

A Global IT Transformation Architect.™



**May 24, 2024**

To,  
**Corporate Relationship Department**  
**BSE Limited**  
P.J. Towers, Dalal Street  
Mumbai — 400 001

To,  
**Listing Compliance Department**  
**National Stock Exchange of India Limited**  
Exchange Plaza, 5<sup>th</sup> Floor Plot No. C-1,  
G-Block, Bandra-Kurla Complex,  
Bandra (East), Mumbai- 400 051

***Scrip Code: 532875***

***Scrip Symbol: ADSL***

**Subject: Investor Presentation by the Company dated May 24, 2024**

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

Dear Sir / Madam,

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/investors-presentation/>

Request you to take note of the above.

**Thanking you,**

**Yours faithfully,**  
**For Allied Digital Services Limited**

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**Nehal Shah**  
**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



# Allied Digital

## Services Ltd

Investor Presentation

May 2024

99%  
Service  
Coverage

70+  
Countries

40  
Years

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

## 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

*Data Centre at Customers Site*

# Company At A Glance

**40**

Year History

**70+**

Countries

**3,000+**

Employees

**20**

Offices Worldwide

**202**

Numbers of Clients

**14**

Smart / Safe Cities

**11**

Fortune 100 Customers



Net Debt Free

**Rs. 687 Cr**

FY24 Revenue

**Rs. 83 Cr**

FY24 EBIDTA

**Rs. 46 Cr**

FY24 PAT

**Rs. 8.29**

FY24 EPS  
(Face Value Rs.5/Share)

# Vision, Mission, Core Values



## 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.

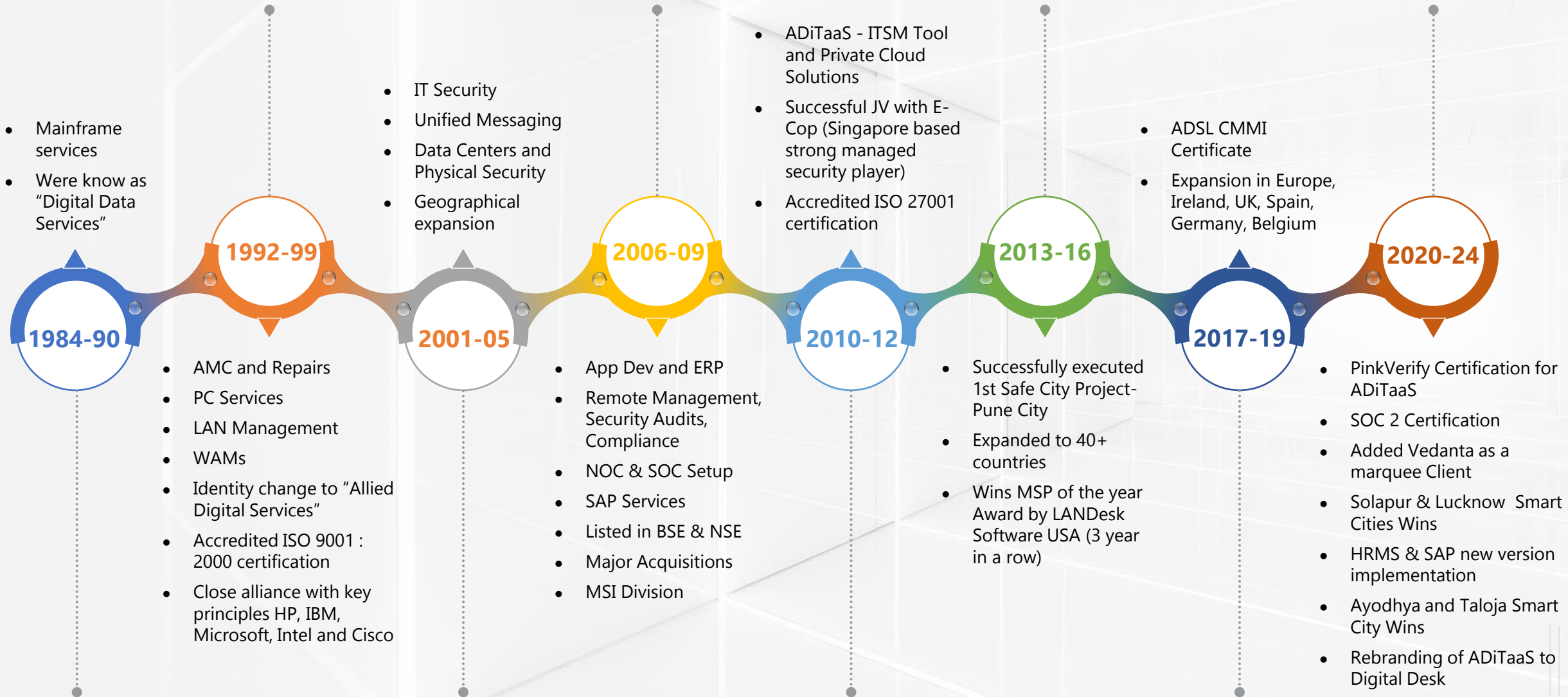


## Core Values

**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



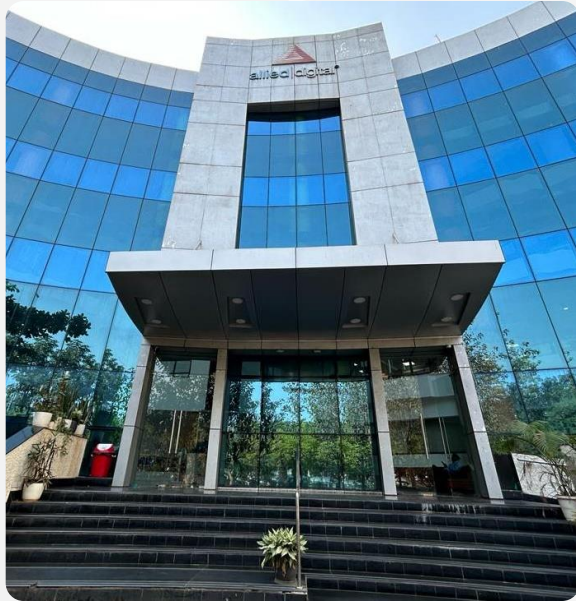
# Evolution of Allied Digital





# Development Centres

## Navi Mumbai



Year of  
Establishment

2009

## Mumbai -Andheri Seepz



Year of  
Establishment

2013

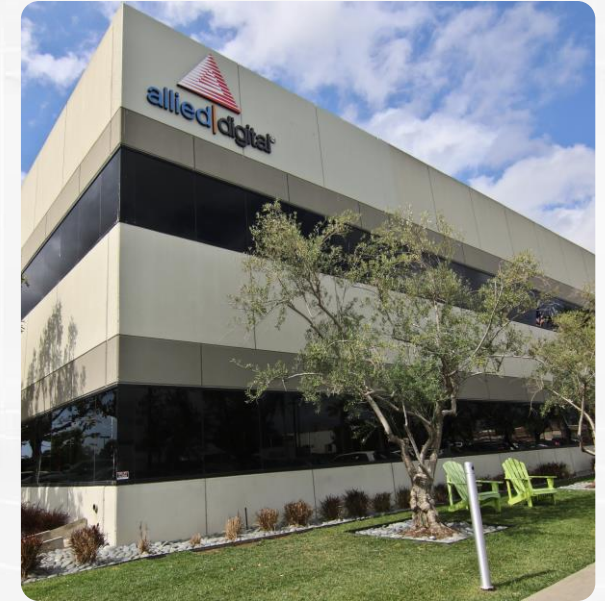
## Kolkata



Year of  
Establishment

2020

## USA – Los Angeles



Year of  
Establishment

2013

# Development Centres

## Mumbai Nariman Point Head Office (1)



**Year of  
Establishment**

**2010**

## Mumbai Nariman Point Head Office (2)



**Year of  
Establishment**

**2022**

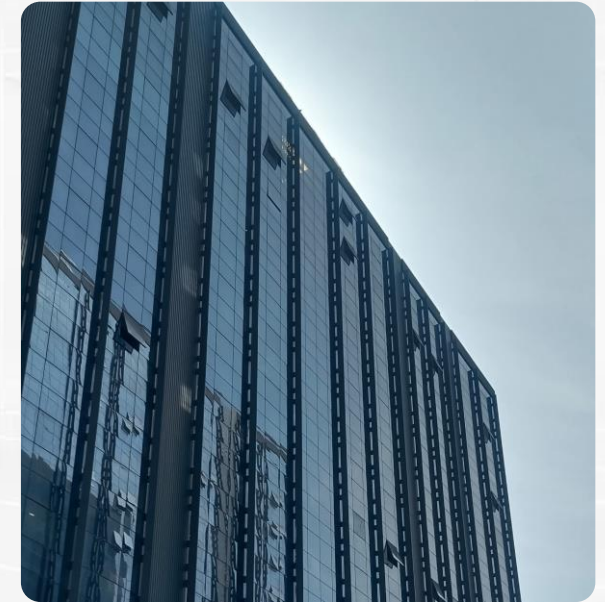
## Pune Office



**Year of  
Establishment**

**2013**

## Ahmedabad






**Year of  
Establishment**

**2021**

# Geographical Presence



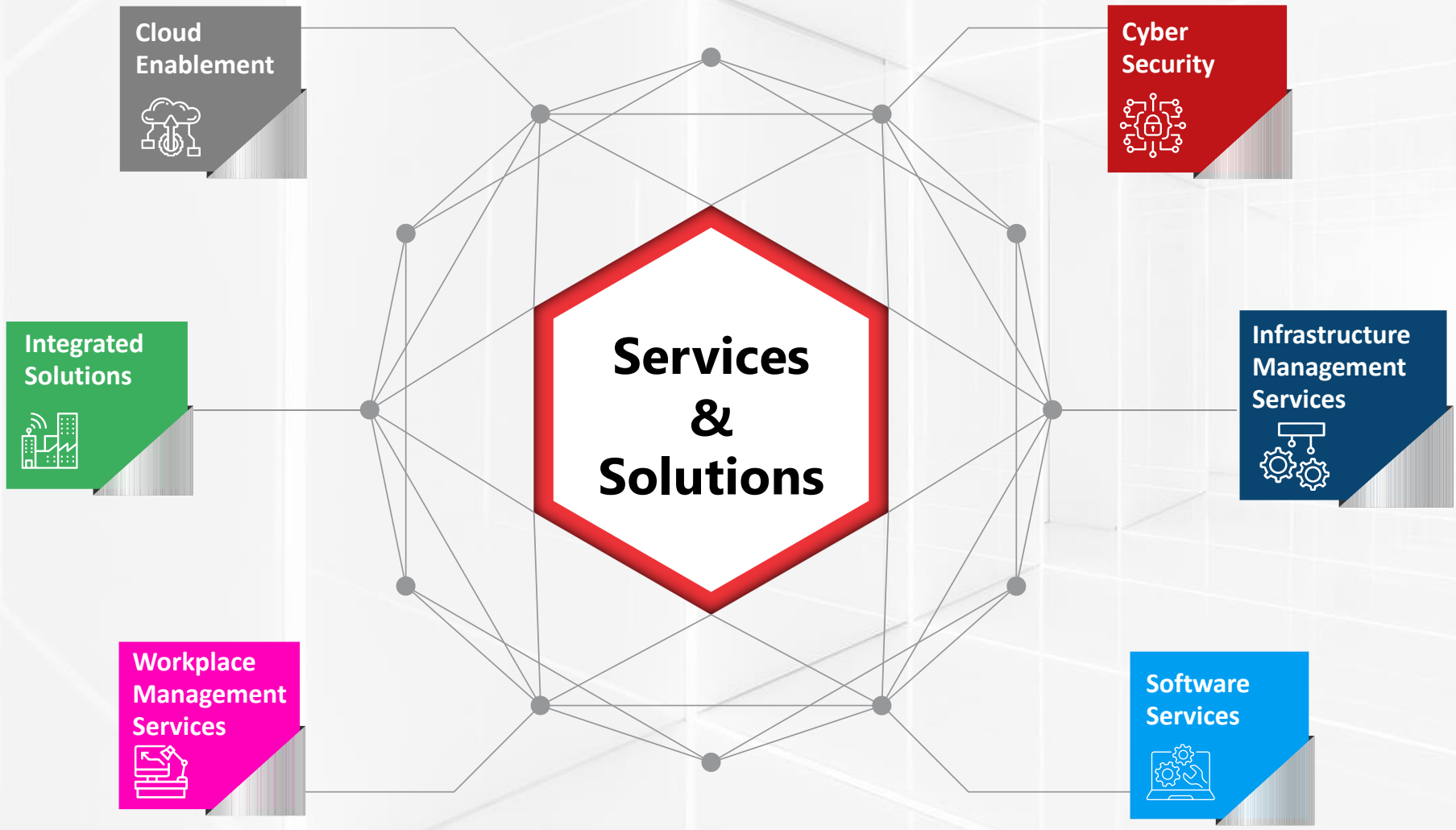
-  Subsidiaries
-  Branches
-  Headquarters



