



DIGITIZING THE MARKET

ANNUAL REPORT 2020-21

BY:

**CALIFORNIA SOFTWARE
COMPANY LIMITED
CHENNAI, INDIA**

CORPORATE INFORMATION

Board of Directors

| | |
|------------------------------------|------------------------------|
| Mr. Fredrick Bundle | : Chairman |
| Dr. Mahalingam Vasudevan | : Managing Director & CEO |
| Dr. V. Manimala | : Executive Director & COO |
| Mr. Vijayakumar Madhavan | : Executive Director & CFO |
| Ms. AVN. Srimathi | : Woman Independent Director |
| Mr. Gopalakrishna Rao Purushothama | : Independent Director |
| Dr. R. S. Chandan | : Independent Director |
| Dr. B. Duraisamy | : Independent Director |
| Dr. Ashok | : Independent Director |

Registrars and Share Transfer Agent

Integrated Registry Management Services Private Limited
(Unit: California Software Co Ltd)
2nd Floor, Kences Towers,
1, Ramakrishna Street, North Usman Road T Nagar, Chennai - 600017 India
Tel: +91-44- 28140801 to 28140803
Email:yuvraj@integratedindia.in

Secretarial Auditor

S. Dhanapal and Associates
Practicing Company Secretaries

Financial Auditor

N. Balasubramanian Associates
Chartered Accountants

Stock Exchanges

National Stock Exchange of India Limited
BSE Limited

Registered Office & Corporate Office:

California Software Company Limited,
Workflo, Greeta Towers,
Industrial Estate, Perungudi, OMR Phase I
Chennai 600 096
Contact Nos: +91- 94448 60882
Email for shareholders: investor@calsoftgroup.com
Website: www.calsof.com / www.calsoftgroup.com



CONTENTS

| | | | |
|-----|-----------------------------|-----|-----------------------------|
| 12 | NOTICE TO THE SHAREHOLDER | 49 | MANAGEMENT DISCUSSION |
| 116 | SECRETARIAL AUDITORS REPORT | 137 | CORPORATE GOVERNANCE REPORT |
| 69 | dSPEEDUp | 85 | dULTIMA |
| 73 | dINSPIRA PoS | 178 | FINANCIAL REPORT |



"CLEARLY, THE THING
THAT'S TRANSFORMING IS
NOT THE TECHNOLOGY —
IT'S THE TECHNOLOGY THAT
IS TRANSFORMING YOU."

