



SONATA SOFTWARE

Depth Makes a Difference!

## Investor Presentation – Q2 FY 14-15

# IT that makes a difference to business outcomes

*transforming strategic business processes*

2

	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*

3

**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

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

# and Deeper Client Commitment!

*in translating technology to business results*

4

## Portfolio of IT Services



## Unique Delivery Model



# A partner with global reach & quality standards

*Reliable service across geographies*

5



**USA Europe Middle East India APAC ANZ**

Track Record with  
Fortune100  
Enterprises & ISVs

2600+ people  
across 4 delivery  
centers

230+ Mio USD  
consolidated  
revenue

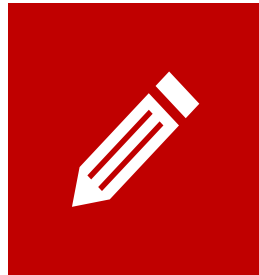
Listed on major  
Indian stock  
exchanges – NSE,  
BSE

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

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

Expertise | Commitment | Achievement

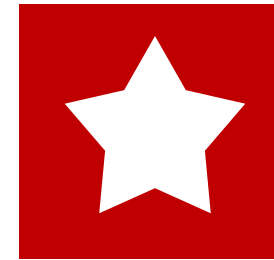
6



**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!

7

**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>	International IT Services							Domestic Products & Services
<b>Legal Entities</b>	Sonata Software Ltd	Sonata Europe Ltd	Sonata Software GmbH	Sonata FZ LLC	Sonata Software North America	Sonata Software Qatar	Rezopia	Sonata Information Technology Ltd
<b>Geography</b>	India	UK	Germany	Dubai	USA	Qatar	USA	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>Cloud based PAAS travel IT solutions platform</li> </ul>	<ul style="list-style-type: none"> <li>Distribution of Packaged Software Products</li> <li>Domestic IT Services</li> </ul>



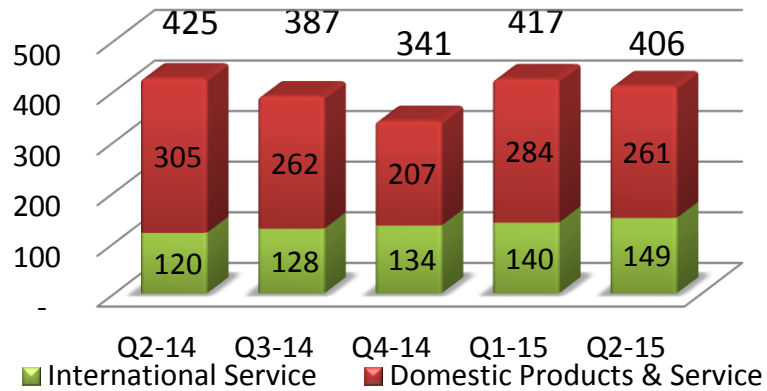
# Result Snapshot – Q2 FY 15

<i>in ₹ Crores</i>								
<i>Description</i>	<i>For the Quarter ended</i>					<i>For the half year ended</i>		
	<i>30-Sep-14</i>	<i>30-Jun-14</i>	<i>30-Sep-13</i>	<i>QoQ</i>	<i>YoY</i>	<i>30-Sep-14</i>	<i>30-Sep-13</i>	<i>YoY</i>
<b>Revenues</b>								
International IT Services	148.85	139.61	119.53	7%	25%	288.51	221.87	30%
Domestic- Products & Services	260.73	283.59	305.49	-8%	-15%	544.32	616.42	-12%
Consolidated	405.55	417.18	425.01	-3%	-5%	822.73	838.18	-2%
<b>EBITDA</b>								
International IT Services	35.58	35.49	19.63	0.3%	81%	71.06	31.86	123%
Domestic- Products & Services	9.38	8.83	7.00	6%	34%	18.21 *	18.98 *	-4%
Consolidated	44.55	44.12	26.07	1%	71%	88.67 *	49.81 *	78%
<b>PAT</b>								
International IT Services	25.37	26.35	14.25	-4%	78%	51.72	22.49	130%
Domestic- Products & Services	5.74	5.70	3.81	1%	51%	11.44	10.09	13%
Consolidated	31.11	32.05	18.05	-3%	72%	63.16	32.58	94%

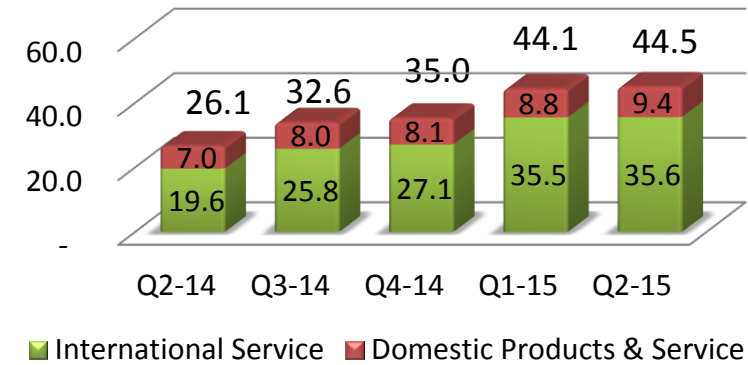
*\* Includes "exceptional Item" Interest income of ₹1.64 crores received in Q1 of FY2014-15 and ₹6.83 crores during Q1 of FY2013-14 on Income-Tax refund received.*

