

A Global IT Transformation Architect.™



Date: May 30, 2023

To,  
**The Listing Department**  
**National Stock Exchange of India Limited**  
Exchange Plaza, Bandra Kurla Complex,  
Bandra (East), Mumbai – 400051  
**SYMBOL: ADSL**

To,  
**Corporate Relationship Department**  
**BSE Limited**  
PJ. Towers, Dalal Street,  
Mumbai - 400 001  
**Scrip Code: 532875**

Dear Sir / Madam,

**Sub: Investor Presentation by the Company dated May 30, 2023**

**Ref: Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015**

We are pleased to enclose herewith the Investor Presentation; the press release enclosed is self – explanatory.

The above information is also available on the website of the Company: <https://www.allieddigital.net/in/>

Request you to take note of the above.

Thanking you,

**For Allied Digital Services Limited**

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**Nehal Shah**  
**Executive Director**  
**DIN: 02766841**

**Registered Office:** Allied Digital Services Limited, Premises No. 13A, 13th Floor, Earnest House,  
Back Bay Reclamation, NCPA Road, Block III, Nariman Point, Mumbai - 400 021.

B: +91 22 6681 6400 | F: +91 22 2282 2030 | [www.allieddigital.net](http://www.allieddigital.net) | CIN - L72200MH1995PLC085488

INDIA | US | AUSTRALIA | SINGAPORE | UK | BRASIL | CHINA | JAPAN | IRELAND | GERMANY | SPAIN | ITALY | BELGIUM | CANADA



allied|digital<sup>®</sup>

*IT managed. Responsibly.*

39  
Years

3,000+  
Employees

70+  
Countries

DIGITAL TRANSFORMATION ARCHITECT

GLOBAL MANAGED IT SERVICE PROVIDER

MASTER SYSTEMS INTEGRATOR

# Investor Presentation

May 2023



[www.allieddigital.net](http://www.allieddigital.net)

## Safe Harbour

Certain statements made in this document concerning our future growth prospects may be interpreted as forward-looking statements, which involve numerous risks and uncertainties that could cause the actual results to differ materially from those in such forward-looking statements. Investors are requested to use their discretion in relying on them. We do not undertake to update any forward-looking statements that may be made from time to time



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# Introduction



# Company At A Glance

**39**

Year History

**70+**

Countries

**3,000+**

Employees

**20**

Offices Worldwide

**187**

Numbers of Clients

**12**

Smart / Safe Cities  
Delivered

**10**

Fortune 100  
Customers



Net Debt Free

**Rs. 660 Cr**

FY23 Revenue

**36%**

YoY Growth in  
Revenue

**Rs. 88 Cr**

FY23 EBITDA

**26%**

YOY Growth in  
EBITDA



## Vision

To be the most admired IT Services and Solutions provider by applying 3 megaforces within the organization continually by:

- Developing Technological depth
- Enhancing Resources, Reach and Infrastructure
- Using the best management practices for operational excellence



## Mission

To operate as a technology driven global organization obsessed with customer needs, devoted to building lasting partnerships and acting with integrity, honesty and a spirit of co-operation with customers, suppliers and employees.



## Core Values

**Ethics** - Integrity, Honesty and Commitment  
**Attitude, Relationship and Trust** - Customer Before Self  
**Capabilities and Infrastructure** - Core Pillars of Service Delivery  
**Transparent Transactions** - Flexibility and Visibility

**DIGITAL TRANSFORMATION ARCHITECT**  
**GLOBAL MANAGED IT SERVICE PROVIDER**  
**MASTER SYSTEMS INTEGRATOR**



# Evolution of Allied Digital



1.0

**1994-2001**

**Value Driven**

Focused completely on intrinsic value creation

3.0

**2008-2013**

**Inorganic Growth Driven**

Qualified institutional participation (QIP).

Acquisition of NASDAQ listed US Company.

5.0

**2020 onwards**

**Disruption Driven**

Pre-empted technology disruption to leverage emerging technologies and retain prominence in industrial Revolution 4.0

**1984-1993**

**Profit Driven**

Grew the company from a team of 3 to 150 people

2.0

**2002-2007**

**Strategy Driven**

Maiden IPO in 2007  
Overcame dotcom bubble burst by retaining focus only on futuristic profit making technologies

4.0

**2014-2019**

**Transformation Driven**

Major internal transformation at all levels and made company future ready

6.0



# Integrated Business Offerings



# Service Capability Matrix

## Cloud Enablement



- AWS, AZURE, GCP, VMWARE
- IAAS, PAAS, SAAS
- Public / Private / Hybrid Cloud Services
- Cloud Engineering
- Data Factory, Data Lakes, Big Data
- Micro Services, Containers
- Cloud Migrations

## Cyber Security



- AIM 360° Cyber Security Solutions
- Endpoint Security
- Managed Security Services and SIEM
- Identity & Access Management
- Threat Intelligence Solutions
- Ransomware Prevention / Network Security / Cloud Security
- Security consulting and Compliance
- SOAR, SASE, Zero Trust
- EDR, MDR, XDR
- Governance, Risk & Compliances (GRC)

## Integrated Solutions



- Master Systems Integration Projects
- Safe City / Smart City / Campus Solutions
- IBMS
- IoT Solutions
- Enterprise Physical Security Automation
- Operational Technology Integration
- Command / Control Systems
- Innovation Automation & Transformation

## Infrastructure Management Services



- Proactive Monitoring of Server, storage, network, firewall etc
- Application support services, Office365, Exchange, Databases, SAP etc
- Enterprise Services – Backup, DR, Patching, Voice etc
- Data Centre Operations
- Infra Analytics

## Software Services



- ADiTaaS / ServiceNow Consulting, Implementation and Support
- FinoAllied
- Cloud DevOps Services
- RPA
- Generative AI / ML Solutions
- Multi-cloud Applications
- Blockchain
- Metaverse

## Workplace Management Services



- Desk side Break-fix/IMAC Services
- Multi-lingual, Multi-channel Service Desk
- Endpoint management solutions
- WFA solutions
- End User Analytics
- Global Logistics / Depot Services

# Allied Digital Integrated Tool-as-a-Service (ADiTaaS)

## ADiTaaS



**15+ years**  
of IT and Enterprise  
service management  
solutions expertise.



**100+**  
customers



**75+**  
employees




**Certified:**  
**PinkVERIFY**  
CMMi Level 3, SOC2  
certified, ISO 9001, 27001  
& 20000 - Highest  
standard for IT Service  
Management Tools



Offered across Cloud  
and on-premises  
applications

# ADiTaaS Desktop Interface



CONQUERING COMPLEXITY

Welcome back!

Please sign in to continue

Username


Password

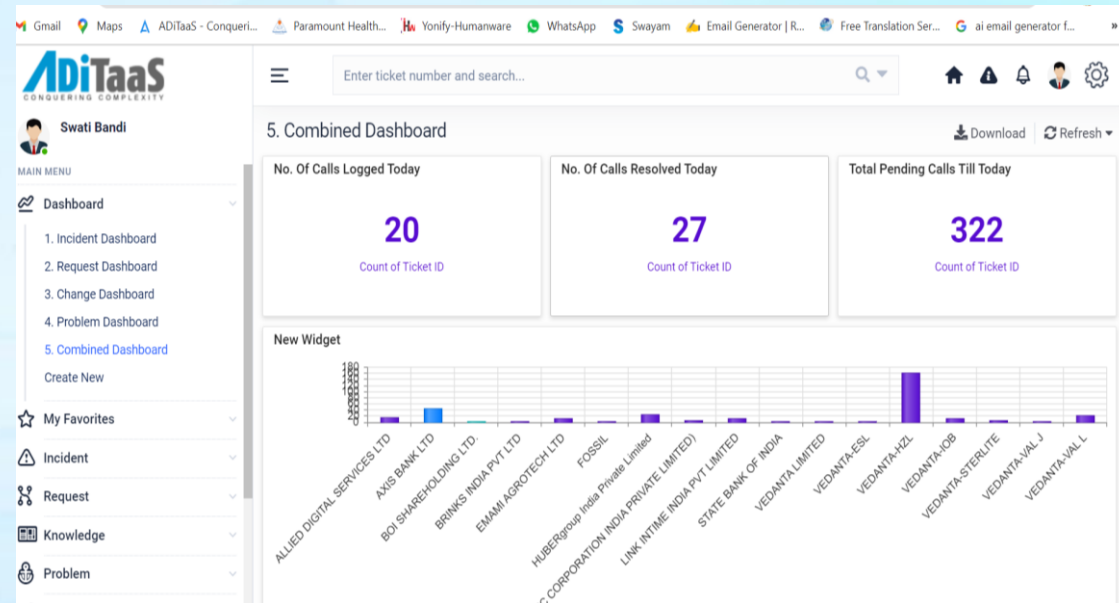
Remember me

[Forgot Password?](#)

