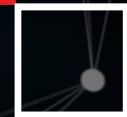




Sonata Software

Investor Deck

Q2 FY 19-20





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



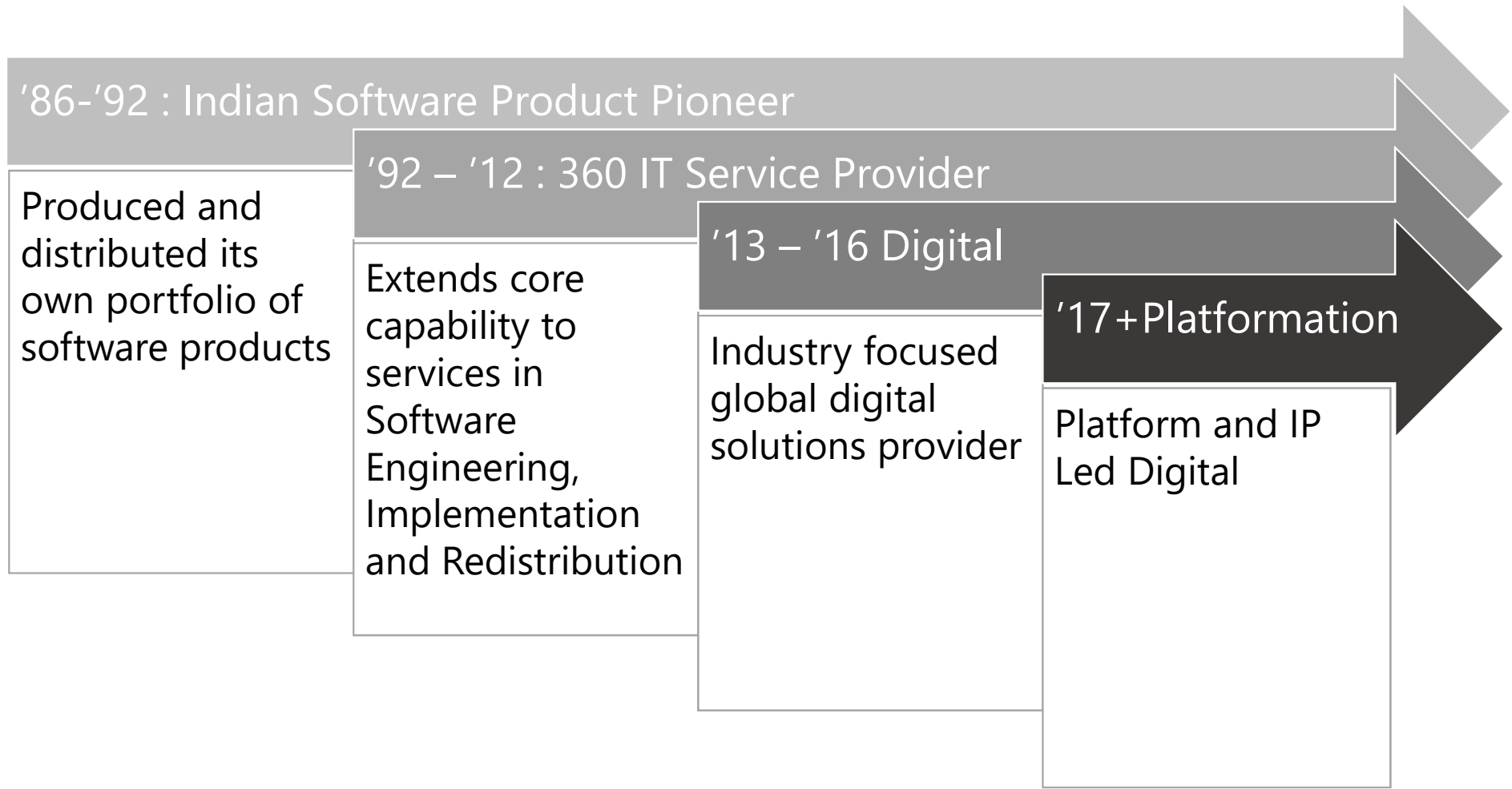
For the Employee
A fun & fearless environment where the potential & passion for work flourishes



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

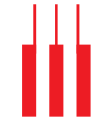


INTELLIGENT

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

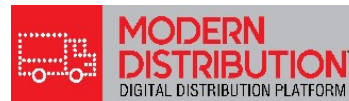
Accelerate speed to market, use proven industry practices, and reduce investments with a solution for your industry that is ready-to-go



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**



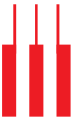
Engineering Excellence

- 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

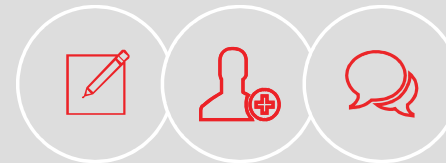


Delivering value through our **innovative engagement models**



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**



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

“ 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



Education



IISc (Bangalore), IIT-B (Bangalore),

"We encourage research activities in cutting-edge areas of Computer Science and also focus on research fellowships, evangelization of technology for digital transformation"

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"

Education



Agastya (Kuppam), Telangana Yuvathi Mandali (Hyderabad), WCT (Mumbai)

"We have developed digitally-enabled learning platforms such as Lab on tab for teachers and students. We also provide scholarships and grants, especially for 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

15 Gold

CERTIFIED COMPETENCIES

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

14+ Years

Product Engineering & Support Partner

AX, D365, Dynamics Retail product engineering. D365 Support and Professional Direct Support services for CSS

2500+

TEAM

On Microsoft Technologies with
1000 + on Microsoft Biz Apps

100+ Clients

ACROSS THE GLOBE

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

\$180+

million/annum REVENUE TO MICROSOFT

Across the service lines

INDUSTRY

FOCUS DIGITAL

Retail, Consumer goods, Distribution,
Commodity Trading, Field Service, Travel,
ISV

PLATFORM IP

ON MS DYNAMICS & AZURE-ENABLED

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

STRATEGIC

ACQUISITIONS

Scalable Data Systems, Sopris, IBIS Inc

2018/2019
INNER CIRCLE
for Microsoft Dynamics

Microsoft
Dynamics 365
Certified

BRICK & CLICK™
DIGITAL RETAIL PLATFORM

MODERN DISTRIBUTION™
DIGITAL DISTRIBUTION PLATFORM

COMMODITY CTRM
DIGITAL COMMODITY TRADING PLATFORM

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



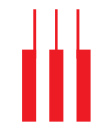
Scalable Data System

- Integrated Platform for Commodity Procurement and Trading to Manage Contracts and Reduce Risks.
- Execute contracts, Manage risk and fully track financials across multiple contracts for raw materials.
- Single, cloud-based solution which integrates seamlessly with Microsoft Dynamics 365 Finance and Operations.



