# INFONATIVE SOLUTIONS LIMITED

INVESTOR PRESENTATION

ABOUT US

COMPANY OVERVIEW

Commencing operations from 2014, Infonative Solutions Limited is an end to end learning solutions organization assisting its clients throughout the learning journey of their employee. Principally engaged in crafting bespoke **e-Learning Solutions**, **e-Learning Consulting**, **Courseware** and **Off the Shelf content.** It has an inhouse Learning Management Systems (LMS) with strong foothold in the field of Instructional Design, Gamification, Augmented and Virtual Reality based e-learning content and Software application simulations.
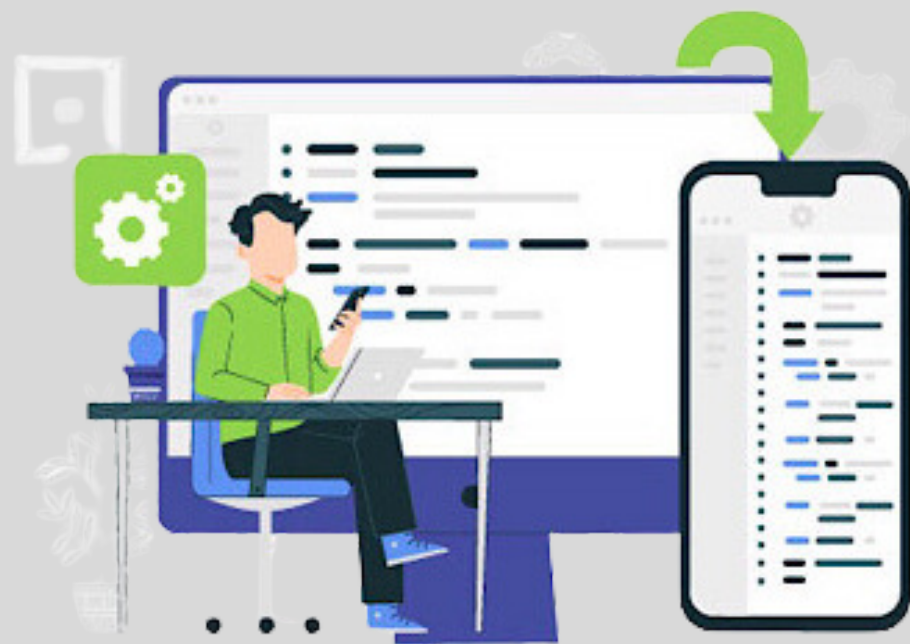
KEY HIGHLIGHTS

- Team of **150+ professionals,**
- Extensive library containing high quality educational content,
- Catering to **10 industries** across **5 geographies,**
- Leveraging technology to drive Learning and Development

OUR JOURNEY

Change of name to Infonative Solutions Pvt. Ltd. with a vision to grow and establish presence in E-learning business

Invested in Mindscroll Learning Management System Software through group company Learnzippy E-learning services

Acquired Mindscroll from Learnzippy E-learning services and conversion to public company

2014

2018

2024

1998

2017

2023

Incorporation of the company in the name of Yoghim Zippers Private Limited

Achieved a revenue of more than Rs. 5 crores

Achieved a turnover of Rs. 20 crores in the financial year

BUSINESS SUMMARY & PERFORMANCE

Infonative provides cutting-edge eLearning Delivery Services designed to enhance business impact for clients. Our team of learning professionals assists the world's top companies in revolutionizing their training functions. These services not only reduce costs and add measurable value but also amplify business impact, enabling customers to reallocate resources and focus on their core business operations.

ACHIEVING SIGNIFICANT RESULTS FOR CUSTOMERS

Reduction in Cost	Eliminate dependence on Fixed resources	Variable Cost/ On Demand	Reduction in Employee Training Time
Improved Training Results for Business	Measurement & Management of KPIs and KRAs	Reduced cycle time from TNA to Realization	Improved Effectiveness & Efficiency

Companies around the world are increasingly leveraging technology, particularly augmented reality (AR) and virtual reality (VR), to drive transformation in Learning and Development (L&D). Infonative is at the forefront of assisting companies in this domain. Additionally, the company is investing in AI-based learning methodologies. With AI. Infonative's envisions achieving more ambitious learning outcomes for its customers. Numerous clients are keen to explore how AI-assisted training can substantially enhance their learning results.

OUR OFFERINGS

A '**ONE STOP SHOP**' catering to all your digital learning and training needs.
Our offerings can be classified into three broad categories:

Strategy Level

Solution Design Level

Solution Development Level

CONSULTING

- Learning Management System
- HR & Workforce Effectiveness
- Workforce Strategy &
- Organization Design
- Change Management
- First Time Manager Coaching
- Diversity and Inclusion
- Leadership Training
- Training Needs Analysis
- Learning Strategy & Design
- Competency Mapping

DESIGN

- Game Based & Mobile ready New-Hire Onboarding Programs
- Scenario Based Engaging Compliance Trainings
- Interactive and Practice Driven Process Trainings
- Device Independent Product Training
- Show-me/Try-Me/Test-Me Software Simulations
- Scenario Driven Behavioural Trainings
- Interactive Health & Safety Training

DEVELOPMENT

- Gamification
- Responsive e-learning
- Virtual ILT
- Web Based Trainings
- Virtual & Augmented Reality
- Instructor-Led Training Development
- Blended Learning Solutions
- High-Fidelity Animations
- Video Based Learning
- Flash to HTML5 Conversion
- WCAG 2.0 Compliant Training

OUR SERVICES

SERVICES

- Product Training
- Process Training
- Software Training
- Leadership Training
- Behavioural Training
- Onboarding Training

