

IntraSoft Technologies Limited



Investor Presentation
6th February, 2017

BSE: 533181, NSE: ISFT



ECommerce Snapshot (Q3 FY 2016-17)

123Stores

REVENUES

₹ 276 Crores

ORDERS

1,019,290

SUPPLIERS

1833

REVENUE GROWTH

9%

GROSS MARGIN

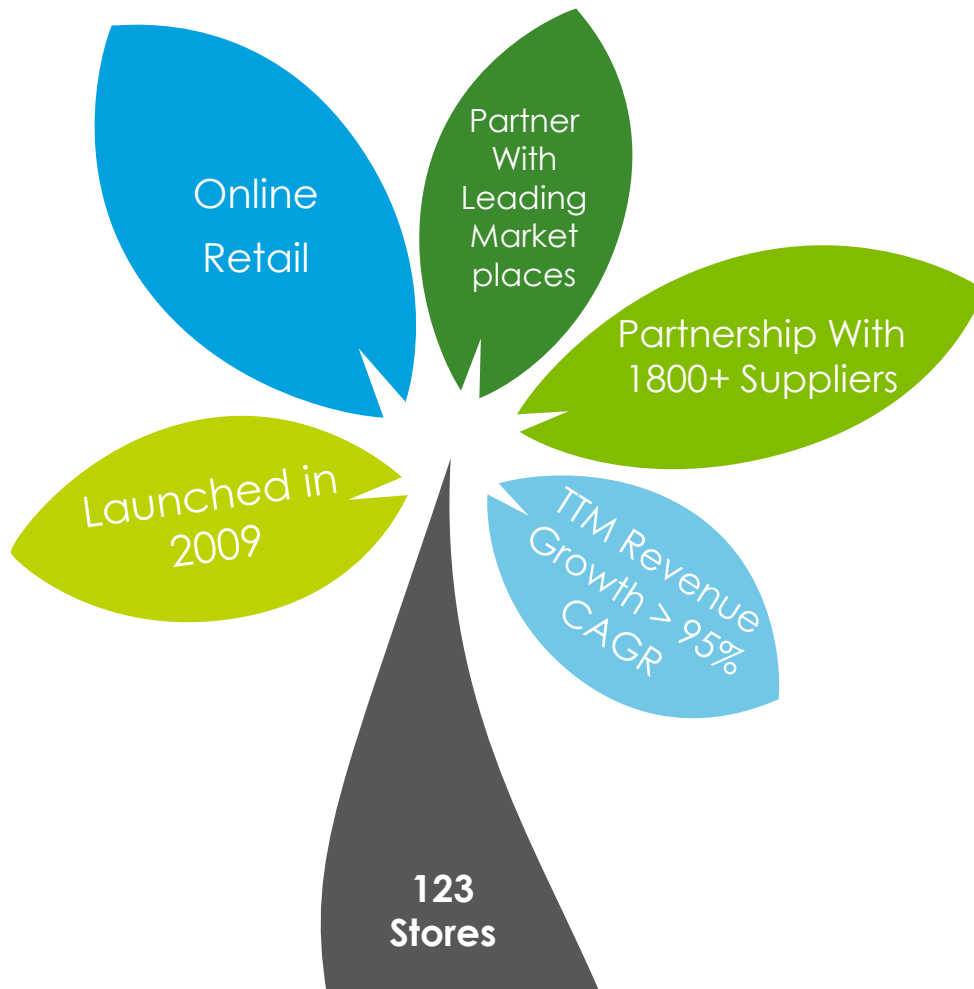
19.2%

UNIQUE PRODUCTS

5,75,000



Our Business



Launch & Recognition

- #262 On Internet Retailer 2016 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

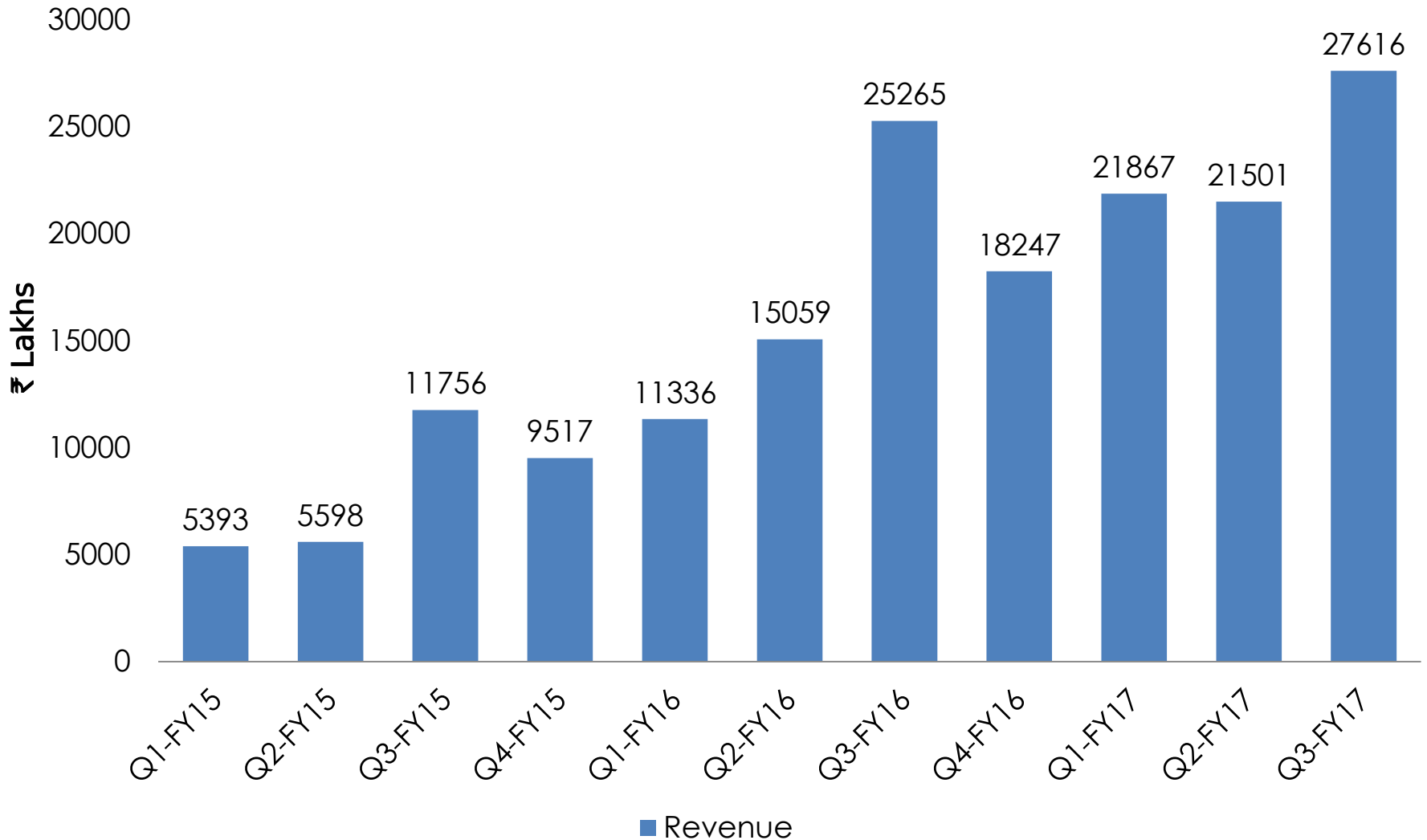
- Partnership With Over 1800 Suppliers
- Extensive Catalogue Of Over 570,000 Unique SKUs

