

Date: 27.03.2018

Ref: IZMO/SEC/2017-18

To,

The Manager Listing Bombay Stock Exchange Ltd Floor 25, Phiroze Jeejeebhoy Tower Dalal Street, Mumbai-400001	The General Manager – Listing National Stock Exchange of India Ltd Plot No. C/1, G Block, Bandra Kurla Complex, Bandra(E), Mumbai-400051
---	--

Scrip Code: 532341/IZMO

Sub: Intimation of Schedule of Analyst/Institutional Investor meetings under Regulation 30 of the SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015

Dear Sir/Madam,

Pursuant to Regulation 30(6) of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015, we would like to inform you that the official of the Company will be meeting Investors and Analysts on 3rd and 4th April, 2018, at Mumbai/Bangalore.

This is to further inform that the copy of Investor Presentation has been uploaded on the website of the company www.izmoltd.com and is also available on the stock exchanges for your information and for the information of your members and public at large.

Kindly note that the changes may happen due to exigencies on the part of Host/company

Thanking you,

Yours faithfully,
For Izmo Limited



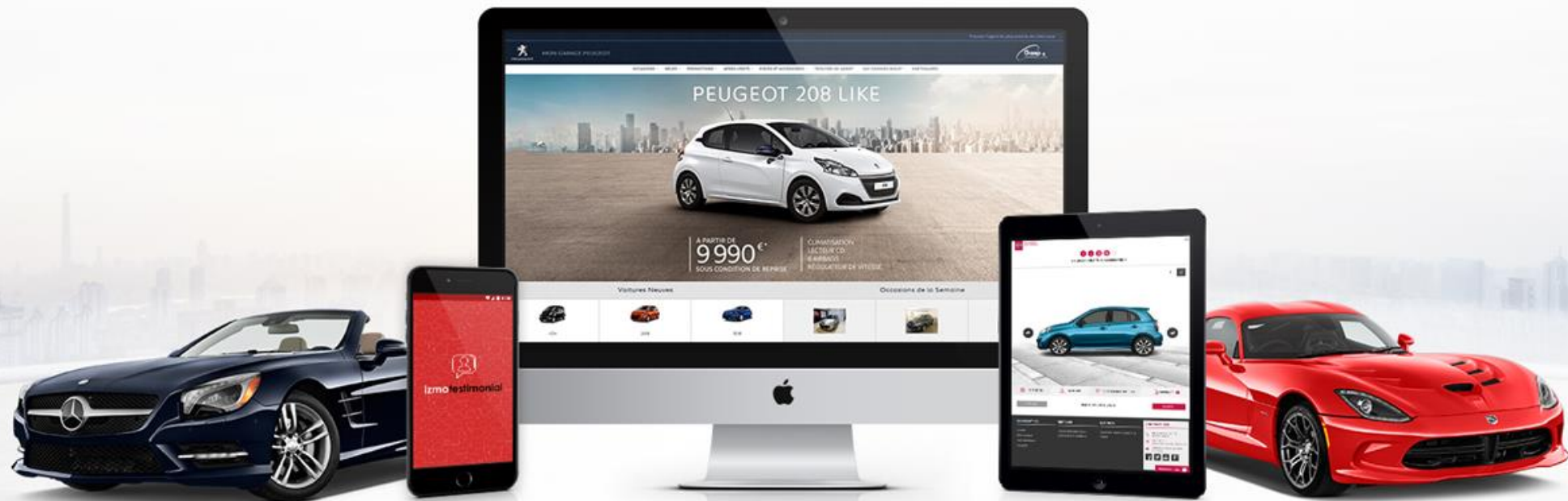
Suraj Kumar Sahu
Company Secretary





izmo: driving new frontiers

Corporate Presentation





The Story So Far



izmoweb



izmostudio



izmoFx



izmoVN



izmoSV



frogdata

The World's **#1** Producer of Automotive Imagery and Interactive content

- Leading provider of interactive media solutions, including Video Brochures and Interactive Virtual Showrooms
- All the Top 3 Global Internet Portals use izmo imagery
- State-of-the-art automotive studios in the USA and Europe
- International multi-lingual marketing platform for dealerships
- Ongoing investment in people, process and products



Virtual Retailing (VR): Amazing New Technology

izmo^{fx} is the CGI product of izmocars, and VR is the newest sales tool:

- Immersive experience
- Quick visualization of the vehicle capabilities beyond a brochure or a salesman's pitch
- Explore the vehicle from all aspects: exterior, interior from all seating positions, features and capabilities including a virtual ride
- Excites and informs the buyer
- Next generation retail platform



izmofx – Computer Generated Imagery (CGI)



izmofx – Computer Generated Imagery (CGI)

