CONTINENTAL COFFEE

13th February, 2020

To

The Listing Department
National Stock Exchange of India Limited,
Exchange Plaza, 5th Floor, Plot No. C/1, G Block,
Bandra-Kurla Complex, Bandra (E), Mumbai – 400 051.

Sub: Regulation 30 of SEBI (LODR) Regulations,2015: Intimation of Schedule of Institutional Investors meet
Ref: Company Code - CCL

Dear Sir,

Pursuant to Regulation 30 of SEBI(LODR) Regulations, 2015, meetings are scheduled on 14th February, 2020, arranged by Edelweiss as attached, along with presentation.

Kindly note that the schedule of meetings may undergo change due to exigencies on the part of the Company/Institutional Investors. This is for your information and necessary records.

Regards
For **CCL Products (India) Limited**

Sridevi Dasari
Company Secretary & Compliance Officer

CCL PRODUCTS (INDIA) LIMITED
CORPORATE OFFICE
7-1-24/2/D, "Greendale", Ameerpet, Hyderabad - 500016, T.S., India.
+91 40 2373 0855

REGISTERED OFFICE
Duggirala, Guntur Dist. 522330, A.P., India. | CIN L15110AP1961PLC000874
+91 8644 277294 | info@continental.coffee | www.cclproducts.com www.continental.coffee

Date: 14 February, 2020

Time	Fund Name	Detail	Room
10:00AM - 10:50AM	Schroder Investment Management (Singapore) Ltd. - Gina Kim	1*1	1518
11:00AM - 11:50AM	ASK Investment Managers - Bhaskar Bukrediwala	Group Meeting	1518
	HSBC Asset Management (India) Pvt. Ltd. - Ranjithgopal K A		
	IIFL - Mitul Patel		
	Grantham Mayo Van Otterloo & Co. - JIGNESH KAMANI		
	Max Life Insurance Co. Ltd. - Saurabh Kataria		
	Bajaj Allianz Life Insurance Company Ltd. - Paresh Jain		
	Allianz Global Investors Asia Pacific Limited - Siddharth Johri		
	Abakkus Asset Managers LLP - Rhutu Mantri		
12:00PM - 12:50PM	Taiyo Capital - Sarath Sathkumara	1*1	1518
	Taiyo Capital - Robin Thomas		
	Taiyo Capital - Michael King		
1:00PM - 1:50PM (Lunch)	Burgundy Asset Management Ltd. - Annemette	1*1	1518
	Burgundy Asset Management Ltd. - Balkar Sivia		
	Burgundy Asset Management Ltd. - Reena Verma Bhasin		

**Lunch to be served at Level 8, Imperial Hall Pre-function Area

2:00PM - 2:50PM	Unilazer Ventures - Gaurav Maheshwari	Group Meeting	1518
	Birla Sun Life Insurance Company Ltd - Sandeep Jain		
	ICICI Prudential Life Insurance Company Limited - Akalp Gupta		
	Solitude Capital Management Limited - Joel Werner		
	Solitude Capital Management Limited - Angela Li		
3:00PM - 3:50PM	Franklin Templeton Asset Management (India) Pvt. Ltd - Lakshmikanth Reddy	1*1	1518
4:00PM - 4:50PM	IDFC Mutual Fund - Rajendra Mishra	Group Meeting	1518
	Jupiter Asset Management Limited - Aimèe Truesdale		
	IndiaFirst Life Insurance Company - Akshat Vyas		
	Duro Capital - Rohit Kadam		
	Regal Funds Management Asia Pte Limited - Hiral Patel		

**Lunch to be served at Level 8, Imperial Hall Pre-function Area

CONTINENTAL COFFEE™

CCL PRODUCTS (INDIA) LIMITED

World's largest private label manufacturer with a capacity of 35000 tonnes of instant coffee and 50000 tonnes of coffee products....

