



Q1 FY'25

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

Public Listed

(SONATSOFTW)

\$1B+

Revenue

15.10%

10 years CAGR

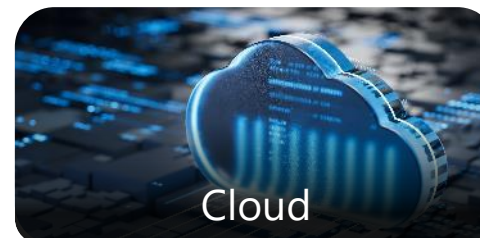
6600+

Engineers across US, EU,
Asia & ANZ

15+

Different
Nationalities

Delivering Outcome-based Modernization Services



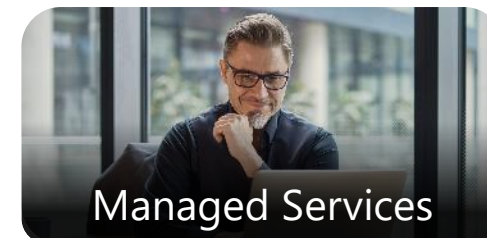
Cloud



AI & Data



Dynamics



Managed Services



Automation



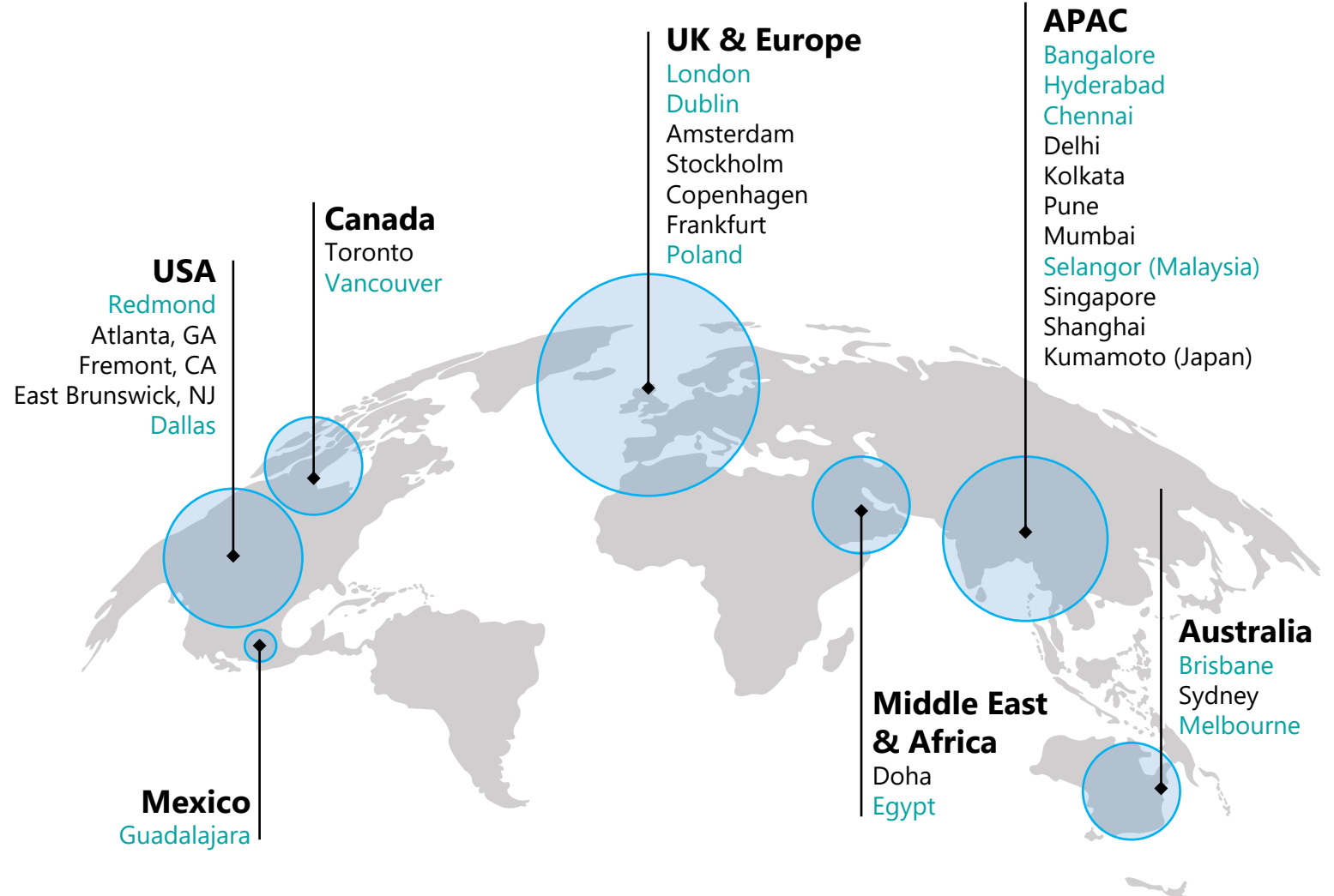
Digital Contact Center

Digital transformation using **Platformation™**

Serving our Global clients with right Talent mix

(Global & Local Talent)

- Global Delivery Center & Sales Office
- Sales Office



Key Verticals, Partners, IPs

Industries



TMT
Technology, Media and
Telecom



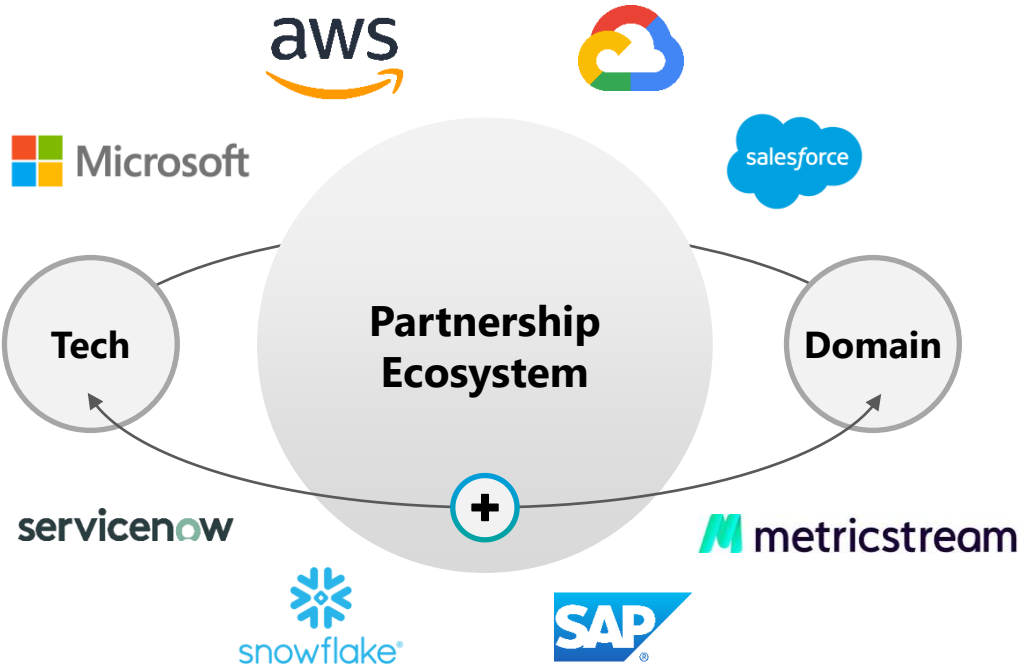
RMD
Retail, Manuf., Travel and
Distribution



