# GO DEEPER

transform business with IT

In a world where IT is transforming the way we live and work, Sonata seeks to be a partner of choice who goes deeper in harnessing the power of IT - to make a difference to the needs of our customers, our people and our community.

Product Engineering
Enterprise IT Services
Technology Infrastructure

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DEPTH MAKES A DIFFERENCE

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360 SERVICE FOOTPRINT

PRODUCT ENGINEERNIG

ENTERPRISE IT SERVICES

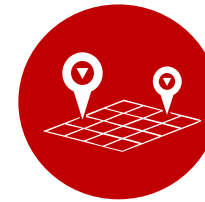**TECHNOLOGY INFRASTRUCTURE**
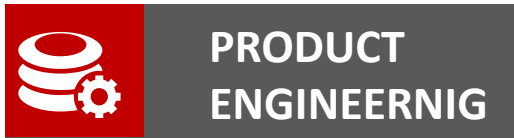
GLOBAL STANDARDS

WORLD CLASS ALLIANCES
MS | SAP | ORACLE

FORTUNE 100 CLIENTS
ISV | ENTERPRISE

QUALITY ASSURED
SEI CMM L5, ITIL, AGILE

GLOBAL FOOTPRINT
NA, EUROPE, ASIA, ANZ

STRONG FINANCIALS
NSE LISTED CO

PARTNER FOR TRANSFORMATIONAL IT INITAITIVES

Global Software Major
Enabling a new ERP initiative succeed in market

World Leading Travel Co
Staying ahead of the digital shift reshaping industry

Global IT Services Co
Connected, Collaborative & Secure work systems

Our Vision

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

thru Depth of
Thought Leadership
Customer Centricity
Execution Excellence

For Customers : Catalyzing business transformation
partner of choice for transformational IT projects

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PRODUCT ENGINEERING	ENTERPRISE IT SERVICES	TECHNOLOGY INFRASTRUCTURE
• Product Engineering • Professional Services • Go To Market	• Customer Engagement • Enterprise Efficiency • IT Cost Management	• Business Applications • Employee Productivity • Core IT Infrastructure
Cloud enabling Enterprise Applications Packages *Global SMB Software Co*	**Winning the Shift to Digital Commerce** *European Travel Leader*	**Enhanced IT performance thru next gen Appliances** *Leading Indian Bank*
Enhancing customer satisfaction with Support *Global Software Major*	**Connected Demand Generation & Fulfillment** *Global CPG major*	**Hybrid Cloud based collaborative work systems** *Global IT Company*
Enabling Next Gen ERP Systems in Market *Global Software Major*	**Managed Infrastructure as a business efficiency driver** *Global Retail Leader*	**Enabling Core Enterprise Infrastructure on Cloud** *Leading Brewery Company*

Through deep technology expertise
Getting technology ready to work for customers

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WORLD-CLASS ALLIANCES

Microsoft | **SAP** | **ORACLE**

Microsoft Dynamics | **Windows Azure** | **hybris software** AN SAP COMPANY | **tibbr**

360^0 TECHNOLOGY ENGAGEMENTS
PE | PDS | EAP
Implementation | Licensing

Microsoft Dynamics

++ Architecture, Assurance & Scalability

SOLUTION ASSETS & FRAMEWORKS
Components | Vertical Solutions
Process Templates

hybris software AN SAP COMPANY

Most Innovative Partner 2012

NEW TECHNOLOGY APPLICATIONS
SMAC| Platforms| Appliances

SMAC
Cloud enabling ERP

Platform
Mobile Web Enablement

Appliances
High Speed Analytics

INNOVATION | RELIABILITY | SPEED
in adopting new technologies

…and deeper customer commitment.
translating technology to business results

CUSTOMER SPECIFIC CENTRE OF EXCELLENCE

Governance
Leadership Role
Strategic Metrics

Value Co-Creation
SLAs & Outcomes
Co Investment in IP

TECHNOLOGY | SKILLS | ASSETS | PROCESSES

Decade+ customer relationships with sustained value delivery

World Leading CPG Co
"Great dedication and commitment."

Global Software Major
" Deep domain knowledge and technical expertise.…increased competitive agility."

Global Travel Co
"Flexibility and positive engagement. Overall performance is excellent."

Range of services that go deep
Enabling technology partners & Enterprises get more from one another

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PRODUCT ENGINEERING

Product Engineering
- Architecture, Design & Development, Sustenance,
- Testing
- Verticalization & Localization
- SAAS & PAAS Engineering

Professional Services
- Managed Support Services
- Certification Services
- Implementation
- Onboarding & Training

Go to Market
- ISV / SI partner Development & Engineering Support
- Project Assessments
- Marketing, Licensing & Redistribution

ENTERPRISE IT SERVICES

Customer Engagement
- Multi-channel Commerce
- Analytics
- CRM, Loyalty
- Mobile & Social

Enterprise Efficiency
- ERP
- Business Intelligence
- SCM, HR, Finance
- Mobile & Social

IT Cost Management
- Managed Services & Infrastructure
- Cloud & Virtualization
- Licensing Optimization

TECHNOLOGY INFRA

Core IT Infrastructure
- OS, Servers, Cloud & Virtualization
- Security, Identity & Access
- Infrastructure Management, Optimization & Support

Employee Productivity
- Communication & Collaboration
- Work Tools & Applications
- Onboarding & Support

Business Application
- E. Comm, Digital Marketing, CRM, BI, Mobility, ERP, SCM
- IT Appliances
- Consulting & Support

A team focused on one objective: **Your Win!**
Thought Leadership | Customer Commitment | Execution Excellence

ENVIRONMENT

- Fun &Fearless
- Enhance Potential & Passion for work
- Collaborative

VALUES

- Thought Leadership
- Customer Centricity
- Execution Excellence

ATTITUDES

- Deep Thinking
- Emotions@Work
- Encourage Initiative
- Play to Win
- Everyone Counts
- Run for it

The confidence to be best-of-breed Information Technology professionals who make a difference to clients.

