Initial Public Offer of Latent View Analytics Limited
Issue Opens on: November 10, 2021 | Issue Closes on: November 12, 2021
Price Band – Rs. 190 to Rs. 197 per share
The Floor Price is 190 times the face value of the Equity Shares and the Cap Price is 197 times the face value of the Equity Shares
Minimum Bid Lot of 76 shares; Bids in multiples of 76 shares thereafter

Initial Public Offer of up to [●] equity shares of face value of ₹ 1 each ("equity shares") of Latent View Analytics Limited (the "Latent View" or "Company") for cash at a price of ₹ [●] per equity share (including a premium of ₹ [●] per equity share) (the "Offer Price") aggregating up to ₹ 6,000 million, comprising a fresh issue of up to [●] equity shares aggregating to ₹ 4,740 million (the "Fresh Issue") and an offer for sale of up to [●] equity shares aggregating up to ₹ 1,260 million by the Selling Shareholders (such offer for sale by the selling shareholders, the "Offer for Sale" and together with the Fresh Issue, "the Offer"). The Offer shall constitute [●]% of the post-offer paid-up equity share capital of the company.

The offer includes a reservation of upto [●] equity shares aggregating upto ₹ 60.00 million (constituting upto [●]% of the post-issue paid-up equity share capital)

Overview of the Company

Business Overview	• Latent View is among the leading pure-play data analytics services companies in India (Source: Zinnov Report), based on the expertise of the entire value chain of data analytics from data and analytics consulting to business analytics and insights, advanced predictive analytics, data engineering and digital solutions
	
	• Company has consistently been recognized by the industry as leaders in analytics, including by Forrester as a "Strong Performer" in Customer Analytics Service Providers in 2017 and 2019, and by Gartner in the Market Guide for Advanced Analytics Service Providers for Marketing in 2017
	
	• Company engages and provides services to blue chip companies in Technology, BFSI, CPG & Retail, Industrials and other industries. The Company has emerged as one of the most trusted partners to several Fortune 500 companies in recent years (Source: Zinnov Report), and have worked with over 30 Fortune 500 companies in the last three Fiscals
	
	• Latent View serves clients across countries in the United States, Europe, and Asia through the subsidiaries in the United States, Netherlands, Germany, United Kingdom and Singapore, and the sales offices in San Jose, London and Singapore. Key clients that includes Adobe, Uber Technology and 7-Eleven
	
	• Company partners with many of the largest enterprises in the world, and have held relationships with the top five clients by revenue for Fiscal 2021, that includes some of the Fortune 500 companies, for an average of over six years as of September 30, 2021.
	
	• Revenue from operations from top five clients in Fiscal 2021 and in the three months ended June 30, 2021, amounted to ₹ 1,651.85 million and ₹ 520.94 million, respectively and represented 54.00% and 59.31% of the revenue from operations in such periods, respectively
	
	• **Business Operations:** A global data and analytics company that aims to help organizations interpret data accumulated from sources such as business operations, social interactions and sensors by using the power of big data through business analytics and the data insights
	
	    - **Consulting services:** Aims at helping organizations identify the most relevant trends that are impacting their business, understand the challenges and opportunities presented by those trends and prepare an analytics roadmap for harnessing the power of data and analytics to capitalize on the opportunities
	
	    - **Business Analytics and Insights Services:** Helps formulating ways to improve business strategies, operations and make smart data-driven decisions that lead to a competitive advantage. Company offers:
	        • Finance and Risk Analytics
	        • Customer Analytic
	        • Marketing Analytics
	        • Supply Chain Analytics
	        • People/ HR Analytics
	