LEARNING STRATEGIES

- Interactive Web-Based Technology
- Microlearning
- High Fidelity Animation Video
- Virtual Instructor Led Training
- Game Based Learning
- Software Application Simulations
- Adaptive learning
- Flash to HTML5 Conversion
- Video-Based Learning
- Augmented Reality (AR) and Virtual reality (VR)
- Translations and Localization
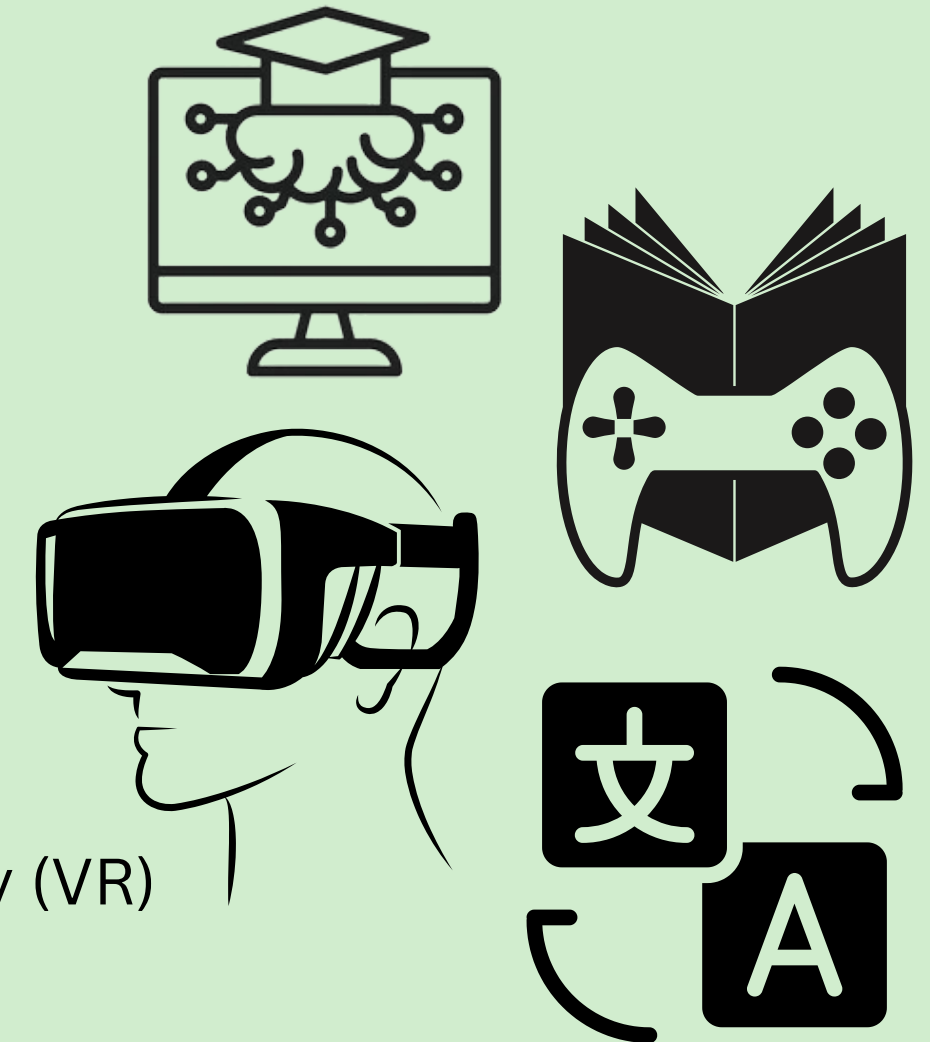
OUR PRODUCTS

MIND SCROLL LEARNING MANAGEMENT SYSTEMN (LMS)

New age learning management system which enables organisations to deliver, track and certify online courses and training for their employees, partners and customers.

Mind Scroll LMS is a comprehensive LMS with integrated virtual classroom, training management system, online test engine, and collaborative learning tools.
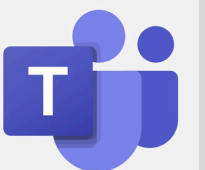
Our LMS Website: **https://mindscroll.com**
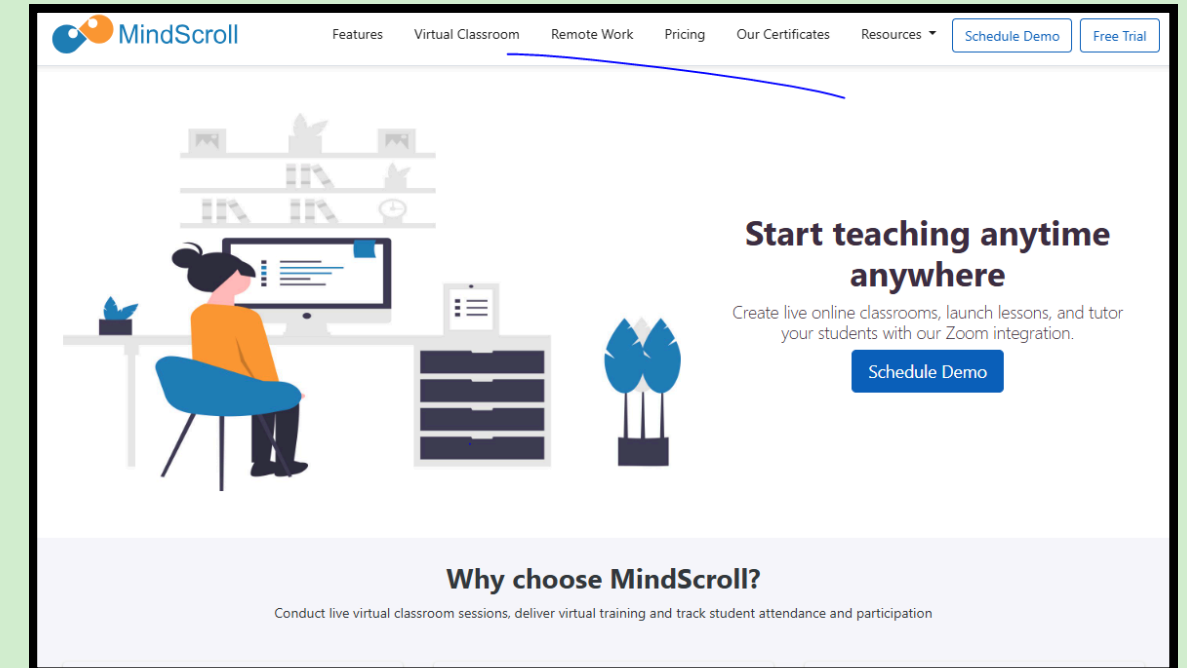
MIND SCROLL FEATURES

- User Friendly Interface
- Cross Platform Connectivity
- Multi Language Support
- Easy Integration with Business Applications

- Enterprise Ready Features and Security
- Gamification of Learner Activity
- Collaborative learning Features
- Integration with 3rd party apps
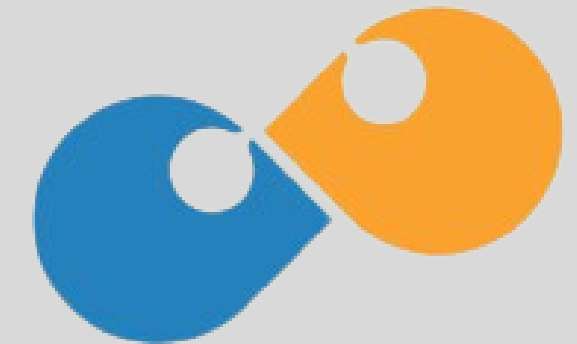
3rd Party Apps:

OUR PRODUCTS

OFF THE SHELF COURSES

50 hours of High-quality educational content spanning wide range of topics, including compliance training, soft skills development, technical skills, and industry-specific knowledge.

