

Investor Presentation

FY24-25

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



40
Networks

across 34
countries



Rs. 85.77
crores

FY24-25 Revenue



322

Employees
across 5 offices



1.5
billion

Consumers on
the platform



23.11%
& 13.87%

EBITDA & PAT
FY24-25



11
Patents

(5 issued, 6
being issued)



Highlights – For FY24-25

Rs. Crores, Consolidated

Particulars	FY 23-24	FY 24-25 H1	FY 24-25 H2	FY 24-25	YoY % Growth	HY Seq. % Growth
Revenue	54.99	38.44	47.33	85.77	56%	23%
EBITDA	3.48	8.67	11.14	19.82	469%	28%
EBITDA %	6.3%	22.6%	23.5%	23.1%		
PAT	(1.95)	5.03	6.86	11.89		36%
PAT %		13.1%	14.5%	13.9%		
EPS (Rs.)	(5.15)	6.55	7.59	13.16		16%

Identified a company for acquisition – Estel Technologies

Acquisition Target and Rationale

Asset acquisition from Estel Technologies, India and share acquisition of Estel FZE, UAE.

Estel is a telecom software company with presence in Asia, Middle East and Africa – larger opportunity to cross sell products to different telcos.

Estel has multiple products which are critical for telcos – eTopUp, Sales & Distribution Management, Mobile Money Solution and Voucher Management.

Profitable business being acquired at an attractive valuation of 1x to 1.2x revenue – depending on earn out payments.

This acquisition will help Pelatro to deepen the engagement with various telcos as they will be using multiple products from us – we will be a more critical partner.

The acquisition is likely to be value accretive and is expected to add about 22% to the revenue and about 19% to the PAT in FY 25-26, over FY 24-25.*

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.

Customer Data Platform

A data powerhouse to enable Customer 360° view for data-driven decisioning.

