



SONATA SOFTWARE

Depth Makes a Difference!

## Investor Presentation – Q1 FY 14-15

# IT that makes a difference to business outcomes

*transforming strategic business processes*

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	Solutions	Domains		
		Travel	Retail	CPG
Customer Engagement	<ul style="list-style-type: none"> <li>• Multi Channel Commerce</li> <li>• Analytics &amp; Personalization</li> <li>• CRM &amp; Loyalty</li> <li>• Mobile &amp; Social Engagement</li> </ul>	<b>Winning the shift to Web Driven Commerce</b> <i>European Travel Company</i>	<b>Mobile Order Fulfillment Systems</b>  <i>Top Global Retailer</i>	
Enterprise Efficiency	<ul style="list-style-type: none"> <li>• ERP</li> <li>• Business Intelligence</li> <li>• Supply Chain Management</li> <li>• Mobile &amp; Social Workforce</li> </ul>	<b>Customer Centric Omni Channel ERP Solutions</b> <i>Leading Airline Retail Division</i>	<b>Connected Demand Generation &amp; Fulfillment</b> <i>Global CPG Major</i>	
IT Cost Management	<ul style="list-style-type: none"> <li>• Managed Services &amp; Infrastructure</li> <li>• Cloud &amp; Virtualization</li> <li>• License Optimization</li> </ul>	<b>Strategic IT Cost Management for business growth</b> <i>Large Fast-food Chain</i>	<b>Transformational Managed Service Relationships</b> <i>European Travel Company</i>	

# Through Deep Technology Expertise..

*getting technology ready to work for clients*

**World Class Alliances**  
Multi-Channel Commerce, ERP, CRM,  
Mobile ,BI & Analytics, Social, Cloud

**360° Technology Engagements**  
PE | PDS | EAP  
Implementation | Licensing

++ Architecture, Assurance & Scalability

**Solution Accelerators & Frameworks**  
Sonnets: E Comm.Box | TORQ-AX | GoMobile.

**Most Innovative Partner 2012**

**New Technology Applications**  
Analytics | Mobility | Cloud Social

Travel  
Customization

Grocery  
Mobile Fulfillment

Fashion  
Social Shopping

**Innovation | Reliability | Speed**  
*in adopting new Technology*

# and Deeper Client Commitment!

*in translating technology to business results*

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## Portfolio of IT Services



## Unique Delivery Model



# A partner with global reach & quality standards

*Reliable service across geographies*

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**USA Europe Middle East India APAC ANZ**

Track Record with  
Fortune100  
Enterprises & ISVs

2600+ people  
across 4 delivery  
centers

230+ Mio USD  
consolidated  
revenue

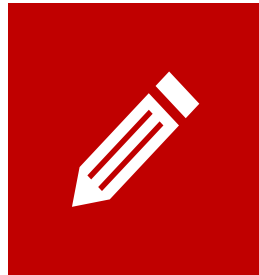
Listed on major  
Indian stock  
exchanges – NSE,  
BSE

ISO-9001, SEI  
CMMi Level 5,  
ISO20000,  
ISO27000

# A team focused on one thing – **your Win!**

Expertise | Commitment | Achievement

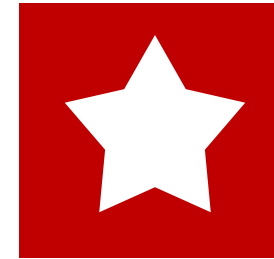
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**DEEP THINKING  
PASSION FOR WORK  
INNOVATION**



**EVERYONE COUNTS  
RUN FOR IT**



**PLAY TO WIN**

The confidence  
to be a best of breed software professional  
who can make a difference to clients!

# Depth Makes a Difference!

**Strategic IT Solutions Provider,**  
2500+ team, 230 Mio USD+ p.a.



**Deeper Client Commitment**  
Customer specific Centers of Excellence,  
Outcome based Pricing



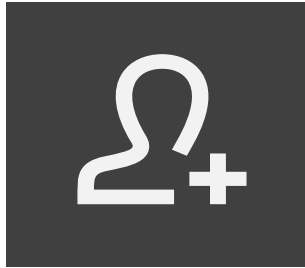
**Deep Technology Expertise**  
World Class Alliances & Solution Innovations



**Global Reach & Quality**  
USA, Europe, ME, APAC, ANZ, India  
ISO9001, SEI CMMi, ISO20000/27000

**Track record with Fortune 100 Clients**  
ISV, Travel, Retail & CPG domain focus

**The Team**  
Expertise, Commitment & Achievement oriented



# Sonata Software – Business Structure



Sonata Software Limited							
<b>Reporting Segment</b>	<b>International IT Services</b>						<b>Domestic Products &amp; Services</b>
<b>Legal Entities</b>	Sonata Software Ltd	Sonata Europe Ltd	Sonata Software GmbH	Sonata FZ LLC	Sonata Software North America	<b>Sonata Software Qatar</b>	Sonata Information Technology Ltd
<b>Geography</b>	India	UK	Germany	Dubai	USA	Qatar	India
<b>Nature of Business</b>	<ul style="list-style-type: none"> <li>IT Consulting</li> <li>RIM</li> <li>Offshore IT Software Development</li> </ul>	<ul style="list-style-type: none"> <li>Software Services, and Development</li> </ul>	<ul style="list-style-type: none"> <li>Program Management for TUI</li> </ul>	<ul style="list-style-type: none"> <li>Sales &amp; Marketing</li> <li>Account Management</li> <li>Program Management</li> </ul>	<ul style="list-style-type: none"> <li>Sales &amp; Marketing</li> <li>Account Management</li> <li>Program Management</li> <li>Onsite IT Services</li> </ul>	<ul style="list-style-type: none"> <li>Sales &amp; Marketing</li> <li>Account Management</li> <li>Program Management</li> <li>Onsite IT Services</li> </ul>	<ul style="list-style-type: none"> <li>Distribution of Packaged Software Products</li> <li>Domestic IT Services</li> </ul>



