SASTASUNDAR VENTURES LIMITED
(Formerly Microsec Financial Services Limited)
Azimganj House, 2nd Floor
7 Abanindra Nath Thakur Sarani(Formerly Camac Street)
Kolkata - 700 017, India
Tel: 91 33 2282 9330, Fax: 91 33 2282 9335
E-mail: info@sastasundar.com, Website: www.sastasundarventures.com
CIN - L65993WB1989PLC047002

Date: 17/02/2017

To
The General Manager
Department of Corporate Services
BSE Limited
(Designated Stock Exchange)
Phiroze Jeejeebhoy Tower
Dalal Street, Mumbai - 400 001

To
The Manager
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex
Mumbai - 400 051

Ref: ***BSE Scrip Code: 533259; NSE Symbol: SASTASUNDR***
Sub: ***Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015***

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 please find attached herewith an update on the business and operations of the Company.

This is for your information and record.

Thanking you,

Yours faithfully,

For **Sastasundar Ventures Limited**
(Formerly Microsec Financial Services Ltd)

Biplab Kr Mani

SASTASUNDAR VENTURES LIMITED KOLKATA

Biplab Kumar Mani
Company Secretary and Compliance Officer

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EARNINGS UPDATE

Q3 / 9M FY17

SastaSundar.com
(A Venture of SastaSundar Ventures Limited)
Sastasundar.com is a 100% subsidiary of
SastaSundar Ventures Limited

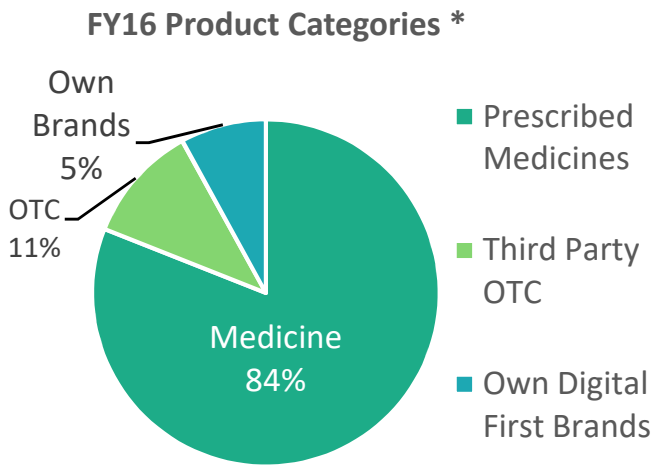
COMPANY OVERVIEW

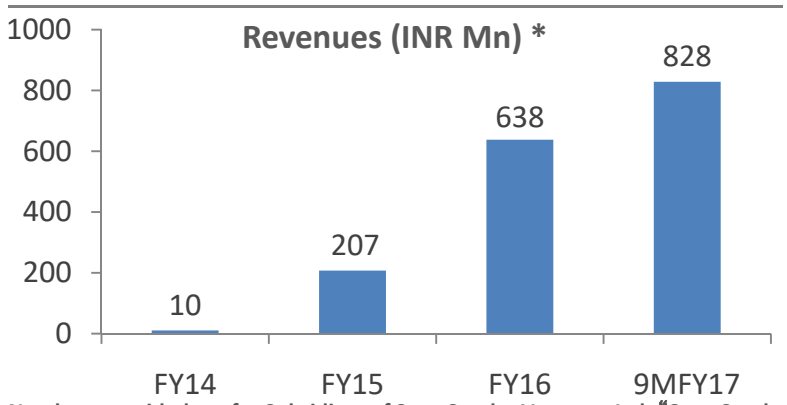
SASTASUNDAR : ABOUT US

- "Sasta Sundar" is a famous Indian phrase which denotes consumer aspiration for "**High Quality at Low Cost**".
- We are building Digital Network of Healthcare managing efficient Pharma & Wellness products Supply Chain & connecting Doctors, Diagnostic Services, Healthcare Clinics and Health Information Services.
- The Sastasundar Digital Network is being built upon **Online to Offline model** of healthcare delivery leveraging technology and inventory less service center of franchise called Healthbuddy.
- The healthbuddy service center provides access to the personal attention of pharmacists for counseling, facility to order, pick up, home delivery and other customer servicing. The company aims to leverage its healthbuddy network for multiple purposes like Telemedicine services & Pathology Services in the near future.

