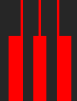




**PLAY
BIG**

Investor Presentation

Q2 FY'24



Sonata at a glance



We are a Modernization and a Digital Engineering company powered by our unique **PLATFORMATION™** framework.

The Company

38 YEARS

IT Solutions Provider

\$990M+

Revenue

15.4% CAGR

across 10 years

Listed (SONATSOFTW)

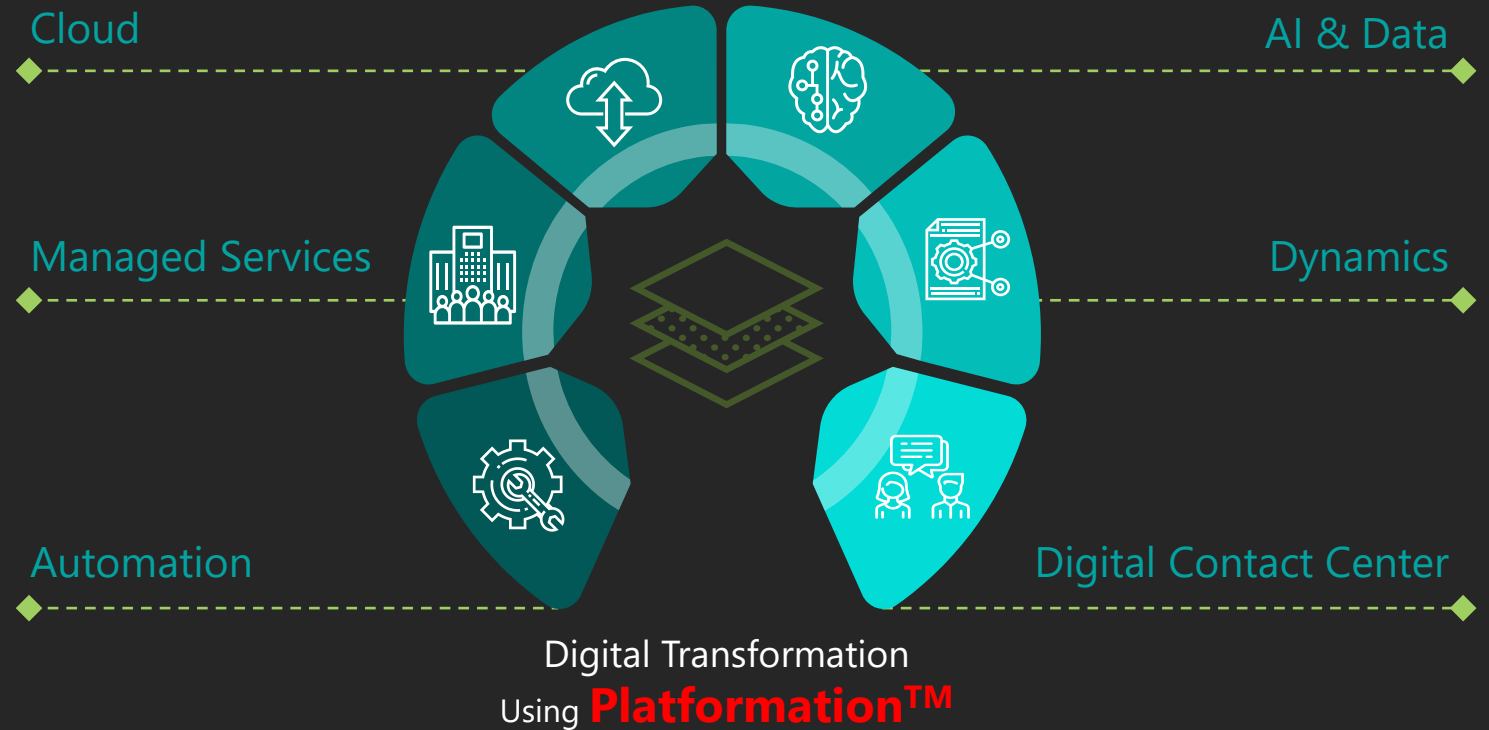
Market Cap \$ 1.8B

~6500 Employees

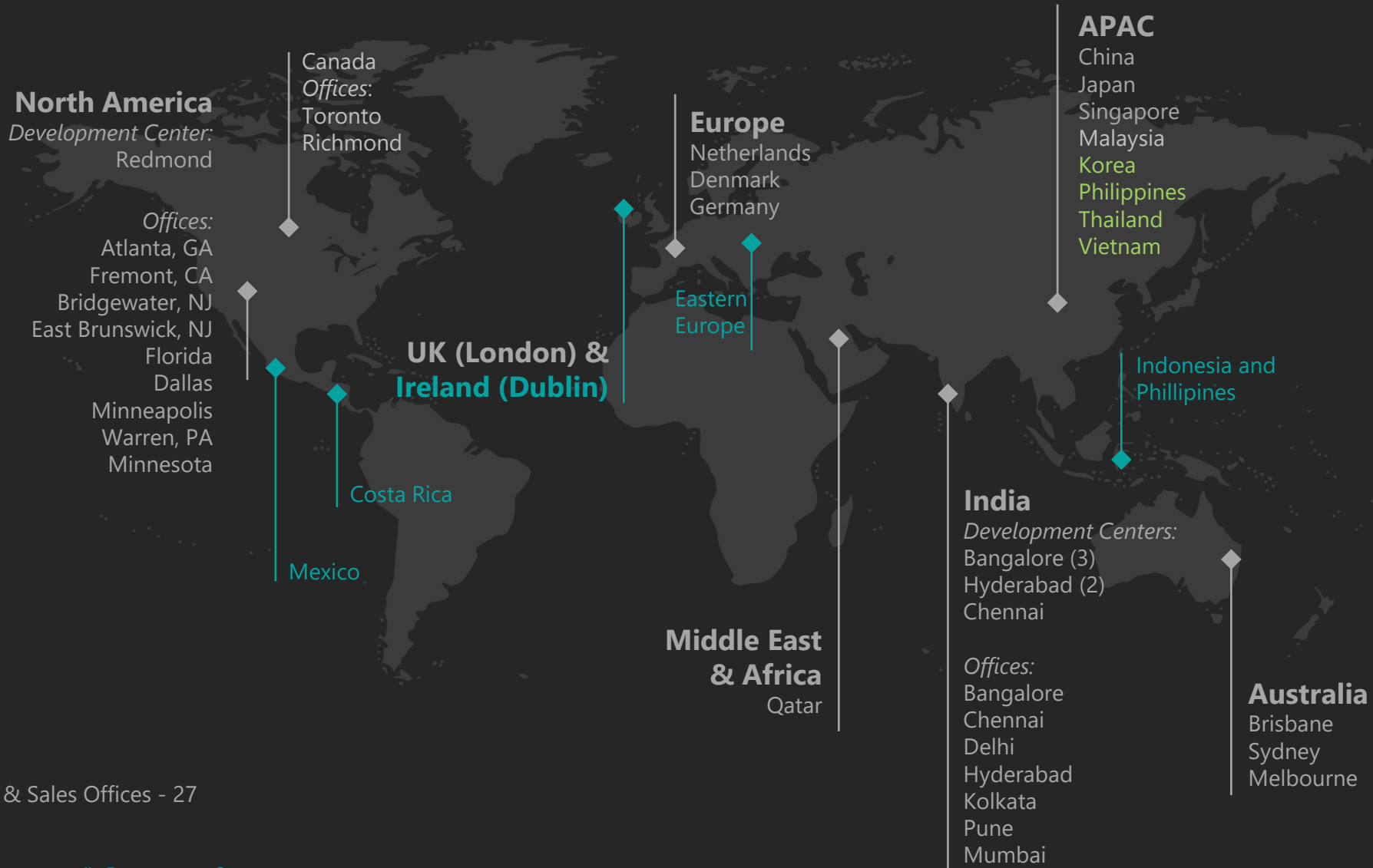
Across US, EU, Asia & ANZ.

