

A Global IT Transformation Architect.™



Date: November 08, 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 November 08, 2023

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

We are enclosing herewith the Investor Presentation of the Company for the quarter and half year ended September 30, 2023.

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

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 | CIN - L72200MH1995PLC085488

99%
SERVICE
COVERAGE

39
YEARS

70+
COUNTRIES



Investors Presentation

Sep 2023

www.allieddigital.net

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



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 megaforges 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, Honestly 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 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



- 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)



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



ADiTaaS
CONQUERING COMPLEXITY

Welcome back!

Please sign in to continue


Username

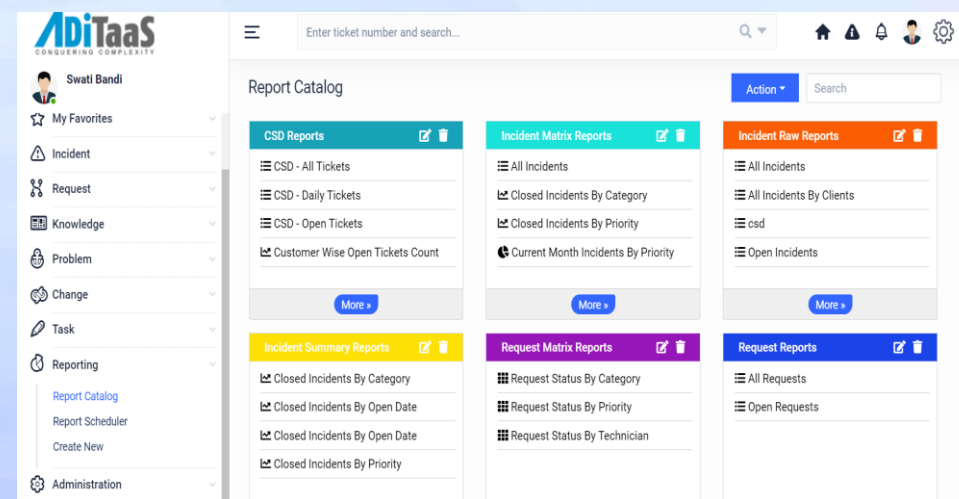
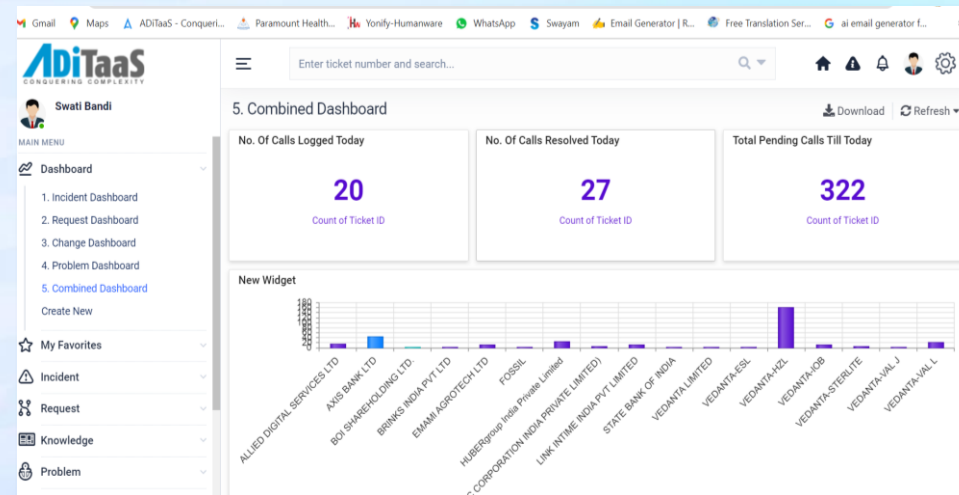
Password

Remember me [Forgot Password?](#)

Sign In

log in with

 Microsoft



Report Catalog

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
	Open Incidents
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

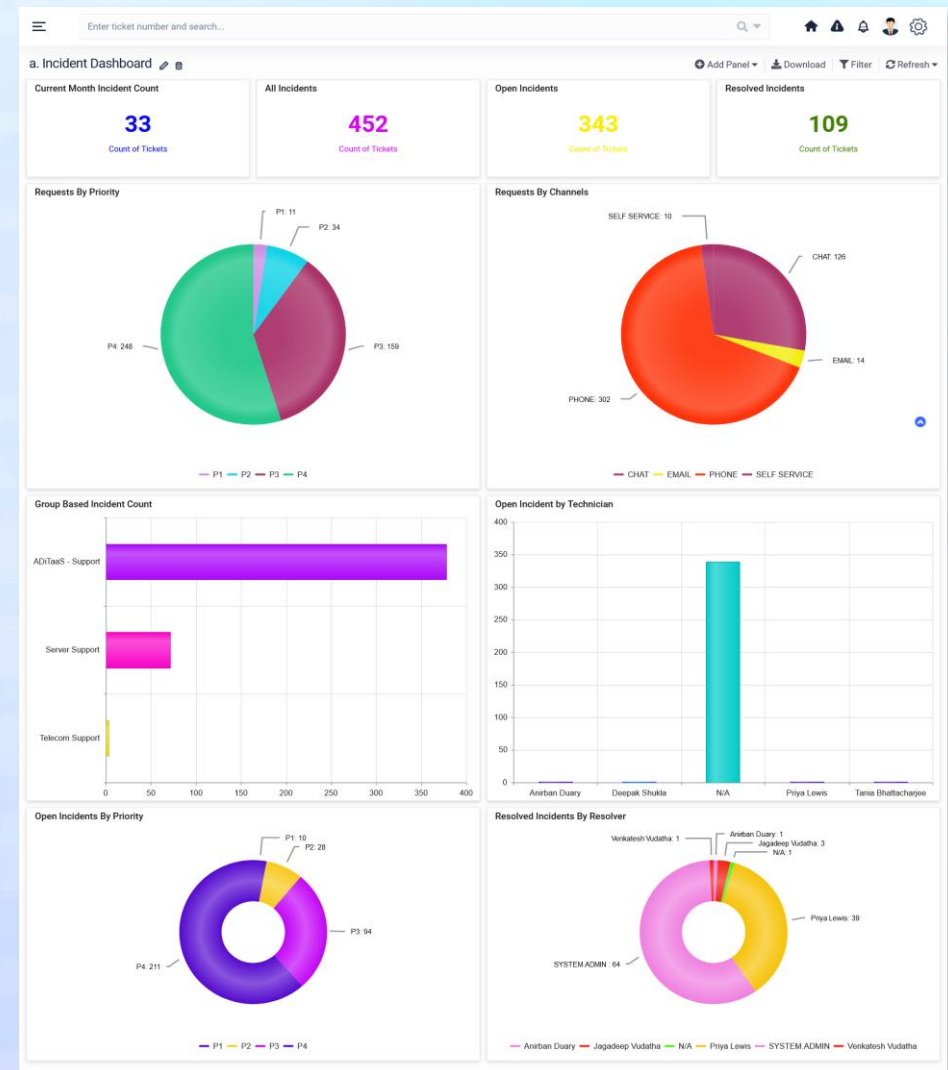
ADiTaaS Desktop Interface

Enter ticket number and search...

