

Allied Digital Services Limited  
Annual Report 2022-23

# Advancing Digitalisation. Accelerating Growth.



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### Late Mr. Prakash Shah

Former Co-Founder and Wholetime Director,  
Allied Digital

(18<sup>th</sup> April, 1962-12<sup>th</sup> February, 2023)

*You have been a guiding light to all employees, always patiently listening and offering your wise counsel. As a boss, mentor, and friend, you have encouraged us to be our best selves, while also profoundly impacting the lives of several others beyond work.*

*You have been an integral part of this Company, co-founding and steering it to remarkable success. We remain grateful for your contribution to the Company as well as to the IT industry. Your absence leaves a void that will be deeply felt by family, friends, and colleagues. We will always cherish your generosity and warmth. Your legacy will continue to inspire and influence all of us, and we remain committed to carrying forward the dream you had for this Company.*

In fond memory

From the entire team of Allied Digital  
Services Limited

# THE LAST FEW YEARS HAVE BEEN MORE EXCITING FOR ALLIED DIGITAL.

An already evolving world underwent an epic change following the pandemic, driving an intense technology revolution. Corporates were faced with the challenge of becoming more agile and efficient, innovative and data-driven to stay relevant, drive customer engagement and cost-efficiencies while unlocking new revenue opportunities. For the Government in India, it drove the urgency to improve the citizen's lives through technology-driven advancements like smarter and safer cities and efficient delivery of utility services. With technology becoming a major catalyst for change, the IT industry witnessed a profound shift, marked by emerging technologies like artificial intelligence, cloud and cybersecurity taking centre stage.

We saw this moment to build upon our multi-sectoral and multi-technology expertise, and step up for our customers.

We embarked on a new transformational journey, shifting focus to disruptive business models and technologies aligned with our strengths. This involved defining a clear roadmap and practice areas that would propel growth, and discarding low margin and capital-intensive business areas. We restructured our portfolio to

customer's trending and future-driven demands, thus redirecting our efforts to six technology practice areas that hold high-potential and offer recurring revenue models, delivering better value to customers.

We elevated execution capabilities across the organisation by hiring talented people and leadership as well as facilitating training programmes to build niche skills. Additionally, we strategically expanded our international business by spreading to newer geographies and widening our offerings.

These efforts have propelled us to the next level, enabling us to play a more significant role in our customer's digital transformation journey and solidifying our position as a trusted partner. More importantly, it has laid the foundation for a remarkable phase of growth that lies ahead.

At Allied Digital, we are

**Advancing digitalisation**  
**Accelerating growth**



## About Allied Digital

# Future-focussed IT Services and Solutions Provider

**We are a dynamic IT company, specialising in digital transformation architecture, global managed IT services, and master systems integration.**

**Led by a team of skilled experts, growing capabilities in next-generation technologies, and emphasis on excellence and innovation, we empower businesses and government to navigate the evolving digital landscape.**

**We excel in delivering cost-effective solutions with top-notch quality, allowing our clients to maximise return on investments. We operate a flexible and agile business model, enabling our empowered teams to make quick decisions which help us to stay at the forefront of the industry.**

**We have today emerged as a preferred partner for organisations seeking to thrive in the digital era, opening opportunities for building long-lasting partnerships based on trust and mutual success.**



## VISION

To be the most admired IT Services and Solutions provider by applying 3 mega forces within the organisation continually by:

- Developing Technological depth
- Enhancing Resources, Reach and Infrastructure
- Using the best management practices for operational excellence



## MISSION

To operate as a technology-driven global organisation obsessed with customer needs, devoted to building lasting partnerships and acting with integrity, honesty and a spirit of co-operation with customers, suppliers and employees.



## CORE VALUES

### Ethics

Integrity, Honesty and Commitment

### Capabilities and Infrastructure

Core Pillars of Service Delivery

### Transparent Transactions

Flexibility and Visibility

### Attitude, Relationship and Trust

Customer Before Self



## IN A SNAPSHOT

**39 years**  
Experience

**70+**  
Countries

**20**  
Offices worldwide

**29%**  
CAGR (last 4 years)

**187**  
Clients

**10**  
Fortune  
100 customers

**12**  
Smart/safe  
cities delivered

**3,000+**  
Employees worldwide

## OUR DIFFERENTIATORS

### Deep and diverse technical competence

We have competencies to seamlessly deliver cutting-edge solutions to customers globally with end-to-end support. Our services span multiple vendors, products, locations, industries and technology services.

### Our expertise

Cloud enablement, Integrated Solutions (Smart City), Cybersecurity, Infrastructure Management Services, Software Services and Workplace Management Services.

### Our Intellectual Property

ADiTaaS, a leading industry-certified (PinkVerify) software, serving as an orchestration platform for IT and enterprise service management. Our new AIOps based integration and automation software is another strong low-code/no-code platform to drive agile applications in the enterprise.

