



Xelpmoc Design & Tech Ltd.

**INVESTOR  
PRESENTATION  
Q4 FY20**

**9<sup>th</sup> June 2020**



**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 and various other industries



**104 Team Members**



**36 Clients**



**4 City Operations**

**2015**



- Incorporated as 'Xelpmoc Design and Tech Pvt Ltd' at Bengaluru
- First Technology Services Agreement entered into with Fortigo Network Logistics Private Limited

**2017**



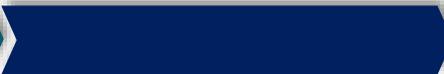
- Entered into a Joint Venture Agreement with Fortigo Network Logistics Pvt. Ltd.
- First Agreement for rendering services with a government organization

**2018**



- Converted into a Public Limited
- Company and the name was changed to 'Xelpmoc Design and Tech Limited'

**2019**



- Company got listed on BSE and NSE
- Woovly becomes 5th Xelpmoc company to get institutional funding

**2020**



- Company achieved stated ambition of turning break even

# Team Strength



**Sandipan Chattopadhyay**  
MD & Founder CEO



**Srinivas Koorra**  
CFO & Founder



**Jaison Jose**  
Whole Time Director



**Ajay Pandey**  
VP Technology



**Naushad Vali**  
Senior Tech Advisor



**Suhas Dattatreya**  
Senior Technologist

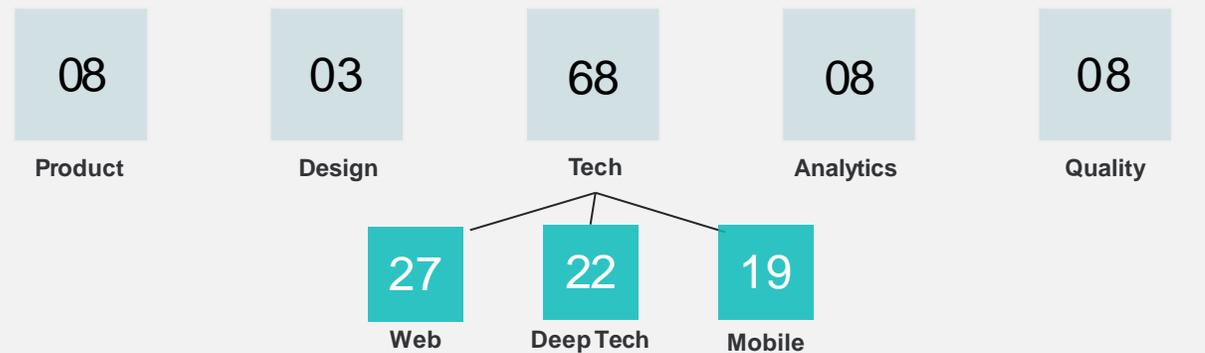


**Sambit Mukherjee**  
VP Data Science



**Jagpreet Pabla**  
VP Data Science

## Leads & Delivery Team



HR  
Finance  
Admin

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## What we do?

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

# How we do it?



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**



# Approach to building AI & ML Tools

Learning about the framework,  
system & processes

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- 1 Understanding intention to be built with the systems & applications
- 2 Comprehensive study on the existing system to study data being utilised
- 3 Highlight points of data collection, quality & type of data
- 4 Build a prototype to test hypothesis on a model data set
- 5 Using the latest technologies and internal libraries in ML & AI to build a modular application to run on existing architecture
- 6 Collate findings and tweak with a self-learning engine for continuous growth