Course themes and Subjects:

- **Soft Skills Training:** Performance coaching, change management, art of delegation and more.
- **Data Visualization using MS Excel Training**: Interactive charts, Advanced charting, Introduction to business analytics and more.
- **Insurance Sales Training:** Lead Generation, Agent Recruitment, Tele sales, Cross-selling and more.

E-LEARNING MARKET

E-learning Template provider for customized learning projects.

Our Strengths:
- Fully Customizable Templates,
- Compatible with latest Articulate Storytelling Softwares for seamless experience,
- Designed by Professionals,
- Extensive library of editable icons,
- Broad Spectrum of high quality music tracks.

OUR TEAM CAPABILITIES

INSTRUCTIONAL DESIGNERS

Key Capabilities:

- Curriculum Design
- Course Outline / Design Documents
- Story Boards
- ILT/vILT Decks

QUALITY CONTROL EXPERTS

Key Capabilities:

- Functional QA
- Language QA for Grammar and Hygiene

AUTHORING TOOL DEVELOPERS

Key Capabilities:

- Articulate Storyline
- Articulate Rise
- Adobe Creative Suite
- Cativate
- Lectora
- WCAG 2.1 Compliance
- Adapt

GRAPHIC DESIGNERS

Key Capabilities:

- e-Learning Course UI and UX
- Image and Video Editing
- Illustrations
- 2D and Whiteboard Animation
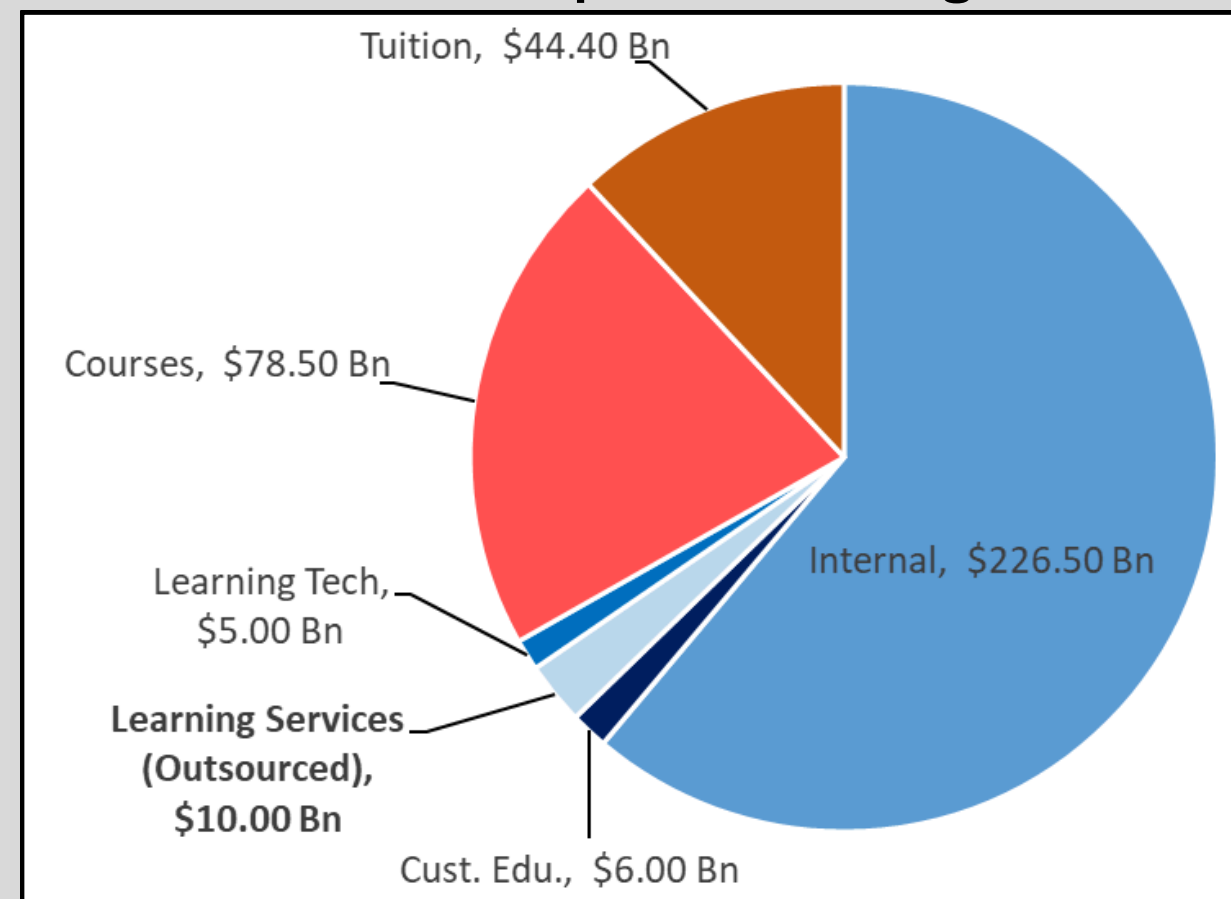- Motion and Graphics Animation
- Infographics

OUR SELECT CLIENTS

INDUSTRY OVERVIEW

The global corporate training market is projected to expand to a staggering USD 1 trillion by 2032 from $370.3Bn in 2023.

Bifurcation of Corporate Training Market

Tuition, $44.40 Bn
Courses, $78.50 Bn
Internal, $226.50 Bn
Learning Tech, $5.00 Bn
Learning Services (Outsourced), $10.00 Bn
Cust. Edu., $6.00 Bn

LEARNING MANAGEMENT SYSTEMS MARKET

The global LMS market size was valued at **USD 22.1 billion** in **2023** and is projected to grow to **USD 51.9 billion** by **2028**, with a **CAGR** of **18.6%** during this period.

MARKET DRIVERS:

Remote Learning | Corporate Training | Technological Advancements

KEY TRENDS:

Mobile Learning | Gamification | Blended Learning

INDIAN E-LEARNING MARKET

The Indian e-learning market was valued at **USD 10.24 billion** in **2023** and is projected to reach **USD 28.46 billion** by **2029**, growing at a **CAGR** of **18.57%** during the period.

