

November 15, 2017

<b>BSE Limited</b> Phiroze Jeejeebhoy Towers, Dalal Street, Fort, Mumbai - 400 001	<b>National Stock Exchange of India Limited</b> Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051
<b>Company Code No.: 539807</b>	<b>Company Symbol: INFIBEAM</b>

Dear Sir/ Madam,

**Sub: Investors Presentation on Unaudited Financial Results for the Quarter and Half Year ended on September 30, 2017**

Please find enclosed herewith Investors Presentation on Unaudited Financial Results for the Quarter and Half Year ended on September 30, 2017.

Please take the same on records and acknowledge the receipt.

Thanking you,

Yours faithfully,

**For Infibeam Incorporation Limited**

  
Shyamal Trivedi  
Vice President & Company Secretary

**Encl: As Above**

**INFIBEAM INCORPORATION LIMITED**

**CIN: L64203GJ2010PLC061366**

**Regd. Office:** 28<sup>th</sup> Floor, GIFT Two Building, Block No. 56, Road-5C, Zone-5, GIFT CITY, Gandhinagar, Taluka & District - Gandhinagar - 382 355  
**Tel:** +91 79 67772200, **Fax:** +91 79 67772205  
**Email:** [ir@infibeam.ooo](mailto:ir@infibeam.ooo), **Website:** [www.infibeam.ooo](http://www.infibeam.ooo)

*"E-Transactions revenue  
transforms E-Commerce  
platform earnings"*



Earnings Presentation  
Q2 FY18 – Quarter ending September 2017



# DISCLAIMER

This presentation contains certain words and statements concerning Infibeam Incorporation Limited ("the Company") and its prospects, and other statements relating to the Company's expected financial position, business strategy, the future development of the Company's operations and the general economy in India & global markets, are forward looking statements. Such statements involve known and unknown risks, uncertainties and other factors, which may cause actual results, performance or achievements of the Company, or industry results, to differ materially from those expressed or implied by such forward-looking statements. Such forward-looking statements are based on numerous assumptions regarding the Company's present and future business strategies and the environment in which the Company will operate in the future. Actual results could differ materially for a variety of reasons, including fluctuations in foreign exchange rates, changes in global economic conditions and consumer spending, world events, the rate of growth of the Internet and online commerce, the amount that Infibeam invests in new business opportunities and the timing of those investments, the mix of products sold to customers, the mix of net sales derived from products as compared with services, the extent to which we owe taxes, competition, management of growth, potential fluctuations in operating results, international growth and expansion, the outcomes of legal proceedings and claims, risks of inventory management, seasonality, the degree to which the Company enters into, maintains, and develops commercial agreements, acquisitions and investment of strategic transactions, payments risks, and risks of warehouse and logistics productivity. The other important factors that could cause actual results, performance or achievements to differ materially from such forward-looking statements include, among others, changes in government policies or regulations of India and, in particular, changes relating to the administration of the Company's industry, and changes in general economic, business and credit conditions in India. The information contained in this presentation is only current as of its date and has not been independently verified. No express or implied representation or warranty is made as to, and no reliance should be placed on, the accuracy, fairness or completeness of the information presented or contained in this presentation. None of the Company or any of its affiliates, advisers or representatives accepts any liability whatsoever for any loss howsoever arising from any information presented or contained in this presentation. Please note that the past performance of the Company is not, and should not be considered as, indicative of future results. Furthermore, no person is authorized to give any information or make any representation which is not contained in, or is inconsistent with, this presentation. Any such extraneous or inconsistent information or representation, if given or made, should not be relied upon as having been authorized by or on behalf of the Company. The Company may alter, modify or otherwise change in any manner the contents of this presentation, without obligation to notify any person of such revision or changes. Persons should consult their own financial or tax adviser if in doubt about the treatment of the transaction for themselves.

# AGENDA

1

Key Q2 FY18 Highlights

2

About Infibeam

3

Financial Performance

4

Business Developments in Q2 FY18

5

Shareholder Value Creation

# KEY Q2 FY18 HIGHLIGHTS

# KEY FINANCIAL AND BUSINESS HIGHLIGHTS

## ○ Key Financial highlights during Q2 FY18

- Consolidated Q2 FY18 revenue grew 76% YoY to Rs. 2,016 million
  - Revenue boosted by transformation in IWS segment; Revenue up 264% YoY, EBITDA growth 38% YoY
- Consolidated Q2 FY18 EBITDA grew 90% YoY to Rs. 404 million
- Consolidated Q2 FY18 PAT grew 168% YoY to Rs. 215 million

