



SONATA SOFTWARE LIMITED



13th November, 2017

National Stock Exchange of India Limited
Exchange Plaza, Bandra-Kurla Complex,
Mumbai
Kind Attn: Manager, Listing Department
Email Id: nseps2nse.co.in
Stock Code - SONATSFTW
Dear Sir/Madam,

BSF Limited
P.J. Towers, Dalal Street
Mumbai
Kind Attn: Manager, Listing Department
Email Id: listing.corp.lia@bseindia.com
Stock Code - 532221

Sub: Investors' Presentation

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing Investors' Presentation for the quarter ended 30th September, 2017.

The details of above said presentation is also made available at the Company's website www.sonata-software.com.

Kindly take the same on record.

Thanking you.

Yours faithfully,

For Sonata Software Limited

Kundan K. Lal
Company Secretary and Head of Legal

1/4, A.P.S. TRUST BUILDING, HUB 1, TEMPLE ROAD, N.R. COLONY, BANGALURU - 560 010, INDIA
TEL : +91-80-07781999 FAX : +91-80-2661 0972 CIN: L72300MH2004PLC302110
REGD. OFF: 208, "V" INDUSTRIAL ESTATE, S. K. A. H. S. HANGAR, WORLI, MUMBAI - 400 030, INDIA
WEBSITE: WWW.SONATA-SOFTWARE.COM | MAIL: INFO@SONATA-SOFTWARE.COM

Experience the power of **PLATFORMATION**



Investor Presentation
Q2 FY 17-18

Platform-based Digital Business
Transformation



Disclaimer

This presentation may include statements which may constitute forward-looking statements. All statements that address expectations or projections about the future, including, but not limited to, statements about the strategy for growth, business development, market position, expenditures, and financial results, are forward looking statements. Forward looking statements are based on certain assumptions and expectations of future events and involves known and unknown risks, uncertainties and other factors. Sonata Software Limited (The "Company") cannot guarantee that these assumptions and expectations are accurate or exhaustive or will be realized. The actual results, performance or achievements, could thus differ materially from those projected in any such forward-looking statements. No obligation is assumed by the Company to update the forward-looking statements contained herein.

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Sonata Vision

A world class firm
that is a benchmark for
Catalyzing Business
Transformation for our Clients,
Fulfilling Employee Aspirations
&
Caring for our wider
Community

through Depth of:
Thought Leadership
Customer Centricity
Execution Excellence



For the Customers
IT Partner of choice for
transformation
thru deeper industry, technology &
customer focus

For the Employee
A fun & fearless environment where
the potential & passion for work
flourishes

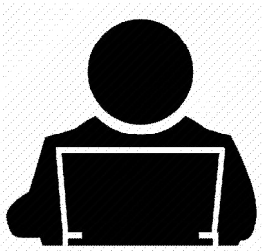
For the Community
CSR initiatives to support IT needs of
projects with Social impact

Sonata Software – Corporate Structure



| Sonata Software Limited | | | |
|---|-----------------------------------|-----------|--|
| Reporting Segment | Legal Entities | Geography | Nature of Business |
| International IT Services | Sonata Software Ltd | India | <ul style="list-style-type: none"> Digital IT solutions & services Product Engineering Services IT Consulting & Outsourcing Managed IT Services |
| | Sonata Europe Ltd | UK | <ul style="list-style-type: none"> Software Service & Development |
| | Sonata Software GmbH | Germany | <ul style="list-style-type: none"> IT Program Mgmt. for Travel customers |
| | Sonata FZ LLC | Dubai | <ul style="list-style-type: none"> Sales & Marketing Account Management IT Program Management |
| | Sonata Software North America | USA | <ul style="list-style-type: none"> Onsite IT Services Account Management IT Program Management Sales & Marketing |
| | Sonata Software Qatar | Qatar | <ul style="list-style-type: none"> Onsite IT Services Account Management IT Program Management Sales & Marketing |
| | Rezopia Inc | USA | <ul style="list-style-type: none"> Cloud based PaaS travel IT solutions platforms |
| | Halosys | USA | <ul style="list-style-type: none"> Unified Enterprise Mobile Enablement platform |
| | IBIS Inc | USA | <ul style="list-style-type: none"> Supply Chain solutions for Distributors, Manufacturers & Retailers |
| Domestic Products & Services | Sonata Information Technology Ltd | India | <ul style="list-style-type: none"> Distribution of packaged, Saas & PaaS based software products Domestic IT Services Onsite IT Services Account Management IT Program Management |

Operating Business Lines



- International Services
- Product Engineering & Enterprise IT solutions
- International footprint
- 53% of Co Revenues
- 82% of Co PAT



- Technology Infrastructure
- IT Infrastructure Consulting, Licensing & Deployment
- Primary India footprint
- 47% of Co Revenues
- 18% of Co PAT

International IT Services



Industry Footprint



Travel



Most Innovative
Partner
2012



TO | OTA | Corporate | Air | Rail

Strategic Customers

- World leading Tour Operator
- Top NA Corporate Travel Co



Retail & Distribution



Most Innovative
Partner
2012

Hyper | Grocer | Apparel | CPG |
Industrial

Strategic Customers

- World leading Retailer
- Global F&B CPG Leader



ISV



ERP | SCM | Travel | Retail

Strategic Customers

- Global Software Leader
- Top SMB ERP Co

Business Solutions Footprint

DIGITAL ENGAGEMENT

- Omni-channel Commerce
- Analytics & Personalization
- CRM, Loyalty
- Mobile & Social Business

*Winning the Shift to Digital
Commerce
Top travel company*

ENTERPRISE EFFICIENCY

- ERP
- SCM, HR & Finance
- BI & Analytics
- Mobile & Social Work

*Direct Store Distribution
Solutions
Global CPG leader*

IT COST MANAGEMENT

- Managed Services & Infrastructure
- Cloud & Virtualization
- Licensing

*Remote Infrastructure
Management
Top European Retailer*



Engineering Solutions Footprint

PRODUCT INNOVATION

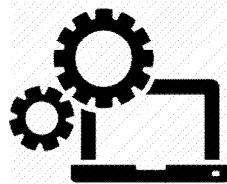
- Cloud engineering
- Mobile engineering
- Analytics integration



*Cloud & Mobile Enabled SaaS
Migration
Global SMB ERP ISV*

PRODUCT ENGINEERING

- Consult, Architect
- Develop, QA
- Performance Engineering
- Globalize and Localization



*End-to-end engineering
services for an ERP
World leading ISV*

PROFESSIONAL SERVICES

- Professional Services
- Integration, Customization
- Sustenance Engineering
- Product support



*Premium managed product
support
Leading cloud platform*

Transformational Partner to Customers

Enabling a World Leader in Travel Retail stay ahead of the digital business shift

Evolution from brick and click to Omni-Channel business

- 20%+ YoY digital sales growth, 50%+ digital revenue

Front Office to Back Office IT systems services

- 300+ team of On-site and Off-shore mix;
30% saving in IT costs, est > 50Mn E p.a.;
50+ core applications transitioned, modernized; >80% Managed Services



