



LatentView Analytics Ltd.

Q4 FY 24

Investor Presentation



LatentView

Actionable Insights • Accurate Decisions

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Agenda Items

-  1 Company Overview
-  2 Financial Performance
-  3 Our Growth Strategy
-  4 Investment Rationale
-  5 Responsible Business



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 (Q4 FY24)
INR 1,716
(3.6% growth from Q3 FY 24)



EBITDA
(Q4 FY 24)
23.5%



Passionate Workforce
1200+



Net Promoter Score
38 vs 35



Awards & Recognition



2023-2024



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



service delivery



Gold Data Analytics



SOLUTION PARTNER



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Driving data driven business decisions from last 18 years



- Gopi K Appointed as CEO
 - New Global Delivery Centre in Chennai
 - Established presence in Europe
- 2013-14



- Rajan S. Appointed as CEO
 - Verticalized the Organization
 - Positioned as "Strong Performers" in The Forrester Wave: Customer Analytics Service Provider
- 2019



- Launched ConnectedView Supply chain Value Proposition
 - Set up the Advisory council
 - Crossed 1000 employee mark
- 2022



- Acquired Decision Point
- 2024



- Established Presence in the US
 - 1st Appearance on Deloitte Fast 50
- 2007-200



- Analytics solution provider of the year – Frost & Sullivan
 - Inaugurated global delivery center in Bangalore
- 2017

- Awarded as AI Game Changer by NASSCOM



- Launched growth Accelerators
 - First Analytics Firm to go Public
- 2021



- Value proposition driven business solutioning
- Launched GenAI solutions



- Founded by Adujadi Viswanathan Venkatraman & Pramadwathi Jandhyala CEO



- Commenced business with our first U.S. Client - Microsoft



- Featured in 2016 Technology Fast 500 Asia Pacific by Deloitte



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 Mar 2024



Q4 FY24 Revenue



Expertise across the various industries

Offerings by Industry

Technology



Industrial



Consumer & Retail



Financial Services



Revenue Mix (Q4FY24)

72.4%

10.8%

8.1%

8.7%

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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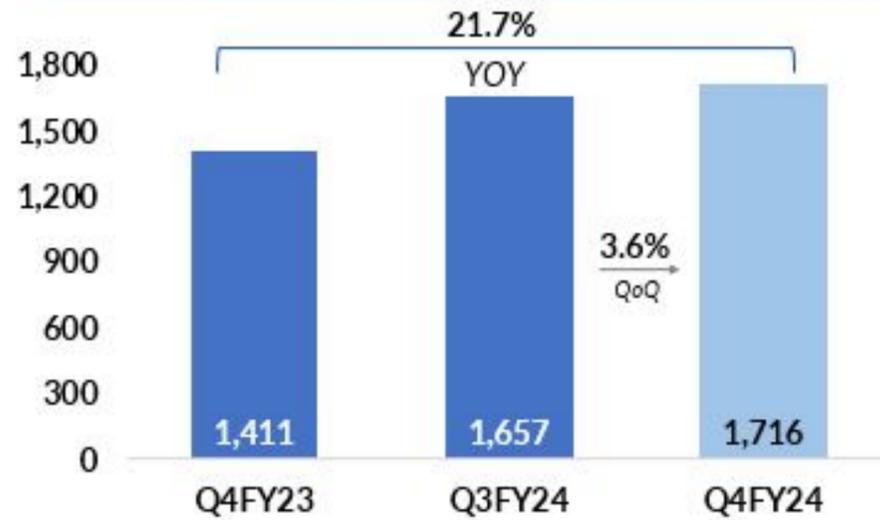
Financial Performance



