June 14, 2017

The Manager,   The Manager,
Listing Department   Listing Department
Bombay Stock Exchange Limited   National Stock Exchange of India Limited
Phiroze Jeejeebhoy Towers   Exchange Plaza, 5th Floor; Plot No. C/1
Dalal Street, Fort   G Block, Bandra Kurla Complex, Bandra (East),
Mumbai – 400001.   Mumbai – 400051
Scrip Code: 532326   Symbol: INTENTECH

Dear Sir/Madam,

Sub: Submission of Transcript of Conference Call with Investors and Analysts

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing the transcript of Conference Call with Investors and Analysts held on Thursday, June 1, 2017, on recent financial performance of the Company.

Kindly take the same on record.

Thanking you,

Yours faithfully,
For Intense Technologies Limited

K. Tejaswi
Company Secretary & Compliance Officer

Encl: As above

Intense Technologies Limited

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Intense Technologies Limited
Conference Call Transcript
June 1, 2017

Moderator:	Ladies and Gentlemen, Good Day and Welcome to Intense Technologies Limited Q4 FY'17 Earning Conference Call. As a reminder, all participant lines will be in the listen-only mode and there will be an opportunity for you to ask questions after the presentation concludes. Should you need assistance during the conference call, please signal an operator by pressing "*" then "0" on your touchtone telephone. Please note that this conference is being recorded. I now hand the conference over to Shikha Kshirsagar from CDR India. Thank you and over to you ma'am.
Shikha Kshirsagar:	Thank you. Good Afternoon everyone and thank you for joining us on Intense Technologies Q4 & FY2017 Results Conference Call. We have with us Mr. C. K. Shastri – Founder and Managing Director of the company; Mr. Jayant Dwarkanath – CEO; and Mr. H.M. Nayak– Head of Finance and Administration.
	We will begin the call with "Brief Opening Remarks from the Management" following which we will have the forum open for an "Interactive Question-and-Answer Session."
	Before we begin, I would like to point out that some statements made in this call maybe forward-looking and a disclaimer to this effect has been included in the earnings announcement shared with you earlier.
	I would now like to invite Mr. C. K. Shastri to make his "Opening Remarks." Over to you, sir.
C. K. Shastri:	Good Afternoon, everyone. I welcome all of you to Intense Technologies Conference Call to Discuss of the Operating and Financial Results of Q4. Thank you very much for your time and really appreciate it.
	Some of you may be aware about what we are as a company. We are an Enterprise Software Product Company. Our Forte is Enterprises and our Business is Software Products and Platforms. Today, a company from India is proud to have Fortune 500 Customers who have tried, tested and trusted us for over a period. We have customers in over 35 countries. We are having a leadership position with more than 70% market share in the telcos, leaders in the Life Insurance business. We started foraying into the banking. We have some of the world's most prestigious bankers are customers, largest bank in Middle East as our customers.
	Coming to the year which has gone by: I am very happy to share with you all that we could get our maiden break into the United States last year. We started our foray into direct engagements with large enterprises. If you really look at our

genesis, we had always added our customers through large system integrators because of want of being for size and brand but however, last year has been significant where we could add quite a few customers directly. We also signed a Six-Year Managed Services Large Contract.

Coming to the Numbers: I think all of you have already seen the numbers. We have had a standalone growth of 57% over last year and on consolidated basis 50% growth. We have done Rs.71 crore on the top line and we have profit of Rs.23 crore.

The good part of it is we had EBITDA of 32% and PAT of 19% on the standalone. You all know that as far as consolidated numbers are concerned, there also we have fairly EBITDA of 18.41% and these investments have been made in the international markets for our future growth. If you really look at it from a business perspective, we are seeing the investments coming up, a good pipeline building up.

The greatest thing which is happening for us is that the Digital business space I am sure you all are hearing everywhere, it is an absolutely growth path that we see this as a driver for growing this company into a large global software conglomerate. Our Services revenues from our existing customers are also are growing significantly. Last year, we also got recognized in the Gartner Magic Quadrant in the niche category which will again give us a big fillip in the international markets.

So all in all, yes, we have had a fairly good year compared to last year and of course we would have wished that it could have done much better than what we have done. Jayant, do you want to add anything?

Jayant Dwarkanath: Good Afternoon, Ladies and Gentlemen. Thank you for taking your time off and being with us today. Building on what Mr. Shastri had to say, while yes, numbers definitely look better than what they did last year. The question was "Could they have been better?" Of course, they could have been better. But this is the reality of being in the Enterprise business that we are in. While the opportunities are always there, when and how soon they fructify depend on a whole lot of extraneous factors, sometimes beyond our control. So opportunities that we were looking at and targeting for in the previous period, that is the specific issue of identity resolution of individual customers where there was a big opportunity that we were pursuing but that has got postponed because of issues beyond our control.

