

Date: April 05, 2023

To,
The Listing Department
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra (East), Mumbai – 400051
SYMBOL: ADSL

To,
Corporate Relationship Department
BSE Limited
PJ. Towers, Dalal Street,
Mumbai - 400 001
Scrip Code: 532875

Dear Sir / Madam,

Sub: Investor Presentation by the Company dated April 05, 2023

Ref: Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015

We are pleased to enclose herewith the Investor Presentation; the press release enclosed is self – explanatory.

The above information is also available on the website of the Company: <https://www.allieddigital.net/in/>

Request you to take note of the above.

Thanking you,

For Allied Digital Services Limited

Nehal Shah
Director
DIN: 02766841

Registered Office: Allied Digital Services Limited, Premises No. 13A, 13th Floor, Earnest House,
Back Bay Reclamation, NCPA Road, Block III, Nariman Point, Mumbai - 400 021.

B: +91 22 6681 6400 | F: +91 22 2282 2030 | www.allieddigital.net | CIN - L72200MH1995PLC085488



allied|digital[®]

IT managed. Responsibly.

38
Years

3,000+
Employees

70+
Countries

DIGITAL TRANSFORMATION ARCHITECT
GLOBAL MANAGED IT SERVICE PROVIDER
MASTER SYSTEMS INTEGRATOR



Investor Presentation

April 2023



Safe Harbour

Certain statements made in this document concerning our future growth prospects may be interpreted as forward-looking statements, which involve numerous risks and uncertainties that could cause the actual results to differ materially from those in such forward-looking statements. Investors are requested to use their discretion in relying on them. We do not undertake to update any forward-looking statements that may be made from time to time



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Introduction



Company Overview

38

Years of operations

Allied Digital Services Limited (ADSL) is a leading provider of IT Services and Solutions, with an impeccable record of service excellence, since 1984

70+

Countries

Headquartered in Mumbai, India, ADSL is a Global Managed Service Provider and Master Systems Integrator, offering the entire spectrum of infrastructure solutions and services to clients across 70 countries

10

Fortune 100 Companies as Customers

We have a marquee client base and offer our services to multiple large global customers with several relationships spanning multiple years

3,000

Number of Employees

With a capable global workforce of over 3,000 professionals and robust local support functions, we implement comprehensive governance frameworks and a highly ethical approach with a focus on creating sustained shareholder value



Vision

To be the most admired IT Services and Solutions provider by applying 3 megaforces within the organization continually by:

- Developing Technological depth
- Enhancing Resources, Reach and Infrastructure
- Using the best management practices for operational excellence



Mission

To operate as a technology driven global organization obsessed with customer needs, devoted to building lasting partnerships and acting with integrity, honesty and a spirit of co-operation with customers, suppliers and employees.



Core Values

Ethics - Integrity, Honesty and Commitment
Attitude, Relationship and Trust - Customer Before Self
Capabilities and Infrastructure - Core Pillars of Service Delivery
Transparent Transactions - Flexibility and Visibility

DIGITAL TRANSFORMATION ARCHITECT
GLOBAL MANAGED IT SERVICE PROVIDER
MASTER SYSTEMS INTEGRATOR



Evolution of Allied Digital



1.0

1994-2001

Value Driven

Focused completely on intrinsic value creation

3.0

2008-2013

Inorganic Growth Driven

Qualified institutional participation (QIP).

Acquisition of NASDAQ listed US Company.

5.0

2020 onwards

Disruption Driven

Pre-empted technology disruption to leverage emerging technologies and retain prominence in industrial Revolution 4.0

1984-1993

Profit Driven

Grew the company from a team of 3 to 150 people

2.0

2002-2007

Strategy Driven

Maiden IPO in 2007
Overcame dotcom bubble burst by retaining focus only on futuristic profit making technologies

4.0

2014-2019

Transformation Driven

Major internal transformation at all levels and made company future ready

6.0

Integrated Business Offerings



Service Capability Matrix

Cloud Enablement



- AWS, AZURE, GCP, VMWARE
- IAAS, PAAS, SAAS
- Public / Private / Hybrid Cloud Services
- Cloud Engineering
- Data Factory, Data Lakes, Big Data
- Micro Services, Containers
- Cloud Migrations

Cyber Security



- AIM 360° Cyber Security Solutions
- Endpoint Security
- Managed Security Services and SIEM
- Identity & Access Management
- Threat Intelligence Solutions
- Ransomware Prevention / Network Security / Cloud Security
- Security consulting and Compliance
- SOAR, SASE, Zero Trust
- EDR, MDR, XDR
- Governance, Risk & Compliances (GRC)

Integrated Solutions



- Master Systems Integration Projects
- Safe City / Smart City / Campus Solutions
- IBMS
- IoT Solutions
- Enterprise Physical Security Automation
- Operational Technology Integration
- Command / Control Systems
- Innovation Automation & Transformation

Infrastructure Management Services



- Proactive Monitoring of Server, storage, network, firewall etc
- Application support services, Office365, Exchange, Databases, SAP etc
- Enterprise Services – Backup, DR, Patching, Voice etc
- Data Centre Operations
- Infra Analytics

Software Services



- ADiTaaS / ServiceNow Consulting, Implementation and Support
- FinoAllied
- Cloud DevOps Services
- RPA
- Generative AI / ML Solutions
- Multi-cloud Applications
- Blockchain
- Metaverse

Workplace Management Services



- Desk side Break-fix/IMAC Services
- Multi-lingual, Multi-channel Service Desk
- Endpoint management solutions
- WFA solutions
- End User Analytics
- Global Logistics / Depot Services

ADiTaaS



15+ years
of IT and Enterprise
service management
solutions expertise.



