



February 9, 2021

BSE Limited Corporate Relations Department Phiroze Jeejeeboy Towers Dalal Street, Fort, Mumbai- 400 001 Fax No.: 22722037/39/41/61/3121/3719 <u>BSE Scrip Code: 543248</u>	National Stock Exchange of India Limited Listing Department Exchange Plaza, 5 th Floor, Plot no. C/1, G Block, Bandra Kurla Complex, Bandra (E) Mumbai- 400 051 Fax No.: 26598237/38 <u>NSE Scrip Symbol: BURGERKING</u>
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Dear Sirs,

Sub: Outcome of Board Meeting - Unaudited Financial Results of the Company for the quarter and nine months ended December 31, 2020.

Ref: Intimation under Regulation 33 read with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (the "Listing Regulations")

Further to our letter dated January 28, 2021, we wish to inform you that the Board of Directors of the Company at its meeting held today, *inter-alia*, considered and approved the Unaudited Standalone Financial Results of the Company for the quarter and nine months ended December 31, 2020. and took note of the Limited Review Report thereon, submitted by M/s. S R B C & Co. LLP, Chartered Accountants, Statutory Auditors of the Company pursuant to the Listing Regulations.

In this regard, please find enclosed the following:

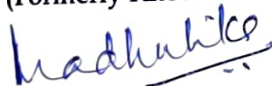
1. A copy of the Unaudited Financial Results along with the Limited Review Report
2. Investor Presentation on the financial results for the quarter and nine months ended December 31, 2020.

The Board Meeting commenced at 05:00 P.M. and concluded at 07:30 P.M.

You are requested to take note of the same and disseminate to all concerned.

Thanking You,

For Burger King India Limited
(Formerly Known as Burger King India Private Limited)



Madhulika Rawat
Company Secretary and Compliance Officer
Membership No.: F8765



BURGER KING INDIA LIMITED
(Formerly known as Burger King India Private Limited)
Registered Office : Unit Nos. 1003-1007, 10th Floor, Mittal Commercial, Asan Pada Road,
Chimatpada, Marol, Andheri East, Mumbai - 400059.
CIN : U55204MH2013FLC249986 | info@burgerking.in | Tel.: 022-7193 3000
Website: www.burgerking.in



BURGER KING INDIA LIMITED (Formerly known as Burger King India Private Limited)

CIN : U55204MH2013FLC249986

Registered Office

1003 to 1007, B wing, 10th floor, Mittal Commercial, Asan Pada Road, Chimatpada, Marol, Andheri (East), Mumbai - 400059

Statement of Unaudited Standalone financial results for the quarter and nine months ended December 31, 2020

Particulars	(Rs. in million)					
	Standalone					Year ended
	Quarter ended		Nine months ended		31-Mar-20 Audited	
31-Dec-20 Unaudited	30-Sep-20 Unaudited (Refer Note 2)	31-Dec-19 Unaudited (Refer Note 2)	31-Dec-20 Unaudited	31-Dec-19 Audited		
1 INCOME						
2 Revenue from operations	1,631.91	967.11	2,279.20	2,984.01	6,502.46	8,412.38
3 Other income (Refer Note 11)	126.78	139.15	5.90	291.22	36.32	55.91
4 Total Income [2+3]	1,758.69	1,106.26	2,285.10	3,275.23	6,538.78	8,468.29
5 EXPENSES						
a) Cost of materials consumed	589.44	346.68	804.56	1,081.33	2,314.39	3,014.90
b) Employee benefits expenses	325.68	247.02	386.45	842.79	1,089.51	1,365.03
c) Finance costs	234.00	211.09	160.55	657.85	438.33	654.53
d) Depreciation and amortisation expenses	335.03	308.56	323.46	956.47	820.75	1,163.74
e) Other expenses (Refer Note 11)	564.80	370.24	827.37	1,195.21	2,267.37	2,992.34
Total expenses	2,048.95	1,483.59	2,502.39	4,733.65	6,930.35	9,190.54
6 Loss before exceptional items and tax [4-5]	(290.26)	(377.33)	(217.29)	(1,458.42)	(391.57)	(722.25)
7 Exceptional Items (Refer Note 10)	-	7.71	-	21.30	-	43.45
8 Loss before tax [6-7]	(290.26)	(385.04)	(217.29)	(1,479.72)	(391.57)	(765.70)
9 Tax expenses						
a) Current tax	-	-	-	-	-	-
b) Deferred tax	-	-	-	-	-	-
10 Loss for the period [8-9]	(290.26)	(385.04)	(217.29)	(1,479.72)	(391.57)	(765.70)
11 Other comprehensive income/ (loss)						
i) Items that will not be reclassified to profit or loss	(2.60)	(0.62)	(1.11)	(3.22)	(5.44)	(10.11)
ii) Income tax relating to above	-	-	-	-	-	-
Total other comprehensive loss for the period	(2.60)	(0.62)	(1.11)	(3.22)	(5.44)	(10.11)
12 Total Comprehensive Loss for the period [Comprising loss and other comprehensive loss for the period][10+11]	(292.86)	(385.66)	(218.40)	(1,482.94)	(397.01)	(775.81)
13 Paid-up equity share capital (Face value of the Share - Rs. 10 each)	3,816.55	2,909.42	2,666.31	3,816.55	2,666.31	2,777.42
14 Other equity						(23.16)
15 Earnings Per Share (of Rs. 10 each) (not annualised except for year ended March '20)						
a) Basic (in Rs.)	(0.98)	(1.34)	(0.82)	(4.98)	(1.47)	(2.87)
b) Diluted (in Rs.)	(0.98)	(1.34)	(0.82)	(4.98)	(1.47)	(2.87)



Notes:

1. In terms of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) 2015, this Statement of Unaudited Financial Results for the quarter and nine months ended December 31, 2020 ("Unaudited Financial Results") of the Company has been reviewed by the Audit Committee and approved by the Board of Directors at their meeting held on February 9, 2021 and have been subject to a limited review by the statutory auditors of the Company.

2. The financial results for the corresponding quarter ended December 31, 2019 and for the preceding quarter ended September 30, 2020 have not been subject to an audit or review by our statutory auditors. However, the management has exercised necessary due diligence to ensure that the financial results for these periods provide a true and fair view of the Company's affairs.

3. The Unaudited Financial Results of the Company have been prepared in accordance with the Indian Accounting Standards notified under Section 133 of the Companies Act 2013, as amended, read with relevant rules thereunder and in terms of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) 2015, as amended (the "Listing requirements").

4. The Company has completed Initial Public Offer ("IPO") of 135,000,000 Equity Shares of the face value of Rs. 10/- each at an issue price of Rs. 60/- per Equity Share, comprising offer for sale of 6,000,000 shares by Selling Shareholders and fresh issue of 7,500,000 shares. The Equity Shares of the Company were listed on BSE Limited ("BSE") and National Stock Exchange of India Limited ("NSE") on December 14, 2020. Accordingly, the Unaudited Financial Results for the quarter and nine months ended December 31, 2020 are drawn up for the first time in accordance with the Listing requirements.

5. The total offer expenses are estimated to be Rs. 665 million (inclusive of taxes) which are proportionately allocated between the selling shareholders and the Company as per respective offer size except for listing fees which is to be solely borne by the Company. The Company's share of these expenses Rs. 368.51 million (inclusive of taxes) has been adjusted against securities premium.

