

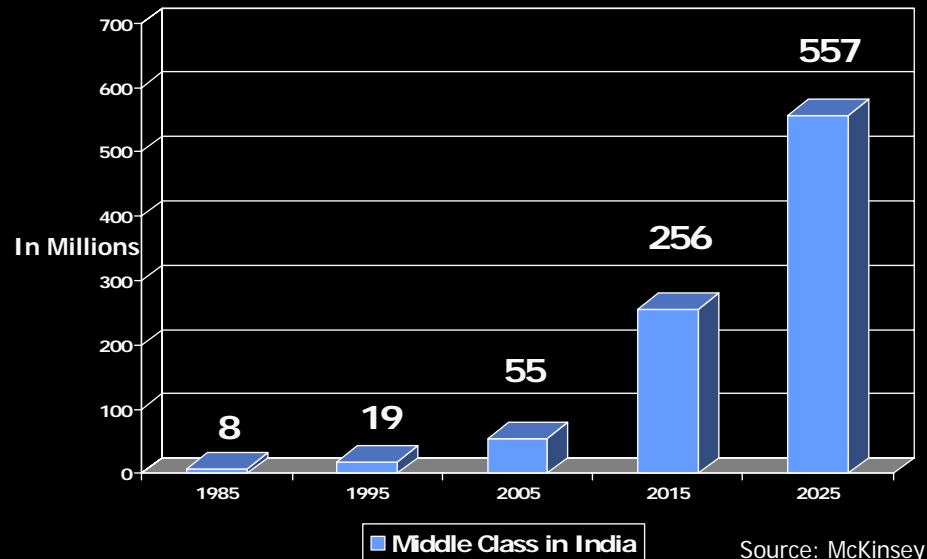
Amit Burman

Chairman  
Lite Bite Foods

RECESSION

# The Great Indian Bazaar

- With a GDP of US\$1 Trillion, India is the fourth largest economy on a Purchasing Power Parity basis after US, China & Japan
- Second most populous country in the world with over 53% of the population under 25 years
- FDI inflows have grown at a CAGR of 55% between FY04-FY08 to reach US\$24.6 Billion
- Indian Economy is more resilient than most others



# Food Retail: A Feast of Opportunities

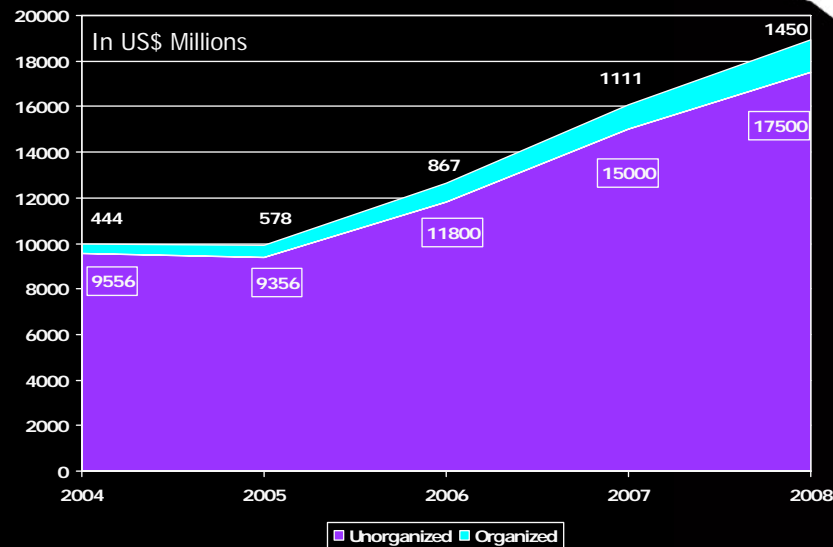


# Food Retail: A Feast of Opportunities

## Growth Drivers

A large & growing Middle Class with high disposable income & rapid growth in urbanization