# Consolidated - by Quarter

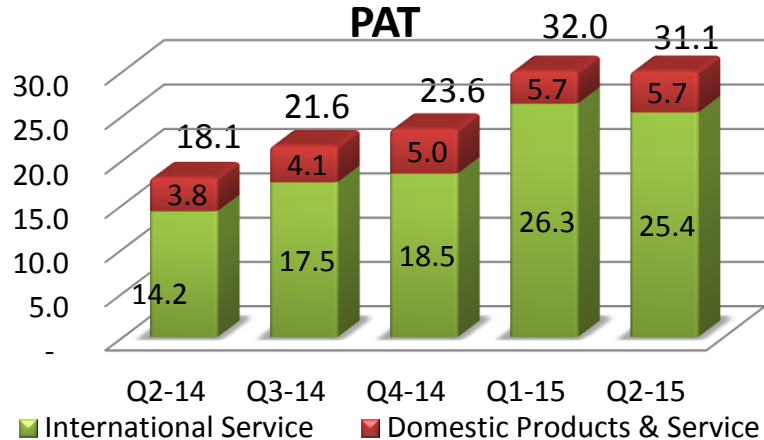
### Revenue



### EBIDTA



### PAT



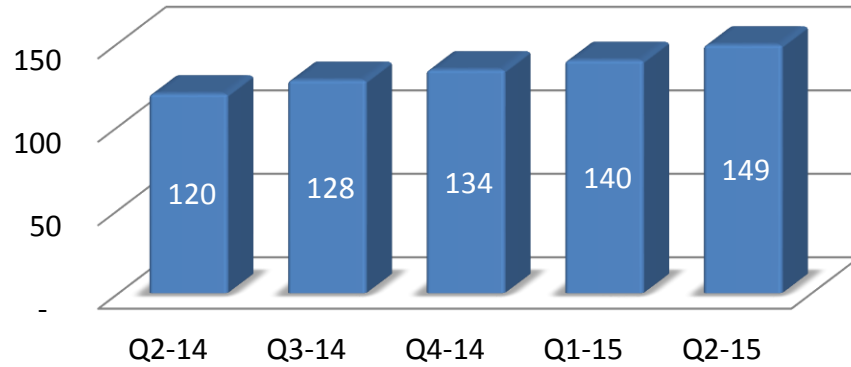
	QoQ	YoY
Revenues	-3%	-5%
EBIDTA	1%	71%
PAT	-3%	72%

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

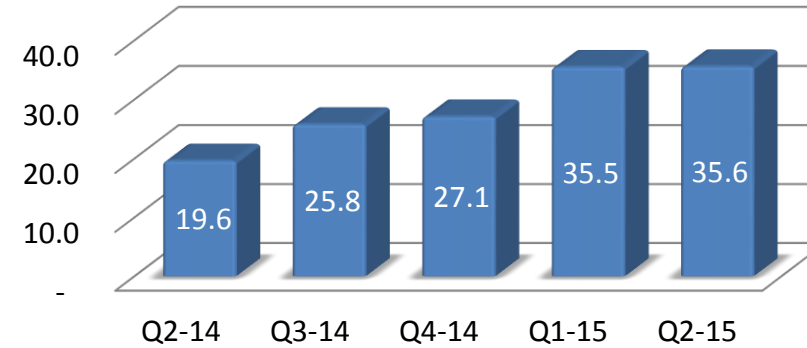
# International IT services – by Quarter