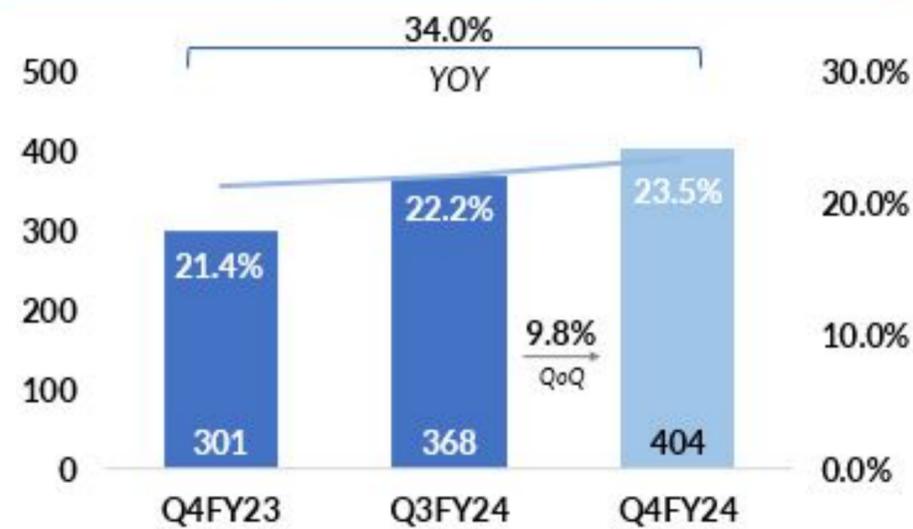
Financial Information

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

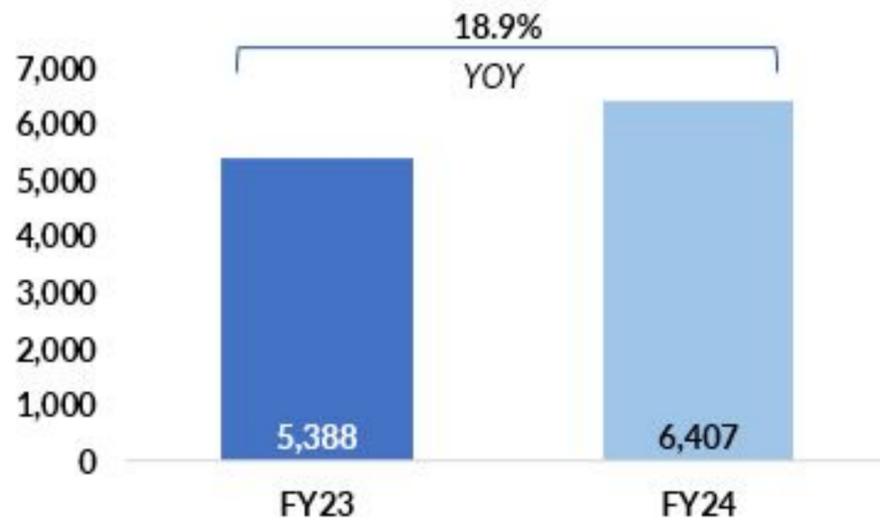
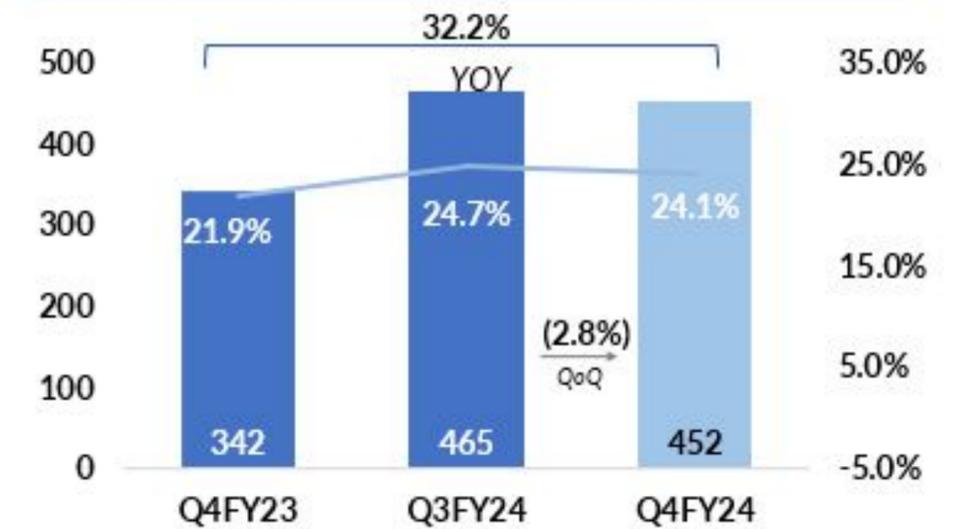
Operating Revenue



