



Private Market Intelligence Platform

**Corporate Presentation
May 2025**

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

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 th Mar, 2025)	4.5 million+ Entities profiled	74,300+ Investor profiles	8,70,000+ Transactions covered [^]
Customer scale (31 th Mar, 2025)	50+ Countries of presence	1,926 # of customer accounts	5,051 # of users
Key financials (FY25)	84.5 Cr. Revenue from operations	88.5 Cr. Contract Price	17.9% Operating Revenue CAGR v/s 8.2% Total cost CAGR (FY21-25)

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 6,58,000+ funding rounds and 2,12,000+ 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

2013-15
Platform Launched

Sachin Bansal Binny Bansal



ELEVATION



Ratan N Tata



NRJN Family Trust

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



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 20th Oct 2022
- Launched updated Home Dashboard with personalised feed

Current
- Among the Leading global market intelligence providers for private company data[^]
- One of the largest global coverage of private companies in the emerging technology sectors[^]

Note: (^) According to "Global Information Services Market" report by Frost & Sullivan
Timeline is basis calendar years

Our Platform (1/2)

Amongst Top 5 globally

in terms of number of companies profiled[^]

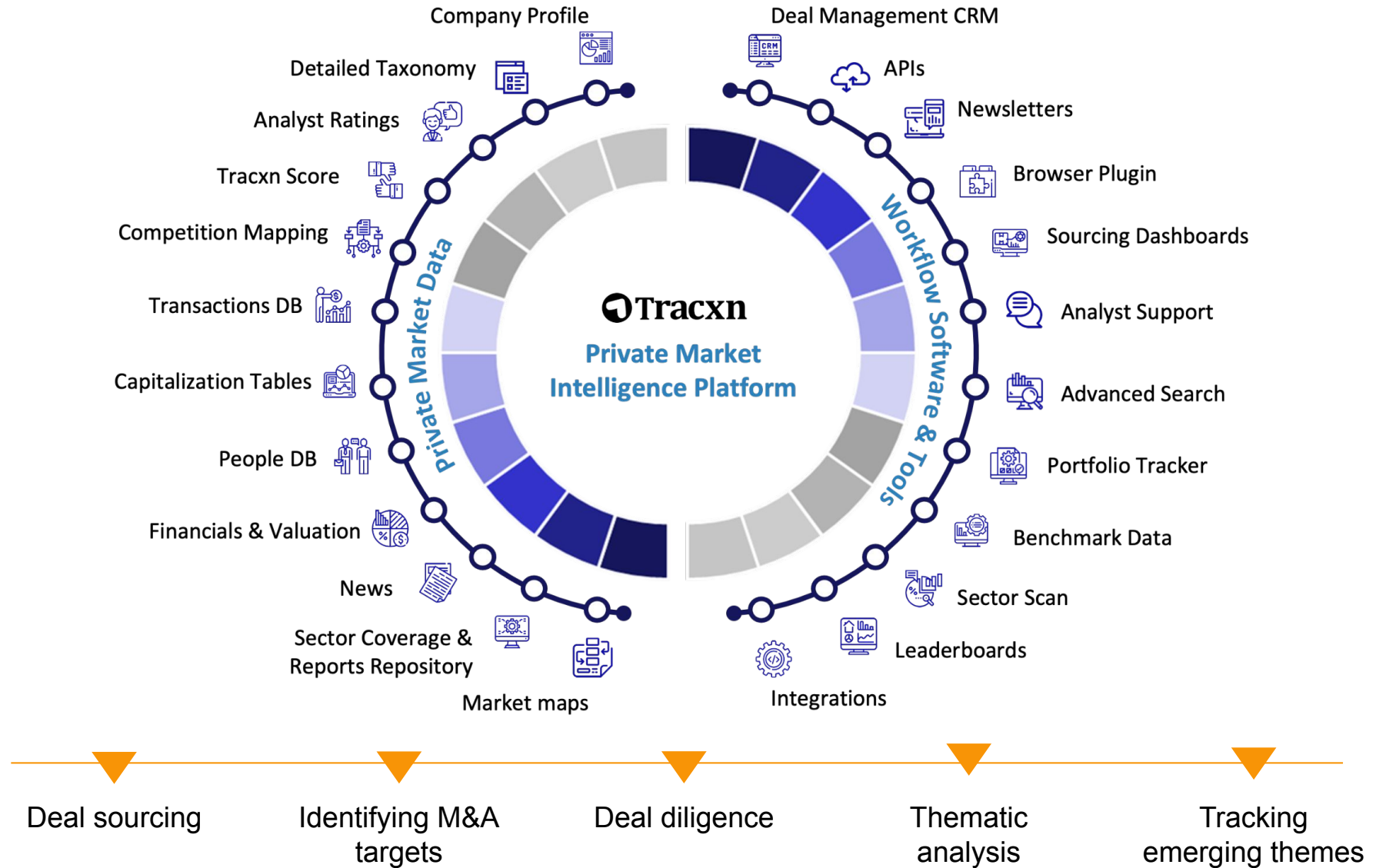
One of the largest coverage of private companies

in emerging technology sectors including IoT, artificial intelligence, virtual reality, robotics, blockchain and electric vehicles[^]

One of the few

Private market data service providers to have a proprietary taxonomy for technology sector companies and prepare market maps[^]

Use Cases



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

Our Platform (2/2)

24 industries tracked across the globe

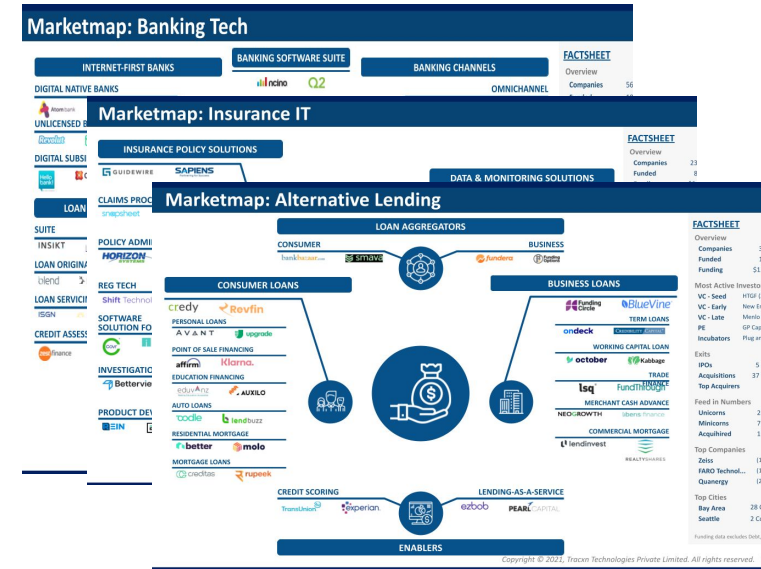
- Auto
- Consumer Goods
- Media & Entertainment
- Healthcare
- Financial Services
- Food
- Education
- Business Services
- IT Infrastructure & Services
- Retail
- Logistics
- Energy & Utilities

Organized into proprietary taxonomy nodes

As of March 31, 2025



Quick visual market maps



Detailed taxonomy tree



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 offering services to them.	99	14	\$88.4M	14	14	\$57.6M	EVEN Financial
Lender Databases								
Enablers	Trade Finance	495	234	\$3.9B	4	62	\$635M	Unifirst
Alternative Credit Score	Credit Lines							
Lending-as-a-service	Merchant Cash Advance							
Secondary Market	Equipment Financing							
Collateral Lending	Litigation Financing							
Consumer Debt Management	Revenue Based Finance							
Debt Repayment	Industry Specific							
Credit Score Management	Mortgages							
IPO	Green Financing							
Lead Generation Platforms	Diversified							
Loan Comparison Platforms	Micro Loans							
	Business Loans							
	Term Loans							
	Working Capital Loans							

Automated report generation

20,000+

Reports generated (FY25)

15

Categories for report generation (FY25)

Large & Growing Market

Multiple large companies have been created in the financial data markets



\$40B+

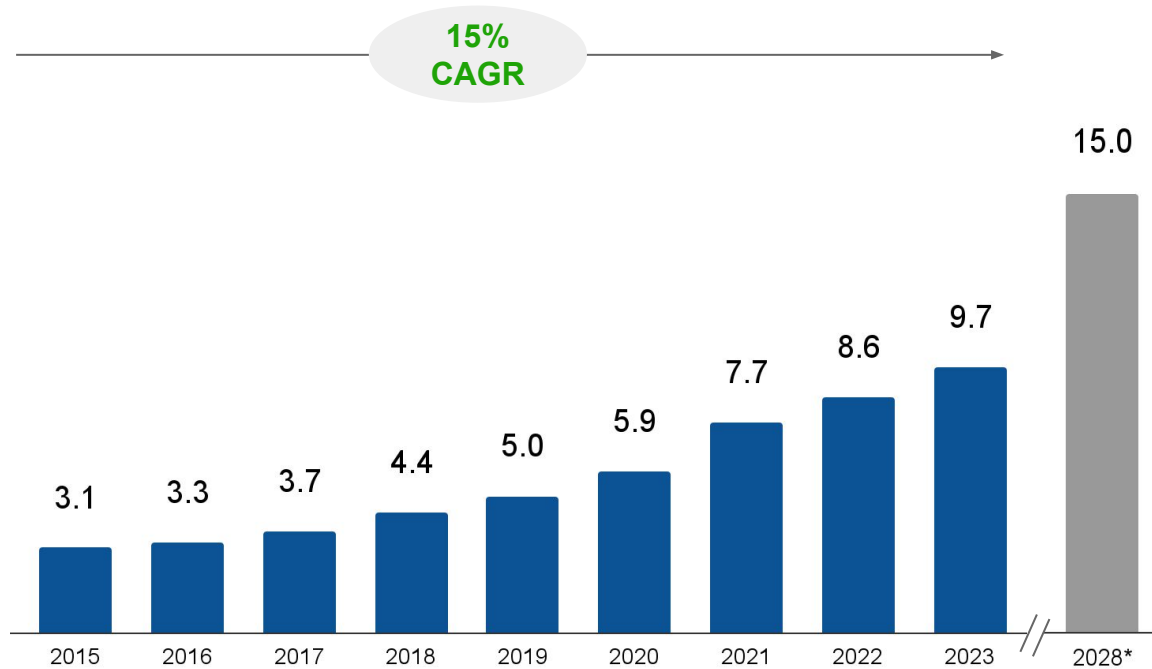
**Cumulative Revenue and
of Financial Market Data
Companies for 2024***

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

Large & Growing Market

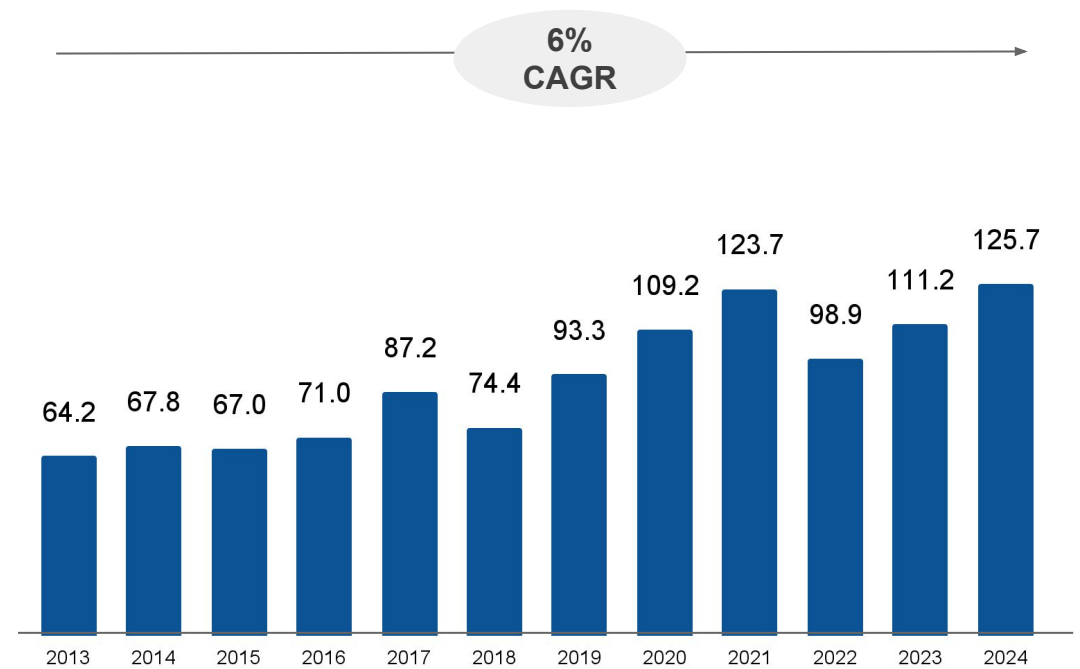
Private Market AUM Growth¹

(in USD trillion)



Public Market Capitalization²

(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
~200,000 addressable organizations*

Investment Industry

Corporate

Others

36,288

Venture Capital Funds

26,862

Private Equity Firms

55,892

Listed Entities

31,097

Educational Institutions

2,740

Limited Partners

14,681

Investment Banks

10,346

Accelerators & Incubators

34,080

Large Corporate

1,881

Debt Funds

250

Industry Body

4,108

Family Offices

1,515

Angel Network

16,299

Late-stage Startups¹

250

Government Body

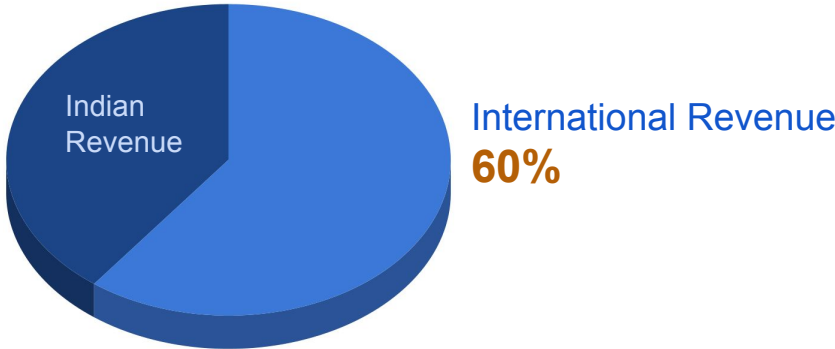
Note: (1) Late-stage startups considered here are of Series-C and above funding

