



November 14, 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: Press Release on Unaudited Financial Results for the Quarter and Half Year ended on September 30, 2017**

In compliance of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to enclose a copy of Press Release on Unaudited Financial Results for the Quarter and Half Year ended on September 30, 2017, issued by the Company.

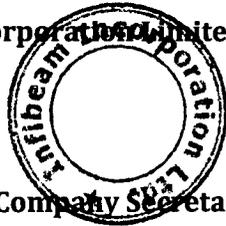
Request to kindly take the same on your records please.

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)



## Infibeam Delivers Strong Growth in Transaction Volumes

### E-Commerce Platform leading higher E-transactions: 110 % growth in PBT Q2 FY18

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#### Key Financial Highlights

- Consolidated Q2 FY18 revenue grew 76% year-on-year to INR 2016 million
- Consolidated Q2 FY18 PAT grew 177% year-on-year to INR 216 million
- Services Segment maintains growth momentum. Revenue grew 264% year-on-year; EBITDA stands strong at 38%
- Transaction processed on our platform in Q2 FY18 grew to INR 45.80 billion (INR 4,580 Crores)
- Number of transactions processed on our platform in Q2 FY18 were 26.6 million
- Number of Merchants on the platform at 82,138; up 34% year-on-year

#### Key Developments

- Bagged contract from Adani Wilmar, part of Adani Group, to maintain an online omni-channel ecommerce platform, “Fortune Online”, with integrated logistics
- ‘Government e-Marketplace’ (“GeM”) under web services vertical to fuel revenue
- Infibeam’s Payments platform, CCAvenue, continues high growth performance
- Consolidation of operations and shifting of corporate office to GIFT tower Two located in GIFT City

**Ahmedabad 14, November 2017:** Infibeam Incorporation Limited (BSE: 539807; NSE: INFIBEAM), today announced its financial result for the quarter ended September 30th, 2017. Infibeam Web Services continues its upward journey while Infibeam e-retail platform maintains stability without burning cash. Operating Margins (EBIT) for the company remain stable to growing signifying our ability to manage our operations with optimal use of resources and managing our costs very well.

We are scaling up our revenue mode from primarily subscription based revenue model to ‘subscription & transaction’ based revenue model with addition of payments, whereby there are earnings from online platforms and payments. The Company’s focus is to earn revenue on every transaction executed on our platform including earning the recurring subscription income on our SaaS based platforms.

Infibeam’s consolidated revenue and profits has significantly increased during the September 2017 quarter due to our increasing focus on the fast growing Infibeam Web Services segment. This segment and has grown 92% YoY with 38% EBITDA margin. The revenue contribution from IWS Segment has increased to 61% in Q2FY18 from 29% in Q2 FY17.

**Commenting on the Q2 performance, Vishal Mehta, Managing Director at Infibeam, said:** *“We have transformed our revenue model which now focused more on transaction based earnings along with subscription based earning giving us an opportunity to earn on every transaction executed on the platform. This will be our driver for growth. I am also excited about the partnership with large brands to bring their products online on our platform. This signifies our strengths in the ecommerce technology space where we provide complete support*



to our customers to entirely build their business online with all services offered under one roof.”

### Consolidated Financial Highlights: Q2 FY18 vs. Q2 FY17 and H1 FY18 vs. H1 FY17

(INR in million)

	Q2 FY18	Q2 FY17	% change	H1 FY18	H1 FY17	% change
Service Revenue	1223	336	264%	2344	658	256%
Product Revenue	793	811	(2)%	1519	1520	0%
Total Revenue	2016	1147	76%	3863	2178	77%
EBITDA	404	213	90%	768	382	101%
PAT	216	78	177%	413	175	136%

