California Software Company Limited



CIN: L72300TN1992PLC022135

Registered Office: Workflo, Greeta Towers, Industrial Estate, Perungudi,
OMR Phase 1, Chennai 600096
Phone +91 94448 60882

Email: investor@calsoftgroup.com www.calsoftgroup.com/www.calsof.com

Date: September 29, 2022

To,

National Stock Exchange of India Limited Symbol - "CALSOFT" Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051 **BSE Limited** Scrip Code No. "**532386**"

P. J. Towers, Dalal Street, Fort, Mumbai – 400 001

Sub: 30th Annual General Meeting of California Software Company Limited held on 29th September 2022.

Dear Sir/Madam,

Please find attached herewith the copy of the presentation made by the Company at the 30th Annual General Meeting of the Company held today viz., 29th September 2022 for your records.

Thanking you,

Yours sincerely,

For California Software Company Limited

Dr Vasudevan Mahalingam

Managing Director





Meeting Agenda

- Invocation
- Welcome Speech by Ms. Srimathi, Independent Director
- Presidential Address by Mr. Frederick Bendle, Chairman
- "Empowering Small Business" by Mr. Zoheb Abbasi, CEO, Elixir Digital Media, Mumbai.
- "Blockchain & Data Protection for the Life Sciences" by Dr. Manimala Vasudevan, ED
- "Branding and Marketing" by Mr. Shahbaz Ahmed, Head, Sales and Marketing
- "Empowering Retail and E-Commerce Solutions" by Dr. Mahalingam Vasudevan, MD
- "CSR Activity for women" by Ms. Ruchi Sharma
- Question-and-Answer session
- Vote of Thanks by Mr. Vijayakumar, ED
- National Anthem



Invocation





WELCOME SPEECH

by Ms. Srimathi, Independent Director



Good morning, Ladies and Gentlemen,

I am delighted to welcome you all to the thirtieth Annual General Meeting of California software Company Ltd.

It may be a different setting than what we are normally used to, however it is wonderful to see so many of you joining in from different parts of India and from other countries. Thank you for joining us.

All of us have felt the impact that COVID-19 has created across the world. The pandemic forced businesses to go 'remote' in days; acting as a change agent, the biggest accelerant to the digital transformation, and an opportunity for companies to step up and help enterprises take that leap.

I wholeheartedly welcome all the shareholders and dignitaries at this thirtieth Annual General Meeting of your Company.

I request on behalf of members of the board, Mr. Fredrick Bendle will preside over the thirtieth Annual General Meeting of our Company



PRESIDENTIAL ADDRESS

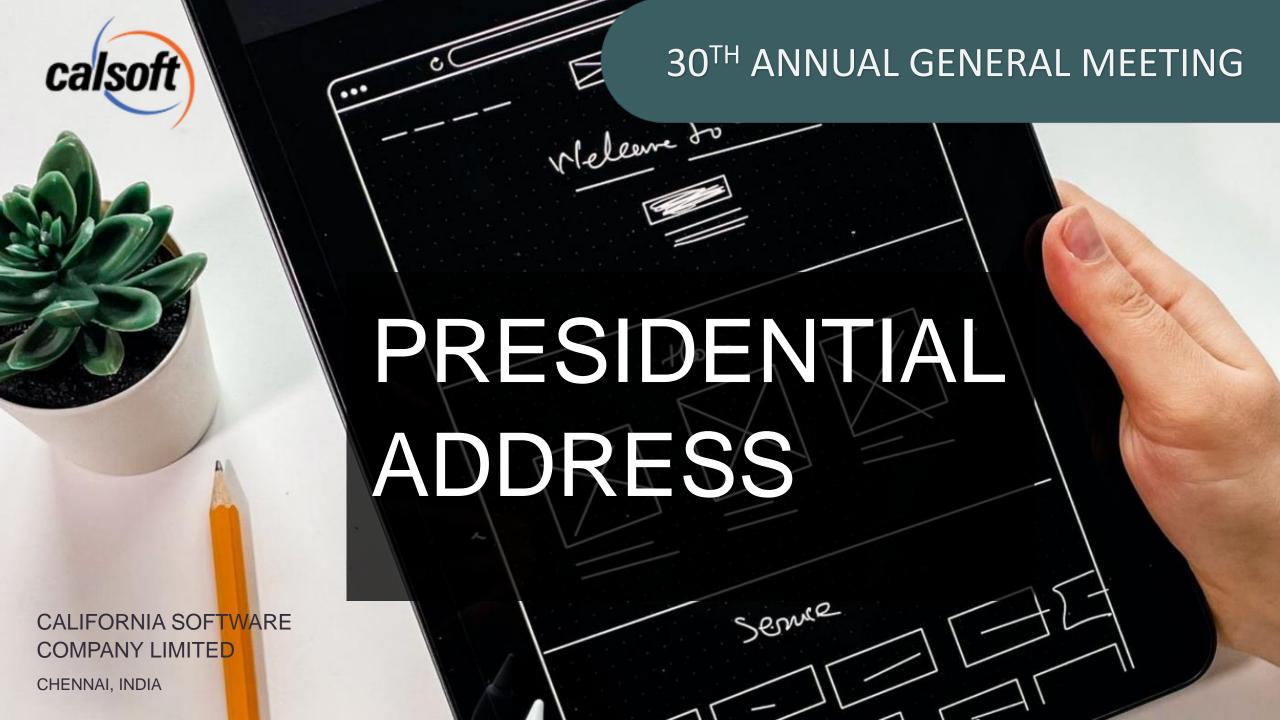
BY Mr. Frederick Ivor Bendle





Frederick Ivor Bendle

- Mr. Frederick Bendle is holding a Graduate in Law and has also been a member of 'The Institute of Chartered Accountants of England and Wales since 1982.
- He associated with Chemoil as CFO, a Glencore Company since August 2012, Before this, he was the head of Chemoil, and then as CEO of Calsoft and as a Director of Chemoil-Adani Pte. Ltd.
- CFO of various Glencore group of companies, including Fujairah Refinery Company in the UAE and Refinery in Ukraine, Kuwait Petroleum Limited as CFO of oil exploration and production operations in Egypt and Tunisia.





Calsoft's value chain works across the company's industryaligned business segments, which are:

- Digital Business
- Digital Operations
- Digital Systems and Technology

ORDINARY BUSINESS

- 1. To receive, consider and adopt the audited standalone and consolidated financial statements of the Company comprising of the audited balance sheet as of March 31, 2022.
- 2. To appoint a Director in place of Mr. Frederick Ivor Bendle (DIN: 03156399) Chairman and Non-Executive Director of the Company, who retires by rotation and being eligible offers himself for re-appointment
- 3. To appoint M/s. M.K.Dandeker & Co., Chartered Accountants as statutory auditors and fix their remuneration

SPECIAL BUSINESS

4. To re-appoint Dr. Mahalingam Vasudevan as Managing Director



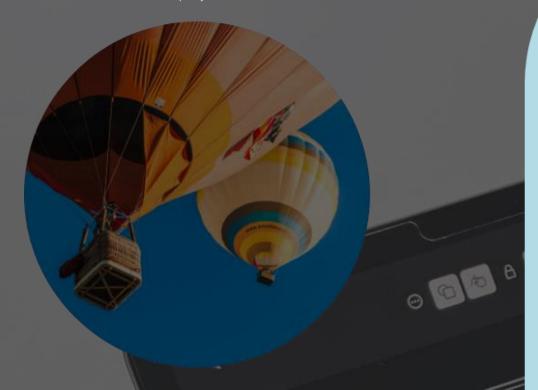




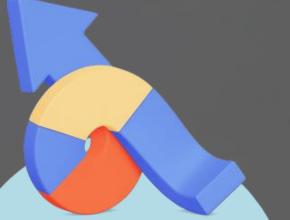


Profitability

In comparison with the profits made in 2020-21 and 2021-22, the company made:



PROFITABILITY





More profit with the highest number of sales made during the second quarter (Q2).







