



SONATA SOFTWARE

Depth Makes a Difference!

Investor Presentation – Q3 FY 14-15

IT that makes a difference to business outcomes

transforming strategic business processes

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	Solutions	Domains	
		Travel	Retail CPG
Customer Engagement	<ul style="list-style-type: none"> • Multi Channel Commerce • Analytics & Personalization • CRM & Loyalty • Mobile & Social Engagement 	Winning the shift to Web Driven Commerce <i>European Travel Company</i>	Mobile Order Fulfillment Systems <i>Top Global Retailer</i>
Enterprise Efficiency	<ul style="list-style-type: none"> • ERP • Business Intelligence • Supply Chain Management • Mobile & Social Workforce 	Customer Centric Omni Channel ERP Solutions <i>Leading Airline Retail Division</i>	Connected Demand Generation & Fulfillment <i>Global CPG Major</i>
IT Cost Management	<ul style="list-style-type: none"> • Managed Services & Infrastructure • Cloud & Virtualization • License Optimization 	Strategic IT Cost Management for business growth <i>Large Fast-food Chain</i>	Transformational Managed Service Relationships <i>European Travel Company</i>

Through Deep Technology Expertise..


getting technology ready to work for clients

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World Class Alliances
Multi-Channel Commerce, ERP, CRM,
Mobile ,BI & Analytics, Social, Cloud



360° Technology Engagements
PE | PDS | EAP
Implementation | Licensing



++ Architecture, Assurance & Scalability

Solution Accelerators & Frameworks
Sonnets: E Comm.Box | TORQ-AX | GoMobile.



Most Innovative Partner 2012

New Technology Applications
Analytics | Mobility | Cloud Social

Travel
Customization

Grocery
Mobile Fulfillment

Fashion
Social Shopping

Innovation | Reliability | Speed
in adopting new Technology

and Deeper Client Commitment!

in translating technology to business results

Portfolio of IT Services



Unique Delivery Model



A partner with global reach & quality standards

Reliable service across geographies

5



USA Europe Middle East India APAC ANZ

Track Record with
Fortune100
Enterprises & ISVs

2600+ people
across 4 delivery
centers

230+ Mio USD
consolidated
revenue

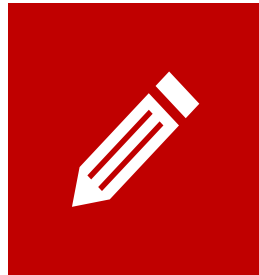
Listed on major
Indian stock
exchanges – NSE,
BSE

ISO-9001, SEI
CMMi Level 5,
ISO20000,
ISO27000

A team focused on one thing – **your Win!**

Expertise | Commitment | Achievement

6



**DEEP THINKING
PASSION FOR WORK
INNOVATION**



**EVERYONE COUNTS
RUN FOR IT**



PLAY TO WIN

The confidence
to be a best of breed software professional
who can make a difference to clients!

Depth Makes a Difference!

Strategic IT Solutions Provider,
2500+ team, 230 Mio USD+ p.a.



Deeper Client Commitment
Customer specific Centers of Excellence,
Outcome based Pricing



Deep Technology Expertise
World Class Alliances & Solution Innovations



Global Reach & Quality
USA, Europe, ME, APAC, ANZ, India
ISO9001, SEI CMMi, ISO20000/27000

Track record with Fortune 100 Clients
ISV, Travel, Retail & CPG domain focus

The Team
Expertise, Commitment & Achievement oriented



Sonata Software – Business Structure



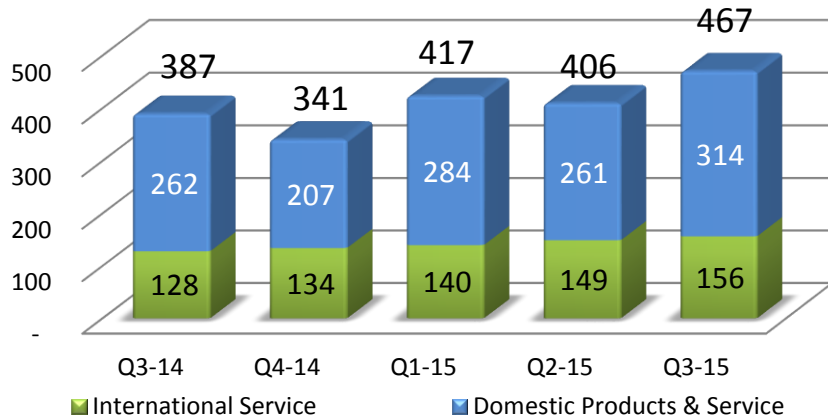
Sonata Software Limited								
Reporting Segment	International IT Services							Domestic Products & Services
Legal Entities	Sonata Software Ltd	Sonata Europe Ltd	Sonata Software GmbH	Sonata FZ LLC	Sonata Software North America	Sonata Software Qatar	Rezopia Inc.	Sonata Information Technology Ltd
Geography	India	UK	Germany	Dubai	USA	Qatar	USA	India
Nature of Business	<ul style="list-style-type: none"> IT Consulting RIM Offshore IT Software Development 	<ul style="list-style-type: none"> Software Services, and Development 	<ul style="list-style-type: none"> Program Management for TUI 	<ul style="list-style-type: none"> Sales & Marketing Account Management Program Management 	<ul style="list-style-type: none"> Sales & Marketing Account Management Program Management Onsite IT Services 	<ul style="list-style-type: none"> Sales & Marketing Account Management Program Management Onsite IT Services 	<ul style="list-style-type: none"> Cloud based PAAS travel IT solutions platform 	<ul style="list-style-type: none"> Distribution of Packaged Software Products Domestic IT Services

