

February 14, 2018

<b>BSE Limited</b> Phiroze Jeejeebhoy Towers, Dalal Street, Fort, Mumbai - 400 001  <b>Company Code No.: 539807</b>	<b>National Stock Exchange of India Limited</b> Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051  <b>Company Symbol: INFIBEAM</b>
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Dear Sir / Madam,

**Sub: Press Release on Unaudited Financial Results for the Quarter ended  
on December 31, 2017**

In compliance of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to enclose a copy of Press Release on Unaudited Financial Results for the Quarter ended on December 31, 2017, issued by the Company.

Request to kindly take the same on your records please.

Thanking you,

Yours faithfully,

**For Infibeam Incorporation Limited**

  
**Shyamal Trivedi**  
**Vice President & Company Secretary**



**Encl.: As above**

**INFIBEAM INCORPORATION LIMITED**

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**CIN: L64203GJ2010PLC061366**



## Press Release

### INFIBEAM REPORTS 146% YEAR-ON-YEAR GROWTH IN NET PROFIT FOR Q3 FY18

#### Announces Interim Maiden Dividend | Network18 to invest in Infibeam

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##### Key Financial Highlights

- Infibeam's BoD in meeting approved interim maiden dividend of 10% driven by strong cash flow from operations
- Infibeam's BoD approved the proposal of Network18's investment in the Company
- Consolidated Q3 FY18 revenue grew 108% year-on-year to INR 2,135 million
- Consolidated Q3 FY18 PAT grew 146% year-on-year to INR 308 million. Stellar growth of Infibeam Web Services Segment led by increased transaction volume & digital Services growth.
- IWS Revenue grew 252% year-on-year from INR 1,415 million.
- IWS EBITDA grew 162% year-on-year to INR 631 Million. EBITDA Margin at 45%

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##### Key Operational Highlights

- Transactions processed on digital platform in Q3 FY18 grew to INR 54.14 billion (5414 crores).
- Number of transactions processed on digital platform in Q3 FY18 were 23.5 million
- IWS retains momentum in growth of merchants. Number of Merchants on the digital platform increased to 88,993 as of 31st Dec 2017; up 35% year-on-year

##### Key Business Updates

- GeM 3.0 launched, running on Infibeam's platform
  - 20 States including Union Territories signed MOU with the centre on GeM as of end of Q3 FY18 from 15 as of end of Q2 FY18
- Avenues India, subsidiary of Infibeam, launched BillAvenue, a unified interoperable online bill payments platform built on the Bharat BillPay (BBP). Since launch:
  - 52 Agent Institutions (AI) on-boarded from a universe of approximately 180 AIs.
  - 0.3 Mn agents of 0.5 Mn on-boarded are live; transactions also being processed
  - Many billers live on BBPS through BillAvenue and several other billers in pipeline are at an advanced stage of integration
- Successfully implemented and launched digital platform [www.fortuneonline.in](http://www.fortuneonline.in) for Adani Wilmar's Fortune, a top foods brand in India.
  - Operational through both the app and web platform, and is integrated with logistics
  - As it's a pilot, the services are currently operational for customers of Ahmedabad and Gandhinagar, and is generating good traction of orders



**Gandhinagar, 14th February 2018:** Infibeam Incorporation Limited (BSE: 539807; NSE: INFIBEAM), today announced its financial result for the quarter ended December 31st, 2017. Infibeam Web Services had another strong quarter driven by strong digital adoption and consumption of our IWS platform up 252% YoY. Significant growth in transaction led services compared to subscription based services largely contributed to the high revenue growth and to rising profitability.

Infibeam e-retail platform or the marketplace business continues to run with optimal use of resources and efficiently managing costs with GST benefits.

In the board meeting held today, 14th February 2018, the Board of Directors approved to pay maiden interim dividend of 10% to its shareholders. The Board of Directors also approved the proposal of Network18 Group, to invest in Infibeam Incorporation Limited.

