



**KKR-LED CONSORTIUM TO INVEST IN COFFEE DAY RESORTS**  
*\$210 Million Investment to fuel growth of Café Coffee Day*

Mumbai, March 30, 2010 -- Kohlberg Kravis Roberts & Co. L.P. (together with its affiliates, "KKR") today announced the closing of a round of financing in Coffee Day Resorts ("CDR") under which KKR together with Standard Chartered Private Equity and New Silk Route Partners (NSR) will invest Rs 9,600 mn (\$210mn) in CDR, a privately-held company controlled by business leader and entrepreneur VG Siddhartha. CDR comprises Café Coffee Day, India's largest coffee chain as well as a resorts operations business and other businesses.

"For this round of capital raising we have carefully chosen partners who are providers of long-term strategic capital that can help us take Coffee Day into the next level of growth while helping us build scale in resorts and other businesses. KKR has a track record of success in India as well as history of working with management and building world-class enterprises," said V G Siddhartha.

A portion of the investment will be utilized to drive growth of the coffee chain operation, which has grown from 289 outlets in 2006 to nearly 900 outlets today.

"The impressive growth of the Café Coffee Day chain is indicative of the entrepreneurial spirit here that has spurred India into an economic powerhouse. We are excited to partner with a company that has achieved significant domestic scale and is ready to enter a new phase of growth. This is the type of opportunities KKR seeks in India: strategic minority investments where we can add value in terms of growth capital and strategic advice," said Sanjay Nayar, a Member of KKR and Head of KKR India.

KKR, which is the major investor in this round, has invested over \$800 million in private equity investments in India since 2006, which includes investments in Aricent, a global innovation, technology and services company and Bharti Infratel, a passive telecom infrastructure provider.

KKR was advised by J.P. Morgan, Technopak, Simpson Thacher & Bartlett, AZB Partners and KPMG.

Keywords and Tags: KKR, Henry Kravis, George Roberts, Café Coffee Day, VG Siddhartha

**About KKR**

Founded in 1976 and led by [Henry Kravis](#) and [George Roberts](#), KKR is a leading global alternative asset manager with \$52.2 billion in assets under management as of December 31, 2009. With over 600 people and 14 offices around the world, KKR manages assets through a variety of investment funds and accounts covering multiple asset classes. KKR seeks to create value by bringing operational expertise to its portfolio companies and through active oversight and monitoring of its investments. KKR complements its investment expertise and strengthens interactions with investors through its client relationships and capital markets platforms. KKR is publicly traded through KKR & Co. (Guernsey) L.P.

(Euronext Amsterdam: KKR). For additional information, please visit KKR's website at [www.kkr.com](http://www.kkr.com).

### **About Coffee Day Resorts**

Established by business leader and entrepreneur VG Siddhartha, Coffee Day Resorts (CDR) is a leader in India's coffee industry. CDR is the majority owner of the Café Coffee Day chain of cafes in India which is India's largest nationwide chain with almost 900 cafes located in over 120 cities.. Coffee Day Resorts also operates a number of resorts, an I.T. park in Bangalore, a waste management company with operations in Chennai and Bangalore, and has stakes in technology and financial services companies.

### **About Café Coffee Day**

Café Coffee Day is a part of the Amalgamated Bean Coffee Trading Company Ltd. (ABCTCL) which is one of the largest vertically integrated coffee companies in India and also the biggest food and beverage retailer in the country. It operates India's largest chain of coffee shops with nearly 900 cafes in 120 cities across India. ABCTCL also has a sizeable coffee vending machine business (14,000 machines), small food and beverage take-away kiosks (~925), stores that sell freshly ground coffee (~390 stores) and a coffee trading business. Target customers include young students and professionals aged 15 to 35 years which is one of the most attractive demographic in India. Café Coffee Day's menu ranges from signature hot and cold coffees to several exotic international coffees, food, desserts and pastries. More information can be found at [www.cafecoffeeday.com](http://www.cafecoffeeday.com).

### **KKR Contacts:**

#### **U.S. Media**

**Peter McKillop/Kristi Huller**

Tel: +212-230-9475 or +212-230-9722

[media@kkr.com](mailto:media@kkr.com)

#### **India**

**Rohan Cornelio**

Tel: +91 98-1988-1262

[rohan.cornelio@edelman.com](mailto:rohan.cornelio@edelman.com)

#### **Investor Relations:**

Jonathan Levin

Tel: +1 (877) 610-4910 (U.S) / +1 (212) 230-9410

[investor-relations@kkr.com](mailto:investor-relations@kkr.com)

#### **Moritz Kaffsack**

Tel: +91 99-2023-4641

[moritz.kaffsack@edelman.com](mailto:moritz.kaffsack@edelman.com)