6. The utilisation of the net IPO proceeds is summarised below:

(Rs. in million)

Particulars	Objects of the issue as per prospectus	Utilisation upto Dec 31, 2020	Unutilised amounts as on Dec 31, 2020
Repayment or prepayment of outstanding borrowings of our Company obtained for setting up of new Company-owned Burger King restaurants	1,649.79	1,649.79	NIL
Capital expenditure incurred for setting up of new Company-owned Burger King Restaurants	1,770.00	5.33	1,764.67
General corporate purposes	711.70	386.07	325.63
Total	4,131.49	2,041.19	2,090.30

IPO Proceeds which were unutilised as at December 31, 2020 were temporarily invested in deposits with scheduled commercial banks and kept in current account, public issue and monitoring agency bank accounts.

7. The Code of Social Security 2020 ('Code') relating to employee benefits during employment and post-employment received Presidential assent in September 2020. The Code has been published in the Gazette of India. However, the date on which the Code will come into effect has not been notified and the final rules/interpretation have not yet been issued. The Company will assess the impact of the Code when it comes into effect and will record any related impact in the period in which the Code becomes effective.

8. The Company operates in one single reportable business segment- "Restaurants and Management".



9. The World Health Organisation declared COVID-19 to be a pandemic in March 2020. Consequently, Government of India declared a nation-wide lockdown with effect from March 24, 2020, which caused significant disruption in economic activity and has impacted the business activities and lives of the people. In view of the COVID- 19 outbreak such as complete lockdown of states, brought economic activity to a standstill affecting our restaurant traffic as well which is no exception for industry as a whole. During the trying times our priorities are to serve most hygienic and safe food to our customers. The Company has assessed the impact of this pandemic on its business operations and has considered all relevant information available up to the date of approval of these financial results, in determination of the recoverability of its all its non-current and current assets and recognised necessary adjustments to carrying values of these assets. Further, given the uncertainties associated with nature, condition and duration of COVID -19, the impact assessment on the company's financial statements will be continuously made and any material changes will be provided for as required.

10. The Company operates in QSR Segment, its inventory includes food items which are perishable in nature. Based on the situation of COVID-19 resulting in overall decline in customer frequencies, the Company had provided for related commitments amounting to Rs. 7.71 million in quarter ended September 30, 2020, Rs. NIL in quarter ended December 31, 2020 and Rs. 21.30 million for nine months period ended December 31, 2020. Also, the Company provided for write off of food inventory and related commitments amounting to Rs. 43.45 million in year ended March 31, 2020.

11. The Company has elected to apply the practical expedient of not assessing the rent concessions as a lease modification, as per MCA notification dated 24th July 2020 on IND- AS 116 for all rent concessions which are granted due to COVID-19 pandemic. Accordingly, during the quarter ended December 31, 2020, September 30, 2020 and nine months period ended December 31, 2020, an amount of Rs. 160.82 million, Rs 218.31 million and Rs 379.13 million (including Rs. 29.36 million, Rs 62.17 million and Rs 29.36 million unconditional rent concessions pertaining to subsequent periods as on respective reporting period) respectively related to lease concessions confirmed till reporting date has been reduced from rent expenses to the extent available under the head other expenses. After adjusting the rent expense for the quarter ended December 31, 2020, September 30, 2020 and nine months period ended December 31, 2020 amounting to Rs. 71.86 million, Rs 90.75 million and Rs 162.61 million respectively, the net lease concession are accounted under head other income amounting to Rs. 88.96 million, Rs 127.56 million and Rs 216.52 million respectively.

12. The above Unaudited Financial Results of the Company are available on the Company's website www.burgerking.in and also on the website of BSE (www.bseindia.com) and NSE (www.nseindia.com), where the shares of the Company are listed.

Mumbai
February 9, 2021

For and on behalf of the Board
Burger King India Limited
(Formerly known as Burger King
India Private Limited)

Rajeev Varman
Whole-time Director & CEO
DIN: 03576356



Independent Auditor's Review Report on the Quarterly and Year to Date Unaudited Financial Results of the Company Pursuant to the Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended

**Review Report to
The Board of Directors
Burger King India Limited**

1. We have reviewed the accompanying statement of unaudited financial results of Burger King India Limited (the "Company") for the quarter ended December 31, 2020 and year to date from April 01, 2020 to December 31, 2020 (the "Statement") attached herewith, being submitted by the Company pursuant to the requirements of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended (the "Listing Regulations").
2. This Statement, which is the responsibility of the Company's Management and approved by the Company's Audit Committee, has been prepared in accordance with the recognition and measurement principles laid down in Indian Accounting Standard 34, (Ind AS 34) "Interim Financial Reporting" prescribed under Section 133 of the Companies Act, 2013 as amended, read with relevant rules issued thereunder and other accounting principles generally accepted in India. Our responsibility is to express a conclusion on the Statement based on our review.
3. We conducted our review of the Statement in accordance with the Standard on Review Engagements (SRE) 2410, "Review of Interim Financial Information Performed by the Independent Auditor of the Entity" issued by the Institute of Chartered Accountants of India. This standard requires that we plan and perform the review to obtain moderate assurance as to whether the Statement is free of material misstatement. A review of interim financial information consists of making inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Standards on Auditing and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.
4. Based on our review conducted as above, nothing has come to our attention that causes us to believe that the accompanying Statement, prepared in accordance with the recognition and measurement principles laid down in the aforesaid Indian Accounting Standards ('Ind AS') specified under Section 133 of the Companies Act, 2013 as amended, read with relevant rules issued thereunder and other accounting principles generally accepted in India, has not disclosed the information required to be disclosed in terms of the Listing Regulations, including the manner in which it is to be disclosed, or that it contains any material misstatement.

5. Attention is drawn to the fact that the figures for the financial results for the corresponding quarter ended December 31, 2019 and for the preceding quarter ended September 30, 2020 as reported in these Unaudited Financial Results have been prepared solely based on the information compiled by the management, but have not been subject to audit or review.

For S R B C & C O L L P

Chartered Accountants

ICAI Firm registration number: 324982E/E300003

RAVI
BANSAL

Digitally signed by RAVI BANSAL
DN: cn=RAVI BANSAL, c=IN,
o=Personal,
email=ravi.bansal@srb.in
Date: 2021.02.09 19:15:51 +05'30'

per Ravi Bansal

Partner

Membership No.: 49365

UDIN: 21049365AAAAAQ6069

Place: Mumbai

Date: February 9, 2021



Burger King India Limited

Q3 FY21 Earnings Presentation

09 February 2021



Disclaimer



Certain statements made in this presentation relating to the Company's objectives, projections, outlook, expectations, estimates, among others may constitute 'forward-looking statements' within the meaning of applicable laws and regulations. Actual results may differ from such expectations, projections etc., whether express or implied. These forward-looking statements are based on various assumptions, expectations and other factors which are not limited to, risk and uncertainties regarding fluctuations in earnings, competitive intensity, pricing environment in the market, economic conditions affecting demand and supply, change in input costs, ability to maintain and manage key customer relationships and supply chain sources, new or changed priorities of trade, significant changes in political stability in India and globally, government regulations and taxation, climatic conditions, natural calamity, commodity price fluctuations, currency rate fluctuations, litigation among others over which the Company does not have any direct control. These factors may affect our ability to successfully implement our business strategy. The company cannot, therefore, guarantee that the 'forward-looking' statements made herein shall be realized. The Company, may alter, amend, modify or make necessary corrective changes in any manner to any such forward looking statement contained herein or make written or oral forward-looking statements as may be required from time to time on the basis of subsequent developments and events.

