

IntraSoft Technologies Limited



Investor Presentation
5th August, 2016

BSE: 533181, NSE: ISFT



ECommerce Snapshot (Q1 FY 2016-17)

123Stores

REVENUES

₹ 218 Crores

ORDERS

6,23,299

SUPPLIERS

1746

REVENUE GROWTH

93%

GROSS MARGIN

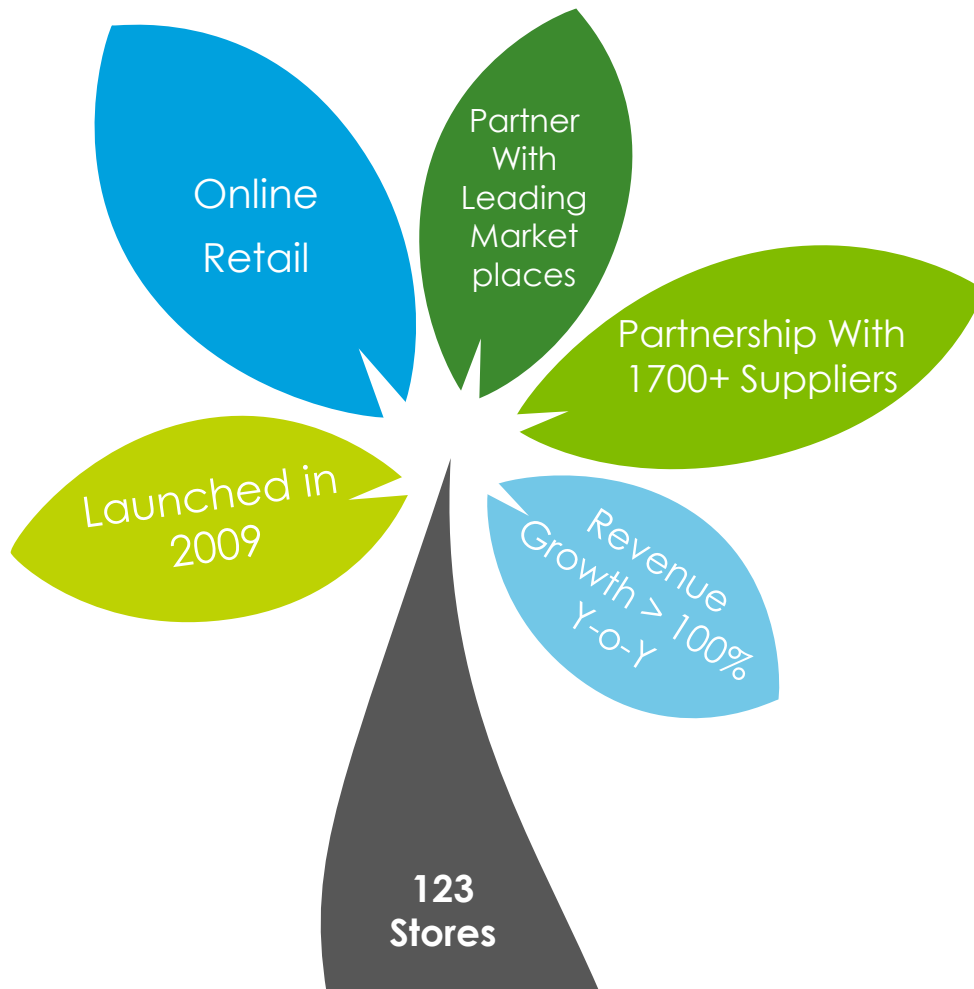
19.4%

UNIQUE PRODUCTS

5,35,000



Our Business



Launch & Recognition

- #262 On Internet Retailer 2015 Guide
- #1641 On Inc. 5000 Fastest Growing US Co.
- 7th Fastest Growing Web-Only Retailer In US

Online Retail

Business Model Is Creating A Large Distribution Network Wherein It Offers Customers Better Experience By Leveraging Technology, Supply Chain & Supplier Relationships.

Multiple Marketplaces

Along With Selling On 123Stores, We Have Shop In Shop Partnerships With Leading Retailers Like Amazon, Ebay, Sears And Others

