We are here to **Disrupt the Status Quo**

**ramco**

THRIVE
DIGITALLY
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Tectonic Shifts have been challenging status quo

Companies who failed to identify the emergence of PC faded away to non-existence and paved way for PC era companies

And now the PC era companies are struggling

As the next Tectonic shift is towards Connected Smart Devices
Cloud Technology powering the revolution of “Internet of Things”
Cloud is a disruptive trend
Most promising IT Segment

# 1 Technology that will effect IT as per Gartner

82% Of new software companies are in Cloud space as per IDC

Defacto Standard for buying new application as per Forrester analysis

40% Increment growth in software from cloud in next 2 years as per IDC

50% + Companies will increase cloud spend as per Forrester in next 1 year
This Digital Workplace Revolution throws new challenges for Enterprise applications

- Location and time independence
- Need for contextual information
- Seamless experience across evolving devices
- IOT throwing complex business situations that require intelligence at application level
- Information hub – Combining multiple services, on premise on cloud
BUT large players are too tied down by their legacy to adapt to the changing Workplace….

Leading to emergence of many “Next Gen” cloud solution providers

Success Factors  **Net Suite**  Plex Online  **Sales Force**

**Intuit**  **Work Day**

**Kronos**  **Concur**

Zoho  Halogen  Intacct
But it is difficult to ensure seamless fit with point solutions

Integration can be a nightmare

Ramco’s Suite of Enterprise Applications made from single fabric
Addressable Market Size
Aviation, HCM and ERP on Cloud focus areas for Ramco

$8.08 B* global HCM market
(Based on Top Five Human Capital Management System Vendors by Total Software Revenue, Worldwide for the year 2013)

Total ERP market is $25.4B
(Based on Top 10 ERP Software Vendors by Total Software Revenue, Worldwide, for the year 2013)

$3 B addressable Global Aviation M&E market

# Ramco estimate
Ramco “Power of One”
End to End functionality on Common New Age Platform “Ramco VirtualWorks®”

Fully integrated applications developed on a common platform

Truly multi tenant cloud architecture

Device specific rendering and hence no need to develop additional mobile applications

Model based architecture requiring minimalistic programming efforts

In memory multi agent technology making the application adaptive and intelligent

Component architecture enabling customers to pick and choose the relevant modules
Ramco Systems – An Overview

Introduction

- Part of the USD 1 Billion Ramco Group
- Headquartered in Chennai, India company has 20 offices spread across India, APAC, US, Canada, Europe, Middle East and Africa
- Global R&D Centre in India
- 1550+ Employees
- Rich history of 24 Years

Shareholding Pattern (Dec’14)

- Promoter 70%
- Others 24%
- DII 1%
- FII 5%

Major Industries served by the Company

- Aviation
- BFSI
- Energy & Utilities
- Public Sector & Government
- Professional Services
- Manufacturing & Trading
Ramco Evolution and timeline

- **1990-1997**: 3rd generation of Ramco’s client-server ERP solution launched in 1997, evolving from the 1st version in 1993
- **1999**: Ramco launched VirtualWorks™, which enables clients to rapidly develop and deploy flexible web architected solutions
- **2002**: Leveraged VirtualWorks™ to create web architected ERP and Aviation solutions
- **2005**: Commercialized the web architected solutions
- **2007**: Strategic shift towards developing “Cloud” enabled solutions
- **2007**: Enhanced the VirtualWorks™ platform to integrate cloud capabilities
- **2009**: Launched onDemand ERP on Cloud
- **2012**: Aviation solutions gather momentum
- **2012**: R&D teams focused on creating robust cloud based platform to extend offerings to medium and small sized businesses
- **2014/15**: Appointed VA as CEO to guide the organization through its next phase of growth
- **2014/15**: Focus shifted towards enhancing usability and functionality
- **2014/15**: Focus on building select vertical and function specific solutions
- **2014/15**: Cloud ERP enhanced to focus on Mobility
- **2014/15**: HCM solution witnessing strong traction
- **2014/15**: Fuel global growth by expanding and strengthening the partner ecosystem
- **2014/15**: Focus on Usability for superlative user experience
- **2014/15**: Enriching the application with multi agent technology based use cases to make the application intelligent and intuitive

