



Burger King India Limited

Q2 FY22 Earnings Presentation

12th November 2021



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Executive Summary – Q2 FY22



Business Highlights:

- Revenue from Operations for Q2 FY22 at **INR 2,454.0 Mn** vs INR 1,497.3 Mn for Q1 FY22; with 64% sequential growth (QoQ);
- **Q2 FY22 ADS Recovery* at 95%** on FY20 ADS
 - Delivery business continued growth momentum in Q2 FY22 as-well with ADS recovery* at 165%;
 - Dine-in business ADS recovered* at 65%;
 - Gross profit margin improved by 20 bps from 65.2% to 65.4%
- **Oct'21 ADS Recovery* at 101%** on FY20 ADS
 - Delivery ADS recovery consistent at 162%; Dine-in recovery improved to 74%;
 - Region Recovery: West: 114%; South & East: 109% and North: 92%
- **Restaurant EBITDA at INR 407.7 Mn; 16.6%** for Q2 FY22 vs INR 160.7 Mn; 10.7% in Q1 FY22
- **Company EBITDA at INR 256.0 Mn; 10.4%** for Q2 FY22 vs INR 15.3 Mn; 1.0% in Q1 FY22

Update on Burger King Indonesia Acquisition:

- Submitted Binding offer to acquire 83.24% stake at Enterprise Value of USD 183 Mn and accepted by Seller

*Average Daily Sale (ADS) recovery is calculated with current period ADS to full year FY20 ADS

Executive Summary – Q2 FY22



Store Growth:

- **274 store count** as at 30th September' 21
- Q2 FY22 Net Addition: +ve 4 (Opened: 4; Closed: 0)
- On Track to deliver 320 restaurants by FY22
 - Restaurants under construction: 20 stores and additional 38 restaurants in pipeline

BK APP

- BK APP Delivery revenue growth >65% QoQ
- Over 1.50 Mn APP installs; 50% growth over last quarter installs

BK Café

- Soft launch of 1st BK Café on 9th November 2021; 10 BK Café under construction
- Target BK Café count 75 by FY23

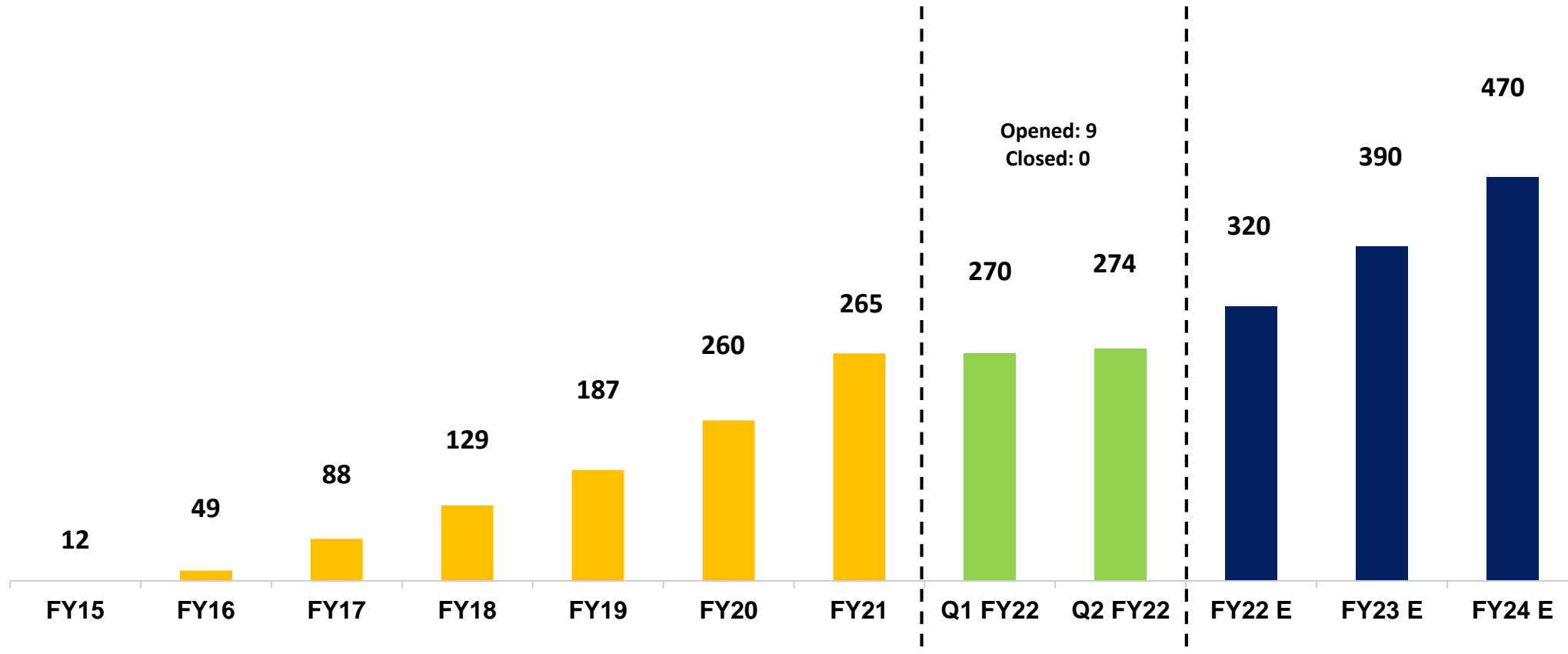
Stunner Menu (Value Strategy 2.0)

