



A Global IT Transformation Architect.™



**July 31, 2024**

To,  
**Corporate Relationship Department**  
**BSE Limited**  
P.J. Towers, Dalal Street  
Mumbai — 400 001

To,  
**Listing Compliance Department**  
**National Stock Exchange of India Limited**  
Exchange Plaza, 5<sup>th</sup> Floor Plot No. C-1,  
G-Block, Bandra-Kurla Complex,  
Bandra (East), Mumbai- 400 051

***Scrip Code: 532875***

***Scrip Symbol: ADSL***

**Subject: Investor Presentation on Unaudited Financial Results for the Quarter ended June 30, 2024**

Dear Sir / Madam,

In accordance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are submitting the Investor Presentation concerning the Unaudited Financial Results of the Company for the quarter ended June 30, 2024.

The above presentation is also being made available on the website of the Company at

<https://www.allieddigital.net/in/investors-presentation/>

Request you to take note of the above.

**Thanking you,**

**Yours faithfully,**

**For Allied Digital Services Limited**

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**Khyati Shah**  
**Company Secretary & Compliance Officer**

Encl: as above

**Allied Digital Services Limited**

**Registered Office:** 808, 8th Floor, Plot No. 221/222, Mafatlal Centre, Vidhan Bhavan Marg, Nariman Point, Mumbai - 400 021.

Email: [cs@allieddigital.net](mailto:cs@allieddigital.net) | [www.allieddigital.net](http://www.allieddigital.net) | B: +91 22 6681 6400 | F: +91 22 2282 2030 | CIN - L72200MH1995PLC085488

# Allied Digital Services Ltd

Investor Presentation Q1 FY25

July 2024



99%

Service Coverage

70+

Countries

40

Years



allied|digital<sup>®</sup>

IT managed. Responsibly.

[www.allieddigital.net](http://www.allieddigital.net)

Engineering  
Digital  
Transformation



## Safe Harbour

Certain statements made in this document concerning our future growth prospects may be interpreted as forward-looking statements, which involve numerous risks and uncertainties that could cause the actual results to differ materially from those in such forward-looking statements. Investors are requested to use their discretion in relying on them. We do not undertake to update any forward-looking statements that may be made from time to time

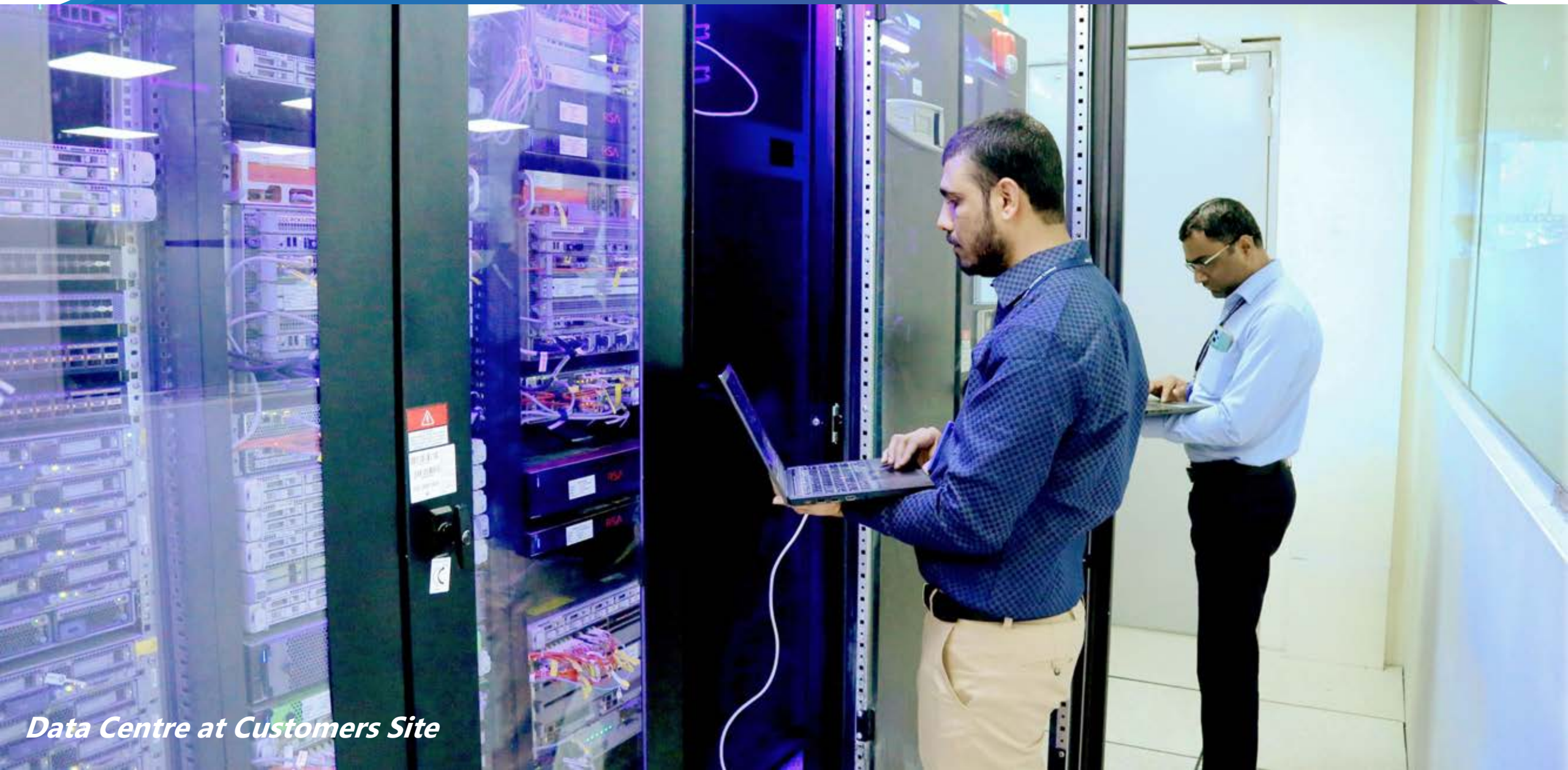


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# Introduction



*Data Centre at Customers Site*



# ADSL at a Glance

**40**

Year History

**70+**

Countries

**3000+**

Employees

**20**

Offices Worldwide

**202**

Number of Customers

**14**

Smart / Safe Cities

**10**

Fortune 100 Customers



Net Debt Free

**Rs. 687 cr**

FY24 Revenue

**Rs. 83 cr**

FY24 EBIDTA

**Rs. 46 cr**

FY24 PAT

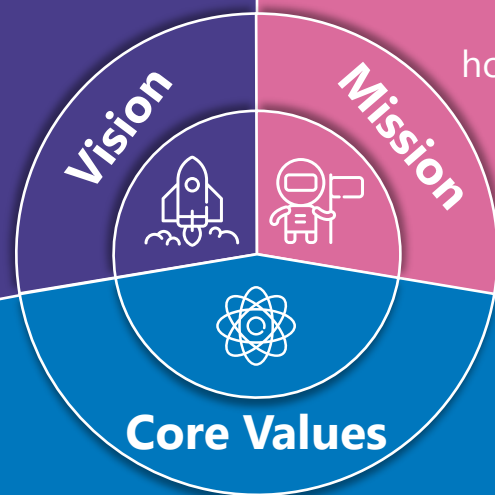
**Rs. 8.29**

FY24 EPS  
(FV Rs.5/Share)

To be the most admired IT Services and Solutions provider by applying 3 megaforges within the organization continually by:

- Developing Technological depth
- Enhancing Resources, Reach and Infrastructure
- Using the best management practices for operational excellence

To operate as a technology driven global organization obsessed with customer needs, devoted to building lasting partnerships and acting with integrity, honesty and a spirit of co-operation with customers, suppliers and employees.



**Ethics** - Integrity, Honestly and Commitment

**Attitude, Relationship and Trust** - Customer Before Self

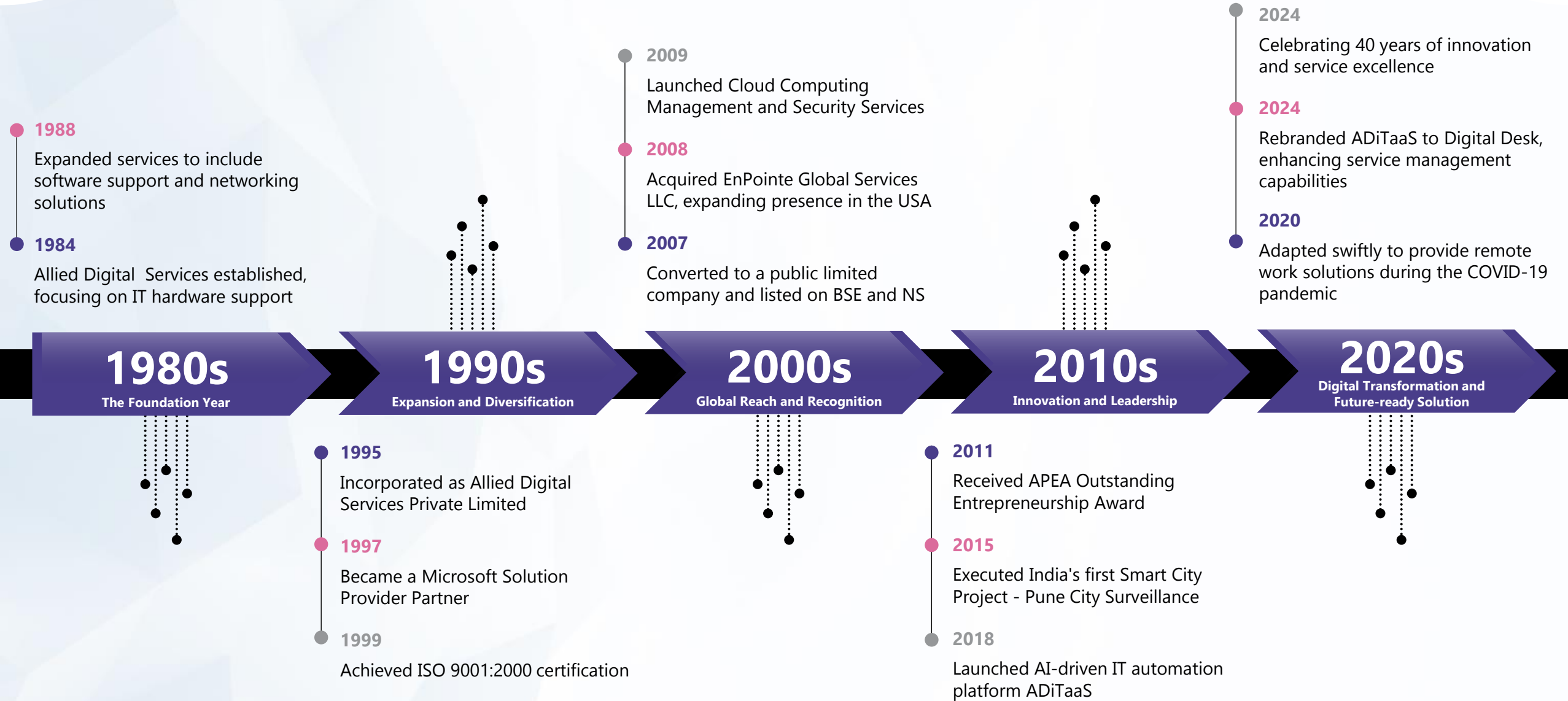
**Capabilities and Infrastructure** - Core Pillars of Service Delivery