# Offerings

*Inside of Seepz Office*

# Integrated Business Offering



# 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



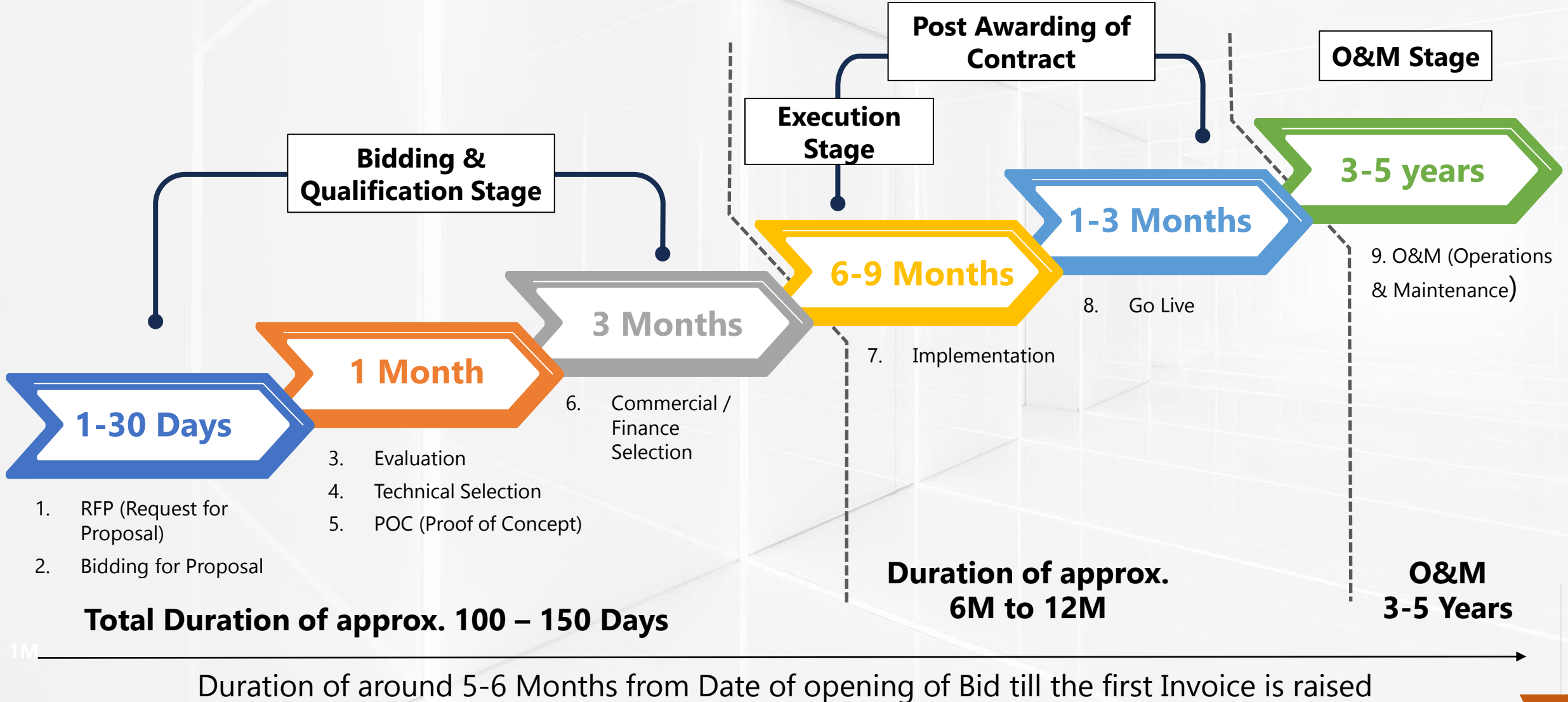
- Digital Desk / ServiceNow Consulting, Implementation and Support
- FinoAllied
- Cloud DevOps Services
- RPA
- Generative AI / ML Solutions
- Multi-cloud Applications
- Blockchain
- Metaverse

## Workplace Management Services

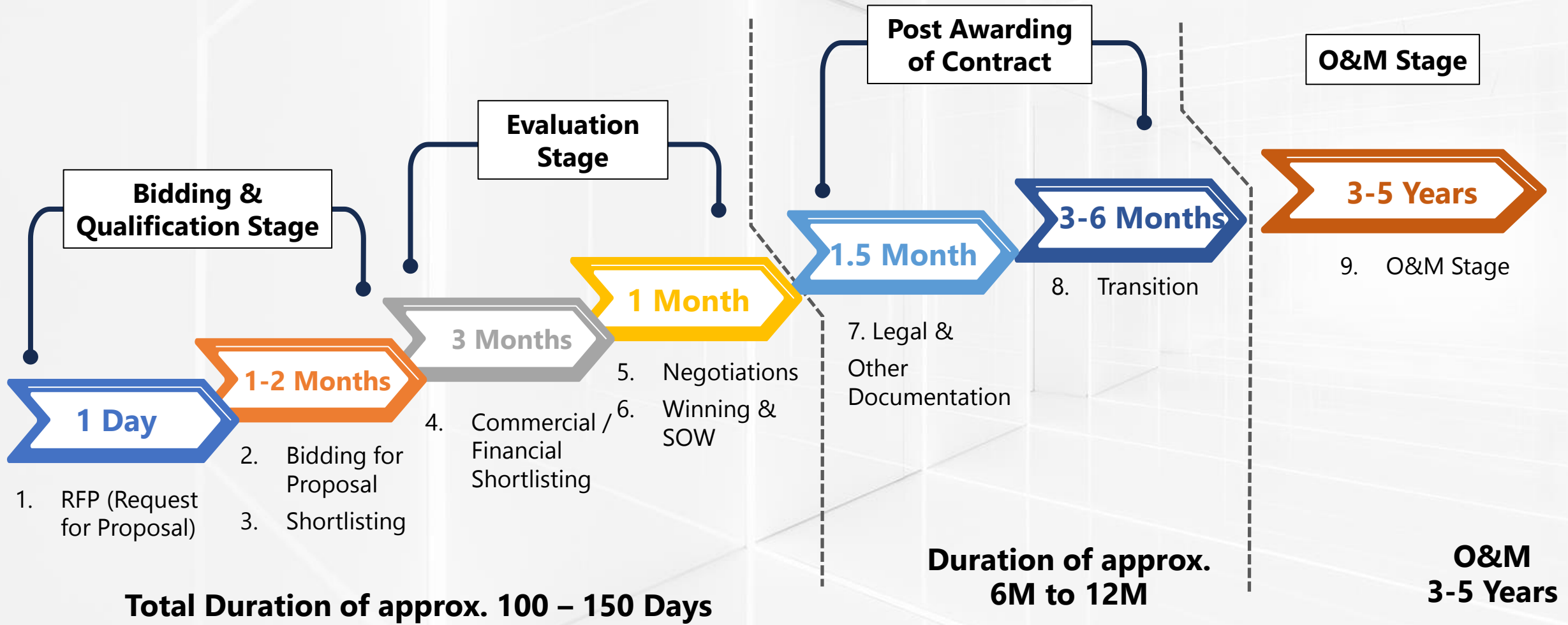


- Desk side Break-fix/IMAC Services
- Multi-lingual, Multi-channel Service Desk
- Endpoint management solutions
- WFA solutions
- End User Analytics
- Global Logistics / Depot Services

# Lifecycle of Solution Contract (Government Projects)



# Lifecycle of Service Contract (Private /PSU)



Duration of around 4-5 Months from Date of opening of Bid till the first Invoice is raised



# Rebranded ADiTaaS to Digital Desk

 ADiTaaS

Before



 digital | desk


Now

Transforming ADiTaaS into Digital Desk

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



# Digital Desk Enduser Interface



## Welcome back!


Please sign in to continue

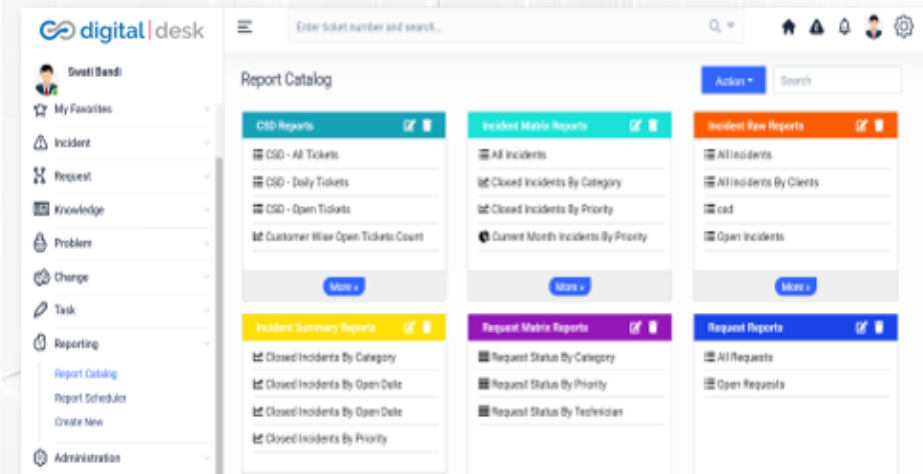
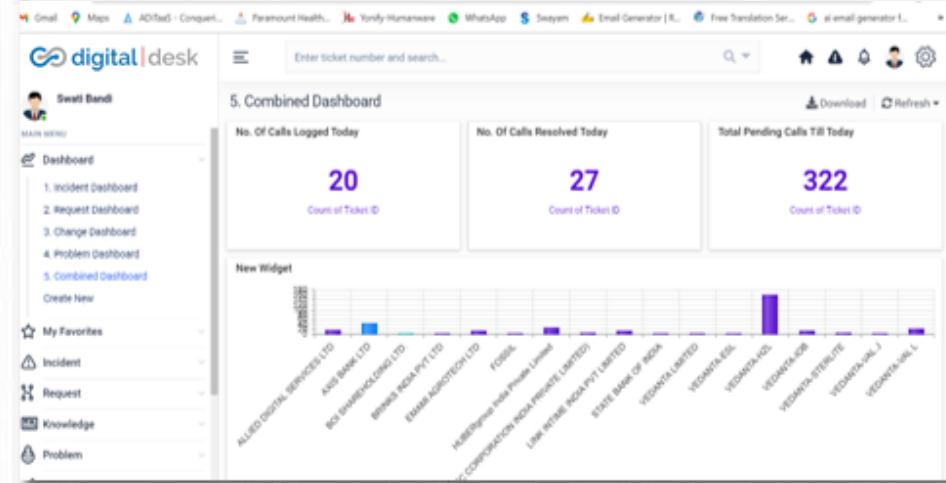
Username