- National launch was done in Q1 FY22; Sold in every 1 of 3 checks in Q2 FY22
- Media campaign launched in Q2 with 360 TV + Digital campaign

Strong Store Ramp-up and Expansion plans

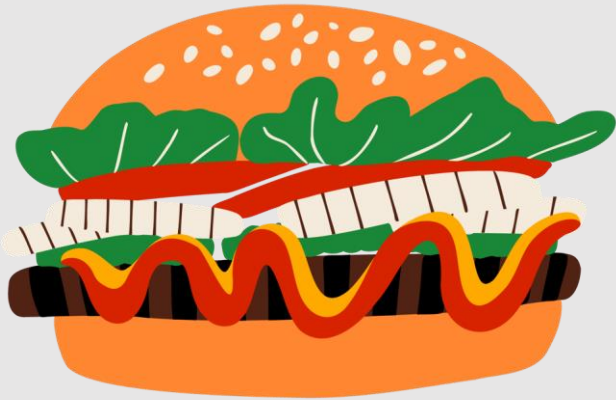


Store Count as at end of year (net of closure/relocation)

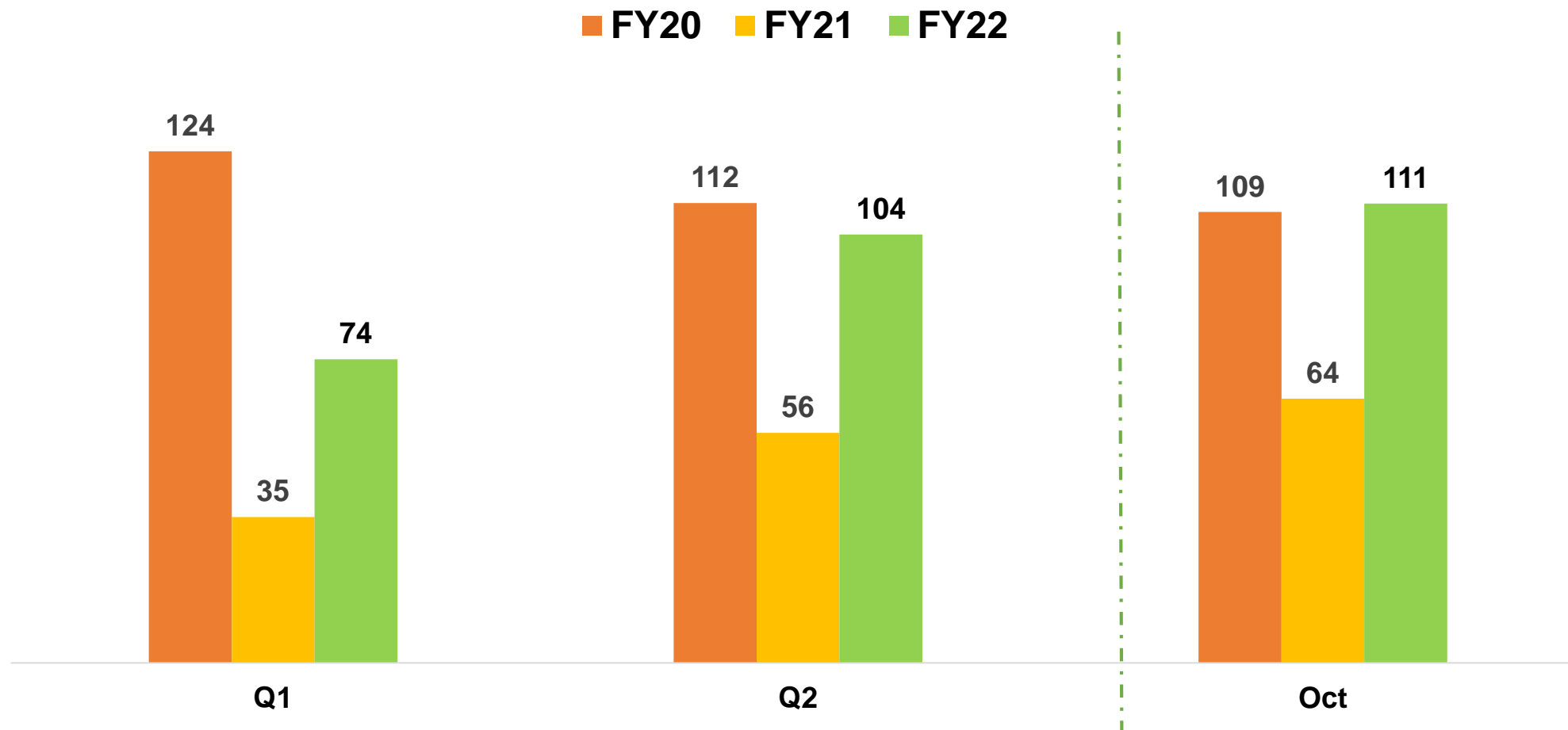




Q2 FY22 – Business Update

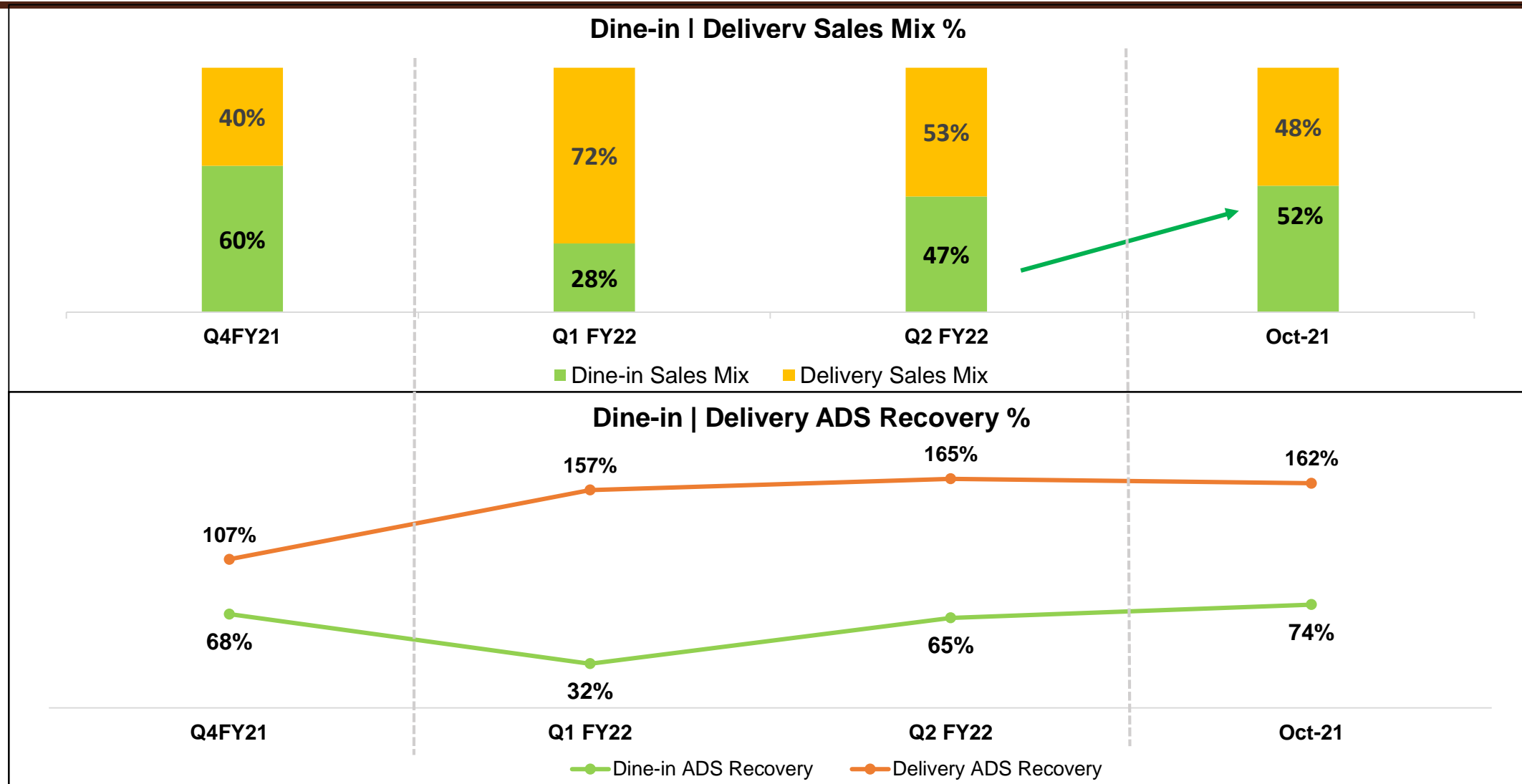


Pan India – Quarterly ADS (INR in ‘000)



