



# IntraSoft Technologies Limited

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T: +91-22-2491-2123 F: +91-22-2490-3123 E: intrasoft@itlindia.com W: www.itlindia.com CIN : L24133MH1996PLC197857  
**Corp. Office :** Suite 301, 145 Rash Behari Avenue, Kolkata - 700 029. Tel: +91-33-4023-1234 Fax: +91-33-2464-6584

February 3, 2016

**Corporate Relationship Department**  
**BSE Limited**  
P.J.Towers, Dalal Street,  
Fort, Mumbai

**Listing Department**  
**National Stock Exchange of India Ltd**  
Exchange Plaza, Bandra Kurla Complex  
Mumbai

**Scrip code: 533181 / ISFT**

Dear Sir,

**Sub: Presentation on Business Performance**

With reference to captioned subject matter, please find enclosed herewith the presentation on business performance of the Company.

This is for your information and records.

Thanking You,

Yours faithfully,  
For IntraSoft Technologies Limited

Rakesh Dhanuka  
Company Secretary & Compliance Officer



Encl: as above



# IntraSoft Technologies Ltd

BSE: 533181, NSE: ISFT

February 3<sup>rd</sup>, 2016

# Intrasoft: Promoters

- Arvind Kajaria
  - Arvind graduated with a Bachelors Degree in Business Administration from Adelphi University, New York. He has over 27 years of experience in finance, accounting, marketing and management. He is a member of the international fraternity of Delta Sigma Pi, an award winner of Dale Carnegie Training and the former president of the Young Entrepreneurs' Organization, Kolkata.
- Sharad Kajaria
  - Sharad has over 18 years of experience in internet technologies and has been associated with guiding development of technology solutions that drive our business growth. His understanding of new media with an intuitive sense for how technology and community blend together has been instrumental in our Company's strategic technological initiatives.

# Intrasoft Technologies Ltd.

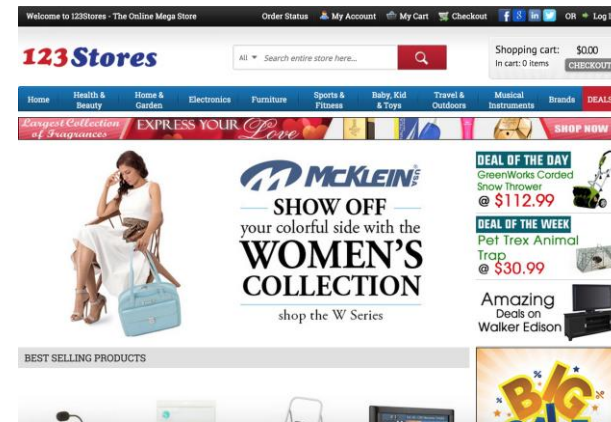
## Consolidated Revenue

|            | Revenue (Rs. Cr.) | Y-o-Y % |
|------------|-------------------|---------|
| Q3 2013-14 | 51.80             | 78%     |
| Q3 2014-15 | 122.63            | 137%    |
| Q3 2015-16 | 258.54            | 111%    |

**Quarterly Revenue Growth of 5x in the last 2 years**

# Our Businesses

- 123Greetings.com
  - Online Advertising
- 123Stores.com
  - Online E-Commerce Retail



# 123Greetings.com

- Early Pioneers, launched in 1997
- Leader in the E-greetings Category
- Business Model
  - Online Advertising
- Strategy
  - Promote user-generated content (studio)
  - Grow Mobile App traffic and revenue
- Revenues
  - Q3 FY2015-16 – Rs. 5.9 Cr.



