SONATA SOFTWARE LIMITED

30th October, 2019

National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Mumbai
Kind Attn: Manager, Listing Department
Email Id: neaps@nse.co.in
Stock Code - SONATSOFTW

BSE Limited
P.J. Towers, Dalal Street
Mumbai
Kind Attn: Manager, Listing Department
Email Id: listing.centre@bseindia.com
Stock Code - 532221

Dear Sir/Madam,

SUB: Investors' Presentation

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing Investors' Presentation for the quarter and half year ended 30th September, 2019.

The above said presentation is also made available on the Company's website www.sonata-software.com.

Kindly take the same on record.

Thanking you,

Yours faithfully,
For **Sonata Software Limited**

MANGAL KRISHNARAO KULKARNI
Digitally signed by MANGAL KRISHNARAO KULKARNI
Date: 2019.10.30 16:33:28 +05'30'

Mangal Kulkarni
Company secretary and Compliance Officer

Encl: As above

SONATA SOFTWARE

Sonata Software

Investor Deck

Q2 FY 19-20

Sonata Vision

A world class firm
that is a benchmark for
Catalyzing Business
Transformation for our Clients,
Fulfilling Employee Aspirations
&
Caring for our wider
Community

through Depth of:
Thought Leadership
Customer Centricity
Execution Excellence

For the Customers
IT Partner of choice for transformation
thru deeper industry, technology & customer focus

For the Employee
A fun & fearless environment where the potential & passion for work flourishes

For the Community
CSR initiatives to support IT needs of projects with Social impact

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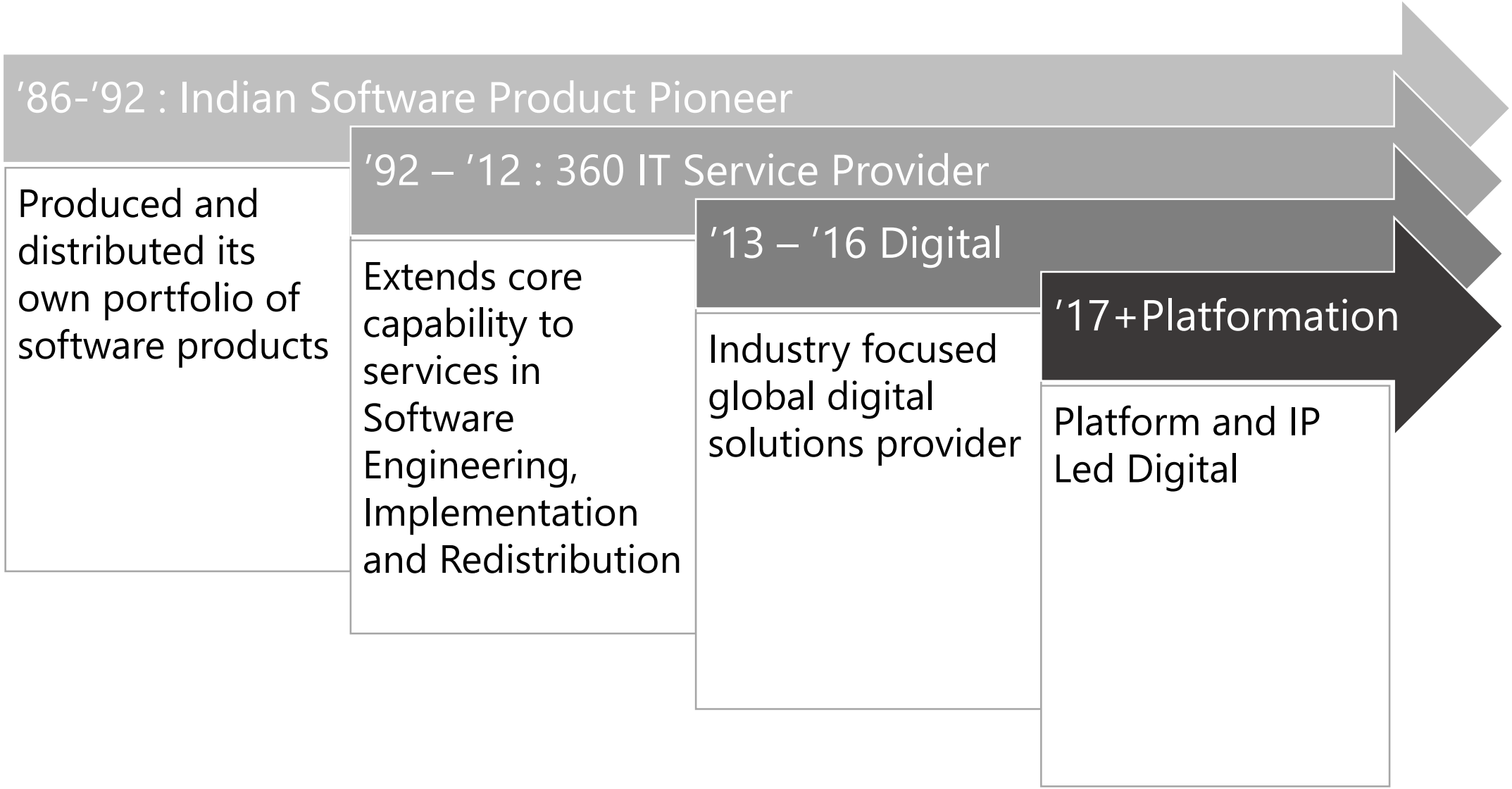
Sonata - Evolution



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Platforms - the secret behind the digital economy's most successful companies

OPEN

SCALABLE

CONNECTED

INTELLIGENT

amazon.com

airbnb

Expedia

Alibaba Group

Sonata's approach to Digitizing business using platforms

PLATFORMATION

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PLATFORMATION

The Technology Framework

API based Integration	Cloud-enabled	Blockchain	Scalable
Micro-services architecture	Multi-device / Multi- channel capability	CUI & bots	IoT
Robotic Process Automation	Multi-tenancy	Security & compliance	Telemetry & Self Healing
Data strategy	Data analytics	Intelligent customer experience	Self-learning (Platform machine learning)

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Approaches to achieve Platformation

Sonata READY	Sonata ACCELERATE	Sonata CUSTOM
• End-to-end, industry-specific digital business platforms	• Deploy popular horizontal platforms adding required functionality	• Engineer custom platforms that deliver unique digital capability and scalability

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Sonata READY

Leverage Sonata's IP for platform-led business transformation

Accelerate speed to market, use proven industry practices, and reduce investments with a solution for your industry that is ready-to-go

BRICK & CLICK™ DIGITAL RETAIL PLATFORM

Omnichannel Retail Platform

REZOPIA™ TRAVEL PLATFORM

Digital Travel Platform

MODERN DISTRIBUTION™ DIGITAL DISTRIBUTION PLATFORM

Modern Distribution Platform

COMMODITY CTRM DIGITAL COMMODITY TRADING PLATFORM

Commodity Trading Platform

Success Story

Omnichannel reservation system for a large Australian rail network built on Rezopia platform ensuring seamless booking experience for customers across Web, Ticket Counter, and Call Center channels.

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Sonata ACCELERATE

Leverage Sonata's experience of assessing, implementing, and supporting leading platforms for business process enhancement

Industry-leading horizontal platforms, that address needs of key business process & technology areas, and lets companies scale their investments by enhancing functionality

Microsoft Dynamics 365

Microsoft Cortana Intelligence Suite

SAP Hybris Cloud for Customer

Success Story

Versatile retail store and e-Commerce integration for a US fashion brand ensuring scalable, omnichannel shopping experiences & operations using Dynamics retail platform

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Sonata CUSTOM

Leverage Sonata's deep platform engineering skills, methodologies, and white-labelled assets to build customized platforms for business differentiation

For businesses looking to create environments supporting very specific requirements, and looking to build a scalable open platform with finite license costs

Sonata Platform Component Assets

KARTOPIA™ DIGITAL COMMERCE PLATFORM

B2C & B2B Digital Commerce Platform

HALOSYS™ UNIFIED MOBILE PLATFORM

Unified Enterprise Mobility Platform

RAPID™

DevOps & CloudOps Platform

Success Story

Enabled a US-based travel company innovate on membership-based business models, increasing bookings by 200%, and scaling service 6X to 120,000+ members

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Enabled by our Platformation DNA

Engineering Excellence

- Product engineering mind-set
- Distributed agile - rapid delivery
- DevOps and full automation focus

Operations Excellence

- Cost-optimized cloud operations
- Tools-based management
- Security compliance
- Business continuity

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Delivering value through our innovative engagement models

Customer-Specific Center of Excellence

- Governance
- Leadership role
- Strategic metrics

- Value Co-creation
- SLAs and outcomes
- Co-investment in IP

TECHNOLOGY | SKILLS | ASSETS | PROCESSES

Charter ▶ Domain Knowledge | Technical Knowledge | Knowledge Management | Innovation | Process & Capability | Reusability

Commercial Models: Project-based | Outsourced | Output-based

Build-Operate-Transfer | Turnkey-managed | Joint Venture

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With a team nurtured to make a difference

Deeper roles	Regular exposure to newer technologies, evolving business scenarios, and building cross-functional expertise
Customer impact	Continuous exposure to clients to assess business impact of solutions delivered
Freedom to contribute	Our flexible working style encourages ideation within broad boundaries
Growth	Early identification, mentoring, and nurturing of talent for growth by senior leaders

> We need to take a pause and appreciate the drive and determination we have seen from every player on what is a complex effort and delivery. We commend you all for your effort…keep up the good work!

