



Realize Your Ideas

California Software Company Limited

CIN: L72300TN1992PLC022135

Registered Office: Workflo, Greta Towers, Industrial Estate, Perungudi,

OMR Phase 1, Chennai 600096

Phone +91 94448 60882

Email: investor@calsoftgroup.com www.calsoftgroup.com/www.calsof.com

Date: September 29, 2023

To,

National Stock Exchange of India Limited

Symbol - "CALSOFT"

Exchange Plaza, Bandra Kurla Complex,

Bandra (East), Mumbai - 400 051

BSE Limited

Scrip Code No. "532386"

P. J. Towers, Dalal Street,

Fort, Mumbai – 400 001

Sub: 31th Annual General Meeting of California Software Company Limited held on 29th September 2023.

Dear Sir/Madam,

Please find attached herewith the copy of the presentation made by the Company at the 31st Annual General Meeting of the Company held today viz., 29th September 2023 for your records.

Thanking you,

Yours sincerely,

For California Software Company Limited

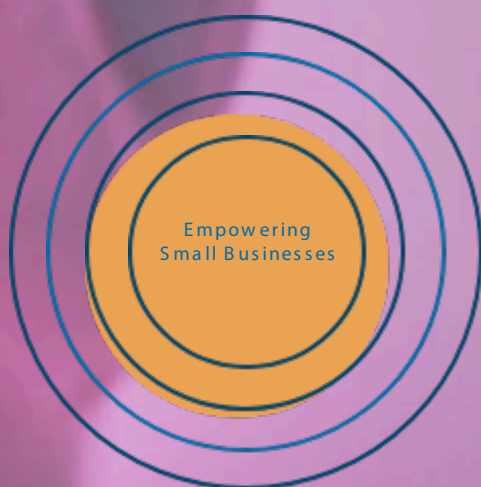
Dr Vasudevan Mahalingam

Managing Director





DISRUPTIVE TECHNOLOGIES



Empowering small businesses

Let's build a new market together aligning technology, history, future, robots and people.

Meeting Agenda

- Invocation
- **Welcome Speech** by Ms. Srimathi, Independent Director
- **Presidential Address** by Mr. Frederick Bendle, Chairman
- **“Empowering Small Business by Web3 Social Media”** by Mr. Viswajeet, CEO, Rovelens LLC
- **“Empowering Retail and E-Commerce Solutions”** by Dr. Mahalingam Vasudevan, MD and CEO
- **Question-and-Answer** session
- **Vote of Thanks** by Mr. Vijayakumar, ED
- National Anthem



31st ANNUAL GENERAL MEETING

Invocation

WELCOME SPEECH
by Ms. Srimathi, Independent Director

Ladies and Gentlemen Good Afternoon,

- I am Srimathi, an Independent Director of Calsoft, and it is my distinct honour and privilege to extend a warm welcome to each and every one of you to this 31st Annual General Meeting.
- We are gathered here today not just as members of the same organisation, but as individuals united by a common purpose – to reflect on the year gone by, to acknowledge and celebrate our achievements, to learn from our challenges, and to pave the way forward for a future filled with growth, innovation, and prosperity.
- The AGM is a significant occasion in the corporate calendar, an opportunity for transparency, accountability, and collaborative decision-making. It brings together the diverse minds and voices of our esteemed shareholders, dedicated employees, and committed leadership team, allowing us to discuss, deliberate, and decide on the strategic directions of Calsoft.

- As we proceed with the agenda set for today, I encourage each one of you to actively participate in the discussions, share your insights, ask questions, and contribute constructively to the dialogue. Your perspective is invaluable in helping shape the future direction and continued success of Calsoft.
- Before we delve into the proceedings, I would like to express my heartfelt gratitude to everyone here today for their commitment and continued trust and support in Calsoft. Our achievements are not just numbers and milestones; they are a reflection of the collective efforts, dedication, and resilience of this wonderful community we have built together.
- Let us embark on today's journey with a spirit of collaboration, openness, and mutual respect, reaffirming our commitment to steer Calsoft towards new heights of excellence, innovation, and value creation for all stakeholders.
- Once again, welcome to the Annual General Meeting of Calsoft. May our deliberations today be fruitful and inspiring.

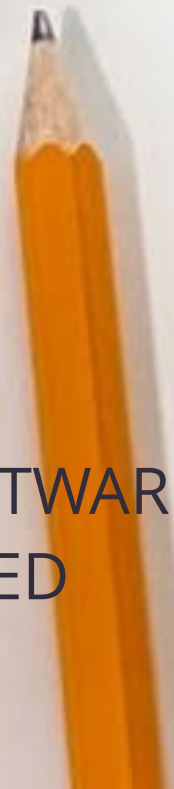
Thank you.

PRESIDENTIAL ADDRESS
BY Mr. Frederick Ivor Bendle

Frederick Ivor Bendle



- Mr. Frederick Bendle is holding a Graduate in Law and has also been a member of 'The Institute of Chartered Accountants of England and Wales since 1982.
- He associated with Chemoil as CFO, a Glencore Company since August 20 12, Before this, he was the head of Chemoil, and then as CEO of Calsoft and as a Director of Chemoil- Adani Pte. Ltd.
- CFO of various Glencore group of companies, including Fujairah Refinery Company in the UAE and Refinery in Ukraine, Kuwait Petroleum Limited as CFO of oil exploration and production operations in Egypt and Tunisia.



PRESIDENTIAL ADDRESS

CALIFORNIA SOFTWARE
COMPANY LIMITED
CHENNAI, INDIA



ORDINARY BUSINESS

1. To receive, consider and adopt the audited standalone and consolidated financial statements of the Company comprising of the audited balance sheet as of March 31, 2023.

2. To appoint a Director in place of Mr. Vijayakumar (DIN: 07892448), Whole-Time Director of the Company, who retires by rotation and being eligible, offers himself for re-appointment and in this regard, pass the following resolution, with or without modification/s as an Ordinary Resolution

3. To appoint M/s. K. Gopal Rao & Co., Chartered Accountants as statutory auditors and fix their remuneration

SPECIAL BUSINESS

4. 4. To re-appoint Dr. Vasudevan Manimala (DIN:01980557) as Executive/Whole-Time Director

EMPOWERING SMALL BUSINESSES THROUGH DISRUPTIVE TECHNOLOGIES

- Artificial Intelligence (AI) and Machine Learning
 - Internet of Things (IoT)
 - Blockchain
 - Augmented and Virtual Reality (AR/VR)
 - Cloud Computing
 - E-commerce and Mobile Payments
 - Social Media and Digital Marketing
 - Automation and Robotics
- 
- A laptop computer is shown from a low angle, with its screen glowing with a vibrant, multi-colored light (blue, orange, red). The laptop is open and positioned diagonally across the lower half of the slide.



Realize Your Ideas

WITH our core values “Keeping True Heart of Kindness, Determination and Perseverance, Striving for Success, Sharing and Growing with the Customers” that keep us Growing and win!

THANKING YOU



“Empowering Small Businesses by Web3 Social Media”

