

SASTASUNDAR VENTURES LIMITED

(Formerly known as Microsec Financial Services Limited)
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CIN - L65993WB1989PLC047002

Date: 11/11/2016

To
The General Manager,
Department of Corporate Services,
BSE Limited
(Designated Stock Exchange)
Phiroze Jeejeebhoy Tower,
Dalal Street, Mumbai - 400 001

To
The Manager,
Listing Department,
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex
Mumbai - 400 051

Ref: BSE Scrip Code: 533259; NSE Symbol: MICROSEC

Sub: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 please find attached herewith an update on the business and operations of the Company.

This is for your information and record.

Thanking you,

Yours faithfully,

For **Sastasundar Ventures Limited**
(Formerly known as Microsec Financial Services Limited)


Biplab Kumar Mani
Company Secretary and Compliance Officer



SastaSundar.com

Digital Network of Healthcare

health & happiness



INVESTORS UPDATE

September, 2016

Sastasundar Ventures Limited

(Formerly known as Microsec Financial Services Limited)

BSE: 533259

NSE: MICROSEC

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“Sastasundar” is an Indian phrase which denotes "Value to Consumers" in terms of High Quality at Economical Cost. The essential sense of “Sastasundar” denotes something which is beautiful and attainable at an affordable rate.

The Digital Network includes the integrated model of Healthcare delivery, leveraging Technology and Low Cost High Quality Human Service stations of Pharmacists (called Healthbuddy).

The Network is designed for the following benefits:

1. Access to Genuine medicines at Low cost in a consistent and convenient manner.
2. Free Delivery of wellness products of high quality at low cost at your doorstep.
3. Providing customized Health conditioned products using artificial Intelligence is the uniqueness of our brands.
4. Providing effective Healthcare counseling using our own Healthbuddy network.
5. Analyzing data and providing predictive information to consumers, suppliers, doctors and government agencies.

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Q2 2017 Financial Performance - Consolidated >>

Rs. in Lacs

Particulars	Quarter Ended			
	30-Sept-16	30-June-16	30-Sept-15	
	(Unaudited)	(Unaudited)	(Unaudited)	Revenue increased 30.02% QOQ
Revenue	3,773.50	2902.18	2,035.24	
EBIDTA	(289.87)	(632.22)	(690.83)	
Finance Cost	45.94	41.09	17.57	
Depreciation	169.86	160.57	168.79	
(Loss) before tax	(505.67)	(833.88)	(877.19)	Cash Loss reduced to Rs.343.99 lacs from Rs.683.35 lacs QOQ
Provision for Tax	25.02	19.18	20.94	
(Loss) after tax	(530.68)	(853.07)	(898.13)	
Net (Loss) #	(531.92)	(854.21)	(899.49)	
Cash Loss (adjusted)	(343.99)	(683.35)	(724.19)	

after considering minority interest

Q2 2017 Financial Performance - Consolidated >>

Rs. in Lacs

Particulars	Quarter Ended		
	30-Sept-16 (Unaudited)	30-June-16 (Unaudited)	30-Sept-15 (Unaudited)
Segment Revenue			
Financial Services	733.38	372.58	479.23
Digital Media of Consumer Engagement (www.foreseegame.com)	2.20	2.60	20.84
Digital Pharmacy and Healthcare Store (www.sastasundar.com)	3037.92	2,527.00	1535.17
Total	3773.50	2,902.18	2035.24

Q2 2017 Financial Performance - Consolidated >>

Rs. in Lacs

Particulars	Quarter Ended		
	30-Sept-16	30-June-16	30-Sept-15
	(Unaudited)	(Unaudited)	(Unaudited)
Segment Results (Profit / (Loss) before Finance Cost and Tax)			
Financial Services	339.96	40.86	112.31
Digital Media of Consumer Engagement (www.foreseegame.com)	(156.43)	(182.00)	(274.62)
Digital Pharmacy and Healthcare Store (www.sastasundar.com)	(686.26)	(687.34)	(707.00)
Total	(502.73)	(828.48)	(869.31)
Other unallocable expenditure net of unallocable income	2.95	5.40	7.88
Profit/(Loss) before Tax	(505.68)	(833.88)	(877.19)

