



Q4 FY'24

Investor Presentation

SONATA AT A GLANCE

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

38

Years IT solutions provider

\$1B+

Revenue

15.10%

CAGR across 10 years

Public Listed

(SONATSOFTW) Market Cap
\$2.4B+

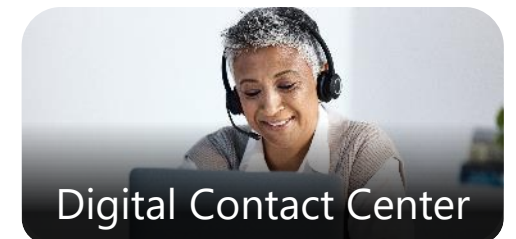
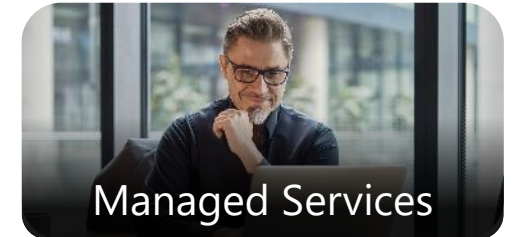
6400+

Engineers across US, EU,
Asia & ANZ

18

Different
nationalities

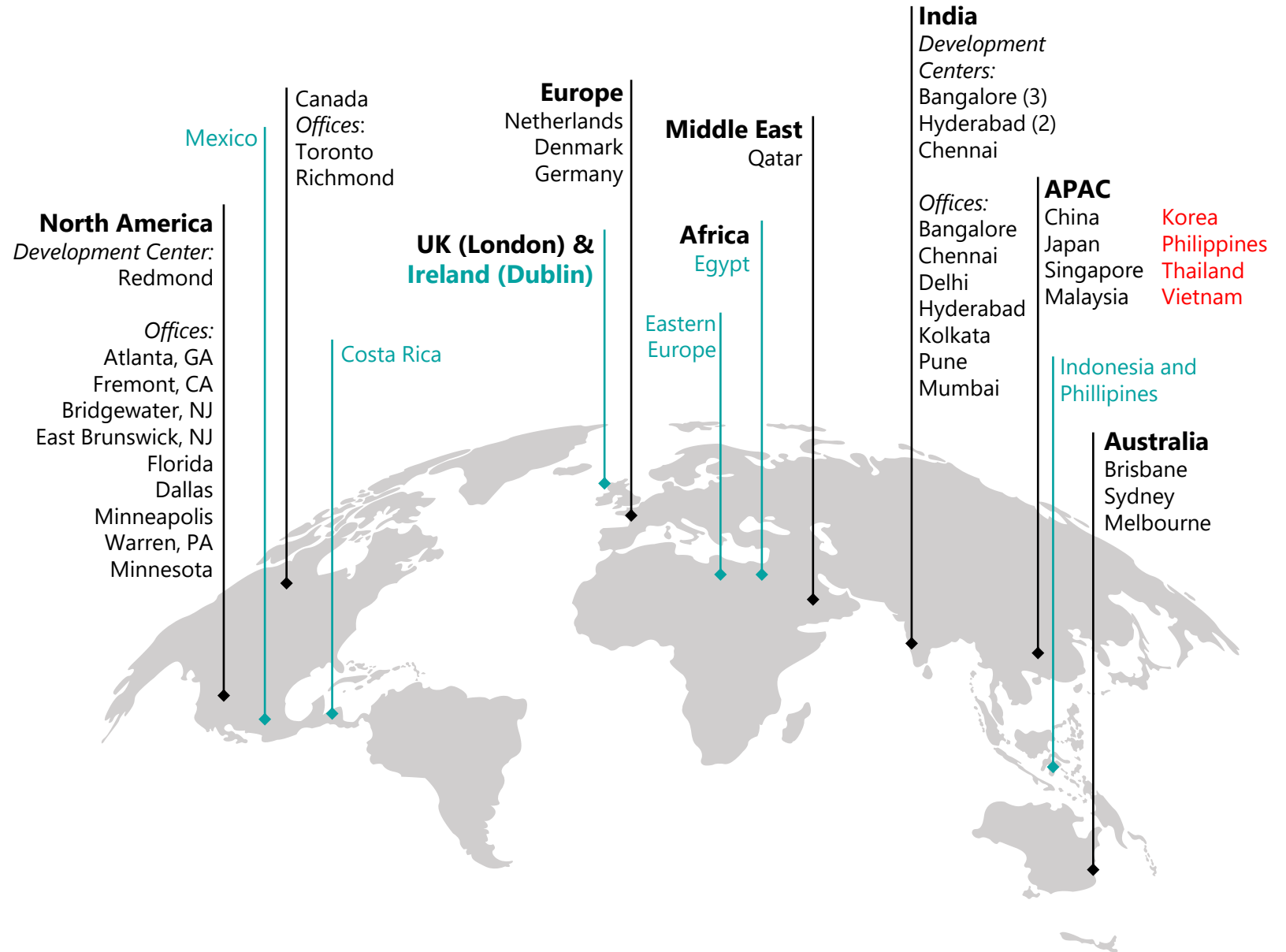
Delivering Outcome-based Modernization Services



Digital transformation using **Platformation™**

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

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



KEY VERTICALS, PARTNERS, IPS

Industries



TMT

Technology, Media and Telecom



RMD

Retail, Manuf., Travel and Distribution



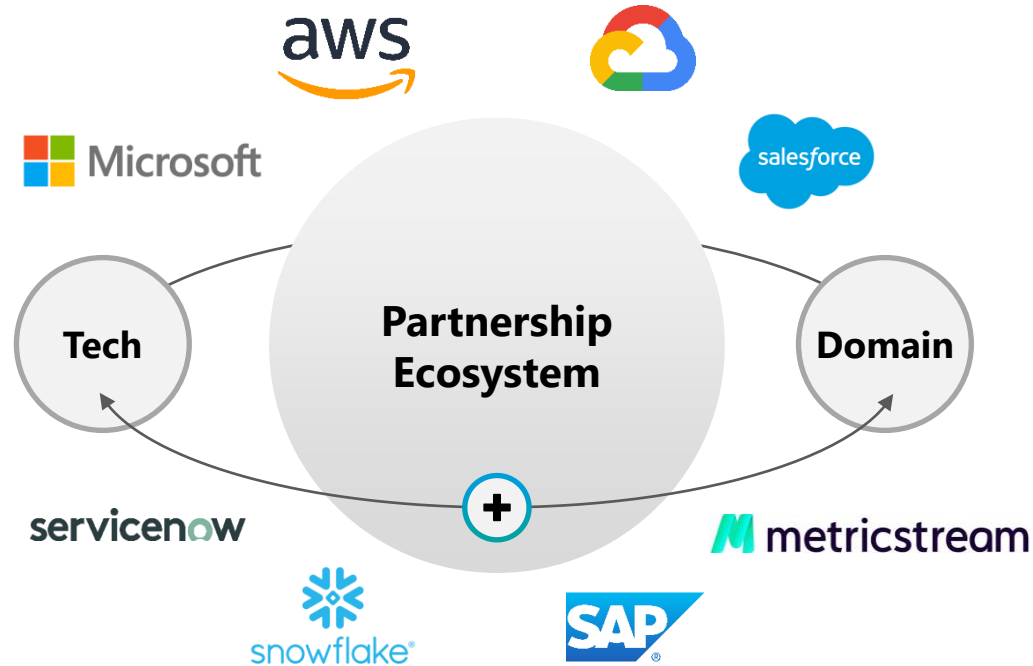
BFSI

Banking, Financial Services and Insurance



HLS

Healthcare and Life Sciences



Innovation: 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



Our Objective and Goal

Objective:

Be the fastest-growing Modernization Engineering company

Goal:

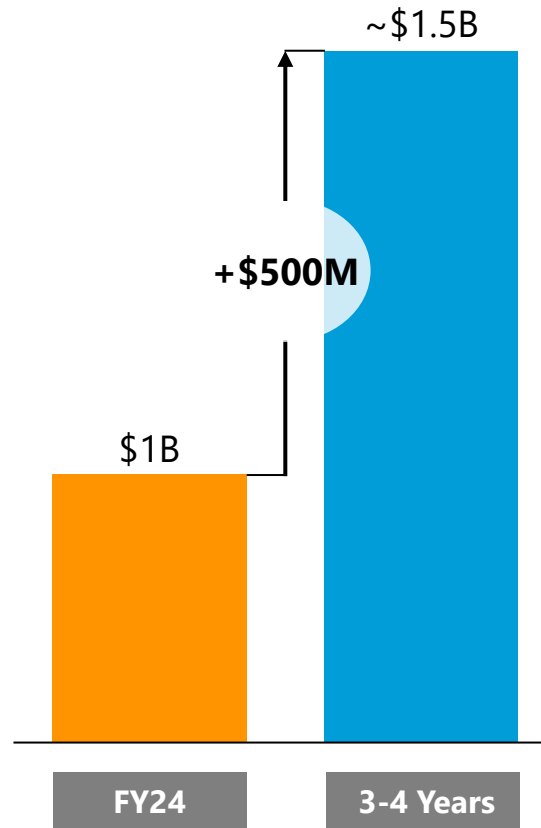
Revenue of \$ 1.5B by FY 26 end.
Intl EBITDA @ low-20's



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 (AI)