Financial Review

90%

Orginic Growth

45 Million

Free cash flow

7.48 X

Growth compare to the previous year

29%

Earning per share

58.15 %

Underlying operating profit margin



MOVING FORWARD

- + Revenue –2M
- + Employees 100+
- + Clients 100+

2022

2024



2021

2023

- + Revenue 10M+
- + Employees 500+
- + Clients 100k+
- + Presence ME + Europe

2025

- + Revenue 100 M USD
- + Employees 10k+
- + Customers 1 Million +
- + India, ME, USA, and Europe



WITH our core values "Keeping True Heart of Kindness,

Determination, and Perseverance, Striving for Success, Sharing and

Growing with the Customers" that keep us Growing and winning!

Thank you



"Empowering Small Business" by Zoheb Abbasi,

Co-Founder, and CEO of Elixir Digital Media, Mumbai.





Zoheb Abbasi

- Co-Founder and CEO of Elixir Digital Media, Mumbai.
- A professional having more than 15 years of work experience with expertise in the Product and Service Industry including IT and the telecommunication sector, Digital Strategy, Finance & Edutainment, Block Chain, Enterprise behavior of both B2B and B2C, and modes of distribution.

EDUCATION

2013 - 2015

MBA - Sikkim Manipal University

Business Operations

2007 - 2010

Bachelore of Arts - Mumbai University

EXPERIENCE WORK

2018 - PRESENT

Manage and create a strong business presence on social media.

Co-founded Elixir Digital Media, steered it to build a solid digital plan and solutions company in the areas of content creation and engagement solutions for specially emerging markets globally.

2015 - 2018

Senior Sales Manager - Netxcell Ltd

2011 - 2015

Key Account Manager - Nuance Communication

2009 - 2011

Asst Manager - World Phone India

2006 - 2009

Ops Manager - Prospect Base India





EMPOWERING SMALL

Elixir Digital Media is a full-service strategic marketing communications firm that harnesses the power and provides Videos and Animations, Digital strategies, UI/UX, Website and Mobile applications and IT software and solutions, and everything in between to help companies build brands.

Founded in 2017, the company is headquartered in Mumbai with offices in Delhi and Toronto Canada.

We specialize in client handling from financial services, real estate, healthcare, FMCG, retail, food brands, and not-for-profit causes.



EMPOWERING SMALL

Various methods are under the spectrum of digital marketing, which is as follows

- Search Engine Optimization (SEO)
- Pay-Per-Click (PPC)
- Content Marketing
- Social Media Marketing (SMM)



EMPOWERING SMALL

Digital marketing and its impacts on the way our business operates

Customer Communication

Digital platforms and social media have enabled easy and instant communication between the brand and the audience. And the best thing is, it helps to connect with the global audience. While there are small businesses who are active in digital marketing, there are also small businesses who are still postponing it due to a variety of reasons like

- lack of time,
- lack of knowledge
- limiting themselves to one particular kind of marketing.

Some also believe that as they are a small business, they need a small manageable number of customers. This approach is not appropriate and may become a hindrance to their growth.

You can see your small business growth because digital marketing provides equal opportunities to every business. It is not a strategy only restricted to big corporations or multinational companies. Small businesses can actually leverage their business with the help of digital marketing. They can stand in perfect competition with established businesses. Also, they can make full use of digital marketing by engaging different clients on different platforms.

- The cost-effective form of marketing
- Helps in conversions



EMPOWERING SMALL

Increases revenue

A successful digital marketing strategy gives more conversions. The revenue also increases as a result of higher conversion rates. Companies that use social media generate 78% more business compared to companies who do not use social media marketing. The response from email marketing is also high. A combination of content marketing with other marketing strategies together brings a high response and resultantly impacts the revenue.

Targeting the right audience

One of the reasons why digital marketing is winning over traditional marketing is that it helps to target a specific segment. The interactions done with the target audience are result-oriented. They help to achieve predetermined goals. With e-mail marketing, one can directly target a specific person. Therefore, digital marketing is considered the highest personalized form of marketing.

Increases brand reputation

Every business initiates with the aim of attracting more customers. The same thing applies to digital marketing. You can start with the aim to gain the maximum possible clicks to your websites and marketing platforms. Gradually, more people start to recognize your brand, and when you offer them the exact thing they are looking for, the reputation of your brand increases. This also helps you win the trust of your customers.

Gives measurable results

With the help of specific tools, you can easily measure results for each and every digital marketing platform. This will help you to evaluate performance and help you in making decisions.

Thank you



Blockchain & Data Protection for the Life Sciences

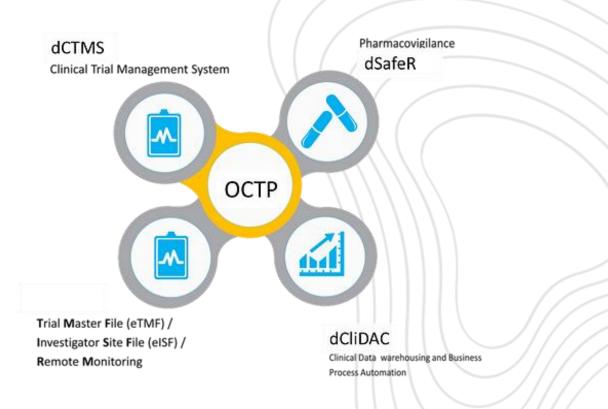
by Dr. Manimala Vasudevan, ED



SOFTWARE
OPPORTUNITIES AND
CHALLENGES IN THE
LIFE SCIENCES
INDUSTRY







The life science software market, which was USD 15.44 billion in 2021, would rocket up to USD 40.76 billion by 2029, and is expected to undergo a CAGR of 12.9% during the forecast period 2022 to 2029.

Being the core of blockchain, distributed ledger technology provides data transparency and builds digital trust

Key benefits of blockchain technology



Enhanced security

Blockchain helps prevent fraud and unauthorised activity by creating a record that cannot be altered and is encrypted end-to-end.



Greater transparency

All transactions are immutably recorded and are time- and date-stamped. Full transparency is provided, which eliminates any opportunity for fraud.



Instant traceability

Blockchain creates an audit trail with all documented transactions. Traceability of data can also expose companies' weaknesses.



