

PEL/2024-25/15

November 04, 2024

The Secretary
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor, Plot no. C/IG Block,
Bandra-Kurla Complex Bandra (E)
MUMBAI - 400 051

Scrip Code: PELATRO

Dear Sir/Madam,

Sub: Update pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Pursuant to Regulation 30 read with Para B of Part A of Schedule III of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“Listing Regulations”), we wish to update on the enclosed Investor presentation which has been prepared based on the half yearly results for the half year ending September 30, 2024.

Kindly consider this for your information.

Thanking you.

Yours sincerely,

For Pelatro Limited

Khushboo Sharma
Company Secretary and Compliance Officer

Encl: as above

Investor Presentation

FY24-25 H1

Safe harbour

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At A Glance

“Contextual Marketing Solution for Telecommunication Industry 2022”
award by Frost & Sullivan

Gartner & Forrester recognised product suite garnering recognition from leading market players

Thought leader in telecom campaign management space

Unparalleled customer relationship



39
Networks

across 33 countries



Rs. 38.44
crores

FY24-25 H1
Revenue



300

Employees
across 5 offices



1.3
billion

Consumers on
the platform



22.56%
& 13.09%

EBITDA & PAT
FY24-25 H1



9
Patents

(4 issued, 5
being issued)



mViva – Customer Engagement Platform

Enables customer-centric interactions between enterprises or brands and its end users by empowering enterprises to understand the behaviour and needs of their customers deeply with a view to enhance their engagement with end users.

Products and Services Overview

"A platform conceptualized and designed for marketers by experts with decades of industry and domain experience employing AI/ML"

Contextual Campaign Management Solution

Launch and manage the entire campaign lifecycle for both customers and retailers.

Contextual Loyalty Management Solution

Deliver loyalty programs to reward and retain customers.

Lead Management Solution

Focus on interactions that matters most for your business and convert more high value leads.

Data Monetisation Solution

Easily extend campaign management services to enterprise customers and monetize customer data.