INR Crores

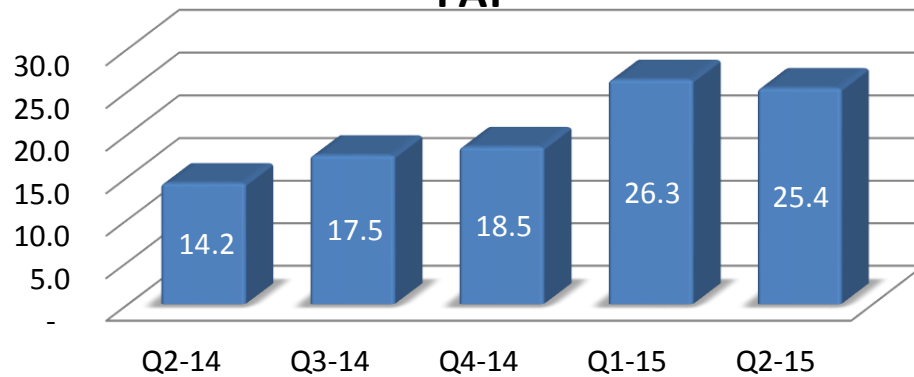
**Revenue**



**EBIDTA**



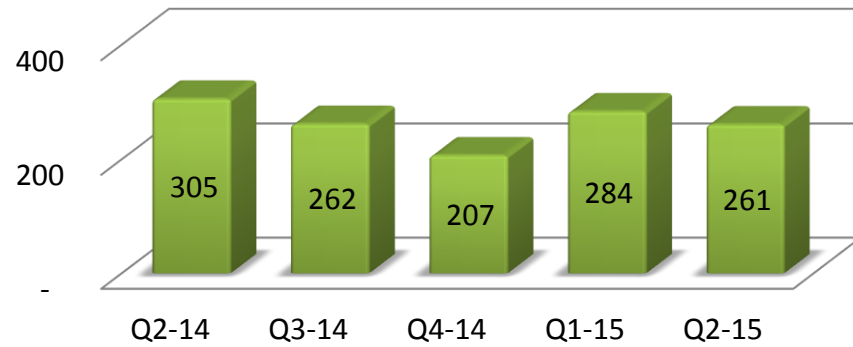
**PAT**



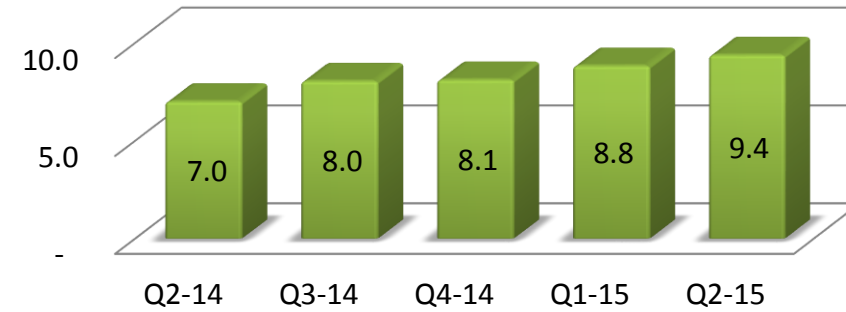
	QoQ	YoY
Revenues	7%	25%
EBIDTA	0.3%	81%
PAT	-4%	78%

