eClerx

eClerx/SECD/SE/2024/064

May 17, 2024

BSE Limited	**National Stock Exchange of India Limited**
Corporate Relationship Department,	Exchange Plaza, Plot No. C/1,
Phiroze Jeejeebhoy Towers,	Block G, Bandra - Kurla Complex
25th Floor, Dalal Street,	Bandra (East),
Fort, Mumbai - 400 001	Mumbai – 400 051

Dear Sir/Madam,

Sub: **Compliance under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Reg.: **Audio recording and presentation of the earnings call - financial results for the quarter/period ended March 31, 2024**

Scrip Code: **BSE - 532927**
NSE – ECLERX

Pursuant to the provisions of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, the Company has uploaded the audio recording and attached presentation of the earnings call held on May 17, 2024 with respect to the financial results of the Company for the quarter/period ended March 31, 2024, on the website.

The said audio recording can be accessed through the below-mentioned web address:

https://eclerx.com/wp-content/uploads/2024/05/Audio-Transcript-of-Investor-Call-2023-2024-Q4.mp3

This is for your information and records.

Thanking you,

Yours truly,
For **eClerx Services Limited**

Pratik Bhanushali
VP-Legal & Company Secretary
F8538

Encl: as above

eClerx
Investor Relations

Firm Strategy
May 17th, 2024

4 Year Strategy

eClerx at an Inflection point

+ Impressive gross sales over last 5 years

+ Industry Leading Margins

+ Marquee Client List
  • Great Client references
  • High NPS ratings

+ 3 distinct businesses with different stakeholders

+ Strong team Offshore & Onshore
  • Client centric problem solving culture
  • Deep Domain
  • Robust Delivery

+ Tech enabled book of work

Opportunities

– Sharper focus on sales

– Increase risk appetite

– Improve predictability of revenue

– Add new clients & Grow existing clients

– Deliver a common and consistent market message

4 year aspirations: Be in top quadrant on growth @ industry leading margins

Market Positioning

- One eClerx
- Preferred service provider for global clients across Financial Markets, Hitech, Retail and Cable & Telco

Revenue Profile

- Focus on cross selling and filling whitespaces in existing clients
- Execute multi year deals for repeatable annuity revenue
- New Logos

Value Proposition

- Productize service delivery
- Tech led business transformation & domain

People & Delivery

- Inculcate a growth mindset
- Invest in senior management
- Institute a learning & innovative culture
- Promote entrepreneurship & our risk taking ability

Growth Strategy

Dominate profitable service niches across core industries

What it means	Key Capabilities Needed	Advantages	Risks
• Focused approach • Utilize full share of wallet in existing clients • Pursue new clients and geos	• Sponsor Management • Strong client referencing • Large Sales team • Building capabilities in adjacencies	• Lesser time to market to build capabilities • Existing reference-able clients • Deep service penetration • Existing tech assets	• Revenue concentration across volatile industries • Possible pricing pressure in deals

FINANCIAL MARKETS

- Increase wallet share in existing clients by focussing on both run and change the bank
- Look at new buying segments for key capabilities – CLC and TLC

DIGITAL

- Increase wallet share in existing clients
- Narrow focus on Top 4 core industries
  - Hi Tech, Retail, Manufacturing, Luxury & Fashion

CUSTOMER OPERATIONS

- Expand our core services to new industries
- Offer disruptive proposals to gain new logos/market share
- New delivery centers;
  - Evaluate Near-Shore options basis client demand

Tech enabled services

- **Compliance Manager**: KYC managed service that utilizes cognitive technology and efficient processes to reduce cost and manage risk.

- **DocIntel:** Digitize complex documents for data extraction, analytics, drafting and feeding downstream systems.

- **M360**: Real-time insights on digital shelf, enabling e-tailers to make data-driven decisions.

- **Merchandiser+:** Product merchandising platform that simplifies and accelerates new product launches through GenAI infused data aggregation, product builds, and data flows.

- **QA360**: A GenAI powered quality evaluation platform to analyse agent behaviour, compliance adherence and conversation sentiment.

- **Tech360:** Predictive dialling platform to manage customer interaction journey with real-time assist capabilities for voice and chat

Top 3 Focus Areas Over The Next 4 Years

INITIATIVES	1. STRENGTHEN SALES OPERATIONS	2. MINE EXISTING CLIENTS & WIN NEW LOGOS	3. ENHANCE OUR POSITIONING
FY25	**Optimize Sales HC & Utilization** **Strengthen Sales Review & Governance** **Focus on Tech Sales** **Investments in Sales & Marketing** Increase CXO Connects	**Onboard a CRO** Build adjacent capabilities Generate & win large deals (>$2MM ACV) Build Integrated Solutions Double the Pipeline Cross Sales Tech/Analytics Differentiation	**Onboard a CMO** Build tech partnerships Establish Gen AI proposition Leverage Analysts & Advisors
FY26 & FY27	Pivot by Industry & Capabilities Drive growth behaviour through Performance Management	Add multiple channels of lead generation	Feature as leaders in Analyst rankings Productize services
FY28	Focus on sustainable growth & strong margins		Leadership Development & Succession Planning

CONTINUED FOCUS ON ROBUST DELIVERY & STRONG MARGIN GOVERNANCE