

SASTASUNDAR VENTURES LIMITED

(Formerly Microsec Financial Services Limited)

Azinganj House, 2nd Floor

7 Abanindra Nath Thakur Sarani (Formerly Camac Street)

Kolkata - 700 017, India

Tel: 91 33 2282 9330, Fax: 91 33 2282 9335

E-mail: info@sastasundar.com, Website: www.sastasundarventures.com

CIN - L65993WB1989PLC047002

Date: 17/02/2017

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: SASTASUNDR

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 Microsec Financial Services Ltd)

Biplab Kumar Mani



Biplab Kumar Mani

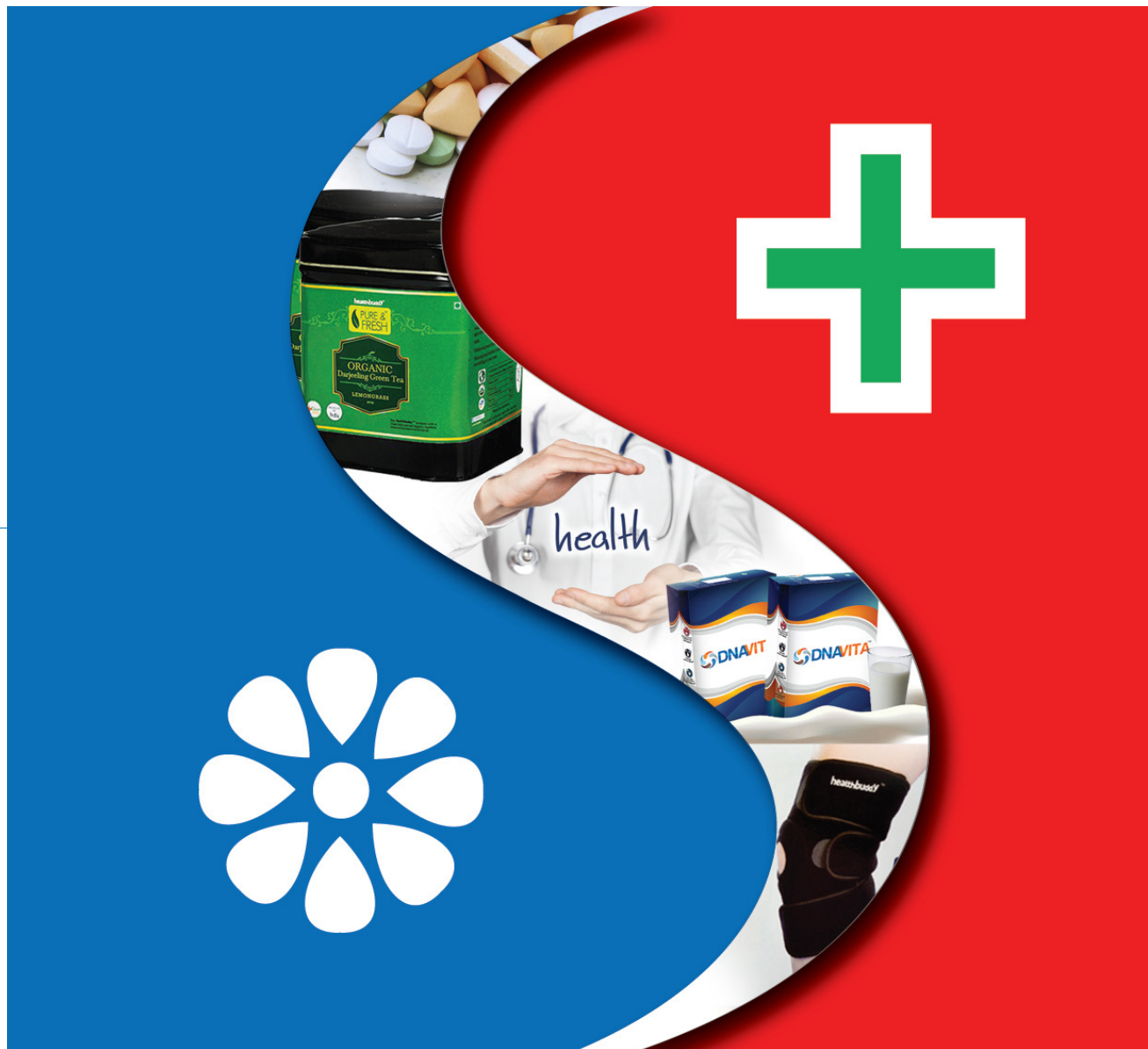
Company Secretary and Compliance Officer