Having said that, looking forward where is the industry going and how well we are best in position to take care of the growth, again it is in public domain that the world over everyone is talking of automation, in fact, immediately after the March call that we had when we all spoke together, one of you she came over to Hyderabad to our office and as a part of the conversation what she mentioned was that they have heard company is actively looking at newer businesses within the IT sector in India because the existing IT bigwig no longer seemingly interesting opportunities for new avenues of investment, and very truly because we are reading in the papers, everyday about huge layoffs happening in Infosys, in Cognizant and in fact HR issues happening because of the layoffs. Why this is happening? Because of the fact that today enterprises, businesses and consumers of software are no longer interested in looking at services as a body shopping activity. They are looking at ways and means of automating their own businesses so that they do not want to leverage on human cost anymore, they want to leverage on part of the cost which can be probably gained out of automation. So the interest is on vendors and software vendors who have built IPR over the years who can probably have a play in this market and that is the reason why we are specifically interested and in course of conversation, we will speak of the UniServe Next and how we are so very nicely positioned in this new place.

C. K. Shastri:	Speaking of UniServe we are pretty excited about it and it absolutely fits into the new realm of it, a lot of people ask how is that new guys had such a great vision three years back to think of such a platform of automation, AI and APIs and so on and so forth. Even before it got launched, it got a couple of awards from last year from ICFG, the architecture excellence company and also in the spirit (inaudible).
	As we go along, we will be able to give you more explanation on this thing. I would like to leave the floor to all of you to ask us the questions what you have and we will be glad to take it up.
Moderator:	Thank you. Ladies and gentlemen, we will now begin with the Question-and-Answer Session. We take the first question from the line of Amit Vora from PCS Securities. Please go ahead.
Amit Vora:	About the US project that you mentioned in your opening remarks, can you just elaborate a bit on that?
C. K. Shastri:	Typically for a small company like ours, operating out of India with one sales guy in the US, this is the financial reconciliation audit solution which we have implemented with a large telecom player there… I cannot reveal the name but that is a significant maiden break. What that has actually done us, more than the revenues, we have put our flag there because what happens is however great your solution is, brand is that, where is your presence in this part of the world, where is your customer references. That is the thing which people ask. So this is helping us, grow our pipeline because we have a very good reference now because of which there is a good significant pipe which is building up.
Amit Vora:	So do you expect anything to materialize in a big way this year?
C. K. Shastri:	To answer it in one word, yes, there is a fantastic decent pipeline which is building.
Amit Vora:	My second question is relating to BSNL. Part of it has been come in this year. I am sure everybody is very keen to know about it.
C. K. Shastri:	I do not want to mention any specific client name as mentioned in this one. The thing is most of the contracts which we have taken up, they are under execution and they are going forward. With one of our large Managed Services engagement, there has been a slight hiccup due to the Supreme Court regulation which I am sure all of you are aware that needs to get linked to your subscriber KYC, due to which there is a major deferment of large migration revenue which we are expecting. In fact, more than you all, we wanted that thing to happen. Unfortunately, because of this judgment, this got deferred. The thing is that that would have definitely put this company in a different league by ploughing back this such huge revenues into …it was to the impact of close to Rs.25 crore and that would have really helped us build and scale our operations in the Europe and US markets where we would have really wanted to put in money because today even if you really look at it, our international business whether it is Europe, we have one sales guy, US one sales guy, despite that we are seeing some significant breakthrough which speaks a lot about our technology, our innovation and the problems what we are solving for our customers.
Jayant Dwarkanath:	Just to add to that point, Amit, it is also in public domain the specific engagement we were talking about and the size of engagement in value here. However, it is important for us to understand that in any Managed Services contract, there is an issue of rolling out of our application across the entire ecosystem and then monetizing that. At this point in time the entire project itself, the way they have structured the project is Phase-1 and Phase-2; Phase-1 is in the process of being

rolled out and probably in this quarter that roll out will be more or less complete and as we speak now, Phase-2 engagement and solutioning has already stated.

Amit Vora: Other things are as per plan?

C. K. Shastri: Absolutely, other things are as per plan. As you all know that we have multiple solutions and whenever we make an engagement it is that we have this fantastic track record, for example, a larger customer in Europe, bought one solution from us, they were so happy with us, they bought a second solution from us, they were so happy, another country from the same operator bought another solution from us and we are talking to a few more of them in this thing.

Jayant Dwarkanath: Similarly with this large trading account, they are so huge in scale of this thing, it is there. It is so heartening to see that there are some places that they are even looking at replacing some of their existing solutions with our solutions. That is where our UniServe Next is going to play a larger and important play as we go along.

C. K. Shastri: In each of these large engagements, Amit, this is a general comment to the entire group, ladies and gentlemen, this is as much your company as this is ours and we are very proud that in the large Managed Services engagement that we were talking about, we were competing with the IBMs of the world and we were chosen. So let us all meet together and acknowledge that being in India, we built the technology, Make in India is working and Making in India for the world is also working.

Moderator: Thank you. The next question is from the line of Abhinav Ganesh from Canara Bank. Please go ahead.