### Wide-ranging technology capabilities

Cloud, Cybersecurity, Artificial Intelligence (AI), Machine Learning, Blockchain, Metaverse, low-code/no-code platforms, DevOps.

### Experienced, recognised and stakeholder-focussed brand

We have a 4-decade-long track record of delivering solutions, making us a globally reputed brand. Our commitment to value delivery has been honoured with several awards and recognitions by industry bodies, clients and regulator. Furthermore, we hold our stakeholders in high regard, as evident in favourable employee policies, shareholder friendliness, compliance, and strong governance practices.

### Marquee customer and partner relationships

We have successful, multi-year relations spanning B2B and B2G verticals. In B2B, we serve some of the world's largest companies, including 10 Fortune 100 companies. We have strong relations with them, with nearly 80% engaged in multi-year relations. Our Top 25 Customers account for 75% of our revenue, and 51 of them are million-dollar clients (>USD 1 Mn in total contract value). We are also a frontrunner in the Government of India's Smart City projects.

### Matured service governance

We ensure world-class service governance by following best practices and maturity models in service delivery aligned with several industry body certifications. To further enhance our capabilities, we have developed a centre of excellence for service integration and

management. This uniquely boosts our service quality to bring transparency and visibility to our customers. It further enables us to streamline industry processes through system-driven approach, implement automation and analytics and drive a continuous training model for our diverse resource base.

### Our certifications



**SOC II  
COMPLIANT**



Available on  
**Microsoft Azure  
Marketplace**



### Growth-oriented

We have, over the years, strategically expanded our presence across diverse emerging technology areas and global markets. Our solution delivery expertise has won us the trust of prominent enterprise worldwide, translating into a large and growing order book that is well-diversified across customers and geographies. Moreover, we have a clear roadmap for the future, which will give us confidence of strength in the coming years.



## Evolution story

# Reliving a Journey of Excellence

Nearly four decades of journey at Allied Digital has been inspirational. Starting from a humble beginning where we strived to break even, to embarking on a transformative path to sharpen our focus. We now stand at the cusp of a remarkable future, poised to disrupt and build on a competitive edge with innovation and determination.

### Version 1.0

1984-1993

#### Profit driven

Grew the company from a team of 3 to 150 people

### Version 2.0

1994-2001

#### Value driven

Focussed completely on intrinsic value creation

### Version 3.0

2002-2007

#### Strategy driven

- Maiden IPO in 2007
- Overcame dotcom bubble burst by retaining focus only on futuristic profit-making technologies

### Version 6.0

2020 onwards

#### Disruption driven

Pre-empted technology disruption to leverage emerging technologies and retain prominence in Industrial Revolution 4.0

