



## IntraSoft Technologies Limited

**Regd. Office:** 502A, Prathamesh, Raghuvanshi Mills Compound, S.B. Marg, Lower Parel, Mumbai - 400 013  
Tel: +91-22-2491-2123 Fax: +91-22-2490-3123 E-mail: [intrasoft@itlindia.com](mailto:intrasoft@itlindia.com) Website: [www.itlindia.com](http://www.itlindia.com)

**Corp. Office:** Suite 301, 145, Rash Behari Avenue, Kolkata - 700 029 Tel: +91-33-2464-3306 Fax: +91-33-2464-6584

**CIN No.:** L24133MH1996PLC197857

May 27, 2015

**Corporate Relationship Department**  
**BSE Limited**  
P.J. Towers, Dalal Street,  
Fort, Mumbai

**Listing Department**  
**National Stock Exchange of India Ltd**  
Exchange Plaza, Bandra Kurla Complex  
Mumbai

**Scrip code: 533181 / ISFT**

Dear Sir,

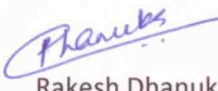
**Sub: Presentation on Business Performance**

With reference to captioned subject matter, please find enclosed herewith the presentation on business performance of the Company proposed to be uploaded on the Company's website ([www.itlindia.com](http://www.itlindia.com)).

This is for your information and records.

Thanking You,

Yours faithfully,  
For IntraSoft Technologies Limited

  
Rakesh Dhanuka  
Company Secretary & Compliance Officer



Encl: as above



# IntraSoft Technologies Ltd

BSE: 533181, NSE: ISFT

May 27, 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.

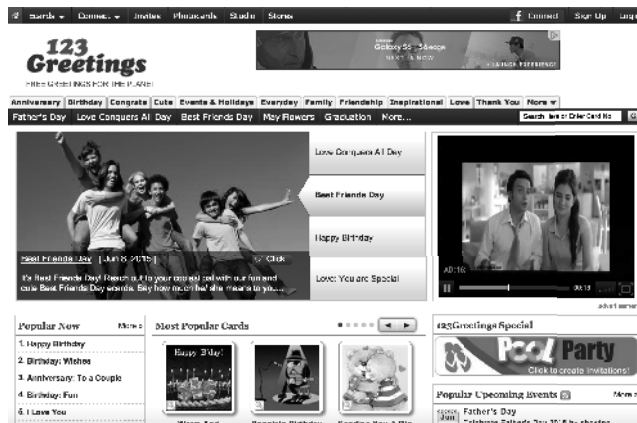
## Consolidated Revenue

|        | Revenue (Rs. Cr.) | Y-o-Y % |
|--------|-------------------|---------|
| Mar-10 | 29.20             |         |
| Mar-11 | 42.75             | 46%     |
| Mar-12 | 66.28             | 55%     |
| Mar-13 | 88.24             | 33%     |
| Mar-14 | 149.54            | 69%     |
| Mar-15 | 343.33            | 130%    |

**Revenue Growth of 12x since IPO in 2010**

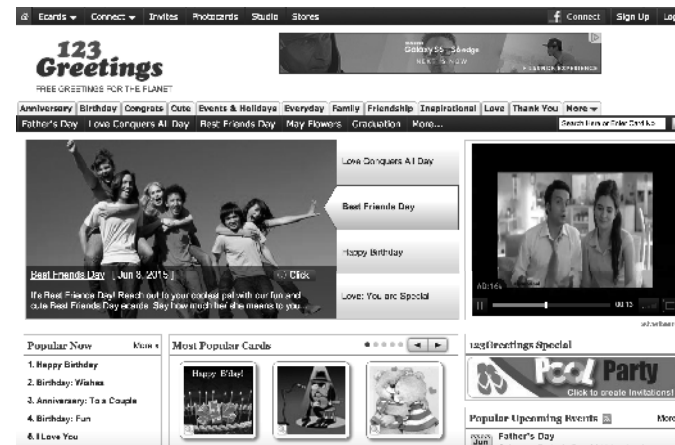
# Our Businesses

- 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
  - FY2013-14 – Rs. 20 Cr.
  - FY2014-15 – Rs. 20 Cr.

