

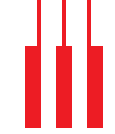


Sonata Software

Investor Presentation

Q1 2021





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



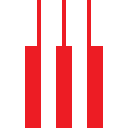
For the Employee

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

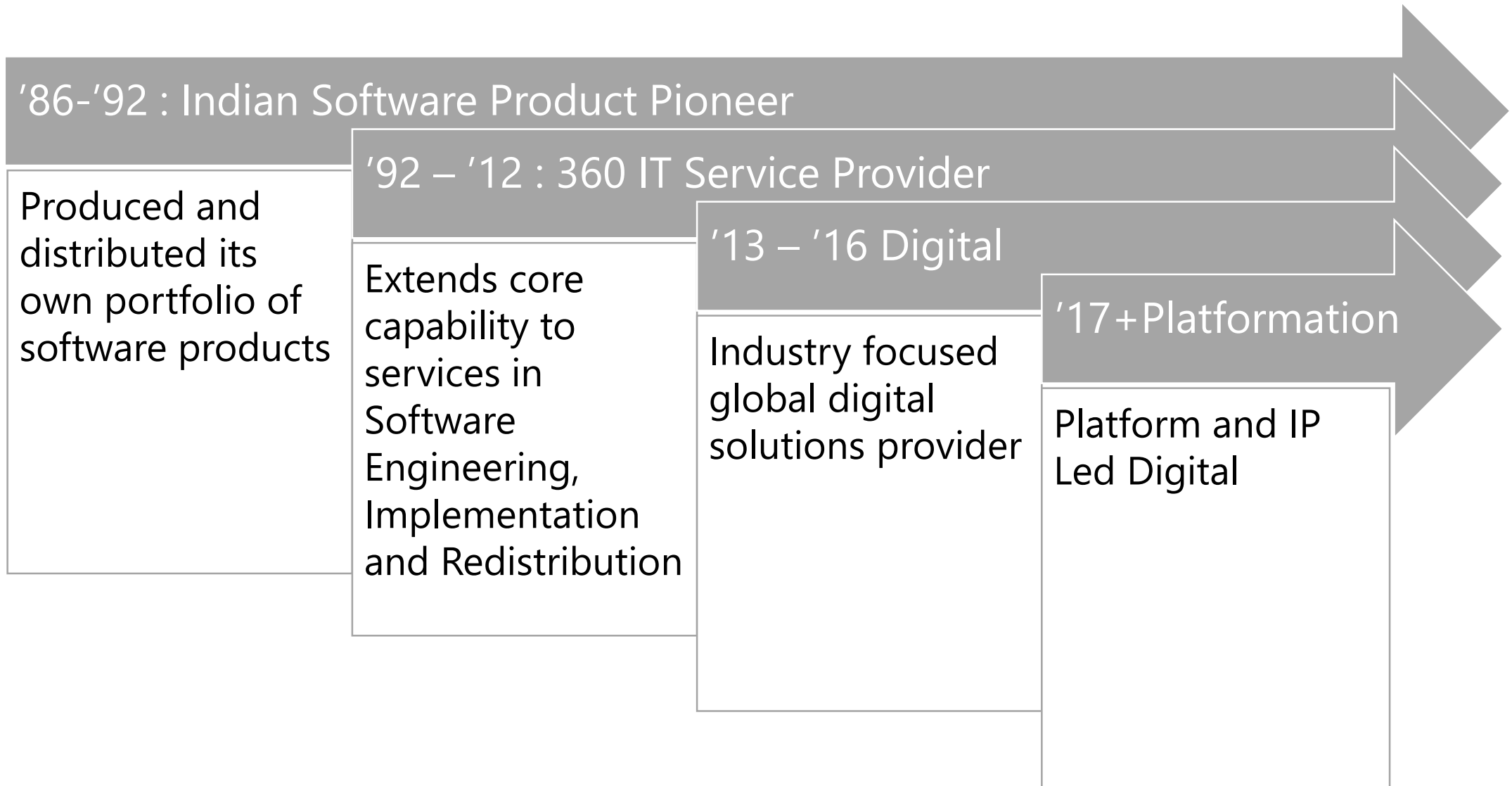


For the Community

CSR initiatives to support IT needs
of projects with Social impact



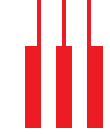
Sonata - Evolution



Sonata - A Snapshot

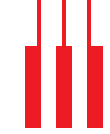
The Company	30+ YEARS as a IT Solutions Provider	\$537+ M REVENUE 16% 3 Yr. CAGR	4000+ TEAM across US, EU, Asia & ANZ	SEI CMMI L5, ITIL & ISO certified
Industry Focus	CPG & MFG Consumer Goods, Industrial Goods, Wholesale	RETAIL Apparel, Hard Goods, Grocery, Hypermarket	TRAVEL TO, OTA, Airline, Rail, Hotel, Cruise	SOFTWARE VENDORS ERP, SCM, Retail, Travel
Competencies	DIGITAL Omni-channel, Mobility & IoT, Analytics, Cloud	APPLICATION LIFECYCLE SOLUTIONS ADM, Testing, IMS Managed Services	PLATFORM IP Brick & Click Retail, Rezopia Digital Travel, Modern Distribution	TECHNOLOGY INFRASTRUCTURE SOLUTIONS Software, Cloud, Server & Storage, Systems Integration
Credentials	CUSTOMERS Global Top 5 – Leisure Travel Co, Grocery Retailer, F&B CPG Co, Software Co	TECHNOLOGY Microsoft, SAP, Oracle, Open Source, IBM	RECOGNITIONS Microsoft – Inner Circle, SAP Pinnacle Award, Microsoft Country Partner of Year India	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



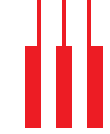
Sonata Story

- Platformation™
- Long term relationships with clients
- Alliance with Microsoft
- IP led
- Engineering excellence and advanced technologies
- **Track record of running mission critical operations on cloud with own IP**
- Over all growth story last 8 years and recognition
- Talent stability at the top



Differentiated Strategy

- IP-led Service Offerings
- Platformation™
- **Alliances**
- **Acquisitions and Competency around MS Tech**
- Domestic Business

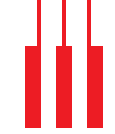


Vertical Focus

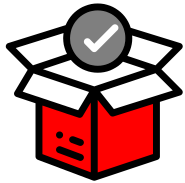
- Retail, travel, distribution & CPG, ISV, Commodity Trading, and services industry – field services
- IP – Brick and Click, Modern Distribution, CTRM, Rezopia
- **Platform led Digital Transformation**
- **Digital Business Process Library**
- **Client Digital Agenda Templates**
- Track record

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

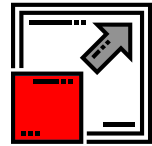
- Sonata's structured process for Platformation comprises the following :
- Digital Business Process Library & Identification
- CDAT based approach
- Platform Maturity Assessment (Separate Business & Technology maturity assessment)
- **Marchitecture™ aligned to CDAT**
- **Platform Characteristic Requirements (With a 16 point Framework)**
- Technology Architecture to achieve the Platform Characteristics
- Cloud Engineering (Cloud Native Development)
- Data Platformation Methodology (Structured Assessment of Data Infrastructure & Platform)
- **Accelerated Platform Engineering (Solution Accelerators)**
- IPs aligned to Platformation™



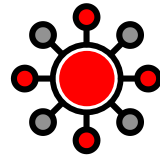
Platforms - the secret behind the digital economy's most successful companies



OPEN



SCALABLE



CONNECTED



INTELLIGENT

Sonata's approach to Digitizing business using platforms

PLATFORMATION™



Sonata READY

- End-to-end, industry-specific digital business platforms

Omni channel reservation system for a large Australian rail network built on a travel platform ensuring seamless booking experience

Sonata ACCELERATE

- Deploy popular horizontal platforms adding required functionality

Versatile retail store and e-Commerce integration for a US fashion brand ensuring scalable, omnichannel shopping experiences

Sonata CUSTOM

- Engineer custom platforms that deliver unique digital capability and scalability

A US-based travel company innovating on membership-based business models, increasing bookings by 200%, and scaling service 6X

SONATA, A BEST-IN-CLASS MICROSOFT PARTNER (Top 1%)



25 Years

MICROSOFT PARTNER

GISV, ISP, CSP, ISV Dev Centre, SI.
Country Partner India 2014, 15, 17.
Global Alliance Footprint
Won Microsoft Eagle Award 2019-20

13 Gold

CERTIFIED COMPETENCIES

Dynamics 365,
Power BI, Cortana
Azure, .Net, Mobility

360⁰

PARTNER

MS 4 areas – Business Applications, Apps & Infra,
Data & AI and, Modern Workplace
Product Engineering, Professional Support,
Delivery, LSP Partner for MS, MCS and ISV/SI
Ecosystems.

1500+

TEAM

On Microsoft Technologies with
1000+ on Microsoft Dynamics

90 Clients

ACROSS THE GLOBE

USA, Europe, Asia, India, Australia, Middle East

\$362 million/annum

REVENUE TO MICROSOFT

Across the Service Lines

INDUSTRY

FOCUS DIGITAL

Across Retail, CPG, Distribution, Travel, ISV

PLATFORM IP

ON MS DYNAMICS & AZURE-ENABLED

Brick & Click, Modern Distribution, Rezopia,
Kartopia, Halosys, Rapid

STRATEGIC

ACQUISITIONS

IBIS Inc US, Scalable Data Systems, ANZ, Sopris
US, GBW Australia

Microsoft's Global strategy



Digital Transformation Vision of Microsoft

Solution Areas

Modern Workplace

Business Applications

Apps & Infra

Data & AI

Partner Practices

- Collaboration
- Modern Desktop
- Security and compliance
- Cloud Voice

- Customer Engagement
- Operations
- Business Apps

- Cloud Infrastructure and Management
- Application Innovation

- Data Platform & Analytics

KEY EXECUTION PLAN / PLAYS

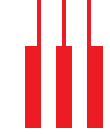
1. Adoption Drive for Teams, Yammer, OneDrive
2. PowerApps Practice
3. Upsell motion to M365 E3/E5
4. Bots for Teams
5. Security

1. Dynamics 365
2. CE Workloads
3. Power Platform

1. Cloud Consulting & Migrations
2. Managed Services under CSP
3. Automation & Cloud Management
4. App Service, SQL Azure, Containerization
5. SQL Retiral Migrations

1. SQL Modernization
2. Reporting and Analytics
3. Cognitive Services

Their GTM Strategy & Approach

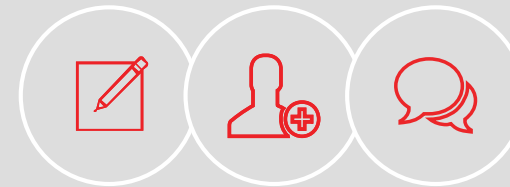


Delivering value through our **innovative engagement models**



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

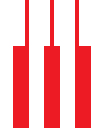
With a team nurtured to **make a difference**



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

“ 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



Sustainability Goals

THE GOALS WE'VE SET OUT TO ACHIEVE

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

5 GENDER EQUALITY

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

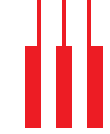
13 CLIMATE ACTION

15 LIFE ON LAND



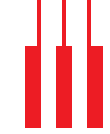
Financials





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 utilisation 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