MARKET DRIVERS:

Rise of Online Learning in India | Increased Govt. Initiatives | Growing need for strong Workforce Skills | International Cooperation & Training

SECTOR AND GEOGRAPHIC OVERVIEW

Geographical Presence

- India
- Middle East
- Malaysia
- USA
- United Kingdom

Industries Served

- Banking
- Consulting/Big 4
- Insurance
- IT/ITES
- Retail
- Education
- Financial Services
- FMCG
- Oil, Energy and Chemicals
- Pharma and Healthcare

Industry wise Revenue Breakup

Industries Served	FY22	FY23	FY24	Sep 24
Management Consulting & Professional Services	44.41 %	68.81 %	77.35 %	**52.73%**
IT/ITES	34.03 %	14.86 %	8.30 %	**9.95%**
BFSI	2.70 %	3.33 %	2.41 %	**1.42%**
Education	8.13 %	4.42 %	3.90 %	**4.82%**
FMCG	1.85 %	1.50 %	0.82 %	**25.21%**
Others	8.88 %	7.08 %	7.23 %	**5.86%**
Total	**100 %**	**100 %**	**100 %**	**100 %**

Business Update:

During the six months ending 30 Sep 2024, the Company has added a Global FMCG Fortune 500 customer, which has resulted in establishing the Company's presence in the FMCG segment.

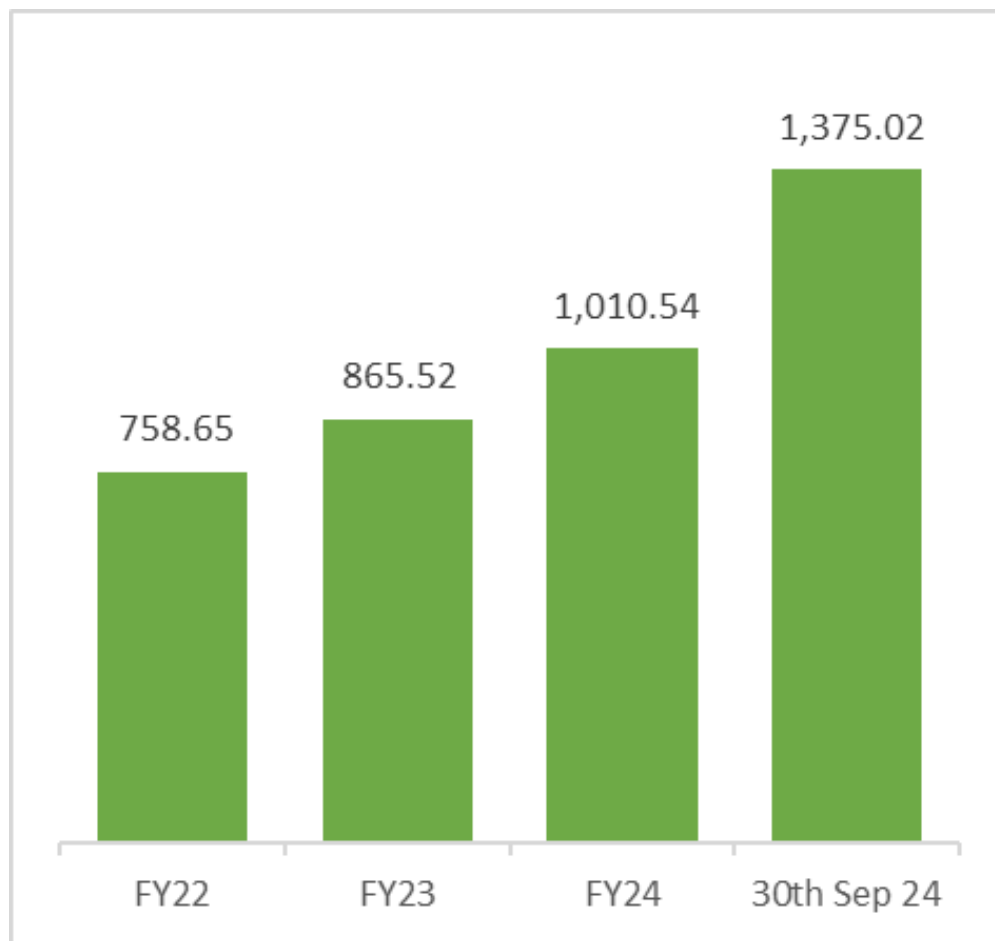This has also led to industry diversification and reduced customer concentration.

FINANCIAL METRICS
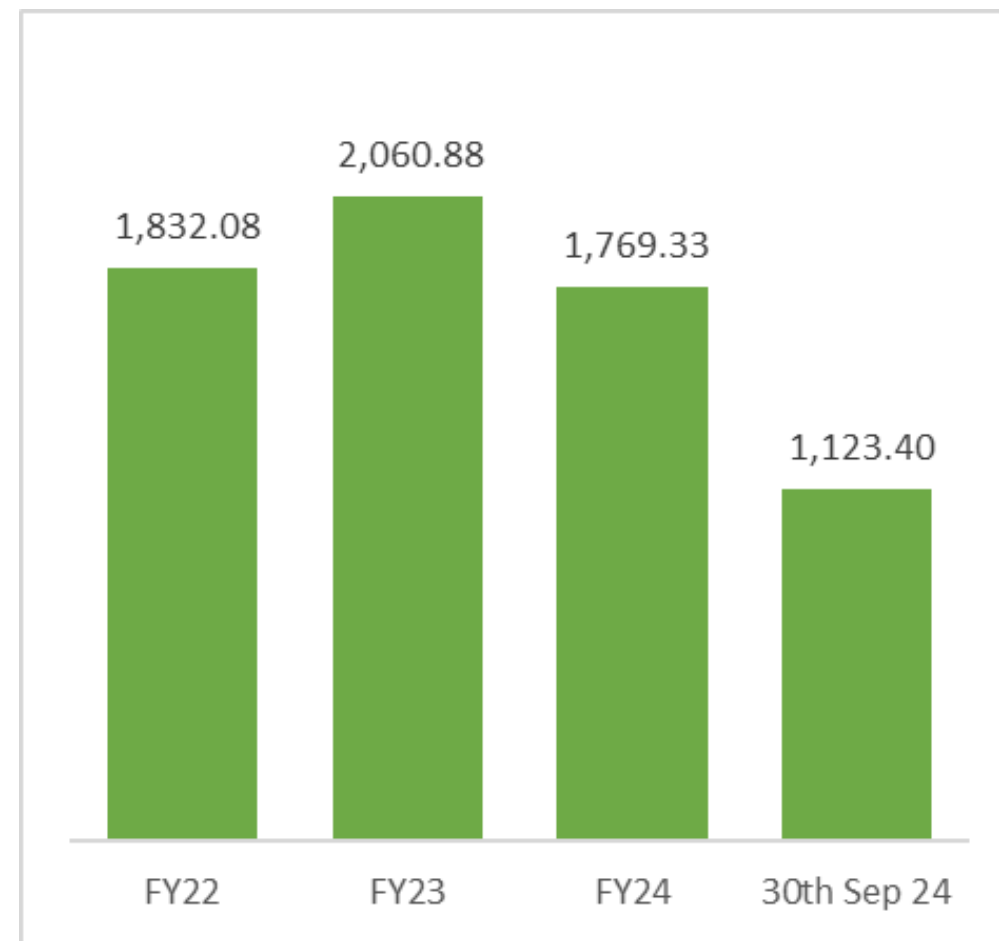
(In ₹ Lakhs & Margins In %)

