



ENSER COMMUNICATIONS LTD.

(formerly known as Enser Communications Pvt. Ltd.)

CIN: L64200MH2008PLC182752

Date: 27.12.2024

To,

The Manager
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, C/1, G Block,
Bandra - Kurla Complex,
Bandra (East) Mumbai -400051

SYMBOL: ENSER

Dear Sir/Madam,

Subject: Investor Presentation H1 - FY25

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a copy of the detailed presentation titled "**Investor Presentation, H1 - FY25**" for your records and dissemination at your official website.

A copy of the same will also be uploaded on the Company's website www.enser.co.in.

You are requested to kindly take the same on your record.

Thank you,

Yours faithfully,

For Enser Communications Limited
(formerly known as Enser Communications Private Limited)

Muskan (M. No. A62983)
Company Secretary & Compliance Officer



REGISTERED OFFICE: 5th Floor 501 – 506, Arihant Aura, Turbhe, Navi Mumbai Sanpada, Thane, Maharashtra -400703

CORPORATE OFFICE: 217, 1st Floor, Phase 1, Sector 20, Udyog Vihar, Gurugram-122001

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INVESTOR PRESENTATION

Enser Communications Limited

H1FY25 Investor Presentation



Disclaimer

“ Celebrating every *Milestones* as Preparing for the *Road Ahead.* ”

In this presentation, references to “Enser,” “we,” “us,” “our” and the “Company” refer collectively to Enser Communications Limited. Certain statements made in this presentation may not be based on historical information or facts and may be “forward looking statements” based on the currently held beliefs and assumptions of the management of Enser Communications Limited, which are expressed in good faith and in their opinion reasonable, including those relating to the Company’s general business plans and strategy, its future financial condition and growth prospects and future developments in its industry and its competitive and regulatory environment. Such risks and uncertainties include, but are not restricted to, the performance of the Indian economy and global markets, industry performance, competition, successful strategy implementation, future growth, technological changes, and other factors. Any third-party forward-looking statements and projections included in this presentation are not endorsed by the Company, and the Company is not accountable for such third-party statements and projections.

Company Profile

Enser Communications Limited, established in 2008, has a rich history of providing exceptional customer service and driving operational excellence for its clients. The company is renowned for its tech-enabled platform that seamlessly integrates various communication channels, facilitating effective customer engagement and service strategies. This commitment to customer-centricity has been instrumental in building enduring partnerships and fostering long-term growth.

Enser's comprehensive suite of services caters to diverse business needs across multiple industries. These services include:

Customer Acquisition



Enser excels in providing end-to-end customer acquisition solutions, leveraging data analytics, targeted outbound calling campaigns, and multi-channel engagement strategies to maximize conversion rates.

Customer Service



Enser's dedicated team of customer service representatives delivers personalized and efficient support through various channels, including voice, chat, email, and social media, ensuring a seamless and informative customer journey.

IT Infrastructure Services



Recognizing the critical role of technology in modern business operations, Enser offers comprehensive IT infrastructure services, including payment reminders and collections, as well as tech-enabled infrastructure development, enabling clients to launch and manage their operations efficiently.

Data Management Services



Data accuracy and integrity are paramount in today's digital landscape. Enser's specialized data management services, particularly in the government sector, assist in the authentication process for individual claims, ensuring data reliability and security.

Growth of the Indian BPM Industry

The Indian Business Process Management (BPM) industry is one of **the key drivers of the Indian economy**. The sector has grown significantly in recent years, driven by several factors, including:



Technological Advancements :

Cloud computing, artificial intelligence, machine learning, and big data analytics have transformed the BPM industry, enabling companies to deliver more efficient and cost-effective services.



Skilled Manpower :

India has a large pool of skilled and educated professionals, making it an attractive destination for BPM companies. The industry employs approximately 4.14 million professionals.



Cost Advantage :

India offers a significant cost advantage compared to developed countries, making it a preferred destination for outsourcing BPM services.



Government Support :

The Indian government has implemented policies and initiatives to support the growth of the BPM industry.



These factors have led to India becoming a **dominant player in the global BPM market**. India accounts for **36% of the global outsourced BPM market**. The industry's revenue is projected to grow to **\$65 billion by 2025**.