Abhinav Ganesh: Just wanted to understand that you are operating in India, Middle East and the US. If you could just give some breakup of your revenue region wise?

C. K. Shastri: Primarily if you really look at it, our forays with the international markets have been very recent, right, and the overall thing is exports, we have about 32% and domestic is 68%.

Abhinav Ganesh: If you could just give a sectoral breakup? I believe that you are doing in BFSI and Telecom.

C. K. Shastri: All our solutions are vertical-agnostic but because of the bandwidth size, because in Enterprise business you need huge capital and a big brand to get across, it is massive investments which are required because of bandwidth, we had focused on telecom and telecom happens to be the largest vertical for us. But the good thing is that after telecom is the insurance. Quite a few of life insurance names as our customers in India. The good part of it is these are all international names and the success here can be replicated globally. Of course, we have also broken into banks. We have one of the India's largest banks as our customer and one of the largest banks in Middle East is also our customer.

Abhinav Ganesh: Just for a clarification, if you could give a ballpark number of the…?

C. K. Shastri: Typically about 60-65% will be Telecom… I do not have exactly had it…

Jayant Dwarkanath: Now that you specifically asked. Probably by the time when we meet again, I think this granular metric is also something that we can …

Abhinav Ganesh:	Can you just throw some light on UniServe and what it holds and what is the potential and what is the market size that you are looking to tap and how much can you capture?
C. K. Shastri:	Market size is in billions. If you really look at it, everybody is talking digital. Today, no more technology is an enabler, but it has become a forefront for any business. Being digital is very-very important and businesses are getting disrupted by technology. Now what is that which we guys do in the digital lifecycle as solution out of the platform, but the platform could really further increase it right from customer acquisition, onboarding a customer identity resolution, putting your systems of record across all your core backend systems like CRMs, in one of our engagements we put it in 21 systems we update in almost all near real-time and we have in one of our engagements today, the highest we onboarded in a day was 1.3 million customers. So you can imagine scale, 100,000 point of sale people, 1.3 million customers and just to tell you guys, this particular thing has got the world's best digital transformation project award in the recent TM Forum which happened in France, Nice.
Moderator:	Thank you. The next question is from the line of Rishikesh Kale, individual investor. Please go ahead.
Rishikesh Kale:	My question is with international pipeline building in, are you looking at any capital dilution or fund raising to basically scale up at an international level?
C. K. Shastri:	. The thing is that today we definitely need a strategic partner to scale up and grow it multiple times. Fortunately for us, some very-very interesting strategic people have been approaching us and we will examine. The idea is more than money; the strategic is what we would be keen to look at.
Jayant Dwarkanath:	More than capital, we want somebody who is probably entrenched firmly in those markets who can be the door openers for us because in the past wherever there have been opportunities we have had an opportunity to go and present ourselves, we are more or less kind of been able to close that engagement.
C. K. Shastri:	Just to give you a slight perspective, you all are aware that a whole lot of services companies today in the world are going around with cash chest, looking around for products in IT, products in automation, products in robotic process and all of that. The thing is that such players what happens is that if we get a strategic engagement, it is not only that they have the reach, they have the brand, they have a whole lot of these things and such kind of people are what we are looking at.
Jayant Dwarkanath:	While money is always welcome, Rishikesh, definitely far more efficiently if a local entrenched entity also is in play and we can probably look at opportunities together.
Rishikesh Kale:	So are you looking at some maybe in major IT Services company international or are you looking at some any PE fund as a strategic investor?
C. K. Shastri:	Not pure play fund guy, we want anyone with strategic thing who could help us grow this business multi-fold. Just pure money also is going to take its own time. Obviously, you need both to scale this business. Definitely, we are not looking at pure money players; we are looking at strategic players.
Rishikesh Kale:	What is the time schedule for the launch of UniServe Next and whether it is GMRDA compliant for the European data, because I think that has 2018 deadline?

C. K. Shastri: The thing is that UniServe Next it again requires big money and you guys will say that your EBITDA is coming down; these guys need huge investment to make a big bang loss because it is a very-very innovative platform. But otherwise also, what we are doing as of strategy is that we started socializing with our existing customers and we are getting an excellent response for that. We are at a very advanced stage of closing couple of deals. We hope to see the light of it soon. So UniServe Next is a very interesting proposition for us. Coming to the next point of GDPR, if you look at GDPR there is technology and there is also services to it. We have the technology to solve the GDPR issue but it is a lot of services to it. So what we are doing is with our technology with UniServe Next platform, we are also talking to some large system integrators to jointly go-to-market for the GDPR opportunity.

Moderator: Thank you. The next question is from the line of Rajendra Shah from Fidelity Investments. Please go ahead.

Rajendra Shah: Two questions: one is what exactly UniServe Next does and where is it strength and competitive advantage and what kind of markets will it serve?