Result Snapshot – Q3 FY 15

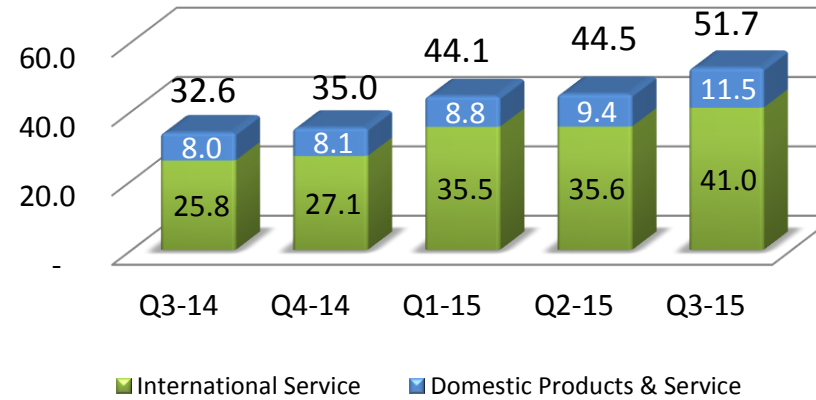
<i>in ₹ Crores</i>								
<i>Description</i>	<i>For the Quarter ended</i>					<i>For the nine months ended</i>		
	<i>31-Dec-14</i>	<i>30-Sep-14</i>	<i>31-Dec-13</i>	<i>QoQ</i>	<i>YoY</i>	<i>31-Dec-14</i>	<i>31-Dec-13</i>	<i>YoY</i>
Revenues								
International IT Services	156.18	148.85	127.69	5%	22%	444.81	349.56	27%
Domestic- Products & Services	314.27	260.73	261.63	21%	20%	858.58	878.05	-2%
Consolidated	467.07	405.55	387.09	15%	21%	1,289.80	1,225.27	5%
EBITDA								
International IT Services	41.03	35.58	25.80	15%	59%	111.91	57.67	94%
Domestic- Products & Services	11.47 *	9.38	8.05	22%	43%	29.68 *	27.04 *	10%
Consolidated	51.73 *	44.55	32.63	16%	59%	140.22 *	82.45 *	70%
PAT								
International IT Services	28.90	25.37	17.51	14%	65%	80.62	40.01	102%
Domestic- Products & Services	6.81	5.74	4.11	19%	66%	18.24	14.19	29%
Consolidated	35.71	31.11	21.62	15%	65%	98.86	54.20	82%
<p><i>* Includes "exceptional Item" of Interest income received on Income-Tax refund of ₹1.40 crores during Q3 of FY2014-15, ₹1.64 crores during Q1 of FY2014-15 and ₹6.83 crores during Q1 of FY2013-14.</i></p>								

Consolidated - by Quarter

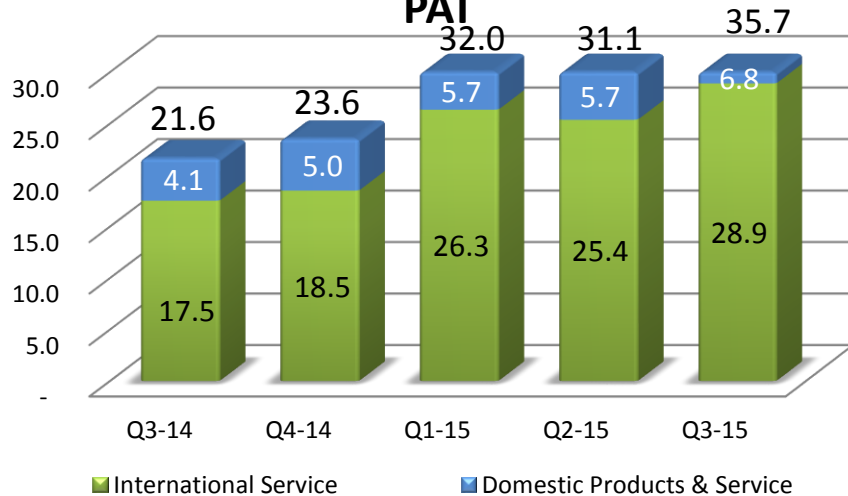
Revenue



EBIDTA



PAT



	QoQ	YoY
Revenues	15%	21%
EBIDTA	16%	59%
PAT	15%	65%

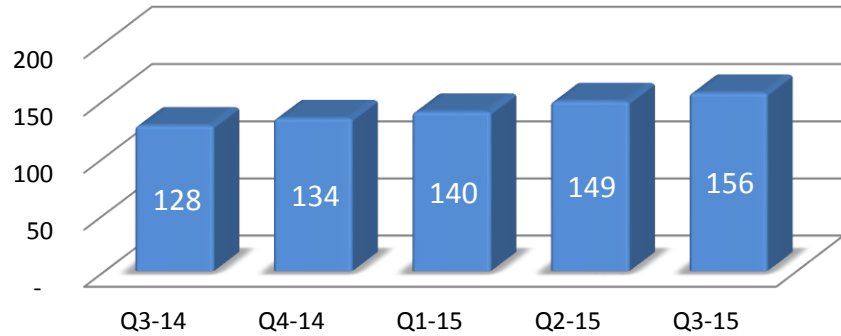
Note : Q1 FY 14-15, Q1 & Q3 FY 13-14 EBITDA of Domestic products & services includes exceptional income of Interest on IT Refund

