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November 13, 2021

To

BSE Limited	National Stock Exchange of India Limited
Department of Corporate Services	
Listing Department	Listing Department
P J Towers,	Exchange Plaza
Dalal Street,	Plot no. C/1, G Block,
Mumbai - 400001	Bandra-Kurla Complex,
Scrip Code: 542367	Bandra (E), Mumbai - 400051
	Scrip Symbol: XELPMOC

Dear Sir/Madam,

<u>Sub: Investor Presentation.</u>

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 2nd quarter and half year ended September 30, 2021.

We request you to take the same on record.

Thanking you,

Yours faithfully,

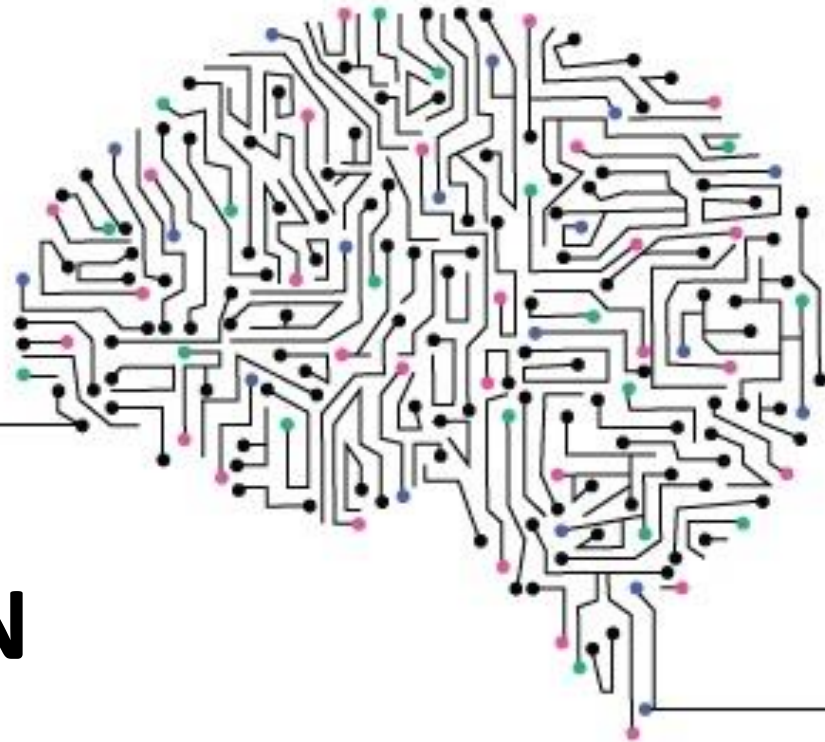**For Xelpmoc Design and Tech Limited**

VAISHALI LAXMAN KONDBHAR
Digitally signed by VAISHALI LAXMAN KONDBHAR
Date: 2021.11.13 14:25:15 +05'30'

Vaishali Kondbhar
Company Secretary

Encl: as above

XELPMOC DESIGN AND TECH LIMITED
Regd & Corp Address: #17, 4th Floor, Agies Building, 1st A Cross, 5th Block, Koramangala, Bengaluru – 560034
Phone number: 080 4370 8360 | Website: www.xelpmoc.in| Email: vaishali.kondbhar@xelpmoc.in
CIN NO: L72200KA2015PLC082873 | GST NO: 29AAACX1880G1Z5

Table of Contents

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, South East Asia and USA

68 Team Members | **48 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

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

2021
- Board approval to start international operations
- Newport Asia invests 5% in Xelpmoc

