

SASTASUNDAR VENTURES LIMITED

(Formerly Microsec Financial Services Limited)

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Kolkata - 700 017, India

Tel: 91 33 2282 9330, Fax: 91 33 2282 9335

E-mail: info@sastasundar.com, Website: www.sastasundarventures.com

CIN - L65993WB1989PLC047002

Date: 15-11-2017

To
The General Manager
Department of Corporate Services
BSE Limited
(Designated Stock Exchange)
Phiroze Jeejeebhoy Tower
Dalal Street, Mumbai - 400 001

To
The Manager
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex
Mumbai - 400 051

Ref: *BSE Scrip Code: 533259; NSE Symbol: SASTASUNDR*

Sub: *Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015*

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 please find attached herewith an earning update on the business and operations of the Company.

This is for your information and record.

Thanking you,

Yours faithfully,

For Sastasundar Ventures Limited




Biplab Kumar Mani
Company Secretary and Compliance Officer



EARNINGS UPDATE

Q2/H1FY18

SastaSundar.com
(A Venture of SastaSundar Ventures Limited)





COMPANY OVERVIEW

SASTASUNDAR : ABOUT US

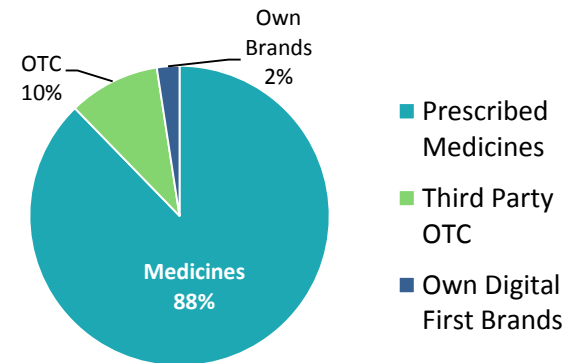
- “Sasta Sundar” is a famous Indian phrase which denotes consumer aspiration for “**High Quality at Low Cost**”.
- We are building Digital Network of Healthcare managing efficient Pharma & Wellness products Supply Chain & connecting Doctors, Diagnostic Services, Healthcare Clinics and Health Information Services.
- The Sastasundar Digital Network is being built upon **Online to Offline model** of healthcare delivery leveraging technology and inventory less service center of franchise called Healthbuddy.
- The healthbuddy service center provides access to the personal attention of pharmacists for counseling, facility to order, pick up, home delivery and other customer servicing. The company aims to leverage its healthbuddy network for multiple purposes like Telemedicine services & Pathology Services in the near future.



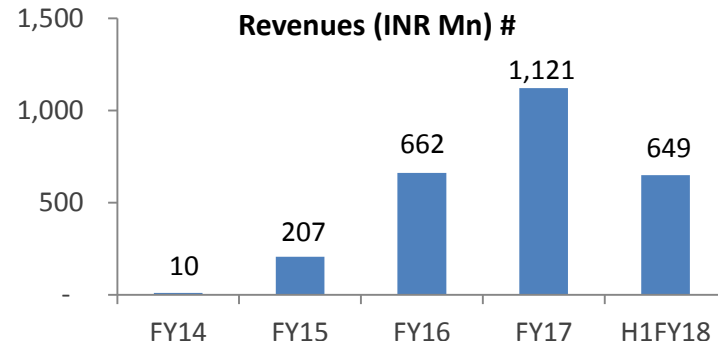
COMPANY SNAPSHOT

- SastaSundar Ventures Limited (Previously known as Microsec Financial Services Ltd) is a NSE and BSE listed company.
- SastaSundar.com started its operations in September, 2013 with a mission to provide low cost, genuine and high quality of healthcare products and services to customers.
- The company has pioneered an innovative and sustainable hybrid model by leveraging upon the pros and cons of the online and offline retail models.
- It has created a strong backend technological central processing unit and central warehousing unit to execute its orders and also created a last mile Network of exclusive franchisees called “Healthbuddy”, which are Inventory-Less Micro Pharmacies which focus on last mile deliveries, counselling, customer relationships, cross selling and compliance.
- The company also launched various health products and services under its own brands by understanding the demand gaps in the consumer market.