# Xelp Products



- An **AI 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



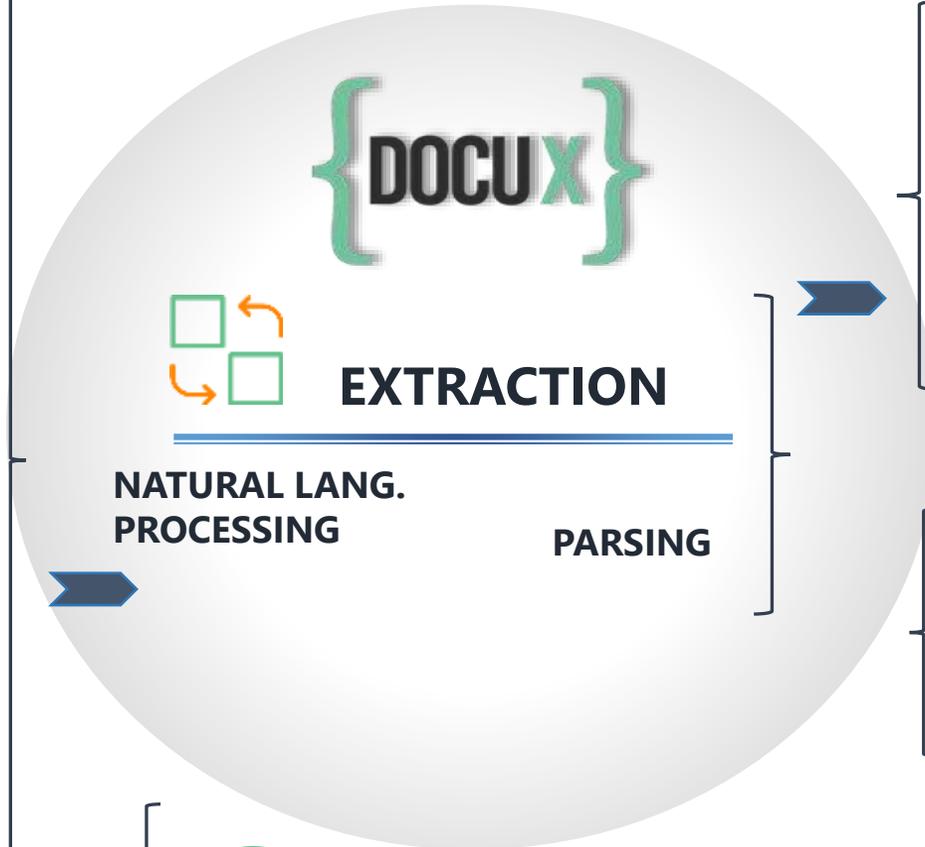
## HIERARCHY

SINGLE LEVEL  
MULTI LEVEL



## DATA MODEL

CREATE YOUR OWN  
MODIFY EXISTING



## WORKFLOW



MULTILEVEL QUALITY  
BULK ASSIGNMENTS  
AUTO PULL FROM  
QUEUE



## DASHBOARD



STRATEGIC & ANALYTICAL  
CUSTOMIZE WIDGETS



## REPORTS



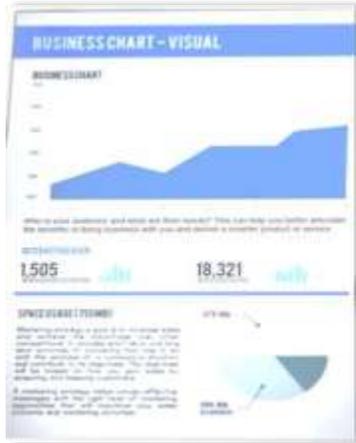
ONE TOUCH REPORTS  
SCHEDULE CUSTOMIZED  
MAILERS



## TRAINING

TEST EFFICIENCY  
TRAIN DATAMODEL (ML)

# 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, and influencing individuals and 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 companies (Top 20%) are able to close in 3.1 days, compared to 5 days for Average companies & 7 days for Laggards (Bottom 30%) of companies surveyed.



Collecting cash more quickly leads to a better ability to invest in order to grow the business.

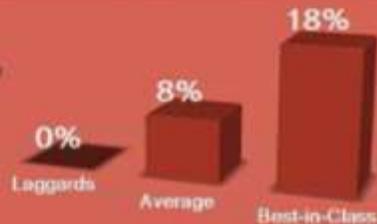
Best-in-Class (Top 20%) 3.1 days	Average (Middle 50%) 5 days	Laggards (Bottom 30%) 7 days
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Delivering to customers on-time is paramount to retaining customers.