Sopris

- Platform corporations in Utilities, Engineering, Oil & Gas, Professional Services etc digitally transform their field services operations
- Cloud based, Optimize schedules, Increases productivity and collaboration and ensures Real time inventory of parts & spares
- Integrated with D365



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 15%+ CAGR over last 4 years
 - PAT growth at 15%+ CAGR for 4 years
- Strong Balance sheet
- Regular Dividend payout





Financials

(Q2 2019-20)



Result Snapshot – Q2 FY 20



INR Crores

Description	₹ in Crores							
	For the Quarter ended					For the half year ended		
	30-Sep-19	30-Jun-19	30-Sep-18	QoQ	YoY	30-Sep-19	30-Sep-18	YoY
Revenues								
International IT Services	312.6	304.5	275.3	3%	14%	617.1	532.4	16%
Domestic- Products & Services	399.1	574.1	325.9	-30%	22%	973.2	763.1	28%
Consolidated	703.1	874.6	593.1	-20%	19%	1,577.7	1,281.4	23%
EBITDA								
International IT Services	89.5	84.4	73.5	6%	22%	173.9	140.1	24%
Domestic- Products & Services	22.5	22.4	17.7	1%	27%	44.9	34.4	31%
Consolidated	111.4	106.4	90.7	5%	23%	217.7	173.8	25%
PAT								
International IT Services	56.1	53.4	51.2	5%	10%	109.5	98.5	11%
Domestic- Products & Services	16.1	13.7	11.0	18%	46%	29.8	21.4	39%
Consolidated	72.2	67.1	62.2	8%	16%	139.3	119.8	16%