H1FY18 Product Categories *



*Based on GMV's



* /# - Numbers provided are for Subsidiary of SastaSundar Ventures Ltd, “SastaSundar Health Buddy Ltd” and not of consolidated entity.



BUSINESS OVERVIEW

The company is building a Digital Network of Healthcare managing efficient Pharma & Wellness products Supply Chain & connecting Doctors, Diagnostic Services, Healthcare Clinics and Health Information Services.

The Network is designed for the following services:

1. Access to Genuine medicines at Low cost in a consistent and convenient manner
2. Home delivery of wellness products of high quality at low cost
3. Providing customized Health conditioned products using artificial Intelligence
4. Providing effective Healthcare counseling using our own Healthbuddy network
5. Analyzing data and providing predictive information to consumers, manufacturers, doctors and government agencies
6. Providing Health information services
7. Connecting with doctors for appointments and consultation using digital media
8. Connecting with and providing facilities of Health and wellness service providers including hospitals and clinics
9. Connecting with and providing facilities of Pathologies and diagnostic service providers
10. An authentic medium for Implementation of social responsibility services by Corporates, NGOs and the Government

Already implemented the services mentioned in points 1 to 8, in West Bengal and building technology and back end support to provide services mentioned in points 9 to 10 which will soon start in West Bengal and scale the model PAN INDIA.



A large, stylized white letter 'S' is positioned on the right side of the slide. The 'S' is set against a background that is split vertically: the left half is blue and the right half is red. The 'S' has a slight shadow effect, making it appear to float above the background.

Q2FY18 EARNINGS UPDATE

FINANCIAL PERFORMANCE Q2/H1FY18 (CONSOLIDATED)

Particulars (INR Mn)	Q2FY18 (Unaudited)	Q1FY18 (Unaudited)	Q2FY17 (Unaudited)	H1FY18 (Unaudited)	H1FY17 (Unaudited)
Revenue*	364.64	392.20	382.94	756.85	677.42
Expenses	388.31	439.01	411.93	827.33	769.63
EBIDTA	(23.67)	(46.81)	(28.99)	(70.48)	(92.21)
Finance Cost	-	9.19	4.59	9.19	8.70
Depreciation	13.33	15.80	16.99	29.13	33.04
(Loss) before tax	(37.00)	(71.80)	(50.57)	(108.80)	(133.96)
Provision for Tax	1.77	1.66	2.50	3.43	4.42
(Loss) after tax	(38.76)	(73.46)	(53.07)	(112.23)	(138.38)
Minority Interest	(7.92)	(3.47)	0.12	(11.39)	0.24
Net (Loss) #	(30.84)	(70.00)	(53.19)	(100.84)	(138.61)

* - Includes Other Income

- After considering minority interest



FINANCIAL PERFORMANCE Q2/H1FY18 (STANDALONE)

Particulars (INR Mn)	Q2FY18 (Unaudited)	Q1FY18 (Unaudited)	Q2FY17 (Unaudited)	H1FY18 (Unaudited)	H1FY17 (Unaudited)
Revenue*	0.25	0.04	2.87	0.29	5.11
Expenses	5.09	4.17	4.51	9.27	9.81
EBIDTA	(4.84)	(4.13)	(1.65)	(8.98)	(4.70)
Depreciation	0.50	0.54	0.74	1.04	1.49
Profit / (Loss) before tax & exceptional items	(5.35)	(4.67)	(2.38)	(10.02)	(6.19)
Exceptional Item	-	-	13.40	-	13.40
Profit / (Loss) before tax	(5.35)	(4.67)	(15.78)	(10.02)	(19.59)
Provision for Tax	-	-	0.01	-	0.00
Profit/ (Loss) after tax	(5.35)	(4.67)	(15.79)	(10.02)	(19.59)
* - Includes Other Income					



FINANCIAL PERFORMANCE Q2/H1FY18 (SEGMENTAL)

