

July 27, 2023

**BSE Limited**  
**Phiroze Jeejeebhoy Towers,**  
**Dalal Street, Mumbai-400 001.**  
**Scrip Code: 543398**

**National Stock Exchange of India Limited**  
**Exchange Plaza, C-1, Block G,**  
**Bandra Kurla Complex Bandra East,**  
**Mumbai 400 051**  
**Scrip Symbol: LATENTVIEW**

Dear Sir/Madam,

**Sub: Earnings Presentation on the financial results for the quarter ended June 30, 2023  
(Q1 FY 2023-24).**

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed a copy of the Earnings Presentation on the financial results of the Company for the quarter ended June 30, 2023 that will be circulated to the Investors/ Analysts for the Earnings Call scheduled on July 27, 2023 at 05.30 p.m. IST.

This is for your information and records.

Yours Sincerely,

Thanking you,  
For **Latent View Analytics Limited**

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**P. Srinivasan**  
**Company Secretary and Compliance Officer**



# LatentView Analytics Ltd.

Q1 FY 24

Investor Presentation



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# Agenda Items

-  1 Company Overview
-  2 Financial Performance
-  3 Our Growth Strategy
-  4 Investment Rationale
-  5 Responsible Business



# Company Overview



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# Inspiring and transforming businesses to excel in the digital world



**1<sup>st</sup> Analytics company**  
listed on BSE/NSE



**Clients Supported**  
**30+ Fortune 500**



**Presence**  
**3 regions**  
(US, Europe and APAC)



**Revenue (FY23)**  
**INR 5,388 Mn**  
(32% growth from FY 22)



**Profit after tax %**  
(Q1 FY 24)  
**19.8 %**



**Passionate Workforce**  
**1000+**



**Voice of Customer score - FY23**  
**8.5**



## Awards & Recognition



2022-2023



Netherlands  
Conference 2017

**NASSCOM** AI Award Winner 2018



Analytics Solutions Provider  
of the Year 2017



Market Guide for Data &  
Analytics Service Providers 2019

**Deloitte** Deloitte technology fast 50



## Key Partnerships



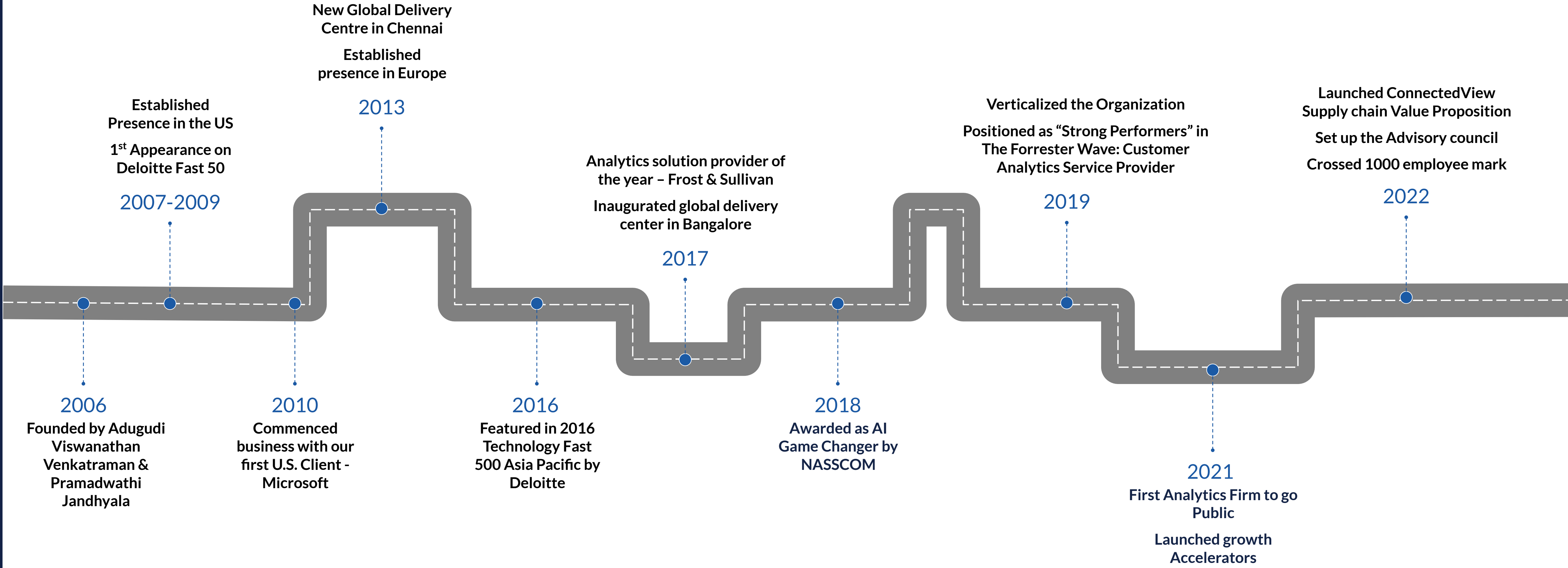
service delivery



SOLUTION PARTNER



# Driving data driven business decisions from last 17 years



# Globalized thoughts, Global footprints

## Vision Statement

- Inspire and transform businesses to excel in the digital world by harnessing the power of data and analytics

## Mission Statement

- Help clients win by creating holistic and sustainable impact powered by data
- Become a talent magnet by empowering employees through a culture of fun, collaboration and learning
- Drive excellence through thought leadership by ingraining innovation and insight into our DNA

