



A Global IT Transformation Architect.™



**October 28, 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 half year ended September 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 and half year ended September 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 Q2 FY25

October 2024



99%

Service Coverage

70+

Countries

40

Years



allied|digital®

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



Command Centre at Client 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

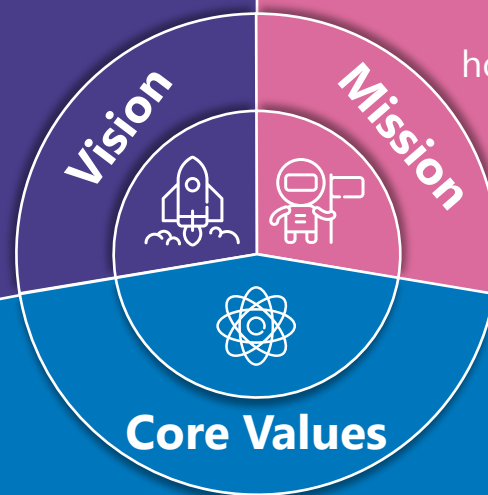
**Rs. 170 cr**

Cash Reserve

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

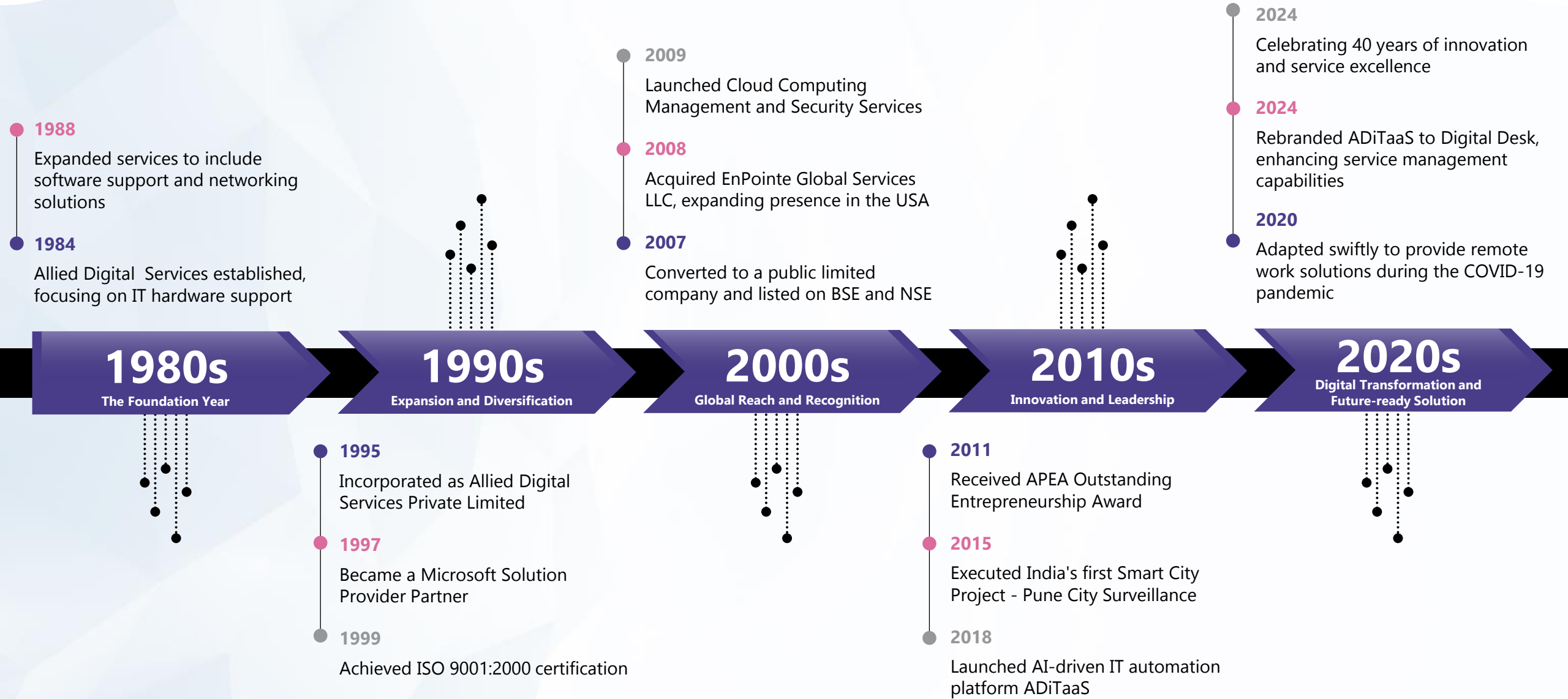
**Capabilities and Infrastructure** - Core Pillars of Service Delivery

**Transparent Transactions** - Flexibility and Visibility





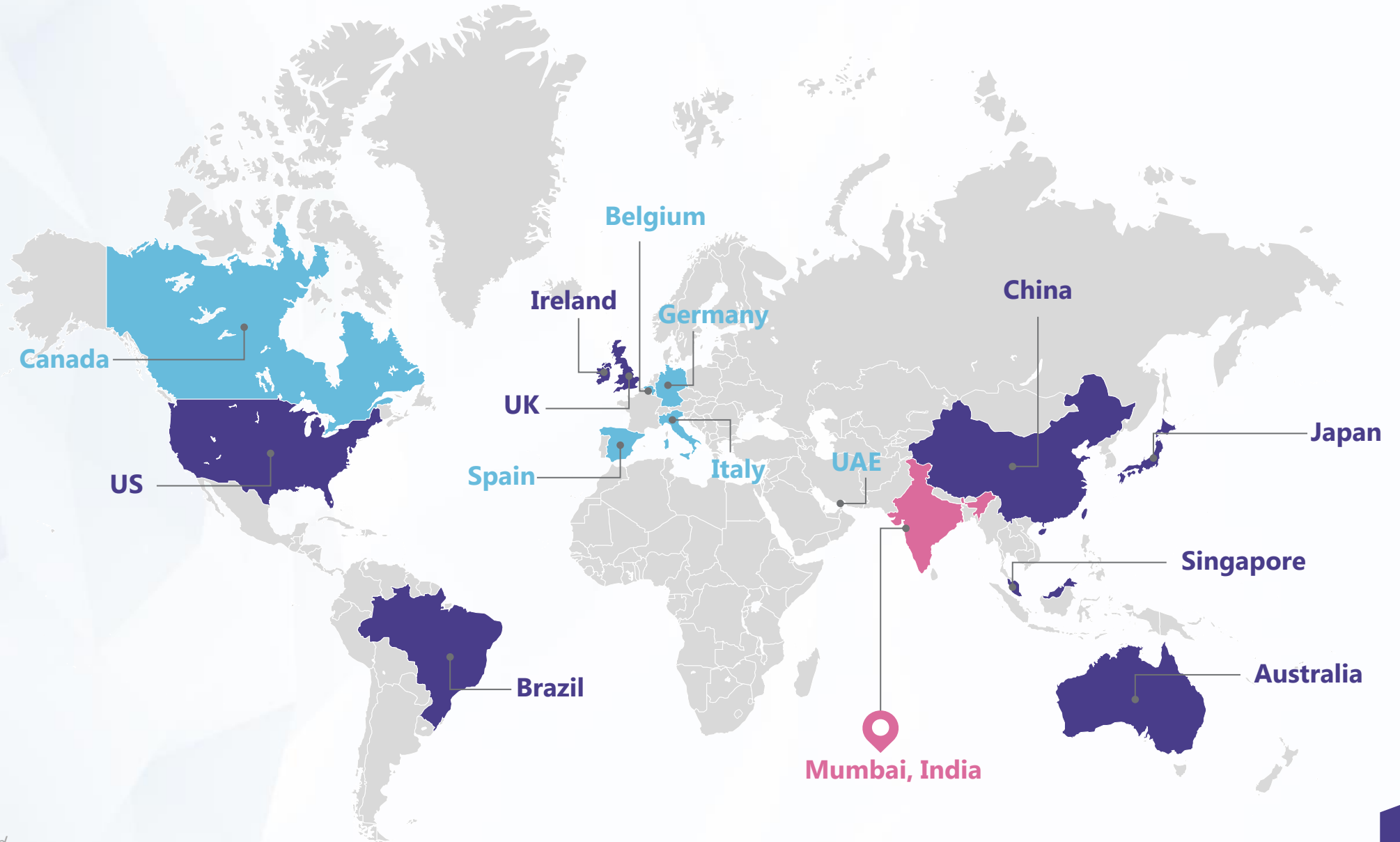
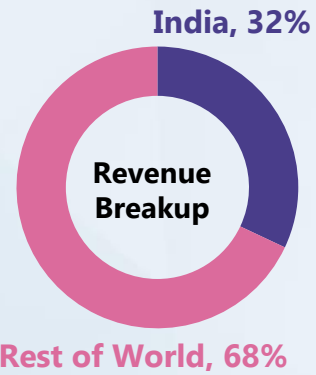
# Evolution of Allied Digital







# Geographical Presence



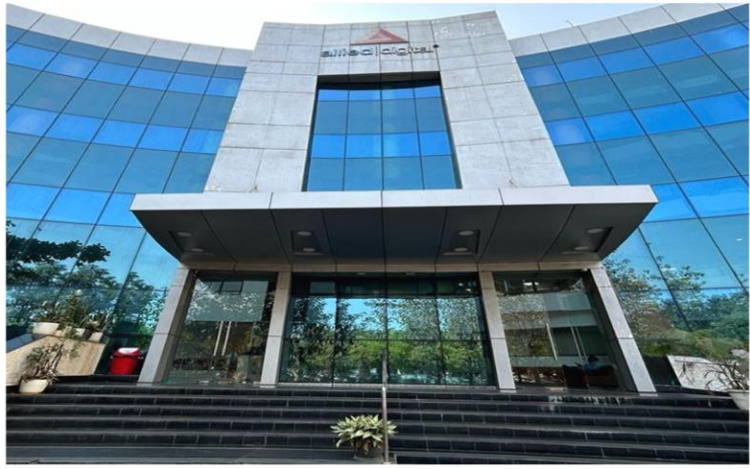
- Headquarters
- Subsidiaries
- Branches



# Development Centres



Navi Mumbai



Kolkata



USA – Los Angeles



Nariman Point HO



Mumbai -Andheri



Ahmedabad





# Offerings



  
**allied|digital**<sup>®</sup>  
*IT managed. Responsibly.*

*Inside of Nariman Point Office*



# Service Capability Matrix



## 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

# Segments

## Services

Focus on delivering continuous, long-term support to clients.



