

JFL/NSE-BSE/2023-24/122

February 20, 2024

BSE Ltd.
P.J. Towers, Dalal Street
Mumbai - 400001

National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex
Bandra(E), Mumbai - 400051

Scrip Code: 533155

Symbol: JUBLFOOD

Sub: Presentation made to Analyst/Institutional Investors

Dear Sir/ Madam,

In furtherance to our letter no. JFL/NSE-BSE/2023-24/120 dated February 15, 2024, please find enclosed herewith a copy of the presentation titled "Building a Unique Platform" made by Mr. Sameer Khetarpal, CEO & Managing Director of the Company at the Kotak Chasing Growth conference held in Mumbai today.

The copy of above presentation is also available on the website of the Company at www.jubilantfoodworks.com.

Kindly take the same on record.

Thanking you,
For **Jubilant FoodWorks Limited**

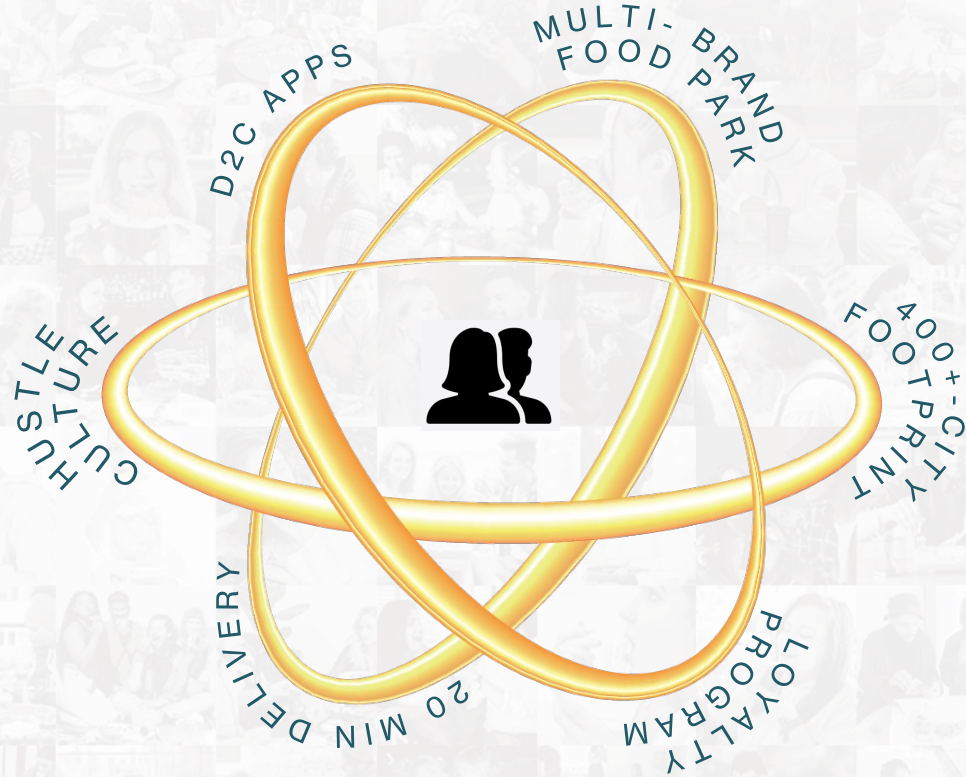
Mona Aggarwal
Company Secretary and Compliance Officer
Investor E-mail id: investor@jublfood.com

Encl: A/a

A Jubilant Bhartia Company

Jubilant FoodWorks Limited
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TEL: +91 120 6927500
TEL: +91 120 6935400
CIN No. : L74899UP1995PLC043677
Email : contact@jublfood.com