10 Year Partnership Milestone

*“Sonata is a very important extension of the team and over the years has made a **significant contribution to our success in serving our customers better than anyone else in our business sector.**” Director IT*

Transformational Partner to Customers

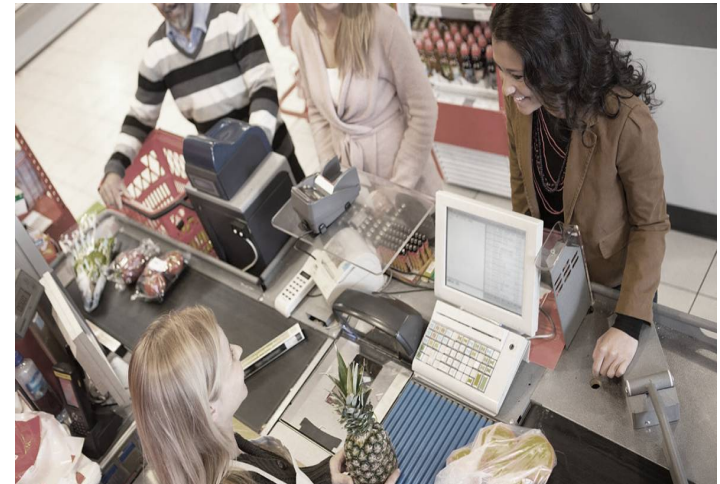
Partnering launch of a new ERP by a Global Software leader

Engineering Excellence

- Beta One thru to global roll-out stages with ERP & engineering skills
- Vertical solutions partner – industry specific offering of core ERP

Value Added Services

- Engineering and integration services to partner eco-system globally
- Managed support with SLA adherence improved by over 30% to > 90%
- Go-to-Market partner with marquee Fortune 500 clients wins and project implementations



10 Year Partnership Milestone

*"Sonata has been an **important partner** in our ... journey for over a decade. The expertise they bring to the table makes **them a valuable part of the ecosystem..**, its partners and customers who seek to get more out of our enterprise class business solution. This 10 year anniversary is a significant milestone in our relationship with Sonata and we look to newer horizons ahead." VP Engineering*

Way Forward : Platforms + Services for digital business



Turnkey partner for mid size (USD 500M+) customers in Travel, Retail & Distribution, ISV vertical

The Future – Industry specific Platform solutions

Next Gen Travel Experience



Rezopia Travel Experience Platform

- Search & Book across Web, Mobile, Shop & Call Centre channels
- On the fly packaging across Air, Rail, Hotel & ancillary service inventory
- Pre-Built Mobile & Analytics features
- Integration to leading GDS and ERP applications

Omni Channel Retailer



Brick & Click Retailing Platform

- Seamless Personalized Shopping Experience – In Store, Mobile, Online
- Pre-built Customer and Store mobile service Apps
- Pre-built big data Analytics platform
- Integrated to core Retail ERP

Digital Distribution



Modern Distribution Platform

- Advanced Supply Chain Software – built-in functionalities like sales & operations planning, demand planning, revenue management.
- B2B Ecommerce
- Mobile Ordering & Fulfilment Apps
- Core ERP enabled on Microsoft Dynamics

Strategic acquisitions & builds to enable 'the Future'



rezopia
FROM
SONATA SOFTWARE
TRAVEL SAAS

Reservation, Distribution, Contracts & Operations on one single Cloud Platform



Unified Enterprise
Mobility Platform
halosys

Core features of MADP, MAM, MBaaS & APIs on a single, unified mobile platform



I.B.I.S..Inc.
A Sonata Software Company

Advanced Supply chain Software for Distributors, Manufacturers & Retailers



Big Data ready Retail Analytics Platform

Continuing to build, integrate and acquire platforms across Ecommerce, Analytics & DevOps to complete portfolio for 'Future Ready' IP led solutions.

Increasing impact on customer's digital solution needs



Top SMB ERP Company

Cloud & Mobile engineering ERP for SaaS enablement



World Leading Retailer

Engineering Omni Channel retail systems on a new technology stack



Top ANZ Rail Company

Enabling next-gen Rail reservation & ancillary services

Digital Travel Platform in Action

Drives customer service and ancillary revenue of a leading ANZ Rail Operator



Business Need: Upgrade reservations systems across core Rail and ancillary package sales

Solution: Rezopia Travel SAAS customized to next gen reservation systems

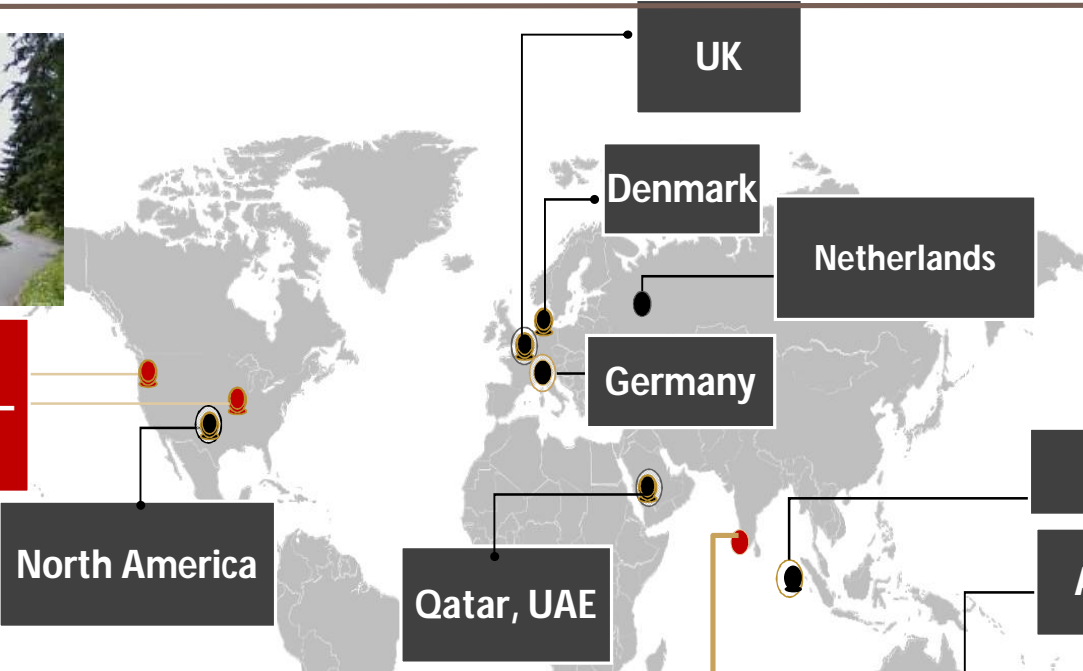
- Manage Services, Schedules, Inventory, Fares and Rules
- Multi-channel booking engine – web, call center, stations and agents
- Dynamic shopping cart with ancillaries like hotels, transfers and activities
- Integration to back end SAP ERP for Financial data integration

