



November 12, 2022

To

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

Sub: Investor Presentation.

In accordance with Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a presentation to analysts / investors on the financial performance of the Company for Unaudited Financial Results of the Company for the 2nd quarter and half year ended September 30, 2022.

We request you to take the same on record.

Thanking you,

Yours faithfully,

For Xelpmoc Design and Tech Limited

**Vaishali Kondbhar
Company Secretary**

Encl: as above

XELPMOC DESIGN AND TECH LIMITED

Regd & Corp Address: #17, 4th Floor, Agies Building, 1st A Cross, 5th Block, Koramangala, Bengaluru - 560034
Phone number: 080 4370 8360 | Website: www.xelpmoc.in | Email: vaishali.kondbhar@xelpmoc.in
CIN NO: L72200KA2015PLC082873 | GST NO: 29AAACX1880G1Z5

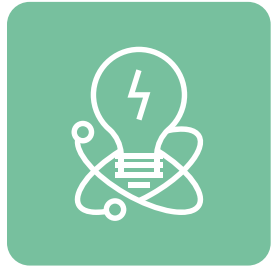


Xelpmoc Design and Tech Ltd.

INVESTOR PRESENTATION - Q2 FY23

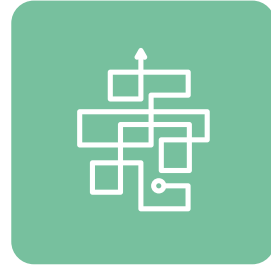


WHO WE ARE



An Innovation Catalyst

Strategy



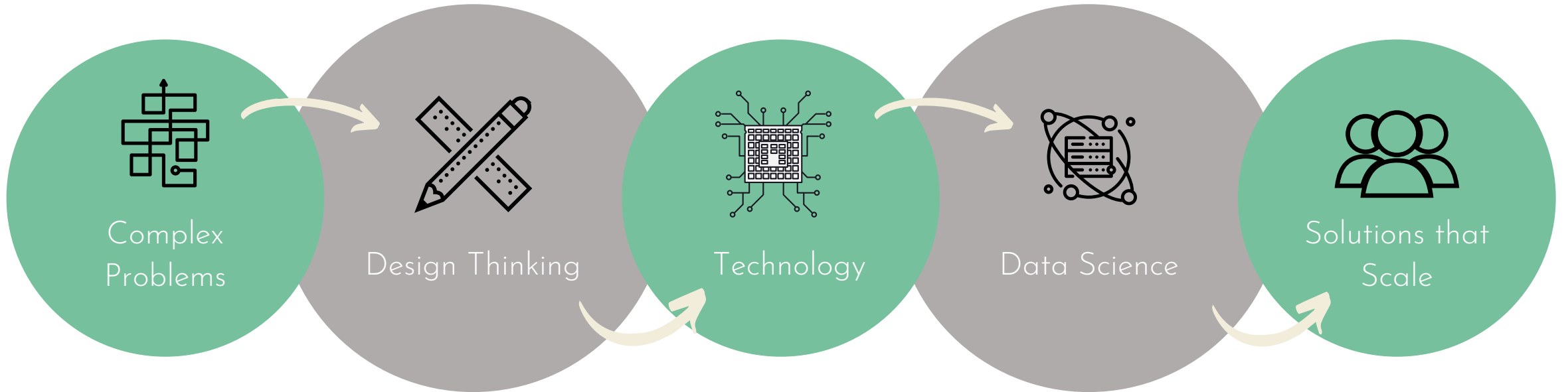
Technologies to solve the most complex business problems

Simplicity



Enabling solutions to the ever-evolving needs of Clients.

Scalability



We Work With



Startups



Corporates



Government

Our Capabilities



Experience in
Deep Tech



Large Scale
Data
Modeling



Product-
Market
Fit



Optimal
solution
creation



GTM
Strategy

OUR JOURNEY

2015

The Company was incorporated in Bengaluru as 'Xelpmoc Design and Tech Private Limited'

Entered into its first Technology Services Agreement with Fortigo Network Logistics Private Limited

2019

Got listed on the BSE and NSE platforms through an IPO

Woovly becomes Xelp's 5th company to receive institutional funding

2021

Xelp achieved its stated ambition of turning break even

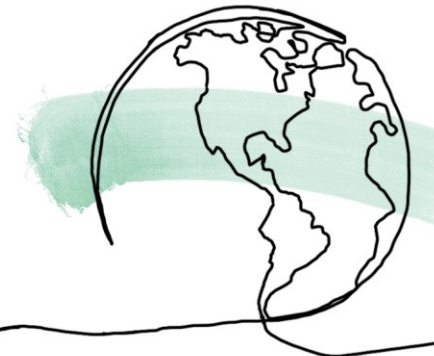
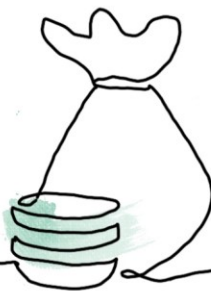
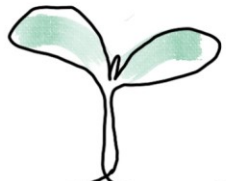
2022...

Newport Asia invests 5% equity in Xelp
Incorporated a wholly owned foreign subsidiary, 'Xelpmoc Design and Tech UK Limited', to aid in international expansion.
Xelpmoc opens its 5th branch in India at Hyderabad

2023

Development of more Govt-Tech capabilities.

International Market focus (EMEA) through Xelpmoc Design and Tech UK Limited.



THOUGHTS OF CEO



We operate in sectors that we believe in, and our organizational style is that of a tech co-founder. So, in that context, we are practically earning something like stock options when we do a cost-plus equity model with startups. And the second part of our revenues is expected to come from corporates, where we operate in a manner that is somewhat like the service sector. The only difference is that instead of engaging in body shopping, we are serving as enablers for startups and doing end-to-end innovation projects. A large part of our model is built on the characteristics of innovation.

We are getting into longer and more significant roles in startups, hence the larger level of equity ownership. This type of product venture mix is what we anticipate the market to look like in three to five years. Our UK entity is now fully operational. We have opened discussion with accelerator groups and startup entities in the UK startup ecosystem. We are in the process of expanding our senior management team in the UK to enable the same.

As a shareholder in Xelp what you essentially own is something more analogous to a leveraged mutual fund than a standard mutual fund, as Xelpmoc is an instrument which aims to increase success rates and delivery assurance by ensuring that these sectors, which are typically deficient in technology, have access to technology at par with global standards. I believe that is the objective, and since we are focused on executing it effectively, we stand to profit from the wealth at the bottom of the pyramid.

ENGAGEMENTS



Startups

Ventures

Ideation
+
Tech Roadmap
+
Growth

Projects

Tech Development

Digital Transformation

Growth



Corporates

Tech Roadmap
+
Growth

Tech Development

Data Science Innovations

New age Technologies



Government

Tech Roadmap
+
Business Modeling
+
Growth

Digital Transformation

Tech Innovation

BUSINESS MODEL



Startups

Logos for various startups: mihup, 4TIGO, pencil, The star in me, FirstSense, Signal, CatAllyst™, snaphunt, SOAL (School of Accelerated Learning™), WOOLLY, SOULTRAX, slate. Includes a right-pointing arrow >>>.

