

August 16, 2018

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

Sub: Investors Presentation on Unaudited Financial Results for the Quarter ended on June 30, 2018

In compliance of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith Investors Presentation on Unaudited Financial Results for the Quarter ended on June 30, 2018.

The same has been displayed on the website of the Company.

Please take the same on records and acknowledge the receipt.

Thanking you,

Yours faithfully,

For Infibeam Avenues Limited
(Formerly known as Infibeam Incorporation Limited)


Shyamal Trivedi
Vice President & Company Secretary



Encl: As Above

INFIBEAM AVENUES LIMITED

(Formerly known as Infibeam Incorporation Limited)

Regd. Office: 28th Floor, GIFT Two Building, Block No. 56, Road-5C, Zone-5, GIFT CITY, Gandhinagar,
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***“Strong growth trajectory
continues in Q1 FY19”***

Q1 FY19 (Apr-Jun 2018) Earnings Presentation
August 16, 2018



This presentation contains certain words and statements concerning Infibeam Avenues 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. Certain financial and operational figures and related statements provided in this presentation including certain quarterly information in relation to subsidiaries of the Company are management representations based on internal financial information system of the Company and subsidiaries of the Company.

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Summary

About Infibeam Avenues Ltd.

India's leading ecommerce and payments solutions company



New Corporate Website address

www.ia.ooo



\$ Net Revenues calculated as of Full Year 2018.

○ Key Financial (Standalone) & Operational Highlights

- Revenue up 27% YoY to INR 913 million
- Successful Value of Payments Processed: INR 102.45 bn (INR 10,245 crore), up 128% YoY
- Transactions Processed: 27 mn
- Number of Merchants on the platform in Q1 FY19 >100,000
- Significant increase in number of active merchants on Web Services Platform: 500,000+ (400,000+ in Q4 FY18)
- Government e-Marketplace (GeM) cumulative order value Rs. 102+ billion; 24 States including two Union Territories have signed MoU with the Centre

○ Key Strategic Highlights

- Launched ad platform on our '.OOO' domain in August 2018; about 85,000 publisher registrations as affiliates to date
- Partnered with Moneycontrol.com to launch Moneycontrol.ooo in Hindi
- Completed the acquisition of Payments Solutions provider in Middle East in June 2018

Industry

Large Growth in Indian Ecommerce will significantly benefit e-commerce and payments solutions providers participating across the value-chain

Regulatory Update

- New ecommerce regulations proposed by India's commerce ministry; key features include:
 - Data localisation, proposal to set up an ecommerce regulator, the move to allow 49% foreign investment in inventory-based online retail, restrictions on deep discounts, and preference for RuPay.
- Government policies are protecting and encouraging local companies, levelling the playing field, protecting Indian entrepreneurship in inventory-led e-commerce and encouraging local data centre development & protecting consumer data.
- Infibeam is at an advantage being a domestic player versus most other ecommerce firms backed by foreign investors.

Ecommerce Industry Update

- Walmart bought 77% in Flipkart valuing the company at US\$ 22 billion. Flipkart's GMV at the time was US\$ 7.5 billion resulting in EV/GMV of approx. 3x.
- Valuation indicates Walmart's belief in great long-term potential of India's ecommerce market from c. US\$40 billion today

Ecommerce Market is expected to grow strongly indicated by the following;

- IBEF expects the Indian ecommerce to reach US\$ 200 billion by 2026, from c. \$40 billion today
- With an online buyer spending on an average US\$ 224 per year, e-commerce retail shopping in India is only 10% of what the Chinese spend (Bain & Company, Google and investment firm Omidyar Network)
- The Indian digital payments market is expected to grow to US\$ 1 trillion by 2023, led by growth in mobile payments. Mobile payments are slated to rise from US\$ 10 billion in FY 2018 to US\$ 190 billion by FY 2023 (Credit Suisse)
- India expected to have 490.9 million smartphone users by 2022, and 730 million internet users by 2020 (eMarketer; Government of India)

