



Corporate Presentation

October 2009

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Leading IT Infrastructure Solutions and Managed Services Provider

- Providing IT infrastructure services and solutions with key focus on Remote Infrastructure Management (RIM)
- End-to-end solutions and service provider delivering superior value to the customers; recipient of several accolades and awards
- Experience of successful project execution for customers in geographies: UK, USA, Australia, SE Asia, Africa, etc

Experienced and professional management team led by Mr. Nitin Shah

- Headed by Mr. Nitin Shah, CMD, technocrat with three decades of experience
- Supported by Mr. Bimal Raj, CEO, with 19+ years of experience along with an experienced second in line management team

Strategic alliances with Global IT companies

- Advanced technology capabilities to deliver comprehensive solutions to customers

Wide clientele served with unique direct presence – 132 locations in India & 24 in US, 3,000+ employees

- Clients ranging across verticals from banking, government, services, manufacturing, energy, retail and telecom
- Nearly 65% of Allied's consolidated revenues come from domestic market, indicating its strong foothold in Indian market

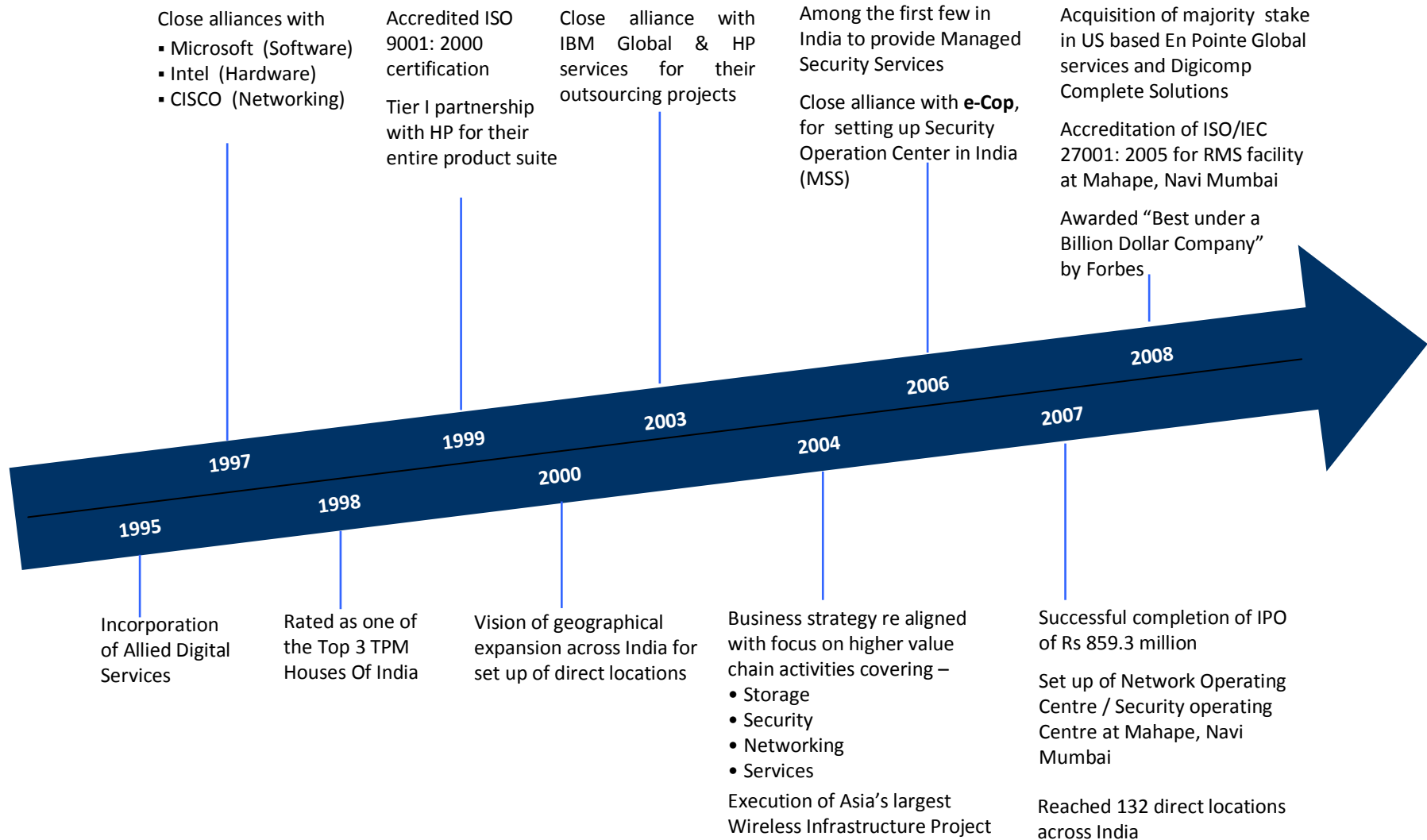
Established global footprint through acquisition of En Pointe in the US

- Acquisition to give Allied access to US clients and ability to use cost arbitrage opportunity through off shoring services to low cost destinations like India

