Email: investor.relations@tracxn.com
Ph: +91 90360 90116
Website: www.tracxn.com

March 03, 2025

To,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai- 400001
Company Code: 543638

To,
National Stock Exchange of India Ltd.
Exchange Plaza, Plot no. C/1, G Block,
Bandra-Kurla Complex,
Bandra (E), Mumbai - 400051
Company Code: TRACXN

Sub: Intimation of Investor Presentation for Analysts/Institutional Investor Meeting to be held on March 04, 2025.

This is in continuation to our letter dated February 27, 2025 wherein we had informed regarding meetings scheduled with Analysts/Institutional Investors on Tuesday, March 04, 2025.

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, please find enclosed herewith the Investor Presentation which will be used for the said meeting.

This is for your information and records.

Thanking you.

Yours faithfully,
For Tracxn Technologies Limited

Surabhi Pasari
Digitally signed by Surabhi Pasari
Date: 2025.03.03 17:07:03 +05'30'

Surabhi Pasari
Company Secretary and Compliance Officer
Membership No: F11215
Encl.: A/a

Private Market Intelligence Platform

Tracxn Overview

Tracxn is a Data & Software platform for the Private Markets globally

We work with Venture Capital Firms, Private Equity Firms, Investment Banks - as well as M&A & Innovation teams of large Corporates

Global Platform, customers span 50+ countries

Disclaimer

By attending this presentation including the commentary by the Company management and the transcript of the same, together ("Presentation") and/or accepting a copy of it, you agree to be bound by the foregoing limitations and conditions:

This Presentation is prepared by Tracxn Technologies Limited ("Company") solely for information purposes and does not constitute an offer, solicitation, recommendation, or invitation to purchase or subscribe for any securities and shall not form the basis of or be relied on in connection with any contract or binding commitment whatsoever. This Presentation does not consider, nor does it provide any tax, legal, or investment advice or opinion regarding the specific investment objectives or financial situation of any person. This Presentation may not be copied, reproduced, summarised, disseminated, or redistributed to any other person in any manner whatsoever without the Company's prior consent in each instance. This Presentation has not been and will not be reviewed or approved by any regulatory authority or by any stock exchange in India. No rights or obligations of whatsoever nature are created or shall be deemed to be created by the contents of this Presentation.

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This Presentation may contain, words or phrases that are forward-looking statements that involve risks and uncertainties and are based on certain beliefs, plans, and expectations of the Company. Although the Company believes that such forward-looking statements are based on reasonable assumptions, it can give no assurance that such expectations will be met. Actual future performance, outcomes, and results may differ materially from those expressed in forward-looking statements because of several risks, uncertainties including but not limited to our ability to implement our strategy successfully, the market acceptance of and demand for our offering, technological changes, volatility in global capital markets, pandemic and international and domestic events having a bearing on the Company's business. You must not place undue reliance on these forward-looking statements, which are based on the current views of the Company's management.

The operating metrics reported in this Presentation are calculated using internal Company data based on the operational activities. While these numbers are based on what the Company believes to be reasonable estimates for the applicable period of measurement, there are inherent challenges in measuring across some operational metrics. The methodologies used to measure these metrics require considerable judgment and are also susceptible to an algorithm or other technical errors. The Company systematically reviews its processes for calculating these metrics from time to time and may discover inaccuracies in the metrics or may make adjustments to improve their accuracy, which can result in adjustments to previously disclosed metrics. In addition, the Company metrics may differ from estimates published by third parties due to differences in methodology.

To facilitate understanding, some non-GAAP metrics are used and financial amounts are converted from ₹ Lakhs into ₹ Crores for this Presentation hence, there could be some totalling anomalies in the numbers.

Our speakers today

Neha Singh

Chairperson and Managing Director

- **IIT Bombay** (received Silver Medal from President of India Mrs. Pratibha Patil)
- MBA from **Stanford GSB**
- Consultant at **BCG**
- Investor at **Sequoia Capital** (investing in private markets)
- Awarded **Fortune 40under40**, Outstanding Women by Outlook Business

Abhishek Goyal

Vice Chairman and Executive Director

- **IIT Kanpur** (top 100 rankers in IIT JEE)
- Started career at tech firms **Yahoo** (part of AI team) and **Amazon**
- Investor at **Accel Partners**, part of the deal team which wrote the first cheque in Flipkart
- Awarded **Fortune 40under40**, Livemint's - 40 who matter in Indian Startup Ecosystem

Prashant Chandra

Chief Financial Officer

- BTech from **IIT Kanpur**
- MBA from **IIM Lucknow**
- Prior to joining Tracxn, Prashant was the CFO of a startup which was backed by **Accel Partners** and **Tiger Global**
- Has been with Tracxn since the beginning, for the last 10 years

Tracxn – Leading global Private Market Intelligence SaaS Platform#

KEY HIGHLIGHTS

Platform scale (31th Dec, 2024)

4.0 million+	**72,900+**	**7,86,000+**
Entities profiled	Investor profiles	Transactions covered^

Customer scale (31th Dec, 2024)

50+	**1,699**	**4,626**
Countries of presence	# of customer accounts	# of users

Key financials (FY24)

82.8 Cr.	**86.6 Cr.**	**23.7% Operating Revenue CAGR** v/s **8.7% Total cost CAGR** (FY21-24)
Revenue from operations	Contract Price	

INVESTORS

VC Investors

Accel, ELEVATION, KB Investment, PRIME VENTURE PARTNERS, SEQUOIA

Angel Investors

Ratan Tata	NRJN Family Trust	Neeraj Arora	Sachin Bansal	Binny Bansal
Amit Ranjan	Girish Mathrubootham	Anand Rajaraman	Amit Singhal	Ashish Gupta

Note: (#) According to "Global Information Services Market" report by Frost & Sullivan
(^) includes 5,79,500+ funding rounds and 2,06,500+ acquisition rounds
CAGR represents Compounded Annual Growth Rate and has been calculated based on the numbers disclosed in the RHP

Our Journey

2012

- Company incorporated

2013-15

Platform Launched

Sachin Bansal Binny Bansal

2015-16

- 'Top 100 Analytics Startups of 2015' - Forbes
- One of the 'Coolest Startups of India' - Business Today (2016)

ELEVATION

Ratan N Tata

NRJN Family Trust

2017-19

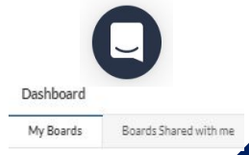
- Launched 'Tracxn Score', reports and live chat features
- Launched personalised dashboards on our platform
- Launched a portfolio tracker and an acquisitions database on our platform

Accel PRIME VENTURE PARTNERS

ELEVATION

KB Investment

SEQUOIA



2020-21

- Crossed customers in 50 countries
- Launched advanced search feature within platform
- Launched a collection of sector-based newsletters on the platform

2021-22

- Became a publicly listed company on 20th Oct 2022
- Launched updated Home Dashboard with personalised feed

Listed on

NSE

BSE

Current

- Among the Leading global market intelligence providers for private company data^
- One of the largest global coverage of private companies in the emerging technology sectors^

Note: (^) According to "Global Information Services Market" report by Frost & Sullivan
Timeline is basis calendar years

Our Platform (1/2)

Amongst Top 5 globally

in terms of number of companies profiled^

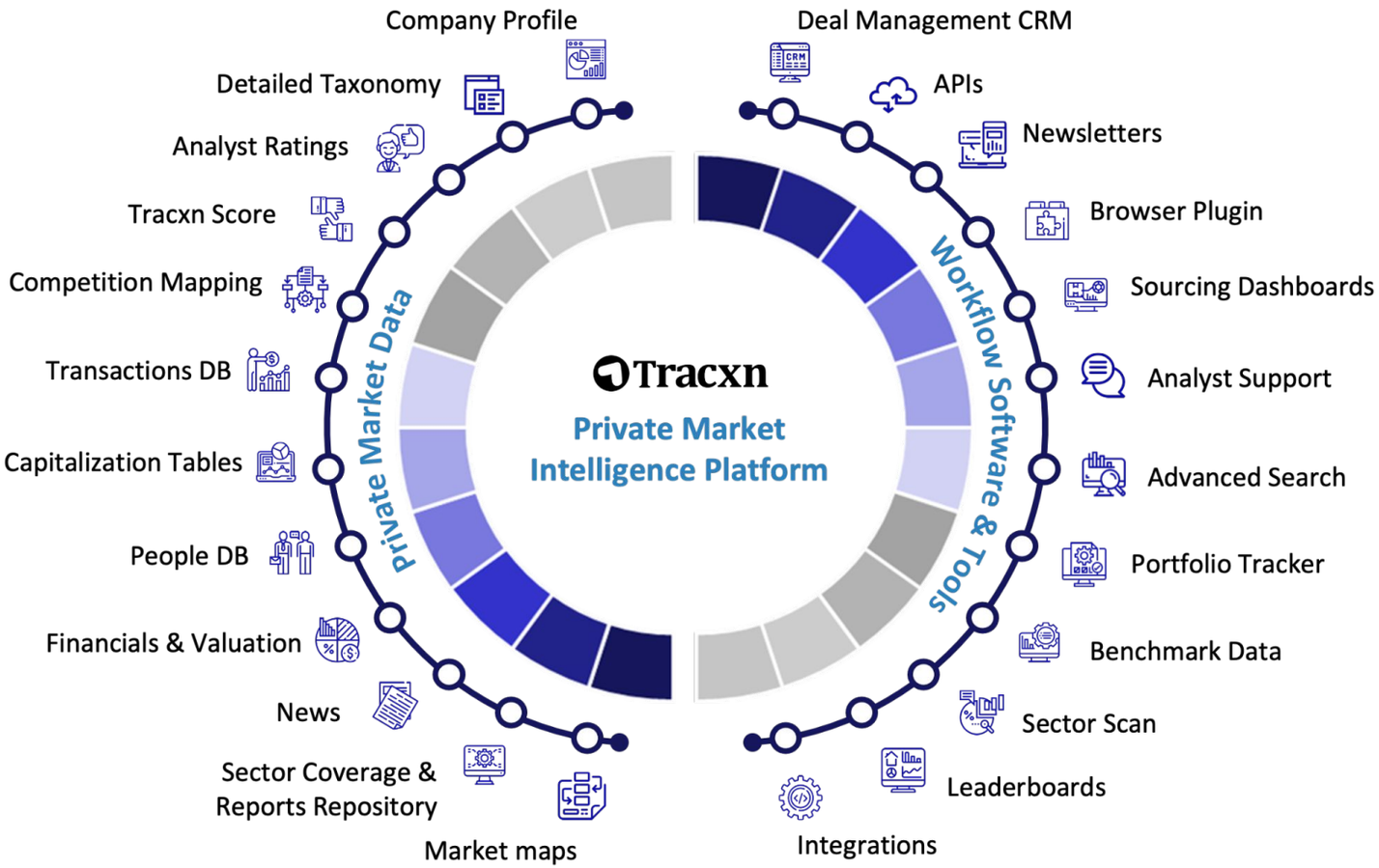
One of the largest coverage of private companies

in emerging technology sectors including IoT, artificial intelligence, virtual reality, robotics, blockchain and electric vehicles^

One of the few

Private market data service providers to have a proprietary taxonomy for technology sector companies and prepare market maps^

Use Cases



Deal sourcing | Identifying M&A targets | Deal diligence | Thematic analysis | Tracking emerging themes

Note: (^) According to "Global Information Services Market" report by Frost & Sullivan

Our Platform (2/2)

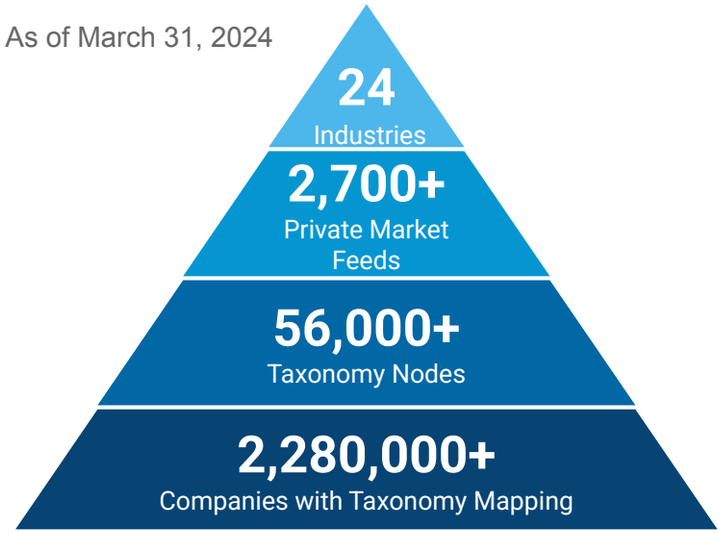
24 industries tracked across the globe

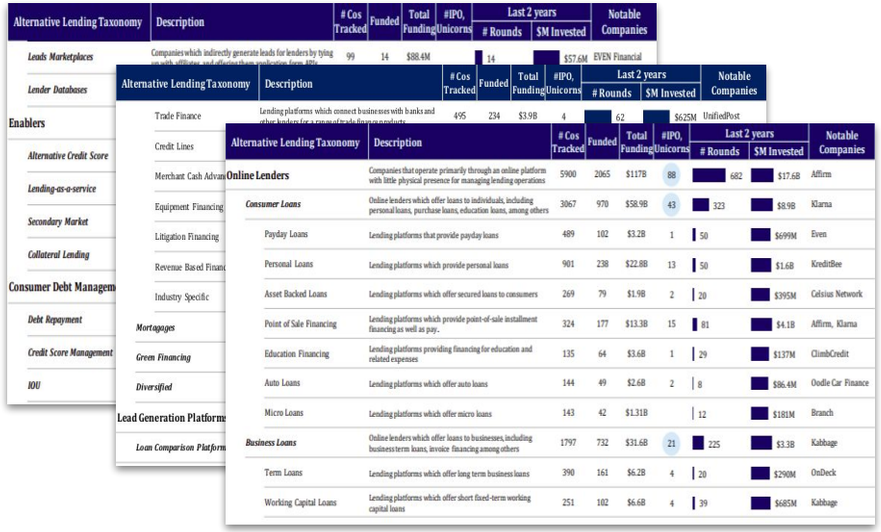
- Auto
- Consumer Goods
- Media & Entertainment
- Healthcare
- Financial Services
- Food
- Education
- Business Services
- IT Infrastructure & Services
- Retail
- Logistics
- Energy & Utilities

Detailed taxonomy tree

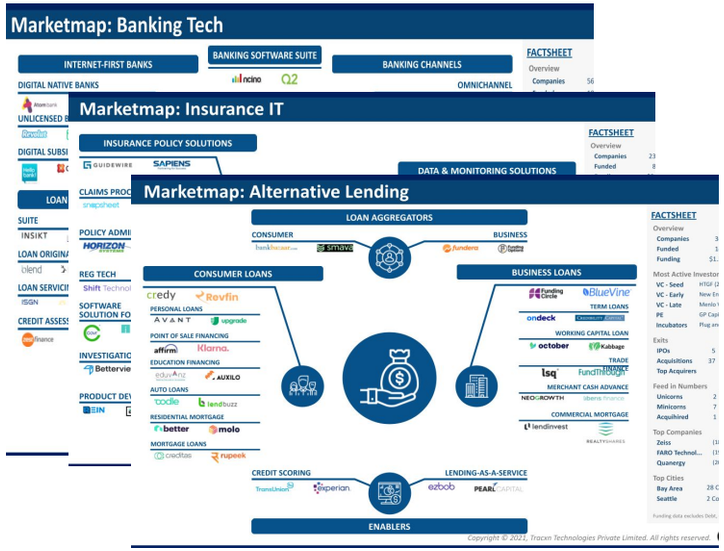
Organized into proprietary taxonomy nodes

As of March 31, 2024





Quick visual market maps



Automated report generation

22,000+

Reports generated (FY24)

22

Categories for report generation (FY24)

Large & Growing Market

Multiple large companies have been created in the financial data markets

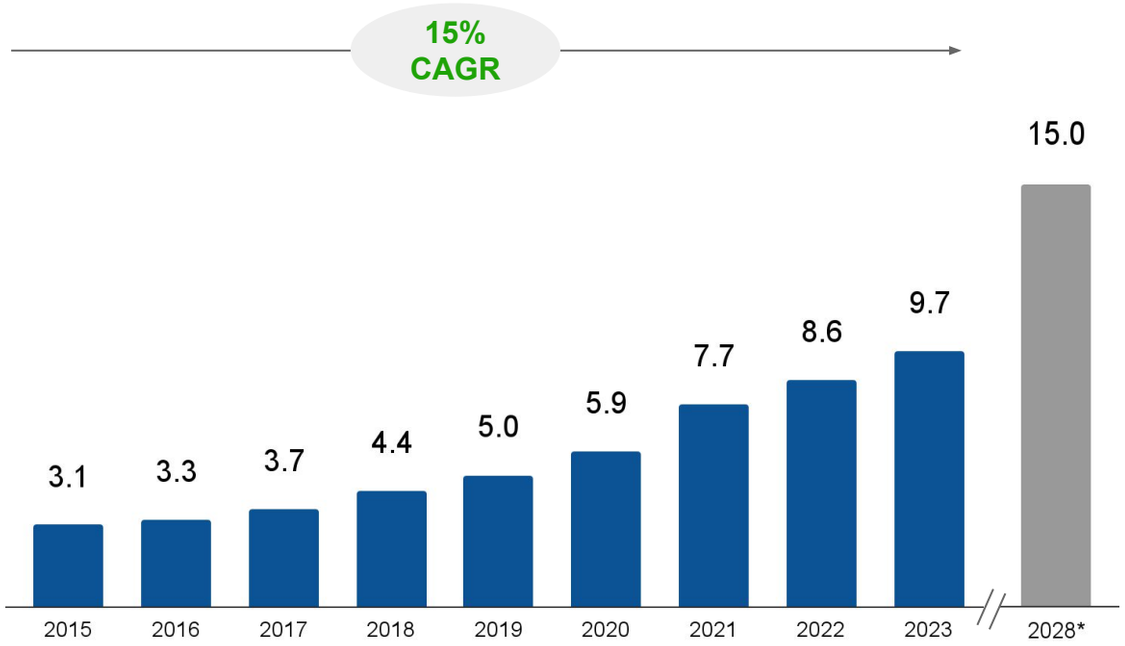
$35B+

Cumulative Revenue and of Financial Market Data Companies for 2023*

Note: (*) Revenue of key public market data companies has been calculated based on the publicly available sources and internal estimates

