

Investor Presentation

FY24-25 H1

Safe harbour

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At A Glance

"Contextual Marketing Solution for Telecommunication Industry 2022"
award by Frost & Sullivan

Gartner & Forrester recognised product suite garnering recognition from leading market players

Thought leader in telecom campaign management space

Unparalleled customer relationship



**39
Networks**

across 33 countries



**Rs. 38.44
crores**

FY24-25 H1
Revenue



300

Employees
across 5 offices



**1.3
billion**

Consumers on
the platform



**22.56%
& 13.09%**

EBITDA & PAT
FY24-25 H1



**9
Patents**

(4 issued, 5
being issued)



mViva – Customer Engagement Platform

Enables customer-centric interactions between enterprises or brands and its end users by empowering enterprises to understand the behaviour and needs of their customers deeply with a view to enhance their engagement with end users.

Products and Services Overview

"A platform conceptualized and designed for marketers by experts with decades of industry and domain experience employing AI/ML"

Contextual Campaign Management Solution

Launch and manage the entire campaign lifecycle for both customers and retailers.

Contextual Loyalty Management Solution

Deliver loyalty programs to reward and retain customers.

Lead Management Solution

Focus on interactions that matters most for your business and convert more high value leads.

Data Monetisation Solution

Easily extend campaign management services to enterprise customers and monetize customer data.

