

Date: 13.02.2019

Ref: IZMO/SEC/2018-19

The Manager Listing Bombay Stock Exchange Ltd Floor 25, Phiroze Jeejeebhoy Tower Dalal Street, Mumbai-400001	The General Manager – Listing National Stock Exchange of India Ltd Plot No. C/1, G Block, Bandra Kurla Complex, Bandra(E), Mumbai-400051
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Scrip Code: 532341/IZMO
Sub: Investor Presentation

Dear Sir/Madam,

In terms of Regulation 30 of the SEBI (LODR) Regulations, 2015, we are enclosing herewith a copy of Investor Presentation with regard to Business overview for updating the details of the company to all the stake holders of the company.

This is to inform further that the copy of Investor Presentation has been uploaded on the website of the company www.izmoltd.com and is also available on the stock exchanges for your information and for the information of members and public at large.

Thanking you,

Yours faithfully,
For Izmo Limited



Suraj Kumar Sahu
Company Secretary



izmoltd.



IZMO Limited

INVESTOR PRESENTATION | FEBRUARY 2019

Executive Summary

Overview



- Izmo Ltd. is the world leader in interactive marketing solutions. The Company, founded in 1995, was listed on the BSE and NSE in 1999.



- The Company offers hi-tech automotive e-retailing solutions in North America, Europe, and Asia.



- It owns the world's largest collection of Automotive Images and Animation.

Business Mix



- **Automotive Solutions (73%)** – Providers of Internet solutions to the automotive industry worldwide, partnering with automotive dealers and dealer groups, OEMs, finance, insurance, and leasing companies, and leading portals to deliver compelling marketing and customer experiences online.
- **Interactive Media Solutions (25%)** - offers the world's largest library of automotive images and animation, virtual brochures, video brochures with voice over, and state-of-the-art CGI graphics.
- **Enterprise Products (2%)** - Provides packaged product solutions that meet enterprise requirements in connectivity, security and interoperability.

Marquee Clients



- **Automotive** – PSA France (Peugeot Citroen), Sony Gaming, Mitsubishi Motors, Toyota, Ford, Chevrolet, Lexus, Renault, Nissan, Hyundai, Siemens, Fiat, Mercedes Benz, Europcar, Avis, Jato, Hertz, Arval, GM, Vehicullum, MeinAuto.de, Lamirault, AutoSCOUT24, Mobilede, DMEautomotive, 12Auto, Autotrader, Cartwaler, Multilease, Individualcars.com and Isuzu.
- **Information Technology** – Microsoft, Infosys, Wipro, Dataone, Rambus and IBM.
- **Telecommunication** – Airtel and Idea.

FY18 Financial Highlights (Consolidated)