Business Benefits: Cost effective, quick transition from legacy systems & continuous feature upgrades with releases

Global Service & Delivery Footprint



US
Development Centers –
Redmond & Atlanta



North America

UK

Denmark

Netherlands

Germany

Singapore

Qatar, UAE

Australia



India
Bangalore, Hyderabad



Technology Infrastructure



TIS : Strategic fit to overall Sonata business

- Strategic partnerships with leading technology providers – Microsoft, SAP, Oracle, Appcelerator
- Relationships act an advantage in accessing emerging technology solutions
- 360 degree footprint across Engineering, Implementation, Go to Market in IT value chain in key technologies – e.g. Dynamics AX

Wide portfolio of technology solutions

with leading and emerging partners

PORTFOLIO OF WORLD-CLASS ALLIANCES



**360 DEGREE CORPORATE
FOOTPRINT**
PE | PDS Implement | GTM

End to End Capability
on Technology Needs

**IN-HOUSE SOLUTION
CENTRE OF EXCELLENCE**
Expert Deployment Team |
Customer POC | Best
Practices Templates

**NEW TECHNOLOGY
ADOPTION**
SMAC | Platforms | Appliances

Cloud, MoovWeb,
Exadata

EXPERTISE | RELIABILITY | SPEED
in accessing technology solutions

Keeping business prepared to compete...

with up to date technology infrastructure



CORE IT INFRASTRUCTURE

- OS, Servers, Cloud & Virtualization
- Security, Identity & Access
- Infrastructure Management, Optimization & Support

Core Enterprise Infrastructure migration to Cloud for cost optimization
Leading Brewery Company



EMPLOYEE PRODUCTIVITY

- Communication & Collaboration
- Work Tools & Applications
- Onboarding & Support

Patient care enhancement thru collaborative work tools for doctors
Leading Hospital Chain



BUSINESS APPLICATIONS

- E. Comm, Digital Marketing, CRM, BI, Mobility, ERP, SCM
- IT Appliances
- Consulting & Support

Enhanced business responsiveness thru next gen IT Appliances
Leading Bank



Financials

Result Snapshot – Q2 FY 18



INR Crores

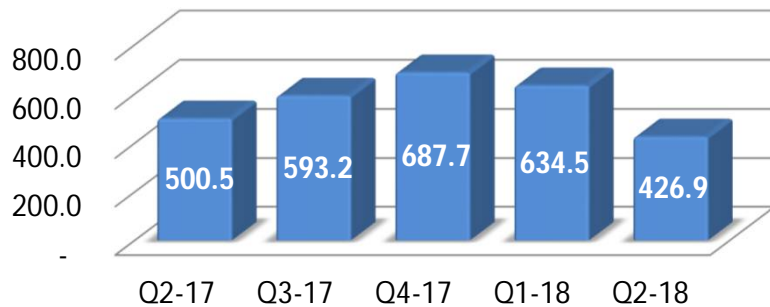
| Description | For the Quarter ended | | | | | For the half year ended | | |
|---------------------------------|-----------------------|-----------|-----------|------|------|-------------------------|-----------|------|
| | 30-Sep-17 | 30-Jun-17 | 30-Sep-16 | QoQ | YoY | 30-Sep-17 | 30-Sep-16 | YoY |
| Revenues | | | | | | | | |
| International IT Services | 234.6 | 211.3 | 209.1 | 11% | 12% | 445.8 | 404.9 | 10% |
| Domestic- Products & Services | 199.7 | 428.1 | 295.5 | -53% | -32% | 627.8 | 716.4 | -12% |
| Consolidated | 426.9 | 634.5 | 500.5 | -33% | -15% | 1,061.4 | 1,109.9 | -4% |
| EBITDA | | | | | | | | |
| International IT Services | 52.7 | 49.8 | 46.4 | 6% | 14% | 102.6 | 97.5 | 5% |
| Domestic- Products & Services * | 14.0 | 15.1 | 14.2 | -7% | -1% | 29.1 | 29.4 | -1% |
| Consolidated * | 66.1 | 64.5 | 59.8 | 3% | 11% | 130.6 | 125.5 | 4% |
| PAT | | | | | | | | |
| International IT Services | 37.0 | 34.5 | 30.1 | 7% | 23% | 71.5 | 63.1 | 13% |
| Domestic- Products & Services | 8.4 | 8.6 | 8.2 | -2% | 2% | 16.9 | 17.0 | 0% |
| Consolidated | 45.4 | 43.0 | 38.2 | 5% | 19% | 88.4 | 80.2 | 10% |

* Includes "exceptional Item" Interest income received on Income-Tax refund of 1.14 crore in HY of FY2017-18 (of which Domestic relates to 0.65 crore and balance 0.49 crore relates to International), and 1.11 crores in Q2 of FY2016-17 (relating to Domestic).