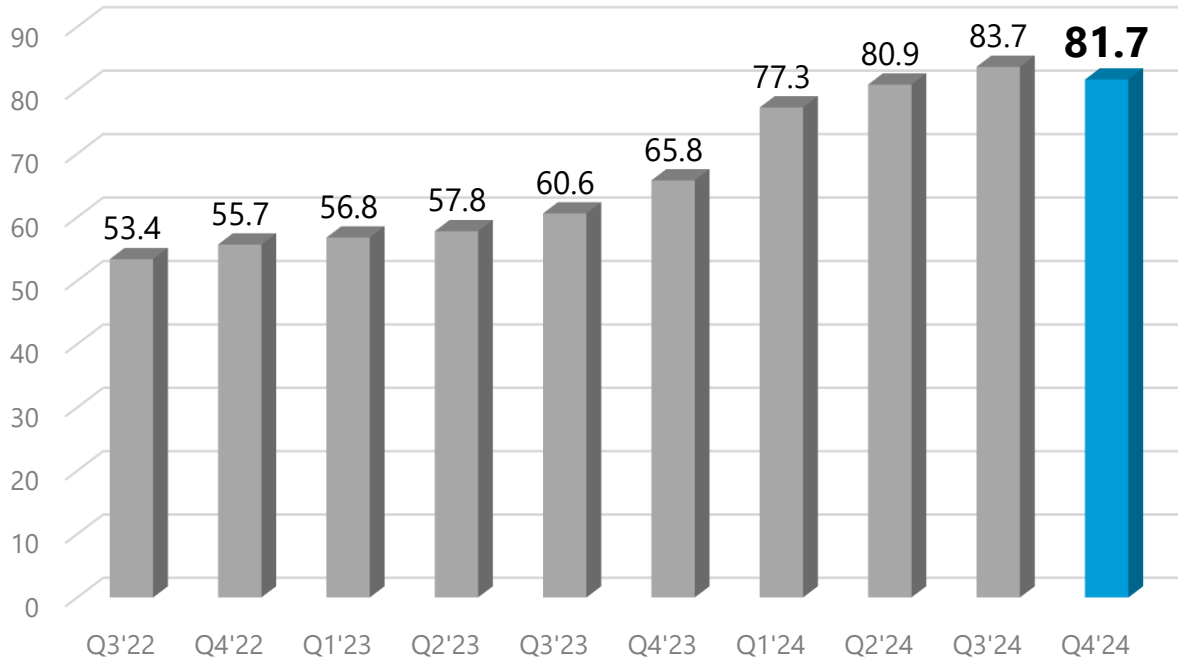
Diversify

Clients:
**Build multiple
large accounts**

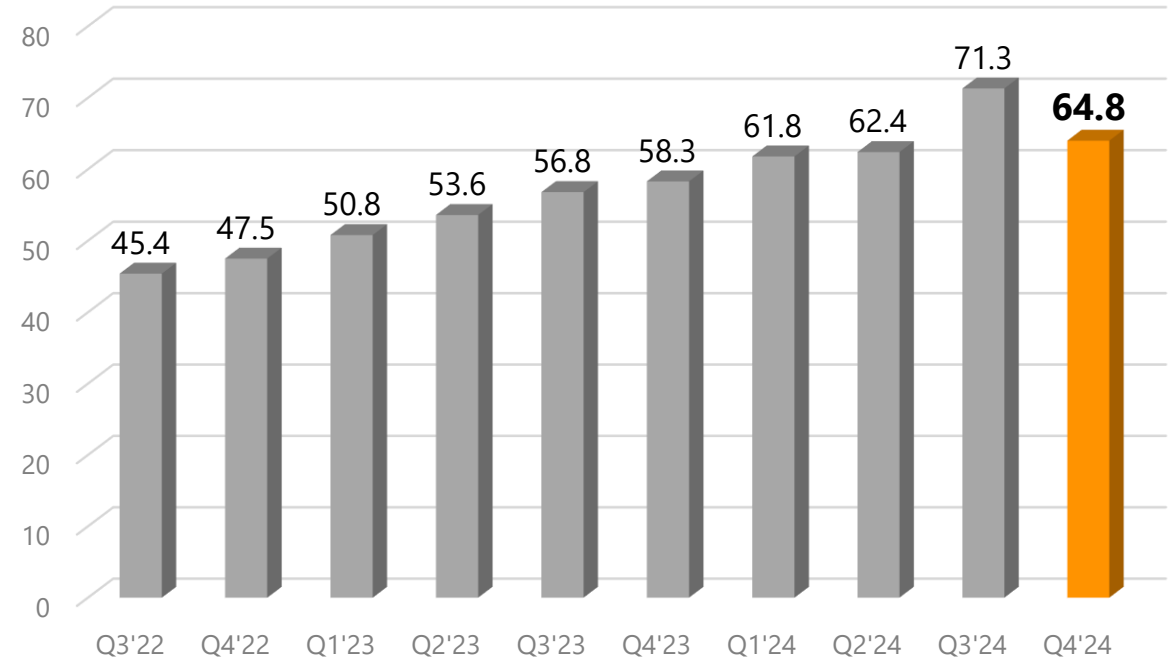
Brand:
**Global brand in
Modernization**

In FY24 we crossed \$1B in Revenue Run-rate & \$2B In Market Cap

Intl. Services Rev. \$M



SITL GC INR Cr



Stock Return of **~90%+** For Our Shareholders over the past one year



Total Return to Shareholders

	1 Yr	5 Yrs
Stock Price Return %**	89%	475%
Div Yield	1%	6%

* Till Mar 28, 2024

Market Data

NSE Symbol	SONATSOFTW
Market Cap**	\$ 2.4B

* 1 USD = INR 83.40

Annualized

** as on 28th Mar 24



A MODERNIZATION ENGINEERING COMPANY

What's working well for us...



Large Deals

14 Large deals won during FY'24

Quant M&A

Integrated with Sonata systems

Modernization

Cloud & Data pipeline is 40%

Verticals/Partnerships

Retail/Manufacturing, BFSI, HLS, TMT and MS, AWS

SITL

Steady GC growth

Large Deals:

67
large deals
under pursuit

52%
of Large deals
pipeline are with
Fortune 500 clients

Key Deal Win

Client:

**Top Financial
Services Bank**

\$3.9 M over 1 Year
E2E data Platform
modernization to cloud

Large Deals in the pipeline

RMD
31

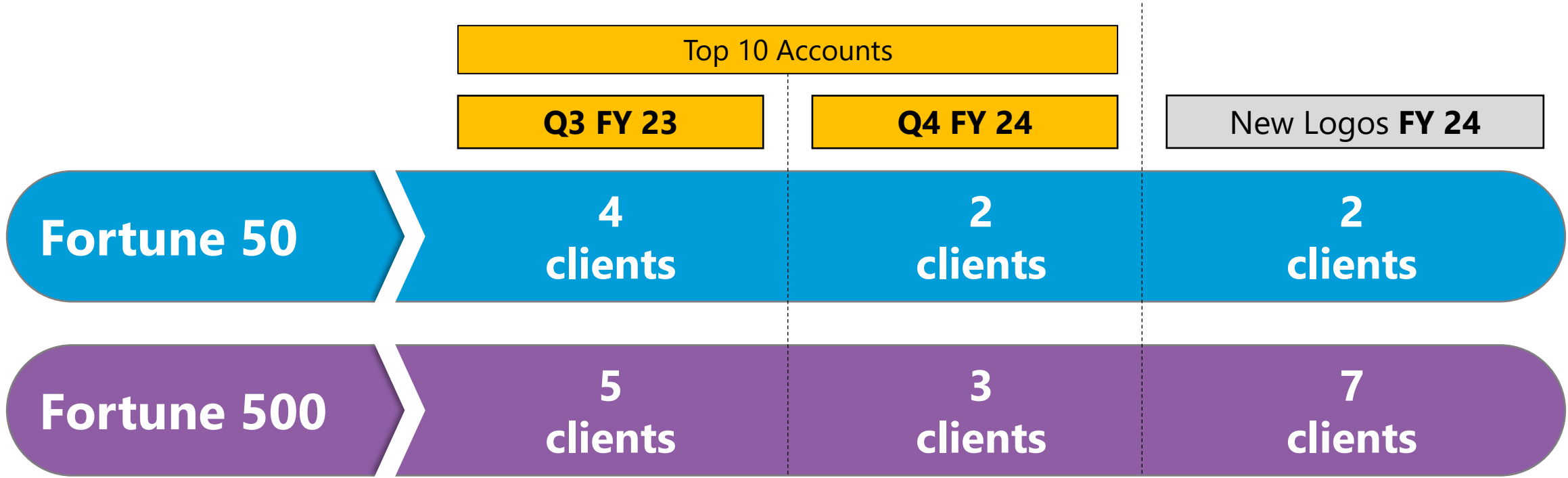
TMT
13

HLS
13

BFSI
4

Emerging
6

Quality Of Growth – Top Client's Movement



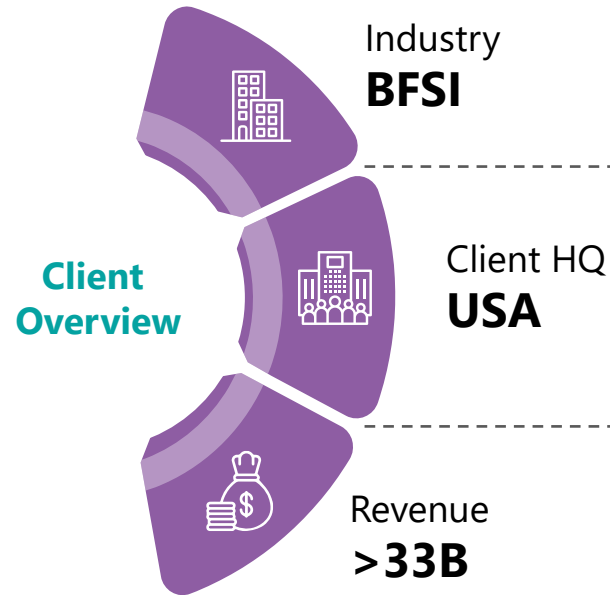
30% of Top 10 Accounts are Fortune 500 Companies vis-à-vis 30% in previous year

Outside of Top 10, We have added 7 New Fortune 500 Logos during the year

Large Deal Win: Building Customer 360

Client Overview

Top 10 US Commercial Bank, offering wide range of financial services



Areas in Scope

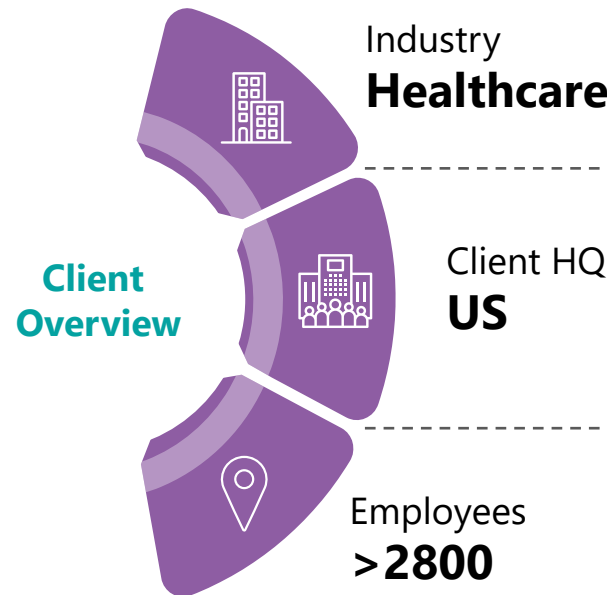
Building effective Single View of Customer
– Customer 360 across all businesses

- ◆ Enhance Customer Experience
- ◆ Integrated Relationship Management
- ◆ Predictive Analytics
- ◆ Data Governance

Key Deal Win: GenAI implementation

Client Overview

Customer is a US based tech organization; they generate the evidence and insights to help pharmaceutical, biotech, medical device and diagnostics companies, and academic researchers accelerate value, minimize risk, and optimize outcomes.

