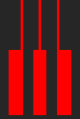


**PLAY
BIG**

Investor Presentation

Q2 FY'24



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

The Company

38 YEARS

IT Solutions Provider

\$990M+

Revenue

15.4% CAGR

across 10 years

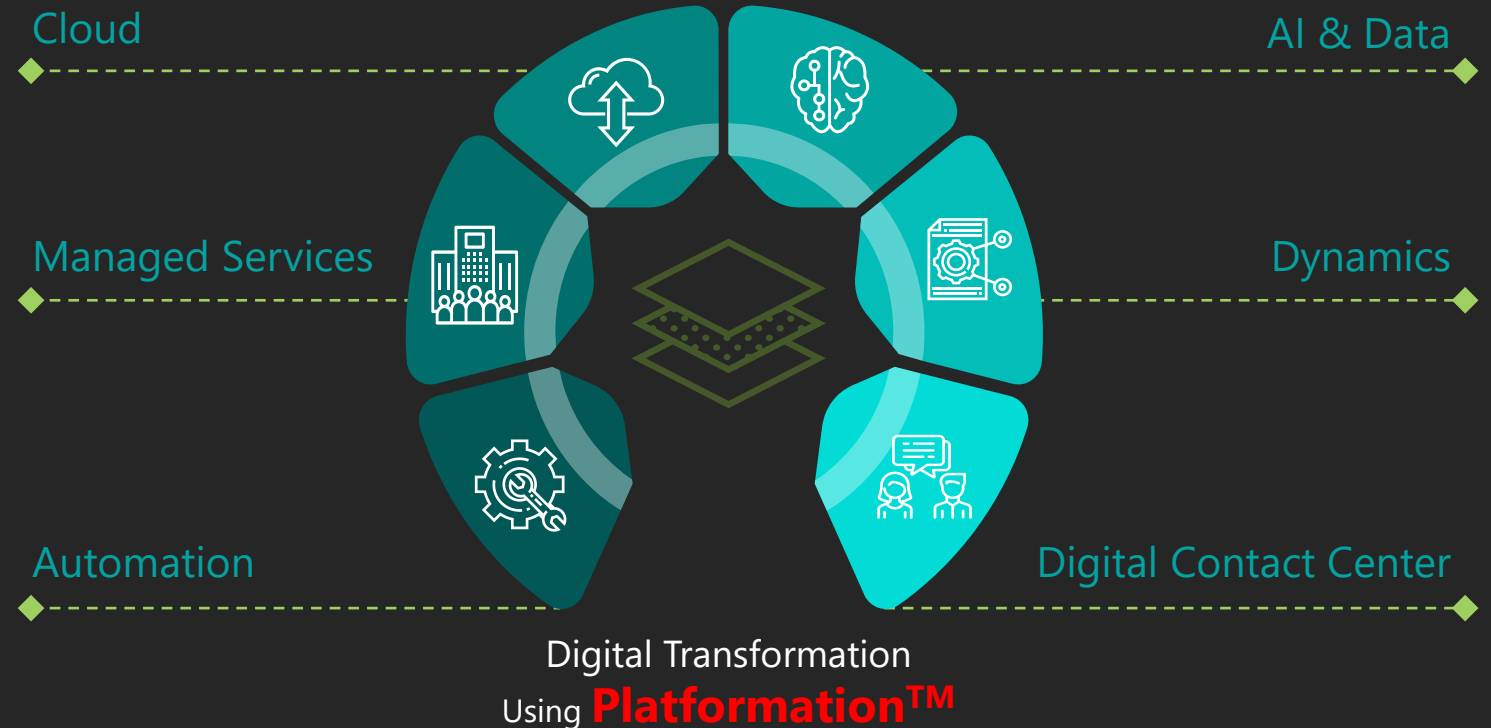
Listed (SONATSOFTW)

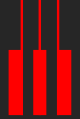
Market Cap \$ 1.8B

~6500 Employees

Across US, EU, Asia & ANZ.
17 different nationalities

Delivering Outcome-based Modernization Services





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



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

Industries



TMT: Technology,
Media and Telecom



RMD: Retail, Manuf.,
Travel and Distribution



BFSI: Banking,
Financial Services and
Insurance



HLS: Healthcare and
Life Sciences



Emerging

Ecosystem: Partnerships Tech + Domain



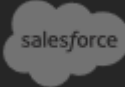
Microsoft



aws



Google Cloud



salesforce



snowflake

servicenow



metricstream



SAP



Innovative IPs

LISA Chatbot
(Conversational AI)

Workbox.io
(Archival)

Lightning Build



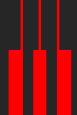
Sustainability Target:
Carbon Neutrality
by 2030

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

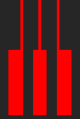


Objective:

Be the fastest-growing Modernization Engineering company

Goal:

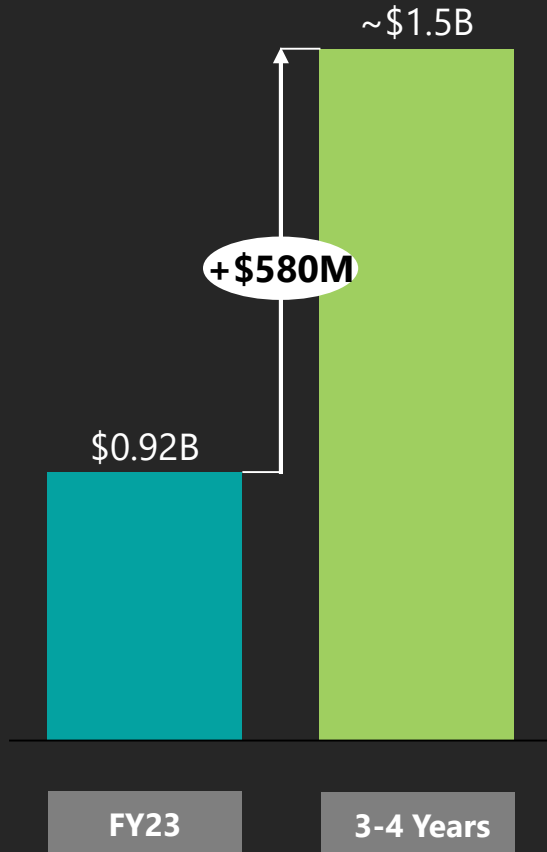
**Revenue of \$ 1.5B by FY 26 end.
Intl EBITDA @ low-20's**



