Date: 27.05.2024

To,

The Manager
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, C/1, G Block,
Bandra - Kurla Complex,
Bandra (East) Mumbai -400051

SYMBOL: ENSER

Dear Sir/Madam,

Subject: Investor Presentation May 24 & Earning update FY24

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a copy of the detailed presentation titled **"Investor Presentation, May 24"** for your records and dissemination at your official website.

A copy of the same will also be uploaded on the Company's website www.enser.co.in.

You are requested to kindly take the same on your record.

Thank you,

Yours faithfully,

For Enser Communications Limited
(formerly known as Enser Communications Private Limited)

Muskan
Company Secretary & Compliance Officer

![enser logo](www.enser.co.in)

Enser Communications Limited
Investor Presentation, May 24

Who we are?

Enser Communications is an emerging player of Business Process Management (BPM) Industry, offering cutting-edge solutions designed to enhance customer experience and drive operational excellence.

16 Founded in 2008
glorious years of customer satisfaction

Enser's
Business in brief

Enser helps its clients manage their Customer Life cycle using its Business Process Management Platform. Enser facilitate rich consumer engagement and understanding by crafting end to-end consumer interaction solutions that are flexible and customized to deliver for our client's business objectives.

Enser's BPM Tech enabled platform integrates with voice, chat, email, IVRS, and other social media engagements for customer acquisition as well as customer service strategies, specializing in Client Interaction Management, known for delivering excellence in services across the clients, and industries it serves.

Hello!

THIS IS WHAT WE DO FOR OUR CLIENTS

The company boasts a tech-savvy platform that unifies communication channels for customer engagement and service strategies, with a focus on Client Interaction Management and Customer Lifecycle Management. With a robust workforce and multiple Service Units

Customer Acquisition	Customer Services	IT Infra Management	Client Data Management

Enser's Core Values, Mission, and Vision Statement

Mission

To become the preferred partner for all its customers and support them with the best possible solutions with a cost effective and scalable business model.

Vision

To be amongst the top 10 IT/ITES Focused Company in next 5 years, recognized for our transformative solutions, exceptional service delivery, and enduring partnerships.

- ✓ Integrity
- ✓ Excellence
- ✓ Diversity
- ✓ Innovation
- ✓ Collaboration

Enser Presence

Gurugram
Service Unit-1 | Sector-18
Service Unit-2 | Sector-20
Service Unit-3 | Sector 18

Mumbai
Service Unit-1 | Turbhe
Service Unit-2 | Airoli

Bengaluru
Service Unit-1 | BMTC Complex

Expanding across Geographies
Proposed Domestic Location | Hyderabad
Proposed Offshore Locations | Dubai, Philippines

Industry
wherein we Operate

We are part of India's Business Process 'Management (BPM) Industry, one of the India's most important economic drivers.

The Indian BPM industry/IT-enabled Services has grown multi-fold in revenue and landscape includes a vibrant ecosystem of pure play BPM firms, IT Services firms with BPM capability, and other niche firms in specific areas like analytics, legal services etc. and vertical specific offerings.

India accounts for 36% of the global outsourced Business Process Management (BPM) market. Over 500 Indian BPM companies totaled $23 billion in exports within the past decade. Revenue for the Indian BPM sector is expected to grow to $65 billion by 2025.

BPM
Industry Overview

Growth rate of +7% CAGR
BPM industry size is growing, expected to reach a value of USD 4.78 Bn by 2026

7.8% GDP Contribution
India's largest Private Sector employer Industry, having employed 3.9 Mn

India's IT BPM Industry amounts to ~55% of Global Outsourcing Market

India
hub of skilled manpower
India is home to ~4.14 Mn IT_BPM Professionals

3rd largest
Unicorn hub globally
with a total valuation of +USD168 Bn.

Global Tech spend at $ 3.65 Tn
India has 1.23 Bn mobile phones and 7,705 Mn internet users. Data consumption in India is among the highest and cheapest in the world.