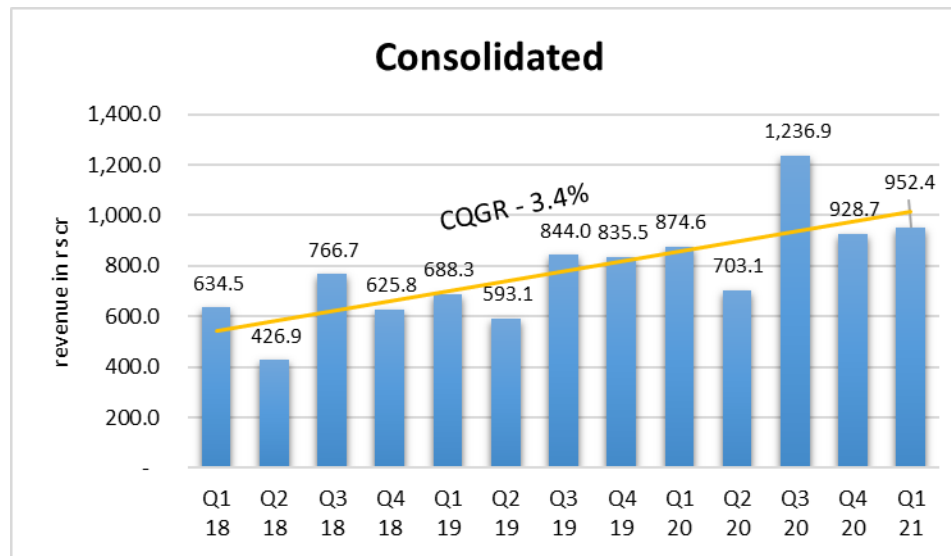
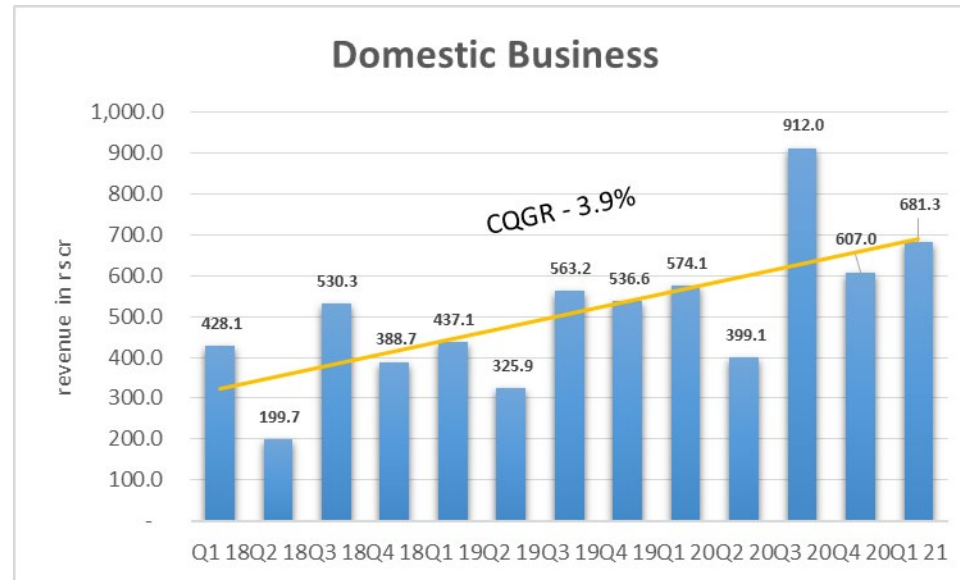
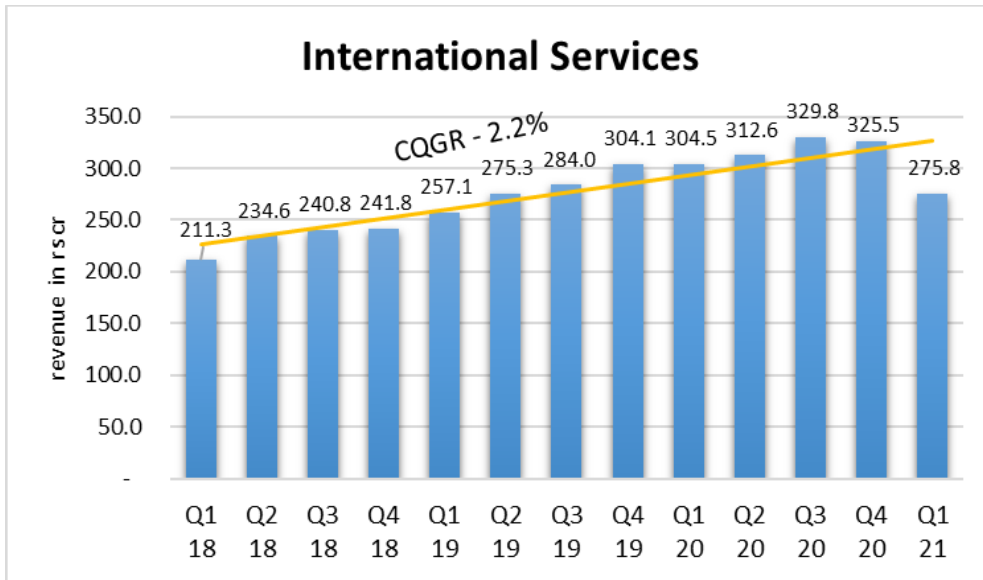


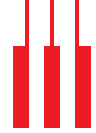
Financial Management

- 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

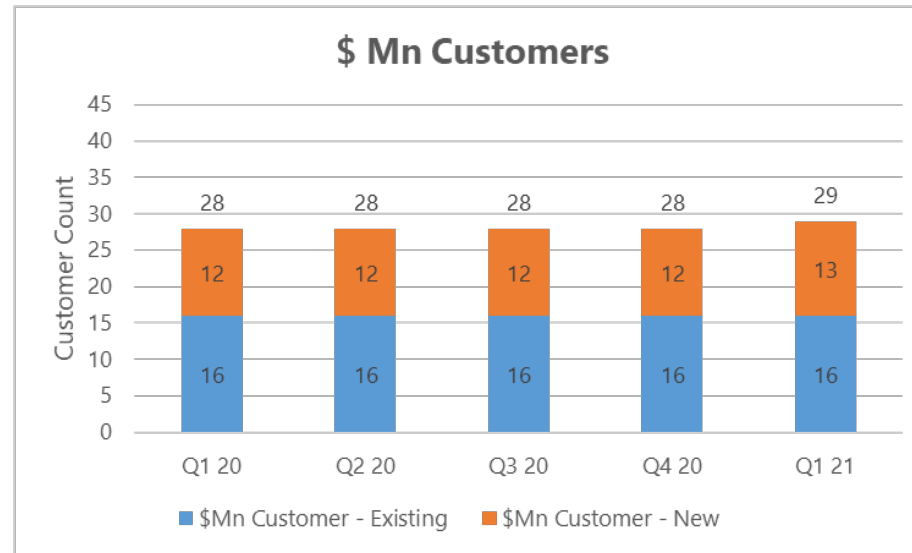
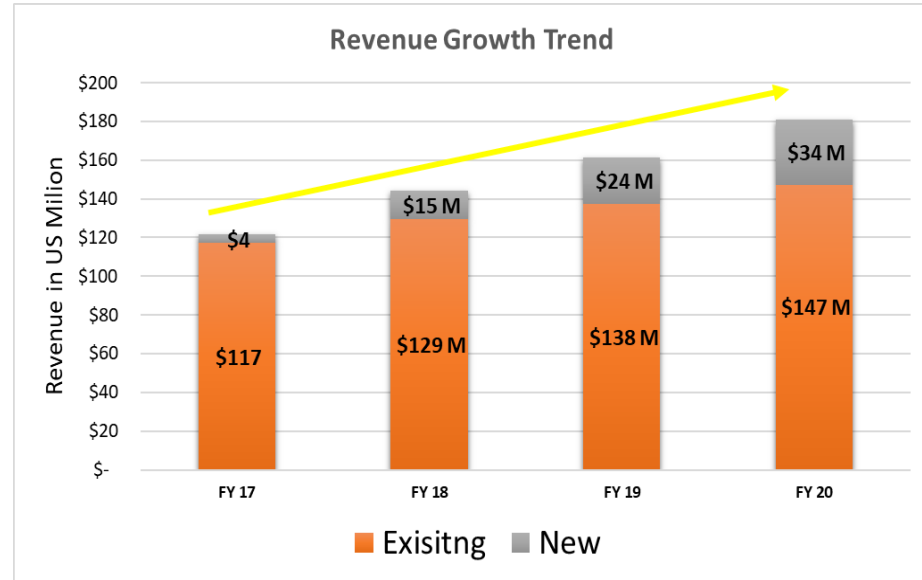
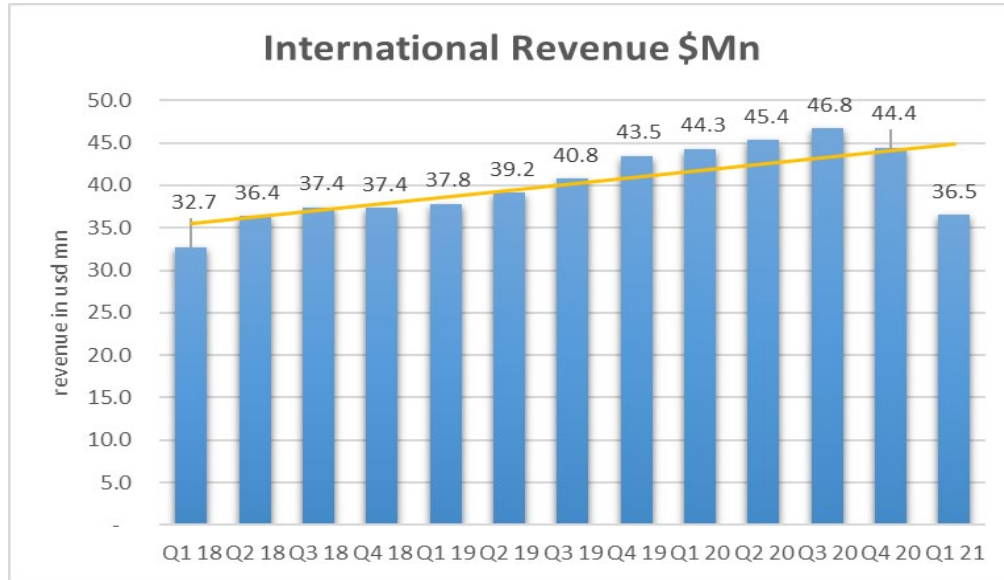


