

LatentView Analytics Ltd.

Investor Presentation



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Actionable Insights • Accurate Decisions

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Agenda Items



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Company Overview



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Responsible Business



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Company Overview



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Inspiring and transforming businesses to excel in the digital world



1st Analytics company
listed on BSE/NSE



Clients Supported
30+ Fortune 500



Presence
3 regions
(US, Europe and APAC)



Revenue (FY23)
₹ 5,388 Mn
(32% growth from FY 22)



Profit after tax %
26.1 %



Passionate
Workforce
1100+



Voice of Customer
score - FY23
8.5



Awards & Recognition



2022-2023



Netherlands
Conference 2017

NASSCOM AI Award Winner 2018



Analytics Solutions Provider
of the Year 2017



Market Guide for Data &
Analytics Service Providers 2019

Deloitte Deloitte technology fast 50



Key Partnerships



partner
network

service delivery



Google Cloud
Partner



snowflake



Gold Data Analytics



Tableau Alliance Partner Program



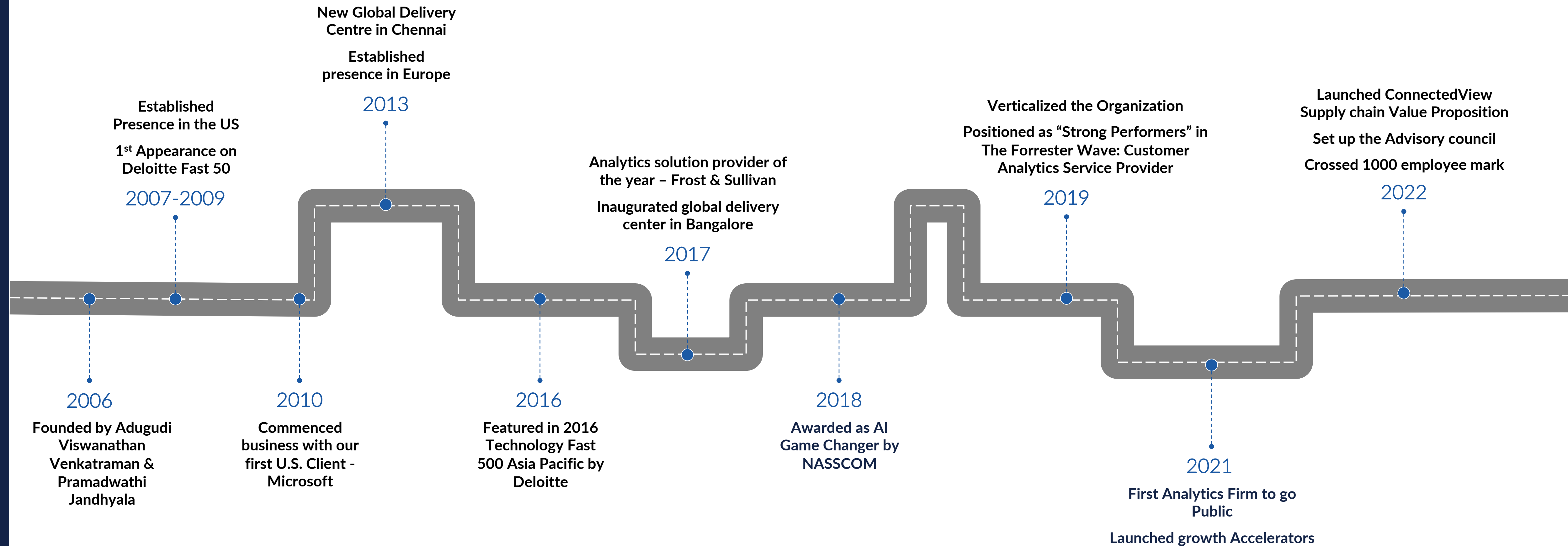
SOLUTION PARTNER



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Driving data driven business decisions from last 16 years



Globalized thoughts, Global footprints

Vision Statement

- Inspire and transform businesses to excel in the digital world by harnessing the power of data and analytics

Mission Statement

- Help clients win by creating holistic and sustainable impact powered by data
- Become a talent magnet by empowering employees through a culture of fun, collaboration and learning
- Drive excellence through thought leadership by ingraining innovation and insight into our DNA

Cultural Values

We Live by a Simple Rule. At LatentView, People Come First

- Happiness
- Trust
- Autonomy
- Diversity & Inclusion
- Equity, Equality and Collaboration

