COFFEE DAY ENTERPRISES LIMITED

TO,

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

Dear Sirs, 01th March, 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, a Clarification is sought to **THE PIONEER** a newspaper agency based in New Delhi pertaining to an article Published in their newspaper dated 29th February, 2016 by Ad Factors, The Company's ad agency.

A copy of the reply sent to the agency is attached herewith for your reference and records.

Kindly take the same on record

Thanking you,

For Coffee Day Enterprises Limited

COFFEE DAY ENTERPRISES LTD. Company Secretary

Sadananda Poojary
Company Secretary & Compliance Officer

CC:

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

March 1, 2016

To
Mr. J. Gopikrishnan
Editorial team
The Pioneer
New Delhi

Dear Mr. Gopikrishnan,

Greetings!

I am writing to you on behalf of Coffee Day Enterprises Ltd., which has featured in one of the articles published in your newspaper yesterday.

Apropos the article headlined "**Raids Dig Up Empire of PC's son**" published in your newspaper yesterday, 29th February, 2016, we wish to bring to your notice that the references to Café Coffee Day are factually incorrect, out of context and misleading.

In this article, there is a reference to Café Coffee Day as follows: 'The probe team also found that the Advantage holds franchisees of Café' Coffee Day in some areas of Malaysia'. This is factually incorrect as Café Coffee Day's franchisee partner in Malaysia is ONS Ventures SDN. BHD since December 2013.

Considering the above, we request you to please carry a clarification of this article prominently both in print as well as e-version as a corrigendum at the earliest.

Looking forward to your co-operation .

Warm Regards

Rajesh Chaturvedi
Chairman

ADFACTORS PR
Knowledge-driven communications

M +91 98200 69038 / 99200 69037
T +91 22 67574444 **Ext** 670
E rajesh@adfactorspr.com

COFFEE DAY ENTERPRISES LTD. Company Secretary