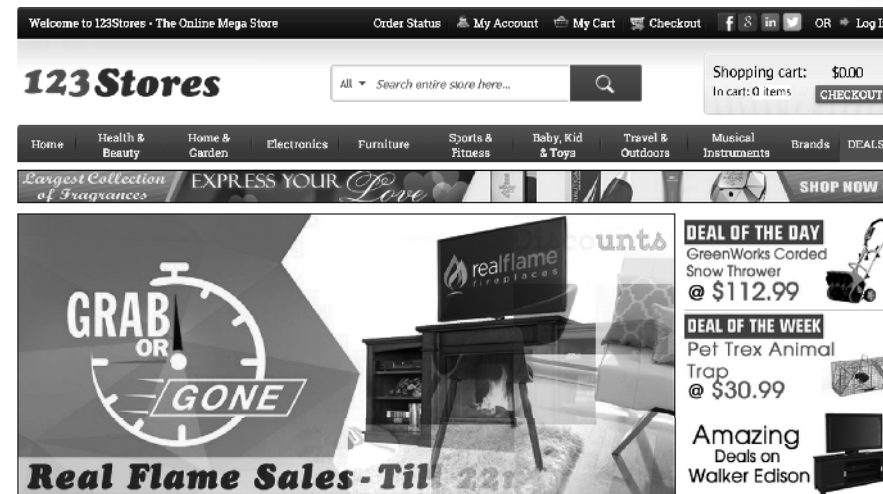


# 123Stores.com

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

- Business Model
  - Online E-Commerce Retail

- Revenues
  - FY2013-14 – Rs. 128 Cr.
  - FY2014-15 – Rs. 323 Cr.



# 123Stores.com: Website

Welcome to 123Stores - The Online Mega Store

Order Status My Account My Cart Checkout OR Log In

## 123Stores

All ▾ Search entire store here...

Shopping cart: \$0.00  
In cart: 0 items [CHECKOUT](#)

Home Health & Beauty Home & Garden Electronics Furniture Sports & Fitness Baby, Kid & Toys Travel & Outdoors Musical Instruments Brands DEALS

*Largest Collection of Fragrances* EXPRESS YOUR *Love* [SHOP NOW](#)

**GRAB OR GONE**

**Real Flame Sales - Til 221**

**DEAL OF THE DAY**  
GreenWorks Corded Snow Thrower  
@ \$112.99

**DEAL OF THE WEEK**  
Pet Trex Animal Trap  
@ \$30.99

Amazing Deals on Walker Edison

# 123Stores.com: Catalog

- Over 200,000 products for sale on the site.
- Products sourced from over 1300 brands
- Adding 10,000 new products every month
- Top 5 Product Categories by Revenues (FY2014-15)
  - Furniture, Patio, Lawn & Garden 41%
  - Musical Instruments & Gadgets 14%
  - Home Improvement & Art Crafts 13%
  - Kitchen, Dining & Appliances 10%
  - Toys, Games & Baby 08%

# 123Stores.com: Operations

- 772,981 orders shipped out in FY2014-15
  - (254,670 orders FY2013-14).
- Average Order Value in FY2014-15 = Rs. 4174
- 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: Inventory

- 76% of our sales ship from suppliers warehouse directly;
  - No holding costs
  - No storage costs
- 24% of our sales ship from our distribution centers;
  - Only stock the fast movers
  - Able to ship out large number of orders quickly
  - Better margins due to bulk purchase
  - As on 31<sup>st</sup> March 2015, Inventory at our warehouses was Rs. 12.13 Cr. and our trailing twelve-month inventory turnover ratio was 7.4 times.
- Cost of Goods Sold (COGS) as a percentage of our Sales decreased from 67.7% to 64.7%, an improvement of 3% on the total revenues.

# 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)

Ebay.com

Working since 2011

2<sup>nd</sup> largest partner in FY2014-15

Alibaba's 11main.com

New Egg

Bestbuy.com

# IntraSoft Technologies Ltd

**For further information, please contact**

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**Company :**

IntraSoft Technologies Ltd.  
CIN - L24133MH1996PLC197857

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**Investor Relations Advisors :**

Strategic Growth Advisors Pvt. Ltd.  
CIN - U74140MH2010PTC204285

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