Director – Platform Systems, US Travel Leader

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Our CSR Programs

Education

IISc (Bangalore), IIIT-B (Bangalore),

"We encourage research activities in cutting-edge areas of Computer Science and also focus on research fellowships, evangelization of technology for digital transformation"

Traditional Arts, Textile and Handicrafts

WomenWeave (Maheshwar), The Kishkinda Trust (Koppal)

"We developed a digitally enabled craft store front and e-commerce platform for our partners"

Education

Agastya (Kuppam),Telangana Yuvathi Mandali (Hyderabad), WCT (Mumbai)

"We have developed digitally-enabled learning platforms such as Lab on tab for teachers and students. We also provide scholarships and grants, especially for the girl child"

Preservation of our Cultural Heritage

Museum of Art & Photography (Bangalore)

"We are providing technology support for the Museum by building responsive website and mobile app along with developing a digital repository to host the digitized version of all the artifacts by MAP as well as giving them a Grant for ongoing programs"

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Sonata, the right

PLATFORMATION partner

The Right Platform
Sonata-READY | Sonata-ACCELERATE | Sonata-CUSTOM

Proven Platformation Record
Delivery to Fortune 500 enterprises and ISV
Alliances, Awards, and Recognitions

Deep Industry Expertise
Travel | Retail & Distribution | Software

Deep Client Commitment
Decade+ partnership approach
Customer C0E-led Delivery

Quality, People, & Processes
Innovation | Commitment | Impact
SEI CMMI L5 | ISO | Agile

Global Reach
North America | Europe | Asia | ANZ

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Executing Strong Alliance SONATA, A BEST IN CLASS MICROSOFT PARTNER (Top 1%)

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25 Years

MICROSOFT PARTNER

GISV, ISP, CSP, ISV Dev Centre, SI.
Country Partner India 2014, 15, 17.
Global alliance footprint

15 Gold

CERTIFIED COMPETENCIES

Dynamics 365,
Power BI, Cortana
Azure, .Net, Mobility

14+ Years

Product Engineering & Support Partner

AX, D365, Dynamics Retail product engineering. D365 Support and Professional Direct Support services for CSS

2500+

TEAM

On Microsoft Technologies with 1000 + on Microsoft Biz Apps

100+ Clients

ACROSS THE GLOBE

USA, Europe, Asia, India, Australia, Middle East

$180+

million/annum

REVENUE TO MICROSOFT

Across the service lines

INDUSTRY

FOCUS DIGITAL

Retail, Consumer goods, Distribution, Commodity Trading, Field Service, Travel, ISV

PLATFORM IP

ON MS DYNAMICS & AZURE-ENABLED

Brick & Click, Modern Distribution, Commodity Trading, Rezopia, Kartopia, Halosys, Rapid

STRATEGIC

ACQUISITIONS

Scalable Data Systems, Sopris, IBIS Inc

2018/2019 INNER CIRCLE for Microsoft Dynamics

Microsoft Dynamics 365 Certified

BRICK & CLICK DIGITAL RETAIL PLATFORM

MODERN DISTRIBUTION DIGITAL DISTRIBUTION PLATFORM

COMMODITY CTRM DIGITAL COMMODITY TRADING PLATFORM

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Execution - Strategic Acquisitions

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Rezopia	Halosys	IBIS Inc.	Scalable Data System	Sopris
• Cloud based travel ERP SaaS • Enhanced to wider digital travel platform with Commerce, Mobility & Analytics • Sub vertical specific solutions – Tour Operator, Corporate, Rail	• Unified Enterprise Mobility Platform • Integrated to Sonata industry specific platform IP to extend their mobile capability • Pre-built industry specific Apps – Shopping, Mass Distribution, Travel Assistant	• Advanced Supply Chain Management Software for Dynamics • Extended to Modern Distribution Platform with Commerce and Field Sales Apps • Dynamics capability & US Geo footprint	• Integrated Platform for Commodity Procurement and Trading to Manage Contracts and Reduce Risks. • Execute contracts, Manage risk and fully track financials across multiple contracts for raw materials. • Single, cloud-based solution which integrates seamlessly with Microsoft Dynamics 365 Finance and Operations.	• Platform corporations in Utilities, Engineering, Oil & Gas, Professional Services etc digitally transform their field services operations • Cloud based, Optimize schedules, Increases productivity and collaboration and ensures Real time inventory of parts & spares • Integrated with D365

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Enablers – Strong Governance and financials

- Listed Company (NSE and BSE)
- Best-in-Class Board and Top management Profiles
- Consistent Track record of Growth, profitability and Dividend
  - RoE and RoCE > 25%
  - Revenue Growth at 15%+ CAGR over last 4 years
  - PAT growth at 15%+ CAGR for 4 years
- Strong Balance sheet
- Regular Dividend payout

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Financials
(Q2 2019-20)

Result Snapshot – Q2 FY 20

INR Crores

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₹ in Crores								
Description	**For the Quarter ended**					**For the half year ended**		
	30-Sep-19	**30-Jun-19**	**30-Sep-18**	**QoQ**	**YoY**	**30-Sep-19**	**30-Sep-18**	**YoY**
Revenues								
International IT Services	312.6	304.5	275.3	3%	14%	617.1	532.4	16%
Domestic- Products & Services	399.1	574.1	325.9	-30%	22%	973.2	763.1	28%
Consolidated	703.1	874.6	593.1	-20%	19%	1,577.7	1,281.4	23%
EBITDA								
International IT Services	89.5	84.4	73.5	6%	22%	173.9	140.1	24%
Domestic- Products & Services	22.5	22.4	17.7	1%	27%	44.9	34.4	31%
Consolidated	111.4	106.4	90.7	5%	23%	217.7	173.8	25%
PAT								
International IT Services	56.1	53.4	51.2	5%	10%	109.5	98.5	11%
Domestic- Products & Services	16.1	13.7	11.0	18%	46%	29.8	21.4	39%
Consolidated	72.2	67.1	62.2	8%	16%	139.3	119.8	16%

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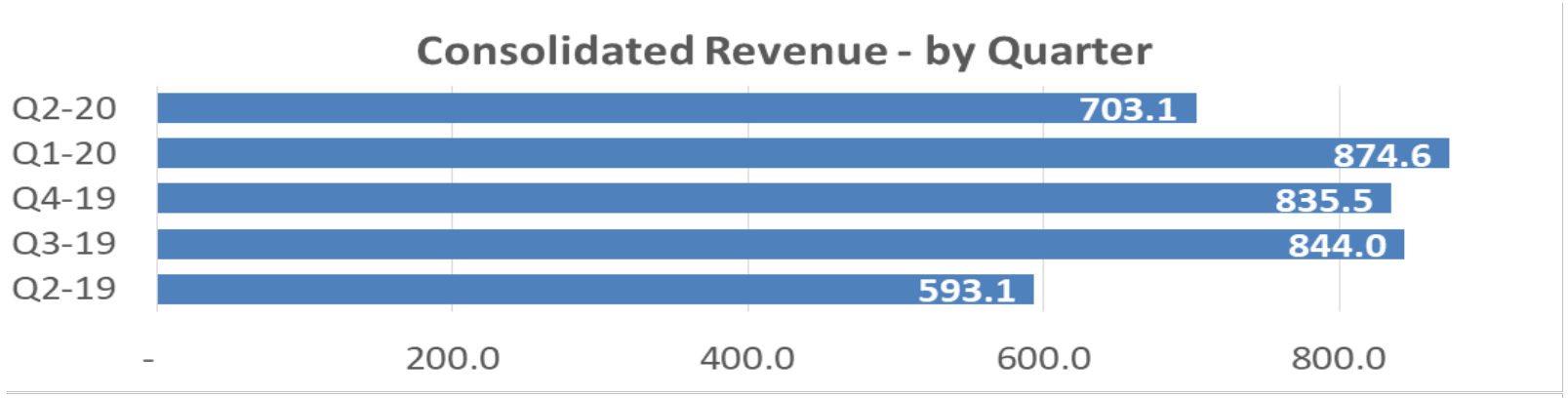
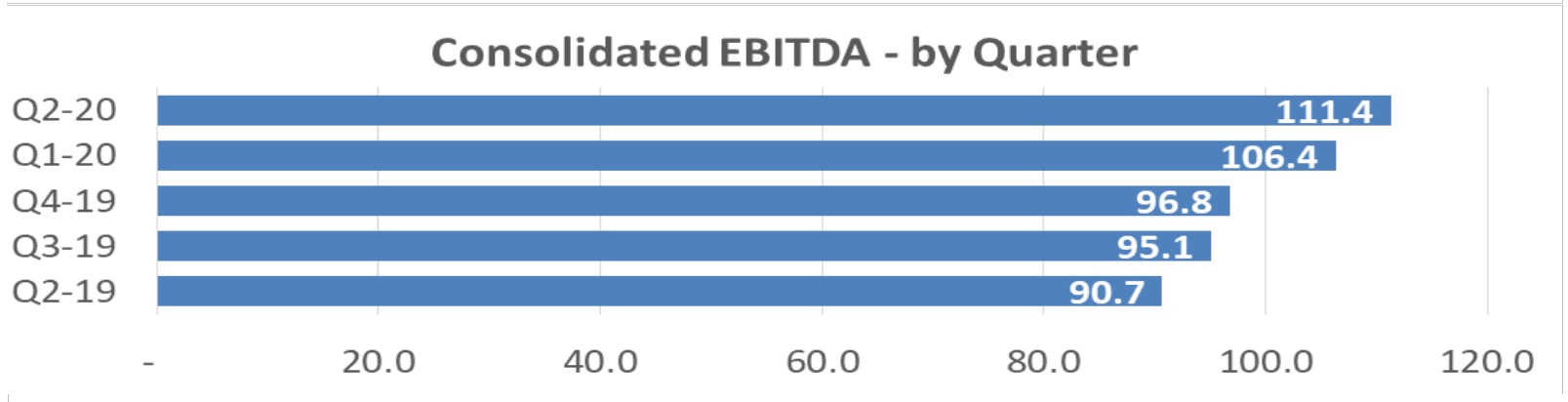
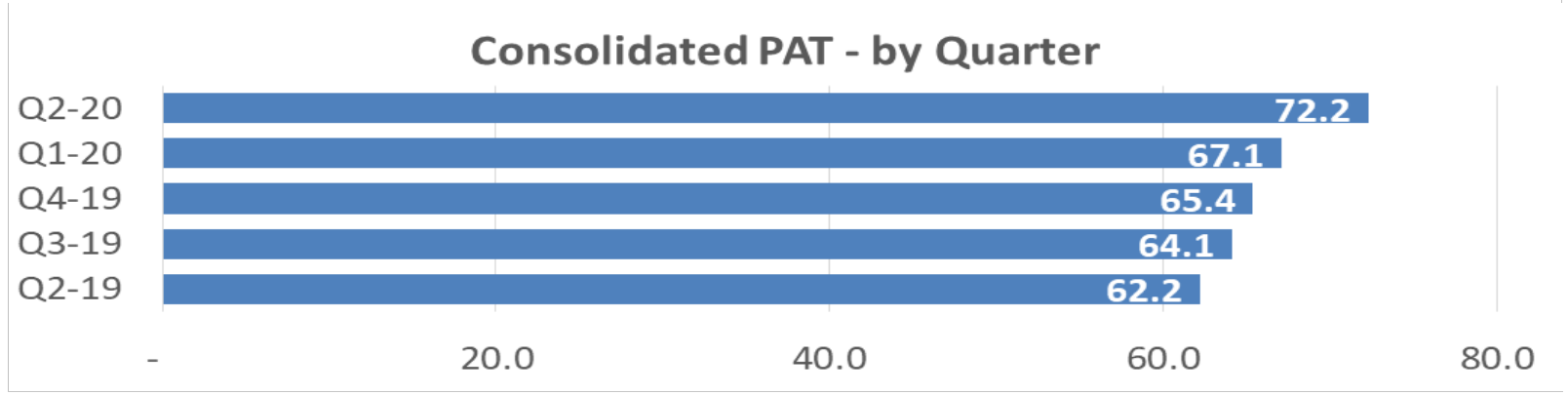
Consolidated – Financials