Cash + Equity
or
Equity
or
Cash >>>



Corporates

MNC'S
Or
Large Conglomerates
across the globe >>>

Cash + Equity
or
Cash >>>



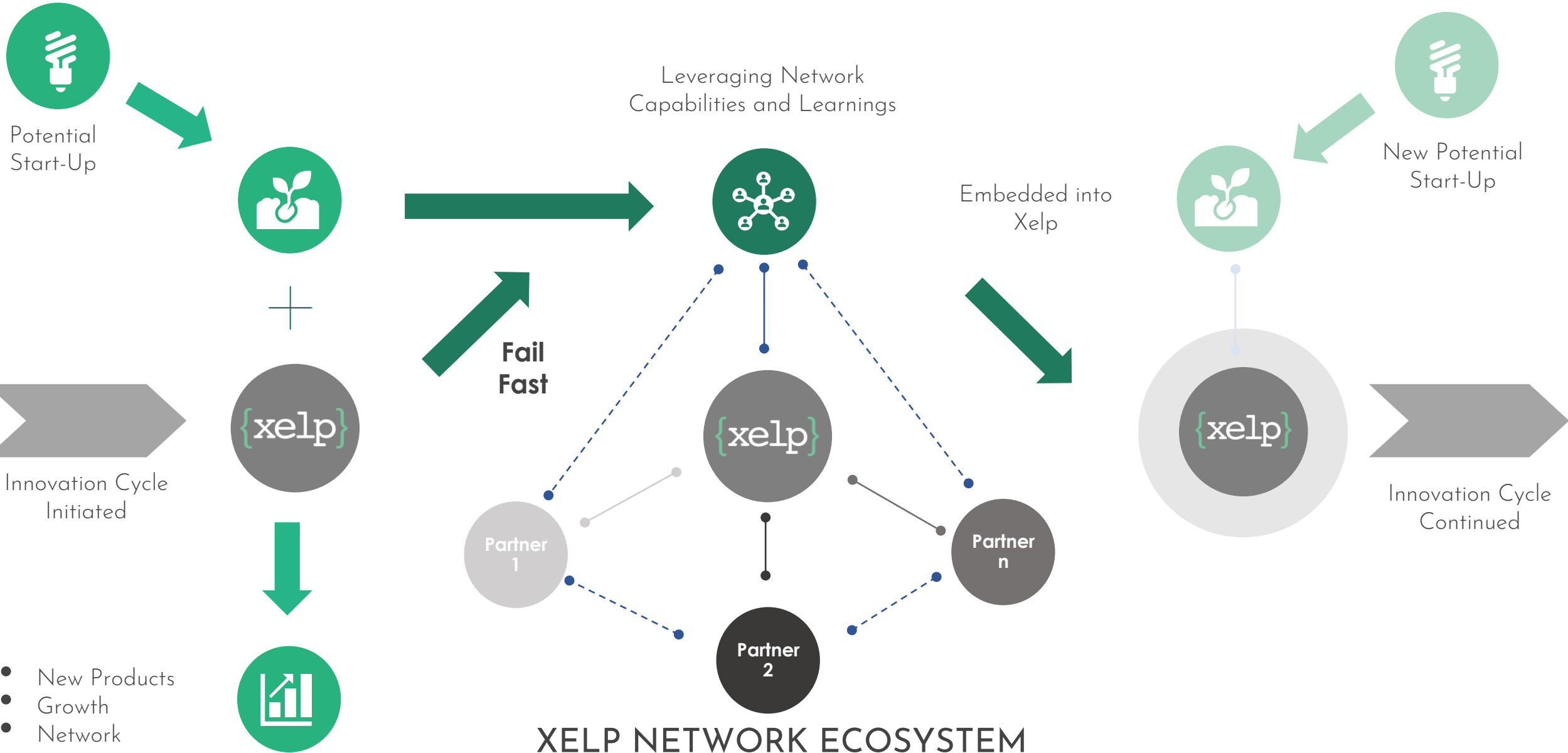
Government

Logos for NitiAay (हमर सरकार-हमर द्वार) and Xperience India Pvt. Ltd. Includes a right-pointing arrow >>>.

Cash + Equity
or
Cash >>>

OUR STARTUP & CAPABILITY DEVELOPMENT APPROACH

Faster Innovation Cycles through Multi-Dimensional Start-Up Network



OUR VALUE PROPOSITION

Multidimensional Innovation Matrix

New innovations & cross-application of solutions/products from the capability network of Startups

Ecosystem Connects

1000+ Corporate and Startup connects, which enable scope for building new synergies.

Experienced Team

Multi-faceted team of successful entrepreneurs & consultants with a proven execution experience on corporate, startup, and government projects



MARKET OPPORTUNITY

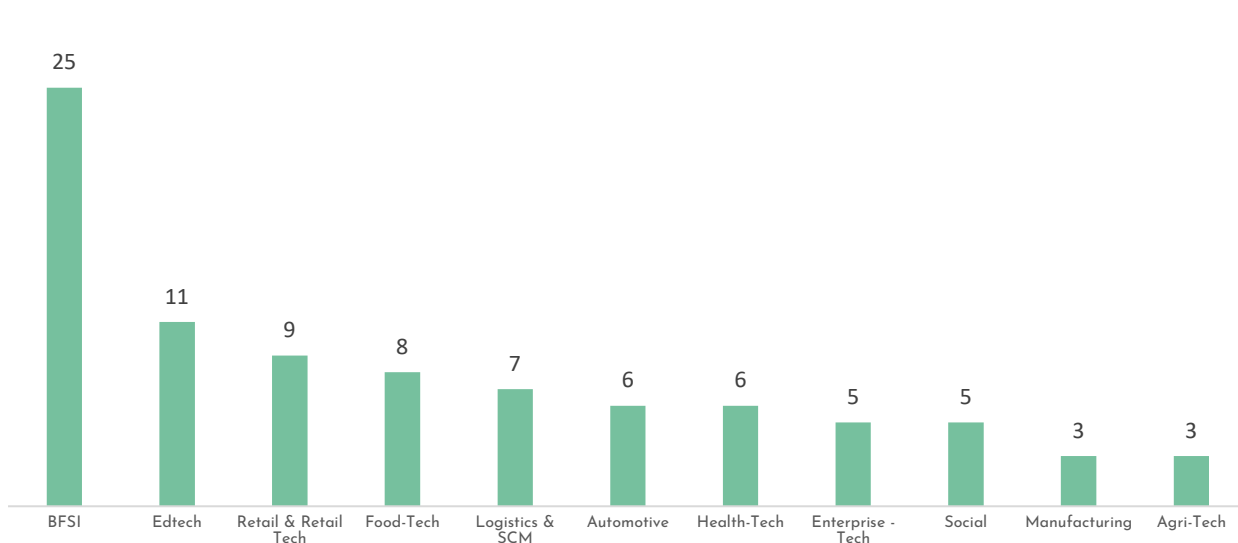
- ❑ The Indian startup ecosystem is experiencing a surge of new ideas, thoughts and innovations.
- ❑ India currently is home to the **3rd highest number of unicorns** in the world, following the USA and China.