*ADS is average daily sales in thousands for operational stores

Dine-in | Delivery - Sales Mix and ADS Recovery*



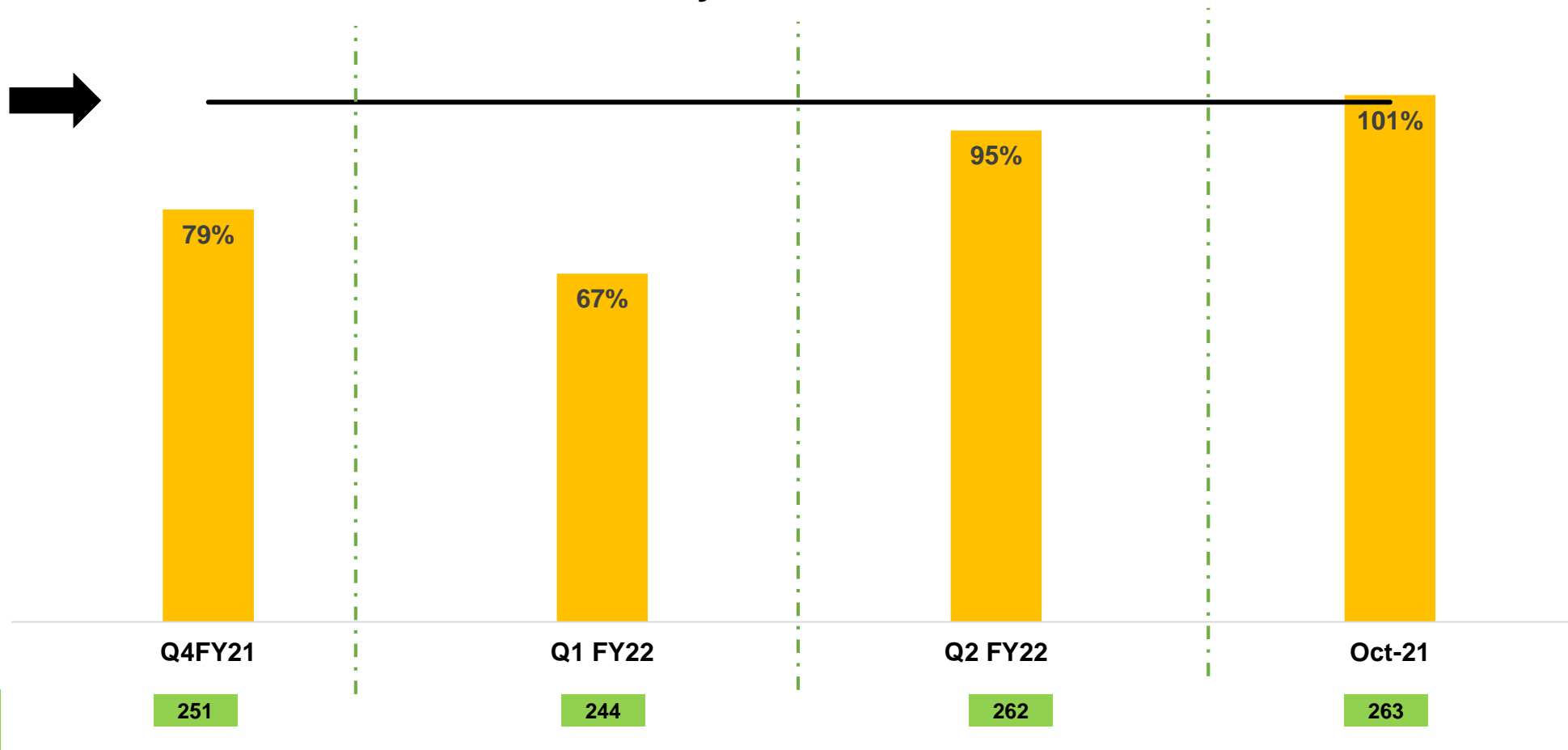
*Dine in and Delivery ADS Recovery (average daily sale) is comparison of current month Dine in and Delivery ADS vs full year Dine in and Delivery ADS of FY 20 respectively