COMPANY SNAPSHOT

- SastaSundar Ventures Limited (Previously known as Microsec Financial Services Ltd) is a NSE and BSE listed company.
- SastaSundar.com started its operations in September, 2013 with a mission to provide low cost, genuine and high quality of healthcare products and services to customers.
- The company has pioneered an innovative and sustainable hybrid model by leveraging upon the pros and cons of the online and offline retail models.
- It has created a strong backend technological central processing unit and central warehousing unit to execute its orders and also created a last mile Network of exclusive franchisees called "Healthbuddy", which are Inventory-Less Micro Pharmacies which focus on last mile deliveries, counselling, customer relationships, cross selling and compliance.
- The company also launched various health products and services under its own brands by understanding the demand gaps in the consumer market.





* - Numbers provided are for Subsidiary of SastaSundar Ventures Ltd, "SastaSundar Health Buddy Ltd" and not of consolidated entity. ** 9MFY17 Unaudited Revenue

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BUSINESS OVERVIEW

The company is building a Digital Network of Healthcare managing efficient Pharma & Wellness products Supply Chain & connecting Doctors, Diagnostic Services, Healthcare Clinics and Health Information Services.

The Network is designed for the following services:

1. Access to Genuine medicines at Low cost in a consistent and convenient manner
2. Home delivery of wellness products of high quality at low cost
3. Providing customized Health conditioned products using artificial Intelligence
4. Providing effective Healthcare counseling using our own Healthbuddy network
5. Analyzing data and providing predictive information to consumers, manufacturers, doctors and government agencies
6. Providing Health information services
7. Connecting with and providing facilities of Pathologies and diagnostic service providers
8. Connecting with doctors for appointments and consultation using digital media
9. Connecting with and providing facilities of Health and wellness service providers including hospitals and clinics
10. An authentic medium for Implementation of social responsibility services by Corporates, NGOs and the Government

Already implemented the services mentioned in points 1 to 6, in West Bengal and building technology and back end support to provide services mentioned in points 7 to 10 which will soon start in West Bengal and scale the model PAN INDIA.

Q3/9MFY17 Earnings Update

Financial Performance Q3FY17 (Consolidated)

Particulars (INR Mn)	Q3FY17 (Unaudited)	Q2FY17 (Unaudited)	Q3FY16 (Unaudited)
Revenue	**317.23**	**377.35**	**231.94**
EBIDTA	**(51.85)**	**(28.99)**	**(77.04)**
Finance Cost	8.00	4.59	2.52
Depreciation	16.94	16.99	16.03
(Loss) before tax	**(76.79)**	**(50.57)**	**(95.59)**
Provision for Tax	0.25	2.50	(1.15)
(Loss) after tax	**(77.04)**	**(53.07)**	**(94.44)**
Net (Loss) #	**(77.17)**	**(53.19)**	**(94.62)**

after considering minority interest

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Financial Performance Q3FY17 (Consolidated)

Particulars (INR Mn)	Q3FY17 (Unaudited)	Q2FY17 (Unaudited)	Q3FY16 (Unaudited)
Segment Revenue			
Financial Services	42.49	73.34	42.90
Digital Media of Consumer Engagement (www.foreseegame.com)	0.01	0.22	2.22
Digital Pharmacy and Healthcare Store (www.sastasundar.com)	**274.73**	**303.79**	**186.82**
Total	**317.23**	**377.35**	**231.94**
Segment Results (Profit/(loss) before Finance cost and Tax)			
Financial Services	4.80	34.00	2.98
Digital Media of Consumer Engagement (www.foreseegame.com)	(13.25)	(15.64)	(24.84)
Digital Pharmacy and Healthcare Store (www.sastasundar.com)	**(67.75)**	**(68.63)**	**(72.99)**
Total	**(76.20)**	**(50.27)**	**(94.85)**
Other unallocable expenditure net of unallocable income	0.59	0.30	0.74
Profit/ (loss) before Tax	**(76.79)**	**(50.57)**	**(95.59)**

