



SONATA SOFTWARE LIMITED

7th August, 2019

National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Mumbai
Kind Attn: Manager, Listing Department
Email Id: neaps@nse.co.in
Stock Code - SONATSOFTW

BSE Limited
P.J. Towers, Dalal Street
Mumbai
Kind Attn: Manager, Listing Department
Email Id: listing.centre@bseindia.com
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 ended 30th June, 2019.

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**

P Srikar Reddy
Managing Director & CEO

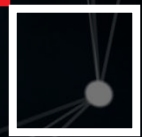
Encl: As above



Sonata Software

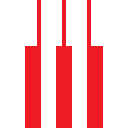
Investor Deck

Q1 FY 19-20



This presentation may include statements which may constitute forward-looking statements. All statements that address expectations or projections about the future, including, but not limited to, statements about the strategy for growth, business development, market position, expenditures, and financial results, are forward looking statements. Forward looking statements are based on certain assumptions and expectations of future events and involves known and unknown risks, uncertainties and other factors. Sonata Software Limited (The "Company") cannot guarantee that these assumptions and expectations are accurate or exhaustive or will be realized. The actual results, performance or achievements, could thus differ materially from those projected in any such forward-looking statements. No obligation is assumed by the Company to update the forward-looking statements contained herein.

The information contained in these materials have not been independently verified. None of the Company, its Directors, Promoter or affiliates, nor any of its or their respective employees, advisers or representatives or any other person accepts any responsibility or liability whatsoever, whether arising in tort, contract or otherwise, for any errors, omissions or inaccuracies in such information or opinions or for any loss, cost or damage suffered or incurred howsoever arising, directly or indirectly, from any use of this document or its contents or omission or otherwise whatsoever in connection with this document, and makes no representation or warranty, express or implied, for the contents of this document including its accuracy, fairness, completeness or verification or for any other statement made or purported to be made by any of them, or on behalf of them, and nothing in this document or at this presentation shall be relied upon as a promise or representation in this respect, whether as to the past or the future. The information and opinions contained in this presentation are current, and if not stated otherwise, as of the date of this presentation. The Company relies on information obtained from sources believed to be reliable but does not guarantee its accuracy or completeness. The Company undertake no obligation to update or revise any information or the opinions expressed in this presentation as a result of new information, future events, developments or otherwise. Any opinions or information expressed in this presentation are subject to change without notice.



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



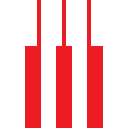
For the Customers
IT Partner of choice for
transformation
thru deeper industry, technology &
customer focus



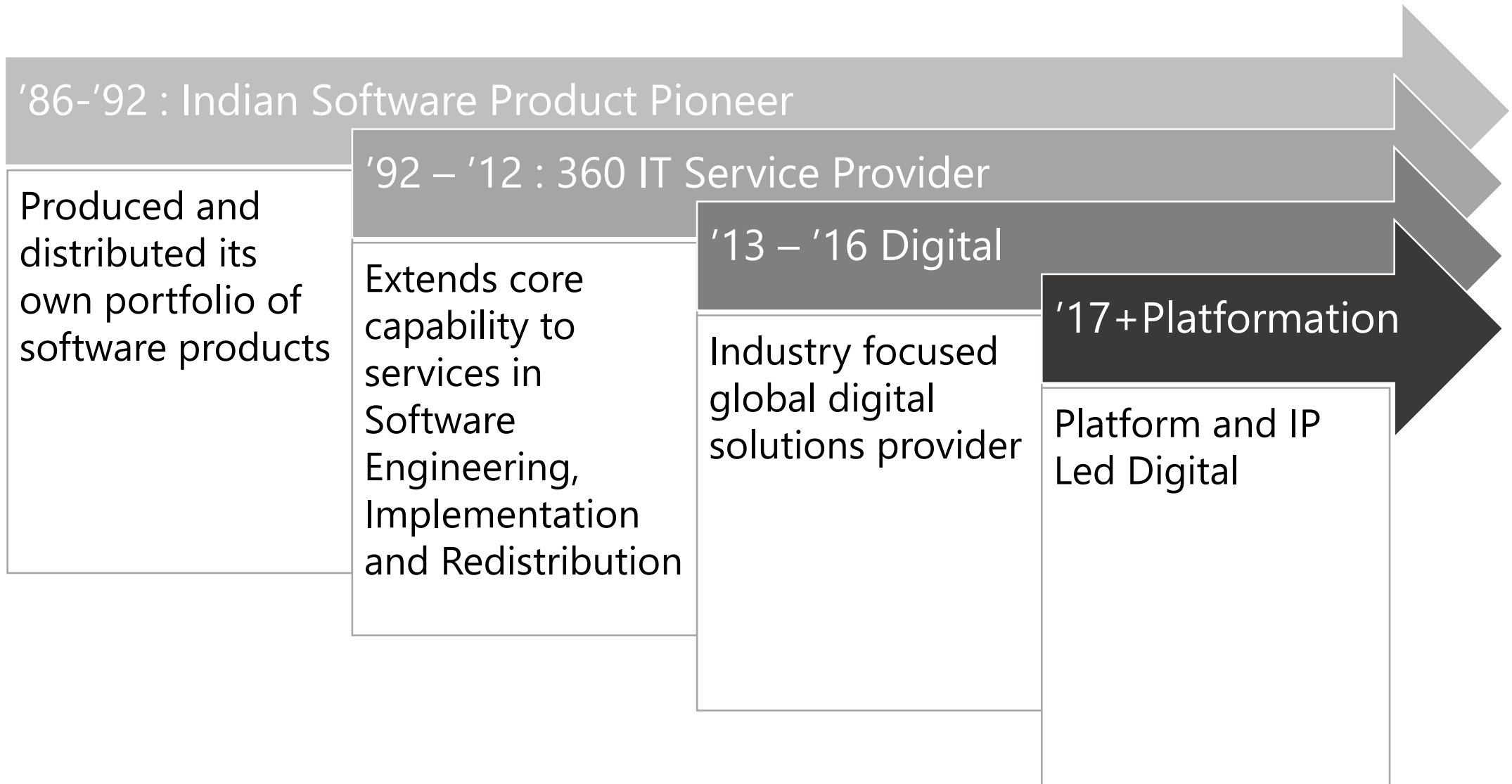
For the Employee
A fun & fearless environment where
the potential & passion for work
flourishes



For the Community
CSR initiatives to support IT needs
of projects with Social impact



Sonata - Evolution



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



OPEN



SCALABLE



CONNECTED

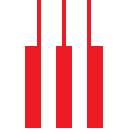


INTELLIGENT

Sonata's approach to Digitizing business using platforms

PLATFORMATION

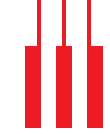




PLATFORMATION

The Technology Framework

API based Integration	Cloud-enabled	Blockchain	Scalable
Micro-services architecture	Multi-device / Multi-channel capability	CUI & bots	IoT
Robotic Process Automation	Multi-tenancy	Security & compliance	Telemetry & Self Healing
Data strategy	Data analytics	Intelligent customer experience	Self-learning (Platform machine learning)



Approaches to achieve Platformation

Sonata READY

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

Sonata ACCELERATE

- Deploy popular horizontal platforms adding required functionality

Sonata CUSTOM

- Engineer custom platforms that deliver unique digital capability and scalability

Sonata **READY**

Leverage Sonata's IP for platform-led business transformation

Accelerate speed to market, use proven industry practices, and reduce investments with a solution for your industry that is ready-to-go



Omnichannel Retail Platform



Digital Travel Platform



Modern Distribution Platform



Commodity Trading Platform

Success Story



Omnichannel reservation system for a large Australian rail network built on Rezo pia platform ensuring seamless booking experience for customers across Web, Ticket Counter, and Call Center channels.

Sonata ACCELERATE

Leverage Sonata's experience of assessing, implementing, and supporting leading platforms for business process enhancement

Industry-leading horizontal platforms, that address needs of key business process & technology areas, and lets companies scale their investments by enhancing functionality



Dynamics 365



Cortana
Intelligence Suite



Cloud for Customer

Success Story



Versatile retail store and e-Commerce integration for a US fashion brand ensuring scalable, omnichannel shopping experiences & operations using Dynamics retail platform

Sonata **CUSTOM**

Leverage Sonata’s deep platform engineering skills, methodologies, and white-labelled assets to build customized platforms for business differentiation

For businesses looking to create environments supporting very specific requirements, and looking to build a scalable open platform with finite license costs

Sonata Platform Component Assets



B2C & B2B Digital
Commerce Platform



Unified Enterprise
Mobility Platform



DevOps &
CloudOps Platform

Success Story



Enabled a US-based travel company innovate on membership-based business models, increasing bookings by 200%, and scaling service 6X to 120,000+ members

Enabled by our **Platformation DNA**



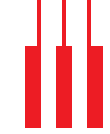
Engineering Excellence

- Product engineering mind-set
- Distributed agile - rapid delivery
- DevOps and full automation focus



Operations Excellence

- Cost-optimized cloud operations
- Tools-based management
- Security compliance
- Business continuity

