

February 12, 2022

To

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

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 of the Company for the 3<sup>rd</sup> quarter ended December 31, 2021.

We request you to take the same on record.

Thanking you,

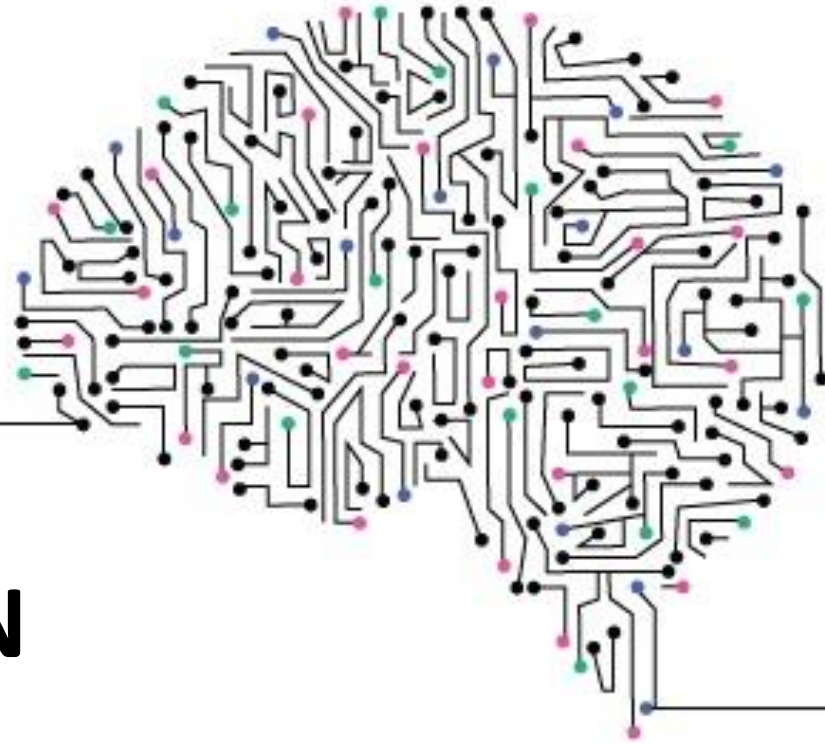
Yours faithfully,

**For Xelpmoc Design and Tech Limited**

**Vaishali Kondbhar**  
Company Secretary



**Encl: as above**



Xelpmoc Design & Tech Ltd.

# INVESTOR PRESENTATION Q3 & 9M FY22

February 12,  
2022



## Artificial Intelligence & Machine Learning Capabilities

Company Profile	03
Board of Directors	04
Senior Management Team	05
What we do?	07
How we do it?	08
Approach to building <b>AI &amp; ML</b> Tools	09
Xelp Product: DocuX	10 - 11
Xelp Product: xERP	12 -13
Concepts in the Making	14
Start-up Tech Deployment	15-21
Value of Portfolio	22-23
Key Highlights –Q3FY22	24-25
Financials	26-27
Outlook – FY22	28
Investment Rationale	29
Shareholding	30
Governance	31

# About Xelpmoc Design and Tech



- Incorporated in September 2015, by **Sandipan Chattopadhyay**, Xelpmoc is engaged in providing professional and technical consulting services with focus on product development, data science and analytics
- Caters to e-commerce, transportation & logistics, recruitment, financial services, social networking, education and various other industries in India, Europe, South East Asia and USA



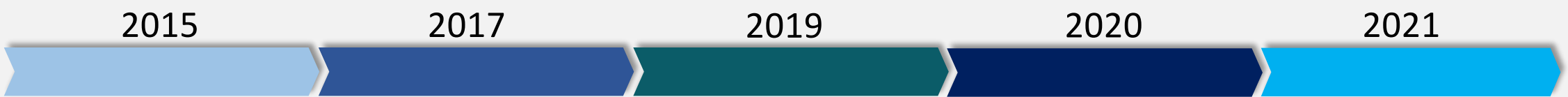
**77 Team Members**



**51 Clients**



**5 City Operations**



2015

- Incorporated as 'Xelpmoc Design and Tech Pvt Ltd' at Bengaluru
- First Technology Services Agreement entered into with Fortigo Network Logistics Private Limited

2017

- Entered into a Joint Venture Agreement with Fortigo Network Logistics Pvt. Ltd.
- First Agreement for rendering services with a government organization

2019

- Company got listed on BSE and NSE
- Woovly becomes 5th Xelpmoc company to get institutional funding

2020

- Company achieved stated ambition of turning break even

2021

- Incorporation of wholly owned foreign subsidiary
- Newport Asia invests 5% in Xelpmoc

