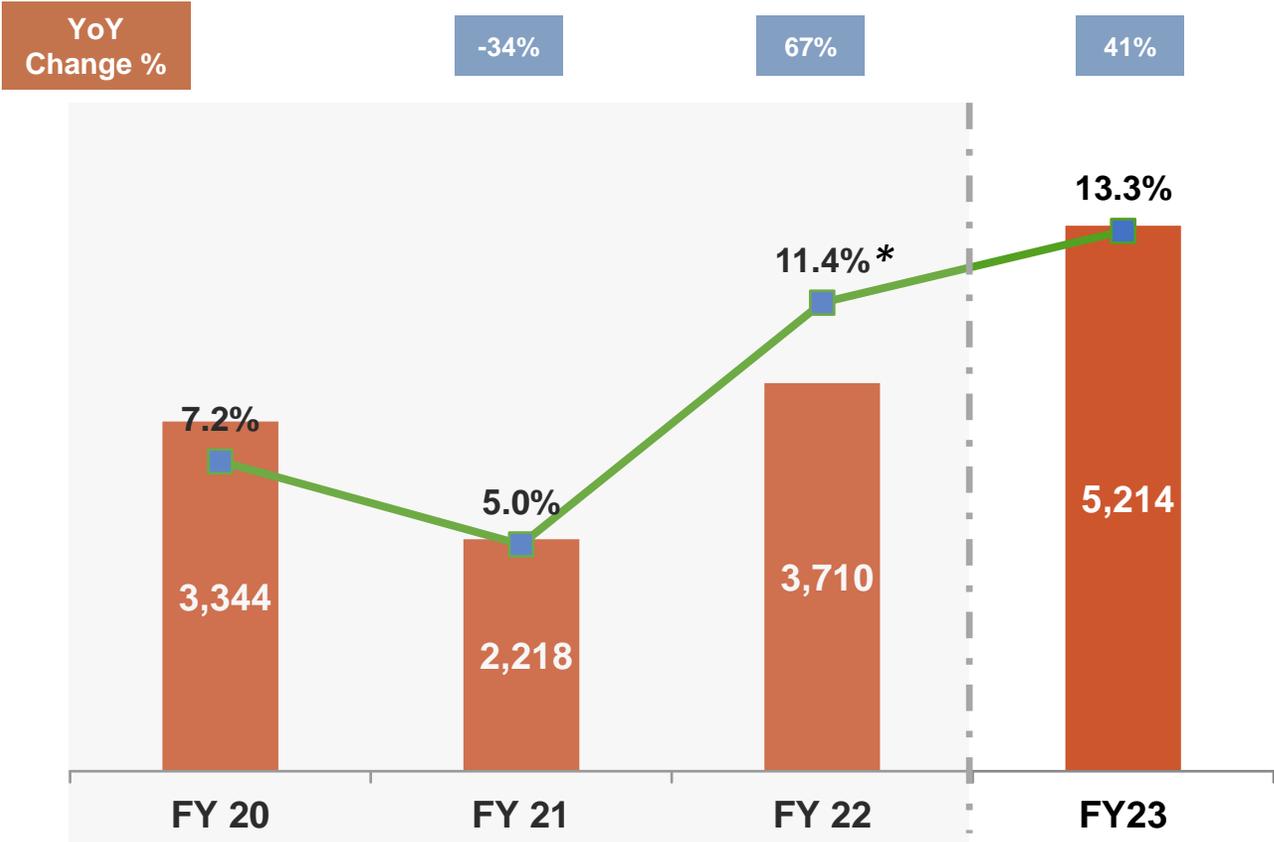
# Restaurant EBITDA figures are Pre-IND AS 116.

# PIZZA HUT INDIA

## RESTAURANT SALES & EBITDA TREND



Rest. SALES (₹MN) & Rest. EBITDA %



\* Restaurant EBITDA% after Normalizing additional incentives in FY22



*Sri Lanka*  
**Business Performance**



# SRI LANKA BUSINESS BRANDING AND MARKETING



**LUCKY DRAW**

*Win Big*  
Every purchase of Rs.2000 entitles you to 1 entry in the Raffle Draw

12 Grand Prize Winners  
3 Weekly Winners

Overseas Trips! Electronics!  
Gift Vouchers! Local Hotel Stays!