My Group Work

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



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

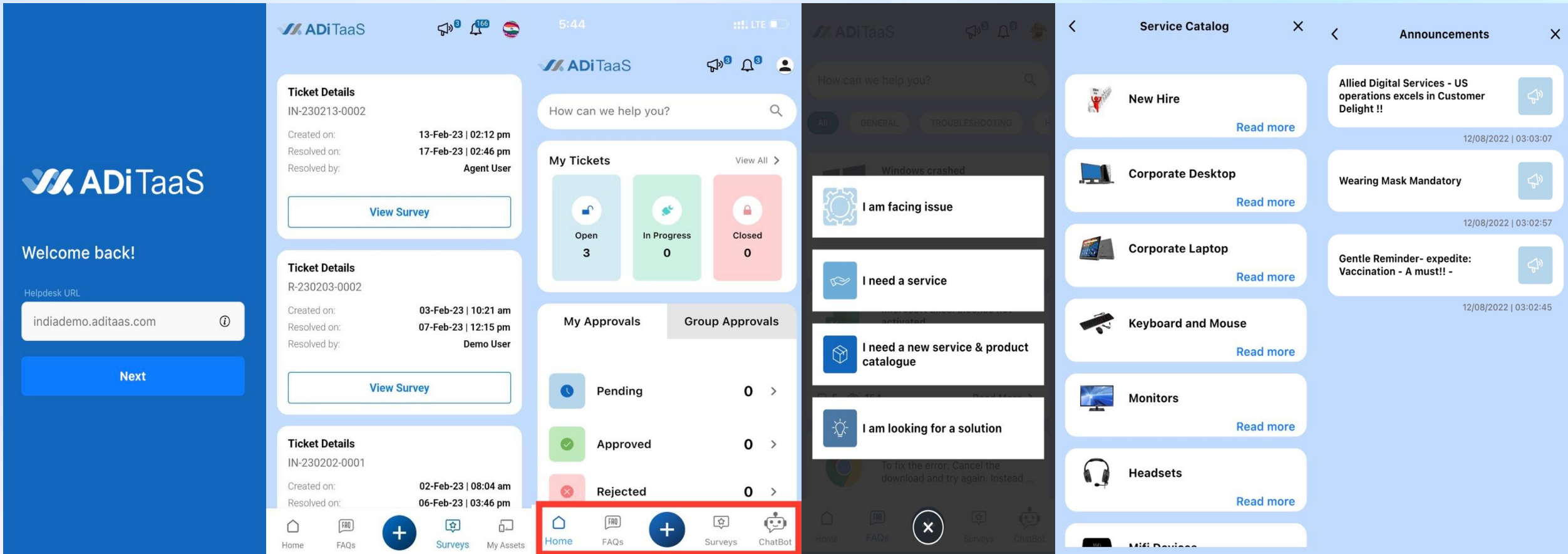
Submitted By: ADiTaaS Self

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	Description	Status	Assignment Group	Category	Sub Category	Item
IN-221129-0001	Monitor Services	Monitor Services	OPEN	ADiTaaS - Support	Account Management	Active Directory	Pas
R-221110-0001	Monitor Services	Monitor Services	OPEN	ADiTaaS - Support	Account Management	Active Directory	Pas
IN-221110-0001	Monitor Services	Monitor Services	OPEN	ADiTaaS - Support	Account Management	Active Directory	Pas
IN-221110-0001	Monitor Services	Monitor Services	OPEN	ADiTaaS - Support	Account Management	Active Directory	Pas
IN-220923-0001	Monitor Services	Monitor Services	OPEN	ADiTaaS - Support	Account Management	Active Directory	Pas
IN-220923-0001	Monitor Services	Monitor Services	OPEN	ADiTaaS - Support	Account Management	Active Directory	Pas
IN-220914-0001	Monitor Services	Monitor Services	OPEN	ADiTaaS - Support	Account Management	Active Directory	Pas
R-220830-0001	Password Reset	Password Reset	OPEN	ADiTaaS - Support	Account Management	Active Directory	Pas

ADiTaaS Mobile Interface



The screenshots illustrate the ADiTaaS mobile interface, showing a sidebar with the ADiTaaS logo and 'Welcome back!' message, a 'Helpdesk URL' field with 'indiademo.aditaas.com', and a 'Next' button. The main content area displays 'Ticket Details' for three tickets, 'My Tickets' with a search bar and a summary of Open (3), In Progress (0), and Closed (0) tickets, 'My Approvals' with a summary of Pending (0), Approved (0), and Rejected (0) items, and a 'Service Catalog' listing various services like 'New Hire', 'Corporate Desktop', 'Corporate Laptop', 'Keyboard and Mouse', 'Monitors', and 'Headsets'. A right-side 'Announcements' panel is also visible.

Industries We Serve



Client Names On Request

Geographical Presence



Great people make Great workplaces !

It's official !

ALLIED DIGITAL
is now a

Great
Place
To
Work.®

Certified

NOV 2023 – NOV 2024

INDIA

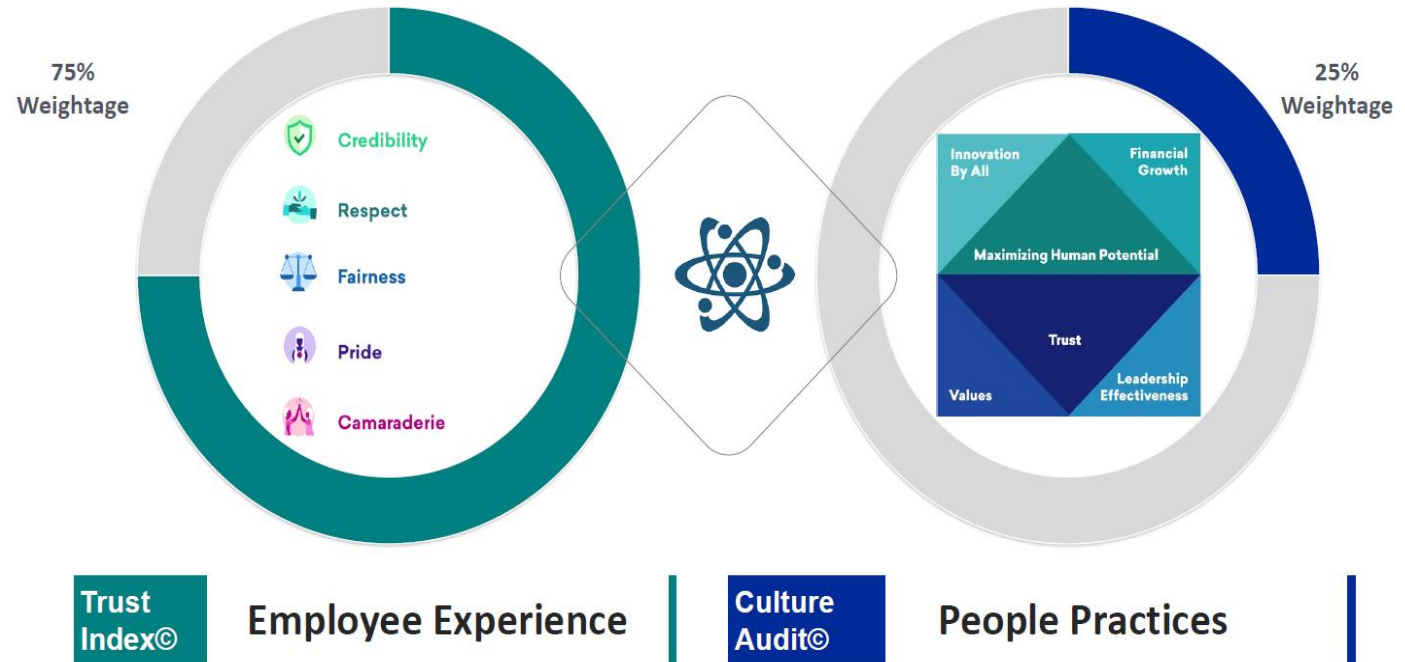
We are thrilled to announce a significant milestone in our journey towards excellence.

