

PELATRO

Be Relevant

Road Show Presentation



Cumulative Capital Private Limited
(Sole Book Running Lead Manager)

Safe harbour

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Issue Information

Issuer	Pelatro Limited
Listing on	SME Platform of National Stock Exchange Limited
Sole Book Running Lead Manager	Cumulative Capital Private Limited
Registrar	Bigshare Services Private Limited
Issue	Initial Public Offer of up to 27,99,000 equity shares of face value of Rs 10 each aggregating up to Rs. [●] Lakhs
Price Band	Rs 190 to Rs 200 per equity share
Tentative Issue Size (at upper price band)	Rs. 5,598.00 Lakhs
Pre-IPO Equity Shares	76,07,663 equity shares having face value of Rs. 10 each
Post Issue Equity Shares*	1,04,06,663 equity shares having face value of Rs. 10 each
Post Issue Market Cap (at upper price band)	Rs. 20,813.33 Lakhs
Objects of the Issue	<ul style="list-style-type: none">• Funding capital expenditure requirements of the Company – Rs. 1,011.56 lakhs• Investment in subsidiary – Rs. 1,000.00 lakhs• Funding working capital needs of the Company – Rs. 1,500.00
Issue Structure	<ul style="list-style-type: none">• QIB: Not more than 50% of the Net Issue• Non-Institutional Investors: Not less than 15% of the Net Issue• Retail Individual Investors: Not less than 35% of the Net Issue
Issue Period	Anchor day on : Friday Sept 13, 2024 Issue opens on : Monday Sept 16, 2024 Issue closes on : Thursday Sept 19, 2024
Minimum Bid Lot Size	600 Equity Shares and in multiples thereof
Indicative Post Issue Timeline	<ul style="list-style-type: none">• Finalization of Basis of Allotment with the Designated Stock Exchange - On or before Friday, September 20, 2024• Initiation of refunds / unblocking of funds from ASBA Account - On or before Friday, September 20, 2024• Credit of Equity Shares to demat accounts of Allottees - On or before Monday, September 23, 2024• Commencement of trading of the Equity Shares - On or about before Tuesday, September 24, 2024

* Subject to finalization of basis of allotment.

Industry Overview

-Telecommunication and BFSI Customer Engagement Solutions Market

The telecommunication and BFSI (banking, financial services and insurance) customer engagement solutions market was valued at \$7,029.96m in 2023.

Estimated to reach \$16,125.38m by 2033 at a CAGR of 8.4%.

Source: Independent report from Allied Market Research

At a Glance

“Contextual Marketing Solution for Telecommunication Industry 2022” award by Frost & Sullivan

Gartner & Forrester recognised product suite garnering recognition from leading market players

Thought leader in telecom campaign management space

Unparalleled customer relationship



38
Networks



Ranked No. 1
among 81 different
OSS/BSS vendors
in India



990 million
Consumers on
the platform



Rs. 73 crores
FY2024 Revenue
(Proforma)



9
Patents (4 issued, 5
being issued)



30
Countries with
customers



14.89%
CAGR of PAT over past 3
years (Standalone)



20%
Consistent
Revenue Growth
(Standalone)



16% & 8%
EBITDA & PAT
FY2024 (Proforma
Financials)



293
Employees as
of August 2024

mViva – Customer Engagement Platform

Enables customer-centric interactions between enterprises or brands and its end users by empowering enterprises to understand the behaviour and needs of their customers deeply with a view to enhance their engagement with end users



Business Overview

“A platform conceptualized and designed for marketers by experts with decades of industry and domain experience employing AI/ML”

Contextual Campaign Management Solution

Launch and manage the entire campaign lifecycle for both customers and retailers.

Contextual Loyalty Management Solution

Deliver loyalty programs to reward and retain customers.

Lead Management Solution

Focus on interactions that matters most for your business and convert more high value leads.

Data Monetization Solution

Easily extend campaign management services to enterprise customers and monetize customer data.