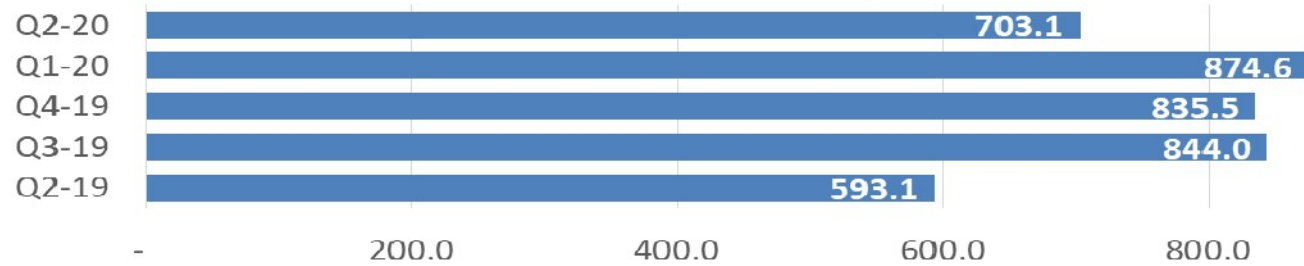


Consolidated – Financials

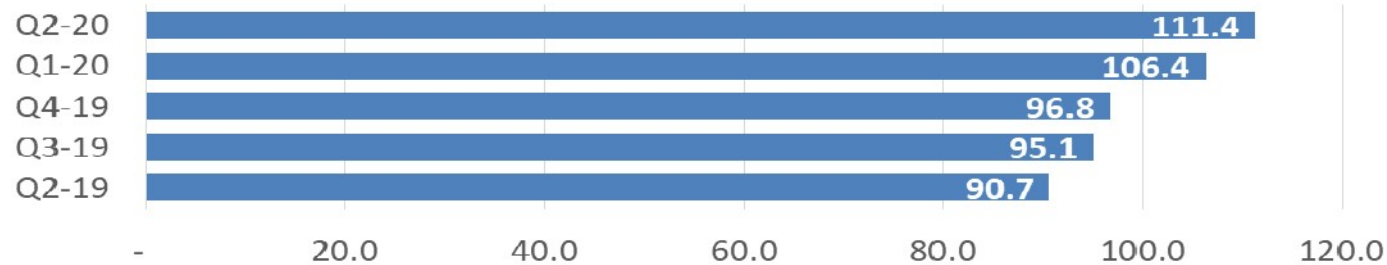


INR Crores

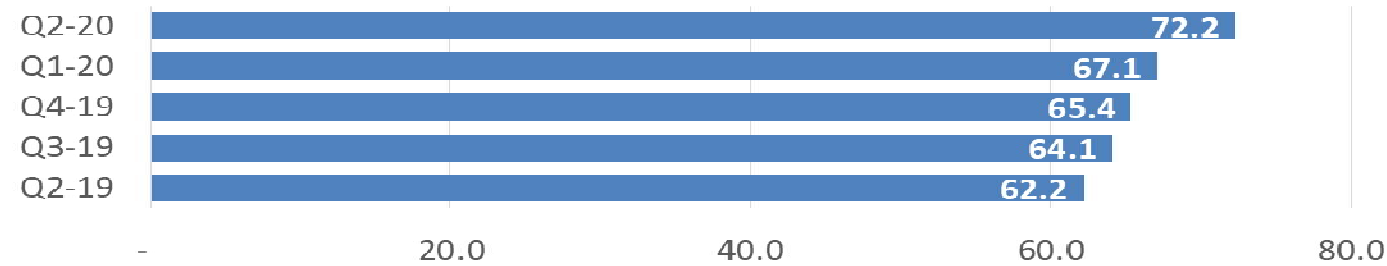
Consolidated Revenue - by Quarter



Consolidated EBITDA - by Quarter

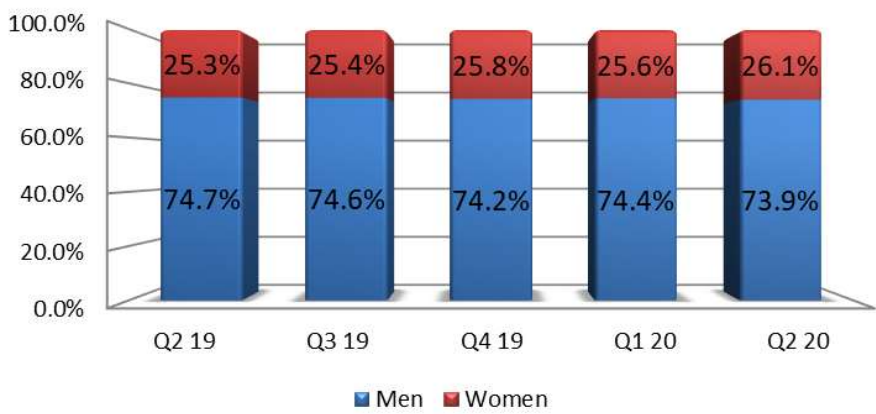


Consolidated PAT - by Quarter

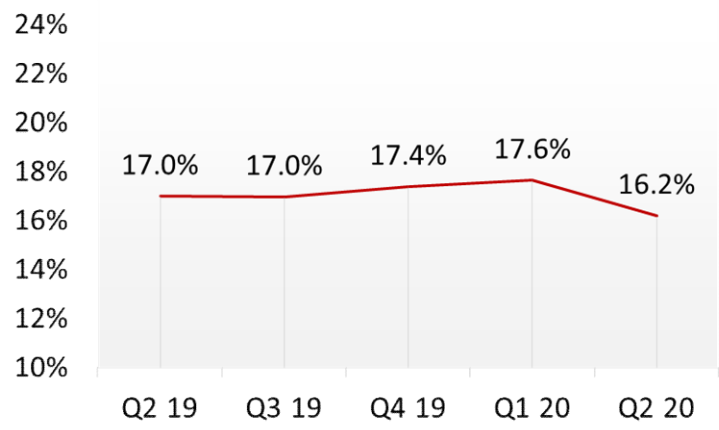