Q2 2017 Financial Performance - Standalone >>

Rs. in Lacs

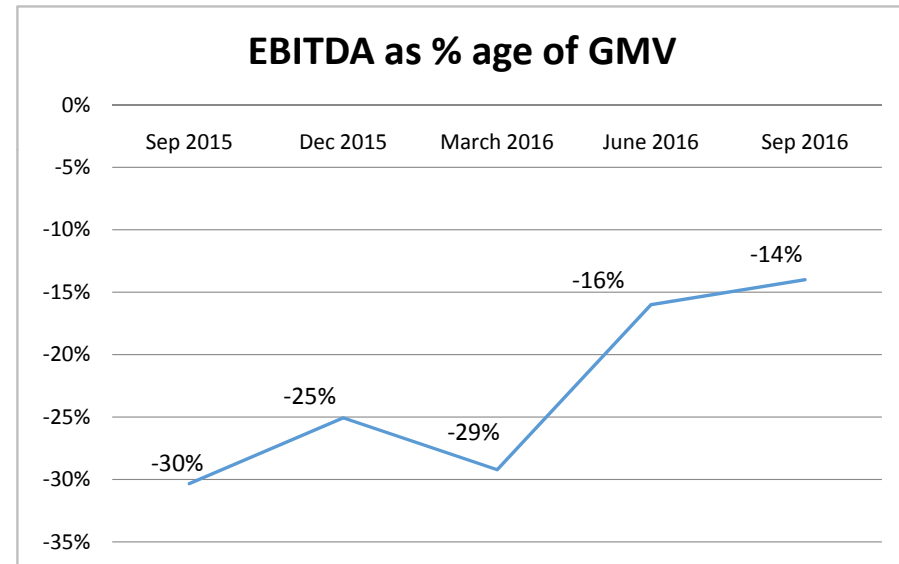
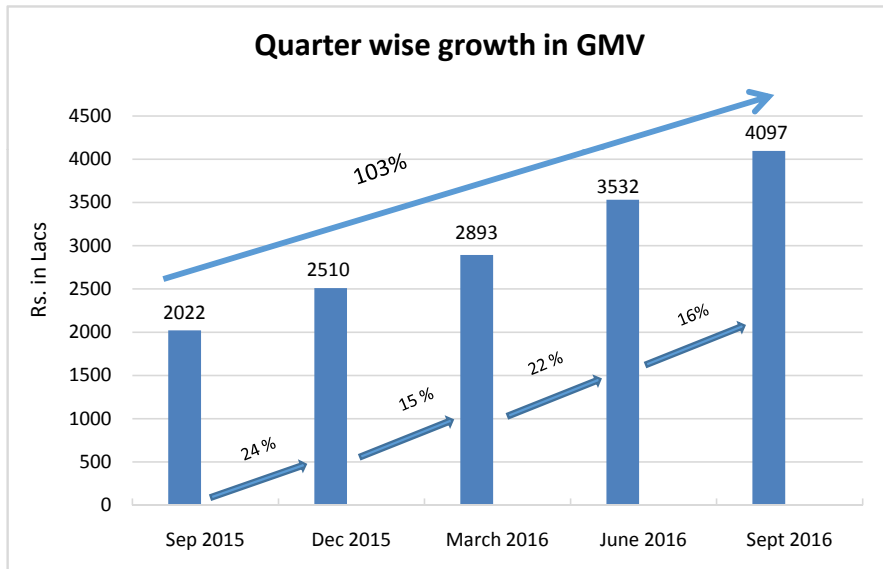
	Quarter Ended		
	30-Sept-16	30-June-16	30-Sept-15
	(Unaudited)	(Unaudited)	(Unaudited)
Revenue	24.96	18.74	50.00
Profit/(Loss) before Interest, Depreciation, Exceptional Item & Tax	(16.45)	(30.55)	(0.39)
Depreciation	7.37	7.48	8.57
Exceptional Item	134.00	-	-
Profit / (Loss) before tax	(157.82)	(38.03)	(8.96)
Provision for Tax	0.04	-	-
Profit/ (Loss) after tax	(157.86)	(38.03)	(8.96)

Business Update - SastaSundar

Key matrix of sastasundar.com

- India's Digital Network of Healthcare
- Strong unit economics with gross margins of 26% on GMV
- Strong growth with volumes more than double last year
- Growing Consistently QOQ with reducing negative EBIDTA as % age of GMV
- 137 Healthbuddies (Licensed Chemist) Covering 18 Districts of West Bengal
- 1.55 lacs orders in September 2016
- 91% Repeated Orders
- 3.46 Lacs registered customer
- Growing own basket of Digital First Brands
- 1.50 Lac Plus Android App Downloads With 4.3 Google App Ratings by users on scale of 5