Pan India – ADS Recovery* on FY20 Baseline



101% recovery in Oct 2021

FY20 Base line →

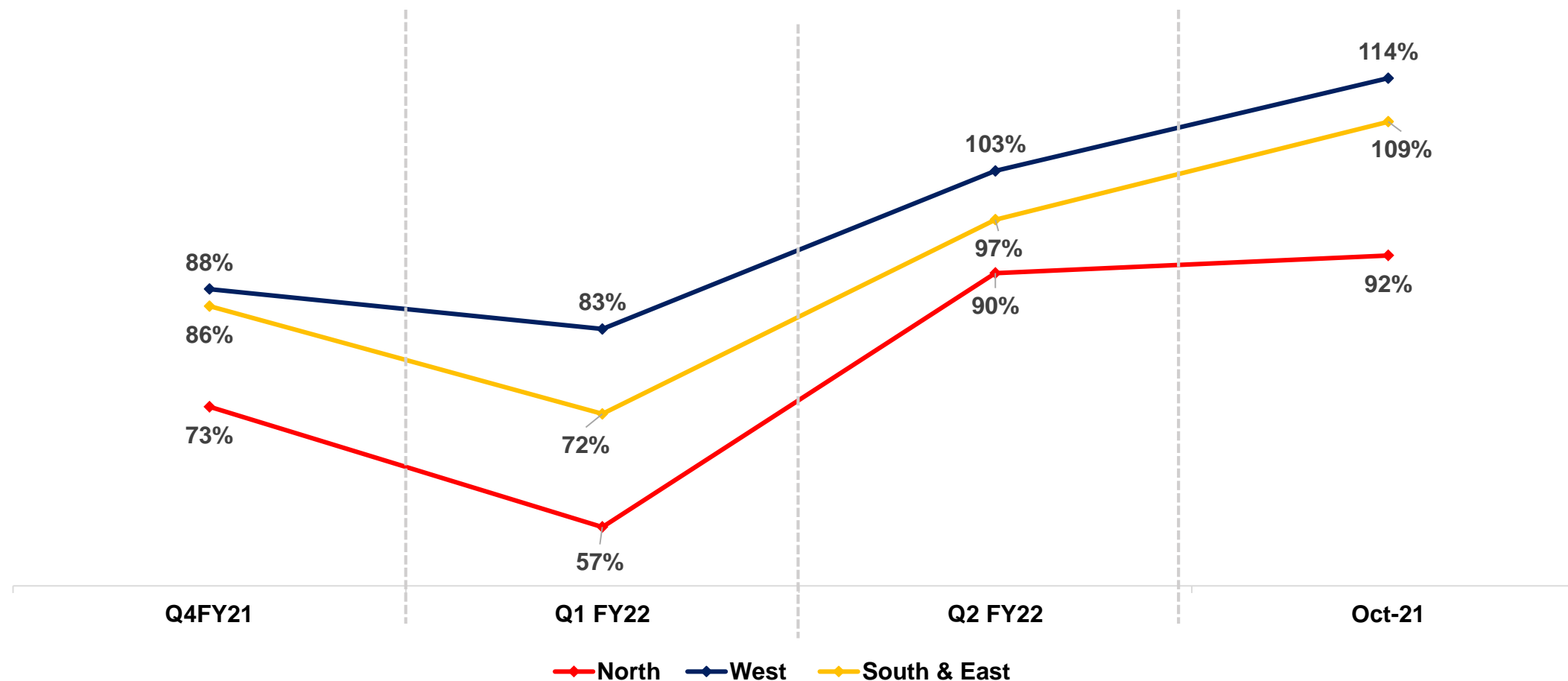


*ADS Recovery (average daily sale) is comparison of current month ADS vs full year ADS of FY 20

Region wise- ADS Recovery* on FY20 Baseline



West, South & East Leading Recovery >100%



*ADS Recovery (average daily sale) is comparison of current month ADS of respective region vs full year ADS of FY 20 of respective region

Q2 FY22 – Operating Performance

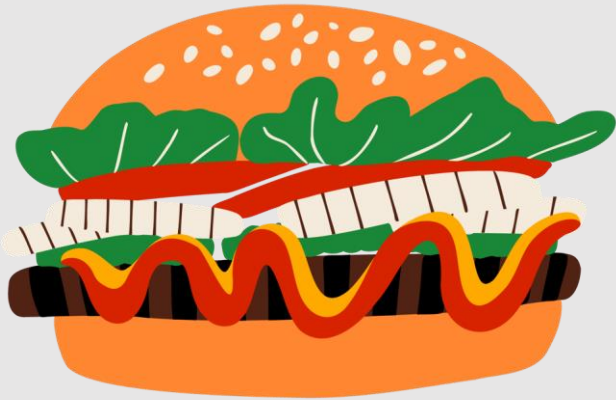


Particulars (INR Million)	Q2 FY22	%	Q1 FY22	%	QoQ Gr%	Q2 FY21	%	H1 FY22	%	H1 FY21	%
Revenue from operations	2,454.0	100.0%	1,497.3	100.0%	63.9%	967.1	100.0%	3,951.2	100.0%	1,352.1	100.0%
Cost of materials consumed	849.2	34.6%	521.5	34.8%	62.8%	346.7	35.8%	1,370.7	34.7%	491.9	36.4%
Gross Profit	1,604.8	65.4%	975.8	65.2%	64.5%	620.4	64.2%	2,580.5	65.3%	860.2	63.6%
Employee Related Expenses	246.0	10.0%	183.3	12.2%	34.2%	131.6	13.6%	429.3	10.9%	303.1	22.4%
Occupancy and Other Expenses^	951.1	38.8%	631.8	42.2%	50.5%	230.1	23.8%	1,582.9	40.1%	480.3	35.5%
Restaurant EBITDA	407.7	16.6%	160.7	10.7%	153.7%	258.7	26.8%	568.3	14.4%	76.8	5.7%
General & Administration expense	151.7	6.2%	145.4	9.7%	4.4%	127.6	13.2%	297.1	7.5%	236.4	17.5%
Company EBITDA	256.0	10.4%	15.3	1.0%	1571.8%	131.1	13.6%	271.3	6.9%	-159.6	-11.8%

