



SONATA SOFTWARE LIMITED



3rd February, 2017

National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Mumbai
Kind Attn: Manager, Listing Department
Email Id: neaps@nse.co.in
Stock Code - SONATSFTW

BSE Limited
P.J. Towers, Dalal Street
Mumbai
Kind Attn: Manager, Listing Department
Email Id: listing.centre@bseindia.com
Stock Code - 532221

Dear Sir/Madam,

SUB: Investors' Presentation

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing Investors' Presentation for the quarter and nine months ended 31st December, 2016.

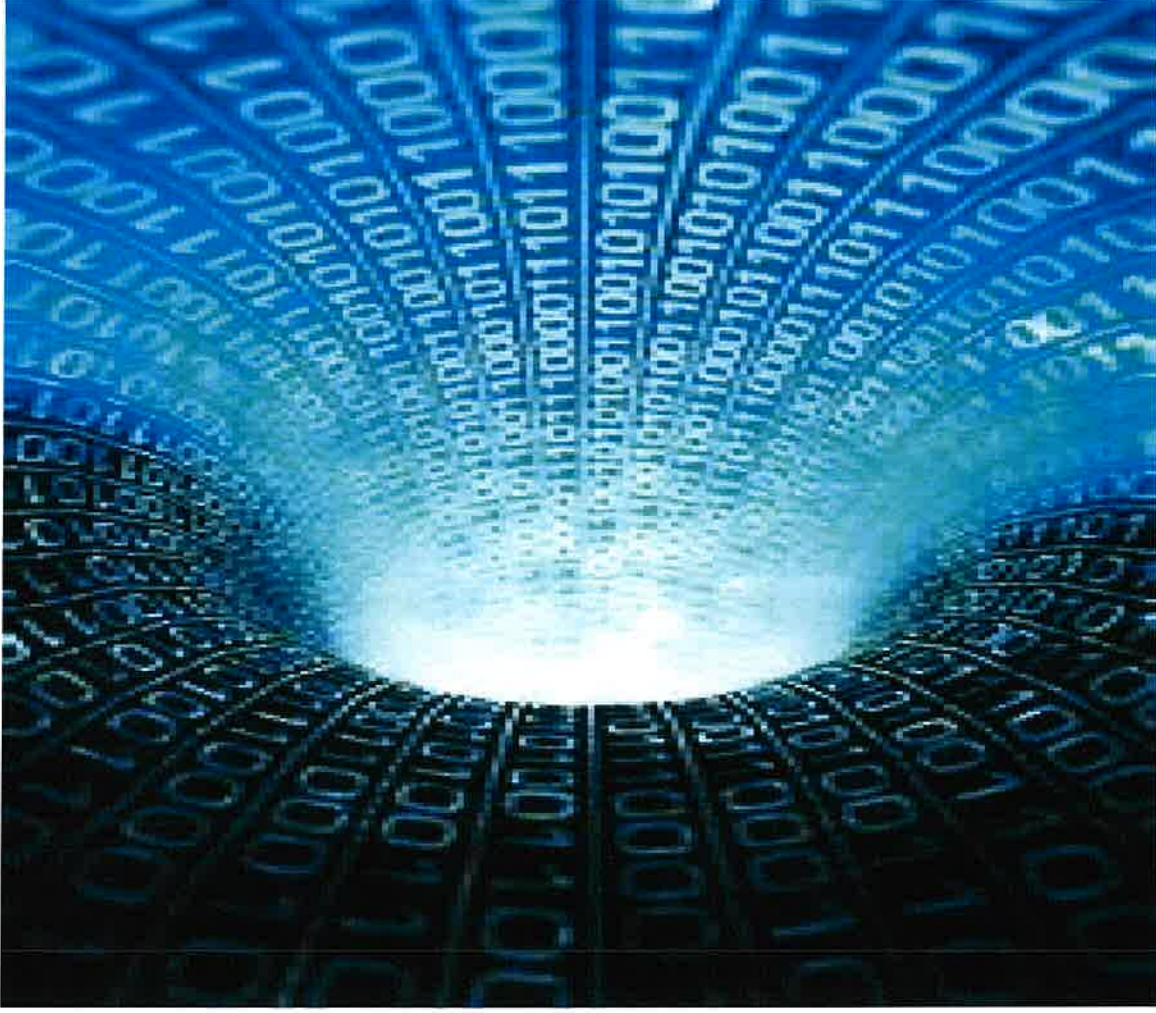
The details of above said are also made available at the Company's website www.sonata-software.com.

Kindly take the same on record.

Thanking you,

Yours faithfully
For Sonata Software Limited

Kundan K. Lal
Company Secretary and Head of Legal



GO DEEPER

Transform business with IT

Investor Presentation Q3 FY 17

Product Engineering
Enterprise IT Services
Technology Infrastructure



DEPTH MAKES A DIFFERENCE

Sonata Vision

A world class firm
that is a benchmark for
Catalyzing Business
Transformation for our Clients,
Fulfilling Employee Aspirations &
Caring for our wider Community

through Depth of:
Thought Leadership
Customer Centricity
Execution Excellence

For the Customers

IT Partner of choice for transformation
thru deeper industry, technology &
customer focus



For the Employee

A fun & fearless environment where
the potential & passion for work
flourishes



For the Community

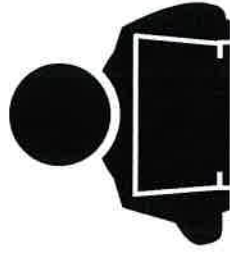
CSR initiatives to support IT needs of
projects with Social impact



Sonata Software – Corporate Structure

Sonata Software Limited			
Reporting Segment	Legal Entities	Geography	Nature of Business
International IT Services	Sonata Software Ltd	India	<ul style="list-style-type: none"> Digital IT solutions & services Product Engineering Services
	Sonata Europe Ltd	UK	<ul style="list-style-type: none"> Software Service & Development
	Sonata Software GmbH	Germany	<ul style="list-style-type: none"> IT Program Mgmt. for Travel customers
	Sonata FZ LLC	Dubai	<ul style="list-style-type: none"> Sales & Marketing Account Management
	Sonata Software North America	USA	<ul style="list-style-type: none"> Onsite IT Services Account Management
	Sonata Software Qatar	Qatar	<ul style="list-style-type: none"> Onsite IT Services Account Management
	Rezopia Inc	USA	<ul style="list-style-type: none"> Cloud based PaaS travel IT solutions platforms
	Halosys	USA	<ul style="list-style-type: none"> Unified Enterprise Mobile Enablement platform
	IBIS Inc	USA	<ul style="list-style-type: none"> Supply Chain solutions for Distributors, Manufacturers & Retailers
	Domestic Products & Services	Sonata Information Technology Ltd	India

Operating Business Lines



International Services

- Product Engineering & Enterprise IT solutions
- International footprint
- 34% of Co Revenues
- 79% of Co PAT



Technology Infrastructure

- IT Infrastructure Consulting, Licensing & Deployment
- Primary India footprint
- 66% of Co Revenues
- 21% of Co PAT