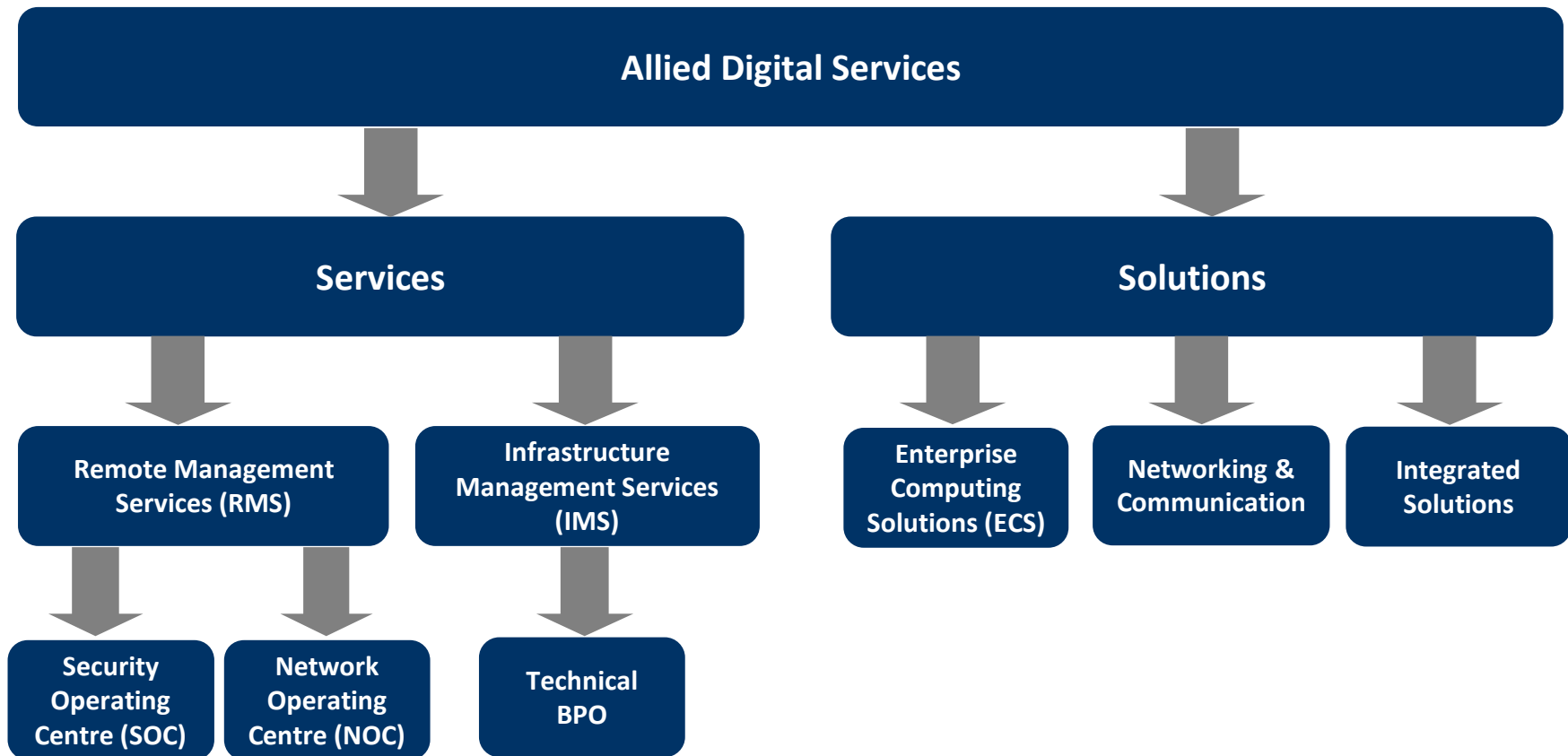
Stellar financial performance over a period of time generating value for shareholders

- 85% CAGR growth in revenues since 2006 through organic and in-organic routes
- Profitable since incorporation in 1995; margin improvement on account of shift towards high margin services business

Key Milestones



Our offerings

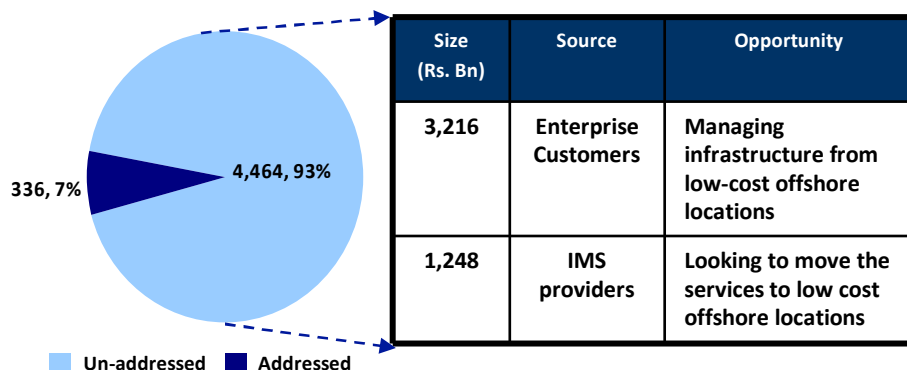


Ideally placed to capture fast growing niche RIM segment

Global RIM market

- Only 7% of the total RIM opportunity of Rs. 4,800 bn is addressed

Break up of un-addressed opportunity

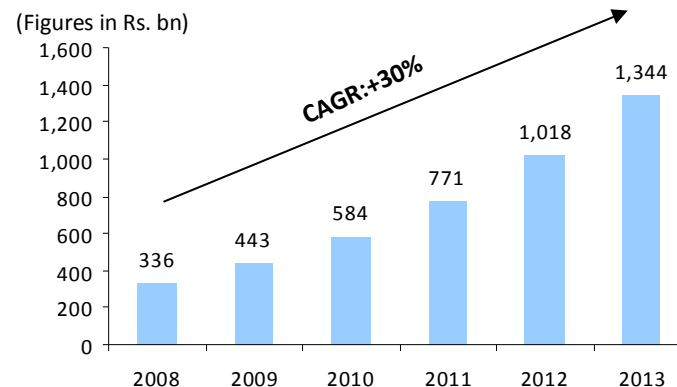


Source: Nasscom-Mckinsey report, 2008

Key growth drivers

- Increasing offshoring of RIM services to low cost destinations like India
 - ✓ ~89% cost savings by off shoring services to India (compared to New York)
- Regulatory compliance of acts like SOX, HIPAA & BASEL-II will be the key drivers for Security Operation Center (SOC) in India
- No language barriers
 - ✓ Significant opportunity in countries like Japan, Europe and Middle East

