

TRUST FINTECH

INVESTOR DECK

FEBRUARY 2024



DISCLAIMER

It is to be distinctly understood that submission of the Draft Red Herring Prospectus to the Securities and Exchange Board of India (SEBI) should not in any way be deemed or construed that the same has been cleared or approved by SEBI. SEBI does not take any responsibility either for the financial soundness of any scheme or the project for which the issue is proposed to be made or for the correctness of the statements made or opinions expressed in the red herring prospectus. The Lead Merchant Banker, Corporate Capital Ventures Private Limited, has certified that the disclosures made in the Draft Red Herring Prospectus are generally adequate and are in conformity with SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018, in force for the time being. This requirement is to facilitate investors to make an informed decision when making an investment in the proposed issue.

It should also be clearly understood that while the company are primarily responsible for the correctness, adequacy and disclosure of all relevant information in the Draft Red Herring Prospectus, the Lead Merchant Banker is expected to exercise due diligence to ensure that the company discharges its responsibility adequately in this behalf and towards this purpose, the lead merchant banker, Corporate Capital Ventures Private Limited have furnished to SEBI, a due diligence certificate.

The filing of the Draft Red Herring Prospectus does not, however, absolve our company from any liabilities under the Companies Act, 2013 or from the requirement of obtaining such statutory and other clearances as may be required for the purpose of the proposed issue. SEBI further reserves the right to take up at any point in time, with the Book Running Lead Manager, any irregularities or lapses in the Red Herring Prospectus.

NAVIGATING THIS DECK

- 1 Bird's eye view
- 2 Decoding the market opportunity
- 3 Highlighting capabilities
- 4 Celebrating the moats
- 5 Valuing the future
- 6 Wrapping up

TRUST FINTECH LTD:

BFSI-FOCUSED SAAS FINTECH PRODUCT BUSINESS

Fast-growing core banking SaaS for mid-tier Banks

BFSI & Technology experienced Team

Scalable & Configurable Product Stack

Marquee clientele long term relationships



250+
People team



250+
Clients across BFSI



10+
Countries of presence

~25%
Product development spends



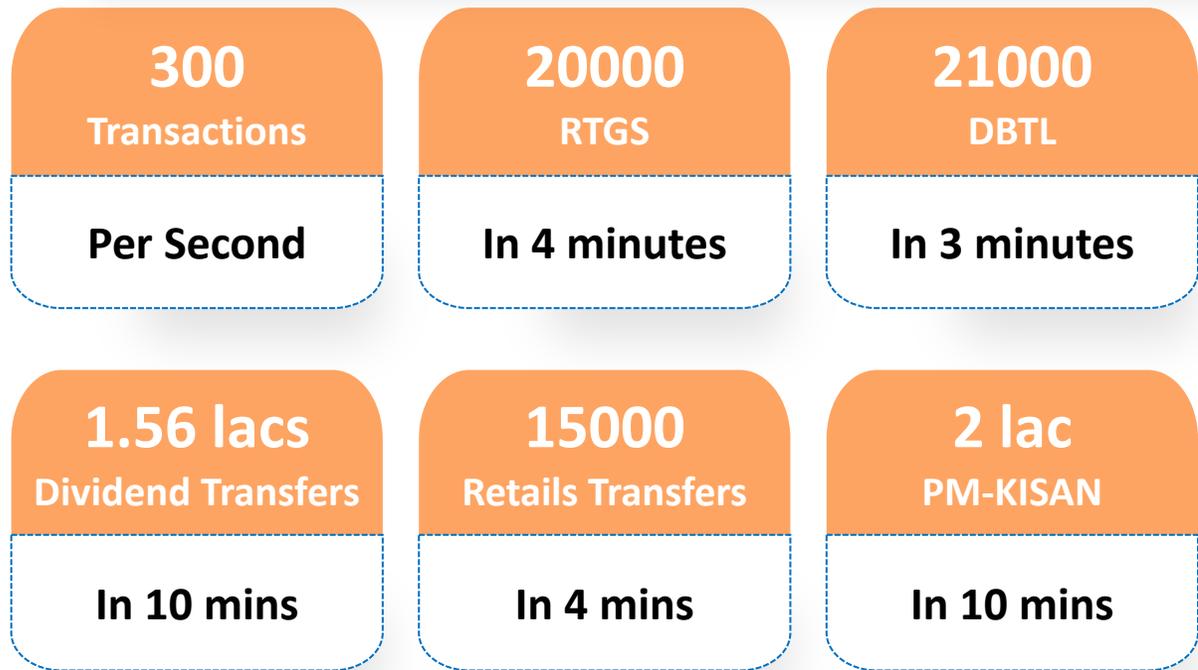
ISO 27001, ISO 9001:2015
& CMMI Level 5 Certified



TRUSTBANKCBS (Core Banking System)

PERFORMANCE BENCHMARKS

Daily / Regular Transactions



RTGS: Real Time Gross Settlement
DBTL: Direct Benefit Transfer for LPG
PM-KISAN: Pradhan Mantri Kisan Samman Nidhi