# Distinguished Board of Directors



	Name	Designation	Experience (years)	Functional Areas
	Tushar Trivedi	Chairman (Independent and Non-Executive Director)	33	Banking, Business Process Transformation, Industrial Manufacturing
	Sandipan Chattopadhyay	Founder, Managing Director & CEO	23	Technology, Strategy, Planning, Startup Development, New Initiatives
	Srinivas Koorra	Founder, Wholetime Director, CFO	22	Finance, Accounts, Investor Relations, Fund Raising, Tax Compliance
	Jaison Jose	Whole Time Director	16	Human Resource Services, Business Development and Operations
	Premal Mehta	Independent, Non Executive Director	34	Financial Advisory
	Suman Bose	Non Executive, Non Independent Director	32	Consulting in Operations, Market Entry, Global Expansion, Portfolio Rationalisation
	Pranjal Sharma	Non Executive, Non Independent Director	27	Leadership positions in Media organisations
	Karishma Bhalla	Independent, Non-Executive Director	15	Consulting in Technology, Media & Telecom sector




# Senior Management with Focus



	Name	Designation	Experience (years)	Functional Areas
	Sandipan Chattopadhyay	Founder, Managing Director & CEO	23	Technology, Strategy, Planning, Startup Development, New Initiatives
	Srinivas Koora	Founder, Wholetime Director, CFO	22	Finance, Accounts, Investor Relations, Fund Raising, Tax Compliance
	Jaison Jose	Whole Time Director	16	Human Resource Services, Business Development and Operations
	Madhu Poomalil	Group President, Strategic Initiatives	30	Local & International Business Expansion
	Srinivas Kollipara	Group President, Startup Ventures	30	Startup opportunities and scale
	Vishal Chaddha	Chief Venture Partner	25	Product Market Fit, GTM strategy, Sales and business development, Alliances, Client relations and government relations
	Ajay Pandey	CTO, Technology	19	Platform development, Testing, Deployment, Maintenance, Data science

# Senior Management with Focus



Name	Designation	Experience (years)	Functional Areas
 Naushad Vali	Senior Tech Advisor	16	Solution and system architecture, Algorithm design
 Suhas Dattatreya	Senior Technologist	5	Machine learning, NLP, data science, Artificial Intelligence
 Sambit Mukherjee	VP Data Science	10	Spatial data science, Analytics

A blue arrow icon pointing to the right, positioned to the left of the section header.

## What we do?

Focused on building the next generation of technology in **Artificial Intelligence & Machine Learning** Space, with a keen interest in Natural Language Processing & **Data Analytics**. We work with governments, businesses, individuals & startups and help them take advantage of their data as Technology Partners & Consultants



# How we do it?



Understanding intention of what is to be built & **problem recognition**.



Comprehensive study on the data being utilised to **recognise statistical patterns**



Highlight points of data collection, quality & type of data to then derive the **Machine Learning Model**



# Approach to building AI & ML Tools

Learning about the framework, system & processes



1

Understanding intention to be built with the systems & applications

2

Comprehensive study on the existing system to study data being utilised

3

Highlight points of data collection, quality & type of data

4

Build a prototype to test hypothesis on a model data set

5

Using the latest technologies and internal libraries in ML & AI to build a modular application to run on existing architecture

6

Collate findings and tweak with a self-learning engine for continuous growth

# Xelp Products



- An **AI engine** powered by **Natural Language Processing**
- Uses **OCR** (Optical Character Recognition) to convert documents into **machine readable formats**
- Initial rules based on existing playbook inputted into the engine, followed by **extensive training on contextual matching** and reinforced learning.
- Plug-in tool able **to highlight differences** of varying degree (RAG)
- With a feedback mechanism in place, the AI engine **continues to learn** and is able to handle more complex cases