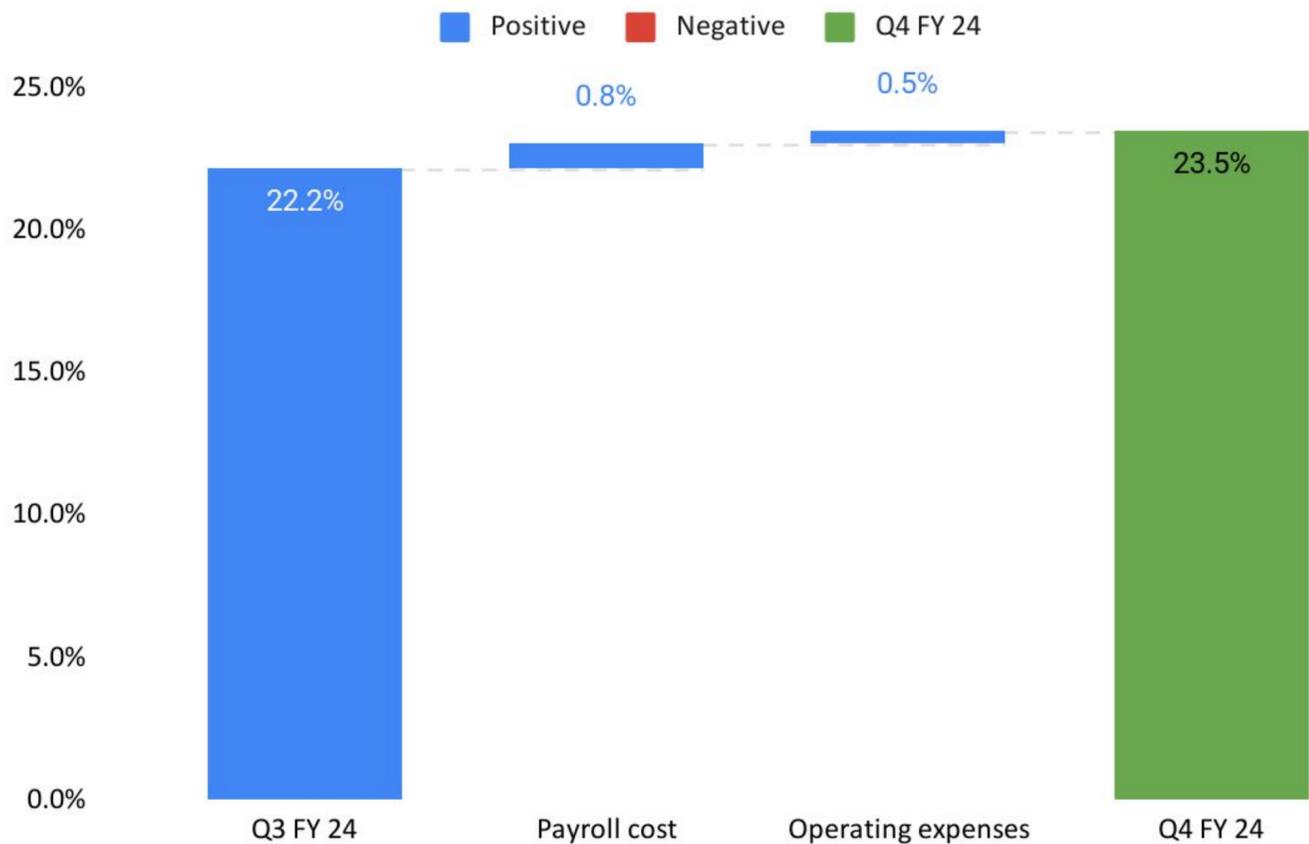
EBITDA & Margin (%)



PAT & Margin (%)



EBITDA Margin Movement : Q3FY24 to Q4FY24



1. Payroll Cost

Improved utilization coupled with rationalization of onsite business development teams

