



E2E Networks Limited


Investor Presentation
2018

DISCLAIMER

This document is for information purposes only and not intended to be taken alone for the basis for an investment decision. Our presentation/proposal may include predictions, estimates, management opinions or other information that might be considered forward-looking. These forward-looking statements represent our current judgment on the future, they are subject to risks and uncertainties that could cause actual results to differ materially. Such forward-looking statements are subject to risks and uncertainties like regulatory changes, local political or economic developments, and many other factors that could cause actual results to differ materially from those contemplated by the relevant forward-looking statements.

E2E Networks or its advisors will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances

ISSUE HIGHLIGHTS

Details	Particulars	
Issuer	E2E Networks Limited	
Issue Type	Fixed Price Issue	
Offer Price	Rs. 57 per share (Face Value Rs. 10 per share & Premium of Rs. 47 per share)	
Minimum Lot Size	2,000 Shares	
Issue Size	38,58,000 Equity Shares	
Offer Opens on	Thursday May 3, 2018	
Offer Closes on	Monday May 7, 2018	
Listing on	NSE Emerge	
Issue Structure	Market Maker Portion	194,000 Shares
	Non Retail Portion	18,32,000 Shares
	Retail Portion	18,32,000 Shares
Lead Manager	 HOLANI CONSULTANTS PRIVATE LTD. "Creating Possibilities, Creating Value."	

E2E IS A MULTI-CLOUD SOLUTION PROVIDER

WHO

- **Founded in 2009**, by **Tarun Dua**, E2E Networks is a Cloud Computing Solution Provider
- We have **vast experience in implementing and managing infrastructure** for the web, mobile or enterprise-centric workloads
- Our team consists of professionals from leading companies such as **Yahoo!, Microsoft, ValueFirst, HP, NRCFOSS, PwC, etc.**

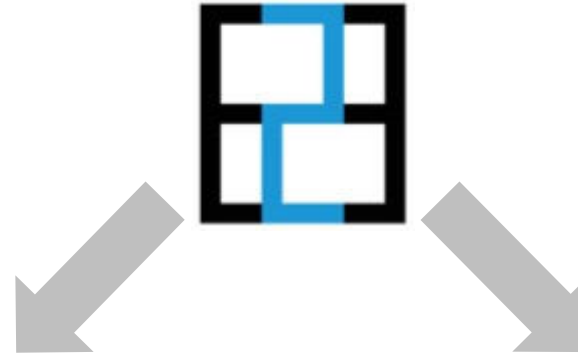
WHAT

- E2E provides **Cloud Computing Infrastructure and Managed Services**
- We have **built our own Cloud Infrastructure** and developed our own **Technology Stacks**, making our Cloud Infra offering among the most affordable in the market
- Our **fully cloud agnostic CloudOps platform** supports 2,000+ public clouds across the world. Our CloudOps platform uses a blend of automation delivered via technology combined with human intelligence, to **reduce the workload of in-house DevOps team**

WHY

- While consulting a large corporate on their compute solution Tarun figured out the pain point of the industry in terms of **lack of easy access to Contractless Compute Infrastructure**
- Cloud Computing allows people to run their applications & software over the Internet, as it increases **flexibility, collaboration and efficiency**
- The demand for Cloud Infrastructure and related services is growing among the **Enterprises and SMEs**

E2E OFFERING



CLOUD INFRASTRUCTURE

- E2E has built its own **Cloud Computing** infrastructure from the ground up using Open Source Software and custom designed servers to optimize cost, performance and speed of delivery
- E2E can quickly deliver on customized and cost effective private cloud solutions for customers who need
- E2E has the ability to optimize costs for its customers by delivering latest hardware technology faster [Moore's law] via its cloud platform.

CLOUDOPS

- CloudOps is a **Cloud Agnostic Managed Services** offering to its clients
- Client could be on Public Cloud or a Private Cloud or a Combination of both [Hybrid Cloud], but there is always a need to manage the same by deploying own tech team. E2E offers its services as a Managed Services partner
- E2E's Managed Services offering is a Solution Oriented & Experienced Tech Team, which is solving client's problem all the time, making it easy and cost effective for clients

CLOUD INFRA – KEY HIGHLIGHTS

124 Number of
Racks

3.5 GBPS of Internet
**Bandwidth Consumed by
the Cloud Platform**

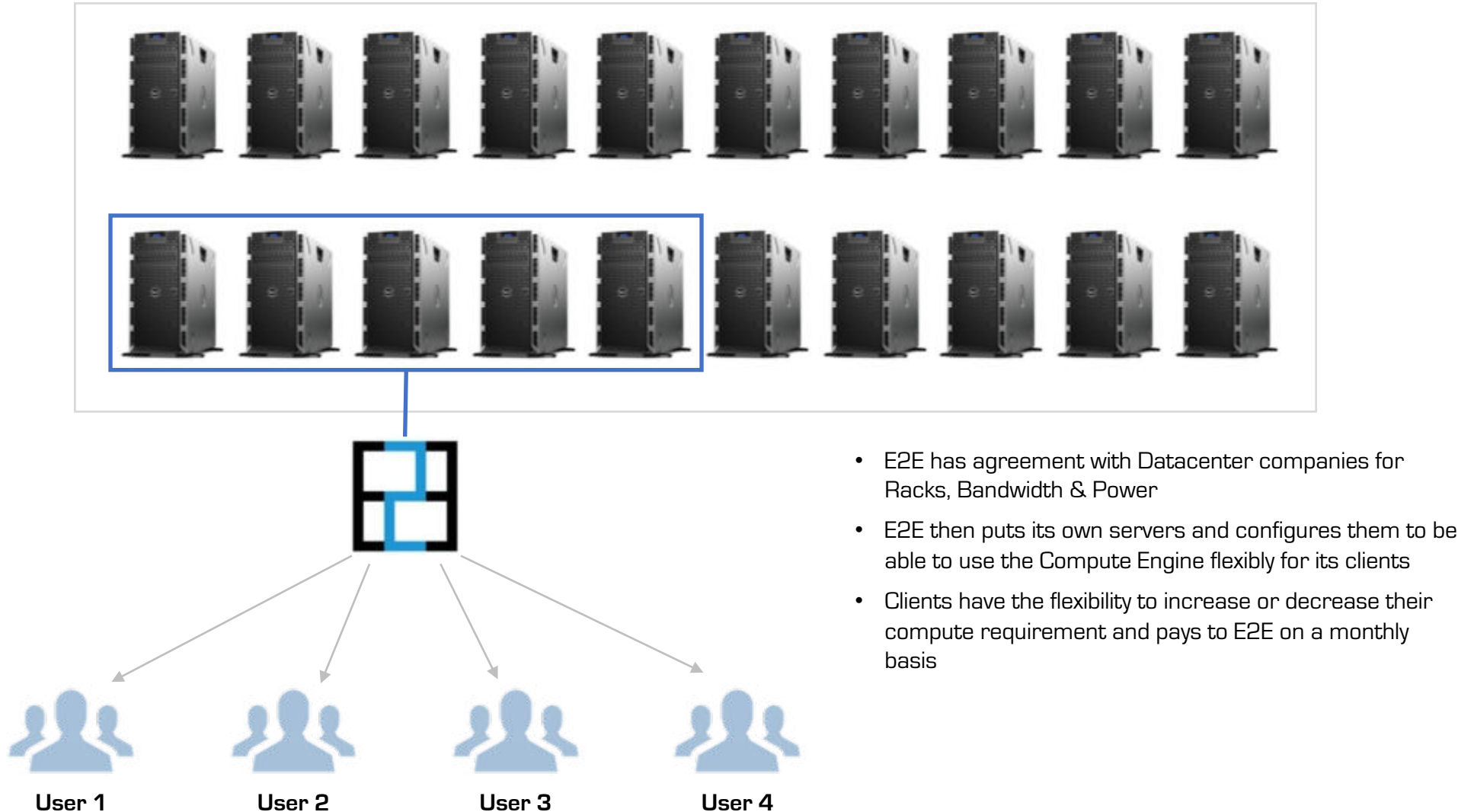
125 MWh Units of
**Energy Consumed
per month**

