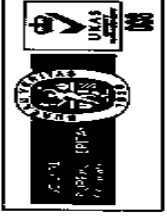




SONATA SOFTWARE LIMITED



CMMDEV/5
Exp. 2017-06-16, Approval #22867

2nd November, 2016

National Stock Exchange of India Limited	BSE Limited
Listing Department	Listing Department
Exchange Plaza, 5th Floor	P. J. Towers, Dalal Street
Bandra Kurla Complex	Mumbai 400 001
Bandra (E) Mumbai – 400 051	Stock Code - 532221
Stock Code - SONATSOFTW	

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 half year ended September 30, 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 Q2 FY 17

Product Engineering
Enterprise IT Services
Technology Infrastructure



DEPTH MAKES A DIFFERENCE

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 	<ul style="list-style-type: none"> IT Consulting & Outsourcing Managed IT 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 	<ul style="list-style-type: none"> IT Program Management
	Sonata Software North America	USA	<ul style="list-style-type: none"> Onsite IT Services Account Management 	<ul style="list-style-type: none"> IT Program Management Sales & Marketing
	Sonata Software Qatar	Qatar	<ul style="list-style-type: none"> Onsite IT Services Account Management 	<ul style="list-style-type: none"> IT Program Management Sales & Marketing
	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	<ul style="list-style-type: none"> Distribution of packaged, Saas & PaaS based software products Domestic IT Services 	<ul style="list-style-type: none"> Onsite IT Services Account Management IT Program Management



International Services

- Product Engineering & Enterprise IT solutions
- International footprint
- 40% of Co Revenues
- 78% of Co PAT



Technology Infrastructure

- IT Infrastructure Consulting, Licensing & Deployment
- Primary India footprint
- 60% of Co Revenues
- 22% of Co PAT



International IT Services



Travel



Most Innovative Partner
2012



TO | OTA | Corporate | Air | Rail

Strategic Customers

- World leading Tour Operator
- Top NA Corporate Travel Co



Retail & Distribution



Most Innovative Partner
2012

Hyper | Grocer | Apparel | CPG | Industrial

Strategic Customers

- World leading Retailer
- Global F&B CPG Leader



ISV



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*



ORACLE®



PRODUCT INNOVATION

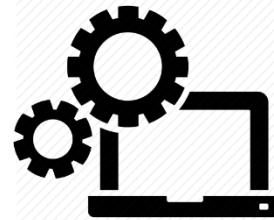
- Cloud engineering
- Mobile engineering
- Analytics integration



*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*

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.I.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

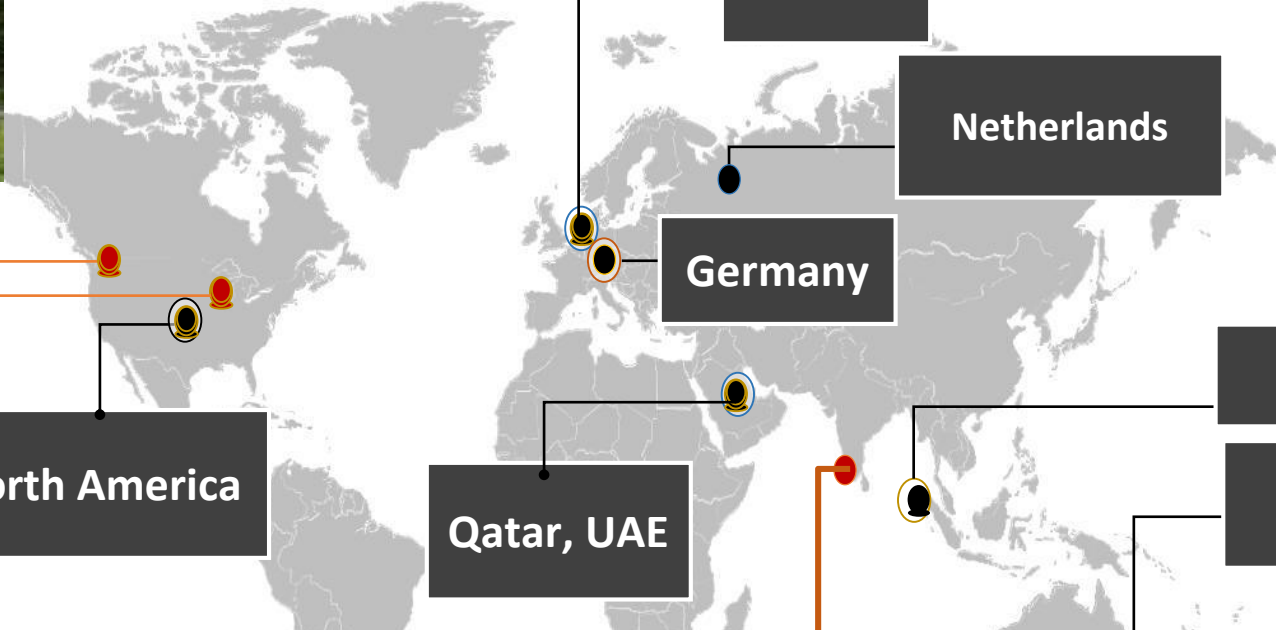
Business Benefits: Cost effective, quick transition from legacy systems & continuous feature upgrades with releases