# Intelligent Document Management System



## ONBOARD DATA

CREATE USERS  
ONBOARD CLIENTS



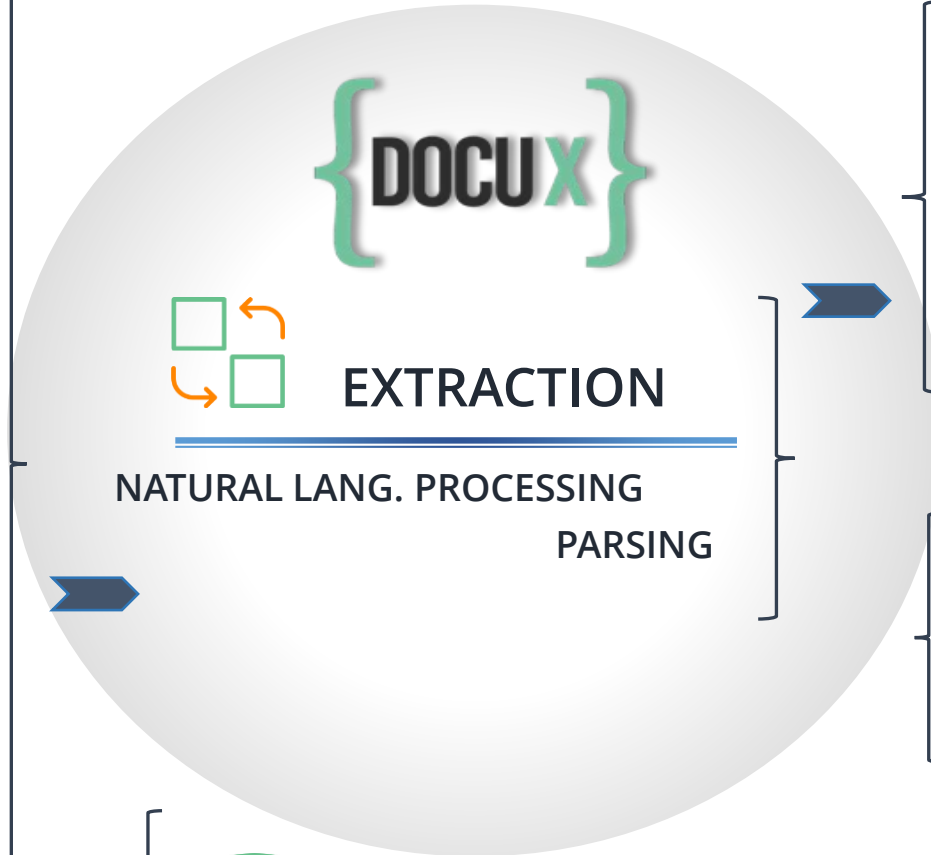
## HIERARCHY

SINGLE LEVEL  
MULTI LEVEL

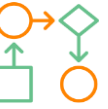


## DATA MODEL

CREATE YOUR OWN  
MODIFY EXISTING



## WORKFLOW



MULTILEVEL QUALITY  
BULK ASSIGNMENTS  
AUTO PULL FROM  
QUEUE



## DASHBOARD



STRATEGIC & ANALYTICAL  
CUSTOMIZED WIDGETS



## REPORTS



ONE TOUCH REPORTS  
SCHEDULE CUSTOMIZED  
MAILERS



## TRAINING

TEST EFFICIENCY  
TRAIN DATAMODEL (ML)

# Xelp Products



- A state of the art and **modular ERP system** for restaurants currently being piloted with the **largest listed restaurant** organization. It is aimed at:
  - ✓ **Stakeholders:** Identifying, evaluating, informing, influencing individuals, groups affected by or influencing the project
  - ✓ **Business Benefits:** Estimating, measuring, and monitoring benefits to be derived from the project. Benefits must be understood in the context of the expected outcome and the associated costs
  - ✓ **Schedule:** Controlling the production and acceptance of project services and deliverables, and ensuring their provision to specified performance and acceptance requirements
  - ✓ **Team:** Identifying and mobilizing people required, and maintaining appropriate collaboration among resources required to successfully complete the project
  - ✓ **Scope:** Agreeing to, maintaining and amending the boundaries of the project through mutual consultation with the stakeholders
  - ✓ **Risks:** Identifying risks and issues, evaluating them, and developing avoidance, mitigation, and resolution measures to counteract the same

Why Small and Medium-size Enterprises Should Use

# ERP Software

(Enterprise Resource Planning Software)

The ability to close a month, including all financial statements, promotes efficiency and cost savings in the back office.



Best-in-Class companies (Top 20%) are able to close in 3.1 days, compared to 5 days for Average companies & 8.7 days for Laggards (Bottom 30%) of companies surveyed.



Collecting cash more quickly leads to a better ability to invest in order to grow the business.

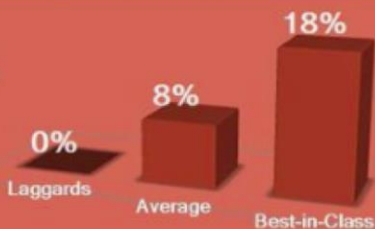
Best-in-Class (Top 20%) 32.1 days    Average (Middle 50%) 39.6 days    Laggards (Bottom 30%) 6.17 days

Delivering to customers on-time is paramount to retaining customers.



ERP provides complete visibility into both supply and demand, allowing Best-in-Class companies to meet customer delivery requirements 96% of the time. Thereby retaining more satisfied customers.

**THE RESULT:** For companies with ERP, the increase in profitability for the Top 20% is more than twice that of Average companies, with Laggards exhibiting no change in profitability.



Based on report by Aberdeen Group, A Harte-Hanks Company, ERP in SME 2012, Using Emerging Technologies to Stand Out, September 2012



## What can an ERP do?

**Enterprise-wide integration:** Business processes are integrated end to end across departments and business units. For example, a new order automatically initiates a credit check, queries product availability, and updates the distribution and delivery schedule.

**Real time operations:** Since the processes in the example above occur within a few seconds of order receipt, issues are identified quickly, giving the seller or the management more time to correct the situation.

**A common database:** A common database was one of the initial advantages of the ERP. It allowed data to be defined once for the enterprise with every department using the same definition.

**Consistent look and feel:** Early ERP vendors realised that software with a consistent user interface reduces training costs and appears more professional.

## FAQs to Chatbot

Experimental concept to turn FAQs of a product or a service to an interactive Chatbot.

## Sensitive Content Detection

Understanding different entities within text to help highlight information that is sensitive in nature. Upon identifying information that is sensitive in nature, the tool will anonymise it to protect and avoid a breach of data.

## Email Analysis Tool

Predicts the buying pattern, social behaviour, sentiment, job preference and more, by understanding the context from user's inbox.