Managed Services (Eco-system enablement)

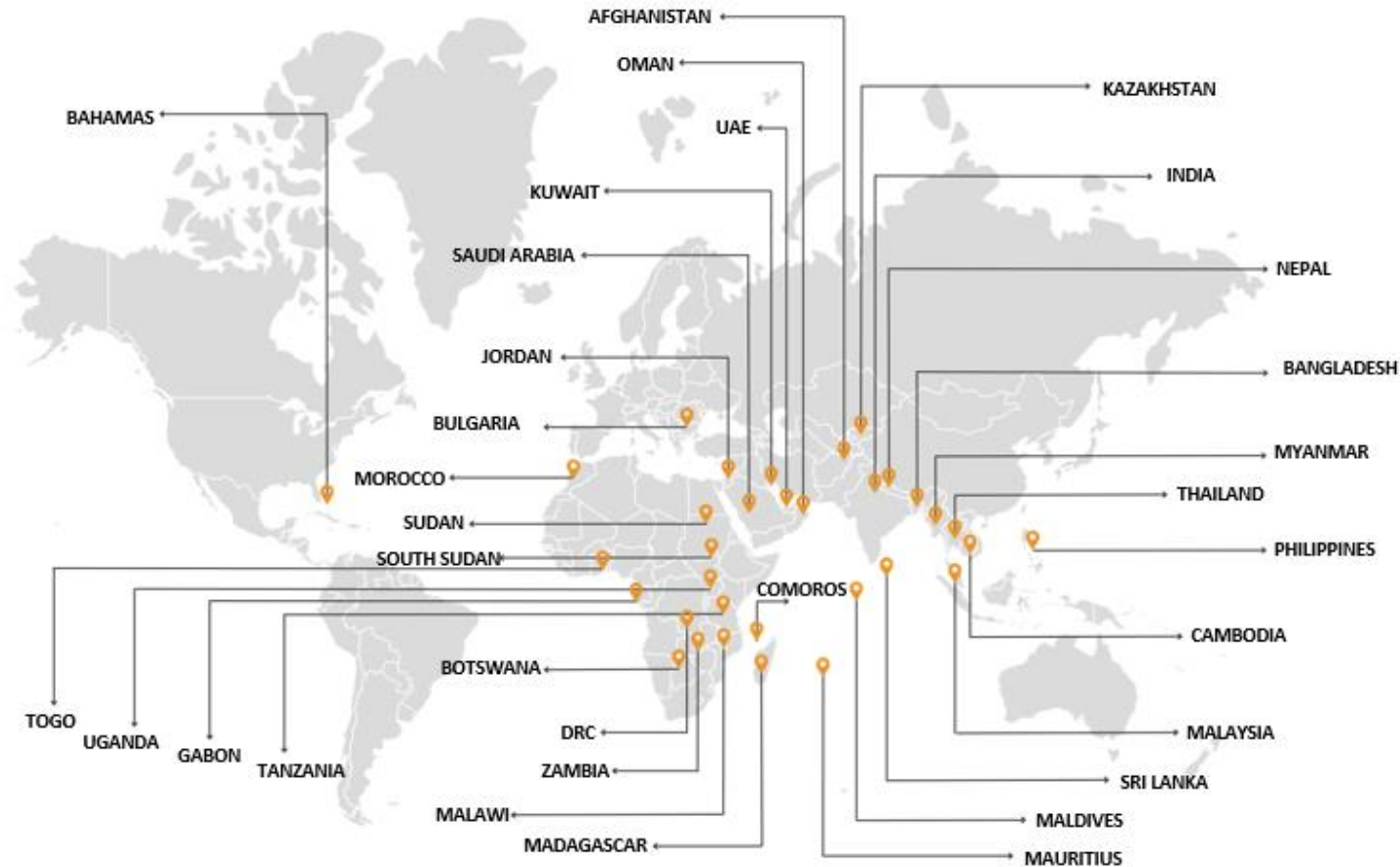
Comprehensive business consulting, business operations and IT operations support with a dedicated and skilled workforce.

Our Promoter

- **Subash Menon** - is also associated with the Company and the Chairman and the Managing Director. He holds a bachelor's degree in engineering from University of Burdwan. He has more than three decades of experience in sales, finance, marketing and general management.
- **Sudeesh Yezhuvath** - holds a bachelor's degree in technology (instrumentation and control engineering) from University of Calicut. He has experience of more than three decades in project management, business development, strategic decision making, and sales management. He has been associated with our Company since incorporation.
- **Kiran Menon** - holds a bachelor's degree in technology (electronics and communications engineering) from Vellore Institute of Technology and a master's degree in science (management) from London Business School. He is associated with Equiteq Advisors Limited, London, in the capacity of an analyst and has experience of more than two years in mergers and acquisitions and investment banking.
- **Varun Menon** - holds a bachelor's degree in technology (computer science & engineering) from Vellore Institute of Technology and is currently pursuing masters in management from Essec Business School.