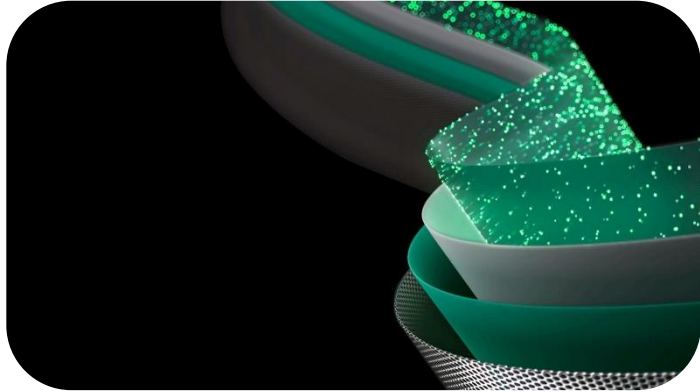


Areas in Scope

Design and build GenAI architecture and governance

- ◆ Partnering with AWS – build cloud native GenAI architecture
- ◆ Improve Engineering productivity
- ◆ Improve patient diversity, onboarding, regulatory reporting
- ◆ Accelerate Clinical trials

Key bets for the future



Microsoft Fabric

Pipeline created across 75+ customers;
We believe Fabric as infra for all AI deals;
Mid sized deals won



AI & Gen AI

Harmony.AI launched; Pipeline created
across 90+ customers; Mid sized deals
won



Joint GTM

MS GTM funding
AWS – Rescale Program

Continued focus

Verticalization

Focused GTM

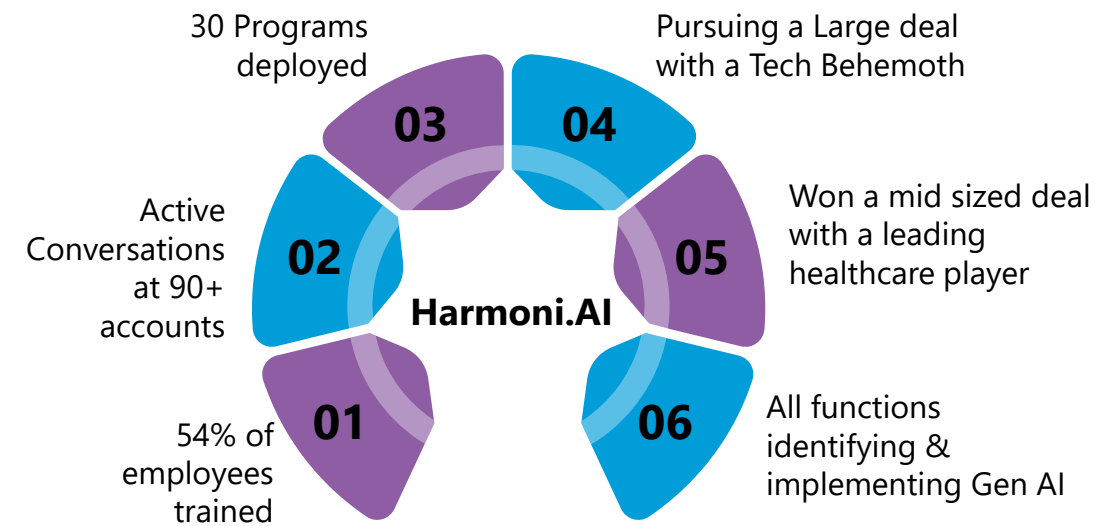
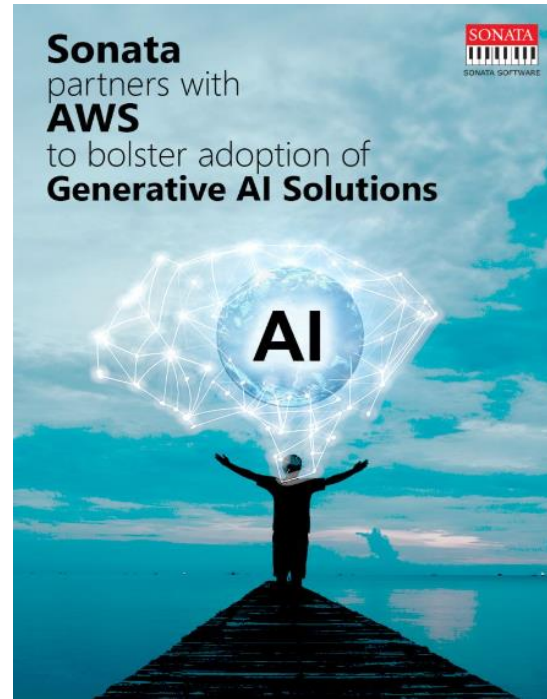
Large Deals

Mega accounts

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

























Geared towards building an AI first culture; We are helping Clients in 3 ways

- 1 Leveraging AI to drive efficiencies
- 2 Leveraging AI to drive higher consumer experience/modern sales
- 3 Driving innovative business model



Microsoft Partner council member | **AWS** as **Partner**

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

Cloud Apps Modernization	Data & Analytics	Microsoft Business Apps	Experience Transformatio	Hyper Automation	Managed Services
 Microsoft 	 Microsoft  aws  snowflake	 Microsoft	 Microsoft	 Microsoft	 Microsoft 
	 Tamr  PKWARE	 IZARA <small>PEACE OF MIND, AS A SERVICE</small>	 SAP  salesforce	 UiPath™	 servicenow
 Google Cloud  CORESTACK®	 Google Cloud  next PATHWAY  BigID  Qlik	<div style="border: 1px solid black; padding: 5px; display: inline-block;">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 - Asure Expert MSP Competencies. 10 Advanced Specialisation in Dynamics 365, Data Analytics, Teams, CAF, M365, Asure</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

A grid of six Microsoft Solutions Partner logos, each with a specific category:

- Security
- Infrastructure Azure
- Modern Work
- Digital & App Innovation Azure
- Data & AI Azure
- Business Applications

2023/2024
INNERCIRCLE
for Microsoft Business Applications

Success Stories (1/2)...

Digital Solution for Business Process & Customer Experience Transformation

**Client
Overview**

Industry
BFSI

Presence
16 locations worldwide

**Leading mortgage
provider in US**

The Pressure Points

- Customer experience was not up to mark - Notifications to customers were lost sent in volume
- Payments issues in processing state, during peak time. Users encountered defects with specific Mobiles devices
- Low Play Store rating due to non-compliance with ADA regulations

Solutions

- Performed Load Testing for 10 Million users for different type of notifications, 15 Million Users to determine payment transaction (API) performance
- Evaluated and Implemented tools for ADA testing on both mobile and web, adhering to web Content Accessibility Guidelines.
- Built automation framework (Selenium/Appium) to test across multiple devices, OS and Web.

Results

- Business continuity : System became stable and scalable
- Increases market reach due to improved accessibility; enhanced brand image and minimized legal risks
- Improved User Experience
- Improved Play Store ratings

Success Stories (2/2)...

Dynamic Modernization for safer & secure world

**Client
Overview**

Industry
Retail & Manufacturing

Locations
> 70 countries

**Global leader in
access solutions**

The Pressure Points

- Need for Standardization & Harmonization of Trading & Manufacturing processes with Integrated financial planning and monitoring across the value chain
- Need for Simplify customization & integration using out of box platform functionalities
- Need for better visibility into divisional/market unit operations,
- Regional complexity – Languages, Localization, Taxes

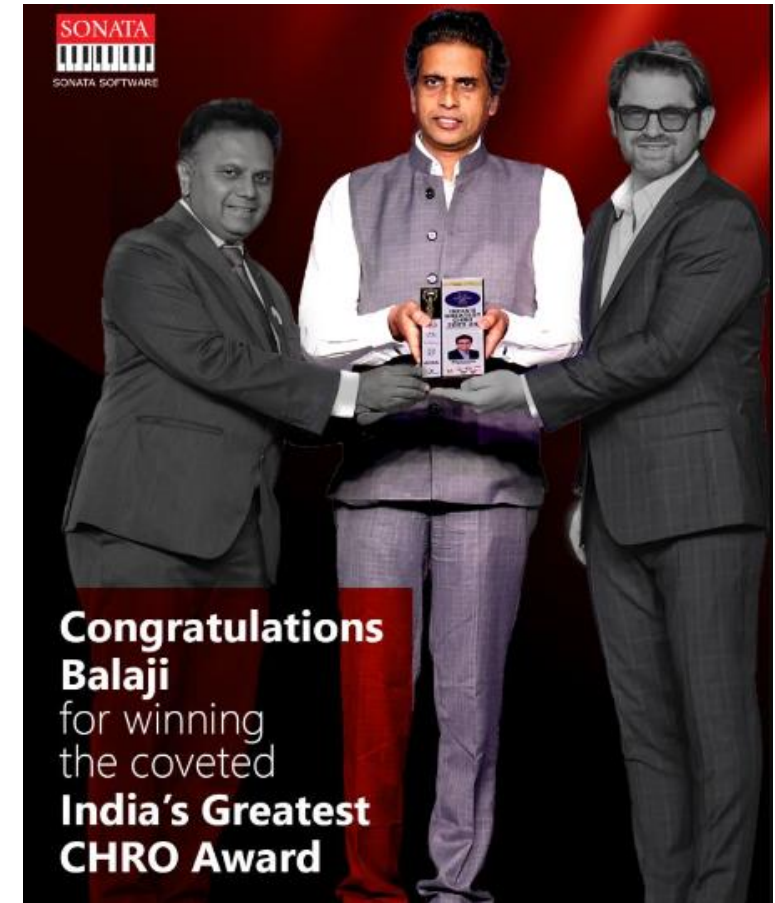
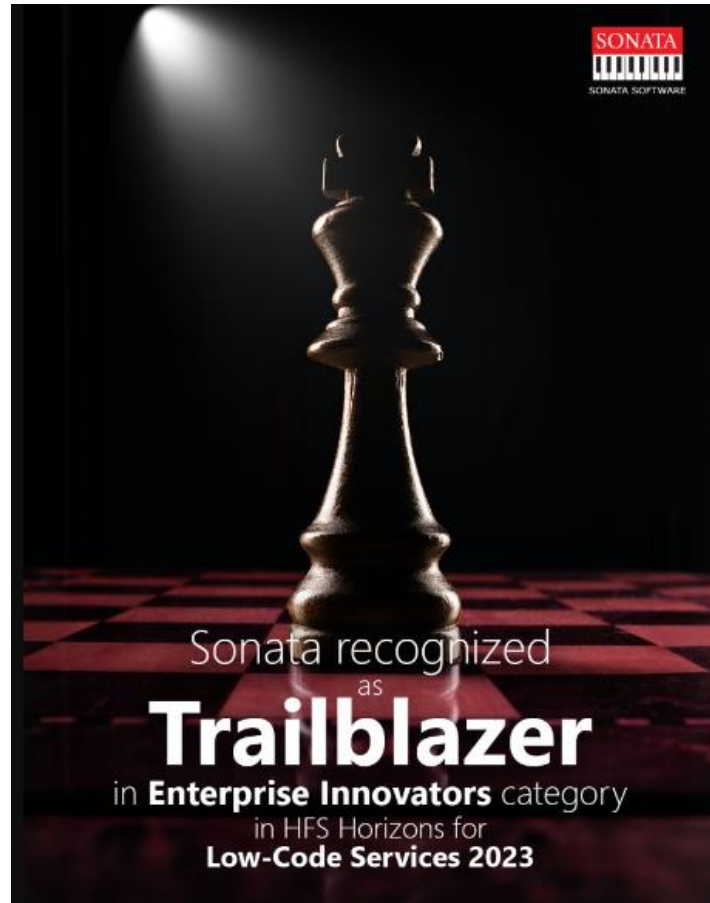
Solutions