Periodic Transactions



All interest activities run in parallel on the same server

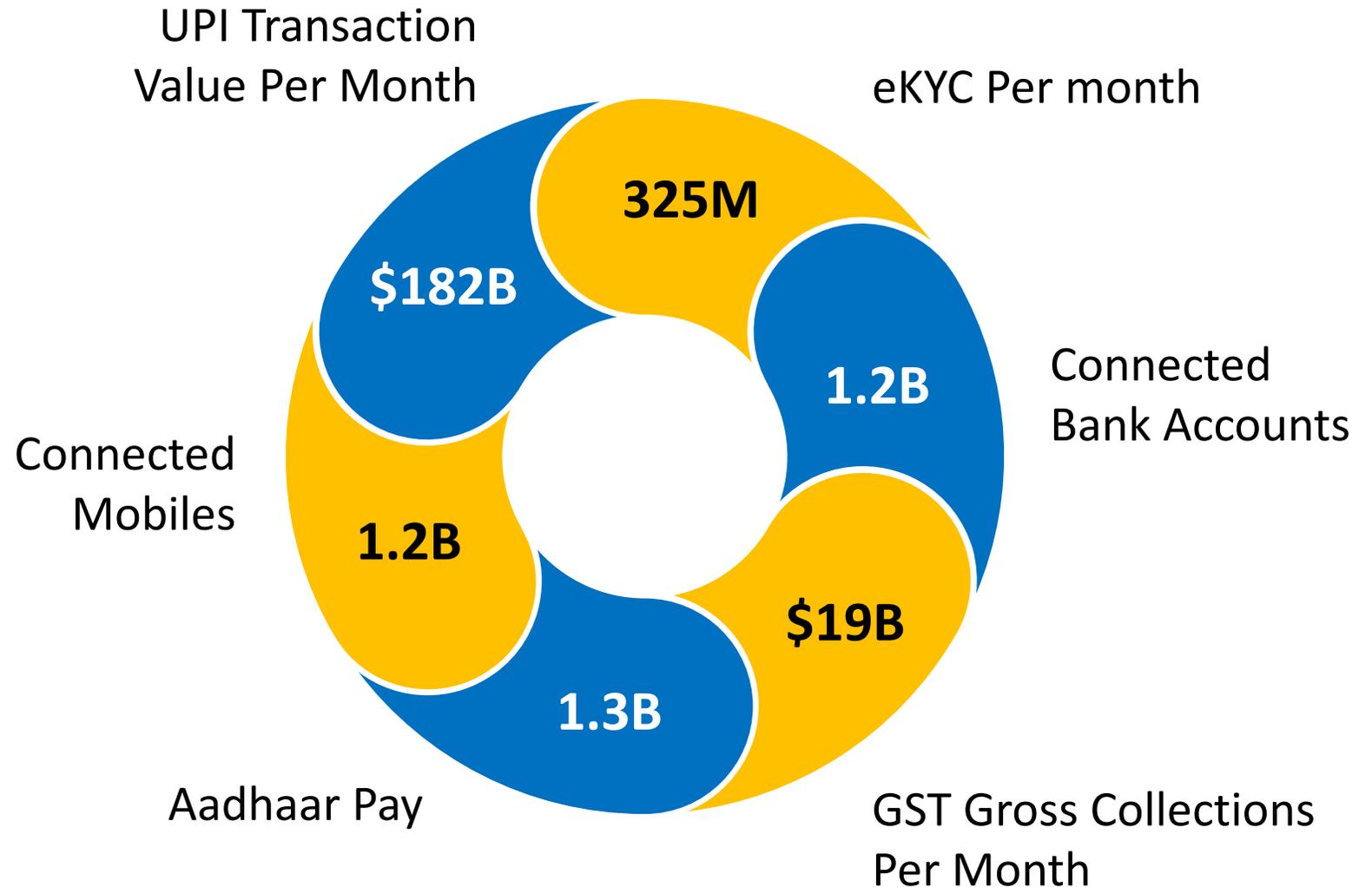
INDIA STACK COUPLED WITH ECONOMIC GROWTH HAS UNLEASHED A NEW WORLD OF OPPORTUNITIES