# Result Snapshot – Q1 FY 15

<i>in ₹ Crores</i>					
<i>Description</i>	<i>For the Quarter ended</i>				<i>YoY</i>
	<i>30-Jun-14</i>	<i>31-Mar-14</i>	<i>QoQ</i>	<i>30-Jun-13</i>	
<b>Revenues</b>					
International IT Services	139.61	133.93	4%	102.33	36%
Domestic- Products & Services	283.59	206.78	37%	310.93	-9%
Consolidated	417.18	340.71	22%	413.17	1%
<b>EBITDA</b>					
International IT Services	35.49	27.16	31%	12.23	190%
Domestic- Products & Services *	8.83	8.12	9%	11.98	-26%
Consolidated *	44.12	35.02	26%	23.74	86%
<b>PAT</b>					
International IT Services	26.35	18.54	43%	8.24	219%
Domestic- Products & Services	5.70	5.03	13%	6.28	-9%
Consolidated	32.05	23.57	36%	14.52	121%

## International IT Services

Highest ever Revenues & PAT  
25% Revenue Growth YoY (In \$ terms)

## Awards / Accolades

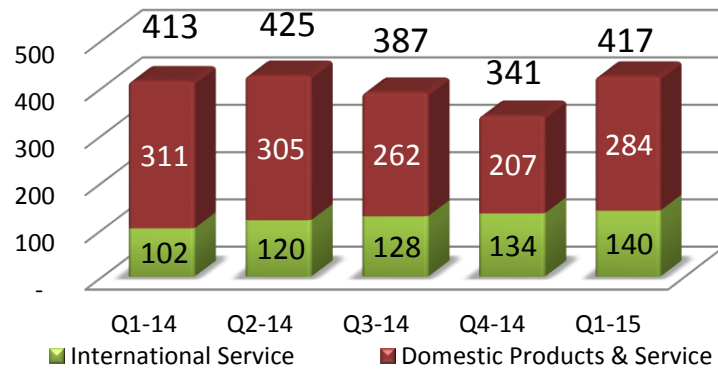
- Recognized as 2014 Microsoft Country Partner of the Year for India
- Received 2014 SAP® Pinnacle Award: SME Value- Added Reseller of the Year
- Sonata reinforces commitment to environmental and sustainability initiatives by building Stakeholder Engagement Portal for Chesapeake Conservancy



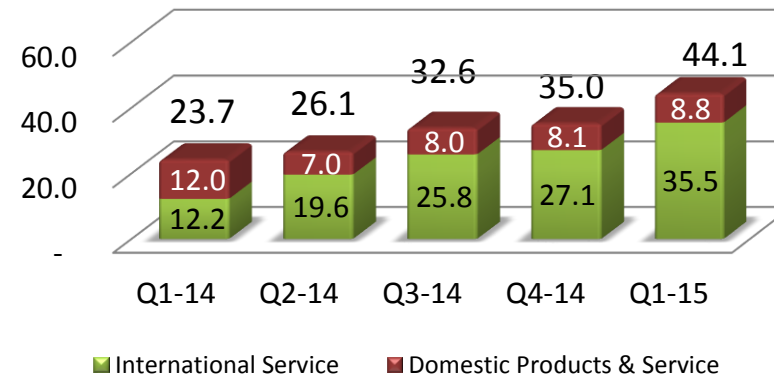
\* Includes "exceptional Item" Interest income received on Income-Tax refund of ₹1.64 crores in Q1 of FY2014-15 and ₹6.83 crores during the quarter Q1 of FY2013-14.

