



**Private Market Intelligence Platform**

**Corporate Presentation  
June 2024**

# Tracxn Overview



Tracxn is a Data & Software platform for the Private Markets globally

We work with Venture Capital Firms, Private Equity Firms, Investment Banks - as well as M&A & Innovation teams of large Corporates

Global Platform, customers span 50+ countries

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To facilitate understanding, some non-GAAP metrics are used and financial amounts are converted from ₹ Lakhs into ₹ Crores for this Presentation hence, there could be some totalling anomalies in the numbers.

# Our speakers today



## Neha Singh

*Chairperson and Managing Director*

- **IIT Bombay** (received Silver Medal from President of India Mrs. Pratibha Patil)
- MBA from **Stanford GSB**
- Consultant at **BCG**
- Investor at **Sequoia Capital** (investing in private markets)
- Awarded **Fortune 40under40**, Outstanding Women by Outlook Business



## Abhishek Goyal

*Vice Chairman and Executive Director*

- **IIT Kanpur** (top 100 rankers in IIT JEE)
- Started career at tech firms **Yahoo** (part of AI team) and **Amazon**
- Investor at **Accel Partners**, part of the deal team which wrote the first cheque in Flipkart
- Awarded **Fortune 40under40**, Livemint's - 40 who matter in Indian Startup Ecosystem



## Prashant Chandra

*Chief Financial Officer*

- BTech from **IIT Kanpur**
- MBA from **IIM Lucknow**
- Prior to joining Tracxn, Prashant was the CFO of a startup which was backed by **Accel Partners** and **Tiger Global**
- Has been with Tracxn since the beginning, for the last 10 years

# Tracxn – Leading global Private Market Intelligence SaaS Platform#

## KEY HIGHLIGHTS

Platform scale (31 <sup>st</sup> Mar, 2024)	<b>3.0 million+</b> Entities profiled	<b>70,000+</b> Investor profiles	<b>6,66,000+</b> Transactions covered <sup>^</sup>
Customer scale (31 <sup>st</sup> Mar, 2024)	<b>50+</b> Countries of presence	<b>1,312</b> # of customer accounts	<b>3,593</b> # of users
Key financials (FY24)	<b>82.8 Cr.</b> Revenue from operations	<b>86.6 Cr.</b> Contract Price	<b>23.7% Operating Revenue CAGR</b> v/s <b>8.7% Total cost CAGR</b> (FY21-24)

## INVESTORS

VC Investors					
Angel Investors	Ratan Tata	NRJN Family Trust	Neeraj Arora	Sachin Bansal	Binny Bansal
	Amit Ranjan	Girish Mathrubootham	Anand Rajaraman	Amit Singhal	Ashish Gupta

Note: (#) According to “Global Information Services Market” report by Frost & Sullivan  
 (^) includes 4,72,000+ funding rounds and 1,94,000+ acquisition rounds  
 CAGR represents Compounded Annual Growth Rate and has been calculated based on the numbers disclosed in the RHP

# Our Journey



**2012**

- Company incorporated



Sachin Bansal Binny Bansal



**ELEVATION**



Ratan N Tata



NRJN Family Trust

**2013-15**

Platform Launched

**2015-16**

- 'Top 100 Analytics Startups of 2015' - Forbes
- One of the 'Coolest Startups of India' - Business Today (2016)

Accel PRIME VENTURE PARTNERS

**ELEVATION**

KB Investment

SEQUOIA



Dashboard

My Boards Boards Shared with me

**2017-19**

- Launched 'Tracxn Score', reports and live chat features
- Launched personalised dashboards on our platform
- Launched a portfolio tracker and an acquisitions database on our platform



50+ Countries

**2020-21**

- Crossed customers in 50 countries
- Launched advanced search feature within platform
- Launched a collection of sector-based newsletters on the platform

Listed on



**2021-22**

- Became a publicly listed company on 20<sup>th</sup> Oct 2022
- Launched updated Home Dashboard with personalised feed

**Current**

- Among the Leading global market intelligence providers for private company data<sup>^</sup>
- One of the largest global coverage of private companies in the emerging technology sectors<sup>^</sup>



# Our Platform (2/2)

24 industries tracked across the globe

- Auto
- Consumer Goods
- Media & Entertainment
- Healthcare
- Financial Services
- Food
- Education
- Business Services
- IT Infrastructure & Services
- Retail
- Logistics
- Energy & Utilities

## Detailed taxonomy tree

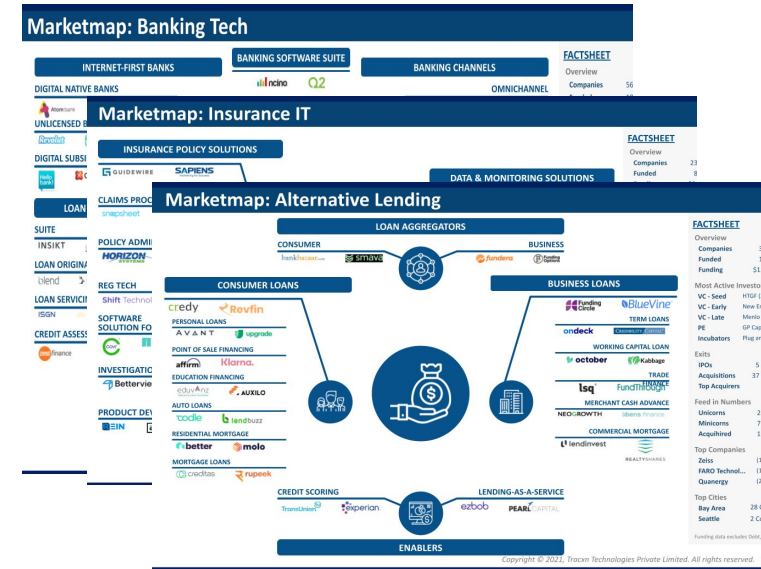


Organized into proprietary taxonomy nodes

As of March 31, 2024



Quick visual market maps



Alternative Lending Taxonomy	Description	# Cos Tracked	Funded	Total Funding/Unicorns	#IPO	Last 2 years # Rounds	\$M Invested	Notable Companies
Leads Marketplaces	Companies which indirectly generate leads for lenders by tying up with affiliates and affiliates to generate leads for lenders	99	14	\$88.4M	14	1	\$57.6M	EVEN Financial
Lender Databases								
Enablers	Trade Finance	495	234	\$3.9B	4	62	\$635M	UnifedPost
Alternative Credit Score	Credit Lines							
Lending-as-a-service	Merchant Cash Advances	5900	2065	\$117B	88	682	\$17.6B	Affirm
Secondary Market	Equipment Financing	3067	970	\$58.9B	43	323	\$8.9B	Klarna
Collateral Lending	Litigation Financing	489	102	\$3.2B	1	50	\$699M	Even
Consumer Debt Management	Revenue Based Finance	901	238	\$22.8B	13	50	\$1.6B	Kreditbee
Debt Repayment	Industry Specific	269	79	\$1.9B	2	20	\$395M	Celtic Network
Credit Score Management	Mortgages	324	177	\$13.3B	15	81	\$4.1B	Affirm, Klarna
IDU	Green Financing	135	64	\$3.6B	1	29	\$137M	ClimbCredit
Lead Generation Platforms	Diversified	144	49	\$2.6B	2	8	\$86.4M	Oodle Car Finance
Loan Comparison Platforms	Micro Loans	143	42	\$1.31B		12	\$181M	Branch
	Business Loans	1797	732	\$31.6B	21	225	\$3.3B	Kabbage
	Term Loans	390	161	\$6.2B	4	20	\$290M	OnDeck
	Working Capital Loans	251	102	\$6.6B	4	39	\$685M	Kabbage

Automated report generation

22,000+

Reports generated (FY24)

22

Categories for report generation (FY24)

# Our Platform (1/2)

## Amongst Top 5 globally

in terms of number of companies profiled<sup>^</sup>

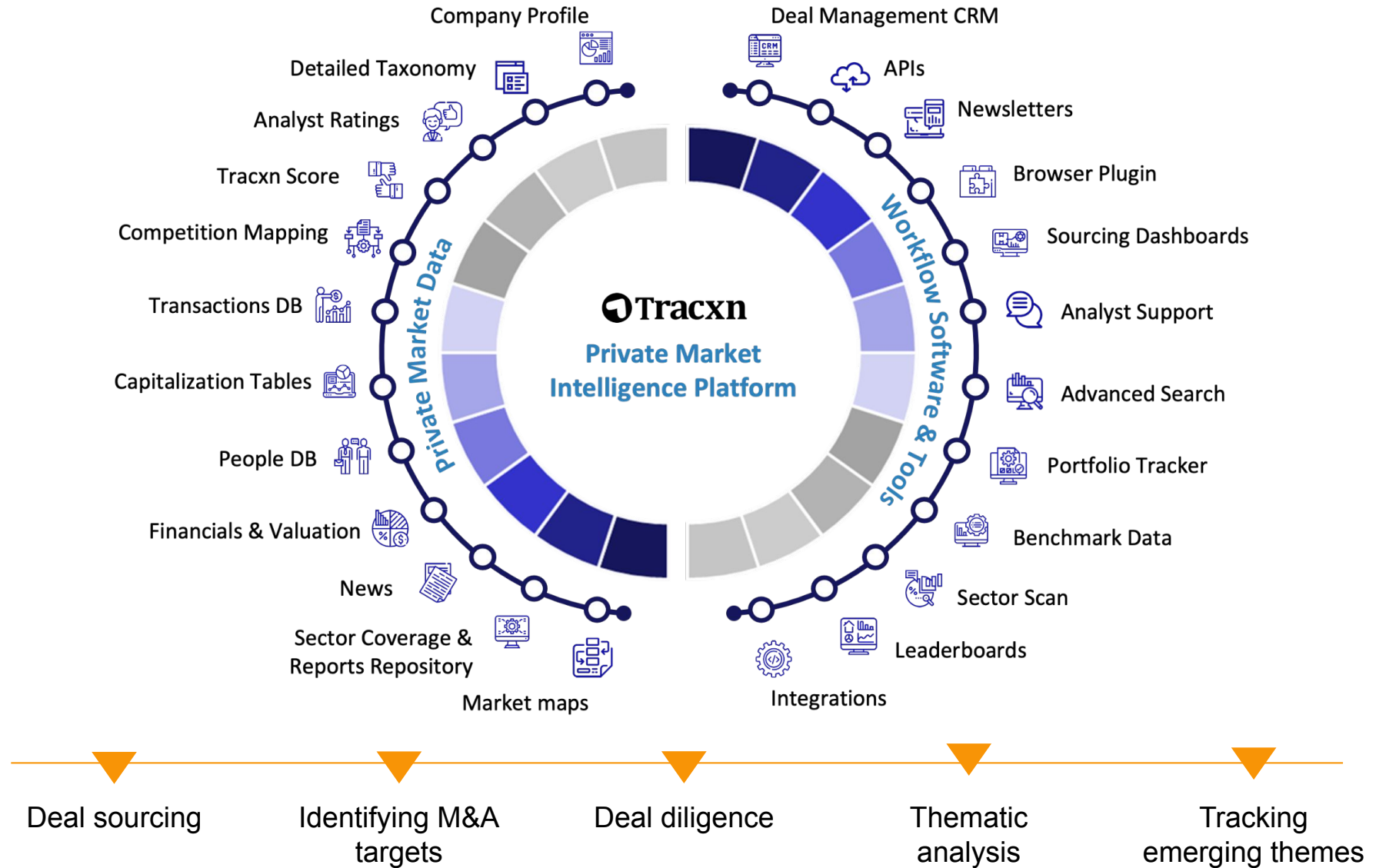
## One of the largest coverage of private companies

in emerging technology sectors including IoT, artificial intelligence, virtual reality, robotics, blockchain and electric vehicles<sup>^</sup>

## One of the few

Private market data service providers to have a proprietary taxonomy for technology sector companies and prepare market maps<sup>^</sup>

## Use Cases



Note: (<sup>^</sup>) According to "Global Information Services Market" report by Frost & Sullivan

# Large & Growing Market

Multiple large companies have been created in the financial data markets



**\$35B+**

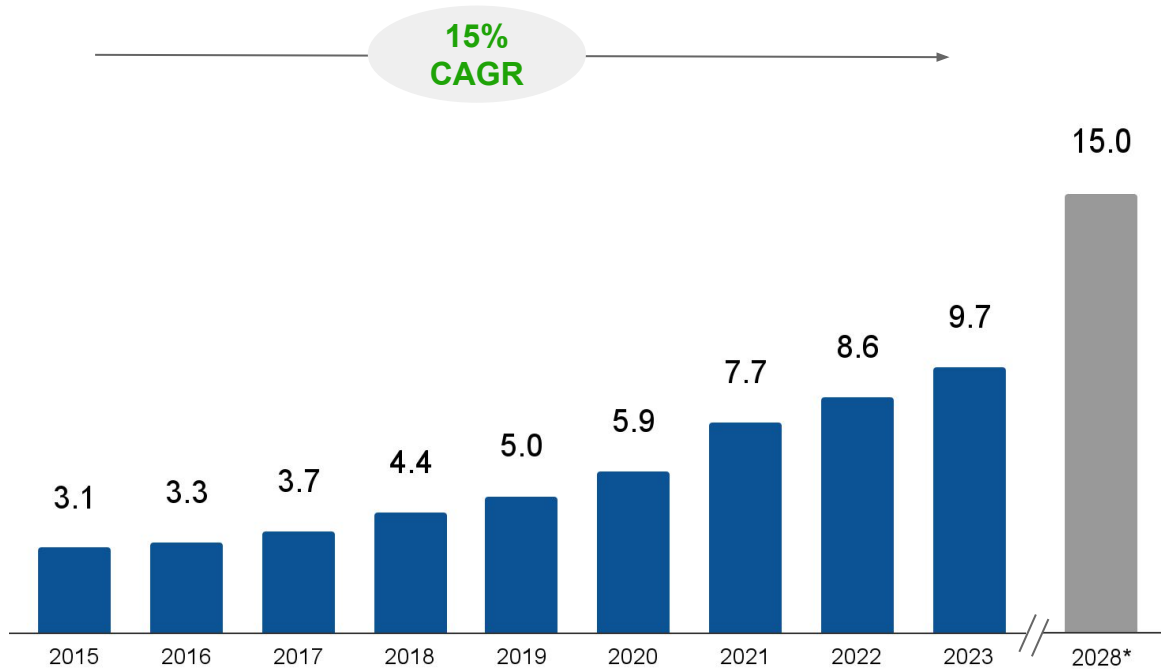
**Cumulative Revenue and  
of Financial Market Data  
Companies for 2023\***

Note: (\*) Revenue of key public market data companies has been calculated based on the publicly available sources and internal estimates

# Large & Growing Market

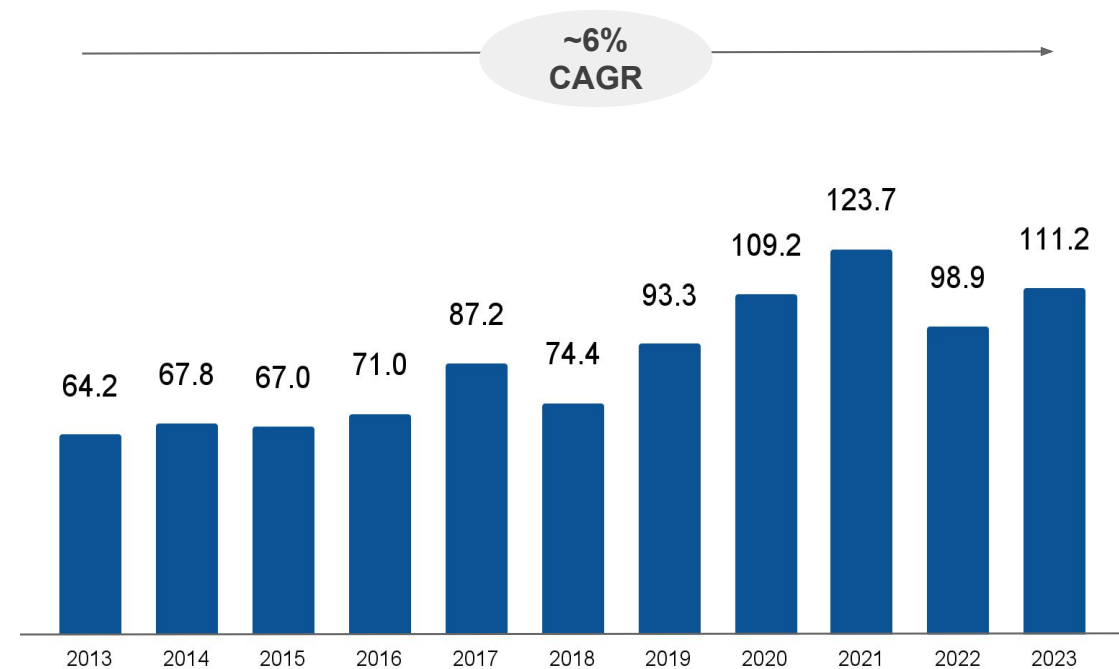
## Private Market AUM Growth<sup>1</sup>