by Mr. Viswajeet,

Co-Founder, and CEO of Rovelens LLC, UAE



Vishwajeet Singh

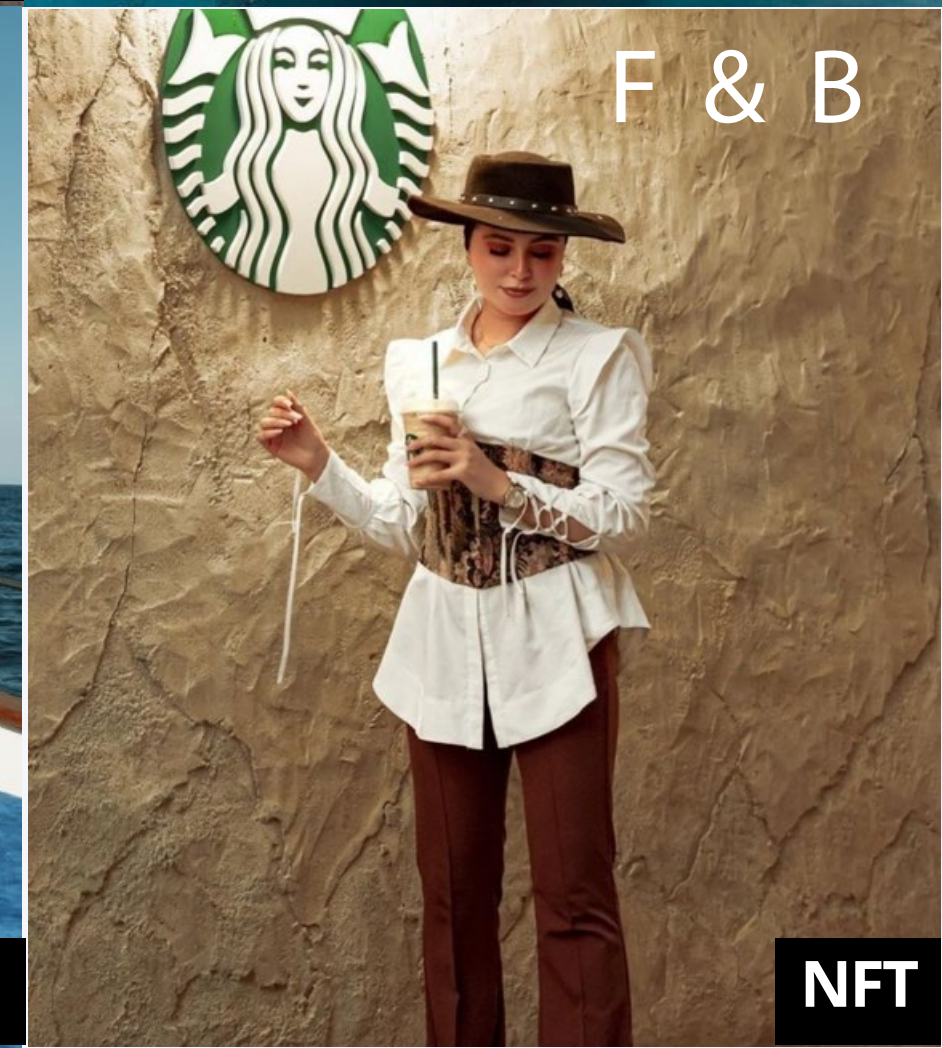
CEO and Co Founder - ROVELENS LLC, UAE



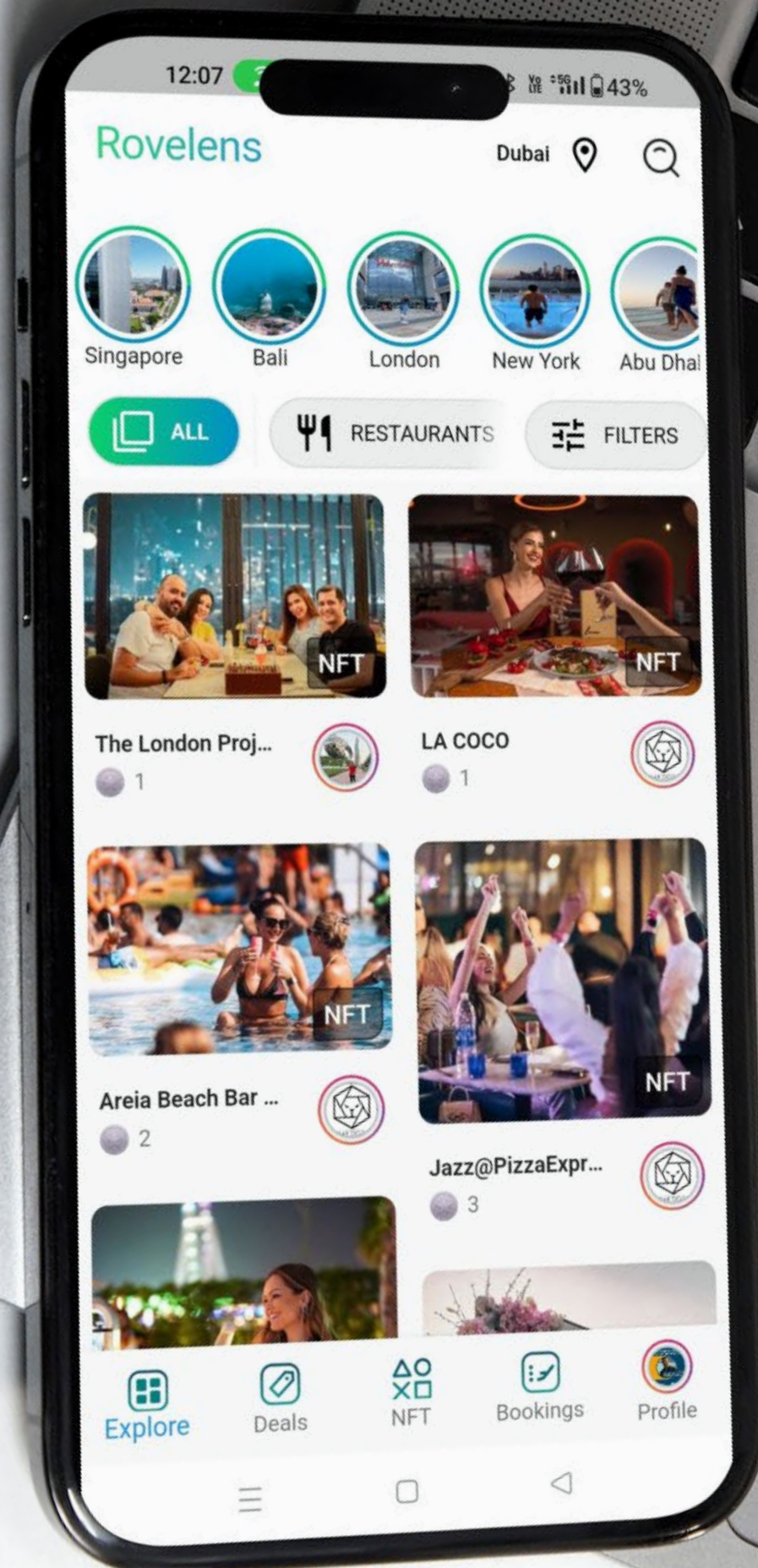
- Currently serving as the CEO and Co-Founder of Rovelens, Vishwajeet is a 32-year-old engineer and a natural entrepreneur with a history of managing billion-dollar projects and large teams at multinational companies like Be Six. His proven track record of innovation and new approaches to tasks is undeniable.
- His nine-year residence in Dubai fueled his interest in the travel industry, leading to the inception of Rovelens in 2022. Rovelens stands as a Web 3.0 Socio Booking Platform, born from Vishwajeet's vision of empowering businesses by eliminating the excessive commissions charged by middlemen in the travel industry.



“Create and Ingest Great Content in **Rovelens Web3 Socia Media**”



WHAT IS ROVELENS



- Rovelens is a **web3 social media booking application** that capitalises on blockchain technology and decentralised applications to curate an unparalleled and creative user experience.
- Rovelens Empowers users to **Explore, Shop, Book, and complete transactions Seamlessly.**
- Rovelens offers a **Frictionless Ecosystem** where Brands, Suppliers, Consumers, and other Stakeholders can **Effortlessly Engage, Conduct Transactions and Accrue Rewards.**

WHY ROVELENS

DITCH

YOUR
MARKETING
PLAN



WHAT WE DO

CREATE CONTENT

Rovelens designed for content creators, allowing them to engage with their audience and effectively monetise their content seamlessly



Crafting meaningful content strengthens your brand, fosters connections, and builds loyalty.

