IntraSoft Technologies Limited

Regd. Office : 502A Prathamesh, Raghuvanshi Mills Compound, S.B. Marg, Lower Parel, Mumbai - 400 013
T: +91-22-2491-2123 F: +91-22-2490-3123 E: intrasoft@itlindia.com W: www.itlindia.com CIN : L24133MH1996PLC197857
Corp. Office : Suite 301, 145 Rash Behari Avenue, Kolkata - 700 029. Tel: +91-33-4023-1234 Fax: +91-33-2464-6584

February 3, 2016

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.

This is for your information and records.

Thanking You,

Yours faithfully,
For IntraSoft Technologies Limited

Rakesh Dhanuka
Company Secretary & Compliance Officer

INTRASOFT TECHNOLOGIES LIMITED

Encl: as above

IntraSoft Technologies Ltd

BSE: 533181, NSE: ISFT

February 3rd, 2016

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 %
Q3 2013-14	51.80	78%
Q3 2014-15	122.63	137%
Q3 2015-16	258.54	111%

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

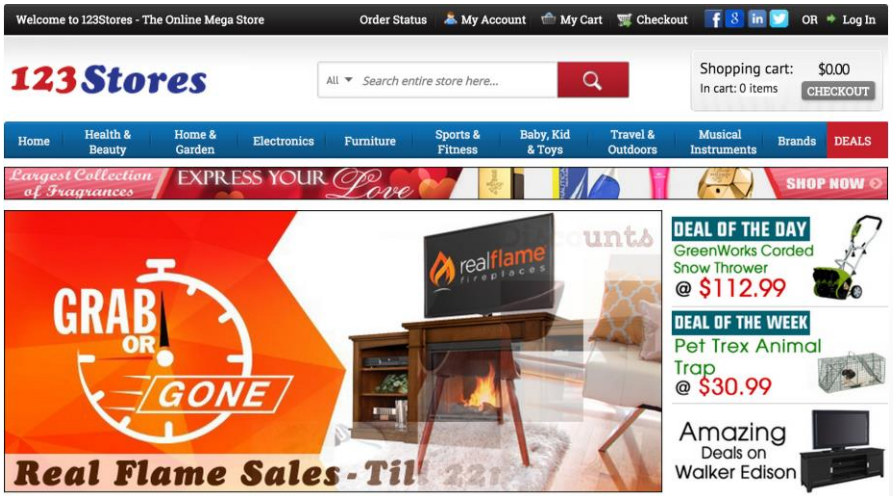
- Strategy
  - Promote user-generated content (studio)
  - Grow Mobile App traffic and revenue
- Revenues
  - Q3 FY2015-16 – Rs. 5.9 Cr.

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
  - Q3 FY2014-15 – Rs. 118 Cr.
  - Q3 FY2015-16 – Rs. 253 Cr.



123Stores.com: Website

123Stores.com: Catalog

- Over 310,000 products for sale on the site.
- Products sourced from over 1500 brands
- Adding 10,000 new products every month
- Top Product Categories by Revenues (Q3 FY2015-16)
  - Furniture, Patio, Lawn & Garden 28%
  - Musical Instruments & Gadgets 21%
  - Toys, Games & Baby 17%
  - Home Improvement & Art Crafts 12%
  - Kitchen, Dining & Appliances 10%
  - Sports & Outdoor 07%
  - Others 05%

123Stores.com: Operations

- 767,186 orders shipped out in Q3 FY2015-16
  - (285,270 orders Q3 FY2014-15).
- 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

Company :

IntraSoft Technologies Ltd.
CIN - L24133MH1996PLC197857

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www.itlindia.com

Investor Relations Advisors :

Strategic Growth Advisors Pvt. Ltd.
CIN - U74140MH2010PTC204285

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