Services are typically of an annuity or recurring nature, ensuring clients receive consistent and dependable assistance.



While the initial margin profile may be lower than Solutions, Services offer greater margin potential and strategic stability in the long run.



Services contracts contribute to strong customer retention.



## Solutions

Provide one-time implementations tailored to address specific client needs or challenges.



These projects may include transformative initiatives, system upgrades, or the setup of infrastructure at new locations.



Due to the nature of the implementation, Solutions generally offer higher margin profiles.

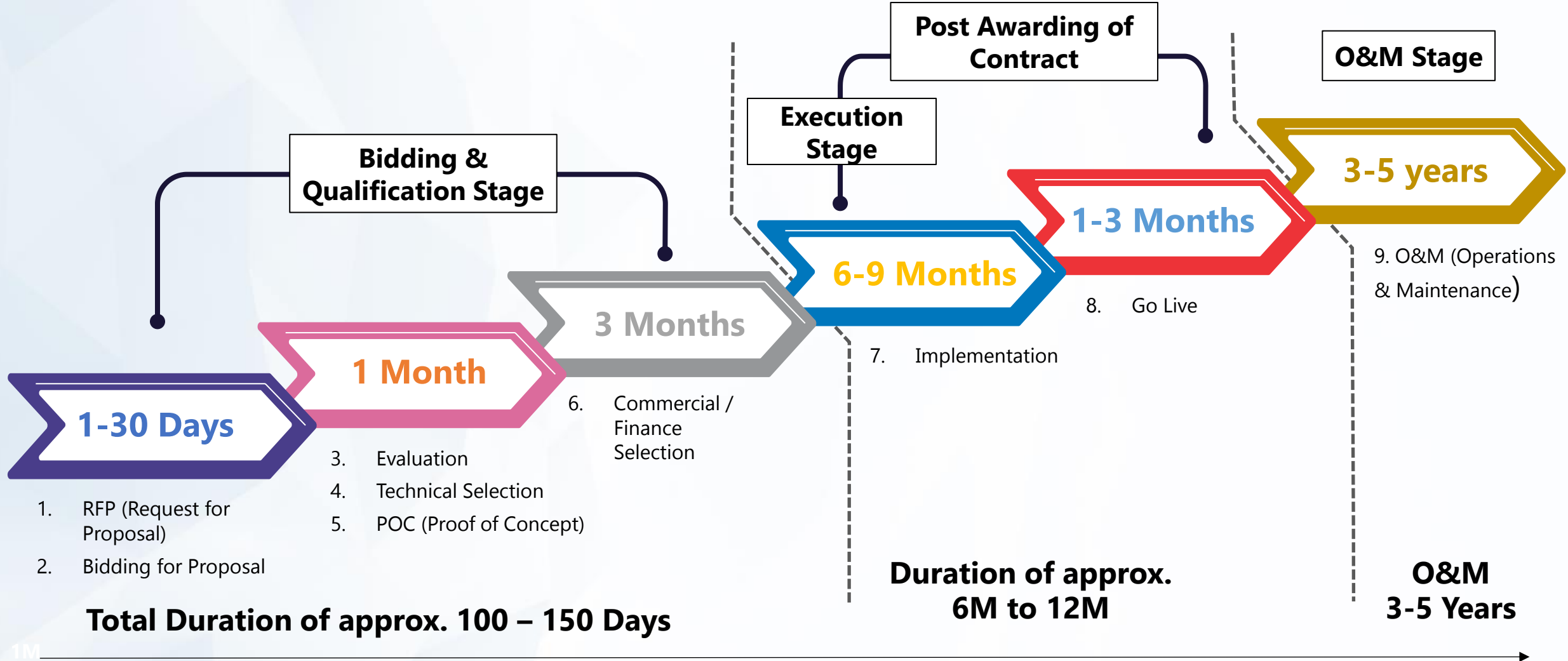


Successful work in this area can lead to future opportunities and further engagements with clients (farming).



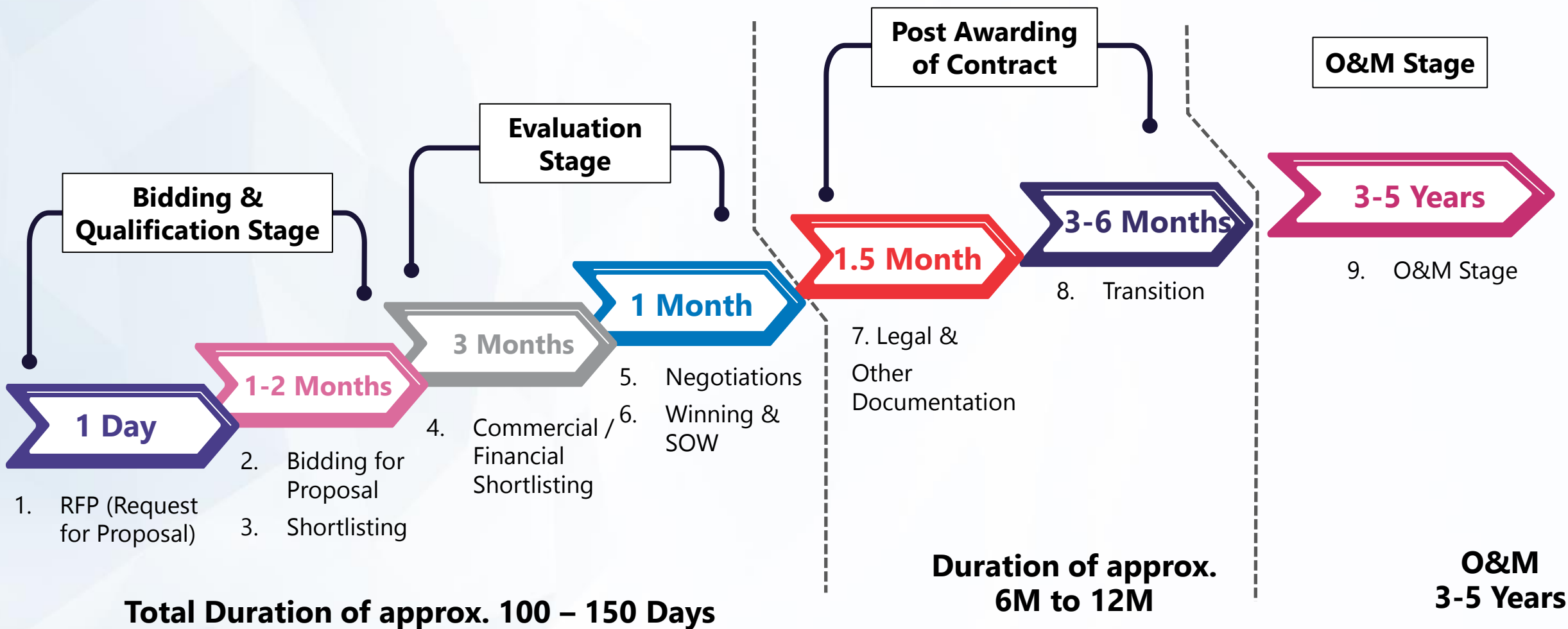


# Lifecycle of Solution Contract (Government Projects)



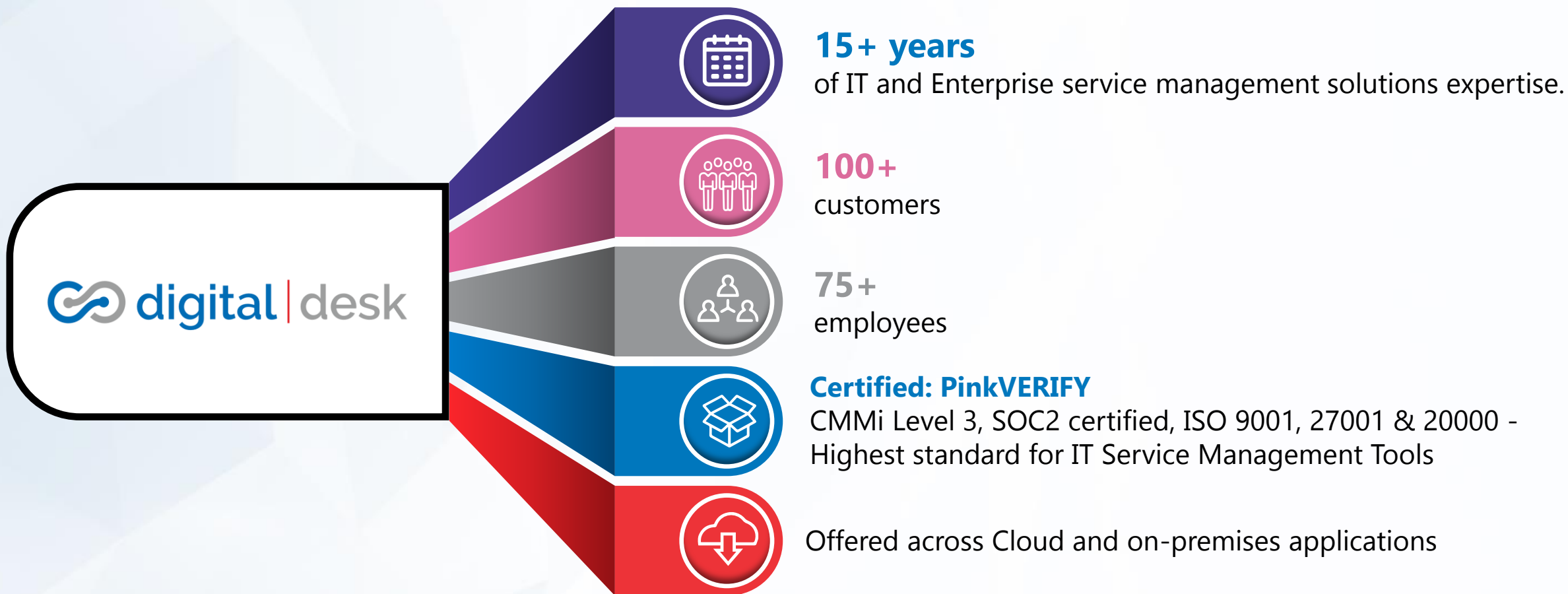
Duration of around 5-6 Months from Date of opening of Bid till the first Invoice is raised

