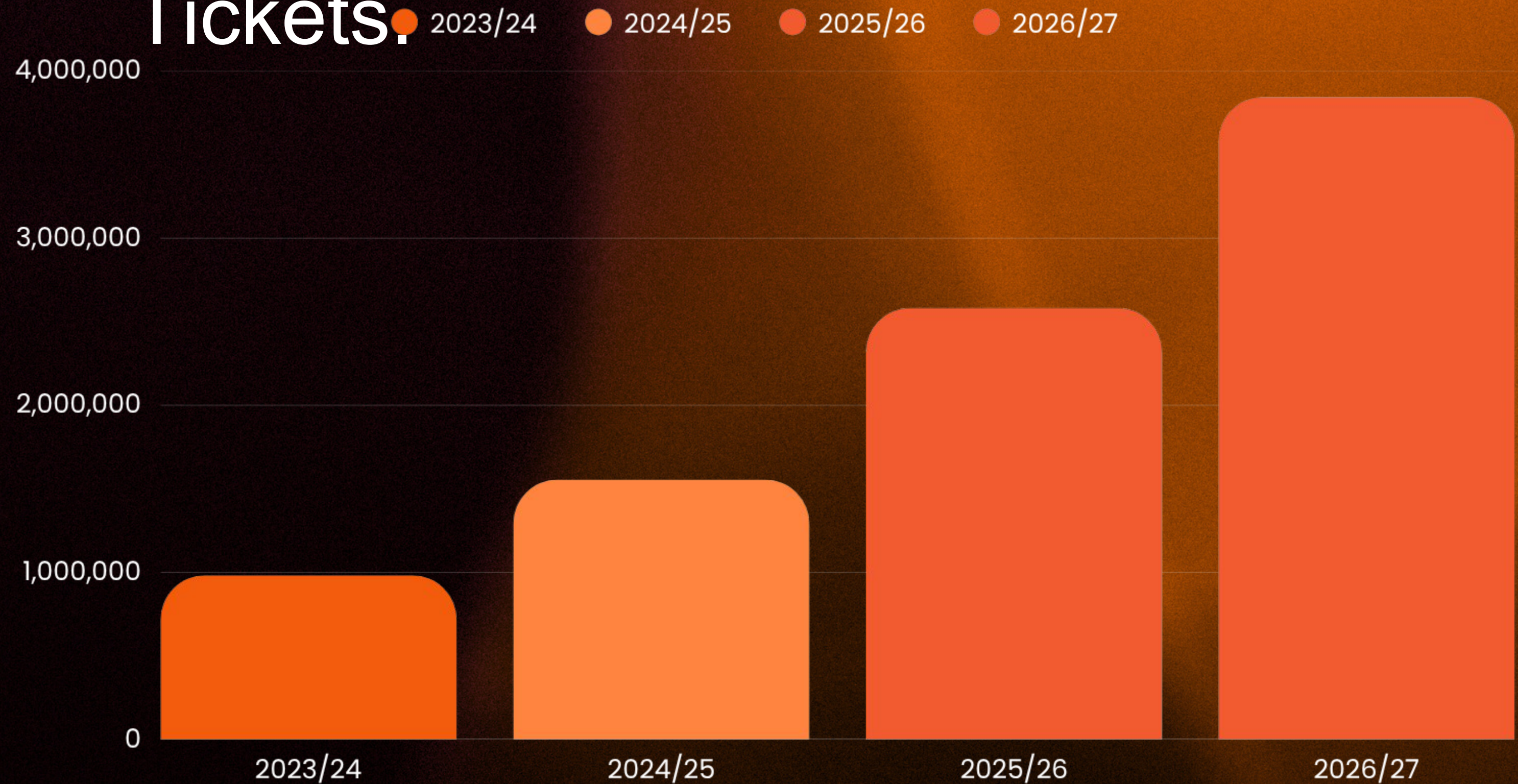


BARISTA®
Scale
without
losing
shape.

BARISTA 100

BARISTA

Number of Tickets.



How we grew.

	2023/24	2024/25	2025/26	2026/27 (Forecasted)
Volume in No of Bills	982,296	1,556,105	2,582,956	3,844,946
Revenue	1,713 Mn	3,097 Mn	5,110 Mn	7,606 Mn
Growth %	116%	81%	65%	49%
No of Outlets	33	54	84	116



EXPERIENCE THAT
EVERY SRI LANKAN
CAN ENJOY.



THERE IS NO GUARANTEE THAT THESE ARE THE BEST PRACTICES, NOR SHOULD THEY NECESSARILY BE CONSIDERED A BENCHMARK. THESE ARE APPROACHES THAT HAVE WORKED FOR US, WITHIN OUR PARTICULAR MARKET, BUSINESS MODEL, PEOPLE AND ORGANISATIONAL CULTURE. EVERY BUSINESS OPERATES WITHIN A DIFFERENT CONTEXT. THE RESPONSIBILITY IS TO UNDERSTAND YOUR OWN MARKET AND YOUR OWN BUSINESS DEEPLY, AND DETERMINE WHAT IS RELEVANT, ADAPTABLE, OR SIMPLY NOT APPLICABLE TO YOU

We Chose **Cost** Leadership.