# Consolidated - by Quarter

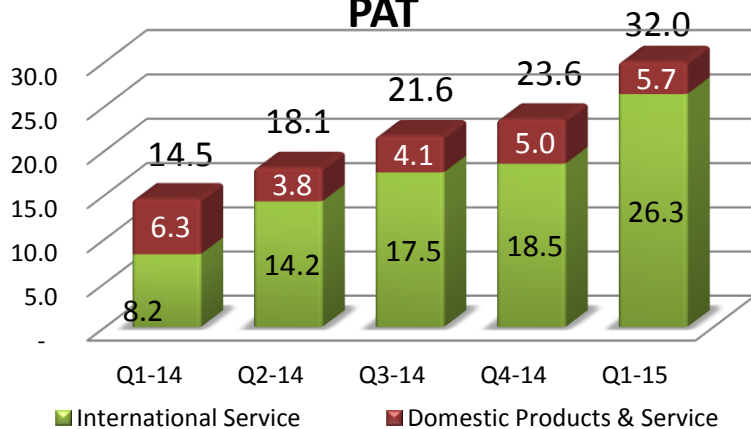
### Revenue



### EBIDTA



### PAT

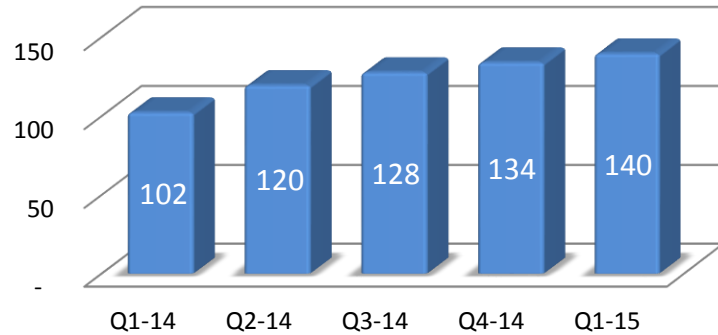


	QoQ	YoY
Revenues	22%	1%
EBIDTA	26%	86%
PAT	36%	121%

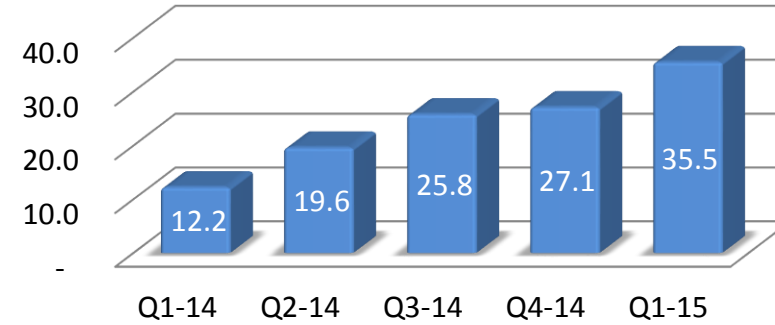
Note : Q1 FY 14-15 & Q1 FY 13-14 EBITDA of Domestic products & services includes exceptional income of Interest on IT Refund

# International IT services – by Quarter

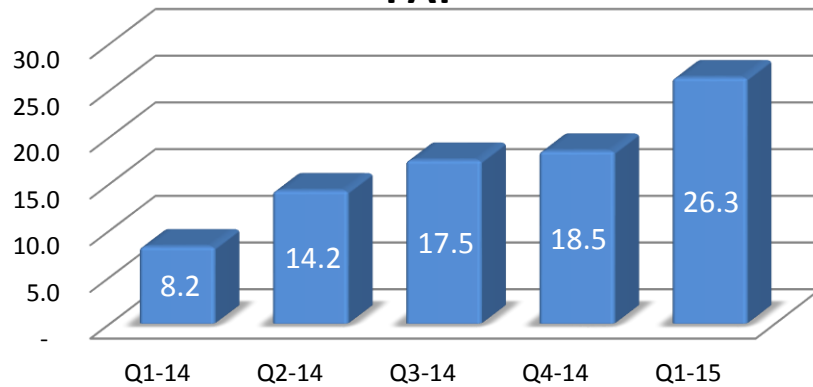
**Revenue**



**EBIDTA**



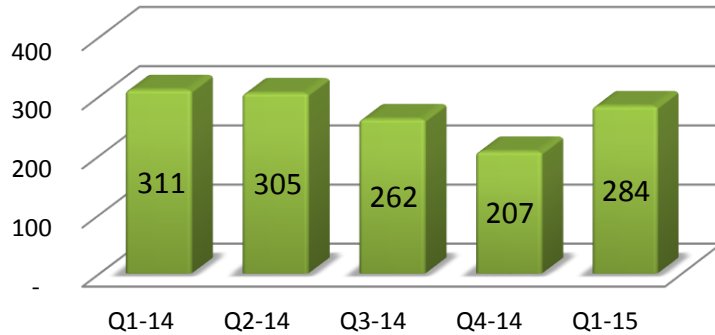
**PAT**



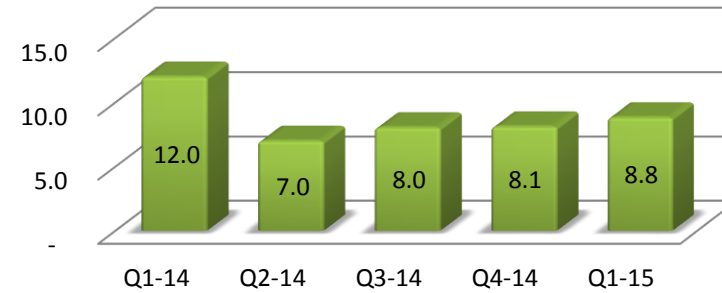
	QoQ	YoY
Revenues	4%	36%
EBIDTA	31%	190%
PAT	43%	219%

