



14th August, 2019

To

The Listing Department
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor, Plot No. C/1
G Block, Bandra-Kurla Complex,
Bandra East, MUMBAI – 400051.

Dear Sir,

Ref: Regulation 30 of SEBI (LODR) Regulations, 2015
Sub: Appointment of Brand ambassador
Scrip Code: CCL

We would like to inform that the Company has announced the appointment of South Indian Actress Ms. Nithya Menon as brand ambassador for promotion of its brand 'Continental Coffee' in the domestic market in a press conference held on 13th August, 2019.

I am herewith attaching the Press Note released.

This is for your information and necessary records.

Regards,

For **CCL Products (India) Limited**

A handwritten signature in blue ink, appearing to read "Sridevi".

Sridevi Dasari
Company Secretary & Compliance Officer

Encl: as above

CCL PRODUCTS (INDIA) LIMITED

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CONTINENTAL COFFEE NOW IN INDIA

ROPED IN ACTRESS NITHYA MENON AS ITS BRAND AMBASSADOR

Hyderabad, 13th August: CCL PRODUCTS - World's Largest Private Label Instant Coffee Manufacturer (BSE: 519600 NSE: CCL) now focusing on Indian Retail Market. Worldwide CCL's coffee is being consumed @ 1,000 cups per second. CCL exports its processed coffee to more than 90 countries supporting more than 250 brands with sustainable supplies – both quality and quantity. CCL has on offer more than 1000 recipes for the clients to choose. CCL, a Rs. 1,100 crores company, has a combined state-of-the-art manufacturing capacity of 35,000 tonnes per annum located at Duggirala (Guntur District of AP), Switzerland, Vietnam and recently commissioned a plant in Kuvvakolli, (Chittoor District, AP). The company has plans to reach a mile stone of servicing 100+ countries in the next 2-3 years.

Having succeeded in placing their Coffee in world markets, CCL Products (India) Limited planned to launch its CONTINENTAL COFFEE in Indian Market. A lot of consumer research was done to arrive at blends that will suit the Indian palette. Today, with the help of its vast experience in the International market, CCL has developed blends that are superior to its competition. It has its own distinctive taste and aroma. As a part of its India journey, company roped in Actress Nithya Menon as its Brand Ambassador.

Following products were launched in the Indian market.

1. Instant Coffee – A couple of years ago CCL started seeding the market with Continental Spéciale which is a 100 % pure coffee and Continental Xtra which is a coffee chicory mix targeted towards South Indian taste palette. Subsequently Continental Black Edition was launched which is essentially freeze dried coffee, targeted to upgrade people with a more aromatic and flavorful coffee. All these varieties are made available in SKUs commencing from 1 gram sachets to 200 gram jars starting with an affordable pricing of Rs.1 to Rs.375 (for 200 gm jar).
2. Filter Coffee - The core of CCL has been to provide coffee the way consumers like it. Continuing on this promise, it launched filter coffee under the brand name **Continental Malgudi**. Continental Malgudi comes under two coffee chicory blends: 80/20 and 60/40.



3. Coffee Premix - The millennial of today is hard pressed for time and is looking for convenient ways of consuming products. Keeping the same in mind CCL launched **Continental THIS**. Continental THIS is a 3-in-1 coffee premix. It is priced at Rs. 10 making it affordable to have a great cup of coffee at any time.

The above launches are being supported by mass media campaigns and below-the-line activities. CCL announces the on boarding of actress Nithya Menon as its brand ambassador. Nithya is a very well known face and is widely regarded as a woman of substance. She is someone whom people look up to as role model. "We feel that Nithya Menon will help us achieve the right awareness and create a positive brand imagery" said **Challa Rajendra Prasad, Executive Chairman, CCL Products**.

The new campaign will break on mass media on 15th August, 2019. Along with mass media campaign CCL has been undertaking large scale sampling activity. Every month, 1 lakh cups of coffee are sampled to consumers so that they can experience the great taste of Continental Coffees.

"Starting with Southern markets of India, as almost 75% of coffee consumption happens in this market, CCL has plans to expand pan-India by 2021. Currently Indian Business is contributing around 7% of revenues which is targeted to improve to around 15% in the next two years. With additional capacity, niche products and further value additions, the Company is expected to achieve a CAGR of 15-20%" said **Challa Srishant, Managing Director, CCL Products**.

To distribute the products CCL has formed a sales team comprising of Managers and Sales Incharge. As you read, CCL has a network of approximately 600 distributors and covers more than 50,000 outlets directly. By the year end, the target is to cover more than 1 lakh outlets.

CCL PRODUCTS (INDIA) LIMITED has commenced its commercial operations with a humble 3,600 TPA capacity mainly with the objective of giving "Value Addition" to the Indian exports particularly for earning hard currency. Over the past 24 years of existence it has grown in leaps and bounds on the product range, global reach, multinational facilities and currently has a total instant coffee manufacturing capacity of 35,000 TPA (24,000 TPA of Spray dried/ Granulated & 11,000 TPA of premium variety Freeze Dried Coffee). In addition,



more than 15,000 TPA of coffee related products like premixes, R&G etc. can also be processed.

The Salient features of this growth are:-

4. Starting with the basic spray dried instant coffee in 1995, the Company today offers the entire basket of coffee products – like Spray dried, Granulated, Freeze Dried, Liquid coffee, blended coffee products like Chicory coffee, Roast & Ground coffee, Premixes etc literally covering every aspect of the processed coffees. Literally a 'One stop solution' for all the coffee business needs.
5. Exports its processed coffee to more than 90 countries supporting more than 250 brands with sustainable supplies – both quality and quantity.
6. Multi locational factories – EOU at Duggirala in India, SEZ at Kuvvakolli in India, Daklak Province in Vietnam and Neuchatel canton in Switzerland. Currently, world's largest private label instant coffee manufacturer with the combined capacity of 35,000 tonnes in these factories. In addition, it can process another 15,000 TPA of premixes, R&G etc.
7. All the units are debt free except for the new SEZ for which about Rs.350 crores was spent, and the debt on account of this is about Rs.225 crores.
8. Totally a customer driven business model with the objective of supplying "coffee as you like it". Continuously improved on the products in niche segment and always has been ahead of peers in coffee industry.
9. Highest level of "Technology absorption" & least "attrition rate" resulting in loyal and fully focused work force is the major strength of the Company. Extensive R&D activity to – optimize processes, client support and advise, creation of new / improved products. Employing about 1,500 people in India and about 250 abroad.

The Company was promoted by Sri Challa Rajendra Prasad, a first generation entrepreneur having passion for value added hard currency exports. CCL is a public limited, widely held, listed company consistently making profits and paying dividend.