Executive Summary - Q3 FY21



Business Highlights:

- Strong Business recovery, despite COVID-19 pandemic and tough macroeconomic environment.
- Revenue from Operations for Q3 FY21 at INR 1,632 Mn vs Q2 FY21 at INR 967 Mn, with 69% sequential growth.
- **Q3 FY21 Revenue recovery at 72% YoY:**
 - West & South region recovery higher than industry;
 - North region recovery lower due to farmer protest, restrictions in Punjab;
 - Mall recovery lagging.
- **Jan' 21 Revenue recovery**
 - **99% compared to pre-Covid levels* | 86% YoY**
 - Higher recovery across Mall portfolio, higher recovery in North region.
 - Delivery ADS recovery at 106% YoY and Dine ADS recovery at 76% YoY.
- Gross profit margin Dec' 20 exit over 65%.
- Q3 FY21 Co. EBITDA^ positive at 2.5 Mn: 0.2%, despite negative SSSG of 35%
- National Whopper Campaign received a Whopper of a response.

*Pre Covid Levels – Feb'20 levels ^excluding impact of IND AS 116

Executive Summary - Q3 FY21



Store Opening & Closures:

- 270 store count as at 31st Dec 20
- Q3 FY21 Net Addition: 9 (Open: 9; Closed:0)
- 9M FY21 Net Addition: 10 (Open: 15; Closed:5)

Menu & NPD:

- Launch of “The Kings Collection” – premium gourmet burgers

Digital Initiatives

- New Burger King App

Burger King India – Company Synopsis

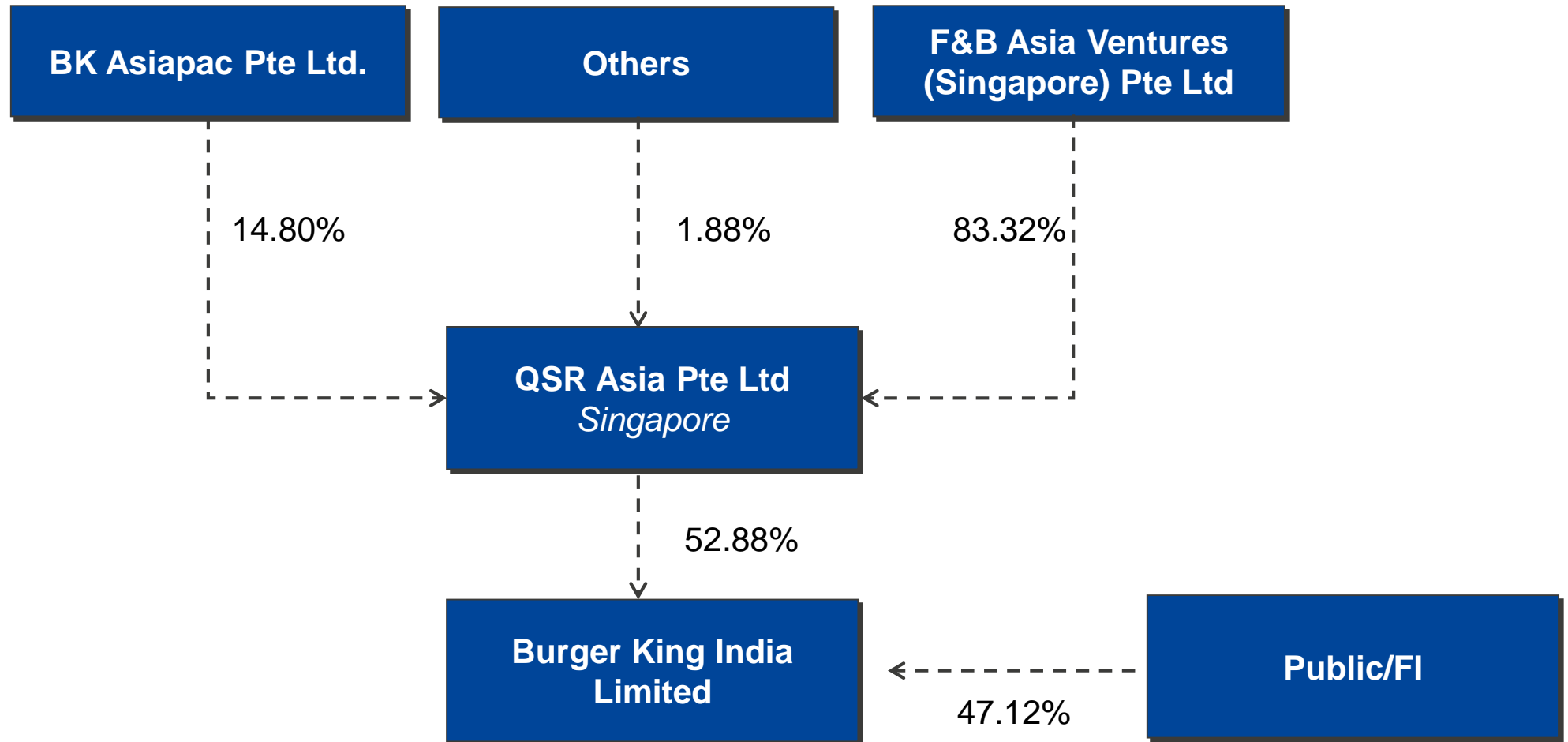


- 1 ***Brand Owned by Burger King Corporation, a subsidiary of Restaurant Brands International Inc.***
- 2 ***Exclusive National Master Franchisee Rights in India (700 Restaurants by Dec 2026) with favorable royalty fees (capped at 5% of sales)***
- 3 ***Brand positioned for large and growing population in India – The Millennials***
- 4 ***Experienced Board and professional management team focusing on growing delivery business***
- 5 ***One of the fastest growing QSR in India during the first five year of operations based on number of restaurants (source: Technopak report dated Nov 20)***
- 6 ***India tailored menu with focus on value leadership***

Brand Owned by Burger King Corporation



Shareholding Pattern as on 31st Dec 20



Exclusive National Master Franchisee in India



Exclusive pan-India rights to develop, establish, operate and franchise Burger King branded restaurant in India

'Sub-franchise' rights offer additional flexibility

Long term franchisee rights (till December 31, 2039) under the Master Franchise and Development Agreement

Flexibility to tailor menu, promotions and pricing to Indian tastes and preferences and flexibility over vertically managed and scalable supply chain

Favorable royalty (capped at 5% of sales)

Marketing and advertisement (required to contribute 5% of sales)

Established standard operating procedures, global best practices and product innovation

