



November 15, 2017

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



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# AGENDA

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Key Q2 FY18 Highlights

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About Infibeam

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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

## Revenue

**1223 Mn**  
 Service Revenue (INR)  
 (Jul-Sep FY17)

## Impact

**38%**  
 Segment Result in Q2 FY18

SERVICE

PRODUCT

TOTAL

**8.05 Mn**  
 Active Users on Infibeam.com<sup>2</sup>

**794 Mn**  
 Product Revenue (INR)  
 (Jul-Sep FY17)

**3.86%**  
 Gross Margin in Q2 FY18

**15 Mn+**  
 SKUs offered on infibeam.com<sup>1</sup>

**2016 Mn**  
 Total Revenue (INR)  
 (Jul-Sep FY 17)

**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



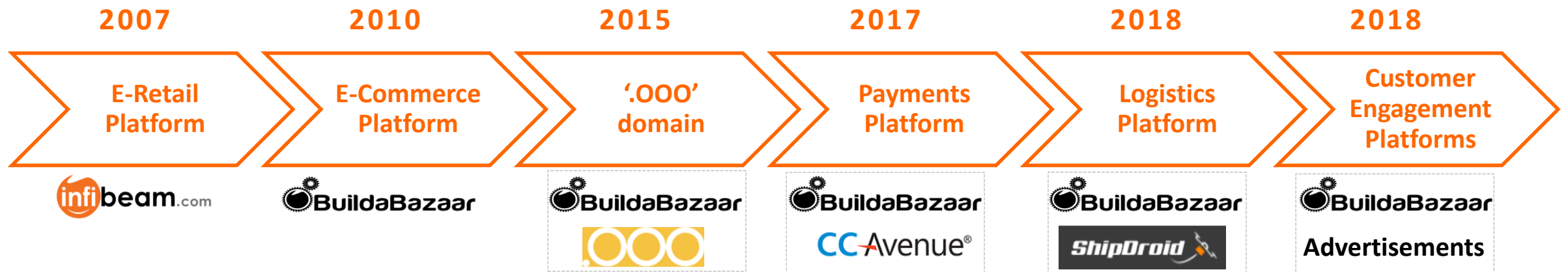
# BUSINESS SEGMENTS AND REVENUE MODEL

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

	Product Segment	Services Segment
<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>   </div> <div>   </div> <div>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 a 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*

Subscription  
revenue



Subscription + Transaction  
revenue

# 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

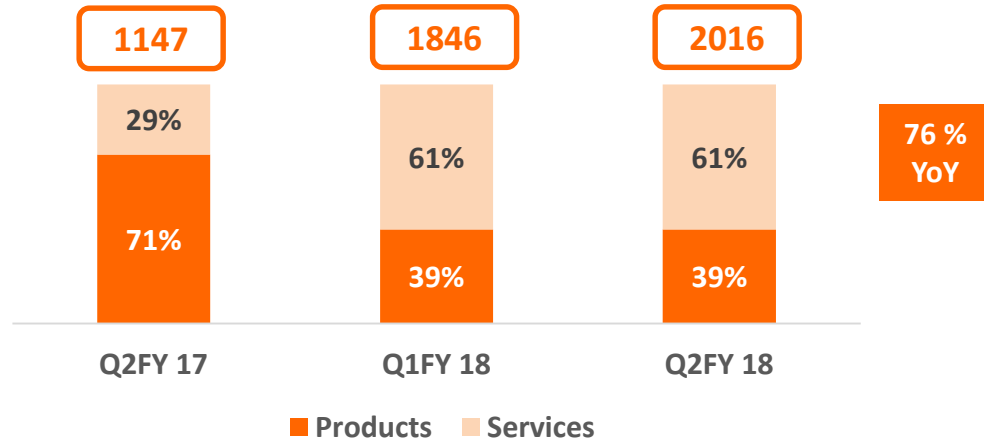
Particulars (Rs. mn)	Q2-FY18	Q2-FY17	% YoY	Q1-FY17	% QoQ
Revenue	2016	1147	76%	1847	9%
EBITDA	404	213	90%	364	11%
PBT	286	136	110%	242	18%
PAT	215	78	176%	197	9%
EPS	0.35	0.15	133%	0.30	17%

