



November 12, 2024

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai-400 001.
Scrip Code: 543398

National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex Bandra East,
Mumbai 400 051
Scrip Symbol: LATENTVIEW

Dear Sir/Madam,

Sub: Update to the Investor Day 2024

In addition to the Investor Presentation filed on November 08, 2024, we have enclosed herewith the Business updates of the Investor Day 2024 for your reference.

This presentation is also made available on website of the company i.e., <https://www.latentview.com/>.

This is for your information and records.

Thanking you.

For Latent View Analytics Limited

P. Srinivasan
Company Secretary and Compliance Officer

BUSINESS HIGHLIGHTS

FY25 Update & Business Outlook



Rajan Sethuraman

Chief Executive Officer
LatentView Analytics



Rajan Venkatesan

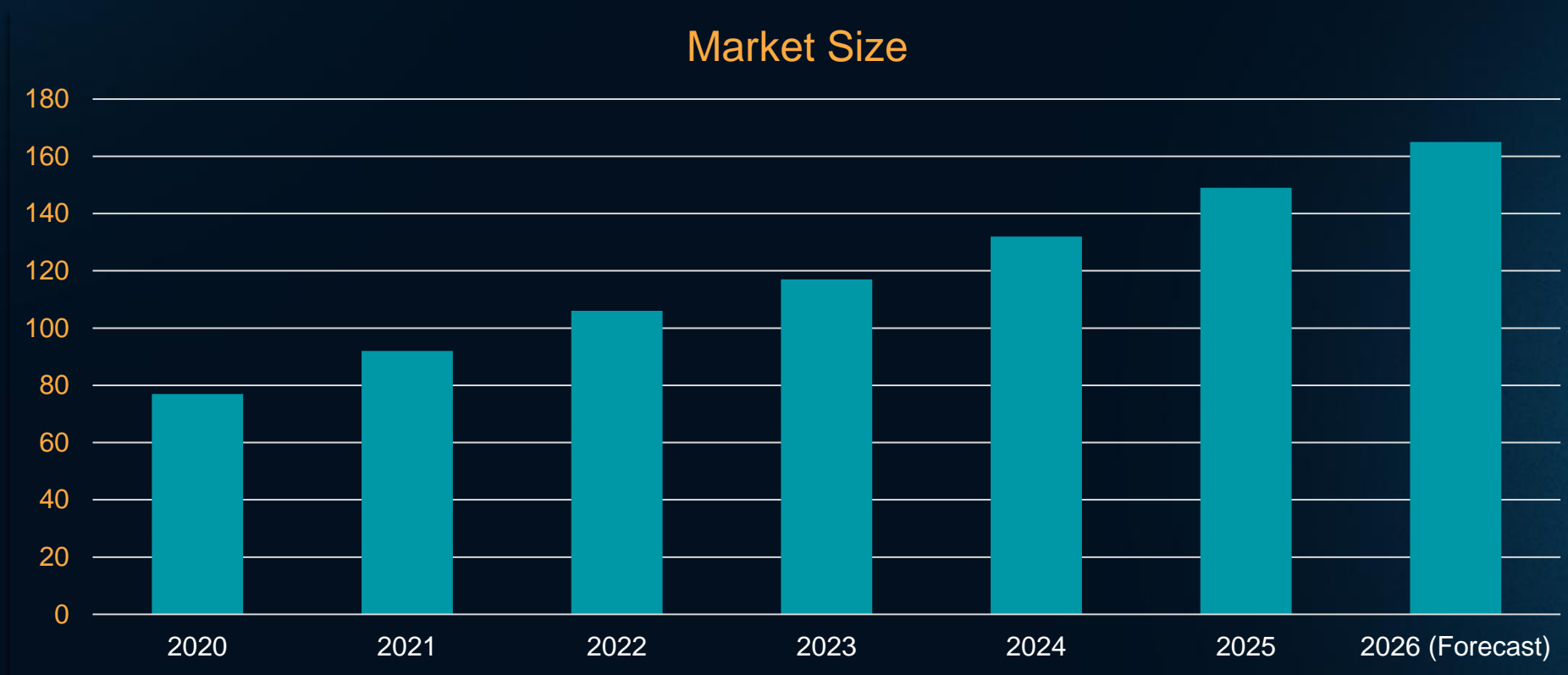
Chief Financial Officer
LatentView Analytics

Agenda

- Market outlook
- LatentView's Journey So Far
- Latentview's Growth Strategy

Market Outlook

We still foresee data, analytics & AI services market to grow up to \$165 Bn by 2026



- Approx. **40-45%** of services is outsourced and there is scope for further penetration.
- India is the top outsourcing destination for analytics with a market share of **45%** in the workforce of the 3rd party service providers.