- Implementation of D365 Across operating region
- Business Process Integration & standardization
- Support multiple / emerging sales & retail business models
- Efficiencies in sales channels with real time engagement with Customers, suppliers, distributors, partners

Results

- Modernize Dynamics footprint and stay “Evergreen”
- Enabled -Drive Digital and Automation through seamless information flow
- Shrink the Core: Utilized specialized features and functions of the platform supported by surrounding applications
- Standardized platform and processes across regions and technologies

Key Recognition



People – Strength of Sonata



Financial Management

1

High Revenue growth with Industry Leading margins

Focus on high revenue rate realization and high margins business

EPS : ₹17.35 / Share**

2

Strong Cash Position & Balance Sheet

Very strong positive cash generation and cash position

Cash and equivalent
~₹1115 Crs

3

Superlative returns for Shareholders

Industry leading ROCE and ROE & Bonus share issue

ROCE# : 28.8%

4

Sound Capital Allocation

Sound capital allocation

FY24 Dividend* :
Interim ₹3.50 / share
Final ₹4.40 / share (proposed)

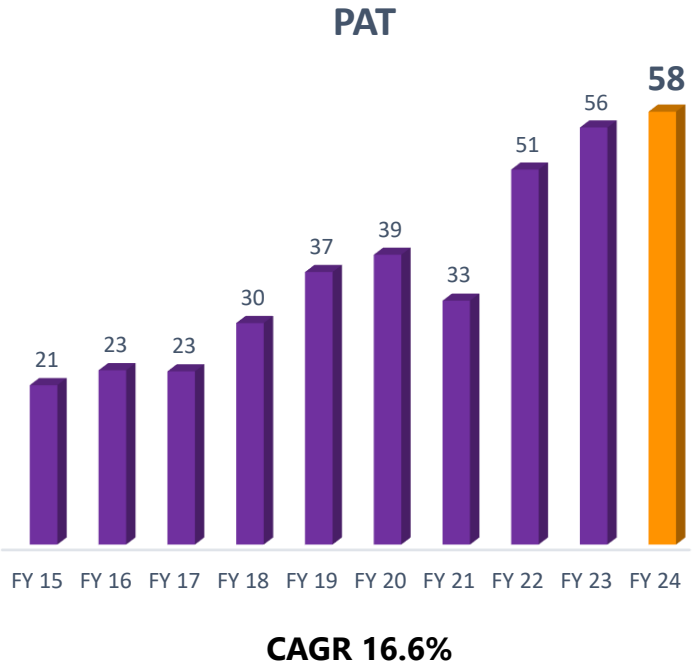
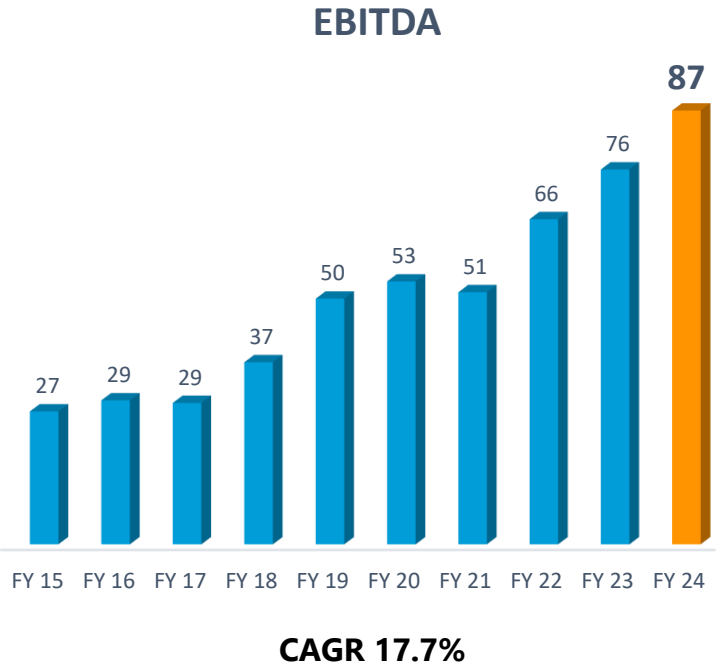
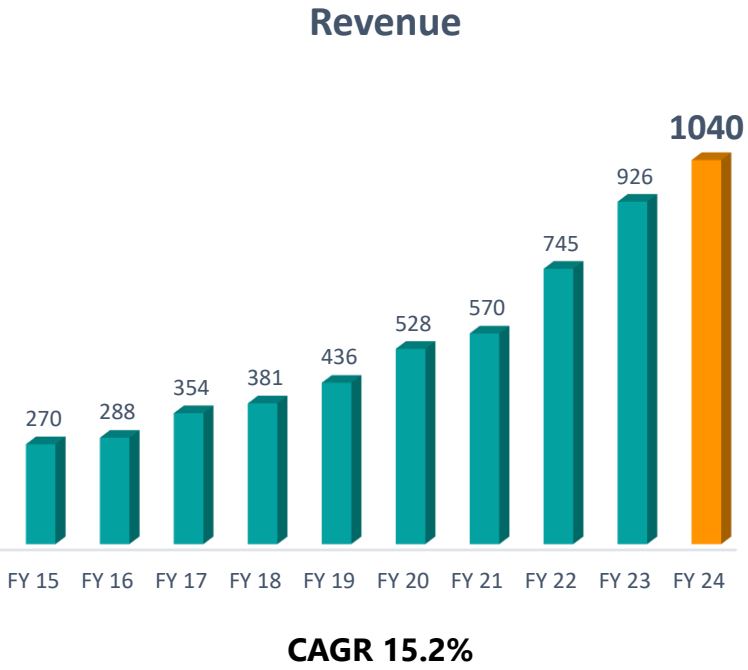
*Post bonus issue

**Post bonus issue and before exceptional items

#Before exceptional items

Consistent Growth over last 10 years

Consolidated Revenue & profitability (\$Mn)



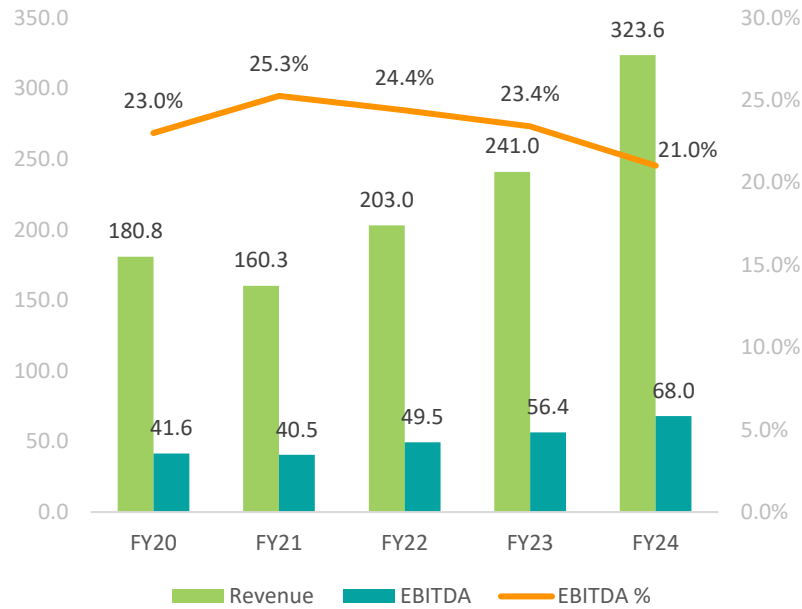
Predictable and resilient growth trajectory