CONTINENTAL COFFEE™

We Create Coffee

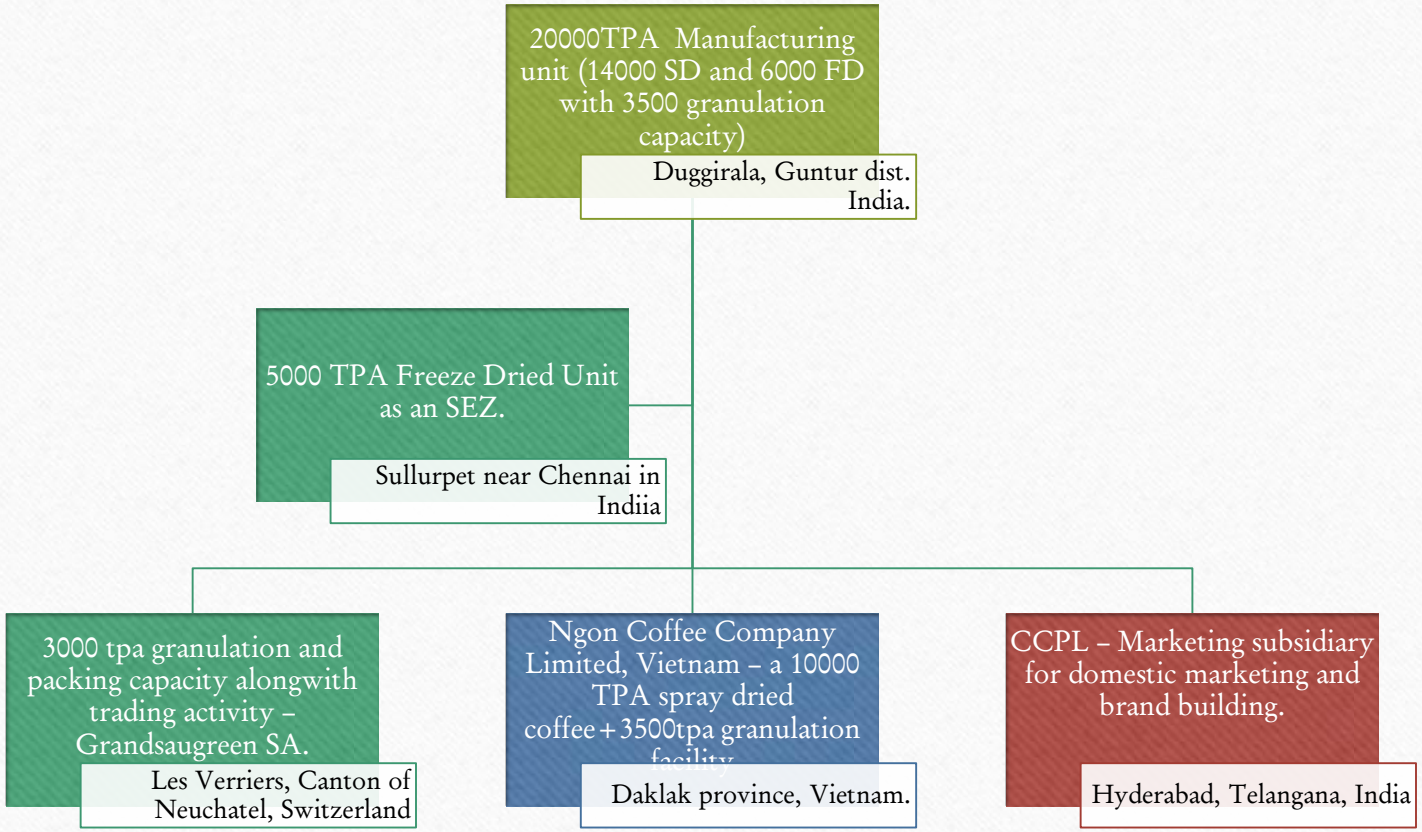
As You Like It

CONTINENTAL COFFEE™

EXPORTS TO OVER

90 COUNTRIES

Group Structure – CCL Products (India) Limited



CCL Products (India) Limited
Duggirala, Andhra Pradesh.

- CCL Duggirala Plant – commenced operations with initial capacity of 3,600TPA of Spray Dried Instant Coffee.
- Current capacity of 14,000 Spray Dried, 6,000 Freeze Dried and about 15,000 tonnes of 3 in 1 Premix blending.
- Shortly commencing 3,000 TPA Cold Brew Capacity.

CCL Products (India) Limited
Unit II – SEZ
Chittoor Dist., Andhra Pradesh.

- A 5,000 ton capacity Freeze Dried Coffee manufacturing facility.
- Infrastructure for doubling the capacity.
- Commenced commercial operations from April, 2019.
- Expected to reach optimal utilizations in the FY2021.