International IT Services

Industry Footprint



Travel

hybris software
AN SAP COMPANY

Most Innovative Partner
2012

rezopia
FROM
SONATA SOFTWARE

TO | OTA | Corporate | Air | Rail

Strategic Customers

- World leading Tour Operator
- Top NA Corporate Travel Co



Retail & Distribution



Microsoft Dynamics

hybris software
AN SAP COMPANY

Most Innovative Partner
2012

Hyper | Grocer | Apparel | CPG | Industrial

Strategic Customers

- World leading Retailer
- Global F&B CPG Leader



ISV

Windows Azure



ERP | SCM | Travel | Retail

Strategic Customers

- Global Software Leader
- Top SMB ERP Co

Business Solutions Footprint

DIGITAL ENGAGEMENT

- Omni-channel Commerce
- Analytics & Personalization
- CRM, Loyalty
- Mobile & Social Business

*Winning the Shift to Digital
Commerce*
Top travel company

ENTERPRISE EFFICIENCY

- ERP
- SCM, HR & Finance
- BI & Analytics
- Mobile & Social Work

*Direct Store Distribution
Solutions*
Global CPG leader

IT COST MANAGEMENT

- Managed Services & Infrastructure
- Cloud & Virtualization
- Licensing

*Remote Infrastructure
Management*
Top European Retailer



Microsoft



AN SAP COMPANY



Microsoft Dynamics



appcelerator



hadoop



Windows Azure



SAP

ORACLE

Engineering Solutions Footprint

PRODUCT INNOVATION

- Cloud engineering
- Mobile engineering
- Analytics integration



*Cloud & Mobile Enabled SaaS
Migration
Global SMB ERP ISV*

PRODUCT ENGINEERING

- Consult, Architect
- Develop, QA
- Performance Engineering
- Globalize and Localization



*End-to-end engineering
services for an ERP
World leading ISV*

PROFESSIONAL SERVICES

- Professional Services
- Integration, Customization
- Sustainance Engineering
- Product support



*Premium managed product
support
Leading cloud platform*

Transformational Partner to Customers

Enabling a World Leader in Travel Retail stay ahead of the digital business shift

Evolution from brick and click to Omni-Channel business

- 20%+ YoY digital sales growth, 50%+ digital revenue

Front Office to Back Office IT systems services

- 300+ team of On-site and Off-shore mix;
- 30% saving in IT costs, est > 50Mn E p.a.;
- 50+ core applications transitioned, modernized; >80% Managed Services



10 Year Partnership Milestone

"Sonata is a very important extension of the team and over the years has made a significant contribution to our success in serving our customers better than anyone else in our business sector." Director IT

Transformational Partner to Customers

Partnering launch of a new ERP by a Global Software leader

- Engineering Excellence
- Beta One thru to global roll-out stages with ERP & engineering skills
 - Vertical solutions partner – industry specific offering of core ERP

Value Added Services

- Engineering and integration services to partner eco-system globally
- Managed support with SLA adherence improved by over 30% to > 90%
- Go-to-Market partner with marquee Fortune 500 clients wins and project implementations



10 Year Partnership Milestone

*“Sonata has been an **important partner** in our ... journey for over a decade. The expertise they bring to the table makes **them a valuable part of the ecosystem**., its partners and customers who seek to get more out of our enterprise class business solution. This 10 year anniversary is a significant milestone in our relationship with Sonata and we look to newer horizons ahead.” VP Engineering*

Way Forward : Platforms + Services for digital business



Turnkey partner for mid size (USD 500M+) customers in Travel, Retail & Distribution, ISV vertical

The Future – Industry specific Platform solutions

Next Gen Travel Experience



Rezopia Travel Experience Platform

- Search & Book across Web, Mobile, Shop & Call Centre channels
- On the fly packaging across Air, Rail, Hotel & ancillary service inventory
- Pre-Built Mobile & Analytics features
- Integration to leading GDS and ERP applications

Omni Channel Retailer



Brick & Click Retailing Platform

- Seamless Personalized Shopping Experience – In Store, Mobile, Online
- Pre-built Customer and Store mobile service Apps
- Pre-built big data Analytics platform
- Integrated to core Retail ERP

Digital Distribution



Modern Distribution Platform

- Advanced Supply Chain Software – built-in functionalities like sales & operations planning, demand planning, revenue management.
- B2B Ecommerce
- Mobile Ordering & Fulfilment Apps
- Core ERP enabled on Microsoft Dynamics

Strategic acquisitions & builds to enable 'the Future'



rezopia
FROM
SONATA SOFTWARE
TRAVEL SAAS

Reservation, Distribution, Contracts & Operations on one single Cloud Platform



Unified Enterprise
Mobility Platform
halosys

Core features of MADP, MAM, MBaaS & APIs on a single, unified mobile platform



I.B.S..inc.
A Sonata Software Company

Advanced Supply chain Software for Distributors, Manufacturers & Retailers



Big Data ready Retail Analytics Platform

Continuing to build, integrate and acquire platforms across Ecommerce, Analytics & DevOps to complete portfolio for 'Future Ready' IP led solutions.

Increasing impact on customer's digital solution needs



Top SMB ERP Company
Cloud & Mobile engineering ERP for SaaS enablement



World Leading Retailer
Engineering Omni Channel retail systems on a new technology stack



Top ANZ Rail Company
Enabling next-gen Rail reservation & ancillary services

Digital Travel Platform in Action

Drives customer service and ancillary revenue of a leading ANZ Rail Operator



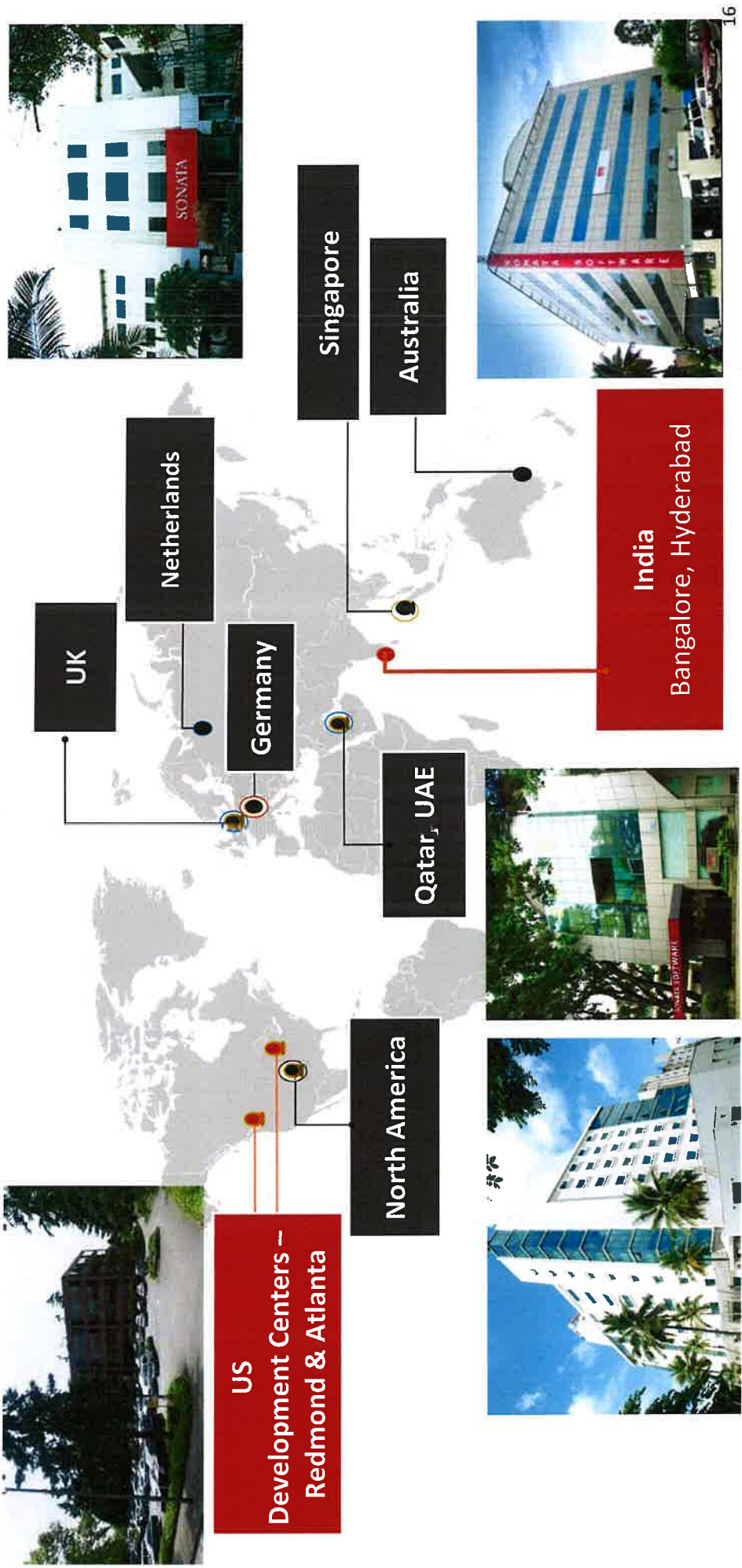
Business Need: Upgrade reservations systems across core Rail and ancillary package sales