(in USD trillion)



## Public Market Capitalization<sup>2</sup>

(in USD trillion)



**Private market AUM expected to cross \$15T by 2028**

Cumulative market capitalization of listed domestic companies across all the countries converted to USD

Note: (1) According to internal estimates (2) Source: World Federation of Exchanges; public market cap is of as on end of year  
 (\*) Estimated private market AUM numbers as per internal estimates

# Private Market Data is a large and expanding industry

Private Market Data Key User segments - Large & Growing  
**~100,000** addressable organizations\*

## Investment Industry

## Corporate

## Others

**27,506**

Venture Capital Funds

**19,512**

Private Equity Firms

**44,350**

Listed Entities

**31,097**

Educational Institutions

**2,580**

Limited Partners

**11,923**

Investment Banks

**7,626**

Accelerators & Incubators

**28,148**

Large Corporate

**1,598**

Debt Funds

**250**

Industry Body

**1,956**

Family Offices

**1,149**

Angel Network

**4,278**

Late-stage Startups<sup>1</sup>

**250**

Government Body

Note: (\*) As of 2021, according to “Global Information Services Market” report by Frost & Sullivan, other publicly available sources and internal estimates

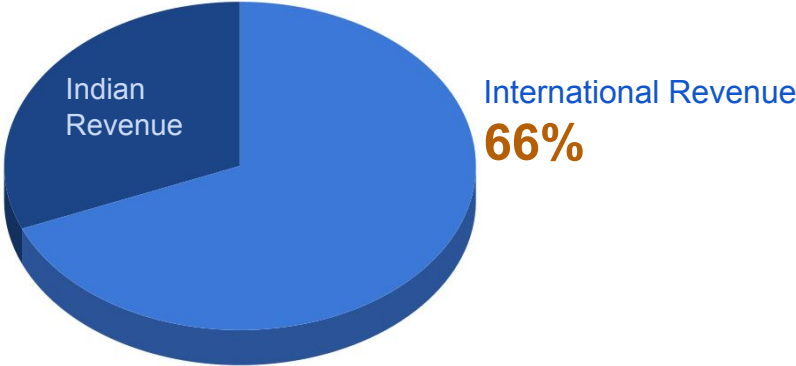
(1) Late-stage startups considered here are of Series-C and above funding

# Key Highlights

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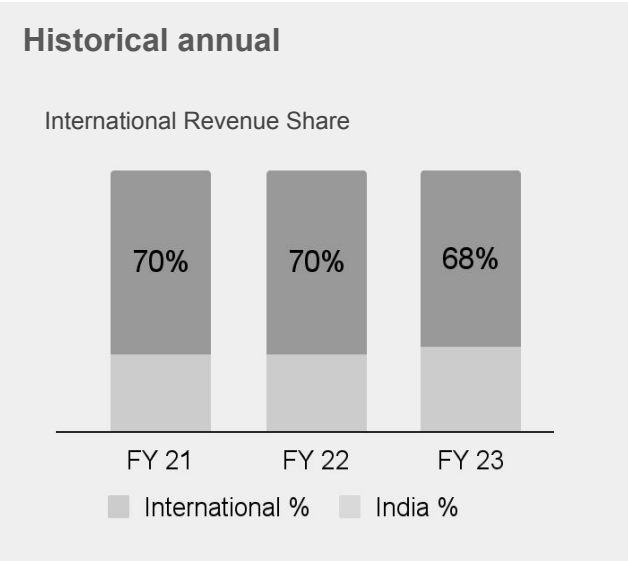
# Global Customer Base

66% international revenue in FY24

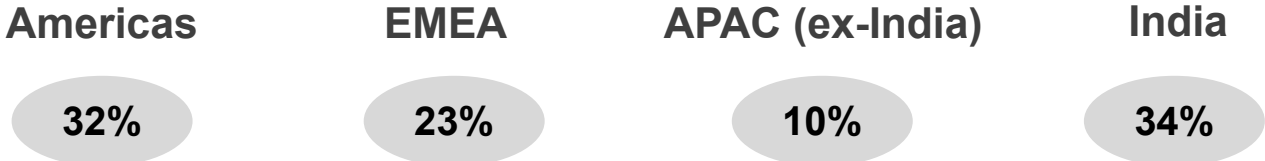


Customers span over 50+ countries

Top 5 countries by #customer accounts:  
India, USA, Singapore, Germany, UK



Revenue Contribution by % (FY24)



# FY24: Revenue Growth

## Geo-wise Revenue Split

Geography	FY 21	FY 22	FY 23	FY 24	FY24 Contribution	FY24 YoY Growth
Americas	12.5	18.6	24.1	<b>26.7</b>	32%	<b>11%</b>
APAC (excl. India)	4.8	6.9	8.1	<b>8.3</b>	10%	<b>2%</b>
EMEA	13.6	19.2	20.8	<b>19.3</b>	23%	<b>-7%</b>
India	12.9	18.8	25.0	<b>28.4</b>	34%	<b>14%</b>
Total	43.8	63.5	78.1	<b>82.8</b>	100%	<b>6%</b>



India, Americas grew at 10-15%

## Continued growth in large accounts\*

Revenue	FY 21	FY 22	FY 23	FY 24
INR 20L+ accounts	13	26	33	<b>40</b>
INR 30L+ accounts	5	11	22	<b>23</b>
INR 40L+ accounts	3	6	12	<b>16</b>



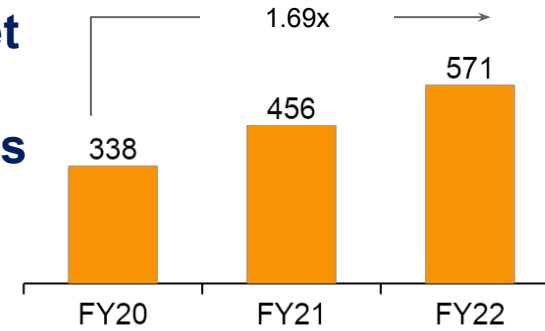
Indicates continued headroom for growth in ASP

Note: (\*) The count is cumulative and based on the accrual revenue

# Growing base of longstanding customers

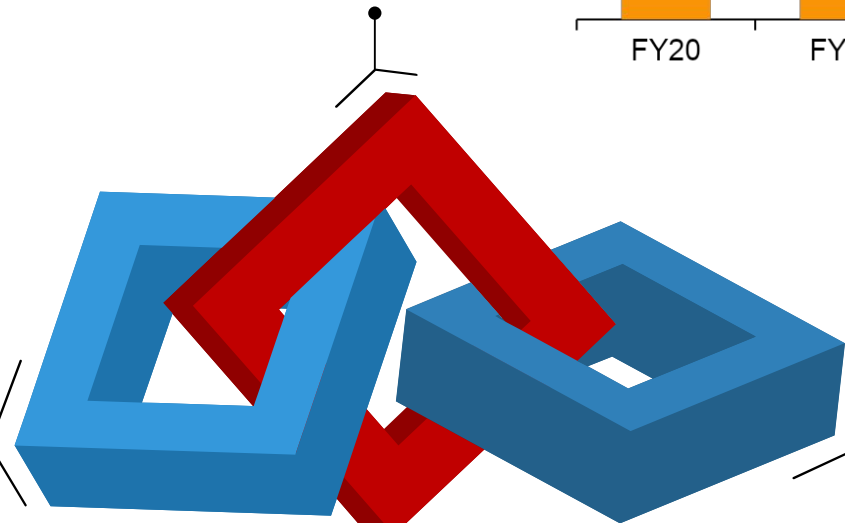
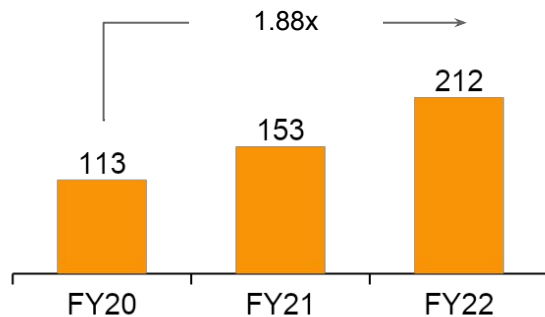


## #1 Private Market Investors & Investment Banks

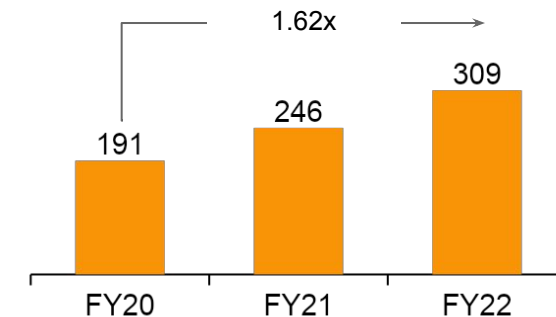


## #3 Other customer categories

(includes government agencies, universities, accelerators and incubators)



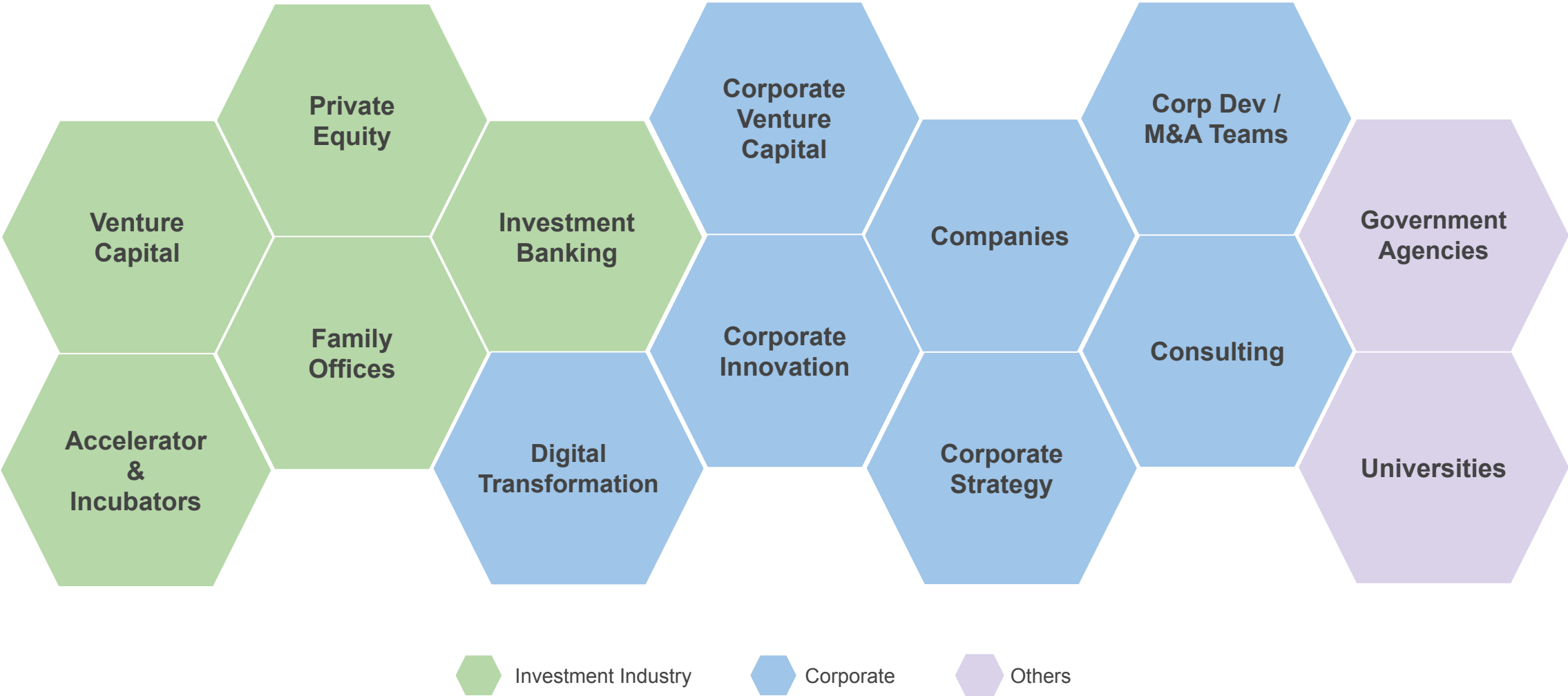
## #2 Corporations



(1) Bar charts represent the number of customer accounts in each category (2) FY 23 onwards data is not available for split of accounts by type.

# Diverse Customer Base

Customer segments & departments that we work with



# Robust Technology Platform

## Wide range of business and workflow tools –

Inbuilt CRM tool, custom dashboard builder, tools for sourcing, tracking companies, portfolio tracking, API support, browser extensions, ability to save searches and provide alerts and export tools

**Enterprise grade support** – for customer queries with personalized support over chat, email and instant messaging applications

**Hosted on cloud servers** – ensures minimum downtime

**Advanced security** – in-built security features provided by the cloud infrastructure provider

**Virtual private cloud** – allows to establish a secure internal network & a safe gateway to enable communication of internal resources

**Industry grade HTTPS** – for encrypted communication over the internet

**Periodic checks** – tools to periodically check on potential security threats



**Scalable backend framework** – based on open source technologies

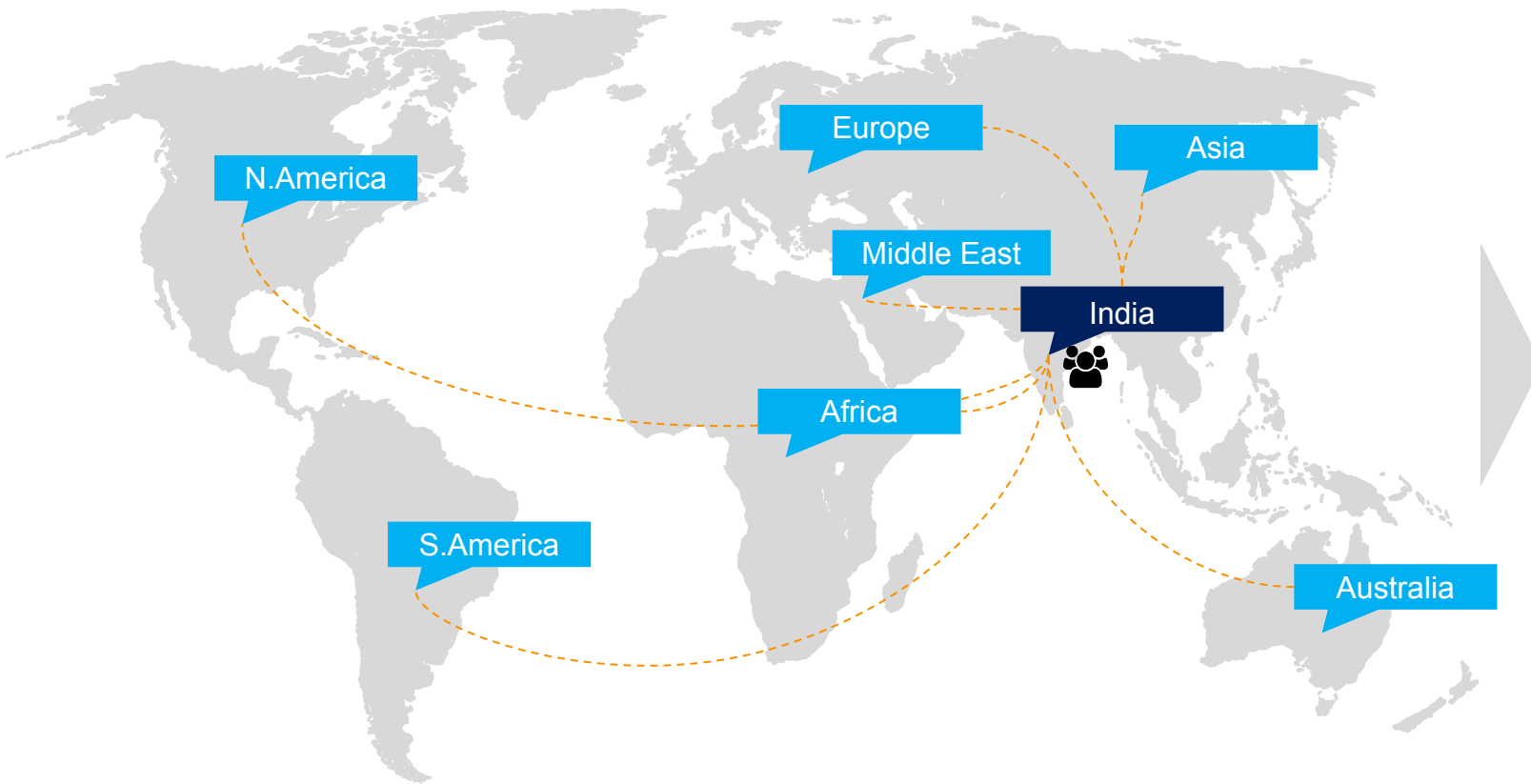
**Automated** – based on web crawling and data engine to track millions of web domains, track data points across digital footprint of entities and add several companies to database