BFSI
Banking, Financial Services
and Insurance



HLS
Healthcare and
Life Sciences



Innovation: IPs

LISA Chatbot
(Conversational AI)

Workbox.io
(Archival)

Lightning Build

Sustainability Target: **Net Zero Emission by 2050**

Single Use Plastic Free
certified

100% Tier 1 suppliers on ESG
compliant and trained

UNGC Signatory

SbTi Commitment
by FY26

Our Objective and Goal

Objective:

Be the fastest-growing
Modernization Engineering
company

Goal:

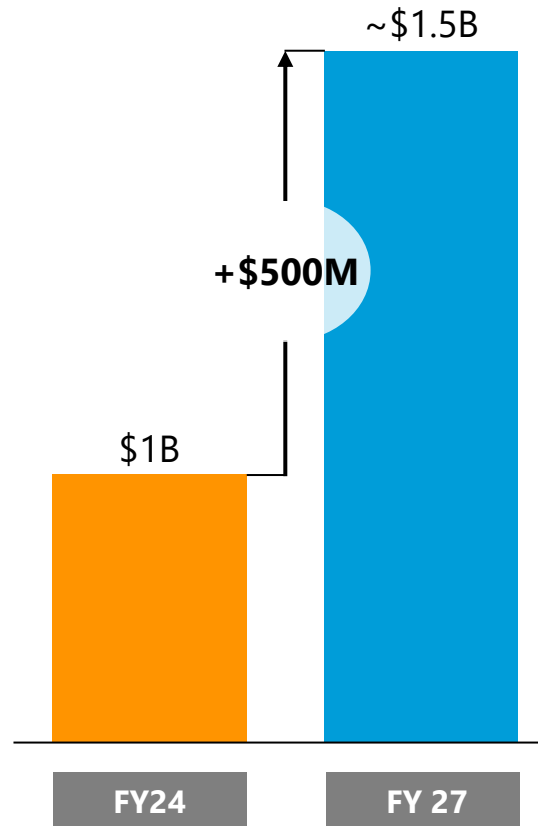
Revenue of \$ 1.5B by
FY 26
Intl EBITDA @ low-20's



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)



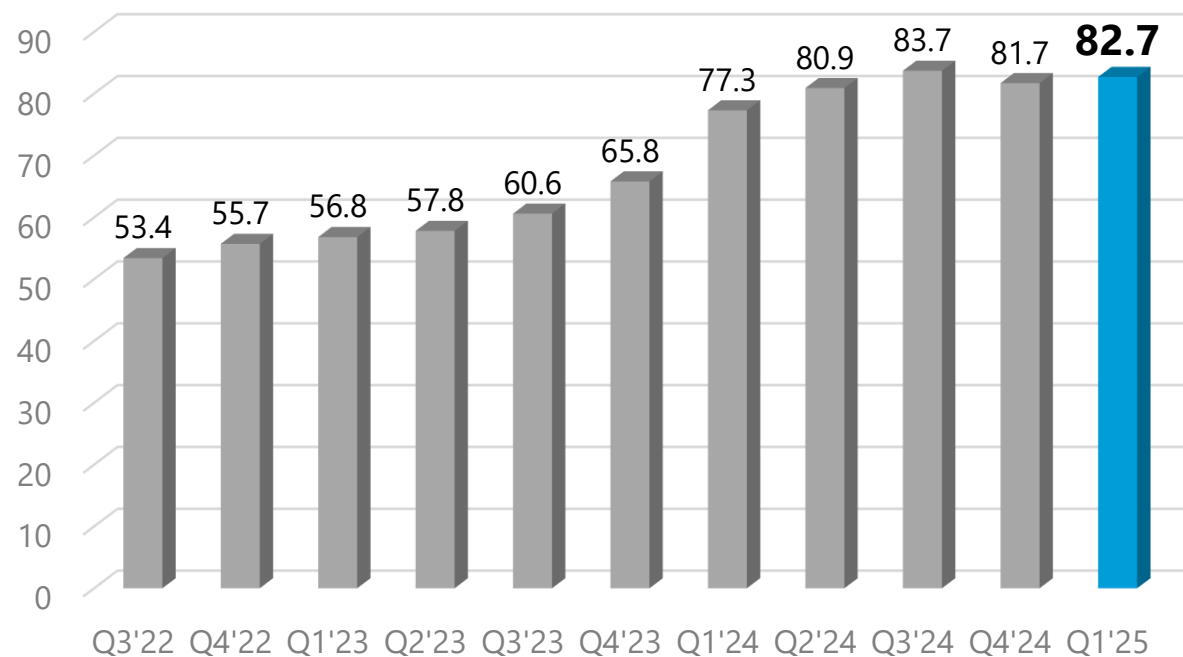
Diversify

Clients:
**Build multiple
large accounts**

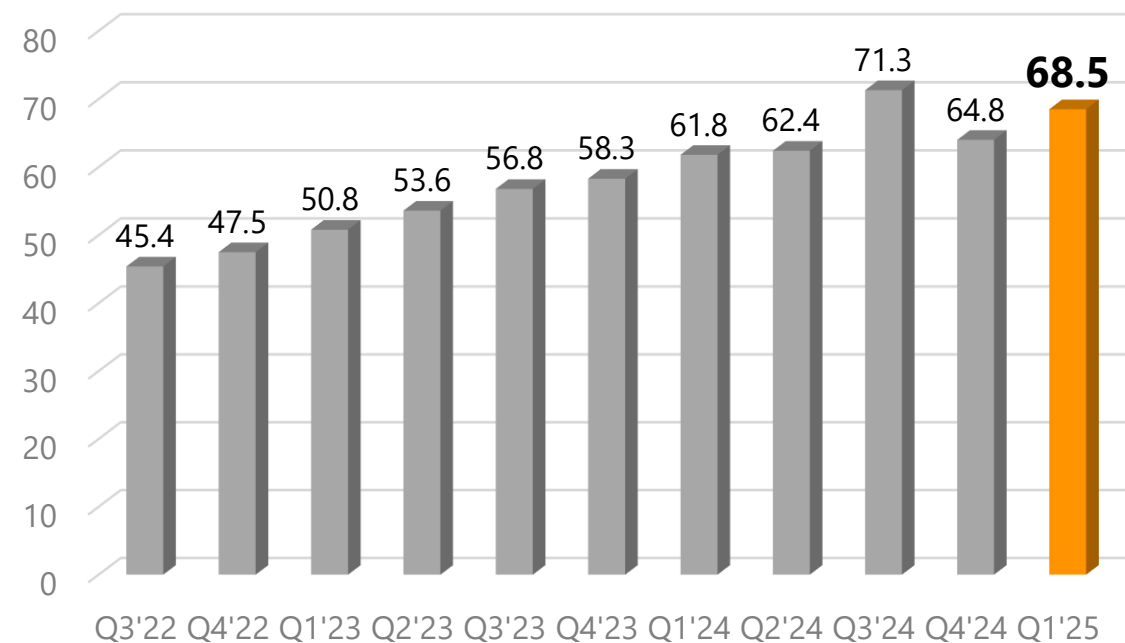
Brand:
**Global brand in
Modernization**

We are back to growth path in Q1...

