

STRATEGIC INVESTMENT OPPORTUNITY

market[®]
simplified

Simplifying Financial Services

Built for Experience | Exceptions | Scale



Investor Presentation

MARKET SIMPLIFIED
AWARDED

THE ECONOMIC TIMES



ECONOMIC TIMES
BEST BFSI BRANDS
2022

www.marketsimplified.com

About

Market Simplified

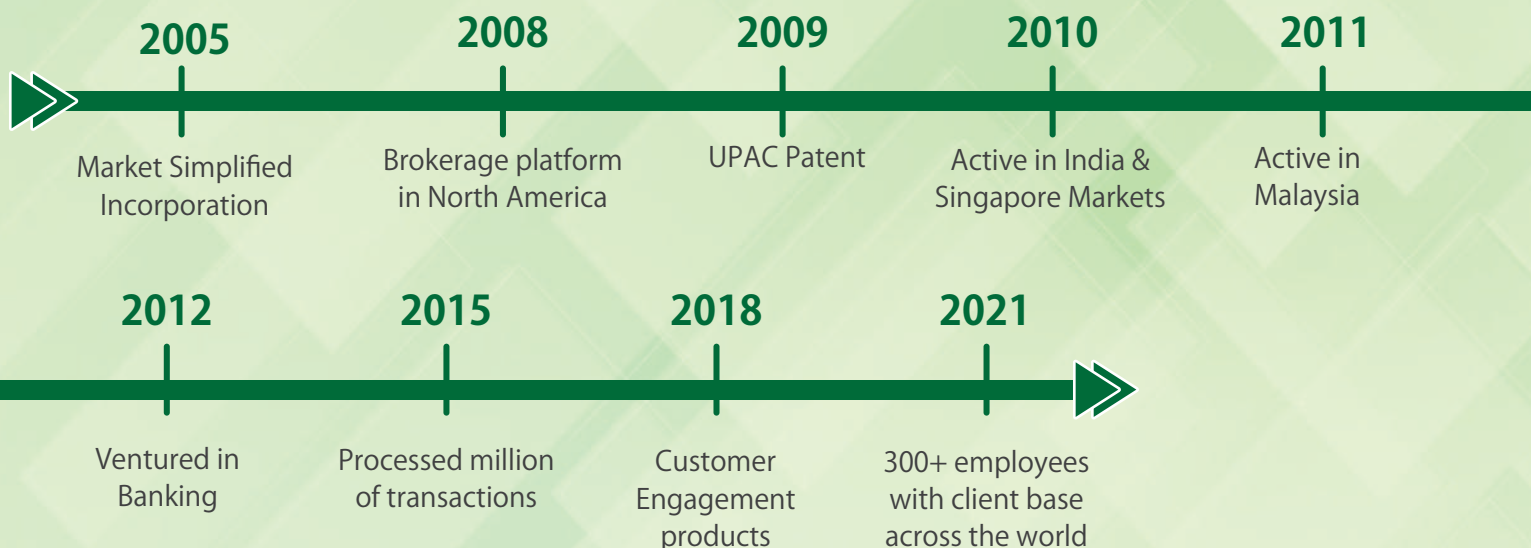


- ◆ 335 + Implementations
- ◆ 300 + Experience Engineers
- ◆ 12 Countries
- ◆ 35 Brokerages
- ◆ 5+ Banks

- ◆ Market Simplified is a customer engagement platform provider for financial services companies, specializing in providing experience through Experience Engineering. We add value and revenue to our clients using our expertise in User Experience, Mobility, Web, and Platform Technologies.

Our Journey

Specialized Financial Technology Services Company with 16+ Years of focus in delivering digital experiences across channels.



Management

Since inception, Market Simplified has benefitted from a superior leadership team - from our strong, active and independent board members to our experienced and senior management team.



G Venkat Rangan
Chief Executive Officer



Prashanth E G
Chief Operating Officer



V Praveen Kumar
Chief Evangelist



Raghavan S
Chief Experience Officer



Sabita J
Chief Human Resources Officer



Kumaresan D
VP - Operations



Vijayaraghavan B
VP - Delivery



Vinoth G
AVP - Finance

Unique Value Proposition

Strong Domain Experience

Promoters and Sr. Management with a strong business pedigree and domain expertise in financial markets.