Building a Unique PLATFORM

KIE CHASING GROWTH '24

20TH FEBRUARY

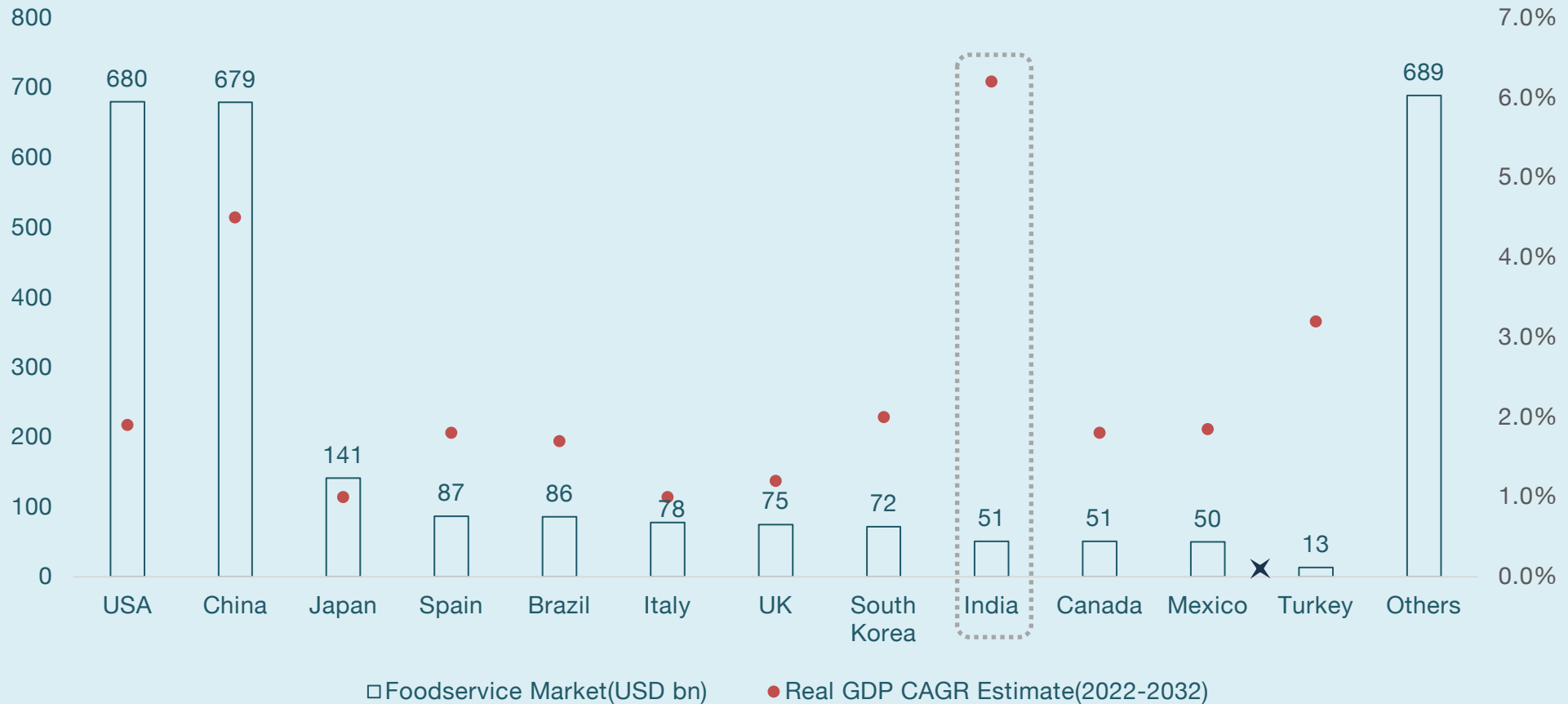
SAMEER KHETARPAL

MD&CEO

JUBILANT FOODWORKS LIMITED

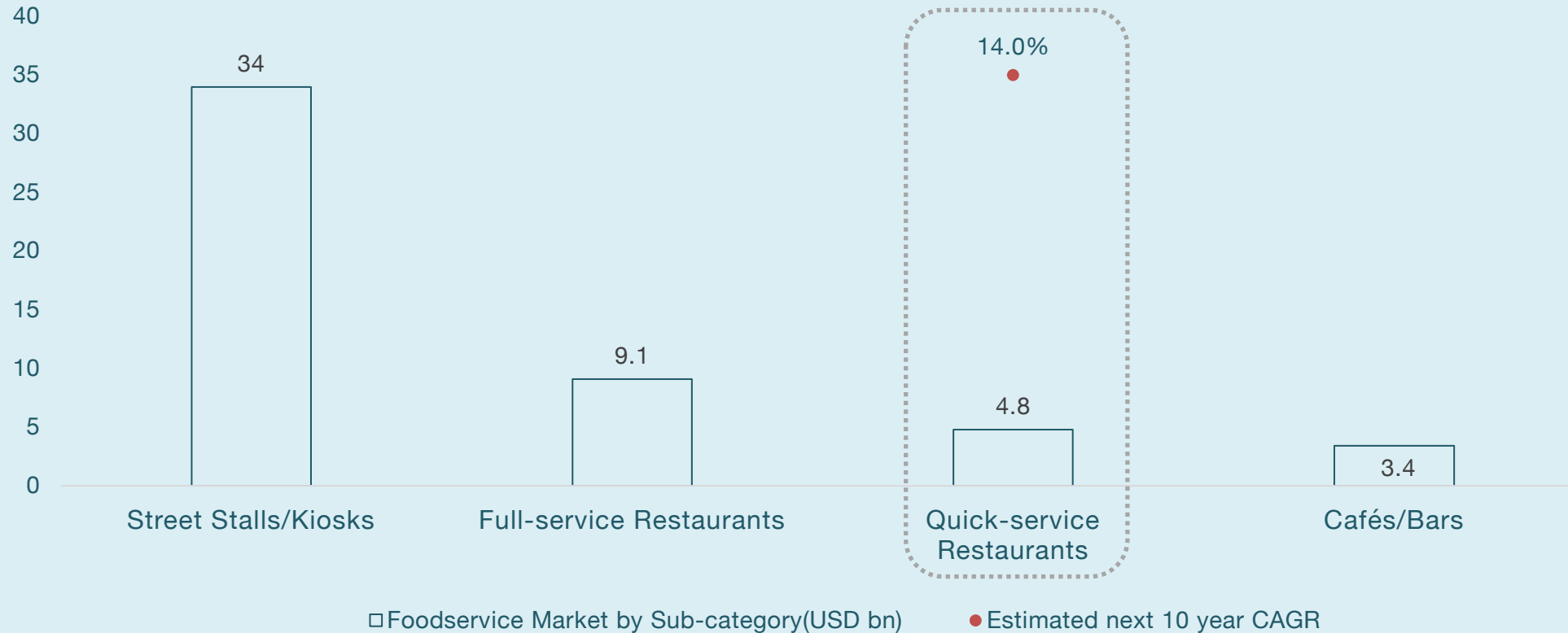
Consumer Foodservice is a highly attractive global category

Global Market at \$2.6 trillion. At \$51 bn, India is currently the 9th largest market.



QSRs are poised for multi-decadal growth opportunity

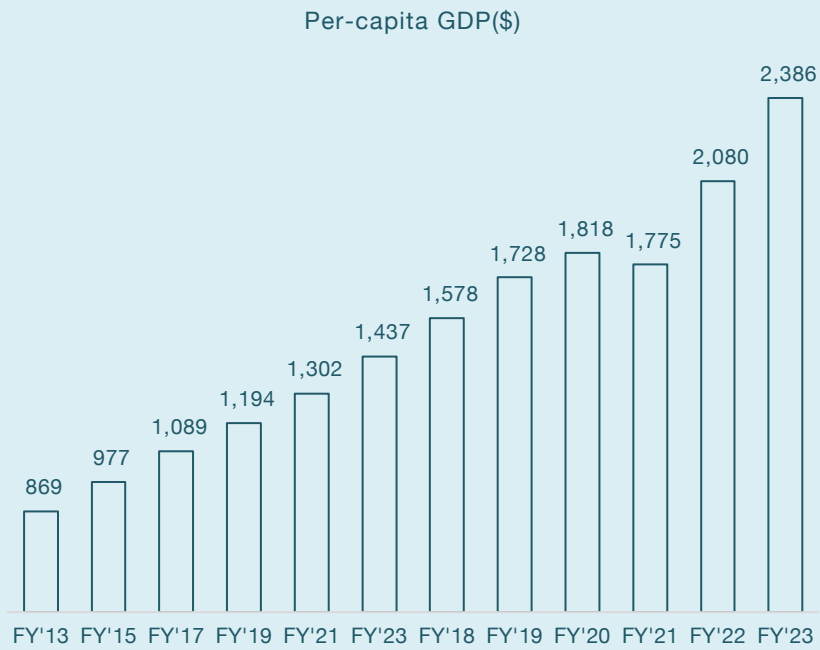
QSRs to power Indian Foodservice Market to Top 5 market in the upcoming years



Long-term, structural drivers of growth for QSR in India

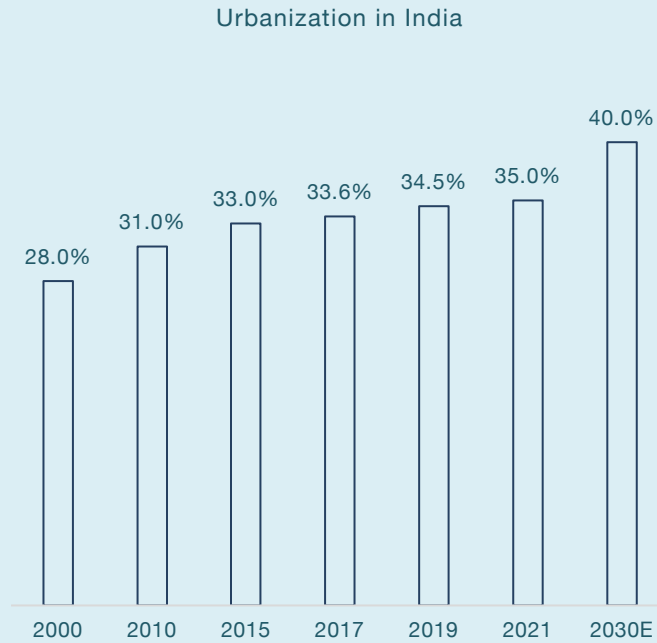
Secular trends coupled with under-penetrated categories offer massive potential for growth

Lucrative Per Capita GDP levels reached



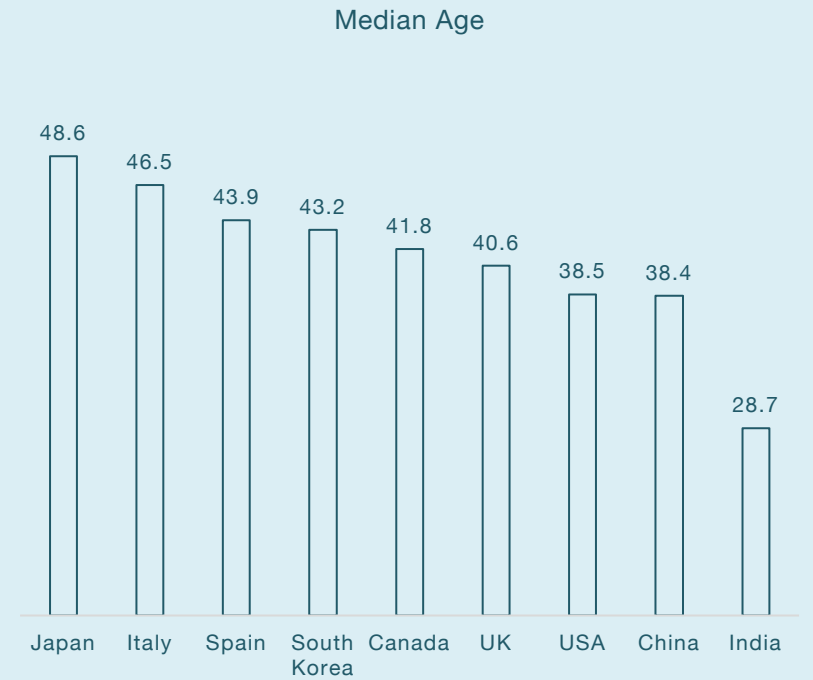
Source: NSO – MoSPI, FX as of FY'23 used for conversion

Growing Urbanization



Source: World Bank, United Nations Population Division estimates

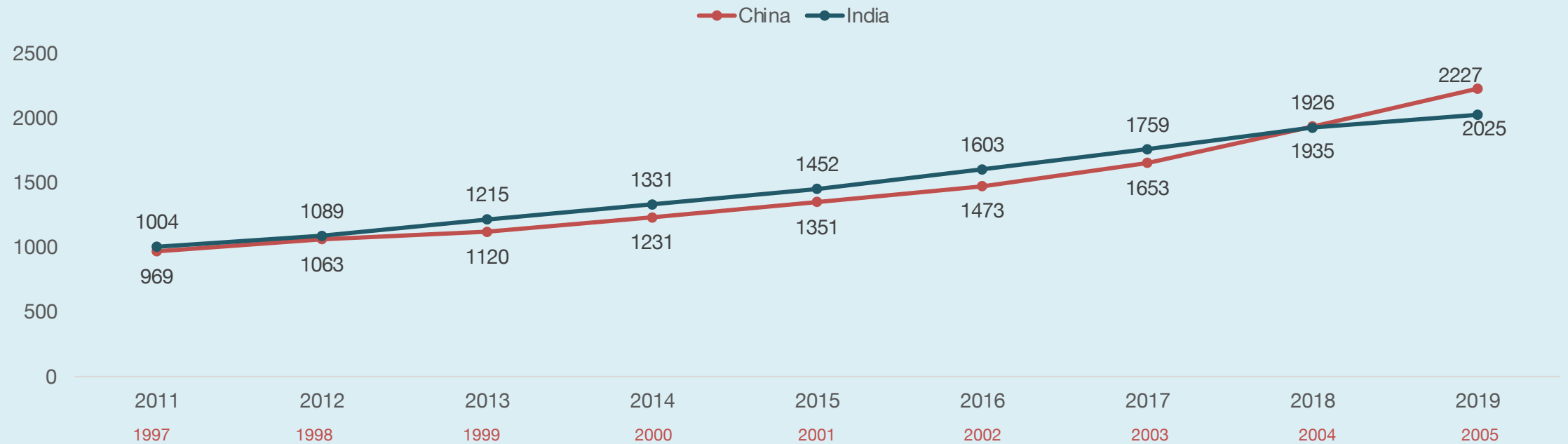
Youngest Population at scale



Source: World Population Review 2023

Drawing Parallels with China to Better Understand how can QSRs grow in India

High resemblance of GDP per Capita(\$) Trajectory for India and China, albeit in a different time period