WHAT WE DO

WHO CREATES CONTENT

- GUESTS
- INFLUENCER
- SPONSOR

CONTENT BECOME USER EXPERIENCE



NFT



Nara Pan Asian



WHAT WE DO

USER
EXPERIENCE
BECOME DIGITAL
ASSETS /NFT'S





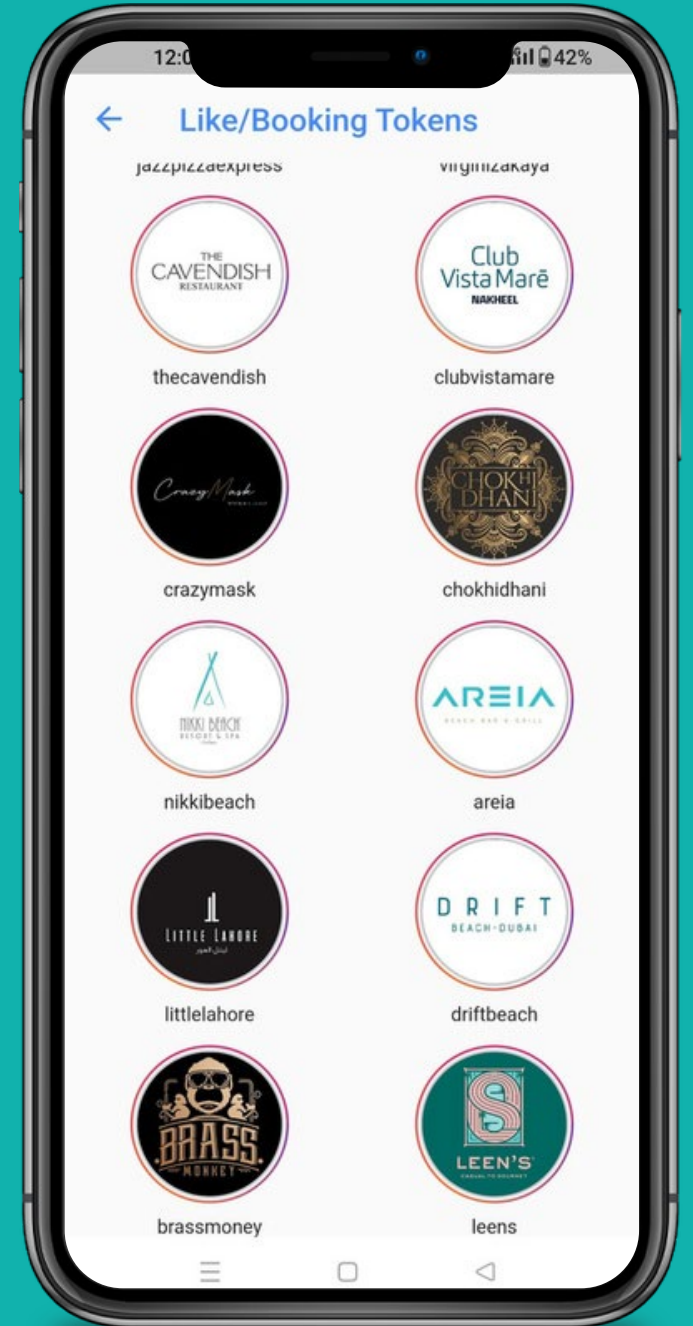
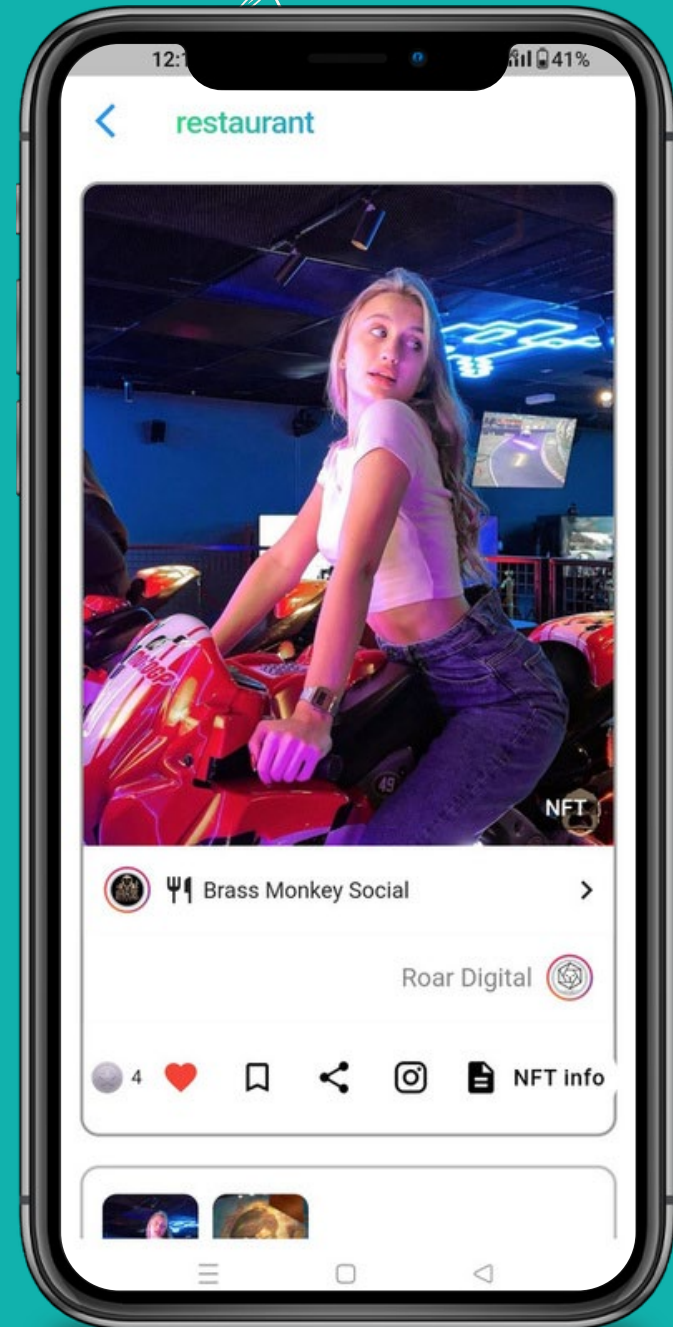
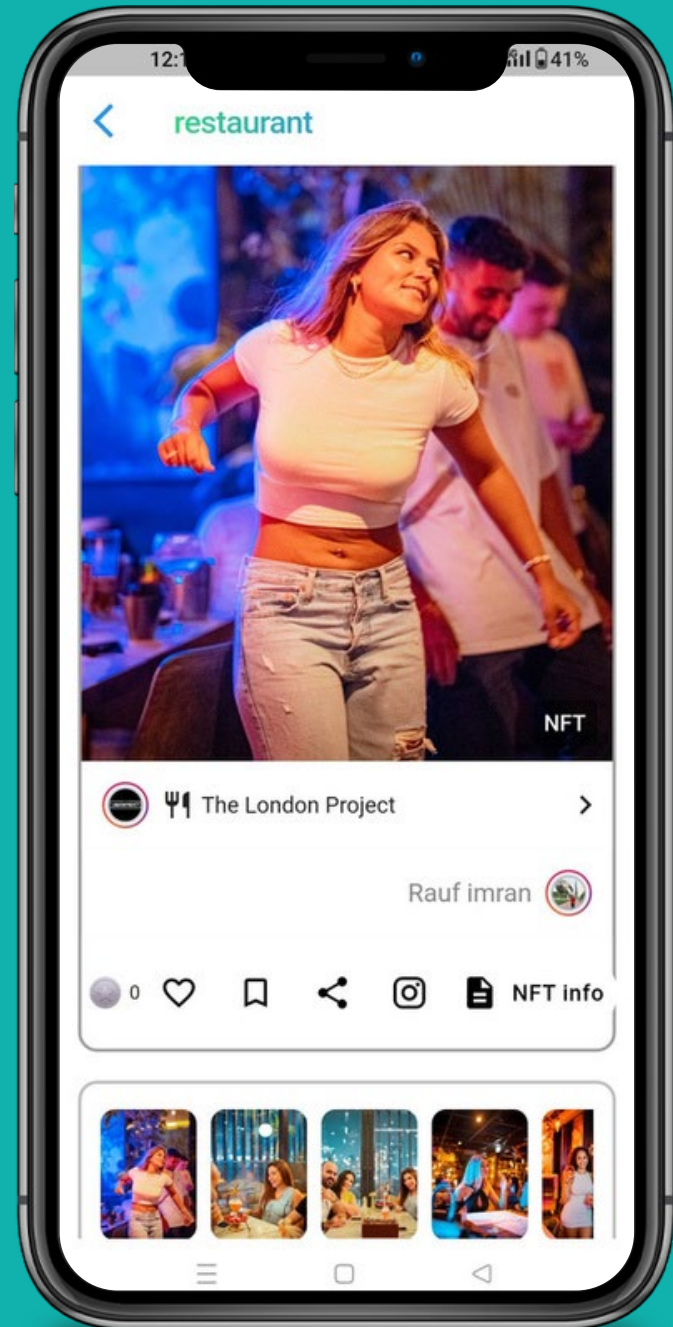
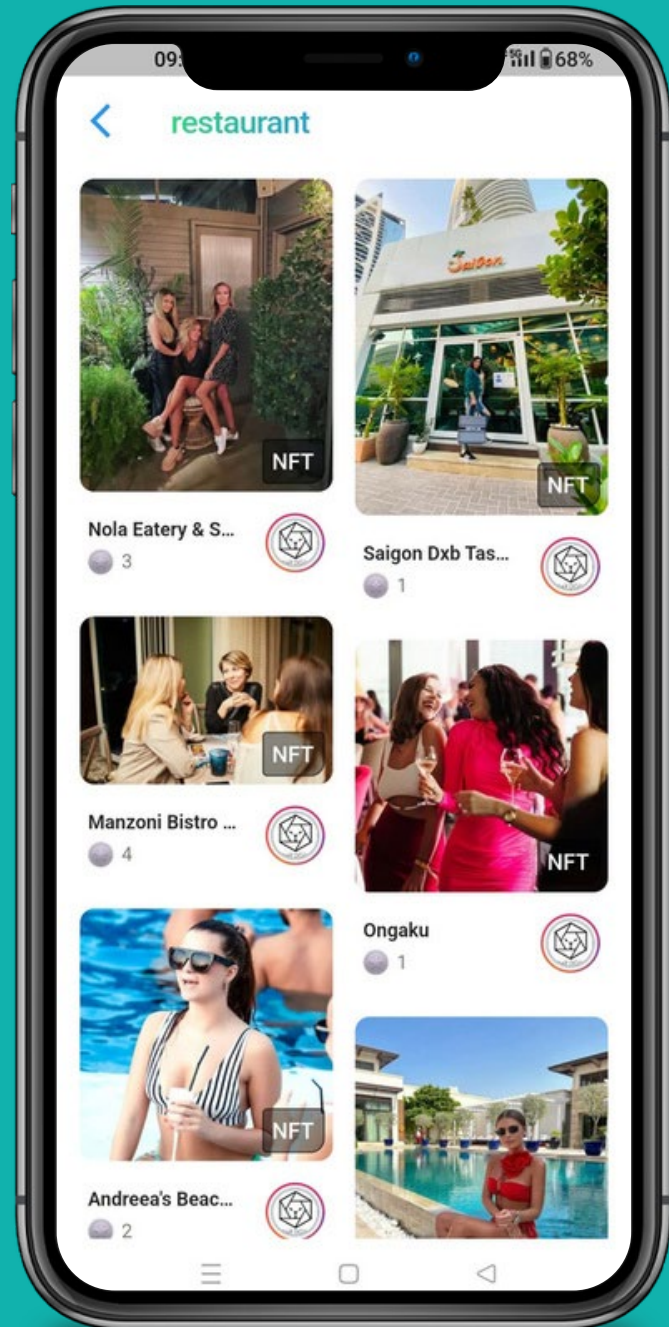
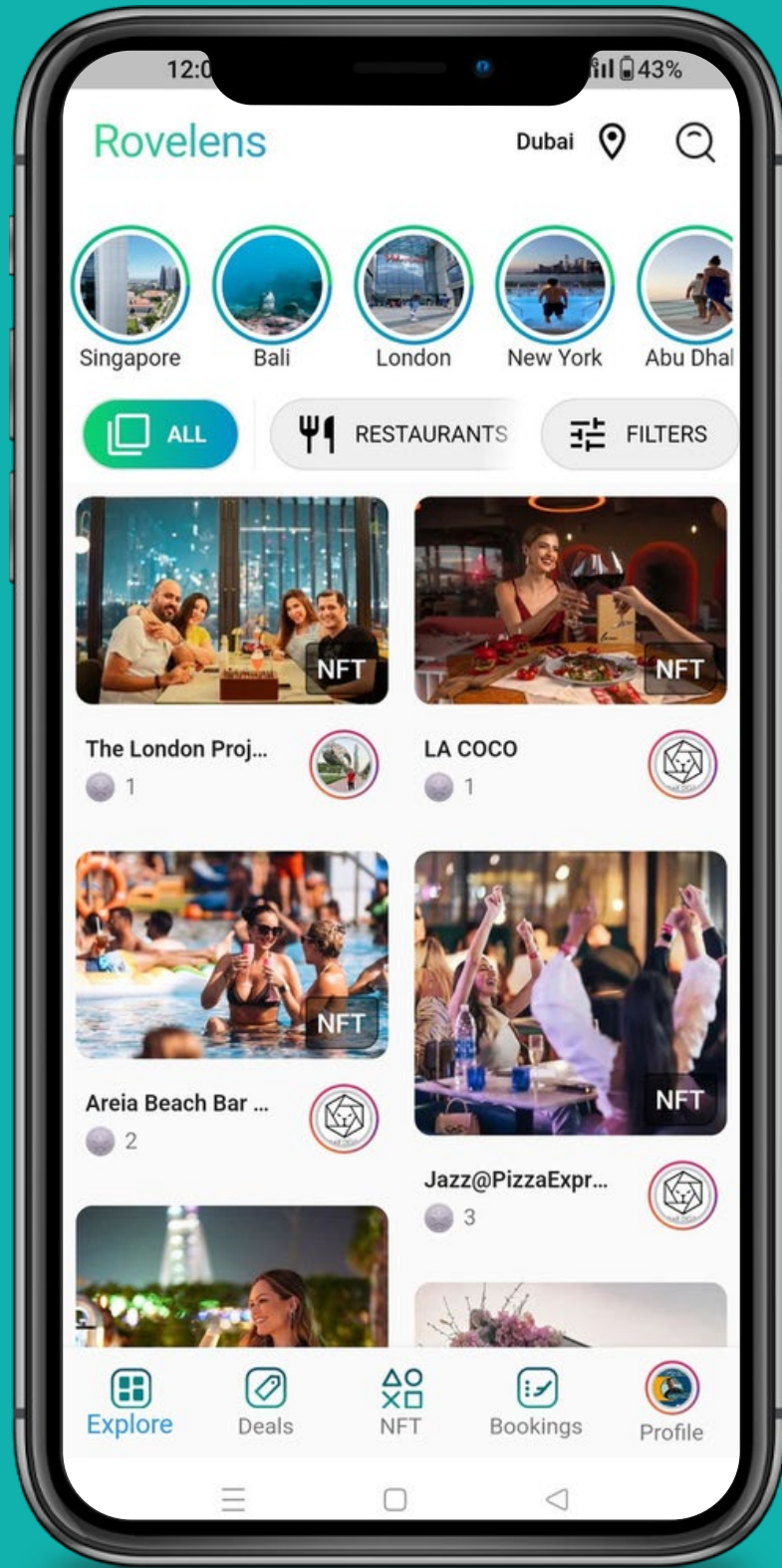
ROVELENS AWARDS NFTs
TO CREATORS

USER EXPERIENCE BECOME DIGITAL ASSETS

❤️ LIKES BECOME REWARD
TOKENS



USER EXPERIENCE BECOME DIGITAL ASSETS /NFT'S



LIKES BECOME REWARD TOKENS

ROVELENS WEB3 COMMUNITY

"Rovelens Web3 Community" is deeply integrated into the Web3 ecosystem, bringing together various participants, including users, creators, influencers, and brands.



USER



INFLUENCER



CREATORS/DESIGNERS



BRANDS

ROVELENS WEB3 COMMUNITY

Community Building & Rewards



Joining Bonus



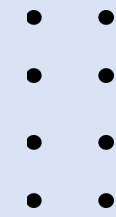
Referral Bonus



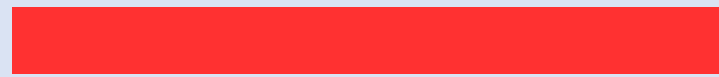
Growth Activities



Airdrops



ROVELENS FOR F&B



Rovelens makes your vision of Spectacular Hospitality become a Reality.

"User-initiated NFTs and follower-generated Reward Tokens collaboratively Amplify Brand Value and Bolster Revenue."



SPECTACULAR HOSPITALITY



DRIVEN BY DELIGHTED GUESTS AND FOLLOWERS





ROVELENS FOR
FASHION

ROVELENS FOR TOURS AND TRAVELS

000



LET'S
GO
TRAVEL



The Problem We Are Solving



RESTAURANT
WITH
SAMIRA
AND FOOD REVIEW

User Perspective

"Unfair/Polarised Reviews"

"Information Saturation"

"Fragmented Payment Ecosystem"

"Less-than-Ideal Loyalty Schemes"

"Inefficient Travel App Ecosystem"

The Problem We Are Solving

Brands Perspective

GROW YOUR BUSINESS

WITH US

"Questionable Review
Authenticity"



" Challenging
Payment/Settlement "

"Lower Operating Margins"

"Personalisation is Difficult"

"Little Customer Loyalty"



NFT – Next Big Thing!