# Lifecycle of Service Contract (Private /PSU)



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







# Digital Desk Enduser Interface

## Welcome back!

Please sign in to continue

Username

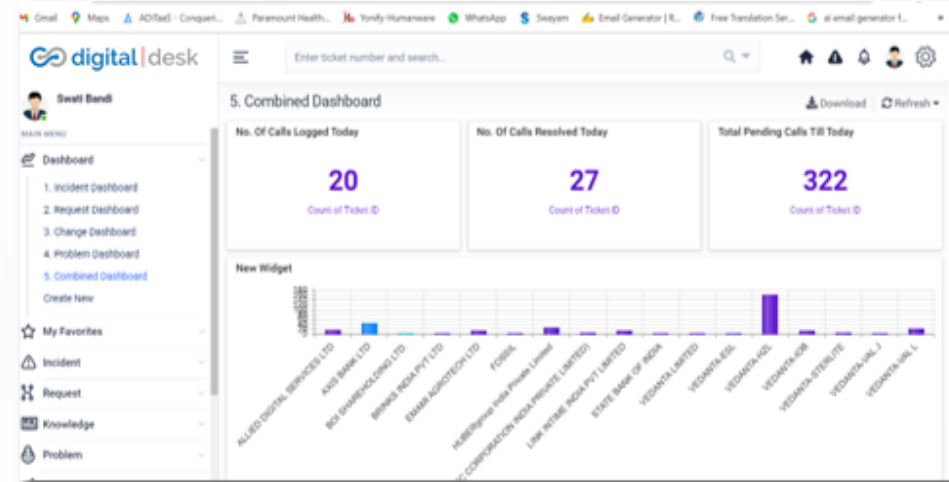
Password

Remember me [Forgot Password?](#)

[Sign In](#)

log in with

Microsoft



Report Catalog

Category	Reports
CSD Reports	CSD - All Tickets, CSD - Daily Tickets, CSD - Open Tickets, Customer Wise Open Tickets Count
Incident Matrix Reports	All Incidents, Closed Incidents By Category, Closed Incidents By Priority, Current Month Incidents By Priority
Incident Raw Reports	All Incidents, All Incidents By Clients, cad, Open Incidents
Incident Summary Reports	Closed Incidents By Category, Closed Incidents By Open Date, Closed Incidents By Open Date, Closed Incidents By Priority
Request Matrix Reports	Request Status By Category, Request Status By Priority, Request Status By Technician
Request Reports	All Requests, Open Requests



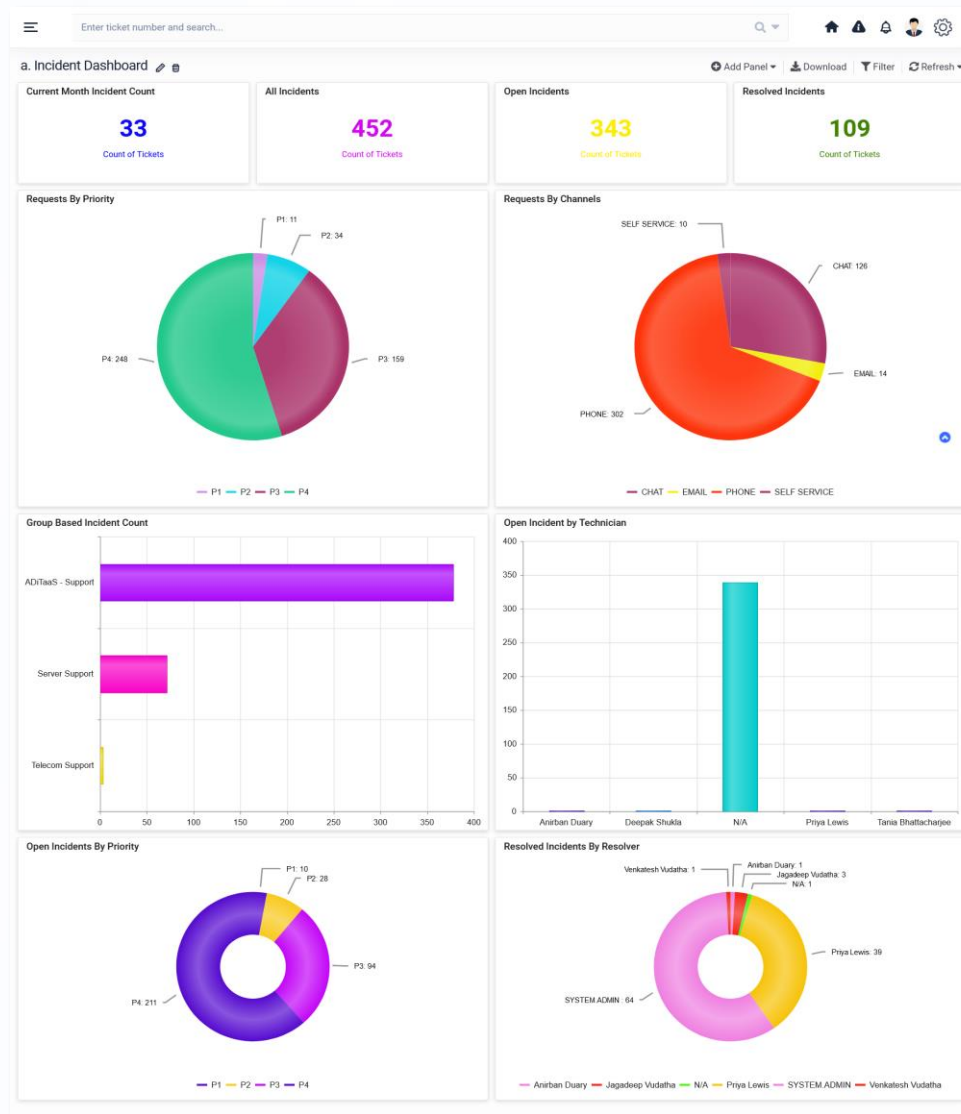
# Digital Desk Enduser Interface

Enter ticket number and search...

My Group Work

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: 11/18/2022 17:29:35 | 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 \*
  - ★★★★☆ 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

Target Tim: 12/06/2022

Export to Excel

My Tickets

ID	Title	Status	Assignment Group	Category	Sub Category	Item
IN-221129-0001	Monitor Services	OPEN	ADITaaS - Support	Account Management	Active Directory	Pas
IN-221110-0001	Monitor Services	OPEN	ADITaaS - Support	Account Management	Active Directory	Pas
IN-221110-0002	Monitor Services	OPEN	ADITaaS - Support	Account Management	Active Directory	Pas
IN-221110-0003	Monitor Services	OPEN	ADITaaS - Support	Account Management	Active Directory	Pas
IN-220923-0001	Monitor Services	OPEN	ADITaaS - Support	Account Management	Active Directory	Pas
IN-220923-0002	Monitor Services	OPEN	ADITaaS - Support	Account Management	Active Directory	Pas
IN-220914-0001	Monitor Services	OPEN	ADITaaS - Support	Account Management	Active Directory	Pas
IN-220830-0001	Password Reset	OPEN	ADITaaS - Support	Account Management	Active Directory	Pas



# Digital Desk Mobile Interface



digital | desk

Welcome back!

Helpdesk URL

indiademo.aditaas.com ⓘ

Next

digital | desk

5:44

How can we help you?

**Ticket Details**  
IN-230213-0002  
Created on: 13-Feb-23 | 02:12 pm  
Resolved on: 17-Feb-23 | 02:46 pm  
Resolved by: Agent User  
[View Survey](#)

**Ticket Details**  
R-230203-0002  
Created on: 03-Feb-23 | 10:21 am  
Resolved on: 07-Feb-23 | 12:15 pm  
Resolved by: Demo User  
[View Survey](#)

**Ticket Details**  
IN-230202-0001  
Created on: 02-Feb-23 | 08:04 am  
Resolved on: 06-Feb-23 | 03:46 pm

**My Tickets** [View All >](#)

Open	In Progress	Closed
3	0	0

**My Approvals** **Group Approvals**

Pending	0 >
Approved	0 >
Rejected	0 >

Home FAQs **+** Surveys My Assets

ADI TaaS

How can we help you?