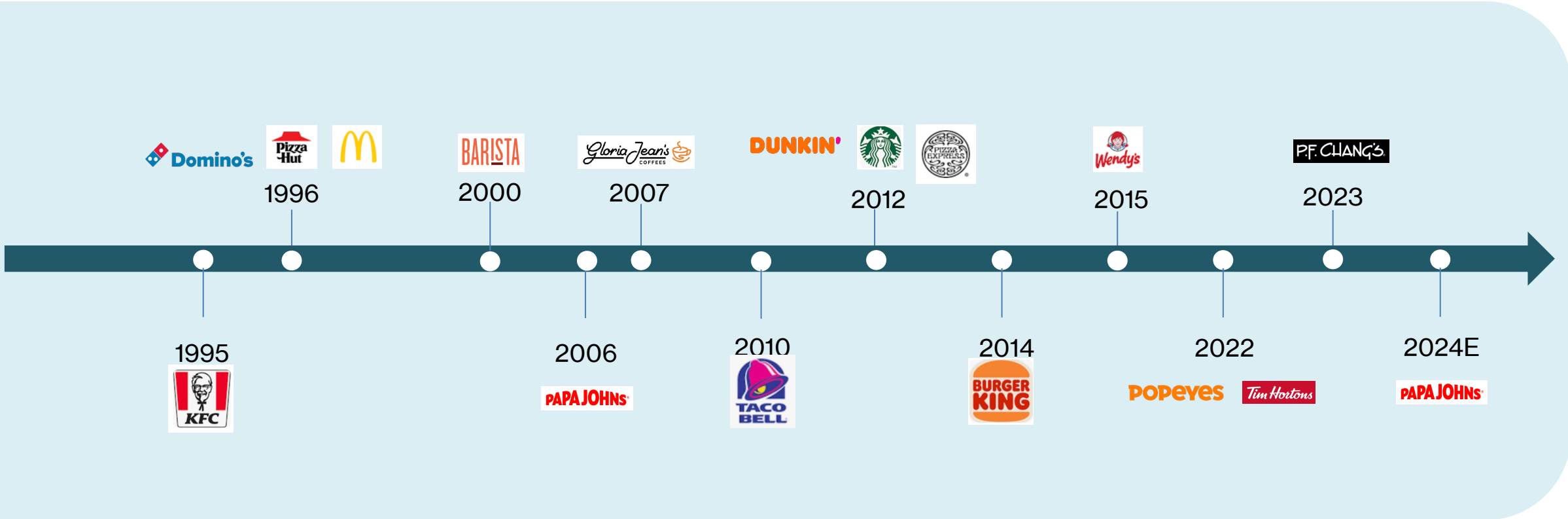


Source: NSO – MoSPI, World Bank

Several brands have entered in India; few have scaled

India has currently seen entry of only handful of brands with very few success stories!

India will attract a lot more brands in the times to come



Unique Trait of Indian Foodservice Market

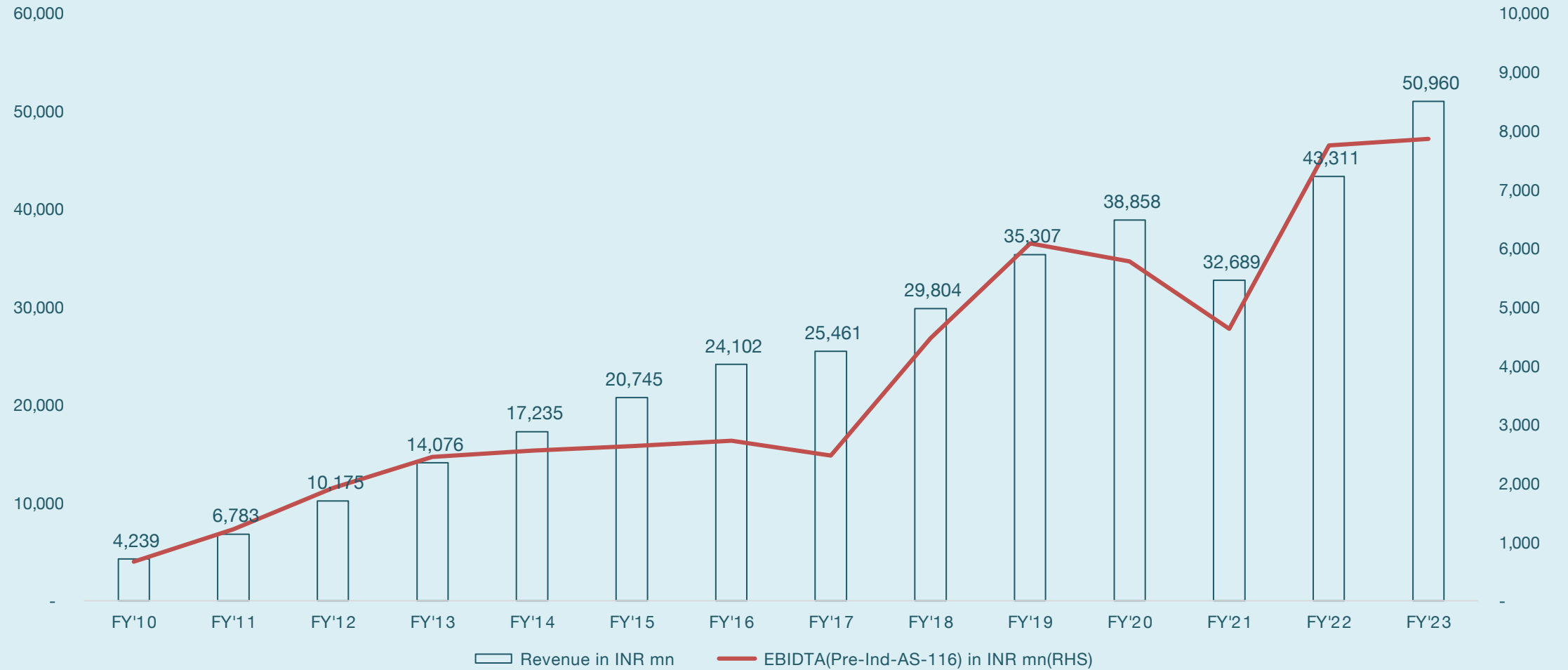
66% of the market is unorganized!



In \$	US	China	India
Average Order Value	10.3	4.2	0.7

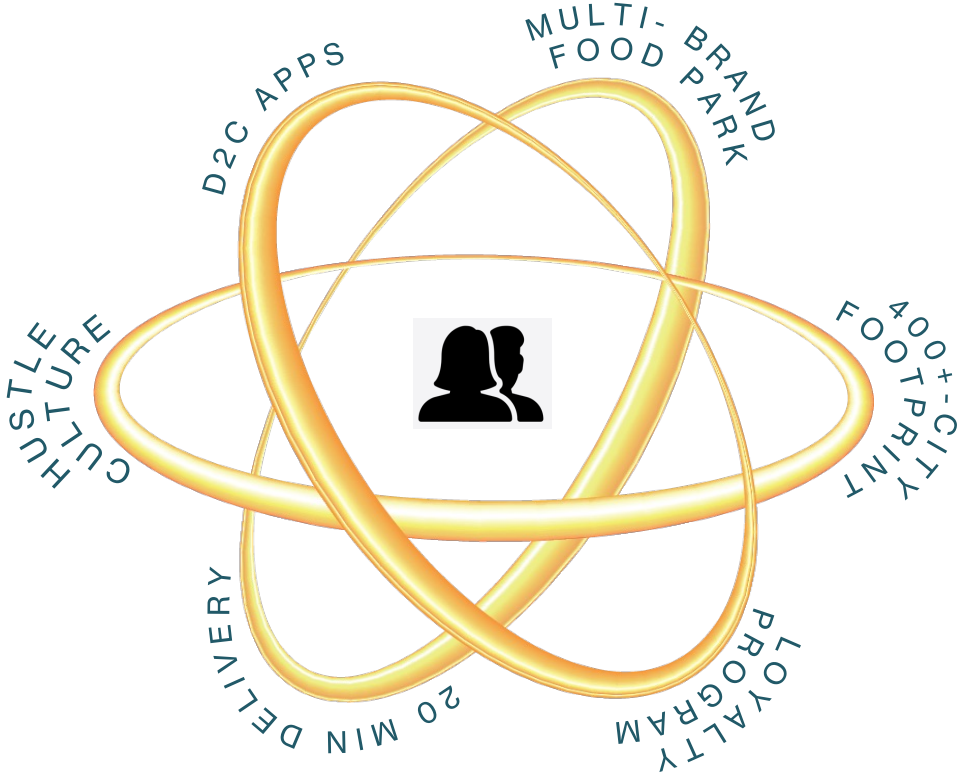
JFL is a market maker with industry-leading profits and profitability