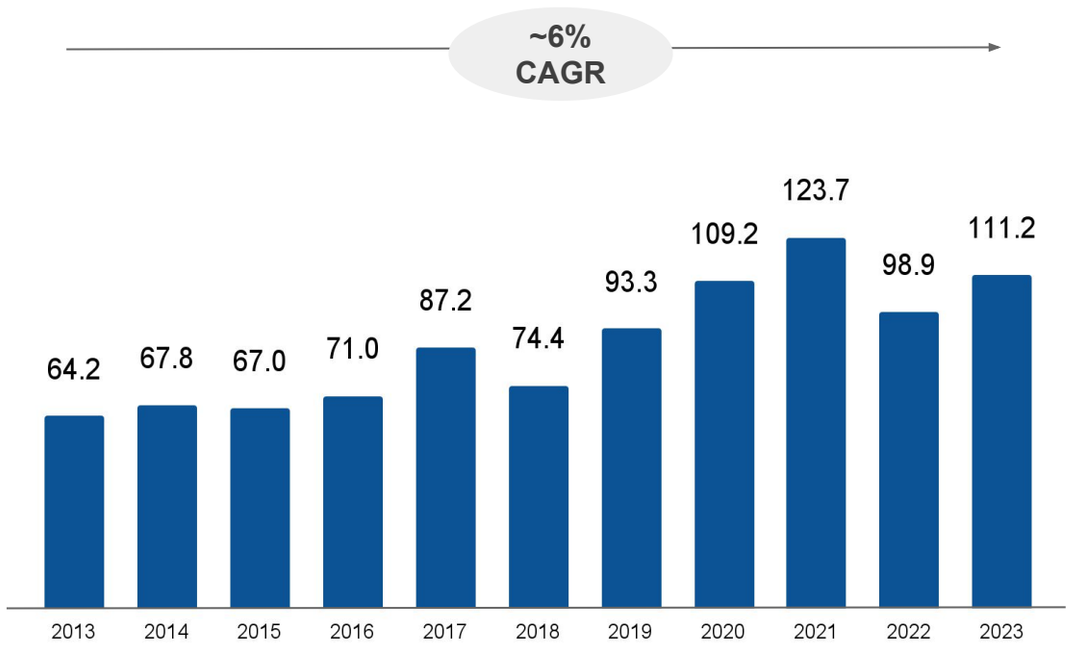
Large & Growing Market

Private Market AUM Growth[1]
(in USD trillion)



Private market AUM expected to cross $15T by 2028

Public Market Capitalization[2]
(in USD trillion)



Cumulative market capitalization of listed domestic companies across all the countries converted to USD

Note: (1) According to internal estimates (2) Source: World Federation of Exchanges; public market cap is of as on end of year
(*) Estimated private market AUM numbers as per internal estimates

Private Market Data is a large and expanding industry

Private Market Data Key User segments - Large & Growing

~100,000 addressable organizations*

Investment Industry

35,528 Venture Capital Funds	**26,628** Private Equity Firms
14,305 Investment Banks	**9,953** Accelerators & Incubators
3,121 Family Offices	**1,475** Angel Network

Corporate

52,803 Listed Entities
28,148 Large Corporate
16,531 Late-stage Startups[1]

Others

31,097 Educational Institutions	**2,710** Limited Partners
1,873 Debt Funds	**250** Industry Body
250 Government Body	

Note: (1) Late-stage startups considered here are of Series-C and above funding
(*) As of 2021, according to "Global Information Services Market" report by Frost & Sullivan, other publicly available sources and internal estimates

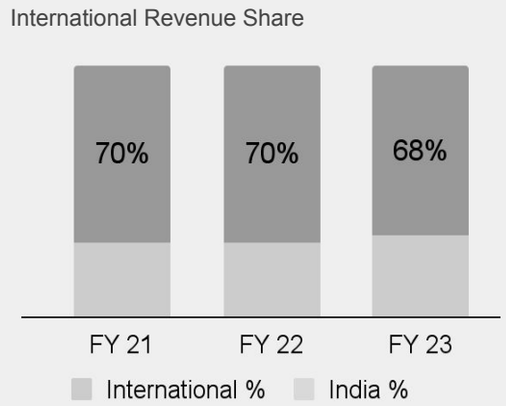
Key Highlights

Global Customer Base

66% international revenue in FY24

International Revenue
66%

Historical annual



Customers span over 50+ countries

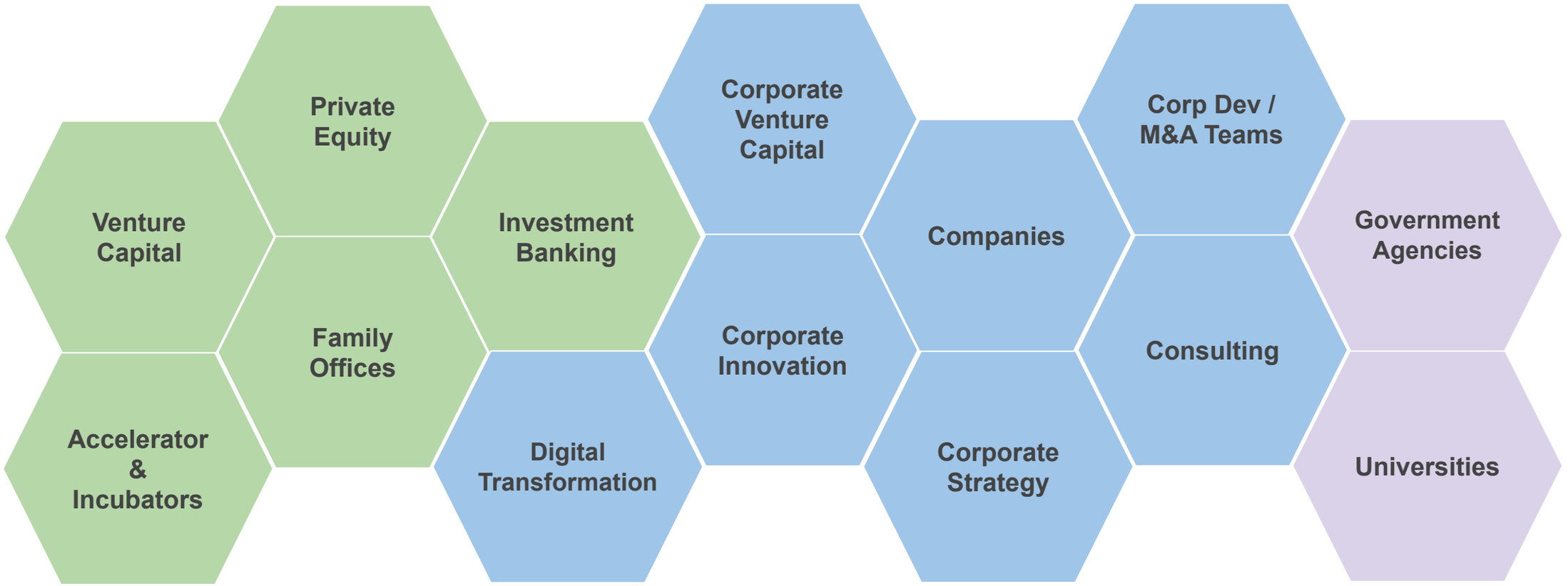
Top 5 countries by #customer accounts:
India, USA, Singapore, Germany, UK

Revenue Contribution by % (FY24)

Americas	EMEA	APAC (ex-India)	India
32%	23%	10%	34%

Diverse Customer Base

Customer segments & departments that we work with



FY24: Revenue Growth

Geo-wise Revenue Split

Geography	FY 21	FY 22	FY 23	FY 24	FY24 Contribution	FY24 YoY Growth
Americas	12.5	18.6	24.1	**26.7**	32%	**11%**
APAC (excl. India)	4.8	6.9	8.1	**8.3**	10%	**2%**
EMEA	13.6	19.2	20.8	**19.3**	23%	**-7%**
India	12.9	18.8	25.0	**28.4**	34%	**14%**
Total	43.8	63.5	78.1	**82.8**	100%	**6%**

India, Americas grew at 10-15%

Continued growth in large accounts*

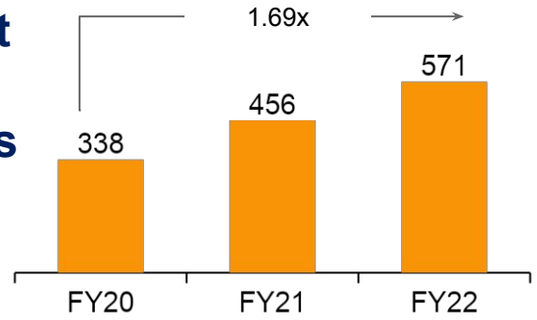
Revenue	FY 21	FY 22	FY 23	FY 24
INR 20L+ accounts	13	26	33	**40**
INR 30L+ accounts	5	11	22	**23**
INR 40L+ accounts	3	6	12	**16**

Indicates continued headroom for growth in ASP

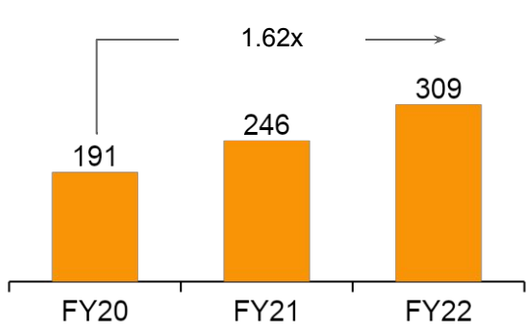
Note: (*) The count is cumulative and based on the accrual revenue

Growing base of longstanding customers

#1 Private Market Investors & Investment Banks

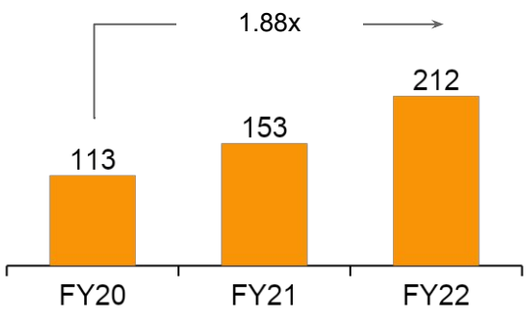


#2 Corporations



#3 Other customer categories

(includes government agencies, universities, accelerators and incubators)



(1) Bar charts represent the number of customer accounts in each category (2) FY 23 onwards data is not available for split of accounts by type.

Robust Technology Platform

Wide range of business and workflow tools – Inbuilt CRM tool, custom dashboard builder, tools for sourcing, tracking companies, portfolio tracking, API support, browser extensions, ability to save searches and provide alerts and export tools

Enterprise grade support – for customer queries with personalized support over chat, email and instant messaging applications

4

1

Scalable backend framework – based on open source technologies

Automated – based on web crawling and data engine to track millions of web domains, track data points across digital footprint of entities and add several companies to database

Flexible platform – aids launching of new features

Hosted on cloud servers – ensures minimum downtime

Advanced security – in-built security features provided by the cloud infrastructure provider

Virtual private cloud – allows to establish a secure internal network & a safe gateway to enable communication of internal resources

Industry grade HTTPS – for encrypted communication over the internet

Periodic checks – tools to periodically check on potential security threats

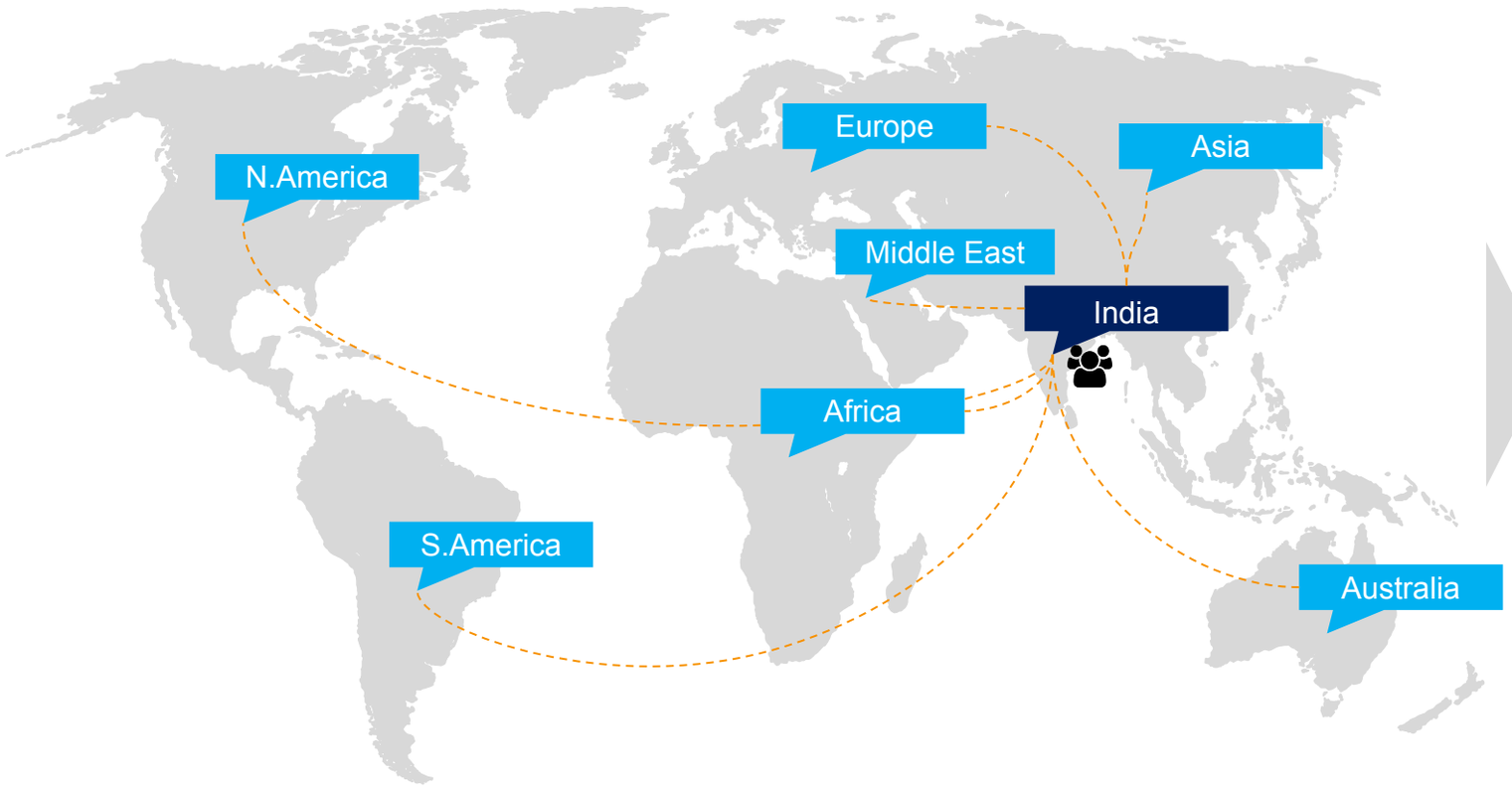
3

2

In-house data mining engine – automate discovery of new-age companies by tracking 820 mn+ domains across emerging technology sectors and sector classification of entities tracked

Multiple products introduced on platform since inception – soonicorn coverage, personalized dashboards, Tracxn Score, live chat, and others

Significant cost advantages from India-based operations



Significant cost advantage due to **make-in-India**. Especially:

- **Data-production** & **technology platform** is built from India
- **Global sales** happens from India (sales & support teams work across all time zones)
- Very efficient content-driven **customer acquisition** flywheel

These give us a significant and long-lasting cost advantage

Experienced Promoters & Board of Directors

Neha Singh

Chairperson and Managing Director

- B.Tech. & M.Tech. from **IIT Bombay** & MBA from **Stanford Graduate School of Business**
- Worked previously at **BCG** & **Sequoia Capital**
- Recognitions
  - Outstanding Woman (Business Outlook – 2016)
  - 'The 40 who matter in the Indian start-up ecosystem '(Mint – 2016)
  - Part of '40 under 40' (Fortune India - 2018 & 2019)

Abhishek Goyal

Vice Chairman and Executive Director

- B.Tech. from **IIT Kanpur**
- Worked previously at **Accel, 3i Infotech, Amazon, Yahoo, Andale & Erasmic**
- Recognitions
  - Part of '40 under 40' (Fortune India - 2018 & 2019)

Brij Bhushan

Independent Director

- B.Tech. from **Maharshi Dayanand University** & PGP from **IIM Bangalore**
- Venture Partner at **Prime Venture Partners**
- Co-Founder of **Samast Technologies**
- Worked previously at **Bain, Flextronics, Infosys** & **Nexus India**

Nishant Verman

Independent Director

- B.S. from **University of Michigan** & MBA from **Northwestern University**
- CEO of **Overleap Networks**
- Worked previously at **Flipkart** & **Canaan Advisors**

Payal Goel

Independent Director

- BA from **University of Delhi** & PGPM from **ISB, Hyderabad**
- Corporate Development Manager at **Google India**
- Worked previously at **Peepul Capital, Aspada Investment** & **Flipkart**

Rohit Jain

Independent Director

- B.Tech. from **IIT Delhi** & MS from **University of North Carolina** at Chapel Hill
- Managing Partner at **JSM Advisors**
- Worked previously at **Microsoft, IBM, Google** & **SAIF Partners**

Supported by Senior Management Team Backed by Marquee Investors

Prashant Chandra

Chief Financial Officer

- B.Tech. from **IIT Kanpur** & MBA from **IIM Lucknow**
- Worked previously at **Infosys** & **Amdocs**

Amit Agarwal

Chief Operating Officer

- B.Tech. from **MNNIT-Allahabad** & MBA from **XLRI**
- Worked previously at **Amba research, Emanation, GS** & **Centrum**

Neeraj Chopra

Chief Technology Officer

- MS from **University of Pune**
- Worked previously at **Amazon, Decho, Arcot** & **Roam Space**

Bhaskar Sharma

Chief Product Officer

- B.Tech. from **IIT Kharagpur** & PGPM from **ISB**
- Worked previously at **CEAT, Nomura** & **FlexAlgo**