Valid from 29<sup>th</sup> May to 9<sup>th</sup> July 2023  
Conditions apply

Celebrating **MOM**

BUY 1 CLASSIC / SIGNATURE LARGE PAN PIZZA + 1 APPETIZER\* + 2 PORTIONS OF CINNAMON SWIRLS FOR **RS. 4600/-**

BUY 1 CLASSIC / SIGNATURE MEDIUM PAN PIZZA + 1 GARLIC BREAD + 1 PORTION OF CINNAMON SWIRLS FOR **RS. 2400/-**

Valid from 12<sup>th</sup> May to 14<sup>th</sup> May

**LUNCH TIME DINE-IN**

FROM 12.00PM TO 3.00PM

VALID TILL 16<sup>TH</sup> APRIL 2023

BUY ANY 2 LARGE PAN PIZZAS & GET A SELECT LARGE PIZZA FREE OR GET RS. 1000 OFF

BUY ANY 2 MEDIUM PAN PIZZAS & GET A SELECT MEDIUM PIZZA FREE OR GET RS. 500 OFF

Please refer the caption for more details T&C Apply

Celebrating **DAD**

Your love and support are the reasons for our success in life

BUY A MEDIUM PAN PIZZA (CLASSIC / SIGNATURE) + 1 PORTION OF GARLIC BREAD + 1 PORTION OF CINNAMON SWIRLS **RS. 2400**

BUY A LARGE PAN PIZZA (CLASSIC / SIGNATURE) + 1 APPETIZER\* + 2 PORTIONS OF CINNAMON SWIRLS **RS. 4600**

VALID TILL 18<sup>TH</sup> JUNE 2023  
\*CONDITIONS APPLY

**HUT 2X DOUBLES**  
DOUBLE DELICIOUS

BUY 1 LITE LARGE PAN PIZZA & 1 CLASSIC LARGE PAN PIZZA FOR **RS. 4,750** (SAVE RS.1,140)

BUY 1 LITE MEDIUM PAN PIZZA & 1 CLASSIC MEDIUM PAN PIZZA FOR **RS. 2,500** (SAVE RS.770)

VALID FROM 7<sup>TH</sup> TO 9<sup>TH</sup> APRIL 2023  
CONDITIONS APPLY

BUY A **BAKED RICE** + 1 COKE

FOR **RS. 750**

EXCLUSIVELY FOR DINE-IN ORDERS FROM 11AM TO 3PM

Offer valid till 31<sup>st</sup> May 2023

EXCLUSIVE ONLINE OFFERS

**CYBER SAVINGS**

BUY ANY LARGE PAN PIZZA & GET A CLASSIC LARGE PAN PIZZA FOR **RS. 2290** (SAVE RS. 1000)

BUY ANY MEDIUM PAN PIZZA & GET A CLASSIC MEDIUM PAN PIZZA FOR **RS. 1330** (SAVE RS. 500)