What is NFT?

NFT stands for Non-Fungible Tokens, they represent a certificate of ownership of a virtual Assets. Since it runs on blockchain technology, a copy of this can never exist.

How can restaurants use NFT with us?

We will convert your customer experiences to NFT. These NFTs can be posted on Social Media to increase your brand visibility. Bookings or orders can be directly done through these NFTs. Helping restaurants with Marketing, Customer Loyalty and Funding

Brands already into NFT.





Market Trends

R
ROVELENS

Morgan Stanley

NFT will be 500 Billion USD market by 2030

Skift.

Blockchain technology will eliminate intermediaries charging high commissions from Restaurants and Hotels.



Content on Social Media influence 1 Billion people to visit Places

Competitive Advantage



o User Generated Content



o Brand Visibility



o Blockchain Tech



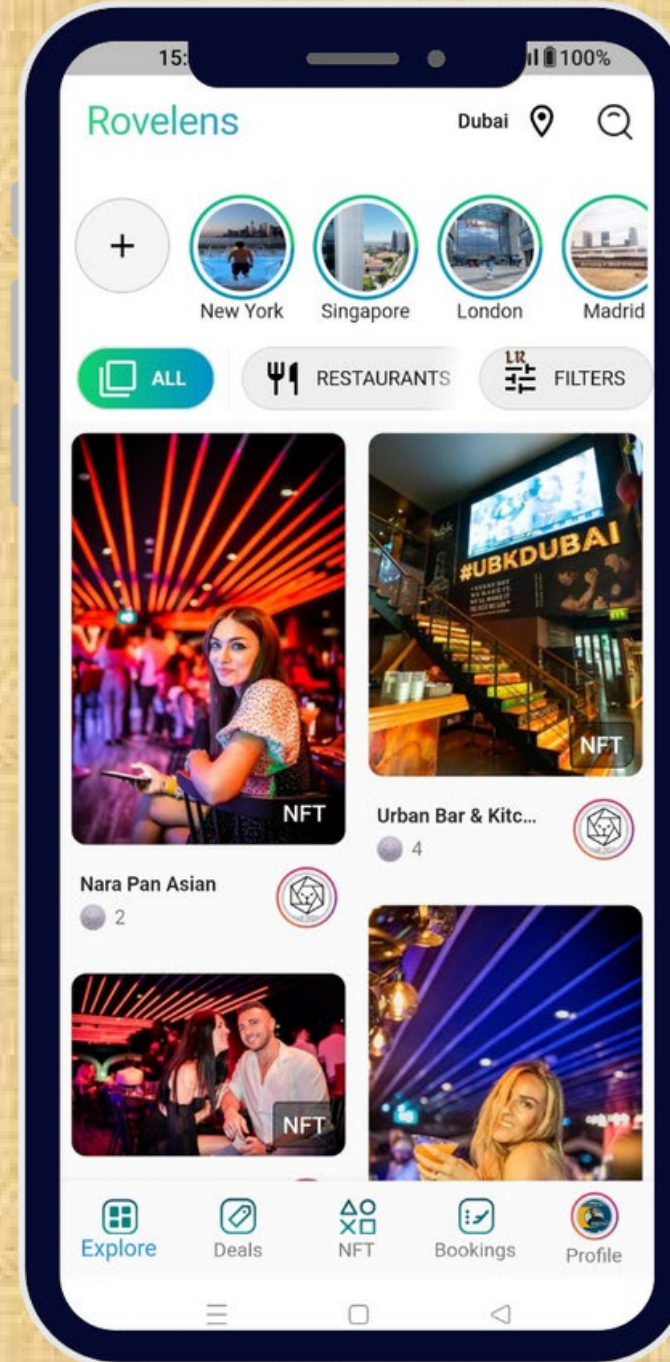
o Passive income for users



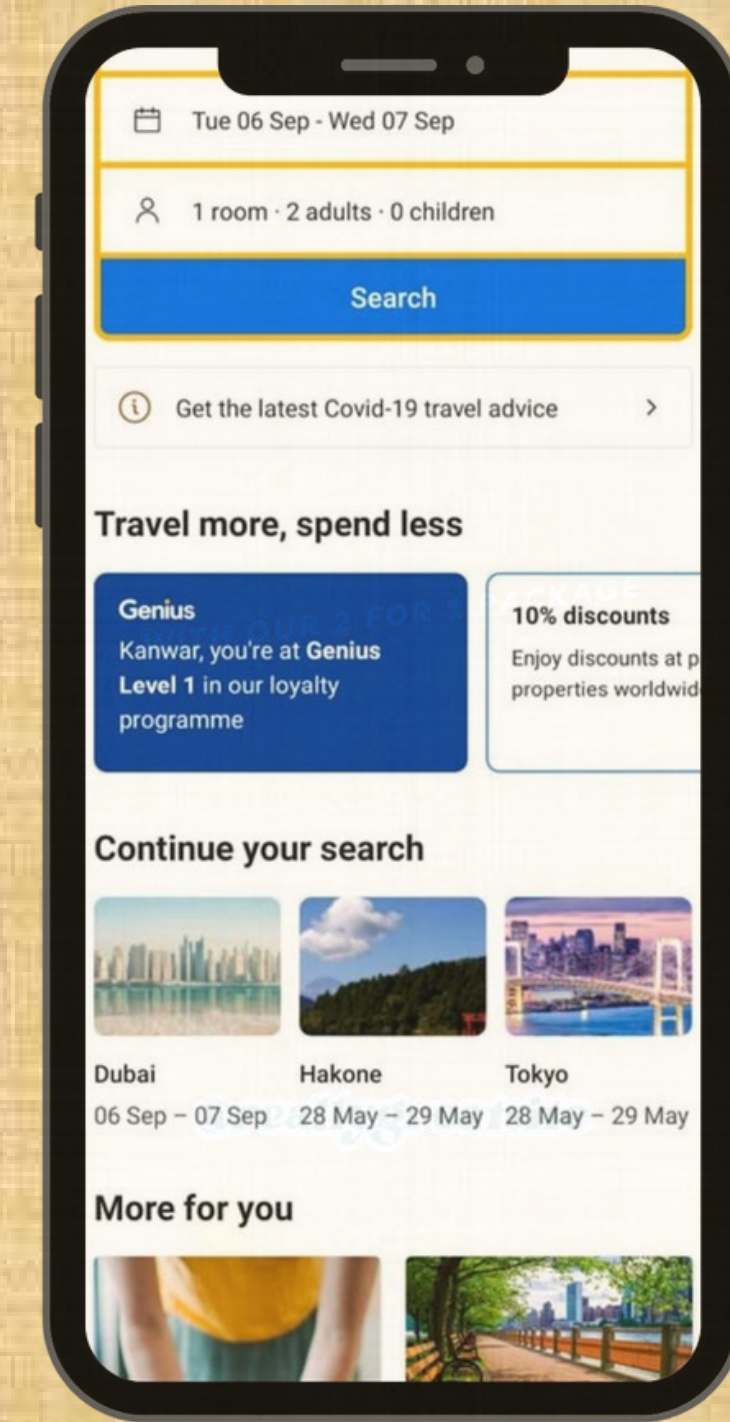
o Lowest commission



ROVELENS



Traditional Booking Platform



**THANK
you**





Thank you

Disruptive Technologies “Empowering Small Businesses”

by Dr. Mahalingam Vasudevan, MD and CEO



KEYNOTE ADDRESS



DISRUPTIVE TECHNOLOGIES



Empowering small businesses

Let's build a new market together
aligning technology, history, future,
robots and people.

EMPOWERING SMALL BUSINESSES

calsoft

OUR STORY

Evolves with Every
Technology Shift

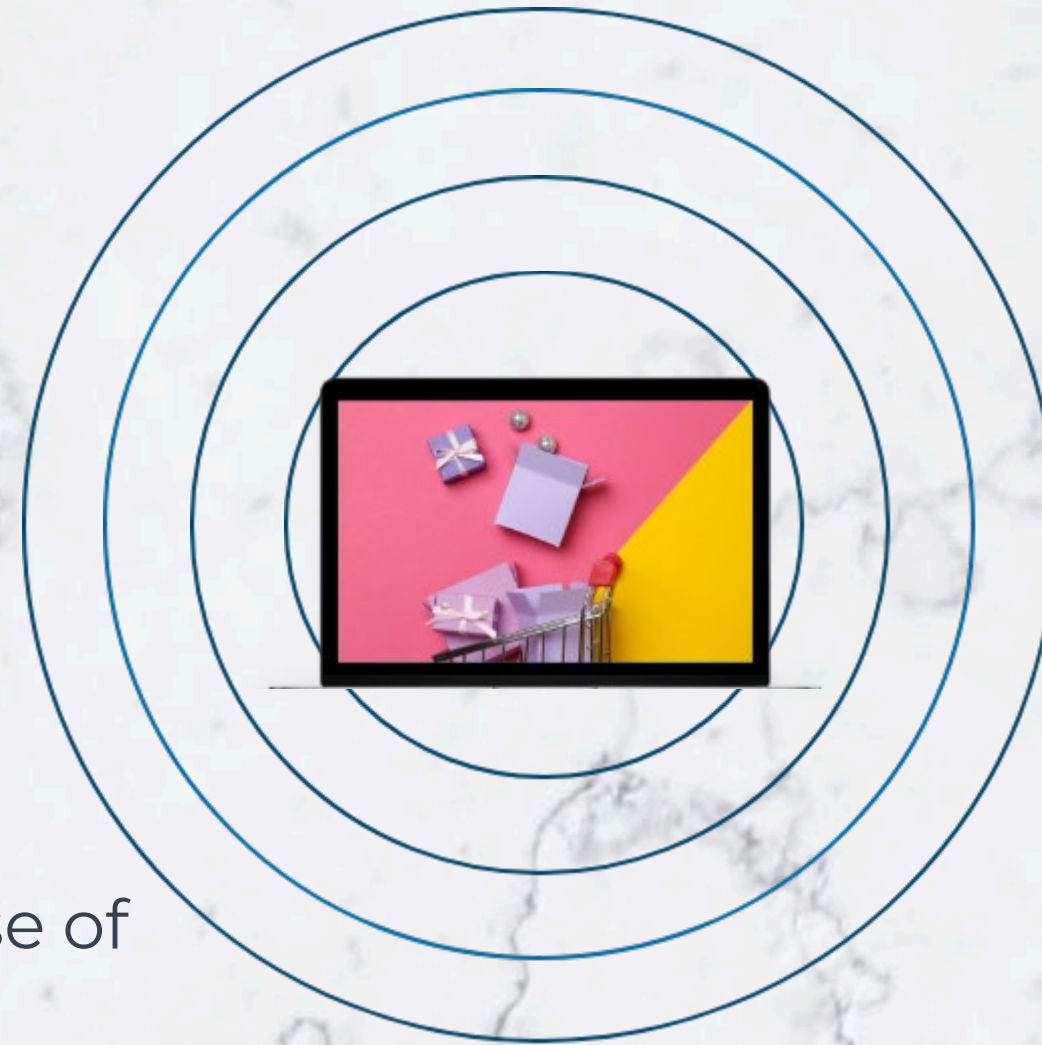


Empowering Small Businesses

Calsoft has developed four distinct layers to empower small businesses and enhance their operations.