International IT services – by Quarter

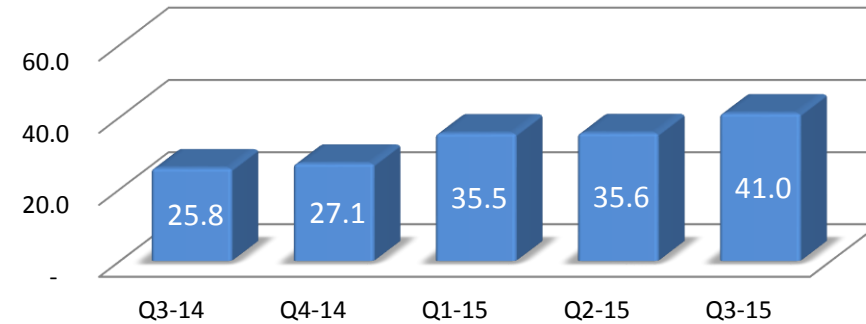


INR Crores

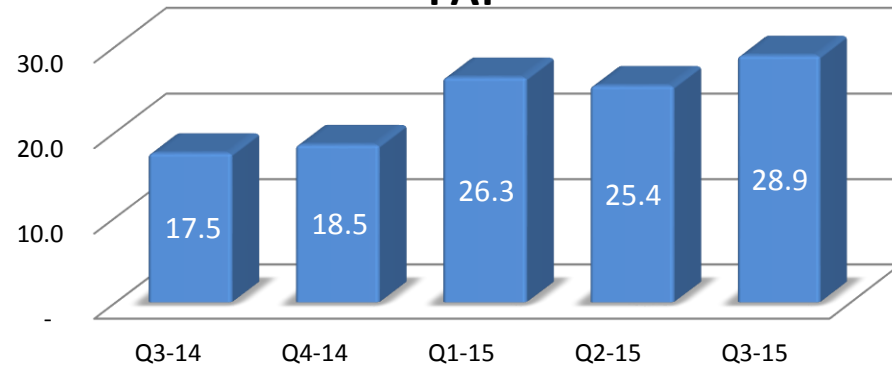
Revenue



EBIDTA



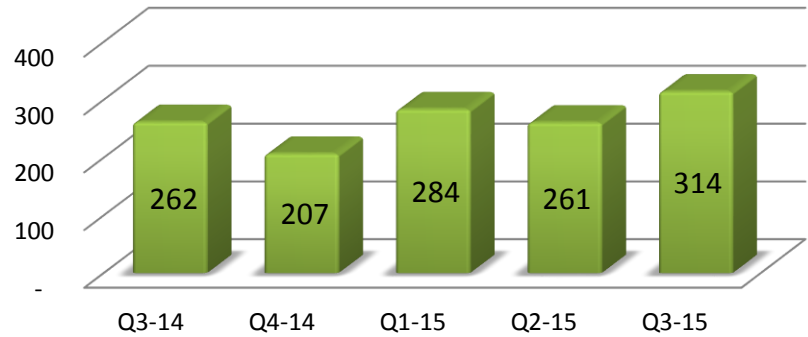
PAT



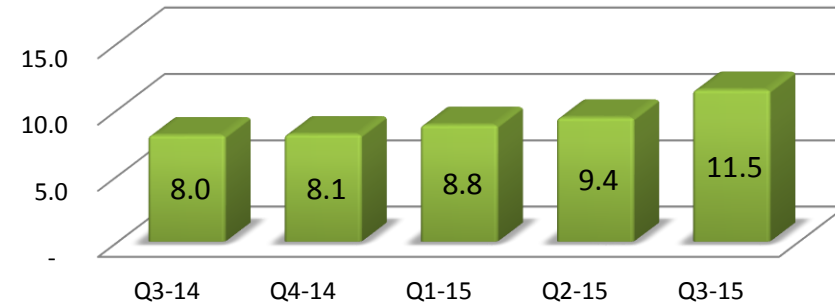
	QoQ	YoY
Revenues	5%	22%
EBIDTA	15%	59%
PAT	14%	65%