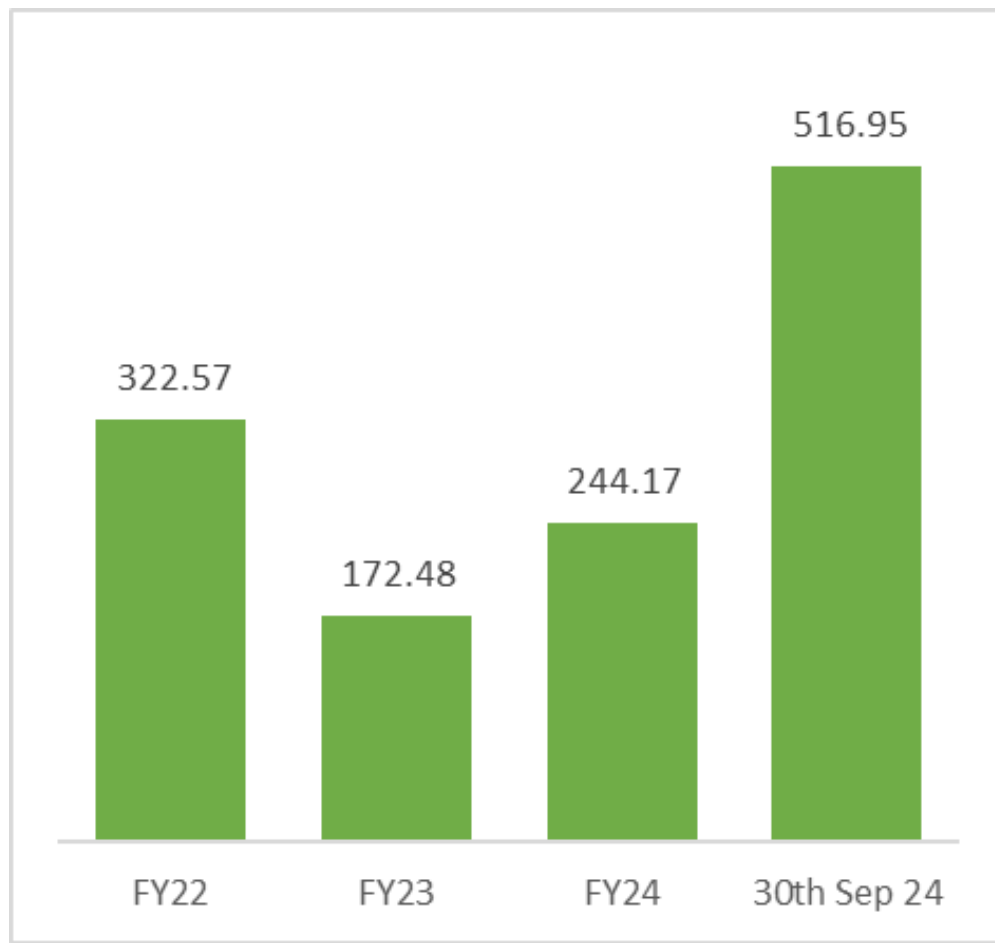| Particulars	FY22	FY23	FY24	SEP 24
Revenue from Operations	**1,832.08**	**2,060.88**	**1,769.33**	**1,123.40**
EBIDTA	**322.57**	**172.48**	**244.17**	**516.95**
EBIDTA Margin	17.61 %	8.37 %	13.80 %	46.02 %
Net Profit after Tax (PAT)	**222.57**	**106.87**	**145.02**	**364.48**
PAT Margin	12.15 %	5.19 %	8.20 %	32.44 %
Net Worth	**758.65**	**865.52**	**1,010.54**	**1,375.02**
Return on Equity	34.38 %	13.16%	15.46%	30.56%
Capital Employed	804.91	1,114.86	1,207.41	1,545.99
Return on Capital Employed	**36.01 %**	**11.13 %**	**14.14 %**	**31.07 %**
Debt-Equity Ratio	0.06x	0.29x	0.19x	0.12x
Current Ratio	1.35x	0.87x	0.64x	2.17x

RoCE: EBIT/Capital Employed
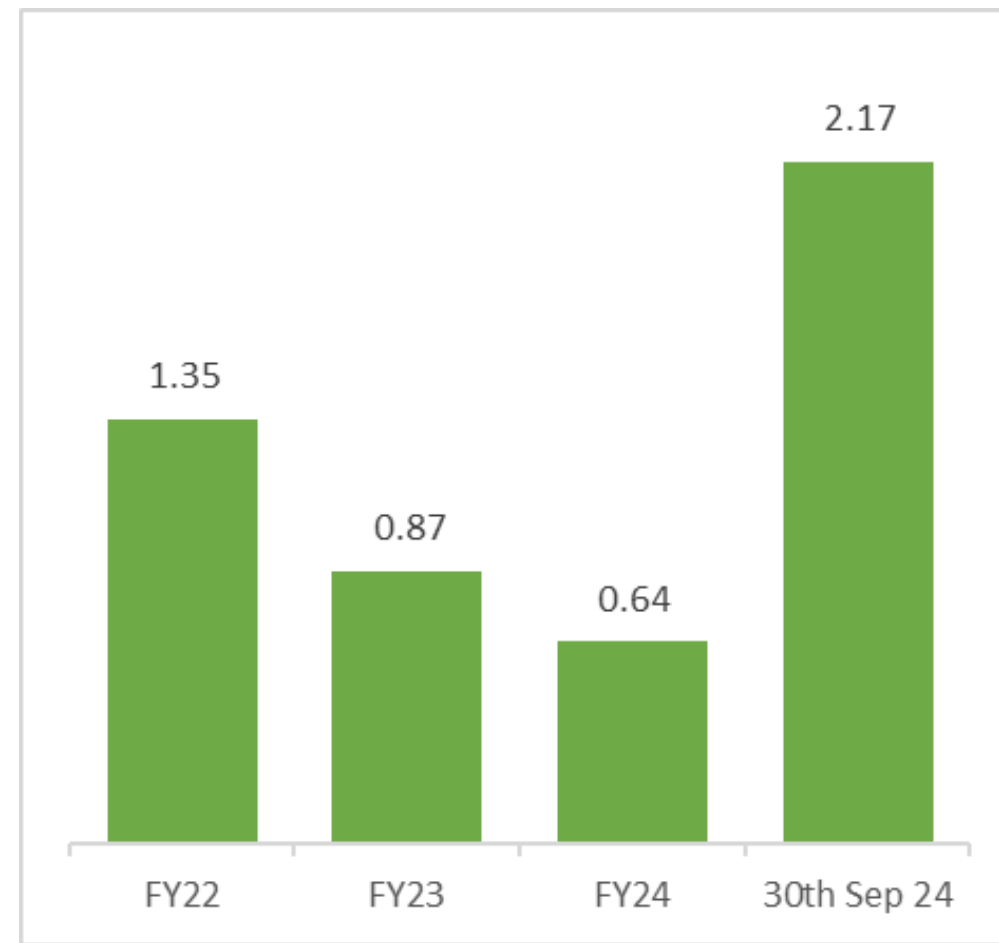RoE: Pat/ Avg. Net Worth