VALID TILL 30<sup>TH</sup> APRIL 2023  
NOT VALID FOR LITE RANGE OFFERS SUBJECT TO AVAILABILITY  
T & C APPLY

**LUNCH Deals**  
Valid from 11 am to 3 pm

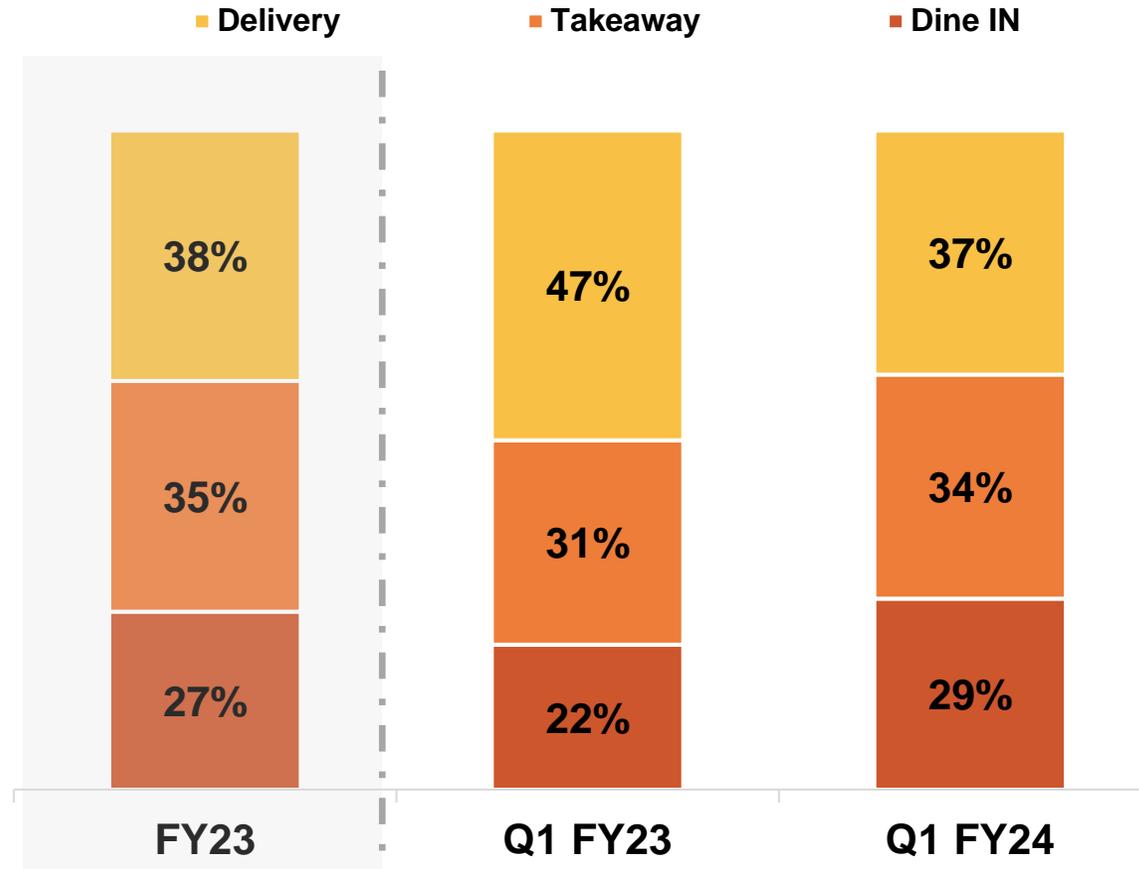
SPEND RS. 600 AND GET

1 BAKED RICE & 1 COKE OR 1 CLASSIC PERSONAL PAN PIZZA & 1 COKE

VALID ONLY FOR DINE IN TILL 18<sup>TH</sup> JUNE

