



May 31, 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 Audited Financial Results for the Quarter and Year ended on March 31, 2018

Please find enclosed herewith Investors Presentation on Audited Financial Results for the Quarter and Year ended on March 31, 2018.

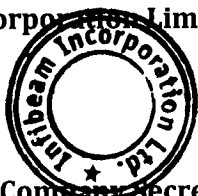
Please take the same on records and acknowledge the receipt.

Thanking you,

Yours faithfully,

For Infibeam Incorporation Limited


Shyamal Trivedi
Vice President & Company Secretary



Encl: As Above

INFIBEAM INCORPORATION LIMITED

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Email : ir@infibeam.ooo, **Website :** www.infibeam.ooo

CIN: L64203GJ2010PLC061366

***Building Leading SaaS based
E-Commerce Solutions***



Earnings Presentation
Q4 FY18 – Quarter ending March 2018



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AGENDA

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Infibeam's Evolution

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Scalable Business Opportunities

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Financial Performance

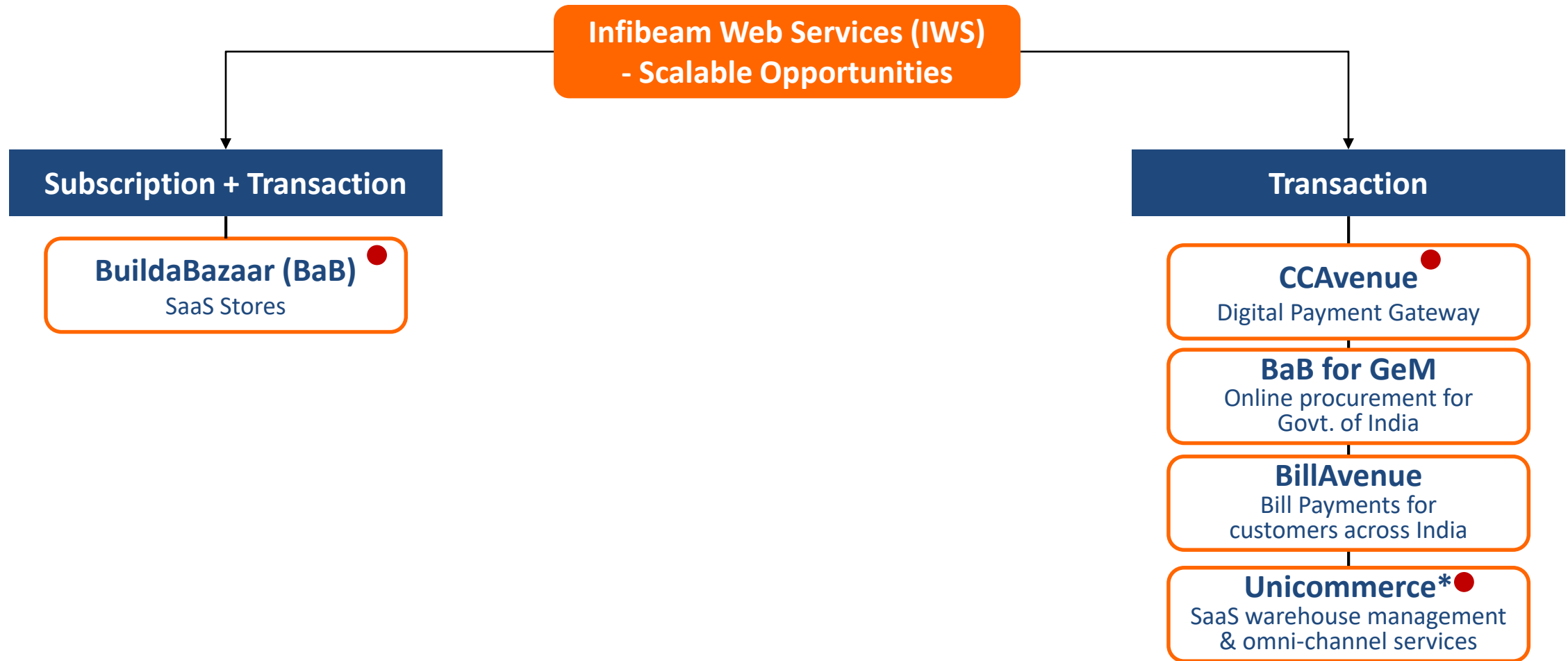
Infibeam Has Evolved

As one of India's leading ecommerce enabler in platforms and payments

Infibeam Incorporation Limited is now
Infibeam Avenues Limited

Infibeam Web Services is the new transaction
platform, called as IWS

IWS Has Strong Growth Prospects Due To An Integrated Offering



● Offered Internationally as well

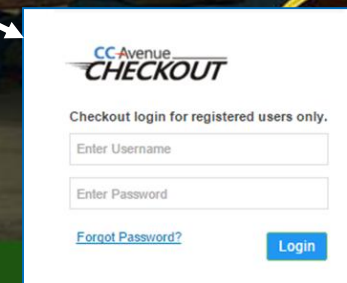
IWS Comprises SaaS stores ERP, Payment Gateway, Warehouse & Logistics Solutions, Domain Registry, Customer Engagement Solutions and Value-added services