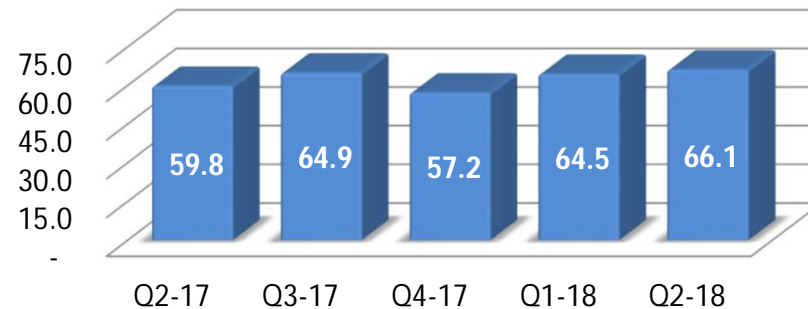
Consolidated - Financials

INR Crores

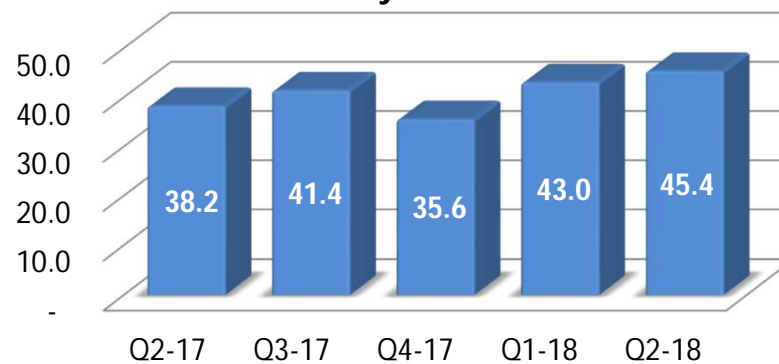
Revenue - by Quarter



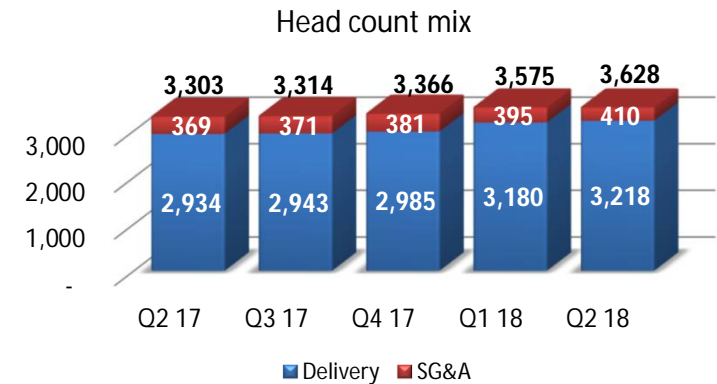
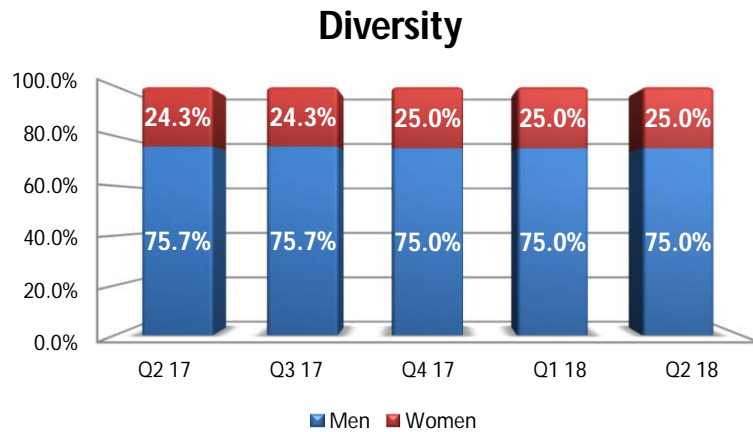
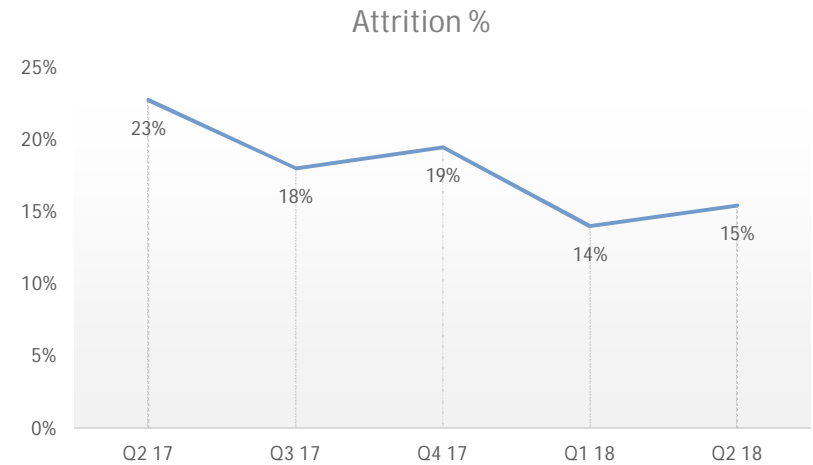
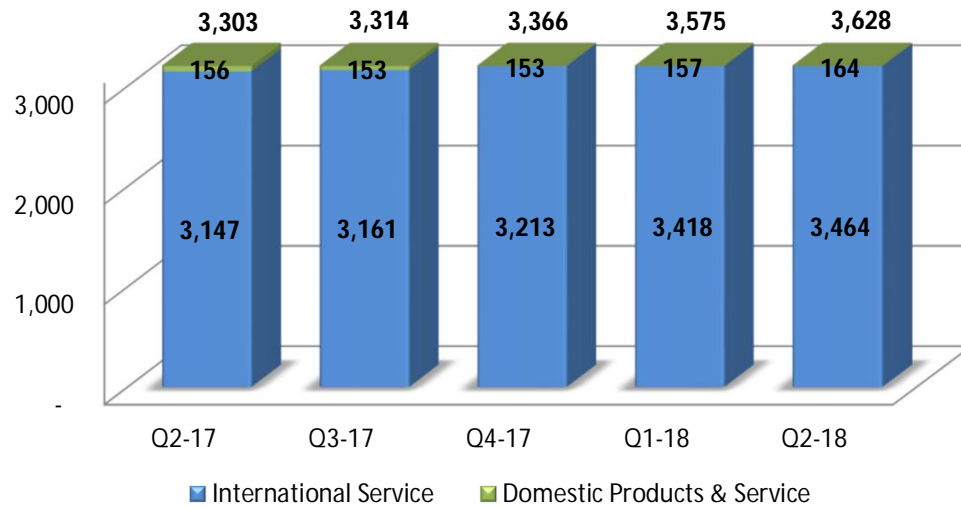
EBIDTA - by Quarter