Global Service & Delivery Footprint



US
Development Centers –
Redmond & Atlanta

North America



UK

Netherlands

Germany

Singapore

Australia



India
Bangalore, Hyderabad





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

Microsoft

SAP

ORACLE

hp

IBM

Adobe

Symantec

redhat

vmware

intel

INFORMATICA

paloalto
NETWORKS

a
appcelerator

**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

Core Enterprise Infrastructure migration to Cloud for cost optimization

Leading Brewery Company

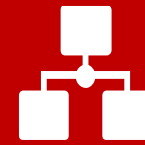


EMPLOYEE PRODUCTIVITY

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

Patient care enhancement thru collaborative work tools for doctors

Leading Hospital Chain



BUSINESS APPLICATIONS

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

Enhanced business responsiveness thru next gen IT Appliances

Leading Bank



Financials

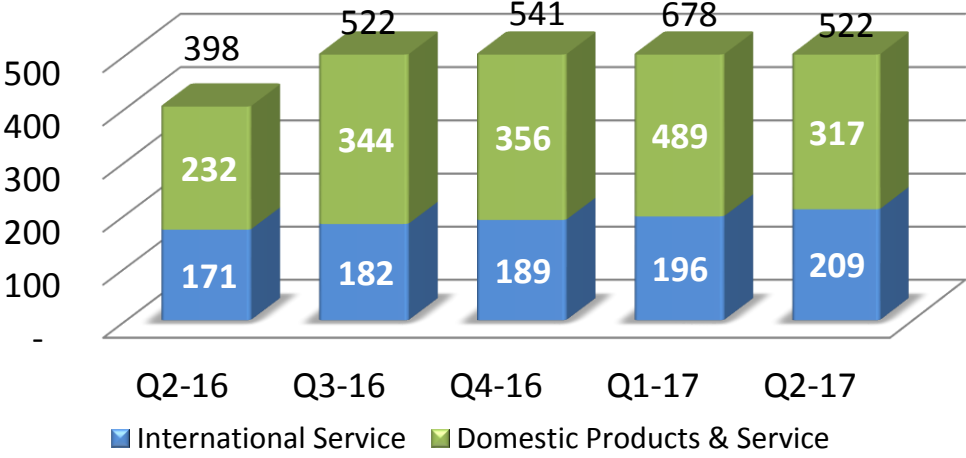
Result Snapshot – Q2 FY 17

Description	For the Quarter ended					For the half year ended		
	30-Sep-16	30-Jun-16	30-Sep-15	QoQ	YoY	30-Sep-16	30-Sep-15	YoY
Revenues								
International IT Services	209.1	195.7	170.7	7%	23%	404.9	336.3	20%
Domestic- Products & Services	317.4	489.3	231.6	-35%	37%	806.7	550.7	46%
Consolidated	522.5	677.8	398.4	-23%	31%	1,200.2	877.6	37%
EBITDA								
International IT Services	45.5	44.0	46.1	3%	-1%	89.4	87.5	2%
Domestic- Products & Services *	14.2	15.3	14.2	-7%	0%	29.5	28.6	3%
Consolidated *	59.0	58.5	59.6	1%	-1%	117.4	114.5	3%
PAT								
International IT Services	29.6	28.0	31.0	6%	-4%	57.6	60.8	-5%
Domestic- Products & Services	8.2	8.8	8.4	-7%	-2%	17.0	16.7	2%
Consolidated	37.8	36.8	39.3	3%	-4%	74.6	77.5	-4%

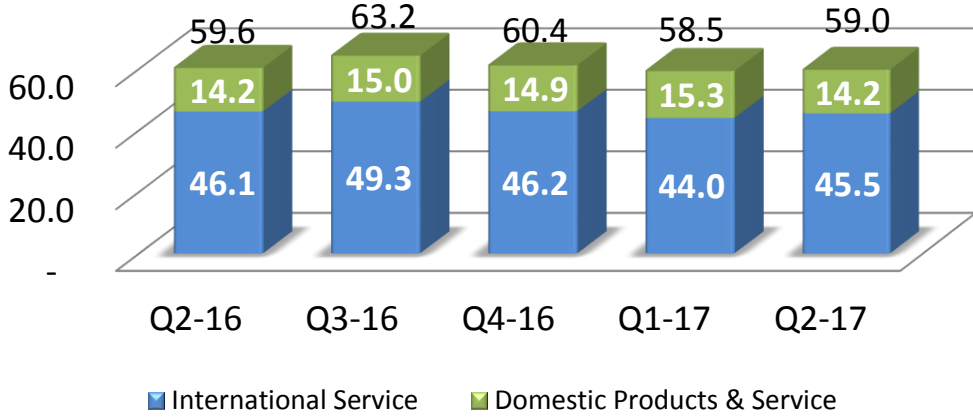
* Includes "exceptional Item" Interest income received on Income-Tax refund of `2.09 crores in Q1 of FY2016-17 (of which Domestic relates to `1.11 crore and balance `0.97 crore relates to International).

Consolidated - by Quarter

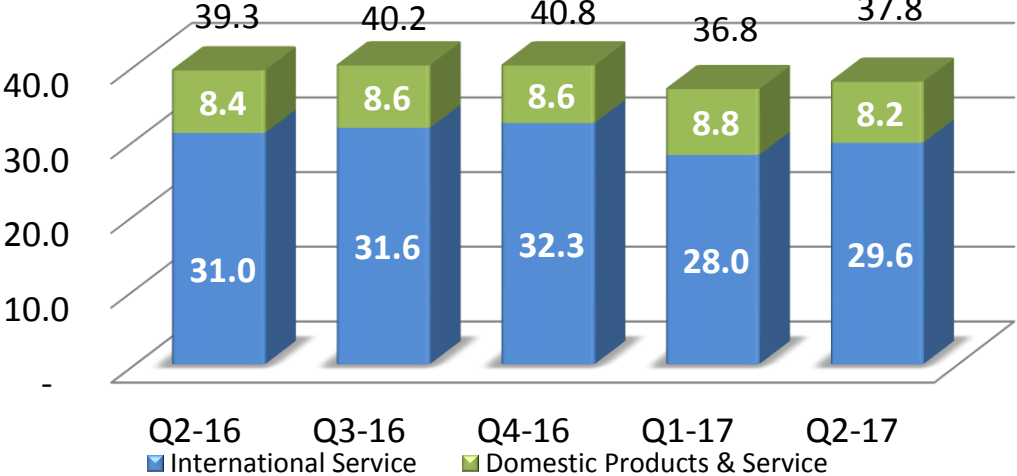
Revenue



EBIDTA

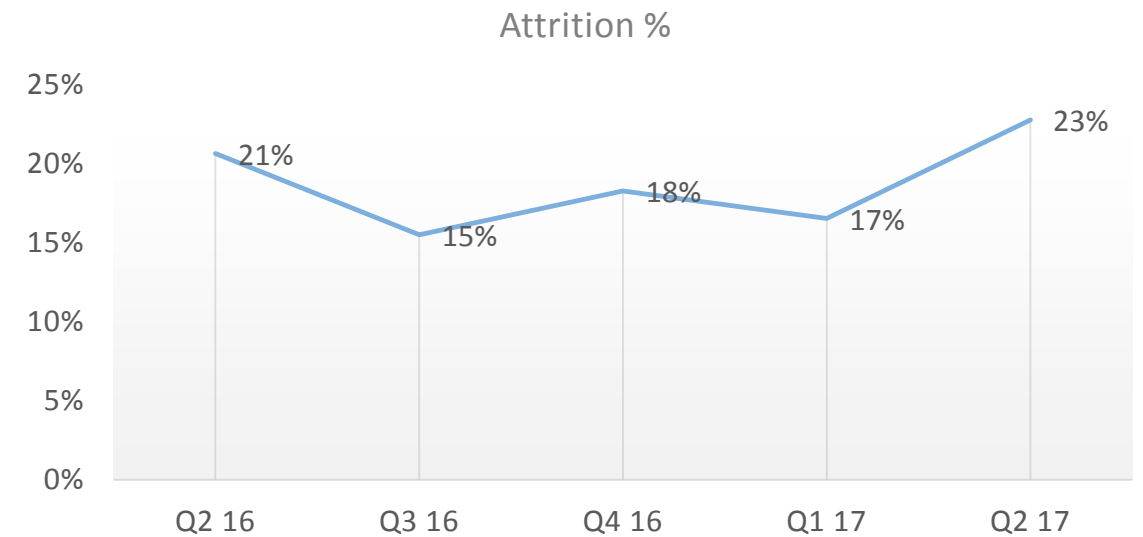
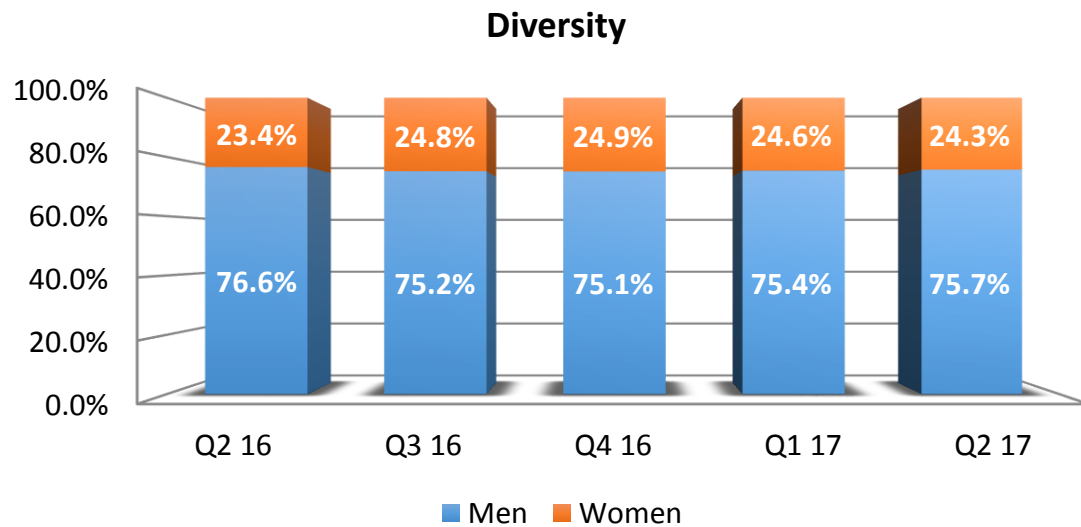
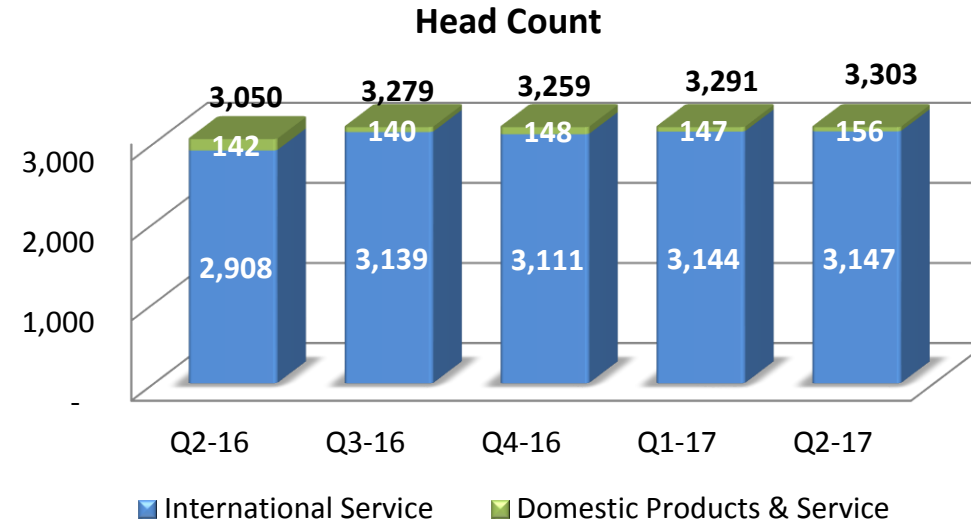