Increased efficiency

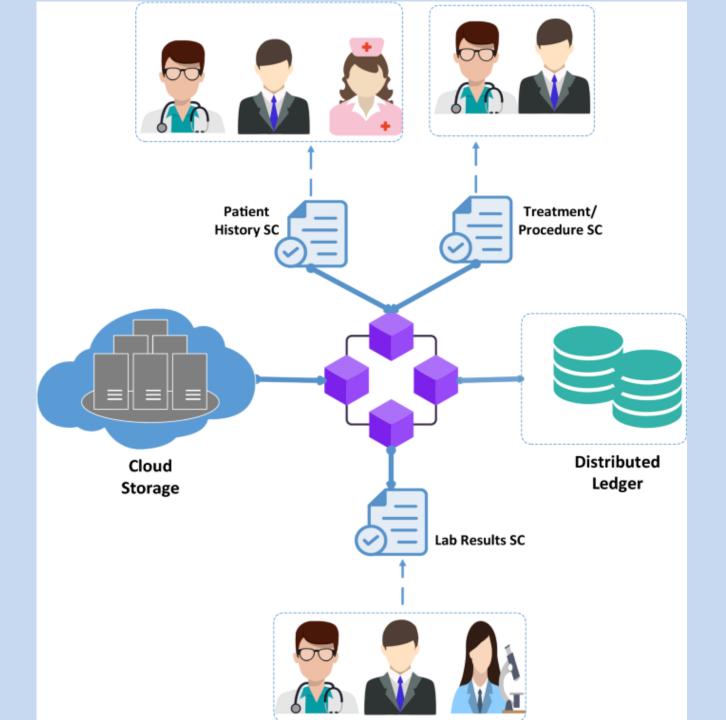
Traditional paper-heavy processes (time-consuming, human error, third-party mediation) with blockchain can be completed faster and more efficiently.



Advanced automation

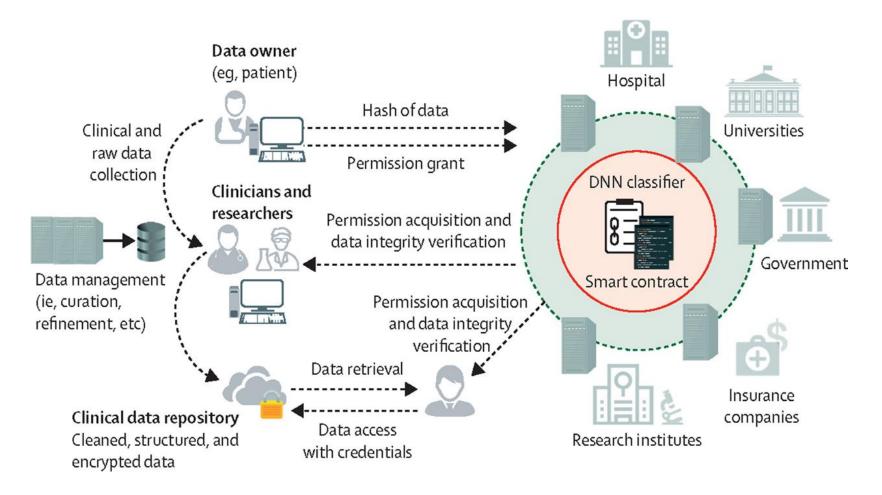
Transactions can even be automated with 'smart contracts', which increase efficiency and speed up the process even further.

SOFTWARE
OPPORTUNITIES
AND CHALLENGES
IN THE
LIFE SCIENCES
INDUSTRY



Transforming Patient Care





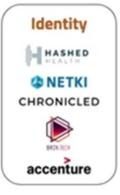
Healthcare-Related Blockchain Projects





















"Branding and Marketing"

by Shahbaz Ahmed, Head, Sales and Marketing





Framework for

Branding and Marketing.





Calsoft's Vision post covid

Calsoft is moving towards an **Active Offense** And "**Starting Again**" strategy and developing a new round of growth for Calsoft, we will be on the offense.

Calsoft's future lies in doing what they excel at: investing in talented, diverse, and engaged associates in an inclusive culture, identifying client needs and industry trends, and responding quickly with tailored solutions that facilitate client success and moving closer to realizing the vision with the core value

"Keeping True Heart of Kindness, Determination, and Perseverance, Striving for Success, Sharing and Growing with the Customers".

This is only possible by establishing a great relationship with our customers. If we have a customer-centric approach and adapt ourselves and focus on enhancing our product offerings as per the needs and requirements of our customers

Calsoft 's future is worth the anticipation!

dSPEEDUP

dSPEEDUp The Next Big Thing are we ready for the market?

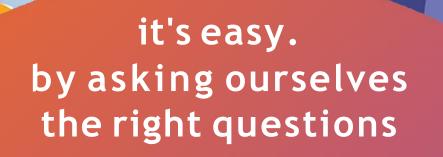
There is a drastic transformation and almost every business is adapting to the shift to operating with digital business models. Business-related issues are becoming increasingly significant within the digital services market.

If we have to accomplish our GOAL of having more than **10,00,000** Clients onboard.

We need to ask ourselves if we are ready for the market and How strong are our brand and marketing efforts?

> HOW DO WE GET FROM WHERE WE ARE TO WHERE WE WANT TO





Have we been able to capitalise on our Goodwill of being a 2 decades old company in branding and marketing which will make sales easier?

Who is our ideal customer? What are his goals? Have we created various buyer personas?

Is our marketing strong enough to convey that we believe in growing with them?

How our products will help them grow their business and add value?

Where is our customer searching for information? Are we there?

Who are our biggest competitors? What are they doing, How can we do it better?

Can we make a make a disruptive entry in the market?







Welcome to The Digital world

What is Digital Marketing? How does it help a business?

Digital Marketing also called online marketing, promotion of brands to connect with potential customers and other forms using the internet of digital communication.

This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.

Essentially, if a marketing campaign involves digital communication, it's digital marketing.











Major differences between Digital Marketing and Traditional Marketing



Digital Marketing

v s

Traditional Marketing

- Cost-effective
- A large number of audience
- Variety of sources
- Higher conversion rate
- Measurable results
- Immediate communication



- Expensive
- Limited audience
- Non-versatile
- Low conversion rate
- Results cannot be measured
- Delayed communication











build ecommerce website with react build ecommerce website best way to build ecommerce website

How do we know what the customer wants? Think, Make, Break, Repeat

Understand the customer needs and problems and using the principles of design thinking, we constantly iterate and improve our products created with a Customer-first approach.

This will always keep us ahead of the competition but we must also ensure that having a customer-centric attitude, does not mean we overpromise.

Design thinking combined with a strong Inbound Marketing strategy is a recipe dSPEEDUp's for both short and long term success.



Our Strategy should focus on?



Paid Media

- PPC Ads
- Social Media
- Advertising Email
- Marketing WhatsApp Marketing

Owned Media

- Website
- Content Marketing
- Social Media Management
- Inbound Marketing

Earned Media

- SEO
- Reviews and testimonials
- Mentions, retweets, Subscribers

Rebuild Calsoft and dSPEEDUp's websites with the priciples of Inbound marketing strategy



The people we want as our customers are out there right now with questions. They're wondering how they can improve their businesses. They're thinking of buying new things. Sooner or later, they're going to start looking for answers — and our website developed with inbound marketing content could be just the resource they need.

This will help us in building deeper, more engaged relationships with our customers.

If we are aware of common questions that our target audience frequently asks, inbound marketing content is the best way to answer them.

It gives our audience what they are looking for

It empowers our customers in the most natural and customer-centric way to find and learn about our brand.







