



IntraSoft Technologies Ltd

BSE: 533181, NSE: ISFT

May 27, 2015

Intrasoft: Promoters

- Arvind Kajaria
 - Arvind graduated with a Bachelors Degree in Business Administration from Adelphi University, New York. He has over 27 years of experience in finance, accounting, marketing and management. He is a member of the international fraternity of Delta Sigma Pi, an award winner of Dale Carnegie Training and the former president of the Young Entrepreneurs' Organization, Kolkata.
- Sharad Kajaria
 - Sharad has over 18 years of experience in internet technologies and has been associated with guiding development of technology solutions that drive our business growth. His understanding of new media with an intuitive sense for how technology and community blend together has been instrumental in our Company's strategic technological initiatives.

Intrasoft Technologies Ltd.

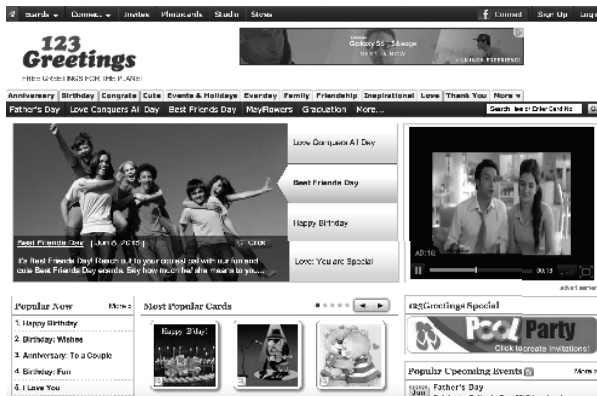
Consolidated Revenue

	Revenue (Rs. Cr.)	Y-o-Y %
Mar-10	29.20	
Mar-11	42.75	46%
Mar-12	66.28	55%
Mar-13	88.24	33%
Mar-14	149.54	69%
Mar-15	343.33	130%

Revenue Growth of 12x since IPO in 2010

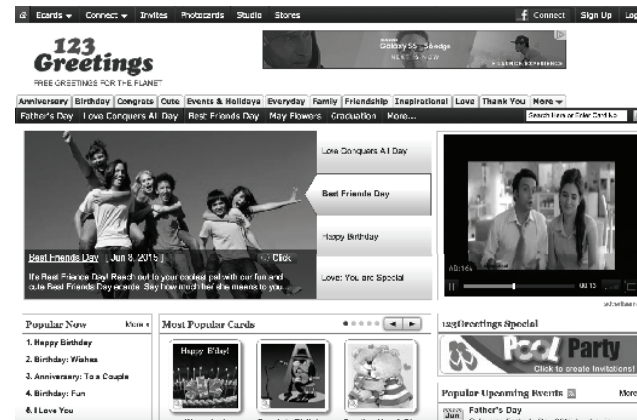
Our Businesses

- 123Greetings.com
 - Online Advertising
- 123Stores.com
 - Online E-Commerce Retail



123Greetings.com

- Early Pioneers, launched in 1997
- Leader in the E-greetings Category
- Business Model
 - Online Advertising
- Strategy
 - Promote user-generated content (studio)
 - Grow Mobile App traffic and revenue
- Revenues
 - FY2013-14 – Rs. 20 Cr.
 - FY2014-15 – Rs. 20 Cr.