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

www.allieddigital.net

Great Place to Work® Methodology

Weightages on Employee Experience and People Practices will determine the ranking



Awards and Recognitions



Awards and Recognitions



Award for Talent Management
by World HRD Congress, 2023



Greatest Sustainability Brand in IT, 2023
by Asia One



IT as Service Award 2023
by MSP India Summit



SME Inspire Awards 2023
By NASSCOM



Most Innovative AI Solution 2023
by Techindia Transformation Awards



Inspiring Achievers Award, Istanbul 2022
to CMD Nitin Shah

Awards and Accolades



- Allied Digital takes pride in being featured in the post-event Souvenir booklet of the esteemed 19th Indo-American Corporate Excellence Awards 2023, hosted by the Indo-American Chamber of Commerce (IACC) on September 22, 2023, at the Hotel Taj Lands End in Bandra, Mumbai.
- Allied Digital is honored to be recognized as one of Maharashtra State's Best Employer Brands by the World HRD Congress. The award was received at a ceremony at the Taj Lands End in Bandra, Mumbai, on July 13, 2023, highlighting our commitment to creating a workplace that fosters growth, creativity, and employee well-being.
- Allied Digital clinched the award in the category "IT as a service" at the MSP India Summit 2023 held at Novotel Aerocity, New Delhi, on July 7, 2023.
- The MSP India Summit 2023 provided a platform for thought leadership on emerging technologies, trends, and skillsets, enabling MSPs to scale up their services. The event facilitated networking opportunities for vendors and MSPs, fostering meaningful connections.
- Allied Digital has been recognized as the 'Greatest Sustainability Brand in IT' by Asia One at an awards ceremony at JW Marriott Marquis Hotel, Business Bay, Dubai, on July 10th, 2023. This achievement underscores our dedication to making a positive impact on the environment and society.

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
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
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.

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.



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



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



Lucknow Safe City Project

Client

- The Ministry of Women and Child Development in collaboration with the Ministry of Home Affairs has launched Safe City projects in eight (8) pilot cities to promote safety and security of women. Lucknow is one of them.
- The Empowered Committee of Officers under Nirbhaya Funds Scheme, under the Chairmanship of Secretary, Women and Child Development Ministry, has approved this initiative for Lucknow.
- The implementation of the Safe City Project in Lucknow, the capital of Uttar Pradesh, is a Centrally Sponsored Scheme with 60:40 cost sharing between Government of India and Government of Uttar Pradesh.

Challenges

- One of its kind project in the country. Hence focus of UP Govt. to replicate it at other cities and towns of UP.
- 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.
- Managing Local Corporators and explaining the importance and benefits of the implementation.
- Integration of various applications like Video analytics, GIS and other Lucknow Police applications such as UP 112, WPL 1090, Drishti, Mobile surveillance vehicles, Pink Posts, etc.

Scope

- Installation of 1000 IP cameras Across Lucknow City
- 256 Mobile Devices for Tracking Police vehicles and Pink outposts.
- 165 Bus Safety Equipment – Cameras and Panic Switch and real time recording in MNVR.
- 5 Drones for Aerial Surveillance
- Command and Control Centre for real-time situational awareness & response
- Digital backbone provided by Reliance JIO.
- 200 junctions for surveillance monitoring as well as Data Analytics.
- End-to-End IT infrastructure Setup by Allied Digital Team
- Proposed 45 Different Analytics

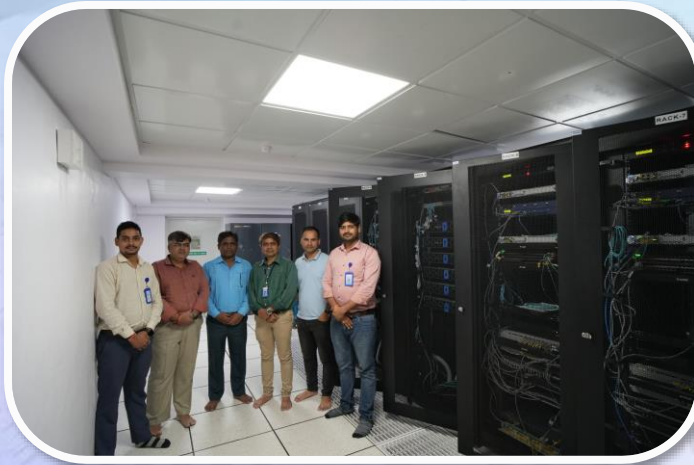
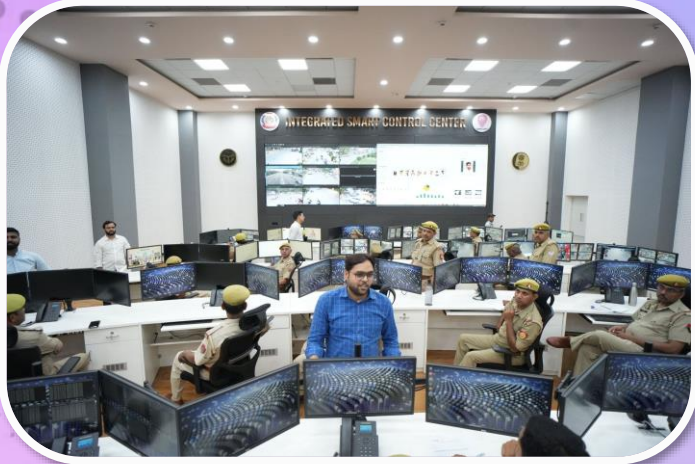
Solution

- 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
- Optical Fibre based Fully Redundant N/W Backbone up to Camera Poles
- 100% Terrestrial Wired Network
- integration with the existing system like Smart City, Drishti Cameras, Jio Cameras, WPL1090, UP112, Existing Mobile Surveillance Vehicle, Pink Outpost, Pink Toilets, Pink Buses and Asha Jyoti Kendra.

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.
- Enable faster and efficient decision support and ensure preventive security mechanism.