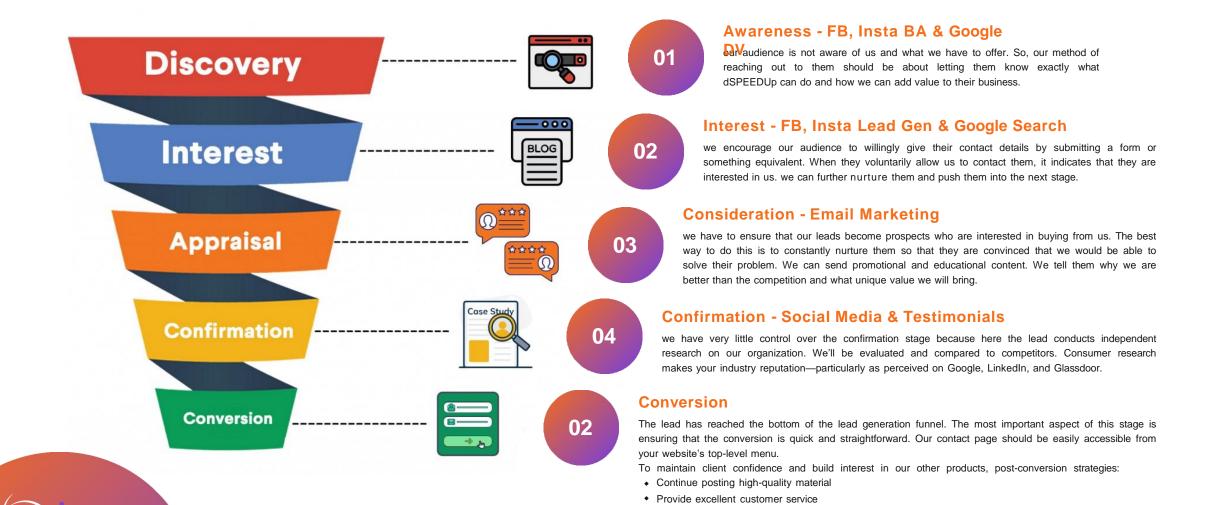




dSPEEDUp

How our Lead funnel should look like

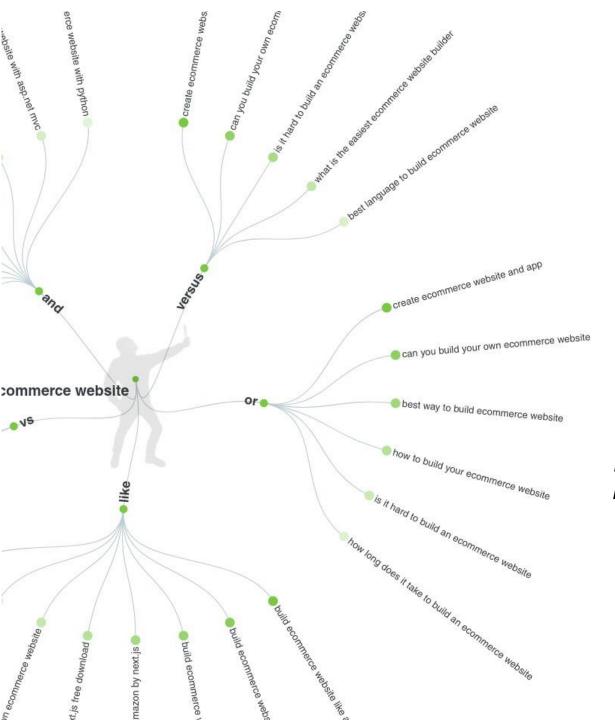
Gather and respond thoughtfully to customer feedback





How do we curate the marketing messages? The 'why' theory.

Marketing without considering our brand vision is just paid publicity



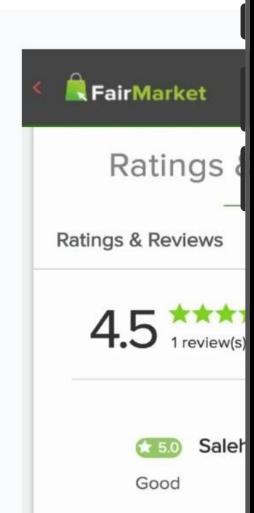


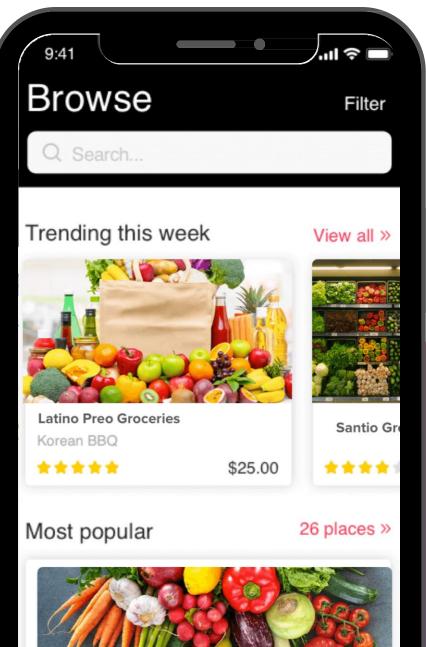
Emphasize benefits rather than explaining features

Build your online Grocery Store in minutes with dSPEEDUp

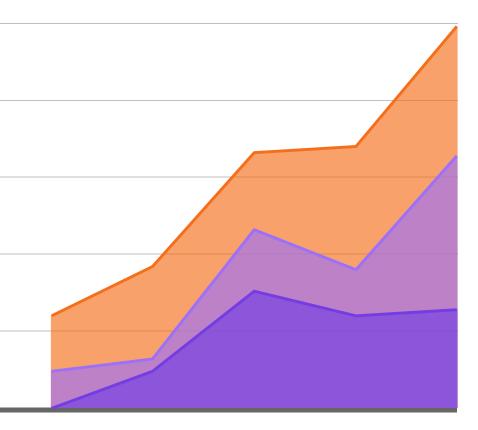
TRY NOW FOR FREE











With so much to do, how do we prioritize on what's more important now?

Data

Subject to iteration. All the 3 verticals will be operated using Agile Project Management principles with help of Analytics.

This data will help and guide us on what to focus on immediately and what needs attention later.



James C. Collins said, "Greatness is not a function of circumstance. Greatness, it turns out, is largely a matter of conscious choice, and discipline."

Thank you



30TH ANNUAL GENERAL MEETING

"Empowering Retail and E-Commerce Solutions"

by Dr. Mahalingam Vasudevan, MD



KEYNOTE ADDRESS





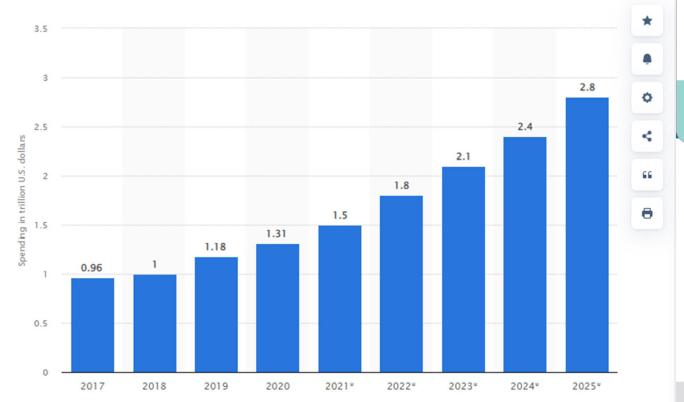
DIGITAL TRANSFORMA

Seme

CALIFORNIA SOFTWARE COMPANY LIMITED

CHENNAI, INDIA

DX Industries Transforming





Global spending on digital transformation is expected to reach \$6.8 trillion by 2023