Investors who backed us in **private journey**

ELEVATION

SEQUOIA

PRIME VENTURE PARTNERS

KB Investment

Accel

Ratan N Tata

Chairman Emeritus - TATA Sons

NRJN Family Trust

Sachin Bansal

Co-Founder -Flipkart

Binny Bansal

Co-Founder - Flipkart

Girish Mathrubootham

Founder & CEO - Freshworks

Neeraj Arora

VH Capital

Ex-Whatsapp

Anand Rajaramnan

Milliways Fund

Founder - Junglee

Amit Ranjan

Founder - Slideshare

Investors who backed us in **IPO Anchor Book**

Abakkus

BNP Paribas

ICICI Prudential

Kotak Mahindra MF

Kotak Mahindra Life Insurance

Motilal Oswal

Nippon

Reliance General Insurance

Tara Emerging Fund

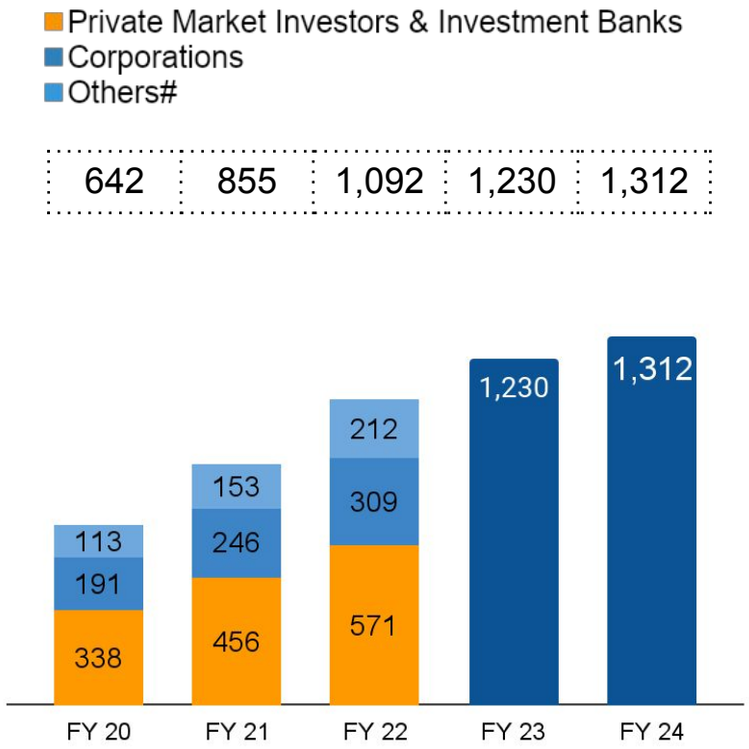
WhiteOak Capital

Financial Performance

Snapshot – Operational Performance

Customer Accounts

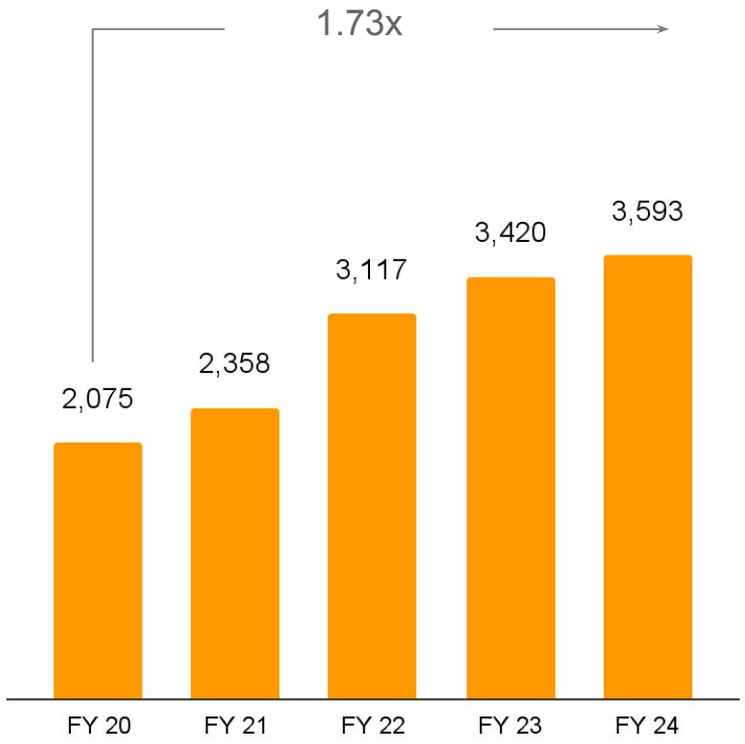
(Nos)



Customer Accounts refers to the distinct contracts entered into by our Company with each customer at the time of measurement. Paid subscriptions may include access for a single or multiple number of Users of the customer

Users

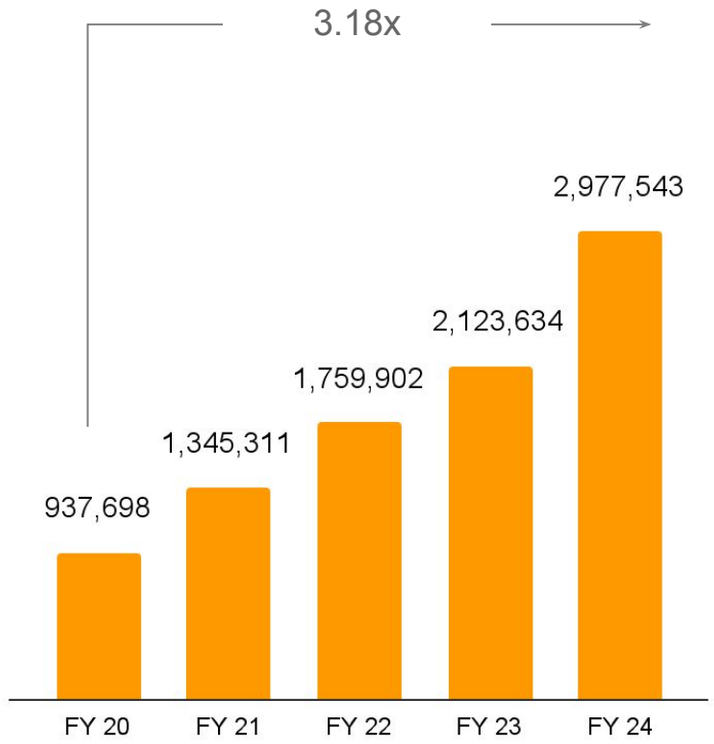
(Nos)



Users refers to the number of user accesses available to a Customer Account on the platform at the time of measurement and does not include educational/student accounts.

Entities Profiled

(Nos)



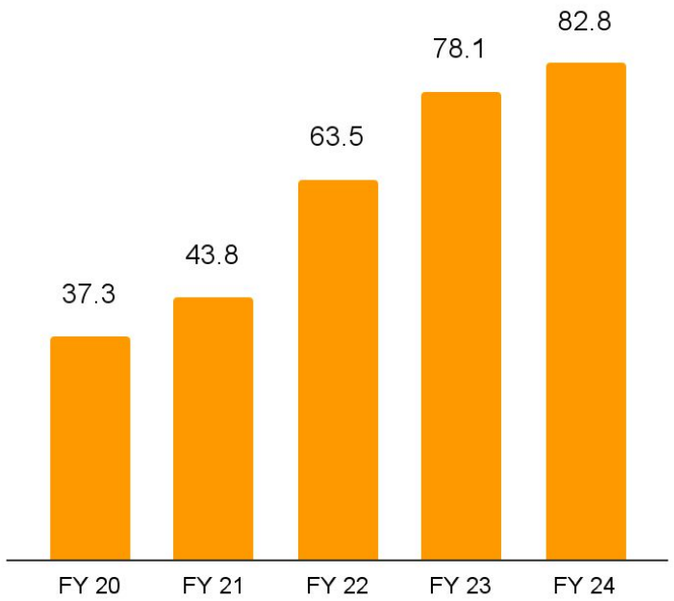
Entities profiled are categorised under 56,000 taxonomy nodes on the platform.

Note: (#) Others include government agencies, academic institutions, start-up accelerators and incubators. Split of customer accounts basis category is not available for FY 23 onwards

Snapshot – Financial Performance

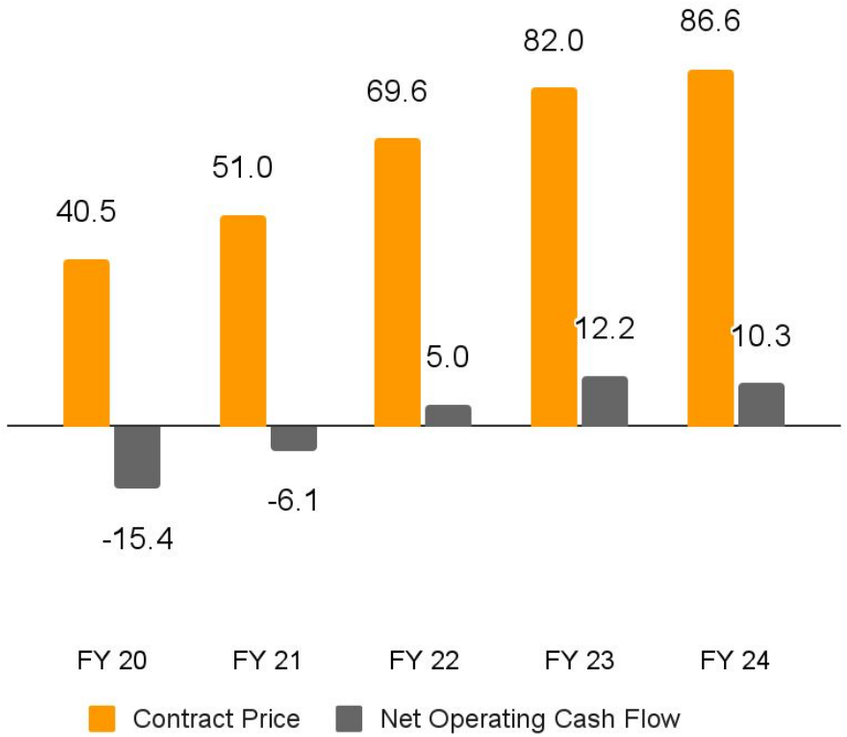
Revenue From Operations

(INR Cr.)



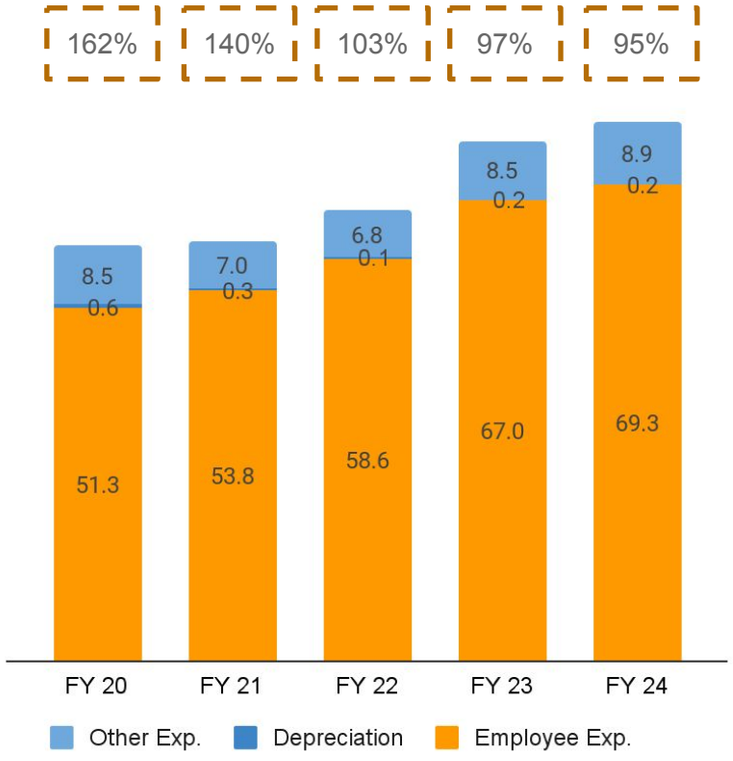
Contract Price^ v/s Net Operating Cash Flow*

(INR Cr.)



Operating Expenses

(INR Cr.)



Total expenses as a % of operating revenues (calculated based on the numbers from the RHP)

Note: (^) Contract Price is net invoicing done in a given period adjusted for unbilled revenue for the period, till the time of measurement
(*) Net Operating Cash Flow adjusted for IPO expense reimbursement in FY22

9M FY25 Financial Performance

9M FY25: Financial Performance Summary

Continued growth in Volume, Deferred Revenue and Cash

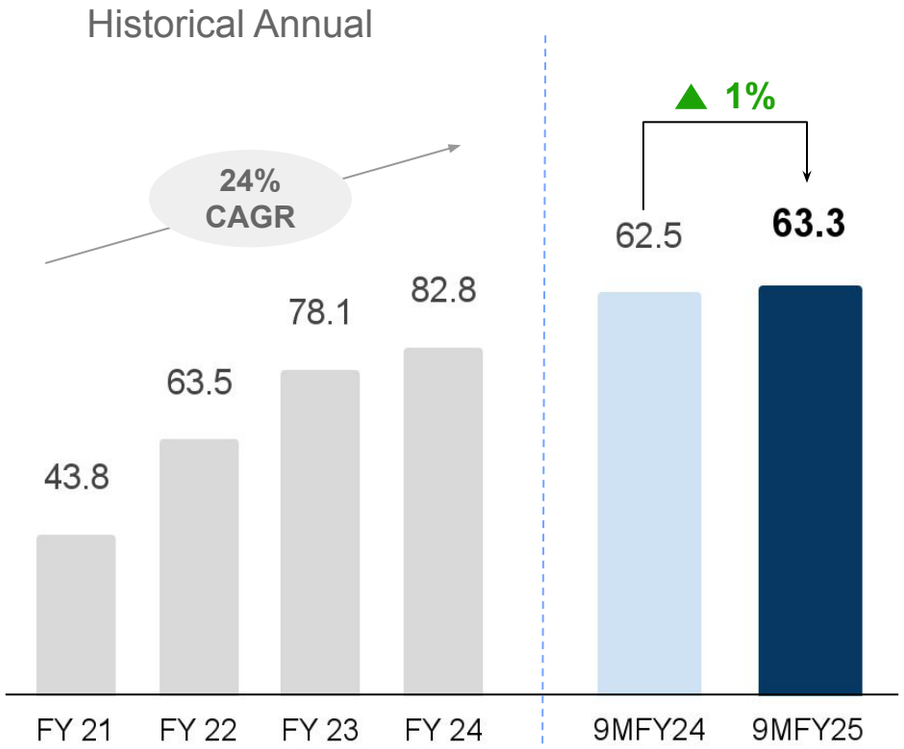
REVENUE	PROFITABILITY	CASH	OTHER
Revenue from Operations **63.3 Cr.** ▲ **1.4%** YoY	**EBITDA** (EBITDA Margin) **1.6 Cr.** (2.6 %) ▼ **2.3 Cr.** YoY	**Free Cash Flow**[1] **13.0 Cr.** ▲ **6.3 Cr.** YoY, up from 9M FY24	**Customer Accounts (#)** **1,699** ▲ **38.8%** YoY
Total Income **67.6 Cr.** ▲ **3.3%** YoY	**PAT**[3] (PAT Margin[3]) **4.4 Cr.** (6.9 %) ▼ **0.7 Cr.** YoY	**Cash & Cash Equivalent**[1,2] **91.4 Cr.** ▲ **30.0%** YoY ▲ **21.1** Cr. YoY	**Deferred Revenue*** **38.7 Cr.** ▲ **17.4%** YoY

In INR

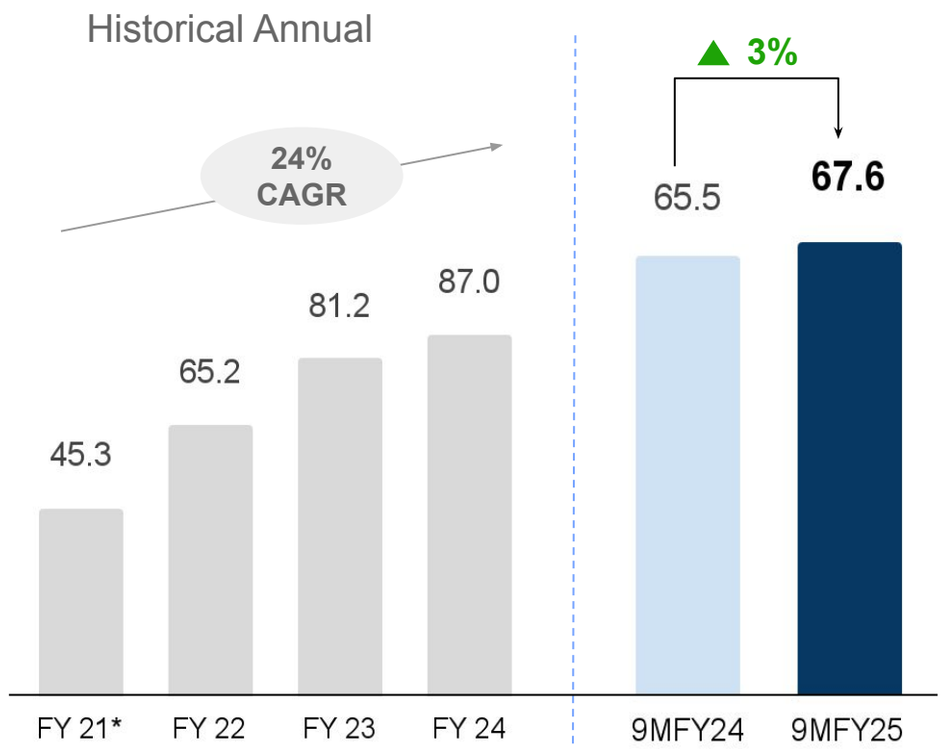
Note: (1) Free Cash Flow and Cash & Cash equiv. excludes tax amounts received from employees against ESOP exercise as on 31st Dec 2024
(2) Cash & Cash equiv. = Cash & Cash equiv., Investments & FDs as on 31st Dec 2024
(3) PAT for 9MFY25 is excluding deferred tax adjustments in Q2FY25
(*) Including proforma bills wherein invoice is to be raised after payment is received

9M FY25: Revenue Growth

Revenue from Operations
(in INR Cr.)



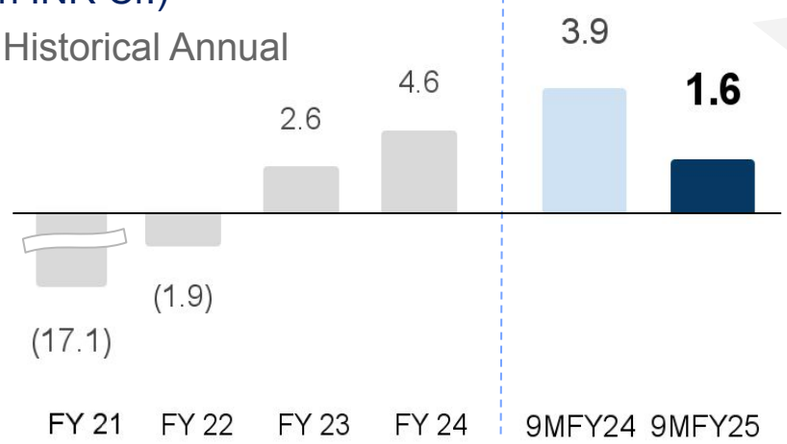
Total Income
(in INR Cr.)



Note: (*) Total Income excludes Fair value gain/ (loss) on CCPS for FY21

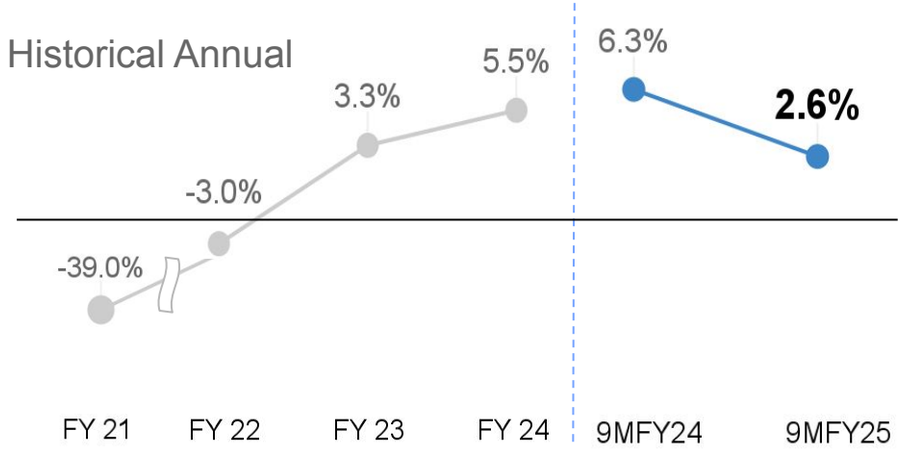
9M FY25: Profitable Operations - EBITDA & PAT

EBITDA
(in INR Cr.)