EARNINGS UPDATE

Q3 / 9M FY17

SastaSundar.com
(A Venture of SastaSundar Ventures Limited)
Sastasundar.com is a 100% subsidiary of
SastaSundar Ventures Limited





COMPANY OVERVIEW

SASTASUNDAR : ABOUT US

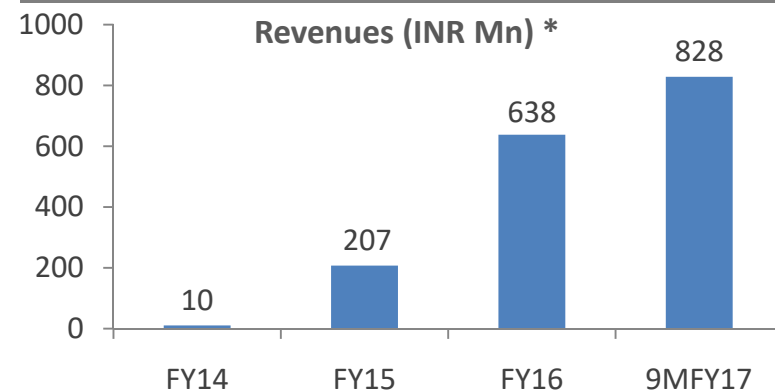
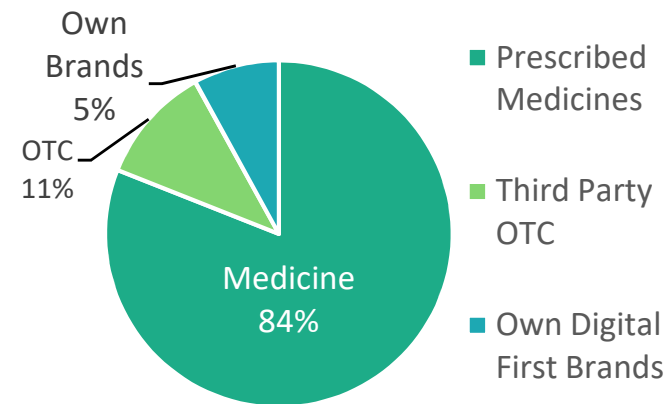
- “Sasta Sundar” is a famous Indian phrase which denotes consumer aspiration for “**High Quality at Low Cost**”.
- We are building Digital Network of Healthcare managing efficient Pharma & Wellness products Supply Chain & connecting Doctors, Diagnostic Services, Healthcare Clinics and Health Information Services.
- The Sastasundar Digital Network is being built upon **Online to Offline model** of healthcare delivery leveraging technology and inventory less service center of franchise called Healthbuddy.
- The healthbuddy service center provides access to the personal attention of pharmacists for counseling, facility to order, pick up, home delivery and other customer servicing. The company aims to leverage its healthbuddy network for multiple purposes like Telemedicine services & Pathology Services in the near future.



COMPANY SNAPSHOT

- SastaSundar Ventures Limited (Previously known as Microsec Financial Services Ltd) is a NSE and BSE listed company.
- SastaSundar.com started its operations in September, 2013 with a mission to provide low cost, genuine and high quality of healthcare products and services to customers.
- The company has pioneered an innovative and sustainable hybrid model by leveraging upon the pros and cons of the online and offline retail models.
- It has created a strong backend technological central processing unit and central warehousing unit to execute its orders and also created a last mile Network of exclusive franchisees called “Healthbuddy”, which are Inventory-Less Micro Pharmacies which focus on last mile deliveries, counselling, customer relationships, cross selling and compliance.
- The company also launched various health products and services under its own brands by understanding the demand gaps in the consumer market.

FY16 Product Categories *



* - Numbers provided are for Subsidiary of SastaSundar Ventures Ltd, “SastaSundar Health Buddy Ltd” and not of consolidated entity. ** 9MFY17 Unaudited Revenue



BUSINESS OVERVIEW

The company is building a Digital Network of Healthcare managing efficient Pharma & Wellness products Supply Chain & connecting Doctors, Diagnostic Services, Healthcare Clinics and Health Information Services.

The Network is designed for the following services:

1. Access to Genuine medicines at Low cost in a consistent and convenient manner
2. Home delivery of wellness products of high quality at low cost
3. Providing customized Health conditioned products using artificial Intelligence
4. Providing effective Healthcare counseling using our own Healthbuddy network
5. Analyzing data and providing predictive information to consumers, manufacturers, doctors and government agencies
6. Providing Health information services
7. Connecting with and providing facilities of Pathologies and diagnostic service providers
8. Connecting with doctors for appointments and consultation using digital media
9. Connecting with and providing facilities of Health and wellness service providers including hospitals and clinics
10. An authentic medium for Implementation of social responsibility services by Corporates, NGOs and the Government

Already implemented the services mentioned in points 1 to 6, in West Bengal and building technology and back end support to provide services mentioned in points 7 to 10 which will soon start in West Bengal and scale the model PAN INDIA.