Consolidated – Human Capital

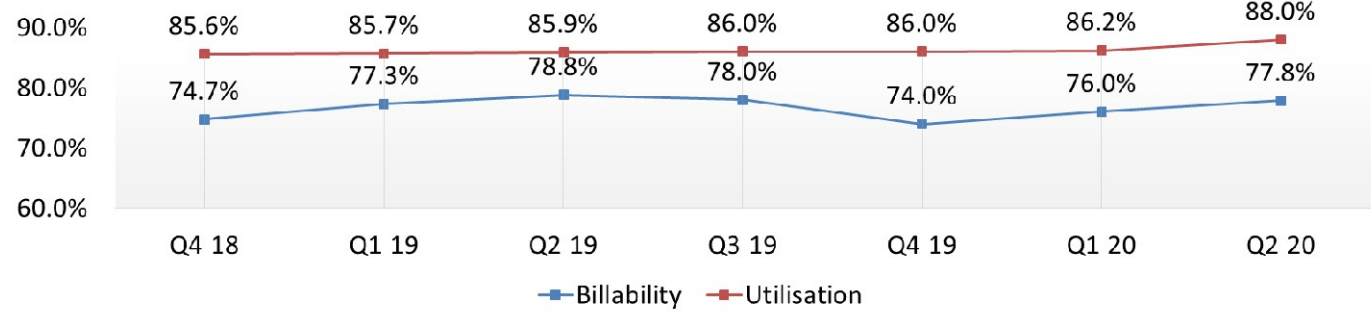
Diversity



Attrition %



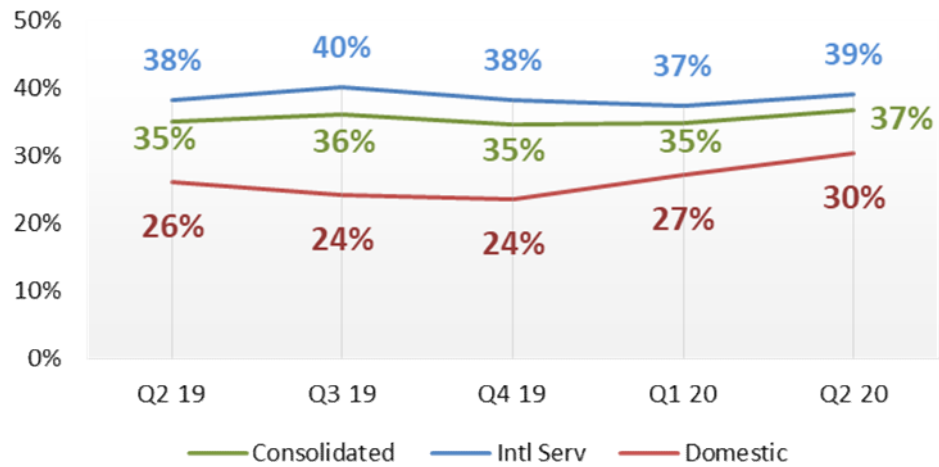
Utilization and Billability



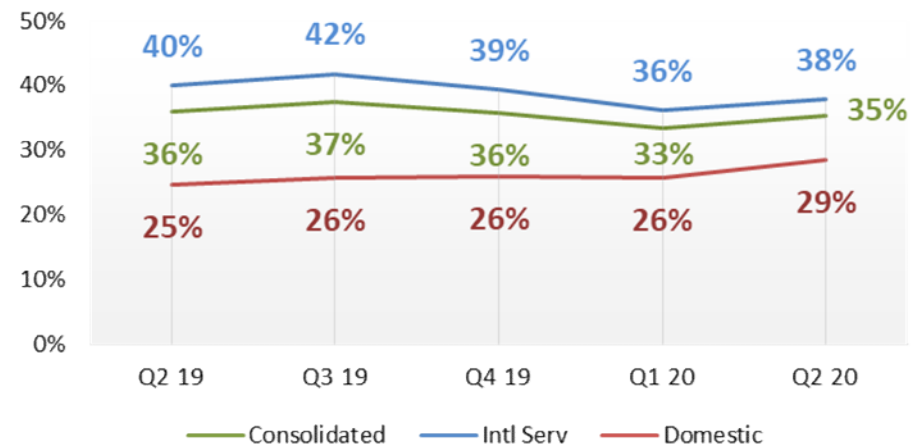


Consolidated – ROCE & RONW

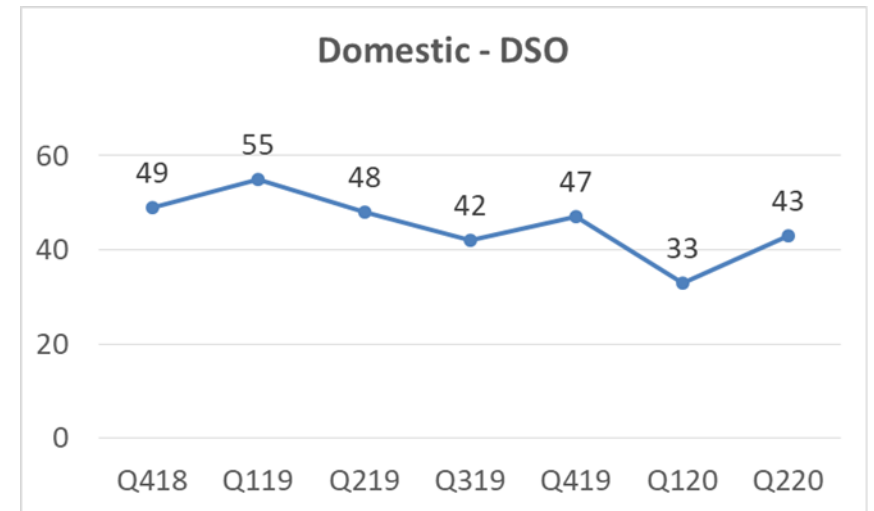
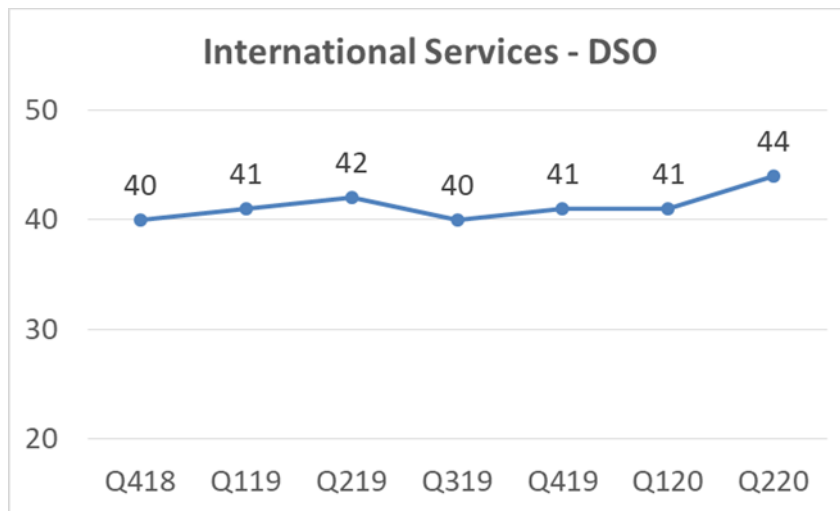
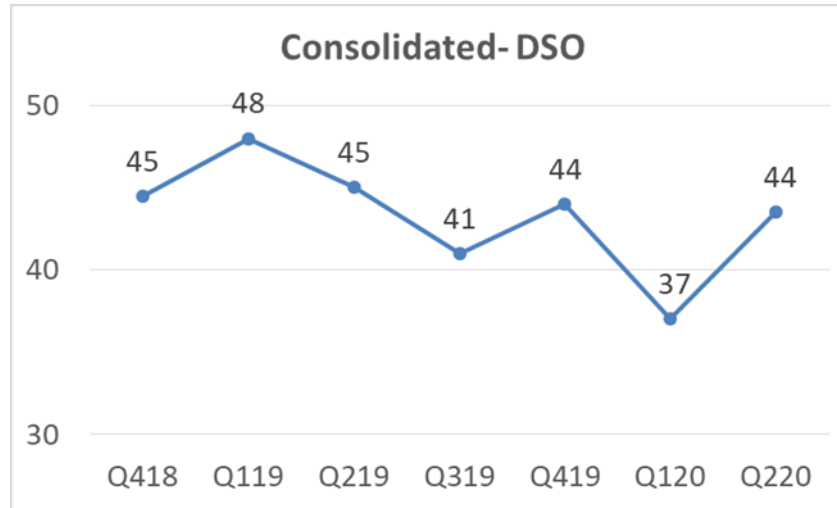
ROCE