During the quarter the company has registered significant growth in revenue due to increase in transaction both on digital and payment platform. Government e-Marketplace "GeM" and BillAvenue will further contribute significantly to revenue and business growth. The Company's focus will remain to grow the transaction-based revenue stream by providing more innovative digital solutions to brand and retailers thereby increase revenue per merchant. Synergies between various digital platforms will provide a complete e-commerce eco-system fully integrated with payment gateways, supply chain logistics, data analytics, social media marketing and advertising platforms thus making it a one-stop-shop e-commerce service provider

The Company's consolidated revenue and profits increased significantly during the December 2017 quarter due to increased transaction on Digital Platform and VAS services. IWS segment has grown 252% YoY in Q3 FY18 and generated 45% EBITDA margin. The revenue contribution from IWS Segment has increased to 66% in Q3 FY18 from 39% in Q3 FY17.

**Commenting on the Q3 performance, Vishal Mehta, Managing Director at Infibeam, said:**

*"The transaction-based revenue model that contributes to Service Revenues is a scalable model which is helping the Company earn on every transaction executed on the platform. This is an increasing function of the growth in digital transactions. We will focus on growing transaction services domestically and internationally to benefit from the growing trend of ecommerce. I am excited about the opportunity in GeM as well as Bill Payments space in India where BillAvenue is making a strong headway. We will continue our journey of enhancing our merchant and their customers' experience by building a strong and scalable all-in-one web based online store solution."*



## Consolidated Financial Highlights: Q3 FY18 vs. Q3 FY17

(In millions)	Q3 FY18	Q3 FY17	YoY %
Service Revenue	1,415	402	252%
Product Revenue	720	625	15%
<b>Total Revenue</b>	<b>2,135</b>	<b>1,027</b>	<b>108%</b>
<b>EBITDA</b>	<b>485</b>	<b>212</b>	<b>132%</b>
PBT	349	153	128%
<b>PAT</b>	<b>308</b>	<b>125</b>	<b>146%</b>

Transaction based service revenue being scalable, and Infibeam's focus area, has started contributing higher to Service Revenue compared to Subscription based service revenues.

### Business Segment Highlights:

#### A) Infibeam Web Services (IWS).

As percentage of revenue IWS contribution has increased to 66% in Q3 FY18 from 39% in Q3 FY17. EBITDA margin for IWS in Q3 FY18 was 45%. Transactions processed on digital platform in Q3 FY18 grew to INR 5414 crores.

The Service Segment comprising subscription and transaction revenue model continued to register a very strong growth mainly due to *large number of transactions* flowing through digital platform generating higher transaction revenue. Infibeam's business model is transaction oriented built on the internet which is scalable. The Company's transaction based growth drivers are government contracts, large brands and retailers, marketplace and payments platform.

Infibeam's service revenue from transaction led services accounted for majority of the total IWS revenue the rest being subscription revenue and marks our shift towards growing this revenue as it is scalable.

The Company constantly offers innovative and more value-added services to the merchants to increase revenue per merchant, ensuring growth with profitability from each merchant account. As part of merchant acquisition strategy, the Company efficiently manages the cost without incurring higher operating expenditure. The low-cost operations model is resulting in higher EBITDA, making it one of the most profitable technology based digital marketplace service provider, across the world.

The Company's successful inroads into the International market through prestigious associations with companies and by offering Digital Services .As part of international expansion strategy the Company has entered into agreement with some of the largest channel partners ("aggregators") to establish its business in potential geographies like Middle East and Europe. The Company constantly thrives to improve and innovate its digital services and deepen technology capabilities to offer the best experience to merchants both in India and in International markets.



Infibeam Web Services supports multi-lingual, multi-currency and multi-logistics capabilities. These multiple all-in-one solutions serve as one-stop-shop for merchants looking to build a robust ecommerce platform.

#### **B) Infibeam E- Retail Platform.**

Infibeam's multi-channel and multi-category e-Retail platform, Infibeam.com, continues to run with optimal use of resources and efficiently managing costs with GST benefits and registered revenue of INR 720 Mn. The company had 8.09 million active users at the end of Q3 FY18. The asset light low inventory model significantly saves operational cost and helps to conservatively use cash and register profits rather than burning cash, as is the case with most other online marketplace companies. The combined efforts of operational and logistic efficiency have assisted company in improving the margins.

#### **Key Strategic Initiatives and Business Outlook**

During the quarter, with an aim to accelerate business growth, the Company has under taken several key strategic and business initiatives.