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Financial Performance Q3FY17 (Standalone)

Particulars (INR Mn)	Q3FY17 (Unaudited)	Q2FY17 (Unaudited)	Q3FY16 (Unaudited)
Revenue	**2.53**	**2.50**	**5.00**
EBIDTA	**(0.17)**	**(1.65)**	**0.45**
Depreciation	0.68	0.73	0.70
Exceptional Item	-	13.4	-
Profit / (Loss) before tax	**(0.85)**	**(15.78)**	**(0.25)**
Provision for Tax	-	0.01	-
Profit/ (Loss) after tax	**(0.85)**	**(15.79)**	**(0.25)**

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Key Highlights

Business Update – Sastasundar

1.46 lacs orders in December 2016

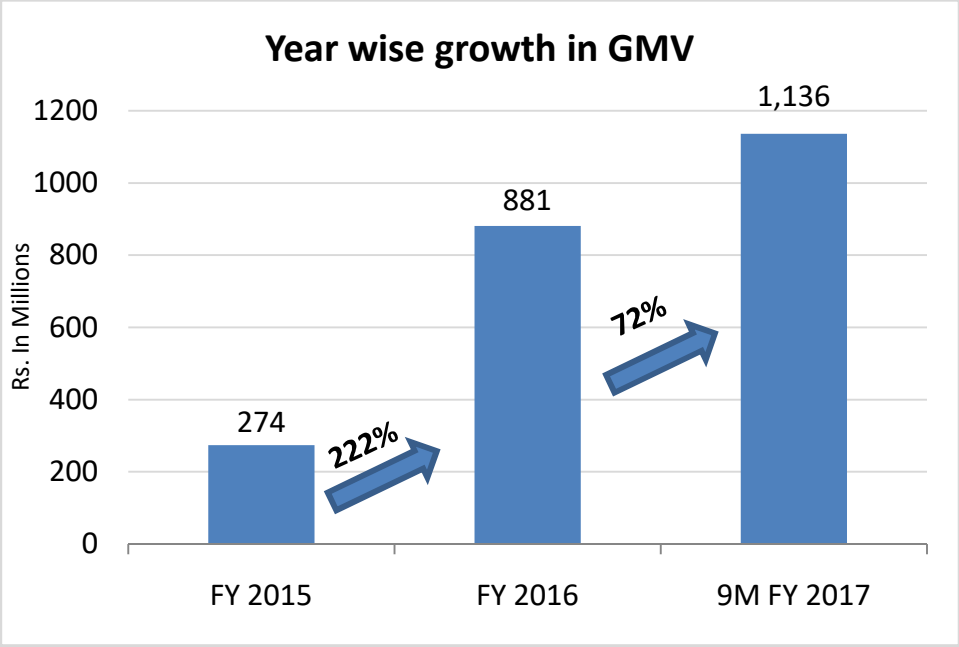
158 Healthbuddies covering **19 districts of West Bengal** around **3.84 lakh registered households**

