

July 26, 2024

**BSE Limited**  
**Phiroze Jeejeebhoy Towers,**  
**Dalal Street, Mumbai-400 001.**  
**Scrip Code: 543398**

**National Stock Exchange of India Limited**  
**Exchange Plaza, C-1, Block G,**  
**Bandra Kurla Complex Bandra East,**  
**Mumbai 400 051**  
**Scrip Symbol: LATENTVIEW**

Dear Sir/Madam,

**Sub: Earnings Presentation on the Unaudited Financial Results for the quarter ended June 30, 2024.**

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we have enclosed herewith the Earnings Presentation on the Unaudited Financial Results of the Company for the quarter ended June 30, 2024, that will be circulated to the Investors/ Analysts for the Earnings Call scheduled on July 26, 2024, at 06.00 p.m. IST.

This announcement is also available on website of the company i.e., <https://www.latentview.com/>.

This is for your information and records.

Thanking you,

**For Latent View Analytics Limited**

**P. Srinivasan**

**Company Secretary and Compliance Officer**

LatentView Analytics Limited  
(Formerly known as LatentView Analytics Private Limited)  
Unit 6,7,8, 5th Floor, Neville Tower, Ramanujan IT City SEZ  
Rajiv Gandhi Salai (OMR), Taramani, Chennai, Tamil Nadu 600113.





# LatentView Analytics Limited

Q1 FY 25

Investor Presentation



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# Agenda Items

-  1 Company Overview
-  2 Financial Performance
-  3 Our Growth Strategy
-  4 Investment Rationale
-  5 Responsible Business





# Company Overview



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# Inspiring and transforming businesses to excel in the digital world



**1<sup>st</sup> Analytics company**  
listed on BSE/NSE



**Clients Supported**  
**30+ Fortune 500**



**Presence**  
**3 regions**  
(US, Europe and APAC)



**Revenue (Q1 FY25)**  
**INR 1,789**  
(4.2% growth from Q4 FY 24)



**EBITDA**  
(Q1 FY 25)  
**21.4%**



**Passionate Workforce**  
**1250+**



**Net Promoter Score**  
**38 vs 35**

## Awards & Recognition



2023-2024



Netherlands Conference 2017

**NASSCOM** AI Award Winner 2018




Analytics Solutions Provider of the Year 2017




Market Guide for Data & Analytics Service Providers 2019


**Deloitte** Deloitte technology fast 50


## Key Partnerships





service delivery























# Driving data driven business decisions from last 18 years



- Gopi K Appointed as CEO
  - New Global Delivery Centre in Chennai
  - Established presence in Europe
- 2013-14



- Rajan S. Appointed as CEO
  - Verticalized the Organization
  - Positioned as "Strong Performers" in The Forrester Wave: Customer Analytics Service Provider
- 2019



- Launched ConnectedView Supply chain Value Proposition
  - Set up the Advisory council
  - Crossed 1000 employee mark
- 2022



- Acquired Decision Point
- 2024



- Established Presence in the US
  - 1st Appearance on Deloitte Fast 50
- 2007-200



- Analytics solution provider of the year – Frost & Sullivan
  - Inaugurated global delivery center in Bangalore
- 2017

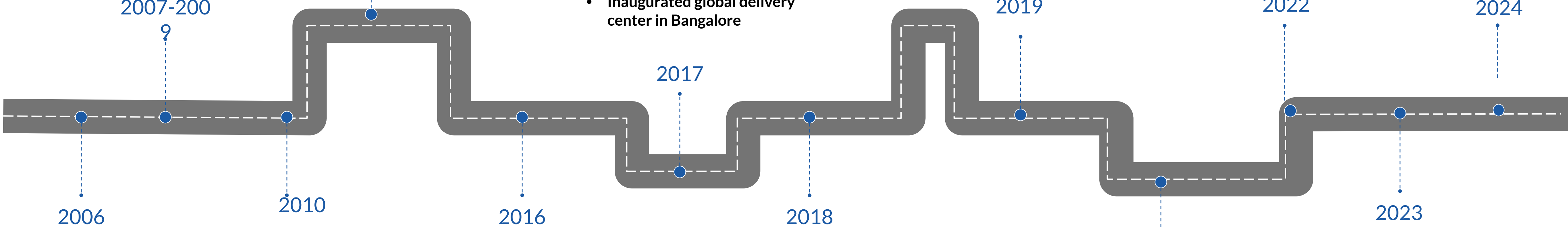
- Awarded as AI Game Changer by NASSCOM



- Launched growth Accelerators
  - First Analytics Firm to go Public
- 2021



- Value proposition driven business solutioning
- Launched GenAI solutions



- Founded by Adujadi Viswanathan Venkatraman & Pramadwathi Jandhyala CEO



- Commenced business with our first U.S. Client - Microsoft



- Featured in 2016 Technology Fast 500 Asia Pacific by Deloitte





# Globalized thoughts, Global footprints

## Vision Statement

- Inspire and transform businesses to excel in the digital world by harnessing the power of data and analytics

## Mission Statement

- Help clients win by creating holistic and sustainable impact powered by data
- Become a talent magnet by empowering employees through a culture of fun, collaboration and learning
- Drive excellence through thought leadership by ingraining innovation and insight into our DNA

## Cultural Values

*We Live by a Simple Rule. At LatentView, People Come First*

- Happiness
- Trust
- Autonomy
- Diversity & Inclusion
- Equity, Equality and Collaboration