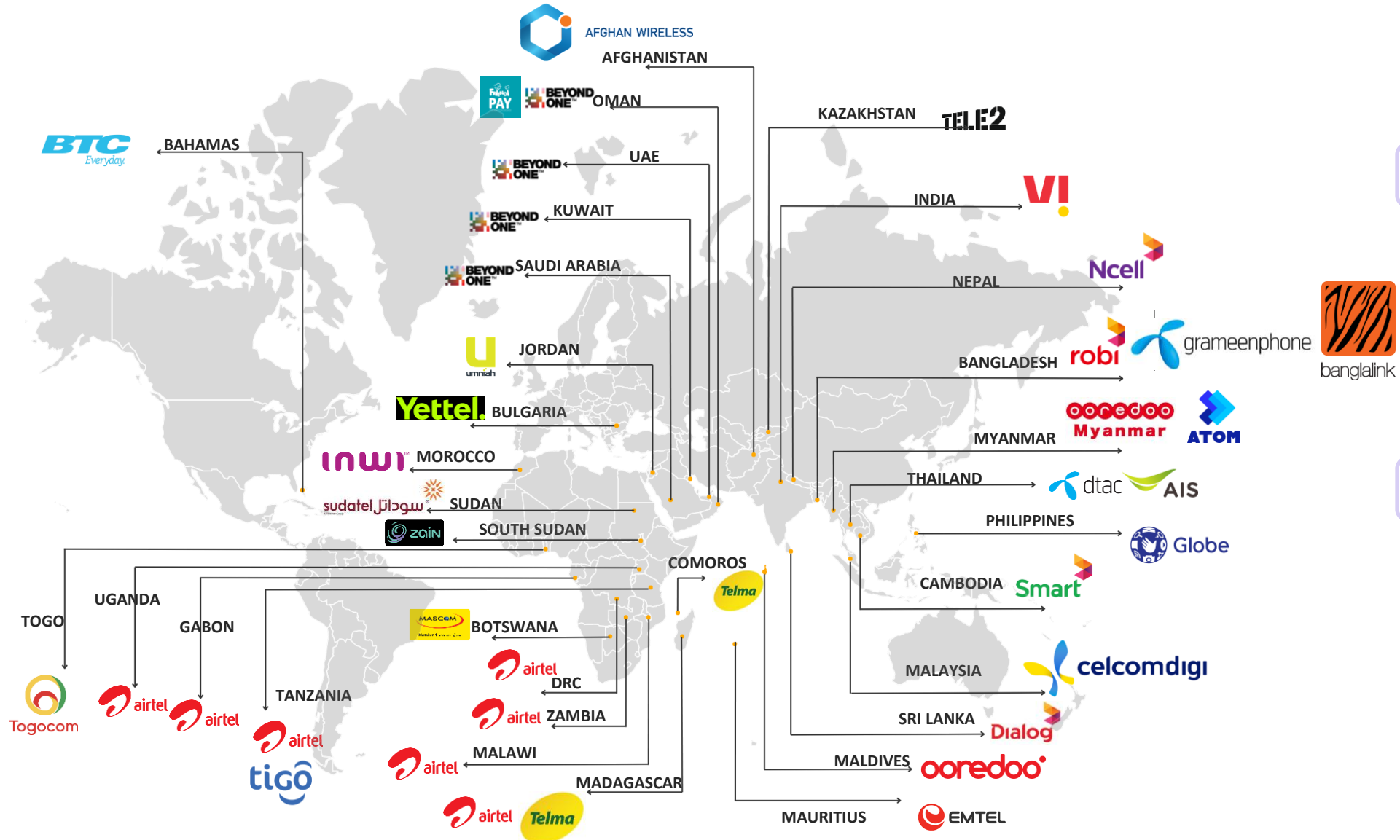
Unified Communication Solution

A highly scalable and reliable solution for all your A2P/P2A communication needs.

Managed Services (Eco-system enablement)

Comprehensive business consulting, business operations and IT operations support with a dedicated and skilled workforce.

Pelatro Footprint



1.3 Billion+

Subscribers' data processed daily

17,000+

Campaigns across all customers

Growth Story

FY19

Total Networks	10
Managed Services	02
LMS	01

FY20

Total Networks	14
Managed Services	04
LMS	01

FY21

Total Networks	17
Managed Services	05
LMS	01

FY22

Total Networks	20
Managed Services	05
LMS	01

FY23

Total Networks	23
Managed Services	07
LMS	02

FY24

Total Networks	39
Managed Services	22
LMS	15

40% increase in customer base

22% increase in customer base

18% increase in customer base

15% increase in customer base

70% increase in customer base

Why Pelatro is Poised to **Grow**

Thought leader in contextual and personalised customer engagement

End-to-End platform with patented technology which is able to cater effectively to the multiple requirements of telcos.

AI-ML pervasive solution enabling data driven decisioning among business leaders.

Proven leadership and domain expertise to lead and drive the strategy.

We are a prominent player in offering comprehensive customer engagement platform in various countries.

Multiple Levers for Growth

Growing CVM market globally with focus on AI-ML based solutions.

Revenue per customer increasing on a regular basis.

Strengthening regional presence globally through market development and penetration.

Increasing number of customers are opting for managed services.

Product development allowing higher cross-sell and upsell opportunities.

Average number of products per customer is trending up.

A highly developed, End-to-End Customer Engagement Enhancing **Product Suite**

A very deep and end-to-end system

Consumes billions of records in real time enabling holistic customer profiling and data driven decisioning using GenAI, other AI/ML techniques and patented technology.

Highly user friendly

A very user-friendly platform that has been built for marketers who may not be tech savvy.



