

August 13, 2022

To,

BSE Limited

Department of Corporate Services

Listing Department

P J Towers,

Dalal Street.

Mumbai - 400001

Scrip Code: 542367

National Stock Exchange of India Limited

Listing Department

Exchange Plaza

Plot no. C/1, G Block,

Bandra-Kurla Complex,

Bandra (E), Mumbai - 400051

Scrip Symbol: XELPMOC

Dear Sir/Madam,

Sub: Investor Presentation

In accordance with Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a presentation to analysts / investors on the financial performance of the Company for Unaudited Financial Results of the Company for the 1st quarter ended June 30, 2022.

We request you to take the same on record.

Thanking you,

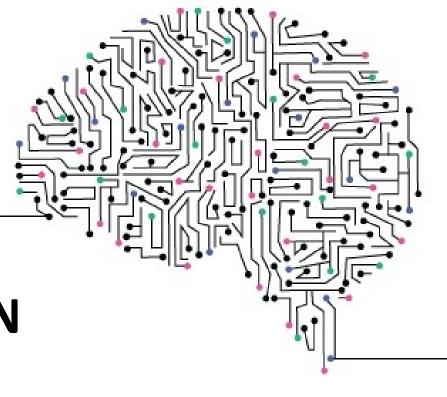
Yours faithfully,

For Xelpmoc Design and Tech Limited

Vaishali Kondbhar Company Secretary

Hondhas

Encl: as above





Xelpmoc Design & Tech Ltd.

August 13, 2022

INVESTOR
PRESENTATION
Q1 FY23



Artificial Intelligence & Machine Learning Capabilities

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About Xelpmoc Design and Tech



- Incorporated in September 2015, by **Sandipan Chattopadhyay**, Xelpmoc is engaged in providing professional and technical consulting services with focus on product development, data science and analytics
- Caters to e-commerce, transportation & logistics, recruitment, financial services, social networking, education and various other industries in India, Europe, South East Asia and USA



2015 2017 2019 2020 2021-22

- Incorporated as 'Xelpmoc Design and Tech Pvt Ltd' at Bengaluru
- First Technology Services
 Agreement entered into with
 Fortigo Network Logistics
 Private Limited
- Entered into a Joint Venture Agreement with Fortigo Network Logistics Pvt. Ltd.
- First Agreement for rendering services with a government organization
- Company got listed on BSE and NSE
- Woovly becomes 5th Xelpmoc company to get institutional funding
- Company achieved stated ambition of turning break even
- Incorporation of wholly owned foreign subsidiary
- Newport Asia invests 5% in Xelpmoc
- Hyderabad branch opens



Distinguished Board of Directors

















Name	Designation	Experience (years)	Functional Areas	
Tushar Trivedi	Chairman (Independent and Non-Executive Director)	34	Banking, Business Process Transformation, Industrial Manufacturing	
Sandipan Chattopadhyay	Founder, Managing Director & CEO	24	Technology, Strategy, Planning, Startup Development, New Initiatives	
Srinivas Koora	Founder, Wholetime Director, CFO	23	Finance, Accounts, Investor Relations, Fund Raising, Tax Compliance	
Jaison Jose	Whole Time Director	17	Human Resource Services, Business Development and Operations	
Premal Mehta	Independent, Non Executive Director	35	Financial Advisory	
Pranjal Sharma	Non Executive, Non Independent Director	28	Leadership positions in Media organisations	
Karishma Bhalla	Independent, Non-Executive Director	16	Consulting in Technology, Media & Telecom sector	



Senior Management with Focus



Name	Designation	Experience (years)	Functional Areas		
Sandipan Chattopadhyay	Founder, Managing Director & CEO	24	Technology, Strategy, Planning, Startup Development, New Initiatives		
Srinivas Koora	Founder, Wholetime Director, CFO	23	Finance, Accounts, Investor Relations, Fund Raising, Tax Compliance		
Jaison Jose	Whole Time Director	17	Human Resource Services, Business Development and Operations		
Madhu Poomalil	Group President, Strategic Initiatives	31	Local & International Business Expansion		
Srinivas Kollipara	Group President, Startup Ventures	31	Startup opportunities and scale		
Vishal Chaddha	Chief Venture Partner	26	Product Market Fit, GTM strategy, Sales and business development, Alliances, Client relations and government relations		
Ajay Pandey	CTO, Technology	20	Platform development, Testing, Deployment, Maintenance, Data science		