* Infibeam recently announced acquisition of Unicommerce from Snapdeal. The deal will close in 3-5 months

Our Strong Performance Continued in FY18 On The Back Of A Focused Growth Strategy

Key Growth Strategies

- Focus on Usage based commerce
- Enhance Merchant Value Proposition by building end-to-end SaaS based ecommerce infrastructure
- Transitioned from Subscription-based pricing to Transaction-based pricing model to scale revenues
- Focus on profitability
- Scaling and building leadership across industry verticals (Retail, Travel & Hospitality, Govt., Bill Payments, etc.)



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Enter Password

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Logistics support

Revenue:
INR 8,393 Mn
YoY Growth: 90%

EBITDA
INR 1,874 Mn
YoY Growth: 126%

EBITDA Margin
22%

Billion Dreams.. Billion Stores..

Build your brand's online store in minutes with BuildaBazaar's powerful ecommerce software

90,000+

live stores and counting...

Payments NPV
INR 215.5 Bn
Up 75%+ YoY

Services Segment
5 year CAGR
100%+

IWS Merchants
>400,000 *

We Are Building Leadership Through Our Integrated And Differentiated E-commerce Business Model ...

SaaS Leadership

- >400,000 IWS merchants
- FY18 Payments Processed: INR 215.5 Bn
- FY18 transactions: 100+ Mn
- 240+ payment options
- Ability to process in 27 currencies
- Top web merchants as PG clients
- Government's e-procurement
- Digital Bill Payments
- All-in-one platform to serve domestic and international markets

WMS & Omni-Channel Leadership *

- 120+ Mn packages delivered annually
- >10,000 sellers registered on platform
- >US\$1.5 Bn annual GMV
- Top brands
- Pan India Coverage + International

* Recently announced acquisition of Unicommerce (3-5 months to complete the acquisition)

Differentiated Business Model

- Focus on usage based commerce
- Distributed marketplace model
- Asset light business
- Low dependence on B2C
- Diversified customer segments B2B, B2E & B2G

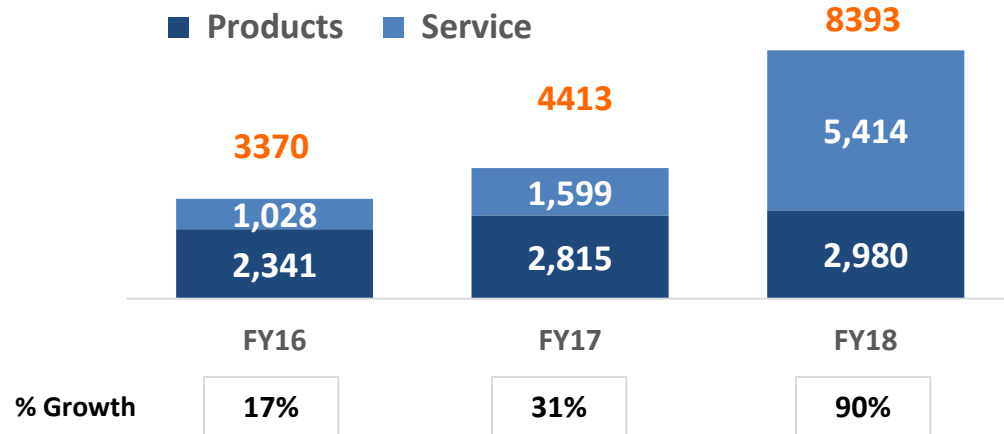
Strong Financial Growth

- Strong revenue growth
- Focus on profitability
- Transaction based pricing model allows to scale
- Strong internal cash flow generation
- Strong balance sheet

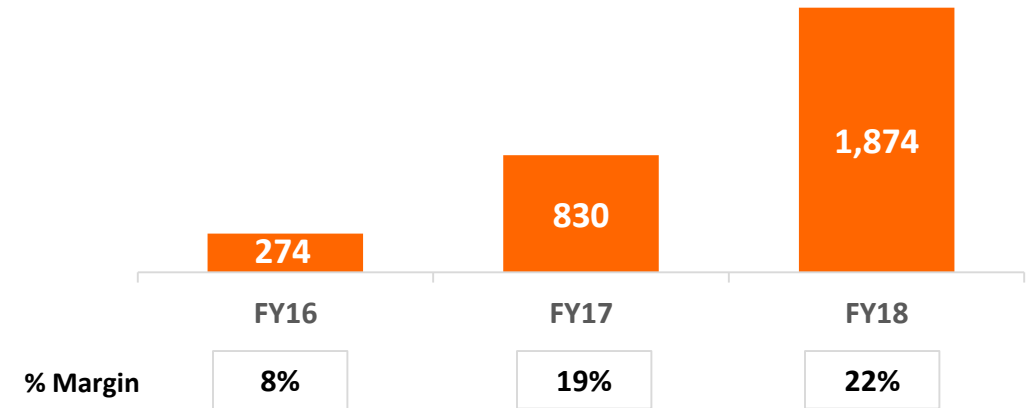
... Both In Domestic & International Markets. We Will Continue Strengthening Our Leadership Position Further in FY19.