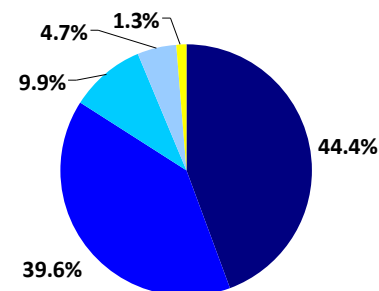
Global RIM market set for rapid growth



- Approximately 50-55% of the RIM market will be outsourced to India

Source: Nasscom-Mckinsey report, 2008

Region-wise RIM breakup



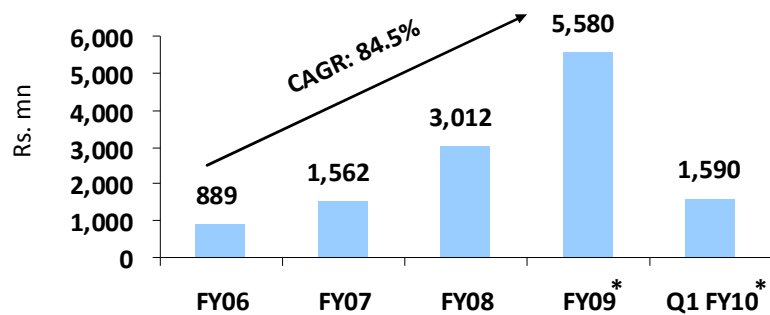
Legend: North America (dark blue), Western Europe (medium blue), Japan (light blue), Asia/Pacific (very light blue), Others (yellow)

Note: Others include Latin America (0.8%), Middle East & Africa (0.4%) & Eastern Europe (0.2%)