Total Income
INR 681 Mn

EBITDA
INR 224 Mn

PAT
INR 60 Mn

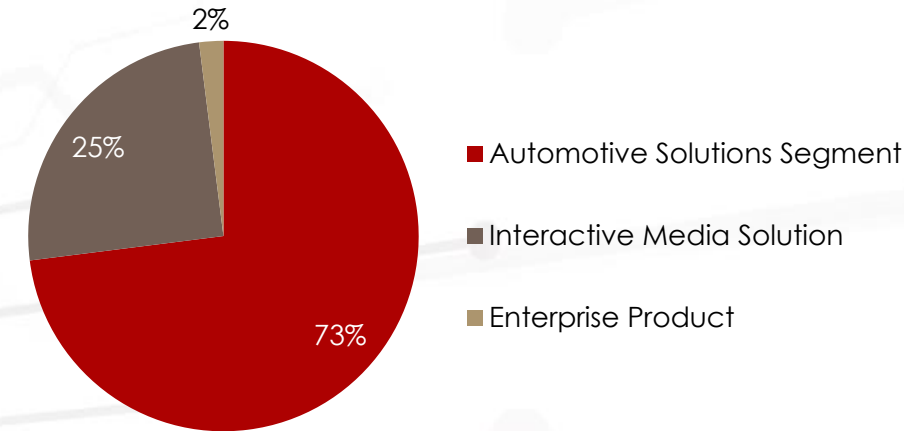
Company Overview



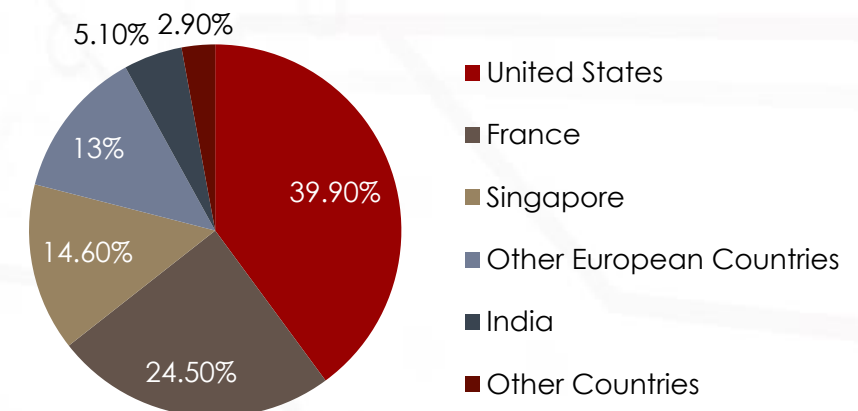
Company Overview

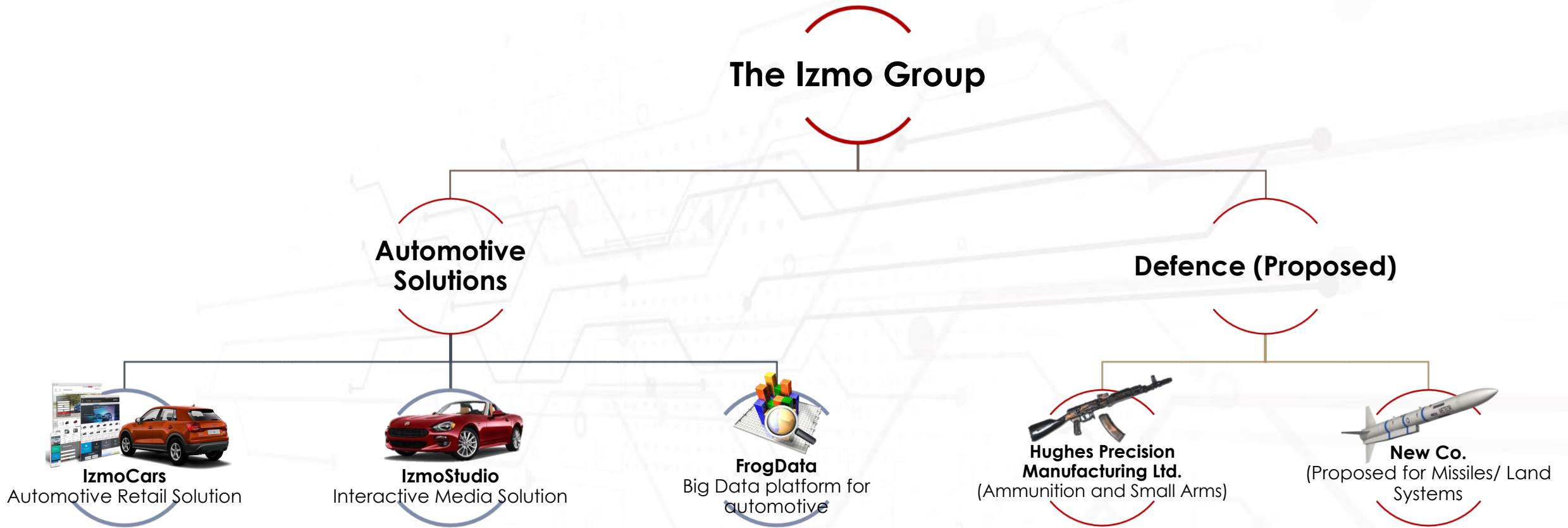
- Izmo Ltd. Founded in 1995 is the world leader in interactive marketing solutions. The company offers hi-tech automotive e-retailing solutions in North America, Europe, and Asia. The company is listed on the BSE and NSE.
- The company is a pioneer in the automotive retail space, with a trail blazing legacy of innovative products that define standards in the market - from the IzmoToolkit in 2002 to the IzmoWeb platform.
- Their offerings include full-featured interactive online stores, car animation and graphics, comprehensive online marketing programs, sales performance coaching, OEM certified CRM and ILM Solutions, and online service management solutions, amongst other products.
- The company owns the world's largest collection of Automotive Images and Animation. This comprehensive library of automotive content forms the platform on which innovative marketing tools like the Izmo virtual brochures are built on.
- The company has a client base in thousands, from Fortune 10 OEMs to some of the largest automotive retail groups in the world.
- They are the very first company to have procured a license to manufacture arms and ammunition in India under the Make in India initiative.

Revenue Breakup (FY18)



Geographical Break-up (FY18)





Key Management Personnel

Mrs. Shashi Soni, Chairperson, Whole Time Director & Promoter

- 45 years of experience in diverse industries such as entertainment, industrial gases & Transportation.

Mr . Sanjay Soni, MD & Promoter

- Founder of Logix Microsystem which was later changed into IZMO.
- Written books on Computer Science and has 17 years of experience in the automotive Industry.
- Earned a bachelor's degree from Sydenham College and has a post graduation from IIM Bangalore.

Mr. Tej Soni, President & Founder of Izmocars, USA

- Over 25 years of business experience.
- Focuses on development of the new product concepts and providing guidance to the marketing team.
- Bachelor's degree in Engineering from Bangalore.

Mr. Perur PhaneeNdra, Non Executive Independent Director

- Registered with Ministry of Corporate Affairs (MCA).

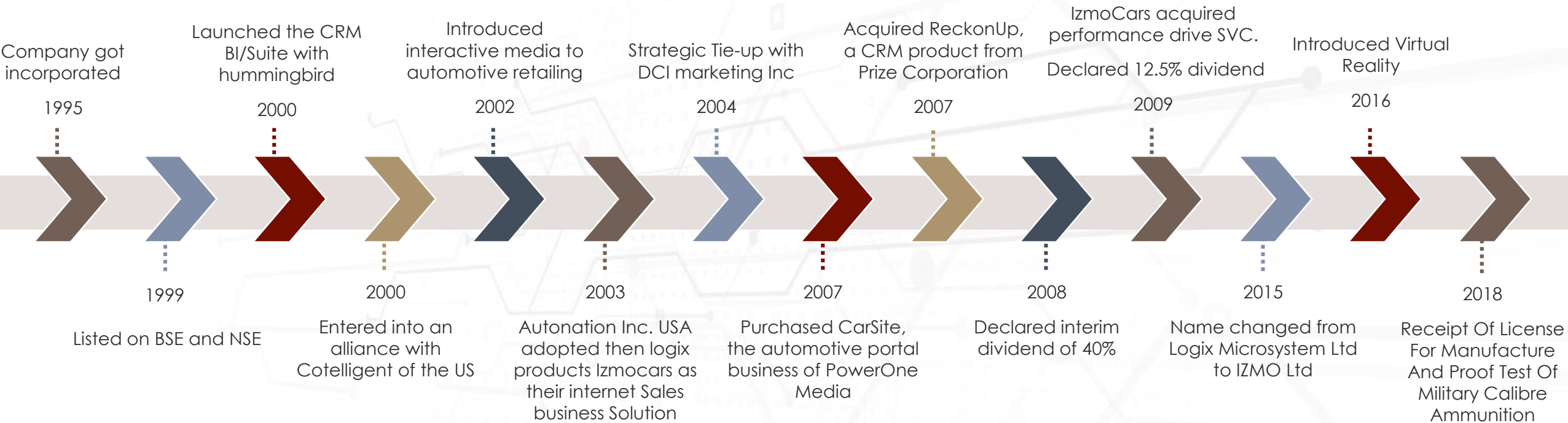
Mr. Ramanujam Krishnamurthy, Non Executive Independent Director

- Member of Institute of Company Secretaries of India.
- Chairman of Pioneer Distilleries Ltd.