Net Worth (in Rs Lakhs)

FY22	FY23	FY24	30th Sep 24
758.65	865.52	1,010.54	1,375.02

Op. Revenue (in Rs Lakhs)

FY22	FY23	FY24	30th Sep 24
1,832.08	2,060.88	1,769.33	1,123.40

Margins (in %)

	FY22	FY23	FY24	30th Sep 24
EBIDTA Margin	17.61%	8.37%	13.80%	46.02%
PAT Margin	12.15%	5.19%	8.20%	32.44%

EBIDTA (in Rs Lakhs)

FY22	FY23	FY24	30th Sep 24
322.57	172.48	244.17	516.95

Current Ratio

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1.35	0.87	0.64	2.17

Debt-Equity Ratio

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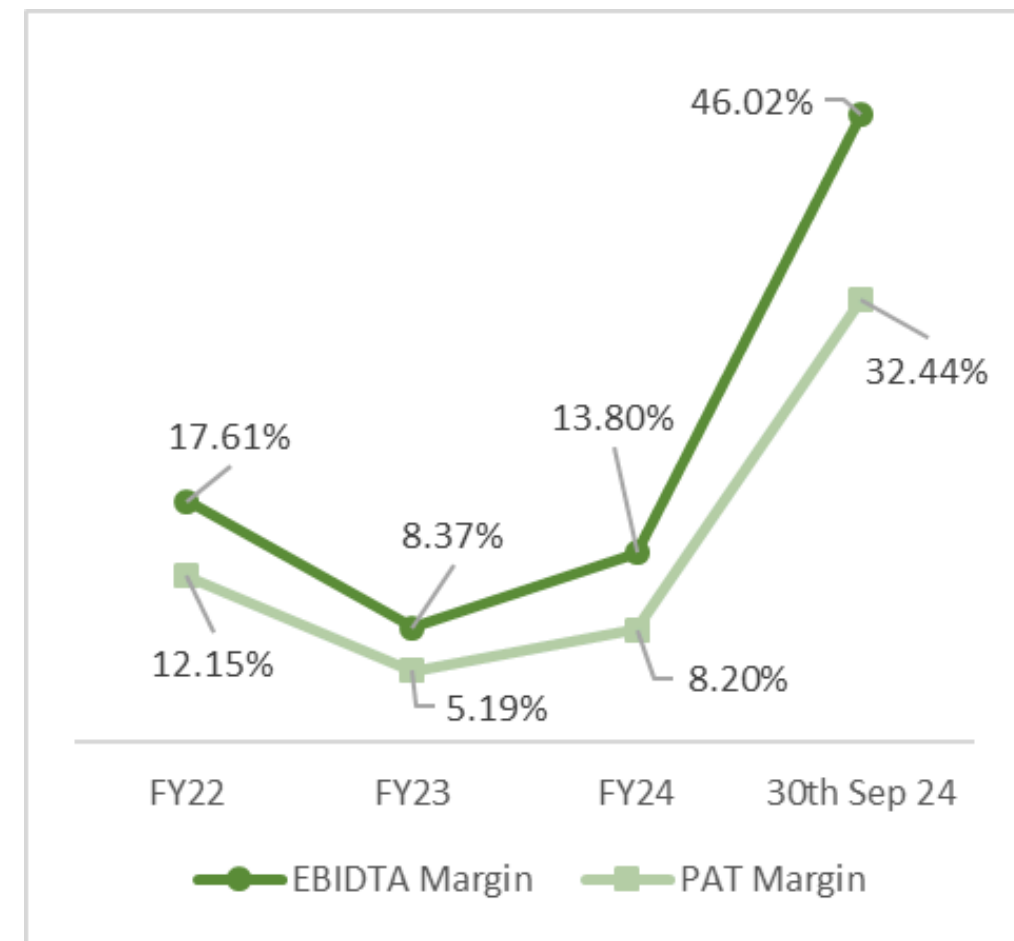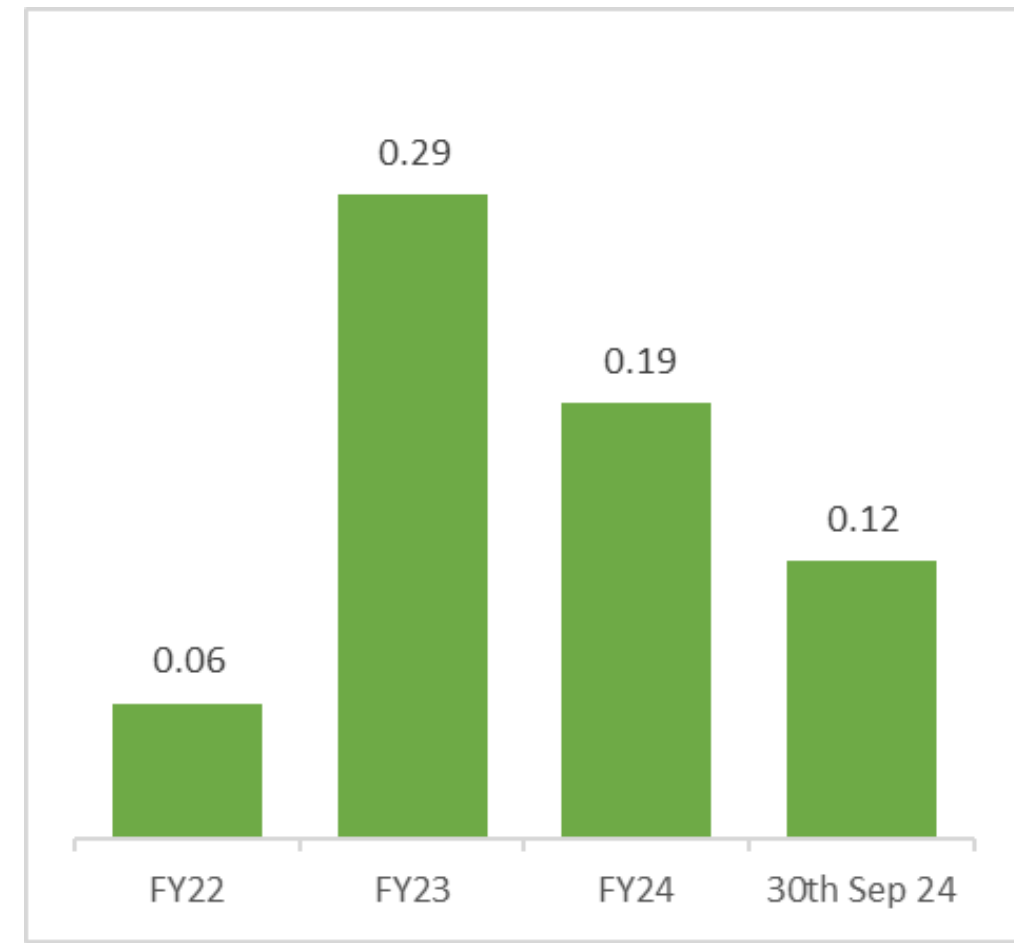
H1 Financial Performance Analysis for 30th Sep 2024

