IntraSoft Technologies Limited

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Corp. Office: Suite 301, 145, Rash Behari Avenue, Kolkata - 700 029 Tel: +91-33-2464-3306 Fax: +91-33-2464-6584
CIN No.: L24133MH1996PLC197857

National Stock Exchange of India Ltd. Exchange Plaza, 5th Floor, Plot No C/1, G-Block Bandra Kurla Complex, Bandra (E), Mumbai – 400 051	**BSE Ltd.** P. J. Towers, Dalal Street, Mumbai – 400 001

Dear Sirs,

Sub: Participation in Investor Conference organized by Kotak Securities Ltd on 11th December 2015

Scrip Code: ISFT / 533181

This is to inform that IntraSoft Technologies Limited will be participating in the Kotak Securities Midcap Conference 2015 on 11th December 2015 to be held at Mumbai.

The presentation proposed to be made at the conference is uploaded on our website under Investors Section and the same had been sent to stock exchanges on 4th November, 2015. The same is enclosed herewith.

You are requested to take this information on records

Thanking you,

Yours faithfully
For IntraSoft Technologies Ltd.

Rakesh Dhanuka
Company Secretary & Compliance Officer

123 Greetings
www.123greetings.com



IntraSoft Technologies Ltd

BSE: 533181, NSE: ISFT

November 4th, 2015

Intrasoft: Promoters

- Arvind Kajaria
  - Arvind graduated with a Bachelors Degree in Business Administration from Adelphi University, New York. He has over 27 years of experience in finance, accounting, marketing and management. He is a member of the international fraternity of Delta Sigma Pi, an award winner of Dale Carnegie Training and the former president of the Young Entrepreneurs' Organization, Kolkata.
- Sharad Kajaria
  - Sharad has over 18 years of experience in internet technologies and has been associated with guiding development of technology solutions that drive our business growth. His understanding of new media with an intuitive sense for how technology and community blend together has been instrumental in our Company's strategic technological initiatives.

Intrasoft Technologies Ltd.

Consolidated Revenue

	Revenue (Rs. Cr.)	Y-o-Y %
Q2 2013-14	26.80	28%
Q2 2014-15	59.63	123%
Q2 2015-16	154.68	159%

Quarterly Revenue Growth of 5x in the last 2 years

Our Businesses

- 123Greetings.com
  - Online Advertising



- 123Stores.com
  - Online E-Commerce Retail



123Greetings.com

- Early Pioneers, launched in 1997
- Leader in the E-greetings Category
- Business Model
  - Online Advertising
- Strategy
  - Promote user-generated content (studio)
  - Grow Mobile App traffic and revenue
- Revenues
  - Q2 FY2015-16 – Rs. 3.4 Cr.

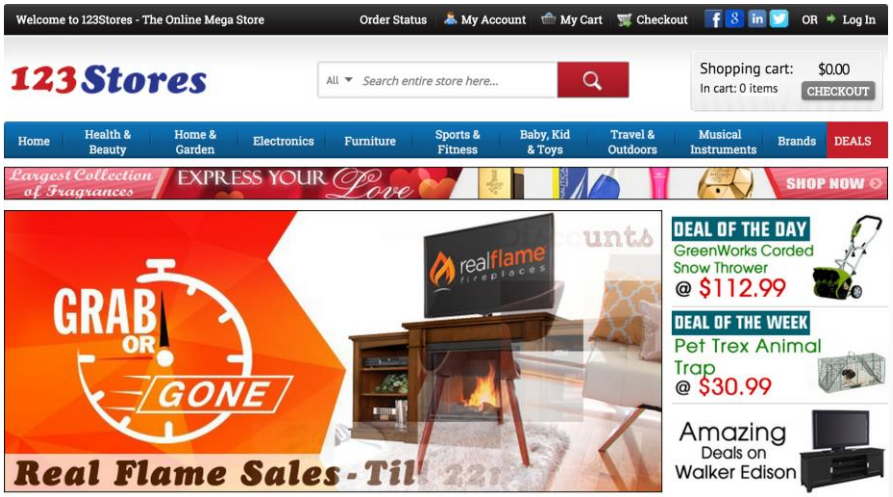


123Stores.com

- Launched in 2009
  - #392 on Internet Retailer 500 in 2015
  - #1654 on Inc. 5000 fastest growing US company
  - 13th fastest growing online retailer in the US

- Business Model
  - Online E-Commerce Retail

- Revenues
  - Q2 FY2014-15 – Rs. 56 Cr.
  - Q2 FY2015-16 – Rs. 150 Cr.



123Stores.com: Website



123Stores.com: Catalog

- Over 265,000 products for sale on the site.
- Products sourced from over 1440 brands
- Adding 10,000 new products every month
- Top Product Categories by Revenues (Q2 FY2015-16)
  - Furniture, Patio, Lawn & Garden 28%
  - Musical Instruments & Gadgets 26%
  - Kitchen, Dining & Appliances 14%
  - Home Improvement & Art Crafts 13%
  - Sports & Outdoor 08%
  - Toys, Games & Baby 06%
  - Others 05%

123Stores.com: Operations

- 377,083 orders shipped out in Q2 FY2015-16
  - (118,606 orders Q2 FY2014-15).
- Average Order Value in Q2 FY2015-16 = Rs. 3994
- Distribution Centers
  - East Coast (New York)
  - West Coast (Nevada)
- Delivery to 95% of US zip codes in 2-3 business days
- Partnerships with UPS & FedEx

123Stores.com: Sales

- Shop in Shop Partnerships with leading retailers
  - Reach a larger audience
  - Lower customer acquisition costs
  - Better discounts from suppliers
  - Efficient Logistics

- Amazon.com
  - Working since 2010
  - Largest partner in FY2014-15
- Amazon Canada
- Sears.com
- Rakuten (buy.com)
- Jet.com

Ebay.com

Working since 2011

2nd largest partner in FY2014-15

Alibaba's 11main.com

New Egg

Bestbuy.com

IntraSoft Technologies Ltd

For further information, please contact

IntraSoft Technologies Ltd.

CIN - L24133MH1996PLC197857

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