**Flexible platform** – aids launching of new features

**In-house data mining engine** – automate discovery of new-age companies by tracking 770 mn+ domains across emerging technology sectors and sector classification of entities tracked

**Multiple products introduced on platform since inception** – soonicorn coverage, personalized dashboards, Tracxn Score, live chat, and others

# Significant cost advantages from India-based operations



Significant cost advantage due to **make-in-India**. Especially:

- **Data-production & technology platform** is built from India
- **Global sales** happens from India (sales & support teams work across all time zones)
- Very efficient content-driven **customer acquisition flywheel**

These give us a significant and long-lasting cost advantage

# Experienced Promoters & Board of Directors



**Neha Singh**

Chairperson and Managing Director

- B.Tech. & M.Tech. from **IIT Bombay** & MBA from **Stanford Graduate School of Business**
- Worked previously at **BCG & Sequoia Capital**
- Recognitions
  - Outstanding Woman (Business Outlook – 2016)
  - ‘The 40 who matter in the Indian start-up ecosystem’ (Mint – 2016)
  - Part of ‘40 under 40’ (Fortune India - 2018 & 2019)



**Abhishek Goyal**

Vice Chairman and Executive Director

- B.Tech. from **IIT Kanpur**
- Worked previously at **Accel, 3i Infotech, Amazon, Yahoo, Andale & Erasmic**
- Recognitions
  - Part of ‘40 under 40’ (Fortune India - 2018 & 2019)



**Brij Bhushan**

Independent Director

- B.Tech. from **Maharshi Dayanand University** & PGP from **IIM Bangalore**
- Co-Founder & CEO of **Smart Technologies**
- Worked previously at **Bain, Flextronics, Infosys & Nexus India**



**Nishant Verma**

Independent Director

- B.S. from **University of Michigan** & MBA from **Northwestern University**
- CEO of **Overleap Networks**
- Worked previously at **Flipkart & Canaan Advisors**



**Payal Goel**

Independent Director

- BA from **University of Delhi** & PGPM from **ISB, Hyderabad**
- Corporate Development Manager at **Google India**
- Worked previously at **Peepul Capital, Aspada Investment & Flipkart**



**Rohit Jain**

Independent Director

- B.Tech. from **IIT Delhi** & MS from **University of North Carolina** at Chapel Hill
- Managing Partner at **JSM Advisors**
- Worked previously at **Microsoft, IBM, Google & SAIF Partners**

# Supported by Senior Management Team Backed by Marquee Investors



**Prashant Chandra**  
Chief Financial Officer

- B.Tech. from **IIT Kanpur** & MBA from **IIM Lucknow**
- Worked previously at **Infosys** & **Amdocs**



**Amit Agarwal**  
Chief Operating Officer

- B.Tech. from **MNNIT-Allahabad** & MBA from **XLRI**
- Worked previously at **Amba research**, **Emanation**, **GS** & **Centrum**



**Neeraj Chopra**  
Chief Technology Officer

- MS from **University of Pune**
- Worked previously at **Amazon**, **Decho**, **Arcot** & **Roam Space**



**Bhaskar Sharma**  
Chief Product Officer

- B.Tech. from **IIT Kharagpur** & PGPM from **ISB**
- Worked previously at **CEAT**, **Nomura** & **FlexAlgo**

## Investors who backed us in private journey



**Ratan N Tata**  
Chairman Emeritus - TATA Sons



**NRJN Family Trust**



**Sachin Bansal**  
Co-Founder - Flipkart



**Binny Bansal**  
Co-Founder - Flipkart



**Girish Mathrubootham**  
Founder & CEO - Freshworks



**Neeraj Arora**  
VH Capital  
Ex-Whatsapp



**Anand Rajaramnan**  
Milliways Fund  
Founder - Jungle



**Amit Ranjan**  
Founder - Slideshare

## Investors who backed us in IPO Anchor Book

Abakkus

BNP Paribas

ICICI Prudential

Kotak Mahindra MF

Kotak Mahindra Life Insurance

Motilal Oswal

Nippon

Reliance General Insurance

Tara Emerging Fund

WhiteOak Capital

# Financial Performance

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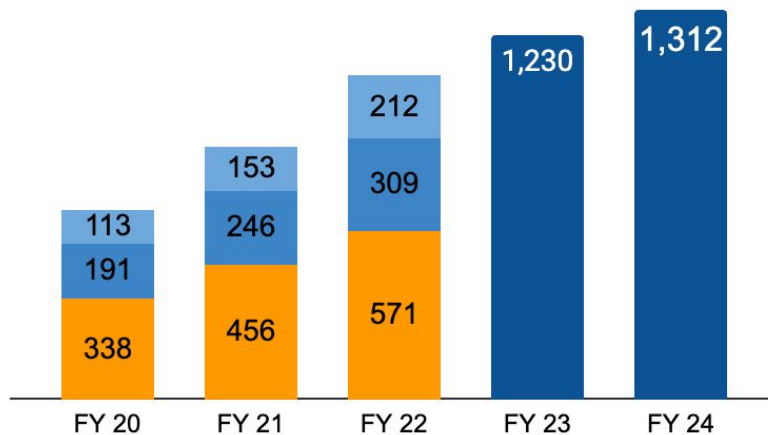
# Snapshot – Operational Performance

## Customer Accounts

(Nos)

- Private Market Investors & Investment Banks
- Corporations
- Others#

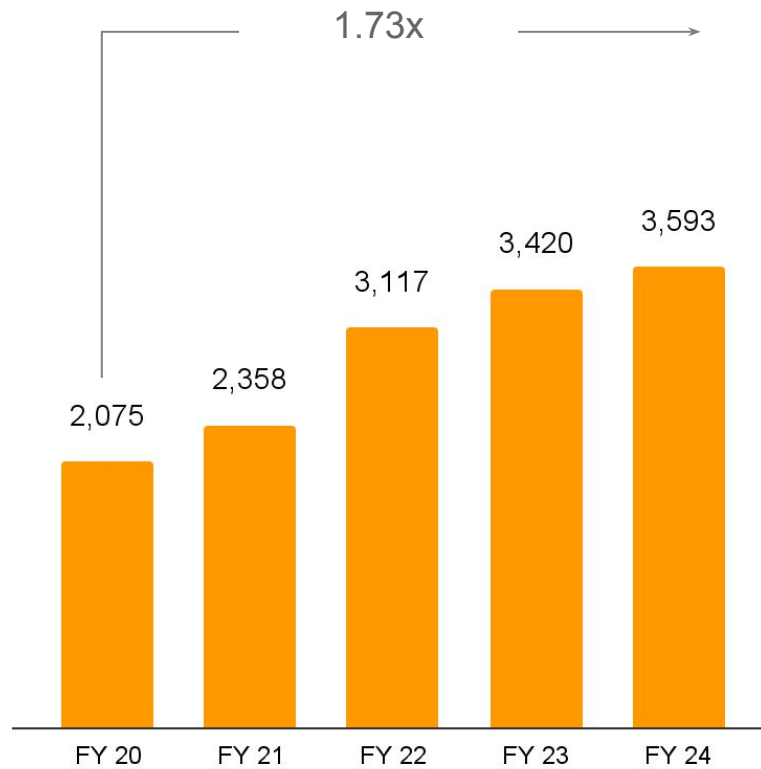
642	855	1,092	1,230	1,312
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Customer Accounts refers to the distinct contracts entered into by our Company with each customer at the time of measurement. Paid subscriptions may include access for a single or multiple number of Users of the customer

## Users

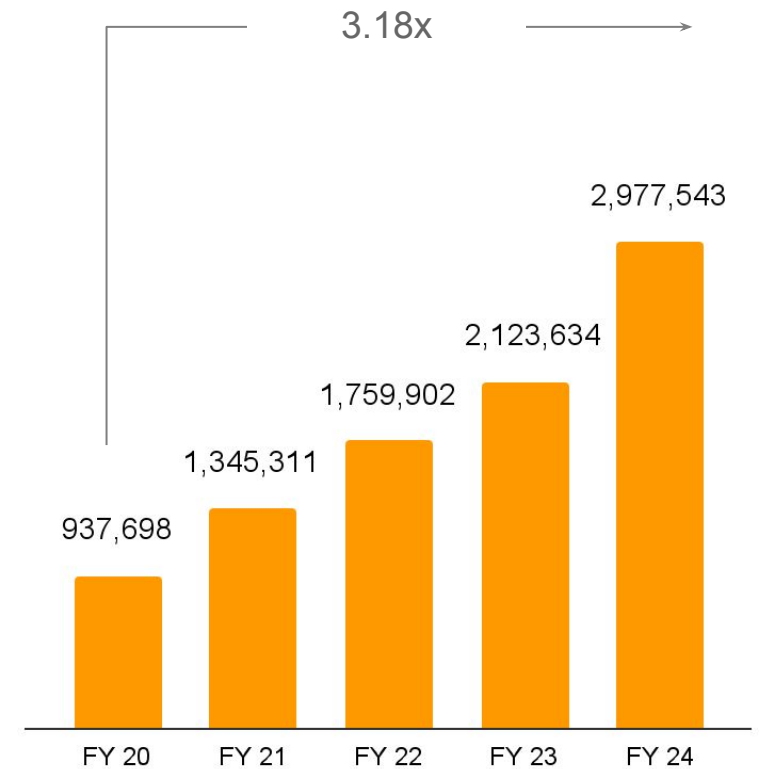
(Nos)



Users refers to the number of user accesses available to a Customer Account on the platform at the time of measurement and does not include educational/student accounts.

## Entities Profiled

(Nos)

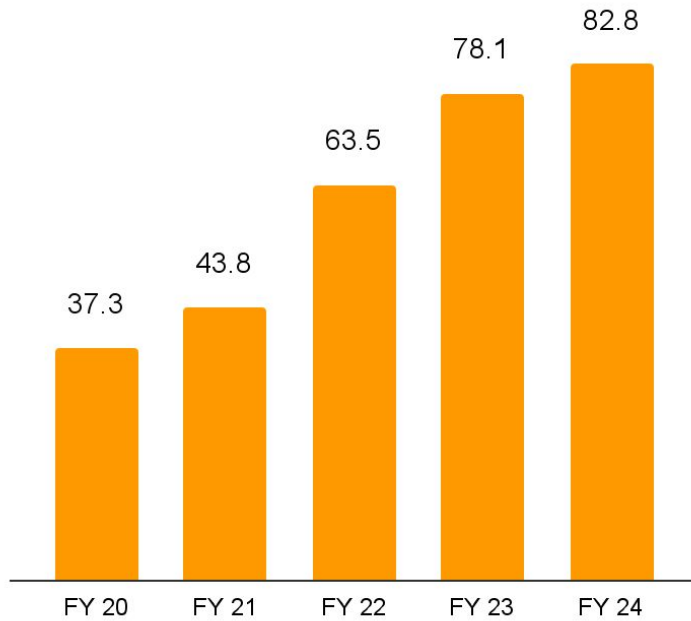


Entities profiled are categorised under 56,000 taxonomy nodes on the platform.

# Snapshot – Financial Performance

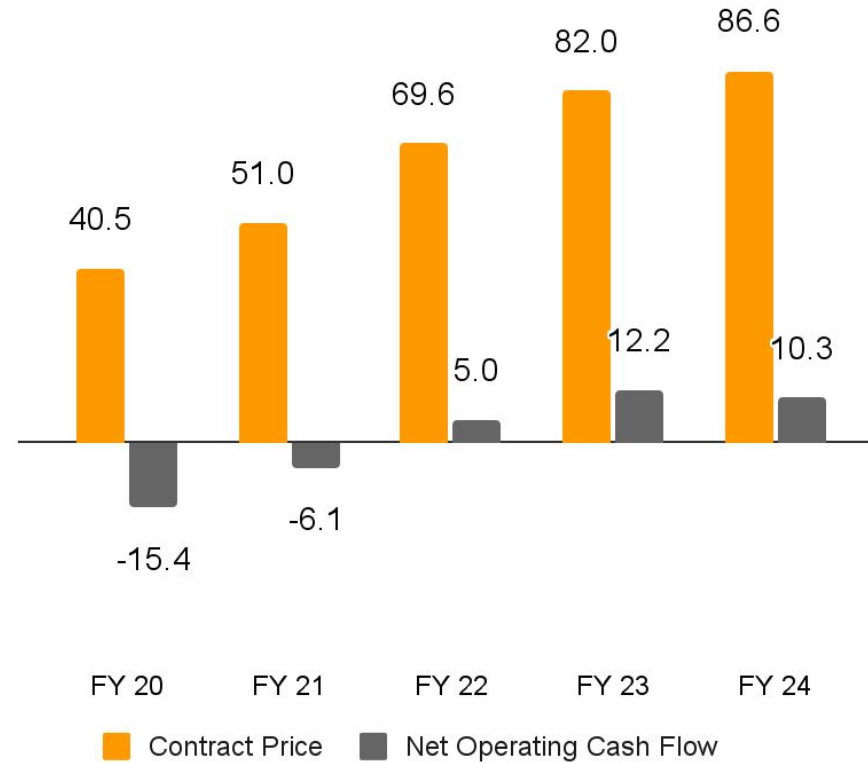
## Revenue From Operations

(INR Cr.)



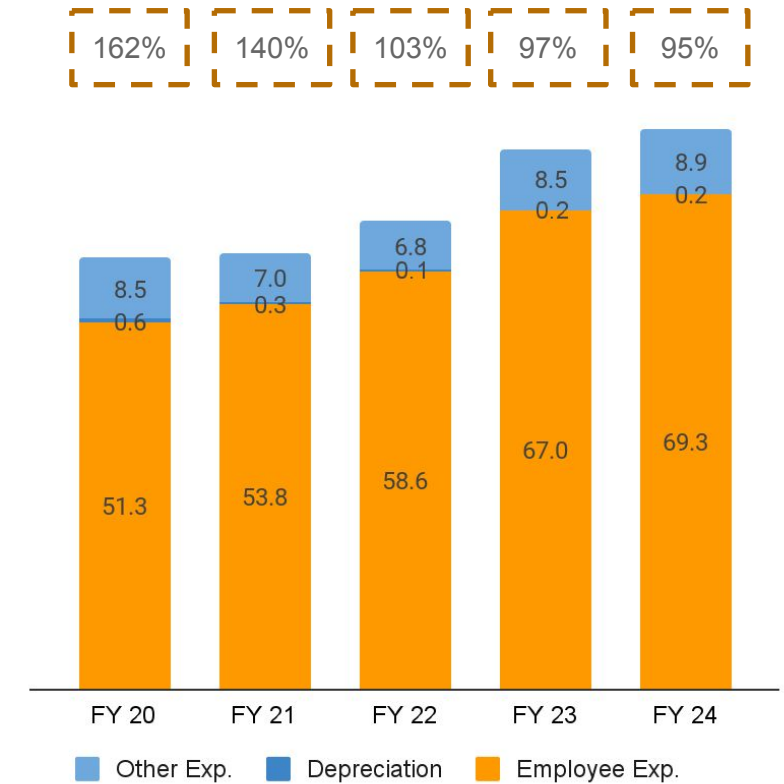
## Contract Price<sup>^</sup> v/s Net Operating Cash Flow\*

(INR Cr.)