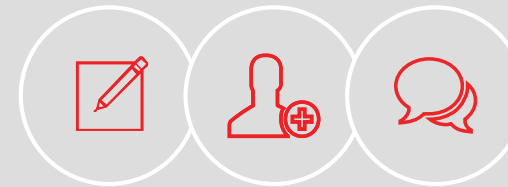


Delivering value through our **innovative engagement models**



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

Our CSR Programs

Traditional Arts, Textile and Handicrafts



WomenWeave (Maheshwar), The Kishkinda Trust (Koppal)

"We developed a digitally enabled craft store front and e-commerce platform for our partners"

Technology Incubation & Entrepreneurship



Centre for Entrepreneurship Development & Incubation - NITT (Trichy)

"We support an Incubation Center with technical and managerial mentorship as well as a committed funding in select areas of technology"

Education



IISc (Bangalore), IIIT-B (Bangalore), Telangana Yuvathi Mandali (Hyderabad), WCT (Mumbai)

"We have developed digitally-enabled collaboration and learning platforms for teachers and students and encouraged higher learning by providing scholarships and grants, especially the girl child"

Preservation of our Cultural Heritage



Museum of Art & Photography (Bangalore)

"We are providing technology support for the Museum by building responsive website and mobile app along with developing a digital repository to host the digitized version of all the artifacts by MAP as well as giving them a Grant for ongoing programs"

Sonata, the right PLATFORMATION partner



The Right Platform
Sonata-READY | Sonata-ACCELERATE | Sonata-CUSTOM



Proven Platformation Record
Delivery to Fortune 500 enterprises and ISV
Alliances, Awards, and Recognitions



Deep Industry Expertise
Travel | Retail & Distribution | Software



Deep Client Commitment
Decade+ partnership approach
Customer COE-led Delivery



Quality, People, & Processes
Innovation | Commitment | Impact
SEI CMMI L5 | ISO | Agile



Global Reach
North America | Europe | Asia | ANZ

Executing Strong Alliance 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

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.

1000+

TEAM

On Microsoft Technologies with
500+ on Microsoft Dynamics

90 Clients

ACROSS THE GLOBE

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

\$180 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 Dynamics Distribution partner by
Sonata



SAP Customer Experience

Sonata is a Gold certified partner of SAP and a multi-regional Silver partner of SAP Hybris. Sonata has won awards such as the ‘SAP Pinnacle award winner for 2014’, Hybris’ Most Innovative Partner for 2012’ and many more, from SAP. Sonata offers digital transformational services for clients in the Retail, Travel, Consumer Goods and Wholesale Distribution sectors. Sonata’s services span across consulting, architecture, implementation, testing and support, allowing turnkey delivery of SAP programs. Sonata’s SAP practice reflects the company’s approach of merging its depth of industry knowledge with technology expertise and customer commitment, to deliver solutions that make a positive difference to the customer’s business outcomes.

SAP Partnership

- Gold certified SAP partner India Region
- SI partner for ANZ, Europe and US
- SAP Certified Business-All-in-One Industry Solutions
- SAP Certified Partner for providing Application Management Services
- Member, SAP Partner Edge program since 2008
- Partnering with SAP GDC since 2012
- Sonata is closely aligned with SAP GDC in new areas like Mobility (Sybase Unwired Platform - SUP) and also in BI space (including compete programs)
- Proven SAP Business-All-in-One implementation track record
- 15+ years of experience in providing BI solutions

Execution - Strategic Acquisitions



Rezopia

- Cloud based travel ERP SaaS
- Enhanced to wider digital travel platform with Commerce, Mobility & Analytics
- Sub vertical specific solutions – Tour Operator, Corporate, Rail



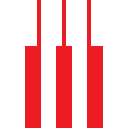
Halosys

- Unified Enterprise Mobility Platform
- Integrated to Sonata industry specific platform IP to extend their mobile capability
- Pre-built industry specific Apps – Shopping, Mass Distribution, Travel Assistant



IBIS Inc.

- Advanced Supply Chain Management Software for Dynamics
- Extended to Modern Distribution Platform with Commerce and Field Sales Apps
- Dynamics capability & US Geo footprint



Enablers – Strong Governance and financials

- Listed Company (NSE and BSE)
- Best-in-Class Board and Top management Profiles
- Consistent Track record of Growth, profitability and Dividend
 - RoE and RoCE > 25%
 - Revenue Growth at 17%+ CAGR over last 4 years
 - PAT growth at 17 %+ CAGR for 4 years
- Strong Balance sheet
- Regular Dividend payout





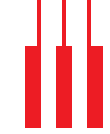
Financials

(Q1 2019-20)



Result Snapshot – Q1 FY 20

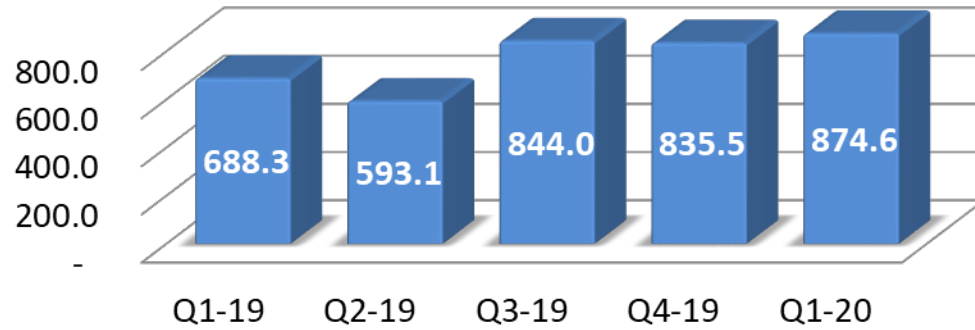
<i>in ₹ Crores</i>					
<i>Description</i>	<i>For the Quarter ended</i>			<i>30/Jun/18</i>	<i>YoY</i>
	<i>30/Jun/19</i>	<i>31/Mar/19</i>	<i>QoQ</i>		
Revenues					
International IT Services	304.5	304.1	0%	257.1	18%
Domestic- Products & Services	574.1	536.6	7%	437.1	31%
Consolidated	874.6	835.5	5%	688.3	27%
EBITDA					
International IT Services	84.4	75.8	11%	66.7	27%
Domestic- Products & Services	22.4	21.2	5%	16.7	34%
Consolidated	106.4	96.8	10%	83.1	28%
PAT					
International IT Services	53.4	52.5	2%	47.2	13%
Domestic- Products & Services	13.7	12.9	6%	10.4	32%
Consolidated	67.1	65.4	3%	57.6	16%