Suppliers Direct Fulfillment Network

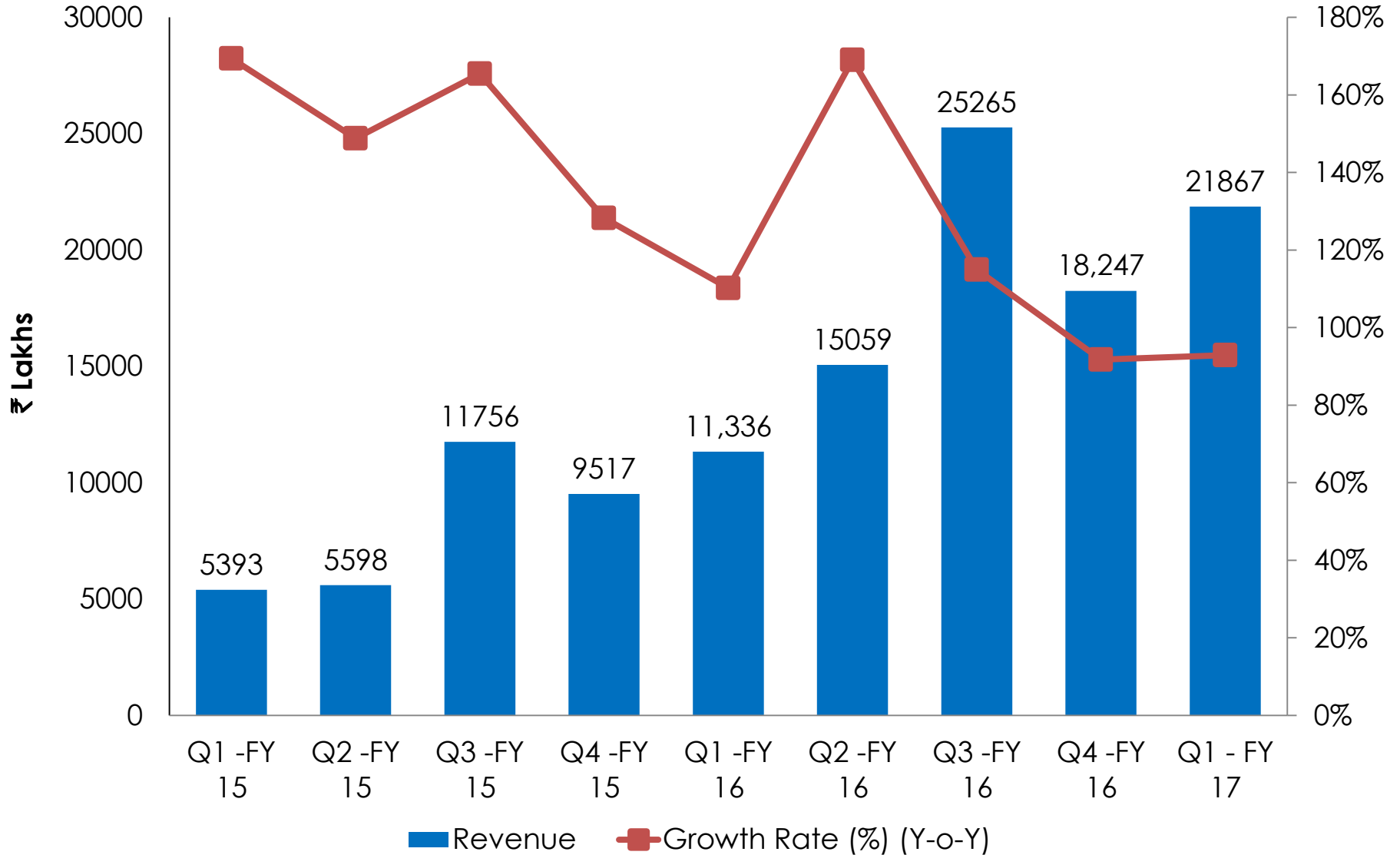
- Partnership With Over 1700 Suppliers
- Extensive Catalogue Of Over 535,000 Unique SKUs