# SRI LANKA BUSINESS

## Q1 FY24 - CHANNEL SALES CONTRIBUTION

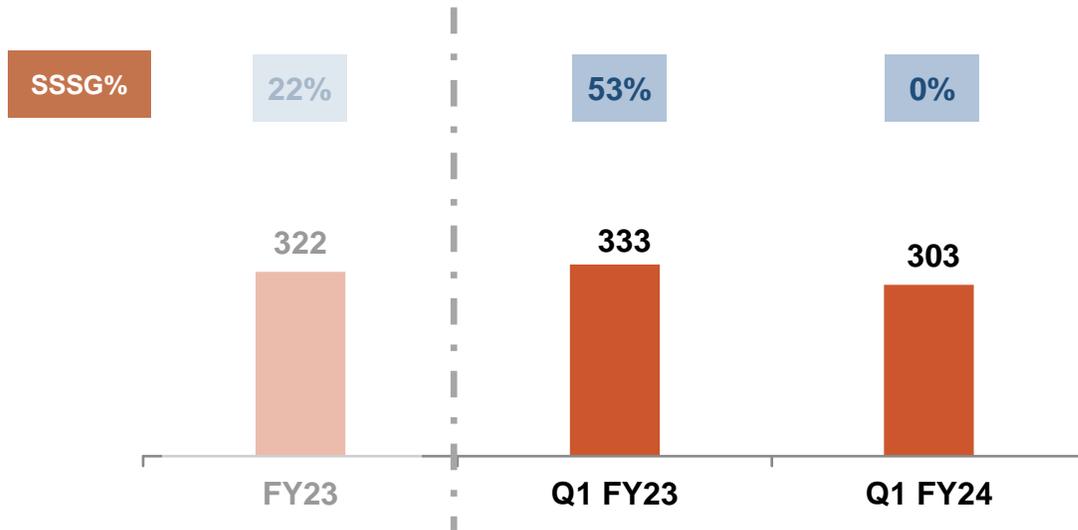


# SRI LANKA BUSINESS

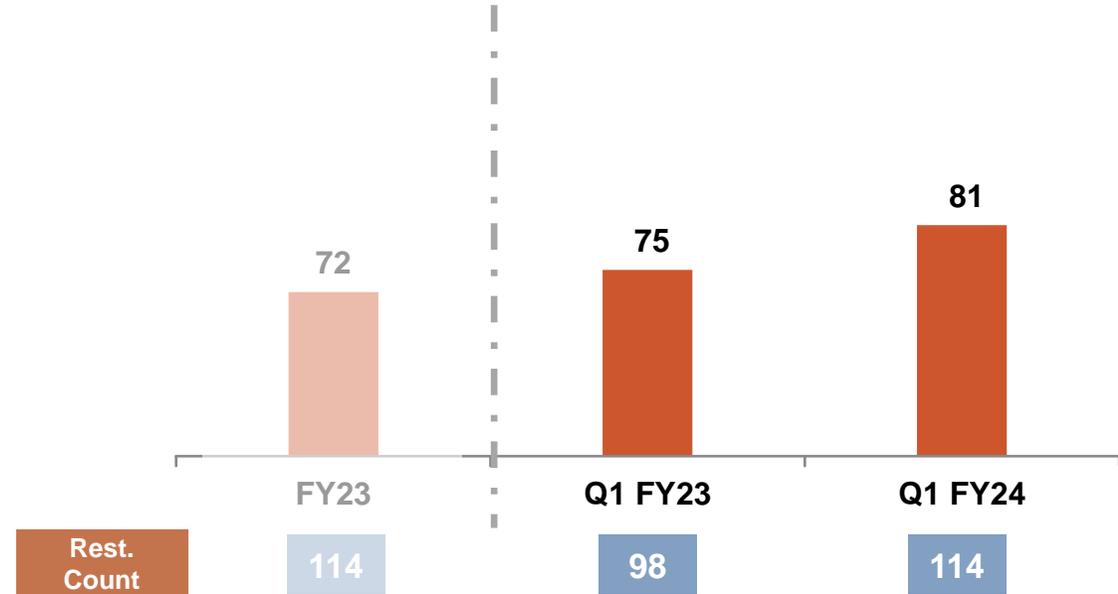
## Q1 FY24



AVERAGE DAILY SALES (LKR '000)



AVERAGE DAILY SALES (INR '000)



Average daily sales is for all restaurants including new additions during the period  
 Note: LKR to INR conversion rate of 0.2247 for Q1 FY23 and 0.2622 for Q1 FY24