Key Advantages



Operational efficiencies



Speedy roll out of national advertising campaigns



Effective management of supply chain

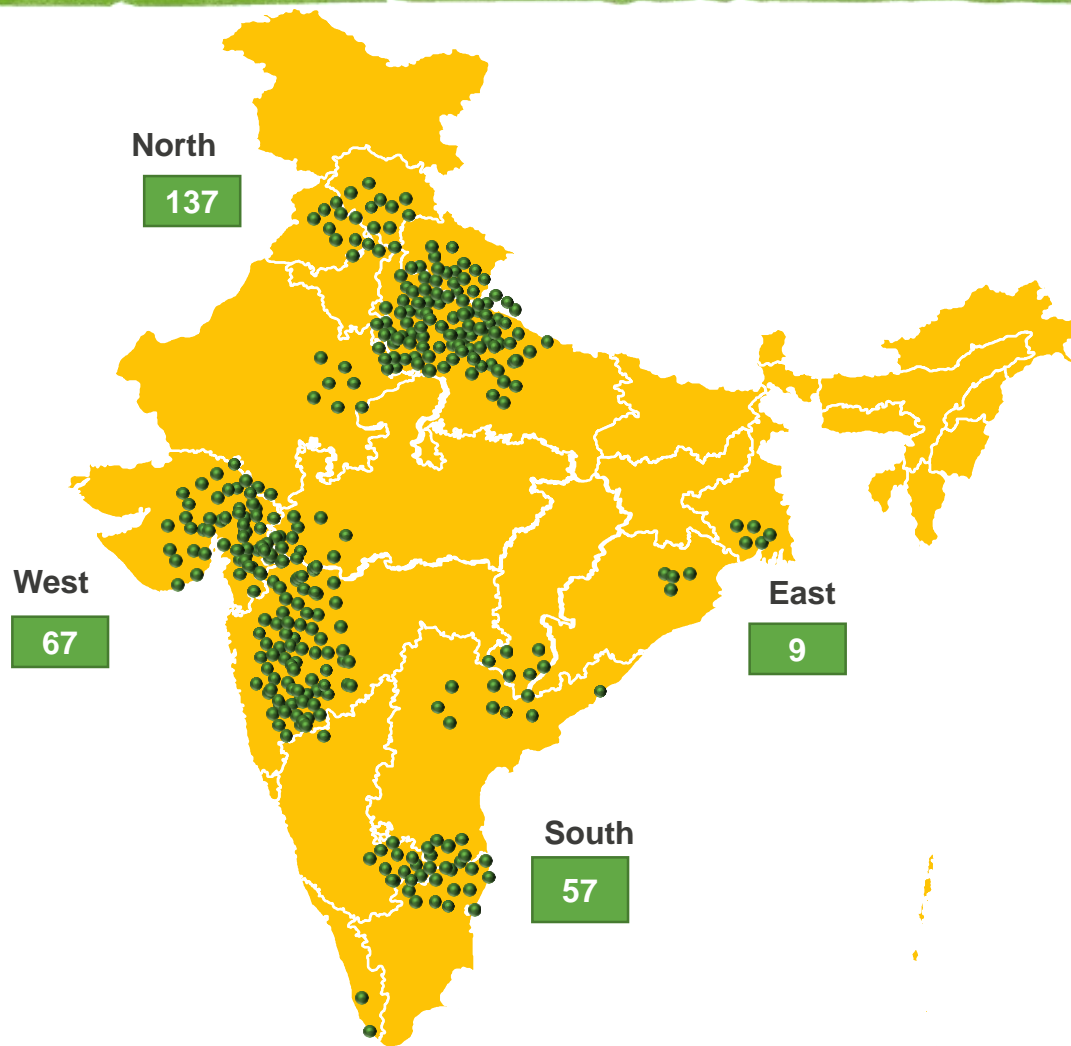


Easy tailoring of menu architecture, promotions and pricing



Leveraging of the globally recognized Burger King brand

Cluster Approach and Penetration Strategy



As of December 31, 2020 (including franchise stores)

Note: India Map not to Scale and Illustrative representation

xx Number of stores

Cluster Approach and Penetration Strategy

6 Clusters within India

Objective is to provide greater convenience and accessibility

Strategy to launch new 'flagship' stores in new cities locations with high impact and high visibility

Efficient management of vertically managed and scalable supply chain

Flexibility around store size

Prioritization of optimal mix across formats

Shopping Malls and food courts

Presence of 'big box' department restaurants, movie theatres and supermarkets

High street locations

Evaluate similar retail brands in vicinity

Drive thrus

Focus on areas that meet minimum vehicles-per-day traffic flow targets

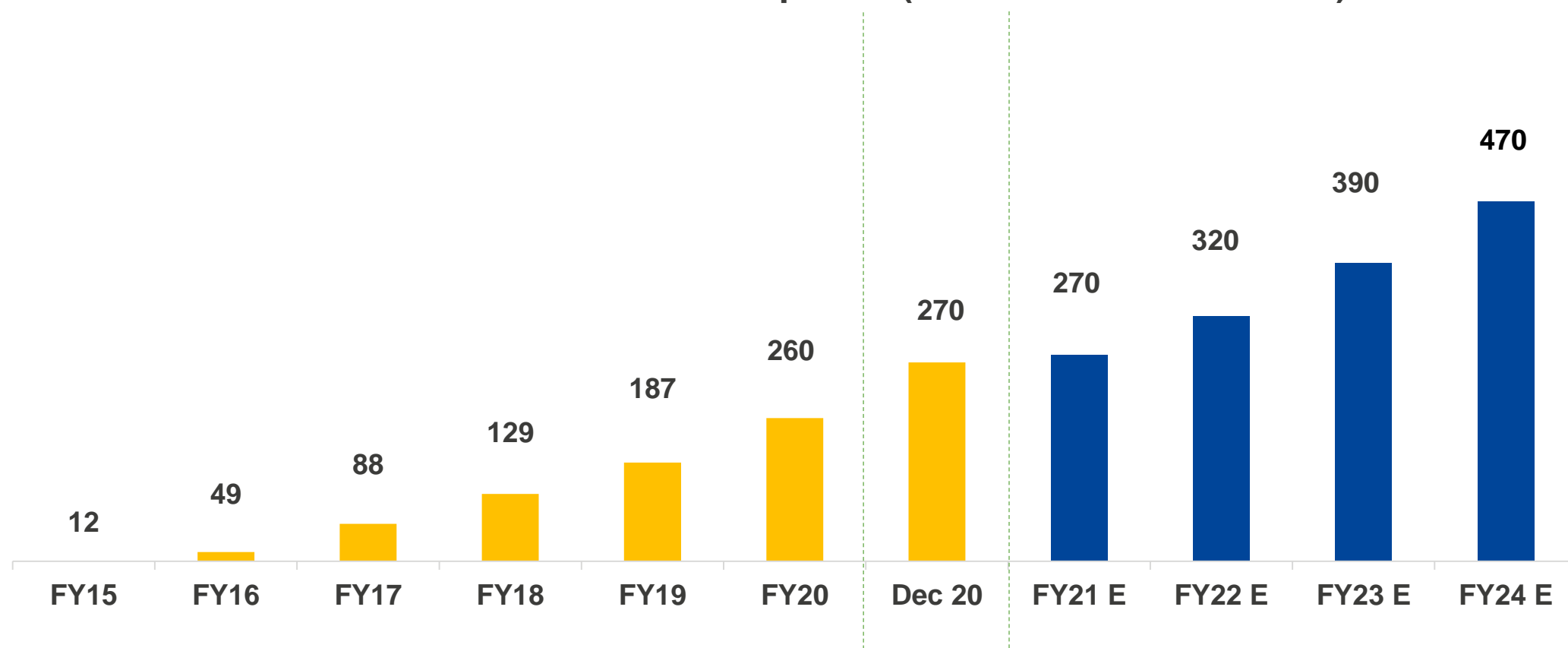
Transit locations

High footfall areas, such as metro stations

Strong Store Ramp-up and Expansion plans



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





Q3 FY21 – Business Update

Pan India – Comp Stores ADS Recovery* (YoY)