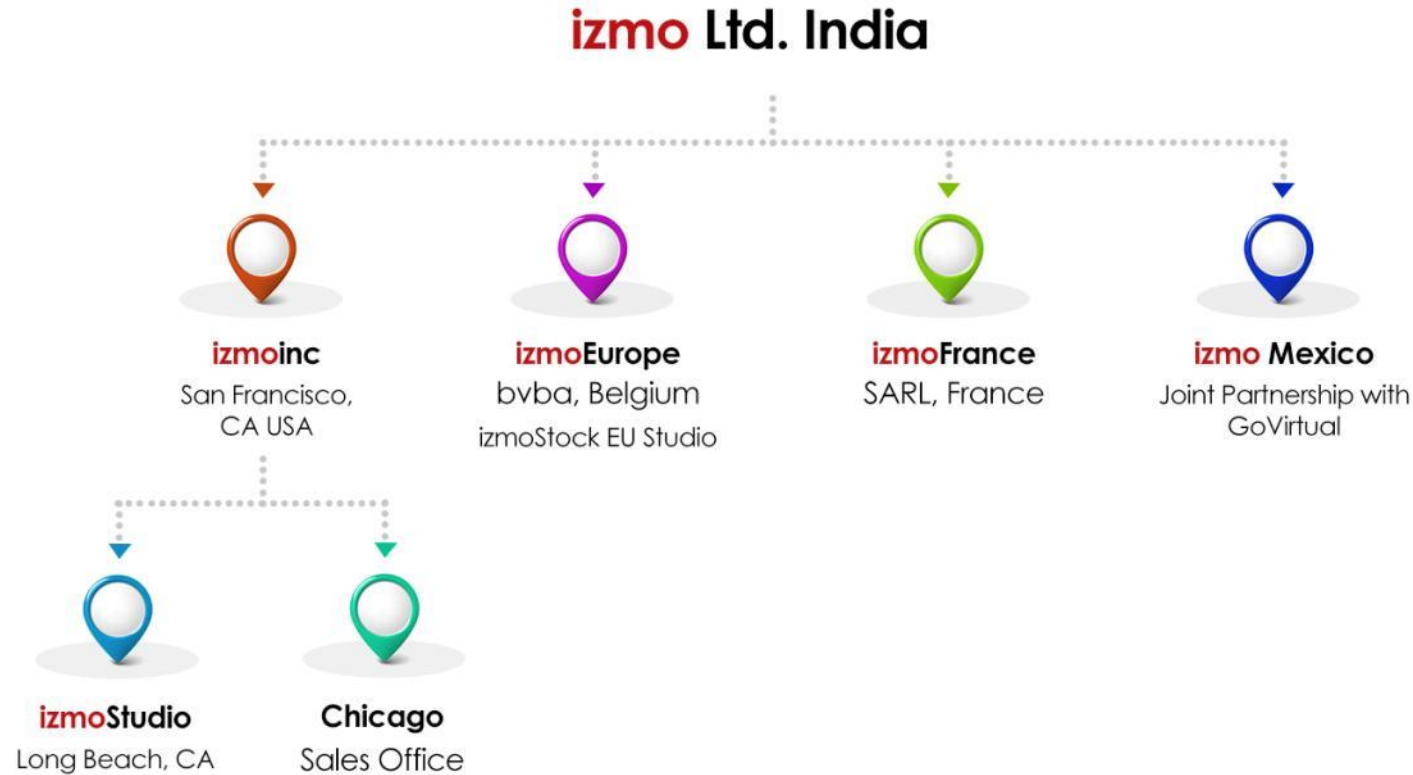








izmo Locations



- Wholly owned subsidiaries with professional local management teams
- Long term employees > 10 years with deep domain expertise

Product Divisions



The izmo group



izmoStudio
Interactive Media
Solutions



izmocars
Automotive Retail
Division



frogdata
Big Data Platform for
Automotive



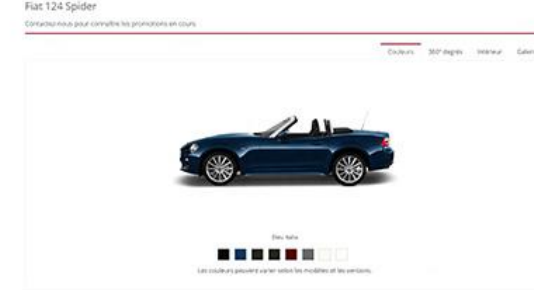
izmoStudio – Interactive Media Solutions



Image Gallery



360° Walkthroughs



Color Selectors



Video Brochures



CGI



VR Applications



izmoStudio – Interactive Media Solutions



- World's largest library of automotive images, animations and video
- Global Blue Chip Client List – MSN Autos, Hertz, Toyota, Nissan, Ford
- Large investment in R&D and studios in Los Angeles Area & Brussels, Belgium
- Proprietary Laser Scanning System for 3D model development
- Developed world's first Virtual Reality Platform for automotive
- Highest Google Listing Rank for automotive images search terms
- Expect 40% YOY growth fueled by 3D technology & OEM clients



The izmoweb platform



- izmoweb Platform is designed for franchise/ distribution networks
- 1 website for each franchise/ dealer
- Professionally designed website with your brand template
- Common core content – Product Specifications, Service Offerings etc.
- Hybrid system allows franchise/ dealers to update the website with local information
- Network wide publishing of campaigns and offers
- Responsive web design – mobile ready



izmocars – Automotive Retail Solutions

- Presence in 9 (USA, Mexico, Columbia, France, Belgium, Italy, Spain, Portugal, India) countries with more than 1,500 customers
- OEM clients like Nissan, Ford, etc.
- Leading dealer groups rely on izmocars for their day to day operations
- 25% market share in Mexico. 12% market share in France.
- Fastest growing division with expansion plans into Germany, Switzerland, Netherlands in 2018.
- Europe, Asia & South America are very high growth markets and izmocars is the only provider with presence in all these regions
- More than 75,000 dealers in Europe alone
- Expect 40% year-on-year growth





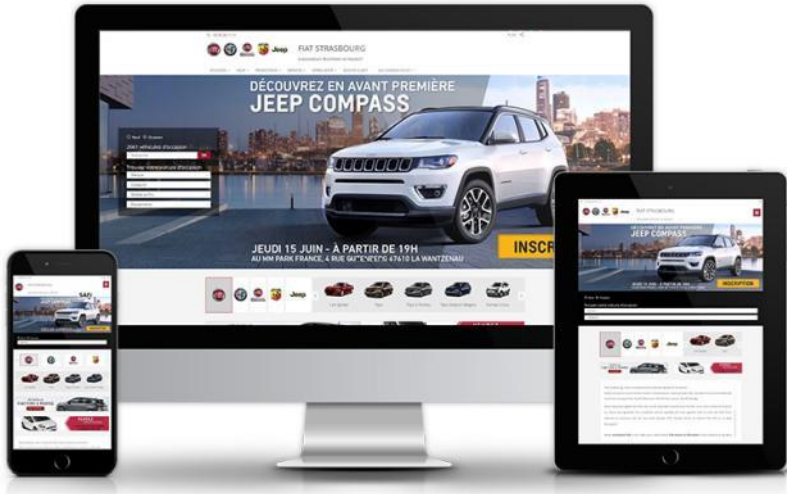
FrogData – Automotive Data Analytics Platform



- Platform for automotive retail intelligence
- Technology stack is big data with enterprise architecture
- Target market – USA & Europe
- Underserved markets with huge growth potential
- USA market has 20,000 dealers with \$ 10,000/year in annual billing= \$2 billion potential market
- Only 2 other startups offering similar but inferior services
- FY 2018 – 2019 will be the first full year for business.



