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# PIONEERS OF THE COFFEE CULTURE IN INDIA

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BARISTA

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## OUR PHILOSOPHY

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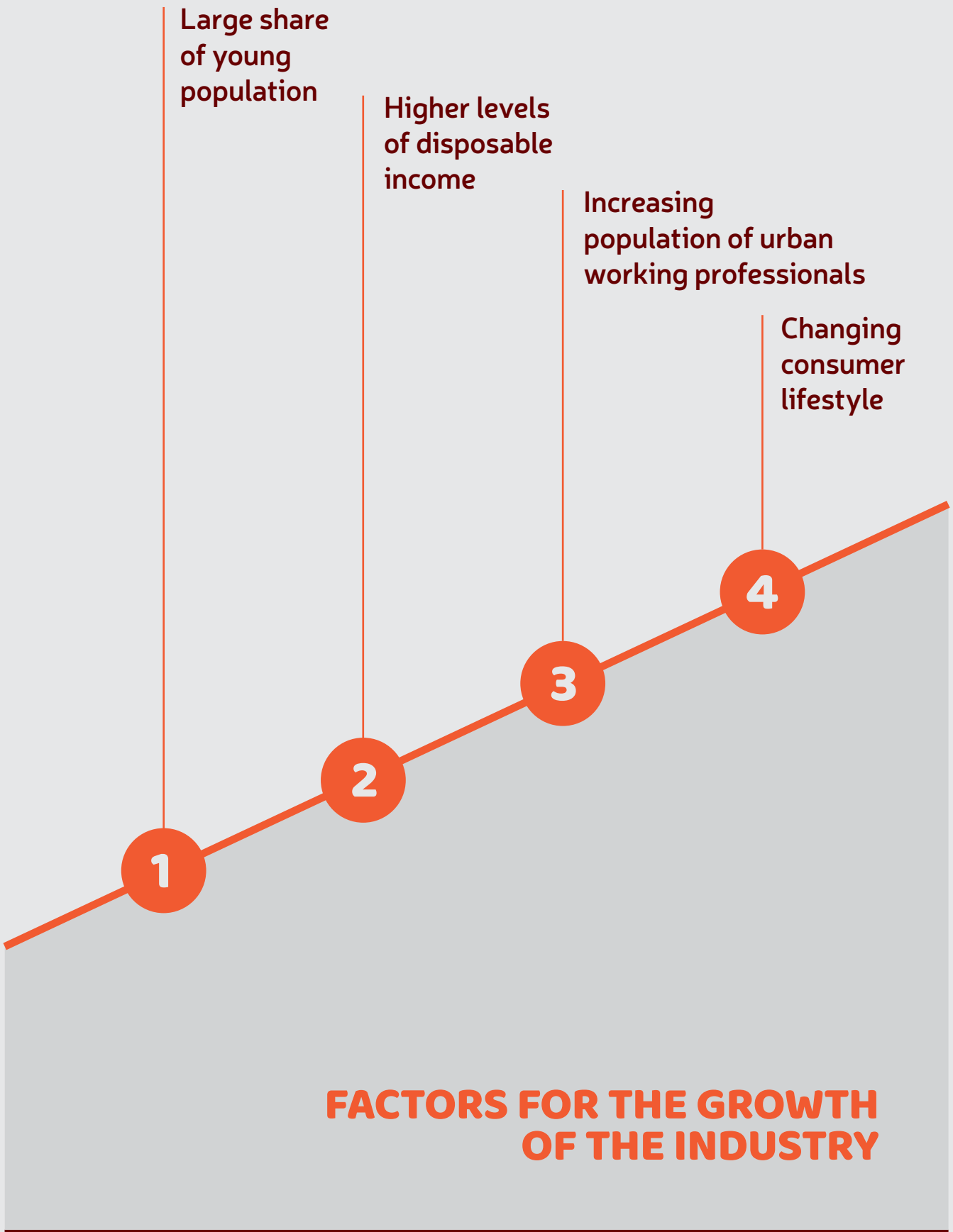
**DRIVE THE CHANNEL  
BUSINESS OF GROWTH  
WHERE OUR PARTNERS  
CO-EXIST & PROSPER.**