## Conversational Commerce

A chatbot that handles customer queries and learns user preferences to help sell and promote the business through customer interaction and feedback

## Intelligent Dialogue Tree

The chatbot that initiating the hiring process and acts as an intermediary between employer and the interested candidate reviews the candidate's profile on various platforms to calculate and add to their overall score and then schedules a mutually agreeable date for the interview if they score high

# Start Up Tech Deployment



Freight exchange facilitator for the trucking ecosystem in India.

## **Sector: Transportation**

4TiGO is a common technology platform that has something for every participant in the trucking ecosystem – the fleet owner, truck driver, transporter, transport company, consigner and consignee.

Network members manage the **entire** goods transportation lifecycle on the platform, enabling a quantum leap in **productivity, efficiency & customer service.**

**Features** include a comprehensive fleet management system, supply- demand matching of trucks, online bidding and contracting complete contract management.

With a highly intuitive user interface, a truck driver, **anywhere in India**, can find a load and be on his way. All in **just three clicks.**



AI-based Personal assistance.

## **Sector: Voice Technology**

Mihup is an artificial intelligence powered mobile assistant for Human- to-Machine, Machine-to-Machine, Machine-to-Human and Human-to- Human interaction.

A digital personal assistant, with local language voice recognition that functions offline, Mihup understands user mannerisms **in their local language**, identifies English script queries of **any regional language** and offers **SMS based assistance.**

At its core, Mihup aspires to be a protocol of conversation, and aims to sit between Human or Machine actors, removing personal biases or specific terminologies, to aid communication



# Start Up Tech Deployment



Talent acquisition - engaged and simplified.

## Sector: HRTech

SnapHunt is a Singapore based venture that focuses on the South East Asian talent market.

With **a proprietary matching algorithm** that matches candidates to prospective employers by **leveraging over 20 years** of Human Resource expertise, SnapHunt aims to provide an **enterprise class recruiting solution** that enables candidates to express themselves.



Woovly is an AI-driven social engagement platform that recognizes and rewards individuals for brand loyalty. With Woovly, users can promote their Makeup, Skincare & Cosmetic favorites, shop influencers' skincare routines & makeup looks, watch top video reviews & recommendations, earn loyalty points, and brand collaborations – all from one platform.

Xelp created a system that **condenses large amounts of information into digestible bites**, using Natural Language Processing (NLP) algorithms to improve the efficiency of information delivered.

Xelpmoc's patented technology uses **artificial intelligence**, user-generated content and **engagement algorithms** to create a unique direct-to-consumer channel, resulting in extraordinary and unprecedented consumer insights. Xelpmoc's AI **auto-detects products**, tags the brand and directs shoppers to the brand. This allows individuals to **monetize** their influence while brands simultaneously support authentic advocates.

# Start Up Tech Deployment



Leadstart Publishing is a **leading publishing house** from India with a focus on both creative and progressive. The PENCIL platform from Leadstart features distinguished authors and writing from across the globe.

Leadstart envisions to setup an environment for writers which can run on **semi auto mode**. A journey which can start **from diary of a writer and end up in published printed book, all handled by same platform**.

Xelp is engaged with Leadstart with a vision to create a digital platform which can **help new writers**. It is being developed with a capacity of uploading script of a book, design cover page, get edited and be published on all **available on digital platforms** (like kindle).

Additionally these books can be **printed on the fly** when the order is placed. Technology to get a real time feedback from the readers and pushing the corrections back to the system, makes this platform more **reliable and unique**.



The Star in me is a **Networking, Branding and Guidance platform for Women** of today.

Users can experience this platform by:

- Creating their best **digital identity**
- Inviting and connecting with like-minded professionals
- Joining **Networking Communities** of choice
- Building their own specialized networks
- Reaching out to **guides for immediate career-advice**
- Sharing valuable advice with others
- **Drawing inspiration** from women achievers

Xelp's **AI algorithm** will help decide which mentor or coach best suits a user for their career growth. Xelp plans to **push an ML piece** which analyses user behaviour and **recommend sessions and events** for her to participate, and become a **quality platform** for those seeking best fit mentorship.

# Start Up Tech Deployment



Slate has a long term vision to **enable SMEs maximize their free cash flows** through **real-time, actionable AI inputs** to improve capital efficiency by extracting & analyzing data throughout the **procurement, invoicing, payables and receivables cycle**.

This vision will be achieved through **a self-sufficient cash flow and accounts management platform** for micro-entrepreneurs, who do not need full-time accountants.

Slate has **immediate focus** on 15 mn Gig-economy Workers; 150K Small Franchisees, 50K Young Startups, Independent Advisors & Home Entrepreneurs

## **Xelp Plan to achieve Slate's Dashboard Vision**

- Real-time and most accurate view of **cash flow status**
- Day-wise **future projection** of cash flow position based on historical data on accounts payables/receivables, seasonality and other factors
- **Credit rating** based on historical data, sales concentration, sector attractiveness, etc
- **Recommended actions to manage cash**, such as, investment in liquid funds, paying via low cost commercial/personal credit cards, early payment incentives, etc
- Recommended sources to **avail credit**



AgeBold is a **fitness experience customized for users**. Users can avail this health guidance digitally, from the comfort of their home.