Password

Remember me [Forgot Password?](#)

log in with

 Microsoft



# Digital Desk Enduser Interface

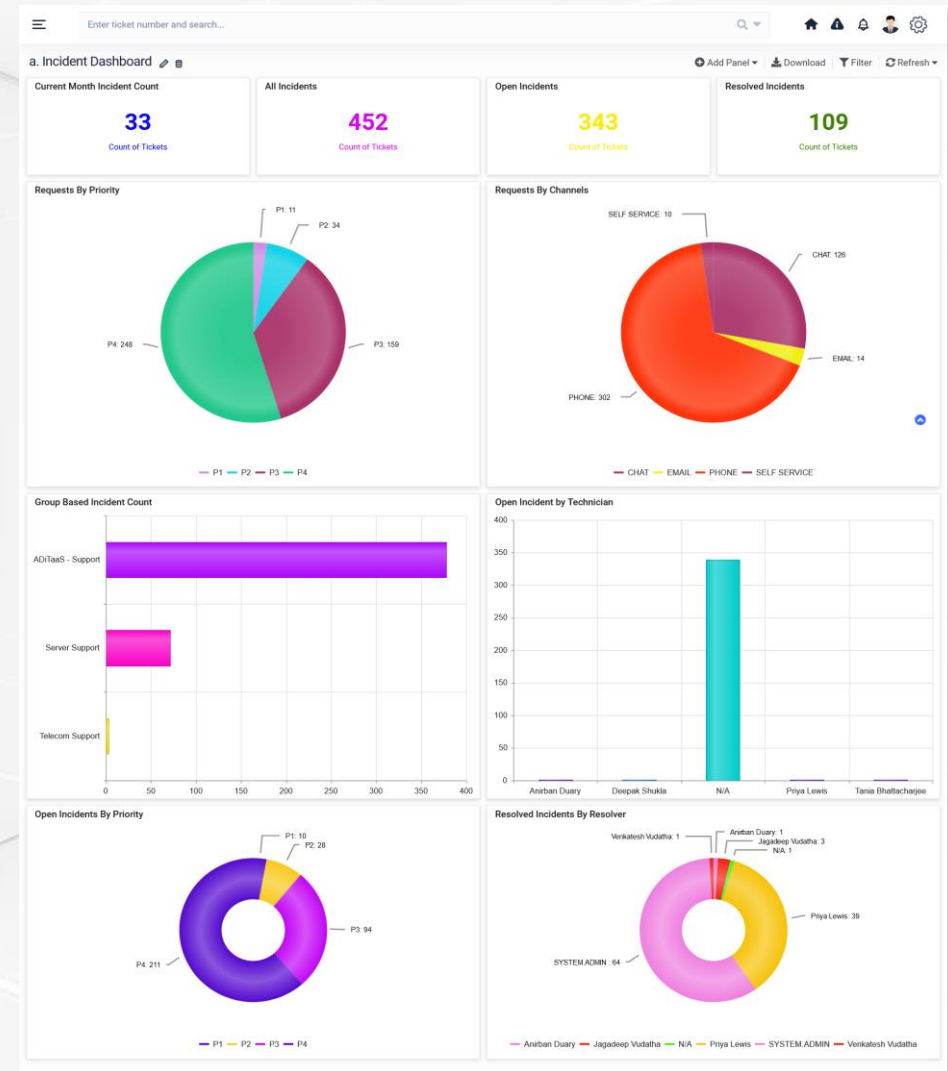
Enter ticket number and search...

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



digital desk

### Incident Post Support Survey

Ticket ID: IN-22110-0003 | Created On: 11/10/2022 16:41:19 | Resolved On: 11/16/2022 17:29:35 | Resolved By: SYSTEM ADMIN

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

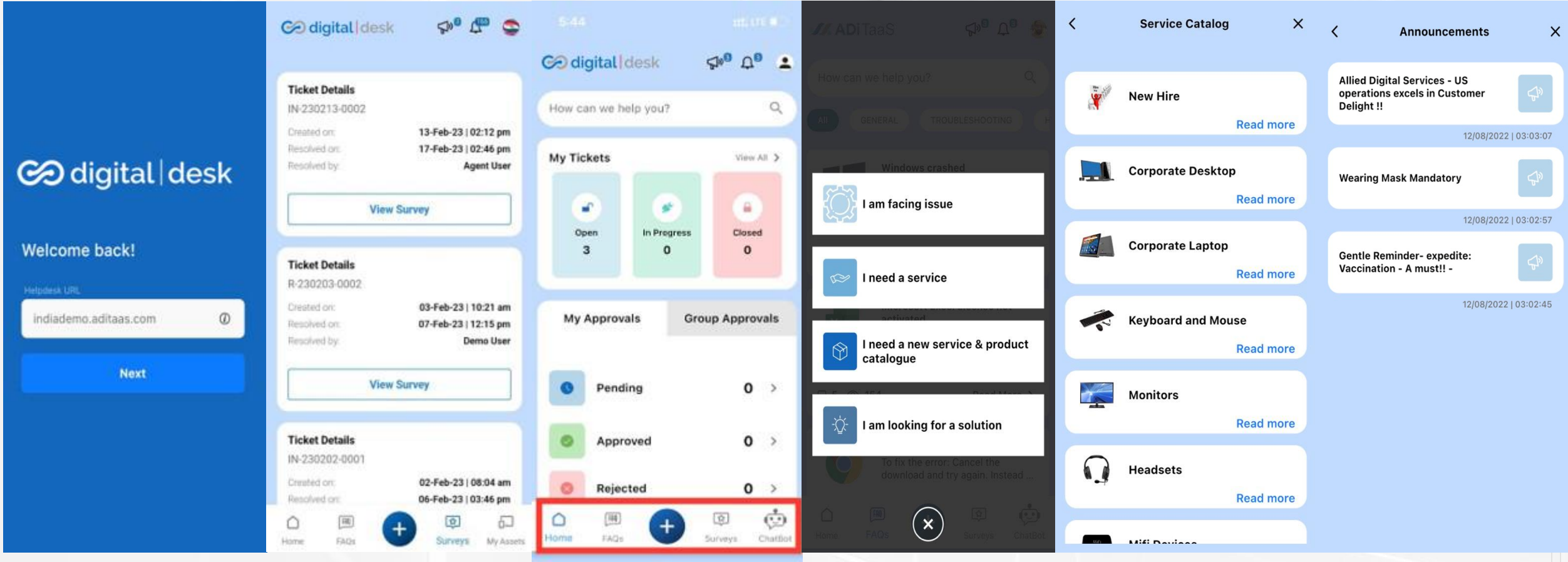
Please indicate your level of satisfaction by selecting the appropriate rating for the below Question:

- 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 \*
  - 09/30/2022
  - 09/30/2022
  - 09/16/2022

My Tickets

ID	Title	Status	Assignment Group	Priority	Requestor	Resolution Time
IN-221129-0001	...	...	...	...	...	12/06/2022
IN-221110-0001	...	...	...	...	...	11/17/2022
IN-221110-0002	...	...	...	...	...	11/17/2022
IN-221110-0003	...	...	...	...	...	09/30/2022
IN-220923-0002	...	...	...	...	...	09/30/2022
IN-220923-0003	...	...	...	...	...	09/16/2022
IN-220914-0002	...	...	...	...	...	09/16/2022
IN-220830-0001	Password Reset	OPEN	ADITaaS - Support	P4	ADITaaS Self	08/30/2022 11:51:54

# Digital Desk Mobile Interface



# Comparative Analysis of Digital Desk and ServiceNow

## 1. IT Service Management (ITSM) Solutions

- Digital Desk and ServiceNow provide comprehensive ITSM solutions.
- Both include incident, change, problem, and service request management.
- Digital Desk provides impressive dynamic dashboard, better than Service Now.

## 2. IT Operations Management (ITOM) Solutions

- Digital Desk and ServiceNow offer ITOM solutions.
- Digital Desk provides cloud management and automation.
- ServiceNow includes event management, service mapping, and discovery.

## 3. IT Business Management (ITBM) Solutions

- Digital Desk and ServiceNow offer ITBM solutions.
- ServiceNow includes resource management, demand management, and agile development.
- Digital Desk provides enterprise business services management like service now.

## 4. Security and Compliance Management

- Digital Desk and ServiceNow offer security and compliance management services.
- Features include vulnerability management, patch management, risk management.
- Service now provides risk management, both products provides IT governance,

## 5. Business Process Automation (BPA)

- Digital Desk offers BPA services, automating business processes, using bots.
- ServiceNow provides workflow automation, with a primary focus on IT workflows.
- Ready mobile App are available for mobile workforce in Digital Desk.

## 6. Integration Capabilities

- Both Digital Desk and ServiceNow offer integration capabilities.
- ServiceNow has a larger number of integrations for seamless connectivity.
- Digital Desk also provides an integration hubs with ready connectors.

## 7. Deployment and Hosting

- Digital Desk offers both cloud base and on premises environment and is available in Microsoft marketplace. It is cloud native and DevOps ready.
- ServiceNow offers on-premises and cloud deployment for customization options.

## 8. Pricing Models

- Digital Desk offers a pay-per-use model for cost efficiency.
- ServiceNow charges per user per month, suitable for larger organizations.



# Success Stories

*Facility at Mahape, Navi Mumbai*

# Kalyan-Dombivali Smart City Surveillance Project

## Client

- Government of India (GOI), Ministry of Housing and Urban Development (MOHUA) launched Smart City Mission to develop 100 cities throughout the country as Smart Cities and the Kalyan-Dombivali Municipal Corporation (KDMC) has been selected as one of the Smart Cities by the MOHUA.
- According to the guidelines, KDMC established an SPV named as “Smart Kaylan Dombivali Development Corporation Ltd.” for implementation of Smart City Mission.
- The SKDCL is responsible for the plan, apprise, approve, release funds, implement, manage, operate, monitor and evaluate the Smart City projects for the area under Kaylan Dombivali Municipal Corporation (KDMC) in accordance with Smart City Mission of the GoI and State Government.

## 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
- integration with the existing ICCC system

## Challenges

- One of its kind project in the country. As it was executed during Covid-19 pandemic with very limited resources & transportation.
- Significant hurdles due to the pandemic, including the involvement of multiple vendors who, at times, discontinued their services midway through the project. This situation posed a considerable challenge in coordinating and executing digging and civil works, especially on bustling city roads with intricate underground utilities
- The disruptions caused by affected members of the public, shopkeepers, and anti-social elements compounded the difficulties, leading to changes in planned work and inevitable delays.

## Scope

- Installation of 846 IP cameras across KDMC smart city
- Installation of 36 Dashboard camera and 35 Vehicle Mount camera for the tracking and monitoring of Police vehicles and Fire Brigade vehicles.
- 3 Drones for Aerial Surveillance.
- Video management system for the monitoring of 303 junctions with 65 Video analytics licenses
- Operation and maintenance for the 5 Years

## Benefits

- Centralized Control Technology with GIS and GPS capabilities for Real time tracking and response.
- Detecting, alerting and recording safety violations such as Criminal and Missing person Face Recognition system, Male movement near Ladies toilets, Identifying Gambling spots, Stalking Women in isolated areas, Fight / Violence detection against women through smart video analytics and many more.
- 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.