99.9 Percent of
System Availability

900+ Number of
Billed Customers



















3.0 Rupees Crores of
**Monthly Revenue Run
Rate**

CLOUD INFRA - OFFERING



SUSTAINABLE COMPETITIVE ADVANTAGE – LOW COST PLAYER

E2E is able to offer Cloud Infra at Low Cost & High Speed of Execution, and will continue to cater to Cost Conscious Segment of the market

	E2E NETWORKS	GLOBAL PLAYERS WITH SERVERS PLACED IN INDIA	GLOBAL PLAYERS WITH SERVER PLACED GLOBALLY
POWER	 Low Density Deployment		 Very Cheap Power
BANDWIDTH			
RENTALS			
HARDWARE	 Cheaper Local Sourcing		 International Sourcing
SOFTWARE	 Open Source & Own Stacks	 Massive Stack adds to cost	 Massive Stack adds to cost
OVERHEADS	 Lower Fixed Cost	 High Overheads	 High Overheads
Regulatory requirements and Latency issues puts Global Players with Servers placed Globally at significant disadvantage			

CLOUD INFRA – USP & DRIVERS

USP

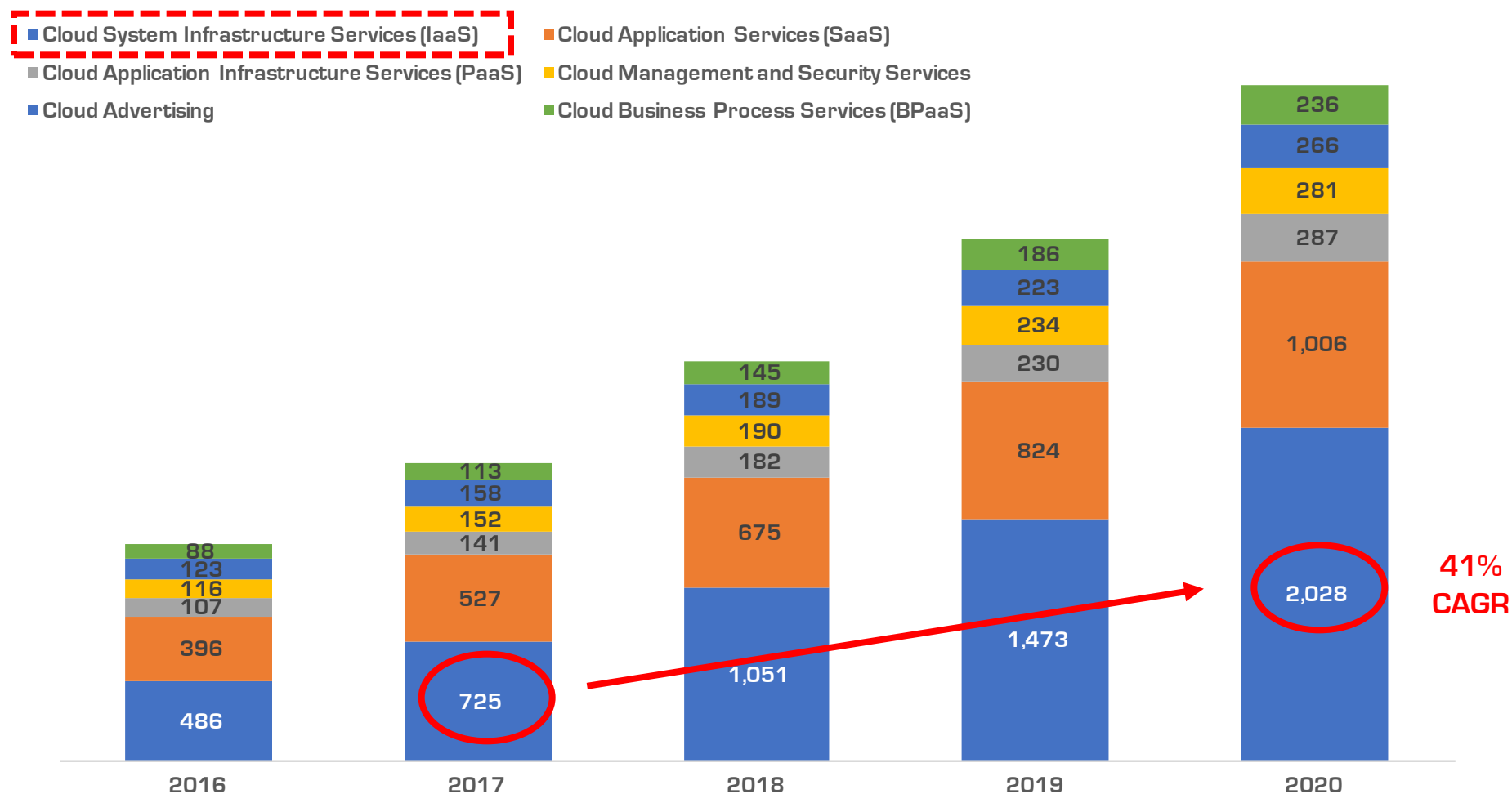
- **Cost Leadership in Cloud Infra Offering**
 - **Low Density vs High Density Rack** offering by Global peers (Low Density more conducive for Indian Environment given high ambient temperature and high power cost)
 - **Own Stacks** developed on **Open Source** makes it affordable for our clients
 - **Just in Time granular sourcing** avoiding inventory overheads
 - **Focused Service Offering** (Lower Overheads)
 - Lack of significant idle inventory because of rapid re-utilization of compute resources
- Constantly improving UI/UX and self-service platform with a stable team and lot of experience in complex problem solving
- Can operate in Cloud Agnostic environment and avoid Vendor Lock-in

DRIVERS

- **Low Attrition of Customers if Service Quality and Competitive Pricing is maintained**
- **Faster adoption of cloud** among SMBs
- Multi-cloud operating environment by **value conscious customers** and Cost still among the top factors for choice of Cloud Provider
- **Global Entrants expanding the market** through campaigns and free credits
- **Completeness of offering by E2E** by engaging its Multi-Cloud CloudOps Platform
- Off-book Equipment Financing is helping in quickly scaling up the business with improved Return on Equity Capital

CLOUD INFRA IN INDIA TO GROW AT 41% TO A US\$ 2 BILLION

Large Addressable Market as Industry is at an Inflection Point. This is an opportunity for E2E to capture the Cost Conscious segment of the market and be dominant in that segment



