7th November, 2020

National Stock Exchange of India Limited	BSE Limited
Exchange Plaza, Bandra Kurla Complex,	P.J. Towers, Dalal Street
Mumbai	Mumbai
Kind Attn: Manager, Listing Department	Kind Attn: Manager, Listing Department
Email Id: neaps@nse.co.in	Email Id: listing.centre@bseindia.com
Stock Code - SONATSOFTW	Stock Code - 532221

Dear Sir/Madam,

SUB: Investors' Presentation

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing Investors' Presentation for the quarter and half year ended 30th September, 2020.

The above said presentation is also made available on the Company's website www.sonata-software.com.

Kindly take the same on record.

Thanking you,

Yours faithfully,
For **Sonata Software Limited**

Mangal Kulkarni
Company secretary, Compliance Officer and Head-Legal
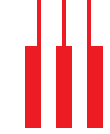
Encl: As above

Sonata Software

Investor Presentation

Q2 2021

Sonata Vision

A world class firm
that is a benchmark for
Catalyzing Business
Transformation for our Clients,
Fulfilling Employee Aspirations
&
Caring for our wider
Community

through Depth of:
Thought Leadership
Customer Centricity
Execution Excellence

For the Customers
IT Partner of choice for transformation thru deeper industry, technology & customer focus

For the Employee
A fun & fearless environment where the potential & passion for work flourishes

For the Community
CSR initiatives to support IT needs of projects with Social impact
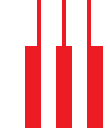
Sonata – Corporate Entity

The Company	**30+ YEARS** as a IT Solutions Provider	**$427+ M REVENUE** 15% 3 Yr. CAGR	**4000+ TEAM** across US, EU, Asia & ANZ	**SEI CMMI L5, ITIL & ISO** certified
Industry Focus	**CPG , distbn,& MFG** Consumer Goods, Industrial Goods, Wholesale	**RETAIL** Apparel, Hard Goods, Grocery, Hypermarket	**TRAVEL** TO, OTA, Airline, Rail, Hotel, Cruise	**SOFTWARE VENDORS** ERP, SCM, Retail, Travel
Competencies	**DIGITAL** Platform engineering, cloud modernization, data analytics and ai**,**	**Modern APPLICATION LIFECYCLE SOLUTIONS** Devops, rpa, automated validation ,cloud management	**PLATFORM IP** Brick & Click Retail, Rezopia Digital Travel, Modern Distribution	**TECHNOLOGY INFRASTRUCTURE SOLUTIONS** Software, Cloud, Server & Storage, Systems Integration
Credentials	**CUSTOMERS** Global fortune 500 companies sustained relationships over 15 years	**TECHNOLOGY** Microsoft full stack,MS dynamics , AWS,GCP Open Source,	**Strategic acquisitions and investments** Ibis, halosys, rezopia, sopris, scalable, gbw	**FINANCIAL** National Stock Exchange Listed Public Ltd Co

A Global IT Solutions Organization, with focused Industry Verticals, versatile Portfolio of Services covering wide range of Technologies and delivering value through our unique Platformation™ approach

3
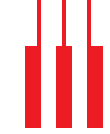
Sonata Story – differentiated strategy

- Platformation™
- Long term relationships with clients
- Alliance with Microsoft
- IP led – investment in IP in key industries
- Engineering excellence and investment in advanced technologies
- Track record of running mission critical operations on cloud with own IP
- Talent stability at the top management
- Acquisitions and Competency around MS Tech
- India Domestic Business

Vertical Focus

- Retail, travel, distribution & CPG, ISV, Commodity Trading, and services industry – field services
- IP – Brick and Click, Modern Distribution, Agri Business, Rezopia, service industry, GBW
- Platform led Digital Transformation
- Track record

What is different about Platformation™ as a tool for Digital Transformation

- Sonata's structured process for Platformation comprises the following :

- Digital Business Process Library & Identification

- CDAT based approach

- Platform Maturity Assessment (Separate Business & Technology maturity assessment)

- Marchitecture™ aligned to CDAT

- Platform Characteristic Requirements (With a 16 point Framework **)**

- Technology Architecture to achieve the Platform Characteristics

- Cloud Engineering (Cloud Native Development)

- Data Platform Methodology (Structured Assessment of Data Infrastructure & Platform)

- Accelerated Platform Engineering (Solution Accelerators)
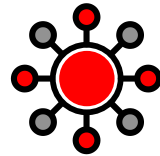
- IPs aligned to Platformation™
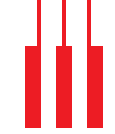
Platforms - the secret behind the digital economy's most successful companies
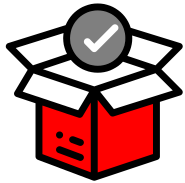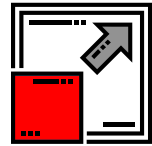
OPEN   SCALABLE   CONNECTED   INTELLIGENT

Sonata's approach to Digitizing business using platforms

PLATFORMATION™

Approaches to achieve Platformation™

Sonata READY	Sonata ACCELERATE	Sonata CUSTOM
• End-to-end, industry-specific digital business platforms	• Deploy popular horizontal platforms adding required functionality	• Engineer custom platforms that deliver unique digital capability and scalability
Omni channel reservation system for a large Australian rail network built on a travel platform ensuring seamless booking experience	Versatile retail store and e-Commerce integration for a US fashion brand ensuring scalable, omnichannel shopping experiences	A US-based travel company innovating on membership-based business models, increasing bookings by 200%, and scaling service 6X

Global Full Stack Microsoft Partner aligned to the Digital Transformation vision

25 Years
MICROSOFT PARTNER
GISV, ISP, CSP, ISV Dev Centre, SI.
Country Partner India 2014, 15, 17.
Global alliance footprint

15 Gold certified competencies. Skills in Dynamics 365, Power BI, Cortana, Azure, .Net, Mobility

360 Partner Partnership
Product Engineering, Professional support, Delivery, LSP partner for MS, MCS and ISV/SI ecosystems.

DIGITAL TRANSFORMATION for
Retail, Consumer goods, Distribution, Commodity Trading, Field Service, Travel, ISV

PLATFORM IP
ON MS DYNAMICS & AZURE
Brick & Click, Modern Distribution, Commodity Trading, Rezopia, Kartopia, Halosys, Rapid

STRATEGIC ACQUISITIONS
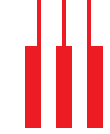Scalable Data Systems, Sopris Systems & IBIS Inc
Investment in Retail 10X

2500+ TEAM
On Microsoft Technologies with
1200 + on Microsoft Biz Apps

Clients
ACROSS THE GLOBE
USA, Europe, Asia, India, Australia, Middle East

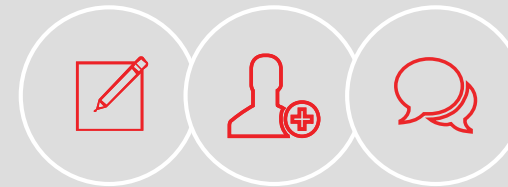Over 230M+ USD pa revenues to Microsoft across service lines

Delivering value through
our innovative engagement models

Customer-Specific Center of Excellence

- Governance
- Leadership role
- Strategic metrics

- Value Co-creation
- SLAs and outcomes
- Co-investment in IP

TECHNOLOGY | SKILLS | ASSETS | PROCESSES

Charter ▶ Domain Knowledge | Technical Knowledge | Knowledge Management | Innovation | Process & Capability | Reusability

Commercial Models: Project-based | Outsourced | Output-based

Build-Operate-Transfer | Turnkey-managed | Joint Venture

With a team nurtured to make a difference

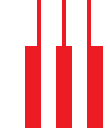| Deeper roles	Regular exposure to newer technologies, evolving business scenarios, and building cross-functional expertise
Customer impact	Continuous exposure to clients to assess business impact of solutions delivered
Freedom to contribute	Our flexible working style encourages ideation within broad boundaries
Growth	Early identification, mentoring, and nurturing of talent for growth by senior leaders

" We need to take a pause and appreciate the drive and determination we have seen from every player on what is a complex effort and delivery. We commend you all for your effort...keep up the good work! "

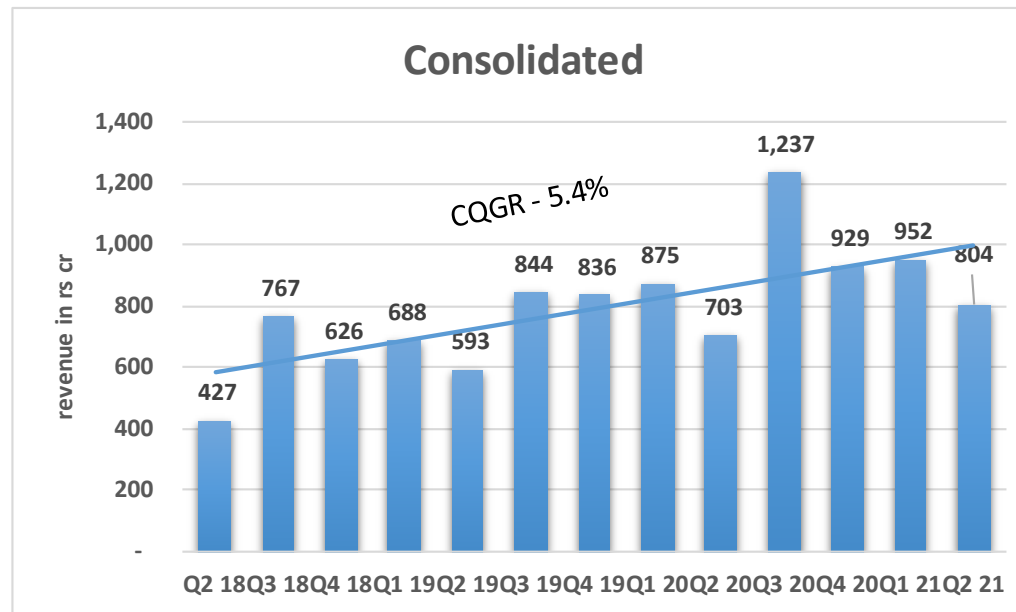Director – Platform Systems, US Travel Leader

