



## **PRESS RELEASE**



**Mumbai, November 5, 2014**

### **INTRASOFT TECHNOLOGIES LIMITED REPORTS** **128% GROWTH IN REVENUES FOR Q2 FY 2015**

IntraSoft Technologies Ltd. (BSE: 533181, NSE: ISFT) today announced its Unaudited Consolidated Financial Results for the Quarter and Half year ended September 30, 2014.

**Q2 FY2015 HIGHLIGHTS:** (All comparisons are with Q2 FY2014 figures)

- Total Income at Rs. 5,963 lacs up by 128 % from Rs. 2,612 lacs.

**MANAGEMENT'S STATEMENT**

The quarter has seen a meteoric rise in our US E-commerce business. Our growth in the E-commerce business can be directly attributable to the strength of our proprietary enterprise software. 123Stores is an online retailer which not only sells from its own website but also in partnership with other top USA marketplaces ("shop in a shop" format) like Amazon, Ebay, Rakuten, Bestbuy, NewEgg & Sears.

Overall quarter on quarter growth can be seen by observing the following key operational factors:

Particulars	Q2 FY 2015	Q2 FY 2014	Growth (%)
No. of Active Vendors	974	729	33.61%
No. of Listings of Products (in Lacs)	6.72	1.63	312.27%
No. of Products Offered (in Lacs)	1.72	1.27	35.43%
Orders Serviced (in Lacs)	1.19	0.40	197.50%

No. of Vendors who supply to us grew from 729 to 974. This was the result of our efforts to increase our catalogue. We now, as a result offer 171,538 products for sale. Number of listings grew to 671,810.



We are also pleased to report that during the quarter we entered the US Internet Retailer Top 500 list at 499.



Also, the Organisation Inc.5000 nominated us as the #1641 fastest growing privately held Companies in the US. (<http://www.inc.com/profile/123stores>)

We continue to focus on growing the business and re-invest the cash surplus's back into the business. As a result, in the short term, the bottom line may not correspond to the topline growth but we are confident that once economies have reached, it will yield even greater financial results.

123Greetings.com, ([www.123greetings.com](http://www.123greetings.com)), the online greeting card portal owned by the Company continues to perform well. The Company is focused on launching new products and a strong mobile presence to counter challenges faced by changing user behavior.

The quarter on quarter growth can be seen by observing the following key operational factors:

Particulars	Q2 FY 2015	Q2 FY 2014	Growth (%)
Mobile Apps Downloaded (in Lacs)	2.9	NA	NA
No. of Cards sent via Mobile App (in Lacs)	2.42	NA	NA
No. on Connect Registered User (in Lacs)	24.04	21.99	9.32%
No. of Invites Sent	6005	4363	37.63%

**ABOUT INTRASOFT TECHNOLOGIES LIMITED:**

IntraSoft Technologies Limited owns & operates 123Stores, an online E-Commerce Retailer & 123Greetings.com, an online greeting cards Company.

**FOR MORE INFORMATION PLEASE CONTACT:**

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**CAUTION CONCERNING FORWARD-LOOKING STATEMENTS:**

This document includes certain forward-looking statements. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements to be materially different from any future results, performance or achievements 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 operates in the future. IntraSoft Technologies Limited may make additional written and oral forward looking statements and is under no obligation to update or alter its forward-looking statements to reflect actual results, changed assumptions or other factors.