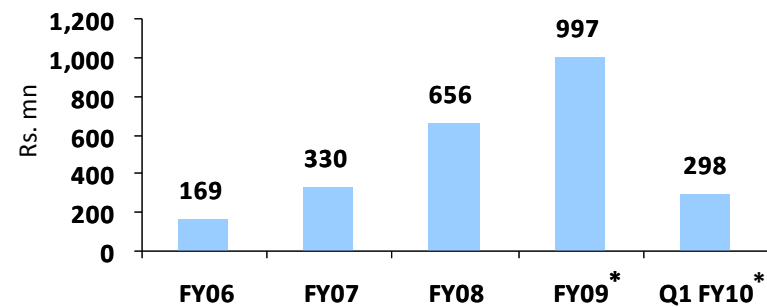
Source: Internal Company Estimates

History of strong financial performance

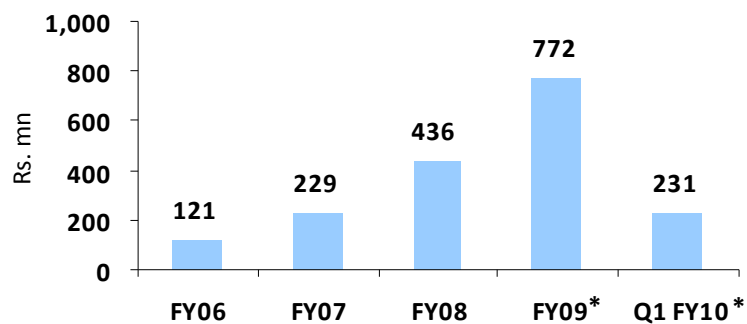
Revenue



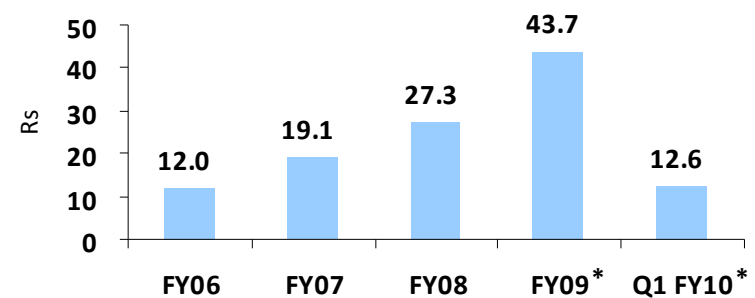
EBITDA



PAT



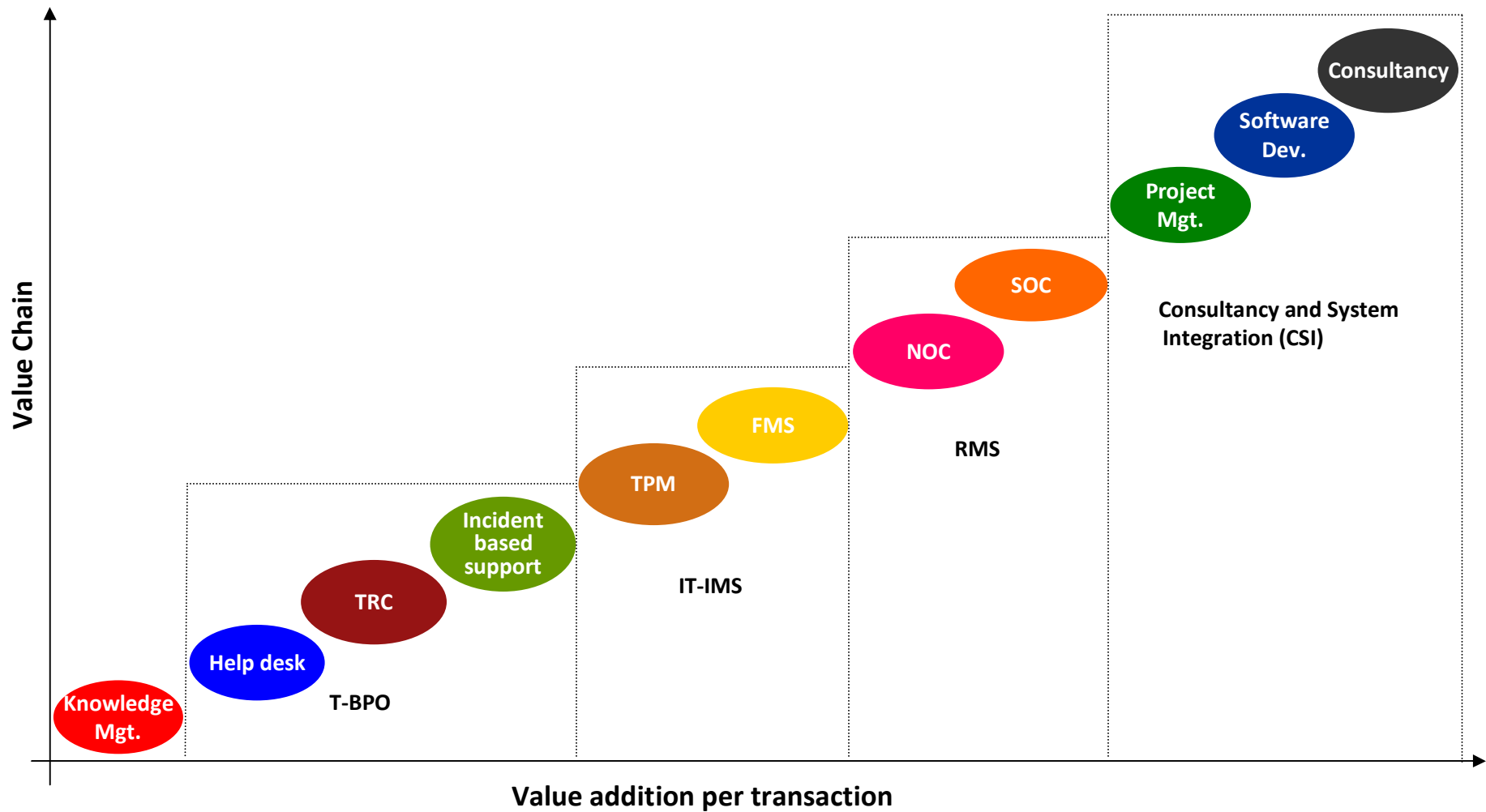
EPS



*Note- FY09 and Q1FY10 figures are consolidated

Strategy

With robust growth in the market for high value added Remote management service, the Company can leverage its current infrastructure to capitalize on the opportunity



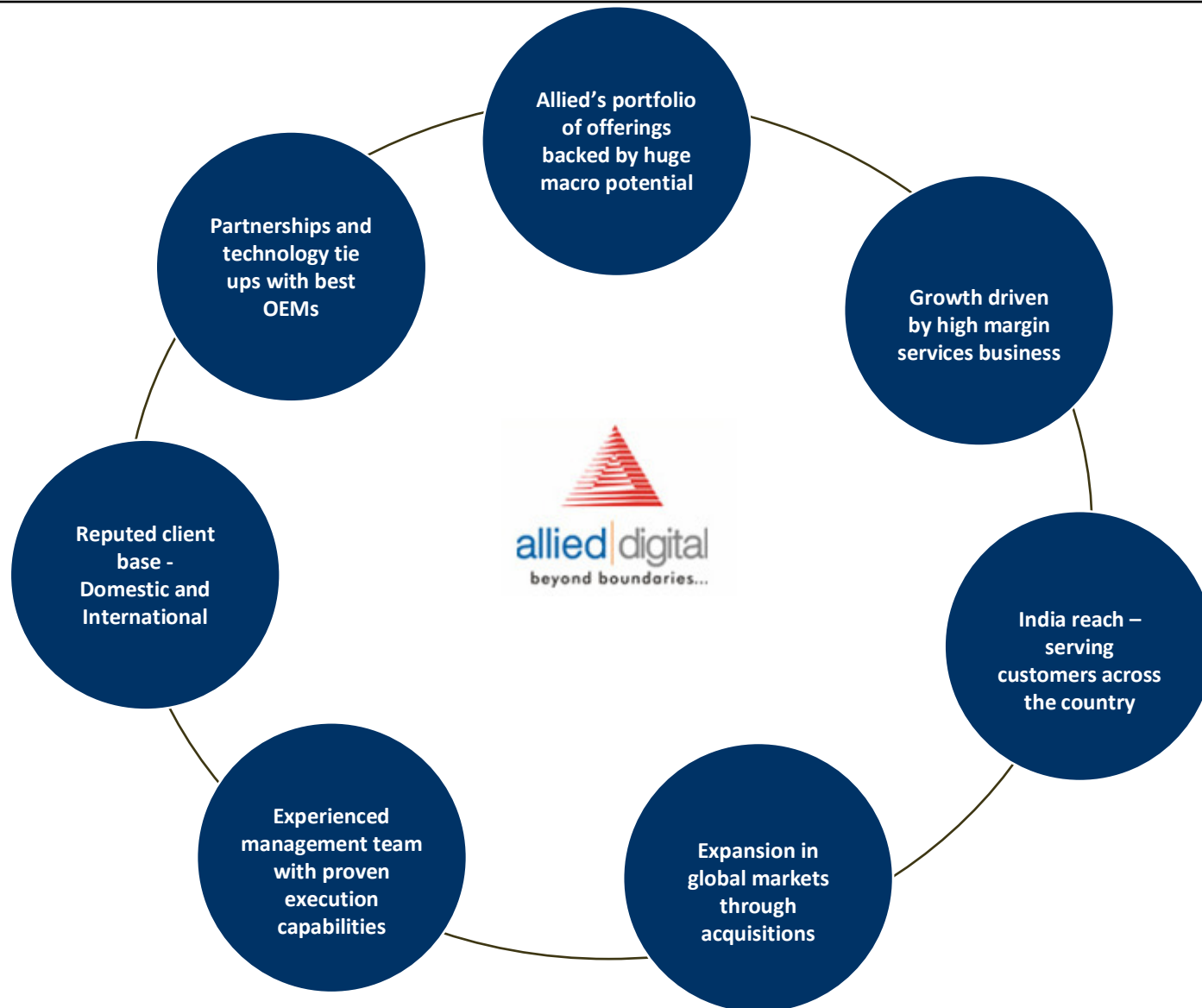
Our Differentiators

- **Direct Business Model** – On site support through nationwide footprint at 132 locations
- **Vendor Neutral Approach** – single point of accountability
- **Virtual Integration** between Principals and Customers
- Highly focused “**Customer Centric**” approach - leading to high “**Customer Retention**”
- **Centralized Service Delivery** using shared resources to provide cost effective services – **Global Service Delivery Centre**
- “**One Stop Shop**” for every IT Need of our enterprise customers
- **World-Class Practices** for service delivery and project execution
- **Real Time Basis Risk Mitigation Strategy** and **Regulatory Compliance Reporting** through **Managed Security Services (MSS)** from centralized Security Operation Centre

Our Differentiators (Contd.)