Financials
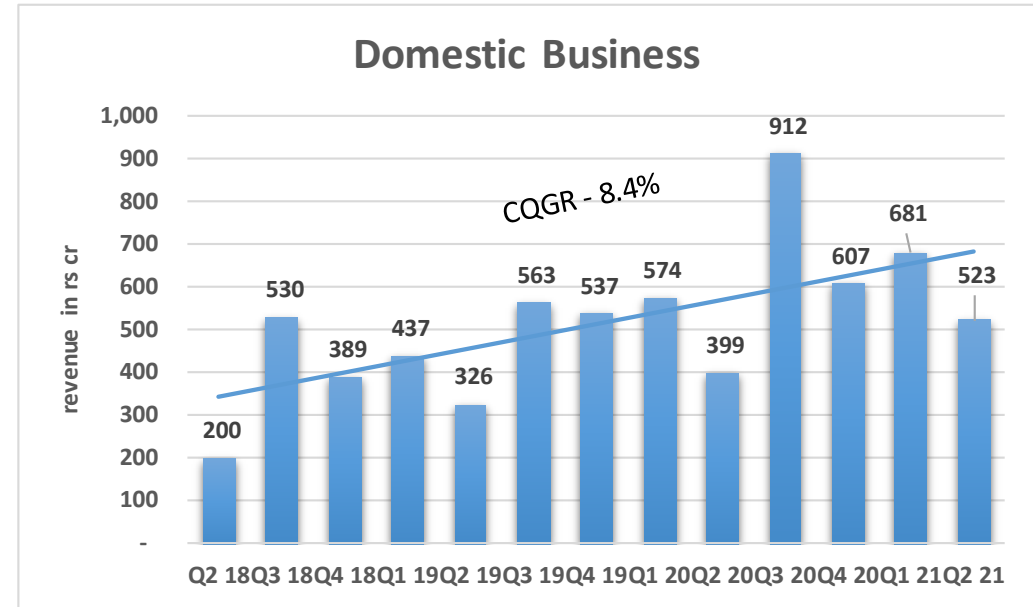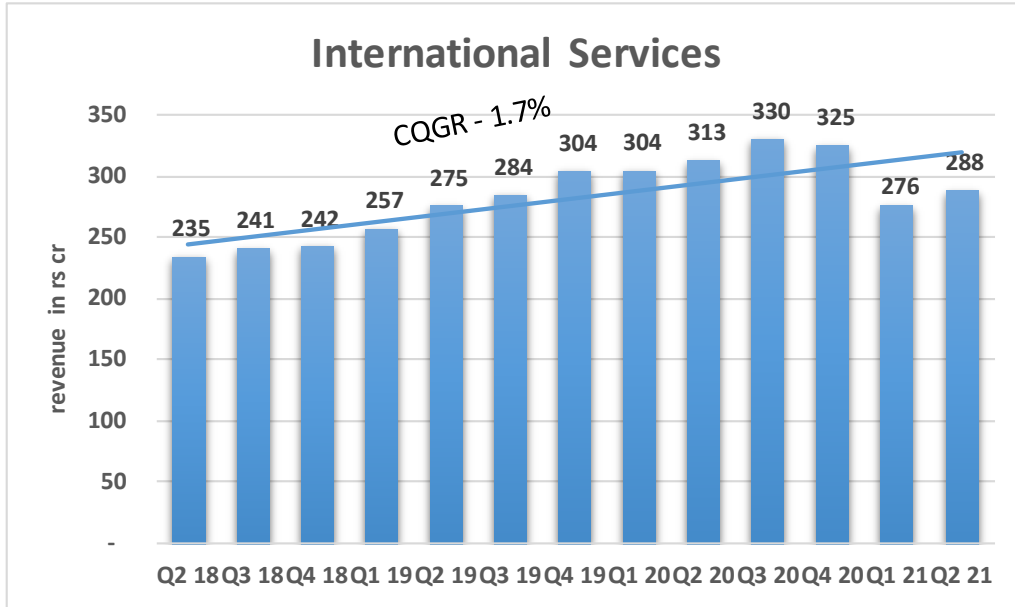
Strong Execution

- Growth from existing clients
- Acquiring new clients
- Strong growth in new clients
- Alliance led growth
- IP led growth
- Platformation™ led growth
- Margin levers on utilization and revenue per person
- High-end service mix
- Digital execution and growth
- Strong growth in India Business and Strategic Advantage
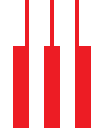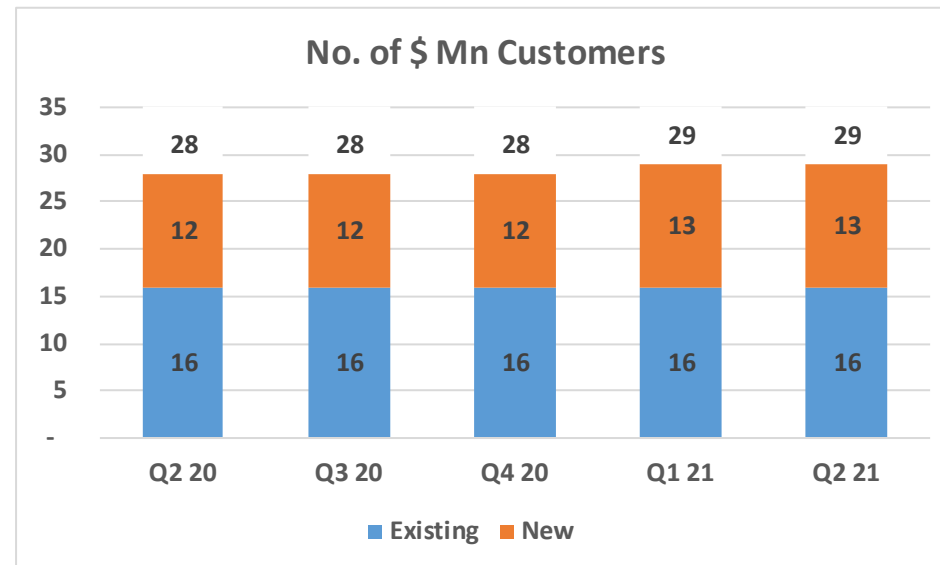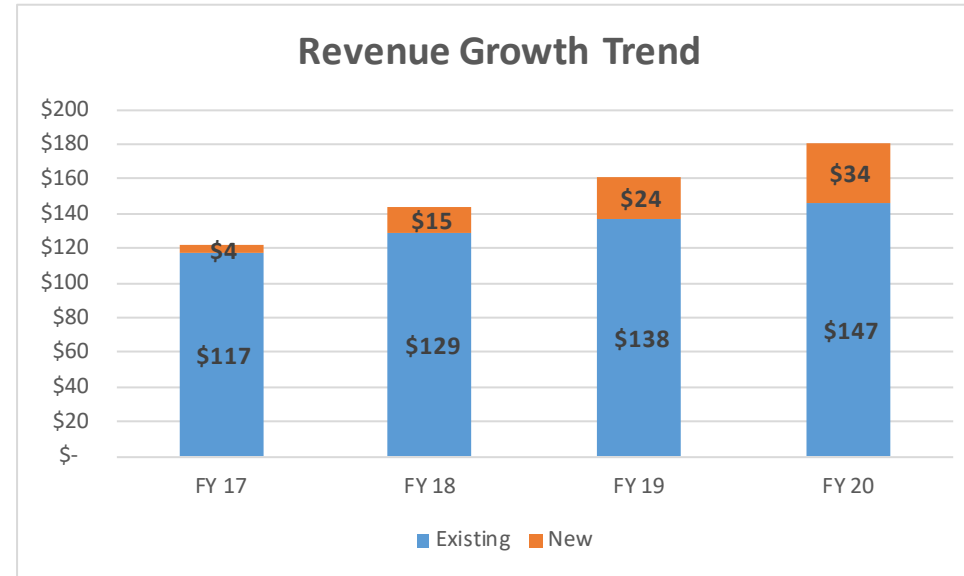- Consistent growth in revenues & margins over 8 years
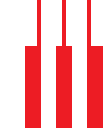
Financial Management

- Focus on ROCE and RONW
- Focus on margins
- Focus on strong cash management
- Sound capital allocation
- Very strong credit and risk management in India business

Revenue – last 12 Quarters

International Business Revenue Growth

International Revenue $Mn

revenue in usd mn

	Q3 18	Q4 18	Q1 19	Q2 19	Q3 19	Q4 19	Q1 20	Q2 20	Q3 20	Q4 20	Q1 21	Q2 21
	37.4	37.4	37.8	39.2	40.8	43.5	44.3	45.4	46.8	44.4	36.5	39.0

Revenue Growth Trend

	FY 17	FY 18	FY 19	FY 20
New	$4	$15	$24	$34
Existing	$117	$129	$138	$147

■ Existing ■ New

No. of $ Mn Customers

	Q2 20	Q3 20	Q4 20	Q1 21	Q2 21
Total	28	28	28	29	29
New	12	12	12	13	13
Existing	16	16	16	16	16

■ Existing ■ New
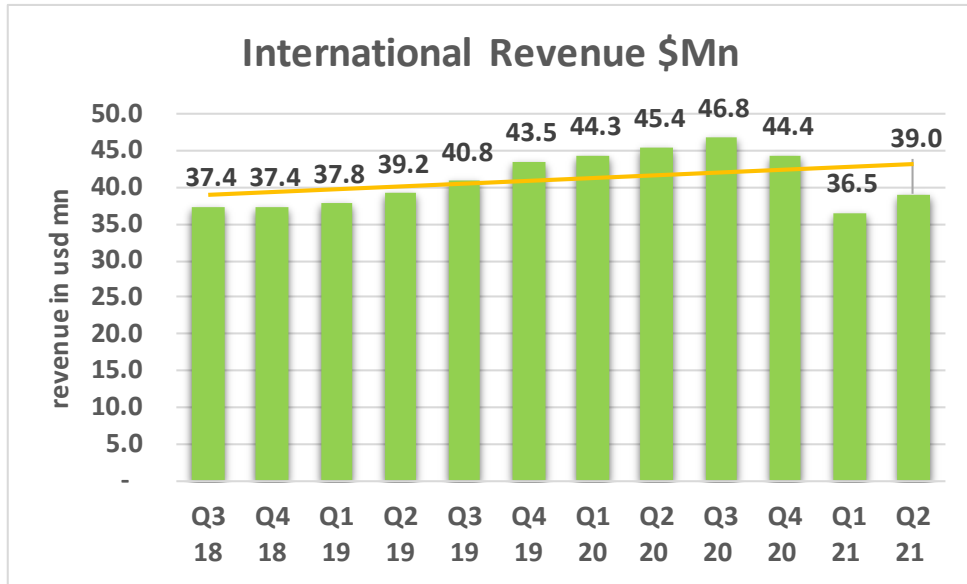
* Indicates Annualized numbers

Consistent Growth Over Last 8yrs

Consolidated Revenue and EBITDA

Amount in Rs Cr.

Consolidated Revenue CAGR - 17%

Consolidated EBITDA CAGR - 37%

	FY 13	FY 14	FY 15	FY 16	FY 17	FY 18	FY 19	FY 20
Revenue	1,311	1,566	1,682	1,941	2,371	2,454	2,961	3,743
EBITDA	59	117	191	239	246	278	366	431

International IT services – Revenue by Customers

New Customer
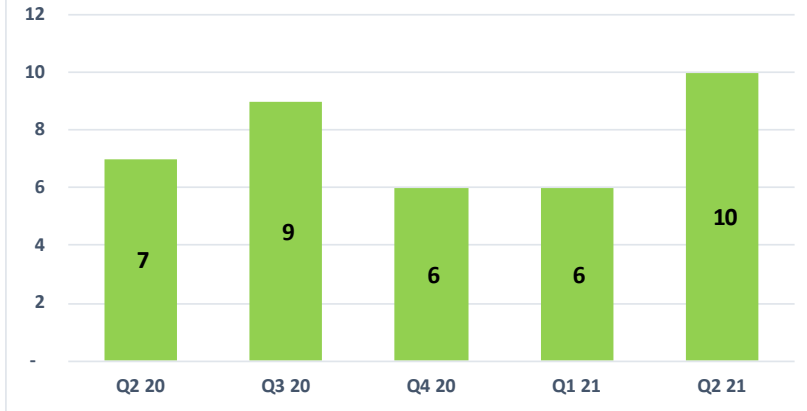
Quarter	New Customers
Q2 20	7
Q3 20	9
Q4 20	6
Q1 21	6
Q2 21	10

Revenue from Top Customers

	Q2 20	Q3 20	Q4 20	Q1 21	Q2 21
Top 5 Customer	59%	57%	57%	53%	55%
Top 10 Customer	65%	66%	64%	59%	61%
Top 20 Customer	73%	75%	73%	69%	71%

No of Customer by Geo

- Europe, 34
- US, 52
- ANZ, 25
- Asia, 10
- Middle East, 2
- India, 23

Revenue Mix by Geography

	Q2 20	Q3 20	Q4 20	Q1 21	Q2 21
USA	53%	54%	54%	64%	51%
Europe	30%	30%	30%	16%	26%
Rest of World	17%	16%	16%	20%	23%