Evolution of BPM Industry

Stage 3: Growth and Innovation
(The future)
- Finding new sources of value
- Data led solution
- Driven by hard-to-find skills
- Scoped by enterprise-level data flows
- Technology as a competitive differentiator
- Performance and value driven pricing
- Supplier as ecosystem orchestrator

Stage 2: Business Outcomes
(2010 till today)
- Better business outcomes
- Digital led solution
- Driven by process expertise
- End-to-end process scope
- Hybrid of effort and performance pricing
- Business Partner relationship

Stage 1: Cost
(Till 2010)
- Cost savings & efficiency
- Offshore led solution
- Functional activity scope
- Enabling technology
- Effort-based pricing
- Client – vendor relationship

Business Services Value Proposition

Business Services Market maturity

Source: HFS Research in partnership with NASSCOM, 2022

HFS | NASSCOM®

Growth Drivers of BPM Industry

Technological Advancements
Continuous innovations and advancements in technology, like cloud computing, artificial intelligence, machine learning, Internet of Things (IoT), blockchain, big data analytics etc. shall be the major drivers of growth

Increased Connectivity
Deeper proliferation of mobile devices, availability of high-speed internet, and the expansion of wireless networks across the geographies are leading towards never-before connectivity globally.

Globalization
Companies collaborating and competing on a global scale, outsourcing, offshoring, skilled IT professionals availability around the world, enabling cost-effective and efficient delivery of IT services and solutions.

Digital Transformation
Businesses across various industries are undergoing digital transformation to adapt to changing consumer preferences, improve operational efficiency, and stay competitive.

**Growth Drivers
of Sectors,
we are serving/aiming**

1 B.F.S.I.
- Deeper penetration of Banking & Insurance Sector
- Government push 4 banking and insurance for all
- Growing digitalisation, young population-demographic advantage
- Automation of processes due to rapid technological advancements
- Advancement in Data Analytics, AI Uses

2 Healthcare
- Regulatory reforms, change in healthcare practices
- Nowadays healthcare need trained IT Professionals for their diverse need
- Electronic Medical Records (EMR) - digitizing the patients records
- Government Schemes need constant verification of beneficiaries, records
- Software-oriented Architecture improving the performance of Applications

3 E-Commerce
- Changing consumer spend pattern, and shift towards online sales
- Start-ups, New Entrants as well as established player need services for customer acquisition, service and feed back, data analytics
- E-commerce players need BPM services to optimise Capital Expenditure, and reduce operational cost
- Shifting from conventional methods to more tech-laded outsourcing solutions
- Growing need of Value added services such as content and next-gen lingo

With seasoned leaders driving strategic decisions, a relentless focus on customer satisfaction, a wide array of services, collaborative work culture, and the ability to adapt swiftly to market changes, Enser is well-positioned to thrive in the competitive landscape, delivering value and sustaining growth over the long term. . .

Why Enser?

Experienced Management Leadership

Customer Centric Approach

Diverse Products Portfolio

Cross Functional Collaborations

Scalable Flexible and Agile Operations

What we offer?
Existing Products

Customer Acquisition	Enser has an automated, defined and optimized process for gaining new customers, from lead generation to conversion, aiming to enhance efficiency and effectiveness.
Automated Premium Collection Engine	A system to automatically collect premiums, streamlining payment processes for insurance or subscription services.
Integrated Voice recognition Response System	It combines voice recognition technology with an integrated system for streamlined communication and interaction, enabling efficient and automated responses to user queries or commands.
C-SAT Surveys	Detailed feedback mechanisms designed to measure Customer Satisfaction, a crucial tool for improving services and retaining loyal customers.

New Products

To proper the growth and take the Company's business to the Next Orbit, Enser is working on these 2 futuristic products