## ○ Key Business Highlights

- No. of transactions processed on our platform in Q2 FY18 were 26.6 million
- Net Processing value amounted to Rs. 45,790 Mn
- Number of Merchants on the platform at 82,138; up 34% year-on-year
- Infibeam new Corporate Office now at GIFT City in GIFT Two tower
- Tied up with Adani Wilmar to maintain an online omni-channel ecommerce platform, "**Fortune Online**", with integrated logistics
- Government e Marketplace (GeM) platform live; 15 states registered

## ○ Growth in Shareholder Value

# OPERATIONS SNAPSHOT – Q2 FY18

## Scale

**45.8 Bn**

Processed  
Transactions  
Value (INR)

**26.6 Mn**

Transactions  
on our  
Platform

SERVICE

PRODUCT

TOTAL

## Revenue

**1223 Mn**

Service Revenue (INR)  
(Jul-Sep FY17)

**794 Mn**

Product Revenue (INR)  
(Jul-Sep FY17)

**2016 Mn**

Total Revenue (INR)  
(Jul-Sep FY 17)

## Impact

**38%**

Segment Result in Q2  
FY18

**3.86%**

Gross Margin in Q2  
FY18

**20%**

EBITDA Margins in Q2  
FY18<sup>3</sup>

Note : (1) As of qtr. ended September 30, 2017, Registered merchants are 82,138 (2) As of qtr ended September 30, 2017 , based on last login in the immediately preceding 12 months; (3) as reported in financials

# ABOUT INFIBEAM

A new Journey has just begun ...

E-Transactions Revenue Transforms E-commerce Platform earnings

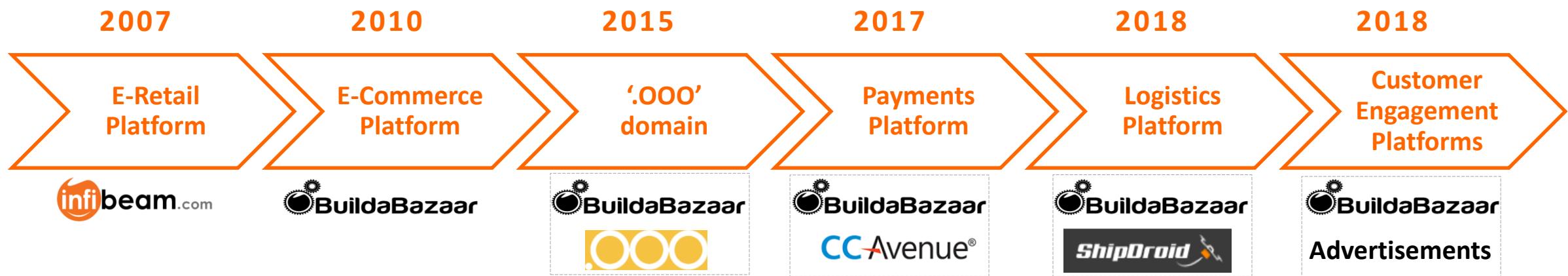
# BUSINESS SEGMENTS AND REVENUE MODEL

Infibeam operates under two business segments; Product Segment and Services Segment.

	<b>Product Segment</b>	<b>Services Segment</b>
<b>Revenue Model</b>	<ul style="list-style-type: none"> <li>Product Sales</li> </ul>	<ul style="list-style-type: none"> <li>Subscription + Transaction based</li> </ul>
<b>Referred as</b>	<ul style="list-style-type: none"> <li>E-Retail Platform Segment</li> </ul>	<ul style="list-style-type: none"> <li>Infibeam Web Services Segment</li> </ul>
<b>Offers</b>	<ul style="list-style-type: none"> <li>Online omni-channel Marketplace</li> </ul>	<ul style="list-style-type: none"> <li>Ecommerce Enablement Services</li> </ul>
<b>Service portal</b>		    <div style="border: 1px solid orange; padding: 2px;">Value Added Services</div>
<b>Financial Snapshot</b>	<ul style="list-style-type: none"> <li>FY2017 Revenue @ INR 2,815 Mn</li> <li>H1FY18 Revenue @ INR 1,519 Mn</li> <li>Revenue Contribution 2Q FY18 - 39%</li> </ul>	<ul style="list-style-type: none"> <li>FY2017 Revenue @ INR 1,599 Mn</li> <li>H1FY18 Revenue @ INR 2,344 Mn</li> <li>Revenue Contribution 2Q FY18 - 61%</li> </ul>
<b>Strategy</b>	<ul style="list-style-type: none"> <li>Strategy to focus on supply chain distribution of “product tail” for Brands</li> </ul>	<ul style="list-style-type: none"> <li>Strategy to focus on merchants and processing volume in India &amp; International markets</li> <li>Provide additional value added services to merchants</li> </ul>