Since FY'10, the JFL Revenue, EBITDA and PAT CAGR(FY'10-FY'23) has been ~21%

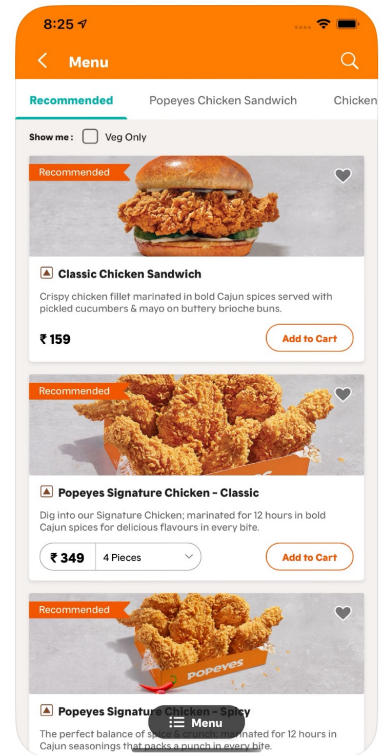
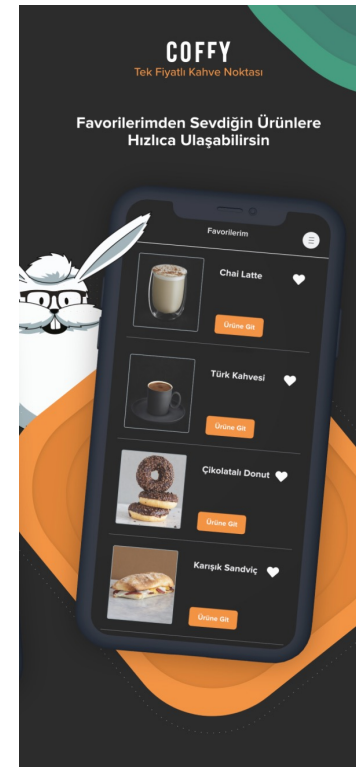
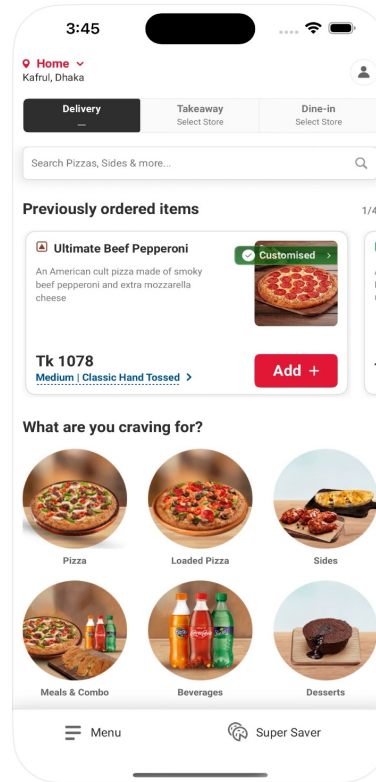
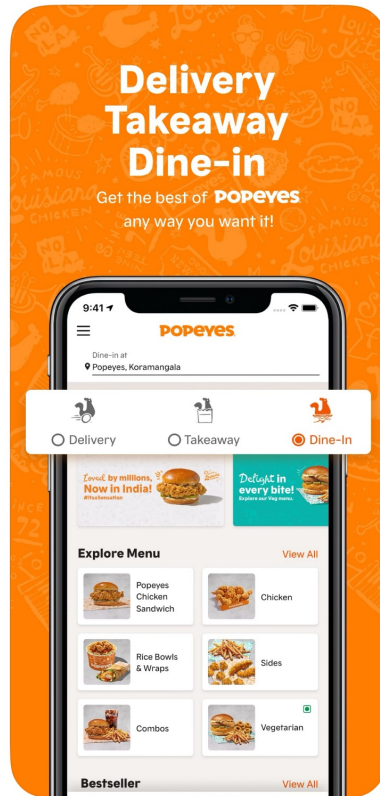
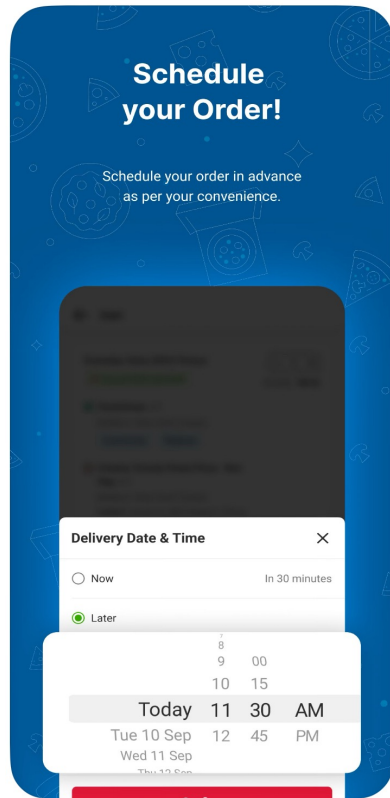
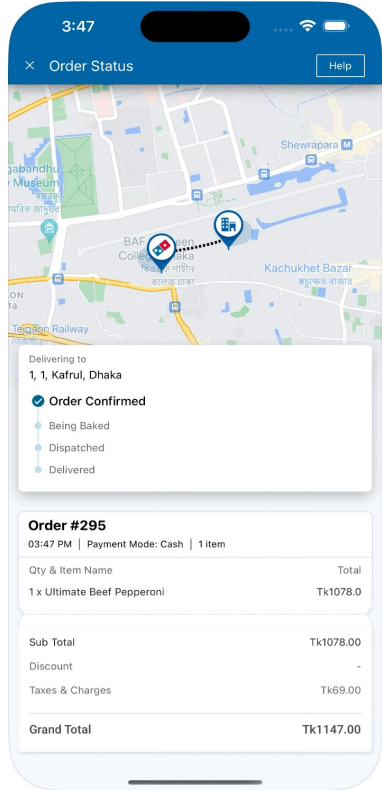


Note: The financial numbers FY'16 onwards are as per Ind-AS while the numbers of prior fiscal years are as per I-GAAP

It consists of SIX distinct elements with consumers and market at the heart of it!