PAT



	QoQ	YoY
Revenue	-23%	31%
EBIDTA	1%	-1%
PAT	3%	-4%

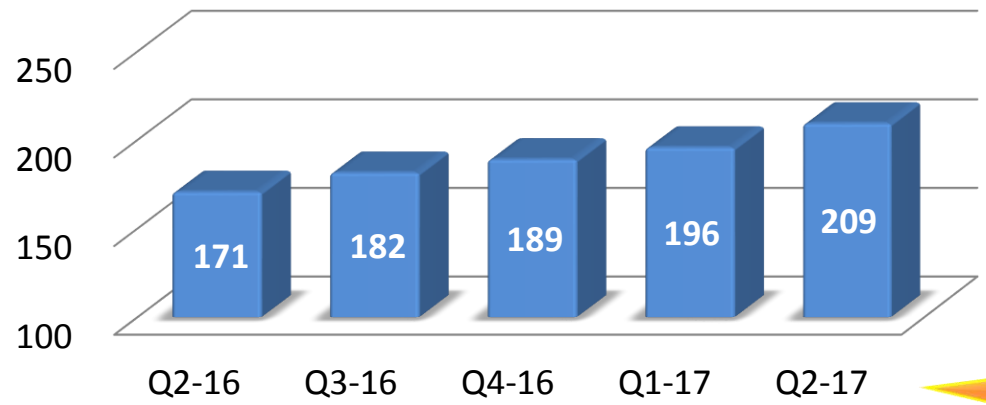
Note : Q1-16 ,Q2-16 & Q1-17 EBITDA and PAT includes exceptional income of Interest on IT Refund