PAT - by Quarter

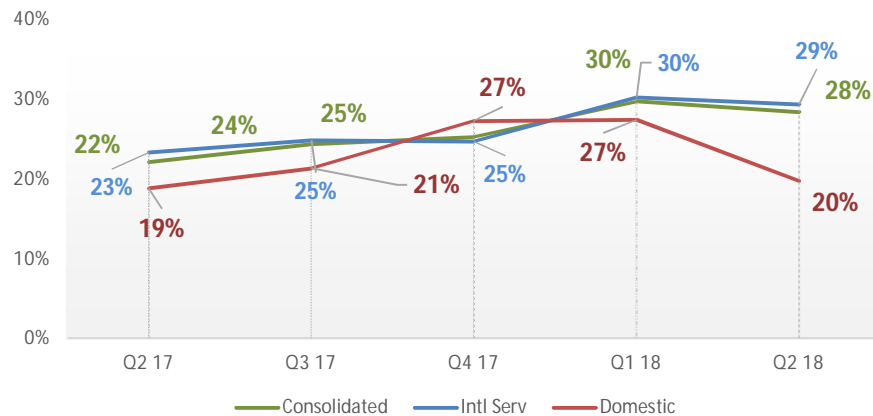


Consolidated – Human Capital

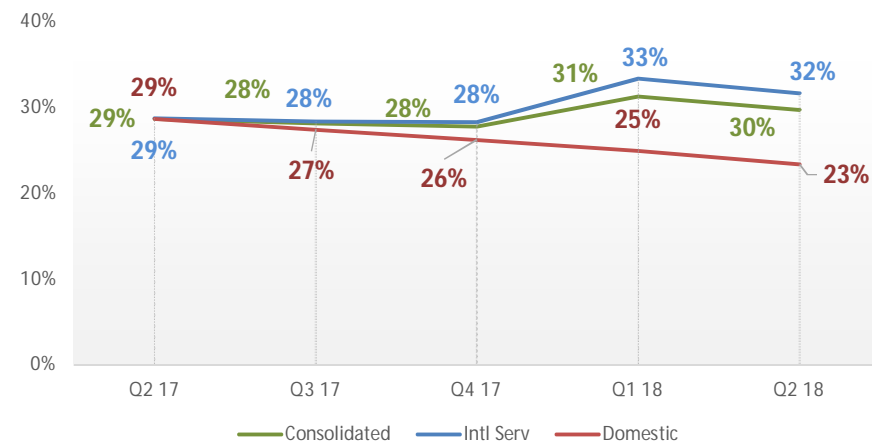


Consolidated – ROCE & RONW

ROCE

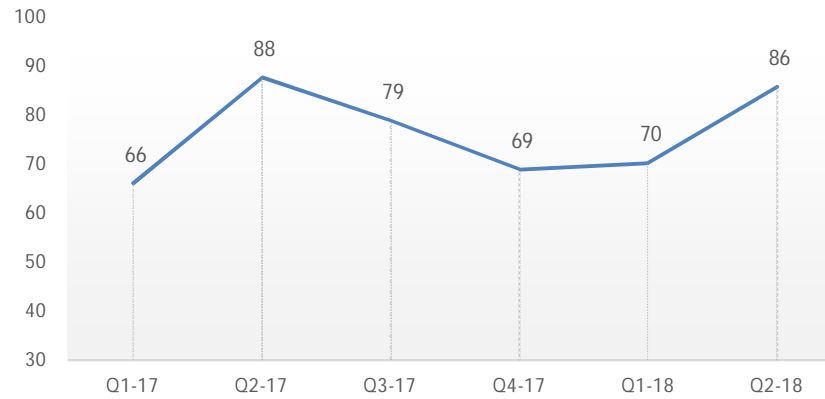


RONW

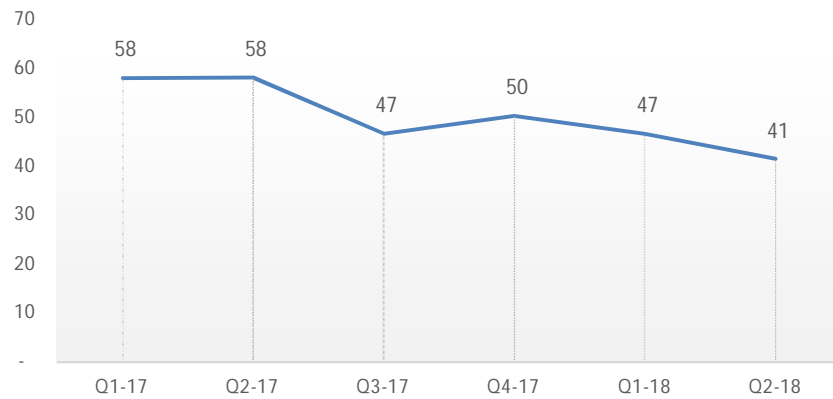


Daily Sales Outstanding

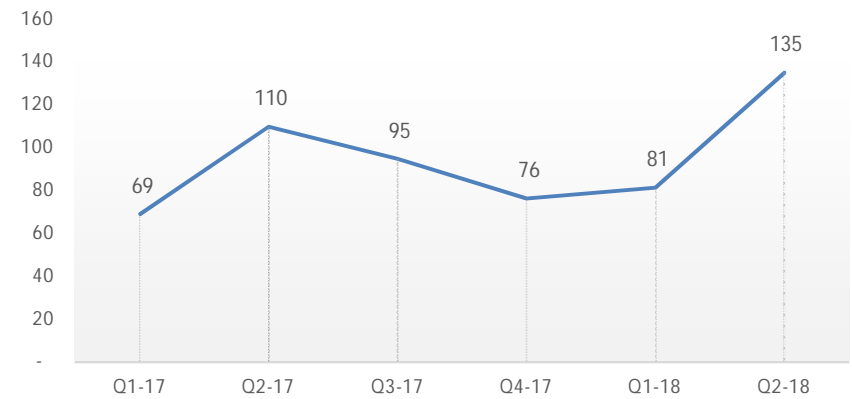
Consolidated



International Services



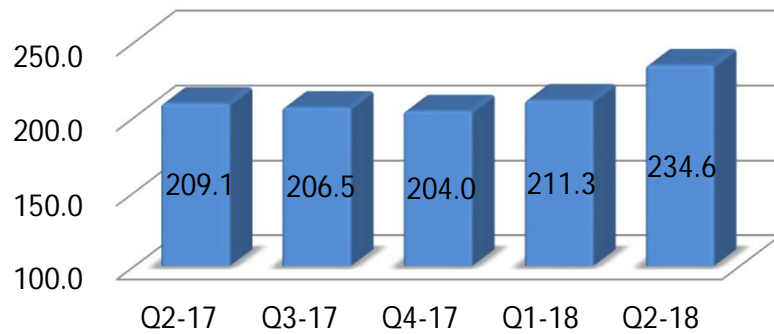
Domestic



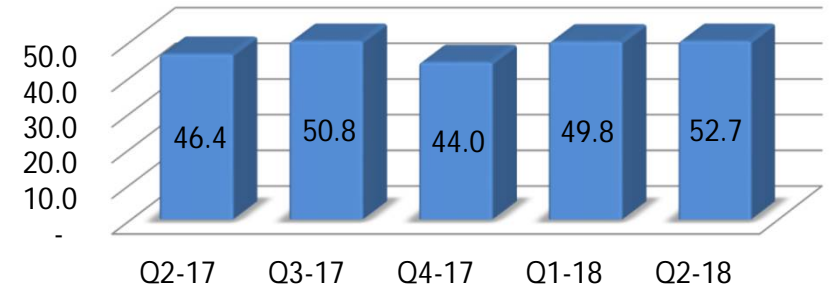
International IT services - Financials