Cloud-Based Customer Interaction Solution

It ll be a platform hosted on the cloud, facilitating seamless customer engagement and support through various channels, enhancing accessibility and scalability for businesses.
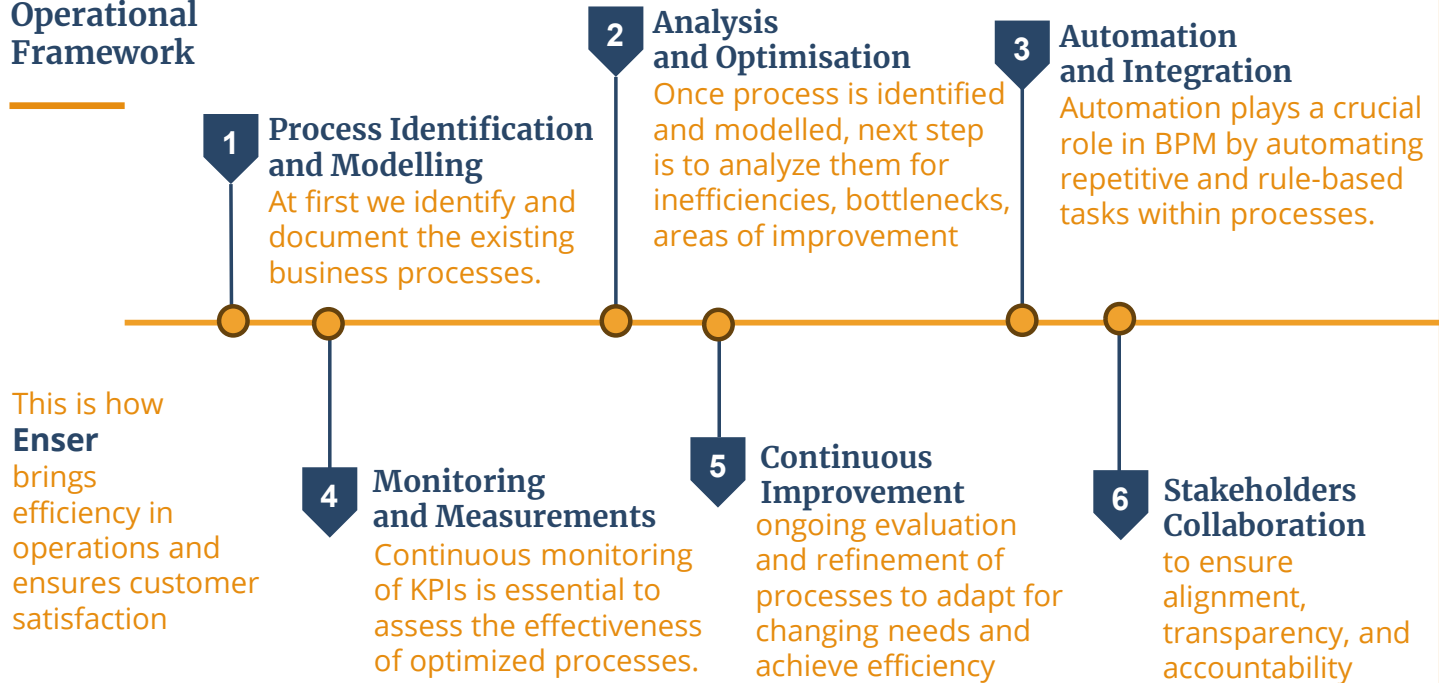

AI-Voice Recognition Software

It ll be utilizing AI (artificial intelligence) to accurately recognize and interpret spoken language, enabling hands-free interaction and automation in various business applications.

Operational Framework

1 Process Identification and Modelling
At first we identify and document the existing business processes.

2 Analysis and Optimisation
Once process is identified and modelled, next step is to analyze them for inefficiencies, bottlenecks, areas of improvement

3 Automation and Integration
Automation plays a crucial role in BPM by automating repetitive and rule-based tasks within processes.

This is how **Enser** brings efficiency in operations and ensures customer satisfaction

4 Monitoring and Measurements
Continuous monitoring of KPIs is essential to assess the effectiveness of optimized processes.

5 Continuous Improvement
ongoing evaluation and refinement of processes to adapt for changing needs and achieve efficiency

6 Stakeholders Collaboration
to ensure alignment, transparency, and accountability

Enser
5 ways
Business Strategy

To grab
this **BIG**
opportunity
available in
Indian BPM Industry
Enser is
aiming **higher**,
with its' well planned
long-term Growth
Strategy

1. **Nurturing and Expanding Client Relationships**

2. **Investing in creativity, People and Operational Excellence**

3. **Strategic Expansion in emerging Geographic**

4. **Continuous Investment in new and improved Technology**

5. **More focus on Small Businesses and Self Employed Individuals**

Enser
Blue-print
of Future Growth

1

The company is in the advance stage of adding a new 500 workstation and technology support center in Gurugram. This will help increase the revenues over the next 12 months to double the turnover.