Mr. Vijay Gupta, Non Executive Independent Director

- Holds a B.Sc. and has 29 years of industrial experience.
- Chairman of Audit & Remuneration Committee of the Company.

Key Milestones



Global Footprint

izmoltd.



Key Clientele

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Key Strengths



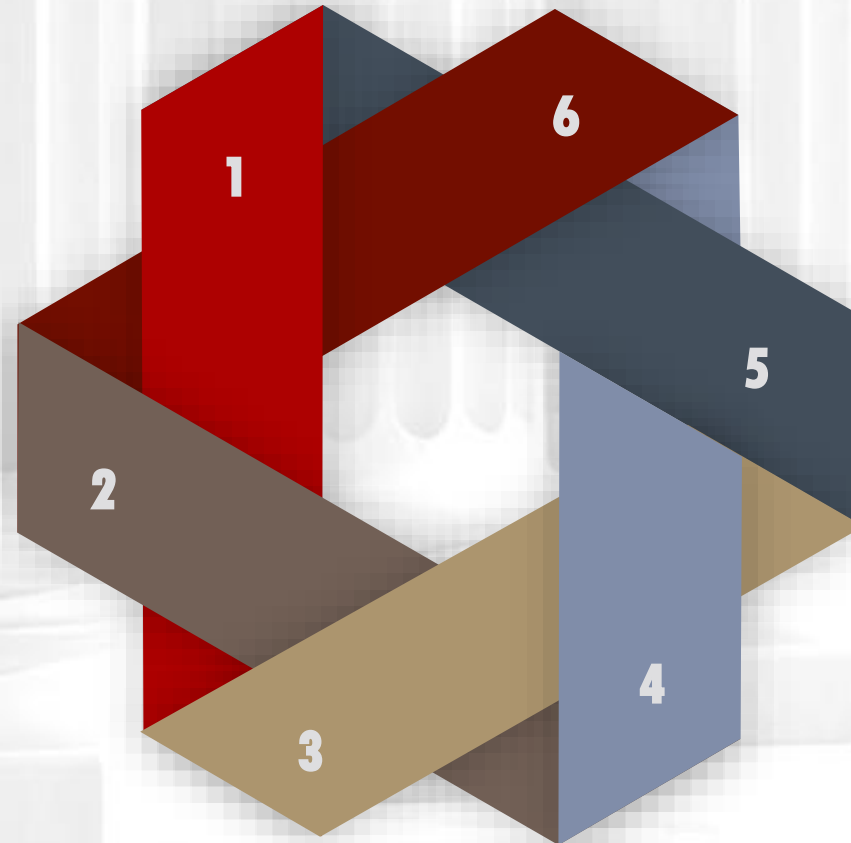
Low cost as development and delivery is out of India



Asset light business model



Only multinational platform for Automotive



Not an outsourcing company, so not affected by H1B issues or industry downturn or pricing pressure



Experienced employee strength



Highly profitable subscription business model

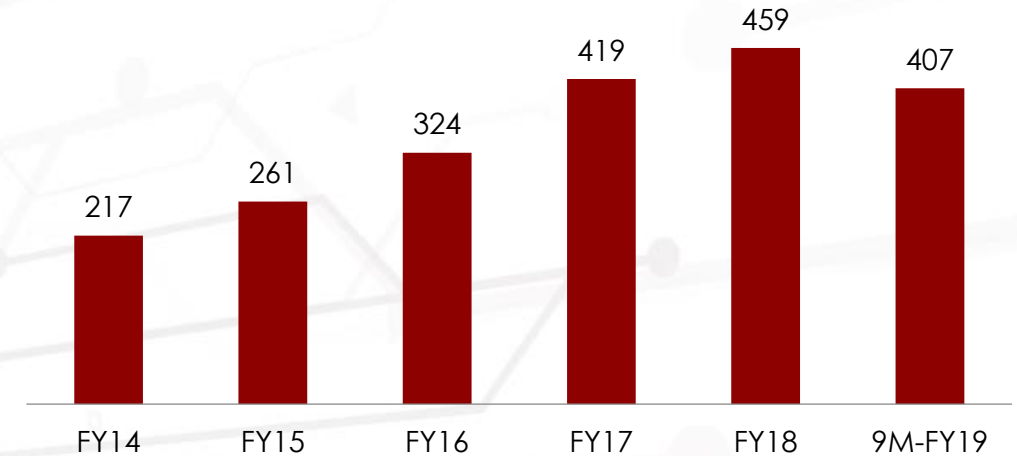
Business Overview



Izmo Cars – Automotive Retail Solution

- Izmocars is the leading provider of Internet solutions to the automotive industry worldwide, partnering with
 - i. automotive dealers and dealer groups,
 - ii. OEMs,
 - iii. finance & insurance,
 - iv. leasing companies, and leading portals to deliver compelling marketing and customer experiences online.
- The company is a trail blazer in automotive marketing, having introduced inventory-driven auto dealer websites, interactive car brochures, CRM and lead management solutions, and an industry-first online marketing program in the U.S. market since 2002.
- Izmocars delivers all its products via a SaaS model where the customers pay a monthly subscription fee.
- All contracts are usually annual with automatic renewal. That ensures multi-year revenue from the same client without additional sales effort.
- Has key OEM clients like Nissan, Ford, etc.
- New products are added constantly. This ensures an effortless way to keep the existing customer base by only increasing the monthly subscription fee.