People Results
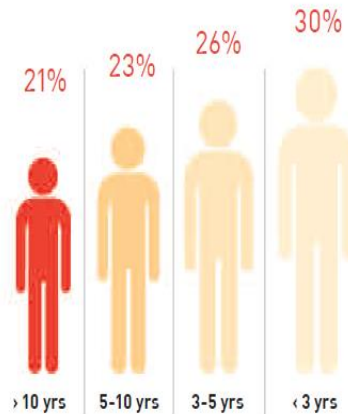## *Qualified, Committed, Engaged*

Qualified

Engineers
70%

Post Graduates
(M.Techs &
MBAs)
23%

Others
7%

Committed

21% 23% 26% 30%

› 10 yrs   5-10 yrs   3-5 yrs   ‹ 3 yrs

Sonata's people - Tenure in years

Engaged

"The work environment in Sonata is very conducive and you have great opportunities to learn and work with the latest technologies. I joined Sonata as a fresher and have learned a lot, not only in terms of technology, also in terms of leadership and management skills, in the past 9 years." Chetana Bhattacharya

"Being a part of Sonata India is an enriching experience. You get to connect with a lot of people at a personal level. A lot of the team has been with the organization for a long time and there is a great amount of learning from the knowledge and experiences they have accumulated over the years." Amey Mhasalkar

For Community: Positively impacting wider society

thru a deep appreciation of our responsibility

EDUCATION

Teach a Class Foundation

educational "hotspot" devices, to partnering schools

ART & CULTURE

INTACH

walking-tour application for heritage sites

Supporting IT needs of projects with social impact

Depth Makes a Difference

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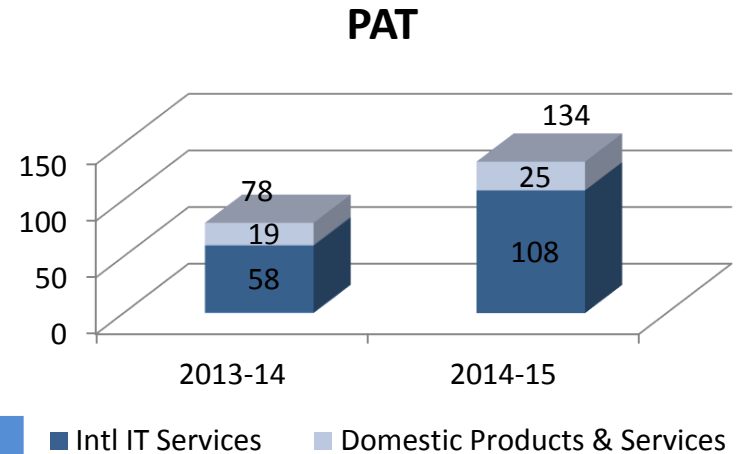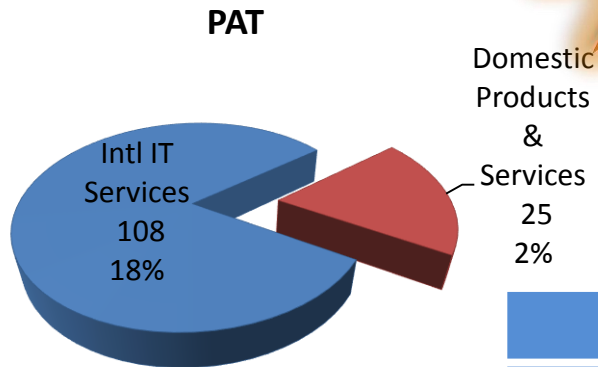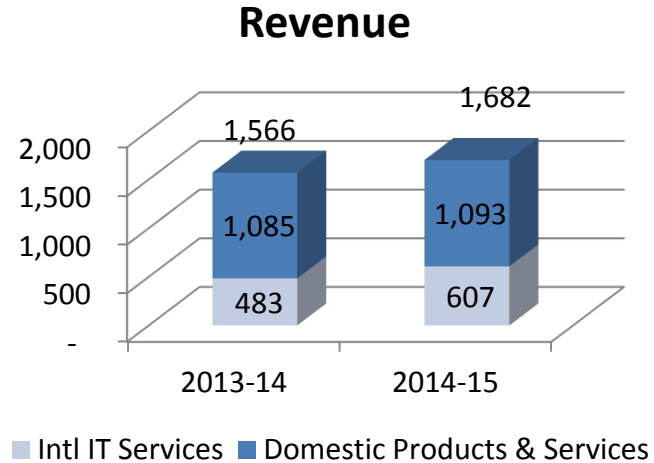|			
IT PARTNER FOR TRANSFORMATION Product | Enterprise IT| Infrastructure	**DEEP TECHNOLOGY EXPERTISE** World Class Alliances Solution Innovations	**DEEPER CLIENT COMMITMENT** Customer-specific Centers of Excellence Outcome-based Pricing	**GLOBAL REACH** USA | Europe ME | APAC | ANZ India
TRACK RECORD WITH FORTUNE 500 CLIENTS **Domain Focus** ISV | Travel | Retail | CPG	**QUALITY** SEI CMMi Level 5 ISO9001 ISO20000/27000	**THE TEAM** Thought Leadership Customer Commitment Execution Excellence	**SOCIAL RESPONSIBILITY** **Supporting IT Projects with Social impact**

Sonata Software – Business Structure

Reporting Segment	International IT Services							Domestic Products & Services
Legal Entities	Sonata Software Ltd	Sonata Europe Ltd	Sonata Software GmbH	Sonata FZ LLC	Sonata Software North America	**Sonata Software Qatar**	**Rezopia Inc.**	Sonata Information Technology Ltd
Geography	India	UK	Germany	Dubai	USA	Qatar	USA	India
Nature of Business	• IT Consulting • RIM • Offshore IT Software Development	• Software Services, and Development	• Program Management for TUI	• Sales & Marketing • Account Management • Program Management	• Sales & Marketing • Account Management • Program Management • Onsite IT Services	• Sales & Marketing • Account Management • Program Management • Onsite IT Services	• Cloud based PAAS travel IT solutions platform	• Distribution of Packaged Software Products • Domestic IT Services

Sonata Software Limited is the parent entity above all reporting segments.