INR Crores

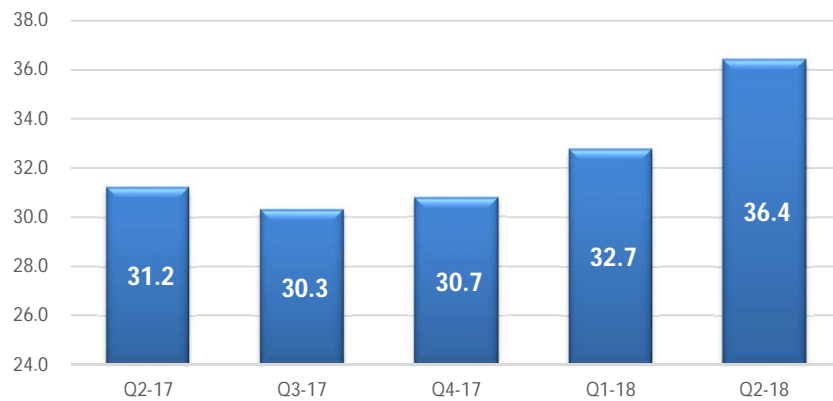
Revenue - by Quarter



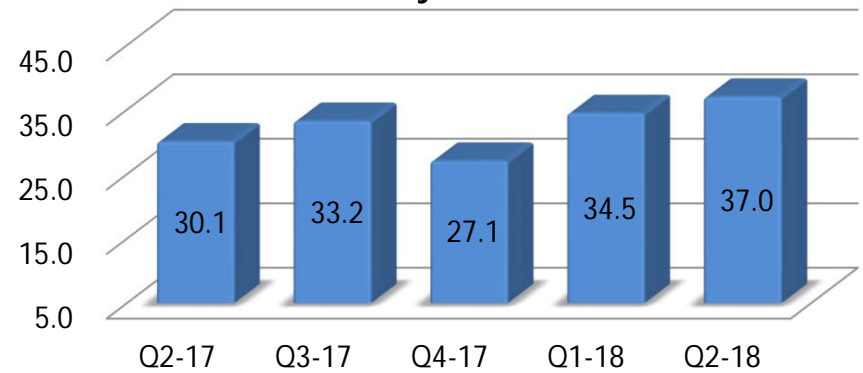
EBIDTA - by Quarter



Revenue \$ Mn

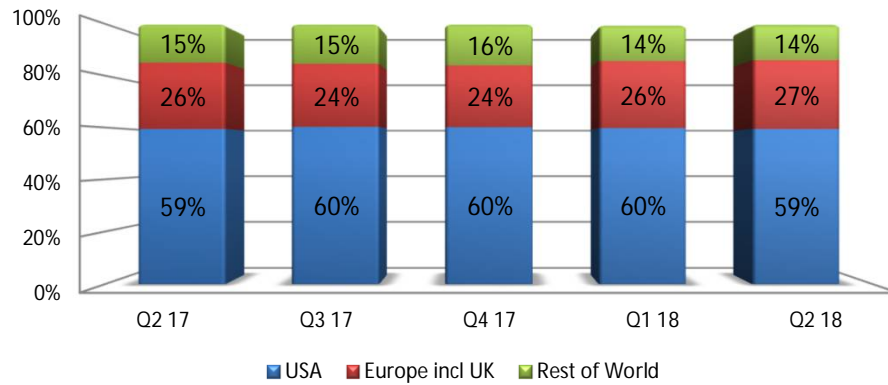


PAT - by Quarter

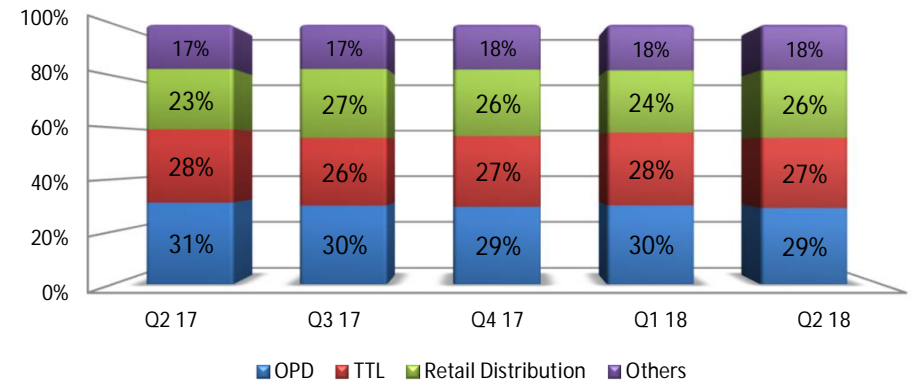


International IT services – Revenue Mix

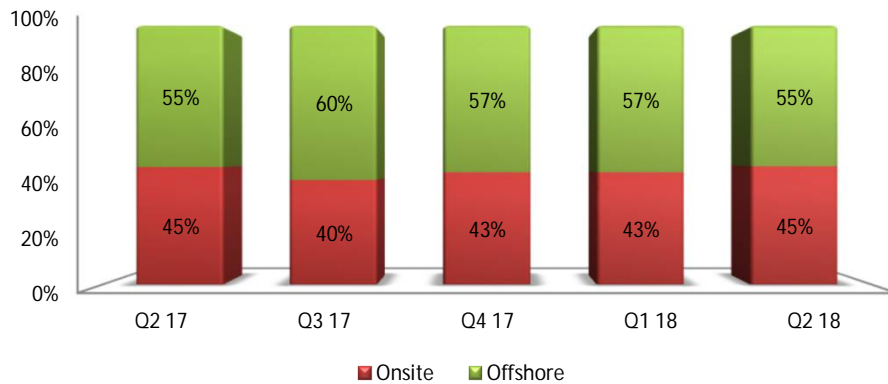
Geography



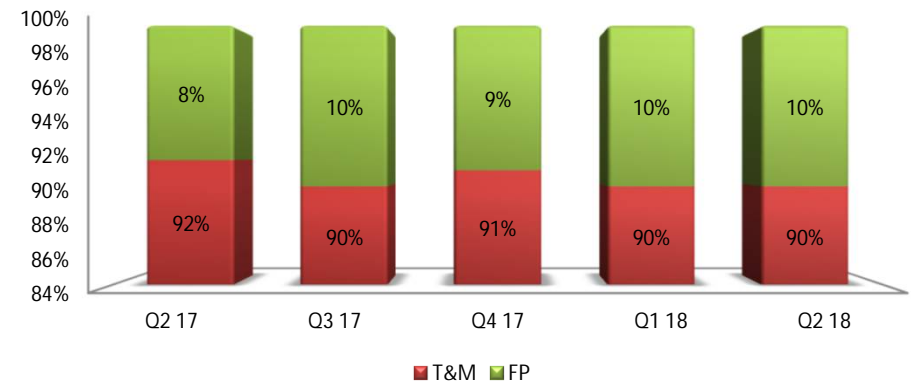
Vertical



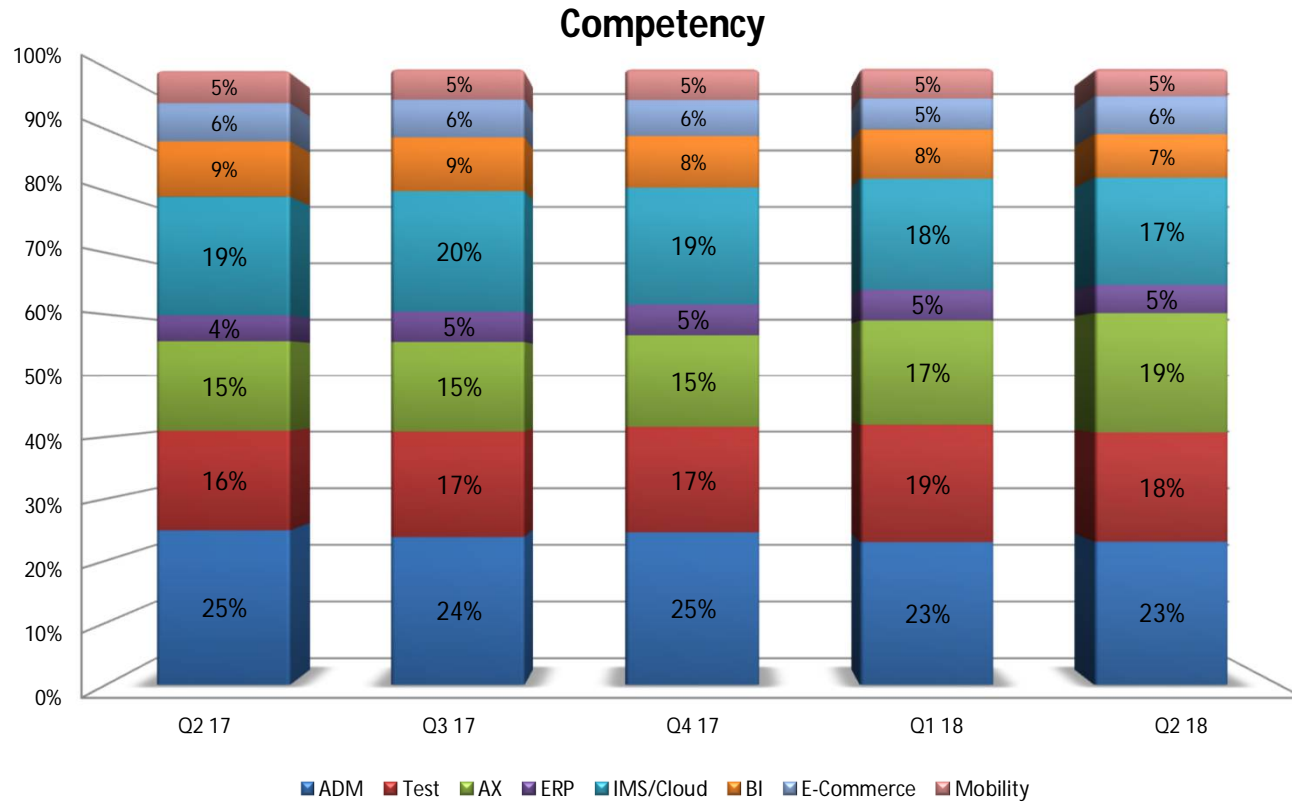
Onsite / Offshore