## Delivered Analytics Solutions across 3 Continents

As of 30<sup>th</sup> Jun 2024



● Global Subsidiaries ● Global Delivery Centres

## Q1 FY25 Revenue

USA	Europe	RoW
93.7%	1.3%	5.0%



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# Expertise across the various industries

## Offerings by Industry

Technology



Industrial



Consumer & Retail



Financial Services



Revenue Mix (Q1FY25)

70.9%

11.5%

7.2%

10.4%

Overview

- Customer analytics is being used to uncover insights from app/software data
- Marketing analytics to increase ROI from campaigns and plan budget

- Forecasting demand & supply chain solutions
- Predictive maintenance of machines & equipment

- Social Media Listening
- Product innovation and development
- Product assortment, channel strategy & marketing spend

- Fraud & risk analytics
- Customer analytics supporting new products



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# Expertise across the various business functions

## Offerings by **Function**



### Customer Analytics

- > Facilitates targeted business offering, potential for upselling & cross-selling



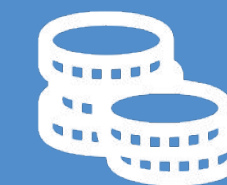
### Marketing Analytics

- > Identifying channel strategy & optimizing marketing spend



### Supply Chain Analytics

- > Collection & evaluation of data generated across the supply chain



### Financial & Risk Analytics

- > Platform to detect fraud, manage risk and enhance portfolio performance



### HR Analytics

- > Enables companies to make data-driven decisions on critical people matters



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# Acquired Decision Point

## Decision Point Acquisition



### About the Company

- > CPG focused analytics company which is a global leader in Revenue Growth Management (RGM) and AI Business Transformation



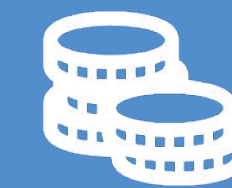
### Type of projects

- > RGM projects that 6-12 months long, in the nature of both - fixed bid and managed services



### Type of business

- > Seasonal business with >60% share coming in the 2nd half of the calendar year, historically



### Transaction structure

- > Acquired 70% stake for 39.1 Mn USD



### Operating mechanism

- > Will operate as a separate legal entity and will be led by the existing management team