Market Opportunity



- Revenue Opportunity:
 - izmoStudio: \$120 million
 - izmocars: \$6 billion
 - FrogData: \$2 billion
- Automotive retail is changing and customers are going online to shop
- Business for digital services will boom over the next 5 – 10 years as more dealers move online.
- The market is wide open as there are very few vendors with an end to end solution with international capabilities.



izmocars Revenue Model



- izmocars delivers all its products via a SaaS model where the customers pay a monthly subscription fee
- All contracts are usually annual with automatic renewal. That ensures multi-year revenue from the same client without additional sales effort
- izmocars clients turnover is less than 2%, leading to high growth and profit margins
- As new products are added, easy to sell to existing customer base by increasing monthly subscription fee



Competitive Advantage



- Not an outsourcing company, so not affected by H1B issues or industry downturn or pricing pressure
- Product company with huge investment in R&D with highly profitable subscription business model
- No serious international competition as izmo is the only multinational platform for Automotive
- Development and delivery is based in India, so while our charges are high, our costs are low
- Difficult to compete with product company with India development center



Market Valuations



- SaaS Companies enjoy valuation which is different from regular companies because of the subscription revenue model and captive client base
- Normal valuations are between 7 – 12 times revenue (Salesforce, Adobe etc.)
- izmo Ltd. At the moment is pure SaaS company with Rs. 60 crs. as revenue. At comparative levels, its valuation should be approx. Rs. 450-600 crs.



Financial Highlights





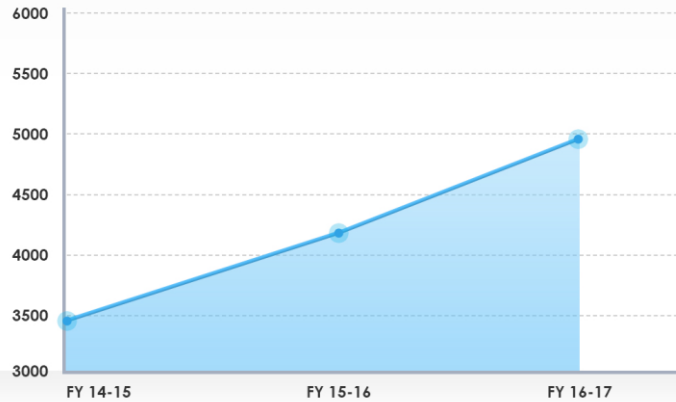
Past Financials

	2016-17	2015-16	2014-15
Sales Revenues	5,428.07	4,288.59	3,450.63
Operating Expenses	4,039.84	3,550.96	2,332.03
Depreciation	658.85	685.52	595.81
Operating Income	729.39	52.11	522.79
Other Income	419.20	831.60	187.75
Total Income	1,148.58	883.71	710.53
Financial Expenses	118.37	186.44	187.98
Technical Know-how Amortisation	533.67	533.88	906.39
Net Income	496.53	163.69	(383.84)



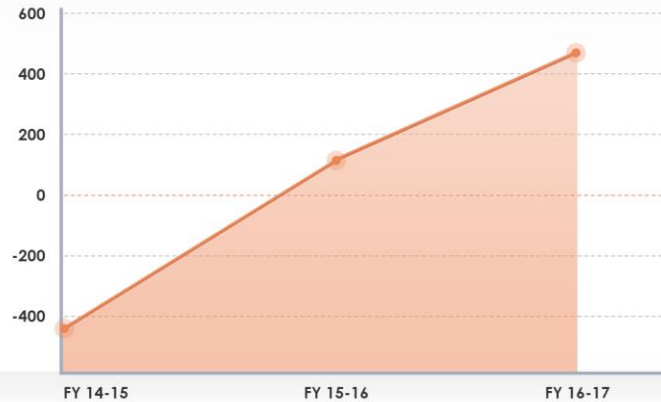
Past Financials

Revenues



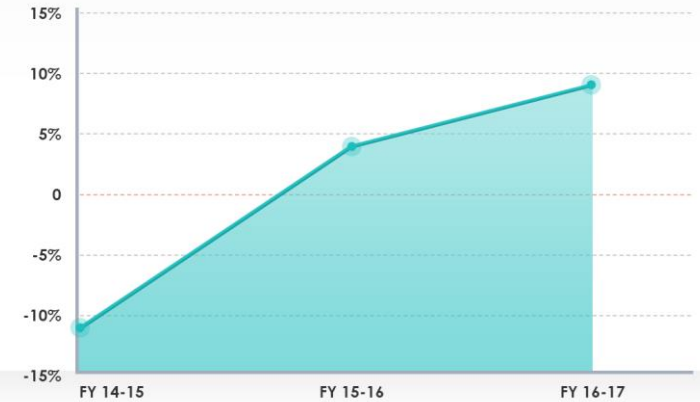
Rs. In Lakhs

Net Profit



Rs. In Lakhs

Net Profit Ratio



Rs. In Lakhs



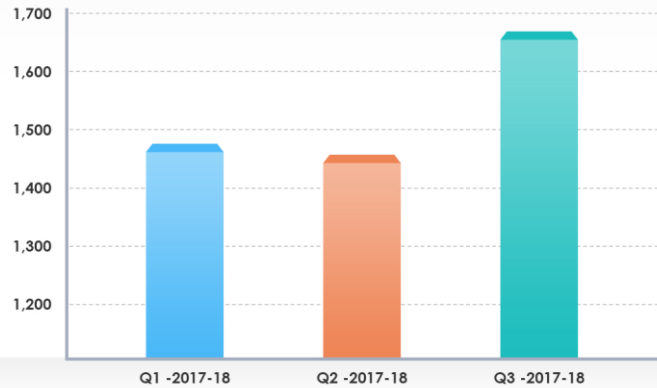
Current Financials

	Q3 2017-18	9 months ended 31 st Dec 2017	Half-year ended 2017-18
Sales Revenues	1,664.34	4,579.14	2,914.80
Operating Expenses	1,270.22	3,716.21	2,445.99
Depreciation	162.44	476.55	314.11
Operating Income	231.68	386.38	154.70
Other Income	112.25	422.45	310.20
Total Income	343.93	808.83	464.90
Financial Expenses	26.20	90.44	64.24
Net Income	317.73	718.39	400.66