GENERAL TROUBLESHOOTING

Windows crashed

- I am facing issue
- I need a service
- I need a new service & product catalogue
- I am looking for a solution

Home FAQs **X** Surveys ChatBot

**Service Catalog** **X**

- New Hire** [Read more](#)
- Corporate Desktop** [Read more](#)
- Corporate Laptop** [Read more](#)
- Keyboard and Mouse** [Read more](#)
- Monitors** [Read more](#)
- Headsets** [Read more](#)
- Mifi Device** [Read more](#)

**Announcements** **X**

- Allied Digital Services - US operations excels in Customer Delight !!** [Read more](#)  
12/08/2022 | 03:03:07
- Wearing Mask Mandatory** [Read more](#)  
12/08/2022 | 03:02:57
- Gentle Reminder- expedite: Vaccination - A must!! -** [Read more](#)  
12/08/2022 | 03:02:45

## 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





# Revolutionising Indian Agrochemicals Company Operations



## A Digital Transformation Success

### The Challenge

A India's pioneers and leading Agri-solutions provider, offering diverse products and services across the farming value chain. With growing business Customers were looking for industry-standard IT Services :

- IT Support with prompt Response
- Manage 750 Retail Stores and 21 Plants, Offices and Head Office Support
- Dedicated Resources to Manage Data Centre Operations



### Overcoming Obstacles

Dedicated Resources to Manage Data Centre Operations  
Dedicated Support for Retail Stores to solve their IT Issues with prompt Response.

Allied Digital's team worked closely with the client to ensure seamless integration and service delivery.

### TRANSFORMATIVE IMPACT

The implementation yielded remarkable results:

#### Increased Uptime

9X6x7 monitoring of critical services i.e., DC and Retail services along with immediate remediation, achieved over 99% uptime for DC Services.

#### Efficient Support

A dedicated location-specific Service Desk for corporate users & Centralised Service Desk for Retail users achieved a 60% FCR Corp. without escalation and an 89% FCR for Retail achieved without any escalation.

#### Enhanced Monitoring

A dedicated location-specific Service Desk for corporate users & Centralised Service Desk for Retail users achieved a 60% FCR Corp. without escalation and an 89% FCR for Retail achieved without any escalation.

#### Reduced Ticket Backlog

The open ticket backlog was reduced from 500 to 150 within three months, ensuring faster resolution of user issues.

## Allied Digital's Integrated Solution

### Deployment of Engineers Remote

Deployed 50+ full-time engineers across critical manufacturing plants and the head office.

### ServiceDesk

Established a service desk to all Plants and Head Office ensuring quick and efficient user support.

### ITSM Solution Implementation:

Deployed SAPHIRE and Mesh tool for a comprehensive ITAM & Remote Desk solution

### Retail Locations & Branches

Replaced 781 Desktops at retail Stores within Timeline

## Amritsar Smart City Project

### The Challenge

- PMIDC, Municipal Corporation of Amritsar in co-ordination with Punjab Police Department
- Stake holders: Municipal Department, Punjab Police Department headed by Commissioner of Police
- Bids submitted by the bidders were evaluated by a committee headed by a Senior team member of PMIDC and Project Consultant E&Y



### Overcoming Obstacles

- Installation of 1000 IP cameras Across Amritsar City
- 25 Mobile Devices for Tracking Police vehicles
- Installation of Air Quality sensors and Variable Message Display for public awareness
- Command and Control Centre for real-time situational awareness & response

### TRANSFORMATIVE IMPACT

The implementation yielded remarkable results:

#### Centralised Control

Centralized Control Technology with GIS and GPS capabilities for Real time tracking and response.

#### Video Analytics & Evidence Collection

Detecting, alerting and recording safety violations such as Criminal and Missing person Face Recognition system, Strolling, Fight / Violence detection through smart video analytics and many more.

#### Control Centre

Integrated Command & Control Centre provides cockpit view of the city with on demand virtual tour of all locations by the Police Force for real time situational awareness

#### Preventive Security

Enable faster and efficient decision support and ensure preventive security mechanism.

## Allied Digital's Smart City Solution

### Integration of Applications

Integration of various applications like Video analytics, Punjab Police applications, Municipal Dashboards

### Advanced Solution

High performance, High Availability & Resilient Design and Scalable solution

### ITSM Solution Implementation

Intelligent Network Cameras used which provide Bandwidth & Storage Optimization  
VMware Virtualization