We Scaled Our Growth With “Strong Focus On Profitability” ...

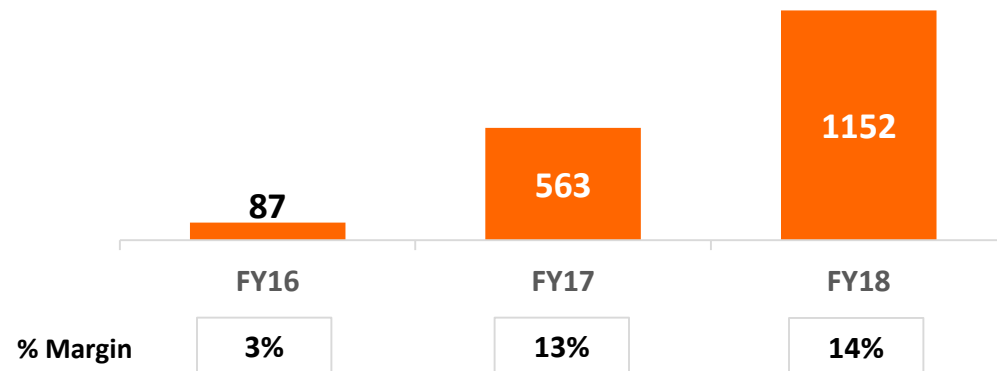
Consolidated Revenue (INR Mn)



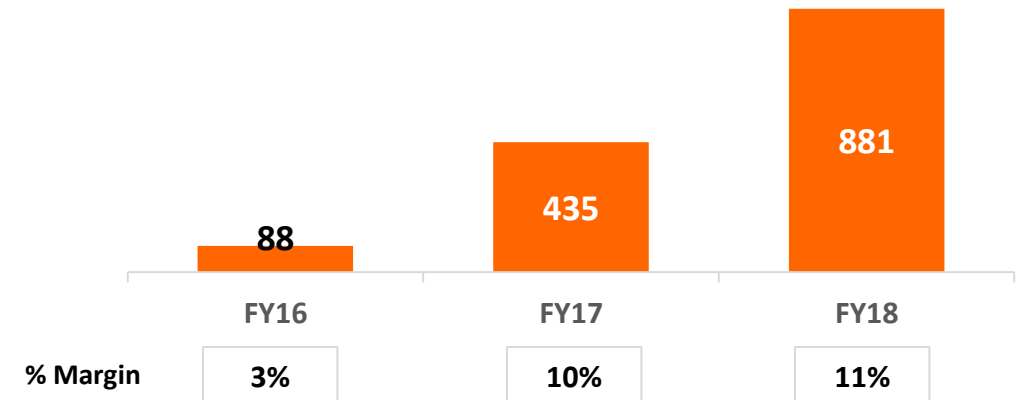
Consolidated EBITDA (INR Mn)



Consolidated PBT (INR Mn)

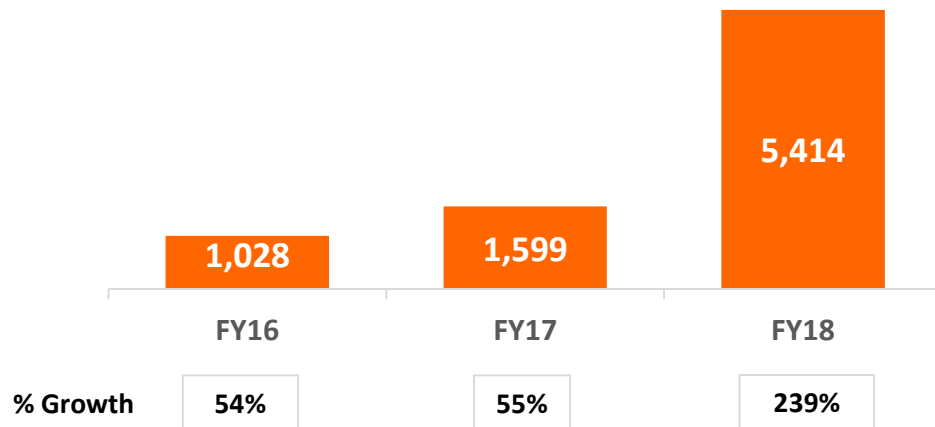


Consolidated PAT (INR Mn)