Revenue Growth

TTM Revenues Are Growing At A Fast Pace. TTM Revenue Growth > 95% (CAGR) Over Time

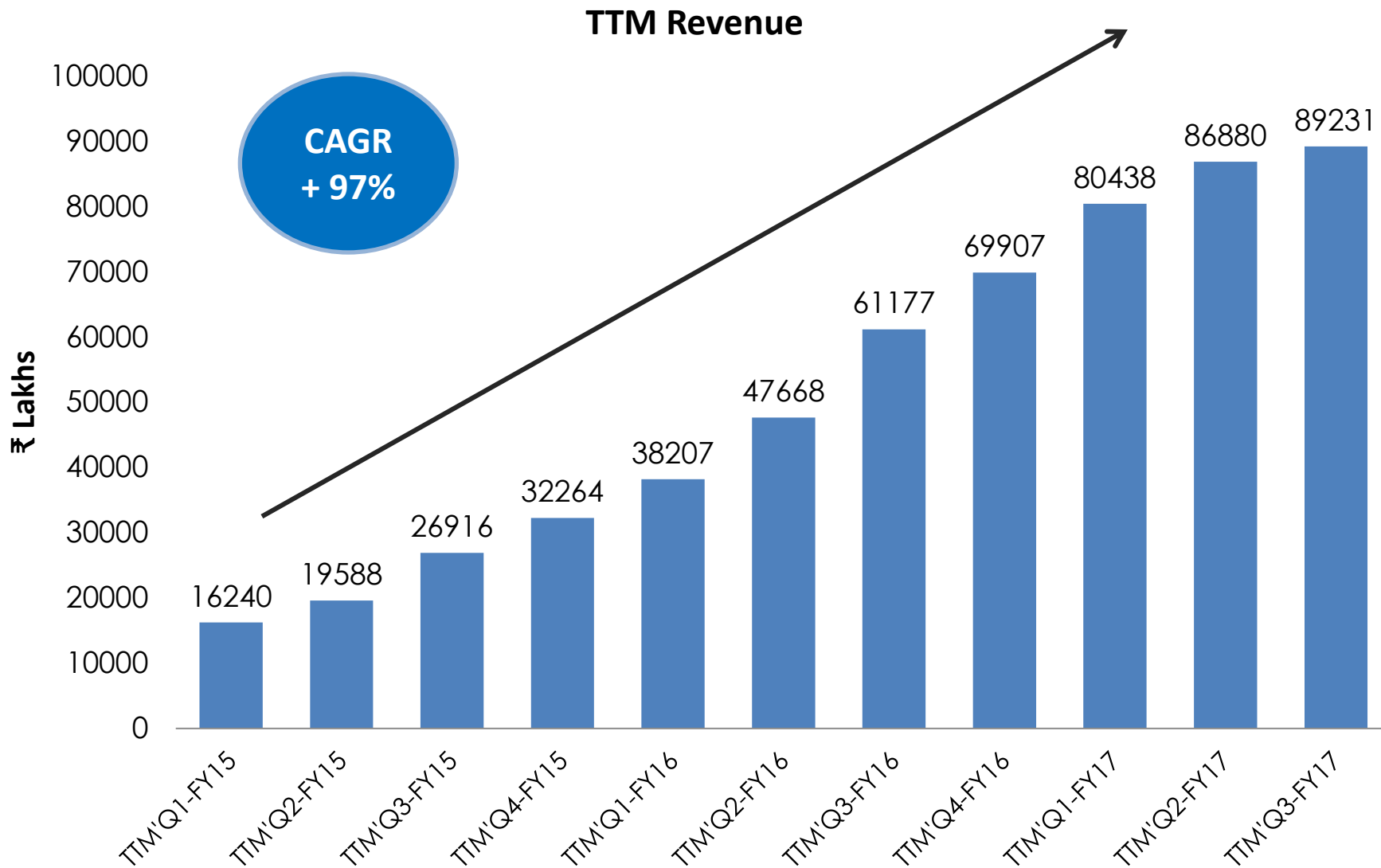


ECommerce Revenues Continue To Grow Above Industry Rates





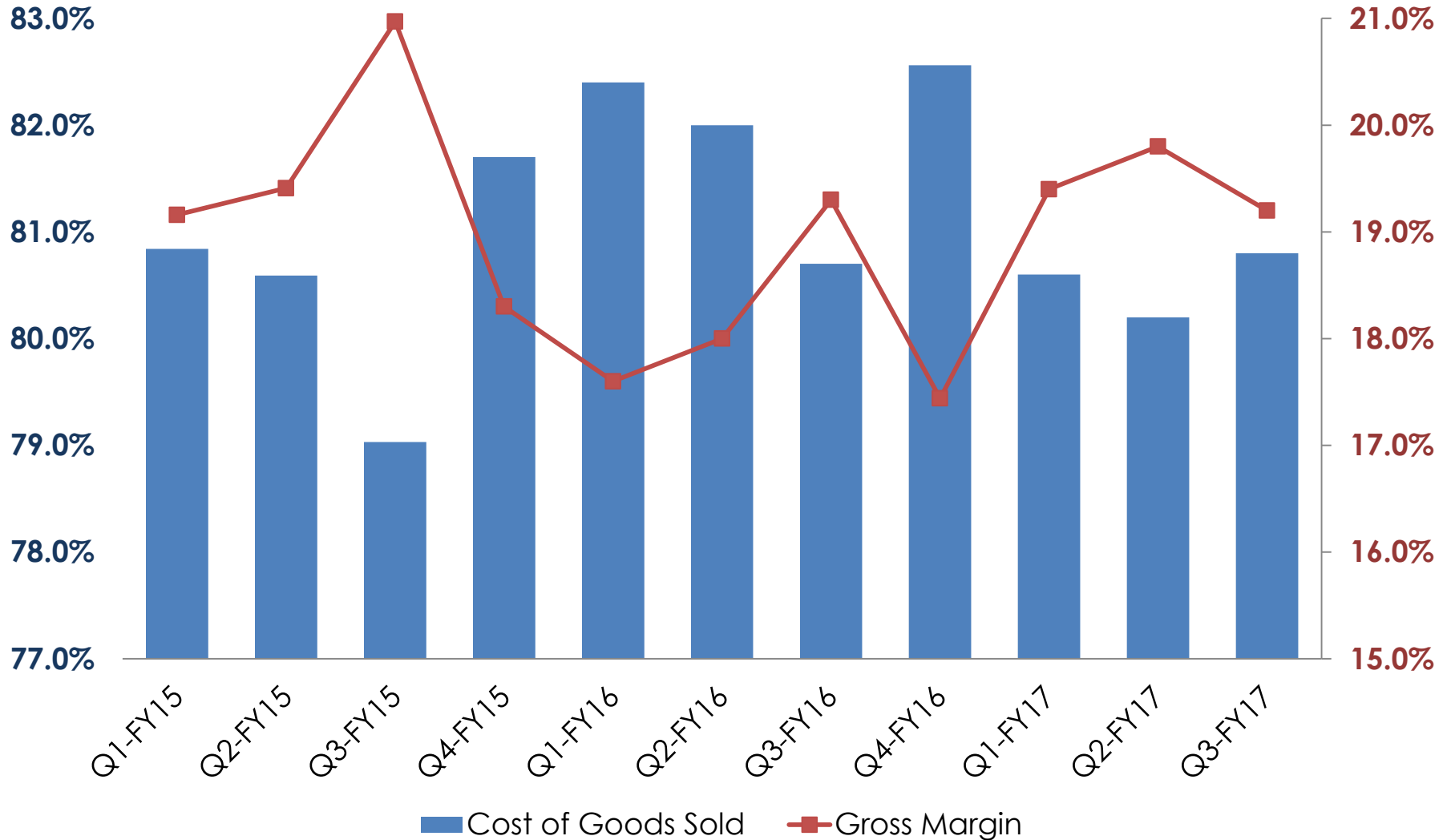