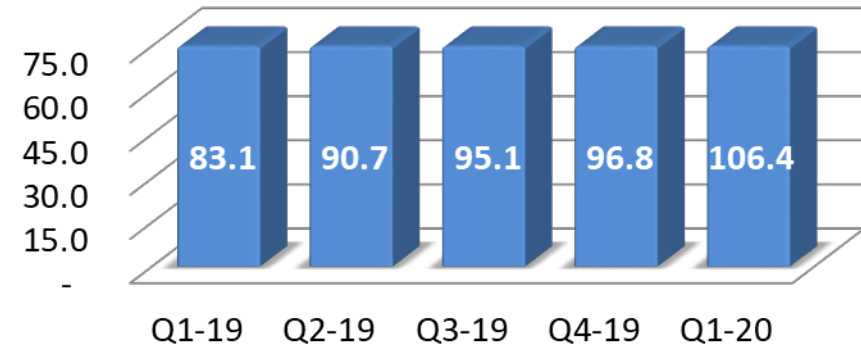
Consolidated – Financials

INR Crores

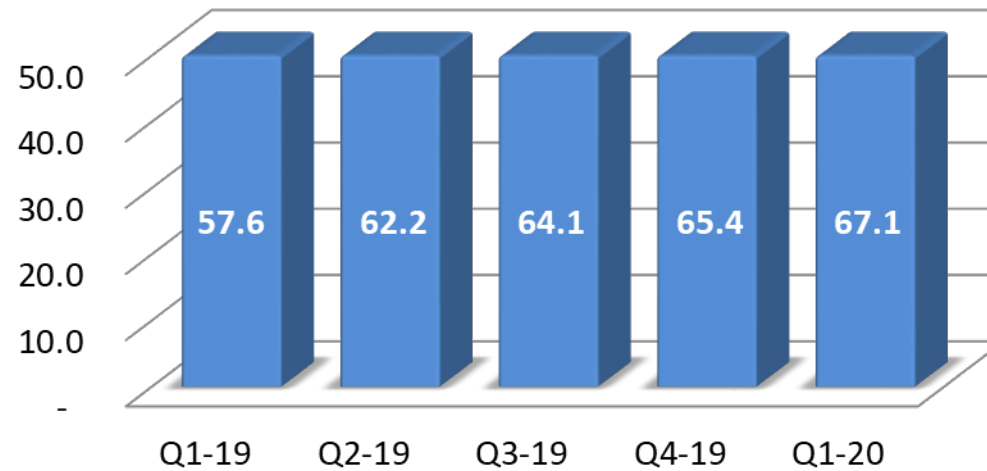
Consolidated Revenue - by Quarter

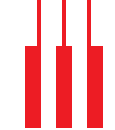


Consolidated EBIDTA - by Quarter

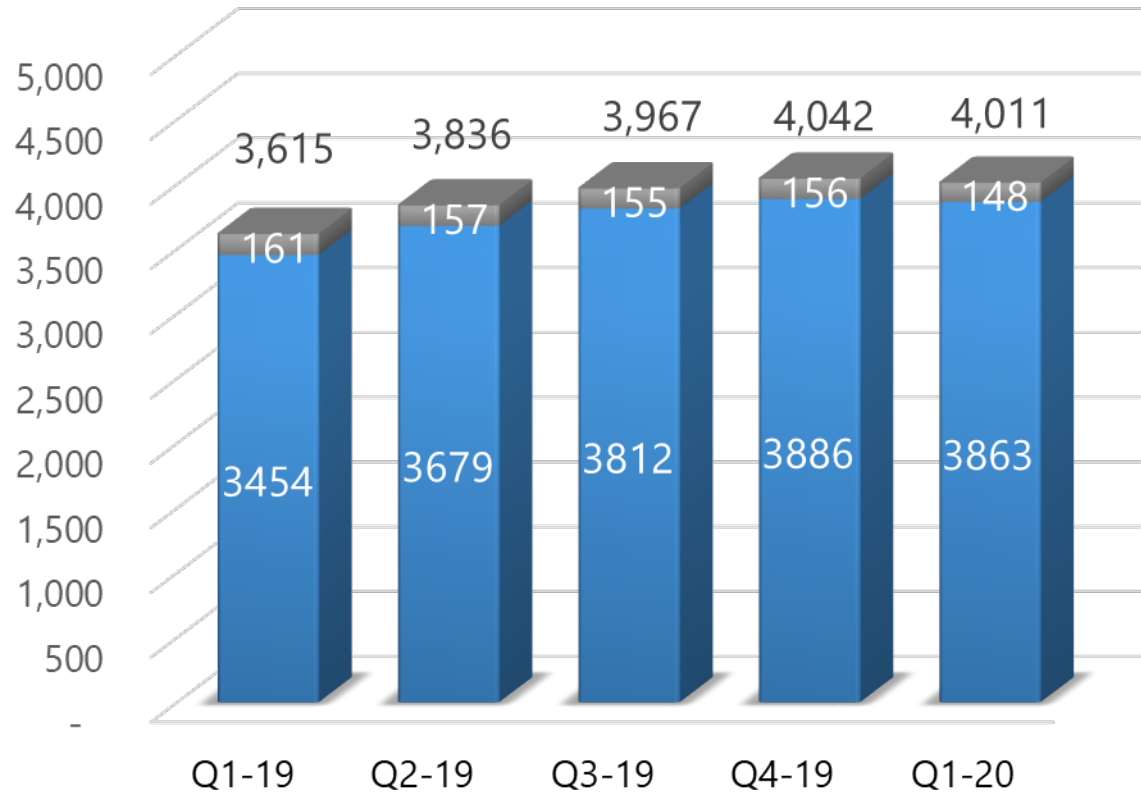


Consolidated PAT - by Quarter

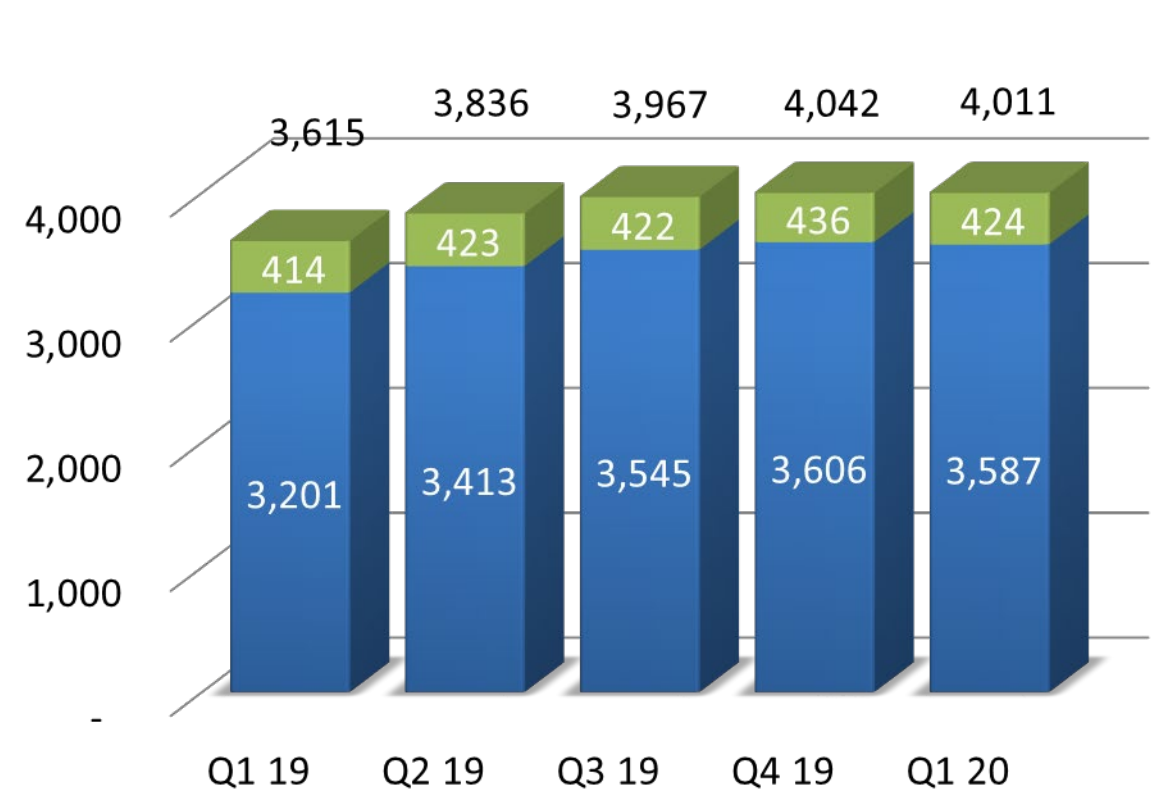




Consolidated – Head count



Head count mix

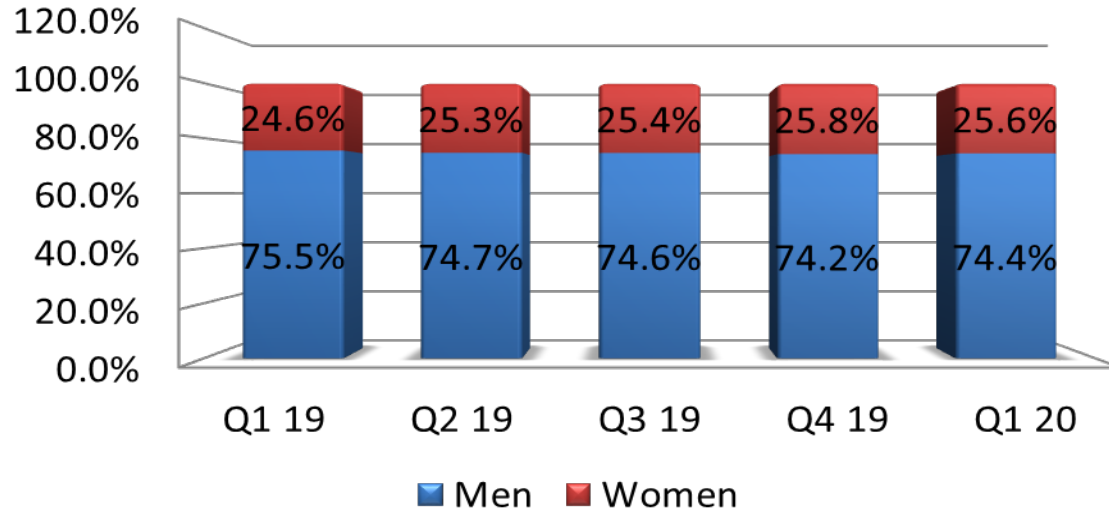


■ International Services