Distinguished Board of Directors

Name	Designation	Experience (years)	Functional Areas
Tushar Trivedi	Chairman (Independent and Non-Executive Director)	33	Banking, Business Process Transformation, Industrial Manufacturing
Sandipan Chattopadhyay	Founder, Managing Director & CEO	23	Technology, Strategy, Planning, Startup Development, New Initiatives
Srinivas Koora	Founder, Wholetime Director, CFO	21	Finance, Accounts, Investor Relations, Fund Raising, Tax Compliance
Jaison Jose	Whole Time Director	16	Human Resource Services, Business Development and Operations
Premal Mehta	Independent, Non Executive Director	34	Financial Advisory
Suman Bose	Non Executive, Non Independent Director	32	Consulting in Operations, Market Entry, Global Expansion, Portfolio Rationalisation
Pranjal Sharma	Non Executive, Non Independent Director	27	Leadership positions in Media organisations
Karishma Bhalla	Independent, Non-Executive Director	15	Consulting in Technology, Media & Telecom sector

Senior Management with Focus

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Name	Designation	Experience (years)	Functional Areas
Sandipan Chattopadhyay	Founder, Managing Director & CEO	23	Technology, Strategy, Planning, Startup Development, New Initiatives
Srinivas Koora	Founder, Wholetime Director, CFO	21	Finance, Accounts, Investor Relations, Fund Raising, Tax Compliance
Jaison Jose	Whole Time Director	16	Human Resource Services, Business Development and Operations
Madhu Poomalil	Group President, Strategic Initiatives	30	Local & International Business Expansion
Srinivas Kollipara	Group President, Startup Ventures	30	Startup opportunities and scale
Vishal Chaddha	Chief Venture Partner	25	Product Market Fit, GTM strategy, Sales and business development, Alliances, Client relations and government relations
Ajay Pandey	CTO, Technology	19	Platform development, Testing, Deployment, Maintenance, Data science

Senior Management with Focus

Name	Designation	Experience (years)	Functional Areas
Naushad Vali	Senior Tech Advisor	16	Solution and system architecture, Algorithm design
Suhas Dattatreya	Senior Technologist	5	Machine learning, NLP, data science, Artificial Intelligence
Sambit Mukherjee	VP Data Science	10	Spatial data science, Analytics

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
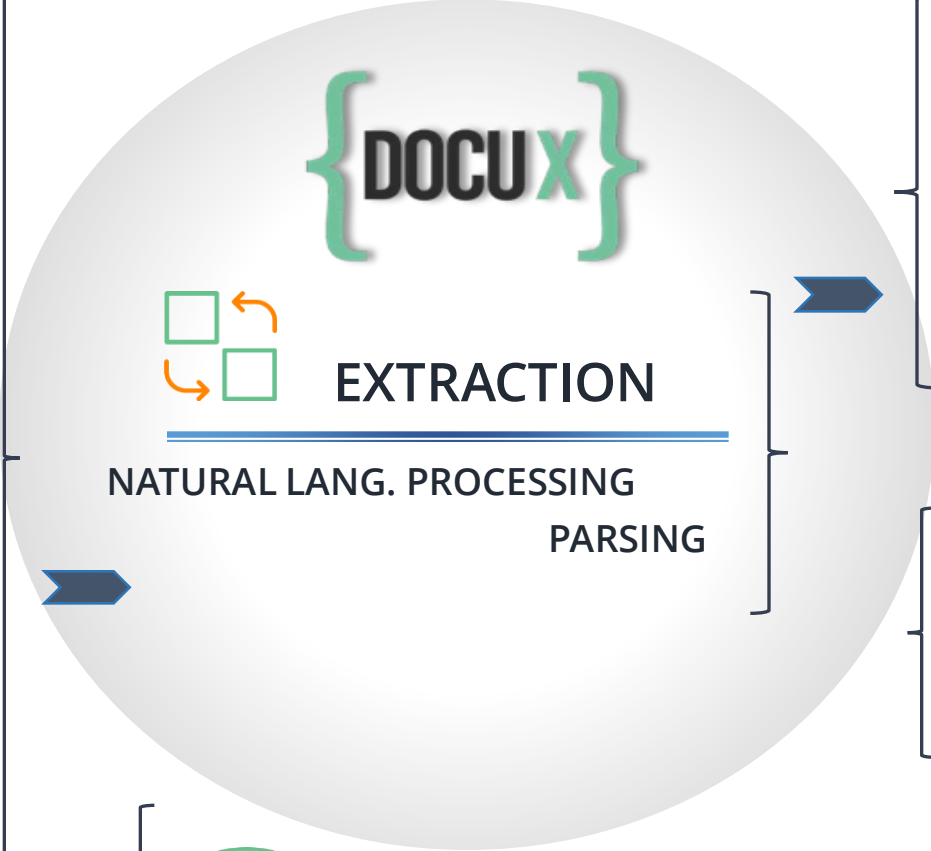
Xelp Products