Enser is also looking at exploring into new markets of UAE and Philippines in near future, assessment of the opportunities has already been done.

Enser is looking to focus it's energy on higher margin business areas like CRM, Application Development, Integration Services as well as developing Insurance Tech platform for markets in India as well as outside.

Entered into an understanding with a leading Customer Interaction Management software company to explore joint Market Strategy.

2

3

The company is looking at moving aggressively in the cybersecurity space, as this is at a nascent stage in India. An act to provide for the processing of digital personal data in a manner that recognizes both the right of the individuals to protect their personal data and the need to process such personal data for lawful purposes have been covered in the Digital Personal Data Act, 2023.

Enser eyeing this scalable opportunity and planning to commence a pilot project shortly

The company is also looking to help build IT infrastructure for companies to start off in Gurugram and then scale to some of the other metros.

Companies are always looking at Customer Acquisition as the key driver for business and Enser is going to be a major player in the same going forward. In addition to our organic expansion efforts, we are also actively exploring opportunities as the key promoters have rich experience in the trade for over 2 decades.

4

New Service Unit, Gurgaon

To augment its capabilities, Enser is coming up with a new state of the art Service Unit, from the IPO proceeds, part facilities already started contributing to revenue, full facilities shall be operational in Q1-FY25 itself.

a **500**
Seater ready infrastructure Service Unit,
further expandable to 800 seats,
in close proximity to Metro and Rapid Metro stations,
in sector 18, Gurgaon

Presently, infrastructure of 100 seats is operational ….

Top Management Promoter Directors

Mr. Rajnish Omprakash Sarna, the visionary behind Enser Communications, a first-generation entrepreneur with 35+ years of experience in India's IT and IT-enabled sectors. His expertise spans project conception, development, and leadership. As an accomplished speaker, he has addressed various forums on topics including technology, HR, business continuity, data security, and corporate culture.

Authored "**Under-commit and Over-deliver**" which reflects his ethos of surpassing expectations.

Mr. Harihara Subramanian Iyer, co-founder and promoter of Enser Communications, also a first-generation entrepreneur with 23+ years of experience in pioneering IT projects. His strategic vision and adept management drive excellence and growth. With expertise spanning various sectors, his organizational prowess has been instrumental in project evolution and success.

Board of Directors – Other Members

Ms. Gayatri Sarna
Whole Time Director
a 25+ years experienced HR professional. She leads diverse HR functions, including talent acquisition, policy development, performance management, talent and organizational development, training, and employee engagement.

Ms. Sindhu S. Nair
Promoter Director
a seasoned Infrastructure Professional having more than 2 decades expertise in Design Management, Cross-functional Coordination, Sustainable Built Environment, Feasibility Studies, Management and Leadership etc.

Mr. Sunil S. Bhatia
Independent Director
a scholer throughout his career, B Tech, MBA, a certified security professional in ISO27001
+23 years of experience in the Financial Services sector, his expertise lies in Finance and Strategic Prospecting.

Mr. Pradeep A. Phadke
Independent Director
An IIT Mumbai alumuni, having 45+years experience. He has Expertise in Operations, Marketing, People Development and Branding. A known Guru for Marketing, Sales Management, Communication and Resource Optimization.

Functional Heads
Key Managerial Persons

Mr. Girish Devadiga
Head-Strategic Partnerships
With 27+ years in Sales and Marketing leadership, he drives business growth by fostering strategic partnerships, negotiating agreements, and ensuring successful collaboration with external organizations.

Mr. Rohan Shanbhag
GM-Operations
having 15+ Years of experience, responsible for overseeing the day-to-day operations of an organization. He plays a critical role in ensuring efficiency, productivity, and profitability across various departments and functions.

Mr. PrathmeshKambli
General Manager-IT
+13 years experience in Projects, Data Management, Development and deployment, analysing and testing of application systems as well as MSSQL/MySQL Server database management system.