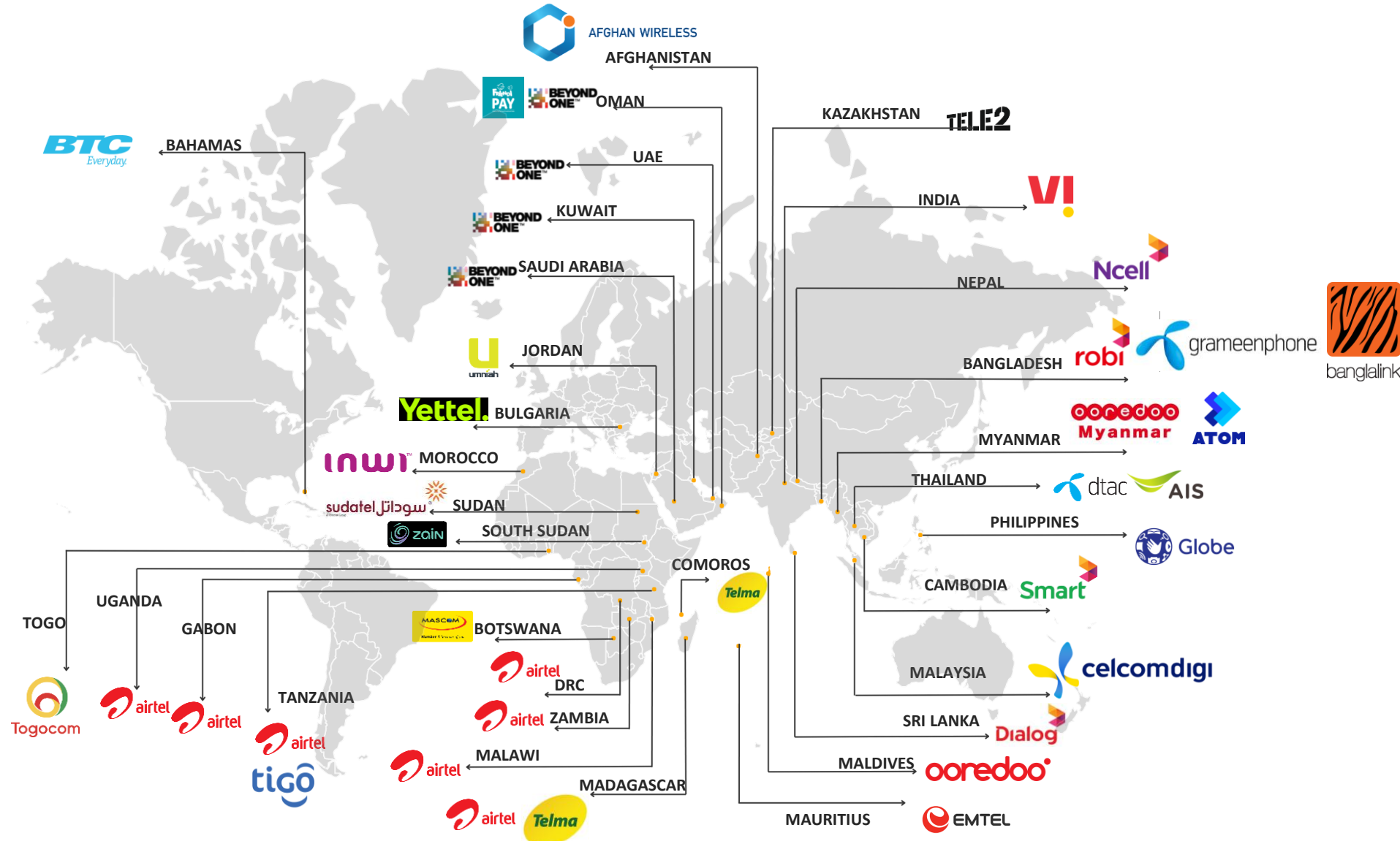
Unified Communication Solution

A highly scalable and reliable solution for all your A2P/P2A communication needs.

Managed Services (Eco-system enablement)

Comprehensive business consulting, business operations and IT operations support with a dedicated and skilled workforce.