# Domestic Product & Services – by Quarter

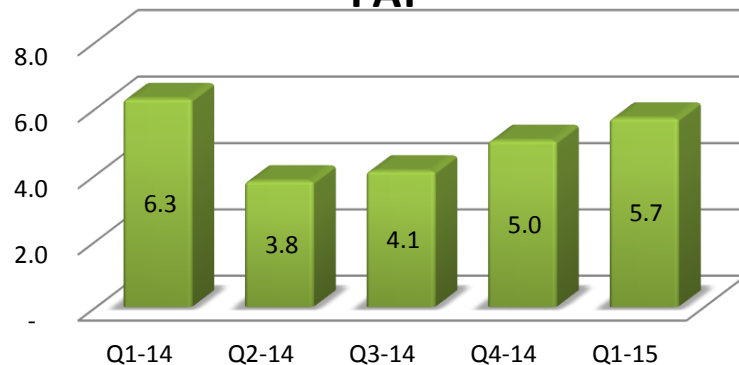
**Revenue**



**EBIDTA**



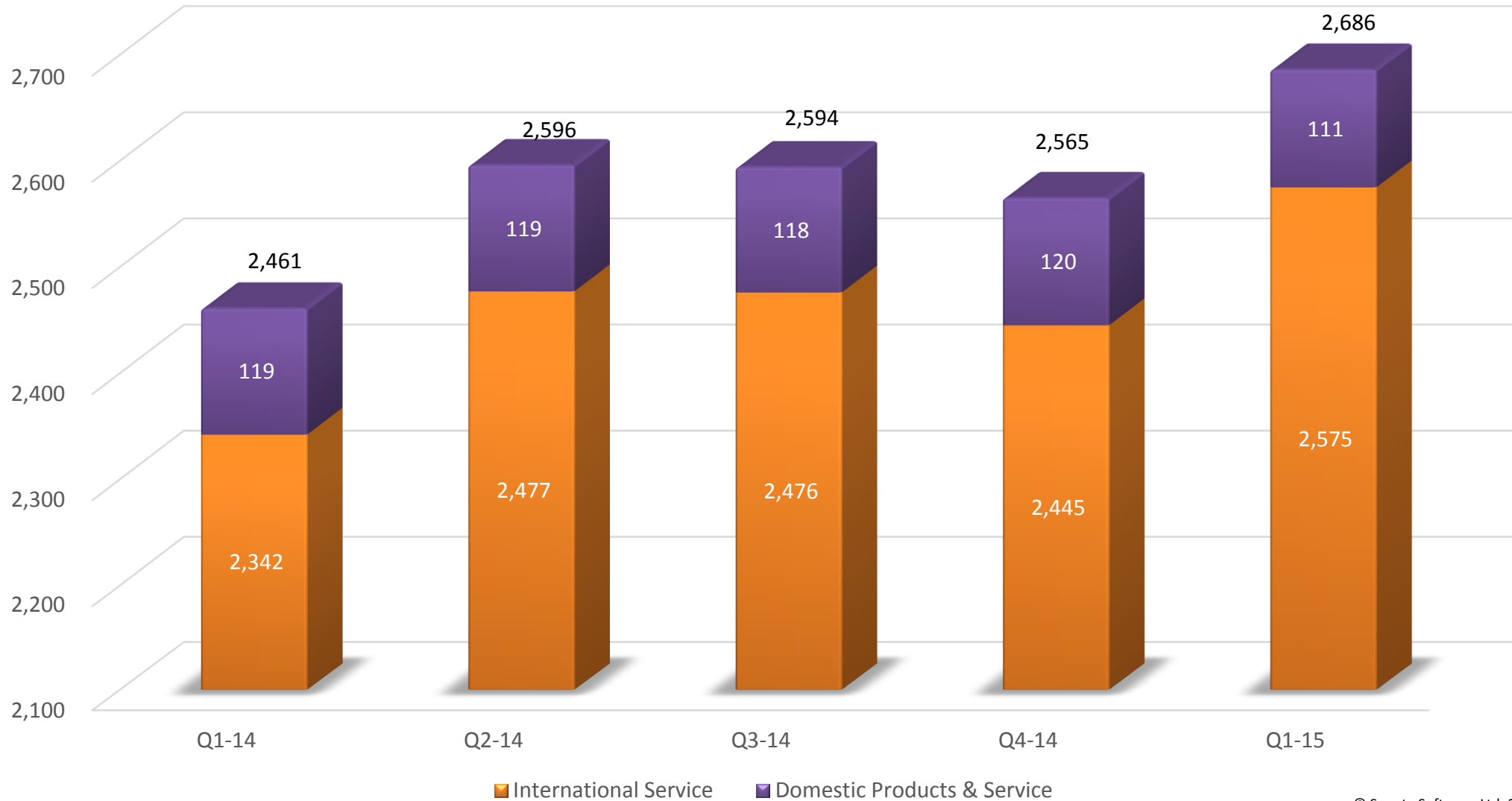
**PAT**



	QoQ	YoY
Rev	37%	-9%
EBIDTA	9%	-26%
PAT	13%	-9%

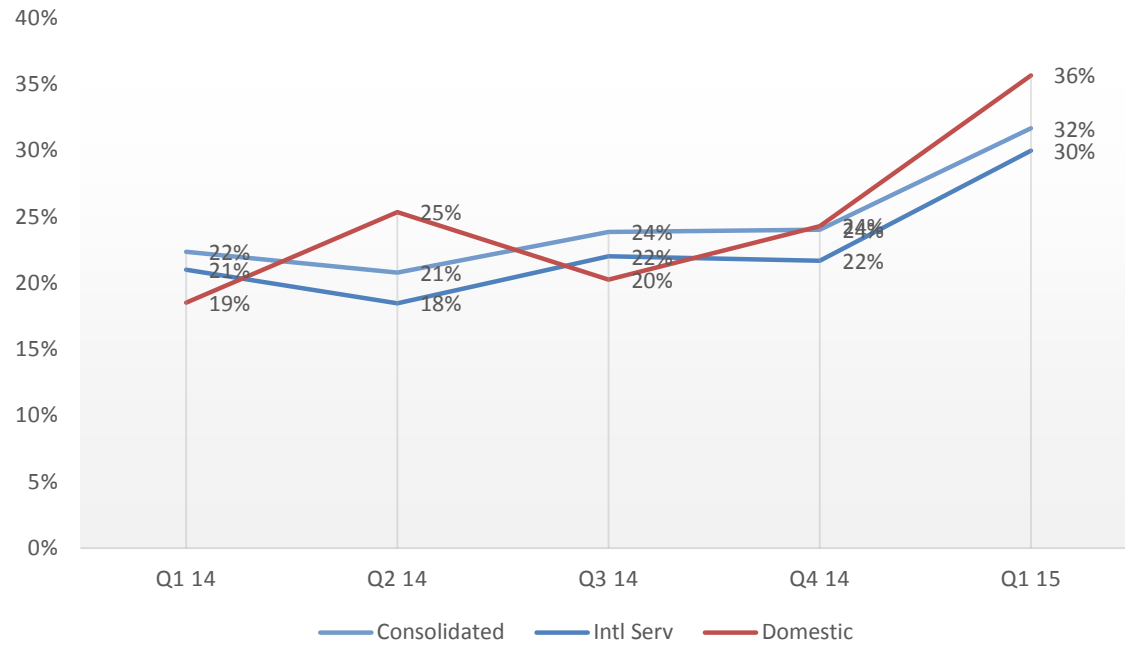
Note : Q1 FY 14-15 & Q1 FY 13-14 EBIDTA of Domestic products & services includes exceptional income of Interest on IT Refund