- JEANNE W. ROSS OF MIT SLOAN'S CENTER
FOR INFORMATION SYSTEMS RESEARCH -



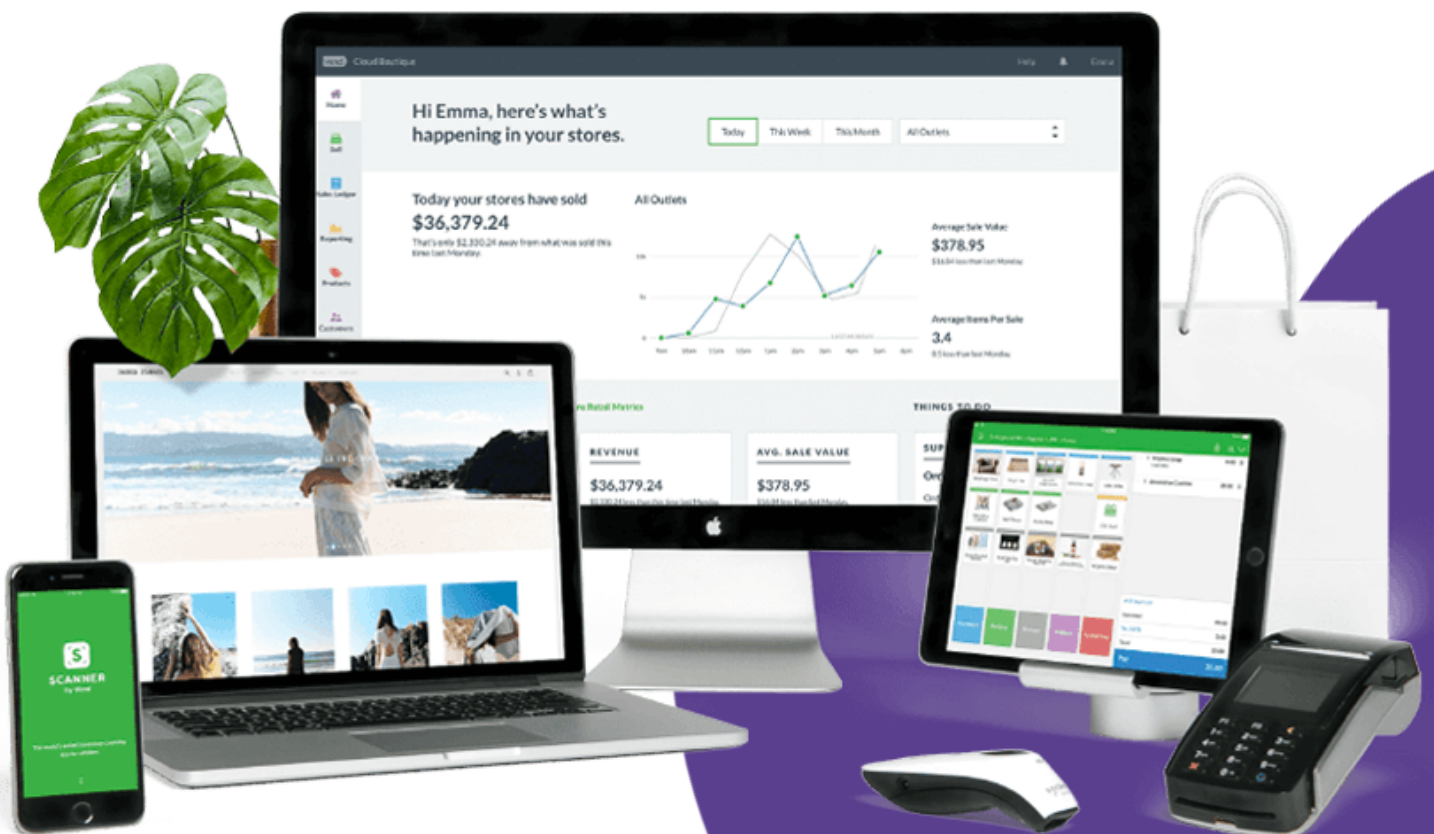
ABOUT US

Calsoft story began in Chennai, India in 1992.

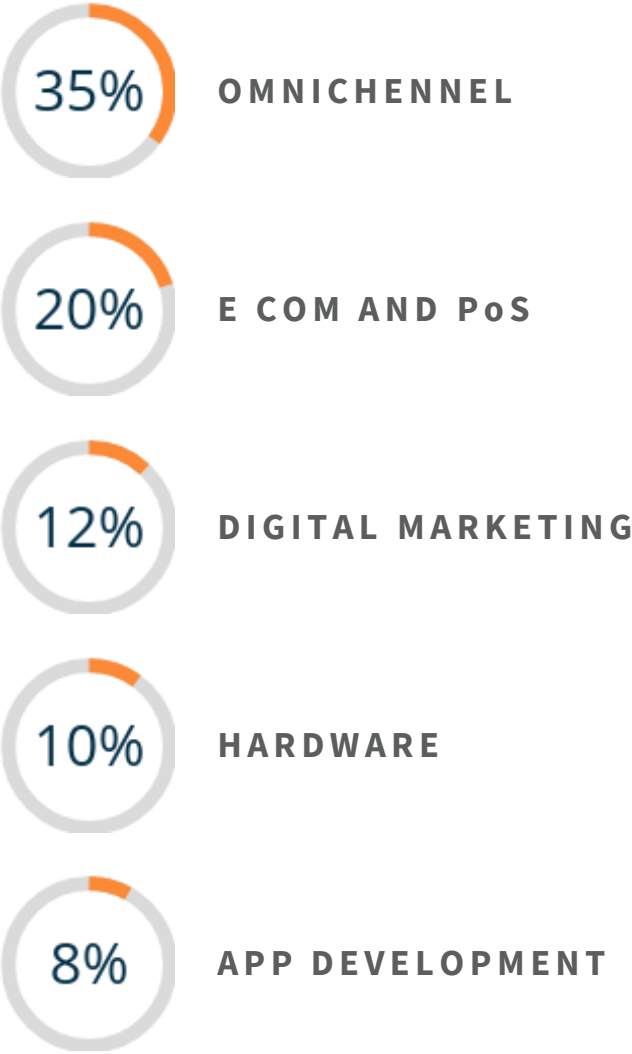
A strategy for the challenges and opportunities in all businesses is hurt by COVID-19, now, Calsoft is adjusting to its environment to maintain and strengthen its enduring partnerships with clients, just as it has always done over the past 25 years. This pandemic will lead to clients accelerating their shift to operating with digital business models.

Our Next Generation and Highly Secured business Business Platform 'dSPEEDUp eCom, dINSPIRA, dULTIMA, dCHAT are based on Digital Transformation of E Commerce Solutions by AI Integration for B2B (business-to-business) and B2C(business-to-customer) segments.

Calsoft are at new starting point to achieve its vision and mission, with core values “Keeping True Heart of Kindness, Determination and Perseverance, Striving for Success, Sharing and Growing with the Customers” that leads to great accomplishment.