RONW

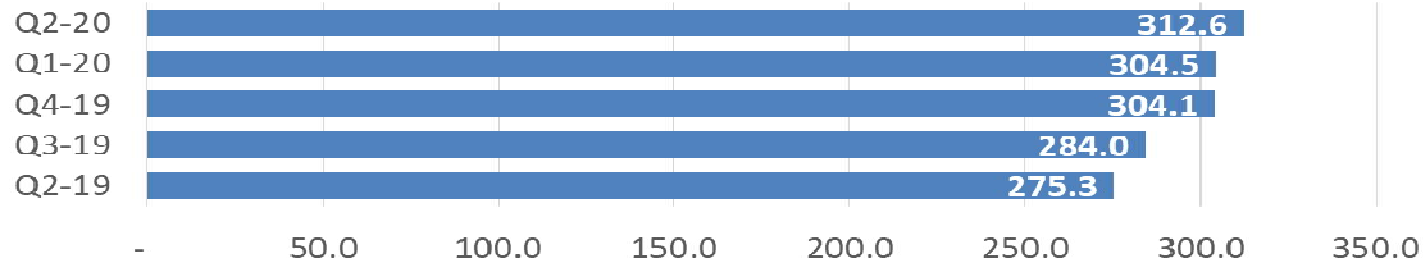


Days Sales Outstanding

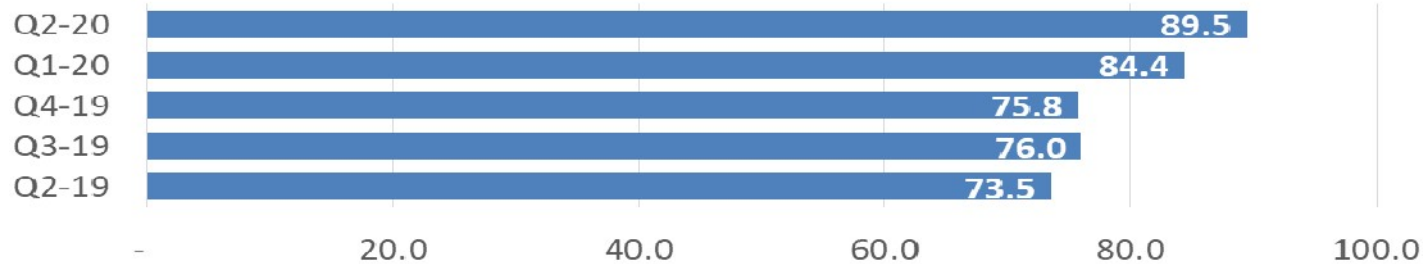


International IT services - Financials

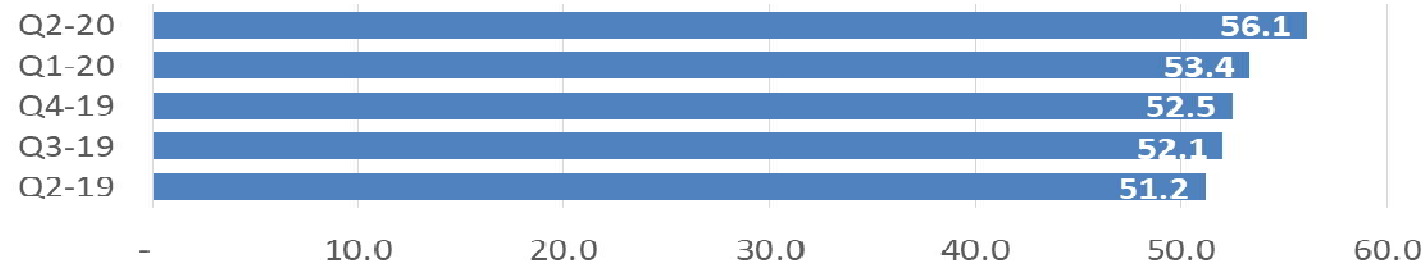
International Revenue - by Quarter

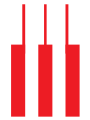


International EBITDA - by Quarter



International PAT - by Quarter



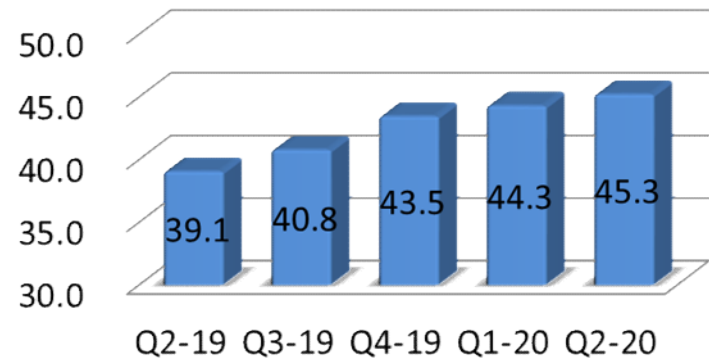


