


**COFFEE  
DAY**

**ANNUAL  
REPORT  
2019**






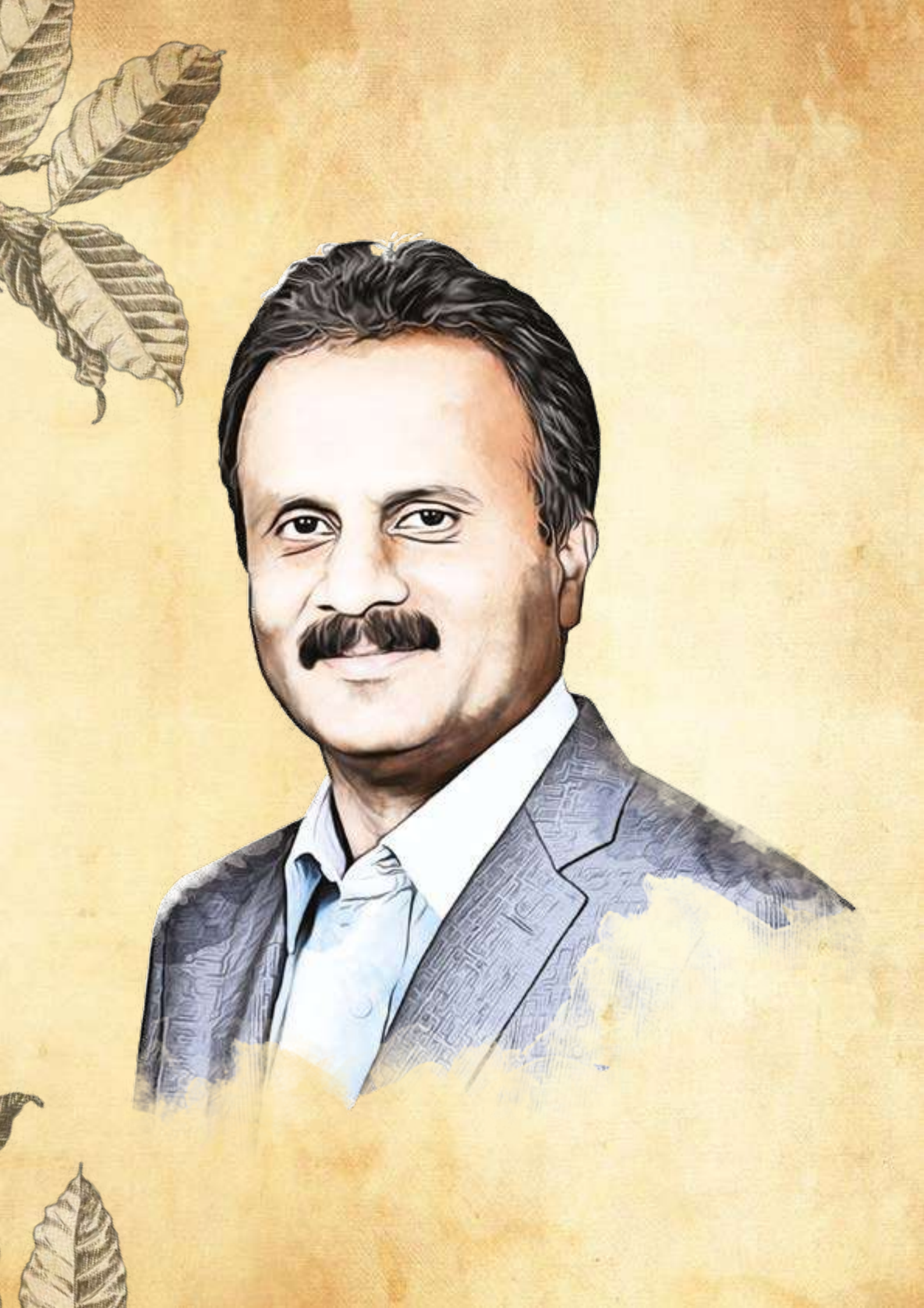


We remember  
our beloved Chairman  
**V. G. Siddhartha**  
with pride.

We stand committed  
to his vision and  
will continue building  
on his legacy.
















# We are where coffee is today, and where it will be going next.

A great mug of coffee is made with love, passion, dedication and hard work. From nurturing the right coffee plants under best growing conditions to picking, drying, processing, roasting and brewing. We want to bring to your life, coffee that is unique and delicious with a wonderful balance of aromas, flavours, body and complexity. Yet, we do more than just gratify the palate.

Coffee is more than a beverage, it is more than a caffeine fix; coffee is our purpose. We believe that the smell of freshly made coffee is one of humankind's greatest discoveries. It inspires us, because we see the infinite possibilities in every bean, ready to be released.

Historically, coffee is rooted in shared experiences and a region's coffee culture is a tell-tale sign of its close-knit social fabric and underscores the celebration of community. Coffee inspires a place where individual life can be enriched through companionship and conversations.

We have won the love of coffee aficionados across the global forum, with customised offerings that suit the needs of every geography and demography we serve. We aspire to make the time you spend with us the best part of your day, wherever you are. The alternative to coffee, for us, is coffee.



# What's brewing inside



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# Corporate Overview





## About Coffee Day

# A world of infinite possibilities

### Vision

Showing the world where coffee can take us.

### Mission

To capture the boundless potential in all that we do — just as we do for every cup of coffee.

We, at Coffee Day Enterprises Limited (Coffee Day) are home to the largest coffee chain in the country. In 1996, we opened the first Café Coffee Day outlet on Brigade Road, Bengaluru, with a vision to recast the perception around coffee as a beverage and transform it into the pulse of social occasions.

Today, our operations span a wide upstream-integrated network of major coffee-growing areas in India, with the support of our coffee estates, curing works, roasteries, packaging centres, distribution hubs and café outlets, adding up to a combined capacity of 70,000+ TPA. Coffee processed by us is also exported to various parts of Europe, the Middle East and Japan, reinforcing our enviable position as one India's top coffee exporters.

Our forays into diverse businesses is underlined by our presence in technology parks and SEZs, logistics, investments, financial services and hospitality.