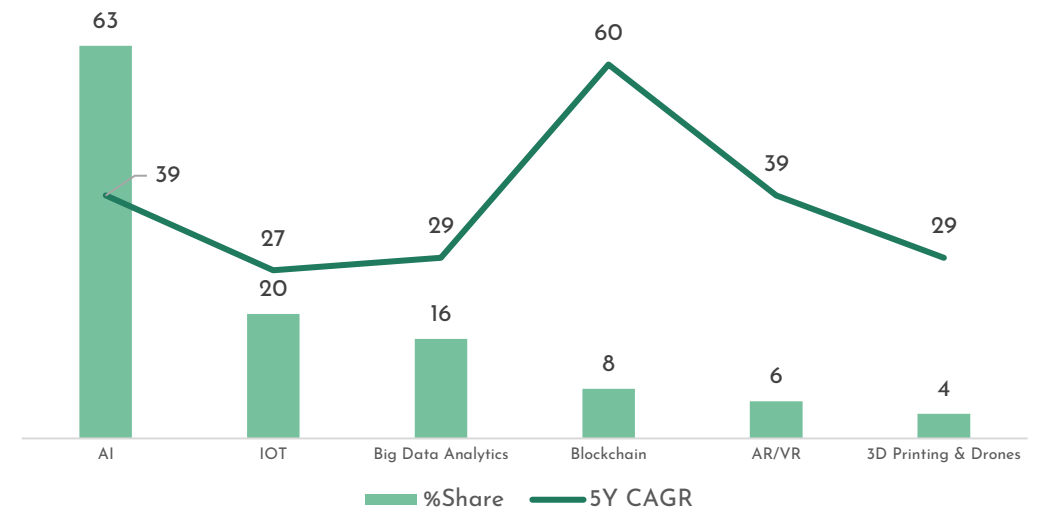
The Indian startup ecosystem is rooted in a strong foundation which is geared to deliver long-term success

1. A diverse and inclusive startup ecosystem
2. Widening breadth and depth presence in sectors
3. Intensifying corporate participation
4. Deepening investor commitment
5. Home to Unicorns
6. Collaborative growth playbook
7. Leveraging India's unique digital infrastructure
8. Wealth creation for 1.4bn of India's population

Investments in Startups by Sector (%Share)

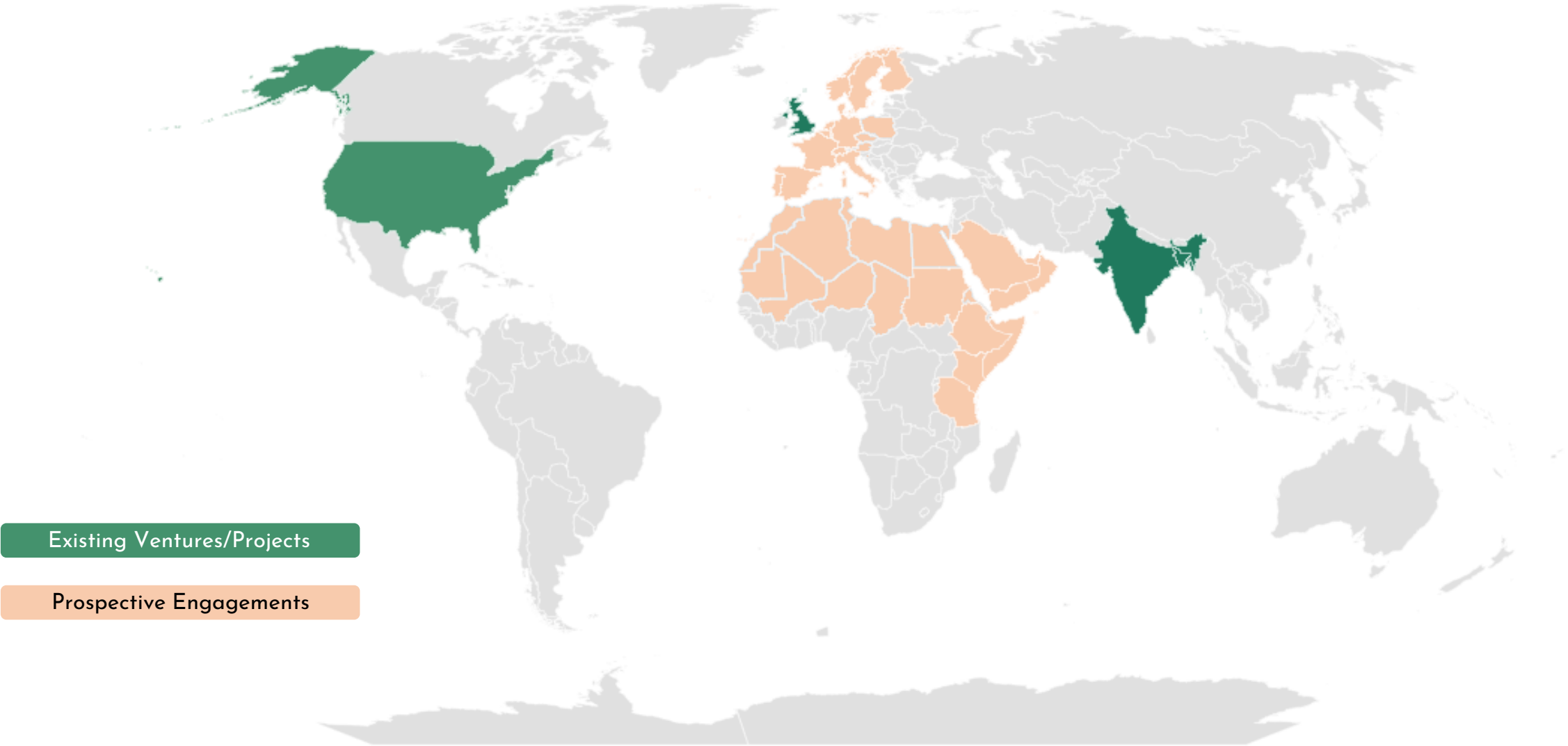


Distribution of startups leveraging Deep-Tech



OUR GLOBAL ENGAGEMENTS

Leveraging our expertise across geographies...