C. K. Shastri: If you really look at it, what is this world is talking about, why these layoffs are happening, why is the thing, everything is people are talking about automation. There is no more going to be soon people talking about coding. What is the software development lifecycle? Software development lifecycle is once the requirement is gathered, then you take the requirement, you create a high level design document, then the low level design document, give it to development and from development it goes into testing, then you have development and testing environment, then you have end-to-end environment, then the production front. This is a cycle for an enterprise product because anywhere it goes wrong, the whole business is impacted. Now, what we are talking about with this platform is once you have the requirement, it is all click, click, click, click and go about to create enterprise. There are a lot of technology technical terms like Sandbox rollback parallel run, how you can use it for buy model. Fundamentally, we have five core big components – one is the UI what is required, we have a UX thing, once you compile, create UI, you can import UI, you can create UI, you can even get expert creating UI and import it and it can run on any device, whether it is a mobile device, whether it is a tablet, whether it is a desktop or even in some of your car dashboards or going forward IoTs going to happen. That is one. The second aspect of it is data. You might have a great UI but handling data. So the good old days for data digital transformation is to be collecting all data to one place which to be three years, four years process. If you really look at it, it is a massive-massive process, three-four years process. So that is now moving to data one. Virtualization of data connection. We have filed also a patent for it. We call the process data manager which connects into various data sources or different file formats different structures and normalizes this for the front end just to understand that and on top of it we have a rules engine. Then after that we also are talking about workflow because every process has got a workflow. Take anything, there is a process, you place an order, make the payment, then it goes to shipment, it goes to logistics, the whole lot of things, right. So how do you trigger each of the processes, the workflow and how do you create that. Today, the world is moving into a completely collaborative world. It is called the "World of API." APIs are integration between applications to interface what we are trying to talk about. So this particular thing becomes very critical because if tomorrow Uber is giving car for rental, he would like to sell food on his app, he would like to sell hotels on his app, he would like to add more too already an existing hotel or existing thing and do the collaboration part of it. This is how the APIs work. APIs become very-very integral part of any enterprise application. So we have a very robust. Instead of coding and scripting, we have a very unique thing of connecting to systems because we support all the best renowned API interfaces in the industry. So in a nutshell, what we are saying is, also we are talking about Bots, that is Artificial Intelligence space, Automated

Testing, we are talking about Sandbox. Probably Mr. Shah, I will recommend that you come and visit us, we will have our teams take you through this particular solution and also show you what is that what we are delivering.

Jayant Dwarkanath: I will just take you to the manufacturing industry. The efficiencies of the manufacturing industry mean actually came to the fore once the conveyor belt systems started and you had multiple parts and you have people picked out individual components on the part and assemble the car or a two-wheeler and then there were multiple entities with the same characteristics going up. That is when the efficiency, the manufacturing process came to the fore. In the software industry, never it happened in the past or even as we speak today where there is a kind of like you pick up individual LEGO box and create whatever shape that you want because software industry, the convention has always been to identify what the requirement is and sit down and look at which is the best language to quote for which will probably work in multiple environments and then start coding for that requirement. What we are talking about, Mr. Shah, is this architecture as you also know, we received the Best Architecture Award in the International Forum and our Head of Engineering received the Best Architect Award. For the first time in the industry, we are treating software like parts, you can pick up components and on the flights, stitch new parts and new solutions as you go along. So, as Shastri was speaking about, where the normal software development lifecycle, even when we are talking of automation, to move out say 500 resources from Cognizant and put in an automated system, will take about 6-7-months to a year for that transition to happen. We are seeking to completely break that and say that can be done in a month.

Rajendra Shah: What are the headaches you guys are facing these days and regarding marketing and increasing business, what are the priorities you guys are working with?

C. K. Shastri: The big problem is as usual we are facing the brand issue. We do not have enough resources to put in because again it is a chicken and egg story, we always go through is that you make investments and then you have to have a long wait for the revenues to come. So we are doing very minimilastic investments in marketing. Our sales reach is also not very significant because when we invest in a sales guy, he will only get us revenues in about a year, year and a half. So we are going in a very incremental way which is not the correct thing for an enterprise business to do. If you go after 100 deals first and foremost is you will have a negotiation leverage because when you have more prospects, more opportunities to deal with and you leverage, everything will be much better. We are battling with that if you really know that s I said Europe we only have one sales guy, US we have one sales guy and yet they started contributing pretty decently for us.

Jayant Dwarkanath: The pain as a sales organization is that in any new market, while yes, what we have done in South Asia and our strengths in managing and demonstrating that in South Asia to an extent is probably a lot of initial barriers do come down but the point is anybody wanting to acquire such a critical solution looks at what we have done in their own neighborhood first as a commitment to that region and that is why we are now kind of looking at and seeing even at the cost of initial as a seeding program if we can have a stake in the ground in all the major markets.

Rajendra Shah: So the strategic investments then become critical are the talks that quickly advanced stage or is it just like preliminary talks?

C. K. Shastri: We had not thought about it. We did not go out but fortunately they came in. It has moved to the second stage of discussion.