Particulars (INR Mn)	Q2FY18 (Unaudited)	Q1FY18 (Unaudited)	Q2FY17 (Unaudited)	H1FY18 (Unaudited)	H1FY17 (Unaudited)
Segment Revenue					
Financial Services	37.00	59.17	73.34	96.18	110.60
Digital Pharmacy and Healthcare Store (www.sastasundar.com)	321.09	324.91	303.79	645.99	556.49
Other Segment	0.01	0.01	0.22	0.01	0.48
Total	358.10	384.09	377.35	742.18	667.57
Segment Results (Profit/(loss) before Unallocable Expenditure and Tax)					
Financial Services	33.22	(0.14)	34.00	33.08	38.08
Digital Pharmacy and Healthcare Store (www.sastasundar.com)	(59.86)	(61.12)	(67.31)	(120.98)	(133.94)
Other Segment	(5.14)	(7.39)	(13.09)	(12.53)	(29.00)
Total	(31.77)	(68.65)	(46.40)	(100.42)	(124.85)
Finance cost	-	2.79	1.32	2.79	3.42
Other unallocable expenditure net of unallocable income	5.22	0.36	2.85	5.59	5.68
Profit/ (loss) Before Tax	(37.00)	(71.80)	(50.57)	(108.80)	(133.96)

* Other Segment includes activities under www.foreseegame.com till consolidation of operations with www.sastasundar.com



INCOME STATEMENT OF SUBSIDIARY SASTASUNDAR.COM

Particulars (INR Mn)	Q2FY18 (Unaudited)	Q1FY18 (Unaudited)	H1FY18 (Unaudited)	FY17 (Audited)
Total Revenue*	323.32	325.94	649.26	1,126.45
Total Expenses#	373.45	378.06	751.51	1,351.14
EBITDA	(50.13)	(52.12)	(102.25)	(224.69)
Depreciation	7.49	7.97	15.46	40.91
Finance Cost	-	2.81	2.81	11.91
Profit/(Loss) Before Tax	(57.62)	(62.90)	(120.52)	(277.51)
Tax	-	-	-	-
Profit/(Loss) After Tax	(57.62)	(62.90)	(120.52)	(277.51)

* Including Other Income # After Inter-company/segment elimination adjustment





KEY HIGHLIGHTS



**1.82 lacs orders
in September
2017.**



**186 Healthbuddies
covering 22 districts of
West Bengal around
5.21 lakh registered
households.**



**93% Customer
Retention Ratio.**



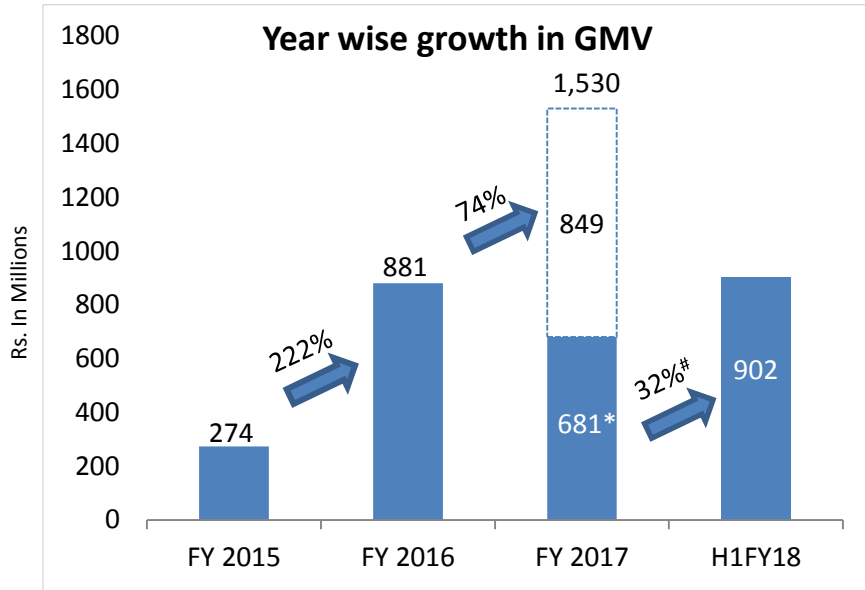
**3.23 Lac Plus Android App Downloads
With 4.35 Google App Ratings by
users on scale of 5.**