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



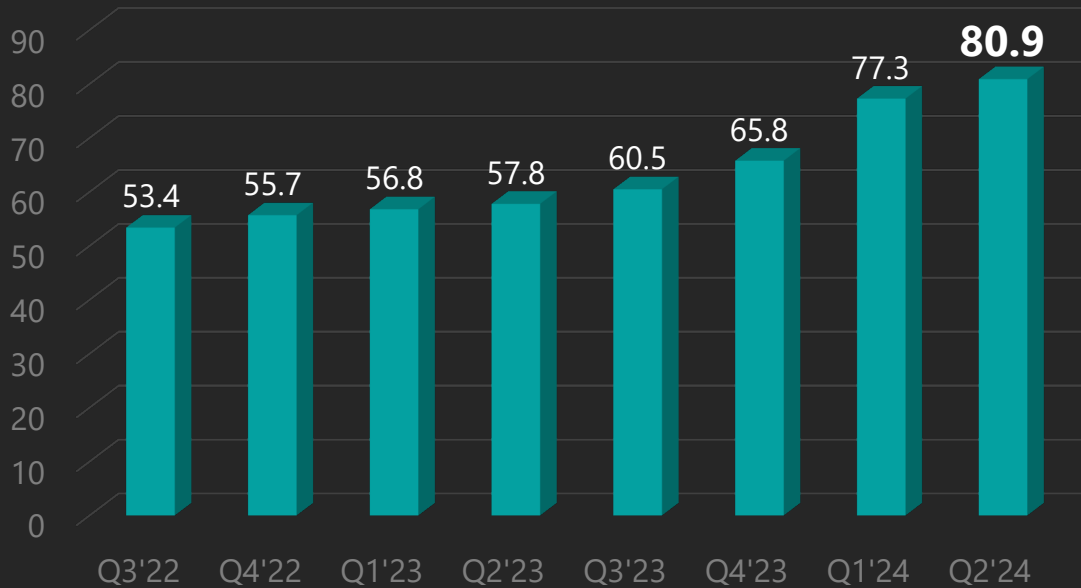
Diversify

Clients: Build multiple large accounts.
Brand: Global brand in Modernization

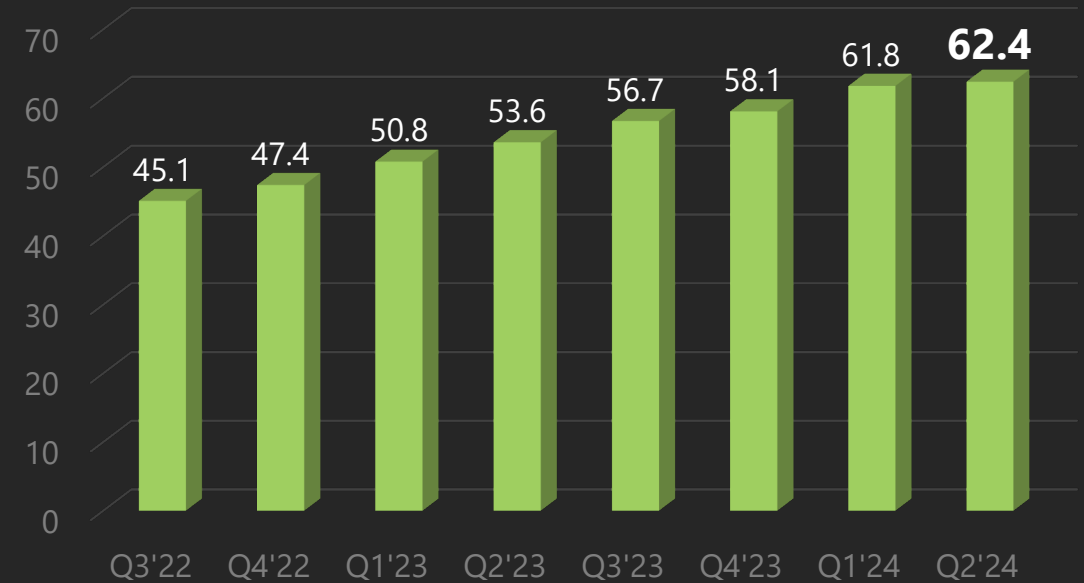


In Q2 we crossed
\$80M
right after crossing \$75M in Q1

Intl. Services Rev. \$M



SITL GC INR Crs





Stock Return of **100%+** For Our Shareholders over the past one year



Total Return to Share Holders

	1 Yr	5 Yrs
Stock Price Return %**	105%	382%
Div Yield	2%	8%

* Till Sep 29, 2023

Market Data

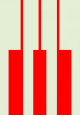
NSE Symbol	SONATSOFTW
Market Cap**	\$ 1.8B

* 1 USD = INR 83.04

Annualized

** as on 29th Sep 23





What's working well for us...



Large Deals

10 Large deals won YTD

Quant M&A

Integrated with Sonata systems

Modernization

Cloud & Data pipeline is 38%

Verticals / Partnerships

Retail/Mfg., BFSI, HLS, TMT) and (MS, AWS)

SITL

Steady GC growth



Large Deals: 35 large deals under pursuit. 38% of Large deals pipeline are with Fortune500 clients



60% of Top 10 Accounts are Fortune 2000 Companies vis-à-vis 30% in previous year

Key Large Deal Wins

Client - Premier 3rd party logistics

\$12.6M over 3 Years

Logistics application hosted on Azure

Client - Communication & Managed Network

\$6.5M over 7 years

Business Services: F&O, Implementation of D365

Client - Outsourced industrial Steel service

\$5.7M over 6 years

Build Next Gen Trading platform

Large Deals in the pipeline

RMD = 11 deals

TMT = 7 deals

BFSI = 7 deals

HLS = 6 deals

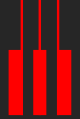
Emerging = 4 deals



Quality of growth – Top 10 clients movement



	Q1 FY 23	Q2 FY 24	Logos in Pipeline
Fortune 50	2 clients	4 clients	5 clients
Fortune 500	3 clients	5 clients	10 clients

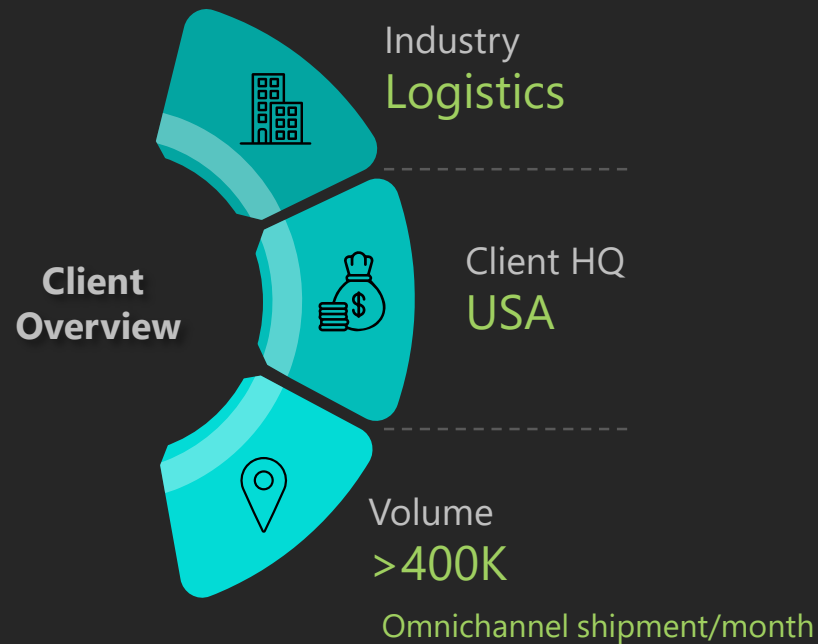


Large Deal Win - Logistics application hosted on Azure (\$12.6 M)



Client Overview

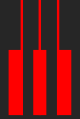
Premier Third-Party Logistics company that provides creative supply chain solutions with an asset-lite transportation and distribution services



Areas in Scope

IT Services to build and maintain Creative Logistics Solutions and Strategic IT service Partner

- ◆ Transportation, Distribution & Warehousing
- ◆ Data Analytics, Architecture, Engineering and DBA
- ◆ Infrastructure and Network Operations
- ◆ Integration and EDI
- ◆ Application Development & Maintenance



Large Deal Win – Business Services: F&O, Implementation of D 365 (\$6.4 M)



Client Overview

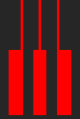
Client provides high-bandwidth connectivity and global managed network services including managed ICT, cyber security, and UCaaS solutions, to a range of blue-chip customers inclusive of Hyperscalers, telecommunications operators, new media providers and enterprises throughout the world.