**Transparent Transactions** - Flexibility and Visibility





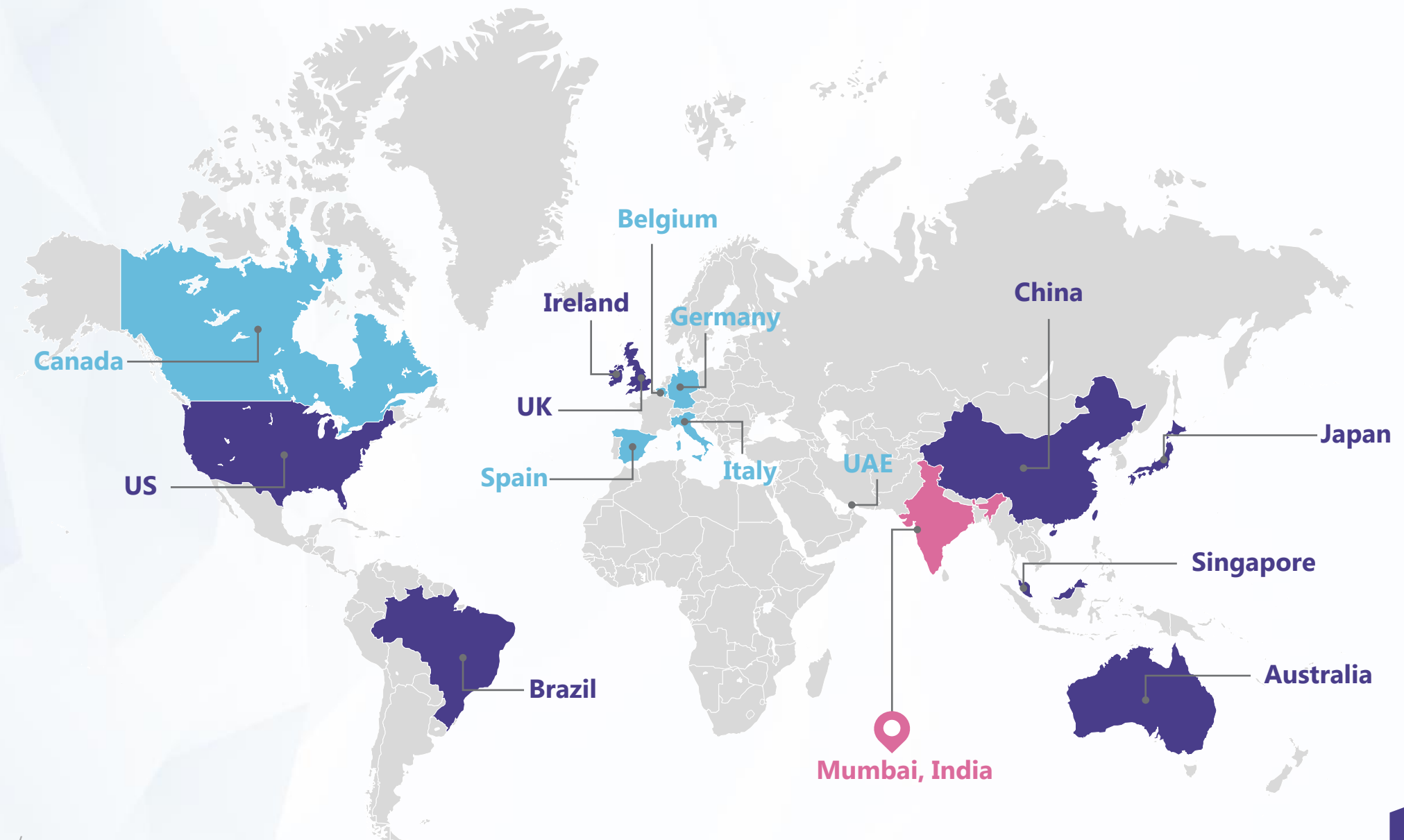
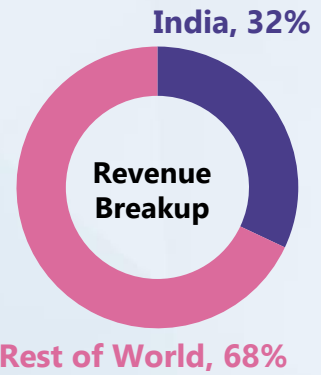
# Evolution of Allied Digital







# Geographical Presence



- Headquarters
- Subsidiaries
- Branches

**Navi Mumbai**      Year of Establishment - 2009



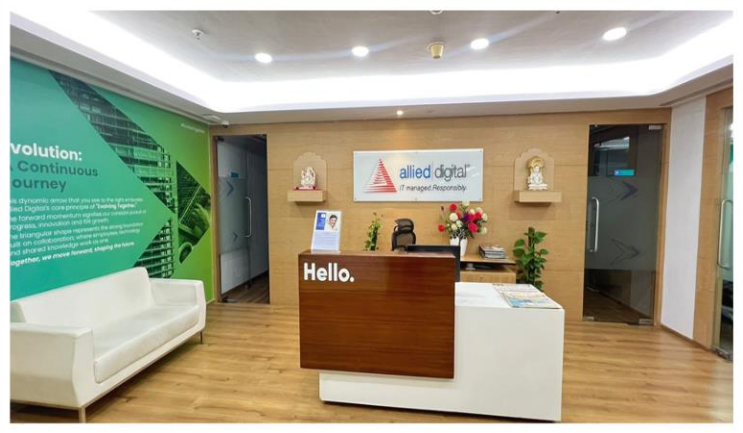
**Kolkata**      Year of Establishment - 2020



**USA – Los Angeles**      Year of Establishment - 2013



**Nariman Point HO**      Year of Establishment -2010



**Mumbai -Andheri**      Year of Establishment - 2013



**Ahmedabad**      Year of Establishment -2021





# Offerings



*Inside of Nariman Point Office*



# Integrated Business Offering



## Cloud Enablement



- AWS, AZURE, GCP, VMWARE
- IAAS, PAAS, SAAS
- Public / Private / Hybrid Cloud Services
- Cloud Engineering
- Data Factory, Data Lakes, Big Data
- Micro Services, Containers
- Cloud Migrations

## Cyber Security



- AIM 360° Cyber Security Solutions
- Endpoint Security
- Managed Security Services and SIEM
- Identity & Access Management
- Threat Intelligence Solutions
- Ransomware Prevention / Network Security / Cloud Security
- Security consulting and Compliance
- SOAR, SASE, Zero Trust
- EDR, MDR, XDR
- Governance, Risk & Compliances (GRC)

## Digital Engineering Services



- Master Systems Integration Projects
- Safe City / Smart City / Campus Solutions
- IBMS
- IoT Solutions
- Enterprise Physical Security Automation
- Operational Technology Integration
- Command / Control Systems
- Innovation Automation & Transformation

## Infrastructure Management Services



- Proactive Monitoring of Server, storage, network, firewall etc
- Application support services, Office365, Exchange, Databases, SAP etc
- Enterprise Services – Backup, DR, Patching, Voice etc
- Data Centre Operations
- Infra Analytics

## Software Services



- Digital Desk / ServiceNow Consulting, Implementation and Support
- FinoAllied
- Cloud DevOps Services
- RPA
- Generative AI / ML Solutions
- Multi-cloud Applications
- Blockchain
- Metaverse

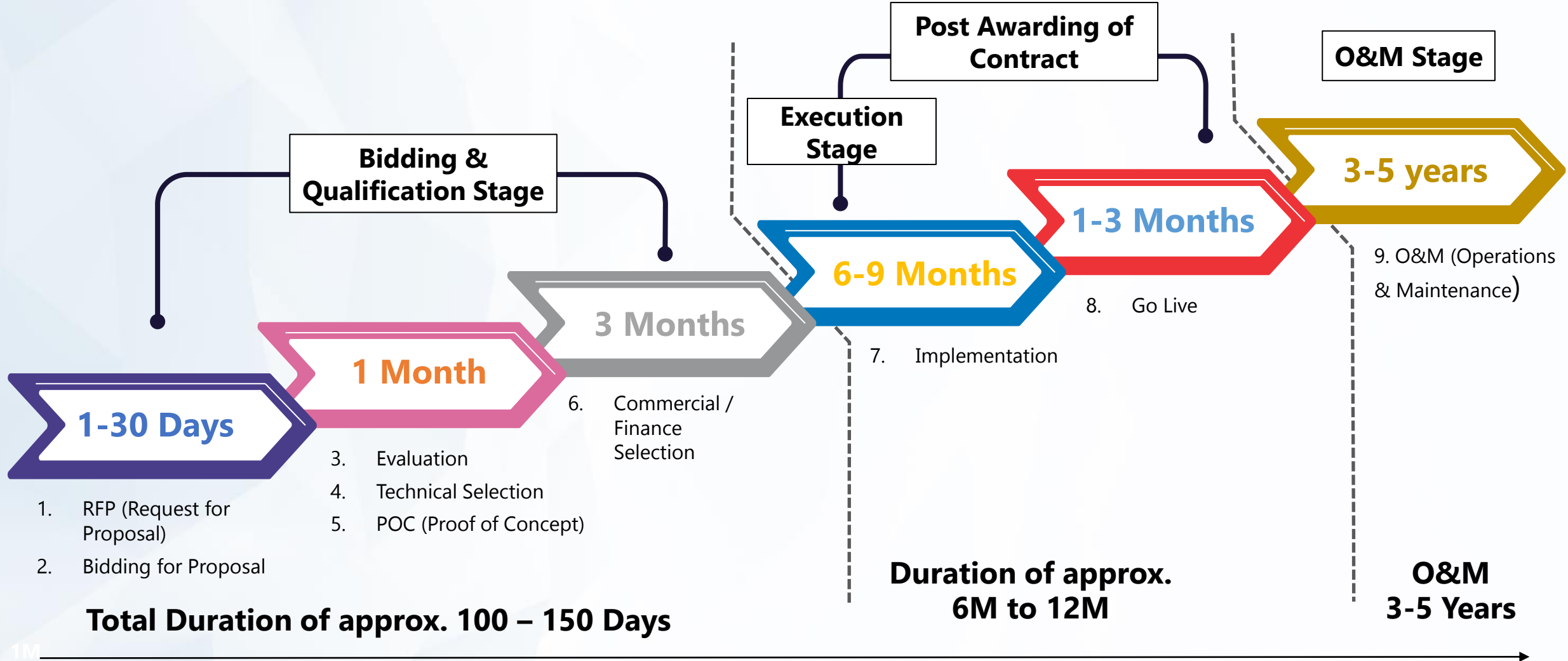
## Workplace Management Services



- Desk side Break-fix/IMAC Services
- Multi-lingual, Multi-channel Service Desk
- Endpoint management solutions
- WFA solutions
- End User Analytics
- Global Logistics / Depot Services



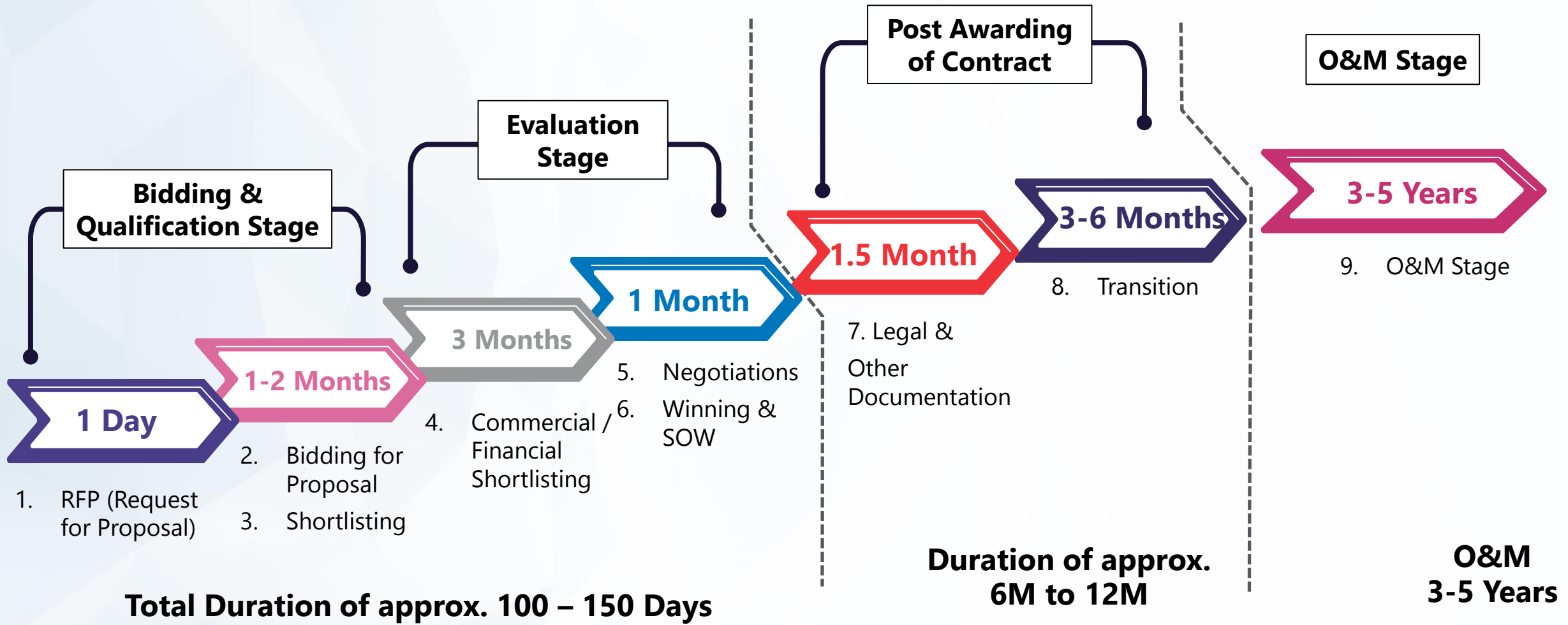
# Lifecycle of Solution Contract (Government Projects)



Duration of around 5-6 Months from Date of opening of Bid till the first Invoice is raised



# Lifecycle of Service Contract (Private /PSU)



Duration of around 4-5 Months from Date of opening of Bid till the first Invoice is raised