- 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)

an infographic by empower business solutions

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

Best-in-Class
3.1 DAYS

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

fewer days = $$

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

Best-in-Class (Top 20%) 32.1 days   Average (Middle 50%) 39.6 days   Laggards (Bottom 30%) 6.17 days

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

Laggards 83%   Average 91%   96% Best-in-Class

Percentage of On-time & Complete Deliveries

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.
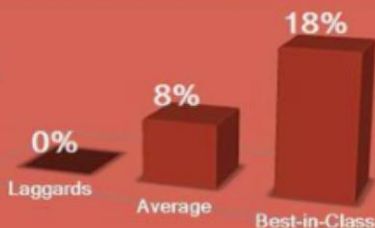
0% Laggards   8% Average   18% Best-in-Class

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

Start Up Tech Deployment

4TIGO — The Truck Network

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.**

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mihup

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

snaphunt

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

Woovly is an AI-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**, user-generated content and **engagement algorithms** to create a unique direct-to-consumer channel, resulting in extraordinary and unprecedented consumer insights. Xelpmoc's AI **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.

Start Up Tech Deployment

pencil

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

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.ac

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**

BOLD

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.

Start Up Tech Deployment

TRAYDSTREAM
REDEFINING TRADE FINANCE

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.

KIDS STOP PRESS

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.
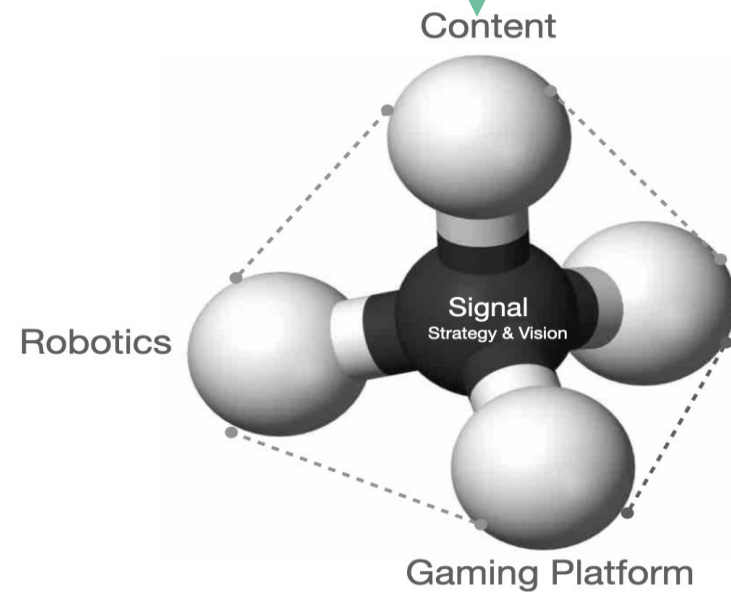
Xelp Solution:
An intuitive integrated solution, with substantial **automation and turnkey** considerations, to quickly transform the laborious day-to-day engagement for both- teachers and students into **convenient & enjoyable collaboration**. On top of **online classroom, assessments** etc. Xelp is 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

Content

Robotics

Signal
Strategy & Vision

Subscription

Gaming Platform

Experience

Formal Education

Informal Educati...