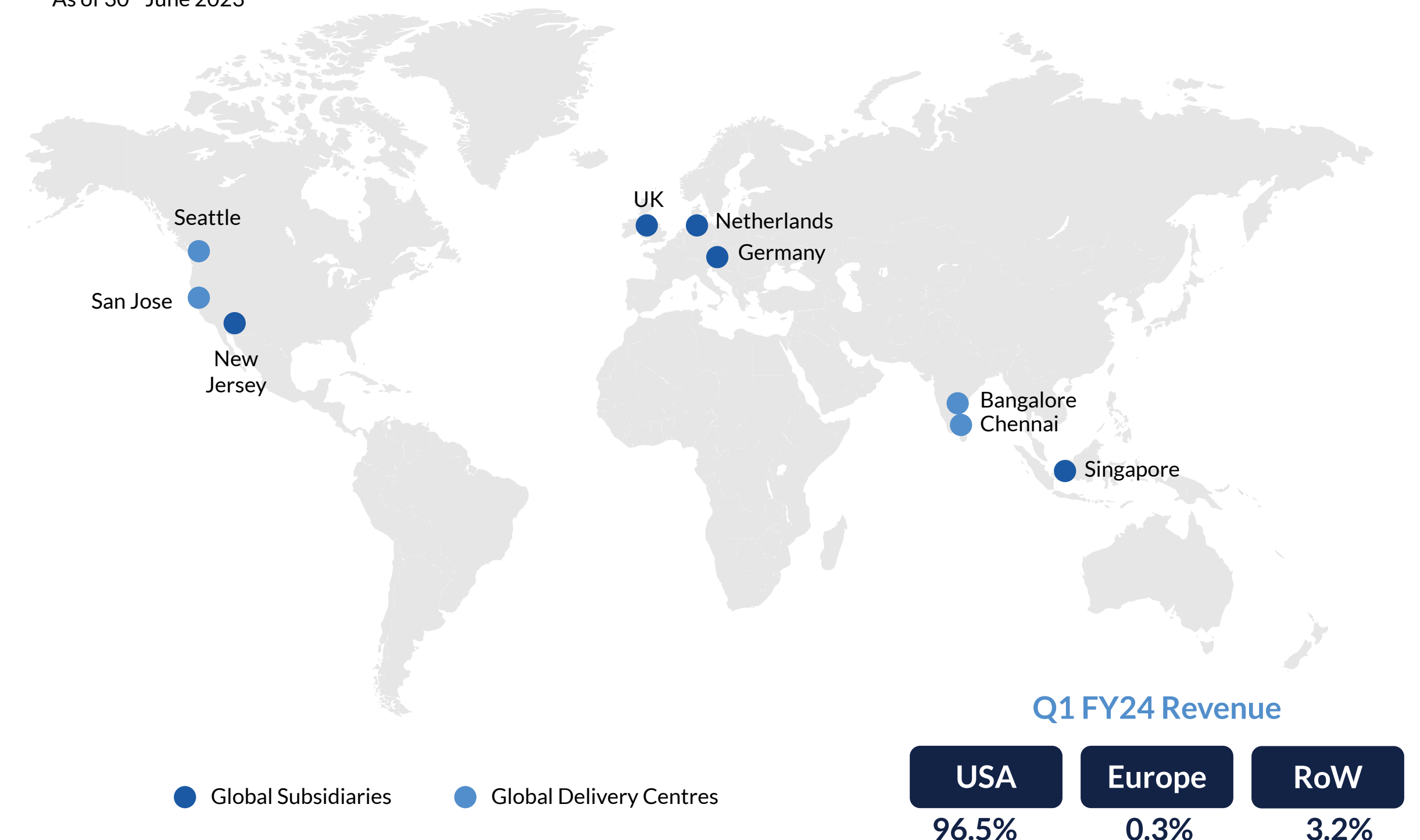
## Cultural Values

*We Live by a Simple Rule. At LatentView, People Come First*

- Happiness
- Trust
- Autonomy
- Diversity & Inclusion
- Equity, Equality and Collaboration

## Delivered Analytics Solutions across 3 Continents

As of 30<sup>th</sup> June 2023



## Q1 FY24 Revenue





# Expertise across the various industries

## Offerings by Industry

Technology



Industrial



Consumer & Retail



Financial Services



Revenue Mix (Q1 FY 24)

69.2%

13.6%

9.7%

7.5%

Overview

- Customer analytics is being used to uncover insights from app/software data
- Marketing analytics to increase ROI from campaigns and plan budget
- Forecasting demand & supply chain solutions
- Predictive maintenance of machines & equipment
- Social Media Listening
- Product innovation and development
- Product assortment, channel strategy & marketing spend
- Fraud & risk analytics
- Customer analytics supporting new products



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# Expertise across the various business functions

## Offerings by **Function**



### Customer Analytics

- > Facilitates targeted business offering, potential for upselling & cross-selling