Revenue Growth

Revenues Are Growing At A Fast Pace. Yearly Revenue Growth > 100% Over Time

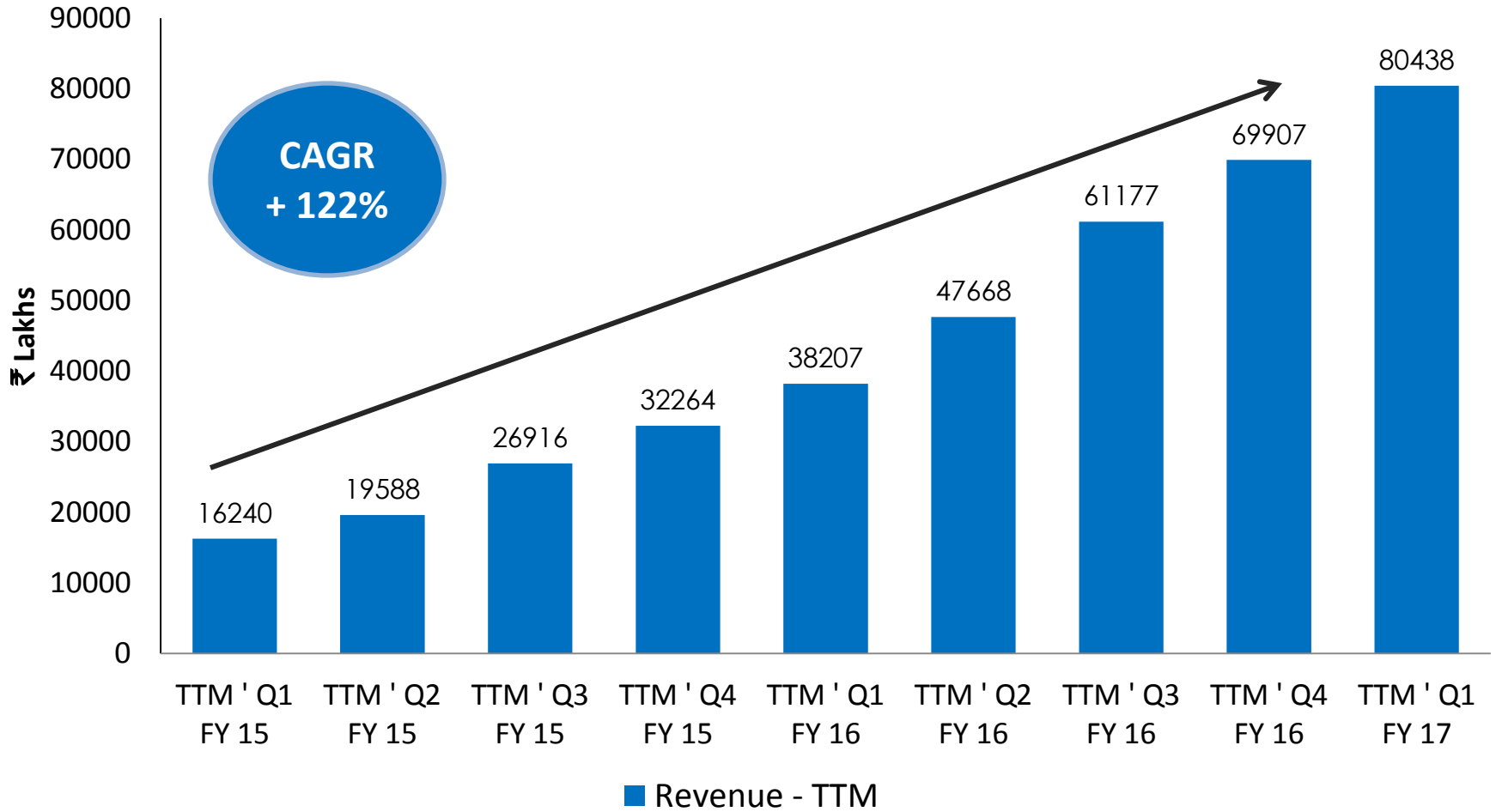


ECommerce Revenues Continue To Grow Above Industry Rates