# Head count

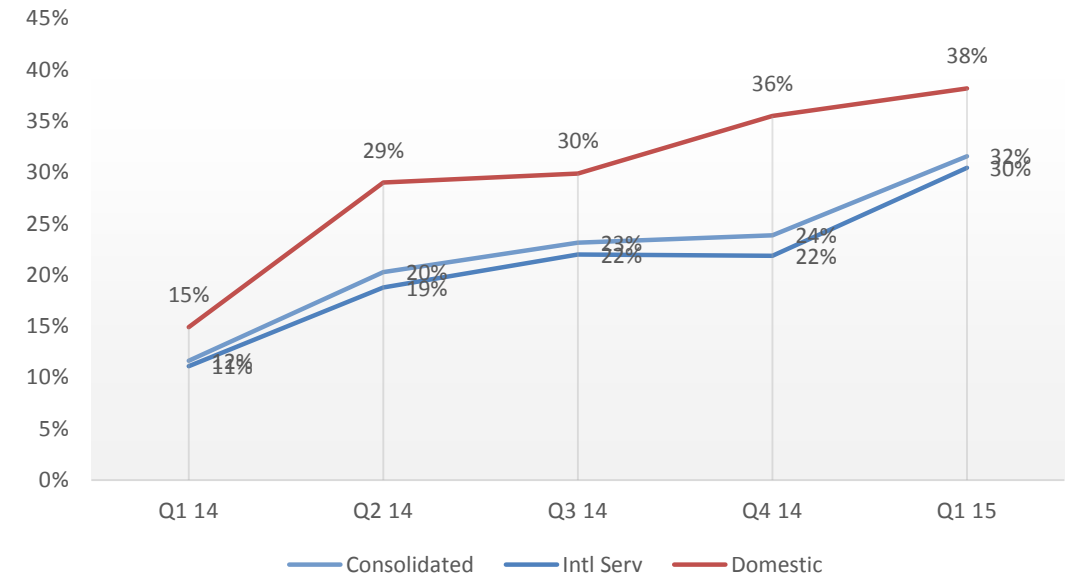


# ROCE & RONW

ROCE - Cons



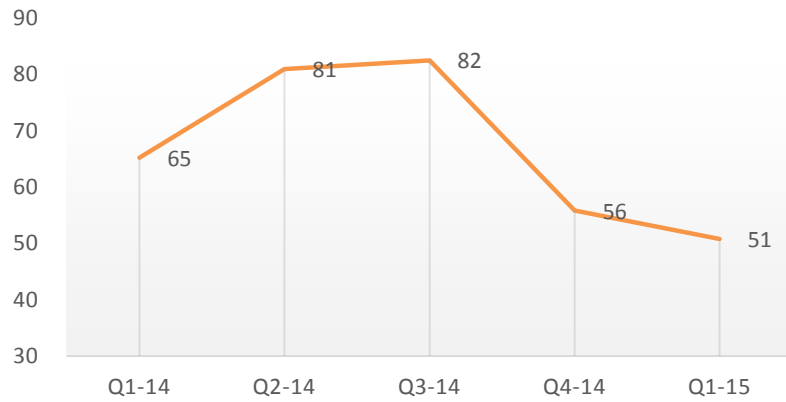
RONW - Cons



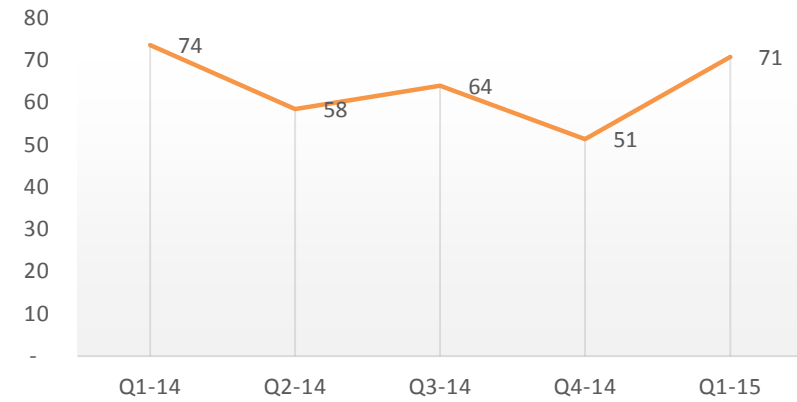
- Q1 FY 14 & FY 15 exceptional income of Interest on IT Refund is excluded in computation.
- Q1 15, ROCE is computed based on the Average Capital Employed during the quarter