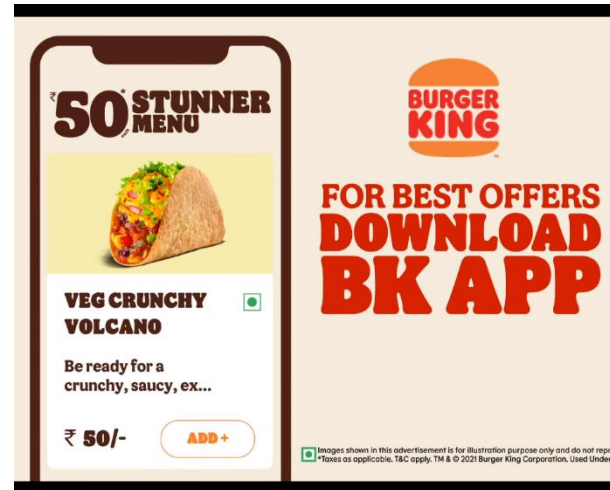
^includes lease concession in Q2 FY22 : Rs 68.6 Mn; in Q1 FY22: Rs. 51.6 Mn, in Q2 FY21: Rs. 218.3 Mn



Q2 FY22 – Marketing Update



Media launch of Stunner Value Menu with a strong TV + Digital program



- 360 Launch Campaign including TV and Digital focusing Value & Variety
- 30% Brand Recall Uplift and 7.5% Purchase Intent Uplift Post Campaign
- 1 of 3 checks has Stunner Menu item(s)

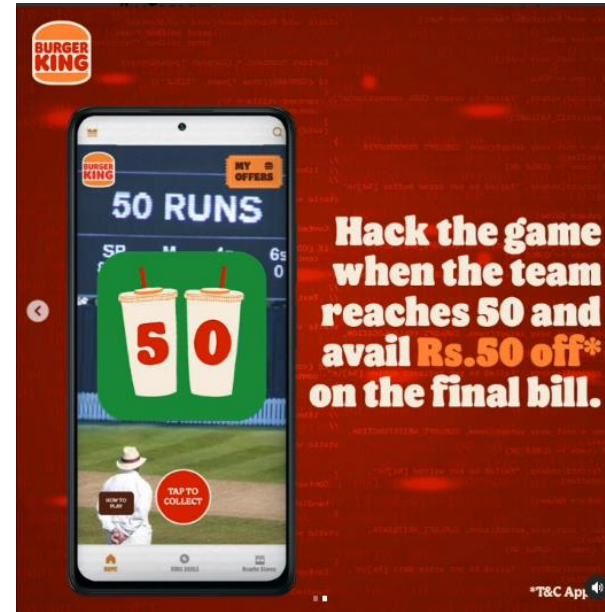


Growing the WHOPPER Franchise with Indian Consumers



- Whopper Fridays - Strong social media programs on growing the franchise
- Peri Peri Whopper launched in Q2 to drive taste excitement for Whopper fans

