



PRESS RELEASE



Mumbai, July 20, 2015

INTRASOFT TECHNOLOGIES LIMITED REPORTS REVENUES OF Rs. 118 Cr. FOR Q1 FY2015-16

IntraSoft Technologies Ltd. (BSE: 533181, NSE: ISFT) today announced its Unaudited Consolidated Financial Results for the Quarter ended June 30, 2015.

Q1 FY2015-16 HIGHLIGHTS: (All comparisons are with Q1 FY2014-15 figures)

- Total Income at Rs. 118.00 Cr. up by 97% from Rs. 59.78 Cr.
- Profit after Tax (PAT) at Rs 1.22 Cr. up by 47% from Rs 0.83 Cr.

MANAGEMENT'S STATEMENT

Consolidated Revenue for the first quarter ended June 30, 2015 increased 97% to Rs. 118.00 Cr., compared to the first quarter ended June 30, 2014, driven by E-Commerce growth.

Commenting on the results, Mr. Arvind Kajaria, Managing Director said, "We are pleased with our performance during the quarter which saw overall growth largely on account of operational efficiencies. As we consistently delivery larger volumes at the best prices, in the quickest time, our importance to the stakeholders will continue to grow thereby increasing our value."

Highlights

E-COMMERCE BUSINESS

The E-Commerce business saw tremendous performance growth and improvement in all parameters during the quarter.



Revenue:

Particulars	Q1 FY 2015-16	Q1 FY 2014-15	Growth (%)
E-Commerce Revenue	113.36 Cr.	53.93 Cr.	110%

E-Commerce Revenues increased from Rs 53.93 Cr. to Rs 113.36 Cr. during the quarter, a growth of 110% Y-o-Y. This growth was across all product categories, with Furniture, Patio, Lawn & Garden being the largest category. The Company added 37 new suppliers during the quarter.

The Top 6 Product Categories by Revenues during Q1 FY2015-16 were

Furniture, Patio, Lawn & Garden	36%
Musical Instruments & Gadgets	17%
Home Improvement & Art Crafts	16%
Kitchen, Dining & Appliances	13%
Sports & Outdoor	07%
Toys, Games & Baby	05%

Orders Shipped:

Particulars	Q1 FY 2015-16	Q1 FY 2014-15	Growth (%)
Orders Shipped	293,894	116,081	153%

The Number of Orders Shipped grew tremendously over the quarter from 116,081 to 293,894, a growth of 153% Y-o-Y. Our proprietary technology platform allows us to scale order volumes with minimal human intervention, enabling cost savings as we grow volumes.

The Number of Orders Shipped during the last 5 quarters were

Q1 2015-16	293,894
Q4 2014-15	253,024
Q3 2014-15	285,270
Q2 2014-15	118,606
Q1 2014-15	116,081

As we leveraged our technology and efficient supply chain, we were able to offer customers a better shopping experience including a better price point. Accordingly, we were able to sell many newer lower priced products during the quarter, resulting in a lower average order value (Rs. 3857), but much higher number of orders shipped.



Cost of Goods Sold:

Particulars	Q1 FY 2015-16	Q1 FY 2014-15	Improvement (%)
Cost of Goods Sold	66.4%	65.2%	-1.2%

As the Company added newer suppliers and products to its catalog, there was a slight increase in the Cost of Goods Sold by 1.2% during the quarter. As the sales momentum continues to improve, the overall Cost of Goods Sold will tread downwards as the year progresses and as we continue to increase our purchases from these newer suppliers. As on June 30th 2015, Inventory at our warehouses was Rs. 17.71 Cr.

E-GREETINGS BUSINESS

123Greetings.com continued to see increased Mobile Application usage Y-o-Y with more than double in the number of cards sent, from 1.70 Lakhs in Q1 FY 2014-15 to 3.70 Lakhs during Q1 FY2015-16. Mobile application downloads reached 6.88 Lakhs as on 30th June, 2015. E-Greetings business revenues for Q1 FY2015-16 was Rs. 4.37 Crs.

ABOUT INTRASOFT TECHNOLOGIES LIMITED:

IntraSoft Technologies Limited owns & operates 123Stores, an Online E-Commerce Retailer & 123Greetings.com, an online greeting cards Company.

123Stores, Inc. is a multi-channel E-Commerce retailer with a strong technology backbone that combines supply chain logistics with real time customer data to create a compelling shopping experience. The Company is ranked #392 on the Internet Retailers 2015 Top 500 list and is ranked #1,641 in Inc. 5,000 list of fastest growing private US companies.

123Greetings.com is the world's leading online destination for human expressions reaching 95 million visitors annually. Its offering of over 42,000 ecards across multiple languages covers a mix of 3,000 seasonal & everyday categories.



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CAUTION CONCERNING FORWARD-LOOKING STATEMENTS:

This document includes certain forward-looking statements. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Such forward-looking statements are based on numerous assumptions regarding the Company's present and future business strategies and the environment in which the Company operates in the future. IntraSoft Technologies Limited may make additional written and oral forward looking statements and is under no obligation to update or alter its forward-looking statements to reflect actual results, changed assumptions or other factors.



