



BreadTalk®

For immediate release

BREADTALK PARTNERS WITH SOM DATT GROUP FOR EXPANSION INTO INDIA



BreadTalk new concept store at VivoCity Singapore. Photo courtesy of BreadTalk Singapore.

Singapore, 18 January 2018 – BreadTalk Pte Ltd, a wholly-owned subsidiary of BreadTalk Group Limited (“BreadTalk”), and Bakekneads LLP (“Bakekneads”), a member of the Som Datt Group of Companies (“Som Datt Group”), signed a franchise agreement to establish the BreadTalk bakery chain in Delhi and National Capital Region (“Delhi-NCR”), India in December 2017 (“Agreement”). Under the Agreement, Bakekneads will hold the master franchise to develop and operate the highly popular lifestyle bakery chain in Delhi-NCR.

BreadTalk is expected to open its flagship store in Delhi by the third quarter of 2018, boasting a wide range of products favoured by the Indian market. This partnership combines BreadTalk’s strength in creative branding and product concepts with the extensive business network of Som Datt Group – an infrastructure and construction conglomerate in India.



BreadTalk's chain of boutique bakeries spreads across a network of 17 territories and it operates close to 1,000 outlets across key markets such as Singapore, Mainland China, Hong Kong, Indonesia, Thailand, and the Middle East.

The Som Datt Group has been involved in large-scale construction projects worldwide including townships and residential complexes, educational institutions, sanitation projects, power stations, highways, industrial and commercial buildings. Some of its more prestigious projects include the first 5-star hotel and a 400-outlet shopping mall in Kanpur, India, as well as a four-lane national highway in Uttar Pradesh, India.

Since Ms Latika Datt Abbott ("Ms Latika") took over the reins of the group in 1990, Som Datt Group has diversified into the F&B industry with Joy Luck Moon at Select CityWalk in Delhi, four specialty cuisine restaurants at a 5-star hotel in Kanpur, and multiple food retail outlets in a shopping mall food court in Kanpur.

"India is a fast growing economy with rising opportunities in its retail sectors especially for Asian-style bakeries. At BreadTalk, we observed the changes in the Indian consumers' behaviour, consumption, and lifestyle trends and we identified these as strong growth indicators for our business in India.", said Mr Tan Aik Peng ("Mr Tan"), CEO, Bakery Division.

"Our Singapore team will be working closely with our local partner Som Datt Group to ensure that we better understand the palate and needs of the Indian market. Through the commitment and passion of Som Datt Group, we are confident and excited to work together to bring an exciting and localised array of BreadTalk products catered for the Indian consumers," Mr Tan added.

Ms Latika, Director, Som Datt Group said, "It is a matter of great pride to bring BreadTalk to India. The rapidly growing Indian economy that has been a home ground for success stories of many multi-national brands is now ready for its first global bakery in the country. As a pioneer of innovative concepts, BreadTalk's wide array of products, attention to quality and detail, and state-of-the-art kitchen will definitely sate the ever-growing appetite of the Indian consumer. BreadTalk is a very well-established brand in Asia and we are excited to be able to bring this iconic bakery to Delhi-NCR. We look forward to working with BreadTalk in establishing the brand as the leading bakery chain in India."

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ABOUT BREADTALK GROUP LIMITED

Founded as a bakery brand in Singapore in 2000 and listed on the SGX in 2003, BreadTalk has rapidly expanded to become an award-winning F&B Group that has established its mark on the world stage with its bakery, restaurant and food atrium footprints. With close to 1,000 retail stores spread across 17 territories, its brand portfolio comprises BreadTalk, Toast Box, Food Republic, Din Tai Fung, Bread Society, Thye Moh Chan, The Icing Room, and Sō Ramen. The Group has a network of owned bakery outlets in Singapore, PRC, Malaysia, Hong Kong and Thailand as well as franchised bakery outlets across Asia and the Middle East. It also owns and operates the world-renowned Din Tai Fung restaurants in Singapore and Thailand, as well as the award-winning Food Republic food atria in Singapore, China, Taiwan, Hong Kong and Malaysia. In 2018, BreadTalk Group will open its first Din Tai Fung restaurant in London.

ABOUT BREADTALK

BreadTalk is a distinctive, award-winning Singapore brand that has gained international appeal. It is renowned for the way it has revolutionised the culture of bread consumption with its visually appealing and creative products. BreadTalk has earned both industry and consumer recognition for its brand efforts. Its international brand accolades include its success at the prestigious World Retail Awards in 2014 in Paris; and clinching the London-based World Branding Awards for “Brand of the Year” in the Bakery Category in 2014, 2016, and 2017. Other wins include consecutive accolades in the “Five Star Diamond Brand Award” by the World Brand Laboratory in Shanghai; and it was voted by consumers as their “Top Brand” for Franchise and Bakery categories by the Influential Brands Awards in Singapore from 2013 to 2015.

ABOUT SOM DATT GROUP

Som Datt is a five decade-old widely diversified group with a global footprint. For most of its journey, the group was predominantly into property development and leasing, building and construction, asset management, investments and stock market operations etc. Som Datt is a highly reputed brand in the real estate and infrastructure development sector and is known for its timely completion of projects and top-quality delivery. It was one of the first Indian companies to foray into construction projects overseas and has completed 31 large-scale mandates successfully till date. Some of its landmark construction projects in India include Som Datt Commercial Buildings (Bhikaji Kama Place-Delhi, Barakhamba Road-Delhi, Sector 18-Noida), Landmark Hotel (Kanpur), Landmark Residential Complexes (Jaipur & Mohali). Since the turn of 21st century, the group has forayed into consumer-centric businesses such as hospitality, restaurants, beauty care etc.



BreadTalk[®]

The group believes that people are its biggest asset and has many people who have devoted their entire career to the group.

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