17 different nationalities

Delivering Outcome-based Modernization Services



Serving our Global clients with right Talent mix (Global & Local Talent)



- Development Centers & Sales Offices - 27
- Partners - 4
- Global Delivery centers recent/InProgress - 6

Industries



TMT: Technology, Media and Telecom



RMD: Retail, Manuf., Travel and Distribution



BFSI: Banking, Financial Services and Insurance



HLS: Healthcare and Life Sciences



Emerging

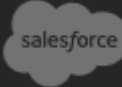
Ecosystem: Partnerships Tech + Domain



Microsoft



Google Cloud



salesforce



snowflake

servicenow



metricstream



Innovative IPs

LISA Chatbot
(Conversational AI)

Workbox.io
(Archival)

Lightning Build



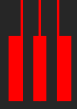
Sustainability Target:
Carbon Neutrality
by 2030

Single Use Plastic Free certified by
FY 24

Aim for 100% Tier 1 suppliers on
ESG compliance and training by
FY 24

UNGC Signatory by FY2024

SbTi Commitment by FY4



PLAY BIG





Objective:

Be the fastest-growing Modernization Engineering company

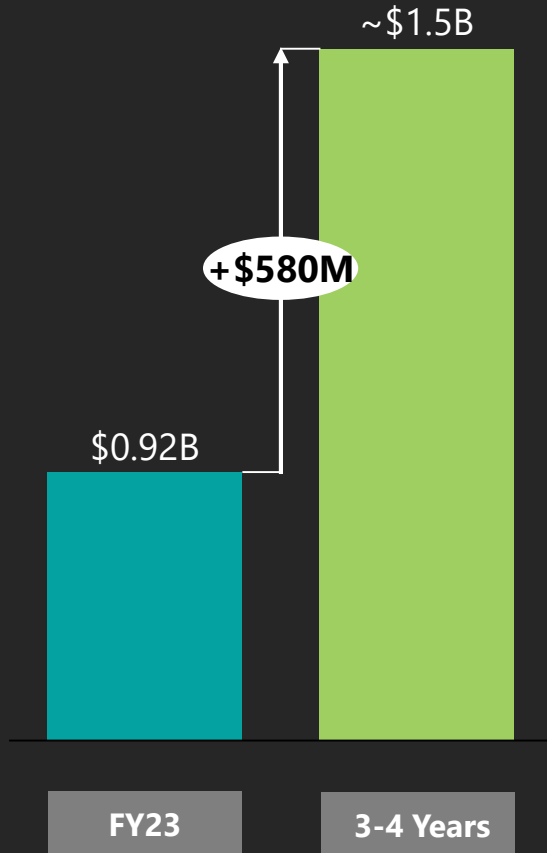
Goal:

**Revenue of \$ 1.5B by FY 26 end.
Intl EBITDA @ low-20's**

Our Performance Vision: Making progress and adapting to changing times...



Revenue Growth (In \$M)



SCALE – Key Drivers



Harvest

Microsoft sell-to; Dynamics
Sustain SITL momentum
Retail, Manufacturing, Travel and TMT



Invest

Sales, Large deals, BFSI, Healthcare Life Sciences
and technical capabilities

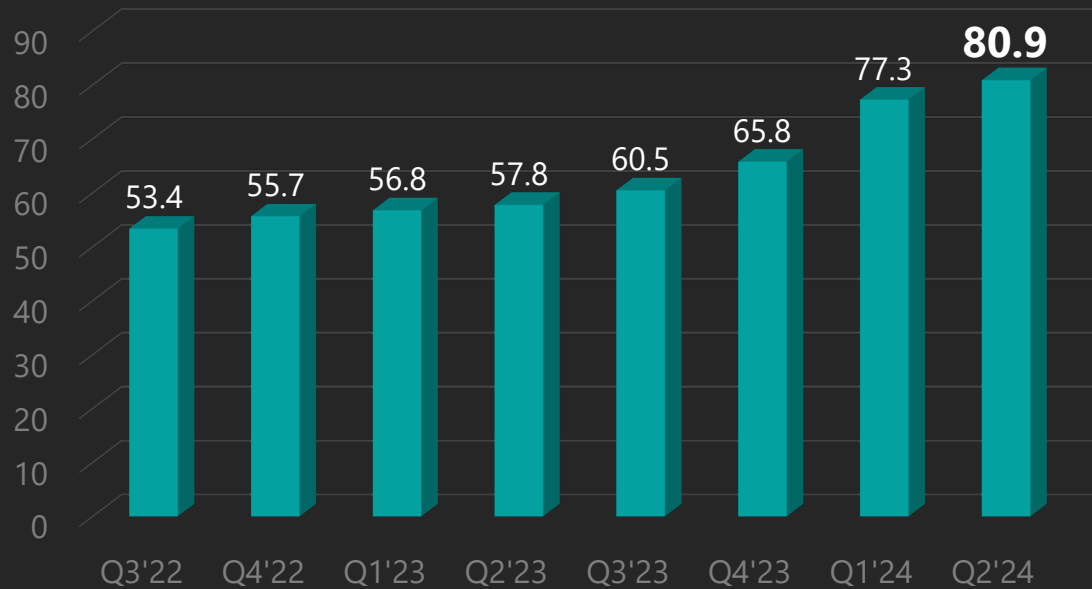


Diversify

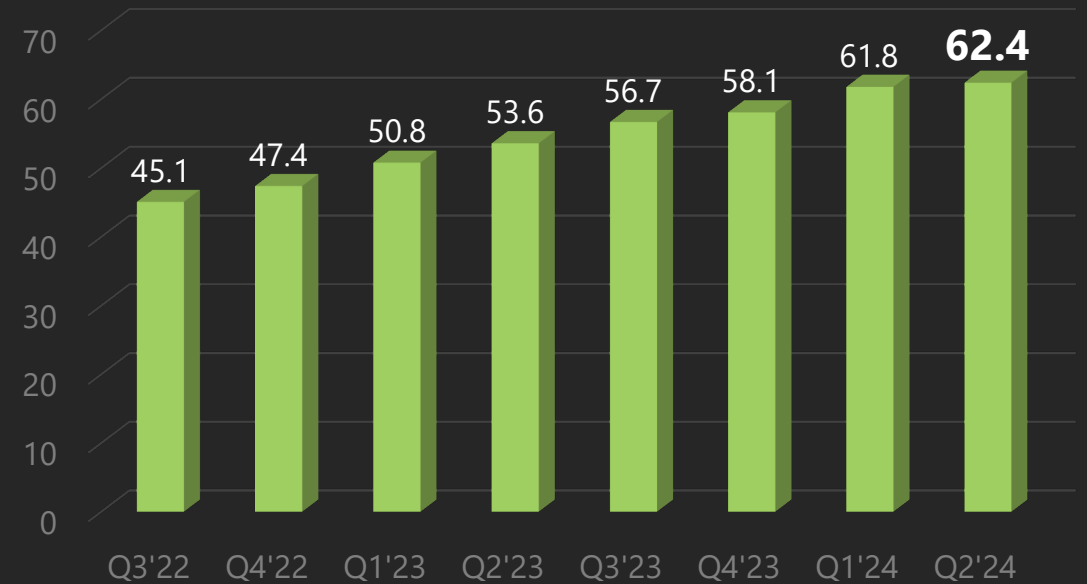
Clients: Build multiple large accounts.
Brand: Global brand in Modernization

In Q2 we crossed
\$80M
right after crossing \$75M in Q1

Intl. Services Rev. \$M



SITL GC INR Crs



Stock Return of **100%+** For Our Shareholders over the past one year



Total Return to Share Holders		
	1 Yr	5 Yrs
Stock Price Return %**	105%	382%
Div Yield	2%	8%

* Till Sep 29, 2023

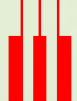
Market Data	
NSE Symbol	SONATSOFTW
Market Cap**	\$ 1.8B

* 1 USD = INR 83.04

Annualized

** as on 29th Sep 23





What's working well for us...



Large Deals

10 Large deals won YTD

Quant M&A

Integrated with Sonata systems

Modernization

Cloud & Data pipeline is 38%

Verticals / Partnerships

Retail/Mfg., BFSI, HLS, TMT) and (MS, AWS)

SITL

Steady GC growth

Large Deals: 35 large deals under pursuit. **38%** of Large deals pipeline are with Fortune500 clients

60% of Top 10 Accounts are Fortune 2000 Companies vis-à-vis 30% in previous year

Key Large Deal Wins

Client - Premier 3rd party logistics

\$12.6M over 3 Years

Logistics application hosted on Azure

Client - Communication & Managed Network

\$6.5M over 7 years

Business Services: F&O, Implementation of D365

Client - Outsourced industrial Steel service

\$5.7M over 6 years

Build Next Gen Trading platform

Large Deals in the pipeline

RMD = 11 deals

TMT = 7 deals

BFSI = 7 deals

HLS = 6 deals

Emerging = 4 deals

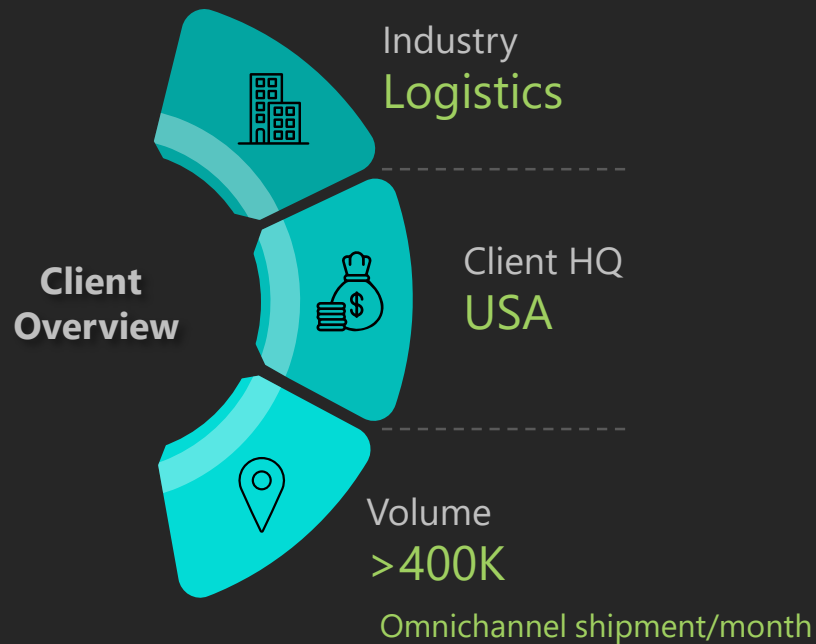
Quality of growth – Top 10 clients movement