Element: Own D2C App



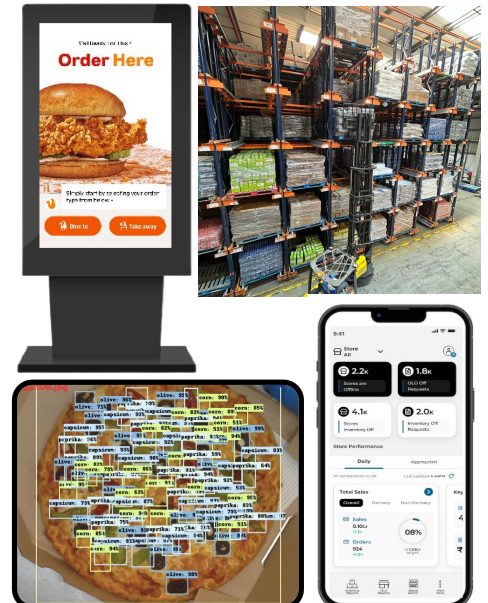
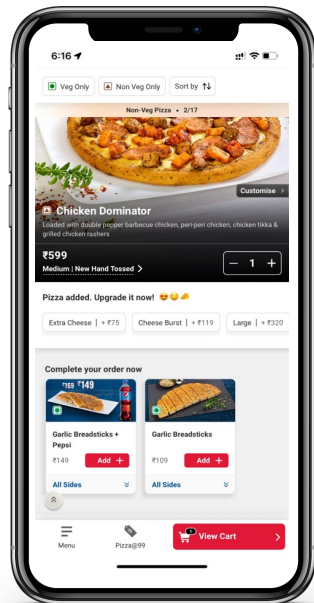
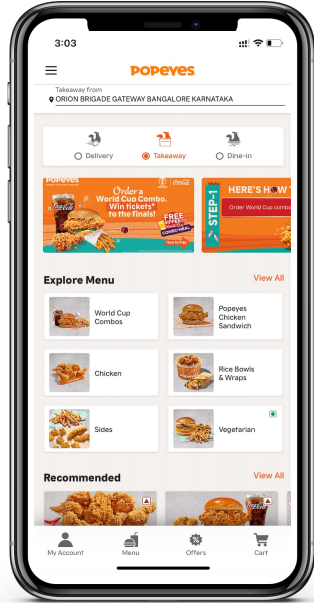
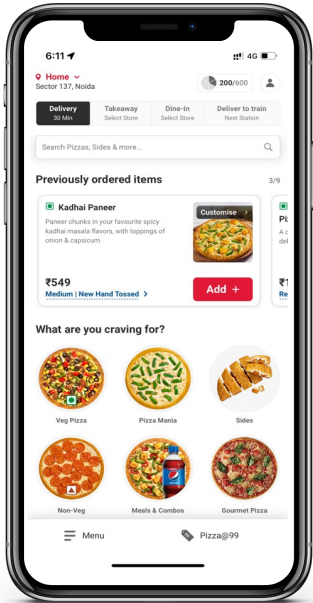
▶▶ Our 'Data and Technology Forward' Pillars

Immersive Customer Experience

Next Level Platform Capabilities

Advanced Analytics and Data Science

Digitizing Value Chain



- Single Step Onboarding
- Live Rider Tracking
- Auto Refunds

- Multi-Country, Multi-Brand in-house Tech Platform
- Automated Nearest Store Discovery

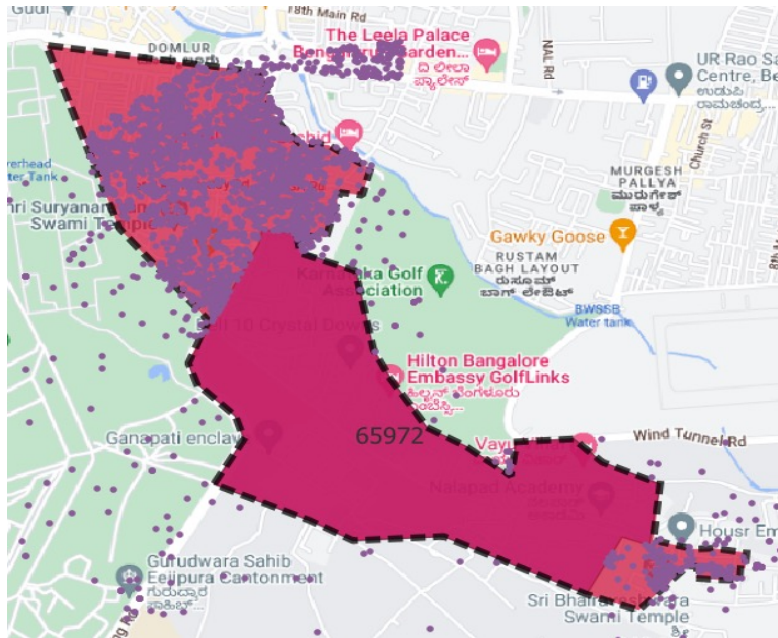
- Loyalty Program - Domino's Cheesy Rewards

- Personalized Menu and Offers
- Cohort based CRM Campaigns

- In-context Upsells
- In-context Cross-sells

- AI based Pizza Quality Analyzer
- Custom-built App for Store teams
- Transport and Warehouse Management System

Utilizing strength of data for site selection and coverage expansion



Existing Delivery Coverage Expanded Delivery Coverage and a future new store location

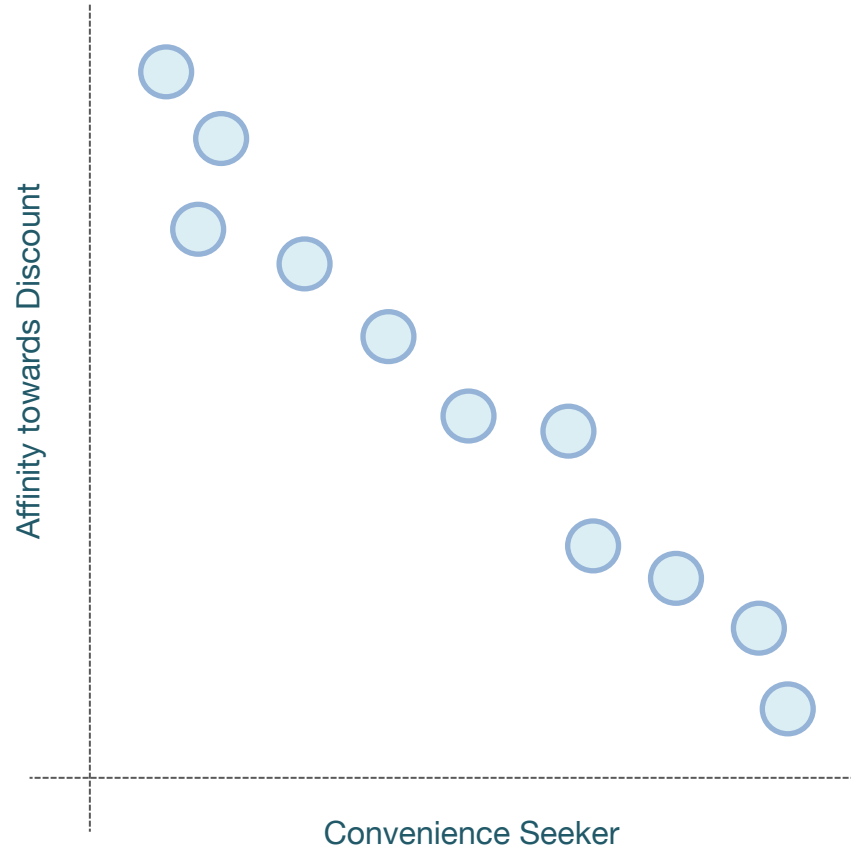
What are we doing?

- Utilizing demand signals from existing app customers to expand delivery service coverage and also find new sites

Rationale

- Utilize the wealth of internal data for all important business decisions

Bucketed consumers on the basis of their affinity for discount and convenience through inhouse data mining studies



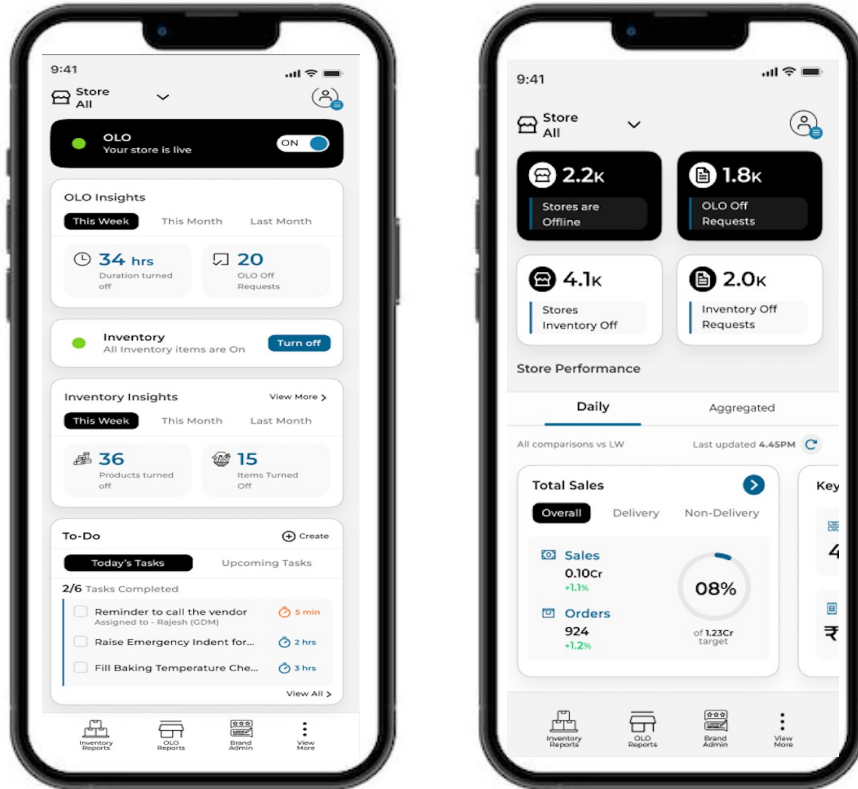
What are we doing?