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

Key Highlights

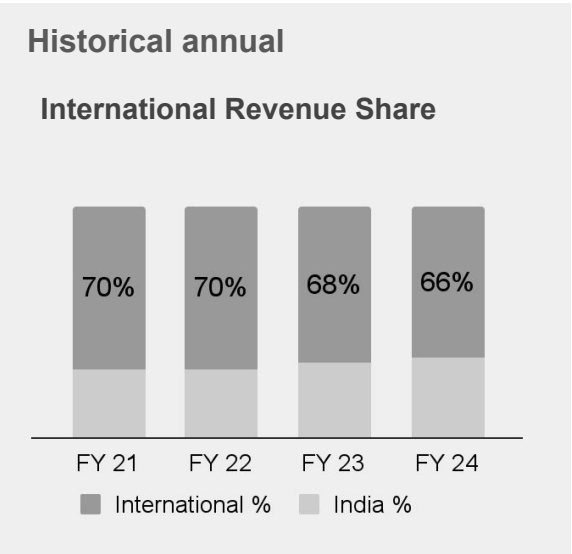
Global Customer Base

60% international revenue in FY25

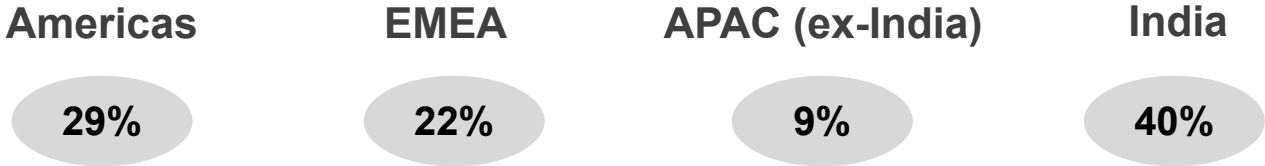


Customers span over 50+ countries*

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



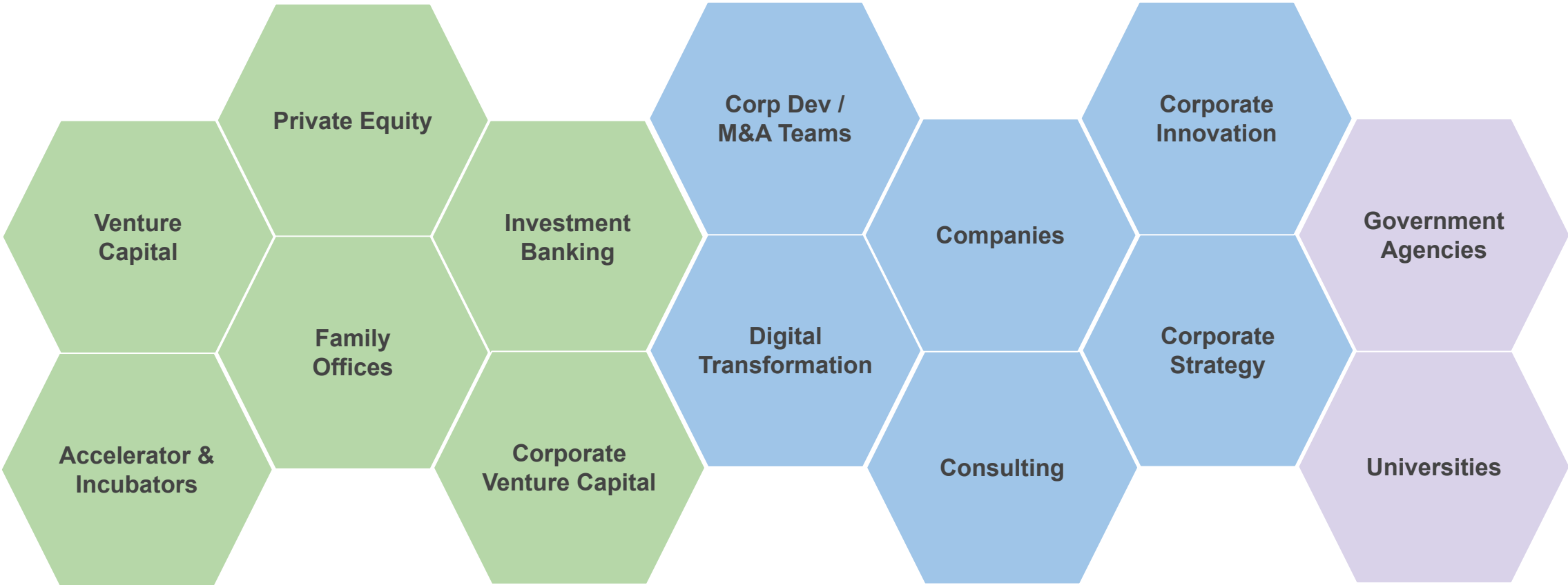
Revenue Contribution by % (FY25)



Note: (*) Based on customer accounts as on end of period

Diverse Customer Base

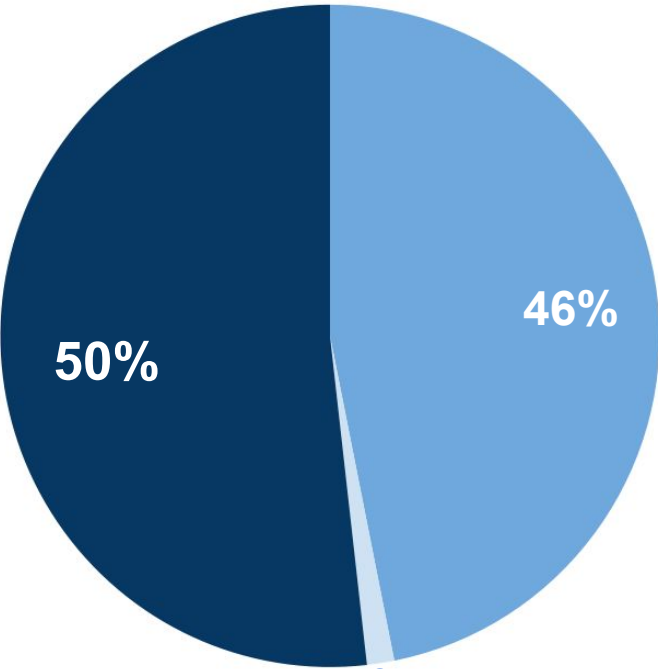
Customer segments & departments that we work with



Investment Industry Corporate Others

FY25: Split by Customer Type

Investment Industry
 (includes VC funds, PE funds, Investment Banks, CVCs, Accelerators & Incubators, Family Offices, etc)



Corporates
 (includes Corporate Innovation teams, Corporate Development / M&A teams, Strategy and Sales teams, Consulting firms, Startups, etc.)

Others
 (includes Educational Institutes, Government Agencies, Industry Bodies)

Healthy spread across Investment Industry and Corporates

Note: (*) Based on customer accounts as on end of period

FY25: Revenue Growth

Revenue split by India and International

(in INR Cr.)

	FY23	FY24	FY25	YoY %
India Revenue	25.0	28.4	33.5	18%
International Revenue	53.1	54.3	51.0	-6%
Total Revenue	78.1	82.8	84.5	2%

Accelerated growth in India due to launch of vertical teams

Continued growth in large accounts*

Revenue	FY 21	FY 22	FY 23	FY 24	FY 25
INR 20L+ accounts	13	26	33	40	46
INR 30L+ accounts	5	11	22	23	22
INR 40L+ accounts	3	6	12	16	19

Indicates continued headroom for growth in ASP

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

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

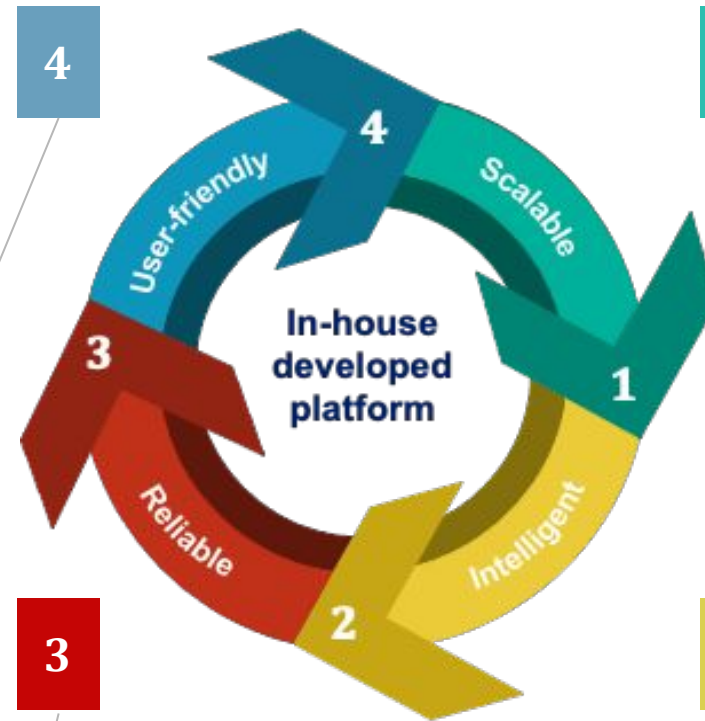
Hosted on cloud servers – ensures minimum downtime

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

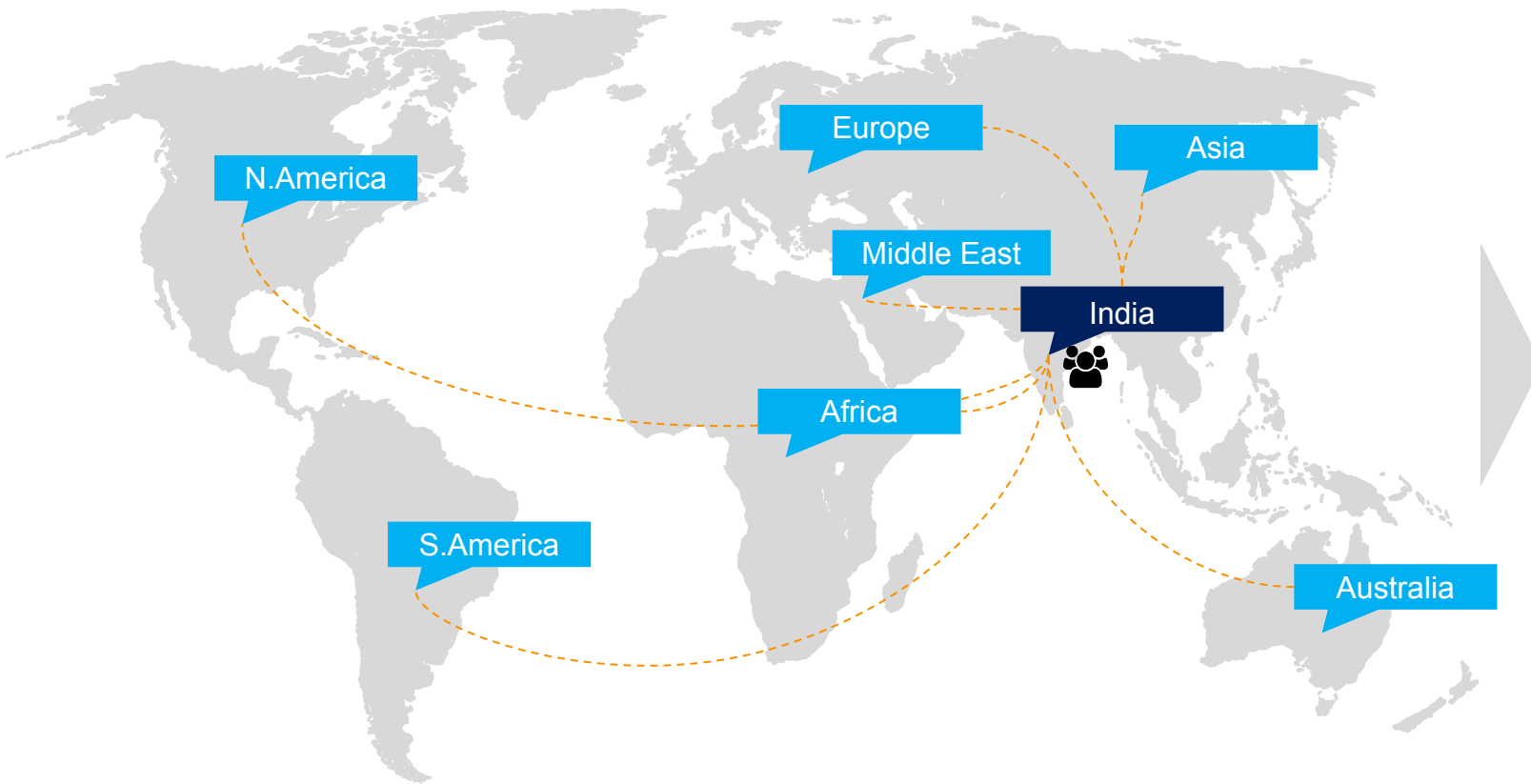
Automated – based on web crawling and data engine to track millions of web domains, track data points across digital footprint of entities and add several companies to database

Flexible platform – aids launching of new features

In-house data mining engine – automate discovery of new-age companies by tracking 836mn+ 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

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**
- Venture Partner at **Prime Venture Partners**
- Co-Founder of **Samast 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

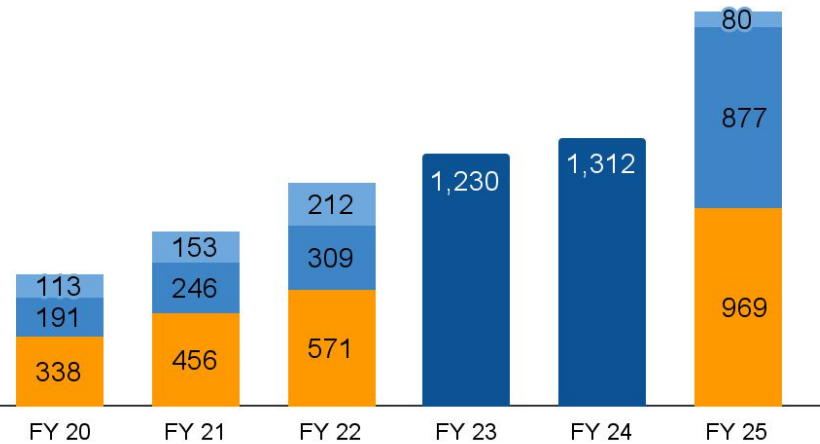
Snapshot – Operational Performance

Customer Accounts

(Nos)

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

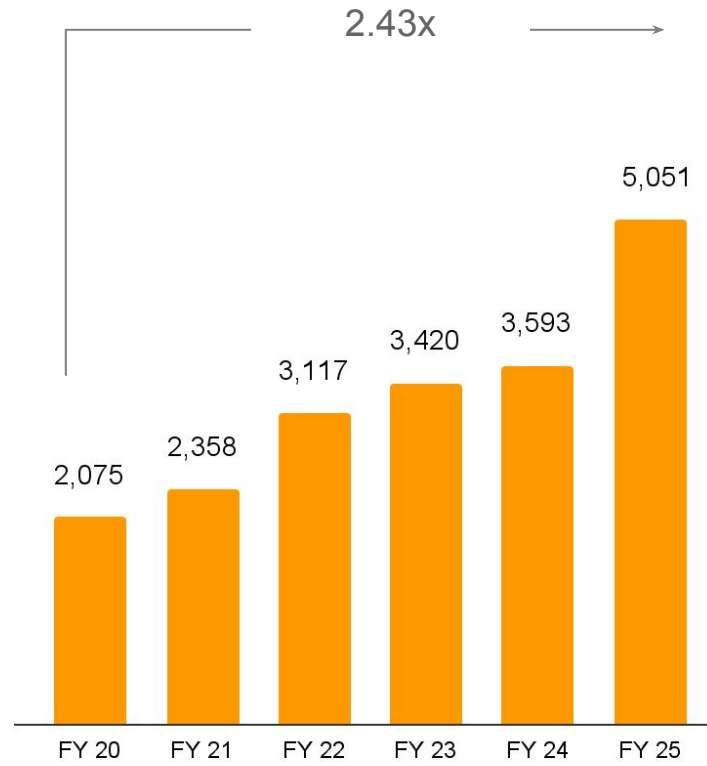
642	855	1,092	1,230	1,312	1,926
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Customer Accounts refers to the distinct contracts entered into by our Company with each customer at the time of measurement. Paid subscriptions may include access for a single or multiple number of Users of the customer