- **Subash Menon** - is the Chairman and the Managing Director of the Company since March 05, 2024.
- **Anuradha** – is a Non-executive Director of our Company since March 05, 2024. She holds a bachelor’s degree in in engineering from Bangalore University and a master’s degree in science from the Georgia Institute of Technology. She has more than two decades of experience in building and managing software and related products.
- **D V Prasad** – is an Independent Director of our Company. He holds a bachelor’s degree in arts from University of Delhi. He was a member of the Indian Administrative Services (IAS) and has served the Central Government and various State Governments in various positions in his career spanning over thirty five years.
- **Kalpathi Ratna Girish** - is an Independent Director of our Company. He holds a bachelor’s degree in science from University of Madras. He is a member of the Institute of Chartered Accountants of India and also holds a bachelor’s degree in law from the Karnataka State Law University. He has over twenty seven years of experience in advisory and consultancy in taxation matters

Pelatro Footprint



990 million

Subscribers'
data processed
daily

Multiple

Campaigns
across all
customers

Key Investment Highlights

Deep domain expertise

Patented technology

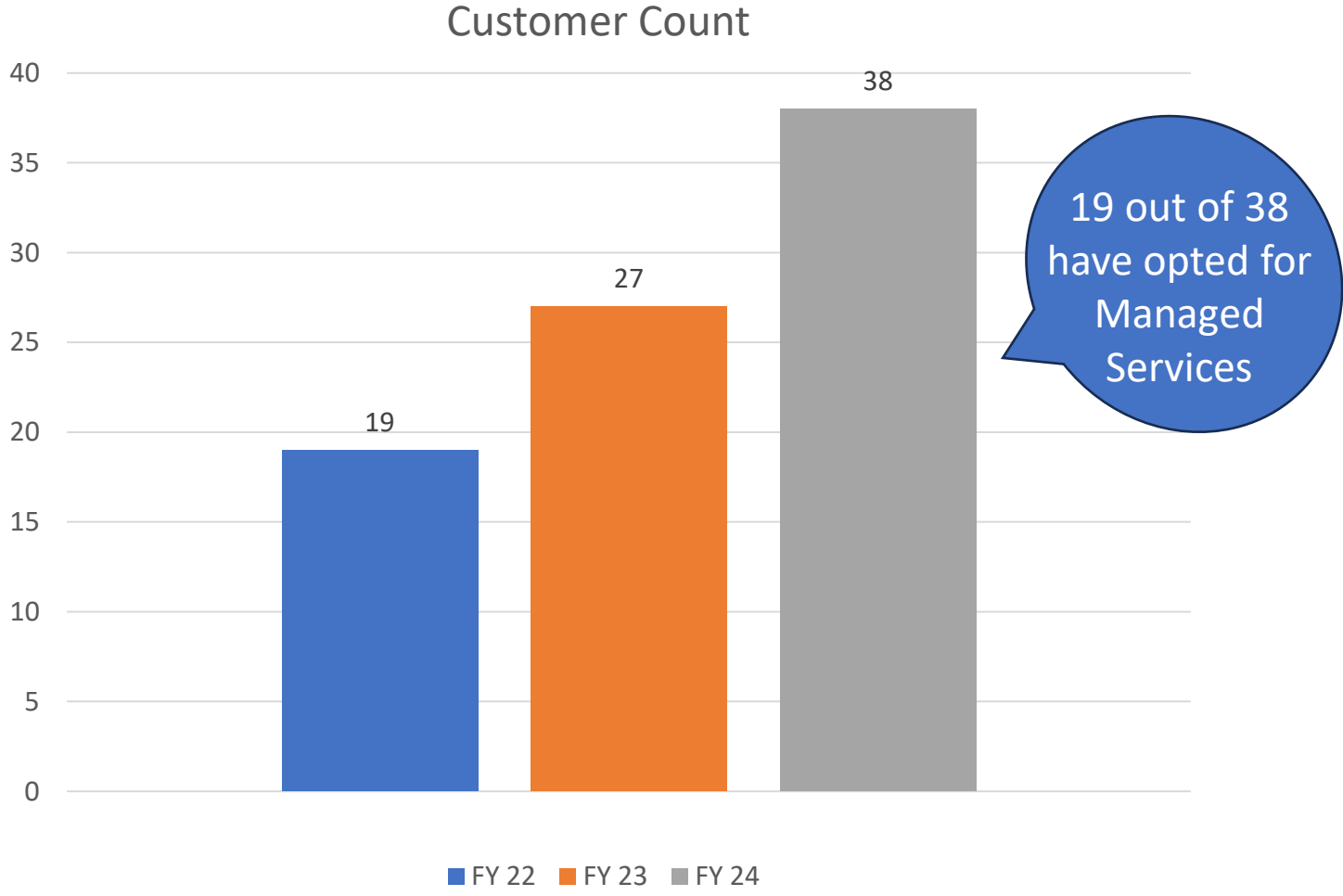
End to End Platform

Highly referenceable customers

Our platform has a prominent position in various markets, a high growth market with substantial barriers to entry