Customer Category

	Q2 20	Q3 20	Q4 20	Q1 21	Q2 21
# of Fortune 500 accounts	24	24	25	27	28
No. of Global 2000 customers	30	30	31	33	34
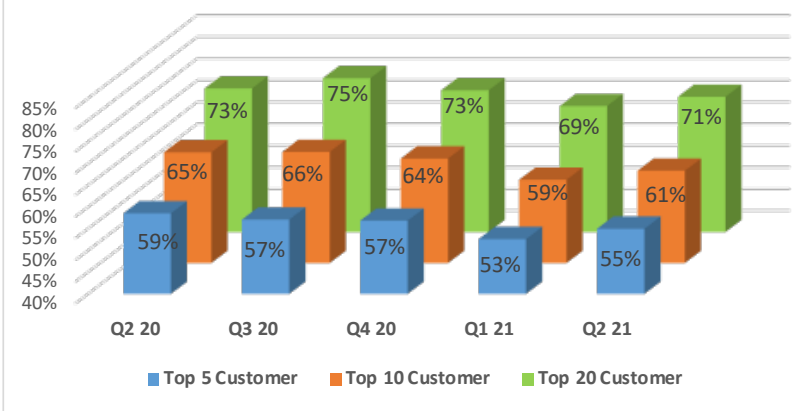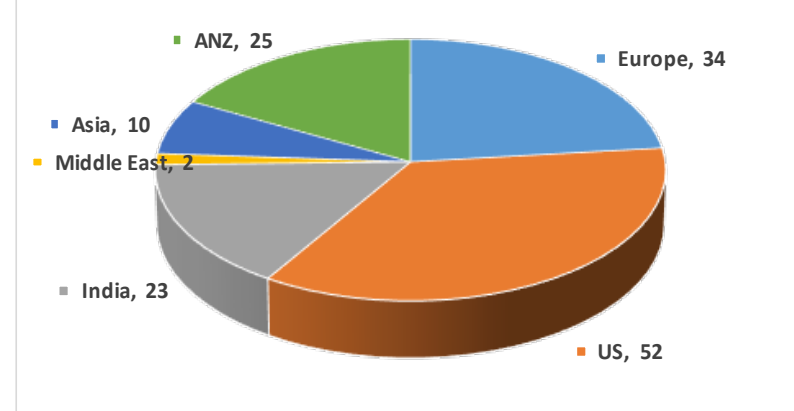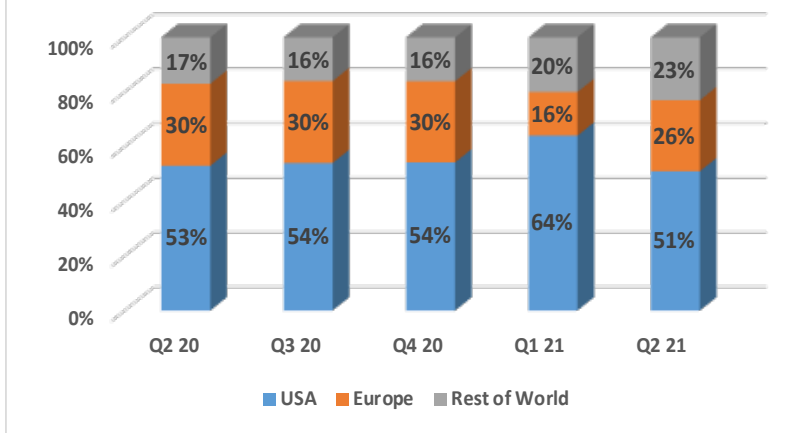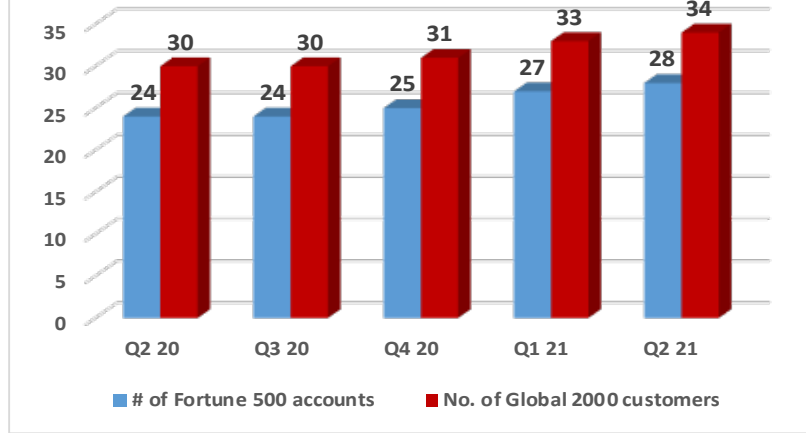
No of Customer by Verticals

- ISV, 13
- TTL, 8
- Retail (Essentials), 12
- Retail (Non Essentials), 10
- Distribution & Manufacturing, 51
- Commodity Business & Service Industry, 14
- Others, 38
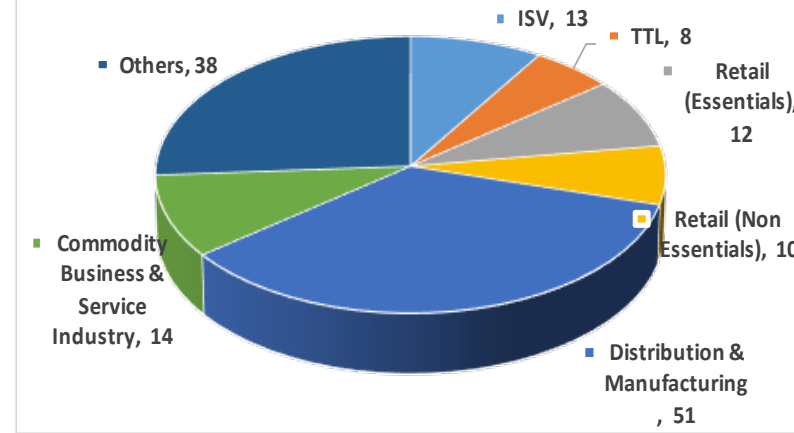
Revenue - High end Service Mix and Vertical Mix
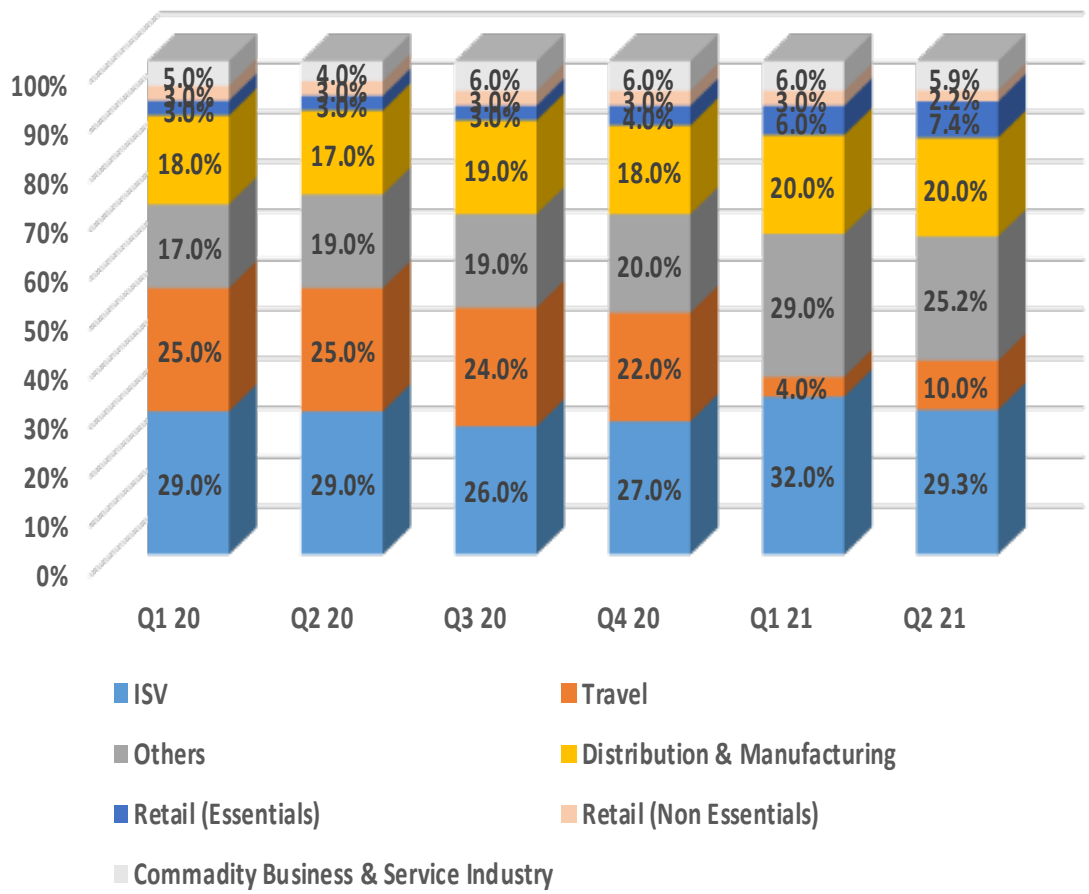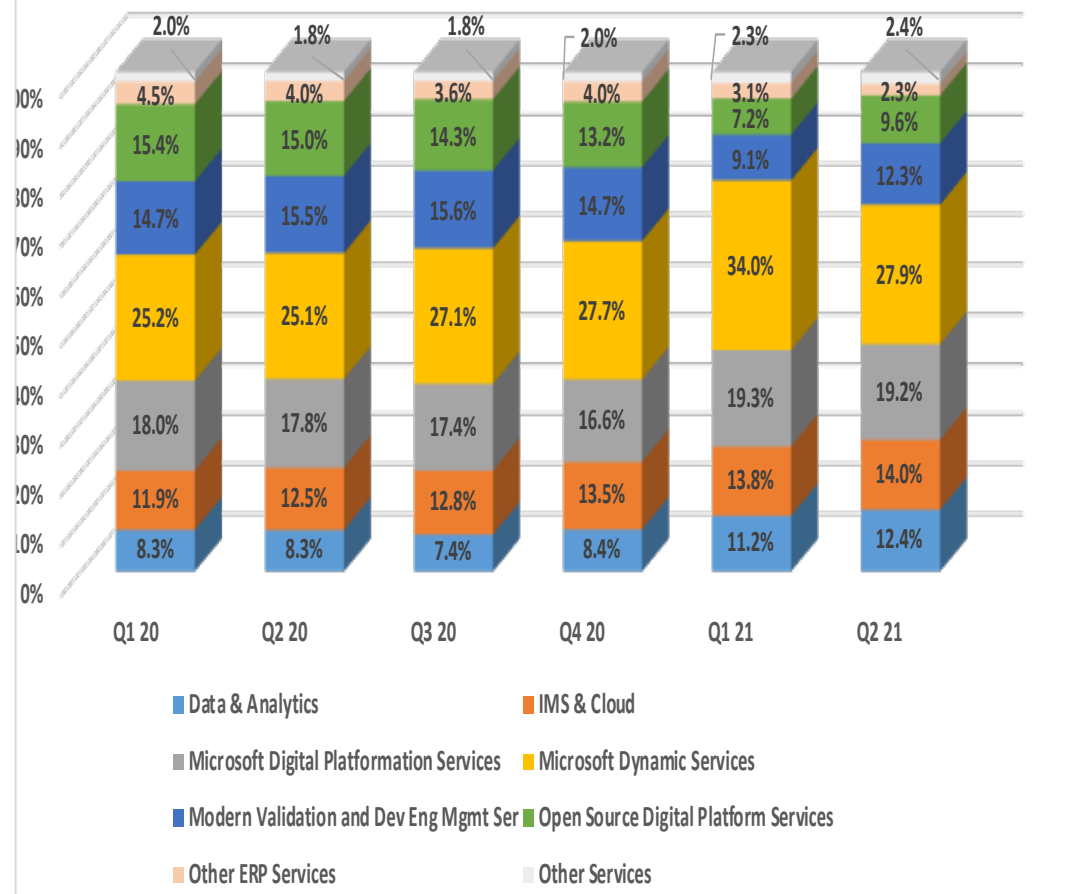
Platformation and IP Led Revenue