## Operating Expenses

(INR Cr.)



Total expenses as a % of operating revenues (calculated based on the numbers from the RHP)

Note: (^) Contract Price is net invoicing done in a given period adjusted for unbilled revenue for the period, till the time of measurement  
 (\*) Net Operating Cash Flow adjusted for IPO expense reimbursement in FY22

# FY24 Financial Performance

# FY24: Financial Performance Summary

Steady growth in Revenue and Profitability

REVENUE	PROFITABILITY		OTHER
<b>Revenue from Operations</b> <b>82.8 Cr.</b> ▲ 6.0% YoY	<b>EBITDA</b> <b>4.6 Cr.</b> ▲ 2.0 Cr. YoY	<b>EBITDA Margin</b> <b>5.5 %</b> ▲ Margin increased by 2.2% from FY23	<b>Free Cash Flow<sup>1</sup></b> <b>10.3 Cr.</b> ▼ 1.7 Cr. YoY, down from FY23
<b>Total Income</b> <b>87.0 Cr.</b> ▲ 7.2% YoY	<b>PAT</b> <b>6.5 Cr.</b> ▲ 1.2 Cr. YoY	<b>PAT Margin*</b> <b>7.9 %</b> ▲ Margin increased by 1.0% from FY23	<b>Cash &amp; Cash Equivalent<sup>1,2</sup></b> <b>75.2 Cr.</b> ▲ 24.7% YoY ▲ 14.9 Cr. YoY

In INR

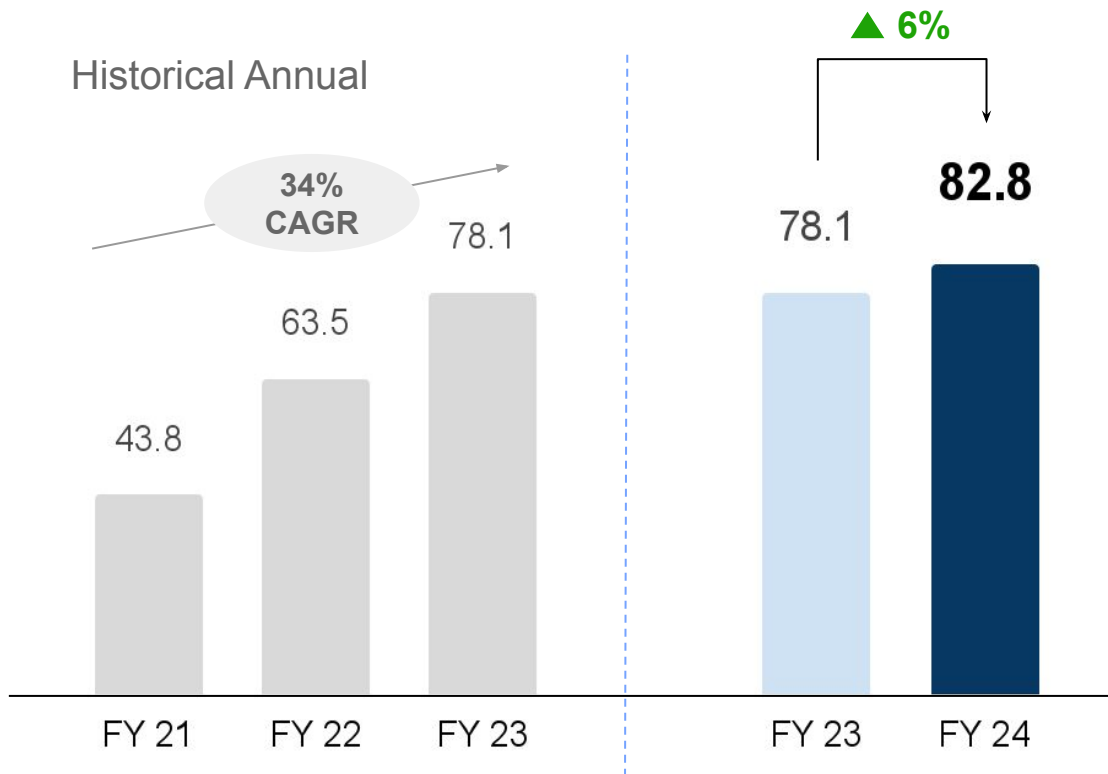
Note: (1) Free Cash Flow and Cash & Cash equiv. excludes tax amounts received from employees against ESOP exercise as on 31st Mar 2024.

(2) Cash & Cash equiv. = Cash & Cash equiv., Investments & FDs, Security Deposit towards listing as on 31st Mar 2024.

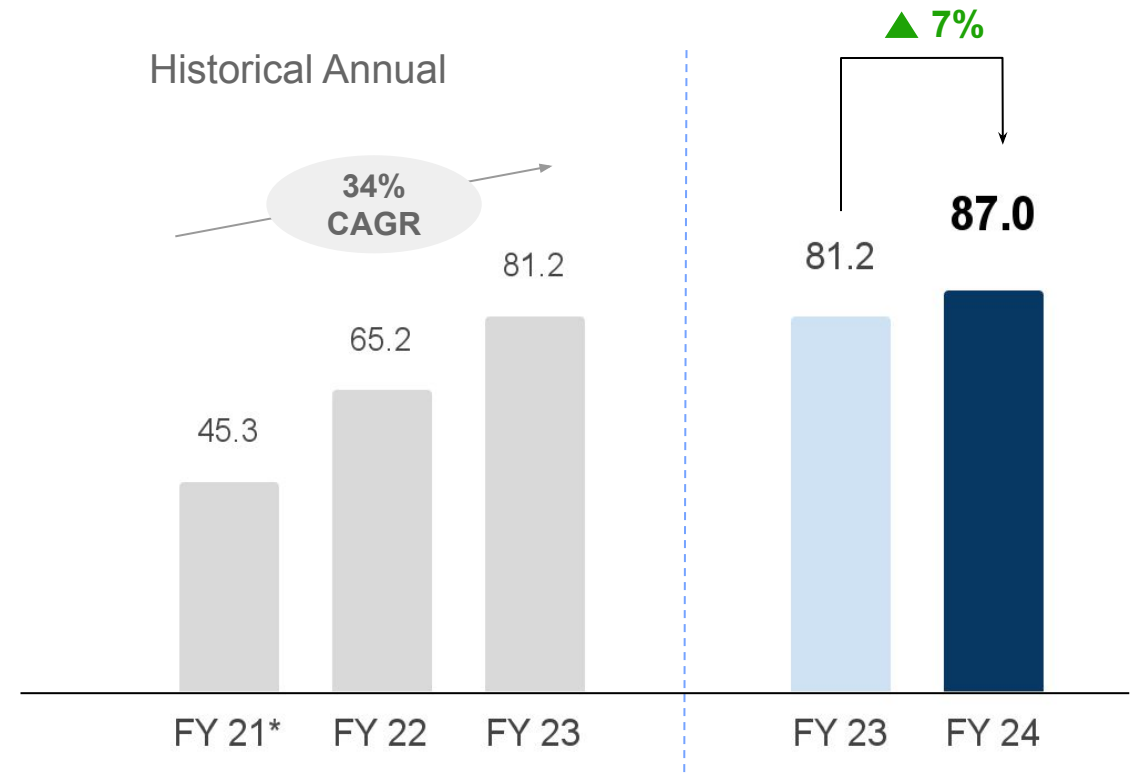
\* YoY analysis is not representative as prior period was not subject to tax. For YoY analysis, FY23 EBITDA and PAT are excluding exceptional items - IPO expense.

# FY24: Continued Revenue Growth Momentum

## Revenue from Operations (in INR Cr.)



## Total Income (in INR Cr.)

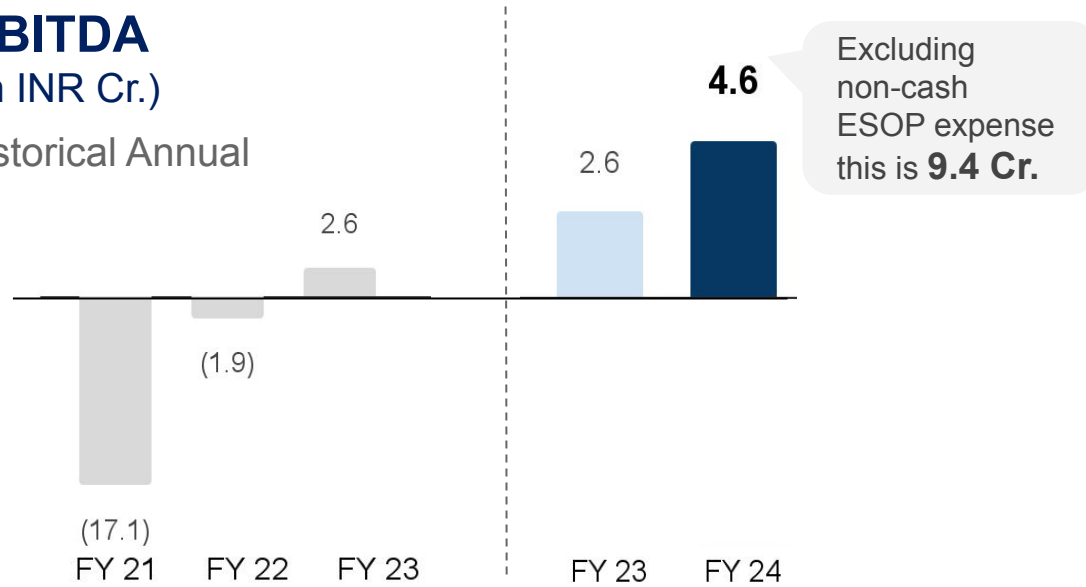


**Revenue from operations grew at 6% YoY for FY24**

# FY24: Profitable Operations - EBITDA & PAT

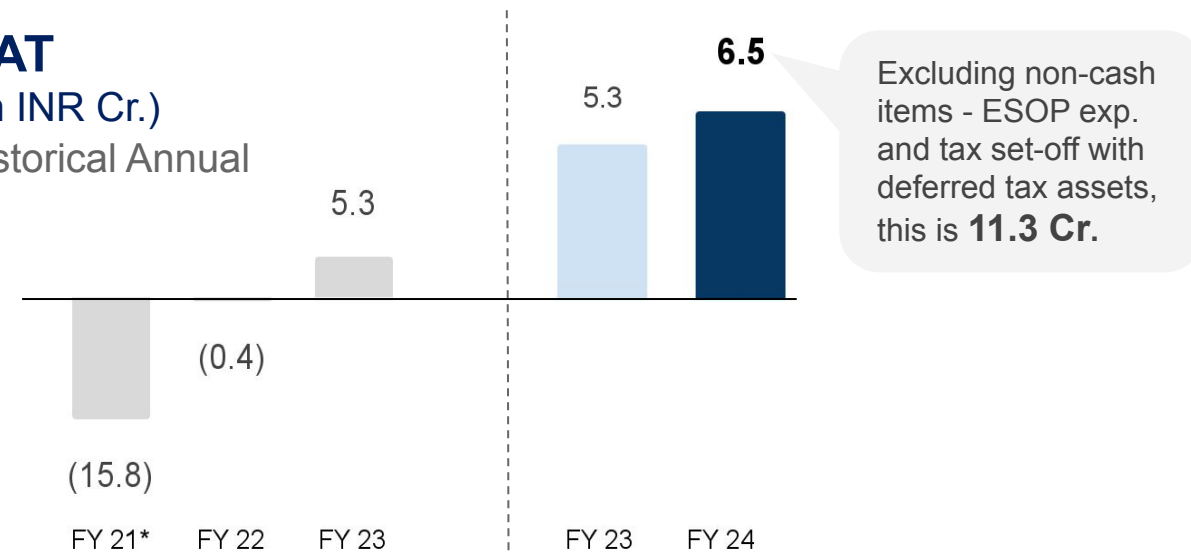
## EBITDA (in INR Cr.)

Historical Annual



## PAT (in INR Cr.)

Historical Annual



**FY24 EBITDA of 4.6 Cr. and PAT of 6.5 Cr.**

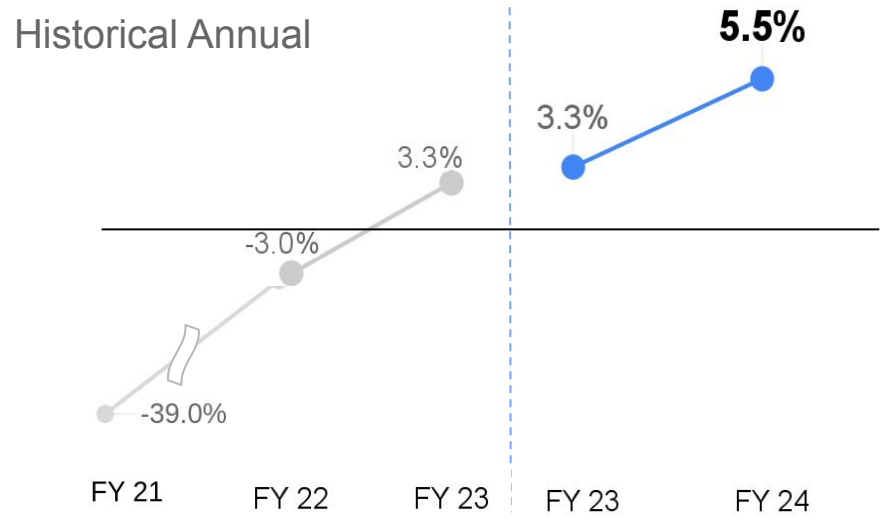
(Note EBITDA & PAT includes non-cash expenses, eg. ESOP exp)