Intl. Services Rev. \$M



SITL GC INR Cr



International and SITL had Q-o-Q: Revenue & Gross Contribution growth resp.

Stock Return of ~110%+ For Our Shareholders#



Total Return to Shareholders		
	1 Yr	5 Yrs
Stock Price Return %**	17%	351%
Div Yield	1%	5%

* Till June 28, 2024

Market Data	
NSE Symbol	SONATSOFTW
Market Cap**	\$ 2B

* 1 USD = INR 83.38

** as on 28th June 24

From April'22 to June'24



What's working well for us...



Large Deals

3 Large deals won during Q1FY'25

AI

Harmoni.AI enabled new wins

Modernization

Cloud & Data pipeline is 52%

Verticals/Partnerships

MS Sell to, HLS, BFSI, TMT
AWS and MS Sell with

SITL

Steady GC growth

We won 3 Large Deals in Q1

1

Medical & Mental Healthcare – US

Cloud & Infra. Operations

2

Manufacturing & Services – ANZ

Dynamics Implementation

3

Top Financial Corp. – US

Cloud Modernization

Healthy Large Deals Pipeline

Large Deals Pipeline

47% of Active Pipeline
consists of Large
Deals

37% of Large deals
pipeline are with
Fortune 500 clients

Large Deals in the pipeline

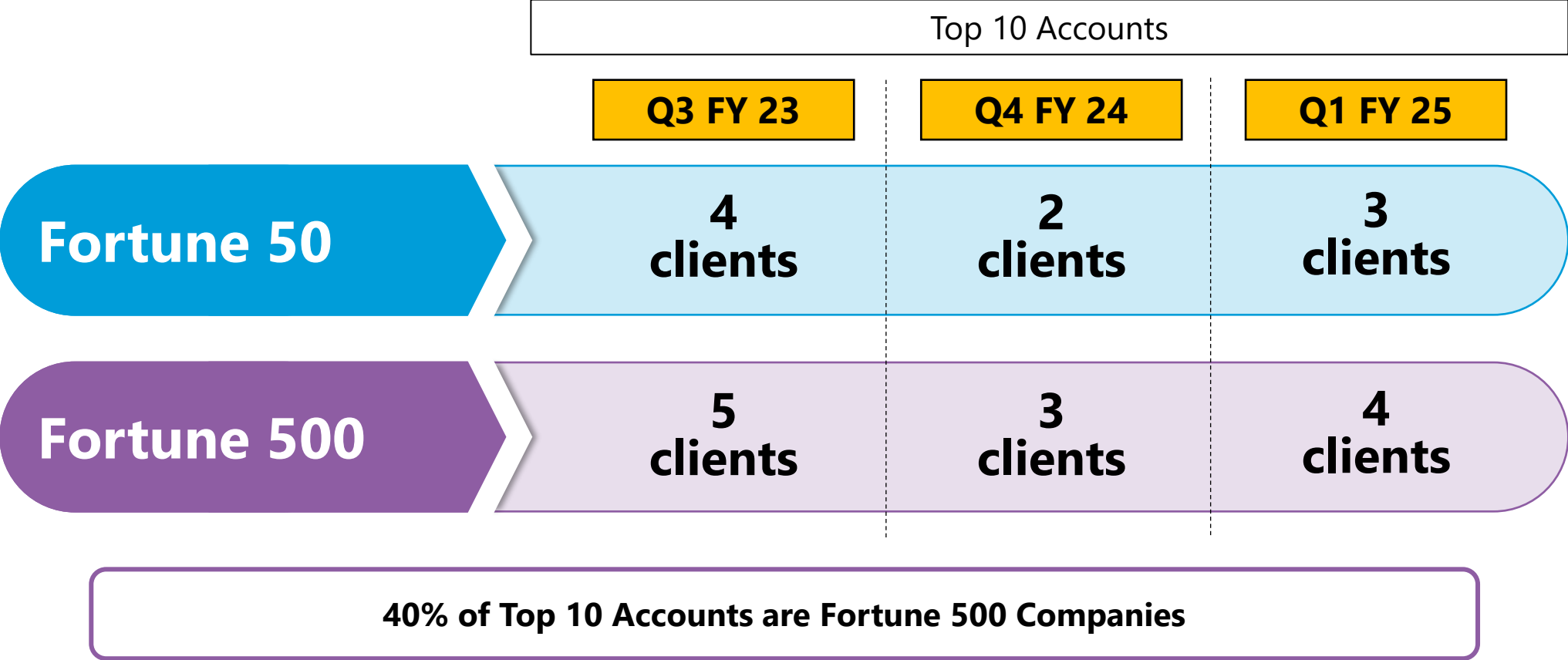
RMD
22

HLS
12

TMT
11

BFSI
4

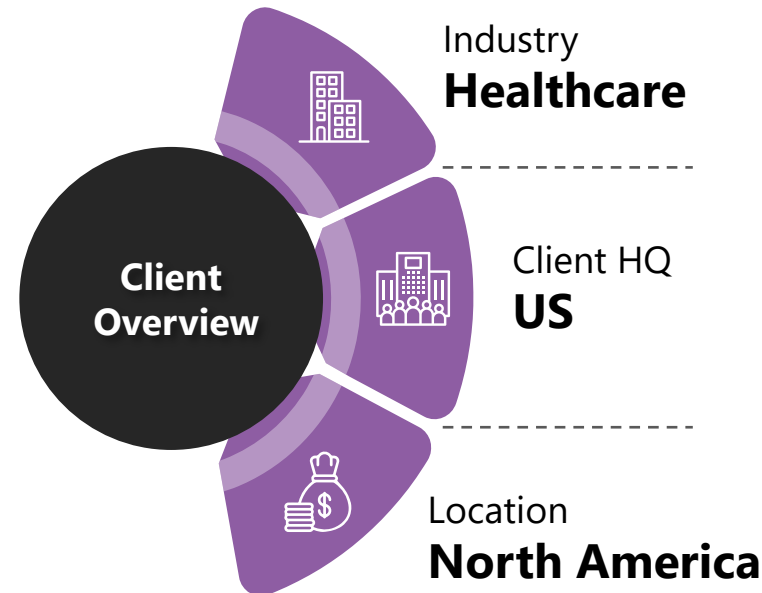
Quality Of Growth – Top Client's Movement



Large Deal Win: Cloud & Infra Services Operations

Client Overview

Client is a premier provider of localized, high-quality, compassionate care to vulnerable patients in challenging clinical environments.