Experienced and dedicated Key Management Personnel, who are ably supported by our other employees

Expanding Customer Base



Why Pelatro is Poised to Grow



Thought leader in contextual and personalised customer engagement, serving 38 leading telecom operators.

Extensive platform with patented technology which is able to cater effectively to the multiple requirements of telcos.

AI-ML pervasive solution enabling data driven decisioning among business leaders.

Proven leadership and domain expertise to lead and drive the strategy.

We are a prominent player in offering comprehensive customer engagement platform in various countries.

A highly developed, End-to-End Customer Engagement Enhancing Product Suite



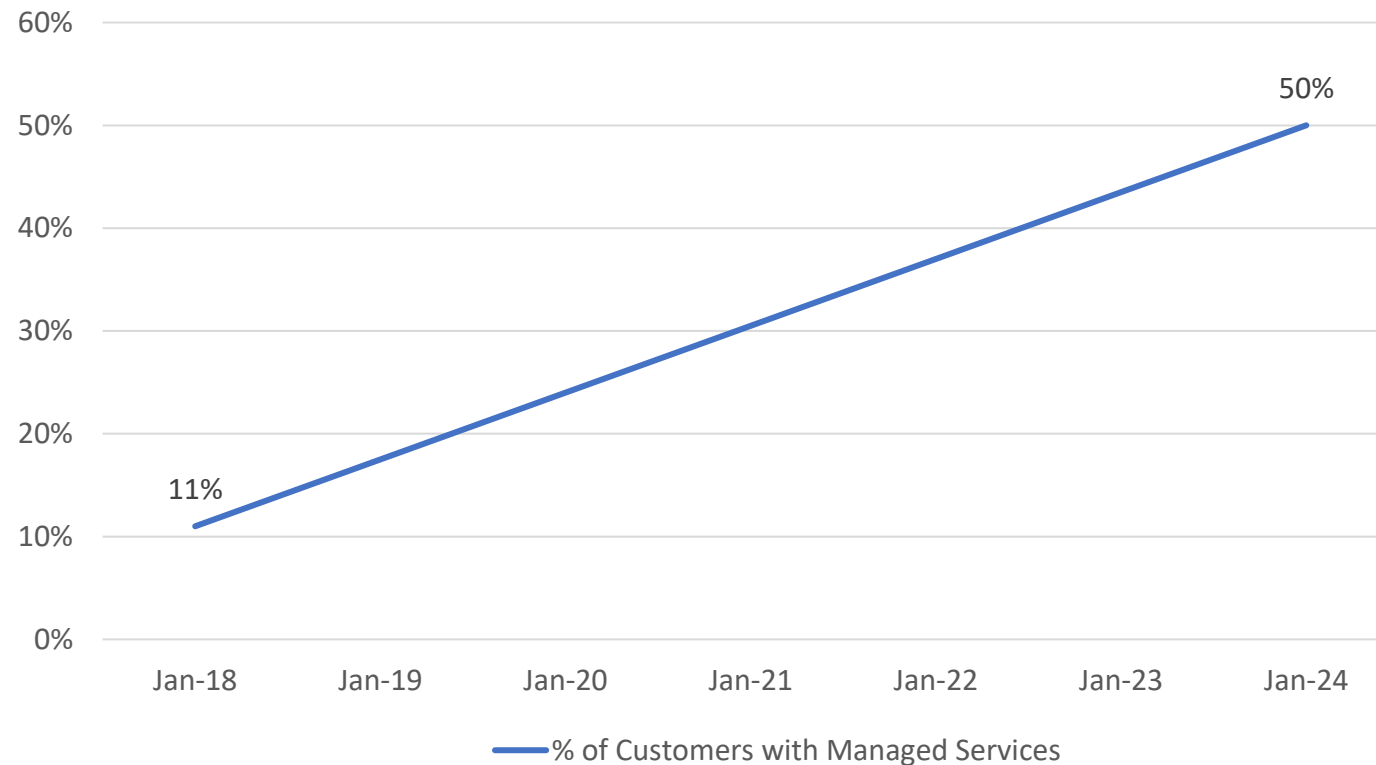
A very deep and end-to-end system
Consumes billions of records in real time enabling holistic customer profiling and data driven decisioning using GenAI, other AI/ML techniques and patented technology.



