

## NOTICE OF FILING

### Details of Filing

Document Lodged: Affidavit - Form 59 - Rule 29.02(1)  
Court of Filing: FEDERAL COURT OF AUSTRALIA (FCA)  
Date of Lodgment: 20/02/2026 4:04:58 PM AEDT  
Date Accepted for Filing: 20/02/2026 4:04:56 PM AEDT  
File Number: VID973/2024  
File Title: AUSTRALIAN COMPETITION AND CONSUMER COMMISSION v  
COLES SUPERMARKETS AUSTRALIA PTY LTD (ACN 004 189 708)  
Registry: VICTORIA REGISTRY - FEDERAL COURT OF AUSTRALIA



*Sia Lagos*

Registrar

### Important Information

This Notice has been inserted as the first page of the document which has been accepted for electronic filing. It is now taken to be part of that document for the purposes of the proceeding in the Court and contains important information for all parties to that proceeding. It must be included in the document served on each of those parties.

The date of the filing of the document is determined pursuant to the Court's Rules.

Form 59  
 Rule 29.02(1)

**Affidavit**

No. VID 973 of 2024

Federal Court of Australia  
 District Registry: Victoria  
 Division: General  
 Commercial and Corporations National Practice Area (Regulator and Consumer Protection)

**Australian Competition and Consumer Commission**

Applicant  
**Coles Supermarkets Australia Pty Ltd (ACN 004 189 708)**  
 Respondent

Affidavit of: Saurav Sachdev  
 Address: 800 Toorak Road, Hawthorn East, Victoria  
 Occupation: Head of Technology – Data and AI Platform at Coles  
 Date: 16 February 2026

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Filed on behalf of: Coles Supermarkets Australia Pty Ltd (ACN 004 189 708), the respondent

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I, Saurav Sachdev of 800 Toorak Road, Hawthorn East, Victoria, Head of Technology – Data and AI Platform at Coles, affirm:

- 1 I am the Head of Technology – Data and AI Platform at Coles Supermarkets Australia Pty Ltd (Coles).
- 2 Coles has a database called Business Information Warehouse (BIW) that records details of each transaction that is made at Coles (in a physical store or online) each day. Coles stores daily transactional data in its Enterprise Data Platform (EDP), which holds the same data as BIW. Coles is currently in the process of migrating its data warehouse from BIW to EDP. My role at Coles requires me to be familiar with both BIW and EDP, and to extract information from EDP when asked by the business to do so.
- 3 Information that can be extracted from EDP includes, for any given product, the number of units sold on a given day and the revenue generated from those sales. Where a product is available for sale on a Multi-Save promotion, the information that can be extracted from EDP also includes information as to the number of units sold on a given day, and the revenue generated from those sales, on a Multi-Save basis or a Single Buy basis.
- 4 On 16 February 2026, I extracted from EDP the following data concerning the product CCA SOFT DRINK:COLA:::2 LITRE (191736):
  - (a) the "Total Quantity" (i.e. number of units of the product that were sold);
  - (b) the "Total Sales Amount" (i.e. the total revenue generated in respect of those sales); and
  - (c) the sale "Type" (i.e. whether the product was sold as a single unit, referred to in BIW as a "Single Buy Sale", or as part of a Multi-Save promotion, referred to in BIW as a "Multi Save Sale").
- 5 I extracted this data for each day in the following periods:
  - (a) 2 February 2022 to 8 February 2022;
  - (b) 16 February 2022 to 22 February 2022; and
  - (c) 2 March 2022 to 15 March 2022.
- 6 The data is set out at Exhibit SS-1.

Affirmed by the deponent  
 at Hawthorn East  
 in Victoria  
 on 16 February 2026  
 Before me:

) REDACTED - PII  
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 ) Signature of deponent  
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REDACTED - PII  
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Signature of witness

**SALLY ANN ELLER**  
 of 101 Collins Street, Melbourne  
 Victoria 3000  
 An Australian Legal Practitioner  
 within the meaning of the  
 Legal Profession Uniform Law (Victoria)