TTM Revenue Is On The Rise



TTM refers to Trailing Twelve Months



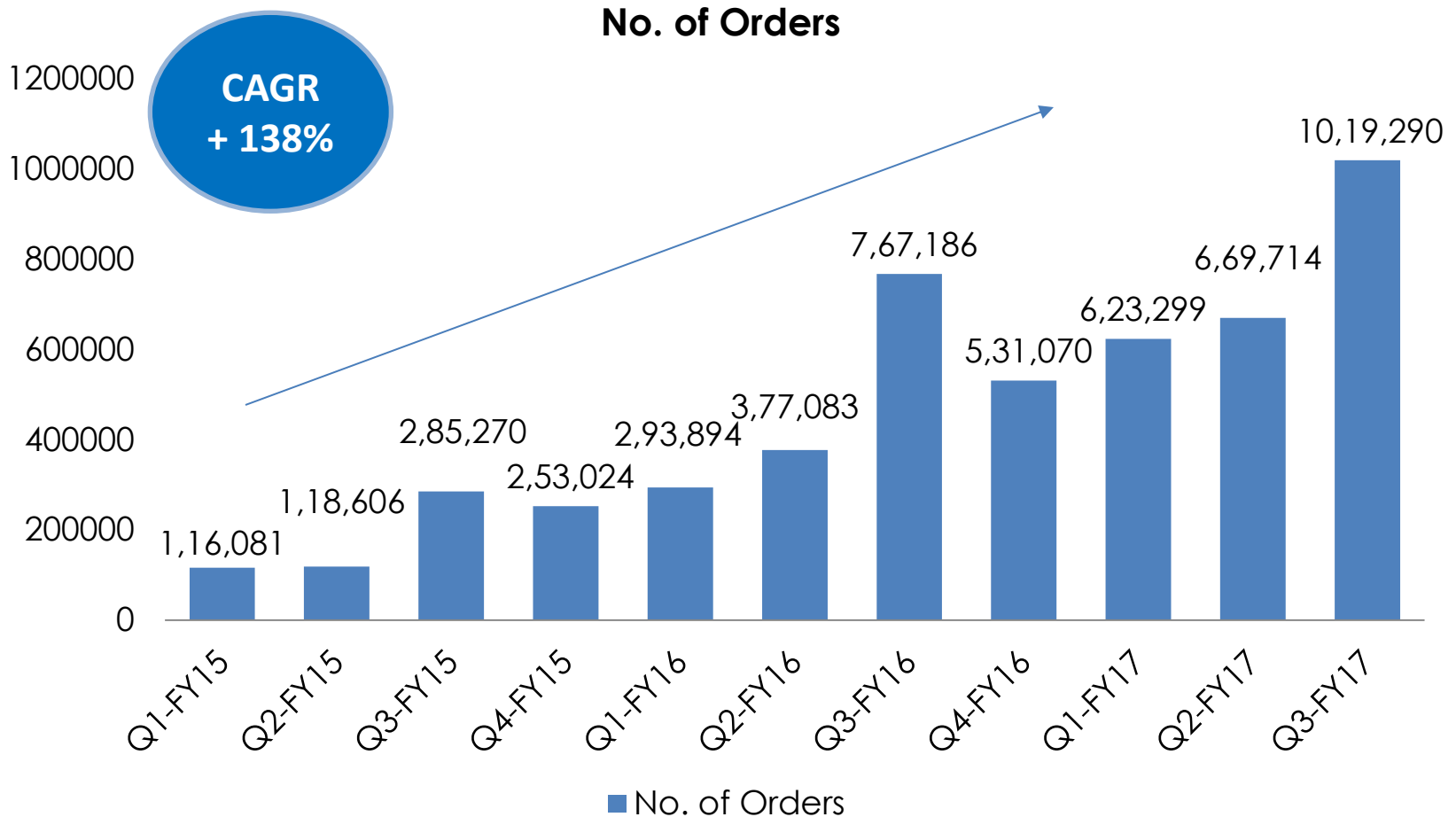
While Maintaining Gross Margin





Robust Order Fulfillment Platform

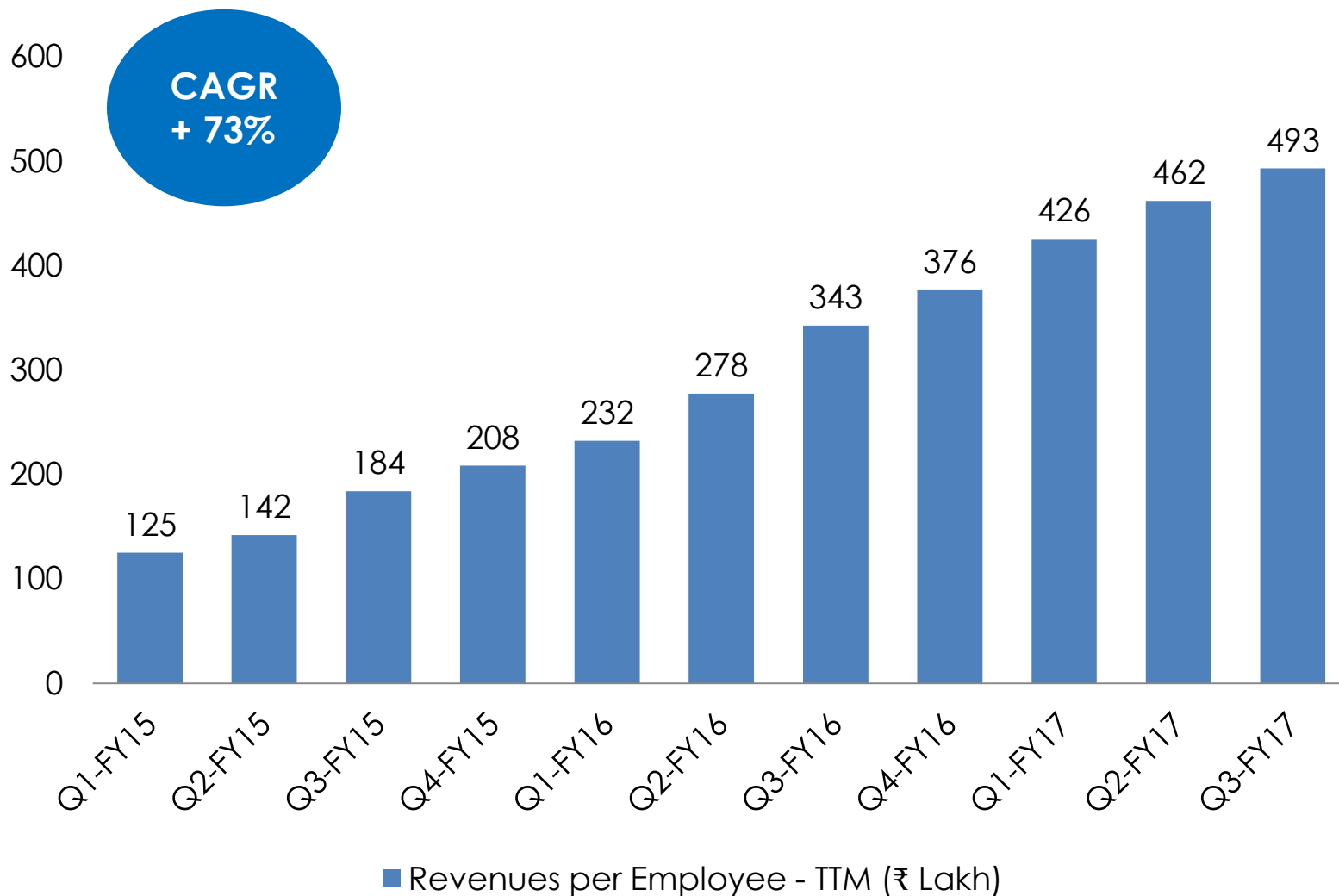
We Relentlessly Deploy Our Technological Expertise Towards Building Highly Automated Order Fulfillment Systems, Which Allows Us To Scale





Higher Levels Of Automation Leads To Improved Productivity

Revenues per Employee - TTM (₹ Lakh)