We are leveraging the infinite power of the internet and building a scalable business model by offering services through our complete internet platform for ecommerce industry. In this regard, we executed prestigious projects both in domestic and international market. We have expanded the business portfolio by offering our digital expertise to Government along with brands, retailers, theme parks, educational institutions, travel and hospitality and many more industry verticals. With deep technology understanding within e-commerce domain Infibeam has successfully built a strong experience across businesses of all sizes in India and in International markets.

Some of the key strategic initiatives and the outlook have been briefed below highlighting a great opportunity for us to grow.

#### ➤ **BoD approves the proposal of Network18 Group, to invest in Infibeam**

Network18 Group through its subsidiary company will be making strategic investment in Infibeam. Through this tie-up, Infibeam plans to integrate multiple platforms of Network18 Group assets to build large customer base with its differentiated offerings. This partnership will further strengthen Infibeam's leadership position across the businesses.

Various mutual cooperation strategies will be explored during the course of this partnership specifically in digital space.

Network18 is one of the India's leading media and entertainment conglomerate with interests in television, internet, magazines, mobile content and allied businesses. The group houses strong media brands such as CNBC, News18, ETV, Moneycontrol, Firstpost and more. Television properties of the group reach about 555 million people, while its digital assets reach about 100 million people each month.

#### ➤ **Infibeam has appointed Mr. Vishwas Patel and Dr. Piyush Kumar Sinha as Directors on the Board of the Company**

The new appointments were approved by the Board of Directors of the Company in the meeting held today, 14th February 2018.





Commenting on the appointment, Mr Ajit Mehta, Chairman, Infibeam, said, “We have brought two great minds to our board to steer the company well on its fast track growth mission. Mr. Vishwas Patel has been instrumental in building the digital payments infrastructure in the country and works closely with RBI and the digital payments industry. He is also the Co-Chairman of Payments Council of India, and Dr. Piyush Kumar Sinha brings with him great academic skills with deep expertise in retail consulting and analytics. These experts on our Board will help Infibeam to be pioneer in its business.”

Mr. Vishwas Patel has been appointed as the Executive Director of the Company. Mr. Vishwas Patel founded CCAvenue which is one of India’s leading and most preferred eCommerce services provider in payments. He is also the Co-Chairman of the Payments Council of India. He is an entrepreneur with significant experience in multiple fields including information technology, digital payments and retail. Being an accomplished entrepreneur, he has been the recipient of numerous awards such as Asia-Pacific Information Security Leadership Achievements Award by (ISC)<sup>2</sup>, the non-profit global leader in educating and certifying information security professionals.

Dr. Piyush Kumar Sinha will serve as the independent director on the board. Professor Piyush Kumar Sinha is a faculty in the area of marketing and retailing. He has more than three decades of academic and industry experience. He has taught at leading management schools of India. He has been the Chairperson of the Centre for Retailing at IIMA. Prior to joining IIMA, he was the Dean at MICA. Dr. Sinha has consulted companies in the areas of retail efforts, service management, marketing strategies, and marketing communication. His clients include companies from engineering, software, media, petroleum and retailing. He is working with some of the leading retailing companies in India. The projects include loyalty programmes, enhancing the performance of the outlets and redefining the role of the outlets in the new environments.

- **Infibeam’s Subsidiary, Avenues India, launches BillAvenue - The Future of Bill Payments**

Avenues India, the subsidiary company of Infibeam Incorporation Limited widely known by its flagship brand CCAvenue, launched **BillAvenue, an inter-operable digital bill payments platform**. Built over the Bharat Bill Payment System (BBPS) infrastructure, BillAvenue enables service providers to accept bill payments from customers nation-wide, and also offers easy accessible bill payment facility to customers, both online and offline.

BillAvenue currently covers payments for utility services such as gas, water, electricity, mobile post-paid, DTH and broadband and will be expanded to include several other types of utility payments. It offers an 'anytime, anywhere' bill payment facility via multiple payment modes and channels, with instant confirmation of payment.

As per an RBI estimate, over 30.8 billion bills amounting to INR. 6,223 billion (approximately US\$100 billion) are generated every year in India's top 20 cities alone. BillAvenue was introduced with an aim to address this issue and offer a 'Unified' bill payment platform for customers and billers across the country. Estimated industry transaction size INR 9 Trillion (approximately US\$ 138 billion) #.