Lucknow Safe City Project



Actual Site Pictures

Solapur Smart City Project - SCDCL

Client

- The Ministry of Housing and Urban Affairs [MoHUA] has launched Smart City projects in Hundred (100) cities to promote safety, security and Integration of e-Governance services for the benefit of citizens.
- Stake holders: Solapur City Development Corporation Limited (SCDCL), Solapur Municipal Corporation (SMC), Solapur City Police Department headed by Commissioner of Police and Allied Digital – Master Systems Integrator
- Solapur Smart City achieved Zonal Smart City Award (West Zone) in India Smart Cities Conclave 2023

Challenges

- One of the last few project in the country of Smart City Mission. Hence focus of MoHUA to successfully complete at earliest.
- 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.
- Managing Local Corporators and explaining the importance and benefits of the implementation.
- Coordinating with various stakeholders for Integration of various applications like Video analytics, GIS and other Solapur City e-Governance initiatives, Water SCADA, Street Light, FRS, Solid Waste Management.

Scope

- Installation of 331 IP cameras across Solapur City [222 Bullet cameras and 109 PTZ cameras]
- 15 Public Address (PA) and 23 Emergency Panic Button (EPB).
- Integrated Command and Control Centre for real-time situational awareness & response
- Digital backbone provided by own Fiber network.
- 130 junctions for surveillance monitoring as well as Data Analytics.
- End-to-End IT infrastructure Setup by Allied Digital Team
- Proposed 9 Different Analytics with 100 VA licenses

Solution

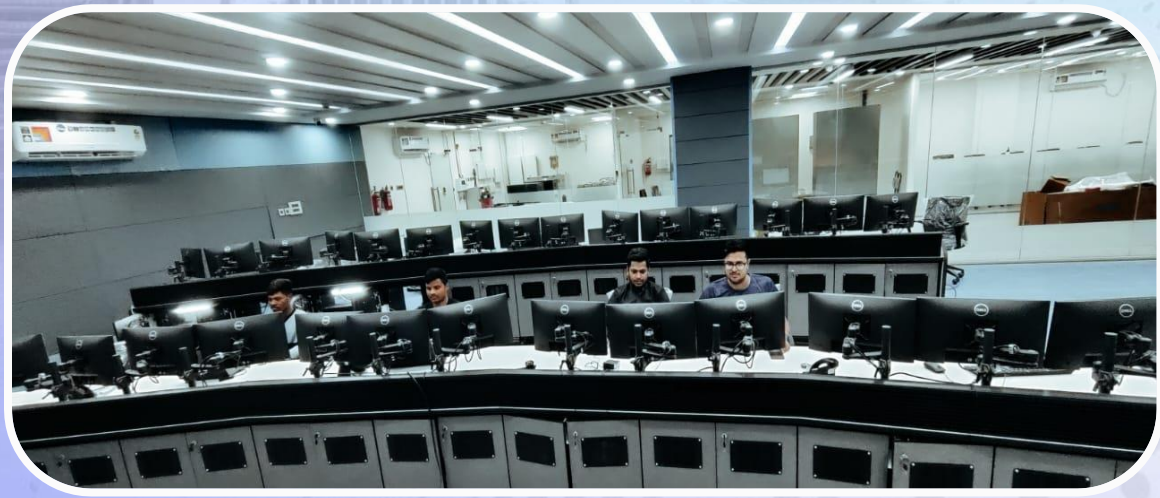
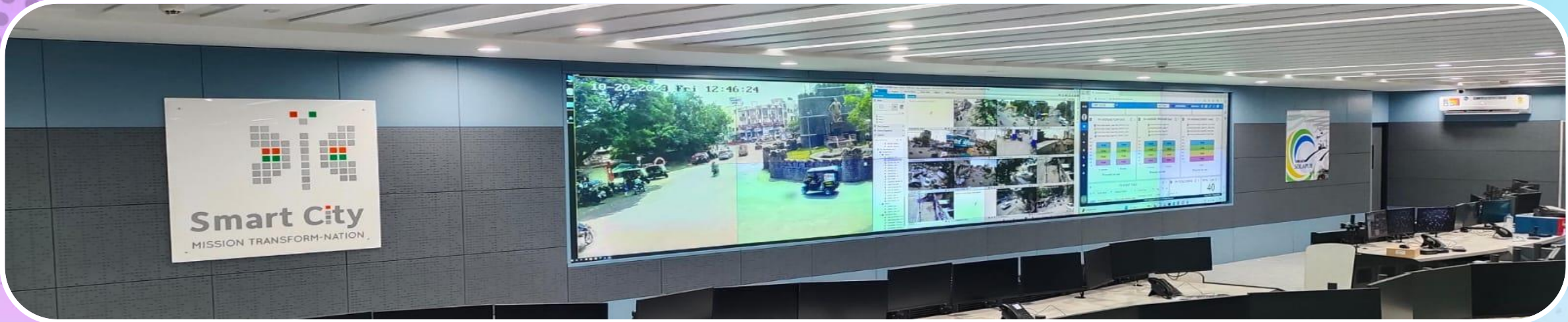
- System Design based on Best of Breed Products and Solutions from leading OEMs
- High performance, High Availability & Resilient Design solution
- Own OFC network for flexible Bandwidth & Storage utilization
- VMware Virtualization
- Optical Fiber based Fully Redundant N/W Backbone up to Camera Poles
- 100% Wired Network
- Integration of various applications like Video analytics, GIS and other Solapur City e-Governance initiatives, Water SCADA, Street Light, FRS, Solid Waste Management.

Benefits

- Centralized Control Technology with GIS capabilities for Real time tracking and response.
- Detecting, alerting and recording safety violations such as Criminal and Missing person Face Recognition system, various violations 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
- Enable faster and efficient decision support and ensure preventive security mechanism and smart city initiative.



Solapur Smart City Project - SCDCL



Fashion Brand

Client

- \$3.5B Annual Revenue
- 10k+ employees
- 450+ sites in 30 countries
- 5-year client

Challenges

- Setting up Warehousing and Forward Stocking Locations in 27 countries
- Support of legacy Point of Sale systems which were EOL/EOS
- Adherence to stringent SLA for P1 which needed onsite support with 4 hours

Scope

- Workplace Services
 - Retail Store Support and Refresh
 - Smart Hands for DC/Network
 - Deskside Support for HQ and field offices – Factory Floor support
 - Endpoint Management

Solution

- Identified “best of breed” solution providers
- Established 42 Service Centers in 30 Countries
- Federated Governance Model
- Highly Customized ServiceNow
- “Store-In-a-Box” Model
- Built an 24x7 command center

Benefits

- 95% SLA compliance
- ARC/RRC Pricing Model
- Established processes for faster store opening/closing/refreshes

Enablers



Client

- \$5B Annual Revenue
- 13k employees
- 300+ branches in West Coast
- 20+ year client

Challenges

- Constant changes in client IT leadership team due to several M&A activities
- Stringent ITAD processes
- Unpredictable workloads requires flexible staffing

Scope

- Workplace Services
 - Deskside Support
 - Refresh Support
 - Depot & Inventory Management
 - E2E Asset management
 - Data center support
- Staff augmentation for specialized resources
 - Network Engineers
 - Software Engineers

Solution

- Implemented a standardized lifecycle hardware program
- Warehouse, re-supply, and install, maintain, and repair enterprise equipment
- Network engineers provide physical support for data center operations
- Specialized staff certify, package, and modify applications
- Re-imaging, hardware & software deployments

Benefits

- End to End management of hardware replacements
- Long history of consistent SLA attainment
- Established ITAD (IT Asset Disposal) program including internal forms, instructional guides, and presentations

Enablers



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.