Highly user friendly
A very user friendly platform that has been built for marketers who may not be tech savvy.

Mining customers and focusing on recurring revenue

- to improve revenue predictability and visibility



Actively pursuing a 3-pillar Growth Strategy

GEOGRAPHIC EXPANSION

Our two fold approach is to target specific geographies and specific telcos and banks within those geographies. The business is set to replicate its land-and-expand strategy of entering a group through one OpCo and then expanding into “sister” OpCos.

EXPANSION OF RECURRING REVENUE PER CUSTOMER

After winning an account with any possible revenue model, the endeavour is to either add a new recurring revenue stream and then to increase it or to increase the existing recurring revenue stream. Our recurring revenue per customer and also as a proportion of total revenue have been growing steadily.

SERVICE EXPANSION

While all customers license our products, not all of them procure services from us. This is an opportunity for growth.

Our Business Strategy

Setting up a new office for centralizing our operations

Geographic Expansion

Expansion of Recurring Revenue per Customer

Service Expansion

Financial Summary

Historical financials

Particulars - Rs. Crores	31-03-2022	31-03-2023	31-03-2024
Revenue	40.75	48.98	73.02
Other Income	0.13	0.07	0.29
Expenses	33.56	40.22	61.35
EBITDA	7.32	8.83	11.97
EBITDA %	17.65%	17.90%	15.99%
D&A	2.16	2.20	2.31
Interest	0.26	0.20	2.14
Tax	1.33	1.79	1.97
PAT	3.57	4.64	5.55
PAT %	8.76%	9.47%	7.60%
Cash Balance	1.59	5.48	7.55
Loans	5.13	13.48	18.67
Free Cash Flow	(0.48)	3.89	2.07

Note: The data provided for FY 2022 and FY 2023 are on a standalone basis and for FY 2024 on a Proforma Consolidated basis due to acquisition of a subsidiary in January 2024.

Key Performance Indicators (Standalone)

Metrics	31-03-2022	31-03-2023	31-03-2024
Revenue from Operations (INR Cr)	40.75	48.98	58.81
EBITDA (INR Cr)	7.32	8.83	10.45
EBITDA Margin	17.65%	17.90%	17.78%
PAT (INR Cr)	3.57	4.64	5.41
PAT Margin	8.76%	9.47%	9.21%
Return on Net worth	41.71%	35.02%	27.86%
Return on Capital Employed	41.59%	23.37%	22.81%
Deb Equity Ratio	0.60	1.02	0.96
Interest Coverage Ratio	33.93	33.96	7.51
Days Working Capital	71	166	171
Total Customers Catered	19	27	38
Customers Onboarded	2	8	11
Number of Consumers on Platform	841 mn	905 mn	990 mn
Number of Employees	206	243	252