	Q1 FY 23	Q2 FY 24	Logos in Pipeline
Fortune 50	2 clients	4 clients	5 clients
Fortune 500	3 clients	5 clients	10 clients

Large Deal Win - Logistics application hosted on Azure (\$12.6 M)

Client Overview

Premier Third-Party Logistics company that provides creative supply chain solutions with an asset-lite transportation and distribution services



Areas in Scope

IT Services to build and maintain Creative Logistics Solutions and Strategic IT service Partner

- ◆ Transportation, Distribution & Warehousing
- ◆ Data Analytics, Architecture, Engineering and DBA
- ◆ Infrastructure and Network Operations
- ◆ Integration and EDI
- ◆ Application Development & Maintenance

Client Overview

Client provides high-bandwidth connectivity and global managed network services including managed ICT, cyber security, and UCaaS solutions, to a range of blue-chip customers inclusive of Hyperscalers, telecommunications operators, new media providers and enterprises throughout the world.



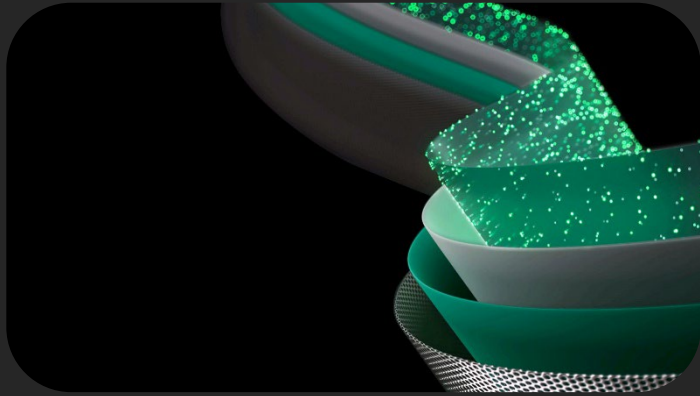
Areas in Scope

Gen AI, Cloud and Connected Data led Finance Transformation. Sonata shall run the finance operations for next 5 years and transfer of 42 employees from Client to Sonata,

- ◆ Finance Transformation
- ◆ ERP Modernisation
- ◆ Data Platform
- ◆ Integrated Billing Platform
- ◆ Cloud, AI, RPA



Key bets for the future



Microsoft Fabric

Pipeline created across 70+ customers



AI & Gen AI

Harmony.AI launched; Pipeline created across 50+ customers



Joint GTM

MS GTM funding- first tranche received;
AWS – Rescale Program

Continued focus

Verticalization

Focused GTM

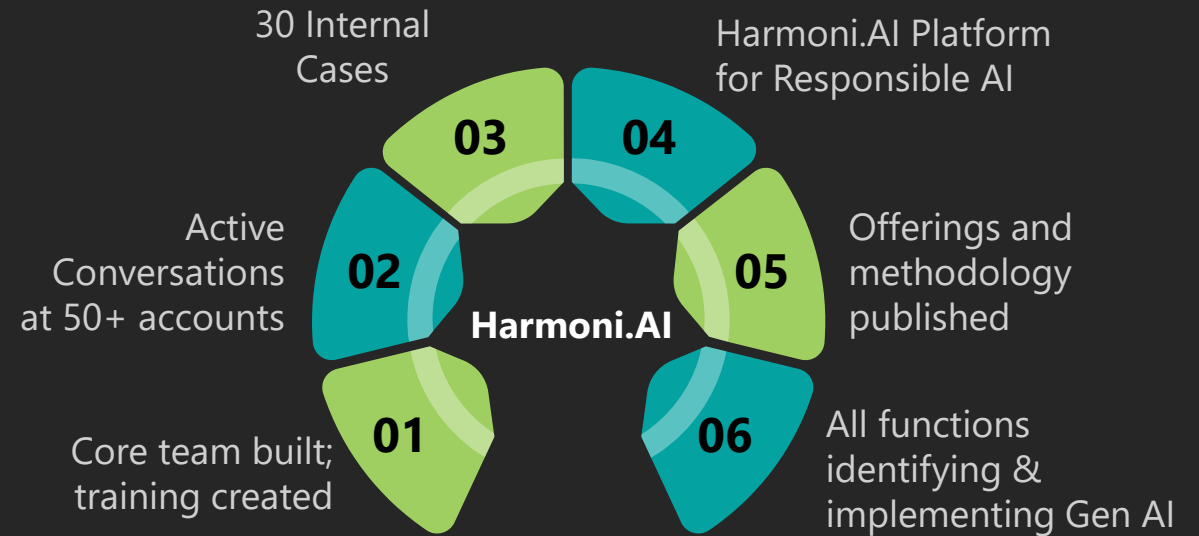
Large Deals

Mega accounts

Sonata's Responsible-first AI offering for Enterprise scale – Harmoni.AI



Geared towards building an AI first culture



Blackbelt club

35% of talent
GenAI trained team members

Our GTM's are aligned with our Partners and our investment focus...

Cloud Apps Modernization	Data & Analytics	Microsoft Business Apps	Service Experience Transformation	Hyper Automation	Managed Services
Microsoft aws	Microsoft aws snowflake	Microsoft	Microsoft	Microsoft	Microsoft aws
	Tamr PKWARE	IZARA <small>PEACE OF MIND, AS A SERVICE</small>	SAP salesforce	UiPath™	servicenow
Google Cloud CORESTACK®	Google Cloud next PATHWAY BigID Qlik Q	<div style="border: 1px solid gray; padding: 5px; text-align: center;"> MSFT Market Place Partners </div>	servicenow		

Microsoft-Sonata Partnership: 30+ Years of jointly driving Customer Success



Sonata named again in Inner Circle for Microsoft Business Application 2023-24

<p>AI/Gen-AI Industry Partnership</p>	<p>400+ Clients Across The Globe USA, Europe, Asia, India, Australia, Middle East</p>	<p>\$650+ Million Per Annum Revenue To Microsoft</p>
<p>2500+ Team On Microsoft Technologies</p>	<p>Microsoft Cloud Solution Partner - Azure Expert MSP Competencies. 10 Advanced Specialisation in Dynamics 365, Data Analytics, Teams, CAF, M365, Azure</p>	<p>Joint Execution Microsoft Fasttrack, Global Delivery, Microsoft Consulting Services</p>
<p>Catalyst Led Sales Process Industry Point Of View, Business Value Assessment, Envisioning Workshops, Design Thinking</p>	<p>Industry Clouds Go To Market Healthcare, Retail, Sustainability, Manufacturing</p>	<p>Industry Digital Transformation Retail, CPG, Manufacturing, Telecom, Healthcare, Hi-tech, BFSI</p>

Partner for RPA Migration 100 Partner for Microsoft Fabric

2023/2024
INNERCIRCLE
for Microsoft Business Applications



Success Stories (1/2)...Unified Digital Solution for Business Process Transformation



Client Overview

Industry
Manufacturing

Employees
> 6000

Leading Sustainable Belting Solution Company

The Pressure Points

- Standardization and optimization of core manufacturing processes
- Need more transparency
- Continuity risks - in the scattered IT landscape
- Digital innovation - growth and mergers and acquisitions.