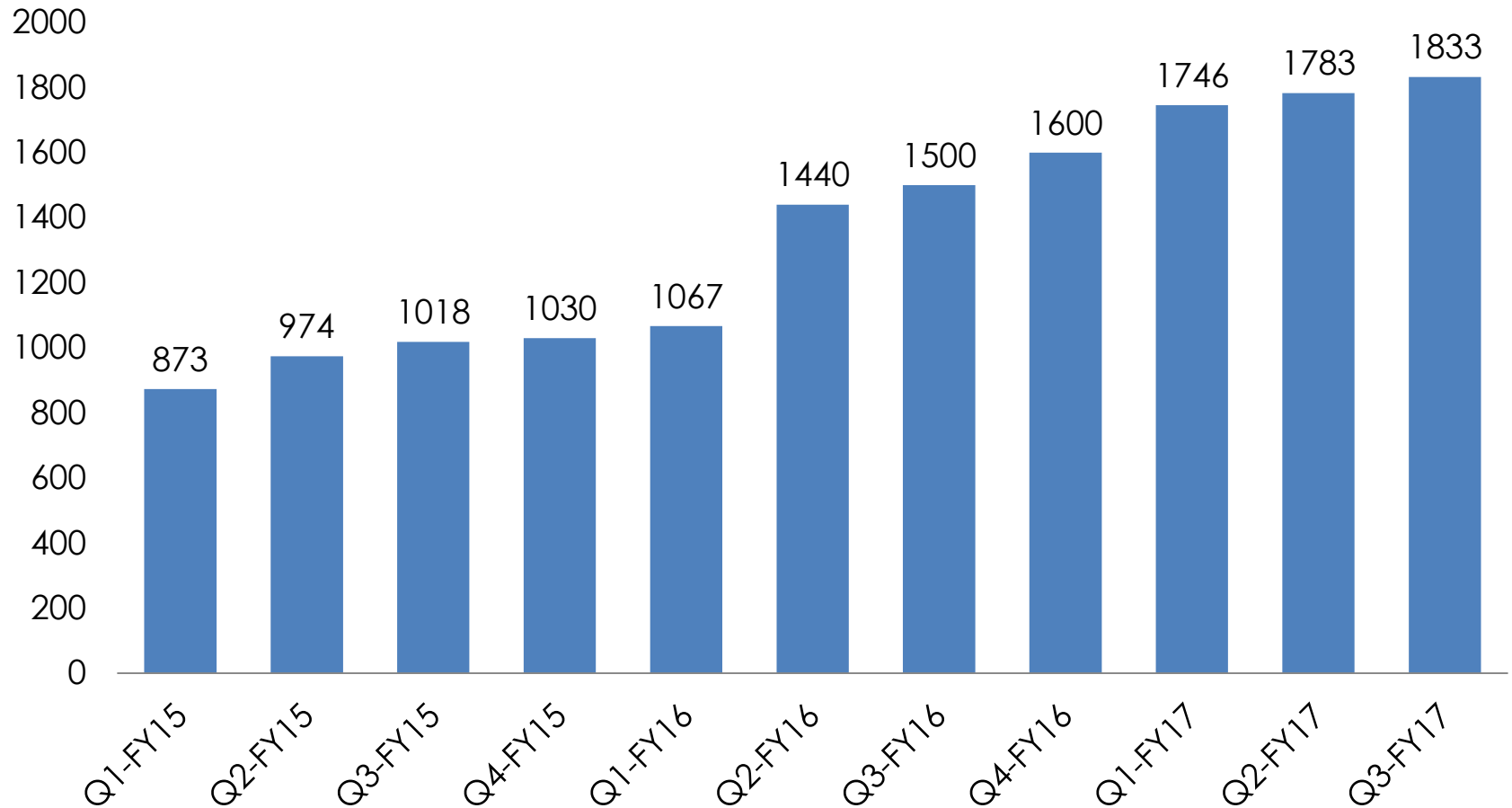


TTM refers to Trailing Twelve Months



An Expanding Supplier Network