Senior Management with Focus









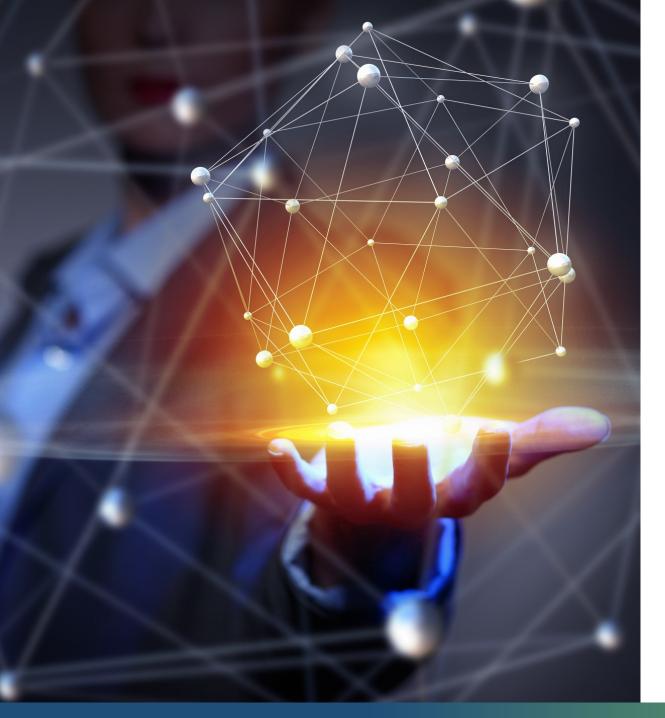


Name	Designation	Experience (years)	Functional Areas		
Naushad Vali	Senior Tech Advisor	17	Solution and system architecture, Algorithm design		
Sambit Mukherjee	VP Data Science	11	Spatial data science, Analytics		
Poovannan Sivalingam	Chief Technical Architect	30	Product & Technology Leadership, General Management		
Suvradeep Saha	VP Product & Growth	16	Digital Transformation Generalist, Products – Enterprise, Government		





Focused on building the next generation of technology in **Artificial Intelligence** & **Machine Learning** Space, with a keen interest in Natural Language Processing & **Data Analytics**. We work with governments, businesses, individuals & startups and help them take advantage of their data as Technology Partners & Consultants







Understanding intention of what is to be built & **problem recognition**.

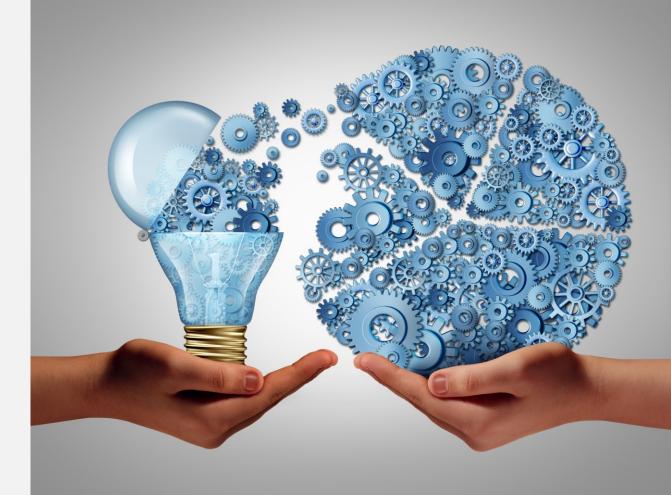


Comprehensive study on the data being utilised to **recognise statistical patterns**



Highlight points of data collection, quality & type of data to then derive the **Machine Learning Model**







Understanding intention to be built with the systems & applications



Comprehensive study on the existing system to study data being utilised

Highlight points of data collection, quality & type of data

Build a prototype to test hypothesis on a model data set

Using the latest technologies and internal libraries in ML & AI to build a modular application to run on existing architecture

Collate findings and tweak with a selflearning engine for continuous growth

Xelp Products







- An Al engine powered by Natural Language
 Processing
- Uses OCR (Optical Character Recognition) to convert documents into machine readable formats
- Initial rules based on existing playbook inputted into the engine, followed by extensive training on contextual matching and reinforced learning.
- Plug-in tool able to highlight differences of varying degree (RAG)
- With a feedback mechanism in place, the AI engine continues to learn and is able to handle more complex cases