Sign In

log in with

 Microsoft



5. Combined Dashboard

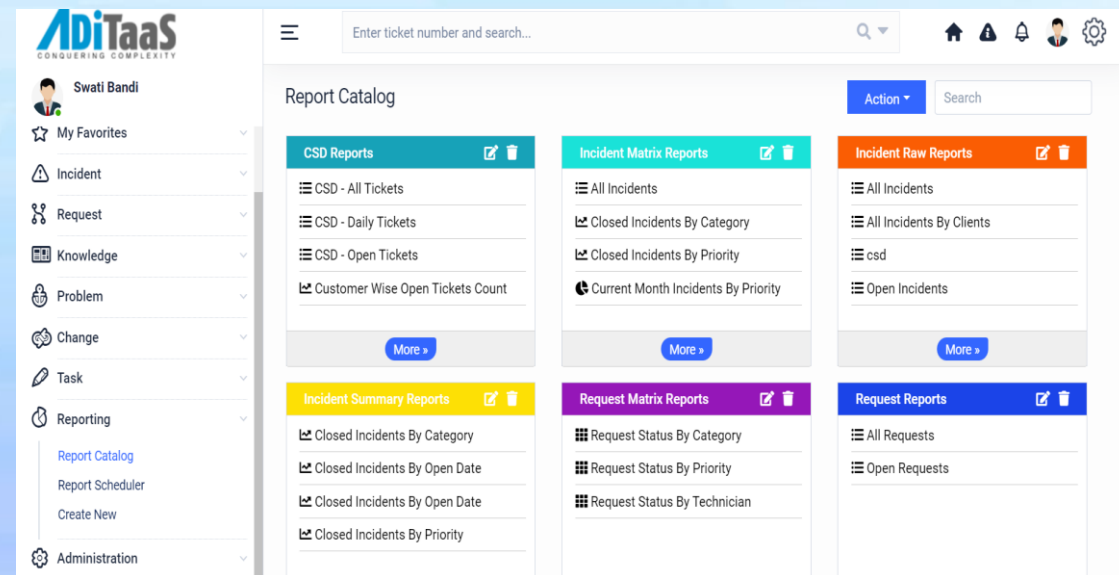
No. Of Calls Logged Today: 20

No. Of Calls Resolved Today: 27

Total Pending Calls Till Today: 322

New Widget

Company	Count
ALLIED DIGITAL SERVICES LTD	1
AMIS BANK LTD	1
BOI SHAREHOLDING LTD.	1
BRINKS INDIA PVT LTD	1
EMAMI AGROTECH LTD	1
FOSSIL	1
HUBERgroup India Private Limited	1
INDIA PRIVATE LIMITED	1
LINK INTIME INDIA PVT LIMITED	1
STATE BANK OF INDIA	1
VEDANTA LIMITED	1
VEDANTA-ESL	1
VEDANTA-H2L	1
VEDANTA-JOB	1
VEDANTA-STERILITE	1
VEDANTA-WAL J	1
VEDANTA-WALL	1



Report Catalog

Report Category	Report Name
CSD Reports	CSD - All Tickets
	CSD - Daily Tickets
	CSD - Open Tickets
	Customer Wise Open Tickets Count
Incident Matrix Reports	All Incidents
	Closed Incidents By Category
	Closed Incidents By Priority
Incident Raw Reports	All Incidents
	All Incidents By Clients
Incident Summary Reports	Closed Incidents By Category
	Closed Incidents By Open Date
	Closed Incidents By Open Date
	Closed Incidents By Priority
Request Matrix Reports	Request Status By Category
	Request Status By Priority
	Request Status By Technician
Request Reports	All Requests
	Open Requests

# ADiTaaS Desktop Interface

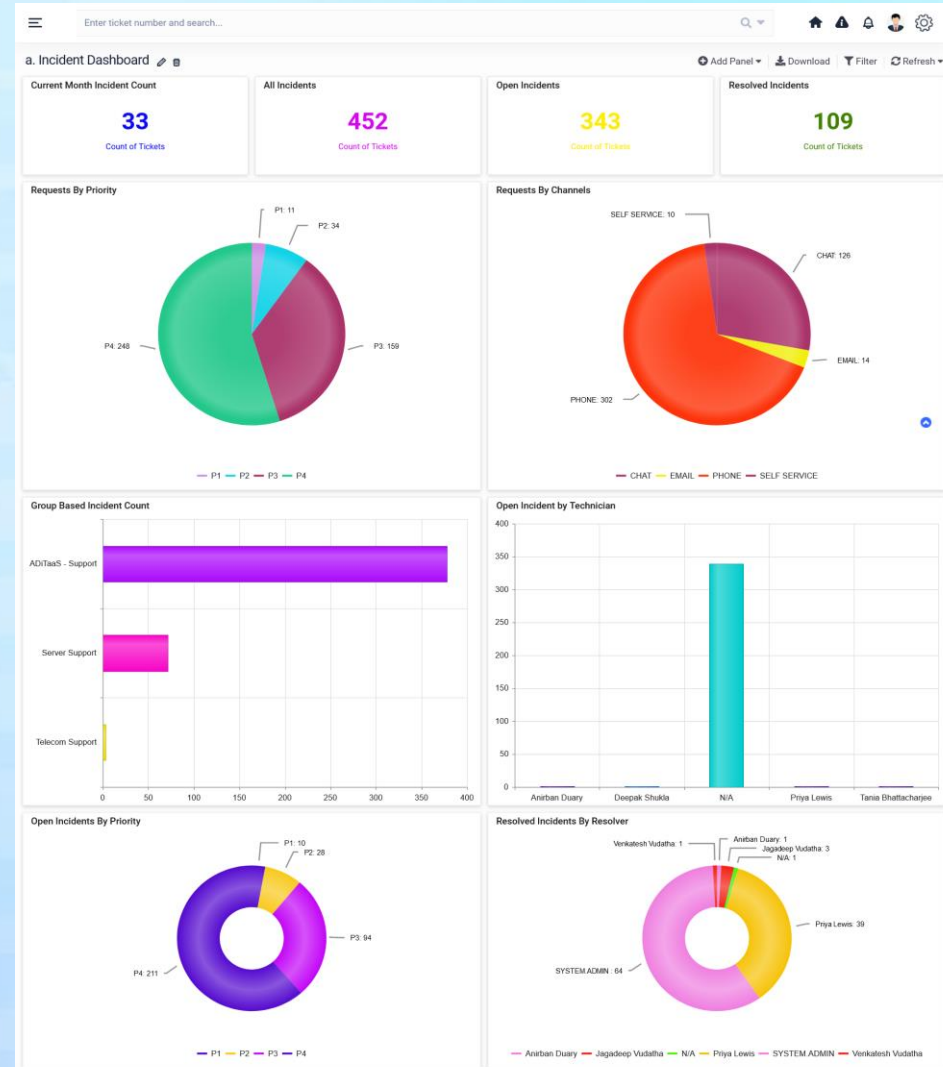
Enter ticket number and search...

My Group Work

Select Grid State | Grid State | Action | Column Visibility | 25 | Search

ID	Title	Description	Requestor Name	Status	Assignment Group	Category	Sub Category	Item
IN-221218-0001	Monitor Services	Monitor Services	Priya Lewis	OPEN	ADiTaaS - Support	Account Management	Active Directory	Pas
IN-221217-0001	Monitor Services	Monitor Services	Priya Lewis	OPEN	ADiTaaS - Support	Account Management	Active Directory	Pas
IN-221216-0002	Outlook is not working. Unable to s...	Outlook is not working. Una...	Jagadeep Vudatha...	OPEN	Server Support	Application	Microsoft	Out
IN-221216-0001	Monitor Services	Monitor Services	Priya Lewis	OPEN	ADiTaaS - Support	Account Management	Active Directory	Pas
IN-221215-0001	Monitor Services	Monitor Services	Priya Lewis	OPEN	ADiTaaS - Support	Account Management	Active Directory	Pas
IN-221214-0001	Monitor Services	Monitor Services	Priya Lewis	OPEN	ADiTaaS - Support	Account Management	Active Directory	Pas
IN-221213-0003	Monitor Services	Monitor Services	Priya Lewis	OPEN	ADiTaaS - Support	Account Management	Active Directory	Pas
IN-221213-0002	Desktop not working	Desktop not working	Venkatesh Vudatha	OPEN	ADiTaaS - Support	Application	Operating System	Win
IN-221213-0001	Desktop not working	Desktop not working	Priya Lewis	OPEN	ADiTaaS - Support	Application	Operating System	Win
IN-221212-0001	Monitor Services	Monitor Services	Priya Lewis	OPEN	ADiTaaS - Support	Account Management	Active Directory	Pas
IN-221211-0001	Monitor Services	Monitor Services	Priya Lewis	OPEN	ADiTaaS - Support	Account Management	Active Directory	Pas
IN-221210-0001	Monitor Services	Monitor Services	Priya Lewis	OPEN	ADiTaaS - Support	Account Management	Active Directory	Pas
IN-221209-0001	Monitor Services	Monitor Services	Priya Lewis	OPEN	ADiTaaS - Support	Account Management	Active Directory	Pas
IN-221208-0001	Monitor Services	Monitor Services	Priya Lewis	OPEN	ADiTaaS - Support	Account Management	Active Directory	Pas

1 - 25 of 320 items



ADiTaaS CONQUERING COMPLEXITY

### Incident Post Support Survey

Ticket ID: IN-221110-0003 | Created On: 11/10/2022 16:41:19 | Resolved On: 11/10/2022 17:29:35 | Resolved By: SYSTEM.ADMIN