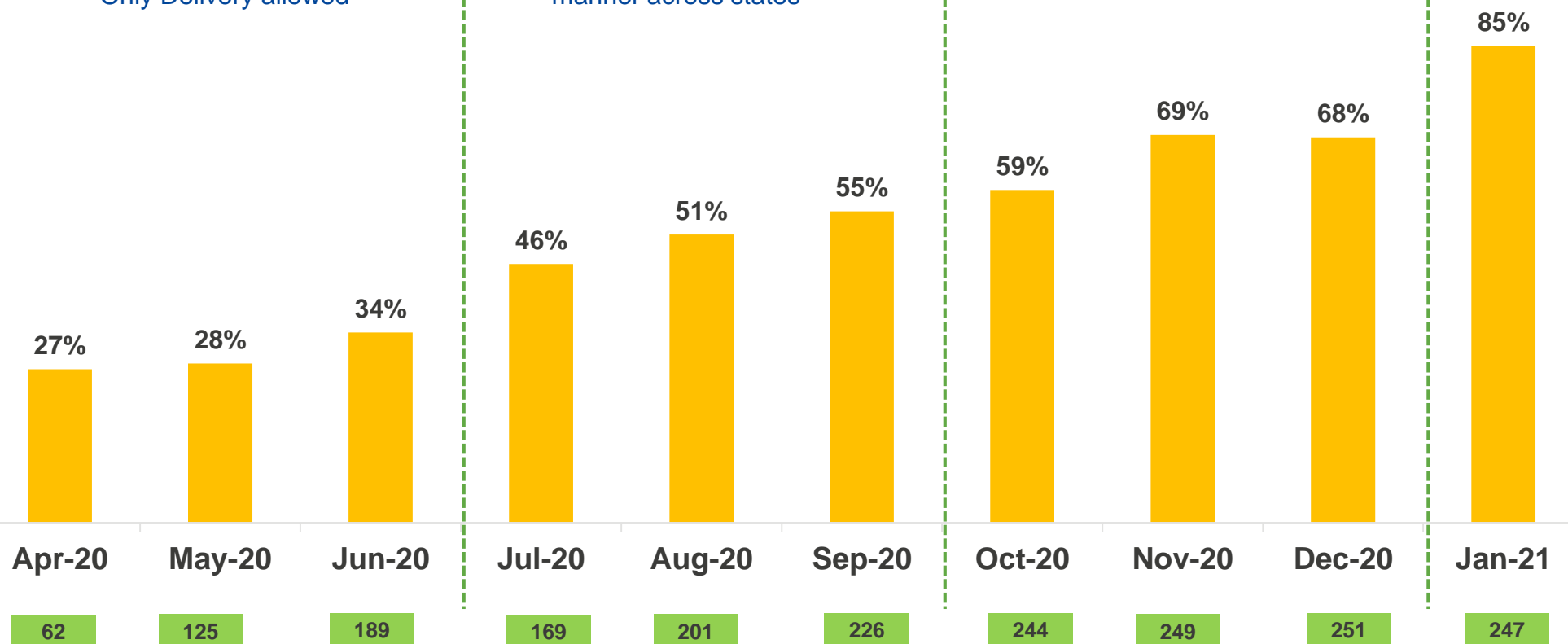
Strong Month on Month Recovery

Nationwide lockdown|
Only Delivery allowed

Dine-in Allowed in staggered
manner across states

----- Night Curfew continues -----
across states

Maharashtra –Dine-in allowed

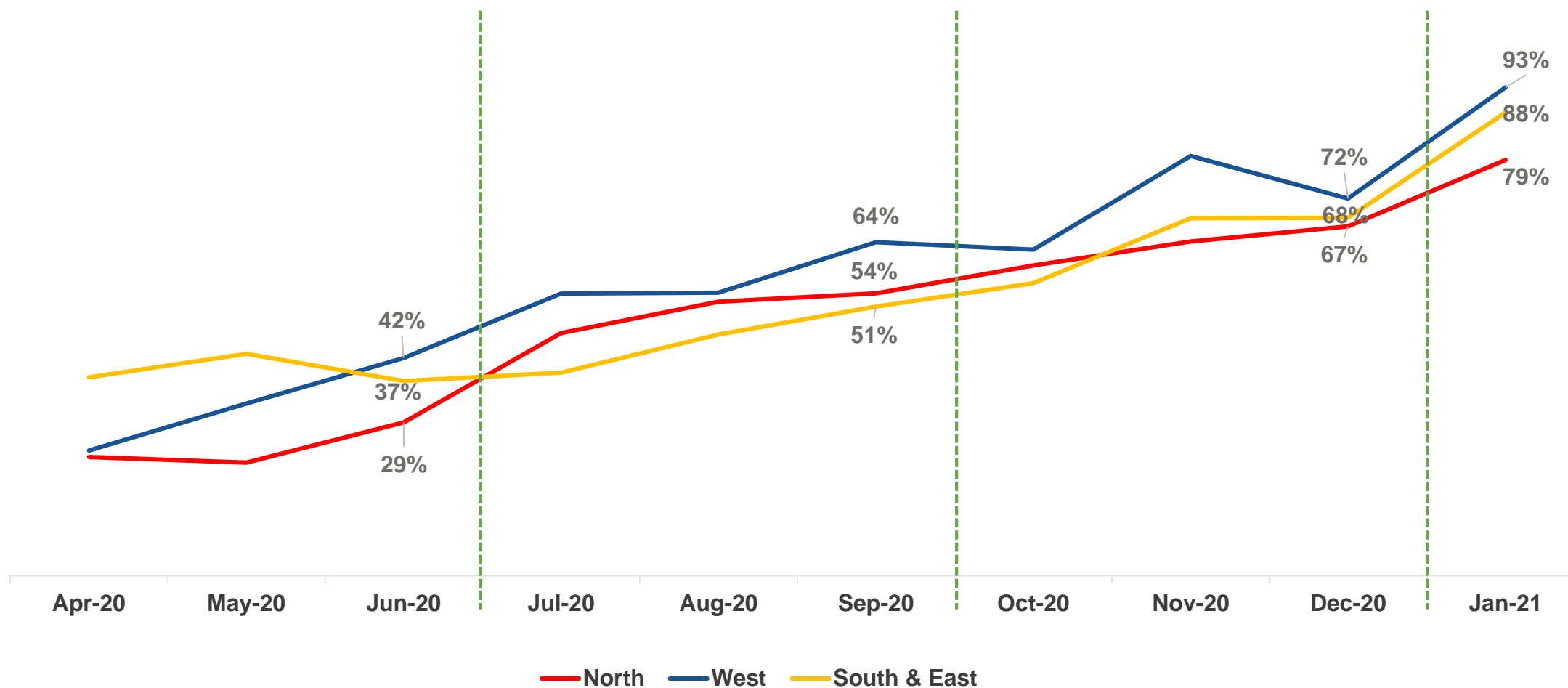


*ADS Recovery (average daily sale) is comparison of current month ADS vs past year same month ADS of comparable stores

Region wise- Comp Store ADS Recovery* (YoY)

