



# Advantal<sup>TM</sup> ADVANTAL TECHNOLOGIES LIMITED

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Investor Presentation

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Book Running Lead Manager

**Hem Securities Ltd.**





# Products

**SHIELDCRYPT:** A secure communication platform with encryption solutions for end to end communication.

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**SHIELD360° MDM:** A mobile device management designed to streamline device administration, enhance security, and protect organisation's valuable data.

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**SYSLOG – CENTRALISED LOGGING:** A centralized log management solution for collecting, analyzing, and storing critical log data from entire network infrastructure.

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**SMS CENTRE (SMSC):** Short Message Service Centre solution for Telecom operators and closed network enterprises. It helps the organizations to store, forward, convert, and deliver SMS.

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**TACACS +- AAA SOLUTION:** Solution empowering communication service providers (CSPs) and large enterprises to authenticate, authorize, and account (AAA) for all network elements.

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**CG NAT COLLECTOR- SOLUTION PROVIDING COMPREHENSIVE INSIGHT INTO** network traffic patterns of internet service providers in troubleshooting, capacity planning and network optimization.

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**IP LOG MANAGER:** Streamline the collection, analysis, and storage of log data from network devices.



# Services

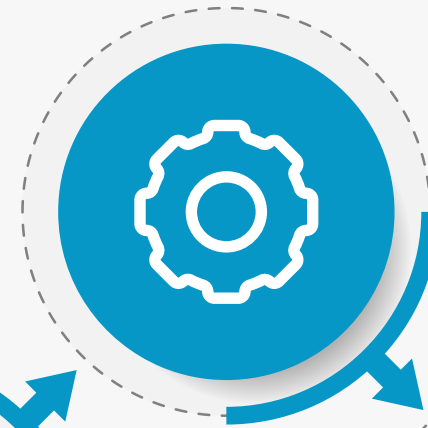
**CUSTOM SOFTWARE  
PRODUCT ENGINEERING**



**WEB  
DEVELOPMENT**



**SOFTWARE  
MAINTENANCE & SUPPORT**



**MOBILE APP  
DEVELOPMENT**



**MANAGED  
IT SERVICES**



**DIGITAL  
TRANSFORMATION**



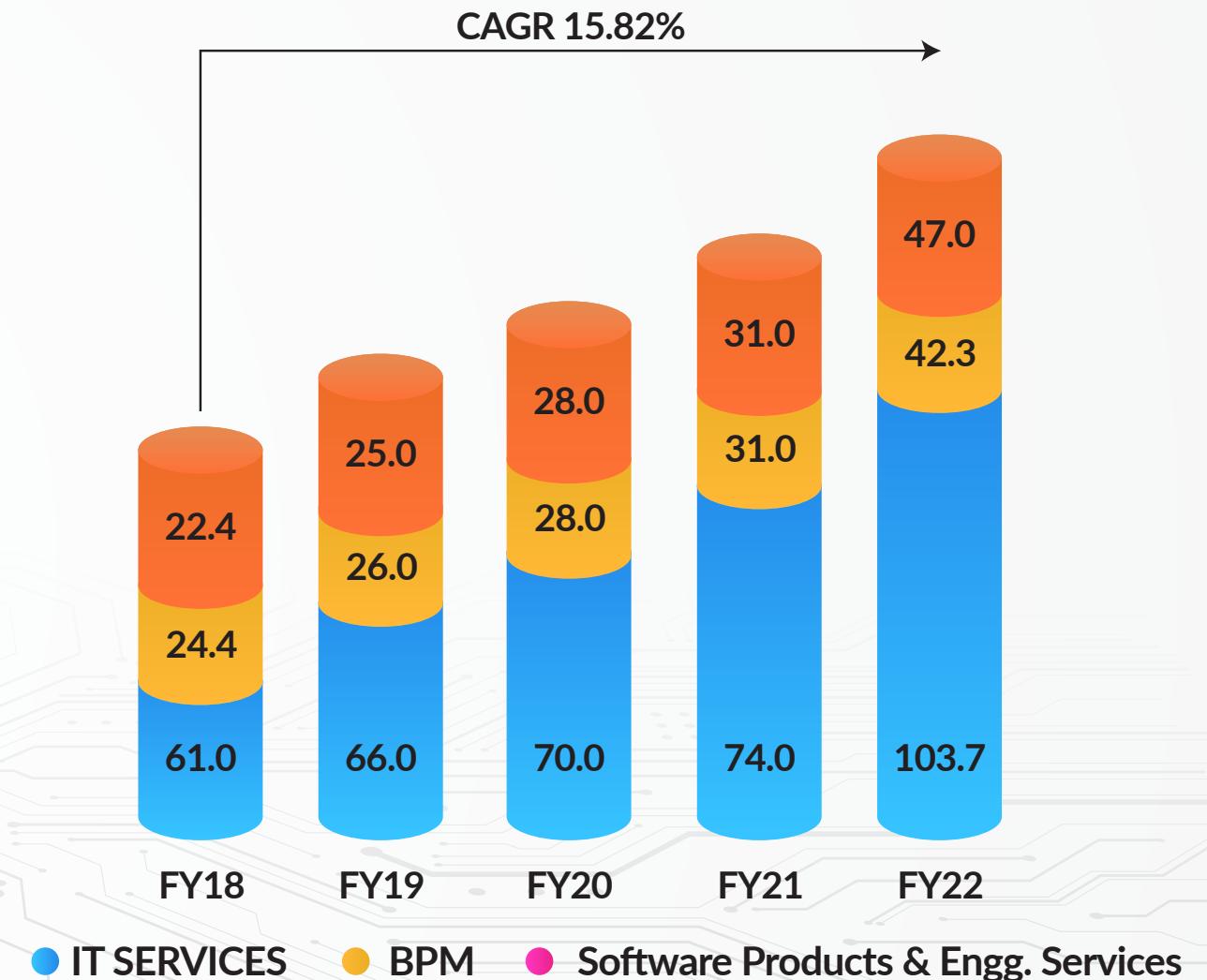
# Industry Overview

## Revenue Growth of IT-BPM SECTOR (US\$ Billion)

- According to the National Association of Software and Service Companies (NASSCOM), the Indian IT industry's revenue touched US\$ 227 billion in FY22, a 15.5% YoY growth and was estimated to have touched US\$ 245 billion in FY23
- The IT spending in India is estimated to record a double-digit growth of 11.1% in 2024, totalling US\$ 138.6 billion up from US\$ 124.7 billion last year
- The Indian software product industry is expected to reach US\$ 100 billion by 2025

- Indian companies are focusing on investing internationally to expand their global footprint and enhance their global delivery centres
- The export of IT services has been the major contributor, accounting for more than 53% of total IT exports (including hardware).
- India's IT industry is likely to hit the US\$ 350 billion mark by 2026 and contribute 10% towards the country's gross domestic product (GDP), Infomerics Ratings said in a report

## Growth in export revenue (US\$ Billion)





# Marketing Strategies

Content  
Marketing

Search Engine  
Optimization  
(SEO)

Offline  
Campaigns

- Marketing strategy is a mix of online marketing and offline marketing
- Online marketing strategy is focused on website upgradation and SEO, content marketing through social media and third-party platforms, etc.
- Offline marketing is focused towards the interactions with existing clients, leads generated through marketing efforts, referrals received from the existing clients, and participations in various events and exhibitions





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