IzmoCars Revenues (INR Mn)



IzmoStudio – Interactive Media Solution

- The company has the worlds largest library of automotive images, animations and video having a stock of 700+ vehicle models in their library.
- Global Blue Chip Client List – MSN Autos, Hertz, Toyota, Nissan, Ford.
- It has large investments in R&D and studios in Los Angeles Area, Brussels and Belgium.
- The Company has a 'Proprietary Laser Scanning System' for 3D model development.
- It has developed the world's first Virtual Reality Platform for automotive.
- It has the highest rank in Google Listing for automotive images search terms.

IzmoStudio Revenues (INR Mn)

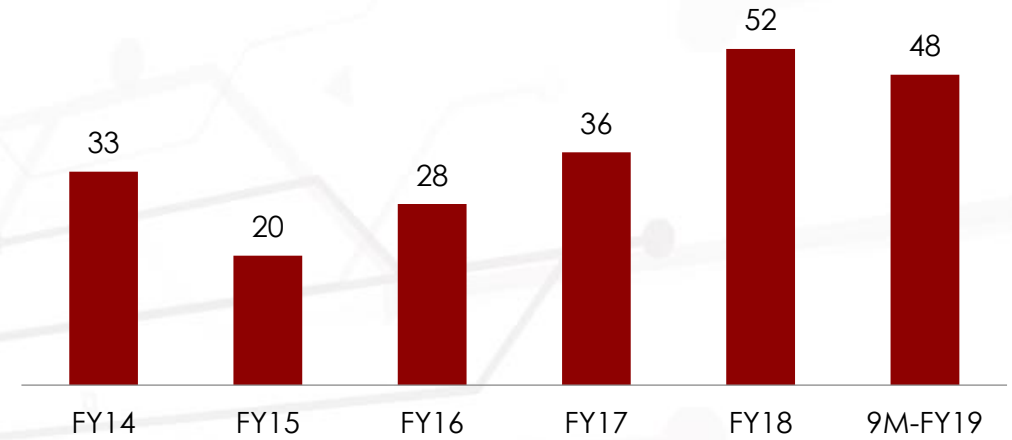


Image Gallery



360° Walkthroughs



Color Selectors



Video Brochures



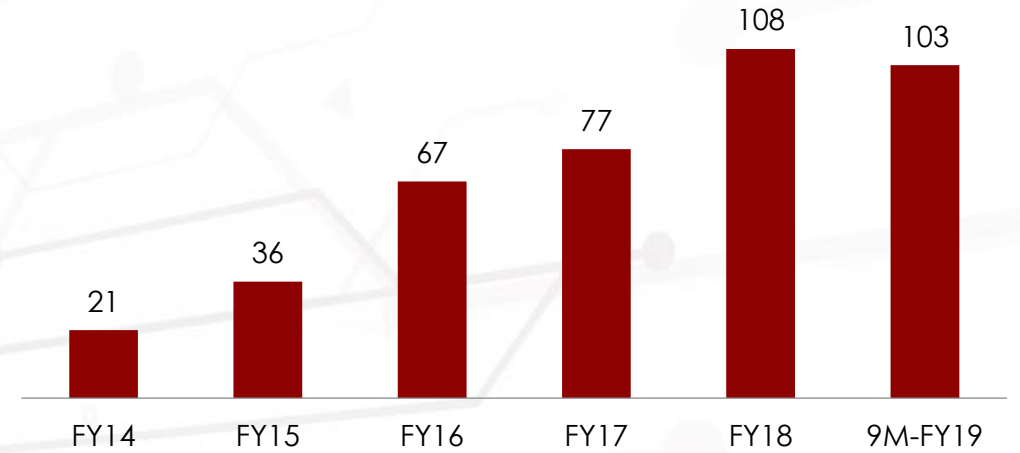
CGI



VR Applications

- It is a division of Izmo Inc. and part of the global Izmo brand, established in 2002, serving more than 1,000 businesses worldwide including major corporations like Microsoft, Toyota, GM, Yahoo! and more.
- Izmoweb sites, unlike their template based counterparts, require nearly no end-user involvement.
- Izmoweb sites come preloaded with carefully tailored, industry-specific content including all relevant copy, images, and in some cases, videos.
- Izmo sites are always optimized for both mobile responsiveness and local search indexing so that your customers find you online – regardless of what device they are searching on - before they find your competitors.
- Fully developed, mobile ready responsive websites for any business.
- Ready to go with no requirement for development– Just add your name, logo, and address.
- Latest responsive website technology – your website will work well on any device, from big screen PCs to laptops, tablets, and mobiles.
- In-built booking system for appointments. Create as many new pages you like - as it is completely flexible!
- Designed for search engines. See your profile grow online.
- No hassle deployment. We buy your domain, setup your website and do everything.

IzmoWeb Revenues (INR Mn)

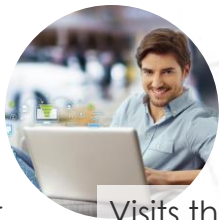


Process Flow for an User

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Prospective Car Buyer



Visits the automotive OEMs website



Researches the different car models. CGI enhances the buyer user experience and delivers authentic real life visuals



Searches for the closest dealership through the website



Through FrogData the company generates leads and passes it on to the car dealers and the OEMs



The dealer reached out to the buyer. This helps to increase the sales of the car and for the OEMs helps them to track the dealers performance



With the immersive experience of purchasing the car, the buyer gets persuasive to buy the car

Process Flow for an OEM



Parts Gorilla - Making accessories selection seamless and delightful

- Prospective car buyers start their journey months before they ever make contact with dealership, and they expect dealerships to be active partners.
- CGI vehicles models deliver authentic real life visuals.
- Every trim and accessory is available for demo.
- Customers can accessorize and visualise their cars.
- Designed for pricing and availability updates by brand.
- Works on any device – Computer, tablet, Cell phones, and touch screen monitors.