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# Financial Performance



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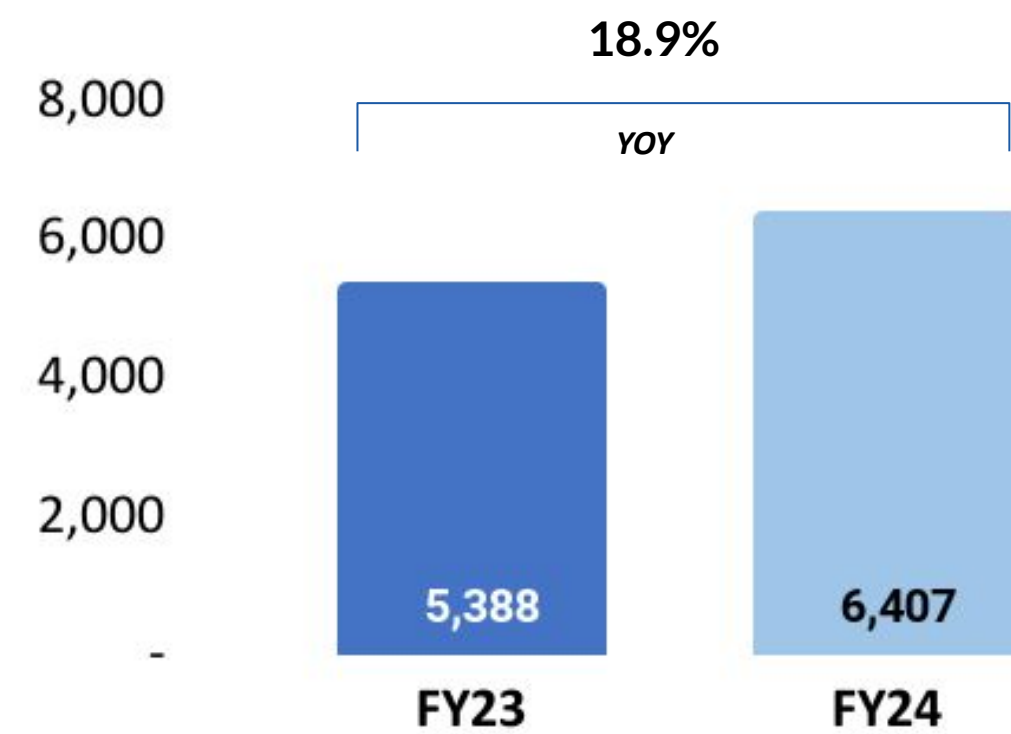