Strong Alliances & Partnerships

Long standing relationships with key players & clients in the industry ensuring long mile success and scalability.



Global Presence

47 + Clients from different geographies of the world, lower dependency on single country/region



Economies of Scale

Pioneer in experience products with AI/ML provides scalability - Lower Competitive intensity and higher margins



Awards & Recognition

We continuously innovate to improve the way the financial markets work and live. We are a global leader, great employer and responsible corporate citizen.

And we are proud to be recognized by professional bodies for bringing about Digital Transformations in Financial Services and Financial Markets.



Products

Reliable and Scalable Capital Market Solutions that are a Broker's Delight



Shield



MyFlow



MSXstream



MSDataalytics



MSXtend

Shield – Smart Notification Engine

- An intelligent Alert engine is helping millions of investors across the globe by protecting their investments everyday from the volatile market conditions.
- "SHIELD" can process 1,00,000+ alerts per second to engage customers by triggering alerts and push to all front-end customer touch points.

Features

- User Management
- Alert Management Console
- Alert Audits
- Alerts APIs to View, Add, Delete, Modify Alerts.
- Notifications Settings API
- Notification Bridge
- Powerful Core Alert Engine

Protecting Wealth

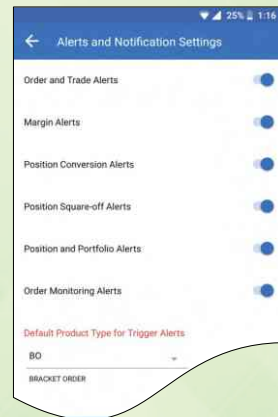
- Allows customer to set alerts based on price, volume, change %, or indicator based alerts and protect the stocks even when on move.
- The system intelligently understands the criteria of the price alert and starts monitoring the live feeds.

Push Notification

- Push to All / Group / Individual customers based on defined criteria via push notification.
- The in-app notifications can be deep linked to mobile feature. Alert Notifications can be extended to Email and SMS gateway (add-on)

Shield – Smart Notification Engine

- Price Alert – LTP, Change and Change % Allows customers to place price based alerts on LTP, Change and Change % for traded symbols.
- Volume Alerts Allows customers to place volume based alerts of traded symbols
- Buy Price Allows customers to place alerts to track the Bid/Buy Prices of traded symbols.
- Sell Price Allows customers to place alerts to track the Sell/Ask prices of traded symbols
- 52 Week high and low Allows customers to set alerts on 52-week high and low events.
- Technical Trends Trigger alerts based on technical indicators conditions for a stock.
- Corporate Action User will be notified in case of any corporate action for a stock.
- Trailing Stop Loss Place Alerts with a Trailing Price or % value.
- Standing Instructions Set your alerts to recurring (Once per day) or one time.
- Account Specific Events Set user specific alerts for Margin and RMS triggers.
- News & Announcements Set alerts for News, IPO, OFS, NFO etc.



MyFlow – Conversational AI & Workflow

MyFlow's conversational AI Platform is specially designed for Financial Institutions to provide the best conversational user experience to end customers.

Real-Time Control

Enables Business teams to create meaningful conversations in Real-Time

Training AI Engine

Monitor and Train AI models in realtime to improve the response accuracy

Analytics Dashboard

A comprehensive dashboard to track overall performance

Social Media & IoT Integration

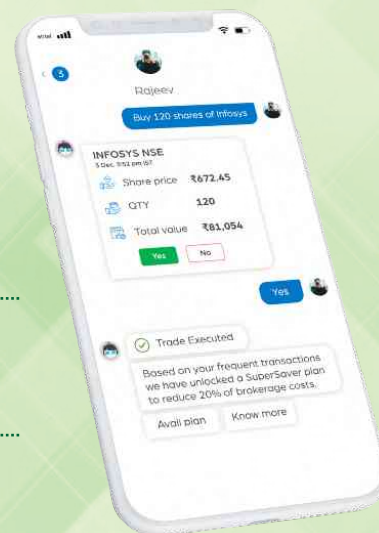
Seamlessly supports the integration with Alexa and Social media channels