F&B Retail Services Market In India



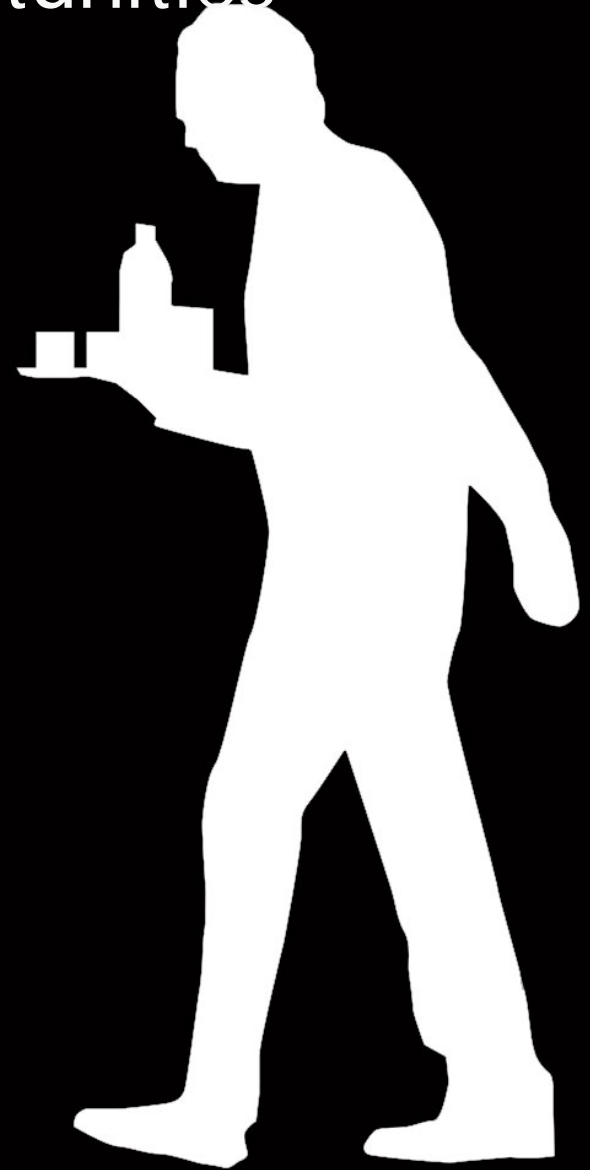
Despite the entry of global Restaurant brands, organized F&B retail penetration in India still remains very low

Evolution of eating out as a habit among Indian families is leading to increased outdoor dining

Entry of Modern Retail & emergence of new Restaurant Formats across the country

# Food Retail: A Feast of Opportunities

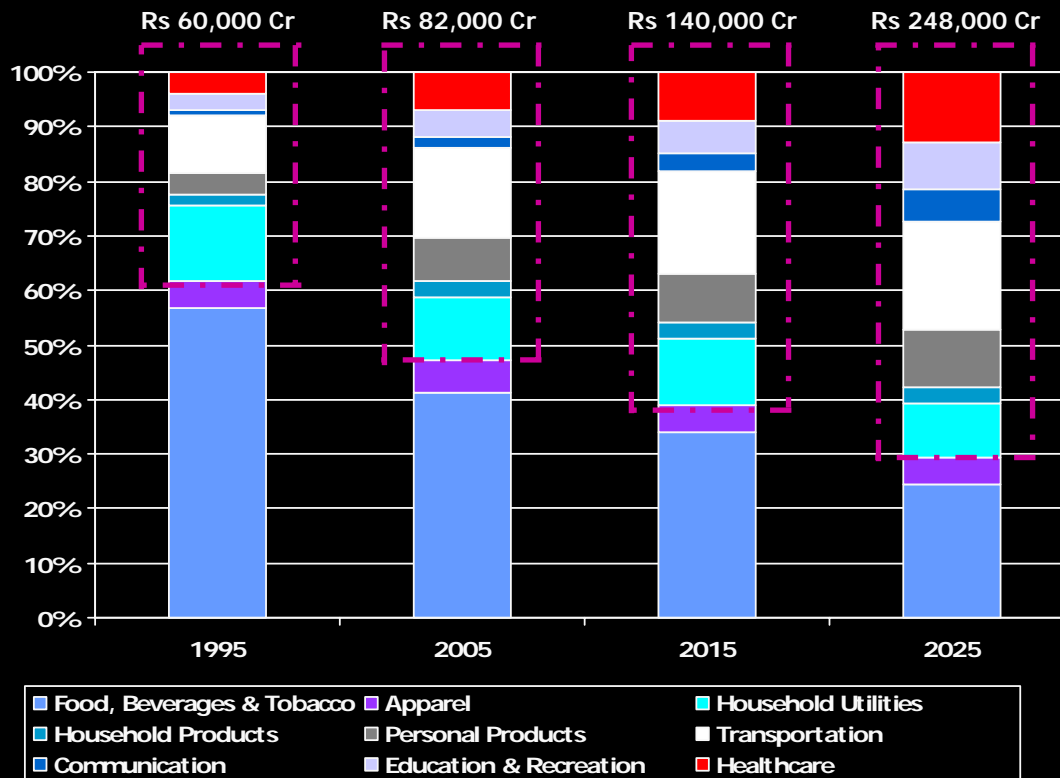
- Despite a population of over a billion and a 400-million-strong Middle Class, organized food retail in India is still in its infancy
- Big names present in larger format retails, but F&B retail is still dominated by Mom-'n-Pop stores
- Food retail is on a roller coaster ride as Indians continue to have a feast, helping this segment grow by 30%
- Good opportunity for more organized players to enter the fray