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# DEMAND FACTORS

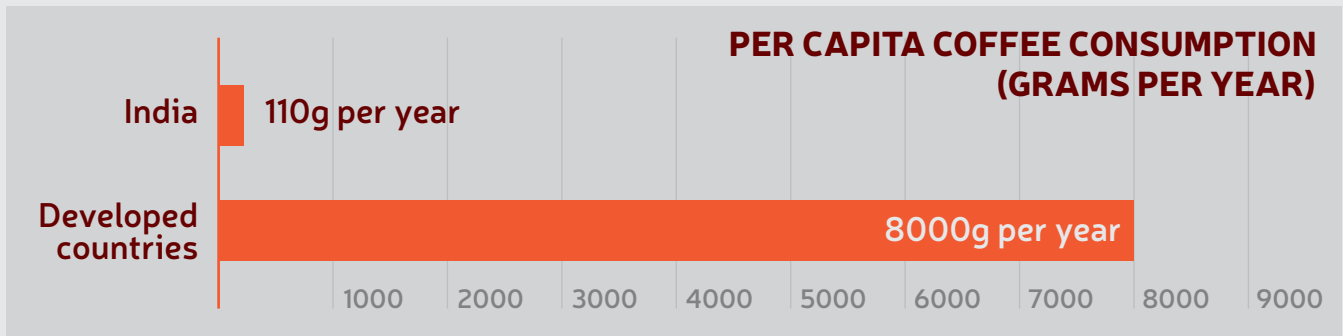
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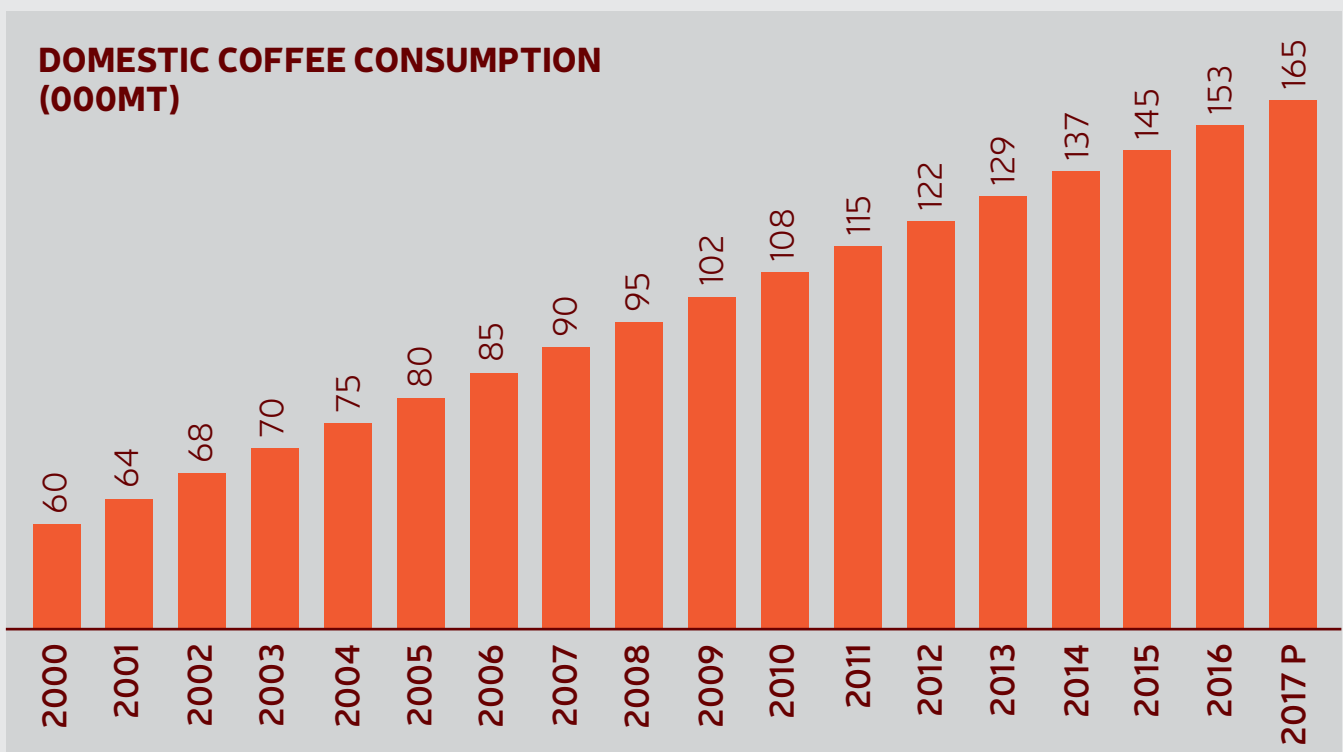
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# INDIA AS AN OPPORTUNITY

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- 30% growth in per capita coffee consumption, from 85g per year to 110g per year.
- Huge opportunity to grow considering the consumption in the developed countries.



- Domestic coffee consumption growing at 6% CAGR is impressive considering India is primarily a tea drinking nation.
  - Only Barista offers an option to partner with in the coffee segment to encash these exciting trends.
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# VALUES WE SWEAR BY

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## LEADERSHIP

Lead with ideas. Constantly.

2

## INTEGRITY

Be transparent. No exceptions.

3

## RESPONSIVENESS

Listen. Listen. Listen.

