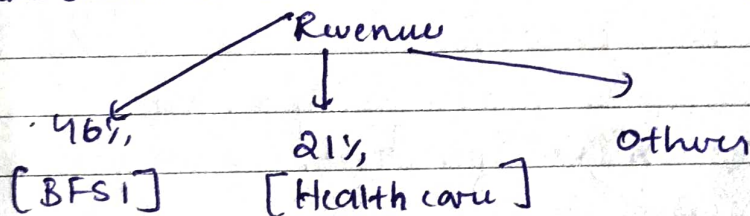
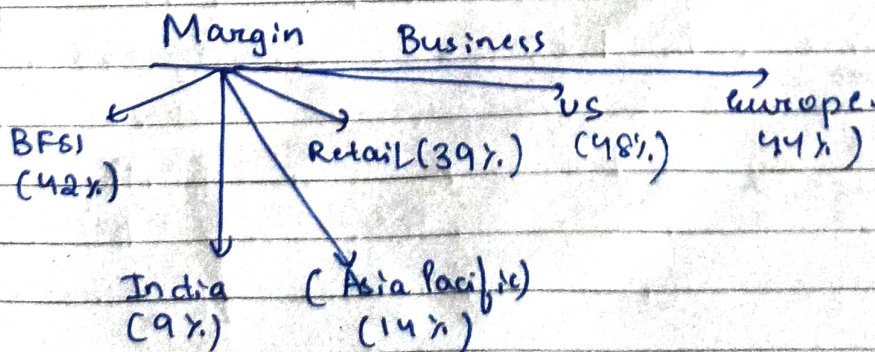


(60%)
Main business → IT sols and Annual Maintenance



(40%)
Product based business → pre made software and application for companies

- Devops
- Cyber security
- digital marketing (90% revenue)



33
22
59
20
24
11

BFSI - Banking, Financial services and Insurance sector

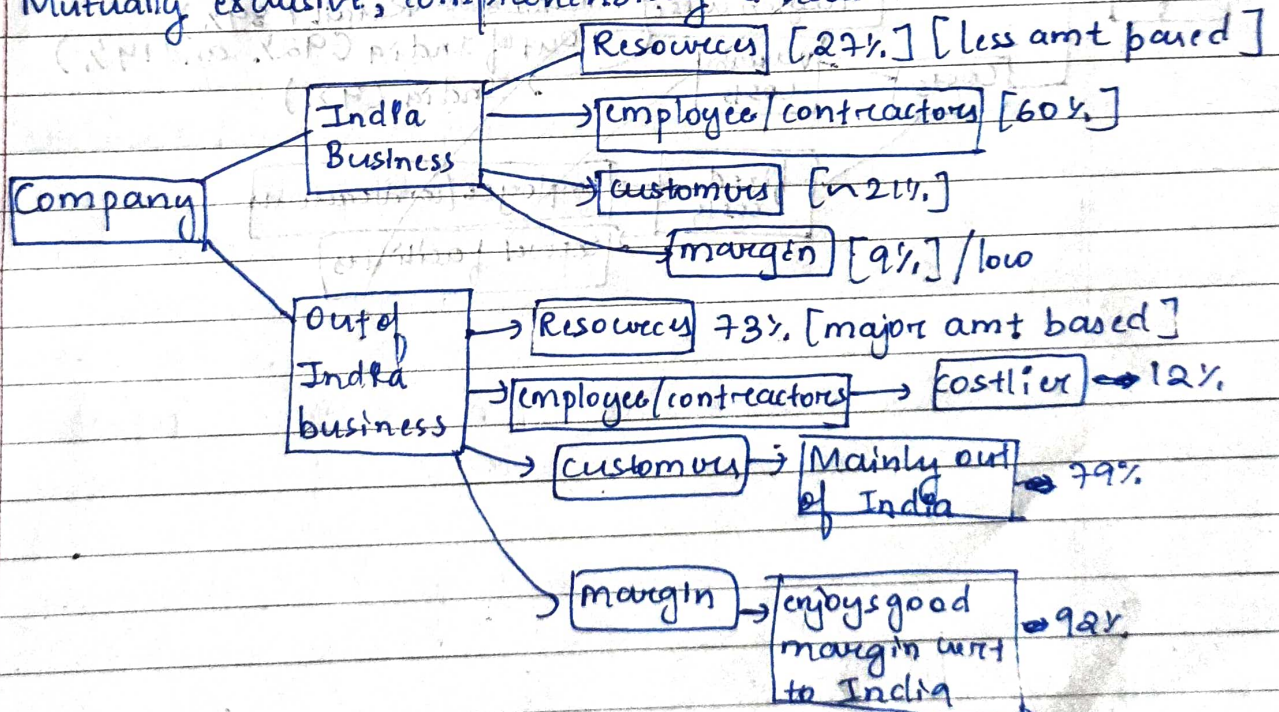
Retail sector → companies that sell goods and services to consumers in small quantities. Ex - grocery, clothing and drug stores.

Margin - Ratio of Profit to Revenue.
Higher better.