Campaign Optimization



Journey Orchestration



Lead Management & Routing



Multi-dimensional Consumer Profile



Champion-challenger Campaigns



Closed Loop Marketing Solution



Customer 360



Real-time Insights



Segment of One (N=1)



Omni-channel Consumer Engagement



Case Creation and Assignment



AI-ML Capabilities



REVENUE MODEL

Repeat Revenue

One Time Revenue

Recurring Revenue

Re-occurring Revenue

Monthly Fixed License Fee ●

AMC ●

Managed Services ●

Gain Share ●

● Change Requests

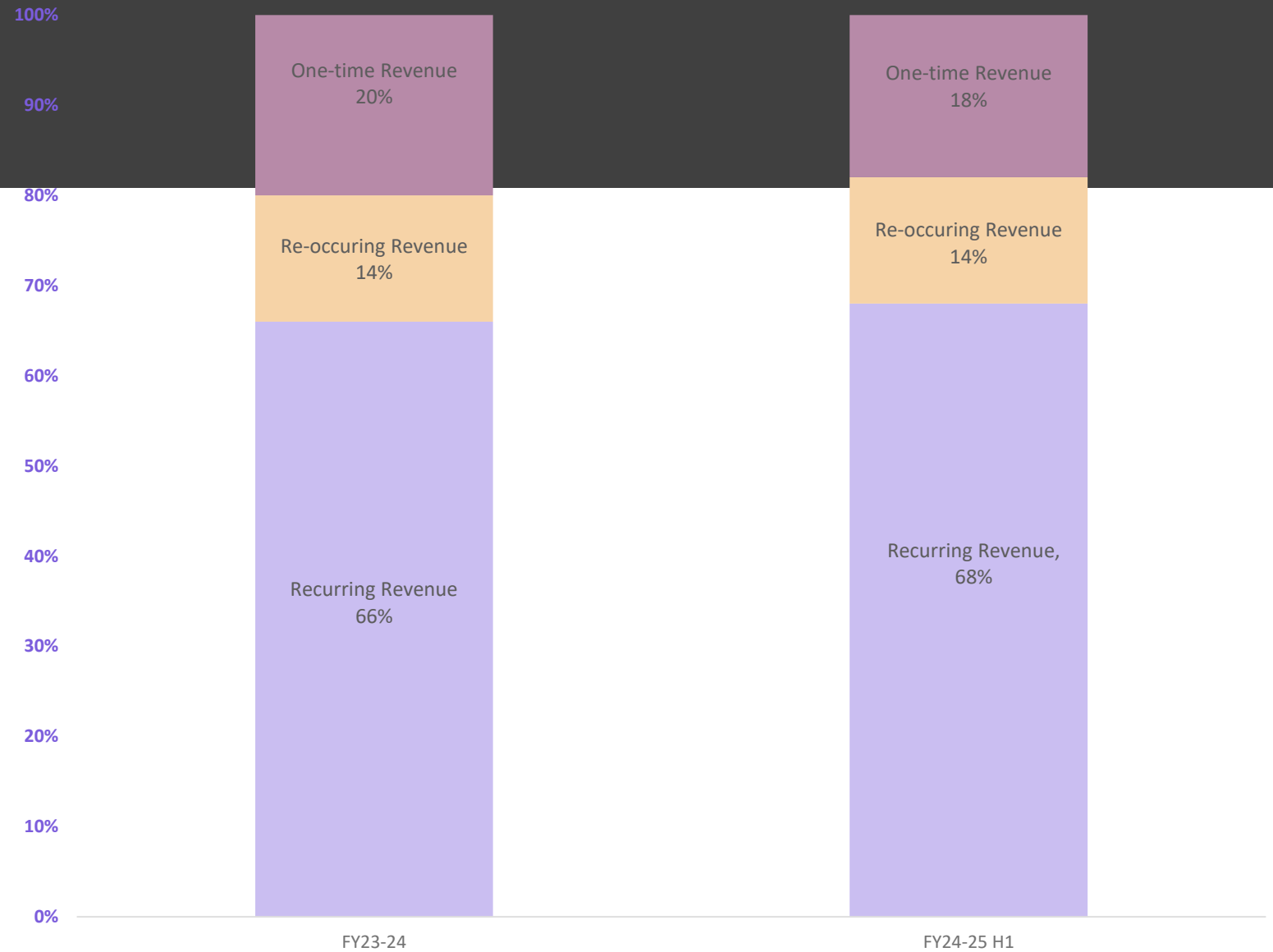
● Perpetual License

● Implementation Fee



REVENUE MODEL

Contd.



Actively pursuing a 3-pillar Growth Strategy

GEOGRAPHIC EXPANSION

Our two fold approach is to target specific geographies and specific telcos and banks within those geographies. The business is set to replicate its land-and-expand strategy of entering a group through one OpCo and then expanding into "sister" OpCos.

EXPANSION OF RECURRING REVENUE PER CUSTOMER

After winning an account with any possible revenue model, the endeavour is to either add a new recurring revenue stream and then to increase it or to increase the existing recurring revenue stream. Our recurring revenue per customer and also as a proportion of total revenue have been growing steadily.

SERVICE EXPANSION

While all customers license our products, not all of them procure services from us. This is an opportunity for growth.



Financial Summary

Profit & Loss

Consolidated

Particulars	FY24-25 H1 (Rs. Crores)	FY23-24 (Rs. Crores)
Revenue from Operations	38.44	54.99
Other Income	2.11	0.37
<i>Total Income</i>	<i>40.55</i>	<i>55.36</i>