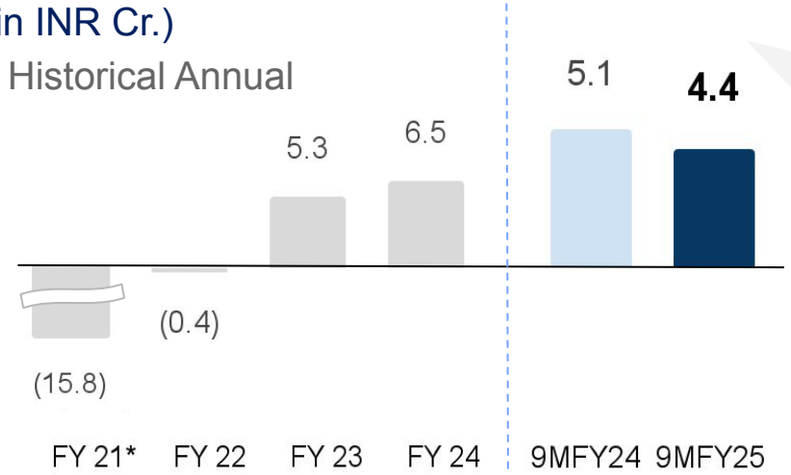


Excluding non-cash ESOP expense this is **5.0 Cr.** for 9MFY25

EBITDA Margin

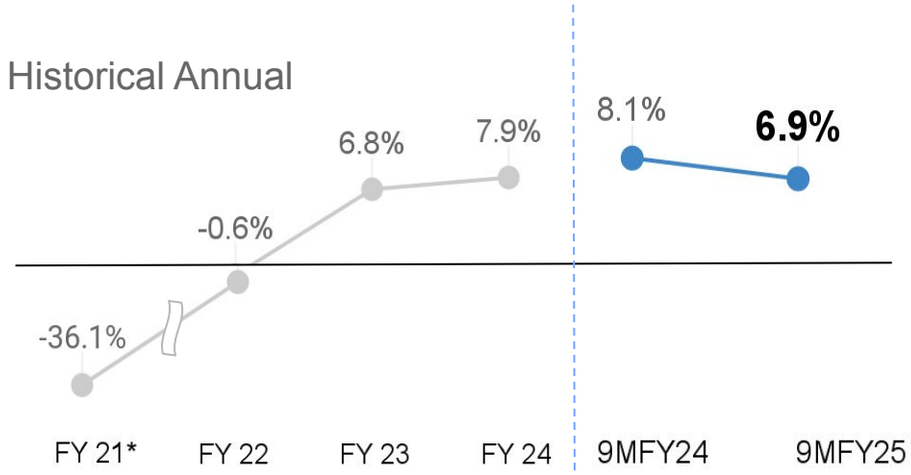


PAT[1]
(in INR Cr.)



Excluding non-cash items - ESOP exp. and deferred tax, this is **9.0 Cr.** for 9MFY25

PAT Margin[1]



Note: (1) PAT for 9MFY25 is excluding deferred tax adjustments in Q2FY25; (*) Excluding Fair value gain/ (loss) on CCPS for FY21

Incremental Revenue going into Bottomline

	9MFY24	9MFY25	Historical Annual: FY 21	FY 22*	FY 23*	FY 24
Revenue from operations	62.5	63.3	43.8	63.5	78.1	82.8
Incremental Revenue from Operations (Δ)		0.9	+6.4	+19.7	+14.7	+4.7
EBITDA	3.9	1.6	(17.1)	(1.9)	2.6	4.6
Incremental EBITDA (Δ)		(2.3)	+5.4	+15.1	+4.5	+2.0
Incremental EBITDA as a % of Incremental Revenue from Operations		**-**	**84%**	**77%**	**31%**	**43%**

(in INR Cr.)

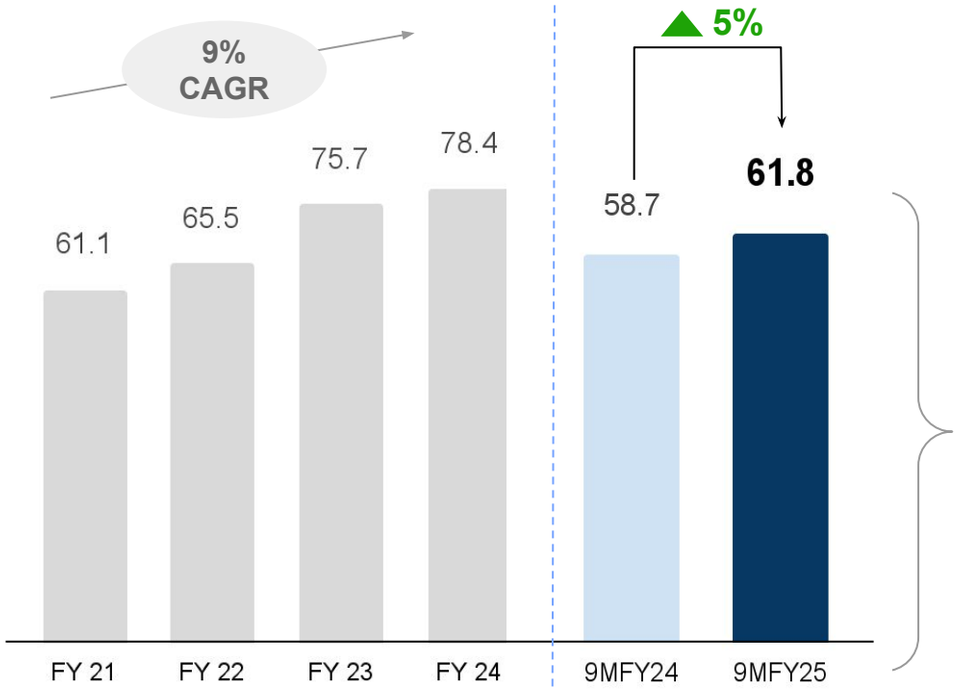
Incremental revenue offset by increase in cost
Investing aggressively across various growth initiatives

Note: (*) EBITDA exclusive of IPO Expenses

9M FY25: Expense Breakup

Total Expense (in INR Cr.)

Historical Annual



Total Expense - Breakup (for 9M FY25)

(in INR Cr.)

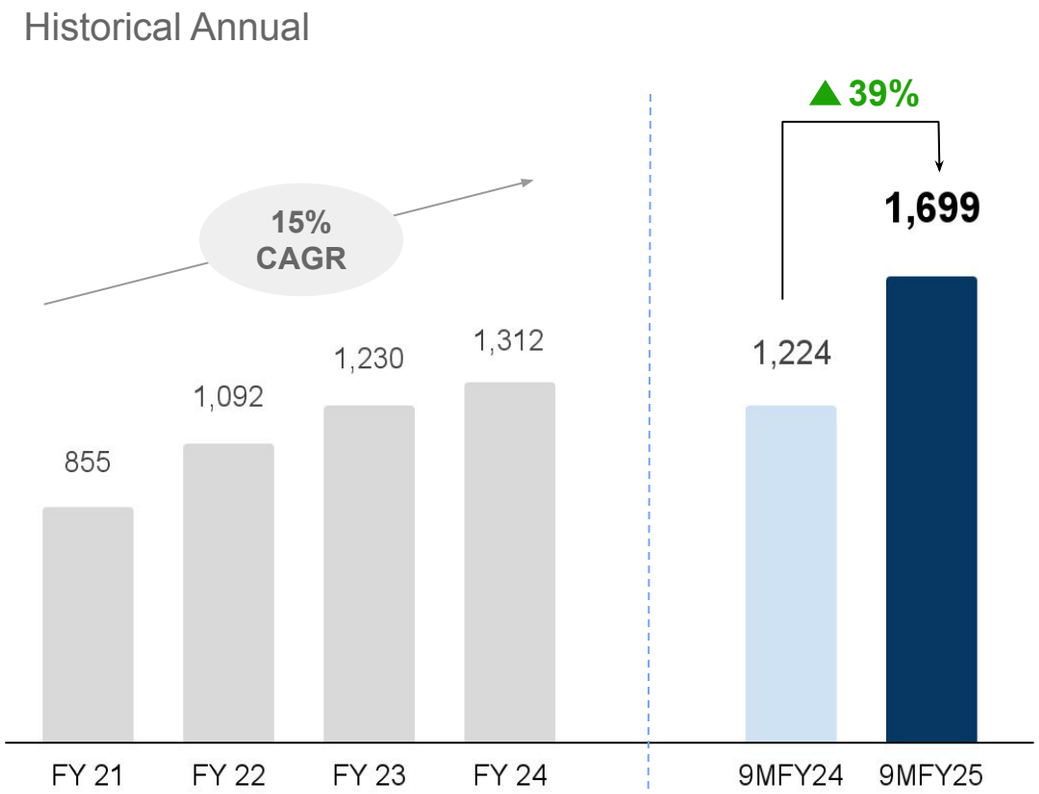
	9M FY25	% of Total Expense
Employee Benefit Expenses	**54.5 Cr.**	**88.3%**
Salaries, Wages & Bonus	49.6 Cr.	80.4%
Employee Stock Option Expense	3.3 Cr.	5.4%
Other Employee Benefit Expenses	1.5 Cr.	2.5%
Depreciation Expense	**0.08 Cr.**	**0.1%**
Other Expenses	**7.2 Cr.**	**11.6%**
Cloud Hosting Charges	1.8 Cr.	2.9%
Rent for Building	1.6 Cr.	2.6%
Remaining Other Expenses	3.8 Cr.	6.1%
Total Expenses	**61.8 Cr.**	**100%**

- **Bulk** or 88% of total expense is **emp. cost** (89% in FY22, 88% in FY23 & FY24)
- **Cloud Hosting** charges are the 2nd **largest expense** after emp. benefit expenses
- **No large digital marketing spend** for customer acquisition (since we are a data company, we are able to use in-house content to generate organic traffic)

Note: Salaries, Wages & Bonus includes statutory contributions like EPF

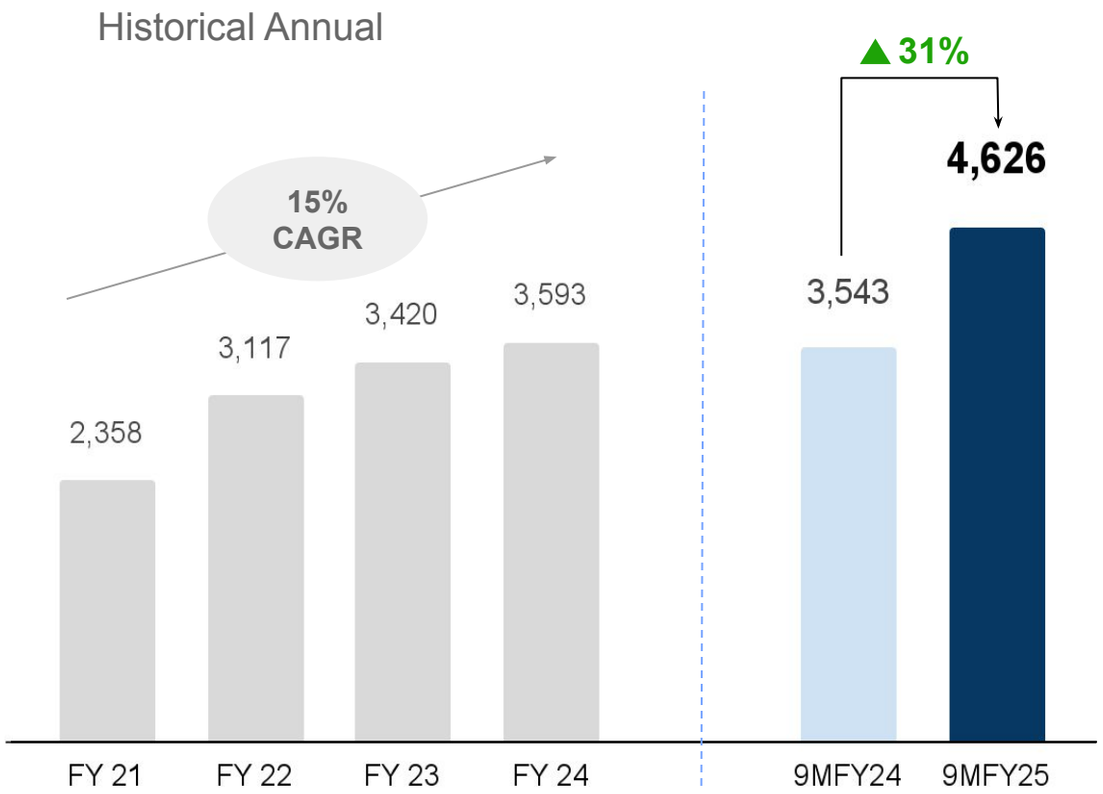
9M FY25: Accelerated Volume Growth

Customer Accounts (#)



Q3 FY25 was the **highest net account additions**, due to various growth initiatives

Users (#)



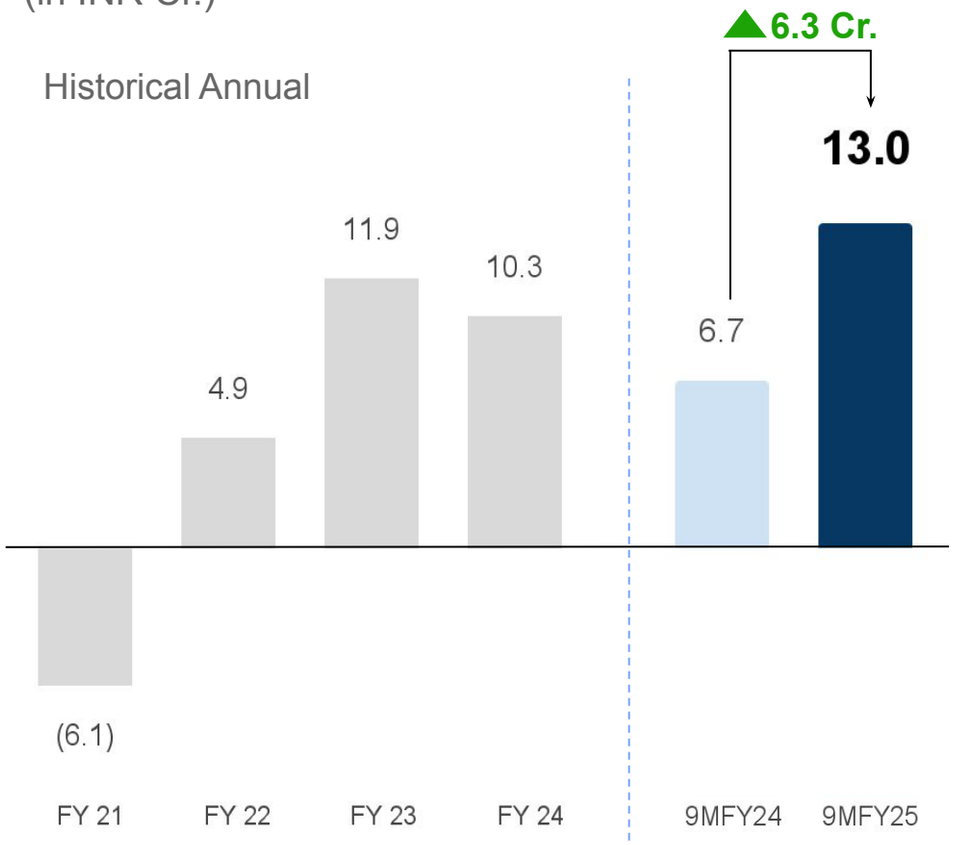
Q3 FY25 was the **highest user additions**

Note: Customer Accounts and Users are as on respective end of period. QoQ comparison limited to last 12 quarters

9M FY25 : FCF and Cash & Cash Equiv.

FCF (Free Cash Flow)[1]

(in INR Cr.)



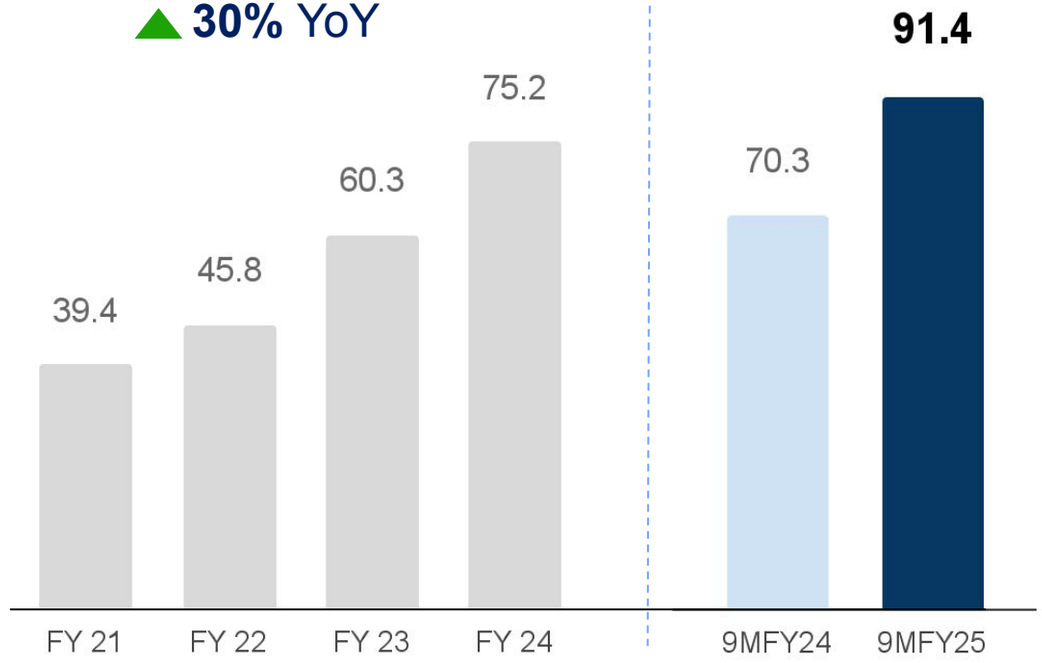
Cash & Cash Equivalents[1,2]

(in INR Cr.)