*Before OI and FX

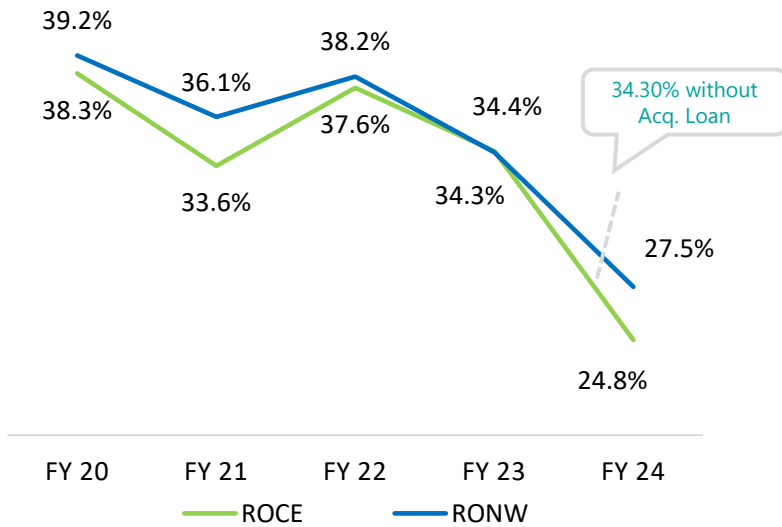


International Services – delivered Top Quartile Performance in FY 24

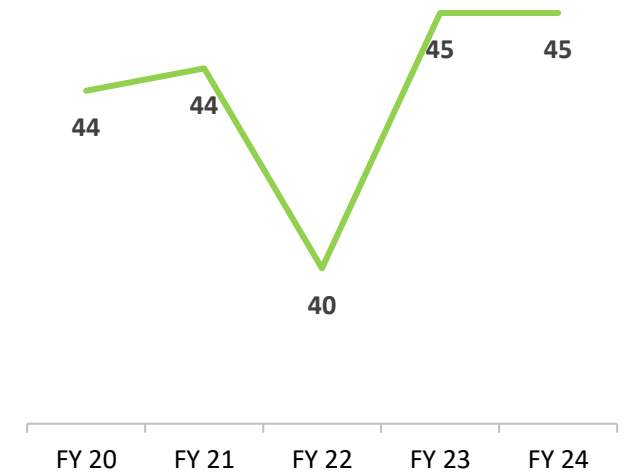
FY 24: YoY Revenue Growth 34%



Industry Leading Returns



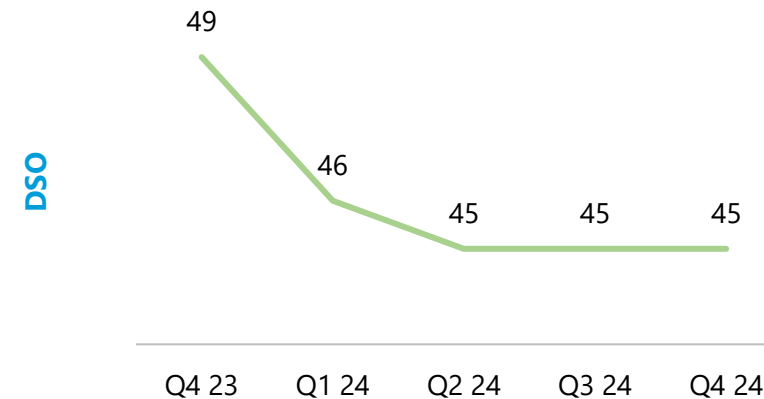
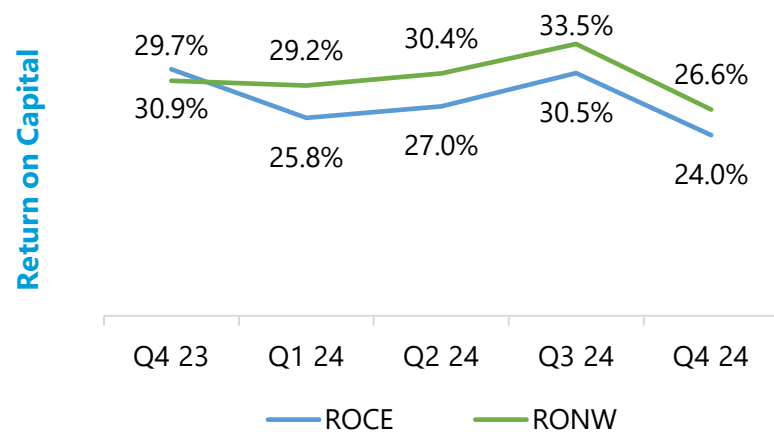
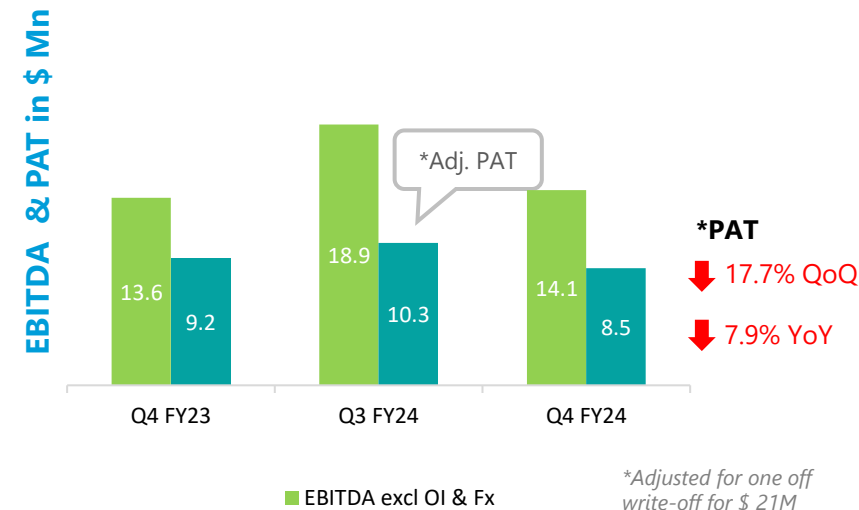
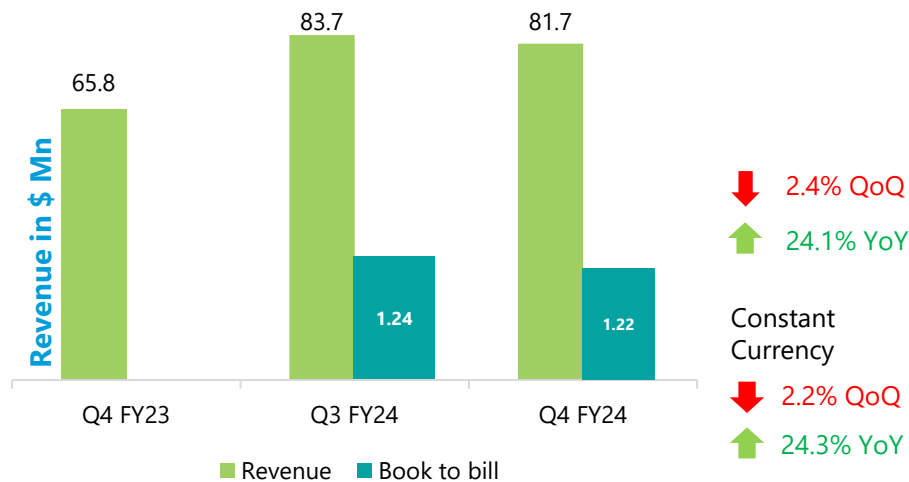
Stable DSO performance < 50



Accelerated growth and higher quality returns through diversified offerings

Financial Performance of International Services – Q4_FY24

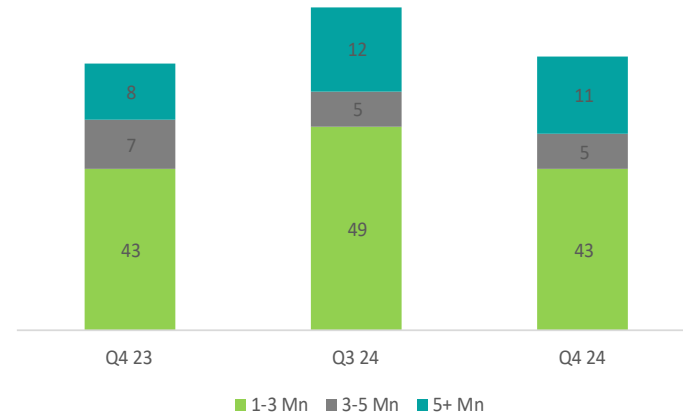
Industry leading QoQ growth in Revenue and EBITDA; Process improvements result in Collection rigour



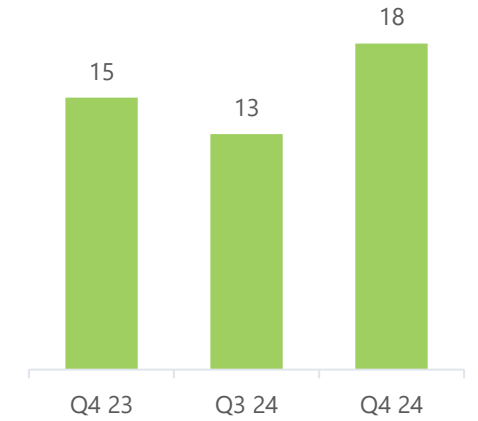
*Trailing 12 months adjusted for one off write-off for \$ 21M