Note: (\*) Net of for Fair value gain/ (loss) on CCPS for FY21

# FY24: Continued Margin Expansion

## EBITDA Margin

Historical Annual

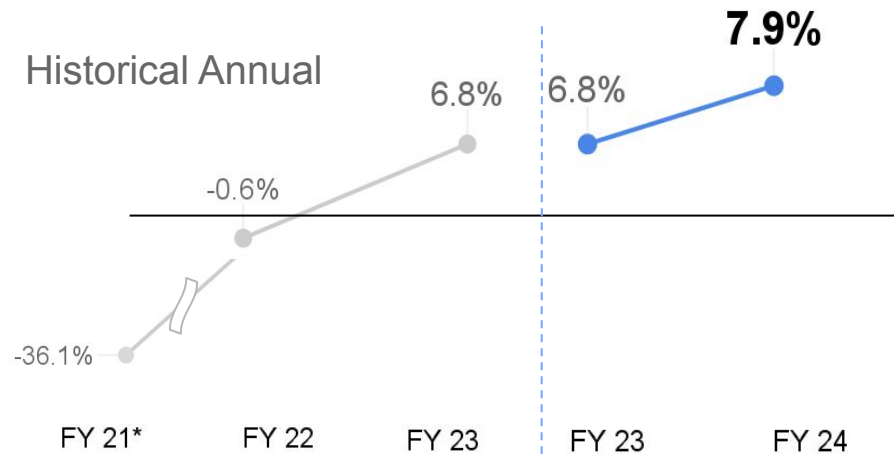


**FY24 EBITDA Margin of 5.5% and PAT Margin of 7.9%.**



## PAT Margin

Historical Annual



**EBITDA Margin expanded by 2.2% YoY**

Note: (\*) Net of for Fair value gain/ (loss) on CCPS for FY21

# Significant Incremental Revenue continues to go into Bottomline

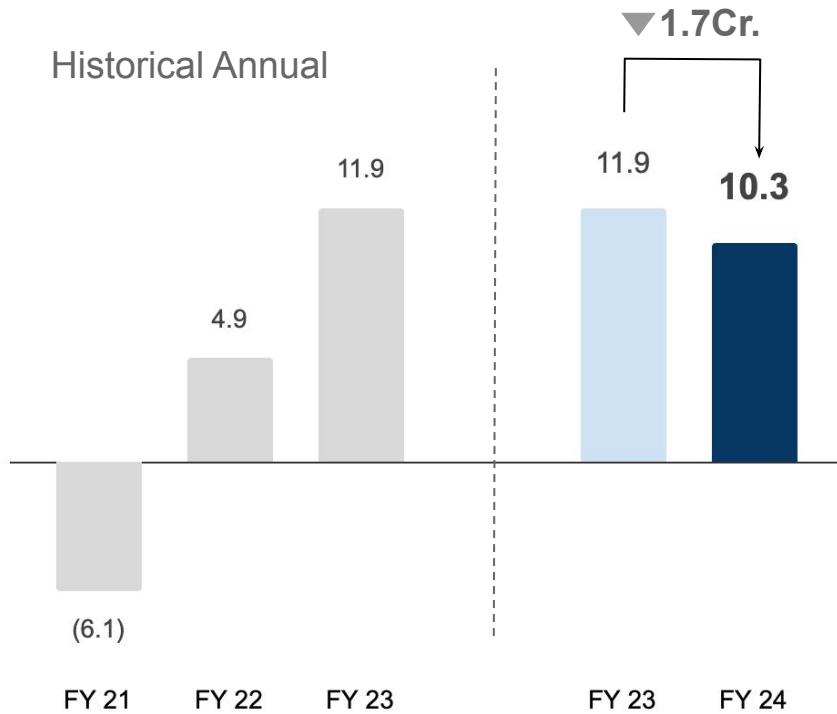
		Historical Annual:		
	FY 24	FY 21	FY 22	FY 23
<b>Revenue from operations</b>	82.8	43.8	63.5	78.1
Incremental Revenue from Operations ( $\Delta$ )	+4.7	+6.4	+19.7	+14.7
<b>EBITDA excl IPO Expense</b>	4.6	(17.1)	(1.9)	2.6
Incremental EBITDA excl IPO Expense ( $\Delta$ )	+2.0	+5.4	+15.1	+4.5
<b>Incremental EBITDA as a % of Incremental Revenue from Operations</b>	<b>43%</b>	<b>84%</b>	<b>77%</b>	<b>31%</b>

(in INR Cr.)

**Significant incremental revenue went into EBITDA**

# FY24: FCF and Cash & Cash Equiv.

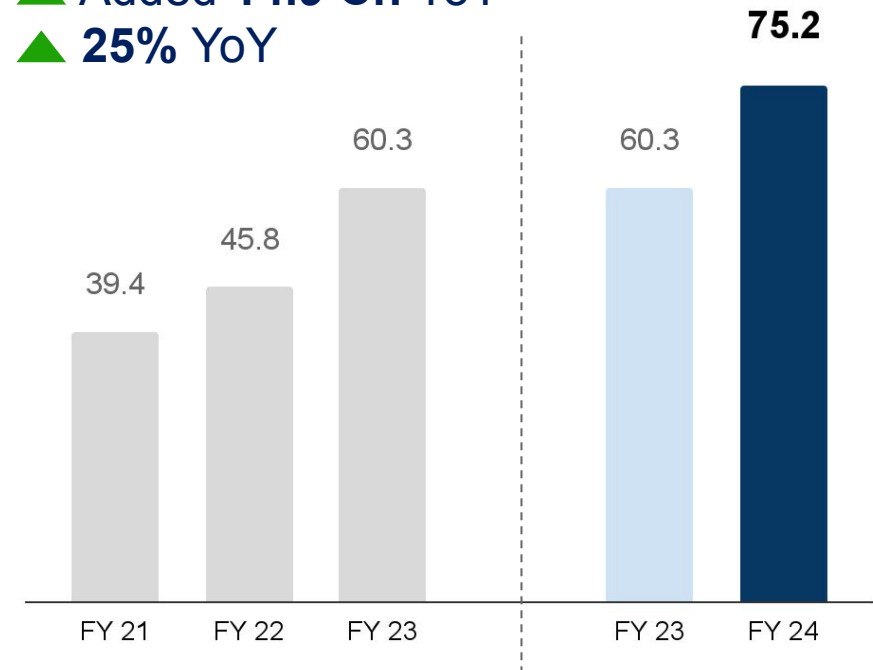
## FCF (Free Cash Flow)<sup>1</sup> (in INR Cr.)



## Cash & Cash Equivalents<sup>1,2</sup> (in INR Cr.)

**75.2 Cr.**

- ▲ Added 14.9 Cr. YoY
- ▲ 25% YoY



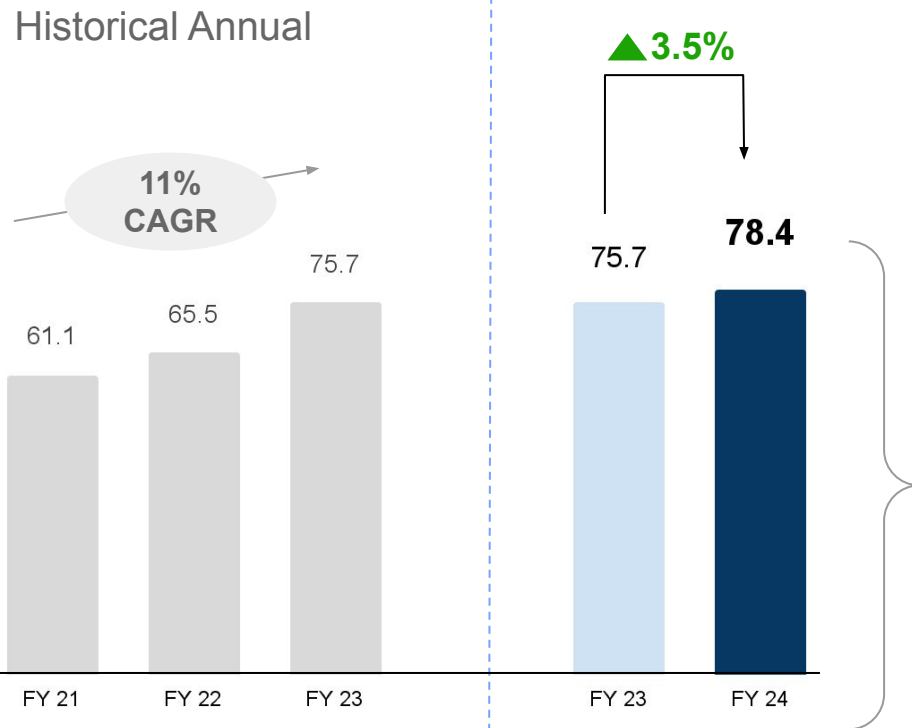
**FCF lower due to pending tax refunds**

Note: (1) Free Cash Flow and Cash & Cash equiv. excludes tax amounts received from employees against ESOP exercise as on the respective end of period  
 (2) Cash & Cash equiv. = Cash & Cash equiv., Investments & FDs, Security Deposit towards listing as on the respective end of period

# FY24: Expense Breakup

## Total Expense

(in INR Cr.)



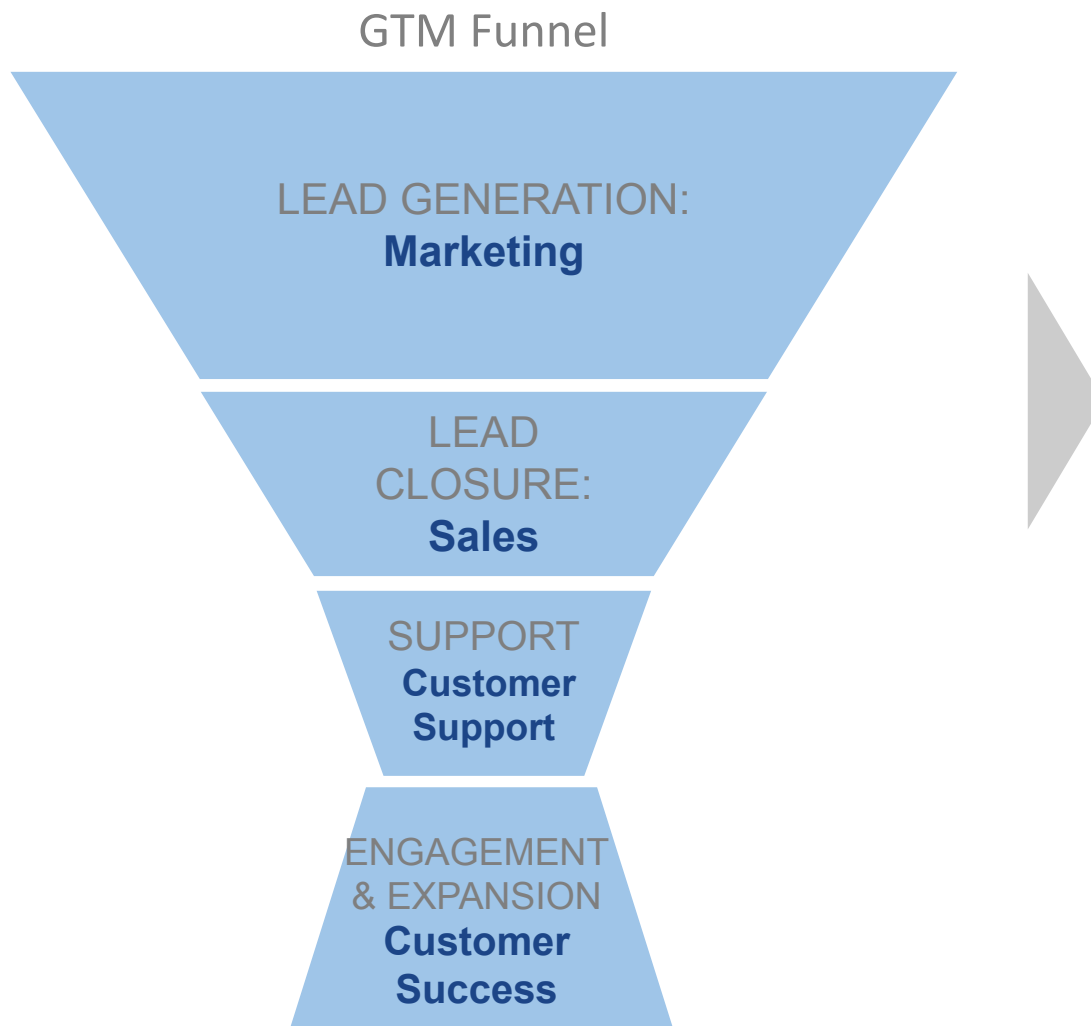
## Total Expense - Breakup (for FY23)

(in INR Cr.)

<b>Employee Benefit Expenses</b>	<b>69.3 Cr.</b>	<b>88.4%</b>
<i>Salaries, Wages &amp; Bonus</i>	63.1 Cr.	80.5%
<i>Employee stock option expense</i>	4.8 Cr.	6.1%
<i>Other Employee Benefit Expenses</i>	1.4 Cr.	1.8%
<b>Depreciation Expense</b>	<b>0.17 Cr.</b>	<b>0.2%</b>
<b>Other Expenses</b>	<b>8.9 Cr.</b>	<b>11.4%</b>
<i>Cloud Hosting Charges</i>	2.4 Cr.	3.1%
<i>Rent for Building</i>	2.1 Cr.	2.6%
<i>Remaining Other Expenses</i>	4.4 Cr.	5.7%
<b>Total Expenses</b>	<b>78.4 Cr.</b>	<b>100%</b>

- **Bulk** or 88% of total expense is **emp. cost** (this was 89%, 88% in FY22 & FY23)
- **Cloud Hosting** charges are the 2<sup>nd</sup> **largest expense** after emp. benefit expenses
- **No large digital marketing spend** for customer acquisition (since we are a data company, we are able to use in-house content to generate organic traffic)

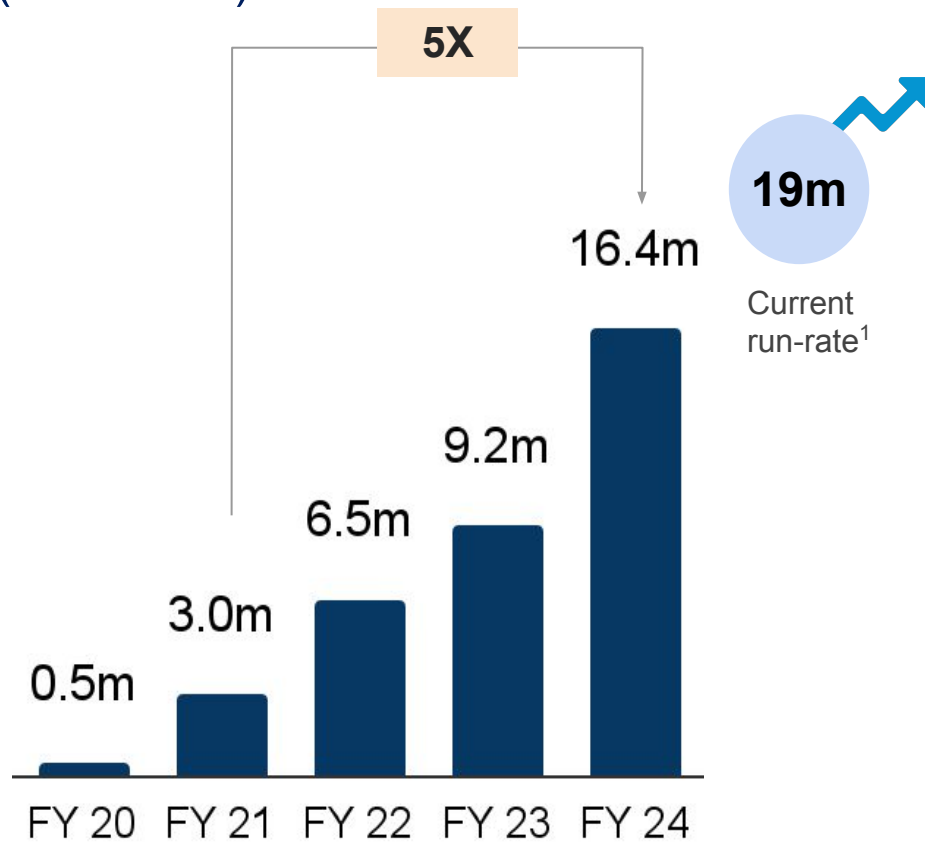
# Growth Initiatives



- Also, we have been investing across various growth initiatives
- These span across the Go-to-market funnel of marketing, sales and account expansion
- We believe as the markets open up further, we should see more acceleration than previously in new customer acquisition as well as customer expansion

# Select Recent Growth Initiatives

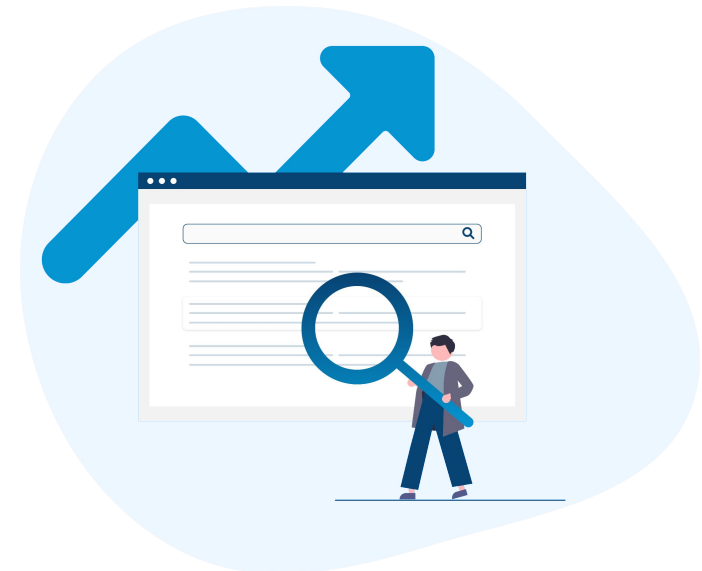
## Organic Search Traffic\* (in millions)