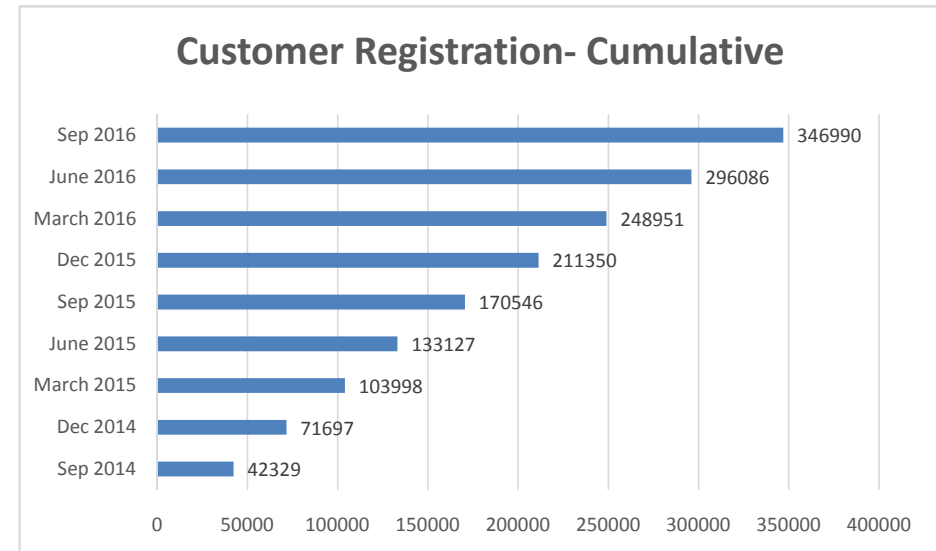
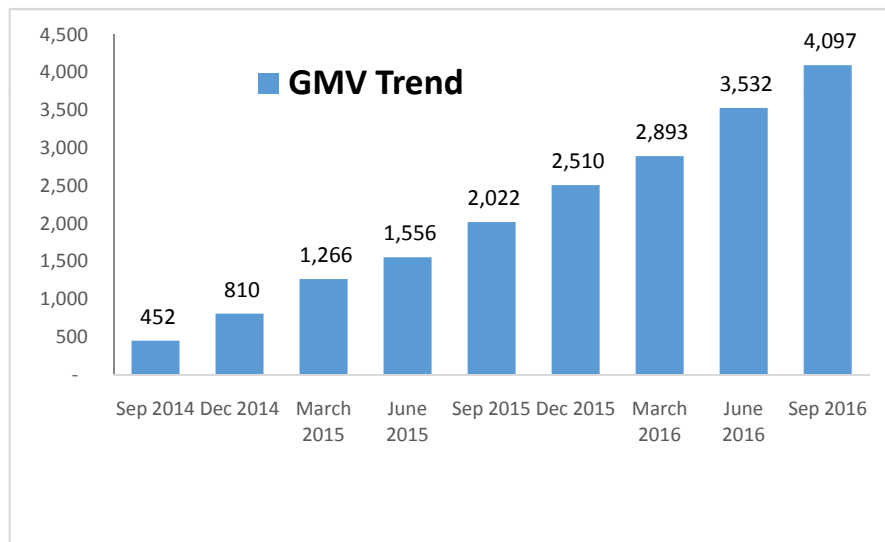
Business Update - SastaSundar