100+
customers



75+
employees

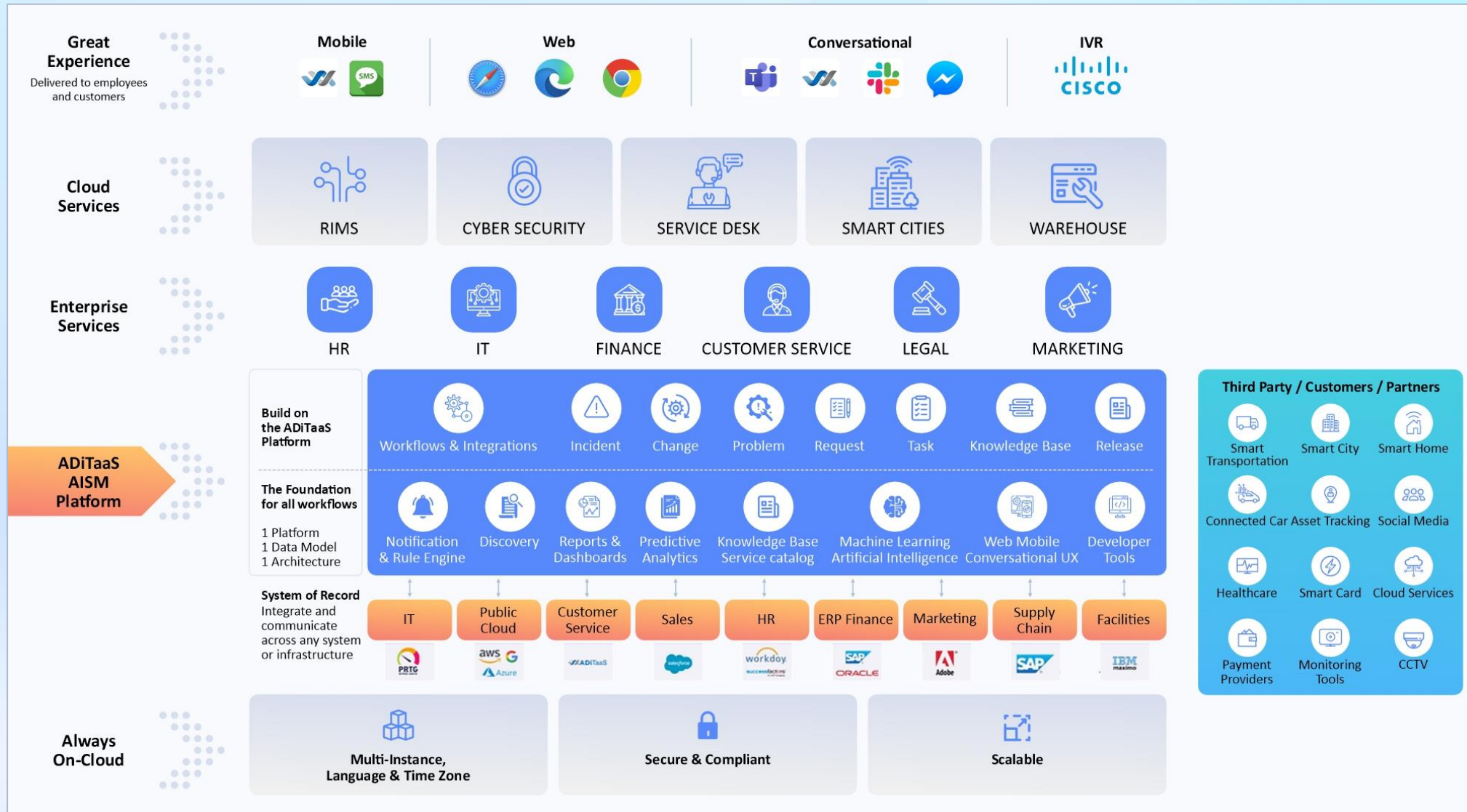


Certified:
PinkVERIFY
CMMi Level 3, SOC2
certified, ISO 9001, 27001
& 20000 - Highest
standard for IT Service
Management Tools




Offered across Cloud
and on-premises
applications

ADiTaaS Platform



ADiTaaS Interface



CONQUERING COMPLEXITY

Welcome back!

Please sign in to continue

Username


Password

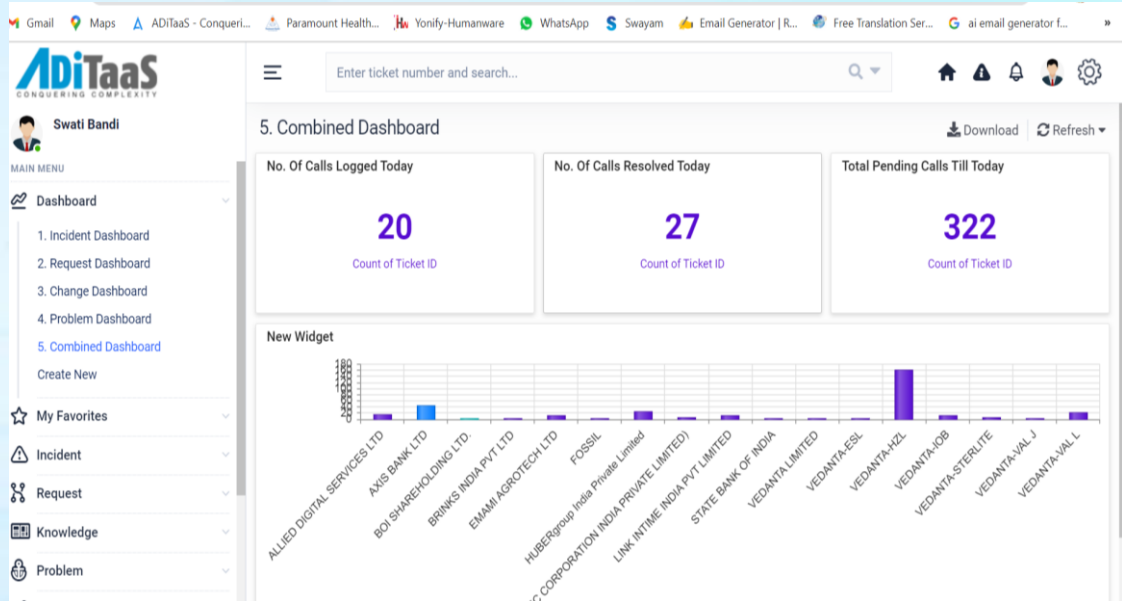
Remember me

[Forgot Password?](#)

Sign In

log in with


 Microsoft



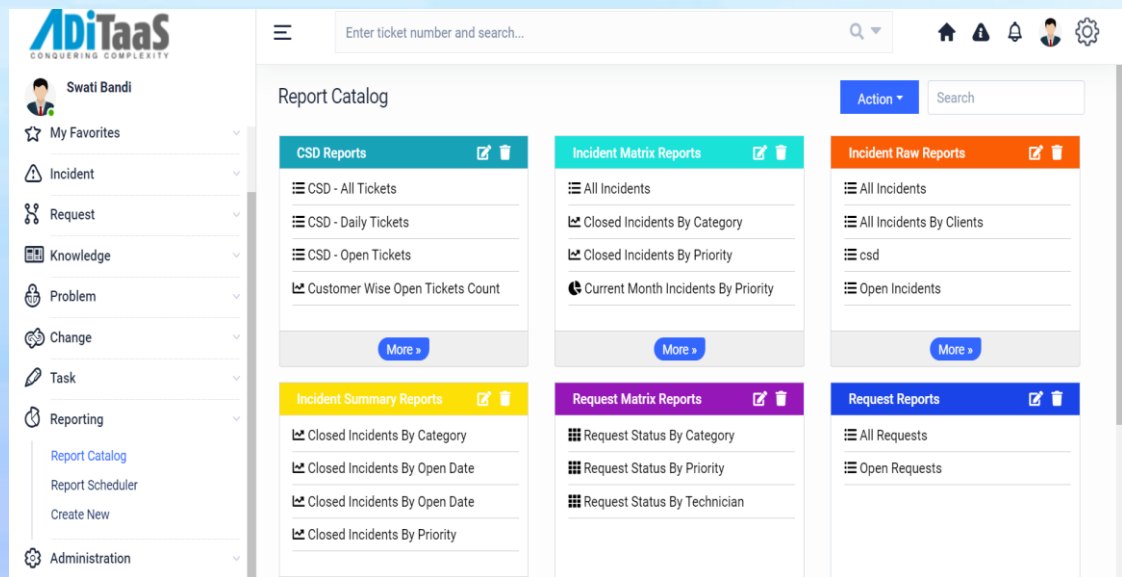
5. Combined Dashboard

- No. Of Calls Logged Today: 20 (Count of Ticket ID)
- No. Of Calls Resolved Today: 27 (Count of Ticket ID)
- Total Pending Calls Till Today: 322 (Count of Ticket ID)