# INFIBEAM BUSINESS FLYWHEEL: *Journey of E-commerce to E-Transactions*

## INFIBEAM PLATFORMS: India and Global Markets



Infibeam Web Services is built on BuildaBazaar Platform

An Asset light E-Commerce Platform Solution for Digital Markets, Digital Transactions for building online store

To customers that include ***small & boutique businesses, SMEs, Large Enterprises and Government***

# REVENUE MULTIPLIER: *Every Transaction Earns*

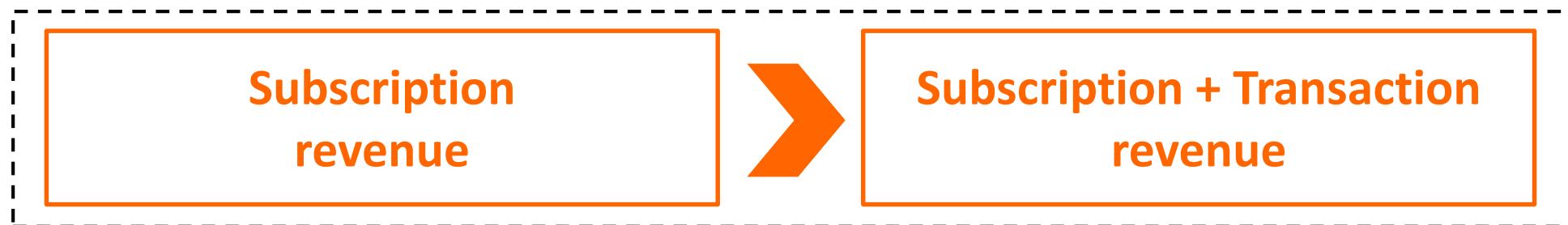
## SCALING UP REVENUE MODEL

From subscription based model to '**subscription & transaction**' based revenue model,

every transaction from e-retail marketplace to online platforms and payments,

Focus is to earn revenue on ***every transaction executed on our platform***

***including earning the recurring subscription income on our SaaS based platforms***



# TRANSFORMATION OPPORTUNITY: *TRANSACTION BASED OFFERINGS*

**Infibeam will earn on every transaction and the revenue opportunity is significant**



- GeM is poised to become the LARGEST e-marketplace in India, it is running on Infibeam's platform
- Estimated transaction size Rs. 5-7Tn (~US\$100Bn)



- Growing at 3 year CAGR of 70%+ in NPV, CC Avenue powers >80% of the ecommerce merchants
- Estimated FY18 Net Processing Value (NPV) run-rate based on H1 FY18 NPV is Rs. 182 Bn (~US\$ 3 Bn)
- India Digital Payments industry growth estimated to reach **US\$500 Bn** from the current US\$50-60 Bn \*



- One stop facility for payment of all bills; a big opportunity for CC Avenue
- Estimated industry transaction size Rs. 9Tn (**US\$138Bn**)

# FINANCIAL PERFORMANCE

# Q2 FY18 – CONSOLIDATED QUARTERLY RESULTS

Income Statement

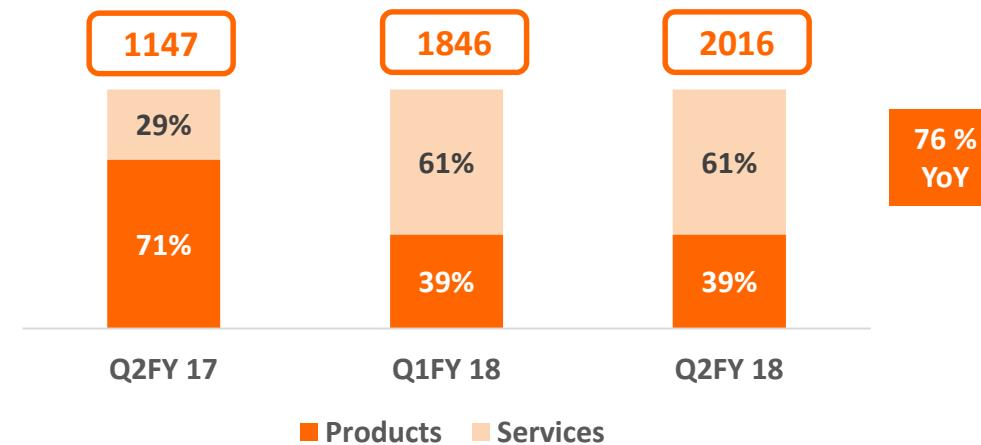
Particulars (Rs. mn)	Q2-FY18	Q2-FY17	% YoY	Q1-FY17	% QoQ
<b>Revenue</b>	2016	1147	76%	1847	9%
<b>EBITDA</b>	404	213	90%	364	11%
<b>PBT</b>	286	136	110%	242	18%
<b>PAT</b>	215	78	176%	197	9%
<b>EPS</b>	0.35	0.15	133%	0.30	17%