	    - **Data Engineering:** As per Zinnov report, Enterprise Data Management (EDM) refers to a set of processes,

	practices, and activities focused on consolidating data from disparate sources – both internal and external, maintaining accuracy and quality of data, and providing security and governance across the enterprise according to regulatory mandates - Digital Solutions: Implemented by several Fortune 500 businesses and have proven successful in automating business processes, predicting trends, and generating actionable insights.
Board of Directors	• **Adugudi Viswanathan Venkatraman,** Chairperson, Executive Director • **Pramadwathi Jandhyala,** Executive Director • **Dipali Hemant Sheth,** Independent Director • **Mukesh Hari Butani,** Independent Director • **Raghavendra Raghuttama Rao,** Independent Director • **Reed Allen Cundiff,** Independent Director
Strengths	• <u>Recognized leadership position in data and analytics with a wide range of capabilities</u> - Extensive experience across a range of data and analytics capabilities, which the Company leverages to serve various Fortune 500 companies across the value chain - Portfolio offers a distinctive breadth and depth of capabilities, including descriptive analytics and prescriptive analytics with intuitive and personalized dashboards that can drive monetization by improving sales and marketing efficiency, improving customer experience and operational efficiency - A few case studies demonstrating the capabilities are set out below

S. No.	Client	Problem	Solution	Key Stakeholders	Impact
1.	Leading home appliances and repair services provider located in the US	The market share was declining due to shifting preference towards replacement, increased competition, and poor service levels	Reworked sales planning exercise, recalibrated monthly forecasts, performed workforce optimization, and truck stock optimization.	Sales and Operations Planning, Supply Chain, Marketing	Improved first time completion of service requests which resulted in an improvement in NPS
2.	Leading US-based cosmetics' company	Loyal consumers of the client's cosmetics line were aging, and the image of the brand had been declining steadily among younger women for the past few years.	Built a social insights platform to mine the text and image data of the target demographic available in social media to perform geographic trend mapping, spot trends, rate influencers, identify upcoming competitors, refine campaign messaging, and understand drivers of purchase	Product Development, Marketing	Improvement in product innovation cycle and increase of SKU success rates

• <u>Deep and entrenched relationships with blue chip clients across industries and geographies</u>

- The client base includes several marquee enterprises engaged in diverse industries, including Adobe, 7-Eleven, Uber Technology
- The Company provides business intelligence and visualization services, which evolve into deeper engagements for advanced analytics and predictive modelling, and mature into providing strategic insights, thought leadership, and business recommendations

	Three months ended June 30,		Fiscal		
	2021	**2020**	**2021**	**2020**	**2019**

Investors are requested to refer to the Red Herring Prospectus (available at http://www.icicisecurities.com) dated October 29, 2021 (the "RHP") for details regarding the Offer, the Company and the risk factors before taking any investment decision.

	Amount (₹ million)	Percen-tage of Revenue from Operations (%)	Amount (₹ million)	Percen-tage of Revenue from Operations (%)	Amount (₹ million)	Percen-tage of Revenue from Operations (%)	Amount (₹ million)	Percen-tage of Revenue from Operations (%)	(Proforma) Amount (₹ million)	(Proforma) Percen-tage of Revenue from Operations (%)
United States	832.55	94.79%	669.59	91.69%	2,841.12	92.88%	2,865.63	92.33%	2,617.51	90.91%
United Kingdom	5.68	0.65%	14.73	2.02%	56.58	1.85%	55.29	1.78%	107.95	3.75%
Netherlands	16.81	1.91%	12.23	1.67%	43.11	1.41%	87.80	2.83%	58.41	2.03%
Rest of the World ("ROW")[(1)]	23.24	2.65%	33.73	4.62%	117.98	3.86%	94.85	3.06%	95.47	3.31%
Total^	878.28	100.00%	730.28	100.00%	3,058.79	100.00%	3,103.57	100.00%	2,879.34	100.00%

^ *Total Revenue from Operations*

Note: (1) Rest of the World comprises India, and Singapore

- Consistent client driven innovation supported by functional expertise

  - In a world of increasing data availability, the value proposition is shifting from the provision of core data to the generation of analytical insights to inform decision making processes and optimize workflows, across interrelated business activities (Source: Zinnov Report).
  - Company's consistent efforts towards innovation have also strengthened the client base through the acquisition of new clients and by refining solutions for existing clients
  - Latent View introduced SmartInsights, MatchView and Spotcast new solutions, and acquired new clients engaged across CPG & Retail, and BFSI industries