Ngon Coffee Company Limited, Dak Lak Province, Vietnam

- A 10,000 tonne spray dried coffee plant commenced operations in 2012.
- An additional capacity of 3000 TPA expected to be operations during FY 2021.
- Technologically advanced plant with lower and indirect thermal application resulting in better product quality.
- Special equipment for aroma recovery and other quality enhancements.
- Granulation capacity of 5,000 TPA

Vietnam advantages

Access to raw materials

- Vietnam is one of the largest producers of Robusta coffee and hence, there is assured supply of raw materials

Tax breaks

- Initially, NCL had tax break (0 % tax) for five years and 50% applicable tax for the next 9 years. However, this is now converted to “no tax” for lifetime as NCL meets the stipulated conditions

Strategically located facilities

- Since the plant is located in Vietnam’s Daklak province which is stated as “Robusta Capital of the world” , perennial availability, low inventory requirements and lower logistics costs are enabled.

Market proximity

- Some critical markets such as China, Japan, Korea etc are in close proximity to Vietnam.

MFN status in ASEAN

- Vietnam enjoys MFN status in ASEAN countries with “NIL” or reduced duty structure.

Continental Coffee SA (formerly Grandsaugreen SA) Les Verriers, Canton of Neuchatel, Switzerland.

- A Granulation and packing facility amidst Europe for proximate service.
- A Bonded warehouse for distribution to Europe without additional tax/duties. All supermarkets are being served from this facility
- A trading desk for marketing of group products.

PRODUCT PROFILE

(One stop solution for all coffee products)

Instant coffee

- Spray dried coffee, Granulated Coffee, Freeze Dried Coffee.
- Decaffeinated coffee, Fair trade and other certified coffees.
- Chicory blended instant coffee, Flavoured Coffee, Speciality Coffee etc.
- All Products in both Retail packs and in bulk packs.

Others and RTDs

- R&G coffee with chicory blends (Malgudi brand in domestic).
- Roasted Beans.
- Premixes – 3 in 1, 2 in 1, flavoured premixes
- Premix Tea
- All Products in 1 gram sachets to 1 kg retail packs and in 25 kg bulk quantities.

In the offing

- Premium cold brew product both in liquid and Freeze Dried forms.
- Ice coffee with various flavours
-

Resilient Business Model

Expertise in creating right blends

- CCL has aced the process of creating blends to suit the client requirements . It can manufacture over 200 blends of Coffee

Long-standing relationships

- Over the years CCL has developed strong relationships with clients; there has been a churn in its top clients during the last several years. Brands cannot easily shift the sourcing.

Economies of scale

- Being one of the largest instant coffee producers in the world, CCL enjoys cost and efficiency advantages

Technology

- Imported technology and high level of technology absorption ensures CCL can manufacture high quality coffee even low grades of green coffee

Resilient Margins

- CCL follows the standard process of procuring raw material only after it receives order; hence, its margins (EBITDA/kg)remains stable. Predictable operations.

Risk perceptions

Commodity risk

- Avoided by having both sale and purchase contracts on a back to back basis at fixed prices.

Currency risk

- Entire coffee trade is USD denominated – hence natural hedge mechanism works.
- Have a few rupee sales for covering rupee expenditures.

Business and Receivables.

- Most of the business is repetitive and through established clientele only. There are no bad debts in the history of the company (but for a small amount once).

What differentiates us.....

Technology

- Technology absorption at highest level
- Green field projects at very optimum capex.
- Cost effective manufacturing.
- Process improvements and better efficiencies.

R&D

- Continuous development of products suitable for the geographical areas. Large data base on regional preferences and consumption patterns
- Help develop new products for the customers.
- Cost effective material substitution.
- Continuous process and product optimization.

Marketing

- Strength of strong marketing setup with a collective experience of more than 200 years with prime collaborators in UK and US.
- Totally customer driven. Wide range of blends and products.
- Established name as Quality and Quantity supplier.
- Wide market access – exporting to around 90 countries.
- Sell first and produce policy whereby no unsold inventory.

CERTIFICATIONS

- BRC Version 7 Certified
- IFS Certified
- Kosher Certified
- Halal Certified
- Fairtrade Certified
- Organic Certified
- Rainforest Certified
- SA 8000 Certified
- ICS Compliant
- UTZ Certified

(Dual and Triple Certified Coffees can be produced as well)

CONTINENTAL COFFEE

Continental Coffee Private Limited

- A 100% subsidiary for domestic marketing and brand building activity.
- Started operations in 2016.
- Presence in B2C segment in Indian Market.
- Introduced products like Continental Xtra, Malgudi R&G, THIS premix etc.
- Fast growing coffee brand across India.