Areas in Scope

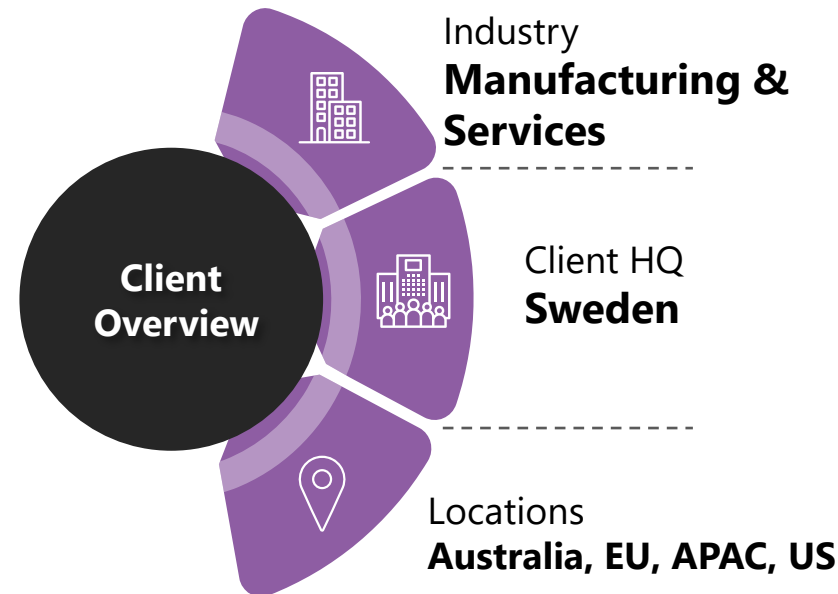
To create an optimum Global Delivery Model, working cohesively with Client's IT & leadership team and provide, the Services and/or Deliverables in a managed services model with mutually agreed SLAs/KPIs in the SOW.

- IT PMO, Operations & Support
- Enterprise Architecture and Development
- Enterprise Data Management
- Clinical Technology and Delivery
- Corporate Applications

Large Deal Win: **Dynamics D365 Business Transformation Program and 13 Countries Global Rollout**

Client Overview

Customer is a global group whose offerings include products and services related to locks, doors, gates, and entrance automation and services include controlling access and confirming identities with keys, cards, tags, mobile, and biometric identity verification systems. It operates in over 70 countries and entities with over 48,000 employees.



Areas in Scope

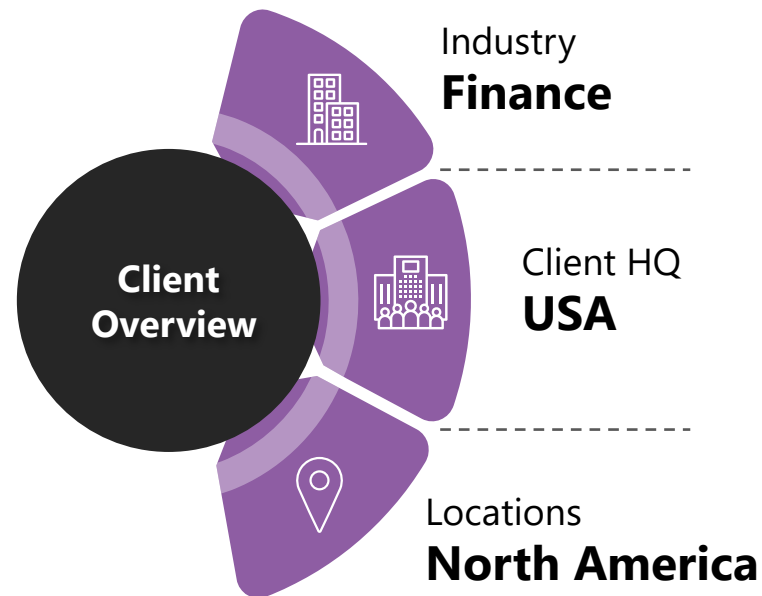
Strategic partner to migrate legacy systems to the latest Microsoft Dynamics 365 platform for standardization and modernization

- Finance and Supply Chain Functions
- Data Migration from legacy system
- Implementation of Data Platform
- Implementing Advanced Warehousing and Planning Optimization
- Rolling out the solution across 13 countries, with a multi-country rollout planned.

Large Deal Win: **SAS grid to SAS Viya Migration**

Client Overview

Customer is one of the largest commercial bank in the US by assets. Customer offers a broad range of services including retail and commercial banking, asset management, and insurance. The bank is committed to leading in technology and innovation while maintaining a strong focus on community engagement and client satisfaction.

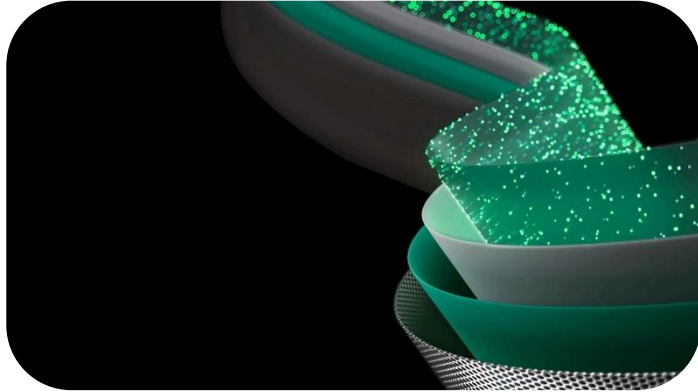


Areas in Scope

Strategic partner to migrate on-prem SAS Grid to SAS Viya on Cloud

- Data Modernisation
- Cloud based Platform
- Reports efficiencies
- Digital Transformation

Key bets for the future



Microsoft Fabric

\$46 M pipeline created across 80+ customers



AI & Gen AI

\$64 M Pipeline created across 110+ customers



Joint GTM

MS GTM funding
AWS – Rescale Program

Continued focus

Verticalization

Focused GTM

Large Deals

Mega accounts

Harmoni.AI

Sonata's
Responsible-first
AI offering for
Enterprise scale

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

1

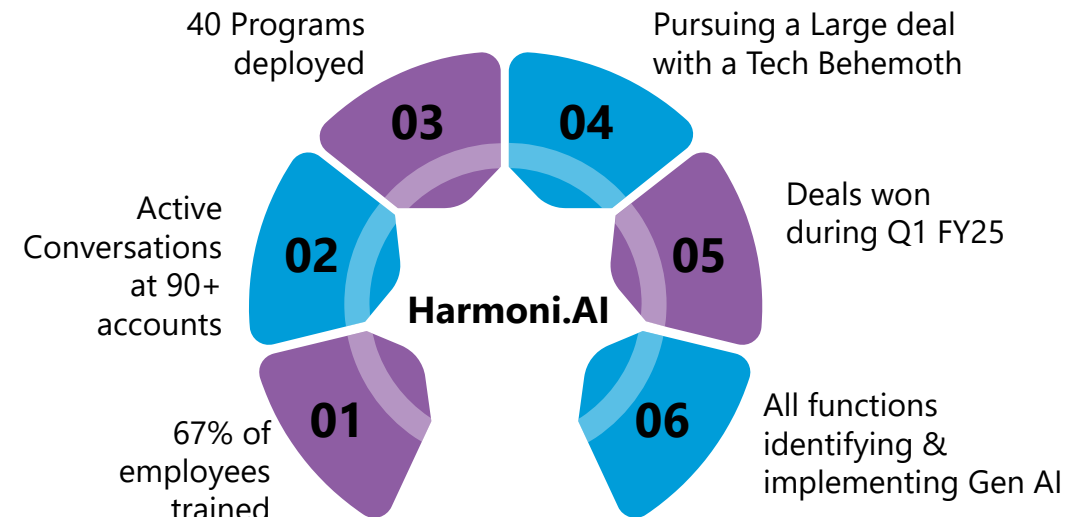
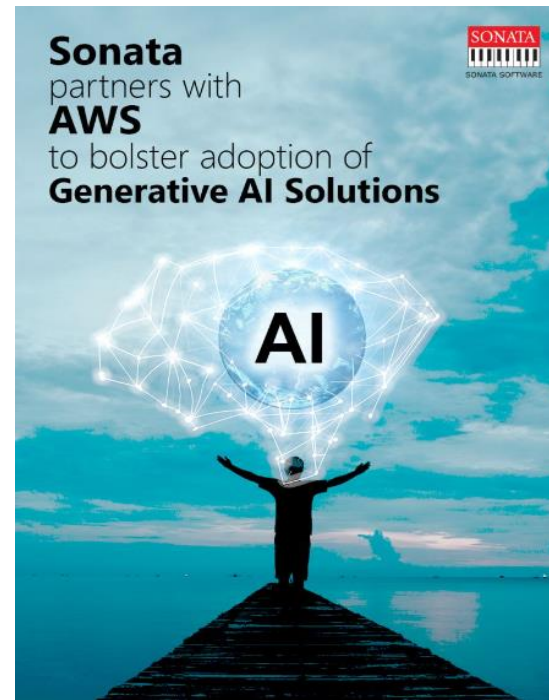
Leveraging AI to drive efficiencies