# SRI LANKA BUSINESS

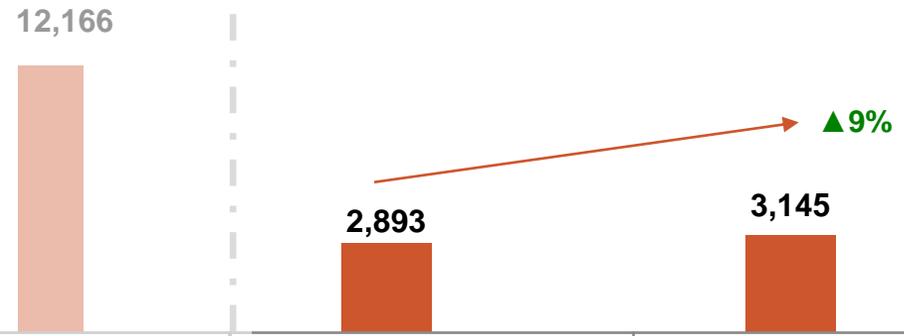
## Q1 FY24



### RESTAURANT SALES (LKR MN)

Rest. Addition

19      3      0

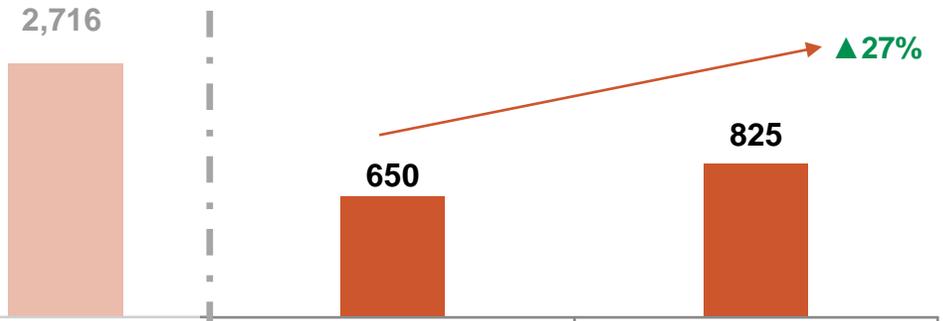


FY23      Q1 FY23      Q1 FY24

Rest. Count

114      98      114