Data Monetisation Solution

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

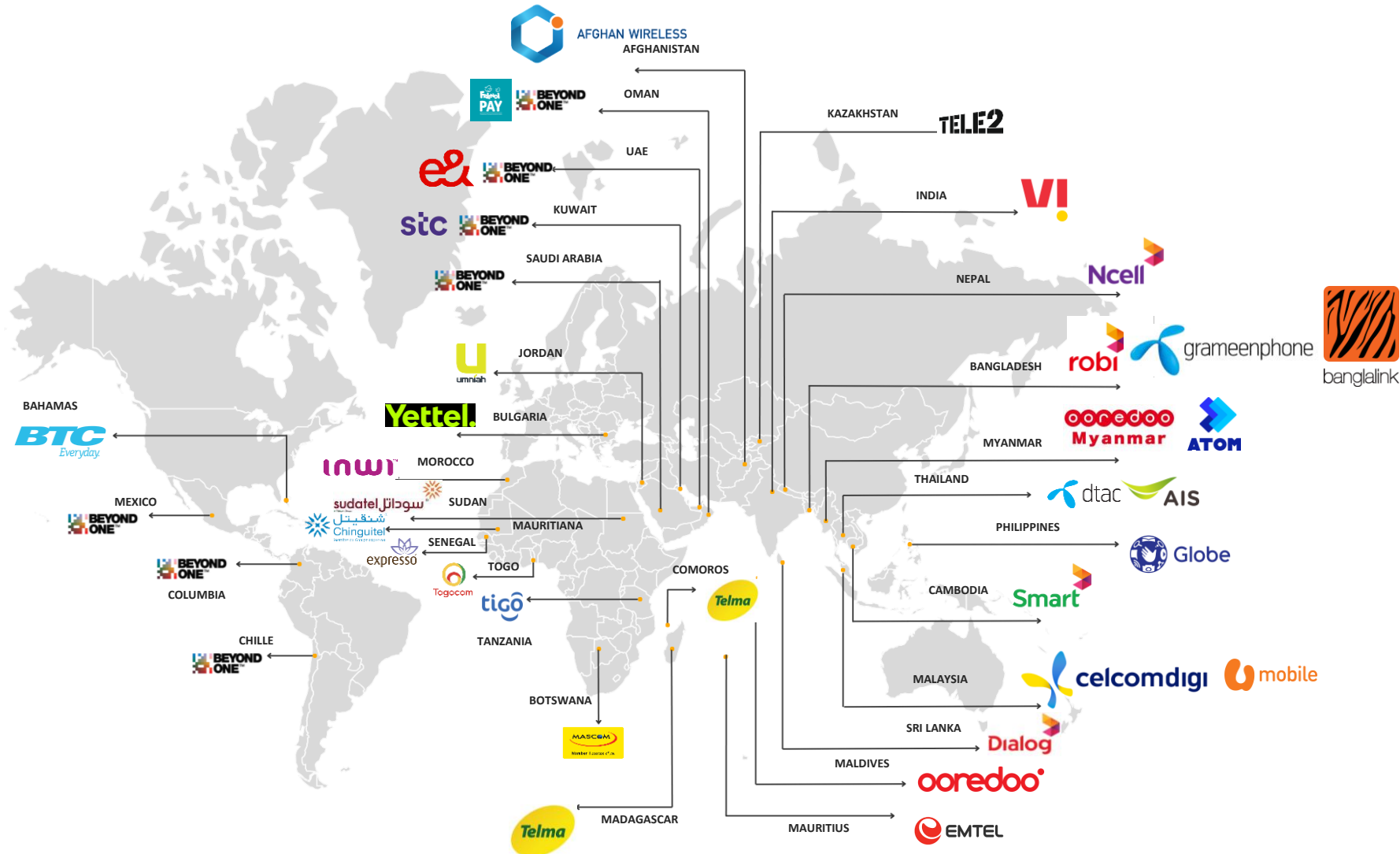
Unified Communication Solution