OUR PRODUCTS

BFS	Govt.	Health	Media	Real Estate	Education	Retail	Tourism	E-commerce	FMCG	Logistics	Social

X-Tact

(Public Sentiment Analysis Platform)



X-Pand

(Location Intelligence Platform)



Claire.ai

(Unstructured Text insight extraction)



Docu-X

NLP



X-ERP

(Data driven modular ERP Platform)













X-Gov




(Dynamic service/workflow creator)



OUR NEW INITIATIVES (Ventures)

		
What	India's first Neo-Product school platform for millennials looking to build coding and design careers.	Transformational award-winning creative media house
Sector	Upskilling	Entertainment
Capability	Educational advancement content production	Audio, Visual Media production
Other Information	Trusted by:   	    
Status	Ongoing- soal.io	Ongoing- soultraxstudios.com
Team	Pratik Agarwal	Siddhant Bhatia Mallika Thakkar SIGNAL

OUR NEW INITIATIVES (Ventures)

	Xperience India Private Limited	 FirstSense	SIGNAL Analytics
What	India's first Joint Venture between a start up and a Government for Tourism Sector	State-of-the-art Visual Analytics Technology	A holistic EdTech platform which aims to bridge the gap between 'education' and deep learning for 'knowledge'.
Sector	Tourism	Computer Vision	Edtech and Edutainment
Capability	Personalized Matchmaking Travel Search Engine	Intelligent Visual Data Interpreting Machines	Data and AI-Driven Personalized learning model
Use Cases	<ul style="list-style-type: none"> <input type="checkbox"/> Travel Content Website <input type="checkbox"/> Personalized Matching Engine 	<ul style="list-style-type: none"> <input type="checkbox"/> Investors   <input type="checkbox"/> Use Cases: Airports, Classrooms, Facility Management, MetaVerse for collaborative Space 	<ul style="list-style-type: none"> <input type="checkbox"/> Venture Studio for Content Development <input type="checkbox"/> Continuous Assessment and Development <input type="checkbox"/> Personalized Development Engine
Status	In Progress	Live FirstSense.com	Ongoing
Team	S. Viswanathan (IAS) Sandipan Chattopadhyay Pradeep Muppalaneni Debjyoti Mitra Aurvind lama	Kiran Nayak Anand Sivaram Gija Prems	Xelpmoc




OUR NEW INITIATIVES (Projects)

Who	American multinational managed healthcare and insurance company	MSME Major in European Market
What	Call center Interaction optimization using Speech to text technology and deriving insights and monitoring conversation quality	Accounting and financials Services to MSME's in UK & Europe
Sector	Natural Language Processing	BFFSI
Capability	Real time analysis of human interaction, providing prompts and insights on the quality of Interaction	Flexible & Automated Accounting Management System
Use Cases	<ul style="list-style-type: none"> • Automation of BPM using OCR • Deriving key Business data from dynamic documentation of business • Speech to text sentiment analytics • Smart real time Recommendation engine for Audio Interactions 	<ul style="list-style-type: none"> • Flexible and personalized Business Accounting System • Internal Management ERP system • Business process Automation • MIS and Business Intelligence Software
Status	Ongoing	Live & Ongoing










OUR NEW INITIATIVES (Projects)

Who	USA Based credential services company	State Government
What	Decentralized Ledger Technology for sharing Confidential and Verifiable Information	Delivery focused government service platform for citizens
Sector	Blockchain- Human Resource	Government
Capability	Web3 - An Internet of Careers	Multi-department public service delivery with CRM dashboard and agent management system
Other Information	<ul style="list-style-type: none"> • Flexible Blockchain Integration with Internal ERP Portal • Secured network transfer of Information and background check cutting the middlemen in Organizational Recruitment lifecycle 	launched in 14 ULBs of the State
Status	On-Going	Developed in IOS, android, web application









OUR VENTURES

			
What	Becoming the most trusted and accurate vernacular voice interface for the next billion	Freight exchange platform for the trucking ecosystem in India	Fintech Lending Platform
Sector	AI	Transportation	Fintech
Capability	Using AI to empower Humans with the ability to seamlessly interact with the digital world regardless of their language, accent or dialect	Unified platform for the trucking ecosystem Truck Monitoring and Payments system	Self-sufficient cash flow and accounts management platform Multifactor Dashboards
Value add for client	<ul style="list-style-type: none"> <input type="checkbox"/> A digital personal assistant <input type="checkbox"/> Multilingual <input type="checkbox"/> Voice recognition in offline mode 	<ul style="list-style-type: none"> <input type="checkbox"/> Fleet Management system <input type="checkbox"/> Cash cycle reduced 100 days to <60 days 	Complex Adaptive System Social Network Analysis
Status	Live mihup.com	Live 4tigo.com	Live slate.ac
Team	Tapan Barman Biplab Chakraborty	Anjani Mandal Vivek Malhotra	Sidharth Goel Gaurav Saraf

OUR VENTURES

			
What	An e-commerce platform driven by social commerce. Seamless platform to aggregate shoppers, merchants, and relevant deals	Global Career Advancement platform Exclusive for women	Parenting Content Platform
Sector	Social Media & E Commerce	Social Media	Lifestyle
Capability	A Social E-Commerce Aggregator & Networking Engine	A curated & diverse professional networking engine	Consolidated platform catering to parents raising kids in a landscape that is physically, culturally and socially very different from Western countries.
Other Information	Investors  	Partners:    	India's first children's lifestyle website Co Investor - NSRCEL
Status	Live woovly.com	Live thestarinme.com	Live kidsstoppress.com
Team	Venkat J Neha Suyal	Mahua Mukherjee Uma Kasoji	Mansi Zaveri Janani S Koushik

OUR VENTURES

			
What	End-to-end from story writing to publication- Opensource one of its kinds platform	Technology, IOT and Analytics platform solutions for Rural India	Smart AI based end to end hiring platform
Sector	Media & publishing	Rural Development	HR Tech
Capability	Story Writing & Publication Aggregator	Farm Level Management, Credit & Traceability Support	HR - AI Aggregator for remote hiring
Other Information	Investors:   	Recognitions:     	Clients:    Recognition:   
Status	Maintenance thepencilapp.com	Live Inqube.biz	Live snaphunt.com
Team	Swarup Nanda Preeti Grover	Kalyan Kar Subhankar pandey	Tulika Tripathi

OUR PROJECTS

Who	One of the India's largest conglomerate in retail and fashion	USA Based educational services company	Not-for-profit public limited company to promote skill development
What	Objective to boost back revenue from dip during the covid period through boosting D2C retail footprints	B2B2C global SaaS platform - Communication and Collaboration	Data Analytics for Fraud Data in Training centers which is controlled by the Client
Sector	Retail	Ed-Tech	Government
Capability	Data Science - Location Intelligence	An Organizational Social Network	Fraud Data Detection & Analytics
Use Cases	<ul style="list-style-type: none"> <input type="checkbox"/> Site Selection for Retail chains <input type="checkbox"/> Location Identification for Real Estate <input type="checkbox"/> Urban Planning & Traffic Identification 	<ul style="list-style-type: none"> <input type="checkbox"/> A Social Collaboration Network Engine <input type="checkbox"/> Internal Student Communication Portal 	<ul style="list-style-type: none"> <input type="checkbox"/> Data Analytics and Business Insights <input type="checkbox"/> Fraud Detection
Status	Completed	On-Going	Completed