IP Led Revenue %

35%
30%
25%
20%
15%
10%
5%
0%

Q2 20: 24%
Q3 20: 25%
Q4 20: 25%
Q1 21: 33%
Q2 21: 33%

% of Contribution on Total Revenue

Platformation Revenue %

18%
17%
16%
15%
14%
13%

Q2 20: 16% (23)
Q3 20: 15% (26)
Q4 20: 16% (27)
Q1 21: 17% (30)
Q2 21: 18% (33)

Platformation Revenue %   No. of Customers

Digital Revenue

Digital Revenue %

	Q2 20	Q3 20	Q4 20	Q1 21	Q2 21
	37%	38%	38%	54%	60%
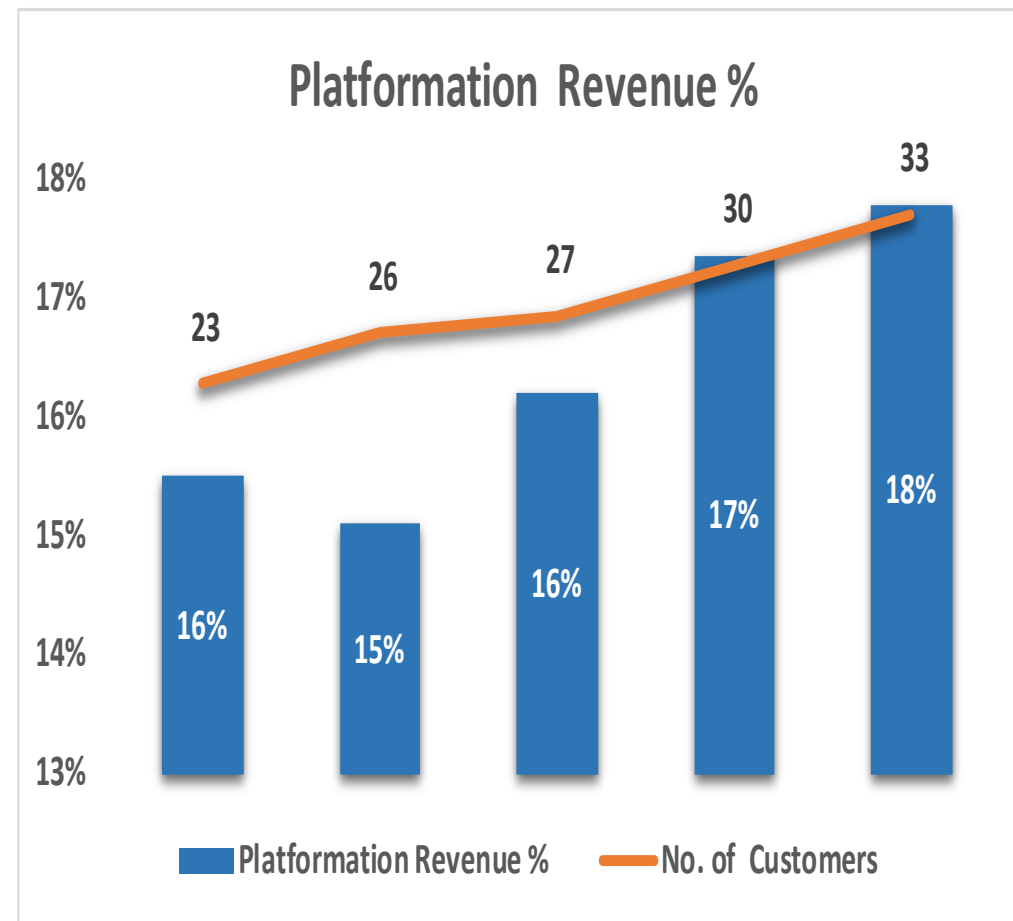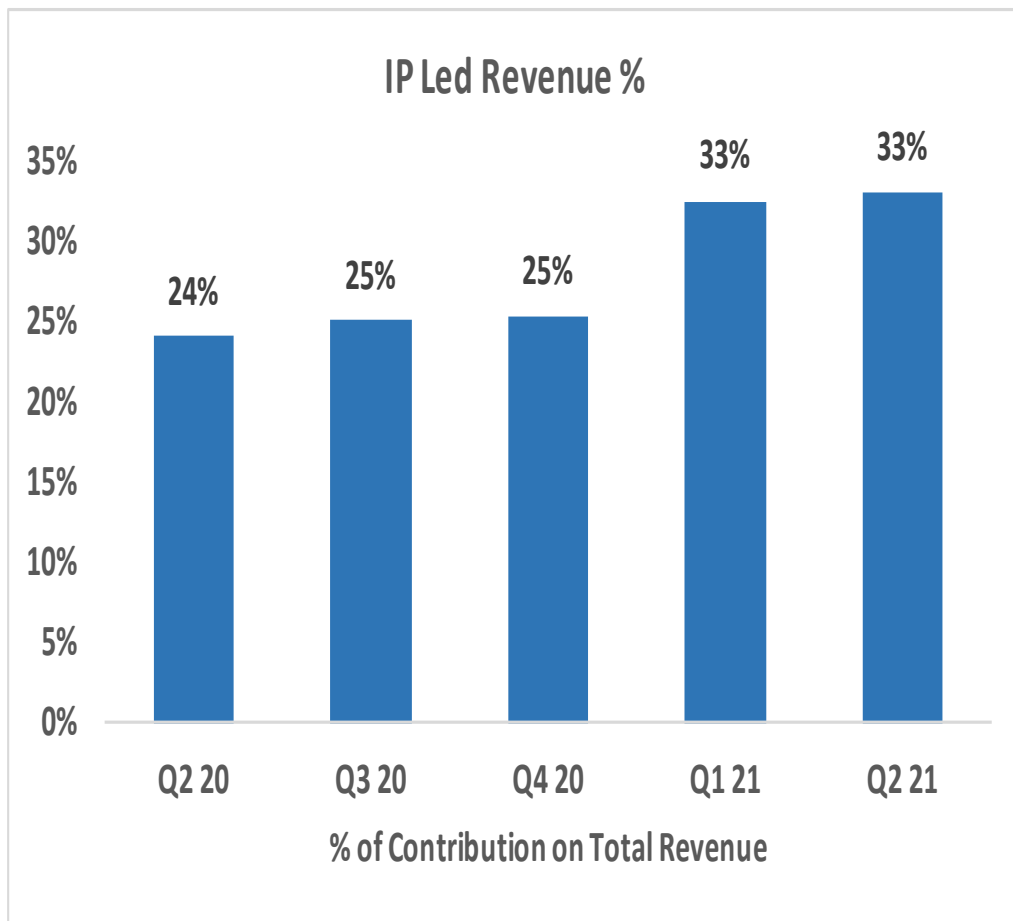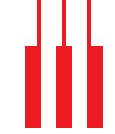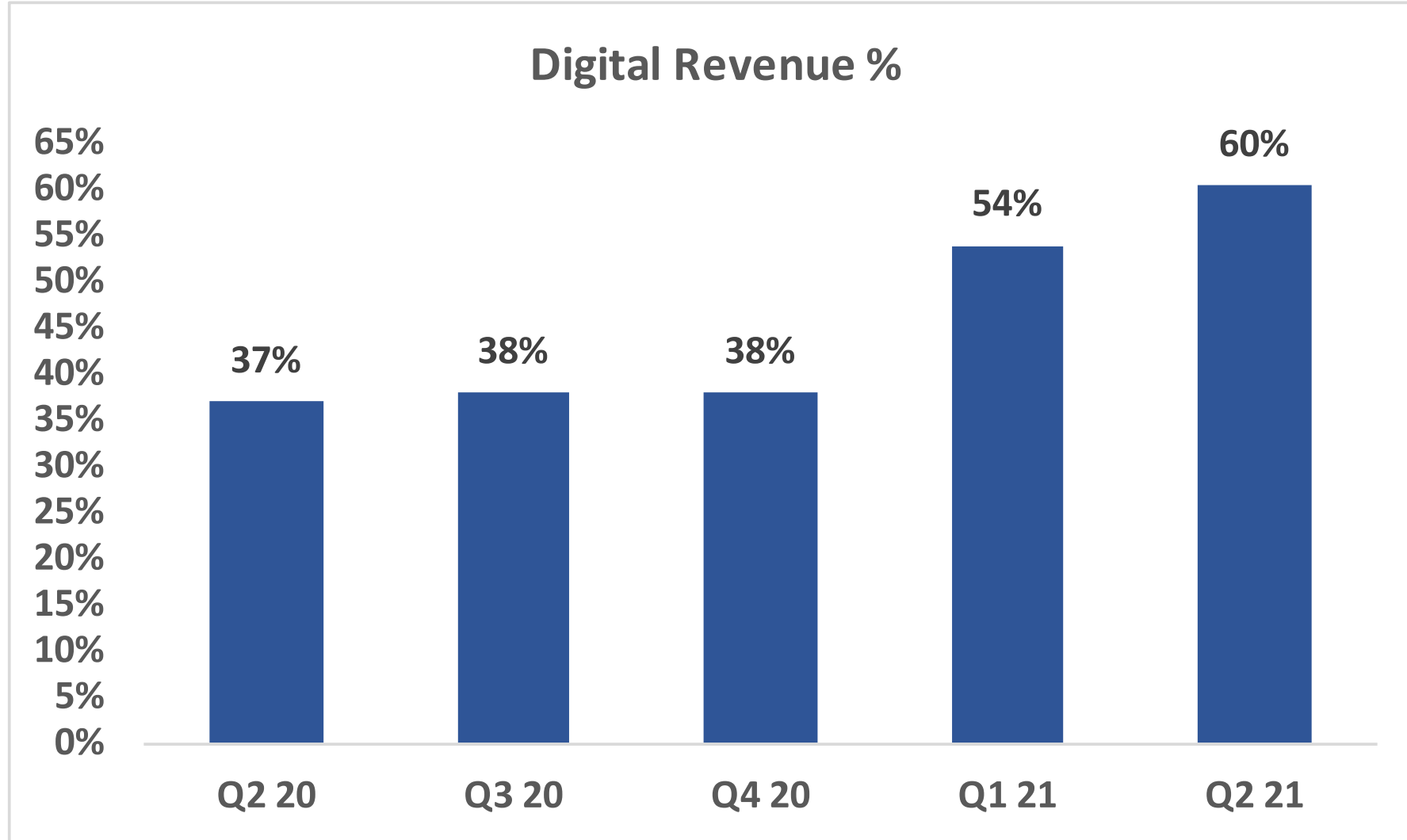
International Business - Revenue Enablers

SONATA
SONATA SOFTWARE

Onsite/Offshore Revenue

	Q2 20	Q3 20	Q4 20	Q1 21	Q2 21
Offshore	56%	58%	59%	62%	63%
Onsite	44%	42%	41%	38%	37%

■ Onsite ■ Offshore
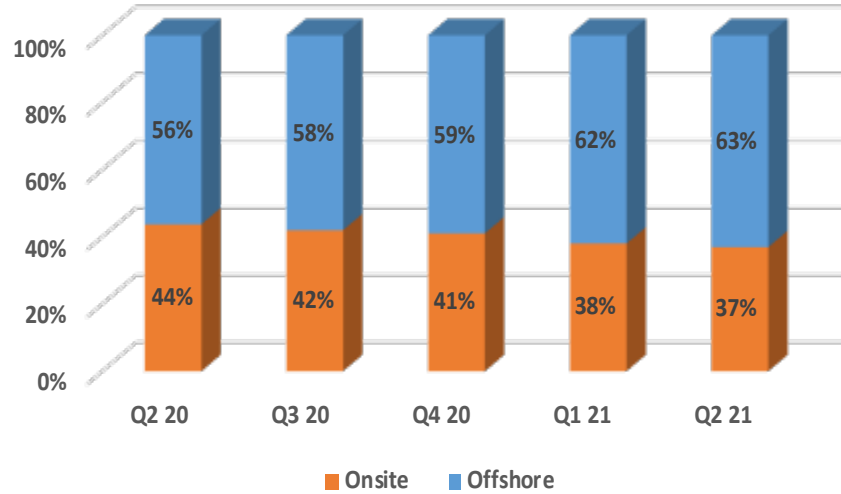
Utilization & Billability