FrogData – Automotive Data Analytics Platform

- A meticulous platform for automotive retail intelligence.
- Analyses all available applications – web analytics, CRM, DMS or Inventory tools, and offers advance reporting, customer insights, predictive decision analytics and much more.
- Helps companies to improve profitability, salesperson efficiency, and cost of operations.
- Technology stack is big data with enterprise architecture
- Target market – USA & Europe
- Only 2 other startups offering similar but inferior services
- FY 2018 – 2019 will be the first full year for business.



IzmoFx: Virtual Reality (VR) Experiences and CGI

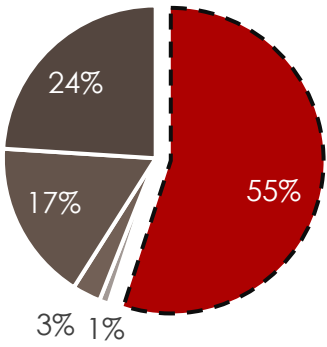
- izmofx is the CGI product of izmocars, and VR is the newest sales tool having the following unique features:
- Immersive experience
- Quick visualization of the vehicle capabilities beyond a brochure or a salesman's pitch
- Explore the vehicle from all aspects: exterior, interior from all seating positions, features and capabilities including a virtual ride
- Excites and informs the buyer
- Next generation retail platform

Industry Overview

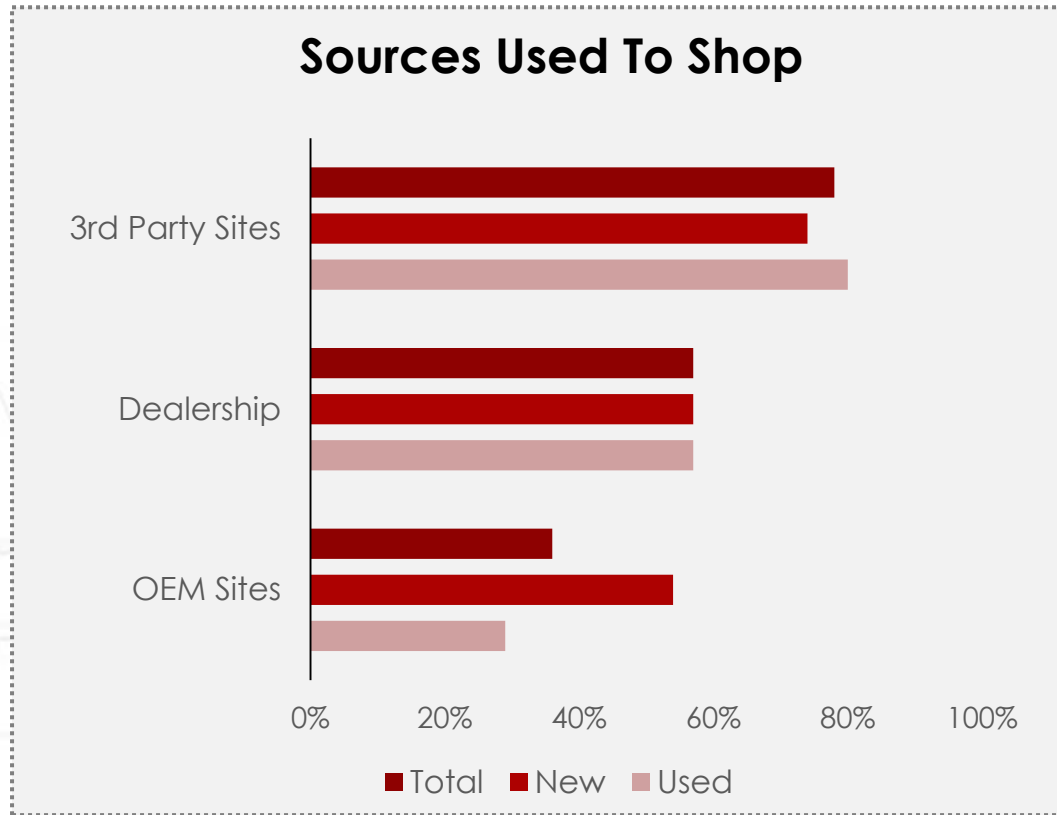
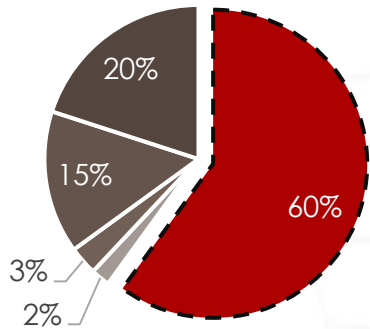


Global Automotive E-Retail Industry

New Car Buyers



Used Car Buyers



- Researching & shopping Online
- Researching & shopping with Prints
- Talking with Others
- Visiting other Dealerships/Sellers
- With the Dealerships/Seller where purchased

- On an Average Car Buyers Spends 59% of their time online.
- Majority of them visit third party sites. The top five activities conducted online by car shoppers include researching car prices (71%), finding actual cars listed for sale (68%), comparing different models (64%), finding out the current valuation of the car(63%) and locating a dealer or getting information on dealers (46%).

Computer Generated Imagery

- Computer-generated imagery (CGI) is the application of the field of computer graphics (or more specifically, 3D computer graphics) to special effects.
- CGI is used in films, television programs and commercials, and in printed media.
- CGI is used for visual effects because the quality is often higher and effects are more controllable than other more physically based processes, such as constructing miniatures for effects shots or hiring extras for crowd scenes, and because it allows the creation of images that would not be feasible using any other technology.



FrogData/Big Data

- Worldwide Big Data market revenues for software and services are projected to increase from \$42B in 2018 to \$103B in 2027, attaining a Compound Annual Growth Rate (CAGR) of 10.48% according to Wikibon.
- According to an Accenture study, 79% of enterprise executives agree that companies that do not embrace Big Data will lose their competitive position and could face extinction. Even more, 83%, have pursued Big Data projects to seize a competitive edge.