# Domestic Product & Services – by Quarter

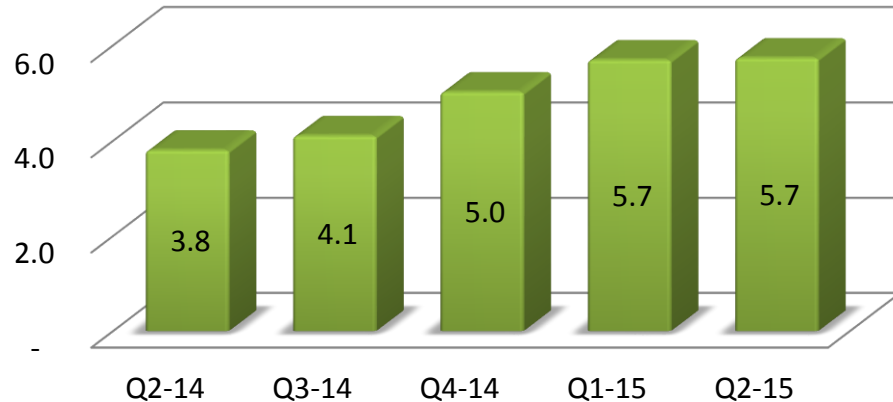
**Revenue**



**EBIDTA**



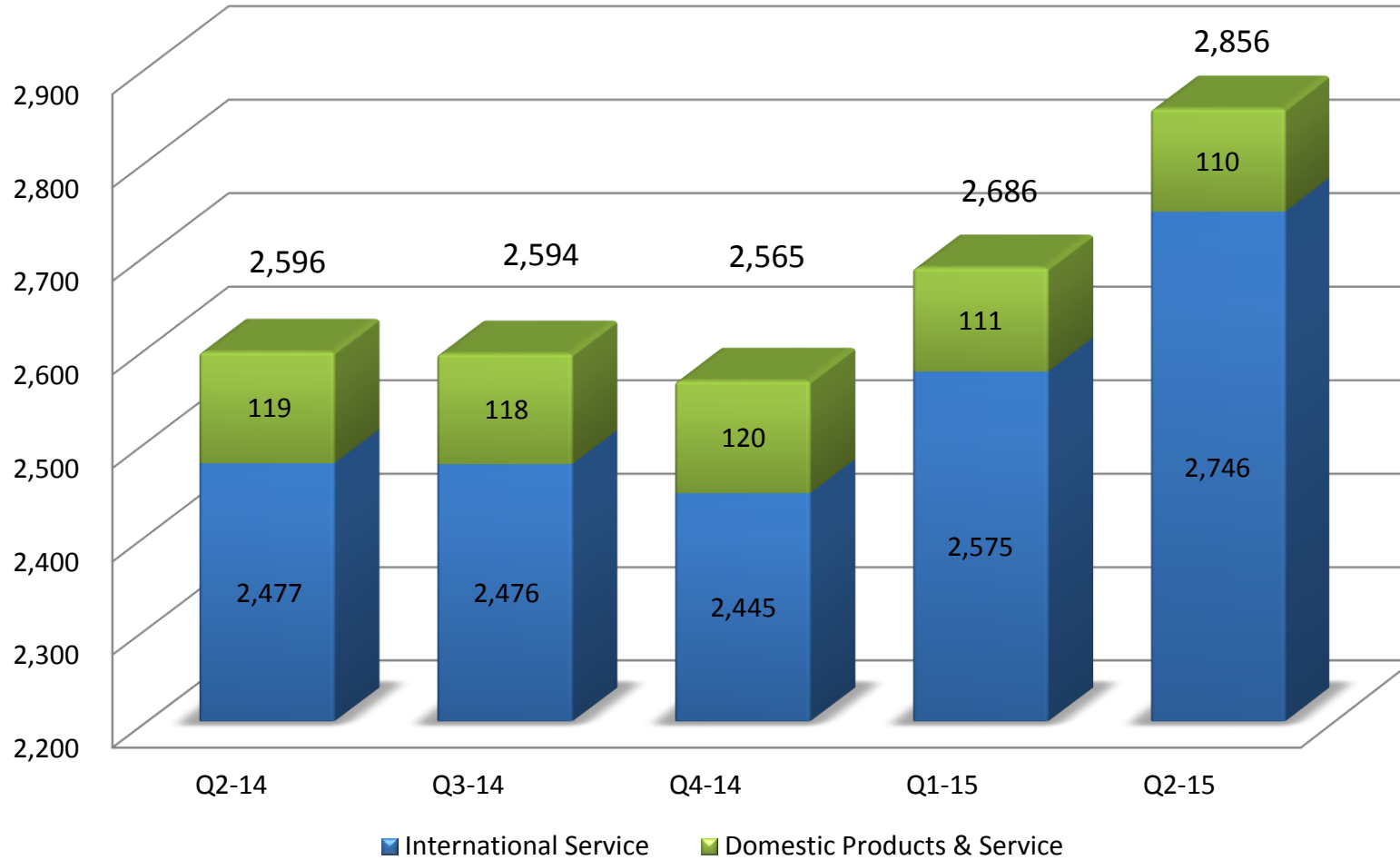
**PAT**



	QoQ	YoY
Rev	-8%	-15%
EBIDTA	6%	34%
PAT	1%	15%

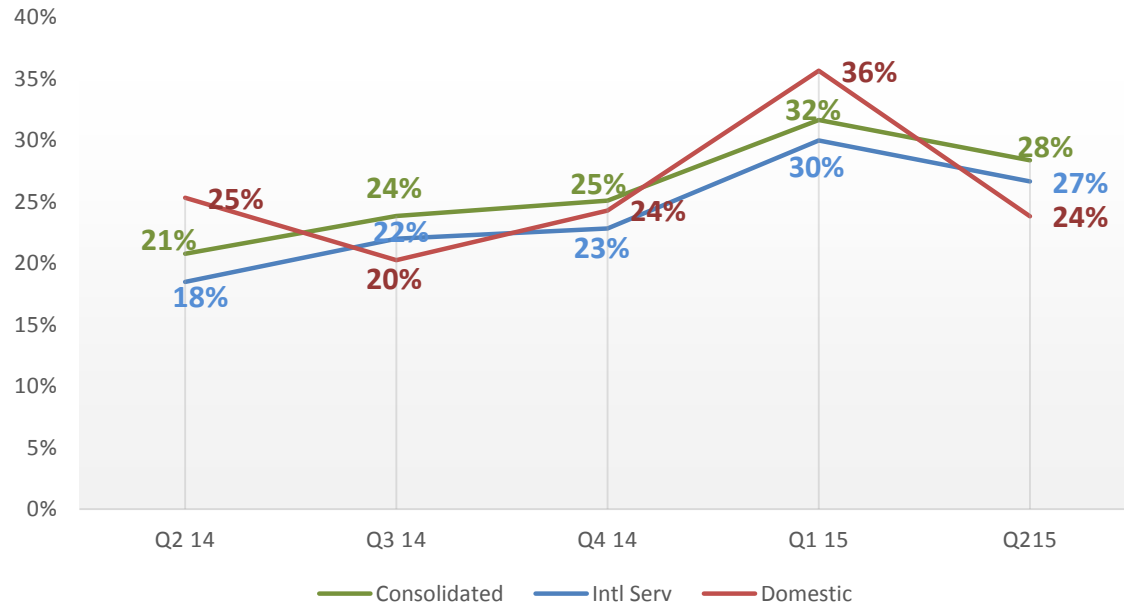
Note : Q1 FY 14-15 & Q1 FY 13-14 EBIDTA of Domestic products & services includes exceptional income of Interest on IT Refund