# Kalyan-Dombivali Smart City Surveillance Project



# Rajkot Smart City Project

## Client

- Rajkot Municipal corporation and as per GoI (Government of India) guidelines RMC's SPV Rajkot smart city Development Limited.
- Stake holders: Rajkot smart city development Limited and BSNL as Master System Integrator with Consortium partner Allied digital Services Limited.
- Bids submitted by the bidders were evaluated by a committee headed by a Senior team member of RSCDL and Project Consultant PWC

## 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 used in complete Data center setup.
- 100% Terrestrial Wired Network.

## Challenges

- Smart Anti-Hawking is the First of its kind project in the country hence no precedence or previous benchmarks existed.
- Digging and civil work on busy city roads having dense underground utilities.
- Disruptions by impacted public, Hawkers, shop keepers and anti social elements in field work causing changes to planned work and delays.

## Scope

- Installation of Artificial intelligence-based IP Bullet PTZ camera on 25 Hawkers Zone.
- Complete Installation, testing and commissioning of Data center with Civil work.
- Automatic detection of Hawkers which was situated outside the designated place. Detection will be on Mobile application and Web application.
- End-to-End Data infrastructure Setup by Allied Digital Team.

## Benefits

- After implementing the Anti-hawking system Traffic Violations/jam considerably decreased.
- Detecting, alerting and recording Hawker's violations through Web and Mobile Applications.
- Offender's actions captured on the camera used for crime scene reconstruction.

# Rajkot Smart City Project



# Heavy Machinery

## Client

- Heavy-Equip Manufacturer
- \$4.36B Annual Revenue
- 10k+ employees
- 20+ sites in USA
- 4-year client

## Solution

- 15 Dedicated FTE resources at HQ and global manufacturing sites:
- China, Germany, India, Italy, Ireland, and US
- Dispatch support for 68 remote sites
- Streamlined DSS process to managed services SLA-based
- Improve ServiceNow utilization and workflows

## Challenges

- 1st generation IT outsourcing
- Segregation of Service Desk, Remote Support and Onsite support functions
- High device failure rates due to aging hardware

## Scope

- Workplace Services
- Deskside Support for HQ and field sites – CAD and Manufacturing Support
- Depot and Inventory Management

## Benefits

- Reduced costs by ~\$500k annually
- Optimized Annual Failure Rate by 25% in Y1
- Provided manufacturing site support through dispatch and dedicated models

## Enablers



# SPARC GROUP

## Client

- \$12.7B Annual Revenue
- 32.1k employees
- 4,280 sites in 65 countries
- 10,000+ Devices
- 8-year client

## Solution

- Support their global presence, we implemented a 24x7 process-based service delivery model, catered to their diverse workforce with a multilingual service desk helping in English and Spanish. This comprehensive support structure was critical in providing seamless IT services, tailored to the client's dynamic needs.
- Our commitment was further solidified by deploying dedicated full-time and project-based FTEs for Deskside Support, ensuring personalized and immediate assistance for all in-house IT requirements

## Challenges

- Ensured the client stayed ahead of the technology curve by continuously adapting to new systems and software. Our proactive approach included aiding in migrating stores to stay at the forefront of IT advancements.

## Scope & Benefits

- Next Gen Service Desk
- 7k contacts monthly
- Workplace Services
- Level 1.5 SD Agents
- Retail Store Support
- Level 2 Retail Techs

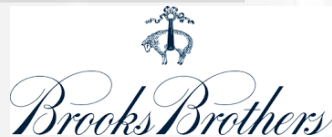
## Benefits

- Migrated all stores to MAO retail software.
- Increased First contact resolution from 35% to 65%
- Reduced backlog by 66%+
- Decreased Average Speed to Answer to 23 seconds

## Enablers



LUCKY \* BRAND



FOREVER 21

NAUTICA

AÉROPOSTALE





# INTEGRATED SMART CONTROL CENTER

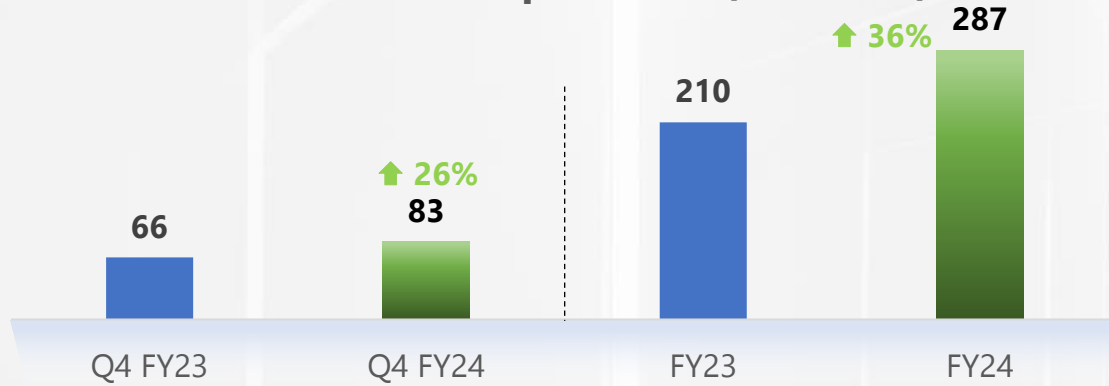


# Q4 & FY24 Performance Review

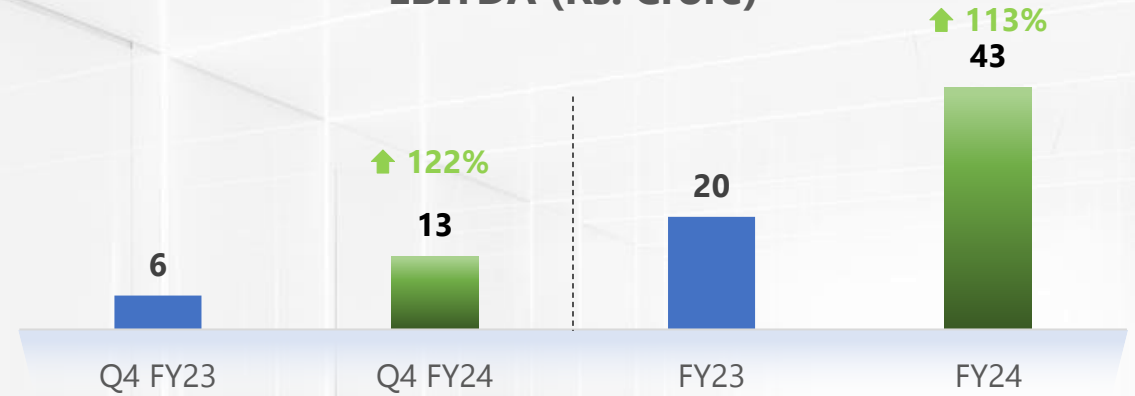
*Command Centre at Customer Site*

# Financial Snapshot (Standalone)

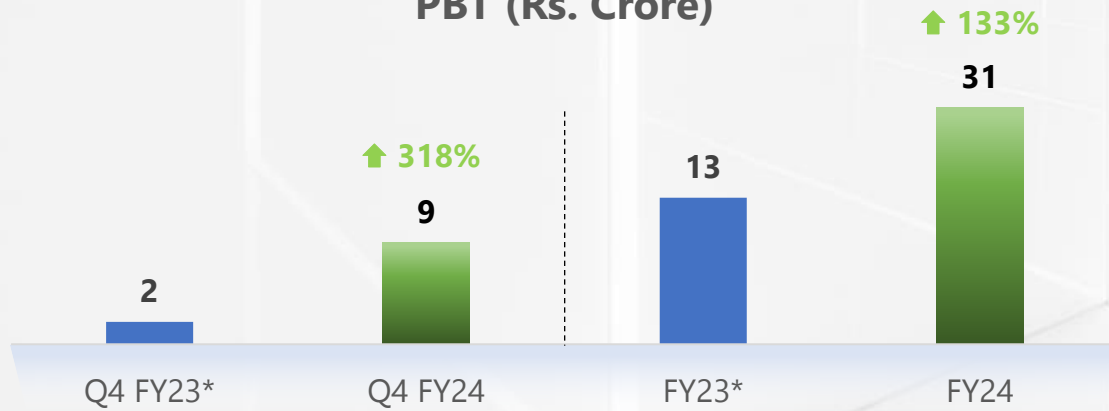
Revenue from Operations (Rs. Crore)



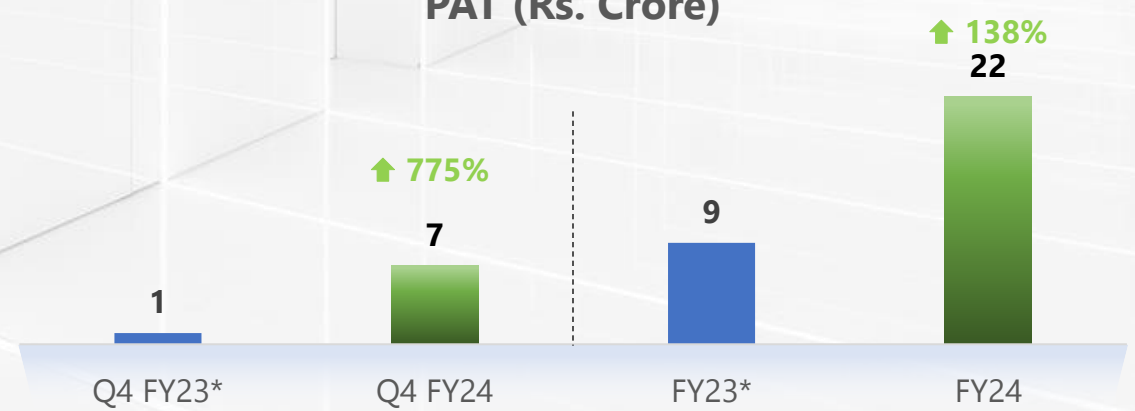
EBITDA (Rs. Crore)



PBT (Rs. Crore)



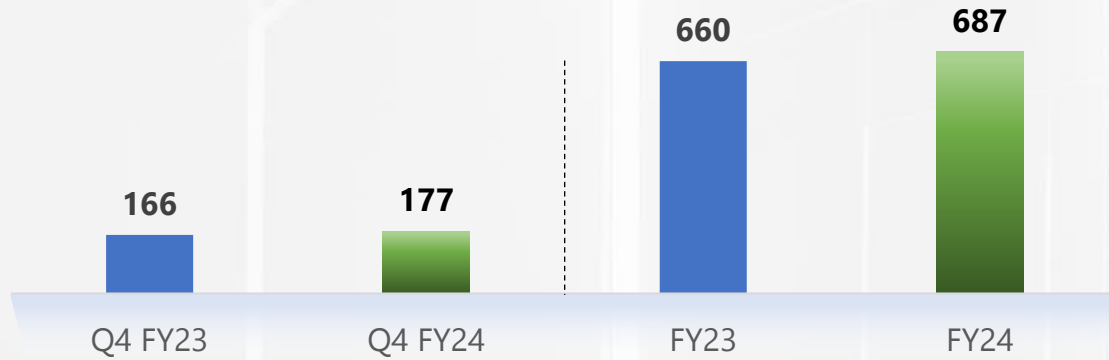
PAT (Rs. Crore)



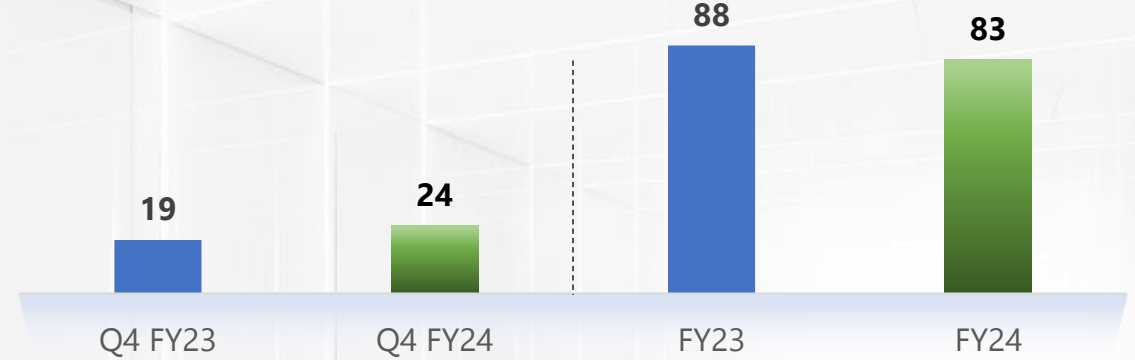
\* Exclusive of losses from discontinued operations.