# Rebranded ADiTaaS to Digital Desk



 ADiTaaS

Before

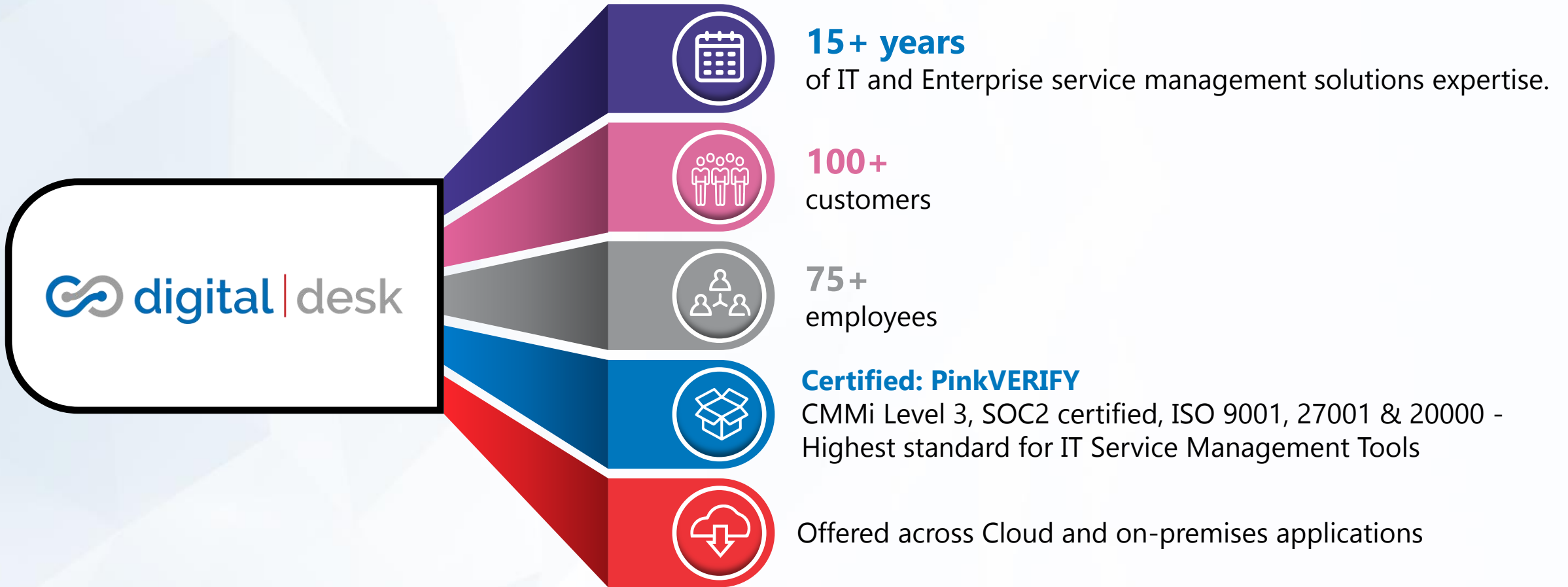


 digital | desk

Now

Transformed ADiTaaS into Digital Desk








# Digital Desk Enduser Interface





## Welcome back!

Please sign in to continue


Username

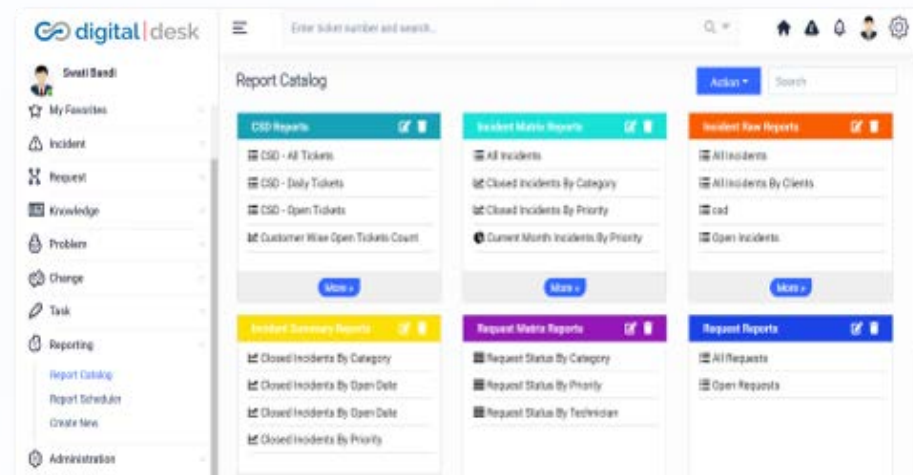
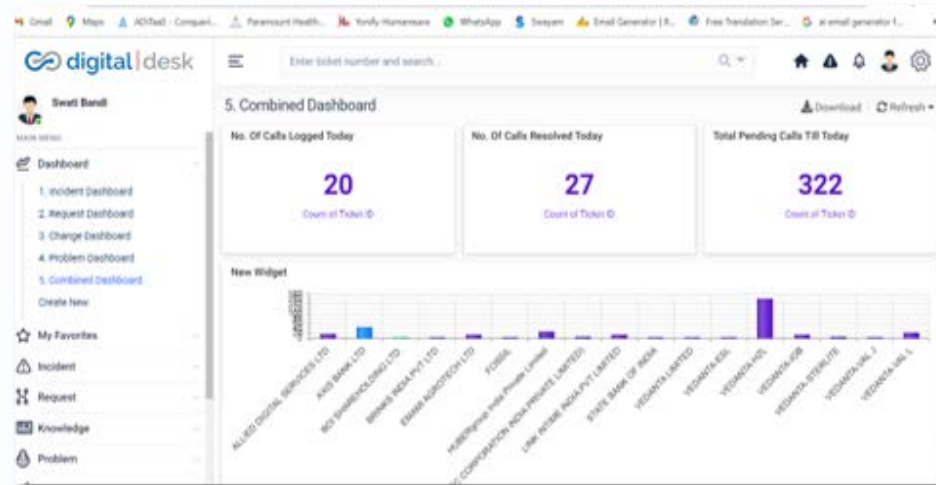
Password

Remember me [Forgot Password?](#)

[Sign In](#)

log in with

 Microsoft





# Digital Desk Enduser Interface



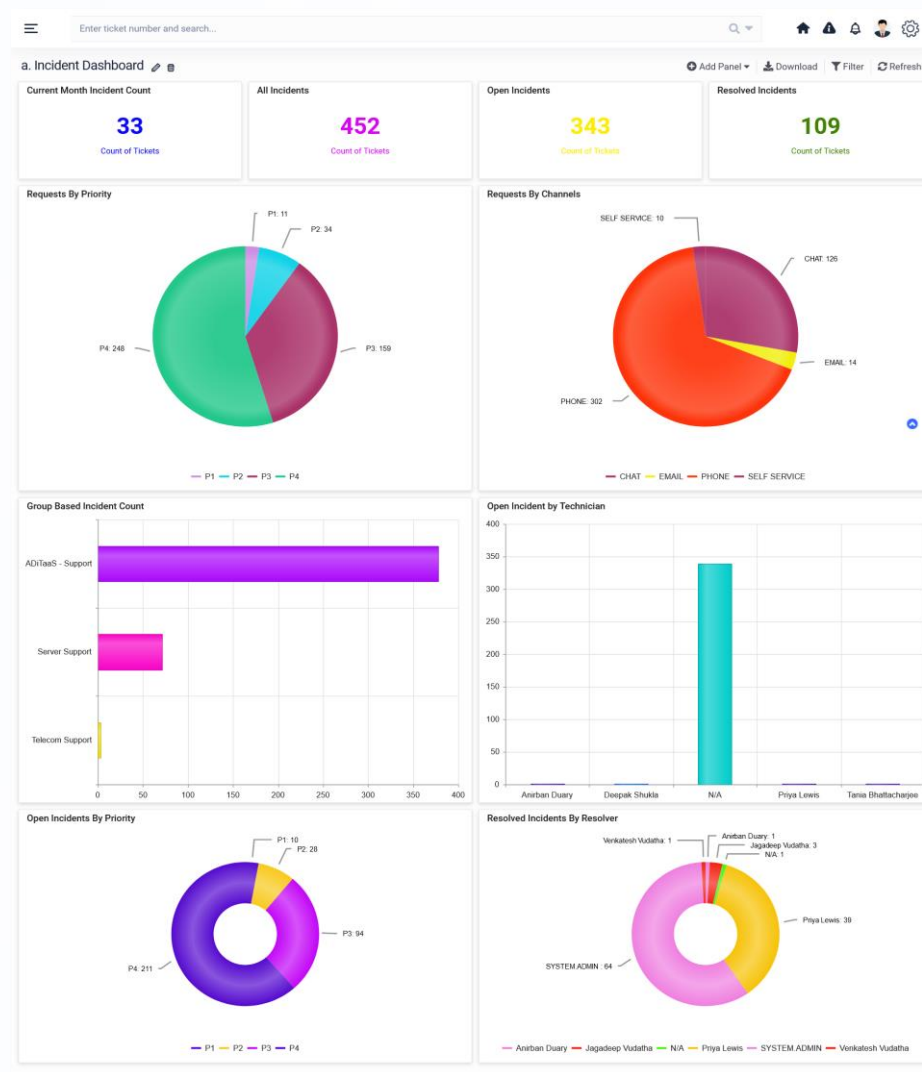
Enter ticket number and search...

My Group Work

Select Grid State - Grid State - Action - Column Visibility - 25 - Search

ID	Title	Description	Requestor Name	Status	Assignment Group	Category	Sub Category	Item
IN-221218-0001	Monitor Services	Monitor Services	Priya Lewis	OPEN	ADITaaS - Support	Account Management	Active Directory	Pas
IN-221217-0001	Monitor Services	Monitor Services	Priya Lewis	OPEN	ADITaaS - Support	Account Management	Active Directory	Pas
IN-221216-0002	Outlook is not working. Unable to s...	Outlook is not working. Una...	Jagadeep Vudatha...	OPEN	Server Support	Application	Microsoft	Out
IN-221216-0001	Monitor Services	Monitor Services	Priya Lewis	OPEN	ADITaaS - Support	Account Management	Active Directory	Pas
IN-221215-0001	Monitor Services	Monitor Services	Priya Lewis	OPEN	ADITaaS - Support	Account Management	Active Directory	Pas
IN-221214-0001	Monitor Services	Monitor Services	Priya Lewis	OPEN	ADITaaS - Support	Account Management	Active Directory	Pas
IN-221213-0003	Monitor Services	Monitor Services	Priya Lewis	OPEN	ADITaaS - Support	Account Management	Active Directory	Pas
IN-221213-0002	Desktop not working	Desktop not working	Venkatesh Vudatha	OPEN	ADITaaS - Support	Application	Operating System	Win
IN-221213-0001	Desktop not working	Desktop not working	Priya Lewis	OPEN	ADITaaS - Support	Application	Operating System	Win
IN-221212-0001	Monitor Services	Monitor Services	Priya Lewis	OPEN	ADITaaS - Support	Account Management	Active Directory	Pas
IN-221211-0001	Monitor Services	Monitor Services	Priya Lewis	OPEN	ADITaaS - Support	Account Management	Active Directory	Pas
IN-221210-0001	Monitor Services	Monitor Services	Priya Lewis	OPEN	ADITaaS - Support	Account Management	Active Directory	Pas
IN-221209-0001	Monitor Services	Monitor Services	Priya Lewis	OPEN	ADITaaS - Support	Account Management	Active Directory	Pas
IN-221208-0001	Monitor Services	Monitor Services	Priya Lewis	OPEN	ADITaaS - Support	Account Management	Active Directory	Pas

1 - 25 of 320 items



digital desk Incident Post Support Survey

Ticket ID: IN-221110-0003 | Created On: 11/10/2022 16:41:19 | Resolved On: 11/10/2022 17:24:35 | Resolved By: SYSTEM ADMIN

Submitted On: 11/10/2022 17:30:04 | Submitted By: ADITaaS Self

Please indicate your level of satisfaction by selecting the appropriate rating for the below Question:

- How satisfied were you with the ease of requesting service? \*
 

Very satisfied
  Satisfied
  Average
  Dissatisfied
  Very dissatisfied
  N/A
- Knowledge and professionalism of the Remote support staff \*
 

Very satisfied
  Satisfied
  Average
  Dissatisfied
  Very dissatisfied

★★★★☆ 4/5
- Knowledge and professionalism of the Remote support staff \*
 

Very satisfied
  Satisfied
  Average
  Dissatisfied
  Very dissatisfied
- Time taken to resolve your problem \*
 

Very satisfied
  Satisfied
  Average
  Dissatisfied
  Very dissatisfied

My Tickets

ID	Status	Assignment Group	Priority	Requestor	Created On	Resolved On
IN-221123-0001	OPEN	ADITaaS - Support	P4	ADITaaS Self	10/30/2022 11:51:54	09/16/2022
IN-221110-0003	OPEN	ADITaaS - Support	P4	ADITaaS Self	11/10/2022 17:30:04	11/10/2022 17:24:35
IN-221110-0002	OPEN	ADITaaS - Support	P4	ADITaaS Self	11/10/2022 17:30:04	11/10/2022 17:24:35
IN-221110-0001	OPEN	ADITaaS - Support	P4	ADITaaS Self	11/10/2022 17:30:04	11/10/2022 17:24:35
IN-221110-0000	OPEN	ADITaaS - Support	P4	ADITaaS Self	11/10/2022 17:30:04	11/10/2022 17:24:35
IN-220923-0000	OPEN	ADITaaS - Support	P4	ADITaaS Self	09/30/2022	09/30/2022
IN-220923-0000	OPEN	ADITaaS - Support	P4	ADITaaS Self	09/30/2022	09/30/2022
IN-220914-0000	OPEN	ADITaaS - Support	P4	ADITaaS Self	09/16/2022	09/16/2022
IN-220830-0001	OPEN	ADITaaS - Support	P4	ADITaaS Self	08/30/2022 11:51:54	09/16/2022



# Digital Desk Mobile Interface



The screenshots display the following interface elements:

- Screen 1 (Login):** "digital desk" logo, "Welcome back!", "Helpdesk URL" field with "indiademo.aditaas.com", and a "Next" button.
- Screen 2 (Ticket Details):** "digital desk" header, search bar, "Ticket Details" for IN-230213-0002, "View Survey" button, and a bottom navigation bar with icons for Home, FAQs, a central "+" button, Surveys, and ChatBot.
- Screen 3 (My Tickets):** "digital desk" header, search bar, "My Tickets" section with "Open 3", "In Progress 0", and "Closed 0" counts, and a bottom navigation bar with icons for Home, FAQs, a central "+" button, Surveys, and ChatBot.
- Screen 4 (My Approvals):** "My Approvals" and "Group Approvals" sections with "Pending 0", "Approved 0", and "Rejected 0" counts.
- Screen 5 (Service Catalog):** "Service Catalog" header, "Announcements" section, and a list of services including "New Hire", "Corporate Desktop", "Corporate Laptop", "Keyboard and Mouse", "Monitors", and "Headsets".