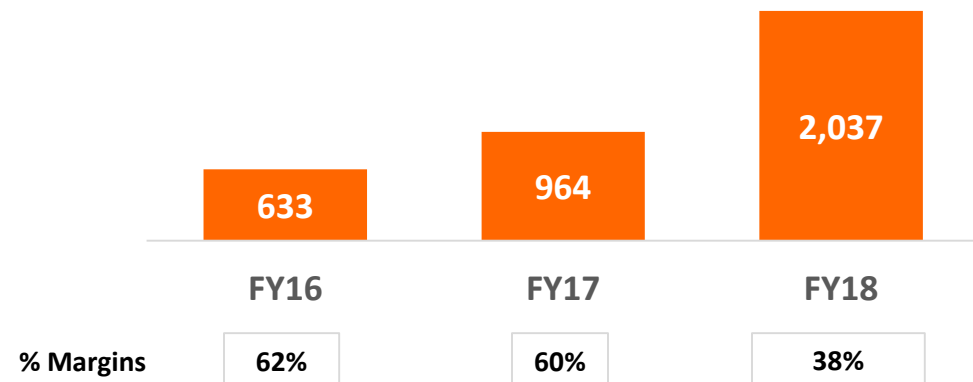


... Led By Strong Service Segment Growth Comprising Our Web Offerings ...

Service Segment Revenue (INR Mn)



Service Segment Result (INR Mn)



Revenue Split FY18

Transaction Revenue
>
Subscription Revenue

Service Segment – Key Metrics

>400,000

IWS Merchants

INR 215.5 Bn

Payments Processed
>75% growth in FY18 vs. FY17

100+ Mn

Successful Payments

8+ Mn

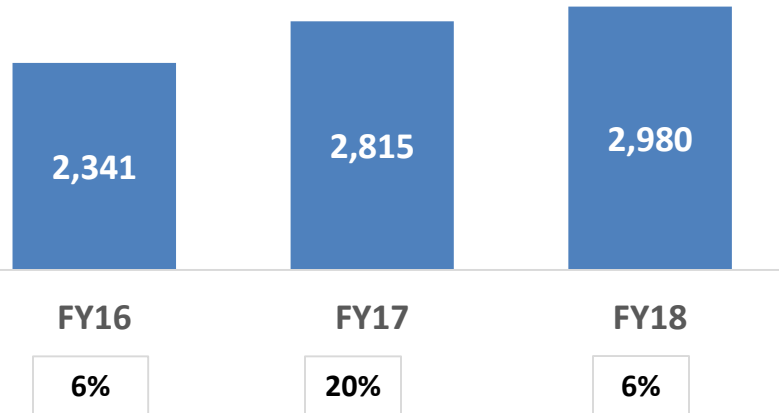
CCAvenue Checkout users
with Cards on file

Service Segment Drivers

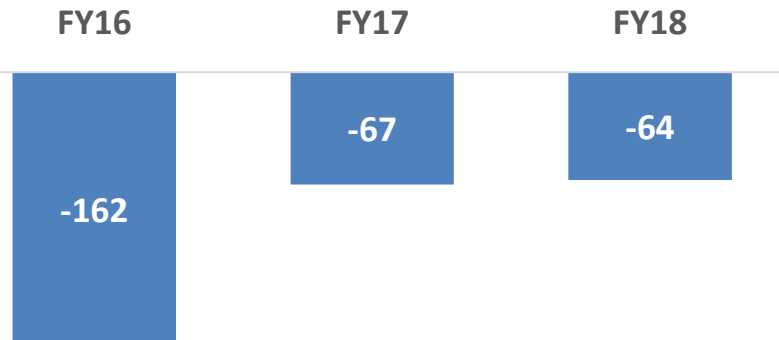
- Revenue model evolved from Subscription model to a **Transaction Based Pricing Model** to scale revenues
- Strong, and low cost customer acquisition model
- Government e-Marketplace;
 - Largest Marketplace in India to be managed by Infibeam
- BillAvenue – Bill Payments
 - Facility for every individual to digitally pay bills
 - Millions of Bills generated daily

... And Consistently Ensuring Low Cash Burn in Products Segment Comprising Our Marketplace

Product Segment Revenue (INR Mn)



Product Segment Result (INR Mn)



Product Segment – Key Metrics

8Mn
Active Users

40+
Product
Categories

Thousands
of Merchant
Sellers on Platform

15 Mn+
SKUs

Product Segment Distinguishers

- Infibeam.com has distinguished itself in the e-commerce landscape by maintaining **Steady Growth Without Cash Burn**
- Asset Light Inventory Model
- Focus on supply chain of product tail for brands
- Serves as low cost merchant acquisition platform for offering our web-based Platform & Payments services
- Identified and Established a path to build on profitable growth in product segment

The opportunity for us alone in B2B is higher than the entire B2C ecommerce industry in India