* Source – Restated Standalone Financial Statements included in the RHP

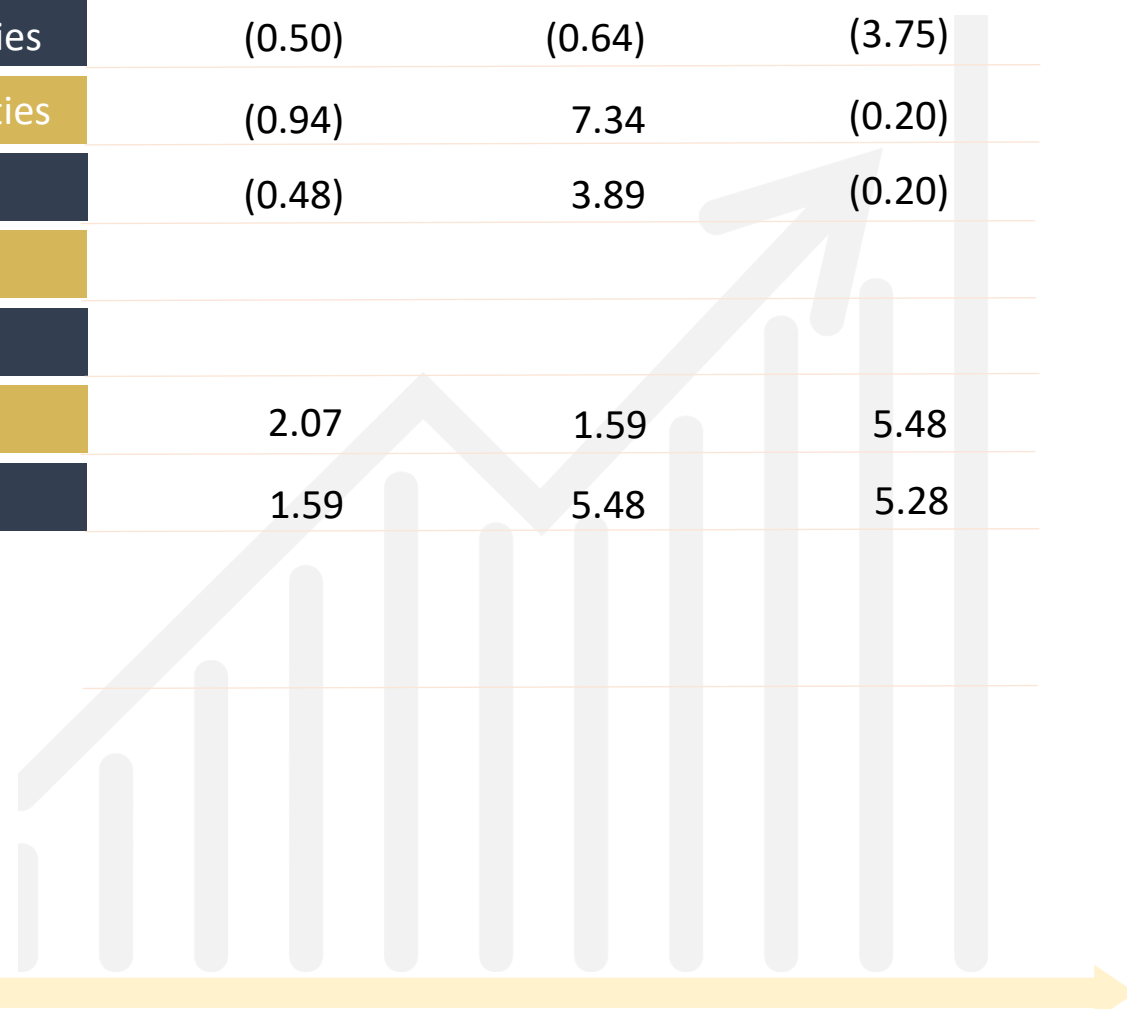
Balance Sheet (Standalone)

Particulars - Rs. Crores	31-03-2022	31-03-2023	31-03-2024
Property, Plant and Equipment	6.69	5.06	6.63
Other Non-current Assets	0.97	1.05	2.35
Trade Receivables	6.92	18.71	36.34
Cash and Cash Equivalents	1.59	5.48	5.28
Other Current Assets	0.68	0.50	0.51
Total Assets	16.85	30.80	51.10
Equity Share Capital	0.10	0.10	7.00
Other Equity	8.46	13.15	12.43
Non-current Borrowings	5.05	12.75	13.86
Other Non-current Liabilities	2.00	2.36	3.26
Current Borrowings	0.09	0.73	4.81
Trade Payables	0.09	0.31	3.13
Other Current Liabilities	1.06	1.40	6.61
Total Liabilities	16.85	30.80	51.10

* Source – Restated Standalone Financial Statements included in the RHP

Cashflow (Standalone)

Particulars - Rs. Crores	31-03-2022	31-03-2023	31-03-2024
Cashflow from Operating Activities	0.96	(2.81)	3.74
Cashflow from Investing Activities	(0.50)	(0.64)	(3.75)
Cashflow from Financing Activities	(0.94)	7.34	(0.20)
Net Increase/(Decrease)	(0.48)	3.89	(0.20)
Cash and Cash Equivalent			
Beginning of the year	2.07	1.59	5.48
End of the year	1.59	5.48	5.28



* Source – Restated Standalone Financial Statements included in the RHP

Shareholding Pattern

Particulars	Pre issue Shareholding		Post issue Shareholding*	
	No. of Shares	Shareholding %	No. of Shares	Shareholding %
Promoter and Promoter Group	55,76,625	73.31%	55,76,625	53.59%
Public	20,31,038	26.69%	48,30,038	46.41%
TOTAL	76,07,663	100.00%	1,04,06,663	100.00%

* Subject to finalization of basis of allotment.

PELATRO

Be Relevant

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Thank
You