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  aws	 Microsoft  aws  snowflake	 Microsoft	 Microsoft	 Microsoft	 Microsoft  aws
 Google Cloud  ORACLE	 Informatica  Google Cloud  databricks	 blueprint  iZARA <small>PEACE OF MIND, AS A SERVICE</small>	 SAP  salesforce	 UiPath™	 ORACLE  IBM
 NUTANIX  paloalto <small>NETWORKS</small>	 Profisee  Qlik  PKWARE	<div>MSFT Market Place Partners</div>	 ORACLE  servicenow		 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
3500+ Team On Microsoft Technologies	Microsoft Cloud Solution Partner - Asure Expert MSP Competencies. 10 Advanced Specialization in Dynamics 365, Data Analytics, Teams, CAF, M365, Asure	Joint Execution Microsoft Fasttrack, Global Delivery, Microsoft Consulting Services
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

Partner for RPA Migration 100

Partner for Microsoft Fabric

 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

2023/2024 INNERCIRCLE
for Microsoft Business Applications

 Microsoft Solutions Partner
Security

Cybersecurity Investment Partner (CSI)

 Microsoft Fabric

Success Stories (1/2)...

Modernization of CRM system for through Dynamics CE

**Client
Overview**

Industry
HLS

Locations
14 states in USA

**An American health
insurance provider**

The Pressure Points

- Need for Process controls, adoption, compliance, updation of data, reporting, and basic capabilities to manage client and prospect relationships.
- Need for Unified customer relationship management
- Need to modernize current system with D365 CE Platform

Solutions

- Implementation of D365 CE Platform - one source of truth and ensure compliance with the data and system process
- Streamlining of information on these 3 platforms
- Unified solution experience - to manage clientele data along with leads and prospects, historical data of Opportunities and quotes, related documents and emails with with good reports and dashboards.

Results

- Centralized Customer Data: 360-degree view of customers, integrating data across platforms and departments - improve engagement and personalization including historical data.
- Standardized sales processes, workflows, and approvals with clear stages in sales cycle.
- Enhanced Opportunity & Quote Management for new, upsale, and renewal and quote conversion.
- Accurate Forecasting and Reporting with real-time analytics insights

Success Stories (2/2)...

IP(Partner Co Sell) led Modernization for future ready world

Client Overview

Industry
Retail & Manufacturing

17+ countries,
5000+ employees

Leading **Nordics** based **Agri Co-operative**

The Pressure Points

Ambitious vision to connect the *Farm to Fork modernization journey*

- Commodity ops visibility & integration
- Inventory positions visibility to procurement & production
- Finance integration

Solutions

Modernizing Commodity ops management:

- Commodity Trading & Risk management
- Complex contracts management
- CTRM platform integration to D365 F&O landscape

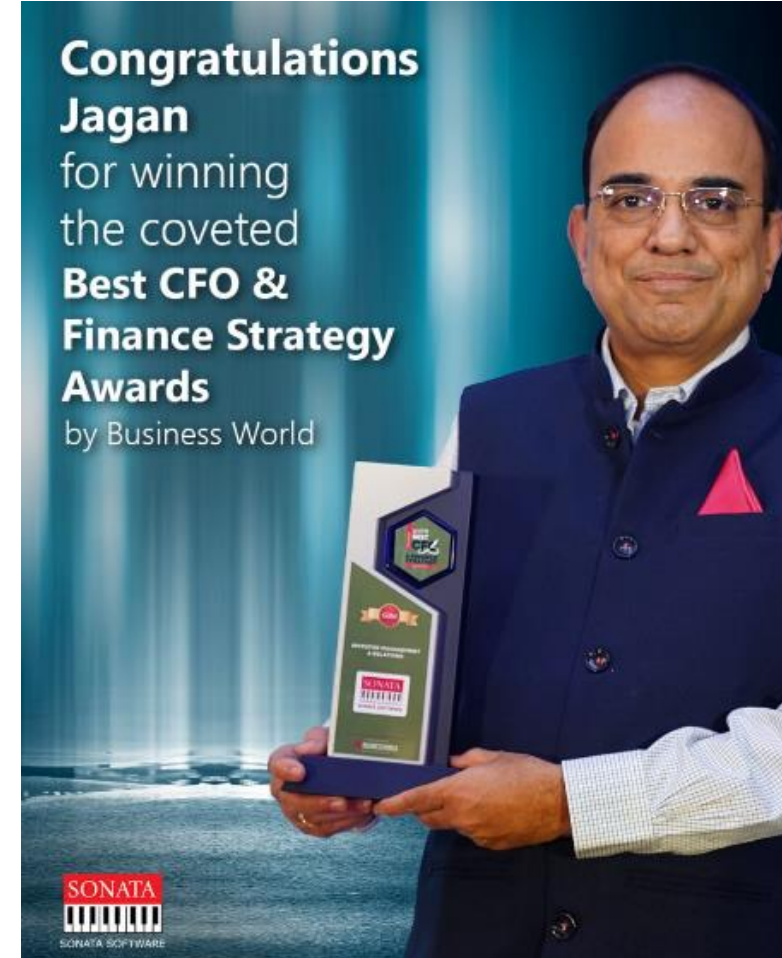
Modernizing retail operations:

- Retail store operations & outlets
- Cloud led Retail PoS modernization

Results

- Increase in sourcing & trading efficiency
- TCO reduction through cloud modernization
- Cost savings enabled in commodity procurement
- Faster time to implement - Templated approach
- Farm to Fork throughput through CTRM.Ai – GenAi led commodity platform, Smartfarming.Ai