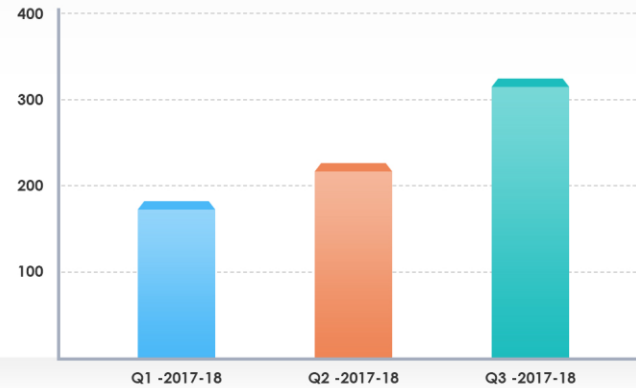
Current Financials

Revenues



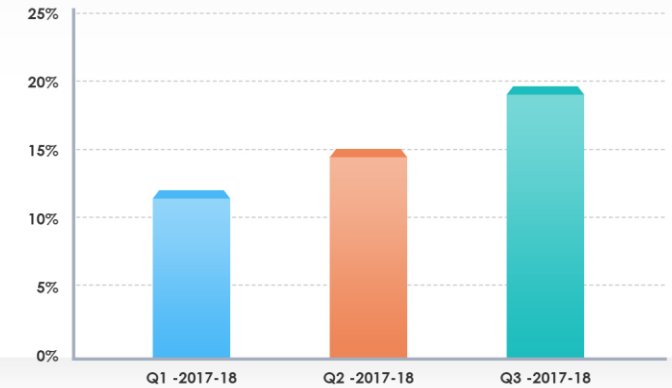
Rs. In Lakhs

Net Profit



Rs. In Lakhs

Net Profit Ratio



Rs. In Lakhs



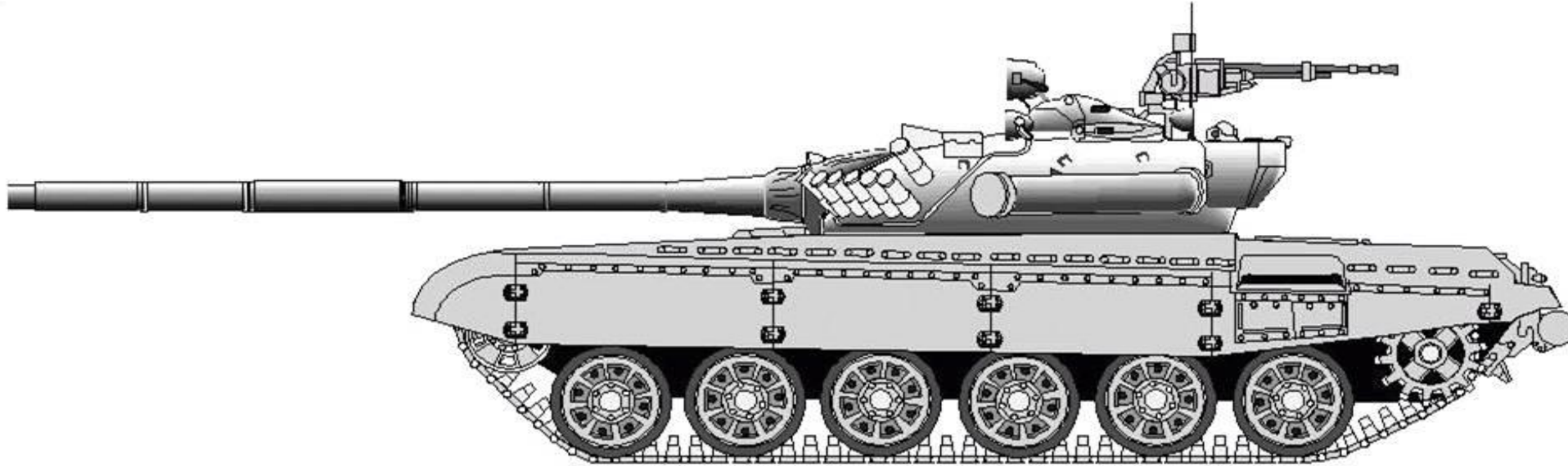
Profit & Loss Statement Projections – Software Business

Consolidated Projected Statement of Profit and Loss		Projected, in INR
	Year Ended March 31, 2019	Year Ended March 31, 2020
INCOME		
Revenue from Operations	885,738,812	1,240,034,336
Other Income	16,919,628	18,611,591
TOTAL REVENUE	902,658,440	1,258,645,927
EXPENDITURE		
Direct Cost of Operation	8,941,967	12,518,754
(Increase)/Decrease in Stocks/Work-in-Progress	44,763	94,763
Employee Benefit Expenses	364,390,919	473,708,195
Financial Costs	8,493,493	5,820,719
Depreciation/Amortisation Expenses	120,843,021	153,259,882
Other Expenses	238,911,976	286,694,371
Direct Cost of Operation	8,941,967	12,518,754
TOTAL EXPENSES	741,626,139	932,096,684
Profit Before Tax	161,032,301	326,549,243
Tax Expenses (net)	(12,680,000)	(15,020,000)
Net Profit for the Year	148,352,301	311,529,243