Balance Sheet

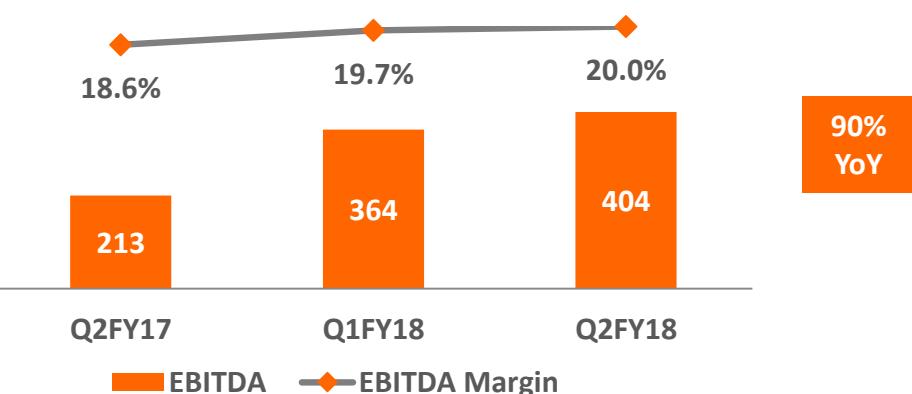
Particulars (Rs. mn)	Sep-17	Mar-17
<b>Net Worth</b>	26,162	7,818
<b>Total Debt</b>	309	1,362
<b>Fixed Assets</b>	21,903	2,109
<b>Net Current Assets</b>	3,392	3,768
<b>Cash</b>	2,989	3,067

# Q2 FY18 - CONSOLIDATED FINANCIAL PERFORMANCE

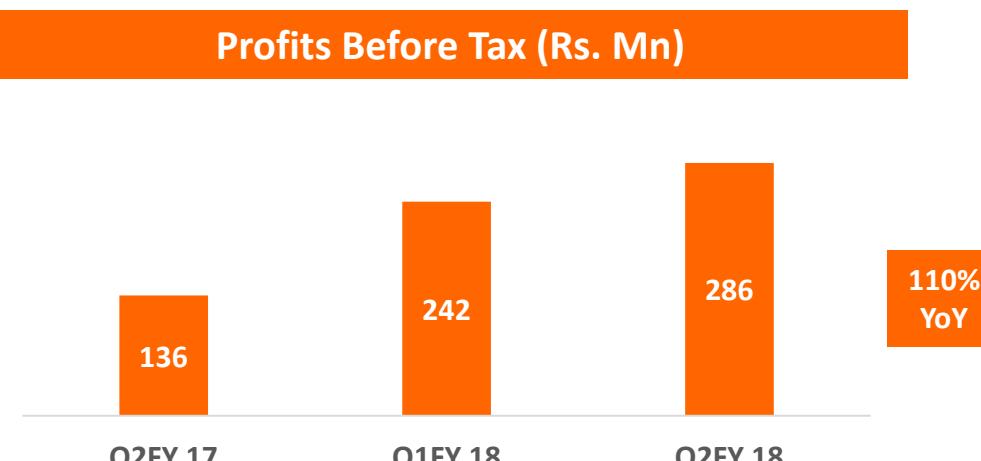
Revenue (Rs. Mn) and Composition %



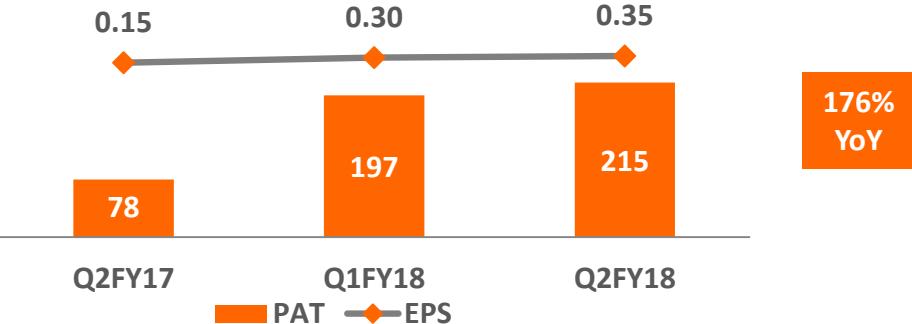
EBITDA (Rs. Mn) and EBITDA Margin (%)



Profits Before Tax (Rs. Mn)



Profits After Tax (Rs. Mn) and EPS (Rs.)