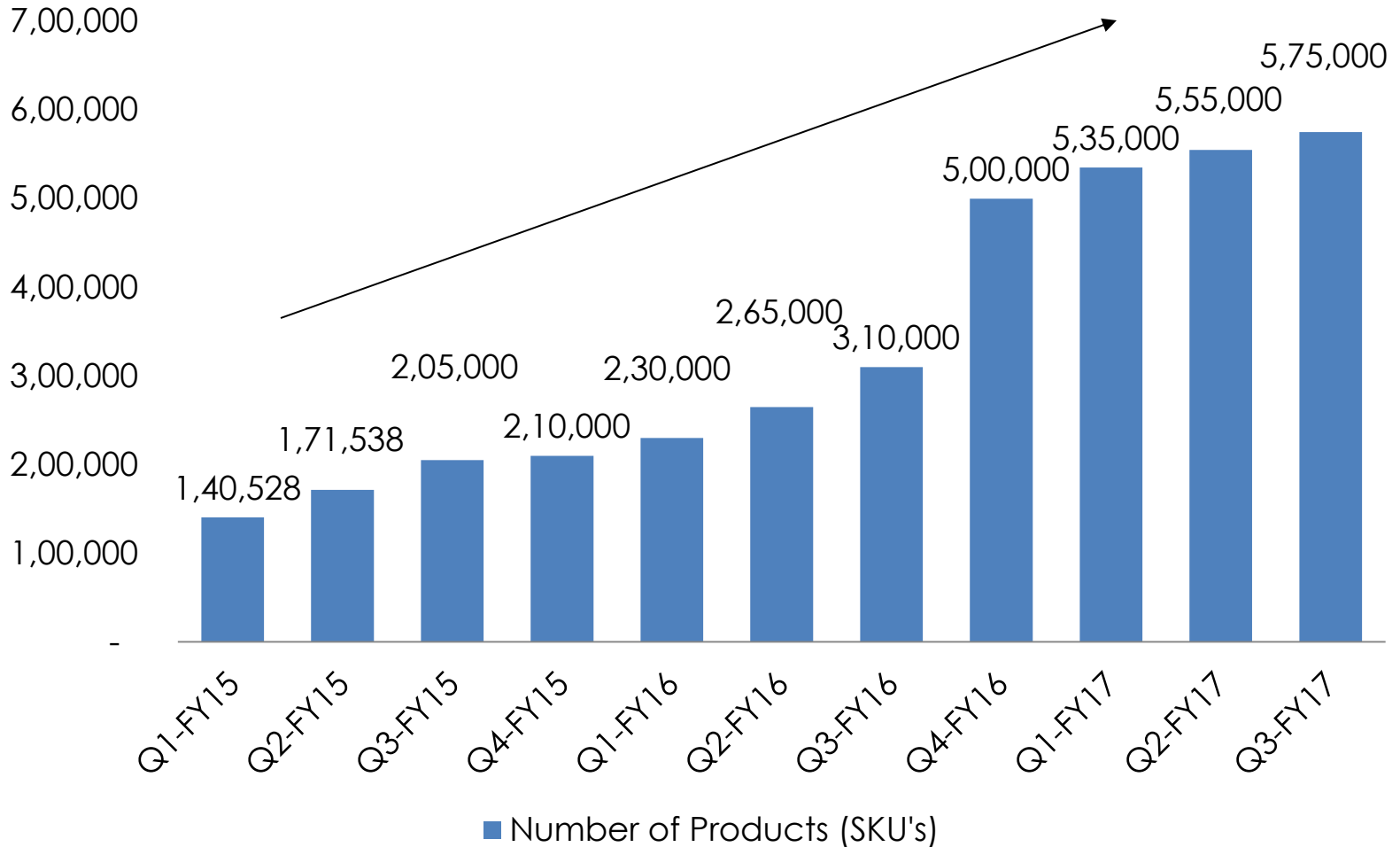
Number of Suppliers





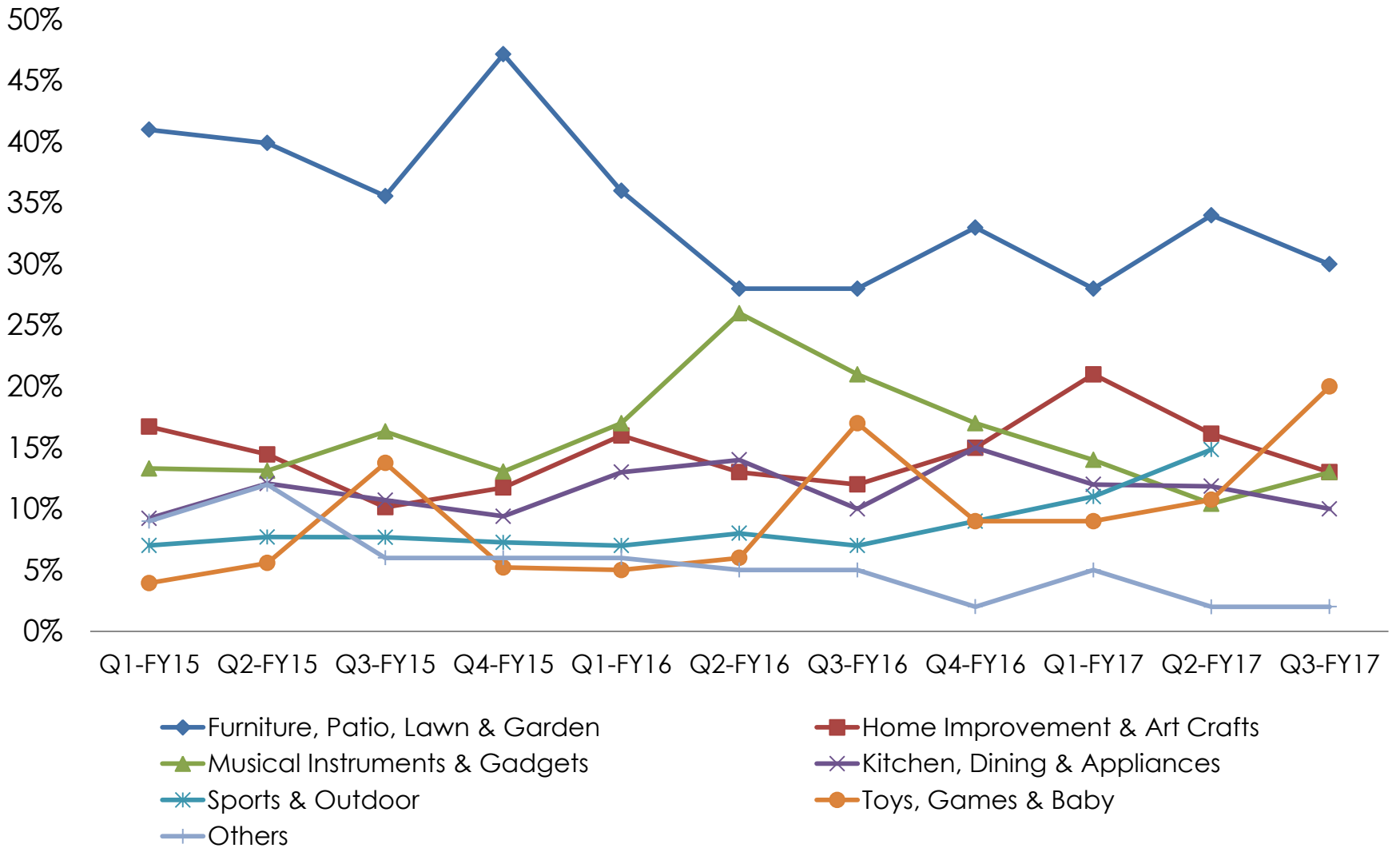
Our Product Catalogue Continues To Grow...