4

## RESPONSIBILITY

Own things up. Always.

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# WHY SHOULD YOU INVEST

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## BRAND LINEAGE

- Pioneer of the coffee culture in India
- 18 glorified years of success

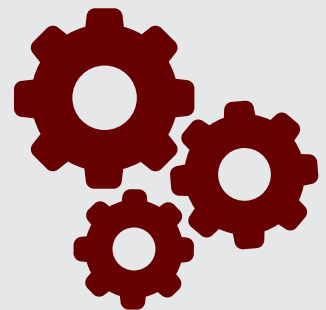


## SCALABILITY

- Ease of store development
- Expansion to multiple stores
  - E-Commerce & delivery

## EASE OF OPERATIONS

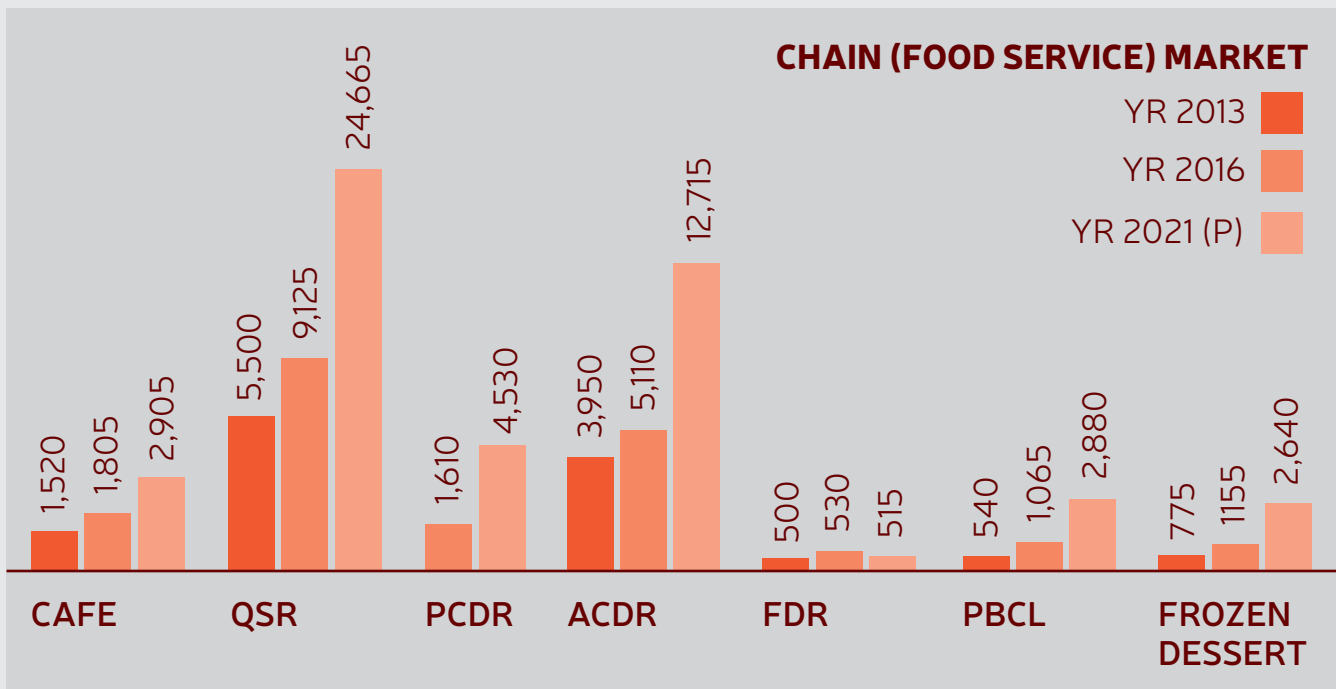
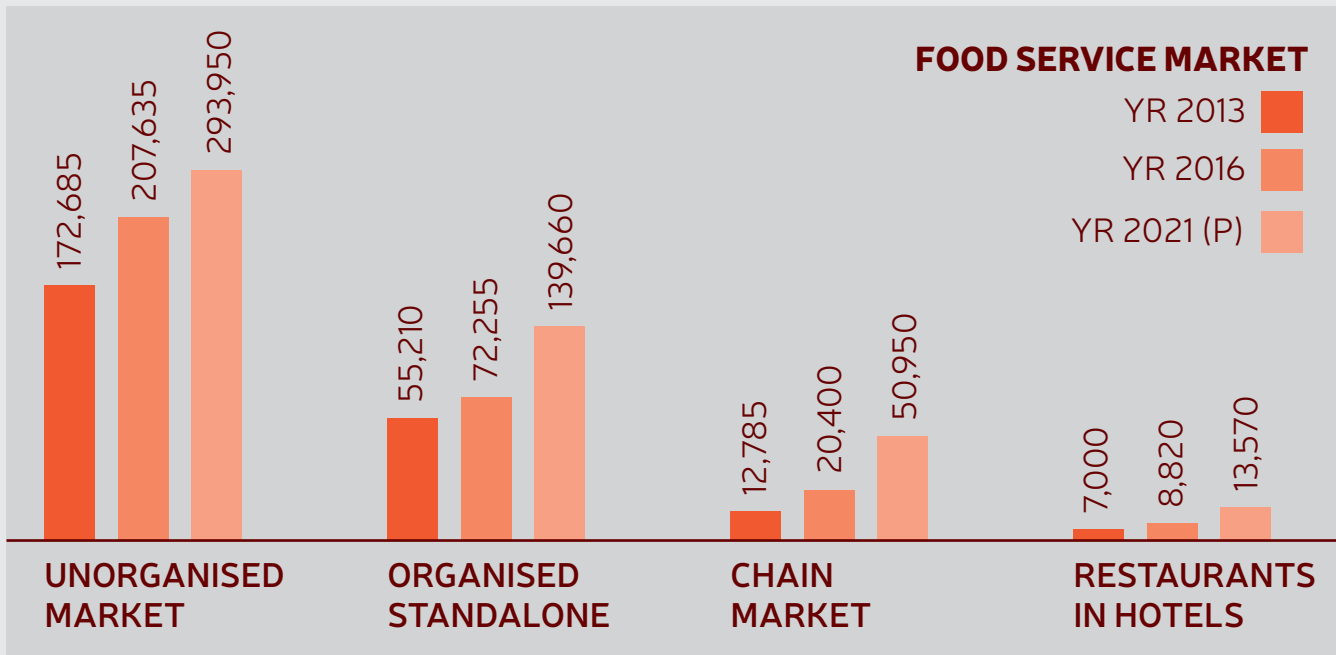
- Easy launch and sustenance
- Active tactical support
- P&L optimization support