Solution: Rezopia Travel SAAS customized to next gen reservation systems

- Manage Services, Schedules, Inventory, Fares and Rules
- Multi-channel booking engine – web, call center, stations and agents
- Dynamic shopping cart with ancillaries like hotels, transfers and activities
- Integration to back end SAP ERP for Financial data integration

Business Benefits: Cost effective, quick transition from legacy systems & continuous feature upgrades with releases

Global Service & Delivery Footprint





Technology Infrastructure

TIS : Strategic fit to overall Sonata business

- Strategic partnerships with leading technology providers – Microsoft, SAP, Oracle, Appcelerator
- Relationships act an advantage in accessing emerging technology solutions
- 360 degree footprint across Engineering, Implementation, Go to Market in IT value chain in key technologies – e.g. Dynamics AX

Wide portfolio of technology solutions
with leading and emerging partners

PORTFOLIO OF WORLD-CLASS ALLIANCES



360 DEGREE CORPORATE
FOOTPRINT

PE | PDS Implement | GTM

End to End Capability
on Technology Needs

IN-HOUSE SOLUTION

CENTRE OF EXCELLENCE

Expert Deployment Team |
Customer POC | Best
Practices Templates

NEW TECHNOLOGY

ADOPTION

SMAC | Platforms | Appliances

Cloud, MoovWeb,
Exadata

EXPERTISE | RELIABILITY | SPEED

in accessing technology solutions

Keeping business prepared to compete...

with up to date technology infrastructure

CORE IT INFRASTRUCTURE



- OS, Servers, Cloud & Virtualization
- Security, Identity & Access Infrastructure
- Management, Optimization & Support

EMPLOYEE PRODUCTIVITY



- Communication & Collaboration
- Work Tools & Applications
- Onboarding & Support

BUSINESS APPLICATIONS



- E. Comm, Digital Marketing, CRM, BI, Mobility, ERP, SCM
- IT Appliances
- Consulting & Support