New Widget



Client	Count
ALLIED DIGITAL SERVICES LTD	1
AMIS BANK LTD	1
BOI SHAREHOLDING LTD.	1
BRINKS INDIA PVT LTD	1
EMAMI AGROTECH LTD	1
FOSSIL	1
HUBERgroup India Private Limited	1
INDIA PRIVATE LIMITED	1
LINK INTIME INDIA PVT LIMITED	1
STATE BANK OF INDIA	1
VEDANTA LIMITED	1
VEDANTA-ESL	1
VEDANTA-HZL	1
VEDANTA-JOB	1
VEDANTA-STERILITE	1
VEDANTA-WAL J	1
VEDANTA-WALL	1



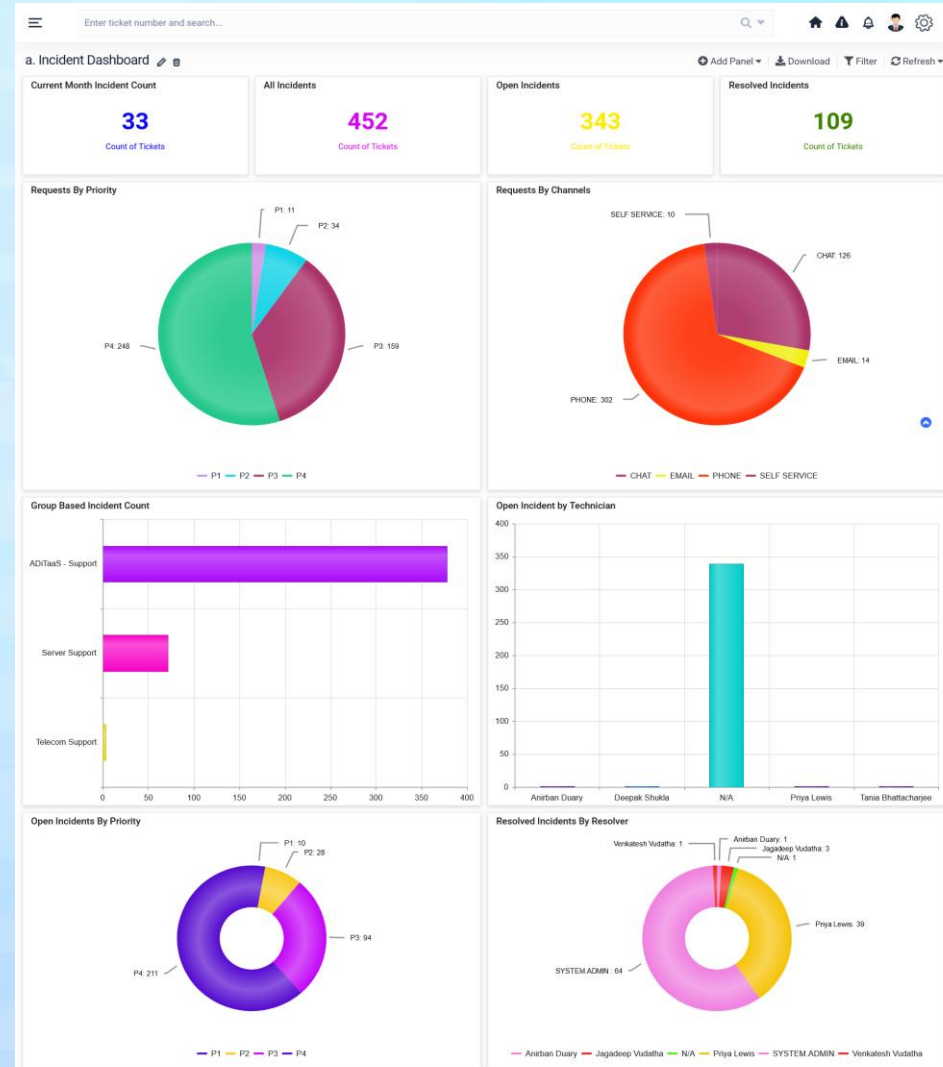
Report Catalog

- CSD Reports**
 - CSD - All Tickets
 - CSD - Daily Tickets
 - CSD - Open Tickets
 - Customer Wise Open Tickets Count
- Incident Matrix Reports**
 - All Incidents
 - Closed Incidents By Category
 - Closed Incidents By Priority
 - Current Month Incidents By Priority
- Incident Raw Reports**
 - All Incidents
 - All Incidents By Clients
 - csd
 - Open Incidents
- Incident Summary Reports**
 - Closed Incidents By Category
 - Closed Incidents By Open Date
 - Closed Incidents By Open Date
 - Closed Incidents By Priority
- Request Matrix Reports**
 - Request Status By Category
 - Request Status By Priority
 - Request Status By Technician
- Request Reports**
 - All Requests
 - Open Requests

ADiTaaS Interface

My Group Work

ID	Title	Description	Requestor Name	Status	Assignment Group	Category	Sub Category	Item
IN-221218-0001	Monitor Services	Monitor Services	Priya Lewis	OPEN	ADiTaaS - Support	Account Management	Active Directory	Pas
IN-221217-0001	Monitor Services	Monitor Services	Priya Lewis	OPEN	ADiTaaS - Support	Account Management	Active Directory	Pas
IN-221216-0002	Outlook is not working. Unable to s...	Outlook is not working. Una...	Jagadeep Vudatha...	OPEN	Server Support	Application	Microsoft	Out
IN-221216-0001	Monitor Services	Monitor Services	Priya Lewis	OPEN	ADiTaaS - Support	Account Management	Active Directory	Pas
IN-221215-0001	Monitor Services	Monitor Services	Priya Lewis	OPEN	ADiTaaS - Support	Account Management	Active Directory	Pas
IN-221214-0001	Monitor Services	Monitor Services	Priya Lewis	OPEN	ADiTaaS - Support	Account Management	Active Directory	Pas
IN-221213-0003	Monitor Services	Monitor Services	Priya Lewis	OPEN	ADiTaaS - Support	Account Management	Active Directory	Pas
IN-221213-0002	Desktop not working	Desktop not working	Venkatesh Vudatha	OPEN	ADiTaaS - Support	Application	Operating System	Win
IN-221213-0001	Desktop not working	Desktop not working	Priya Lewis	OPEN	ADiTaaS - Support	Application	Operating System	Win
IN-221212-0001	Monitor Services	Monitor Services	Priya Lewis	OPEN	ADiTaaS - Support	Account Management	Active Directory	Pas
IN-221211-0001	Monitor Services	Monitor Services	Priya Lewis	OPEN	ADiTaaS - Support	Account Management	Active Directory	Pas
IN-221210-0001	Monitor Services	Monitor Services	Priya Lewis	OPEN	ADiTaaS - Support	Account Management	Active Directory	Pas
IN-221209-0001	Monitor Services	Monitor Services	Priya Lewis	OPEN	ADiTaaS - Support	Account Management	Active Directory	Pas
IN-221208-0001	Monitor Services	Monitor Services	Priya Lewis	OPEN	ADiTaaS - Support	Account Management	Active Directory	Pas