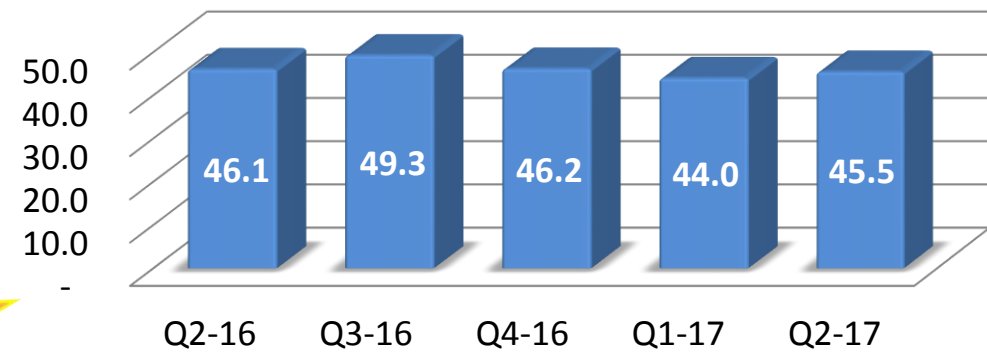
International IT services – by Quarter

INR Crores

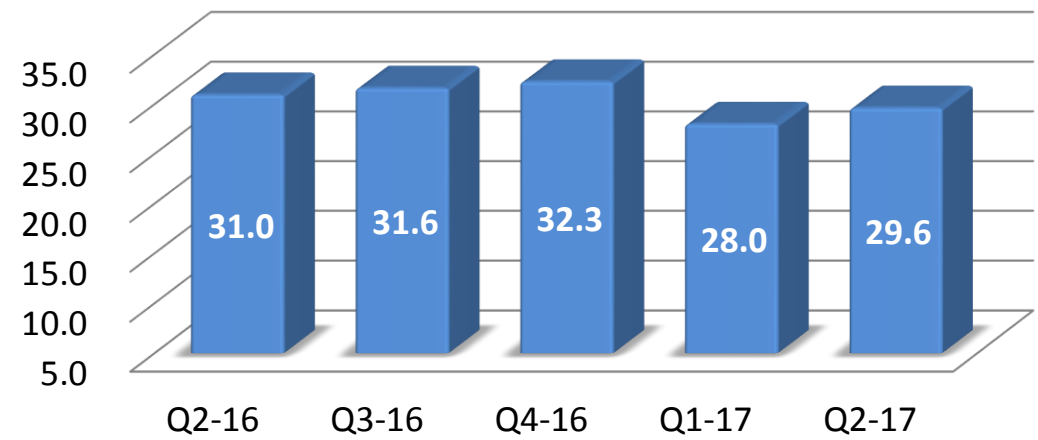
Revenue



EBIDTA



PAT

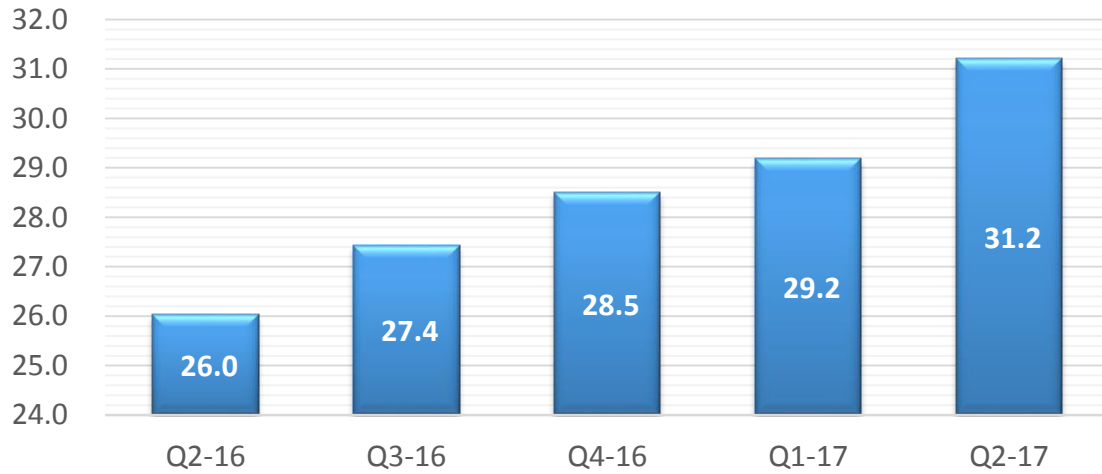


	QoQ	YoY
Revenue	7%	23%
EBIDTA	3%	-1%
PAT	6%	-4%

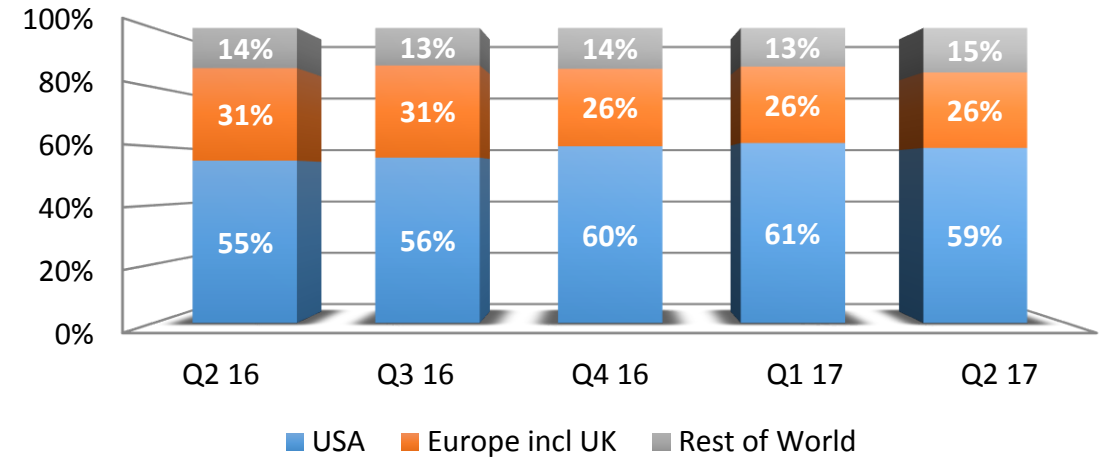
Note : Q1-17 EBIDTA and PAT includes exceptional income of Interest on IT Refund