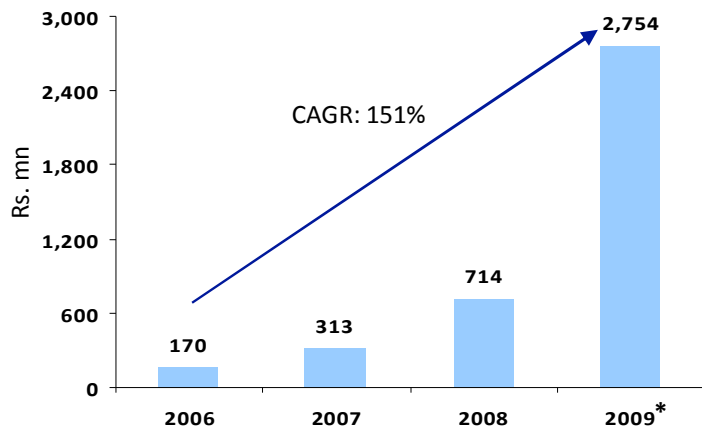
- **Proven & Successful Management Model**
 - “New ERA”- Empowerment – Responsibility – Accountability
 - “Management by Participation” model
 - Leadership by example
 - Unmatched exception management capability
- **Core Value Driven Organization**
- **Innovative HR Practices**
 - On-going – internal talent spotting and mentoring
 - SIG initiative
 - Core team
- **Proven Project Management and Execution Capabilities**
- **Process Oriented Organization** - consistency in execution and delivery of services
- Unique “**Go To Market**” strategy to leverage on strengths to up-sell and cross-sell to every customer
- Best Strategic Alliances, partnerships and IT Infrastructure expertise

Key Investment Highlights



Allied's portfolio of offerings...

Revenue - Services



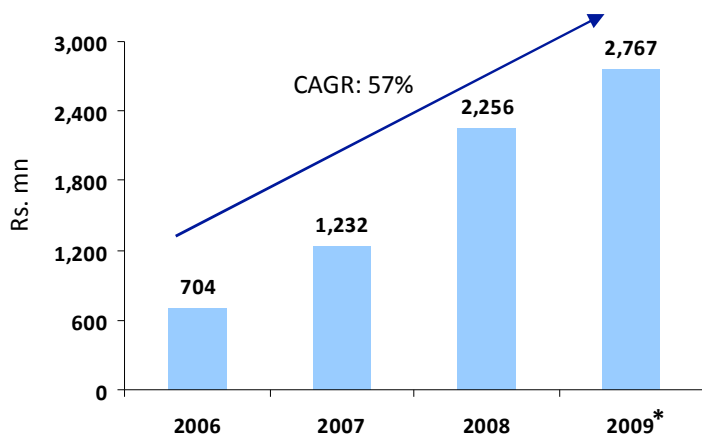
Services offered

- Infrastructure Management Services
- Technical BPO
- Remote Managed Services
 - Network Operation Center
 - Security Operations Center

Robust infrastructure

- State-of-the-Art Remote Management Center (NOC & SOC) in India
- Best-of-Breed Enterprise Management Tools for Remote IT Infrastructure Management Services
- 100+ Worldwide Customers within just 2 years of Operation
- 24x7 Toll-free Phone support available to customers in India, USA & Australia

Revenue - Solutions



Solutions offered

- Enterprise Computing
- Networking & Communication
- Integrated Solutions

Awards & Accolades



'Best Managed Services Provider'
CRN Excellence Awards 2009



'Fastest Growing System Integrator'
Dataquest Awards 2009



"Best Systems Integrator"
(consecutive last 3 years)