 ■ Domestic Products & Services

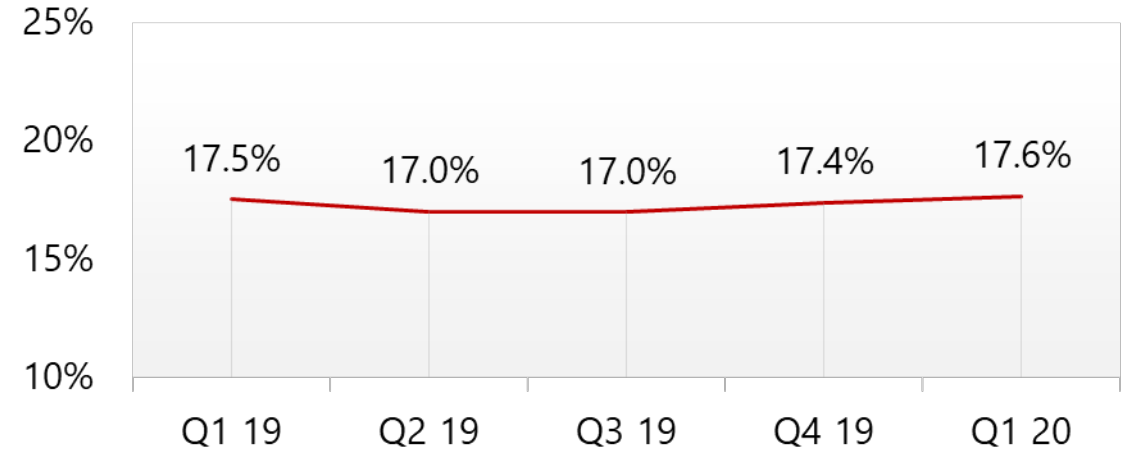
■ Delivery
 ■ SG&A

Consolidated – Human Capital

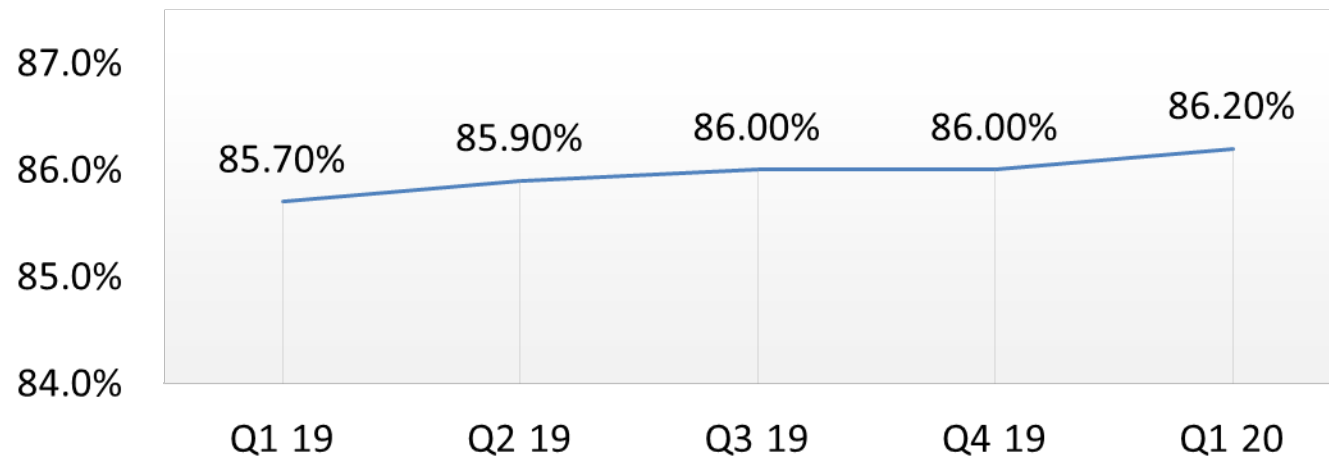
Diversity



Attrition %

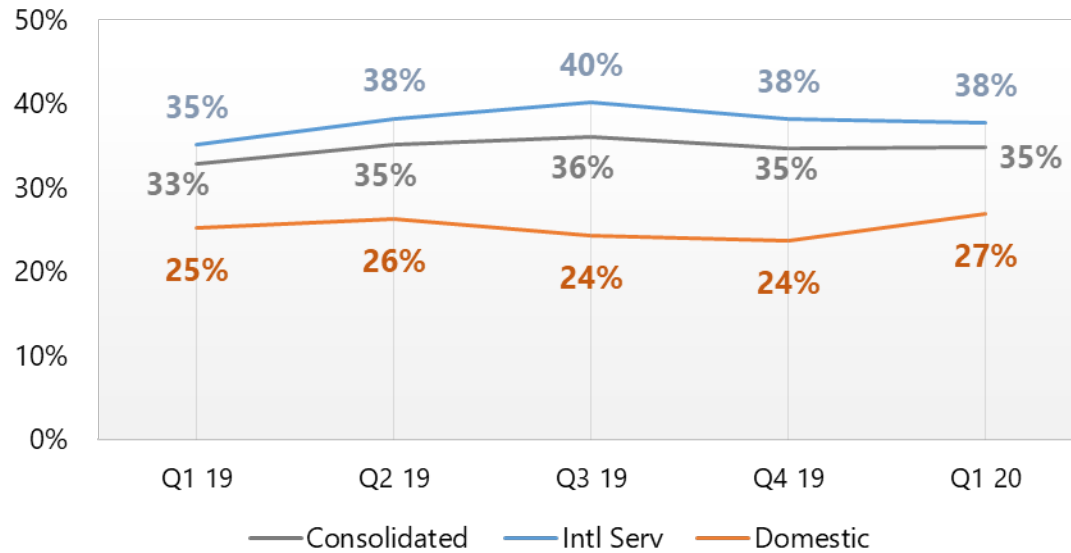


Utilisation

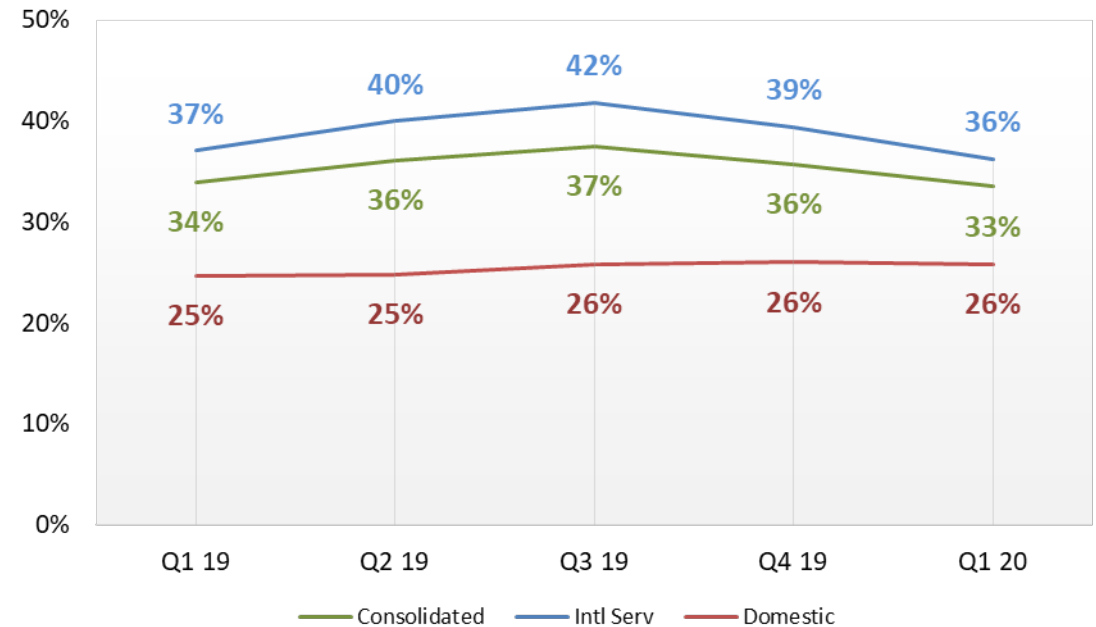


Consolidated – ROCE & RONW

ROCE

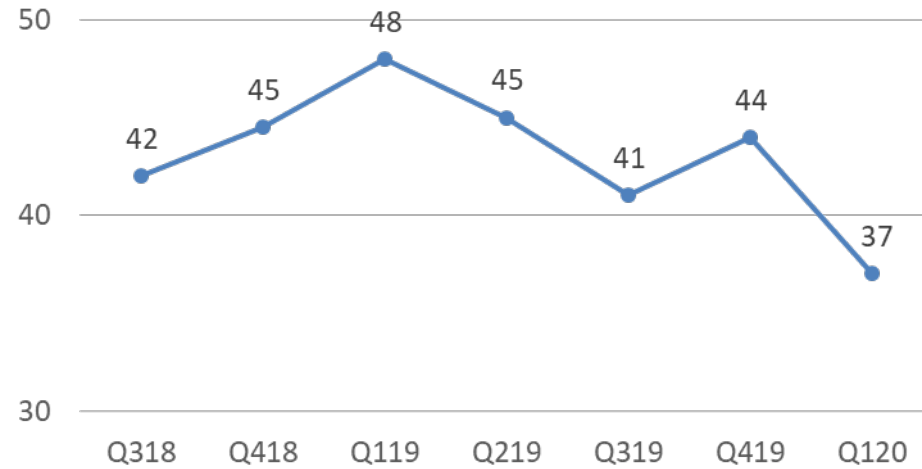


RONW

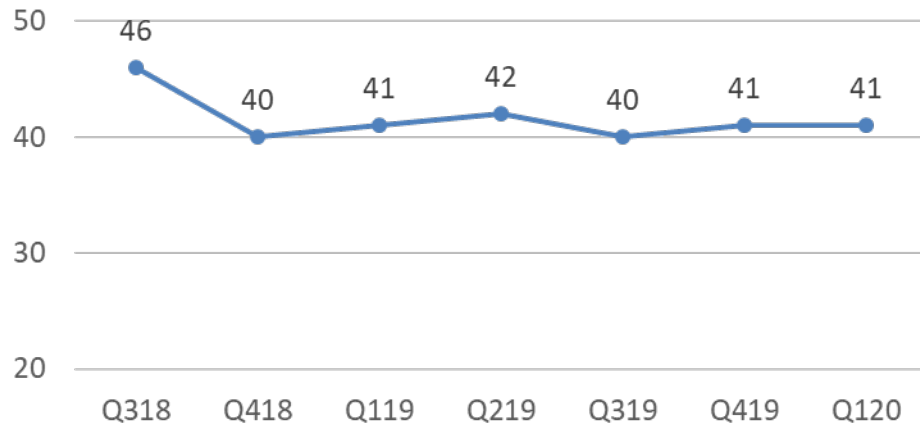


Days Sales Outstanding