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

<b>GeM</b>	<ul style="list-style-type: none"> <li>• Will be the biggest marketplace in India running on Infibeam’s platform</li> <li>• Estimated transaction size INR 5-7 Tn (~US \$ 100Bn)</li> </ul>
<b>CC Avenue</b>	<ul style="list-style-type: none"> <li>• Growing at 3 year CAGR of 70%+ in NPV, CC Avenue payments used by more than 80% of the ecommerce merchants</li> <li>• H1 FY18 processing volume at INR 90.8 Bn (~US \$ 1.4 Bn)</li> </ul>

### Business Segment Highlights:

#### A) Infibeam Web Services.

As percentage of revenue IWS contribution has increased to 61% in Q2 FY18 from 29% in Q2 FY17. EBITDA margin of Q2 FY18 was 38%. Number of transactions processed on our platform in Q2 FY18 were 26.6 Mn.

The Service Segment comprising subscription and transaction revenues has registered a very strong growth mainly due to large number of transactions flowing through our platform generating higher transaction revenue in addition to new merchants added on the platform resulting in increased revenue from subscriptions as well.

**Commenting on the Q2 FY18 IWS Performance, Vishal Mehta, said:** “The transaction based revenue model enabled by payments and platform has helped IWS to post strong growth. We see immense potential to scale this business as ecommerce grows in India and as we build our footprint in the international market.”

Our transaction based drivers are government contracts, large brands and retailers, marketplace as well as payments platform.



Our IWS segment is seeing a good traction for its platforms business from businesses of all sizes. Under the platform based operations, Infibeam has been operating at low cost acquisition strategy of acquiring large numbers of merchants without incurring higher operating expenditure. For example; our recent merger of CC Avenue as well as expanding our platform thru “aggregators” including Telcos and Government allows us to acquire its B2B customers for offering platforms at negligible acquisition cost. We will have access to a very large number of seller organisations to whom we can offer our platforms. The low-cost operations model is resulting in higher EBITDA, making it one of the most profitable technology based digital marketplace service provider, across the world. Our payment business through CC Avenue is also seeing a huge traction in its business and is poised for a strong growth on the back of various digital developments in India.

In the Domestic Infibeam web services business, Infibeam has now added a strong government vertical. The Company has been awarded a prestigious contract by Government of India to design, develop and implement the Government e-marketplace (GeM). Recently, we have also executed an agreement with Adani Wilmar to develop an online ecommerce platform for its products.

The Company’s successful inroads into the International market through prestigious associations with companies and aggregators like Saudi Telecom Company and Sears by offering our Web Services is part of our international expansion strategy. We see a huge opportunity from these channel partners (“aggregators”) to establish ourselves in the international market which is a very lucrative market in terms of earning potential. We are looking forward to a huge opportunity by offering our end-to-end ecommerce platforms from technology to delivery in domestic and international market to businesses, enterprises and the government.

We are focussed on growing our Platforms along with Payments and logistics in India and in International markets as this is a scalable business. The integration of platforms, payments and logistics along with other value-added services is helping us in strongly building our IWS segment. We are constantly thriving to improve and innovate our services and deepen our technology to offer the best experience to our merchants in India and in International markets. We have also developed multi-lingual, multi-currency and multi-logistics capabilities. These multiple all-in-one solutions serve as one-stop-shop for our merchants looking to build a robust ecommerce platform. These capabilities will significantly drive growth for Infibeam.

## **B) Infibeam E- Retail Platform.**

The multi-channel and multi-category online shopping business of Infibeam, which is operated from the e-Retail platform, Infibeam.com, stayed contribution positive and registered revenue of INR 794 Mn. The company had 8.05 million active customers at the end of Q2 FY18.

The asset light low inventory model significantly saves operational cost and helps to conservatively use cash and register profits rather than burning cash, as is the case with most other online marketplace companies. The combined efforts of operational and logistic efficiency have assisted company in improving the margins.