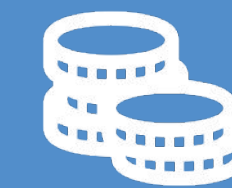
### Marketing Analytics

- > Identifying channel strategy & optimizing marketing spend



### Supply Chain Analytics

- > Collection & evaluation of data generated across the supply chain



### Financial & Risk Analytics

- > Platform to detect fraud, manage risk and enhance portfolio performance



### HR Analytics

- > Enables companies to make data-driven decisions on critical people matters



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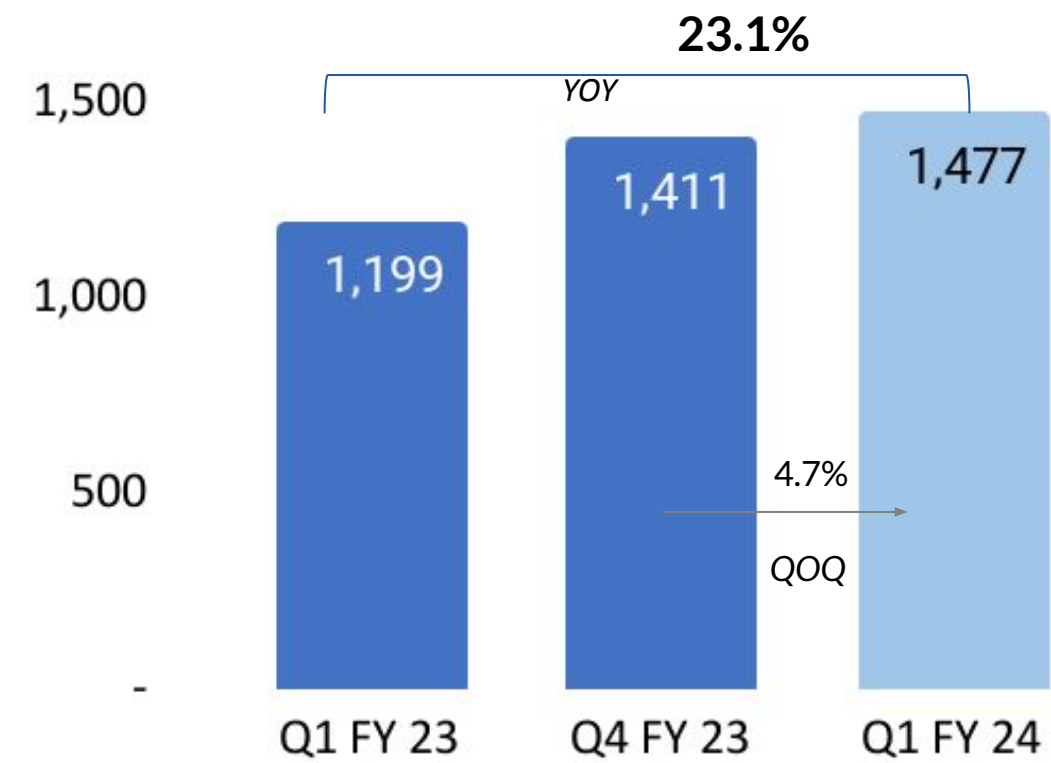
# Financial Performance



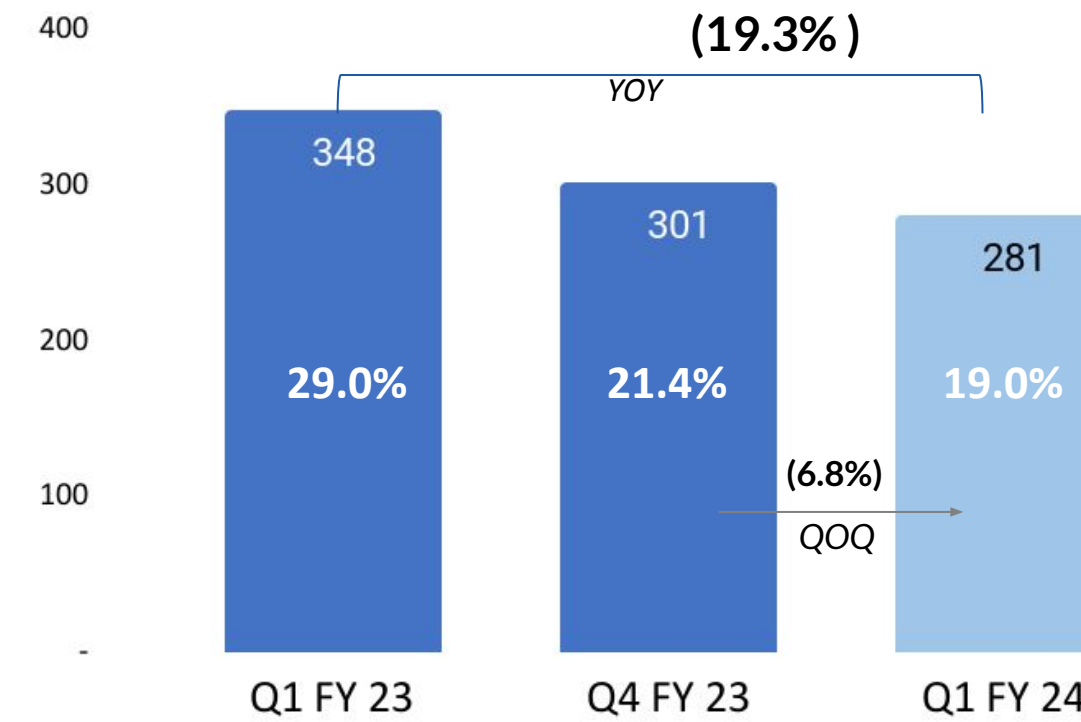
# Financial Information

Comparison: Quarter-on-quarter & Year-on-year (Figures In ₹ Million)