Employee Expenses	25.74	44.34
Other Expenses	6.15	7.54
<i>Total Expenses</i>	<i>31.89</i>	<i>51.88</i>
<i>EBITDA</i>	<i>8.67</i>	<i>3.48</i>
D&A Expenses	1.37	2.26
Finance Expenses	0.91	1.20
<i>Profit Before Tax</i>	<i>6.39</i>	<i>0.02</i>
Current and Deferred Tax	1.36	1.97
Profit After Tax	5.03	(1.95)
Basic and Diluted EPS (in Rs.)	6.55	(5.15)

Balance Sheet

Consolidated

Particulars	FY24-25 H1 (Rs. Crores)	FY23-24 (Rs. Crores)
Property, Plant & Equipment	20.99	6.74
Other Non-current Assets	22.39	21.23
Trade Receivables	14.15	21.77
Cash and Cash Equivalents	57.67	7.55
Other Current Assets	2.22	0.52
Total Assets	117.42	57.81
Equity Share Capital	10.41	7.00
Other Equity	64.12	5.03
Non-current Borrowings	12.89	13.87
Other Non-current Liabilities	3.36	3.26
Current Borrowings	4.81	4.81
Trade Payables	8.65	12.07
Other Current Liabilities	13.18	11.77
Total Equity and Liabilities	117.42	57.81

Cash flow

Consolidated

Particulars	FY24-25 H1 (Rs. Crores)	FY23-24 (Rs. Crores)
Operating profit before changes in working capital	8.67	3.36
(Increase)/decrease in operating assets	4.57	(3.13)
Increase/(decrease) in operating liabilities	(1.78)	26.39
Direct taxes paid (net of refund)	(1.31)	(1.59)
Net cashflow from operating activities	10.14	25.02
Outflow on fixed assets and CWIP	(15.38)	(3.76)
Goodwill on consolidation	-	(18.96)
Foreign exchange fluctuation	(0.09)	0.02
Net cash used in investing activities	(15.47)	(22.70)
Capital raise less expenses	57.55	-
Finance cost and lease payments	(1.12)	(1.36)
Proceeds/(repayment) of borrowings	(0.98)	1.12
Net cashflow from financing activities	55.45	(0.25)
Net increase/(decrease) in cash	50.12	2.07

Thank You