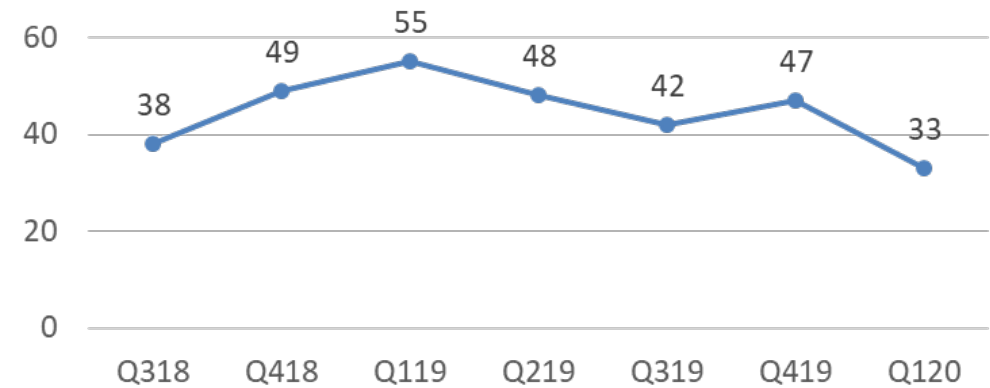
Consolidated- DSO

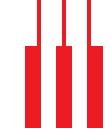


International Services - DSO



Domestic - DSO

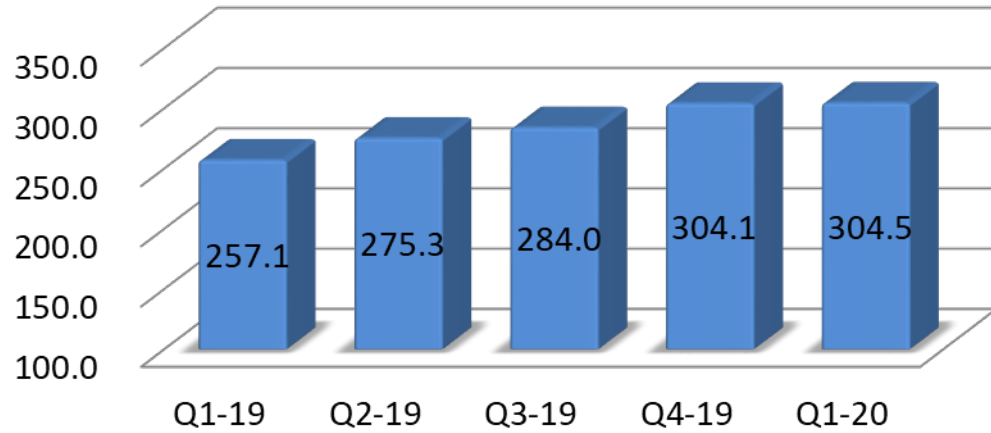




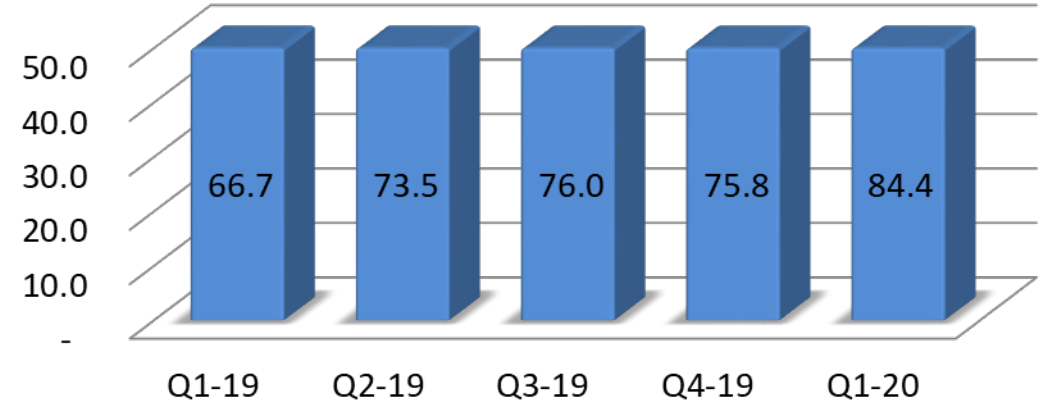
International IT services - Financials

INR Crores

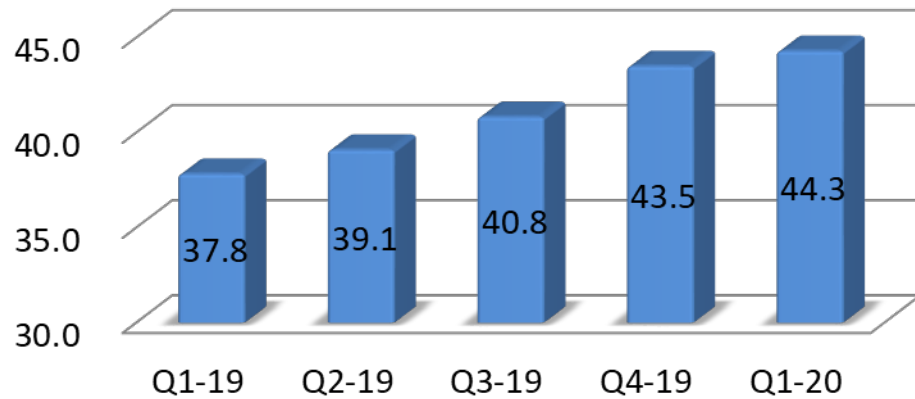
International Services Revenue - by Quarter



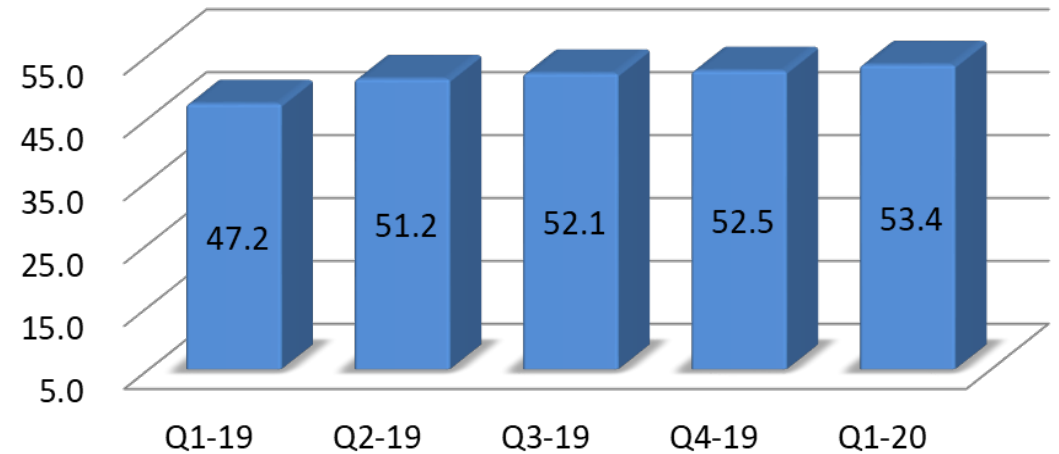
International Services EBIDTA - by Quarter