#Interoperable

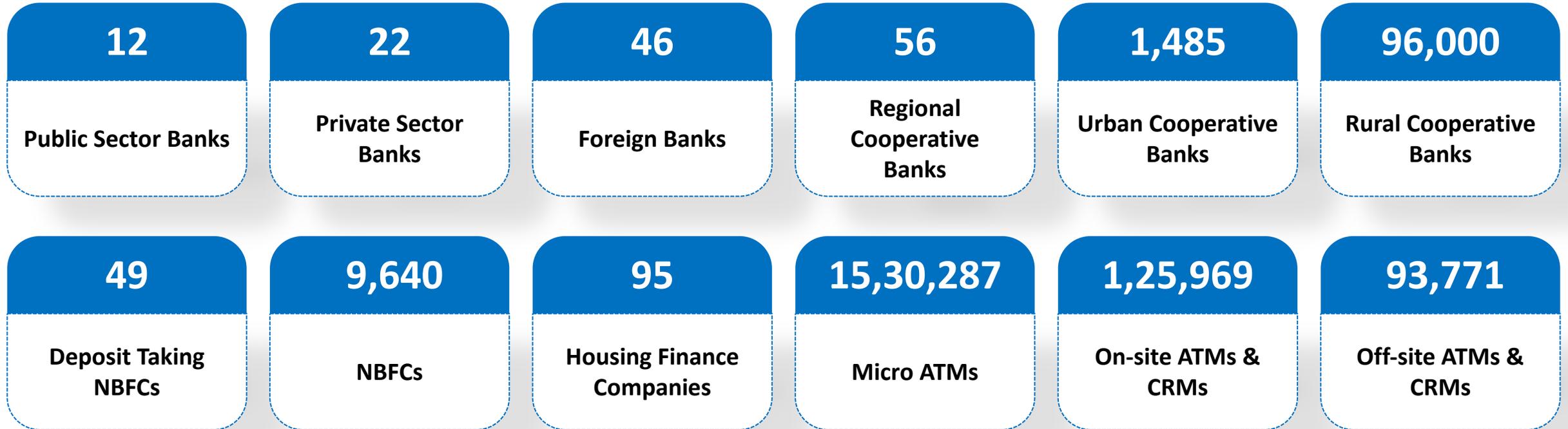
#Interconnected

#Infrastructure

#indigenous



BANKING SECTOR SPREAD

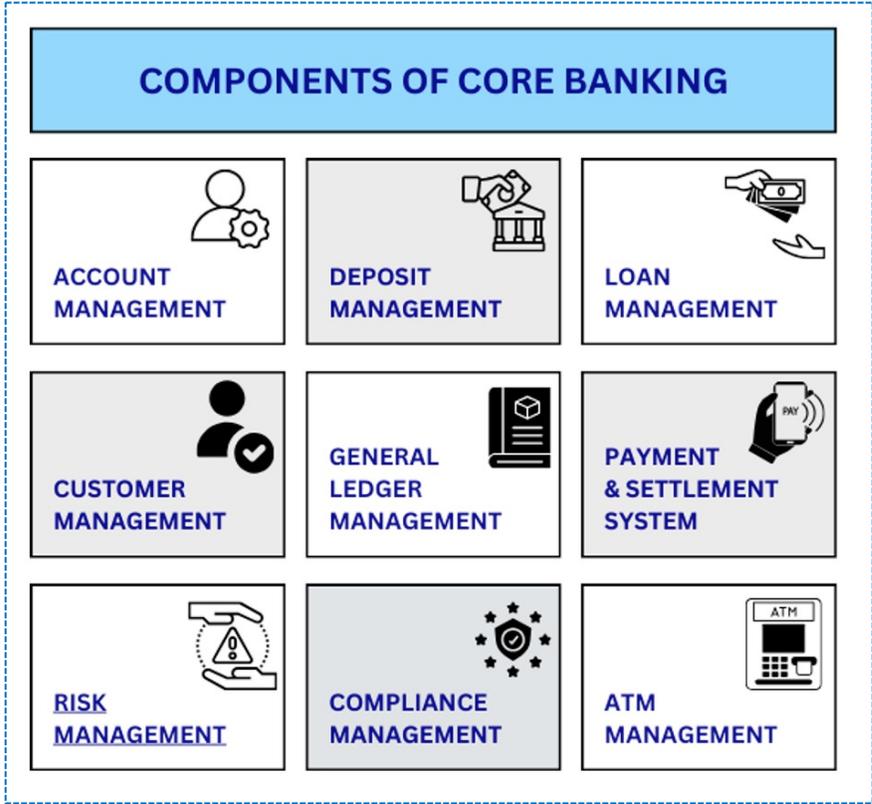


One size will NOT fit for all

Highly demanding regulator

Legacy systems can't keep the pace

CBS IS THE 'INTEL INSIDE' TO MODERN BANKING



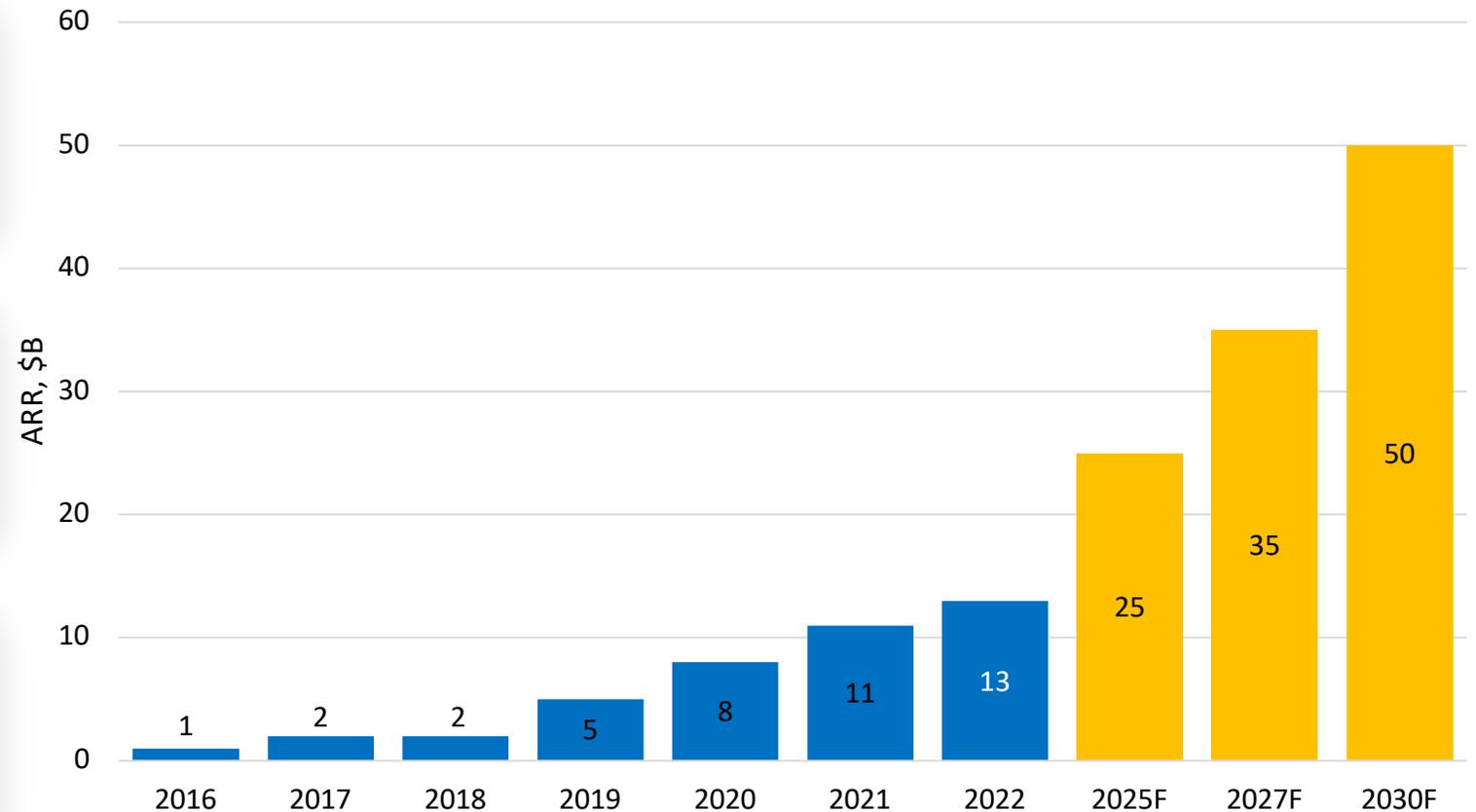
SAAS FINTECH: PLUG-AND-PLAY & CLOUD-FIRST

India's software-as-a-service (SaaS) market is projected to reach \$50 billion of annual recurring revenue (ARR) by 2030

300mn customers in India are lendable but formal credit has only been extended to ~120mn customers to date

More than \$9.3 Bn in investments were made in digital lending in the last 5 years and the market is expected to grow to \$515 Bn by 2030

INDIA SAAS MARKET SIZE



Source: Venture Intelligence, Industry Reports, BVP analysis

PROFESSIONAL AND EXPERIENCED PROMOTERS



HEMANT PADMANABH CHAFALE
MANAGING DIRECTOR & CEO

- First generation Entrepreneur & Instrumentation Engineer
- Three decades of BFSI Software Industry experience
- Govt nominated member of Maharashtra State Board of Technical Education (MSBTE)
- President At Vidarbha Vaibhav Ngo
- Served as Director Nagpur Nagarik Sahakari Bank & Chartered Member Of Tie Nagpur
- Ex-Rama Synthetics, Bombay Dyeing, Essar Projects



HERAMB RAMKRISHNA DAMLE