# Day Sales Outstanding

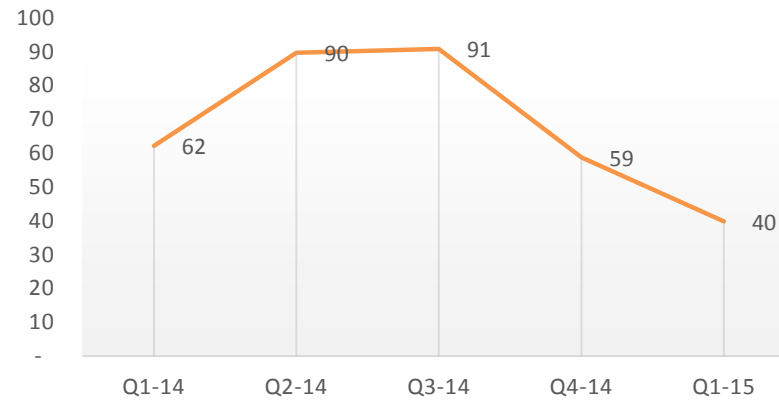
### Consolidated



### International Services



### Domestic



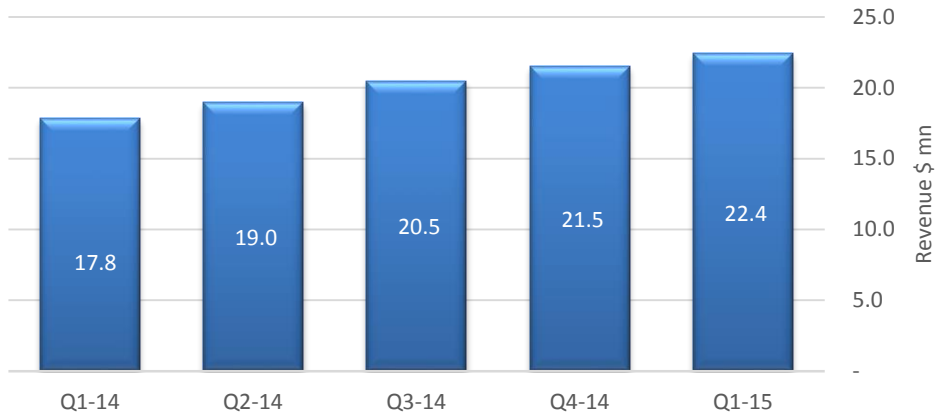


# International IT Services – Key Metrics

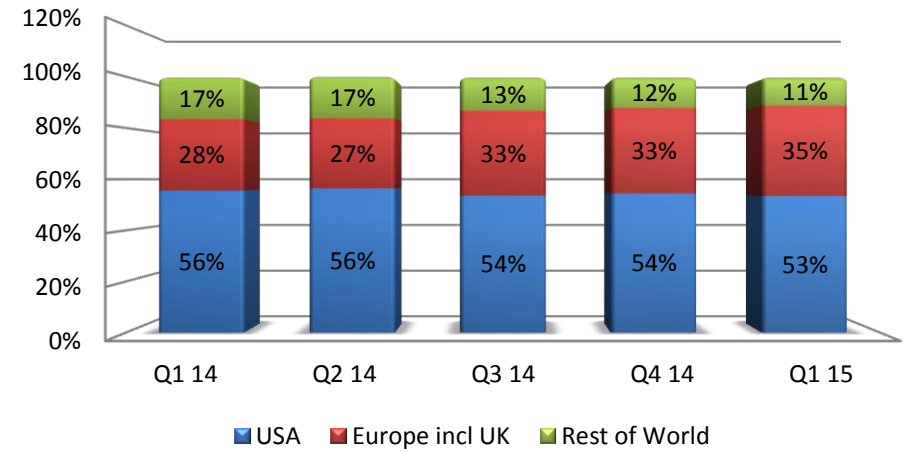


# Revenues

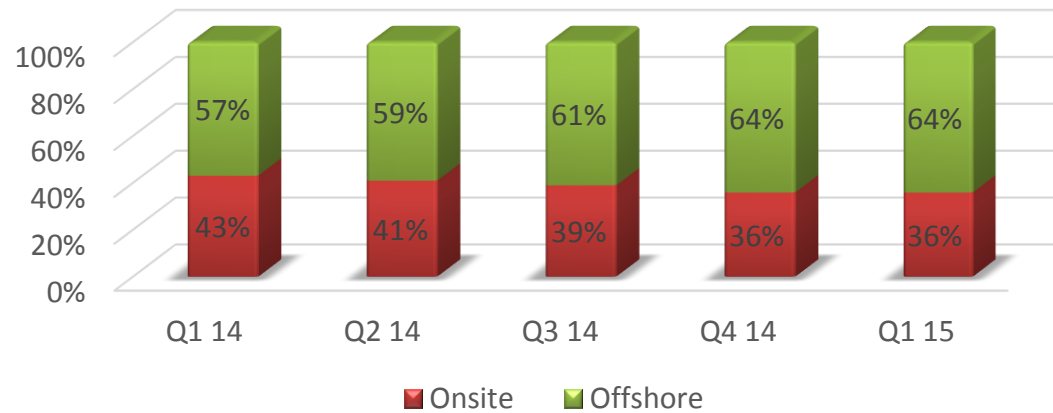
### Revenue in \$ mn



### Geography

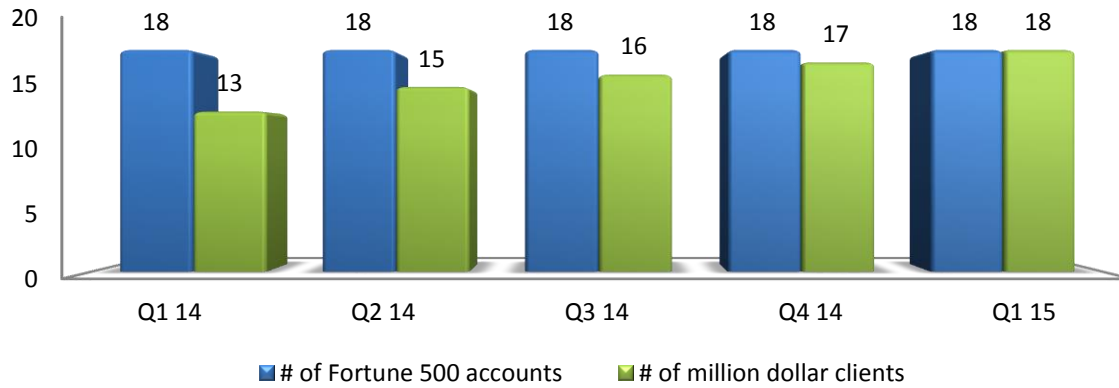