International IT services - Revenue

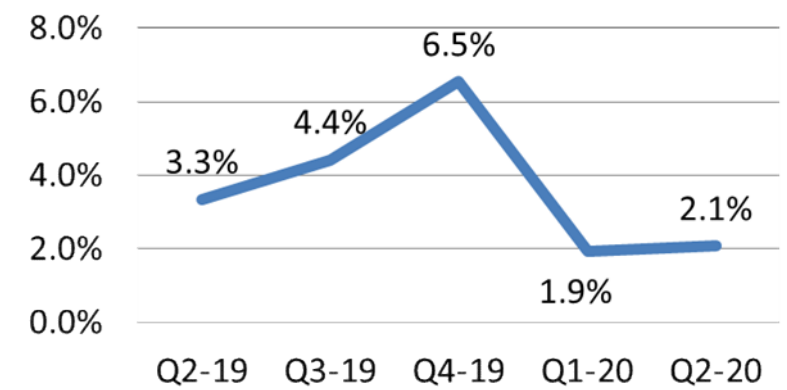


INR Crores

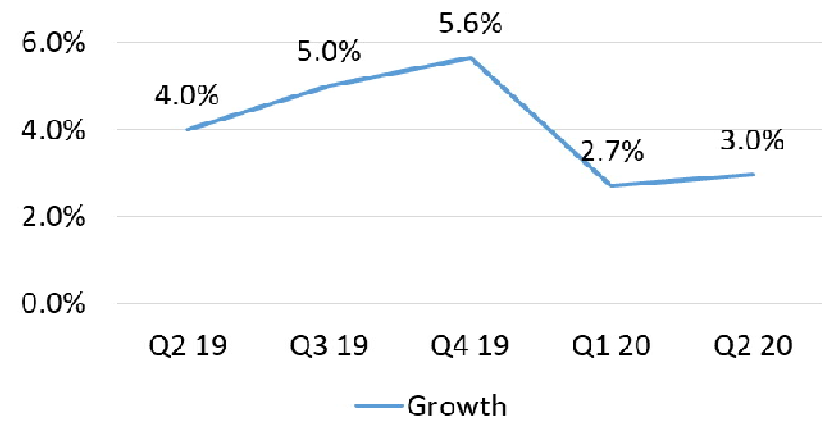
Revenue \$ mn



Revenue \$ mn QoQ%

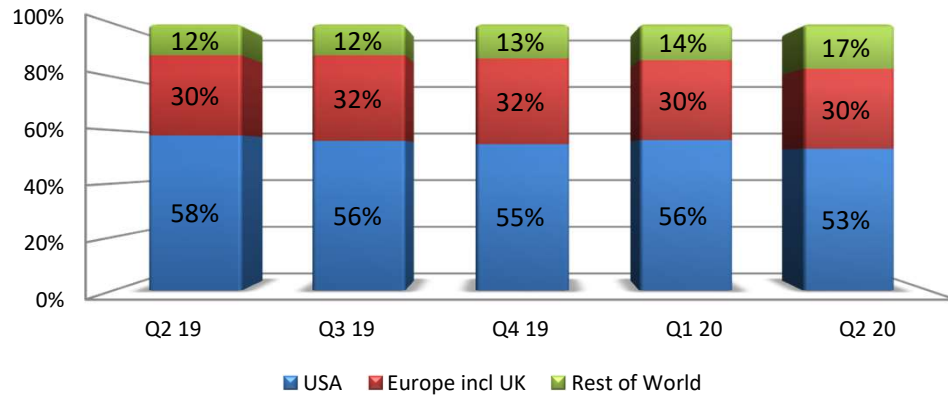


Revenue in Constant Currency

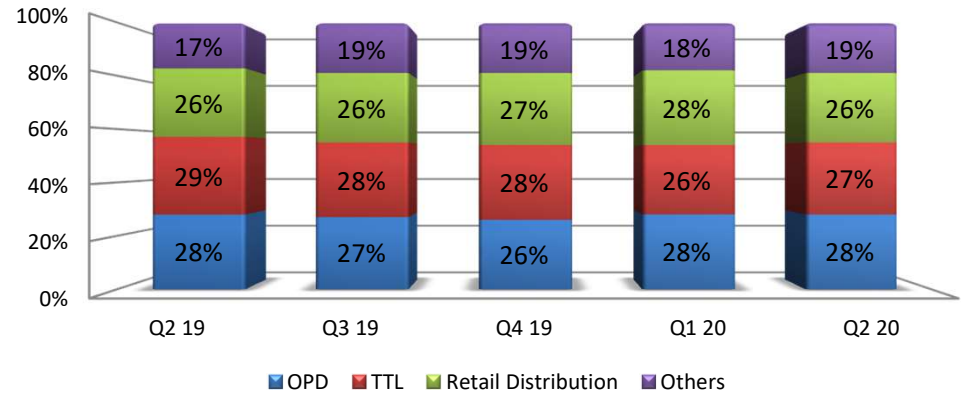


International IT services – Revenue Mix

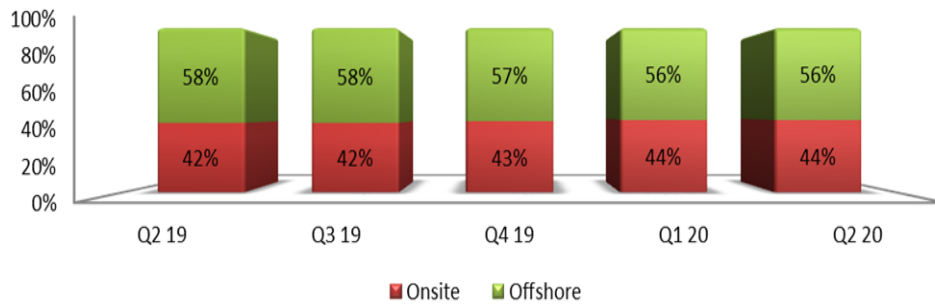
Geography



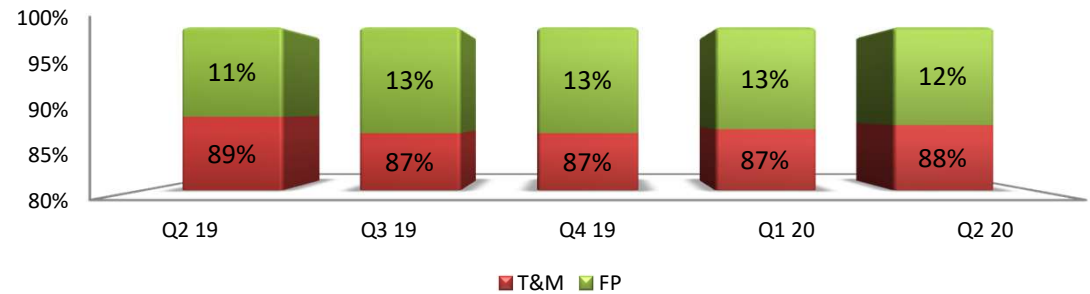