Defence Business



Why Defence?

“Make in India” for the world market

- **Large demand supply gap** for Russian caliber ammunition which can be met from India as we are friendly with Russia and have access to Russian components.
- **Close proximity of India to UAE and Saudi Arabia** who are large buyers of arms and ammunition due to wars in Yemen and Syria. The shipment time is very short as compared in the Baltic regions.
- **Restrictions on EU companies** in Saudi Arabia which provide opportunities to India.
- **Large requirement of Indian defense forces** for high quality arms and ammunition which needs to be met in the next few years.
- **Comprehensive research** over the last 4 years proves that defence manufacturing is a lucrative segment that the company should venture in.
- **Tie-ups in place** with **Mac Defense Technologies**, US for technology transfer for manufacture of small arms and ammunition, after 3 years of preliminary work.



Dedicated Management Team for Defense Business

- Proper people in place since the last couple of years for the foray into the defense business.
- These include an Air Marshal, 2 Colonels, a Commodore and a Wing Commander.
- Most defense division personnel are stationed in the Delhi office of Izmo.

Project I : Ammunition Manufacturing



- Proposed project in Goa to manufacture top quality ammunition in India for the export and domestic market.
- Ball, AP, API, Linked, Tracer, Sniper, Training Ammo, Blanks etc.
- Technical collaboration with MAC Defense Technologies LLC, USA.
- Production Capacity to be 1 million rounds per week on a single shift mode
- Production and Testing Equipment will be imported from USA and Italy.
- All ammunition manufactured will be NATO certified with quality testing and quality approved before shipping.

Project Timelines

- License received in September 2018
- Ordering of Plant and Machinery – January 2019
- Delivery and Installation of machinery – June 2019
- Commencement of Commercial Production – August 2019

Project Details	
Production Capacity Per Year	60,000,000 rounds (single shift)
Type of Manufacturing Unit	Export Oriented Unit
Building Area	25,000 sq. ft Rental
Personnel Strength	55 people
Cost of Project	INR 30 crores
Means of Finance	100% equity contribution (IZMO)

Caliber	Production (Nos.)			Pricing
	2019-20	2020-21	2021-22	
12.7x108mm	3,000,000	6,000,000	12,000,000	\$3.15
12.7x99mm	3,000,000	6,000,000	12,000,000	\$2.90
7.62x54R mm	300,000	600,000	1,200,000	\$0.75
5.56x45mm	600,000	900,000	900,000	\$0.55
7.62x39mm	1,050,000	1,575,000	3,150,000	\$0.60
9x19mm	1,200,000	1,800,000	1,800,000	\$0.30
.338 Lapua	300,000	450,000	900,000	\$2.00
7.62x51mm	300,000	450,000	900,000	\$0.70



- Weapons often last for decades but ammunition is required regularly
- There is a driving demand for ammunition because of economic security, unfavorable geopolitical disputes, terrorist threats and increasing participation in shooting sports.
- India, China, South Korea, France, Germany, Saudi Arabia, Turkey, Israel and South Africa are expected to generate demand for ammunition in the near future
- Currently 15 countries dominate nearly 90% of all identified ammunition exports. Very few countries have the industrial base required to make reliable supplies
- Most ammunition companies are state owned which helps them further control international trade
- Global Ammunition Market is projected to grow from USD 18.08 Bn in 2016 to USD 21.98 Bn in 2021, at a CAGR of 3.98%
- 40% of the small caliber ammunition manufacturers landscape is state owned while a large part of medium and large caliber ammunition is owned by the state
- Leading manufacturers globally include Focchi Munizioni S.p.A, General Dynamics Corporation, Hornady Manufacturing Company, Orbital, Nammo A.S., and RUAG Holding A.G
- Limited number of companies globally can supply ammunition to cater to demand for ammunition
- Most companies are also using old technology and are heavily overstaffed
- With increased demand from Middle East and Asian countries the demand is strong as compared to the supply already established

Project II (Proposed): Manufacture of Light & Heavy Machine Guns



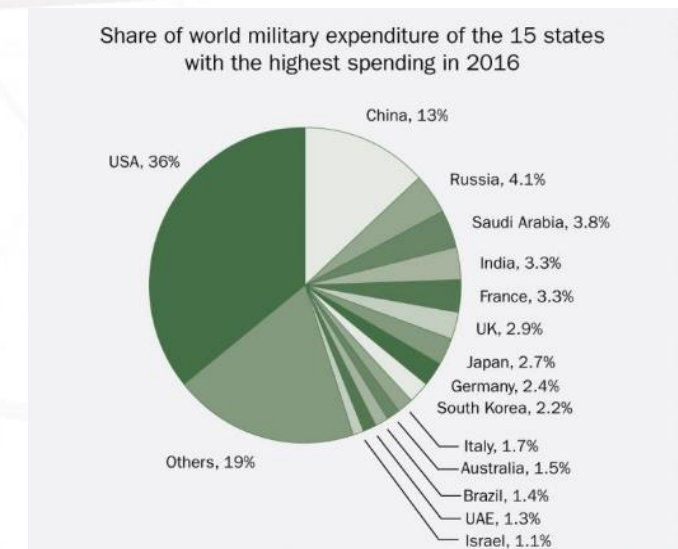
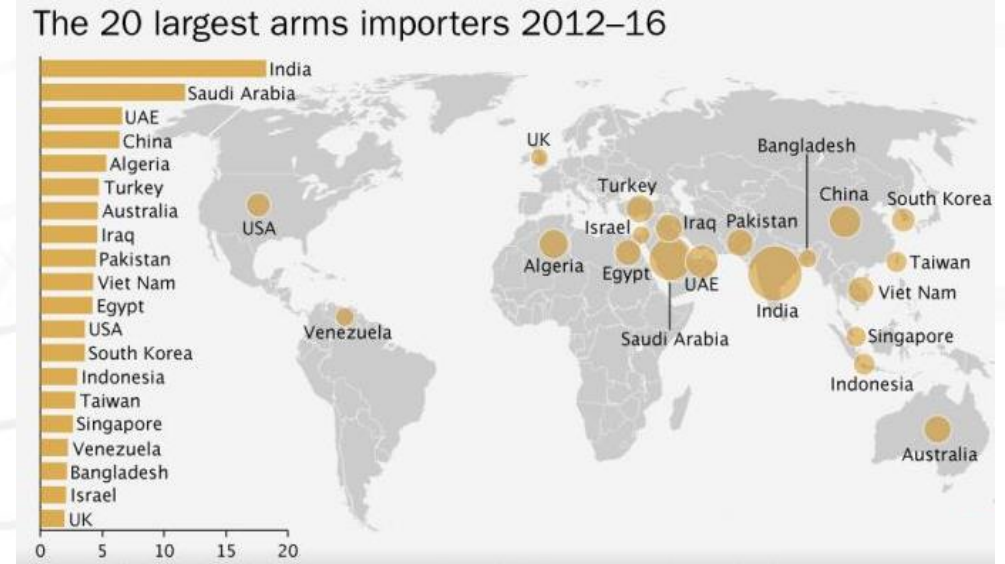
- Exclusive tie-up in place with a leading Russian company to manufacture light and heavy machine guns and will provide all the relevant technical assistance and advice to set up the facility.
- Project to be setup at land located near Goa
- Capacity to manufacture different types of light and heavy machine guns including AK-74, AK-101, AK-103 and AK-15
- Complete technology and process to be provided by Russian counterpart
- Plant will cater to Indian MoD and paramilitary forces.

