



November 13, 2024

To

BSE Limited Department of Corporate Services Listing Department P J Towers, Dalal Street, Mumbai - 400001 <i>Scrip Code: 542367</i>	National Stock Exchange of India Limited Listing Department Exchange Plaza Plot no. C/1, G Block, Bandra-Kurla Complex, Bandra (E), Mumbai - 400051 <i>Scrip Symbol: XELPMOC</i>
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Dear Sir/Madam,

Sub: Investor Presentation

In accordance with Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a presentation to analysts / investors on the financial performance of the Company for unaudited Financial Results for the 2nd quarter and half year ended September 30, 2024.

We request you to take the same on record.

Thanking you,

Yours faithfully,

For Xelpmoc Design and Tech Limited

Vaishali Kondbhar
Company Secretary & Compliance Officer

Encl: as above

XELPMOC DESIGN AND TECH LIMITED

Registered Office: No.57, 13th Cross, Novel Business Park, Hosur Road, Anepalya, Adugodi, Bengaluru - 560030

Corporate Office: 8th Floor, Raheja Mindspace, Building No. 4, Hyderabad-500081

CIN NO: L72200KA2015PLC082873 | Website: www.xelpmoc.in | Email: hello@xelpmoc.in | Mob. No: (+91) 6364316889

Bengaluru | Hyderabad | Mumbai

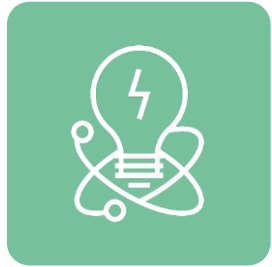


Xelpmoc Design and Tech Limited

INVESTOR PRESENTATION - Q2 & H1FY25

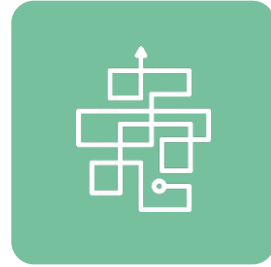


WHO WE ARE



An Innovation Catalyst

Strategy



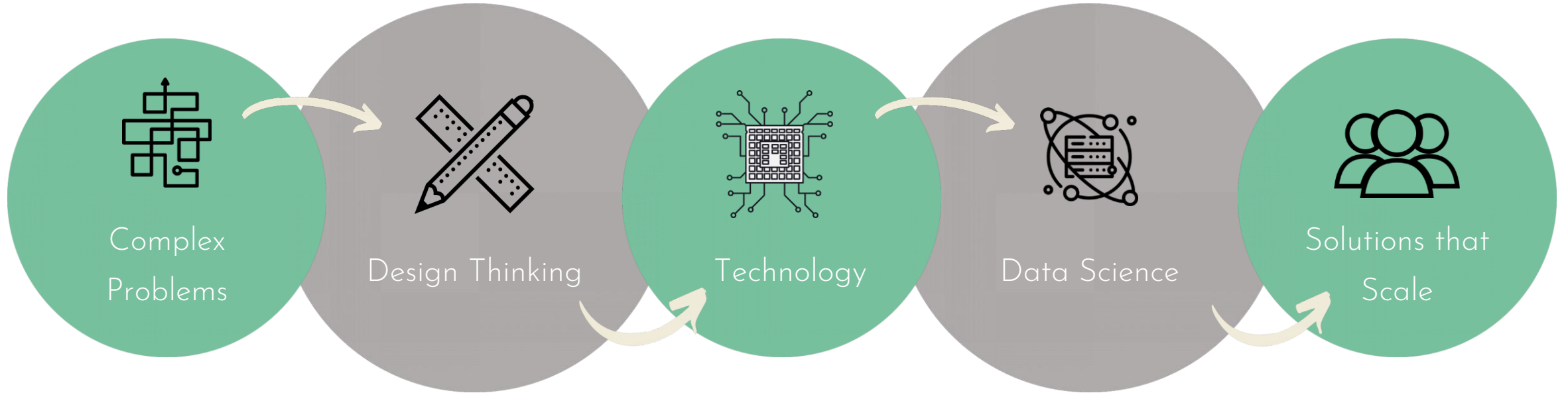
Technologies to solve the most complex business problems

Simplicity



Enabling solutions to the ever-evolving needs of Clients.

Scalability



We Work With



Startups



Corporates



Government

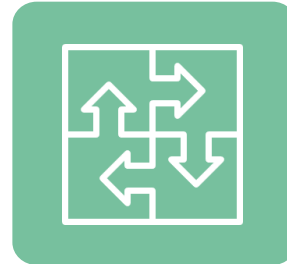
Our Capabilities



Experience in
Deep Tech



Large Scale
Data
Modeling



Product-
Market
Fit



Optimal
solution
creation



GTM
Strategy

OUR JOURNEY

2015

The Company was incorporated in Bengaluru as 'Xelpmoc Design and Tech Private Limited'

Entered into its first Technology Services Agreement with Fortigo Network Logistics Private Limited

2019

Got listed on the BSE and NSE platforms through an IPO

Woovly becomes Xelp's 5th company to receive institutional funding

2021

Xelp achieved its stated ambition of turning break even

2022...

Newport Asia invests 5% equity in Xelp

Incorporated a wholly owned foreign subsidiary, 'Xelpmoc Design and Tech UK Limited'

Xelpmoc opens its 5th branch in India at Hyderabad

2023

Development of more Govt-Tech capabilities.



THOUGHTS OF CEO



We operate in sectors that we believe in, and our organizational style is that of a tech co-founder. So, in that context, we are practically earning something like stock options when we do a cost-plus equity model with startups. And the second part of our revenues is expected to come from corporates, where we operate in a manner that is somewhat like the service sector. The only difference is that instead of engaging in body shopping, we are serving as enablers for startups and doing end-to-end innovation projects. A large part of our model is built on the characteristics of innovation.

We are focusing on revenue generation from the corporate sector. Our primary goal is to achieve profitability at the earliest by leveraging our own products and services.