# Comparative Analysis of Digital Desk and ServiceNow

## 1. IT Service Management (ITSM) Solutions

- Digital Desk and ServiceNow provide comprehensive ITSM solutions.
- Both include incident, change, problem, and service request management.
- Digital Desk provides impressive dynamic dashboard, better than Service Now.

## 2. IT Operations Management (ITOM) Solutions

- Digital Desk and ServiceNow offer ITOM solutions.
- Digital Desk provides cloud management and automation.
- ServiceNow includes event management, service mapping, and discovery.

## 3. IT Business Management (ITBM) Solutions

- Digital Desk and ServiceNow offer ITBM solutions.
- ServiceNow includes resource management, demand management, and agile development.
- Digital Desk provides enterprise business services management like service now.

## 4. Security and Compliance Management

- Digital Desk and ServiceNow offer security and compliance management services.
- Features include vulnerability management, patch management, risk management.
- Service now provides risk management, both products provides IT governance,

## 5. Business Process Automation (BPA)

- Digital Desk offers BPA services, automating business processes, using bots.
- ServiceNow provides workflow automation, with a primary focus on IT workflows.
- Ready mobile App are available for mobile workforce in Digital Desk.

## 6. Integration Capabilities

- Both Digital Desk and ServiceNow offer integration capabilities.
- ServiceNow has a larger number of integrations for seamless connectivity.
- Digital Desk also provides an integration hubs with ready connectors.

## 7. Deployment and Hosting

- Digital Desk offers both cloud base and on premises environment and is available in Microsoft marketplace. It is cloud native and DevOps ready.
- ServiceNow offers on-premises and cloud deployment for customization options.

## 8. Pricing Models

- Digital Desk offers a pay-per-use model for cost efficiency.
- ServiceNow charges per user per month, suitable for larger organizations.



# Success Stories



## A Digital Transformation Success

### The Challenge

A leading Indian multinational food and beverage conglomerate sought to streamline its IT operations across 22 plants in 10 states. The company faced challenges with disparate systems, inefficient processes, and a lack of centralised management, which hindered its ability to maintain operational efficiency and respond swiftly to market demands



### Overcoming Obstacles

The transition from staff augmentation to managed services with SLA-based support presented initial hurdles. Allied Digital's team worked closely with the client to ensure a smooth migration and rebadging of incumbents, addressing concerns and maintaining service continuity.

### TRANSFORMATIVE IMPACT

The implementation yielded remarkable results:

#### Increased Uptime

Achieved over 99% uptime for network devices and servers through 24x7 monitoring and immediate remediation.

#### Efficient Support

80% First Contact Resolution and <3% abandoned call ratio at the centralised service desk, enhancing user satisfaction.

#### Enhanced Monitoring

Interactive dashboards and autogenerated reports improved SLA compliance to over 99%, ensuring transparency and accountability.

#### Improved User Experience

Streamlined onboarding process with same-day asset allocation and ID enablement, significantly improving the user experience

## Allied Digital's Integrated Solution

### Centralised Service Desk and NOC

Remote shared services for all entities, ensuring consistent service quality and operational efficiency.

### Workplace Services

Comprehensive deskside support for plants, HQ, and offices, enhancing user experience and operational continuity

### Asset Management

Efficient handling of 40,000+ assets, ensuring accurate tracking and optimal utilisation.

### Hands and Feet Support

For printers, VC, and DNS assets across remote locations, providing immediate and effective support

## Lucknow Safe City Project

### The Challenge

The Lucknow Safe City Project, part of a national initiative to promote women's safety, faced significant post-implementation challenges. These included support issues, delayed responses, inherited backlogs, and breached SLAs, which threatened the project's success and the safety of its citizens



### Overcoming Obstacles

The team navigated complex integration requirements, including various applications like Video Analytics, GIS, and local police systems such as UP 112 and WPL 1090. They also managed disruptions from affected public members and anti-social elements, ensuring minimal impact on project timelines.

### TRANSFORMATIVE IMPACT

The implementation yielded remarkable results:

#### Centralised Control

Introduced centralised control technology integrated with GIS & GPS capabilities, enabling real-time tracking & rapid response.

#### Video Analytics & Evidence Collection

Advanced video analytics deployed to alert authorities about safety violations. Also provides video clips for court evidence & captures offender actions.

#### Control Centre

An Integrated Command & Control Centre, offering a comprehensive "cockpit view" of the city. Allows police to conduct on-demand virtual tours & real-time situational awareness.

#### Preventive Security

Enable faster and more efficient decision making, preventive security mechanisms & proactive law enforcement, thereby improving overall urban safety.

## Allied Digital's Smart City Solution

### Deployment of Skilled Engineers

On-site expertise for immediate issue resolution and proactive maintenance.

### Centralised Service Des

Streamlined support and ticket management, ensuring prompt and efficient service.

### ITSM Solution Implementation

Enhanced service management and tracking, improving transparency and accountability.

### Risk Management Process

Proactive identification and mitigation of potential issues, ensuring project stability and continuity.

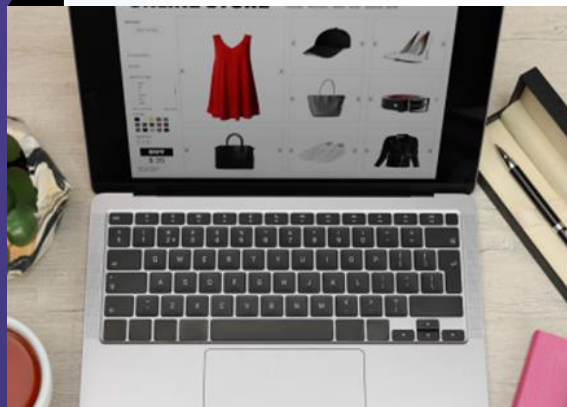




## Transforming Customer Service for a Fashion Giant

### The Challenge

A global fashion retailer with \$12.7 billion annual revenue and 32,100 employees across 65 countries needed to enhance its customer service capabilities and streamline IT operations across 4,280 sites. The company faced challenges in maintaining consistent service quality and operational efficiency across its vast, geographically dispersed network



### Overcoming Obstacles

The challenge lay in managing a vast, geographically dispersed network of stores and employees while maintaining consistent service quality. Allied Digital's team worked closely with the client to ensure seamless integration and service delivery.

### TRANSFORMATIVE IMPACT

The implementation resulted in:

#### Increased First Contact Resolution

From 35% to 65%, significantly improving customer satisfaction and operational efficiency.

#### Reduced Backlog

66%+ reduction in pending issues, ensuring timely resolution and improved service delivery.

#### Improved Response Time

Decreased Average Speed to Answer to 23 seconds, enhancing user experience and satisfaction.

#### Successful Software Migration

All stores transitioned to MAO retail software, enhancing operational consistency and efficiency.

### Allied Digital's Integrated Solution

#### 24x7 Process-Based Service Delivery Model

Catering to a diverse, global workforce with consistent, high-quality service.

#### Multilingual Service Desk

Support in English and Spanish to accommodate international operations, ensuring effective communication and support.

#### Dedicated Deskside Support

Full-time and project-based FTEs for in-house IT requirements, providing personalised and immediate assistance.

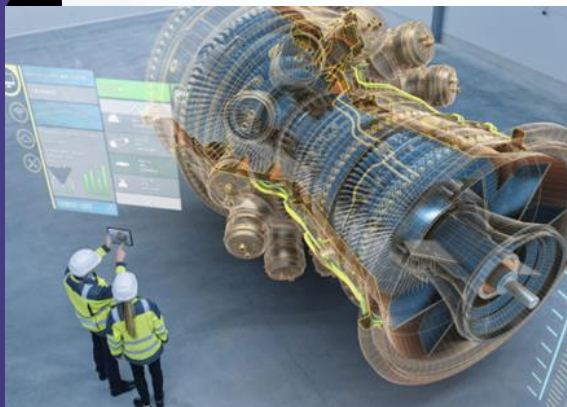
#### Next-Gen Service Desk

Handling 7,000 contacts monthly with advanced capabilities, ensuring prompt and efficient issue resolution.

## IT Infrastructure Overhaul

### The Challenge

A \$16 billion mining and metals conglomerate with 30,000+ employees across 120+ sites in India needed to standardise its IT processes and move from staff augmentation to managed services with SLA-based support. The company faced challenges in maintaining service quality and operational efficiency across its diverse locations.



### Overcoming Obstacles

The main challenge was transitioning from a decentralised to a centralised IT management model while maintaining service quality across diverse locations. Allied Digital's team worked closely with the client to ensure a smooth transition and integration.

### TRANSFORMATIVE IMPACT

The implementation resulted in:

#### 99% Adherence to SLAs

Ensuring consistent service quality and reliability.

#### Successful Rollout of Centralised Service Desk and NOC

Improving operational efficiency and enabling proactive issue management.

#### Smooth Migration to Central Symphony Tool

Enhancing overall IT management and integration.

#### Ongoing Resource Cost Optimisation

Delivering tangible financial benefits and improving the bottom line.

## Allied Digital's Integrated Solution

### Centralised Service Desk

A 24x7 support system to manage 20,000 tickets monthly, ensuring prompt issue resolution.

### Network Operations Centre (NOC)

Dedicated monitoring and management of 5,000 data centre items, providing real-time insights and proactive maintenance.

### Asset Management

Efficient handling of 40,000+ assets across factories and sites, ensuring accurate tracking and optimal utilisation.

### Workplace Services

On-site support for plants, headquarters, and offices, enhancing user experience and operational continuity.

# Securing Urban Spaces

## Kalyan-Dombivali Smart City Surveillance Project

### The Challenge

The Kalyan-Dombivali Municipal Corporation (KDMC) Smart City Project aimed to enhance urban safety and surveillance. The project faced unique challenges due to its execution during the COVID-19 pandemic, with limited resources and transportation, and disruptions from affected public members and anti-social elements



### Overcoming Obstacles

The team navigated pandemic-related restrictions, coordinating with multiple vendors who occasionally discontinued services mid-project. They also managed disruptions from affected public members and anti-social elements, ensuring minimal impact on project timelines.

### TRANSFORMATIVE IMPACT

**The implementation yielded remarkable results:**

#### Enhanced Urban Safety

Real-time tracking and response capabilities through centralised control technology, improving overall safety and security.

#### Advanced Crime Prevention

Detecting and recording safety violations using smart video analytics, enhancing law enforcement capabilities.

#### Improved Law Enforcement

Video clips with watermarking for use as evidence in courts, ensuring accountability and justice.

#### Integrated Command & Control

Providing a cockpit view of the city for real-time situational awareness, enabling faster and more efficient decision-making.

## Allied Digital's Smart City Solution

### Comprehensive Surveillance System:

Installation of 846 IP cameras across the city, providing extensive coverage and monitoring capabilities.

### Mobile Surveillance

36 dashboard cameras and 35 vehicle-mount cameras for police and fire brigade vehicles, enhancing real-time tracking and response capabilities.

### Aerial Surveillance

3 drones for enhanced monitoring capabilities, providing a bird's eye view of the city.

### Video Management System

Monitoring of 303 junctions with 65 video analytics licences, ensuring effective surveillance and incident management.



