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Coffee Day announces joint venture with Impact HD

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Coffee Day Global Limited (CDGL) along with Coffee Day Enterprises Limited (CDEL) have announced a joint venture with Impact HD Inc., Japanâ??s largest sales floor support service company and the only one-stop-shop company in Japan to provide all requirements in field marketing related services.



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Coffee Day group will have 51% stake in the joint venture. The joint venture will offer consultancy services in retail sector. Subsidiary of joint venture company will operate and manage Coffee Day Fresh and Ground business.

Coffee Day Global Limited (CDGL), a subsidiary of Coffee Day Enterprises Limited (CDEL), is India's largest coffee conglomerate and the pioneer of the coffee culture in India. CDGL operates a highly optimized and vertically integrated coffee business which ranges from procuring, processing and roasting of coffee beans to retailing of coffee products across various formats. CDGL houses Café Coffee Day (CCD), the largest café chain in India in terms of number of café outlets.

Apart from CCD, the other coffee business divisions under CDGL include Coffee Day Beverages (Vending division), Coffee Day Fresh & Ground (Coffee bean and powder retail outlets) and Coffee Day Exports. Coffee Day serves fresh and branded coffee beans and powder to customers through its Fresh and Ground outlets and through its Exports division, the company exports coffee to connoisseurs across USA, Europe and Japan.