IntraSoft Technologies Limited

Regd. Office : 502A Prathamesh, Raghuvanshi Mills Compound, S.B. Marg, Lower Parel, Mumbai - 400 013
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

May 27, 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: Investor Presentation on Business Performance of the Company

Ref: Regulation 30(2) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

We are enclosing herewith the Investor Presentation to be disclosed to the Stock Exchanges under Regulation 30(2) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

We request you to take the above information on record and kindly acknowledge.

Thanking You,

Yours faithfully,
For IntraSoft Technologies Limited

Pranvesh Tripathi
Company Secretary & Compliance Officer

Encl: As above

IntraSoft Technologies Ltd

BSE: 533181, NSE: ISFT

May 27th, 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 %
Mar-10	29.20	
Mar-11	42.75	46%
Mar-12	66.28	55%
Mar-13	88.24	33%
Mar-14	149.54	69%
Mar-15	343.33	130%
Mar-16	717.73	109%

Revenue Growth of 25x since IPO in 2010

Our Businesses

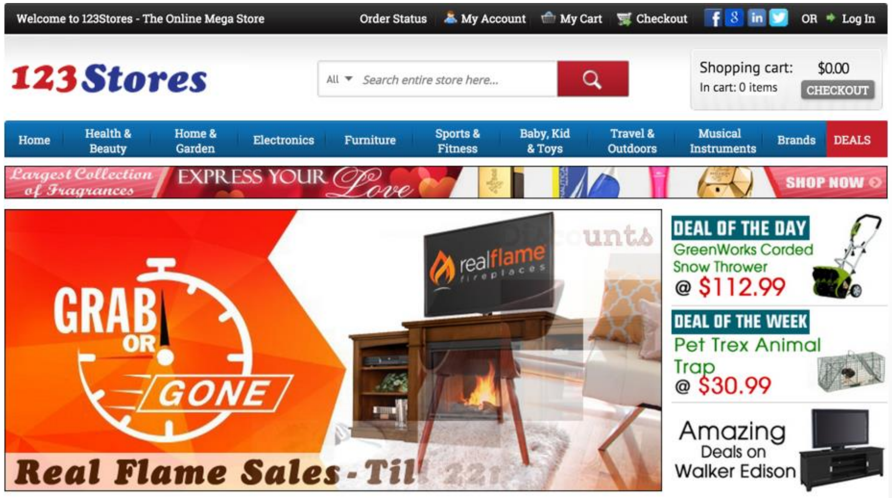
- 123Stores.com
  - Online E-Commerce Retail
- 123Greetings.com
  - Online Advertising

123Stores.com

- Launched in 2009
  - #262 on Internet Retailer Top 500 Guide in 2016
  - #1641 on Inc. 5000 fastest growing US company
  - 11th fastest growing online retailer in the US

- Business Model
  - Online E-Commerce Retail

- Revenues
  - FY2014-15 – Rs. 323 Cr.
  - FY2015-16 – Rs. 699 Cr.



123Stores.com: Website

123Stores.com: Catalog

- Over 500,000 products for sale on the site.
- Products sourced from over 1600 suppliers
- Adding 10,000 new products every month
- Top Product Categories by Revenues (FY2015-16)

Furniture, Patio, Lawn & Garden	30%
Musical Instruments & Gadgets	20%
Home Improvement & Art Crafts	14%
Kitchen, Dining & Appliances	13%
Toys, Games & Baby	11%
Sports & Outdoor	08%
Others	04%

123Stores.com: Operations

- 1,969,233 orders in FY2015-16
  - (772,981 orders 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 FY2015-16
- Amazon Canada
- Sears.com
- Rakuten (buy.com)
- Jet.com

Ebay.com

Working since 2011

2nd largest partner in FY2015-16

Alibaba's 11main.com

New Egg

Bestbuy.com

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
  - FY2015-16 – Rs. 17.8 Cr.

Disclaimer

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IntraSoft Technologies Ltd

For further information, please contact

Company :	**Investor Relations Advisors :**
IntraSoft Technologies Ltd. CIN - L24133MH1996PLC197857	Strategic Growth Advisors Pvt. Ltd. CIN - U74140MH2010PTC204285
Ms. Purvangi Jain purvangi.jain@itlindia.com 91-22-2491-2123	Mr. Shogun Jain jshogun@sgapl.net 91-7738377756
www.itlindia.com www.123stores.com www.123greetings.com	Mr. Vivek Jain jvivek@sgapl.net 91-9820207011
	www.sgapl.net