International Business: Revenue Drivers

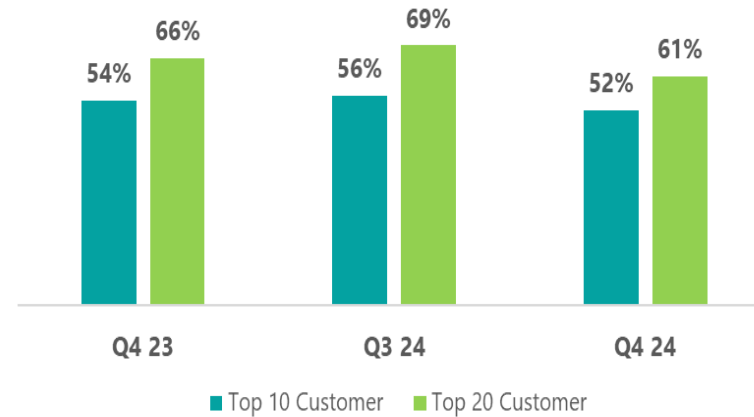
No. of \$ Million Customers



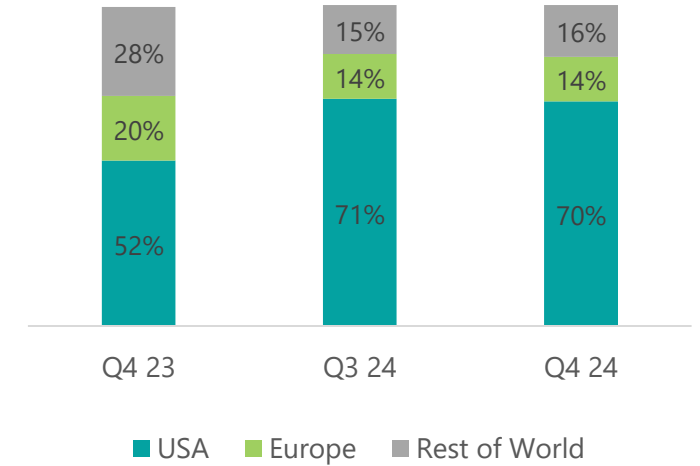
New Customers added



Client Concentration

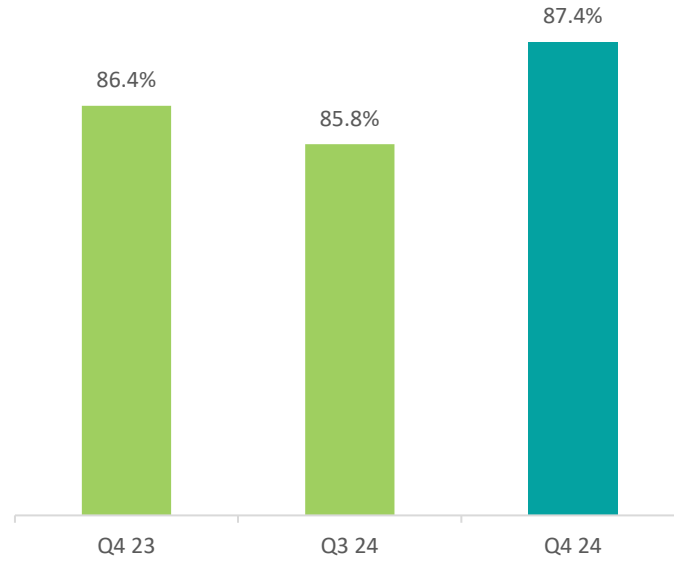


Revenue by Geography

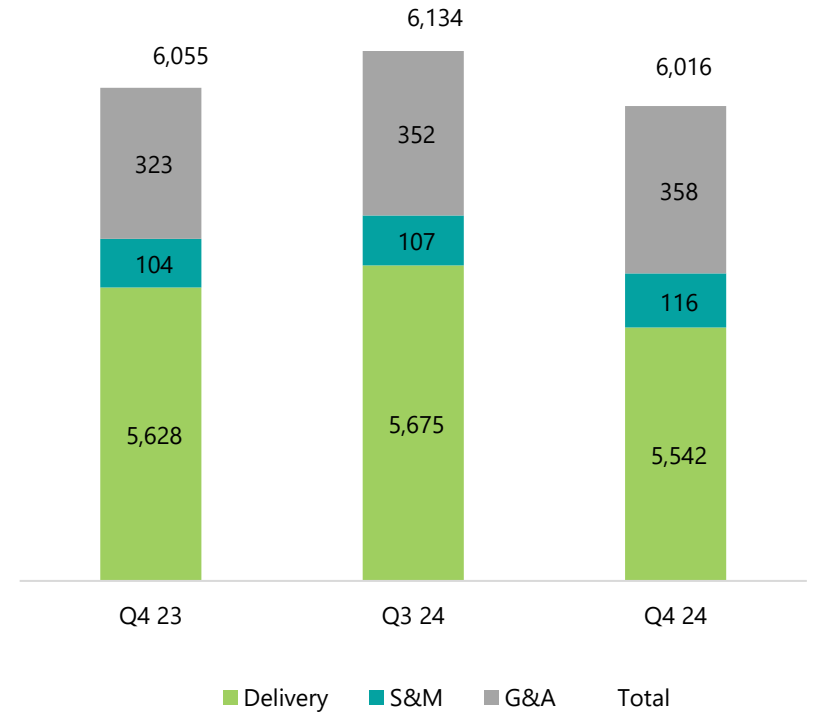


Including Quant

International Business: Operational Performance



Utilization

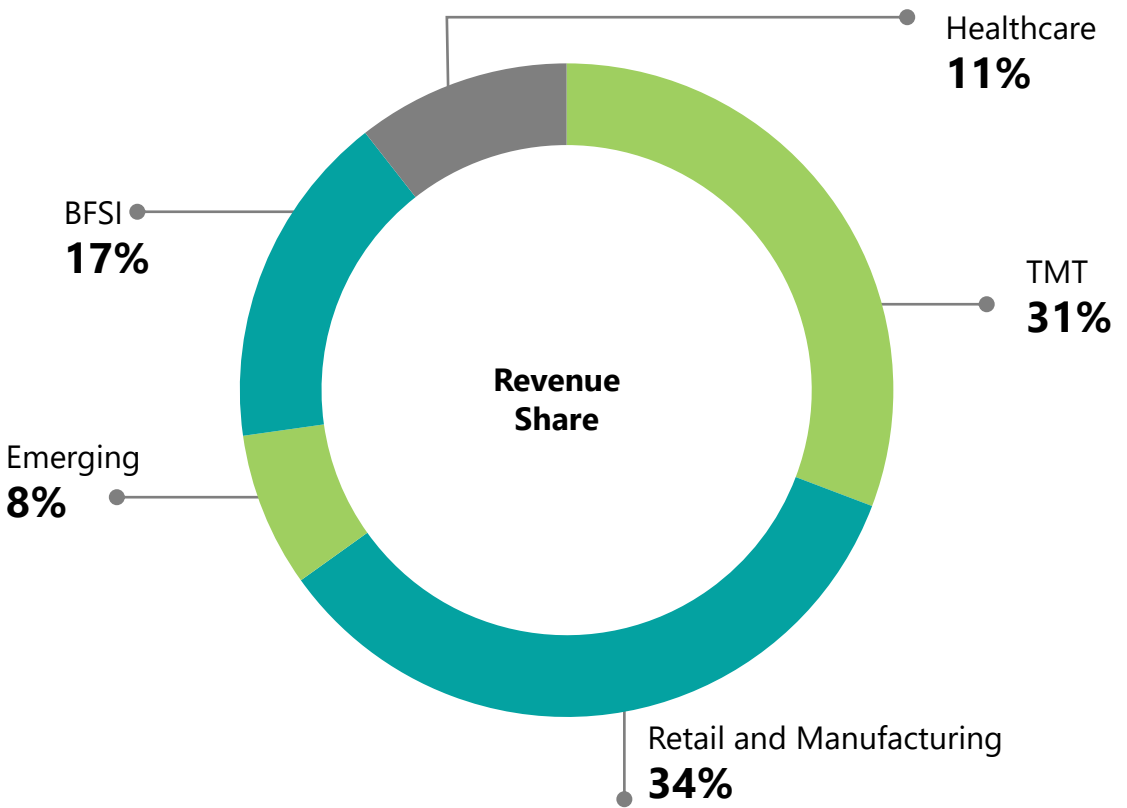


Headcount by Function

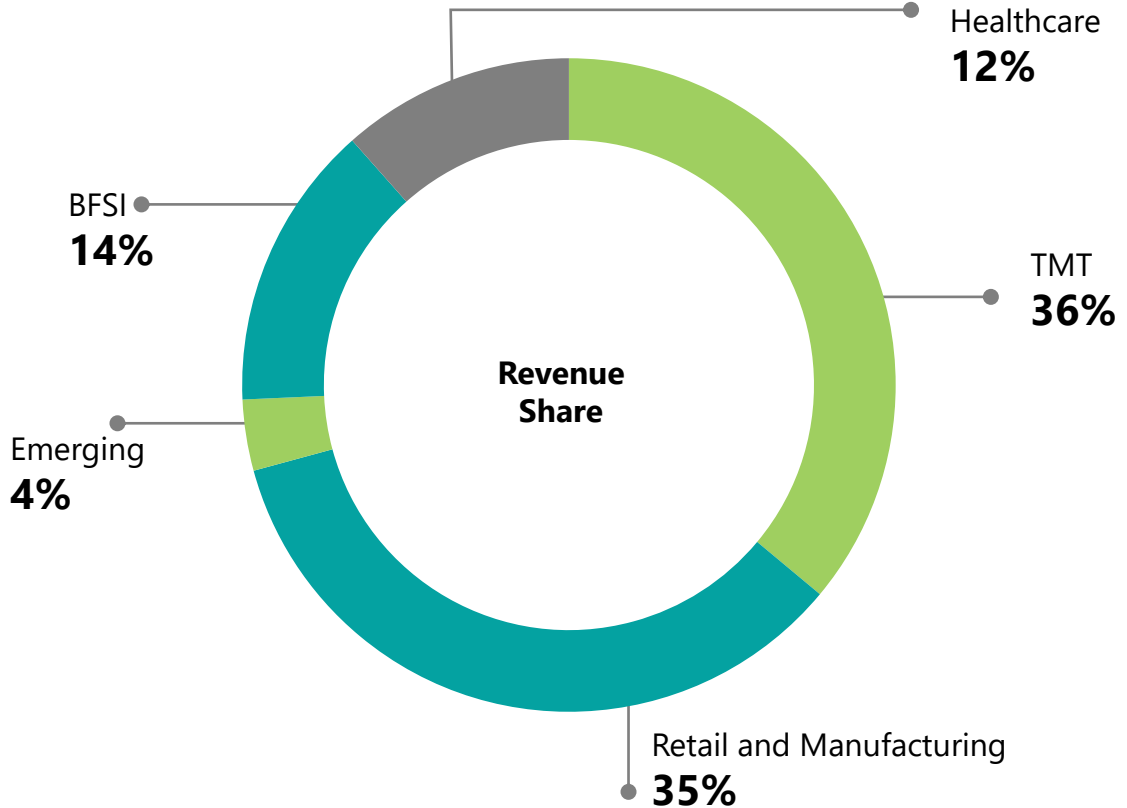