91.4 Cr.

▲ Added **21.1 Cr.**YoY

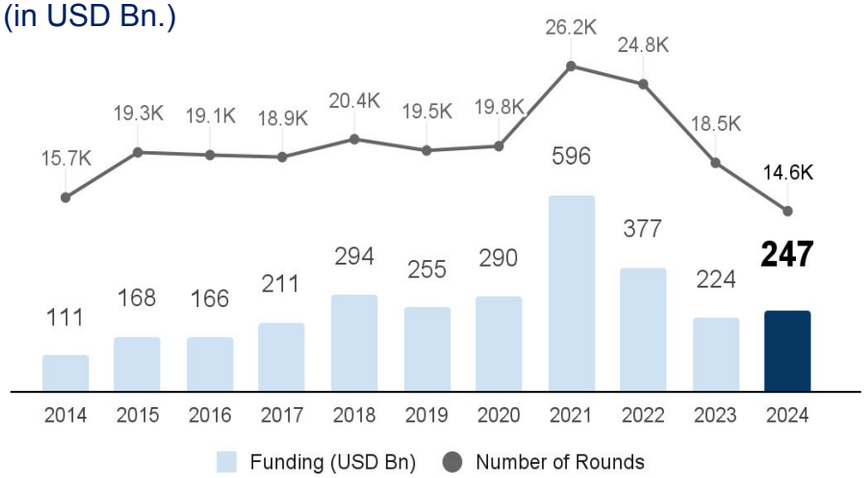
▲ **30%** YoY



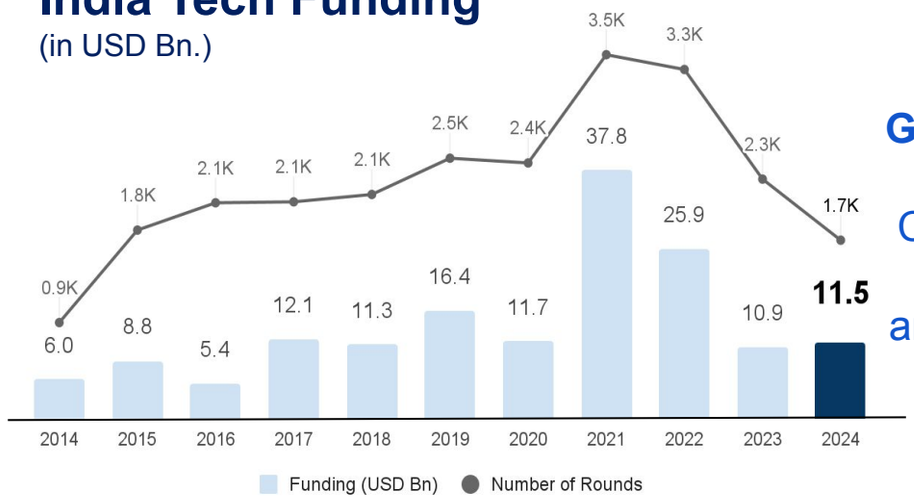
Note: (1) Free Cash Flow and Cash & Cash equiv. excludes tax amounts received from employees against ESOP exercise as on the respective end of period
(2) Cash & Cash equiv. = Cash & Cash equiv., Investments & FDs, Security Deposit towards listing in FY23, FY24 and 9MFY24

Private Markets - Quick snapshot (1/2)

Global Tech Funding
(in USD Bn.)



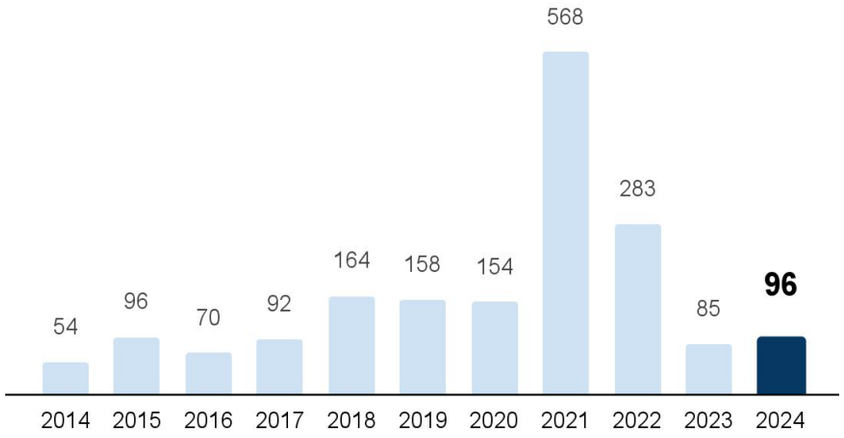
India Tech Funding
(in USD Bn.)



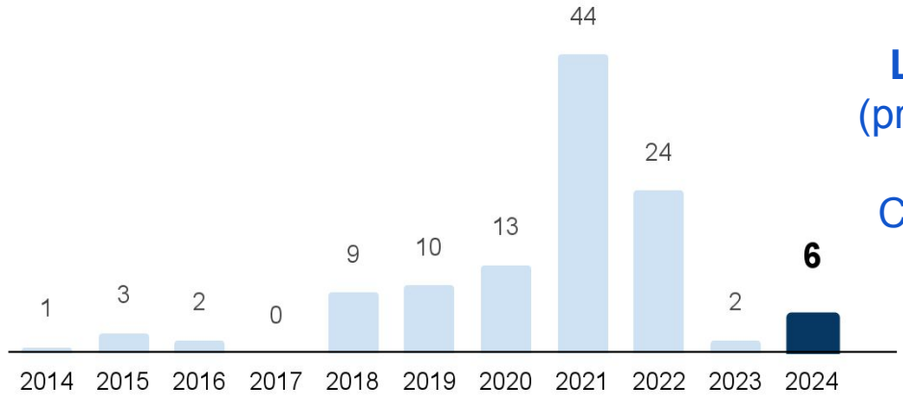
GLOBAL TECH FUNDING:

CY24 had **2nd lowest deal value** in last the 7 years and **lowest deal volume** in the last 10 years

Unicorns created globally



Unicorns created in India



LATE-STAGE FUNDING:
(proxy # new unicorn rounds)

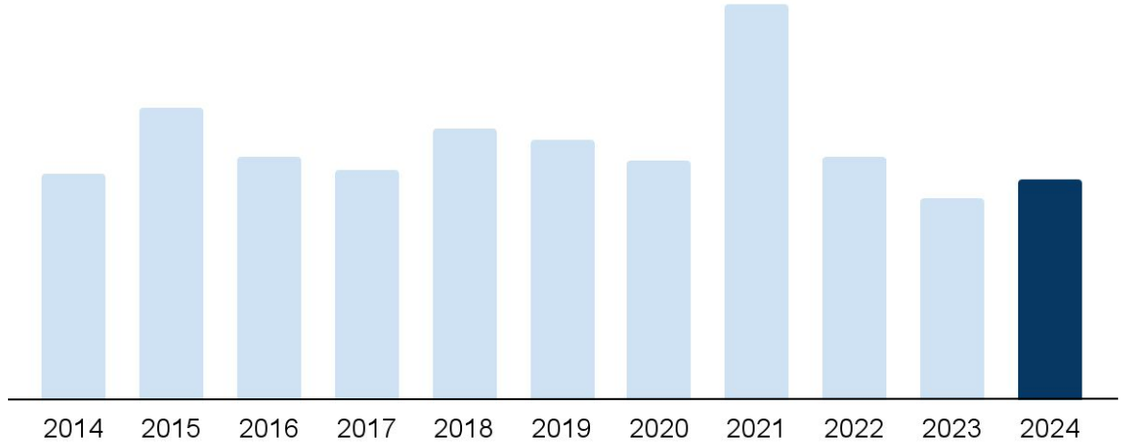
CY24 was 2nd lowest in the last 7 years

Source: Internal Estimates

Private Markets - Quick snapshot (2/2)

Recovery in Global M&A deal value and IB fees

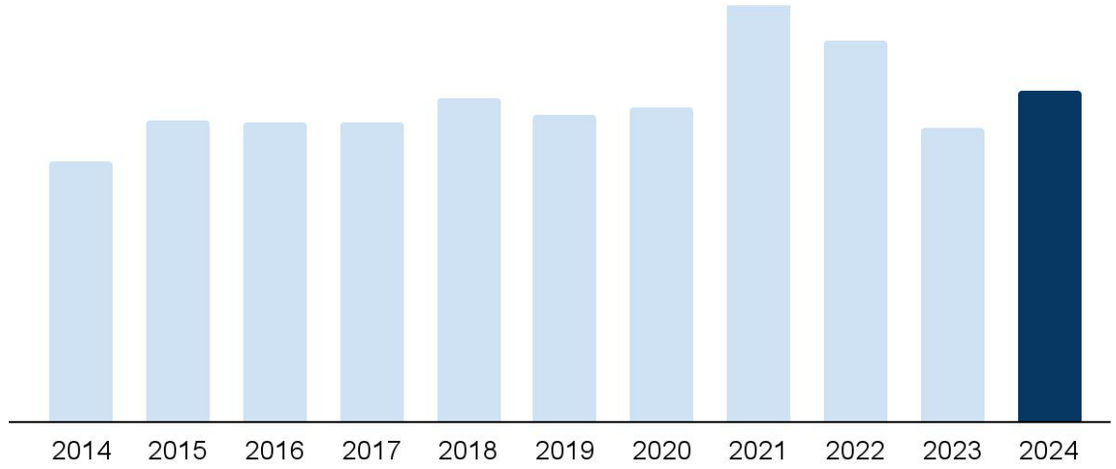
Global M&A
(in USD Tn.)



GLOBAL M&A:

CY24 was **second lowest in 10yr**

M&A advisory fees
(in USD Bn.)



IB M&A ADVISORY FEES:

CY24 saw some **recovery**

Source: Report on Global Mergers and Acquisitions Review and Report on Global Investment Banking Review

Q3 FY25: Greenshoots (1/5)

Accelerated growth in India due to vertical sales teams

Revenue split by India and International

(in INR Cr.)

	FY24	YoY %	9M FY25	YoY %
India Revenue	28.4	14%	24.7	**16%**
International Revenue	54.3	2%	38.6	**-6%**
Total Revenue	82.8	6%	63.3	**1%**

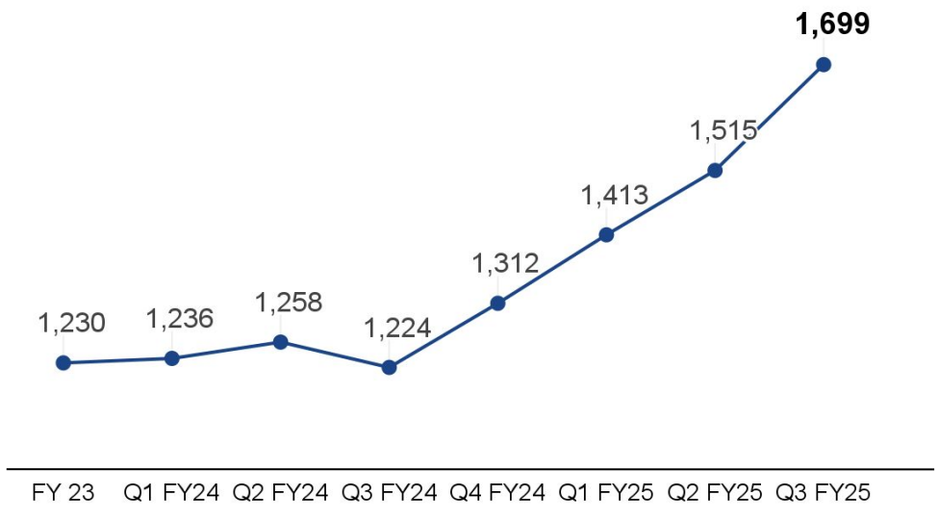
India **growth accelerated** from 14% in FY24 to **16% in 9M FY25** - primarily due to the growth initiatives including launch of vertical teams.

Plan to **replicate the same strategy internationally** - scale the vertical teams to top countries.

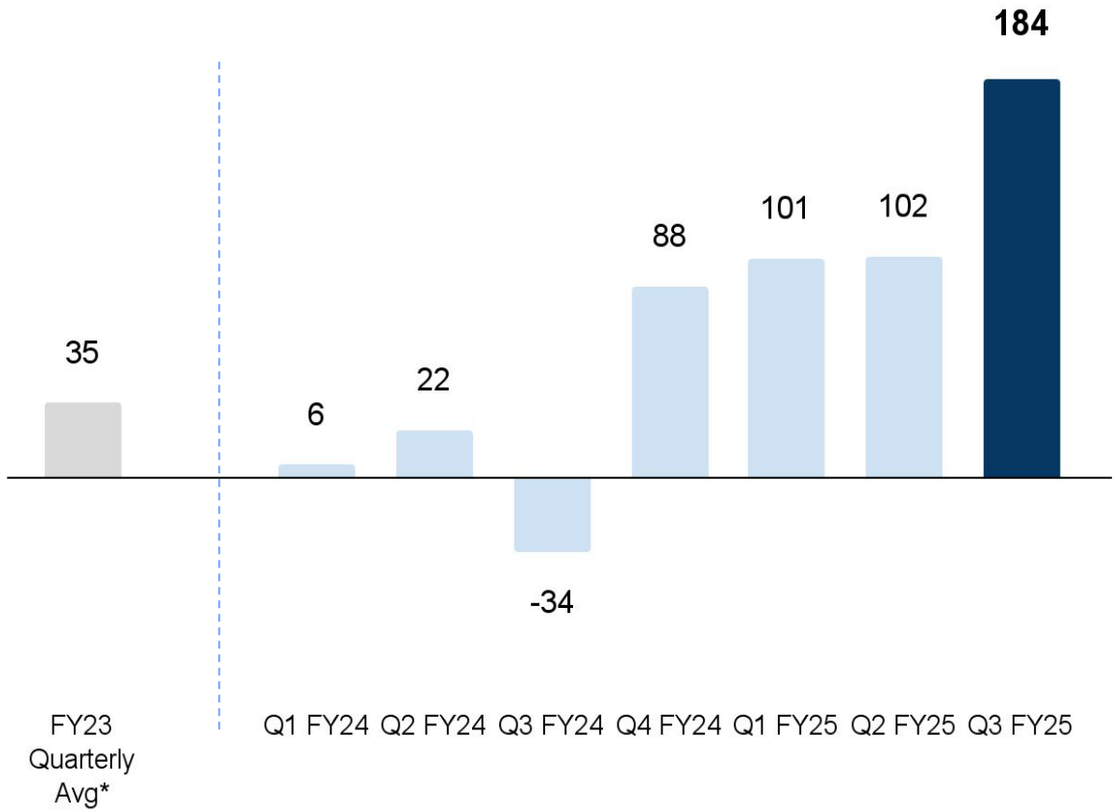
Q3 FY25: Greenshoots (2/5)

Continued high overall volume growth

Customer Accounts (#)



Customer Accounts - Net Addition

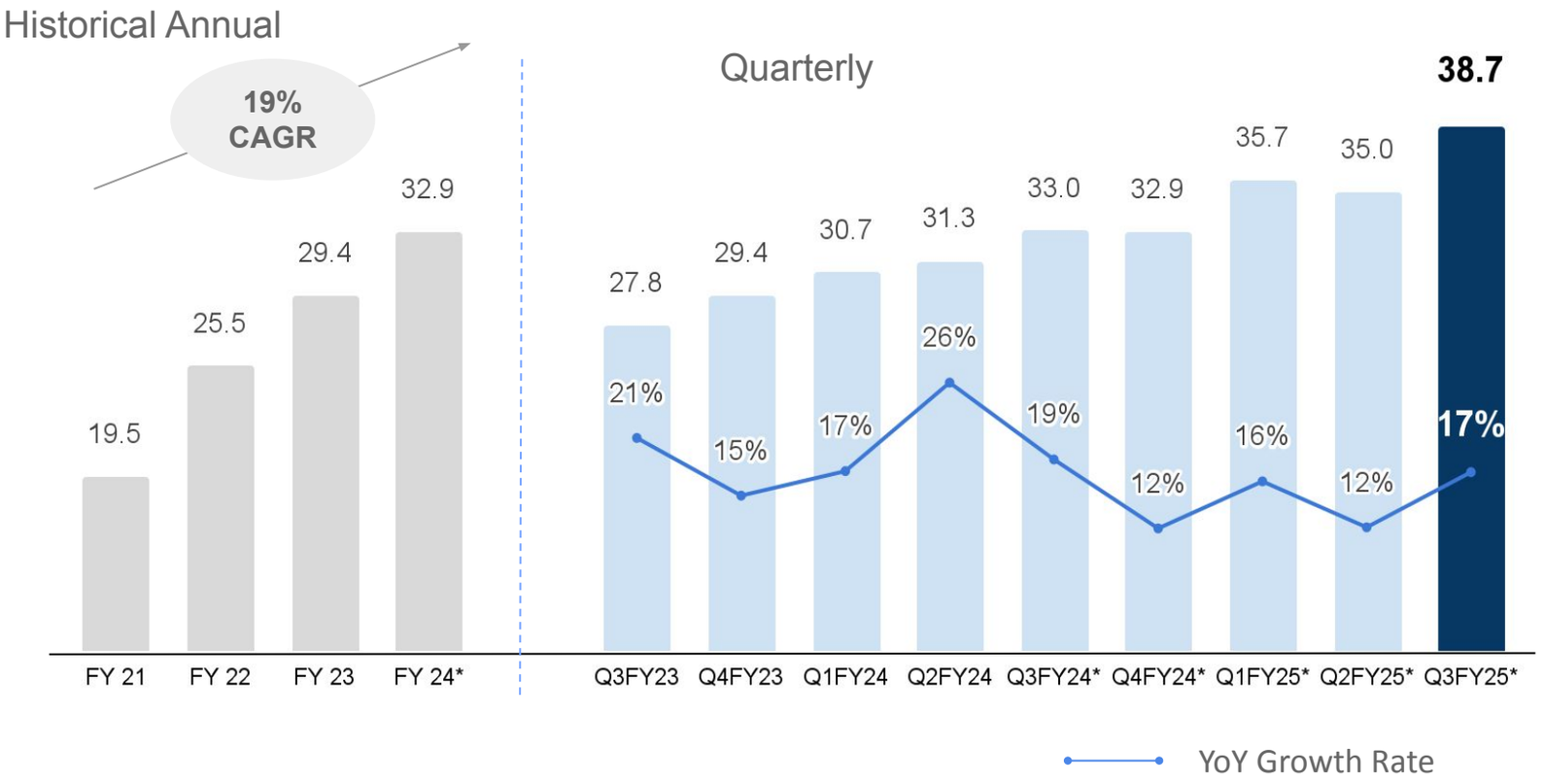


Q3 FY25 addition highest
due to various growth initiatives

Q3 FY25: Greenshoots (3/5)

Deferred revenue also saw good expansion

Deferred Revenue
(in INR Cr.)



Q3 FY25: Greenshoots (4/5)

Volume growth starting in international customer segments as well

Revenue split by India and International, & Account growth

(in INR Cr.)