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** : ₹16.8 / Share

2

Strong Cash Position & Balance Sheet

Very strong positive cash generation and cash position

Cash and equivalents ~₹736.7 Crs

3

Superlative returns for Shareholders

Industry leading ROCE and ROE & Bonus share issue

ROCE# : 26.5%

4

Sound Capital Allocation

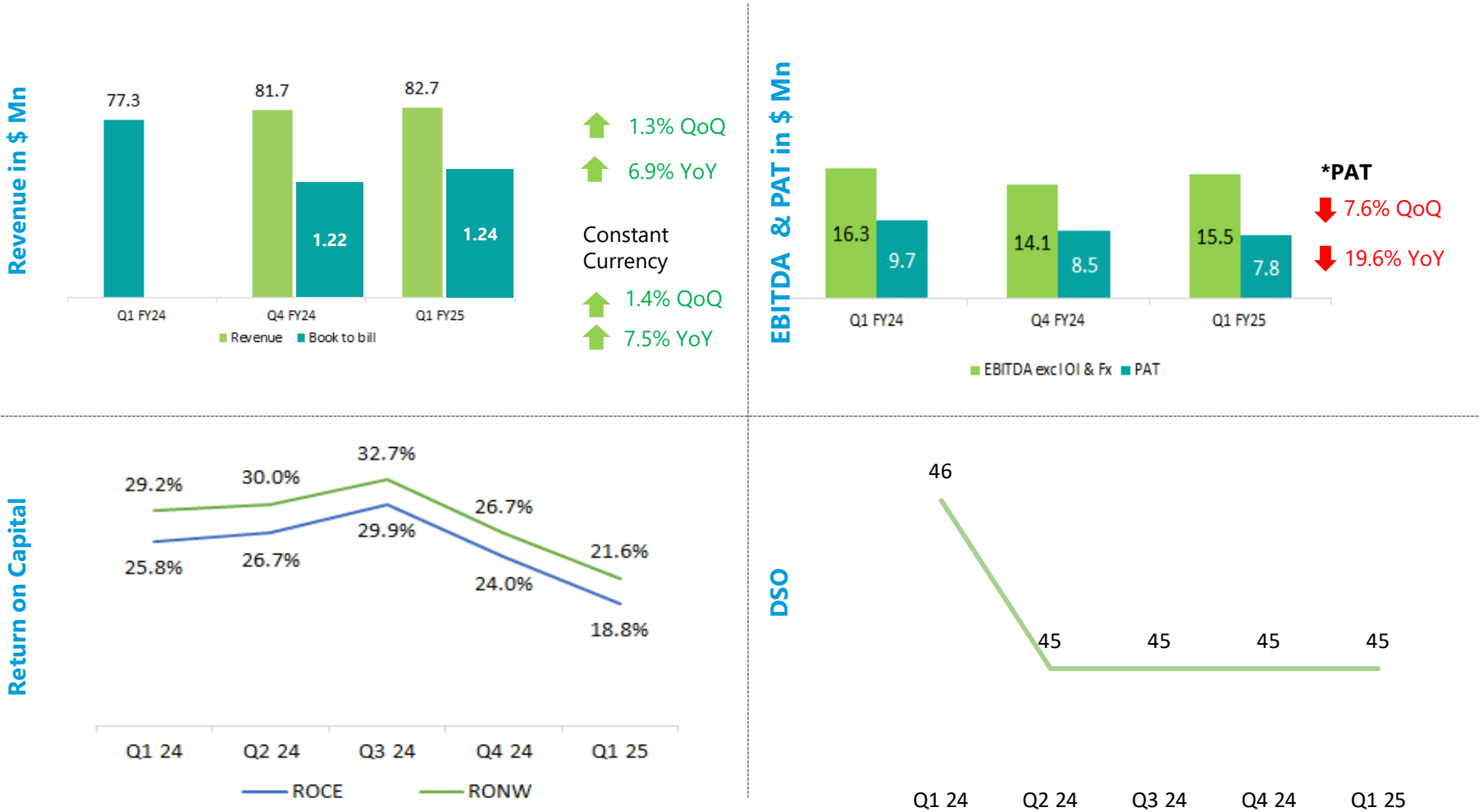
Sound capital allocation

FY24 Dividend* : ₹7.9*/Share

*Post bonus issue
**Post bonus issue, before exceptional items and TTM
#Before exceptional items and TTM

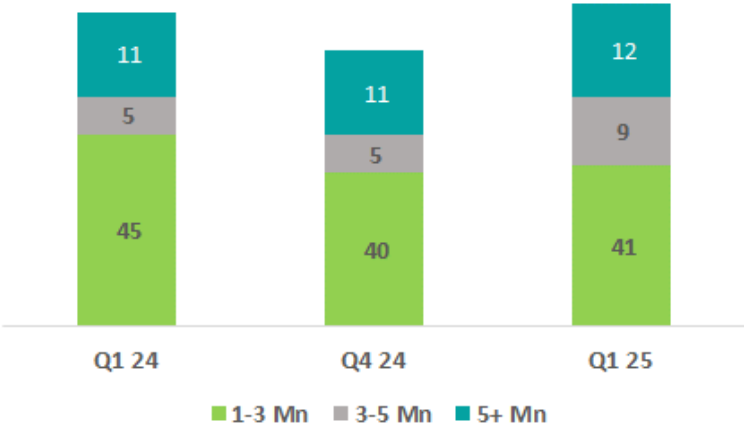
Financial Performance of International Services – Q1FY25