Intelligent Document Management System





ONBOARD DATA

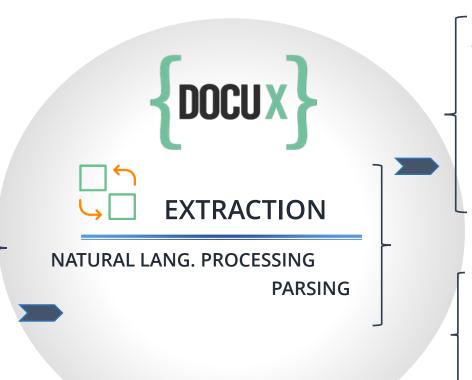
CREATE USERS ONBOARD CLIENTS



SINGLE LEVEL **MULTI LEVEL**

DATA MODEL

CREATE YOUR OWN MODIFY EXISTING



TRAINING

TEST EFFICIENCY

TRAIN DATAMODEL (ML)

WORKFLOW

MULTILEVEL QUALITY BULK ASSIGNMENTS AUTO PULL FROM QUEUE



DASHBOARD

STRATEGIC & ANALYTICAL **CUSTOMIZED WIDGETS**



REPORTS

ONE TOUCH REPORTS SCHEDULE CUSTOMIZED MAILERS









Xelp Products







- A state of the art and modular ERP system for restaurants currently being piloted with the largest listed restaurant organization. It is aimed at:
- ✓ Stakeholders: Identifying, evaluating, informing, influencing individuals, groups affected by or influencing the project
- ✓ Business Benefits: Estimating, measuring, and monitoring benefits to be derived from the project. Benefits must be understood in the context of the expected outcome and the associated costs
- ✓ Schedule: Controlling the production and acceptance of project services and deliverables, and ensuring their provision to specified performance and acceptance requirements
- ✓ Team: Identifying and mobilizing people required, and maintaining appropriate collaboration among resources required to successfully complete the project
- ✓ Scope: Agreeing to, maintaining and amending the boundaries of the project through mutual consultation with the stakeholders
- ✓ Risks: Identifying risks and issues, evaluating them, and developing avoidance, mitigation, and resolution measures to counteract the same

Why Small and Medium-size Enterprises Should Use

ERP Software

(Enterprise Resource Planning Software)

The ability to close a month, including all financial statements, promotes efficiency and cost savings in the back office.



Best-in-Class companie (Top 20%) are able to close in 3.1 days, compared to 5 days fo Average companies & 8.7 days for Laggards (Bottom 30%) of companies surveyed.

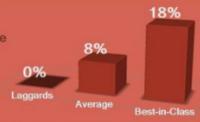


Delivering to customers on-time is paramount to retaining customers.



into both supply and demand, allowing Best-in-Class companies to meet customer delivery requirements 96% of th time. Thereby retaining more satisfied customers.

THE RESULT: For companies with ERP, the increase in profitability for the Top 20% is more than twice that of Average companies, with Laggards exhibiting no change in profitability.







What can an ERP do?

Enterprise-wide integration: Business processes are integrated end to end across departments and business units. For example, a new order automatically initiates a credit check, queries product availability, and updates the distribution and delivery schedule.

Real time operations: Since the processes in the example above occur within a few seconds of order receipt, issues are identified quickly, giving the seller or the management more time to correct the situation.

A common database: A common database was one of the initial advantages of the ERP. It allowed data to be defined once for the enterprise with every department using the same definition.

Consistent look and feel: Early ERP vendors realised that software with a consistent user interface reduces training costs and appears more professional.

Concepts in the Making



FAQs to Chatbot

Experimental concept to turn FAQs of a product or a service to an interactive Chatbot.

Sensitive Content Detection

Understanding different entities within text to help highlight information that is sensitive in nature. Upon identifying information that is sensitive in nature, the tool will anonymise it to protect and avoid a breach of data.

Email Analysis Tool

Predicts the buying pattern, social behaviour, sentiment, job preference and more, by understanding the context from user's inbox.

Conversational Commerce

A chatbot that handles customer queries and learns user preferences to help sell and promote the business through customer interaction and feedback

Intelligent Dialogue Tree

The chatbot that initiating the hiring process and acts as an intermediary between employer and the interested candidate reviews the candidate's profile on various platforms to calculate and add to their overall score and then schedules a mutually agreeable date for the interview if they score high





Freight exchange facilitator for the trucking ecosystem in India.