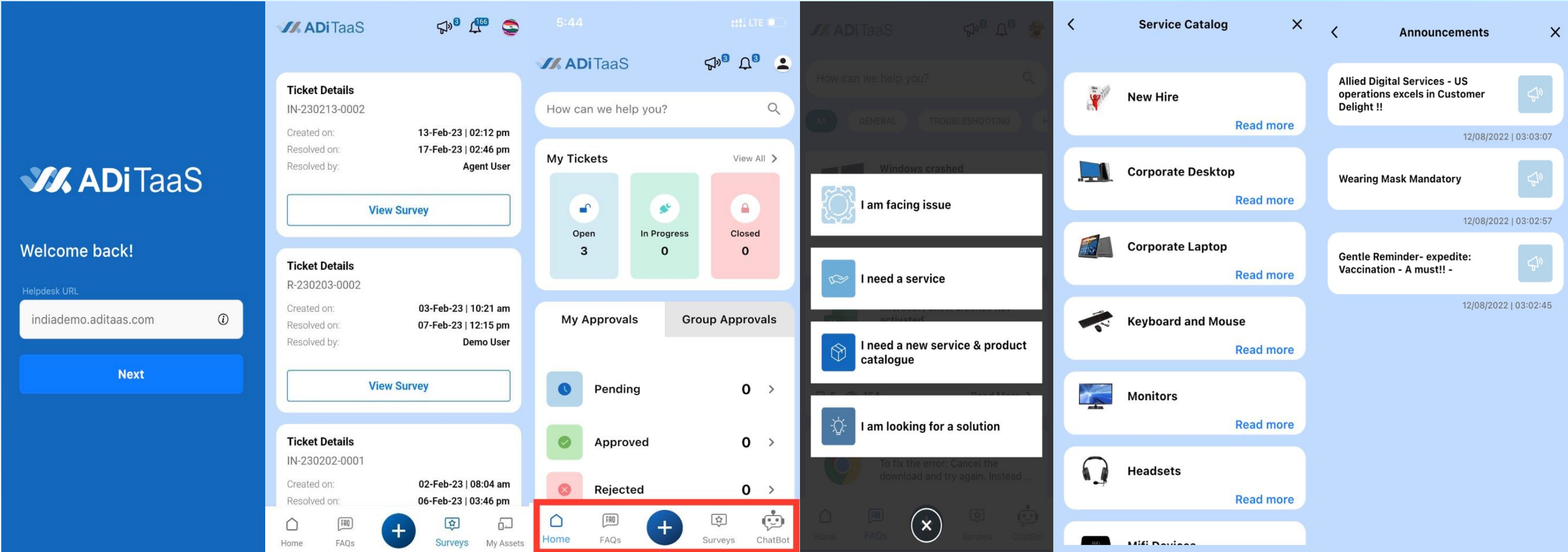
Submitted On: 11/10/2022 17:30:04 | Submitted By: ADiTaaS Self

Please indicate your level of satisfaction by selecting the appropriate rating for the below Question:

- How satisfied were you with the ease of requesting service? \*
  - Very satisfied
  - Satisfied
  - Average
  - Dissatisfied
  - Very dissatisfied
  - N/A
- Knowledge and professionalism of the Remote support staff \*
  - ★★★★☆ 4/5
- Knowledge and professionalism of the Remote support staff \*
  - Very satisfied
  - Satisfied
  - Average
  - Dissatisfied
  - Very dissatisfied
- Time taken to resolve your problem \*
  - Very satisfied
  - Satisfied
  - Average
  - Dissatisfied
  - Very dissatisfied

ID	Title	Status	Assignment Group	Priority	Requestor	Resolution Time	Resolved On
IN-221129-0001	...	...	...	...	...	...	...
R-221110-0001	...	...	...	...	...	...	...
IN-221110-0001	...	...	...	...	...	...	...
IN-221110-0001	...	...	...	...	...	...	...
IN-221110-0001	...	...	...	...	...	...	...
IN-220923-0001	...	...	...	...	...	...	...
IN-220923-0001	...	...	...	...	...	...	...
IN-220914-0001	...	...	...	...	...	...	...
R-220830-0001	Password Reset	OPEN	ADiTaaS - Support	P4	ADiTaaS Self	08/30/2022 11:51:54	09/06/2022

# ADiTaaS Mobile Interface



The screenshot displays the ADiTaaS mobile application interface, which is divided into several main sections:

- Welcome back!:** A blue sidebar on the left containing the ADiTaaS logo, a "Welcome back!" message, a "Helpdesk URL" field with the value "indiademo.aditaas.com", and a "Next" button.
- Ticket Details:** Three panels showing ticket information. Each panel includes the ticket ID, creation and resolution dates, and the agent user. A "View Survey" button is present at the bottom of each panel.
- My Tickets:** A central panel with a search bar and a "My Tickets" section. It features three status cards: "Open" (3), "In Progress" (0), and "Closed" (0). A "View All" link is also present.
- My Approvals:** A panel with two tabs: "My Approvals" and "Group Approvals". It lists approval statuses: "Pending" (0), "Approved" (0), and "Rejected" (0).
- Service Catalog:** A panel on the right showing a list of services such as "New Hire", "Corporate Desktop", "Corporate Laptop", "Keyboard and Mouse", "Monitors", and "Headsets". Each service has a "Read more" link.
- Announcements:** A panel on the right showing various announcements, including "Allied Digital Services - US operations excels in Customer Delight !!", "Wearing Mask Mandatory", and "Gentle Reminder- expedite: Vaccination - A must!! -".

The bottom navigation bar includes icons for Home, FAQs, a central "+" button, Surveys, and ChatBot. The "Home" and "FAQs" icons are highlighted with a red box.



# Industries We Serve



**Client Names On Request**

# Geographical Presence



-  Subsidiaries
-  Branches



# Awards and Recognitions



# Awards and Recognitions



**Award for Talent Management**  
by World HRD Congress, 2023



**Inspiring Achievers Award,**  
**Istanbul 2022**  
to CMD Nitin Shah



**SME Empowering India Awards, 2023**  
by Arrucus Media Pvt. Ltd.



**SME Inspire Awards 2023**  
By NASSCOM



**Best Digital Innovation of the Year 2022**  
by UBS Forums Mumbai



**ET Best Brands 2022**  
by Economic Times Mumbai

And many more....

# Board of Directors



**Nitin Shah**  
CMD

- He is a pioneer in India's IT revolution, with a career spanning 45 years
- He has successfully led the company through various challenges and is currently planning for "creative disruption" in Version 6.0.
- He holds a degree in Electrical Engineering and a PG Diploma in Computer Management



**Nehal Shah**  
Director

- A member of the Executive Management Team and leads strategic and operational governance processes of the business
- He has over 14 years of experience
- Holds Bachelor's degree in Engineering from University of Mumbai and Diploma in Computer Technology from Maharashtra State Board of Technical Education



**Sunil Bhatt**  
Director

- He has been with Allied Digital Group for 25 years, with expertise in technology innovation, strategy, business development, product development, solution selling, go-to-market, and customer success.
- He is a member of the core management group at Allied Digital and currently serves as the Chief Technology Officer at Allied Digital Services, LLC, USA



**Tejal Shah**  
Director

- She has 25+ years of experience in Finance, Operations, and Marketing.
- She holds a bachelor's degree in commerce from Mumbai University.
- She actively participates in social activities, focusing on the betterment of the elderly, children's health and safety, and women's empowerment. She is involved with various NGOs dedicated to these causes.



**Shrikant Parikh**  
Non-Executive -  
Independent Director

- A B.E. in Electrical Engineering from University of Mumbai, Ph.D. in Computer Science from Southern Methodist University, M.S. in Computer Science and Engineering from University of Texas, and PMP certified from Dallas.
- He has 25 years of IT experience with 33 international patents in industrial research.



**Milind Kamat**  
Non-Executive -  
Independent Director

- He is a Ph.D. candidate at University of Bradford, UK, faculty in Information Management and Analytics, and Chairperson of the Global Management Program at SPJIMR
- 35 years of experience as a senior industry executive, including CEO of Atos India and EVP of Atos Group.



**Swanubhuti Jain**  
Non-Executive -  
Independent Director

- Holds a Post Graduate Diploma in Sales and Marketing Management from NMIMS and MA from Mumbai University
- Worked in organizations such as Accenture, ICICI Prudential, and Birla Sun Life Insurance with roles in business development, client relationship management, marketing strategy, lead generation and sales, and quality operations



**Shakti Leekha**  
Non-Executive -  
Independent Director

- Business Leader, Business Advisor, Author & Speaker who has expertise in driving business transformation through differentiated and market-leading strategies
- 24 years of experience in business development and management in multinationals with expertise in energy efficiency, security, life safety, renewables, smart cities/IoT, and professional lighting products and illumination projects



**Anup Kumar Mahapatra**  
Non-Executive –  
Independent Director

- B.Sc. in Agriculture from Odisha University of Agriculture and Technology in 1985
- 34+ years of experience in the banking sector with strong knowledge in business, operations, credit, and international banking.

# Dynamic Leadership Team



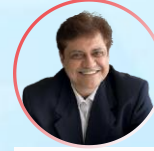
**Paresh Shah**  
Global CEO

- He has 30 years of experience in IT Applications, Infrastructure, and enterprise business processes, and has won several large outsourcing and systems integration projects
- He advises customers, forms strategic partnerships and provides enterprise system integration solutions.



**Jawahar Ali**  
CEO – Integrated Solutions Group

- He has over 40 years of experience in IT & Physical Security with well known corporate
- He has actively participated in consultation and deployment of large-scale security solutions in sensitive environments and key threat areas worldwide.
- He has traveled globally for thought leadership forums, conferences, and seminars on technology and security.



**Gopal Tiwari**  
CFO

- He is a qualified Chartered Accountant and Company Secretary.
- He has over 32 years of diverse experience in Finance, strategic planning, secretarial, taxation, treasury & corporate development.
- He has worked with various corporates across industries and possess extensive domain knowledge



**Kapil Mehta**  
CFO & COO (USA)

- He has 25 years of diverse experience
- He leads the company's overall operations, business partnering, corporate finance and accounting, reporting and analysis, governance, international taxation, HR, talent management, legal, M&A and risk management.