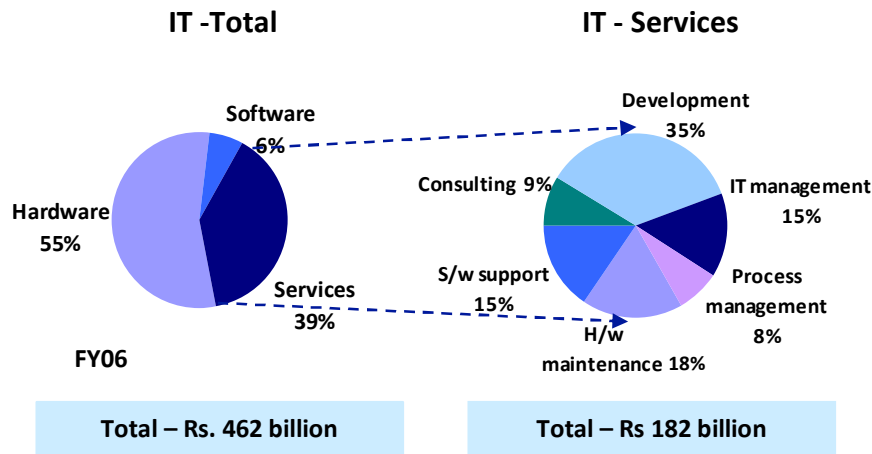


'Best under a Billion Dollar Company' for 2008
Forbes Magazine

* FY 2009 revenue has been taken on consolidated basis

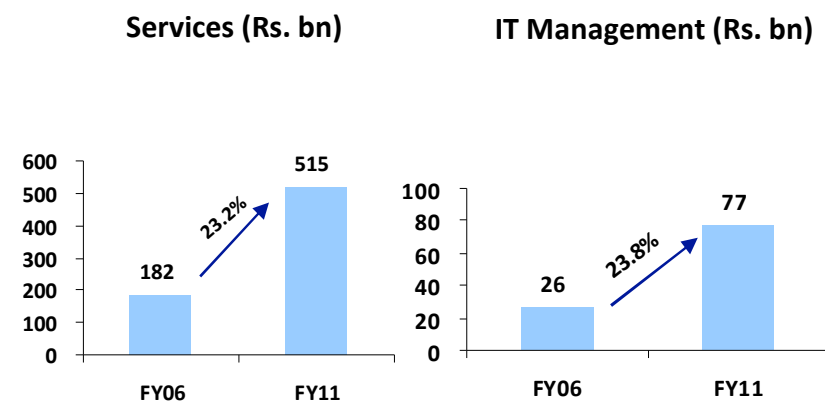
... backed by huge macro potential in domestic IT space...

India IT market – break up



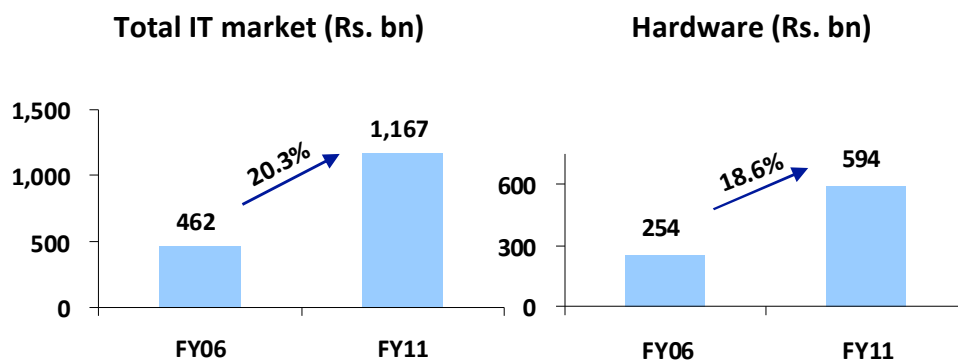
Source: Internal Company Estimates

Services – robust growth



Source: Internal Company Estimates

Growth driven by IT services and Hardware



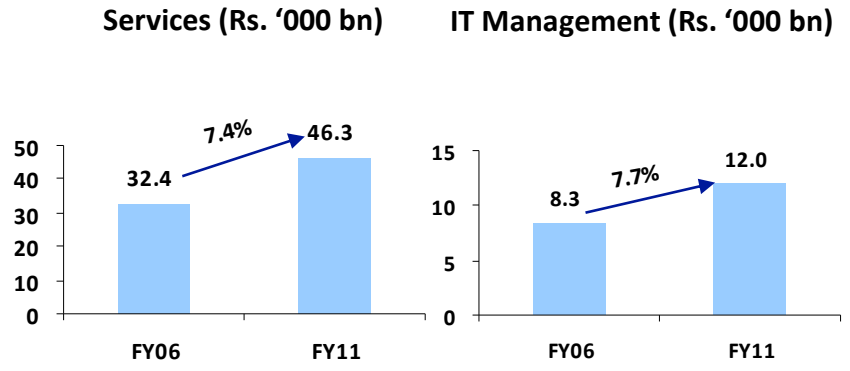
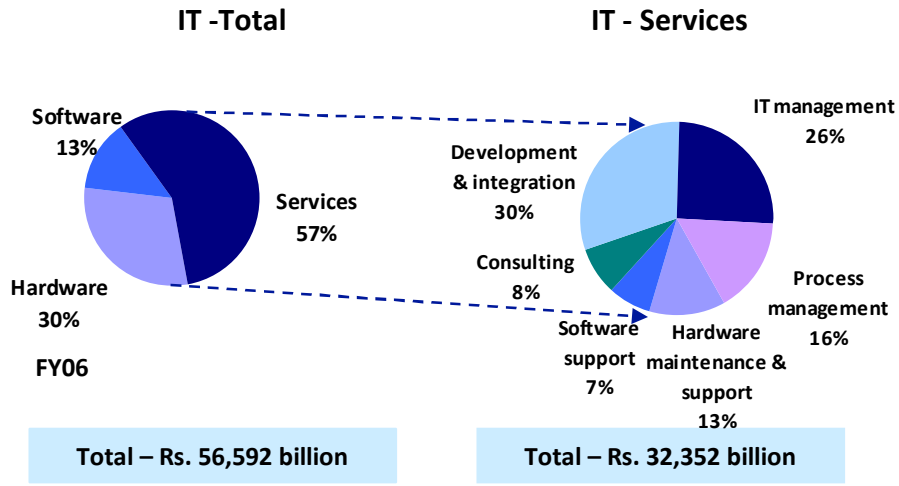
Source: Internal Company Estimates

- Sustained investments in IT infrastructure and increased penetration will be key in growth of hardware
- IT management services growth will be driven by increase in security threats, compliance norms and attrition of key employees.