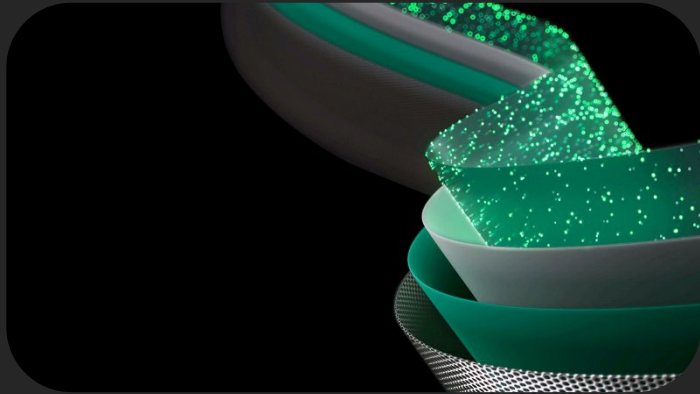
Areas in Scope

Gen AI, Cloud and Connected Data led Finance Transformation. Sonata shall run the finance operations for next 5 years and transfer of 42 employees from Client to Sonata,

- ◆ Finance Transformation
- ◆ ERP Modernisation
- ◆ Data Platform
- ◆ Integrated Billing Platform
- ◆ Cloud, AI, RPA



Key bets for the future



Microsoft Fabric

Pipeline created across 70+ customers



AI & Gen AI

Harmony.AI launched; Pipeline created across 50+ customers



Joint GTM

MS GTM funding- first tranche received;
AWS – Rescale Program

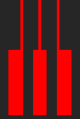
Continued focus

Verticalization

Focused GTM

Large Deals

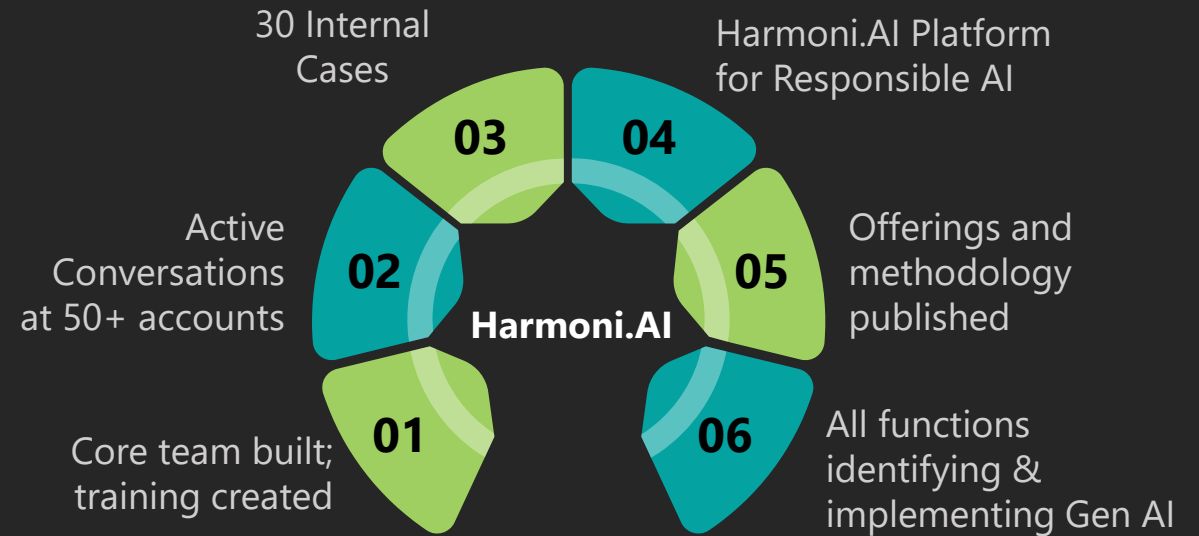
Mega accounts



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

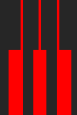


Geared towards building an AI first culture

























Blackbelt club

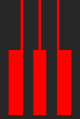
35% of talent
GenAI trained team
members



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



Cloud Apps Modernization	Data & Analytics	Microsoft Business Apps	Service Experience Transformation	Hyper Automation	Managed Services
 Microsoft 	 Microsoft   snowflake	 Microsoft	 Microsoft	 Microsoft	 Microsoft 
	 Tamr  PKWARE	 IZARA PEACE OF MIND, AS A SERVICE	 SAP  salesforce	 UiPath™	servicenow
 Google Cloud  CORESTACK®	 Google Cloud  next PATHWAY  BigID  Qlik	MSFT Market Place Partners	servicenow		



Microsoft-Sonata Partnership: 30+ Years of jointly driving Customer Success



Sonata named again in Inner Circle for Microsoft Business Application 2023-24

AI/Gen-AI
Industry Partnership

400+ Clients
Across The Globe
USA, Europe, Asia, India, Australia, Middle East

\$650+ Million
Per Annum Revenue To Microsoft

Partner for RPA
Migration 100

Partner for
Microsoft Fabric

2500+ Team
On Microsoft Technologies

**Microsoft Cloud Solution
Partner - Azure Expert MSP**
Competencies.
10 Advanced Specialisation in Dynamics 365,
Data Analytics, Teams, CAF, M365, Azure

Joint Execution
Microsoft Fasttrack, Global Delivery,
Microsoft Consulting Services

Microsoft Solutions Partner
Security

Microsoft Solutions Partner
Infrastructure
Azure

Microsoft Solutions Partner
Modern Work

Microsoft Solutions Partner
Digital & App Innovation
Azure

Microsoft Solutions Partner
Data & AI
Azure

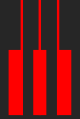
Microsoft Solutions Partner
Business Applications

**Catalyst Led
Sales Process**
Industry Point Of View, Business
Value Assessment, Envisioning
Workshops, Design Thinking

**Industry Clouds
Go To Market**
Healthcare, Retail, Sustainability, Manufacturing

**Industry
Digital Transformation**
Retail, CPG, Manufacturing, Telecom,
Healthcare, Hi-tech, BFSI

2023/2024
INNERCIRCLE
for Microsoft Business Applications



Success Stories (1/2)...Unified Digital Solution for Business Process Transformation



Client Overview

Industry
Manufacturing

Employees
> 6000

Leading Sustainable Belting Solution Company

The Pressure Points

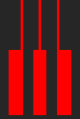
- Standardization and optimization of core manufacturing processes
- Need more transparency
- Continuity risks - in the scattered IT landscape
- Digital innovation - growth and mergers and acquisitions.

Solutions

- Unified and efficient digital solution with implementation of D365 F&O
- Automated highly complex 1 Dimension Cut production process
- Development of Dynamic Bill of Material calculation to address the configurable order

Results

- Optimized inventory & consumption - better yields and reduced scraps
- Achieved Business process standardization & optimization
- Improvement in average response time to customer queries on pricing, discounts, shipping schedules



Success Stories (2/2)...AI enabled FinOps Transformation



Client Overview

Industry
Telecom

Employees
> 1600

Leading secure global network services provider

The Pressure Points

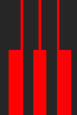
- Manual FinOps processes - high costs and insufficient access
- Lack of Integration between upstream / downstream systems. Inventory accuracy issues
- Manual Revenue assurance process
- Most reports from the system are not in a "ready to consume" state

Solutions

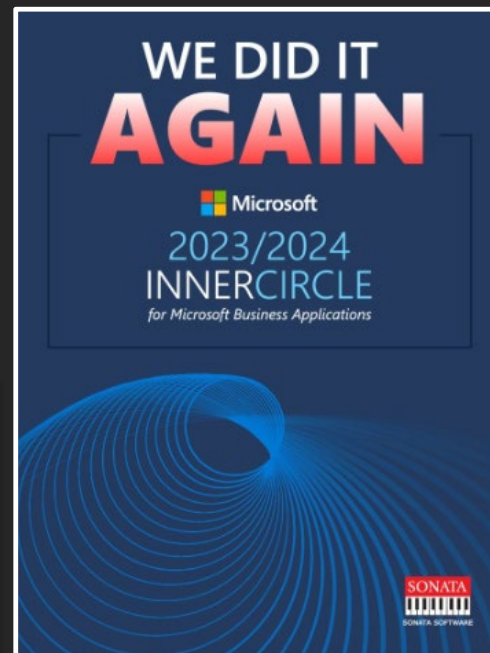
- Devised strategic roadmap to modernization process.
- Integration of all applications - complete automation to enable Single source of Truth
- Modernizing current legacy platform and processes by upgrading to the latest Dynamics platform.