# Head count

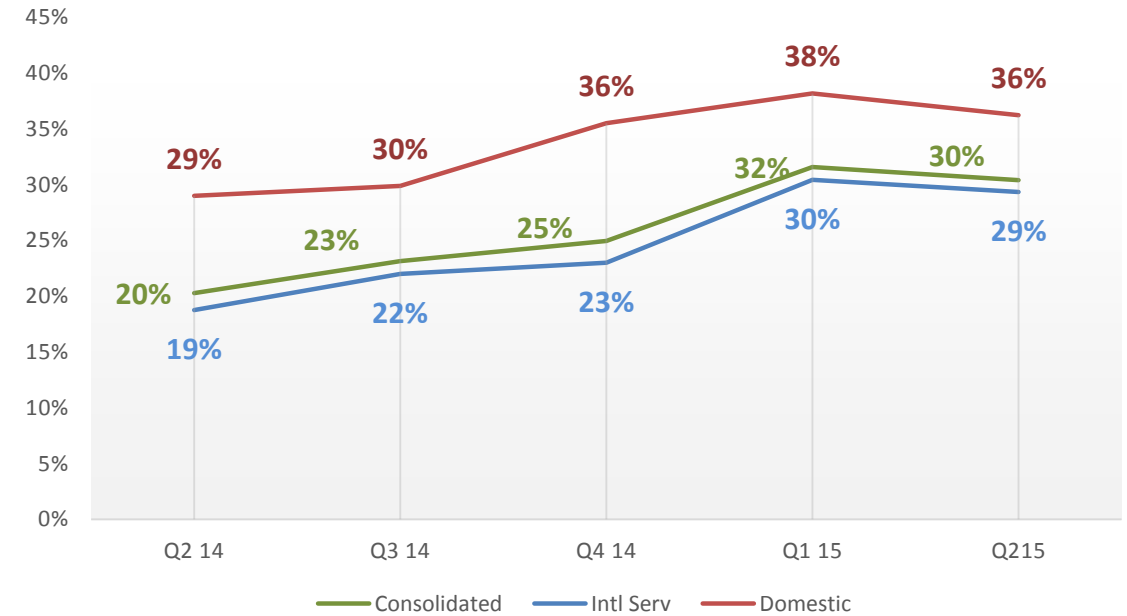


# ROCE & RONW

ROCE - Cons



RONW - Cons

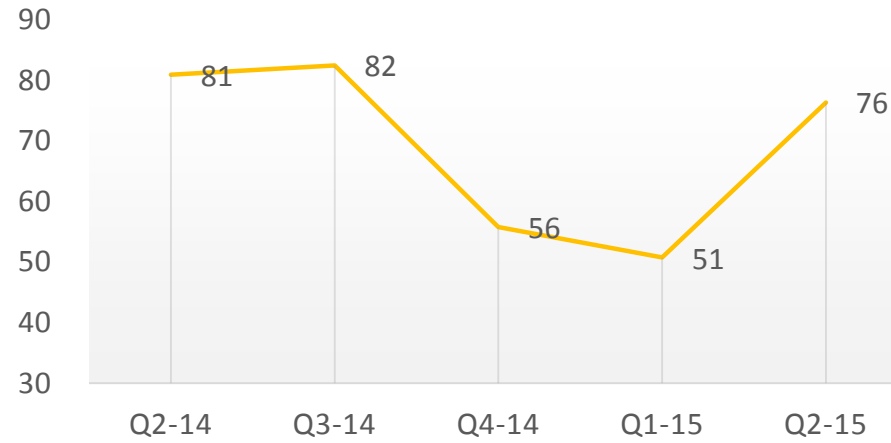


- Q1 FY 15 exceptional income of Interest on IT Refund is excluded in computation.