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



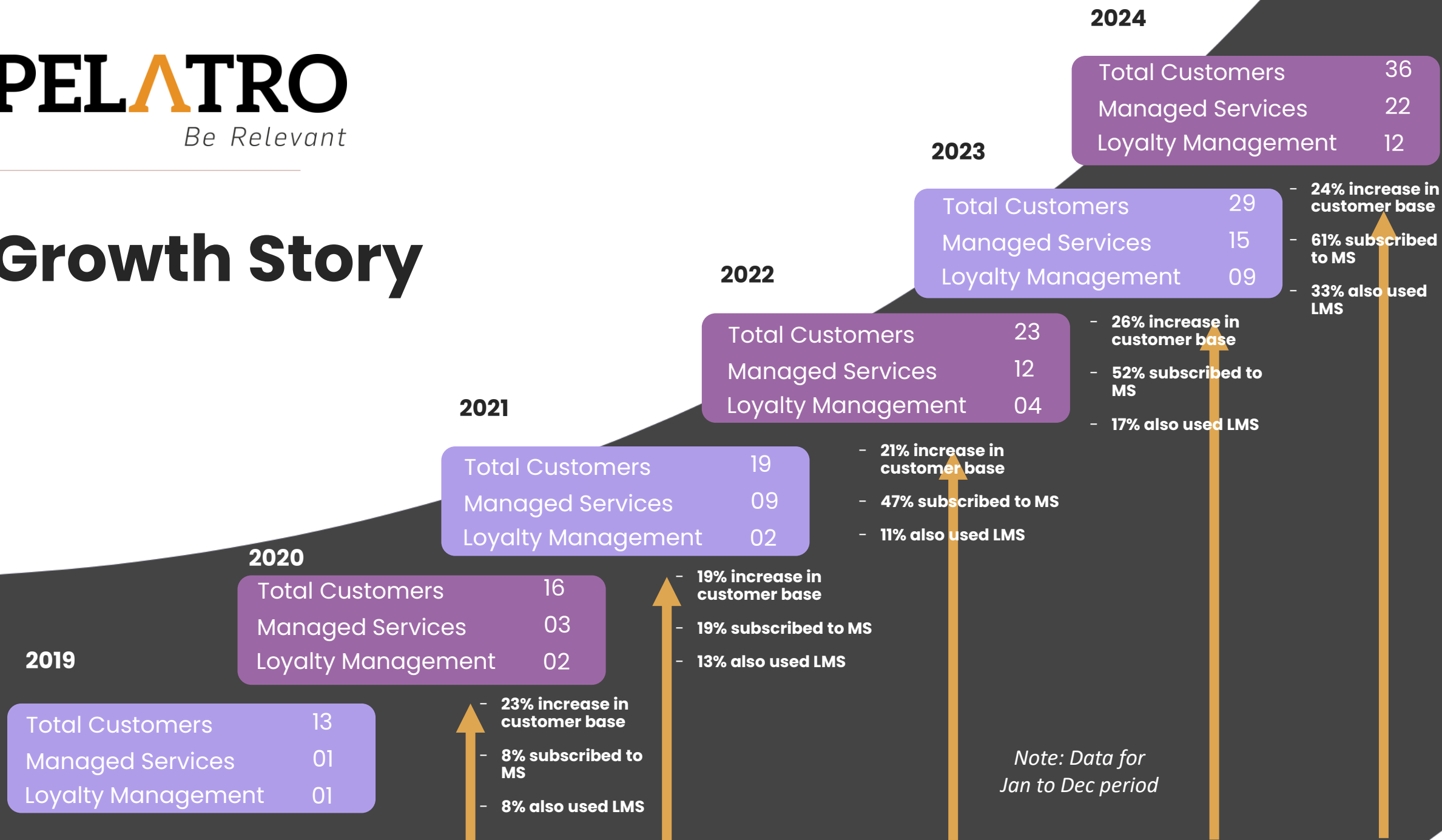
1.5 Billion+

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.