- Various user cohorts demonstrate contrasting behaviours
- Sharpening the target of promotional spends to a cohort who value it more than user cohorts who want 1-click repeat order of their pizza with customized toppings

Rationale

- Reduce blanket discounting by shifting to CRM based discount strategy to enhance margins

A big thrust towards digitizing operations by providing a custom made App for store teams



Benefits

- A single App for store teams to streamline their daily tasks
- Digital helpdesk for assistance and quick query resolution
- Enhanced operational KPI visibility across all levels
- Store level inventory insights
- Functionality to better manage peak load for online orders
- Reduced lead-time for onboarding of new team members

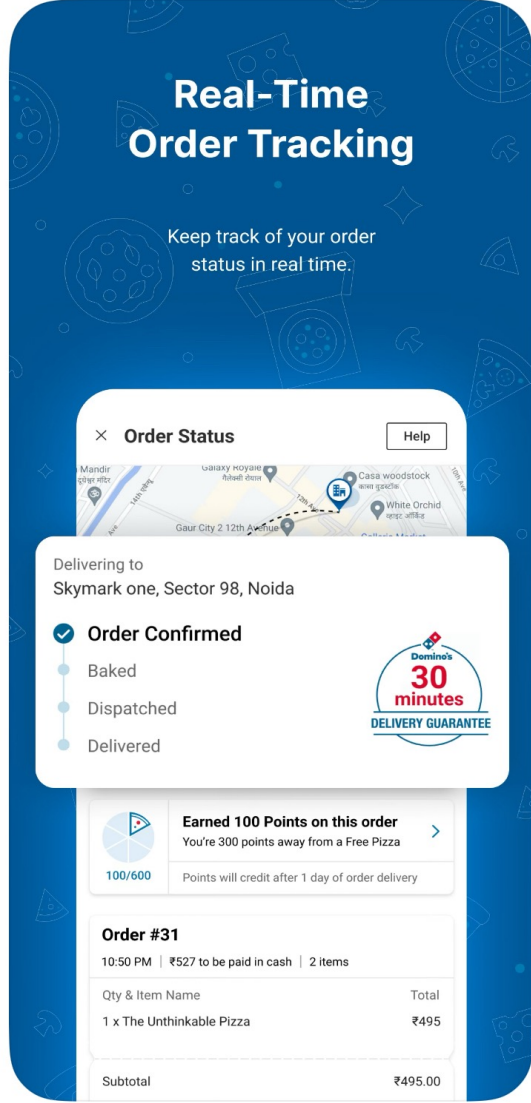
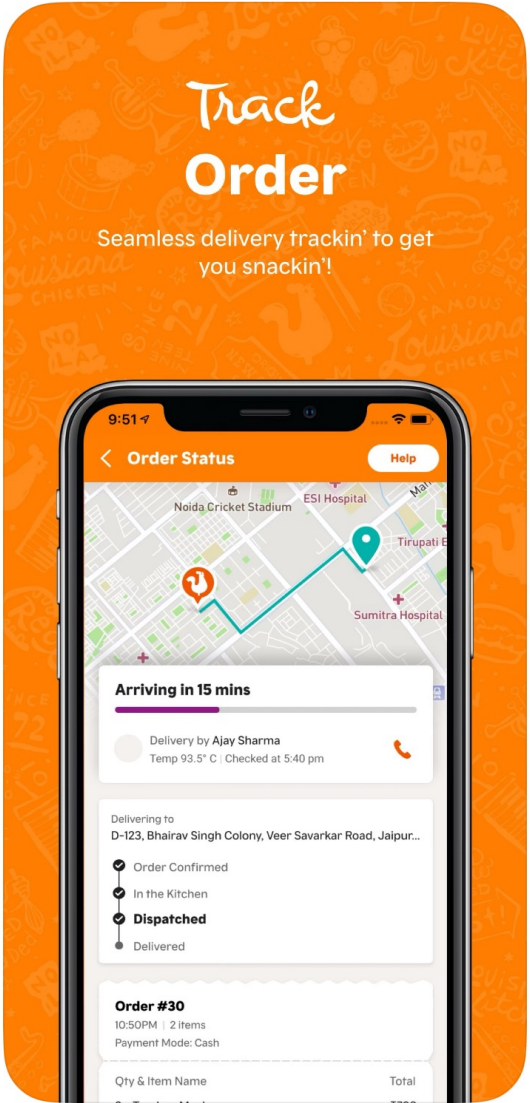
Khushiyo ki home delivery by Domino's - Regardless of Order Source, we control the last mile delivery

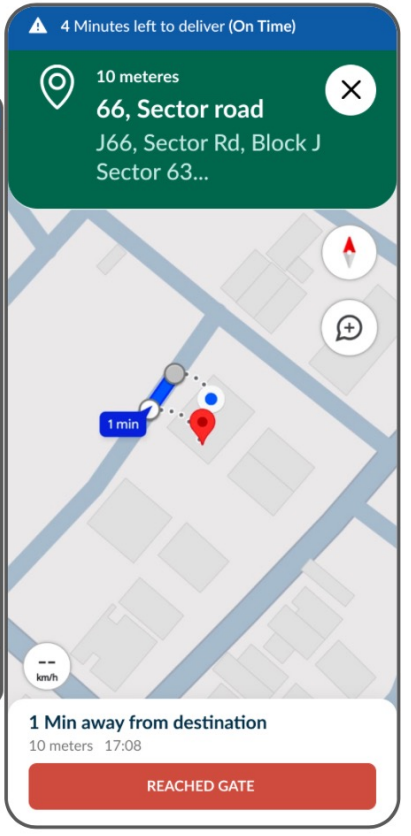
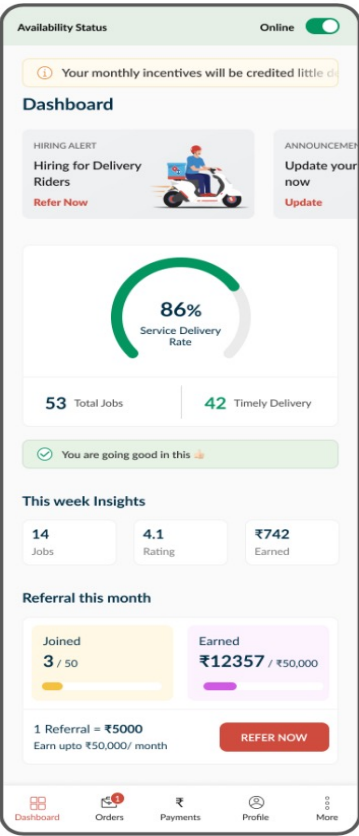
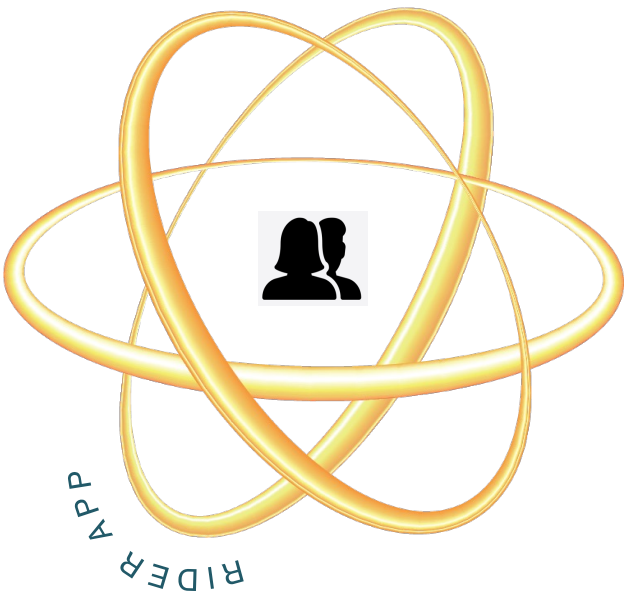


Own-Delivery

- We pioneered 30-minute delivery since 2004
- Bengaluru becomes first city for Domino's globally to offer 20 minute delivery service guarantee
- We ensure that a rider trained under our *Atithi Devo Bhava* program rides safely and deliver the customer order under 20 minutes as applicable