Solutions

- Unified and efficient digital solution with implementation of D365 F&O
- Automated highly complex 1 Dimension Cut production process
- Development of Dynamic Bill of Material calculation to address the configurable order

Results

- Optimized inventory & consumption - better yields and reduced scraps
- Achieved Business process standardization & optimization
- Improvement in average response time to customer queries on pricing, discounts, shipping schedules

Client Overview

Industry
Telecom

Employees
> 1600

Leading secure global network services provider

The Pressure Points

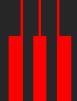
- Manual FinOps processes - high costs and insufficient access
- Lack of Integration between upstream / downstream systems. Inventory accuracy issues
- Manual Revenue assurance process
- Most reports from the system are not in a "ready to consume" state

Solutions

- Devised strategic roadmap to modernization process.
- Integration of all applications - complete automation to enable Single source of Truth
- Modernizing current legacy platform and processes by upgrading to the latest Dynamics platform.

Results

- Automation and reducing cycle time from days to hours
- Near Real time reporting and NextGen predictive analytics reporting
- Democratization and Self-Service Reporting Capability
- Seamless Integration across the Ecosystem with enhanced Data security & compliance



Key Recognition



WAY TO GO!

Sonata Recognized in Everest Group's **Cloud Services PEAK Matrix™** for North America 2023




WE DID IT AGAIN

Microsoft
2023/2024
INNERCIRCLE
for Microsoft Business Applications



Sonata wins **iNFHRA Awards** for Sustainability



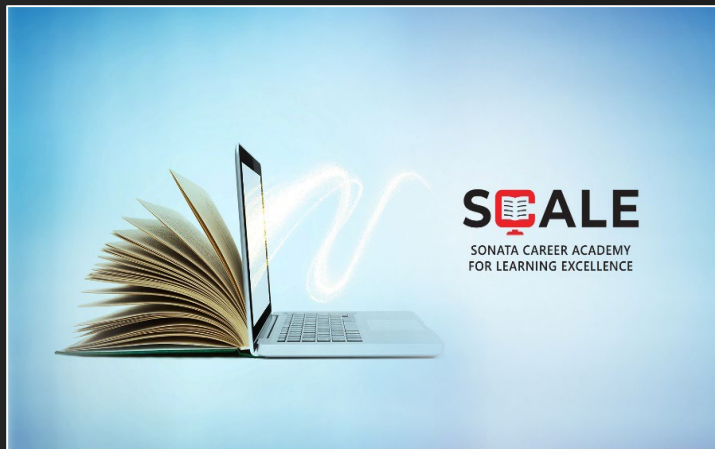


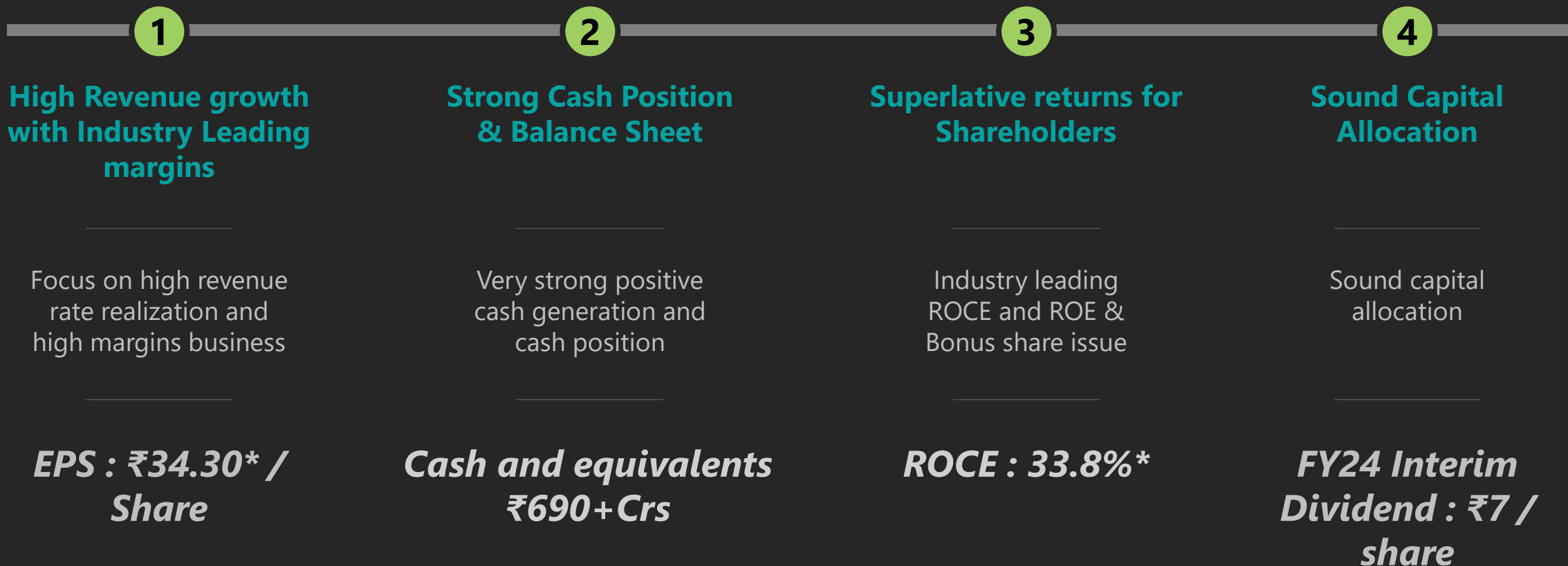
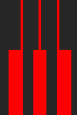
SONATA
SONATA SOFTWARE

Sonata Software Receives
PRESTIGIOUS ECOVADIS
ESG Rating Assessor

BRONZE
2023 ecovadis
Sustainability Rating

For Our Overall
ESG Performance In
FY23



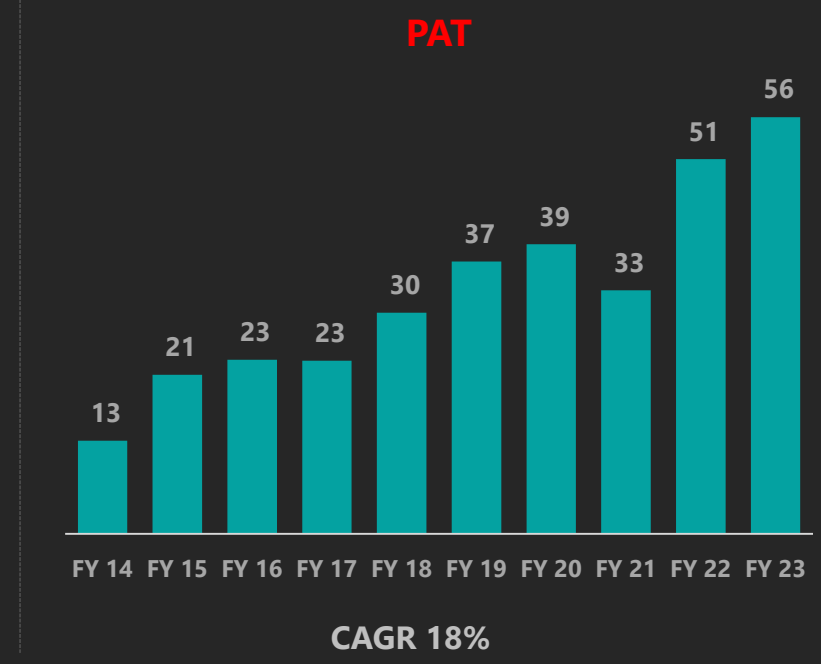
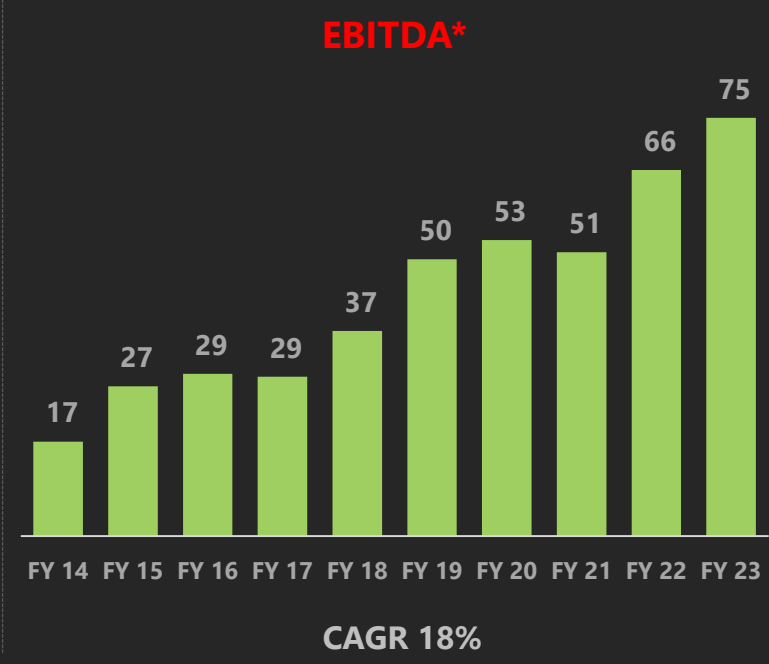
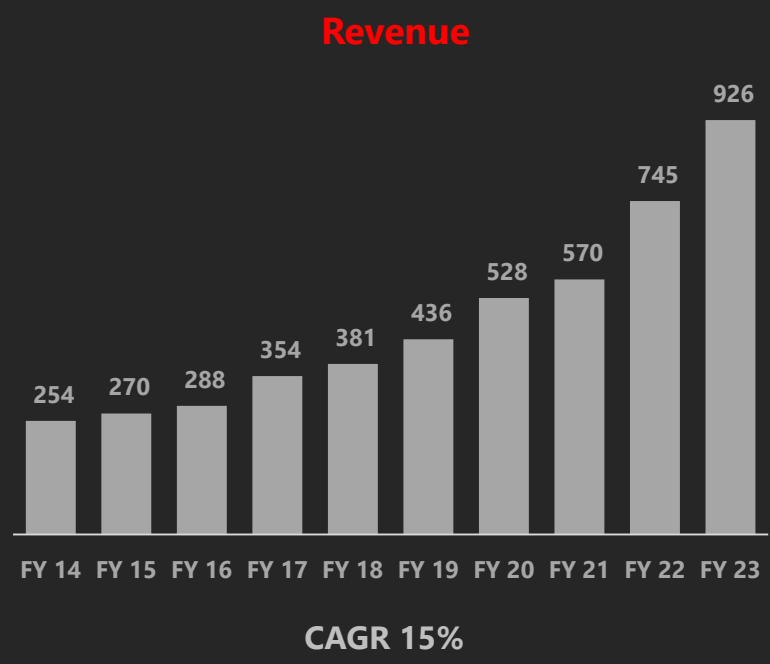