	Q2 20	Q3 20	Q4 20	Q1 21	Q2 21
Billability	88%	89%	85%	83%	87%
Utilisation	78%	79%	75%	70%	77%

── Billability ── Utilisation

Revenue Per Billable HC

	Q2 20	Q3 20	Q4 20	Q1 21	Q2 21
Onsite Rev/Billable HC	156,121	167,915	164,482	175,114	179,750
Offshore Rev/Billable HC	41,287	42,049	43,408	37,268	36,839
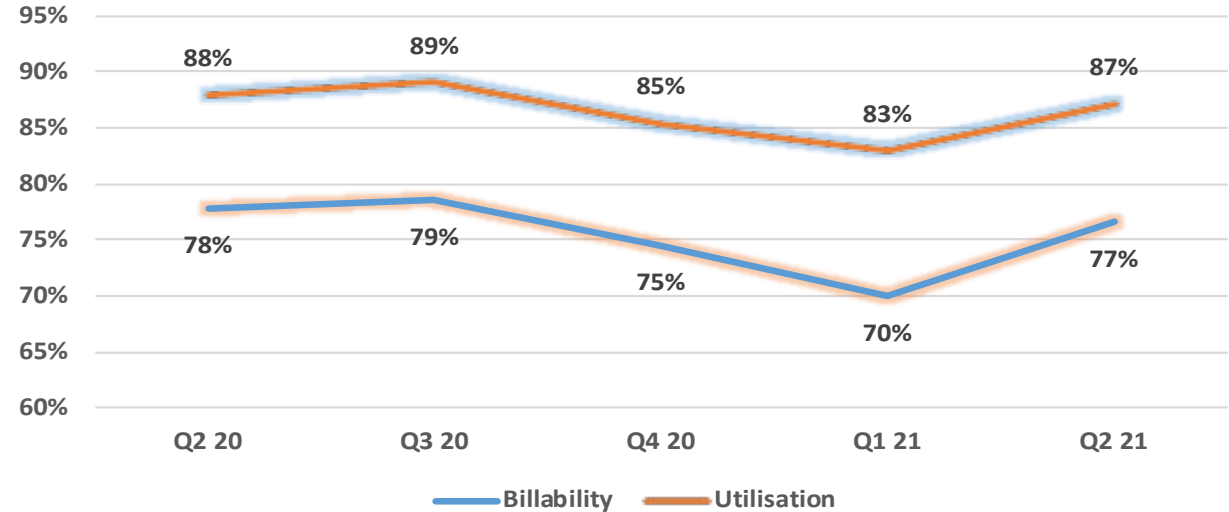
── Onsite Rev/Billable HC ── Offshore Rev/Billable HC

Human Capital

Overall Head Count

	Q2 20	Q3 20	Q4 20	Q1 21	Q2 21
Total	4,181	4,177	4,211	4,111	3,885
G&A	236	235	235	267	262
S&M	199	196	185	183	173
Delivery	3,746	3,746	3,791	3,661	3,450

Legend: ■ Delivery ■ S&M ■ G&A

Headcount by Business Type

	Q2 20	Q3 20	Q4 20	Q1 21	Q2 21
Total	4,181	4,177	4,211	4,111	3,885
Domestic	145	149	145	145	141
International	4,036	4,028	4,066	3,966	3,744

Legend: ■ International ■ Domestic
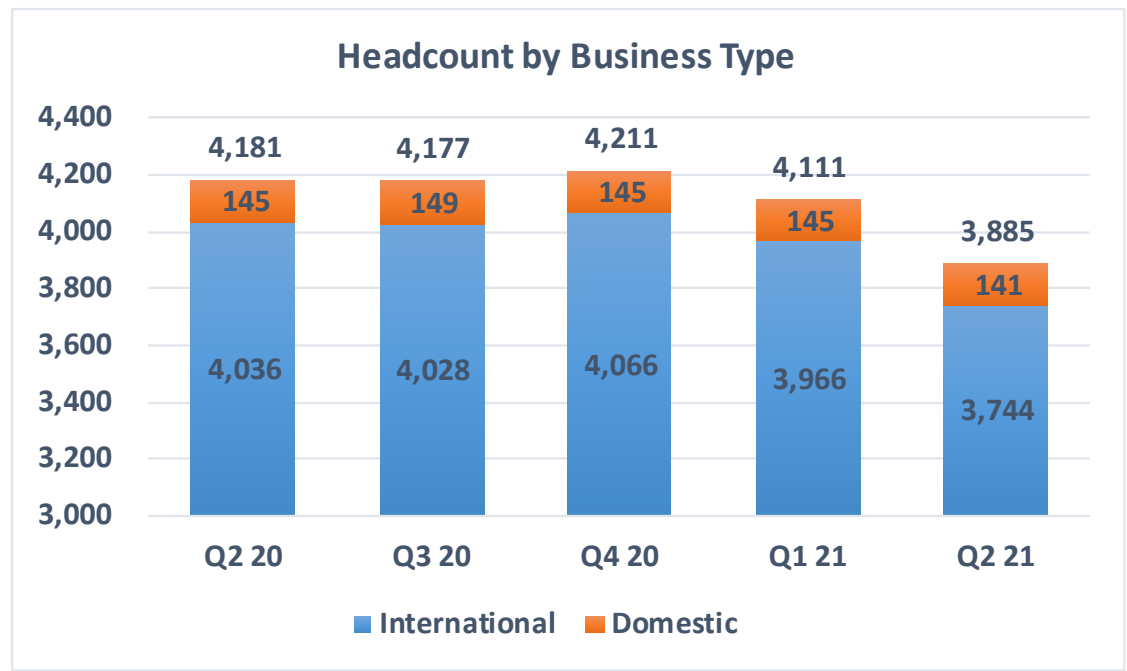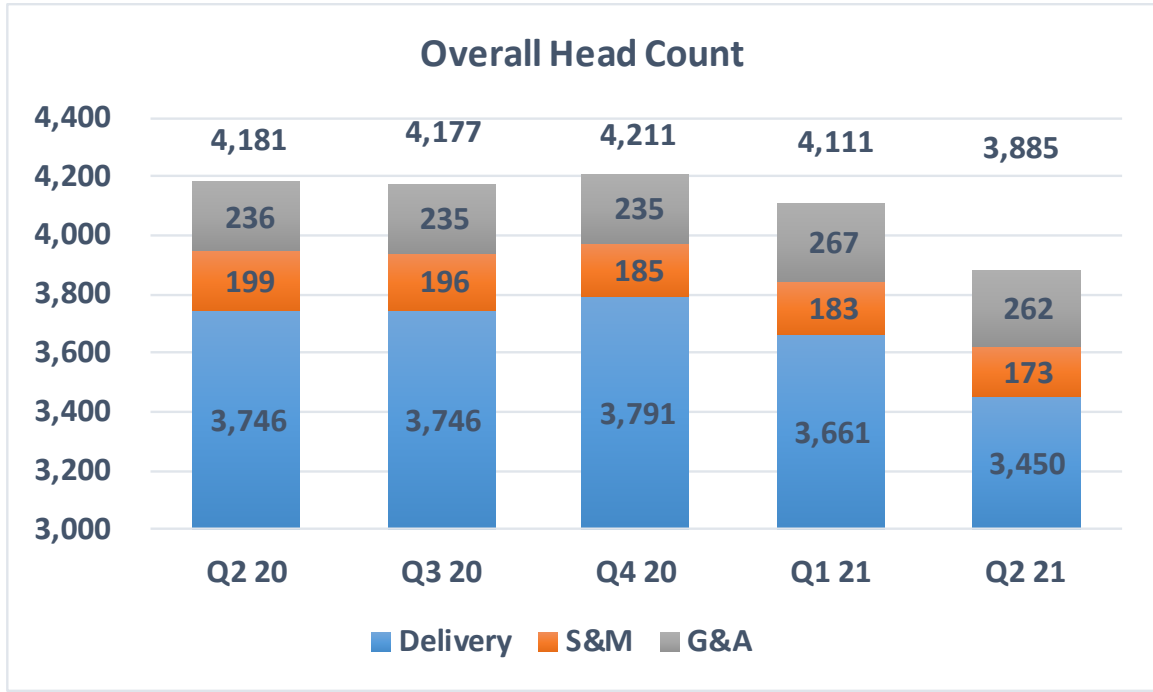
Domestic Business – Revenue & Customer Mix

Domestic Revenue (Annuity/Others)

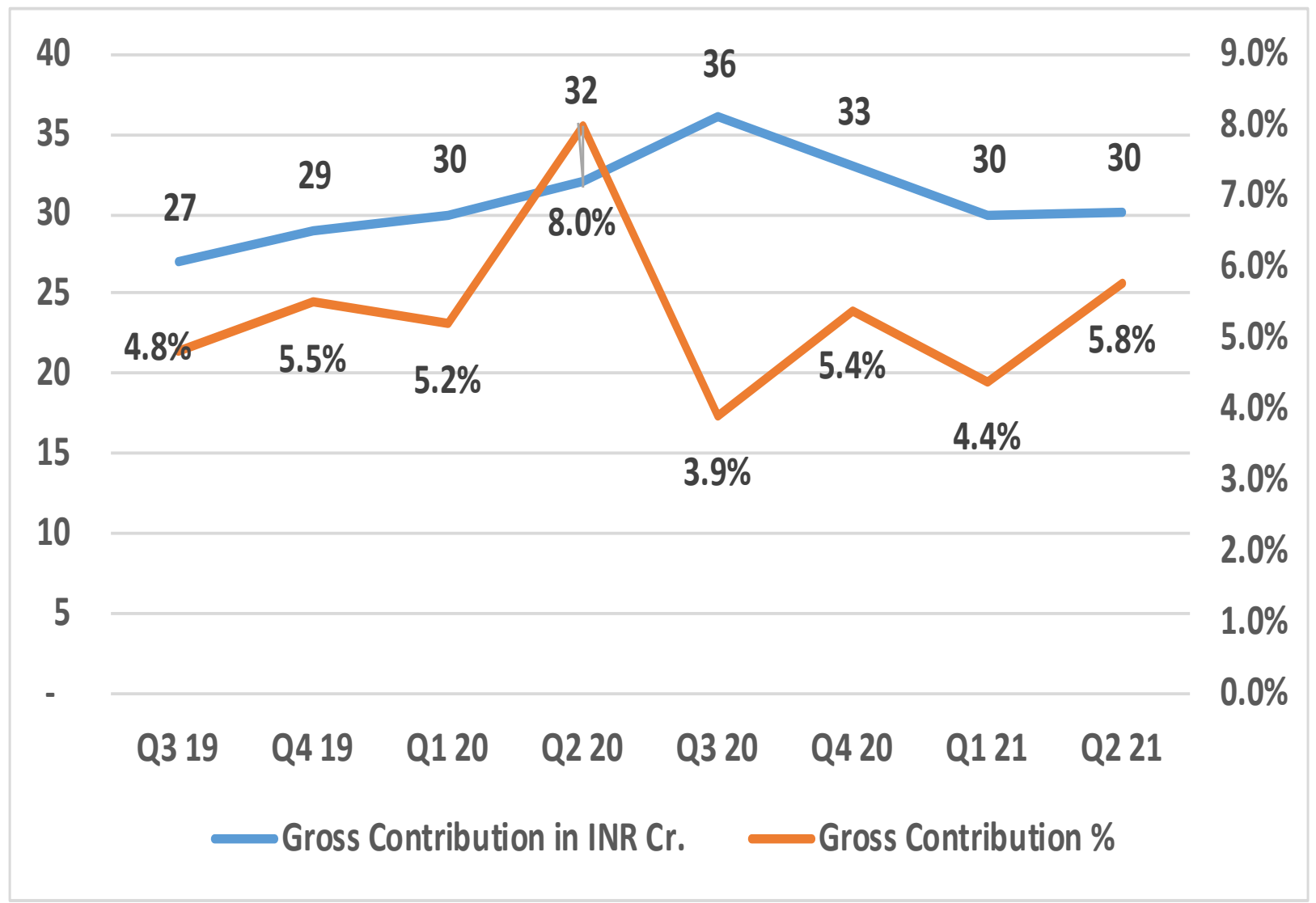|	Q2 20	Q3 20	Q4 20	Q1 21	Q2 21
% of Revenue - Others	40%	38%	36%	36%	34%
% of Revenue - Annuity Biz	60%	62%	64%	64%	66%