... and global IT space

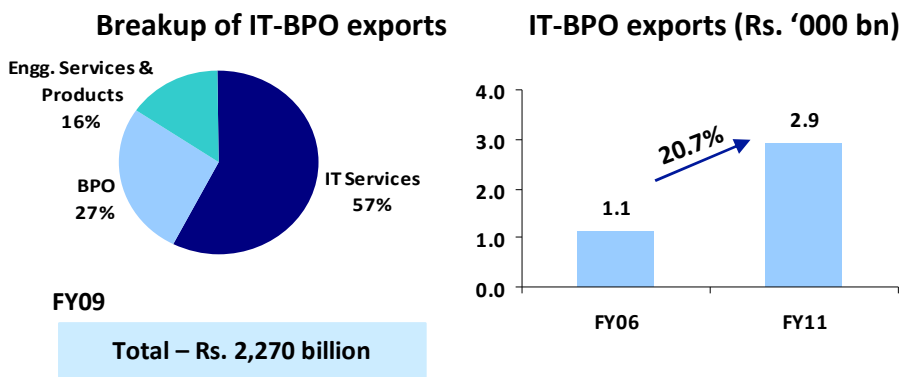
Global IT market – break up

Services – robust growth



Source: Internal Company Estimates

Robust growth in Indian IT exports

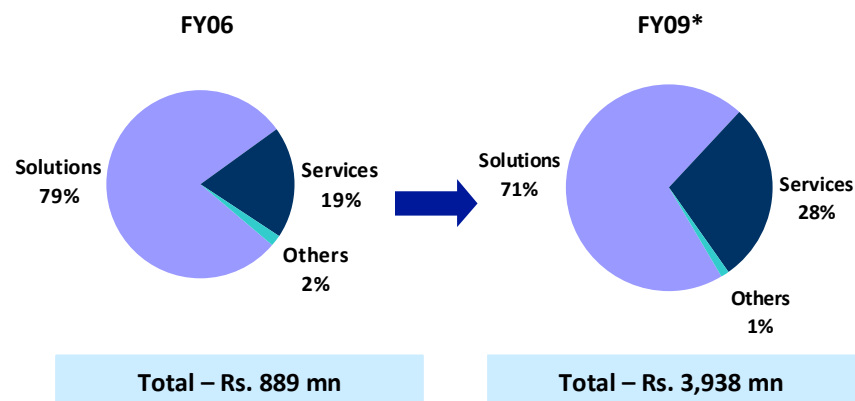


Source: Nasscom

- Huge market opportunity given only ~5% of the total global opportunity is currently captured through IT exports
- Abundant talent and low cost of servicing will continue to drive the growth of IT-BPO exports from India

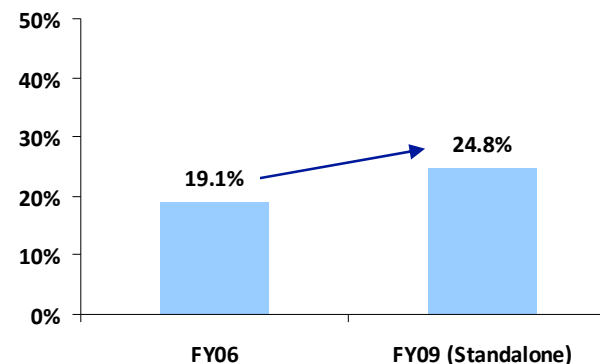
Growth driven by high margin services business

Revenue



* Revenue has been taken on standalone basis

EBITDA margins

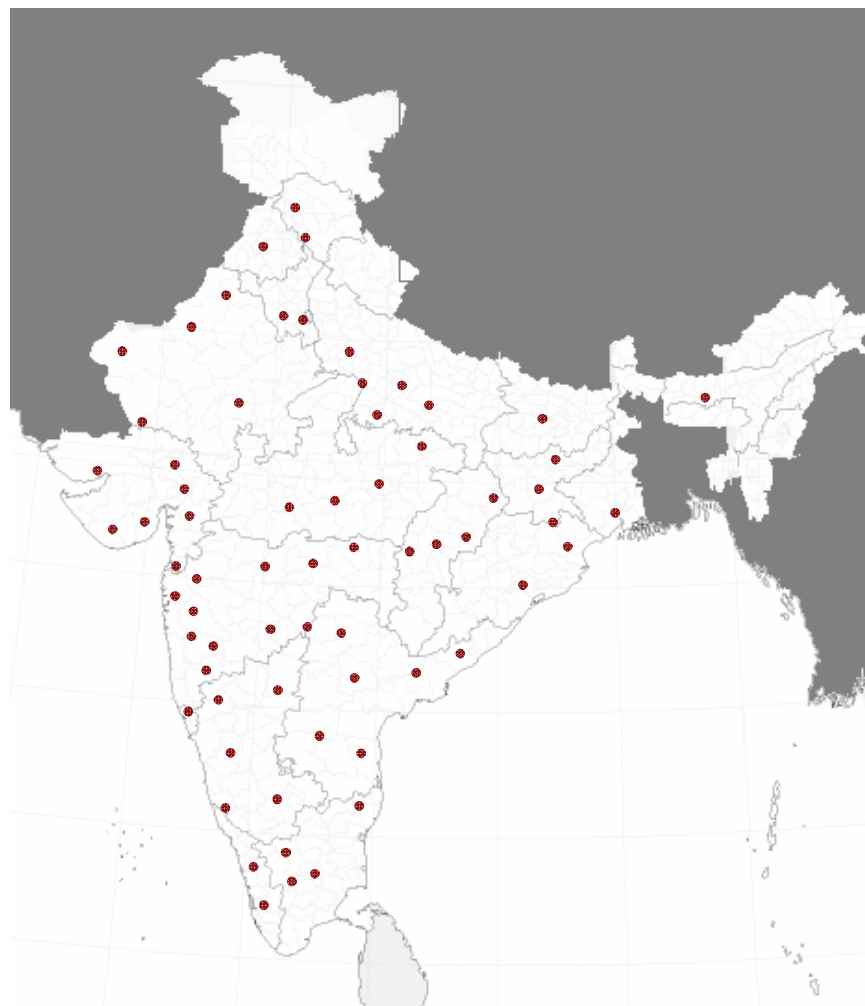


- Revenues from services have grown consistently over the years and will further rise due to increased focus on Infrastructure Management Services
- Higher operating margins from services has been the key driver in margin growth and will ensure robust profits in the future years

Note- FY09 Consolidated revenue is Rs. 5,580 mn and EBITDA margin at 17.9%

India reach – serving customers across the country

Direct presence across country through support centers, services centers and offices provides competitive advantage over franchisee model adopted by competitors