Delivered Analytics Solutions across 3 Continents

As of 31st March 2023



Q4 FY23 Revenue

USA	Europe	RoW
95.1%	2.2%	2.7%



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Expertise across the various industries

Offerings by Industry

Technology



Industrial



Consumer & Retail



Financial Services



Revenue Mix (Q4 FY23)

69.0%

13.2

10.2%

7.6%

Revenue Mix (FY23)

68.9%

12.5%

10.2%

8.5%

Overview

- Customer analytics is being used to uncover insights from app/software data
- Marketing analytics to increase ROI from campaigns and plan budget
- Forecasting demand & supply chain solutions
- Predictive maintenance of machines & equipment
- Social Media Listening
- Product innovation and development
- Product assortment, channel strategy & marketing spend
- Fraud & risk analytics
- Customer analytics supporting new products



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Expertise across the various business functions

Offerings by **Function**



Customer Analytics

- > Facilitates targeted business offering, potential for upselling & cross-selling



Marketing Analytics

- > Identifying channel strategy & optimizing marketing spend



Supply Chain Analytics

- > Collection & evaluation of data generated across the supply chain



Financial & Risk Analytics

- > Platform to detect fraud, manage risk and enhance portfolio performance



HR Analytics

- > Enables companies to make data-driven decisions on critical people matters



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Financial Performance



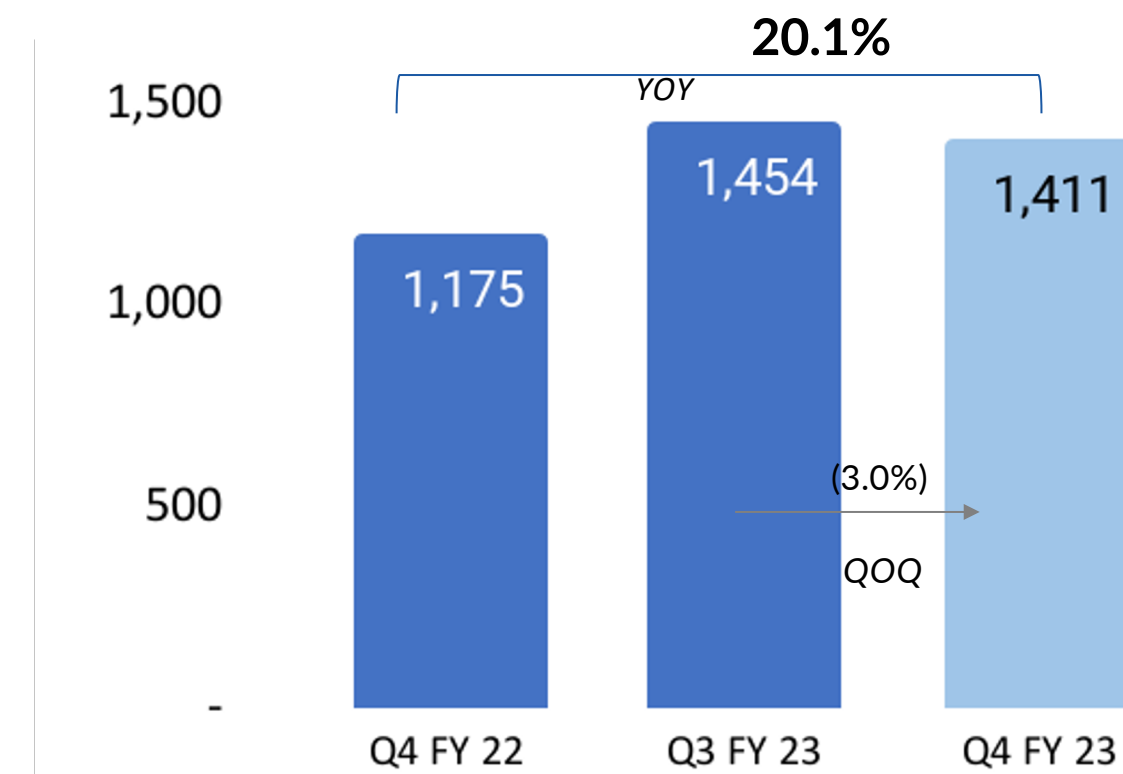
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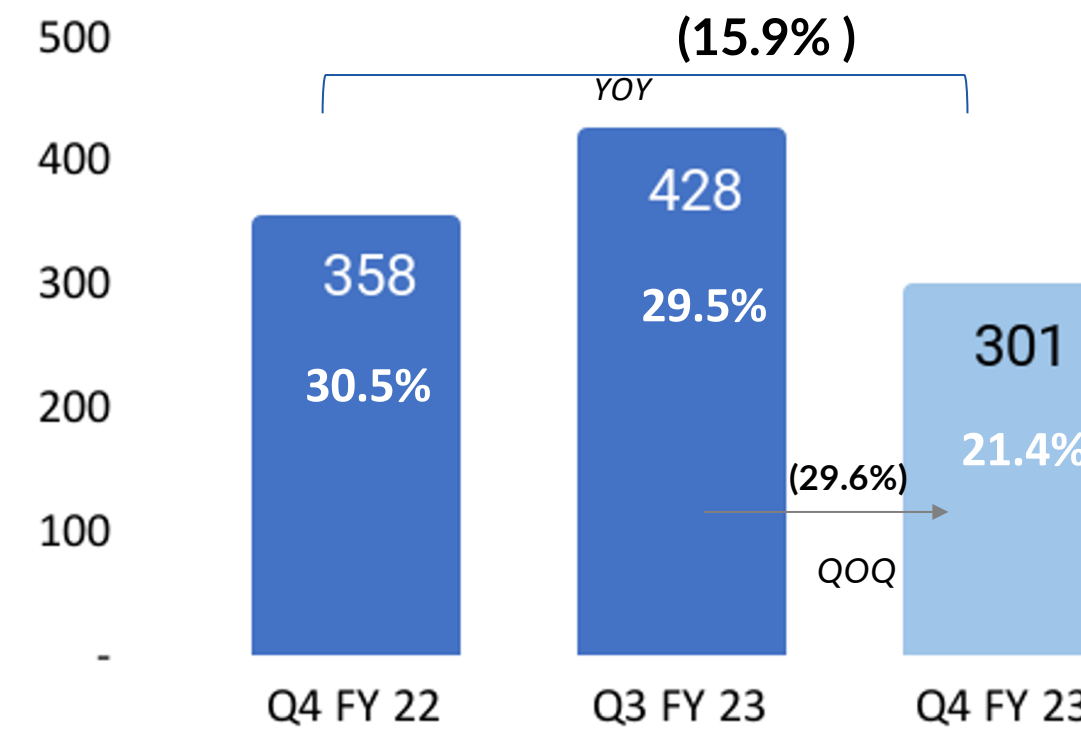
Financial Information