CUSTOMER ANALYSIS: REVENUE



HIGHLIGHTS

dSPEEDUp

e Commerce Platform launched



dINSPIRA PoS

Launched in Spain



dBOT

A Conversational Platform launched



dULTIMA

Omnichannel Solution Developed



LETTER FROM THE CEO

Dear Shareholders,

Fiscal 2020-21 will be remembered as the year of COVID-19, we made significant progress in our effort to strengthen the company's position for accelerated revenue growth. We intensified our client-centricity, refined our strategy, and launched our core **e Commerce and Omnichannel Platforms in India and Spain** enabled us to make further expansion and growth.

We entered FY2020-21 with growing confidence in our prospects. We believe we are in a new phase of growth propelled by increased commercial momentum, a portfolio focused on faster-growing market and geographic segments, a stronger partner ecosystem, a more robust demand environment, and a better cost structure.

we entered the second half of the FY with a new growth model put in place, we are strived to reestablish calsoft as an industry leader leading the industry in digital business models. Digital channels in every industry, including retail, education, and healthcare, will increase in relevance. our strong partner relationships, the resilience of our diversified business across industries, geographies and services.

Due to the changes resulting from **digital transformation**, business related issues are becoming increasingly significant within the digital services market. All of which will make our vision, purpose, and strategy more relevant than ever...we are optimistic and mindful of what we need to do to reach our mission... We see ample headroom for growth in developing digital engineering, artificial intelligence (AI) and analytics, intelligent process automation, Cloud and IoT.

Calsoft is positioned to provide integrated software and information services, i.e. end-to-end IT services, including **User-Interactive and Result-Oriented Web App Development Services, Our UI-UX Designs with innovative Mobile App Development Services** Can Create Engaging User Experience For Business, We provide best solutions for design and development of highly interactive and inventory **Point of Sale (PoS) and omni channel e commerce platforms**. We provide effective digital marketing and strategies which boost online presence, and We develop IoT Applications to make Workplace Smarter.

Acquisitions are essential to building critical skills and capabilities in strategic, high-growth areas, which enhance our differentiation and drive organic growth. we are in the process of acquiring e Commerce, AI and machine learning startups, Clinical data processing and management companies.

We help clients apply their data to drive business growth and efficiencies through the combined capabilities and solution portfolios of our core areas: Digital Business, Digital Operations, and Digital Systems and Technology. Calsoft must continue to serve as a trusted partner and advisor to businesses that strive to lead their industries by becoming increasingly productive and innovative. We helping clients digitize their products and services, personalize their customer experiences, automate their essential processes, and modernize their technology infrastructures.

Technical & Professional Services

We provide technical and professional services for key clients and major industries; our goal is to become a full-chain Information Technology Service Provider to Serve regional and global clients

Helping Our Large Customers Transform

Large customers in key industries globally have moved from the concept of digital transformation to actual implementation. In this round of construction, India’s software service companies have gained first-mover advantages. These changes will become our opportunities to “overtake” our peers.

“Sailing on the same Boat Strategy” headwind to build CS-Digital

We are in the process of developing and launching a “cloud-based software industry park”. CS-Digital, to support small IT Enterprises, gather software service ecosystem, enhance the efficiency of local software industry, and support transformation and upgrading and innovation development of traditional enterprises.

“Shares the Same boat” CS-Cloud Computing

CS-Digital will co-construct a new ecosystem for ITS industry CS-Cloud. Our goal is to become a strategic partner that “shares the same boat”, as we further bundle both parties’ functions and services.

dSPEEDUP eCom - Digital Transformation of E Commerce Solutions By AI Integration. By 2022, more than 80 percent of Ecommerce applications would be integrated with AI. dSPEEDUP-eCom is flexible framework to keep up with this growing list of emerging capabilities with AI integrations. dSPEEDUP-eCom drive B2B (business-to-business) and B2C(business-to-customer) segments.

dINSPIRA PoS Point of Sale

dINSPIRA is a powerful PoS platform provides an uncompromised sales experience to sell any products, to manage a retail business, market to customers, and sell everywhere in one place.

dBOT - A Conversational Platform

dBOT is powered by pre-programmed responses or artificial intelligence to answer questions without the need of a human operator

dULTIMA – omnichannel business platform

dULTIMA's omnichannel platform is a sophisticated retail software and empowers the retailers to engage their customers with the consistent quality service across various channels of markets; online marketplaces, physical stores or a company website.

We have learned how deeply intertwined we are with our clients. It is clear that Calsoft's future lies in doing what we excel at: investing in talented, diverse, and engaged associates in an inclusive culture, identifying ----client needs and industry trends, and responding quickly with tailored solutions that facilitate client success.

We expect to emerge into a post-COVID world as a stronger, more focused, disciplined, diverse, and move closer to realizing our vision with our core values "Keeping True Heart of Kindness, Determination and Perseverance, Striving for Success, Sharing and Growing with the Customers" that keep us Growing and win! And at one of the most challenging times in world history, we have emerged stronger. We enter fiscal 2021-22 with an even more durable foundation and an exciting future

We are grateful to Investors and Shareholders, for the Opportunity to earn your confidence and trust.

Dr. M. Vasudevan
Chief Executive Officer

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