INDUSTRY WITH ROBUST DEMAND DRIVERS

HIGHER CONSUMPTION OF DATA

- **Artificial Intelligence, Machine Learning, IOT** are the current trends and heavy on data consumption, this would lead higher cloud deployment in future

MULTI-CLOUD TO GO MAINSTREAM

- **Multi-cloud strategies** becoming the norm in IT
- Open Source to play a starring role in workload portability and optimization

SMBs

- 53 Mn Small & Medium Businesses based in India
- **SMB Segment is the biggest user** of SaaS and significant benefits through IaaS/PaaS

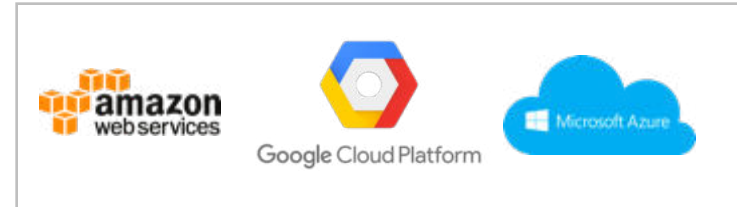
GOVERNMENT PUSH TO GO DIGITAL

- Union budget 2017-18 allocated Rs10,000 crore towards Bharat Net, pushing digital consumption higher
- Government's to double the allocation for the Digital India program to Rs 3,073 crore – a decision that will help research and skilling in Robotics, Artificial Intelligence (AI) and Internet of Things (IoT), among others

CLOUDOPS – OFFERING



PRIVATE CLOUD



PUBLIC CLOUD



E2E's CLOUDOPS OFFERING



User 1



User 2



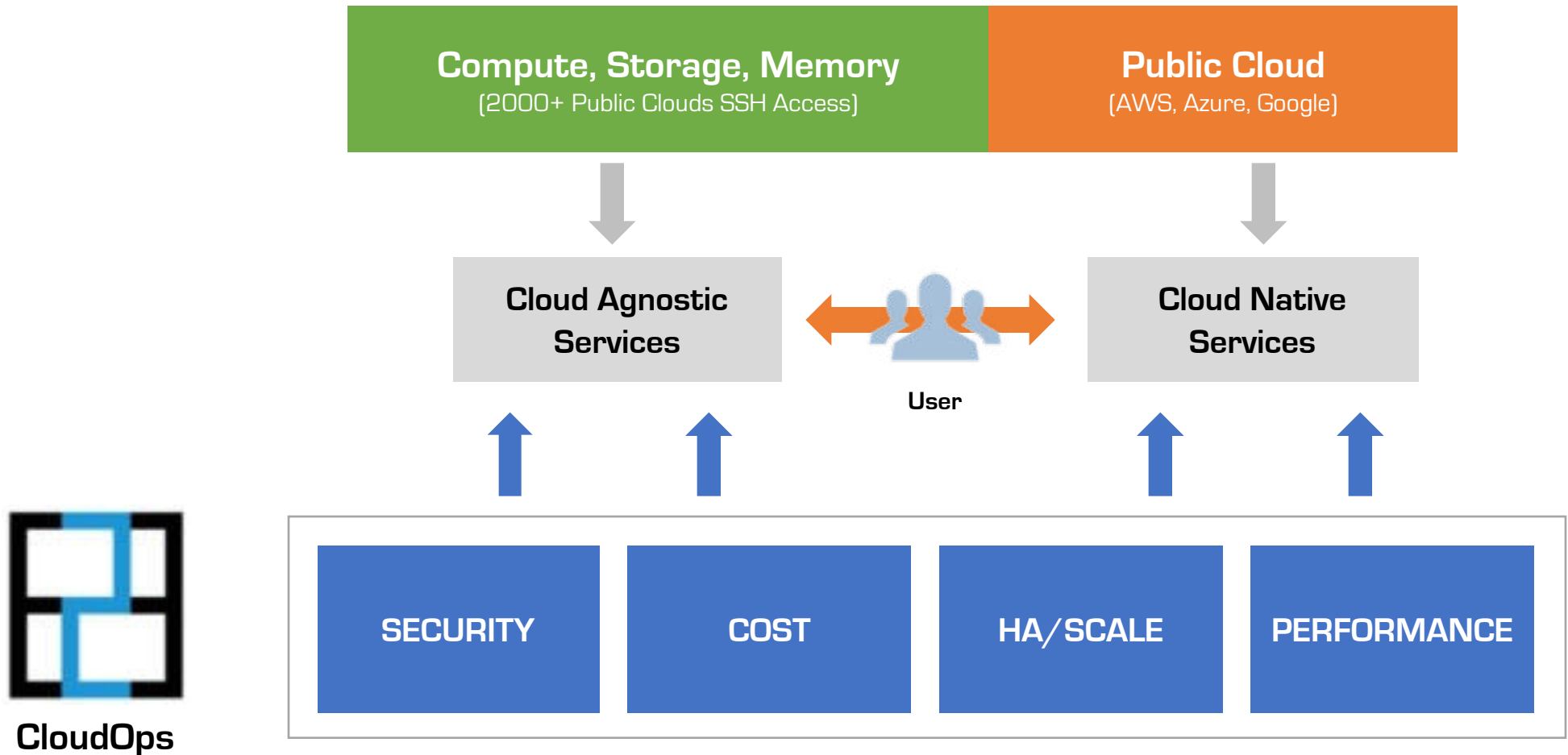
User 3



User 4

- Support on any Cloud: AWS, Azure, Google Cloud Platform, IBM Software, Digital Ocean & E2E Networks
- Do Managed Microservices, Docker Workload Management across all Clouds
- Comes bundled with various microservices with 24x7 Operation Centre
- Rol driven CloudOps performance with high level of security and threat protection
- Enables customers in using the best of services of various Cloud provider