## Q2 FY18 - KEY SEGMENTAL HIGHLIGHTS

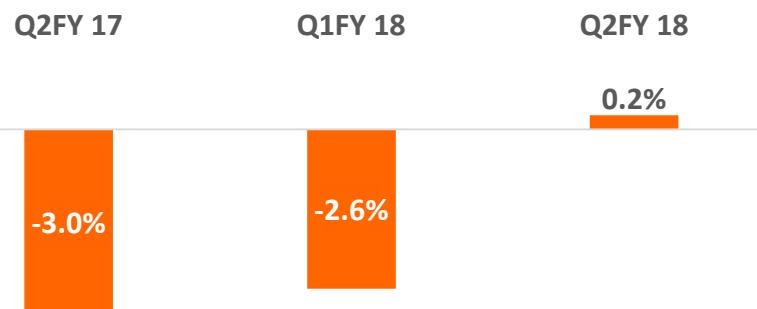
### Infibeam.com – Marketplace Platform

- Q2 FY18 revenue grew -2% YoY to Rs. 794 million
- Q2 FY18 Gross Margin at 3.86% compared to 1.09 % in Q2 FY17

### Services & Transaction Segment – IWS Platform

- Q2 FY18 Revenue grew 264% YoY to Rs. 1,223 million
- Q2 FY18 EBITDA grew 92% YoY to Rs. 463 million

### Product EBITDA (as % of Revenue)



### Services Segment Result (Rs. Mn)



# BUSINESS DEVELOPMENTS

# NEW DEVELOPMENTS IN Q2 FY18

## Added Focus on B2G and B2E

- **B2G:** GeM portal is live and now has 15 states registered. There are nearly 40,000 sellers, nearly 2.5 lakh products and over 950 product categories. Nearly 1.2L orders have been placed and the total order value is around Rs. 21 Bn.
- **B2G:** CC Avenue now offers 240+ payment options in India and will soon launch Bharat Bill Payments Systems (BBPS) bill payment facility. This will further strengthen CC Avenue's position in the digital payments industry for utility and services transacted from its platform.
- **B2E:** Company has executed an agreement with Adani Wilmar to develop and maintain an online ecommerce and mobile platform, "Fortune Online", with integrated logistics framework for on-demand customer purchase of Adani Wilmar Products.

## Other Updates

- Infibeam has **moved its Registered & Corporate Office to GIFT City** to consolidate its operations in Ahmedabad to provide the necessary operational efficiency and other benefits
  - Investment in GIFT and the Data Centre will allow Infibeam to scale its business for the next 3 years without requirement for additional capacity

## CC AVENUE – PAYMENTS & FINTECH PLATFORM



- CCAvenue is **India's largest** direct debit engine,
- Powers more than **80%** of the ecommerce merchants
- Ability to process **27 international currencies**
- **New age mobile payments** like IMPS, EMIs and Wallets
- **UPI** payments in place
- **BBPS** Coming Soon

### Digital Payments Opportunity

- |  |  |
|--|--|
| <div style="background-color: #ff8c00; border-radius: 10px; padding: 10px; width: fit-content; margin-bottom: 20px;"> <b>M-Wallet</b> </div>           | <ul style="list-style-type: none"> <li>• m-wallet TPV ↑ 5.5x; INR 82 Bn in FY15 to <b>INR 532 Bn</b> in FY17. (RBI)</li> </ul>                               |
| <div style="background-color: #ff8c00; border-radius: 10px; padding: 10px; width: fit-content; margin-bottom: 20px;"> <b>Prepaid Instrument</b> </div> | <ul style="list-style-type: none"> <li>• Due to inter-operability allowed by RBI, use of <b>PPI's</b> can move to <b>30-40%</b> from current 10%.</li> </ul> |
| <div style="background-color: #ff8c00; border-radius: 10px; padding: 10px; width: fit-content;"> <b>Digital Payments</b> </div>                        | <ul style="list-style-type: none"> <li>• As per Google-BCG, <b>digital payments market will touch \$500Bn</b></li> </ul>                                     |

# HOTEL RESERVATIONS

- Multi-lingual
- Multi-currency
- Multiple Payment options
- Aesthetic, intuitive and responsive
- Easily customizable
- Choice of templates