INTRASOFT TECHNOLOGIES LIMITED

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UNAUDITED CONSOLIDATED FINANCIAL RESULTS FOR THE QUARTER ENDED 30TH JUNE, 2015

123 Stores **E-Commerce Q1 Revenue up by 110% to ₹ 113 Cr. from ₹ 54 Cr. Y-o-Y** **123 Greetings**
E-Commerce Q1 Order Volume up by 153% to 293,894 orders from 116,081 orders Y-o-Y

₹ In Lakhs

PARTICULARS	Quarter Ended			Year Ended
	30-06-2015	31-03-2015	30-06-2014	31-03-2015
	(Unaudited)	(Audited) *	(Unaudited)	(Audited)
1. Income				
(a) Income from Operations	11773.34	10115.83	5957.17	34291.03
(b) Other Operating Income	26.94	11.82	21.30	41.77
Total Income from Operations	11800.28	10127.65	5978.47	34332.80
2. Expenditure				
(a) Product & Content Development Expenses	9419.40	7987.35	4438.45	26248.55
(b) Sales and Marketing Expenses	1631.57	1459.04	861.23	5004.17
(c) General and Administrative Expenses	183.59	252.41	201.54	801.10
(d) Employees Benefit Expenses	485.45	481.55	407.05	1782.43
(e) Depreciation	34.27	41.30	34.72	146.59
Total Expenditure	11754.28	10221.65	5942.99	33982.84
3. Profit from Operations before Other Income, Finance Costs and Exceptional Items (1-2)	46.00	-94.00	35.48	349.96
4. Other Income	115.38	132.36	77.05	410.56
5. Profit before Finance Cost and Exceptional Items (3+4)	161.38	38.36	112.53	760.52
6. Finance Costs	20.40	20.53	17.11	75.99
7. Profit before Exceptional Items (5-6)	140.98	17.83	95.42	684.53
8. Exceptional items	0.00	0.00	0.00	0.00
9. Profit from Ordinary Activities (7-8)	140.98	17.83	95.42	684.53
10. Tax expense	18.69	12.51	12.11	88.44
11. Net Profit from Ordinary Activities after Tax (9-10)	122.29	5.32	83.31	596.09
12. Extraordinary Items (net of Tax Expenses)	0.00	0.00	0.00	0.00
13. Net Profit for the period (11 +/- 12)	122.29	5.32	83.31	596.09
14. Paid-up Equity Share Capital of ₹ 10 each	1473.17	1473.17	1473.17	1473.17
15. Reserve excluding Revaluation Reserves as per Balance Sheet of previous Accounting Year				6477.76
16. Earnings per Share (EPS) (₹)				
Basic and diluted EPS before and after Extraordinary Items	0.83	0.04	0.57	4.05
17. Particulars of Shareholding				
(i) Public Shareholding				
- Number of Shares	5981664	5981664	5981664	5981664
- Percentage of Shareholding	40.60	40.60	40.60	40.60
(ii) Promoters and Promoter Group Shareholding				
a) Pledged / Encumbered				
- Number of Shares	0.00	0.00	0.00	0.00
Percentage of Shares	0.00	0.00	0.00	0.00
(as a % of the Total Shareholding of Promoter and Promoter Group)				
Percentage of Shares (as a % of The Total Share Capital of the Company)	0.00	0.00	0.00	0.00
b) Non - Encumbered				
- Number of Shares	8750014	8750014	8750014	8750014
Percentage of Shares	100.00	100.00	100.00	100.00
(as a % of the Total Shareholding of Promoter and Promoter Group)				
Percentage of Shares (as a % of the Total Share Capital of the Company)	59.40	59.40	59.40	59.40

STANDALONE INFORMATION

₹ In Lakhs

PARTICULARS	Quarter Ended			Year Ended
	30-06-2015	31-03-2015	30-06-2014	31-03-2015
	(Unaudited)	(Audited)*	(Unaudited)	(Audited)
Revenue	925.70	977.16	637.40	3062.89
Profit before Tax and Exceptional Items	282.74	275.68	79.02	579.50
Profit after Tax and Exceptional Items	264.07	253.53	66.88	501.47

PARTICULARS	Quarter ended 30/06/2015
18. Investors Complaints	
Pending at the beginning of the quarter	0
Received during the quarter	0
Disposed of during the quarter	0
Remaining unresolved at the end of the quarter	0



Scan this QR code to download Unaudited Financial Results for the Quarter Ended 30th June, 2015.

NOTES :

- The above results were reviewed by the Audit Committee and approved by the Board of Directors in their respective meetings held on 20th July, 2015.
- As per the requirements of AS-17 issued as per Companies (Accounting Standards) Rules, 2006, no disclosure is required as the Company is operating in single business /geographical segment of Internet based delivery of services.
- ITL's Consolidated Financial Results include the results of the following Companies :-
 - 123Stores, Inc. (USA)
 - 123Greetings.com, Inc. (USA)
 - Intrasoft Ventures Pte. Ltd. (Singapore)
 - One Two Three Greetings (India) Pvt. Ltd. (India)
- The Standalone and Consolidated financial results of the Company for the quarter ended 30th June, 2015 are available on the Company's website www.itlindia.com
- Foreign Exchange Gain on export sale is shown separately under Other Operating Income.
- *6. The figures for the last quarter for the previous year are the balancing amount between the audited figures in respect of the full financial year and the unaudited third quarter published year to date figures, which were subjected to a Limited Review.
7. Previous quarters' / year's figures have been regrouped / rearranged wherever considered necessary.

For IntraSoft Technologies Ltd.

Sd/-

Arvind Kalaria
Managing Director