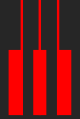
Results

- Automation and reducing cycle time from days to hours
- Near Real time reporting and NextGen predictive analytics reporting
- Democratization and Self-Service Reporting Capability
- Seamless Integration across the Ecosystem with enhanced Data security & compliance



Key Recognition

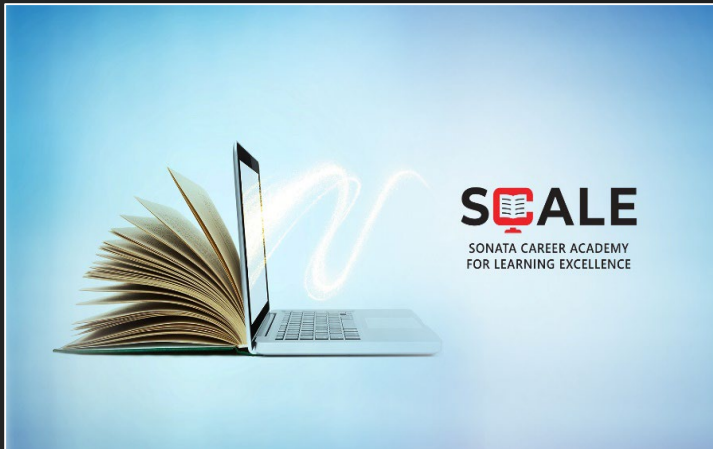




People – Strength Of Sonata

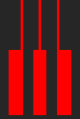


INTRODUCING
DIVERSITY & INCLUSION
INITIATIVE



SCALE
SONATA CAREER ACADEMY
FOR LEARNING EXCELLENCE





1

**High Revenue growth
with Industry Leading
margins**

Focus on high revenue
rate realization and
high margins business

***EPS : ₹34.30* /
Share***

2

**Strong Cash Position
& Balance Sheet**

Very strong positive
cash generation and
cash position

***Cash and equivalents
₹690+ Crs***

3

**Superlative returns for
Shareholders**

Industry leading
ROCE and ROE &
Bonus share issue

ROCE : 33.8%*

4

**Sound Capital
Allocation**

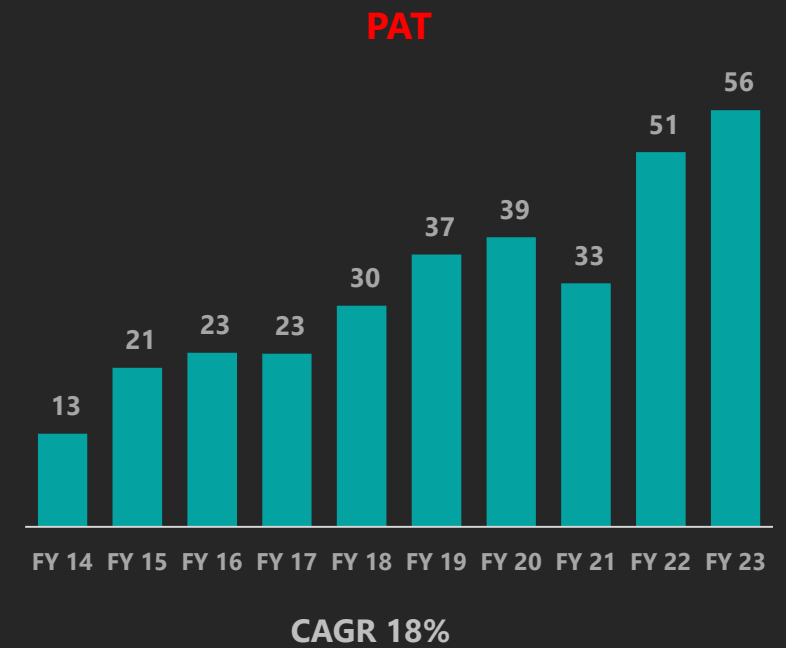
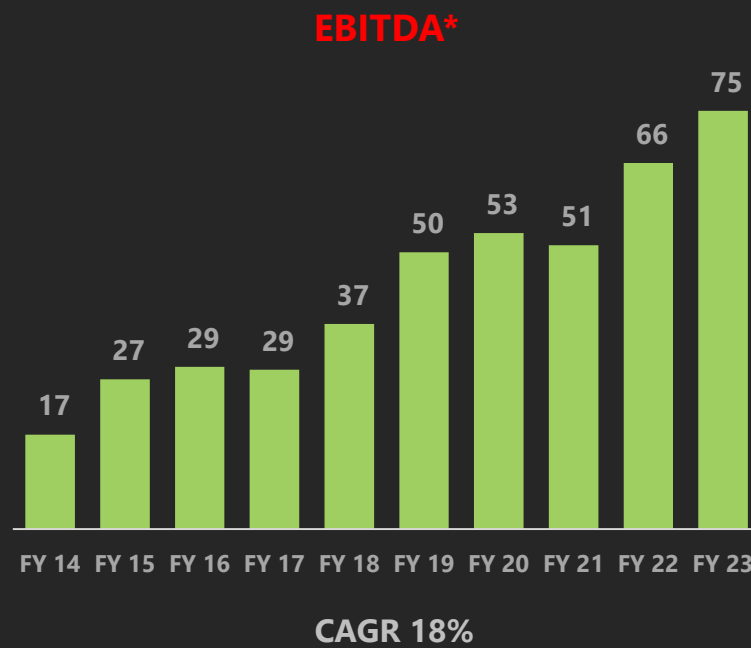
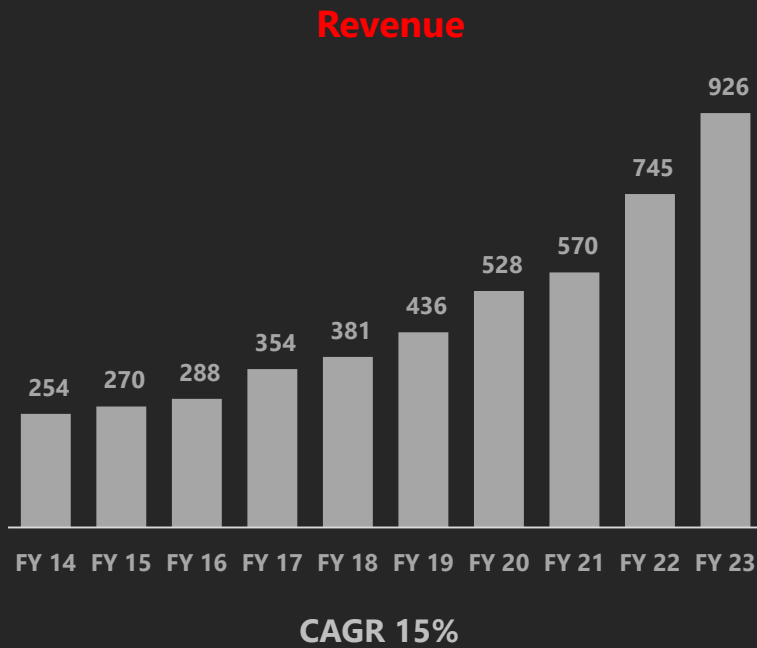
Sound capital
allocation

***FY24 Interim
Dividend : ₹7 /
share***

*Trailing 12 months

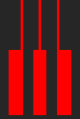
Consistent Growth Over Last 10 years

Consolidated Revenue & profitability (\$Mn)