The first layer is focused on empowering traders through **eCommerce, PoS and Bots**

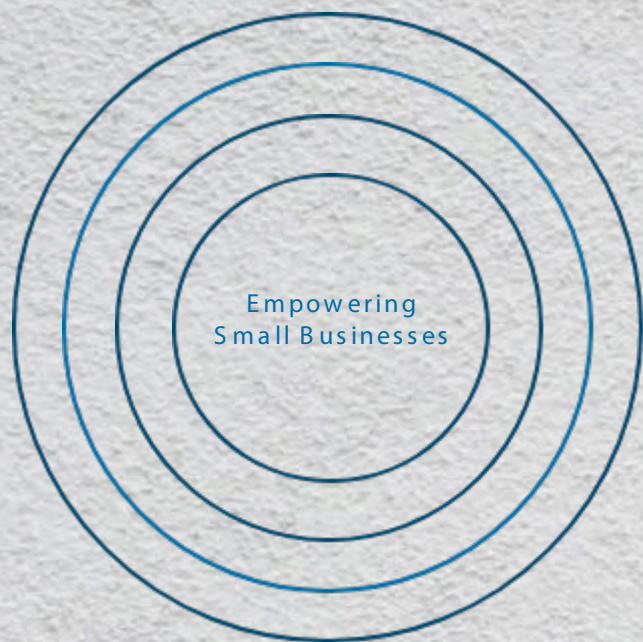
The second layer is aimed at empowering traders through the use of **CRM, loyalty engine, and digital marketing**



The third layer developed by Calsoft is focused on empowering traders through the use of **big data and AI**

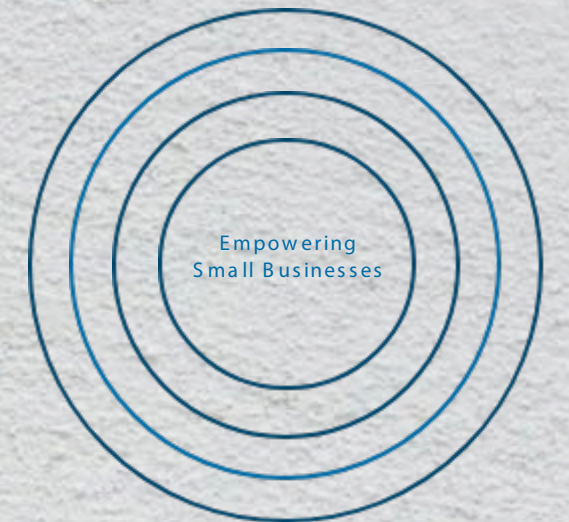
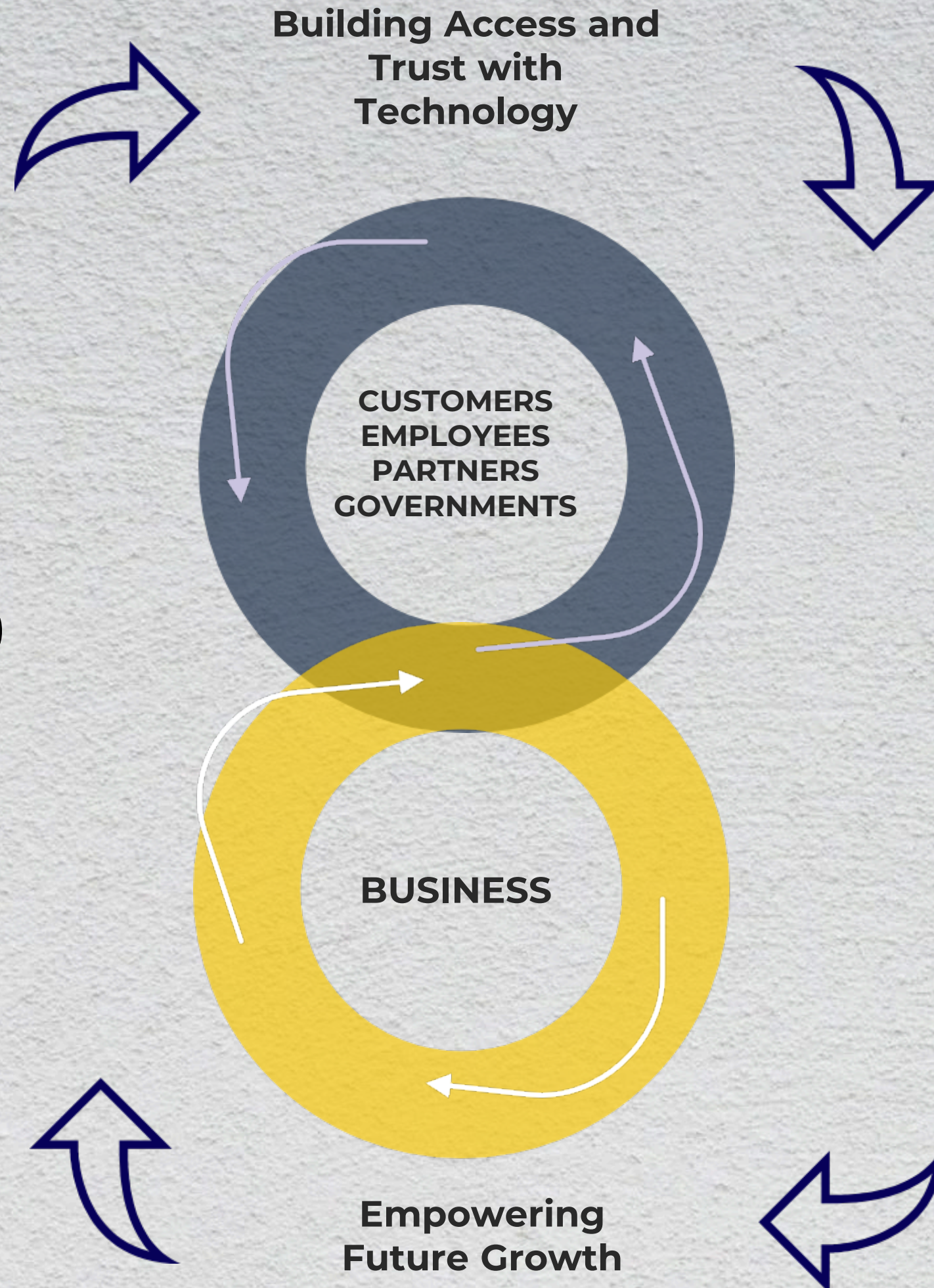
The fourth layer is centered around the use of new-age technologies such as Web3, gaming, and blockchain

Leveraging the advancements in technology to create innovative products and services, Calsoft driving changes in the way people work and live.



EMBEDDING OPPORTUNITY

Calsoft reached further than ever into people's lives, We've shaped society around our products and services.





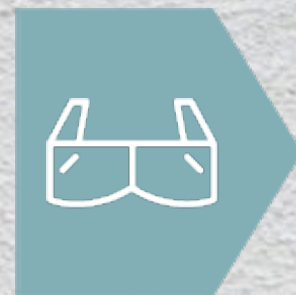
INTELLIGENT ENTERPRISE UNLEASHED

Technology-based products and services have a tremendous impact on the way people work and live.



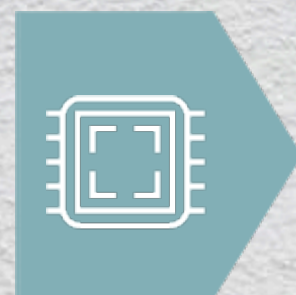
CITIZEN AI

Raising AI to Benefit Business and Society



EXTENDED REALITY

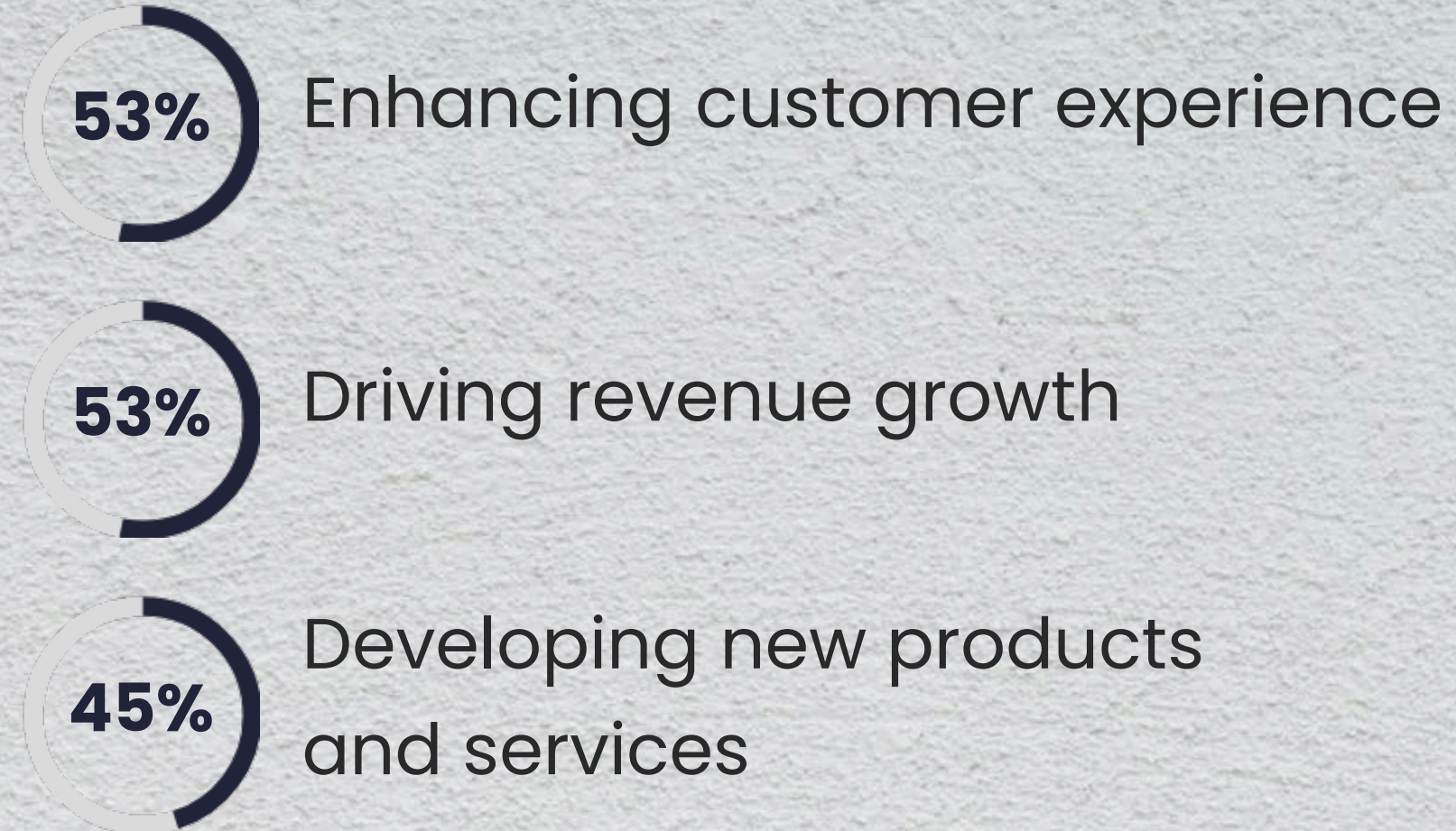
The End of Distance



INTERNET OF THINKING

Creating Intelligent Distributed Systems

Top drivers for innovation today include:



(Source: Gartner)

Every day, people around the world come up with new ways to make the future brighter.