Business Updates

Transaction-based revenue model helping business achieve significant scale

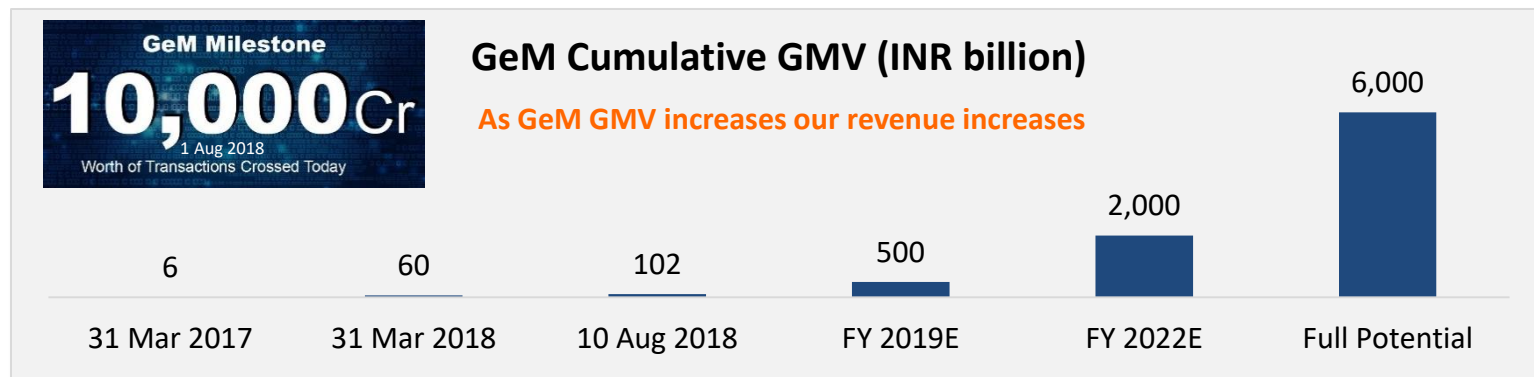
Multi-Channel ecommerce solution for merchants to set-up and manage online store across the value-chain



>100,000
No. of merchants on the platform



Overview	<ul style="list-style-type: none"> End-to-end cloud-based offering enabling merchants of any size to set up an online store, manage the back-end (i.e. orders, inventory, logistics), market online, and accept payments
Opportunity	<ul style="list-style-type: none"> The Indian e-commerce market is \$40 billion in 2017 and is projected to be \$200 billion in 2026 growing at a CAGR of 20%. There are over 60 million MSMEs in India. Only 2% are doing active ecommerce. Just 32% of SMEs in India were digitally connected in 2017 and 17% used internet for business purposes. Growing internet penetration, affordable smartphones, cheaper internet data plans, young demographic profile of India's population, projected growth in ecommerce, increasing awareness of digital channels for business growth and benefits, are all expected to offer a great opportunity to us.
Business Model	<ul style="list-style-type: none"> Mix of subscription and transaction based pricing model
Key Developments during the quarter	<ul style="list-style-type: none"> Robust merchant additions

Overview	<ul style="list-style-type: none"> In July 2017, Infibeam Avenues along with its other two consortium partners were selected for set-up and management of the GeM portal, for a contract tenure of 5 years and 10 months The portal, www.gem.gov.in, utilises Infibeam Avenues' Ecommerce Solutions for facilitating Government's online procurement of goods and services by various Ministries and agencies of the Government 24 States incl. 2 Union Territories have signed MoU with the Centre
Opportunity	<ul style="list-style-type: none"> The government departments procure goods & services worth Rs. 5-7 trillion (~US\$ 100 billion) annually Ministry of Finance has mandated ALL procurement by Central Government to be via GeM State Governments may also procure from GeM going forward Opportunity to integrate Payments Solutions on GeM and cross-sell various web-services to sellers
Business Model	<ul style="list-style-type: none"> The contract is transaction-based and linked to the order value; As GeM's GMV increases Infibeam's revenue will increase
Key Developments during the quarter	<ul style="list-style-type: none"> No. of sellers on GeM increased nearly 10x from 1,338 in September 2016 to 132,666 as of June 2018 Multiple high value orders from government executed on the platform GeM cumulative GMV crossed INR 100 billion by the end of July 2018