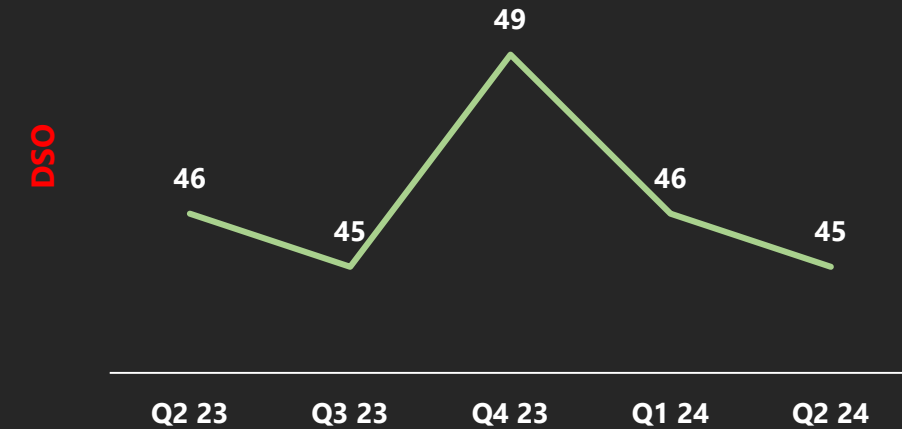
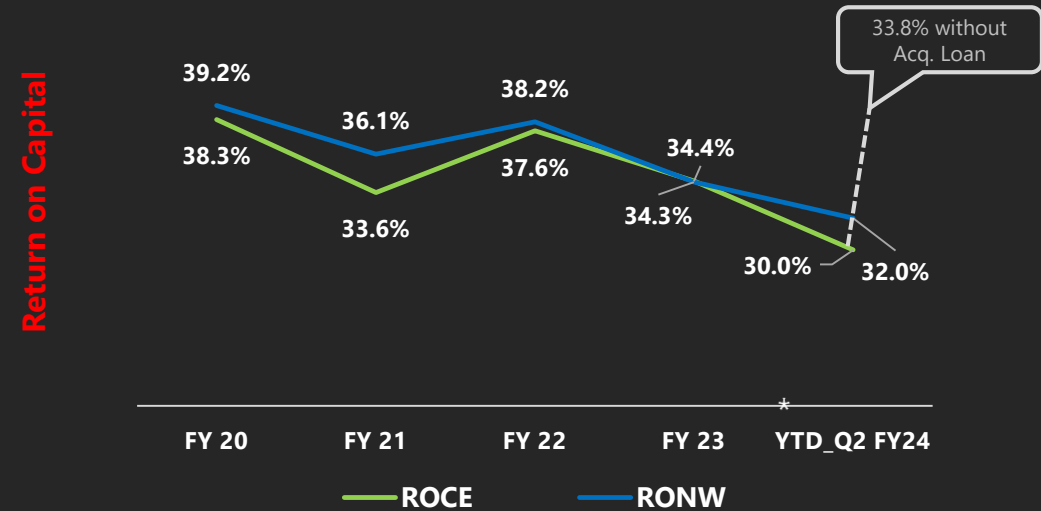
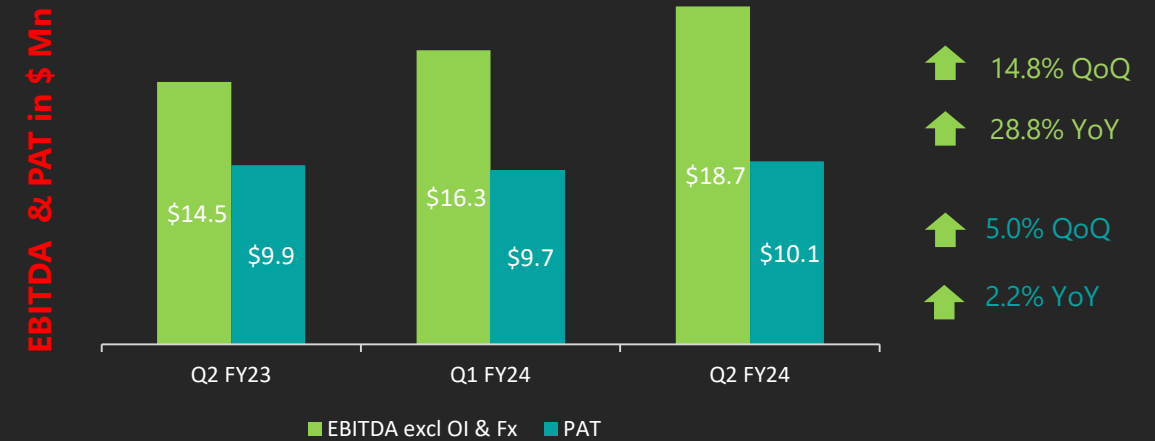
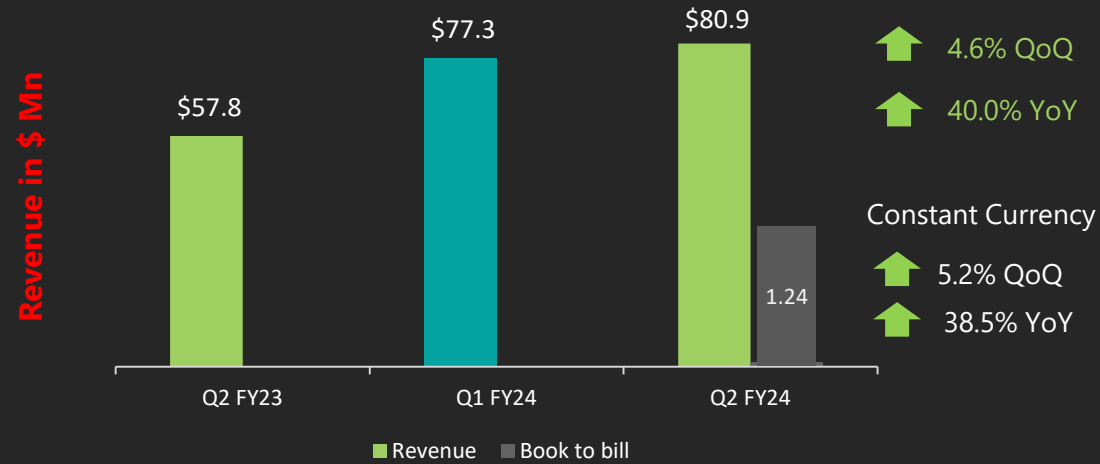
Predictable and resilient growth trajectory

*Before OI and FX



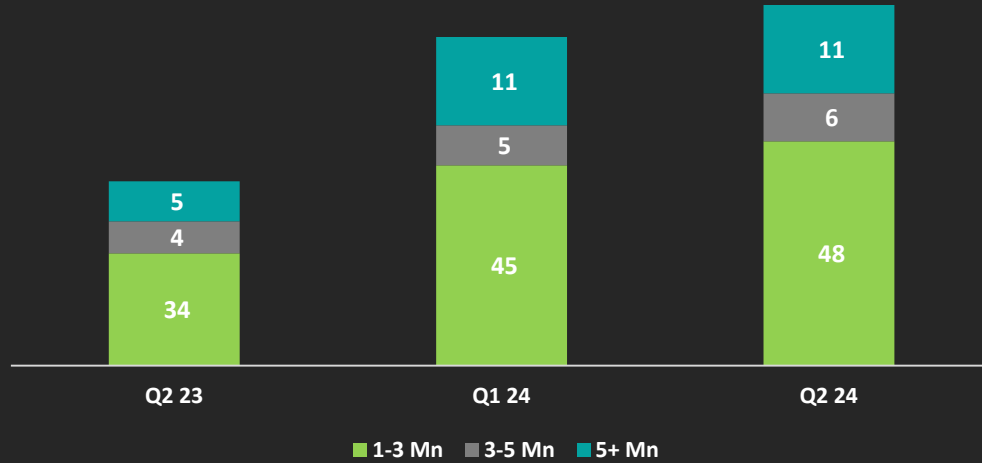
Financial Performance Of International Services – Q2 FY24