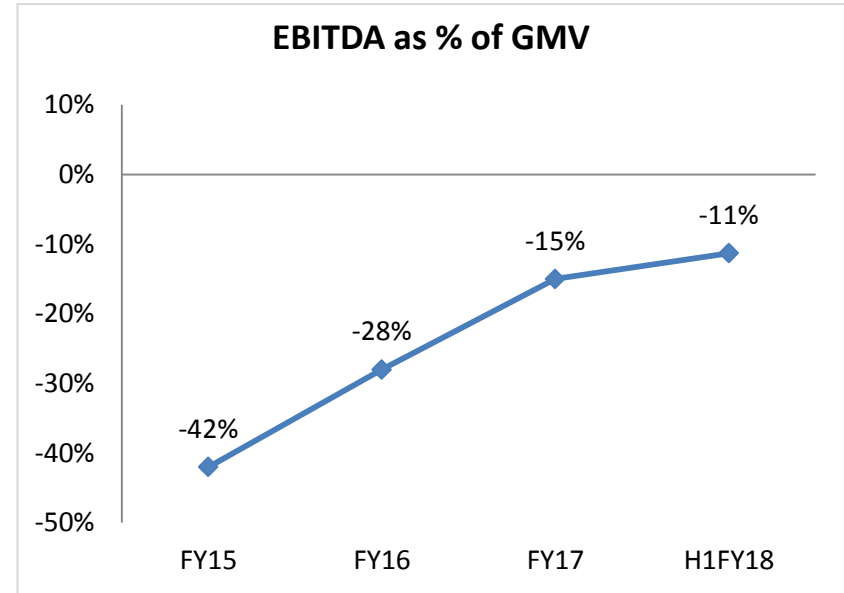
**Strong unit economics with gross
margins of 26% on GMV.**



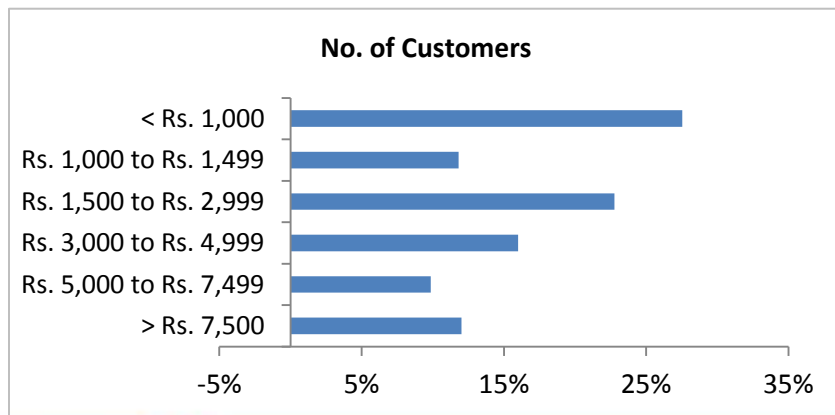
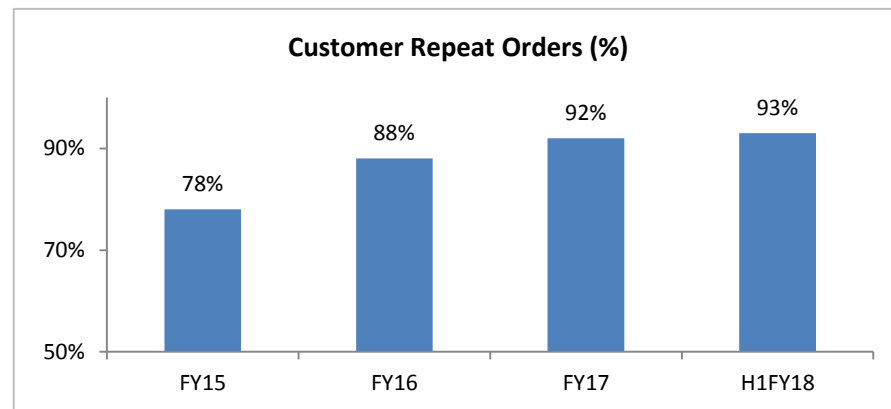
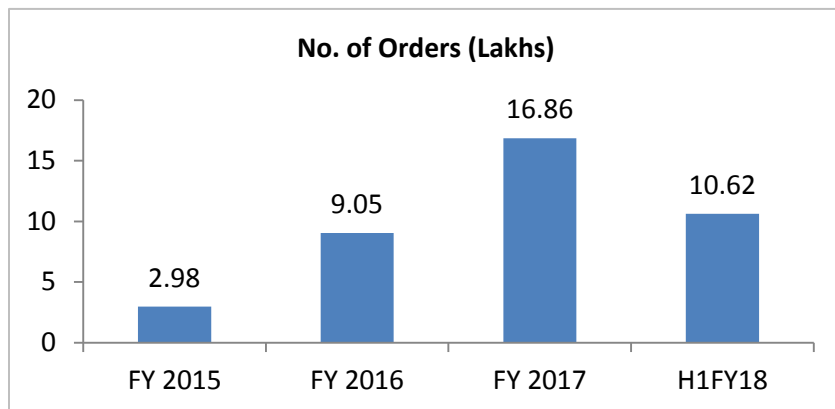
BUSINESS UPDATE – SASTASUNDAR