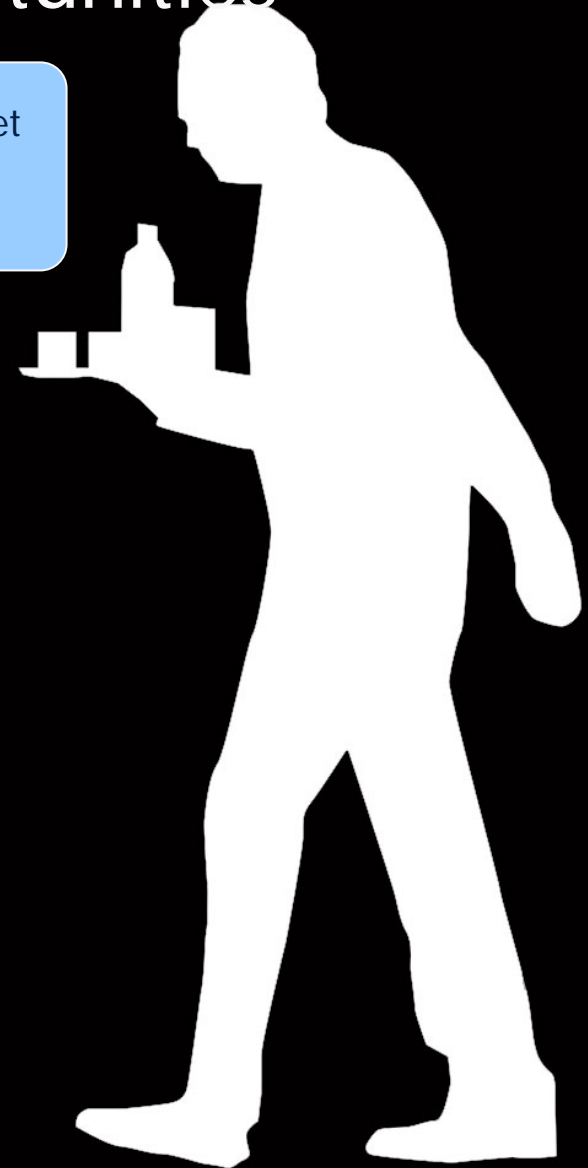
# Food Retail: A Feast of Opportunities

Increasing share of discretionary items in the Household Budget is good news for the industry. Its share is projected to grow from 52% in 2005 to 70% in 2025