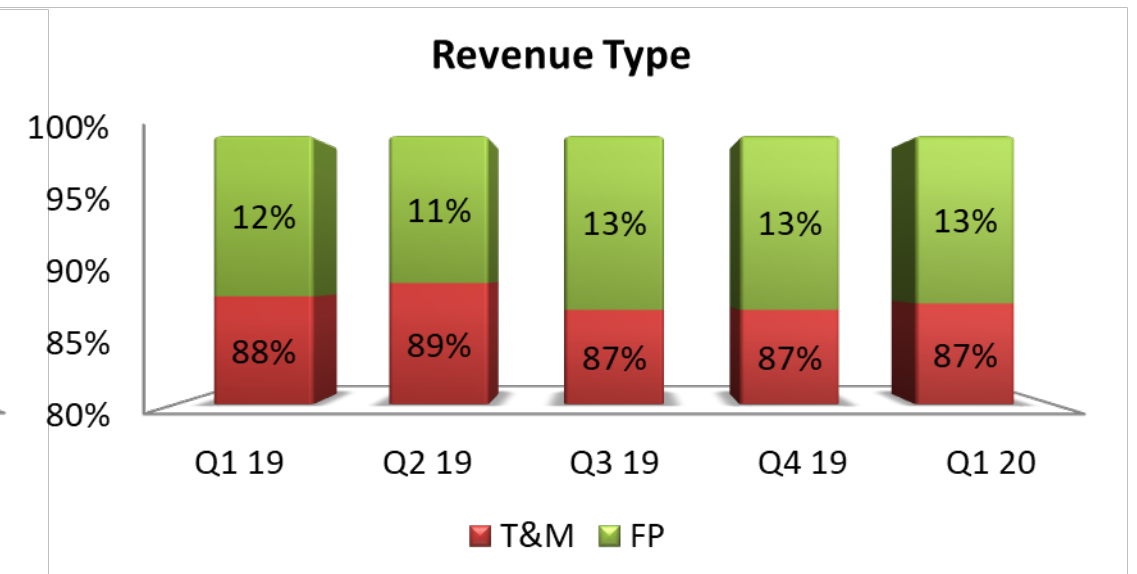
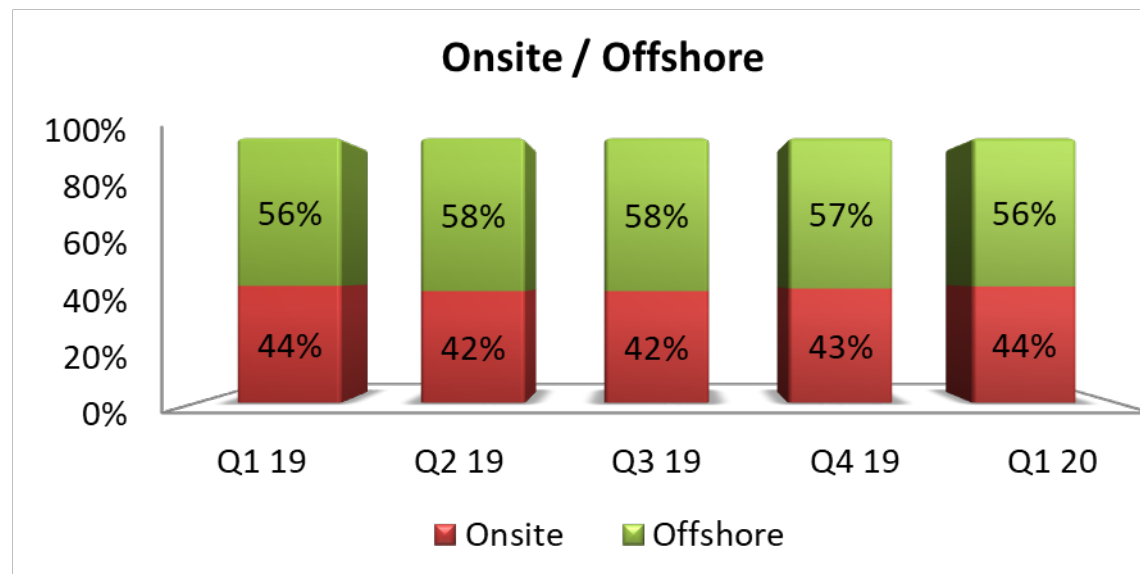
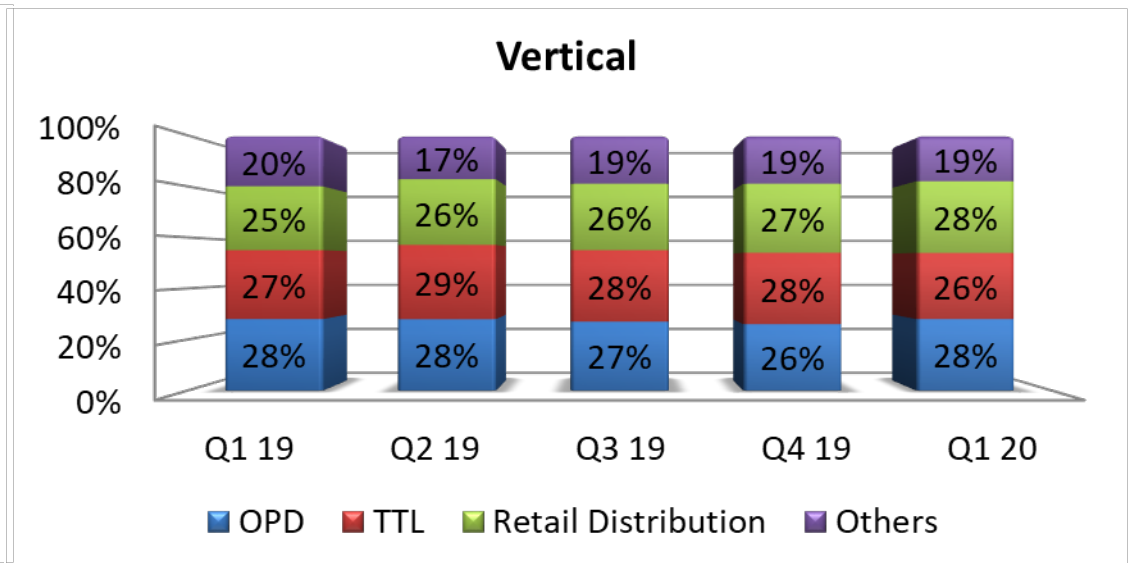
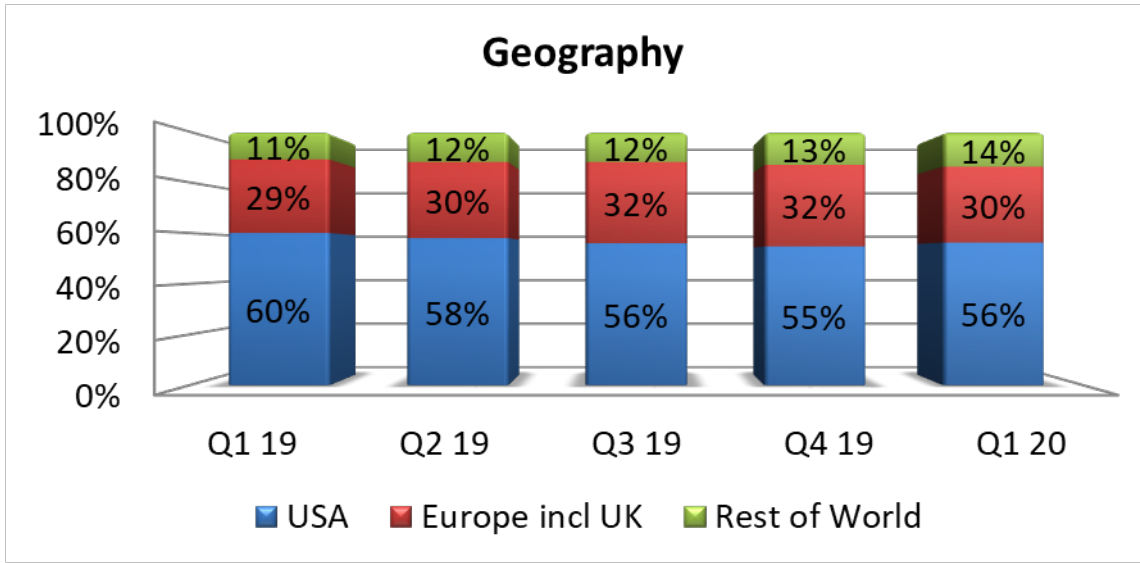
Revenue \$ mn