DIRECTOR & HEAD OF MARKETING

- Two decades of experience in BFSI Software Techno-Commercial domain
- Part of Trust Fintech from day one and contributed to evolution from day one
- Worked in multiple roles in Trust Fintech to get hands-on with Product lifecycle
- B.E. Mechanical and MBA from Pune University



ANAND SHANKAR KANE
EXECUTIVE DIRECTOR & CFO

- Four decades of Banking Technology experience
- Joined Trust Fintech in 2016 for Global Sales & Strategy
- Served as Director Global Sales in Oracle Financial Services product i-Flex CBS
- Ex-Bank of Baroda, Standard Chartered Bank, HDFC Bank
- Commerce Graduate with Management Course from Harvard Business School In 2012

PROFESSIONAL AND EXPERIENCED PROMOTERS



MANDAR DEO
DIRECTOR & CTO

- Tech leader with 3 decades of experience
- Leading overall software development and integrations
- Expert in developing & designing large scale IT systems
- Specializing in areas – ERP, banking & mobility solutions
- Holds Professional Diploma in Computer Application from La Salle University



SANDHYA NARENDRA GULHANE
DIRECTOR & DELIVERY HEAD - ERP

- 26+ years of experience in custom ERP solutions, GST ASP for banking & manufacturing sectors
- SAP B1 technical architecture & API integration expert
- Developed numerous SAP B1 add-ons, boosting system capabilities
- Holds an M.Sc. in Applied Electronics