## Share Of Average Household Consumption

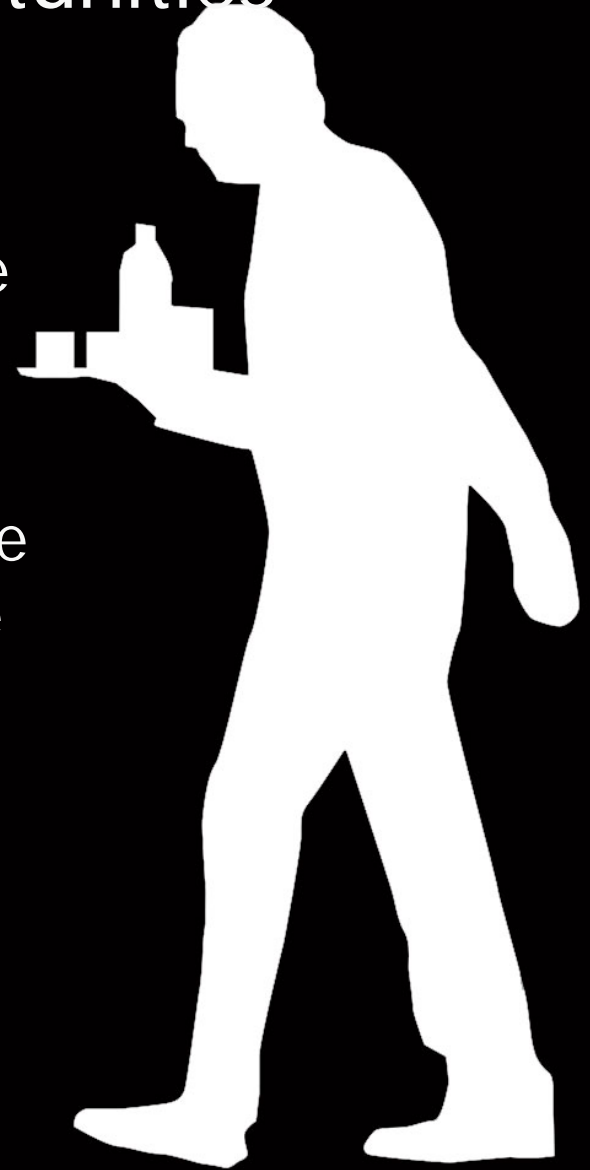


Source: McKinsey



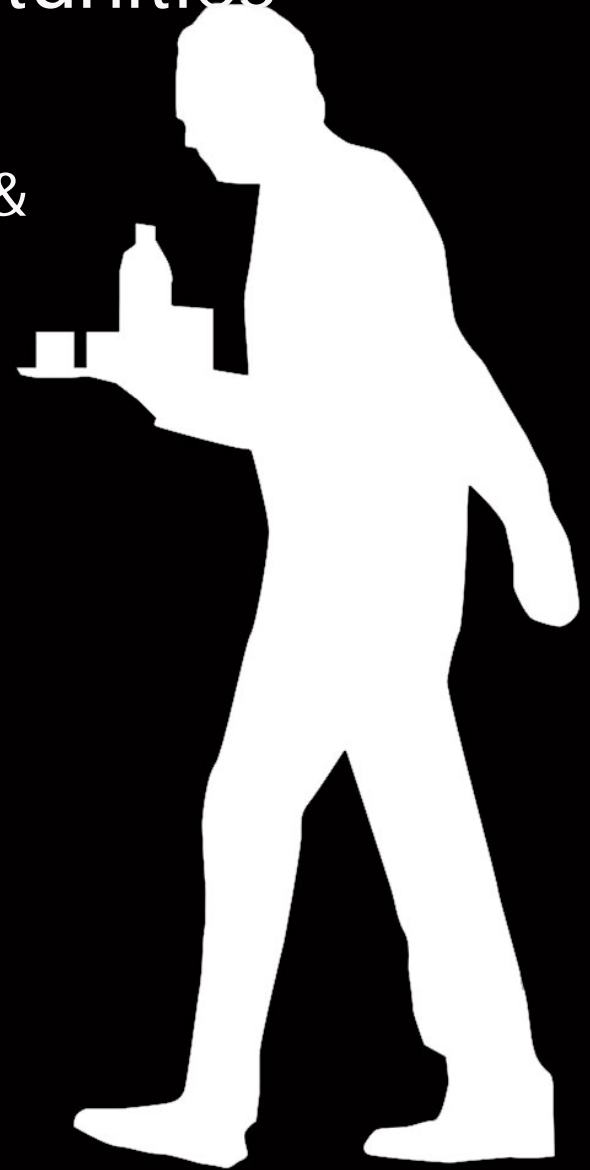
# Food Retail: A Feast of Opportunities

- While household spending on vacations and big ticket purchases have been slashed, eating out still figures prominently on their 'To-Do' list
- The big change here is that people are spending less in 5-Star properties & are increasingly visiting quality food retail outlets in high-streets and malls
- The Result: Every second food retail chain in the country is expanding and even going to cities in Bihar, unthinkable just a few years back