Our Solution:
Deliver Key
Learnings in Right
Packaged Form
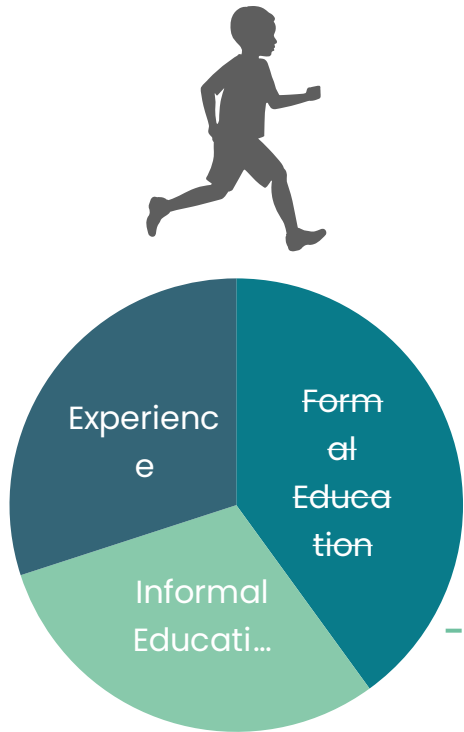
Provide Services
& Products

Engagement

Right Fit Content
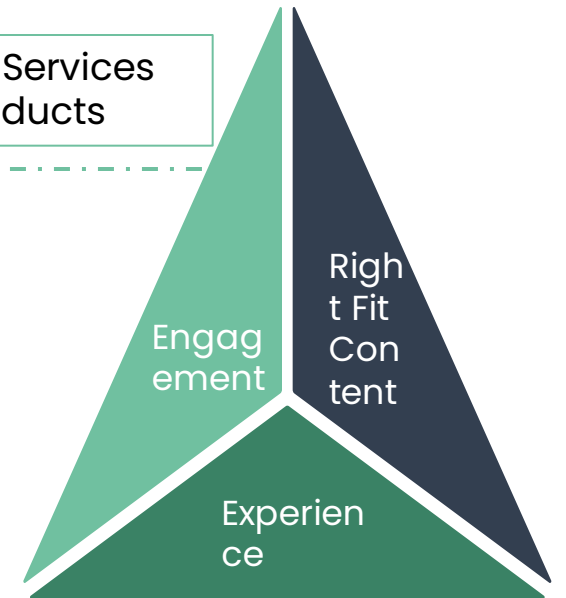
Experience

Focused on informal & tactile experience for K12 kids

Value of Portfolio

Company name	Xelpmoc's investment (Rs in '000)		
	Cost of investment (Rs in '000)	Fair value as at Sep 30, 2021	Fair value as at Sep 30, 2020
Investments			
Fortigo Network Logistic Pvt Ltd	11.11	219,379.45	217,987.33
Mihup Communication Pvt Ltd	6,080.82	223,576.61	118,446.14
Snaphunt Pte Ltd	615.37	44,409.62	29,598.07
Inqube Innoventures Pvt Ltd	9,298.51	4,452.70	4,894.13
PHI Robotics Research Pvt Ltd	2,505.00	951.73	1,924.26
KidsStopPress Media Ltd	9,044.13	9,050.30	6,006.42
Rype Fintech Pvt Ltd	6,249.77	22,512.51	2,050.00
Woovly India Pvt Ltd	572.03	51,206.85	38,756.85
Graphixstory Pvt Ltd	409.50	409.50	409.50
One Point Six Technologies Pvt Ltd	18,142.49	16,928.52	9,492.92
Femmevista Technologies Pvt Ltd	1,223.00	14,376.72	2,723.94
Catailyst Inc	117.38	111.38	–
Signal Analytics Pvt Ltd	1,000.00	1,000.00	–
Learning Hats Pte. Ltd.	272.48	247.49	–
NaikTech XP Pvt Ltd	241.52	241.52	–
First Sense Technologies Pvt Ltd	161.55	161.55	–
Graposs Edutech Pvt Ltd	1,999.79	1,999.79	–
Total	**57,944.45**	**611,016.34**	**432,289.56**