SANJAY PADMANABH CHAFALE
ADVISOR

- 31+ years of experience; joined as partner for North and South American operations.
- Formerly at Fiserv USA as Director & Head of Product Development for CBS Business.
- Past roles at Kale Consultancy and Satyam Computers.
- Advisor and investor since inception.
- Holds a Bachelor's in Computer Science, based in the US

CREDIBLE INDEPENDENT PROFESSIONALS ON BOARD



DR. KAPIL D. CHANDRAYAN
INDEPENDENT DIRECTOR

- Consultant at NSDC, New Delhi; Advisory roles in regional development.
- Honorary member, Gondwana University Board of Research.
- Editorial Advisory Board member, Lokmat Group.
- Former roles: Expert Member, Vidarbha Statutory Development Board.
- Specializes in strategic communication and stakeholder engagement.



NITIN ALSHI
INDEPENDENT DIRECTOR

- Finance professional with 25+ years' experience.
- Specializes in internal audits, process reviews, and advisory services.
- Holds diploma in Enterprise Risk Management.
- Chartered Accountant with Bachelor's in Commerce.
- Certified with FCA, ACMA, DISA (ICA), and PGDERM (ICFAI)



PRASAD DONGARKAR
INDEPENDENT DIRECTOR

- Leading professional in management systems facilitation and training.
- Three decades of diverse quality management consulting experience.
- Works with certification agencies like DQS and DNV SGS.
- Empanelled with the National Productivity & Quality Council of India.
- Holds an MBA and a degree in Instrumentation Engineering.

EXISTING INVESTORS



TEJAS GOENKA
MD, Tally Solutions



NITIN SATHAWANE
Head of Mphasis Canada



SAMEER GUPTA
MD & CEO, NSDL Database Mgmt. Ltd.



AMIT KUMAR
Founder & CEO, MSMEEx



BINDUMADHAV TIKEKAR
Ex-Sr EVP, HDFC Bank



SIDDHARTH RAISONI
Serial Entrepreneur, Raison Group



WELL DEFINED ORGANISATION STRUCTURE DESIGNED TO IDENTIFY AND ELEVATE TALENT

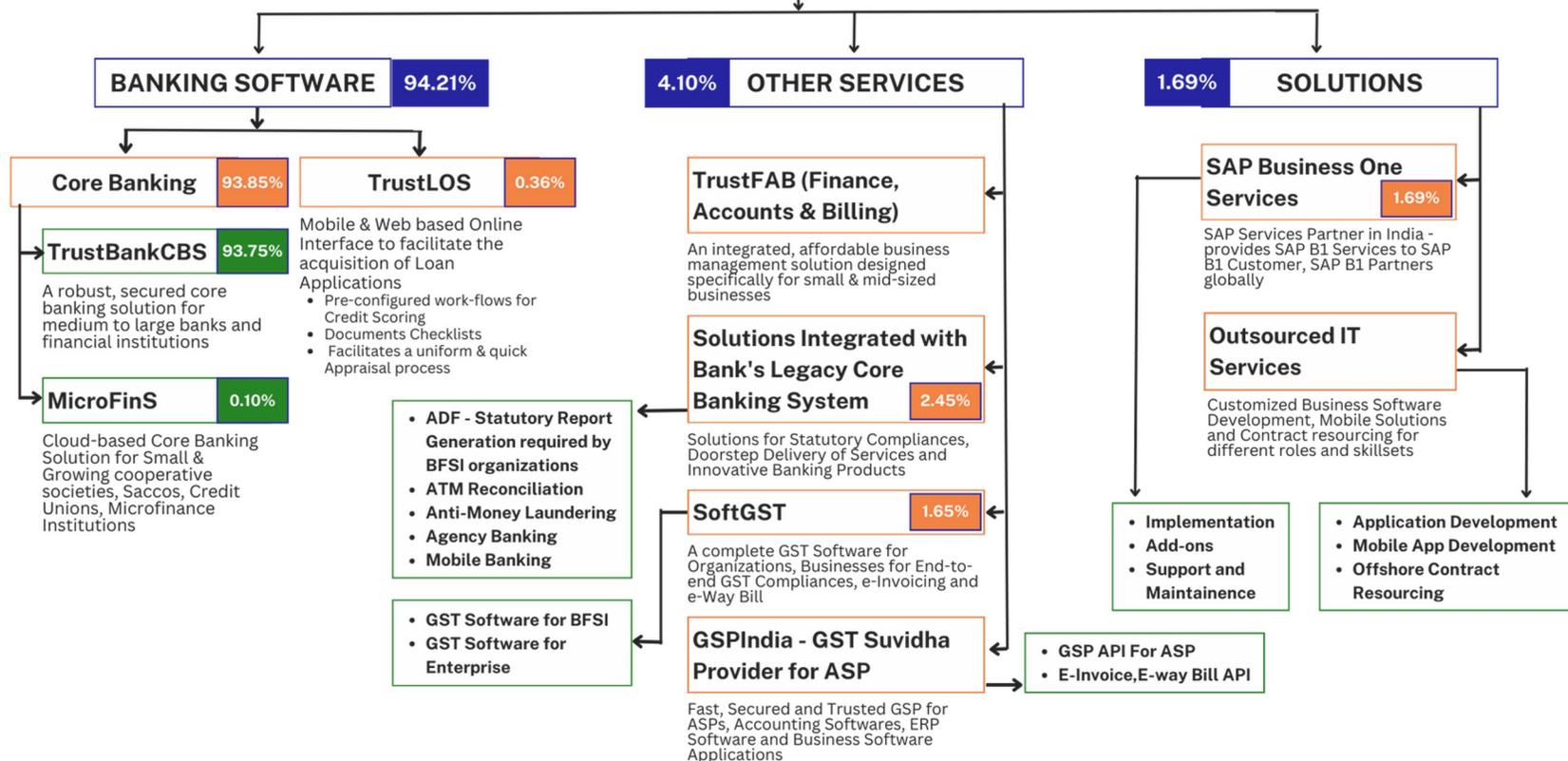
250+ professionals including CAs, MBA, Engineers, Software Developers and support staff