Defense Division

- New Venture Proposed To Cater To Indian Defense



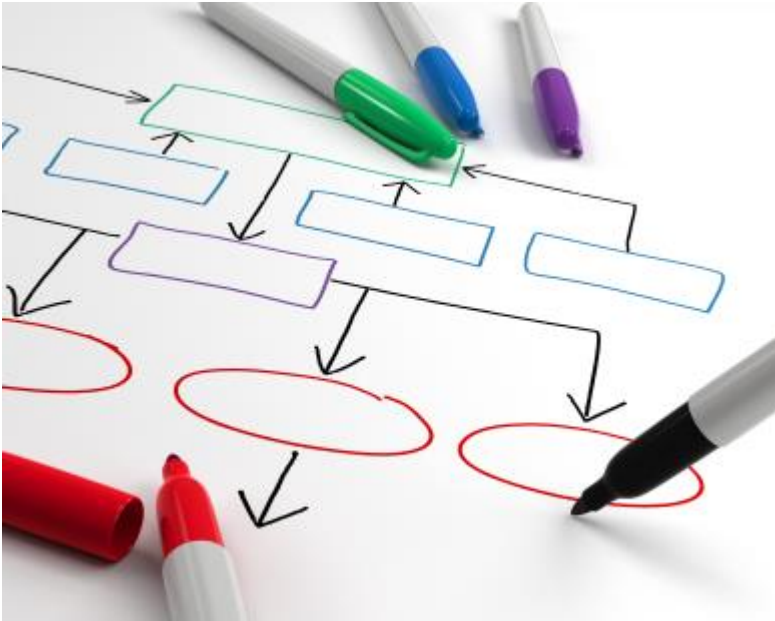


Rationale for expansion into Defense

- **“Make in India” for the world market**
 - **Large demand supply gap** for Russian caliber ammunition which can be met from India as we are friendly with Russia and have access to Russian components
 - **Close proximity of India to UAE and Saudi Arabia** who are large buyers of arms and ammunition due to wars in Yemen and Syria. Shipment time is very short as compared to the Baltic regions
 - **Restrictions on EU companies** in Saudi Arabia which provide opportunities to India
 - **Large requirement of Indian defence forces** for high quality arms and ammunition which needs to be met in the next few years
 - **Comprehensive research** over the last 4 years into which area of defence manufacturing the company should venture into
 - **Tie-ups in place** with **Kalashnikov**, Russia for arms and **Mac Defense Technologies**, US for technology transfer for manufacture of small arms and ammunition, after 3 years of preliminary work.



Dedicated Management Team for Defence Business



- Proper people in place since the last couple of years for the foray into the defence business
- These include an Air Marshal, 2 Colonels, a Commodore and a Wing Commander
- Most defense division personnel stationed in Delhi office of izmo



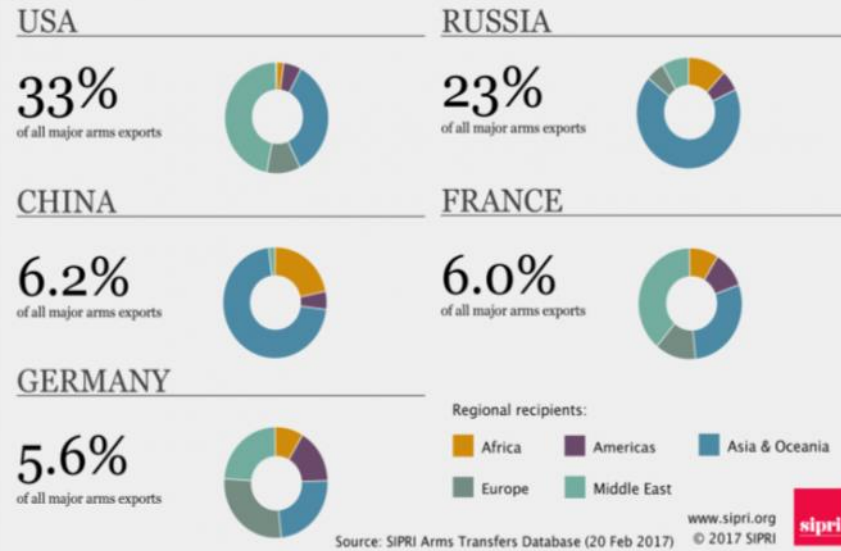
Defence: Proposed Corporate Structure



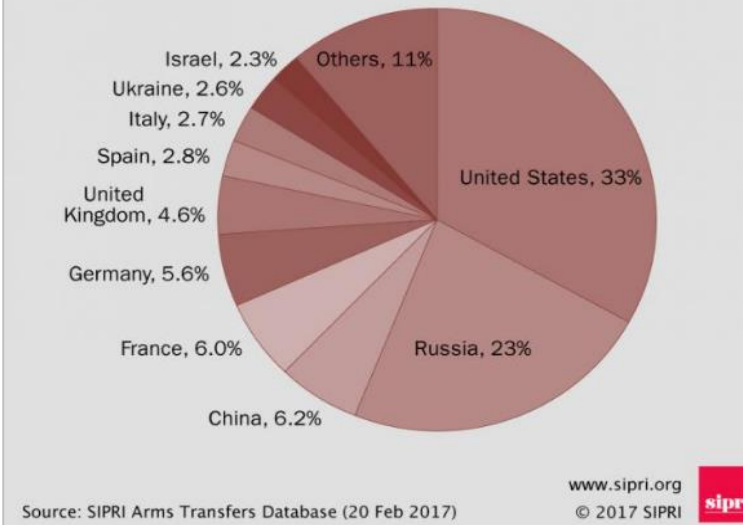


Global Ammunition Market

The 5 largest arms exporters and their regional recipients, 2012–16



Global share of major arms exports by the 10 largest exporters, 2012–16



Global share of major arms imports by the 10 largest importers, 2012–16





Global Ammunition Market

- Weapons often last for decades but ammunition is required regularly
- Demand for ammunition is for economic security, unfavorable geopolitical disputes, terrorist threats and increasing participation in shooting sports is driving demand
- India, China, South Korea, France, Germany, Saudi Arabia, Turkey, Israel and South Africa are expected to generate demand for ammunition in the near future
- Currently 15 countries dominate nearly 90% of all identified ammunition exports. Very few countries have the industrial base required to make reliable supplies
- Most ammunition companies are state owned which helps them further control international trade
- Global Ammunition Market is projected to grow from USD 18.08 Bn in 2016 to USD 21.98 Bn in 2021, at a CAGR of 3.98%



Competitive Landscape

- 40% of the small caliber ammunition manufacturers landscape is state owned while a large part of medium and large caliber ammunition is owned by the state
- Leading manufacturers globally include Fiocchi Munizioni S.p.A, General Dynamics Corporation, Hornady Manufacturing Company, Orbital, Nammo A.S., and RUAG Holding A.G
- Limited number of companies globally can supply ammunition to cater to demand for ammunition
- Most companies are also using old technology and are heavily overstaffed
- While an automated process manufacturer can reduce the cost of production
- With increased demand from Middle East and Asian countries the demand is strong as compared to the supply already established