Jayant Dwarkanath:	As we keep reiterating, who would like to partner is somebody who probably has a strong presence in the market also where we would like to operate.
Rajendra Shah:	If it were to go through, it will go through this financial year, the way things are…?
Jayant Dwarkanath:	It is too early to say any of those things because …
Moderator:	Thank you. The next question is from the line of Anirban Dutta from JetAge Securities. Please go ahead.
Anirban Dutta:	Two short questions: One is would you like to share a revenue guidance for the current year?
C. K. Shastri:	As a policy, we do not give any guidance. If you really look at it, even last year, even first quarter, whatever, we have never given it. Despite that we had given 50% growth last year to this year. Yes, averages about our internal targets what we are setting up and looking at some of the new strategic account which we have added, it could only be better than what it is this year.
Anirban Dutta:	Is it possible to get orders in hand number as on 31st March?
C. K. Shastri:	I do not have off the thing; probably I will share it with you.
Anirban Dutta:	Would it be possible to know what would be license fees as a proportion of sales in Q4?
C. K. Shastri:	I can give for the year number, but I do not have exactly for the Q4. There are certain things which get in the services are looked at, like for example, SaaS revenue or whether it is AMCs and components which are there we all recognize them into services side, especially because of some of the tax reasons which are there. So if you take it from their actual accounting principles, we did 86% in Services and 14% in Products. The problem what we solve if you really look at industry wise, every time you add a new customer, it keeps contributing services across because we are not a pure play services company. So it keeps on adding. Every year we keep adding a new customer, that customer keeps adding to the services revenue and we keep going about. That is how we should take a long-term view we are very well positioned.
Jayant Dwarkanath:	Just a statement there, that all our services are around our core businesses only and anything that we do even around our core license is kind of packaged as a service.
Moderator:	Thank you. The next question is from the line of Utsav Srivastav, individual investor. Please go ahead.
Utsav Srivastav:	I have about two-three questions: First one is that your revenue from overseas is showing zero while the costs are about Rs.8 crore. So can you give some light?
C. K. Shastri:	In fact, I had explained this in my last call. Typically, what has happened, if you really look at it, if I knock off that Rs.8 crore, I probably would have been had excellent profit overall. What has happened is that one of our large engagements in Europe, the agreement is with the parent company because that agreement is spanning over the 20 countries, it is not with our UK subsidiary, and it is with us directly. So what happens is the revenues of that particular entity gets recognized here but the expenses are borne in the subsidiaries whereas in the other entities if you really look at it, we have this arm's length pricing model where we have to do

back-to-back invoicing because small margin of 10% for them to keep it. That is why you see that thing. But if you really look at it from operating perspective, even including my international subsidiaries and their revenue contribution, all are profitable this year when compared to last year.

Moderator: Thank you. The next question is from the line of Ashok Agarwal, individual investor. Please go ahead.

Ashok Agarwal: As we see every investor, it is very essential for us to sort of be aware okay, how the year will progress actually, the previous participating rightly requested for some guidance to be given actually because investors do not know your revenue model, they do not know even the names of your customers. So it is very-very essential like any good IT companies would like to give this sort of guidance like Infosys or like TCS or like that. Some guidance only you can give actually, otherwise investors are always at a loss how the year will shape up or how the quarter will shape up.

C. K. Shastri: Mr. Agarwal, I totally appreciate your concern. They are in services industry, they can give 5, 6, 8% growth and it is all way the arbitrage business is, more or less the commodity business. But whereas if you take our Enterprise thing, I probably could be working on a very large deal. If the deal happens, there will be a huge upside onto my thing. If you really look at it, you have to take a track of. I could give you small guideline saying that from our existing customers, we had revenue of 6-7 million; we will want to grow it to about 10 million. In all the other deals which are there, any new licenses, new deals will add to the top of it. I would love to give it because again tomorrow you guys will hold me for it if suddenly there is more than what I have declared. That is one thing. If something happens below that is another thing. Absolutely I would have wished, I could give you that kind of guidance. That is why as a policy we have kept it not to give any guidance. You can infer from the clients, the deals and all of that what is there to a bare minimum what it could be.

Ashok Agarwal: I think if some big deals come, okay, that could be considered as something extra, but with the ongoing customers like let us say Jio or Airtel, I should also not take the names, but with the ongoing customers you know what is the status of your implementations or services and also at least to that extent maybe with the existing customers whatever, for which one year let us say we should be able to get it and share actually, that is what I feel. Please give it a consideration to it. I am not asking you to answer it right now.

Jayant Dwarkanath: Sure, certainly, Mr. Agarwal, thank you so much.

Moderator: Thank you. The next question is from the line of Yash Somani from Girik Capital. Please go ahead.

Yash Somani: I just wanted to understand the revenue breakup for the year. Obviously, you mentioned how it is treated in terms of your accounting policy. But could you explain how much would be recurring revenue next year and how much would be one-time based with the implementation of certain projects?

C. K. Shastri: Recurring revenue as we said is a services revenue which if you really look at it in the last year if you take it, we are talking about almost 80%-85% was there and this should continue to come as we go in this year and further increase is what we are looking at.