**Manoj Shah**  
Chief Information Officer

- He is a founding and core member of the Allied Digital management team
- He has over 33 years of experience in the IT industry and has been associated with the company since its inception
- He is involved in business strategy planning and execution and has executed several large complex projects



**Jai Venkat**  
Chief Growth Officer

- He brings more than 32 years of experience in Sales, Solutions Development, Operations, Business Transformation (leveraging emerging technologies) and Service Delivery
- He has held Senior Executive Leadership roles at Zones LLC, DXC Technology, HP Enterprise, Cognizant, Capgemini, and Infosys.



**Utpal Chakraborty**  
Chief Digital Officer

- He is a data scientist, AI researcher, strategist, and thought leader with over 20 years of industry experience.
- He has held roles as a principal architect in L&T Infotech, IBM, Capgemini and other MNCs and he was the head to Artificial Intelligence division of YES Bank



**Rohan Shah**  
Vice President

- He has a Bachelors of Science in Computer Science from the University of Illinois, Urbana-Champaign
- He led Business Development and Solutioning efforts, driving growth through consultative sales for various enterprises and public sector initiatives
- He previously worked as a Software Developer at IBM and received the Outstanding Technical Achievement Award

# Dynamic Leadership Team



**Sair Muhammad**  
EVP – Sales

- Responsible for business in the Americas
- Over 15 years of experience in client relationship management for various IT service providers such as HCL, Infosys, and Microland
- Experience in IT Infrastructure Services in diverse domains including Service Provider Strategy, Service Support, Service Delivery, Production Support, among others



**Sunil Nair**  
Business Head

- Over 20 years of IT sales experience with a strong focus on relationship cultivation
- Senior sales leader with a successful track record of creating multi-million-dollar deals and securing long-term contracts with top businesses
- Highly knowledgeable in technology trends, driving revenue gains and cultivating relationships with prospects and existing customers while maintaining strong partnerships with OEMs



**Ashish Raghute**  
SVP - IT

- He leads the Cloud, Infrastructure, Cybersecurity, and Applications Practices and Delivery since 2009.
- He has previous experience as CIO of a multi-division Fortune 500 RV company and as a Principal at IBM and PwC. He has successfully delivered ERP, CRM, E-Commerce, and OSS projects at clients such as AT&T, Sony, Verizon, among others



**Fred Parlato**  
Client Solutions Director

- He is an Atlanta-based Client Solutions Director who joined Allied Digital in 2010
- He has a proven track record in sales, channel, and business development focusing on infrastructure solutions, applications management, asset management, cloud services, security, and end-user computing. He is known for his consistent ability to close new business deals



**Hubert Wong**  
SVP, Service Ops

- Proven strategic thinker and leader with 20+ years of experience in IT
- Efficiently aligns employees with organizational goals
- Experience in private organizations, public entities, and higher education institutions



**Debbie Roa**  
Senior Delivery Manager

- Manages the Delivery and Technical teams for RIMM, EM, PS and GSD lines of business
- Previously a Sr. Business Analyst at a multi-division Fortune 500 RV Company, Fleetwood Enterprises
- Global Business Analyst experience at VeriFone and Hewlett Packard



**Bradley Moore**  
Senior Ops Manager

- Result-driven IT professional
- Understands the value of customer intimacy and the role of a trusted advisor
- Successfully implements modernized and leading-edge Global Service Desk solutions for partners and customers



**Neha Bagla**  
Company Secretary

- She is a qualified Company Secretary and also holds Bachelor degree of Law.
- She plays a significant role in Legal, Governance, Investor Relations, Compliance and Corporate Affairs of the Company.
- She has deep knowledge and understanding of Corporate laws, statutory and regulatory Compliances

# Success Stories



# Auto Manufacturer

## Client

- One of the Top 10 global auto maker, US\$ 35 Bn Annual Revenue
- 82k+ employees
- 175 countries, 6,500+ touchpoints

## Challenges

- Nonexistent IT department for Infrastructure Services except the CIO and Director
- Centralized control from overseas Corporate IT providing zero flexibility
- Lack of Tools and Processes in client organization

## Enablers



## Approach

### Scope

- **Workplace Services**
  - Deskside Support for HQ and field offices
  - Next-Gen Dedicated Service Desk Support

### Solution

- Implemented ADiTaaS platform 4.0 with ITIL processes
- Integrated various sources for managing centralized alerting and incident management for all units
- Implemented custom SLA for various business units
- Chatbot implementation
- Proactive alert monitoring tool implementation for critical enterprise devices and SAP
- Implementation of Martello IQ Analytics aggregation platform

## Benefits

### Automation and Elimination

- Proactive State-of-the art Transformation Tools
- Integrated across the globe
- Customized for the organization
- End User satisfaction improved
- Good cost efficiencies

# Appliance Manufacturer

## Client

- US\$ 37 Bn Annual Revenue
- 12k+ employees
- 31+ sites in 30 countries

## Challenges

### Cost & Quality

- Factory/Shop floor support required specialized knowledge on factory equipment
- No asset management process in place (Incorrect inventory data)
- Poorly configured ticketing system (SNOW)

## Enablers



## Approach

### Scope

- **Workplace Services**
  - Deskside Support for HQ and field offices
  - Next-Gen Dedicated Service Desk Support

### Solution

- 22 dedicated FTEs for HQ and manufacturing plants
  - Factory & warehouse, Conference Room, and Tablet Support
- SLA-based support for HQ and separate SLA for manufacturing sites
  - Servers, Scan-guns, label printers, VDI, CAD
- **Support for:**
  - 4 call and dispatch centers
  - 12 Area distribution centers
  - 4 parts distribution centers
  - 170 local delivery sites

## Benefits

### Dynamic Delivery Model

- CSAT 4.5/5
- SD ASA from 48 to 22 seconds
- First Contact Resolution – 97%
- ARC/RRC Pricing Model
- Created instant ticketing & smart monitoring for factory floor working to automate reboot process



# Leading Logistics Player

## Client

- Global Industry leader
- Reaching more than 220 countries and territories
- Connecting markets comprising over 90% of the world GDP
- End to end reach within one to three business days

## Challenges

### Seeking a Responsive & Reliable IT Partner

- 24x7 Service desk support with Stringent SLA & quick turnaround time for Incident & Service Request
- Multi Location support – 220+ Locations
- Skilled Engineers availability onsite and on demand to manage 220+ Locations within the SLA.

## Scope

- 24 x 7 Service Desk to support multi-Location and multi-Operation service window.
- Experienced and Multiskilled resources to manage both Infrastructure and application tickets
- Manage Incidents, Service Request and on demand support for IMAC
- Governance and reporting

## Solution

- Allied Digital services set up a high end and skilled service desk to provide better FCR.
- Trained the resources on Application support and increased the total FCR to 75%
- Mapped trained resources for all the on-site and on-demand locations.
- Created a pool of trained Back up engineers to cater to any surge in the IMAC activities or any attrition.
- Created a well-documented SOP and training manuals to quickly onboard Engineers.
- Achieved higher SLA of 99% at the end users by implementing Continuous Improvement Plans and Governance

## Technology Enablers

- Service Desk Ticket Automation.
- Application support training manuals
- Driving Constant Service Improvement plans across skilled resources.
- Implemented CSAT surveys and Genius bars for walk-in tech support.

## Benefits

- Automation of eligible L1 Tickets and hence reduced ticket size.
- Improved operating efficiencies which results in smooth functioning of Business.
- Improved CSAT score from 60 to 78 with improved customer support, minimizing wait times, offering multichannel support and personalized responses.
- Awarded extension of managed services

# Pune City Surveillance Project

## Client

- Home Department, Government of Maharashtra in co-ordination with Pune Police Department
- Stake holders: Government of Maharashtra, Pune City Police Department headed by Commissioner of Police and Allied Digital – Master Systems Integrator
- Bids submitted by the bidders were evaluated by a committee headed by a Senior Faculty from IIT Mumbai, DIT Maharashtra and Project Consultant PWC

## Challenges

- First of its kind project in the country hence no precedence or previous bench marks existed.
- Digging and civil work on busy city roads having dense underground utilities.
- Disruptions by impacted public, shop keepers and anti social elements in field work causing changes to planned work and delays.
- Integration of various applications like ANPR, Video analytics, GIS and other Pune Police applications with Verint SMC.

## Scope

- Installation of 1300+ IP cameras Across Pune/ Pimpri-Chinchwad
- Command and Control Centre for real-time situational awareness & response
- Automatic Number Plate Recognition System and Video analytics for automated detection and proactive response.
- Digital backbone provided by BSNL.
- 45+ Police Monitoring Stations.
- 440+ junction monitoring.
- End-to-End IT infrastructure Setup by Allied Digital Team

## Solution

- System Design based on Best of Breed Products and Solutions from leading OEMs
- High performance, High Availability & Resilient Design and Scalable solution
- Intelligent Network Cameras used which provide Bandwidth & Storage Optimization
- VMware Virtualization (probably used first time Globally in a large-scale Video recording solution in 2015)
- Optical Fibre based Fully Redundant N/W Backbone up to Camera Poles
- 100% Terrestrial Wired Network

## Benefits

- Traffic Violations Fine exceeding INR 360 Cr. Collected during the five-year period
- Centralized Control Technology with GIS and GPS capabilities for Real time tracking and response
- Detecting, alerting and recording traffic violations such as wrong lane driving, 'no entry' violations through smart video analytics
- Video clips with water marking presented in Court of Law as evidence
- Offender's actions captured on the camera used for crime scene reconstruction
- Integrated Command & Control Centre provides cockpit view of the city with on demand virtual tour of all locations by the Police Force for real time situational awareness

## Key Differentiators

Technical competency in providing cutting-edge solutions that meet the highest standards. Our company supports on Next Generation technologies and remains ahead on the technology curve.