### Risk Management Process

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



## 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.

## 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.

### 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.



# Q2 & H1 FY25 Performance Review



## INTEGRATED SMART CONTROL CENTER

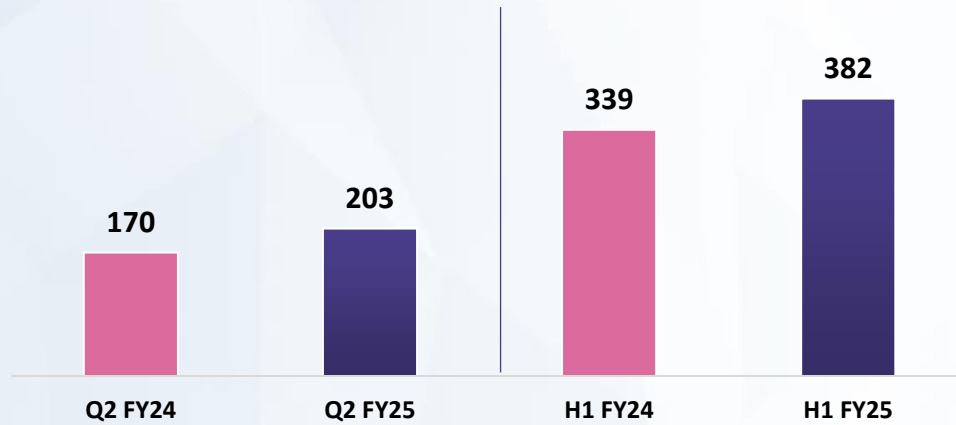


*Command Centre at Customer Site*

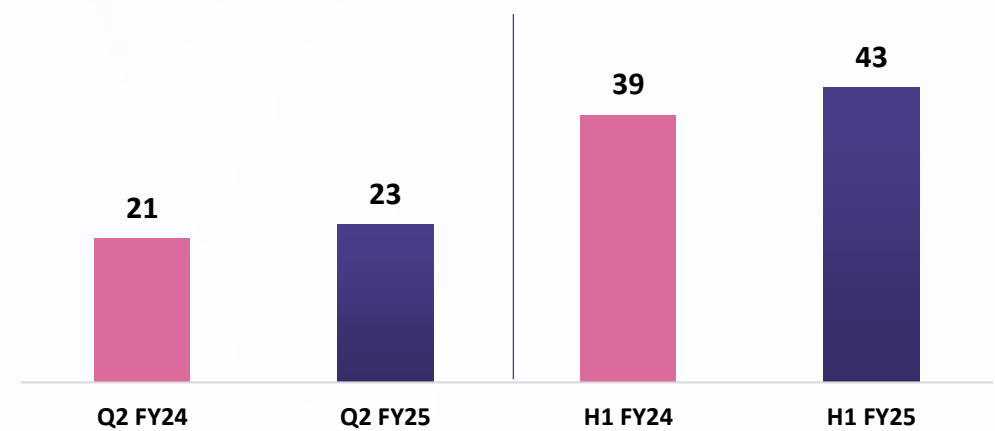


# Financial Snapshot

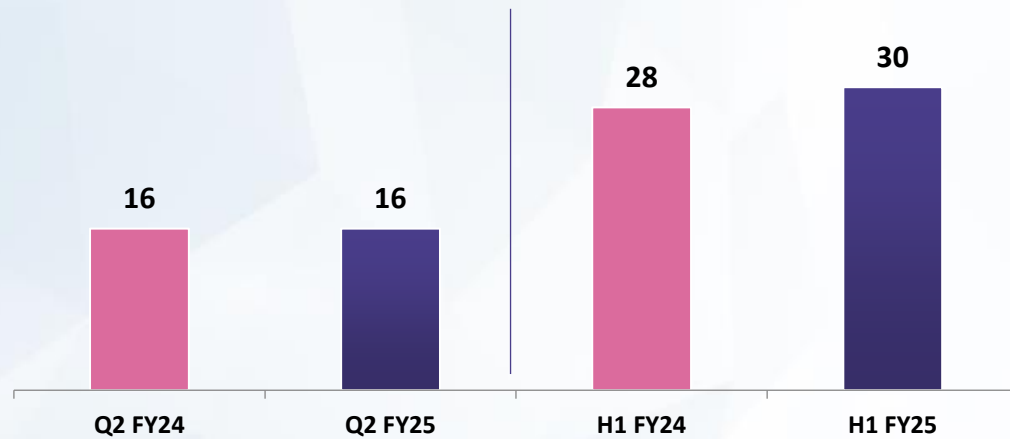
### Revenue from Operations



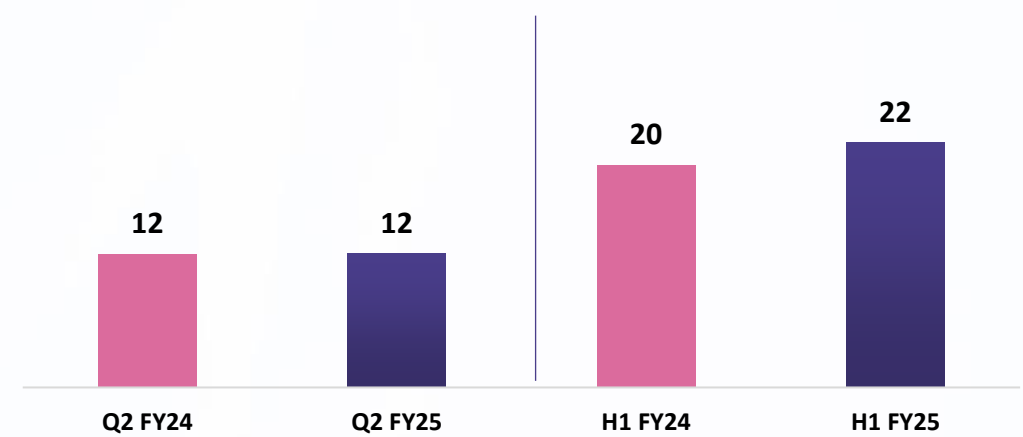
### EBITDA



### PBT



### PAT

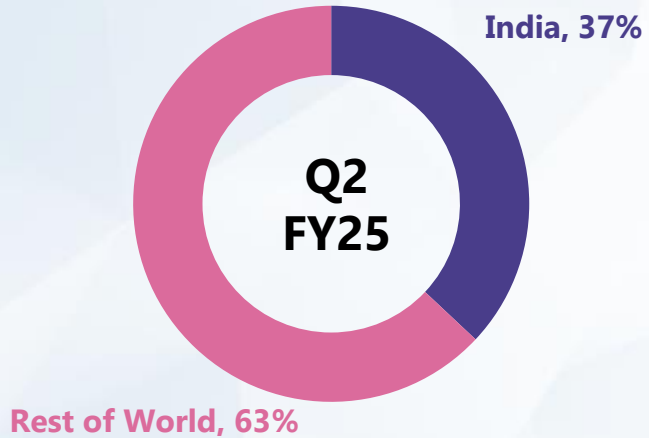
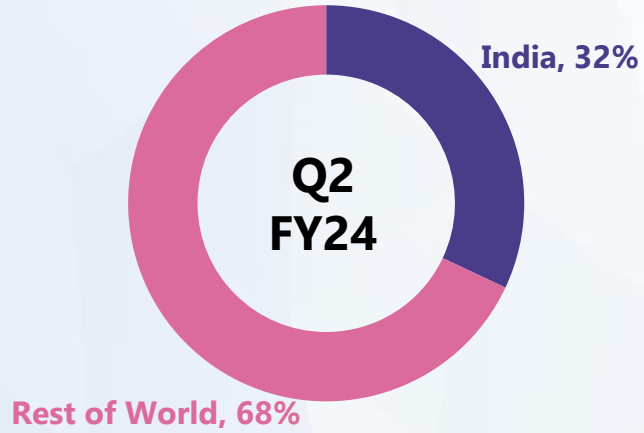


**Note:** Consolidated Figures  
Figures in Crores unless specified otherwise

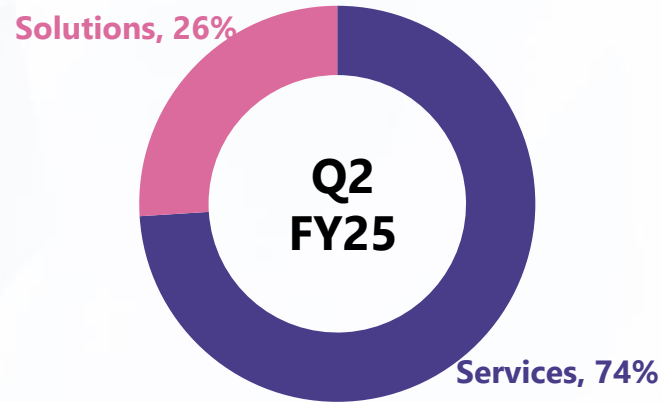
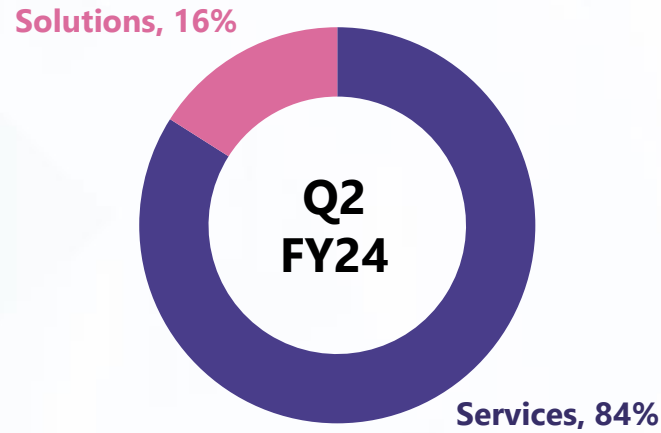


# Q2 FY25 Revenue Breakup (Consolidated)

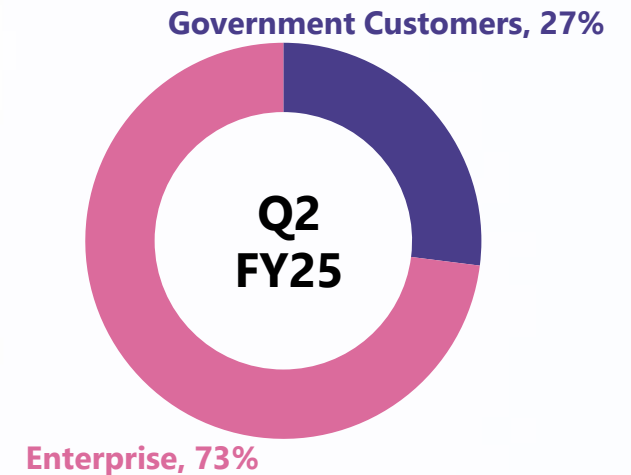
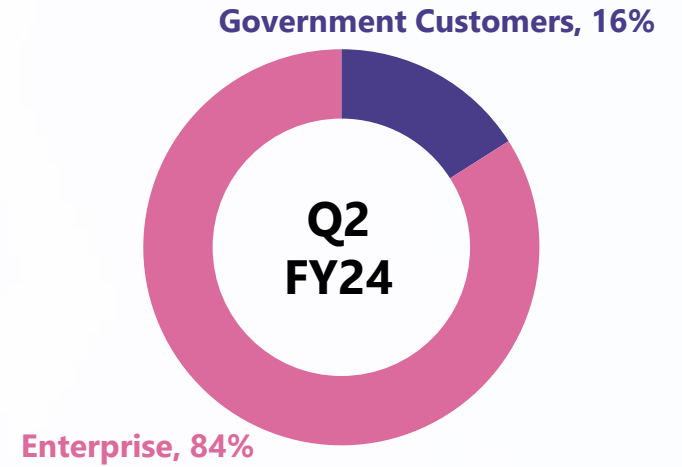
## Revenue by Geography



## Revenue by Segments



## Revenue by Customer Profile





# Profit & Loss Statement (Consolidated)



Particulars (Rs. in crore)	Q2 FY25	Q2 FY24	YoY Shift	Q1 FY25	QoQ Shift	H1 FY25	H1 FY24	YoY Shift
<b>Net Revenue from Operations</b>	<b>203</b>	<b>170</b>	<b>19%</b>	<b>179</b>	<b>13%</b>	<b>382</b>	<b>339</b>	<b>13%</b>
<b>Total Operating Expenditure</b>	<b>184</b>	<b>150</b>	<b>23%</b>	<b>160</b>	<b>15%</b>	<b>344</b>	<b>301</b>	<b>14%</b>
<b>EBITDA</b>	<b>23</b>	<b>21</b>	<b>-6%</b>	<b>20</b>	<b>0%</b>	<b>43</b>	<b>39</b>	<b>0%</b>
<b>EBITDA margin (%)</b>	<b>11%</b>	<b>12%</b>	<b>-100</b>	<b>11%</b>	<b>60</b>	<b>11%</b>	<b>11%</b>	<b>-24</b>
Finance Costs	3	1	131%	1	84%	4	3	56%
Depreciation and Amortization	5	4	17%	5	4%	9	8	15%
Other Income	4	0	1200%	1	273%	5	0	986%
<b>Profit before tax</b>	<b>16</b>	<b>16</b>	<b>0%</b>	<b>14</b>	<b>10%</b>	<b>30</b>	<b>28</b>	<b>6%</b>
Tax Expenses	4	4	-2%	4	8%	8	8	-4%
Share of profit/(loss) of Associates & Joint Ventures	0	0		0		0	0	
<b>Profit after tax</b>	<b>12</b>	<b>12</b>	<b>1%</b>	<b>10</b>	<b>11%</b>	<b>22</b>	<b>20</b>	<b>10%</b>
<b>PAT margin (%)</b>	<b>6%</b>	<b>7%</b>	<b>-102</b>	<b>6%</b>	<b>-10</b>	<b>6%</b>	<b>6%</b>	<b>-15</b>
<b>Basic EPS (Rs.)</b>	<b>1.83</b>	<b>2.09</b>	<b>-12%</b>	<b>1.66</b>	<b>10%</b>	<b>3.49</b>	<b>3.65</b>	<b>-4%</b>
<b>Diluted EPS (Rs.)</b>	<b>1.79</b>	<b>2.03</b>	<b>-12%</b>	<b>1.62</b>	<b>10%</b>	<b>3.41</b>	<b>3.55</b>	<b>-4%</b>



# Balance Sheet

Particulars (Rs. in crore)	As on 30th Sept, 2024	As on 30th Sept, 2023
<b>Assets</b>		
<b>Non-Current Assets</b>	<b>314</b>	<b>312</b>
Inventory	50	44
Receivables	147	134
Other Current Assets	323	229
<b>Total Current Assets</b>	<b>520</b>	<b>408</b>
<b>Total Assets</b>	<b>834</b>	<b>720</b>
<b>Liabilities</b>		
<b>Shareholders' Funds</b>	<b>635</b>	<b>594</b>
Long term borrowings	8	2
Other Non-Current Liabilities	40	10
<b>Total Non-Current Liabilities</b>	<b>684</b>	<b>606</b>
Payables		
Short Term Borrowings	47	41
Other Current Liabilities	104	72
<b>Current Liabilities</b>	<b>151</b>	<b>114</b>

Consolidated Figures



**Mr. Nitin D. Shah**

**CMD**

**Commenting on the performance for Q2 FY25 Mr. Nitin D. Shah, Chairman & Managing Director, Allied Digital Services Limited (ADSL) said,**

"We have delivered strong momentum in performance with Consolidated Revenues for Q2FY25 at Rs. 203 crore, surpassing the mark of Rs.200 crore in quarterly revenues. Within this, Standalone Revenues were higher by 33% on a Y-o-Y basis, while maintaining consistent EBIDTA and PAT levels.