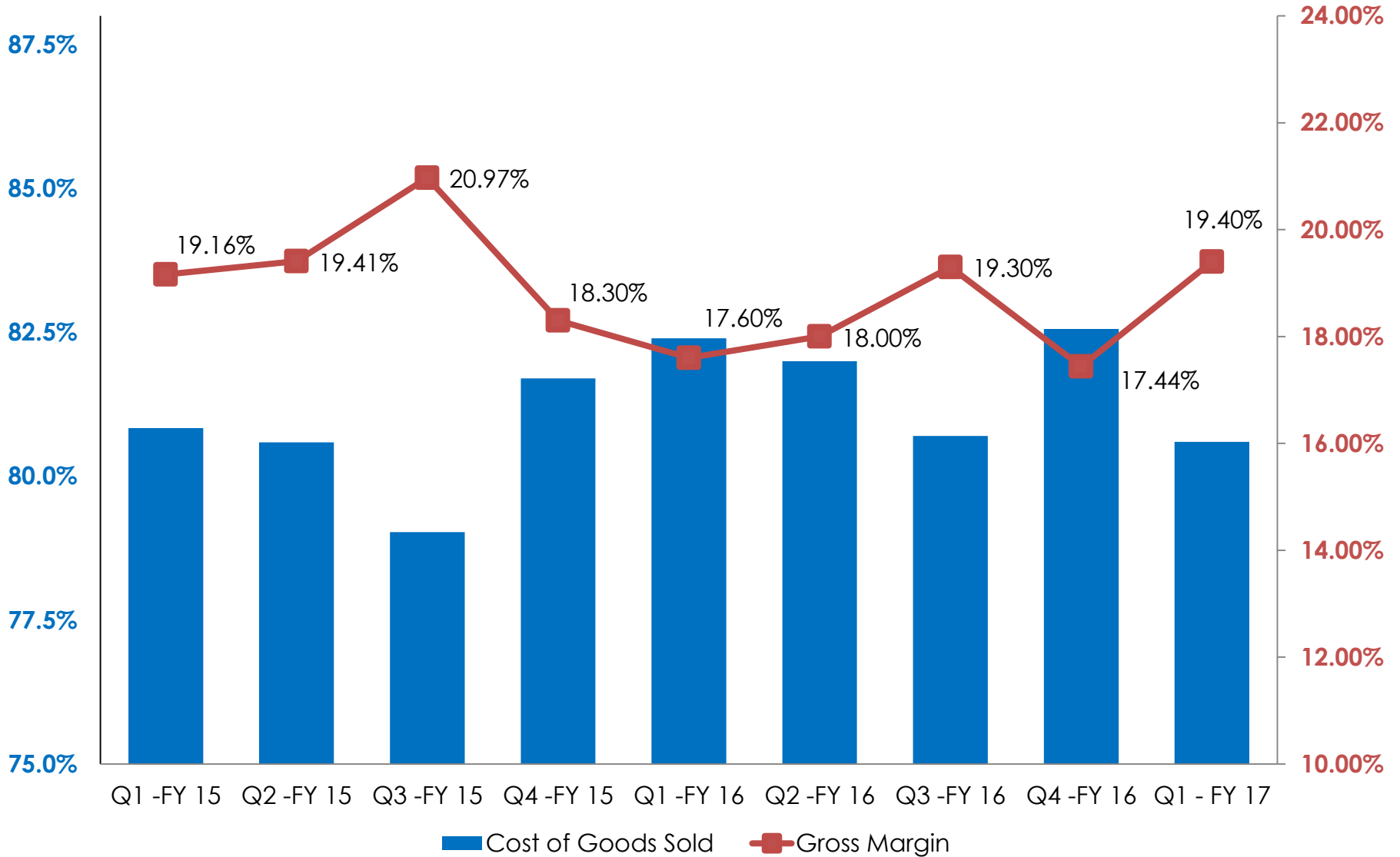
TTM Revenue Is On The Rise



TTM refers to Trailing Twelve Months



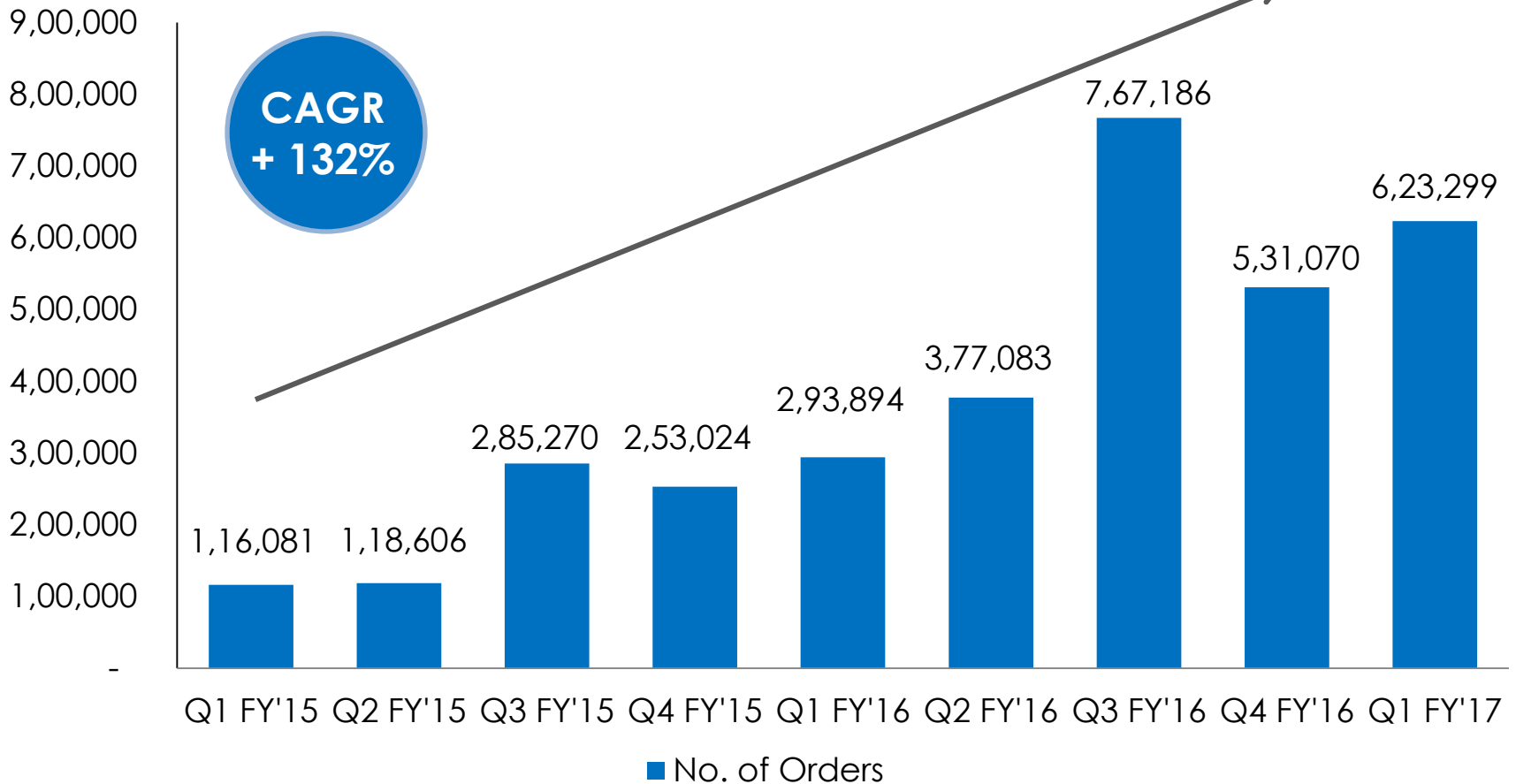
While Maintaining Gross Margin