Comparison: Quarter-on-quarter & Year-on-year (Figures In ₹ Million)

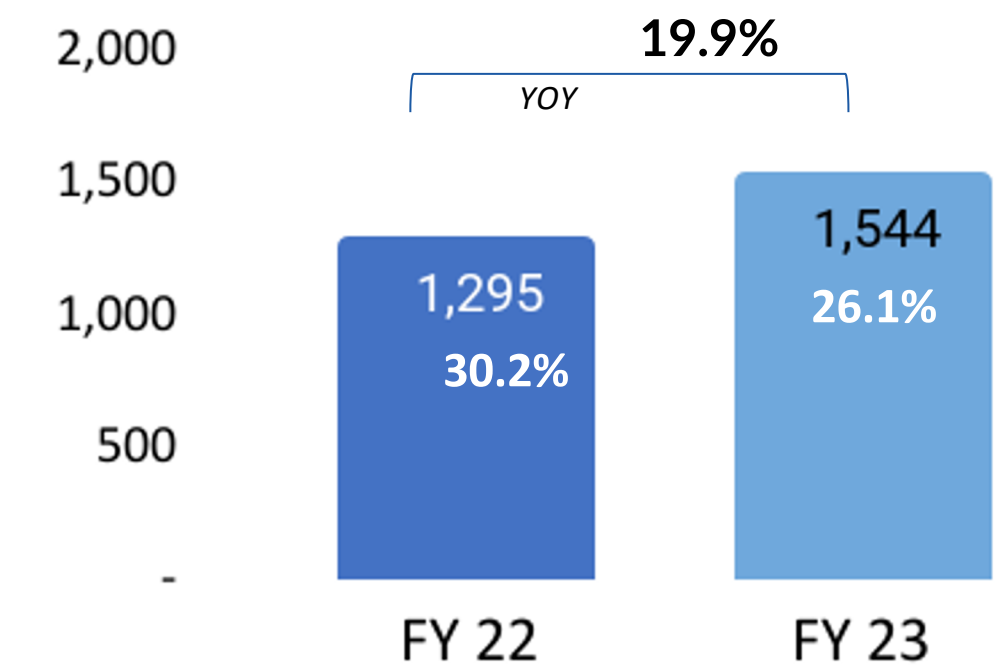