Sector: Transportation

4TIGO is a common technology platform that has something for every participant in the trucking ecosystem – the fleet owner, truck driver, transporter, transport company, consigner and consignee.

Network members manage the **entire** goods transportation lifecycle on the platform, enabling a quantum leap in **productivity**, **efficiency & customer service**.

Features include a comprehensive fleet management system, supply- demand matching of trucks, online bidding and contracting complete contract management.

With a highly intuitive user interface, a truck driver, **anywhere** in India, can find a load and be on his way. All in just three clicks.



Al-based Personal assistance.

Sector: Voice Technology

Mihup is an artificial intelligence powered mobile assistant for Human- to-Machine, Machine-to-Machine, Machine-to-Human and Human-to- Human interaction.

A digital personal assistant, with local language voice recognition that functions offline, Mihup understands user mannerisms **in their local language**, identifies English script queries of **any regional language** and offers **SMS based assistance**.

At its core, Mihup aspires to be a protocol of conversation, and aims to sit between Human or Machine actors, removing personal biases or specific terminologies, to aid communication





Talent acquisition - engaged and simplified.

Sector: HRTech

SnapHunt is a Singapore based venture that focuses on the South East Asian talent market.

With a proprietary matching algorithm that matches candidates to prospective employers by leveraging over 20 years of Human Resource expertise, SnapHunt aims to provide an enterprise class recruiting solution that enables candidates to express themselves.



Woovly is an Al-driven social engagement platform that recognizes and rewards individuals for brand loyalty. With Woovly, users can promote their Makeup, Skincare & Cosmetic favorites, shop influencers' skincare routines & makeup looks, watch top video reviews & recommendations, earn loyalty points, and brand collaborations — all from one platform.

Xelp created a system that **condenses large amounts of information into digestible bites**, using Natural Language Processing (NLP) algorithms to improve the efficiency of information delivered.

Xelpmoc's patented technology uses **artificial intelligence**, usergenerated content and **engagement algorithms** to create a unique direct-to-consumer channel, resulting in extraordinary and unprecedented consumer insights. Xelpmoc's Al **auto-detects products**, tags the brand and directs shoppers to the brand. This allows individuals to **monetize** their influence while brands simultaneously support authentic advocates.





Leadstart Publishing is a **leading publishing house** from India with a focus on both creative and progressive. The PENCIL platform from Leadstart features distinguished authors and writing from across the globe.

Leadstart envisions to setup an environment for writers which can run on semi auto mode. A journey which can start from diary of a writer and end up in published printed book, all handled by same platform.

Xelp is engaged with Leadstart with a vision to create a digital platform which can **help new writers**. It is being developed with a capacity of uploading script of a book, design cover page, get edited and be published on all **available on digital platforms** (like kindle).

Additionally these books can be **printed on the fly** when the order is placed. Technology to get a real time feedback from the readers and pushing the corrections back to the system, makes this platform more **reliable and unique**.



The Star in me is a **Networking, Branding and Guidance platform for Women** of today.

Users can experience this platform by:

- · Creating their best digital identity
- Inviting and connecting with like-minded professionals
- Joining Networking Communities of choice
- Building their own specialized networks
- Reaching out to quides for immediate career-advice
- Sharing valuable advice with others
- **Drawing inspiration** from women achievers

Xelp's **AI algorithm** will help decide which mentor or coach best suits a user for their career growth. Xelp plans to **push an ML piece** which analyses user behaviour and **recommend sessions and events** for her to participate, and become a **quality platform** for those seeking best fit mentorship.





Slate has a long term vision to **enable SMEs maximize their free cash flows** through **real-time, actionable AI inputs** to improve capital efficiency by extracting & analyzing data throughout the **procurement, invoicing, payables and receivables cycle.**

This vision will be achieved through a self-sufficient cash flow and accounts management platform for micro-entrepreneurs, who do not need full-time accountants.