*H1FY17 numbers #Growth in comparison of H1FY17



BUSINESS UPDATE – SASTASUNDAR



✓ We are fulfilling on an average 6,000 orders daily with more than 93% repeat orders.



STRATEGIC AGREEMENT WITH ROHTO PHARMACEUTICALS

- SastaSundar Healthbuddy Limited has executed a share subscription agreement with Rohto Pharmaceuticals Ltd. in May 2017.
- Rohto Pharmaceuticals has subscribed 13% of share capital on a fully diluted basis for an aggregate investment of \$5Mn in the company's fully owned subsidiary SastaSundar Healthbuddy Limited.
- The company is utilizing these funds for further expansion in the state of Delhi.



Rohto Deep Heat is a pain relief brand



Rohto Acnes is Japan's No.1 acne care brand



Rohto OXY is only for men skin care brand

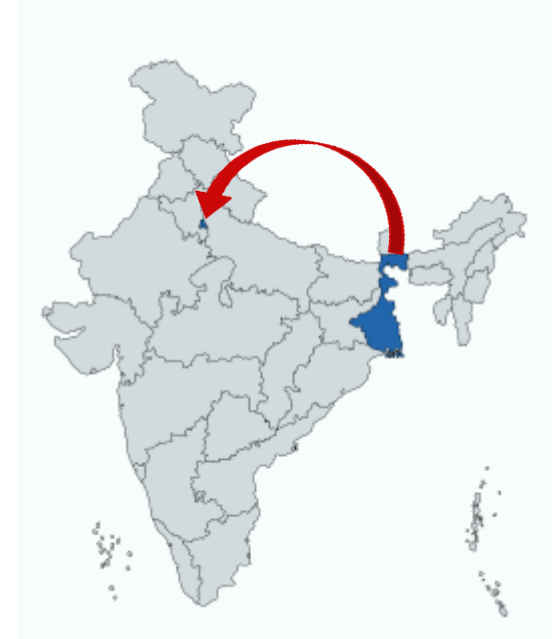
EXPANDING OUR PRESENCE

- After the successful penetration in the state of West Bengal, the company has planned to expand its presence in Delhi.
- The work in Delhi is going as per plan and the company is expecting to launch the services in Delhi in Q4-FY17-18.

Market overview of Delhi

- Delhi is one of the fastest growing states of the country. The population of Delhi in 2014 was 25 Million. According to government data, at the end of March 2016, Delhi had 20.59 million internet users.
- At current prices, the gross state domestic product (GSDP) of Delhi was US\$ 74.8 billion in 2014-15. Between 2004-05 and 2015-16, GSDP of the state grew at a CAGR of 12.9%. The Government of Delhi proposed an overall outlay of US\$ 803.39 million for the development of the healthcare sector under state budget 2016-17.

Our Next Foray - Delhi



NEW INITIATIVES



Starting **Diagnostic Services** by setting up Central Lab in Kolkata supported with multiple Reference lab (Centres) under a separate 100% wholly owned Subsidiary – Genu Path Labs Ltd. This subsidiary will enable the Healthbuddy network to provide extension of service from pharmacy to pathology. The diagnostic services are expected to be operational in Q4-FY17-18.