1 Search
2 Rooms and Rates
3 Review and Pay
4 Confirm

---

**Country**

**City**

**Property**

**Arrival Date**

**Departure Date**

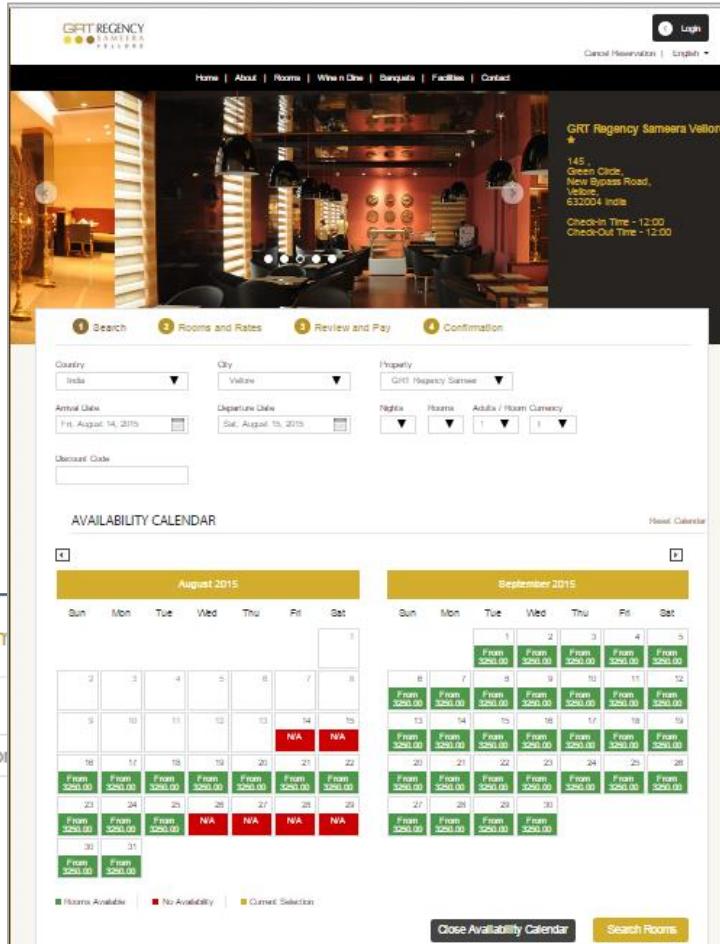
**Nights**

**Rooms**

**Discount Code**

[View Availability Calendar](#)

[Search Rooms](#)



The screenshot shows the GRT Regency Sameera Vellore website. At the top, there's a navigation bar with links for Home, About, Rooms, Wine n Dine, Banquet, Facilities, and Contact. There's also a Login link and a language selection for English. Below the navigation is a banner image of a restaurant interior. To the right of the banner, the hotel's name, address (145, 1st Chkpt, New Byrds Road, Vellore, 632004 India), and check-in/check-out times (12:00) are displayed. The main content area has tabs for Search, Rooms and Rates, Review and Pay, and Confirmation. Under the Search tab, dropdown menus for Country (India), City (Vellore), and Property (GRT Regency Sameera) are shown, along with fields for Arrival Date (Fri, August 14, 2015) and Departure Date (Sat, August 15, 2015). Below these are dropdowns for Nights (1), Rooms (1), Adults / Room (1), and Currency (INR). A Discount Code input field is also present. The central feature is an availability calendar for August and September 2015. The calendar uses color coding: green for rooms available, red for no availability, and yellow for current selections. August 14th is highlighted in yellow. The legend at the bottom of the calendar defines these colors. At the bottom right of the calendar, there are buttons for 'Close Availability Calendar' and 'Search Rooms'.

# EVENT REGISTRATIONS

**EventAvenue®**  
Industry's Leading Online Registration & Payment Gateway Solution

[REGISTER](#) [LOGIN](#)

[EMAIL US:](#) contact@eventavenue.com [CALL US:](#) +91-22-6742 5555

[HOME](#) [ONLINE REGISTRATION SOLUTIONS](#) [PRICING](#) [COMPANY](#) [MEDIA & RESOURCE CENTRE](#) [DEMOS](#) [FAQ'S](#) [CONTACT](#)



## DELEGATE REGISTRATIONS

The Delegate Registrations solution automates & simplifies most of your pre-event, on-site, & post-event tasks & payment collection process

[more info](#) [demo](#)

**DELEGATE REGISTRATIONS**

- ▶ 24 x 7 Online Registrations
- ▶ Real Time Payment Facility
- ▶ In-Built Customization Tools
- ▶ Auto Report Generation