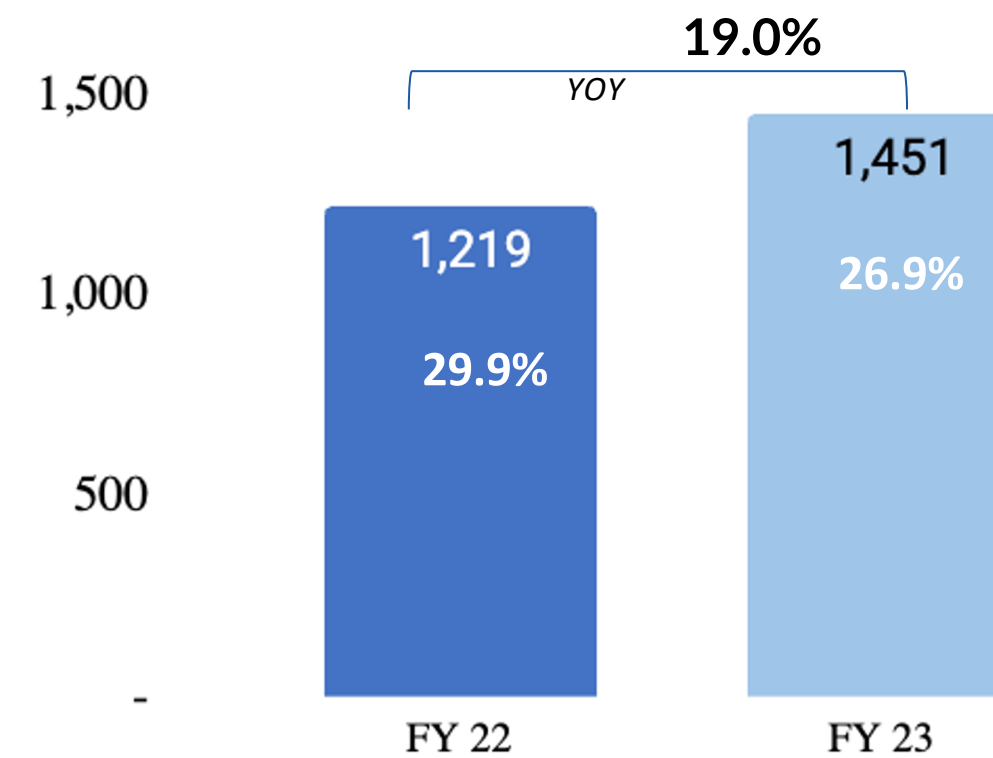
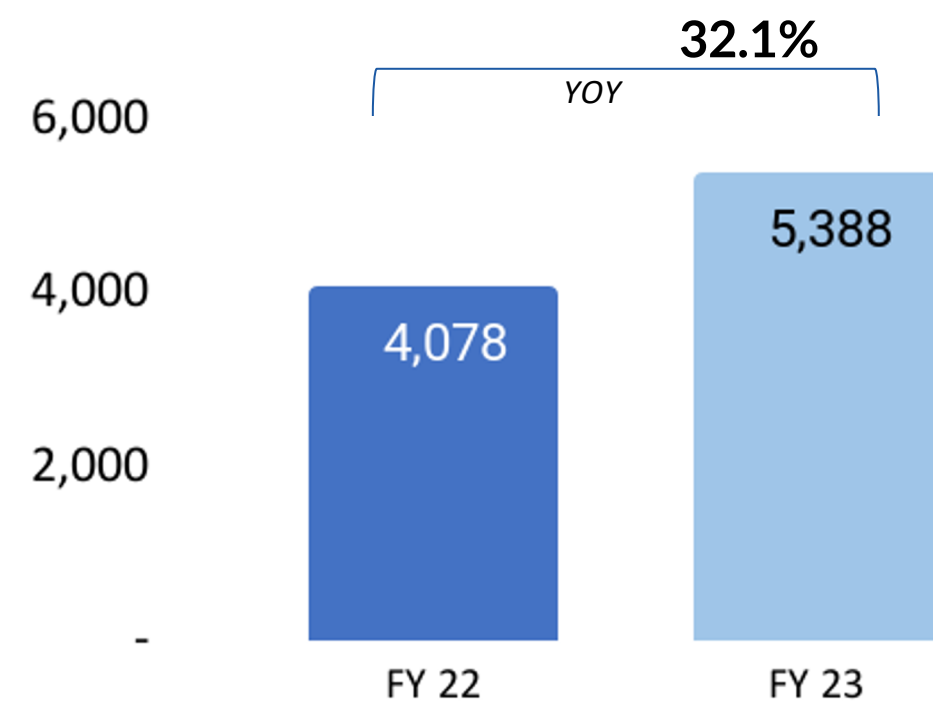
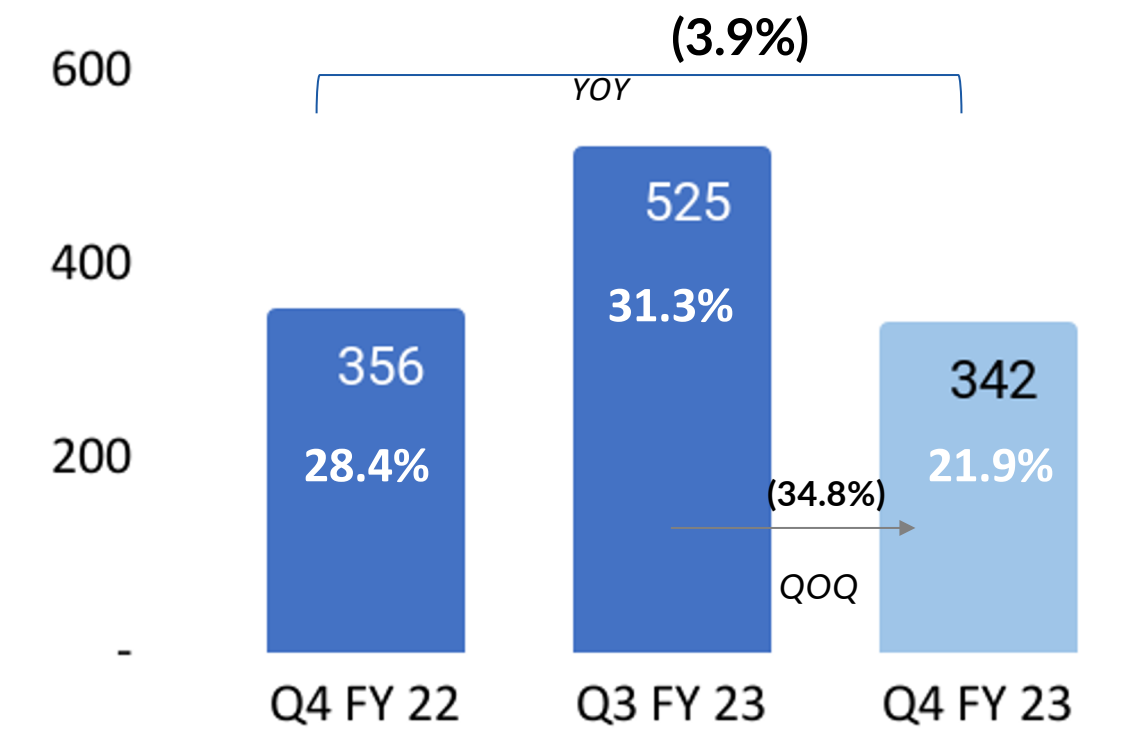
Operating Revenue