2. Other Expenses

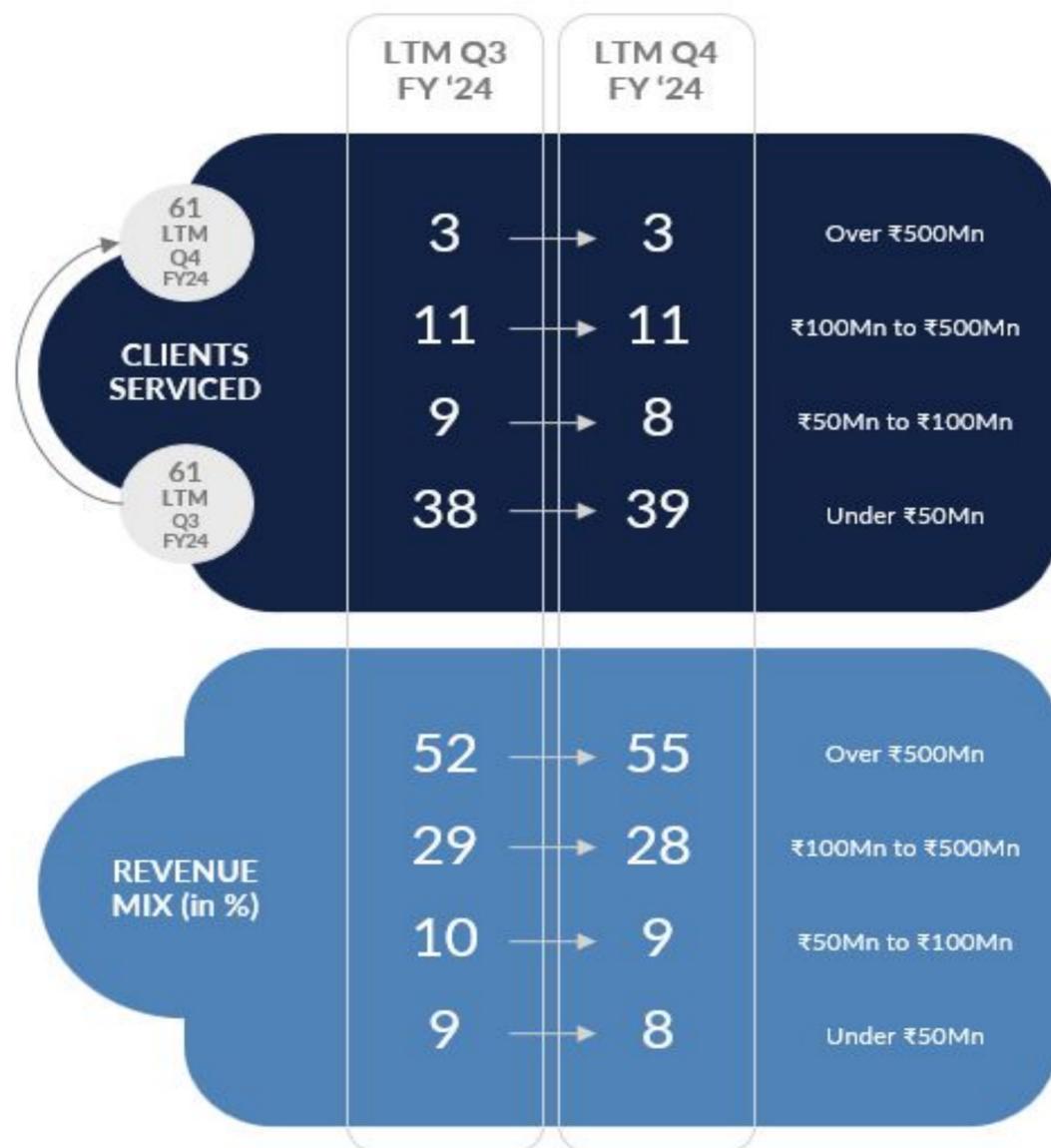
Lower marketing spends in Q4 and higher legal and professional charges incurred in Q3 in relation to acquisition of DecisionPoint Analytics