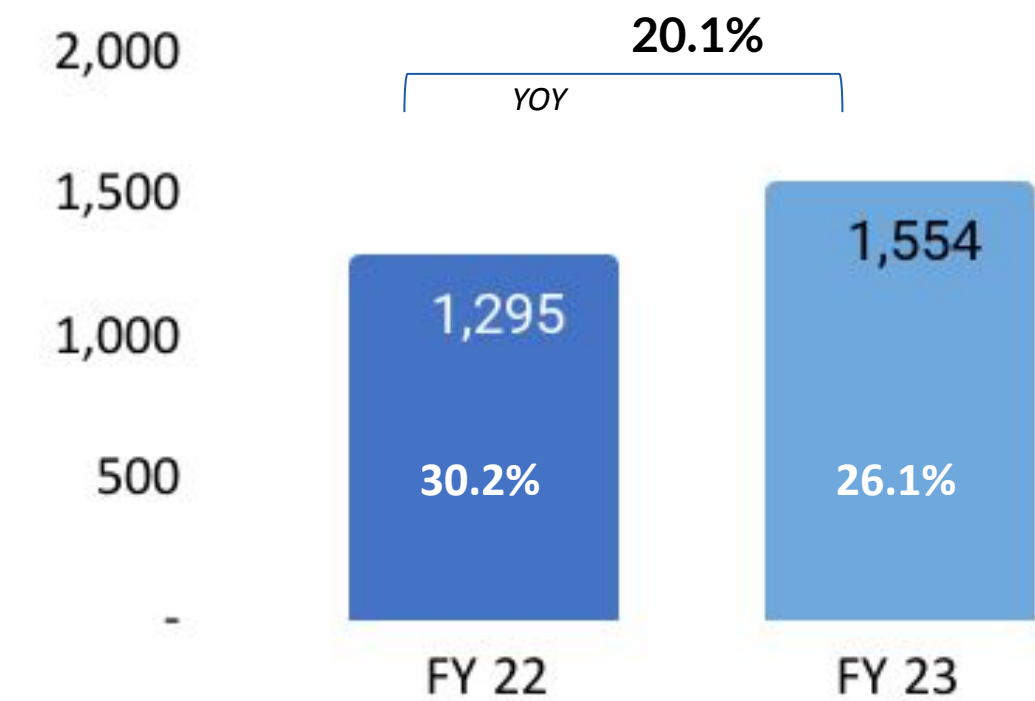
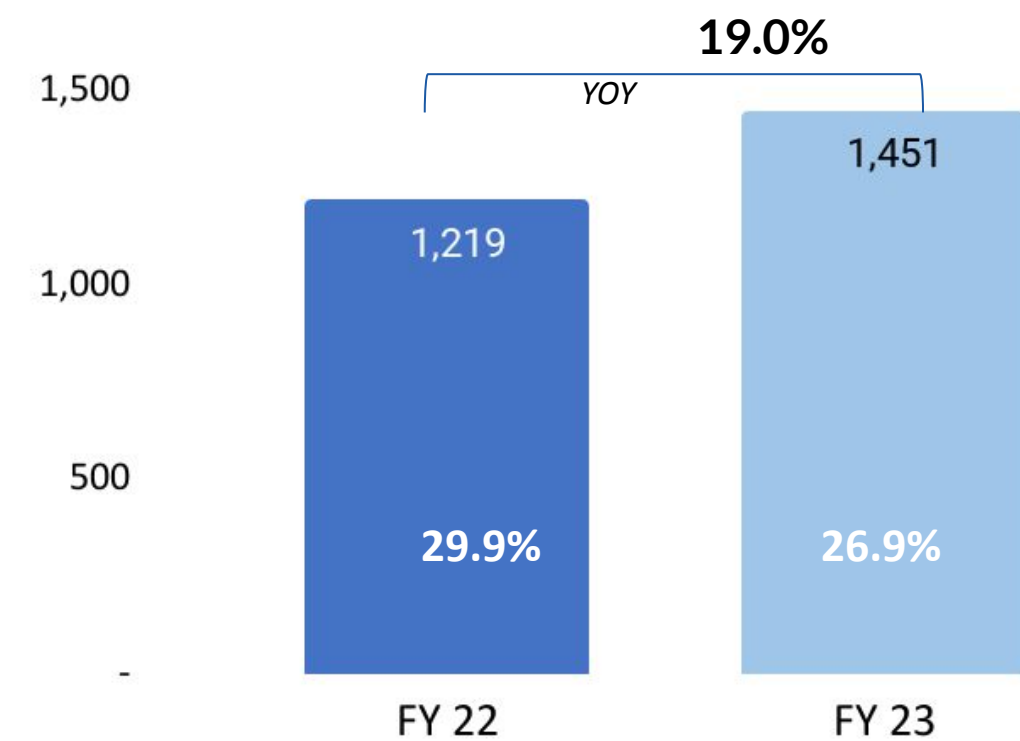