Customer Support

Seamless Conversation handover to support agents for unresolved queries

CRM Integration

For lead capture, create tickets along with Email and portal notifications



MSXtream – Streaming Engine

- ◇ MSXtream is a reliable, high performance and low latency Realtime Streaming solution. The solution can effectively address the bandwidth and hardware related concerns for Rakuten Trade.
- ◇ With a benchmark of an average 10Kbps bandwidth, for a Nifty 50* Watchlist on Mobile during peak hours, the solution has helped Brokers reduce the Bandwidth and Hardware costs by up to 75% during the pandemic and help them scale by more than 100% seamlessly.

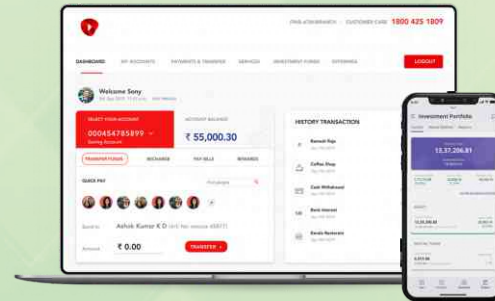
Features

- Low Latency & High Performance
- Low bandwidth utilization. Best in Industry
- Reliable Performance on 2G
- Horizontally and Vertically Scalable
- Event-driven architecture
- Non-blocking Asynchronous I/O
- Built-in Compression and Conflation
- Graceful handling of TCP Congestion
- TLS Support
- Adaptable delivery of Incremental Updates

Solutions we Delivered

Banks

- ❖ Mobile Banking
- ❖ Conversational AI Platform (myflow)
- ❖ KYC Digital On-boarding
- ❖ Mobile Channel Management
- ❖ PlatformConsole
- ❖ User Experience Consulting
- ❖ User Management



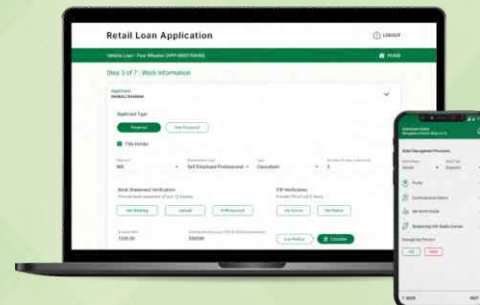
Brokerages & Wealth Management

- ❖ Mobile & Web Trading
- ❖ Conversational AI Platform (myflow)
- ❖ Facebook Messenger Bot
- ❖ Community Chatbot
- ❖ Community portal
- ❖ Shield-Alerts Engine
- ❖ KYC-Digital On-boarding
- ❖ Symbol search
- ❖ Option Chain
- ❖ Advanced Orders
- ❖ Create your index-CYI



Alternate Finance

- ❖ Digital On-boarding
- ❖ Agricultural / Former Loan
- ❖ Housing Loan
- ❖ Jewell loan
- ❖ SME Loan
- ❖ Invoice Factoring