AgeBold provides **strategic guidance** based on the feedback given by users. The program focuses on improving **balance, strength and mobility** keeping in mind users' physical ability and improvement goal.

**Data analytics** plays a very important role here. Once user is engaged in any one of the programs the platform analyses all attributes of user's involvement and performance which helps the software to **predict his/her future health issues. Dashboards and reports** associated with this analysed data gives a complete picture of current health status.

# Start Up Tech Deployment



## Traydstream offers fast, comprehensive automated document processing for global trade finance

Traydstream **digitises Documentary Trade (LCs & Collections)** and supporting documents to **automate scrutiny, clause matching, rules and compliance** checking process. This helps banks and exporters to automate their trade finance documentation process, using machine learning.

The **challenges faced** by Traydstream were a big TAT for LC process fulfilment, long running disputes with large amount, document security as storage in a single repository and lack of automation and sporadic follow ups

### Xelp's Solution:

An **integrated Hyperledger blockchain**, along with IPFS, solution to store and monitor letter of credit documents and transactions. Solution would allow primary and secondary members to **connect via the blockchain** so that they may create letter of credit document transactions on the blockchain and store associated documents in IPFS.

As a result of the above solution, **expected TAT for the Letter of credit generation and distribution** will be better multifold.



India's first children's lifestyle website

Kids Stop Press (KSP) is India's first and best **children's lifestyle and parenting website** and has its pulse on everything today's parents want to know.

KSP **offers a consolidated platform** that caters to Indian parents raising kids in a landscape that is physically, culturally and socially very different from Western countries.

It **connects** parents to brands, services, and events for children from across the country helping parents **make informed choices** through its online platform.

# Tech Deployment in Education Sector



## QFX

*(In Progress)*

**An LMS Platform** for one of the **leading education institutions** providing young students with a healthy environment to **nurture themselves** cognitively, intellectually, artistically and athletically; along with **imbibing moral and cultural values**.

**Unprecedented disruption in day-to-day work due to Covid19 measures** and government imposed restrictions have led to students missing out on regular classes and **falling behind** on curriculum.

Apart from **online platform needs** for teaching, assessment etc., there were challenges in getting teachers updated with **new tooling and methodology**. **Time-overlap of exams** and new admissions further exacerbated the situation.

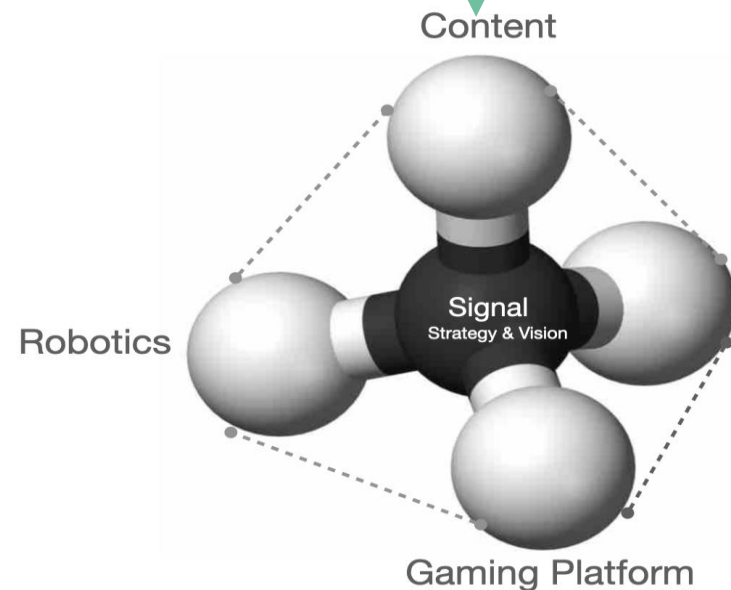
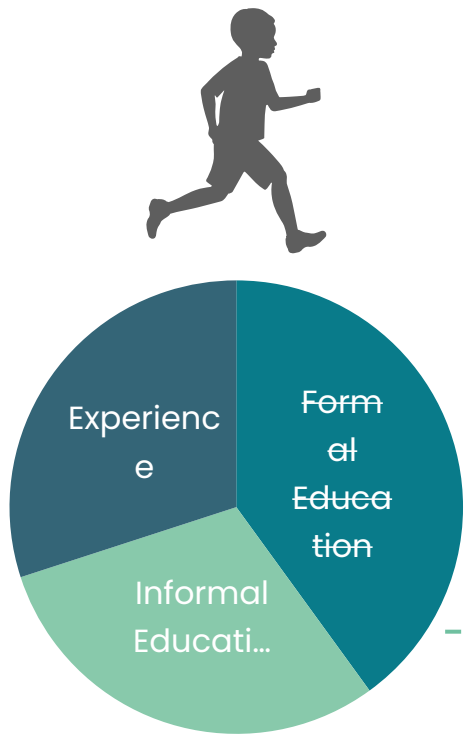
### **Xelp Solution:**

**An intuitive integrated solution**, with substantial **automation and turnkey** considerations, to quickly transform the laborious day-to-day engagement for both- teachers and students into **convenient & enjoyable collaboration**. On top of **online classroom, assessments** etc. Xelp is also engaged in devising a long term enhanced IP for a **scalable, unified, EduTech Platform** which can cater to **on premise, online and blended modes of learning** addressing the education and growth needs of all categories of people right from **K-12 up to working professionals** in a smooth, easy and seamless environment.