Competitive Landscape

Country	% of global exports	State Owned	Private
United States	27		100%
Germany	10	Majority	
Switzerland	8	100%	
Russia	6	10%	90%
Norway	5	100%	
South Korea	5		100%
Pakistan	5	100%	
Canada	3		100%
Brazil	3		100%
Spain	3		100%

Country	% of global exports	State Owned	Private
Czech Republic	2		100%
Sweden	2	100%	
France	2	100%	
Finland	2	100%	
Serbia	2	Minority	
Italy	2		100%
Israel	1	100%	
United Kingdom	1		100%
China	1	100%	
Taiwan	1	100%	

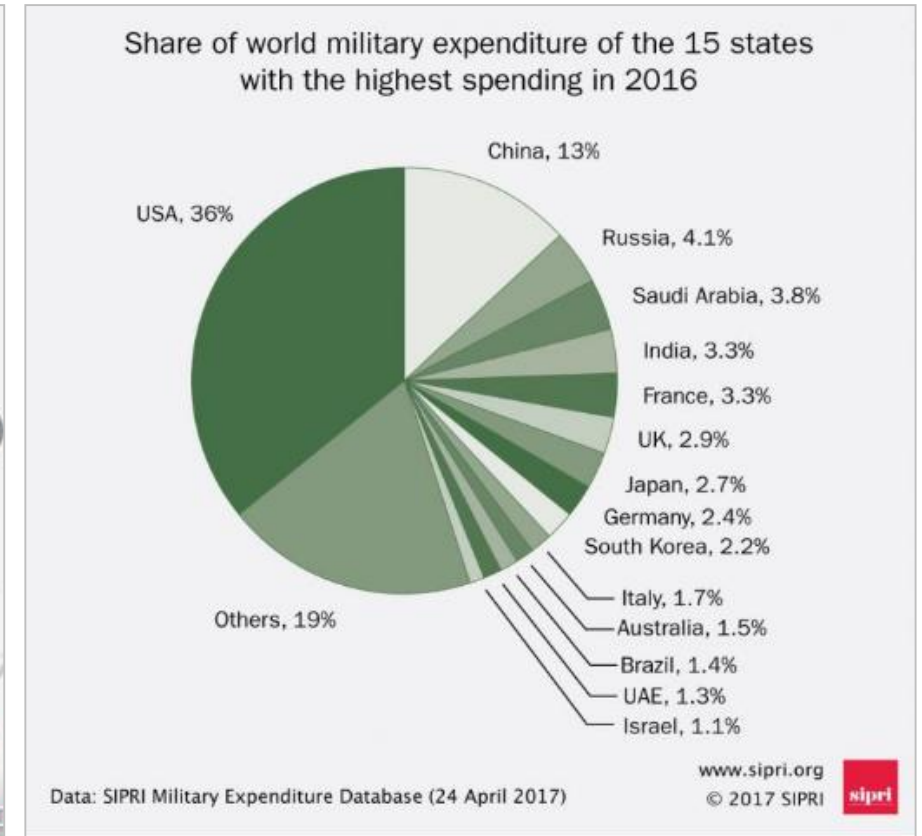
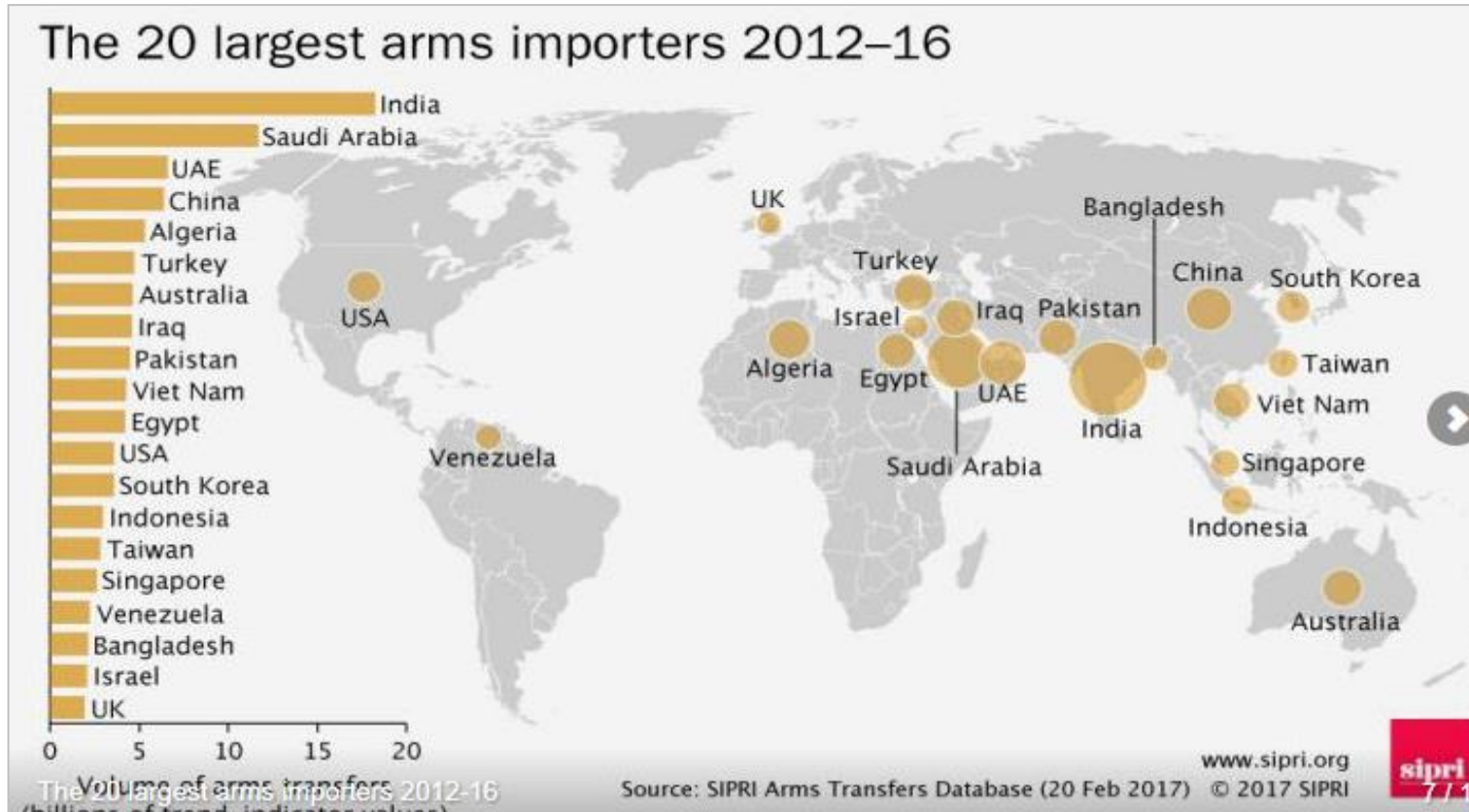