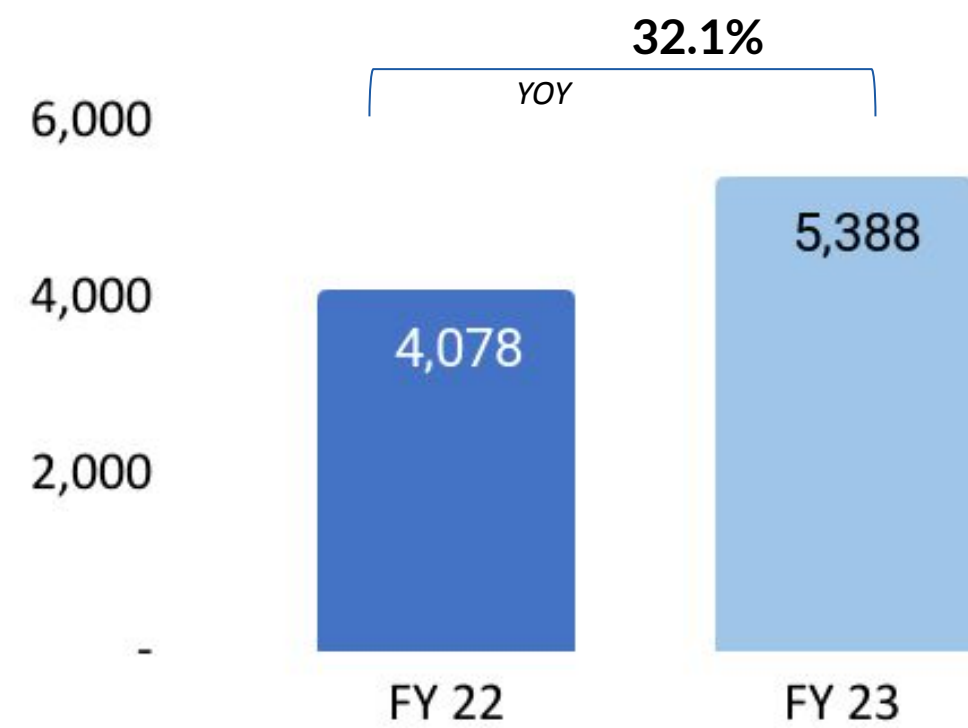
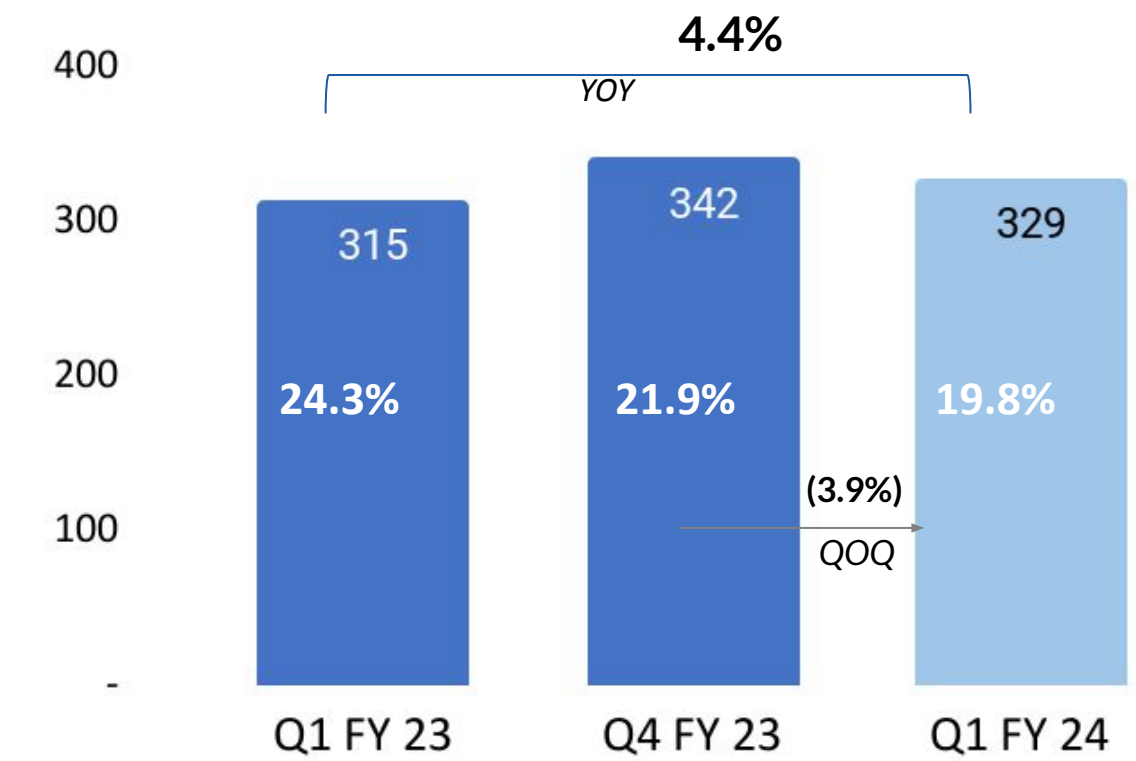
## Operating Revenue