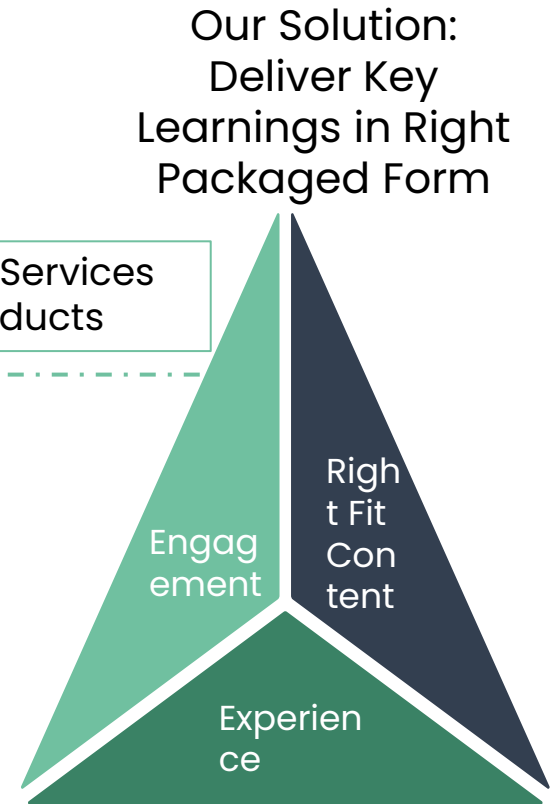
# Signal: Edutainment Services



Xelpmoc has invested in Signal, the Edutainment Services Holdco



Subscription ← Provide Services & Products



Focused on informal & tactile experience for K12 kids

# Value of Portfolio



Company name	Xelpmoc's investment (Rs in '000)		
	Cost of investment (Rs in '000)	Fair value as at Dec 31, 2021	Fair value as at Dec 31, 2020
<b>Investments</b>			
Fortigo Network Logistic Pvt Ltd	11.11	219,379.55	217,987.33
Mihup Communication Pvt Ltd	6,080.82	223,576.61	118,446.14
Snaphunt Pte Ltd	615.37	44,409.62	29,598.07
Inqube Innoventures Pvt Ltd	9,298.51	4,452.70	4,894.13
PHI Robotics Research Pvt Ltd	2,505.00	951.73	1,924.26
KidsStopPress Media Ltd	9,044.13	9,050.30	9,021.39
Rype Fintech Pvt Ltd	6,249.77	22,512.51	2,050.00
Woovly India Pvt Ltd	572.03	51,206.85	38,756.85
Graphixstory Pvt Ltd	409.50	409.50	409.50
One Point Six Technologies Pvt Ltd	18,142.49	16,928.52	9,492.92
Femmevista Technologies Pvt Ltd	1,223.00	14,376.72	2,723.94
Catailyst Inc	293.45	287.45	-
Signal Analytics Pvt Ltd	1,000.00	1,000.00	1,000.00
Learning Hats Pte. Ltd.	272.48	247.49	-
NaikTech XP Pvt Ltd	241.52	241.52	-
First Sense Technologies Pvt Ltd	161.55	161.55	-
Graposs Edutech Pvt Ltd	1,999.79	1,999.79	-
Xelpmoc Design & Tech UK Ltd	9.97	9.97	-
<b>Total</b>	<b>58,130.49</b>	<b>611,202.39</b>	<b>436,304.54</b>

# Value of Portfolio



● Represents value of investment in ₹ mn as at December 31, 2021  
● Approx. Diluted shareholding %  
 NA: Preference share holding



# Key Highlights in Q3FY 22



Continue to expand the start-up deployment through following investments in Q3FY 22:

- ❑ **Xelpmoc Design and Tech UK Limited:** Investment into wholly owned subsidiary for international expansion
- ❑ **Signal Analytics:** Signal Analytics, a wholly owned subsidiary raised Rs 52.4 million by way of preferential allotment of Pre Series A CCPS to new investors thereby Xelpmoc shareholding in Signal has changed to 91.95% on fully diluted basis and it has become a majority owned subsidiary of Xelpmoc
- ❑ New Branch at Hyderabad started for Business Expansion