# Q1 FY25 Performance Review



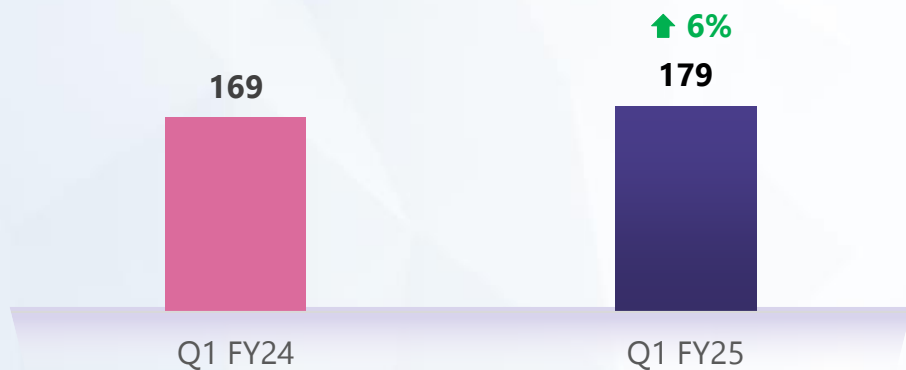
*Command Centre at Customer Site*



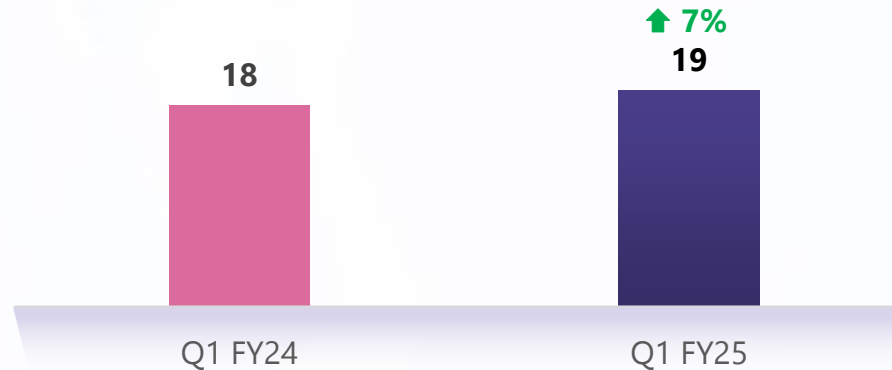
# Financial Snapshot (Consolidated)



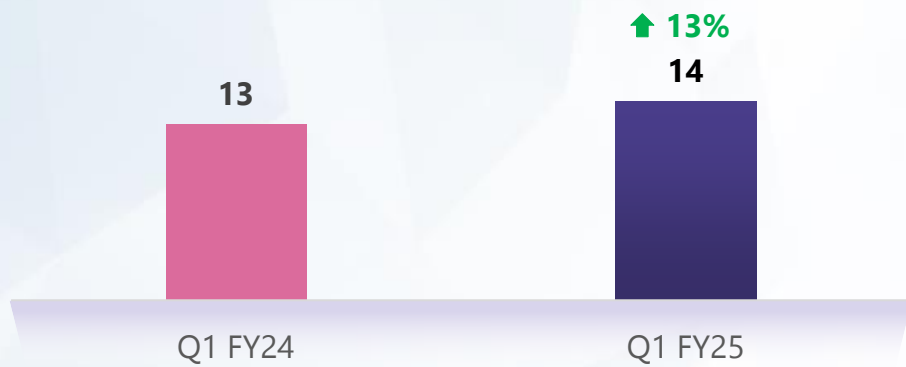
### Revenue from Operations (Rs. Crore)



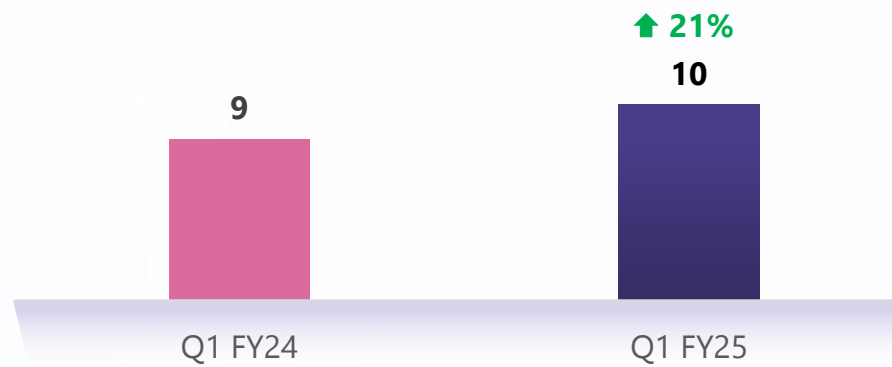
### EBITDA (Rs. Crore)



### PBT (Rs. Crore)



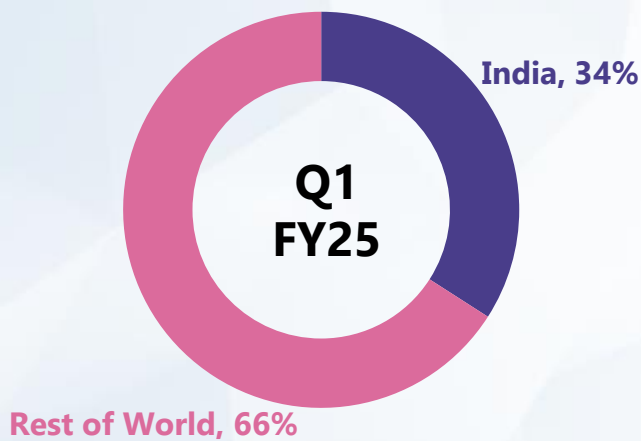
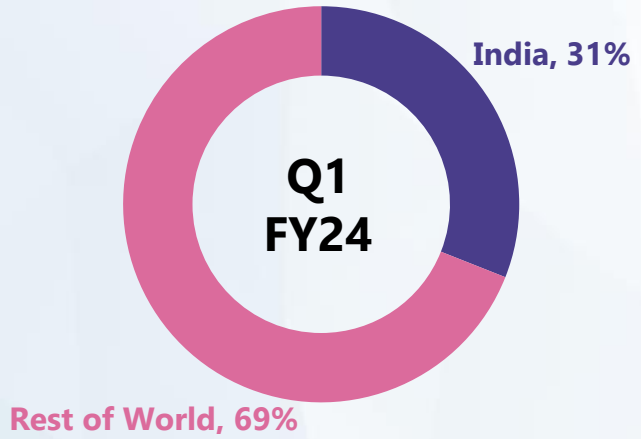
### PAT (Rs. Crore)



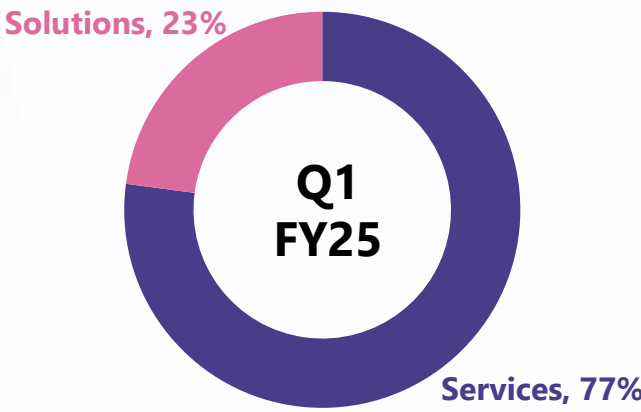
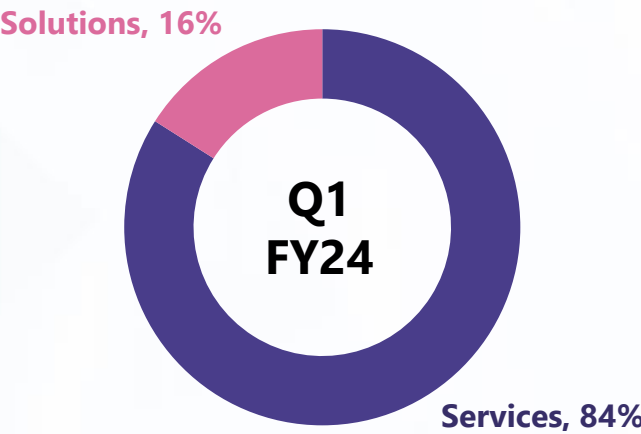


# Q1 FY25 Revenue Breakup (Consolidated)

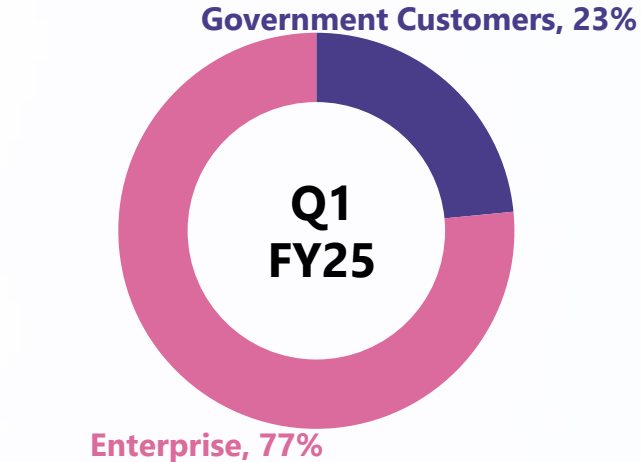
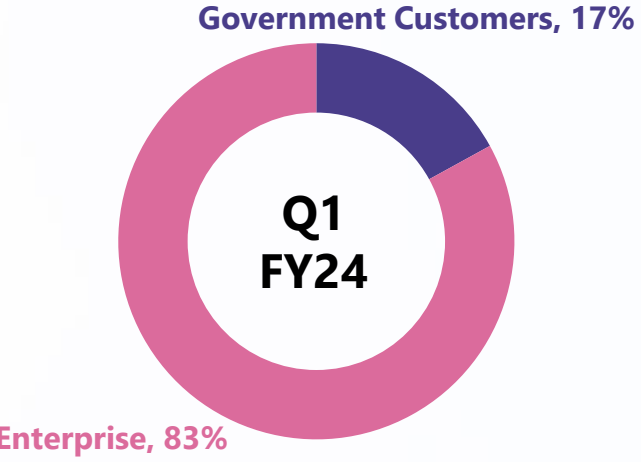
## Revenue by Geography



## Revenue by Segments



## Revenue by Customer Profile





# Profit & Loss Statement (Consolidated)

Particulars (Rs. in crore)	Q1 FY25	Q1 FY24	YoY shift	Q4 FY24	QoQ shift
<b>Net Revenue from Operations</b>	<b>179</b>	<b>169</b>	<b>6%</b>	<b>177</b>	<b>1%</b>
<b>Total Operating Expenditure</b>	<b>160</b>	<b>151</b>	<b>6%</b>	<b>153</b>	<b>5%</b>
<b>EBITDA</b>	<b>19</b>	<b>18</b>	<b>7%</b>	<b>24</b>	<b>(21%)</b>
<b>EBITDA margin (%)</b>	<b>11%</b>	<b>11%</b>	<b>-</b>	<b>14%</b>	<b>(300 bps)</b>
Finance Costs	1	1	2%	2	(17%)
Depreciation and Amortization	5	4	14%	4	16%
Other Income	1	0	573%	0	573%
<b>Profit before tax</b>	<b>14</b>	<b>13</b>	<b>13%</b>	<b>19</b>	<b>(25%)</b>
Tax Expenses	4	4	(5%)	5	(21%)
<b>Profit after tax</b>	<b>10</b>	<b>9</b>	<b>21%</b>	<b>14</b>	<b>(26%)</b>
<b>PAT margin (%)</b>	<b>6%</b>	<b>5%</b>	<b>100 bps</b>	<b>8%</b>	<b>(200 bps)</b>
<b>Basic EPS (Rs.)</b>	<b>1.88</b>	<b>1.56</b>		<b>2.53</b>	
<b>Diluted EPS (Rs.)</b>	<b>1.83</b>	<b>1.56</b>		<b>2.46</b>	



**Mr. Nitin D. Shah**

**Chairman & Managing  
Director**

“

**Commenting on the performance for Q1 FY25 Mr. Nitin D. Shah, Chairman & Managing Director, Allied Digital Services Limited (ADSL) said,**

"We are pleased to have started the financial year on a strong note. Consolidated Revenues for Q1 FY25 were higher by 6% on a Y-o-Y basis. EBITDA for Q1 has increased by 7% on a Y-o-Y basis and Profit after tax is higher by 21% on a Y-o-Y basis.

Business Visibility remains attractive with continued strong traction in the Indian Market while international business has shown initial signs of improving this quarter. Global customers continue to indicate that IT spends are a priority area for them with a clear focus on transformative programs. While cost optimization remains important, strategic imperatives of implementing best in class technology programs across areas such as cloud, cyber-security, AI, Big Data and Machine Learning are driving decision making across the landscape. This is reflected in the multiple order wins and renewals we have reported this quarter.