\$2 trillion

The total enterprise spending on digital transformations in 2019



Source::idgesg.net



© Statista 2022 🏲

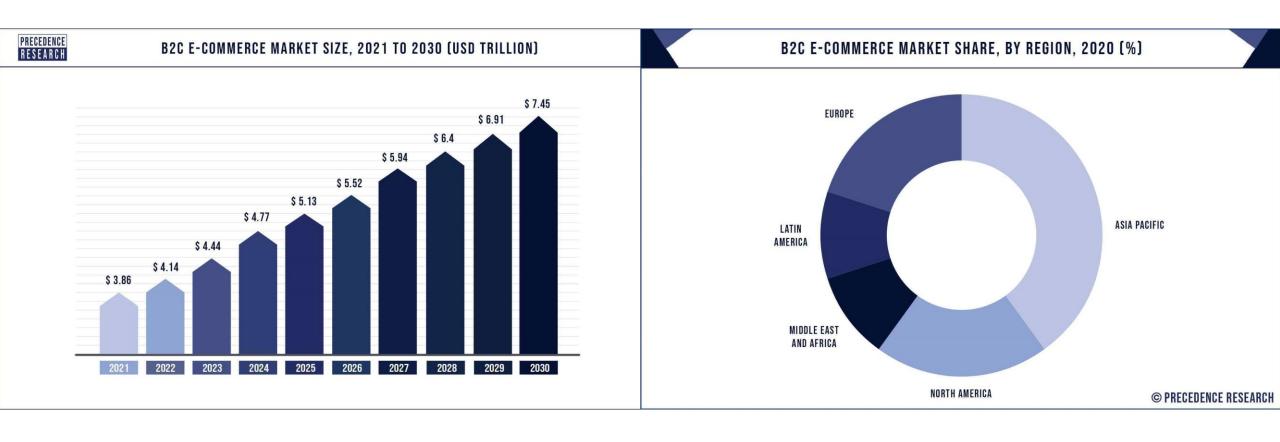
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WHAT MATTERS TODAY'S CONSUME



E COMMERCE MARKET



EMPOWERING RETAIL

AND E-COMMERCE

SOLUTIONS

EMPOWERING TRADERS

FINTECH GAMING NFT

PoS E-COMMERCE BOT

EMPOWERING TRADERS

BIGDATA BLOCKCHAIN

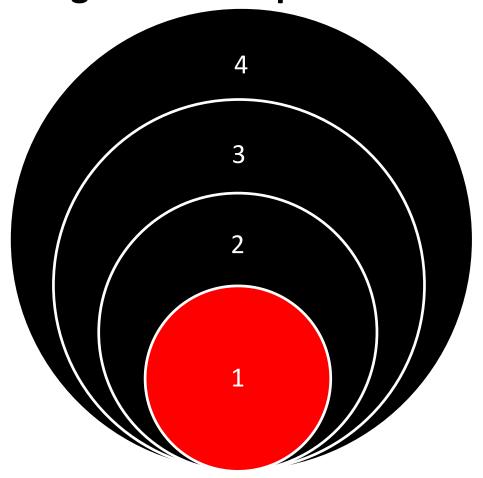
CRM/ Loyalty

dSPEEDUp

e Commerce Platform launched

EMPOWERING RETAIL AND E-COMMERCE SOLUTIONS

Digital roadmap - LAYER 1



dINSPIRA PoS

Launched in Spain

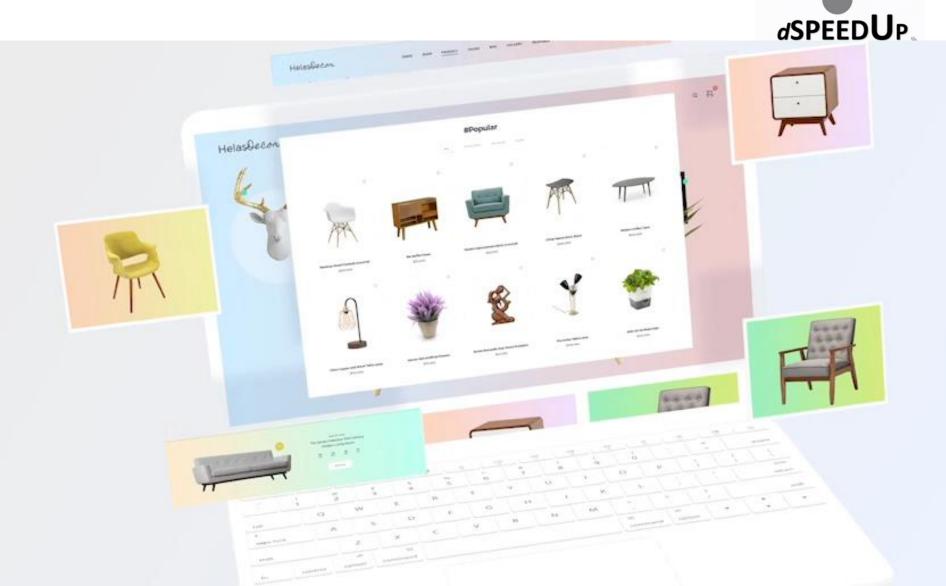
dBOT

A Conversational Platform launche

dULTIMA

Omnichannel Solution Developed

Digital roadmap - LAYER 1



OUR PLATFORMS

D-SPEEDUP

dSPEEDUp is all-on-one eCommerce solution is built on the idea that you should have access to the best possible set of tools, no matter the size of your business.

D-ULTIMA

dULTIMA's omni-channel business solution is all about providing an optimized and seamless consumer experience. It doesn't take platform, channel, or device into account. It focuses on the customer and the customer alone

D-INSPIRA

d-INSPIRA PoS helps the retailers for growing their business by managing inventory, processing payment, managing refunds, and returns, creating reports for analysing profits, etc.

dULTIMA Omnichannel platform

45+ Marketplace Integration
30+ Logistics Integration

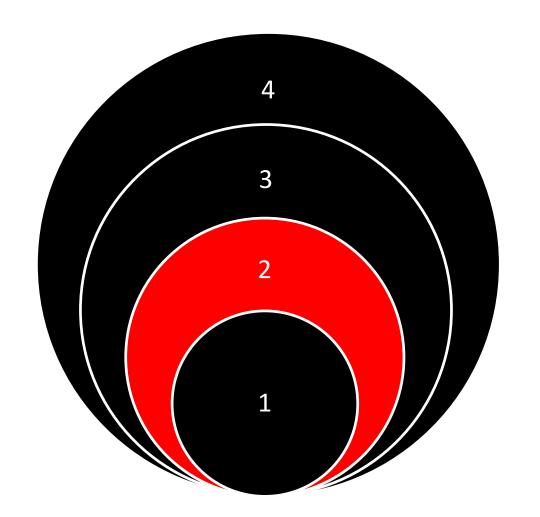
ERP and Accounting Integration

dultima

There are almost **2.8 billion** social media users worldwide, around one-third of all internet users. So ignoring omnichannel marketing using social media is not an option.