# Key Highlights in Q3FY 22

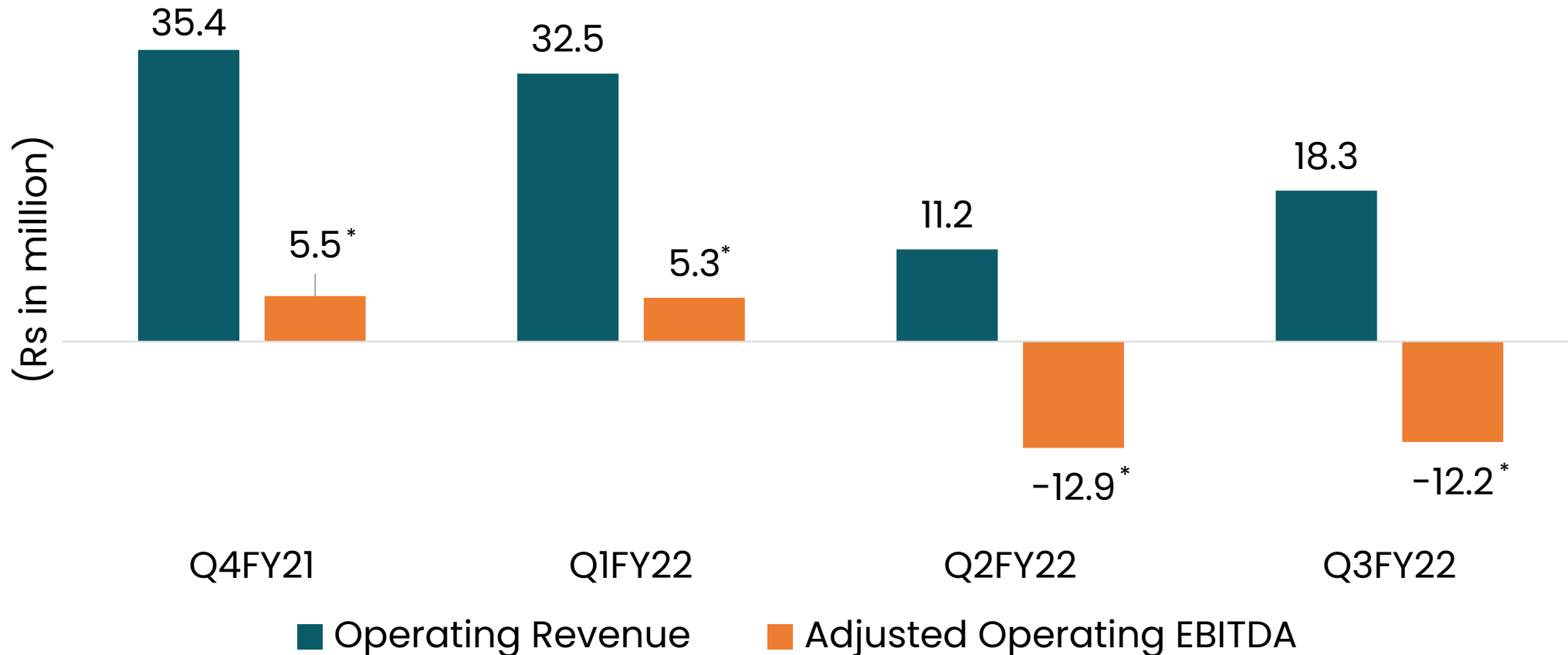


## Business & Financial Highlights :

### ❑ **Financials:**

- ✓ Generated operating revenue of Rs 18.3 million
- ✓ Portfolio value of investments increased from Rs 436.3 million on December 31, 2020 to Rs 611.2 million on December 31, 2021

# Financial Performance – Quarterly



\* Adjusted Operating EBITDA is after excluding ESOP expenses of Rs 7.3 million, Rs. 22.9 million, Rs 23.2 million and Rs 21.4 million during the Q4FY21, Q1FY22, Q2FY22 & Q3FY22 respectively

# Consolidated Financials



(Rs in million)	Q3'22	Q2'22	QoQ %	9MFY22	9MFY21	YoY%
Revenue from Operations	18.3	11.2	63.8%	62.0	105.1	(41.0)%
Other Income	2.7	3.1	(13.1)%	8.5	10.5	(19.2)%
<b>Total Income</b>	<b>21.0</b>	<b>14.2</b>	<b>47.3%</b>	<b>70.5</b>	<b>115.6</b>	<b>(39.0)%</b>
<b>Adjusted Operating EBITDA</b>	<b>(12.2)*</b>	<b>(12.9)*</b>	<b>NA</b>	<b>(19.7)*</b>	<b>40.6*</b>	<b>NA</b>
<i>% of Operating Revenue</i>	<i>NA</i>	<i>NA</i>	<i>NA</i>	<i>NA</i>	<i>38.6%</i>	<i>NA</i>
<b>PAT</b>	<b>(29.9)</b>	<b>(33.7)</b>	<b>NA</b>	<b>(78.9)</b>	<b>42.3</b>	<b>NA</b>
<i>% of Total Revenue</i>	<i>NA</i>	<i>NA</i>	<i>NA</i>	<i>NA</i>	<i>36.6%</i>	<i>NA</i>

**The fair value of our investments in our clients as on December 31, 2021 stands at approximately Rs 611.2 million**

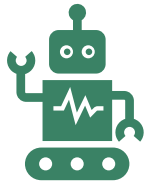
\* Adjusted Operating EBITDA is after excluding ESOP expenses of 21.4 mn in Q3FY22, Rs 23.2 mn in Q2FY22, Rs 67.6 mn in 9MFY22 and Rs 3.1 mn in 9MFY21 respectively