We continue to see strong growth trends in the India market, and this is reflected in the augmented order book position which has been boosted by the Rs. 433 crore order win for the Pune Safe City award, as well as with several other order wins from both Government and Enterprise customers. Even as there remains a cautious backdrop in the US market ahead of the presidential election in November, we have been able to add a couple of new customers in that region this quarter. Our teams have proactively sought out pockets of opportunity in the RoW market and I am pleased to report a notable order win from the largest bank in the UAE which is also one of the world's largest financial institutions.

We have reported Order wins of Rs. 675+ crore this quarter, upto the reporting date. All of these order wins represent pure services revenues and are long-term contracts with tenures of 5-6 years, representing recurring revenue providing us the benefit of pre-booking for the next 5 years.

Our strategic focus remains on seeking out larger orders requiring a greater element of complex technology transformation programs. As customers around the globe are seeking to modernize using next generation technologies and their competitiveness, they are seeking best-in-class solutions imbining cloud, cybersecurity, AI, Machine Learning and Big Data from master systems integrators such as ADSL. In addition to a strong track record, our investments in upskilling our talent and enriching organizational capabilities over the last few years, are paying rich dividends and positioning us well to capture opportunities across the globe."



# Key Business Developments



Allied Digital proudly announces that it has been awarded the prestigious Pune Safe City Project. This large project will see Allied Digital design, architect, integrate, implement, and customize a comprehensive set of solutions to enhance Pune's security infrastructure. The six-year contract, in collaboration with the Pune Police and the Government of Maharashtra, Home Department, will result in the deployment of more than 4,000 Artificial Intelligence (AI) enabled cameras across 1,400+ strategic locations throughout Pune city, significantly elevating the city's surveillance capabilities.

Allied Digital has been chosen by the largest bank in the United Arab Emirates, one of the world's leading financial institutions, as their total IT outsourcing provider. This bank offers a full range of banking services, including corporate, retail, private, and investment banking, and operates internationally in key global markets. Allied Digital's scope of services includes Digital Workplace Management, End User Support, IT Helpdesk in English and Arabic, Data Center support, and Critical Infrastructure/Major Incident Management services.

Allied Digital has secured a contract with a global leader in the design and manufacturing of silicon carbide (SiC) and gallium nitride (GaN) technologies. This customer specializes in high-performance power and RF semiconductors, serving industries such as electric vehicles, renewable energy, telecommunications, and aerospace. Allied Digital will provide 24x7 Global Service Desk support, on-site End User support at factory locations, a Command Center for round-the-clock monitoring and management of global IT infrastructure, and Cybersecurity services.





# Key Business Developments



Chennai Metro Rail Limited (CMRL) awarded a single comprehensive contract for the CCTV Video Surveillance System with Video Analytics covering all 14 stations of Phase 1. ADSL is tasked with a broad spectrum of responsibilities to ensure the effective implementation of the CCTV Video Surveillance System. This contract ensures a seamless and efficient setup of the CCTV Video Surveillance System for the 14 designated stations in the Chennai Metro Project for Passenger Safety. The aim is to enhance security and operational efficiency across all Phase 1 stations using AI analytics.

Allied Digital has secured an order from a privately held life insurance company in India, established in 2001. Serving 46 million customers across 148 cities and towns, the company offers protection, retirement, savings, investment, and annuity plans. Allied Digital's scope in this engagement includes providing End to end IT Infrastructure Management Services.

Allied Digital has secured an order from the world's #1 specialty packaging company, which serves leading FMCG brands globally across five key categories: Oral Care, Beauty & Cosmetics, Pharmaceuticals & Health, Food & Nutrition, and Home Care. Their product portfolio includes laminates, laminated tubes, extruded tubes, caps & closures, and dispensing systems. Allied Digital's scope includes End to end IT Infrastructure Management Services and Managed Cybersecurity services.



# Key Business Developments



Allied Digital has won a project with a global energy leader, a diversified and integrated major in oil, gas, petrochemicals, and alternative energy. Known for its commitment to quality, best practices, and transparency, the customer excels in responsibly delivering energy affordably. Allied Digital's scope includes IT Infrastructure Management Services and NOC services.

Allied Digital has secured a contract with an Indian public sector company that finances and promotes power projects nationwide. A subsidiary of Power Finance Corporation (PFC) and under the Ministry of Power's control, this company provides loans to various power utilities, including State Electricity Boards and private developers. Allied Digital's scope includes Cloud Implementation and modernization and management of IT Infrastructure Management Services.

Allied Digital has partnered with a regulatory body in Maharashtra, established to promote healthy and efficient growth in the real estate sector. This organization safeguards consumer interests and raises professionalism among stakeholders in the industry. Allied Digital's scope includes IT Infrastructure Management Services and Service Desk services.



# Key Business Developments



Allied Digital has partnered with a regulatory body in Maharashtra, established to promote healthy and efficient growth in the real estate sector. This organization safeguards consumer interests and raises professionalism among stakeholders in the industry. Allied Digital's scope includes Infrastructure Management Services and Service Desk services.

Allied Digital has secured a project with a leading alumina refinery in Odisha, initially conceptualized in 1992-93 by Alcan, INDAL, Tata, and Norsk Hydro Aluminium. The customer operates a 2.12MTPA alumina refinery and captive Baphlimali bauxite mines with a lease valid until 2048. Allied Digital's scope includes Workplace Services.



# Historical Financial Overview



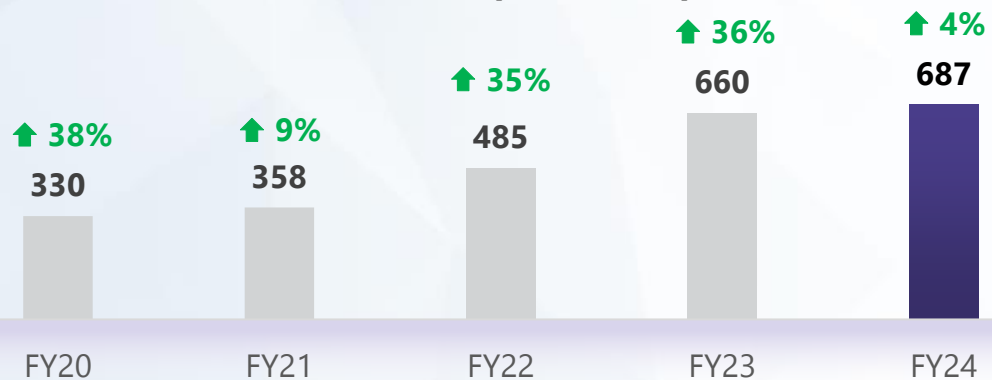
*Inside of Seepz Office*



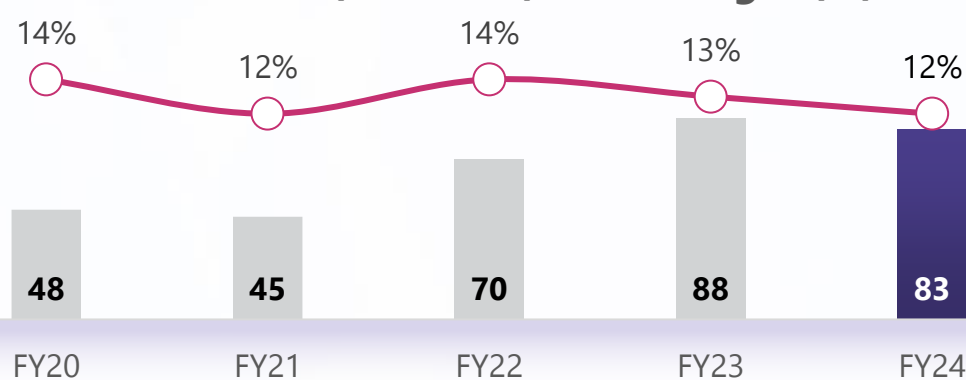
# Historical Financial Performance (Consolidated)



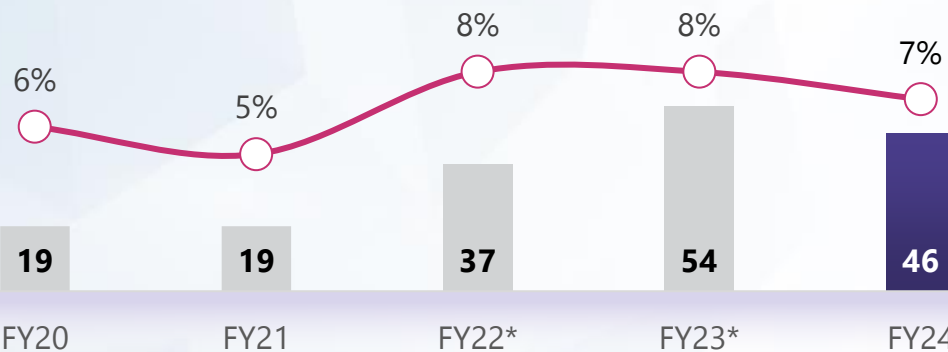
### Revenue (Rs. Crore)



