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Commerce is now e-commerce.

At IntraSoft Technologies, we are harnessing the transformative power of 'e'!

IntraSoft Technologies Limited is...



...a net profit-positive e-commerce player focused on the US online retail space.

... a company that grew revenues 12x between 2009-10 and 2014-15.

>

IntraSoft Technologies. Leveraging the e-space.

- ▶ 123Stores is a multi-channel retailer, marketing 200,000 products from over 1300 brands in the US online retail space.
- 123Greetings is the world's leading e-greeting destination for human expressions, reaching 95 million visitors annually. It provides over 42,000 e-cards across multiple languages, covering a mix of 3,000 seasonal and everyday categories.

59.4%
Promoter's holding

12.2%
Foreign Venture
Capital
holding

343Revenues in 2014-15
(₹ crore)

5.96Net Profit in 2014-15
(₹ crore)

260+ Team size (March 31, 2015)



e-click...more frequently every second! E-commerce is an idea that continues to grow.

For reasons of economy, convenience, choice and access.

Global e-commerce sales increased more than 20% to almost US\$840 billion in 2014.

While e-commerce has grown exponentially, online retail accounts for only 5.9% of global retail sales (in-store and internet purchases).

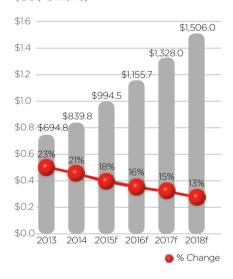
Even as this number is expected to increase to 8.8% by 2018, it will be only a fraction of the overall sales being reported across the world.

Making this a business with decades of sustainable growth potential.

The big message that we wish to send out is: even as online retail appears to be the latest fad the world over, the reality is that it has barely scratched its true potential.

Global e-commerce sales

(US\$ billions)



e-commerce numbers

840 Sales in 2014 (US\$ billion) 20%

Growth in sales over 2013

5.9%

Share of online retail in total retail sales (2014)

8.8%

online retail in total retail sales (2018)



e-commerce...
just the business to be in

The US. The largest. The best.

At IntraSoft, we strategised to start our e-commerce business in the US for some good reasons.

The US is the world's largest online retail market (estimated value US\$ 263 billion, 2013) and one of the fastest growing.

We have been present in this geography for 17 years through our e-greetings business. We understand the customer needs comprehensively.

Best of all, a successful US presence provides the business with an unmatched experience a grounding that makes it possible to succeed in any market.

Who is clicking to buy in the US?

Some 69% of U.S. adults who regularly buy online, purchase about 16% of their products online. These consumers (25 to 33 years old, Gen Y) spent an average of US\$563 every three months (February-April, 2014); consumers (34-47 years, Gen X) spent an average US\$535 online during the same period (Source: Forrester data).

This proves something conclusive: that e-commerce is not necessarily an 'age' thing largely preferred by those who are tech-savvy and young. This is now a universal phenomenon. An idea whose time has come.

Where does the trend go from here?

There are two interesting growth curves at play here. One, the U.S. e-commerce sales curve is expected to grow from US\$ 263 billion in 2013 to US\$414 billion in 2018 (Source: Forrester). Two, the share of e-commerce in total retail sales is expected to grow as well - from 8% in 2013 to 11% in 2018.

This double-impact - growth on a larger base - is expected to enlarge the e-commerce market significantly, strengthening prospects for established e-commerce brands.

US online retail statistics

Largest online retail market globally (2014)

Size of the online retail market in the US (2013) retail market in the market in the US (2018)

Share of the total US (2013)

Size of the online retail

Share of the total retail market in the US (2018)