### Version 5.0

2014-2019

#### Transformation driven

Major internal transformation at all levels and made company future-ready

### Version 4.0

2008-2013

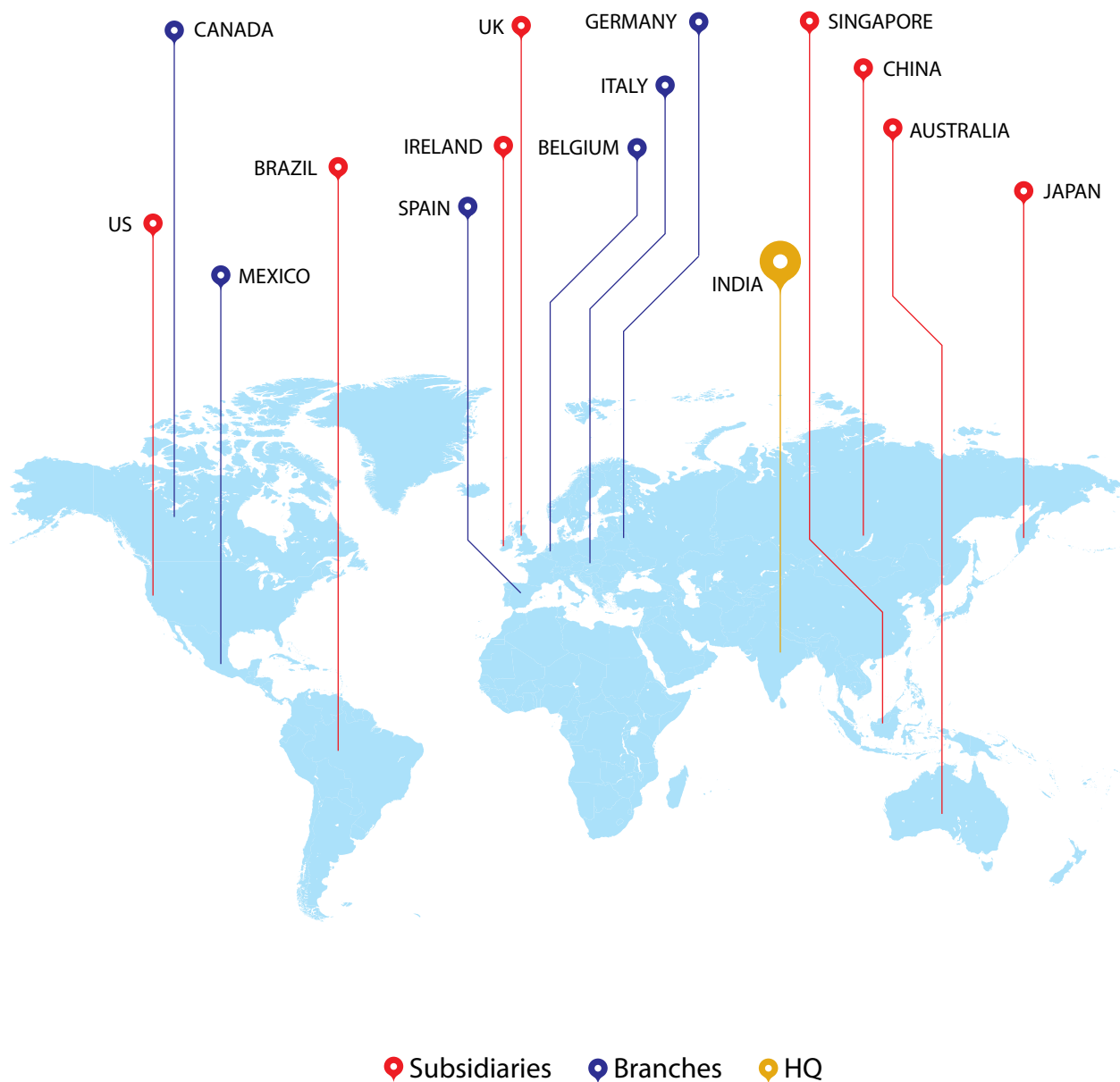
#### Inorganic growth driven

- Qualified institutional participation (QIP)
- Acquisition of NASDAQ listed US Company

## Geographic presence

# Capabilities to Deliver Solutions Globally

We are inspired to deliver the best to the customers. We ensure this by providing them constant support and enabling them to achieve desired outcomes through our global presence.



Map not to scale

## Integrated business offerings

# Our Multifaceted Future-ready Offerings

**At Allied Digital, we have strategically transformed and established a presence in six chosen technology areas. It enables offering customised solutions to clients across industries, helping them stay relevant, drive business excellence and elevate experiences. We also enhance public infrastructure services for the government, improving living standards for citizens. We are constantly building capabilities in next-gen technologies to reinforce our proposition as a trusted technology partner.**

### OUR DIVERSIFIED SERVICE OFFERINGS



#### Cloud services

Cloud is a major focus area for us, as companies are increasingly investing in modernising infrastructure and making their software applications cloud-friendly for its ability to give flexibility, agility and resilience. We are working with multiple public cloud

providers and are certified to offer cloud solutions to our customers. We offer complete digital transformation services to migrate legacy applications. We also have a DevOps team.

#### Service capabilities

- AWS, Azure, GCP, VMWARE
- IaaS, PaaS, SaaS
- Public / private / hybrid cloud support services
- Cloud engineering
- Data factory, data lakes, big data
- Micro services, containers
- Cloud migrations



#### Cybersecurity services

With the rise in digitalisation and growing concern of data security and privacy, cybersecurity has gained significant prominence. At Allied Digital, we offer 360-degree solutions for cybersecurity which are vendor-agnostic and enable creation of SOC-based on

industry standards. We have highly skilled resources which enable executing these projects and staying ahead of evolution.

#### Service capabilities

- AIM 360° cyber security solutions
- Endpoint / managed security services and SIEM
- Identity and access management
- Threat intelligence solutions
- Ransomware prevention, network / cloud security
- Security consulting and compliance
- SOAR, SASE, Zero Trust solutions
- EDR, MDR, XDR solutions



#### Integrated solutions

A pioneer in executing smart city projects, we are amongst the few in the country to be recognised as a Master System Integrator (MSI). We have experience of working across 12 projects, including

three ongoing. We have recently entered the US market too as a MSI leveraging our strength and IP-based projects.

#### Service capabilities

- Master Systems Integration project
- Safe / smart city and campus solutions
- IBMS
- IoT solutions
- Enterprise physical security automation
- Operational technology integration
- Command / control systems



## Infrastructure management services (IMS)

We have a rich legacy and experience in IMS. We specialise in ensuring uninterrupted availability of enterprise operations 24x7x365, in line with requirements of today's businesses, that need to be digital and constantly available and accessible. We proactively deploy sensors, which capture alerts generated by any enterprise device or application. Our widely skilled technology teams analyse these alerts, and promptly remediate potential incident, thus ensuring service continuity of IT across the enterprise.