As a shareholder in Xelp what you essentially own is something more analogous to a leveraged mutual fund than a standard mutual fund, as Xelpmoc is an instrument which aims to increase success rates and delivery assurance by ensuring that these sectors, which are typically deficient in technology, have access to technology at par with global standards. I believe that is the objective, and since we are focused on executing it effectively, we stand to profit from the wealth at the bottom of the pyramid.

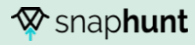
BUSINESS MODEL



Startups



Signal



>>>

Cash + Equity

or

Equity

or

Cash

>>>



Corporates

MNC'S
Or
Large Conglomerates
across the globe

>>>

Cash + Equity

or

Cash

>>>



Government



Xperience India Pvt. Ltd.

>>>

Cash + Equity

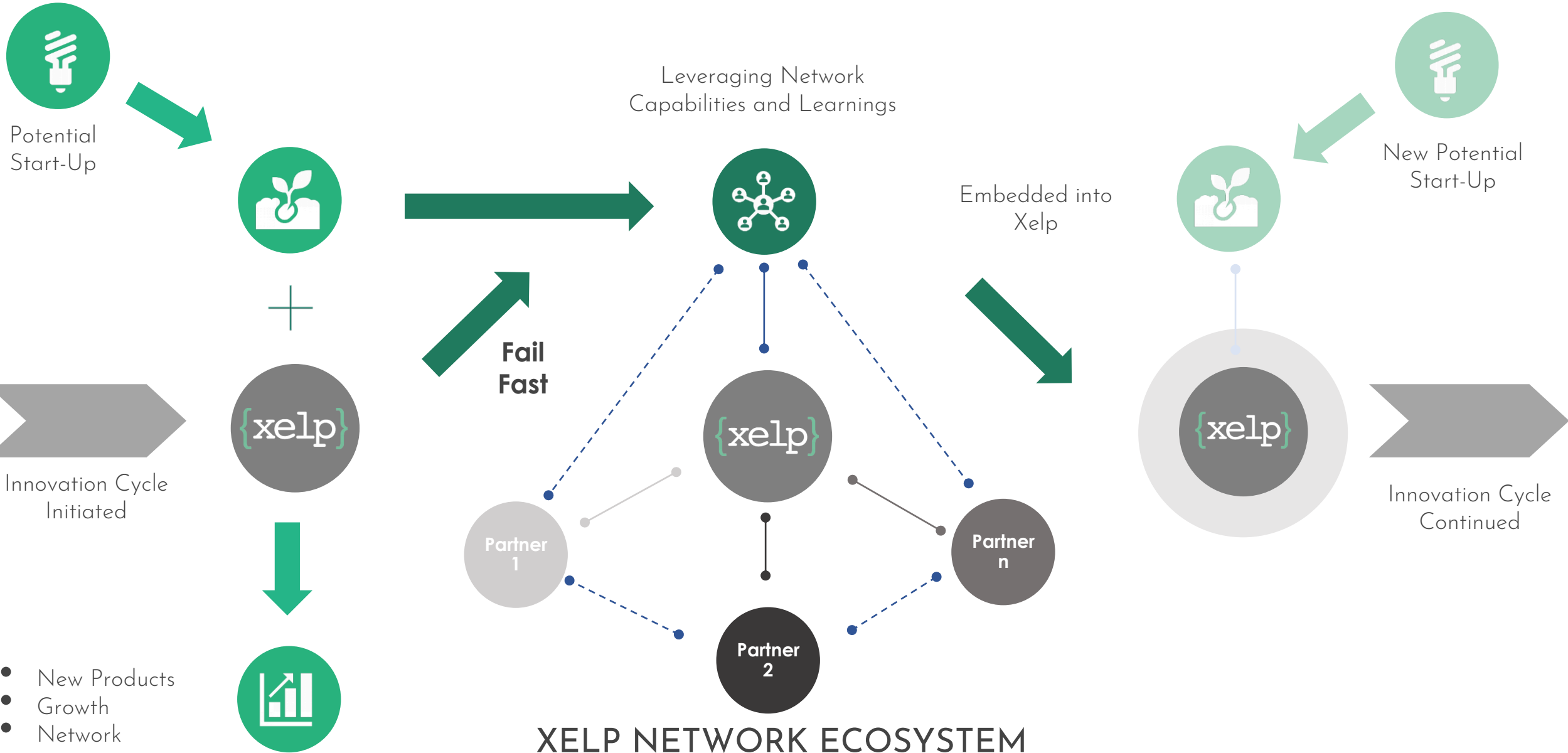
or

Cash

>>>

OUR STARTUP & CAPABILITY DEVELOPMENT APPROACH

Faster Innovation Cycles through Multi-Dimensional Start-Up Network



OUR VALUE PROPOSITION

Multidimensional Innovation Matrix

New innovations & cross-application of solutions/products from the capability network of Startups

Ecosystem Connects

1000+ Corporate and Startup connects, which enable scope for building new synergies.