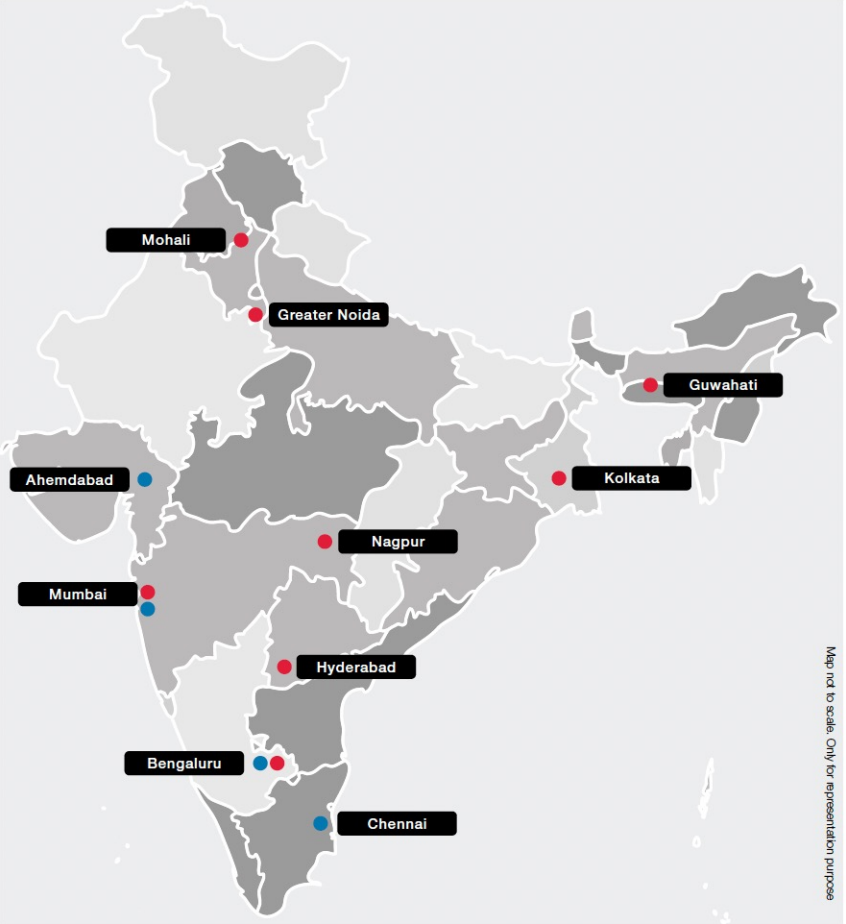






The Integrated Supply chain model helps JFL enjoys one of highest fill rates - 99.6% - globally

8 Commissaries and 4 Distribution Centers



New Bengaluru Commissary has commenced Operations



Work on New Mumbai Commissary has started



 Commissaries  Distribution Centers

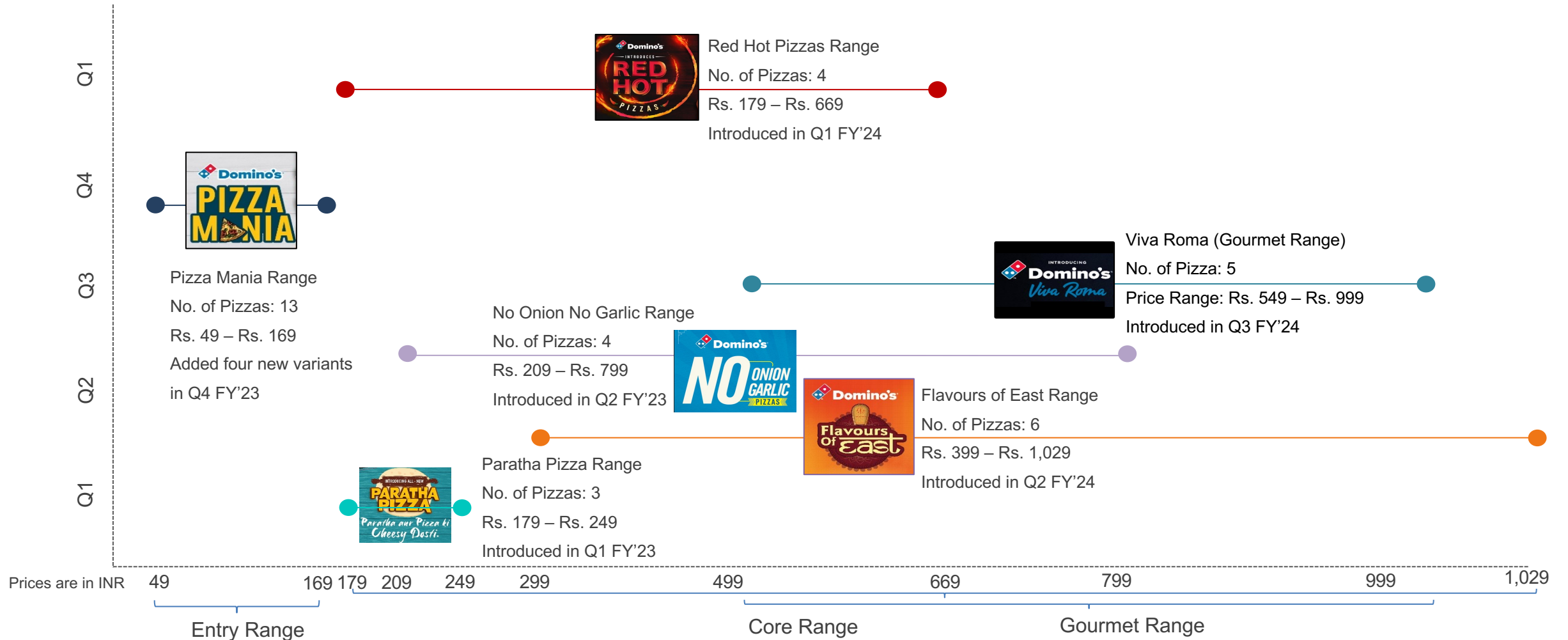
A multi-category, multi-brand food processing facility - one of the largest in the country and across the world



Key Highlights

- Can serve 750+ Domino's stores and 300+ stores of Popeyes, Hong's Kitchen and Dunkin'
- Investment of Rs. 250 crore with a payback of ~4 years
- Three floor facility –
 - Large dough and bakery manufacturing setup
 - One of the largest chicken processing units
 - An advanced seasoning manufacturing unit
 - Amongst the largest multi-temperature warehouses

Commissary helps us position menu offerings profitably(Rs. 49 – Rs. 1,029) and help us serve all kinds of customers



Prices are in INR 49 169 179 209 249 299 499 669 799 999 1,029

Entry Range

Core Range

Gourmet Range

Note: The above price chart is only for illustration and is not to scale

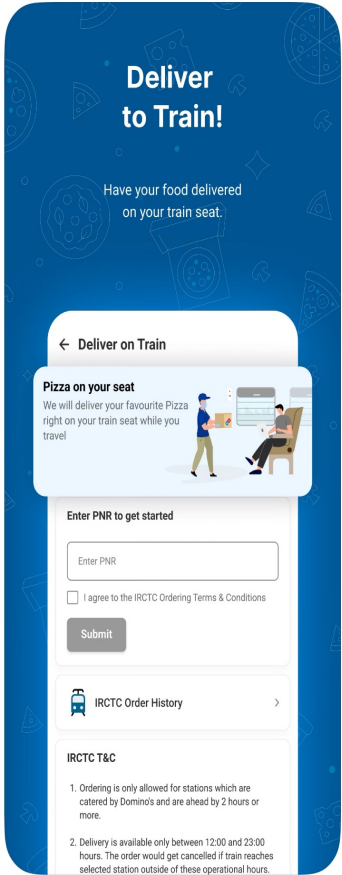
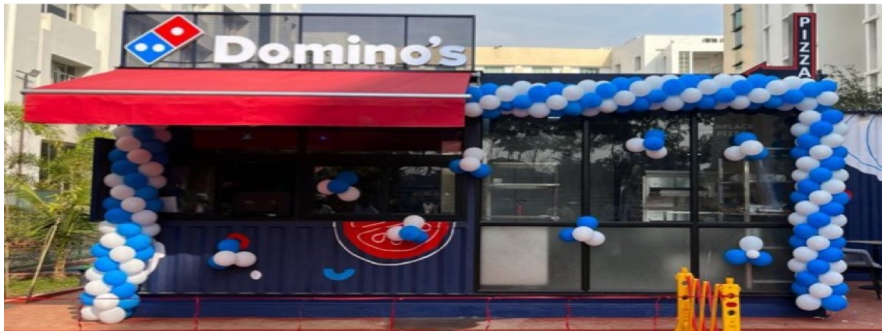
Domino's India is present in 407 cities – the widest foodservice network in India

City Network



We are an Omni-channel play and want to serve customers wherever they are!