1

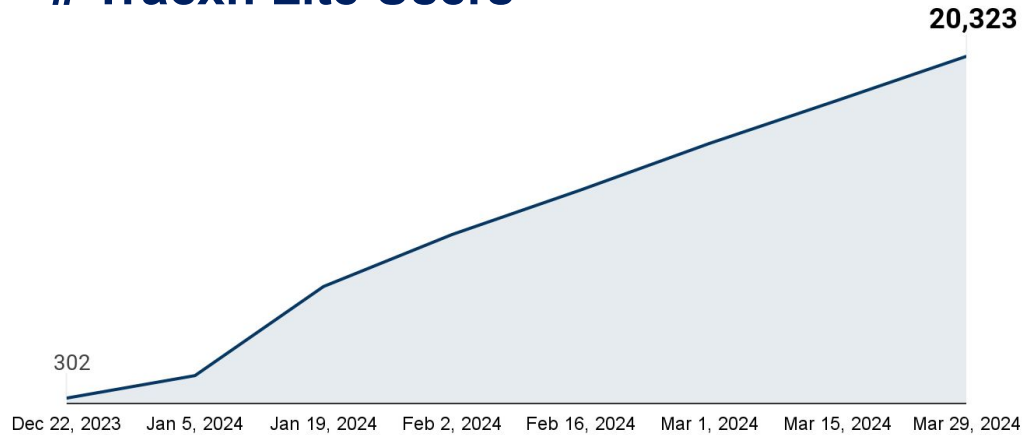
## Scaling Organic Traffic & Inbound Leads Pipeline

- We have built a large organic inbound traffic funnel
- **Over 16 Million** visits in FY24
- This is 5x increase in 3 years



# Select Recent Growth Initiatives

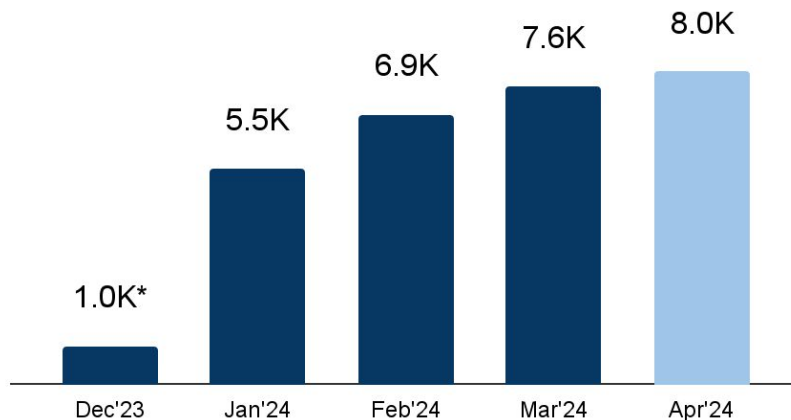
## # Tracxn Lite Users



## 2 Tracxn Lite

- Launched **Tracxn Lite** for **PLG** (Product-Led Growth) to make the customers aware of the richness of the platform and drive product led growth
- Users get full platform access (with limitations such as restricted daily hits for profile views, exports and certain platform modules)
- **Good initial traction** - within a span of 3 months, we saw 20,000+ users sign up, monthly actives users has crossed 8,000
- Helping build a good acquisition pipeline as part of the users express interest in upgrade

## #Monthly Active Users



Note: (\*) For the partial period since the launch of Tracxn Lite in Dec'23.

# Select Recent Growth Initiatives

## 3 Specialized Teams - Universities



- Specialised team with cumulative experience of over 20 years in selling to universities
- Bulk of our relevant customer segments come from top universities globally
- More than a revenue segment, universities are a good marketing and discovery channel for us
- Seeing good initial success

### Select University Accounts:



UK



Australia



Utrecht University

Netherlands



Netherlands



Mumbai



Lucknow



Calcutta<sup>35</sup>

# Select Recent Growth Initiatives

## 4 Specialized Teams - Private Equity



- We have setup a specialized sales team for Private Equity - as it's a large and cash-rich sub-segment
- In addition to the sales engine, we have also doubled down on the data production specifically for the PE customer segment. This includes:
  - Increased coverage of private company financials
  - Captables, Valuations, Shareholding
  - Launched Legal Entity data with 10 million + entities

# Select Recent Growth Initiatives

## 5 Specialized Teams - Startups



- We have seen high volume of inbound leads from startups
- Though they are served by the same platform, they have a differentiated use case and workflow requirements
- We have set up a separate team to focus on acquisition and expansion of customers in this segment

# Select Recent Growth Initiatives

## 6 Increasing Coverage of Private Company Financials

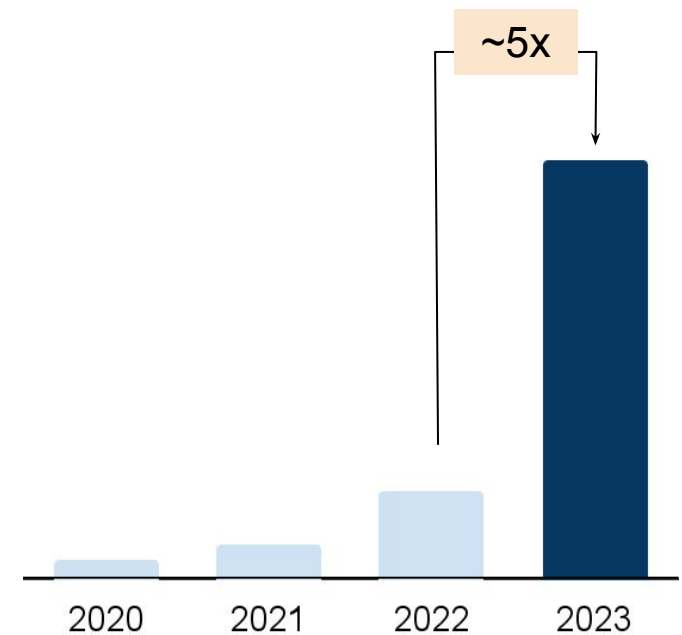
Currently cover private company financials across **20+** countries

### Major countries by coverage

- India
- United Kingdom
- Belgium
- Thailand
- Norway
- Germany
- Poland
- Czech Republic
- Denmark
- Singapore
- New Zealand
- South Korea
- Sweden
- Australia
- Ireland
- Malaysia
- Austria\*
- Croatia\*
- France\*
- Japan\*
- Finland\*
- Luxembourg\*



### # Financials Covered



**890K+** companies with revenue data & **110K+** companies with detailed financials available on the platform<sup>#</sup>

Note: (\*) New countries added in 2023, (#) As on 17-May-2024

# Select Recent Growth Initiatives

## 6 Increasing Coverage of Private Company Captables

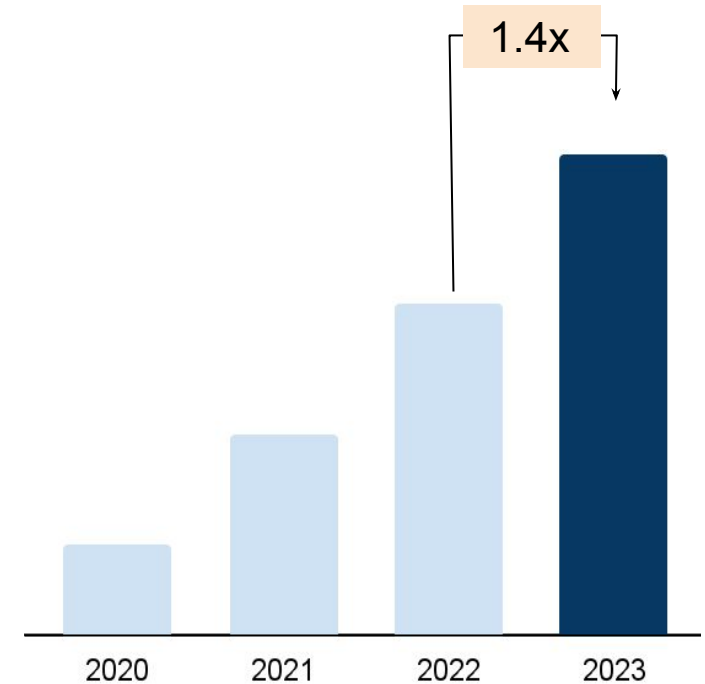
Currently cover private company captables across **15+** countries

### Major countries by coverage

- India
- United Kingdom
- Denmark
- Singapore
- Germany
- United States
- New Zealand
- Czech Republic
- Malaysia
- Ireland
- Estonia
- Australia
- South Korea
- Sweden
- France\*



### # Companies with Captables



**43K+** companies with detailed shareholding available on the platform#

# Select Recent Growth Initiatives

## 6 Launched Legal Entities Database

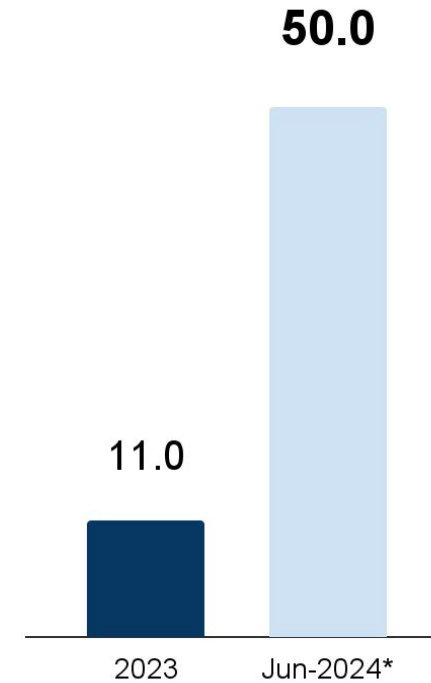
Currently cover **50M+** legal entities across key geographies

### Major countries by coverage

- United States
- Japan
- United Kingdom
- Brazil
- Australia
- India



# Legal Entities  
(in millions)



# Select Recent Growth Initiatives

## 7 Account Expansion & Engagement

Various initiatives are underway for improving paid customer engagement as well as account expansion to enhance growth from existing customers.

We have setup a separate team for **expansion** within existing accounts, to increasing penetration of paid licenses within accounts. Moving from reactive upgrades to more proactive upgrades. Eg. **Curbing login sharing** is one of the ways for expansion

We have also setup a separate team within customer success for **engagement** initiatives. Increasing user-level and account-level engagement through various initiatives including better platform education, periodic touchpoints, hero features, personalization and more.



# Select Recent Growth Initiatives

8

## Increased Press Mentions

Through various media partnerships, data contributions, reports, etc.



**3000+**  
Press Mentions  
across media\*

SME

**UAE Tech startups continue to see downward trend; Funding falls 49% in Q3 2023**

Tracxn Geo Quarterly Report: UAE Tech - Q3 2023

Press Release

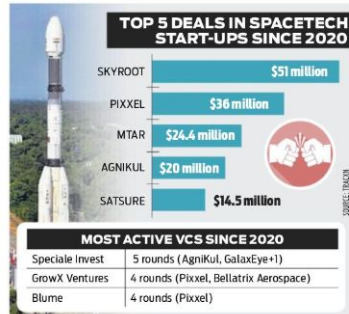
October 4, 2023

- Total funding into UAE Tech startups dropped 49% to \$112 million in Q3 2023, compared with \$219 million in Q3 2022
- No IPOs took place, and no Unicorns emerged in Q3 2023
- Number of acquisitions dip to four in Q3 2023 from 10 in Q3 2022
- FinTech, Enterprise Applications and HealthTech were the top-performing segments
- Dubai takes the lead in terms of total funding in Q3 2023

**UAE:** Tracxn, a leading global SaaS-based market intelligence platform, has released its Geo Quarterly Report: UAE Tech - Q3 2023. The report, based on Tracxn's extensive database, provides insights into the UAE Tech space.

The UAE Tech space is the second highest-funded sector in the Middle East and North Africa (MENA) region, followed by Saudi Arabia and Egypt. Funding in this space saw a peak in 2021 after which it has

**Funding galore in spacetech start-ups; \$62 mn infused this year**



**UMA KANNAN** @Bengaluru  
FROM just \$35 million funds raised between 2010 and 2019, the Indian spacetech sector has already attracted \$62 million in funding so far this year, which is a 60% increase as compared to the same period last year. According to recent insights by Tracxn, India ranks seventh in terms of funding within the international spacetech landscape for the year. In 2020, the sector secured \$28 million in funding and it was \$86 million in 2021. In 2022, the sector witnessed an impressive \$112 million funding. As per experts, after the launch of Chandrayaan-3 mission, venture capital funding and the number of start-ups in this space might increase in the coming years. "The success of Chan-

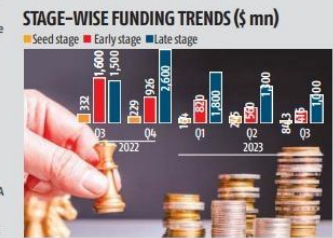
drayaan-3 is sparking a significant rush of interest among both VCs and start-ups in the space sector. VCs are known for seeking high-potential opportunities and will likely view the space sector as a burgeoning field with substantial growth potential. This will increase funding for these start-ups as investors recognise the viability of innovative projects and solutions related to satellite technology, space research, and interplanetary exploration." Somdutta Singh, founder & CEO, Assidius Global Inc. LP Investor in several marquee funds, said. Awaiz Ahmed, CEO, Pixxel had told this newspaper that ever since the Indian government introduced new space reform initiatives, their support in enabling private companies

to address the gaps has only grown further. Pixxel has so far raised \$97.10 million in funding, followed by Skyroot at \$72.3 million and Agnikul has raised \$34.8 million. Tracxn said in its report that among the thriving business models within the sector, small payload-based launch vehicles have garnered significant attention, securing \$75.6 million in funding over the last two years. Satellite-based Imaging Solutions have also witnessed substantial support, with \$94.2 million in funding secured over the past two years. As per reports, there are at least 140 registered spacetech start-ups in the country. Singh added that over the past few years, funding in Indian space tech start-ups has experienced significant growth.

## Startup funding dips to lowest in 5 yrs in Q3 to \$1.5 bn, says report

ARYAMAN GUPTA  
New Delhi, 27 September

Funding among Indian startups declined to the lowest in five years in the third quarter of calendar year 2023. Investments fell 54 per cent compared to the same period last year at \$1.5 billion. On a sequential basis, funding fell 29 per cent from the previous quarter, according to a report by market intelligence platform Tracxn.

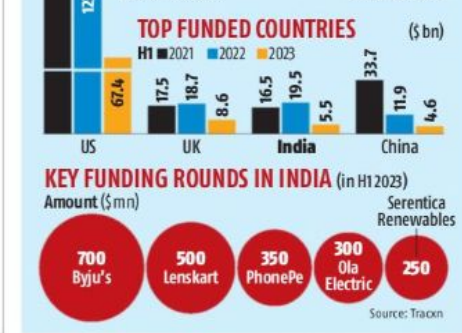


"Despite facing the challenges of a funding winter, India ranks as the fifth highest funded country in Q3 2023 and maintains its fourth-place position in terms of total funding for the year to date (YTD). It underscores the resilience of India's tech startups and their ability to adapt to changing market conditions," said Neha Singh, co-founder, Tracxn. The quarter saw five funding rounds cross the \$100 million mark, including the likes of Perfios, Zepto, Ola Electric, Ather Energy and Zyber 365. "Despite the decline in funding, India remains among the top-performing tech ecosystems globally. A promising sign in the report is the month-on-month funding growth, with an impressive 91% increase from \$376 million in August 2023 to \$720 million in September 2023," said Abhishek Goyal, co-founder, Tracxn.