## EBITDA & Margin (%)



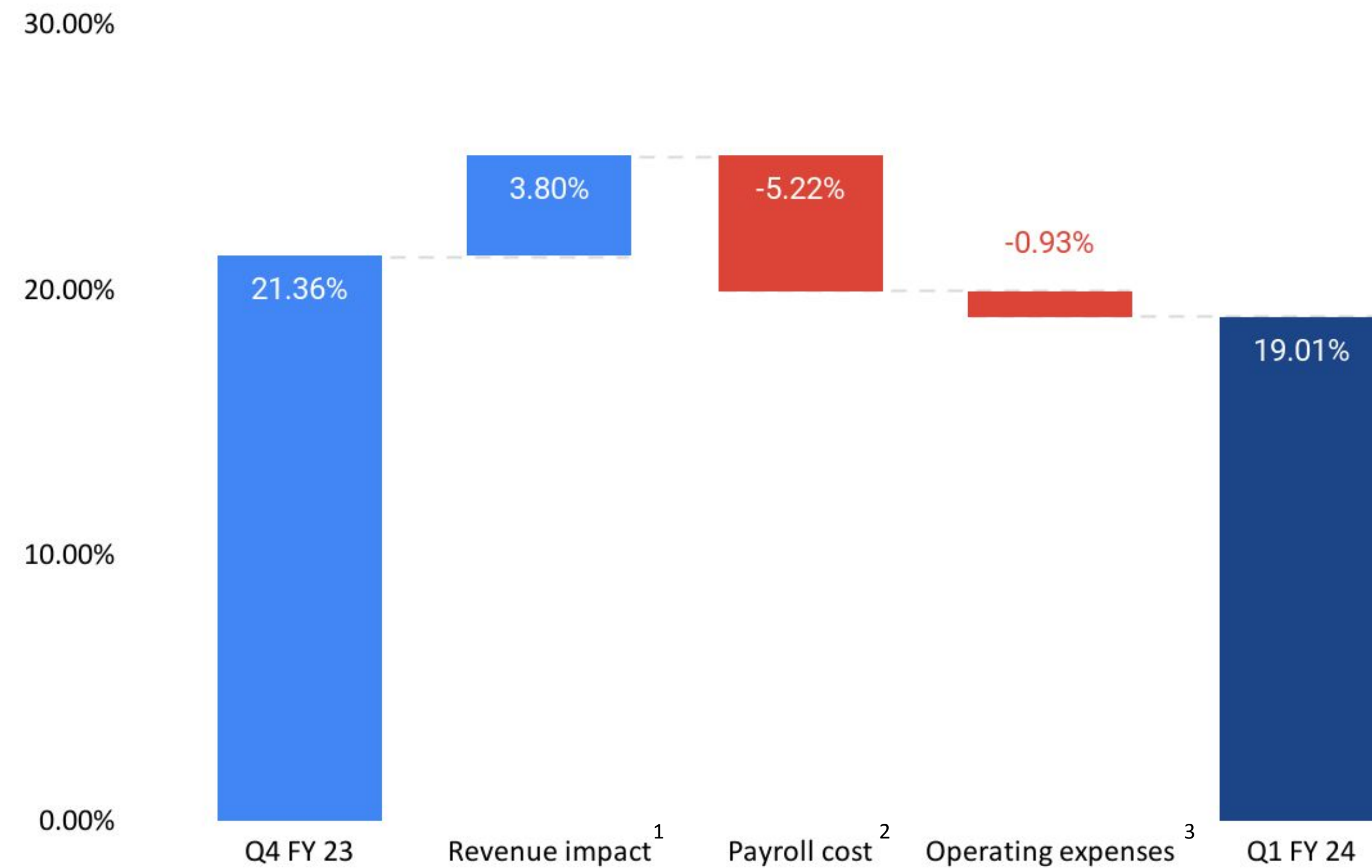
## PAT & Margin (%)



\*



# EBITDA Margin Movement : Q4 FY 23 to Q1 FY 24



## 1. Revenue impact

Incremental Margin generated from 4.7% Q-o-Q revenue increase

## 2. Payroll Cost

Annual wage inflation and full cost of GTM hired in the previous quarter led to a reduction of ~522 bps in EBITDA