EBITDA & Margin (%)



PAT & Margin (%)*

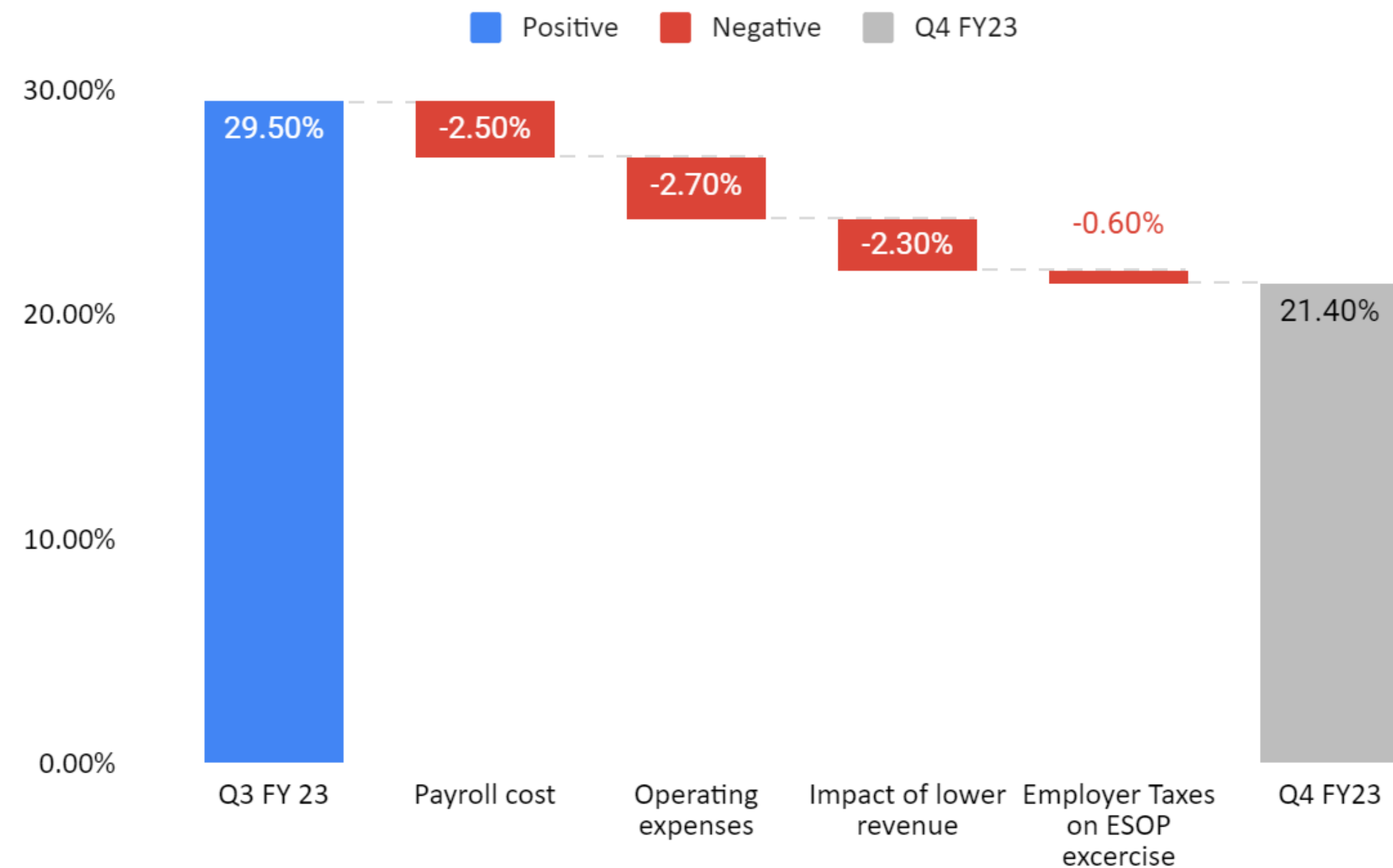


*PAT for FY22 includes exceptional item of ₹ 226.2 Million



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EBITDA Margin Movement : Q3 FY23 – Q4 FY23



1. Payroll Cost

Augmented GTM with 12 new hires in Europe and USA which led to an increase in cost (EBITDA impact ~2%)

2. Operating Expenses

Organised 4 events and participated in 3 industry events which lead to an increase in operating expenses (EBITDA impact ~2%)

3. Impact of lower revenue

Q3 is seasonally the strongest quarter. Follow on work based on projects executed in Q3 was delayed/pushed out resulting in lower revenue.

Consolidated Financial Summary – Q4 FY23 & FY23

Key Performance Metrics		Q4 FY22	Q3 FY23	Q4 FY23	Growth YoY	Growth QoQ	FY 22	FY 23	Growth YoY
Revenue (₹ Million)	Revenue From Operations	1,175	1,454	1,411	20.1%	(3.0%)	4,078	5,388	32.1%
	Other Income	79	221	150	89.9%	(32.1%)	210	558	165.7%
	Total Income	1,254	1,675	1,561	24.5%	(6.8%)	4,288	5,945	38.6%
Margin (₹ Million)	EBITDA	358	428	301	(15.9%)	(29.7%)	1,219	1,451	19.1%
	PBT After Exceptional	403	619	423	5.0%	(31.7%)	1,542	1,894	22.8%
	PAT	356	525	342	(3.9%)	(34.9%)	1,296	1,554	19.9%
Margin (%)	EBITDA	30.5%	29.5%	21.4%			29.9%	26.9%	
	PBT After Exceptional	32.2%	37.0%	27.1%			36.0%	31.9%	
	PAT	28.4%	31.3%	21.9%			30.2%	26.1%	
EPS (₹)	Basic	1.79	2.60	1.68	(6.1%)	(35.4%)	7.09	7.71	8.7%
	Diluted	1.73	2.55	1.66	(4.0%)	(34.9%)	6.84	7.63	11.5%