# Way Forward



- ❑ Continue to focus our energies on promising portfolio companies (Eg: EduTech Ventures, Health Care, Fortigo, Mihup and Slate) and investing our best efforts in those
- ❑ Focus on education sector with a multitude of opportunities that have arisen due to the Covid pandemic. We see some good growth opportunities in this space
- ❑ While opportunities exist, challenges around closing deals with new start-ups have decreased due to the pandemic situation

# 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 caliber technology professionals



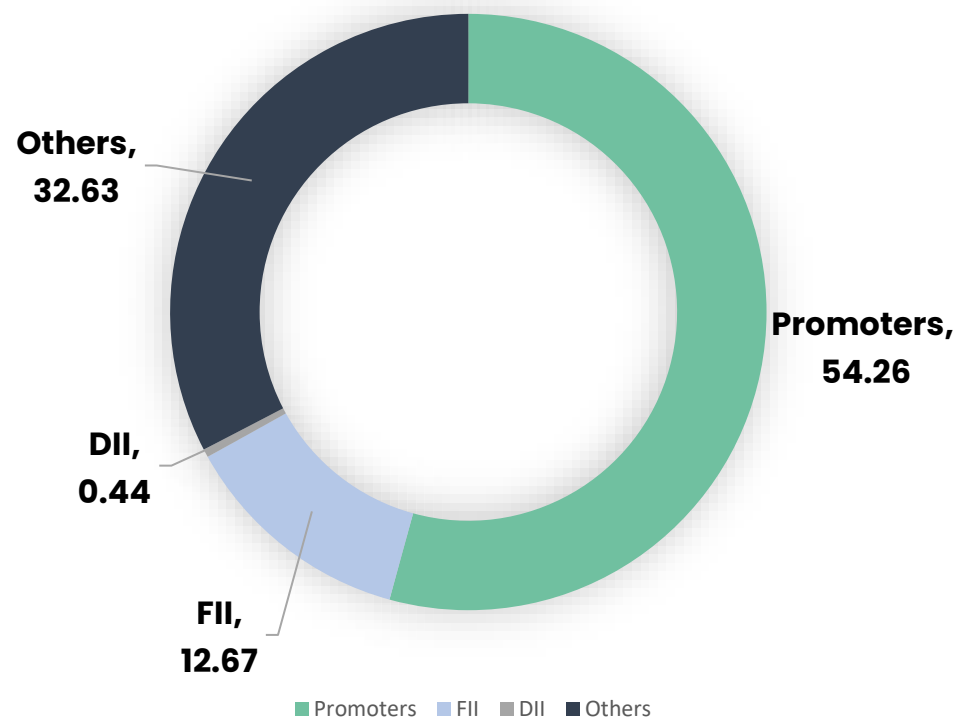
Vision is to partner and grow with start-ups while selectively working on traditional projects that excite the high technology DNA of the company

# Shareholding Pattern



As on December 31, 2021

Shareholding as on December 31, 2021 (%)



## Top Institutions

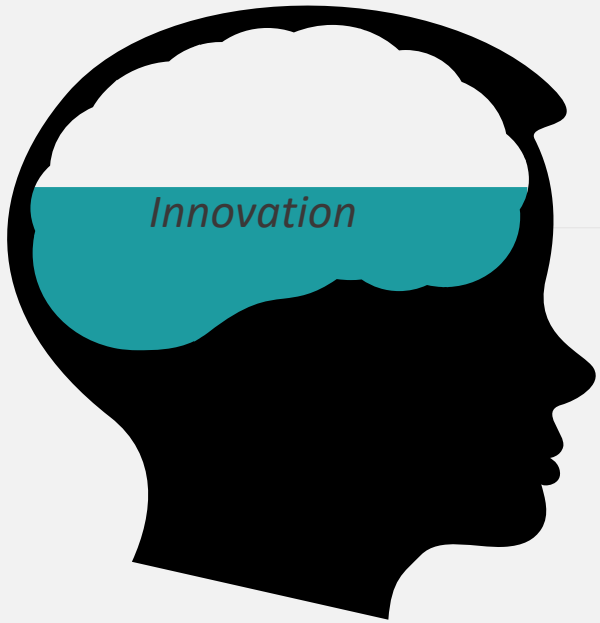
Institution	%
Newport Asia Group	4.98%
University of Notre Dame Du Lac	3.97%
The Ram Fund LP	1.17%
GP Emerging Market Strategies LP	1.15%
Massachusetts Institute of Technology	0.47%

# Corporate Governance- Foundation of our Values



- Non- Executive Chairman
- Internal Audit performed by an external firm
- Audit committee comprises of 75% Independent Directors
- Formal dividend policy in place
- Whistle blower mechanism in place
- Proactive on all disclosures to Stock Exchanges





# Thank you!

**For more information, Please contact:**

Mr. Srinivas Koora  
CFO, Xelpmoc Design & Tech Ltd.  
P: +91 93239 26889  
E: [srinivas@xelpmoc.in](mailto:srinivas@xelpmoc.in)

Mr. Diwakar Pingle  
Christensen IR  
P: +91 22 4215 0210  
E: [dpingle@christensenir.com](mailto:dpingle@christensenir.com)