

Executive summary

Mr.V. G Siddhartha, Chairman CCD initiated his business interests in coffee by incorporating Amalgamated Bean Coffee Trading Company Limited (ABCTCL) in the year 1994. From Exports to commodity trading and building a brand, Coffee Day entered with 'Fresh n Ground' and subsequently went up the value chain thereby revolutionizing the metropolis with Cafes under the brand Café Coffee Day. CCD is one of Asia's top 500 companies and soon aims to be among the top 3 coffee retailing companies in the world.

We are currently 400 cafes in India, Pakistan & Austria (Vienna). ABCTCL also has an ambitious growth plan of opening 1000 cafes by 2010 making its presence across 80 Indian cities also establishing 50 cafes in 10 foreign countries. Our customers have given us the thumbs up for our quality standards in Pakistan and Austria and that motivated us to go to 10 countries where plans are currently being rolled out. And is planning to open other Cafes in the Middle East, Eastern Europe, Eurasia, Egypt and South East Asia in the coming months. The Coffee Café industry is currently one of the biggest and fastest growing sectors in business. The industry consists of a mix of individual cafés, hotel cafés and retail café chains. India has always been predominantly a Chai (Tea) drinking nation.

India is famous for drinking tea. People in India irrespective of the Class, religion and place are fans of tea. Coffee remains in a distinct position compared to tea. However, in these days' coffee consumption is increasing in India. Indian coffee Board is promoting coffee and it seems that their promotional activities are yielding good results. Coffee has been only moderately popular in some southern states, other than that it has been Chai (Hindi term for Tea) Chahan (Marathi term for Tea), cutting (Mumbai term for half teacup), maramari (another popular term from western India for tea) all the way!