Launched '**Retailershakti**' a B2B platform for distribution service to Independent Retailers from its centralized warehouse.



Launched services of **booking Doctors Appointment and healthcare services** at home.

The company will leverage its existing Healthbuddy network for these initiatives.



NEW INITIATIVES - RETAILERSHAKTI

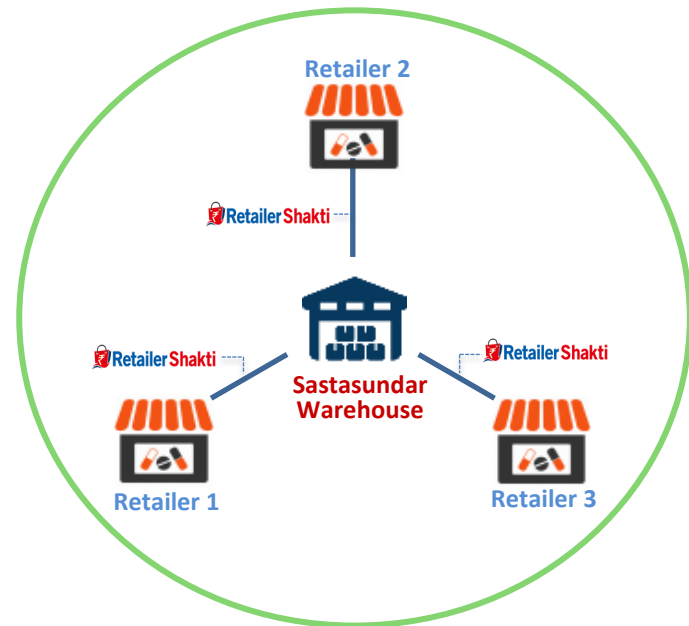


 **Retailer Shakti**

- Retailer Shakti is a platform to empower neighbourhood retailers to be a part of an organised inventory, technology & finance system to provide competitive advantage to their customers in terms of wide range of products, price & experience.
- It provides the widest assortment of **35000+ products** across 120 categories from regional, national & international brands at one place to online retailers & wholesalers at good margins.

- The e-commerce B2B industry is showing signs of rapid digital adoption. This will help small and large merchants and entrepreneurs to accomplish higher sales and offer better customer experience.
- According to the **Ecumen**, the Business to Business (B2B) segment of e-commerce industry is set to **grow by 2.5 times to touch Rs. 45 lakh crore** by 2020.
- India's online retail will grow from currently about 1% of the total retail market to 3-4% of total retail by 2020 with approximately 60% of the orders placed through smartphones. Digital adoption will be a key enabler for this growth.

Source : Ecumen, Industry data and Management Sources.