Some of our Long Term Digital Growth Organizations

5+ An average association period of 5+ years

USA



APAC



OTHERS



INDIA



PROBABLE PIPELINE



Partnerships

Integration



Strategic Consulting



App Analytics Tools



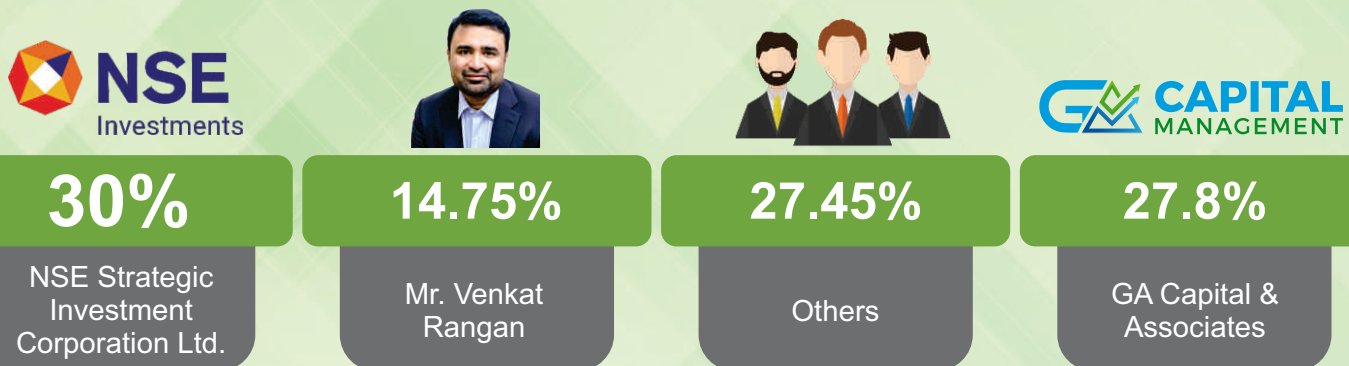
Solution Offerings

Market Simplified caters the needs of financial institutions at business level, offer seamless solutions at technical level and achieve high levels of customer engagement at client level.

	Solution Consulting		QA Automation & Security
	UX Strategy and Design		DevOps
	Frontend Interface Development		Infrastructure & Monitoring Support
	Middleware Orchestration		Innovation Augmentation

Solution Consulting
Customer Profile Linking
← **Key Differentiators** →
UI/UX Design
Omni Channel - Digital Assistants

Share Holding Pattern



Comparative Metrics

The table compares the Key Financial Metrics of MARKET SIMPLIFIED INDIA LIMITED to the median values of a sample of 30 companies from a Probed population of 2114 companies in the Information Technology | Application Developers segment, for FY 2021. The analysis is based on Stand Alone Financials. The figures (in Black) on the left are actual values for the company and figures (in Orange) on the right are the comparative median values.

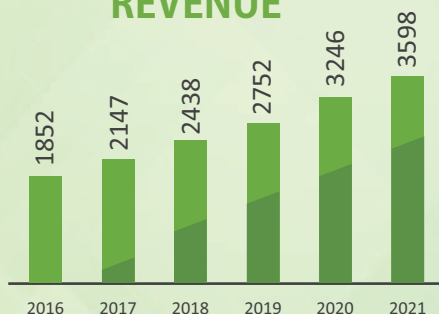
	FY 2018	FY 2019	FY 2020	FY 2021
of Peers in Sample?	27	27	28	30
Revenue (₹ Lakh)	2,353.64 2,353.64	2,718.20 2,733.28	3,128.88 3,176.56	3,413.15 3,440.28
Revenue Growth (%)	14.4 18.3	15.5 22.1	15.1 15.1	9.1 7.3
EBITDA Margin (%)	16.2 12.9	19.2 14.6	18.2 12.6	16.0 10.3
Net Margin (%)	4.8 8.0	11.1 9.6	12.0 8.2	6.3 8.2
Return on Equity (%)	10.9 23.6	22.6 23.0	21.9 21.9	11.2 20.9
Debt / Equity	0.2 0.0	0.1 0.0	0.0 0.0	0.1 0.0
Inventory/Sales (Days)	0 0	0 0	0 0	0 0
Debtors / Sales (Days)	46 51	39 58	45 44	67 43
Payables / Sales (Days)	13 5	18 8	2 8	14 13
Cash Conversion Cycle (Days)	32 46	21 38	43 28	53 34
Sales Net Fixed Assets	3.1 25.4	4.5 25.1	6.4 21.4	10.9 18.9