Value of Portfolio

First Sense Technologies
0.2 | NA

pencil
16.9 | 4.0%

snaphunt
44.4 | 9.9%

ai
0.1 | 19.4%

slate.ac
22.5 | 9.3%

mihup
223.6 | 10.4%

Naik TechXP
0.2 | 18%

4TiGO
219.4 | 4.9%

WOOVLY
51.2 | 13.7%

Uncommon is Common
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Total Operating Revenue H1FY22
Rs. 43.7 mn

Signal Analytics
1.0 | 100%

Graposs Edutech
2.0 | 2%

inQube
4.5 | 5.8%

0.4 | NA

KIDS STOP PRESS
9.1 | 15.0%

The star in me
14.4 | 8.2%

PHI
1.0 | 1.6%

Learning Hat
0.2 | 10.0%

● Represents value of investment in ₹ mn as at September 30, 2021
● Approx. Diluted shareholding %
NA: Preference share holding

Key Highlights in Q2FY 22

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Continue to expand the start-up deployment through following investments in Q2FY 22:

- ❑ **One Point Six Technologies:** Additional investment in India's largest book distributor, publishing 100+ titles annually and spread across 100 cities
- ❑ **First Sense Technologies**: Investment in visual intelligence platform using distributed edge AI for automated classroom feedback
- ❑ **Graposs Edutech**: Edutech platform for education content development and teacher capacity building

Key Highlights in Q2FY 22

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Business & Financial Highlights :

❑ **Financials:**

  ✓ Generated operating revenue of Rs 11.2 million

  ✓ Portfolio value of investments increased from Rs 439.1 million on September 30, 2020 to Rs 611.0 million on September 30, 2021

  ✓ Raised Rs 270.0 million through preferential allotment to Newport Asia Group amounting to 4.99% of post issue paid up capital for augmentation of senior management personnel and overseas business expansion

Key Highlights

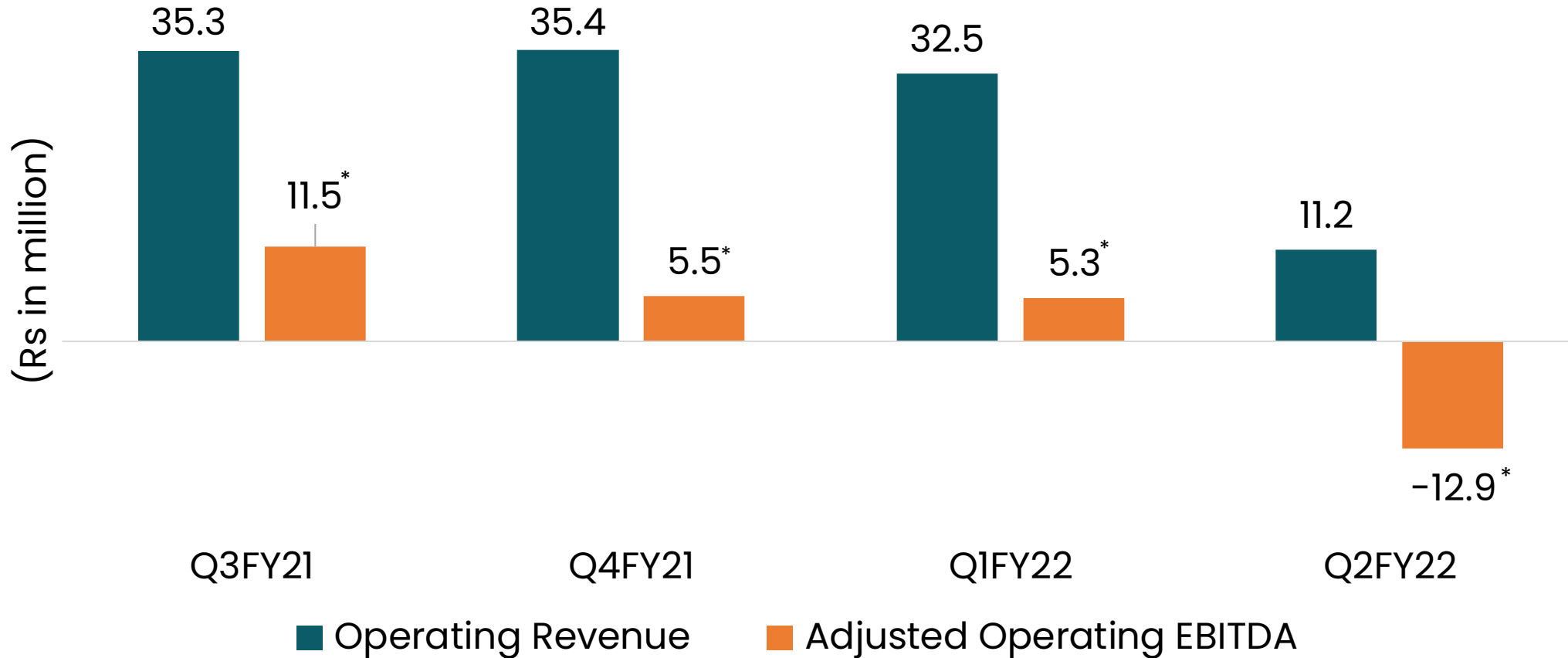## Other Highlights :