Domestic Product & Services – by Quarter

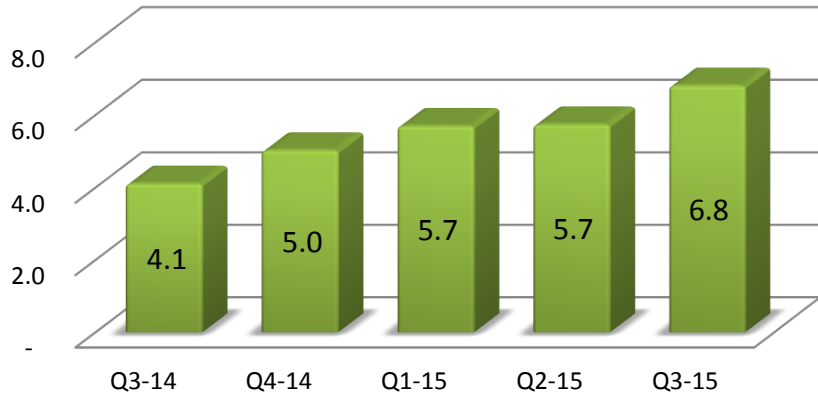
Revenue



EBIDTA



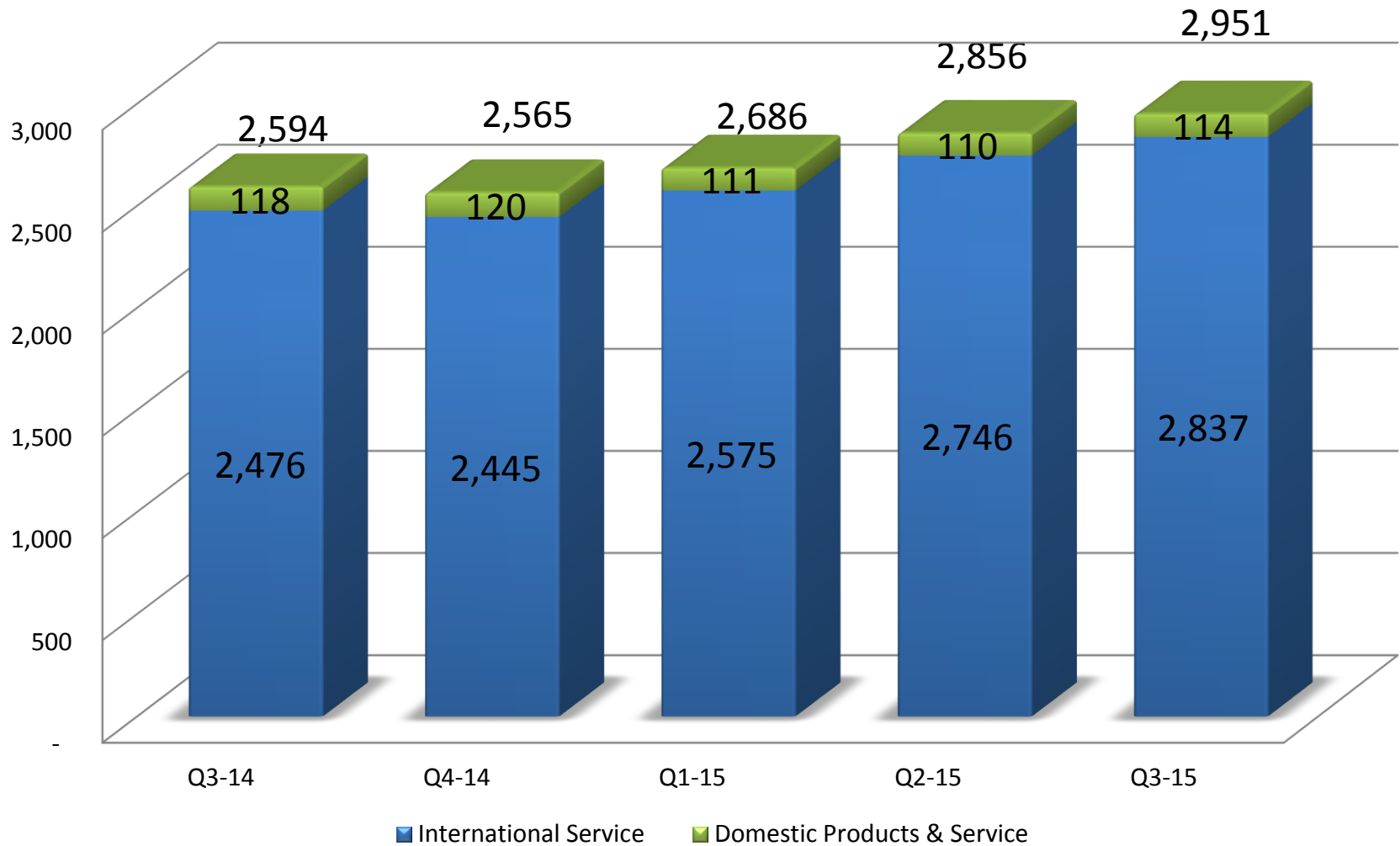
PAT



	QoQ	YoY
Rev	21%	20%
EBIDTA	22%	43%
PAT	19%	66%

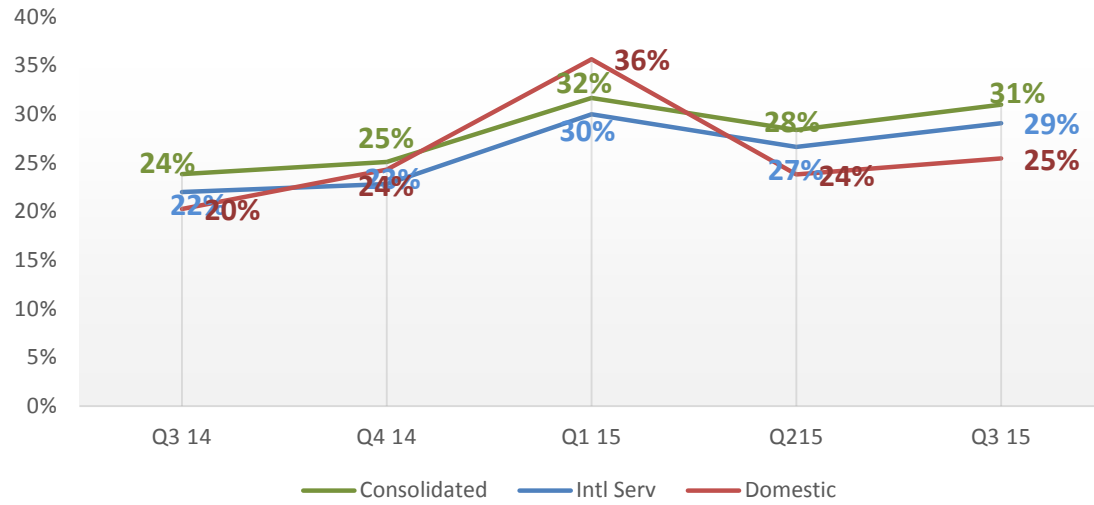
Note : Q1 FY 14-15, Q1 & Q3 FY 13-14 EBITDA of Domestic products & services includes exceptional income of Interest on IT Refund