Digital roadmap – LAYER 2



EMPOWERING
RETAIL
AND E-COMMERCE
SOLUTIONS

CRM, LOYALTY
AND DIGITAL MARKETING

Digital roadmap – LAYER 2 Customer Relationship Management

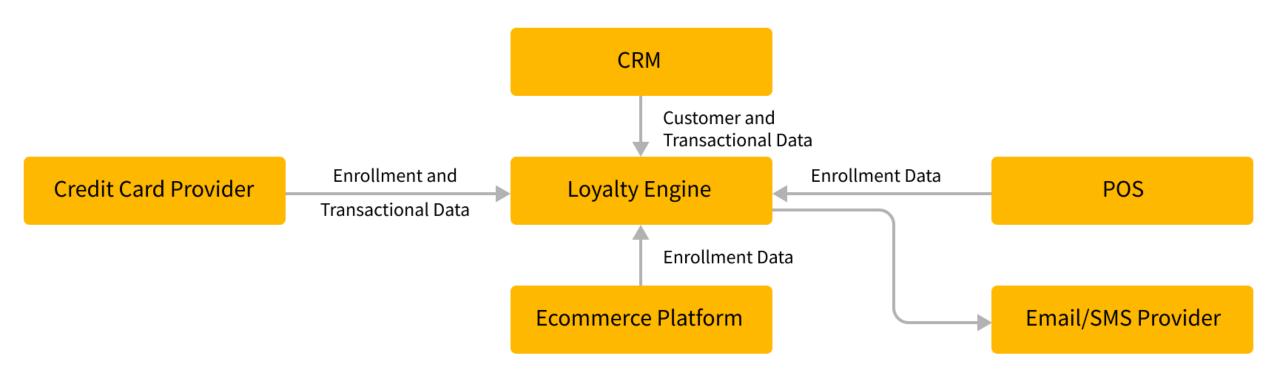


EMPOWERING
RETAIL
AND E-COMMERCE
SOLUTIONS

Digital roadmap – LAYER 2

LOYALITY ENGINE

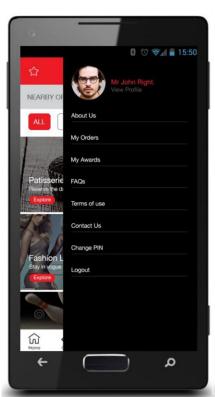
EMPOWERING
RETAIL
AND E-COMMERCE
SOLUTIONS

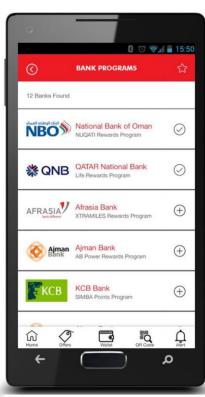


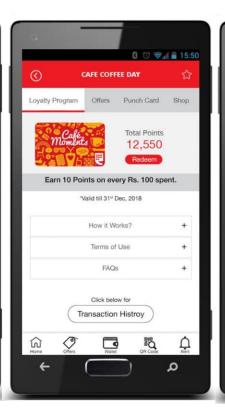
Digital roadmap – LAYER 2

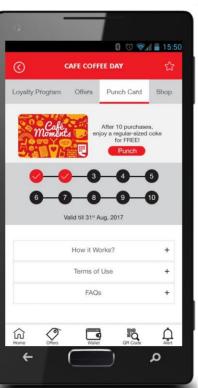
LOYALITY ENGINE

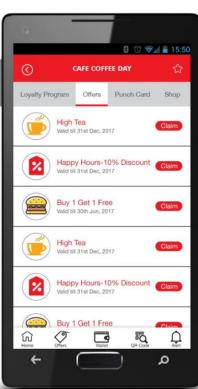












Customer Wallet

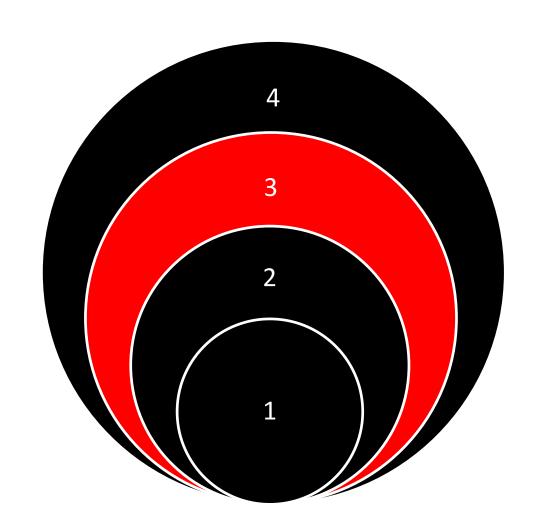
Bank Points Program Merchant Points Program Merchant Punch Card **Program**

Merchant Discount Coupon Merchant Buy 1 Get 1 Free **Prorams**

DIGITAL TRANSFORMATION

Digital roadmap – LAYER 3

EMPOWERING
RETAIL
AND E-COMMERCE
SOLUTIONS



BIG DATA ANALYTICS

BIG DATA ANALYTICS FOR BUSINESSES

"You can't manage what you don't measure."

Big data is the fuel for today's analytics applications. This in-depth big data guide explains how businesses can benefit from it and what they need to do to use it effectively.

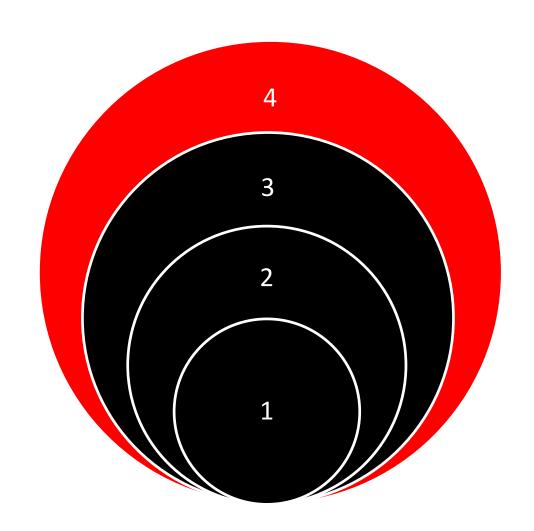




DIGITAL TRANSFORMATION

Digital roadmap – LAYER 4

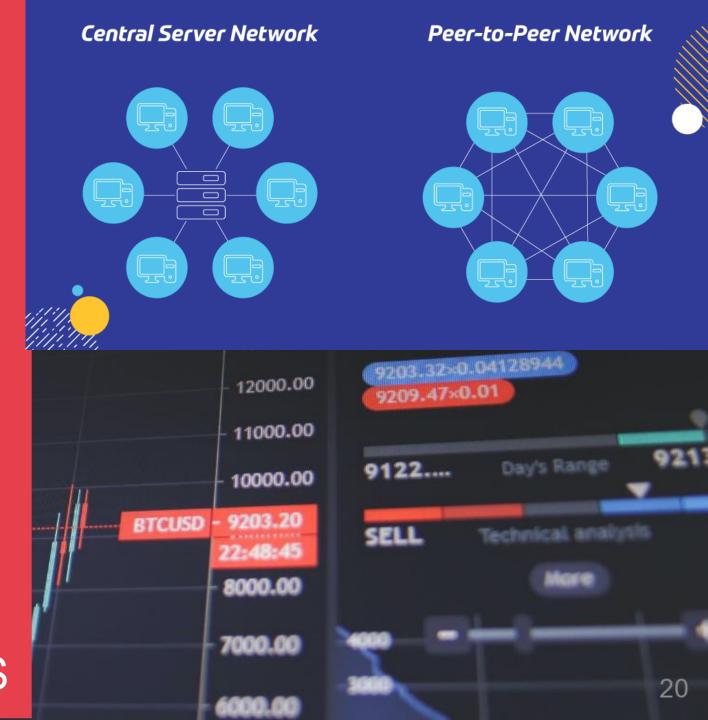
EMPOWERING
RETAIL
AND E-COMMERCE
SOLUTIONS