Revenue – last 12 Quarters



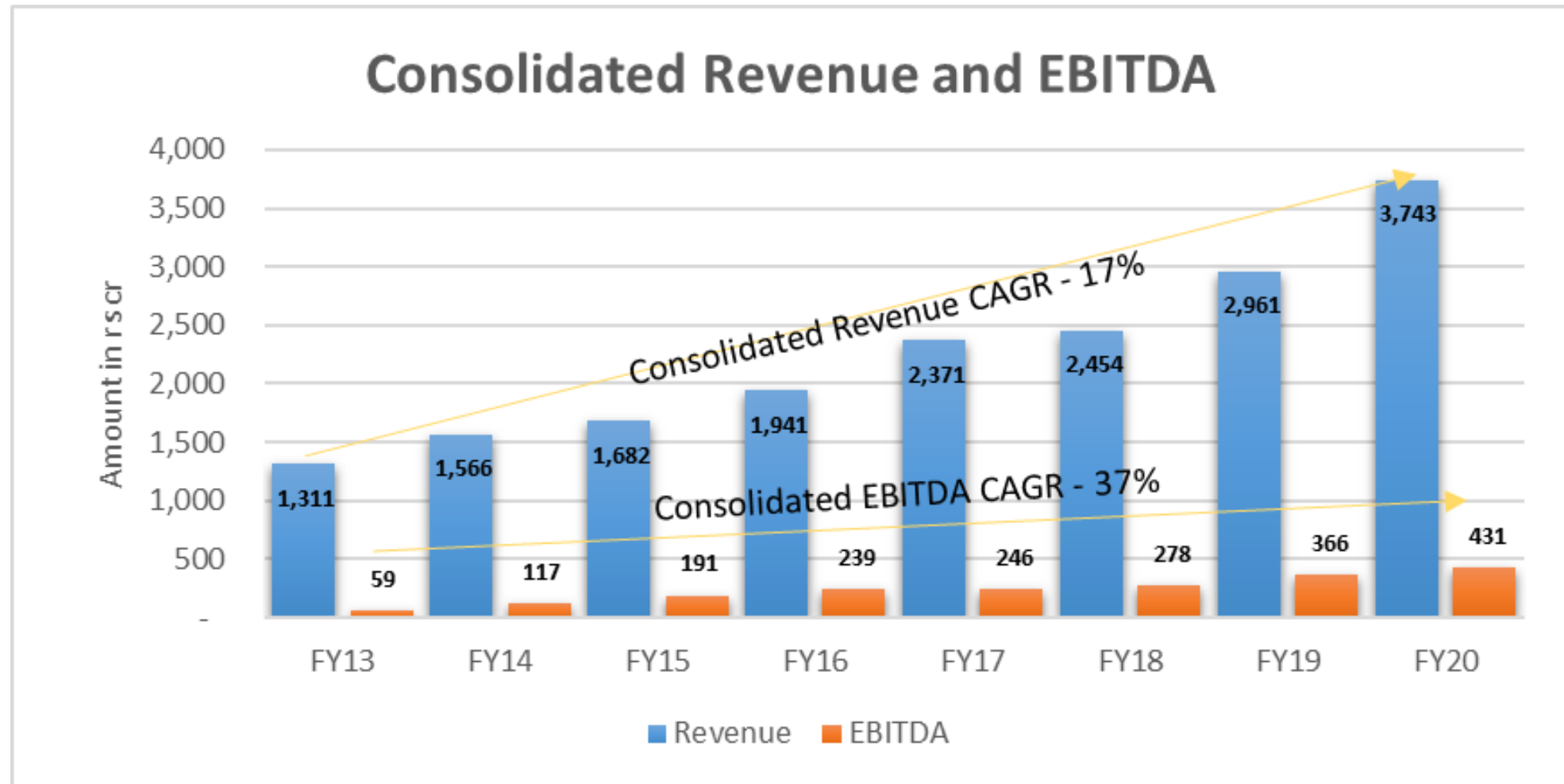


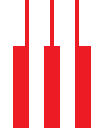
International Business Revenue Growth



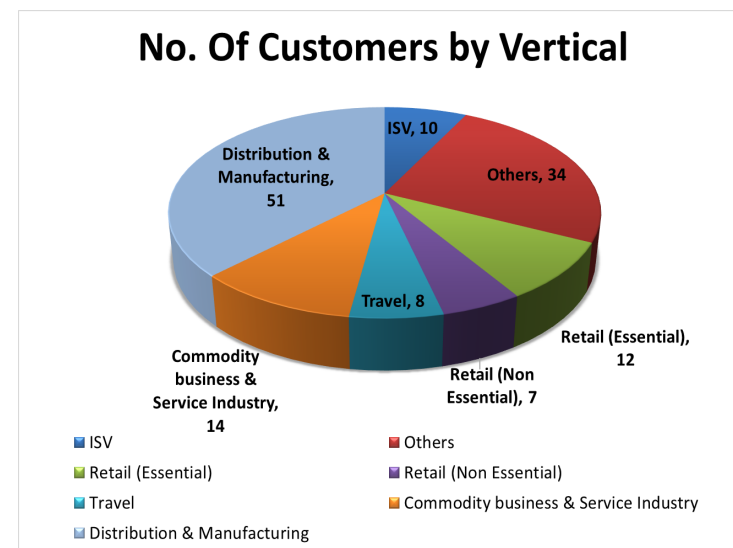
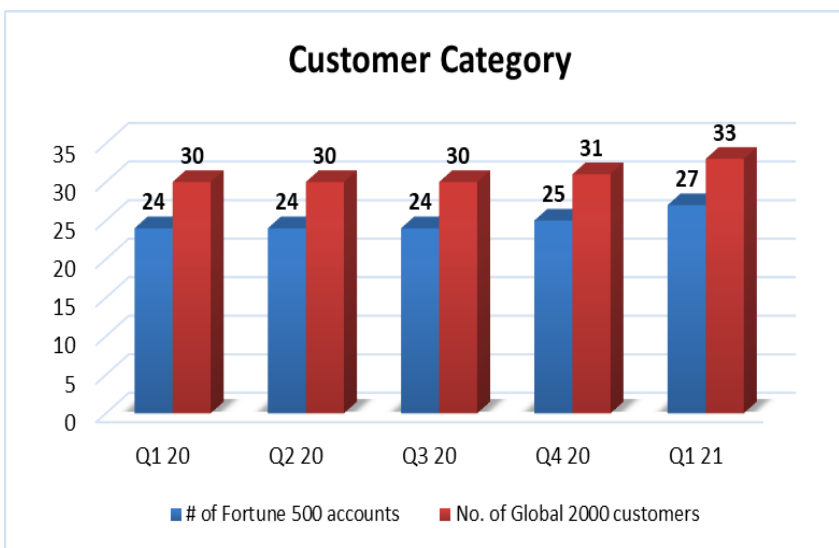
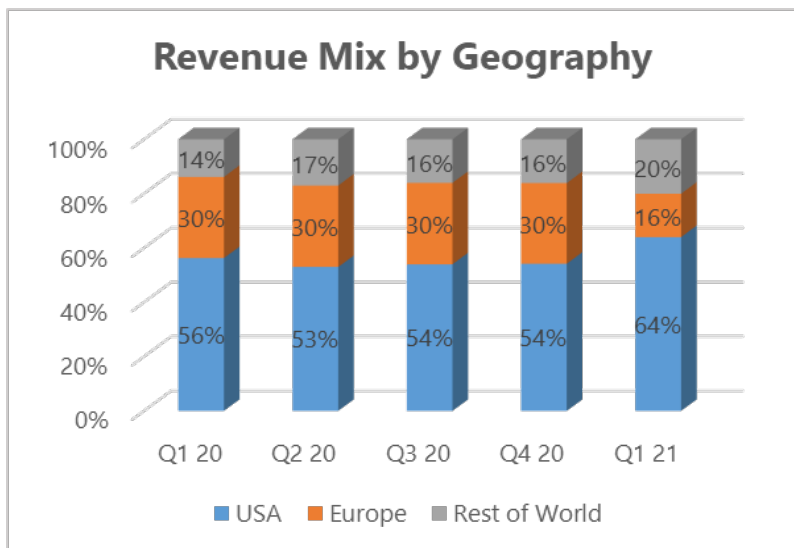
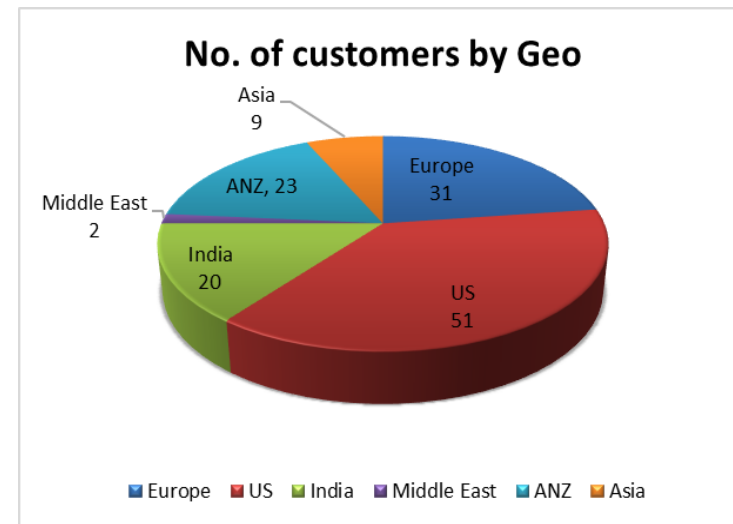
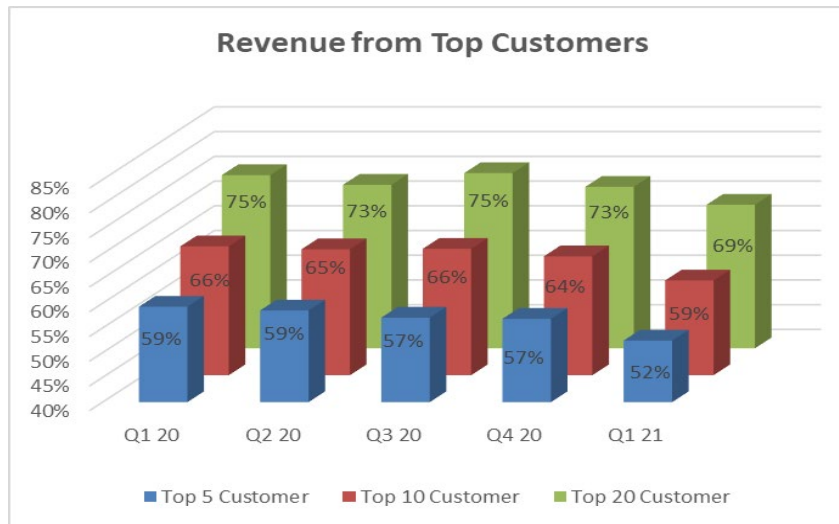
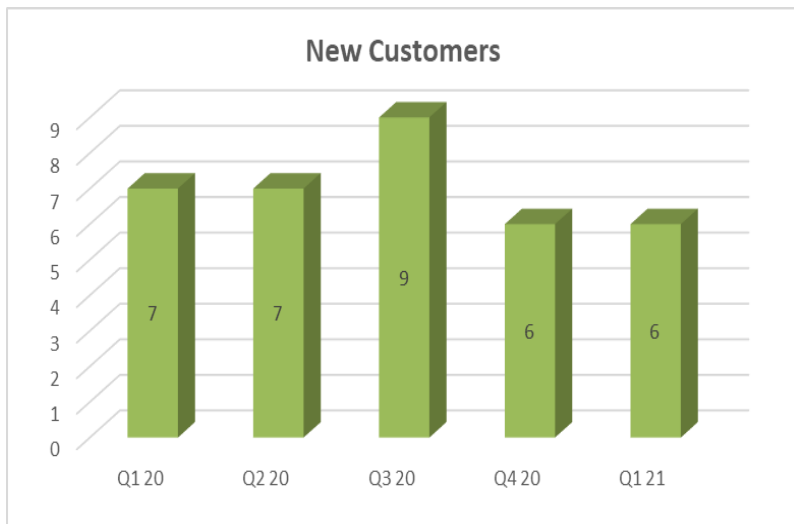
* Indicates Annualized numbers