Head count

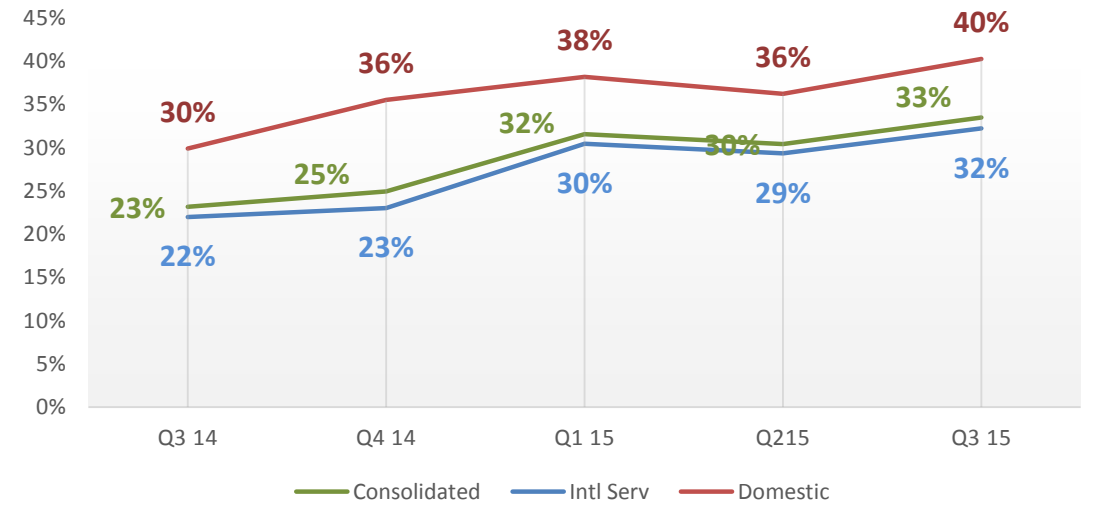


ROCE & RONW

ROCE



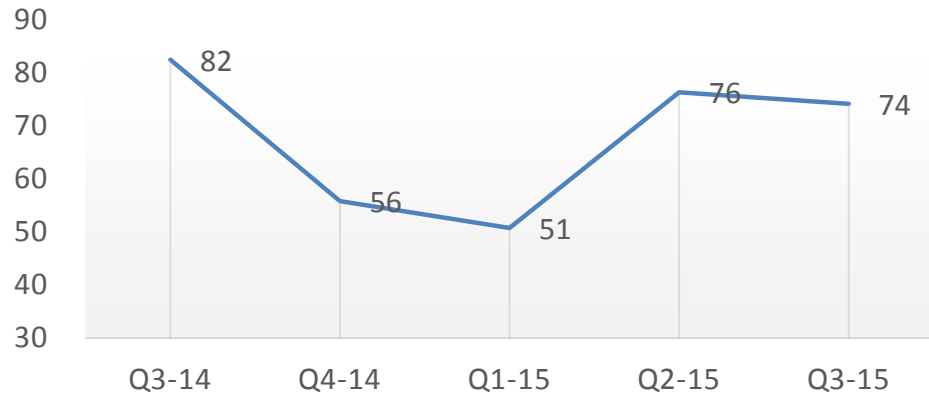
RONW



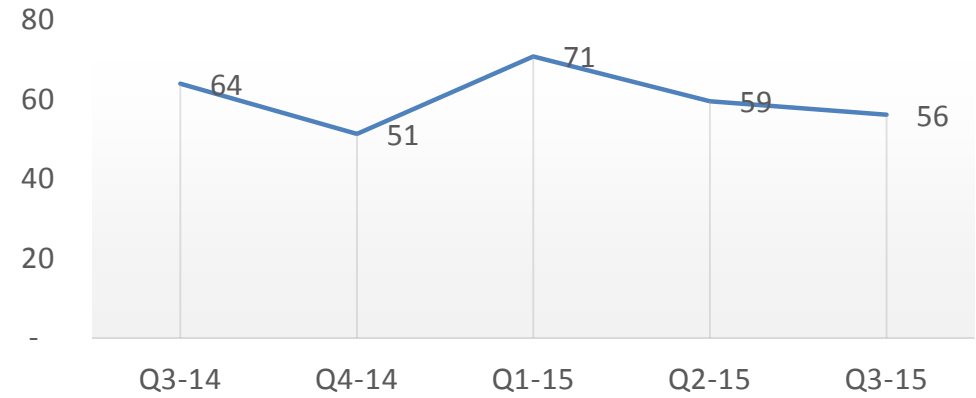
Day Sales Outstanding



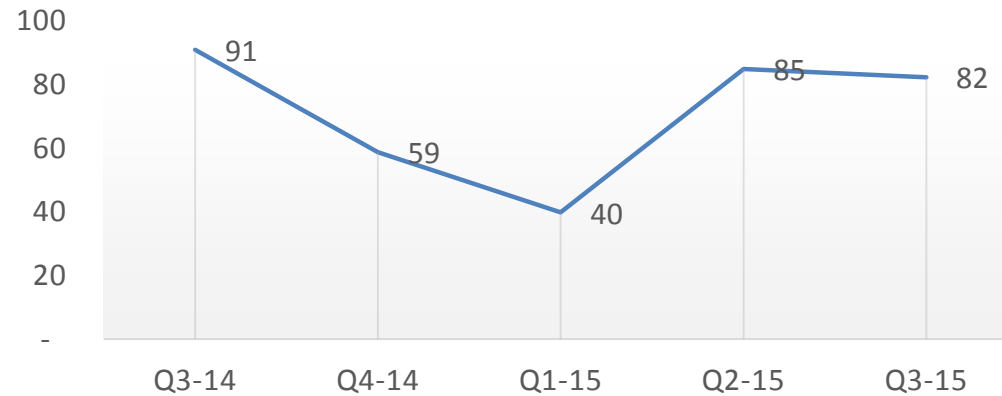
Consolidated