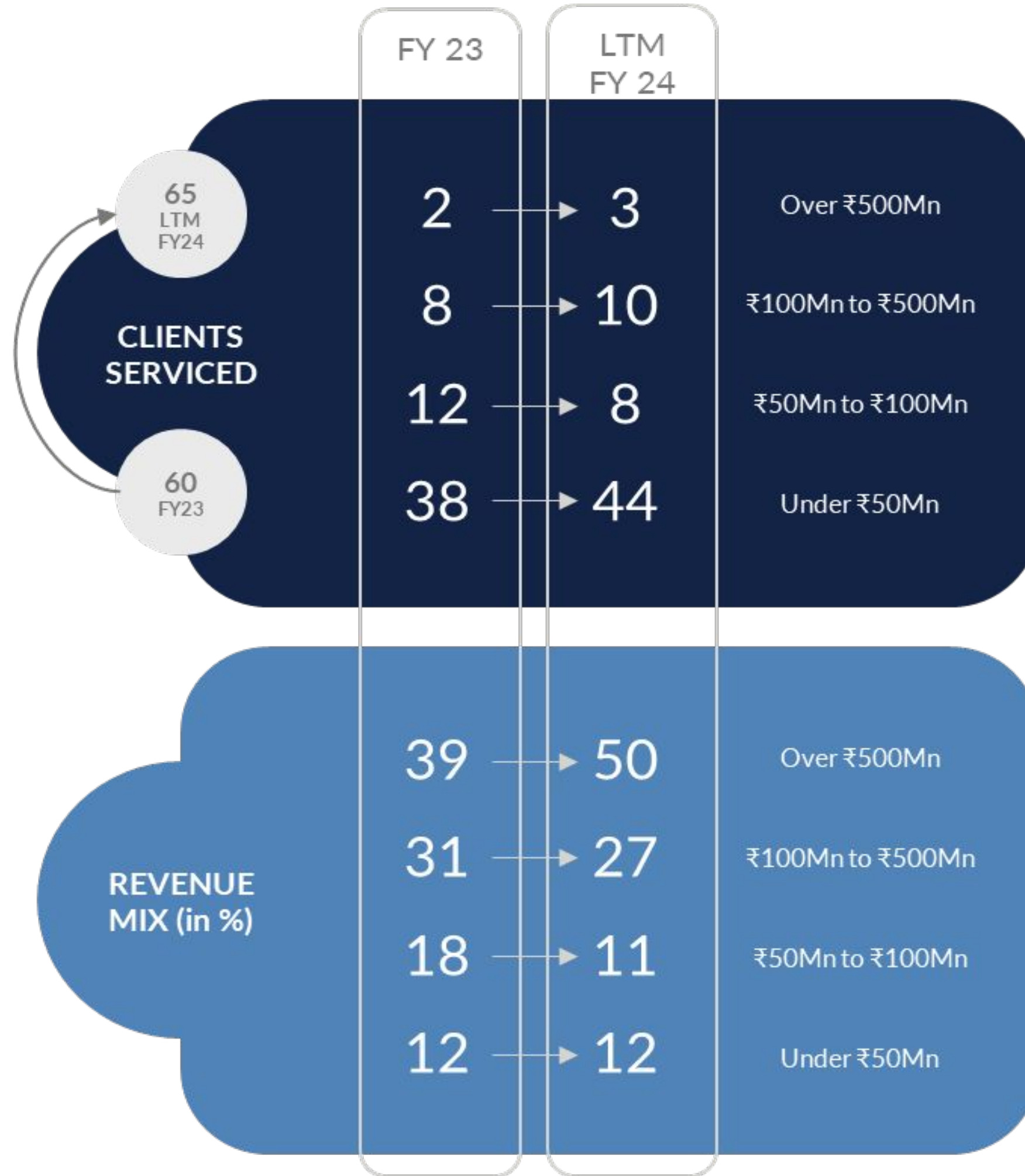
## 3. Operating Expenses

Cyclical visa spend in the current quarter offset by higher marketing spend in the previous quarter led to fall in EBITDA by ~93 bps

# Consolidated Financial Summary - Q1 FY 24

Key Performance Metrics		Q1 FY23	Q4 FY 23	Q1 FY 24	Growth YoY	Growth QoQ	FY 22	FY 23	Growth YoY
Revenue (₹ Million)	Revenue From Operations	1,199	1,411	1,477	23.1%	4.7%	4,078	5,388	32.1%
	Other Income	98	150	179	82.7%	18.9%	210	558	165.6%
	<b>Total Income</b>	<b>1,297</b>	<b>1,561</b>	<b>1,656</b>	<b>27.7%</b>	<b>6.1%</b>	<b>4,288</b>	<b>5,945</b>	<b>38.6%</b>
Margin (₹ Million)	EBITDA	348	301	281	-19.3%	-6.8%	1,219	1,451	19.1%
	PBT	418	423	428	2.3%	1.2%	1,542	1,894	22.8%
	PAT	315	342	329	4.4%	-3.9%	1,296	1,554	19.9%
Margin (%)	EBITDA	29.0%	21.4%	19.0%			29.9%	26.9%	
	PBT	32.2%	27.1%	25.8%			36.0%	31.9%	
	PAT	24.3%	21.9%	19.8%			30.2%	26.1%	
EPS (₹)	Basic	1.57	1.68	1.60	2.1%	-4.5%	7.09	7.71	8.7%
	Diluted	1.52	1.66	1.59	4.6%	-4.2%	6.84	7.63	11.5%

# Operating Metrics - Q1 FY24



Client Concentration		Q4 FY 23	Q1 FY 24
Client Concentration	Top 5 Clients	57%	60%
	Top 10 Clients	71%	73%
	Top 20 Clients	88%	90%

Employee Metrics		Q4 FY 23	Q1 FY 24
Employees Split by Qualification	Engineers	676	635
	Management Graduates	177	179
	Post Graduates & PhDs	209	223
	Statisticians	15	16
	Others	39	38
Employees Split by Function	Delivery	942	892
	Sales & Marketing	59	73
	Corporate Functions	68	71
	Center of excellence	47	55



# Our Growth Strategy



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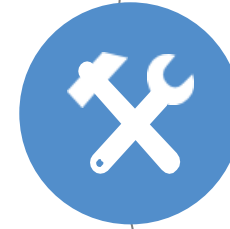


# Our growth strategies to strengthen our position in market

Leverage our Supply chain expertise and solution



Continue evolution to 'Analytics Thought Partner' through our Consulting arm



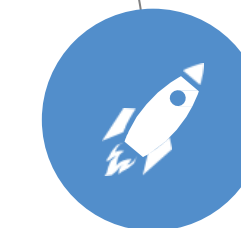
Build technical expertise with focus on Data Engineering



Build functional expertise with focus on BFSI & Retail



Expand Europe and APAC presence



Strengthen position through select inorganic opportunities



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## Strategy to grow our three major horizontals

### Leverage our Supply chain expertise and solution

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- Enhance end-to-end service line offerings using partnerships channel (AWS, Snowflake)
- Evolve ConnectedView solution for Retail and Hi-tech Industry
- Synergetic with existing operations & complement data engineering, data science and BI capabilities

### 'Analytics Thought Partner' through our Consulting arm

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- Focus on building and evolving Marketing analytics as a core offering
- Strengthen Discovery Engagements To improve our presence as "Thought Leader"
- Build a strong advisor network of domain and technological experts

### Build technical expertise with focus on Data Engineering

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- Focus on developing and launching new solutions in Migration (Product Migrate Mate) and Data activation (Data Tray)
- Leveraging technology & cloud Partnerships to co-build solutions
- Capability building through industry best certification courses and programs



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## Building expertise through Diversification and Capability building