Users

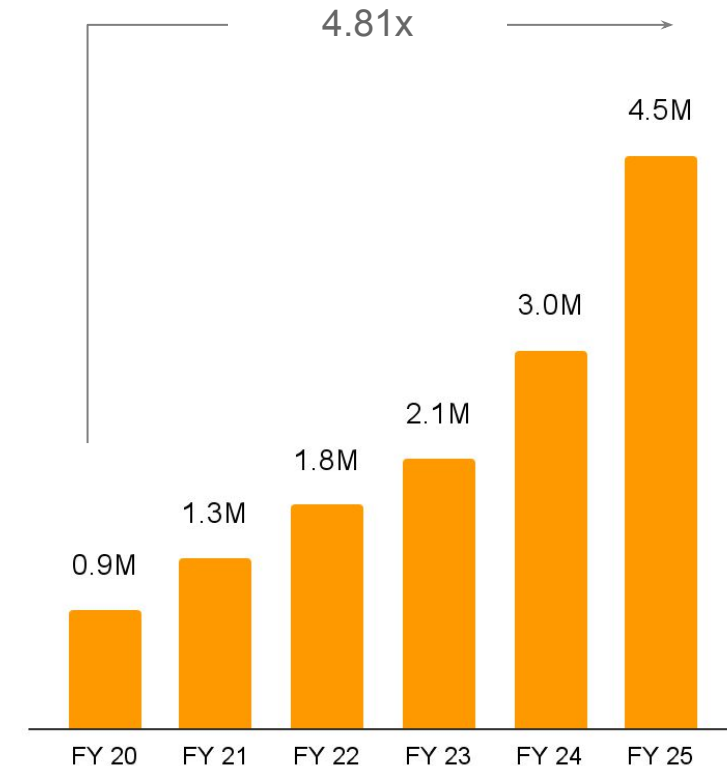
(Nos)



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)



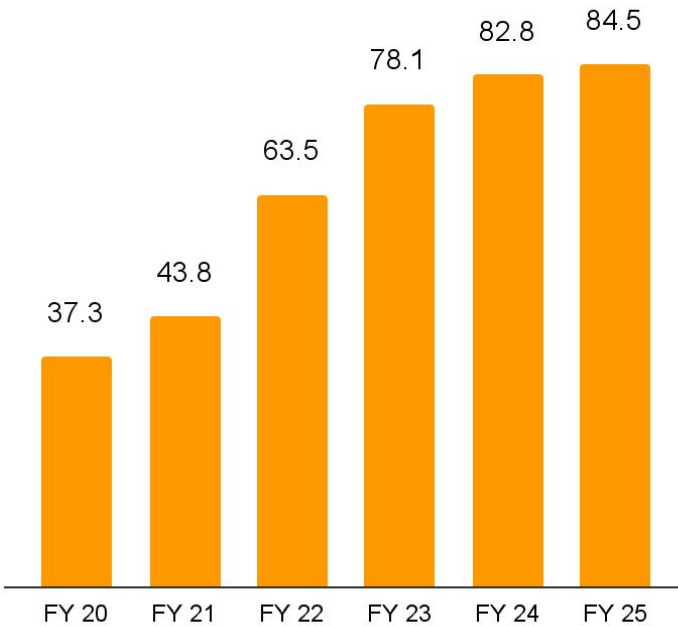
Entities profiled are categorised under more than 57,000 taxonomy nodes on the platform.

Note: (#) Others include government agencies, academic institutions. Split of customer accounts basis category is not available for FY 23 & FY24.

Snapshot – Financial Performance

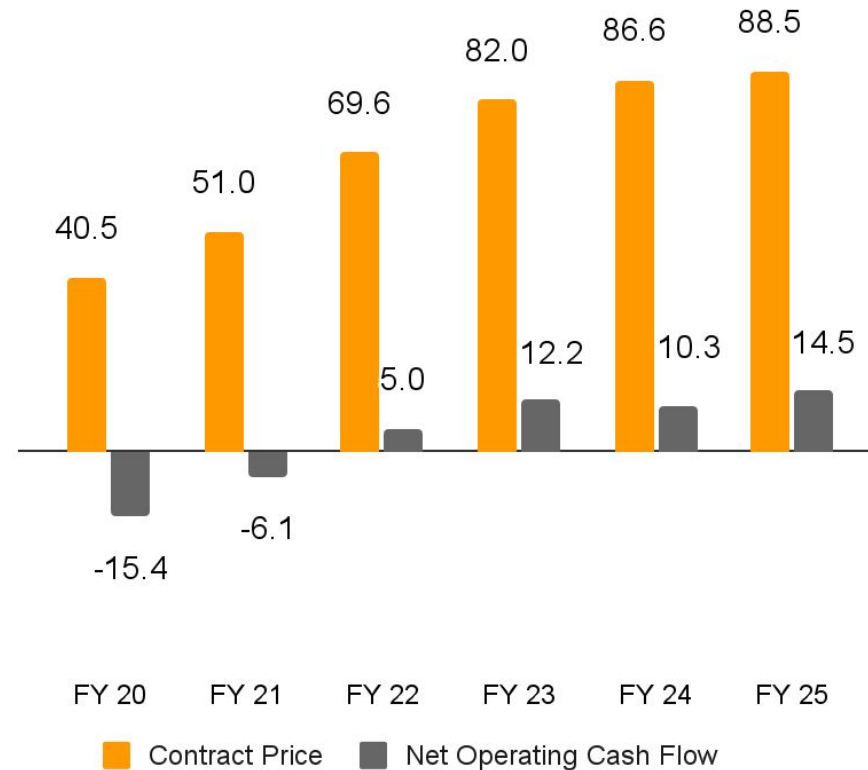
Revenue From Operations

(INR Cr.)



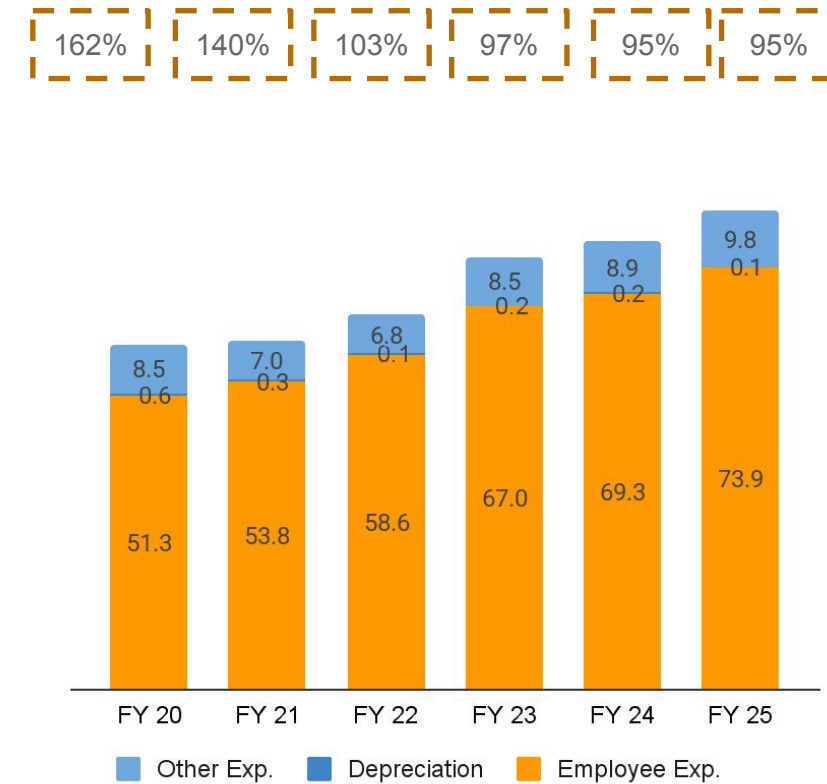
Contract Price[^] v/s Net Operating Cash Flow*

(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

FY25 Financial Performance

FY25: Financial Performance Summary

Continued growth in Volume, Deferred Revenue and Cash

REVENUE	PROFITABILITY		OTHER
Revenue from Operations 84.5 Cr. ▲ 2.1% YoY	EBITDA 0.8 Cr. ▼ 3.8 Cr. YoY	EBITDA Margin 1.0 % ▼ Margin decreased by 4.6% from FY24	Free Cash Flow¹ 14.3 Cr. ▲ 4.1 Cr. YoY, down from FY24
Total Income 90.4 Cr. ▲ 3.8% YoY	PAT 6.5 Cr. ▼ 1.6 Cr. YoY	PAT Margin* 5.8 % ▼ Margin decreased by 2.0% from FY24	Cash & Cash Equivalent^{1,2} 94.6 Cr. ▲ 25.7% YoY ▲ 19.4 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 2025

(2) Cash & Cash equiv. = Cash & Cash equiv., Investments & FDs as on 31st Mar 2025

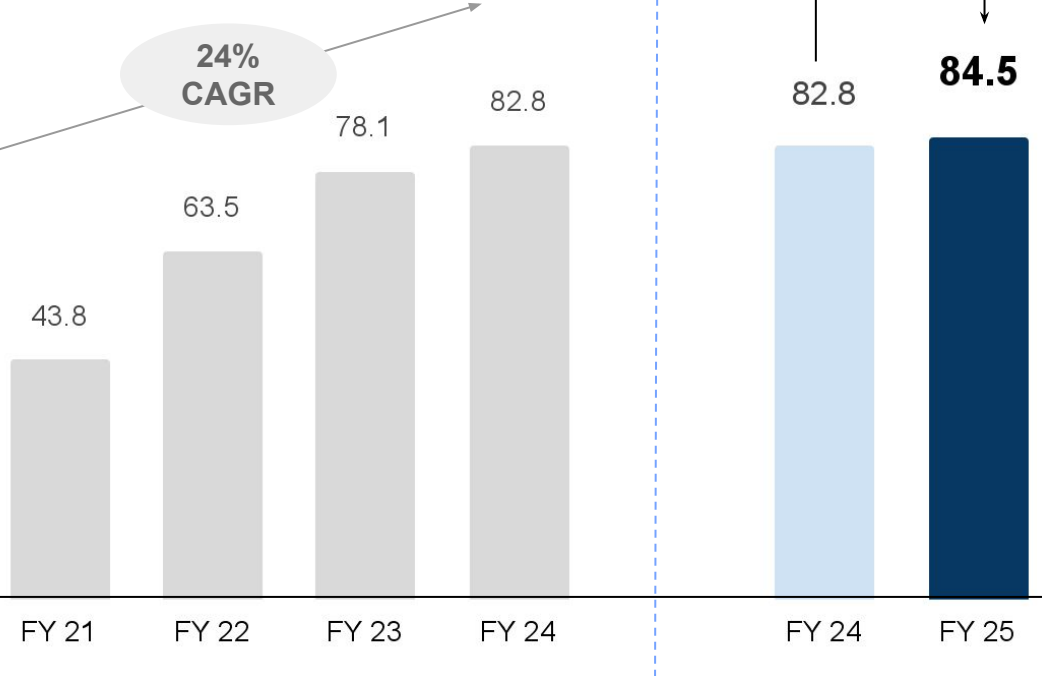
(3) PAT for FY25 is excluding deferred tax adjustments

(*) Including proforma bills wherein invoice is to be raised after payment is received

FY25: Continued Revenue Growth Momentum

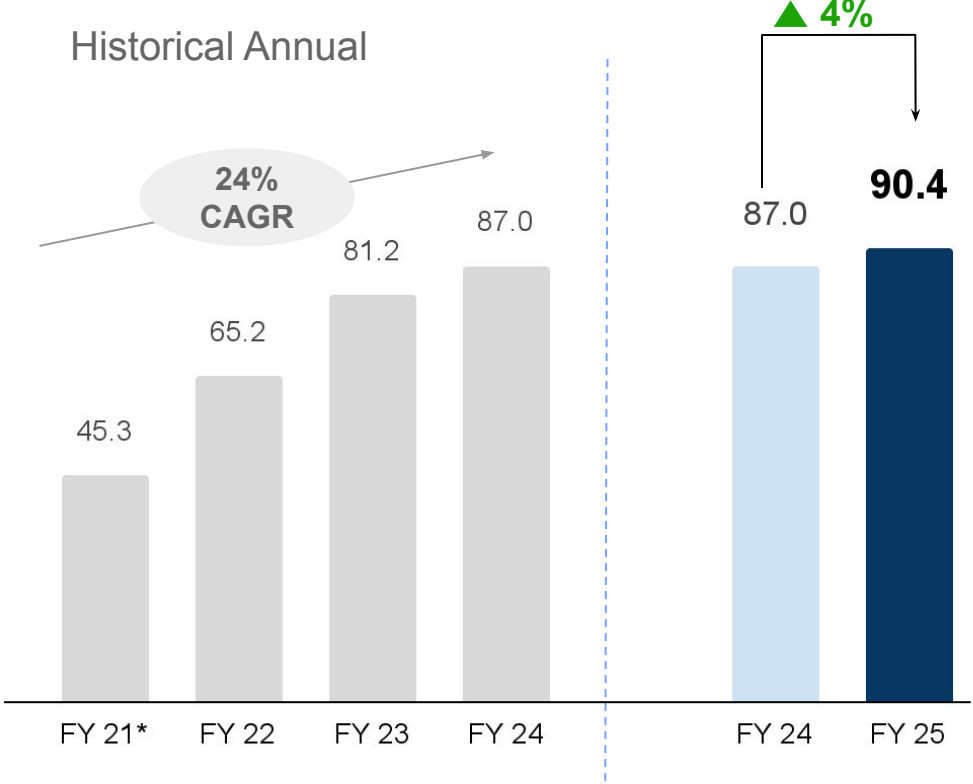
Revenue from Operations (in INR Cr.)

Historical Annual



Total Income (in INR Cr.)