BLOCKCHAIN DEFI GAMING

BLOCKCHAIN IS REVOLUTIONIZIN G THE FACE OF BUSINESS

BLOCKCHAIN-ENABLED
RETAIL AND ECOMMERCE PLATFORMS



DeFi:

DECENTRALIZED FINANCE

Decentralized exchanges (DEXs)

Decentralized marketplaces

dFins platform

Enabling transactions in Innovative Finance by simplifying and automating finance through a decentralized exchange



Complete Ecosystem



Platforms Around dFins



dOrbit-NFT platform : POWERING COMMERCE, COMMUNITY AND BRAND ENGAGEMENT





Easy Exchanges

dOrbit is a Blockchain-enabled secure NFT platform, users can enjoy seamless trading and instant liquidity for NFTs, where users can sell, trade, and exchange NFT tokens.



Join dWager Series

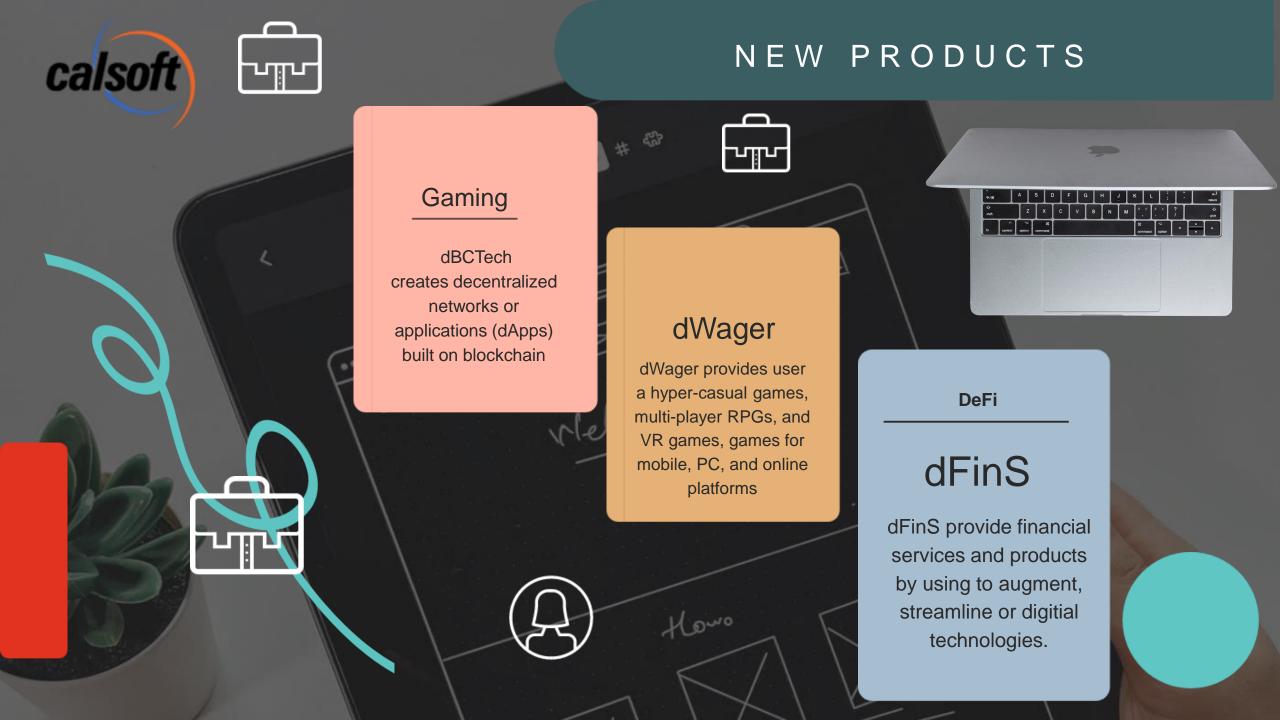


AI WILL REVOLUTIONIZE EVERY ASPECT OF E-COMMERCE

Global E-commerce sales are projected to touch \$6.0 billion by 2022, and around 80% of all customer interactions will be managed by AI technologies (without any human agent) by 2025.

EMPOWERING RETAIL AND E-COMMERCE SOLUTIONS







MOVING FORWARD

- + Revenue –2M
- + Employees 100+
- + Clients 100+

2022

2024



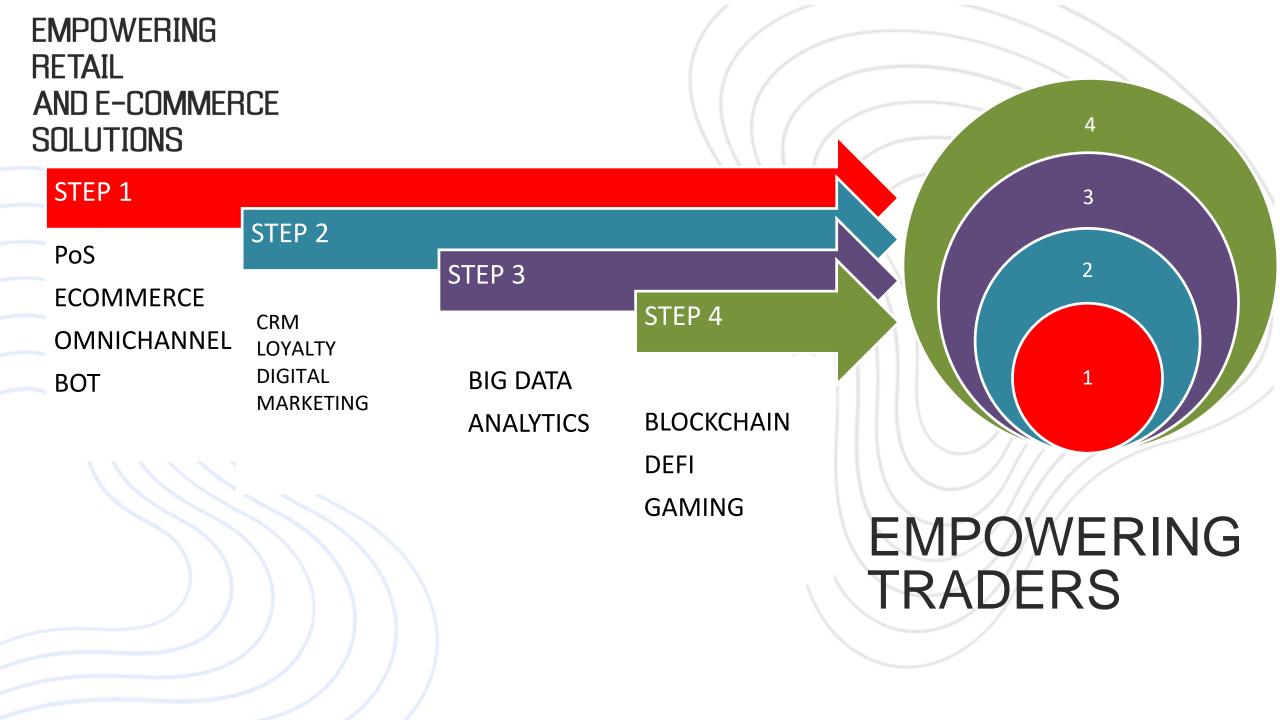
2021

2023

- + Revenue 10M+
- + Employees 500+
- + Clients 100k+
- + Presence ME + Europe

2025

- + Revenue 100 M USD
- + Employees 10k+
- + Customers 1 Million +
- + India, ME, USA, and Europe