### RESTAURANT SALES (INR MN)



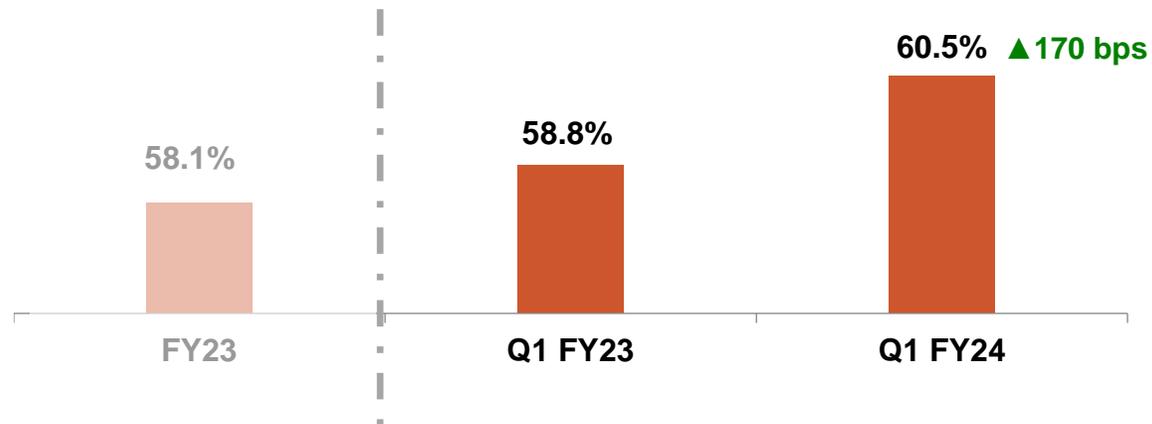
FY23      Q1 FY23      Q1 FY24

# SRI LANKA BUSINESS

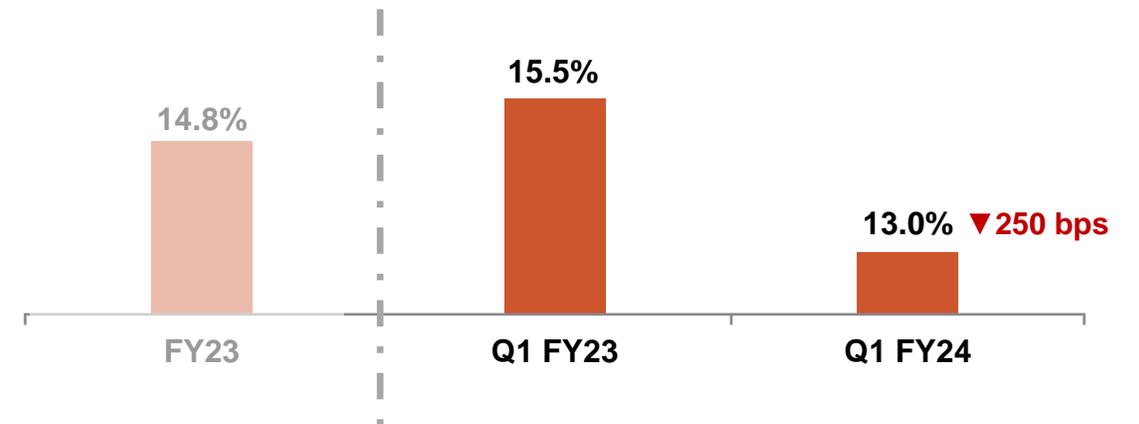
## Q1 FY24



### GROSS MARGIN %



### RESTAURANT EBITDA# (%)



Absolute Rest. EBITDA declined by 9 % in LKR terms (increased by 8% in INR terms)