Now taking the company Global and building a brand

**Focus shifted to polishing the user interface and becoming more market centric**

**Spent the initial years to build a fundamentally strong Product**
Ramco product philosophy

Differentiation at the front end

Engaging Users with application available on all the Mobile devices, wearables and Nearables

Simplified, Uncluttered, Standardized user interfaces, with easy navigation

On line collaboration and Social integration

Intelligent application providing solution to complex situations using algorithm based multi agent framework

Providing contextual information leveraging on location based features of devices and Geospatial visualization
Revolutionizing Aviation

Powers **2650 + aircrafts**

**12 customers** on-board Ramco Aviation in **12 months**

**Trusted** by the likes of Emirates, Air India, ADAC, Republic Airways, PHI, Safe Air, A+ amongst **65+ customers**

**5** very large Helicopter companies trust Ramco Aviation suite

Breaking our own record -

**Cloud + New Tech** drives Customer **Go live** in a short span
M&E MRO
Aviation on Cloud
Comprehensive ERP suite

Empowering **multiple customers** across the world

**Choice of Deployment model** – available on cloud/on premise

**Trusted** by the likes of Toyota, DLF, TAFE, Schneider Electric and TVS

Uniquely positioned on **Services Resource Planning** with names like G4S, Securitas

Proven expertise in **Tier 2 ERP** model with Mother Dairy, TAFE, Lubrizol etc,
## ERP on Cloud

### Finance & Accounting
- General Accounting
- Receivables & Payables Mgmt.
- Fixed Assets Management
- Management Accounting
- Consolidation & Reporting
- Financial Services
- Planning & Budgeting
- Grants & Funds Management

### Sales & Distribution
- CRM
- Demand Planning
- Order Management
- Outbound Logistics
- Warranty Management
- Service Management
- Subcontracting
- Customer Portal

### Inventory & Procurement
- Inventory Analysis & Planning
- Warehouse Management
- Physical Inventory & Cycle Counting
- Sourcing & Purchasing
- Inbound Logistics
- Manufacturing Execution
- Supplier Portal

### Production
- Estimation
- Planning
- Work Order Management
- Scheduling
- Acceptance & Rejection analysis
- Costing

### Quality Management
- Attribute Management
- Inspection & Sampling Plans
- Quality Administration
- Acceptance & Rejection analysis

### Project Management
- Planning & Budgeting
- Project Definition
- Project Planning & Tracking
- Billing
- Project Closure

### Maintenance Management
- Equipment Induction & Setup
- Preventive Maintenance
- Predictive Maintenance
- Shutdown / Outage Mgmt.
- Work Management

### HCM
- Workforce Management
- Recruitment
- Talent Management
- Employee Development
- Payroll & Benefits
- Planning

### Dealer Management
- Sales
- Service Management
- Spares Management
- CRM
- Dealer Development
- Warranty Management
- Finance

### Enterprise Add-ons
- Advanced Reporting
- Wizard Interface
- Embedded Workflow
- Data Uploads
- Analytics
- Mobility
- Extension Toolkit
- eSignature
- Device Integration
- SOA Integration / Collaboration
- Advanced Planning & Optimization
Ramco HCM suite

275+ Customers* on HCM platform. **65 new** customers in **65 weeks***

End to end solution with Global Talent Management & Payroll engine

**In memory** payroll

Easy **Integration** with any other ERP through **iRIS platform**

**Choice of Deployment model** – available on cloud/on premise

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* Includes customers who have taken HCM together with ERP or AVN
  * As of 31st Dec 2014
HCM on Cloud

Complete solution offering

- Core HR
  - Organization Management
  - Personnel Administration
  - Movements & Exit Management
  - Benefits Administration
  - Travel & Expenses
- Time & Attendance
  - Schedule Management
  - Paid Time-Off Management
  - Time Entry Management
  - Project Time Booking
  - Absence & Overtime Tracking
- Payroll
  - Gross & Net Pay Calculation
  - Retroactive Pay & Increments
  - Financials Integration
  - Direct Deposit Automation
  - Country-specific Compliance
- Talent Management
  - Competency Management
  - Performance & Goal Management
  - Succession Planning
  - Career Planning
- Recruitment
  - Requisition Management
  - Sourcing
  - Candidate Management
  - Selection & Offer Management
- Planning & Analytics
  - Workforce Planning
  - Organization Scorecard
  - Analytics