### Build functional expertise with focus on BFSI & Retail

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- Focus on developing new solutions in Fraud analytics & Insurance analytics
- Focused on potential opportunities in BFSI & Retail verticals to strengthen domain capabilities
- Strategic hires of personnel with extensive experience in industry verticals to drive go-to market strategy

### Expand Europe and APAC presence

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- Pilot projects with existing & potential clients to gain access to new geographies
- Continued presence in these geographies through subsidiaries driven by market opportunities & client referrals
- To grow client base by focusing on industry leaders and leveraging existing client relationships

# Examples of success stories with our clients



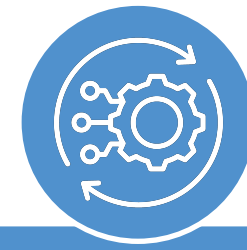
## Smart Innovation

### Leading FMCG Company

**Problem :** Failure rate of 65% for new product launches due to difficulty in detecting trends early and setting the innovation agenda

**Solution:** Developed a consumer centric framework to discover consumer preferences and its underlying drivers, finding the best attributes

**Impact:** 25% increase in innovation success rate & 5x reduction in innovation cycle time



## Parts Recommendation

### Global technology Company

**Problem :** ~250K Onsite visits end with no complete resolutions annually. ~500K Unused Parts and ~50M\$ Inefficiency cost (annually)

**Solution:** Built a Touchless ML Platform for Parts Recommendation System [ Real-time Inferencing ]

**Impact:** ~ \$3M per year saved due to better recommendation



## Demand Forecasting

### Leading Toy Manufacturer

**Problem:** Poor accuracy & high bias for new product introductions and Inability to consider effect of multiple factors

**Solution:** Delivered a decrease in Forecast variance measured as MAD/Mean on-time with improved explainability of factors impacting demand

**Impact:** 18% cumulative MAD/Mean reduction in Before Toy Launch & 22% MAD reduction in After Toy Launch



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# Investment Rationale



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# Investment Rationale

## Strong financial model



**Compelling, Durable & Consistent cash flow**  
*974 Mn in annual operating cash flows for FY 23*

**Healthy margin expansion**  
*FY 23 PAT in excess of 25%*

**Sustainable growth**  
*Profitable, double digit growth*



## Strong business model

**Engaged with Blue chip Companies**  
*30+ Fortune 500 clients, Blue Chip Companies*

**Strong technological and Digitally native**  
*Math + Technology + Business*

**Focused on creating business impact**  
*Delivered 433 Impactful solutions in FY23*



## SOURCES OF ADVANTAGE





*Pure play data analytics | Supply chain excellence | Long standing relationship with clients | Experienced management team*

# Fueled by strong governance

Name	Experience	Qualification
 <p><b>Adujudi Viswanathan Venkatraman</b> <i>Chairperson &amp; ED</i></p>	<ul style="list-style-type: none"> <li>• Founder of LatentView Analytics</li> <li>• Several years of experience across IT services, credit analysis and business consulting</li> </ul>	<ul style="list-style-type: none"> <li>• PGDM, IIM Calcutta</li> <li>• B.Tech, IIT Madras</li> </ul>
 <p><b>Pramadwathi Jandhyala</b> <i>Executive Director</i></p>	<ul style="list-style-type: none"> <li>• Founder of LatentView Analytics</li> <li>• Several years of experience across corporate finance &amp; credit ratings</li> </ul>	<ul style="list-style-type: none"> <li>• PGDM, IIM Calcutta</li> <li>• BE, BITS Pilani</li> </ul>
 <p><b>Dipali Sheth</b> <i>Independent Director</i></p>	<ul style="list-style-type: none"> <li>• Ex Country head of HR RBS services India</li> <li>• Directorships: UTI AMC, Adani Wilmar, DFM &amp; Centrum</li> </ul>	<ul style="list-style-type: none"> <li>• B.A. (Honours), University of Delhi</li> </ul>
 <p><b>Mukesh Butani</b> <i>Independent Director</i></p>	<ul style="list-style-type: none"> <li>• Founder of BMR Legal Advocates</li> <li>• Directorships: Dabur India, ABB Power Products &amp; Systems India &amp; BMR Business Solutions</li> </ul>	<ul style="list-style-type: none"> <li>• CA, LL.B.</li> <li>• B.Com. (University of Bombay)</li> </ul>
 <p><b>Raghuttama Rao</b> <i>Independent Director</i></p>	<ul style="list-style-type: none"> <li>• CEO GDC, IIT Madras</li> <li>• Directorships: Sundaram Finance, Wheels India, Sundaram AMC, TVS Training &amp; Services</li> </ul>	<ul style="list-style-type: none"> <li>• PGDM, IIM Ahmdabad</li> <li>• B.Tech, IIT Madras, CWA</li> </ul>
 <p><b>Reed Cundiff</b> <i>Independent Director</i></p>	<ul style="list-style-type: none"> <li>• Ex CEO Americas for Kantar</li> <li>• EX GM of Global Insights Microsoft</li> </ul>	<ul style="list-style-type: none"> <li>• BA Wesleyan University</li> </ul>

# Experience behind the wheel

Name 	Designation 
Rajan Sethuraman	Chief Executive Officer
Krishnan Venkata	Chief Client Officer
Rajan Bala Venkatesan	Chief Financial Officer
Prashant Ramanujan	Chief Growth Officer
Sanjay Annadate	Head - Europe Business
Sumit Mishra	Head - Data Engineering
Annu Baral	Head - Consulting Business





# Thank You

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