Historical Annual



Revenue from operations grew at 2% YoY for FY25

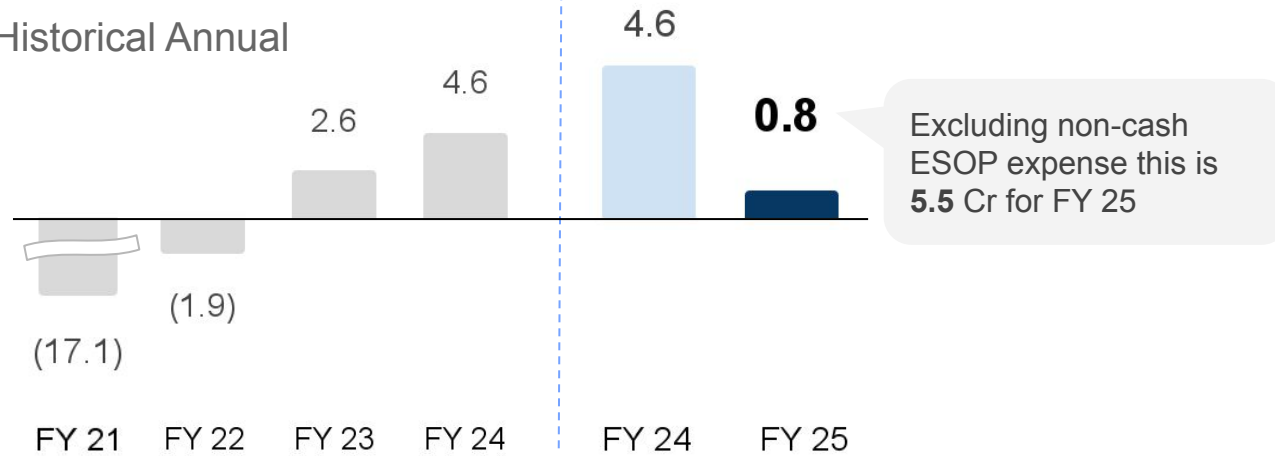
Note: (*) Total Income net of for Fair value gain/ (loss) on CCPS for FY21

FY25: Profitable Operations - EBITDA & PAT

EBITDA

(in INR Cr.)

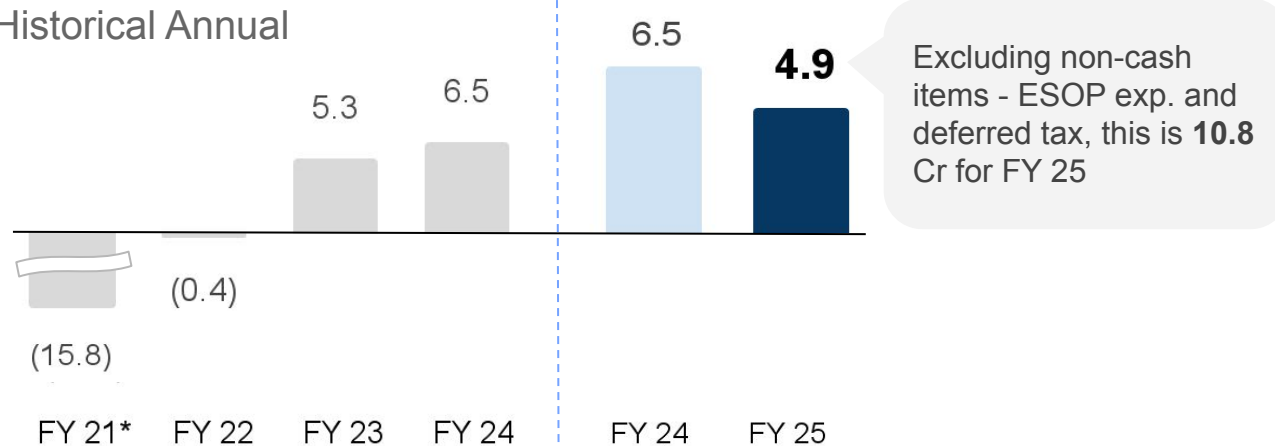
Historical Annual



PAT¹

(in INR Cr.)

Historical Annual



FY25 EBITDA of 0.8 Cr. and PAT of 4.9 Cr.

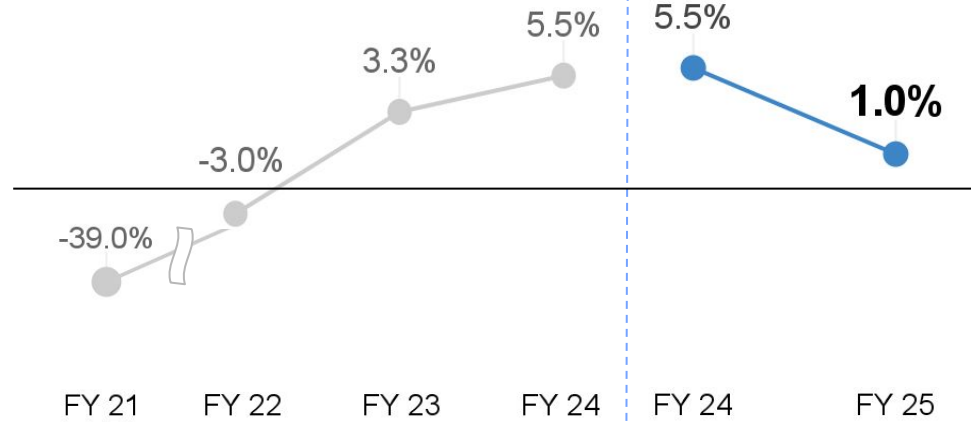
(Note EBITDA & PAT includes non-cash expenses, eg. ESOP exp)

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

FY25: Continued Margin Expansion

EBITDA Margin

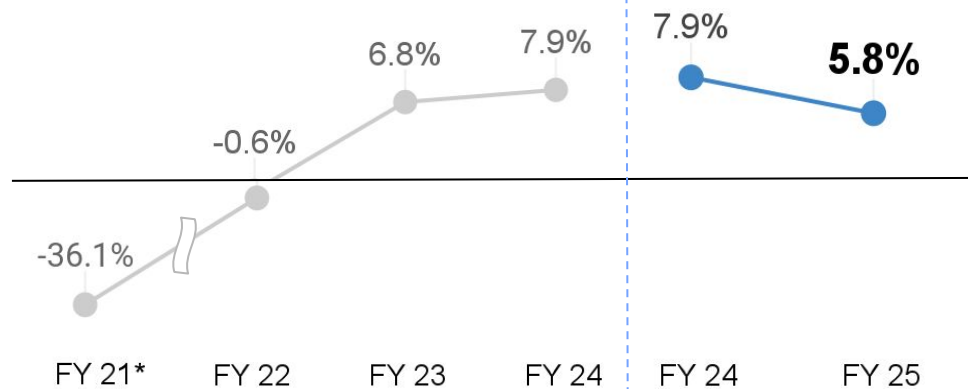
Historical Annual



FY25 EBITDA Margin of 1.0% and PAT Margin of 5.8%.

PAT Margin¹

Historical Annual



EBITDA Margin decreased by 4.6% YoY

Note: (1) PAT for FY25 is excluding deferred tax adjustments; (*) Net of for Fair value gain/ (loss) on CCPS for FY21

Significant Incremental Revenue continues to go into Bottomline

	FY 25	Historical Annual:			
		FY 21	FY 22*	FY 23*	FY 24
Revenue from operations	84.5	43.8	63.5	78.1	82.8
Incremental Revenue from Operations (Δ)	+1.7	+6.4	+19.7	+14.7	+4.7
EBITDA	0.8	(17.1)	(1.9)	2.6	4.6
Incremental EBITDA (Δ)	(3.8)	+5.4	+15.1	+4.5	+2
Incremental EBITDA as a % of Incremental Revenue from Operations	-	84%	77%	31%	43%

(in INR Cr.)

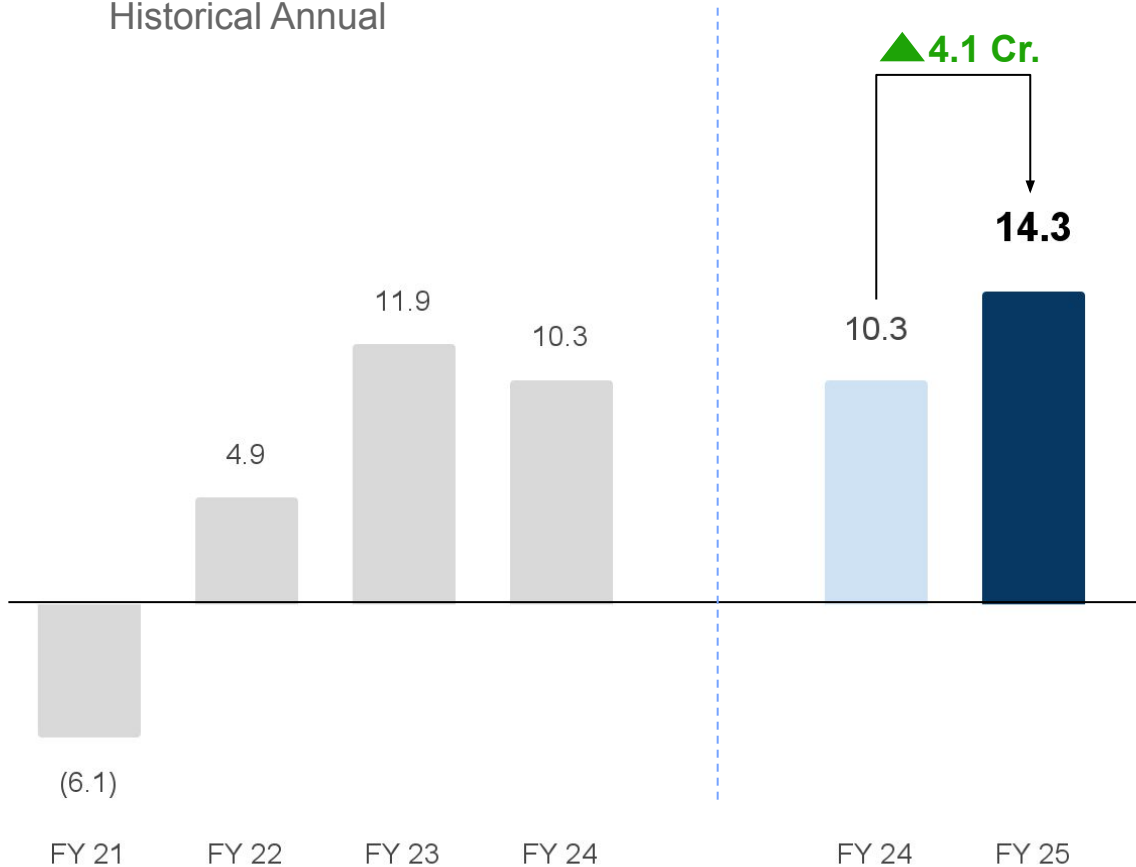
**Incremental revenue offset by increase in cost
Investing aggressively across various growth initiatives**

FCF and Cash & Cash Equiv.

FCF (Free Cash Flow)¹

(in INR Cr.)

Historical Annual



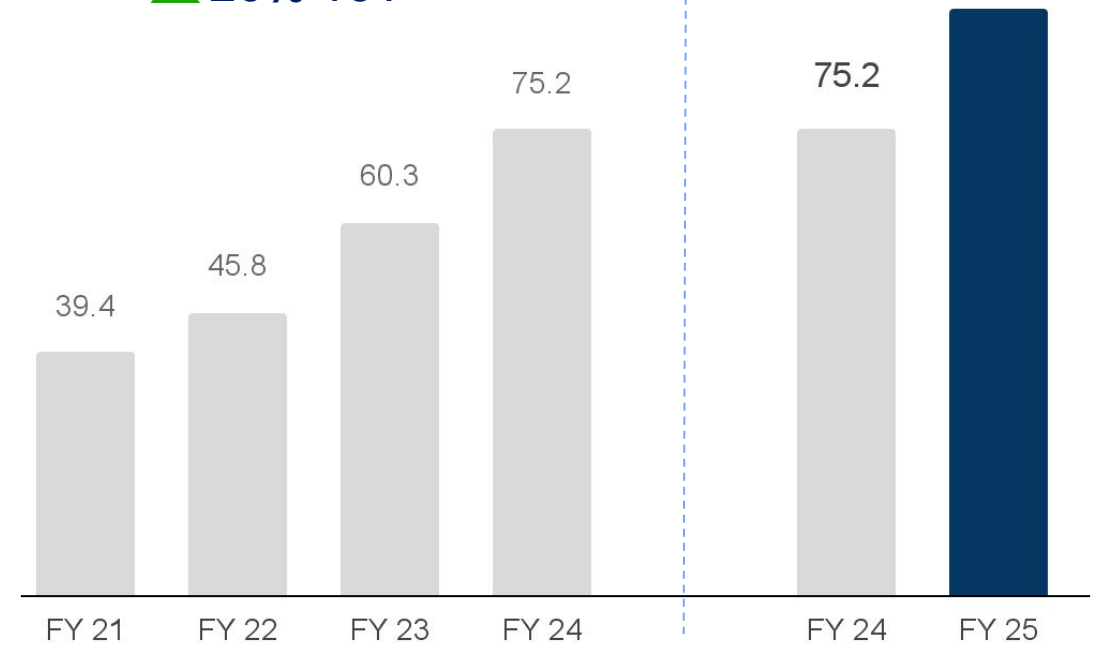
Cash & Cash Equivalents^{1,2}

(in INR Cr.)

94.6 Cr.

▲ Added **19.4 Cr.** YoY

▲ **26%** YoY



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

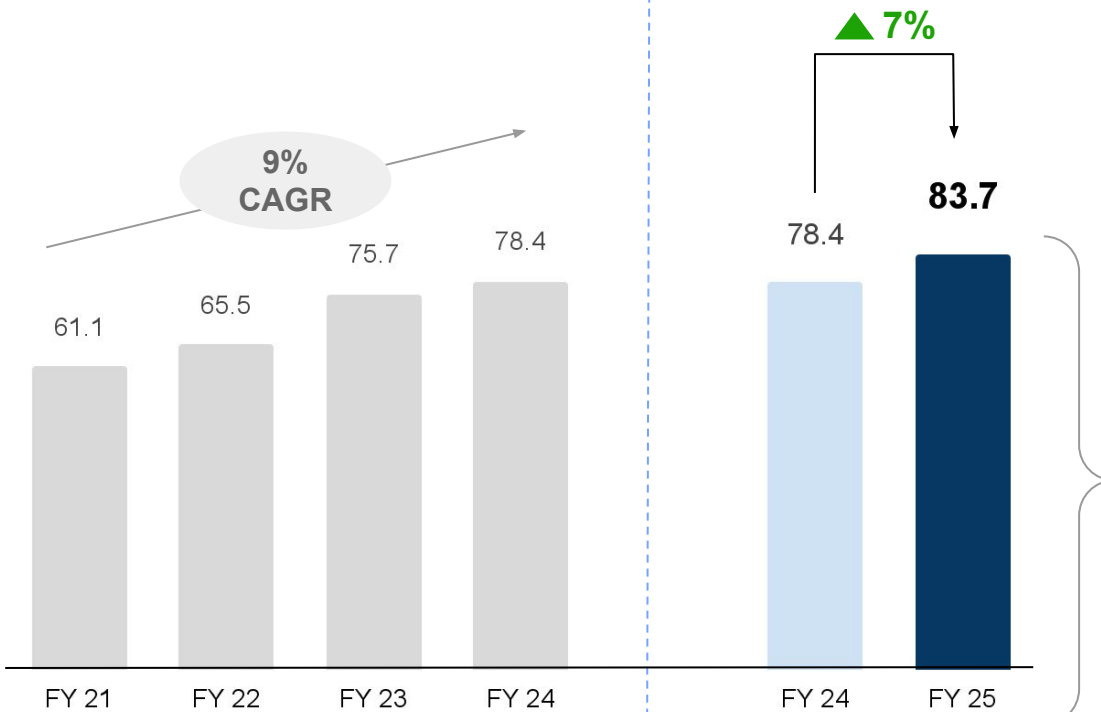
(2) Cash & Cash equiv. = Cash & Cash equiv., Investments & FDs, Security Deposit towards listing in FY23 and FY24

FY25: Expense Breakup

Total Expense

(in INR Cr.)