# 123Stores.com

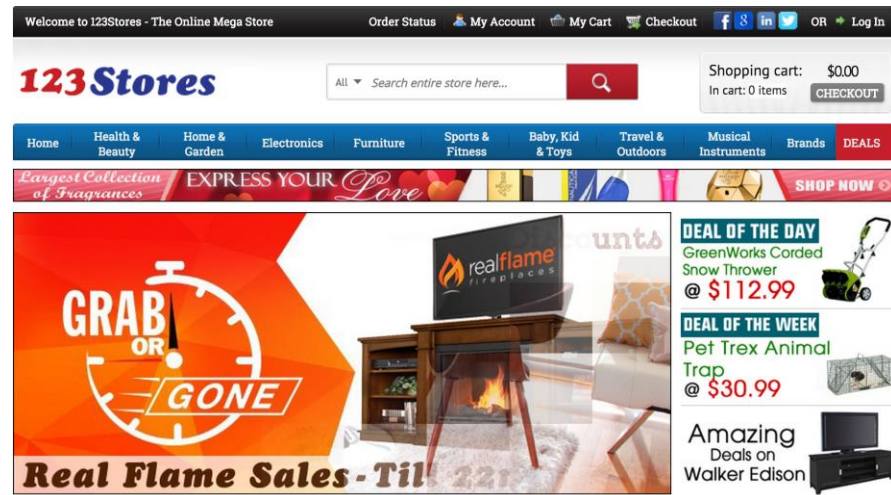
- Launched in 2009
  - #392 on Internet Retailer 500 in 2015
  - #1654 on Inc. 5000 fastest growing US company
  - 13<sup>th</sup> fastest growing online retailer in the US

- Business Model

- Online E-Commerce Retail

- Revenues

- Q3 FY2014-15 – Rs. 118 Cr.
  - Q3 FY2015-16 – Rs. 253 Cr.



# 123Stores.com: Website

Welcome to 123Stores - The Online Mega Store

Order Status My Account My Cart Checkout OR Log In



All ▾ Search entire store here...



Shopping cart: \$0.00

In cart: 0 items [CHECKOUT](#)

[Home](#) | [Health & Beauty](#) | [Home & Garden](#) | [Electronics](#) | [Furniture](#) | [Sports & Fitness](#) | [Baby, Kid & Toys](#) | [Travel & Outdoors](#) | [Musical Instruments](#) | [Brands](#) | [DEALS](#)

Largest Collection of Fragrances | EXPRESS YOUR Love       [SHOP NOW](#)



counts



**Real Flame Sales - Till 221**

**DEAL OF THE DAY**

GreenWorks Corded Snow Thrower

@ **\$112.99**



**DEAL OF THE WEEK**

Pet Trex Animal Trap

@ **\$30.99**



Amazing Deals on Walker Edison



[ 7 ]

# 123Stores.com: Catalog

- Over 310,000 products for sale on the site.
- Products sourced from over 1500 brands
- Adding 10,000 new products every month
- Top Product Categories by Revenues (Q3 FY2015-16)
  - Furniture, Patio, Lawn & Garden 28%
  - Musical Instruments & Gadgets 21%
  - Toys, Games & Baby 17%
  - Home Improvement & Art Crafts 12%
  - Kitchen, Dining & Appliances 10%
  - Sports & Outdoor 07%
  - Others 05%

# 123Stores.com: Operations

- 767,186 orders shipped out in Q3 FY2015-16
  - (285,270 orders Q3 FY2014-15).
- Distribution Centers
  - East Coast (New York)
  - West Coast (Nevada)
- Delivery to 95% of US zip codes in 2-3 business days
- Partnerships with UPS & FedEx

# 123Stores.com: Sales

- Shop in Shop Partnerships with leading retailers
  - Reach a larger audience
  - Lower customer acquisition costs
  - Better discounts from suppliers
  - Efficient Logistics

- Amazon.com

- Working since 2010
  - Largest partner in FY2014-15

- Amazon Canada

- Sears.com

- Rakuten (buy.com)

- Jet.com

## Ebay.com

Working since 2011

2<sup>nd</sup> largest partner in FY2014-15

## Alibaba's 11main.com

## New Egg

## Bestbuy.com

# IntraSoft Technologies Ltd

For further information, please contact

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## Company :

IntraSoft Technologies Ltd.  
CIN - L24133MH1996PLC197857

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## Investor Relations Advisors :

Strategic Growth Advisors Pvt. Ltd.  
CIN - U74140MH2010PTC204285

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