## **Key Strategic Initiatives and Business Outlook**

The Company has taken several key initiatives and executed several projects both for domestic and international market with an aim to accelerate business expansion. Our portfolio comprising customers including government, brands and retailers, theme parks, educational institutions as well as small business helps us to build a strong experience across customer groups to deliver our platforms to businesses of all size in India and in International markets with deep technology understanding. Some of the key strategic initiatives have been highlighted below offering great opportunity for us to grow.

- **Infibeam awarded a contract from Adani Wilmar to develop an online ecommerce platform for its products**

Infibeam executed an agreement with Adani Wilmar to develop, integrate, implement and maintain an online ecommerce and mobile platform with integrated logistics framework for on demand customer purchase of Adani Wilmar Products.

"Fortune Online" will be an exclusive B2Ccommerce platform which will enable customers to select and purchase of Fortune brand products by using this application for delivery at homes.

- **Government e-Marketplace' ("GeM") under Infibeam web services to fuel revenue**

The government of India floated a request for proposal ("RFP") for the selection of a managed service provider for design, development, implementation, operation and maintenance of GeM. Infibeam along with consortium partner has been selected by the Government of India to run the GeM platform from where they purchase goods and services. The portal will fulfil the procurement needs of central and state governments, ranging from laptops and air conditioners to furniture and daily use items such as stationery, as well as services like taxis and florists. As per the report the estimated procurement of goods and services by the central and state governments worth over INR 5-7 trillion (~US\$100 billion) every year.

- **Infibeam's Payments platform, CCAvenue, continues showing stellar performance**

CC Avenue has grown exponentially recording over 50% growth in the last three years. It processed transactions worth 45.79 billion in Q2 FY18 (vs. FY17 annualized at INR 122 billion).

Digital Payments in India is big opportunity for incumbents like CC Avenue that has a strong network of merchant relationship. 85% of the ecommerce merchants are powered by CC Avenue. CC Avenue offers 240+ payment options in India and will soon have the Bharat Bill Payments Systems (BBPS) which will further strengthen its position in the payments for utility and services transacted from its platform. The company also has ability to process payment transactions in 27 currencies.

The combined company will have a powerful synergy in the form of providing a complete e-Commerce platform fully integrated with payment gateways, supply chain logistics, data



analytics, social media marketing and advertising platforms, making it a unique one-stop-shop e-Commerce service provider in the world.

- **Consolidation of operations and Shifting of Registered office to GIFT Tower Two located in GIFT City, Gujarat**

To consolidate the operations and to provide necessary operational efficiency and other benefits, the Company had invested in GIFT City. Moreover, the investment in this location along with the data centre buildout allows the Company to scale our business for the next 3 years without requirement for additional capacity.

The Company has already moved operations to GIFT CITY.

### **About Infibeam**

Infibeam is a leading cloud-based omni-channel e-Commerce platform provider offering end-to-end e-Commerce solutions to small and large merchants, enterprises and government. We cater to customers across business verticals, and our customers in India include most of the marquee names. Infibeam powers merchants' e-commerce through its Infibeam Web Services including BuildaBazaar platform technology, digital payment services through 'CC Avenue', logistics solution and also offers many value added services on the platform like data centre, data analytics, customer acquisition solutions, social media marketing, advertisement portals, domain services, among others on a customised (web-based) platform for transitioning and transforming the business effortlessly using technology for enabling business online.

Infibeam also owns and operates a multi-category (mobiles, cameras, computers & accessories, electronics, apparels, grocery, books, and many more) and multi-channel (website, mobile app) online shopping website, called infibeam.com. It allows to list products and conduct purchase and sales online.

**For more information, visit [www.infibeam.ooo](http://www.infibeam.ooo)**

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### **Enquiries:**

**Media:** Shekhar Singh, Head of Corporate Communications | (M) +91 9825060991  
shekhar@infibeam.ooo

**Analysts and Investors:** Purvesh Parekh, Head of Investor Relations | (M): +91 9930554588  
purvesh.parekh@infibeam.net