EMPOWERING SMALL BUSINESSES THROUGH DISRUPTIVE TECHNOLOGIES

- Artificial Intelligence (AI) and Machine Learning
- Internet of Things (IoT)
- Blockchain
- Augmented and Virtual Reality (AR/VR)
- Cloud Computing
- E-commerce and Mobile Payments
- Social Media and Digital Marketing
- 3D Printing
- Automation and Robotics



EMBRACING DISRUPTION FOR GROWTH AND INNOVATION

- Challenging and Changing Business Models
- Risk-taking and the Willingness to Disrupt the Status Quo
- Adapting to Changing Markets



DISRUPTIVE TECHNOLOGIES AND SUSTAINABILITY

- Environmental Impact of Disruptive Technologies
- Creating a Sustainable Disruption Strategy

EMBRACING DISRUPTION: ADAPTING BUSINESS MODELS

- Creating a Culture of Innovation
- Agile Business Strategies for Disruption



THE FUTURE OF DISRUPTION

- Emerging Technologies and Their Potential Impact
- Preparing for Constant Change and Evolution

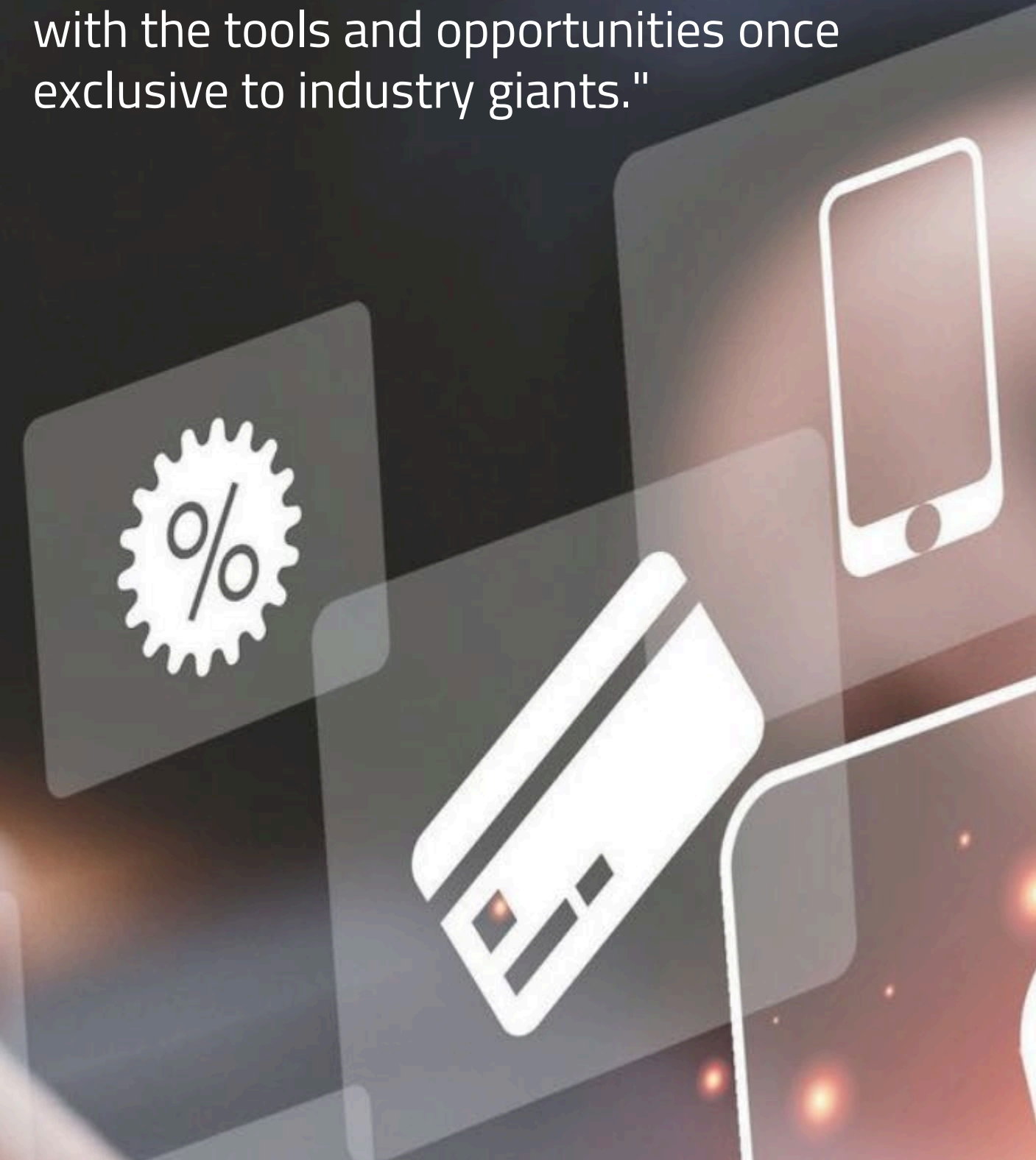


Empowering small businesses through e-commerce



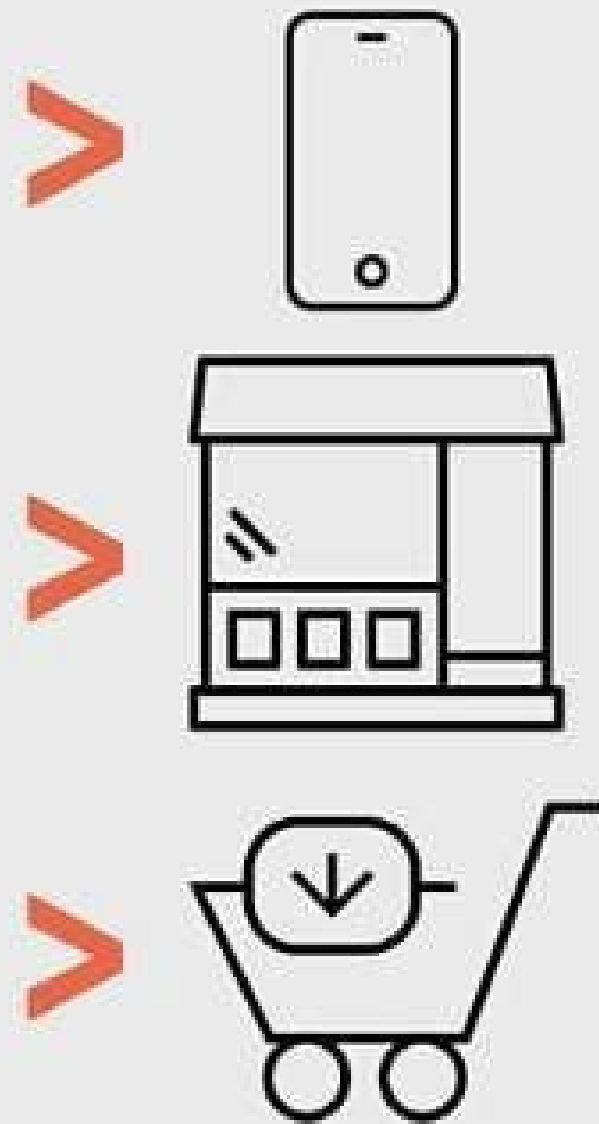
"Disruptive technologies are the equalizers that arm small businesses with the tools and opportunities once exclusive to industry giants."

- E-commerce and Mobile Payments
- Social Media and Digital Marketing
- Automation and Robotics

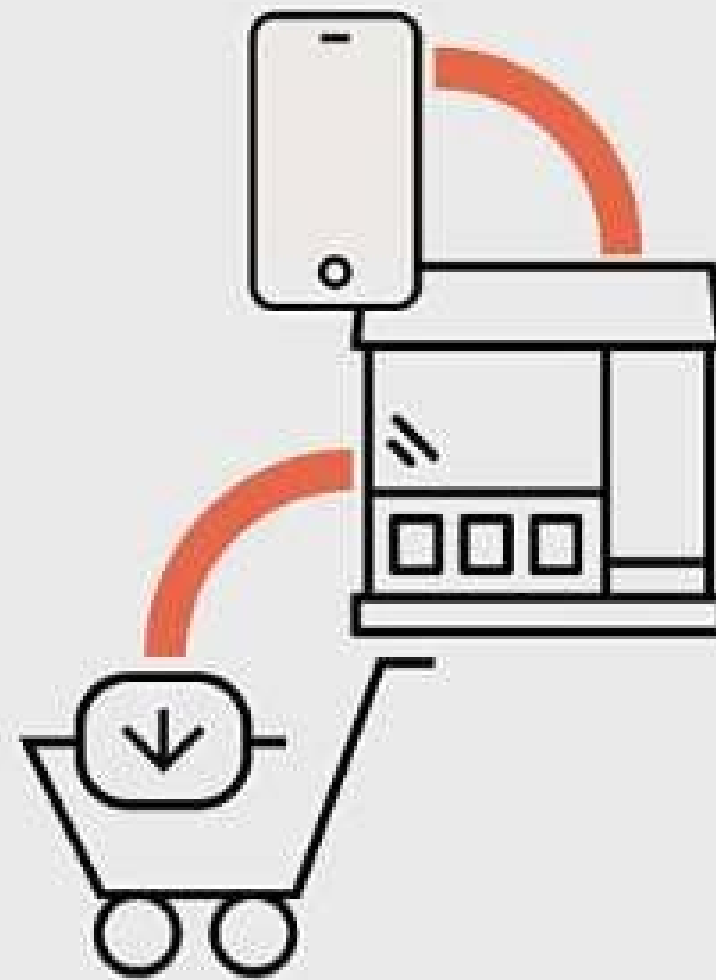


Empowering small businesses through e-commerce

Multichannel



Omnichannel



We are here



Optichanne



with the customer and co-worker at heart

HOW CONSUMERS USE DIGITAL TECHNOLOGY AND ITS IMPACT ON THEIR LIFE

Demand for video content

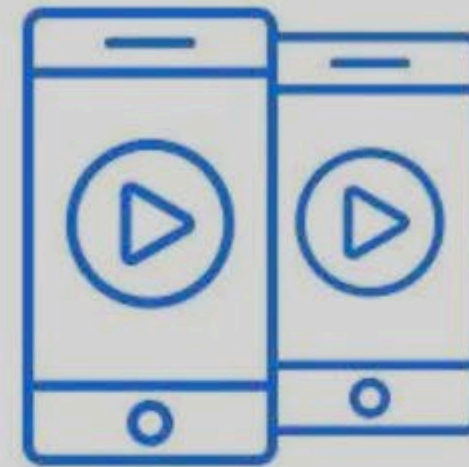


91%

of consumers want to see more online video content from brands.