Pelatro Footprint



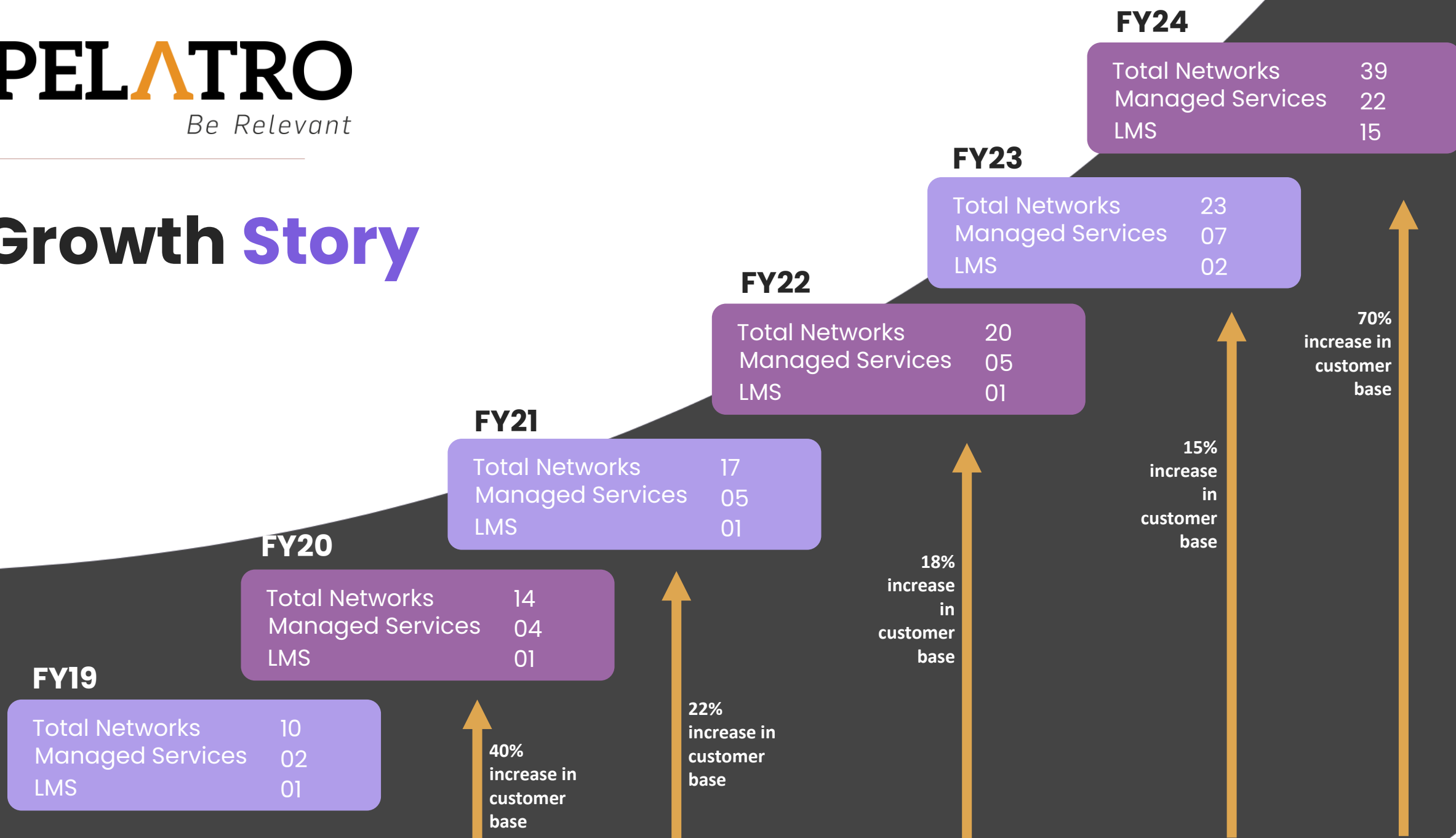
1.3 Billion+

Subscribers' data processed daily

17,000+

Campaigns across all customers

Growth Story



Why Pelatro is Poised to Grow

Thought leader in contextual and personalised customer engagement

End-to-End platform with patented technology which is able to cater effectively to the multiple requirements of telcos.

AI-ML pervasive solution enabling data driven decisioning among business leaders.

Proven leadership and domain expertise to lead and drive the strategy.

We are a prominent player in offering comprehensive customer engagement platform in various countries.

Multiple Levers for Growth

Growing CVM market globally with focus on AI-ML based solutions.

Revenue per customer increasing on a regular basis.

Strengthening regional presence globally through market development and penetration.

Increasing number of customers are opting for managed services.

Product development allowing higher cross-sell and upsell opportunities.

Average number of products per customer is trending up.

A highly developed, End-to-End Customer Engagement Enhancing **Product Suite**

A very deep and end-to-end system

Consumes billions of records in real time enabling holistic customer profiling and data driven decisioning using GenAI, other AI/ML techniques and patented technology.

Highly user friendly

A very user-friendly platform that has been built for marketers who may not be tech savvy.