AI-led Analytics powering Today's Digital World

2010 to 2018

Traditional Analytics

Problem: Limited to a specific user requirement

Input Data: Structured form

Output Data: Predominantly static dashboards & basic visualizations



2018 to 2020

Technologies acting as Catalysts



AI/ML



Cloud Computing



Data Pipelines



Automation



NLP



Data Orchestration



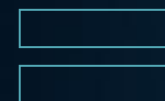
Data Lakes/
Warehouses



Knowledge
Discovery Tools



Internet Of
Things



2020 onwards

AI-led Analytics

Problem : Exploratory analysis without any user inputs

Input Data: Large, complex, unstructured datasets

Output Data: Comprehensive, interactive visualizations, natural language explanations

Data and analytics will become the centerpiece of enterprise strategy, focus and investment

Driving impact through Horizontals X Verticals alignment

Horizontals



AI/ML & Advanced Analytics

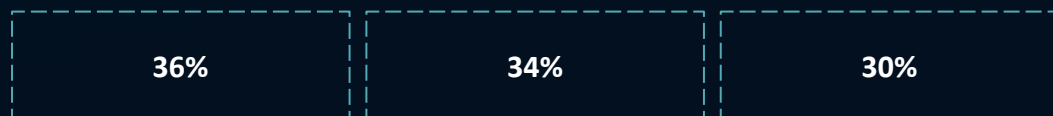


Data Visualization

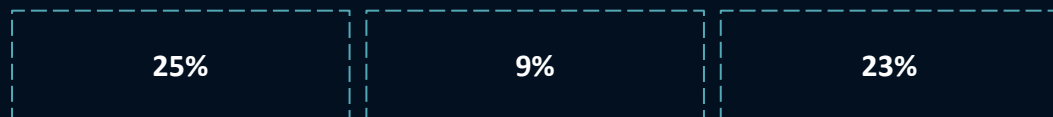


Data Engineering

% Composition In Total Market



CAGR (Last 5 years)



Verticals



BFSI



Retail / CPG



TMT

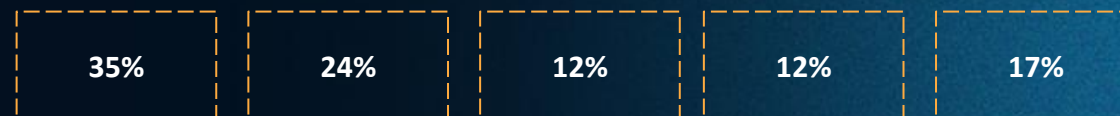


Healthcare

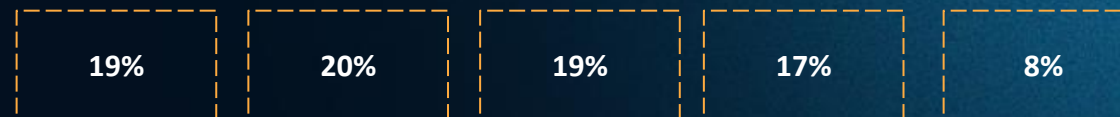


Others

% Composition In Total Market



CAGR (Last 5 years)



Data & Analytics Services Cuts Across All Verticals & Horizontals

Outsourcing: A Key Driver for Emerging Analytics Services

The global data analytics outsourcing market, valued at \$9.24 billion in 2023, is expected to grow at a 32.1% CAGR through 2030

Segment	Representative Set of Companies	Market Share (2024)	Growth in market Share
Pure-Play Analytics Companies			
IT Service Companies			
BPM Players			
Consulting vendors			

LATENTVIEW'S JOURNEY SO FAR

Organizational growth through key evolutionary stages

Strategic Foundations and Leadership



2007 - 2014

Expanded reach through partnerships, especially with **Microsoft**.

New **CEO** to drive strategic growth forward.

Deloitte.

Technology Fast 500 Asia Pacific 2009 & Technology Fast 50 India 2012

Market Specialization and Scaling



2015 - 2020

Launched **verticals**, boosting relevance and specialization.

Strengthened operations and broadened client-focused services.