## INDIAN START-UPS RAISE MORE FUNDS THAN CHINA FOR 2ND STRAIGHT YEAR

India pulled ahead of China in terms of start-up funding for a second consecutive year during the first half (H1) of 2023, raising \$5.5 billion. It attracted the third-highest start-up funding. The US topped the list, raising \$67.4 billion, followed by the UK, which raised \$8.6 billion, according to data from market intelligence platform Tracxn. The last time China got more start-up funding than India was in H1 2021.



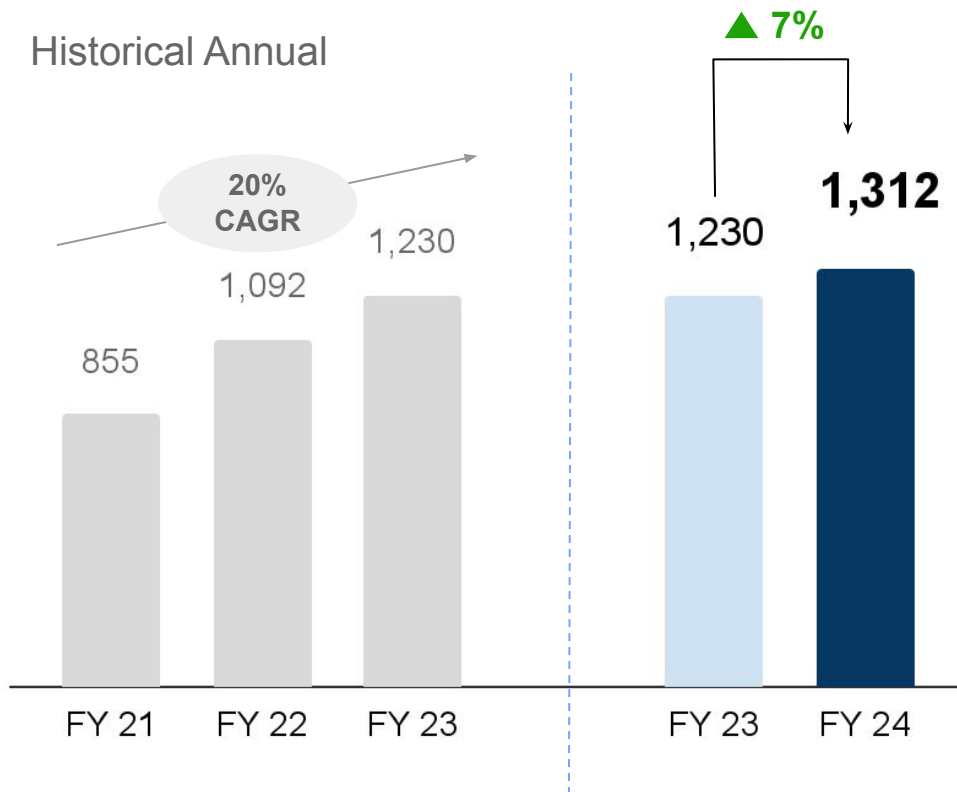
Eg. Report coverage

eg. Regular Columns in newspapers

eg. Others

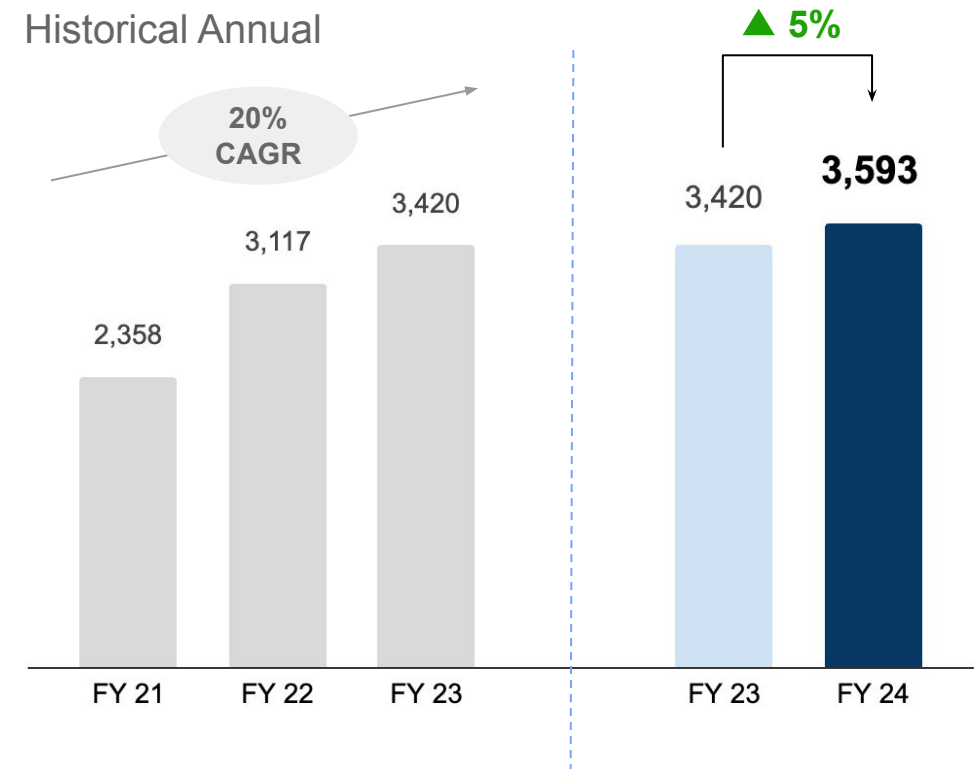
# FY24: Other KPIs (1/2)

## Customer Accounts (#)



Q4 FY24 was the highest within the year and contributed to bulk of the account additions

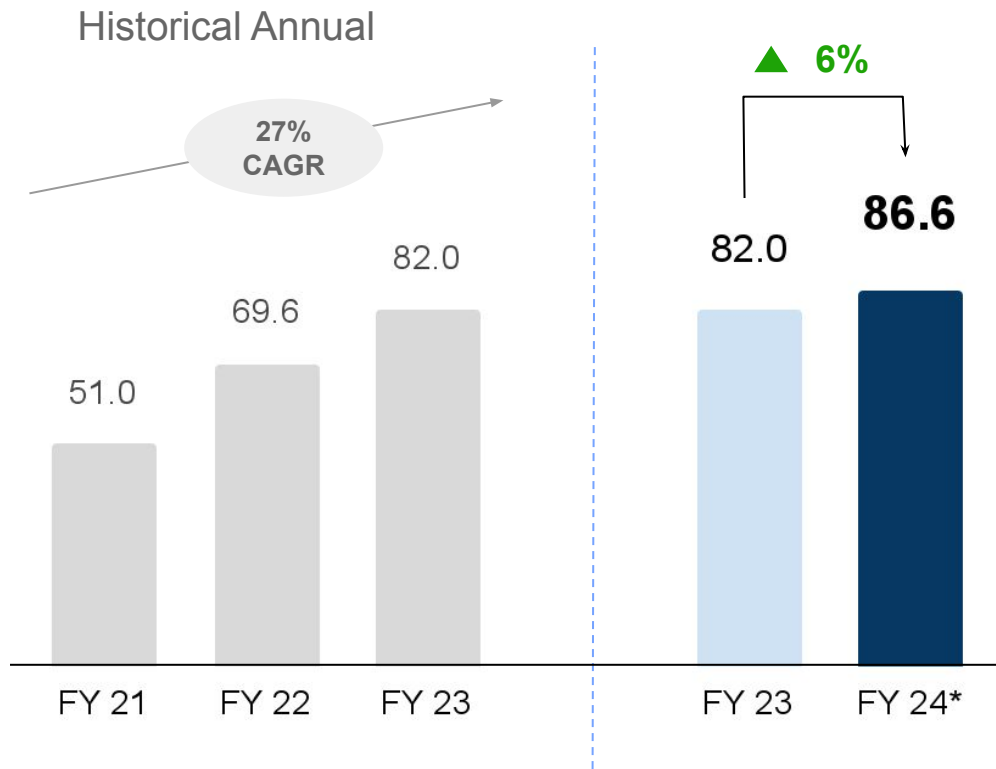
## Users (#)



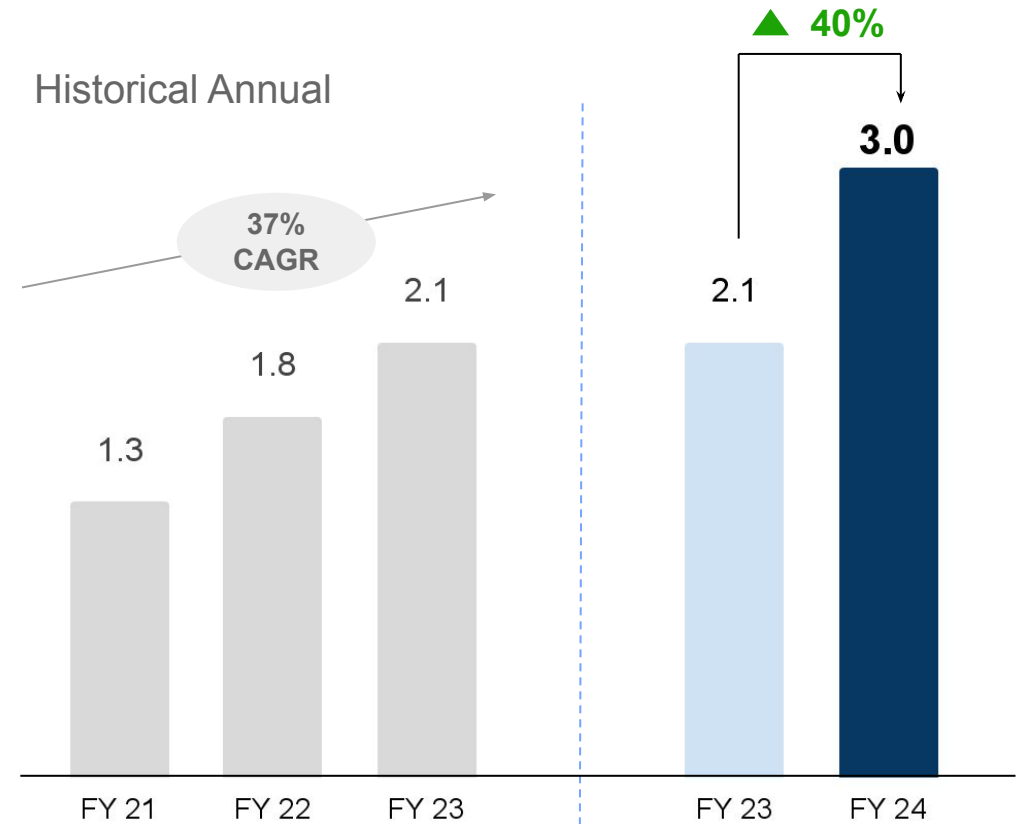
User count got optimized also due to tightening of logins

# FY24: Other KPIs (2/2)

## Contract Price (in INR Cr.)



## Entities Profiled, on platform (in millions)



**Thanks**

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# Annexures

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# Team Split

As on 31 Mar, 2024

Function	Number of Employees	
Analysts and Data Operations	369	Data Operations team across various data modules like financials, cap tables, transactions, company data, etc; Sector-focused Analyst team; and MyAnalyst Support team
Product and Technology	95	Engineering and Product team
Sales Marketing and Customer Success	198	GTM engine – Includes Marketing, Sales and Customer success teams
Business Support	58	Business Support team includes Recruitment, Finance, HR, Admin
<b>Total</b>	<b>720</b>	

# Source of Data

## Key sources of data:

1

### Publicly available data about companies (company websites)

Have build a *Google for Companies* at the backend, where we track & mine data of over 0.7Billion entities, adding ~79,000 entities every day.

2

### Proprietary Data

Sector-based coverage, taxonomy. Company business model & sector classification. User panel data.

3

### Regulatory Filings (across countries)

Filings by companies across countries. eg. Registrar of Company Filings, Transaction filings, Labour filings, etc.

**Others:** news, social media, fund websites, press releases, etc.

## Mining, Curation, Standardization and making it actionable using Technology & People



**Technology:** Data Mining, Parsing, Extraction using OCRs, Data intelligence & AI.



**New-age tech stack:** Using AWS, Google tech stack, Elastic search, MongoDB, etc.



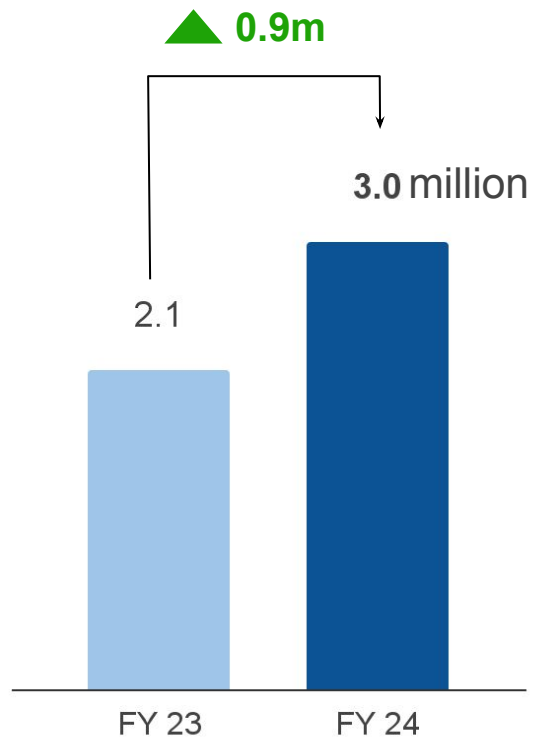
**People:** Sector-focused analyst team and data ops team

## Illustrative data about Private Markets

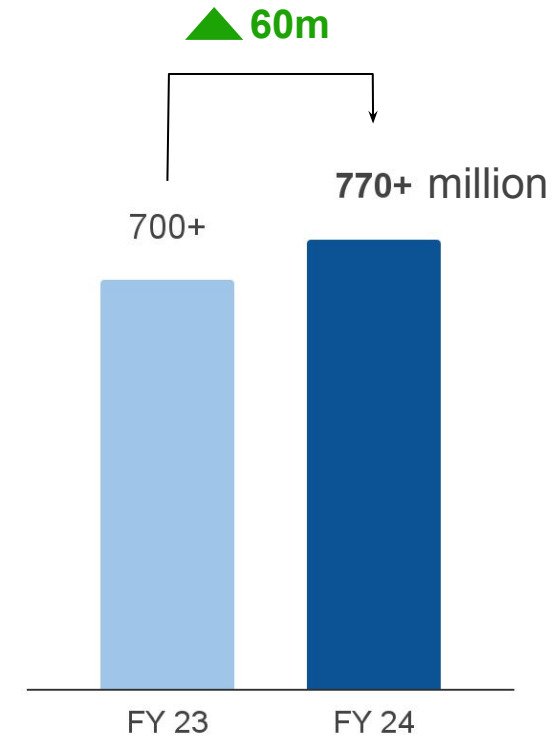
Private Companies, Industries & Sector coverage, Taxonomy, Market Maps, Funding Transactions, M&A, Company Financials, Captables, Valuations, Key people & Board members, News, Investors, Reports, Rating, Events

# Rapid Pace Of Data Addition

**Entities Profiled, on platform**  
(in millions)



**Web domains scanned, at backend**  
(in millions)



# Key Business Strengths (1/2)



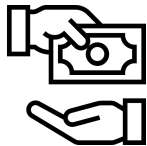
## Large, Growing Market & Rich Customer segment

- More than 1,00,000 addressable organizations
- We currently work with small single digit % of this market & remains largely untapped.



## High Operating Leverage & Margin Expansion

- Incremental cost to serve customers is very low
- Offering is productized & there is no custom servicing work required
- Between FY21 to FY23, the revenue grew at a CAGR of 34% while the total expense grew only at 11%



## India Cost Advantage

- Significant cost advantage because we make-in-India while selling globally, ~ 70% of revenue comes from international customers.



## Profitable operations and increasing free cash flow

- Consistent margin expansion, positive EBITDA of INR 2.6 Cr. and a positive PAT of INR 5.3 Cr. in FY23.
- 143% YoY increase in FCF from INR 4.9 Cr to INR 11.9 Cr and cash & cash equivalents stood at INR 60.3 Cr. at the end of FY23, a 32% increase, YoY.