NEW INITIATIVES – RETAILERSHAKTI WEBSITE

PATANJALI

Acnes⁺⁺
The Acne Specialist

Gillette

Pampers

ZEROTOX™

Kellogg's

Good knight

Johnson & Johnson

OKY

HIGHEST MARGIN
ON ALL PRODUCTS

Lifebuoy

Dettol

HUGGIES

SENSODYNE

Chef

Baidyanath

DNAVITA

AASHIRVAAD

Himalaya



Search for a Product or Brand

Quick Search

35000+
PRODUCTS

BEST
MARGIN

100%
GENUINE
PRODUCTS

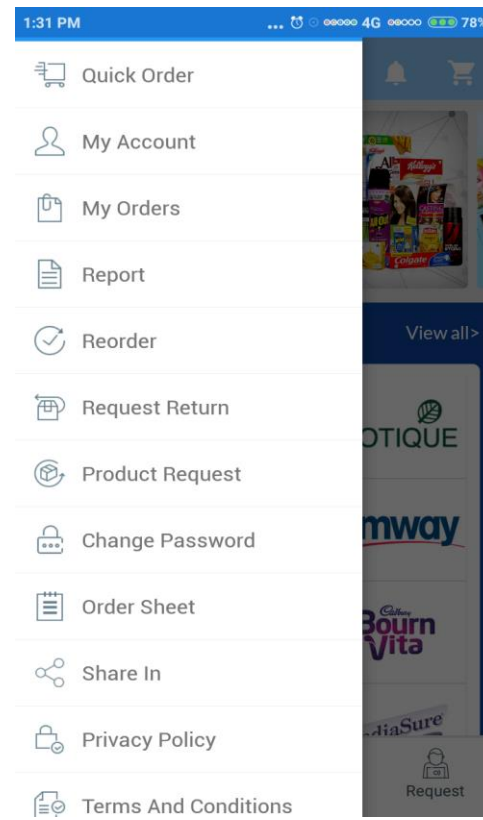
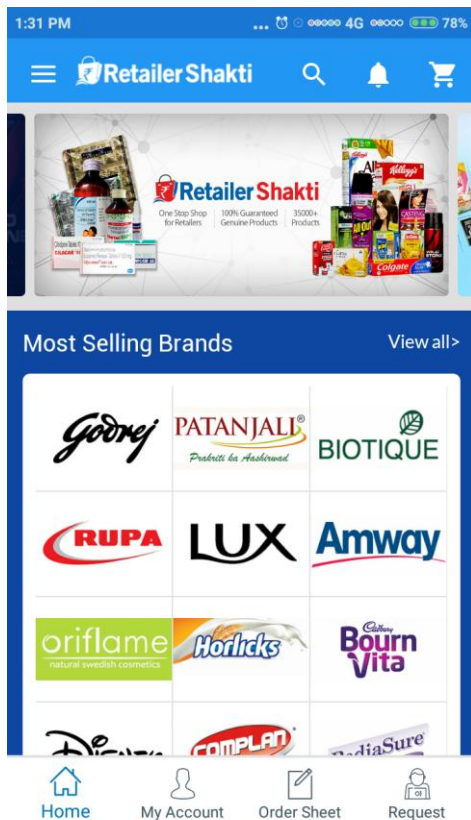
EASY
RETURN

FREE
DELIVERY

ONLINE
PAYMENT

CREDIT
FACILITY

NEW INITIATIVES – RETAILERSHAKTI APP





FINANCIAL OVERVIEW

FINANCIAL PERFORMANCE FY17 (STANDALONE)

Particulars (INR Mn)	FY17 (Audited)	FY16 (Audited)
Revenue *	9.77	22.15
Expenses	18.00	20.27
EBIDTA	(8.23)	1.88
Depreciation	2.74	3.39
Profit / (Loss) before tax & exceptional items	(10.97)	(1.51)
Exceptional Item	13.40	23.70
Profit / (Loss) before tax	(24.37)	(25.21)
Provision for Tax	0.01	(4.48)
Profit/ (Loss) after tax	(24.38)	(20.73)

* - Includes Other Income



FINANCIAL PERFORMANCE FY17 (CONSOLIDATED)

Particulars (INR Mn)	FY17 (Audited)	FY16 (Audited)
Revenue*	1,370.25	889.92
Expenses	1,552.52	1,175.45
EBIDTA	(182.27)	(285.53)
Finance Cost	28.09	10.02
Depreciation	69.18	72.79
(Loss) before tax	(279.54)	(368.34)
Provision for Tax	6.19	(2.80)
(Loss) after tax	(285.73)	(365.54)
Net (Loss) #	(286.25)	(366.08)
<small>* - Includes Other Income # - After considering minority interest</small>		



FINANCIAL PERFORMANCE FY17 (SEGMENTAL)

Particulars (INR Mn)	FY17 (Audited)	FY16 (Audited)
Segment Revenue		
Financial Services	203.45	194.56
Digital Pharmacy and Healthcare Store (www.sastasundar.com)	1124.84	661.94
Other Segment*	0.51	5.89
Total	1,328.80	862.39
Segment Results (Profit/(loss) before Unallocable Expenditure and Tax)		
Financial Services	62.55	49.10
Digital Pharmacy and Healthcare Store (www.sastasundar.com)	(265.60)	(292.59)
Other Segment*	(49.69)	(114.98)
Total	(252.74)	(358.47)
Finance cost	11.91	1.95
Other unallocable expenditure net of unallocable income	14.89	7.92
Profit/ (loss) Before Tax	(279.54)	(368.34)

* Other Segment includes activities under www.foreseegame.com till consolidation of operations with www.sastasundar.com