## Balance Sheet

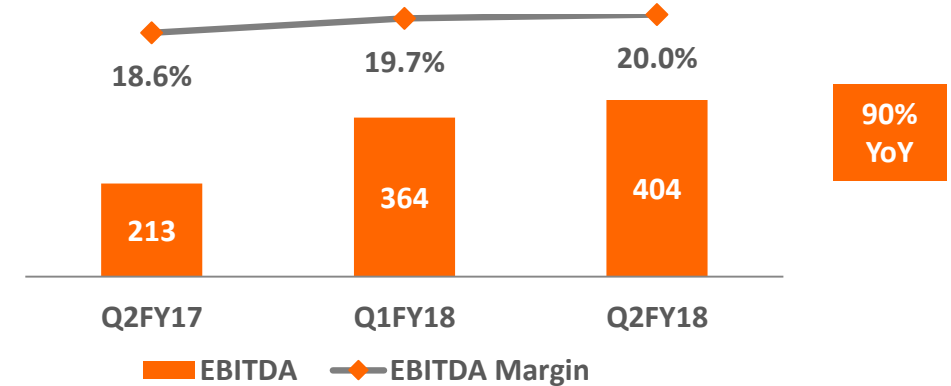
Particulars (Rs. mn)	Sep-17	Mar-17
Net Worth	26,162	7,818
Total Debt	309	1,362
Fixed Assets	21,903	2,109
Net Current Assets	3,392	3,768
Cash	2,989	3,067

# Q2 FY18 - CONSOLIDATED FINANCIAL PERFORMANCE

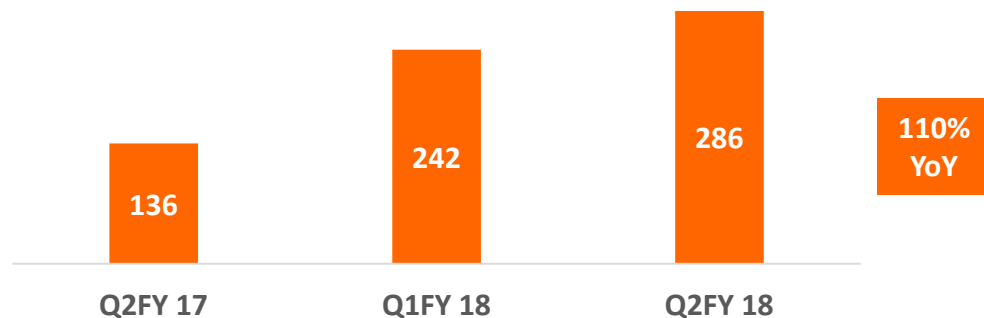
Revenue (Rs. Mn) and Composition %



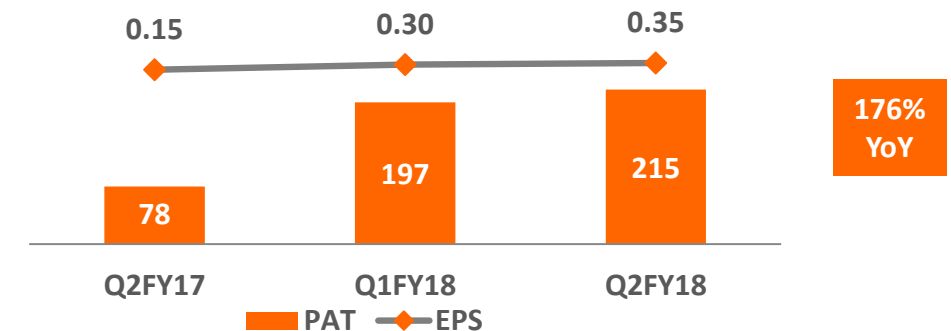
EBITDA (Rs. Mn) and EBITDA Margin (%)



Profits Before Tax (Rs. Mn)