Infibeam Incorporation Ltd

- FY18 NPV: INR 215.5 Bn
- Profitability (FY18 PAT): INR 881 Mn

Opportunity:

- **GeM:** Addressable Market Size \$100 Bn
- **BBPS:** Industry size >\$125 Bn (RBI estimates)

E-Commerce Industry – India

- GMV CY17 - ~\$40 Bn (ASSOCHAM-Deloitte)
- GMV 2026 - ~\$200 Bn (Morgan Stanley estimates)

We Believe The Industry Dynamics Are Improving and Will Get Favourable For A Strong Future Growth

Strong Industry Potential

- Expected to grow to \$80 Bn* by 2021 from \$48 Bn in 2017
- Indi's ecommerce market to become \$200 Bn^ by 2026
- Growing at 19%YoY and projected to grow further

Growing Digital Adoption

- Large untapped SME base gradually adopting digital avenues for business
- More than 50% of ecommerce transactions are through mobile devices

Government's Digital Push

- GST & e-Way bill to benefit Warehousing & Logistics
- Strong headroom for Digital Payments in cash dominant India

This Is Just The Beginning of The Emergence of A New Digital Era In India

Strategic Growth Drivers

Leveraged the Asset light & Scalable platform for growth

Strong Adoption of all-in-one IWS Solutions By Merchants

Strong value proposition for merchants

No. of Merchants on platform: 94,109

IWS merchants *: >400,000

8 Qtrs. Monthly Avg addition: 1500+

* Registered and Active merchants using IWS where the company records transaction based revenue

Majority of the Merchants

on our platform

use more than one IWS solution

- Unicommerce's warehouse management system and omni-channel solution will significantly enhance our **Platform** proposition to our existing merchants and potential merchants in India and International markets
- Additionally, acquisition of international payments processor in Middle East, will provide an opportunity to Infibeam to increase its revenue share from existing clients and offer end-to-end e-commerce solutions

Building on Strong Value Proposition after addition of Unicommerce and International Payments

Acquiring Unicommerce Will Improve Value To Merchants

Among the market leader in warehouse management systems and omni-channel solutions

The Deal

- Acquiring 100% in Unicommerce from Jasper Infotech, which owns Snapdeal
- Infibeam will issue Optionally Convertible Debentures on preferential basis to Jasper Infotech valued upto INR 1200 Mn

Advantages to Infibeam

- A comprehensive solution will offer higher & sticky business from the merchants and will increase revenue per merchant
- Can be installed as POS converting each store into a Logistics Center
- Solution can be offered to GeM Sellers
- CCAvenue Payments can be integrated
- Higher Revenue per merchant

Value Proposition

- Provides end-to-end warehouse and inventory solutions for brands and online sellers, in India and International
- Can integrate with marketplaces, logistics providers and ERP systems
- Serves manufacturers, wholesalers, distributors, retail chains, and individual store owners
- Many sellers, leading brands and e-commerce players are clients

Philosophy

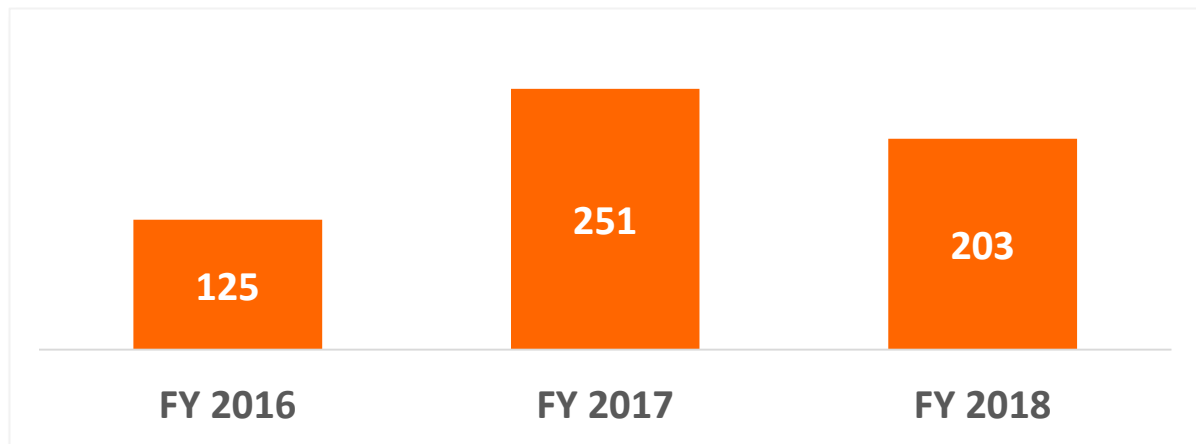
- Shares Infibeam's philosophy for growth: Profitable growth
- One of the few profitable companies in India in SaaS industry

Plan to create India's largest e-commerce enablement ecosystem for businesses

More About Unicommerce

Strong client portfolio, End-to-End offering and profitable business

Revenue (INR Mn)



Note: FY 17 revenues higher due to one time revenue from client (Snapdeal).