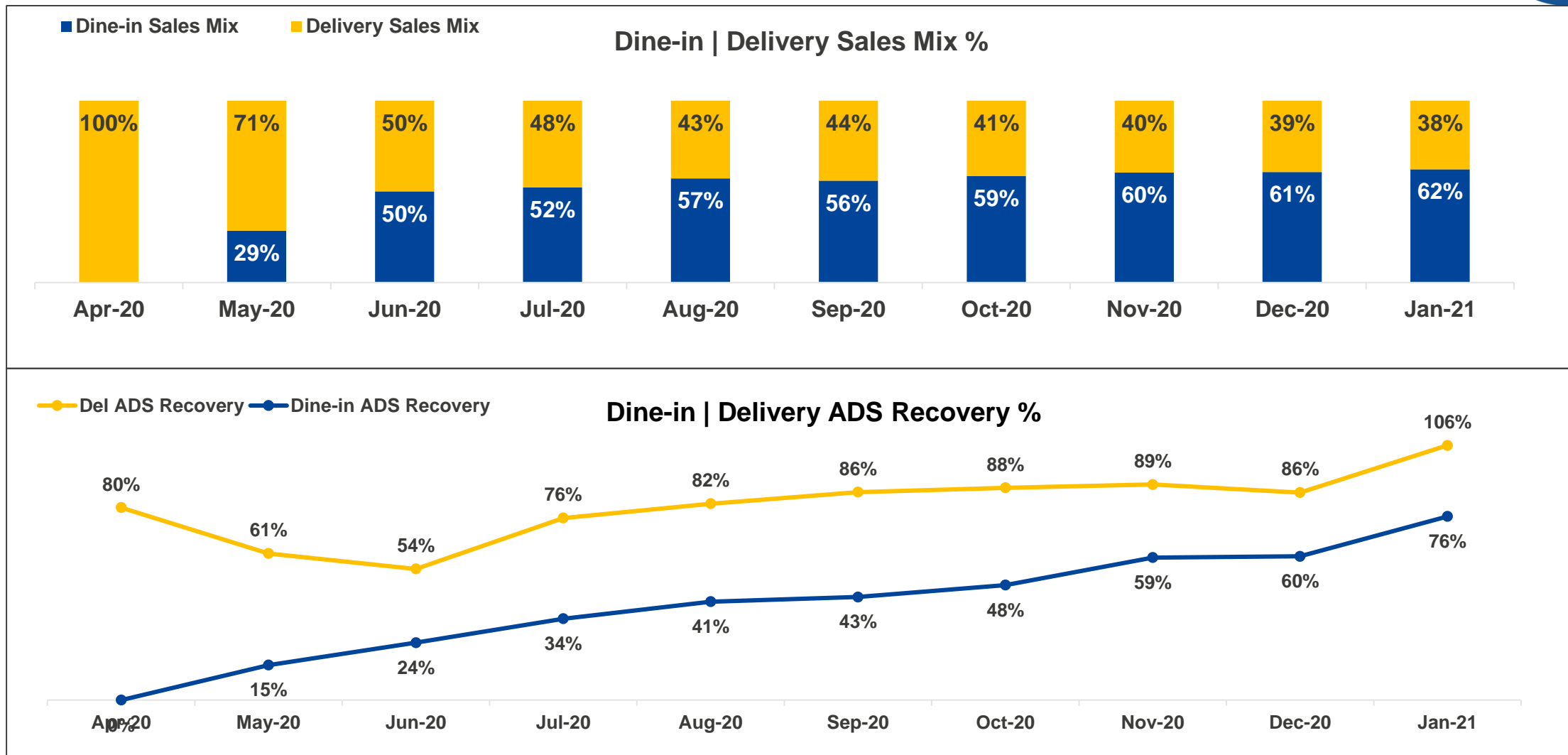


Recovery Faster in West Region



*ADS Recovery (average daily sale) is comparison of current month ADS vs past year same month ADS of comparable stores

Dine-in | Delivery - Sales Mix and Recovery*

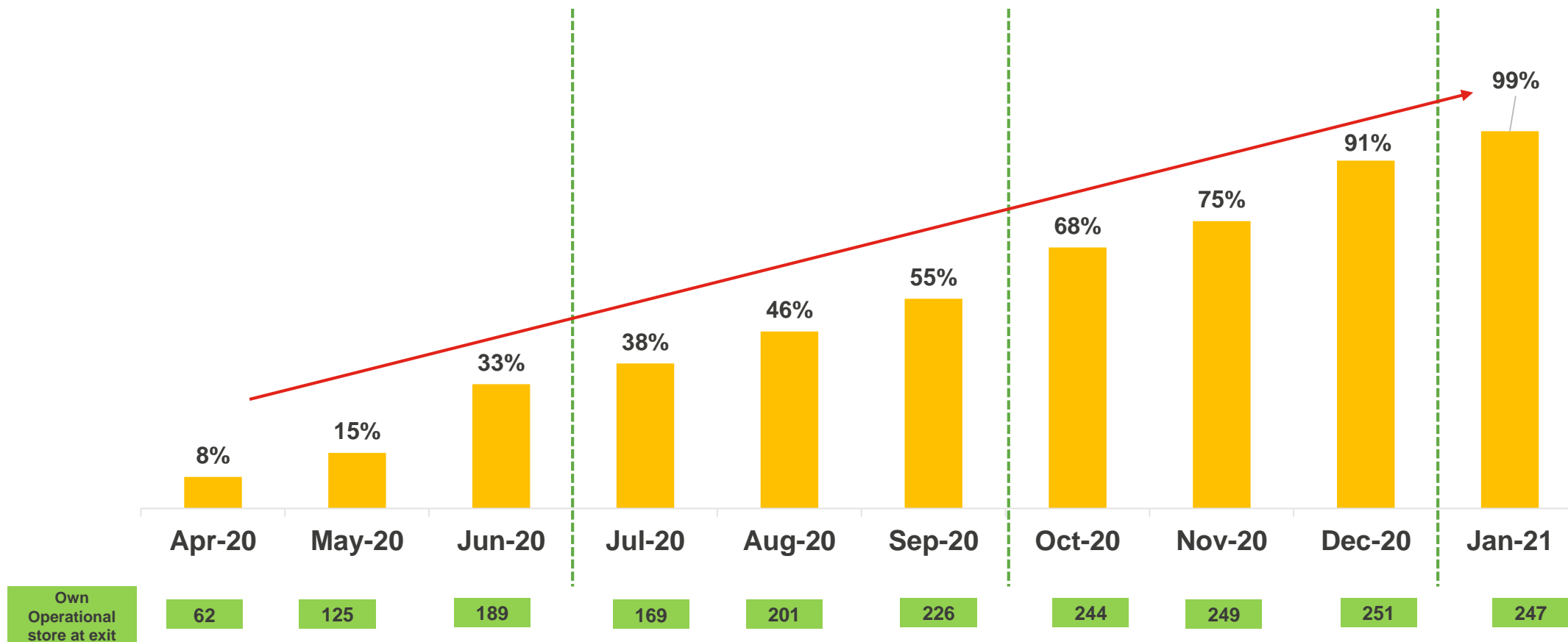


*Dine in and Delivery ADS Recovery (average daily sale) is comparison of current month ADS vs past year same month ADS of all Burger King operational stores