International Services



Domestic

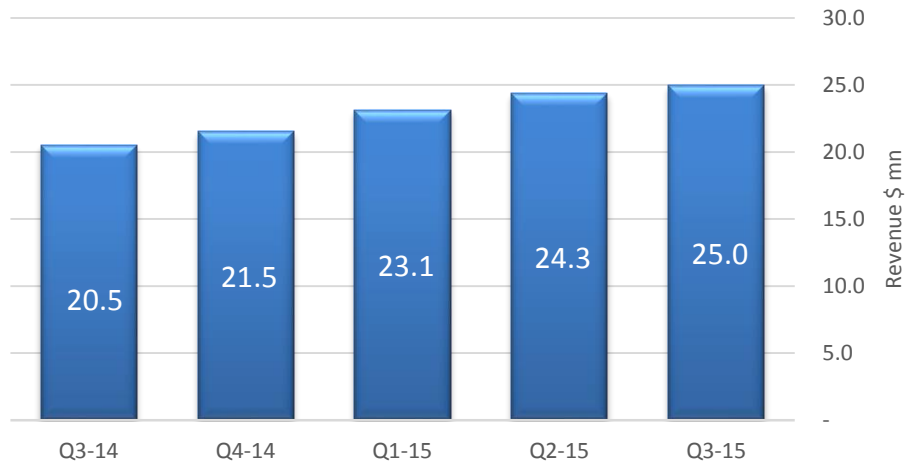




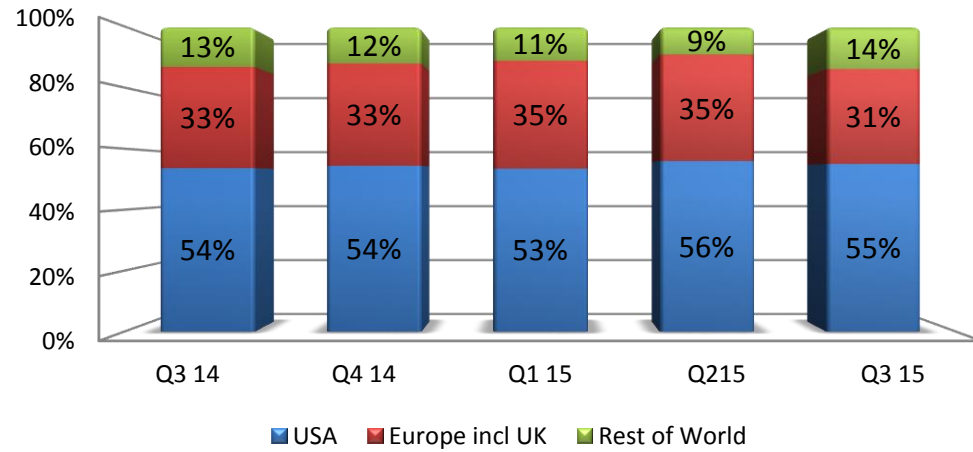
International IT Services – Key Metrics

Revenues

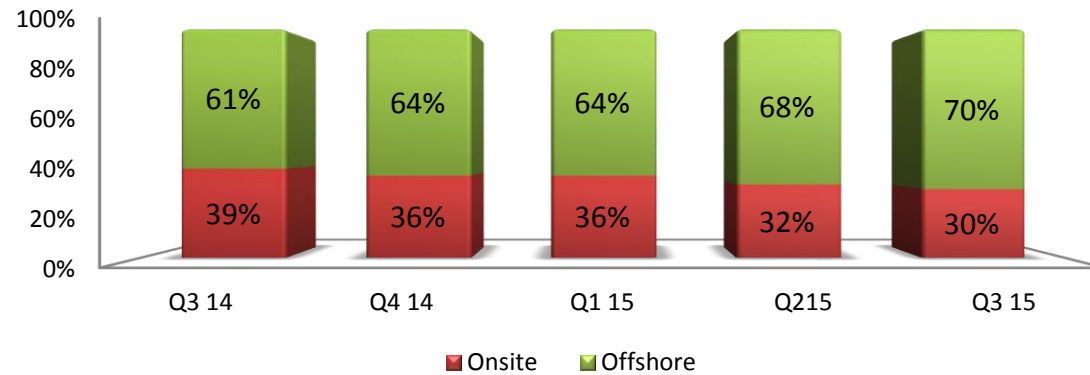
Revenue \$ mn



Geography

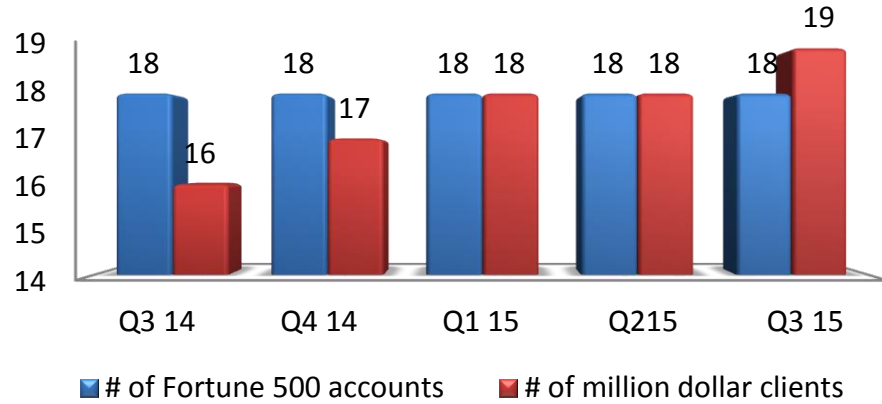