ADiTaaS CONQUERING COMPLEXITY

Incident Post Support Survey

Ticket ID: IN-221110-0003
 Created On: 11/10/2022 16:41:19
 Resolved On: 11/10/2022 17:29:35
 Resolved By: SYSTEM.ADMIN

Submitted On: 11/10/2022 17:30:04
 Submitted By: ADiTaaS Self

Please indicate your level of satisfaction by selecting the appropriate rating for the below Question:

- How satisfied were you with the ease of requesting service? *

Very satisfied
 Satisfied
 Average
 Dissatisfied
 Very dissatisfied
 N/A
- Knowledge and professionalism of the Remote support staff *

★★★★☆ 4/5
- Knowledge and professionalism of the Remote support staff *

Very satisfied
 Satisfied
 Average
 Dissatisfied
 Very dissatisfied
- Time taken to resolve your problem *

Very satisfied
 Satisfied
 Average
 Dissatisfied
 Very dissatisfied

ID	Title	Status	Assignment Group	Priority	Requestor	Resolution Time	Resolved On
IN-221129-0001							
R-221110-0001							
IN-221110-0001							
IN-221110-0001							
IN-221110-0001							
IN-220923-0001							
IN-220923-0001							
IN-220914-0001							
R-220830-0001	Password Reset	OPEN	ADiTaaS - Support	P4	ADiTaaS Self	08/30/2022 11:51:54	09/06/2022



Industries We Serve



Client Names On Request

Geographical Presence



-  Subsidiaries
-  Branches

Awards and Recognitions



Award for Talent Management
by World HRD Congress, 2023



Inspiring Achievers Award,
Istanbul 2022
to CMD Nitin Shah



ET Best Brands 2021
by Economic Times
Mumbai



CIO Choice 2021
by Core Media
Mumbai



Best Digital Innovation of the Year 2022
by UBS Forums
Mumbai



ET Best Brands 2022
by Economic Times
Mumbai

And many more....

Led by an Accomplished Board



Nitin Shah
CMD

- Mr. Nitin Shah is a pioneer in India's IT revolution, with a career spanning 42 years
- He has successfully led the company through various challenges and is currently planning for "creative disruption" in Version 6.0.
- He holds a degree in Electrical Engineering and a PG Diploma in Computer Management



Nehal Shah
Director

- A member of the Executive Management Team with over 13 years of experience
- Leads strategic and operational governance processes of the business
- Holds a Bachelor's degree in Engineering from University of Mumbai and a Diploma in Computer Technology from Maharashtra State Board of Technical Education



Sunil Bhatt
Director

- Associated with Allied Digital Group for 25 years, with expertise in technology innovation, strategy, business development, product development, solution selling, go-to-market, and customer success.
- Member of the core management group at Allied Digital and currently serves as the Chief Technology Officer at Allied Digital Services, LLC, USA



Shrikant Parikh
Non-Executive -
Independent Director

- A B.E. in Electrical Engineering from University of Mumbai, Ph.D. in Computer Science from Southern Methodist University, M.S. in Computer Science and Engineering from University of Texas, and PMP certified from Dallas.
- He has 25 years of IT experience with 33 international patents in industrial research.



Milind Kamat
Non-Executive -
Independent Director

- He is a Ph.D. candidate at University of Bradford, UK, faculty in Information Management and Analytics, and Chairperson of the Global Management Program at SPJIMR
- 35 years of experience as a senior industry executive, including CEO of Atos India and EVP of Atos Group



Swanubhuti Jain
Non-Executive -
Independent Director

- Holds a Post Graduate Diploma in Sales and Marketing Management from NMIMS and MA from Mumbai University
- Worked in organizations such as Accenture, ICICI Prudential, and Birla Sun Life Insurance with roles in business development, client relationship management, marketing strategy, lead generation and sales, and quality operations



Shakti Leekha
Non-Executive -
Independent Director

- Business Leader, Business Advisor, Author & Speaker who has expertise in driving business transformation through differentiated and market-leading strategies
- 24 years of experience in business development and management in multinationals with expertise in energy efficiency, security, life safety, renewables, smart cities/IoT, and professional lighting products and illumination projects



Anup Kumar Mahapatra
Non-Executive –
Independent Director

- B.Sc. in Agriculture from Odisha University of Agriculture and Technology in 1985
- 34+ years of experience in the banking sector with strong knowledge in business, operations, credit, and international banking.

Dynamic Leadership Team



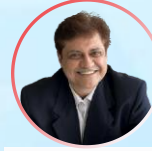
Paresh Shah
CEO

- Mr. Paresh Shah has 30 years of experience in IT Applications, Infrastructure, and enterprise business processes, and has won several large outsourcing and systems integration projects
- He advises customers, forms strategic partnerships and provides enterprise system integration solutions.



Jawahar Ali
CEO – Integrated Solutions Group

- Mr. Jawahar Ali has over 20 years of experience in IT & Physical Security
- He has traveled globally for thought leadership forums, conferences, and seminars on technology and security and has actively participated in consultation and deployment of large-scale security solutions in sensitive environments and key threat areas worldwide



Gopal Tiwari
CFO

- Mr. Gopal Tiwari is a qualified Chartered Accountant and Company Secretary.
- He has over 32 years of diverse experience in Finance, strategic planning, secretarial, taxation, treasury & corporate development.
- He has worked with various corporates across industries and possess extensive domain knowledge



Kapil Mehta
CFO & COO (USA)

- Mr. Kapil Mehta has 25 years of diverse experience
- He leads the company's overall operations, business partnering, corporate finance and accounting, reporting and analysis, governance, international taxation, HR, talent management, legal, M&A and risk management.



Manoj Shah
Chief Information Officer

- Mr. Manoj Shah is a founding and core member of the Allied Digital management team
- He has over 33 years of experience in the IT industry and has been associated with the company since its inception
- He is involved in business strategy planning and execution and has executed several large complex projects



Jai Venkat
Chief Growth Officer

- Mr. Jai Venkat brings more than 32 years of experience in Sales, Solutions Development, Operations, Business Transformation (leveraging emerging technologies) and Service Delivery
- He has held Senior Executive Leadership roles at Zones LLC, DXC Technology, HP Enterprise, Cognizant, Capgemini, and Infosys.