**EXHIBITOR MANAGEMENT**

- ▶ Manage Your Floor Plan Interactively
- ▶ Instant Information Updates
- ▶ Real Time Stall Booking
- ▶ Raise Personalized Invoices

**WEBINAR REGISTRATIONS**

- ▶ Access Global Audiences
- ▶ Easy Data Mining Facility
- ▶ Highest Standard of Security
- ▶ Simple Integration Process

**TICKETING & REGISTRATIONS**

- ▶ Sell Tickets 24 x 7
- ▶ Cross Sell During Registration
- ▶ Generate E-Tickets
- ▶ Receive Payments Instantly

**ADMISSION ENROLLMENT**

- ▶ Accept Applications Online
- ▶ Collect Fees Instantly
- ▶ Multiple Payment Options
- ▶ Generate Student Report List Easily

**DONATION COLLECTION**

- ▶ Collect Donations from Global Audience
- ▶ Multiple Payment Options
- ▶ In-built data storage facility
- ▶ FIRC for 80G Certified NGOs

## CC AVENUE – MULTIPLE CURRENCY PROCESSING CAPABILITY



### Multiple Currency Processing

Go Global, deliver localized buying experience and avoid conversion disputes.

Collect payments in 27 major foreign currencies and allow your customer to pay in the currency they know best.

- Indian Rupee
- Singapore Dollar
- Pound Sterling
- Amercian Dollar
- Omani Riyal
- Bahrain Dinar
- UAE Dirham
- Euro
- Canadian Dollar
- Swiss Franc
- Baht
- Sri Lanka Rupee
- Malaysian Ringgit
- Qatari Riyal
- Hong Kong Dollar
- Kuwaiti Dinar
- Bangladesh Taka
- New Zealand Dollar
- Australian Dollar
- Nepalese Rupee
- Chinese Yuan Renminibi
- Japanese Yen
- Kenyan Shilling
- Maritius Rupee
- Philippine Peso
- Saudi Riyal
- South African Rand

- RemitGuru enables **International Remittances from 27 countries** into India
- Backed by CCA, it is **partnered by Axis Bank**, one of India's most trusted premier commercial banks

# TRANSFORMATION OPPORTUNITY



- Infibeam selected to provide ecommerce services and manage the portal for 5 years starting calendar year 2017
- “The finance ministry had amended the General Financial Rules to make it **compulsory** for all government departments to procure items and services from GeM portal”

## LAST MILE LOGISTICS HUBS – AVERAGE 5K SQ FT

- *Strategy is to focus on last mile logistics and connect merchants to delivery agents.*

**In House** Cash on Delivery collection

Coverage across **16,000** pin codes

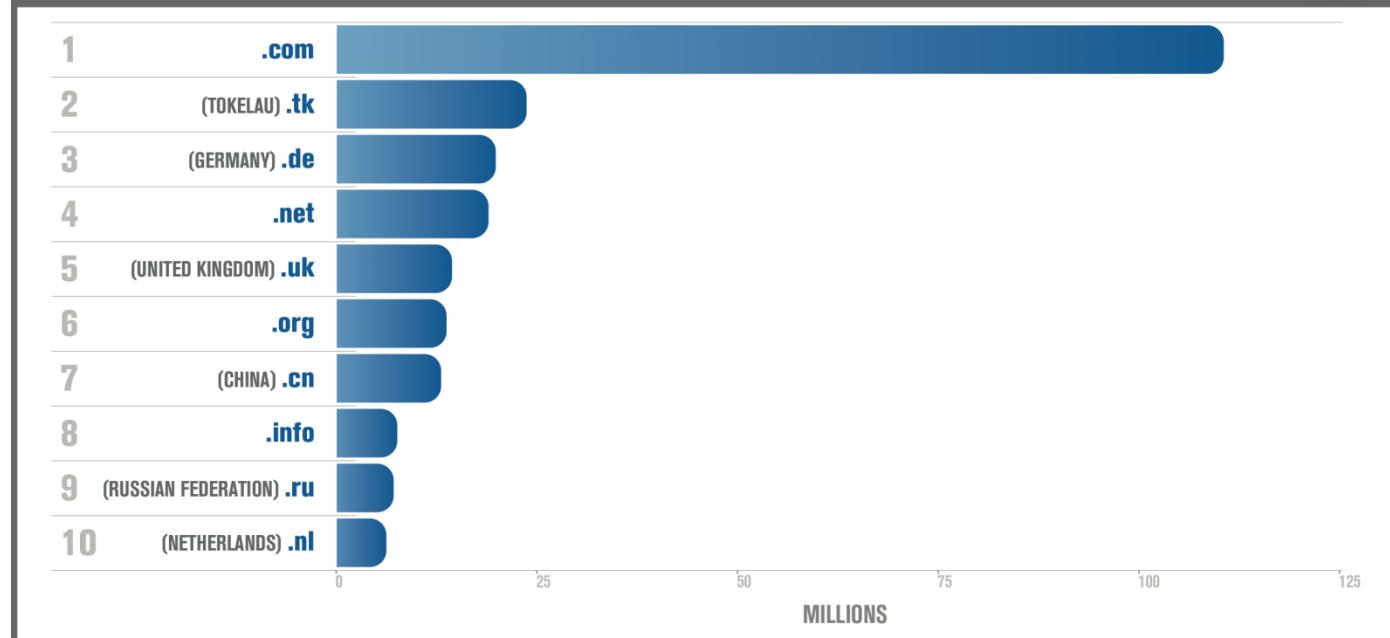
**Aggregate Product Tail**  
– For better Margins