Enser is Well-Positioned to Win

Enser Communications Limited is **strategically positioned to capitalize on the growth opportunities in the Indian BPM industry.**



Experienced Management:

Enser is led by industry veterans with decades of experience in the IT and BPM sectors. Their expertise provides a strong foundation for the company's growth.



Customer-Centric Approach:

Enser is committed to providing exceptional customer experiences and building long-term client relationships. This approach has been instrumental in the company's success and will continue to drive its growth.



Diverse Product Portfolio:

Enser offers a wide range of BPM services, including customer acquisition, customer service, IT infrastructure management, and data management. This diverse portfolio allows the company to cater to the needs of a broad range of clients across multiple industries.



Focus on Innovation:

Enser is continuously investing in new and improved technologies to enhance its service offerings and operational efficiency. The company is embracing emerging technologies like AI, Machine Learning, and Data Analytics to automate processes and gain strategic insights.



Strategic Expansion:

Enser is aggressively expanding its operations, both domestically and internationally. The company is opening new service units in key locations, such as Jaipur, Chennai, and Gurugram. Additionally, Enser is exploring opportunities in international markets, including the UAE and the Philippines.

Enser's commitment to innovation, customer-centricity, and strategic expansion positions it to capture a significant share of the growing Indian BPM market.

Management Team - Promoter Directors



Mr. Rajnish Omprakash Sarna

Mr. Rajnish Omprakash Sarna, (Founder) the visionary behind Enser Communications, a first-generation entrepreneur with 35+ years of experience in India's IT and IT-enabled sectors. His expertise spans project conception, development, and leadership. As an accomplished speaker, he has addressed various forums on topics including technology, HR, business continuity, data security, and corporate culture. Authored "Under-commit and Over-deliver" which reflects his ethos of surpassing expectations.

Mr. Harihara Subramanian Iyer

Mr. Harihara Subramanian Iyer, (co-founder) and promoter of Enser Communications, also a first-generation entrepreneur with 23+ years of experience in pioneering IT projects. His strategic vision and adept management drive excellence and growth. With expertise spanning various sectors, his organizational prowess has been instrumental in project evolution and success.



Board of Directors – Other Members



Mrs. Gayatri Sarna,
Promoter & Whole Time
Director:

She is a HR professional with over 25 years of experience and leads diverse HR functions. This includes talent acquisition, policy development, performance management, talent and organizational development, training, and employee engagement.



Mrs. Sindhu S. Nair,
Promoter Director:

Mrs. Nair is a seasoned infrastructure professional with over two decades of experience. She is an expert in design management, cross-functional coordination, sustainable built environments, feasibility studies, management, and leadership.



Mr. Sunil S. Bhatia,
Independent Director:

Mr. Bhatia has experience in the financial services sector. He has over 23 years of experience, and his expertise lies in finance and strategic prospecting.



Mr. Pradeep A. Phadke,
Independent Director:

Mr. Phadke is an IIT Mumbai alumnus with over 45 years of experience. His expertise includes operations, marketing, people development, and branding.

Functional Heads - Key Managerial Persons



**Mr. Puneet Virmani,
Chief Operating Officer (COO):**

Mr. Virmani has over 3 decades of experience spanning Retail, Logistics, and BPM. has seen him successfully lead high-impact initiatives in Sales, Operations, and Business Excellence. For the past 15 years, he has held Senior Leadership roles, including as a core member of the founding teams.



Ms. Dimple Thakur, Chief Financial Officer:

Ms. Thakur is an MBA in finance and a young and dynamic financial professional. She has over 9 years of experience in accounting and finance management, control, budgeting, and taxation matters.



**Mr. Rohan Shanbhag,
General Manager of Operations:**

Mr. Shanbhag has over 15 years of experience. He is responsible for overseeing the day-to-day operations of the company.



**Ms. Muskan Sharma, Company Secretary
and Compliance Officer:**

She is an associate member of the ICSI and a commerce and law graduate. She has over 3 years of experience in corporate secretarial work, compliance, listing regulations, and NBFC and related matters.



**Mr. Prathmesh Kambli,
General Manager of IT:**

Mr. Kambli has over 13 years of experience in IT projects, data management, development and deployment, analyzing and testing application systems, and MSSQL/MySQL Server database management systems.



**Mr. Girish Devadiga,
Head of Strategic Partnerships:**

Mr. Devadiga has over 27 years of experience in sales and marketing leadership.