Lead centre based in Nagpur, with offices in Mumbai and Pune; as well as on-site presence at client locations

A culture of consistent trainings and upgradation leading to higher retention of talent and preferred workplace status

A team comprising of young and enthusiastic mid level professionals led by seasoned thought leaders

OUR PRODUCTS EMPOWER THE BANKS TO FOCUS ON BANKING



KEY PRODUCTS

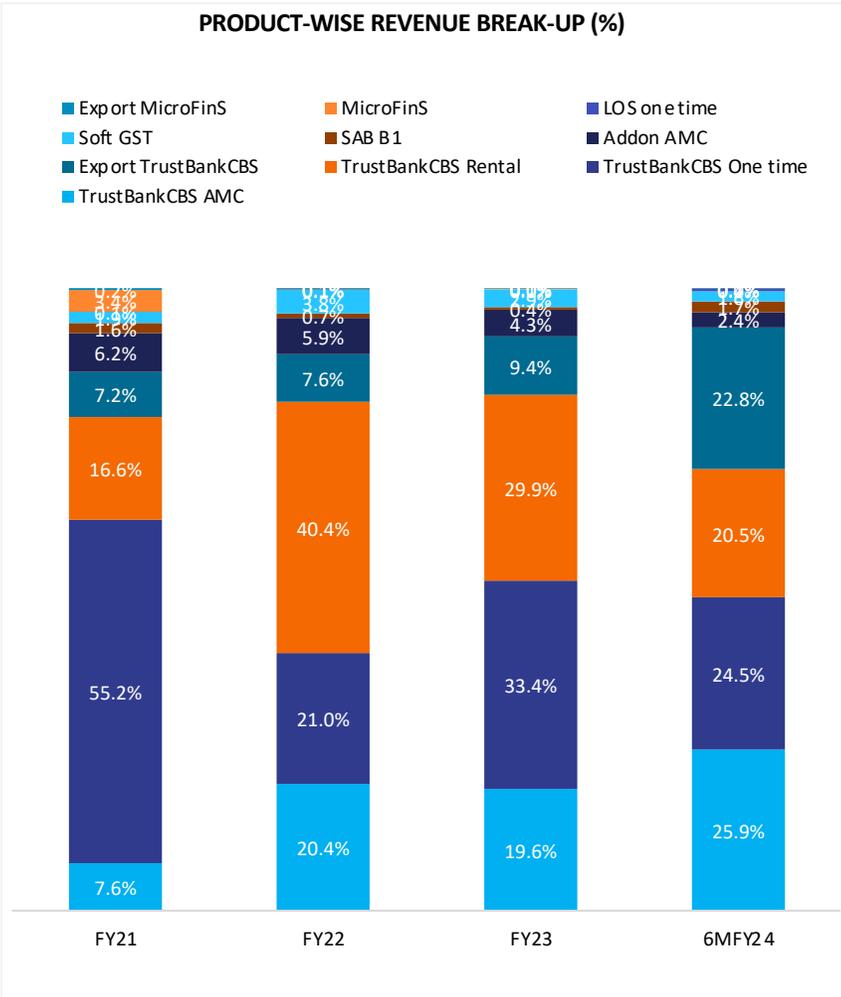
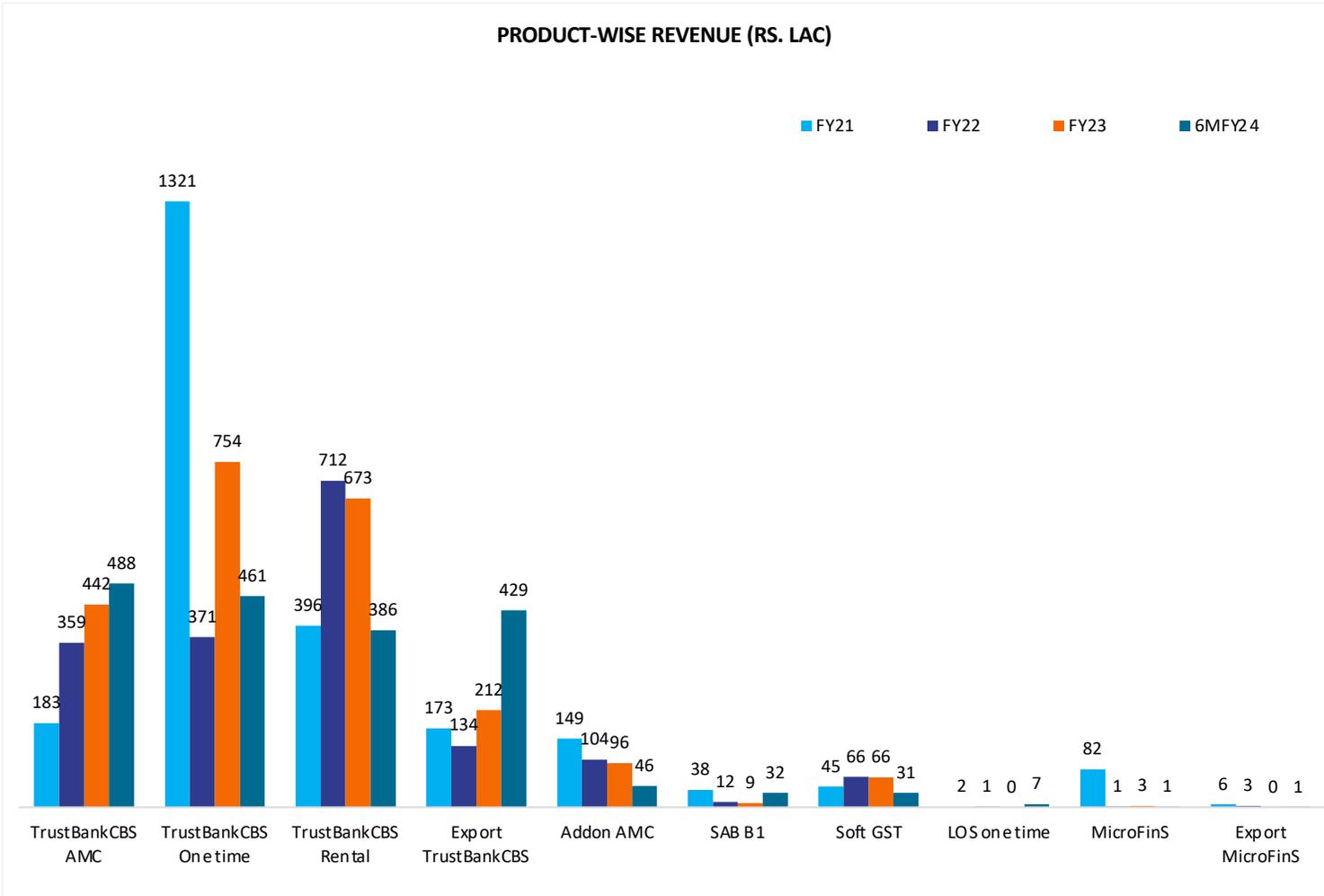
Flexibility in revenue generation