Revenue Mix

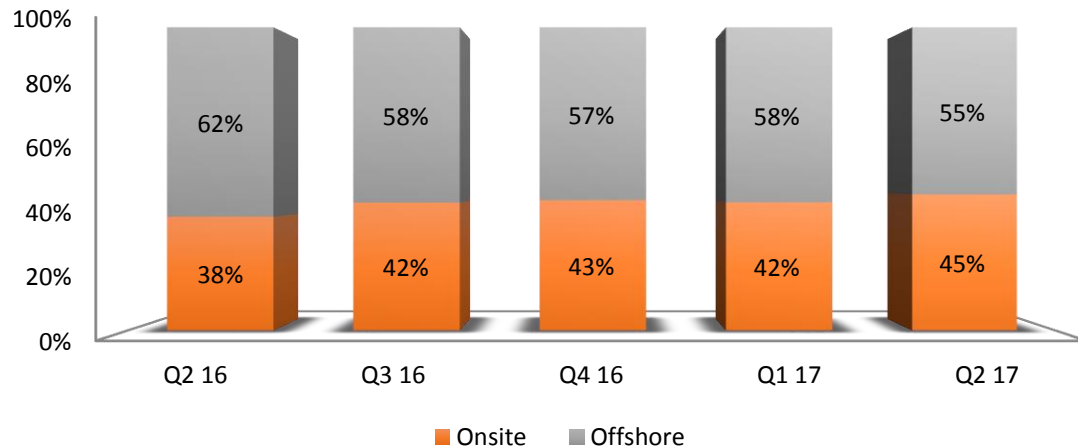
Revenue \$ mn



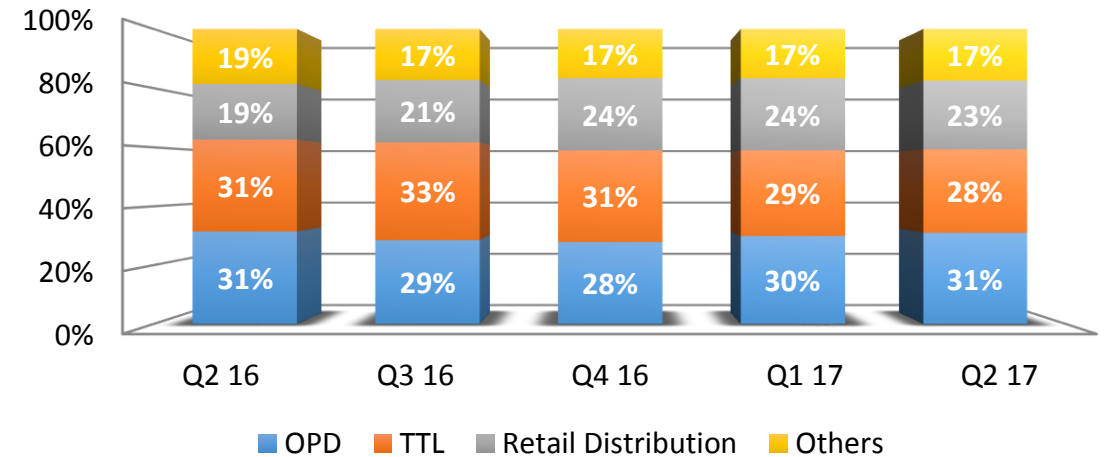
Geography



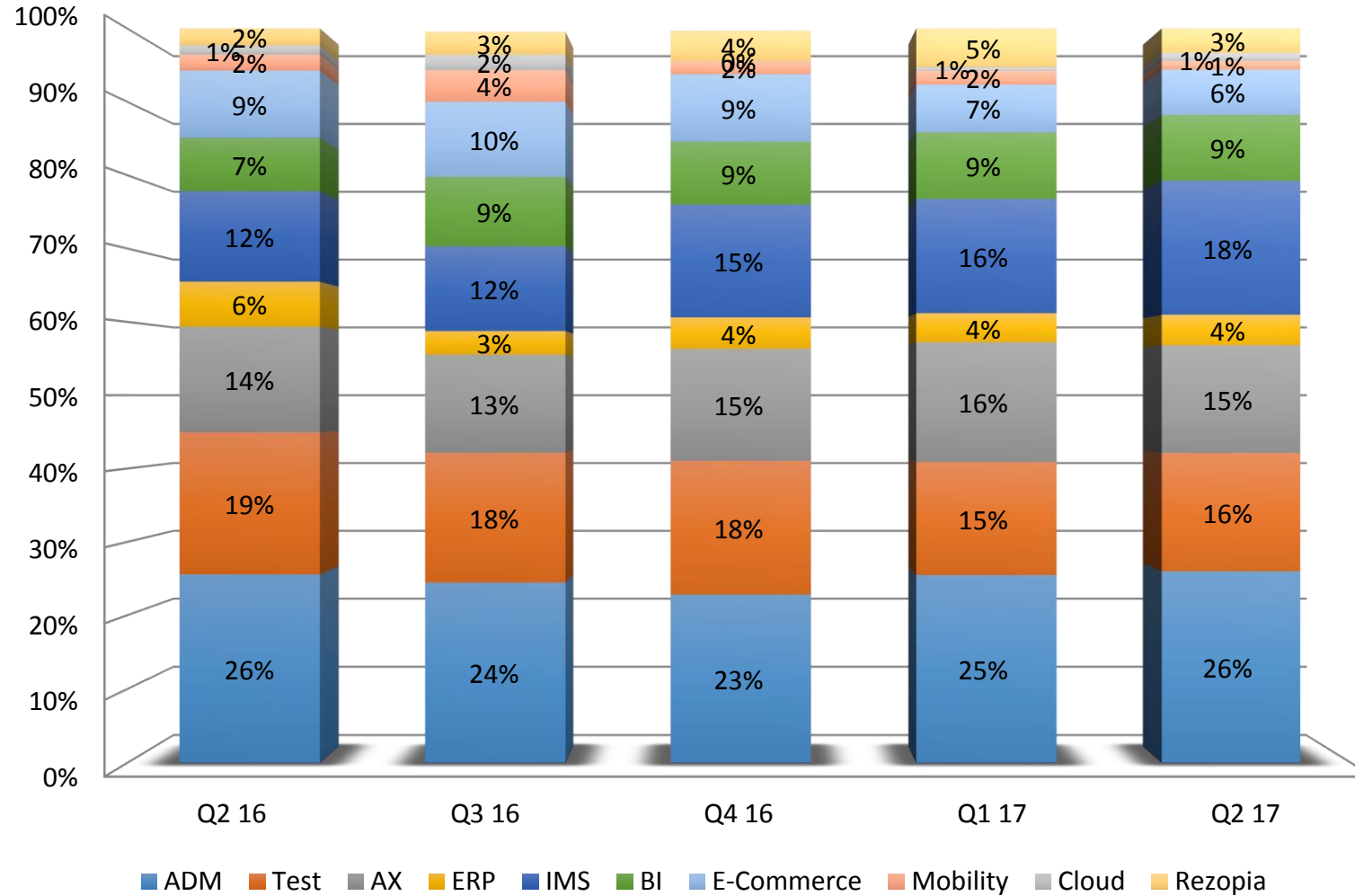
Onsite / Offshore



Vertical



Revenues by Competency

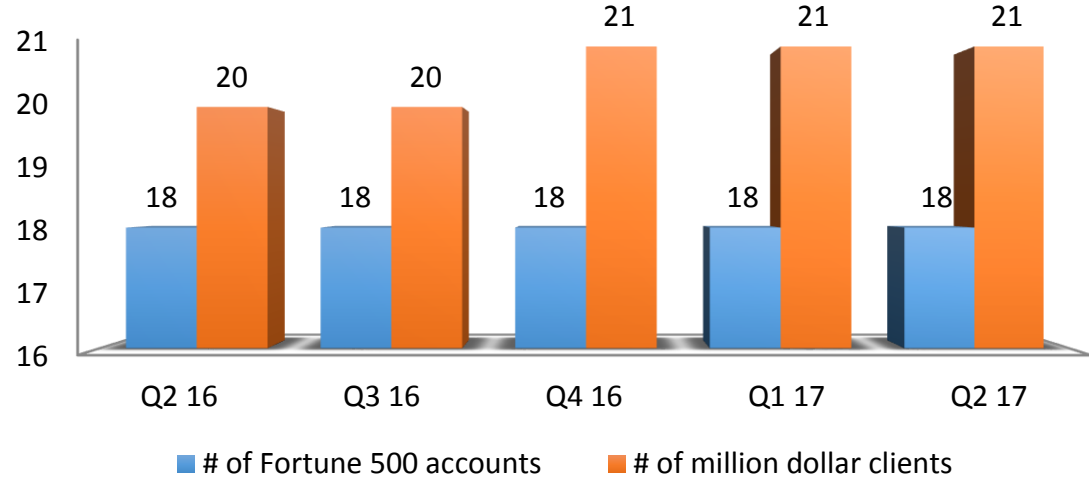


31% from Digital

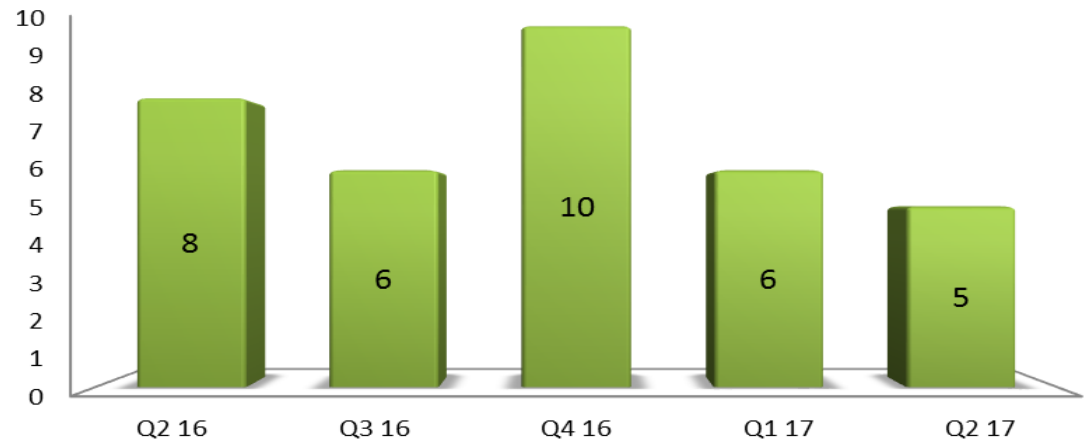
Note:-
1. Digital components includes revenue from BI, E-commerce, Mobility, Cloud, Rezopia