Slate has **immediate focus** on 15 mn Gig-economy Workers; 150K Small Franchisees, 50K Young Startups, Independent Advisors & Home Entrepreneurs

Xelp Plan to achieve Slate's Dashboard Vision

- Real-time and most accurate view of cash flow status
- Day-wise future projection of cash flow position based on historical data on accounts payables/receivables, seasonality and other factors
- Credit rating based on historical data, sales concentration, sector attractiveness, etc
- Recommended actions to manage cash, such as, investment in liquid funds, paying via low cost commercial/personal credit cards, early payment incentives, etc
- Recommended sources to avail credit



AgeBold is a **fitness experience customized for users.** Users can avail this health guidance digitally, from the comfort of their home.

AgeBold provides **strategic guidance b**ased on the feedback given by users. The program focuses on improving **balance**, **strength and mobility** keeping in mind users' physical ability and improvement goal.

Data analytics plays a very important role here. Once user is engaged in any one of the programs the platform analyses all attributes of user's involvement and performance which helps the software to **predict his/her future health issues. Dashboards and reports** associated with this analysed data gives a complete picture of current health status.





Traydstream offers fast, comprehensive automated document processing for global trade finance

Traydstream digitises Documentary Trade (LCs & Collections) and supporting documents to automate scrutiny, clause matching, rules and compliance checking process. This helps banks and exporters to automate their trade finance documentation process, using machine learning.

The **challenges faced** by Traydstream were a big TAT for LC process fulfilment, long running disputes with large amount, document security as storage in a single repository and lack of automation and sporadic follow ups

Xelp's Solution:

An **integrated Hyperledger blockchain**, along with IPFS, solution to store and monitor letter of credit documents and transactions. Solution would allow primary and secondary members to **connect via the blockchain** so that they may create letter of credit document transactions on the blockchain and store associated documents in IPFS.

As a result of the above solution, **expected TAT for the Letter of credit generation and distribution** will be better multifold.



India's first children's lifestyle website

Kids Stop Press (KSP) is India's first and best **children's lifestyle and parenting website** and has its pulse on everything today's parents want to know.

KSP **offers a consolidated platform** that caters to Indian parents raising kids in a landscape that is physically, culturally and socially very different from Western countries.

It **connects** parents to brands, services, and events for children from across the country helping parents **make informed choices** through its online platform.

Tech Deployment in Education Sector



QFX

(In Progress)

An LMS Platform for one of the **leading education institutions** providing young students with a healthy environment to **nurture themselves** cognitively, intellectually, artistically and athletically; along with **imbibing moral and cultural values**.

Unprecedented disruption in day-to-day work due to Covid19 measures and government imposed restrictions have led to students missing out on regular classes and **falling behind** on curriculum.

Apart from **online platform needs** for teaching, assessment etc., there were challenges in getting teachers updated with **new tooling and methodology. Time-overlap of exams** and new admissions further exacerbated the situation.

Xelp Solution:

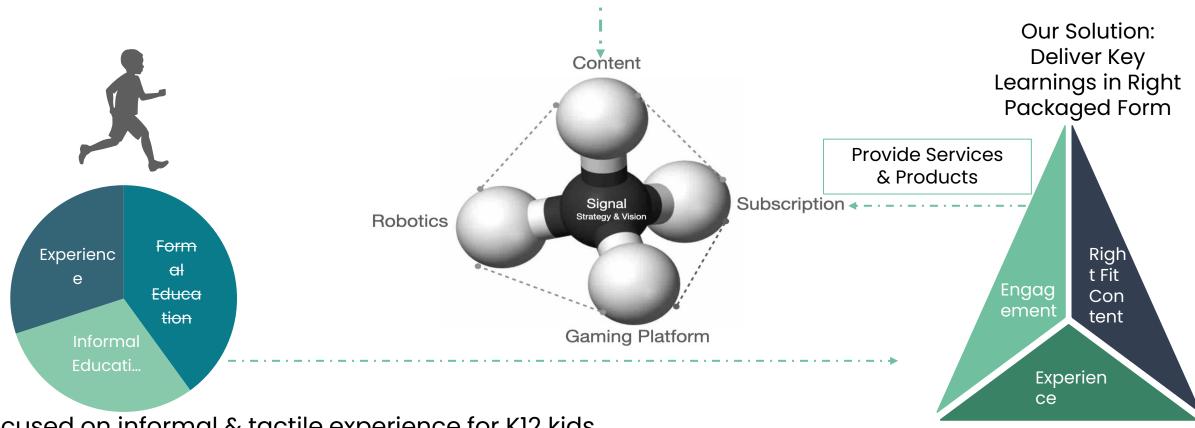
An intuitive integrated solution, with substantial automation and turnkey considerations, to quickly transform the laborious day-to-day engagement for both- teachers and students into convenient & enjoyable collaboration. On top of online classroom, assessments etc. Xelp is also engaged in devising a long term enhanced IP for a scalable, unified, EduTech Platform which can cater to on premise, online and blended modes of learning addressing the education and growth needs of all categories of people right from K-12 up to working professionals in a smooth, easy and seamless environment.