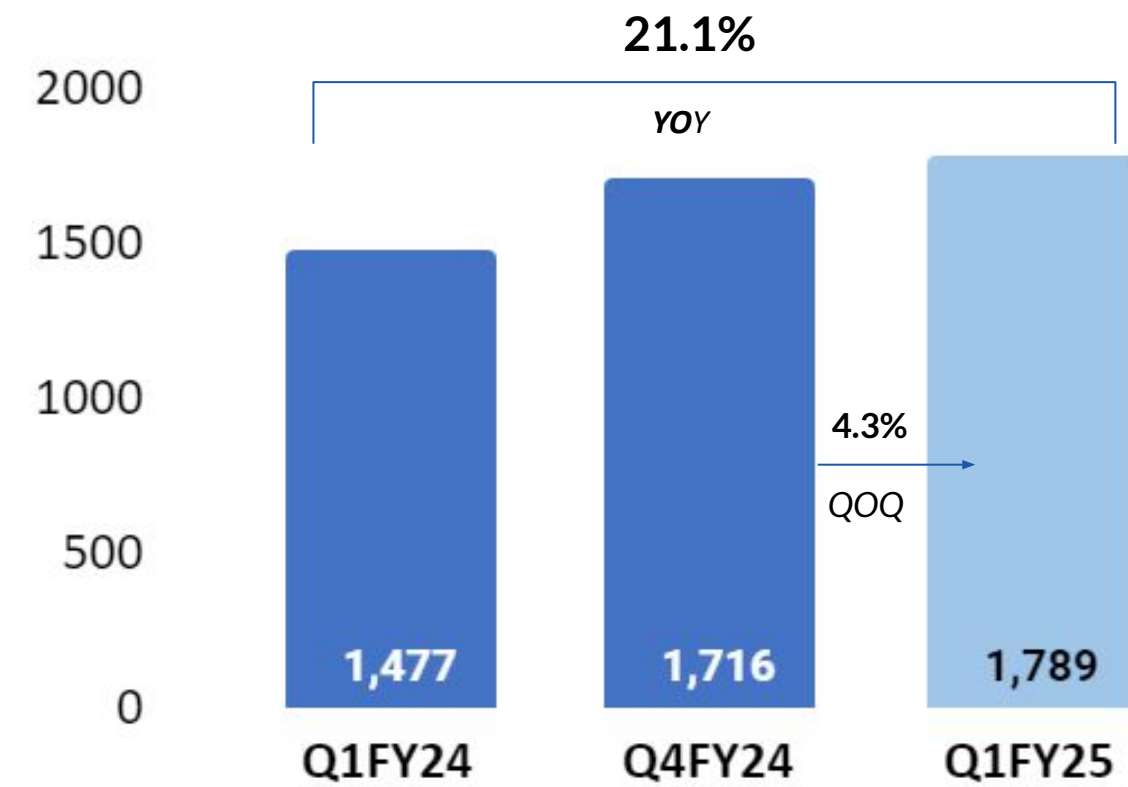
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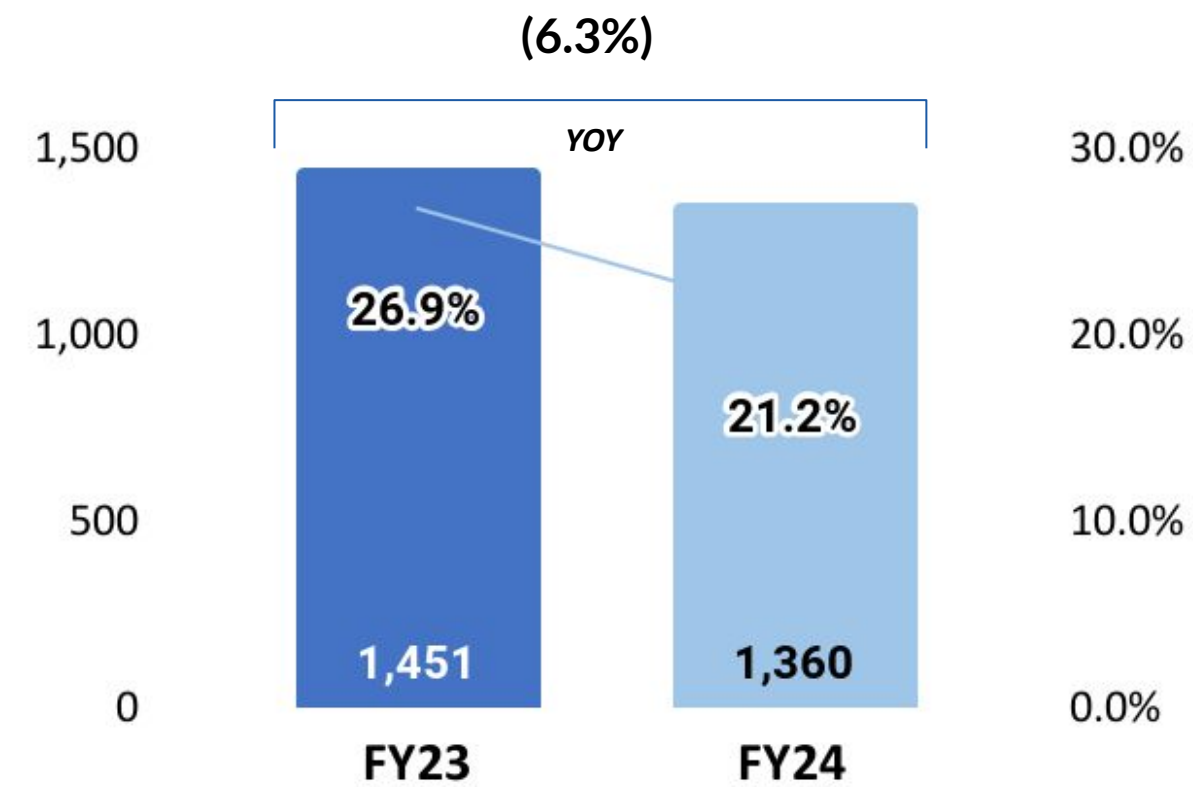
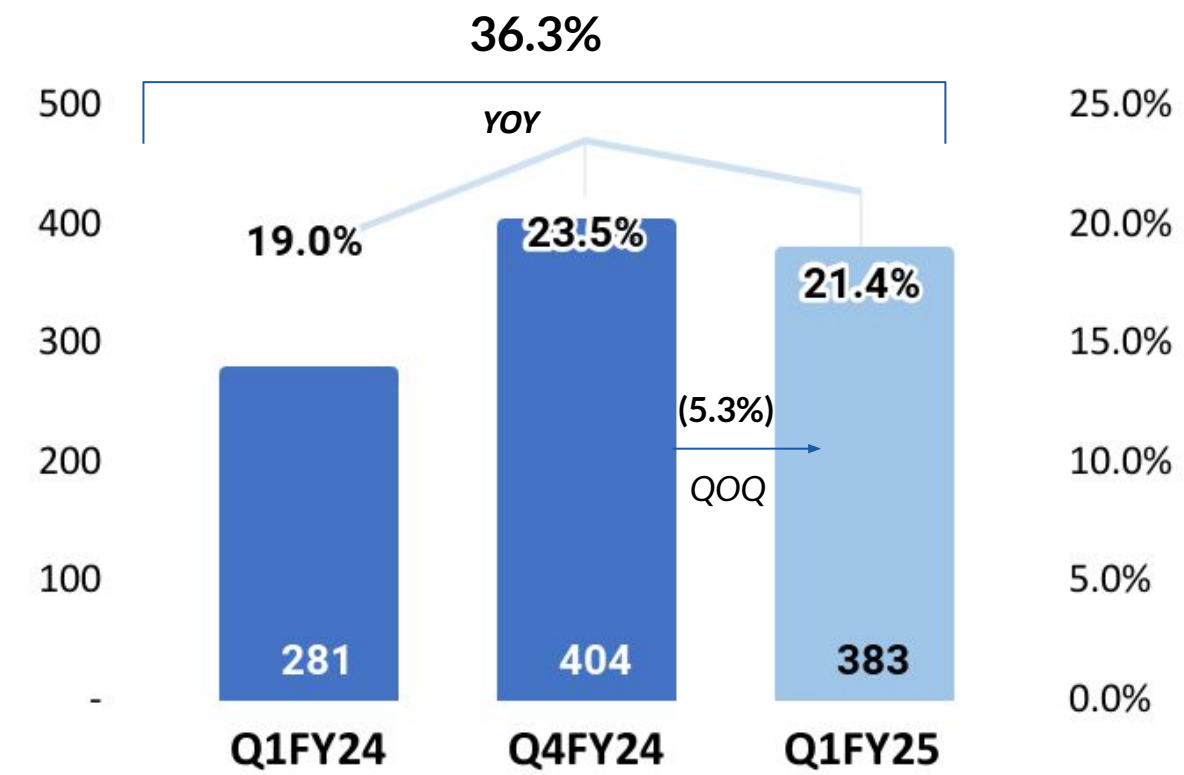
# Financial Information