Continued strong utilization

International Business: Revenue by Verticals Mix for Quarter

Q3 FY24

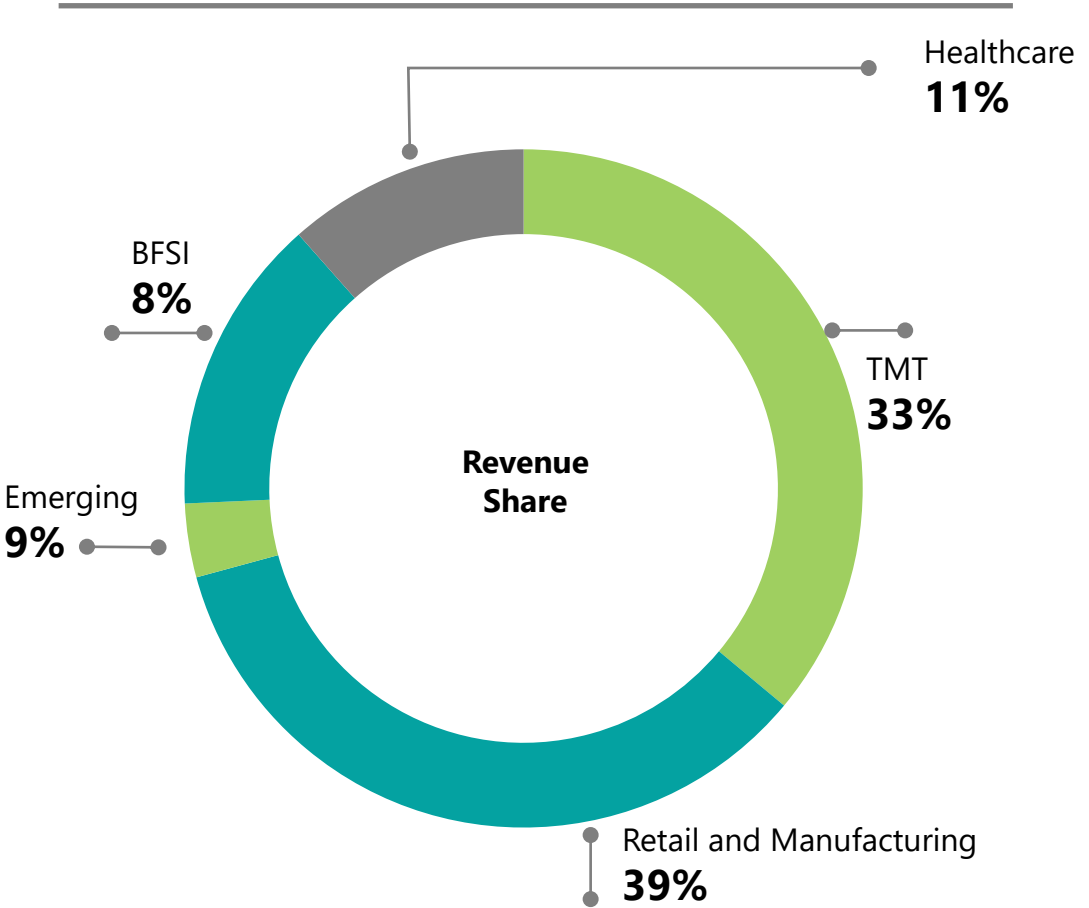


Q4 FY24

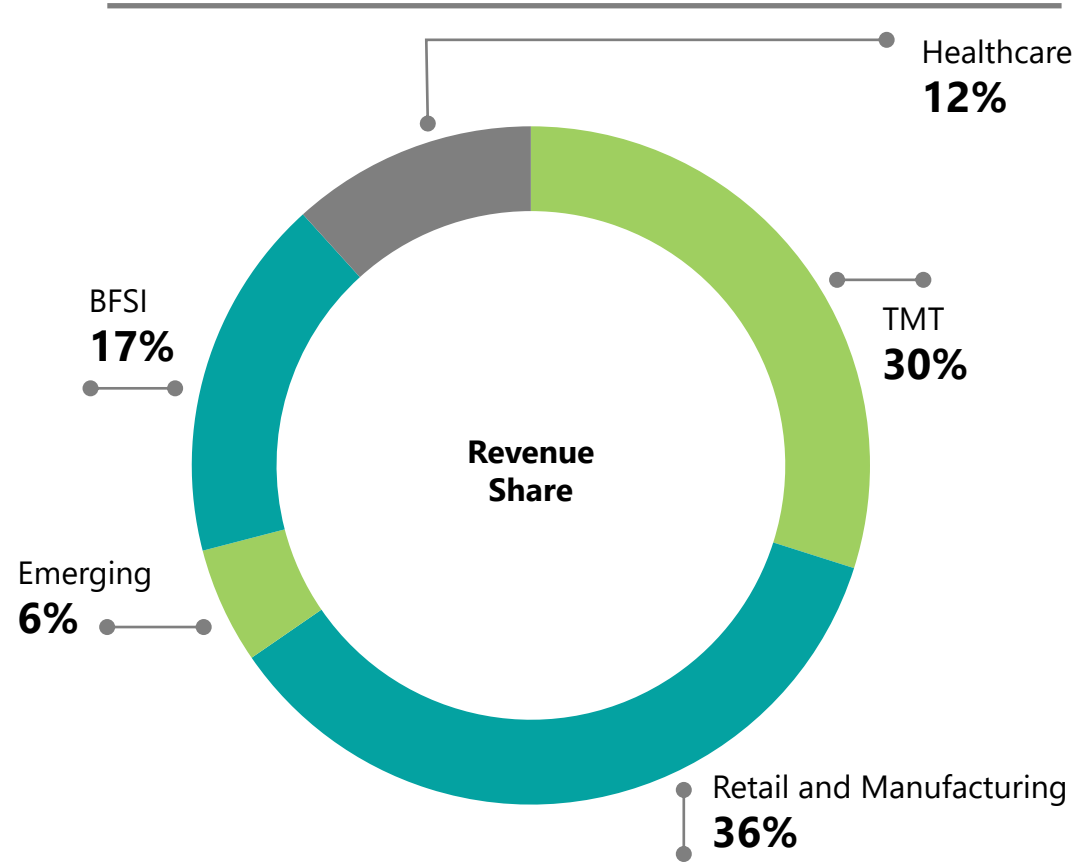


International Business: Revenue by Verticals Mix for Year

FY23

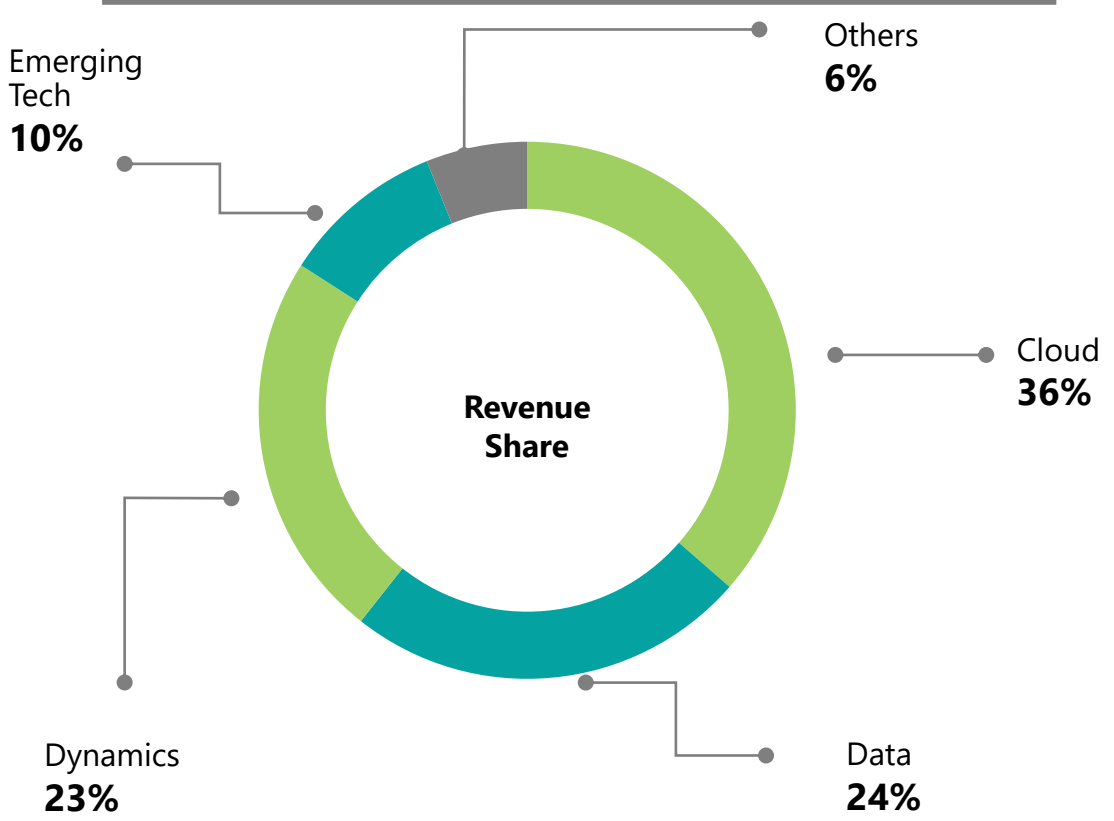


FY 24

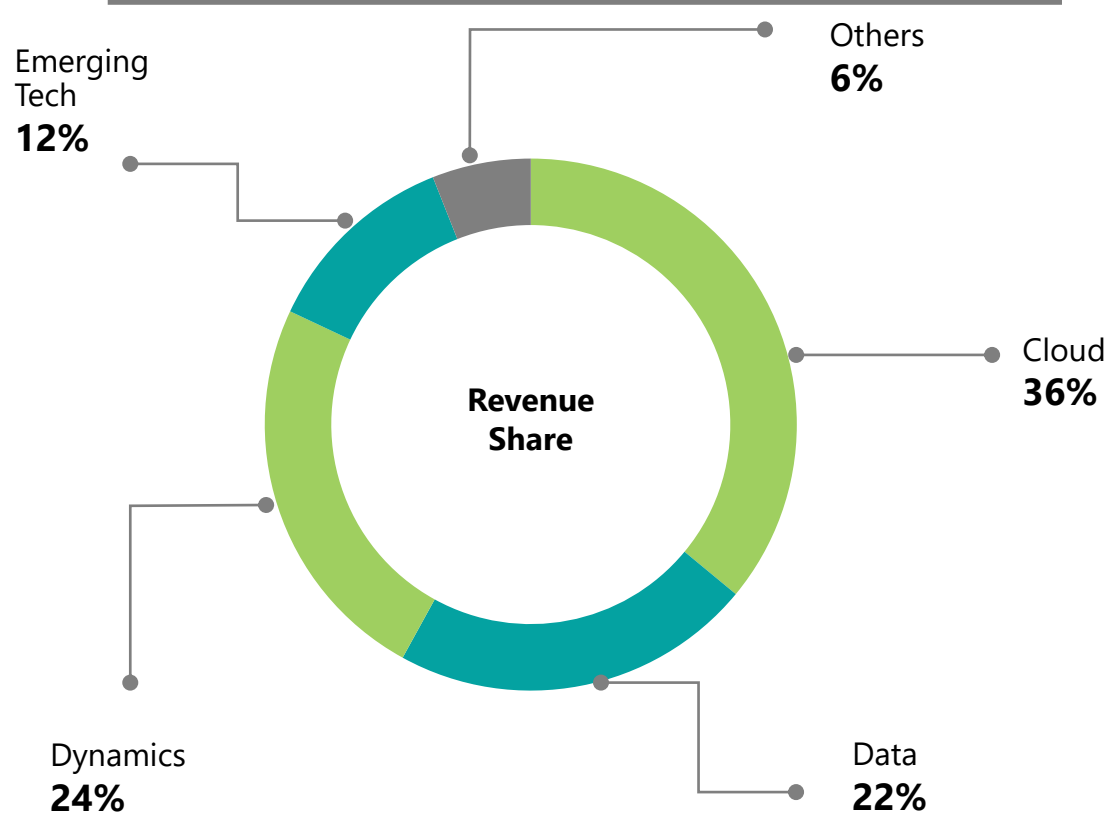


International Business: Revenue by Top GTMs for Quarter

Q3 FY 24

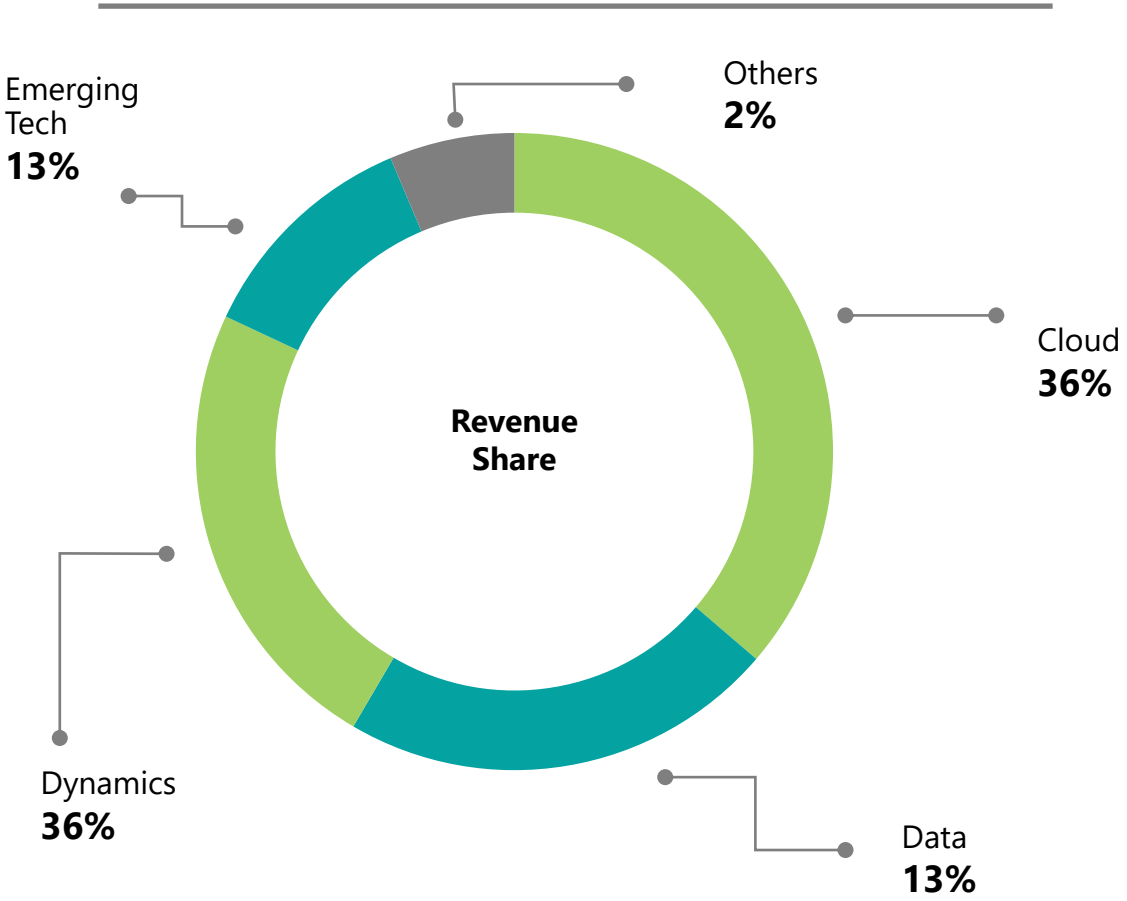


Q4 FY 24

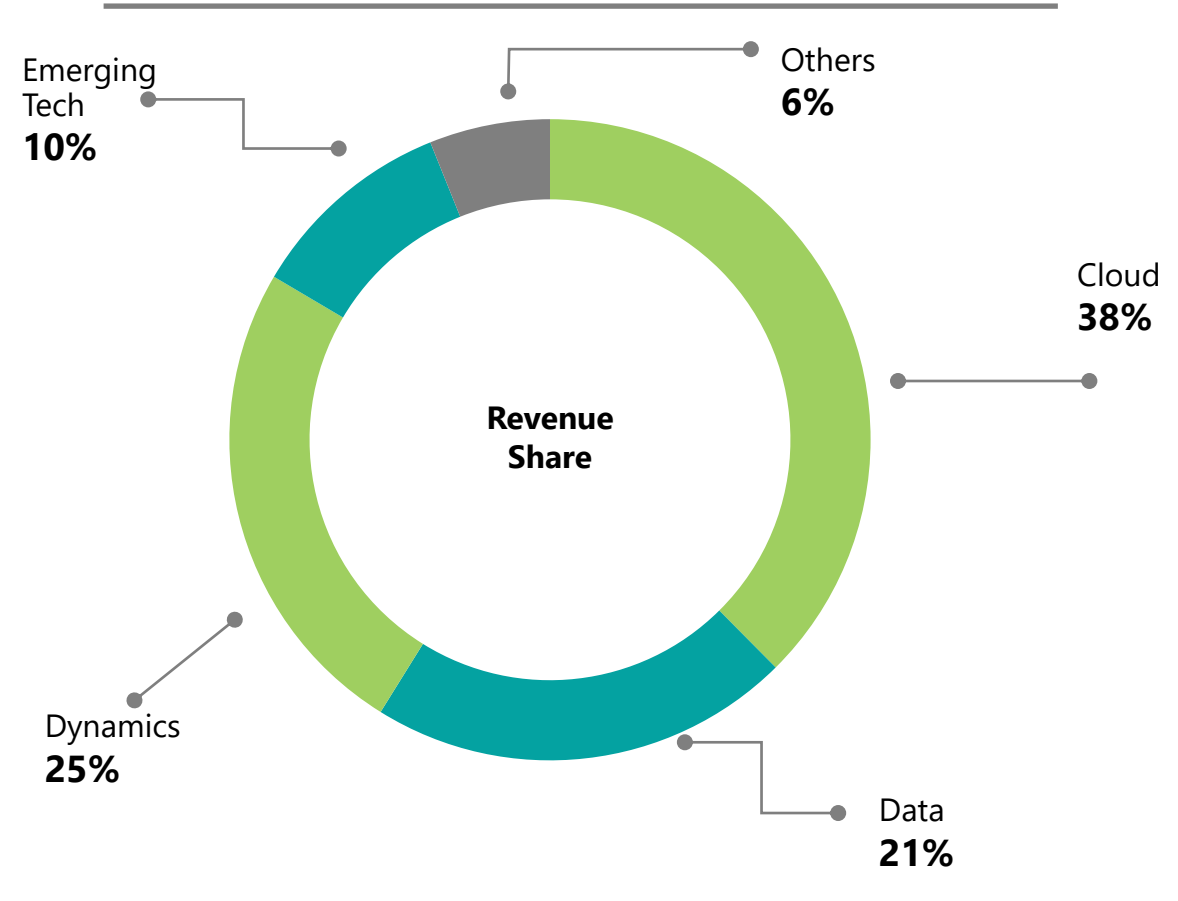