Signal: Edutainment Services





Xelpmoc has invested in Signal, the Edutainment Services Holdco

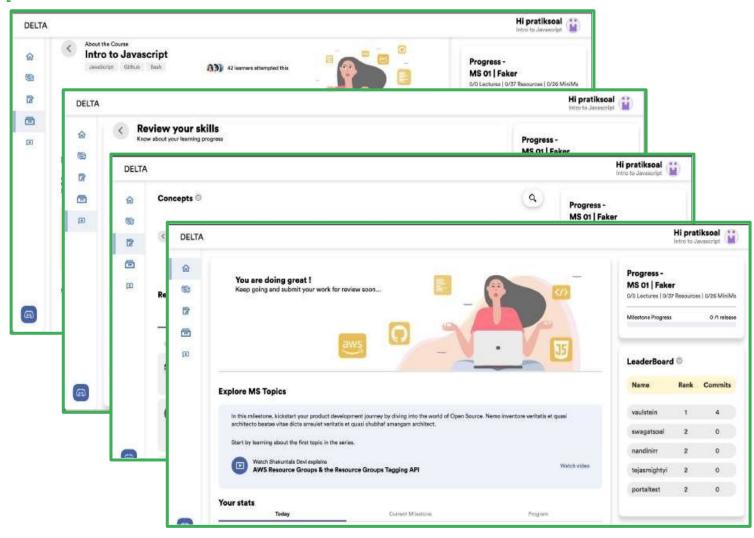


Focused on informal & tactile experience for K12 kids

SOAL: Kickstarting Engineering & Design Careers



WITH A STRONG PRODUCT AT THE CORE OF EVERYTHING HAPPENING AT SOAL



Accelerated Learning Edutech Pvt Ltd/ School of Accelerated Learning (SOAL) DELTA- the brain behind SOAL

DFITA:

- Enabling learners to track their learning
- Integrated with GitHub, Discord, Zoom, Blockchain wallets
- Platform to connect learners with mentors and prospective recruiters

One stop destination for learners to:

- Learn employable skills
- Build industry relevant products & projects
- Attend live sessions
- Attempt code and design challenges
- Build Milestone products
- Review their work
- Track their progress

Value of Portfolio



	Xelpmoc's investment (Rs in '000)				
Company name	Cost of investment (Rs in '000)	Fair value as at June 30, 2022	Fair value as at June 30, 2021		
Investments					
Fortigo Network Logistic Pvt Ltd	11.11	226,288.10	216,140.40		
Mihup Communication Pvt Ltd Mihup	6,080.82	224,130.79	118,549.71		
Snaphunt Pte Ltd Snaphunt	615.37	45,192.44	46,267.18		
Inqube Innoventures Pvt Ltd inQube	9,298.51	4,457.69	4,455.03		
PHI Robotics Research Pvt Ltd	2,505.00	318.19	982.30		
KidsStopPress Media Ltd	9,044.13	9,388.25	9,051.82		
Rype Fintech Pvt Ltd slate.ac <	5,892.92	19,352.15	3,245.66		
Woovly India Pvt Ltd WOOVLY	572.03	51,319.42	51,207.90		
Graphixstory Pvt Ltd	409.50	409.50	409.50		
One Point Six Technologies Pvt Ltd @ pencil	22,678.11	24,378.90	14,147.72		
Femmevista Technologies Pvt Ltd The starin me)	1,223.00	14,377.83	9,244.08		
Catailyst Inc	293.45	283.20	117.38		
Signal Analytics Pvt Ltd	1,000.00	1,000.00	1,000.00		
Learning Hats Pte. Ltd.	272.48	251.71	272.48		
NaikTech XP Pvt Ltd	241.52	247.54	241.52		
First Sense Technologies Pvt Ltd	161.55	161.55	_		
Graposs Edutech Pvt Ltd	1,999.79	2,005.28	_		
Xelpmoc Design & Tech UK Ltd	7,354.67	7,354.67	_		
Total	69,653.96	630,917.21	475,332.68		