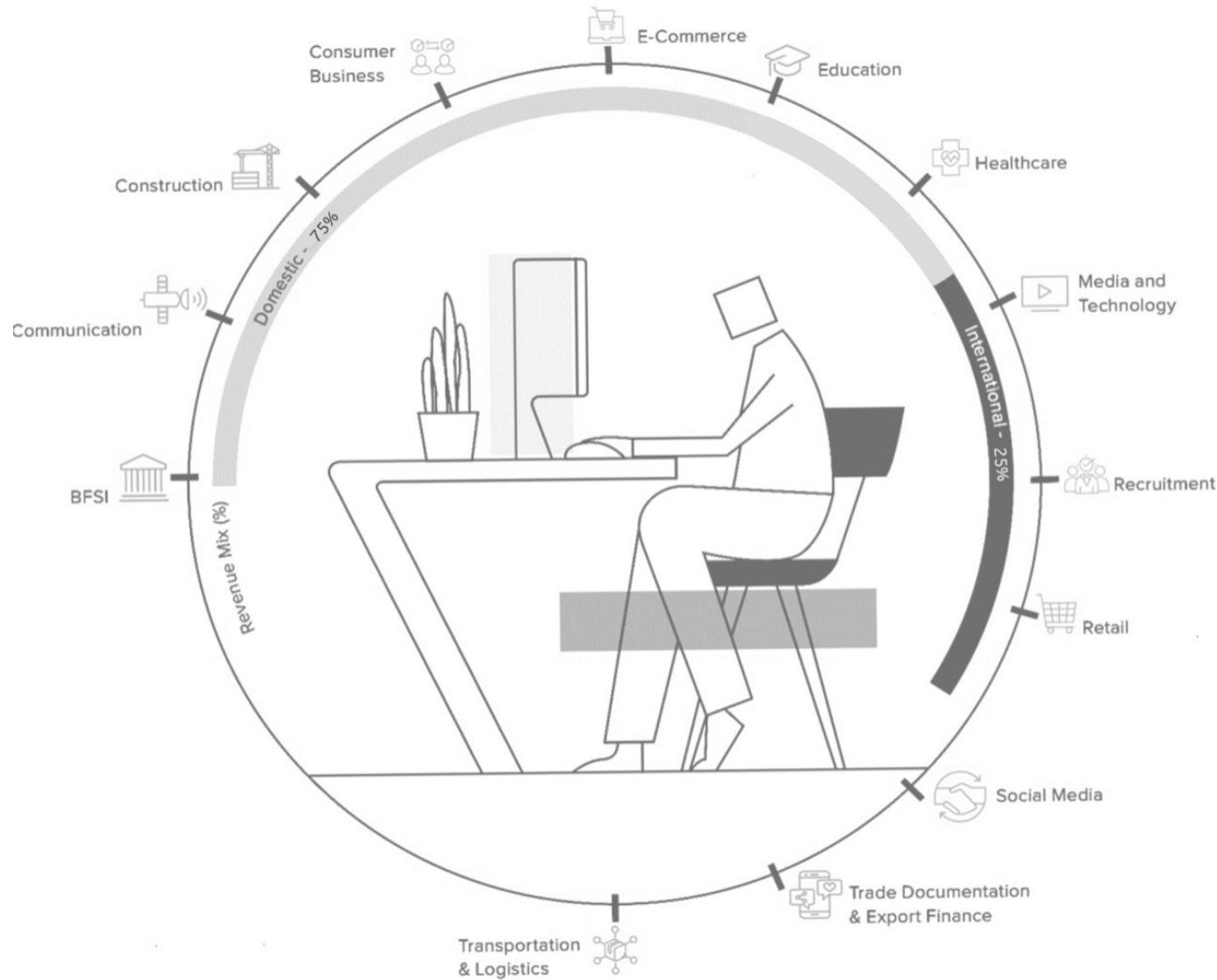
OUR PROJECTS

Who	Client is top notch in assessing the physical fitness of a child based on the scientifically-established Healthy Fitness Zone in USA	USA based marketplace for gift cards	One of India's oldest existing companies and best known for its biscuit products
What	Client assesses health-related components of fitness of students to improve overall student health and achievement	Digitizing the marketplace for vendors to track sales and promotional activities	Data Driven Decision Support System
Sector	Fitness	Retail	Food and Beverage
Capability	PWA & Mobile Apps	e-gift card aggregator system with CRM dashboard, POS set up	Machine learning-driven trade marketing solution Location-specific business insights
Other Information	Client assesses health-related components of fitness of more than 10 million students across the country in over 20,000 schools.	Aiming to become the Small Business entrepreneurial Community for Vendor Support	Aiming to become the Small Business entrepreneurial Community for Vendor Support
Status	On Going	Completed	Completed

OUR PROJECTS

Who	Indian e-commerce company based owned one of the biggest conglomerates	American publicly traded company that operates a cryptocurrency exchange platform
What	Search engine Improvement	Crypto trading with IMPS/Banking integration for instant deposit and withdrawals
Sector	e-commerce	Fintech
Capability	Search Product to ingest business relevance without it trumping the text relevance and user relevance	Failsafe crypto trading- micro services implementation
Other Information	SRP Load time less than 3s in 90%+ cases	\$159B Quarterly volume traded %101B Assets on Platform
Status	Completed	Completed

TRACTION



Xelpmoc Design and Tech Limited provides professional and technical consulting services in the domains of product development, data science, and analytics. Xelp is adept at developing next-generation Artificial Intelligence and Machine Learning technology, specialising in Natural Language Processing and Data Analytics.

The Company collaborates as a Technology Partner and Consultant, working with multiple clients across the spectrum, such as governments, businesses, individuals, and start-ups, and helping them optimise their data.