Employee & Manager Self-Service

Enterprise Add-ons

- Mobility
- Workflow
- Role-based Access
- Extension Toolkit
- Advanced Reporting
- Data Uploads
- SOA-based Integration

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Its all about gaining Market share…

Four pronged approach

**Strong Product**
- Integrated end to end product
- Deep functionality
- Gen Y features for ease of use
- Simplification

**Branding**
- Presence in Leadership sections of Analyst like Gartner, Forrester
- Hoardings at leading locations globally
- Global Events
- Featuring in leading Publications

**Sales reach**
- Strengthening sales & presales teams in major Geographies like US/Europe/Australia

**Ecosystem**
- Global System Integrators partnering with us
- Creating channel partners across the globe
- OEMs using our platform to service their end customers
Expanding sales Globally
Footprint in last few Quarters

Norske Skog
Malaysian Airlines
Dabur
Able Aerospace
Turbo Meca
Falcon Aviation
Kerzner International
AeroGulf
Vopak Asia
Khimji Ramdas
MHW Ltd
Bureau Veritas
Kenya Airways

Big brands coming on board
Ecosystem - Increasing the reach

Growth aimed with help of Global Partners

- Technology partner
- System Integration Partner
- OEM Partner
- Boutique Partner
Marketing & Branding

Multi-pronged strategy showing results

Recognition by Influencers

“Ramco is the most prominent SAAS ERP vendor, with over 400 clients”

“Workday infor stay on alert! Ramco HCM on Cloud is here it looks like SAP and IFS should be looking over their shoulders now that Ramco is in their backyard”

Hoardings at Leading airports
Fun Place to Work

Hiring from some of the best colleges

Employee Trust first: Culture shift from Approval to just being informed

Stretch a little to exert your calories – Our yoga and Zumba classes.

Coffee prepared & served by Senior Managers for employee connect

Moving away from cubicle culture, mobile and open workspaces
Virender Aggarwal has been focusing on evaluating new market opportunities, attracting strategic partnerships, realigning the company's portfolio of offerings and driving profitable growth.

Prior to Ramco, Virender was President & APAC Region Head for HCL Technologies, Singapore. In this stint, Virender played a pivotal role in building the IT Services and Consulting business for Emerging Markets such as Japan, Australia, New Zealand, China, Asia Pacific, India, Middle East and Africa.

Virender holds a Master Degree in Business Management from the Birla Institute of Technology and Science.
Consolidated Financial Highlights*

Revenue from Operations (INR mn)

EBITDA (INR mn)

EBITDA and PAT Margins

PAT (INR mn)

* Based on Consolidated Unaudited financial results submitted to Stock Exchanges

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# Consolidated Profit & Loss