Core Enterprise Infrastructure migration to Cloud for cost optimization

Leading Brewery Company

Patient care enhancement thru collaborative work tools for doctors

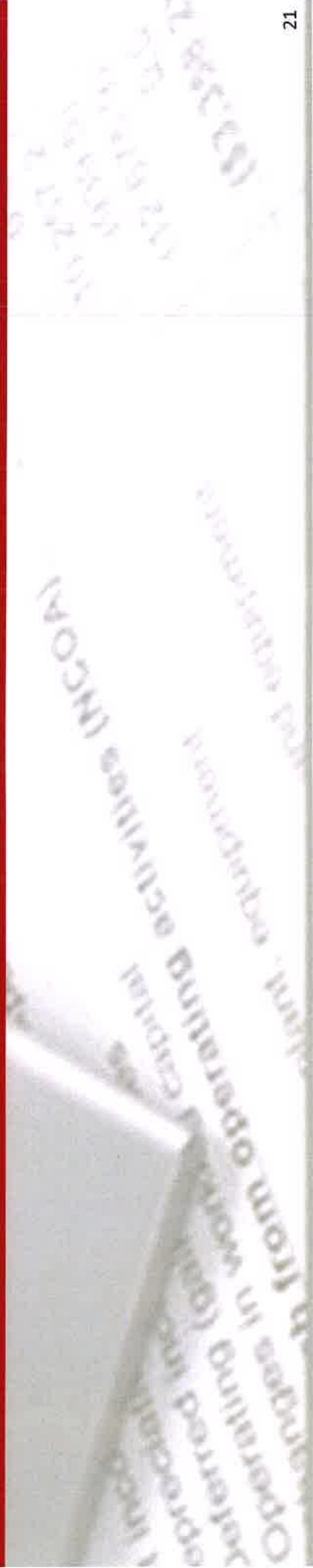
Leading Hospital Chain

Enhanced business responsiveness thru next gen IT Appliances

Leading Bank



Financials



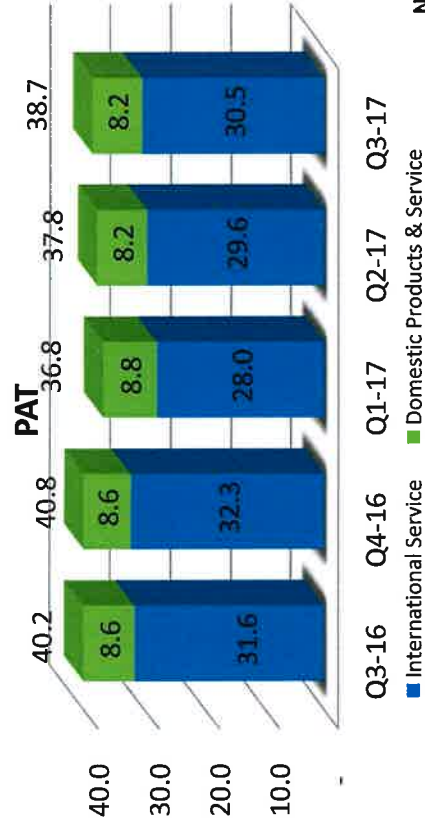
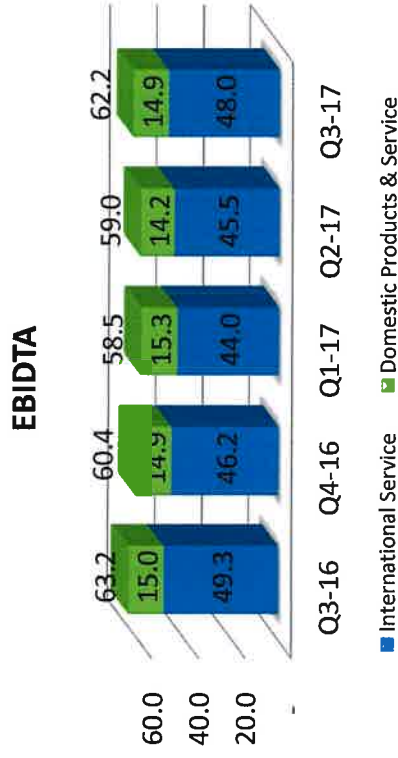
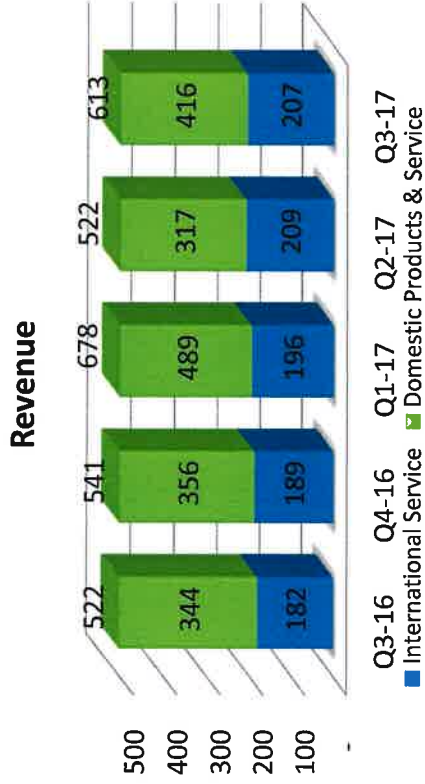
Result Snapshot – Q3 FY 17

Description	For the Quarter ended			For the nine months ended				
	31-Dec-16	30-Sep-16	31-Dec-15	QoQ	YoY	31-Dec-16	31-Dec-15	YoY
Revenues								
International IT Services	206.5	209.1	181.5	-1%	14%	611.4	517.8	18%
Domestic- Products & Services	415.7	317.4	343.8	31%	21%	1,222.4	894.5	37%
Consolidated	612.6	522.5	522.0	17%	17%	1,812.8	1,399.6	30%
EBITDA								
International IT Services	48.0	45.5	49.3	6%	-3%	135.1	136.8	-1%
Domestic- Products & Services *	14.9	14.2	15.0	5%	-1%	44.3	43.5	2%
Consolidated *	62.2	59.0	63.15	5%	-2%	177.5	177.7	0%
PAT								
International IT Services	30.5	29.6	31.6	3%	-4%	88.1	92.4	-5%
Domestic- Products & Services	8.2	8.2	8.6	0%	-5%	25.2	25.4	0%
Consolidated	38.7	37.8	40.2	2%	-4%	113.3	117.8	-4%

* Includes "exceptional Item" Interest income received on Income-Tax refund of Rs. 2.09 crores in Q1 FY2016-17 (of which Rs. 1.11 crore relates to Domestic and balance Rs. 0.97 crore relates to International) and Rs. 3.68 crores for 9 months in FY2015-16 (relating to Domestic)

Consolidated - by Quarter

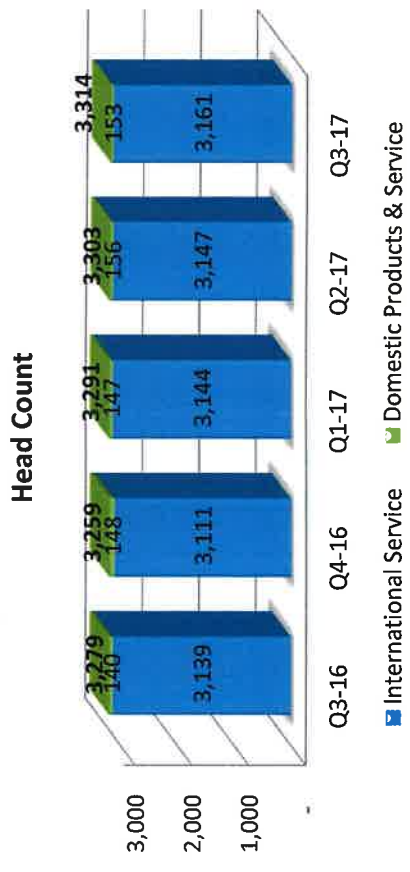
INR Crores



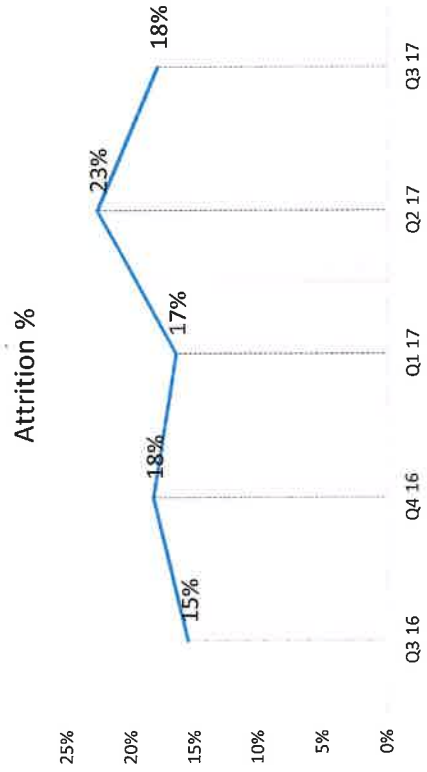
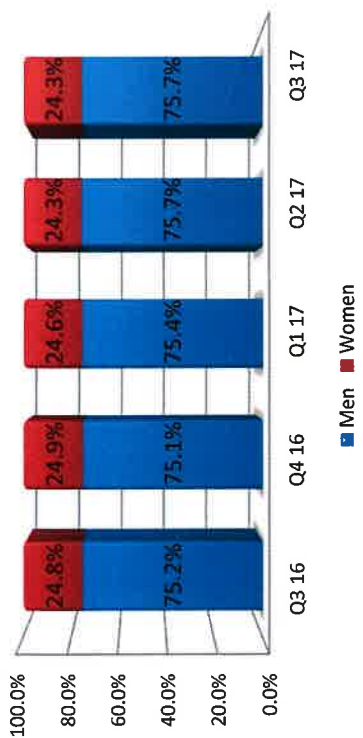
	QoQ	YoY
Revenue	17%	17%
EBIDTA	5%	-2%
PAT	2%	-4%

Note : Q1-17 EBITDA and PAT includes exceptional income of Interest on IT Refund of Rs. 1.1 Cr for Domestic & Rs. 0.97 Cr for International Business.