Vision for the Future

Enser Communications Limited has a clear vision for the future, aiming to become a multi-billion rupee company in the coming years. The company is committed to:



Investing in Innovation:

Enser is continuously investing in emerging technologies such as AI, Machine Learning, and Data Analytics to enhance operational efficiency, gain strategic insights, and deliver cutting-edge solutions to its clients.



Expanding Capacities:

Enser is leveraging its IPO proceeds to expand its operational capacities, including the establishment of a new service unit in Gurugram, to cater to its growing client base and expanding service offerings.



Nurturing Client Relationships:

Enser places a strong emphasis on building and nurturing long-term relationships with its clients, understanding their unique requirements, and delivering tailored solutions that exceed expectations.



Strategic Expansion:

Enser is actively pursuing strategic expansion opportunities, both domestically and internationally, to broaden its reach, tap into new markets, and solidify its position as a leading player in the BPM industry.

Strategic Expansion Initiatives

Enser Communications Limited has embarked on a series of strategic expansion initiatives designed to broaden its service offerings, enhance operational efficiency, and solidify its market position. These initiatives include:



Expansion into Digital Marketing, Data Centers, and Cyber Security:

In August 2024, Enser announced its strategic expansion into digital marketing, data centers, and cyber security. This ambitious initiative aims to integrate these new ventures with its existing capabilities, creating a comprehensive suite of services for its clients.



New Service Unit in Jaipur:

In October 2024, Enser inaugurated a new, state-of-the-art facility in Jaipur, featuring enhanced operational capabilities and in-house data center facilities. This strategic move aims to improve cost efficiency and position Enser for robust growth in emerging sectors such as insurance, banking, edu-tech, digital payments, and health services.



Strategic Partnership with Global Arc LLC:

In September 2024, Enser entered into a strategic partnership with Global Arc LLC, a leading provider of loyalty programs and call center outsourcing services based in Dubai and Sharjah, UAE. This landmark collaboration signifies Enser's commitment to global growth and its objective of establishing a strong foothold in the UAE and other emerging international markets.



Expansion into South India:

In November 2024, Enser launched its first service unit in South India, located in Chennai. This expansion marks a key milestone in the company's growth strategy, enabling it to tap into the region's robust infrastructure, highly skilled workforce, and vibrant business ecosystem.

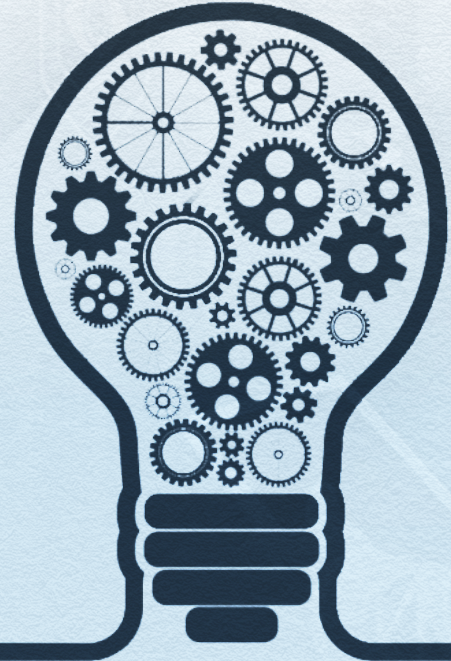
New Product Development

Touchpoint Platform:

In partnership with Teckinfo Solutions, Enser developed “Touchpoint,” a cloud-based customer interaction platform designed for SMEs. This CRM-driven platform offers a scalable and affordable solution for customer acquisition, service, collections, and retention.

Additional Products:

- » Automated Premium Collection System
- » Detailed Customer Satisfaction Feedback Mechanisms
- » Cloud-Based Customer Interaction Solution
- » AI-Voice Recognition Software



South India Entry

Enser has established its first service unit in South India, specifically in Ambattur, Chennai. This expansion represents a key milestone in Enser's growth strategy, allowing them to tap into the potential of one of India's most dynamic and evolving markets.

Rationale for Choosing Chennai:

Chennai is a major business hub in India, offering several advantages for Enser's expansion including **Robust Infrastructure, Highly Skilled Workforce, Growing Business Ecosystem.**

Strategic Importance of South India:

Enser's expansion into South India is particularly significant due to the region's rapid economic growth and its large pool of young and dynamic professionals. These factors make South India an ideal location for scaling operations and extending Enser's reach to a wider clientele.