Result Snapshot – Q4 FY 15

	For the Quarter ended					For the Year ended			in ₹ Crores
Description	31-Mar-15	31-Dec-14	QoQ	31-Mar-14	YoY	31-Mar-15	31-Mar-14	YoY	
Revenues									
International IT Services	162.21	156.18	4%	**133.93**	21%	606.69	**483.58**	25%	
Domestic- Products & Services	234.29	314.27	-25%	**206.78**	13%	1,092.87	**1,084.74**	1%	
Consolidated	392.65	467.07	-16%	**340.71**	15%	1,682.13	**1,565.97**	7%	
EBITDA									
International IT Services	39.21	41.03	-4%	**27.16**	45%	151.30	**84.82**	78%	
Domestic- Products & Services	11.60	11.47 *	1%	**8.12**	43%	41.28 *	**35.15** *	17%	
Consolidated	50.33	51.73 *	-3%	**35.02**	44%	190.73 *	**117.48** *	62%	
PAT									
International IT Services	27.77	28.90	-4%	**18.54**	50%	108.39	**58.55**	85%	
Domestic- Products & Services	7.06	6.81	4%	**5.03**	40%	25.30	**19.22**	32%	
Consolidated	34.83	35.71	-2%	**23.57**	48%	133.70	**77.77**	72%	

Includes "exceptional Item" Interest income received of ₹ 1.40 crores during Q3 of FY2014-15; Overall for the year is ₹ 3.1 crores as against ₹ 6.83 crores in FY2013-14 on Income-Tax refunds.
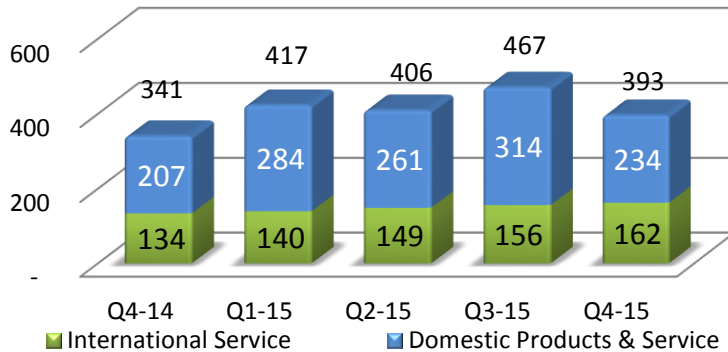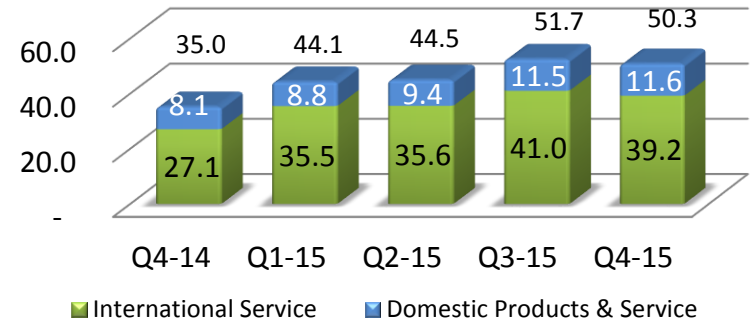
Consolidated Revenue & PAT – FY 15

SONATA SOFTWARE

INR Crores

Revenue

Domestic Products & Services 1,093

Intl IT Services 607

Revenue

	2013-14	2014-15
	1,566	1,682
Domestic Products & Services	1,085	1,093
Intl IT Services	483	607

■ Intl IT Services   ■ Domestic Products & Services

2,000 / 1,500 / 1,000 / 500 / -

Highest revenues & PAT

PAT

Intl IT Services 108 18%

Domestic Products & Services 25 2%

PAT

	2013-14	2014-15
	78	134
Domestic Products & Services	19	25
Intl IT Services	58	108

150 / 100 / 50 / 0

■ Intl IT Services   ■ Domestic Products & Services

	Growth		
	Cons	Intl Ser	Dom
Rev	7%	25%	1%
PAT	71%	85%	32%

Consolidated - by Quarter

Revenue

Quarter	International Service	Domestic Products & Service	Total
Q4-14	134	207	341
Q1-15	140	284	417
Q2-15	149	261	406
Q3-15	156	314	467
Q4-15	162	234	393

EBIDTA

Quarter	International Service	Domestic Products & Service	Total
Q4-14	27.1	8.1	35.0
Q1-15	35.5	8.8	44.1
Q2-15	35.6	9.4	44.5
Q3-15	41.0	11.5	51.7
Q4-15	39.2	11.6	50.3

PAT

Quarter	International Service	Domestic Products & Service	Total
Q4-14	18.5	5.0	23.6
Q1-15	26.3	5.7	32.0
Q2-15	25.4	5.7	31.1
Q3-15	28.9	6.8	35.7
Q4-15	27.8	7.1	34.8