Consolidated Financial Summary – Q4 and FY24

Key Performance Metrics		Q4 FY 23	Q3 FY 24	Q4 FY 24	Growth YoY	Growth QoQ	FY23	FY 24	Growth
Revenue	Revenue From Operations	1,411	1,657	1,716	21.7%	3.6%	5,388	6,407	18.9%
(₹ Million)	Other Income	150	230	158	5.1%	-31.3%	558	737	32.2%
	Total Income	1,561	1,887	1,875	20.1%	-0.7%	5,945	7,144	20.2%
Margin	EBITDA	301	368	404	34.0%	9.8%	1,451	1,360	-6.2%
(₹ Million)	PBT	423	566	530	25.5%	-6.2%	1,894	1,970	4.0%
	PAT	342	465	452	32.2%	-2.8%	1,554	1,586	2.1%
Margin	EBITDA	21.4%	22.2%	0			26.9%	21.2%	
(%)	PBT	27.1%	30.0%	0			31.9%	27.6%	
	PAT	21.9%	24.7%	0			26.1%	22.2%	
EPS	Basic	1.68	2.27	2	30.8%	-3.0%	7.71	7.73	0.2%
(₹)	Diluted	1.66	2.25	2	31.4%	-3.0%	7.63	7.68	0.6%



Operating Metrics - Q4FY24



Client Concentration		Q3FY24	Q4FY24
Client Concentration	Top 5 Clients	63%	65%
	Top 10 Clients	76%	77%
	Top 20 Clients	90%	91%

Employee Metrics		Q3FY24	Q4FY24
Employees Split by Qualification	Engineers	673	790
	Management Graduates	208	204
	Post Graduates & PhDs	217	216
	Statisticians	14	21
	Others	50	49
	Employees Split by Function	Delivery	946
Sales & Marketing		77	78
Corporate Functions		69	66
Center of Excellence		70	64



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



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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



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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

Examples of success stories with our clients



GenAI Bot

Global Technology Company

Problem : Utilize real-time device data to enhance users' understanding and optimization of their device's performance through natural language. Enable Proactive as well as Reactive Feedback mechanism

Solution: Built LLM powered packaged chatbot application to easily deploy across all client laptops and desktops and supports multi modal user inputs as well.

Impact: ~ Powering 2 Million devices with Gen AI bot & Increases Average Life span by ~1 year providing guidance on optimal system usage.



MigrateMate

Largest Media Retailer

Problem : Accumulating Operational Costs of maintaining Data in On-Prem legacy system (TeraData)

Solution: Built a precise and robust Data Acceleration tool (MigrateMate), with automated Data discovery, Object Creation & Validation components, to effectively migrate the Data to Cloud

Impact: ~ Potential cost savings of \$1M over the year, by reducing the migration time by 75%



Demand Planning & Scheduling

Largest Snack & Beverage Corp

Problem : Product Supply and Scheduling teams track infeasible quantities and available runtime to bridge demand-production gaps. Efficient use of Available Run Time (ART) via timely communication was not tracked

Solution: Built a power Bi powered tool to monitor and track product supply and scheduling.

Impact: ~ ~500M Lbs of Infeasibles made more visible on a weekly basis by linking with ART; ~800K cost savings



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Investment Rationale



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Investment Rationale

Strong financial fundamentals



Strong business model

Cash and Investments

₹ 11,232 Mn (excluding IPO funds) as of March 31 2024

Healthy margin expansion

Q4 FY 24 EBITDA at 23.5%

Sustainable growth

Profitable, double digit growth

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 399 Impactful solutions in FY24

SOURCES OF ADVANTAGE



Pure play data analytics | Supply chain excellence | Long standing relationship with clients | Experienced management team



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Fueled by strong governance

Name	Experience	Qualification
 <p>Adujudi Viswanathan Venkatraman <i>Chairperson & ED</i></p>	<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
 <p>Pramadwathi Jandhyala <i>Executive Director</i></p>	<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
 <p>Dipali Sheth <i>Independent Director</i></p>	<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
 <p>Mukesh Butani <i>Independent Director</i></p>	<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)
 <p>Raghuttama Rao <i>Independent Director</i></p>	<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
 <p>Reed Cundiff <i>Independent Director</i></p>	<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





Thank You

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