CLOUDOPS – POSITIONING IN THE ECOSYSTEM



CLOUDOPS – USP & DRIVERS

USP

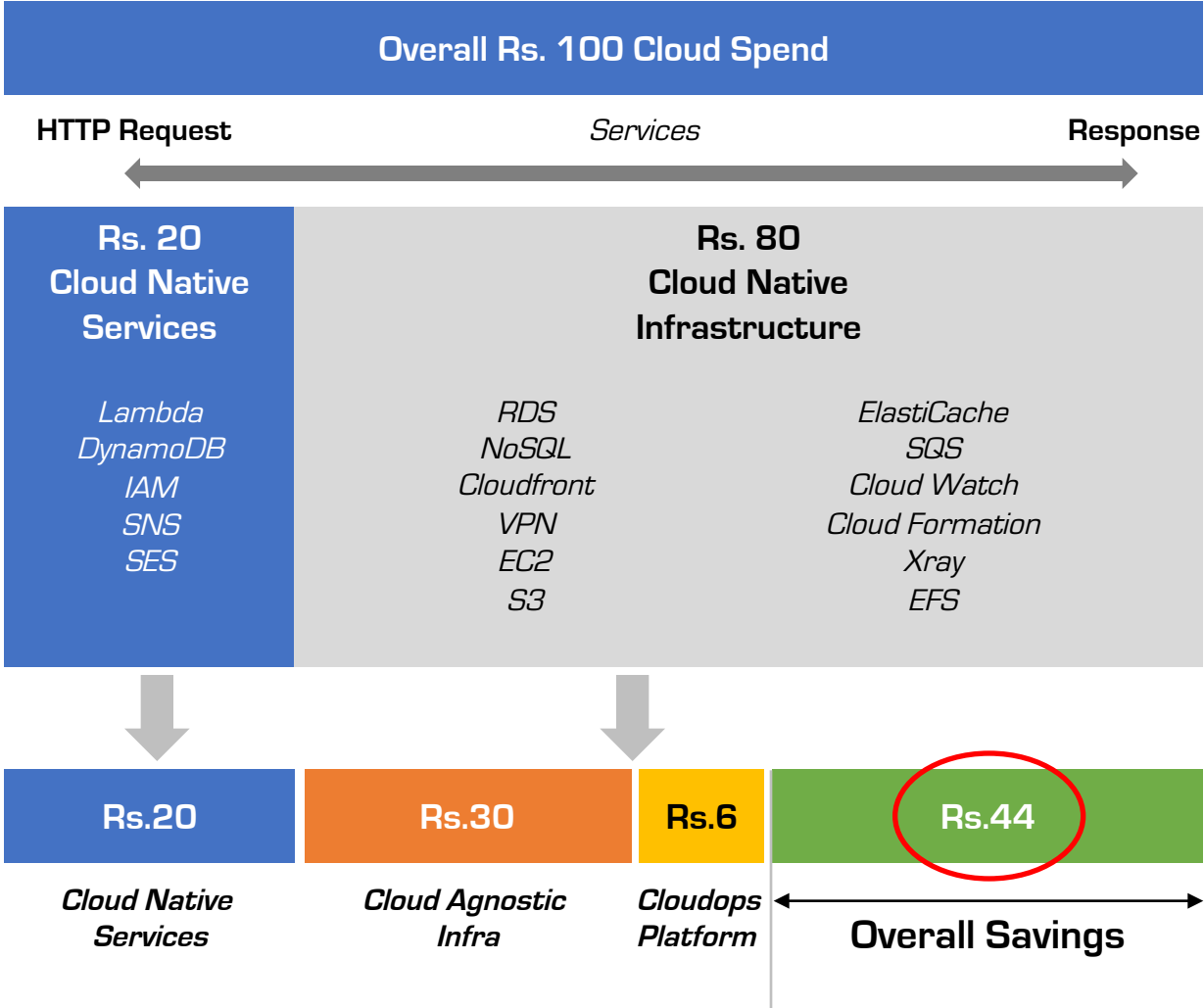
- **Technical Stack with stable team and lot of experience in complex problem solving**
 - From the ground up understanding of technical problems rather than using cloud specific vocabulary
 - **Solved more than 50K technical issues** to learn from them and build a platform around that.
 - **100+ Years Cumulative DevOps Experience**
- **Multi-Cloud experience** allows us to do what is optimal for the customer rather than choosing a sub-optimal cloud native technical solution for our end customers.

DRIVERS

- **Lack of enough technical talent for DIY operations**
- Increasing complexity in Cloud management
- Fast growing cloud adoption
- **Rising Costs with complicated billing practices.** It takes incredible skill to understand what the leading cloud players are charging today. This has infact become a separate business for many startups who are trying to help their customers make sense of their cloud BOM.

INTEGRATED OFFERING BRINGS SIGNIFICANT SAVINGS

E2E's CloudOps offering helps customer reduce their existing spend on Cloud by managing for them a Multi-Cloud Environment



BUSINESS STRATEGY

Immediate



CLOUD INFRA

- Beef up sales team to build customer base for Cloud Infra offering
- Incremental deployment of Servers and Racks
- Offer Hybrid Cloud Offering to Public Cloud Customers
- CloudOps feeding into Cloud Infra Business
- Opportunity to consolidate the business from High Cost Cloud Infra providers

In Next 2 years



CLOUDOPS

- Cloudops is a growing need even within Public Cloud users
- Grow the Service Delivery & Tech Team to strengthen CloudOps Offering
- Scale CloudOps business in the next 2-3 years by partnering with Global Cloud Players
- Solve multiple problems of clients through CloudOps platform and make it a research ground for developing Solutions / Applications