	QoQ	YoY
Revenues	-16%	15%
EBIDTA	-3%	44%
PAT	-2%	48%

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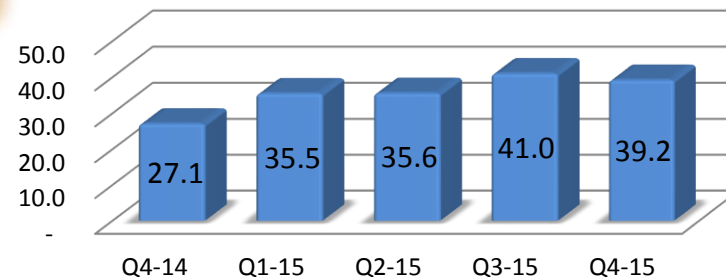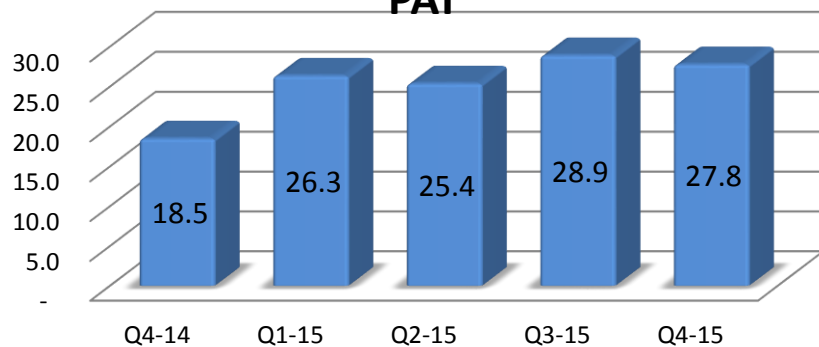
International IT services – by Quarter

Record Revenue
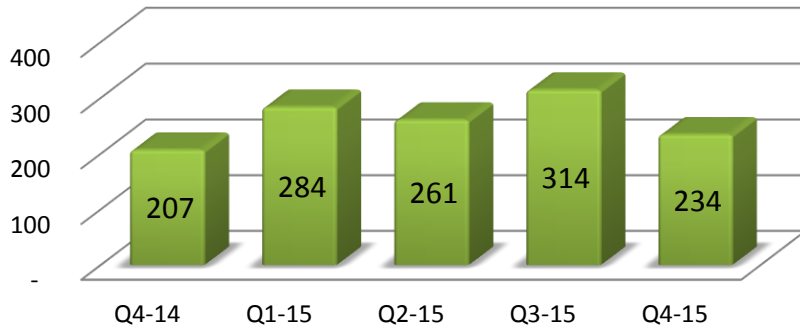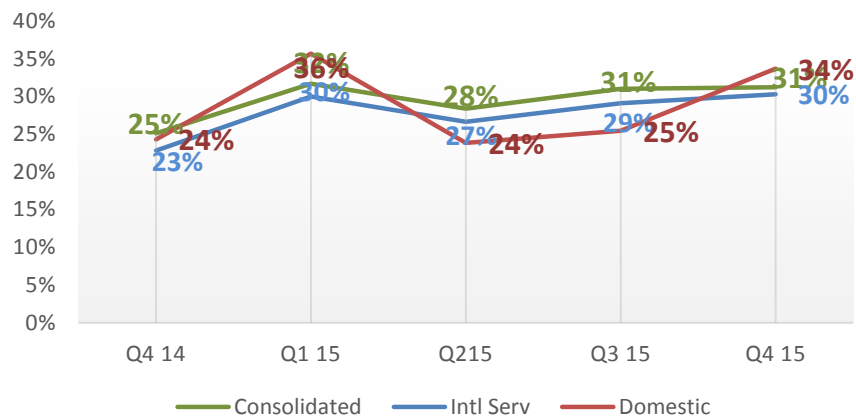
Revenue

Quarter	Value
Q4-14	134
Q1-15	140
Q2-15	149
Q3-15	156
Q4-15	162

EBIDTA

Quarter	Value
Q4-14	27.1
Q1-15	35.5
Q2-15	35.6
Q3-15	41.0
Q4-15	39.2

PAT

Quarter	Value
Q4-14	18.5
Q1-15	26.3
Q2-15	25.4
Q3-15	28.9
Q4-15	27.8
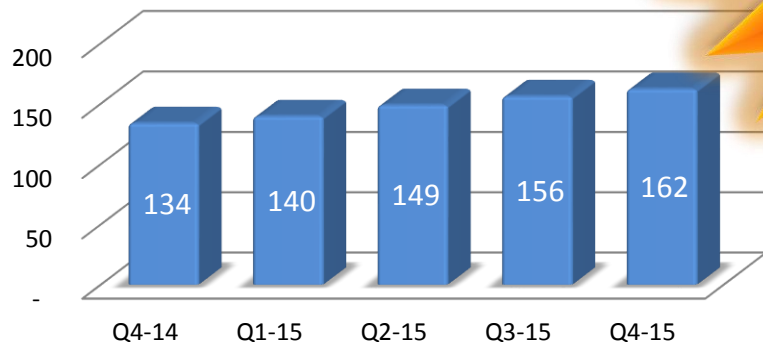
	QoQ	YoY
Revenues	4%	21%
EBIDTA	-4%	45%
PAT	-4%	50%

