



IntraSoft Technologies Limited

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Corp. Office: Suite 301, 145, Rash Behari Avenue, Kolkata - 700 029 Tel: +91-33-2464-3306 Fax: +91-33-2464-6584

CIN No.: L24133MH1996PLC197857

20th July, 2015

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 proposed to be uploaded on the Company's website (www.itlindia.com).

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

July 20, 2015

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 %
Q1 2013-14	23.75	30%
Q1 2014-15	59.78	152%
Q1 2015-16	118.00	97%

Quarterly Revenue Growth of 4x 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
 - Q1 FY2014-15 – Rs. 5.6 Cr.
 - Q1 FY2015-16 – Rs. 4.4 Cr.



123Stores.com

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

- Business Model
 - Online E-Commerce Retail

- Revenues
 - Q1 FY2014-15 – Rs. 54 Cr.
 - Q1 FY2015-16 – Rs. 113 Cr.



123Stores.com: Website

Welcome to 123Stores - The Online Mega Store

Order Status My Account My Cart Checkout OR Log In

123Stores

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](#)

Real Flame Sales - Til 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

123Stores.com: Catalog

- Over 200,000 products for sale on the site.
- Products sourced from over 1300 brands
- Adding 10,000 new products every month
- Top 6 Product Categories by Revenues (Q1 FY2015-16)
 - Furniture, Patio, Lawn & Garden 36%
 - Musical Instruments & Gadgets 17%
 - Home Improvement & Art Crafts 16%
 - Kitchen, Dining & Appliances 13%
 - Sports & Outdoor 07%
 - Toys, Games & Baby 05%

123Stores.com: Operations

- 293,894 orders shipped out in Q1 FY2015-16
 - (116,081 orders Q1 FY2014-15).
- Average Order Value in Q1 FY2015-16 = Rs. 3857
- 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)

Ebay.com

Working since 2011

2nd largest partner in FY2014-15

Alibaba's 11main.com

New Egg

Bestbuy.com

IntraSoft Technologies Ltd

For further information, please contact

Company :

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Investor Relations Advisors :

Strategic Growth Advisors Pvt. Ltd.
CIN - U74140MH2010PTC204285

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