# Restaurant EBITDA figures are Pre-IND AS 116.

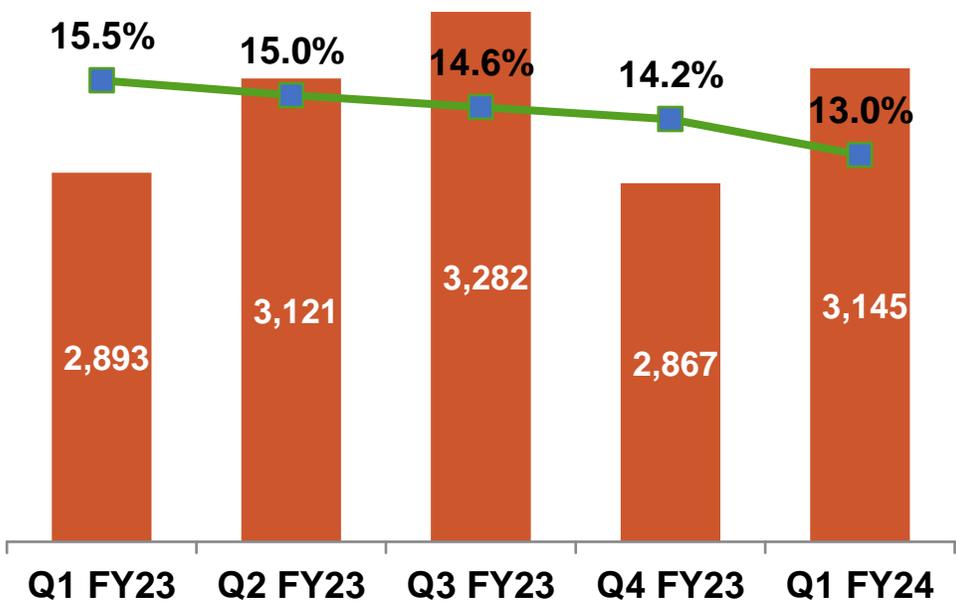
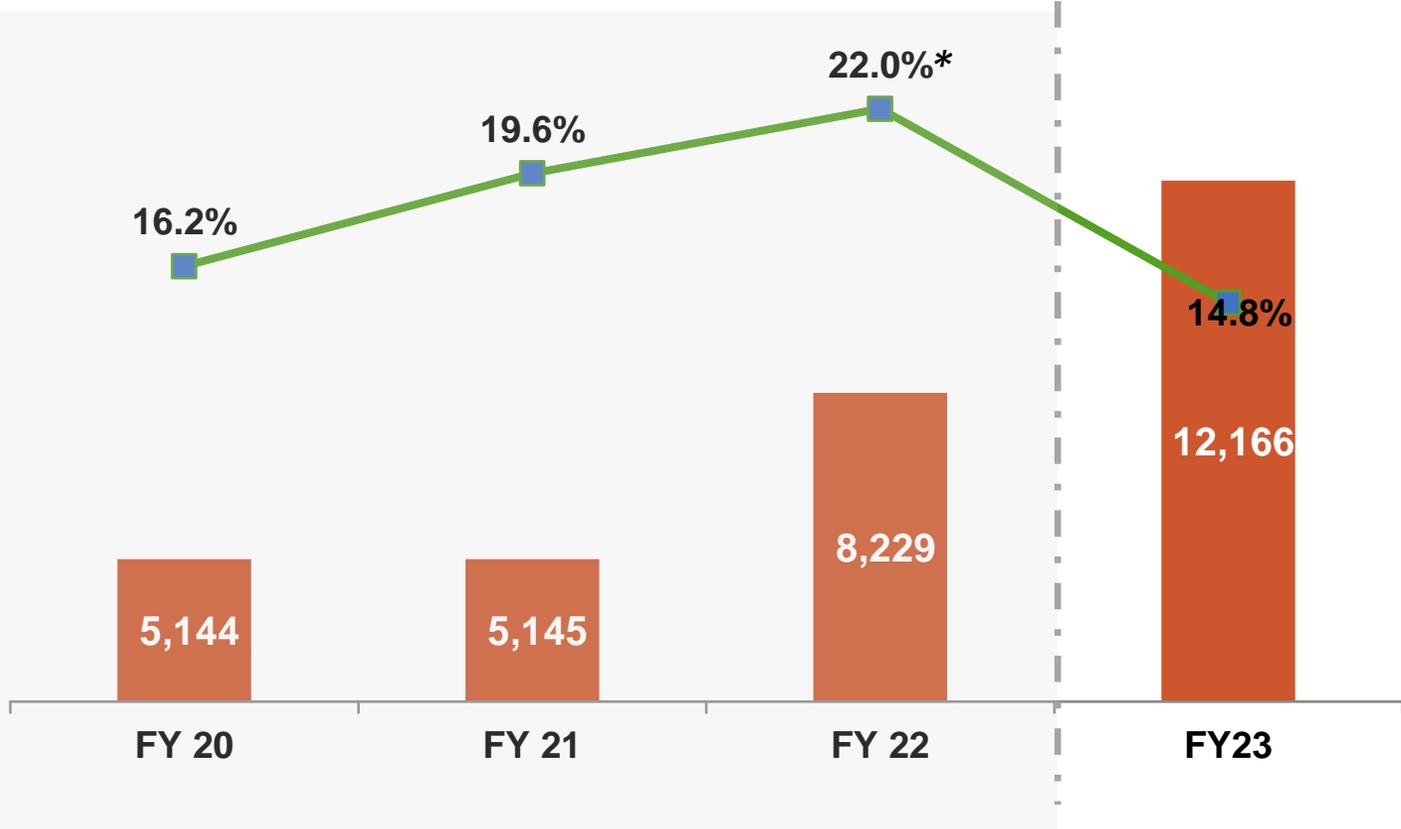
# SRI LANKA BUSINESS