# Financial Snapshot (Consolidated)

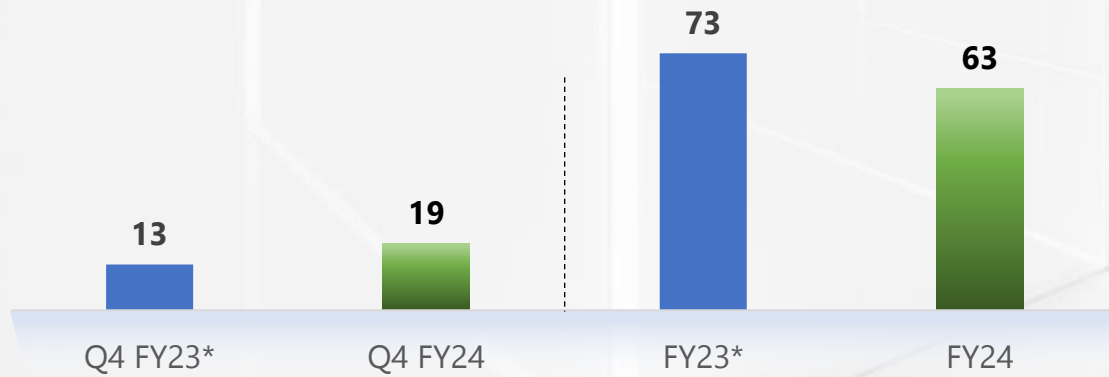
### Revenue from Operations (Rs. Crore)



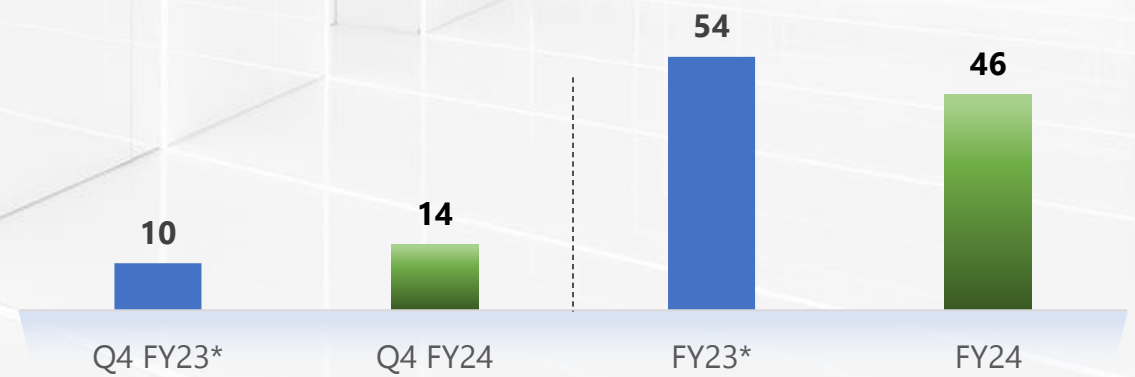
### EBITDA (Rs. Crore)



### PBT (Rs. Crore)



### PAT (Rs. Crore)

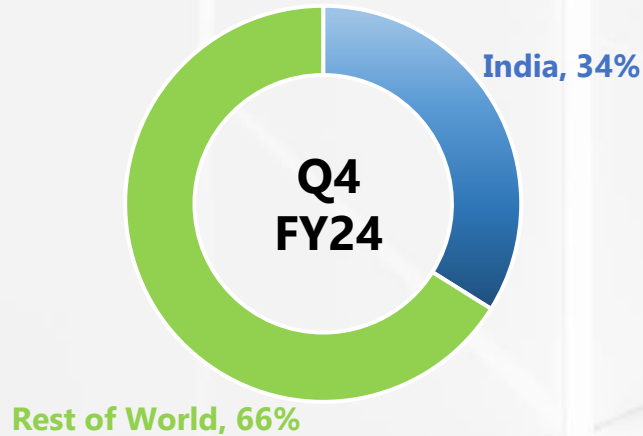
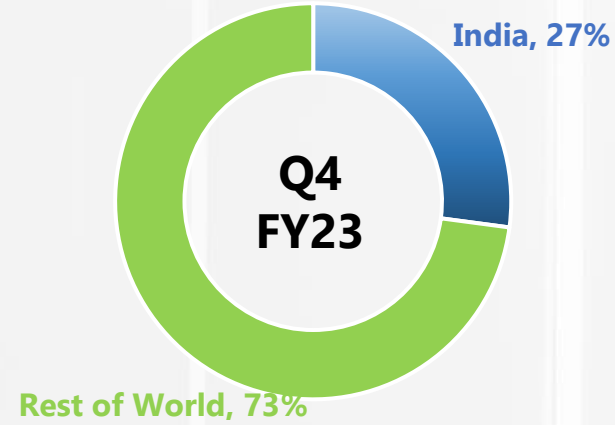


\* Exclusive of losses from discontinued operations.

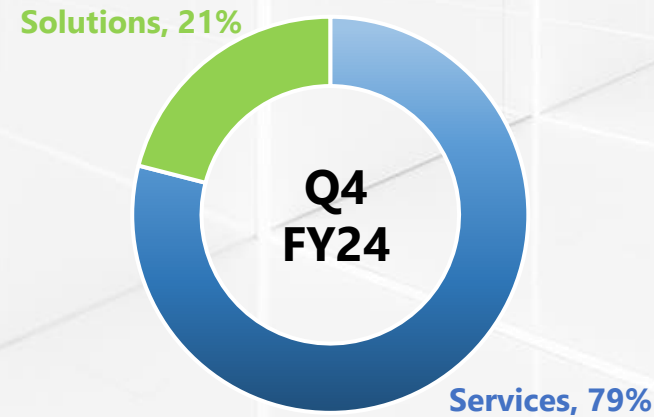
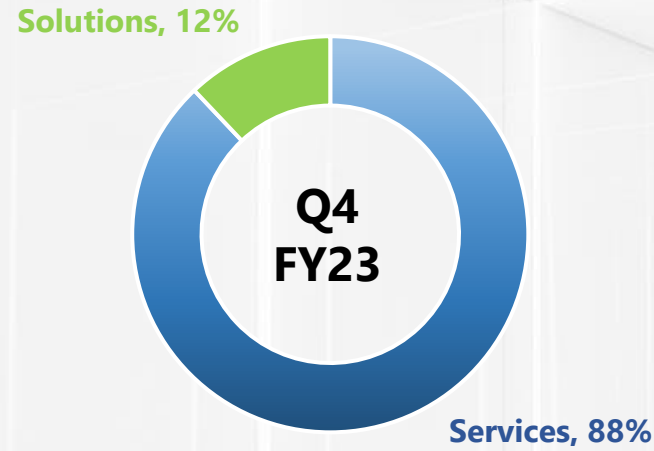


# Q4 FY24 Revenue Breakup (Consolidated)

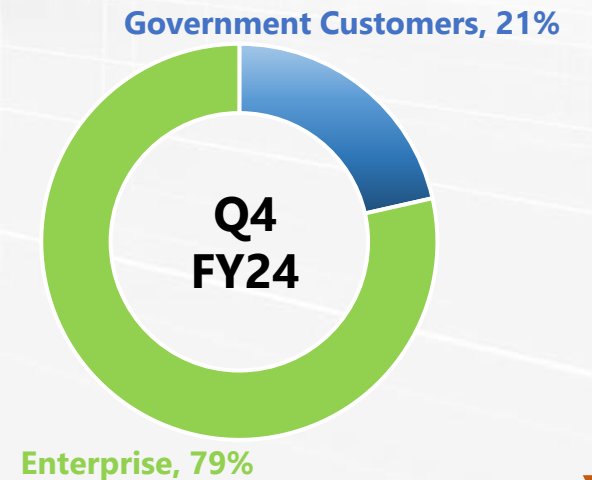
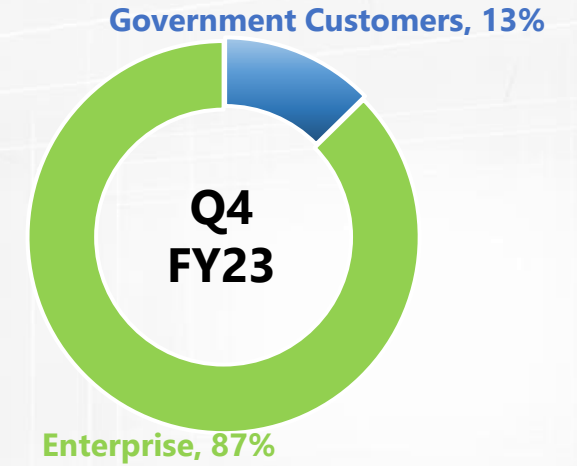
## Revenue by Geography



## Revenue by Segments

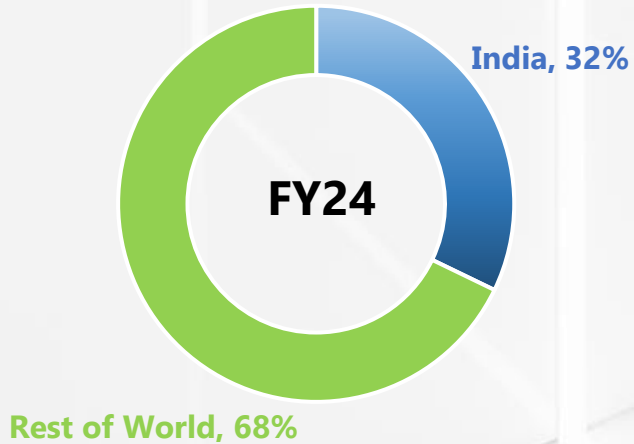
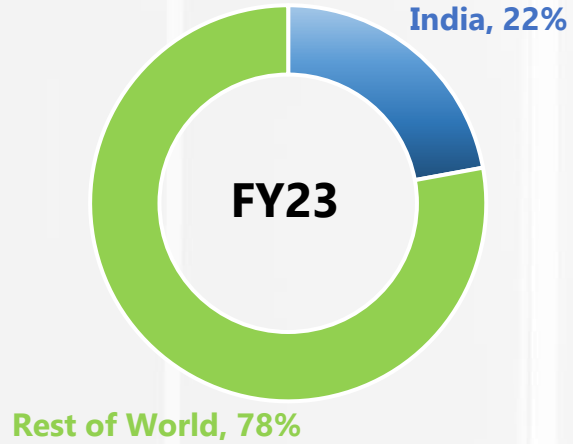