### Onsite / Offshore

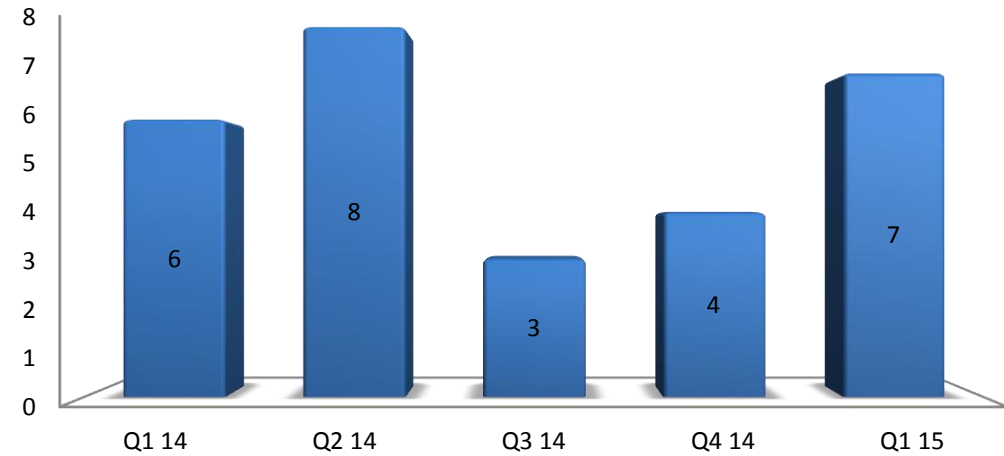


# Revenue by Customers

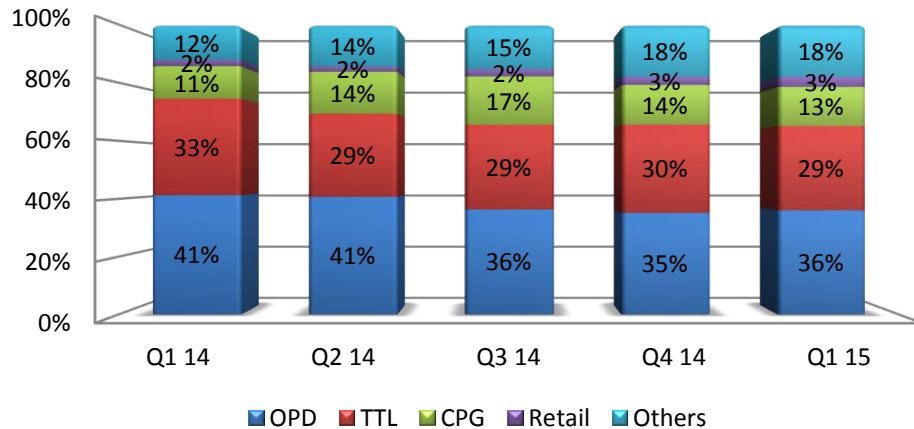
### Customer Category



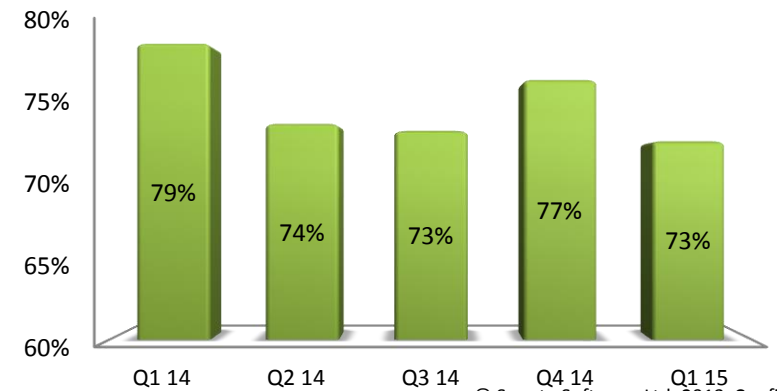
### New Customers



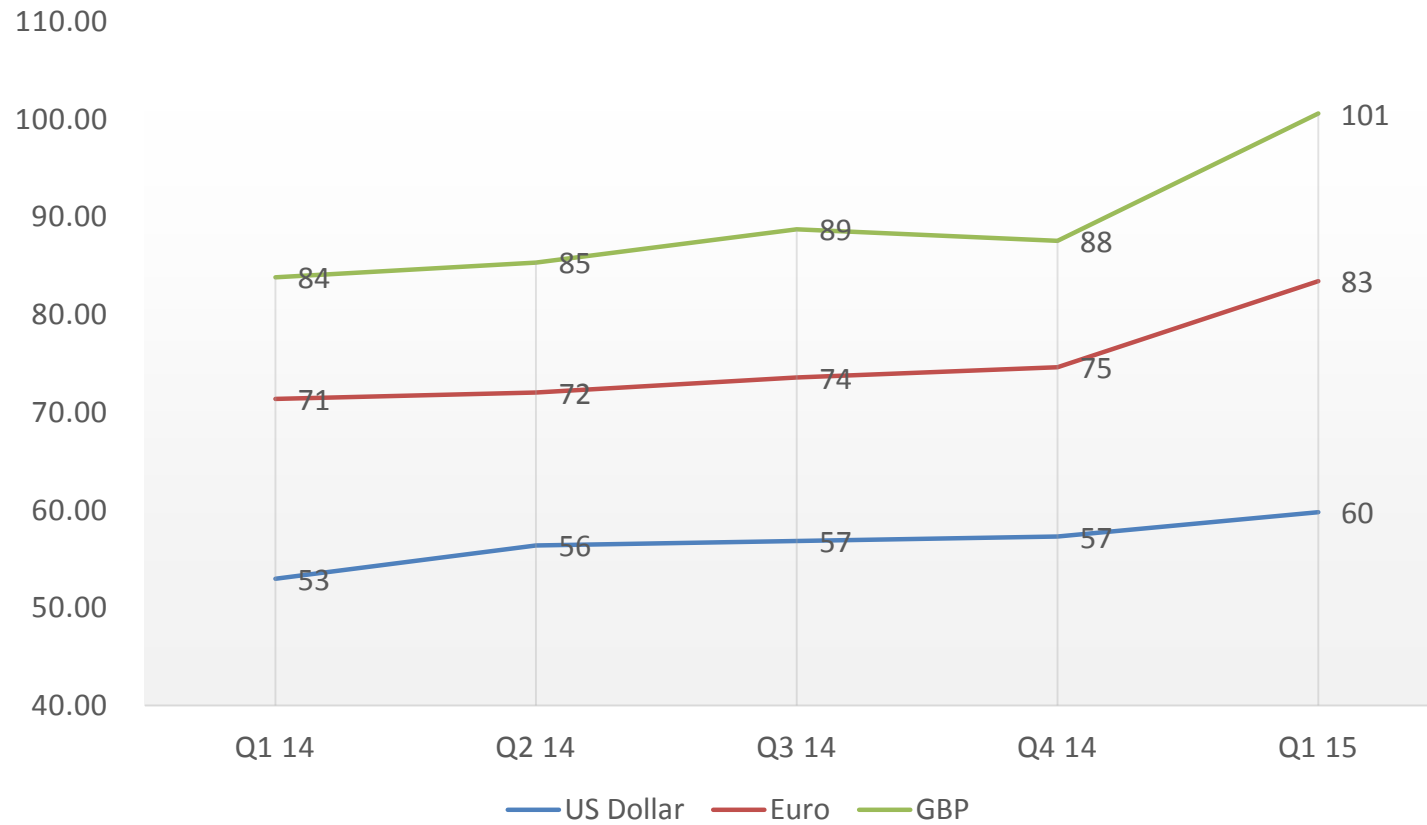
### Service Line



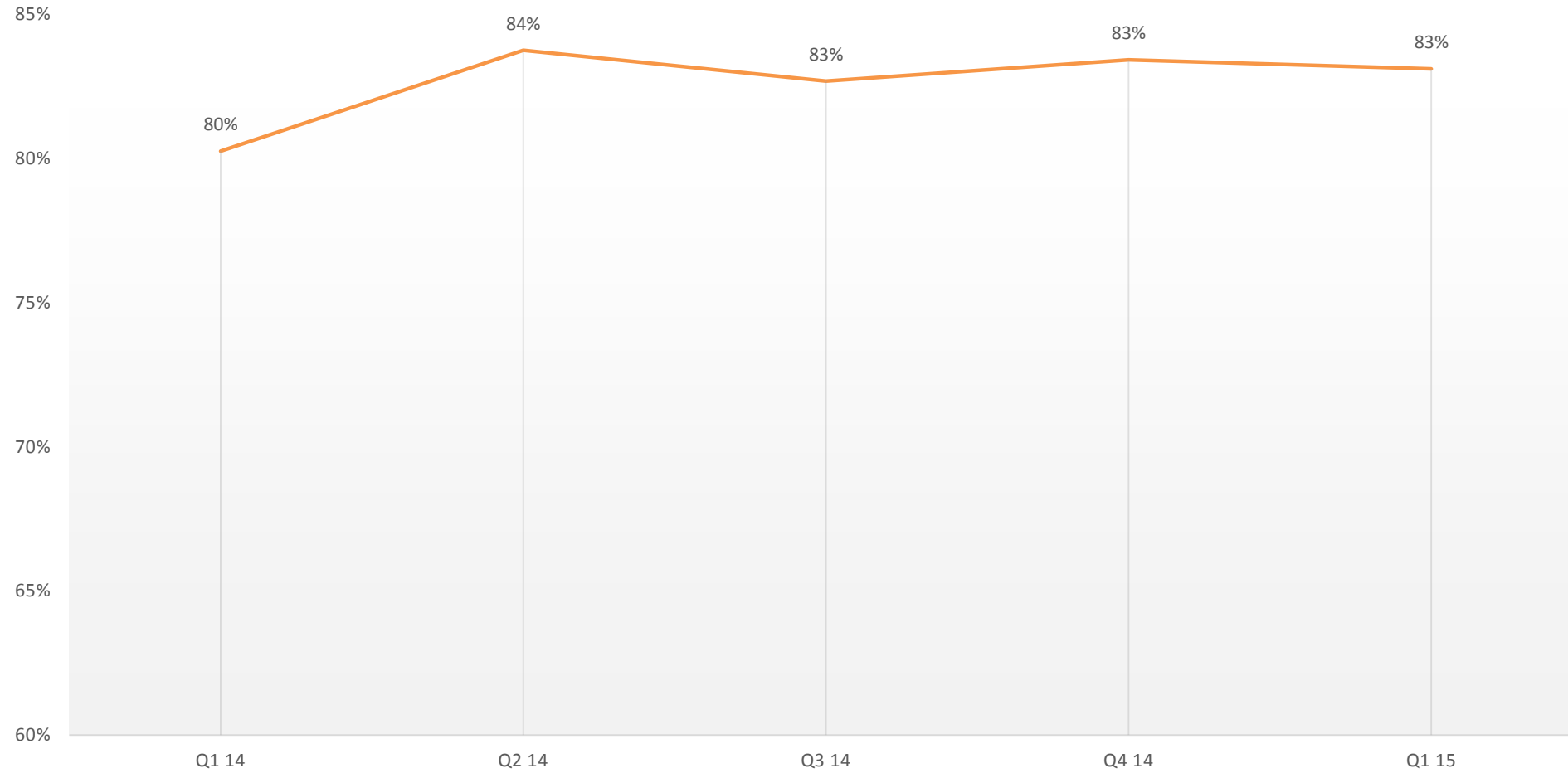
### Revenue - Top 10 customers



# Rupee - Realization Rates



# Utilization



- The financials by segment are after appropriate intercompany adjustments.
- Consolidated financials include subsidiaries i.e, Sonata Information Technology Limited, Sonata Software North America Inc., Sonata Technology Solutions (India) Limited, Sonata Software GmbH, Sonata Europe Limited, Sonata Software FZ LLC and Sonata Software Qatar LLC.
- Revenue in \$ mn is for International IT services only



Thank You