Projected Production in Nos.			
Caliber	2019-20	2020-21	2021-22
7.62x51 mm Rifle	5,000	20,000	40,000
7.62x39 mm Rifle	10,000	40,000	80,000
.338 Lapua Sniper Rifle		1,000	2,000

Project Details	
Production Capacity Per Year	Rifle Calibre 7.62x51 – 120,000 nos Rifle Calibre 7.62x39 – 240,000 nos Sniper Rifle .338 Lapua – 12,000 nos
Type of Manufacturing Unit	Export Oriented Unit
Building Area	25,000 sq. ft Rental
Personnel Strength	75 people
Cost of Project	INR 10 crores
Means of Finance	100% equity contribution (IZMO)

Indian Defence Industry

- India was the world's largest importer of major arms between 2012–16, accounting for 13 per cent of the global total sales.
- India has spent USD 100 billion in last one decade to buy 65 per cent of its defence equipment and unless the government works towards a goal of producing military equipment's within the country, the cost of acquiring the weapons cannot be reduced.
- The draft policy released in March, which is likely to become the major part of the bill listed the export of Rs 35,000 crores in military equipment's and services by 2025. India currently exports small weapons and missiles to neighbouring and friendly countries. India is in talks to export Akash missile to friendly ASEAN countries.
- India has inked defence pact worth Rs 2.40 lakh crore -According to the official figures, India has 187 contracts worth Rs 2.40 crore with foreign and domestic firms for military equipment in last four years. However, the projects still haven't started due to procedural bottlenecks.
- High level of imports create a huge expenditure for India, which is aimed for reduction through the 'Make in India' initiative.
- The Defence Procurement Procedure has been amended to encourage domestic participation by domestic players.



Financial Highlights



Income Statement – Standalone

INCOME STATEMENT (INR MN)	FY16	FY17	FY18	9M-FY19
Total Income*	211	251	272	218
Total Expenses	152	180	233	176
EBITDA	59	71	39	42
EBITDA Margin	27.96%	28.29%	14.34%	19.27%
Depreciation	57	59	12	15
Finance Cost	19	12	12	12
PBT	(17)	-	15	15
Tax	(6)	(7)	10	-
Profit After Tax	(11)	7	5	15
PAT Margins	NA	2.79%	1.83%	6.88%
Other Comprehensive Income	-	1	2	-
Total Comprehensive Income (After Tax)	(11)	8	7	15
Diluted EPS (INR)	(0.88)	0.61	0.39	1.19

* Includes Other Income

Balance Sheet – Standalone

PARTICULARS (INR MN)	FY17	FY18	H1-FY19	PARTICULARS (INR MN)	FY17	FY18	H1-FY19
EQUITIES & LIABILITIES				ASSETS			
Shareholder Funds				Non Current Assets			
Share Capital	122	128	129	Property, plant and Equipment	18	18	20
Other Equity	1,524	1,551	1,564	Capital work-in-progress	39	-	-
Total Shareholder Funds	1,646	1,679	1,693	Investment property	23	22	21
Non Current Liabilities				Other Intangible assets	1	35	26
Long Term Borrowings	170	132	135	Investments	1,601	1,601	1,601
Other financial liability	17	12	10	Deferred tax assets	18	17	17
Long term provisions	11	14	15	Other non current assets	38	40	47
Total - Non – Current Liabilities	198	158	160	Total - Non – Current Assets	1,738	1,733	1,732
Current Liabilities				Current Assets			
Short term borrowings	68	-	-	Inventories	-	-	-
Trade payables	128	133	146	Financial Assets			
Other Financial Liabilities	15	15	17	(i) Investments	94	-	-
Short-term provisions	2	2	2	(ii) Trade receivables	196	239	282
Other current liabilities	33	31	41	(iii) Cash & cash equivalents	7	2	3
Current Tax Liabilities (Net)	-	3	3	(iv) Other financial assets	55	47	45
Total – Current Liabilities	246	184	209	Total – Current Assets	352	288	330
GRAND TOTAL - EQUITIES & LIABILITIES	2,090	2,021	2,062	GRAND TOTAL – ASSETS	2,090	2,021	2,062