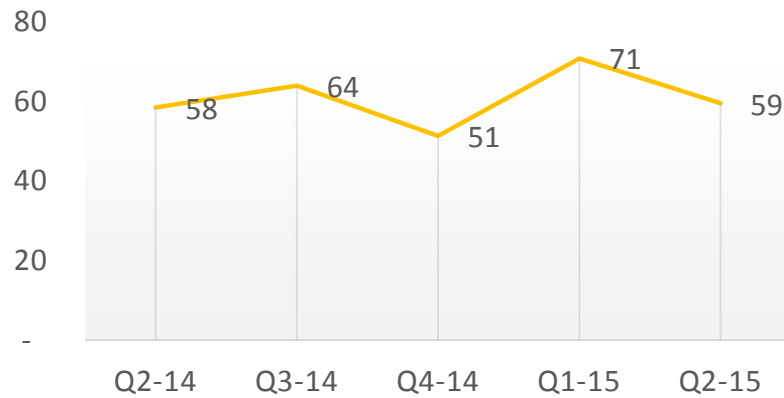
# Day Sales Outstanding



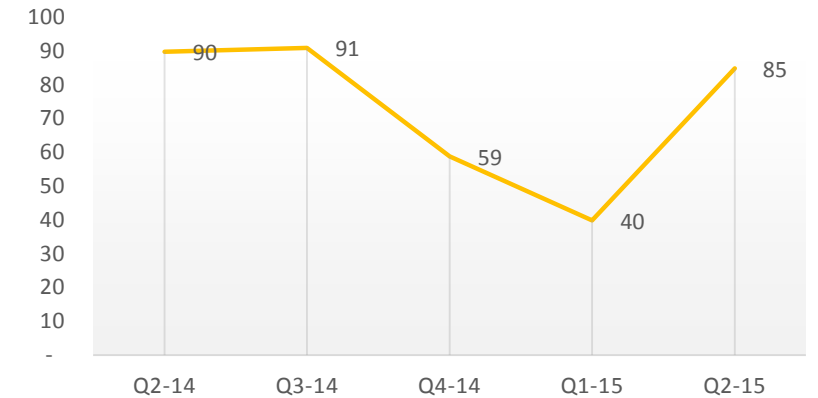
Consolidated



International Services



Domestic

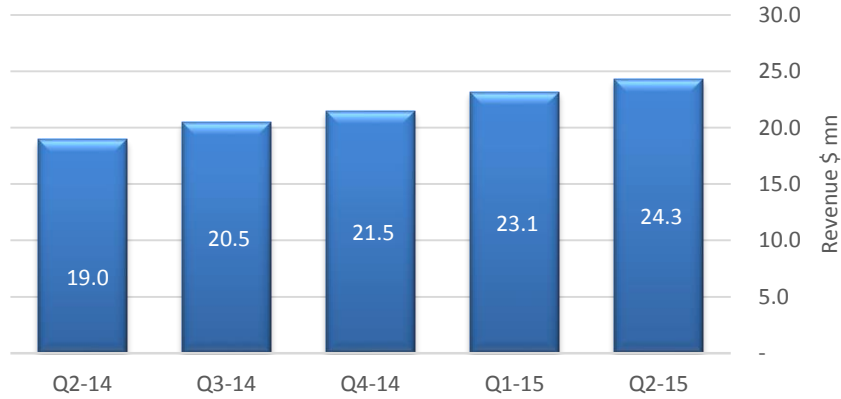


# International IT Services – Key Metrics

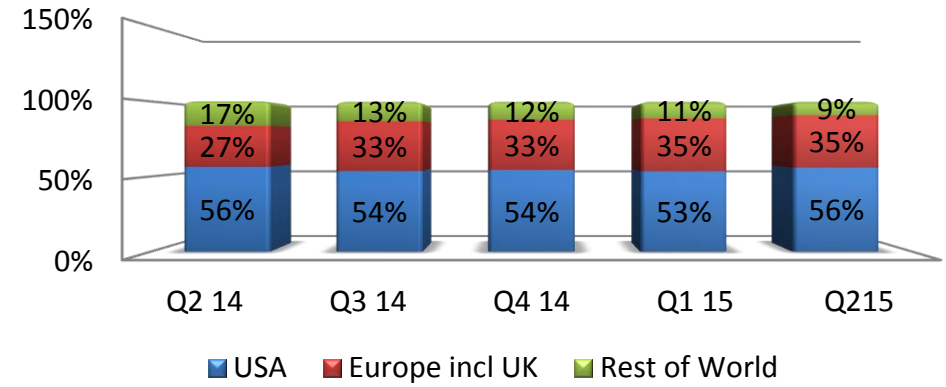


# Revenues

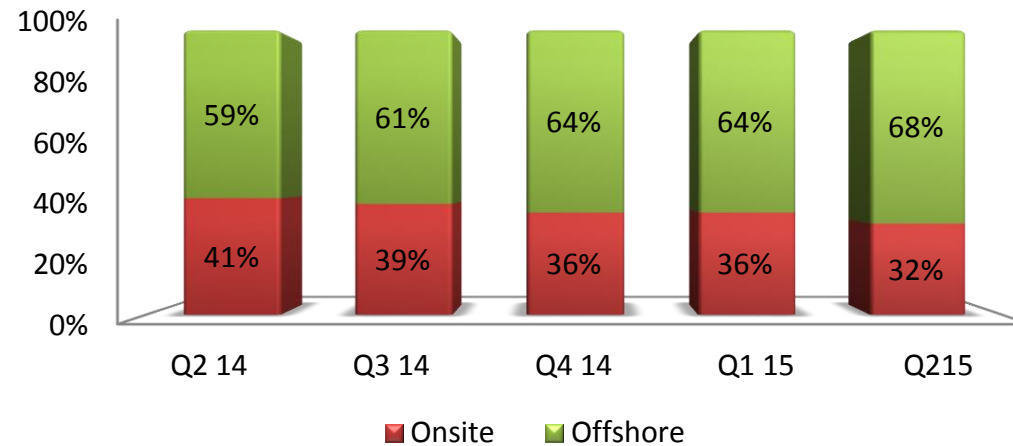