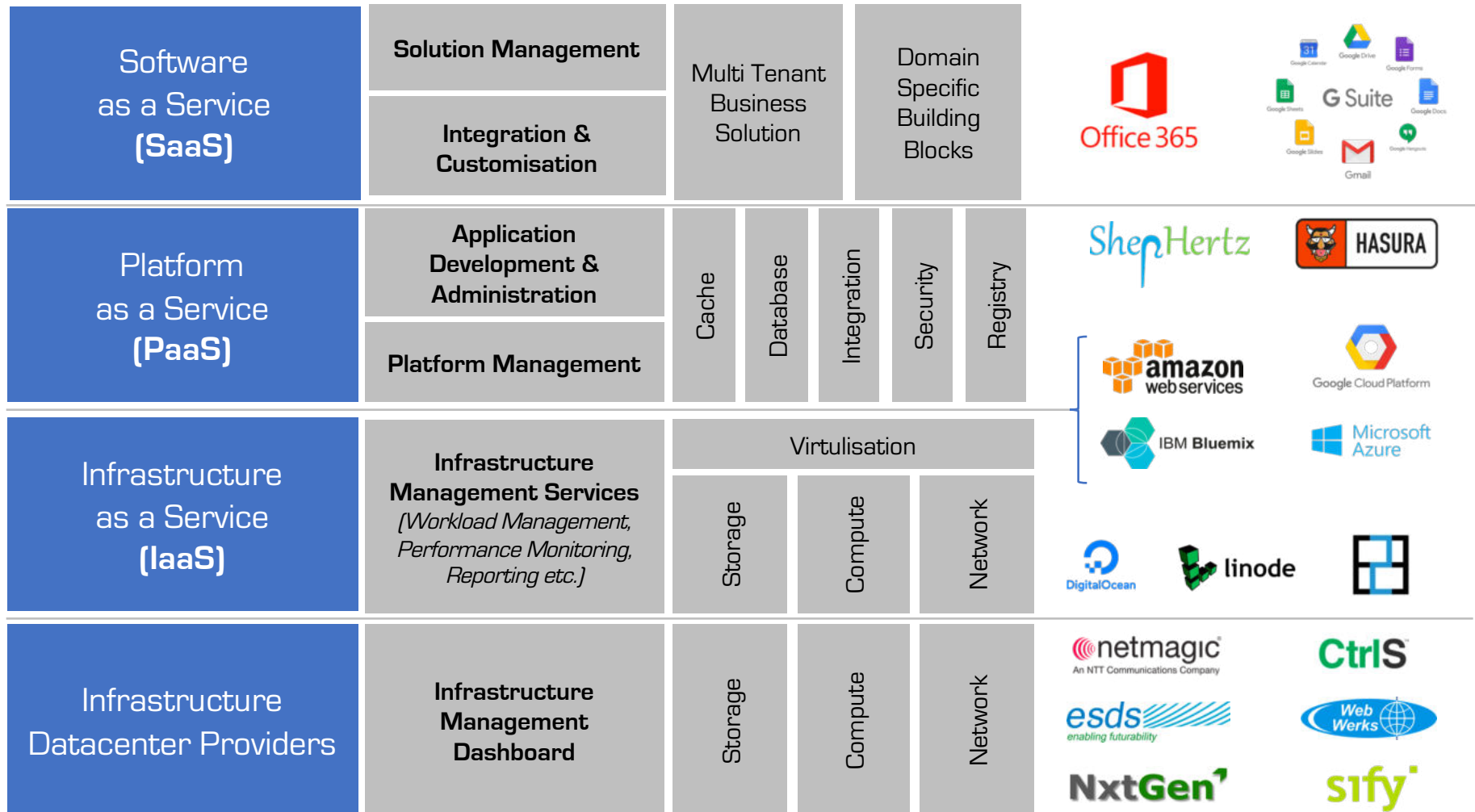
In Next 5 years



APPLICATIONS

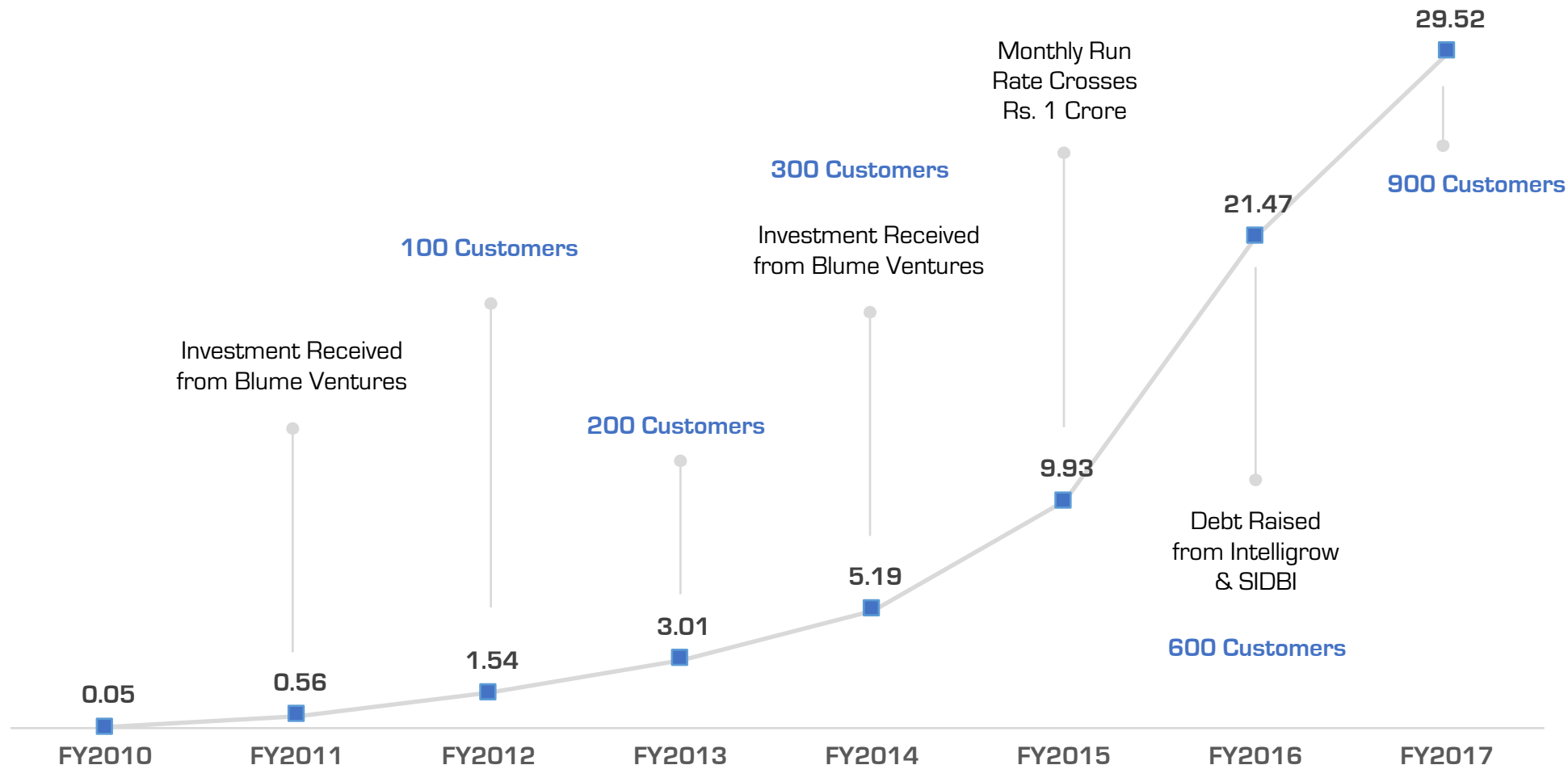
- Leveraging the Cloudops services as Research Pool and productise the most used solutions
- Build 4-5 Applications in the next 3 years which can be deployed at a mass scale

INDUSTRY LANDSCAPE



E2E GREW AT 94% CAGR IN LAST 6 YEARS

Revenue Figures In Rs. Crores



MANAGEMENT TEAM



TARUN DUA, CEO & Chairman

Tarun owns E2E's leadership role of defining customer and technology-focused strategy and executing it with crisp and well-defined organization goals. People who have worked with him in the past used to call him a hacker, leader, Linux guru, Perl expert, database champion, amazing sysadmin, entrepreneur, technology ninja, and the list goes on. Tarun has previously worked at Yahoo, Value First and did his engineering from NIT KUK



SRISHTI BAWEJA, Director

Srishti did B.Com(H) from prestigious S.R.C.C, Delhi University and completed Chartered Accountancy in November 2014.

She has vast experience in Global Accountancy and Audit Practices (Price Waterhouse Coopers), Forex and Risk Management Department (Hindustan Petroleum Corporation).

Srishti joined E2E Networks in 2013 as promoter and CFO and has since then headed finance team at E2E. She is presently Whole time Director at E2E

MANAGEMENT TEAM (Contd.)



IMRAN, CTO

Imran runs E2E's cloud computing operations and initiatives using his extensive experience in cloud computing, networking, and open-source software. During the initial stages of his career, he worked on Wireless Network protocols (IEEE 802.11) and he continued pursuing his interest in Wireless Network Protocols by researching and submitting his thesis in MS in Information. Imran has previously worked at NRCFOSS and studied from Anna University

