



**Company News** : CPF readies new retail formats

: “Five star chicken” brand in India

**Price Performance** : CPF

## **CPF readies new retail formats**

*Bangkok Post, November 8, 2012*



CPF opened CP Food World, its first food court, in Siriraj Hospital yesterday. Those that prove successful locally will be expanded to other countries such as India.

CPF yesterday officially introduced CP Food World, its first food court, in Siriraj Hospital. The format is the company's third after CP Fresh Marts near housing developments and CP Food Markets in office buildings and petrol stations.

The 10-million-baht food court has retail space of 400 square metres occupied by 11 vendors. Four of them are CP Group brands, including Chester's Grill, CP Kitchen and The Grill.

Adirek Sripratak, CPF's president and chief executive, said besides serving as a dining option, CP Food World will be a new distribution channel for CP food products, both at home and abroad.

CP Fresh Marts were opened in Vietnam, Cambodia and Myanmar after turning in a strong performance in Thailand.

CP Food Markets and CP Food Worlds are planned for these countries soon.

Apart from retail shops, CPF will expand its quick-service food operations internationally, starting with Five Star grilled chicken in India next year.

Sathit Sangkanarubordee, a senior vice-president of CPF (Thailand), said the CP has been active in the feed and chicken farm business in India for a decade.

With chicken consumption rising in that country, the group feels the time is right to introduce the Five Star brand.

CPF will start with 100 Five Star kiosks of the same type seen here in Thailand, in Bangalore.

Other locations to follow will be major cities such as Delhi, Mumbai, Chennai, Hyderabad and Kolkata.

A Five Star kiosk requires an investment of 150,000 baht, but the ones set up in India during the first three years will be operated by the company itself.

Any new ones after that will be opened on a franchise basis.

CPF will build a 60-million-baht factory in India to process grilled and fried chicken locally.

At present, there are 200 Five Star grilled kiosks in Malaysia, Vietnam, Cambodia, Laos, Myanmar and Bangladesh contributing combined annual sales of 150 million baht.

Mr Sathit said with 800 more Five Star kiosks to be added in Thailand, making 5,900 here.

Add in the 100 planned for India and the other international kiosks, and the combined total of all Five Star grilled chicken stands will be 6,200 by the end of next year.

Meanwhile, Suwat Songphanayothin, a vice-president of Chester's Food Co, said opportunities are being sought in India for Chester's Grill.

"We chose India because its economy is improving enormously and we're seeing more investment there by our competitors," he said.

CPF expects sales of 350 billion baht this year, increasing by 25% next year.

## ["Five Star Chicken" brand in India](#)



Charoen Pokphand Foods Public Company Limited (CP Foods), a leading global, integrated Agro-industrial and food company, today announced the launch of the company's first ever ready to eat '**Five Star chicken**' brand in India. The company announced this at a press conference in Bangalore that was addressed by Khun (Mr.) Adirek Sripratak, President and Chief Executive Officer, CP Foods Public Ltd alongside of Khun (Mr.) Pong Visedpaitoon, COO, CP Foods Public Ltd, Khun (Mr.) Anek Boonnoon, Executive Vice President, CP Foods Public Ltd and Khun (Mr.) Sanjeev Pant, Vice President – Branded Foods Business Unit, CP India Pvt Ltd (CP Foods India).

 To be Continued

CP Foods being one of the most reputed and sought after food brands in Thailand, looks forward to introducing its services in India too, in line with its global vision. CPF's ready to eat and take away 'Five Star Chicken' brand will cater to the needs of Indian consumers who are looking for great taste, quality, convenience and value.

'Five Star Chicken' has been serving consumer needs for over 25 years in Thailand. Backed by CP Food consumer needs for over 25 years great taste, quality, convenience and reward to intro from strict control on food safety standards, taste and a very high level of customer service, the company is all set to delivery their Five Star promise to Indian consumers as well.

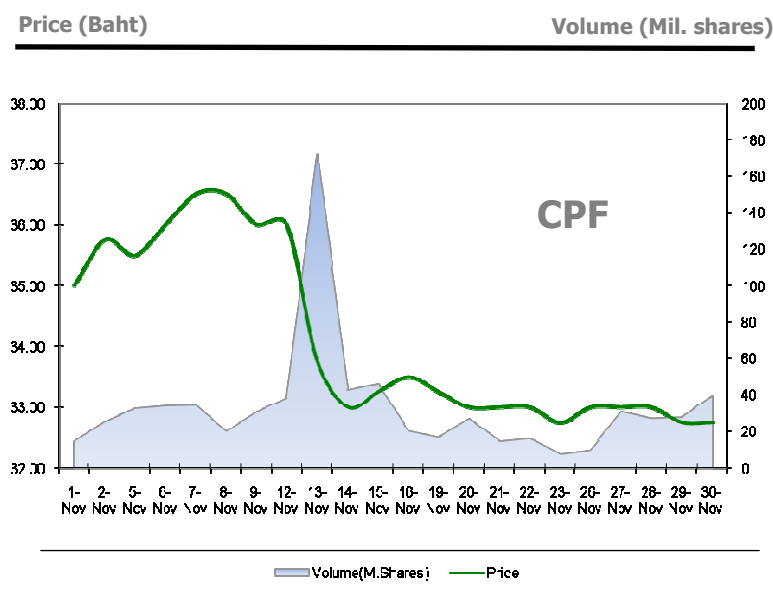
Khun (Mr.) Aderik Sripratak, President and CEP, CP Foods said, "CP Foods is happy to launch the ready to eat brand in India. Our vision is to meet the world's changing lifestyle needs for affordable, changing and high quality food products. Our business is based on the '3-Benefits' philosophy of 'Benefit to the People, Benefit to the Country and Benefit to the Company."

"Moreover, our focus is on quality products that cater to the needs of consumers, and aiding in better living. CP Foods through its intergrated supply chain is able to provide not only nutritious but also safe food for people," he added.

Speaking on the occasion Mr. Sanjeev Pant, Vice President CP Foods through its interview said, We are very excited to enter the Indian food market with the '5 Star Chicken' brand and ready to eat and take away concept. This will provide busy people the opportunity for quick, yet nutritious take away food. , 5 Star ready to eat chicken is tasty, is of high quality and great value. It provides people great convenience to enjoy with their friends and family.

From December onwards, the company plans to open multiple kiosks/sales points across the city at various locations. For people who are interested, the company is also now accepting franchisees across Bangalore.

## Price Performances: CPF



October 2012	
Highest Price	37.00
Lowest Price	32.50
Closed Price	32.75
Average Volume/Day (Shares)	33,220,000

Charoen Pokphand Foods Plc.  
**Investor Relations Office**  
 26<sup>th</sup>Fl., C.P. Tower, 313 Silom Rd.  
 Bangkok 10500, Thailand  
 Telephone +662 638 2935-6  
 Facsimile +662 638 2942  
**Email: iroffice@cpf.co.th**

Please note that this document contains forward-looking statements, obtained from various sources, that are subject to a number of factors and uncertainties. CPF makes no representation and accepts no responsibility or liability as to its completeness or accuracy. The message is provided for informational purposes and should not be construed as a solicitation or offer to buy or sell any securities.