Since the launch of BillAvenue -

- 52 Agent Institutions (AI) on-boarded from a universe of approximately 180 AIs
- 0.3 Mn agents of 0.5 Mn on-boarded are live and processing transactions



- Several billers on-boarded and more in the pipeline are at an advanced stage of integration with our systems

- **Infibeam Web Services powers Government e-Marketplace' ("GeM")**

Infibeam along with consortium partner has been selected by the Government of India to design, development, implementation, operation and maintenance the GeM platform. GeM has been envisaged by the Government of India as the National Procurement Portal of India. GeM will offer standardised and enriched catalogue management, powerful search engine, real time price comparison, template-based Bid and RA creation, demand aggregation, e-EMD, e-PBG, user rating, advanced MIS & analytics and more.

As per Manufacturer's Association for Information Technology (MAIT), government procurement accounts for 10 to 15% of GDP for most countries. This is specifically true for India considering the number of government agencies involved. As per government reports the estimated procurement of goods and services by the central and state governments is between INR 5-7 trillion^ (~US\$100 billion) every year.

With the GeM portal, even the smallest entrepreneur is now capable of selling to the government through a completely transparent process. GeM being a technology driven platform is partnering with various technology organisations including NASSCOM.

As this platform almost replicates ecommerce platforms, the government has awarded this contract to Infibeam and its consortium partners as a Managed Service Provider for design, development, implementation, operation and maintenance of GeM.

Some of the notable features of the GeM portal are -

- Market Based generic requirements across all government agencies
- Standardisation of specifications of both products and services enabling empirical price comparability
- Completely transparent transactions across all ranges
- Generic standards established through universal service levels and enablement of cost comparison
- Open and dynamic market place with web-based rating on performance of the user
- Khadi Udyog (~US\$ 6-7 Bn in annual Sales <sup>5</sup>) and Army canteen (~US\$ 2 Bn annual procurement <sup>6</sup>) on-boarded on "GeM" platform
- 20 States including Union Territories signed MOU with the centre on GeM as of end of Q3 FY18 from 15 as of end of Q2 FY18

- **Infibeam's Payments platform, CCAvenue, to benefit from growing digital push & MDR cut**

CCAvenue has grown exponentially recording over 50% annual growth in the last three years. It processed transactions worth INR 54.14 billion in Q3 FY18, INR 144.99 billion in the 9 months ending December 2017 (vs. FY17 annualized at INR 122 billion).

It recently launched the Bharat Bill Payments Systems (BBPS) which will further strengthen its position in the payments for utility where it had negligible presence thus increasing its market share in the Utility segment.



The Government of India, to boost digital transactions/payments, recently announced to bear the Merchant MDR for Debit Cards for transaction below INR 2000 for a period of two years, essentially allowing merchants to retain the full amount of the transaction without paying for availing an online facility to collect payments. We expect an exponential leap in Debit Cards usage which will incrementally add to our revenue.

Digital Payments in India is big opportunity for incumbents like CCAvenue that has a strong network of merchant relationship. 92 of the top 100 performing merchants use CCAvenue as payment processor. CCAvenue offers 240+ payment options in India. The company also has ability to process payment transactions in 27 currencies.

- CCAvenue Net Processing Value (NPV) Growing at 3 year CAGR of 70%+,
- CCAvenue powers more than 100,000 of the ecommerce merchants
- India Digital Payments industry growth estimated to reach US\$ 500 Bn from the current US\$50-60 Bn \*

### **About Infibeam**

Infibeam is a leading e-Commerce enabler offering end-to-end e-Commerce services on the internet to small and large merchants, enterprises and government. We cater to customers across business verticals, and our customers in India include most of the marquee names. Infibeam powers merchants' e-commerce through its Infibeam Web Services including SaaS based ERP platform for building online stores; digital payment services; logistics solution and also offers many value added services on the platform like data analytics, social media marketing, advertisement portals, domain services, among others on a customised (web-based) platform for transitioning and transforming the business effortlessly using technology for enabling business online.

Infibeam also owns and operates a multi-category (mobiles, cameras, computers & accessories, electronics, apparels, grocery, books, and many more) and multi-channel (website, mobile app) online shopping website, called infibeam.com. It allows to list products and conduct purchase and sales online.

### **For more information,**

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Reference: ^ Government of India; \* As per Google BCG Digital Payments 2020; # As per Reserve Bank of India estimates

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