FROST & SULLIVAN

Analytics Solutions Provider of the Year 2017

Public Market Presence and Capability Expansion



2021 - Present

Transitioned **public**, unlocking growth & visibility opportunities.

Acquired capabilities for future-focused AI innovation.

THE MOST SUBSCRIBED IPO EVER
Latent View Gets ₹1.12-Lakh cr Bids for ₹600-cr Public Offer



A LATENTVIEW COMPANY



The LatentView Journey Continues

With an acquisition strengthening our CPG/Retail muscle in the market



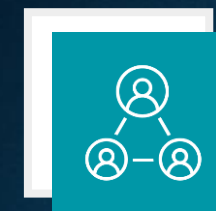
Strong capabilities and geographic presence

- Revenue growth management is used extensively by every CPG company
- **Beagle GPT** is a GPT based analytics product on a **Microsoft Teams** environment
- Presence in South America geography



Marquee logos

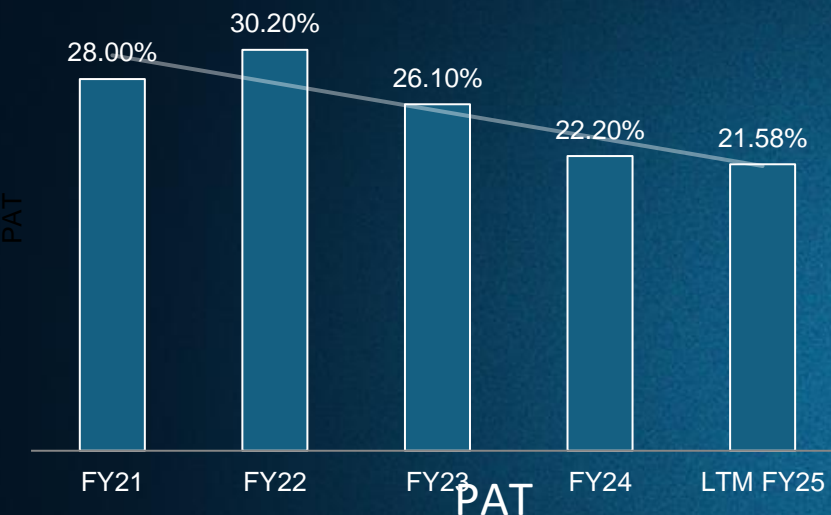
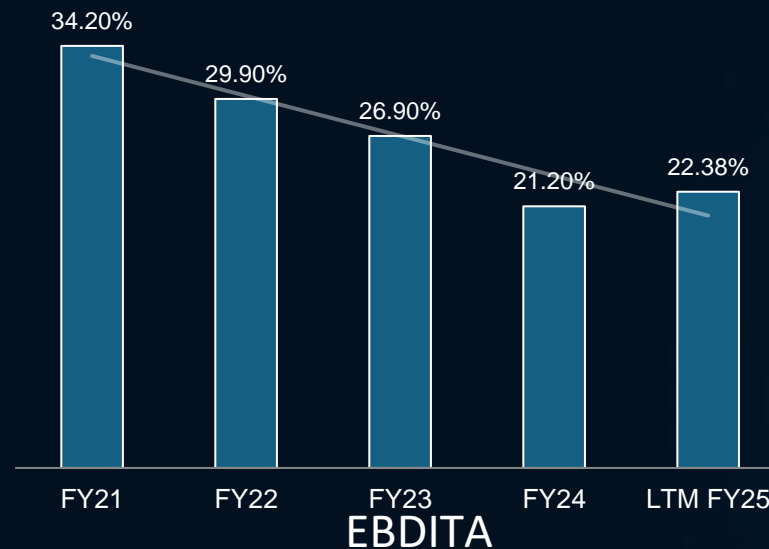
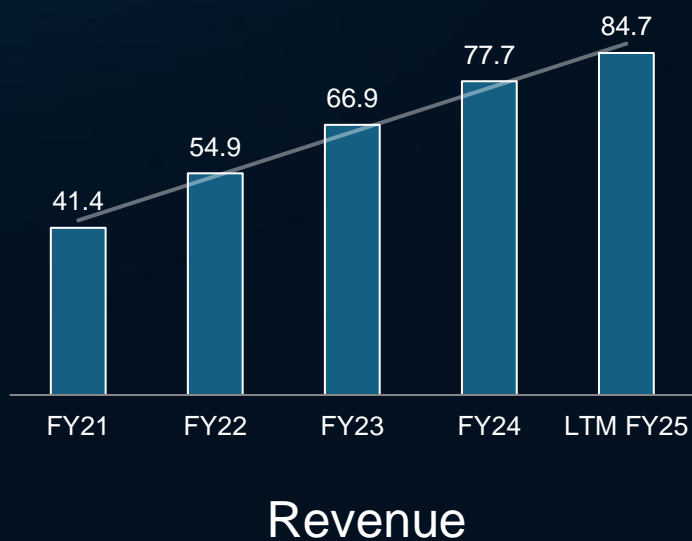
- **5+ Global giants** in CPG/Retail industry
- Helps to grow our own CPG practice **by ~200%**