## Scalable & Proprietary Technology Platform

- In-house platform built on leading technologies and architectures.
- Highly agile and scalable, and aggressively leverage the latest technology stacks, machine learning and generative AI capabilities

# Key Business Strengths (2/2)



## Low cost, content driven acquisition flywheel

- Content-based marketing helps us to acquire a high velocity of leads without having to spend on paid marketing.
- 9 million visits across all our public pages and over 1000 press mentions in prominent news media in FY23.



## Debt-free, Asset Light. Negative Working Capital

- Asset-light business, fixed assets on balance sheet of INR 0.4 Crores
- Depreciation expense was INR 0.2Cr & capex of INR 0.3Cr. in FY23
- Capital efficient and able to scale with flexibility
- Debt-free since inception



## Strong Team & Experienced Board of directors

- Strong and experienced top management team.
- Board consists of 4 independent directors bringing rich experience from the investment industry and the corporate development.



## Strong Focus on Good Governance

- Right from the 3rd year of our operations, we have had our statutory audits conducted by one of the Big4 auditors and we never had any qualifications.
- We continue to work on adopting the best governance practices as much as we focus on growing the business

# Key Strategies

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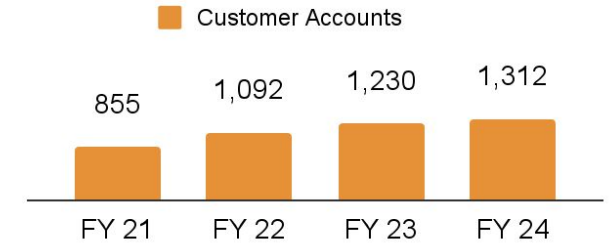
# Key strategies (1/2)

## Continue to grow account base

### Ways to increase our account base

- Expanding sales, marketing & customer success team
- Referrals from existing customers
- Event partnerships for media and industry events
- Channel partnerships
- Additional sales and marketing representatives in geographies outside India
- Content-based marketing

### Historical Growth



## Expand share of revenues among existing customers

### Tiered Pricing & Upsell features / Subscriptions

to the existing customers through differentiated offerings

### Following a Three-pronged approach

Growing the number of users within an account

Generating additional data downloads

Adding more Customer Accounts or different teams within an Org

## Continue to grow platform to offer additional services

### Devoted substantial resources towards expanding the platform modules & data

#### Data Added (FY24)

8,50,000+ Entities

22,000+ Reports

6,63,000+ News items

74,000+ transactions<sup>^</sup>

#### Modules added

2016 – ‘Soonicorn’ feature

2017 – Tracxn Score

2018 – Personalized Dashboards

2019 – Portfolio Tracker & acquisition database

**19,000+ updates**  
to the platform (FY24)

<sup>^</sup>includes funding & acquisition transactions

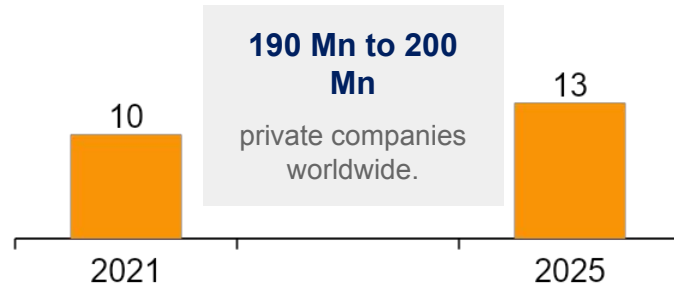
### Tools/Features developed to integrate into the workflow

- Automated sourcing tools
- personalized widgets, investor management tools and multi-lingual support
- Generation of mark to market reports for fund performance

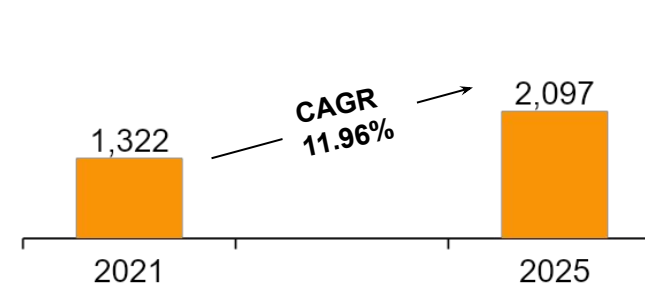
# Key strategies (2/2)

Capitalize on industry opportunities to expand coverage of our customers

Private Market AUM<sup>^</sup> - (US\$ Tn)



Total Addressable Market<sup>^</sup> - (\$ Mn)



From **52% to 65%**  
Combined market penetration of private market data providers in the next 5 years

Expand into adjacent customer segments

Additional use cases of the private market & emerging tech data

- Product discovery where customers can search and find vendors for various software, tools and other use cases.
- Limited partners use the platform for **Fund performance data**
- sales personnel rely on our platform for augmenting company information to **improve their sales outreach**.

Tracxn intends to offer such additional features & modules to further expand their total addressable market

Expand our operations through inorganic growth channels

- Tracxn intends to acquire businesses and technologies that complement its existing capabilities
- It may consider investment opportunities to be able to acquire new technologies, or generate cross selling opportunities, in order to grow its platform or to expand its presence internationally.

Acquisition strategy will aid in

- ↑ long-term growth
- ↑ competitive position
- ↑ increasing its market share
- ↑ acquiring technical expertise
- ↑ achieving greater scale
- ↑ Growth in earnings
- ↑ Increase in shareholder value

Note: (^) According to "Global Information Services Market" report by Frost & Sullivan

# Detailed Financial Statements

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# Profit & Loss Statement (1/2)

Particulars	Q4 FY24	Q3 FY24	Q4 FY23	FY24	FY23
<b>Income</b>					
Revenue from operations	20.32	21.14	20.34	82.77	78.11
Other income	0.03	0.05	0.24	0.31	1.31
Other gains/(losses) - net	1.23	1.02	0.49	3.96	1.76
<b>Total Income</b>	<b>21.57</b>	<b>22.22</b>	<b>21.07</b>	<b>87.04</b>	<b>81.18</b>
<b>Expenses</b>					
Employee benefit expense	17.78	17.00	17.58	69.26	66.98
Depreciation expense	0.04	0.04	0.07	0.17	0.19
Other expenses	1.87	2.28	2.07	8.93	8.55
<b>Total Expenses</b>	<b>19.68</b>	<b>19.32</b>	<b>19.71</b>	<b>78.35</b>	<b>75.72</b>
Profit / (Loss) before tax and exceptional items	1.89	2.89	1.36	8.68	5.46
Current tax (including relating to prior years)	0.05	0.04	0.12	0.18	0.12
Deferred tax (credit) / expense	0.42	0.63	(23.26)	2.00	(23.26)
Exceptional Items - IPO Expenses	-	-	-	-	(4.49)
<b>Profit / (loss) for the period</b>	<b>1.43</b>	<b>2.22</b>	<b>24.50</b>	<b>6.50</b>	<b>33.09</b>

# Profit & Loss Statement (2/2)

Particulars	Q4 FY24	Q3 FY24	Q4 FY23	FY24	FY23
<b>Profit / (loss) for the period</b>	1.43	2.22	24.50	6.50	33.09
Less: Other Income	0.03	0.05	0.24	0.31	1.31
Less: Other gains/(losses) - net	1.23	1.02	0.49	3.96	1.76
Add: Depreciation expense	0.04	0.04	0.07	0.17	0.19
Add: Current tax	0.05	0.04	0.12	0.18	0.12
Add: Deferred tax (credit) / expense	0.42	0.63	(23.26)	2.00	(23.26)
<b>EBITDA</b>	<b>0.67</b>	<b>1.86</b>	<b>0.69</b>	<b>4.59</b>	<b>7.06</b>
<b>EBITDA Margin</b>	<b>3.31%</b>	<b>8.80%</b>	<b>3.42%</b>	<b>5.54%</b>	<b>9.04%</b>
Add: Exceptional items - IPO expenses, reimbursable	-	-	-	-	(4.49)
<b>EBITDA excl IPO expense</b>	<b>0.67</b>	<b>1.86</b>	<b>0.69</b>	<b>4.59</b>	<b>2.57</b>
<b>EBITDA Margin excl IPO expense</b>	<b>3.31%</b>	<b>8.80%</b>	<b>3.42%</b>	<b>5.54%</b>	<b>3.29%</b>
<b>Profit / (loss) for the period</b>	1.43	2.22	24.50	6.50	33.09
Add: Exceptional items - IPO expenses, reimbursable	-	-	-	-	(4.49)
Add: Recognition of Deferred Tax Credit*	-	-	(23.26)	-	(23.26)
<b>PAT excl IPO expense and Deferred Tax</b>	<b>1.43</b>	<b>2.22</b>	<b>1.25</b>	<b>6.50</b>	<b>5.34</b>
<b>PAT Margin excl IPO expense and Deferred Tax</b>	<b>7.02%</b>	<b>10.50%</b>	<b>6.12%</b>	<b>7.85%</b>	<b>6.84%</b>

# Balance Sheet (1/3)

Particulars	As at March 31, 2024	As at March 31, 2023
<b>ASSETS</b>		
<b>Non-current assets</b>		
Property, plant and equipment	0.20	0.36
Intangible assets	-	-
Current tax assets (net)	5.47	2.98
Deferred Tax Asset	21.21	23.07
<b>Total non-current assets</b>	<b>26.88</b>	<b>26.41</b>
<b>Current assets</b>		
Financial assets		
i. Investments	68.05	37.38
ii. Trade receivables	8.34	9.77
iii. Cash and cash equivalents	4.78	2.63
iv. Other financial assets	4.23	20.68
Other current assets	0.80	0.43
<b>Total current assets</b>	<b>86.20</b>	<b>70.88</b>
<b>Total assets</b>	<b>113.08</b>	<b>97.30</b>

# Balance Sheet (2/3)

Particulars	As at March 31, 2024	As at March 31, 2023
<b>EQUITY</b>		
Equity share capital	10.35	10.03
Instruments entirely equity in nature	-	-
Reserves and surplus	60.53	49.66
<b>Total equity</b>	<b>70.89</b>	<b>59.69</b>

# Balance Sheet (3/3)

Particulars	As at March 31, 2024	As at March 31, 2023
<b>LIABILITIES</b>		
<b>Non-current liabilities</b>		
Other financial liabilities	-	-
Contract liabilities	0.41	0.26
Employee benefit obligations	3.38	2.79
<b>Total non-current liabilities</b>	<b>3.79</b>	<b>3.05</b>
<b>Current liabilities</b>		
Trade payables		
(a) Total outstanding dues of micro enterprises and small enterprises; and	0.05	0.08
(b) Total Outstanding dues other than (a) above	0.54	0.83
Other financial liabilities	0.27	0.25
Contract liabilities	31.36	29.16
Employee benefit obligations	2.44	1.86
Other current liabilities	3.74	2.39
<b>Total current liabilities</b>	<b>38.41</b>	<b>34.56</b>
<b>Total liabilities</b>	<b>42.20</b>	<b>37.61</b>
<b>Total equity and liabilities</b>	<b>113.08</b>	<b>97.30</b>

# Cash Flow Statement (1/2)

Particulars	Year ended 31 March 2024	Year ended 31 March 2023
<b>Cash Flow from Operating Activities:</b>		
Net profit before Income Tax	8.68	9.95
Adjustment for:		
Depreciation expense	0.17	0.19
Net (gain)/ loss on disposal of Property, plant and equipment	0.00	(0.00)
Net gains on sale of investments	(0.41)	(0.97)
Net fair value gains on financial assets measured at fair value through profit or loss	(3.64)	(0.48)
Interest on income tax refund		(0.28)
Interest income from bank deposits measured at amortised cost	(0.29)	(1.02)
Employee stock option expense	4.77	5.41
Loss allowance reversed on account of receivables written off	0.22	0.75
Impairment loss/ (reversal) on financial assets	0.06	(0.43)
Unrealised Exchange Difference (net)	0.02	(0.07)
<b>Operating Profit / (Loss) before working capital changes</b>	<b>9.58</b>	<b>13.03</b>
Adjustment for:		
(Increase)/ decrease in trade receivables	1.17	(2.89)
(Increase)/ decrease in other financial assets	(0.49)	(1.58)
(Increase)/ decrease in other assets	(0.37)	(0.07)
Increase / (decrease) in trade payables	(0.32)	0.24
Increase / (decrease) in contract liabilities	2.35	3.88
Increase / (decrease) in employee benefit obligations	0.61	0.35
Increase / (decrease) in other financial liabilities	0.03	0.06
Increase / (decrease) in other liabilities	1.36	0.44
<b>Cash generation from Operations</b>	<b>13.92</b>	<b>13.45</b>
Income taxes paid (net of refunds received, including interest thereon)	(2.67)	1.71
<b>Net Cash Flow from/ (used in) Operating Activities</b>	<b>11.25</b>	<b>15.16</b>

# Cash Flow Statement (2/2)

Particulars	Year ended 31 March 2024	Year ended 31 March 2023
<b>Cash Flow from Investing Activities:</b>		
Payments for purchase of property, plant and equipment	(0.04)	(0.31)
Proceeds from sale of property, plant and equipment	0.03	0.03
Funds invested in bank deposits	16.94	3.00
Proceeds from sale of investments	59.11	72.94
Payments for purchase of investments in mutual funds	(85.73)	(92.46)
Interest received	0.29	1.02
<b>Net cash inflow /(outflow) from investing activities</b>	<b>(9.41)</b>	<b>(15.77)</b>
<b>Cash Flow from Financing Activities:</b>		
Application money received for exercise of stock options	0.36	-
Net cash inflow from financing activities	0.36	-
Net Increase/(Decrease) in Cash and Cash Equivalents	2.20	(0.61)
<b>Cash and Cash Equivalents as at beginning of the year</b>	<b>2.63</b>	<b>3.19</b>
Effects of exchange rate changes on cash and cash equivalents	(0.05)	0.05
<b>Cash and Cash Equivalents as at end of the year</b>	<b>4.78</b>	<b>2.63</b>

# Definitions

- (1) **Customer Accounts** refers to the distinct contracts entered into by our Company with each customer, at the time of measurement. A customer account may include access for a single or multiple number of Users.
- (2) **Users** refers to the number of activated user accesses on the platform at the time of measurement and does not include bulk users like university/educational institutes accounts
- (3) **Contract Price** is net invoicing done in a given period adjusted for unbilled revenue for the period, till the time of measurement
- (4) **Entities Profiled** refer to the profiles published and available on the platform to the user at the time of measurement.
- (5) **EBITDA** is a non-GAAP financial metric, calculated as Profit/(loss) for the period minus Other Income and Other gains/ (losses) - net, plus Depreciation and Amortization Expenses, plus Finance Costs, if any plus Income Tax Expense
- (6) **EBITDA excluding IPO expense** is a non-GAAP financial metric, calculated as EBITDA plus Exceptional items - IPO expenses, reimbursable to the company
- (7) **PAT excluding IPO expense and Deferred Tax** is calculated as Profit/(loss) for the period plus Exceptional items - IPO expenses, reimbursable to the company plus Deferred Tax
- (8) **PAT excluding IPO expense, Deferred Tax and CCPS** is calculated as Profit/(loss) for the period plus Exceptional items - IPO expenses, reimbursable to the company plus Deferred Tax minus Fair value gain/ (loss) on CCPS measured at fair value through profit or loss. Fair value gain/ (loss) on CCPS adjustment has been made only for FY20 & FY21 in this presentation
- (9) **Free Cash Flow** is calculated as Net Cash Flow from/ (used in) Operating Activities less Capex (payments for purchase of property, plant and equipment)
- (10) **Organic Search Traffic** - Traffic originating from an organic search result
- (11) **Existing Customer** - An account which had also contributed to the accrued revenue prior to the given financial year / period.
- (12) **New Customer** - An account contributing to the accrued revenue for the first time in the given financial year/ period
- (13) **Headcount** - Number of employees on the company payroll as on the date of measurement.

# Thank You

## **Company Information**

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