Construction

Investee Company - 20

Team Size - 115

Clients - 56*

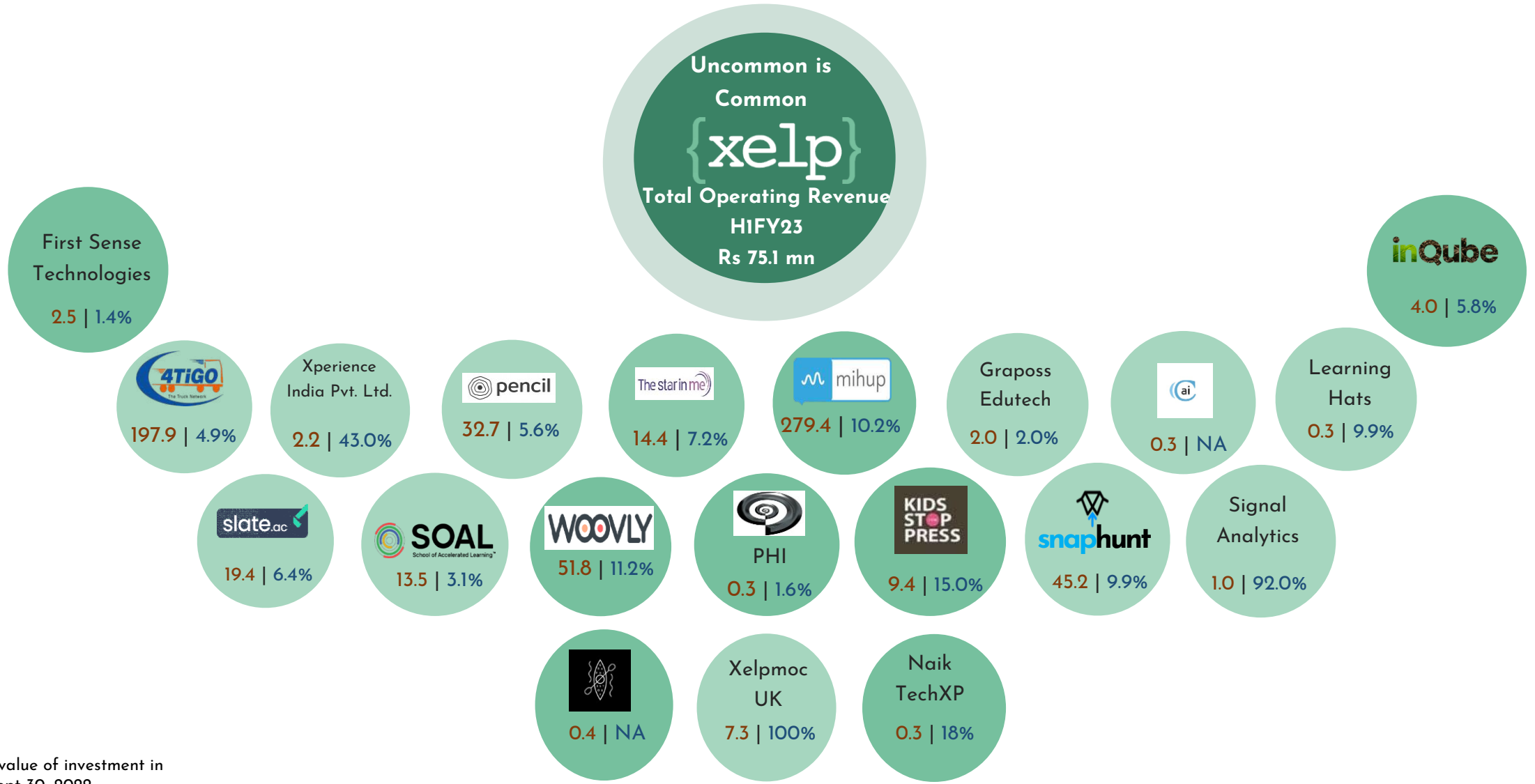
As on September 30, 2022



*Served till date

PORTFOLIO PERFORMANCE

Company Name	Cost of investment (Rs in '000)	Fair Value as of September 30 '2022	Fair value as of September 30 '2021
Fortigo Network Logistic Private Limited	11.11	1,97,947.39	2,19,379.55
Mihup Communication Private Limited	6,080.82	2,79,419.19	2,23,576.61
Snaphunt Pte Ltd	615.37	45,257.83	44,409.62
Inqube Innoventures Private Limited	9,298.51	4,016.11	4,452.70
PHI Robotics Research Private Limited	2,505.00	318.14	951.73
KidsStopPress Media Limited	9,044.13	9,390.26	9,050.30
Rype Fintech Private Limited	5,892.92	19,357.63	22,512.51
Woovly India Private Limited	572.03	51,881.84	51,206.85
Graphixstory Private Limited	409.50	409.50	409.50
One Point Six Technologies Pvt Ltd	24,945.92	32,680.73	16,928.52
Femmevista Technologies Pvt Ltd	1,223.00	14,396.70	14,376.72
Cataylst Inc- Class B Common Stock (preferentially convertible in Class A)	293.45	305.60	111.38
Signal Analytics Private Limited	1,000.00	1,000.00	1,000.00
Learning Hats Pte Limited	272.48	271.62	247.49
Naik TechXP Private Limited	241.52	251.46	241.52
First Sense Technologies Pvt Limited - OCPS	161.55	161.55	161.55
First Sense Technologies Pvt Limited- CCPS	2,499.88	2,499.88	-
Graposs Edutech Private Limited	1,999.79	2,005.28	1,999.79
Xelpmoc Design and Tech UK Limited	7,354.67	7,354.67	-
Xperience India Private Limited	2,150.00	2,150.00	-
Accelerated Learnings Edutech Private Ltd	13,549.40	13,549.40	-
Total	90,121.05	6,84,624.78	6,11,016.34

PORTFOLIO HIGHLIGHTS



 Represents value of investment in Rs mn as at Sept 30, 2022
 Approx. Diluted shareholding %
 NA: Preference share holding

BUSINESS HIGHLIGHTS FOR H1FY23

- ❑ Signal Analytics Private Limited (“Signal”), a majority owned subsidiary, invested in **Soultrax Studios Private Limited** (“Soultrax”), which is engaged in content creation. Signal now holds 54.57% in Soultrax. Both businesses are expected to work together and develop synergies.
- ❑ **First Sense Technologies:** Investment in visual intelligence platform using distributed edge AI for automated classroom feedback
- ❑ Investment in **Accelerated Learning Edutech Private Limited (ALEPL)**. ALEPL runs School of Accelerated Learning (SOAL), an upskilling startup that designs and runs cohort based courses which help students kickstart their careers in Engineering and Design irrespective of their background or privilege
- ❑ The Company has been awarded a contract by Madhya Pradesh State Tourism Development Corporation Ltd (“MPSTDC”) wherein as per the terms of the agreement entered with MPSTDC, the Company will provide design, development and maintenance of online travel aggregator services under a SPV structure for MPSTDC. The SPV is **Xperience India Private Limited** which is incorporated by September 2022 end. Xelpmoc currently holds 43% of the SPV, post subscription of shares
- ❑ The Company has proposed to acquire 60% into the capital of the Xelpmoc Design and Tech Inc, USA. The proposed subsidiary is engaged in the business of software and technology. The main object of acquisition is jointly to enter US market to provide technology solutions to startups & corporates. The transaction is expected to be completed by end of February 2023