Utpal Chakraborty
Chief Digital Officer

- Mr. Utpal Chakraborty is a data scientist, AI researcher, strategist, and thought leader with over 20 years of industry experience.
- He has held roles as a principal architect in L&T Infotech, IBM, Capgemini and other MNCs and currently heads the Artificial Intelligence division of YES Bank



Rohan Shah
Vice President

- Rohan Shah has a Bachelors of Science in Computer Science from the University of Illinois, Urbana-Champaign
- He led Business Development and Solutioning efforts, driving growth through consultative sales for various enterprises and public sector initiatives
- He previously worked as a Software Developer at IBM and received the Outstanding Technical Achievement Award

Dynamic Leadership Team



Sair Muhammad
EVP – Sales

- Responsible for business in the Americas
- Over 15 years of experience in client relationship management for various IT service providers such as HCL, Infosys, and Microland
- Experience in IT Infrastructure Services in diverse domains including Service Provider Strategy, Service Support, Service Delivery, Production Support, among others



Sunil Nair
Business Head

- Over 20 years of IT sales experience with a strong focus on relationship cultivation
- Senior sales leader with a successful track record of creating multi-million-dollar deals and securing long-term contracts with top businesses
- Highly knowledgeable in technology trends, driving revenue gains and cultivating relationships with prospects and existing customers while maintaining strong partnerships with OEMs



Ashish Raghute
SVP - IT

- Mr. Ashish Raghute leads the Cloud, Infrastructure, Cybersecurity, and Applications Practices and Delivery since 2009.
- He has previous experience as CIO of a multi-division Fortune 500 RV company and as a Principal at IBM and PwC. He has successfully delivered ERP, CRM, E-Commerce, and OSS projects at clients such as AT&T, Sony, Verizon, among others



Fred Parlato
Client Solutions Director

- Mr. Fred Parlato is an Atlanta-based Client Solutions Director who joined Allied Digital in 2010
- He has a proven track record in sales, channel, and business development focusing on infrastructure solutions, applications management, asset management, cloud services, security, and end-user computing. He is known for his consistent ability to close new business deals



Hubert Wong
SVP, Service Ops

- Proven strategic thinker and leader with 20+ years of experience in IT
- Efficiently aligns employees with organizational goals
- Experience in private organizations, public entities, and higher education institutions



Debbie Roa
Senior Delivery Manager

- Manages the Delivery and Technical teams for RIMM, EM, PS and GSD lines of business
- Previously a Sr. Business Analyst at a multi-division Fortune 500 RV Company, Fleetwood Enterprises
- Global Business Analyst experience at VeriFone and Hewlett Packard



Bradley Moore
Senior Ops Manager

- Result-driven IT professional
- Understands the value of customer intimacy and the role of a trusted advisor
- Successfully implements modernized and leading-edge Global Service Desk solutions for partners and customers



Neha Bagla
Company Secretary

- Ms. Neha Bagla is a qualified Company Secretary and also holds Bachelor degree of Law.
- She plays a significant role in Legal, Governance, Investor Relations, Compliance and Corporate Affairs of the Company.
- She has deep knowledge and understanding of Corporate laws, statutory and regulatory Compliances

Success Stories



Success Story - Auto Manufacturer

Client

- Top 10 global auto maker, US\$ 35 Bn Annual Revenue
- 82k+ employees
- 175 countries, 6,500+ touchpoints
- 3-year client

Challenges

Was seeking an Innovative approach in ITSM given changing global business models in the Auto Industry, backdrop of global consolidation in sector and need for sustained cost efficiencies

Enablers



Approach

Scope

- **Workplace Services**
 - Deskside Support for HQ and field offices
 - Next-Gen Service Desk
 - Dedicated service desk support

Solution

- Implemented ADiTaaS platform 4.0 with ITIL processes
- Integrated various sources for managing centralized alerting and incident management for all units
- Implemented custom SLA for various business units
- Chatbot implementation
- Proactive alert monitoring tool implementation for critical enterprise devices and SAP
- Implementation of Martello IQ Analytics aggregation platform

Benefits

Automation and Elimination

- Proactive State-of-the art Transformation Tools
- Integrated across the globe
- Customized for the organization
- End User satisfaction improved
- Good cost efficiencies

Success Story - Appliance Manufacturer

Client

- US\$ 37 Bn Annual Revenue
- 12k+ employees
- 31+ sites in 30 countries
- 1.5Y client

Challenges

Cost & Quality

- Lack of analytics and reporting
- Seeking Reduced operating expense
- Outsource IT to partner
- Constantly changing skillsets, needed reliable rates and service

Enablers



Approach

Scope

- **Workplace Services**
 - Deskside Support for HQ and field offices
 - Next-Gen Service Desk
 - Dedicated service desk support

Solution

- 22 dedicated FTEs for HQ and manufacturing plants
 - Factory & warehouse, Conference Room, and Tablet Support
- SLA-based support for HQ and separate SLA for manufacturing sites
 - Servers, Scan-guns, label printers, VDI, CAD
- **Support for:**
 - 4 call and dispatch centers
 - 12 Area distribution centers
 - 4 parts distribution centers
 - 170 local delivery sites

Benefits

Dynamic Delivery Model

- CSAT 4.5/5
- SD ASA from 48 to 22 seconds
- First Contact Resolution – 97%
- ARC/RRC Pricing Model
- Created instant ticketing & smart monitoring for factory floor working to automate reboot process

Success Story - Leading Logistics Player

Client

- Global Industry leader
- Reaching more than 220 countries and territories
- Connecting markets comprising over 90% of the world GDP
- End to end reach within one to three business days

Challenges

Seeking a Responsive & Reliable IT Partner

- 24x7 Service desk support with Stringent SLA & quick turnaround time for Incident & Service Request
- Multi Location support – 220+ Locations
- Skilled Engineers availability onsite and on demand to manage 220+ Locations within the SLA.

Scope

- 24 x 7 Service Desk to support multi-Location and multi-Operation service window.
- Experienced and Multiskilled resources to manage both Infrastructure and application tickets
- Manage Incidents, Service Request and on demand support for IMAC
- Governance and reporting

Solution

- Allied Digital services set up a high end and skilled service desk to provide better FCR.
- Trained the resources on Application support and increased the total FCR to 75%
- Mapped trained resources for all the on-site and on-demand locations.
- Created a pool of trained Back up engineers to cater to any surge in the IMAC activities or any attrition.
- Created a well-documented SOP and training manuals to quickly onboard Engineers.
- Achieved higher SLA of 99% at the end users by implementing Continuous Improvement Plans and Governance

Technology Enablers

- Service Desk Ticket Automation.
- Application support training manuals
- Driving Constant Service Improvement plans across skilled resources.
- Implemented CSAT surveys and Genius bars for walk-in tech support.