..So As To Provide Shoppers With Delightful Products





We Sell Diversified Product Categories





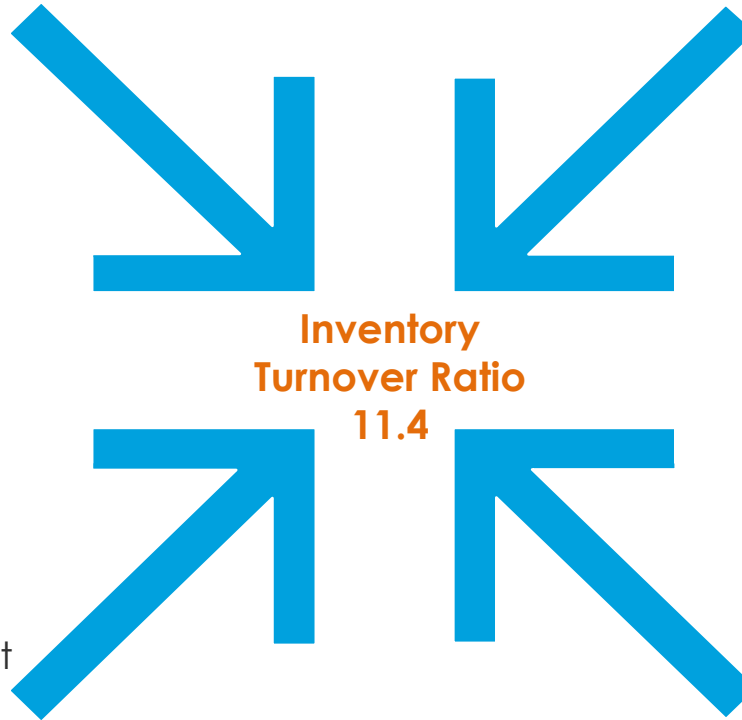
Fast Moving Inventory Model

- **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**

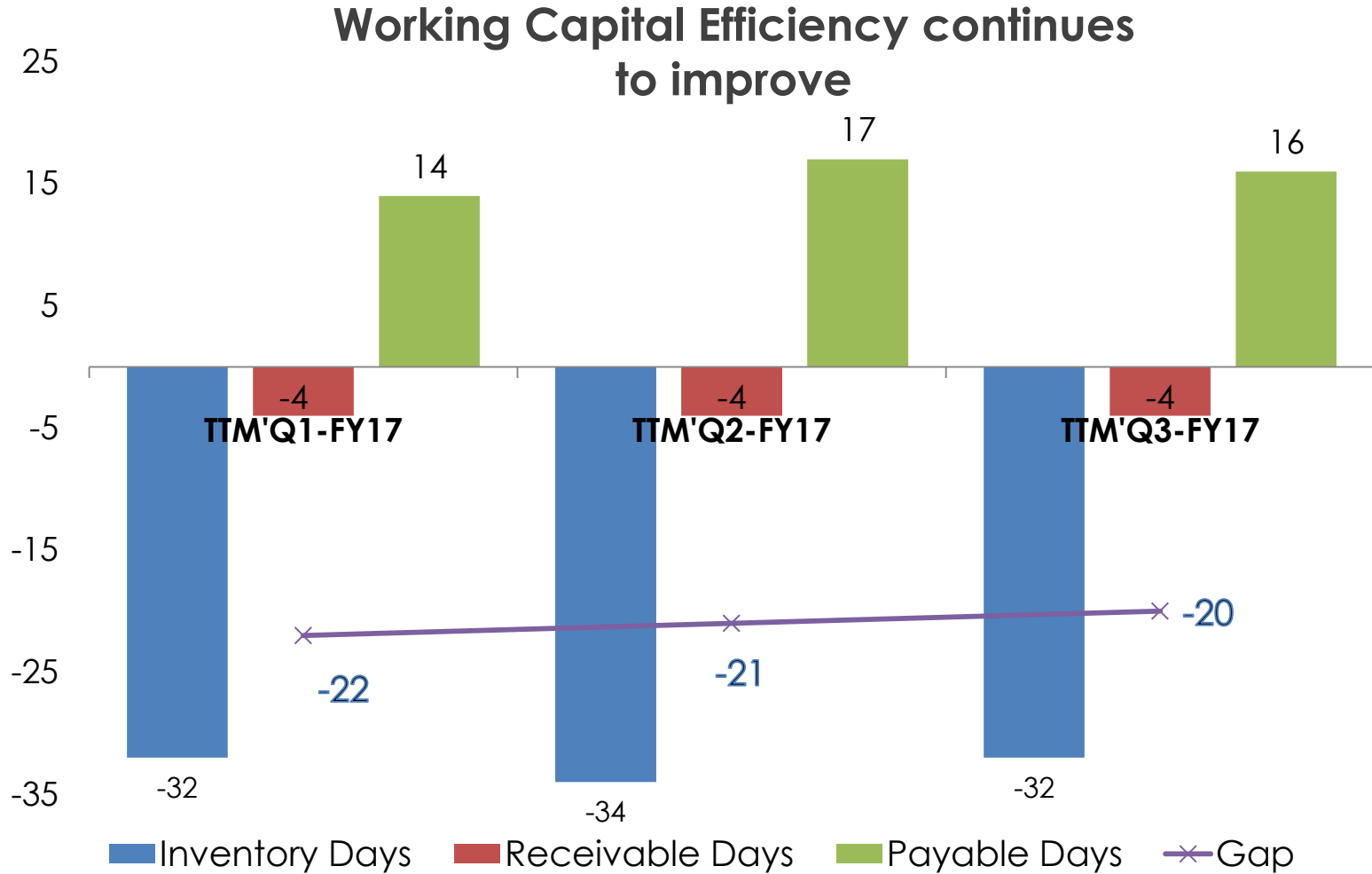
- We Anticipate Demand From Specific Occasions/Season
- Ensures Goods In Stock To Meet Holiday Expectations