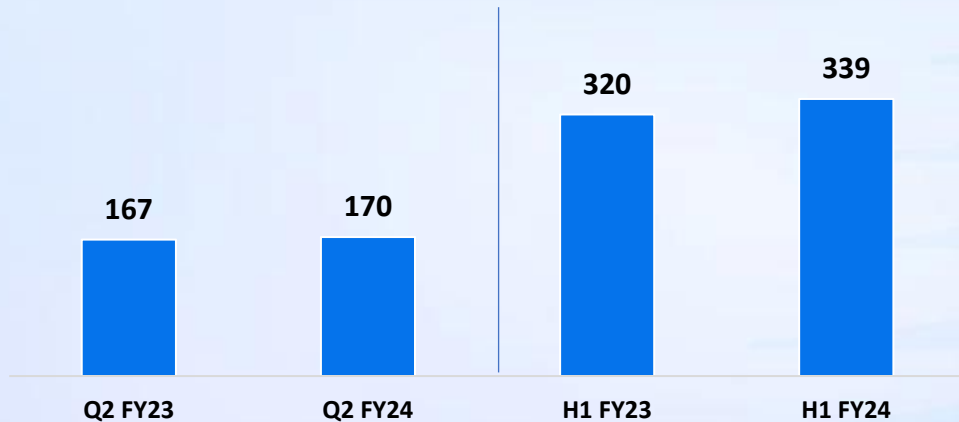
Flexible and Agile, Adaptable to changing circumstances with teams that are empowered to enable quick decision making.