Operating Metrics – Q4 FY23

Client Metrics		FY22		FY23	
		Number	% of Revenue	Number	% of Revenue
Client Mix by Category	Less than ₹ 50 Mn	37	13.1%	38	11.9%
	Between ₹ 50 Mn – ₹ 100 Mn	11	19.7%	12	18.0%
	Between ₹ 100 Mn – ₹ 500 Mn	6	32.7%	8	31.2%
	Above ₹ 500 Mn	2	34.6%	2	38.8%
		FY22		FY23	
Client Concentration	Top 5 Clients	55%		57%	
	Top 10 Clients	70%		71%	
	Top 20 Clients	86%		88%	
Employee Metrics		Q4 FY22		Q4 FY23	
Employees Split by Qualification	Engineers	579		676	
	Management Graduates	137		177	
	Post Graduates & PhDs	98		209	
	Statisticians	13		15	
	Others	33		39	
Employees Split by Function	Delivery	770		969	
	Sales & Marketing	38		74	
	Corporate Functions	52		73	

Our Growth Strategy



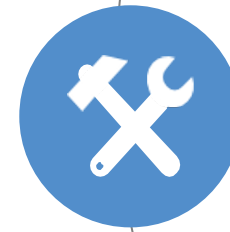
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Our growth strategies to strengthen our position in market

Leverage our Supply chain expertise and solution



Continue evolution to **'Analytics Thought Partner'** through our Consulting arm



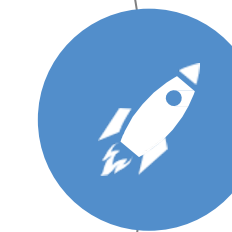
Build technical expertise with focus on Data Engineering



Build functional expertise with focus on BFSI & Retail



Expand Europe and APAC presence



Strengthen position through select inorganic opportunities



Strategy to grow our three major horizontals

Leverage our Supply chain expertise and solution

- Enhance end-to-end service line offerings using partnerships channel (AWS, Snowflake)
- Evolve 'ConnectedView' solution for Retail and Hi-tech Industry
- Synergetic with existing operations & complement data engineering, data science and BI capabilities

'Analytics Thought Partner' through our Consulting arm

- Focus on building and evolving Marketing analytics as a core offering
- Strengthen Discovery Engagements To improve our presence as "Thought Leader"
- Build a strong advisor network of domain and technological experts

Build technical expertise with focus on Data Engineering

- Focus on developing and launching new solutions in Migration (Product Migrate Mate) and Data activation (Data Tray)
- Leveraging technology & cloud Partnerships to co-build solutions
- Capability building through industry best certification courses and programs



Building expertise through Diversification and Capability building

Build functional expertise with focus on BFSI & Retail

- Focus on developing new solutions in Fraud analytics & Insurance analytics
- Focused on potential opportunities in BFSI & Retail verticals to strengthen domain capabilities
- Strategic hires of personnel with extensive experience in industry verticals to drive go-to market strategy

Expand Europe and APAC presence

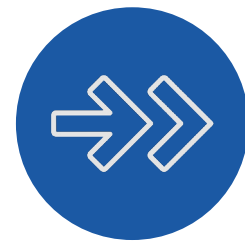
- Pilot projects with existing & potential clients to gain access to new geographies
- Continued presence in these geographies through subsidiaries driven by market opportunities & client referrals
- To grow client base by focusing on industry leaders and leveraging existing client relationships



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Examples of success stories with our clients



Smart Innovation

Leading FMCG Company

Problem : Failure rate of 65% for new product launches due to difficulty in detecting trends early and setting the innovation agenda

Solution: Developed a consumer centric framework to discover consumer preferences and its underlying drivers, finding the best attributes

Impact: 25% increase in innovation success rate & 5x reduction in innovation cycle time



Parts Recommendation

Global technology Company

Problem : ~250K Onsite visits end with no complete resolutions annually. ~500K Unused Parts and ~50M\$ Inefficiency cost (annually)

Solution: Built a Touchless ML Platform for Parts Recommendation System [Real-time Inferencing]

Impact: ~ \$3M per year saved due to better recommendation



Demand Forecasting

Leading Toy Manufacturer

Problem: Poor accuracy & high bias for new product introductions and Inability to consider effect of multiple factors