Domestic Revenue by Cloud/Non Cloud

	Q2 20	Q3 20	Q4 20	Q1 21	Q2 21
Non Cloud Revenue %	44%	44%	43%	41%	39%
Cloud Revenue %	56%	56%	57%	59%	61%

Domestic Customer Count

	Q2 20	Q3 20	Q4 20	Q1 21	Q2 21
> 25 L upto 50 L	36	24	40	36	34
> 50 L upto 1 Cr	26	25	22	26	24
> 1 Cr	26	19	25	27	24

Domestic Customer by GC%

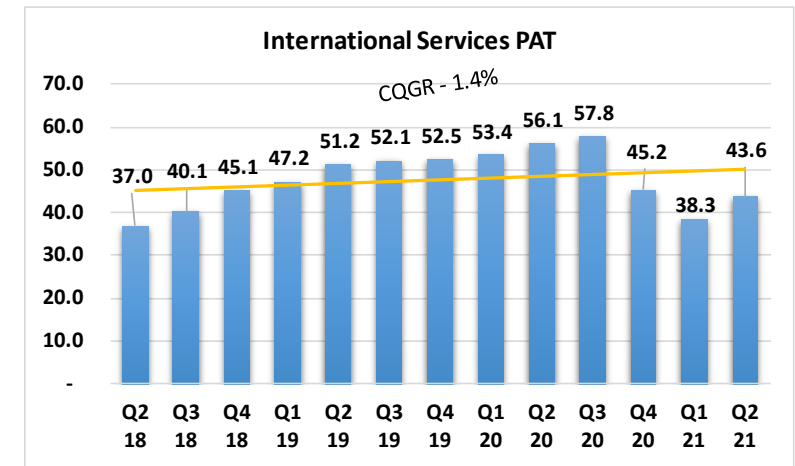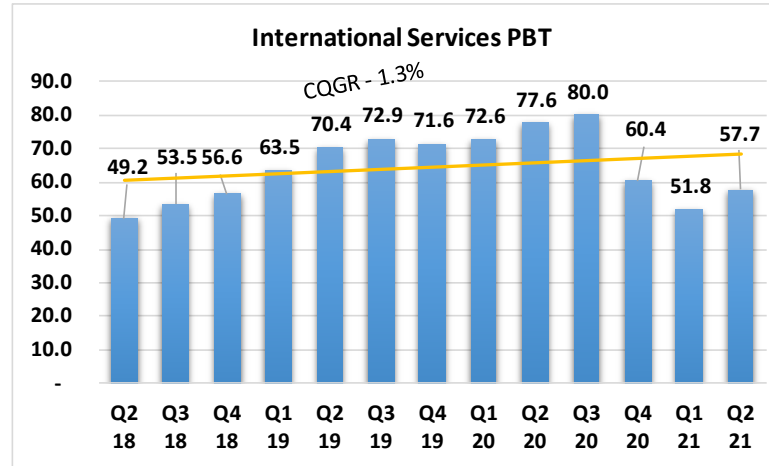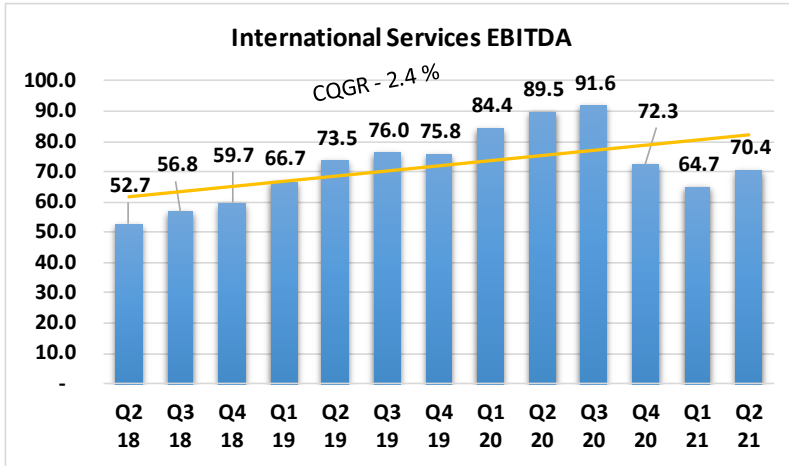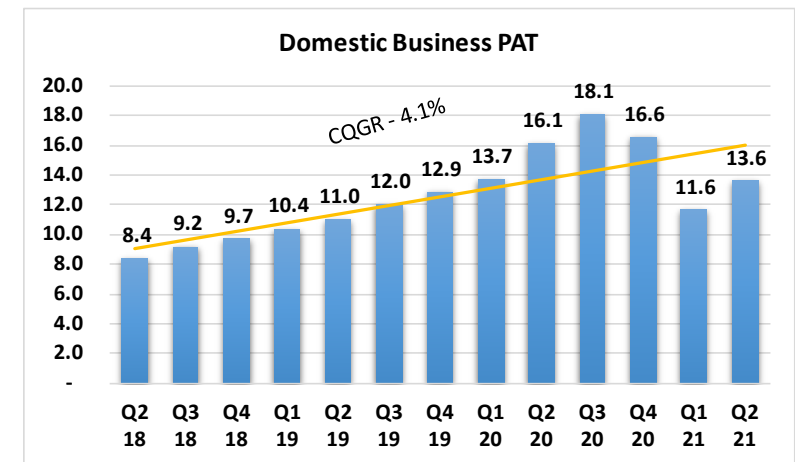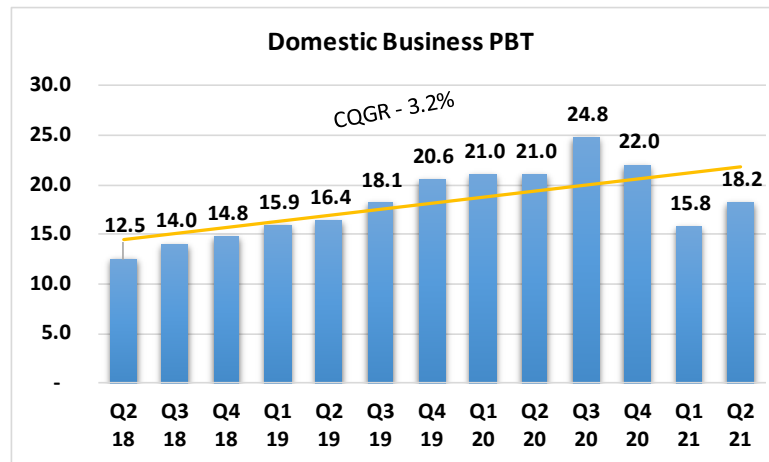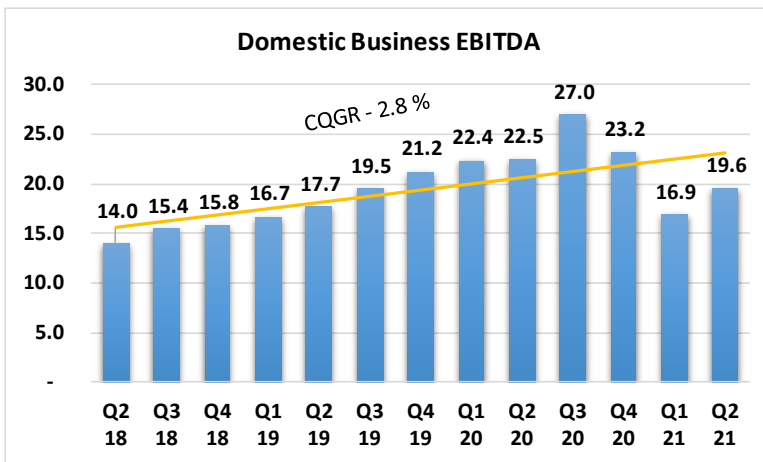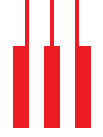|	Q2 20	Q3 20	Q4 20	Q1 21	Q2 21
Upto 25 L GC	5%	7%	12%	11%	11%
> 25 L upto 50 L	11%	5%	11%	11%	9%
> 50 L upto 1 Cr	16%	11%	12%	14%	14%
> 1 Cr	68%	77%	64%	65%	66%