Domestic Product & Services – by Quarter

INR Crores

Revenue

Quarter	Revenue
Q4-14	207
Q1-15	284
Q2-15	261
Q3-15	314
Q4-15	234

EBIDTA

Quarter	EBIDTA
Q4-14	8.1
Q1-15	8.8
Q2-15	9.4
Q3-15	11.5
Q4-15	11.6

PAT

Quarter	PAT
Q4-14	5.0
Q1-15	5.7
Q2-15	5.7
Q3-15	6.8
Q4-15	7.1
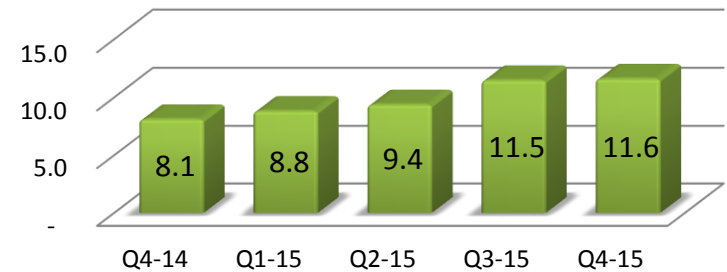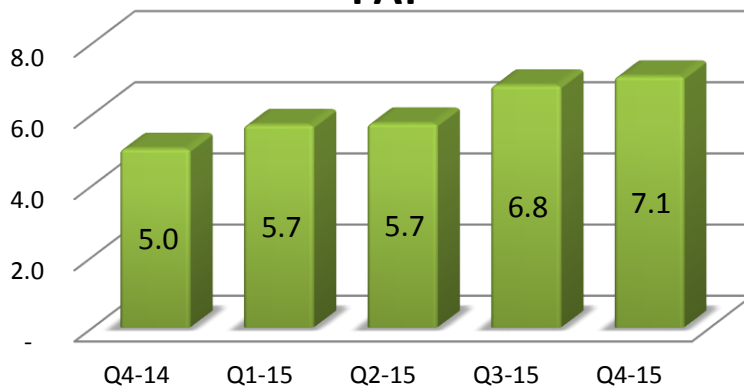
	QoQ	YoY
Rev	-25%	13%
EBIDTA	1%	43%
PAT	4%	40%

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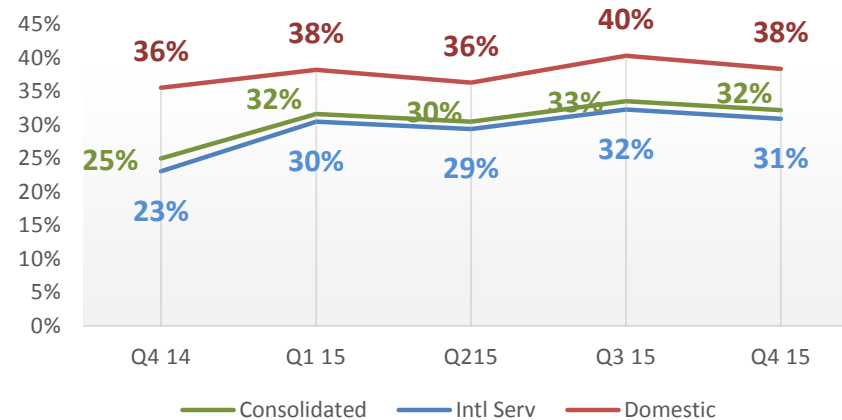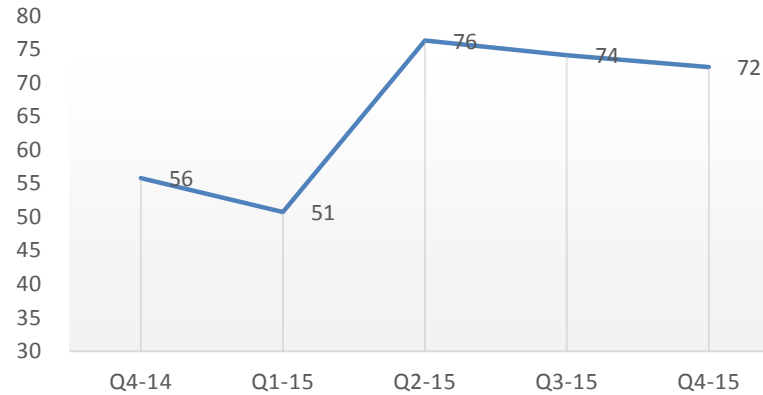
Head count

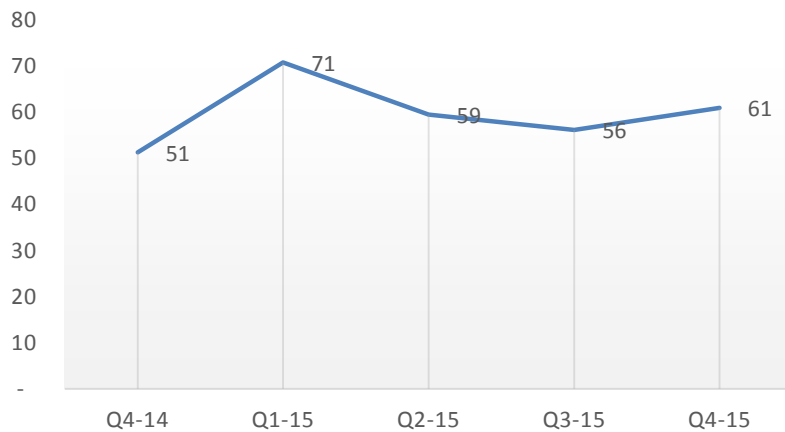|	Q4-14	Q1-15	Q2-15	Q3-15	Q4-15
Total	2,565	2,686	2,856	2,951	3,018
Domestic Products & Service	120	111	110	114	122
International Service	2,445	2,575	2,746	2,837	2,896

Legend: ■ International Service   ■ Domestic Products & Service

ROCE & RONW

ROCE

	Q4 14	Q1 15	Q215	Q3 15	Q4 15
Consolidated	25%	32%	28%	31%	31%
Intl Serv	23%	30%	27%	29%	30%
Domestic	24%	36%	24%	25%	34%

— Consolidated — Intl Serv — Domestic

RONW

	Q4 14	Q1 15	Q215	Q3 15	Q4 15
Consolidated	25%	32%	30%	33%	32%
Intl Serv	23%	30%	29%	32%	31%
Domestic	36%	38%	36%	40%	38%

— Consolidated — Intl Serv — Domestic

Day Sales Outstanding

Consolidated

International Services

Domestic
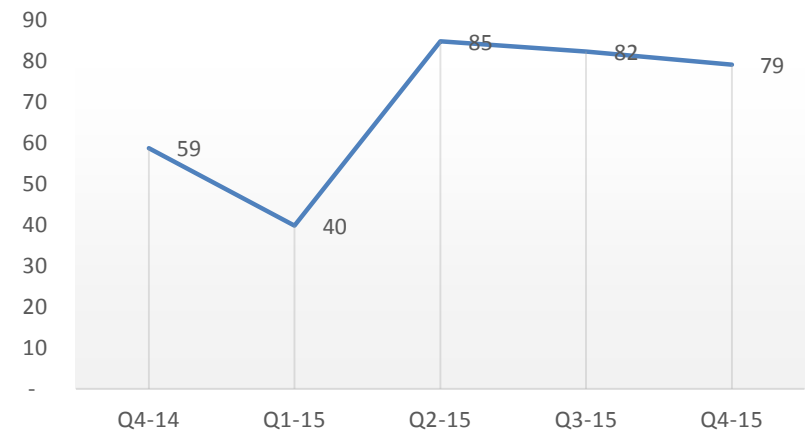
International IT Services – Key Metrics