Solution: Delivered a decrease in Forecast variance measured as MAD/Mean on-time with improved explainability of factors impacting demand

Impact: 18% cumulative MAD/Mean reduction in Before Toy Launch & 22% MAD reduction in After Toy Launch



Investment Rationale



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Investment Rationale

Strong financial model



Compelling, Durable & Consistent cash flow
₹974 million in annual operating cash flows

Healthy margin expansion
Full year PAT in excess of 25%

Sustainable growth
Profitable, double digit growth



Strong business model

Engaged with Blue chip Companies
30+ Fortune 500 clients, Blue Chip Companies

Strong technological and Digitally native
Math + Technology + Business

Focused on creating business impact
Delivered 433 Impactful solutions in FY23

SOURCES OF ADVANTAGE



Market Consolidation| Analytics Industry Growth| Supply chain excellence | Long standing relationship with clients| Experienced management team



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Responsible Business






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Commitment towards giving back to society

At LatentView, we have an unwavering commitment towards giving back to society, and pride ourselves on inclusive and sustainable development. This year, we have contributed towards education, sporting talent development, environment and sustainability.

S.No.	#	NGO	 Initiative(s)	 Beneficiaries	
1		AID India	Remedial Education, Salary Support & Infrastructure Support	590 children, 10 tutors	
2		Agastya Foundation	Infrastructure Support	500 students, 10+ teachers	
3		Indus Action	Awareness and Access to Right to Education (RTE)	8000 eligible children	
4		Madras Dyslexia Association (MDA)	Teacher Training on Dyslexic Education and Awareness	906 teachers, 5100 students	
5		Saahas	Waste Segregation and Awareness	10409 residents	
6		Sevalaya	Higher Education & Middle School Scholarship Support	797 students	
7		Sportz Village	Sports Talent Scouting and Development	180 Government schools, 5000+ students	
8		Teach For India (TFI)	Infrastructure Support	1750 Government school students	
9		Yuva Unstoppable	Infrastructure Support	390 Government school students, 16 teachers	

Key Highlights for FY23

Partnered with 9 NGOs | Initiated 13 projects | ₹ 16.3 million contribution



Fueled by strong governance

Name	Experience	Qualification
 Adujudi Viswanathan Venkatraman <i>Chairperson & ED</i>	<ul style="list-style-type: none"> • Founder of LatentView Analytics • Several years of experience across IT services, credit analysis and business consulting 	<ul style="list-style-type: none"> • PGDM, IIM Calcutta • B.Tech, IIT Madras
 Pramadwathi Jandhyala <i>Executive Director</i>	<ul style="list-style-type: none"> • Founder of LatentView Analytics • Several years of experience across corporate finance & credit ratings 	<ul style="list-style-type: none"> • PGDM, IIM Calcutta • BE, BITS Pilani
 Dipali Sheth <i>Independent Director</i>	<ul style="list-style-type: none"> • Ex Country head of HR RBS services India • Directorships: UTI AMC, Adani Wilmar, DFM & Centrum 	<ul style="list-style-type: none"> • B.A. (Honours), University of Delhi
 Mukesh Butani <i>Independent Director</i>	<ul style="list-style-type: none"> • Founder of BMR Legal Advocates • Directorships: Dabur India, ABB Power Products & Systems India & BMR Business Solutions 	<ul style="list-style-type: none"> • CA, LL.B. • B.Com. (University of Bombay)
 Raghuttama Rao <i>Independent Director</i>	<ul style="list-style-type: none"> • CEO GDC, IIT Madras • Directorships: Sundaram Finance, Wheels India, Sundaram AMC, TVS Training & Services 	<ul style="list-style-type: none"> • PGDM, IIM Ahmdabad • B.Tech, IIT Madras, CWA
 Reed Cundiff <i>Independent Director</i>	<ul style="list-style-type: none"> • Ex CEO Americas for Kantar • EX GM of Global Insights Microsoft 	<ul style="list-style-type: none"> • BA Wesleyan University



Experience behind the wheel

Name 	Designation 
Rajan Sethuraman	Chief Executive Officer
Krishnan Venkata	Chief Client Officer
Rajan Bala Venkatesan	Chief Financial Officer
Prashant Ramanujan	Chief Growth Officer
Sanjay Annadate	Head - Europe Business
Sumit Mishra	Head - Data Engineering
Annu Baral	Head - Consulting Business



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Thank You

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