Onsite / Offshore

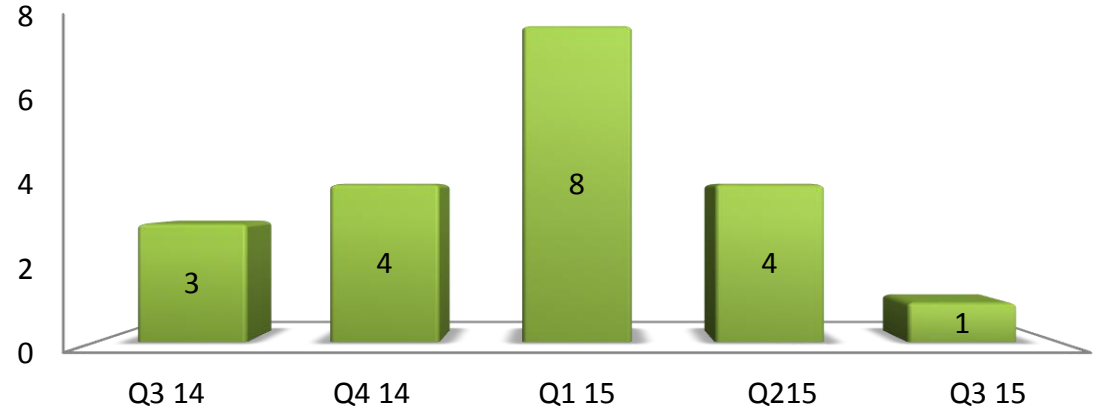


Revenue by Customers

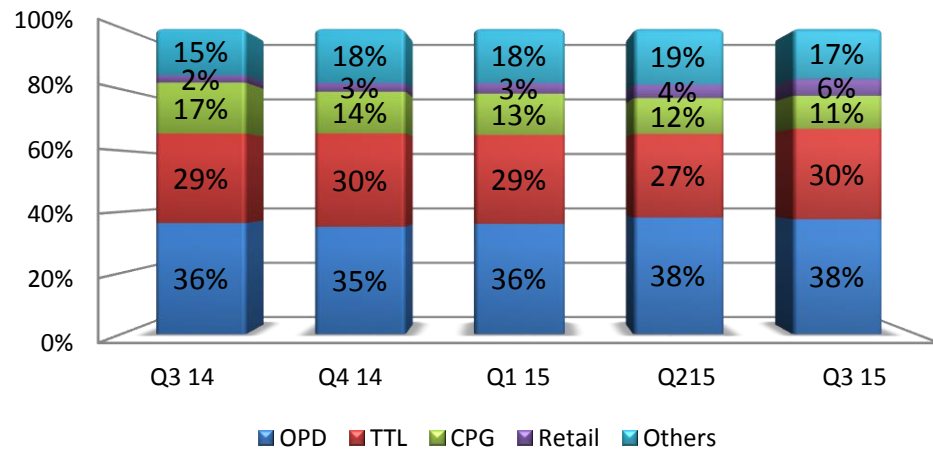
Customer Category



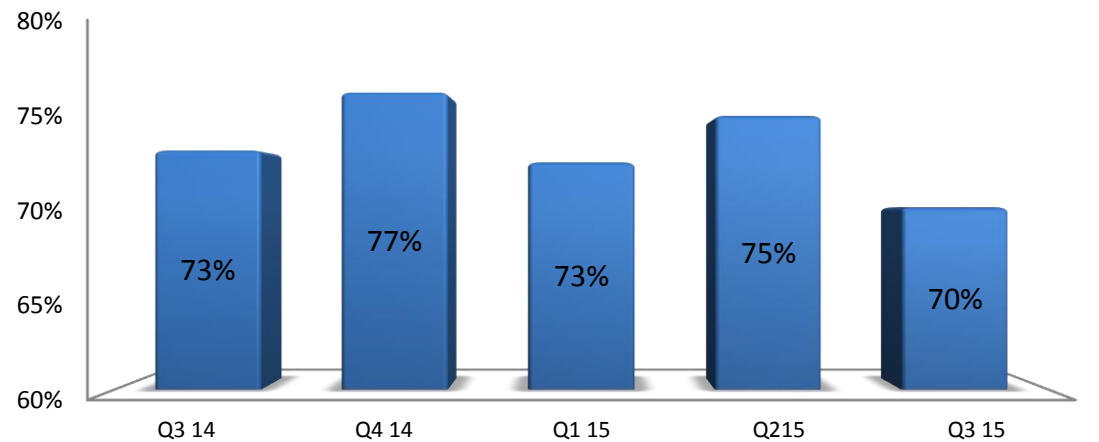
New Customers



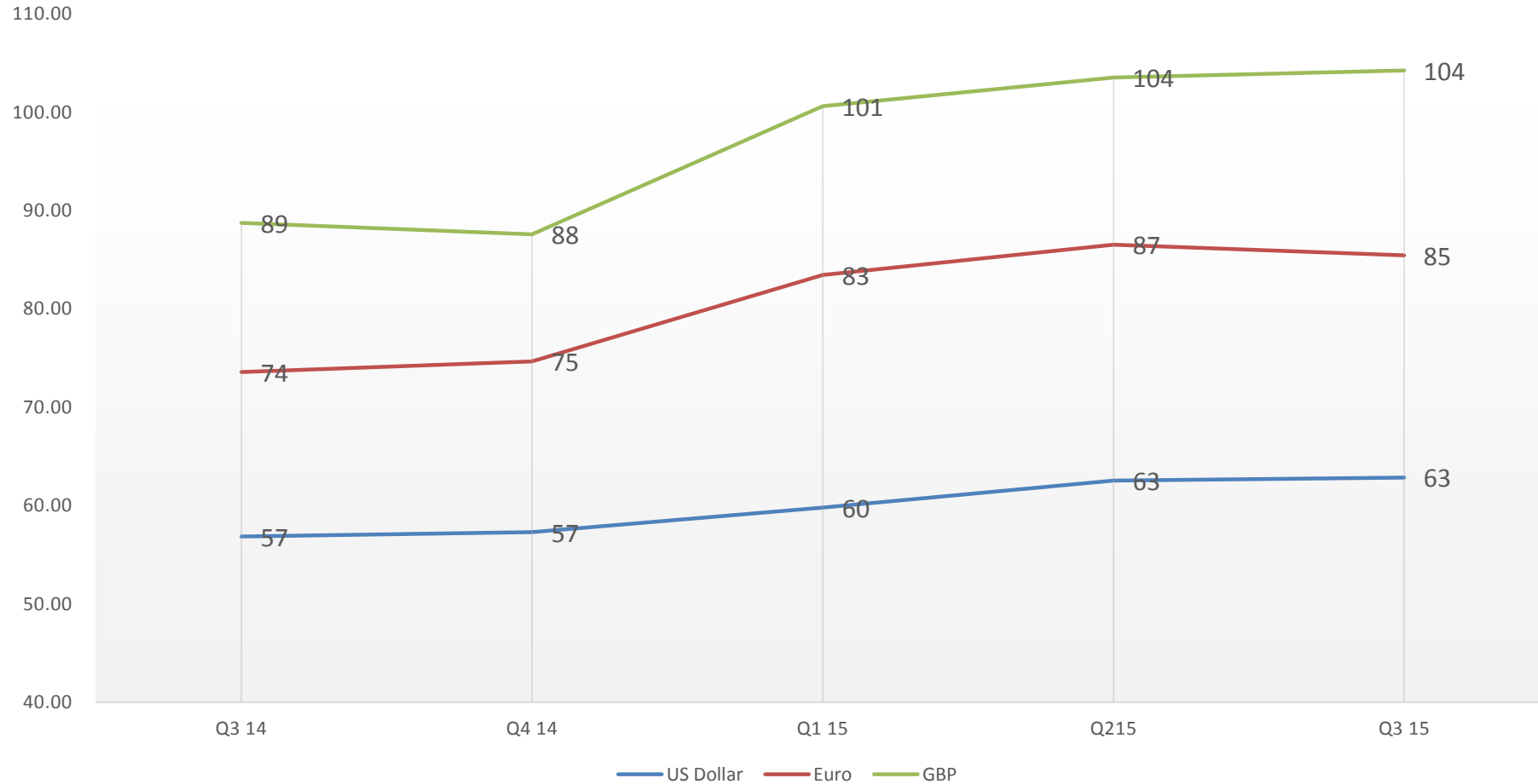