Benefits

- Automation of eligible L1 Tickets and hence reduced ticket size.
- Improved operating efficiencies which results in smooth functioning of Business.
- Improved CSAT score from 60 to 78 with improved customer support, minimizing wait times, offering multichannel support and personalized responses.
- Awarded extension of managed services

Success Story - Pune City Surveillance Project

Client

- Home Department, Government of Maharashtra in co-ordination with Pune Police Department
- Stake holders: Government of Maharashtra, Pune City Police Department headed by Commissioner of Police and Allied Digital – Master Systems Integrator
- Bids submitted by the bidders were evaluated by a committee headed by a Senior Faculty from IIT Mumbai, DIT Maharashtra and Project Consultant PWC

Challenges

- Pune City Surveillance Project was the first of its kind pan city surveillance initiative in the country in 2015 by a State Government covering an area of 645 Sq Km.
- Camera position and view at each location coordination with Municipal Corporation, Power Supply Board, Telecom and Police that was addressed through Joint site survey
- Multiple agencies coordination was a challenge that was addressed through formation of Project Implantation Committee comprising of all stake holder to discuss and resolve issues during fortnightly meetings

Scope

- Installation of 1300+ IP cameras Across Pune/ Pimpri-Chinchwad
- Command and Control Centre for real-time situational awareness & response
- Automatic Number Plate Recognition System and Video analytics for automated detection and proactive response.
- Digital backbone provided by BSNL.
- 45+ Police Monitoring Stations.
- 440+ junction monitoring.
- End-to-End IT infrastructure Setup by Allied Digital Team

Solution

- System Design based on Best of Breed Products and Solutions from leading OEMs
- High performance, High Availability & Resilient Design and Scalable solution
- Intelligent Network Cameras used which provide Bandwidth & Storage Optimization
- VMware Virtualization (probably used first time Globally in a large-scale Video recording solution in 2015)
- Optical Fibre based Fully Redundant N/W Backbone up to Camera Poles
- 100% Terrestrial Wired Network

Benefits

- Traffic Violations Fine exceeding INR 12 Cr. Collected during the five-year period
- Centralized Control Technology with GIS and GPS capabilities for Real time tracking and response
- Detecting, alerting and recording traffic violations such as wrong lane driving, 'no entry' violations through smart video analytics
- Video clips with water marking presented in Court of Law as evidence
- Offender's actions captured on the camera used for crime scene reconstruction
- Integrated Command & Control Centre provides cockpit view of the city with on demand virtual tour of all locations by the Police Force for real time situational awareness

Key Differentiators

Technical competency in providing cutting-edge solutions that meet the highest standards. Our company supports on Next Generation technologies and remains ahead on the technology curve.

One Stop Shop - End-to-end support to our clients, from ideation to implementation, ensuring a seamless experience. Our company provides Multi-vendor, Multi-product, Multi-location, Multi technology services across the globe.

Rich experience of nearly 4 decades, World Class service governance, best practices & maturity model on service delivery with several industry body certifications

Direct support to clients without the use of any sub-contractors wherever possible.

Focus on Continuous learning and skill development of the Large and diverse workforce driving low levels of attrition

Cost-effective solutions without compromising on quality, allowing our clients to maximize their ROI.

Flexible and Agile, Adaptable to changing circumstances with teams that are empowered to enable quick decision making.

Financial Overview



Historical Profit & Loss Statement

Particulars (Rs. crore)	FY2019	FY2020	FY2021	FY2022	9M FY23
Net Revenue from Operations	240	330	358	485	494
Total Operating Expenditure	201	282	313	415	424
EBITDA	39	48	45	70	70
EBITDA margin (%)	16%	14%	12%	14%	14%
Finance Costs	10	7	4	3	3
Depreciation and Amortization	22	22	22	20	13
Other Income	4	6	4	3	6
Profit before Exceptional Items & Tax	11	24	24	50	60
Exceptional Items (Gains)	4	0	0	24	0
PBT	15	24	24	74	60
Tax Expenses	2	5	4	13	15
PAT	12	19	19	61	44
PAT without Exceptional Items	9	19	19	37	44
PAT Margin (%) without Exceptional Items	4%	6%	5%	8%	9%
EPS without Exceptional Items	2.47	3.83	3.82	7.11	8.14

Historical Balance Sheet

Particulars (Rs. crore)	FY2019	FY2020	FY2021	FY2022	H1 FY23
Assets					
Non-Current Assets	312	297	295	300	298
Inventory	34	35	35	38	39
Receivables	196	203	164	199	208
Other Current Assets	91	88	147	157	192
Total Current Assets	322	326	346	393	440
Total Assets	633	623	641	693	738
Liabilities					
Shareholders' Funds	446	468	484	556	590
Long term borrowings	13	6	5	5	3
Other Non-Current Liabilities	26	27	26	27	25
Total Non-Current Liabilities	39	32	30	32	29
Payables	24	60	63	51	50
Short Term Borrowings	51	48	50	38	41
Other Current Liabilities	74	15	13	16	28
Current Liabilities	149	122	126	105	119
Total Liabilities	633	623	641	693	738

Key Financial Ratios

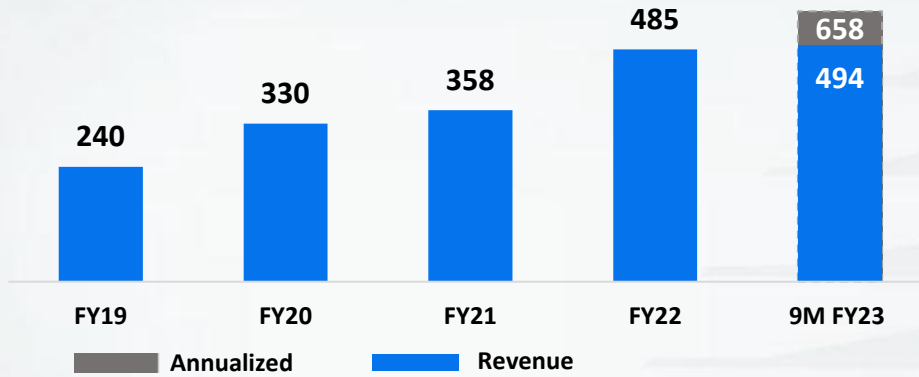
Particulars (Rs. crore)	FY2019	FY2020	FY2021	FY2022	9M FY23
EBITDA margin (%)	16%	14%	12%	14%	14%
PAT Margin (%)	4%	6%	5%	*8%	9%
Debt to Equity	0.15	0.11	0.11	0.08	0.05
Return on Net worth (%)	3%	4%	4%	7%	10%
Return on Capital Employed (%)	3%	5%	4%	8%	11%
Inventory Days	92	66	60	50	49
Debtor Days	295	221	165	148	141
Creditor Days	52	92	90	55	51

Note: Consolidated Figures

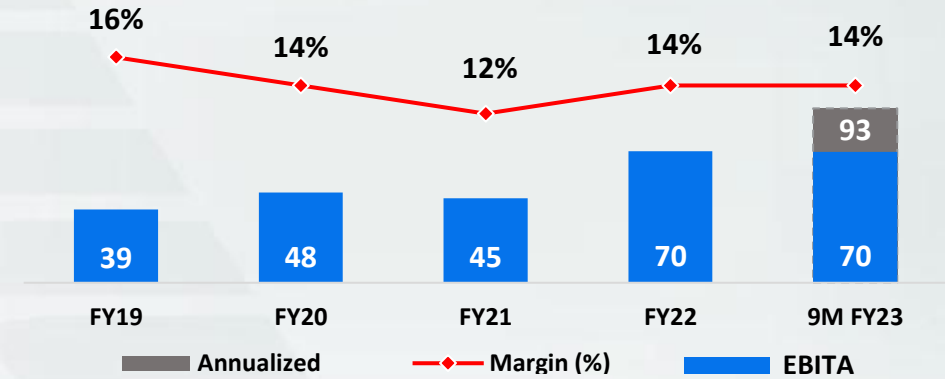
*PAT exclusive of exceptional items of Rs. 24 Crore