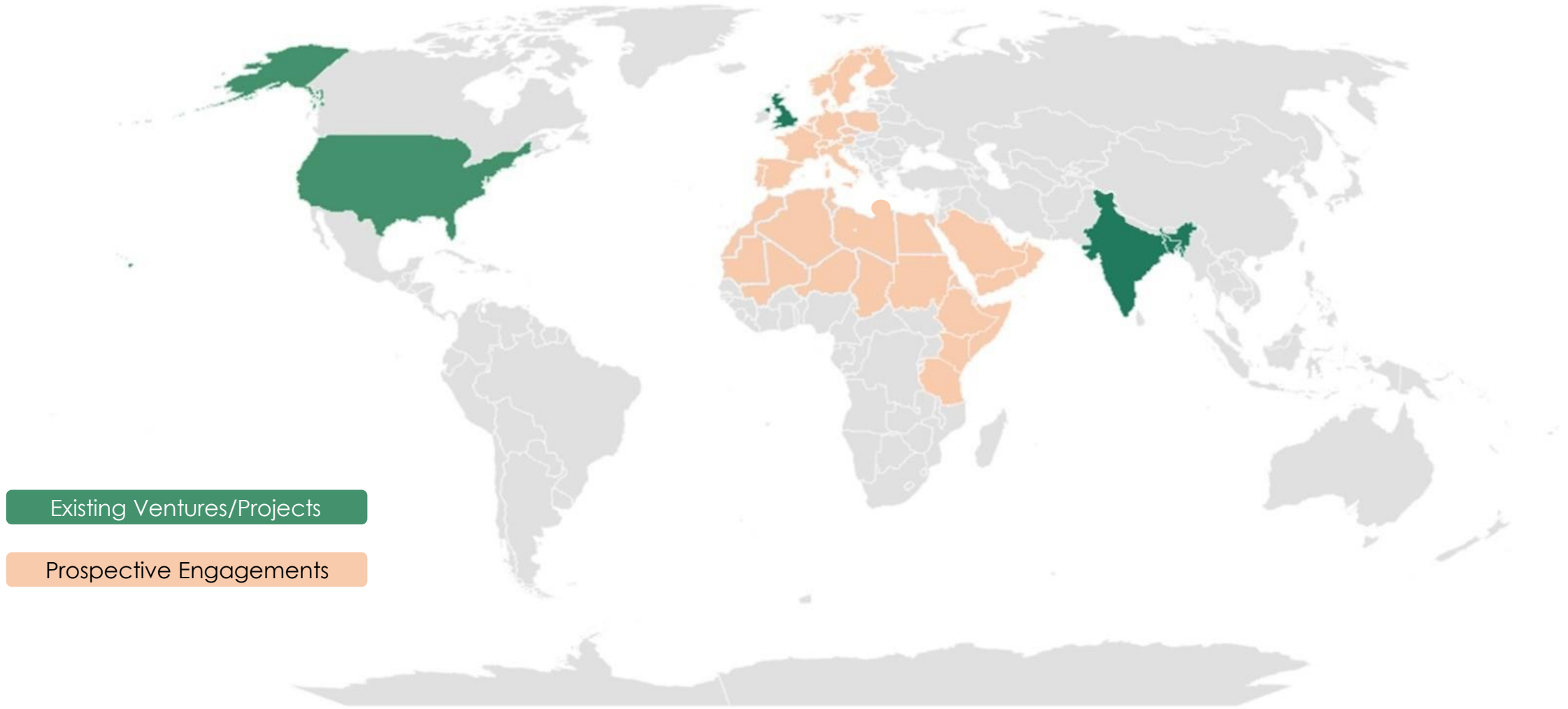
Experienced Team

Multi-faceted team of successful entrepreneurs & consultants with a proven execution experience on corporate, startup, and government projects











OUR GLOBAL ENGAGEMENTS :



















Our engagements haven't been limited to Indian Market...



OUR VENTURES

			
What	Becoming the most trusted and accurate vernacular voice interface for the next billion	An e-commerce platform driven by social commerce. Seamless platform to aggregate shoppers, merchants, and relevant deals	Global Career Advancement platform Exclusive for women
Sector	AI	Social Media & E Commerce	Social Media
Capability	Using AI to empower Humans with the ability to seamlessly interact with the digital world regardless of their language, accent or dialect	A Social E-Commerce Aggregator & Networking Engine	A curated & diverse professional networking engine
Other Information	<ul style="list-style-type: none"> <input type="checkbox"/> A digital personal assistant <input type="checkbox"/> Multilingual <input type="checkbox"/> Voice recognition in offline mode 	Investors:  	Partners:    J.P.Morgan
Status	Live mihup.com	Live woovly.com	Live thestarinme.com
Team	Tapan Barman Biplab Chakraborty	Venkat J Neha Suyal	Mahua Mukherjee Uma Kasoji

OUR VENTURES

				
What	End-to-end from story writing to publication- Opensource one of its kinds platform	Technology, IOT and Analytics platform solutions for Rural India	Smart AI based end to end hiring platform	Parenting Content Platform
Sector	Media & publishing	Rural Development	HR Tech	Lifestyle
Capability	Story Writing & Publication Aggregator	Farm Level Management, Credit & Traceability Support	HR - AI Aggregator for remote hiring	Consolidated platform catering to parents raising kids in a landscape that is physically, culturally and socially very different from Western countries.
Other Information	Investors:   	Recognitions:     	Clients:    Recognition:   	India's first children's lifestyle website Co Investor - NSRCEL
Status	Maintenance thepencilapp.com	Live Inqube.biz	Live snaphunt.com	Live kidsstoppres.com
Team	Swarup Nanda Preeti Grover	Kalyan Kar Subhankar pandey	Tulika Tripathi	Mansi Zaveri Janani S Koushik

OUR PROJECTS

Who	USA Based credential services company	State Government
What	Decentralized Ledger Technology for sharing Confidential and Verifiable Information	Delivery focused government service platform for citizens
Sector	Blockchain- Human Resource	Government
Capability	Web3 - An Internet of Careers	Multi-department public service delivery with CRM dashboard and agent management system
Other Information	<ul style="list-style-type: none">• Flexible Blockchain Integration with Internal ERP Portal• Secured network transfer of Information and background check cutting the middlemen in Organizational Recruitment lifecycle	launched in 14 ULBs of the State
Status	On-Going	Developed in IOS, android, web application

OUR PROJECTS

Who	American multinational managed healthcare and insurance company	MSME Major in European Market
What	Call center Interaction optimization using Speech to text technology and deriving insights and monitoring conversation quality	Accounting and financials Services to MSME's in UK & Europe
Sector	Natural Language Processing	BFFSI
Capability	Real time analysis of human interaction, providing prompts and insights on the quality of Interaction	Flexible & Automated Accounting Management System
Use Cases	<ul style="list-style-type: none"> • Automation of BPM using OCR • Deriving key Business data from dynamic documentation of business • Speech to text sentiment analytics • Smart real time Recommendation engine for Audio Interactions 	<ul style="list-style-type: none"> • Flexible and personalized Business Accounting System • Internal Management ERP system • Business process Automation • MIS and Business Intelligence Software
Status	Ongoing	Live & Ongoing

