



## **PRESS RELEASE**



**Mumbai, November 5, 2014**

### **INTRASOFT TECHNOLOGIES LIMITED REPORTS** **128% GROWTH IN REVENUES FOR Q2 FY 2015**

IntraSoft Technologies Ltd. (BSE: 533181, NSE: ISFT) today announced its Unaudited Consolidated Financial Results for the Quarter and Half year ended September 30, 2014.

**Q2 FY2015 HIGHLIGHTS:** (All comparisons are with Q2 FY2014 figures)

- Total Income at Rs. 5,963 lacs up by 128 % from Rs. 2,612 lacs.

#### **MANAGEMENT'S STATEMENT**

The quarter has seen a meteoric rise in our US E-commerce business. Our growth in the E-commerce business can be directly attributable to the strength of our proprietary enterprise software. 123Stores is an online retailer which not only sells from its own website but also in partnership with other top USA marketplaces ("shop in a shop" format) like Amazon, Ebay, Rakuten, Bestbuy, NewEgg & Sears.

Overall quarter on quarter growth can be seen by observing the following key operational factors:

Particulars	Q2 FY 2015	Q2 FY 2014	Growth (%)
No. of Active Vendors	974	729	33.61%
No. of Listings of Products (in Lacs)	6.72	1.63	312.27%
No. of Products Offered (in Lacs)	1.72	1.27	35.43%
Orders Serviced (in Lacs)	1.19	0.40	197.50%

No. of Vendors who supply to us grew from 729 to 974. This was the result of our efforts to increase our catalogue. We now, as a result offer 171,538 products for sale. Number of listings grew to 671,810.



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We are also pleased to report that during the quarter we entered the US Internet Retailer Top 500 list at 499.



Also, the Organisation Inc.5000 nominated us as the #1641 fastest growing privately held Companies in the US. (<http://www.inc.com/profile/123stores>)

We continue to focus on growing the business and re-invest the cash surplus's back into the business. As a result, in the short term, the bottom line may not correspond to the topline growth but we are confident that once economies have reached, it will yield even greater financial results.

123Greetings.com, ([www.123greetings.com](http://www.123greetings.com)), the online greeting card portal owned by the Company continues to perform well. The Company is focused on launching new products and a strong mobile presence to counter challenges faced by changing user behavior.

The quarter on quarter growth can be seen by observing the following key operational factors:

Particulars	Q2 FY 2015	Q2 FY 2014	Growth (%)
Mobile Apps Downloaded (in Lacs)	2.9	NA	NA
No. of Cards sent via Mobile App (in Lacs)	2.42	NA	NA
No. on Connect Registered User (in Lacs)	24.04	21.99	9.32%
No. of Invites Sent	6005	4363	37.63%

**ABOUT INTRASOFT TECHNOLOGIES LIMITED:**

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

**FOR MORE INFORMATION PLEASE CONTACT:**

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Company Secretary



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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.



Total Income up by **128%**

₹ In Lakhs

PARTICULARS	Quarter Ended			Half Year Ended		Year Ended
	30/09/2014	30/06/2014	30/09/2013	30/09/2014	30/09/2013	31/03/2014
	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Audited)
<b>1. Income</b>						
a. Income from Operations	5963.12	5957.17	2612.10	11920.29	4964.85	14840.02
b. Other Operating Income	0.30	21.30	68.27	21.60	90.20	114.22
<b>Total Income from Operations</b>	<b>5963.42</b>	<b>5978.47</b>	<b>2680.37</b>	<b>11941.89</b>	<b>5055.05</b>	<b>14954.24</b>
<b>2. Expenditure</b>						
a. Product & Content Development	4430.93	4438.45	1877.98	8869.38	3421.44	10773.18
b. Sales and Marketing Expenses	843.29	861.23	353.29	1704.52	653.72	2119.08
c. General and Administrative Expenses	190.21	201.54	193.74	391.75	329.19	1035.79
d. Employees Benefit Expenses	434.78	407.05	263.13	841.83	520.60	1213.09
e. Depreciation	35.99	34.72	123.80	70.71	247.16	402.11
<b>Total Expenditure</b>	<b>5935.20</b>	<b>5942.99</b>	<b>2811.94</b>	<b>11878.19</b>	<b>5172.11</b>	<b>15543.25</b>
3. Profit from Operations before Other Income, Finance Costs and Exceptional Items (1-2)	28.22	35.48	-131.57	63.70	-117.06	-589.01
4. Other Income	109.20	77.05	229.78	186.25	298.75	461.25
5. Profit before Finance Cost and Exceptional Items (3+4)	137.42	112.53	98.21	249.95	181.69	-127.76
6. Finance Costs	16.67	17.11	20.95	33.78	36.20	90.20
7. Profit before Exceptional Items (5-6)	120.75	95.42	77.26	216.17	145.49	-217.96
8. Exceptional items :						
Assets Write Off	0.00	0.00	0.00	0.00	0.00	1810.87
Less : Transferred from General Reserve	0.00	0.00	0.00	0.00	0.00	-1810.87
9. Profit from Ordinary Activities (7-8)	120.75	95.42	77.26	216.17	145.49	-217.96
10. Tax Expense	28.38	12.11	20.21	40.49	53.83	-423.80
11. Net Profit from Ordinary Activities after Tax (9-10)	92.37	83.31	57.05	175.68	91.66	205.84
12. Extraordinary Items (net of Tax Expenses)	0.00	0.00	0.00	0.00	0.00	0.00
13. Net Profit for the period (11 +/- 12)	92.37	83.31	57.05	175.68	91.66	205.84
14. Paid-up Equity Share Capital of ₹ 10 each	1473.17	1473.17	1473.17	1473.17	1473.17	1473.17
15. Reserve excluding Revaluation Reserves as per Balance Sheet of previous Accounting Year						6267.07
16. Earnings per Share (EPS) (₹) Basic and diluted EPS before and after Extraordinary Items	0.62	0.57	0.39	1.19	0.62	1.40
<b>17. PARTICULARS OF SHAREHOLDING</b>						
(i) Public Shareholding						
- Number of Shares	5981664	5981664	5981664	5981664	5981664	5981664
- Percentage of Shareholding	40.60	40.60	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	0.00	0.00
- Percentage of Shares (as a % of the Total Shareholding of Promoter and Promoter Group)	0.00	0.00	0.00	0.00	0.00	0.00
- Percentage of Shares (as a % of the Total Share Capital of the Company)	0.00	0.00	0.00	0.00	0.00	0.00
b) Non - Encumbered						
- Number of Shares	8750014	8750014	8750014	8750014	8750014	8750014
- Percentage of Shares (as a % of the Total Shareholding of Promoter and Promoter Group)	100.00	100.00	100.00	100.00	100.00	100.00
- Percentage of Shares (as a % of the Total Share Capital of the Company)	59.40	59.40	59.40	59.40	59.40	59.40