Comparison: Quarter-on-Quarter & Year ended (Figures In ₹ Million)

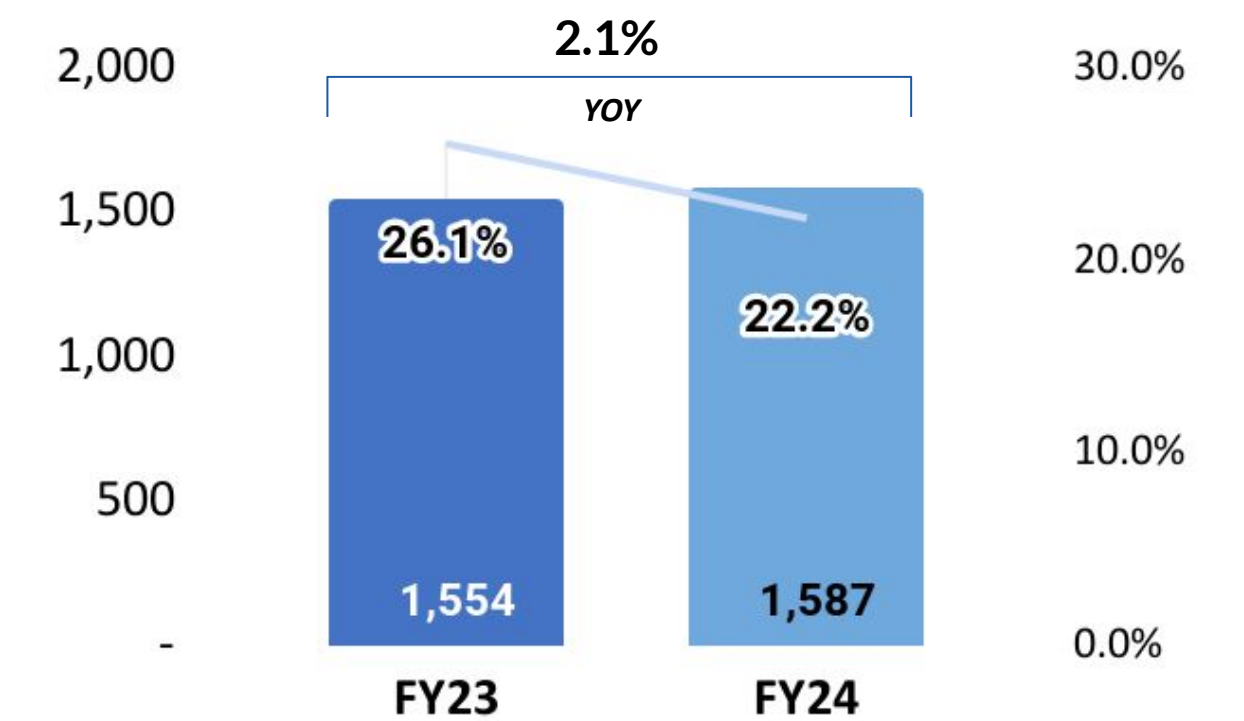
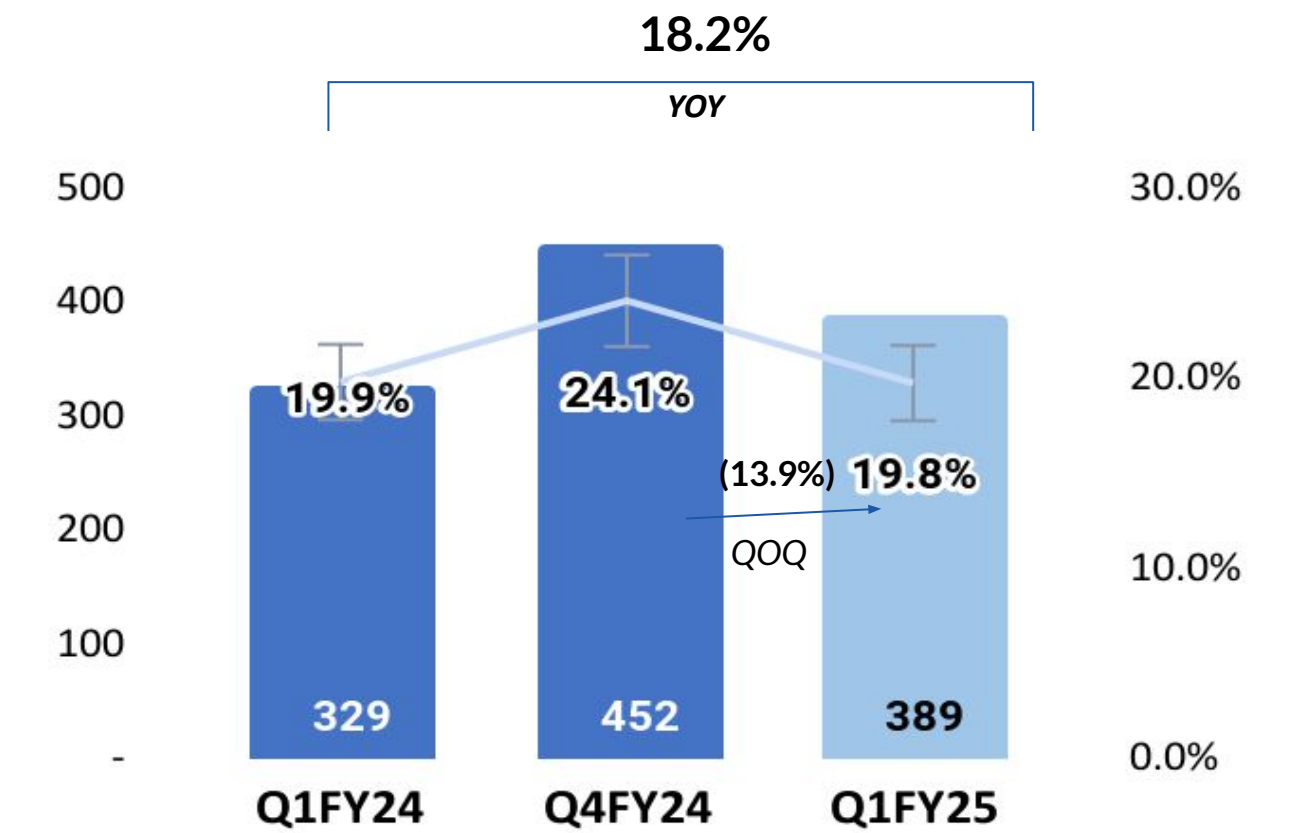
## Operating Revenue