- AMC
- Rental
- One Time
- Exports

New products under development

- CBS customization for NBFCs, Credit Unions in US and South American markets
- Loan Origination for ONDC and US markets
- GST for ONDC
- Risk management using AI for US markets

OUR CBS CAPABILITIES HAVE GIVEN US A FOOT IN THE DOOR TO PUSH NEWER PRODUCTS



OUR CLIENTS FOR CBS ADD-ONS : PUBLIC SECTOR BANKS, CO-OPERATIVE BANKS, GARMIN BANKS

Empaneled as Software vendor with Union Bank of India, Indian Bank, HDFC bank



Shamrao Vithal Co-operative Bank

OUR CLIENTS FOR CBS (INDIA)



Pune District Central Co-Op. Bank



The Chiplun Urban Co-Op. Bank, Chiplun



Kashipur Urban Co-Op. Bank, Kashipur (Uttarakhand)



Vidarbha Merchants Urban Co-Op. Bank, Hinganghat



Muslim Co-Op. Bank, Pune



Ajra Janta Sahkari Bank, Ajra – Kolhapur



Gandhibagh Sahkari Bank, Nagpur



Pune Peoples Co-Op. Bank, Pune



The Hooghly Co-Op. Credit Bank, Kolkata



Sadhna Sahkari Bank, Nagpur



Gadchiroli District Central Co-Op. Bank



Chandrapur District Central Co-Op. Bank



Mumbai District Central Co-Op. Bank



NABARD Financial Services Ltd., Bengaluru
Subsidy of NABARD , With Equity of Govt. of Karnataka , Canara Bank, Union Bank , Bank of Baroda

OUR CLIENTS FOR CBS (INTERNATIONAL)



CCOM Microfinance (Mozambique)



Zimnat Financial Services (Zimbabwe)



BMI Micro-finance (Sri Lanka)



Digital International Bank (Puerto Rico)



Mission Development Bank Ltd. (Nepal)



Commercial Bank of Liberia (Liberia)



Polyunwana Microfinance Bank (Nigeria)



Sajha Development Bank (Nepal)



Supersonicz The Microfinance (Gambia)