Regions	Locations
North	47
East	22
West	38
South	25
Total	132

Expansion in global markets through acquisitions

Allied has made domestic and cross border acquisitions of strategic assets with considerable potential synergies



Organization details

- Over 365 employees in US
- Over 27 locations in US
- \$30 Million in annual revenue for FY 2009.
- Offers following services to various business verticals –
 - Lifecycle services
 - Client services
 - Infrastructure management services
 - Remote infrastructure management services

Synergies

- Will help strengthen the pipeline for remote infrastructure and security service offerings in the US market
- Support from En Pointe Technologies, which has well-established presence across 44 states in US with 15 years of operations



Digicomp Complete Solutions

Organization details

Large chip level testing and repair center in Bangalore with employee strength of 200 technicians

Synergies

- Acquisition to provide leverage to Allied's Tech BPO business
- Help provide repair and RMA services to its vendors

Global reach – servicing customers around the world



Experienced management team with proven execution capabilities

Name	Designation	Experience and Qualification
Mr. Nitin Shah	Chairman & Managing Director	<ul style="list-style-type: none"> Over 30 years experience in IT industry B.E. (Electrical) and Post Graduate diploma in Computer Management
Mr.Prakash Shah	Executive Director & CFO	<ul style="list-style-type: none"> Over 18 years experience in finance specially IT industry Diploma in Computer Management
Mr.Manoj Shah	Executive Director – Technical	<ul style="list-style-type: none"> Over 17 years experience in IT industry Diploma in Computer Engineering and Post Graduate Diploma in Computer Science
Mr. Bimal Raj	Executive Director	<ul style="list-style-type: none"> Over 20 years of experience in IT industry Diploma in Computer Applications and PGDBA
Mr.Jawahar Ali	Chief Marketing Officer	<ul style="list-style-type: none"> Over 20 years of experience in the field of IT & Physical Security B. Sc.
Mr.Sunil Bhatt	Chief Technology Officer	<ul style="list-style-type: none"> Over 17 years of Experience in Enterprise IT, Data Communications, Information Security and IT Infrastructure Services Diploma in Computer Technology
Mr.Rajesh Patel	Chief Information Officer	<ul style="list-style-type: none"> 27 Years experience in IT industry M. Sc (Electronics)
Mr.Arun Kulkarni	Chief Information Security Officer	<ul style="list-style-type: none"> Over 30 years of experience in IT Industry in contributing to the quality, growth and improvement of workplace objectives B.Tech (Mechanical)
Mr. Jayesh Pathak	Country Head - Services	<ul style="list-style-type: none"> Over 17 years of experience in customer support service Diploma - LARS & LTVS from REI
Mr.Basit Shaikh	General Manager – Finance	<ul style="list-style-type: none"> Over 14 years of experience in Accounts and Finance B. Com ,ICWA
Mr.Ajay Agarwal	Finance Controller	<ul style="list-style-type: none"> Previous experience with banks and financial institutions spanning across financial, commercial , legal and tax related issues B.Com.(Hons.), ACA, ACS, ICWA
Mr.Dhiren Sampat	General Manager – Operations	<ul style="list-style-type: none"> Experience in providing Infrastructural and logistical support, handling financial & operational areas B.Com., D.C.S., D.B.M
Mr.Ramachandar	Vice President - Services	<ul style="list-style-type: none"> Over 22 years of experience in IT solutions Industry B.Sc., DSM, DBM, DMS

Our Vision, Mission & Core Values

Vision

To be a world-class IT services and solutions provider by continually applying **3 mega-forces** within the organization :

- Developing technological depth
- Enhancing resources, reach & infrastructure
- Using the best practices for operational excellence

Mission

We will operate as a 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, staff & other stake holders.





Appendix

Income statement

Income statement

In Rs. mn	FY06	FY07	FY08	FY09*	Q1FY10*
Income					
Services	170	313	714	2,755	715
Solutions	704	1,232	2,256	2,767	873
Others	15	16	26	59	2
Total	889	1,562	3,012	5,580	1,590
<i>Y-o-y growth</i>		75.8%	92.8%	85.3%	NA
Expenses					
Cost of Sales	587	1,031	2,005	3,446	982
Salaries	86	128	223	737	203
Admin and Selling	43	71	90	379	107
EBITDA**	169	330	656	997	298
<i>EBITDA margin(%)</i>	19.1%	21.2%	22.0%	17.9%	18.7%
Interest	8	11	14	56	15
Depreciation	6	9	33	50	16
PBT	160	312	647	940	267
<i>PBT margin</i>	18.0%	20.0%	21.5%	16.8%	16.8%
PAT	121	229	436	772	231
<i>Net margin</i>	13.6%	14.7%	14.5%	13.8%	14.5%

* Consolidated for the group

**EBITDA does not include other income

Note – Q1FY10 results are not Audited but Limited Review has been done by Statutory Auditors

Balance sheet

Balance Sheet

In Rs. mn	FY06	FY07	FY08	FY09*
Sources of funds				
Equity	47	128	173	181
Reserves and surplus	206	459	1,637	2,982
Total shareholder's funds	253	586	1,810	3,163
Minority Interest	-	-	-	36
Secured Debt	79	72	107	842
Unsecured Debt	7	7	50	60
Deferred Tax liability			1	16
Total sources of funds	339	666	1,968	4,117
Application of funds				
Net fixed assets	17	67	162	417
CWIP	-	37	40	339
Goodwill	-	-	-	1,125
Investments	2	29	475	50
Deferred Tax Asset	-	5	-	-
Inventories	11	13	50	106
Debtors	291	596	1,480	2,272
Cash & bank balances	27	29	70	165
Loans and advances	103	129	255	330
Total current assets	431	767	1,854	2,873
Current liabilities & provisions	111	239	563	687
Net current assets	319	528	1,291	2,186
Misc. Expenditure	1	-	-	-
Total application of funds	339	666	1,968	4,117

* Consolidated for the group