Yash Somani: So the 85% naturally as a contract progress, are there price escalations in there for the bulk of the deals?

C. K. Shastri:	No, there are no price escalations which will be there because contracts are all pre-determined and their prices are assigned for a given period what we have.
Yash Somani:	Yes, I just meant in terms of I thought that a part would be built into the contract in terms of price escalation.
C. K. Shastri:	The price escalations for SaaS models, no, because then they will say that as our numbers growth happens, you have to further reduce the price. But I agree with you, what we have done is we have put in some places two year price review.
Yash Somani:	Also, I sort of wanted to understand the basic timeline between winning a deal or sort of winning an order and then starting the execution, so obviously one or two high profile orders have been delayed but on a normalized basis, could you give some guidance like how long this would take?
C. K. Shastri:	From prospecting to order, it all depends on the timing at which we started but typically it takes 9 to 15-months for a new order to mature. In terms of execution, the problem is that we could execute faster but the processes of a large enterprise deals is because everything goes through a rigorous test, whether it is your security test, because you are talking about performance testing, system integration testing, user acceptance testing, there is a whole lot of things, so from their side also they have to be ready. If they are ready and there are some places like for example one of our largest growing 4G operators who may have got, they are very aggressive; they want everything as on yesterday. In those kinds of cases we could even implement in two-three months. But whereas in a typical implementation cycle it will be anywhere between three to six months.
Jayant Dwarkanath:	Invariably what happens is this, our piece becomes a part of a larger transformation and so if the SI is doing it, then it becomes a part of the entire larger transformation. So that probably will take a little longer. But thankfully for us, over the last one year, more and more of our engagements have become direct and where we are engaging directly with the end customer.
Yash Somani:	You all have spoken about your US contract. So I missed out what you all have said on that, where is that as far as the lifecycle of the deal?
C. K. Shastri:	We have implemented it. We are going live this month on it. The only thing is that the backend there the core billing system, there are some changes which they need to do which they are doing. It is already a very good referenced customer. All their pilot runs, everything has gone very well. In fact, he has become a very good anchor reference for us in that market.
Yash Somani:	Just to be clear, you all have already started booking revenues for this one, right?
C. K. Shastri:	Yes.
Moderator:	Thank you. The next question is from the line of Sunil Arora from Apricot Advisors. Please go ahead.
Sunil Arora:	I am just trying to understand your business model a little bit. I am sorry I am new to your company. You said you have Services revenue of almost 86%. My understanding of a product business is that while your revenues what you categorize as Services revenues revolve around your core offering. 86% is that too high. So just for my understanding, how much would be your license fee out of this and how much would be let us say implementation?

C. K. Shastri: If you really look at it, you could have probably paid me a license fee five years, six years ago. But after that, you are continuously taking services from me, you are taking operations support, you are taking change request, you are paying me AMC. So this is the cumulative services of the entire life customer whom we have acquired over the period. It is not that one year is the services what we are stating the difference this thing. Typically what happens is just to give you a perspective since you are looking at new, depending on the region, location, geography which is because Europe and US are license values what we get is much better than what we get in the Indian markets, so let us say that you are getting a license value of Rs.100… I am just giving a typical thing or a million dollars or whatever you would want to give an arithmetical thing, so then what happens, I get a license, along with that I get implementation services, that is it could be anywhere…

Sunil Arora: I am familiar with this business; I have run a telecom software company. I am trying to understand your business model because 86% to me sounded bit too high, so it maybe that world has moved on to monetizing whatever that you are doing more in terms of services. For me, to look at business like yours, I would want to know, am I investing in Products Company which gets fair share of its revenue from license fees or the likes.

C. K. Shastri: No-no, you are absolutely right. What we are saying is license typically straightaway adds to our bottom line because we are a product company. But our biggest struggle sir, is that today with the size of the company we are, if I could get typically in a product company the breakup is 60:40; 60 is the licenses and 40 will be the services. For example, the last year our license revenue was about 35% and services were 65%. So this year what happened was we could not add a new license customer as much.

Sunil Arora: Whatever deals that you are chasing at this point of time, what would be a ballpark size of your largest deal that you are chasing let us say?

C. K. Shastri: Typical Europe, the best deal which we have got was for licenses, was about a million dollars, it was a last-to-last year, also what happened is that we had 500,000 for implementation, 18% AMC on that, also, on the license side, we have growth based upside. Most of our early days when we were an enterprise product we were not in a proper negotiation stage because we did not have all the references like what we have today. We were really beaten down on the license model itself. Most of the deals were enterprise deals; they were not growth based licenses. But now something in Europe, when we have this, the more customers they add, the next year they will pay towards the added customers' license fee. Typically, we are talking about 10 cents to a subscriber. If they add 10 million customers, we get 100,000 against the license, additionally, in the coming year along with the AMC.

Jayant Dwarkanath: Also, what happens is against those core licenses itself, any functional enhancement or a change request, again…

Sunil Arora: I understand that part. I thought trying to go into too many geography because each geography that you add is terribly expensive.