Historical Annual



Total Expense - Breakup (for FY25)

(in INR Cr.)

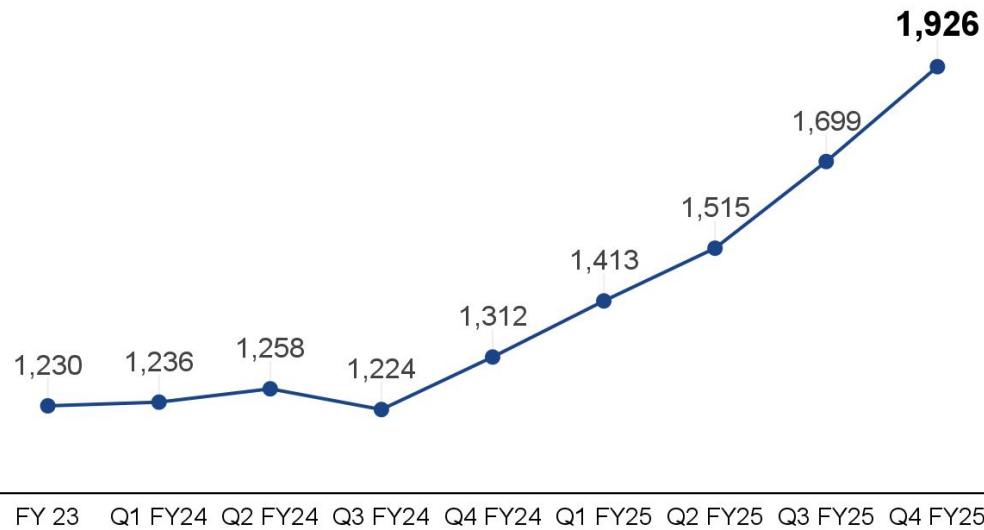
	FY25	% of Total Expense
Employee Benefit Expenses	73.9 Cr.	88.2%
<i>Salaries, Wages & Bonus</i>	67.2 Cr.	80.3%
<i>Employee Stock Option Expense</i>	4.6 Cr.	5.5%
<i>Other Employee Benefit Expenses</i>	2.0 Cr.	2.4%
Depreciation Expense	0.1 Cr.	0.1%
Other Expenses	9.8 Cr.	11.7%
<i>Cloud Hosting Charges</i>	2.4 Cr.	2.9%
<i>Rent for Building</i>	2.1 Cr.	2.5%
<i>Remaining Other Expenses</i>	5.2 Cr.	6.2%
Total Expenses	83.7 Cr.	100%

- Bulk or 88% of total expense is **emp. cost** (89% in FY22, 88% in FY23 & FY24)
- **Cloud Hosting** charges are the 2nd 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)

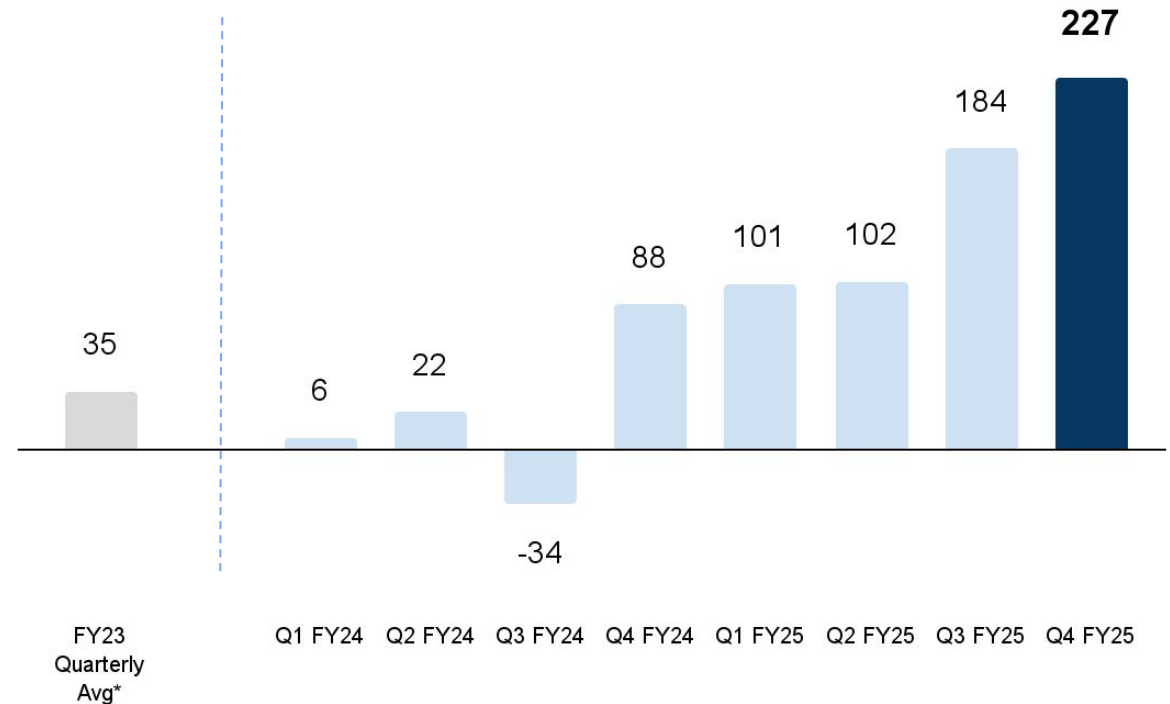
Q4 FY25: Greenshoots

Continued high overall volume growth

Customer Accounts (#)

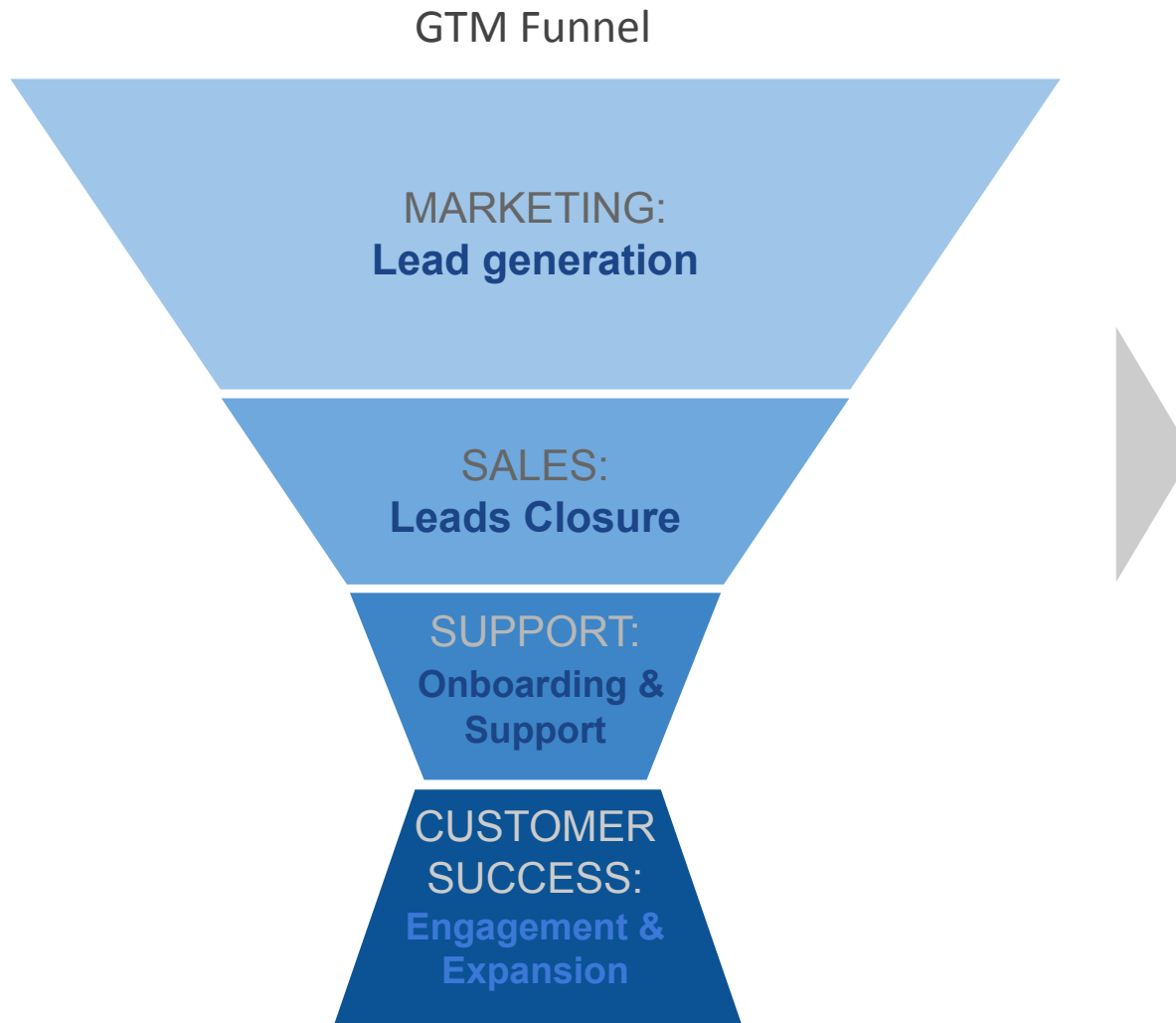


Customer Accounts - Net Addition



Q4 FY25 addition highest
due to various growth initiatives

Growth Initiatives

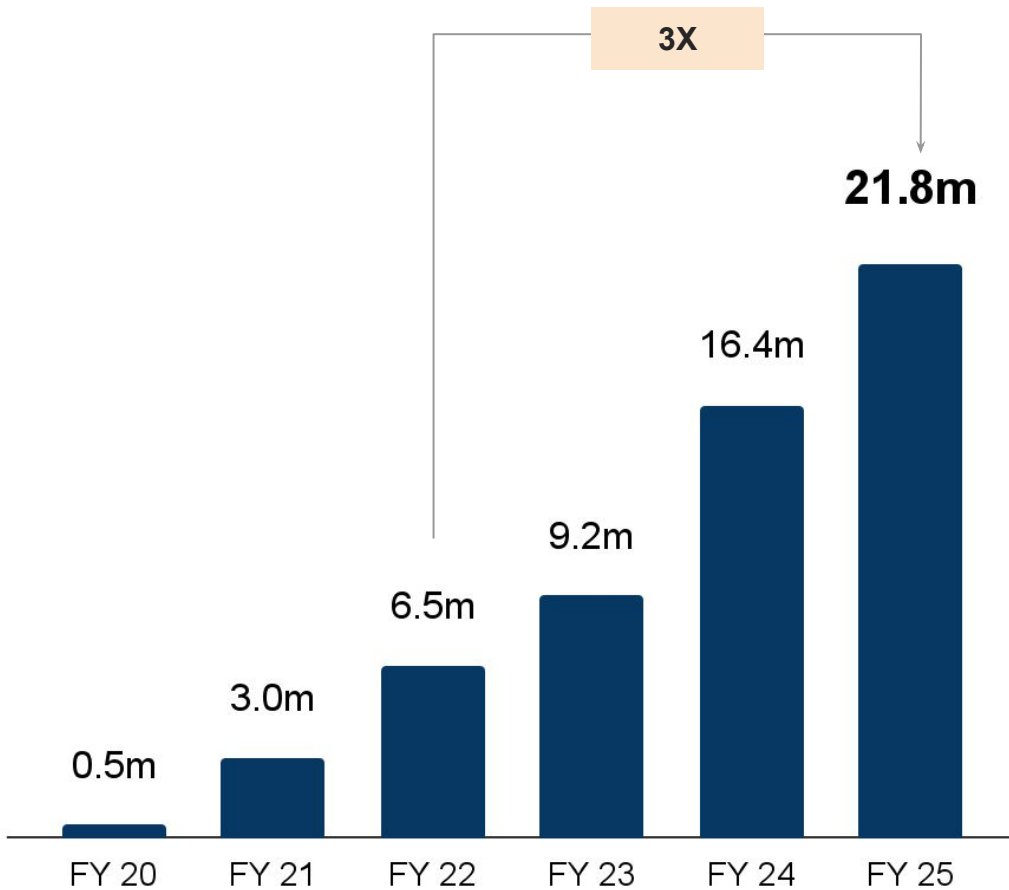


Over the last few quarters, we have been investing heavily across various growth initiatives spanning across sales, marketing and account expansion.

The following slides give an overview of some of the key initiatives launched where we are seeing good results and expect further acceleration.