Ms. Dimple Thakur
CFO
MBA (Finance), young and dynamic finance professional, having 9+ years experience in Indian and overseas Accounting and Finance Management, Control, Budgeting, and Taxation Matters

Ms.Muskan Sharma
Company Secretary
an Associate member of the ICSI, also a Commerce and Law Graduate, having 3+ years of experience in Corporate Secretarial, Compliances, Listing Regulations and NBFC and related matters.
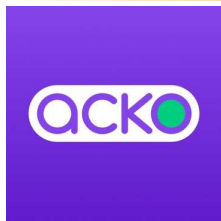
Enser Clients

Enser is privileged of collaborating with an esteemed clients across multiple sectors, such as insurance, ed-tech, hospitality, and government agencies, like...

Financial Performance

Key Comparisons
FY23 Vs **FY24**

81%
Growth

187%
Growth

291%
Growth

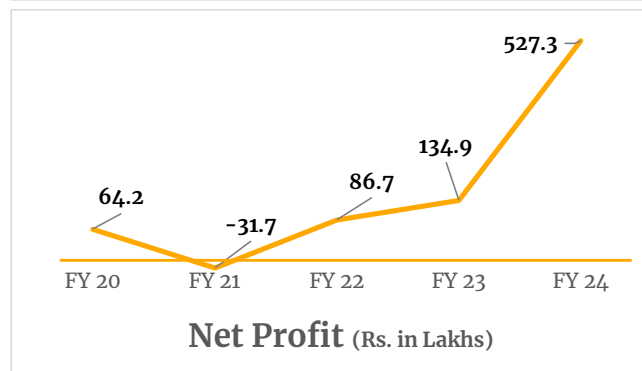**Net Sales**
FY23: Rs. 2540.8 Lacs
FY24: Rs. 4607.6 Lacs

EBIDTA
FY23: Rs. 311.5 Lacs
FY24: Rs. 892.7 Lacs

Net Profit
FY23: Rs. 134.9 Lacs
FY24: Rs.527.3 Lacs

Steller
Financial Performance

Net Sales (Rs. in Lakhs)

FY 20	FY 21	FY 22	FY 23	FY 24
1743.0	927.1	1660.1	2540.8	4607.6

EBIDTA (Rs. in Lakhs)

FY 20	FY 21	FY 22	FY 23	FY 24
201.6	75.6	222.3	311.5	892.7

Net Profit (Rs. in Lakhs)

FY 20	FY 21	FY 22	FY 23	FY 24
64.2	-31.7	86.7	134.9	527.3
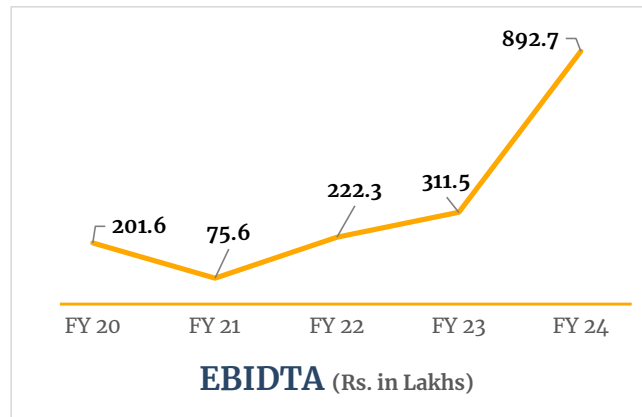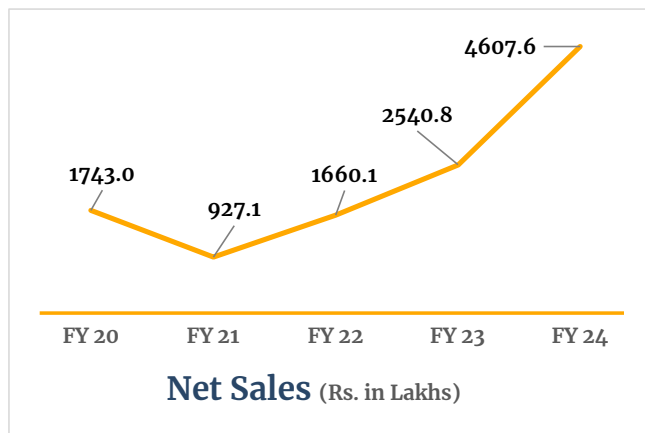
Robust Growth in H2_FY24