	FY24			9M FY25		
	FY24 Revenue	Revenue YoY %	#Accounts YoY%	9M FY25 Revenue	Revenue YoY %	#Accounts YoY%
India	28.4	14%	20%	24.7	16%	55%
International	54.3	2%	-5%	38.6	-6%	21%
Total	82.8	6%	7%	**63.3**	**1%**	**39%**

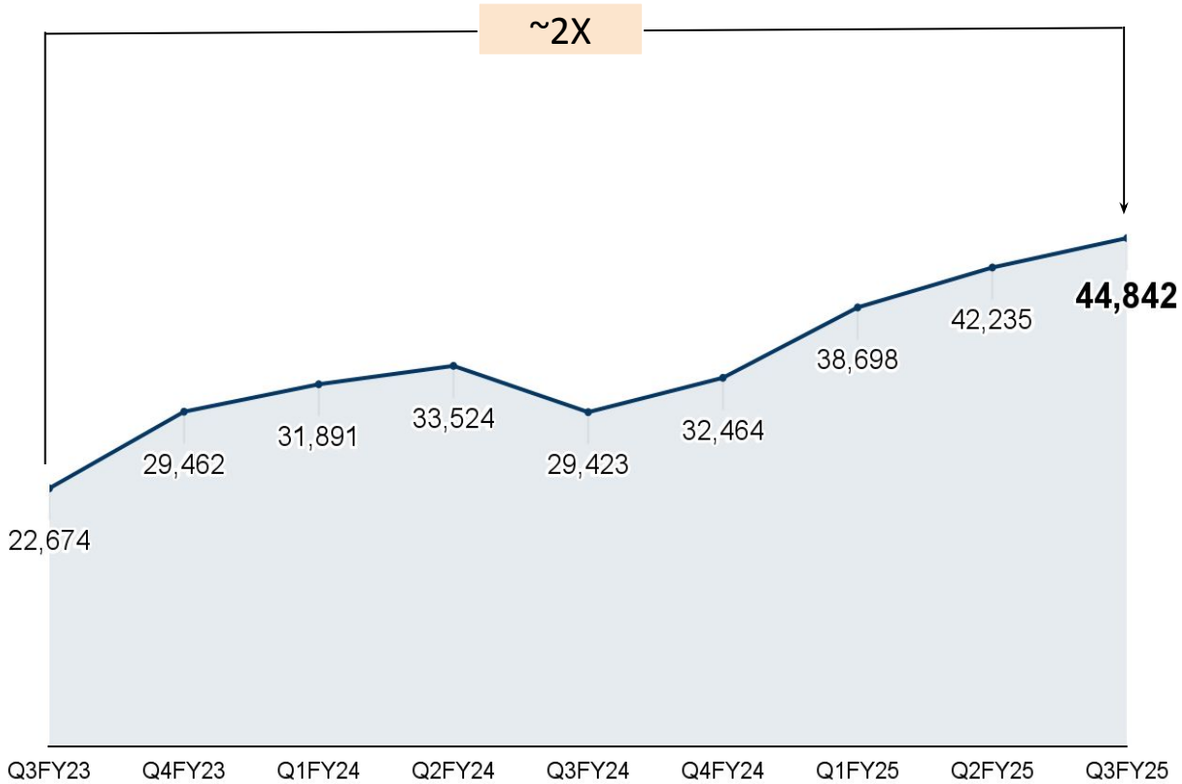
In India, the volume growth accelerated from 20% YoY in FY24 to 55% YoY in 9M FY25 which subsequently saw revenue growth accelerate.

Similarly, we are seeing volume growth starting to happen in international customers.

Q3 FY25: Greenshoots (5/5)

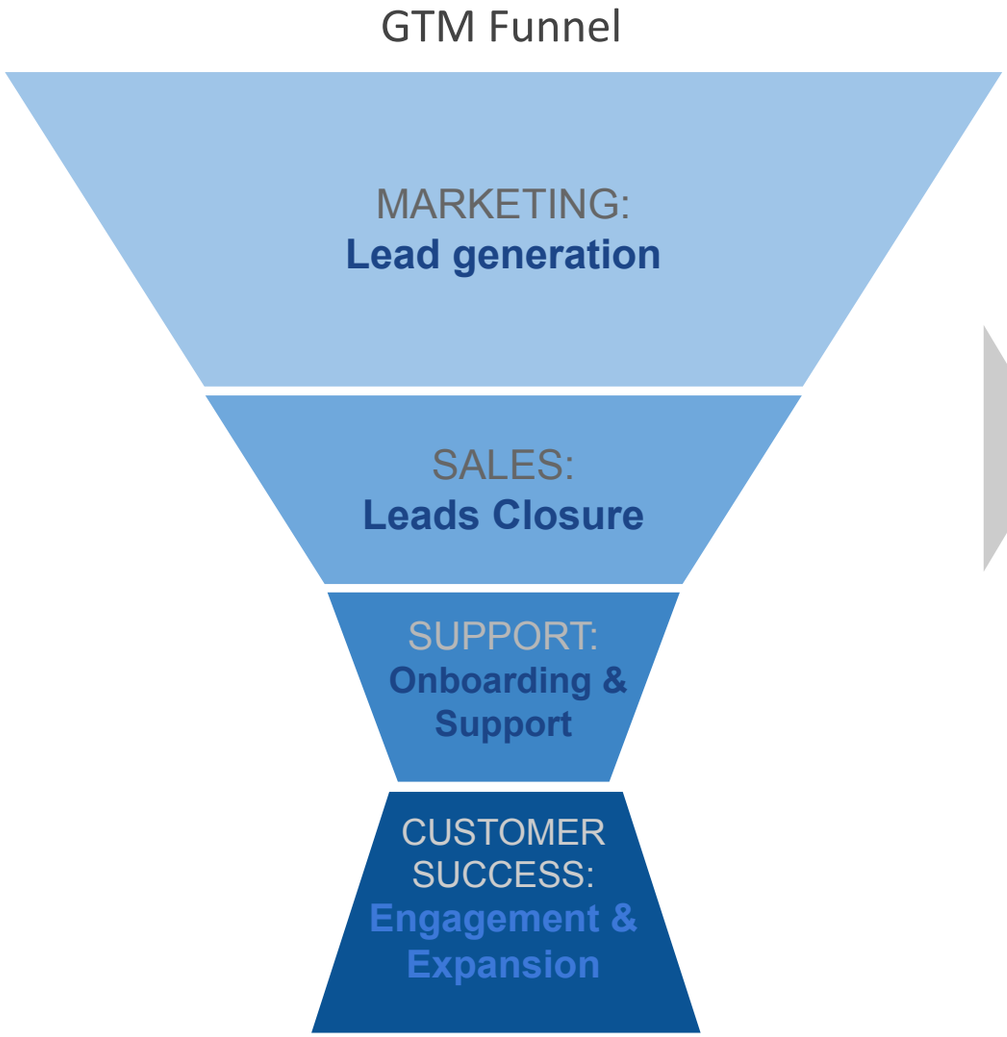
Platform Engagement continues to increase

Trend of platform usage metrics in terms of # of Exports and Myanalyst queries



Customers' platform engagement continues to increase - customer exports & myanalyst queries have grown **~2X** over the last 2 yrs

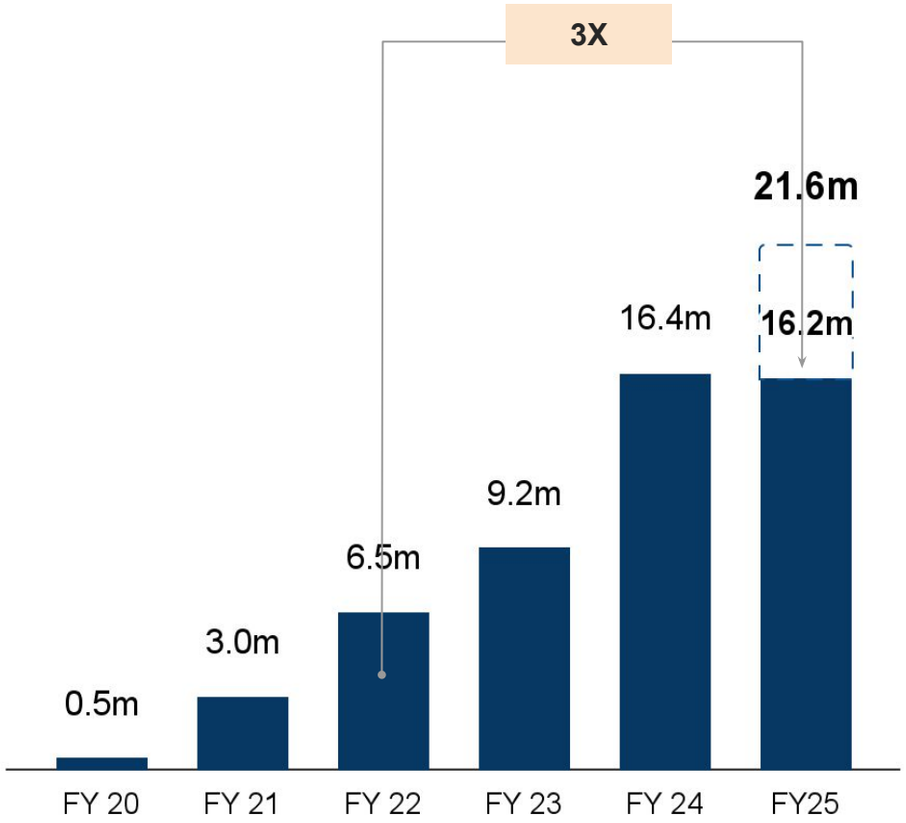
Growth Initiatives



We have been investing across various growth initiatives - spanning across sales, marketing and account expansion. The following slides give an overview of some of the recent initiatives where we are seeing good results and hence expect further acceleration to happen.

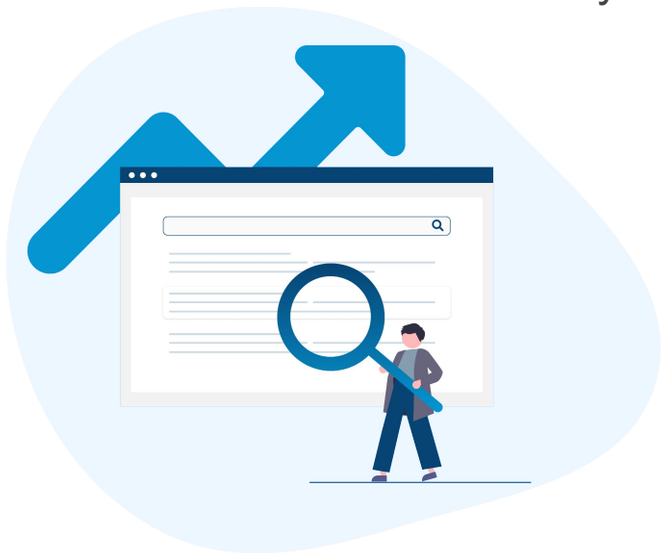
Select Recent Growth Initiatives

Organic Search Traffic*
(in millions)



1 Scaling Organic Traffic & Inbound Leads Pipeline

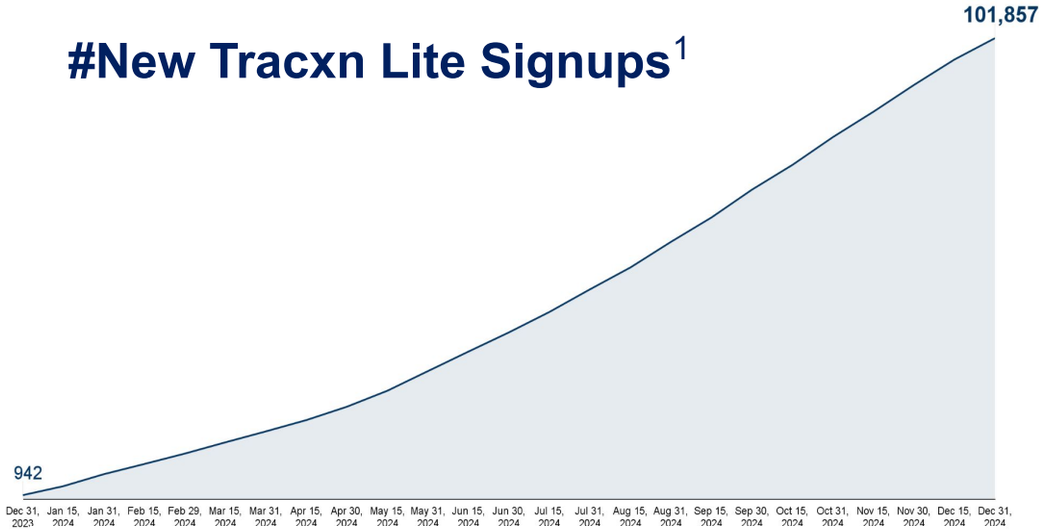
- We have built a large organic inbound traffic funnel, & it continues to increase
- **Over 16 Million** visits in the first 9M of FY25
- Current annualized run-rate of **20 Million+** which is more than double of that 2 yrs back



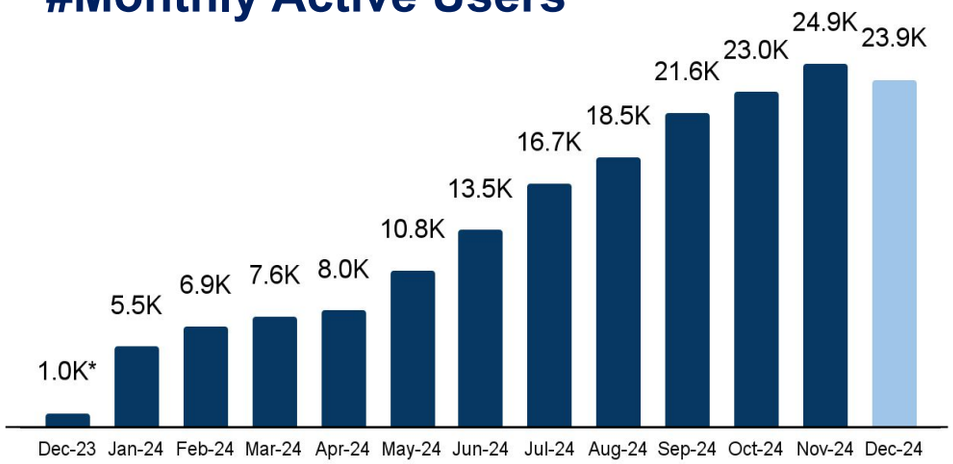
Note: (*) Source: Search Console & Internal Estimates

Select Recent Growth Initiatives

#New Tracxn Lite Signups[1]



#Monthly Active Users[2]



2 Tracxn Lite

- Had launched **Tracxn Lite** ~last year for **PLG** (Product-Led Growth) to make the customers aware of the richness of the platform and drive product led growth
- Users get full platform access (with limitations such as restricted daily hits for profile views, exports and certain platform modules)
- **Great traction** - in just one year since launch, more than **1,00,000 sign ups** for Tracxn Lite, with pace of acquisition increasing QoQ. Monthly active users have crossed **23,000**
- Very good **increase** in **overall sales acquisition pipeline**. For instance - Q1 v/s Q4 2024
  - #Organic sign-ups have **more than doubled** (2.4X)
  - Avg monthly actives have **more than tripled** (3.6X)
  - Avg. #users / day hitting the credit limit **more than tripled**
  - Increase in upgrade requests, demos, etc.

Note: (*) For the partial period since the launch of Tracxn Lite in Dec'23.
(1) Does not include ~2L old unpaid users migrated to Tracxn Lite, (2) Includes users from organic signups and old unpaid users that were migrated to Tracxn Lite

Select Recent Growth Initiatives

3 Specialized Teams - Universities

- Specialized team with cumulative experience of over 20 years in selling to universities
- Bulk of our relevant customer segments come from top universities globally. More than a revenue segment, universities are a good marketing and discovery channel for us
- Seeing very good success: Customer count* has **more than tripled** in this segment and **revenue has more than doubled** in just the last 12 months
- Continuing to increase penetration, while also working towards increasing engagement - eg. through inclusion in relevant courseworks, on-campus activation sessions & more

Select University Accounts:

UK | Australia | USA | Netherlands | France | Mumbai | Lucknow | Calcutta | IIT Kanpur | ISB

Note: (*) Accounts on library / department pack in this segment

Select Recent Growth Initiatives

Specialized teams for:

4 Startups

- We continue to see high volume of inbound leads from startups
- Though they are served by the same platform, they have a differentiated use case and workflow requirements
- Some of the uses cases that are particularly interesting for startups are Fundraising, Competitor analysis, Market research & Business development
- ~50% revenue from new accounts in this segment is from international customers

5 Accelerators & Incubators

INDIA ACCELERATOR

DIGITALHUB.DE

- This is a new team, only a few months old
- Focusing on customers across private incubators, government incubators, universities and corporates
- We are seeing good initial success in India and plan to expand this internationally as well

Select Recent Growth Initiatives

6 Specialized Teams - Investment Banks

- Specialised team for selling to IBs through both inbound & outbound reach outs
- Coupled with augmenting the platform coverage for this segment. For instance, increased coverage of private company financials, VC & PE databases for their outreach efforts, etc.
- Also launching additional features - for eg. startups can mention if they are looking to hire an IB on our platform, which becomes a sales pipeline for the investment banks
- Seeing very good initial success:
  - Increasing logo penetration in India by ~1% MoM
  - Pace of new customer acquisition has ~tripled
- Plan to scale across geographies

Select Recent Growth Initiatives

7 Seeing good results from the specialised teams

List of launched vertical sales units

Startups	Universities	Investment Banks
Accelerator & Incubators	Venture Capital Funds	Sales
Mergers & Acquisition	Debt	Events

We expect further acceleration in pace of customer growth and market share increase through these additionally launched teams

Select Recent Growth Initiatives

8 Increasing Coverage of Private Company Financials

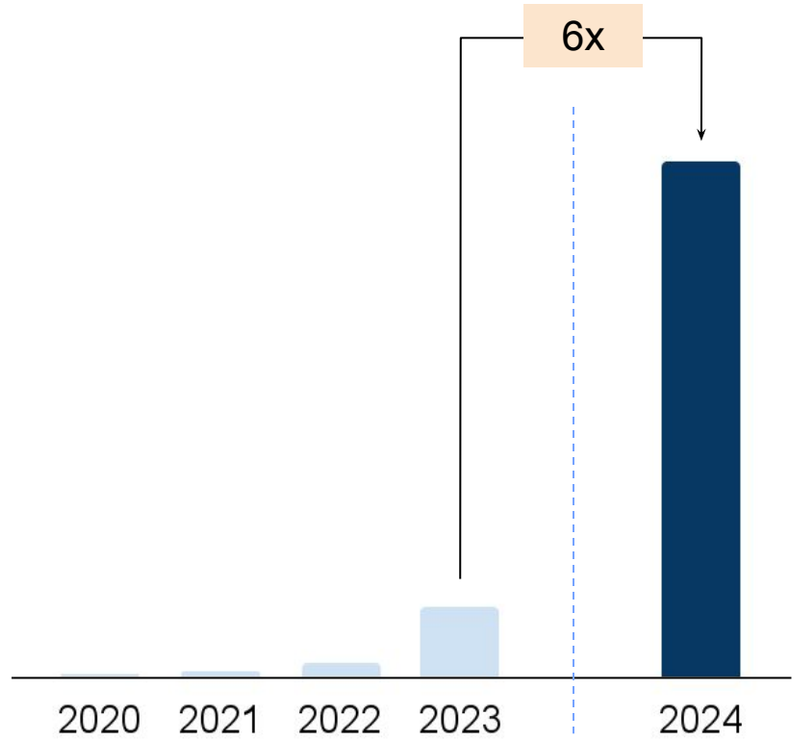
Currently cover private company financials across **20+** countries

Major countries by coverage

- India
- United Kingdom
- Croatia
- Germany
- Belgium
- Thailand
- Singapore
- Poland
- Norway
- Denmark
- Czech Republic
- Sweden
- France
- Japan
- Australia
- Austria
- South Korea
- New Zealand
- Ireland
- Malaysia
- Finland
- Estonia
- Latvia*
- Italy*

...