*Trailing 12 months

Consistent Growth Over Last 10 years



Consolidated Revenue & profitability (\$Mn)



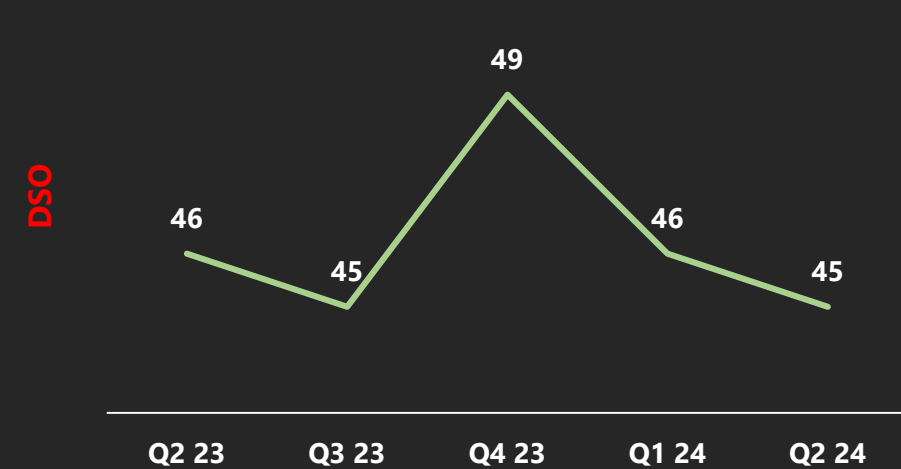
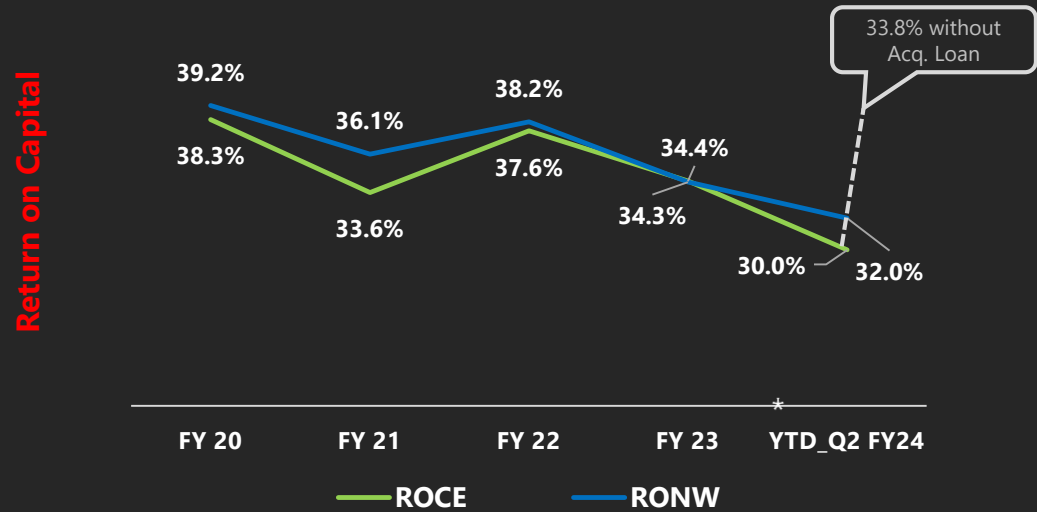
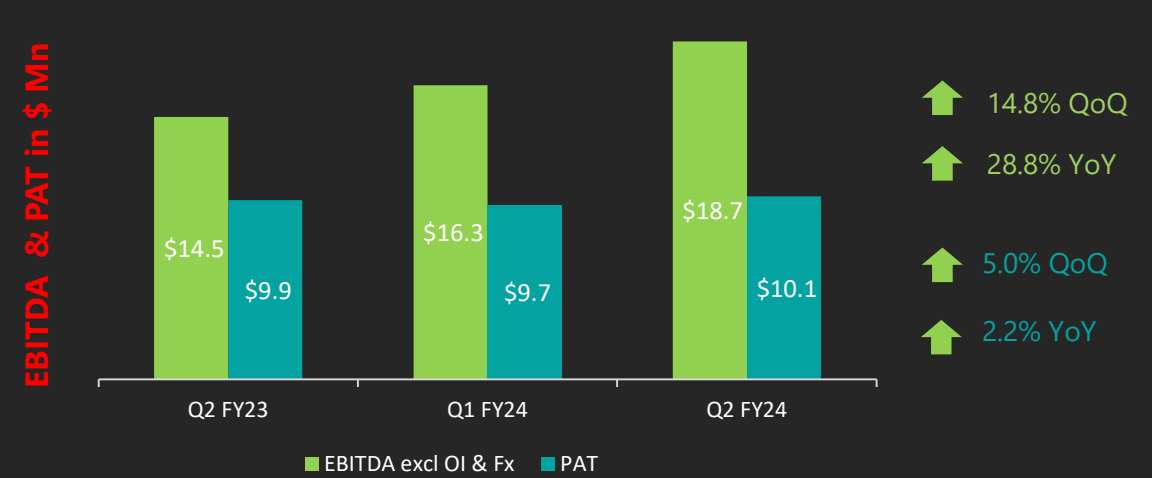
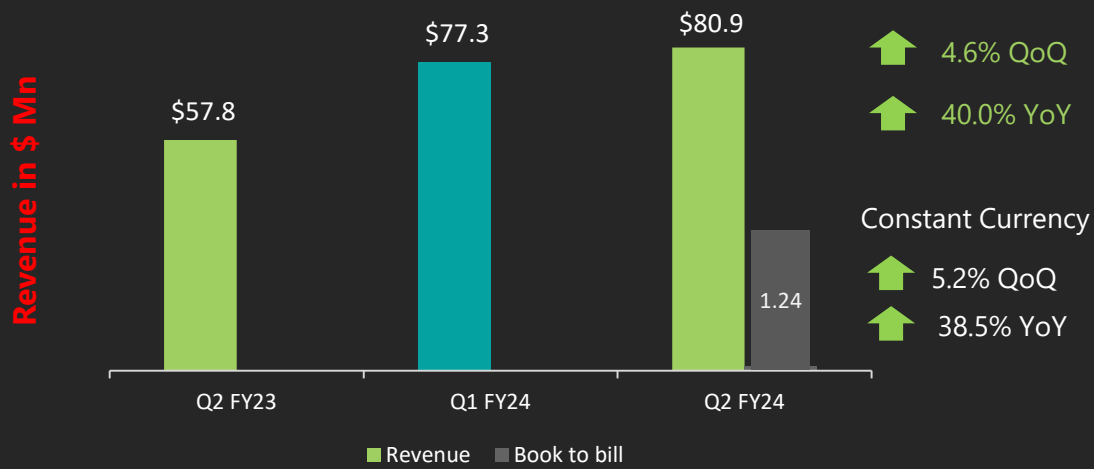
Predictable and resilient growth trajectory