IMPORTANT RATIOS

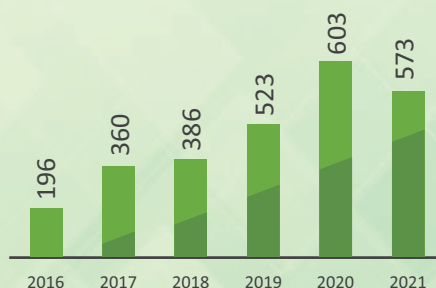
Particulars	31 March 2021	31 March 2020	31 March 2019	31 March 2018	31 March 2017	31 March 2016
Leverage Ratios						
Total Debt/Equity Ratio	0.24	0.18	0.34	0.77	0.90	0.78
Total Assets/Equity Ratio	1.40	1.28	1.49	1.93	2.07	2.04
Total Debt/ Total Assets Ratio	0.17	0.14	0.23	0.40	0.43	0.38
Interest Coverage Ratio	36.26	23.14	14.23	6.93	1.58	2.10
Liquidity Ratios						
Quick Ratio	1.27	1.35	0.53	0.33	0.36	0.46
Current Ratio	2.97	3.36	1.50	0.84	0.72	0.87
Performance Ratios						
Gross Margin	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Net Margin	6.31%	11.94%	11.13%	4.81%	1.71%	1.49%
Return on Fixed Assets	31.16%	48.20%	33.95%	10.74%	3.18%	2.77%
Return on Equity	11.17%	21.95%	22.60%	10.94%	3.94%	3.00%
Return on Capital Employed	11.45%	22.94%	20.27%	12.45%	4.08%	3.14%
Total Asset Turnover	1.27%	1.44	1.36	1.18	1.08	1.99
Fixed Asset Turnover	4.93%	4.01	3.05	2.23	1.80	1.87
Days Receivables Outstanding	67	45	39	45	57	79
Days of Inventory	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.

Financial History

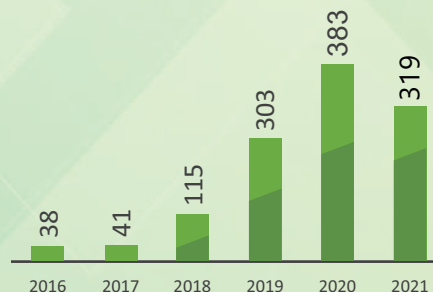
REVENUE



EBITDA



PBT

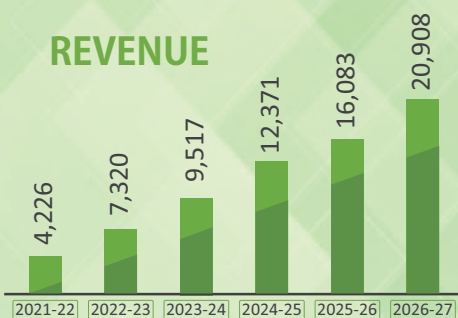


Year Ended	31-03-2016	31-03-2017	31-03-2018	31-03-2019	31-03-2020	31-03-2021
Revenue from Operations	1,852.71	2,147.05	2,437.53	2,752.40	3,221.35	3503.85
YOY Growth in Revenue%		15.9%	13.5%	12.9%	17.0%	8.77%
Total Revenue	1,852.99	2,147.22	2,438.92	2,752.39	3,246.19	3511.16
EBITDA	196.76	360.67	386.08	523.51	603.47	573.81
EBITDA On Turnover %	10.6%	16.8%	15.8%	19.0%	18.6%	16.38%
PBT	37.89	41.53	115.65	303.27	383.56	319.24
PBT On Turnover %	2.0%	1.9%	4.7%	11.0%	11.8%	9.11%