We recently celebrated our 40th anniversary and believe the foundation of the last four decades has provided us with strong roots as we now aspire for accelerated growth in our fifth decade. The transformation and augmentation program continues to progress well at ADSL and this is reflected in our performance, our financial position, addition of more large and marquee names to our customer base and enrichment of our leadership team. We welcome Mr. Ramanan Ramanathan (Ex- NITI Aayog, TCS & CMC) joining our leadership council as Global Head Strategy – Growth, Innovation & Partnerships. We are sure that his rich experience and valuable insights will serve us well as we seek to drive scale and value creation."

”





# Key Business Developments



A leading real estate development company in northern India, initially known for affordable housing, is now venturing into the mid-housing segment with a focus on quality execution, value creation, reliability, and global standards. Allied Digital has secured an order to provide Infrastructure Management Services for their offices in North India.

A customer in the glass, ceramics, and concrete manufacturing sector, specializing in high-performance refractory materials, solutions, and services for global iron and steel makers, has awarded Allied Digital the contract to manage Infrastructure Services for their offices in East India.

One of India's largest integrated chemical companies, with an annual revenue of approximately ₹5,000 crores, producing around 900 products and 400 formulations, serving 83 countries, and having subsidiaries in Brazil, China, Ireland, the UAE, the UK, and the USA, has chosen Allied Digital to handle Infrastructure Management Services for their West Region offices and annual maintenance contract services for their Mumbai Region offices.



# Key Business Developments



Allied Digital has renewed contracts across multiple sectors including IT consultancy and services, financial services, the software industry, medical device companies, the shipping industry, FMCG, the food and beverages conglomerate, the mining industry, and defense and space manufacturers.

A provider of innovative scientific solutions and technologies, specializing in advanced microscopy, imaging systems, and analytical instruments, has selected Allied Digital to manage their IT transformation post-spinoff from Olympus. The order includes digital workplace management services such as end-user support, break-fix, IMAC, and on-demand dispatch services.



# Historical Financial Overview

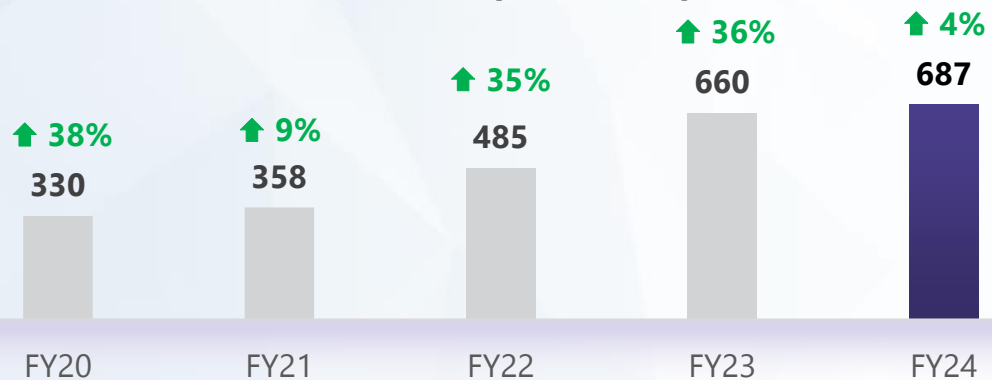


*Inside of Seepz Office*

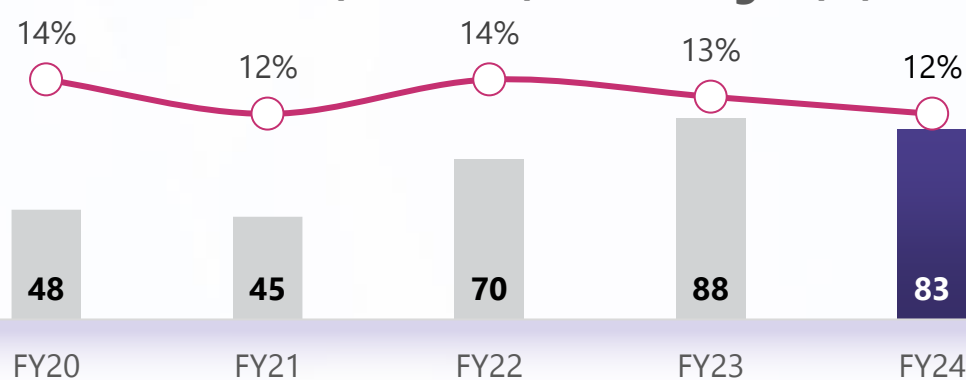


# Historical Financial Performance (Consolidated)

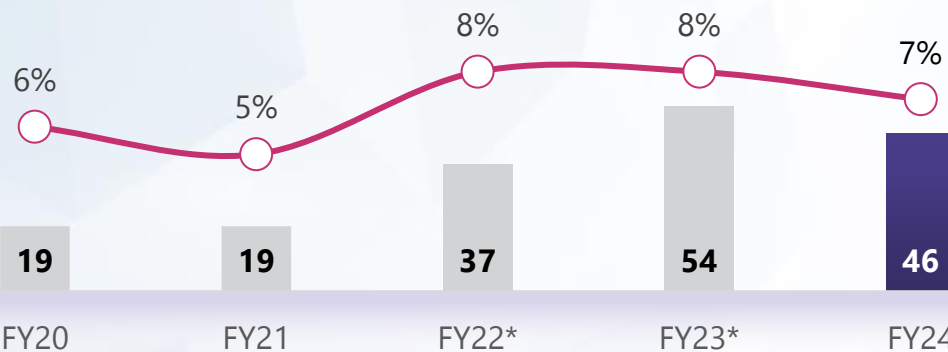
### Revenue (Rs. Crore)



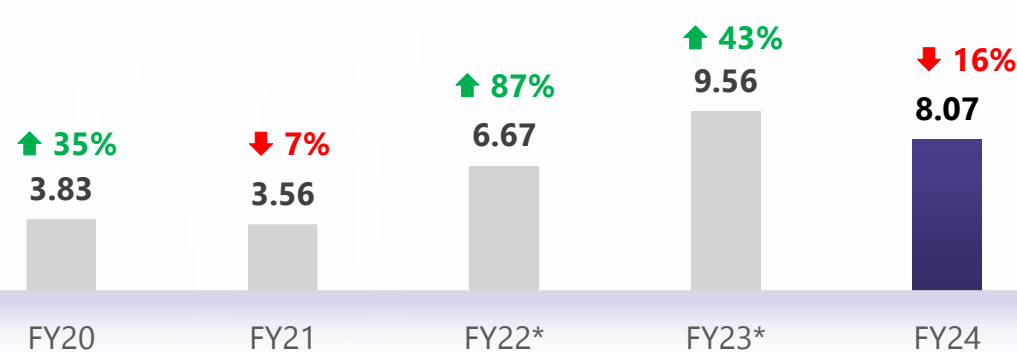
### EBITDA (Rs. Crore) Margin (%)



### PAT (Rs. Crore) Margin (%)



### EPS (In Rs.)

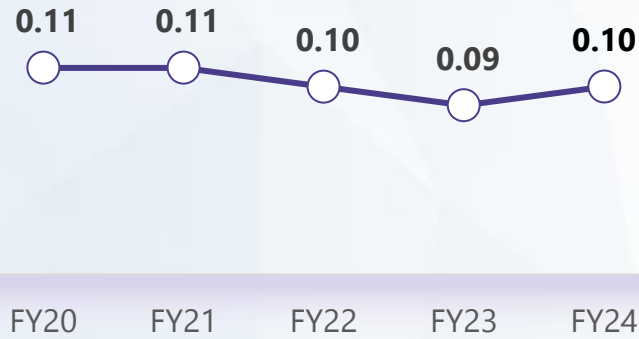


\* Exclusive of exceptional income from FY22 & loss from discontinued operations from FY23

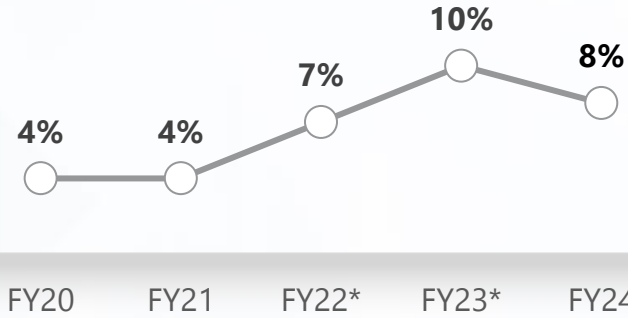


# Key Financial Ratios

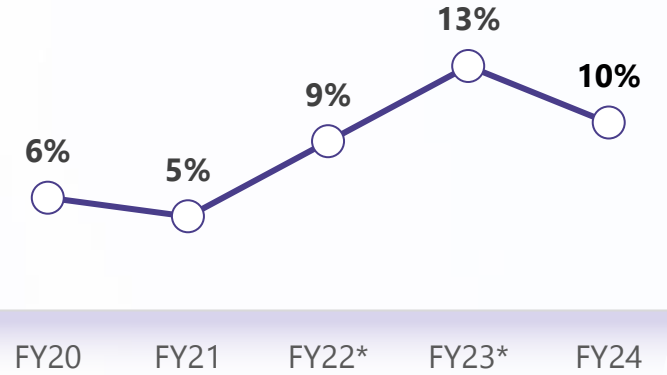
### Debt to Equity (x)



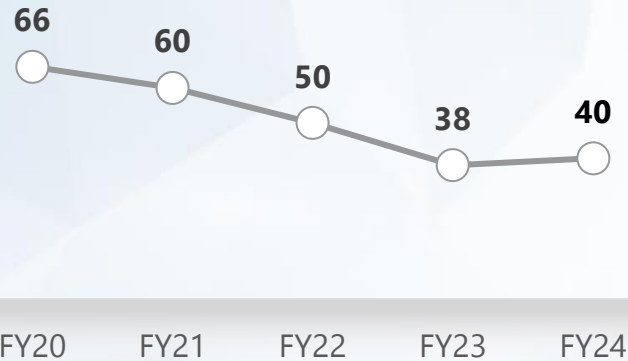
### Return on Net worth (%)



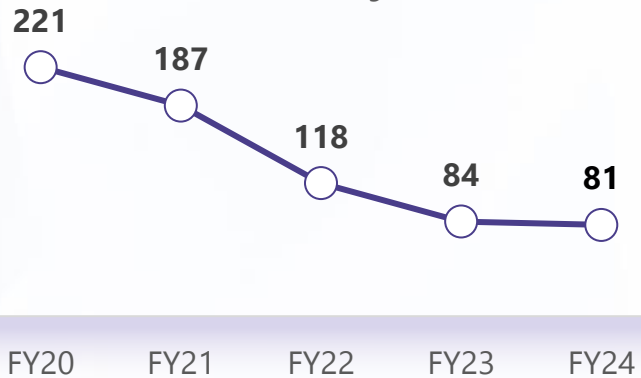
### ROCE (%)



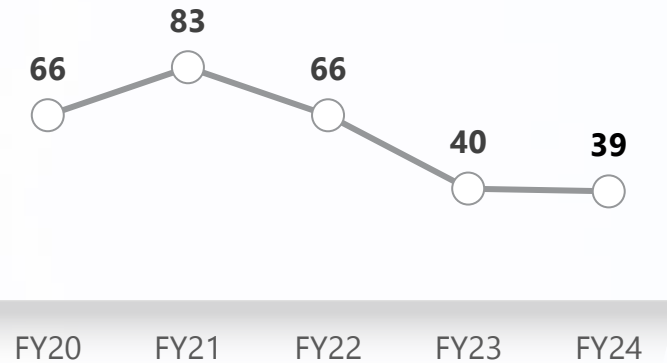
### Inventory Days (#)