INR Crores







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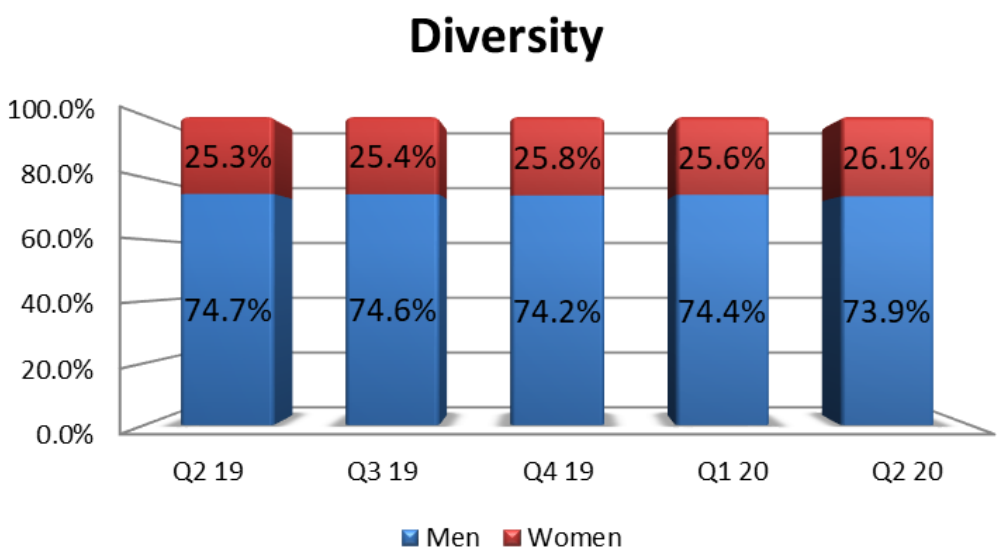
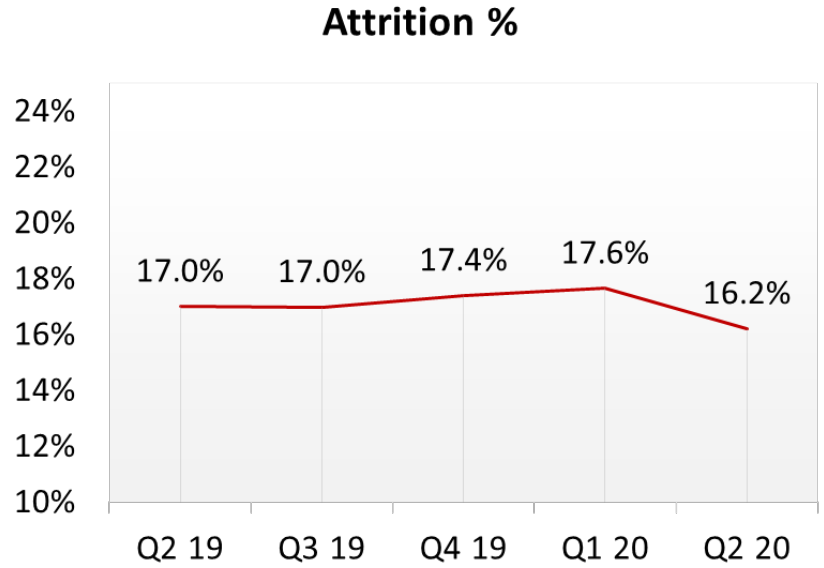
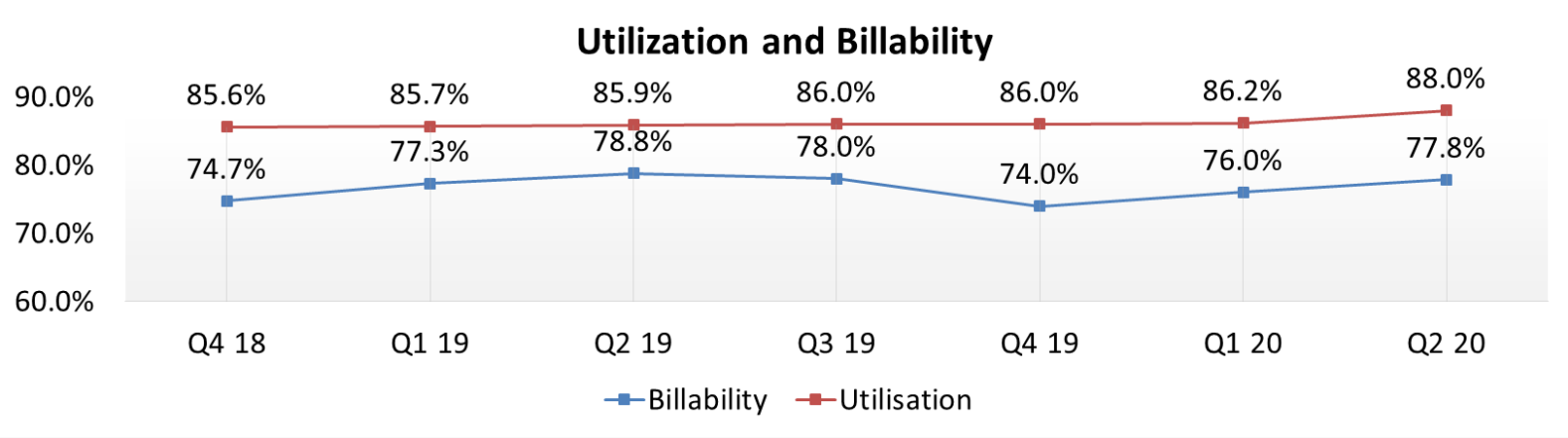
Consolidated – Human Capital