## EBITDA & Margin (%)



## PAT & Margin (%)

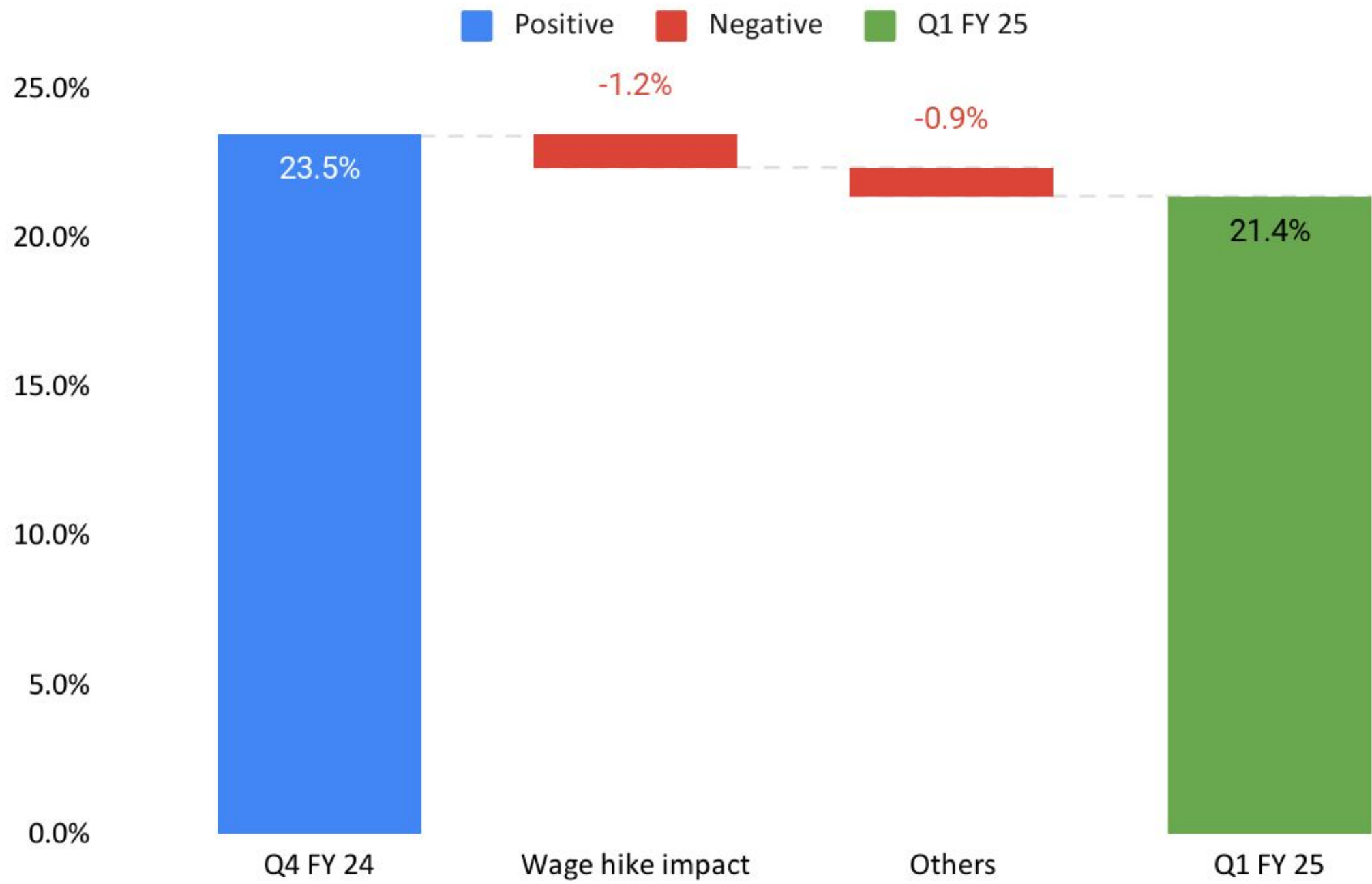


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# EBITDA Margin Movement : Q4FY24 to Q1FY25