**Shipdroid** – Live integration with logistics service providers



## “.OOO” OPPORTUNITY

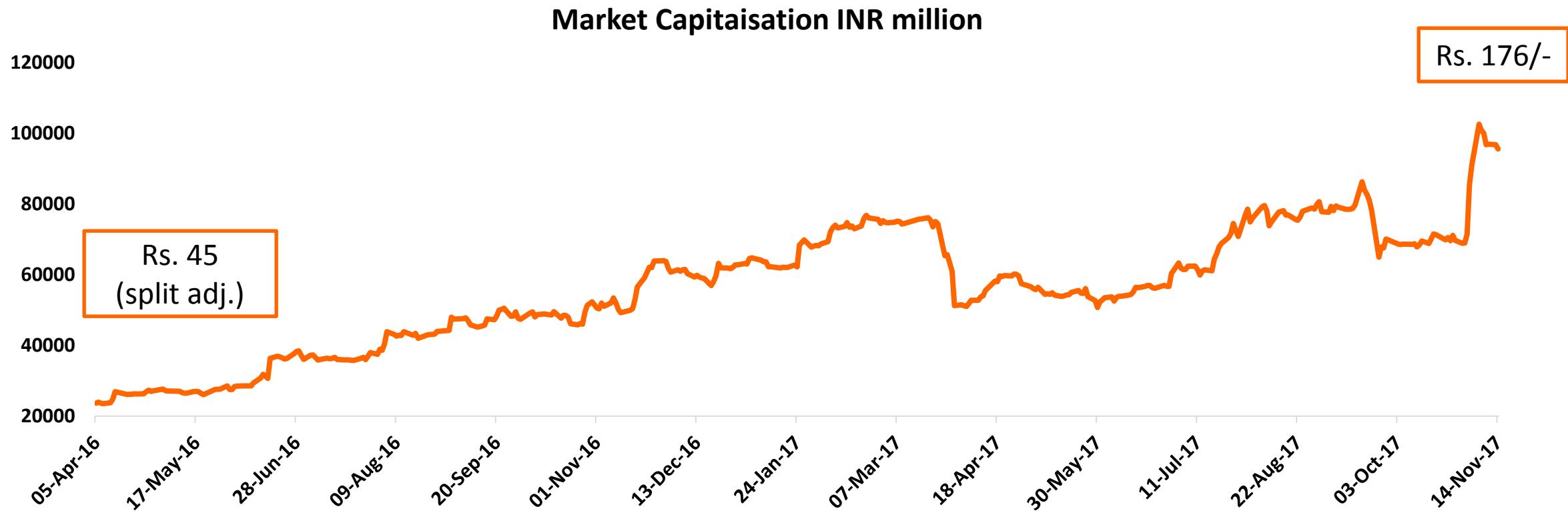
Source: Zooknic, December 2013; Verisign, December 2013



- About 300 mn domain names registered across all TLDs to date
- Infibeam being a web-service platform company is in **best position to offer “.OOO” domains through registrars and direct to consumers**
- We are **already integrated into >100 registrars** globally
- **We have Established a Unique & Verified Digital Identity Platform on the .OOO Domain**

# SHAREHOLDERS VALUE CREATION

# SHAREHOLDERS VALUE CREATION



Source: BSE

> 3X wealth created for Infibeam's shareholders since IPO listing

# THANK YOU



**Investor Relations Contact**  
**Purvesh Parekh**  
[Purvesh.parekh@infibeam.ooo](mailto:Purvesh.parekh@infibeam.ooo)  
+91 9930554588