<u>Revenue from operations</u>

Revenue from operation for the 6 months period ended September 30, 2024 stood at ₹ 1,123.40 Lakhs. As percentage of total income, Revenue from operation was 98.35% during this period ended September 30, 2024.

During this period ending 30 Sep 2024, the Company has got incremental e-learning work orders from its clients. This has led to increase in revenues during this period. The Company expects the relationship with the clients to continue and grow in future.

<u>Employee Benefit Expense</u>

Employee benefit expenses were ₹ 557.42 lakhs during the six months period ended September 30, 2024.

Employee benefit expenses include Salary and wages ₹ 477.13 Lakhs, Director remuneration ₹ 63.18 Lakhs and others ₹17.11 Lakhs. It is stated that w.e.f. 1st April, 2024, for growth of the company's business, the Directors have reduced their cumulative monthly salary to ₹ 10.5 Lakhs p.m. This has led to reduction in overall employee benefit expenses during the six months period ended September 30, 2024.

<u>Other Expense</u>

Other expenses were of ₹ 49.02 lakhs during the six months period ended September 30, 2024.
During the six months period ended September 30, 2024, the company has optimized its other expenses leading to reduction of such expenses.
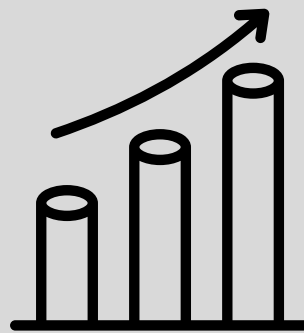
<u>Profit after Tax</u>

Net Profits for the period was ₹ 364.48 lakhs during the six months period ended September 30, 2024.

COMPETITIVE STRENGTHS

QUALIFIED AND EXPERIENCED PROFESSIONAL TEAM

Team of 150+ persons comprising of Instructional Designers, Graphic and Media Designers, Quality Control Experts, Ceritfied Project Managers and Programmers

SCALABLE BUSINESS MODEL

Inherently Scalable business model due to its digital nature allowing for easy expansion without significant investments in manpower and infrastructure

TRACK RECORD

Proven capability and credentials in executing complex and large scale learning projects with an extensive client list and references across industry sectors.

GROWTH PLANS: FUND UTILISATION

GEOGRAPHICAL EXPANSION
The company aims to expand into three key international markets: America, Middle East and Europe by establishing local partnerships and adapting courses to meet the specific needs of the new markets.
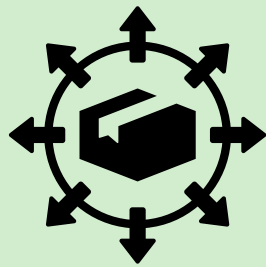
EXPANSION OF OFF-SHELF LIBRARY
Creation of 125 new courses comprising a total of 625 chapters and 375 case studies on topics like POSH, Artificial Intelligence, Cyber Security, Time Management, Anti-bribery and others.

HRMS PLATFORM
After thorough analysis and requests from existing LMS clients the company aims to launch Human Resources Management System (HRMS). It will also ensure seamless integration of both LMS and HRMS platforms for existing clients.
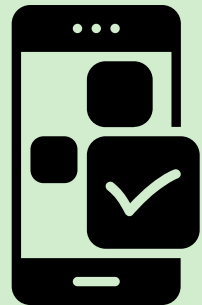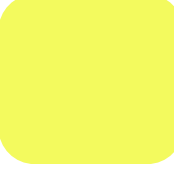
INTEGRATED HRMS & LMS MOBILE APP
Launch of an integrated LMS and HRMS Mobile app to address the evolving needs of existing clients and new small to mid-sized business. The App will deliver a seamless, user-friendly solution that addresses both HR and learning requirements in one place.
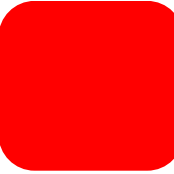
ACQUISITIONS
Company would actively be identifying acquisitions target that will enhance the growth of the company. A potential acquisition can provide the ability to bring additional offerings to our customers – hence take a bigger share of their wallet and/ or enable us to reach a new set of customers rapidly.

OUR COMPETITION

Player	Business Model	Strength (+) / Weakness (-)	Competition Threat
NIIT	• Enterprise Training Solutions (ETS) vertical is a legacy vertical that has close tie ups with large corporates provides big scale ILT delivery and e-learning solutions.	(+) ETS is the key thrust area with focus on annuity contracts. Strong brand name. (-) Heavy exposure to select corporates and works extensively in Physical Training Delivery	🟥
Aptara	• Headquartered in the United States • Employs over 5,000 staff in India, across New Delhi, Dehradun, Pune	(+) Good client mix: McGraw-Hill, Pearson, Thomson Reuters, Wolters Kluwer, and Grupo Planeta (-) Lack of expertise in core elearning and learning consulting	🟧
Infopro	• Founded in 1994 • Provides custom content, Staff augmentation and learning tech solutions to global clients	(+) Focusses only on fortune 1000 clients (-) e-learning is not the core business area	🟧
Acadecraft	• Founded in 2011, Acadecraft focusses on educational sector, Publishers and corporates for custom e-learning and staff augmentation.	(+) Wide variety of offerings to cater to larger market (-) Does not have strong e-learning work credentials. Service delivery is not up to the mark Not able to retain clients.	🟨
MPS Interactive	• Started in 1974 as TATA Interactive, now MPS interactive, they provide Content design, Learning Platform and Learning Tool Product Solutions.	(+) Strong brand name. 50 year old history (+) Focusses on international clients (-) Extensive focus on education & public sectors (-) Focus is on Manpower Delivery services as well	🟥
MRCC	• Launched in 1996, based out of Billerica, USA. Acquired G-Cube in India and penetrating Indian market • Operates in education, corporate training across Indian & US clients	(+) Strong management team, good client mix (+) Strong International presence due to MRCC main company being in USA (-) Pricing	🟥
Lionbridge	• Founded in 1996, has operations in over 26 countries • 4200 employees with Revenue of $ 389 million	(+) Expertise in writing user-focused product documentation and eLearning training. Global presence. (-) Involved in court cases	🟨