One Stop Shop - End-to-end support to our clients, from ideation to implementation, ensuring a seamless experience. Our company provides Multi-vendor, Multi-product, Multi-location, Multi technology services across the globe.

Rich experience of nearly 4 decades, World Class service governance, best practices & maturity model on service delivery with several industry body certifications

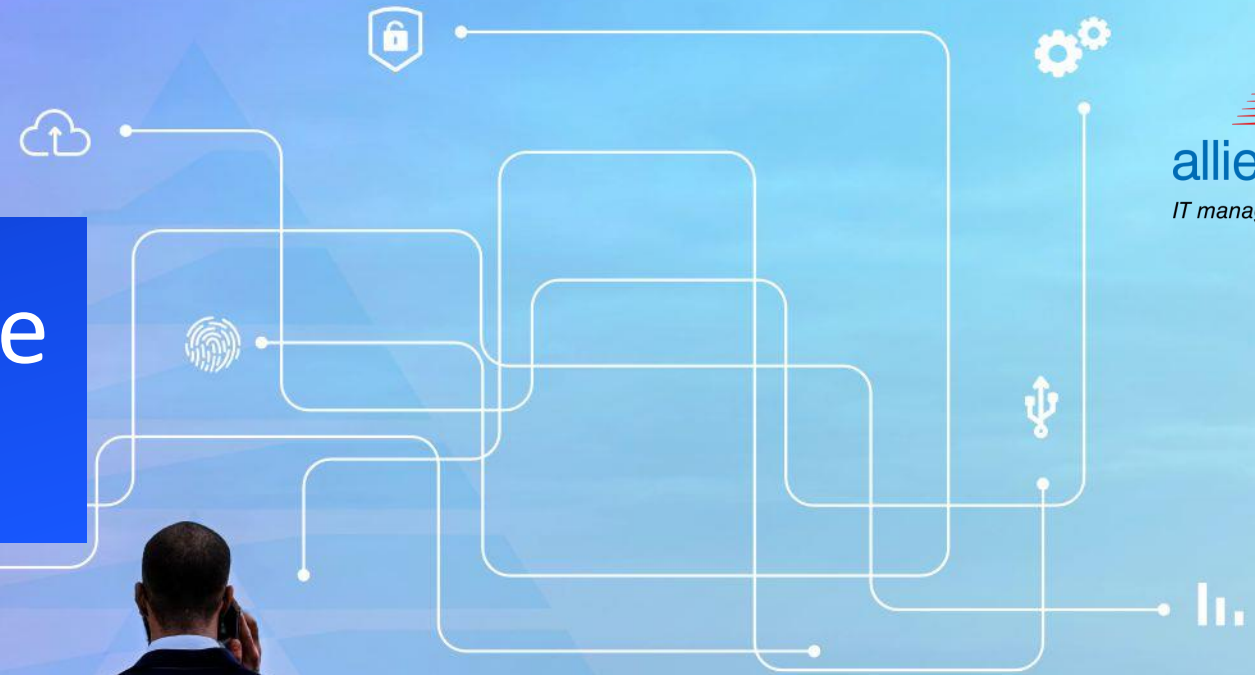
Direct support to clients without the use of any sub-contractors wherever possible.

Focus on Continuous learning and skill development of the Large and diverse workforce driving low levels of attrition

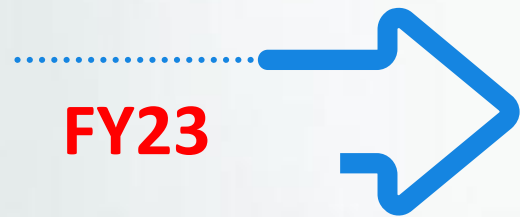
Cost-effective solutions without compromising on quality, allowing our clients to maximize their ROI.

Flexible and Agile, Adaptable to changing circumstances with teams that are empowered to enable quick decision making.

# Q4 & FY23 Performance Overview



## Performance Highlights (Consolidated)



**36%**

Y-o-Y Growth in  
Revenue

**26%**

Y-o-Y Growth in  
EBITDA

**44%**

YoY growth in  
Adj. PAT\*

**13%**

FY23 ROCE

**10%**

FY23 RONW

**25%**

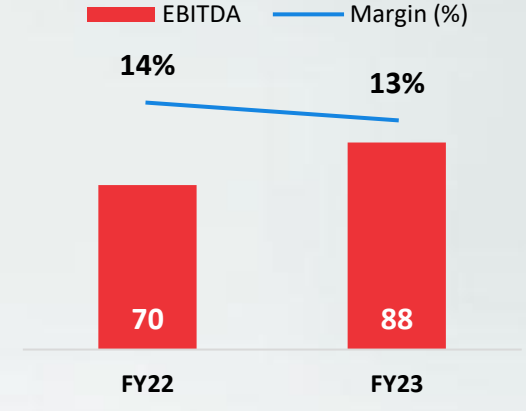
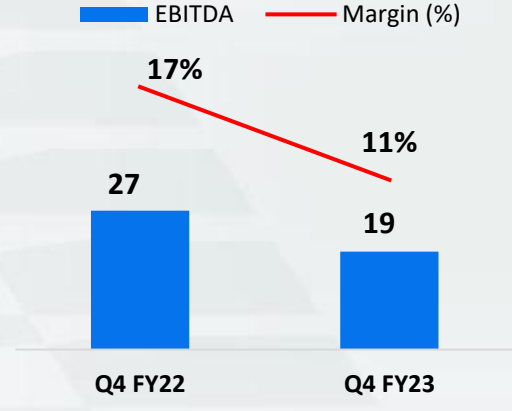
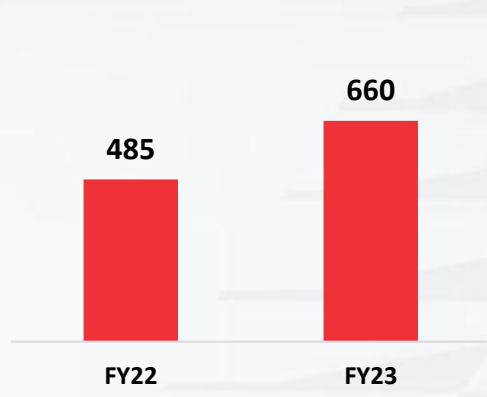
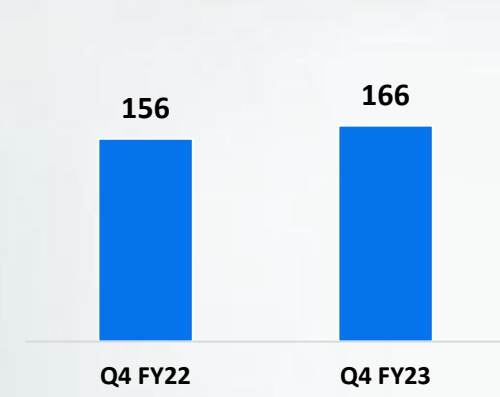
Highest ever Dividend  
recommended

Highest ever annual EBITDA, \*PBT & \*PAT in the Company's history of 4 decades

\* Exclusive of exceptional items in FY22 and loss from discontinued operations in FY23

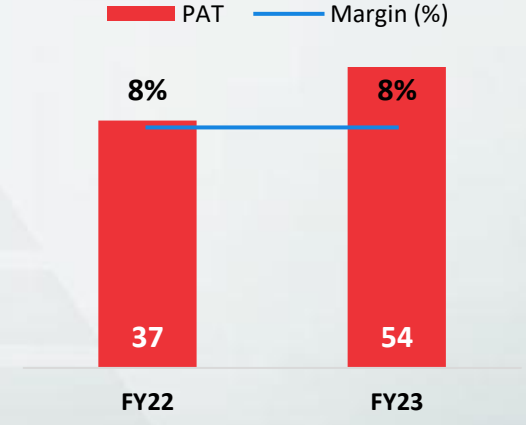
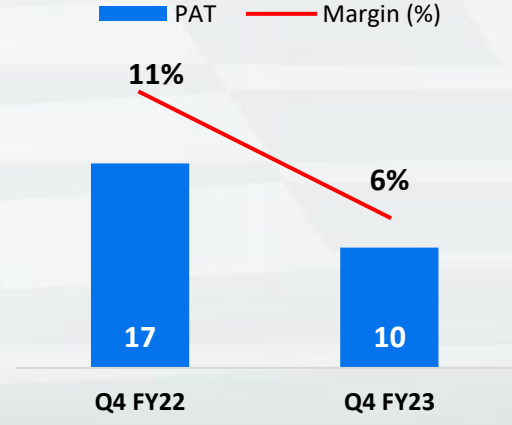
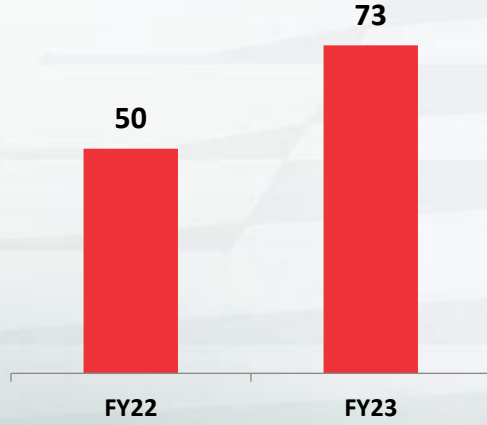
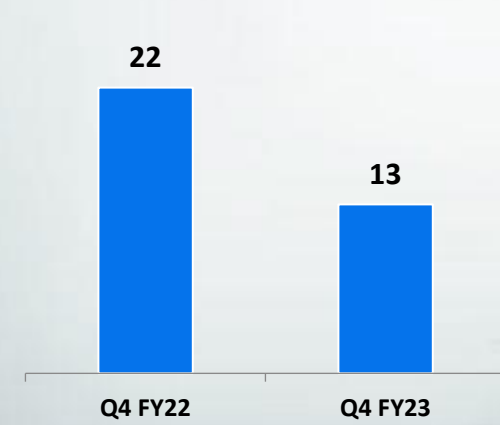
## Revenue from Operations