Value of Portfolio



Xelpmoc UK 7.4 | 100%



0.4 | NA

Graposs Edutech

2.0 | 2%

xelp

Total Operating Revenue Q1FY23 ₹ 32.1 mn

Signal Analytics

1.0 | 92.0%

inQube

First Sense

Technologies

0.2 | NA

4.5 | 5.8%

WOOVLY

51.3 | 13.7%



224.1 | 10.4%



0.3 | NA

₩

0.3 | 1.6%



PRESS

9.4 | 15.0%



14.4 | 7.2%

slate.ac 19.4 | 7.2%

Represents value of investment in ₹ mn as at June 30, 2022

Approx. Diluted shareholding % NA: Preference share holding





Continue to expand the start-up deployment through following investments in Q1FY 23:

- □ Signal Analytics Private Limited ("Signal"), a majority owned subsidiary, invested in **Soultrax Studios Private Limited** ("Soultrax"), which is engaged in content creation. Signal now holds 54.57% in Soultrax. Both businesses are expected to work together and develop synergies.
- ☐ **First Sense Technologies**: Investment in visual intelligence platform using distributed edge Al for automated classroom feedback
- □ Investment in **Xperience India Private Limited** which will be engaged in business of tourism with the help of technologies to be developed related to travel and tourism sector. Xelpmoc will hold 43% of the proposed SPV, post subscription of shares
- □ Investment in **Accelerated Learning Edutech Private Limited (ALEPL)**. ALEPL runs School of Accelerated Learning (SOAL), an upskilling startup that designs and runs cohort based courses which help students kickstart their careers in Engineering and Design irrespective of their background or privilege

Key Highlights in Q1FY 23



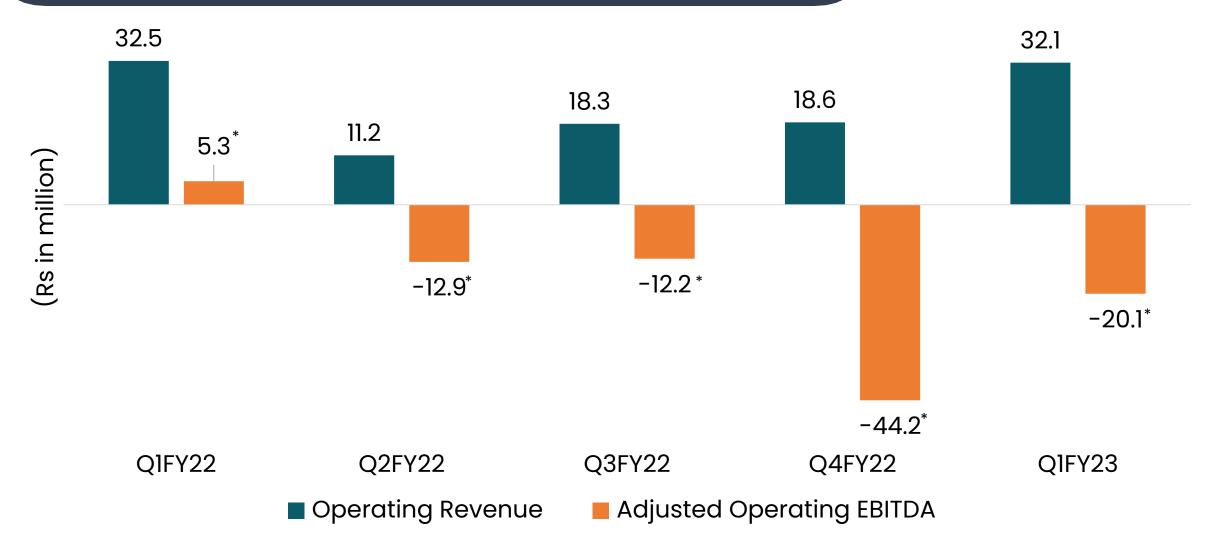
Business & Financial Highlights:

☐ Financials:

- ✓ Generated operating revenue of Rs 32.1 million
- ✓ Diversified Revenue Mix: Corporates-40%, Government 31% and Startups 29%
- ✓ Portfolio value of investments increased from Rs 475.3 million on June 30, 2021 to Rs 630.9 million on June 30, 2022