Select Recent Growth Initiatives

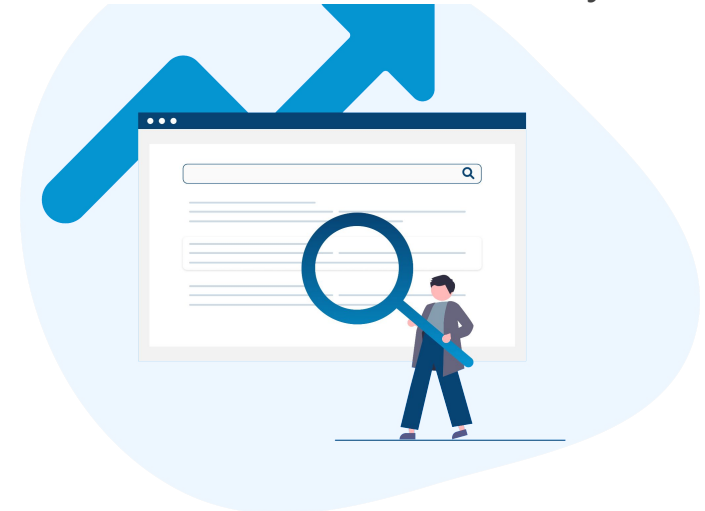
Organic Search Traffic* (in millions)



Note: (*) Source: Search Console & Internal Estimates

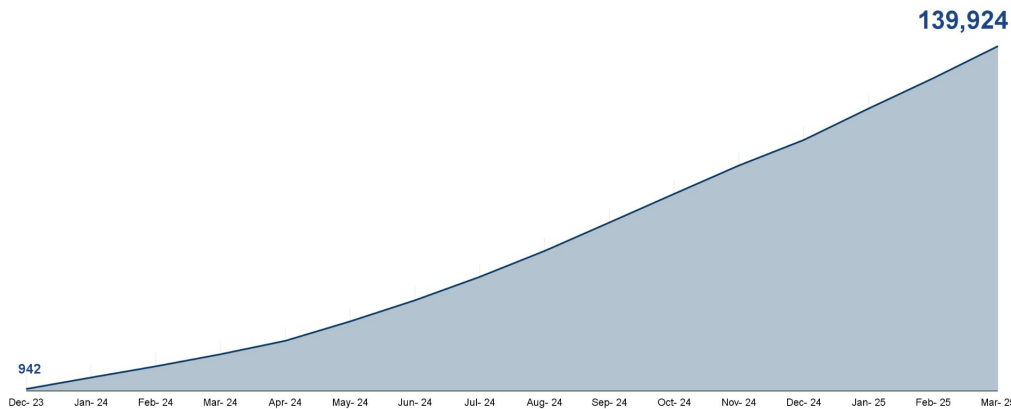
1 Scaling Organic Traffic & Inbound Leads Pipeline

- We have built a large organic inbound traffic funnel, & it continues to increase
- **Over 21 Million** visits in FY25
- This is a 3x increase in the last 3 years

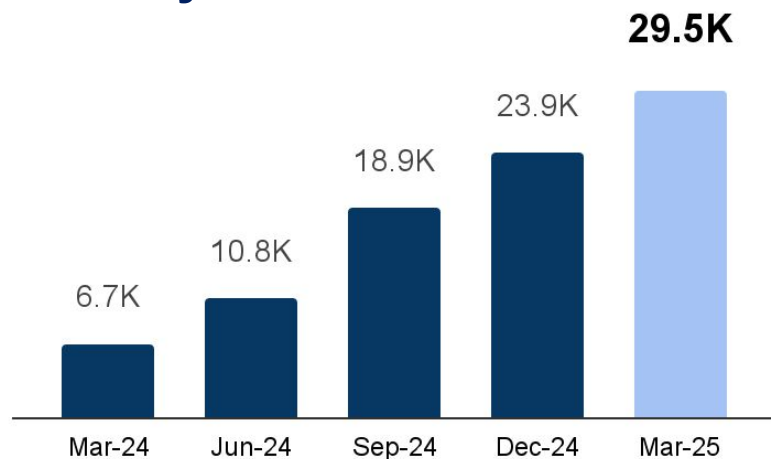


Select Recent Growth Initiatives

#New Tracxn Lite Signups¹



#Monthly Active Users²



2 Tracxn Lite

- Had launched **Tracxn Lite** ~last year 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)
- **Great traction** - in just a little over one year since launch, more than **1,39,000 sign ups** for Tracxn Lite, with pace of acquisition increasing QoQ. Monthly active users have crossed **30,000**
- Very good **increase** in **overall sales acquisition pipeline**.
 - For instance - Q4FY24 v/s Q4FY25
 - #Organic sign-ups have **almost tripled** (2.7X)
 - Avg monthly actives have **quadrupled** (4.4X)
 - Avg. #users / day hitting the credit limit **almost tripled**
 - Increase in upgrade requests, demos, etc.

Select Recent Growth Initiatives

3 Specialized Teams - Universities



- Specialized 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 very good success: Customer count* has **increased over 300%** in this segment and **revenue has increased 100%** in FY25 YoY
- Added many top-university accounts as customers (eg.3 IIMs, 5 IITs, BITs)
- Tracxn has been introduced into some of the top B-school courses (eg. IIMs, ISB, XLRI)
- Lot of work on increasing engagement - eg. through inclusion in relevant courseworks, on-campus onboarding sessions for incoming students, etc.

Select University Accounts:



UK



Australia



USA



Germany



France



Mumbai



IIT Kanpur



Calcutta



Lucknow



ISB

Note: (*) Accounts on library / department pack in this segment

Select Recent Growth Initiatives

Specialized teams for:

4 Startups



- We continue to see high volume of inbound leads from startups
- Though they are served by the same platform, they have a differentiated use case and workflow requirements
- Some of the uses cases that are particularly interesting for startups are Fundraising, Competitor analysis, Market research & Business development
- FY25 saw over 100% volume growth YoY with ~60% revenue from international customers

5 Accelerators & Incubators

WINTER
NEHMER
TUM



iA INDIA ACCELERATOR

DIGITALHUB.DE

CATAPULT
Connected Places

- Focusing on customers across private incubators, government incubators, universities and corporates globally
- Good initial success: Increased pace of acquisition in this segment
- Over 50% revenue from new accounts in this segment was from international customers in Q4FY25

Select Recent Growth Initiatives

Specialized teams for:

6 Investment Bank



- Specialised team for selling to IBs through both inbound & outbound
- Coupled with augmenting the platform coverage for this segment. For instance, increased coverage of private company financials and key ratios, VC & PE databases for their outreach efforts, etc.
- Launched additional features - for eg. startups can mention if they are looking to hire an IB on our platform, which becomes a sales pipeline for the investment banks
- Seeing very good initial success:
 - Continued logo penetration in India by ~1% MoM
 - Pace of new customer acquisition has ~tripled
 - India #accounts grew by 70% & revenue by ~30% YoY
- Started scaling this to other key geos, and expect further acceleration in this segment

7 Corporate Sales



- New specialized team focussed on users with corporate sales focus, typically looking to scout and analyze companies across sectors and geos for lead generation, market analysis, comps benchmarking, business development mandates, and more
- Augmenting data for this segment - for eg. pincodes data, CXO profiles etc.
- #Accounts grew by over 100% YoY in FY25
- Over 50% revenue in this segment was from international customers in FY25

Select Recent Growth Initiatives

8

Seeing good results from the specialised teams

List of launched vertical sales units

Startups

Universities

Investment Banks

Accelerator &
Incubators

Venture Capital
Funds

Sales

Mergers &
Acquisition

Debt

Events

We expect further acceleration in pace of customer growth and market share increase through these additionally launched teams

Select Recent Growth Initiatives

9 Increasing Coverage of Private Company Financials

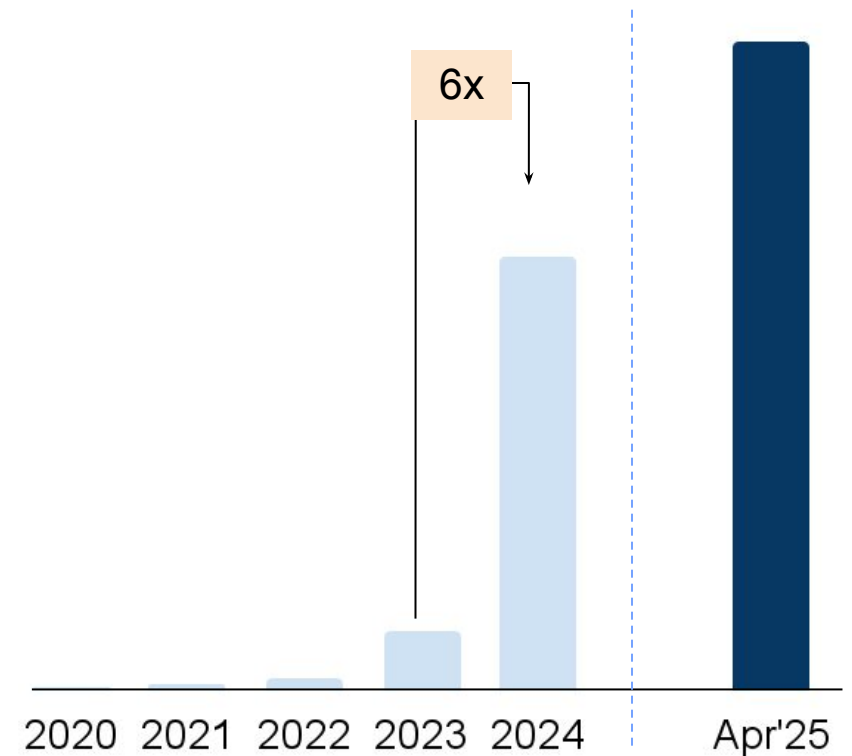
Currently cover private company financials across **20+** countries

Major countries by coverage

- India
- United Kingdom
- Croatia
- Germany
- Belgium
- Thailand
- Singapore
- Poland
- Malaysia
- Norway
- Denmark
- Czech Republic
- Sweden
- France
- Austria
- Finland
- Latvia
- Estonia
- Australia
- Italy
- South Korea
- New Zealand
- Ireland
- Brazil*
- Malta*
- Philippines*
- Slovakia*



Financials Covered



1.6Mn+ companies with revenue data &
1.1Mn+ companies with detailed financials
 available on the platform[#]

Note: (*) New countries added in 2025, (#) As on 30th April 2025
 YoY growth is excluding the changes on account of one-time refactoring of first year financials

Select Recent Growth Initiatives

9 Increasing Coverage of Private Company Captables

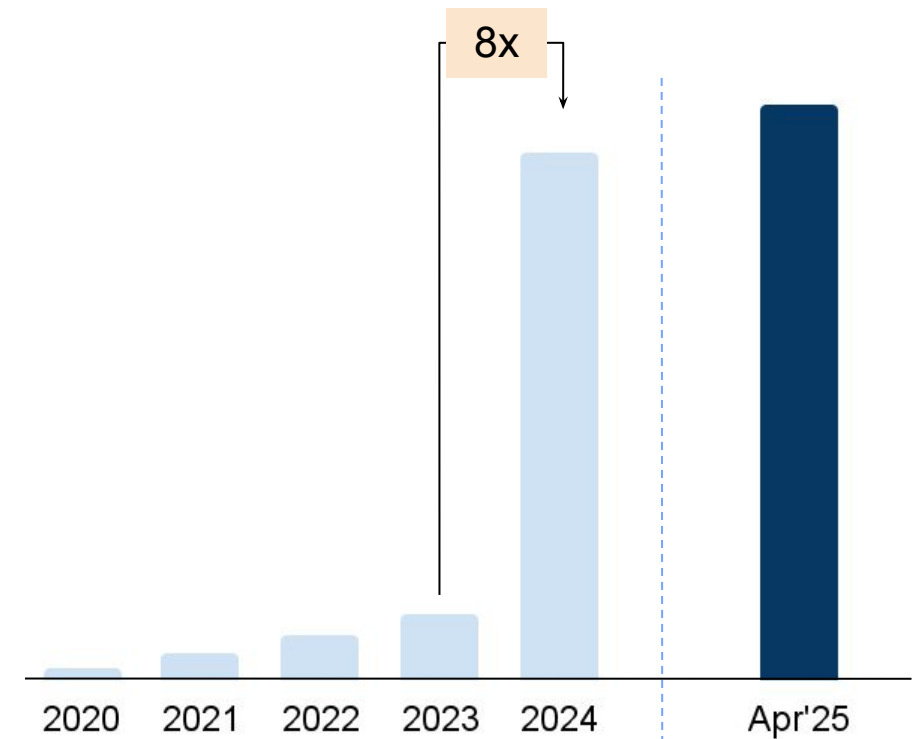
Currently cover private company captables across **15+** countries

Major countries by coverage

- India
- United Kingdom
- Germany
- Singapore
- New Zealand
- Denmark
- Czech Republic
- Estonia
- United States
- Australia
- Malaysia
- South Korea
- Sweden
- Ireland
- France
- Norway*
- Finland*
- Indonesia*
- Thailand*
- Latvia*
- Slovakia*
- Malta*



Companies with Captables



341K+ companies with detailed shareholding available on the platform#

Note: (*) New countries added in 2025, (#) As on 30th April 2025

Select Recent Growth Initiatives

9 Launched Legal Entities Database

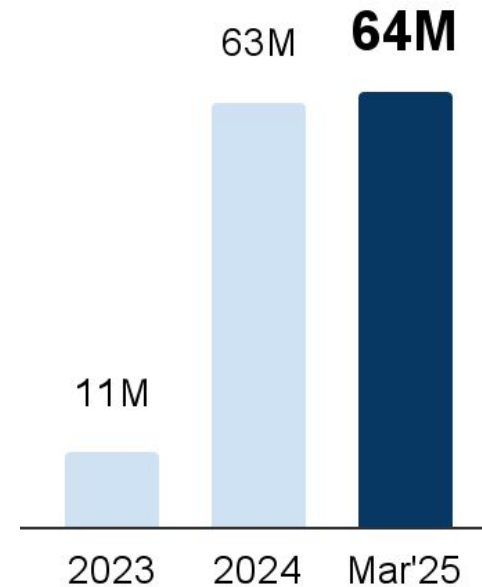
Currently cover **60M+** legal entities across key geographies

Major countries by coverage

- United States
- United Kingdom
- Japan
- India
- Australia
- Brazil
- France
- Germany
- Romania
- Singapore
- Canada
- Belgium



Legal Entities
(in millions)



Seeing good customer usage with legal entities page views increasing QoQ

Select Recent Growth Initiatives

9 Building deeper coverage of Regulatory Data on private companies & legal entities

Examples of a few regulatory datasets live as well as in pipeline

Loans and Charges

Patent Data

Legal Cases

Trademarks Data

Related Party
Transactions

Bankruptcy Filings

FDA Approval Data

Fund & AIF Data

Taxation Data

Govt Procurement Data

EXIM Data

.. and more

This helps us increase penetration in existing and new customer segments

Select Recent Growth Initiatives

10

Account Expansion & Engagement

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

For account expansion, we had setup a separate team to work on increasing penetration of licenses within existing accounts moving from reactive to more proactive account upgrades. This has led to account expansions through user addition as well as increased data on the platform.

- **Curbing login sharing** continues to be one of the ways for account expansion
- We have also seen some initial success in city trips and **on-site onboarding sessions** etc.
- Recently launched initiative includes proactive reach-outs to **under penetrated accounts**

We're also working on initiatives to boost engagement at both user and account levels. These include specialized engagement teams, regular touchpoints, personalized dashboards, alerts based on customer investment mandates, and analyzing user behavior to help them use the platform more effectively.



Select Recent Growth Initiatives

11

Increased Press Mentions

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

3,000+
Press Mentions
across media*



Our Partners

Tracxn

DATA PARTNER

Tracxn is a global private market data platform, providing analyst-curated data for over 3 million companies across 2,700 sectors. Tracxn serves 1,500+ clients across 50+ countries, including VCs, PEs, and corporates. Listed on the NSE and BSE since October 20, 2022, Tracxn continues to be a trusted source for investors worldwide.