- **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





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 31st December, 2016				
Particulars	Quarter Ended		Nine Month Ended	
	Dec-16	Dec-15	Dec-16	Dec-15
₹ (In Lakhs)				
Income From Operations	28,176.42	25,831.12	72,291.29	52,990.44
Cost Of Goods Sold (Incl. Shipping)	22,329.69	20,403.71	57,207.03	42,108.98
Gross Profit	5,846.73	5,427.41	15,084.26	10,881.46
Sales & Marketing Expenses	4,063.88	3,688.76	10,473.59	7,427.18
Employee Benefit Expenses	546.28	630.51	1,705.98	1,611.73
General & Administrative Expenses	359.98	299.80	1,076.39	829.33
Earnings /(Deficit) From Operations	876.59	808.34	1,828.30	1,013.20
Other Income (Net)	163.83	29.33	567.56	253.24
Earnings Before Interest, Tax, Depreciation & Amortization & Exceptional Item	1,040.42	837.67	2,395.86	1,266.46
Depreciation & Amortization	46.44	42.25	138.08	114.27
Earnings Before Interest, Tax & Exceptional Item	993.98	795.42	2,257.78	1,152.19
Finance Costs	117.27	69.33	275.11	150.38
Profit Before Tax & Exceptional Item	876.71	726.09	1,982.67	1,001.81
Exceptional Items	-	-	-	61.33
Profit Before Tax (PBT)	876.71	726.09	1,982.67	1,063.14
Tax Expense	224.09	208.68	525.22	257.05
Profit After Tax (PAT)	652.62	517.41	1,457.45	806.09



Financial Performance – IntraSoft Technologies Ltd

Consolidated Statement of Assets & Liabilities			
Particulars	As at	As at	As at
	Dec – 16	Sept – 16	Mar – 16
I. EQUITY AND LIABILITIES	₹ (In Lakhs)		
(1) Shareholders' Funds			
(a) Share Capital	1,473.17	1,473.17	1,473.17
(b) Reserves and Surplus	11,830.12	11,138.20	10,333.38
(2) Non-current Liabilities			
(a) Long-term Borrowings	3,396.00	5,123.19	3,312.50
(b) Deferred Tax Liabilities (Net)	52.32	47.36	106.63
(c) Other Long term Liabilities	-	-	-
(d) Long-term Provisions	76.69	74.19	43.55
(3) Current Liabilities			
(a) Short-term Borrowings	-	-	330
(b) Trade Payables	2,411.42	3,608.58	3,242.88
(c) Other Current Liabilities	2,045.83	1,272.82	1,399.24
(d) Short-term Provisions	563.39	347.07	385.16
TOTAL	21,848.94	23,084.58	20,626.51
II. ASSETS			
(1) Non-current Assets			
(a) Fixed Assets	1,945.39	1,952.82	1,970.33
(b) Non-current Investments	496	496	496
(c) Deferred Tax Assets (Net)	-	-	-
(d) Long-term Loans and Advances	2,192.43	2,178.25	2,036.14
(2) Current Assets			
(a) Current Investments	6,412.73	6,291.89	5,361.79
(b) Inventories	4,493.58	8,255.20	5,529.82
(c) Trade Receivables	1,259.17	863.93	900.91
(d) Cash and bank balances	4,309.43	1,959.73	1,725.57
(e) Short-term loans and advances	685.46	1067.12	2,589.71
(f) Other current assets	54.75	19.64	16.24
TOTAL	21,848.94	23,084.58	20,626.51



ECommerce Fact Sheet

Particulars	FY 2014-15					FY 2015-16					FY 2016-17		
	Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3
E-Commerce Revenue (₹ Lakh)	5393	5598	11756	9517	32264	11336	15059	25265	18247	69907	21867	21501	27616
TTM - E - Commerce Revenue (₹ Lakhs)	16240	19588	26916	32264	32264	38207	47668	61177	69907	69907	80438	86880	89231
Y-o-Y Growth	169%	149%	165%	128%	151%	110%	169%	115%	92%	117%	93%	43%	9.31%
% 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%	80.2%	80.8%
Gross Margin (%)	19.2%	19.4%	21.0%	18.3%	19.6%	17.6%	18.0%	19.3%	17.4%	18.3%	19.4%	19.8%	19.2%
Number of Orders	116,081	118,606	285,270	253,024	772,981	293,894	377,083	767,186	531,070	1,969,233	623,299	669,714	1,019,290
Y-o-Y Growth	198%	206%	223%	186%	204%	153%	218%	169%	110%	155%	112%	78%	33%
Number of Suppliers	873	974	1018	1030	1030	1067	1440	1500	1600	1600	1746	1783	1833
Number of Products (SKU's)	140,528	171,538	205,000	210,000	210,000	230,000	265,000	310,000	500,000	500,000	535,000	555,000	575,000
Revenues by Product Categories													
Furniture, Patio, Lawn & Garden	41%	40%	36%	47%	41%	36%	28%	28%	33%	30%	28%	34%	30%
Musical Instruments & Gadgets	13%	13%	16%	13%	14%	17%	26%	21%	17%	20%	14%	10%	13%
Home Improvement & Art Crafts	17%	14%	10%	12%	13%	16%	13%	12%	15%	14%	21%	16%	13%
Kitchen, Dining & Appliances	9%	12%	11%	9%	10%	13%	14%	10%	15%	13%	12%	12%	10%
Toys, Games & Baby	4%	6%	14%	5%	8%	5%	6%	17%	9%	11%	9%	11%	20%
Sports & Outdoor	7%	8%	8%	7%	7%	7%	8%	7%	9%	8%	11%	15%	12%
Others	9%	7%	5%	7%	7%	6%	5%	5%	2%	4%	5%	2%	2%
End of Period Inventory (₹ Lakh)	205	426	807	1213	1213	1771	3237	4233	5530	5530	5759	5832	3588
Inventory Turnover, average - TTM											11.4	10.7	11.4
Accounts Receivable Days - TTM											4	4	4
Accounts Payable Days - TTM											14	17	16
Number of Employees	138	153	162	166		177	182	189	195		190	178	161
Revenues per Employee - TTM (₹ Lakh)	125	142	184	208		232	278	343	376		426	462	493

End of Period Inventory = Inventory at the Fulfillment Centres, excluding Goods in Transit

Inventory Turnover Ratio = Cost Of Goods Sold by Average Inventory at the Fulfillment Centres, excluding Goods in Transit



IntraSoft Technologies Ltd

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