ERP provides complete visibility into both supply and demand, allowing Best-in-Class companies to meet customer delivery requirements 96% of the 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.

## **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

# Start Up Tech Deployment



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**.



AI-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

# Start Up Tech Deployment



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 a solution offering 'Networking with Reason' site. It helps a **user identify the bucket list** and accomplish the same with the best of experiences by connecting with the people who share the same interest.

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.

Xelp built an internal tool that has a **Natural Language Understanding module** that identifies and marks the multiple entities of a sentence. Whether it is names, places or other key insights within text



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**.

# Start Up Tech Deployment



A digital platform to manage their business directly from their smartphone.

## Sector: Digital Classifieds

Knack seeks to **empower** the over 50 million micro and small business that employ **over 100 million people** and contribute nearly 40% of the country's GDP.

An **integrated, cloud based SaaS platform**, Knack enables micro businesses to fully **manage** and **automate** their operations from their smartphone, tablet or desktop devices, **anytime and anywhere**.

Features include client bookings, sales tracking, book keeping, digital payments, analytics, and marketing automation.



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.



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 **guides 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.

# Start Up Tech Deployment



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** based 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.

# Start Up Tech Deployment



**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.



Taxitop Media has brought about the next evolution of **Digital outdoor advertising** through innovative on-vehicle advertising.

In both the traditional taxi and ride-sharing spaces there are **thousands of rooftops** that could be generating **millions of brand impressions** but are instead doing almost nothing. With the sophistication of today's marketing technology, innovators will find success in digital media. **Taxitop Media has collaborated with Uber India** to monetise this opportunity.

#### **Xelp's Solution: One-to-Many Advertising with GPS-Driven Programming**

Like most Out of home inventory, digital vehicle top advertising is one-to-many medium. Because the digital asset is on the move and **communicates real-time GPS location**, media can be programmed for playback in predefined **geofences**. Combined with key value pairings like time of day, weather and **other live data**, the vehicle top medium offers a dimension of targeting, unique to OOH. Our **content management software**, when paired with the Digital TaxiTop Display, can report when and where each ad is played, and provide the impression metrics that marketers use to understand the **ROI of their media buys**.

# Tech Deployment in Education Sector



One of the the leading education institution provide young students with a **healthy environment to nurture** themselves cognitively, intellectually, artistically and athletically; along with also imbibing our moral and cultural values, which will enable them to become **responsible global citizens of tomorrow**.

**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.

# Value of Portfolio



Company name	Xelpmoc's investment (₹)		
	Cost of investment	Fair value as at March 31, 2019	Fair value as at March 31, 2020
<b>Investments fair valued</b>			
Fortigo Network Logistic Private Limited	11,112	16,40,35,344	19,50,39,491
Mihup Communication Private Limited	60,80,823	4,36,67,110	5, 31,50,794
Snaphunt Pte Ltd	6,15,373	3,79,24,309	3,76,26,766
Ideal Insurance Brokers Private Limited	2,35,000	65,48,950	36,91,575
Inqube Innoventures Private Limited	92,98,510	71,44,295	48,92,175
Intellibuzz TEM Private Limited	24,99,975	26,60,859	-
PHI Robotics Research Private Limited	25,05,000	25,36,316	20,67,802
Gyankosh Solutions Private Limited	32,939	27,35,255	-
KidsStopPress Media Limited	60,29,838	59,93,045	60,08,727
IFTOSI Jewels Private Limited	17,000	-	-
Rype Fintech Private Limited	12,50,000	-	12,50,000
Woovly India Private Limited	5,72,030	-	3,75,14,340
Graphixstory Private Limited	4,09,500	-	4,09,500
Taxitop Media Private Limited	20,84,070	-	20,84,700
Lead Publishing Private Limited	45,35,622	-	45,35,622
<b>Subtotal</b>	<b>3,61,76,792</b>	<b>27,32,45,483</b>	<b>34,82,71,492</b>
<b>Investments accounted using equity method of accounting</b>			
Fortigo Network Xelpmoc Private Limited	18,000	18,000	-
Madworks Ventures Private Limited	11,55,552	11,55,552	11,55,552
<b>Subtotal</b>	<b>11,73,552</b>	<b>11,73,552</b>	<b>11,55,552</b>
<b>Total</b>	<b>3,73,50,344</b>	<b>27,44,19,035</b>	<b>34,94,27,044</b>