Niche technologies - Technological products that are designed for a particular small ~~amount~~ area of market

1) MECE [avoid overlap]

Mutually exclusive, comprehensively exhaustive

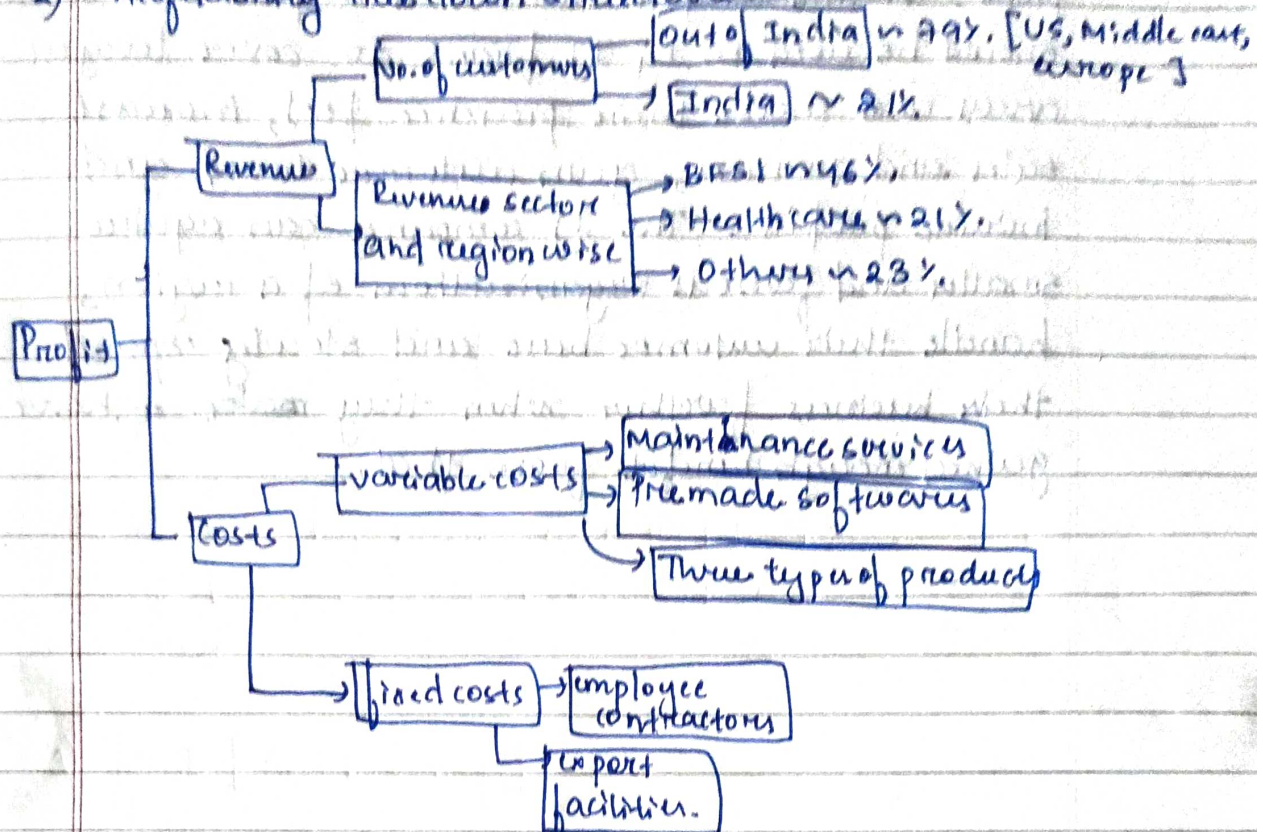


Root problem → Though the company is an Indian IT service company, major of its resource and operations are based out of India, where the value of its products and services has more value. ~~Also the~~ very small amt. of contractors are

are based out of India, that's why cost to hire and use their services is low there, also because they are 1.4 times more costlier.

Due to broader customer segment they enjoy good margin in foreign countries from their business. In India though there may be customers of this company, they may not be able to reach out to them due to their smaller business base, so there is a need to reach to a larger ~~customer~~ customer base through small local shops which are extensions ^{or provide service} of this company.

2) Profitability tree down structure.



US and Europe - Healthcare sector.

India - BFSI sector.

Company looking to invest in India, ~~US~~ US and Europe.

→ Growth potential in US and Europe is comparatively high wrt. to India. First there is a large customer base in US and Europe and also there is a good margin of 48% from US and 44% from Europe. as comparison to 9% in India.

→ Yes acquisition in India's business with smaller organizations will help in growth of margin, and organizations which have specialized niche technologies and a larger customer base can help in spreading out the services and products of company to more

people. ~~Vertical~~ ~~Integrate~~ Horizontal acquisition should be used ~~to~~ by IT firms to cover larger areas and make their presence feel, increase sales and revenues, gain customer trust and increase profit. The IT company can acquire smaller and famous organizations of a region, handle their customer base and slowly expand their business further when they ~~make~~ ~~a~~ have gained enough benefits from that.