^{*} Adjusted Operating EBITDA is after excluding ESOP expenses of Rs. 22.9 million, Rs 23.2 million, Rs 21.4 million, Rs 14.9 million and Rs 20.1 million during the Q1FY22, Q2FY22, Q3FY22, Q4FY22 and Q1FY23 respectively

Consolidated Financials



(Rs in million)	Q1′23	Q4′22	QoQ %	FY22	FY21	YoY%
Revenue from Operations	32.1	18.6	72.8%	80.5	140.5	(42.7)%
Other Income	1.3	4.2	(68.7)%	12.7	11.4	11.3%
Total Income	33.4	22.7	46.7%	93.2	151.9	(38.6)%
Adjusted Operating EBITDA	(20.1)*	(44.2)*	NA	(63.9)*	46.0 *	NA
% of Operating Revenue	NA	NA	NA	NA	32.7%*	NA
PAT	(39.4)	(49.5)	NA	(128.3)*	40.8	NA
% of Total Revenue	NA	NA	NA	NA	26.9%	NA

The fair value of our investments in our clients as on June 30, 2022 stands at approximately Rs 630.9 million

^{*} Adjusted Operating EBITDA is after excluding ESOP expenses of Rs 20.1 million, 14.9 mn , Rs 82.4 mn and Rs 10.4 mn in Q1FY23, Q4FY22, FY22 and FY21 respectively

Way Forward



- ☐ Continue to focus our energies on promising portfolio companies (Eg: EduTech Ventures, Health Care, Fortigo, Mihup and Slate) and investing our best efforts in those
- ☐ Focus on education sector with a multitude of opportunities that have arisen. We see some good growth opportunities in this space

Investment Rationale





Differentiated technology services play with high focus on Data Science, AI and ML



Ability to identify unique business models and partner with the entrepreneurs to bring their idea to fruition



Focused on driving value to shareholders than a consistent traditional growth story



Key investments in companies have already scaled up to a substantial level



Strong management with senior high caliber technology professionals

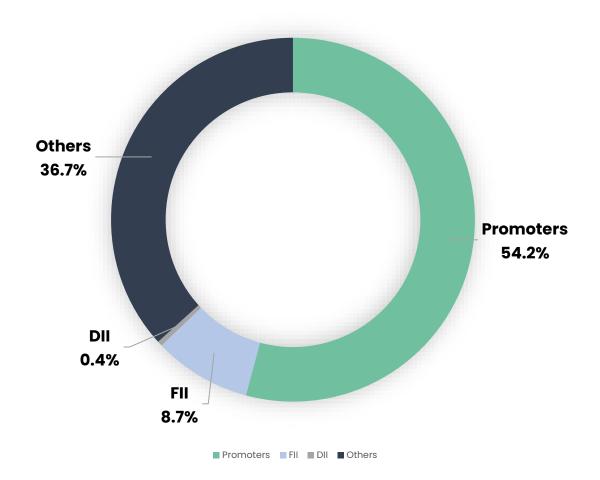


Vision is to partner and grow with start-ups while selectively working on traditional projects that excite the high technology DNA of the company

Shareholding Pattern



Shareholding as on June 30, 2022 (%)



As on June 30, 2022

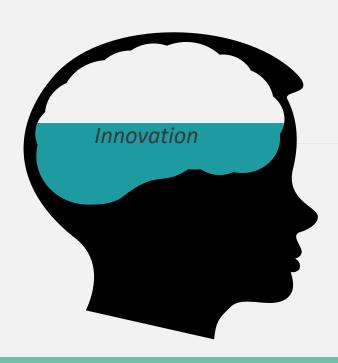
Top Institutions				
Institution	%			
Newport Asia Group	4.97%			
University of Notre Dame Du Lac	1.75%			
GP Emerging Market Strategies LP	0.70%			
The Ram Fund LP	0.50%			
Franklin India Technology Fund	0.44%			



Corporate Governance- Foundation of our Values

- Non- Executive Chairman
- ☐ Internal Audit performed by an external firm
- Audit committee comprises of 75% Independent Directors
- ☐ Formal dividend policy in place
- Whistle blower mechanism in place
- ☐ Proactive on all disclosures to Stock Exchanges





Thank you!

For more information, please contact:

Mr. Srinivas Koora

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