Enser's comprehensive suite of services caters to diverse business needs across multiple industries. These services include:

Enhanced Service Delivery:



The unit is equipped with cutting-edge technology and staffed by a dedicated team of skilled professionals. This investment enables Enser to deliver improved response times, superior service quality, and a more personalized approach to customer service.

Increased Operational Efficiency:



By establishing a local presence in Chennai, Enser can adapt more quickly to market demands and foster greater operational efficiency.

Strengthened Market Position:



This expansion reinforces Enser's position as a leader in the BPM space, particularly in the South Indian market.

Cybersecurity Services



Scope of Cybersecurity Services:

Enser's focus on cybersecurity will encompass a wide range of services including - Data theft prevention, Endpoint protection, Cybersecurity audits and Compliance management. These initiatives demonstrate Enser's recognition of the growing importance of cybersecurity for businesses in today's digital landscape. The company aims to strengthen businesses against evolving threats and protect their vital digital assets.



Integration with Existing Capabilities:

Enser's expansion into cybersecurity is designed to complement its existing BPM capabilities. This strategic integration is intended to create a synergistic ecosystem, enhancing the company's service portfolio and delivering greater value to its clients.



Pilot Project in Cybersecurity:

Enser is planning to commence a pilot project in the cybersecurity space. This indicates that the company is actively exploring this new business segment and taking concrete steps to develop its cybersecurity offerings.



Cybersecurity as a Growth Opportunity:

Enser recognizes the significant growth potential of the cybersecurity market in India. The company views this as a scalable opportunity and is actively pursuing it as part of its long-term growth strategy.

Acquisition Integration

The acquisition of Vkalp Outsourcing Services has enabled Enser to expand its operations into the following sectors:



E-commerce:

This rapidly growing sector presents a significant opportunity for Enser's customer acquisition and customer service expertise.



QSR (Quick Service Restaurant) food delivery:

The increasing popularity of food delivery platforms aligns well with Enser's capabilities in customer interaction management and order processing.



BFSI (Banking, Financial Services, and Insurance):

Enser can leverage its existing experience in the insurance sector to offer a wider range of services within the BFSI space.



Ed-tech:

The growing demand for online education and training services provides a market for Enser's expertise in customer acquisition, support, and technology integration.

Sustain and Improve Operating Margin



Focus on Cost Efficiency:

Enser's inauguration of an advanced facility in Jaipur is specifically aimed at enhancing cost efficiency. This facility is expected to provide a cost-effective operational model, allowing for greater investment in service expansion and new business opportunities.



Leveraging Technology and Automation:

Enser's focus on integrating emerging technologies like AI, Machine Learning, and Data Analytics is aimed at automating processes, improving efficiency, and potentially reducing operational costs.



Expansion into Higher-Margin Business Areas:

Enser's expansion into digital marketing, data centers, and cyber security suggests a move towards potentially higher-margin service offerings. Additionally, the company is looking to focus on higher-margin areas like CRM, application development, and integration services.



Expanding Capacities:

Enser's plan to expand its service units, particularly in Gurugram, allows for greater scalability and potentially improved operational leverage.



Strategic Partnerships and Acquisitions:

Enser's partnership with Global Arc LLC and acquisition of Vkalp Outsourcing Services can lead to economies of scale and operational synergies, potentially contributing to maintaining or improving margins.