OUR PROJECTS

Who	One of the India's largest conglomerate in retail and fashion	USA Based educational services company	Not-for-profit public limited company to promote skill development
What	Objective to boost back revenue from dip during the covid period through boosting D2C retail footprints	B2B2C global SaaS platform - Communication and Collaboration	Data Analytics for Fraud Data in Training centers which is controlled by the Client
Sector	Retail	Ed-Tech	Government
Capability	Data Science - Location Intelligence	An Organizational Social Network	Fraud Data Detection & Analytics
Use Cases	<ul style="list-style-type: none"> <input type="checkbox"/> Site Selection for Retail chains <input type="checkbox"/> Location Identification for Real Estate <input type="checkbox"/> Urban Planning & Traffic Identification 	<ul style="list-style-type: none"> <input type="checkbox"/> A Social Collaboration Network Engine <input type="checkbox"/> Internal Student Communication Portal 	<ul style="list-style-type: none"> <input type="checkbox"/> Data Analytics and Business Insights <input type="checkbox"/> Fraud Detection
Status	Completed	On-Going	Completed

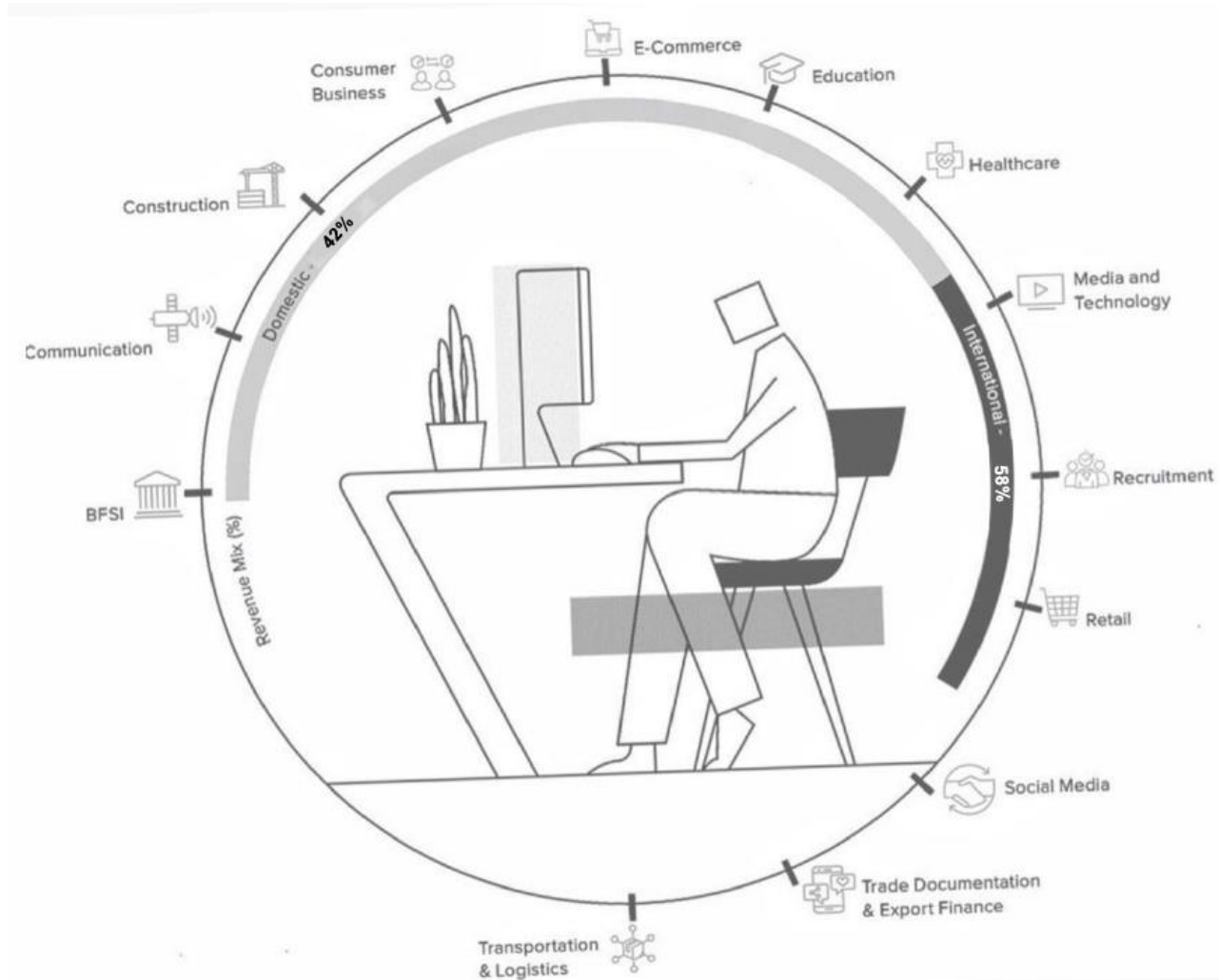
OUR PROJECTS

Who	Client is top notch in assessing the physical fitness of a child based on the scientifically-established Healthy Fitness Zone in USA	USA based marketplace for gift cards	One of India's oldest existing companies and best known for its biscuit products
What	Client assesses health-related components of fitness of students to improve overall student health and achievement	Digitizing the marketplace for vendors to track sales and promotional activities	Data Driven Decision Support System
Sector	Fitness	Retail	Food and Beverage
Capability	PWA & Mobile Apps	e-gift card aggregator system with CRM dashboard, POS set up	Machine learning-driven trade marketing solution Location-specific business insights
Other Information	Client assesses health-related components of fitness of more than 10 million students across the country in over 20,000 schools.	Aiming to become the Small Business entrepreneurial Community for Vendor Support	Aiming to become the Small Business entrepreneurial Community for Vendor Support
Status	On Going	Completed	Completed

OUR PROJECTS

Who	Indian e-commerce company based owned one of the biggest conglomerates	American publicly traded company that operates a cryptocurrency exchange platform
What	Search engine Improvement	Crypto trading with IMPS/Banking integration for instant deposit and withdrawals
Sector	e-commerce	Fintech
Capability	Search Product to ingest business relevance without it trumping the text relevance and user relevance	Failsafe crypto trading- micro services implementation
Other Information	SRP Load time less than 3s in 90%+ cases	\$159B Quarterly volume traded %101B Assets on Platform
Status	Completed	Completed

TRACTION



Xelpmoc Design and Tech Limited provides professional and technical consulting services in the domains of product development, data science, and analytics. Xelpmoc is adept at developing next-generation Artificial Intelligence and Machine Learning technology, specialising in Natural Language Processing and Data Analytics.