*Before OI and FX



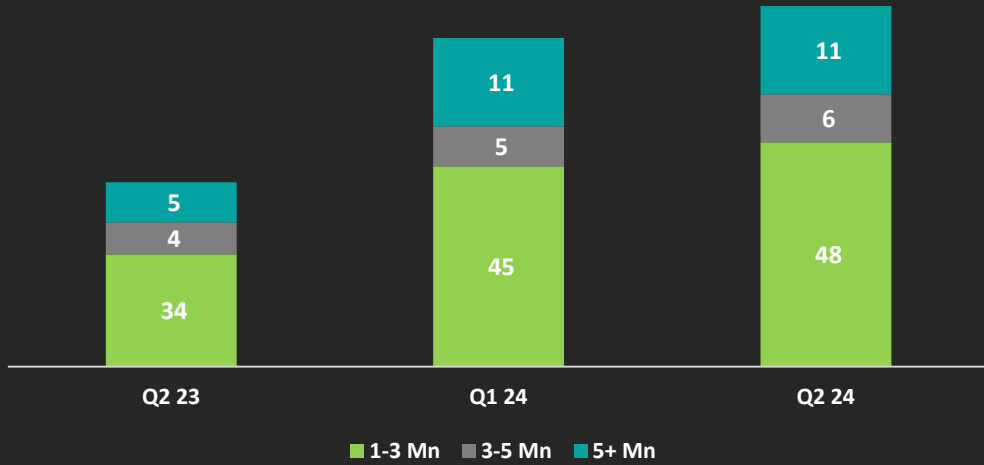
Financial Performance Of International Services – Q2 FY24

Industry leading QoQ growth in Revenue and EBIDTA; Process improvements result in Collection rigour