Consistent Growth over last 8yrs



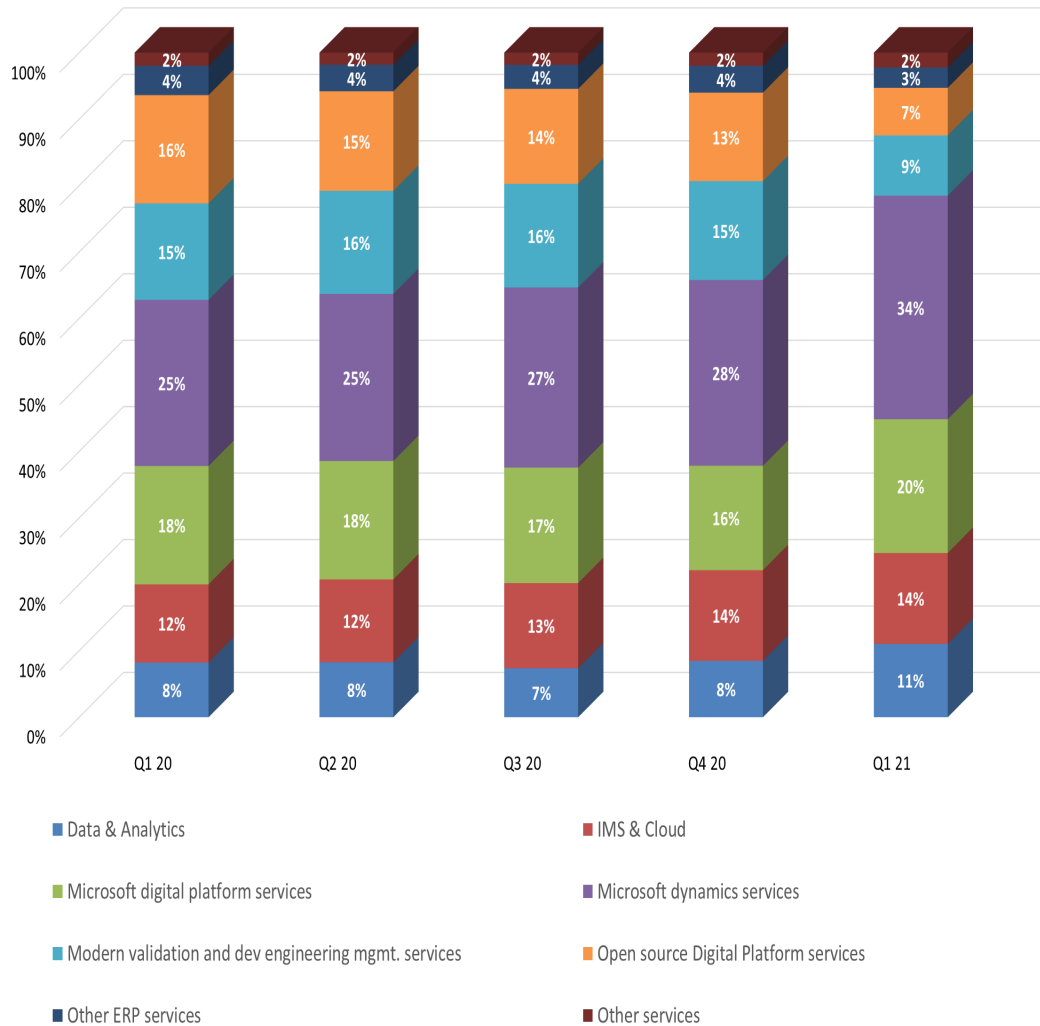


International IT services – Revenue by Customers

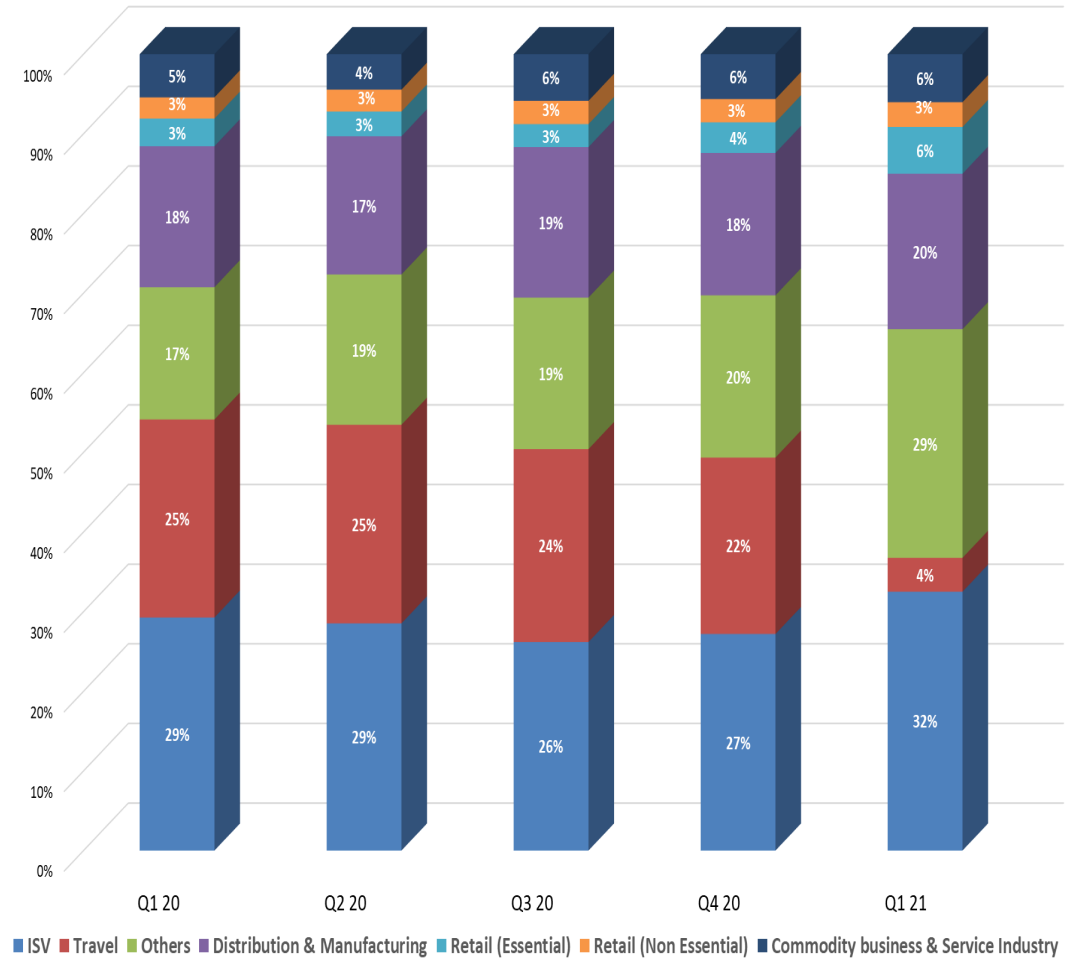


Revenue - High end Service Mix and Vertical Mix

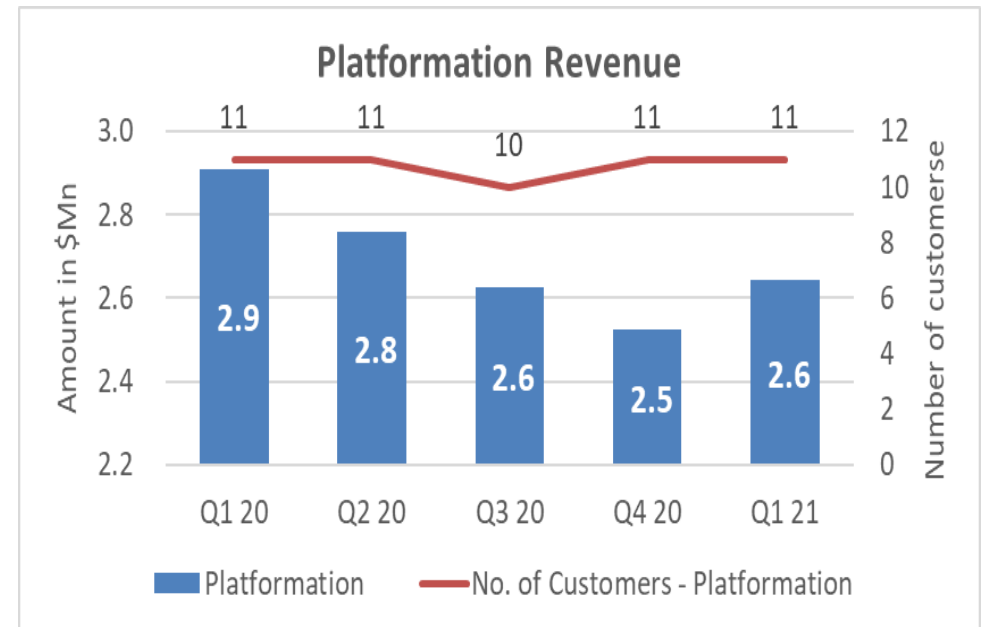
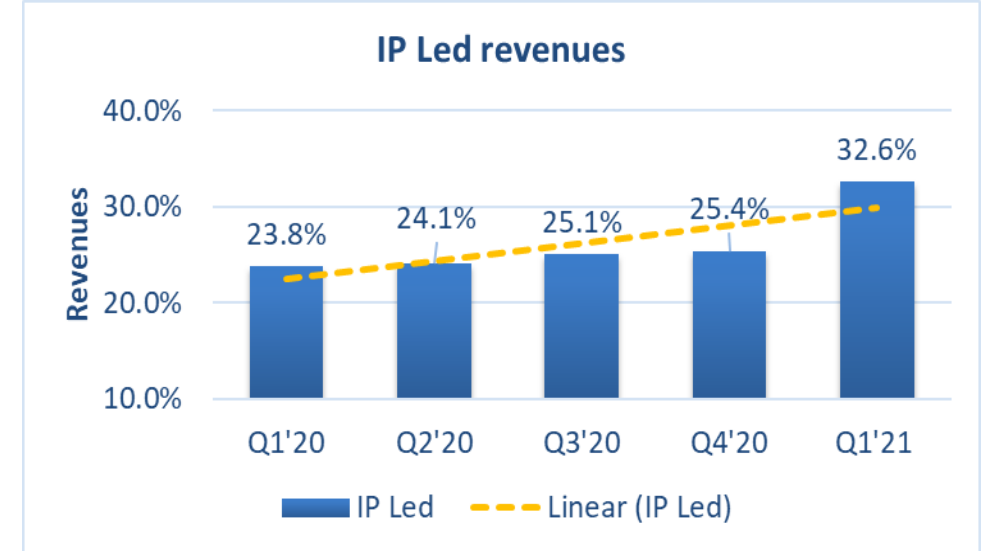
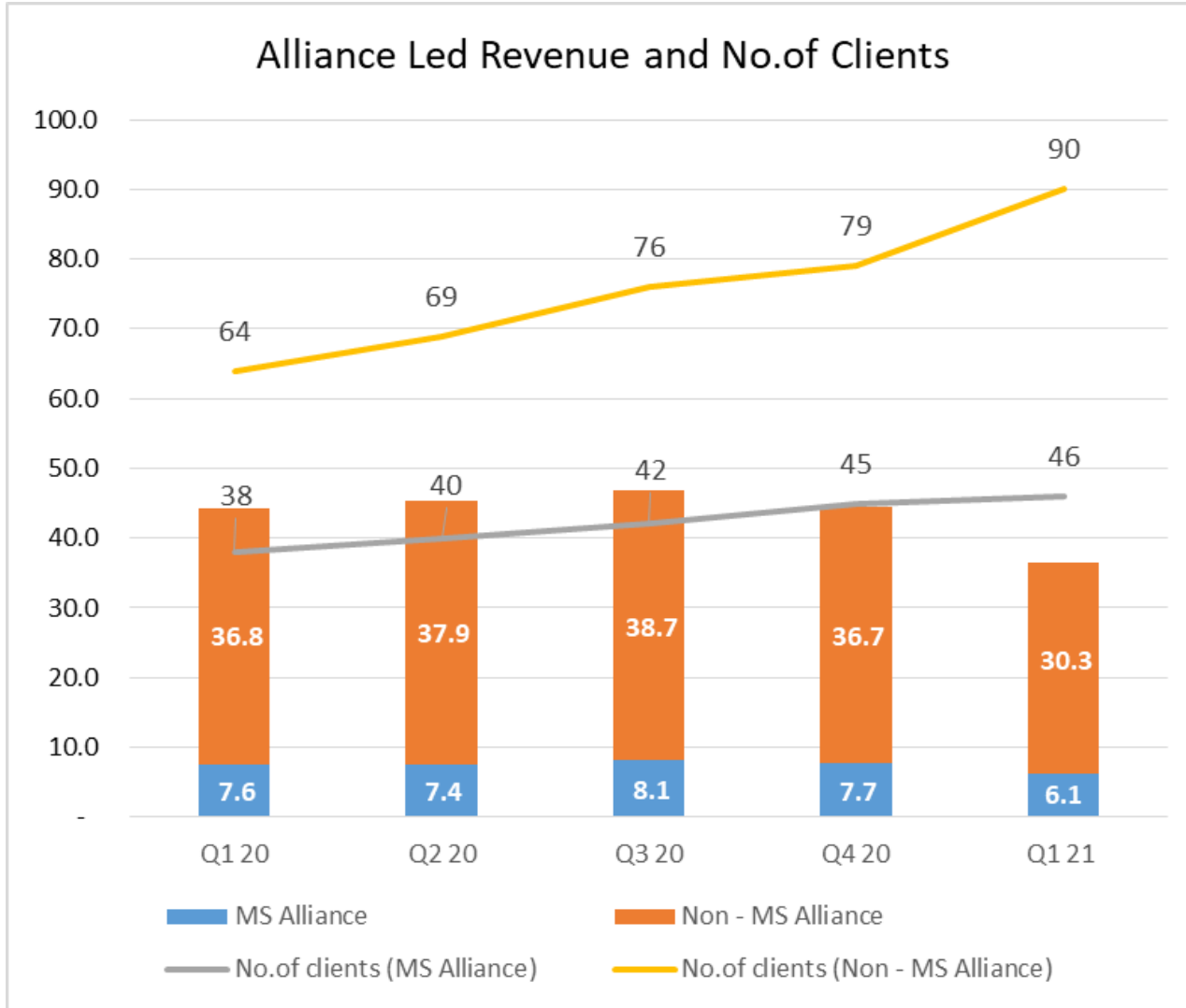
Revenue - by Competency

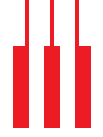


Revenue by Vertical

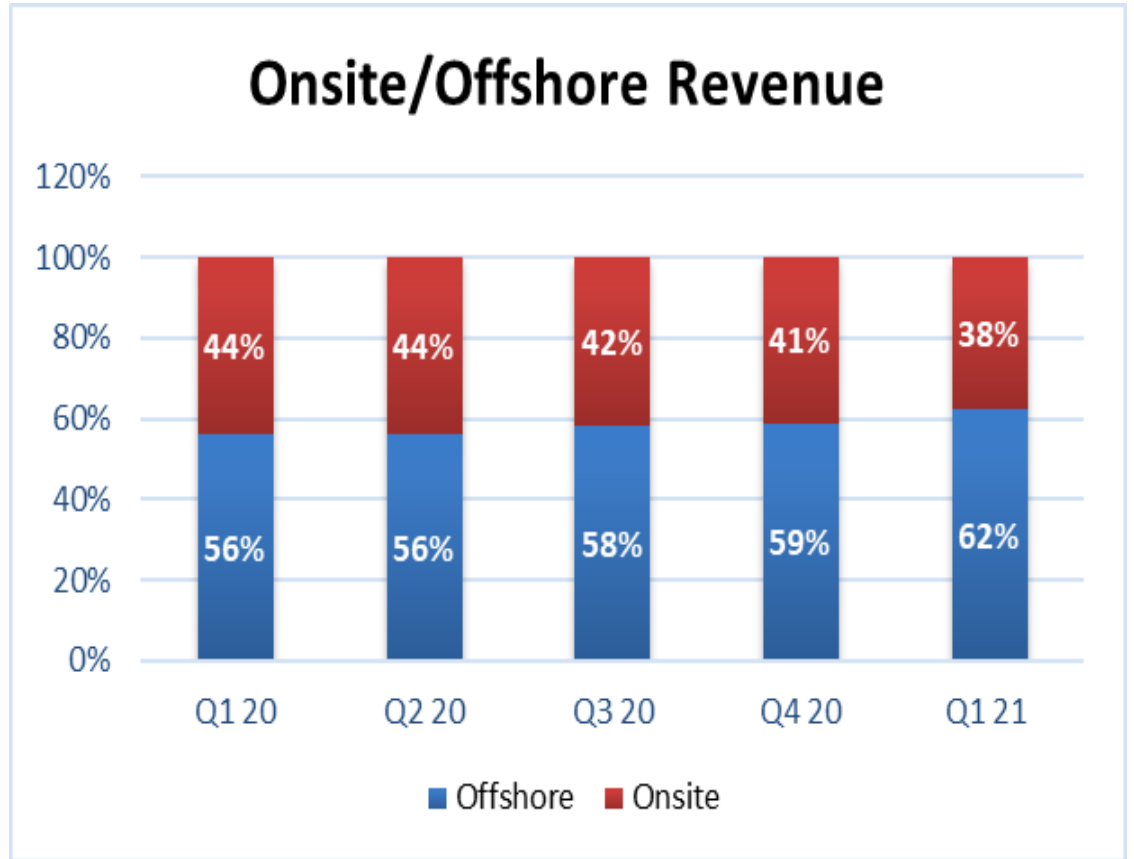
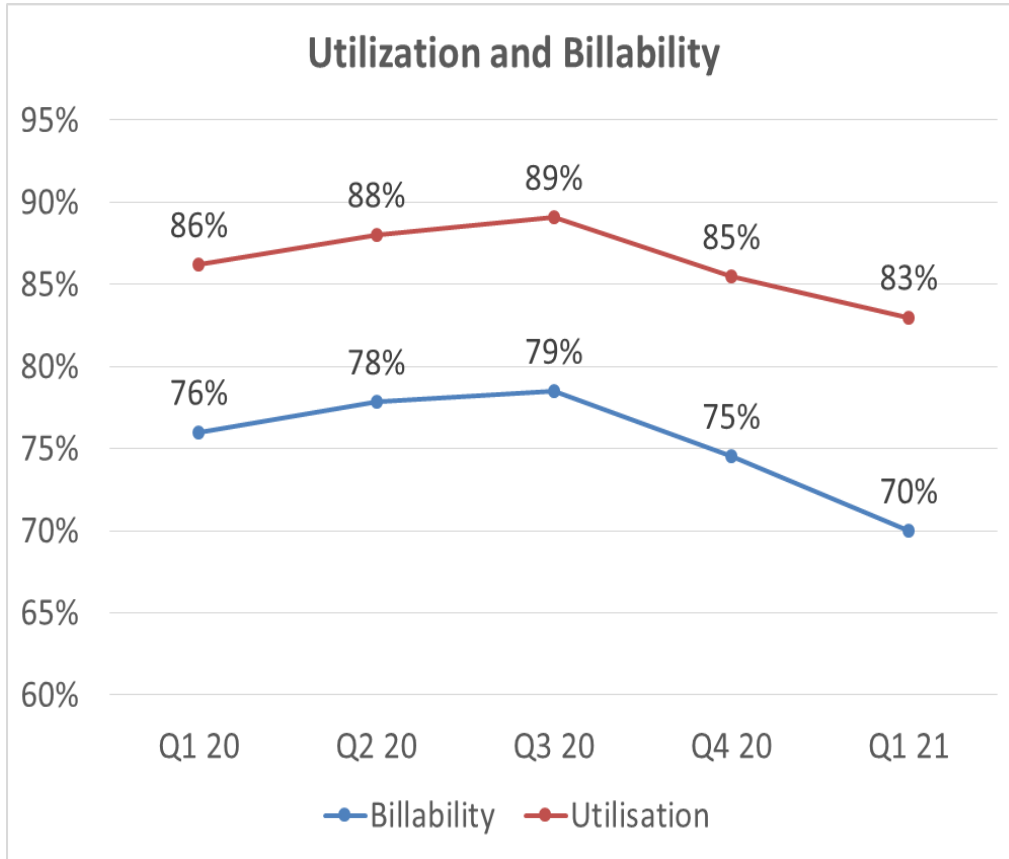


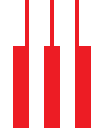
Alliance, Platformation and IP Led Revenue