Pan India System Sales Recovery (Pre –Covid)*

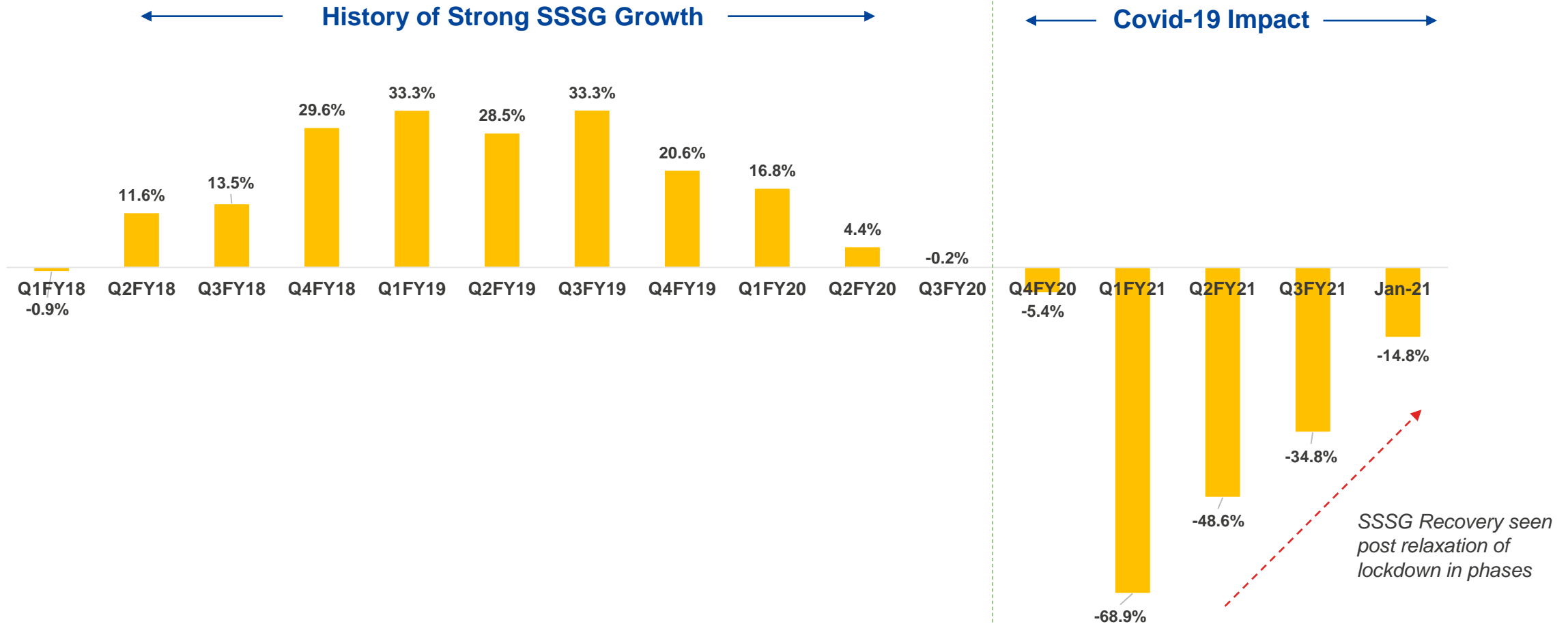


99% System Sale Recovery –compared Pre-Covid Levels



*System Sales Recovery is total system sales for current month vs total system sales of Feb 20 (pre-covid)

SSSG (Same Store Sales Growth)*



*Comparable sales (SSSG) represent sales at all own restaurants operated by the Company, in operation at least thirteen months excluding those temporarily closed.

Q3 FY21 – Operating Performance



Particulars (INR Million)	Q3 FY21	Q2 FY21	QoQ Gr%	Q3 FY20	YOY Gr%	9M FY21	9M FY20	YOY Gr%
Sale of food and beverages	1,624.6	963.7	68.6%	2,263.3	-28.2%	2,971.5	6,457.0	-54.0%
Other Operating Income	7.3	3.4	115.2%	16.0	-54.1%	12.5	45.5	-72.5%
Revenue from operations	1,631.9	967.1	68.7%	2,279.2	-28.4%	2,984.0	6,502.5	-54.1%
Cost of materials consumed	589.4	346.7	70.0%	804.6	-26.7%	1,081.3	2,314.4	-53.3%
Gross Profit	1,042.5	620.4	68.0%	1,474.6	-29.3%	1,902.7	4,188.1	-54.6%
Gross Profit %	63.9%	64.2%		64.7%		63.8%	64.4%	
Employee Related Expenses	209.0	131.6	58.8%	270.9	-22.9%	512.1	755.0	-32.2%
Occupancy and Other Expenses^	689.7	463.1	48.9%	1,009.2	-31.7%	1,636.4	2,770.5	-40.9%
Restaurant EBITDA	143.7	25.8	458.2%	194.5	-26.1%	-245.8	662.6	-137.1%
Restaurant EBITDA %	8.8%	2.7%		8.5%		-8.2%	10.2%	
General & Administration expense	141.3	127.6	10.7%	147.1	-4.0%	377.7	432.9	-12.7%
Company EBITDA (Excluding impact of IndAS116)	2.5	(101.9)	102.4%	47.4	-94.8%	-623.5	229.8	-371.4%
Company EBITDA % (Excluding impact of IndAS116)	0.2%	-10.5%		2.1%		-20.9%	3.5%	

Company EBITDA (Reported)	240.9	131.1	83.8%	260.8	-7.6%	81.2	831.2	-90.2%
Company EBITDA % (Reported)	14.8%	13.6%		11.4%		2.7%	12.8%	

^includes lease concession forming part of Other Income

Impact of IND AS 116 | Q3FY21| 9MFY21



Particulars (INR Million)	Quarter ended			Nine months ended		
	31-Dec-20 Excluding INDAS 116	IND AS 116 impact	31-Dec-20 Reported	31-Dec-20 Excluding INDAS 116	IND AS 116 impact	31-Dec-20 Reported
INCOME						
Revenue from operations	1,631.9	-	1,631.9	2,984.0	-	2,984.0
Total income from operations	1,631.9	-	1,631.9	2,984.0	-	2,984.0
EXPENSES						
Cost of materials consumed	589.4	-	589.4	1,081.3	-	1,081.3
Employee benefits expenses	325.7	-	325.7	842.8	-	842.8
Occupancy and Other Expenses ^	714.3	(238.4)	475.8	1,683.2	(704.6)	978.7
Total expenses	1,629.4	(238.4)	1,391.0	3,607.5	(704.6)	2,902.8
Co. EBITDA	2.5	238.4	240.9	(623.5)	704.6	81.2
Other income ^	18.5	19.3	37.8	41.1	33.6	74.7
Finance costs	71.7	162.3	234.0	172.4	485.4	657.9
Depreciation and amortisation expenses	181.7	153.4	335.0	504.8	451.7	956.5
Profit/(Loss) before exceptional items and tax	(232.4)	(57.9)	(290.3)	(1,259.5)	(198.9)	(1,458.4)
Exceptional Items	-	-	-	21.3	-	21.3
Profit / (Loss) before tax	(232.4)	(57.9)	(290.3)	(1,280.8)	(198.9)	(1,479.7)
Current tax	-	-	-	-	-	-
Profit / (Loss) for the period	(232.4)	(57.9)	(290.3)	(1,280.8)	(198.9)	(1,479.7)

^Other Income Reported excludes Lease concession amount of Rs 89.0 Mn for Q3FY21 and Rs 216.5 Mn for 9M FY21, which is adjusted in Occupancy and Other Expenses



Marketing

New Whopper Range



New Crunchier Veg Patty | New Juicier Chicken Patty | New Sauces for more taste & flavor

Launch of “The Kings Collection”



New Range of 4 Premium Burgers

Consumer favorite taste profiles: Cheese, Paneer, Tandoori Chicken & Fiery Chicken

Integrated Marketing Communication to drive Whopper Credentials



Driving Brand Love: High Engagement Brand Activations with our GenZ Audience



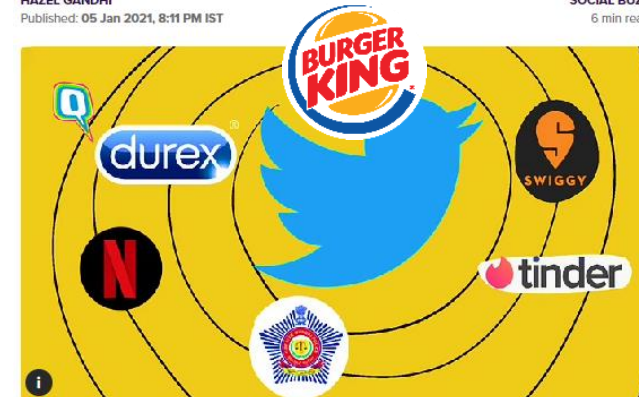
Bloomberg | Quint

Swiggy To Durex, 10 Brands on Top of the Social Media Game

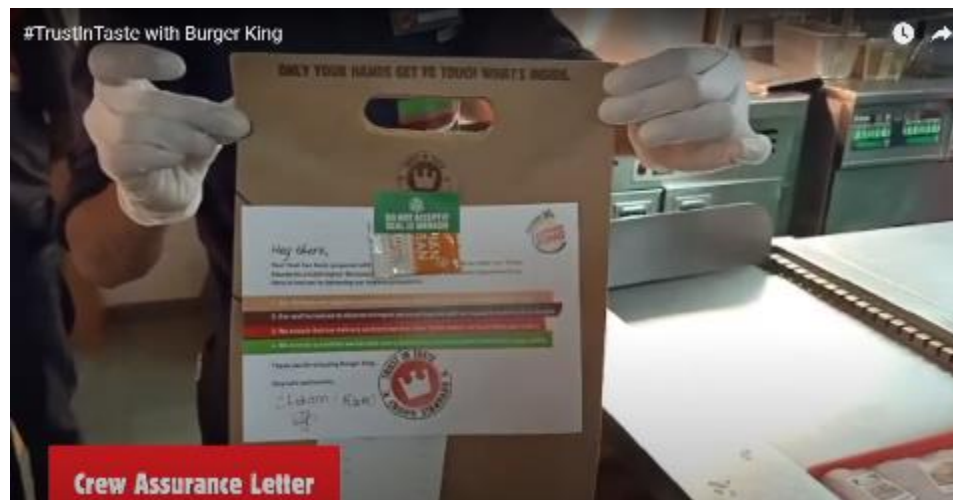
These brands are both woke and entertaining!