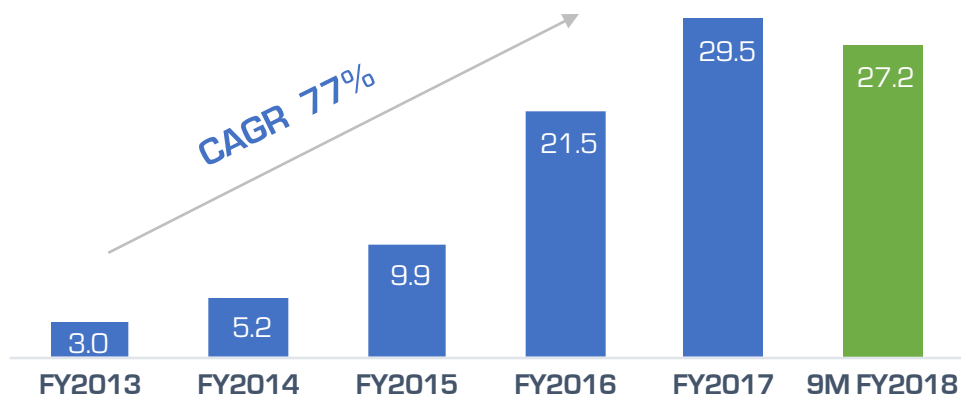


ABHIJEET SINGH, VP Strategic Initiatives

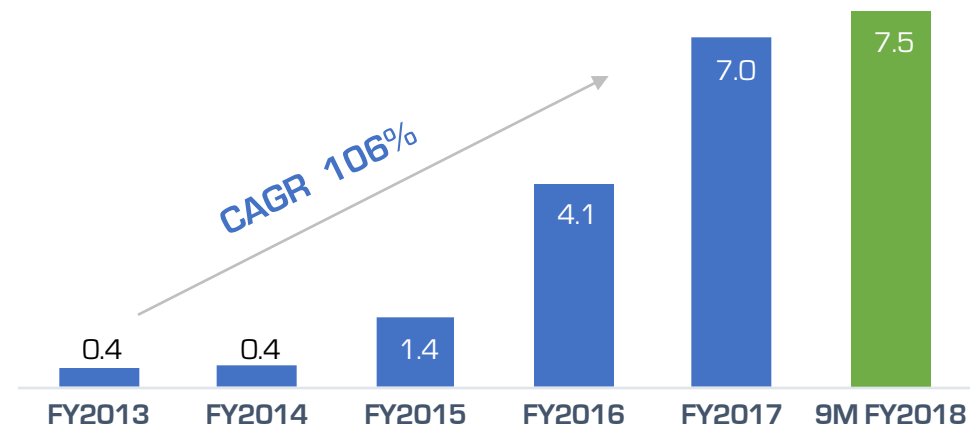
Abhijeet is a business management professional with more than 18 years work experience in diverse management roles. Having spent most of his career in various technology start-ups (including stints as co-founder), he brings on board a keen understanding of technology combined with people skills and managerial ability. Abhijeet has previously worked at Value First and studied at Fore School of Management