Revenue Type



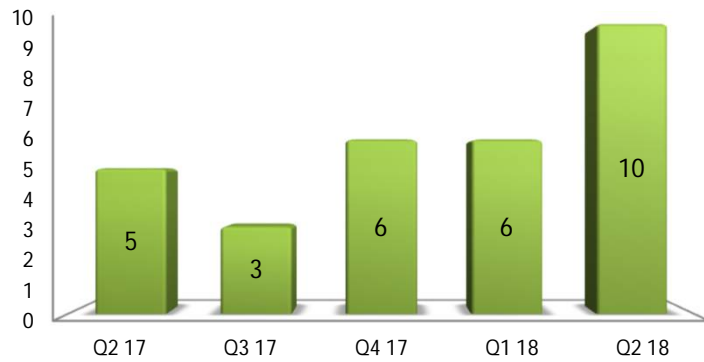
International IT services – Revenue by Competency



32% from Digital

International IT services – Revenue by Customers

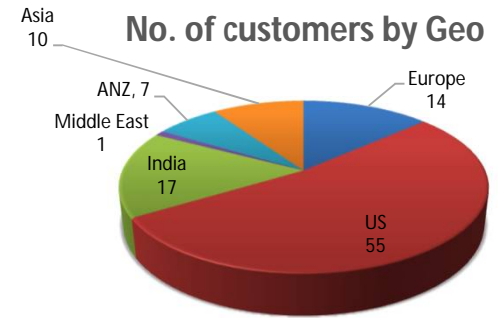
New Customers



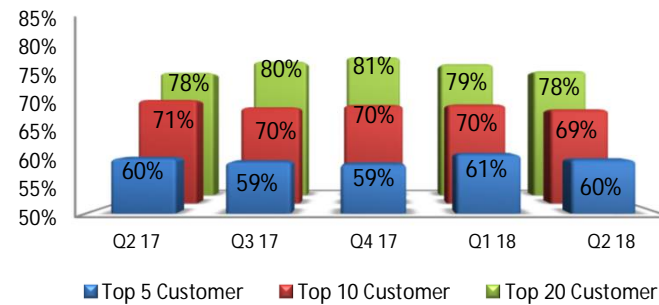
Customer Category



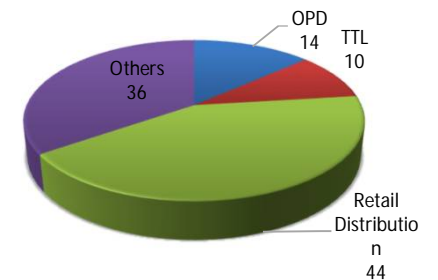
No. of customers by Geo



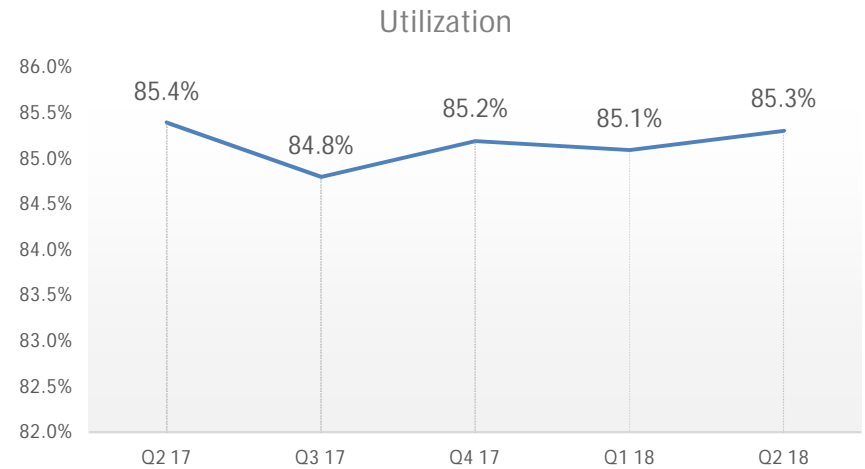
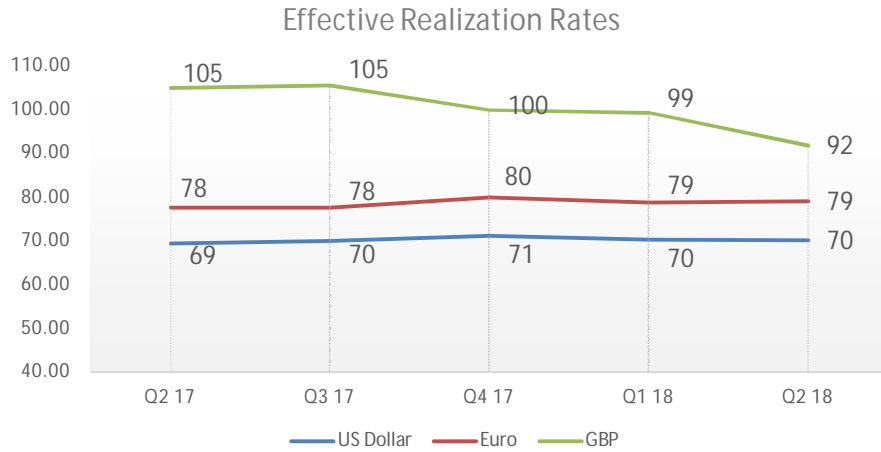
Revenue from Top Customers