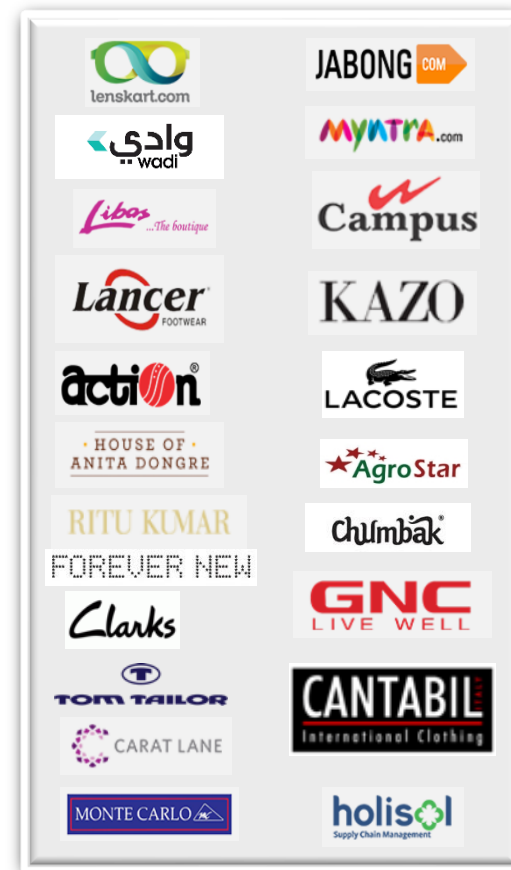
Key KPIs

>100 Mn
Transactions
processed in a year

>10,000
Sellers have used
the Platform

>100
ERP Integrations

Key Clients



Profitability

**EBITDA
Positive**

**PAT
Positive**

Revenue Model

Transactional

Strong KPIs, Top Clients And Being Among Market Leaders Would Allow Us To Scale Rapidly

CCAvenues' Acquisition Strongly Complements Our Platforms

Strong merchant portfolio, comprehensive payment options and neutrality drives growth

Net Payments Value

Q4FY18: INR 70.6 Bn
FY18: INR 215.5 Bn
(Up >75% YoY)

Successful Transactions

FY18: 100+ Mn

International Expansion

Acquisition of International
online payment gateway
provider in Middle East

Newly added clients in FY18

Taj, Oberoi, Airtel, Reliance Jio, Idea, Indigo,
Vistara, Emirates, Bajaj Finserv, Ashok Leyland,
Honda Assure, Maruti Insurance, Vivo and more

Growing use of digital payments will significantly contribute to both transaction volume and value

Scalable Business Opportunities

Digitally Powering Merchants in India and Globally

IWS Scalable Opportunities

- **Government contracts**
 - GeM, NSDC
- **Utility: Bharat Bill Payment System**
 - CCAvenue payments to build large presence in Utility through BBPS
- **Hospitality**
 - Close to 1,000 hotels utilising our Centralised Reservation System (CRS) to offer hotel inventory to various channels comprising brands own website, OTAs, GDS, IDS Offline OTAs
- **Financials**
 - Exclusive remittance portals for top Indian and International financial service providers

Can GeM Become The Largest Marketplace In India ... ?

Infibeam is The Only E-Commerce Company to be Awarded for Government's online procurement

- General Financial Rules makes it compulsory for all government departments to procure items and services from GeM portal
- Infibeam's revenue is linked to the order value of every transaction
- Opportunity exists for Infibeam to integrate its Digital Payments on GeM
- Opportunity exists for Infibeam to offer various ecommerce solutions to Sellers; SaaS stores, order & inventory mgmt., online payment, etc.

GeM statistics # (www.gem.gov.in)

Order Value
c.INR 80 Bn

Orders

462,340

Govt. Buyers

23,125

Sellers & Service
Providers

110,756

As of 30 May 2018

Potential Exists For GeM To Become The Largest Marketplace In India To Be Powered By Infibeam

BBPS gives opportunity to target the vast Bill Payments market

Significant potential to be tapped by CCAvenue with negligible presence earlier

BillAvenue Network

- **250,000 active agents** in 1200 cities & towns across India
- **Over a dozen billers** registered including Gurugram municipal corporation, GAIL (Gas Authority of India), Baroda Gas, Dish TV, etc.
- **On-going registration** of agents and billers

Industry Statistics (Source: NPCI)

- 31.5 Mn transactions in March 2018, **up 75% YoY**; c.1 Mn every day
- Value of transactions **up 165% YoY** to c.INR 30 Bn; c.INR 1 Bn every day
- 75 billers on board and 21 billers expected to join soon
- 1.7 Mn agents on-boarded
- 61 Bank & 10 Non-Bank entities on board