Vertical

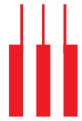


Onsite / Offshore



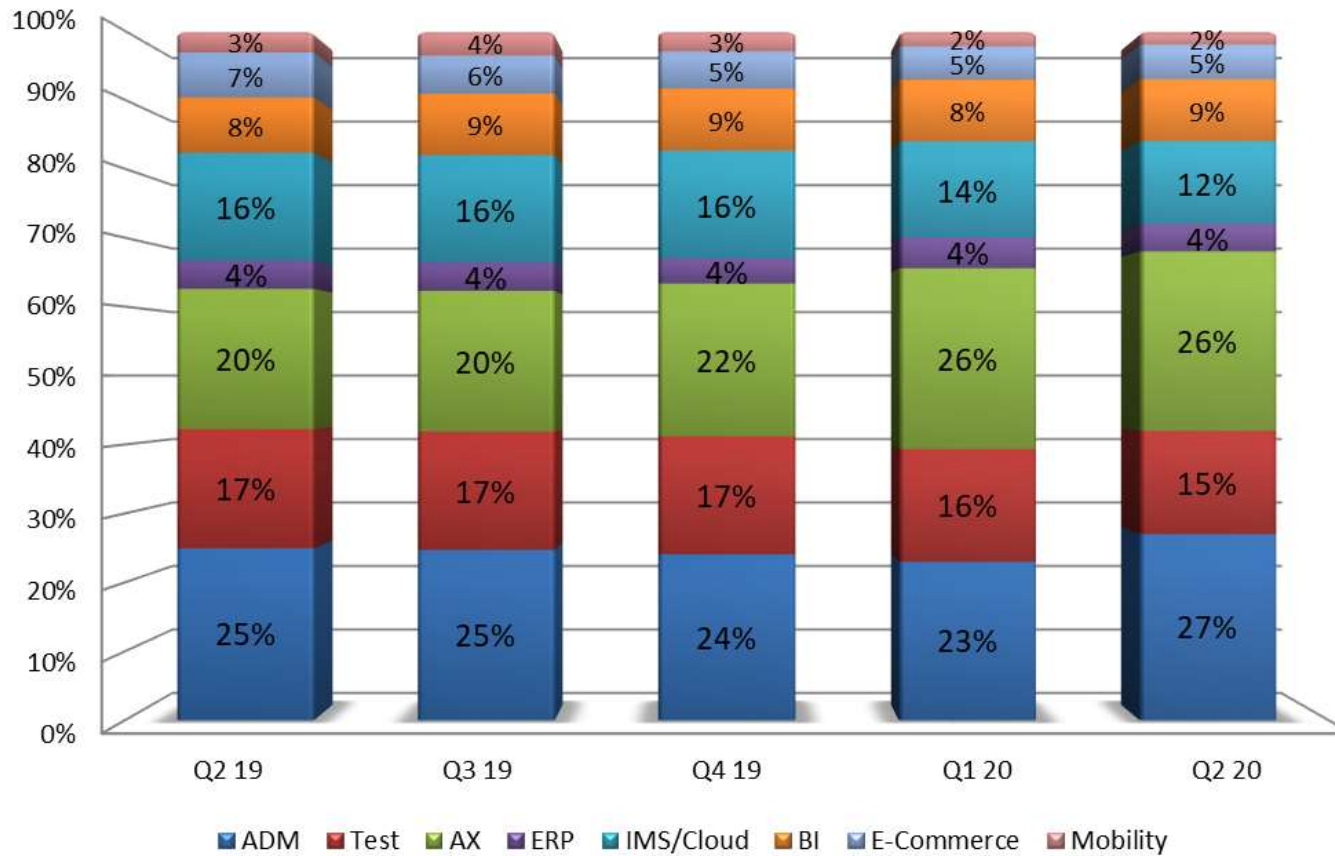
Revenue Type





International IT services – Revenue by Competency

Competency



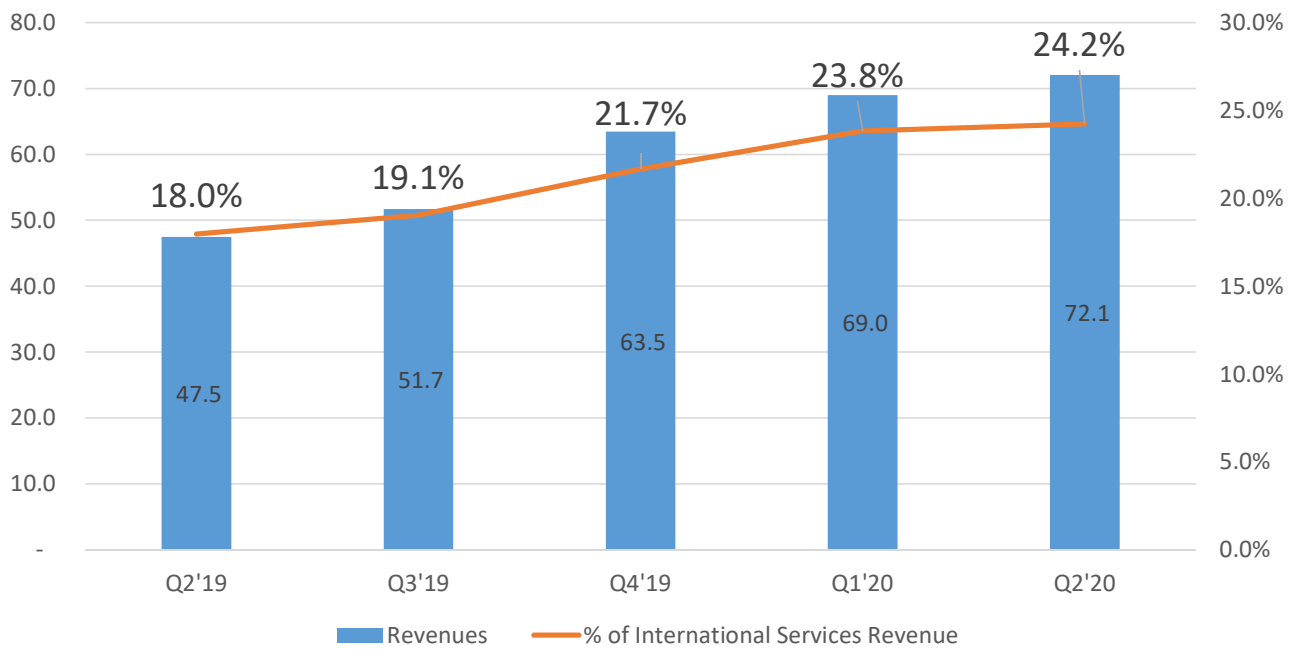
37%
from
Digital

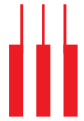


IP Led Revenue



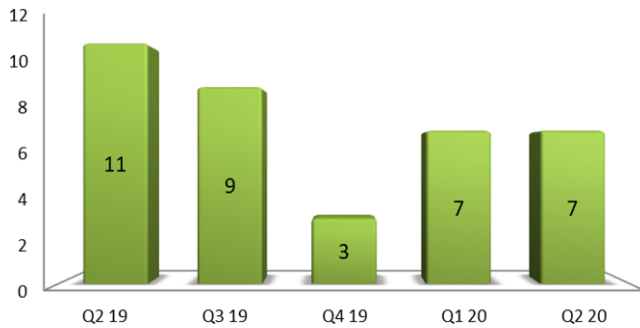
Trend - IP Led Revenues (%)