THE FIRST CHEQUE REPORT 2024

Analysing Founding Teams and Seed Rounds in India & SEA

Jungle

Tracxn

Business Standard

Home / Companies / Start Ups / Fintech dominates India's startup funding this year, shows Tracxn data

Fintech dominates India's startup funding this year, shows Tracxn data

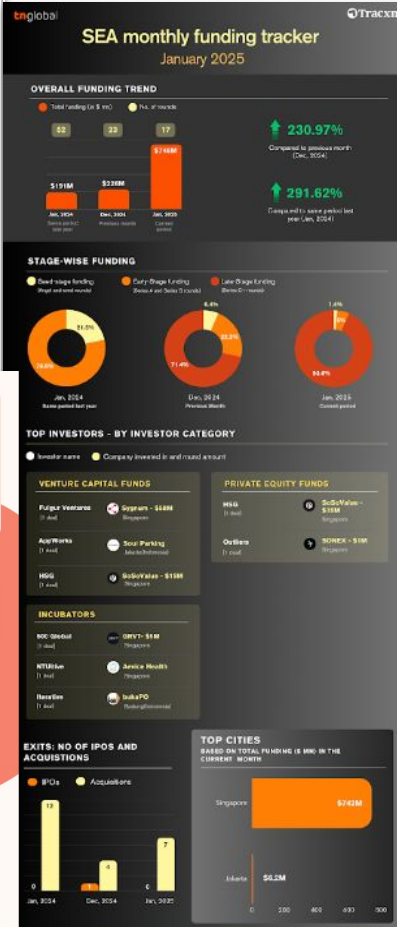
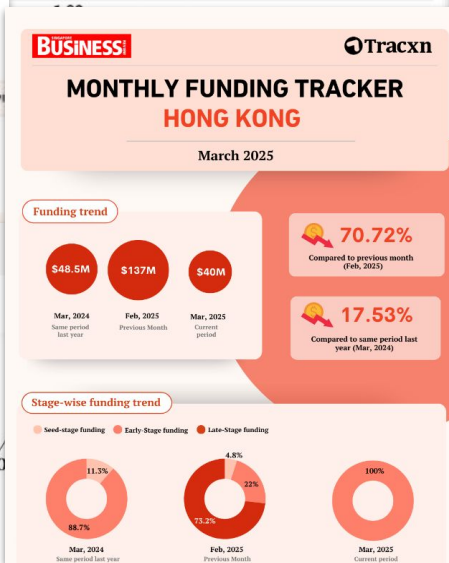
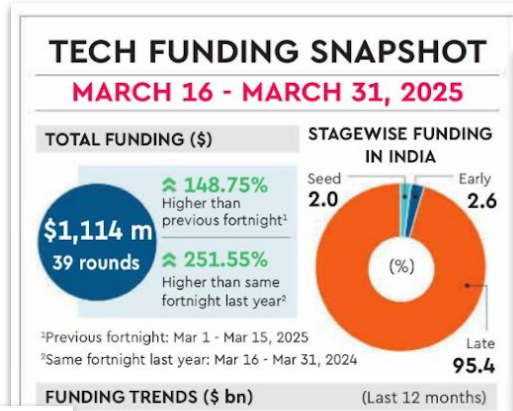
TECHINASIA NEWS JOBS DATABASE PROGRAM ABOUT PARTNERSHIP

LATEST PREMIUM STARTUP BUSINESS NEWS BY AI PARTNERSHIP CONTENT

PREMIUM CONTENT

Written by Benjamin Cher · 21 Jan 2025

Tracxn: ASEAN fintech funding down 23% except payments and cryptocurrencies



eg. Partnerships

eg. Report coverage

eg. Regular Columns in newspapers

eg. Others

Note: (*) in FY25

AI in Data Production

We continue to harness GenAI in data production yielding significant and promising results. We have been able to multiply our datasets while reducing manual intervention, which is a great testimony to our use of automation and intelligence in data production.

- In 2024, we increased the coverage of key data points on the platform **over 5X** with **~10% reduction in data production team's headcount**
- Additionally in the last quarter (Q4 FY25), our data production headcount was further optimized by another ~10%, indicating increased efficiency in the data production through automation, while the throughput further accelerated

We are leveraging AI in several stages of our data production and others:

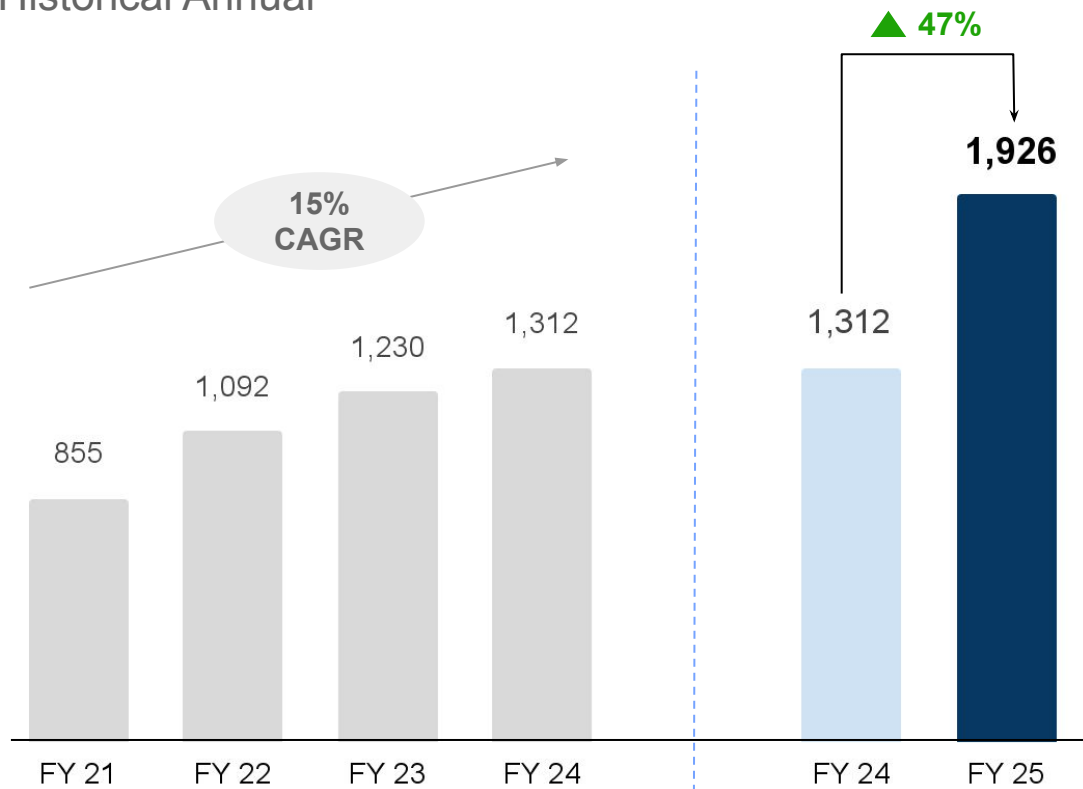
- **Identification** of upcoming private companies, **data extraction** from unstructured data & documents including in non-English languages, enabling massive scalability to accelerate the pace of data addition; industry **classification**, & more
- **Data production:** for company profiling and for augmenting transaction data sets (including funding, acquisitions, etc.) as well as improving data accuracy
- **Engagement & Outreach:** Empowering our **GTM teams** by refining lead profiling, sentiment analysis of interactions, and optimizing engagement strategies

We expect continued **optimization** in the data production units and the **throughput** of the systems to further **accelerate**. We are excited about the possibilities with GenAI technology and its potential to help build data on private companies globally.

FY25: Other KPIs (1/2)

Customer Accounts (#)

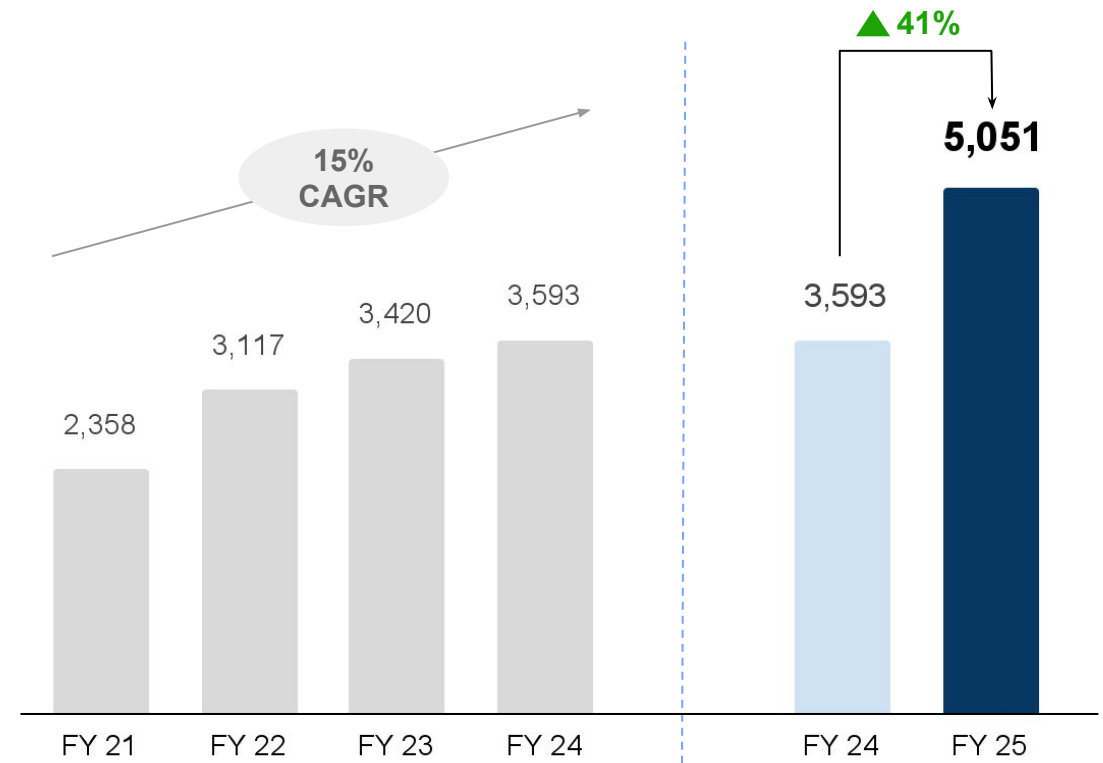
Historical Annual



FY25 was the highest net account additions, due to various growth initiatives

Users (#)

Historical Annual

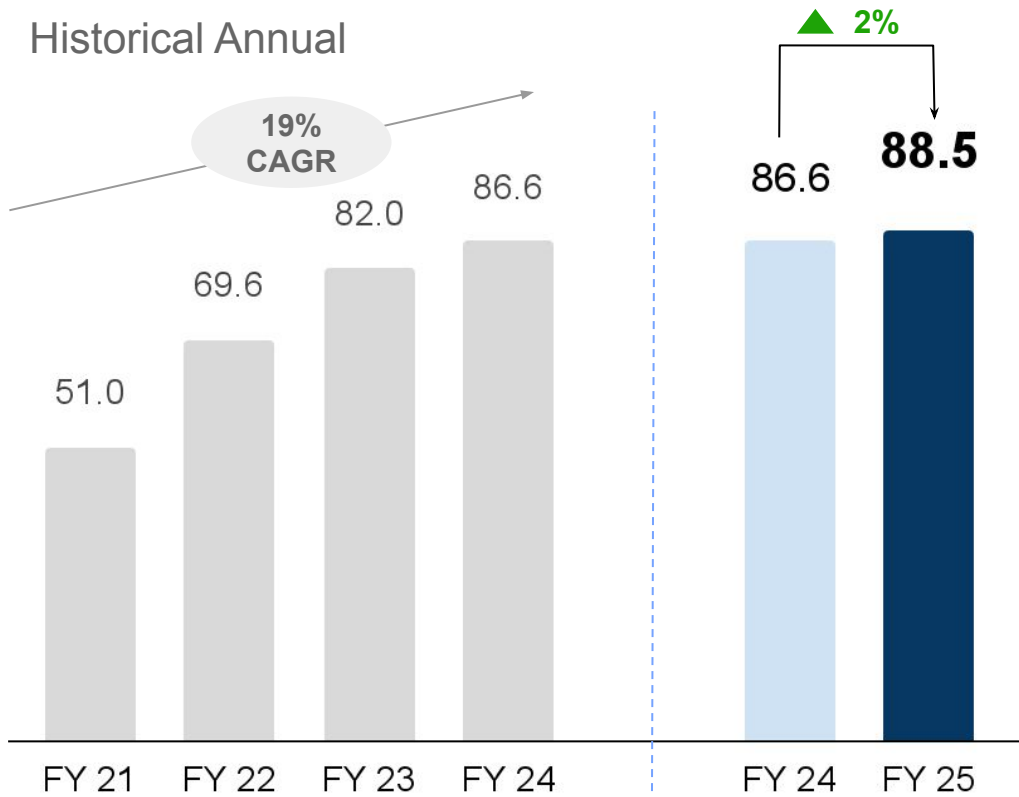


FY25 was the highest net user additions

FY25: Other KPIs (2/2)

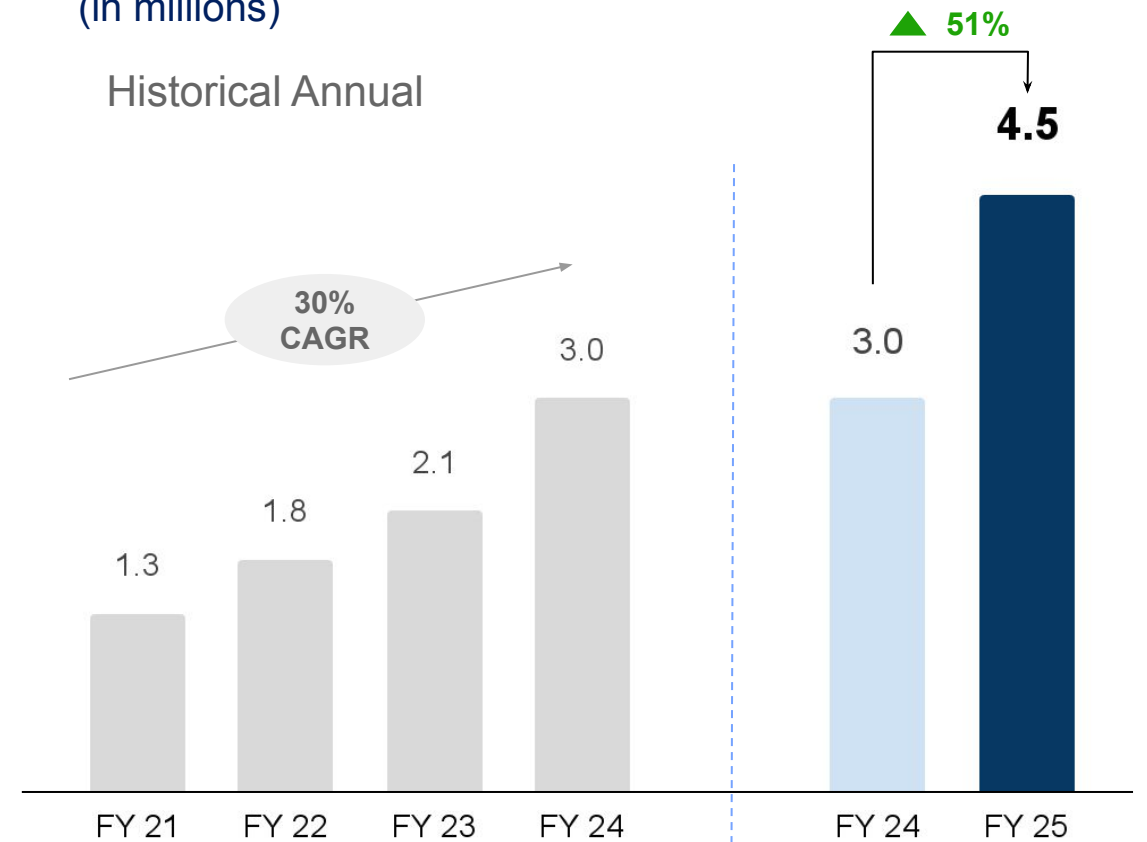
Contract Price*

(in INR Cr.)