REVENUE MODEL

Repeat Revenue

Recurring Revenue

Monthly Fixed License Fee ●

AMC ●

Managed Services ●

Gain Share ●

Re-occurring Revenue

● Change Requests

One Time Revenue

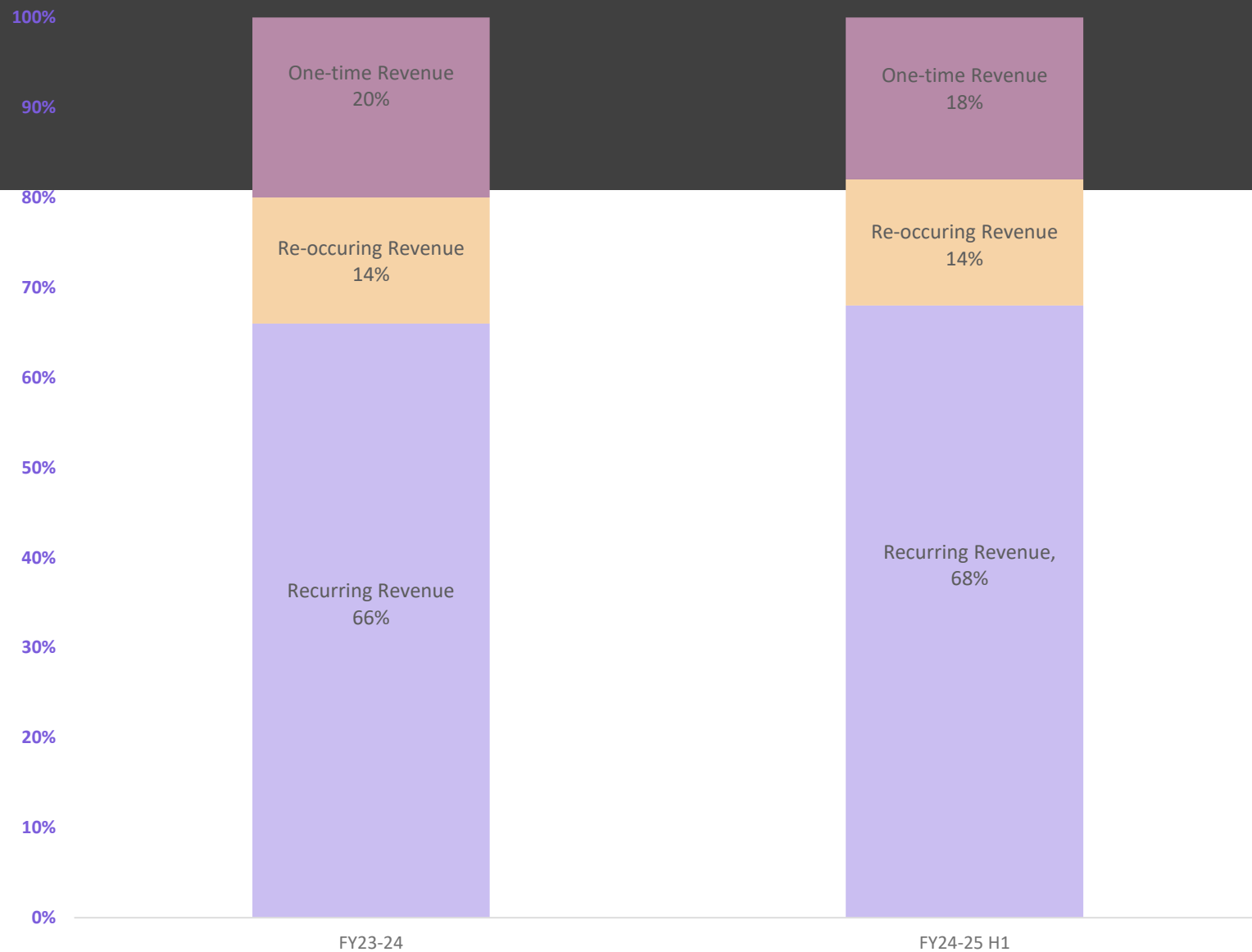
● Perpetual License

● Implementation Fee



REVENUE MODEL

Contd.



Actively pursuing a 3-pillar Growth Strategy

GEOGRAPHIC EXPANSION

Our two fold approach is to target specific geographies and specific telcos and banks within those geographies. The business is set to replicate its land-and-expand strategy of entering a group through one OpCo and then expanding into "sister" OpCos.

EXPANSION OF RECURRING REVENUE PER CUSTOMER

After winning an account with any possible revenue model, the endeavour is to either add a new recurring revenue stream and then to increase it or to increase the existing recurring revenue stream. Our recurring revenue per customer and also as a proportion of total revenue have been growing steadily.

SERVICE EXPANSION

While all customers license our products, not all of them procure services from us. This is an opportunity for growth.



Financial Summary

Profit & Loss

Consolidated

Particulars	FY24-25 H1 (Rs. Crores)	FY23-24 (Rs. Crores)
Revenue from Operations	38.44	54.99
Other Income	2.11	0.37
<i>Total Income</i>	<i>40.55</i>	<i>55.36</i>
Employee Expenses	25.74	44.34
Other Expenses	6.15	7.54
<i>Total Expenses</i>	<i>31.89</i>	<i>51.88</i>
<i>EBITDA</i>	<i>8.67</i>	<i>3.48</i>
D&A Expenses	1.37	2.26
Finance Expenses	0.91	1.20
<i>Profit Before Tax</i>	<i>6.39</i>	<i>0.02</i>
Current and Deferred Tax	1.36	1.97
Profit After Tax	5.03	(1.95)
Basic and Diluted EPS (in Rs.)	6.55	(5.15)

Balance Sheet

Consolidated

Particulars	FY24-25 H1 (Rs. Crores)	FY23-24 (Rs. Crores)
Property, Plant & Equipment	20.99	6.74
Other Non-current Assets	22.39	21.23
Trade Receivables	14.15	21.77
Cash and Cash Equivalents	57.67	7.55
Other Current Assets	2.22	0.52
Total Assets	117.42	57.81
Equity Share Capital	10.41	7.00
Other Equity	64.12	5.03
Non-current Borrowings	12.89	13.87
Other Non-current Liabilities	3.36	3.26
Current Borrowings	4.81	4.81
Trade Payables	8.65	12.07
Other Current Liabilities	13.18	11.77
Total Equity and Liabilities	117.42	57.81

Cash flow

Consolidated

Particulars	FY24-25 H1 (Rs. Crores)	FY23-24 (Rs. Crores)
Operating profit before changes in working capital	8.67	3.36
(Increase)/decrease in operating assets	4.57	(3.13)
Increase/(decrease) in operating liabilities	(1.78)	26.39
Direct taxes paid (net of refund)	(1.31)	(1.59)
Net cashflow from operating activities	10.14	25.02
Outflow on fixed assets and CWIP	(15.38)	(3.76)
Goodwill on consolidation	-	(18.96)
Foreign exchange fluctuation	(0.09)	0.02
Net cash used in investing activities	(15.47)	(22.70)
Capital raise less expenses	57.55	-
Finance cost and lease payments	(1.12)	(1.36)
Proceeds/(repayment) of borrowings	(0.98)	1.12
Net cashflow from financing activities	55.45	(0.25)
Net increase/(decrease) in cash	50.12	2.07

Thank You