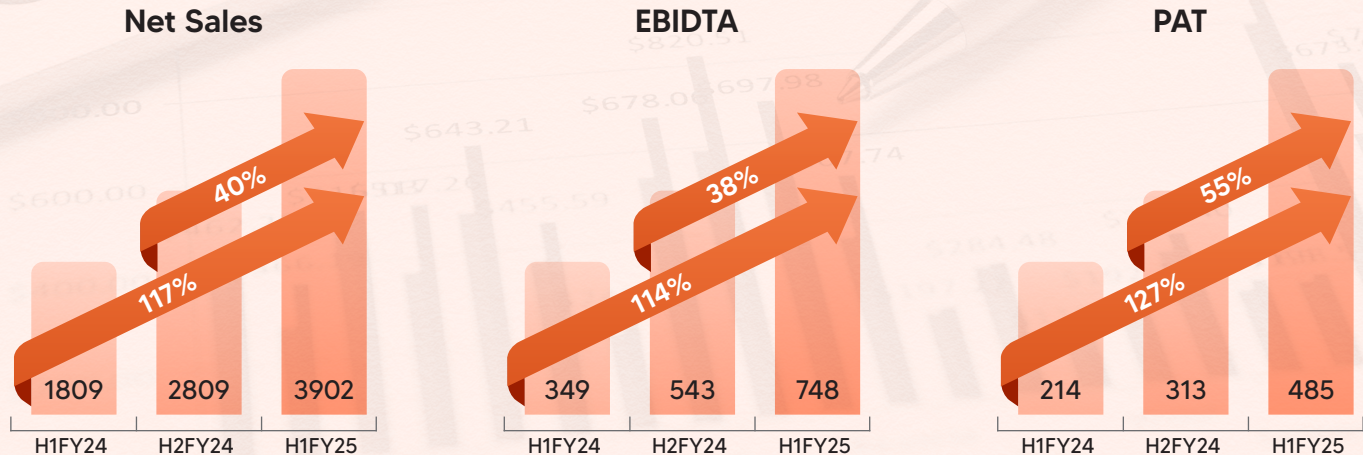
Developing New, High-Margin Products:

Enser is developing new products like AI-Voice Recognition Software and a Cloud-Based Customer Interaction Solution, which could command higher margins and contribute to overall profitability.

Appendix

Key Financials

- » **Total Income:** Enser reported total income of ₹3940.25 lakhs in H1 FY25, a significant increase from ₹1815.88 lakhs in H1 FY24. This represents growth of **117% year-over-year**.
- » **Profitability:** The company's EBITDA surged to ₹748.02 lakhs in H1 FY25, compared to ₹349.36 lakhs in the same period last year. This translates to a **114% increase in profitability**.
- » **Net Profit:** Enser's net profit for H1 FY25 reached ₹485.33 lakhs, substantially higher than the ₹213.97 lakhs reported in H1 FY24. This indicates a robust **127% growth in net profit**.



Profit and Loss Statement

*Amount in INR Lakhs

SL No.	Particulars	Half Year Ended		Year Ended	
		30.09.2024	31.03.2024	30.09.2023	31.03.2024
		Un-Audited	Audited	Un-Audited	Audited
1	Income From Operations				
	(a) Income from Operations	3901.90	2799.06	1808.51	4607.57
	(b) Other Income	38.37	14.68	7.37	22.05
	Total Income	3940.25	2813.75	1815.88	4629.63
2	Expenses				
	(a) Equipments and IT Sevices Expenses	266.07	112.20	65.78	177.98
	(b) Employee Benefits Expenses	1801.74	1684.52	972.03	2656.55
	(c) Finance Costs	40.04	54.37	49.89	104.26
	(d) Depreciation and Amortisation Expenses	38.62	59.78	16.81	76.59
	(e) Other Expenses	1124.42	473.73	428.71	902.43
	Total Expenses	3270.89	2384.59	1533.22	3917.80
3	Profit / (Loss) from operations before other income, finance costs and exceptional items (1-2)	669.36	429.15	282.66	711.82
4	Exceptional Items				
5	Profit / (Loss) before tax (3-4)	669.36	429.15	282.66	711.82
6	Tax Expenses				
	(a) Current Tax	168.46	124.21	69.87	194.08
	(b) Deferred Tax	15.57	-8.34	-1.18	-9.52
7	Total Tax Expenses	184.03	115.87	68.69	184.56
8	Profit/ (Loss) for a period (5-7)	485.33	313.29	213.97	527.27
9	Profit/ (Loss) for a period from dis -continuing operations				
10	Tax Expenses of discontinued operations				
11	Profit/ (Loss) for a period from dis -continuing operations (after tax) (9-10)				
12	Net Profit/(Loss) for the year	485.33	313.29	213.97	527.27
	Paid -up Equity Share Capital (Face Value of Rs. 10/- each)				
13	Earning Per Share (For continuing operations)				
	(a) Basic	5.57	4.99	2,135.17	8.39
	(b) Diluted	5.57	4.99	2,135.17	8.39