**1. Payroll Cost**  
Impact of Annual wage hike offered in FY25Q1

**2. Other Expenses**  
Cyclical VISA cost and M&A Advisory spends led to reduction in EBITDA

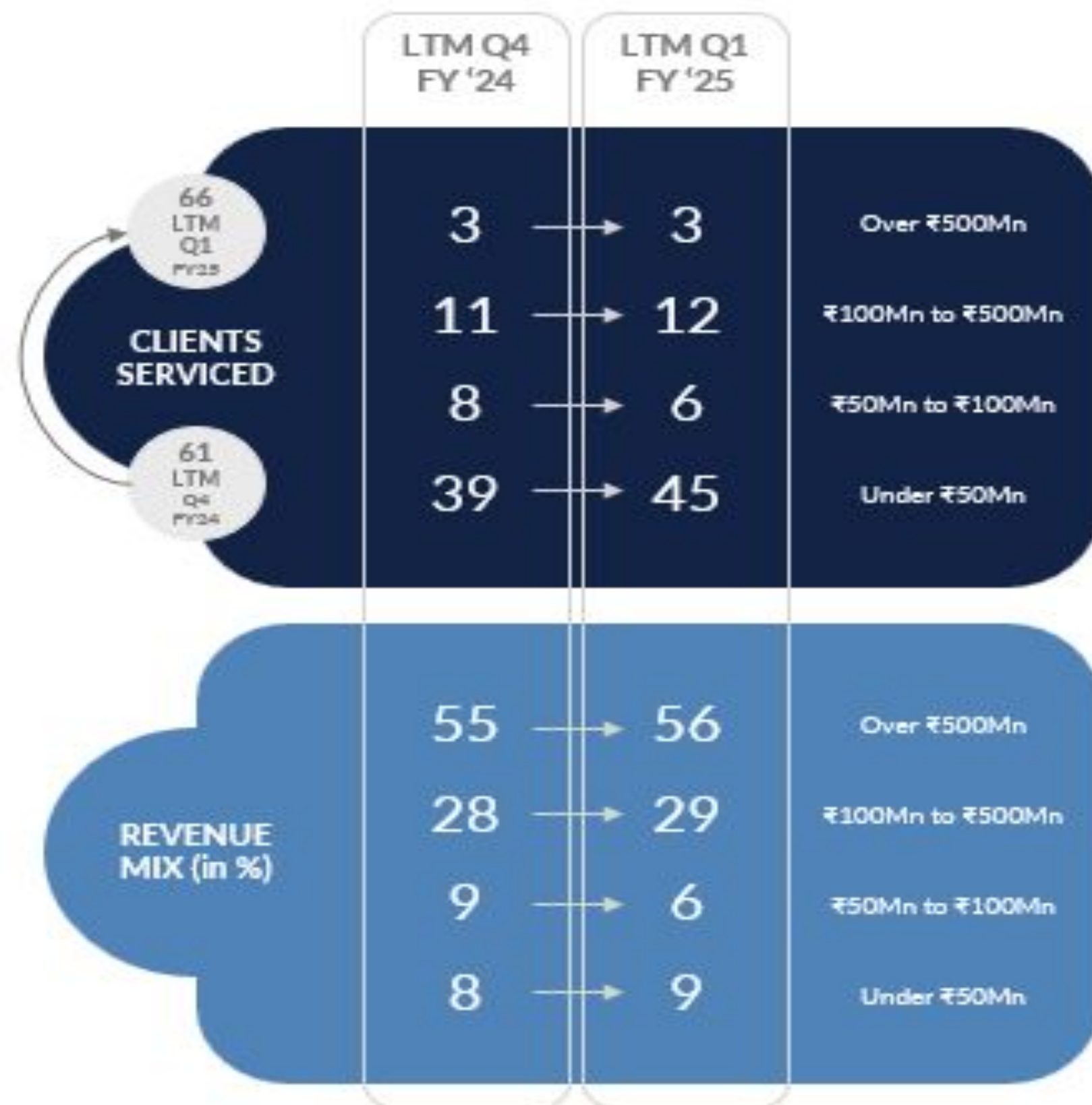


# Consolidated Financial Summary – Q1 FY25

Key Performance Metrics		Q1 FY 24	Q4 FY 24	Q1 FY 25	Growth YoY	Growth QoQ	FY23	FY 24	Growth YoY
Revenue	Revenue From Operations	1,477	1,716	1,789	21.1%	4.2%	5,388	6,407	18.9%
(₹ Million)	Other Income	179	158	174	-2.7%	10.0%	558	737	32.1%
	<b>Total Income</b>	1,656	1,875	1,963	18.5%	4.7%	5,946	7,144	20.1%
Margin	EBITDA	281	404	383	36.3%	-5.2%	1,451	1,360	-6.3%
(₹ Million)	PBT	428	530	521	21.7%	-1.7%	1,894	1,970	4.0%
	PAT	329	452	389	18.2%	-13.9%	1,554	1,586	2.1%
Margin	EBITDA	19.0%	23.5%	21.4%			26.9%	21.2%	
(%)	PBT	25.8%	28.3%	26.5%			31.9%	27.6%	
	PAT	19.9%	24.1%	19.8%			26.1%	22.2%	
EPS	Basic	1.60	2.20	1.89	18.1%	-14.1%	7.71	7.73	0.3%
(₹)	Diluted	1.59	2.18	1.88	18.2%	-13.8%	7.63	7.68	0.7%



# Operating Metrics - Q1FY25



Client Concentration		Q4FY24	Q1FY25
Client Concentration	Top 5 Clients	65%	64%
	Top 10 Clients	77%	76%
	Top 20 Clients	91%	88%

Employee Metrics		Q4FY24	Q1FY25
Employees Split by Qualification	Engineers	790	771
	Management Graduates	204	203
	Post Graduates & PhDs	216	213
	Statisticians	21	22
	Others	49	52
Employees Split by Function	Delivery	1072	1044
	Sales & Marketing	78	80
	Corporate Functions	66	75
	Center of Excellence	64	62





# Our Growth Strategy



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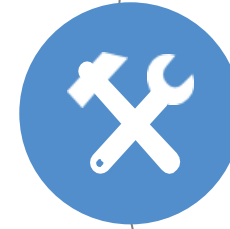


# Our growth strategies to strengthen our position in market

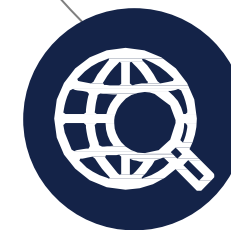
Leverage our Supply chain expertise and solution



Continue evolution to 'Analytics Thought Partner' through our Consulting arm



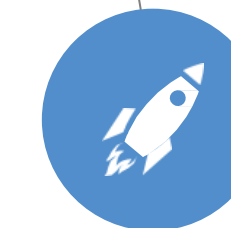
Build technical expertise with focus on Data Engineering



Build functional expertise with focus on BFSI & Retail



Expand Europe and APAC presence



Strengthen position through select inorganic opportunities



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# Strategy to grow our three major horizontals

## Leverage our Supply chain expertise and solution

- Enhance end-to-end service line offerings using partnerships channel (AWS, Snowflake)
- Evolve ConnectedView solution for Retail and Hi-tech Industry
- Synergetic with existing operations & complement data engineering, data science and BI capabilities

## 'Analytics Thought Partner' through our Consulting arm

- Focus on building and evolving Marketing analytics as a core offering
- Strengthen Discovery Engagements To improve our presence as "Thought Leader"
- Build a strong advisor network of domain and technological experts

## Build technical expertise with focus on Data Engineering

- Focus on developing and launching new solutions in Migration (Product Migrate Mate) and Data activation (Data Tray)
- Leveraging technology & cloud Partnerships to co-build solutions
- Capability building through industry best certification courses and programs



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## Building expertise through Diversification and Capability building

### Build functional expertise with focus on BFSI & Retail

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- Focus on developing new solutions in Fraud analytics & Insurance analytics
- Focused on potential opportunities in BFSI & Retail verticals to strengthen domain capabilities
- Strategic hires of personnel with extensive experience in industry verticals to drive go-to market strategy