A large, stylized white letter 'S' is positioned on the right side of the slide. The 'S' is set against a background that is split vertically into a blue left half and a red right half. The 'S' itself is white with a slight drop shadow, giving it a 3D appearance as if it's floating or attached to the background.

Q3/9MFY17 Earnings Update

Financial Performance Q3FY17 (Consolidated)

Particulars (INR Mn)	Q3FY17 (Unaudited)	Q2FY17 (Unaudited)	Q3FY16 (Unaudited)
Revenue	317.23	377.35	231.94
EBIDTA	(51.85)	(28.99)	(77.04)
Finance Cost	8.00	4.59	2.52
Depreciation	16.94	16.99	16.03
(Loss) before tax	(76.79)	(50.57)	(95.59)
Provision for Tax	0.25	2.50	(1.15)
(Loss) after tax	(77.04)	(53.07)	(94.44)
Net (Loss) #	(77.17)	(53.19)	(94.62)
# after considering minority interest			



Financial Performance Q3FY17 (Consolidated)

Particulars (INR Mn)	Q3FY17 (Unaudited)	Q2FY17 (Unaudited)	Q3FY16 (Unaudited)
Segment Revenue			
Financial Services	42.49	73.34	42.90
Digital Media of Consumer Engagement (www.foreseegame.com)	0.01	0.22	2.22
Digital Pharmacy and Healthcare Store (www.sastasundar.com)	274.73	303.79	186.82
Total	317.23	377.35	231.94
Segment Results (Profit/(loss) before Finance cost and Tax)			
Financial Services	4.80	34.00	2.98
Digital Media of Consumer Engagement (www.foreseegame.com)	(13.25)	(15.64)	(24.84)
Digital Pharmacy and Healthcare Store (www.sastasundar.com)	(67.75)	(68.63)	(72.99)
Total	(76.20)	(50.27)	(94.85)
Other unallocable expenditure net of unallocable income	0.59	0.30	0.74
Profit/ (loss) before Tax	(76.79)	(50.57)	(95.59)



Financial Performance Q3FY17 (Standalone)

Particulars (INR Mn)	Q3FY17 (Unaudited)	Q2FY17 (Unaudited)	Q3FY16 (Unaudited)
Revenue	2.53	2.50	5.00
EBIDTA	(0.17)	(1.65)	0.45
Depreciation	0.68	0.73	0.70
Exceptional Item	-	13.4	-
Profit / (Loss) before tax	(0.85)	(15.78)	(0.25)
Provision for Tax	-	0.01	-
Profit/ (Loss) after tax	(0.85)	(15.79)	(0.25)





Key Highlights

Business Update – Sastasundar



**1.46 lacs orders
in December
2016**



**158 Healthbuddies
covering 19 districts of
West Bengal around
3.84 lakh registered
households**



**92% Customer
Retention Ratio**



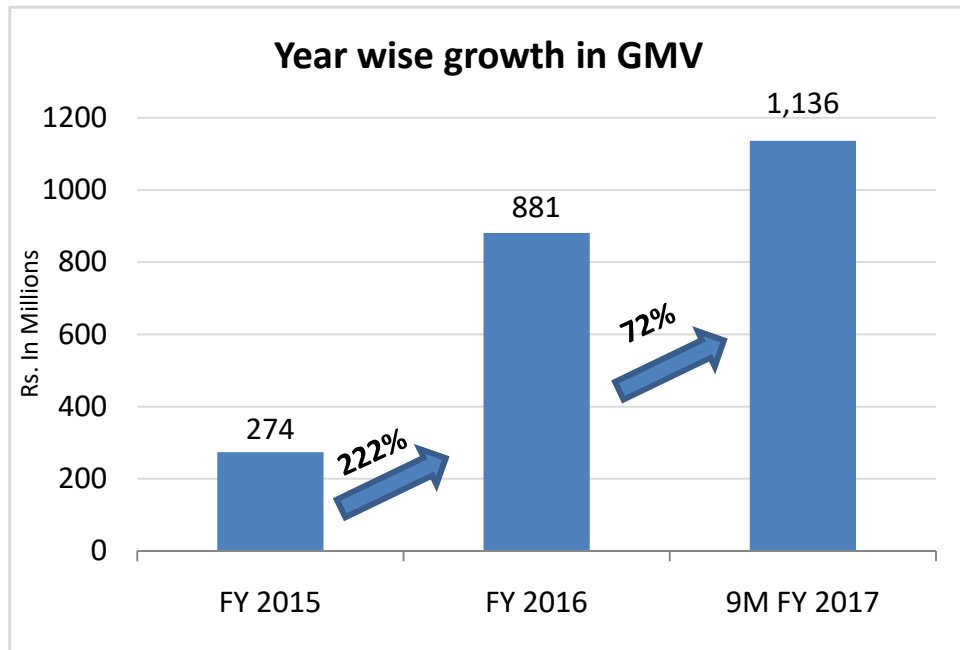
**1.65 Lac Plus Android App Downloads
With 4.3 Google App Ratings by users
on scale of 5**