### Revenue \$ mn



### Geography

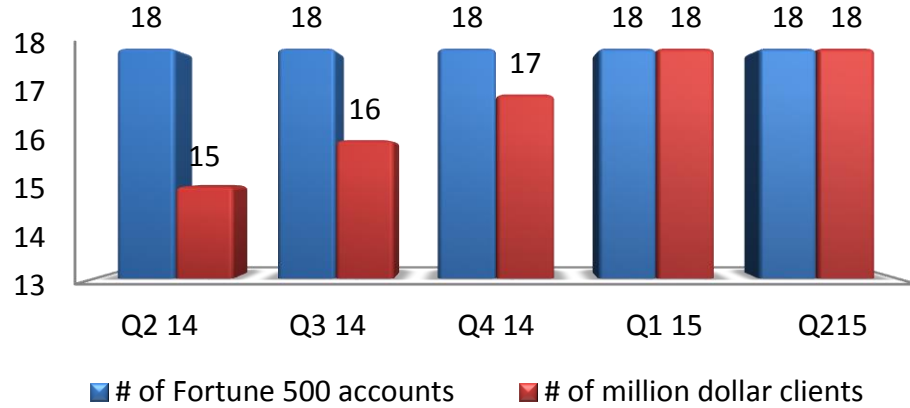


### Onsite / Offshore

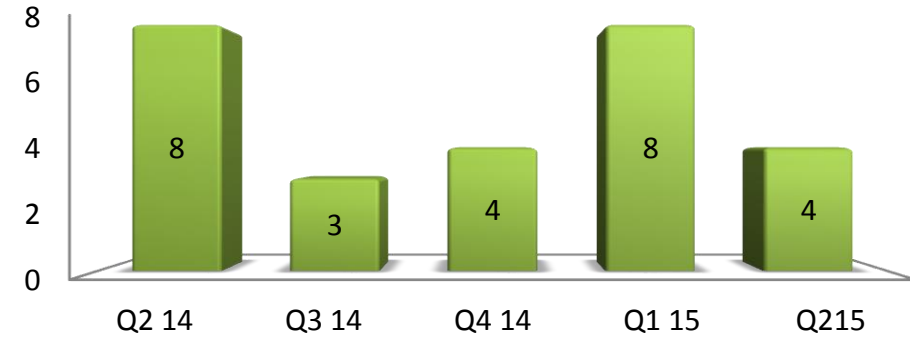


# Revenue by Customers

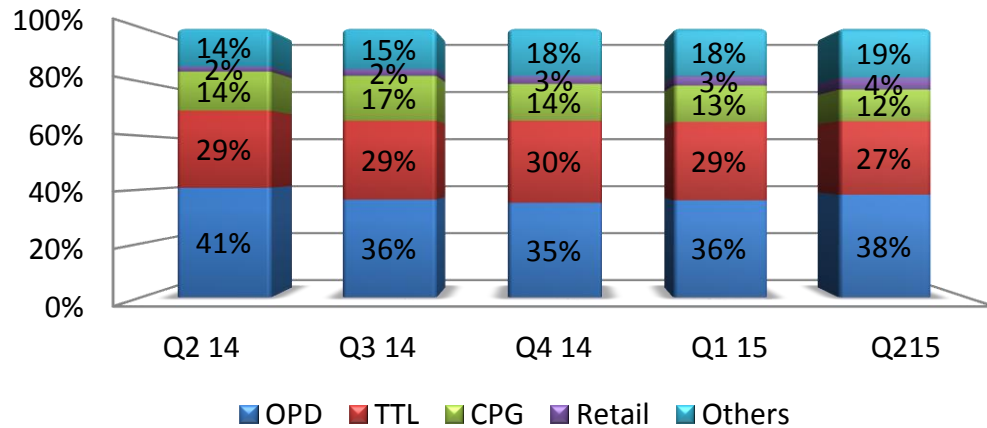
### Customer Category



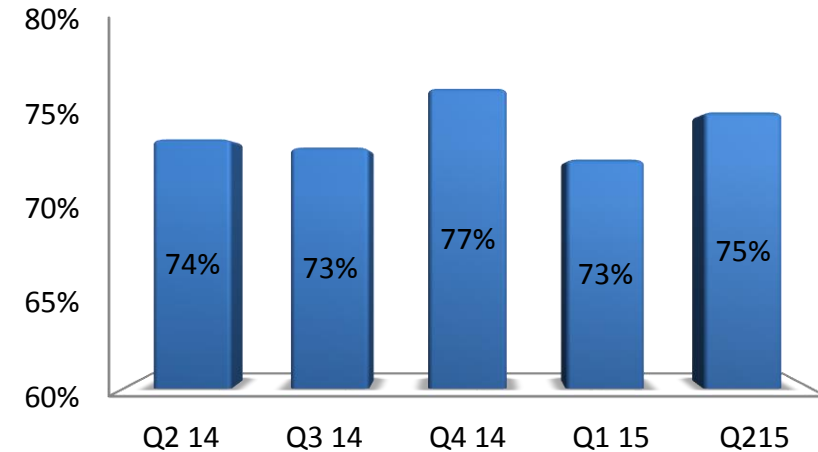
### New Customers



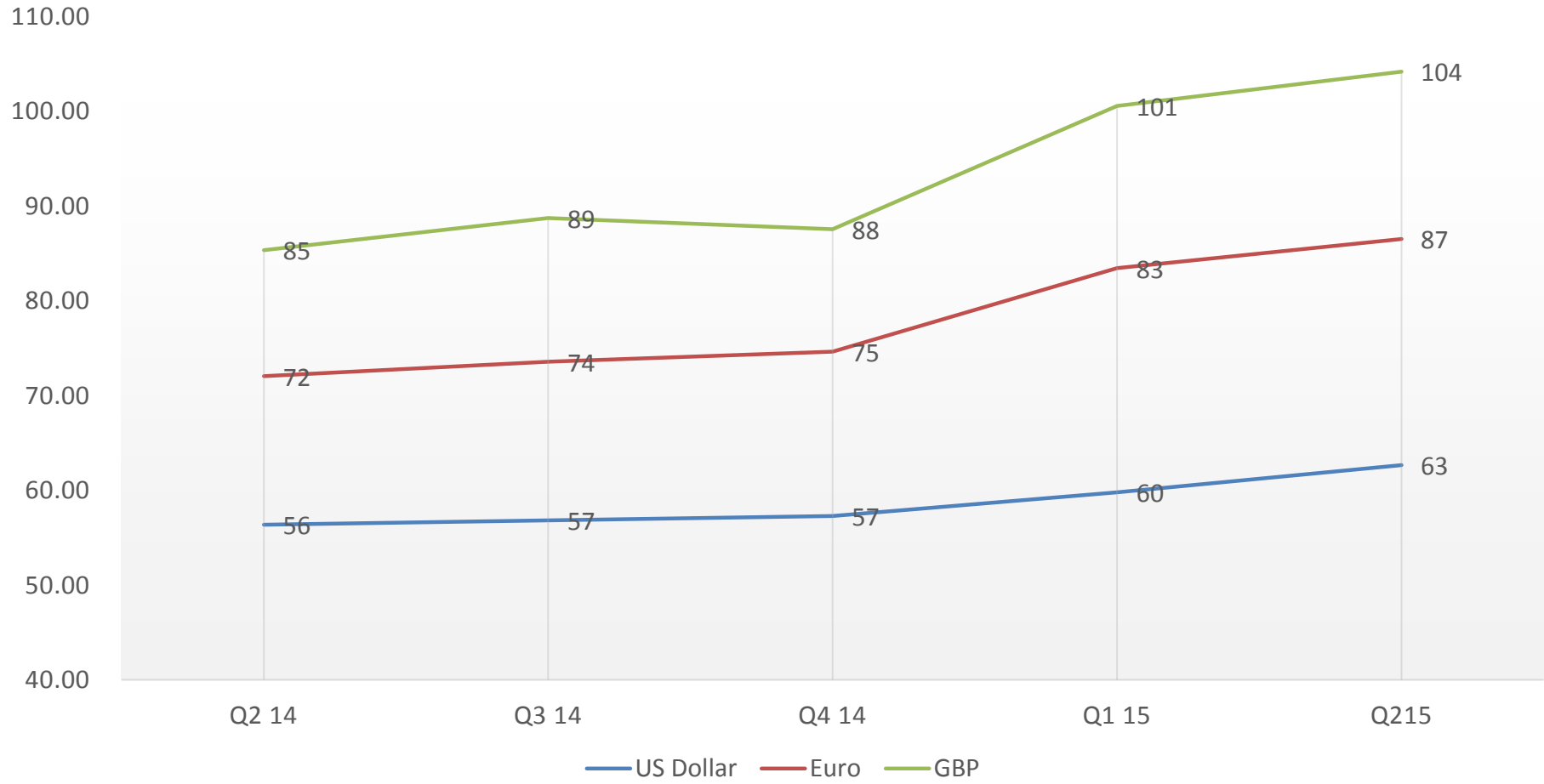