C. K. Shastri: You are absolutely right sir, but the whole problem is that we never ever dreamt when we got our first deal from Europe and that was from here we did a business development and fortunately they called us, they were zapped at what they saw. The problems which we solve are much larger in Europe and US because the systems of silos they have been growing over year with mergers, acquisitions; there are so many systems inside. One of the big problems we solve is fixing the systems of silos and giving 360 degree view. The other thing is to answer your point, also

that the world is preferring to move towards Cloud and SaaS and we have taken initiatives to first launch it in India this year and scale it globally.

Sunil Arora: I just wanted to because we face a similar issue because you go to US, you burn a million dollar and you do not even know what happened.

C. K. Shastri: Yes, that is exactly I was telling. It is really fortunately for us if you really look at it though such a small company, low brand, solving such enterprise problems because people do not bet enterprise solutions from smaller companies, because of the fear of big risk which they are taking. Despite all my international operations, if you take my international expenses and my revenues, I am more than making it up. The only thing is that I am not going to scale more because we know that there is a huge potential for us.

Moderator: Thank you. We take the next question from the line of Mayank Gupta, individual investor. Please go ahead.

Mayank Gupta: When it comes to GDPR, I am from United Kingdom, I am right now calling from England only, I can see the potentials of GDPR particularly coming from government organization The potential of GDPR compliance is immense, I have already started getting e-mails and we are talking about large multi-million bond program to implement these things. So definitely, I would be very much interested to understand GDPR compliance, UniServe Next launches timing. That is one. The other thing of importance is basically I am trying to reflect upon what you said that the marketing cost and we have got only one person in UK or Europe basically is into sales. Sometimes, it becomes more effective to figure out ways of efficient marketing. So for example, in UK, we have got this concept of G Cloud. If you are not listed as part of G Cloud, you will not be entertained in any government organization because that is the requirement of any government organization. So a) to that yourself listed over there. So probably it is not a really question but probably a reflection on what you guys are saying. So it is more like a suggestion. You guys should actually yourself listed in G Cloud, if you want to aim for project to do with government organization, most of the money and fundings are there actually. Once you are part of G Cloud, you will not have to advertise yourself because what happens is, I am myself. I shortlist softwares and packages and solutions and products for our organizations and even our partner organization, parent organization, the first place to look for is a particular solution, we look for solutions the movement and G Cloud is the first reference, part of the Gartner Magic where you already qualify. So one question that comes to my mind is while talking about Gartner is, I think if I am not wrong, Gartner list you for a period of one year or is it a longer period of duration.

Jayant Dwarkanath: It is a new publication every year. And every year is when they evaluate participants in the Magic Quadrant.

C. K. Shastri: Evaluation is very stringent; they keep talking to the existing customers and all of that. Existing customers, technical parameters, financial parameters, whole lot of things are there. You are right, it is for one year and we are hoping that we will also come again in the next year because last-to-last year, we came as a notable vendor and we got upgraded to niche vendor last year.

Mayank Gupta: So basically, one suggestion is obviously get yourself listed in G Cloud while you are part of the Gartner…?

C. K. Shastri: It is a very good input. I will definitely have my team to talk and get this thing going. Just to add to your thing, most of our system integrated engagement used to be opportunity-based, but we are seeing some kind of a change happening in the

given changing market dynamics and you are seeing that we were able to conduct a couple of workshops with large system integrators, there is a whole lot of work which people are talking about doing, joint go-to-market and all of that. We are definitely looking at some places; we are looking at having consultants to help us. We are in our own little ways; we are doing many ways to see that we increase our pipeline and definitely thank you very much for your inputs.

Mayank Gupta: The other thing that I wanted to ask was about receivables. Is there any effort towards reducing these timelines in terms of receivables?

C. K. Shastri: We are making significant efforts already, we have seen last year to this year, at least we cut down by 25%, and we are talking to our large clients and trying to negotiate with them to give us better payment terms. Some as a policy, they do not do it, like I told you, a very large player who are contributing about a billion dollar revenue to a vendor, also, they are paying at 120-days timeline. So we have to factor in these things and look at some other better way of improving our liquidity either by looking at rediscounting and other ways. We are exploring every possible thing. Definitely, we are on top of it because it is on our top agenda.

Mayank Gupta: Any international clients like the one that you have right now in Europe, do they have less receivables time in comparison to Indian clients?

C. K. Shastri: One good part of it is, the moment they hit the invoice, if they say 120-days, on the 120th day, it hits your back. If they say 90-days, it hits on the 90th day; you do not have process delay. But whereas here, one is the payment termed this thing in India and plus the process delays also added to that.

Mayank Gupta: The other thing that I would want to ask is pretty much important actually; you were talking about a very big opportunity that is coming your way. What I need to understand is, are you also bound with some sort of a non-disclosure agreement with that one as well, so you cannot even name that when it actually gets awarded to you?