Cumulative GMV from August 2016
 c.INR 102 Bn
 GMV in Q1 FY19 c.INR 30 bn

Total Sellers & Service Providers
 134,200+

	 Unicommerce *	 Dot Triple O (".000")
Overview	<ul style="list-style-type: none"> Unicommerce is a market leader in e-commerce enablement software for warehouse management and omnichannel services with 15-20% of all e-commerce transactions in India getting processed through its platform. Company is profitable. 	<ul style="list-style-type: none"> First Indian Internet Registry to launch a generic top-level domain labelled, 'Dot triple-O' Has entered into Registry Registrar Agreement with global domain Registrars to distribute .000 domain
Opportunity	<ul style="list-style-type: none"> Organic growth through growth in ecommerce Plan to expand in multiple international geographies Plan to launch services on catalog push, multi-channel promotion management, advanced analytics, B2B warehouse management etc., to explore additional sources of revenue Plan to diversify across industries such as FMCG, Pharma, Consumer Durables etc. 	<ul style="list-style-type: none"> A high margin and recurring business Customer acquisition strategy for Ecommerce Solutions India has 60 million MSMEs. Only 2% are doing active ecommerce. 30% have high or medium digital adoption but are not selling online. Online Affiliate Marketing is projected to become US\$ 835 million by 2025 (Source:). Affiliate Marketing in India is growing in double digit percentage.
Business Model	<ul style="list-style-type: none"> Commission on each transaction processed 	<ul style="list-style-type: none"> .000 platform also offered for Affiliate Network Marketing .000 has a subscription based pricing model
Key Developments during the quarter	<ul style="list-style-type: none"> Key Brands acquired - TCNS (W & Aurelia), Nykaa, Lybrate, Prop Shop, Aks (Myntra has a stake in this), Fit & Glow (Healthcare brand); We have also acquired Prateek Apparels and GNC in July 	<ul style="list-style-type: none"> Partnered with Network18 Group to launch moneycontrol.ooo in Hindi to attract a larger Indian vernacular segment Launched ad platform on .000 domain '000' now among top 21 domains globally (Centralnic - 2018 I NTLD)
	<div>c.25 Mn Transactions processed in Q1</div> <div>13 Enterprise Clients acquired</div>	<div>c.233,000 Total .000 Registrations</div> <div>c.85,000 No. of affiliates registered for 'mobilenumber.000'</div>

13 June 2018

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dot-triple-'O'

.000

the power domain

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- 2 Use the **Buildabazaar** platform for creating your free website
- 3 Start earning more by registering as an affiliate on various portals

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Relunched .000

27 June 2018

infibeam Network **18**

Launching Soon

MoneyControl in हिंदी

@

www.moneycontrol.ooo

Available on Web & Mobile

Moneycontrol.ooo in Hindi
Expected to launch shortly

31 July 2018

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Ad Platform on .000

Payment gateway for merchants to accept online payments with Core Functionalities and Additional Features

Core Functionalities

- Nearly 250 Payment options
- Multi currency processing (27 currencies)
- Multi Channel (Website, Mobile, In App, Email/SMS, Social Network, Offline Media)
- Social Network In-stream Payments
- Proprietary fraud & risk management (F.R.I.S.K)
- Optimised success rates
- Conversion to EMI



Additional Features

- Dynamic event notification
- Marketing tools
- Shopping cart plugins
- Storefront
- Multilingual Checkout
- Analytics

**Successful Transactions Processed in FY 18: 100+ Mn
27 mn in Q1 FY19**

**Value of Payments Processed in FY18: INR 215.5 Bn, up 75% YoY
INR 102.45 Bn in Q1, up 128% YoY**

Overview

- Our Payments Solutions is a PCI DSS 3.2 compliant payment gateway platform offering nearly 250 payment options including 55+ Indian banks to process net banking transactions in real time, all types of Credit Cards, Debit Cards, Digital Wallets, EMI facility, Rupay as well as UPI payments.
- Payment gateway provider to majority of web merchants in India having an Internet presence
- Able to process payments in 27 global currencies

Opportunity

- Digital payments in India to reach \$1 trillion by 2023 from about US\$ 200 Bn currently: Credit Suisse
- Opportunity to offer digital payment solutions on Government e-Marketplace and to sellers on GeM
- Expansion in Middle East to provide similar growth opportunity in digital payments solutions like in India as Middle East is still largely a cash market.
 - More than 80% of brick-and-mortar retail payments and 65% of e-commerce payments are still made in cash, and smartphone adoption exceeds 100% in several countries, according Global Growth Markets research.

Business Model

- Variable fee charged on the value of transaction processed

**Approx. 500,000 agents registered
across 1200 cities and towns in India**

Overview

- BillAvenue, built on Bharat Bill Payment System (BBPS) Infrastructure, offers an interoperable platform to accept bill payments from customers nation-wide both online and offline. BillAvenue is licensed by RBI to operate as a Bharat Bill Payment Operating Unit (BBPOU). RBI aims to bring all bill payment categories across India under one roof to make it easier for consumers to pay all bills from a single window both online and offline.
- **Existing Bill Payment Categories enabled on BBPS:** Mobile & Landline, Electricity, Gas, DTH, Credit Cards & Insurance
- **Emerging Categories:** Education (School and College Fees), Club, Housing Societies, Taxes and B2B Invoicing

Opportunity

- >100 million bills generated everyday in India in 2016 in top 20 cities as per RBI estimates.
- With increasing number of mobile phones, DTH connections, utility connections, etc. we believe number of bills generated daily across India is atleast 2x
- NPCI reported 1 mn transaction through BBPS in March 2018; a fraction of bills generated across India which RBI/NPCI wants to bring under BBPS ambit.
- We have 0.5 million agents registered and 0.3 million are live and active to process bill payments.