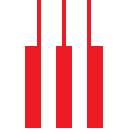


International Services PAT - by Quarter



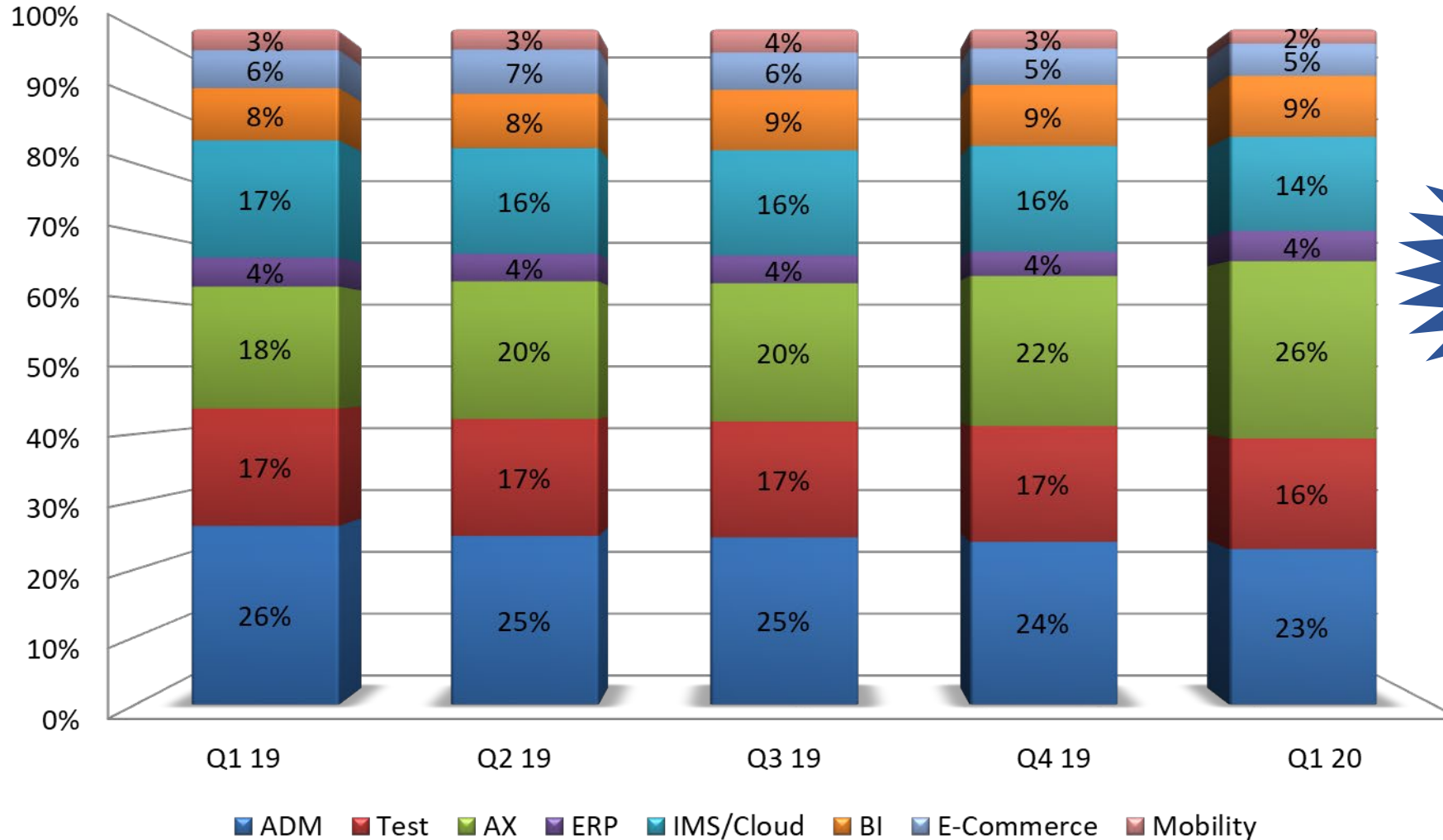
International IT services – Revenue Mix



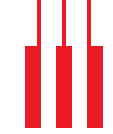


International IT services – Revenue by Competency

Competency

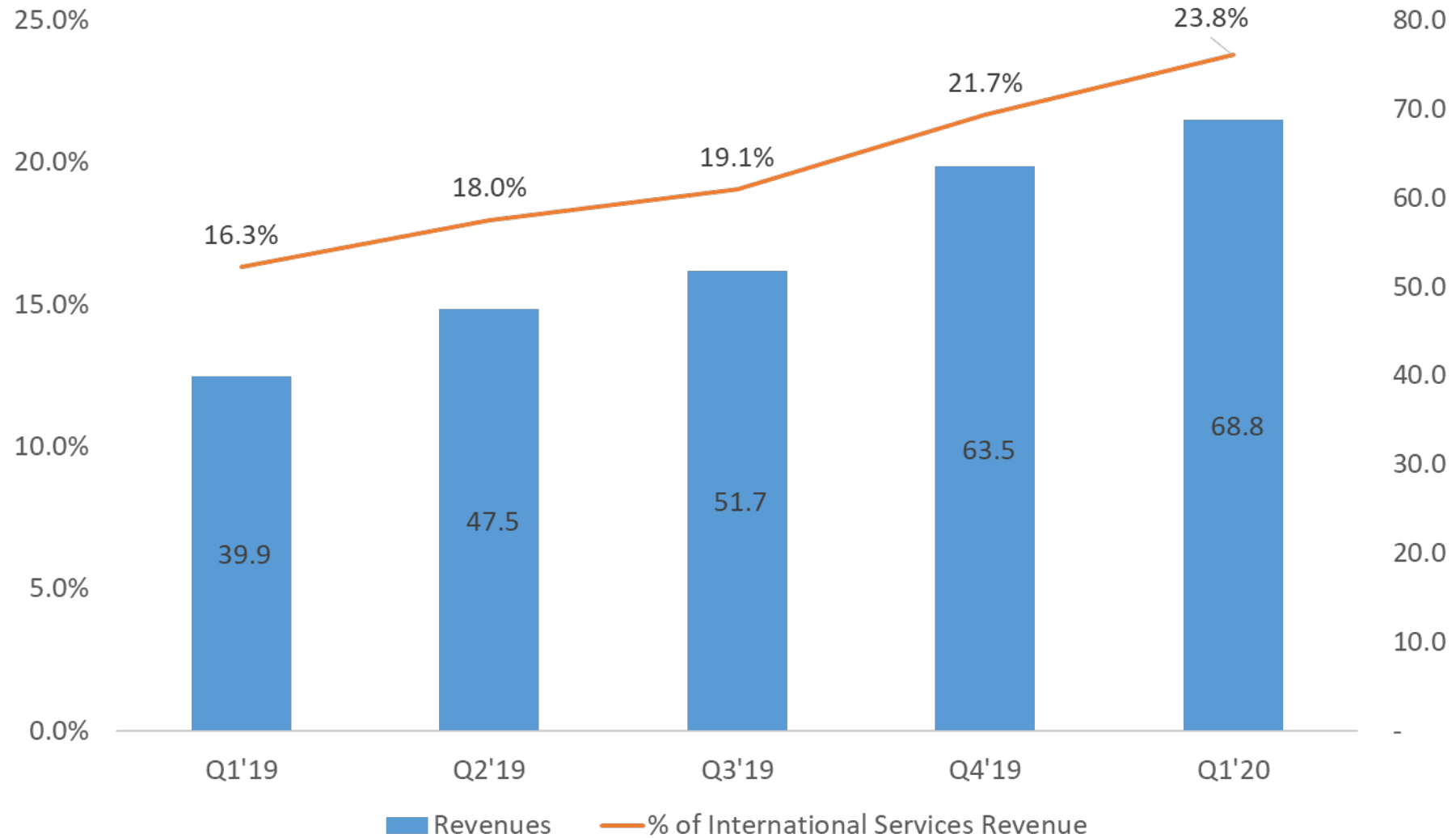


36%
from
Digital



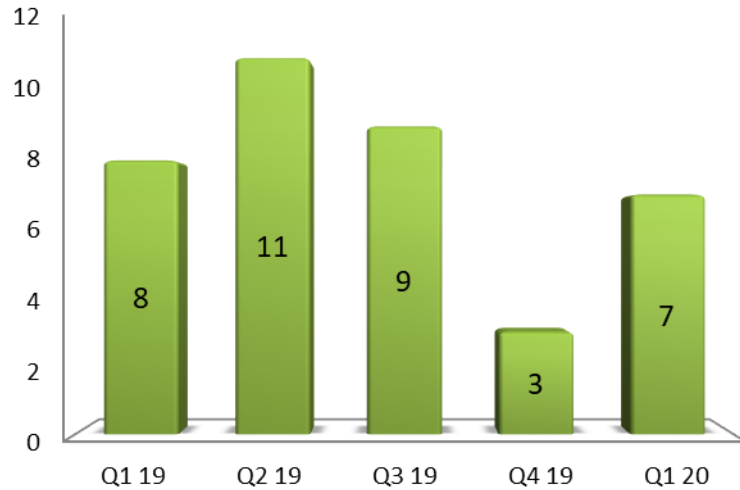
IP Led Revenue

Trend - IP Led Revenues (%)