C. K. Shastri: The point is that, we are working in quite a lot of opportunities, Mr. Gupta. The thing is that we definitely cannot reveal, even as a sensitive thing because these kinds of deals from a competitor perspective, from whole lot of things, we definitely cannot reveal, we do not even reveal internally to large deals, we keep it confidential. We are working on quite a few opportunities as part of our thing and once it happens, we will definitely announce it.

Mayank Gupta: For example, the one that you have with in Europe right now, where you are talking about 21 countries implementation. I understand that there is some sort of an agreement where you cannot talk about the name of the company in open. I am asking the same thing like if you get that bigger opportunity that is coming your way, that is the same thing will apply over there as well.

C. K. Shastri: Almost every enterprise business as such, they have this problem. As we said, we are one of the largest banks in India. Everybody knows what it is but we cannot reveal the name. Similarly, when I say whether it is one of the largest banks in Middle-East, people can infer who it is. But the point is that we have a confidentiality agreement with all of them

Jayant Dwarkanath: Having said that Mr. Gupta, it is in our own interest to kind of pursue them and see that we get written testimonials because we want testimonials from them, so that we can publish it in our own public domain.

Mayank Gupta:	But testimonial normally happens once the project is done, that takes us some years, not before that. So that is bit of a constraint there.

Jayant Dwarkanath:	Yes.

Mayank Gupta:	The other thing which I wanted to ask was; are there any effort being done to increase your stake in terms of stakeholder percentage?

C. K. Shastri:	The point is that we have been professionals from multinationals for generation entrepreneurs whatever we could continuously increase, we have been increasing our stake and every given opportunity, we will try to do that, and I am sure we have put in about 17-years of our valuable time here and we want to do that.

Moderator:	Thank you. We will take the next question from the line of Vivek Joshi, individual investor. Please go ahead.

Vivek Joshi:	I have very quick house-keeping questions basically; one is regarding your revenue recognition policy. All sales that are there in the profit & loss statement, are they all invoiced or do you have some unbilled revenue also?

C. K. Shastri:	They are all invoiced revenue.

Vivek Joshi:	So, you do not have any unbilled revenue policy?

C. K. Shastri:	No, those are order books.

Vivek Joshi:	In the statement, it is not reflected?

C. K. Shastri:	Yes.

Vivek Joshi:	Second question I have is that there is a related party transaction in your last annual report with Kytes IT Services Pvt Ltd. Can you just throw a light on what it does and what is the status as of this balance sheet this financial year?

C. K. Shastri:	What has happened is that this is the digitalization services which we have advanced to provide the digitization and back-to-back, they have not received the payment, one of the persons whom we know in that company, that is why we showed it as a related party.

Vivek Joshi:	You do not give consolidated numbers quarterly, so which creates a big surprise at the end of the year like it happened probably this…?

C. K. Shastri:	I agree with you, Mr. Joshi, it is not intended, the whole thing is that typically, we have been telling that overall, our international expenses are around this much, the only point is QoQ, we have to do a limited audit done by the subsidiary which again cost us a lot of money.

Vivek Joshi:	Yes, I understand that, that is just a suggestion I have. You might aware that there is a company called Mahindra CIE, they exactly do the same thing, they do not give it on the BSE website, but they give the details in the presentation.

C. K. Shastri:	We will start doing that. That I think is a good suggestion.

Vivek Joshi:	Do you quantify what part of your development expenses go into like pure product development or do that break-up?

C. K. Shastri:	A lot of companies capitalize their product. Development thing which is as a best practice, we are not doing that.
Vivek Joshi:	But I want to know how much are you spending on that? I do not want to know that is capitalized or due, do you have an idea like?
C. K. Shastri:	Yes, in the sense, software is all about people's this thing. We definitely have an idea of how much we are going into the forward. We have three things -- Forward Engineering, R&D, Sustenance Engineering -- the R&D and Forward Engineering are the capital expenses and the Sustenance Engineering and delivery are all revenue people.
Vivek Joshi:	But everything you are putting as expenses. You are not capitalizing?
C. K. Shastri:	Yes, we are not capitalizing.
Moderator:	That was the last question. I now hand the floor over to the management for their closing comments.
C. K. Shastri:	Thank you very much, gentlemen for taking time for this call, I really appreciate it. All I would want to tell you all is that, we are an Enterprise Products company. The good part of the Enterprise Business is that it is the long-term revenue once you acquire a customer and it is a big thing. The downside is that acquiring a new customer is very tough because you are solving some machine critical problems. I think the way so far we have kept at it, the persuasion and the commitment of me and my team, we have come this far, we have marquee names, we have tried, tested customers, we have customers in 35 countries. We can only look forward to marching ahead to build this into a great global company. Appreciate all your inputs. All I could say is that do not look at us from QoQ look at us from YoY. That will give you a better perspective of us because the nature of our business is such; you could have lumpiness when it comes to that.
Moderator:	Thank you. Ladies and gentlemen, on behalf of Intense Technologies, we conclude today's conference. Thank you for joining. You may now disconnect your lines.

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