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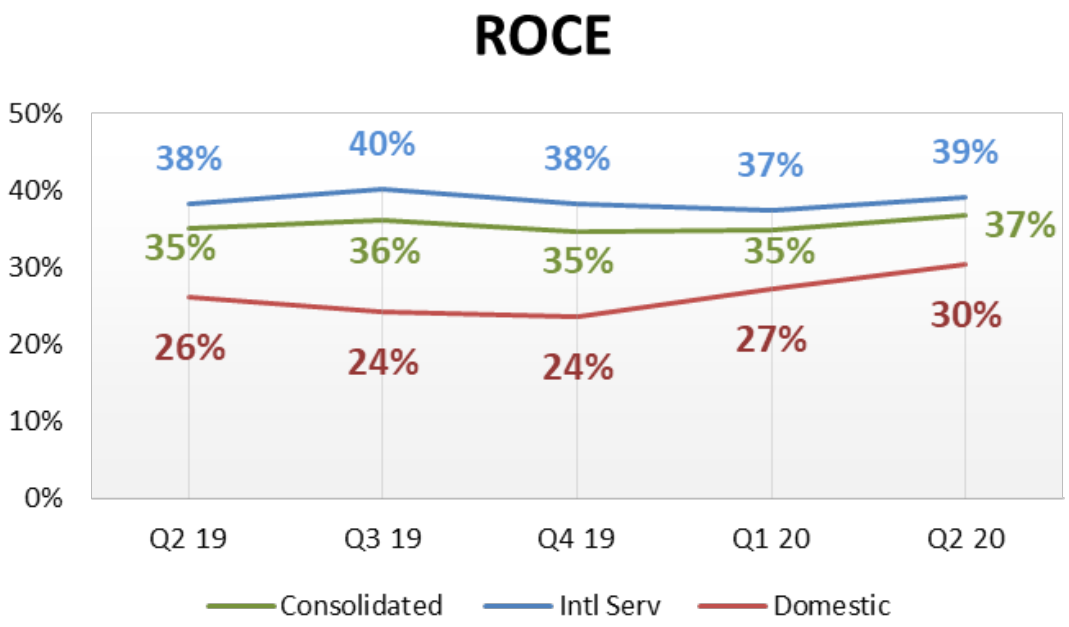
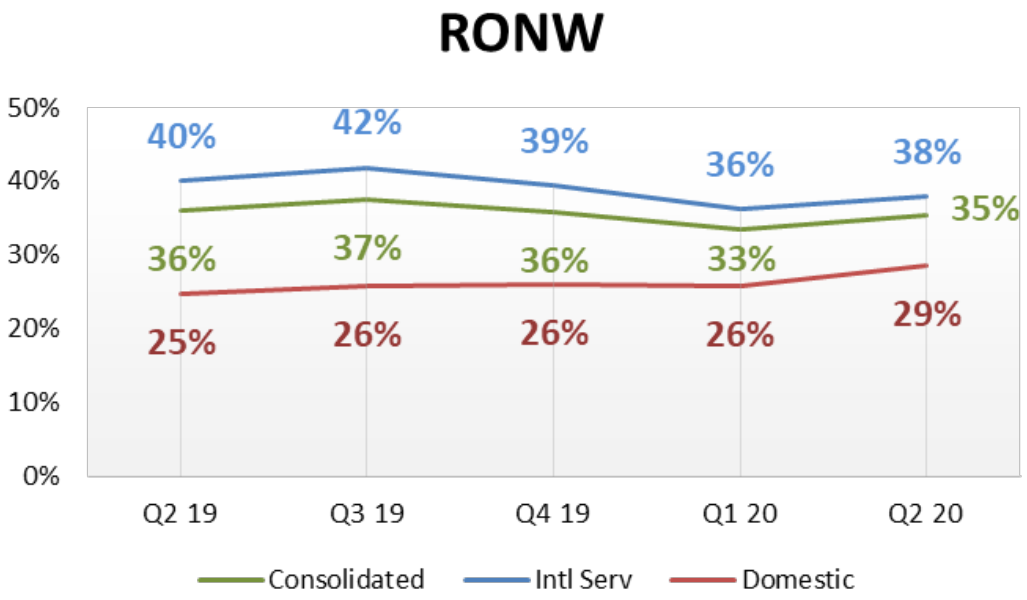
Consolidated – ROCE & RONW





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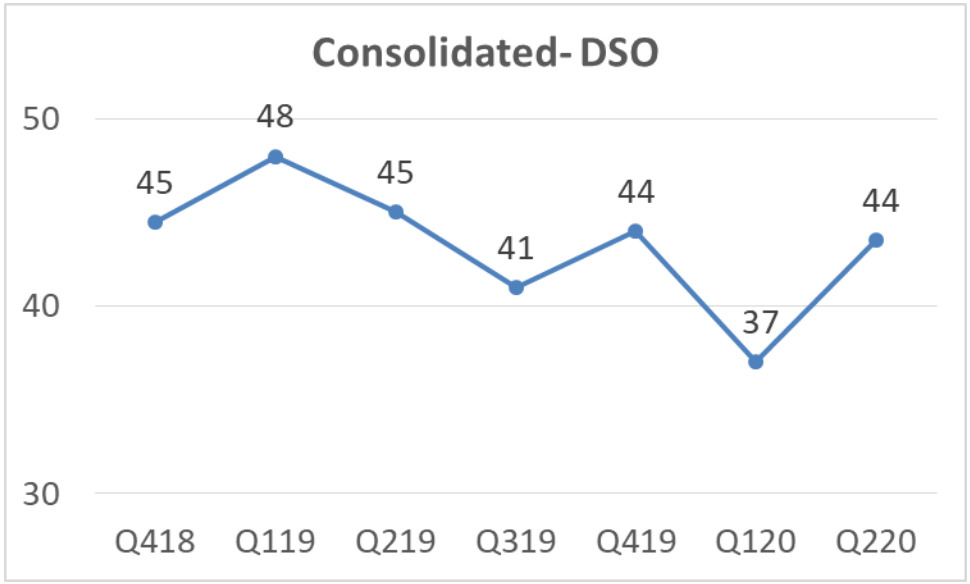
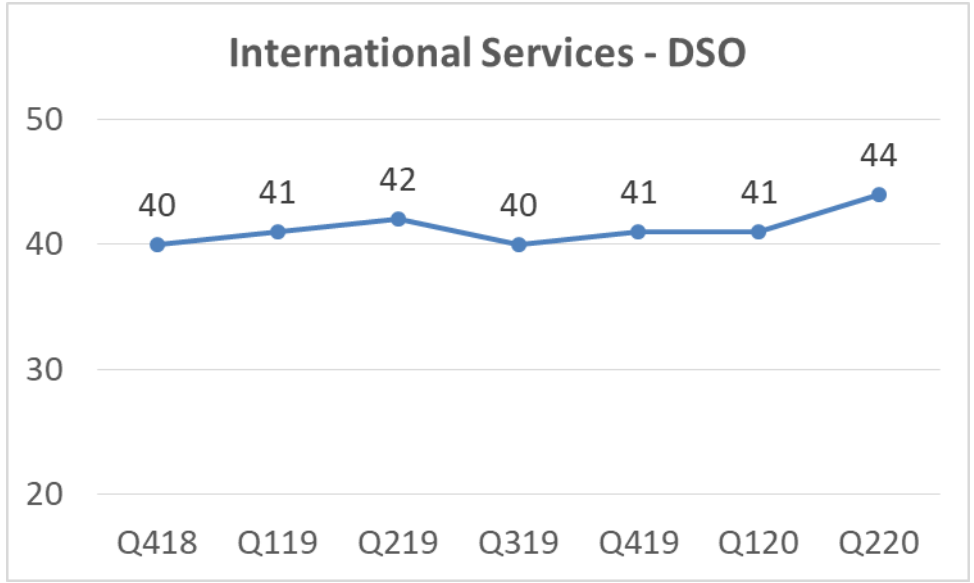
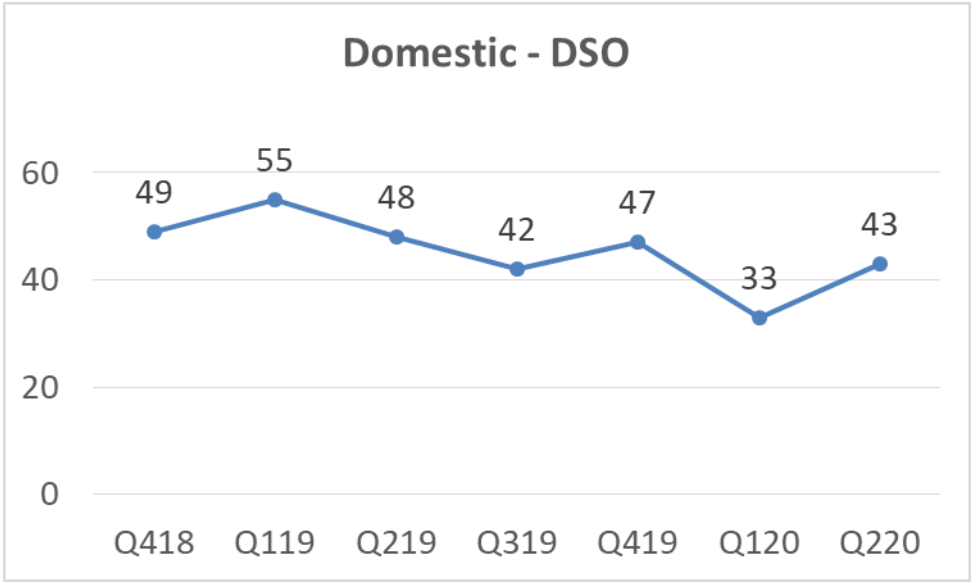
Days Sales Outstanding