Talent

- **Access to talent** that has extensive CPG knowledge
- Presence in **Chile, Mexico and Brazil** can act as strong Nearshore opportunities

Achieving exceptional growth with strong topline and bottomline performance



Growth of **1.5 times** delivered from since FY22, driven by strong relationships with our **top customers**.

76% of our revenue today comes from clients we have been served for over **five years**.

While **Technology** was the bedrock of our growth journey, revenue from financial services **BFSI** sector grew by **57% on YoY basis**.

LATENTVIEW'S GROWTH STRATEGY

Our vision is to reach \$200 - \$220 M by FY27-28

Horizontal Focus



AI/ML & Advanced Analytics

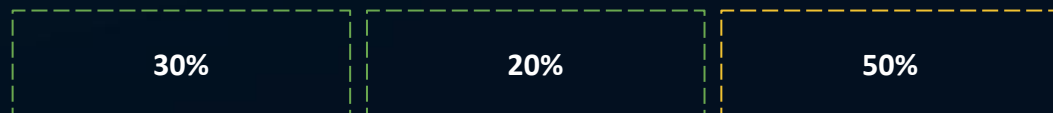


Data Engineering

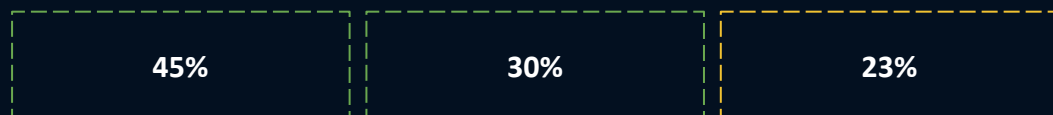


Data Visualization

% Composition In LatentView



Expected Growth



Vertical Focus



BFSI



Retail / CPG

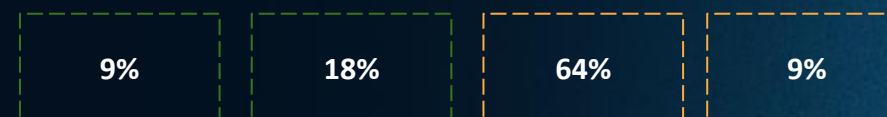


TMT

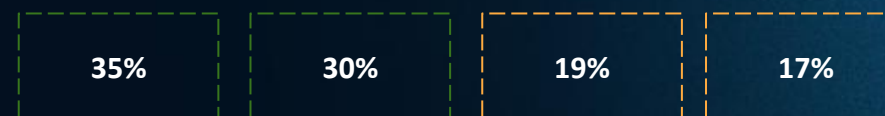


Others

% Composition In LatentView



Expected Growth



Vertical Focus : BFSI, Retail/PG

Horizontal Focus : AI/ML Advance Analytics & Data Engineering

Future investment

Investment sustained

Strategic priorities over next 3 years



Expand Marketing Analytics for deeper client insights

Drive a Data-Driven Marketing Model to enhance product, channel, and customer experience strategies.



Continue Driving Impact through Scalable GenAI Solutions

Empower Business Transformation with LatentView's RAISE, delivering GenAI-driven solutions.



Enhance Data Engineering through Databricks partnership

Foster data engineering innovation and best practices in partnership with Databricks, empowering clients with cutting-edge cloud data solutions.



Grow Nearshore Centers for improved client support

Strengthen client proximity and support through expanded nearshore centers at Canada, Mexico and LATAM, enhancing delivery efficiency and client responsiveness.



Increase APAC presence with GCC to capture regional demand

Expand India GCC hubs with a focused charter for rapid scaling, meeting growing demand, & enhancing regional expertise to support client need.



Invest in Talent Upskilling for advanced analytics and AI

Accelerate talent growth with L&D partnerships and in-house bootcamps, building a skilled, scalable workforce for future.

Thank You!