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

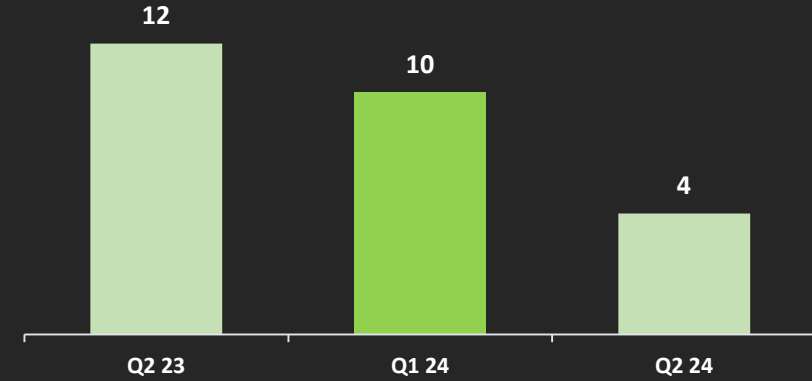


International Business: Revenue Drivers

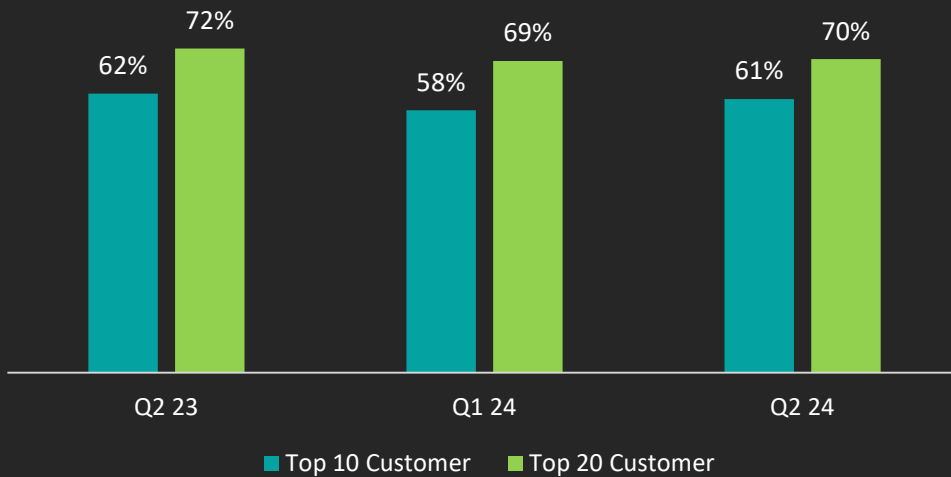
No. of \$ Million Customers



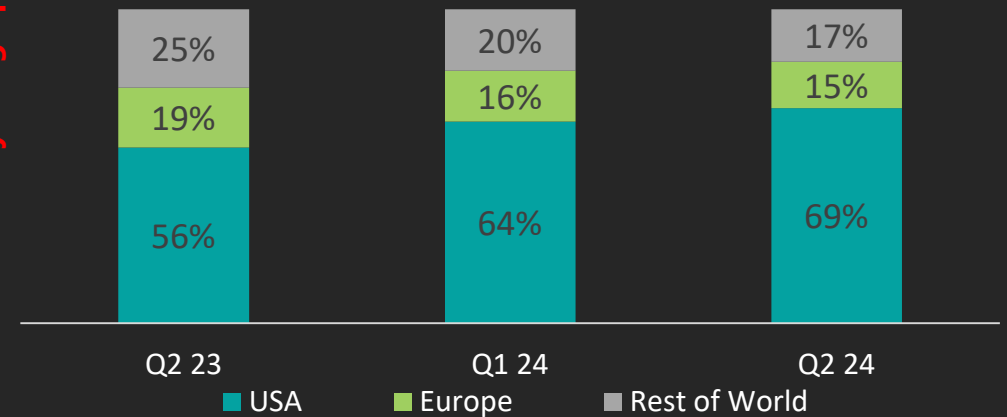
New Customers added



Client Concentration

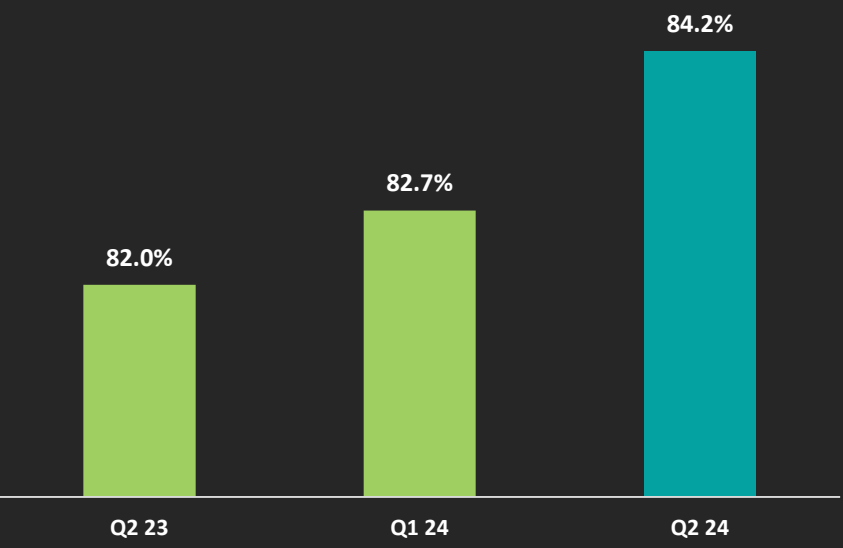


Revenue by Geography

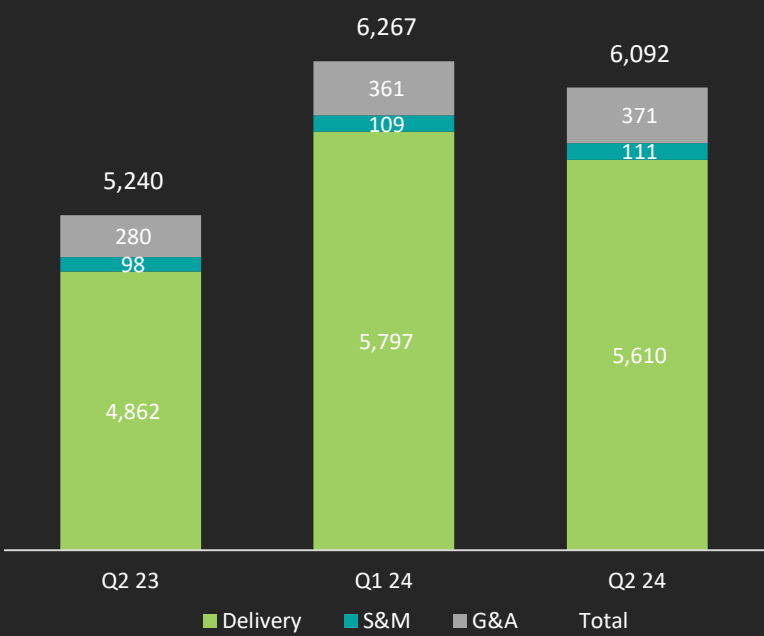




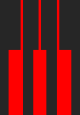