Headcount

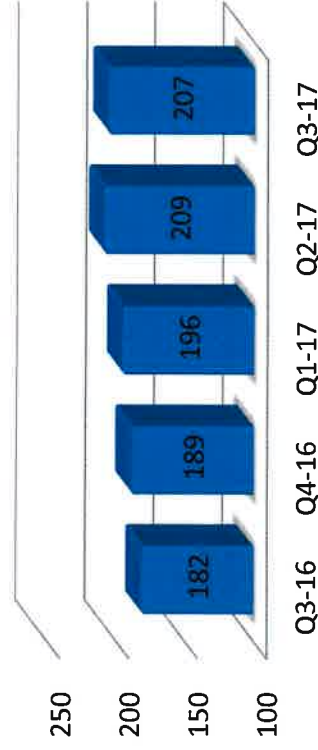


Diversity

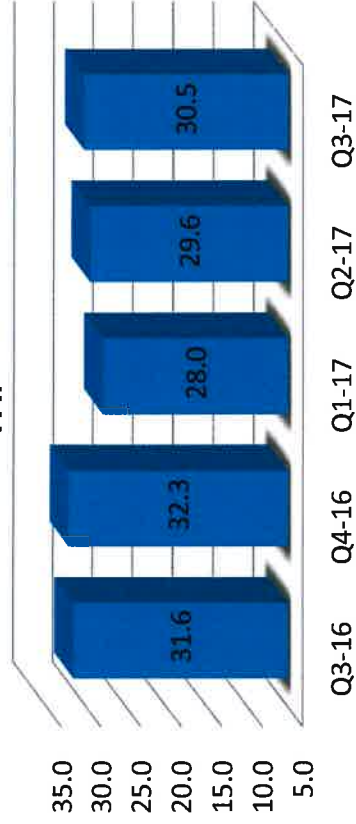


International IT services – by Quarter

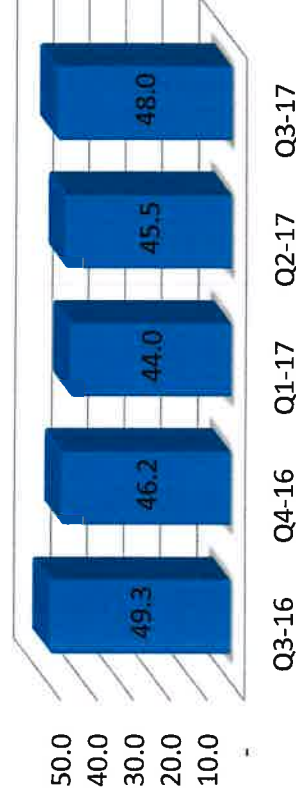
Revenue



PAT



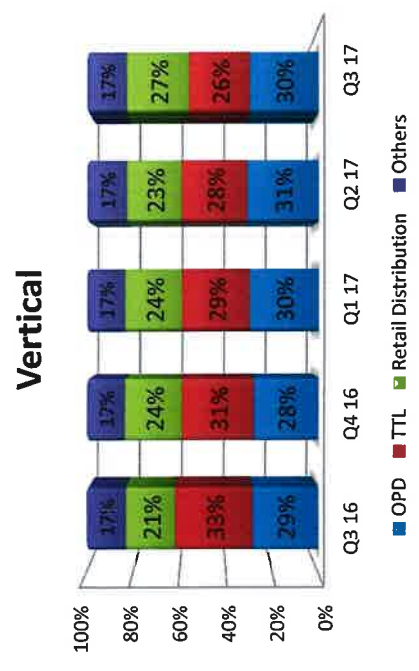
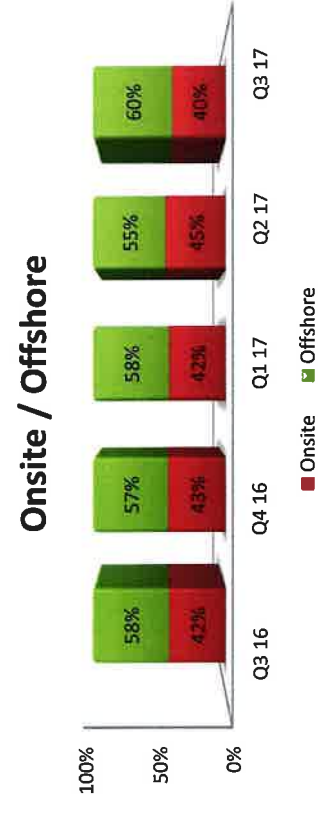
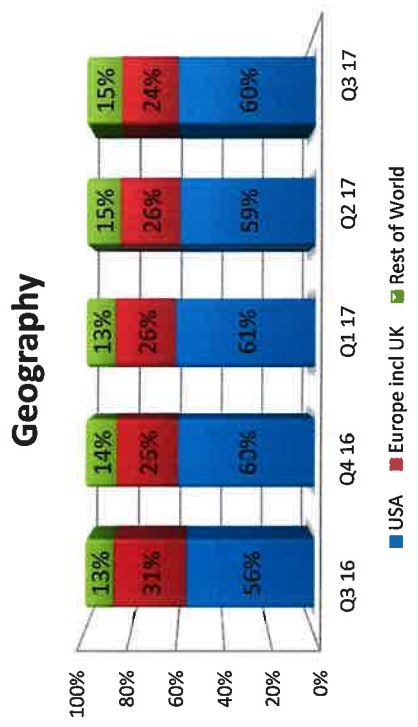
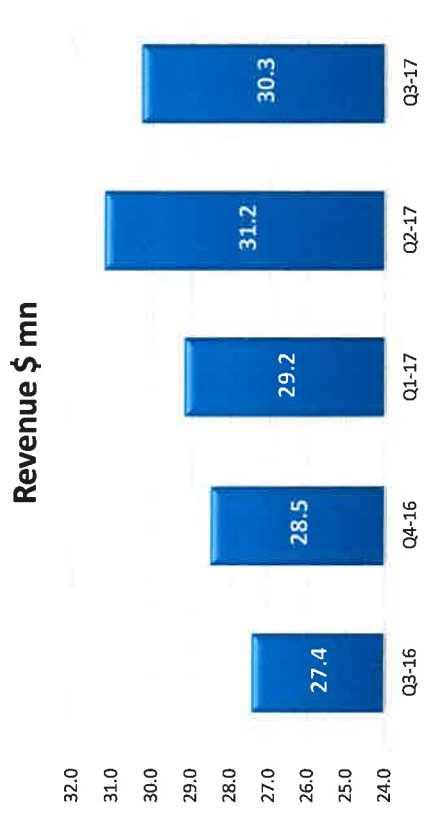
EBIDTA