(Wyzowl, 2023)

Video's role in internet traffic



It's estimated that in 2022

82%

of the global internet traffic came from video streaming and downloads.

(Cisco, 2019)

Power of video in purchasing decisions

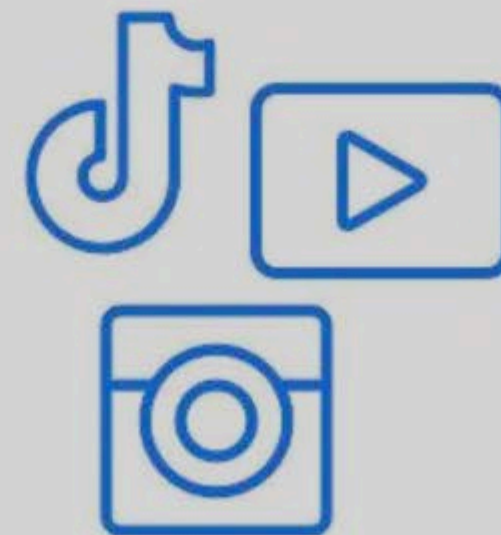


8 out of 10

people have purchased a piece of software or app after watching a brand's video.

(Wyzowl, 2019)

Videos on social platforms



66%

of consumers find short-form videos to be the most engaging type of content on social media.

(SproutSocial, 2022)

How Important is Customer Retention?

76%

Forrester's data shows that when consumers feel appreciated by a brand, 76% of customers state they will keep returning.

2.5X

Loyalty leaders grow revenues roughly 2.5X as fast as other companies in their industries.

75%

Converting 5% more of your one-time customers into repeat business could increase profitability by 75%.

10x

Repeat Customers tend to have 10x more LTV as compared to one-time customers

THE EVOLUTION OF DIGITAL MARKETING


- Digital marketing is undergoing a significant transformation, driven by AI, automation, personalization, web3, data, and MarTech.
- ChatGPT, an AI-powered tool
- Conversational marketing



“

Engaging your consumers



A white semi-circle graphic is positioned above the main text on the yellow background.

AI powered Chatbots will
continue to streamline
conversational marketing.



A close-up photograph of a person's hands using a stylus to draw a diagram on a tablet. The diagram consists of several rectangular boxes connected by lines, representing a flowchart or a process diagram. One box on the left contains a hamburger menu icon (three horizontal lines). The background is slightly blurred, showing the person's hands and the tablet surface.

Interactive content

Personalized ads on social media

Video will remain
the top marketing
content format.



Companies without a social media presence are starting to seem irrelevant ...

Better Adoption Of Augmented Reality (AR)



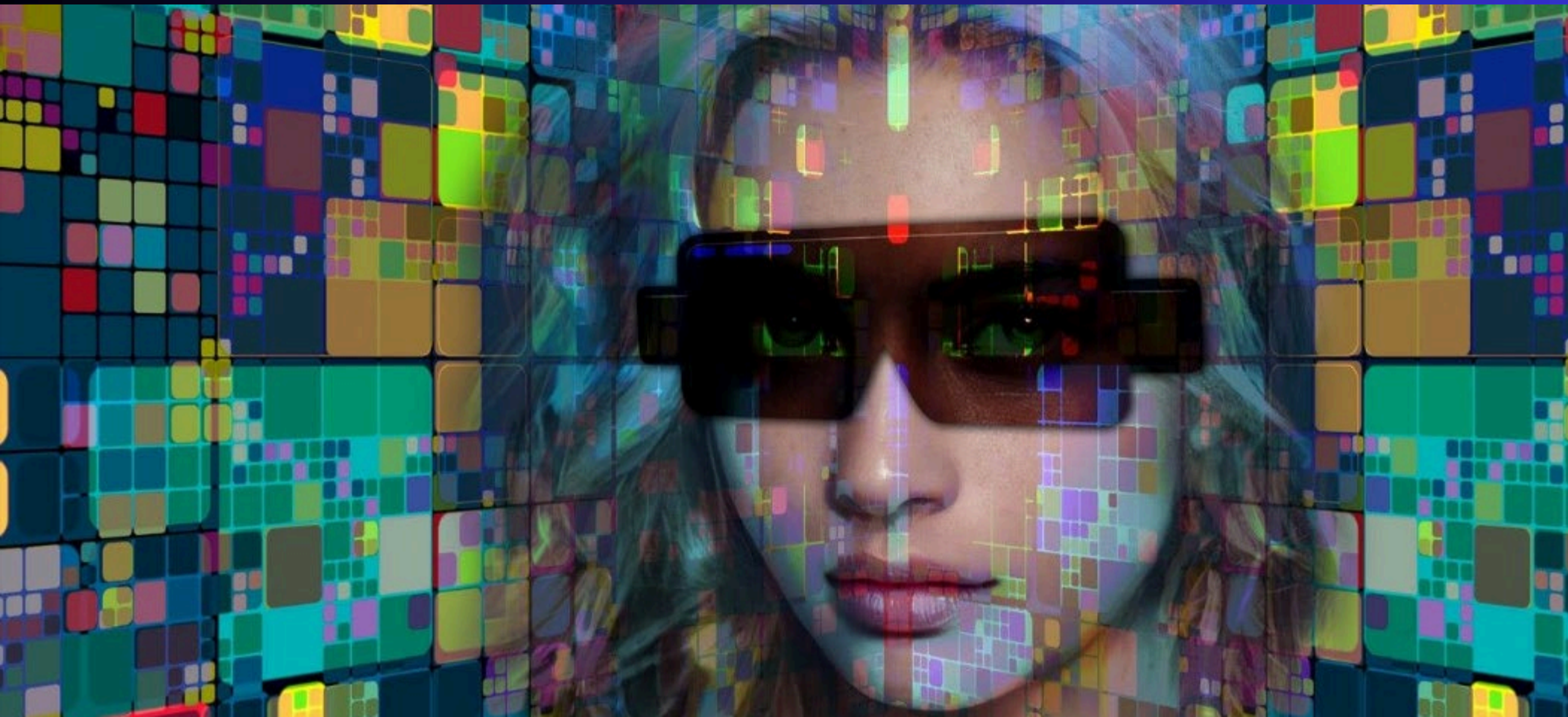
Progress in Web3




METAVVERSE

Metaverse marketing is the future of marketing.

The metaverse is a virtual reality world where people can interact with each other, buy and sell things, and live out their dreams.



- Infrastructure
- Human Interface
- Decentralization
- Spatial Computing
- Creator Economy
- Exploring
- Experiences

The background of the slide is a light-colored surface with several colorful tokens (yellow, blue, purple, green) and ropes (pink, purple, green) arranged in a pattern. A large, semi-transparent red rectangle is overlaid in the center, containing the main text.

Non-fungible tokens
(NFTs) will become more
usable and practical in the
new year

BIG DATA IN RETAIL AND ECOMMERCE

- Improved Decision Making
- Customer Insights
- Operational Efficiency
- Risk Management
- Competitive Advantage
- Real-time Analytics
- Marketing Optimization
- Product Development
- Cost Reduction
- Enhanced Customer Experience
- Talent Management



A white icon of a Wi-Fi signal, consisting of three curved lines of increasing size, is positioned above the text box.

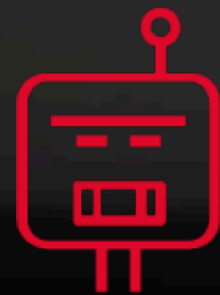
AI will play a key role in almost every sector and function

AI in Our Daily Lives

Social Media



Recognize
Images



AI Powered
Chatbots



Analyzing
Sentiments



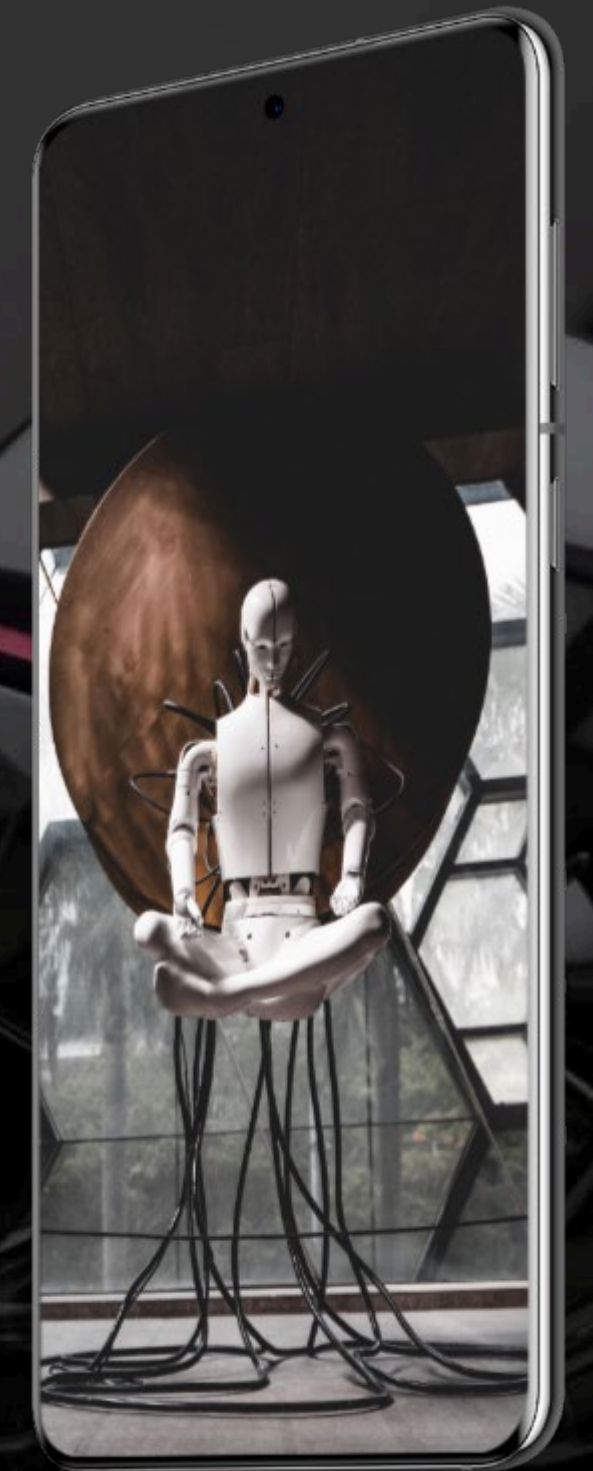
Increased
Security



Targeted
Ads



Managing
Contents



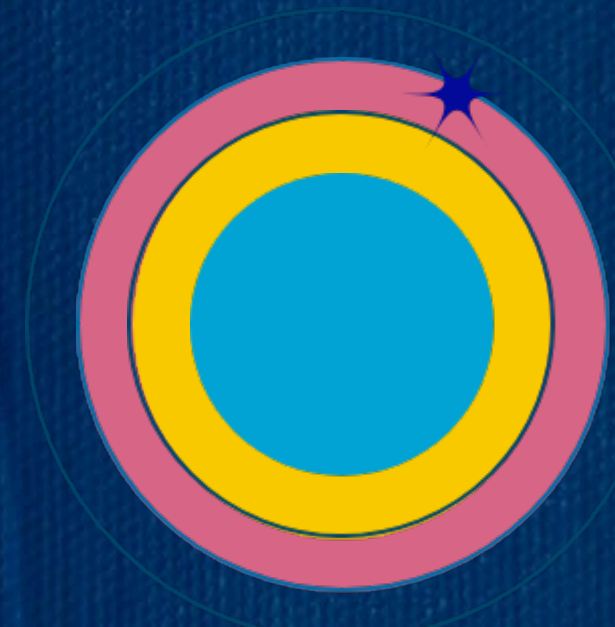
EMPOWERING SMALL BUSINESS THROUGH Artificial Intelligence (AI) and Analytics

64%

Of businesses that implemented Artificial Intelligence have seen an increase in productivity

79%

Of sales and marketing executives say AI has helped their companies increase revenue



With this increased usage of AI, many now consider it a 10x alternative to humans, which lead to human intelligence being replaced by Artificial Intelligence.