CONTINENTAL COFFEE™

Roast and Ground Coffee

Continental Malgudi is sourced from the finest varieties of Arabica and Robusta beans and processed under strict quality standards. The product is specially packed in freshness seal packs to preserve the aroma of the coffee. It is available in 50gm, 100gm, 200gm, 500gm and 1kg packs.

Instant Coffee brands for the domestic market.

- Continental Xtra is a blend of Coffee (70%) and Chicory (30%) processed to perfection.
- Continental Speciale is a 100% pure spray dried coffee which gives an authentic taste of coffee in every sip.
- Continental Premium is 100% pure Freeze Dried Coffee exclusively made for coffee connoisseurs.

Premix brand for domestic market.

Continental THIS is a range of delicious premix products. It is available in single serve sachets for convenience. The product is best suited for on the consumption and it is easy and quick to prepare.

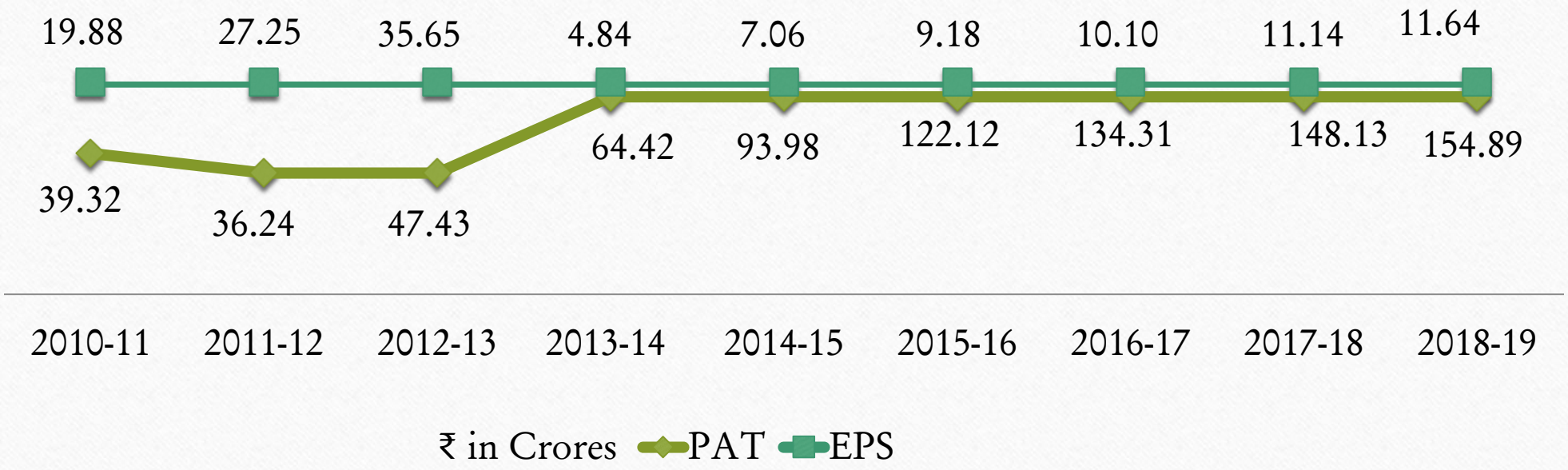
Premix brands with various flavours as also for health watchers.

To expand the consumer base and also to serve various sections of the society – particularly the younger generation and the health watchers etc – the Company has introduced premixes in various forms and flavours such as Hazelnut, Caramel, Mocha, Cappuccino etc . Similarly, a premix with “no added sugar” was also introduced for health watchers and such segment.

Speciality and flavoured coffees.

Correlating to the international options and preferences world wise, the premium varieties of Freeze Dried Coffees are provided with various flavours like Hazelnut, Spicy, Lemon, Coconut etc which is expected to reach out to various premium segments of the society.

PAT / EPS (consolidated)



Road ahead……

- Speciality coffees – Niche products
- Volume increase – additional manufacturing capacities.
- Brand building in domestic market.
- Increase product profile in domestic market.
- Brand building in the feasible countries where there are no bulk volumes.
- Value addition by offering retail packing.
- Backward integration in products like NDC and other products with synergy.

THANK YOU

We promise to serve

better and better.....