### Vertical



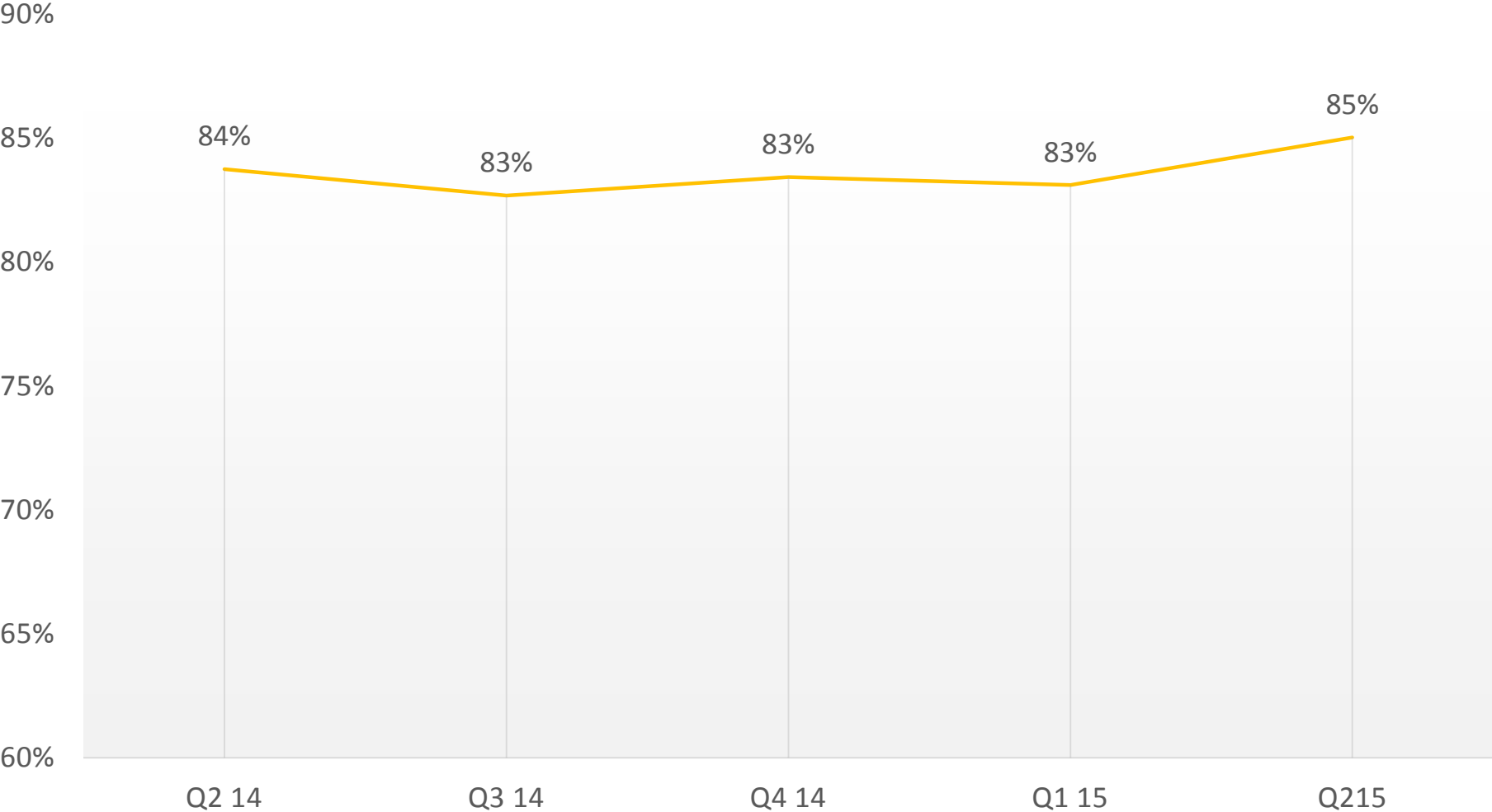
### Revenue from Top 10 customers



# 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, Sonata Software Qatar LLC and Rezopia Inc.
- 60% stake in Rezopia was acquired on 22<sup>nd</sup> August 2014.
- Revenue in \$ mn is for International IT services



Thank You