Revenue by Customers

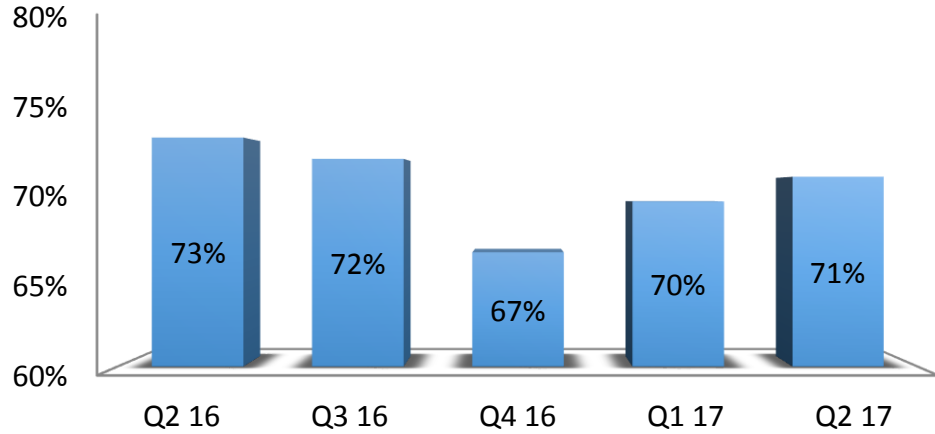
Customer Category



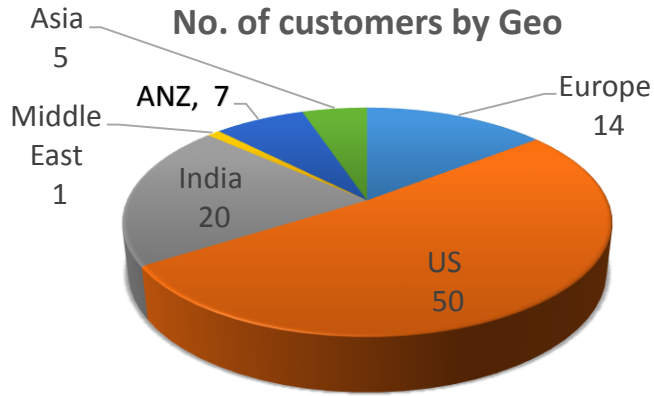
New Customers



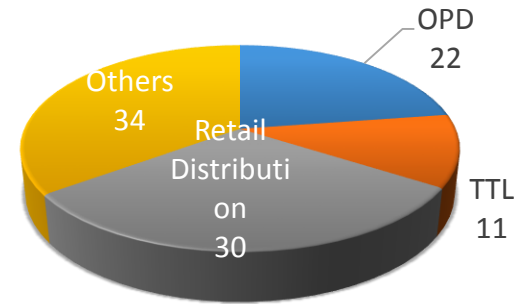
Revenue from Top 10 customers



No. of customers by Geo

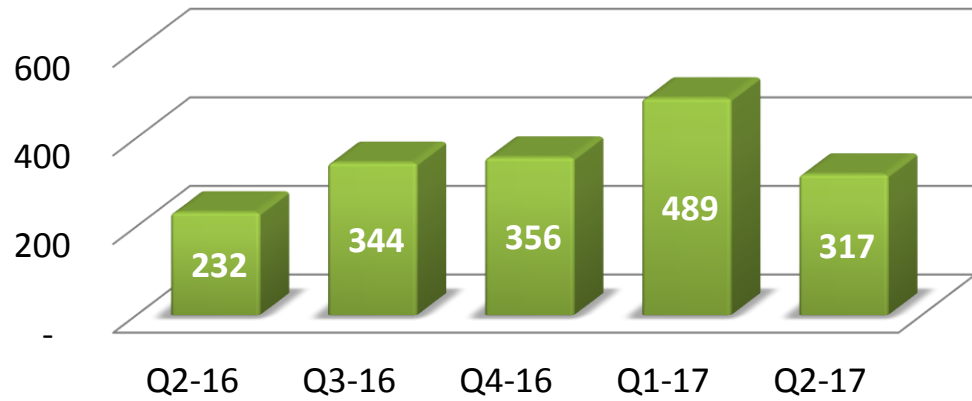


No. of customers by Vertical

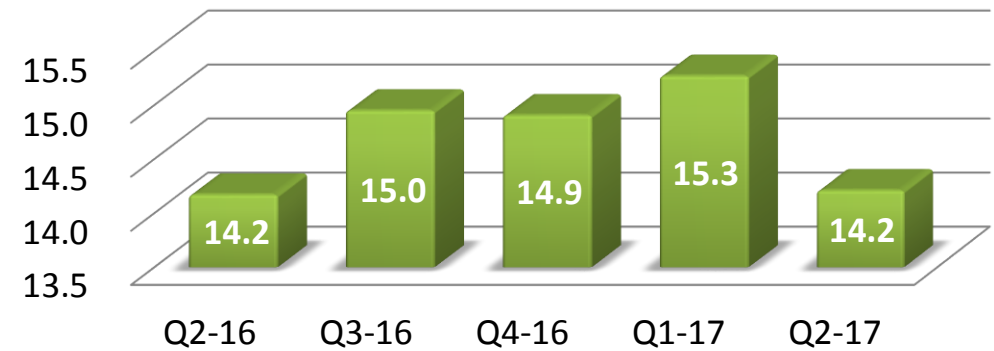