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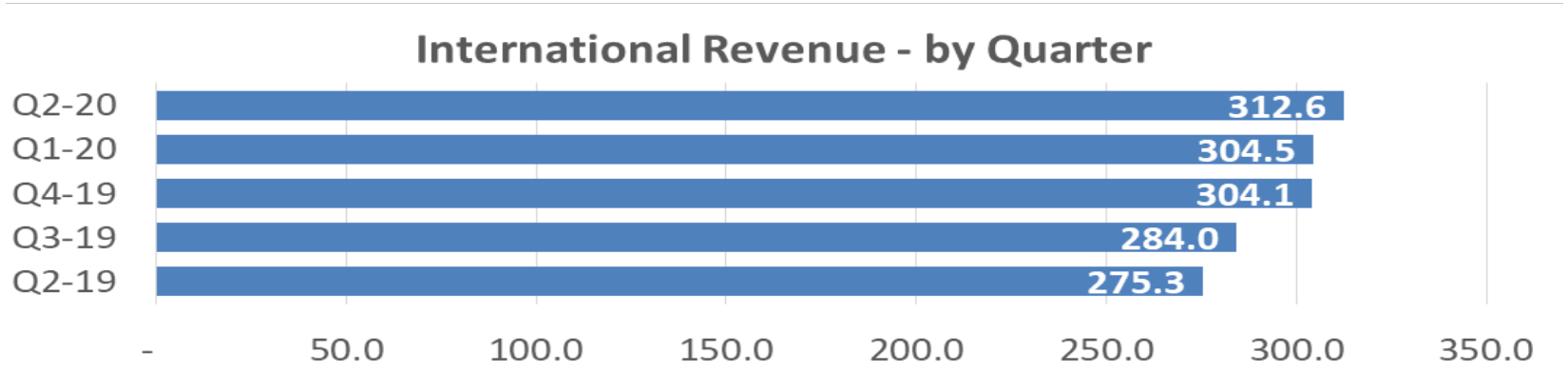
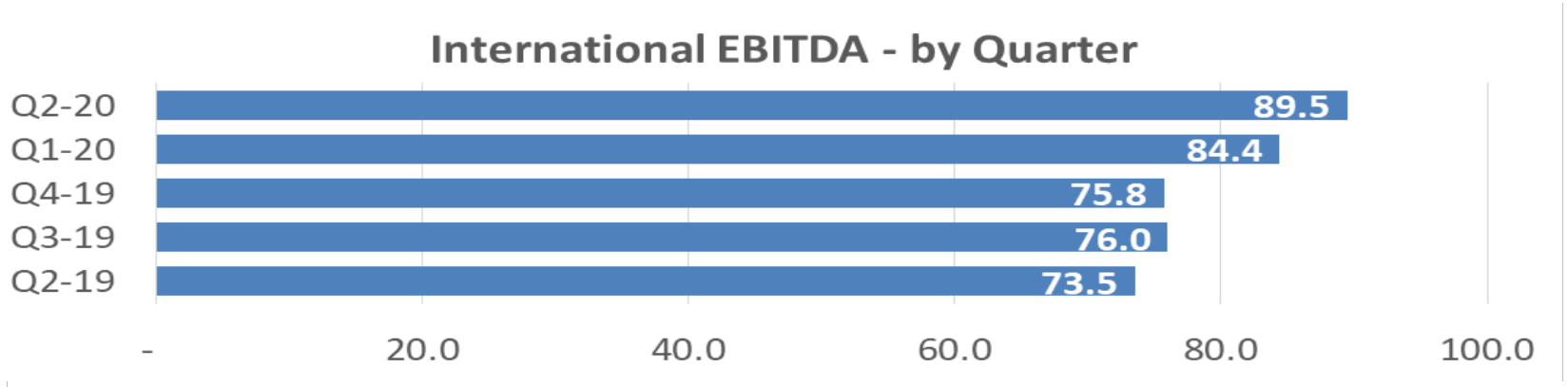
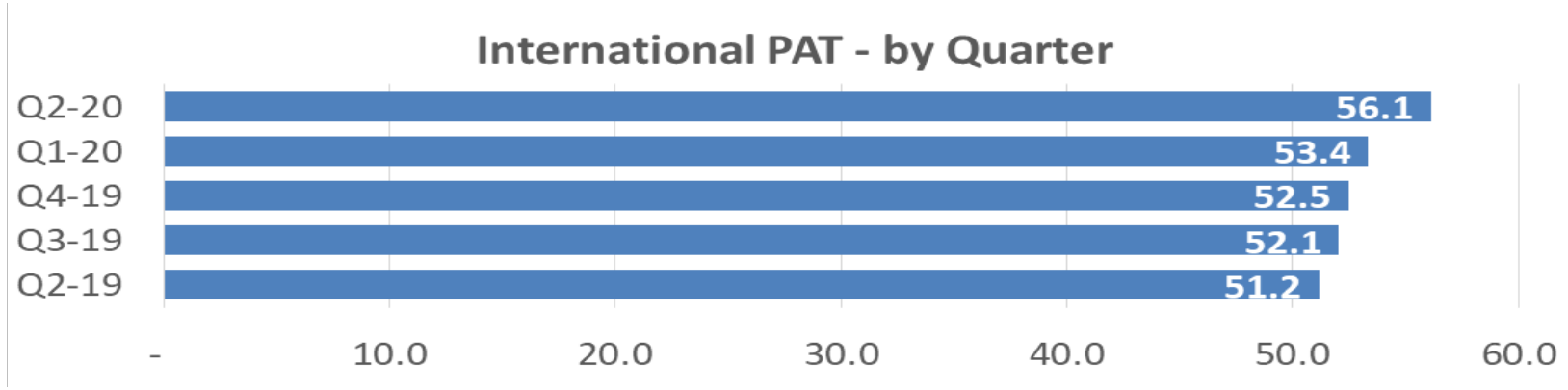
International IT services - Financials

INR Crores







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International IT services - Revenue

INR Crores

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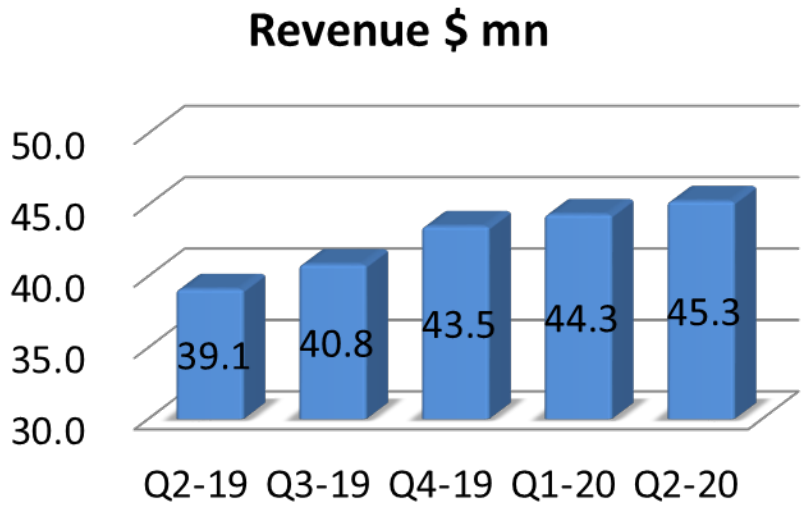