## RESTAURANT SALES & EBITDA TREND



Rest. SALES (LKR MN) & Rest. EBITDA %

YoY  
Change %



\* EBITDA% after Normalizing additional incentives in FY22

# MALDIVES NEW STORES

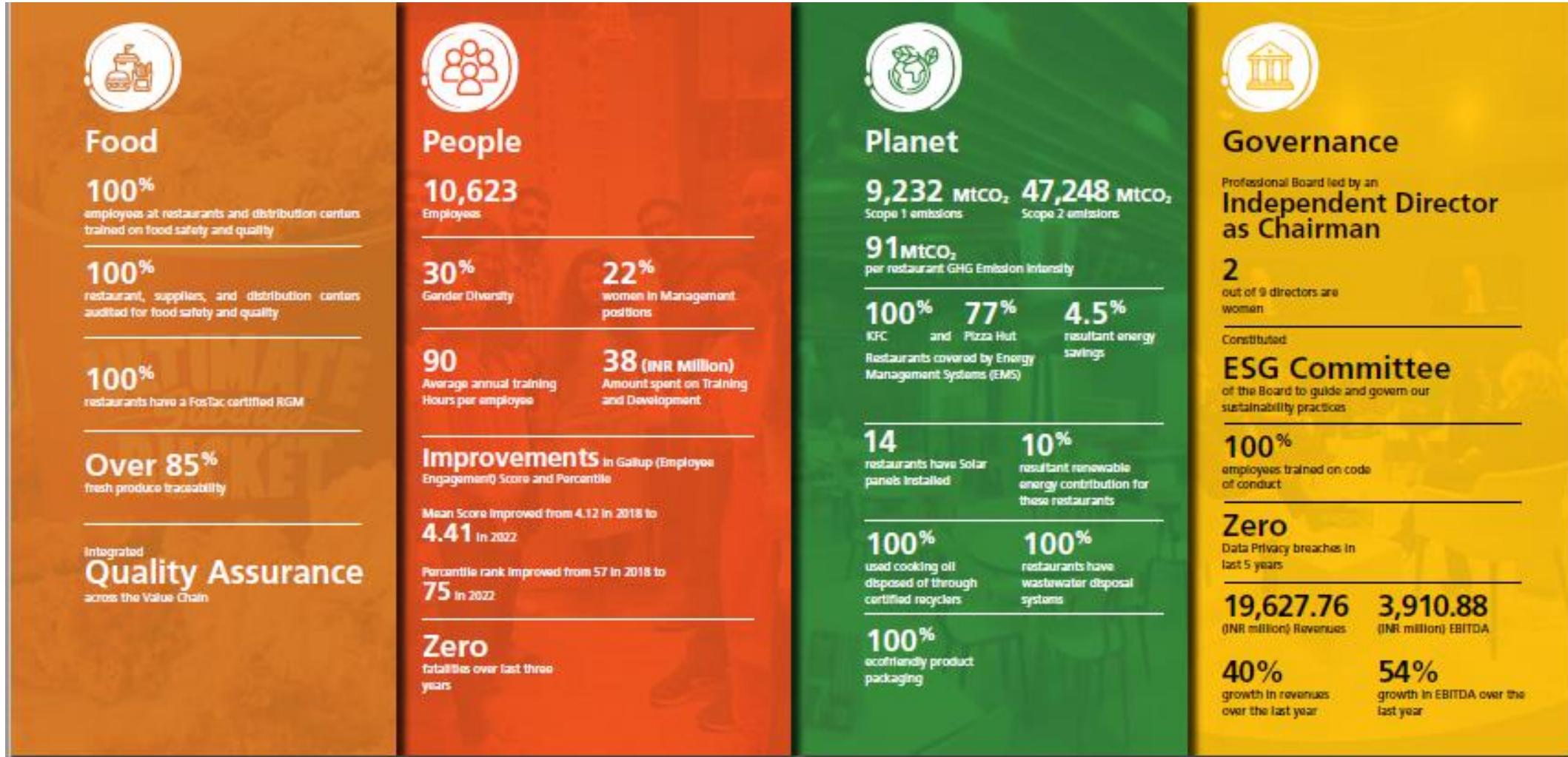


PIZZA HUT HULHUMALE

KFC HULHUMALE

# 2<sup>ND</sup> ESG REPORT (FY23) – GRI / SASB / BRSR NORMS

## KEY HIGHLIGHTS





**THANK YOU**