## EBITDA



## PBT\*

## PAT\*



**Note:** Consolidated Figures

Figures in Rs. crore unless specified otherwise

\* Exclusive of exceptional items in FY22 and loss from discontinued operations in FY23

# Profit & Loss Statement

Particulars (Rs. crore)	Q4 FY22	Q4 FY23	% Shift	FY22	FY23	% Shift
<b>Net Revenue from Operations</b>	<b>156</b>	<b>166</b>	<b>6%</b>	<b>485</b>	<b>660</b>	<b>36%</b>
<b>Total Operating Expenditure</b>	<b>129</b>	<b>148</b>	<b>14%</b>	<b>415</b>	<b>572</b>	<b>38%</b>
<b>EBITDA</b>	<b>27</b>	<b>19</b>	<b>-31%</b>	<b>70</b>	<b>88</b>	<b>26%</b>
<b>EBITDA margin (%)</b>	<b>17%</b>	<b>11%</b>	<b>(600) bps</b>	<b>14%</b>	<b>13%</b>	<b>(100) bps</b>
Finance Costs	1	1	12%	3	4	53%
Depreciation and Amortization	5	4	-12%	20	17	16%
Other Income	1	0	-98%	3	6	121%
<b>Profit before Exceptional Items &amp; Tax</b>	<b>22</b>	<b>13</b>	<b>-40%</b>	<b>50</b>	<b>73</b>	<b>47%</b>
Exceptional Items (Gains)	0	0		24	0	
<b>PBT</b>	<b>22</b>	<b>13</b>	<b>-40%</b>	<b>74</b>	<b>73</b>	<b>-1%</b>
Tax Expenses	5	4	-30%	13	19	54%
<b>PAT (Continuing Operations)</b>	<b>17</b>	<b>10</b>	<b>-43%</b>	<b>61</b>	<b>54</b>	<b>-12%</b>
<b>PAT (Discontinued Operations)</b>	<b>0</b>	<b>-47</b>		<b>0</b>	<b>-47</b>	
<b>Reported PAT</b>	<b>17</b>	<b>-37</b>	<b>-322%</b>	<b>61</b>	<b>7</b>	<b>-89%</b>
<b>Adjusted PAT *</b>	<b>17</b>	<b>10</b>	<b>-43%</b>	<b>37</b>	<b>54</b>	<b>44%</b>
<b>Adjusted PAT margin (%)</b>	<b>11%</b>	<b>6%</b>	<b>(500) bps</b>	<b>8%</b>	<b>8%</b>	<b>-</b>
<b>EPS - Continuing Operations</b>	<b>0.54</b>	<b>0.13</b>		<b>1.02</b>	<b>9.56</b>	
<b>EPS – Reported</b>	<b>0.54</b>	<b>(8.20)</b>		<b>1.02</b>	<b>1.23</b>	

# Balance Sheet

Particulars (Rs. crore)	As on March 2022	As on March 2023
<b>Assets</b>		
<b>Non-Current Assets</b>	<b>300</b>	<b>311</b>
Inventory	38	43
Receivables	199	160
Other Current Assets	157	181
<b>Total Current Assets</b>	<b>393</b>	<b>384</b>
<b>Total Assets</b>	<b>693</b>	<b>695</b>
<b>Liabilities</b>		
<b>Shareholders' Funds</b>	<b>556</b>	<b>571</b>
Long term borrowings	5	3
Other Non-Current Liabilities	27	12
<b>Total Non-Current Liabilities</b>	<b>32</b>	<b>15</b>
Payables	51	37
Short Term Borrowings	38	32
Other Current Liabilities	16	40
<b>Current Liabilities</b>	<b>105</b>	<b>109</b>
<b>Total Liabilities</b>	<b>693</b>	<b>695</b>



# Key Business Developments

**During the quarter ADSL has booked orders of INR 325+ crores towards new wins and renewals for multi-year contracts. A few key wins include:**

- A contract from a leading packaged food FMCG company in India, which is part of one of the largest business groups in India. The contract is valued at Rs. 25 Crore executable over 5 years covering enhanced infrastructure deployment and management of IT Systems
- Signed a Master Services contract with a prominent retail group in North America to provide a 'Global Service Desk' based services to all retail chain stores owned and operated by it. The total contract value for this engagement is INR 25 Crore executable over 3 years. ADSL is in discussion to further expand the scope to offer Retail Store Support (RSS), Depot Services and Infrastructure Management Services to the customer
- A multi-year services contract with one of the largest providers of child-care services in North America. The scope includes providing End User Service Desk and Enterprise Infrastructure Support to all their employees, franchises and partners across the USA
- A services contract with the North American division of a prominent European Automotive OEM. The scope includes End User support, field support to dealers in the USA West Coast and LAN/WAN/Wireless support for their USA offices
- Signed multi-year renewals with customers across retail, healthcare and life-sciences industries



## Discontinued Operations

- During the transformation phase, in order to fully concentrate only on the services business, the company made a strategic decision to discontinue its business of selling only IT hardware and peripherals
- Consequently, the company has completely ceased such business activities and has no intention to re-enter this line of activity in near future
- Accordingly, the management has made the decision to create sufficient provision for non-recoverable receivables and advances related to the said discontinued business





**Mr. Nitin D. Shah**

**Chairman & Managing  
Director**

## “**Commenting on FY’23 Performance**”

“We have ended FY23 on a strong note with Revenues of Rs. 660 crore, higher by 36% y-o-y. EBITDA for the year was Rs. 88.30 crore higher by 26% y-o-y. Profit after tax, from continuing business, was higher by 44% y-o-y to Rs. 53.73 crore (Excl. Discontinued Operations).

In keeping with our transformation program, we are implementing more stringent policies and processes. In consultation with our auditors and with the support of the Board, we have made a sufficient provision against probable losses from our discontinued business of selling IT hardware and other peripherals. While this provisioning has impacted our overall reported financial performance, there is no effect on the cash flows, operating and other performances of the continued business in fact our business engine has become more efficient. Additional benefits over the near and medium-term include a more focused enterprise, stronger financial profile and strengthened governance framework.

Our performance momentum remains intact as we have reported the highest ever annual EBITDA, PBT (Adjusted) and PAT (Adjusted) in our history. The Board of Directors have recommended a dividend @25% on Equity shares as against 20% for FY22.”

## Awards and Accolades

- Allied Digital received the 'Award for Talent Management' from the World HRD Congress at the "Global HR Excellence Awards" held on 15th February 2023
- Allied Digital won the prestigious "Leadership in Innovation – Tech Services" award in the Medium Enterprises category at the Nasscom SME Inspire Awards 2023 on 28th March 2023 for its FinoAllied – Conversational AI Banking platform
- Allied Digital won the coveted Jury award in the IT/IT Enabled Services category at the SME Empowering India Awards 2023 on 11th April 2023
- Allied Digital has won the award under the category- 'Best ESG Initiative to Improve Communities/Cities' at the ESG Summit and Awards 2023 held on 26th April, 2023



# Financial Overview



# Historical Profit & Loss Statement

Particulars (Rs. crore)	FY2019	FY2020	FY2021	FY2022	FY2023
<b>Net Revenue from Operations</b>	<b>240</b>	<b>330</b>	<b>358</b>	<b>485</b>	<b>660</b>
<b>Total Operating Expenditure</b>	<b>201</b>	<b>282</b>	<b>313</b>	<b>415</b>	<b>572</b>
<b>EBITDA</b>	<b>39</b>	<b>48</b>	<b>45</b>	<b>70</b>	<b>88</b>
<b>EBITDA margin (%)</b>	<b>16%</b>	<b>14%</b>	<b>12%</b>	<b>14%</b>	<b>13%</b>
Finance Costs	10	7	4	3	4
Depreciation and Amortization	22	22	22	20	17
Other Income	4	6	4	3	6
<b>Profit before Exceptional Items &amp; Tax</b>	<b>11</b>	<b>24</b>	<b>24</b>	<b>50</b>	<b>73</b>
Exceptional Items (Gains)	4	0	0	24	0
<b>PBT</b>	<b>15</b>	<b>24</b>	<b>24</b>	<b>74</b>	<b>73</b>
Tax Expenses	2	5	4	13	19
<b>PAT (Continuing Operations)</b>	<b>12</b>	<b>19</b>	<b>19</b>	<b>61</b>	<b>54</b>
<b>PAT (Discontinued Operations)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>-47</b>
<b>Reported PAT</b>	<b>12</b>	<b>19</b>	<b>19</b>	<b>61</b>	<b>7</b>
<b>Adjusted PAT*</b>	<b>12</b>	<b>19</b>	<b>19</b>	<b>37</b>	<b>54</b>
<b>Adjusted PAT margin (%)</b>	<b>5%</b>	<b>6%</b>	<b>5%</b>	<b>8%</b>	<b>8%</b>
<b>EPS - Continuing Operations</b>	<b>2.47</b>	<b>3.83</b>	<b>3.56</b>	<b>10.94</b>	<b>9.56</b>
<b>EPS - Reported</b>	<b>2.47</b>	<b>3.83</b>	<b>3.56</b>	<b>10.94</b>	<b>1.23</b>