Stores



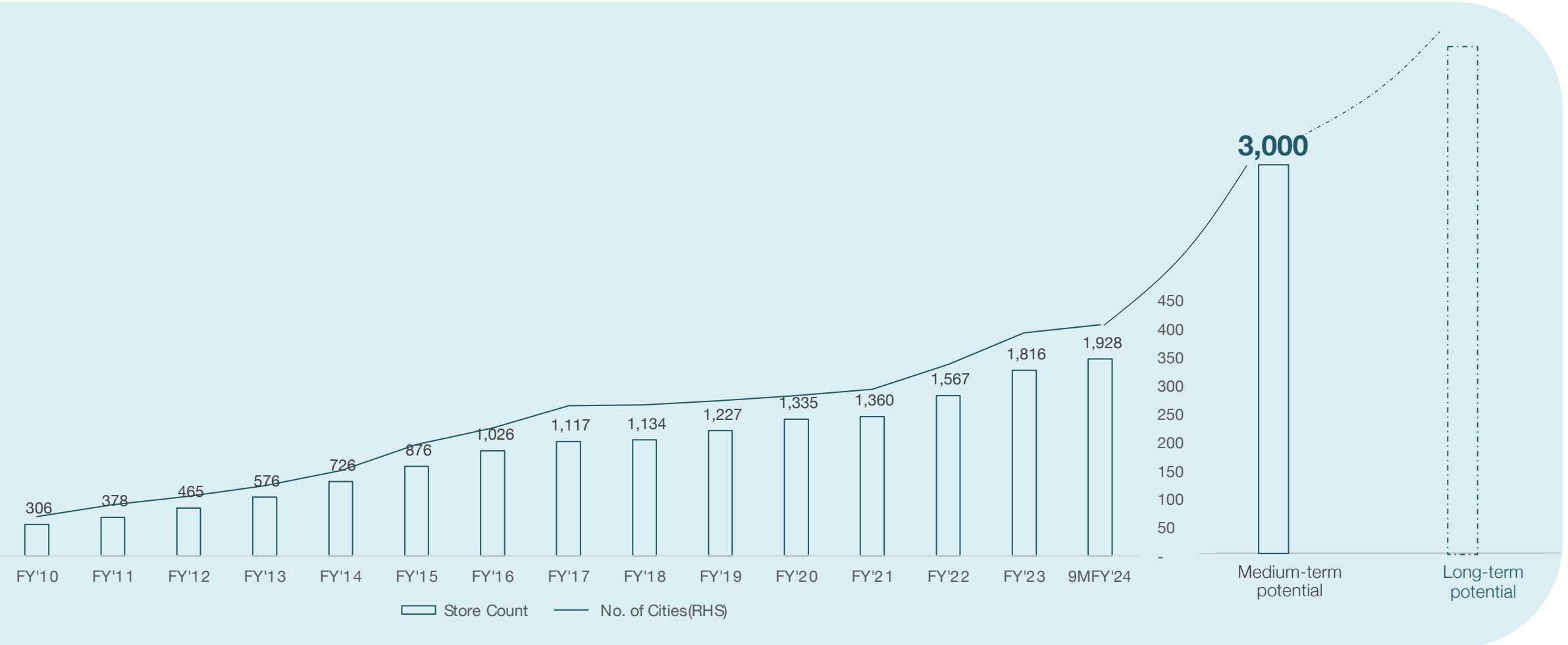
DELCO Format – Our version of Cloud Kitchen

DELCO Format



Sustained Profitable Network Expansion for Domino's India; Significant runway for future growth

Global Pizza Industry is \$133 bn; Global QSR Pizza Industry is \$89 bn; India is only \$0.9 bn
 Despite being the largest Foodservice Brand in India with 1,928 stores, there exists a multi-decadal growth opportunity

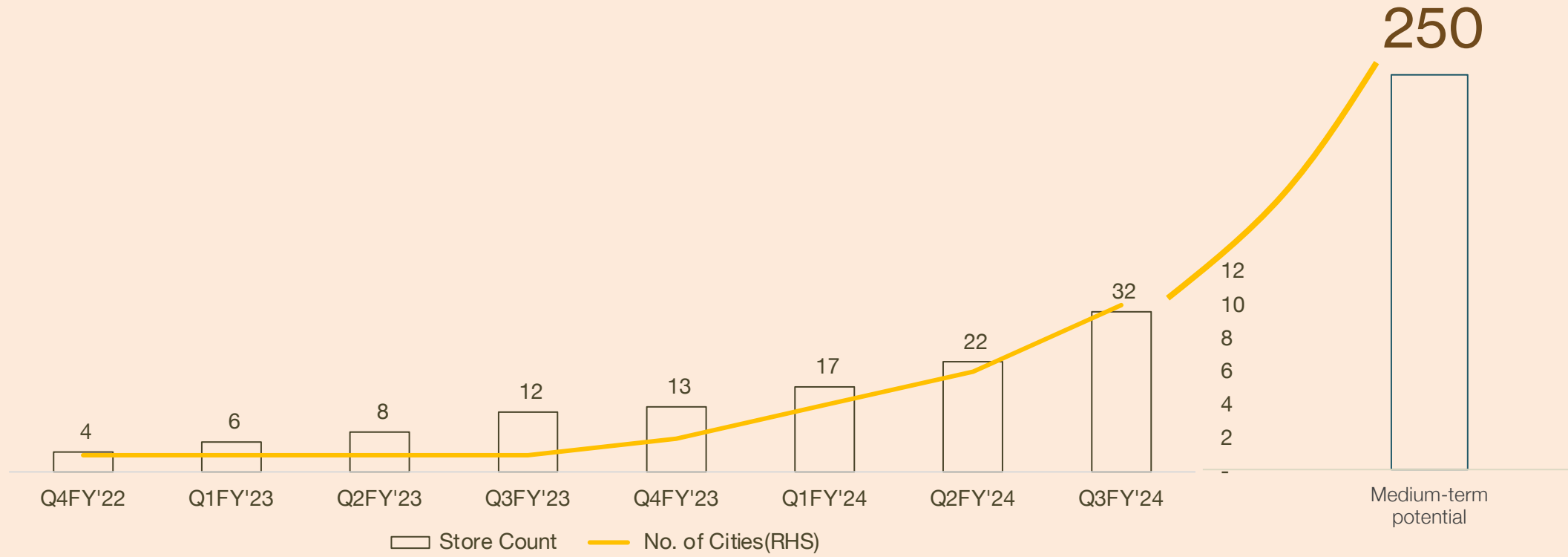


Source for Global estimates: Euromonitor, Domino's internal estimate

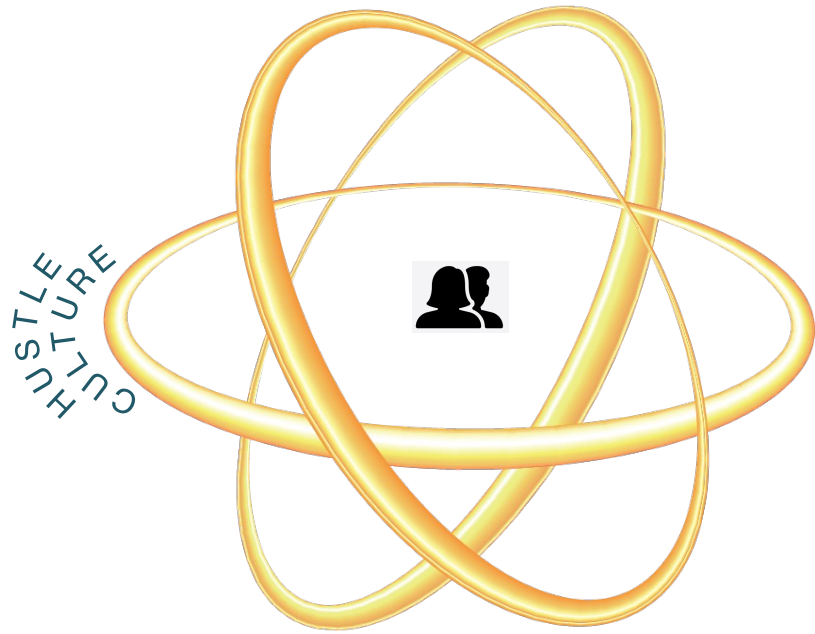


Popeyes India to be the fastest to reach 1,000 crore in revenue

Popeyes is a leading Chicken QSR Brand with Untapped Potential
 Popeyes is now #2 brand in USA
 We are now accelerating the pace of Network Expansion in Popeyes



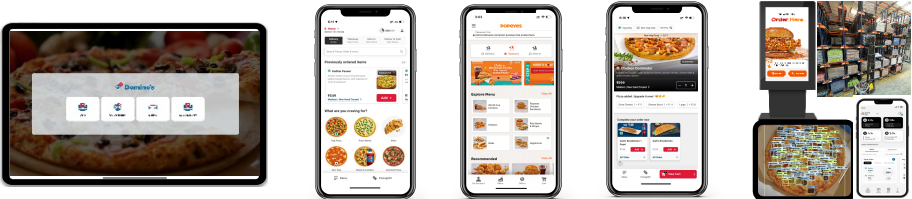
Real Magic Happens because of the strength of our People and Unique JFL Culture



Hustle Culture



Food-tech



Multi-country



Multi-brand



Thankyou!

Disclaimer

Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local political or economic developments, technological risks, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. JFL will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.