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



# Q2 FY18 - KEY SEGMENTAL HIGHLIGHTS

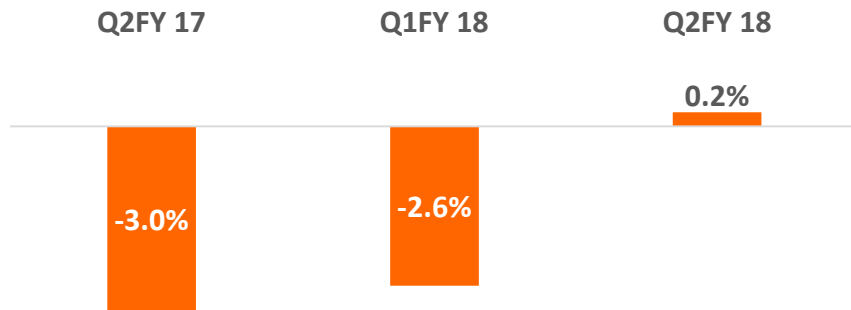
## Infibeam.com – Marketplace Platform

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

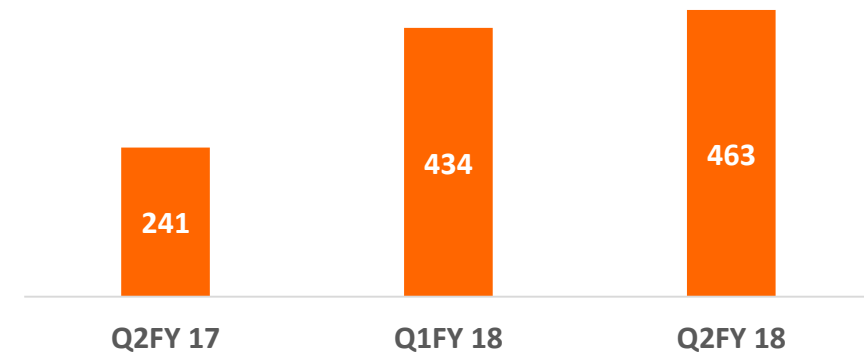
## Services & Transaction Segment – IWS Platform

- 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

#### M-Wallet

- m-wallet TPV ↑ 5.5x; INR 82 Bn in FY15 to **INR 532 Bn in FY17. (RBI)**

#### Prepaid Instrument

- Due to inter-operability allowed by RBI, use of **PPI's can move to 30-40%** from current 10%.

#### Digital Payments

- As per Google-BCG, **digital payments market will touch \$500Bn**

# 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

India

City

Tuticorin

Property

GRT Regency Tuticorin

Arrival Date

Mon, July 27, 2015

Departure Date

Tue, July 28, 2015

Nights

1

Rooms

1

Discount Code

View All

[Home](#)
[About](#)
[Rooms](#)
[Wine & Dine](#)
[Banquets](#)
[Facilities](#)
[Contact](#)

[Cancel Reservation](#)
[English](#)

**GRT Regency Samera Vellore**

145,  
Green Circle,  
New Bypass Road,  
Vellore  
632004 India

Check-In Time - 12.00  
Check-Out Time - 12.00

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

Country: India
City: Vellore
Property: GRT Regency Samera

Arrival Date: Fri, August 14, 2015
Departure Date: Sat, August 15, 2015

Discount Code:

Nightly: Rooms: Adults / Room Currency:

### AVAILABILITY CALENDAR

August 2015

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

September 2015

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			


Rooms Available
No Availability
Current Selection

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## Search Rooms

## EVENT REGISTRATIONS




Industry's Leading Online Registration & Payment Gateway Solution

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### 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
- ▶ Recieve 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
- American 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 Renminbi
- 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