OUR MANAGEMENT

SAURABH KATHURIA
Whole Time Director

19+ years of experience as learning consultant with functional background in Instructional Design and management consulting

Past Experience: Sify, Symantec, Accenture

ABDUR RAUF RAHMANI
Whole Time Director

20+ years of experience in Visual Communication Design, developing solution for US, European & South East Asian markets
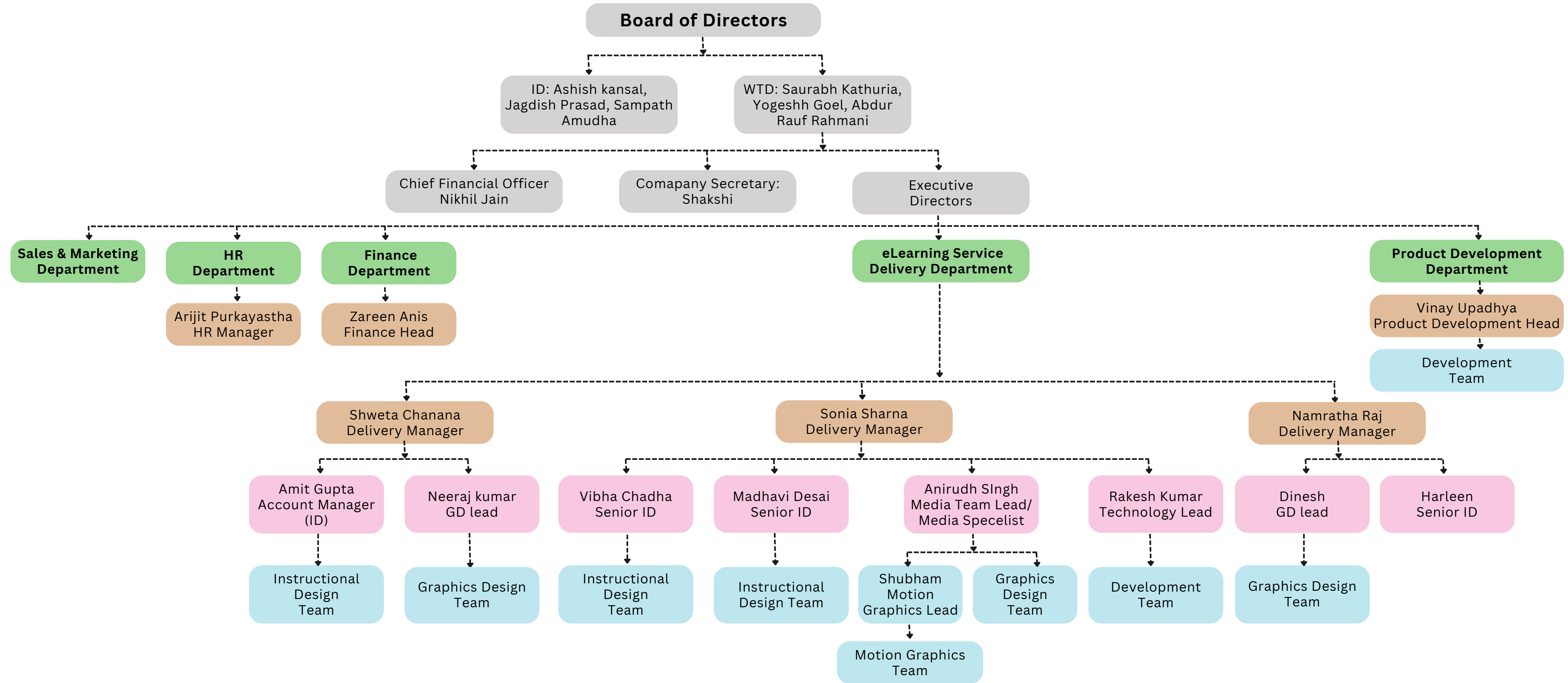
Past Experience: NIIT

YOGESHH GOEL
Whole Time Director

Learning consultant with 10+ years of experience in diverse geographies

Past Experience: Aurelius

OUR TEAM STRUCTURE

A well-defined Service delivery structure focusing on process dependency rather than people dependency

ISSUE HIGHLIGHTS

Issue Details	
Fresh issue	31,28,000
Face Value	₹1
Issue Size (No. of Share)	31,28,000
Price Band	₹75 - ₹79
Lot Size	1,600
Issue Size (in ₹)*	₹24.71 crores
Issue Period	
Issue Opens	March 28, 2025
Issue Closing	April 3, 2025
Listing Date	April 8, 2025

Shareholder	Pre-Issue Holding	Post Issue Holding
Promoter & Promoter Group	94.13 %	73.60%
Public	5.87 %	26.40%
Offer Structure	No. of Shares	
QIBs	1,60,000	
Non-Institutional Applicants	7,04,000	
Retail Individual Investors	21,07,200	
Market Maker	1,56,800	
Equity Shares and Market Cap		
Pre Issue Equity Share	87,19,800	
Post Issue Equity Share	1,18,47,800	
Post Issue Implied Mkt. Cap.*	₹93.60 crores	

*Calculated at Price Cap

OBJECTS OF THE ISSUE

Issue Proceeds	In ₹ Lakhs
Gross Proceeds from Issue	[●]
Less; Issue Related expenses	[●]
Net Proceeds from Fresh issue	[●]
Utilization of Net Proceeds	**In ₹ Lakhs**
Meeting expenses for development of new products, courses and new features in LMS and purchase of laptops	735.21
Funding of working capital requirements	500.67
General corporate purposes and Unidentified Acquisitions.	[●]
Net Proceeds of the Fresh Issue	[●]

THANK YOU

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Website: https://www.infonative.net

Share India Capital Services (P) Ltd
Registered Office:
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Buddha Nagar, Uttar Pradesh-201301
Website: www.shareindia.com

DISCLAIMER