Domestic Product & Services – by Quarter

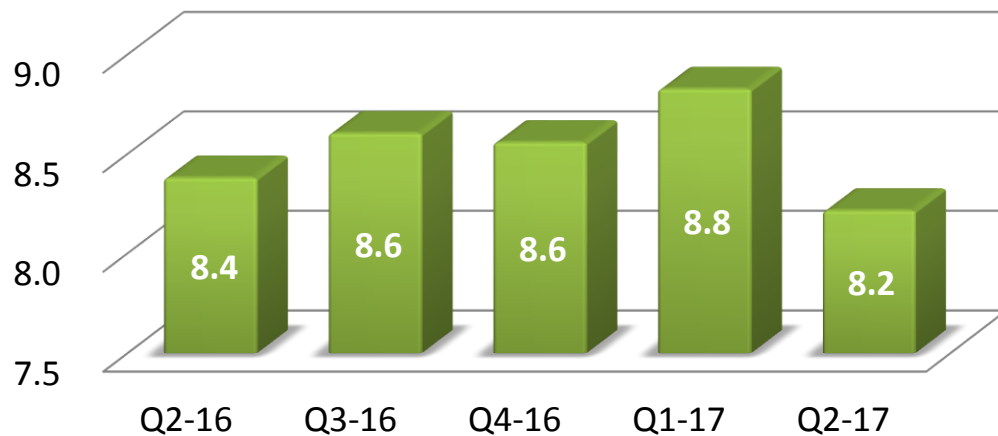
Revenue



EBIDTA



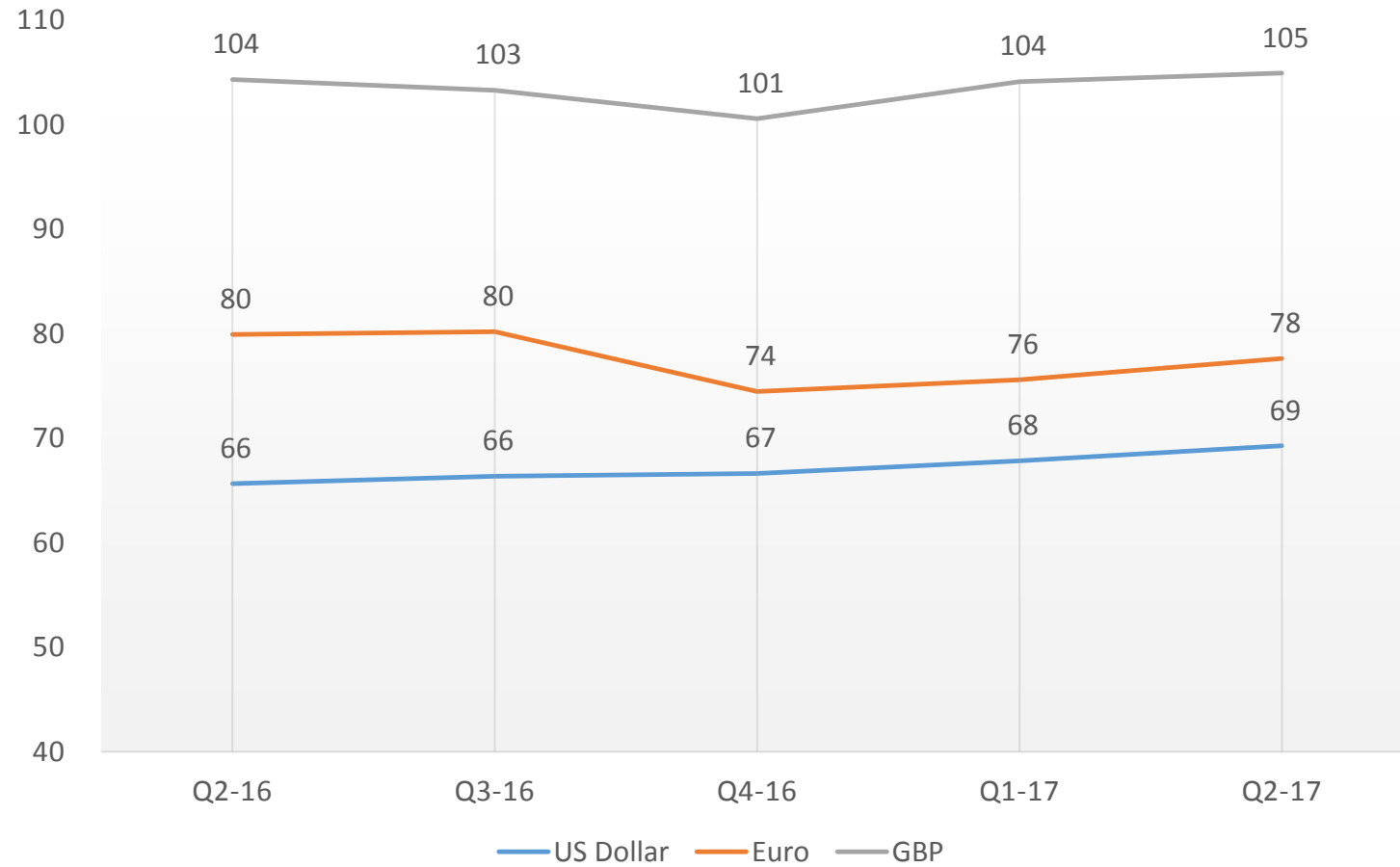
PAT



	QoQ	YoY
Revenue	-35%	37%
EBIDTA	-7%	0%
PAT	-7%	-2%

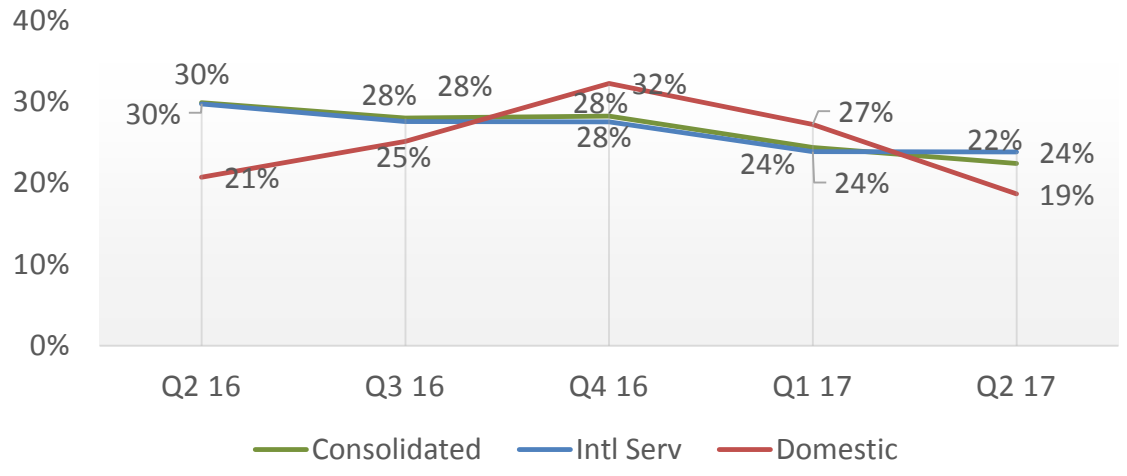
Note : Q1-16, Q2-16 & Q1-17 EBIDTA and PAT includes exceptional income of Interest on IT Refund