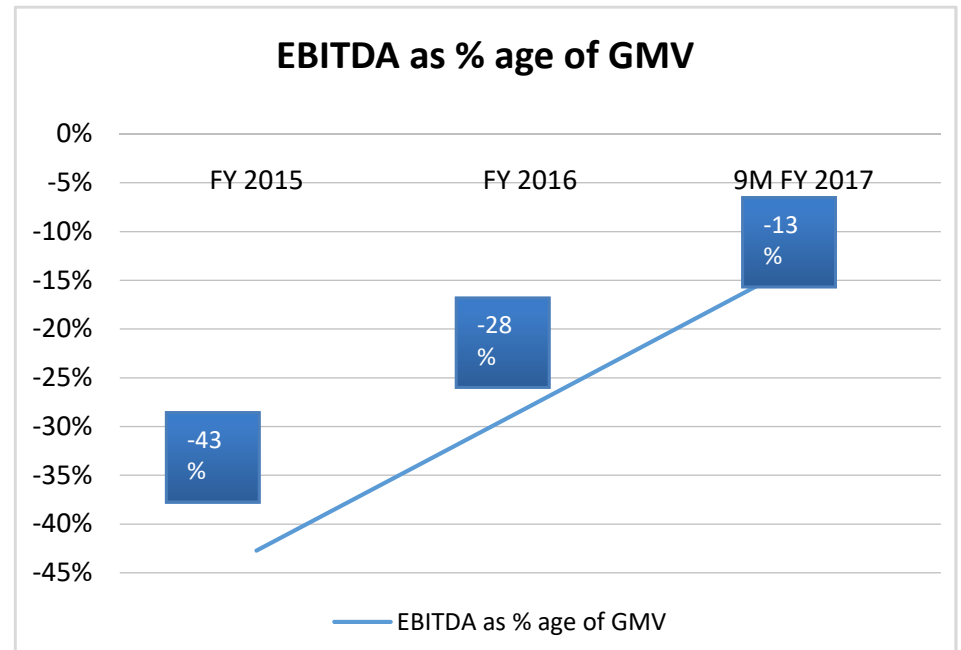
**Strong unit economics with gross
margins of 26% on GMV.**