Q2 & H1 FY24 Performance Review

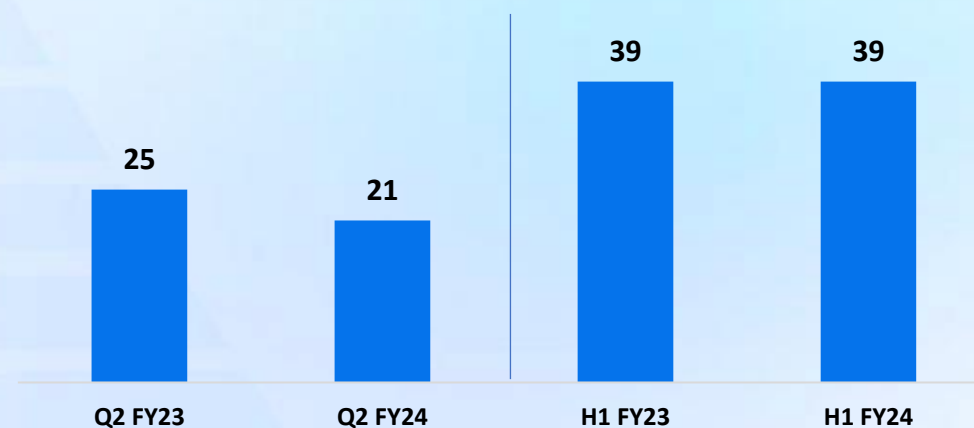


Financial Snapshot

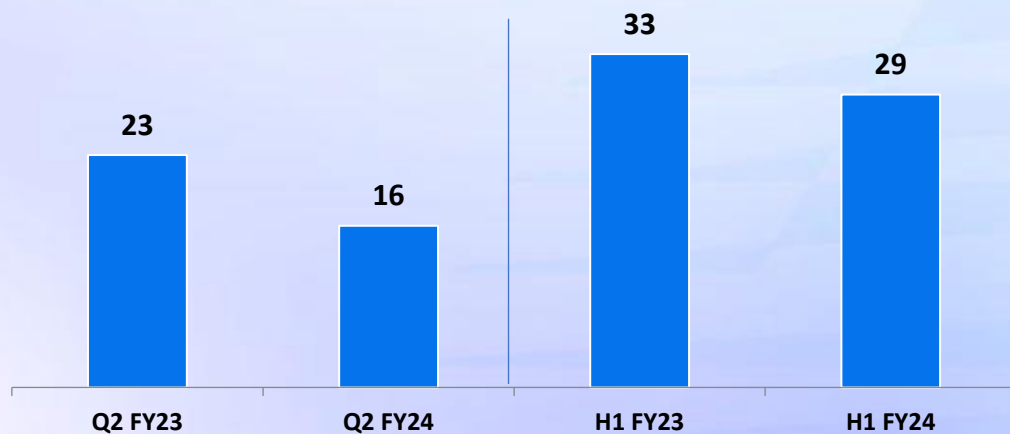
Revenue from Operations



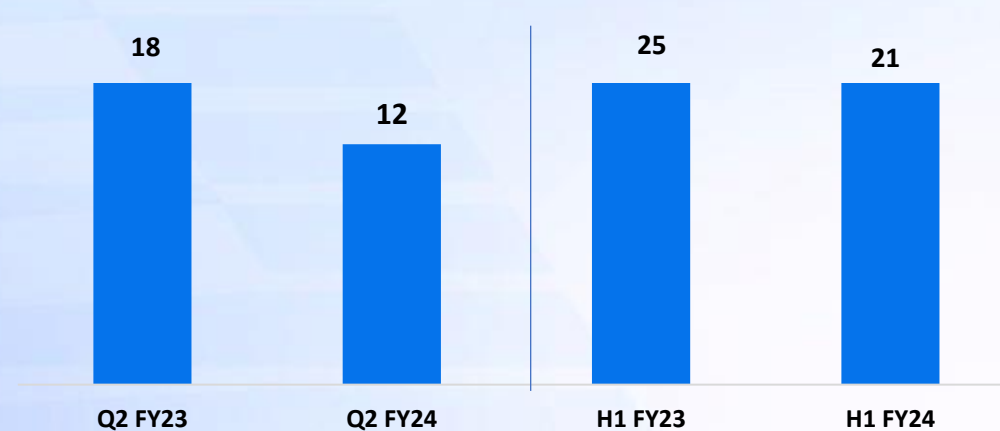
EBITDA



PBT



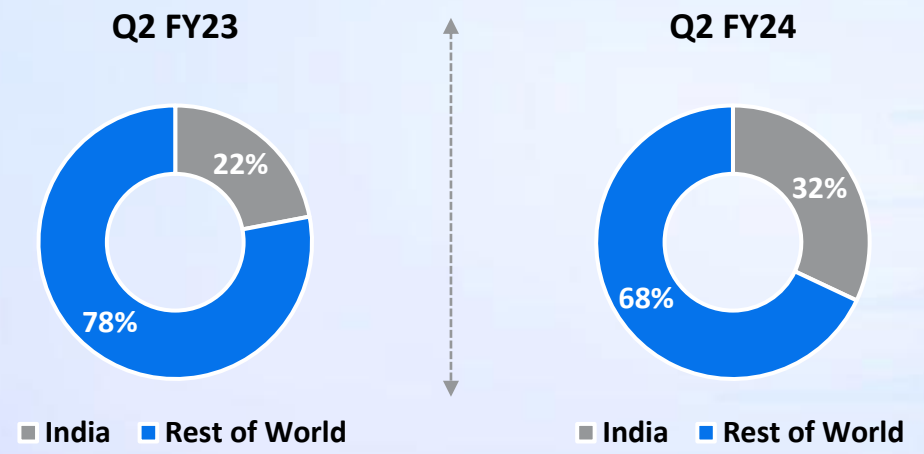
PAT



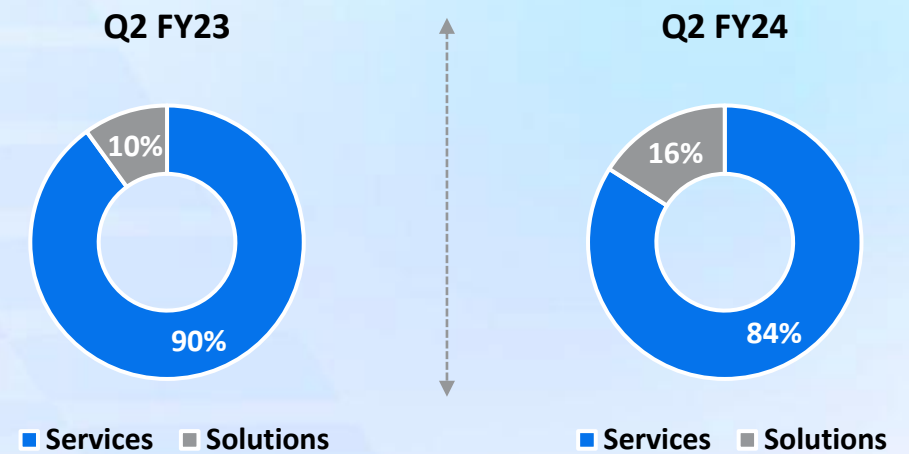
Note: Consolidated Figures
Figures in Crores unless specified otherwise

Q2 FY24 Revenue Breakup

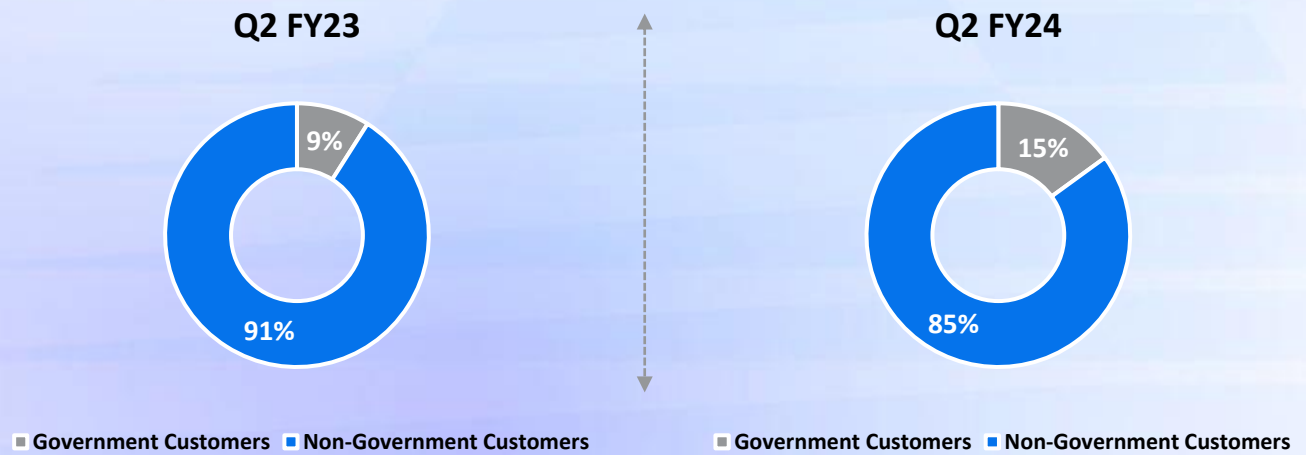
Revenue by Geography



Revenue by Services & Solutions



Revenue by Customer Profile



Note: Consolidated Figures

Profit & Loss Statement

Particulars (Rs. in crore)	Q2 FY24	Q2 FY23	YoY shift	H1 FY24	H1 FY23	YoY shift
Net Revenue from Operations	170	167	2%	339	320	6%
Total Operating Expenditure	150	142	6%	301	280	7%
EBITDA	21	26	-20%	38	39	-3%
EBITDA margin (%)	12%	15%	-300 BPS	11%	12%	-100 BPS
Finance Costs	1	1	17%	3	2	35%
Depreciation and Amortization	4	4	1%	8	8	-1%
Other Income	0	3	-89%	0	4	-89%
Profit before tax	16	23	-33%	28	33	-16%
Tax Expenses	4	5	-24%	8	8	-4%
Profit after tax	11	18	-35%	20	25	-20%
PAT margin (%)	7%	10%	-300 bps	6%	8%	-200 bps
Basic EPS	2.09	1.56		3.65	4.60	
Diluted EPS	2.03	1.52		3.55	4.43	

Balance Sheet

Particulars (Rs. in crore)	As on 30th Sept, 2023	As on 30th Sept, 2022
Assets		
Non-Current Assets	312	298
Inventory	44	39
Receivables	134	208
Other Current Assets	229	192
Total Current Assets	408	440
Total Assets	720	738
Liabilities		
Shareholders' Funds	594	590
Long term borrowings	2	3
Other Non-Current Liabilities	10	25
Total Non-Current Liabilities	606	619
Payables		
Short Term Borrowings	41	41
Other Current Liabilities	72	78
Current Liabilities	114	119

Key Business Developments

- Allied Digital Services Limited has successfully secured a contract from Adani Wilmar Limited, a prominent packaged food FMCG company in India and a key unit of a diversified business conglomerate spanning various industries. Under this agreement, Allied Digital will deliver Business services, Infrastructure Management and Operation Management services. The focus is on improving infrastructure deployment and governance, ensuring seamless IT services for the client. The scope encompasses the design of solutions that address both current and long-term IT infrastructure and business requirements.
- ADSL has secured a multi-year contract from Coromandel International. This is a comprehensive three-year multi-services managed contract envisages Datacentre Support Services for critical infrastructure, Workplace Management Services and support for Corporate Offices and Plants across various locations throughout India. Additionally, this contract encompasses the management of 750 retail stores/outlets nationwide.
- ADSL has secured a multi-year contract from SBI Life Insurance. The agreement involves the provision of 24x7 IT Managed Services to support critical infrastructure and applications. This life insurance company is a joint venture between India's largest bank and a prominent French financial institution, serving as the life and property & casualty insurance arm of one of