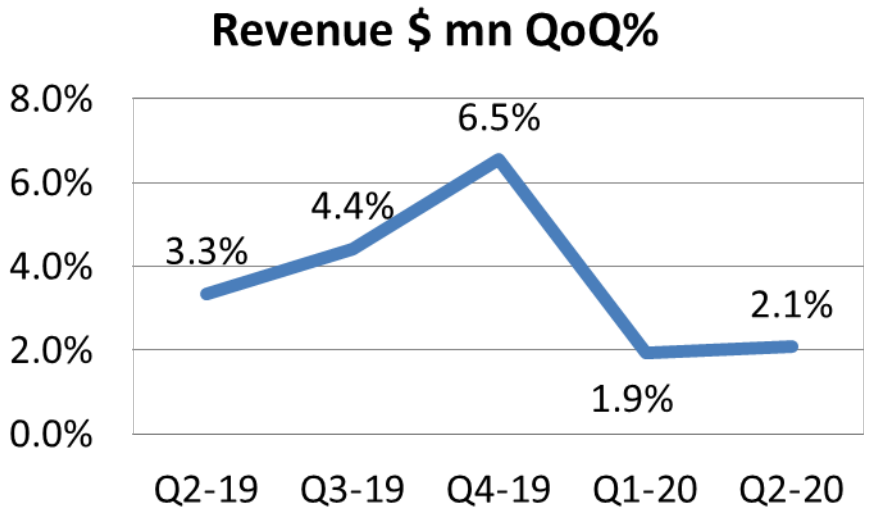

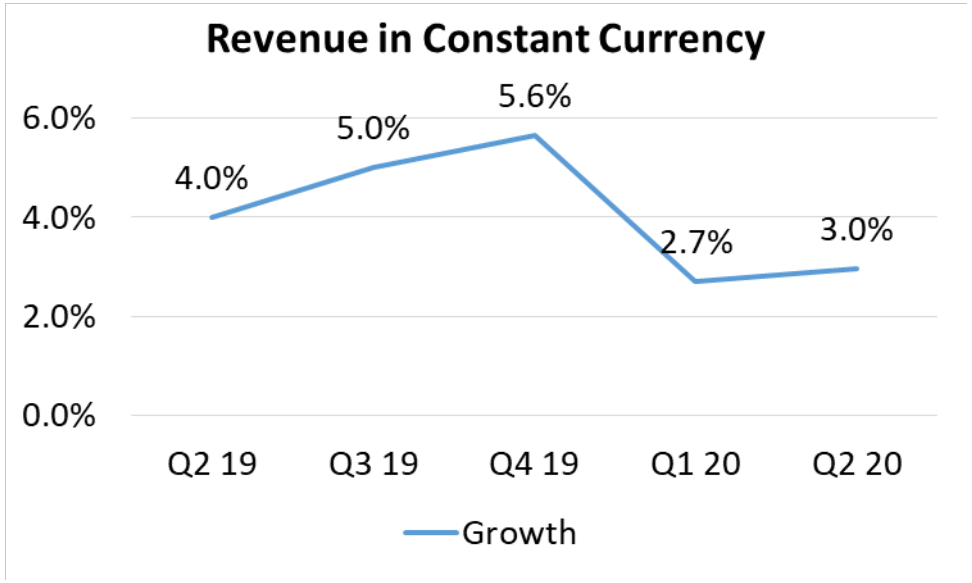

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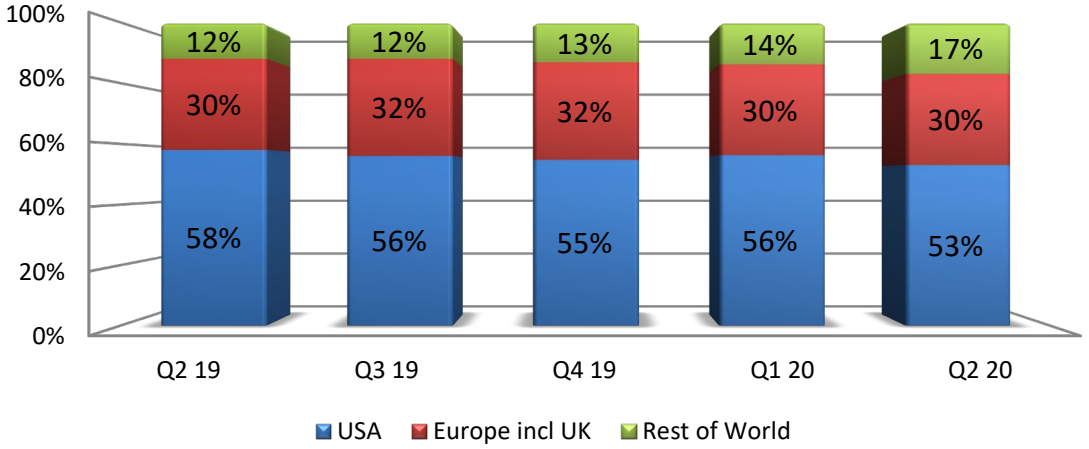
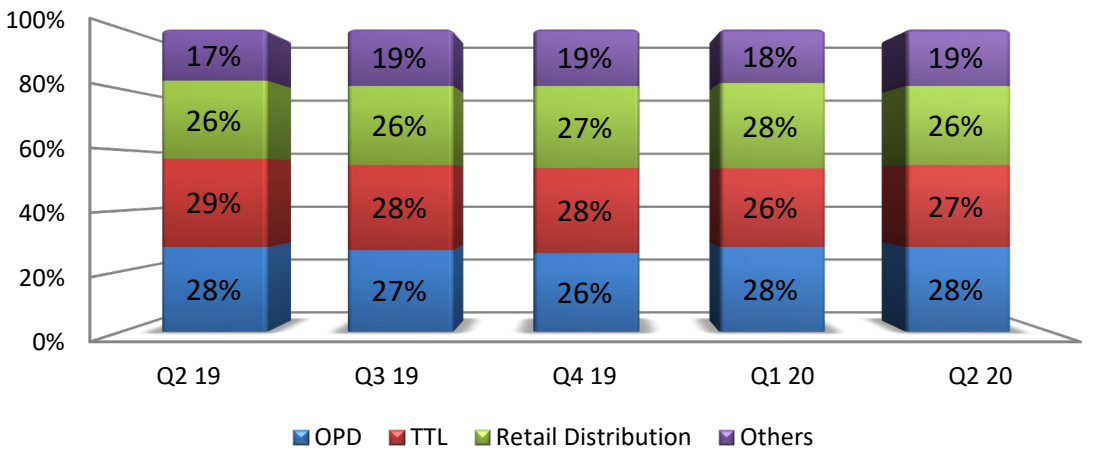
International IT services – Revenue Mix

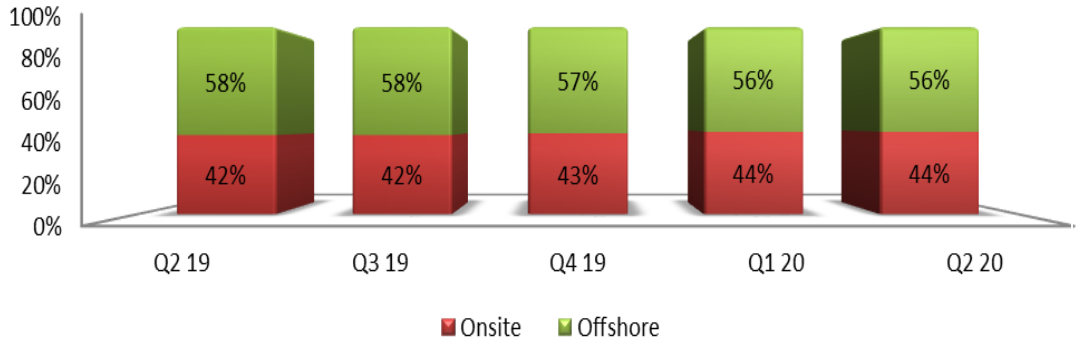
Geography



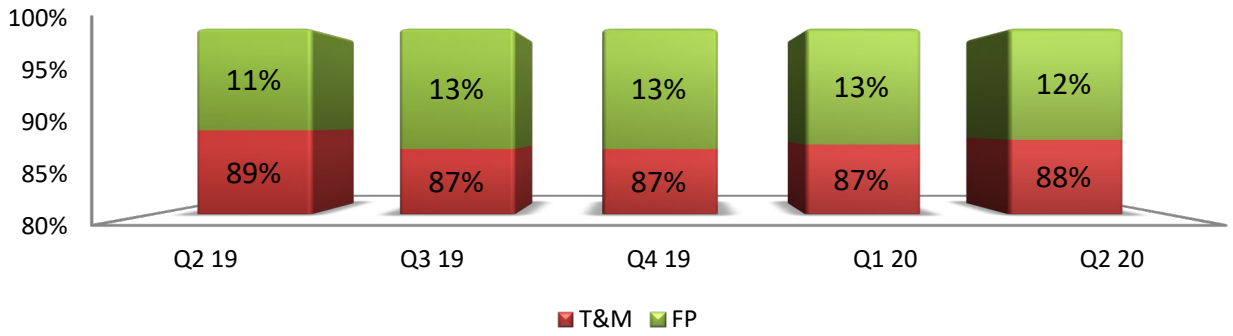
Vertical



Onsite / Offshore



Revenue Type



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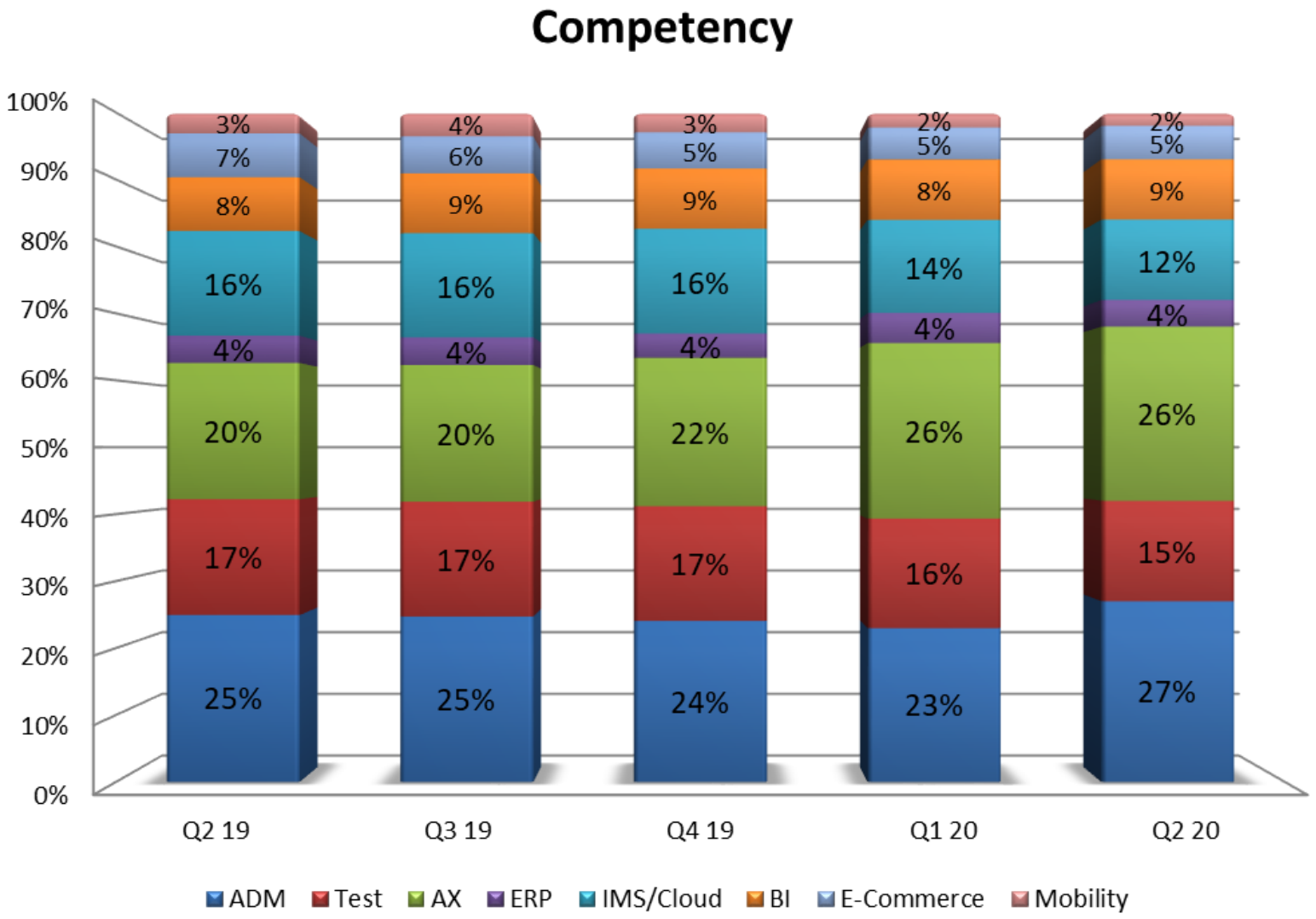
International IT services – Revenue by Competency