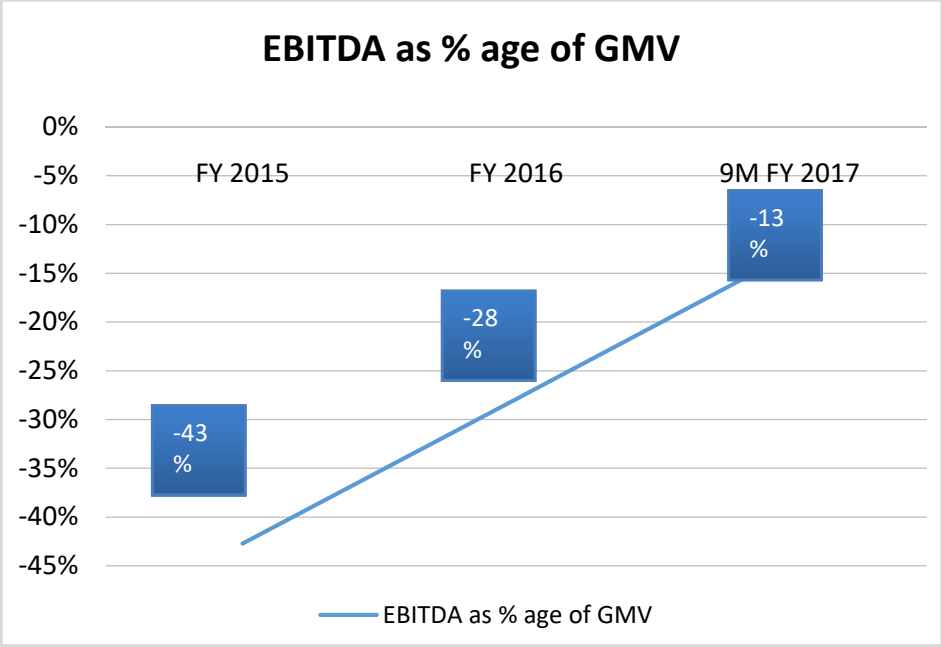
92% Customer Retention Ratio

1.65 Lac Plus Android App Downloads With 4.3 Google App Ratings by users on scale of 5

Strong unit economics with gross margins of 26% on GMV.

Business Update – Sastasundar





*Annualised Growth

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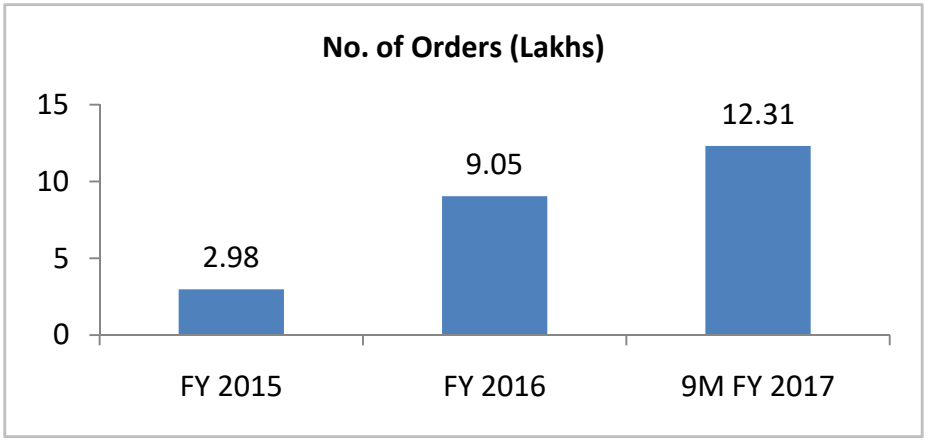
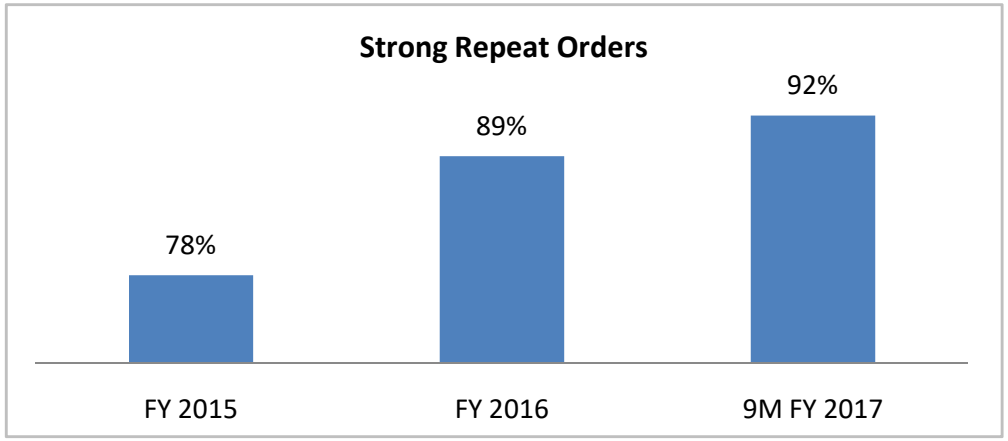
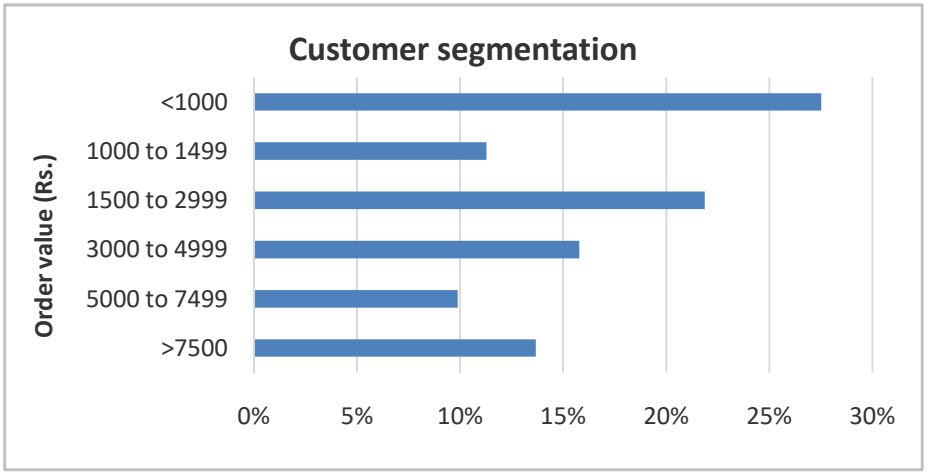
Business Update – Sastasundar