Vertical



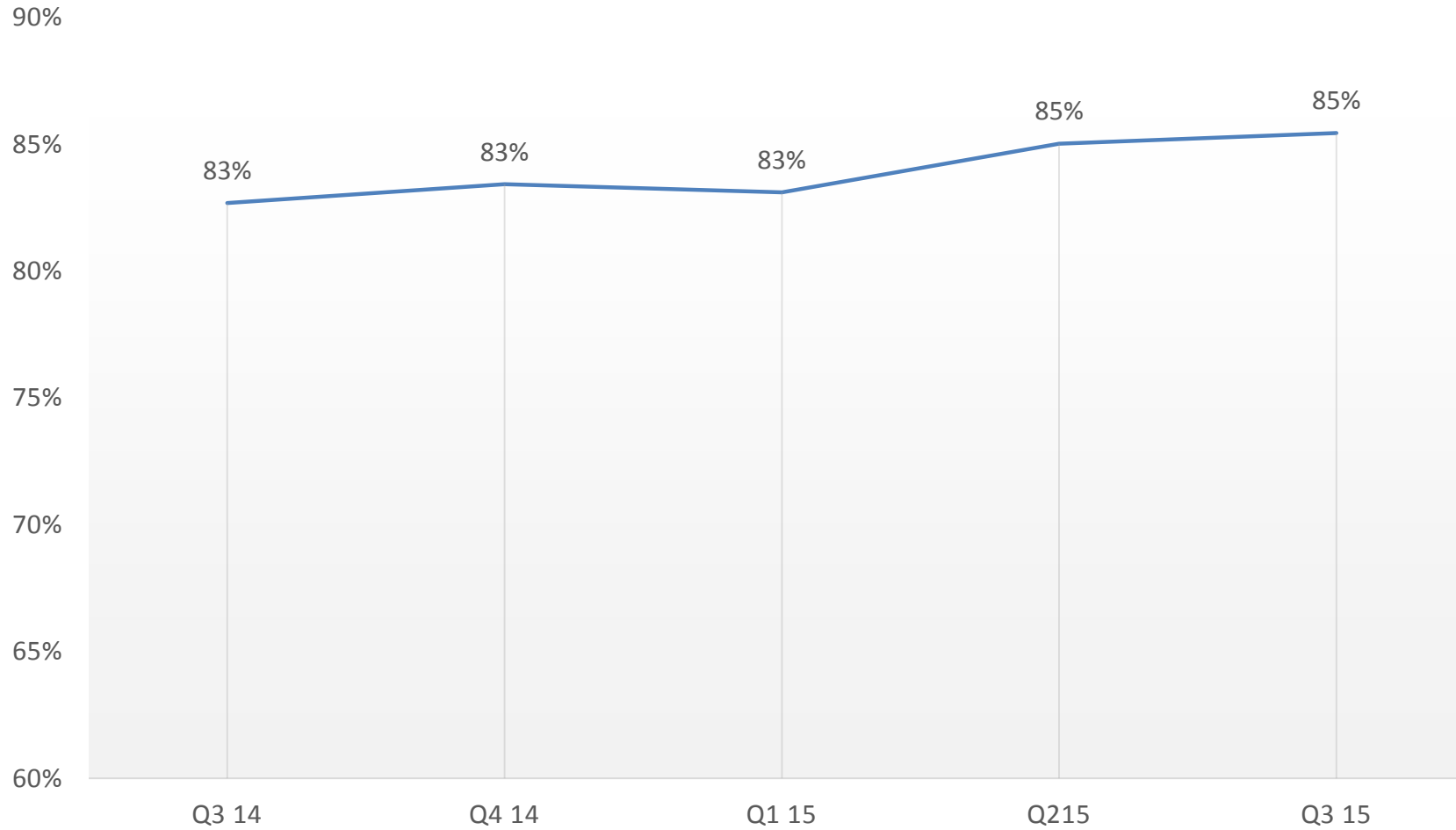
Revenue from Top 10 customers



Rupee - Realization Rates



Utilization



Notes

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- 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



Thank You