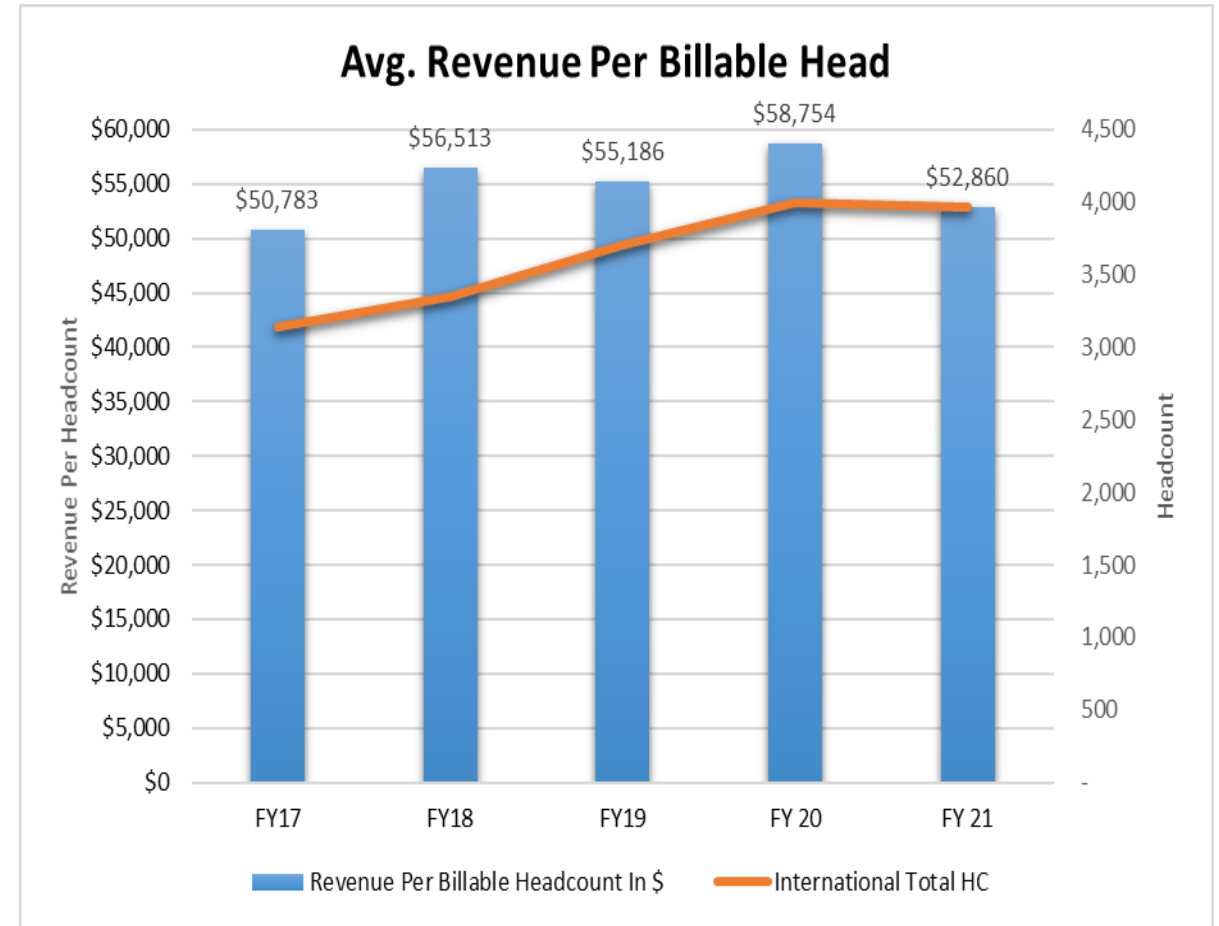
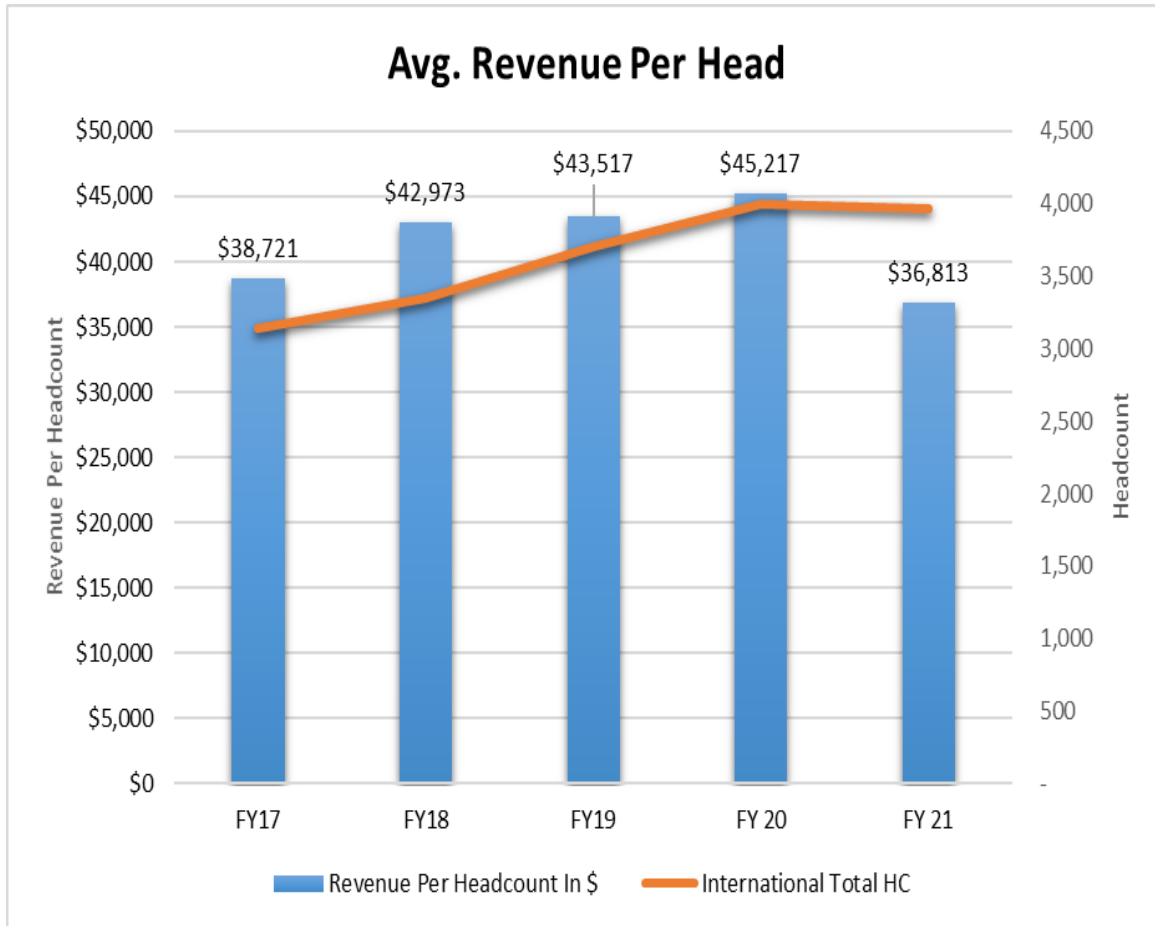


International Business - Revenue Enablers

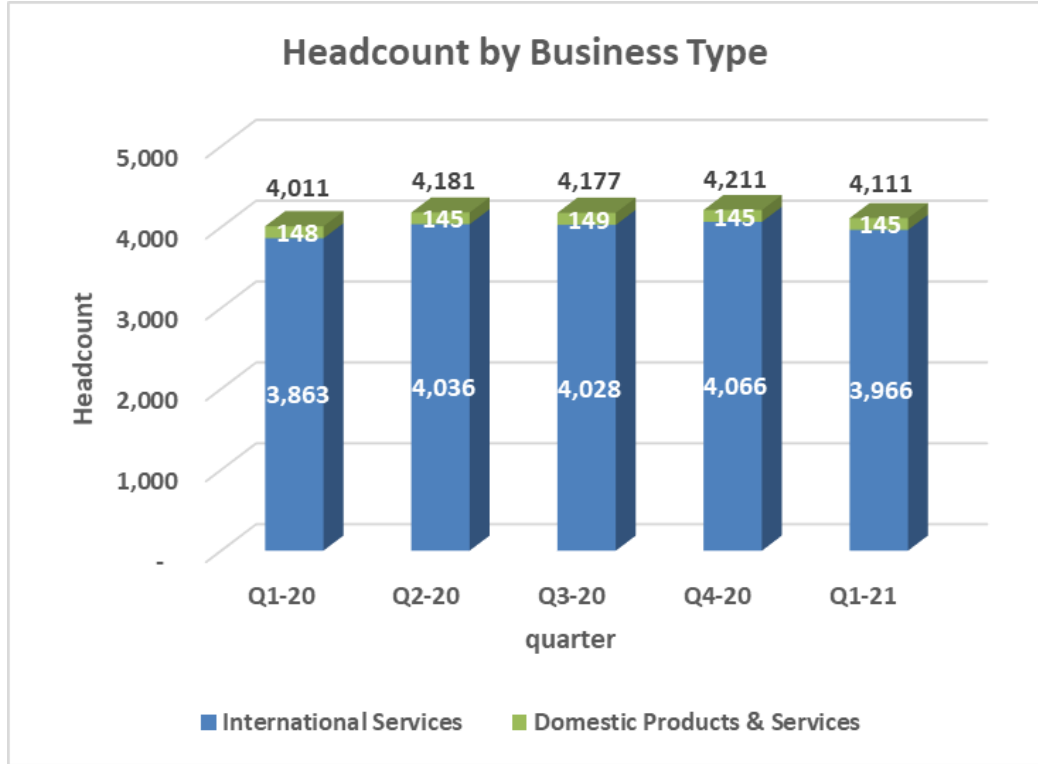
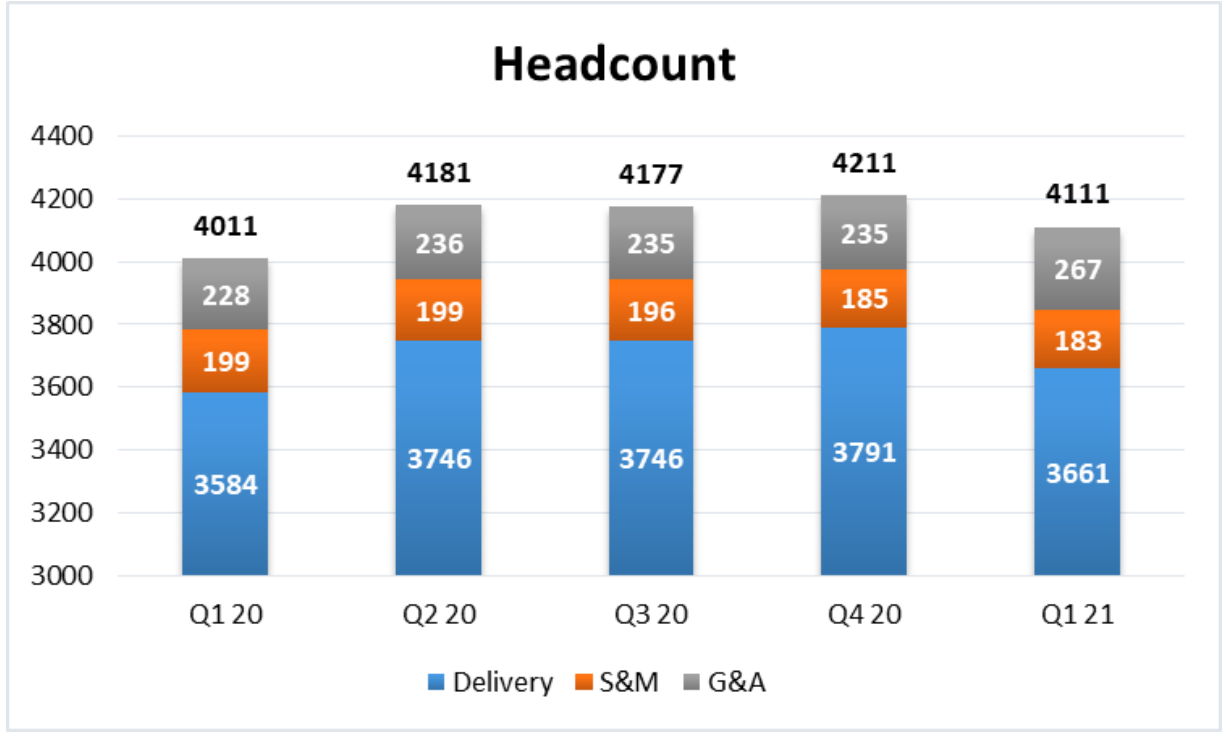