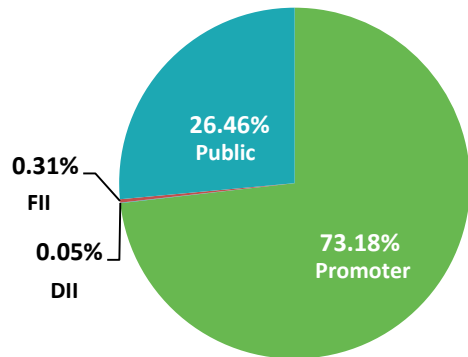
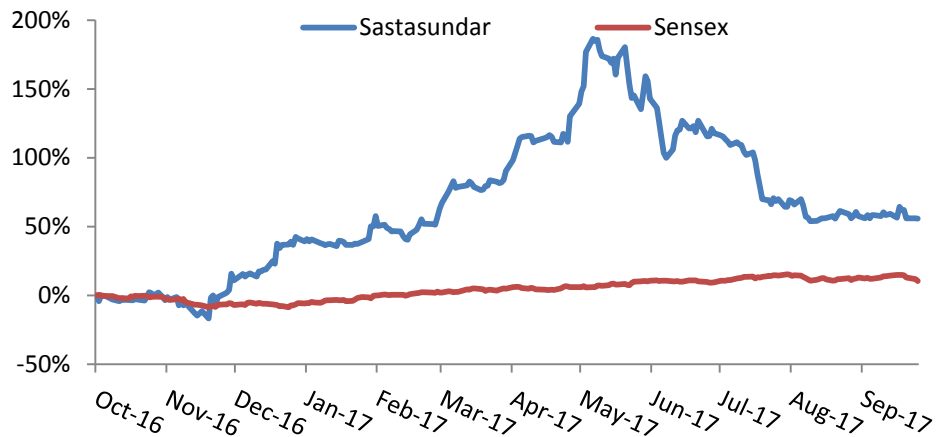


CONSOLIDATED BALANCE SHEET

Sources of Funds (INR in Mn)	H1FY18	FY17	FY16	Application of Funds (INR in Mn)	H1FY18	FY17	FY16
Equity & Liabilities				Assets			
Shareholder's Fund				Fixed Assets	634.85	674.05	689.88
Share Capital	318.10	318.10	318.10	Goodwill on Consolidation	550.67	573.85	573.85
Reserves & Surplus	1,463.56	1,578.24	1,862.20	Non Current Investments	174.29	90.50	86.68
Preference Shares issued by subsidiary company	-	53.10	-	Deferred Tax Assets (Net)	0.21	0.20	0.29
Minority Interest	310.24	4.35	3.82	Long Term Loans & Advances	39.58	73.25	135.00
Non Current Liabilities				Other Non Current Assets	0.10	8.96	185.17
Long Term Borrowings	-	18.00	24.00				
Long Term Provisions	6.84	9.49	4.70	Current Assets			
Deferred Tax Liability (Net)	46.87	43.53	37.64	Current Investments	392.07	74.78	10.76
				Inventories	261.49	238.30	159.75
Current Liabilities & Provisions				Trade Receivables	36.03	191.32	83.69
Short Term Borrowings	-	184.75	157.88	Cash & Bank Balances	121.99	338.02	127.31
Trade Payables	166.70	206.75	67.28	Short Term Loans & Advances	195.58	190.97	368.40
Other Current Liabilities	128.15	91.57	79.77	Other Current Assets	34.72	55.91	143.15
Short Term Provisions	1.12	2.23	8.54				
Total	2,441.59	2,510.11	2,563.93	Total	2,441.59	2,510.11	2,563.93



CAPITAL MARKET DATA



Price Data (30th September, 2017)

	INR
Face Value	10
Market Price	81.0
52 Week H/L (INR)	154.3/43.2
Market Cap (INR Mn)	2,577
Equity Shares Outstanding (Mn)	31.81
1 Year Avg. trading Volume ('000)	44.35

Share Holding Pattern (30th September, 2017)

Promoters	73.18%
Public	26.46 %
FII & DII	0.36%

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Sastasundar.com

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Thank You



SastaSundar.com

Health & Happiness