Financials Covered



1.5Mn+ companies with revenue data & **560K+** companies with detailed financials available on the platform#

Note: (*) New countries added in 2024, (#) As on 31st December 2024
YoY growth is excluding the changes on account of one-time refactoring of first year financials

Select Recent Growth Initiatives

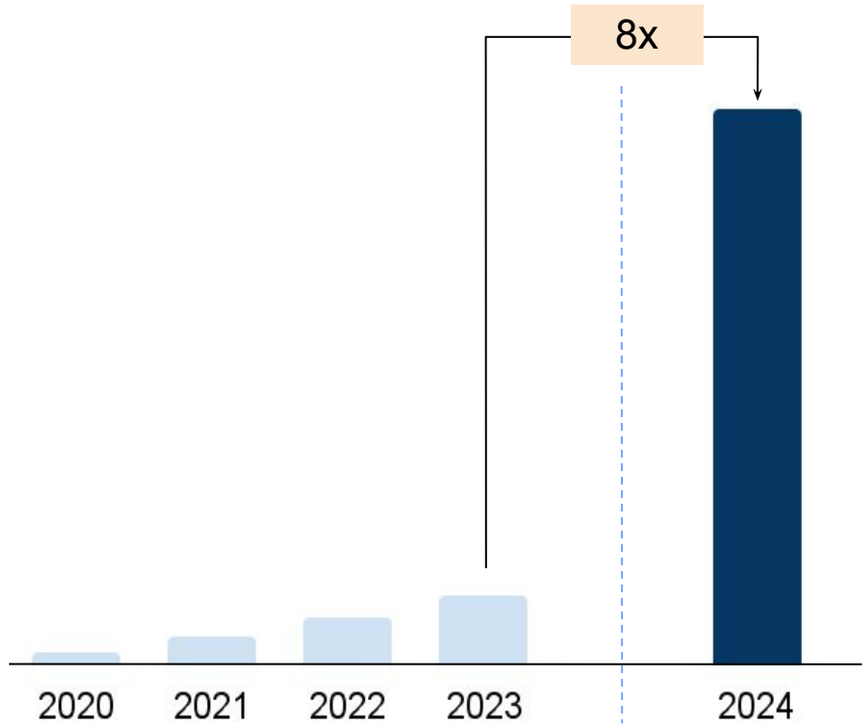
8 Increasing Coverage of Private Company Captables

Currently cover private company captables across **15+** countries

Major countries by coverage

- India
- United Kingdom
- Germany
- Singapore
- New Zealand
- Denmark
- Czech Republic
- Estonia
- United States
- Australia
- Malaysia
- South Korea
- Sweden
- Ireland
- France
- Japan*
- Greece*
- Belgium*
- Switzerland*
- Canada*
- Austria*
- Mauritius*
- Italy*
- Taiwan*

Companies with Captables



313K+ companies with detailed shareholding available on the platform#

Note: (*) New countries added in 2024, (#) As on 31st December 2024

Select Recent Growth Initiatives

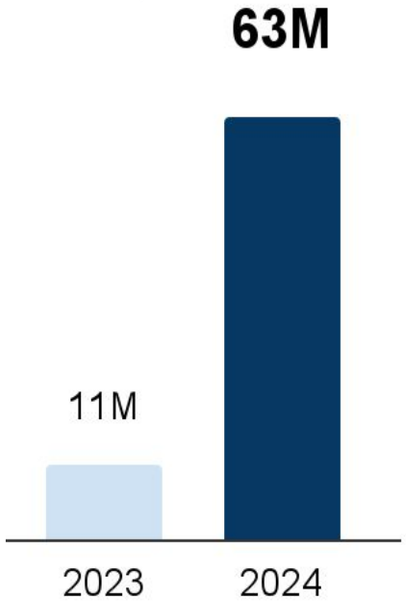
8 Launched Legal Entities Database

Currently cover **60M+** legal entities across key geographies

Major countries by coverage

- United States
- United Kingdom
- Japan
- India
- Australia
- Brazil

 # Legal Entities
(in millions)



Have started seeing good customer usage with legal entities page views increasing QoQ

Note: As on 31st December 2024

Select Recent Growth Initiatives

8 Building deeper coverage of Regulatory Data on private companies & legal entities

Examples of a few regulatory datasets live as well as in pipeline

Loans and Charges	Legal Cases	Patent Data
FDA Approval Data	Fund & AIF Data	Taxation Data
Govt. Procurement Data	EXIM Data	Bankruptcy Filings

.. and more

This helps us increase penetration in existing and new customer segments

Select Recent Growth Initiatives

9 Account Expansion & Engagement

Various initiatives are underway for improving paid customer engagement as well as account expansion to enhance growth from existing customers.

For account expansion, we had setup a separate team to work on increasing penetration of licenses within existing accounts moving from reactive to more proactive account upgrades. This has led to account expansions through user addition as well as increased data on the platform.

- **Curbing login sharing** continues to be one of the ways for account expansion
- We have also seen some initial success in city trips and **on-site onboarding sessions** etc.
- Recently launched initiative includes proactive reach-outs to **under penetrated accounts**

We're also working on initiatives to boost engagement at both user and account levels. These include specialized engagement teams, regular touchpoints, personalized dashboards, alerts based on customer investment mandates, and analyzing user behavior to help them use the platform more effectively.

Select Recent Growth Initiatives

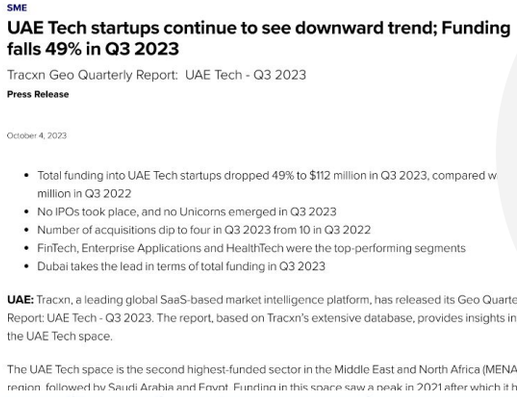
10 Increased Press Mentions

Through various media partnerships, data contributions, reports, etc.

3000+

Press Mentions

across media*



SME

UAE Tech startups continue to see downward trend; Funding falls 49% in Q3 2023

Tracxn Geo Quarterly Report: UAE Tech - Q3 2023

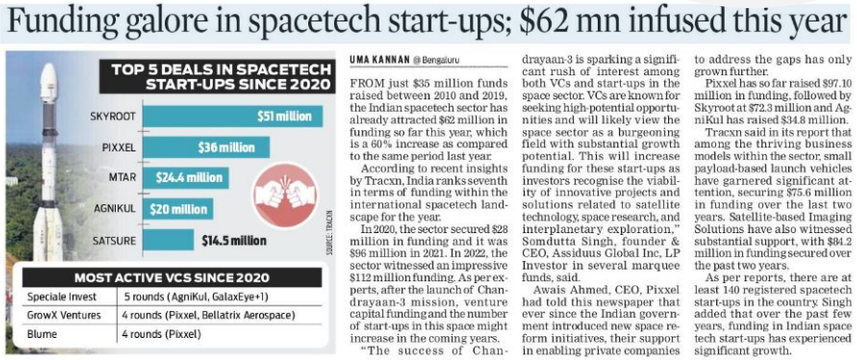
Press Release

October 4, 2023

- Total funding into UAE Tech startups dropped 49% to $112 million in Q3 2023, compared w million in Q3 2022
- No IPOs took place, and no Unicorns emerged in Q3 2023
- Number of acquisitions dip to four in Q3 2023 from 10 in Q3 2022
- FinTech, Enterprise Applications and HealthTech were the top-performing segments
- Dubai takes the lead in terms of total funding in Q3 2023

UAE: Tracxn, a leading global SaaS-based market intelligence platform, has released its Geo Quarterly Report: UAE Tech - Q3 2023. The report, based on Tracxn's extensive database, provides insights into the UAE Tech space.

The UAE Tech space is the second highest-funded sector in the Middle East and North Africa (MENA) region, followed by Saudi Arabia and Egypt. Funding in this space saw a peak in 2021 after which it has



Funding galore in spacetech start-ups; $62 mn infused this year

UMA KANNAN @ Bengaluru

FROM just $35 million funds raised between 2010 and 2019, the Indian spacetech sector has already attracted $62 million in funding so far this year, which is a 60% increase as compared to the same period last year.

According to recent insights by Tracxn, India ranks seventh in terms of funding within the international spacetech landscape for the year.

In 2020, the sector secured $28 million in funding and it was $96 million in 2021. In 2022, the sector witnessed an impressive $112 million funding. As per experts, after the launch of Chandrayaan-3 mission, venture capital funding and the number of start-ups in this space might increase in the coming years.

"The success of Chandrayaan-3 is sparking a significant rush of interest among both VCs and start-ups in the space sector. VCs are known for seeking high-potential opportunities and will likely view the space sector as a burgeoning field with substantial growth potential. This will increase funding for these start-ups as investors recognise the viability of innovative projects and solutions related to satellite technology, space research, and interplanetary exploration," Somdutta Singh, founder & CEO, Assiduus Global Inc, LP Investor in several marquee funds, said.

Awais Ahmed, CEO, Pixxel had told this newspaper that ever since the Indian government introduced new space reform initiatives, their support in enabling private companies to address the gaps has only grown further.

Pixxel has so far raised $97.10 million in funding, followed by Skyroot at $72.3 million and AgniKul has raised $34.8 million.

Tracxn said in its report that among the thriving business models within the sector; small payload-based launch vehicles have garnered significant attention, securing $75.6 million in funding over the last two years. Satellite-based Imaging Solutions have also witnessed substantial support, with $84.2 million in funding secured over the past two years.

As per reports, there are at least 140 registered spacetech start-ups in the country. Singh added that over the past few years, funding in Indian space tech start-ups has experienced significant growth.

Eg. Report coverage

Startup funding dips to lowest in 5 yrs in Q3 to $1.5 bn, says report

ARYAMAN GUPTA

New Delhi, 27 September

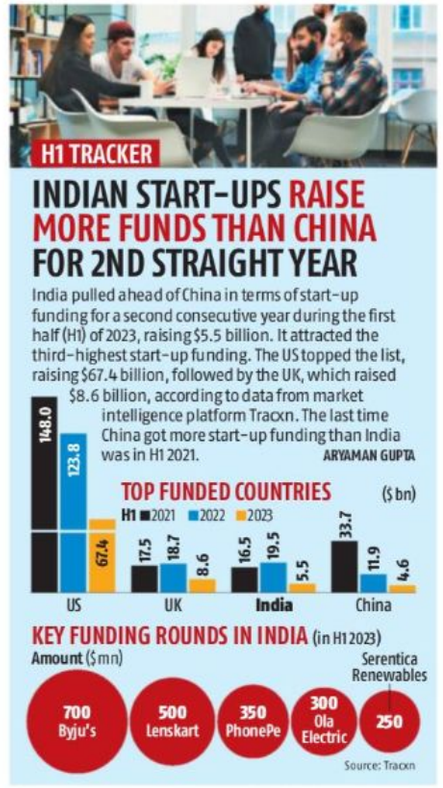
Funding among Indian startups declined to the lowest in five years in the third quarter of calendar year 2023. Investments fell 54 per cent compared to the same period last year at $1.5 billion. On a sequential basis, funding fell 29 per cent from the previous quarter, according to a report by market intelligence platform Tracxn.

"Despite facing the challenges of a funding winter, India ranks as the fifth highest funded country in Q3 2023 and maintains its fourth-place position in terms of total funding for the year to date (YTD). It underscores the resilience of India's tech startups and their ability to adapt to changing market conditions," said Neha Singh, co-founder, Tracxn.

The quarter saw five funding rounds cross the $100 million mark, including the likes of Perfios, Zepto, Ola Electric, Ather Energy and Zyber 365.

"Despite the decline in funding, India remains among the top-performing tech ecosystems globally. A promising sign in the report is the month-on-month funding growth, with an impressive 91% increase from $376 million in August 2023 to $720 million in September 2023.", said Abhishek Goyal, co-founder, Tracxn.

eg. Regular Columns in newspapers



eg. Others

Note: (*) in FY24

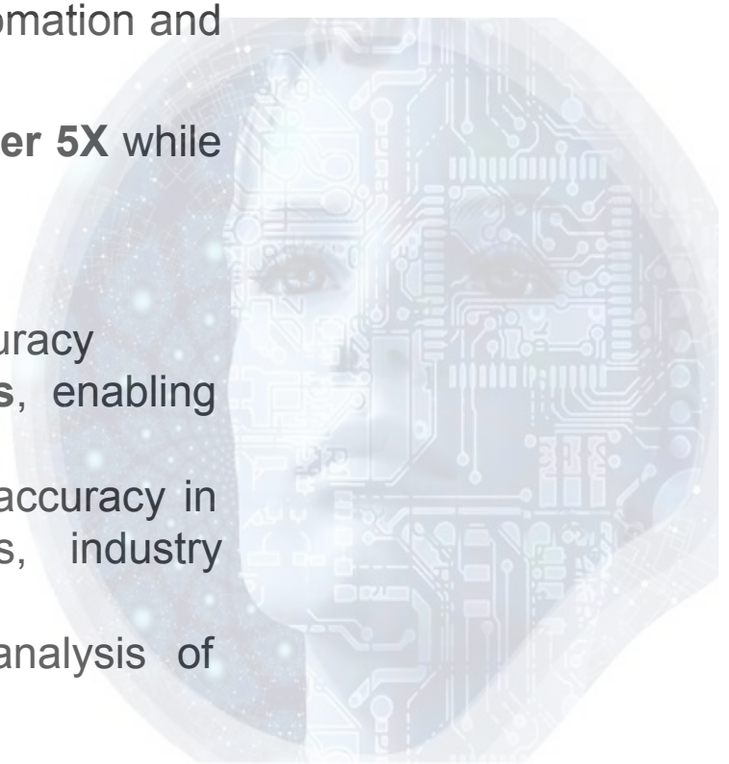
AI in Data Production

We continue to harness GenAI for key initiatives in data production yielding significant and promising results. We have been able to multiply our datasets while reducing manual intervention & shrinking headcount, which is a great testimony to our use of automation and intelligence in data production.

- In 2024, we increased the coverage of key data points on our platform **over 5X** while the **data production headcount reduced by ~10%**

Some interesting ways in which we are leveraging AI:

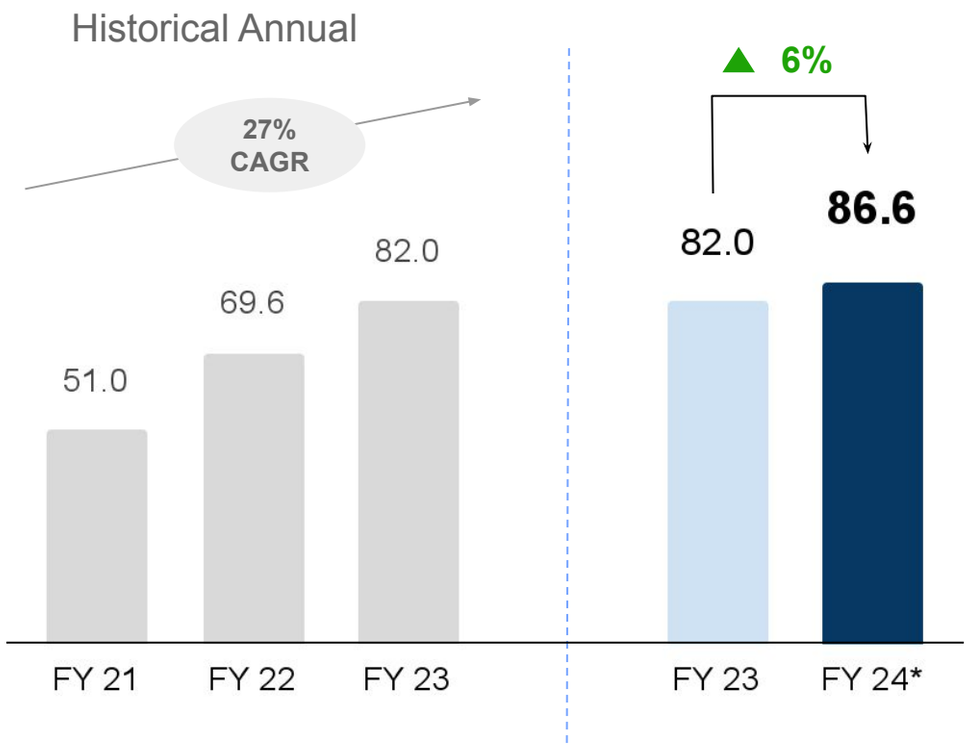
- In company profiling, transactions data, data updation, improving data accuracy
- Extracting relevant data points from **unstructured data & documents**, enabling massive scalability to accelerate the pace of data addition
- **Training the models on our internal historical data,** to achieve high accuracy in select modules, such as identifying upcoming private companies, industry classification, & more
- Empowering our **GTM teams** by refining lead profiling, sentiment analysis of interactions, and optimizing engagement strategies



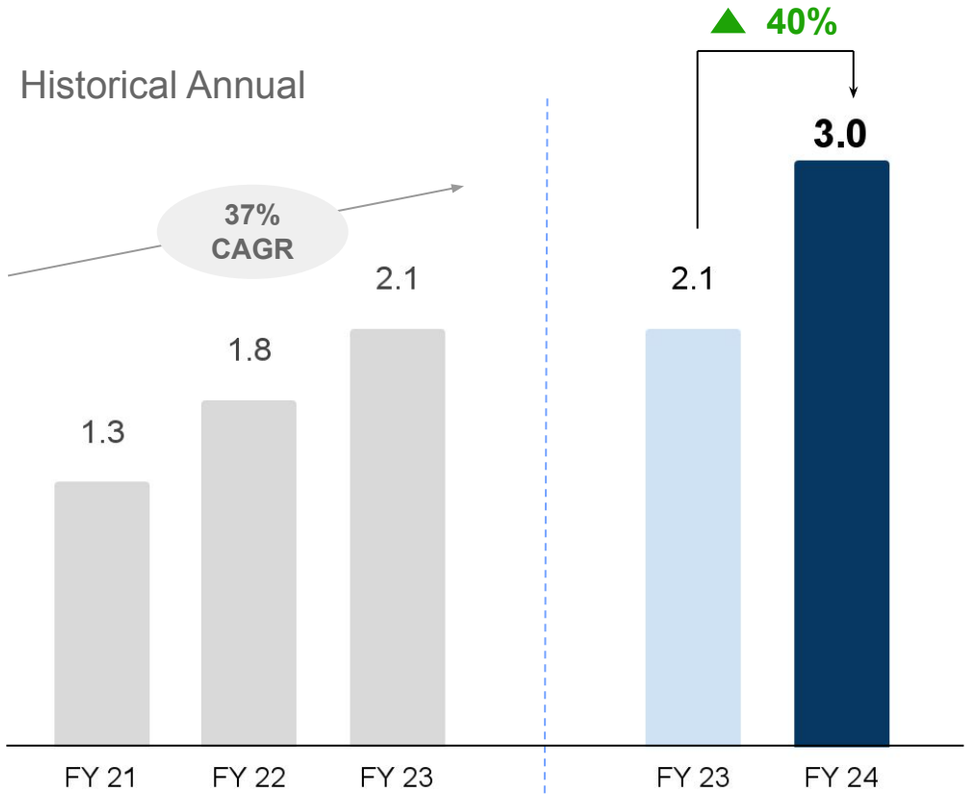
In the coming year, we expect significantly **more optimization** in the data production units while we expect the **throughput** of the systems to further **accelerate**. We are excited about the possibilities with GenAI technology and its potential to help build data on private companies globally.