Industry leading QoQ growth in Revenue and EBIDTA

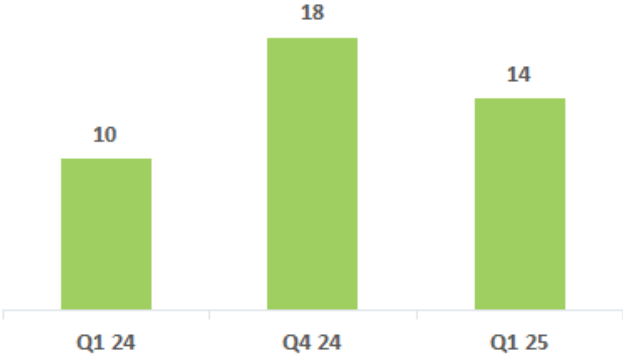


International Business: Revenue Drivers

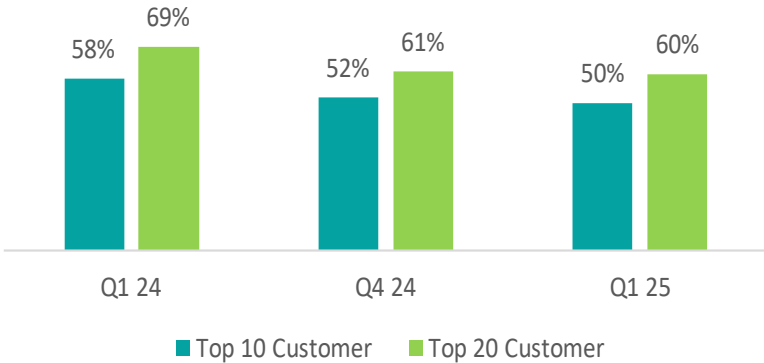
No. of \$ Million Customers



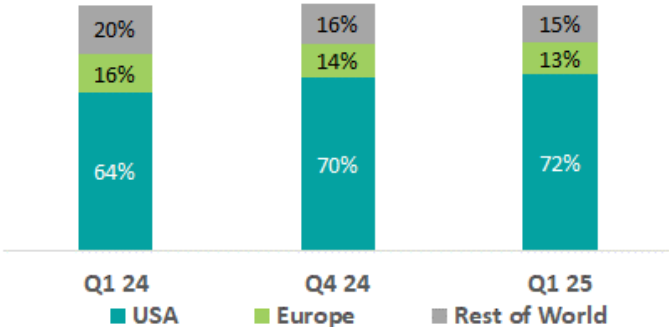
New Customers added



Client Concentration

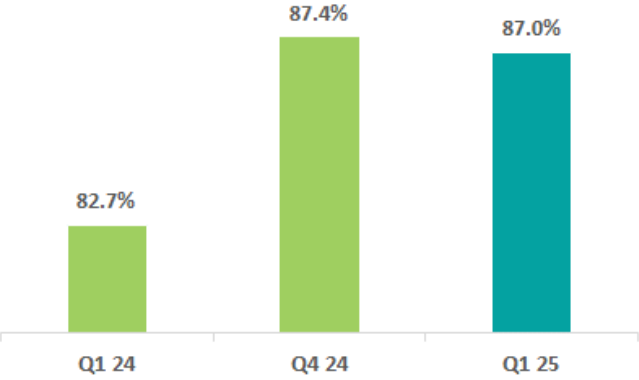


Revenue by Geography

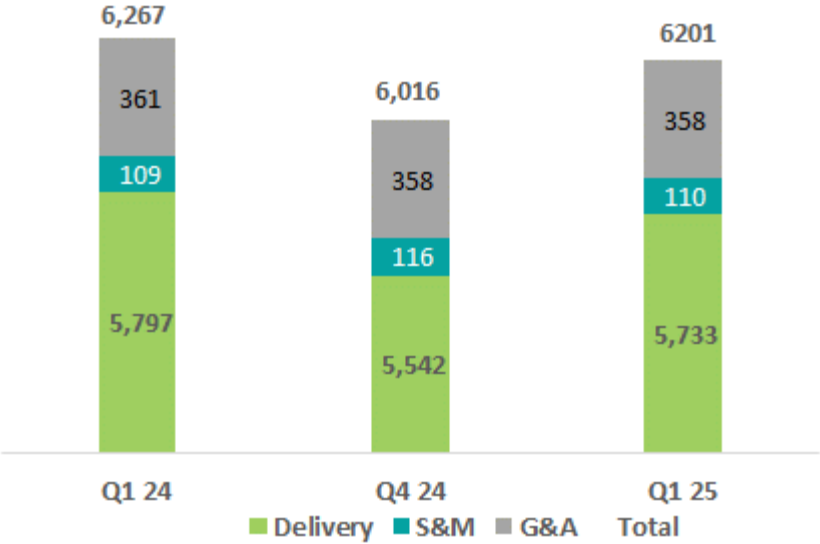


Including Quant

International Business: Operational Performance



Utilization