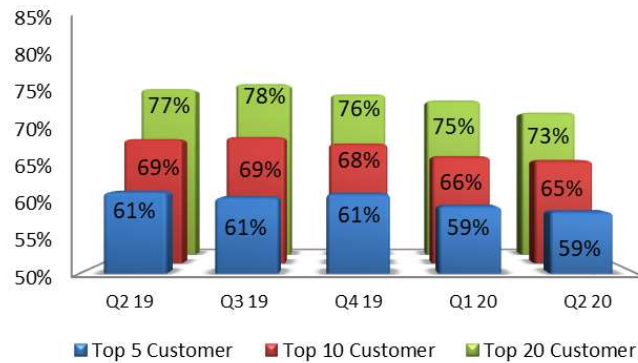


International IT services – Revenue by Customers

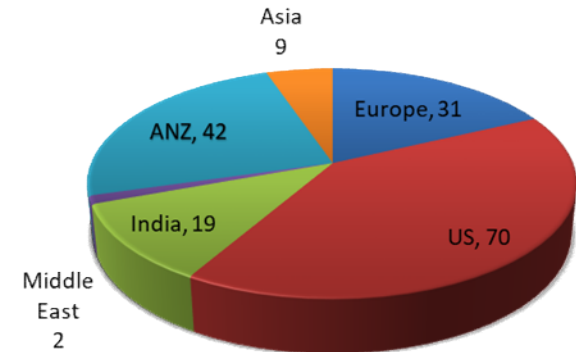
New Customers



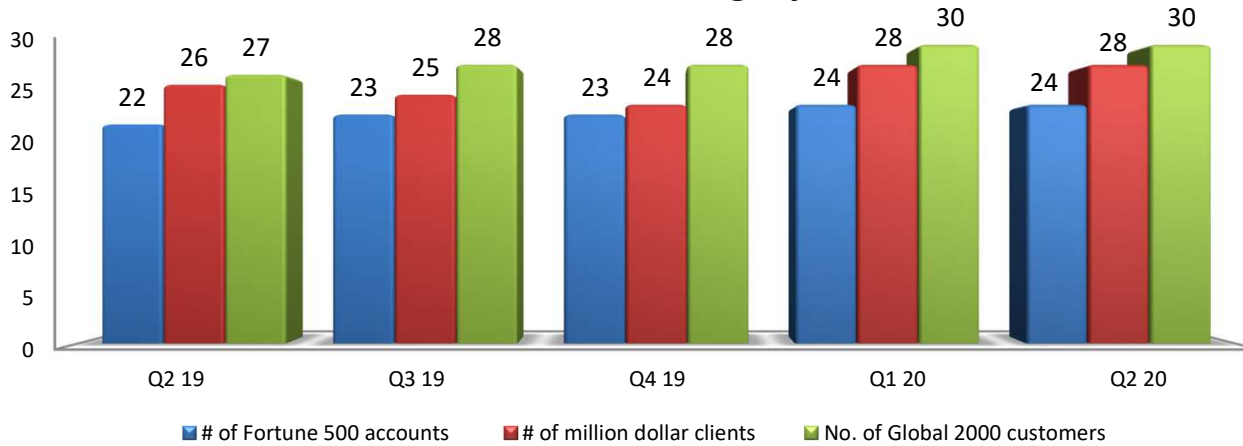
Revenue from Top Customers



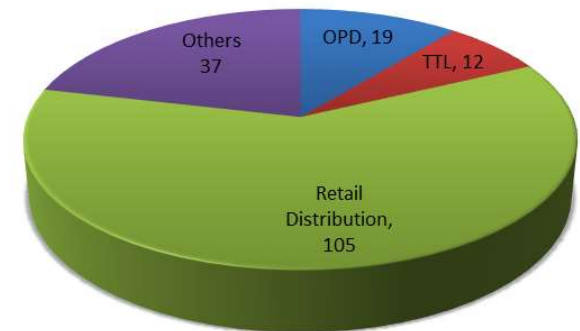
No. of customers by Geo

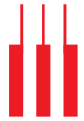


Customer Category



No. of customers by Vertical

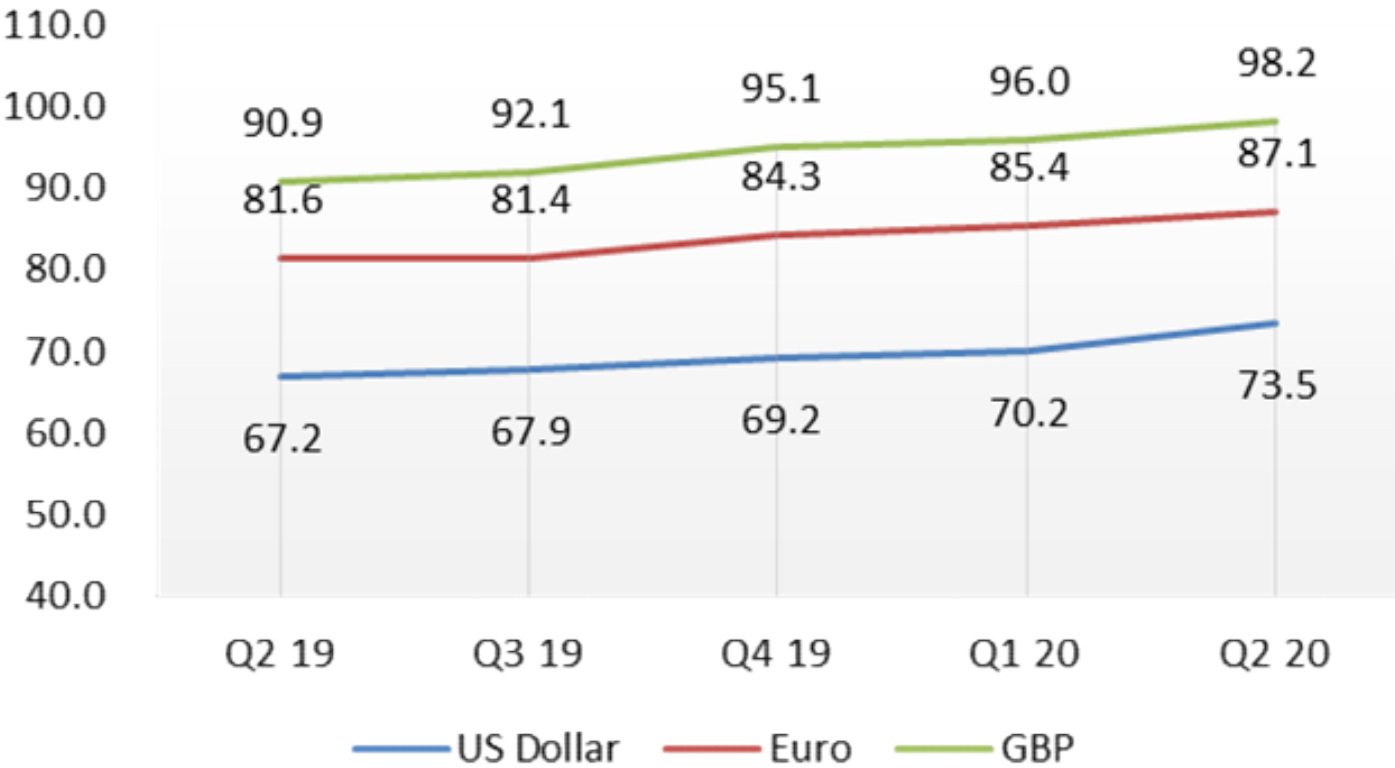




Forward Cover Realization Rates



Effective Realization Rates



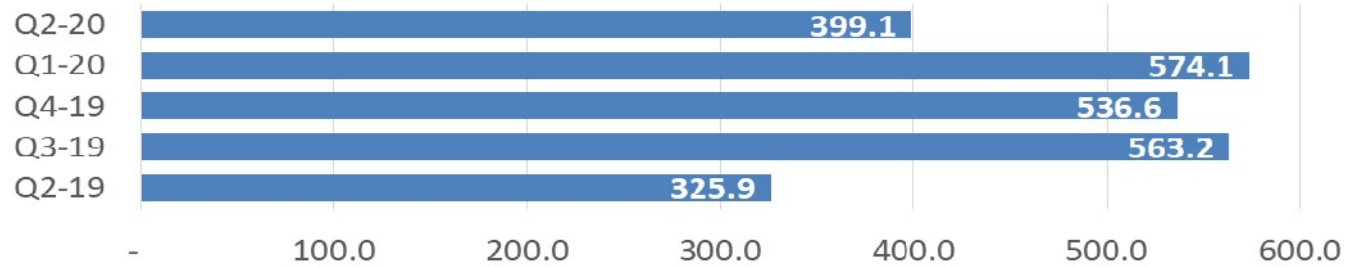


Domestic Product & Services - Financials

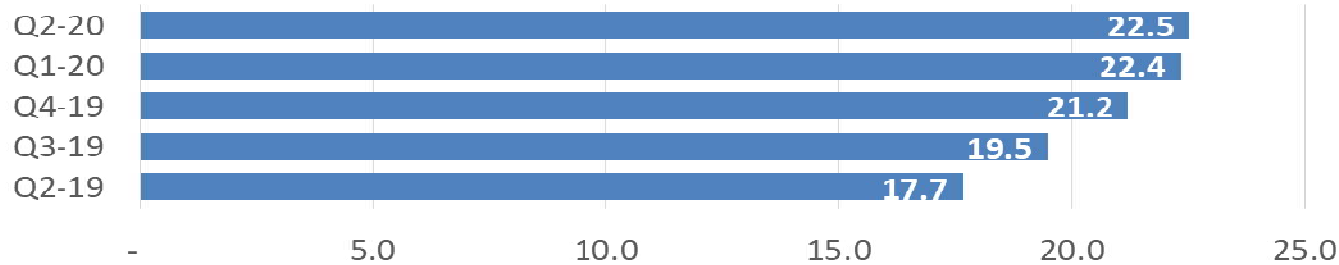


INR Crores

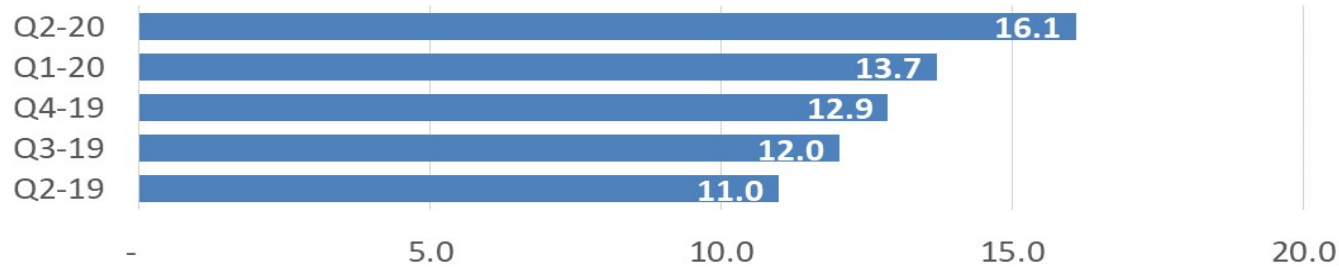
Domestic Revenue - by Quarter



Domestic EBITDA - by Quarter



Domestic PAT - by Quarter





Thank You