## Revenue by Customer Profile

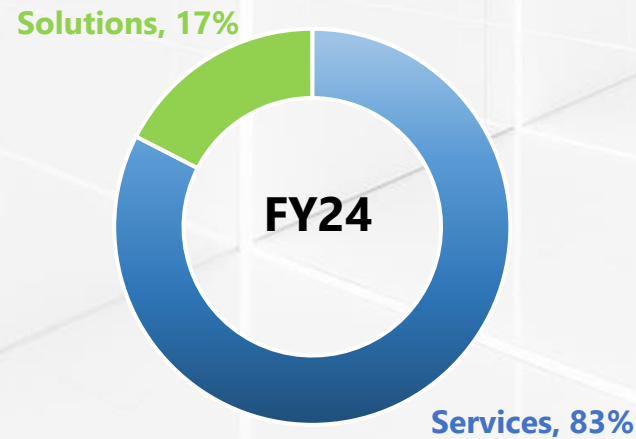
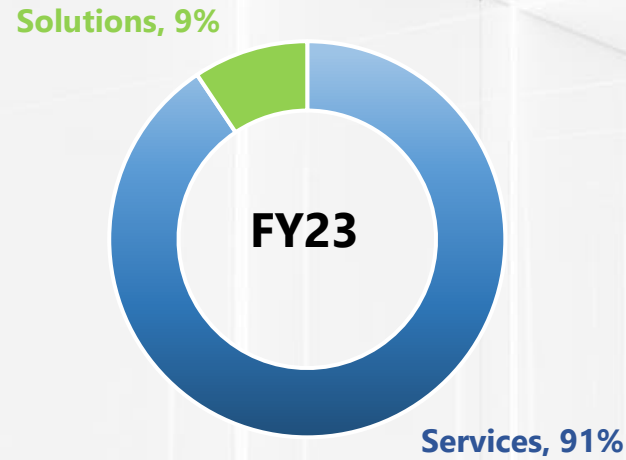


# FY24 Revenue Breakup (Consolidated)

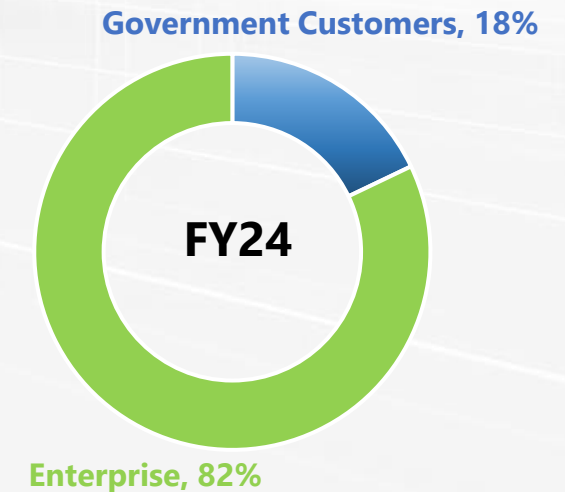
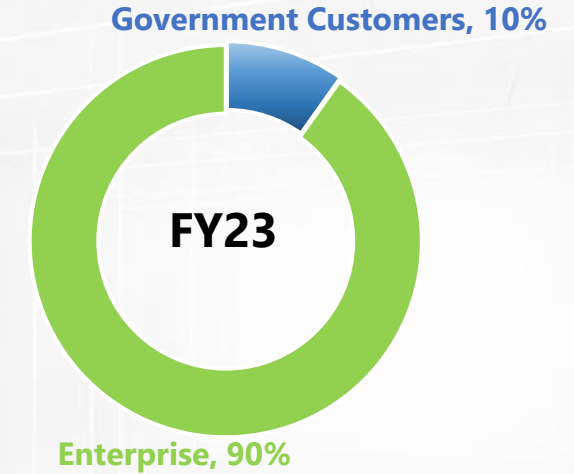
## Revenue by Geography



## Revenue by Segments



## Revenue by Customer Profile



# Profit & Loss Statement (Standalone)

Particulars (Rs. in crore)	Q4 FY24	Q4 FY23	YoY shift	Q3 FY24	QoQ shift	FY24	FY23	YoY shift
<b>Net Revenue from Operations</b>	83	66	26%	69	20%	287	210	36%
<b>Total Operating Expenditure</b>	70	60	17%	58	21%	244	190	28%
<b>EBITDA</b>	13	6	122%	11	10%	43	20	113%
<b>EBITDA margin (%)</b>	15%	9%	600 bps	16%	(100bps)	15%	10%	500 bps
Finance Costs	1	1	46%	1	11%	5	3	55%
Depreciation and Amortization	2	2	(7%)	2	(20%)	8	10	(10%)
Other Income	0	0	756%	1	(62%)	1	6	(78%)
<b>Profit before tax*</b>	9	2	318%	9	10%	31	13	133%
Tax Expenses	2	1	65%	2	6%	9	4	120%
<b>Profit after tax*</b>	7	1	775%	6	11%	22	9	138%
<b>PAT margin (%)</b>	8%	1%	700 bps	9%	(100 bps)	8%	4%	400 bps
<b>Basic EPS (Rs.)</b>	1.22	-8.47		1.11		4.01	-6.90	
<b>Diluted EPS (Rs.)</b>	1.19	-8.20		1.09		3.91	-6.67	

\* Exclusive of losses from discontinued operations in Q4FY23 & FY23

# Figures have been rounded off

"0" denotes amount less than 50,00,00/- as all value is rounded to the nearest INR 1 Cr.

# Profit & Loss Statement (Consolidated)

Particulars (Rs. in crore)	Q4 FY24	Q4 FY23	YoY shift	Q3 FY24	QoQ shift	FY24	FY23	YoY shift
<b>Net Revenue from Operations</b>	177	166	6%	171	3%	687	660	4%
<b>Total Operating Expenditure</b>	153	148	3%	150	2%	604	572	6%
<b>EBITDA</b>	24	19	30%	21	18%	83	88	(6%)
<b>EBITDA margin (%)</b>	14%	11%	300 bps	12%	200 bps	12%	13%	(100 bps)
Finance Costs	2	1	64%	1	62%	5	4	30%
Depreciation and Amortization	4	4	(9%)	4	(3%)	16	17	(4%)
Other Income	0	0	625%	1	(75%)	1	6	(80%)
<b>Profit before tax*</b>	19	13	42%	16	17%	63	73	(14%)
Tax Expenses	5	4	24%	4	6%	17	19	(11%)
<b>Profit after tax*</b>	14	10	48%	12	21%	46	54	(14%)
<b>PAT margin (%)</b>	8%	6%	200 bps	7%	100 bps	7%	8%	(100 bps)
<b>Basic EPS (Rs.)</b>	2.53	-6.88		2.11		8.29	1.26	
<b>Diluted EPS (Rs.)</b>	2.46	-6.62		2.06		8.07	1.23	

\* Exclusive of losses from discontinued operations in Q4FY23 & FY23

# Figures have been rounded off

"0" denotes amount less than 50,00,00/- as all value is rounded to the nearest INR 1 Cr.

# Management Commentary



**Mr. Nitin D. Shah**

**Chairman & Managing  
Director**

“

**Commenting on the performance for Q4 FY24 Mr. Nitin D. Shah, Chairman & Managing Director, Allied Digital Services Limited (ADSL) said,**

“We are pleased to announce that the Board of Directors have recommended the highest ever **Dividend @30% for FY24** as against 25% for FY23.

Creation and management of Intelligent Digital Infrastructure is set to enter a higher orbit. Investments into AI and next generation technologies by Government and Private Enterprise customers are gathering pace and we see exciting opportunities in all our key markets but most definitely in India.

ADSL is uniquely positioned to capitalise on these emerging opportunities leveraging next-gen technologies given our skill sets, empowered teams, global partnerships and strategic relationships with marquee customers. Our focus is on pursuing larger and more complex transformation projects with our customers. Further, we are investing in AI productivity tools such as ‘Digital Desk’, erstwhile AdiTaaS, to increase efficiency, productivity, AI driven automation and quality of service for our customers.

We are pleased to have picked up momentum in our performance after a sluggish start to FY 2024. Standalone Revenues for Q4 FY24 were higher by 26% on a Y-o-Y basis, driven by disciplined execution of the order book. EBITDA for Q4 increased by 122% on a Y-o-Y basis and Profit after tax increased by 775% on a Y-o-Y basis. Consolidated Revenues for the quarter grew by 6% on Y-o-Y basis.

On a full year basis, Standalone Revenues were higher by 36%, EBITDA grew 112% and Profit after tax increased by 138% compared to FY 2023.

Key highlights of our performance during FY24 include the robust performance of the domestic business as indicated by strong double-digit growth in revenues and profitability on a standalone basis. Secondly, securing of prestigious contracts, exemplified by projects like the Ayodhya Smart City and Taloja Smart City. These developments underscore our commitment to pioneering advanced technological solutions in urban development, which combined with continued momentum in contract renewals has reinstated the buoyant outlook for the business.”

# Key Business Developments

A Boston-based bank, part of a Spanish group, has chosen Allied Digital to provide Managed Services for their Bank and Consumer's Field Services Support. The services include on-site dedicated resources, dispatch to branches, Walk-up Support (Tech Bar), and Kiosk support, enhancing user experience.

A Denver-based subsidiary of BP America, focused on oil and natural gas exploration and production in Texas and Louisiana, has partnered with Allied Digital. The collaboration aims to streamline production technology support for PCs, laptops, ruggedized handhelds, IoT devices, and SCADA endpoints. Allied Digital is also executing a technology refresh project in the first three months to upgrade devices and software.

A global infrastructure firm headquartered in Dallas, Texas, specializing in design, engineering, construction, and management services, has selected Allied Digital to provide Managed Services for 20,000 end users in the Asia Pacific region across 17 countries. The services include deskside support, smart hands support, on-demand dispatch, and asset management.

# Key Business Developments

A leading wind turbine manufacturer headquartered in Aurich, Germany, has partnered with Allied Digital to streamline IT operations in their German production facilities. The services include factory IT support, corporate IT support, and remote support for all European offices.

In February 2024, ADSL received a Letter of Intent for the Taloja Smart Industrial City Solution contract in Navi Mumbai. This groundbreaking initiative will unfold over an 18-month implementation phase, followed by a 60-month Operations and Maintenance period. The project's scope involves establishing an Integrated Command & Control Centre (ICCC) at both the Corporation's Head office and the Industrial Township. The ICCC software will seamlessly integrate with a Cloud-based Data Center/Disaster Recovery system. Furthermore, the project encompasses the deployment of a cutting-edge CCTV-based Surveillance System to bolster security and monitoring capabilities.

In January 2024, was selected as a Master System Integrator (MSI) for the Integration of CCTV Surveillance with Existing ITMS Control Room for the Ayodhya Smart City Project. This project entails the establishment of a multi-location CCTV surveillance system. The capital expenditure (CAPEX) and implementation phase is anticipated to last three months, followed by a five-year operational and maintenance (O&M) phase.