Domestic Business - Gross Contribution
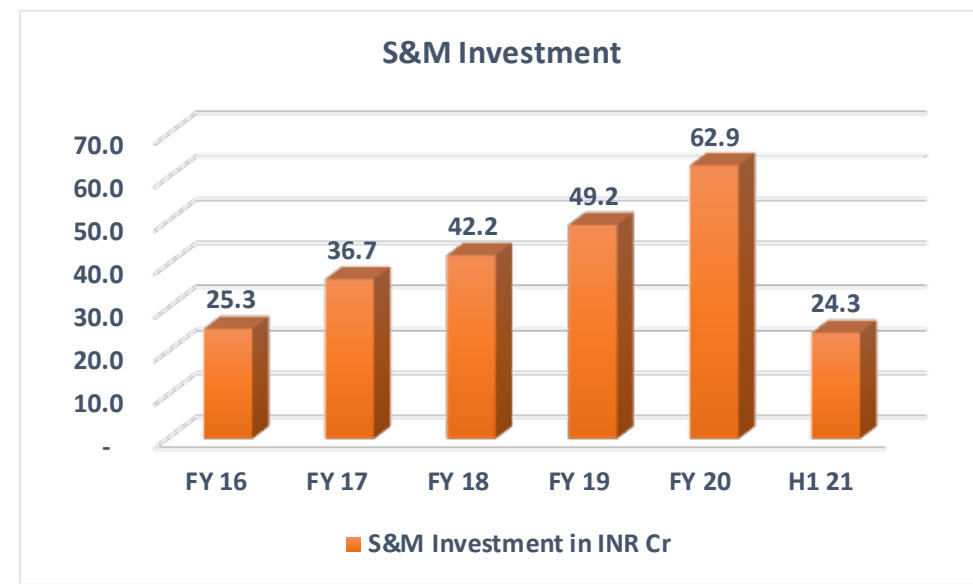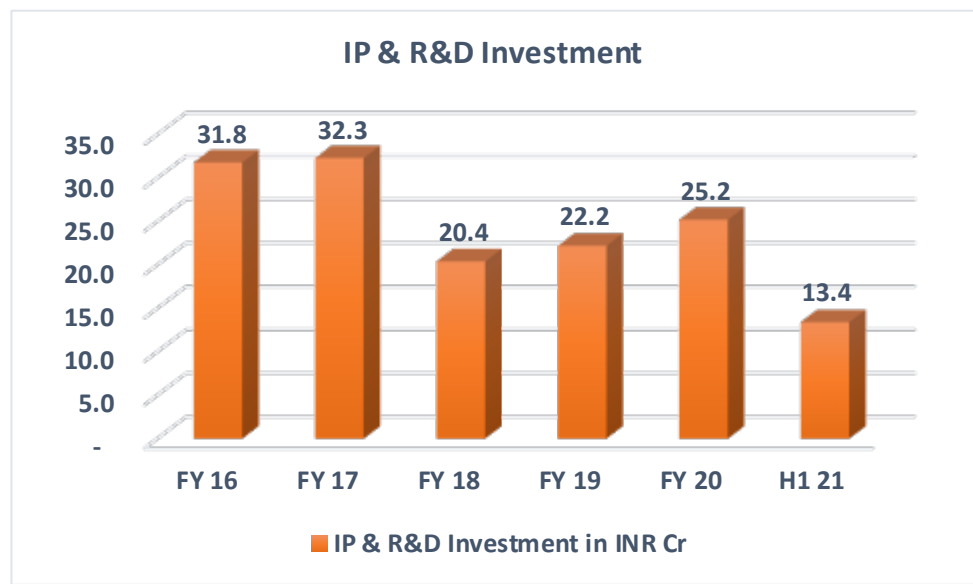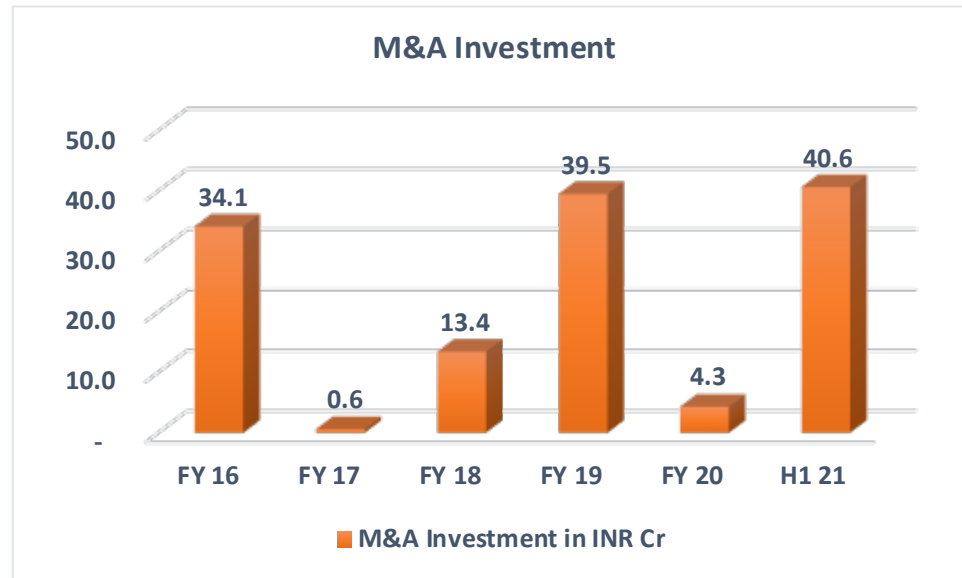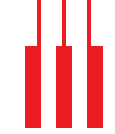
EBITDA, PBT and PAT – last 12 Quarters

International Services

International Services EBITDA

CQGR - 2.4 %

Q2 18	Q3 18	Q4 18	Q1 19	Q2 19	Q3 19	Q4 19	Q1 20	Q2 20	Q3 20	Q4 20	Q1 21	Q2 21
52.7	56.8	59.7	66.7	73.5	76.0	75.8	84.4	89.5	91.6	72.3	64.7	70.4

International Services PBT

CQGR - 1.3%

Q2 18	Q3 18	Q4 18	Q1 19	Q2 19	Q3 19	Q4 19	Q1 20	Q2 20	Q3 20	Q4 20	Q1 21	Q2 21
49.2	53.5	56.6	63.5	70.4	72.9	71.6	72.6	77.6	80.0	60.4	51.8	57.7

International Services PAT

CQGR - 1.4%

Q2 18	Q3 18	Q4 18	Q1 19	Q2 19	Q3 19	Q4 19	Q1 20	Q2 20	Q3 20	Q4 20	Q1 21	Q2 21
37.0	40.1	45.1	47.2	51.2	52.1	52.5	53.4	56.1	57.8	45.2	38.3	43.6

Domestic Business

Domestic Business EBITDA

CQGR - 2.8 %

Q2 18	Q3 18	Q4 18	Q1 19	Q2 19	Q3 19	Q4 19	Q1 20	Q2 20	Q3 20	Q4 20	Q1 21	Q2 21
14.0	15.4	15.8	16.7	17.7	19.5	21.2	22.4	22.5	27.0	23.2	16.9	19.6

Domestic Business PBT

CQGR - 3.2%

Q2 18	Q3 18	Q4 18	Q1 19	Q2 19	Q3 19	Q4 19	Q1 20	Q2 20	Q3 20	Q4 20	Q1 21	Q2 21
12.5	14.0	14.8	15.9	16.4	18.1	20.6	21.0	21.0	24.8	22.0	15.8	18.2

Domestic Business PAT

CQGR - 4.1%

Q2 18	Q3 18	Q4 18	Q1 19	Q2 19	Q3 19	Q4 19	Q1 20	Q2 20	Q3 20	Q4 20	Q1 21	Q2 21
8.4	9.2	9.7	10.4	11.0	12.0	12.9	13.7	16.1	18.1	16.6	11.6	13.6

Strategic Investment

M&A Investment

FY 16	FY 17	FY 18	FY 19	FY 20	H1 21
34.1	0.6	13.4	39.5	4.3	40.6

■ M&A Investment in INR Cr

IP & R&D Investment

FY 16	FY 17	FY 18	FY 19	FY 20	H1 21
31.8	32.3	20.4	22.2	25.2	13.4

■ IP & R&D Investment in INR Cr

S&M Investment

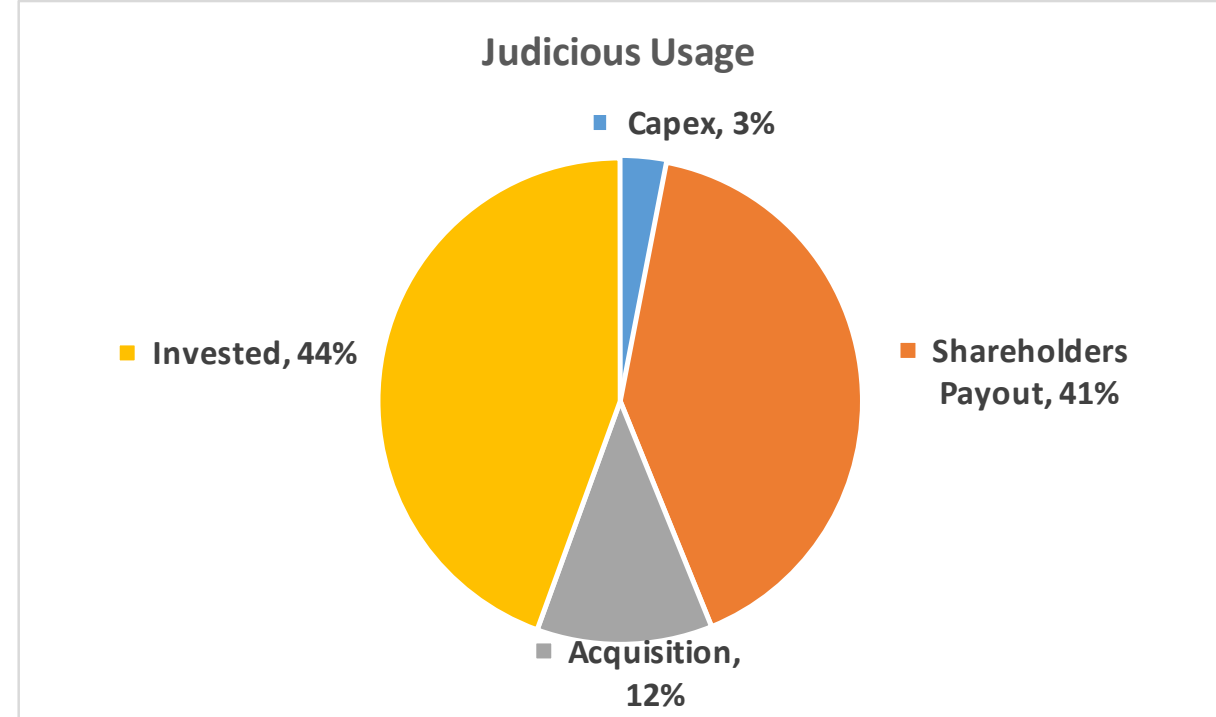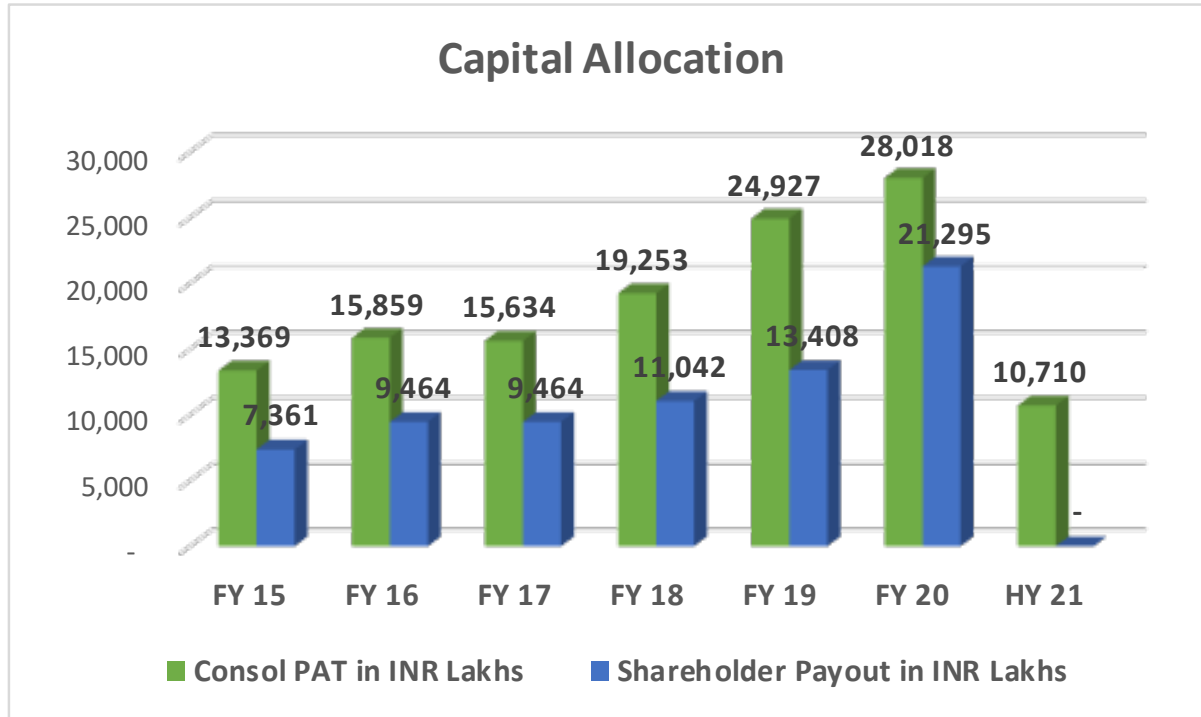| FY 16	FY 17	FY 18	FY 19	FY 20	H1 21
25.3	36.7	42.2	49.2	62.9	24.3