Key Business Developments

- A contract from a leading commercial real estate firm in North America, based in Dallas, focused solely on retail services with over 25 offices across North America and select global markets. Along with its partners, ADSL has inked a 3-year deal to deliver comprehensive IT Managed Services. This encompasses Azure Cloud, Office 365, Network Management, Backup Management, Cybersecurity, and End-user Computing, including Endpoint Management and Service Desk support.
- A contract from a franchising management and real estate company, serving as the parent company for brands like Anytime Fitness, The Bar Method, Basecamp Fitness and Waxing the City. In collaboration with its partner Presidio, Allied Digital has secured a 3-year contract to deliver Remote Infrastructure Management Services for Self Esteem Brands. This involves supporting their essential data center technologies, including VMWare, Microsoft, Palo Alto Networks, Juniper, HP and Nimble.
- A contract from the parent company for renowned sports equipment and apparel brands such as Bauer, Easton.com, Cascade Lacrosse and Maverik Lacrosse. In partnership with delivery partner Presidio, Allied Digital has entered into a 3-year agreement to furnish Endpoint Management Services for Peak Achievement. This involves patching and supporting their End-user Computing Devices.





Mr. Nitin D. Shah

**Chairman & Managing
Director**

“

"Amidst a volatile external environment, we are pleased to report a steady performance in the second quarter of FY24. Revenues were Rs. 170 crore, higher by 1% on a Q-o-Q basis. EBITDA in Q2 was Rs. 21 crore, an increase of 17% on a Q-o-Q basis. We reported Rs. 12 crore in Profit after tax, an increase of 36% on a Q-o-Q basis.

Our robust order booking pipeline ensures our ability to execute within stipulated timeframes. Maintaining a healthy balance sheet, our India operations remain largely debt-free. I am pleased to share a significant achievement – the receipt of the 'Great Place to Work' certification, underscoring our commitment to fostering a conducive work environment.

We continue to make progress on strategic imperatives underpinning the holistic transformation program at Allied Digital.

Even as potential customers are exhibiting greater caution and elongated evaluation cycles in light of a highly dynamic geo-political and business backdrop, we remain confident that the pipeline of business offers abundant opportunity for us to pursue our growth plans enabling us to create value for stakeholders."

Financial Overview



Historical Profit & Loss Statement

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

Consolidated Figures

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Key Financial Ratios

Particulars (Rs. crore)	FY2019	FY2020	FY2021	FY2022*	FY2023#
<i>EBITDA margin (%)</i>	16%	14%	12%	14%	13%
<i>PAT Margin (%)</i>	4%	6%	5%	8%	8%
Debt to Equity	0.15	0.11	0.11	0.08	0.06
<i>Return on Net worth (%)</i>	3%	4%	4%	7%	10%
<i>Return on Capital Employed (%)</i>	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

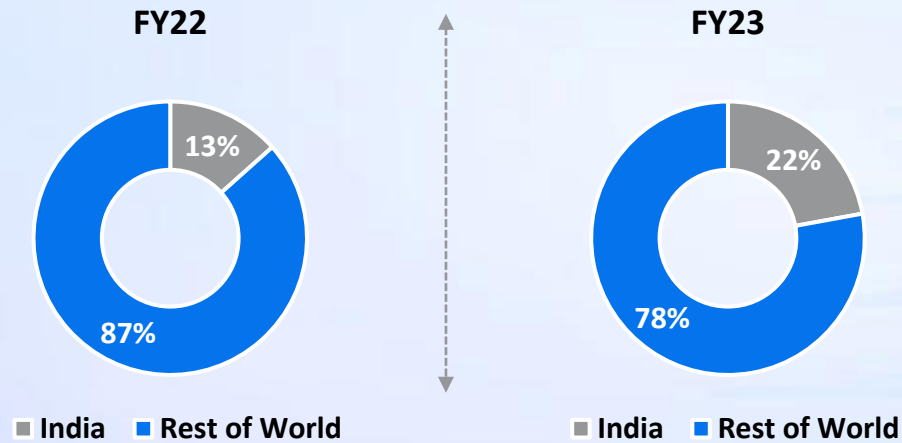
Note: Consolidated Figures

* Exclusive of exceptional items

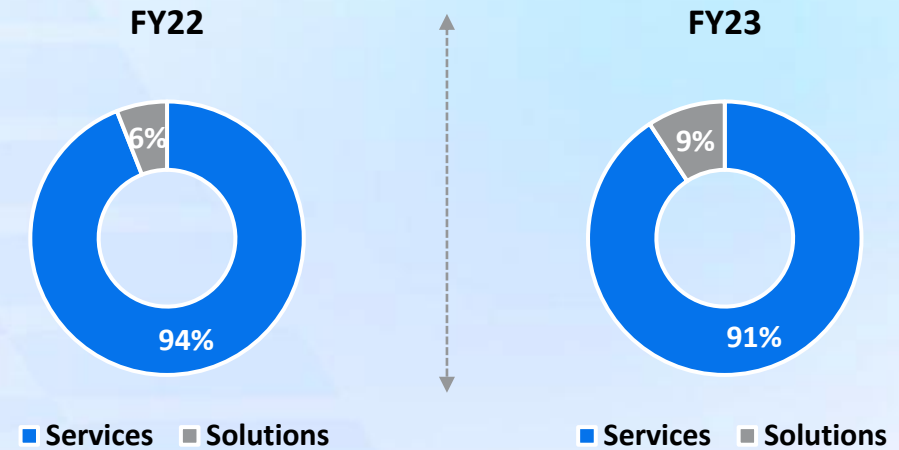
Exclusive of loss from discontinued operations

Revenue Breakup

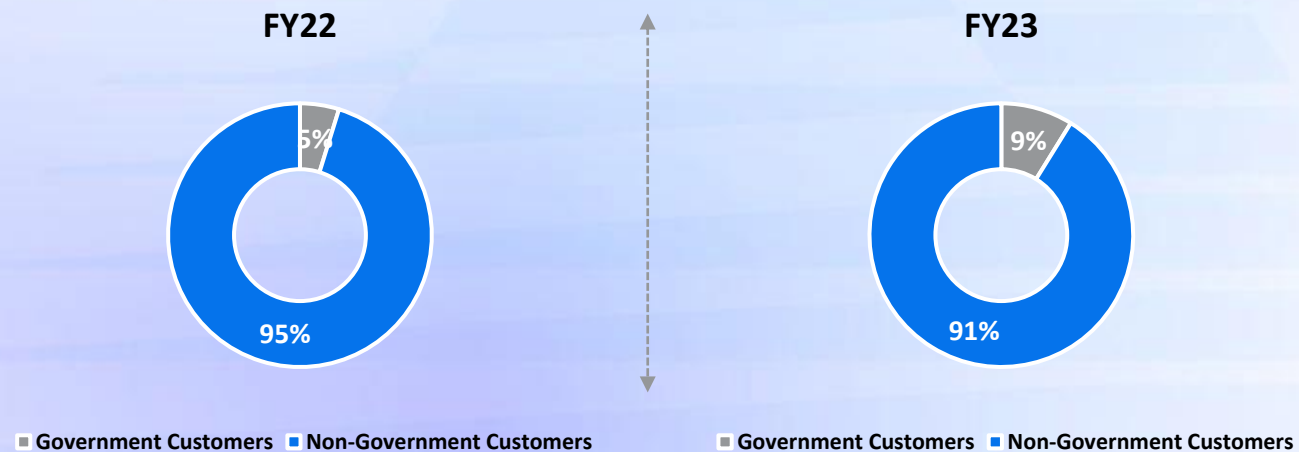
Revenue by Geography



Revenue by Services & Solutions



Revenue by Customer Profile



Note: Consolidated Figures

Client Base

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

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"

