

COFFEE DAY ENTERPRISES LIMITED

(Formerly Coffee Day Enterprises Private Limited & Coffee Day Resorts Private Limited)
CIN No.: L55101KA2008PLC046866



To,

BSE Limited
General manager-DSC
corp.relations@bseindia.com

Dear Sirs,

14th January, 2016

Regulation 30 (Disclosure of Events or Information)-SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015

This is to inform you that as per Regulation 30, the Company's subsidiary Coffee Day Global limited under its Brand **Café Coffee Day** is planning to roll out an "App" for Loyalty, Analytics, Payment, personalization & CRM to engage with its customers.

Please find herewith the Annexure for the same.

Kindly take the same on record.

Thanking you,

Yours Truly,

For Coffee Day Enterprises Limited



Sadananda Poojary
Company Secretary & Compliance Officer

CC:

National Stock Exchange of India Limited
Manager-Listing
cmlist@nse.co.in

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Annexure

The 'New' Cafe Coffee Day App: An Introduction

In a business environment, where the consumer is increasingly swayed by attractive offers and simplicity in transacting, the new CCD app has been conceptualized with the dual objective of

- a) Aiding consumer convenience and value perception
- b) For the company, a new-age digital CRM platform to better profile consumers and track their consumption behaviors and trends.

The new CCD App is built on the LAPP (Loyalty, Analytics, Payment and Personalization) platform that will allow CCD to engage with its customers.

- ❖ Launch
 - Karnataka: Tentatively within 30 days
 - Pan India: Tentatively within 90 days
- ❖ Availability
 - Android

What's new?

This is the first time Cafe Coffee Day is offering a mobile based wallet and loyalty experience!

CCD App - For the customers

Easy payment

Mobile wallet integration: The app will have an integrated Mobile Wallet with special benefits to use the wallet instead of cash

Cashless transactions

With App payment enabled users will no longer have to deal with Cashier

Part payments: Users are given the flexibility to make part payments of Mobile wallet + Cash

Exclusive offers

App users get special discounts and combos: Offers will be generated and distributed based on analytics.

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Loyalty points

Customers can earn loyalty points on all F&B purchases with bonus points for adding and using the mobile wallet. The points can be used to redeem all future transactions

Save time

Features such as pay through mobile and store locator will help users to save time on their CCD experience. Features such as pre-order and delivery are also planned.

CCD App - For the company

Acquire new customers

Improve awareness and promote word of mouth promotion through referral programs and new personal level of engagement with the customer

Improve Loyalty

Features, reward points and regular offers in the App will help to convert normal customers into loyal CCD advocates

Enhanced visibility and brand image

Since a mobile app is an "in pocket" company asset, it will allow CCD will ensure top of mind recall through regular push notifications.

Increased footfall and engagement

Through personalised offers and regular cashbacks the app will entice customers to visit the store more often

User analytics for future personalization

Acquire valuable demographic and purchase behaviour data from the customer's mobile whenever they use it to transact at CCD.

New marketing channel

The App will be a new communication channel and will allow CCD to announce offers and special events through the app

CCD App – Way Forward

- Pre-order (ordering from menu, pickup from store)
- Social media integration
- Delivery (point to point delivery)
- Third-party offer management and redemption
- iOS version of app v1.5

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