91% Growth

Net Sales
H2 FY23: Rs. 1462.3 Lacs
H2 FY24: Rs. 2799.1 Lacs

177% Growth

EBIDTA
H2 FY23: Rs. 200.4 Lacs
H2 FY24: Rs. 555.6 Lacs

246% Growth
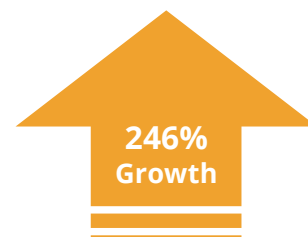
Net Profit
H2 FY23: Rs. 92.6 Lacs
H2 FY24: Rs.320.2 Lacs

Corresponding Half year Previous Year

55% Growth

Net Sales
H1 FY24: Rs. 1808.5 Lacs
H2 FY24: Rs. 2799.1 Lacs
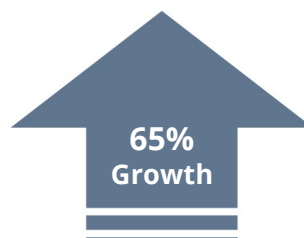
65% Growth

EBIDTA
H1 FY24: Rs. 337.1 Lacs
H2 FY24: Rs. 555.6 Lacs
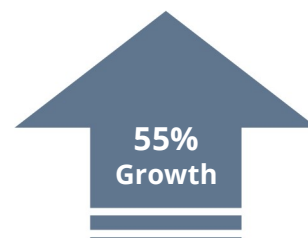
55% Growth

Net Profit
H1 FY24: Rs. 207.1 Lacs
H2 FY24: Rs.320.2 Lacs

Immediately preceding Half year

Half-yearly
Performance History

Net Sales (Rs. in Lakhs)

H1 FY23	H2 FY23	H1 FY24	H2 FY24
1078.5	1462.3	1808.5	2799.1

EBIDTA (Rs. in Lacs)

H1 FY23	H2 FY23	H1 FY24	H2 FY24
111.1	200.4	337.1	555.6

Net Profit (Rs. in Lakhs)

H1 FY23	H2 FY23	H1 FY24	H2 FY24
42.3	92.6	207.1	320.2
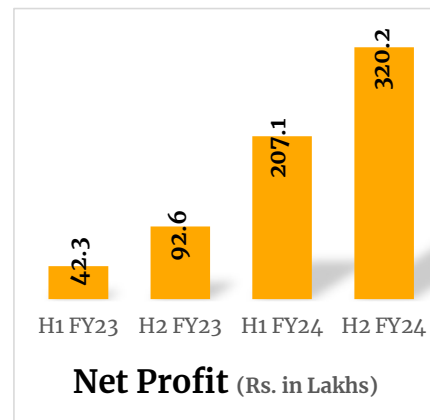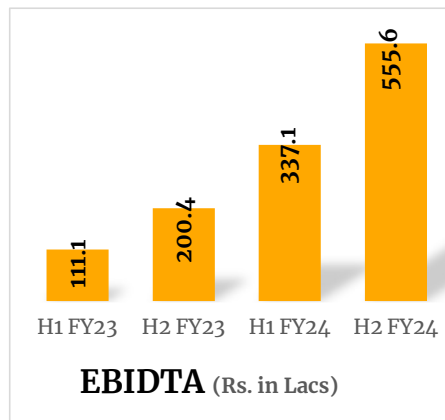
Key Financial Ratios

	66.6% **3 yrs CAGR Growth** in Net Sales	**100.9%** **3 yrs CAGR Growth** in EBIDTA	**146.5%** **3 yrs CAGR Growth** in Net Profit
11.4% **PAT Margin** for FY 24	**Rs. 8.4/-** **Earning Per Share** for FY 24	**34.7%** **ROE** for FY 24	**41.1%** **ROCE** for FY 24
Rs. 2,586 Lacs **Net worth** as on 31.03.24	**0.46** **TOL/TNW** as on 31.03.24	**0.13** **Debt Equity Ratio** as on 31.03.24	**3.99** **Current Ratio** as on 31.03.24