Consolidated Figures

\* Exclusive of exceptional income from FY22 & loss from discontinued operations from FY23 37

# Key Financial Ratios

Particulars (Rs. crore)	FY2019	FY2020	FY2021	FY2022*	FY2023#
EBITDA margin (%)	16%	14%	12%	14%	13%
PAT Margin (%)	4%	6%	5%	8%	8%
Debt to Equity	0.15	0.11	0.11	0.08	0.06
Return on Net worth (%)	3%	4%	4%	7%	10%
Return on Capital Employed (%)	3%	5%	4%	8%	13%
Inventory Days	92	66	60	50	38
Debtor Days	264	221	187	137	98
Creditor Days	52	92	90	55	34

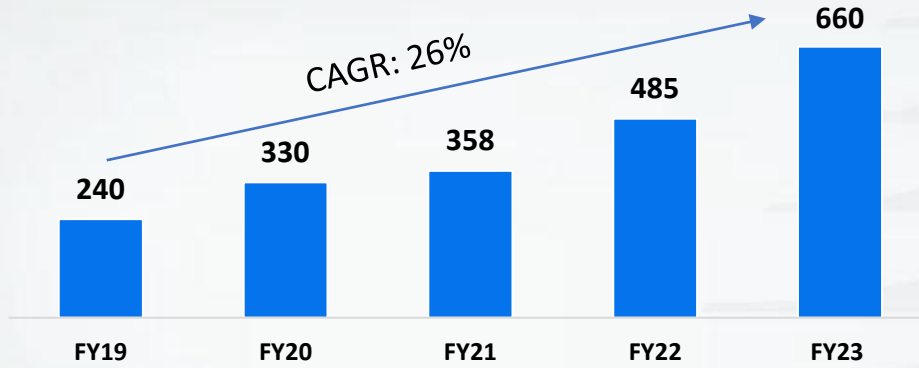
**Note:** Consolidated Figures

\* Exclusive of exceptional items

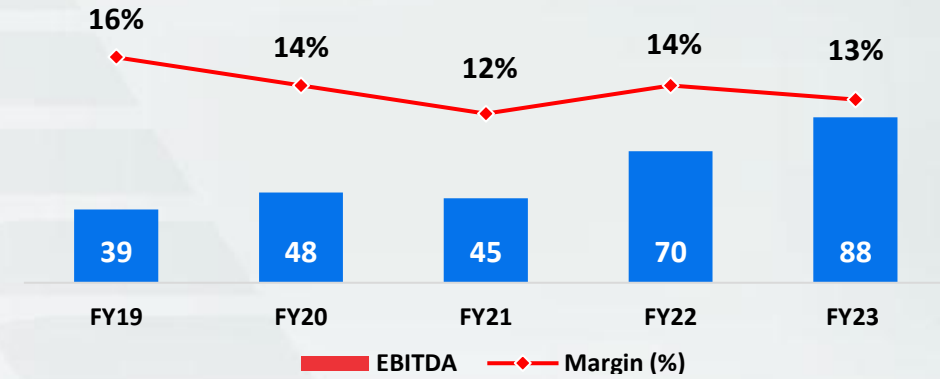
# Exclusive of loss from discontinued operations

# Historical Financial Trends

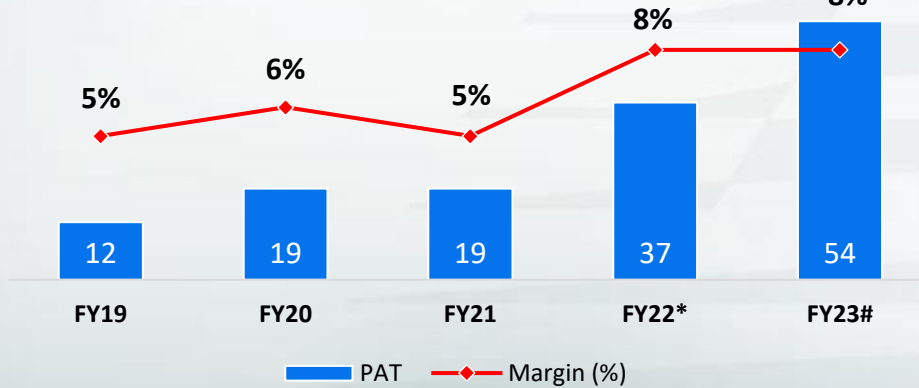
## Revenue from Operations



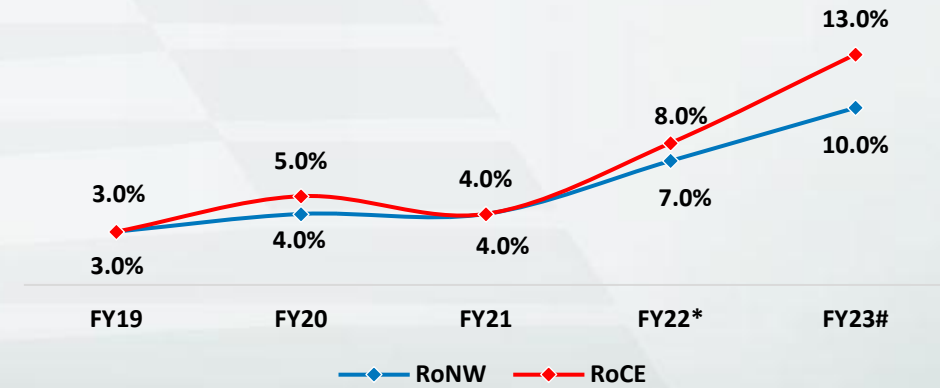
## EBITDA



## PAT



## Return Ratios

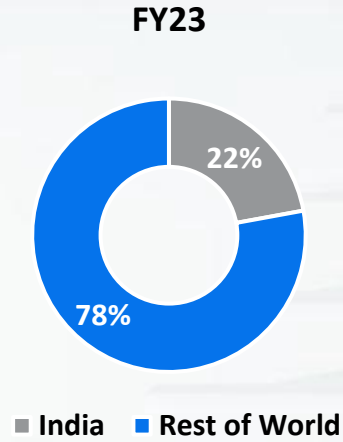
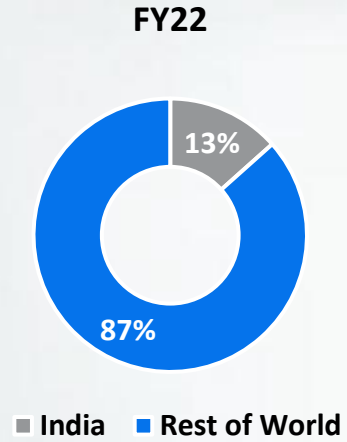


**Note:** Consolidated Figures  
 Figures in INR crore unless specified otherwise  
 \* Exclusive of exceptional items  
 # Exclusive of loss from discontinued operations

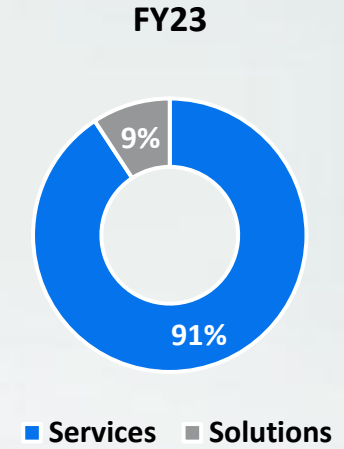
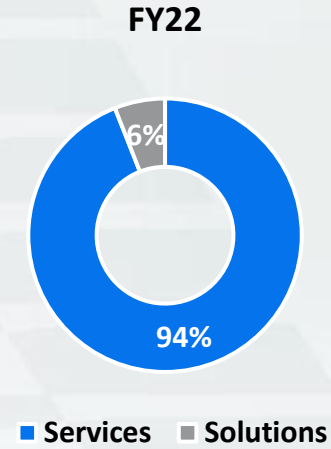


# Revenue Breakup

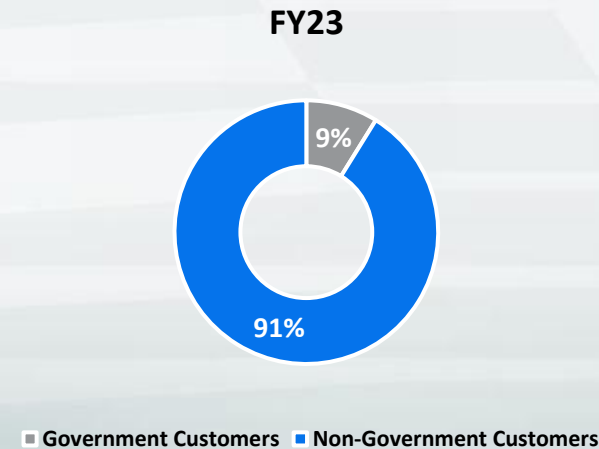
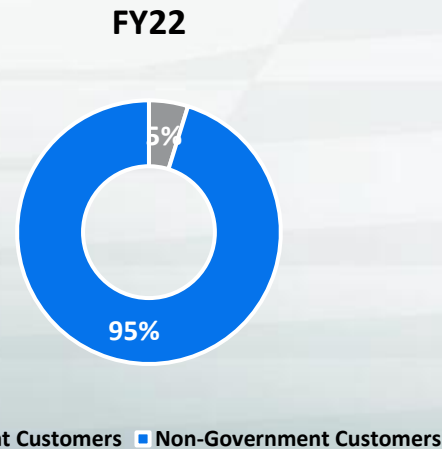
## Revenue by Geography