37% from Digital

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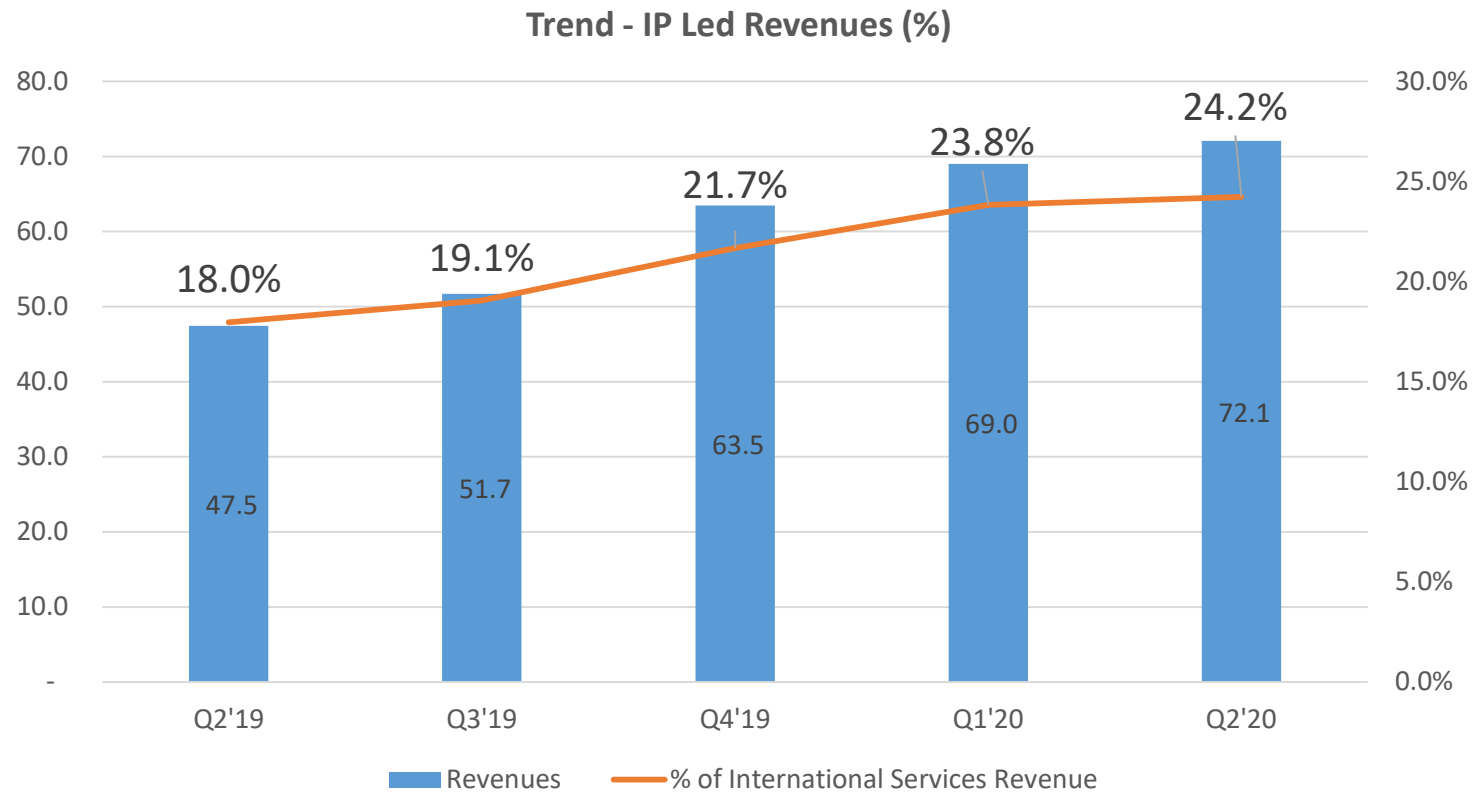
IP Led Revenue



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International IT services – Revenue by Customers

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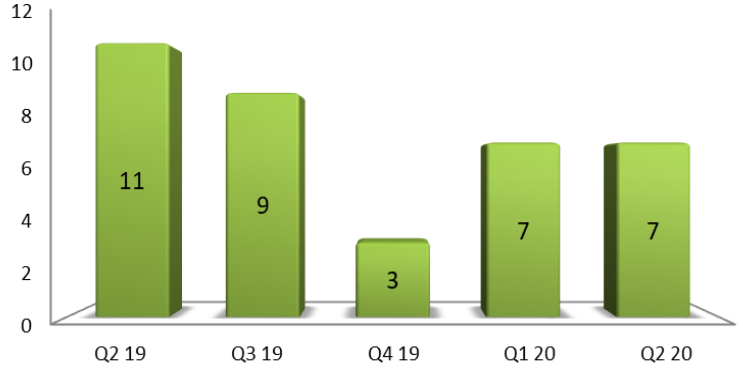
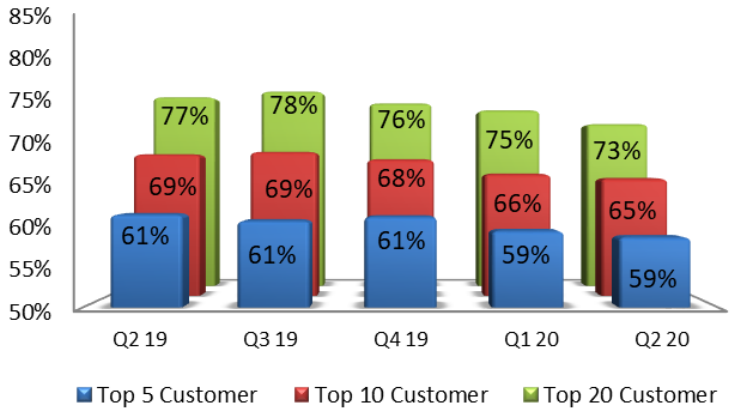
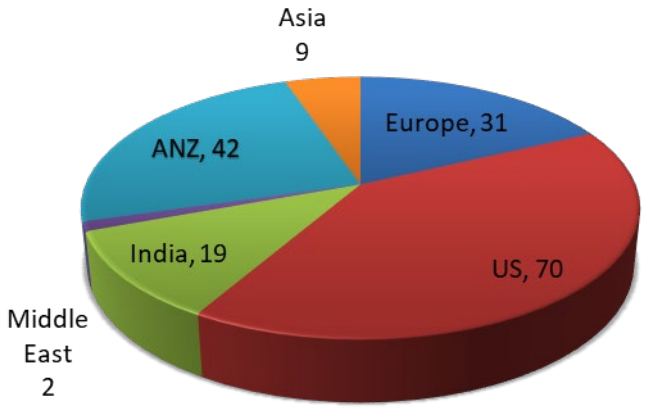
New Customers