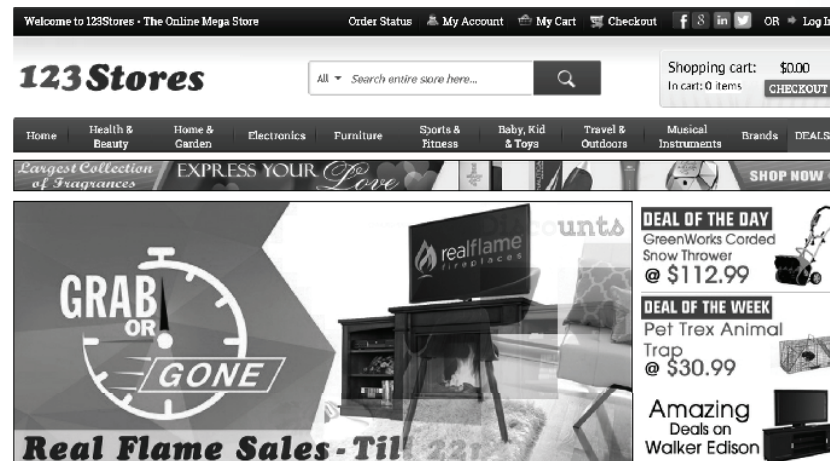


123Stores.com

- Launched in 2009
 - #392 on Internet Retailer 500 in 2015
 - #1654 on Inc. 5000 fastest growing US company
 - 13th fastest growing online retailer in the US

- Business Model
 - Online E-Commerce Retail

- Revenues
 - FY2013-14 – Rs. 128 Cr.
 - FY2014-15 – Rs. 323 Cr.



123Stores.com: Website

Welcome to 123Stores - The Online Mega Store Order Status My Account My Cart Checkout f 8 in OR Log In

123Stores All ▾ Search entire store here... Shopping cart: \$0.00
In cart: 0 items **CHECKOUT**

Home Health & Beauty Home & Garden Electronics Furniture Sports & Fitness Baby, Kid & Toys Travel & Outdoors Musical Instruments Brands DEALS

Largest Collection of Fragrances EXPRESS YOUR *Love* SHOP NOW





GRAB OR GONE

Real Flame Sales - Til 2/21

DEAL OF THE DAY
GreenWorks Corded Snow Thrower
@ \$112.99

DEAL OF THE WEEK
Pet Trex Animal Trap
@ \$30.99

Amazing Deals on Walker Edison



123Stores.com: Catalog

- Over 200,000 products for sale on the site.
- Products sourced from over 1300 brands
- Adding 10,000 new products every month
- **Top 5 Product Categories by Revenues (FY2014-15)**
 - Furniture, Patio, Lawn & Garden 41%
 - Musical Instruments & Gadgets 14%
 - Home Improvement & Art Crafts 13%
 - Kitchen, Dining & Appliances 10%
 - Toys, Games & Baby 08%

123Stores.com: Operations

- 772,981 orders shipped out in FY2014-15
 - (254,670 orders FY2013-14).
- Average Order Value in FY2014-15 = Rs. 4174
- Distribution Centers
 - East Coast (New York)
 - West Coast (Nevada)
- Delivery to 95% of US zip codes in 2-3 business days
- Partnerships with UPS & FedEx

123Stores.com: Inventory

- 76% of our sales ship from suppliers warehouse directly;
 - No holding costs
 - No storage costs
- 24% of our sales ship from our distribution centers;
 - Only stock the fast movers
 - Able to ship out large number of orders quickly
 - Better margins due to bulk purchase
 - As on 31st March 2015, Inventory at our warehouses was Rs. 12.13 Cr. and our trailing twelve-month inventory turnover ratio was 7.4 times.
- Cost of Goods Sold (COGS) as a percentage of our Sales decreased from 67.7% to 64.7%, an improvement of 3% on the total revenues.

123Stores.com: Sales

- Shop in Shop Partnerships with leading retailers
 - Reach a larger audience
 - Lower customer acquisition costs
 - Better discounts from suppliers
 - Efficient Logistics

- **Amazon.com**

- Working since 2010
- Largest partner in FY2014-15

- Amazon Canada

- Sears.com

- Rakuten (buy.com)

- **Ebay.com**

Working since 2011

2nd largest partner in FY2014-15

- Alibaba's 11main.com

- New Egg

- Bestbuy.com

IntraSoft Technologies Ltd

For further information, please contact

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