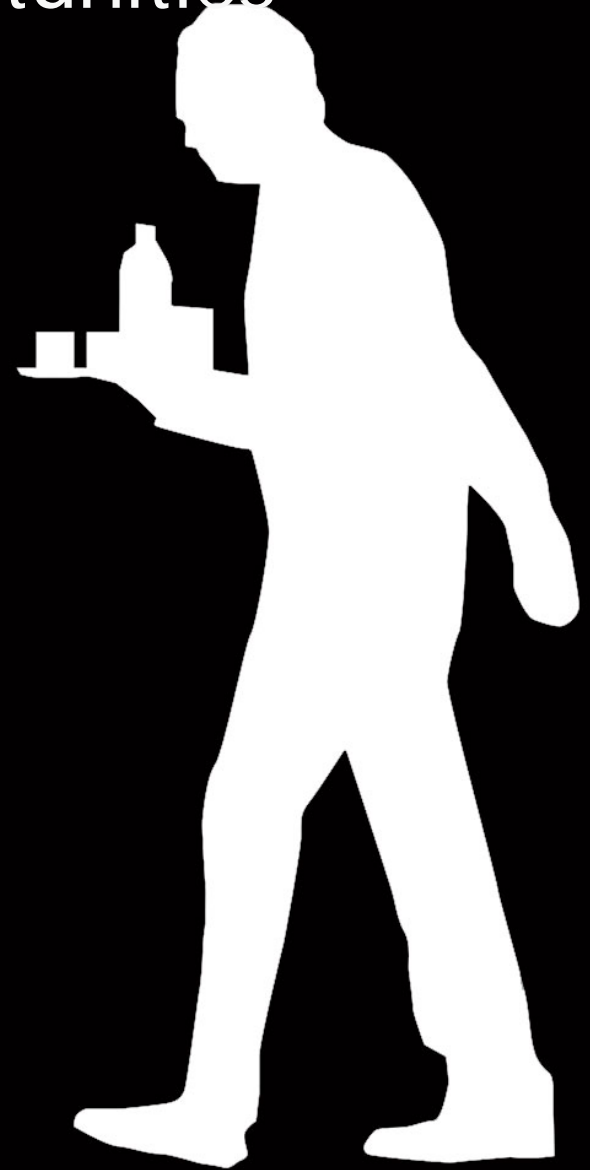
# Food Retail: A Feast of Opportunities

- F&B space in India is highly complex & fragmented, with a lack of well capitalized, professionally organized national players
- While there are a number of recent entrants in this space, there are no dominant players
- Most of the new entrants come from broader Retail/Property Development backgrounds
- The opportunity to create a dominant pan-India position in this niche exists



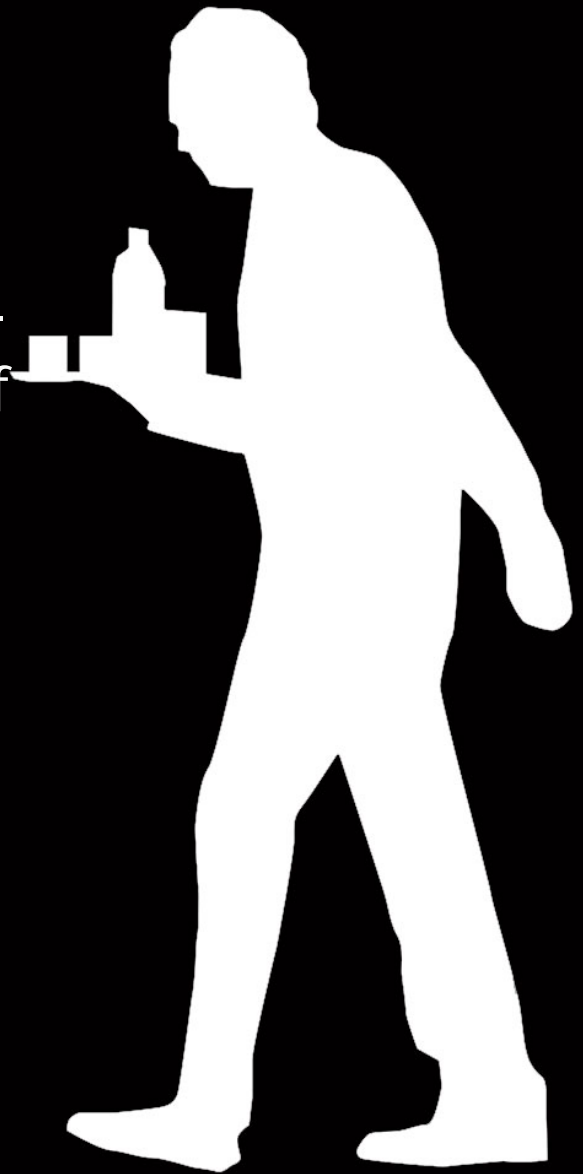
# Food Retail: A Feast of Opportunities

- **Corporate Catering**, the emerging business opportunity in F&B Retail
- A vibrant and ever-growing business, the corporate catering industry is today said to be around Rs 250 crore and growing at a healthy pace of 20%
- Growing health & hygiene concerns among Corporate India is now offering organized players an opportunity to make a big difference in this niche F&B retail market too



# A revolution Called 'Lite Bite'

- A pure-play focussed F&B operator
- Packed with all the right ingredients -- strong capital backing, great portfolio of brands & a strong management team
- Will invest Rs 200 Crores to establish a pan-India network of over 200 restaurants
- Will emerge as the Indian McDonald's in the F&B market with a footprint that spreads across the globe



Bon Appetit