Income Statement – Consolidated

INCOME STATEMENT (INR MN)	FY16	FY17	FY18	9M-FY19
Total Income*	512	585	681	600
Total Expenses	361	415	457	432
EBITDA	151	170	224	168
EBITDA Margin	29.49%	29.06%	32.89%	28.00%
Depreciation	122	119	123	94
Finance Cost	19	12	12	12
Exceptional Items	-	-	(19)	-
PBT	10	39	70	62
Tax	(6)	(7)	10	-
Profit After Tax	16	46	60	62
PAT Margins	3.12%	7.86%	8.81%	10.33%
Other Comprehensive Income	-	1	3	-
Total Comprehensive Income (After Tax)	16	47	63	62
Diluted EPS (INR)	1.35	3.83	4.72	4.85

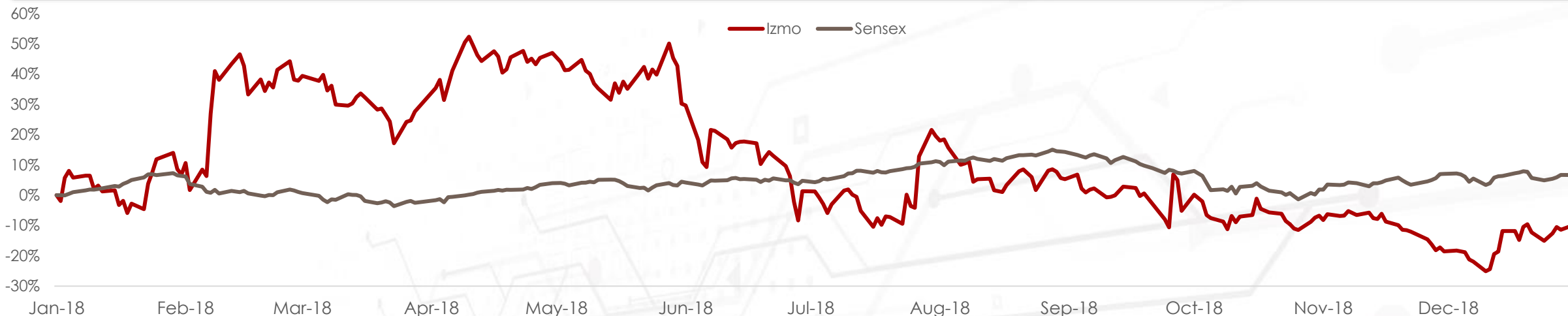
* Includes Other Income

Balance Sheet – Consolidated

PARTICULARS (INR MN)	FY17	FY18	H1-FY19	PARTICULARS (INR MN)	FY17	FY18	H1-FY19
EQUITIES & LIABILITIES				ASSETS			
Shareholder Funds				Non Current Assets			
Share Capital	122	128	129	Property, plant and Equipment	29	24	25
Other Equity	1,683	1,765	1,800	Capital work-in-progress	53	20	32
Total -Shareholder Funds	1,805	1,893	1,929	Investment property	24	22	21
Non Current Liabilities				Other Intangible assets	1,583	1,743	1,812
Long Term Borrowings	170	132	134	Financial assets (Investments)	6	-	-
Other financial liabilities	17	11	11	Deferred tax assets	18	17	17
Other Long Term Provisions	11	14	15	Other non current assets	45	47	54
Total - Non – Current Liabilities	198	157	160	Total - Non – Current Assets	1,758	1,873	1,961
Current Liabilities				Current Assets			
Short term Borrowings	68	-	-	Inventories	-	-	-
Trade Payables	84	77	96	Financial Assets			
Other Current Liabilities	-	1	-	(i) Current Investments	94	-	-
Short-term provisions	2	2	2	(ii) Trade Receivables	127	175	195
Other Current Liabilities	27	142	186	(iii) Cash & Cash Equivalents	29	47	28
Current Tax Liabilities (Net)	-	4	3	(iv) Other financial assets	176	181	192
Total – Current Liabilities	181	226	287	Total – Current Assets	426	403	415
GRAND TOTAL - EQUITIES & LIABILITES	2,184	2,276	2,376	GRAND TOTAL – ASSETS	2,184	2,276	2,376

Market Data (Bloomberg – IZMO:IN, Reuters – IZMO.BO) **izmoltd.**

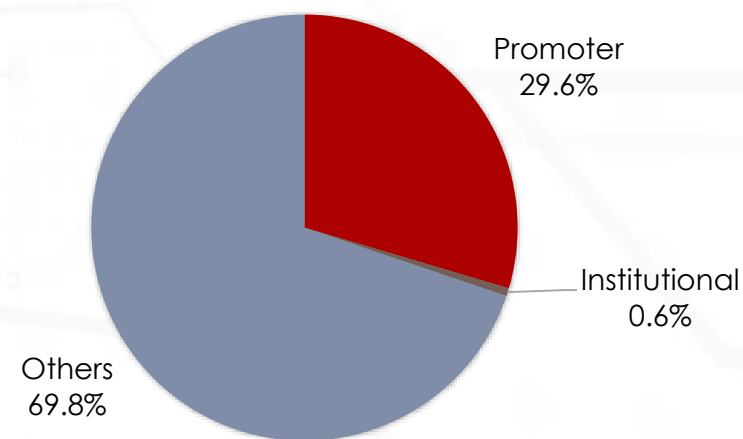
1 YEAR SHARE PRICE MOVEMENT (AS ON 31st DECEMBER, 2018)



PRICE DATA (AS ON 31st DECEMBER, 2018)

Face value (INR)	10.0
Market Price (INR)	68.25
52 Week H/L (INR)	119.7/54.0
Market Cap (INR Mn)	880.03
Equity Shares Outstanding (Mn)	12.9
1 Year Avg. trading volume ('000)	190.12

SHAREHOLDING PATTERN (AS ON 31st DECEMBER, 2018)



IZMO Limited

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