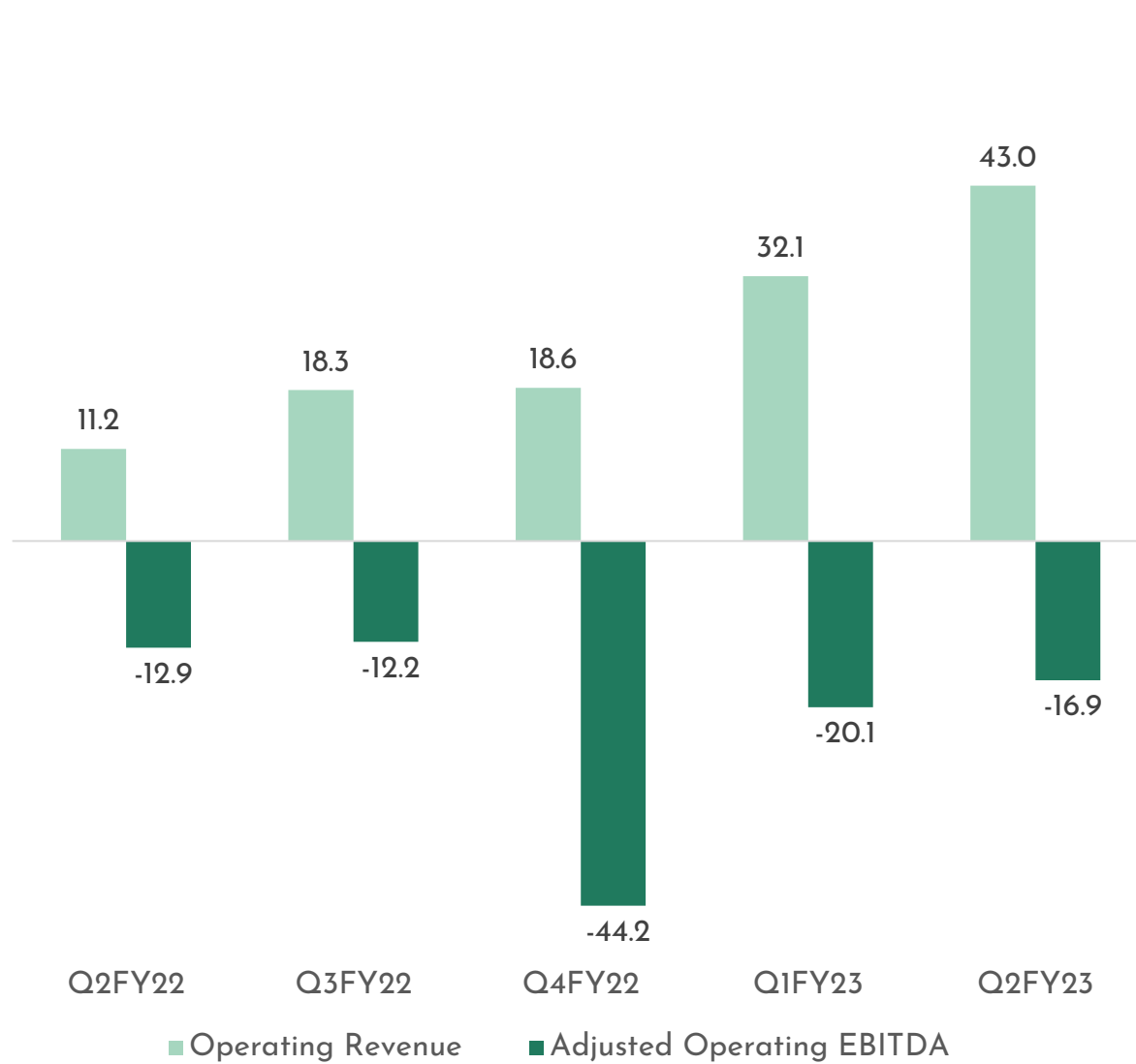
CONSOLIDATED FINANCIAL HIGHLIGHTS

(Rs in Millions)	Q2'23	Q1'23	QoQ %	H1FY23	H1FY22	YoY%
Revenue from Operations	43.0	32.1	34.2%	75.1	43.7	71.9%
Other Income	4.8	1.3	266.9%	6.0	5.8	3.4%
Total Income	47.8	33.4	43.3%	81.1	49.5	63.8%
Adjusted Operating EBITDA	(16.9)*	(20.1)*	NA	(36.9)*	(7.5)*	NA
% of Operating Revenue	NA	NA	NA	NA	NA	NA
PAT	(40.0)	(39.4)	NA	(79.8)	(48.9)	NA

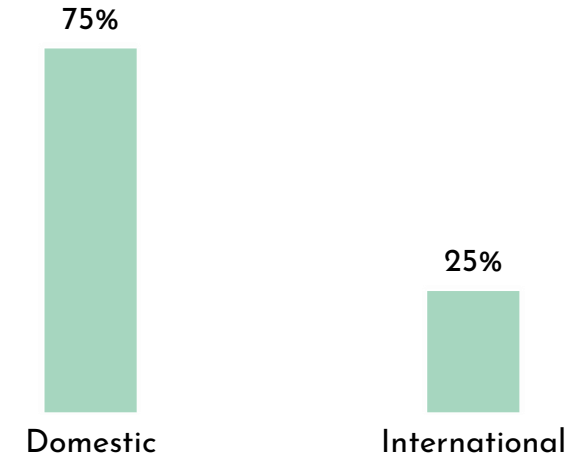
The fair value of our investments in our clients as on September 30, 2022 stands at approximately Rs 684.6 million

* Adjusted Operating EBITDA is after excluding ESOP expenses of Rs 23.0 mn, Rs 20.1 mn, Rs 43.1 mn and Rs 46.1 mn , in Q2FY23, Q1FY23, H1FY23 and H1FY22 respectively.

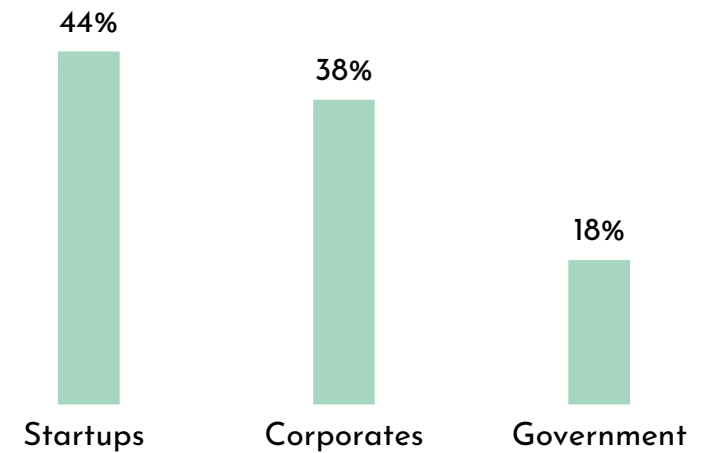
FINANCIAL HIGHLIGHTS



Q2FY23 Geographical Split %



Q2FY23 Revenue Split %



* Adjusted Operating EBITDA is after excluding ESOP expenses of Rs 23.2 million, Rs 21.4 million, Rs 14.9 million, Rs 20.1 million and Rs. 23.0 million during the Q2FY22, Q3FY22, Q4FY22, Q1FY23 and Q2FY23 respectively

TEAM: KEY MANAGEMENT



**Sandipan
Chattopadhyay**

Founder, MD & CEO

- ❑ Ex-CTO of Just Dial, where he built and scaled the technology stack,
- ❑ Founder at E Dot Solutions, where he built Money Control.com. He led Money Control until its merger with Geodesic.
- ❑ Held key roles in web technology at Tata Interactive.
- ❑ He has helped the technology development of several start-ups as well as new initiatives at large enterprises
- ❑ IIM Alumni



Srinivas Koora

Founder, Executive Director, CFO

- ❑ A finance expert and a business leader possessing extensive experience of 20 years managing cash flows for start-up companies at all stages.
- ❑ Ex-Deputy CFO at Just Dial
- ❑ A corporate finance expert, he played a lead role in raising capital from SAIF Partners, Tiger Global, Sequoia Capital, SAPV & EGCS.
- ❑ He managed Just Dial's blockbuster IPO and implementation of its pre-listing and post-listing ESOP plan.