	QoQ	YoY
Revenue	-1%	14%
EBIDTA	6%	-3%
PAT	3%	-4%

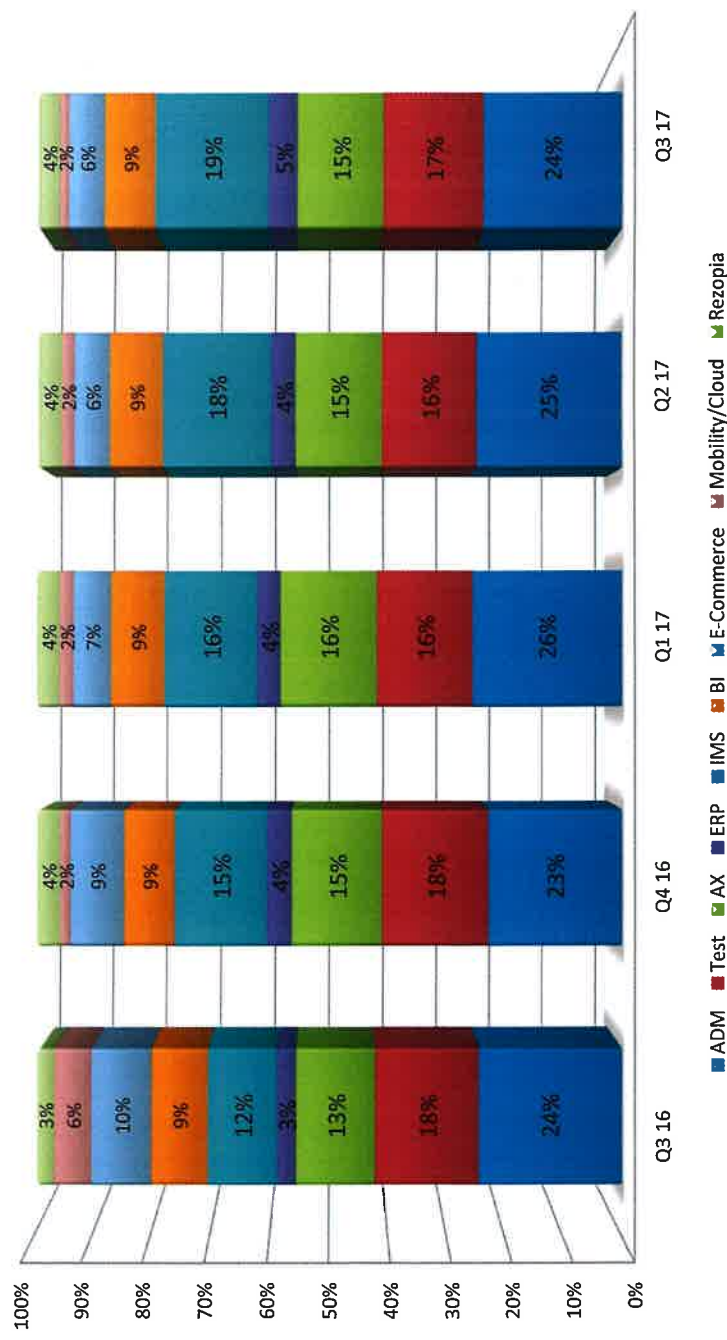
Note : Q1-17 EBIDTA and PAT includes exceptional income of Interest on IT Refund Rs. 0.97 Cr for International Business.

Revenue Mix

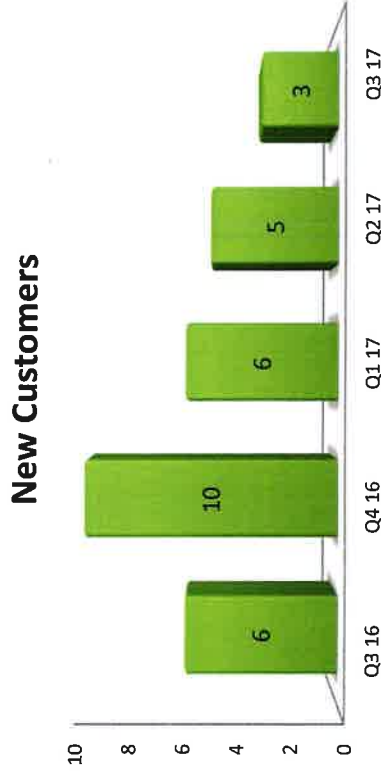
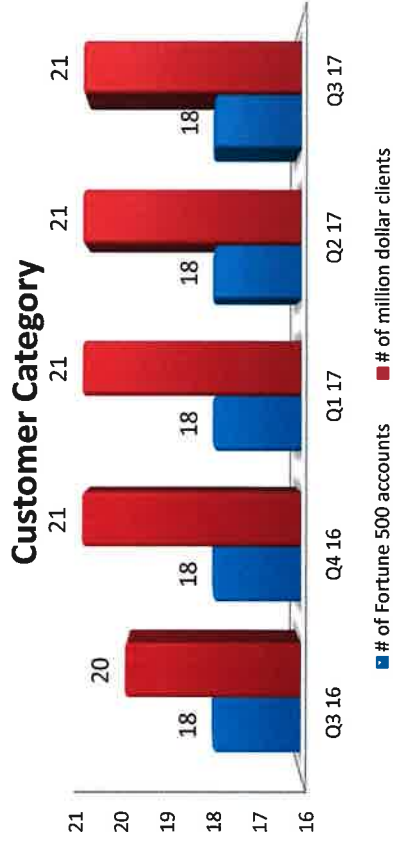


Revenues by Competency

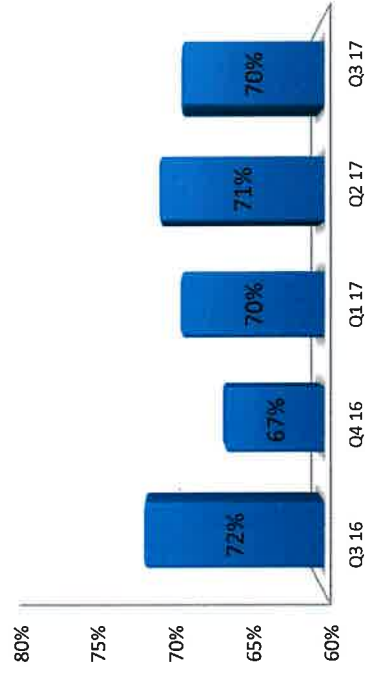
Competency



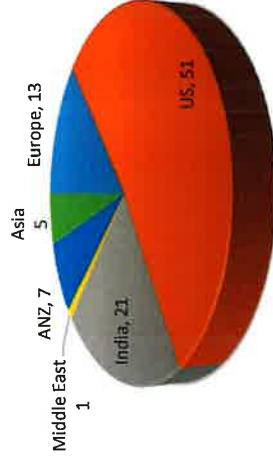
Revenue by Customers



Revenue from Top 10 customers



No. of customers by Geo



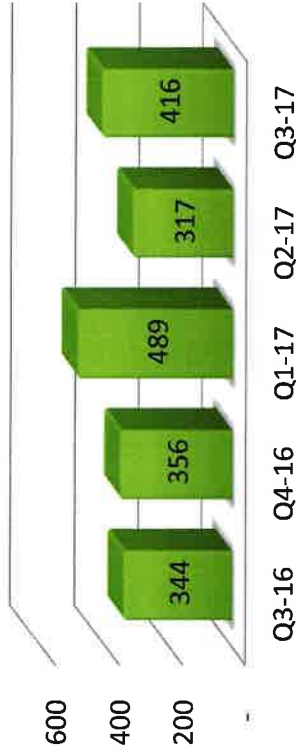
No. of customers by Vertical



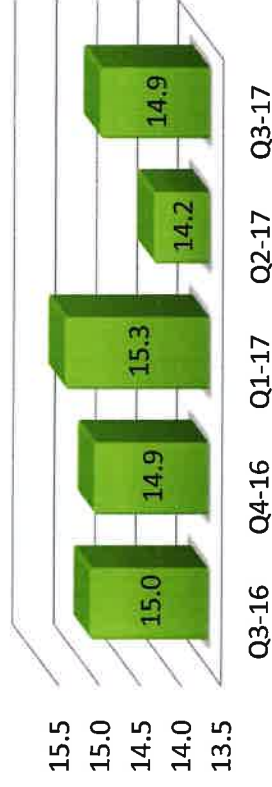
Domestic Product & Services – by Quarter