Revenues

Revenue $ mn

Quarter	Revenue $ mn
Q4-14	21.5
Q1-15	23.1
Q2-15	24.3
Q3-15	25.0
Q4-15	25.9

Geography

	Q4 14	Q1 15	Q215	Q3 15	Q4 15
Rest of World	12%	11%	9%	14%	14%
Europe incl UK	33%	35%	35%	31%	34%
USA	54%	53%	56%	55%	52%

Legend: USA, Europe incl UK, Rest of World

Onsite / Offshore

	Q4 14	Q1 15	Q215	Q3 15	Q4 15
Offshore	64%	64%	68%	70%	67%
Onsite	36%	36%	32%	30%	33%
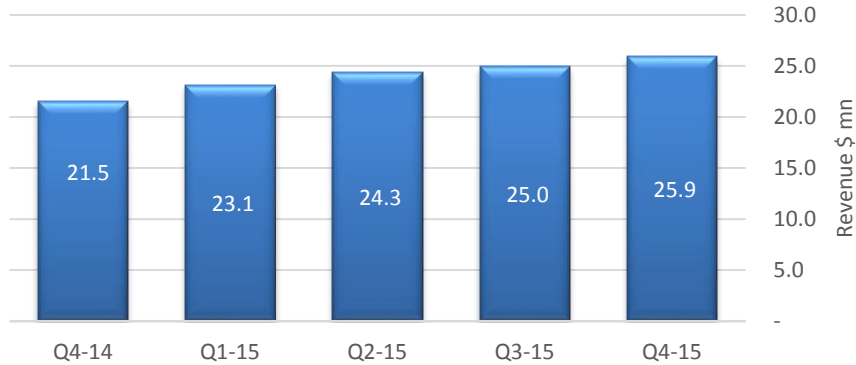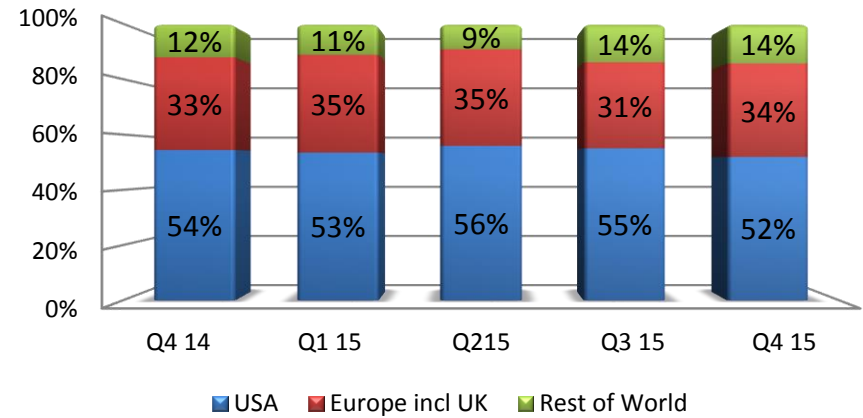
Legend: Onsite, Offshore
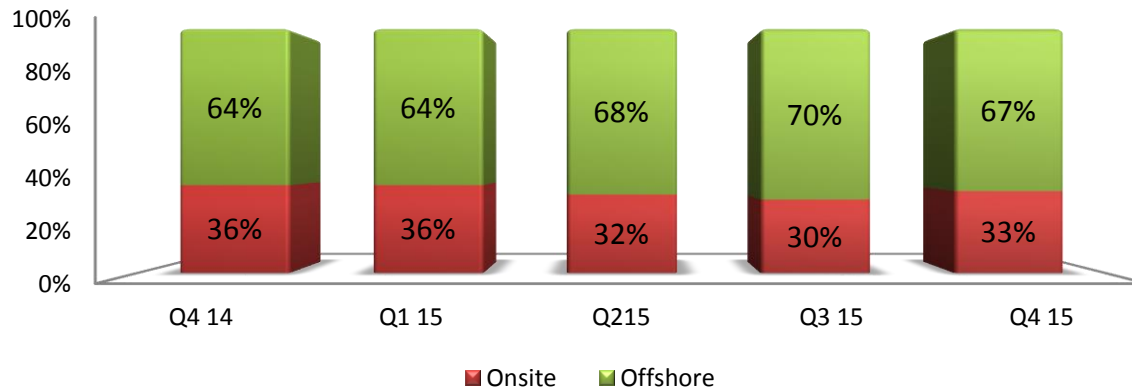
Revenue by Customers