International Business: Revenue by Top GTMs for the Year

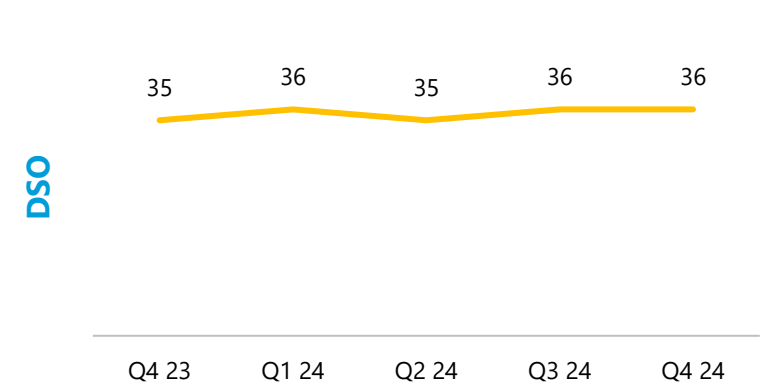
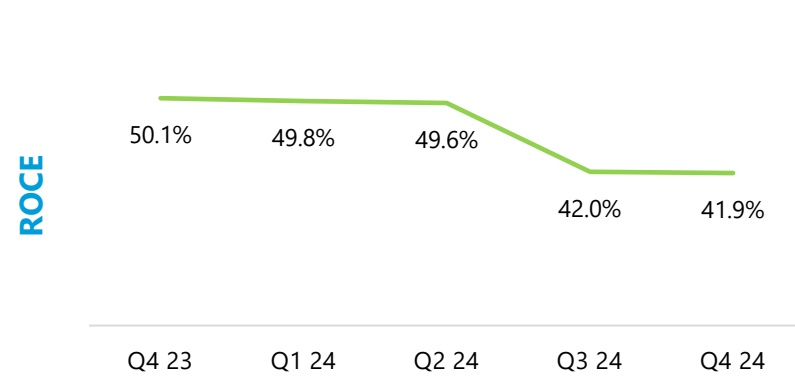
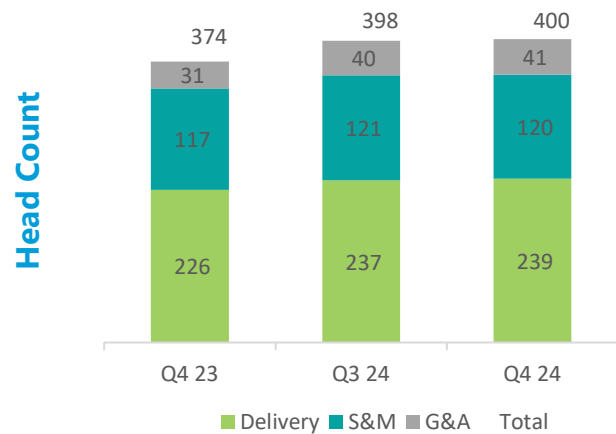
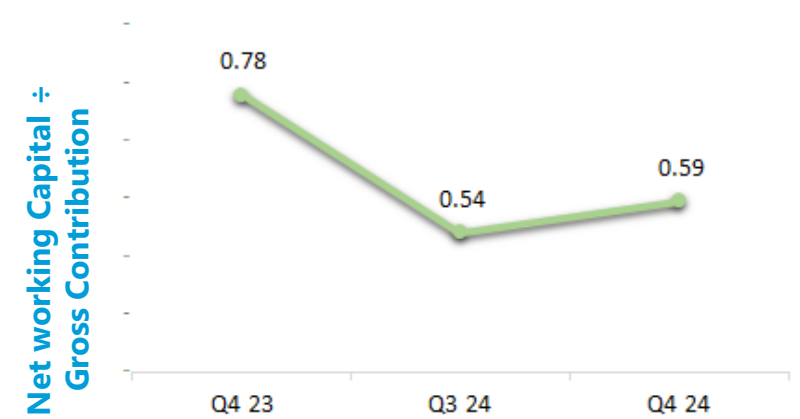
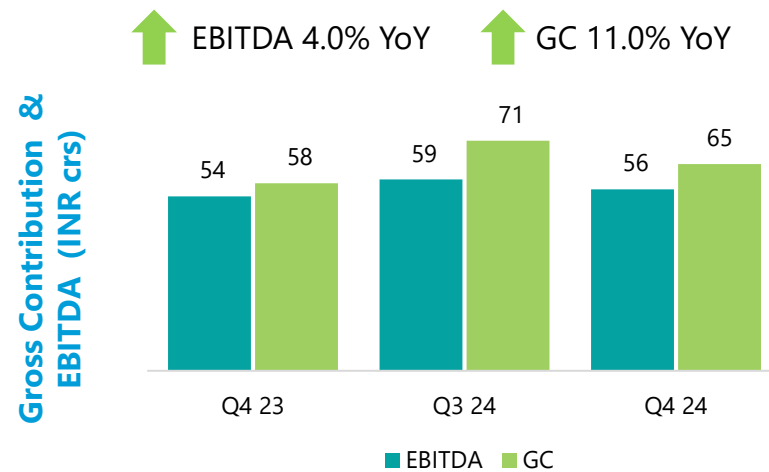
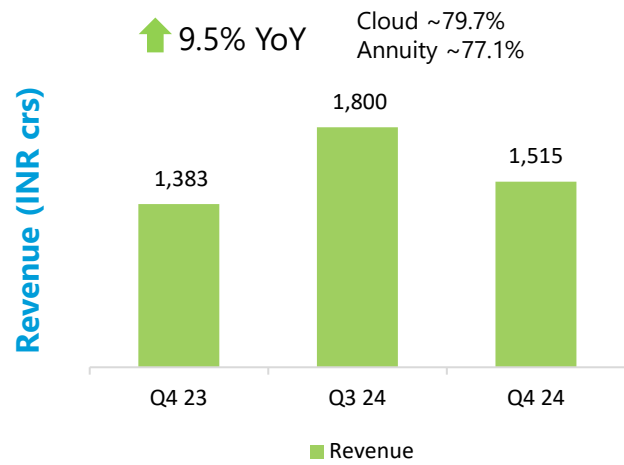
FY 23



FY 24



Domestic Business: Delivering consistently strong growth with Industry leading ROCE





**PLAY
BIG**

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

Thank You