Utilization



Headcount by Function



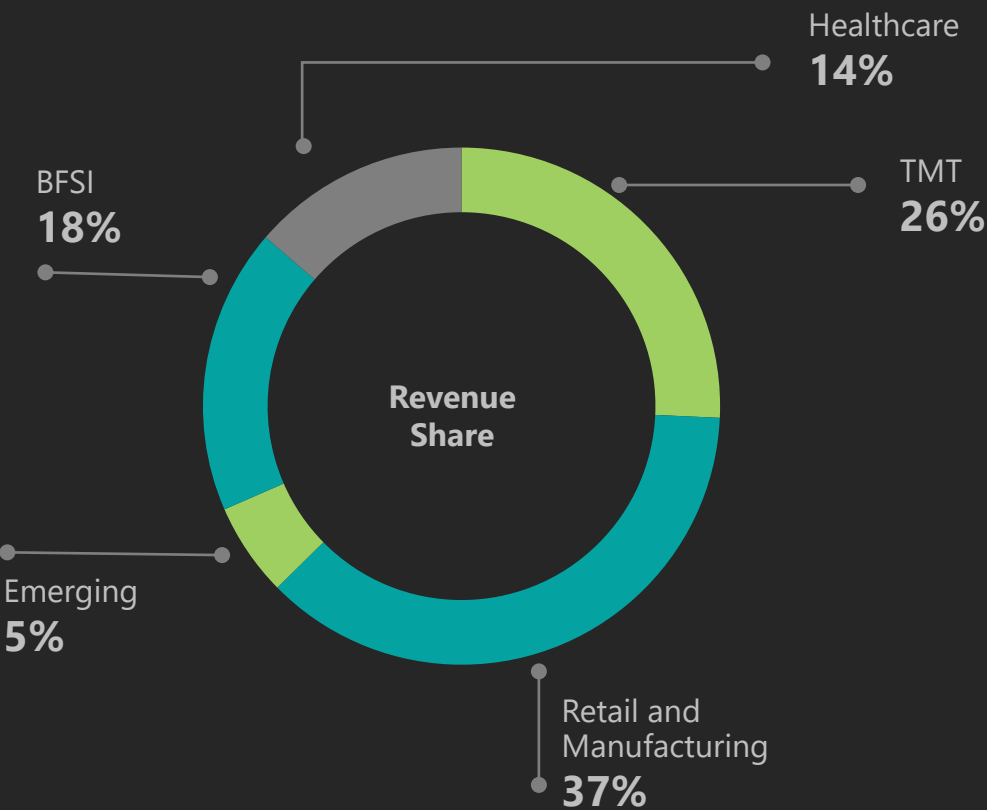
Continued strong utilization



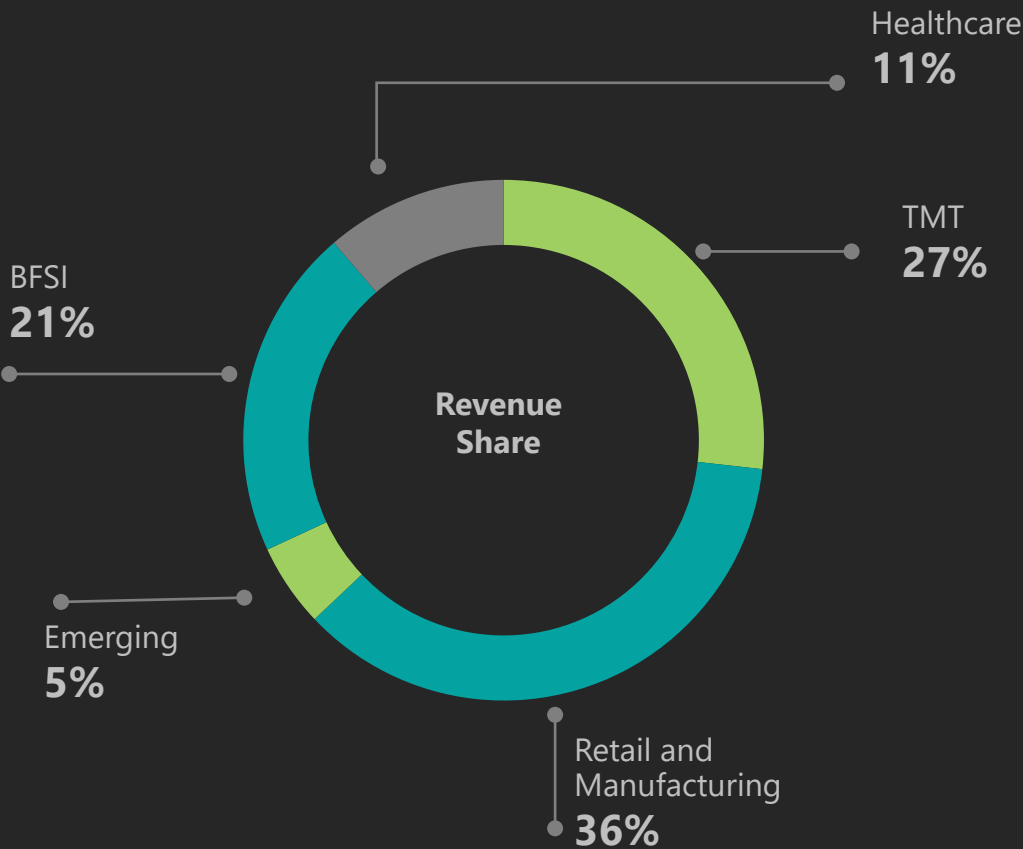
International Business: Revenue by Verticals Mix

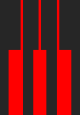
Verticals : BFSI & HLS in investment phase; 4.7% QoQ growth

Q1 FY24



Q2 FY 24

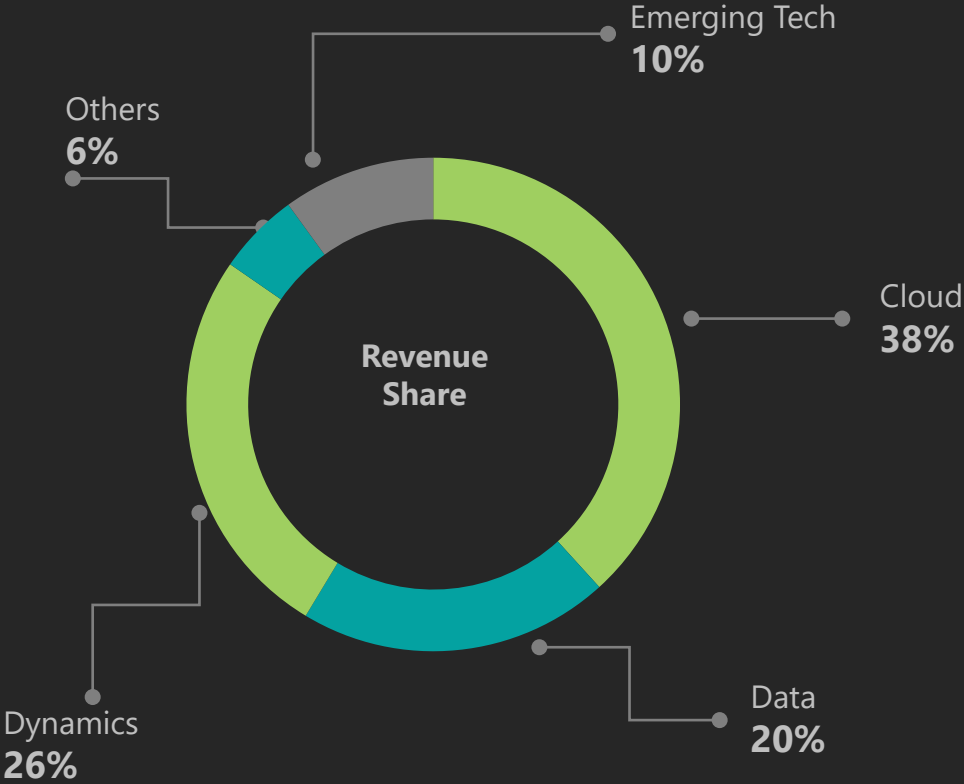




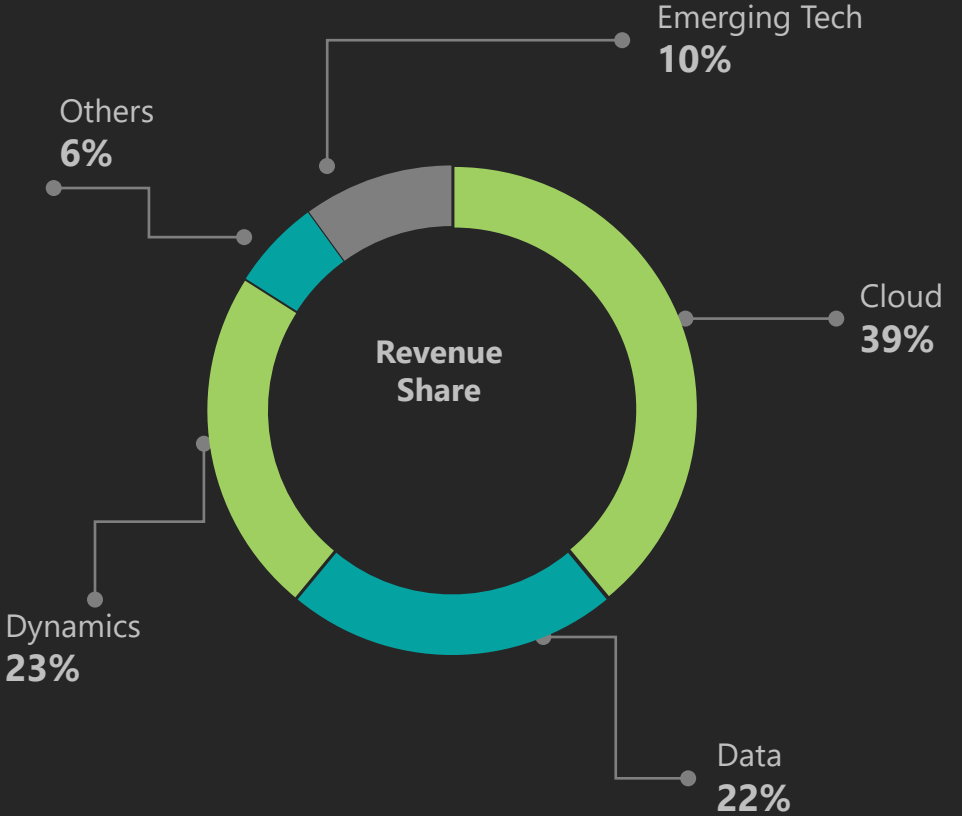
International Business: Revenue by Top GTMs