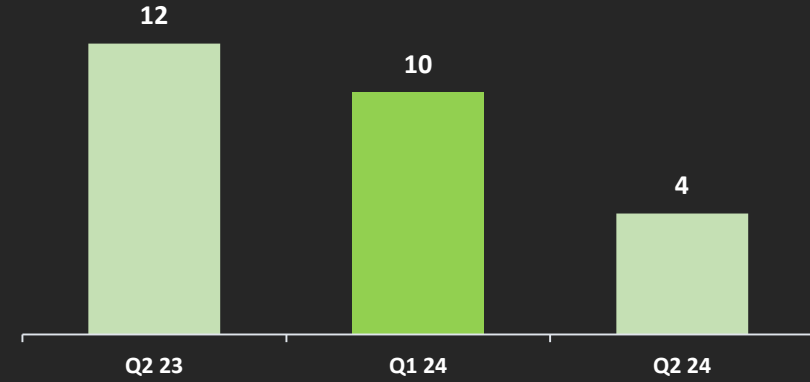


International Business: Revenue Drivers

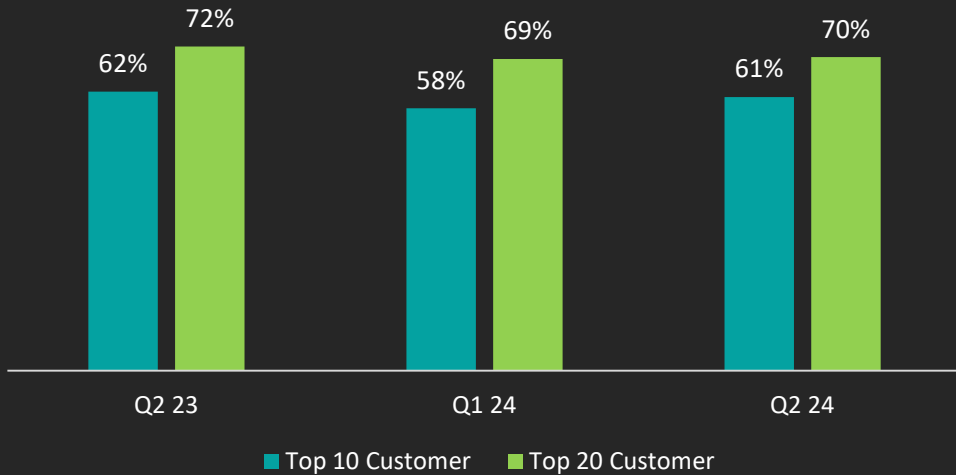
No. of \$ Million Customers



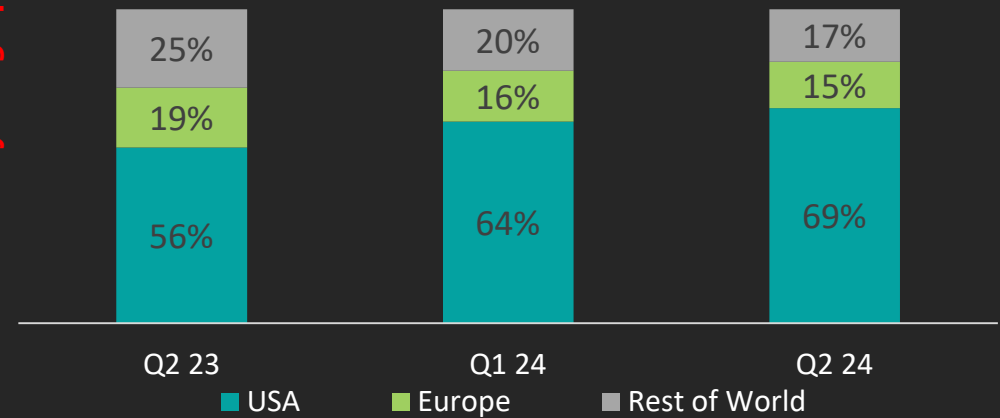
New Customers added



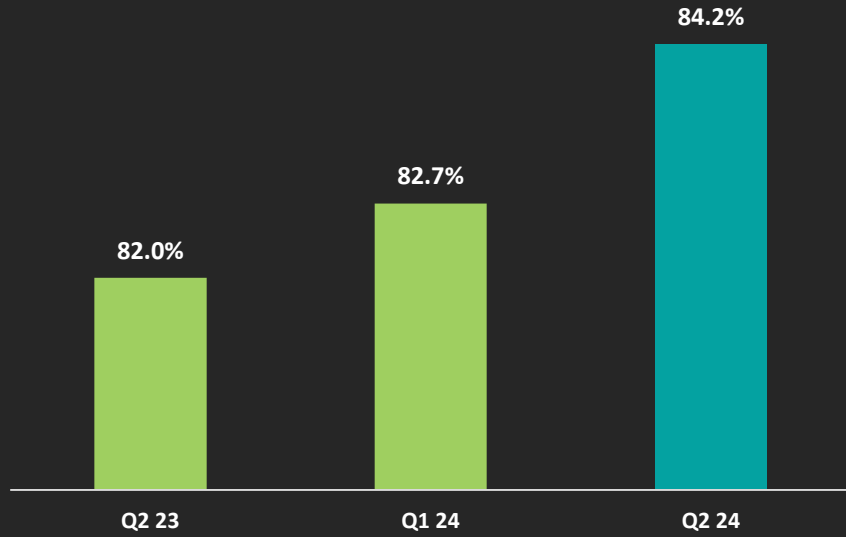
Client Concentration



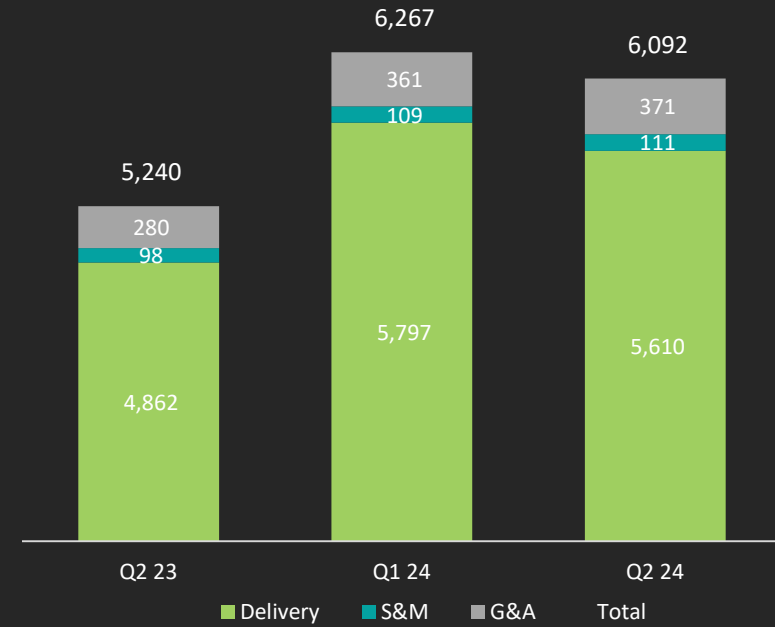
Revenue by Geography



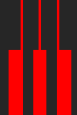
Utilization



Headcount by Function



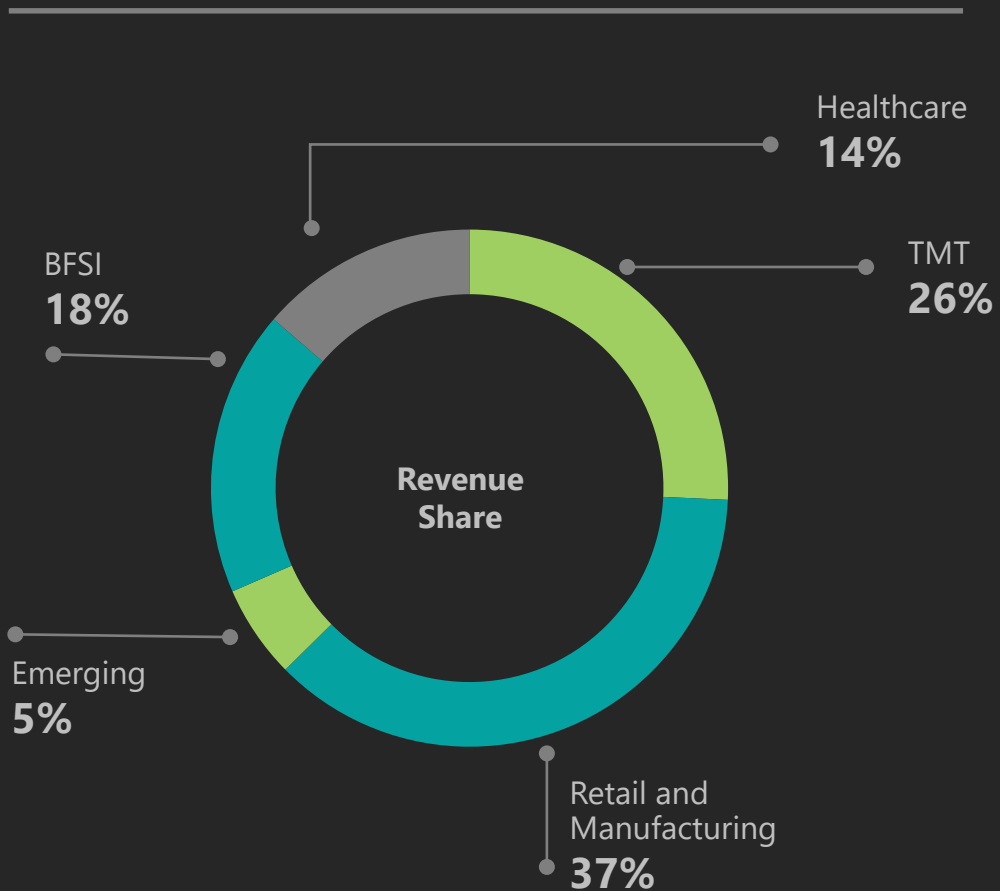
Continued strong utilization



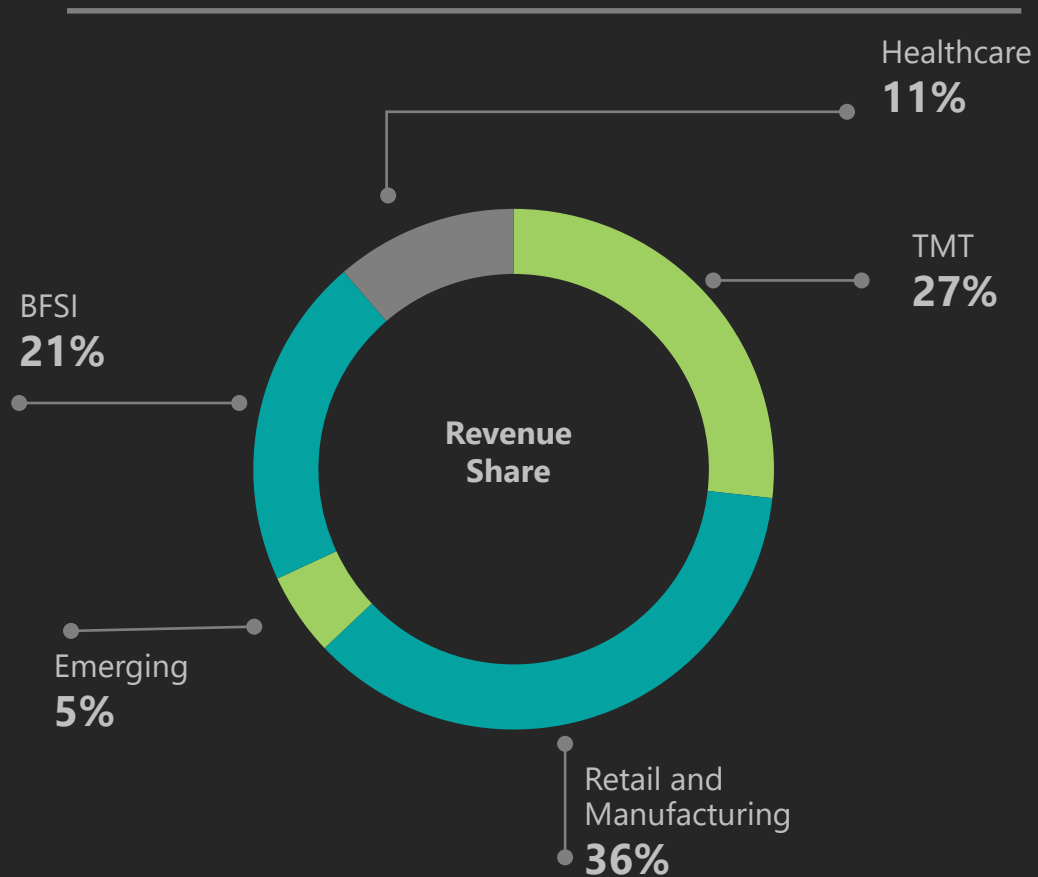
International Business: Revenue by Verticals Mix

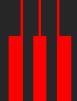
Verticals : BFSI & HLS in investment phase; 4.7% QoQ growth