Historical Financial Trends

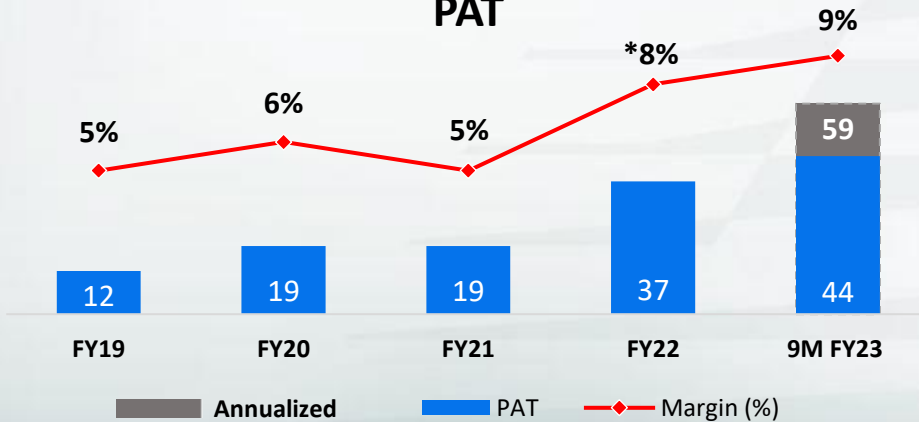
Revenue from Operations



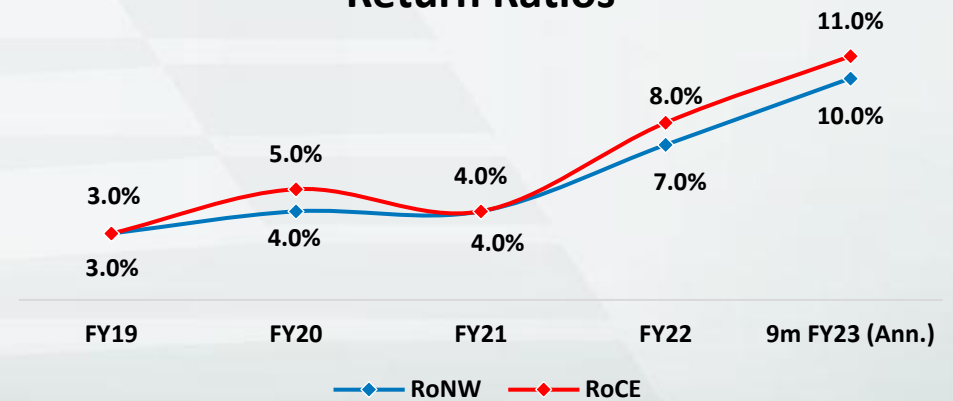
EBITDA



PAT



Return Ratios



Note: Consolidated Figures

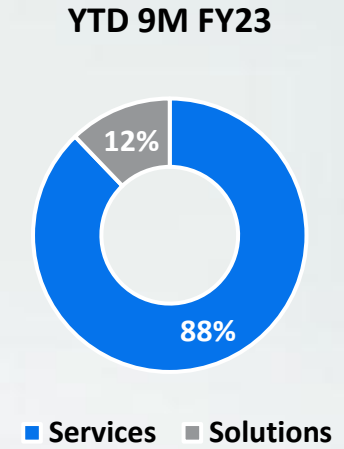
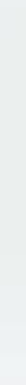
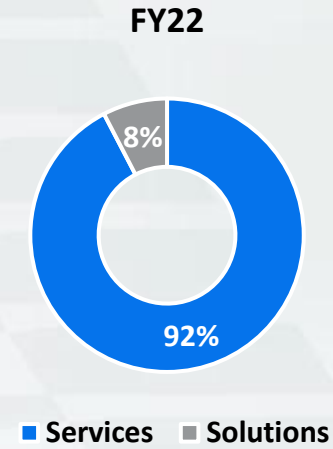
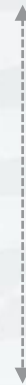
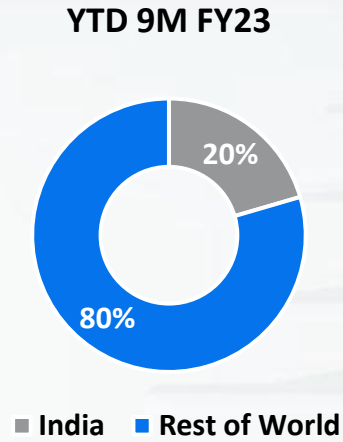
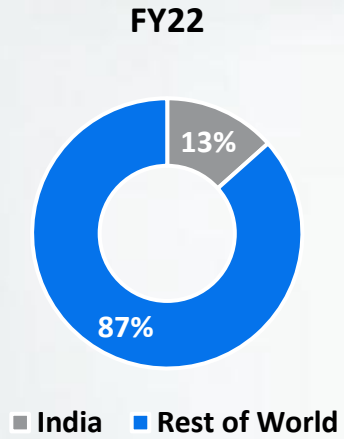
Figures in Rs. crore unless specified otherwise

*PAT exclusive of exceptional items of Rs. 24 Crore

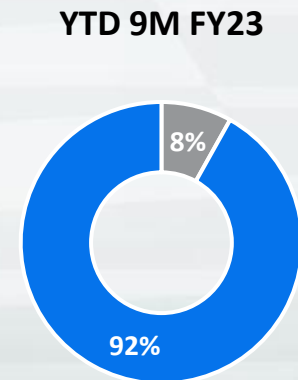
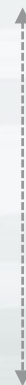
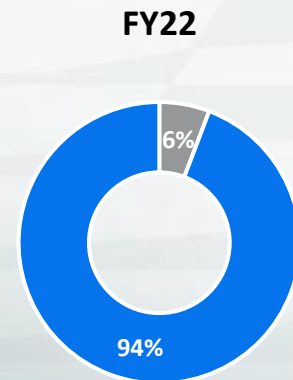
9M FY23 (Ann.) figure calculation (9MFY23 + avg of Q1, Q2 and Q3)

Revenue Breakup

Revenue by Geography



Revenue by Customer Profile



Corporate Overview



Empowerment, Responsibility and Accountability (ERA) for Employees



- Total Transparency at the forefront
- We are characterized by inclusive growth and collective decision-making practices
- Our CMD believes in empowerment at all levels of the organization



- Our goal is to strengthen our core team and ensure we can achieve great success
- Our approach has shifted from individual-driven to team-oriented delegation, following the exemplary "Guru Shishya model"

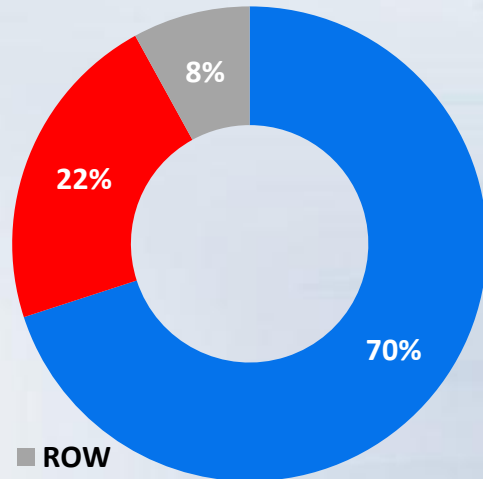


- We follow a Management by Participation business model
- We believe in decentralized decision-making
- The approach provides enough bandwidth to top management for forward-thinking business growth