Customer Category

Legend: ■ # of Fortune 500 accounts ■ # of million dollar clients

New Customers

Vertical

Legend: ■ OPD ■ TTL ■ CPG ■ Retail ■ Others
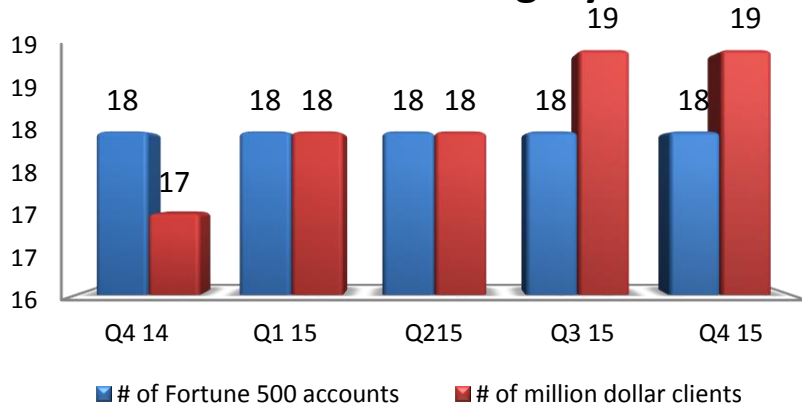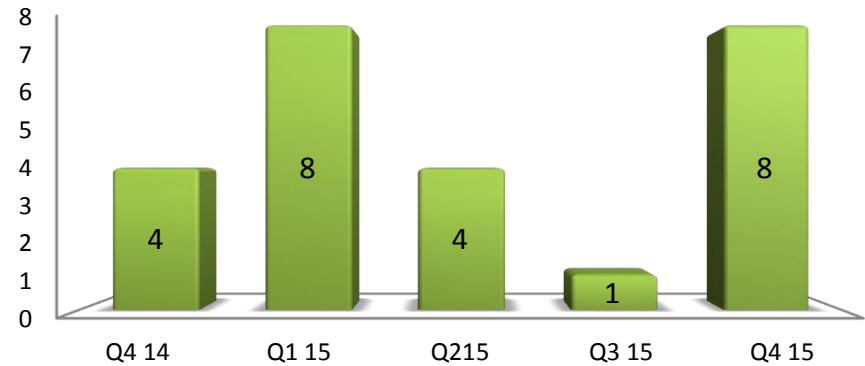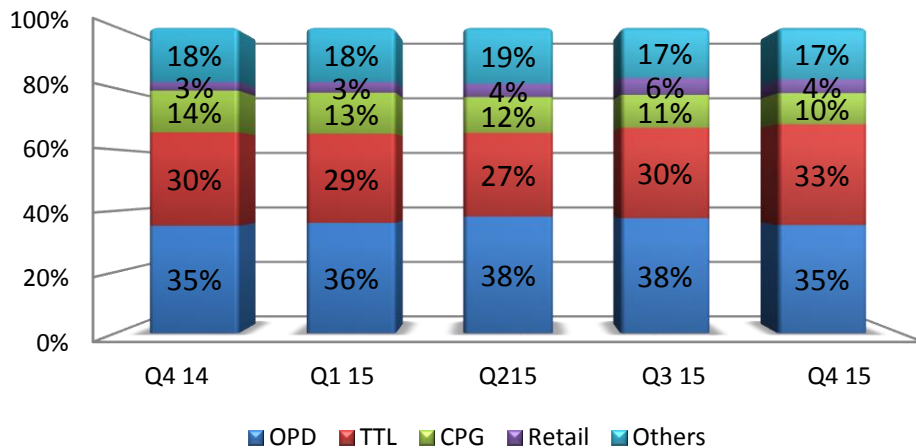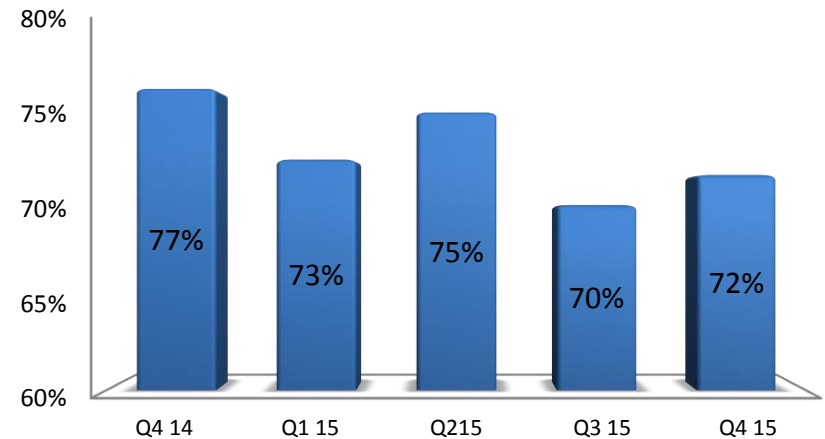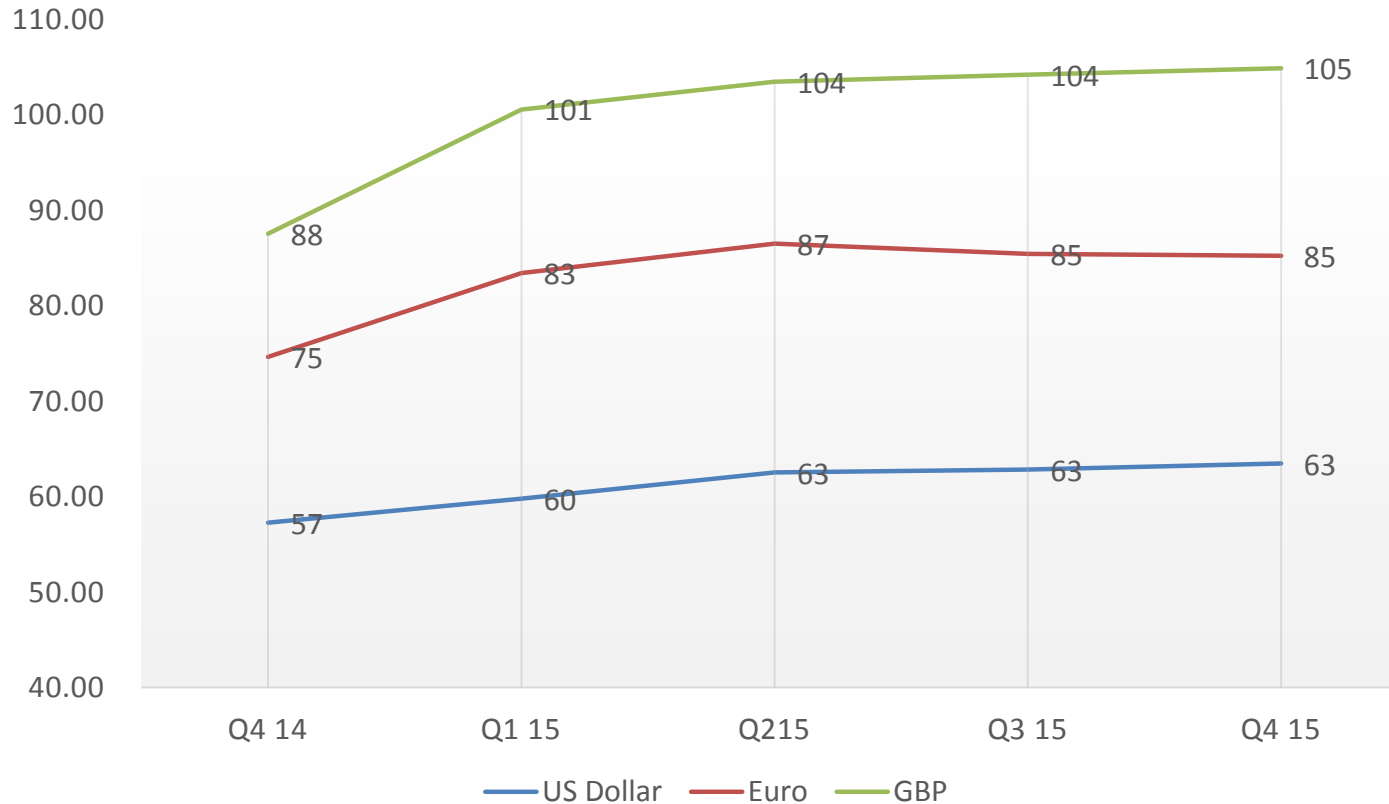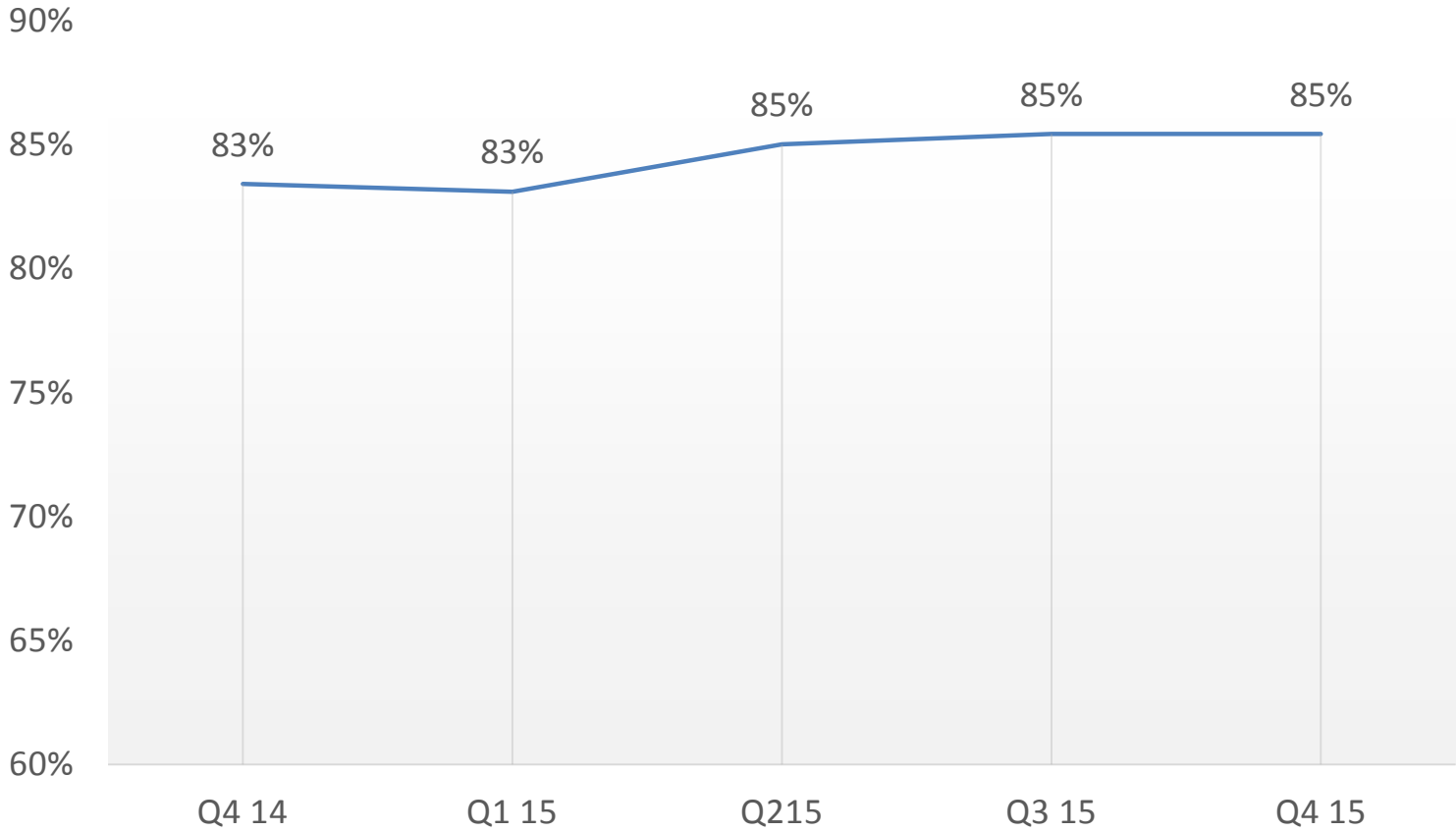
Revenue from Top 10 customers

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 22nd August 2014.

- Revenue in $ mn is for International IT services

GO DEEPER

Transform business with IT

THANK YOU

in — www.linkedin.com/company/sonata-software

f — www.facebook.com/sonatasoftware

t — www.twitter.com/sonata_software

www.sonata-software.com