Q1 FY24



Q2 FY 24

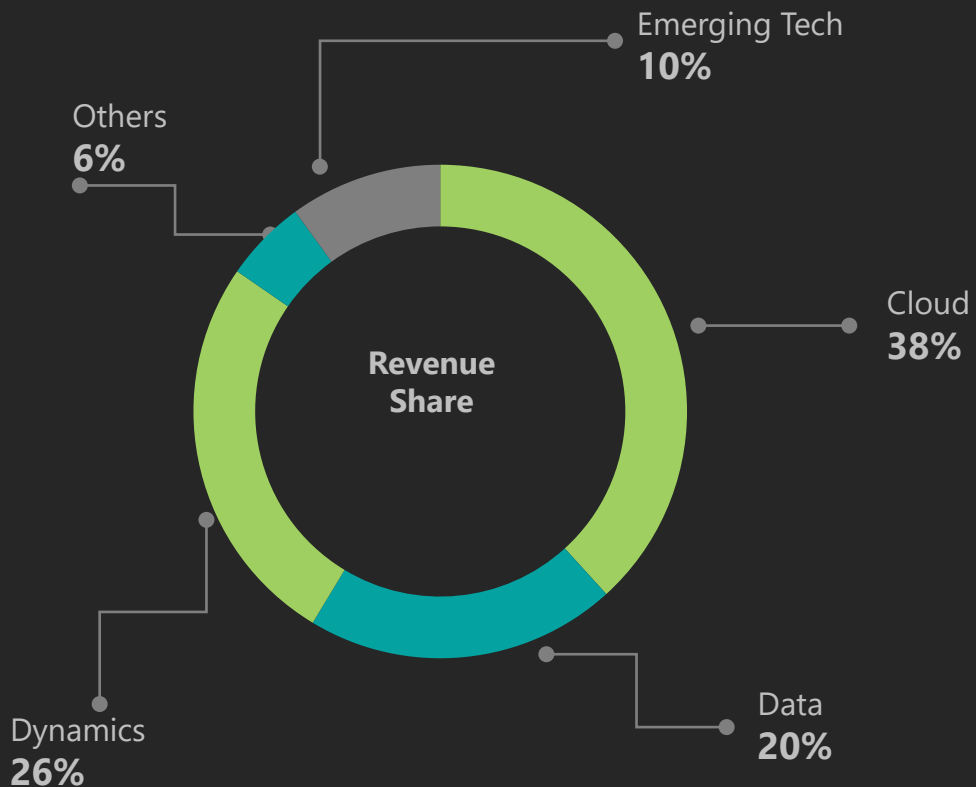




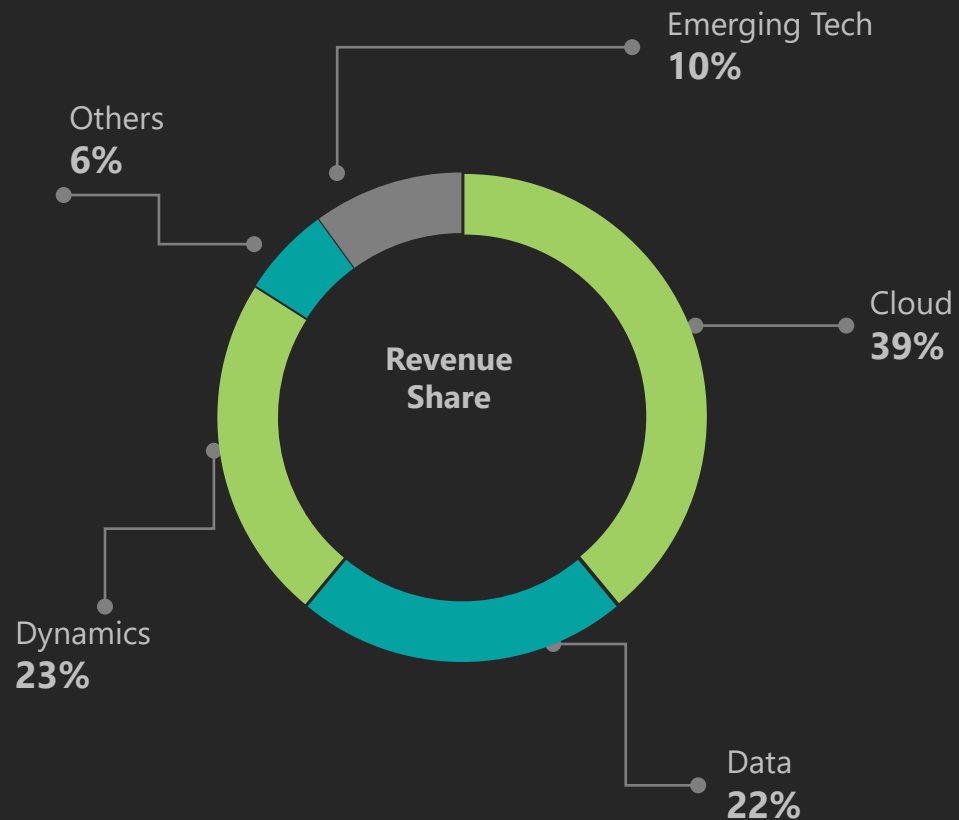
International Business: Revenue by Top GTMs

Cloud and Data continuous to be more than 50%

Q1 FY 24



Q2 FY 24

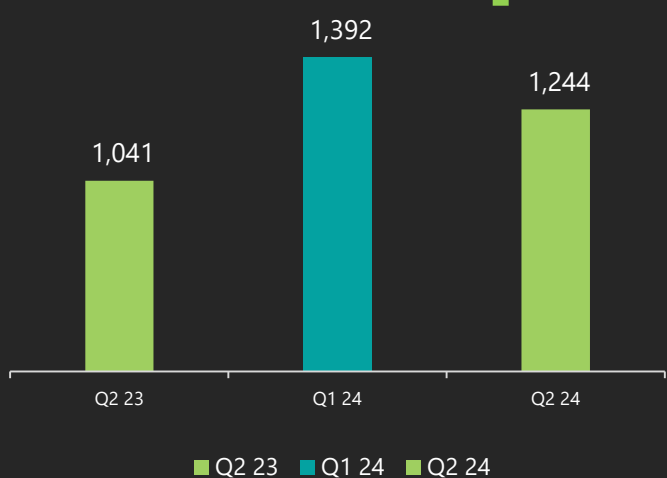


Domestic Business:- Delivering Consistently Strong Growth With Industry Leading ROCE

Cloud ~78.9%
Annuity ~75.9%

↑ 19.5% YoY

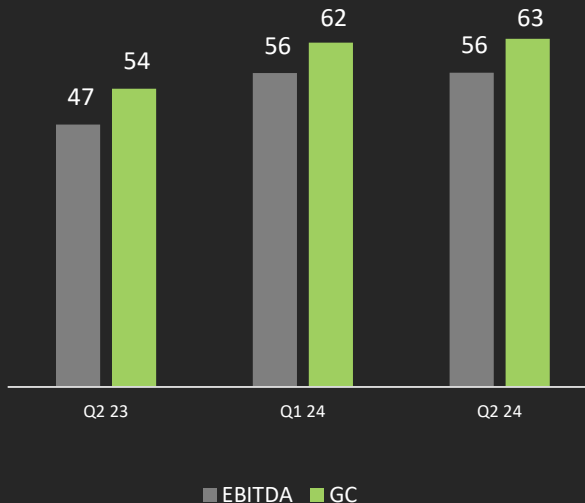
Revenue (INR crs)



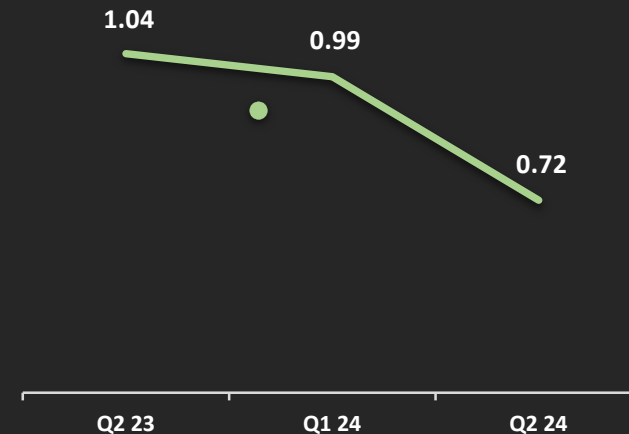
Gross Contribution & EBITDA (INR crs)

↑ EBITDA 19.7% YoY

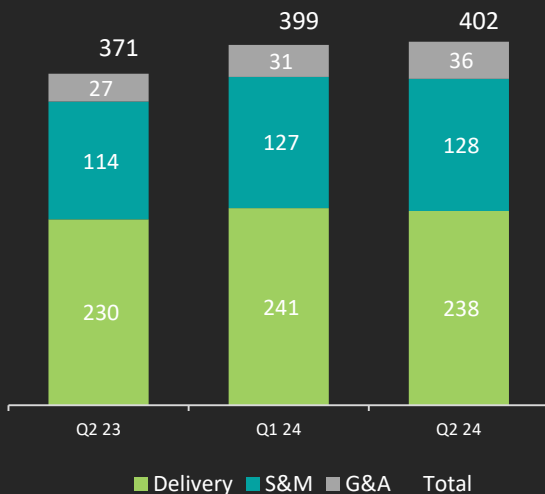
↑ GC 16.7% YoY



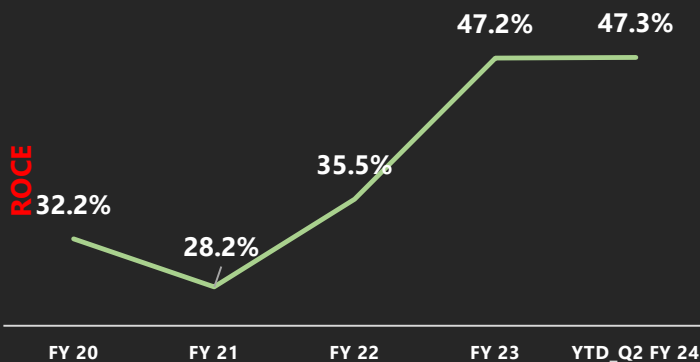
Net working Capital ÷ Gross Contribution



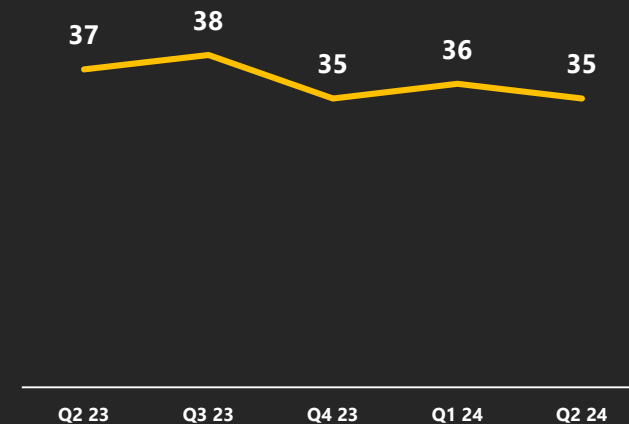
Head Count



ROCE



DSO





**The fastest growing
firm in IT Services in
the next 3-4 years**

Thank You

**PLAY
BIG**