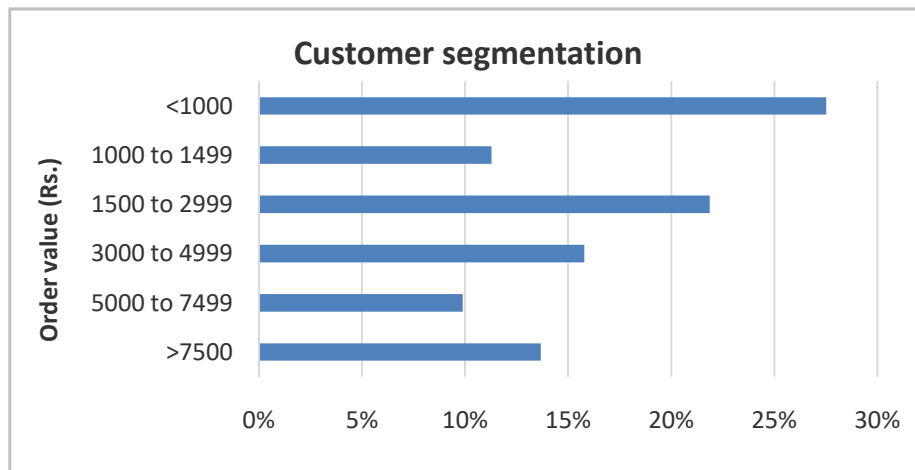
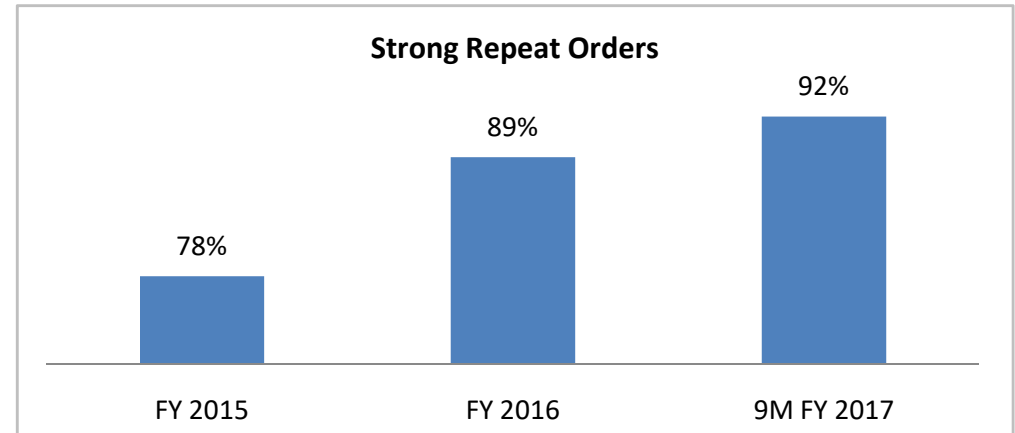
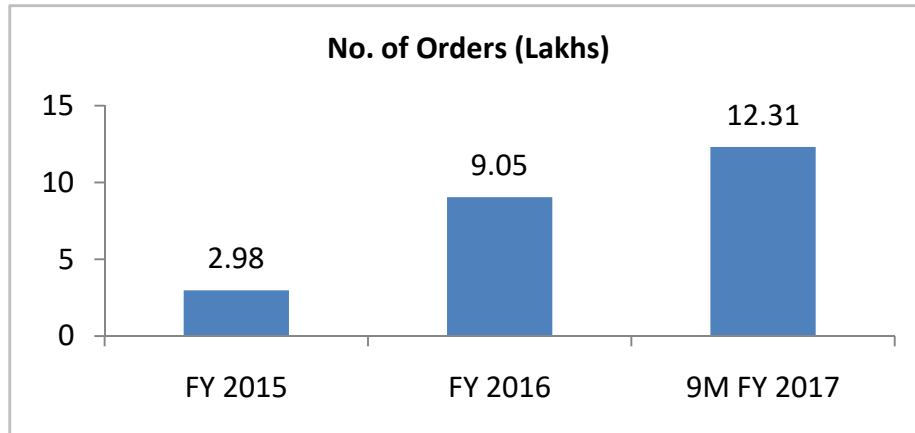
Business Update – Sastasundar



*Annualised Growth



Business Update – Sastasundar



✓ We are fulfilling on an average 5,000 orders daily with more than 92% repeat orders.



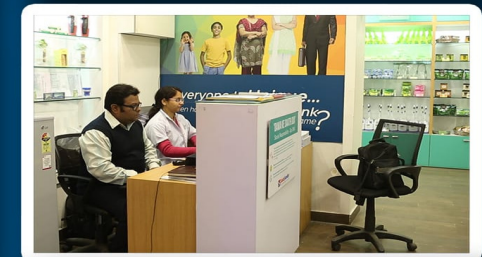
Own Portfolio of Digital First Brands



Making Life of People Healthy & Happy



158 Healthbuddy Stores Across West Bengal



Nutritional Camp & Consumer Engagement



Warehouse & Logistics



OTC & Healthbuddy Products



**We have
1 Million+
Registered
Users**

This is an innovative medium of consumer engagement.

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

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



DISCLAIMER

Sastasundar.com

This presentation and the accompanying slides (the “Presentation”), which have been prepared by Sastasundar.com (the “Company”), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment whatsoever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.

Certain matters discussed in this Presentation may contain statements regarding the Company’s market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the tire industry in India and world-wide, competition, the company’s ability to successfully implement its strategy, the Company’s future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company’s market preferences and its exposure to market risks, as well as other risks. The Company’s actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third party statements and projections.

Valorem Advisors Disclaimer:

Valorem Advisors is an Independent Investor Relations Management Service company. This Presentation has been prepared by Valorem Advisors based on information and data which the Company considers reliable, but Valorem Advisors and the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded. Valorem Advisors also hereby certifies that the directors or employees of Valorem Advisors do not own any stock in personal or company capacity of the Company under review

For further information please contact our Investor Relations Representative:



Mr. Anuj Sonpal
Valorem Advisors
Tel: +91-22-3006-7521/22/23/24
Email: anuj@valoremadvisors.com



Thank You



SastaSundar.com

Health & Happiness