❑ **Business:**

✓ Signal Analytics, a wholly owned subsidiary raised Rs 52.4 million by way of preferential allotment of Pre Series A CCPS to new investors thereby Xelpmoc shareholding in Signal has changed to 91.95% on fully diluted basis and it has become a majority owned subsidiary of Xelpmoc

Financial Performance – Quarterly

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(Rs in million)

	Q3FY21	Q4FY21	Q1FY22	Q2FY22
Operating Revenue	35.3	35.4	32.5	11.2
Adjusted Operating EBITDA	11.5[*]	5.5[*]	5.3[*]	-12.9[*]

■ Operating Revenue ■ Adjusted Operating EBITDA

[*] Adjusted Operating EBITDA is after excluding ESOP expenses of Rs 3.1 million, Rs 7.3 million, Rs. 22.9 million and Rs 23.2 million during the Q3FY21, Q4FY21 , Q1FY22 & Q2FY22 respectively

Consolidated Financials

(Rs in million)	Q2'22	Q1'22	QoQ %	H1FY22	H1FY21	YoY%
Revenue from Operations	11.2	32.5	(65.7)%	43.7	69.8	(37.4)%
Other Income	3.1	2.9	7.1%	5.8	6.9	(16.1)%
Total Income	**14.2**	**35.4**	**(59.8)%**	**49.5**	**76.7**	**(35.5)%**
Adjusted Operating EBITDA	**(12.9)**[*]	**5.3**[*]	**NA**	**(7.5)**	**29.0**	**NA**
% of Operating Revenue	*NA*	*16.3%*	*NA*	*NA*	*41.6%*	*NA*
PAT	**(33.7)**	**(15.3)**	**NA**	**(48.9)**	**32.3**	**NA**
% of Total Revenue	*NA*	*NA*	*NA*	*NA*	*42.1%*	*NA*

The fair value of our investments in our clients as on September 30, 2021 stands at approximately Rs 611.0 million

* Adjusted Operating EBITDA is after excluding ESOP expenses of Rs 23.2 million in Q2FY22, 22.9 million in Q1FY22, Rs 46.1 million in H1FY22 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 due to the Covid pandemic. We see some good growth opportunities in this space

❑ While opportunities exist, challenges around closing deals with new start-ups have decreased due to the pandemic situation

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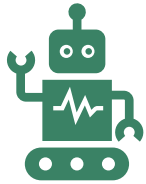
Differentiated technology services play with high focus on Data Science, AI and ML