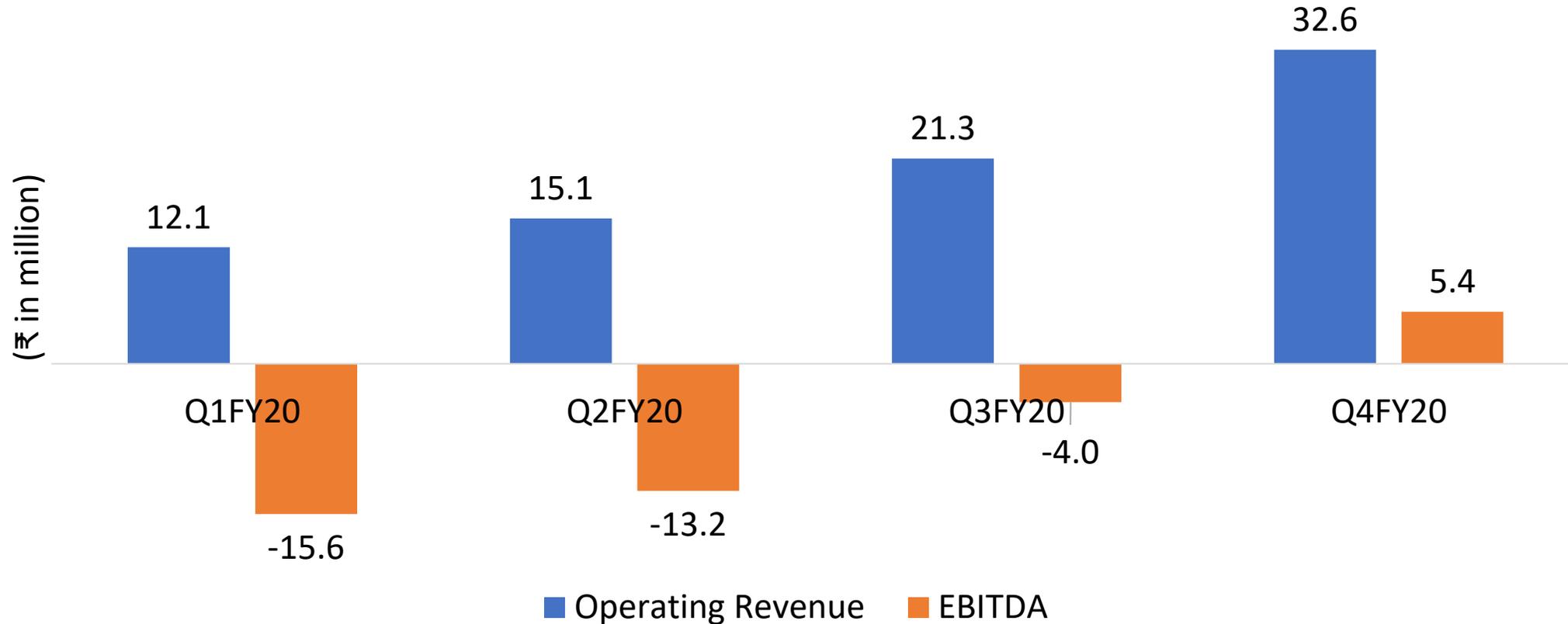
# Key Highlights – FY20



Continue to expand the start-up deployment by adding following new clients this fiscal:

- ❑ One of the leading chains of schools in India which has over 40 schools in fourteen major cities. Known for their quality education and academic excellence, the schools offer a unique range of world-class educational services through passion and innovation
- ❑ **Woovly**, a solution offering 'Networking with Reason' site
- ❑ **The Star in me**, is a networking, branding and guidance platform for Women of today
- ❑ **Leadstart Publishing** is a leading publishing house from India with a focus on both creative and progressive
- ❑ **Slate**, is a virtual finance and accounting assistant for micro-entrepreneurs
- ❑ **AgeBold** is a fitness experience customized for users. Users can avail this health guidance digitally, from the comfort of their home
- ❑ **Taxitop Media** has brought about the next evolution of Digital outdoor advertising through innovative on-vehicle advertising
- ❑ **Traydstream** offers fast, comprehensive automated document processing for global trade finance

# Financial Performance – Q4FY20



*We achieved our stated ambition of EBITDA break-even in Q4FY20*

# Consolidated Financials



(₹ in million)	Q4'20	Q3'20	QoQ %	FY20	FY19
Revenue from Operations	32.6	21.3	52.9%	81.1	60.9
Other Income	2.7	3.1		12.9	2.1
<b>Total Income</b>	<b>35.3</b>	<b>24.4</b>	<b>44.8%</b>	<b>94.0</b>	<b>63.0</b>
<b>EBITDA</b>	<b>5.4</b>	<b>(4.0)</b>	<b>235.7%</b>	<b>(27.3)</b>	<b>(49.8)</b>
<i>% of Operating Revenue</i>	<i>16.7%</i>	<i>NA</i>		<i>NA</i>	<i>NA</i>
<b>PAT</b>	<b>4.7</b>	<b>(1.6)</b>	<b>395.5%</b>	<b>(21.7)</b>	<b>(49.8)</b>
<i>% of Total Revenue</i>	<i>14.3%</i>	<i>NA</i>		<i>NA</i>	<i>NA</i>

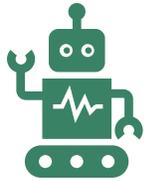
*The fair value of our investments in our clients as on March 31, 2020 stands at approximately Rs 350 million*

# Outlook – FY21



- ❑ Focus on education sector with a multitude of opportunities that have arisen due to the Covid pandemic. We see some good growth opportunities in this space
- ❑ We are seeing increasing traction from the overseas market for our services and this is a new pipeline given most of our current work was only India based
- ❑ Continue to build on strengthening the financials on the back of break even at the EBITDA level in this quarter. The project implementation pipeline looks strong and this should aid the fundamentals of the Company
- ❑ Focusing our energies on promising portfolio companies (Eg: EduTech Ventures, Health Care, Fortigo, Mihup and Slate) and investing our best efforts in those

# 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



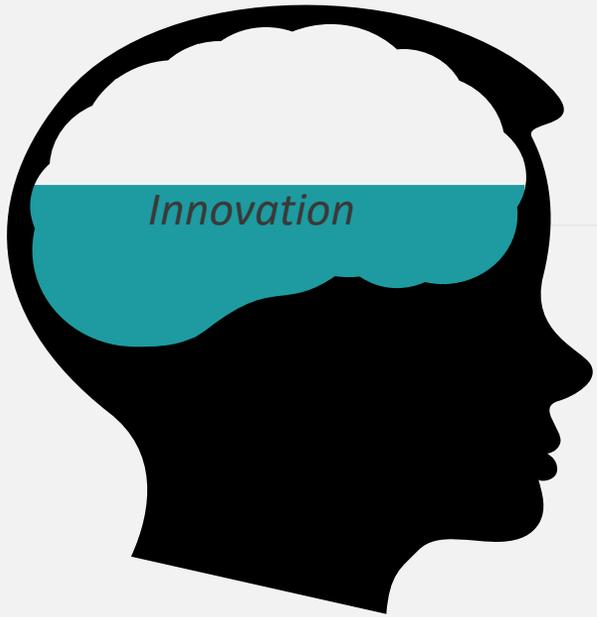
Key investments in companies have already scaled up to a substantial level



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



# Thank you!

**For more information, Please contact:**

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