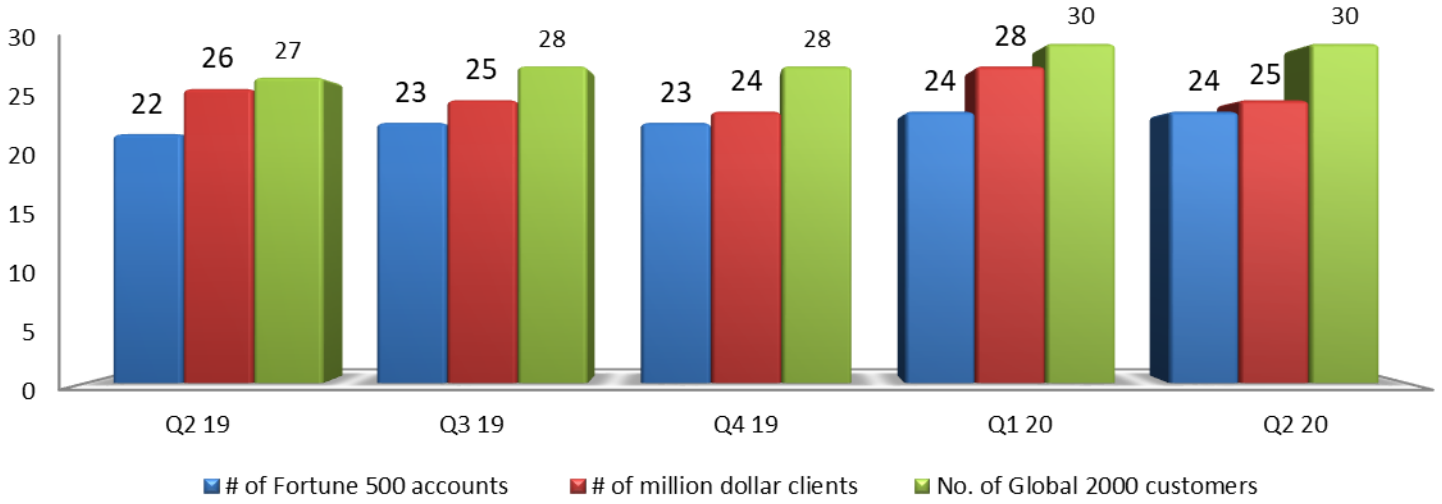
Revenue from Top Customers



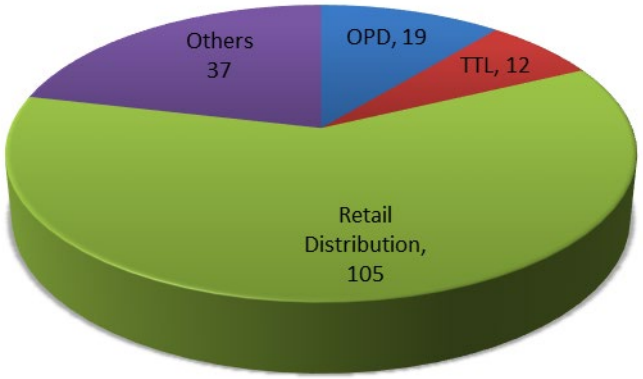
No. of customers by Geo



Customer Category

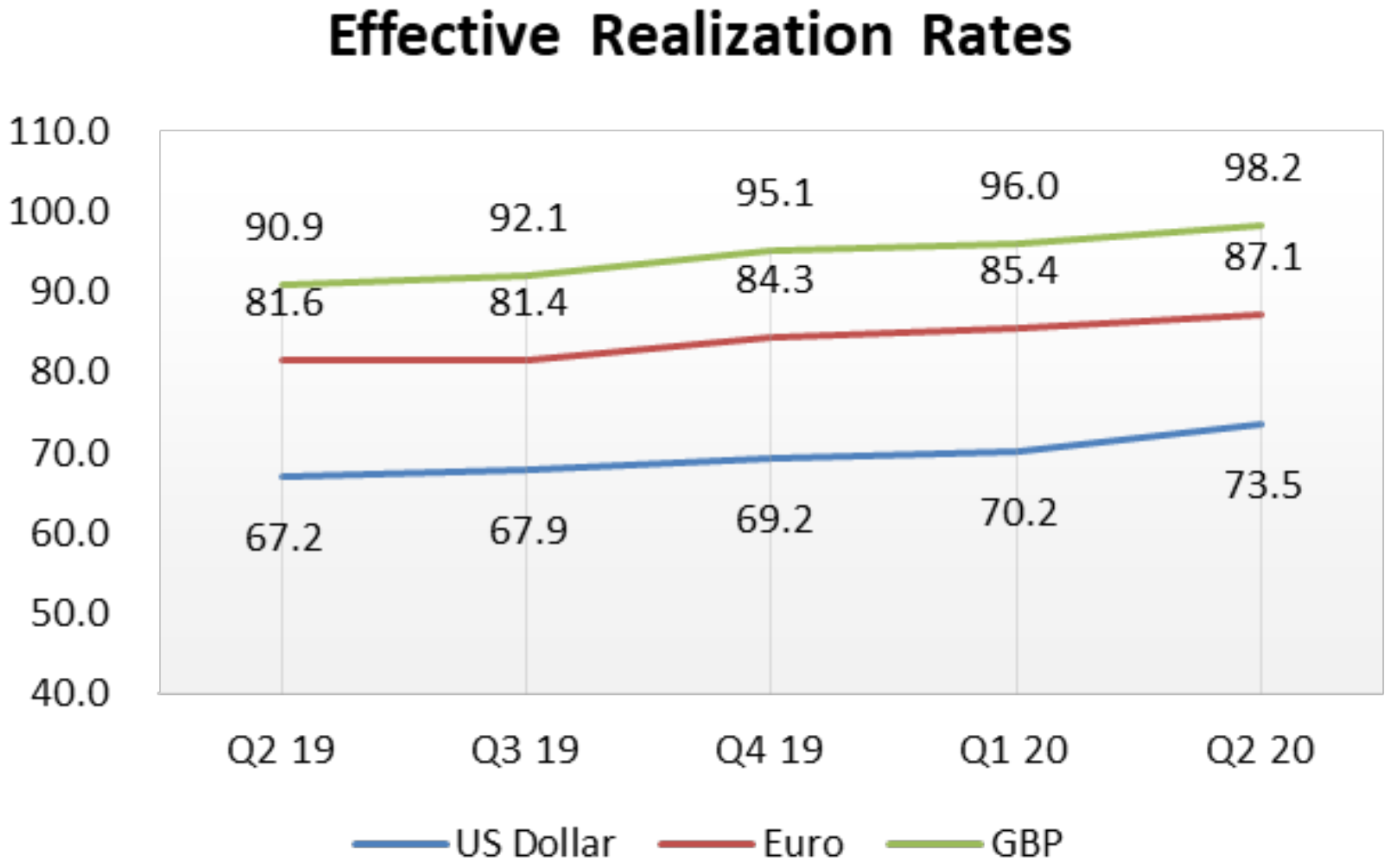


No. of customers by Vertical



© S

Forward Cover Realization Rates



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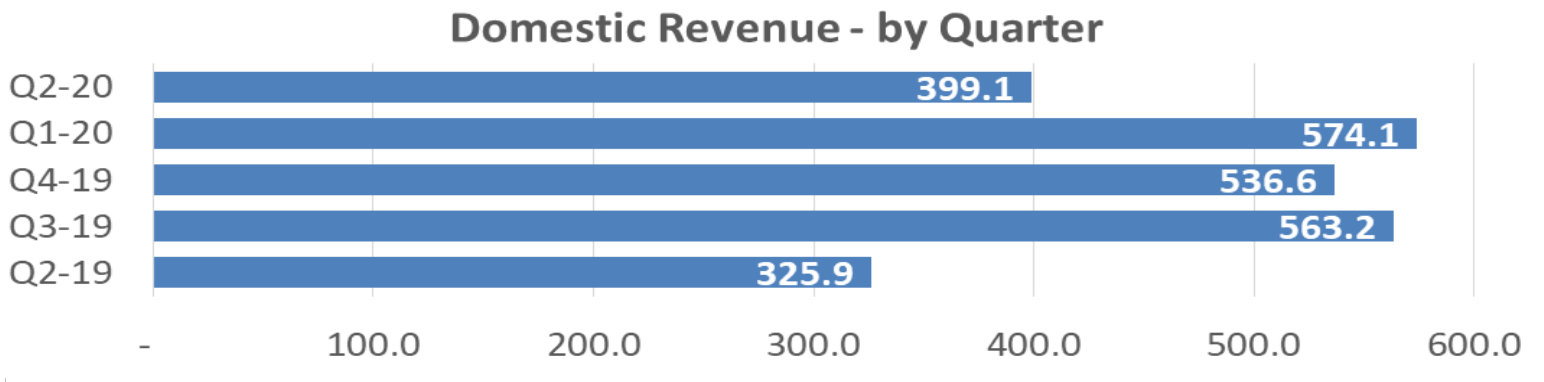
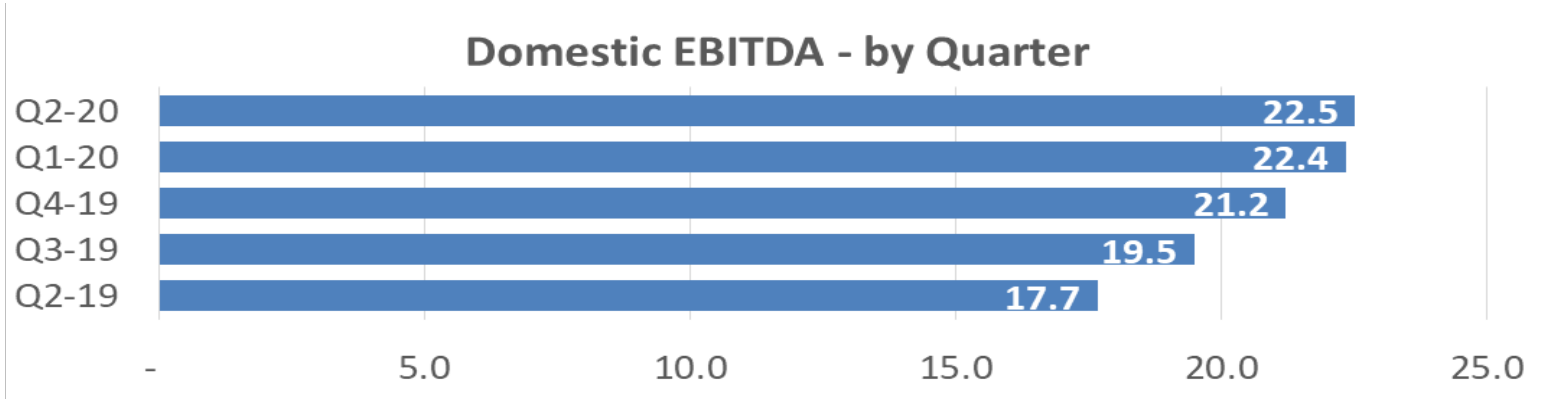
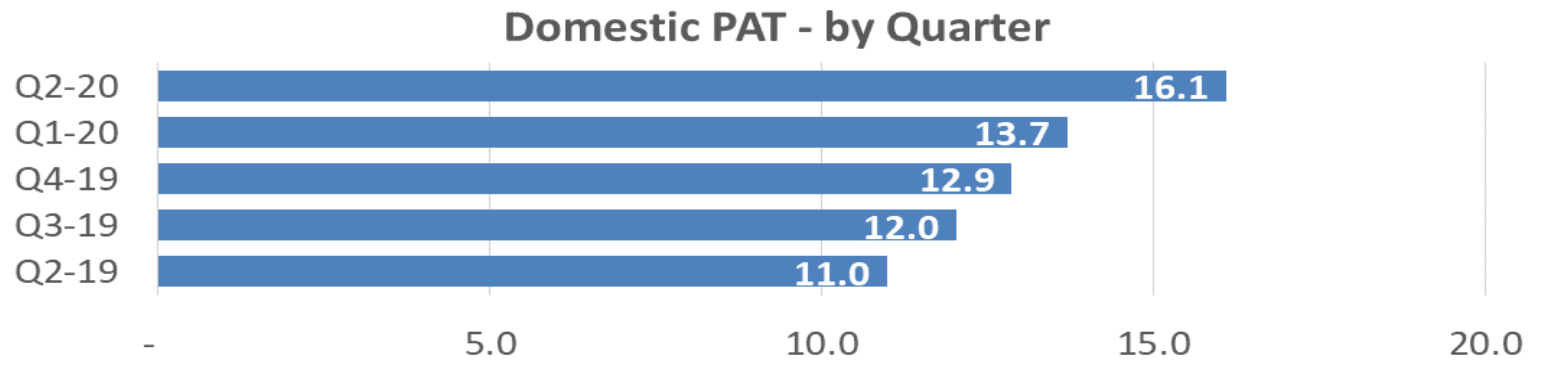
Domestic Product & Services - Financials

INR Crores







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