The Company collaborates as a Technology Partner and Consultant, working with multiple clients across the spectrum, such as governments, businesses, individuals, and start-ups, and helping them optimise their data.

Investee Companies - 10
Team Size - 49
Clients - 63*

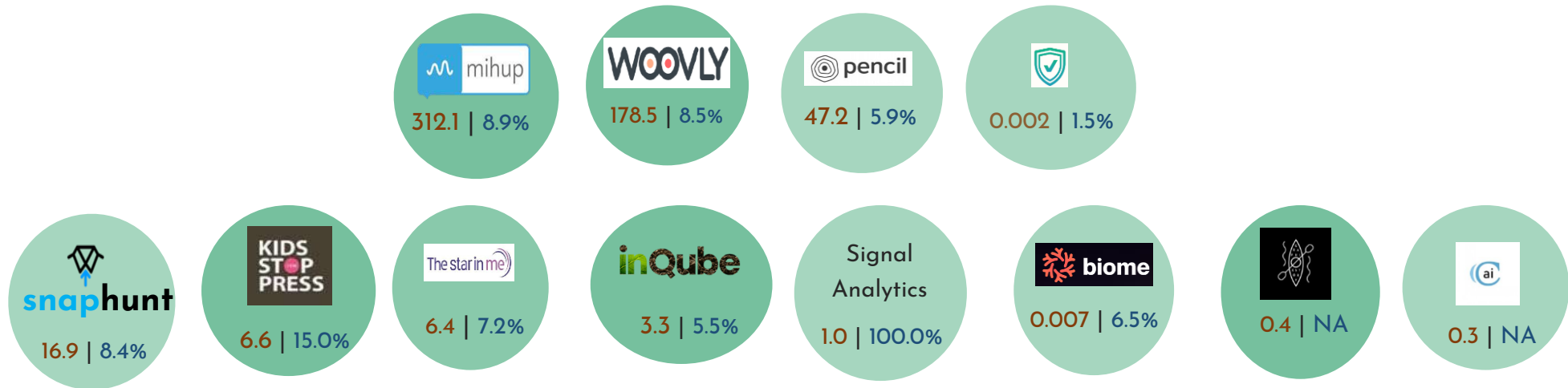
As on Sept 30, 2024

*Served till date

PORTFOLIO PERFORMANCE

Company Name	Cost of investment (Rs in '000)	Fair Value as of Sept 30 '2024	Fair value as of Sept 30 '2023
Mihup Communication Private Limited	6,080.82	3,12,147.02	2,50,726.65
Snaphunt Pte Ltd	615.37	16,931.66	17,108.27
Inqube Innoventures Private Limited	9,298.51	3,342.34	3,738.34
KidsStopPress Media Limited	9,044.13	6,574.36	6,561.25
Woovly India Private Limited	572.03	1,78,458.92	1,50,094.71
Graphixstory Private Limited	409.50	409.50	409.5
One Point Six Technologies Pvt Ltd	39,212.07	47,246.70	35,652.71
Femmevista Technologies Pvt Ltd	1,223.00	6,362.52	6,865.35
Catalyst Inc- Class B Common Stock (preferentially convertible in Class A)	293.45	308.23	308.23
Signal Analytics Private Limited	1,000.00	1,000.00	1,000.00
SkillPramaan Proof of Skill Private Limited	1.51	1.51	0
Integrative Ventures LLP	6.50	6.50	0
Total	67,757.38	5,72,789.3	4,27,465.0

PORTFOLIO HIGHLIGHTS



● Represents fair value of investment in Rs mn as at Sept 30, 2024
 ● Approx. Diluted shareholding %
 NA: Preference share holding

PORTFOLIO HIGHLIGHTS FOR Q2FY25



Mihup

- ❑ Conversation AI platform providing real time assistance and analytics on customer - agent interactions to accelerate revenue, CX and business performance.
- ❑ Current ARR is Rs. 29 crores
- ❑ Phenome based voice to text engine for industry-leading accuracy. Pre-built AI Models for multiple industries.
- ❑ Hybrid Architecture (Edge+ Cloud) for secure and real time data processing. Total Workflow Automation. Mix Language Understanding



Woovly

- ❑ Company now has 2 business verticals (1) Video commerce marketplace for lifestyle products (2) Interactive Shoppable Videos and Live Commerce Solutions (SaaS business)
- ❑ Current ARR is US\$ 1.3 million
- ❑ Live2shop.tv made its global debut, launched by Samsung at IFA Berlin. This breakthrough product, which enables consumers to shop directly from their TV screens while watching content, is now set to be rolled out in 153 million+ households globally.
- ❑ Added several high-profile clients to our portfolio, strengthening our industry credibility and expanding our reach including L'oreal, Henkel and Decathlon

PORTFOLIO HIGHLIGHTS FOR Q2FY25



Snaphunt

- ❑ Achieved US\$ 115,000 revenue in Q2FY25, a QoQ growth of 28%
- ❑ Has 6.6 million job seekers on platform, an increase of 10% YoY
- ❑ Had 1,900 active employers in Q2FY25
- ❑ Paid customers grew 1.5x from 45 to 67 in October due to new pricing plans that are boosting product - led conversions
- ❑ Focus on boosting revenue growth by targeting larger value enterprise deals in the shorter term. To accelerate this, Snaphunt is launching AI recruitment tools for enterprise customers as separate products to our core platform