ROBUST GROWTH IN FINANCIALS

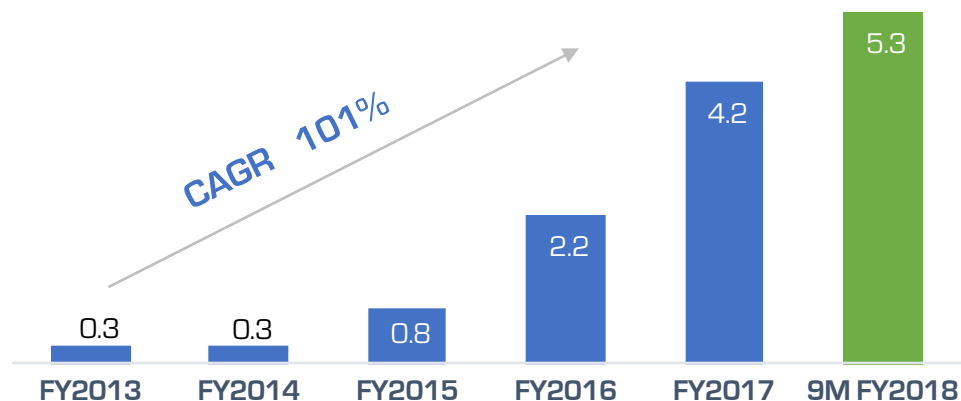
REVENUE



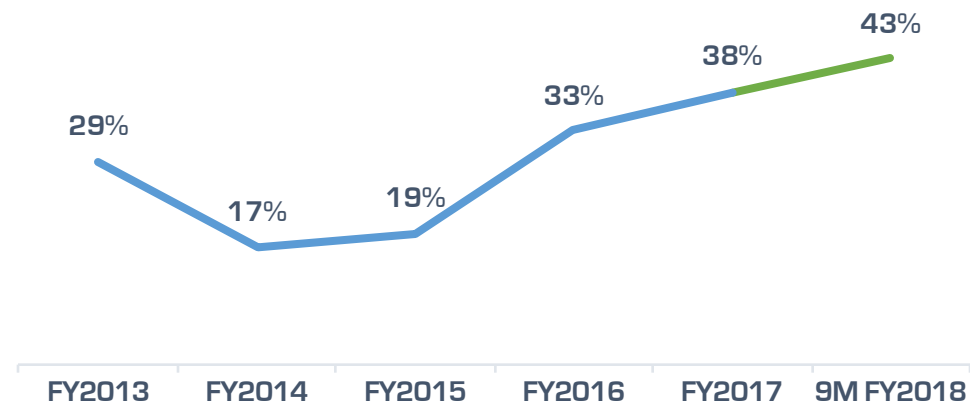
EBIT



PAT

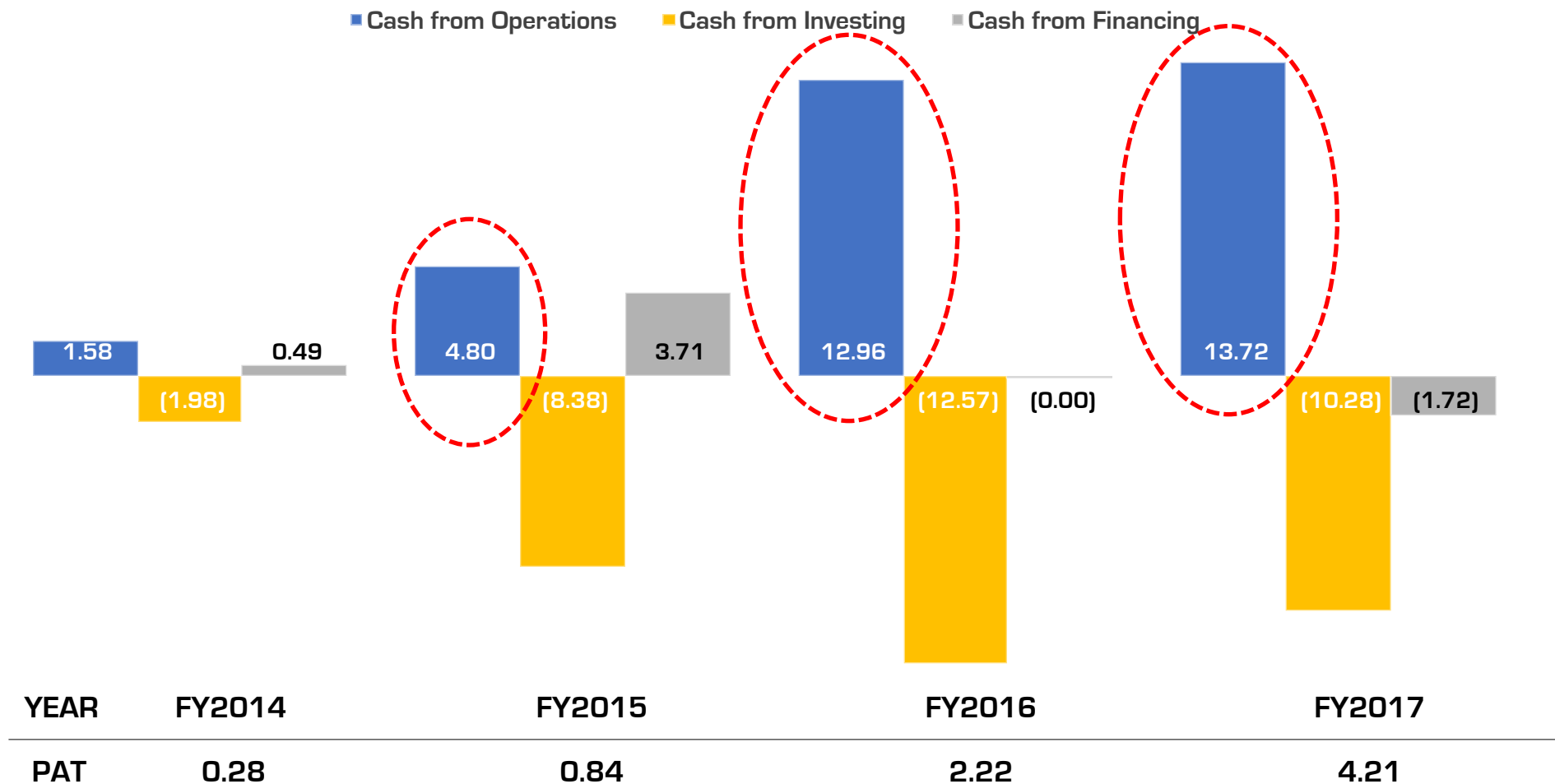


ROE



CASH FROM OPERATIONS FUELING THE HIGH GROWTH

*E2E has been generating high amount of cash from operations, and deploying the same for its future growth
Equity Infusion into the company shall further fuel this growth, strengthen the service delivery and product development*



PROFIT & LOSS

<i>In Rs. Crores</i>	FY13	FY14	FY15	FY16	FY17	9M FY18
Revenue from Operations	2.98	5.16	9.90	21.38	29.31	27.00
Total Revenue	3.01	5.19	9.93	21.47	29.52	27.21
Purchase of Services	1.09	2.18	3.06	5.55	8.01	7.34
Employee Expenses	0.45	0.93	1.52	2.20	3.51	4.29
Other Expenses	0.51	0.56	0.61	0.65	1.17	1.24
Total Expenses	2.05	3.67	5.19	8.40	12.69	12.87
EBITDA	0.96	1.52	4.74	13.07	16.83	14.34
Depreciation	0.57	1.10	3.34	8.99	9.87	6.83
Interest	0.01	0.01	0.12	0.75	0.66	0.34
PBT	0.38	0.41	1.27	3.33	6.30	7.18
TAX	0.12	0.13	0.43	1.11	2.09	1.92
PAT	0.26	0.28	0.84	2.22	4.21	5.26

BALANCE SHEET

<i>In Rs. Crores</i>	FY13	FY14	FY15	FY16	FY17	9M FY18
Share Capital	0.30	0.32	0.37	0.37	0.37	0.37
Networth	0.91	1.69	4.53	6.75	10.96	16.23
Long Term Borrowings	-	-	1.83	2.57	1.51	-
Deferred Tax Liability	0.06	0.10	0.44	0.59	0.48	-
Trade Payables	0.43	0.39	0.49	0.44	0.80	3.68
Other Current Liabilities	0.23	0.36	0.67	3.11	1.90	3.07
Total Liabilities	1.63	2.54	7.96	13.46	15.65	22.98
Gross Fixed Assets	1.91	3.89	12.24	24.71	34.68	41.71
Net Fixed Assets	1.00	1.90	6.98	10.62	11.22	11.56
Trade Receivables	0.15	0.13	0.05	1.11	1.55	2.17
Cash	0.18	0.27	0.39	0.78	2.50	5.31
Other Current Assets	0.30	0.24	0.54	0.95	0.38	3.94
Total Assets	1.63	2.54	7.96	13.46	15.65	22.98

OBJECTS OF THE OFFER

MAIN OBJECTS

- Working Capital Requirements
- General Corporate Purpose

NET PROCEEDS FROM THE OFFER

S. No.	Particulars	Amount (Rs. Lakhs)	% of Net Issue
1.	Repayments / Prepayments of certain borrowings availed by the company	-	-
2.	Working Capital Requirements	1086.37	75.00%
3.	General Corporate Purpose	362.12	25.00%

INVESTMENT HIGHLIGHTS

1

Large Addressable Market Opportunity in Indian Cloud

- *India's Public Cloud Market to become US\$ 4 bn by 2020 (CAGR 38-40%)*
- *With in which Public Cloud Infra Market to become US\$2 bn by 2020 (CAGR 41% 2017-2020)*

2

E2E Compete on Cost Advantages

- *E2E is a Low Cost Cloud Infra provider and cater to cost conscious market segment with its cost advantages and speed of execution*
- *E2E's CloudOps offering save costs through its service delivery and multi-cloud solution*

3

Strong Financials & Managing High Growth Rate

- *E2E Revenue has grown at CAGR of 77% FY2013-FY2017, with healthy EBIT & Net Margins*
- *ROE upwards of 35% for last few years with healthy Free Cash being generated every year*

4

Solution Oriented and Tech Focused Team

- *E2E has been solving various problems, because of which a repository of solutions built overtime, helping the same for newer customers*
- *Our customers continue to be with us cause of tech focused solutions and lower costs*



ANNEXURES

KEY CLIENTS



PARTNERS

Backup & Data Protection



Cloud Cost Optimization



Application Performance Management



Security Appliances (Firewalls/VPNs)



SSL Certificates



E2E's SOLUTION SAVED 50% COSTS FOR CLOVIA



Purple Panda Fashions PVT Ltd

Background	<ul style="list-style-type: none">• Clovia is one of the leading lingerie & nightwear online shopping brands in India• They have monthly 8.7 lakh visitors with over 40.9 Million page views• Clovia wanted to improve the website performance with cost savings
Solution Provided	<ul style="list-style-type: none">• Prepared E2E resources with right sizing of Infra to migrate Clovia into E2E• Started up infrastructure components to be Highly Available• Started testing components for functionality and performance• Tweaked Server Specification and tune Software Stack Configuration to perform maximum possible• Moved Components from Pre-production to Live Production Environment
Benefits to Clovia	<ul style="list-style-type: none">• Traffic has doubled compared to October 2017 when we migrated the site• E2E infra is offering significant performance & operational improvement• 50% cost savings after migrating to e2e High Available Infra• Increase in traffic now doubles the cost savings, as there is no CDN bandwidth variable cost• Server Resources available on E2E are more than expectation, as we now have staging servers with total stage node