## BEST INVESTMENT OPPORTUNITY

- Food industry is growing @ CAGR of 10-12% YOY
  - Coffee consumption is growing @14-15% in urban areas
    - Investment starting at 15 Lacs
      - Quick payback
  - Coffee chain appeals to audience of all type
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# SEGMENT SPLIT - INDUSTRY



- Coffee consumption in developed countries is ~8 kg a year while in India it is ~110 gm a year.

- Size of the café chain market is estimated at INR 1895 Crores in 2017, expected to grow at a CAGR of ~10%, to reach INR 2,905 Crores by 2021.

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# OPERATIONS & SUPPORT

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- Dedicated teams
- Forward planning



Food technology & software support



Products, NPD & quality support



Marketing & loyalty support



Business planning & operations



HR & training support



Supply chain support

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# OUR PRODUCTS

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## GEOGRAPHICAL FOOTPRINT

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**200+** Stores\*

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Franchise stores **60**

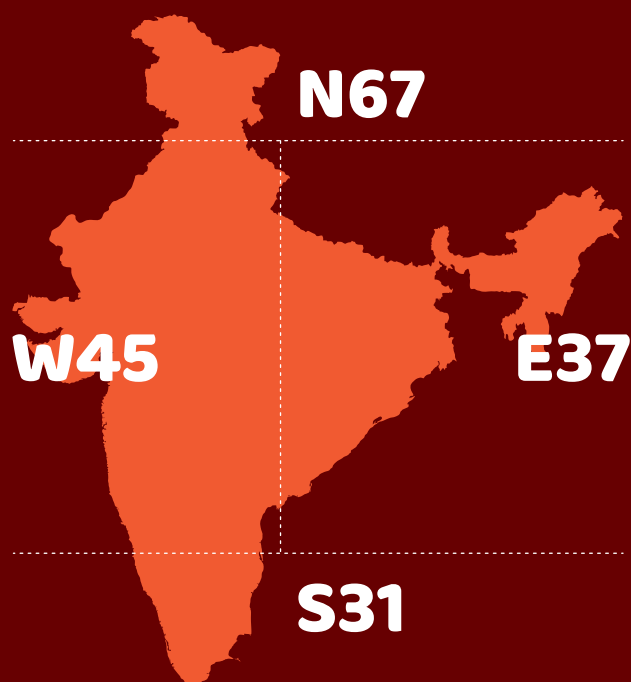
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**20** International stores

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### Domestic

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### International

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Sri Lanka  
Nepal  
Maldives  
Bangladesh  
Myanmar

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\*Including the stores under development

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# OUR STORE FORMATS

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## CAFÉ



## KIOSK



## EXPRESS



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# WHEN YOU SHARE SUCCESS, IT GROWS.

- Hamdi Ulukaya

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GET IN TOUCH WITH US :

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# BARISTA