The star in me) **The Star In Me (TSIM)**

- ❑ Learning-as-a-service platform to drive organizational excellence for both genders
- ❑ New clients: Zinnov for India and Codesignal onboarded as client in the US.
- ❑ Revenue projection for the whole year - INR 3.5 Cr of which 60% achieved
- ❑ The star in me received Silver Award as "Learning Provider of the Year" at the Economic Times ETHRWorld #FutureSkillsAwards2024.
- ❑ Conducted 500+ Sessions which have covered 30,000+ professionals till date
- ❑ Exploring international business and non-tech sectors and financial infusion for faster ramp up and greater scale

PORTFOLIO HIGHLIGHTS FOR Q2FY25



Kids Stop Press

- ❑ Kids Stop Press (KSP) is a discovery platform for parents through every milestone in their parenting journey from conception to age 16yrs of child. Xelpmoc has helped build for the KSP Machine Learning platform to understand over a 100 data points of all the users
- ❑ Platform TG is first time parents in the 25-34 age bracket (75%) of traffic, 45% IOS. The company monetizes its content with brand partnerships and subscription revenue
- ❑ HIFY25 revenue is Rs. 107 lacs
- ❑ Only Platform With a 360 Social Media Presence.
- ❑ KSP has very strong social / digital presence with 20 million YouTube followers & ~175,000 on Instagram
- ❑ Monetization improved with higher long term brand partnerships, covering more national footprint including tier 2 cities

PORTFOLIO HIGHLIGHTS FOR Q2FY25



Pencil

- ❑ The pencil app provides a platform for book writing and reading. It also provides a mobile application for reading books.
- ❑ Intellectual Property Monetization with 25,000 units sold in H1FY25
- ❑ Targeting AI generated audio books by FY25 end
- ❑ US patent approval granted for (a) to provide updateable content based on reader feedback and (b) provide data relating to how books are being read
- ❑ Global Audio Book distribution as a service being set up and integrated on Pencil
- ❑ Working with Amazon India, to create a set of products for Indian and Export market
- ❑ Will start bulk exports to North America (US, Mexico & Canada) with products for those markets from Dec'24.
- ❑ 15 new book distributors signed to widen book distribution
- ❑ Targeting Rs. 50 lacs per month revenue by FY25 end
- ❑ Till date, there have been more than 47,000 signups on the platform with the total number of 1400+ authors and 2400+ published titles respectively
- ❑ Steady publishing volume at around 4-6 books / day.

BUSINESS HIGHLIGHTS FOR HIFY25

- ❑ Board of Directors of the Company has approved the proposal of sale/disposal of preference shares investment of 1,61,550, 0.01% Optionally Convertible Preference Shares (OCPS) and 6,443, 0.01% Pre Series A Cumulative Compulsorily Convertible Preference Shares (CCPS) of the face value of Re.1/- per share, in Firstsense Technology Private Limited, at a consideration of Rs.1,67,993/-
- ❑ Board of Directors of the Company has approved the proposal of sale/disposal of equity investment of 1,22,232 Equity Shares of the face value of Re.1/- per share in Fortigo Network Logistics Private Limited, at a consideration of Rs.1.30 crores
- ❑ Board approved further acquisition of 8,481 shares in One Point Six Technologies Private Limited (OPSTPL), updated shareholding of 7.9% on a Fully diluted basis by way of conversion of receivables of Rs. 1.20 crores into equity. OPSTPL i.e. Pencil, enables authors to publish books for free across multiple channels worldwide in both e-book and paperback format, in every language in the world, to understand how readers read their books and make iterative changes, to continuously improve their products to create more commercially successful products.
- ❑ Board approved the proposal of participate in buy back offer of Mayaverse Inc, Associate entity, to the extent of entire 2,500 shares held in Mayaverse Inc and subsequent to acceptance of such shares, Mayaverse Inc, ceased to be Associate entity of the Company.