HAZEL GANDHI
Published: 05 Jan 2021, 8:11 PM IST

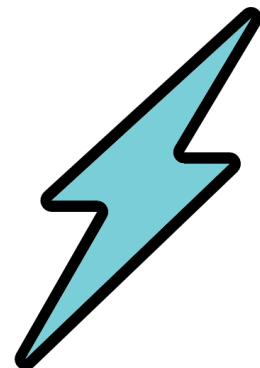
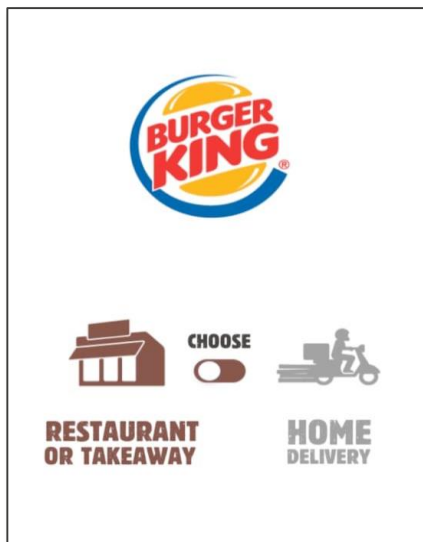
SOCIAL BUZZ
6 min read



Trust In Taste: Safety during COVID-19

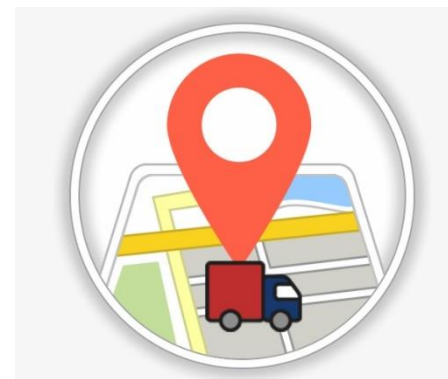


Strengthening Digital ecosystem for the New Normal



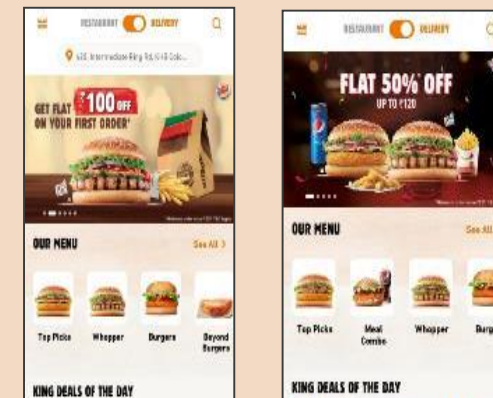
Lighter and Faster APP

- Launched the app
- App size reduced by 25%
- Omni-channel
- Load time reduced by 50%



Customer Convenience

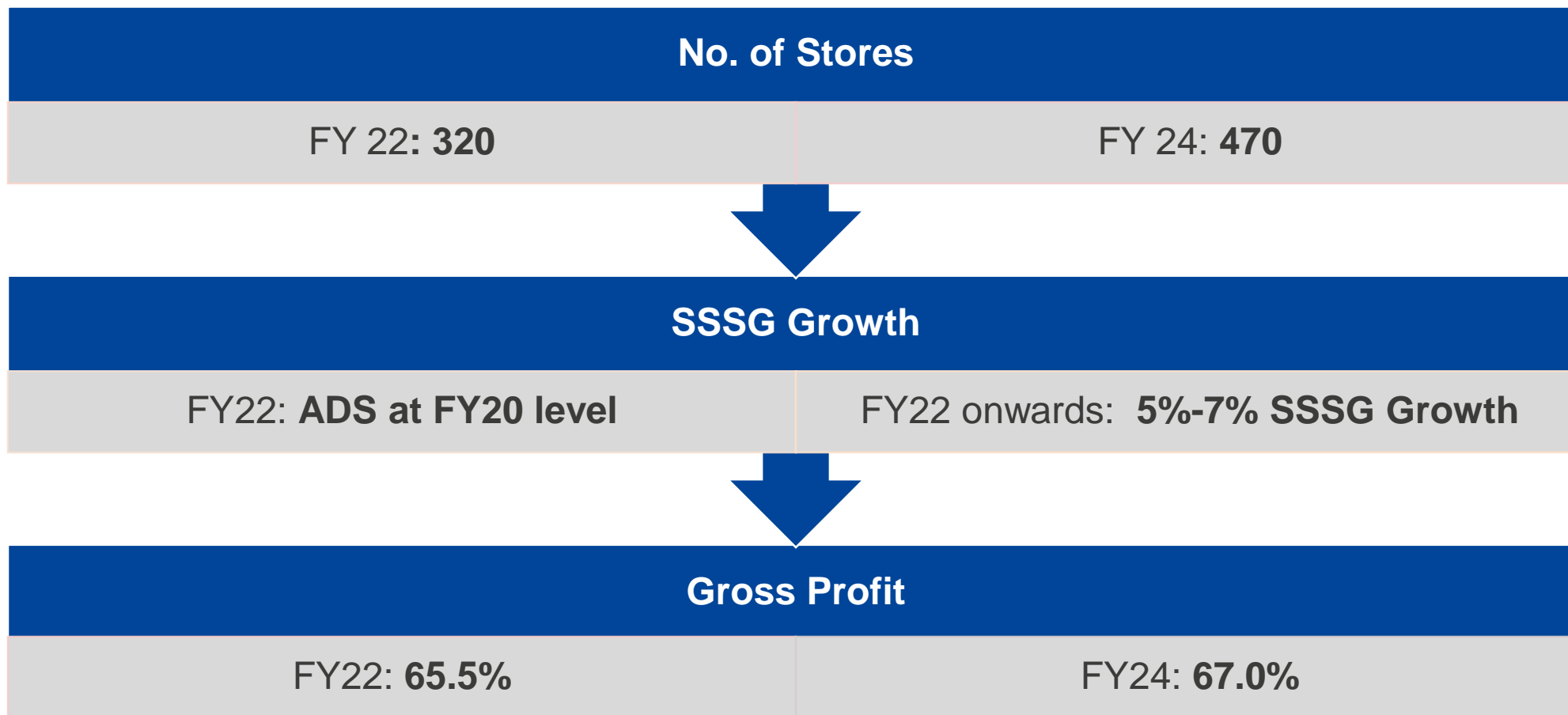
- Live Rider Tracking
- In app Feedback Form
- Saved Cards



Test Marketing in 1 city

- Exclusive App Download Offers
- Scale up by Apr '21

Outlook





Burger King India, We Are Just Getting Started!

IR Contact

For additional Information:

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