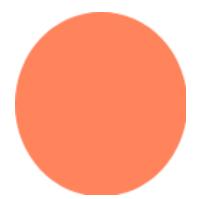


EMPOWERING
RETAIL
AND E-COMMERCE
SOLUTIONS



WITH our core values "Keeping True Heart of Kindness, Determination, and Perseverance, Striving for Success, Sharing and Growing with the Customers" that keep us Growing and winning!

Thankyou







"CSR Activity for women" by Ms. Ruchi Sharma,

Founder, Elixir Digital Media, Mumbai.





Ruchi Sharma

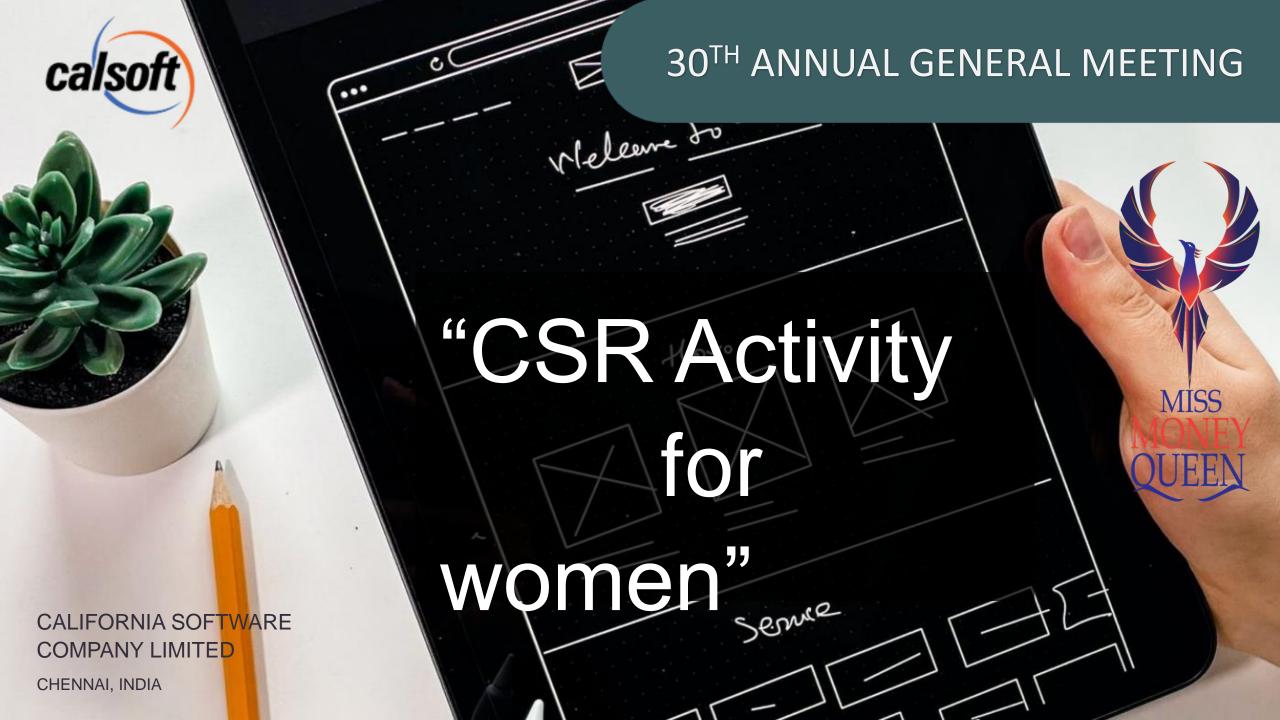
Founder, Elixir Digital Media, Mumbai.

- A professional having more than 15 years of work experience with expertise in Digital Strategy and Content Producer.
- Founder of Miss Money Queen and Coffee with Share Guru
- Associated Producer of BBC studio, ZEE Business and Radio Mirchi

- Content Producer –
 CRYPTOWIRE APP
 Sept -2021/ Present Hanover and Tyke
 Produced quick, short, informative and crisp content for Crypto Tv in conjuction
- Founder & Content Head, 2017 / 2022 Elixir Digital Media Conceptulize, Ideate & Create.

with crypto Wire App.

- Content Producer, Stock Market
 2018 / 19 Ticker Tv App
 Content producer and Anchor
- Founder & Director
 2017 Miss Money Queen
 2017 Coffee With Share Guru
 Conceptulize, Ideate & Create.
- Asst Producer,
 2016 / 17 BBC Studio & Radio Mirchi
- Asst Producer,
 2010 / 14 Zee Business
 Anchor & Reality Show Specialist
- Internship
 2009 CNBC AWAAZ







Introduction MMQ Women & Money

- Money is a need
- Money to survive
- Money to enjoy
- Money to relax
- Money for yourself
- Money for reputation.
- Money decides your stand in society
- Money is power
- Decide your life with money. HOW?

The mission of this CSR activity.
Recalling to COGNIZANCE







Addressing to the limited exposure to investment practices and financial decision making

MMQ is the very first one to look up to this segment eyeing prowess the women's investment behavior and overall financial decision-making ability.

Achievement and outcome of women's CSR activity

Exposure to an untapped market – unique data
Provide a platform to upscale the confidence of women and built
a strong community

Vision

It's a unique and universal CSR-Activity that holds the potential to surpass all the top reality shows featuring women.



Thank you



Question and Answer



Vote of Thanks by Mr. Vijayakumar, ED



Ladies and Gentlemen, good afternoon.

I am very much humbled and honored to be the one making the closing of today's occasion by proposing the vote of thanks.

On behalf of the members of the board and all employees, I would like to thank the honorable chief guest and partners.

I thank Mr. Zoheb Abbasi for his presentation "Empowering Small Business" and

Ms. Ruchi Sharma for her presentation "CSR Activity for women"

Also, I want to express my heartfelt gratitude to

Members of Press, Guests, and Dignitaries, Video conference arranged by NSDL.

Mr. Siva, NSDL

Mr. Yuvaraj, Integrated Solutions and our RTA.

Mr. Ramanathan & Ms Sindhuja, M/s. Dhanapal and Associates, our Practicing Company Secretaries



Our Company Secretary Mr.Venkatesan

Our chartered accountant Mr. Poosaidurai from M/s MK Dandekar& Co.

Our Internal auditor's Mr.Kumar from M/s Naresh & Co.

Mr. Gokul, and Mr. Yeshwanth from Calsoft.

We are very grateful to thank everyone who attended our 30th Annual General Meeting

And I thank our speakers, guests, shareholders, employees, and members of the board, supporting team,

all those, directly and indirectly, contributed to this occasion.

Thank you very much...



National Anthem