India – A Major Arms Importer

- India is the world's largest importer of arms. The country also owns the world's third largest arms forces, with an annual defence budget of \$ 34.5 billion
- 31% of the defence budget is allocated for arms, equipment and capital purchases
- Presently 60% of the Indian Armed Forces are met by imports, which offers huge opportunity for import substitution
- High level of imports creates a huge expenditure for India which is aimed to be reduced by the 'Make in India' initiative
- The Defence Procurement Procedure has been amended to encourage domestic participation by domestic players



India – A Major Arms Importer





Indian MoD Requirement of Small Arms

India's MoD approves import of assault rifles and carbines

Rahul Bedi, New Delhi - Jane's Defence Weekly, 17 January 2018

- India's Ministry of Defence (MoD) has approved the long-delayed procurement of 72,400 assault rifles and 93,895 close-quarter-battle (CQB) carbines for the Indian Army (IA) in a deal worth INR35.47 billion (USD553.33 million).
- The MoD's Defence Acquisition Council (DAC), which is headed by Defence Minister Nirmala Sitharaman, sanctioned the import of the weapons on a "fast-track basis" on 16 January to meet the "immediate requirement" of IA personnel deployed along on India's borders and on counter-insurgency operations, according to a statement by the Indian government's Press Information Bureau (PIB).
- India's Ministry of Defence (MoD) approved procurements on 13 February worth INR159.35 billion (USD2.48 billion) that largely include small arms for all three military services.
- The government's Press Information Bureau (PIB) said in a statement that the Defence Acquisition Council (DAC), which is headed by Defence Minister Nirmala Sitharaman, sanctioned the acquisition of assault rifles, light machine guns (LMGs), and sniper rifles via the Fast Track Procedure (FTP) under the MoD's Defence Procurement Procedure-2016 (DPP-2016).
- Under the FTP all procurements are to be completed within 12 months of a request for proposal being issued



Preference for “Make in India” Manufactured Arms

- Responding to a long-pending demand for equipping soldiers deployed on the borders with modern personal weapons, Defence Ministry on Tuesday cleared the procurement of sniper rifles and Light Machine Guns (LMGs) for the armed forces on a fast-track basis. The Defence Acquisition Council (DAC), chaired by the defence minister Nirmala Sitharaman accorded approval to Capital Acquisition Proposals of approximately Rs 15,935 crore.
- According to a statement issued by the defence ministry, essential quantity of LMGs will be procured for the armed forces through the Fast Track Procedure at an estimated cost of over Rs 1819 crore. This procurement will meet the operational requirement of the troops deployed on the borders, **while the proposal for balance quantity of LMGs will be undertaken under the ‘Buy and Make (Indian)’ categorisation.**
- The DAC also approved procurement of 5,719 Sniper Rifles for the Indian Army and Indian Air Force at an estimated cost of Rs 982 crore. While these high precision weapons will be bought with ‘Buy Global’ categorisation, **the ammunition for these will be initially procured and subsequently manufactured in India, the statement said.**
- Last month, the DAC had cleared procurement of 72,400 assault rifles and 93,895 carbines on fast-track basis for Rs 3,547 crore to enable the defence forces to meet their immediate requirement for the troops deployed on the borders. With this, the DAC has fast-tracked procurement of the three main personal weapons for the soldiers, i.e., Rifles, Carbines and LMGs.
- The DAC Tuesday also accorded approval for procurement of 7.4 lakh Assault Rifles for the armed forces. **These rifles, which are likely of a different specification from the assault rifles for the borders being bought globally, will be ‘Made in India’ under the categorisation of ‘Buy and Make (Indian)’, through both Ordnance Factory Board and Private Industry at an estimated cost of Rs 12,280 crore, the statement added.**



Defence ministry approves purchase of 41K LMGs, 3.5 lakh carbines on 28th February, 2018

- The total cost for procurement of 41,000 LMGs will be Rs 3,000 crore while over 3.5 lakh Close Quarter Battle Carbines will be bought at a cost of Rs 4,607 crore.
- It said "Of these, immediate operational requirement for the soldiers deployed on the borders will be procured through fast track procurement and for the balance production lines will be set up in India."
- Out of total quantities of the weapons, 75 per cent will be procured through Indian Industry under 'Buy & Make (Indian)' category and balance through the state-run Ordnance Factory Board (OFB), officials said.



Defence: Competitive Advantage

- Low cost of capex due to use of latest production technologies – payback in 2 years
- High cost of manufacturing in most ammunition factories located in Baltics as they are state owned, employ large number of people and use very old technology
- Hughes will be using latest Italian and American machines which are high precision, fast and highly automated
- Only 55 people required to produce 5 million rounds a month. VMZ in Bulgaria employs 2,000 people to make 12 million rounds of ammunition a month !
- Close proximity to major markets like UAE and Saudi reduce transportation time and cost. Shipping time from Goa to UAE is 5 days as compared to 25 days from Bulgaria to UAE
- Large domestic requirement from Indian armed forces which needs to be met urgently. MoD has already fast tracked acquisition of large number of rifles as well as ammunition – most of it under “Make in India” program
- Focus will be on Russian caliber ammunition as there is a large demand supply gap due to Ukrainian production going off the market 3 years ago
- Good scope for supply to Sri Lanka, Bangladesh, Nepal, Myanmar and Vietnam.