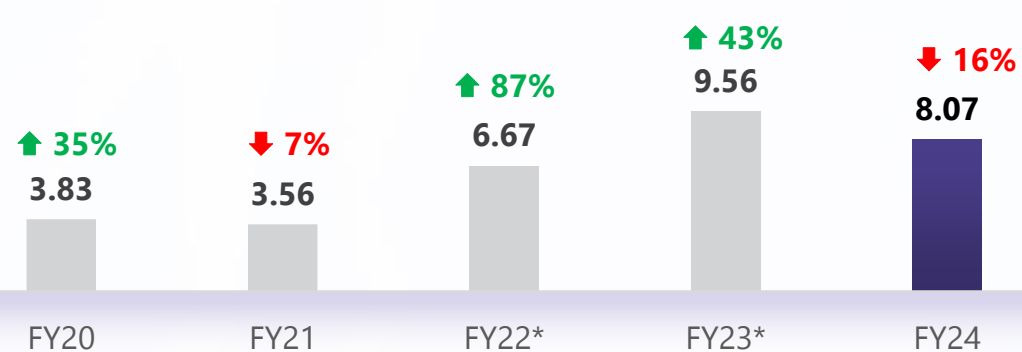
### EBITDA (Rs. Crore) Margin (%)



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



### EPS (In Rs.)

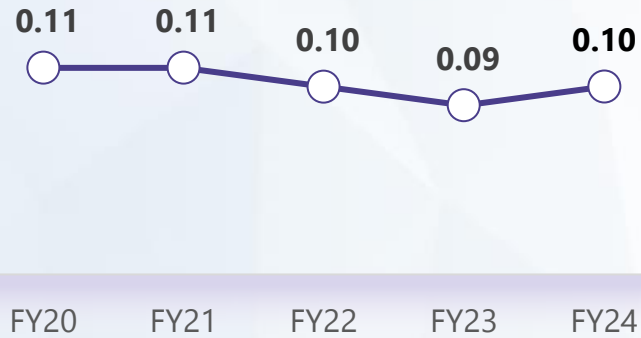


\* Exclusive of exceptional income from FY22 & loss from discontinued operations from FY23

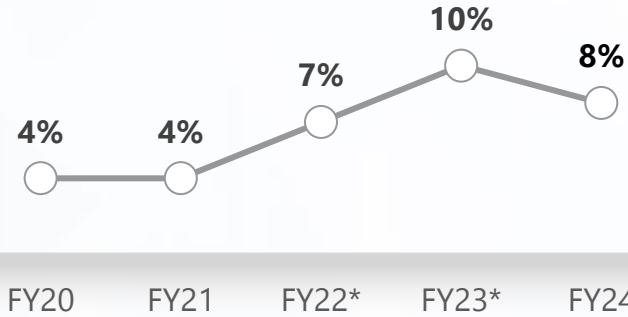


# Key Financial Ratios

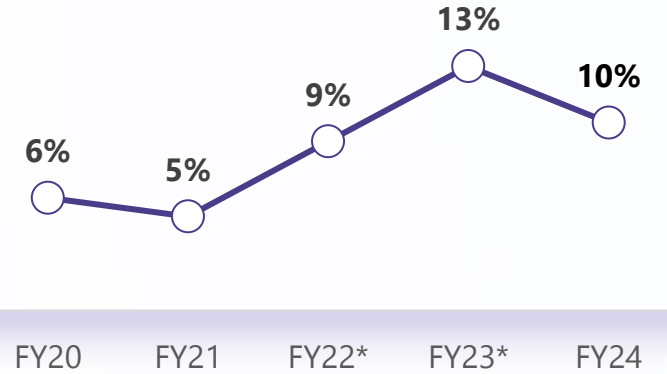
### Debt to Equity (x)



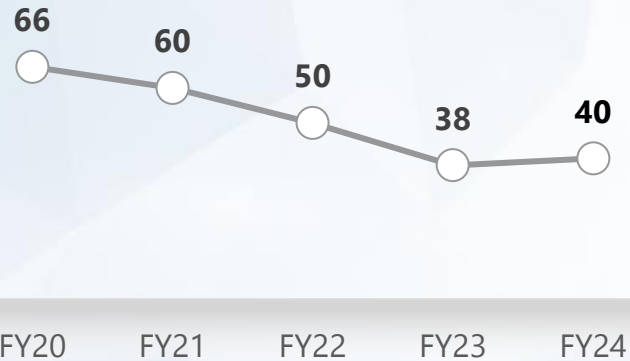
### Return on Net worth (%)



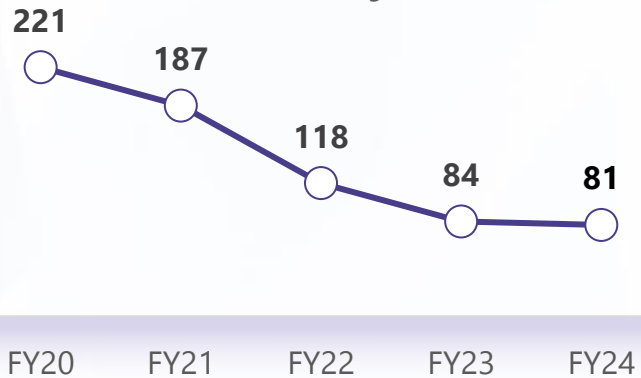
### ROCE (%)



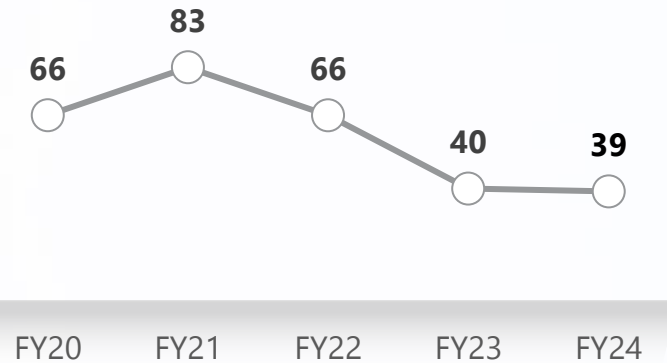
### Inventory Days (#)



### Debtor Days (#)



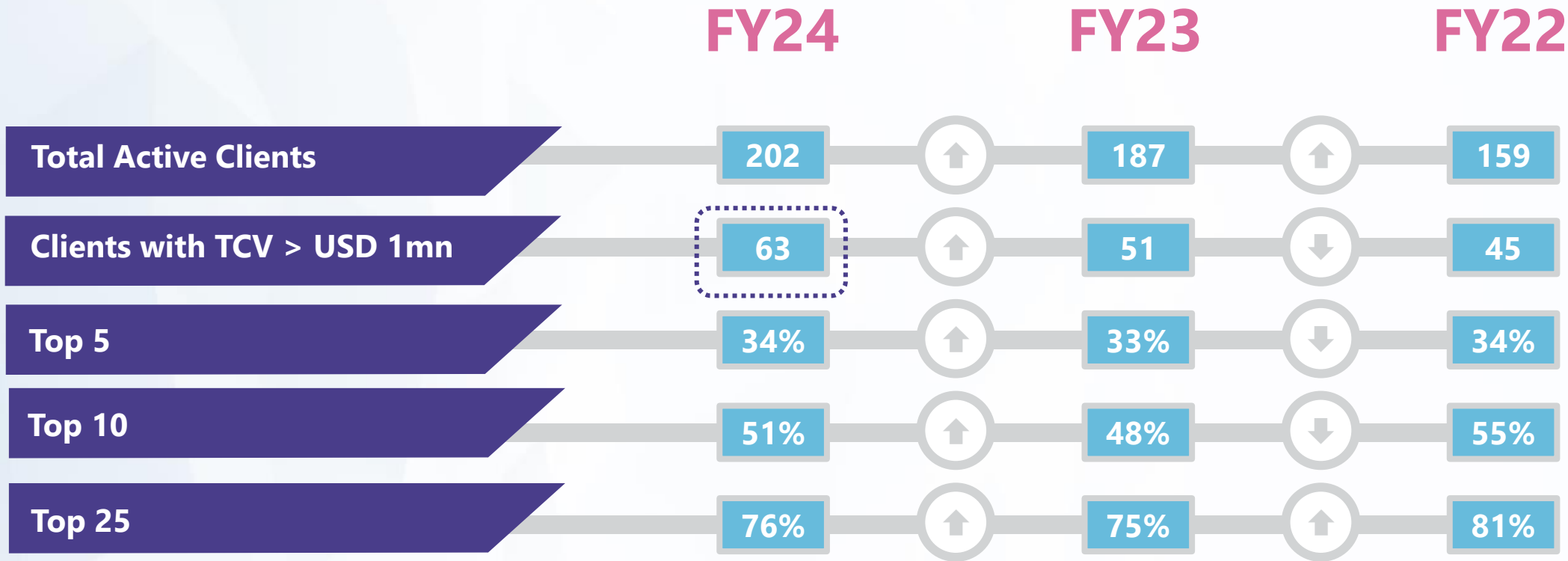
### Creditor Days (#)



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



# Client Base



TCV – Total Contract Value

Note: Consolidated Figures



# Capital Market Statistics

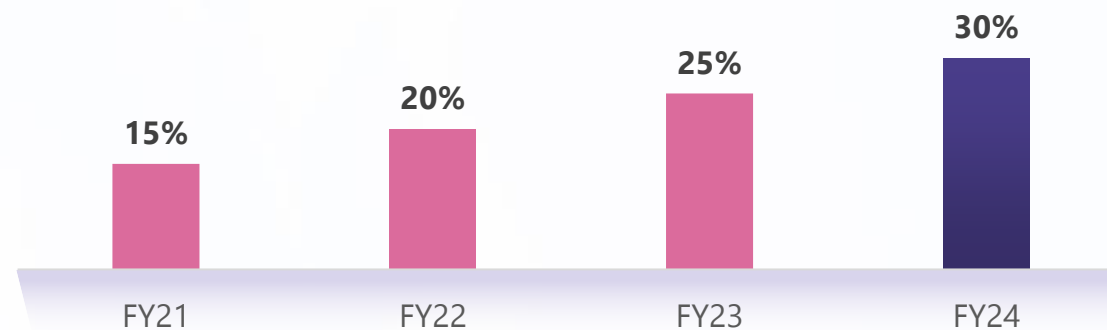
## Price Data (as on 21st October 2024)

Face Value	5.0
Market Price	300.0
52 Week H/L	309.4 / 113.2
Market Cap (INR Cr)	1,674.7
EPS (TTM)	7.93
P/E Ratio	37.83
Equity Shares Outstanding (Cr)	5.6
1 Year Avg. Daily Trading Volume ('000)	1120.6
1 Year Avg. Daily Net Turnover (Cr)	0.02

\* 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.