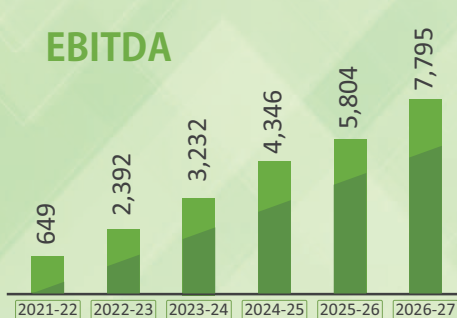
All figures are in Lakhs

Financial Projections

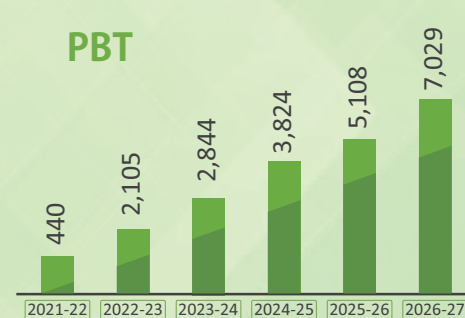
REVENUE



EBITDA



PBT



Description	Provisional 2021 - 22	Projected 2022 - 23	Projected 2023 - 24	Projected 2024 - 25	Projected 2025 - 26	Projected 2026 - 27
Total Revenue from Operations	4,226	7,320	9,517	12,371	16,083	20,908
YoY Revenue Growth %	20.00%	73.21%	30.00%	30.00%	30.00%	30.00%
Total Expenses	3,577	4,929	6,285	8,025	10,279	13,112
EBITDA	649	2,392	3,232	4,346	5,804	7,795
YoY EBITDA Growth %	13.26%	268.00%	35.00%	34.47%	33.55%	34.00%
EBITDA % On Turnover	15.36%	32.67%	33.96%	35.13%	36.09%	37.28%
PBT	440	2,105	2,844	3,824	5,108	7,029
PBT % On Turnover	27.42%	28.75%	29.89%	30.91%	31.76%	30.00%
PAT	312	1,447	1,947	2,630	3,514	4,836
PAT % On Turnover	7.39%	19.78%	20.56%	21.27%	21.85%	23.13%

All figures are in Lakhs

Fair Value

Valuation: Computed the Value of Equity Shares of MSIL is based on Discounted Cash Flow Method, which is As mentioned below

The Total Value of MARKET SIMPLIFIED INDIA LIMITED(MSIL) is Rs.19,605.28Lakhs having 1,73,61,114 equity shares at a face value of Rs.10/-each.

Fair Value of one Equity Share having face value of Rs.10/- each isRs.112.93/-(Rupees One Hundred and Twelve and Ninety Three only).

**Contact us For Detailed Fair Value Report

(INR Lakhs)

Discounted Cash Flow Analysis	
Primary value	8,527.54
Terminal value	10,927.75
Enterprise Value as on 30th June 2022	19,455.28
Less: Debt as on 30th June 2022	-
Add: Cash and cash equivalents as on 30 th June 2022	150.00
Equity Value	19,605.28
Equity & enterprise value	19,605.28
No.of shares (Existing)	1,73,61,114
Per share value in Rs	112.93

Growth & Expansion plan



How to Invest in 3 Steps

- 1 KYC
- 2 Payment to be made towards G.A Capital Management Private Limited
- 3 On receipt of payment to G.A. CM, stocks to be transferred to clients demat a/c

Investment time frame will be a period of 24-30 months

Required Documents

- Pan Card
- Aadhar Card
- Demat a/c details - (CML Copy)
- Bank Details

DISCLAIMER

This document has been distributed by **G.A Capital Management Private Limited** On a strictly confidential basis. It has been prepared exclusively for the benefit and internal use of the recipient and does not carry any right of reproduction or disclosure. The information and projections contained herein can not be disclosed, reproduced or used in whole or in part without the express prior written permission of G A Capital management.

G.A Capital Management Private Limited makes every effort to use reliable comprehensive information, but makes no representations or warranties, express or implied or assumes any liability for the accuracy, completeness, or usefulness of any information contained in this document. G A Capital Management, its directors, employees and agents will not be liable for any direct, indirect, incidental or consequential damages sustained or incurred in connection with the use, operation, or inability to use, or reliance on the information contained in this document



Market Simplified India Limited
International Tech Park, 13th Floor, Zenith Building Ascendas,
CSIR Rd, Tharamani, Chennai, Tamil Nadu 600113

For Investment Enquiries



G.A CAPITAL MANAGEMENT PRIVATE LIMITED

Kura Towers, 1-11-254 & 255, 9th Floor, Sardar Patel Road,
Motilal Nehru Nagar, Begumpet, Hyderabad, Telangana 500016

Mobile No: +91 91549 04686

Email: contact@gacap.com | Web: www.gacap.com