Balance Sheet

*Amount in INR Lakhs

SL No.	Particulars	As at half year ended	As at previous year ended
		30.09.2024	31.03.2024
-	-	Un-Audited	Audited
A	EQUITY AND LIABILITIES		
1	Shareholder's Fund		
	Share Capital	871.61	871.61
	Reserves and Surplus	2182.06	1714.77
	Total Shareholder's Fund	3053.66	2586.38
2	Non - Current Liabilities		
	(a) Long-term Borrowings	167.59	334.52
	(b) Deferred Tax Liability (Net)	0.00	0.00
	(c) Long-Term Provisions	38.36	38.93
	Total Non-Current Liabilities	205.95	373.45
3	Current Liabilities		
	Short-term borrowings	520.85	341.20
	Trade Payables	0.00	0.00
	(A) Total outstanding dues of creditors other than micro enterprises and small enterprises	98.69	15.33
	(A) Total outstanding dues of MSME creditors	31.27	40.92
	Other current liabilities	882.92	338.37
	Short-term provisions	742.48	68.08
	Total Current Liabilities	2276.21	803.89
	Total equity and liabilities	5535.82	3763.72

SL No.	Particulars	As at half year ended	As at previous year ended
		30.09.2024	31.03.2024
-	-	Un-Audited	Audited
B	ASSETS		
1	Non - Current Assets		
(i)	Property, Plant & Equipments		
	Tangible Assets	483.37	225.8
	Intangible assets	16.08	16.84
	Intangible assets under development or work-in-progress	0.00	0.00
	Total Property, Plant & Equipments	499.45	242.64
(ii)	Non-current investments	0.60	0.60
(iii)	Deferred tax assets (net)	3.57	19.13
(iv)	Other non-current assets	472.97	304.86
(v)	Investment in Cellecor Foundation	0.00	0.00
	Total Non-Current Assets	976.59	567.24
2	Current Assets		
	Inventories		
	Trade receivables	1957.87	1181.73
	Cash and cash equivalents	1129.10	2008.97
	Short-term loans and advances	320.60	1.73
	Other current assets	1151.66	4.05
	Total Current Assets	4559.23	3196.48
	Total Assets	5535.82	3763.72

Cash Flow Statement

*Amount in INR Lakhs

SL No.	Particulars	As At	
		30.09.2024	31.03.2024
		Un-Audited	Audited
-	-		
A.	Cash Flow from Operating Activities		
	Profit before tax	669.36	711.82
	Adjustments for reconcile profit/(loss) before tax to net Operating Cash Flows		
	Depreciation and amortisation	38.62	76.59
	Provision for Gratuity	-0.52	25.14
	Interest Expenses	37.78	98.85
	Interest income	-30.59	-11.00
		714.65	901.38
	Working Capital Adjustments		
	(increase)/ decrease in Trade Receivables	-776.14	-693.86
	(increase)/ decrease in Short-Term Loans and Advances	-318.86	2.56
	(increase)/ decrease in Non Current assets	-168.11	-37.69
	(increase)/ decrease in Other current assets	-1,147.61	40.47
	increase/ (decrease) in Short Term Provision	573.29	0.00
	increase/ (decrease) in Trade payables	73.71	0.48
	increase/ (decrease) in Other current liabilities	544.55	64.8
	Gratuity Paid	0.00	0.00
	Cash flows from/(used in) operations	-504.52	278.15
	Income taxes paid (refund)	-67.41	-126.66
	Net cash flows from (used in) operating activities	-571.93	151.49

SL No.	Particulars	As At	
		30.09.2024	31.03.2024
		Un-Audited	Audited
-	-		
B	Cash flows from used in investing activities		
	Purchase of Fixed Assets	-366.82	-68.08
	proceeds from sale of Fixed Assets	0.43	0.00
	(Increase)/ Decrease in Other Bank Balances	677.31	-1,192.63
	Interest income	30.59	11.00
	Net cash flows from (used in) investing activities	341.5	-1,249.71
C	Cash flows from used in financing activities		
	Increase/ (Decrease) in Long Term Borrowings	-166.93	-33.25
	Increase/ (Decrease) in Short Term Borrowings	179.65	77.09
	Issue of share Capital	0.00	870.61
	Share premium	-18.04	738.93
	Interest Paid	-37.78	-98.85
	Net cash flows from (used in) financing activities	-43.10	1,554.54
	Net increase (decrease) in cash and cash equivalents	-273.52	456.32
	Cash and cash equivalents cash flow statement at beginning of period	533.62	77.29
	Cash and cash equivalents cash flow statement at end of period	260.09	533.62

For Investor Queries

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