## Revenue by Services & Solutions



## Revenue by Customer Profile



Note: Consolidated Figures

Particulars	FY 2023	FY 2022
<b>Total Active Clients</b>	<b>187</b>	<b>159</b>
<b>Top 5</b>	<b>33%</b>	<b>34%</b>
<b>Top 10</b>	<b>48%</b>	<b>55%</b>
<b>Top 25</b>	<b>75%</b>	<b>81%</b>
<b>Clients with TCV &gt; USD 1mn</b>	<b>51</b>	<b>45</b>

*TCV – Total Contract Value*

# Corporate Overview



# Empowerment, Responsibility and Accountability (ERA) for Employees



- Total Transparency at the forefront
- We are characterized by inclusive growth and collective decision-making practices
- Our CMD believes in empowerment at all levels of the organization



- Our goal is to strengthen our core team and ensure we can achieve great success
- Our approach has shifted from individual-driven to team-oriented delegation, following the exemplary "Guru Shishya model"

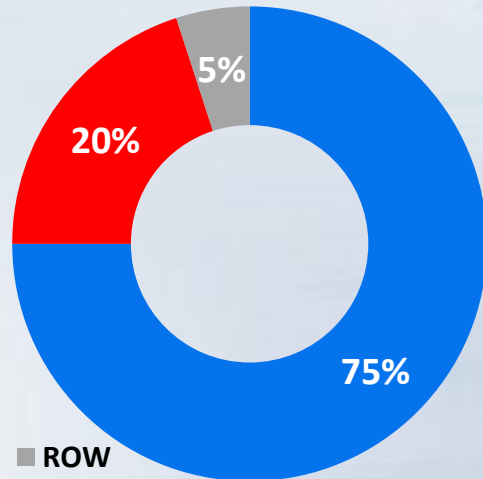


- We follow a Management by Participation business model
- We believe in decentralized decision-making
- The approach provides enough bandwidth to top management for forward-thinking business growth



- Allied Digital Services believes in a culture of Empowerment, Responsibility, and Accountability - ERA - where these three principles go hand in hand

## Employee Presence



■ INDIA ■ USA ■ ROW

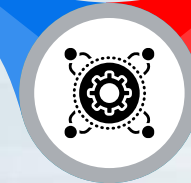
## Employee Life Cycle

Attraction

Onboarding

Development

Separation



Recruitment

Enablement

Retention



## ENVIRONMENT

- Several energy saving activities in premises
- ADSL is involved with Microsoft and Deloitte to work on Wildfire prediction and situation management
- ADSL plans to support tree plantation activities
- ADSL globally adopts practices of filtered water and restricts use of bottled water discouraging use of plastic
- ADSL is engaging NGO agencies to drive e-waste management
- ADSL is proactively monitoring its resource usage including electricity bills, supply chain risks on various electronic goods with OEMs

## SOCIAL

- ADSL has documented comprehensive HR policies and made them available online. Besides, HR frequently updates employees on pandemic. Also rewards and recognition programs are conducted. ADSL believes in “Employee nurturing as everyday’ s role of a manager”
- ADSL adheres to its policy of being gender neutral and support opportunity for disabled
- The company has been globally promoting equal opportunity and diversity. It has strong “Core Value Pyramid” where Ethics and Integrity is at top and believes in “walk the talk.” Company also publishes periodic newsletters to employees
- Several CSR activities such as Padma Pragna Private Trust Women empowerment initiatives Free Covid vaccination drives
- ADSL complies to statutory regulations and labour laws.

## GOVERNANCE

- Internal controls at ADSL include Whistle blower policy Employee grievance and support services online and offline Open door policy Mandatory onboarding procedures to communicate policies, code of conduct and “Core Value Pyramid” Continuous communication during leadership town hall sessions
- Being a public listed company, all required statutory and regulatory compliances are in place



We realize that besides growing our businesses it is also vital to build trustworthy and sustainable relationships with the community at large. This is one of the key drivers for all our CSR programs

The Allied Digital team join hands with Habitat for Humanity to reach out to the tribal population in the Karjat area of Maharashtra India



Our Trust helps the needy people by providing following support:

- Medical support to Cancer Patients
- Education
- Society Upliftment
- Full filling necessity
- Dharamshala
- Food

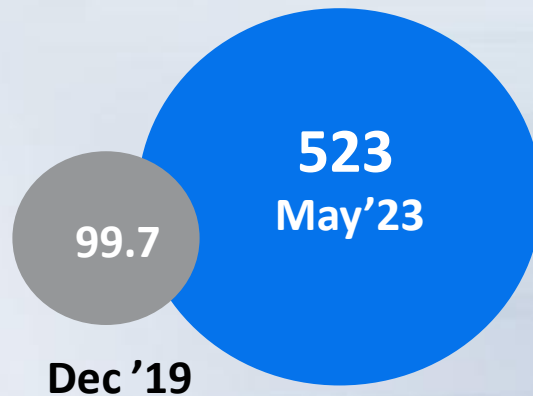
# Capital Market Statistics

## Price Data (as on 25<sup>th</sup> May 2023)

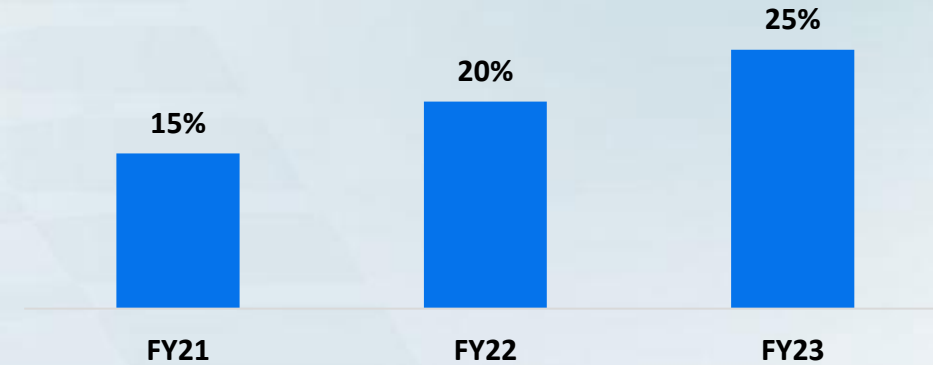
Face Value	5.0
Market Price	95.2
52 Week H/L	142.3 / 72.9
Market Cap (INR Cr)	522.7
EPS (TTM)*	9.9
P/E Ratio	9.7
Equity Shares Outstanding (Cr)	5.5
1 Year Avg. Daily Trading Volume ('000)	185.0
1 Year Avg. Daily Net Turnover (Cr)	2.0

\* From Continued Operations

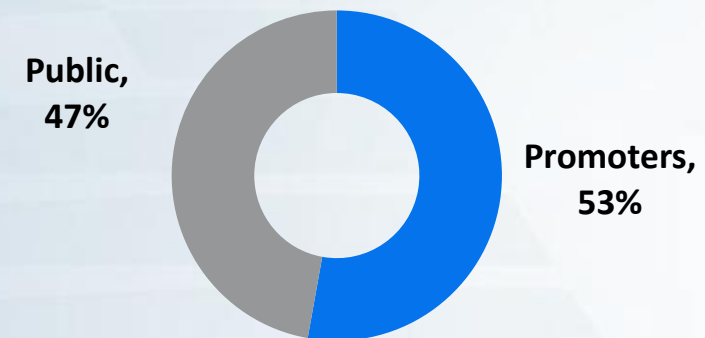
## Market Cap. (in Rs. Crore)



## Dividend Payout



## Shareholding Pattern



# Takeaways

## Deep Technical Competence -

Providing cutting-edge solutions to a global customer base.



## Rich Experience –

Track record of nearly 4 decades



## Marquee Customer Relationships –

Successful, multi-year relationships spanning B2B and B2G verticals



## Growth Oriented

– Large and growing order book well diversified across customers and geographies



## Leadership –

Dynamic and competent leadership guided by an able Board



## Financially Sound

– Adequate resources for growth, can make necessary investments towards large projects



## Recognised –

Honoured with several awards and recognitions by industry bodies, clients and regulators



## Stakeholder Focused –

Favourable employee policies, shareholder friendly, compliant and well-governed





## About Us

We are a BSE/NSE-listed Global leader in Information Technology consulting and services, since 1984. HQ in Mumbai, India, we are a Global managed service provider and Master Systems Integrator, offering infrastructure solutions and services to clients in 70-plus countries. The service portfolio ranges from cloud enablement, cyber security, integrated solutions, infrastructure management, software services, and workplace services. We were the first Indian company to have executed a Smart City Project with our Pune City Surveillance project delivery in 2015. The company has a global workforce of 3,000 plus professionals, local support functions, and governance frameworks, and offers its expertise and services to several Fortune 500 companies.

Website- [www.allieddigital.net](http://www.allieddigital.net)

### For further information, please contact:

**Ms. Neha Bagla, Company Secretary**

**Allied Digital Services Ltd**

 +91 22 66816477

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# Thank you