Rupee Realization

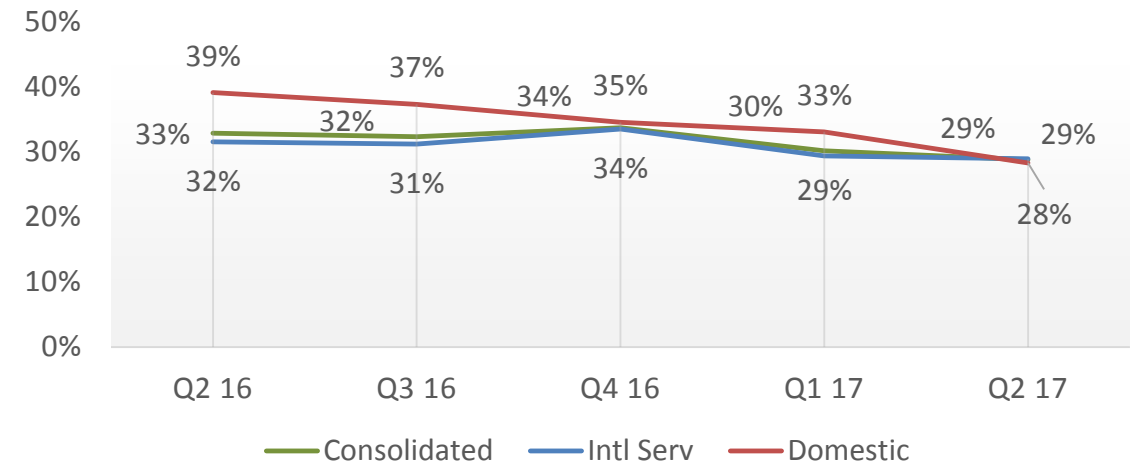


ROCE & RONW

ROCE

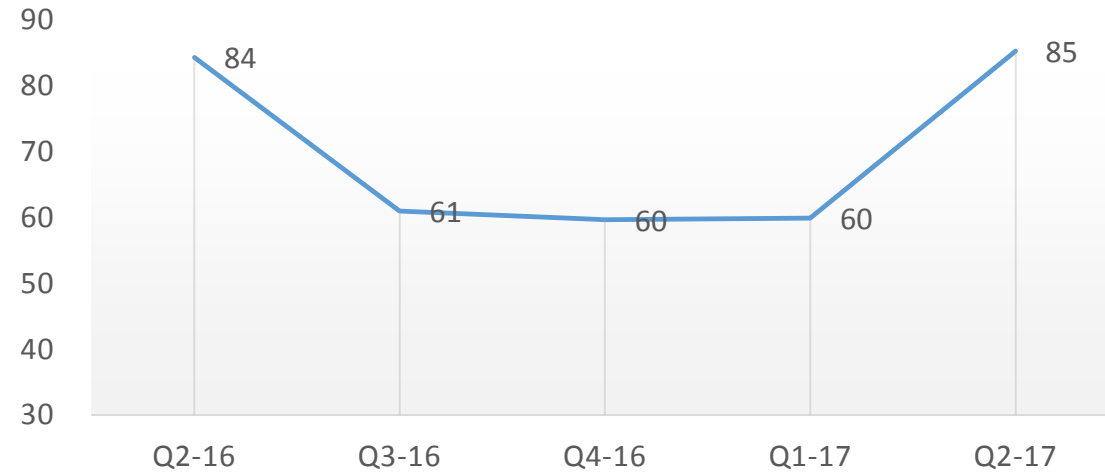


RONW

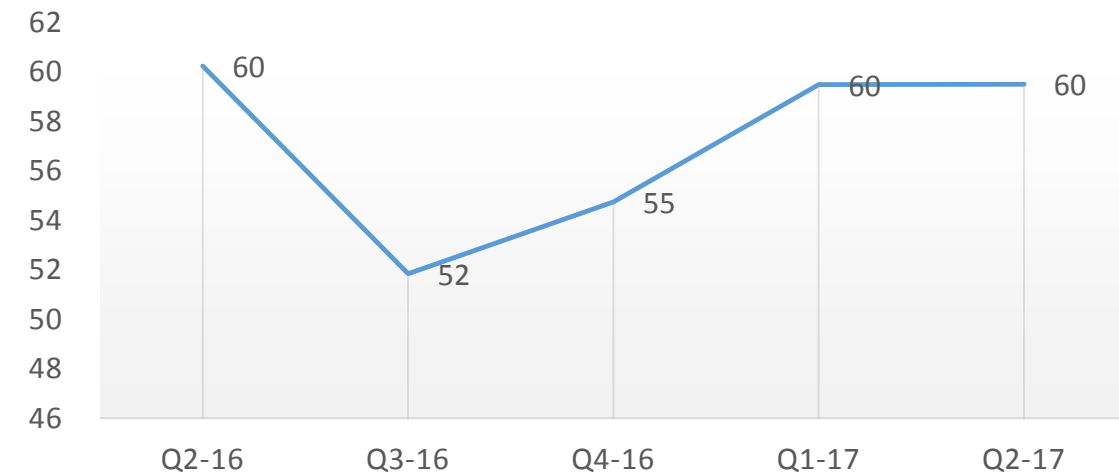


Day Sales Outstanding

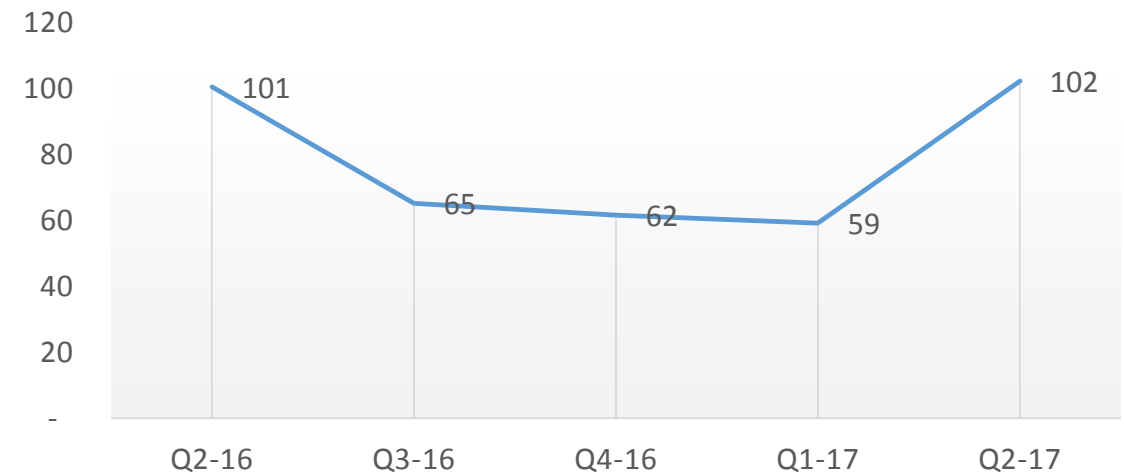
Consolidated



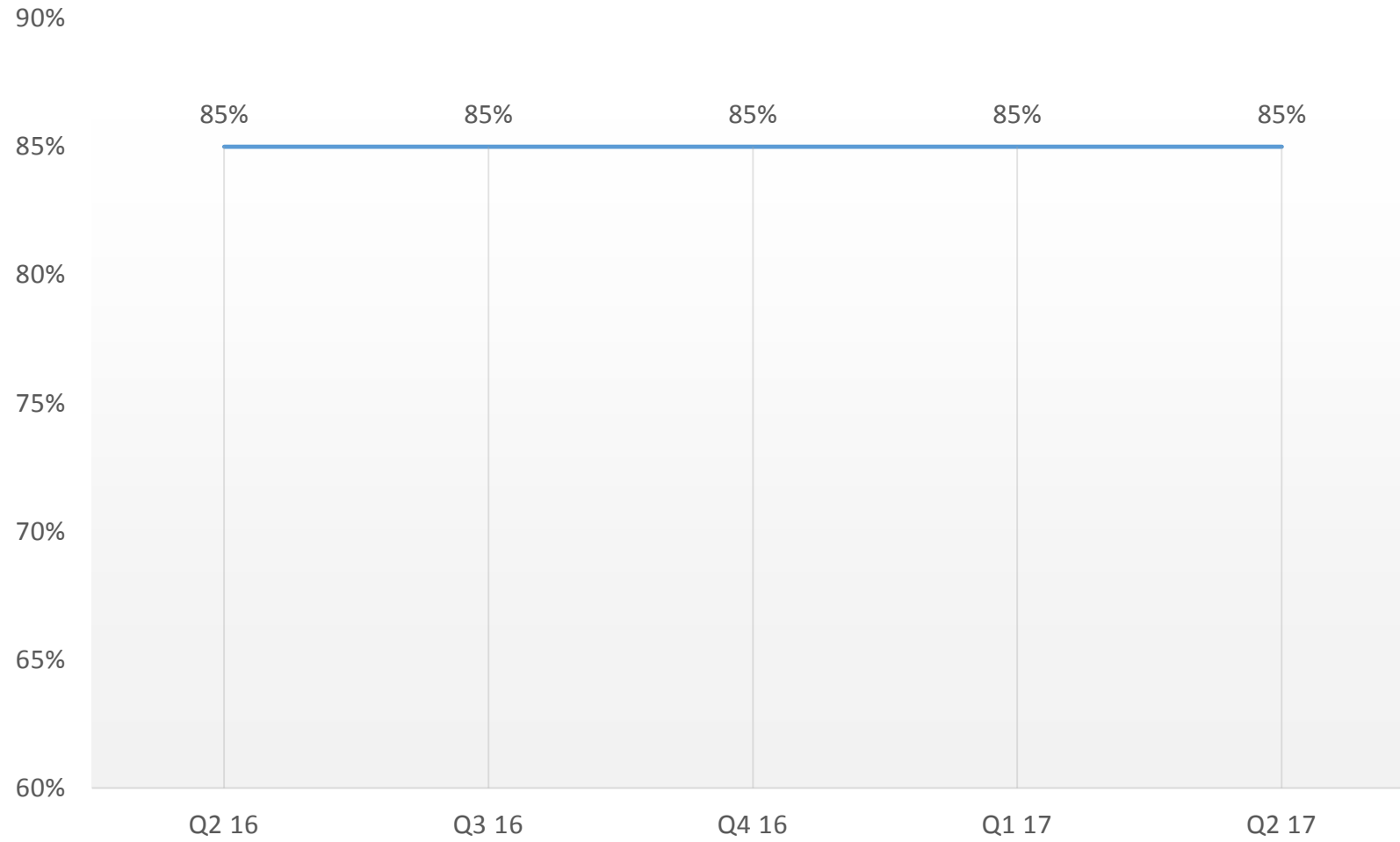
International Services



Domestic



Utilization



GO DEEPER

Transform business with IT



Thank You!



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www.sonata-software.com