Industry Growth Drivers

- By the end of 2016, 70% of the bill payments were done using cash or cheque. *
- It is estimated that the size of bill payments market in India is projected to reach INR 9.4 Tn by 2020. #
- All bill payments including payment for financial services & education, in future, to be linked

\$ BBPS = Bharat Bill Payments System

* (Electronic Payment System, RBI, published Dec 2017)

(Ken Research, India bills payment market outlook 2020)

Opportunity Exists For BillAvenue To Become The Largest Bill Payments Processor In India

P2P Remittance Platform

Transaction Based Opportunity from Online International Remittances



B2B, bank grade, customized
remittance platform for
banks/financial institutions

White Label remittance platform built for top banks and Fis in India
More in the pipeline



B2C, global remittance /
payment solution

Global Consumer Remittance Market is Enormous

\$586 Bn

Est. global consumer
remittances in 2015

\$260 Bn

Flowing to the top 10
countries (#1 India, #2
China, 3# Philippines)

5%

Annual growth rate in
global remittances in
near term

90%

Est. market share with
traditional players. Less
than 15% is digital

Digital remittance players will win the market

Q4 FY18 - Financial Performance

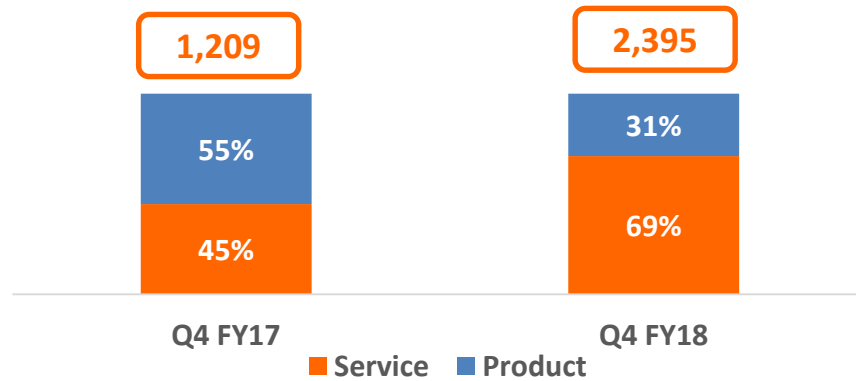
Revenue growth buoyed by increasing transactions on the platform

led by strong growth in platform and payments

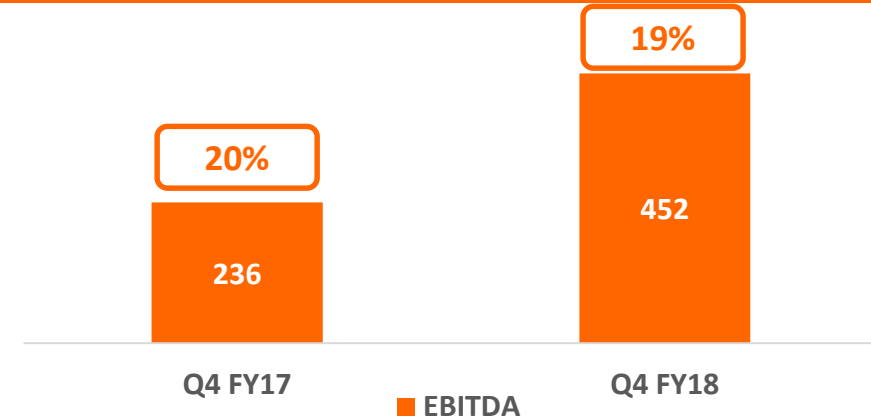
	Scale	Revenue	Impact
SERVICE	71 Bn Processed Transactions Value (INR)	1,655 Mn Service Revenue (INR) (Jan-Mar FY18)	38% Segment Result in Q4 FY18
	21 Mn Transactions on our Platform		
PRODUCT	8 Mn Active Users on Infibeam.com ²	740 Mn Product Revenue (INR) (Jan-Mar FY18)	10% Gross Margin in Q4 FY18
TOTAL	15 Mn+ SKUs offered on infibeam.com ¹	2,395 Mn Total Revenue (INR) (Jan-Mar FY18)	19% EBITDA Margins in Q4 FY18 ³

Note : (1) As of March 31, 2018, Registered merchants on platform are 94,109 (2) As of qtr ended March 31, 2018 , based on last login in the immediately preceding 12 months; (3) as reported in financials