Use Cases of AI in Businesses

- Digital Advertising
- Chatbots
- Predictive Analysis
- Content Creation
- Appointment Booking
- Fraud Detection
- Sentiment Analysis
- Lead Generation

EMPOWERING SMALL BUSINESSES THROUGH BLOCKCHAIN TECHNOLOGY

BLOCKCHAIN ENABLED RETAIL AND E COMMERCE PLATFORMS

Our experts can help you enable blockchain and transform your business.

- **Financial Transactions and Payments**
- **Supply Chain Management**
- **Tokenization of Assets**

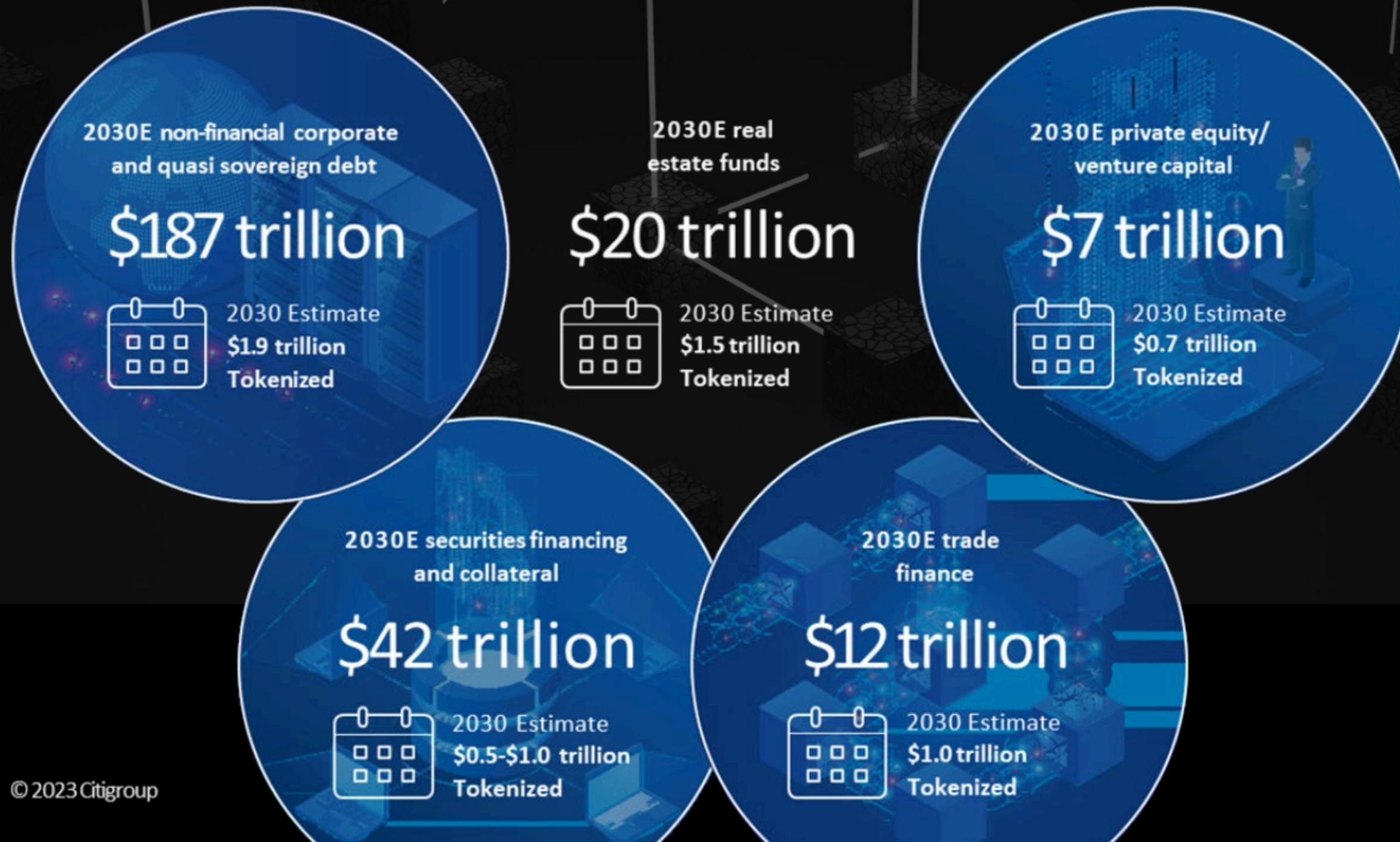


EMPOWERING SMALL BUSINESSES THROUGH BLOCKCHAIN TECHNOLOGY

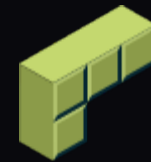


MONEY, TOKENS, AND GAMES

Blockchain's Next Billion Users and Trillions in Value



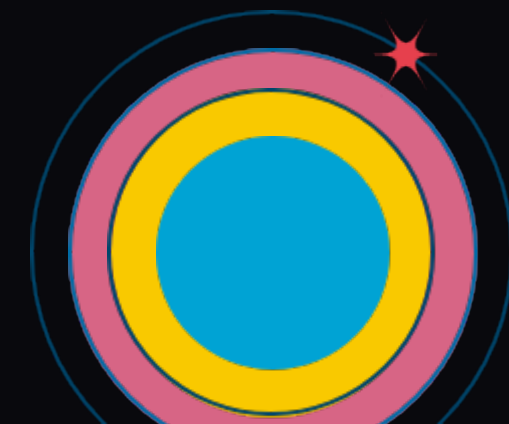
Gaming industry next dimension



Emergence of the metaverse — a shared, persistent, three-dimensional (3D) virtual realm where users interact with objects, the environment and each other through digital representations of themselves or avatars.

The state of the gaming industry

- An estimated 2.9 billion people — more than one out of every three people on the planet — played a video game in 2021
- Global revenue for the industry exceeded \$193 billion
- In addition, from 2016 to 2021, gaming grew at a compound annual growth rate of 15.6%.



Technologies behave as Tectonic Plates



By 2030, Metaverse technology would be worth \$5 trillion and will offer major new growth opportunities in the digital workplace for several industries. (McKinsey)



The number of buildings globally deploying smart building technologies will reach 115 million in 2026 - an increase from 45 million in 2022.



By 2025, there will be 152,200 IoT devices connecting to the internet per minute, generating \$4- 11 trillion in economic value.



42% of organizations prefer re-modifying the application interaction with datacenters. (Harvard Business Review)

Businesses are challenged by Tectonic Shifts



Metaverse technology has the potential to profoundly change how businesses and consumers interact with products, services, and each other.



Today's buildings rely on multiple systems for lighting, heating, and other necessities. Smart buildings help improve efficiency by connecting the operational systems while reducing costs.



IoT solutions leave a great impact on businesses since they don't necessarily change the method of business operation, but its implementation and rapid use improve the productivity and efficiency of businesses.



Today's organizations need a hybrid digital infrastructure consisting of both physical and virtual assets and functions, with physical and logical resources, connections, and dependencies.

Creating Shared Value

Connecting through our hands



Financial Review



Strategy



Corporate Governance



Innovating for a changing world



Thank You.



Question and Answer

Vote of Thanks

by Mr. Vijayakumar, ED



Respected Chairman,
Honorable Board Members,
Esteemed Shareholders,
Valued Colleagues,
Ladies and Gentlemen,

Good afternoon,

- I stand before you as Vijayakumar, the Executive Director of Calsoft. Today, as our significant Annual General Meeting draws to a close, it is my great honour to extend a heartfelt vote of thanks to all who have contributed to the success of this notable event.
- First and foremost, I would like to express my profound gratitude to our Chairperson, Mr Fredick Bendle, All the Independent Directors and Executive Directors, and the Independent Director, Srimathi, for her motivating welcome address and adept leadership. Your wisdom and guidance continually inspire us to strive for excellence in all our endeavours.
- To each member of the Board, thank you for your invaluable insights, thorough evaluation, and unwavering commitment to the advancement and governance of our esteemed organisation. Your collective experience and expertise form the bedrock upon which the robust future of Calsoft is being built.



I warmly thank all our respected shareholders present here today. Your continued trust, support, and investment are the driving forces that fuel our growth, innovation, and sustainability. Your questions, feedback, and suggestions during this meeting have been both encouraging and enlightening, reinforcing our commitment to transparency, accountability, and stakeholder value creation.

I thank Mr. Viswajeet for his thought-provoking presentation “Empowering Small Business by Web3 Social Media”

Also, I want to express my heartfelt gratitude to
Members of Press, Guests, and Dignitaries, Video conference arranged by NSDL.

Mr. Gopal, NSDL

Mr. Yuvaraj, Integrated Solutions and our RTA.

Mr. Ramanathan & Mr. Dhanabal, M/s. Dhanapal and Associates, our Practicing Company Secretaries

Our chartered accountant Mr. Madhanagopal from M/s K. Gopal Rao & Co, Chartered Accountants.

Our Internal auditor's M/s Naresh & Co.

Mr. Gokul, and Mr. Yeshwanth and all Calsoft Team.

- A special word of thanks to all the teams and individuals who have worked tirelessly behind the scenes to organise this AGM. Your attention to detail, coordination, and commitment to ensuring the smooth flow of today's event have not gone unnoticed.
- To all our dedicated employees, thank you for your unwavering commitment, hard work, and passion. You are the backbone of Calsoft, and your contributions are vital to our continued success and growth.
- In conclusion, let us move forward together with renewed energy, focus, and commitment to continue the journey of growth and excellence for Calsoft. May the deliberations and decisions of today's meeting guide us towards a future filled with innovation, success, and shared prosperity.
- Once again, thank you all for your esteemed presence, participation, and contribution to this Annual General Meeting.

Thank you.

National Anthem