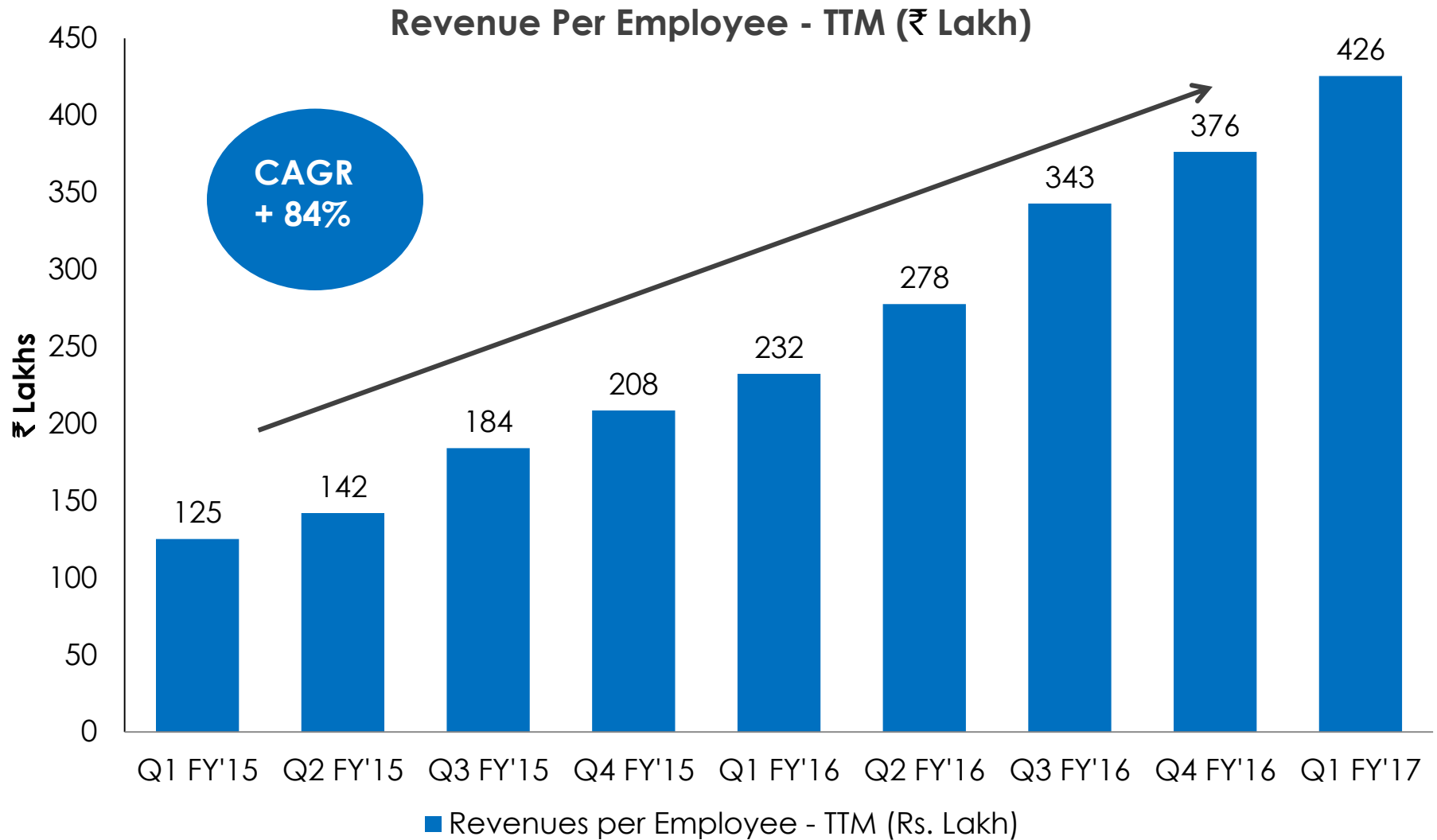
Robust Order Fulfillment Platform

We Relentlessly Deploy Our Technological Expertise Towards Building Highly Automated Order Fulfillment Systems, Which Allows Us To Succeed