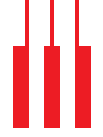


International Services - Average Revenue per Head

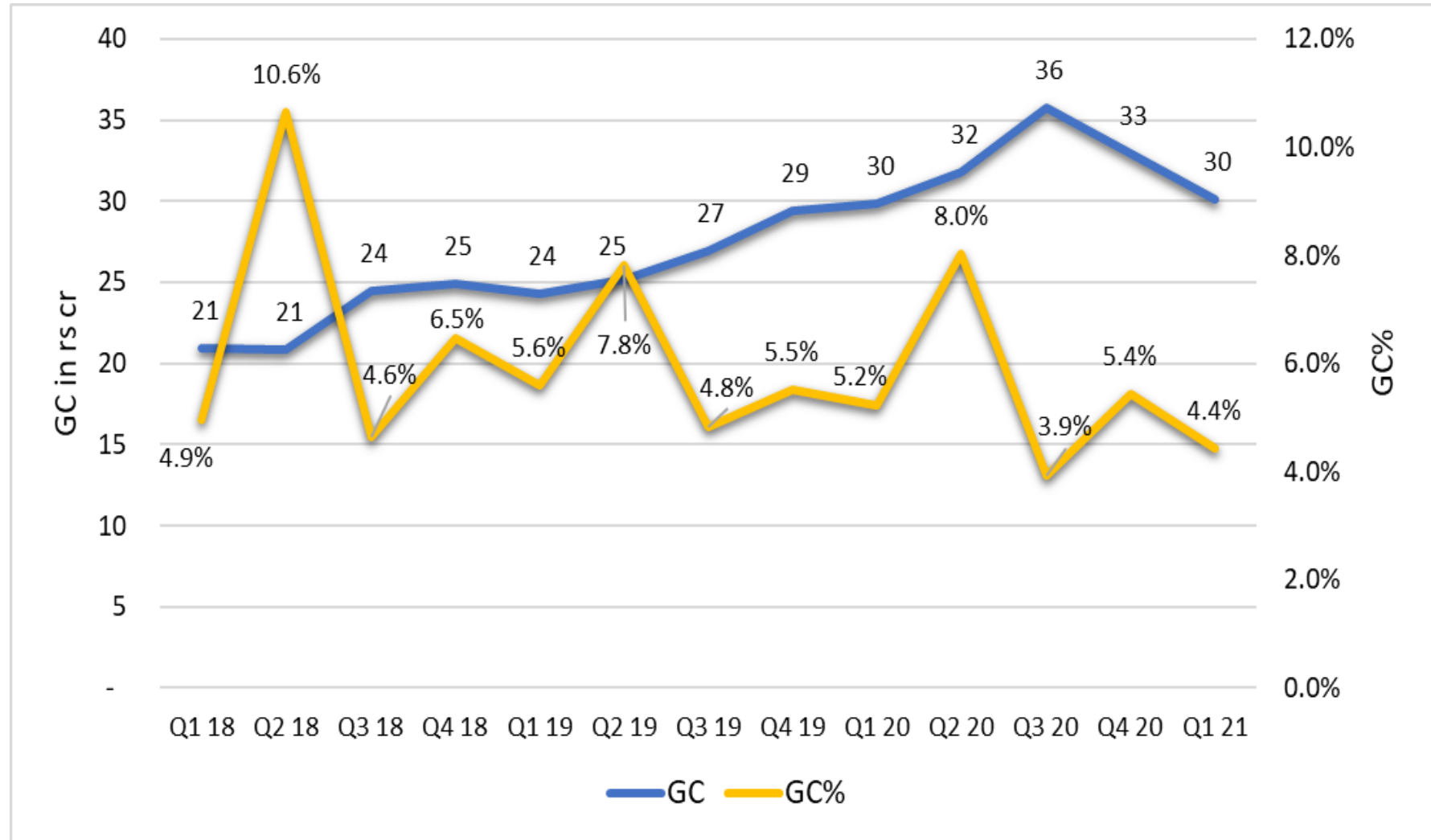


Human Capital





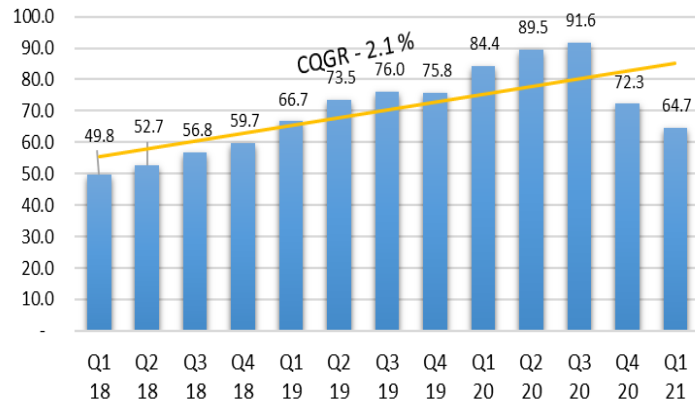
Domestic Business - Gross Contribution



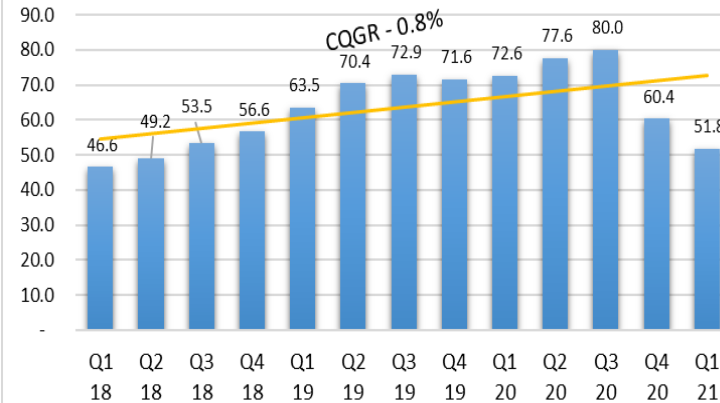
EBITDA, PBT and PAT – last 12 Quarters

International Services

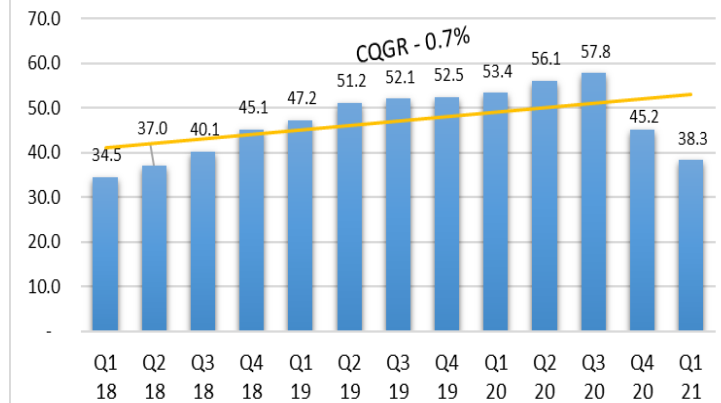
International Services EBITDA



International Services PBT

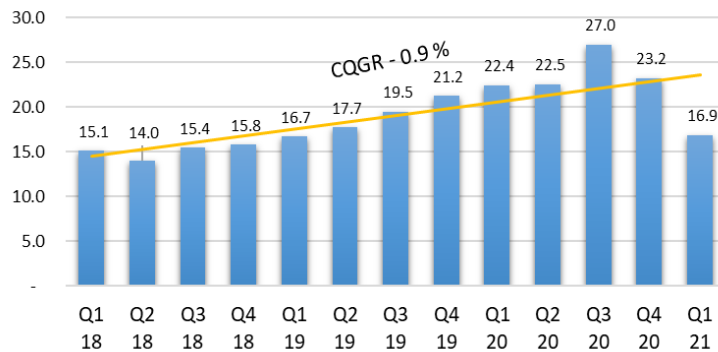


International Services PAT

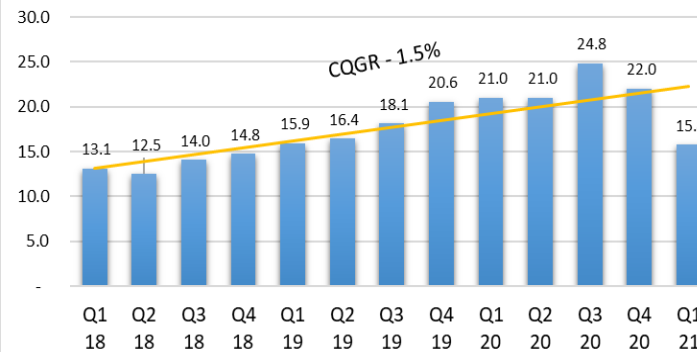


Domestic Business

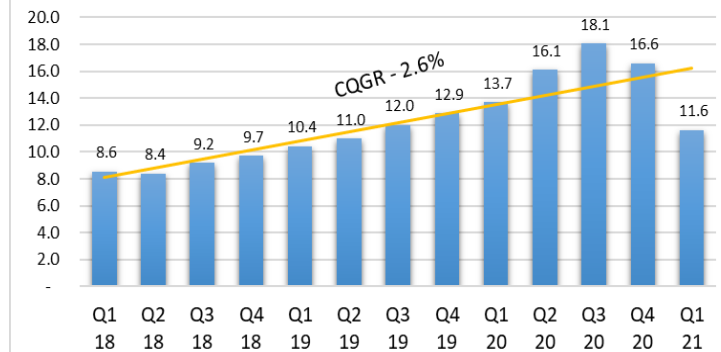
Domestic Business EBITDA

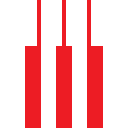


Domestic Business PBT

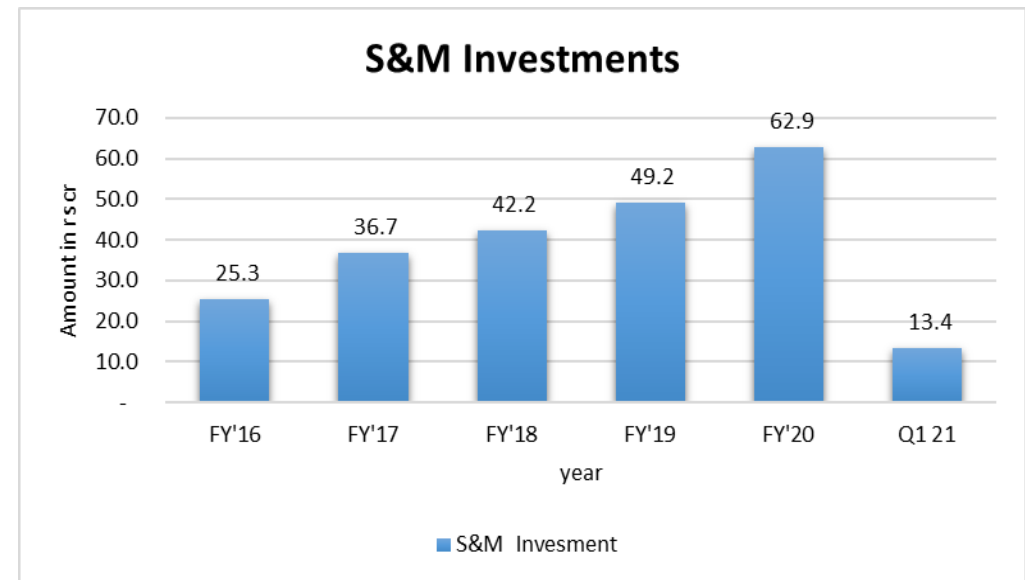
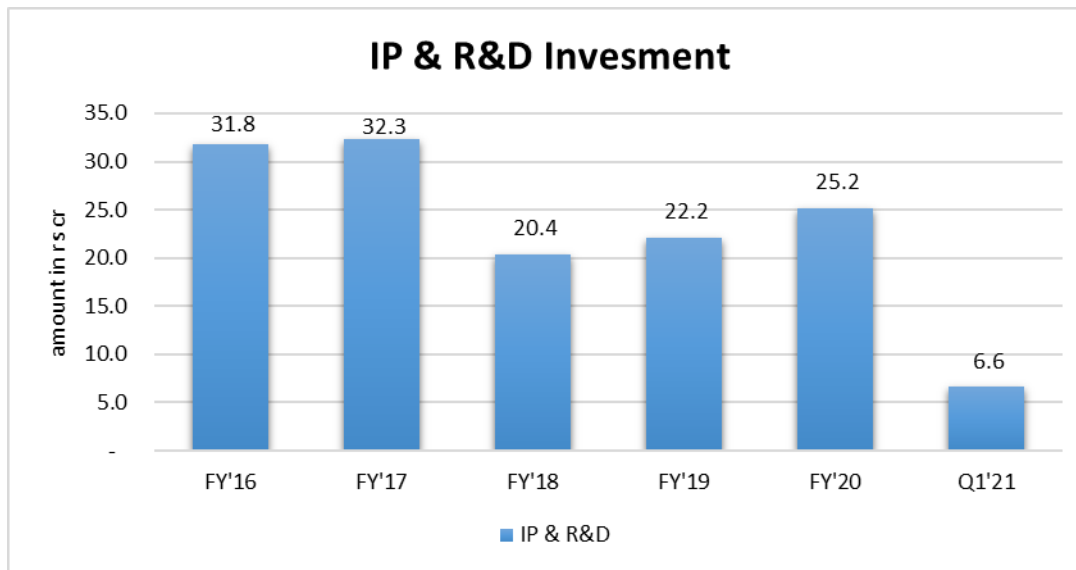
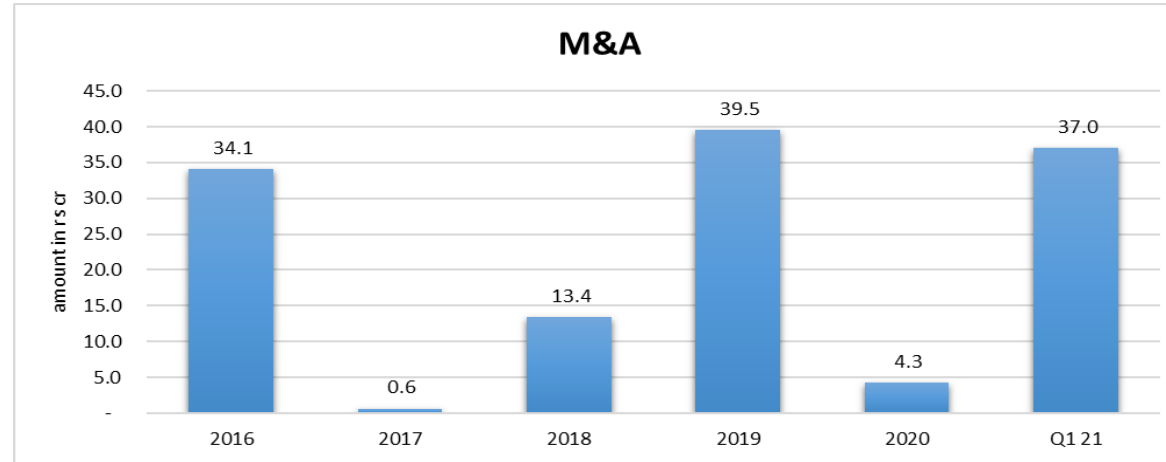