### Debtor Days (#)



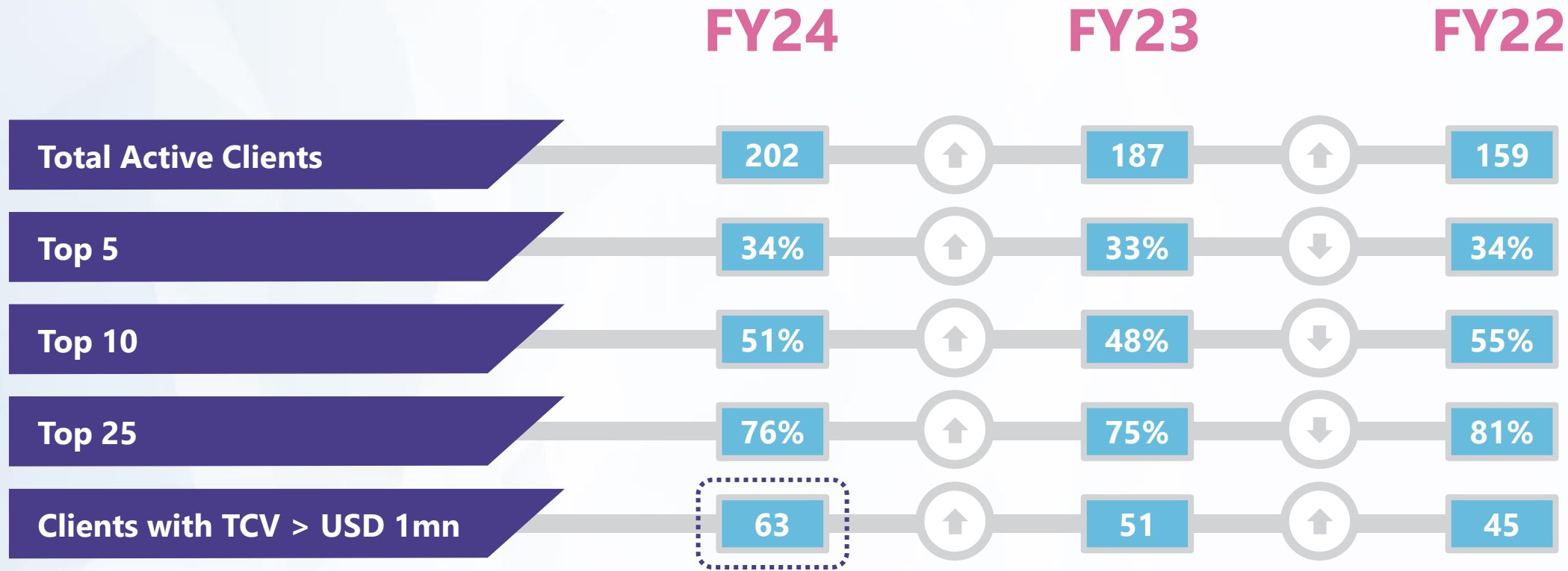
### Creditor Days (#)



\* Exclusive of exceptional income from FY22 & loss from discontinued operations from FY23



# Client Base



TCV – Total Contract Value

Note: Consolidated Figures



# Capital Market Statistics

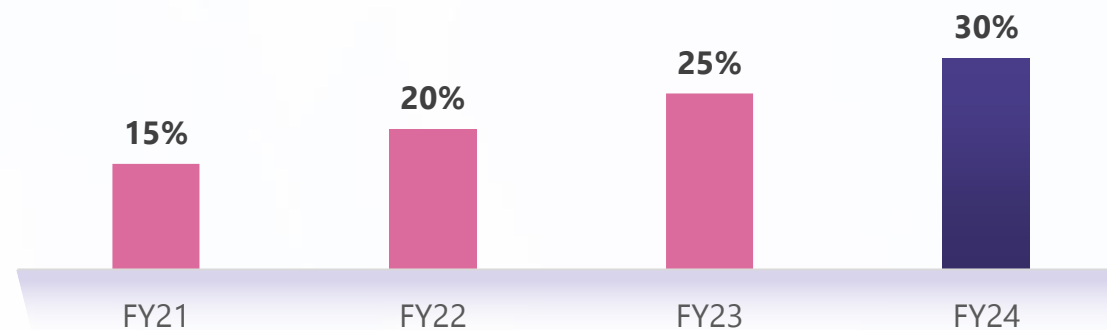
## Price Data (as on 30th July 2024)

Face Value	5.0
Market Price	233.3
52 Week H/L	239.1 / 113.2
Market Cap (INR Cr)	1,293.0
EPS (TTM)	8.63
P/E Ratio	27.03
Equity Shares Outstanding (Cr)	5.5
1 Year Avg. Daily Trading Volume ('000)	822.8
1 Year Avg. Daily Net Turnover (Cr)	13.9

\* From Continued Operations



## Dividend Payout (%)



## Shareholding



## Deep Technical Competence



Providing cutting-edge solutions to a global customer base.

## Rich Experience



Track record of nearly 4 decades

## Marquee Customer Relationships



Successful, multi-year relationships spanning B2B and B2G verticals

## Growth Oriented



Large and growing order book well diversified across customers and geographies

## Leadership



Dynamic and competent leadership guided by an able Board

## Financially Sound



Adequate resources for growth, can make necessary investments towards large projects

## Recognized



Honoured with several awards and recognitions by industry bodies, clients and regulators

## Stakeholder Focused



Favourable employee policies, shareholder friendly, compliant and well-governed





# Key Differentiators



Technical competency in providing cutting-edge solutions that meet the highest standards. Our company supports on Next Generation technologies and remains ahead on the technology curve.

One Stop Shop - End-to-end support to our clients, from ideation to implementation, ensuring a seamless experience. Our company provides Multi-vendor, Multi-product, Multi-location, Multi technology services across the globe.

Rich experience of nearly 4 decades, World Class service governance, best practices & maturity model on service delivery with several industry body certifications

Direct support to clients without the use of any sub-contractors wherever possible.

Focus on Continuous learning and skill development of the Large and diverse workforce driving low levels of attrition

Cost-effective solutions without compromising on quality, allowing our clients to maximize their ROI.

Flexible and Agile, Adaptable to changing circumstances with teams that are empowered to enable quick decision making.

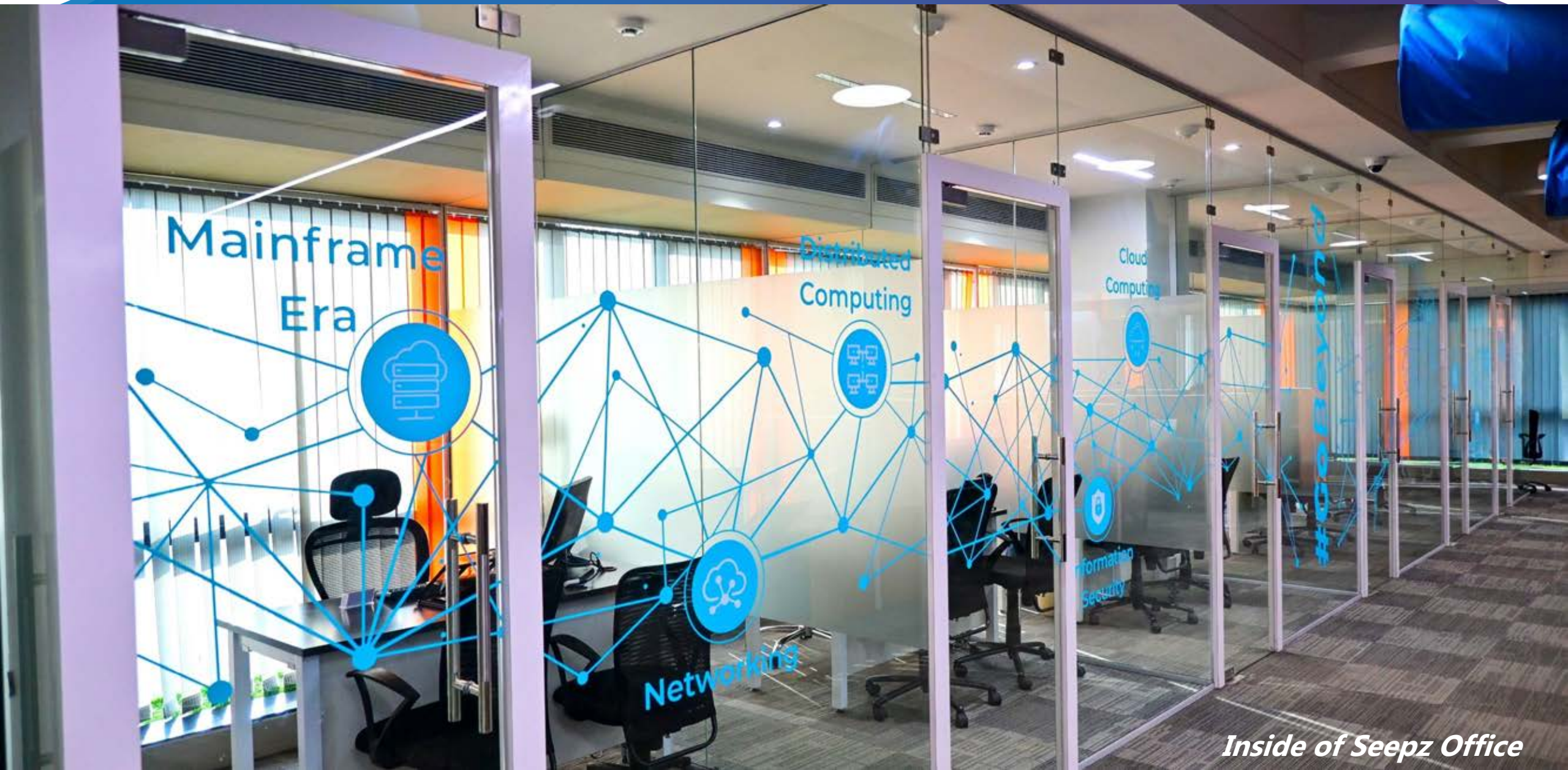


# Celebrating Four Decades of Digital Excellence





# Awards & Accolades



*Inside of Seepz Office*



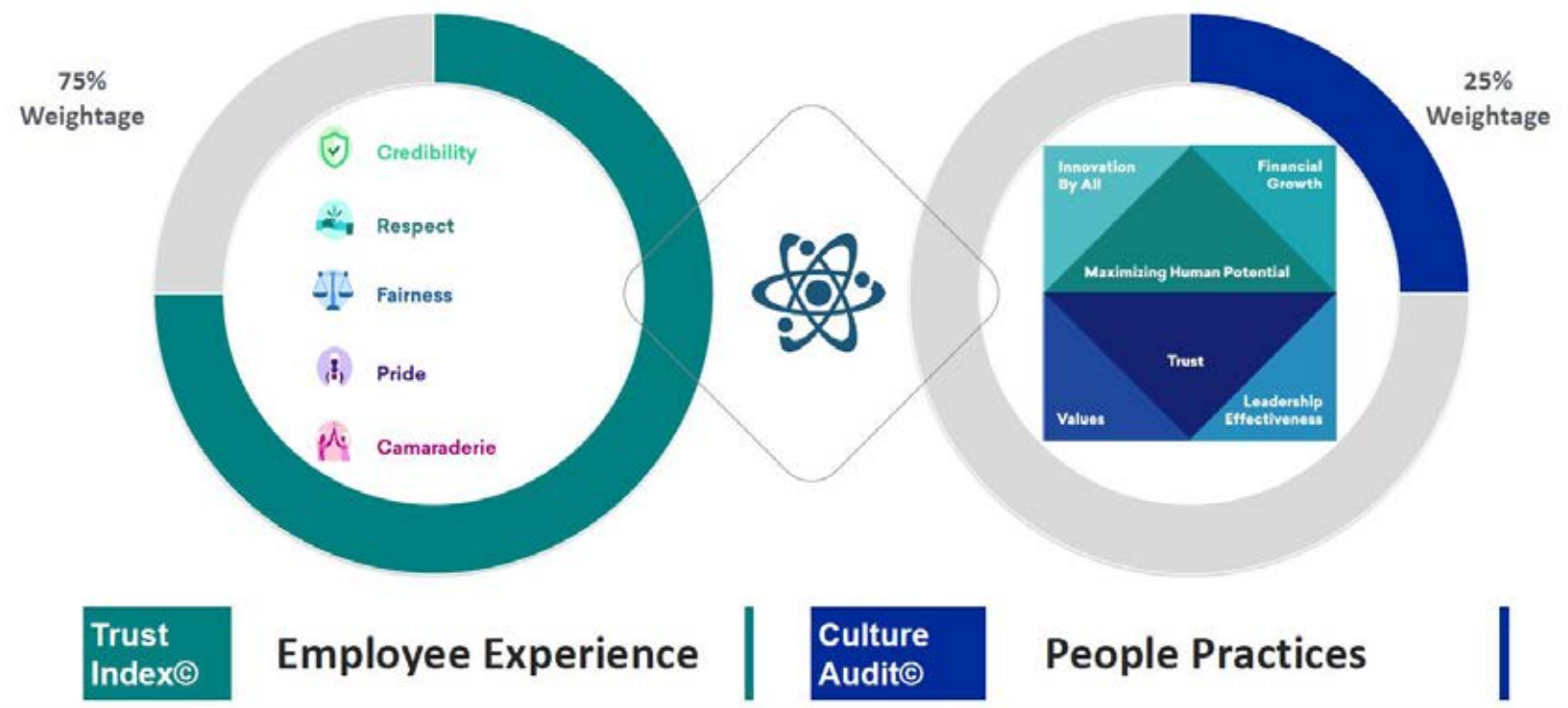
# Certification for Great Place to Work



## Great Place to Work® Methodology



Weightages on Employee Experience and People Practices will determine the ranking



**India's  
Greatest  
Leaders 2023-  
2024**

by URS Asia  
One



**Most Promising  
Business  
Leader of Asia  
2023-24**

by Times Now



**Greatest  
Sustainability  
Brand in IT,  
2023**  
by AsiaOne



**SME Inspire  
Awards  
2023**

By NASSCOM



**Best ESG Initiative  
to Improve  
Communities/  
Cities, 2023**  
by Transformance

**Maharashtra  
State's Best  
Employer Brands,  
2023**  
by  
World HRD  
Congress



*And many more....*



Allied Digital has been honored with the prestigious "Best Organizations in Innovation" award by ET Now - Global Innovation Network 2024. This recognition highlights Allied Digital's commitment to groundbreaking advancements and excellence in the tech industry. Representing Allied Digital at the award ceremony on June 26, 2024, were Paresh Shah, Global CEO; Gopal Tiwari, CFO; and Atul Gulati, Sr. Marketing Manager. The event was graced by Sumnesh Joshi, Deputy Director General, Ministry of Communications, Government of India, who presented the plaque to Allied Digital. This accolade underscores Allied Digital's innovative solutions and their impact on the global tech landscape.