**Aggregate Product Tail**  
– For better Margins

Coverage across  
**16,000** pin codes

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

**Strategic  
Initiatives**

Add 75  
logistics  
centres

Own fleet  
of delivery  
vehicles

Centralized  
logistics and  
delivery  
control  
processes

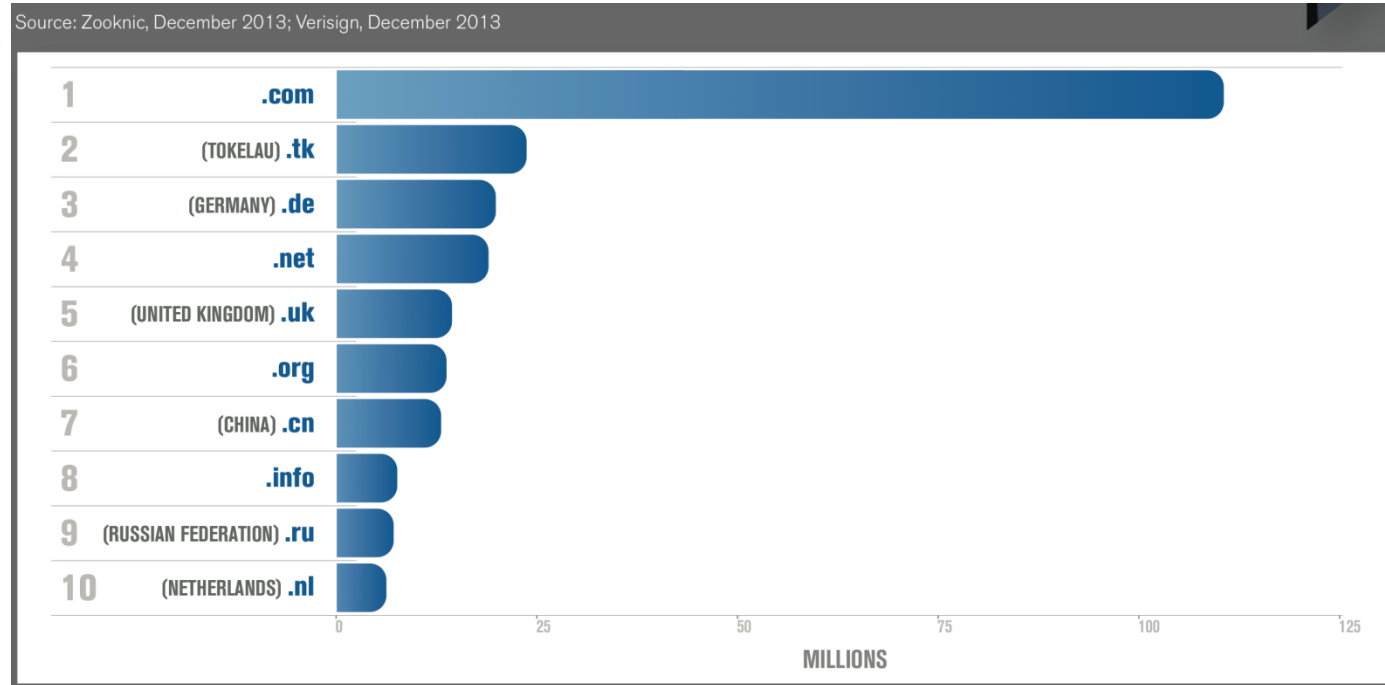
Rationalize  
delivery  
routes

Optimize  
load  
factors

Fully integrated  
& cost effective  
fulfilment  
services to  
merchants



## “.000” OPPORTUNITY

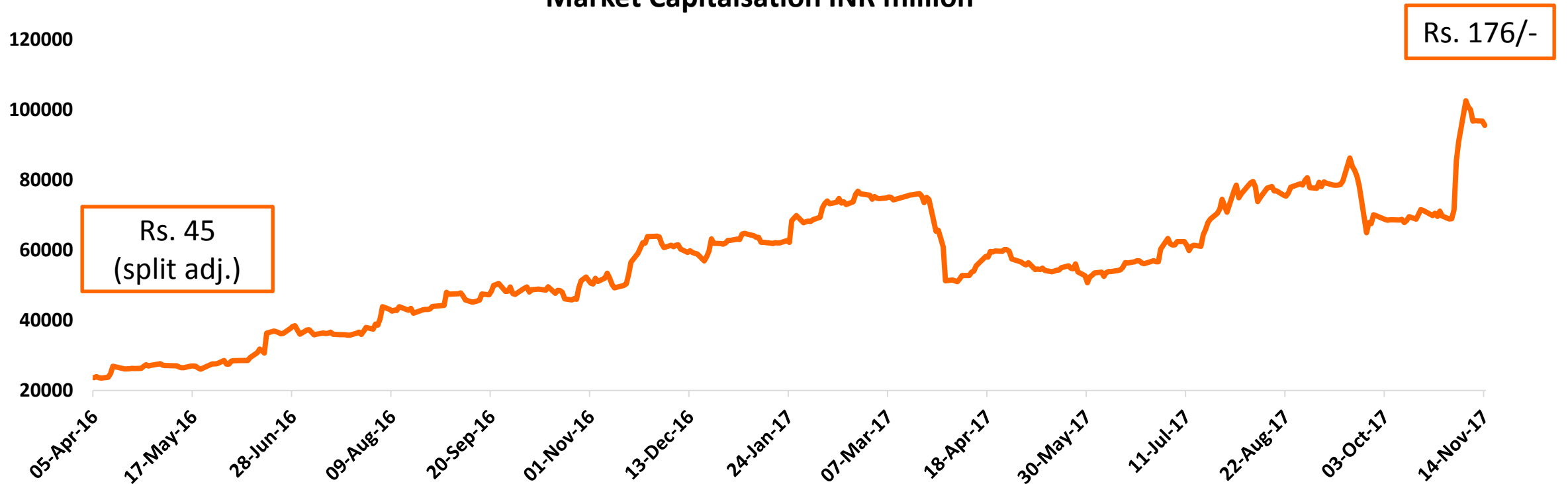


- About **300 mn domain names registered** across all TLDs to date
- Infibeam being a web-service platform company is in **best position to offer “.000” domains through registrars and direct to consumers**
- We are **already integrated into >100 registrars** globally
- We have Established a **Unique & Verified Digital Identity Platform** on the .000 Domain

# SHAREHOLDERS VALUE CREATION

# SHAREHOLDERS VALUE CREATION

Market Capitalisation INR million



Source: BSE

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



# THANK YOU



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