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

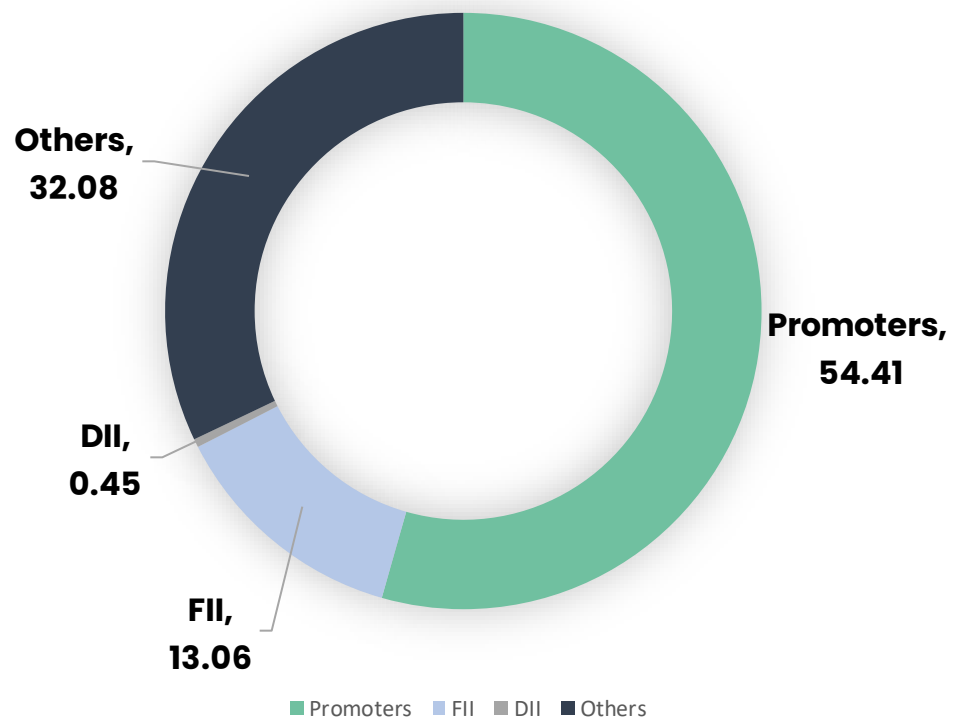Strong management with senior high caliber technology professionals

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 September 30, 2021 (%)

- Promoters, 54.41
- FII, 13.06
- DII, 0.45
- Others, 32.08

Legend: Promoters, FII, DII, Others

As on September 30, 2021

Top Institutions	
Institution	**%**
Newport Asia Group	4.99%
University of Notre Dame Du Lac	4.18%
The Ram Fund LP	1.28%
GP Emerging Market Strategies LP	1.21%
Massachusetts Institute of Technology	0.49%

Corporate Governance- Foundation of our Values

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- ❏ 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!

Innovation
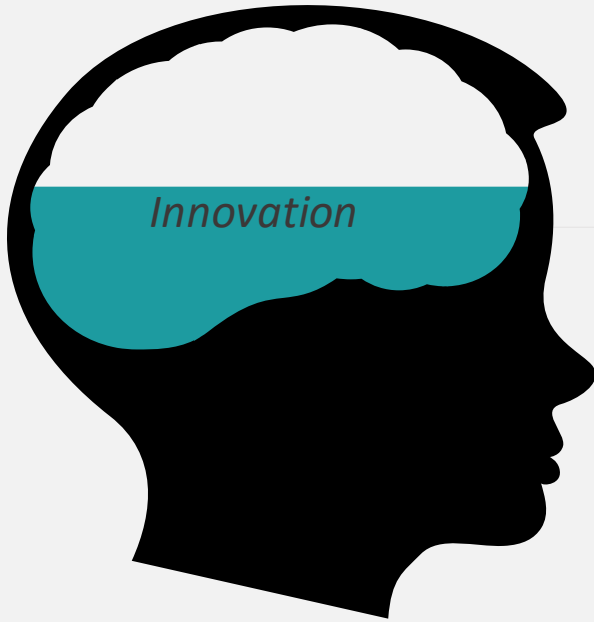
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For more information, Please contact:

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E: dpingle@christensenir.com