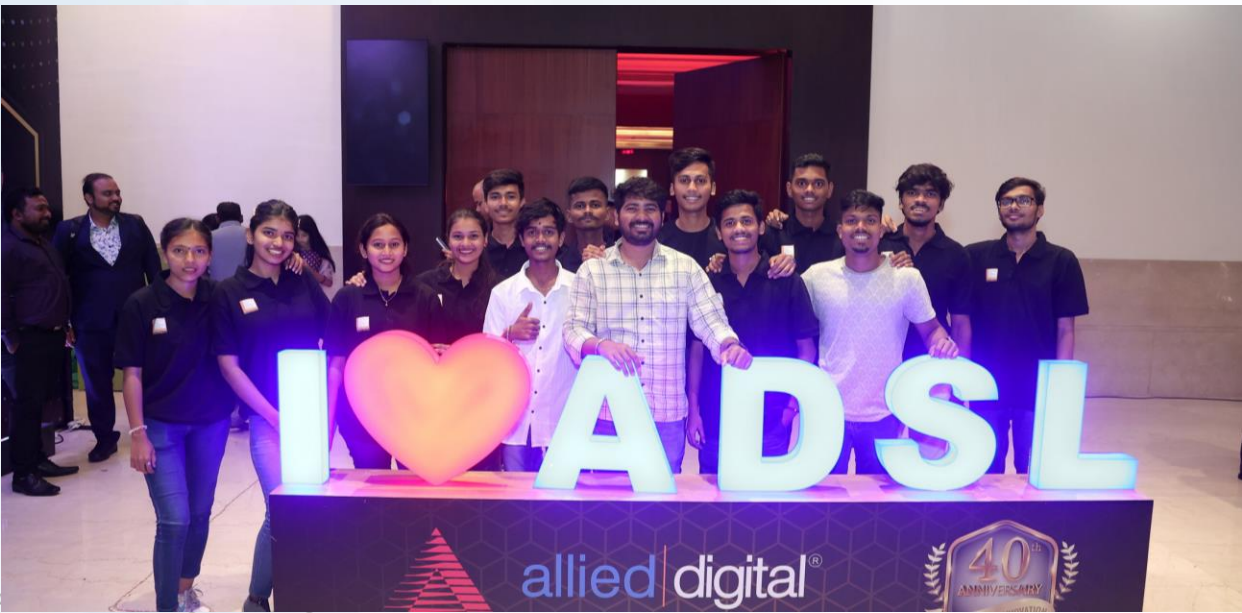
Focus on Continuous learning and skill development of the Large and diverse workforce driving low levels of attrition

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*



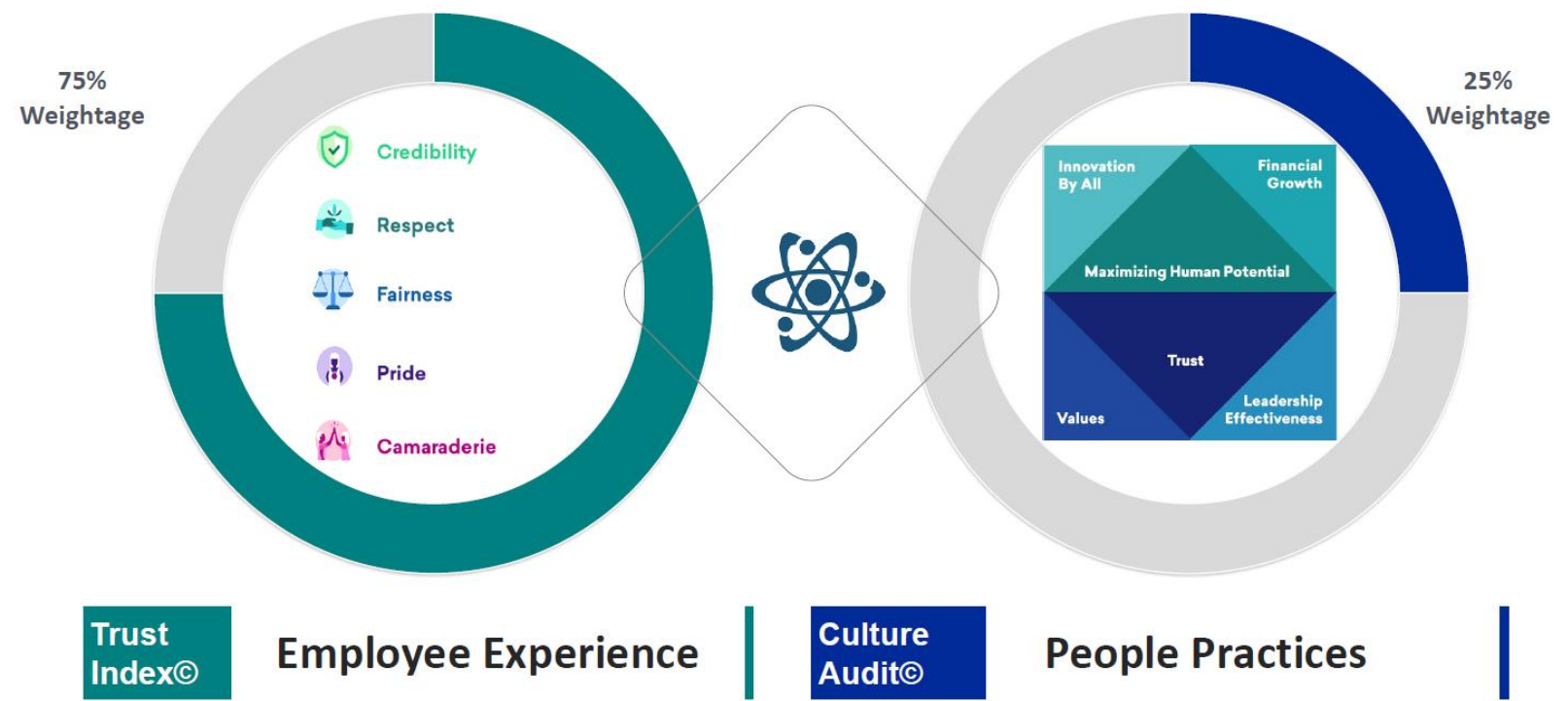
# Certification for Great Place to Work



## 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....*



Nitin Shah, Founder & CMD of Allied Digital, was honored as an "Achiever in the Corporate World" by Surdas Prabhu, Trustee of ISKCON Juhu, at the esteemed Sriila Prabhupada Seva Samman Awards during the Hare Krishna Festival on 17th July 2024. Surdas Prabhu, Trustee of Bhakti Kala Kshetra and Vice Chairman of ISKCON Juhu's India Advisory Committee, presented the award. Bhakti Kala Kshetra, ISKCON Juhu's cultural wing, serves as a Devotional Centre for Performing Arts, embodying Srila Prabhupada's vision of offering spiritual experiences through the arts.



Allied Digital's Global Marketing Team has been awarded the prestigious "National Award for Excellence in B2B Branding & Marketing" by CMO Asia at a ceremony held on 11th July at Taj Lands' End, Mumbai. This recognition highlights the innovative strategies and dedication of Dhara Bhansali (CMO), Atul Gulati (AGM-Marketing), Romil Dodhiwala (Marketing Specialist), Shrey Tiwari (Marketing Manager), and Rohan Sadvilkar (Sr. Motion Graphics Designer).





# 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**  
Whole Time 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.



**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

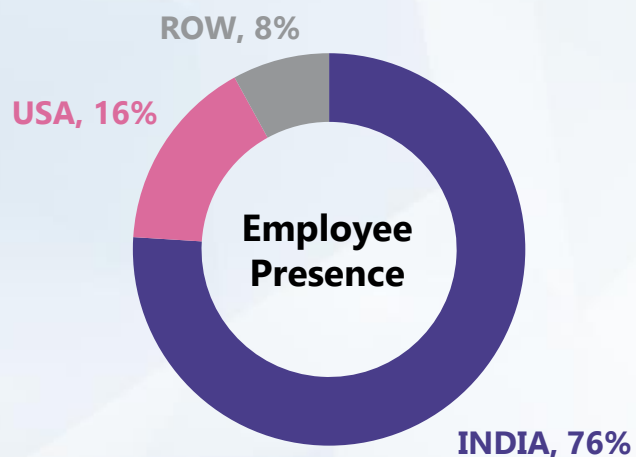
Separation



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