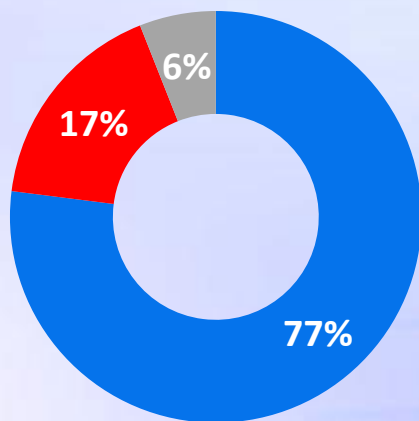


- We follow a Management by Participation business model
- We believe in decentralized decision-making
- The approach provides enough bandwidth to top management for forward-thinking business growth



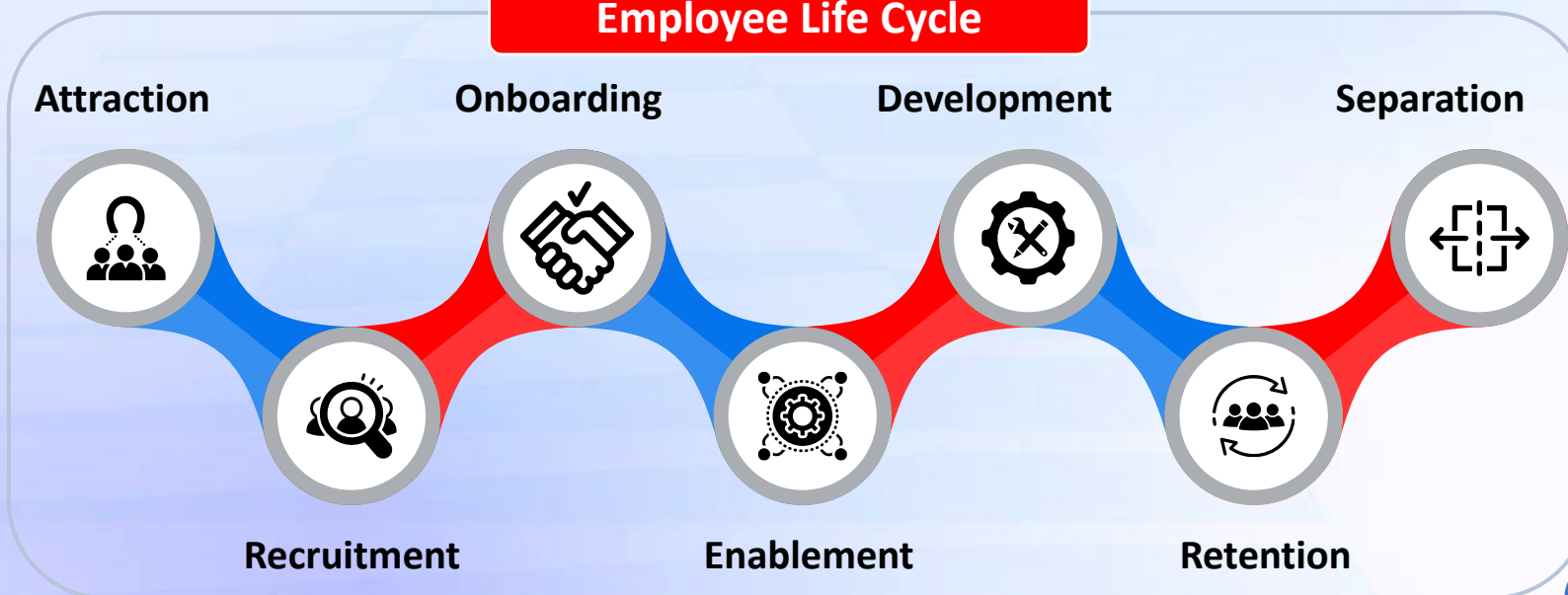
- Allied Digital Services believes in a culture of Empowerment, Responsibility, and Accountability - ERA - where these three principles go hand in hand

Employee Presence



■ INDIA ■ USA ■ ROW

Employee Life Cycle



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

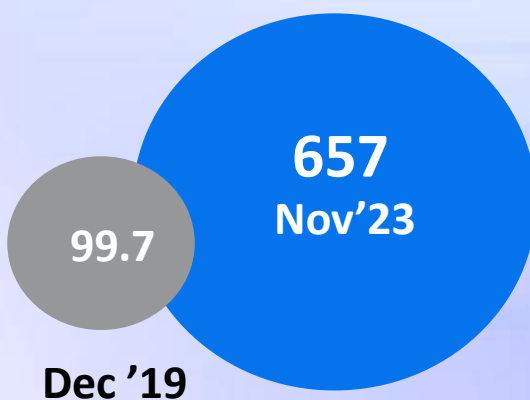
Capital Market Statistics

Price Data (as on 7th November 2023)

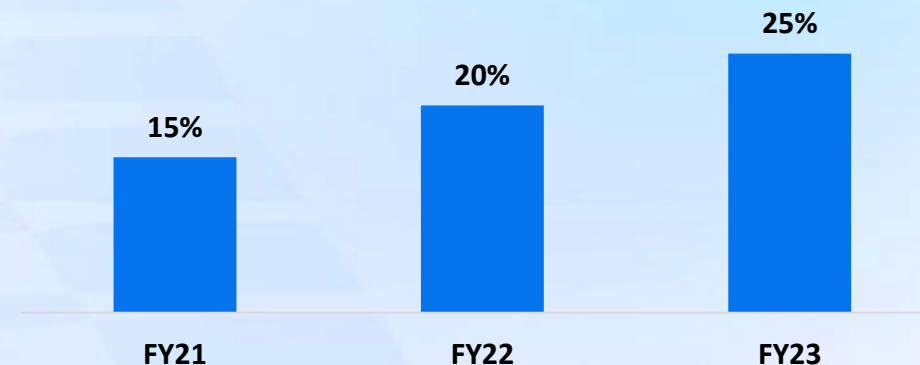
Face Value	5.0
Market Price	119.3
52 Week H/L	151.0 / 72.9
Market Cap (INR Cr)	657.0
EPS (TTM)*	6.95
P/E Ratio	17.17
Equity Shares Outstanding (Cr)	5.5
1 Year Avg. Daily Trading Volume ('000)	414.2
1 Year Avg. Daily Net Turnover (Cr)	4.9

* 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

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IT managed. Responsibly.

Thank You