GMV has more than doubled during the quarter ended Sept 2016 on Y-o-Y basis

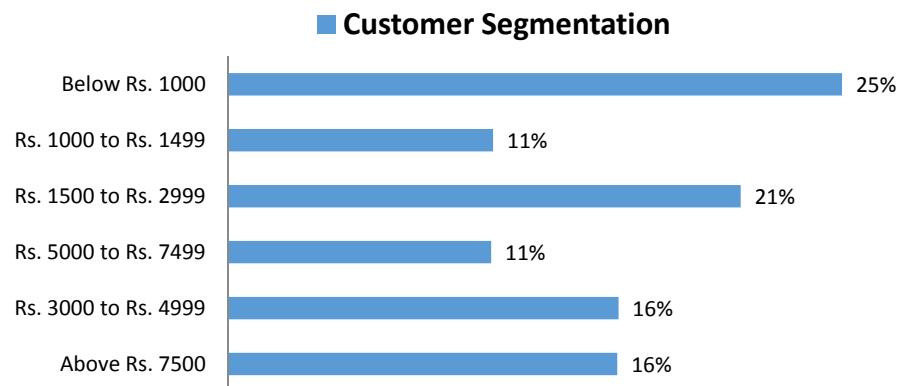
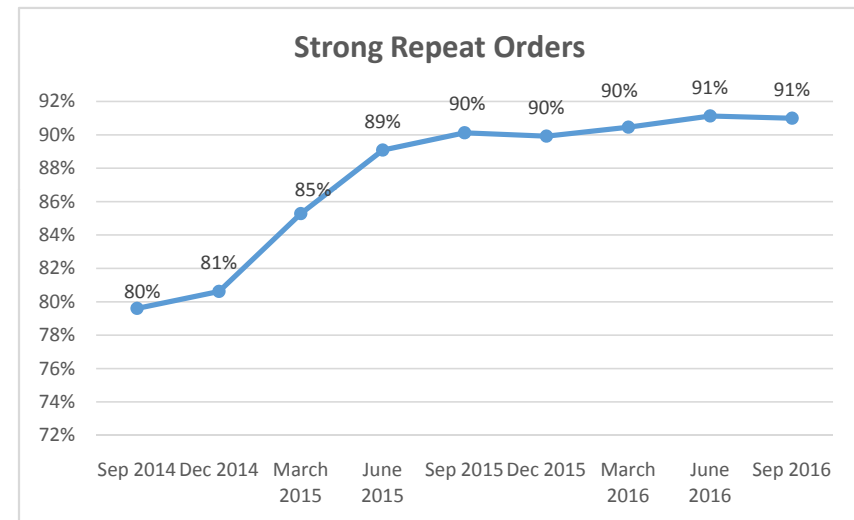
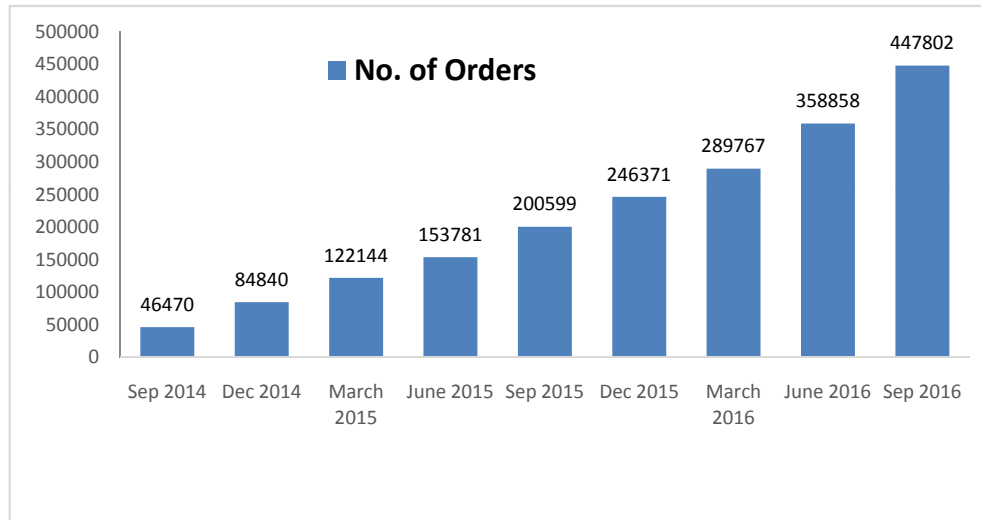
Negative EBITDA% has come down to 14% during the quarter ended September, 2016 from 30% on Y-o-Y basis

Business Update - SastaSundar



Consistent growth in GMV and customer base

Business Update - SastaSundar



- ✓ We are fulfilling on an average 5000 orders daily with more than 91% repeat orders.
- ✓ 16% of the customers are placing monthly orders of Rs. 7500 or more.

Future Growth Strategies

- We have successfully implemented the business model of SastaSundar.com in the state of West Bengal and covered over 80% of the districts of the state.
- Around 1 billion population of India do not have access to consistent affordable healthcare.
- We have made available genuine medicines and high quality healthcare products to smaller towns and villages which were under-served. There is 1 healthbuddy store available within 3 km radius of Kolkata to serve the population.
- The performance of SastaSundar.com is the performance coming from 1 State only. We plan to implement the model of SastaSundar.com in other states and are exploring strategic and financial tie up.

Own portfolio of Digital First Brands



**We have
1 Million+
Registered
Users**

This is the innovative medium of consumer engagement.

We are in the process to integrate the utility with business of sastasundar.com to minimize marketing cost.

The new version of foreseegame.com will be live soon.

Thank You