- Allied Digital Services believes in a culture of Empowerment, Responsibility, and Accountability - ERA - where these three principles go hand in hand

Employee Presence



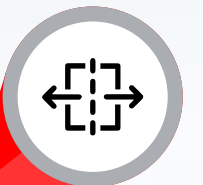
Employee Life Cycle

Attraction

Onboarding

Development

Separation



Recruitment

Enablement

Retention



ENVIRONMENT

- Several energy saving activities in premises
- ADSL is involved with Microsoft and Deloitte to work on Wildfire prediction and situation management
- ADSL plans to support tree plantation activities
- ADSL globally adopts practices of filtered water and restricts use of bottled water discouraging use of plastic
- ADSL is engaging NGO agencies to drive e-waste management
- ADSL is proactively monitoring its resource usage including electricity bills, supply chain risks on various electronic goods with OEMs

SOCIAL

- ADSL has documented comprehensive HR policies and made them available online. Besides, HR frequently updates employees on pandemic. Also rewards and recognition programs are conducted. ADSL believes in “Employee nurturing as everyday’ s role of a manager”
- ADSL adheres to its policy of being gender neutral and support opportunity for disabled
- The company has been globally promoting equal opportunity and diversity. It has strong “Core Value Pyramid” where Ethics and Integrity is at top and believes in “walk the talk.” Company also publishes periodic newsletters to employees
- Several CSR activities such as Padma Pragna Private Trust Women empowerment initiatives Free Covid vaccination drives
- ADSL complies to statutory regulations and labour laws.

GOVERNANCE

- Internal controls at ADSL include Whistle blower policy Employee grievance and support services online and offline Open door policy Mandatory onboarding procedures to communicate policies, code of conduct and “Core Value Pyramid” Continuous communication during leadership town hall sessions
- Being a public listed company, all required statutory and regulatory compliances are in place



We realize that besides growing our businesses it is also vital to build trustworthy and sustainable relationships with the community at large. This is one of the key drivers for all our CSR programs

The Allied Digital team join hands with Habitat for Humanity to reach out to the tribal population in the Karjat area of Maharashtra India



Our Trust helps the needy people by providing following support:

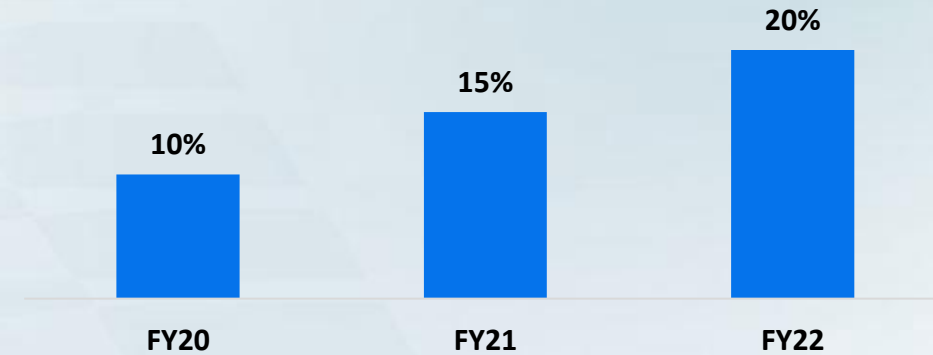
- Medical support to Cancer Patients
- Education
- Society Upliftment
- Full filling necessity
- Dharamshala
- Food

Capital Market Statistics

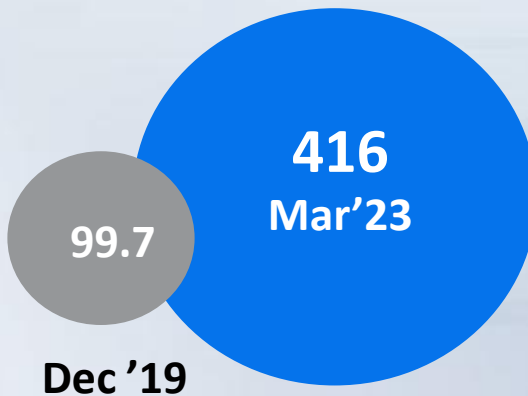
Price Data (as on 31st March 2023)

Face Value	5.0
Market Price	75.9
52 Week H/L	157.7 / 72.9
Market Cap (INR Cr)	416.2
EPS (TTM)	11.2
P/E Ratio	6.9
Equity Shares Outstanding (Cr)	5.5
1 Year Avg. Daily Trading Volume ('000)	197.4
1 Year Avg. Daily Net Turnover (Cr)	2.3

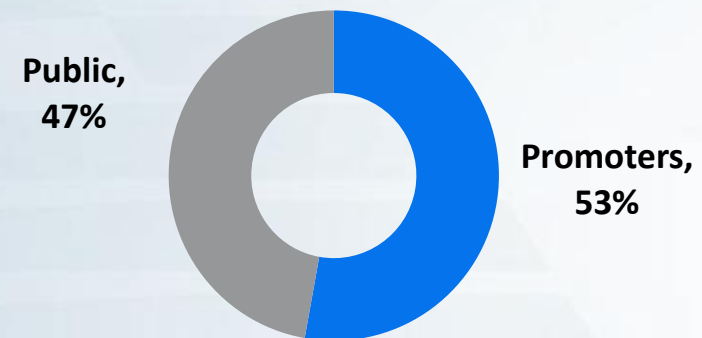
Dividend Payout



Market Cap. (in Rs. Crore)



Shareholding Pattern



Takeaways

Deep Technical Competence -

Providing cutting-edge solutions to a global customer base.



Rich Experience –

Track record of nearly 4 decades



Marquee Customer Relationships –

Successful, multi-year relationships spanning B2B and B2G verticals



Growth Oriented

– Large and growing order book well diversified across customers and geographies



Leadership –

Dynamic and competent leadership guided by an able Board



Financially Sound

– Adequate resources for growth, can make necessary investments towards large projects



Recognised –

Honoured with several awards and recognitions by industry bodies, clients and regulators



Stakeholder Focused –

Favourable employee policies, shareholder friendly, compliant and well-governed



About Us

We are a BSE/NSE-listed Global leader in Information Technology consulting and services, since 1984. HQ in Mumbai, India, we are a Global managed service provider and Master Systems Integrator, offering infrastructure solutions and services to clients in 70-plus countries. The service portfolio ranges from cloud enablement, cyber security, integrated solutions, infrastructure management, software services, and workplace services. We were the first Indian company to have executed a Smart City Project with our Pune City Surveillance project delivery in 2015. The company has a global workforce of 3,000 plus professionals, local support functions, and governance frameworks, and offers its expertise and services to several Fortune 500 companies.

Website- www.allieddigital.net

For further information, please contact:

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Thank you