STANDALONE INFORMATION

₹ In Lakhs

PARTICULARS	Quarter Ended			Half Year Ended		Year Ended
	30/09/2014	30/06/2014	30/09/2013	30/09/2014	30/09/2013	31/03/2014
	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Audited)
Revenue	676.00	637.40	345.27	1313.40	815.65	1857.18
Profit before tax and exceptional items	68.86	79.02	47.64	147.88	103.03	-223.37
Profit after tax and exceptional items	40.52	66.88	27.55	107.40	49.55	204.55

PARTICULARS	Quarter ended 30/09/2014
	18. Investors Complaints
Pending at the beginning of the quarter	0
Received during the quarter	1
Disposed of during the quarter	1
Remaining unresolved at the end of the quarter	0



Scan this QR code to download Un-Audited Financial Results for the Quarter and Half Year Ended 30th September, 2014.

STATEMENT OF ASSETS AND LIABILITIES

PARTICULARS	As at	
	30/09/2014 (Unaudited)	31/03/2014 (Audited)
<b>I. EQUITY AND LIABILITIES</b>		
(1) Shareholders Funds		
a) Share Capital	1473.17	1473.17
b) Reserves & Surplus	6440.67	6267.07
(2) Non-current Liabilities		
a) Long-term Borrowings	205.44	240.25
b) Other Long term Liabilities	72.36	67.56
c) Long-term Provisions	43.96	47.89
(3) Current Liabilities		
a) Short-term Borrowings	1080.97	1900.14
b) Trade Payables	608.08	495.42
c) Other Current Liabilities	454.22	488.66
d) Short-term Provisions	0.98	173.33
<b>TOTAL</b>	<b>10379.85</b>	<b>11153.49</b>
<b>II. ASSETS</b>		
(1) Non-current Assets		
a) Fixed Assets	4415.42	4527.60
b) Non-current Investments	1496.55	2912.60
c) Deferred Tax Assets (Net)	22.74	63.25
d) Long-term Loans and Advances	17.18	10.87
(2) Current Assets		
a) Current investments	0.00	0.00
b) Inventories	425.77	129.81
c) Trade receivables	687.76	512.11
d) Cash and bank balances	1036.84	833.43
e) Short-term loans and advances	2121.54	1996.41
f) Other current assets	156.05	167.41
<b>TOTAL</b>	<b>10379.85</b>	<b>11153.49</b>

NOTES :

- The above results were reviewed by the Audit Committee and approved by the Board of Directors in their respective meetings held on 5th November, 2014. The Statutory Auditors have carried out Limited Review of the Un-Audited Consolidated Financial Results of the Company under Clause 41 of the listing agreement with the stock exchanges.
- 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.
- The Consolidated Financial Results include the results of the Company's Wholly Owned Subsidiaries viz :-  
- 123Greetings.com, Inc. (USA)  
- 123Greetings (Singapore) Pte. Ltd. (Singapore)  
- One Two Three Greetings (India) Pvt. Ltd. (India)
- The Unaudited Standalone and Consolidated financial results of the Company for the quarter ended 30th September, 2014 are available on the Company's website www.itindia.com
- Foreign Exchange Gain on export sale is shown separately under Other Operating Income.
- Previous quarters' / year's figures have been regrouped / rearranged wherever considered necessary.

For IntraSoft Technologies Ltd.

Sd/-

Arvind Kajaria  
Managing Director