Higher Levels Of Automation Leads To Improved Productivity

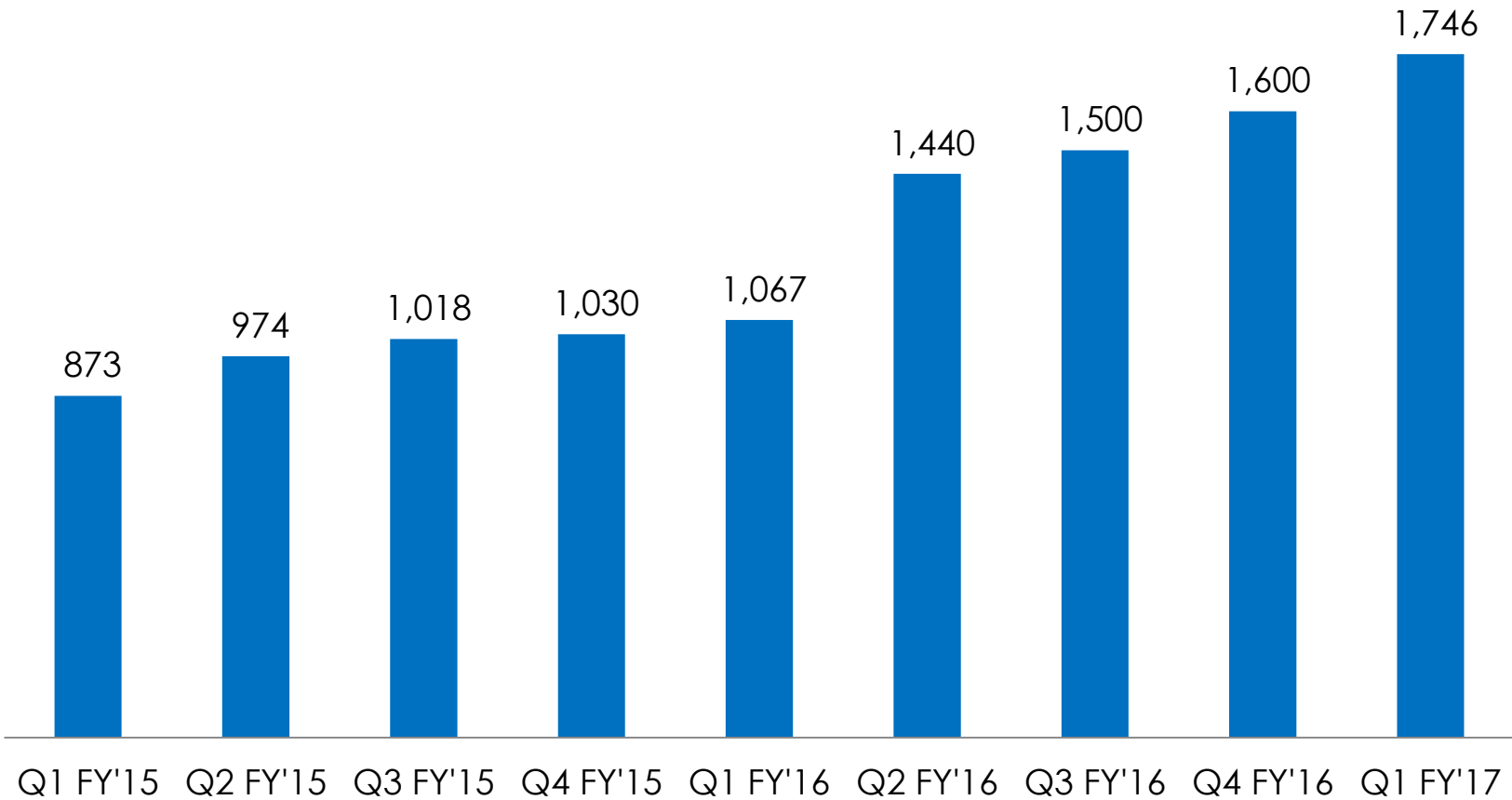


TTM refers to Trailing Twelve Months



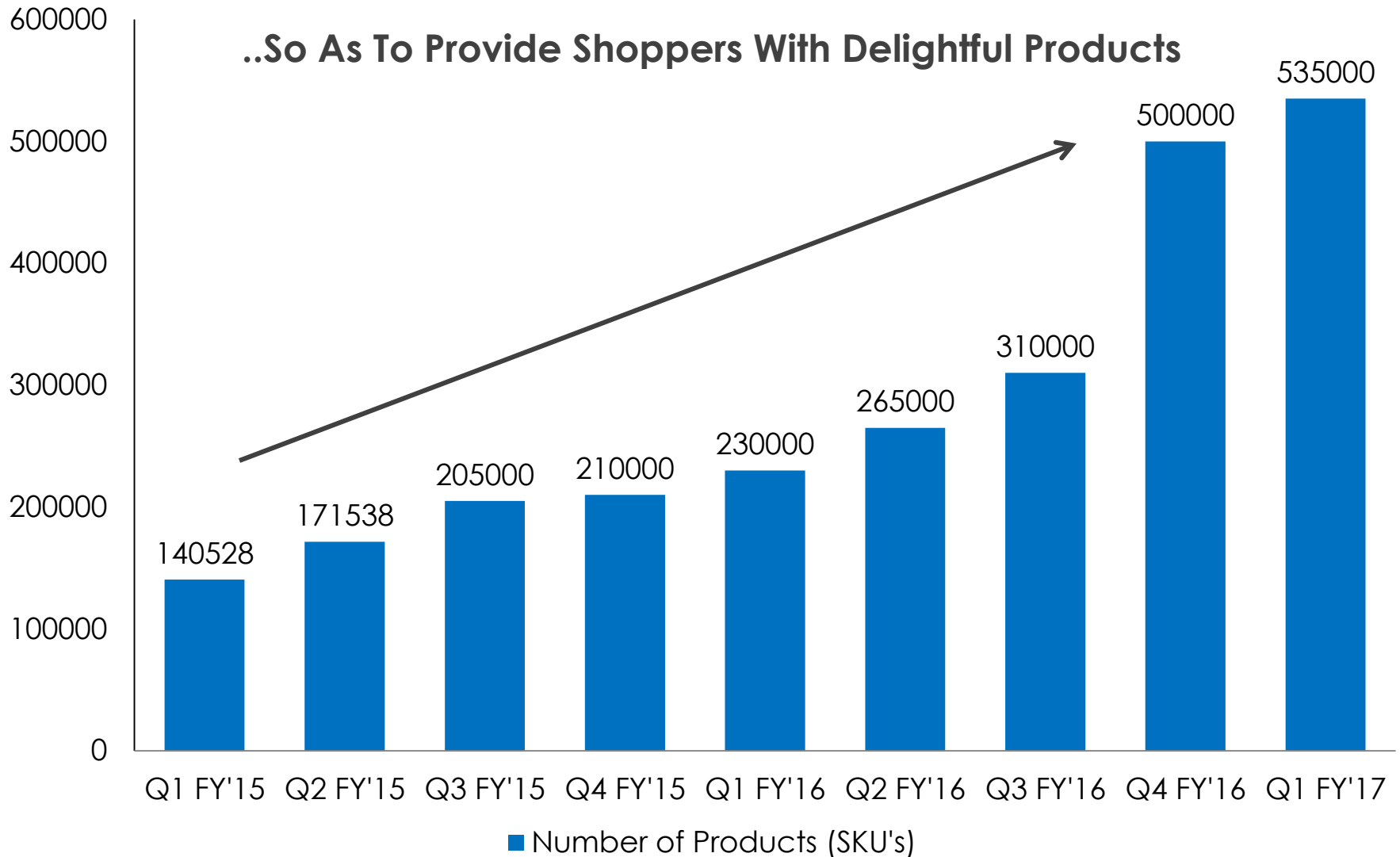
An Expanding Supplier Network

Number Of Suppliers



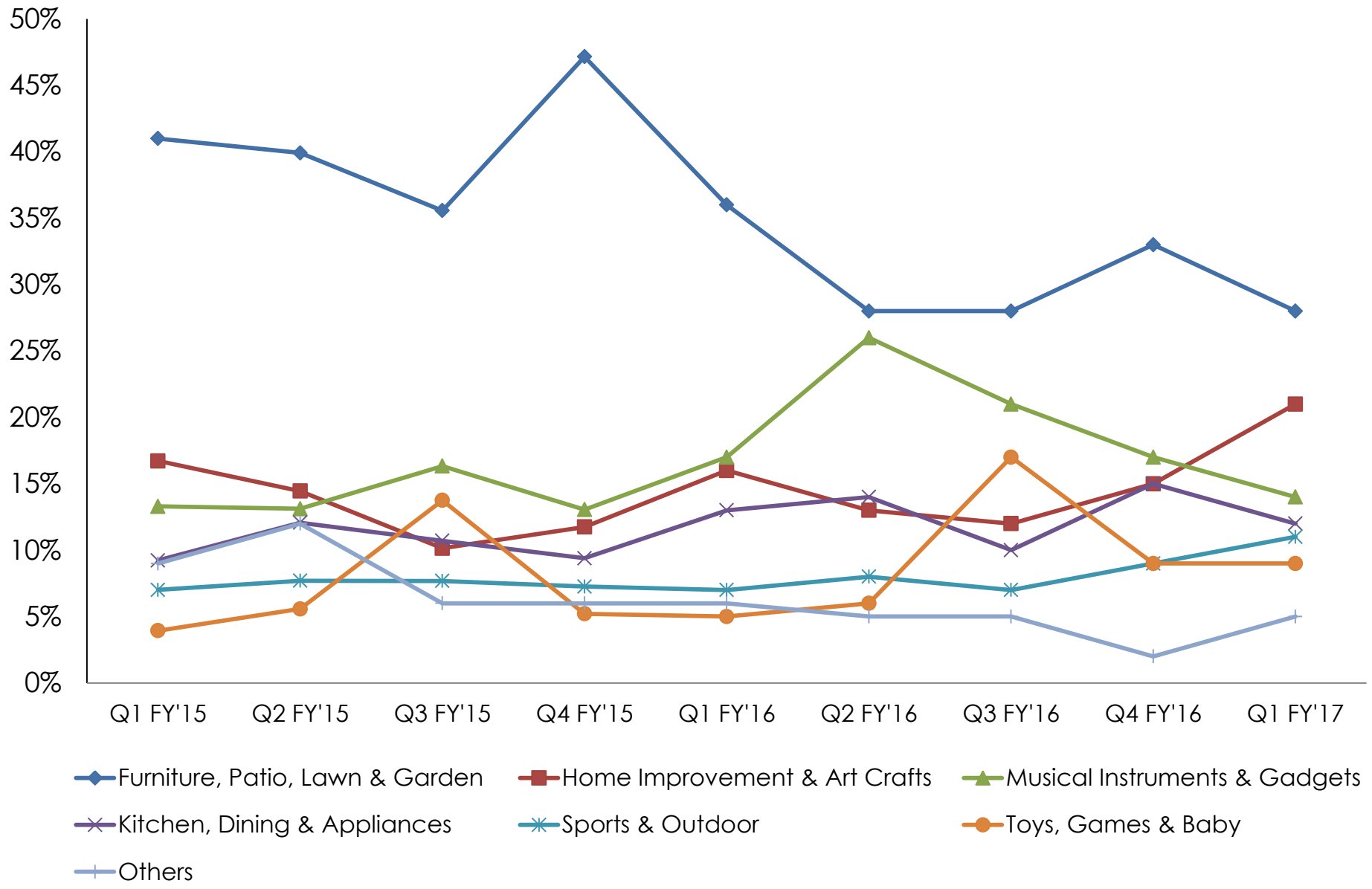


Our Product Catalogue Continues To Grow...





We Sell Diversified Product Categories





Fast Moving Inventory Model

- **Only SKUs With High Saleability**

- Fast Moving SKUs And Longer Life Cycle Products
- Use Of Business Analytics And Business Intelligence
- Past History Of The Product

- **Fast Ship-out Times**

- Able To Ship Goods Out Quickly
- Better Control Over The Transaction



- **For Specific Season, Timeframe And Promotion**

- We Anticipate Demand From Specific Occasions/Season
- Ensures Goods In Stock To Meet Holiday Expectations