Led by our excellence in service governance standards, we are securing multiple contracts as large companies look to consolidate multiple service providers to a single service provider.

### Service capabilities

- Proactive monitoring of server, storage, network, firewall etc.
- Application support services, Office365, Exchange, Databases, SAP etc.
- Enterprise services – backup, DR, patching, voice etc.
- Data centre operations
- Infrastructure analytics



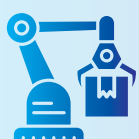
## Software and Digital Transformation Services

Led by a robust team and knowledge in cutting-edge technologies, we engage in developing innovative software. We have created two robust software which have gained immense recognition. This includes ADiTaaS (ITSM/ESM platform), an SaaS-based cloud-ready service platform and FinoAllied, a pioneering trending conversational banking solution which enables customers to

communicate with the bank via multiple digital channels such as web, phone, WhatsApp, social media, wrist watch, Alexa, Google Home, etc. It also helps banks to reach a broader consumer base, deploy new services and drive analytics.

### Service capabilities

- ADiTaaS / ServiceNow consulting, implementation and support
- FinoAllied
- Cloud DevOps services
- Blockchain, Metaverse, robotic process automation
- Generative AI / ML solutions
- Multi-cloud applications



## Workplace Management Services

We offer comprehensive endpoint management services and work-from-anywhere (WFA) solutions to support global clients. We have a strong team and are further expanding our base.

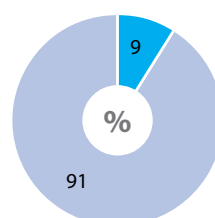
### Our service capabilities

- Desk side Breakfix/ IMAC services
- Multilingual, multichannel service desk
- Endpoint management and WFA solutions
- End user analytics
- Global logistics / depot services

### KEY INDUSTRIES WE SERVE

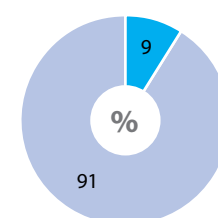
- BFSI
- Healthcare
- Pharma
- Manufacturing
- Oil / Energy / Utilities
- Retail
- Government
- Automobile
- FMCG

### Revenue by customer profile



- Government customers
- Non-Government customers

### Revenue by services and solutions



- Services
- Solutions



## Success stories

# Delivering Winning Solutions to Global Leaders

## Case study #1

### Enabling end-user services transformation for a large global automobile company

**Challenge** – A large multinational automobile company operating in 35+ countries with multiple vendors sought to transform end-user IT services. They chose Allied Digital to become a single service provider across the globe. The client being the most famous brand, the quality of services, governance and delivery was key to success.

**Allied Digital solution** – We built a robust delivery and governance model that ensures consistency of end user IT service across all

the countries; the entire service managed under excellent service level agreement. Our work encompasses multiple transformation initiatives driven by projects spanning multiple countries.

**Outcome** – End user productivity in offices and plants increased, enabling the customer to save on operational costs. Further, the customer is successfully running various transformation initiatives to directly improve the business growth.

## Case study #2

### Driving efficiency and cost optimisation for a leading Heavy-Equipment Manufacturer

**Challenge** – The client is a major player with \$4.36B in annual revenue, over 10,000+ employees and a presence in more than 20 sites in the USA. They faced the challenge of high IT costs. They sought to outsource IT for managed services, so that could focus on their core competencies.

**Allied Digital Solution** – Our comprehensive solution aimed at streamlining their IT operations and improving cost-effectiveness. We undertook the responsibility of managing Workplace Services, Deskside Support (DSS) for headquarters and field sites, including CAD and Manufacturing Support as well as Depot and Inventory Management.

A significant challenge that we encountered was this was 1<sup>st</sup> generation IT outsourcing by the client. We were necessitated to segregate Service Desk, Remote Support and Onsite support functions. Moreover, there were high device failure rates due to ageing hardware.

To tackle the issues, we deployed 15 dedicated full-time resources at their headquarters and global manufacturing sites including China, Germany, India, Italy, Ireland, and US. Additionally, we provided dispatch support for 68 remote sites. We streamlined the DSS process to adhere to SLA-based managed services. We also optimised ServiceNow utilisation and workflows to enhance overall efficiency. Key enablers such as AutoCAD, Microsoft, ServiceNow and System Center Configuration Manager played a crucial role in our successful implementation.

**Outcome** – Our solution resulted in resounding success, with a focus on cost reduction and solution-driven outcome. The client experienced substantial annual savings of approximately USD 500,000. Moreover, in the first year, we helped optimise Annual Failure Rate by 25%. Further, through our dispatch and dedicated models, we provided seamless IT support to their global manufacturing site.