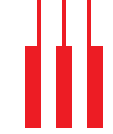
Domestic Business PAT



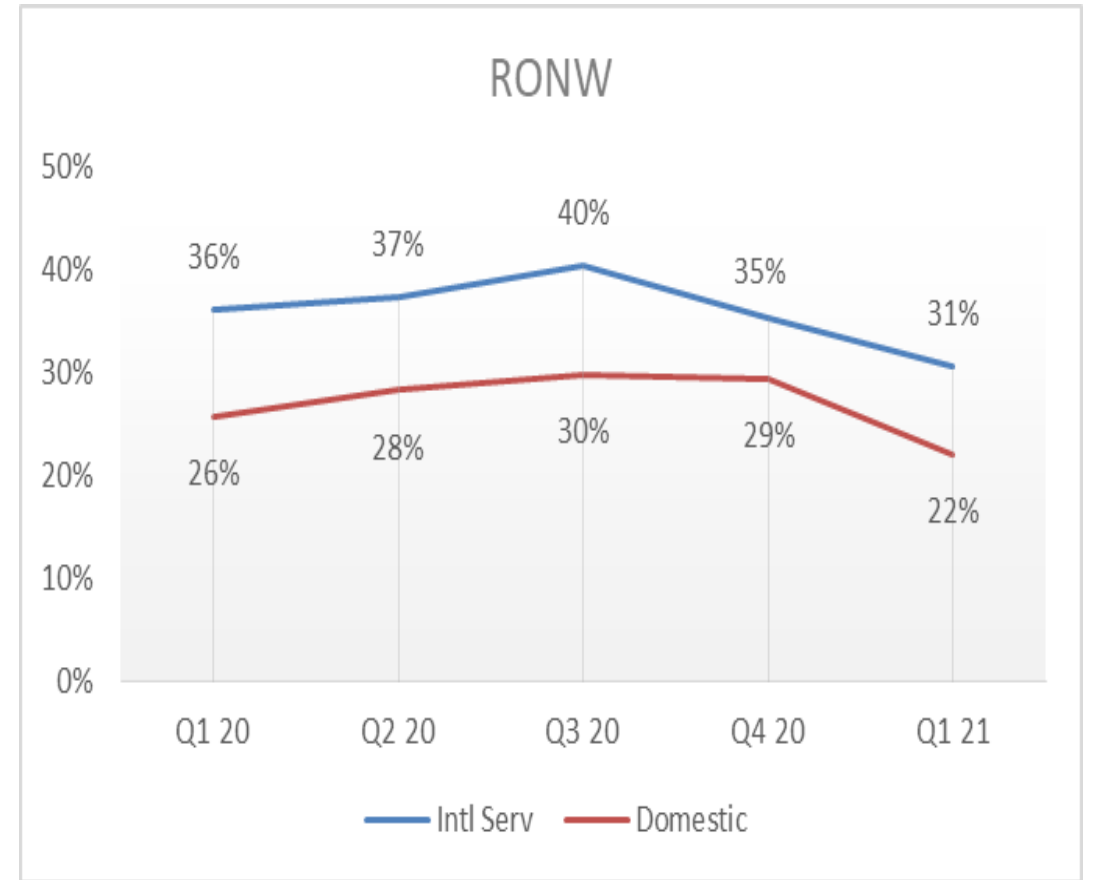
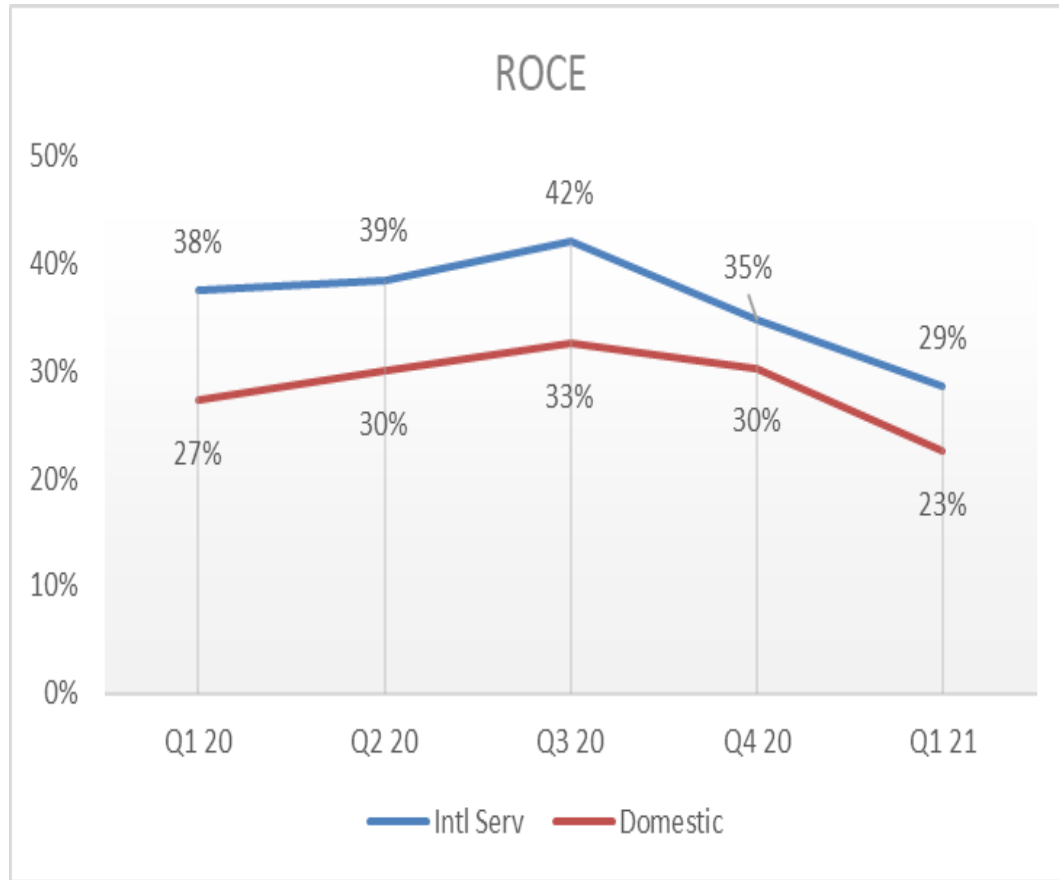