No. of customers by Vertical



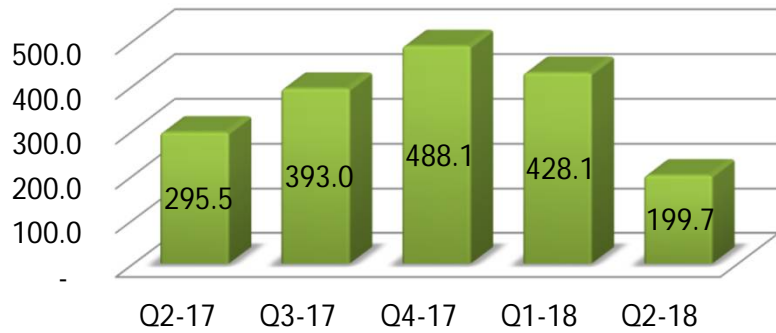
Forward Cover Realization Rates/ Utilization



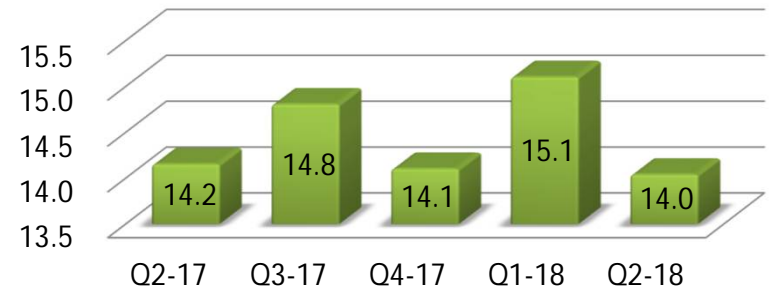
Domestic Product & Services - Financials

INR Crores

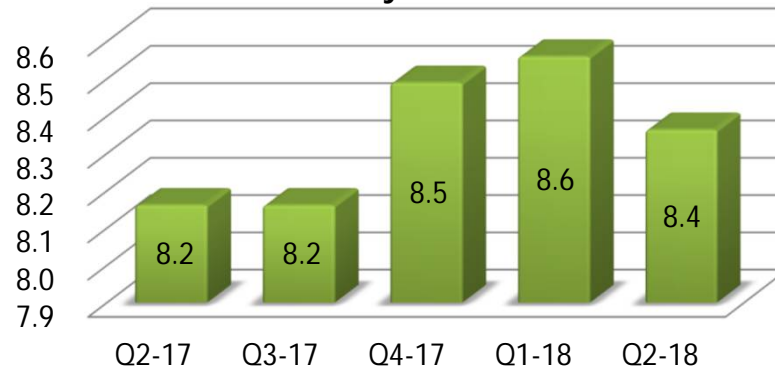
Revenue - by Quarter



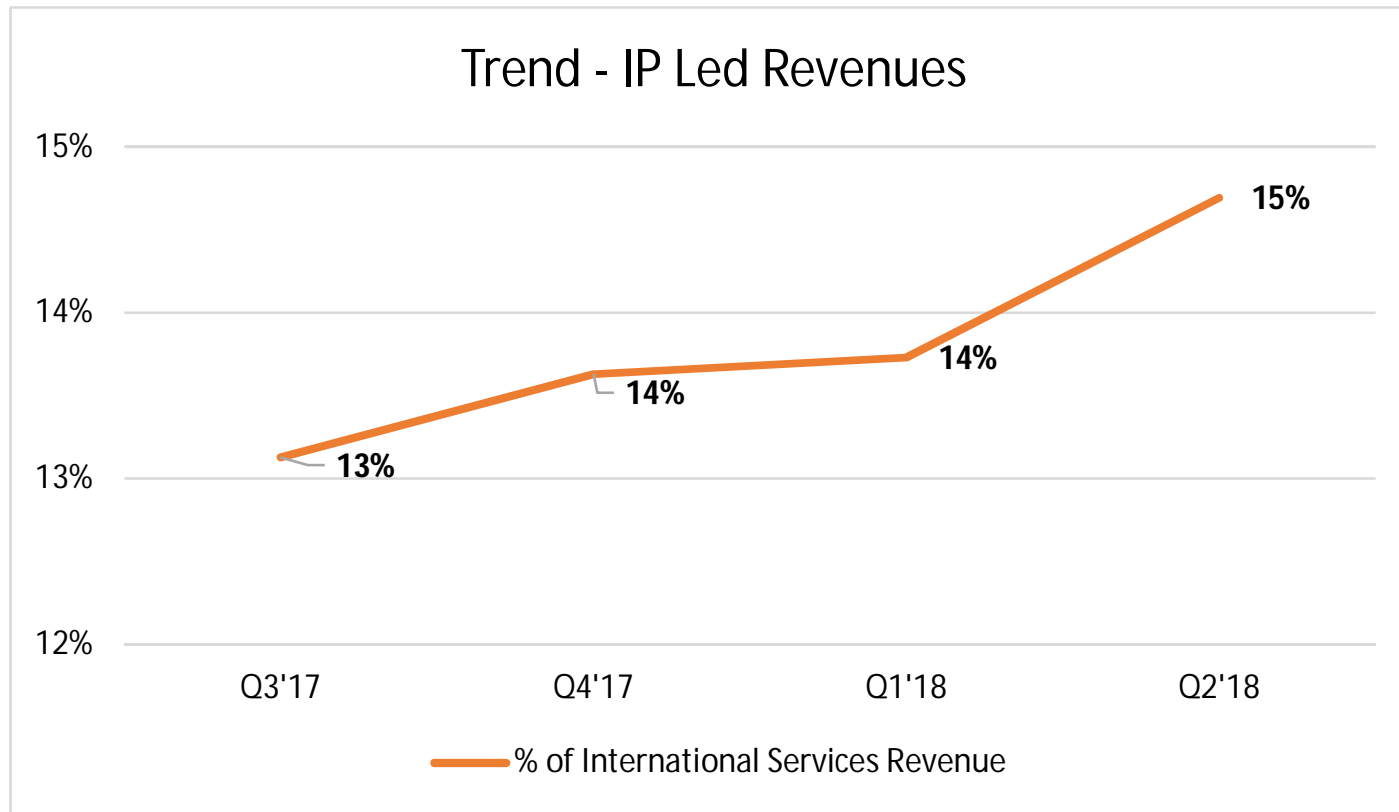
EBIDTA - by Quarter



PAT - by Quarter



IP Lead Revenue



Take the first step to
PLATFORMATION



Thank You

Corporate: info@sonata-software.com | www.sonata-software.com