REVENUE MODEL

Repeat Revenue

Recurring Revenue

Monthly Fixed License Fee ●

AMC ●

Managed Services ●

Gain Share ●

Re-occurring Revenue

● Change Requests

One Time Revenue

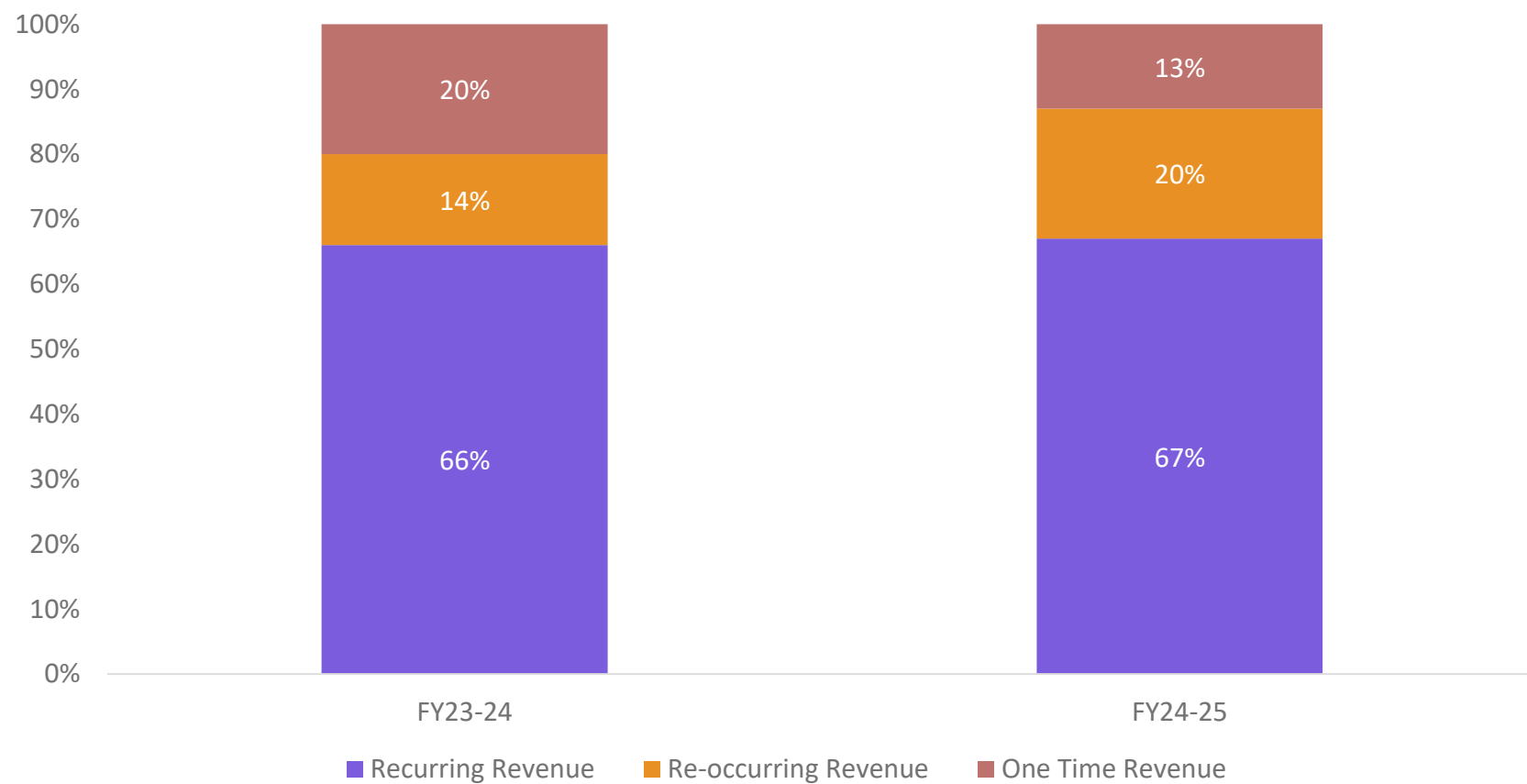
● Perpetual License

● 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 includes both licenses and managed services covering business and technology.

Acquisitions

The objectives are extension of the product line, expansion into new geographies, widening of the customer base and deepening the engagement within each customer thereby strengthening the relationship.



Financial Summary

Profit & Loss

Consolidated

Particulars	FY24-25 (Rs. Crores)	FY23-24 (Rs. Crores)
Revenue from Operations	85.77	54.99
Other Income	3.56	0.37
<i>Total Income</i>	<i>89.33</i>	<i>55.36</i>
Employee Expenses	53.37	44.34
Other Expenses	16.14	7.54
<i>Total Expenses</i>	<i>69.51</i>	<i>51.88</i>
<i>EBITDA</i>	<i>19.82</i>	<i>3.48</i>
D&A Expenses	2.95	2.26
Finance Expenses	1.85	1.20
<i>Profit Before Tax</i>	<i>15.02</i>	<i>0.02</i>
Current and Deferred Tax	3.13	1.97
Profit After Tax	11.89	(1.95)
Basic and Diluted EPS (in Rs.)	13.16	(5.15)

Balance Sheet

Consolidated

Note: UBR has been moved from Other Current Assets to Trade Receivables

Particulars	FY24-25 (Rs. Crores)	FY23-24 (Rs. Crores)
Property, Plant & Equipment	21.11	6.74
Other Non-current Assets	53.11	21.23
Trade Receivables (incl. UBR)	19.86	21.77
Cash and Cash Equivalents	36.03	7.55
Other Current Assets	6.96	0.52
Total Assets	137.07	57.81
Equity Share Capital	10.41	7.00
Other Equity	69.04	5.03
Non-current Borrowings	12.43	13.87
Other Non-current Liabilities	30.88	3.26
Current Borrowings	1.51	4.81
Trade Payables	3.20	12.07
Other Current Liabilities	9.60	11.77
Total Equity and Liabilities	137.07	57.81

Cash flow

Consolidated

Particulars	FY24-25 (Rs. Crores)	FY23-24 (Rs. Crores)
Operating profit before changes in working capital	19.09	3.05
(Increase)/decrease in operating assets	(8.08)	(3.13)
Increase/(decrease) in operating liabilities	14.21	26.69
Direct taxes paid (net of refund)	(5.01)	(1.59)
Net cashflow from operating activities	20.20	25.02
Outflow on fixed assets and CWIP	(44.54)	(3.76)
Goodwill and foreign exchange fluctuation	(0.74)	(18.96)
Interest received	0.85	0.02
Net cash used in investing activities	(44.42)	(22.70)
Capital raise less expenses	56.49	-
Finance cost and lease payments	(2.35)	(1.36)
Proceeds/(repayment) of borrowings	(1.44)	1.12
Net cashflow from financing activities	52.70	(0.25)
Net increase/(decrease) in cash	28.48	2.07

Thank You