INR Crores

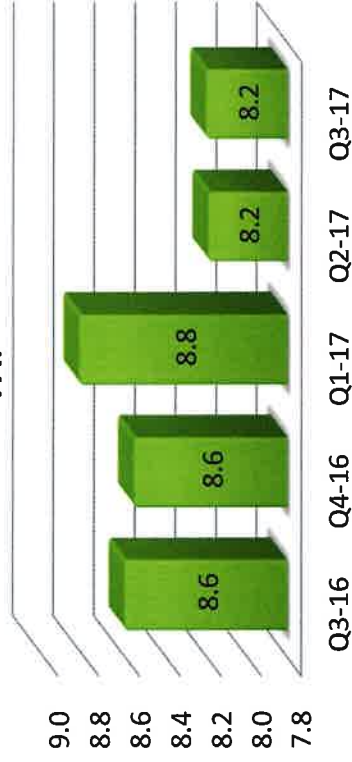
Revenue



EBIDTA



PAT

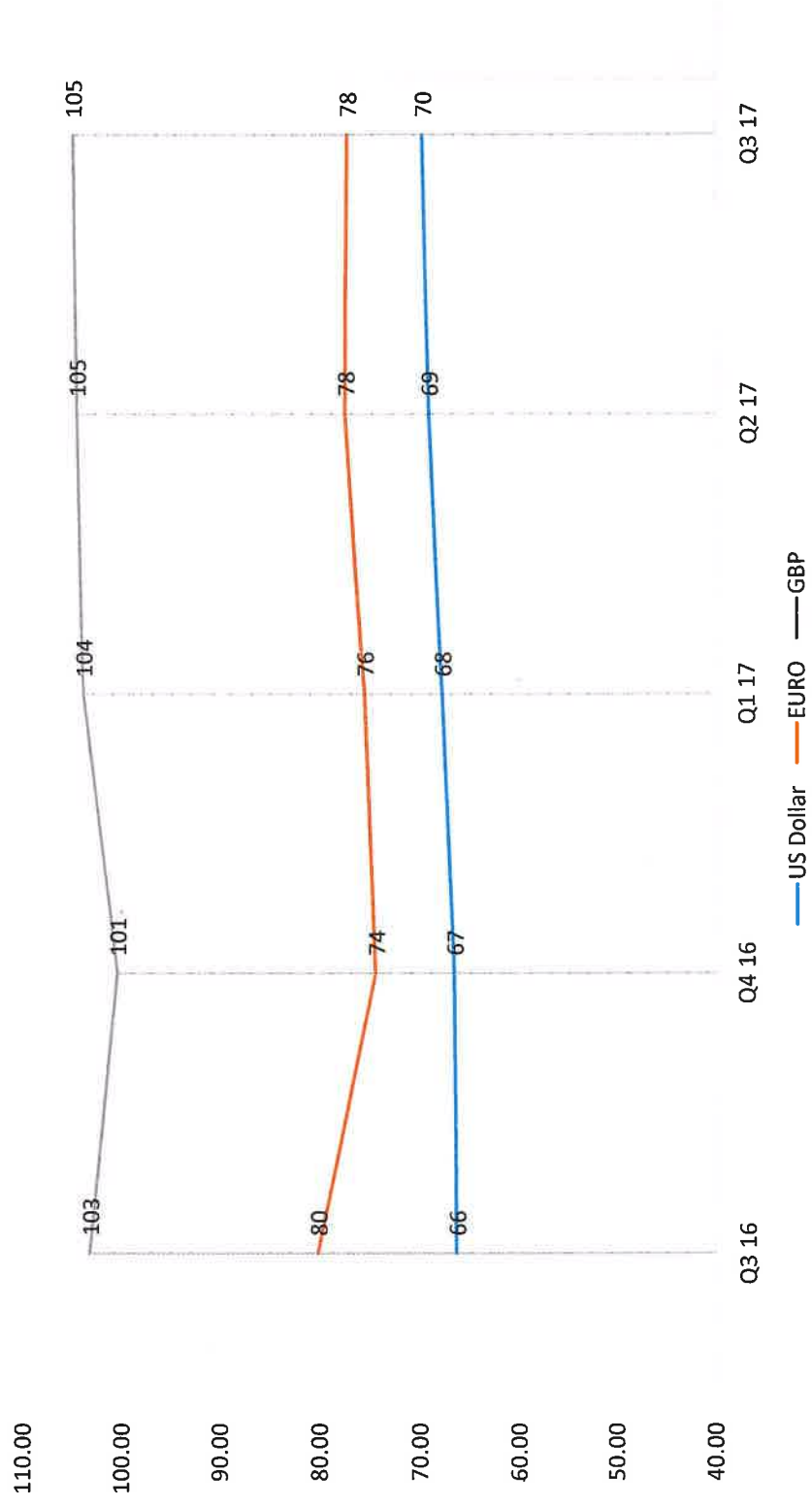


QoQ YoY

	QoQ	YoY
Revenue	31%	21%
EBIDTA	5%	-1%
PAT	0%	-5%

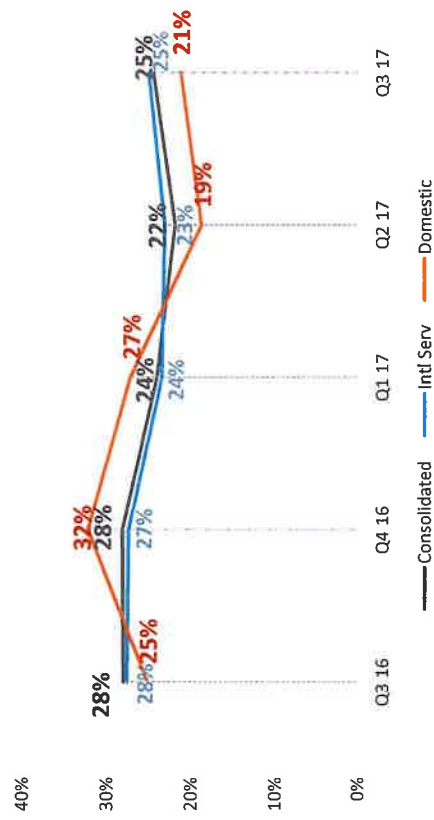
Note : Q1-17 EBITDA and PAT includes exceptional income of Interest on IT Refund of Rs. 1.1 Cr for Domestic.