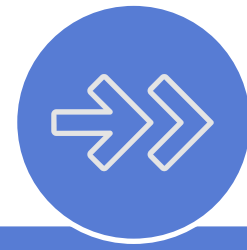
### Expand Europe and APAC presence

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- Pilot projects with existing & potential clients to gain access to new geographies
- Continued presence in these geographies through subsidiaries driven by market opportunities & client referrals
- To grow client base by focusing on industry leaders and leveraging existing client relationships



# Examples of success stories with our clients



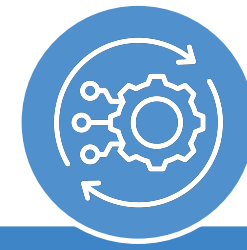
## GenAI Bot

### Global Technology Company

**Problem :** Utilize real-time device data to enhance users' understanding and optimization of their device's performance through natural language. Enable Proactive as well as Reactive Feedback mechanism

**Solution:** Built LLM powered packaged chatbot application to easily deploy across all client laptops and desktops and supports multi modal user inputs as well.

**Impact:** ~ Powering 2 Million devices with Gen AI bot & Increases Average Life span by ~1 year providing guidance on optimal system usage.



## MigrateMate

### Largest Media Retailer

**Problem :** Accumulating Operational Costs of maintaining Data in On-Prem legacy system (TeraData)

**Solution:** Built a precise and robust Data Acceleration tool (MigrateMate), with automated Data discovery, Object Creation & Validation components, to effectively migrate the Data to Cloud

**Impact:** ~ Potential cost savings of \$1M over the year, by reducing the migration time by 75%



## Demand Planning & Scheduling

### Largest Snack & Beverage Corp

**Problem :** Product Supply and Scheduling teams track infeasible quantities and available runtime to bridge demand-production gaps. Efficient use of Available Run Time (ART) via timely communication was not tracked

**Solution:** Built a power Bi powered tool to monitor and track product supply and scheduling.

**Impact:** ~ ~500M Lbs of Infeasibles made more visible on a weekly basis by linking with ART; ~800K cost savings



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# Investment Rationale



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# Investment Rationale

## Strong financial fundamentals



## Strong business model



### Cash and Investments

₹ 11,330 Mn (excluding IPO funds) as of June 30 2024

### Healthy margin expansion

Q1 FY 25 EBITDA at 21.4%

### Sustainable growth

Profitable, double digit growth

### Engaged with Blue chip Companies

30+ Fortune 500 clients, Blue Chip Companies

### Strong technological and Digitally native

Math + Technology + Business

### Focused on creating business impact

Delivered 67 Impactful solutions in Q1 FY25

## SOURCES OF ADVANTAGE



Pure play data analytics | Supply chain excellence | Long standing relationship with clients | Experienced management team



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# Fueled by strong governance

Name	Experience	Qualification
 <p><b>Adujudi Viswanathan Venkatraman</b> <i>Chairperson &amp; ED</i></p>	<ul style="list-style-type: none"> <li>• Founder of LatentView Analytics</li> <li>• Several years of experience across IT services, credit analysis and business consulting</li> </ul>	<ul style="list-style-type: none"> <li>• PGDM, IIM Calcutta</li> <li>• B.Tech, IIT Madras</li> </ul>
 <p><b>Pramadwathi Jandhyala</b> <i>Executive Director</i></p>	<ul style="list-style-type: none"> <li>• Founder of LatentView Analytics</li> <li>• Several years of experience across corporate finance &amp; credit ratings</li> </ul>	<ul style="list-style-type: none"> <li>• PGDM, IIM Calcutta</li> <li>• BE, BITS Pilani</li> </ul>
 <p><b>Dipali Sheth</b> <i>Independent Director</i></p>	<ul style="list-style-type: none"> <li>• Ex Country head of HR RBS services India</li> <li>• Directorships: UTI AMC, Adani Wilmar, DFM &amp; Centrum</li> </ul>	<ul style="list-style-type: none"> <li>• B.A. (Honours), University of Delhi</li> </ul>
 <p><b>Mukesh Butani</b> <i>Independent Director</i></p>	<ul style="list-style-type: none"> <li>• Founder of BMR Legal Advocates</li> <li>• Directorships: Dabur India, ABB Power Products &amp; Systems India &amp; BMR Business Solutions</li> </ul>	<ul style="list-style-type: none"> <li>• CA, LL.B.</li> <li>• B.Com. (University of Bombay)</li> </ul>
 <p><b>Raghuttama Rao</b> <i>Independent Director</i></p>	<ul style="list-style-type: none"> <li>• CEO GDC, IIT Madras</li> <li>• Directorships: Sundaram Finance, Wheels India, Sundaram AMC, TVS Training &amp; Services</li> </ul>	<ul style="list-style-type: none"> <li>• PGDM, IIM Ahmdabad</li> <li>• B.Tech, IIT Madras, CWA</li> </ul>
 <p><b>Reed Cundiff</b> <i>Independent Director</i></p>	<ul style="list-style-type: none"> <li>• Ex CEO Americas for Kantar</li> <li>• EX GM of Global Insights Microsoft</li> </ul>	<ul style="list-style-type: none"> <li>• BA Wesleyan University</li> </ul>



# Experience behind the wheel

Name 	Designation 
Rajan Sethuraman	Chief Executive Officer
Krishnan Venkata	Chief Client Officer
Rajan Bala Venkatesan	Chief Financial Officer
Prashant Ramanujan	Chief Growth Officer
Sanjay Annadate	Head - Europe Business



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# Thank You

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