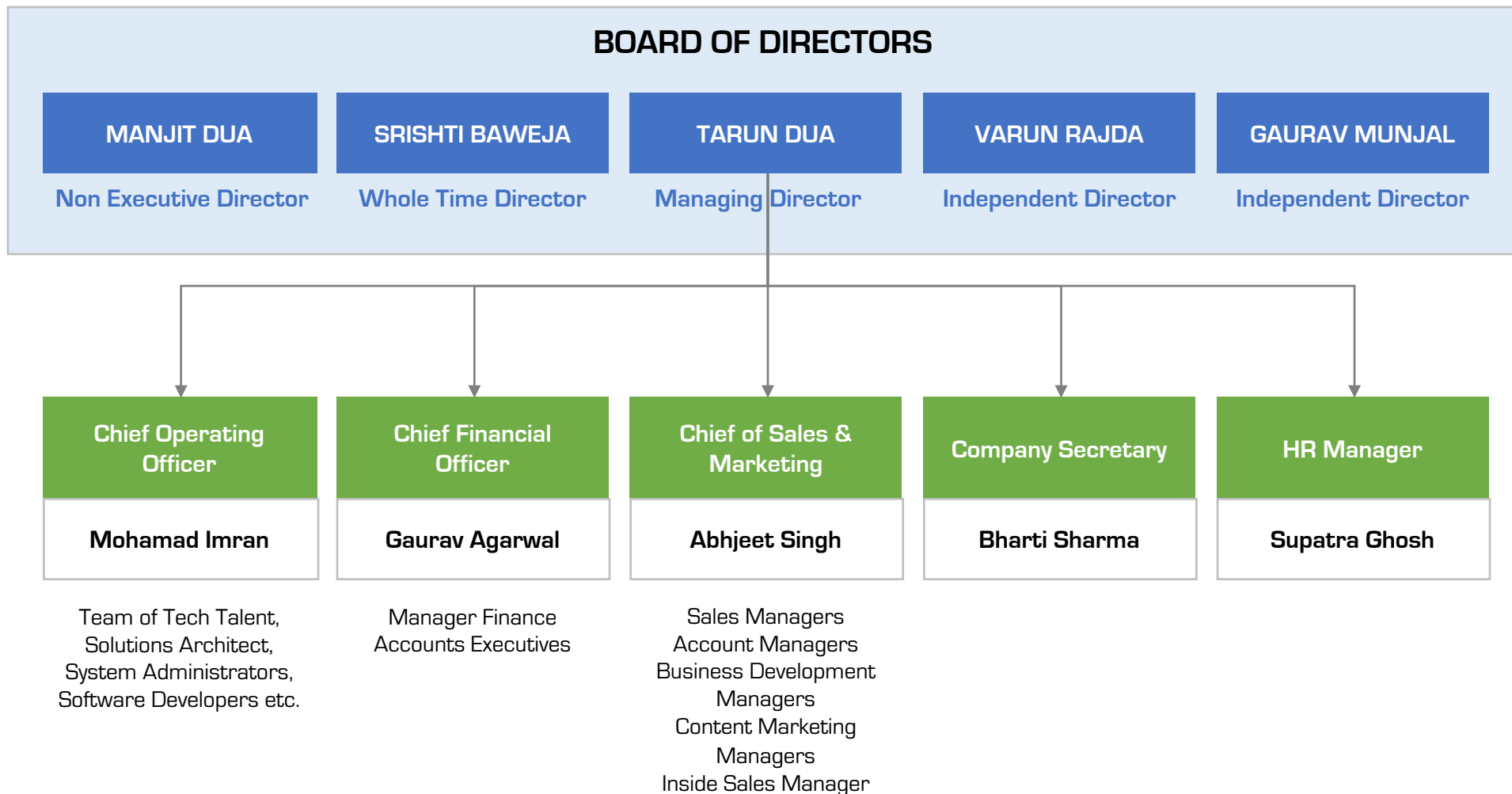
E2E's CLOUDOPS HELPED SERVIFY WITH AWS INFRA



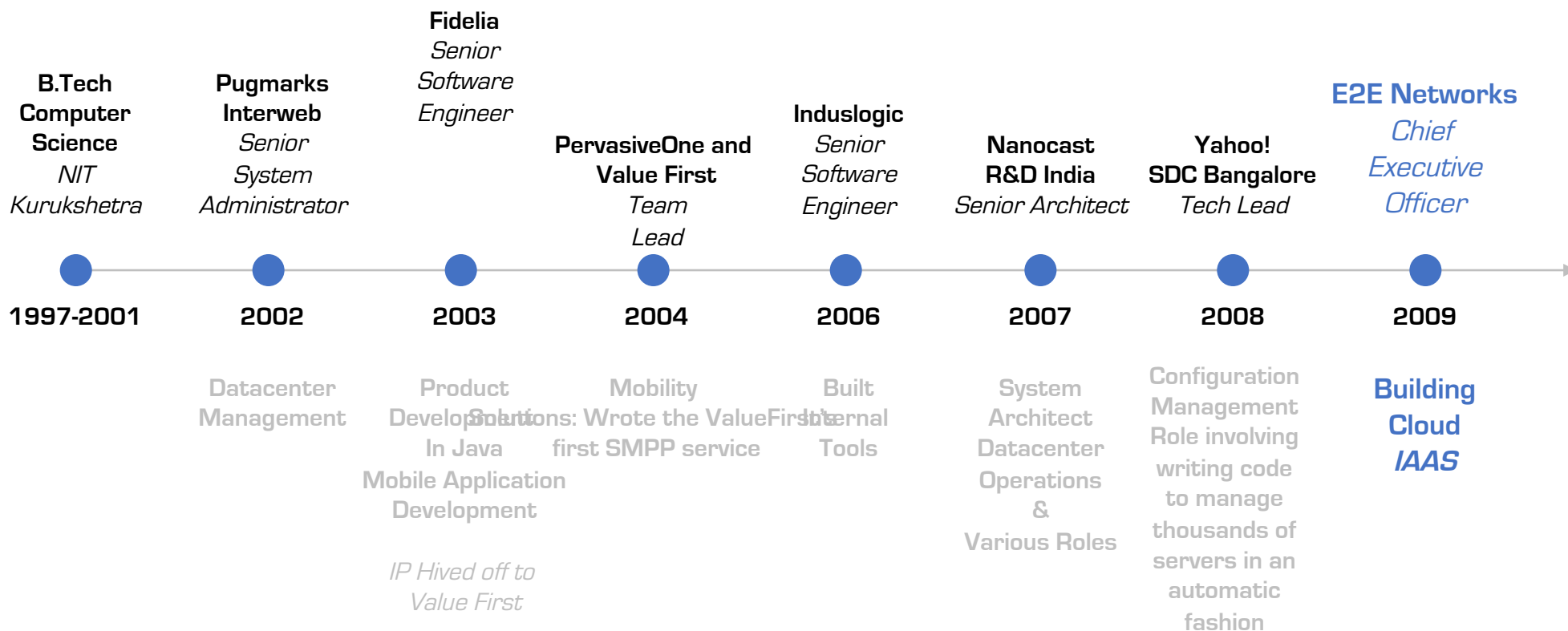
Service Lee Technologies Private Limited

Background	<ul style="list-style-type: none">• Servify is India's largest device management platform that enables OEMs & ODMs in device distribution, sales, warranty, after-sales and end of life management• Servify has a smart device diagnostics for smartphones & one touch service application which enables service during warranty and out of warranty as it connects the brand authorized service ecosystem
Problem Defined	<ul style="list-style-type: none">• Handle infrastructure concerns, and optimize the database environment• Guarantee database uptime• Help create a reliable, always-available application experience for customers
Benefits to Servify	<ul style="list-style-type: none">• E2E's approach is of combining People + Process + Best Practices to deliver fully managed Cloud Operations• Cloud Operations Platform assumes total responsibility for infrastructure operation and maintenance, and free up tech team bandwidth to focus on the applications and services• E2E performed a MaxScale database proxy setup, which provided the required read-write separation feature along with other benefits• E2E eliminated the problem of heavy load on the MySQL Master server and ceased frequent crashes and degraded performance problems

ORGANISATION STRUCTURE



TARUN DUA'S JOURNEY





E2E Networks Limited

Thank You