Cloud and Data continuous to be more than 50%

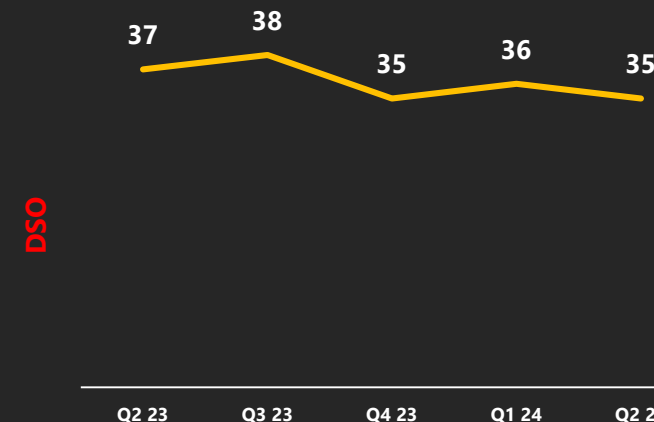
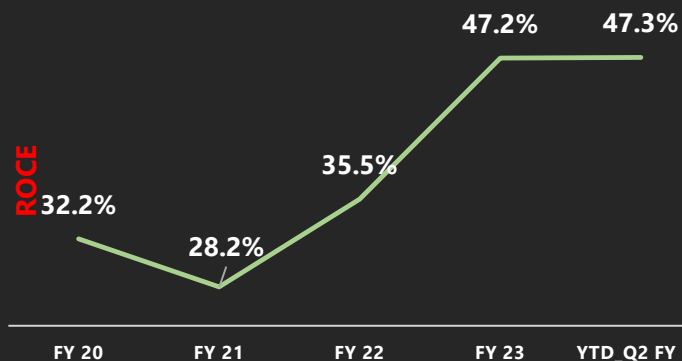
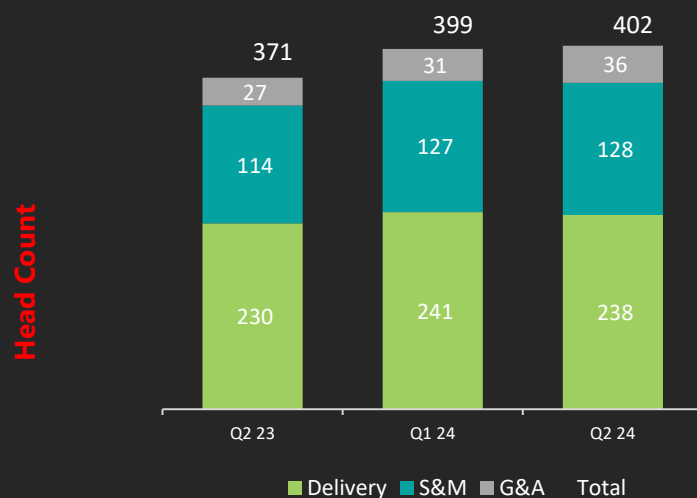
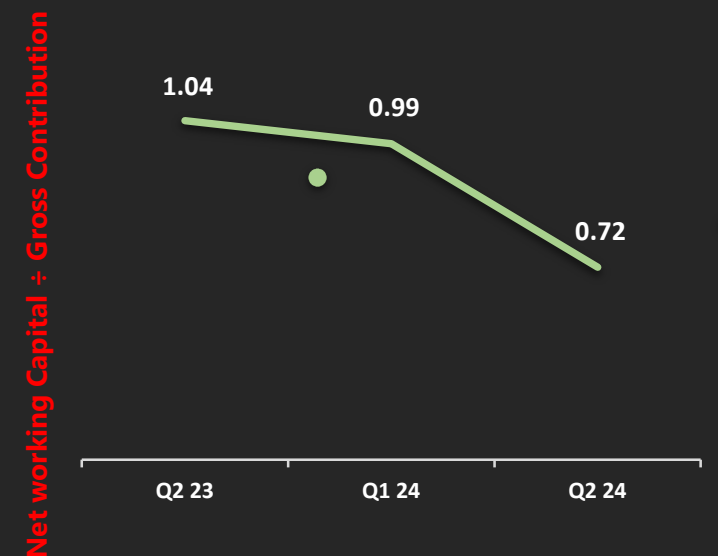
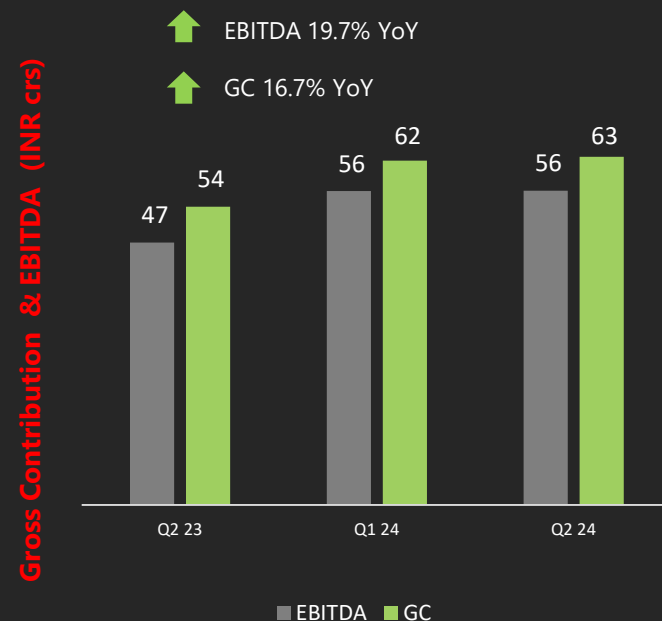
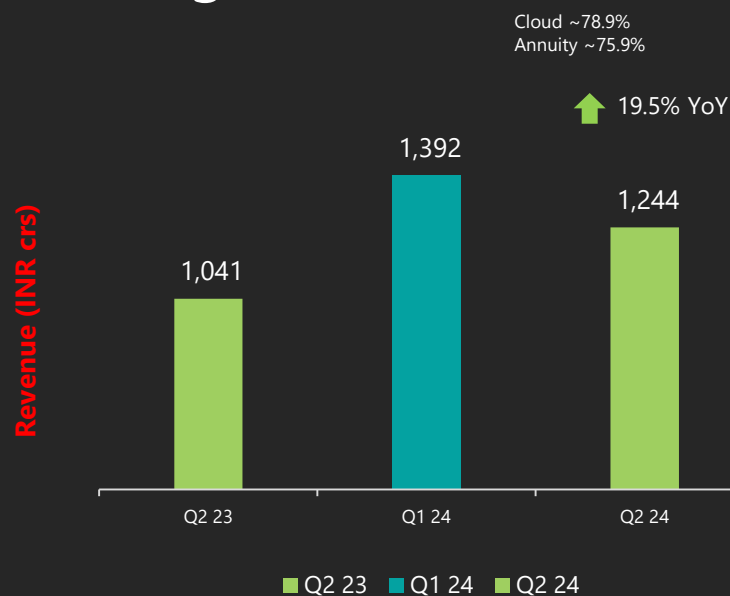
Q1 FY 24



Q2 FY 24



Domestic Business:- Delivering Consistently Strong Growth With Industry Leading ROCE





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

Thank You

**PLAY
BIG**