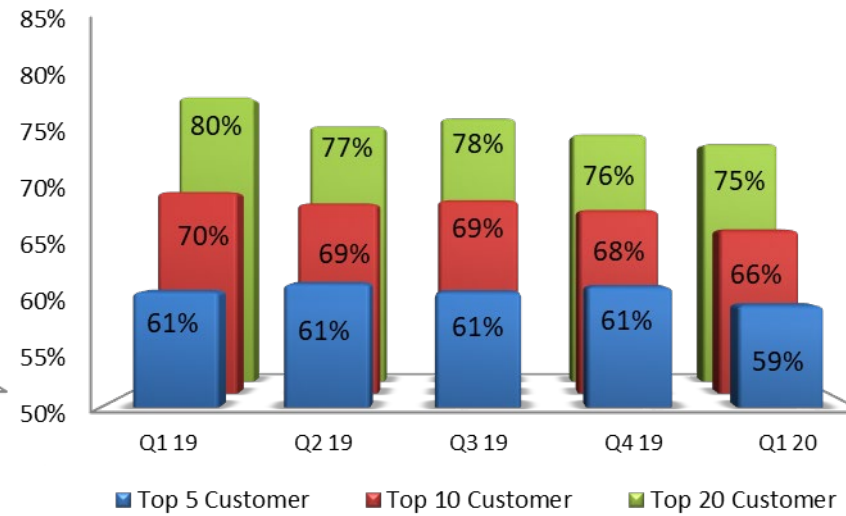


International IT services – Revenue by Customers

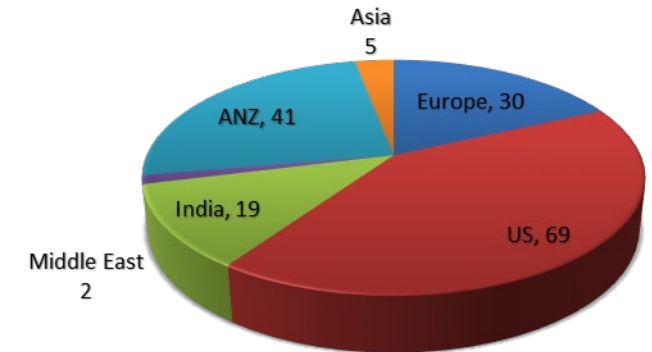
New Customers



Revenue from Top Customers



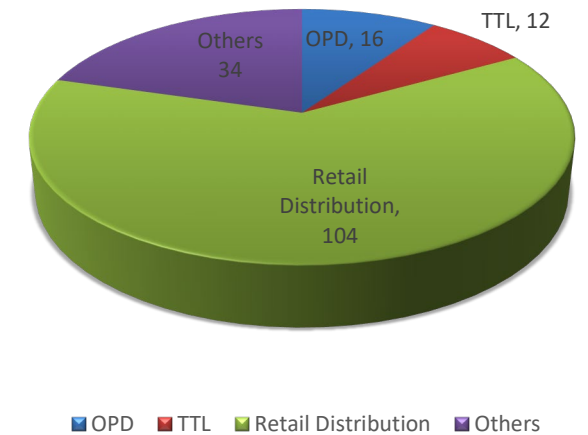
No. of customers by Geo

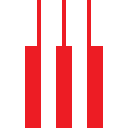


Customer Category



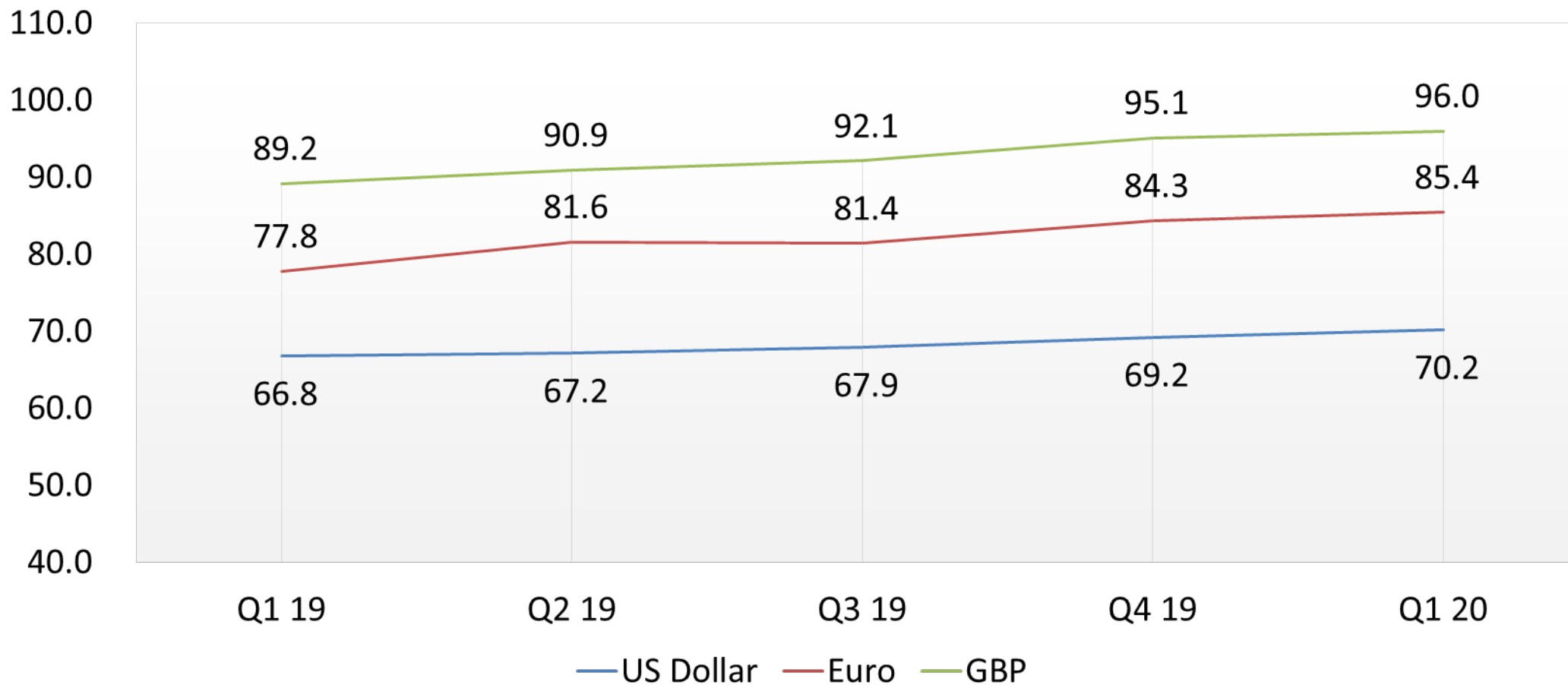
No. of customers by Vertical





Forward Cover Realization Rates

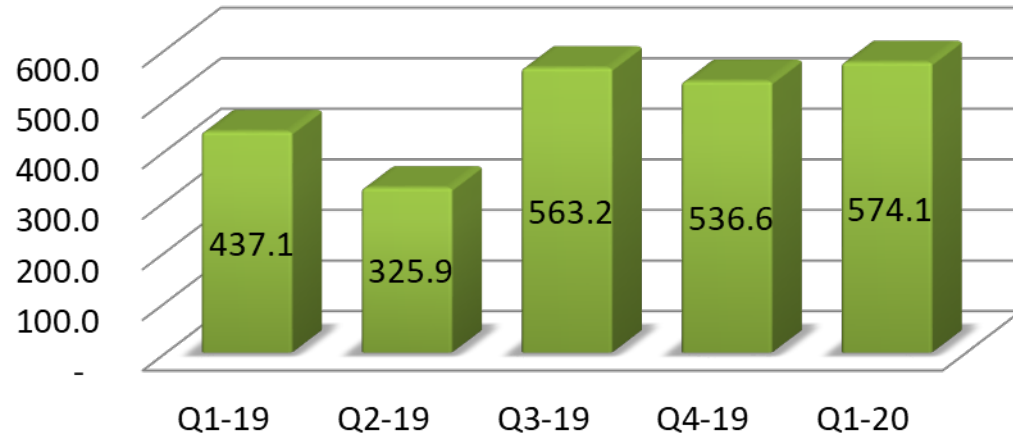
Effective Realization Rates



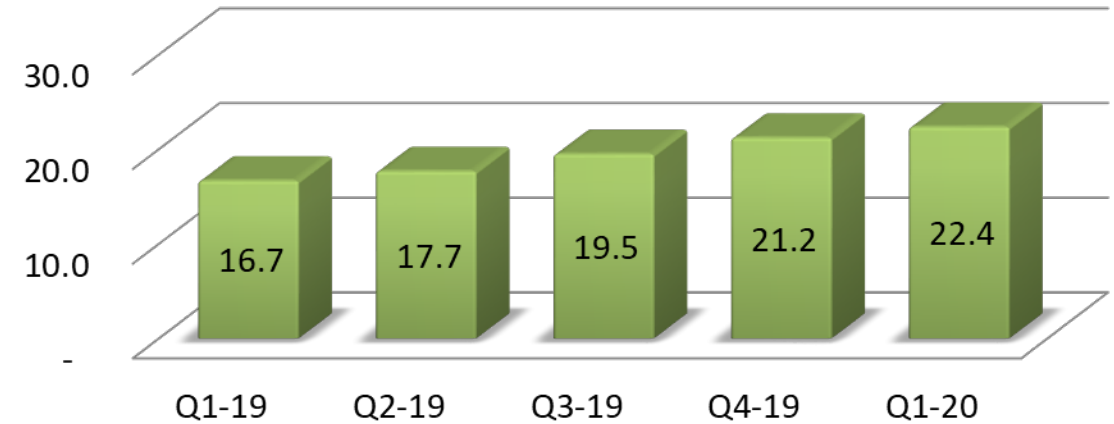
Domestic Product & Services - Financials

INR Crores

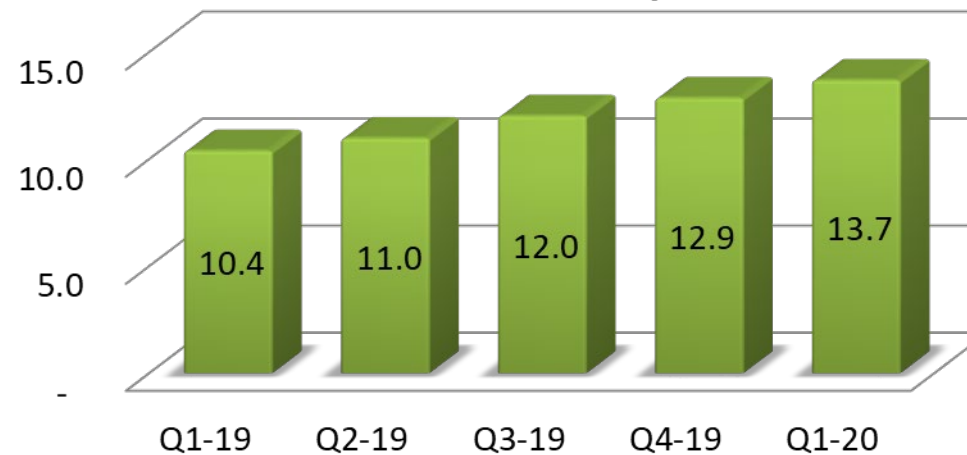
Domestic Services Revenue - by Quarter



Domestic Services EBIDTA - by Quarter



Domestic Services PAT - by Quarter





SONATA SOFTWARE



Thank You