Nehal Shah, Executive Director of Allied Digital Services Limited, won the Milestone Global Icon Awards 2024 in Bangkok in April 2024. The Milestone Global Awards ceremony is dedicated to honoring and motivating leading superstars worldwide across various industries. Nehal Shah was recognized for excelling, demonstrating innovation, and making meaningful contributions to national development and growth.





# Annexures



## OUR JOURNEY THROUGH THE YEARS



Inside of Seepz Office



**Nitin Shah**  
CMD

Nitin Shah, a pioneer in India's IT revolution with 45 years of experience, has successfully led Allied Digital through various challenges. He is currently planning for "creative disruption" in Version 6.0. Nitin holds a degree in Electrical Engineering and a PG Diploma in Computer Management. His visionary leadership continues to drive the company's growth and innovation.



**Nehal Shah**  
Executive Director

Nehal Shah, a key member of the Executive Management Team, leads strategic and operational governance. With over 14 years of experience, he holds a Bachelor's in Engineering and a Diploma in Computer Technology. His insights and expertise are vital to the company's success.



**Sunil Bhatt**  
Director

Sunil Bhatt has been with Allied Digital Group for 30 years, bringing expertise in technology innovation, strategy, business development, product development, solution selling, go-to-market strategies, and customer success. He is a member of the core management group and currently serves as the Chief Technology Officer at Allied Digital Services, LLC, USA



**Tejal Shah**  
Director

Tejal Shah has over 25 years of experience in Finance, Operations, and Marketing. She holds a Bachelor's degree in Commerce from Mumbai University and is actively involved in social causes, focusing on the elderly, children's health and safety, and women's empowerment. She works with various NGOs dedicated to these areas.



**Milind Kamat**  
Independent Director

Milind Kamat is a Ph.D. candidate at the University of Bradford, UK, and a faculty member in Information Management and Analytics. He serves as the Chairperson of the Global Management Program at SPJIMR. With 35 years of experience, including roles as CEO of Atos India and EVP of Atos Group, Milind brings extensive knowledge and expertise to the board.



**Swanubhuti Jain**  
Independent Director

Swanubhuti Jain holds a Post Graduate Diploma in Sales and Marketing Management from NMIMS and an MA from Mumbai University. She has experience in business development, client relationship management, marketing strategy, lead generation, sales, and quality operations, having worked at Accenture, ICICI Prudential, and Birla Sun Life Insurance.



**Shakti Leekha**  
Independent Director

Shakti Leekha is a business leader, advisor, author, and speaker specializing in business transformation through innovative strategies. With 24 years of experience in business development and management in multinational companies, Shakti's expertise spans energy efficiency, security, life safety, renewables, smart cities/IoT, and professional lighting products and illumination projects.



**Anup Kumar Mahapatra**  
Independent Director

Anup Kumar Mahapatra holds a B.Sc. in Agriculture from Odisha University of Agriculture and Technology. With over 34 years in the banking sector, he has deep expertise in business, operations, credit, and international banking. His extensive experience and insights are invaluable to the board.





# Dynamic Leadership Team



**Paresh Shah**  
Global CEO

With 30 years in IT and business processes, Paresh Shah drives Allied Digital's global operations. His skills in securing major projects and providing strategic customer advice are key to the company's growth and market position.



**Jawahar Ali**  
CEO –  
Digital  
Engineering  
Services

Jawahar Ali brings over 40 years of IT and physical security experience to Allied Digital. His expertise in large-scale security solutions and global thought leadership is crucial in shaping the company's integrated solutions strategy.



**Gopal Tiwari**  
CFO

Gopal Tiwari, a Chartered Accountant and Company Secretary with 34 years of experience, brings extensive expertise in finance, strategic planning, and corporate development. His broad industry knowledge enhances Allied Digital's financial management and strategic decision-making.



**Kapil Mehta**  
CFO & COO  
(USA)

With 25 years of diverse experience, Kapil Mehta oversees Allied Digital's USA operations, finance, and corporate functions. His expertise in business partnering, international taxation, and risk management ensures robust operational and financial performance in the company's US market.



**Manoj Shah**  
Chief  
Information  
Officer

As a founding member of Allied Digital, Manoj Shah contributes 36 years of IT industry experience. His role in business strategy and executing complex projects has been key to the company's technological advancement and operational efficiency.



**Ramanan Ramanathan**  
Global Head  
Strategy –  
Growth,  
Innovation,  
Partnerships.

Ramanan, an experienced strategist and growth consultant, advises global entities. As Mission Director of Atal Innovation Mission, he set up over 10,000 Tinkering Labs and 75+ incubators. With a notable career at TCS and CMC Limited, he continues to influence innovation, entrepreneurship, and sustainable development across sectors.



**Jai Venkat**  
Chief  
Growth  
Officer

Jai Venkat's 32 years of experience spans sales, solutions development, and business transformation. His senior executive roles at leading technology companies enrich Allied Digital's growth strategies and service delivery capabilities.



**Dhara Shah Bhansali**  
Chief  
Marketing  
Officer

With a strong academic background and over 10 years of experience, Dhara excels in marketing, communications, and digital strategies. Her passion for technology and commitment to social causes align with Allied Digital's values of innovation and community engagement.



# Dynamic Leadership Team



**Rohan Shah**  
Vice President  
-  
Business Development

Rohan Shah, with his computer science background and experience in business development, drives Allied Digital's growth through consultative sales. His technical expertise and achievement in software development contribute to the company's innovative solutions and client relationships.



**Sunil Nair**  
Business Head

With over 20 years in IT sales, Sunil Nair excels in relationship cultivation. As a senior sales leader, he has a proven track record in securing multi-million dollar deals and long-term contracts. His deep understanding of technology trends drives revenue growth and strengthens relationships with prospects, customers, and OEM partners.



**Ashish Raghute**  
SVP - IT

Since 2009, Ashish Raghute has led our Cloud, Infrastructure, Cybersecurity, and Applications Practices. His previous roles as CIO at a Fortune 500 RV company and Principal at IBM and PwC provide him with valuable insights. Ashish's success in delivering ERP, CRM, E-Commerce, and OSS projects for clients like AT&T, Sony, and Verizon highlights his technical expertise and project management skills.



**Fredrick Parlato**  
Client Solutions Director

Fredrick Parlato, our Atlanta-based Client Solutions Director since 2010, excels in sales, channel, and business development. His focus on infrastructure solutions, applications management, asset management, cloud services, security, and end-user computing has been key to expanding our client base and market presence.



**Hubert Wong**  
Service Ops

Hubert Wong, with over 20 years of IT experience, is a proven strategic thinker and leader. He aligns employees with organizational goals and brings extensive knowledge from private, public, and educational sectors to our service operations.



**Debbie Roa**  
Senior Delivery Manager

Debbie Roa manages Delivery and Technical teams for RIMM, EM, PS, and GSD. Her roles as a Senior Business Analyst at a Fortune 500 RV company and global experience at VeriFone and Hewlett Packard have honed her skills in complex delivery and client satisfaction.



**Bradley Moore**  
Senior Ops Manager

Bradley Moore, a result-driven IT professional, excels in customer intimacy and advisory roles. His expertise in implementing advanced Global Service Desk solutions has been key to enhancing our service delivery capabilities.



**Sair Muhammad**  
EVP - Sales

With over 15 years in client relationship management, Sair Muhammad leads our Americas operations. His background with HCL, Infosys, and Microland has honed his IT Infrastructure Services expertise, making him a key asset to our global sales efforts.



**CS Khyati Shah**  
Company Secretary and Compliance Officer

With over 13 years in Company Secretarial & Compliance Functions, CS Khyati Shah excels in managing board and shareholder meetings for large, listed companies. Her expertise in SEBI regulations, corporate governance, and handling corporate actions ensures Allied Digital's adherence to regulatory requirements and best practices.

# Empowerment, Responsibility and Accountability (ERA) for Employees



- Total Transparency at the forefront
- We are characterized by inclusive growth and collective decision-making practices
- Our CMD believes in empowerment at all levels of the organization



- Our goal is to strengthen our core team and ensure we can achieve great success
- Our approach has shifted from individual-driven to team-oriented delegation, following the exemplary "Guru Shishya model"



- We follow a Management by Participation business model
- We believe in decentralized decision-making
- The approach provides enough bandwidth to top management for forward-thinking business growth



- Allied Digital Services believes in a culture of Empowerment, Responsibility, and Accountability - ERA - where these three principles go hand in hand

## Employee Life Cycle

Attraction

Onboarding

Development

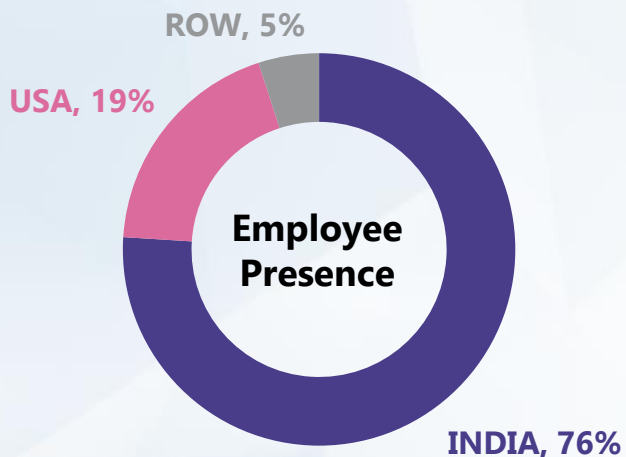
Separation



Recruitment

Enablement

Retention



# Environment, Social and Governance (ESG)

## ENVIRONMENT



- Several energy saving activities in premises
- Energy Saving: Implementing activities to reduce our carbon footprint.
- Tree Plantation: Supporting tree plantation to enhance green cover and combat climate change.
- Plastic Reduction: Reducing plastic usage, promoting filtered water over bottled water.
- E-Waste Management: Partnering with NGOs for responsible e-waste disposal.

## SOCIAL



- Employee Grievance Support: Providing online and offline services for employee grievances.
- Gender Neutrality: Adhering to gender-neutral policies and supporting opportunities for disabled individuals
- .Equal Opportunity: Promoting equal opportunity and diversity globally.
- Core Values: Upholding a strong "Core Value Pyramid" with Ethics and Integrity at the top.

## GOVERNANCE



- Whistleblower Policy: Ensuring transparency and accountability with a robust whistleblower policy.
- Open Door Policy: Encouraging open communication and feedback within the organization.
- Compliance: Adhering to statutory regulations, labour laws, and mandatory onboarding procedures.
- Continuous Communication: Maintaining transparency through leadership town hall sessions.



# Corporate Social Responsibility

## Enhancing Safety In Educational Institution

As part of our CSR commitment, Allied Digital Services undertook a significant initiative to enhance safety and security measures at Maji Vidyarthi Vikas Prabodhini Loni (MVVP) School in Pune by providing Closed-Circuit Television (CCTV) systems. This project aimed to create a secure learning environment that fosters academic growth and emotional well-being among students and staff

### The primary objectives of installing CCTV systems in school



#### Enhance Security

CCTV cameras act as a deterrent to potential intruders and vandals, safeguarding school property and ensuring a safe environment



#### Monitor Activities

Cameras enable school authorities to monitor key areas, helping prevent incidents of bullying, violence, or unauthorised access.



#### Emergency Response

CCTV footage provides valuable information for swift and appropriate responses to emergencies or suspicious activities.

### The implementation process involved

- 1 **Assessment and Planning**  
Thorough assessment of school premises to identify critical areas for camera placement.
- 2 **Installation**  
Certified technicians installed CCTV cameras in strategic locations.
- 3 **Integration and Testing**  
The system was integrated with existing security protocols and rigorously tested.
- 4 **Training and Support**  
School staff received training on operating the CCTV system and responding to security incidents.





# About Us



We are a BSE/NSE listed Global leader in Information Technology consulting and services, since 1984. HQ in Mumbai, India, we are a global managed service provider and Master Systems Integrator, offering infrastructure solutions and services to clients in 70-plus countries. The service portfolio ranges from cloud enablement, cyber security, integrated solutions, infrastructure management, software services, and workplace services. We were the first Indian company to have executed a Smart City Project with our Pune City Surveillance project delivery in 2015. The company has a global workforce of 3,000 plus professionals, local support functions, and governance frameworks, and offers its expertise and services to several Fortune 500 companies.

Website- [www.allieddigital.net](http://www.allieddigital.net)

## For further information, please contact:

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# Thank You