- Scalable and attractive financial profile

  - The business model is supported by stable and recurring revenues, significant operating leverage and low capital requirements that contribute to a healthy free cash flow.
  - Revenue from operations outside India represented 97.35%, 95.38%, 96.17%, 97.48% and 99.59% of the revenue from operations in the three months ended June 30, 2021 and June 30, 2020 and in Fiscals 2021, 2020 and 2019, respectively
  - The capital requirements remain minimal with capital expenditures representing 1.30%, 0.02%, 0.60%, 1.10% and 0.56%, of the revenues from operations in the three months ended June 30, 2021 and June 30, 2020 and in Fiscals 2021, 2020, and 2019, respectively

- Strong leadership team guiding capability development and go-to-market strategy

  - The Chairman, Adugudi Viswanathan Venkatraman, has several years of experience in the across IT services, credit analysis and business consulting and the co-founder Pramadwathi Jandhyala has several years of experience in corporate finance, and credit ratings
  - A strong employee base of 859 employees as of September 30, 2021, including professionals from business, technical and math/ statistics backgrounds with varied levels of experience

Strategies

- Leverage leadership position and partnerships with leading analytics technology companies to capitalize on growing industry opportunities
- Continue evolution to analytics thought partner on the back of deep business, technical, math and consulting expertise
- Strengthen the position among technology clients by focusing on digital native businesses
- Build capabilities and functional expertise with a focus on the BFSI, and CPG & Retail verticals
- Expand the client base and geographic presence

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Major Shareholders				

Sr. No.	Shareholder	Number of Equity Shares held	Percentage of Equity Share Capital (%)
1.	Adugudi Viswanathan Venkatraman	120,960,000	69.63
2.	Pramadwathi Jandhyala	16,800,000	9.67
3.	Ramesh Hariharan	16,800,000	9.67
4.	Gopinath Koteeswaran	13,440,000	7.74
	Total	**168,000,000**	**96.71**

As on the date of RHP

Financial Snapshot

Key Parameters	As of and for the				
	3 months ended June 30, 2021	3 months ended June 30, 2020	Year ended March 31, 2021	Year ended March 31, 2020	Year ended March 31, 2019
Revenue from Operations (₹ in million)	878.28	730.28	3058.79	3103.57	2879.34
Total Income (₹ in million)	917.43	823.81	3267.08	3296.72	2959.03
EBITDA (in ₹ million)	286.89#	286.16#	1,128.81	958.48	780.53
Adjusted EBITDA (in ₹ million)	270.53#	216.99#	1,045.71	804.25	726.78
Profit for the period/ year (₹ in million)	223.14	228.04	914.63	728.45	596.65
EBITDA (in %)	*32.67%*	*39.18%*	*36.90%*	*30.88%*	*27.11%*
Adjusted EBITDA Margin (in %)	*30.80%*	*29.71%*	*34.19%*	*25.91%*	*25.24%*
Return on Equity (%)	*-*	*-*	*20.89%*	*20.94%*	*22.36%*

* *Consolidated Restated figures*
EBITDA = EBITDA stands for earnings before interest, taxes, depreciation and amortisation which has been arrived at by adding finance expense, depreciation expense and Income tax expense and reducing finance income to the restated profit for the year/period.
Adjusted EBITDA is calculated as EBITDA less other income, excluding finance income
Return on Equity %= Restated profit for the year/period divided by Total Equity at the end of the year/period
#Non annualized figures

Objects of the Offer

• The objects of the Offer are to:
  – Funding inorganic growth initiatives;
  – Funding working capital requirements of LatentView Analytics Corporation, the Material Subsidiary;
  – Investment in the Subsidiaries to augment their capital base for future growth; and
  – General corporate purposes (collectively, referred to herein as the "Objects")

S. No.	Particulars	Amount which will be financed from Net Proceeds (1)	Estimated Utilisation of Net Proceeds		
			Fiscal 2022	Fiscal 2023	Fiscal 2024
1.	Funding inorganic growth initiatives	1,479.00	Over a period of three calendar years from the date of listing		
2.	Funding working capital requirements of LatentView Analytics Corporation, Material Subsidiary	824.00	381.00	173.00	270.00
3.	Investment in Subsidiaries to augment their capital base for future growth	1,300.00	400.00	500.00	400.00
4.	General corporate purposes (1)	[●]	[●]	[●]	[●]

(1) *To be finalised upon determination of the Offer Price and updated in the Prospectus prior to filing with the RoC. The amount utilised for general corporate purposes shall not exceed 25% of the Net Proceeds*