Rupee Realization

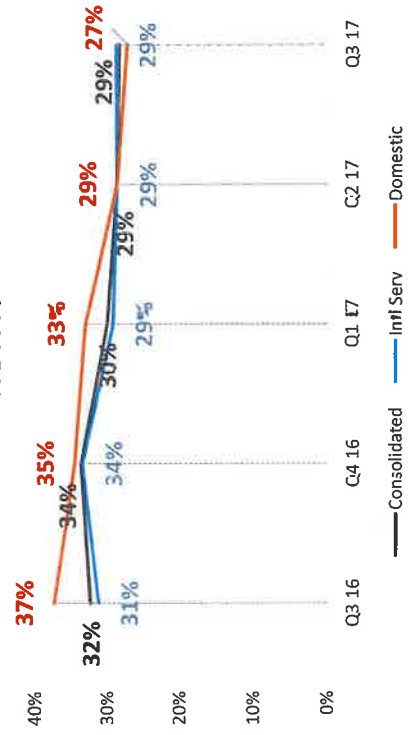


ROCE & RONW

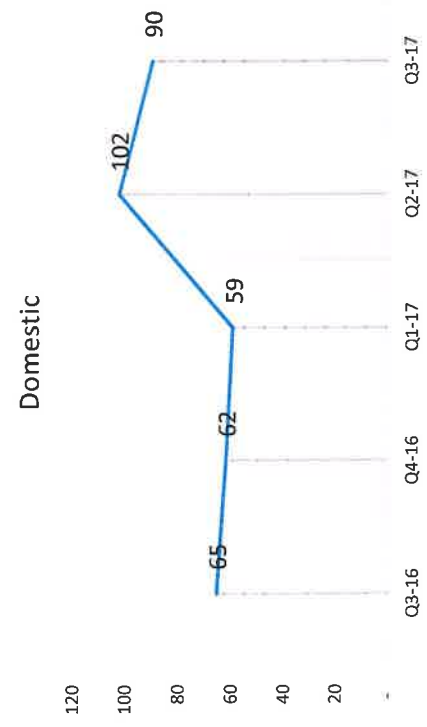
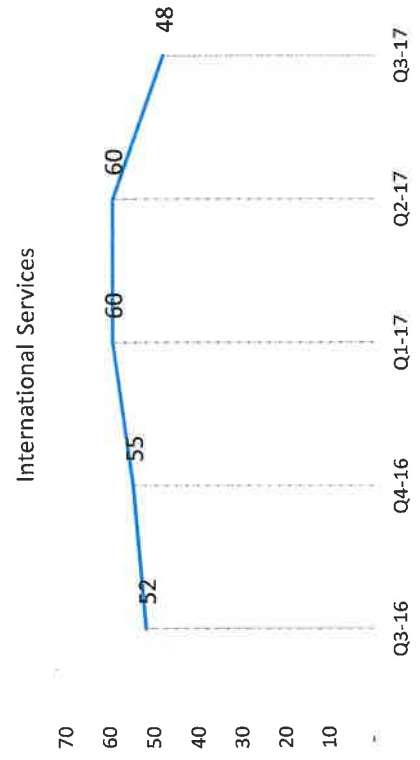
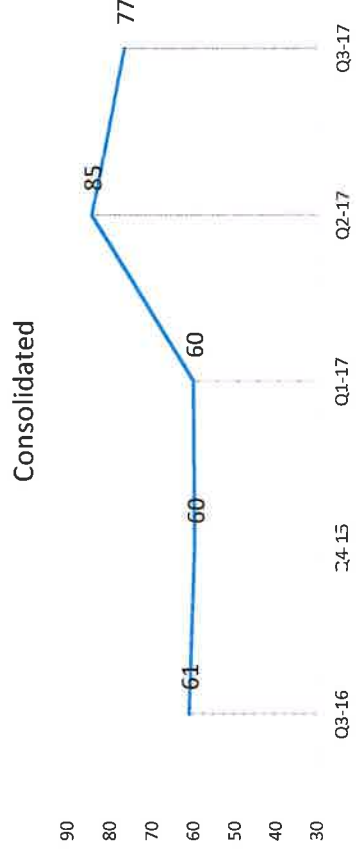
ROCE



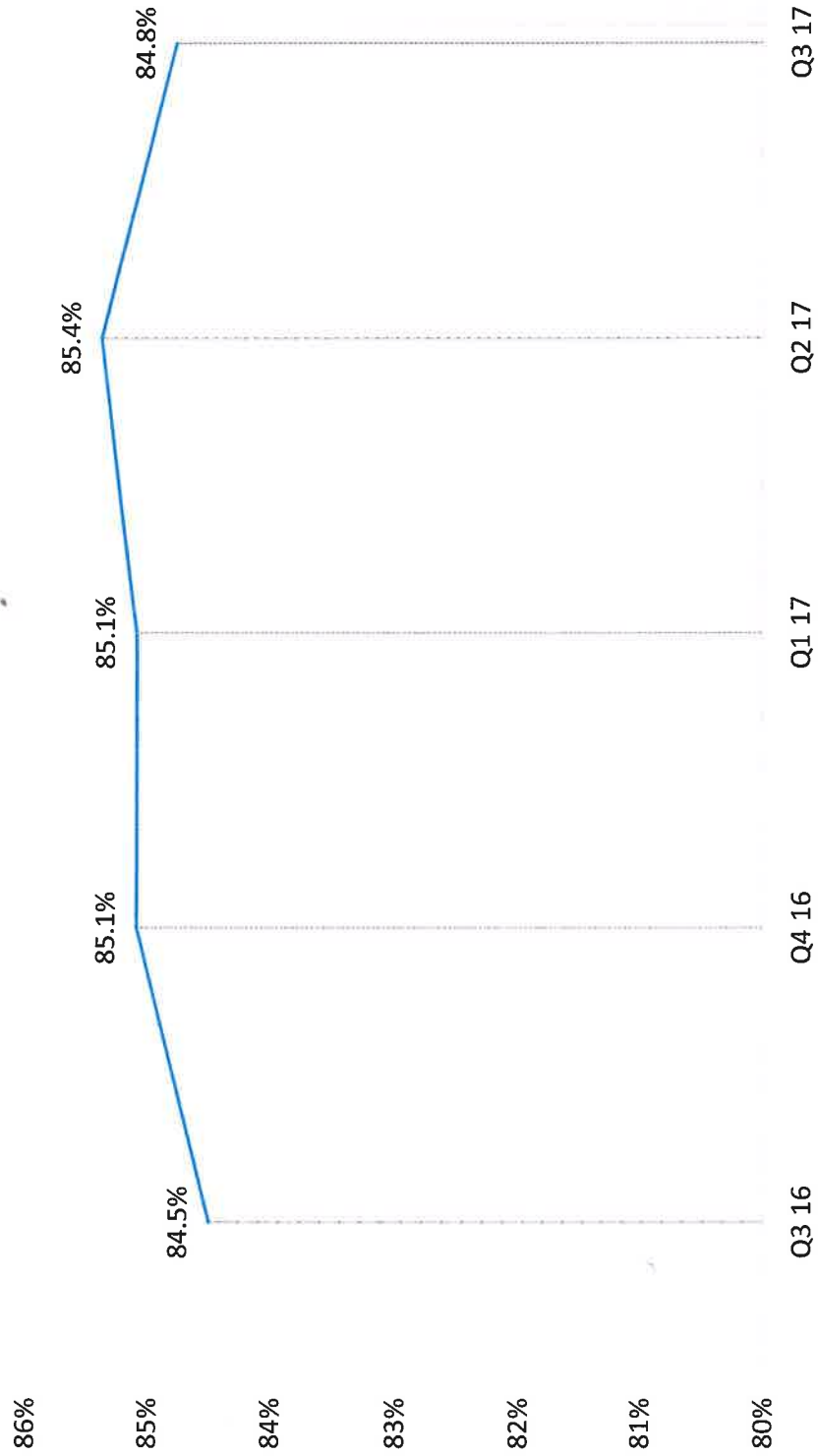
RONW



Day Sales Outstanding



Utilization



GO DEEPER

Transform business with IT



Thank You!



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