Profit & Loss

Particulars (Rs. Lakhs)	H2-FY24	H1-FY24	H2-FY23	FY24	FY23
Income from Operations	2,799.1	1,808.5	1,462.3	4,607.6	2,540.8
Other Income	14.7	7.4	30.3	22.1	50.2
Total Income	**2,813.8**	**1,815.9**	**1,492.6**	**4,629.7**	**2,591.0**
Equipments and IT Sevices Expenses	98.9	79.1	67.9	178.0	162.0
Employee Benefit Expenses	1,684.5	972.0	892.2	2,656.5	1,623.8
Other Expenses	474.8	427.7	332.1	902.5	493.7
EBIDITA	**555.6**	**337.1**	**200.4**	**892.7**	**311.5**
Margin	*19.8%*	*18.6%*	*13.4%*	*19.3%*	*12.0%*
Finance Costs	54.4	49.9	35.5	104.3	59.8
Depreciation and Amortisation Expenses	55.0	21.6	41.0	76.6	71.1
PBT	**446.2**	**265.6**	**123.90**	**711.80**	**180.60**
Tax	126.0	58.5	31.3	184.5	45.7
PAT	**320.2**	**207.1**	**92.6**	**527.3**	**134.9**
Margin	*11.4%*	*11.4%*	*6.2%*	*11.4%*	*5.2%*
EPS (Rs.)	**5.1**	**3.4**	**1.5**	**8.4**	**2.2**

Balance Sheet

Assets (Rs. in Lakhs)	FY 24	FY 23
Trade Receivables	1,181.7	487.9
Cash and Bank	2,009.0	360.0
Short-Term Loans and Advances	1.7	4.3
Other Current Assets	4.1	44.5
Property, Plant and Equipments	242.6	251.1
Other Assets	324.6	277.4
Total Assets	**3,763.7**	**1,425.2**
Equity and Liabilities (Rs. in Lakhs)	FY 24	FY 23
Trade Payables	56.3	55.8
Other Current Liabilities	338.4	273.6
Debt-Long Term	334.5	367.8
-Short Term	341.2	264.1
Others	106.9	14.3
Total Liabilities	**1,177.3**	**975.6**
Shareholder's Funds	2,586.4	449.6
Total Equity and Liabilities	**3,763.7**	**1,425.2**

Cash Flow Statement

Particulars	FY 24	FY 23
PBT	711.8	180.6
Non Cash Items and Others Finance Cost	178.5	76.6
Accounts Receivables	(693.9)	(449.8)
Accounts Payables	0.5	(25.0)
Other WC Changes	70.1	17.0
Tax	(126.7)	(57.5)
Operating Cash Flow	**140.3**	**(258.1)**
Capex	(68.1)	(93.6)
Interest Income	22.1	50.2
Others	(1,192.6)	(24.0)
Capital Increase	1,609.5	-
Debt Increase	43.8	322.4
Finance Cost	(98.9)	(56.1)
Net Increase in Cash & Cash Equivalents	**456.1**	**(59.2)**
Cash & cash equivalents at beginning	77.3	136.5
Cash & cash equivalents at end	**533.4**	**77.3**

Forward Focus

Enser's focused strategy aims to evolve into a **Rs. 10 billion value-company** in next couple of years, and aligned **Management Guidance for FY25**

1

Innovation and integration of emerging Technologies such as AI, Machine Learning, Data Analytics etc. to automate the processes, gain strategic insights, and make data-driven decisions with predictive analytics to achieve operational excellence

Continuous investment in capabilities, capacities, and employee training to remain agile, resilient, and well-equipped to thrive in an ever-changing business landscape, to achieve sustainable growth, and create value for all the stakeholders

2

3

Expanding capacities with IPO proceeds, adding new clients, augmenting products offerings, for long-term growth and success, and to demonstrate our commitment towards delivering stakeholders value, targeting to achieve in FY25 **2x** Revenue and Net Profit

Thank you

For investor related queries,
you may please write us on investors@enser.co.in
or make a call at +91- 124-4258077