BK App hacks T20 Cricket, 9 Mn+ Impressions, ~50K Gameplays

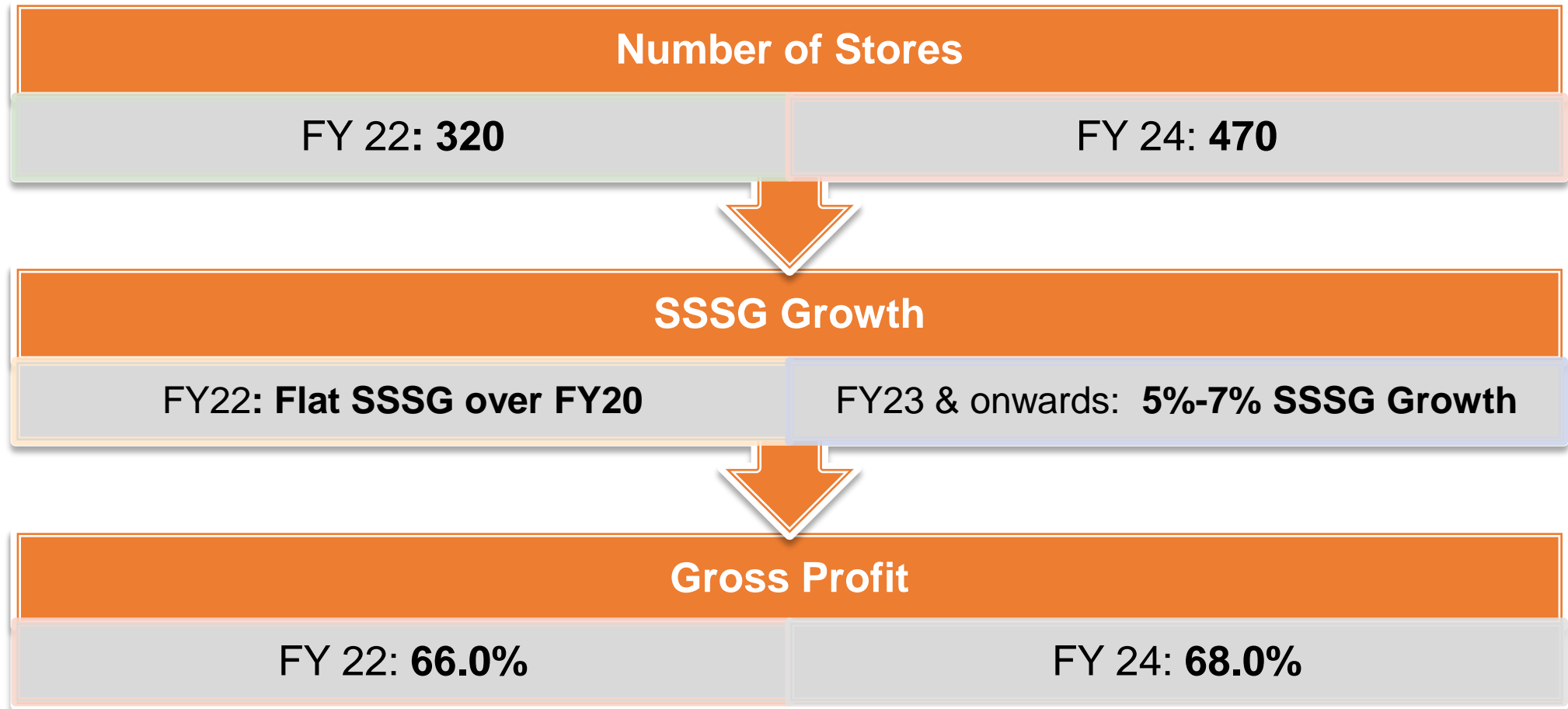


- Augmented Reality led Campaign on BK App with offers redeemable only on the BK APP till the start of the next match to drive frequency
- QoQ App Sales Growth: 60%+
- Over 1.50 Mn APP installs; 50% growth

Launch of the 1st BK Café at Churchgate, Mumbai



- Serving a delicious range of hot & cold coffee based beverages, non-coffee shakes and new savoury / sweet food menu items as an accompaniment with the drinks.
- Continue to improvise and learn on the menu and customer preference
- 10 BK Café under construction
- Scale up to 75 cafes by FY'23



Burger King India, We Are Just Getting Started!

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