ACCESSIBLE
PREMIUM
VALUE
AT SCALE

01



17 YEARS
7 OUTLETS
200 MILLION REVENUE



02



DEMOCRATIZE

Make premium coffee
accessible, not aspirational
and out of reach



03

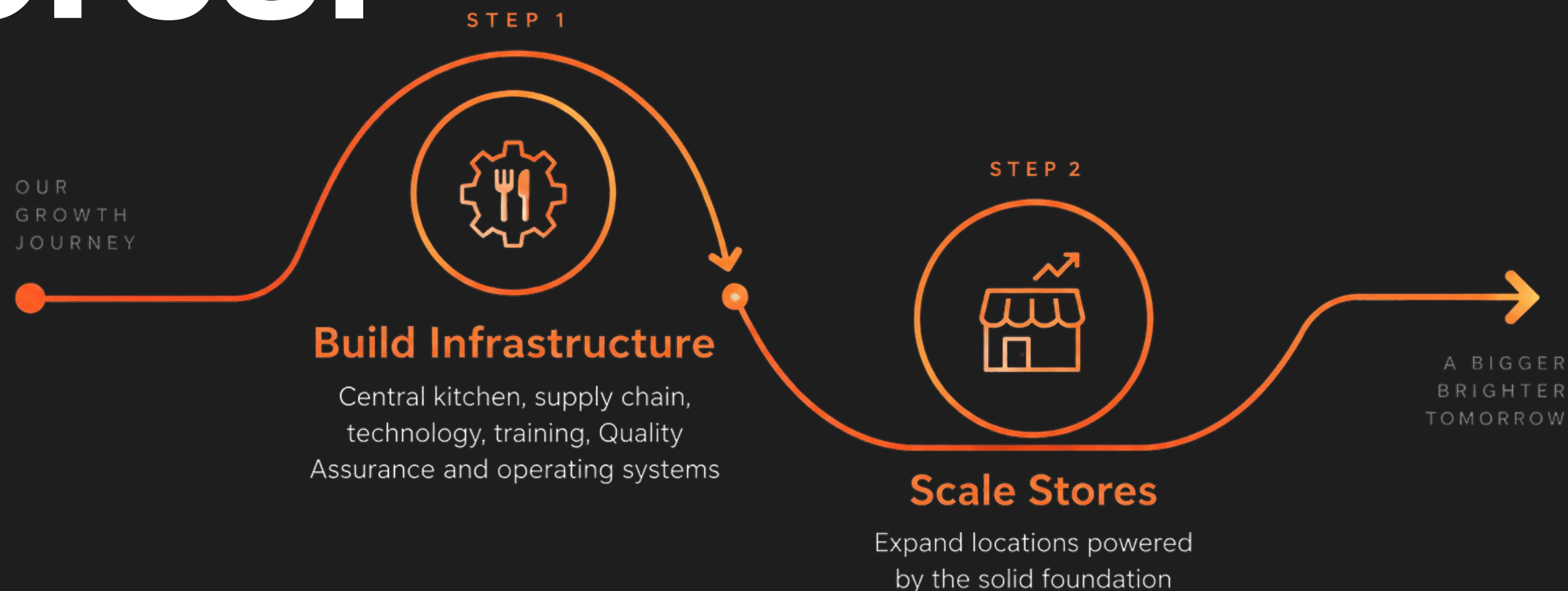


LEAD WITH VALUE

Cost leadership as the engine
to deliver premium at
accessible prices



We Built Systems Before We Built Stores.



We Built **Brand Equity,** Not Advertising.

REAL PEOPLE. REAL EXPERIENCES. A STRONGER BRAND.



PERCEIVED QUALITY

Consistent experiences
that build trust.



BRAND ASSOCIATION

A brand people connect
with and feel good about.



BRAND LOYALTY

Customers who choose us,
come back and bring others.

Learn From Your Customers Before Trying to Teach Them.

REAL PEOPLE.
REAL INSIGHTS.
BETTER OUTCOMES.

01



Observe

Study real customer behaviour, not assumed preferences.



02



Adapt

Shape your offering around how people actually live and consume.



03



Then Lead

Once you've earned trust, you can guide the experience.

From Turnover Challenge to Talent Pipeline

Building a scalable people system for a young, fast-moving café workforce

THE REALITY

A young team. High churn. A model under pressure.

960

Baristas

84%

< 23 years

84%

turnover

The old model wasn't working.

OUR RESPONSE

Create a structured pathway from training to deployment

TVEC
+ VTA

NVQ3

NVQ4

WORK
READY

70%

recruitment now through
the programme

1,270

applicants for 40
positions

Then we simplified
everything

Simple processes



Faster learning



Less dependency on experts

KISS — Keep It Simple, stupid

Goal: make growth easier to teach, repeat and scale

Barista People Development

Think. Decide. Execute fast.

The operating principles behind faster execution



Speed over perfection

Get it 80% right,
launch, learn & improve



First to market

Kiosk | Barista App |
ERP | Loyalty | NPDs



Learn & adapt

Launch → Listen →
Fix → Improve



Enable execution

Communication |
Empowerment | Technology |
Trust | Low Ego



Consumer moves fast. So must we.

We Built a Flywheel.



Thank

Dilupa Pathirana
Director / CEO — Barista Coffee Lanka Private
Limited

You.