<table>
<thead>
<tr>
<th>For the period</th>
<th>FY 12</th>
<th>FY 13</th>
<th>FY 14</th>
<th>9M Dec'13*</th>
<th>9M Dec'14*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INCOME</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenue from Operations</td>
<td>2,230</td>
<td>2,393</td>
<td>2,631</td>
<td>1,898</td>
<td>2,595</td>
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<tr>
<td>% growth</td>
<td>7.3%</td>
<td>9.9%</td>
<td>36.7%</td>
<td></td>
<td>36.7%</td>
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<tr>
<td>Other Income</td>
<td>112</td>
<td>81</td>
<td>96</td>
<td>70</td>
<td>39</td>
</tr>
<tr>
<td>Total Revenue</td>
<td>2,341</td>
<td>2,474</td>
<td>2,727</td>
<td>1,969</td>
<td>2,634</td>
</tr>
<tr>
<td><strong>EXPENDITURE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Changes in Inventories of Finished Goods &amp; stocks</td>
<td>(16)</td>
<td>17</td>
<td>-</td>
<td>-</td>
<td>0.05</td>
</tr>
<tr>
<td>Purchase of stock-in-trade</td>
<td>31</td>
<td>61</td>
<td>24</td>
<td>14</td>
<td>20</td>
</tr>
<tr>
<td>Employee Benefit Expense</td>
<td>1,147</td>
<td>1,422</td>
<td>1,353</td>
<td>1,029</td>
<td>1,204</td>
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<tr>
<td>Other Expenses</td>
<td>964</td>
<td>991</td>
<td>1,088</td>
<td>799</td>
<td>881</td>
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<tr>
<td>Total Expenses</td>
<td>2,126</td>
<td>2,491</td>
<td>2,465</td>
<td>1,842</td>
<td>2,106</td>
</tr>
<tr>
<td><strong>EBITDA</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% margin</td>
<td>9.6%</td>
<td>NA</td>
<td>10.0%</td>
<td>NA</td>
<td>6.7%</td>
</tr>
<tr>
<td>Finance Costs</td>
<td>26</td>
<td>61</td>
<td>115</td>
<td>82</td>
<td>94</td>
</tr>
<tr>
<td>Depreciation and Amortisation Expense</td>
<td>280</td>
<td>331</td>
<td>377</td>
<td>286</td>
<td>337</td>
</tr>
<tr>
<td>Profit / (Loss) Before Tax</td>
<td>(91)</td>
<td>(408)</td>
<td>(229)</td>
<td>(241)</td>
<td>96</td>
</tr>
<tr>
<td>Tax Expenses</td>
<td>(4)</td>
<td>(0)</td>
<td>8</td>
<td></td>
<td>11</td>
</tr>
<tr>
<td>Profit / (Loss) After Tax</td>
<td>(87)</td>
<td>(407)</td>
<td>(238)</td>
<td>(241)</td>
<td>85</td>
</tr>
<tr>
<td>Minority Interest</td>
<td>2</td>
<td>1</td>
<td>(1)</td>
<td>1</td>
<td>(2)</td>
</tr>
<tr>
<td>Equity in Earnings of Affiliates</td>
<td>(4)</td>
<td>2</td>
<td>1</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Profit / (Loss) for the period</strong></td>
<td>(89)</td>
<td>(404)</td>
<td>(238)</td>
<td>(242)</td>
<td>83</td>
</tr>
</tbody>
</table>

*Consolidated Unaudited financial results as submitted to Stock Exchanges
## Excerpts from Consolidated Balance Sheet

### EQUITY AND LIABILITIES

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<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shareholders’ Funds</td>
<td>1,654</td>
<td>1,285</td>
<td>1,077</td>
</tr>
<tr>
<td>Minority Interest</td>
<td>2</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Non-current Liabilities</td>
<td>160</td>
<td>200</td>
<td>1,939</td>
</tr>
<tr>
<td>Long Term Borrowings</td>
<td>7</td>
<td>12</td>
<td>1,828</td>
</tr>
<tr>
<td>Current Liabilities</td>
<td>2,505</td>
<td>3,452</td>
<td>2,591</td>
</tr>
<tr>
<td>Short Term Borrowings</td>
<td>1,985</td>
<td>2,853</td>
<td>1,825</td>
</tr>
<tr>
<td>Trade Payables</td>
<td>233</td>
<td>215</td>
<td>224</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>4,320</td>
<td>4,937</td>
<td>5,607</td>
</tr>
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</table>

### ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-current Assets</td>
<td>2,952</td>
<td>3,392</td>
<td>3,801</td>
</tr>
<tr>
<td>Fixed Assets</td>
<td>1,828</td>
<td>2,245</td>
<td>2,529</td>
</tr>
<tr>
<td>Long Term Loans and Advances</td>
<td>129</td>
<td>149</td>
<td>218</td>
</tr>
<tr>
<td>Current Assets</td>
<td>1,368</td>
<td>1,545</td>
<td>1,806</td>
</tr>
<tr>
<td>Inventories</td>
<td>17</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Trade Receivables</td>
<td>683</td>
<td>769</td>
<td>1,033</td>
</tr>
<tr>
<td>Cash and Bank Balances</td>
<td>114</td>
<td>133</td>
<td>116</td>
</tr>
<tr>
<td>Other Current Assets</td>
<td>457</td>
<td>538</td>
<td>510</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>4,320</td>
<td>4,937</td>
<td>5,607</td>
</tr>
</tbody>
</table>
Thank You!