■ S&M Investment in INR Cr

International and Domestic ROCE & RONW
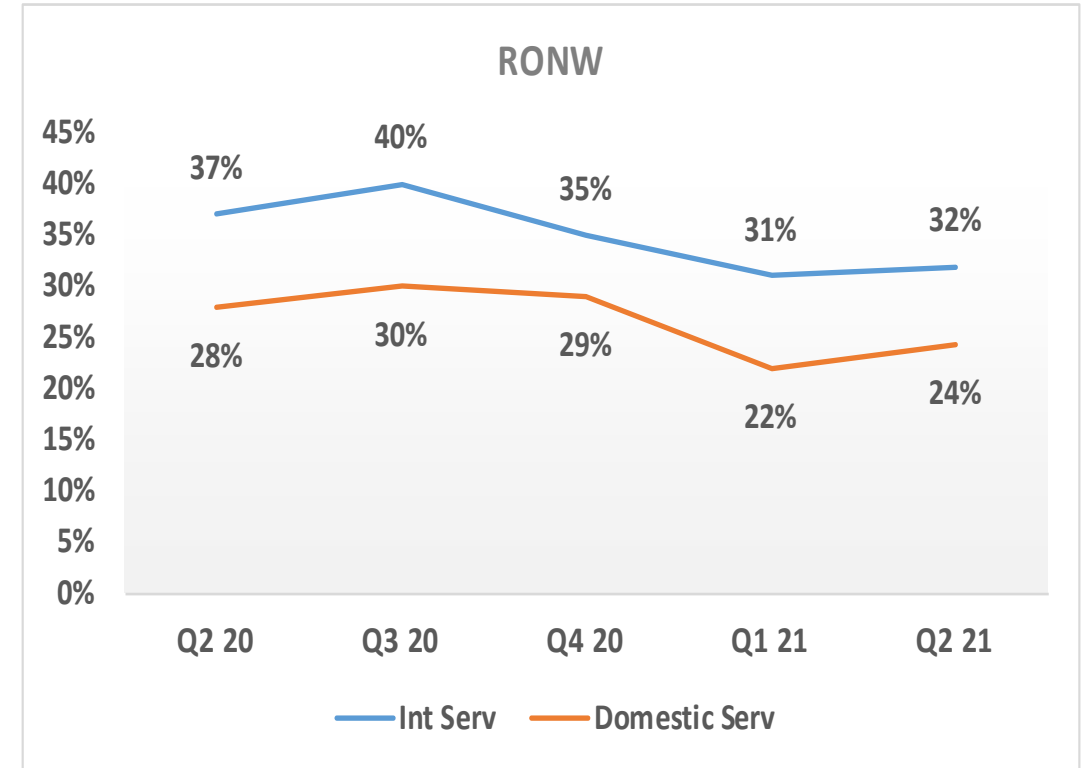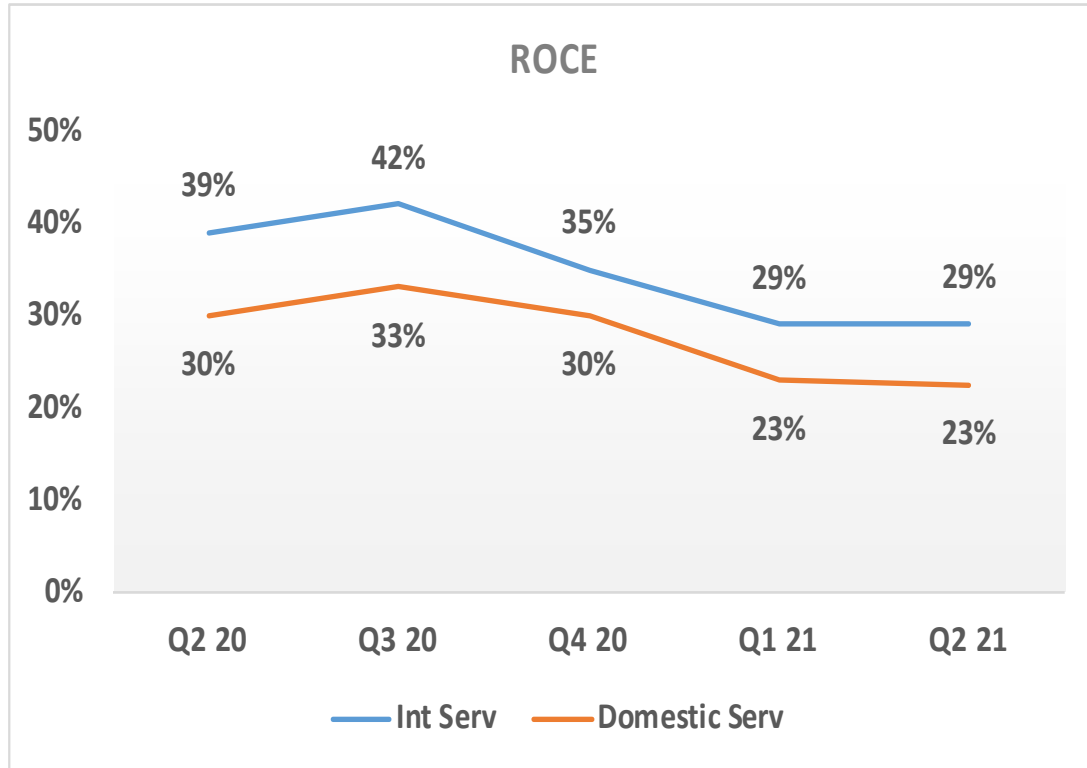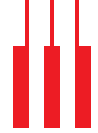
Days Sales Outstanding

Consolidated DSO

Quarter	DSO
Q3 19	41
Q4 19	44
Q1 20	37
Q2 20	44
Q3 20	45
Q4 20	50
Q1 21	58
Q2 21	55

International Services DSO

Quarter	DSO
Q3 19	40
Q4 19	41
Q1 20	41
Q2 20	44
Q3 20	42
Q4 20	47
Q1 21	57
Q2 21	47

Domestic Services DSO

Quarter	DSO
Q3 19	42
Q4 19	47
Q1 20	33
Q2 20	43
Q3 20	47
Q4 20	52
Q1 21	59
Q2 21	63
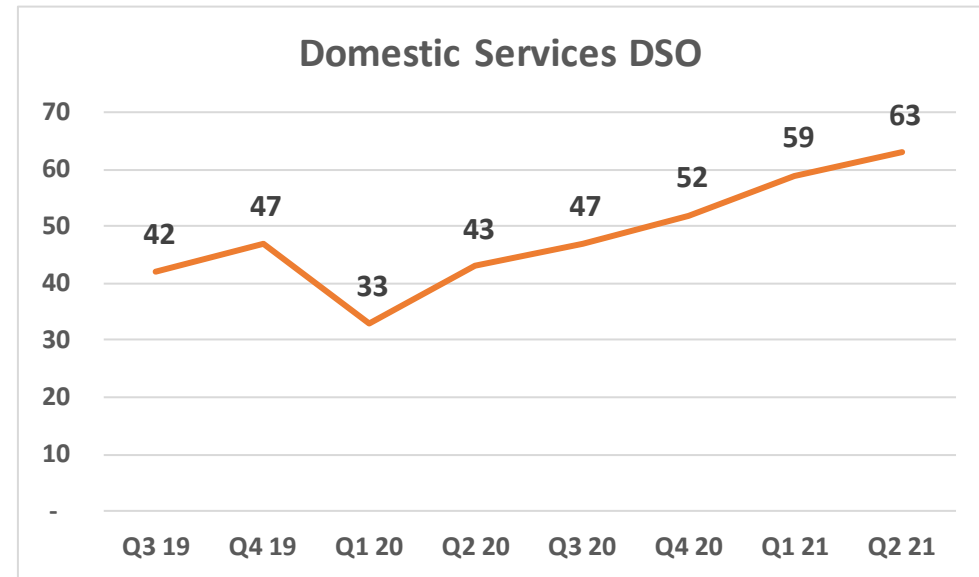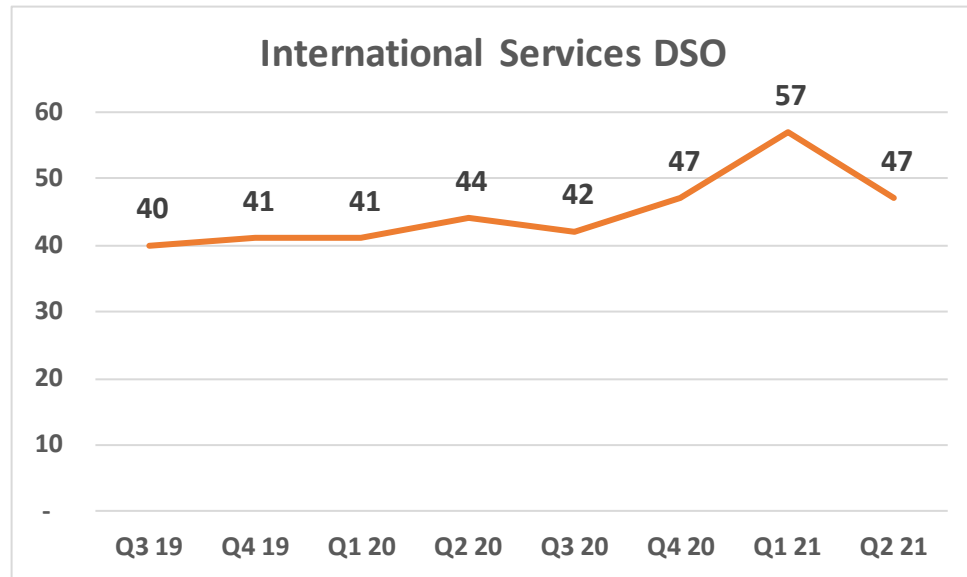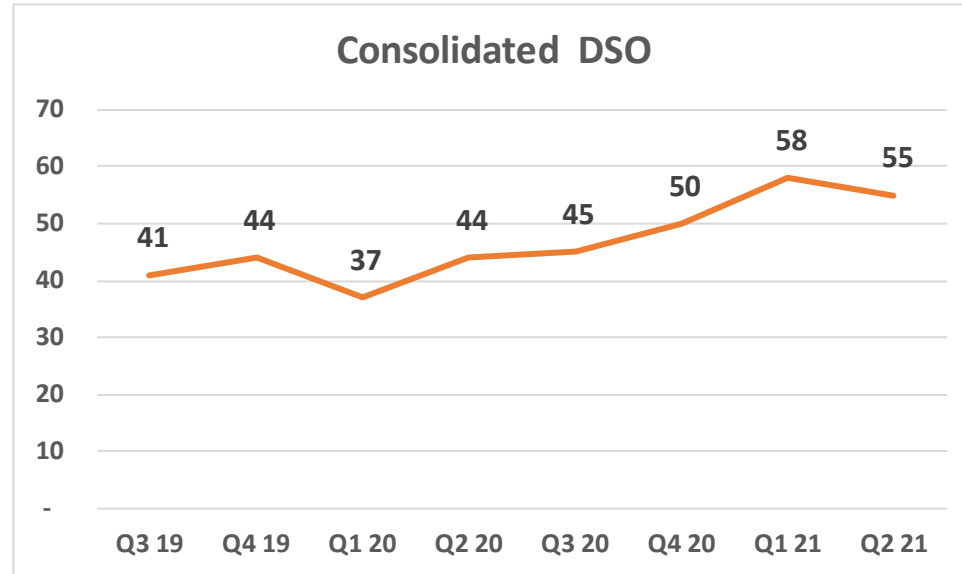
Cash conversion & Credit Management – Domestic Business

Cash conversion positive Trends

Legend: Positive Days, Negative Days, Interest Cost

Avg Borrowing & Int Cost

Legend: Average Borrowing, Interest Cost

Domestic

amount in rs cr

523

170

Legend: Revenue, Networking Capital

Provision for Doubtful Debts on % of Sales

Bad debts %

FY 13	FY 14	FY 15	FY 16	FY 17	FY 18	FY 19	FY 20	H1 21
0.06%	0.00%	0.11%	0.01%	0.02%	0.00%	0.07%	0.07%	0.65%

year

Legend: Doubtful Debt% on Sales

Thank you