- ✓ We are fulfilling on an average 5,000 orders daily with more than 92% repeat orders.

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Own Portfolio of Digital First Brands

healthbuddy™

ZEROTOX™ Toxic Free Beauty Care

PURE & FRESH™ SPICES

PURE & FRESH™ TEA

Diet Chef On Fresh & Yummy

Chef On Fresh & Yummy

healthbuddy™ HERBAL

healthbuddy™ CARE

healthbuddy™ ORGANIC

healthbuddy™ PREMIUM ASSAM CTC TEA Doodh Mein Taazgi With Chai Masala Pouch Inside

healthbuddy™ ORGANIC Premium Darjeeling Greentea

Chef On NutriFun SCHOOL TIFFIN BAR

noknok™ GENTLE ON BABY'S SKIN

lingerie Fit™ Ultra Hygiene & Comfort

lingerie Fit™ PANTILINERS

Detox Herbal Drink

STOPTAR™ SMOKING FILTER

GOMAX ENJOY SPORTS

Greet & Gift™ Get it Delivered

DADIMA ONLINE

Gracia™ Accessorize Life!

HANDYWARE™ SMART LOCK, SMART STORAGE

Aasaan™ MAKES CLEANING EASY

DNAVITA™

Making Life of People Healthy & Happy

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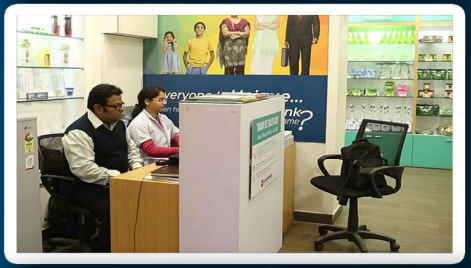
158 Healthbuddy Stores Across West Bengal



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Nutritional Camp & Consumer Engagement

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Warehouse & Logistics

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OTC & Healthbuddy Products

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We have 1Million+ Registered Users

This is an innovative medium of consumer engagement.

We are in the process of integrating the utility with the business of sastasundar.com to minimize marketing cost.

The new version of foreseegame.com will be live soon.

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Thank You

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