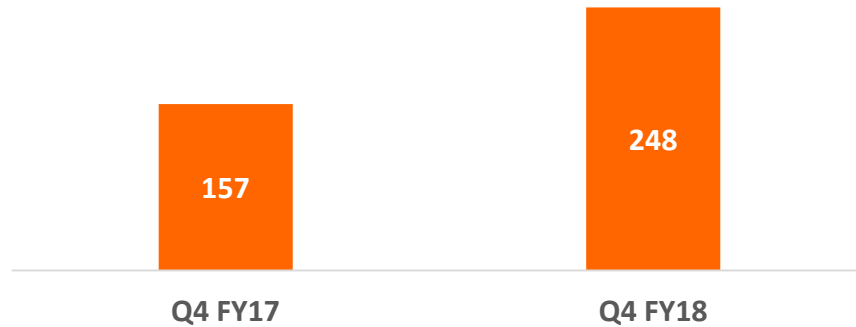
Revenue (INR Mn) and Composition %



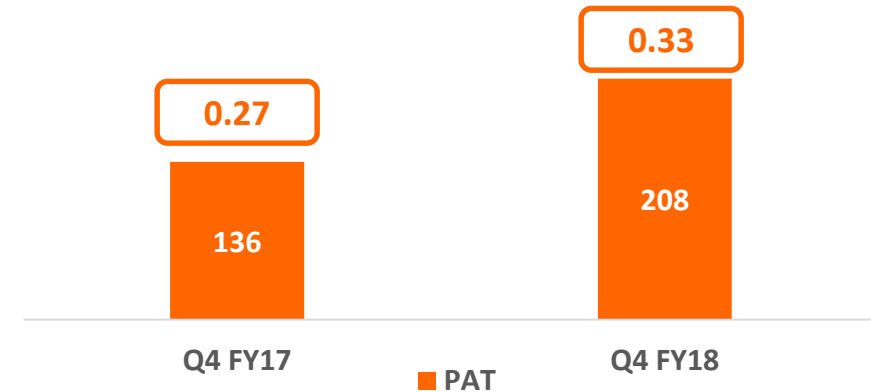
EBITDA (INR Mn) and EBITDA Margin (%) *



Profits Before Tax (INR Mn)



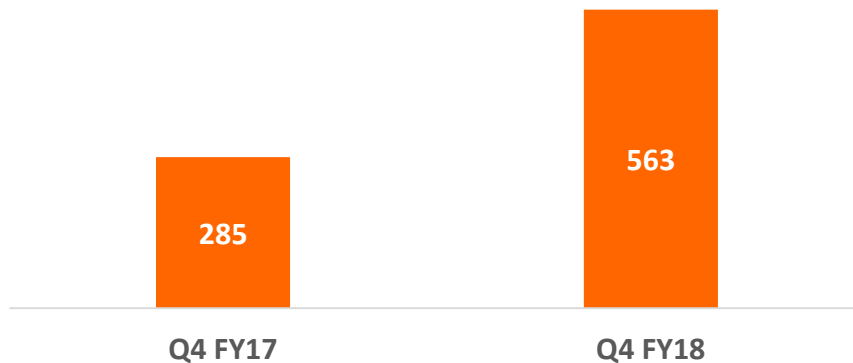
Profits After Tax (INR Mn) * and EPS (INR)



Services Segment – IWS Platform

- Q4 FY18 Revenue grew >200% YoY to Rs. 1,655 Mn
- Q4 FY18 EBITDA grew 98% YoY to Rs. 563 Mn

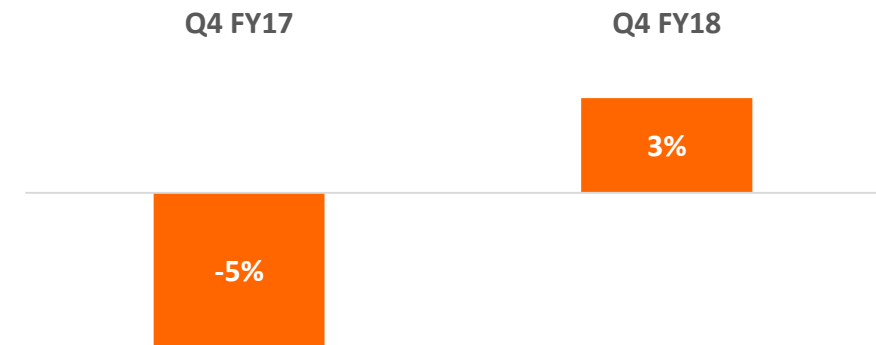
Services Segment EBITDA (Rs. Mn)



Product Segment – Marketplace Platform

- Q4 FY18 revenue grew 10% YoY to Rs. 740 Mn
- Q4 FY18 Gross Margin at 11% compared to 4% in Q4 FY17

Product EBITDA (as % of Revenue)



- Infibeam further rewards its shareholders with final dividend, after rewarding in 3QFY18 with an interim dividend
- Board of Directors have recommended a final dividend of 10%
- Total dividend for shareholders during the year 2018 is 20% on face value of INR 1 each

- **Build leadership and expand in Platforms and Payments in India and International markets**
- **Broaden & Grow merchant base and payments volume**
- **Scale up revenues by growing more Transaction based revenue streams**
- **Build new revenue streams**
- **Focus on profitable revenue growth**

THANK YOU



For more information on company visit:
www.infibeam.ooo
www.ccavenue.com

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