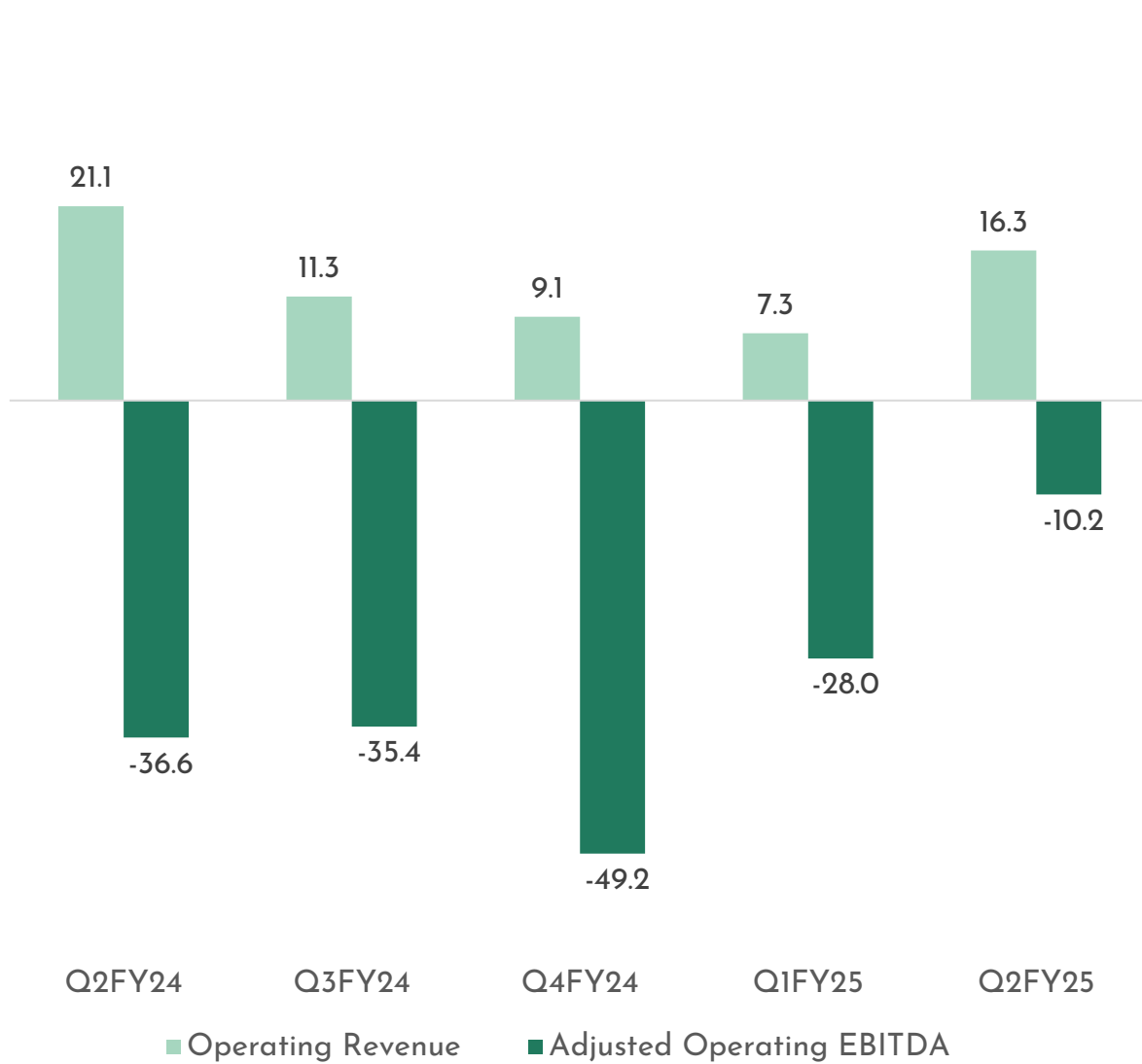
CONSOLIDATED FINANCIAL HIGHLIGHTS

(Rs in Millions)	Q2'25	Q1'25	QoQ %	Q2'24	YoY%
Revenue from Operations	16.3	7.3	124.4%	21.1	(22.7)%
Other Income	3.7	1.9	97.0%	4.9	(24.1)%
Total Income	20.1	9.2	118.8%	26.1	(22.9)%
Adjusted Operating EBITDA	(10.2)*	(28.0)*	NA	(36.6)*	NA
% of Operating Revenue	NA	NA	NA	NA	NA
PAT	(11.2)	(39.3)	NA	(45.3)	NA

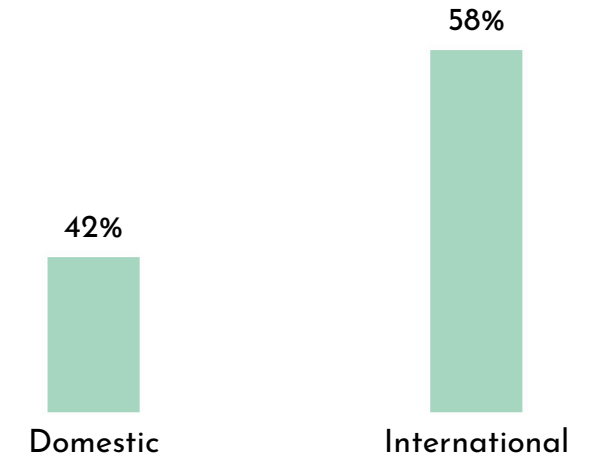
The fair value of our investments in our clients as on Sept 30, 2024, stands at approximately Rs 572.8 million

* Adjusted Operating EBITDA is after excluding ESOP expenses of Rs 0.1 mn, Rs 0.1 mn, Rs 8.3 mn, in Q2FY25, Q1FY25, and Q2FY24 respectively

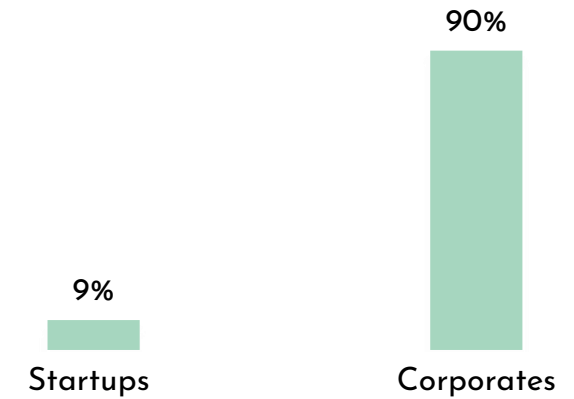
FINANCIAL HIGHLIGHTS



H1FY25 Geographical Split %



Q2FY25 Revenue Split %



*Adjusted Operating EBITDA is after excluding ESOP expenses of Rs 8.3 million, Rs (43.4) million, Rs 1.9 million, Rs 0.1 million and Rs 0.1 million during the Q2FY24, Q3FY24, Q4FY24, Q1FY25, and Q2FY25 respectively

TEAM: KEY MANAGEMENT



Sandipan Chattopadhyay

Founder, MD & CEO

- ❑ Ex-CTO of Just Dial, where he built and scaled the technology stack,
- ❑ Founder at E Dot Solutions, where he built Money Control.com. He led Money Control until its merger with Geodesic.
- ❑ Held key roles in web technology at Tata Interactive.
- ❑ He has helped the technology development of several start-ups as well as new initiatives at large enterprises
- ❑ IIM Alumni



Srinivas Koora

Founder, Executive Director, CFO

- ❑ A finance expert and a business leader possessing extensive experience of 20 years managing cash flows for start-up companies at all stages.
- ❑ Ex-Deputy CFO at Just Dial
- ❑ A corporate finance expert, he played a lead role in raising capital from SAIF Partners, Tiger Global, Sequoia Capital, SAPV & EGCS.
- ❑ He managed Just Dial's blockbuster IPO and implementation of its pre-listing and post-listing ESOP plan.