Entities Profiled, on platform

(in millions)



Thanks

Annexures

Team Split

As on 31 March, 2025

Function	Number of Employees
Analysts and Data Operations	303
Product and Technology	108
Sales Marketing and Customer Success	190
Business Support	63
Total	664

Data Operations team across various data modules like financials, cap tables, transactions, company data, etc; Sector-focused Analyst team; and MyAnalyst Support team

Engineering and Product team

GTM engine – Includes Marketing, Sales and Customer success teams

Business Support team includes Recruitment, Finance, HR, Admin

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 0.8Billion entities, adding ~2,00,00 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.



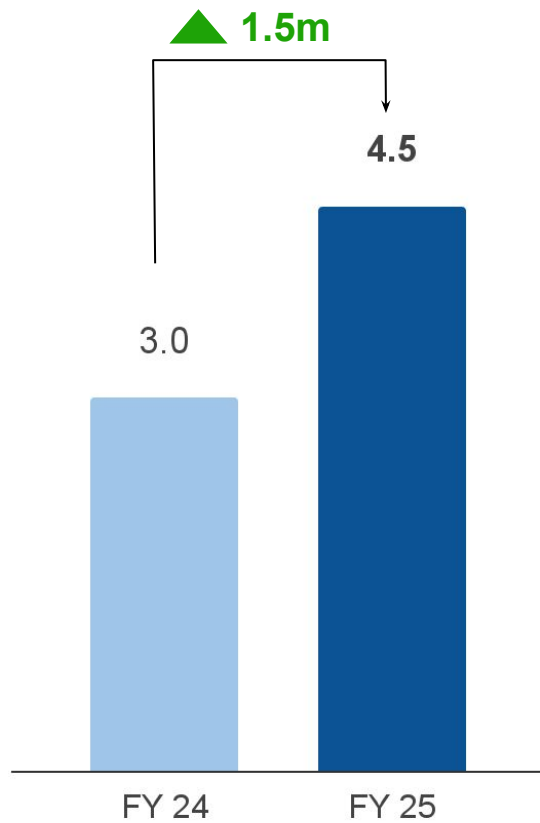
People: Sector-focused analyst team and data ops team

Illustrative data about Private Markets

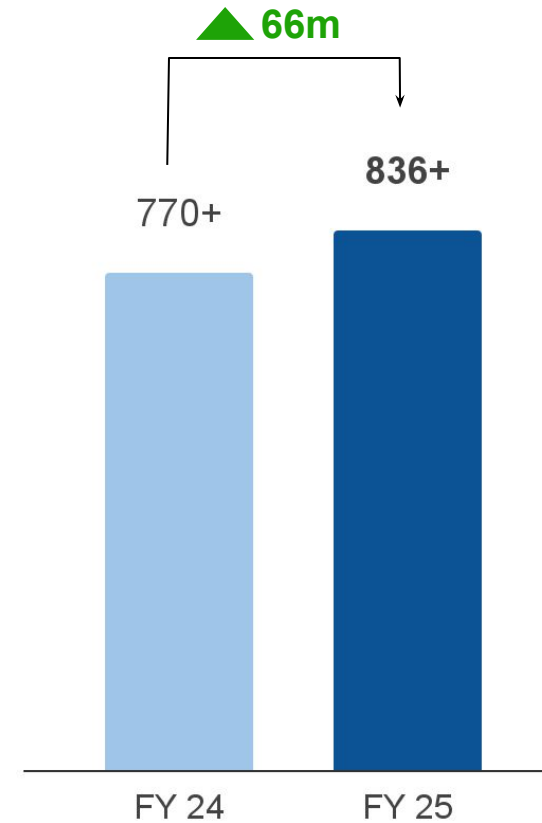
Private Companies, Industries & Sector coverage, Taxonomy, Market Maps, Funding Transactions, M&A, Company Financials, Captables, Valuations, Key people & Board members, News, Investors, Reports, Rating, Events

Rapid Pace Of Data Addition

Entities Profiled, on platform
(in millions)



Web domains scanned, at backend
(in millions)



Key Business Strengths (1/2)



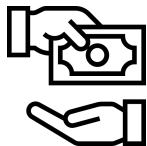
Large, Growing Market & Rich Customer segment

- More than 2,00,000 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 FY25, the revenue grew at a CAGR of 18% while the total expense grew only at 8%



India Cost Advantage

- Significant cost advantage because we make-in-India while selling globally, 60% of revenue comes from international customers.



Profitable operations and increasing free cash flow

- Positive EBITDA of INR 0.8 Cr. and a positive PAT of INR 4.9 Cr. in FY25.
- FCF stood at INR 14.3 Cr. and cash & cash equivalents stood at INR 94.6 Cr. at the end of FY25, a 26% 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.
- 22 million visits across all our public pages and over 3000 press mentions in prominent news media in FY25.



Debt-free, Asset Light. Negative Working Capital

- Asset-light business, fixed assets on balance sheet of INR 0.2 Crores
- Depreciation expense was INR 0.1Cr & capex of INR 0.1Cr. in FY25
- 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

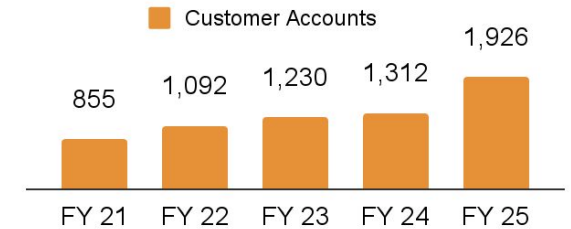
Key strategies (1/2)

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 (FY25)

1,530,000+ Entities

20,000+ Reports

7,91,000+ News items

2,00,000+ transactions[^]

Modules added

2019 – Portfolio Tracker & acquisition database

2021 – Live Deals

2022 – Investors Database

2024 – Legal Entities Database

100+ updates

to the platform (FY25)

[^]includes funding & acquisition transactions

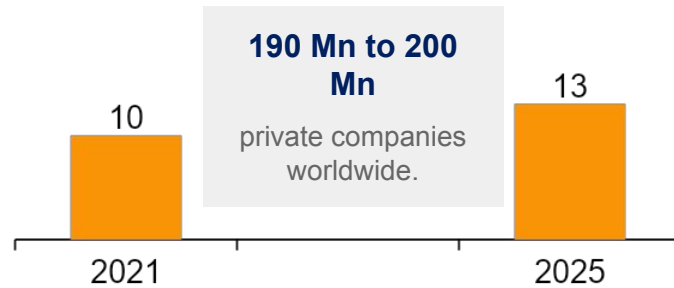
Tools/Features developed to integrate into the workflow

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

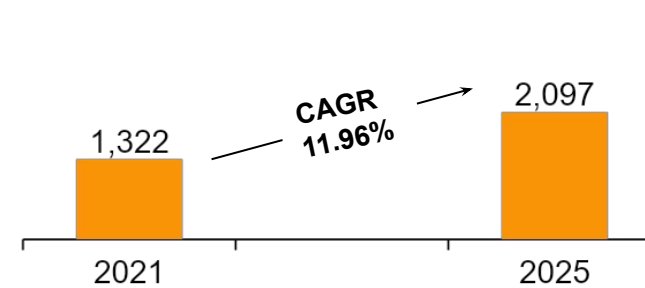
Key strategies (2/2)

Capitalize on industry opportunities to expand coverage of our customers

Private Market AUM[^] - (US\$ Tn)



Total Addressable Market[^] - (\$ 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

Acquisition strategy will aid in

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

- 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.

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

Detailed Financial Statements

Profit & Loss Statement (1/2)

Particulars	Q4 FY25	Q3 FY25	Q4 FY24	FY25	FY24
Income					
Revenue from operations	21.14	21.39	20.32	84.47	82.77
Other income	0.03	0.05	0.03	0.28	0.31
Other gains/(losses) - net	1.55	1.45	1.23	5.62	3.96
Total Income	22.72	22.90	21.57	90.37	87.04
Expenses					
Employee benefit expense	19.36	18.64	17.78	73.87	69.26
Depreciation expense	0.04	0.04	0.04	0.11	0.17
Other expenses	2.59	2.31	1.87	9.76	8.93
Total Expenses	21.99	20.98	19.68	83.75	78.35
Profit / (Loss) before tax	0.73	1.91	1.89	6.62	8.68
Current tax (including relating to prior years)	0.24	0.09	0.05	0.46	0.18
Deferred tax (credit) / expense	8.07	0.41	0.42	15.71	2.00
Profit / (loss) for the period	(7.58)	1.42	1.43	(9.54)	6.50
PAT Margin	-35.86%	6.64%	7.02%	-11.30%	7.85%

Profit & Loss Statement (2/2)

Particulars	Q4 FY25	Q3 FY25	Q4 FY24	FY25	FY24
Profit / (loss) for the period	(7.58)	1.42	1.43	(9.54)	6.50
Less: Other Income	0.03	0.05	0.03	0.28	0.31
Less: Other gains/(losses) - net	1.55	1.45	1.23	5.62	3.96
Add: Depreciation expense	0.04	0.04	0.04	0.11	0.17
Add: Current tax	0.24	0.09	0.05	0.46	0.18
Add: Deferred tax (credit) / expense	8.07	0.41	0.42	15.71	2.00
EBITDA	(0.82)	0.45	0.67	0.83	4.59
EBITDA Margin	-3.86%	2.09%	3.31%	0.99%	5.54%
Profit / (loss) for the period	(7.58)	1.42	1.43	(9.54)	6.50
Add: Deferred tax adjustments	8.12	-	-	14.47	
PAT excl Deferred tax adjustments	0.54	1.42	1.43	4.93	6.50
PAT Margin excl Deferred tax adjustments	2.56%	6.64%	7.02%	5.83%	7.85%

Balance Sheet (1/2)

Particulars	As at March 31, 2025	As at March 31, 2024
ASSETS		
Non-current assets		
Property, plant and equipment	0.20	0.20
Intangible assets	-	-
Income tax assets (net)	6.23	5.47
Deferred Tax Asset	5.67	21.21
Total non-current assets	12.10	26.88
Current assets		
Financial assets		
i. Investments	89.58	68.05
ii. Trade receivables	1.67	8.34
iii. Cash and cash equivalents	3.64	4.78
iv. Other financial assets	2.88	4.23
Other current assets	0.86	0.80
Total current assets	98.63	86.20
Total assets	110.73	113.08

Balance Sheet (2/2)

Particulars	As at March 31, 2025	As at March 31, 2024
EQUITY		
Equity share capital	10.65	10.35
Other equity		
Reserves and surplus	55.15	60.53
Total equity	65.80	70.89
LIABILITIES		
Non-current liabilities		
Employee benefit obligations	4.56	3.38
Contract liabilities	0.56	0.41
Total non-current liabilities	5.13	3.79
Financial liabilities		
Current liabilities		
i. Trade payables		
(a) Total outstanding dues of micro enterprises and small enterprises; and	0.15	0.05
(b) Total outstanding dues other than (a) above	0.41	0.54
ii. Other financial liabilities	0.10	0.27
Employee benefit obligations	2.17	2.44
Contract liabilities	34.19	31.36
Other current liabilities	2.79	3.74
Total current liabilities	39.81	38.41
Total liabilities	44.93	42.20
Total equity and liabilities	110.73	113.08

Cash Flow Statement (1/2)

Particulars	Year ended 31 March 2025	Year ended 31 March 2024
Cash Flow from Operating Activities:		
Net profit/ (loss) before Income Tax	6.62	8.68
Adjustment for:		
Depreciation expense	0.11	0.17
Net (gain)/ loss on disposal of Property, plant and equipment	-	0.00
Net gains on sale of investments	(1.58)	(0.41)
Net fair value gains on financial assets measured at fair value through profit or loss	(4.21)	(3.64)
Interest on income tax refund	(0.11)	0
Interest income from bank deposits measured at amortised cost	(0.12)	(0.29)
Employee stock option expense	4.64	4.77
Bad debts written of	0.41	0.22
Impairment loss/ (reversal) on financial assets	(0.24)	0.06
Unrealised Exchange Difference (net)	(0.01)	0.02
Operating Profit / (Loss) before working capital changes	5.52	9.58
Adjustment for:		
(Increase)/ decrease in trade receivables	6.47	1.17
(Increase)/ decrease in other financial assets	1.47	(0.49)
(Increase)/ decrease in other assets	(0.07)	(0.37)
Increase / (decrease) in trade payables	(0.03)	(0.32)
Increase / (decrease) in contract liabilities	2.98	2.35
Increase / (decrease) in employee benefit obligations	0.26	0.61
Increase / (decrease) in other financial liabilities	(0.18)	0.03
Increase / (decrease) in other liabilities	(0.95)	1.36
Cash generation from Operations	15.48	13.92
Income taxes paid (net of refunds received, including interest thereon)	(1.21)	(2.67)
Net Cash Flow from/ (used in) Operating Activities	14.27	11.25

Cash Flow Statement (2/2)

Particulars	Year ended 31 March 2025	Year ended 31 March 2024
Cash Flow from Investing Activities:		
Payments for purchase of property, plant and equipment	(0.12)	(0.04)
Proceeds from sale of property, plant and equipment	-	0.03
Funds invested in bank deposits	(0.11)	16.94
Proceeds from sale of investments	73.75	59.11
Payments for purchase of investments in mutual funds	(89.48)	(85.73)
Interest received	0.23	0.29
Net cash inflow /(outflow) from investing activities	(15.73)	(9.41)
Cash Flow from Financing Activities:		
Application money received for exercise of stock options	0.26	0.36
Application money pending allotment	0.04	-
Net cash inflow from financing activities	0.30	0.36
Net Increase/(Decrease) in Cash and Cash Equivalents	(1.16)	2.20
Cash and Cash Equivalents as at beginning of the year	4.78	2.63
Effects of exchange rate changes on cash and cash equivalents	0.02	(0.05)
Cash and cash equivalents as at end of the year	3.64	4.78

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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