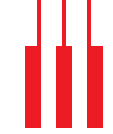
Strategic Investment



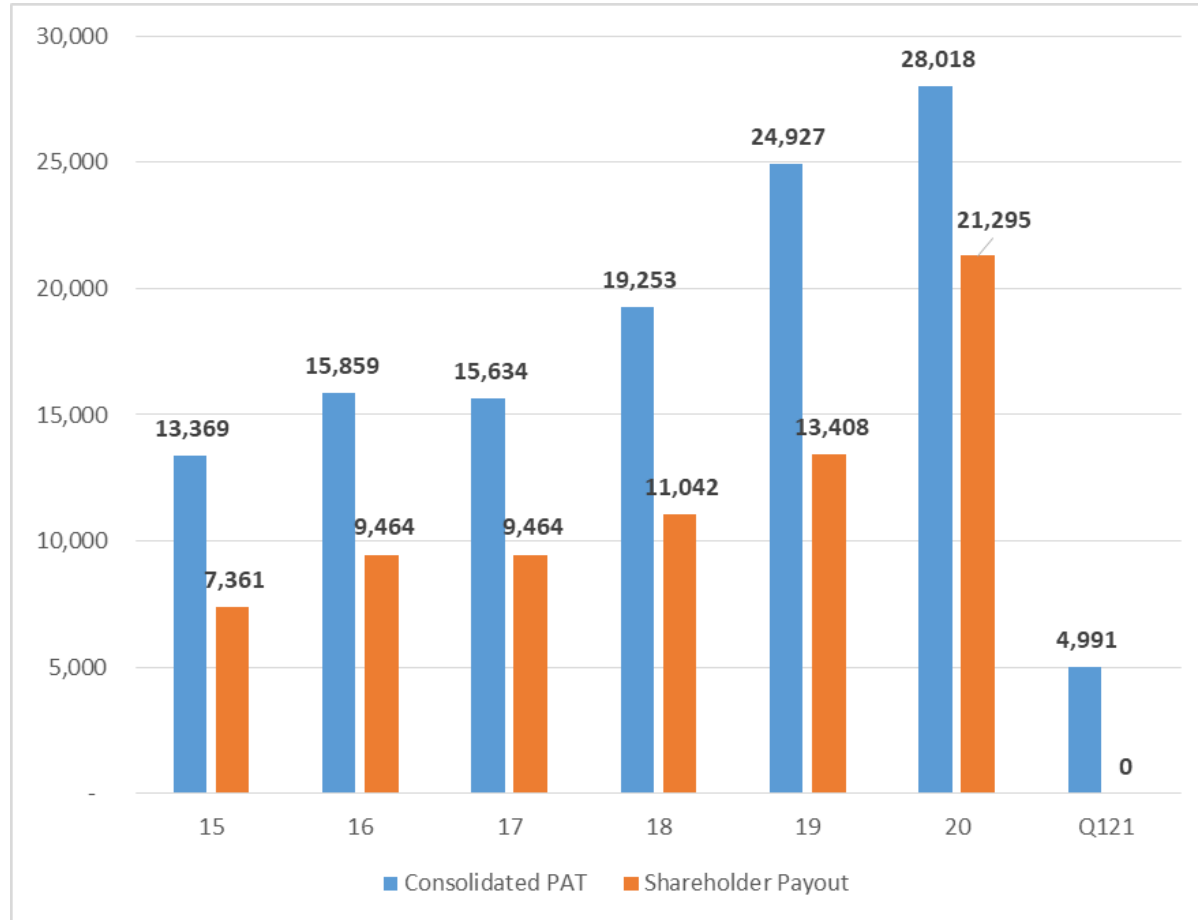


International and Domestic ROCE & RONW

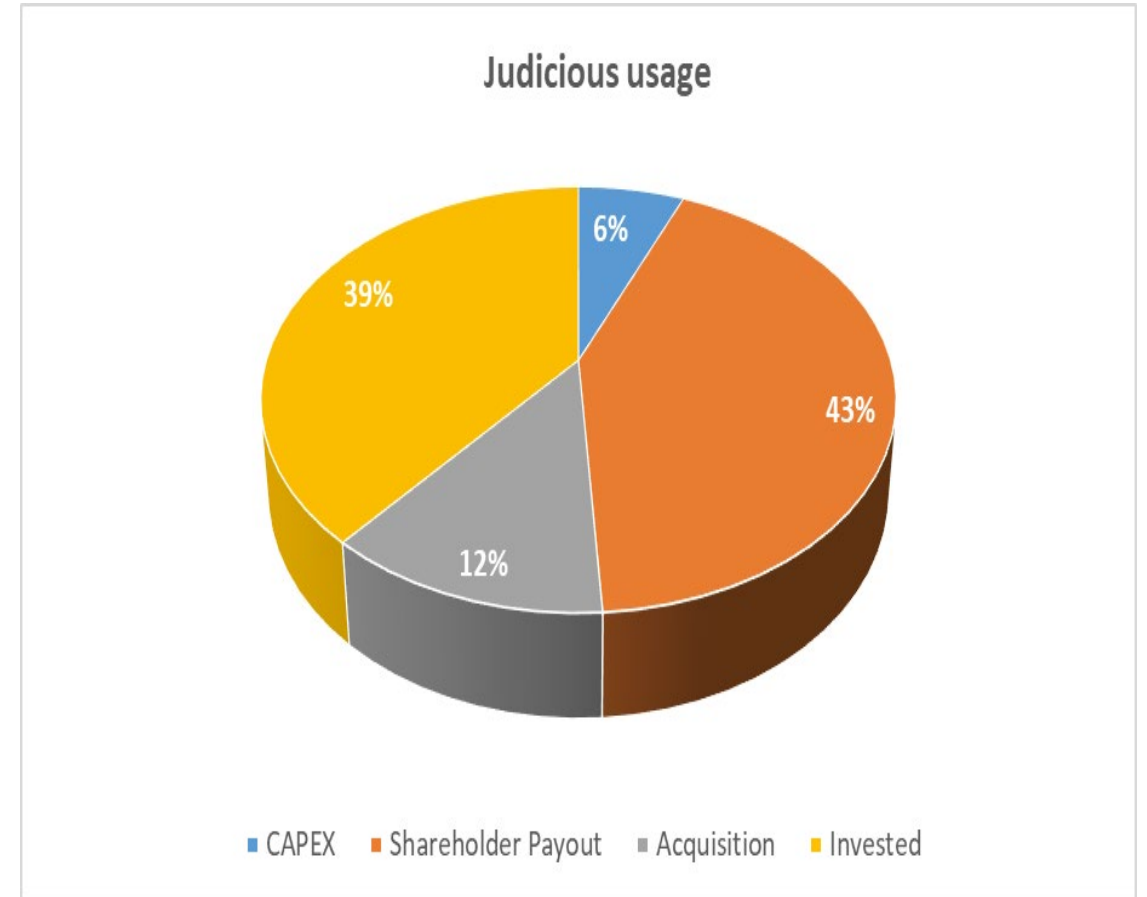




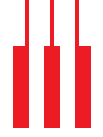
Capital Allocation



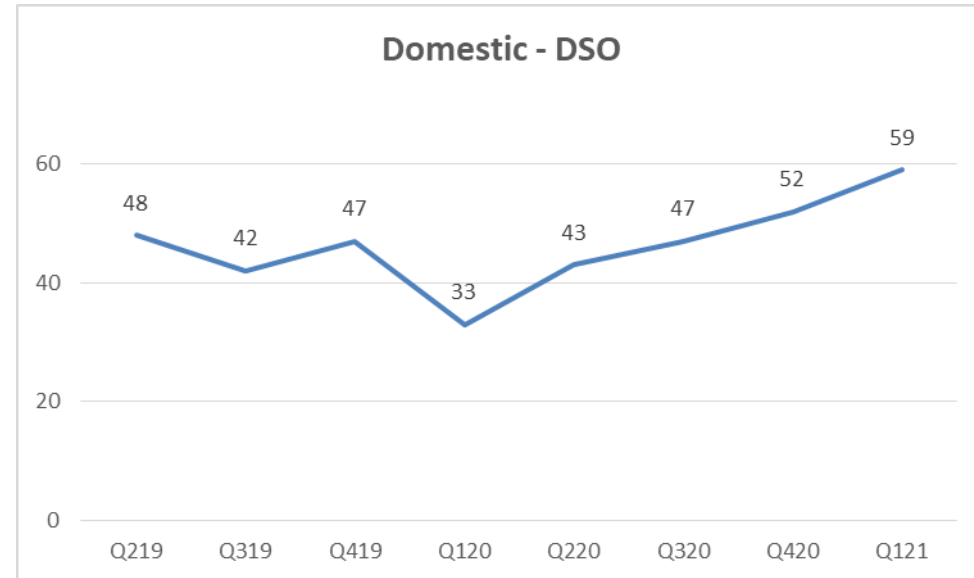
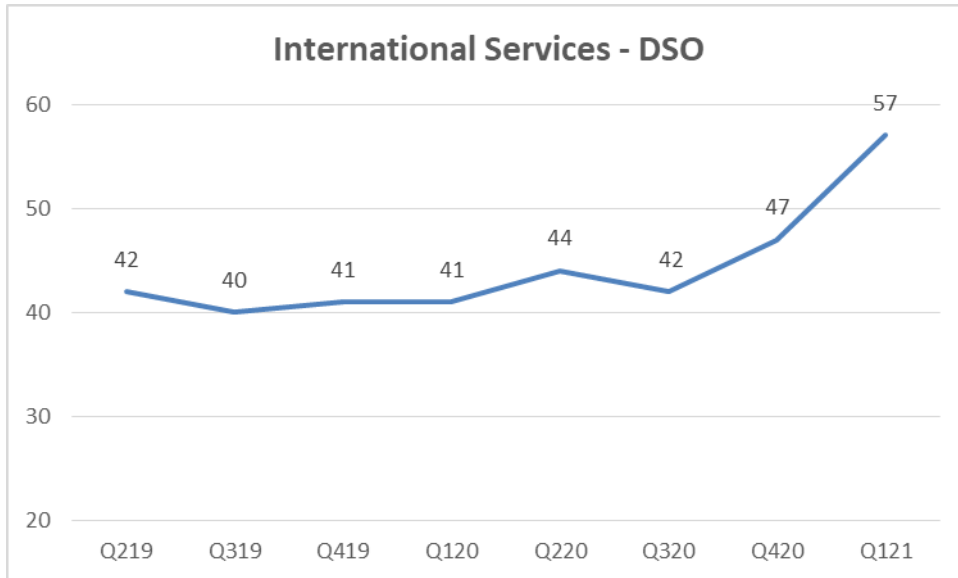
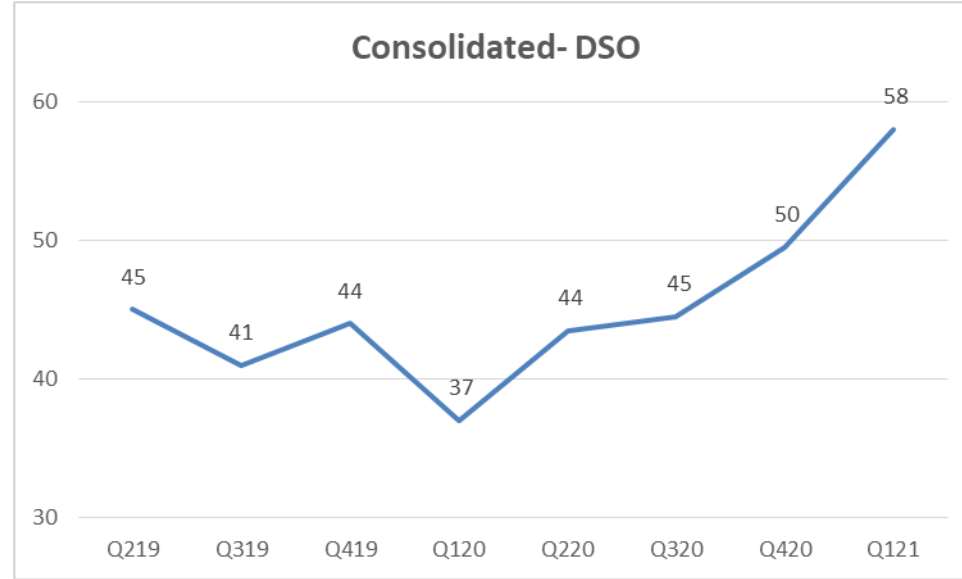
Cash Deployment

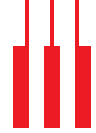


2015 to 2021

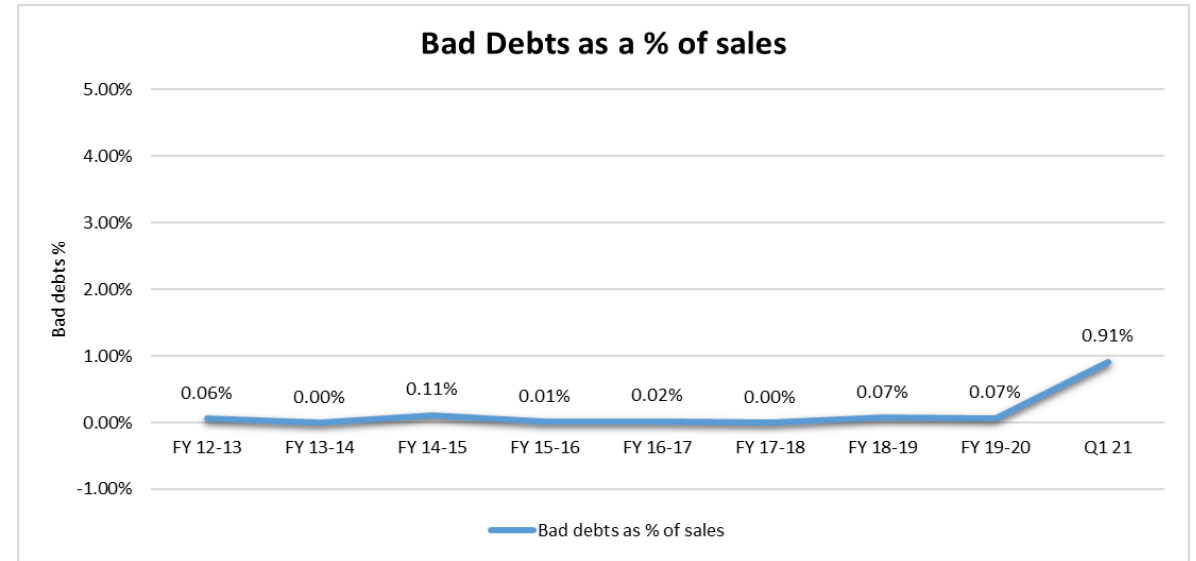
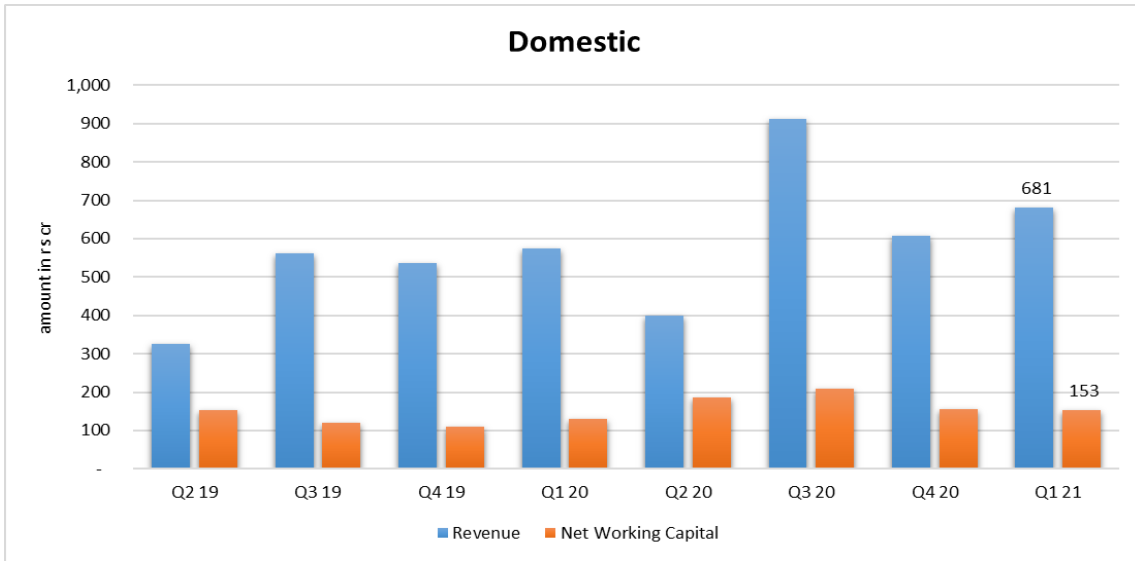
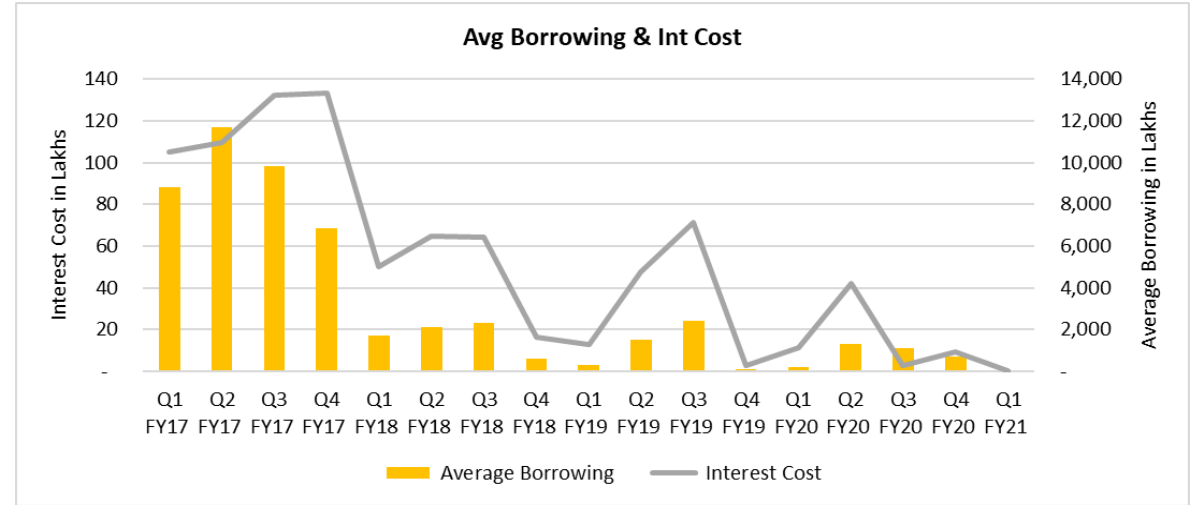
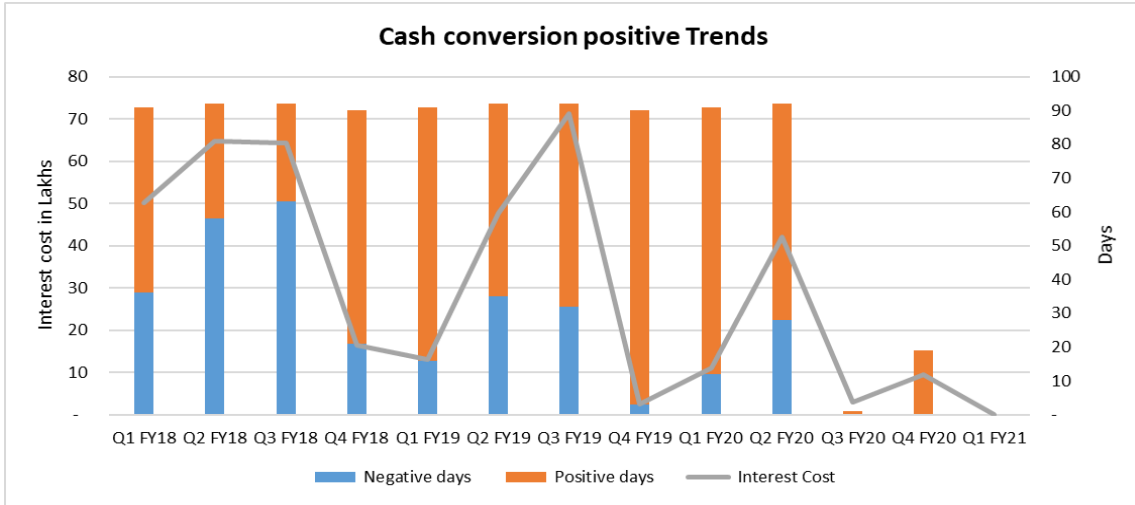


Days Sales Outstanding





Cash conversion & Credit Management – Domestic Business





Thank you