Project I : Ammunition Manufacturing



- Expected Capex : Rs. 30 crores
- Proposed project in Goa to manufacture top quality ammunition in India for the export and domestic market
- Production of more than 10 types of calibers including:
 - 12.7 x 108mm
 - 12.7 x 99mm
 - 7.62 x 54mm
 - 7.62 x 39mm
 - .338 Lapua
 - 5.56 x 45mm
 - 9 x 19mm
 - 7.62 x 51mm
- Ball, AP, API, Linked, Tracer, Sniper, Training Ammo, Blanks etc.
- Technical collaboration with MAC Defense Technologies LLC, USA.
- Production Capacity to be 1 million rounds per week on a single shift mode
- Production and Testing Equipment will be imported from USA and Italy.
- All ammunition manufactured will be NATO certified with quality testing and quality approved before shipping



Project II : Manufacture of Light & Heavy Machine Guns



- Expected Capex : Rs. 10.0 Crores
- Exclusive tie-up in place with a leading Russian company to manufacture light and heavy machine guns.
- Project to be setup at land located near Goa
- Capacity to manufacture different types of light and heavy machine guns including AK-74, AK-101, AK-103 and AK-15
- Complete technology and process to be provided by Russian counterpart
- Plant will cater to MoD and paramilitary forces



Project Timelines

- **Ammunition Project**

- License expected in April 2018
- Ordering of Plant and Machinery – June 2018
- Delivery and Installation of machinery – November 2018
- Commencement of Commercial Production – December 2018



- **Small Arms Project**

- License expected in June 2018
- Ordering of Plant and Machinery : July 2018
- Delivery and installation of machinery : November 2018
- Commencement of Commercial Production : January 2019



Ammunition Project Details

- Production Capacity Per Year: 60,000,000 rounds (single shift)
- Type of Manufacturing Unit: Export Oriented Unit
- Building Area: 25,000 sq. ft Rental
- Personnel Strength: 55 people
- Cost of Project: Rs. 30 crores
- Means of Finance: 100% equity contribution (izmo)

Caliber	Production (Nos.)			Pricing
	2018-19 (6 months)	2019-20	2020-21	
12.7x108mm	6,000,000	12,000,000	14,400,000	\$3.15
12.7x99mm	6,000,000	12,000,000	14,400,000	\$2.90
7.62x54R mm	600,000	900,000	990,000	\$0.75
5.56x45mm	1,200,000	1,320,000	1,980,000	\$0.55
7.62x39mm	2,100,000	4,200,000	5,040,000	\$0.60
9x19mm	1,200,000	1,320,000	1,980,000	\$0.30
.338 Lapua	600,000	660,000	1,320,000	\$2.00
7.62x51mm	600,000	660,000	990,000	\$0.70



Small Arms Project Details

- Production Capacity Per Year: Rifle Calibre 7.62x51 – 120,000 nos.
- Rifle Calibre 7.62x39 – 240,000 nos.
- Sniper Rifle .338 Lapua – 12,000 nos.
- Type of Manufacturing Unit: Export Oriented Unit
- Building Area: 25,000 sq. ft Rental
- Personnel Strength: 75 people
- Cost of Project: Rs. 10 crores
- Means of Finance: 100% equity contribution (izmo)

Projected Production in Nos.			
Caliber	2018-19	2019-20	2020-21
7.62x51 mm Rifle	5,000	20,000	40,000
7.62x39 mm Rifle	10,000	40,000	80,000
.338 Lapua Sniper Rifle		1,000	4,000



Profit & Loss Statement Projections – Defence Business

Sales	2018-19, in \$	2019-20, in \$	2020-21, in \$
Sales - Ammo	21,510,000	42,517,500	85,035,000
- Arms	17,500,000	72,500,000	150,000,000
Other Income (Interest on FD)	138,462	166,154	199,385
Total Income	39,148,462	115,183,654	235,234,385
Less Cost of Goods Sold			
Materials - Ammo	18,339,300	36,228,150	72,456,300
- Arms	15,200,000	62,700,000	129,200,000
Power and Fuel Charges	92,308	138,462	207,692
Labour cost	737,250	1,843,125	2,303,906
Total Cost of Goods Sold	34,368,858	100,909,737	204,167,899
Gross Profit	4,779,604	14,273,917	31,066,486
Operating Expenses			
Rental Expenses	200,000	220,000	242,000
Administrative Expenses	687,377	756,115	831,726
Staff Expenses	177,000	442,500	553,125
Marketing Expenses	537,750	591,525	650,678
Bank charges	830,769	913,846	1,005,231
Depreciation	1,619,904	1,214,928	911,196
Total Operating Expenses	4,052,800	3,918,914	3,951,956
Net Income for the Year	726,804	10,355,003	27,114,531
Income Tax		3,002,951	7,863,214
Profit/Loss carried to B/S	726,804	7,352,052	19,251,317



Balance Sheet Projections – Defence Business

	2018-19, in \$	2019-20, in \$	2020-21, in \$
LIABILITIES			
Share Capital	8,000,000	8,000,000	8,000,000
Reserves and Surplus	726,804	8,078,856	27,330,173
	8,726,804	16,078,856	35,330,173
Other Liabilities			
Sundry Creditors	2,794,942	4,122,006	8,402,346
Current Liabilities	680,142	530,034	649,408
Total	12,201,888	20,730,896	44,381,927
ASSETS			
Fixed Assets (less depreciation)	4,859,711	3,644,784	2,733,588
Inventories	1,397,471	4,122,006	8,402,346
Sundry Debtors	3,250,833	9,584,792	19,586,250
Deposits for BG/LC	2,307,692	2,769,231	3,323,077
Other Deposits	250,000	250,000	250,000
Cash and Bank Balances	136,180	360,084	10,086,667
Total	12,201,888	20,730,896	44,381,927



Thank You!

Sanjay Soni
Managing Director,
izmo Ltd.

www.izmoltd.com
ssoni@izmocars.com