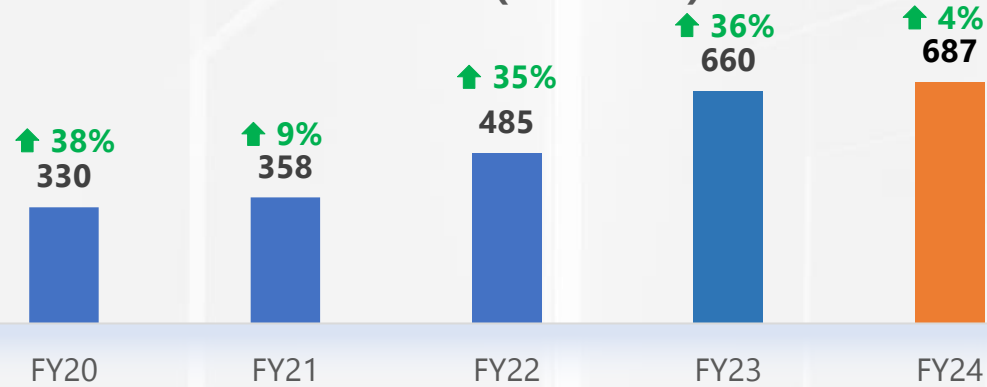


# Historical Financial Overview

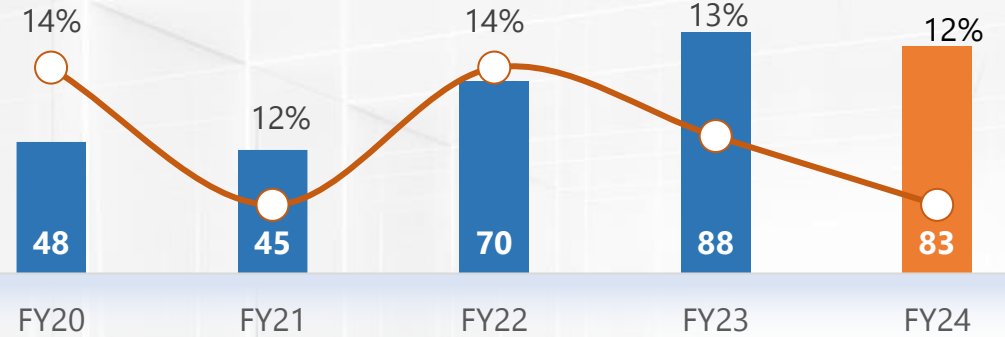


# Historical Financial Performance (Consolidated)

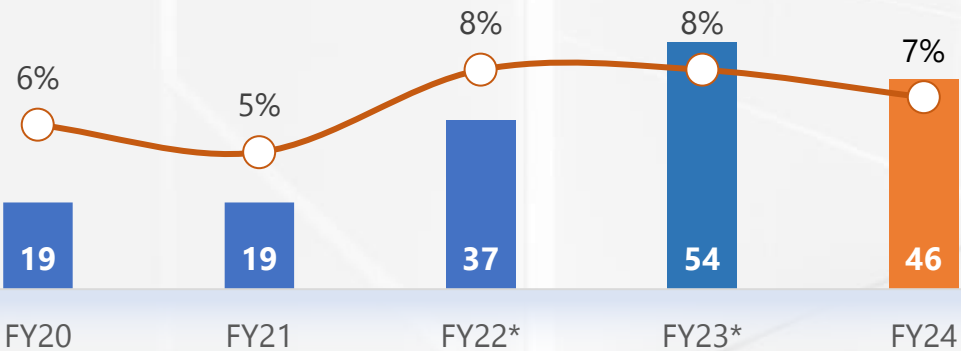
Revenue (Rs. Crore)



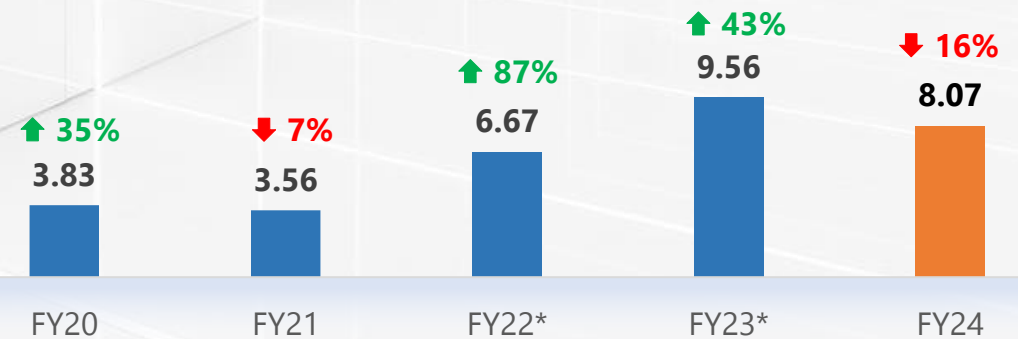
EBITDA (Rs. Crore) Margin (%)



PAT (Rs. Crore) Margin (%)



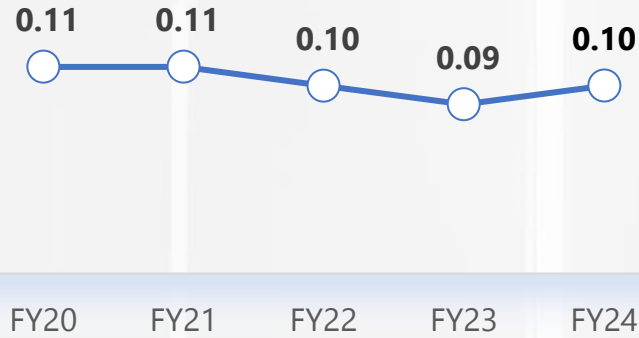
EPS (In Rs.)



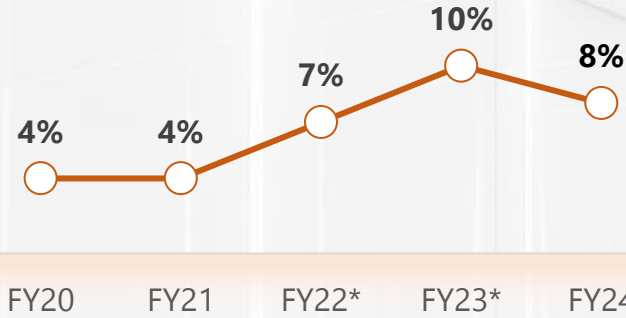
\* Exclusive of exceptional income from FY22 & loss from discontinued operations from FY23

# Key Financial Ratios

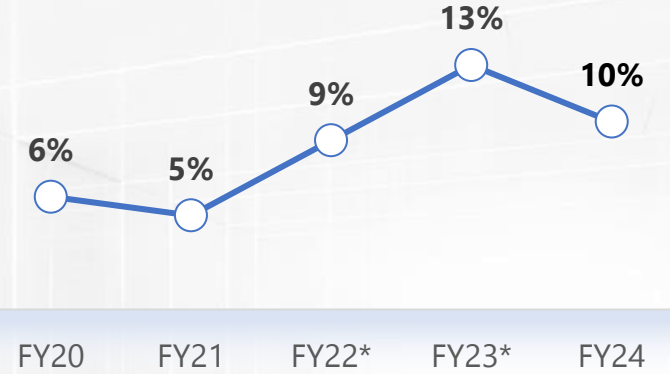
### Debt to Equity (x)



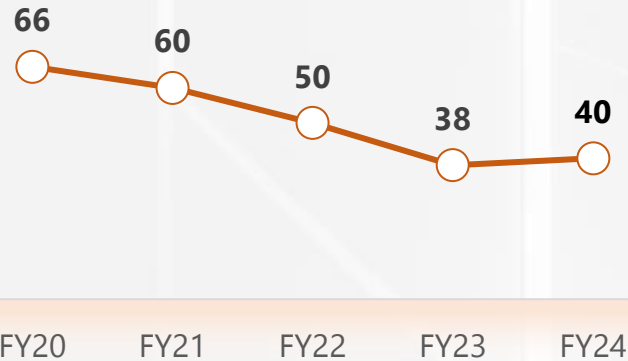
### Return on Net worth (%)



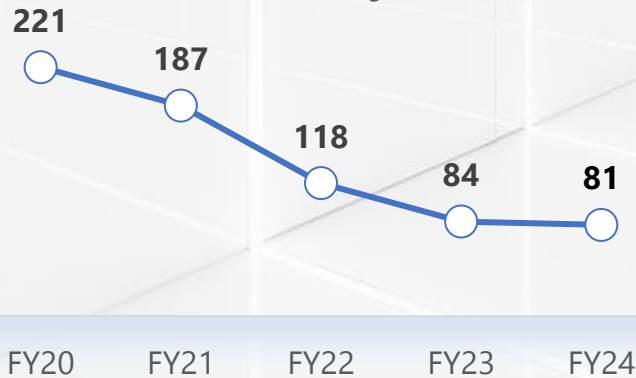
### ROCE (%)



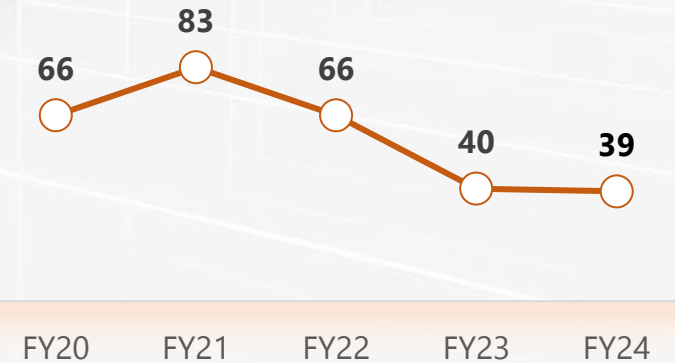
### Inventory Days (#)



### Debtor Days (#)

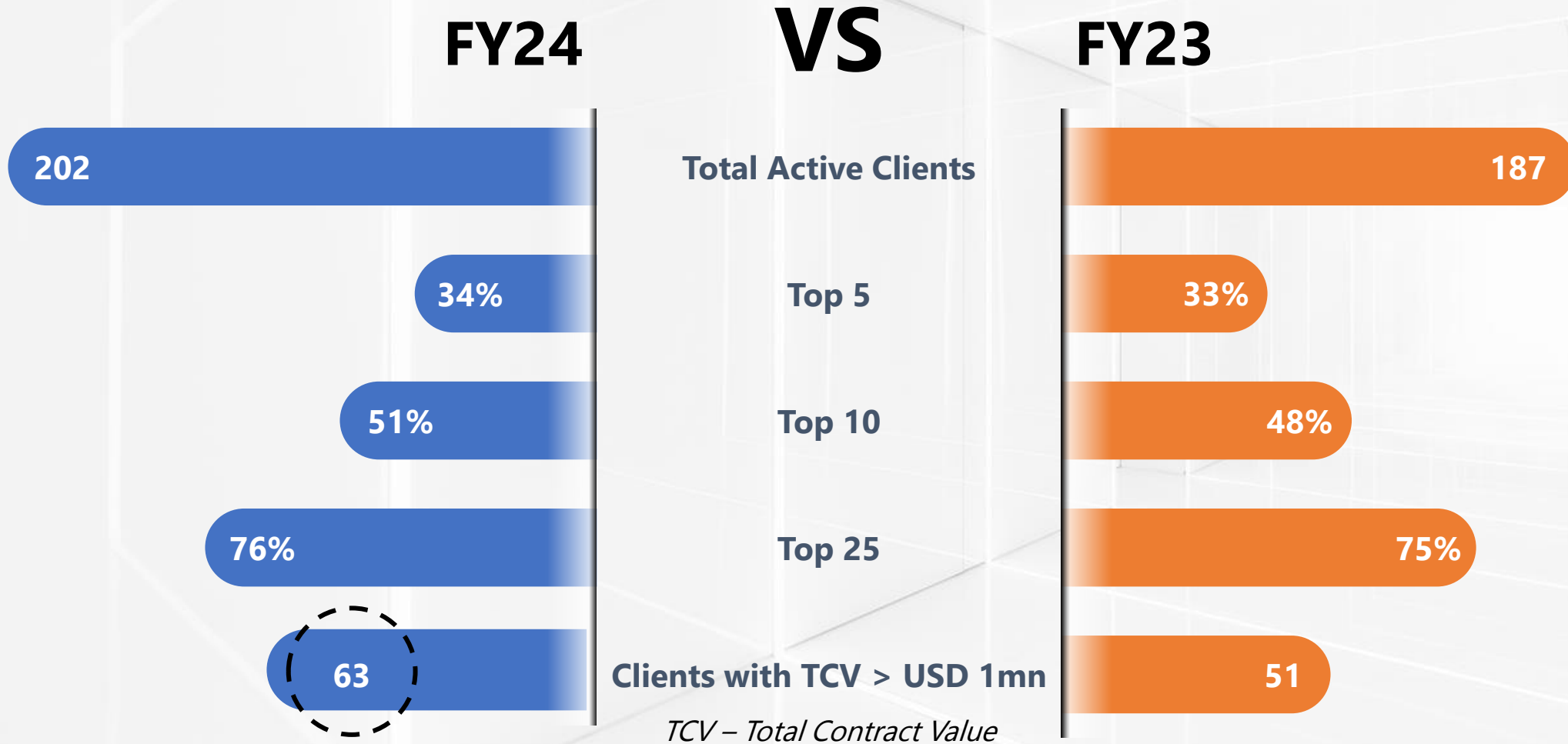


### Creditor Days (#)



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

# Client Base



Note: Consolidated Figures

Mainframe  
Era

*Inside the*

Distributed  
Computing

Cloud  
Computing

#GoBeyond

# Awards & Accolades

Networking

Information  
Security

*Inside of Seepz Office*

# Certification for Great Place to Work

## Great people make Great workplaces !

It's official !