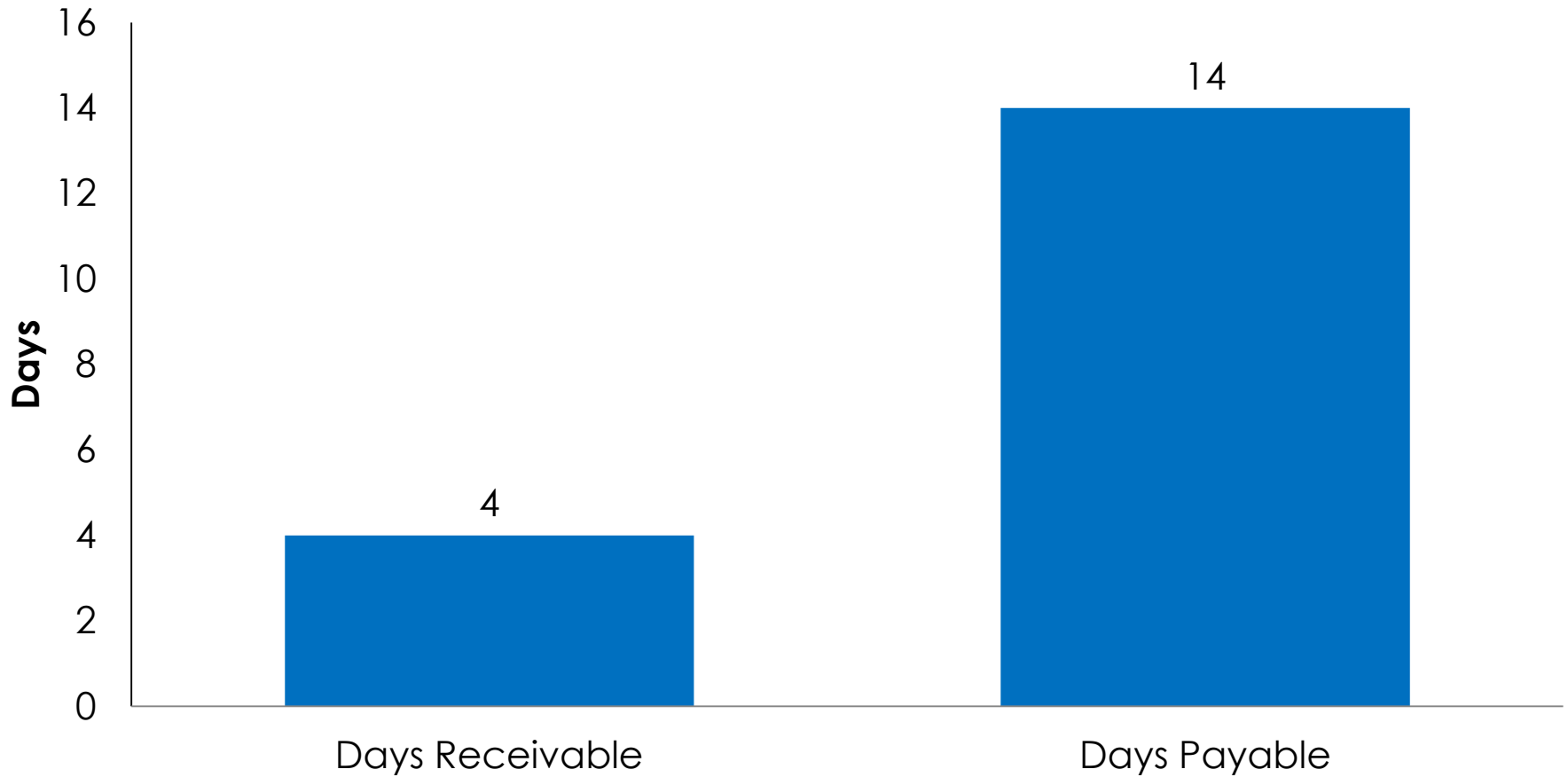
- **Better Margins**

- Bulk Buying From Suppliers Reduces Costs
- Inward Transportation Becomes Competitive Because Of Bulk Buying
- High Inventory Turnover Ratio



Working Capital Efficient Business Model

Working Capital Efficient Model





The Way Forward...

Continue Building Our Brand

- Add New Suppliers And New Products
- Improve Supply Chain Dynamics
- Leverage Investments In Technology To Drive Efficiencies
- Increase Reach By Adding New Market Places
- Provide A Better Shopping Experience With A Better Price Point



Financial Performance – IntraSoft Technologies Ltd

Consolidated Profit & Loss For The Quarter Ended 30th June, 2016

Particulars	Quarter Ended	
	Jun-16	Jun-15
	₹ (In Lakhs)	
Income From Operations	22,217.10	11,773.34
Cost Of Goods Sold	17,629.18	9,351.74
Gross Profit	4,587.92	2,421.60
Sales & Marketing Expenses	3,239.90	1,634.22
Employee Benefit Expenses	562.96	488.41
General & Administrative Expenses	324.62	230.88
Earnings /(Deficit) From Operations	460.44	68.09
Other Income (Net)	65.73	142.32
Earnings Before Interest, Tax, Depreciation & Amortization (EBITDA)	526.17	210.41
Depreciation & Amortization	45.24	34.27
Earnings Before Interest (EBIT)	480.93	176.14
Finance Costs	72.07	35.16
Profit Before Tax (PBT)	408.86	140.98
Tax Expense	144.21	18.69
Profit After Tax (PAT)	264.65	122.29



ECommerce Fact Sheet

Particulars	FY 2014-15					FY 2015-16					FY 2016-17
	Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY	Q1
ECommerce Revenue (₹ Lakh)	5393	5598	11756	9517	32264	11336	15059	25265	18247	69907	21867
TTM - ECommerce Revenue (₹ Lakh)	16240	19588	26916	32264	32264	38207	47668	61177	69907	69907	80438
Y-o-Y Growth	169%	149%	165%	128%	151%	110%	169%	115%	92%	117%	93%
% of Yearly Revenue	17%	17%	36%	30%	100%	16%	22%	36%	26%	100%	
Cost of Goods Sold (Incl. Shipping)	80.8%	80.6%	79.0%	81.7%	80.4%	82.4%	82.0%	80.7%	82.6%	81.7%	80.6%
Gross Margin (%)	19.2%	19.4%	21.0%	18.3%	19.6%	17.6%	18.0%	19.3%	17.4%	18.3%	19.4%
Number of Orders	1,16,081	1,18,606	2,85,270	2,53,024	7,72,981	2,93,894	3,77,083	7,67,186	5,31,070	19,69,233	6,23,299
Y-o-Y Growth	198%	206%	223%	186%	204%	153%	218%	169%	110%	155%	112%
Number of Suppliers	873	974	1018	1030	1030	1067	1440	1500	1600	1600	1746
Number of Products (SKU's)	1,40,528	1,71,538	2,05,000	2,10,000	2,10,000	2,30,000	2,65,000	3,10,000	5,00,000	5,00,000	5,35,000
Revenues by Product Categories											
Furniture, Patio, Lawn & Garden	41%	40%	36%	47%	41%	36%	28%	28%	33%	30%	28%
Musical Instruments & Gadgets	13%	13%	16%	13%	14%	17%	26%	21%	17%	20%	14%
Home Improvement & Art Crafts	17%	14%	10%	12%	13%	16%	13%	12%	15%	14%	21%
Kitchen, Dining & Appliances	9%	12%	11%	9%	10%	13%	14%	10%	15%	13%	12%
Toys, Games & Baby	4%	6%	14%	5%	8%	5%	6%	17%	9%	11%	9%
Sports & Outdoor	7%	8%	8%	7%	7%	7%	8%	7%	9%	8%	11%
Others	9%	7%	5%	7%	7%	6%	5%	5%	2%	4%	5%
End of Period Inventory (₹ Lakh)	205	426	807	1213	1213	1771	3237	4233	5530	5530	5759
Inventory Turnover, average - TTM											11.4
Accounts Receivable Days - TTM											4
Accounts Payable Days - TTM											14
Number of Employees, average	138	153	162	166	166	177	182	189	195	195	190
Revenues per Employee - TTM (₹ Lakh)	125	142	184	208	208	232	278	343	376	376	426



IntraSoft Technologies Ltd

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