Business Model

- Fixed fee on each transaction processed through agent and biller, if on-boarded by The Company



Customer attraction

Attract customers to store via marketing and SEO

Order placement

Customer places order using site's shopping cart

Payment processing

Payment gateway securely authorizes payment

Order completion

Order confirmation sent to merchant and customer

Warehouse fulfillment

Merchant/manufacturer fill the order for shipping

Shipment

Order shipped out to customer address

Overview	<ul style="list-style-type: none"> ○ Launched in 2007, a multi-category and multi-channel (website, mobile app) online website ○ Infibeam.com offers numerous products across many categories like Mobile & Tablet, Books & Magazines, Computers & Accessories, Electronics, Gifts, Cameras, Fashion & Accessories, Home & Kitchen ○ Also provides bulk procurement of certain products to educational institutions and companies, and provides a large e-book selection service
Opportunity	<ul style="list-style-type: none"> ○ Indian e-commerce market was US\$ 40 billion in 2017, and is projected to be US\$ 200 billion by 2026, growing at 20% CAGR ○ Strategic offering to E-commerce Solutions Business Segment <ul style="list-style-type: none"> ○ Merchants get to sell on their branded store as well as on infibeam.com ○ Serves as a merchant and customer acquisition driver
Business Model	<ul style="list-style-type: none"> ○ Product fulfilment revenue with focus on supply chain of the product tail on Infibeam.com and m.com merchants using Infibeam web-services

Financial Performance

Infibeam Avenues continues strong growth trajectory with its Q1 performance

Particulars (INR Mn) Standalone	Q1 FY2019	Q1 FY2018	YoY Growth	Q4 FY2018	QoQ Growth
Revenue	913.4	721.3	26.6%	863.8	5.7%
EBITDA	-29.1	350.8	-	150.6	-
EBITDA Margin	-3.2%	48.6%	-	17.4%	-
Profit After Tax	-138.8	127.2	-	-22.0	-

➤ **Company(ies):** Infibeam Avenues Limited

➤ **Business(es):** Domestic E-commerce Solutions but excluding fulfilment services to merchants, Domestic payments solutions, Website development and maintenance and Related ancillary services

Key Metrics – Web Services	Units	Q1 FY2019	Q4 FY2018
Merchants excl. “.OOO”	Nos.	>500,000	>400,000
.OOO Registered Users	Nos.	c.233,000	c.15,000
Value of Payments Processed	INR Bn	102.45	70.56
Successful Payments Transactions	Mn	27	22

NOTE

- Considering the large scale of recently acquired business, Vavian International Ltd., the Company may not be able to prepare accounts of such newly acquired subsidiaries for preparation of consolidated financial statements within the prescribed timelines.
- The Company will now declare and submit the Unaudited Standalone Financial Results along with the Limited Review Report for the first three quarters of Financial Year 2018-19 and Annual Audited Standalone and Consolidated Financial Results and Statements for the 4th quarter and for the Financial Year.
- The Company presents herewith standalone financials
- The Company believes that the Revenues from subsidiaries (other than Vavian International Limited) increased to INR 1,390.3 Mn, an increase of 24% YoY* and EBITDA margins of subsidiaries (other than Vavian International Limited) expanded by 143.3% to INR 438.2 Mn YoY* due to growth in web services and value-added services from domestic and international markets*.

** Based on management representations made on the basis of internal financial information system of the Company and subsidiaries of the Company.*

- We expect to achieve strong growth during FY 2019
 - Continued growth of ecommerce industry in India and in the International markets we operate in
 - Growth in transaction based revenue streams including
 - growth in order value on Government e-Marketplace
 - growth in Bill Payments through BBPS
 - Growth of Payments Solutions business in Middle East
 - Addition of Unicommerce helping us to strengthen our end-to-end offering
 - Ability to cross-sell our solutions under web services to existing merchants
- Lower capex for the full year, excluding any M&A, as we are forward invested

- **Strong E-Commerce Market Growth in India in the long-term, supported by Government's Digital Initiatives**
- **End-to-End offering to merchants will improve customer stickiness**
- **Strong Business Model with transactional-based revenue model to help business to scale**
- **International expansion will fuel growth and improve margins**
- **Diversified customer base (Entrepreneurs, SMEs and Governments) and verticalized web-services solutions (Retail, Theme Parks, Utility, Government, Hospitality, Memberships, Events, etc.) to offer broad scope for growth**
- **High focus on profitability to create wealth for shareholders**
- **Strong core founding team with long-term vision**

THANK YOU



For more information on company visit:

www.ia.ooo

www.ccavenue.ooo

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