ALLIED DIGITAL  
is now a

Great  
Place  
To  
Work<sup>®</sup>

Certified  
NOV 2023 – NOV 2024  
INDIA

We are thrilled to announce a significant milestone in our journey towards excellence.

Allied Digital has officially been recognized as a Great Place To Work Certified organization!

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

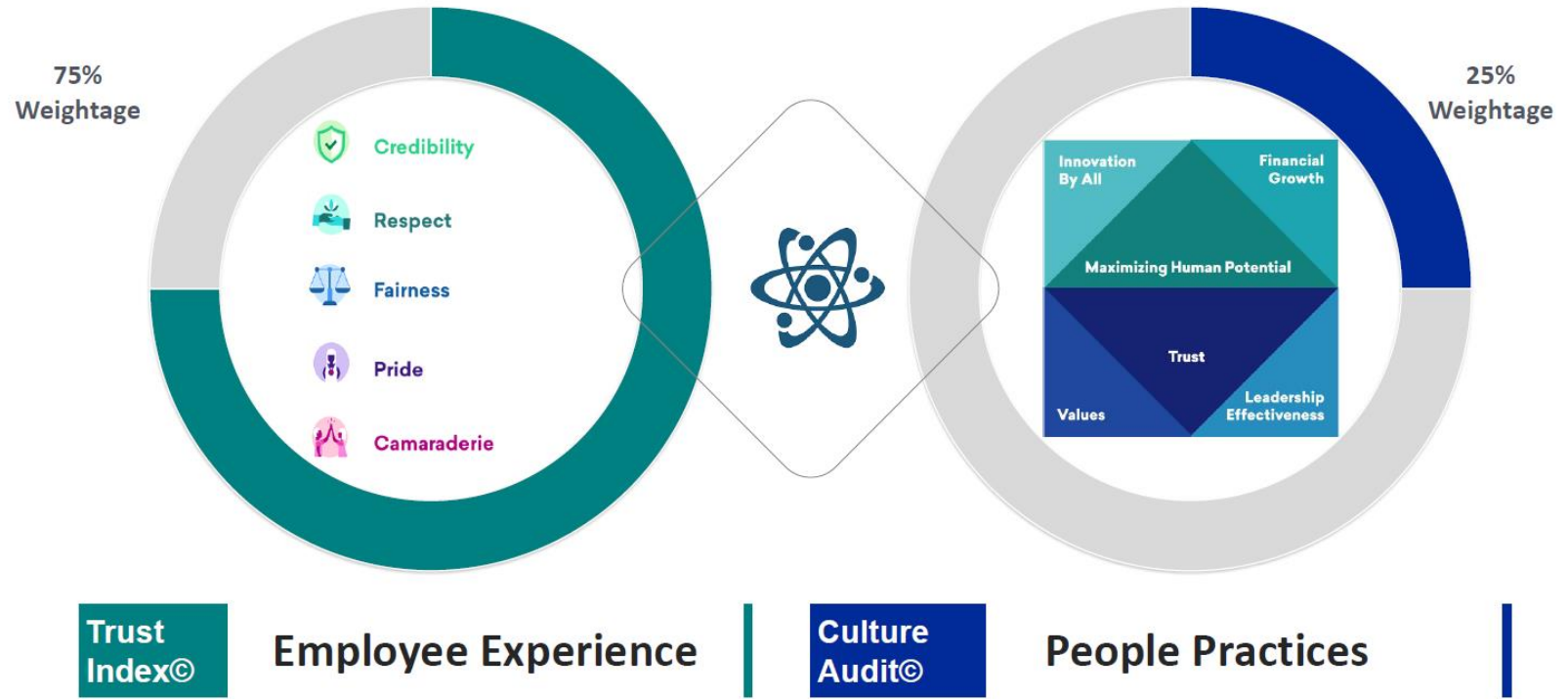
# Certification for Great Place to Work ..2



## Great Place to Work<sup>®</sup> Methodology

Great Place To Work.

Weightages on Employee Experience and People Practices will determine the ranking



# Awards and Recognitions



And many more...

# Awards and Recognitions

**India's  
Greatest  
Leaders 2023-  
2024**

by URS Asia  
One



**Most Promising  
Business  
Leader of Asia  
2023-24**

by Times Now



**Greatest  
Sustainability  
Brand in IT,  
2023**  
by AsiaOne



**SME Inspire  
Awards  
2023**

By NASSCOM



**Best ESG Initiative  
to Improve  
Communities/  
Cities, 2023**  
by Transformance

**Maharashtra  
State's Best  
Employer Brands,  
2023**  
by  
World HRD  
Congress



*And many more....*



# Awards and Accolades



Nitin Shah, CMD of Allied Digital, was recognized as one of India's Greatest Leaders for 2023-2024 by URS Asia One. Nehal Shah, Executive Director of Allied Digital, accepted the award on his behalf at the prestigious ceremony held in March 2024 at the Taj Lands End Hotel in Mumbai.



Nehal Shah, Executive Director of Allied Digital, was honored as the "Times Now Most Promising Business Leader of Asia 2023-24" at the Asian Business Leaders Conclave 2024. The award, presented by Sanjay Bhattacharyya, former Secretary to the Ministry of External Affairs, highlights Nehal's exemplary leadership. The ceremony took place on March 20, 2024, at the Taj Lands End in Mumbai, recognizing Allied Digital's leadership alongside major Indian corporations.



# OUR JOURNEY THROUGH THE YEARS



# Annexures

# 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**  
Whole Time 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.



**Milind Kamat**  
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**  
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**  
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**  
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.

# Board of Directors



**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, Cag Gemini, and Infosys.



**Dhara Shah Bhansali**  
Chief Marketing Officer

- Dhara holds a B.E. in Computer Science from Mumbai University, a PGD in Marketing Management, and a Data Analytics course from Columbia University. With over 10 years of experience, she excels in content writing, branding, marketing, communications, digital marketing, PR, and partner management
- She's passionate about technology, particularly in Data, Machine Learning, and AI, and actively volunteers with non-profits for women's empowerment and community support.



**Rohan Shah**  
Vice President -BD

- 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



**Fredrick 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



**CS Khyati Shah**  
Company Secretary and  
Compliance Officer

- She has over 13 years of experience in Company Secretarial & Compliance Functions, with a strong background in managing board and shareholder meetings for large, listed companies and proficiency in SEBI regulations and corporate governance matters.
- She is skilled in handling corporate actions such as preferential allotment, private placement of shares and debentures, rights and bonus issues, and compliances for mergers and takeovers.

# 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 Life Cycle

Attraction

Onboarding

Development

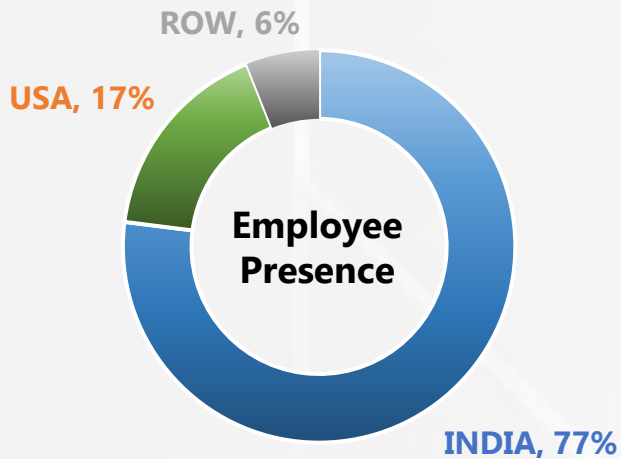
Separation



Recruitment

Enablement

Retention



# Environment, Social and Governance (ESG)

## 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



# Corporate Social Responsibility



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



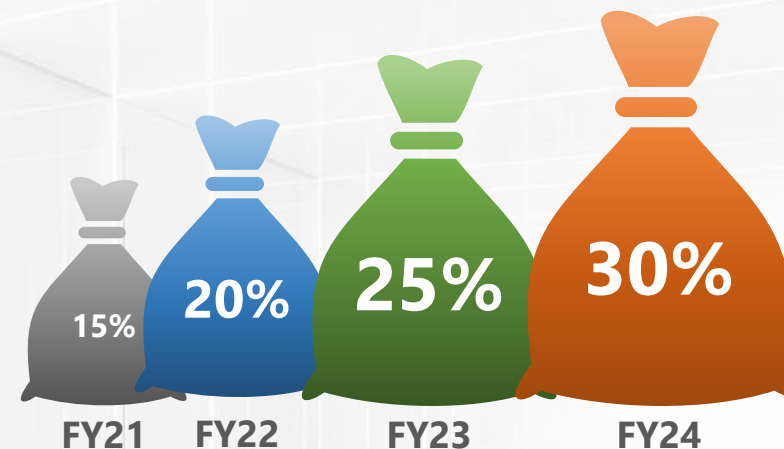
# Capital Market Statistics

## Price Data (as on 24th May 2024)

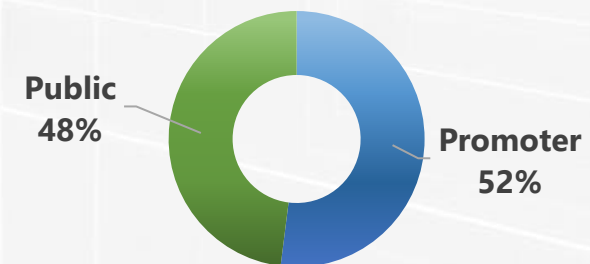
Face Value	5.0
Market Price	151.3
52 Week H/L	191.9 / 84.8
Market Cap (INR Cr)	836.3
EPS (TTM)	8.07
P/E Ratio	18.75
Equity Shares Outstanding (Cr)	5.5
1 Year Avg. Daily Trading Volume ('000)	762.5
1 Year Avg. Daily Net Turnover (Cr)	9.9

\* From Continued Operations

## Dividend Payout



## Shareholding



# 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

## Recognized



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

## Stakeholder Focused



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

# 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.

# 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:

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**Allied Digital Services Ltd**

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✉ investors@allieddigital.net | cs@allieddigital.net

**Mayank Vaswani | Mit Shah**  
**CDR India**

+91 98209 40953 | 99201 68314 ☎

mayank@cdr-india.com | mit@cdr-india.com ✉

The background is a complex, abstract digital pattern. It features a dense network of glowing orange and yellow lines that resemble circuit traces or data paths, set against a dark blue background. Interspersed among these lines are numerous small, colorful dots in shades of blue, green, purple, and white, creating a vibrant, multi-colored effect. The overall composition is dynamic and futuristic, suggesting a high-tech or digital theme.

**Thank You**