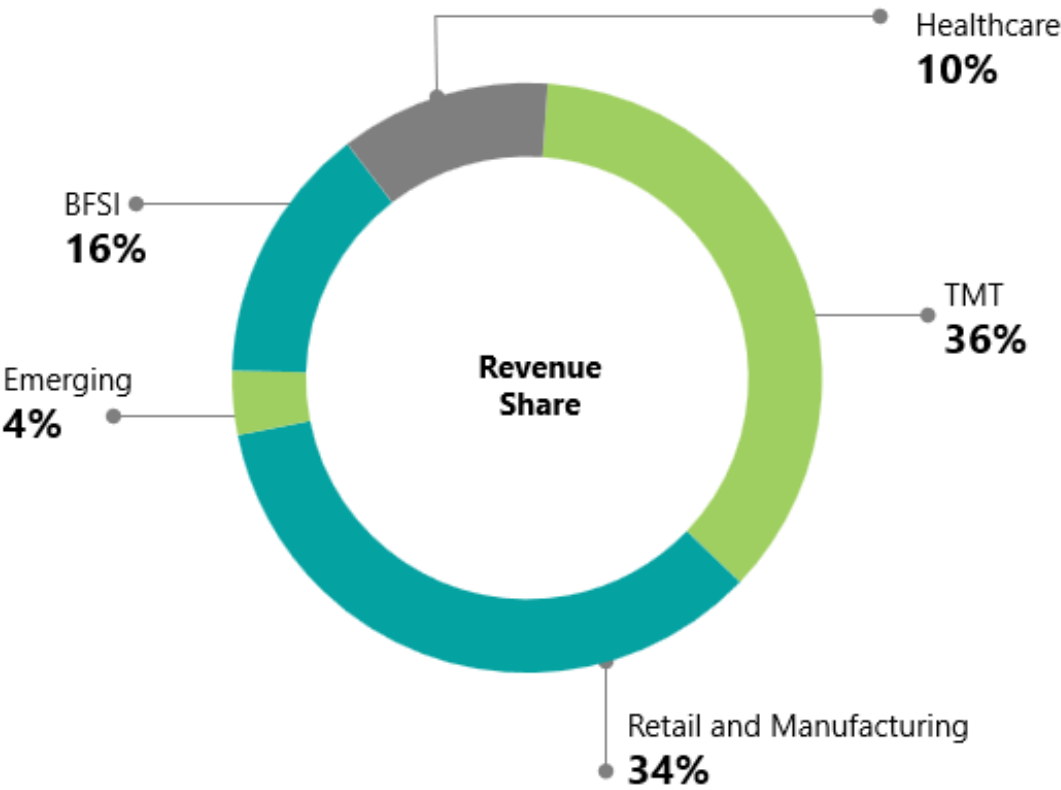


Headcount by Function

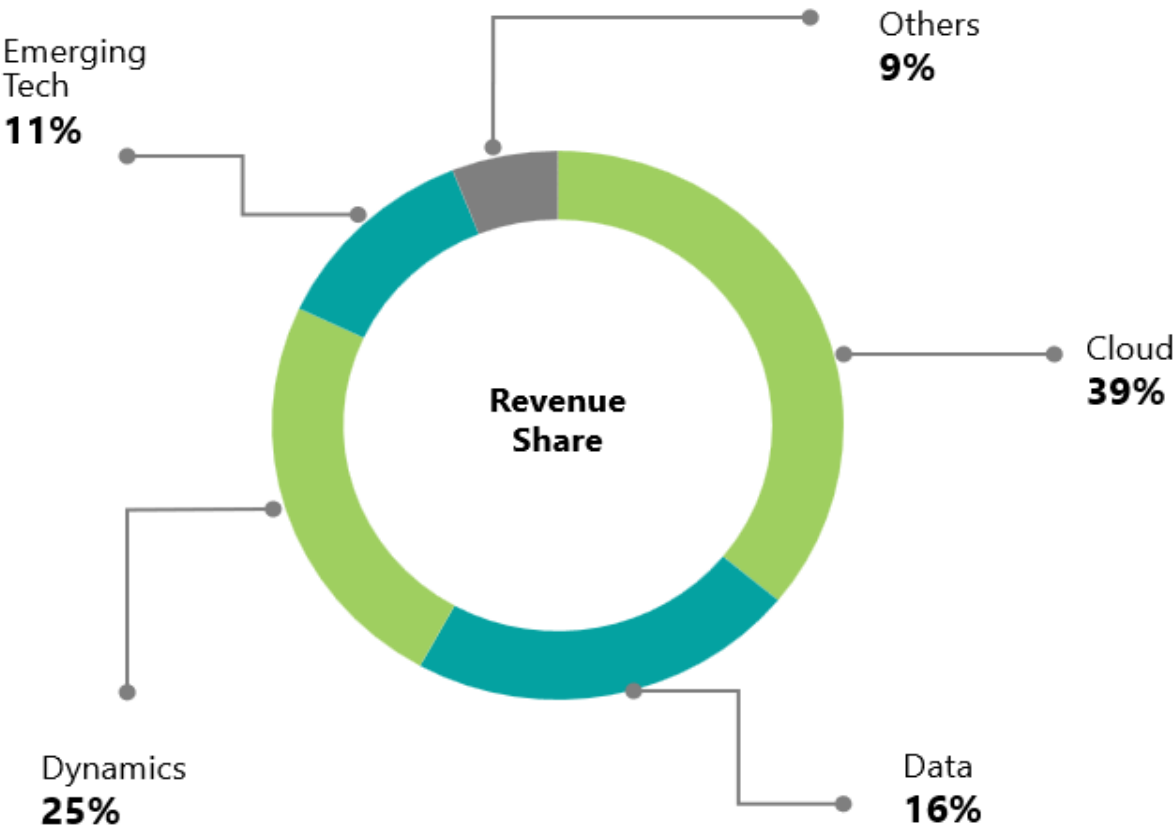
Continued strong utilization

International Business: Q1 FY25 Revenue

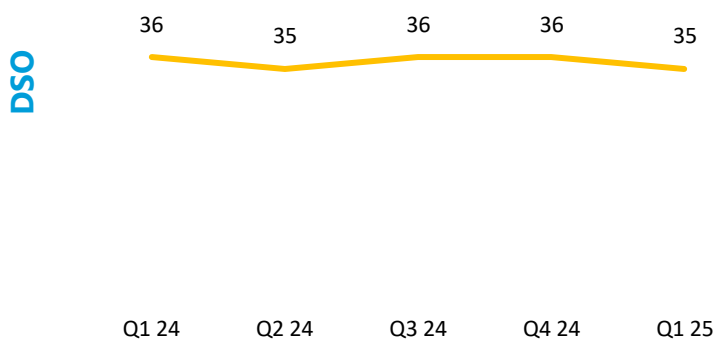
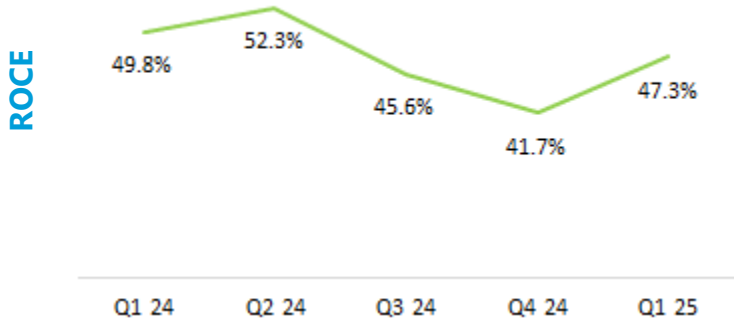
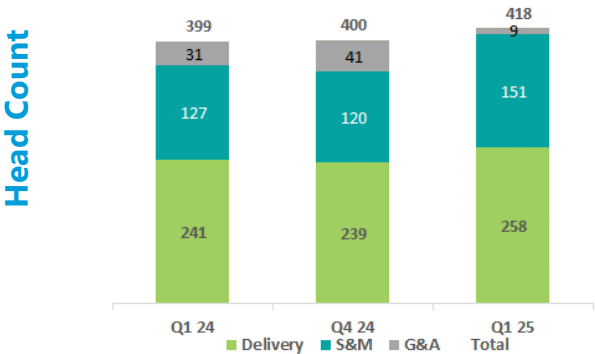
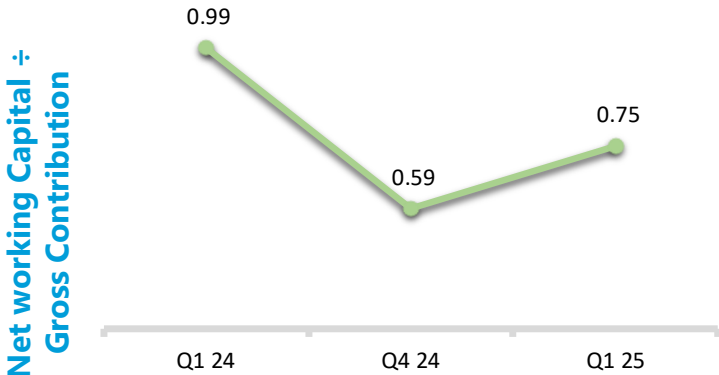
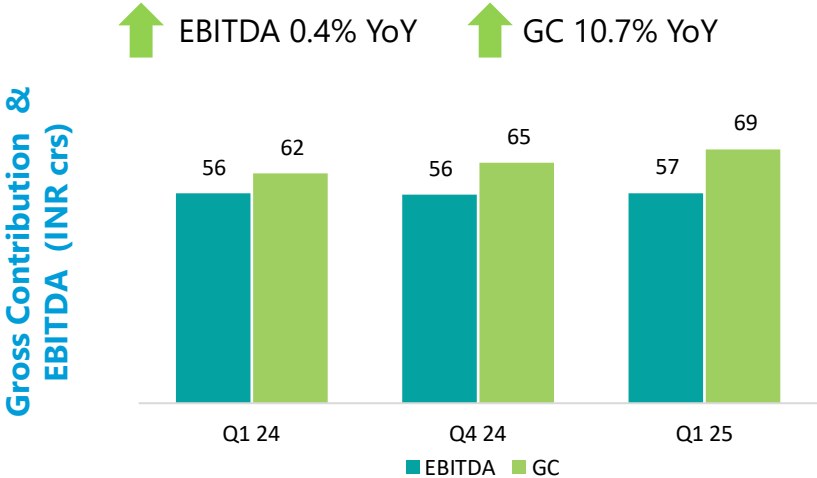
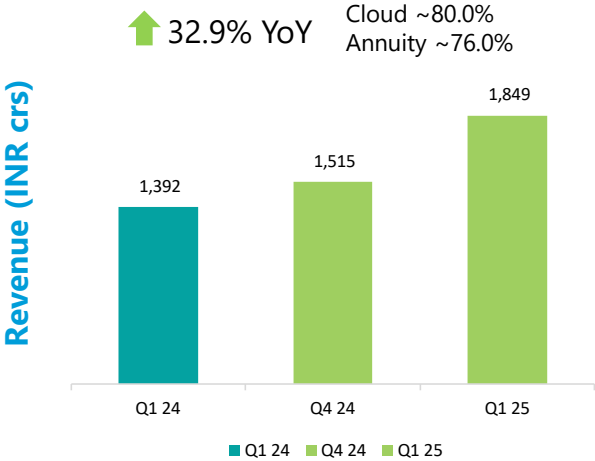
Verticals Mix



GTM's



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