FY24: Other KPIs

Contract Price (in INR Cr.)



Entities Profiled, on platform (in millions)



Note: Entities Profiled are as on respective end of period (*) Adjusted for proforma billing of newly onboarded accounts wherein invoice is raised after payment is received

Thanks

Annexures

Team Split

As on 31 Dec, 2024

Function	Number of Employees	
Analysts and Data Operations	333	Data Operations team across various data modules like financials, cap tables, transactions, company data, etc; Sector-focused Analyst team; and MyAnalyst Support team
Product and Technology	115	Engineering and Product team
Sales Marketing and Customer Success	166	GTM engine – Includes Marketing, Sales and Customer success teams
Business Support	59	Business Support team includes Recruitment, Finance, HR, Admin
Total	**673**	

Source of Data

Key sources of data:

1. **Publicly available data about companies (company websites)**
   Have build a *Google for Companies* at the backend, where we track & mine data of over 0.7Billion entities, adding ~79,000 entities every day.

2. **Proprietary Data**
   Sector-based coverage, taxonomy. Company business model & sector classification. User panel data.

3. **Regulatory Filings** (across countries)
   Filings by companies across countries. eg. Registrar of Company Filings, Transaction filings, Labour filings, etc.

Others: news, social media, fund websites, press releases, etc.

Mining, Curation, Standardization and making it actionable using Technology & People

Technology: Data Mining, Parsing, Extraction using OCRs, Data intelligence & AI.

New-age tech stack: Using AWS, Google tech stack, Elastic search, MongoDB, etc.

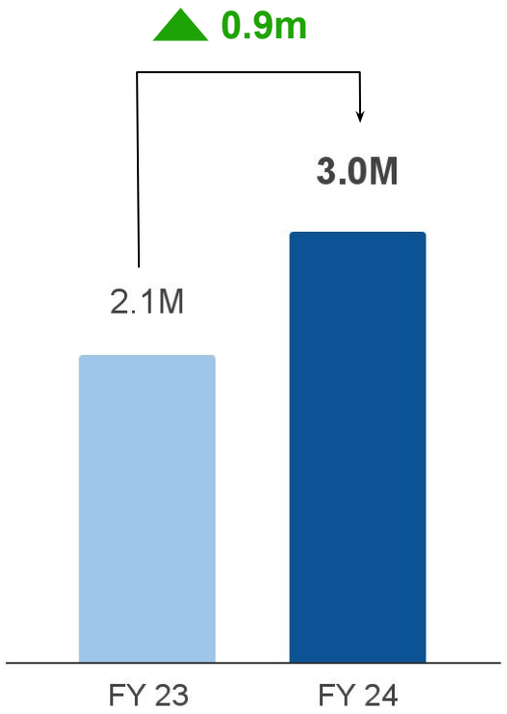
People: Sector-focused analyst team and data ops team

Illustrative data about Private Markets

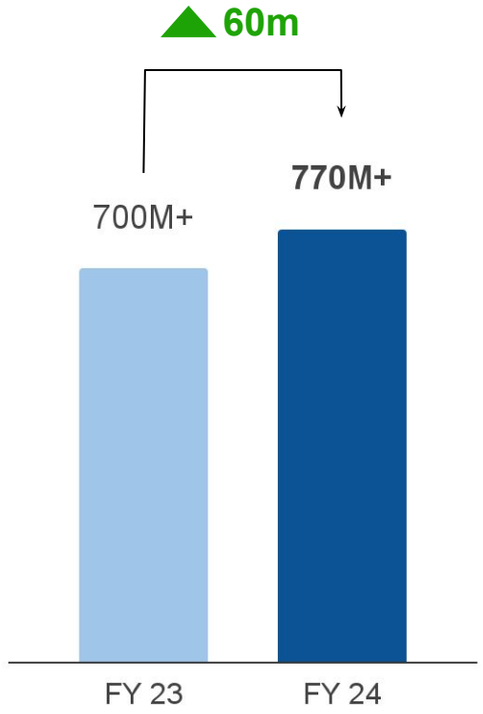
Private Companies, Industries & Sector coverage, Taxonomy, Market Maps, Funding Transactions, M&A, Company Financials, Captables, Valuations, Key people & Board members, News, Investors, Reports, Rating, Events

Rapid Pace Of Data Addition

Entities Profiled, on platform
(in millions)



Web domains scanned, at backend
(in millions)



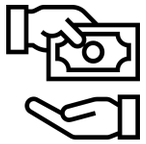
Key Business Strengths (1/2)

Large, Growing Market & Rich Customer segment

- More than 1,00,000 addressable organizations
- We currently work with small single digit % of this market & remains largely untapped.

High Operating Leverage & Margin Expansion

- Incremental cost to serve customers is very low
- Offering is productized & there is no custom servicing work required
- Between FY21 to FY24, the revenue grew at a CAGR of 24% while the total expense grew only at 9%



India Cost Advantage

- Significant cost advantage because we make-in-India while selling globally, ~ 70% of revenue comes from international customers.

Profitable operations and increasing free cash flow

- Consistent margin expansion, positive EBITDA of INR 4.6 Cr. and a positive PAT of INR 6.5 Cr. in FY24.
- FCF stood at INR 10.3 Cr. and cash & cash equivalents stood at INR 75.2 Cr. at the end of FY24, a 25% increase, YoY.

Scalable & Proprietary Technology Platform

- In-house platform built on leading technologies and architectures.
- Highly agile and scalable, and aggressively leverage the latest technology stacks, machine learning and generative AI capabilities

Key Business Strengths (2/2)

Low cost, content driven acquisition flywheel

- Content-based marketing helps us to acquire a high velocity of leads without having to spend on paid marketing.
- 16 million visits across all our public pages and over 3000 press mentions in prominent news media in FY24.

Debt-free, Asset Light. Negative Working Capital

- Asset-light business, fixed assets on balance sheet of INR 0.2 Crores
- Depreciation expense was INR 0.2Cr & capex of INR 0.01Cr. in FY24
- Capital efficient and able to scale with flexibility
- Debt-free since inception

Strong Team & Experienced Board of directors

- Strong and experienced top management team.
- Board consists of 4 independent directors bringing rich experience from the investment industry and the corporate development.

Strong Focus on Good Governance

- Right from the 3rd year of our operations, we have had our statutory audits conducted by one of the Big4 auditors and we never had any qualifications.
- We continue to work on adopting the best governance practices as much as we focus on growing the business

Key Strategies

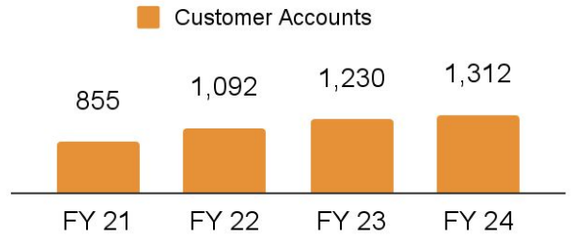
Key strategies (1/2)

Continue to grow account base

Ways to increase our account base

- Expanding sales, marketing & customer success team
- Referrals from existing customers
- Event partnerships for media and industry events
- Channel partnerships
- Additional sales and marketing representatives in geographies outside India
- Content-based marketing

Historical Growth



Expand share of revenues among existing customers

Tiered Pricing & Upsell features / Subscriptions

to the existing customers through differentiated offerings

Following a Three-pronged approach

- Growing the number of users within an account
- Generating additional data downloads
- Adding more Customer Accounts or different teams within an Org

Continue to grow platform to offer additional services

Devoted substantial resources towards expanding the platform modules & data

Data Added (FY24)	Modules added
8,50,000+ Entities	2019 – Portfolio Tracker & acquisition database
22,000+ Reports	2021 – Live Deals
6,63,000+ News items	2022 – Investors Database
74,000+ transactions^	2024 – Legal Entities Database

19,000+ updates

to the platform (FY24)

^includes funding & acquisition transactions

Tools/Features developed to integrate into the workflow

- Automated sourcing tools
- personalized widgets, investor management tools and multi-lingual support
- Generation of mark to market reports for fund performance

Key strategies (2/2)

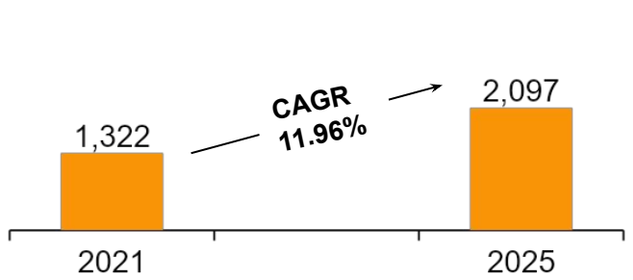
Capitalize on industry opportunities to expand coverage of our customers

Private Market AUM^ - (US$ Tn)

190 Mn to 200 Mn

private companies worldwide.

Total Addressable Market^ - ($ Mn)



From **52% to 65%**

Combined market penetration of private market data providers in the next 5 years

Expand into adjacent customer segments

Additional use cases of the private market & emerging tech data

- **Product discovery** where customers can search and find vendors for various software, tools and other use cases.
- Limited partners use the platform for **Fund performance data**
- sales personnel rely on our platform for augmenting company information to **improve their sales outreach**.

Tracxn intends to offer such additional features & modules to further expand their total addressable market

Expand our operations through inorganic growth channels

- Tracxn intends to acquire businesses and technologies that complement its existing capabilities
- It may consider investment opportunities to be able to acquire new technologies, or generate cross selling opportunities, in order to grow its platform or to expand its presence internationally.

Acquisition strategy will aid in

- ⬆️ long-term growth
- ⬆️ competitive position
- ⬆️ increasing its market share
- ⬆️ acquiring technical expertise
- ⬆️ achieving greater scale
- ⬆️ Growth in earnings
- ⬆️ Increase in shareholder value

Note: (^) According to “Global Information Services Market” report by Frost & Sullivan

Detailed Financial Statements

Profit & Loss Statement (1/2)

Particulars	Q4 FY24	Q3 FY24	Q4 FY23	FY24	FY23
Income					
Revenue from operations	20.32	21.14	20.34	82.77	78.11
Other income	0.03	0.05	0.24	0.31	1.31
Other gains/(losses) - net	1.23	1.02	0.49	3.96	1.76
Total Income	**21.57**	**22.22**	**21.07**	**87.04**	**81.18**
Expenses					
Employee benefit expense	17.78	17.00	17.58	69.26	66.98
Depreciation expense	0.04	0.04	0.07	0.17	0.19
Other expenses	1.87	2.28	2.07	8.93	8.55
Total Expenses	**19.68**	**19.32**	**19.71**	**78.35**	**75.72**
Profit / (Loss) before tax and exceptional items	1.89	2.89	1.36	8.68	5.46
Current tax (including relating to prior years)	0.05	0.04	0.12	0.18	0.12
Deferred tax (credit) / expense	0.42	0.63	(23.26)	2.00	(23.26)
Exceptional Items - IPO Expenses	-	-	-	-	(4.49)
Profit / (loss) for the period	**1.43**	**2.22**	**24.50**	**6.50**	**33.09**

In INR Cr.

Profit & Loss Statement (2/2)

Particulars	Q4 FY24	Q3 FY24	Q4 FY23	FY24	FY23
Profit / (loss) for the period	1.43	2.22	24.50	6.50	33.09
Less: Other Income	0.03	0.05	0.24	0.31	1.31
Less: Other gains/(losses) - net	1.23	1.02	0.49	3.96	1.76
Add: Depreciation expense	0.04	0.04	0.07	0.17	0.19
Add: Current tax	0.05	0.04	0.12	0.18	0.12
Add: Deferred tax (credit) / expense	0.42	0.63	(23.26)	2.00	(23.26)
EBITDA	**0.67**	**1.86**	**0.69**	**4.59**	**7.06**
EBITDA Margin	**3.31%**	**8.80%**	**3.42%**	**5.54%**	**9.04%**
Add: Exceptional items - IPO expenses, reimbursable	-	-	-	-	(4.49)
EBITDA excl IPO expense	**0.67**	**1.86**	**0.69**	**4.59**	**2.57**
EBITDA Margin excl IPO expense	**3.31%**	**8.80%**	**3.42%**	**5.54%**	**3.29%**
Profit / (loss) for the period	1.43	2.22	24.50	6.50	33.09
Add: Exceptional items - IPO expenses, reimbursable	-	-	-	-	(4.49)
Add: Recognition of Deferred Tax Credit*	-	-	(23.26)	-	(23.26)
PAT excl IPO expense and Deferred Tax	**1.43**	**2.22**	**1.25**	**6.50**	**5.34**
PAT Margin excl IPO expense and Deferred Tax	**7.01%**	**10.50%**	**6.12%**	**7.85%**	**6.84%**

In INR Cr.

Balance Sheet (1/3)

Particulars	As at March 31, 2024	As at March 31, 2023
ASSETS		
Non-current assets		
Property, plant and equipment	0.20	0.36
Intangible assets	-	-
Current tax assets (net)	5.47	2.98
Deferred Tax Asset	21.21	23.07
Total non-current assets	**26.88**	**26.41**
Current assets		
Financial assets		
i. Investments	68.05	37.38
ii. Trade receivables	8.34	9.77
iii. Cash and cash equivalents	4.78	2.63
iv. Other financial assets	4.23	20.68
Other current assets	0.80	0.43
Total current assets	**86.20**	**70.88**
Total assets	**113.08**	**97.30**

In INR Cr.

Balance Sheet (2/3)

Particulars	As at March 31, 2024	As at March 31, 2023
EQUITY		
Equity share capital	10.35	10.03
Instruments entirely equity in nature	-	-
Reserves and surplus	60.53	49.66
Total equity	**70.89**	**59.69**

In INR Cr.

Balance Sheet (3/3)

Particulars	As at March 31, 2024	As at March 31, 2023
LIABILITIES		
Non-current liabilities		
Other financial liabilities	-	-
Contract liabilities	0.41	0.26
Employee benefit obligations	3.38	2.79
Total non-current liabilities	**3.79**	**3.05**
Current liabilities		
Trade payables		
(a) Total outstanding dues of micro enterprises and small enterprises; and	0.05	0.08
(b) Total Outstanding dues other than (a) above	0.54	0.83
Other financial liabilities	0.27	0.25
Contract liabilities	31.36	29.16
Employee benefit obligations	2.44	1.86
Other current liabilities	3.74	2.39
Total current liabilities	**38.41**	**34.56**
Total liabilities	**42.20**	**37.61**
Total equity and liabilities	**113.08**	**97.30**

In INR Cr.

Cash Flow Statement (1/2)

Particulars	Year ended 31 March 2024	Year ended 31 March 2023
Cash Flow from Operating Activities:		
Net profit before Income Tax	8.68	9.95
Adjustment for:		
Depreciation expense	0.17	0.19
Net (gain)/ loss on disposal of Property, plant and equipment	0.00	(0.00)
Net gains on sale of investments	(0.41)	(0.97)
Net fair value gains on financial assets measured at fair value through profit or loss	(3.64)	(0.48)
Interest on income tax refund		(0.28)
Interest income from bank deposits measured at amortised cost	(0.29)	(1.02)
Employee stock option expense	4.77	5.41
Loss allowance reversed on account of receivables written off	0.22	0.75
Impairment loss/ (reversal) on financial assets	0.06	(0.43)
Unrealised Exchange Difference (net)	0.02	(0.07)
Operating Profit / (Loss) before working capital changes	**9.58**	**13.03**
Adjustment for:		
(Increase)/ decrease in trade receivables	1.17	(2.89)
(Increase)/ decrease in other financial assets	(0.49)	(1.58)
(Increase)/ decrease in other assets	(0.37)	(0.07)
Increase / (decrease) in trade payables	(0.32)	0.24
Increase / (decrease) in contract liabilities	2.35	3.88
Increase / (decrease) in employee benefit obligations	0.61	0.35
Increase / (decrease) in other financial liabilities	0.03	0.06
Increase / (decrease) in other liabilities	1.36	0.44
Cash generation from Operations	**13.92**	**13.45**
Income taxes paid (net of refunds received, including interest thereon)	(2.67)	1.71
Net Cash Flow from/ (used in) Operating Activities	**11.25**	**15.16**

In INR Cr.

Cash Flow Statement (2/2)

Particulars	Year ended 31 March 2024	Year ended 31 March 2023
Cash Flow from Investing Activities:		
Payments for purchase of property, plant and equipment	(0.04)	(0.31)
Proceeds from sale of property, plant and equipment	0.03	0.03
Funds invested in bank deposits	16.94	3.00
Proceeds from sale of investments	59.11	72.94
Payments for purchase of investments in mutual funds	(85.73)	(92.46)
Interest received	0.29	1.02
Net cash inflow /(outflow) from investing activities	**(9.41)**	**(15.77)**
Cash Flow from Financing Activities:		
Application money received for exercise of stock options	0.36	-
Net cash inflow from financing activities	0.36	**-**
Net Increase/(Decrease) in Cash and Cash Equivalents	2.20	(0.61)
Cash and Cash Equivalents as at beginning of the year	**2.63**	**3.19**
Effects of exchange rate changes on cash and cash equivalents	(0.05)	0.05
Cash and Cash Equivalents as at end of the year	**4.78**	**2.63**

In INR Cr.

Definitions

(1) **Customer Accounts** refers to the distinct contracts entered into by our Company with each customer, at the time of measurement. A customer account may include access for a single or multiple number of Users.

(2) **Users** refers to the number of activated user accesses on the platform at the time of measurement and does not include bulk users like university/educational institutes accounts

(3) **Contract Price** is net invoicing done in a given period adjusted for unbilled revenue for the period, till the time of measurement

(4) **Entities Profiled** refer to the profiles published and available on the platform to the user at the time of measurement.

(5) **EBITDA** is a non-GAAP financial metric, calculated as Profit/(loss) for the period minus Other Income and Other gains/ (losses) - net, plus Depreciation and Amortization Expenses, plus Finance Costs, if any plus Income Tax Expense

(6) **EBITDA excluding IPO expense** is a non-GAAP financial metric, calculated as EBITDA plus Exceptional items - IPO expenses, reimbursable to the company

(7) **PAT excluding IPO expense and Deferred Tax** is calculated as Profit/(loss) for the period plus Exceptional items - IPO expenses, reimbursable to the company plus Deferred Tax

(8) **PAT excluding IPO expense, Deferred Tax and CCPS** is calculated as Profit/(loss) for the period plus Exceptional items - IPO expenses, reimbursable to the company plus Deferred Tax minus Fair value gain/ (loss) on CCPS measured at fair value through profit or loss. Fair value gain/ (loss) on CCPS adjustment has been made only for FY20 & FY21 in this presentation

(9) **Free Cash Flow** is calculated as Net Cash Flow from/ (used in) Operating Activities less Capex (payments for purchase of property, plant and equipment)

(10) **Organic Search Traffic** - Traffic originating from an organic search result

(11) **Existing Customer** - An account which had also contributed to the accrued revenue prior to the given financial year / period.

(12) **New Customer** - An account contributing to the accrued revenue for the first time in the given financial year/ period

(13) **Headcount** - Number of employees on the company payroll as on the date of measurement.

Thank You

Company Information

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