Jaison Jose

Co-Founder, & Executive Director

- ❑ Manages Human Resource Services, Business Development and Operations
- ❑ Diverse experiences spanning functions such as Human Resource Services, Business Development and Operations.
- ❑ Founding team member of Ques Corp Limited and ex-Adecco India PeopleOne Private Limited
- ❑ Master's Degree in Marketing Management, Mumbai University, M. Com, B. Com



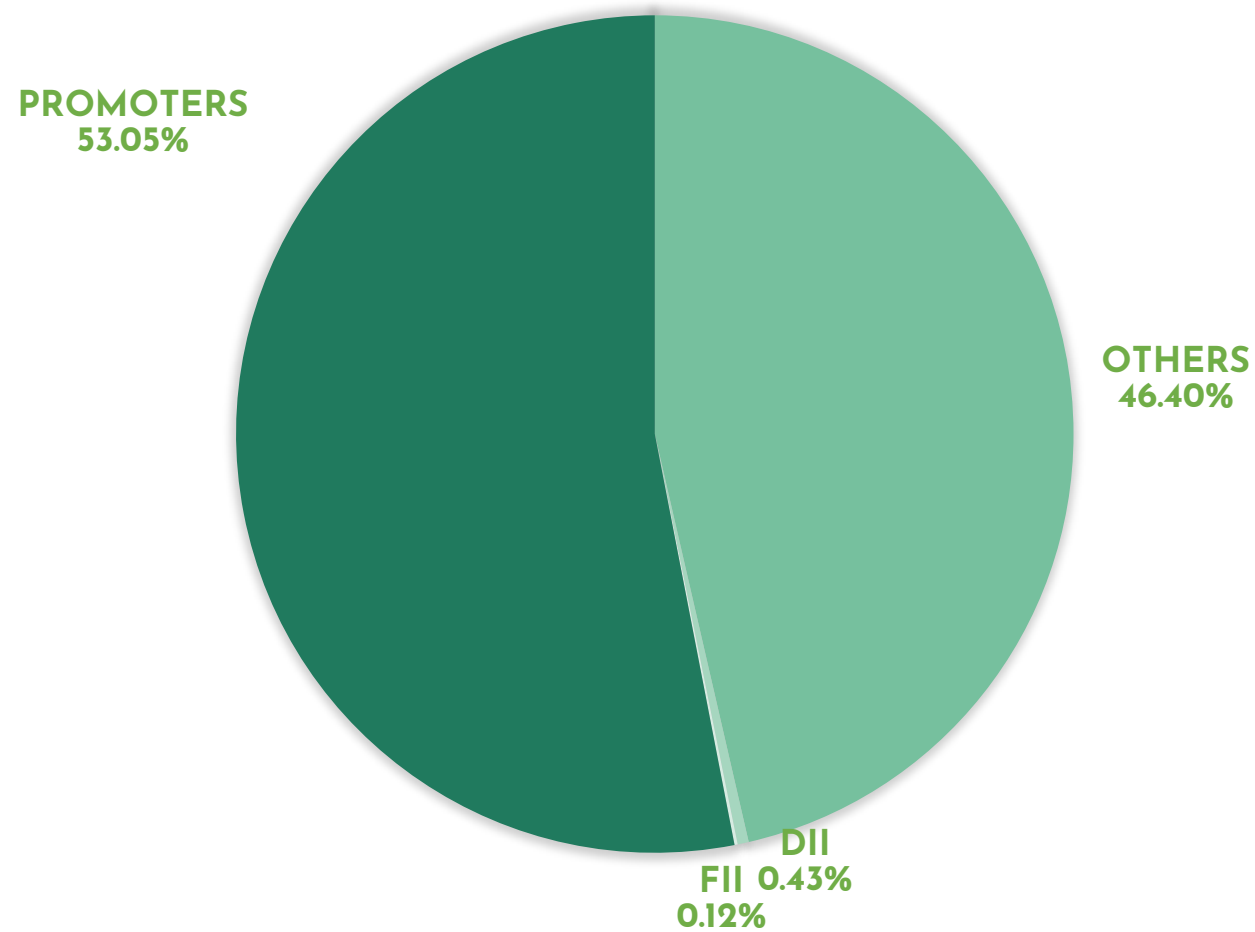
Vishal Chaddha

Chief Venture Partner

- ❑ Expertise in Product Market Fit, GTM strategy,
- ❑ Manages Sales, Alliances, Client relations and government relations
- ❑ Ex-CEO HT Media Internet Business and ex-Head -Preferred Banking RBS
- ❑ MBA - IIMC, B.S.- Mathematics-Delhi University

SHAREHOLDING PATTERN

SHAREHOLDING AS ON SEPT 30, 2024 (%)

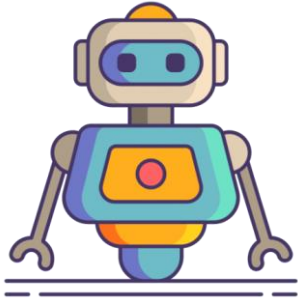


As on September 30, 2024

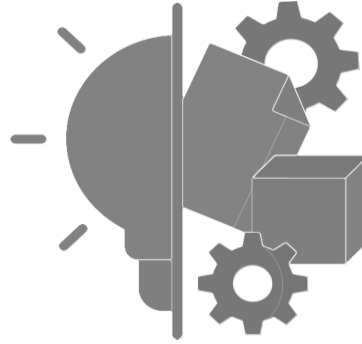
Top Institutions

Institution	%
Franklin India Technology Fund	0.43%

INVESTMENT RATIONALE



Differentiated technology services play with high focus on Data Science, AI and ML



Ability to identify unique business models and partner with the entrepreneurs to bring their idea to fruition



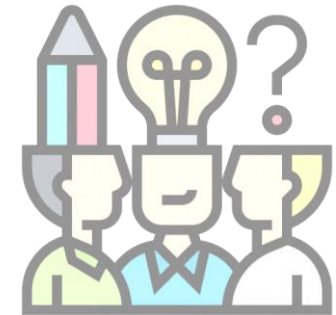
Focused on driving value to shareholders than a consistent traditional growth story



Key investments in companies have already scaled up to a substantial level



Strong management with senior high calibre technology professionals



Vision is to partner and grow with start-ups while selectively working on traditional projects that excite the high technology DNA of the company

{xelp}

THANK YOU !

Contact: Mr. Srinivas Koorra **CFO, Xelpmoc Design and Tech Limited**
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