Srinivas Kollipara

Group President, Start-Up ventures

- ❑ 30 years of international experience in product strategy, product management and business development.
- ❑ Founding India President of the Global Entrepreneurship Network,
- ❑ Board Member of GEN Space, on the South Asia Advisory Board for the Dalai Lama Center for Ethics & Transformative Values at MIT,
- ❑ Member of the CII National Startup Council
- ❑ Co-creator of the T-Hub Foundation in partnership with the Government of Telangana.



Madhu Poomalil

Group President, New Initiatives

- ❑ 25+ years of experience in Multinational firms in Finance and Information Technology industries, including Global In-house Centers (GICs).
- ❑ Held Board positions in listed and private firms incorporated in India, USA, UK, Denmark, Sweden, Australia, New Zealand, Singapore and Japan
- ❑ Fellow Member of the Institute of Chartered Accountants of India
- ❑ Alumnus of Harvard Business School.



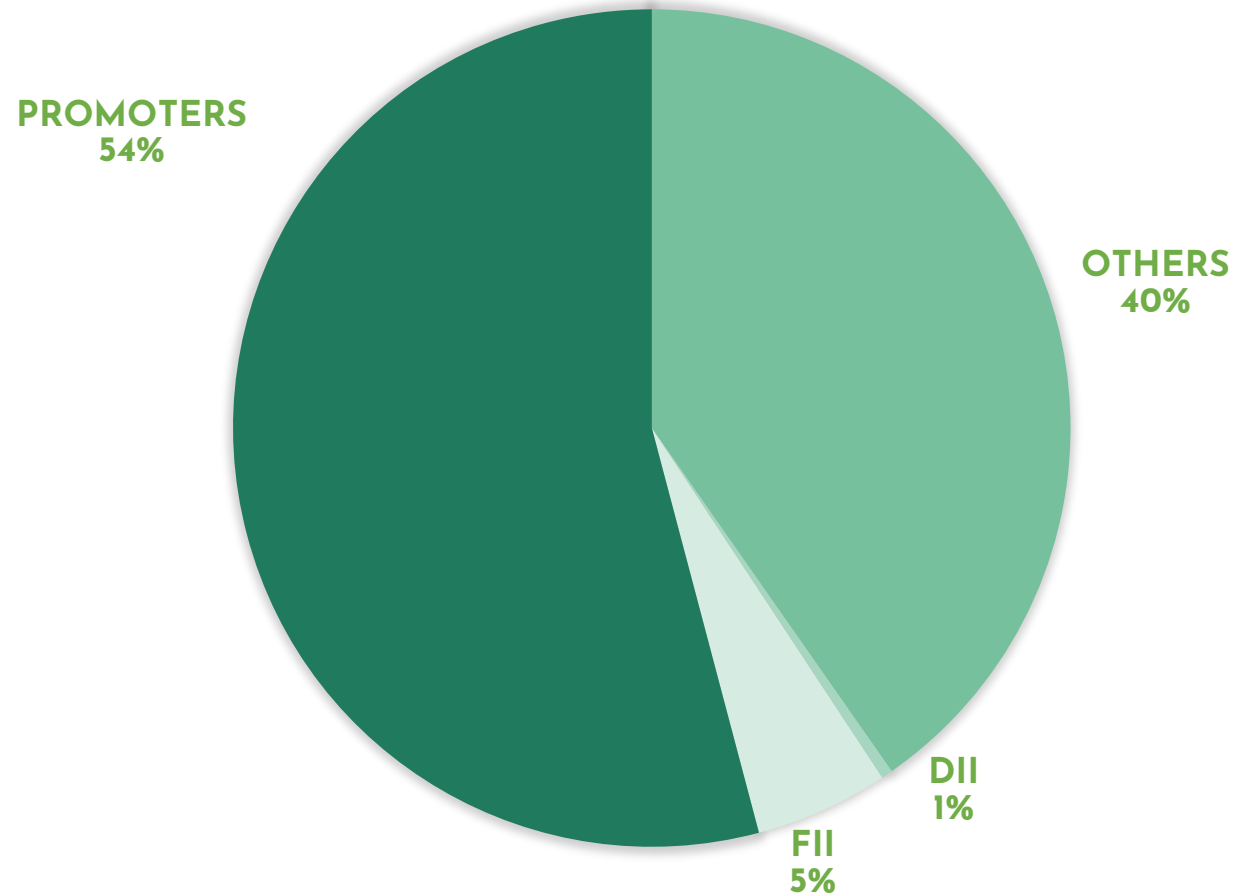
Jaison Jose

Executive Director

- ❑ Manages Human Resource Services, Business Development and Operations
- ❑ Diverse experiences spanning functions such as Human Resource Services, Business Development and Operations.
- ❑ Founding team member of Qess Corp Limited and ex-Adecco India PeopleOne Private Limited
- ❑ Master's Degree in Marketing Management, Mumbai University, M. Com, B. Com

SHAREHOLDING PATTERN

SHAREHOLDING AS ON SEPT 30,2022 (%)

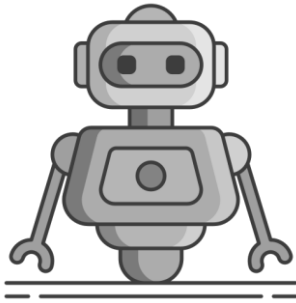


As on Sept 30,2022

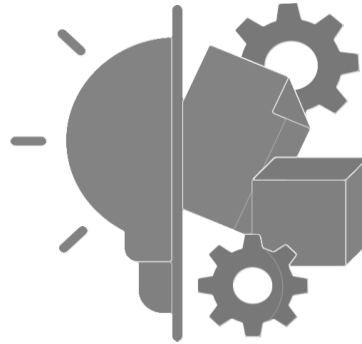
Top Institutions

Institution	%
Newport Asia Group	4.96%
Franklin India Technology Fund	0.44%
Quadrature Capital Vector SP Limited	0.18%

INVESTMENT RATIONALE



Differentiated technology services play with high focus on Data Science, AI and ML



Ability to identify unique business models and partner with the entrepreneurs to bring their idea to fruition



Focused on driving value to shareholders than a consistent traditional growth story



Key investments in companies have already scaled up to a substantial level



Strong management with senior high calibre technology professionals



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

{xelp}

THANK YOU !



Contact: Mr. Srinivas Koorra **CFO, Xelpmoc Design and Tech Ltd.**
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Contact: Mr. Ravi Udeshi, EY
P: +91 22 6192 0000 E: ravi.Udeshi@in.ey.com