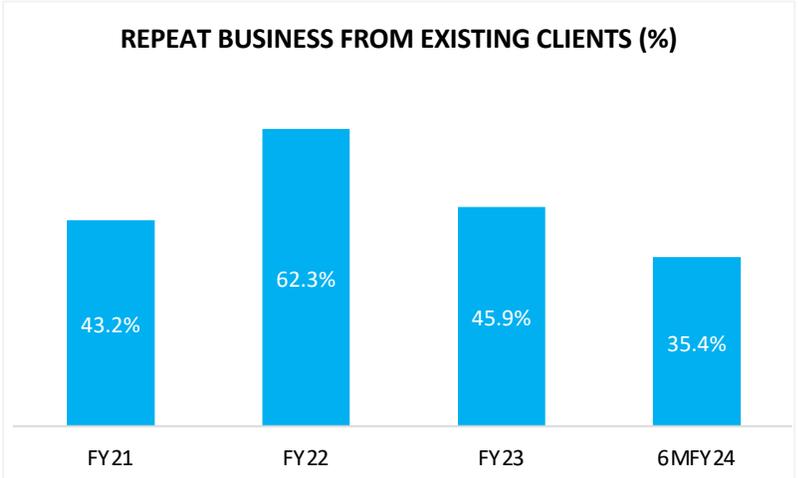
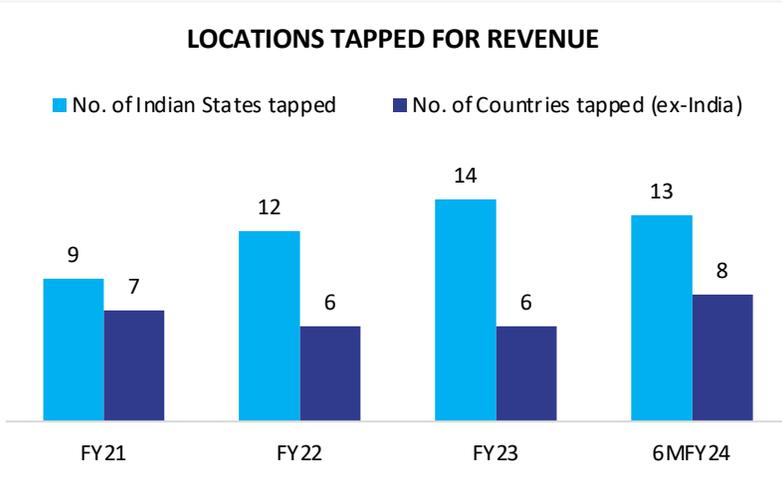
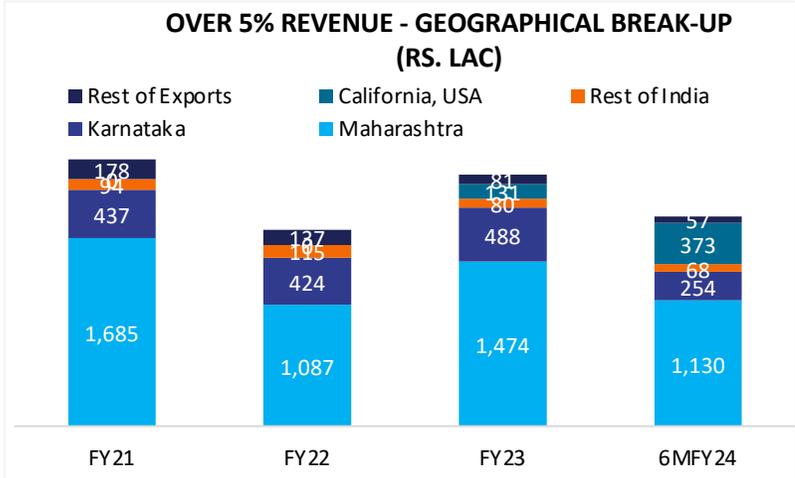
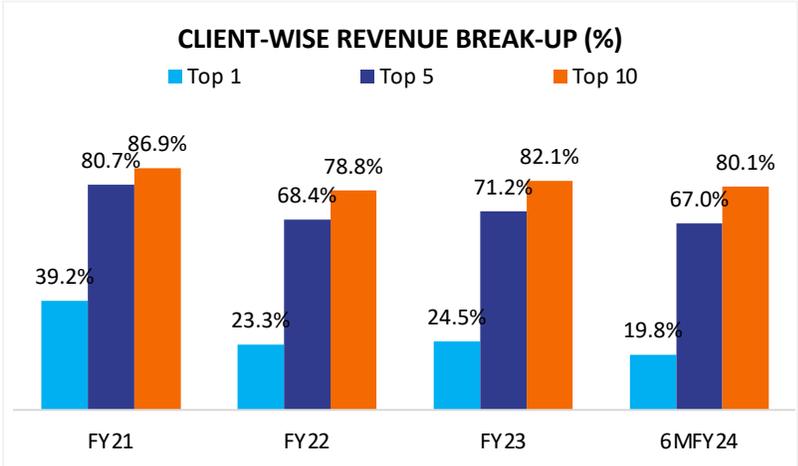
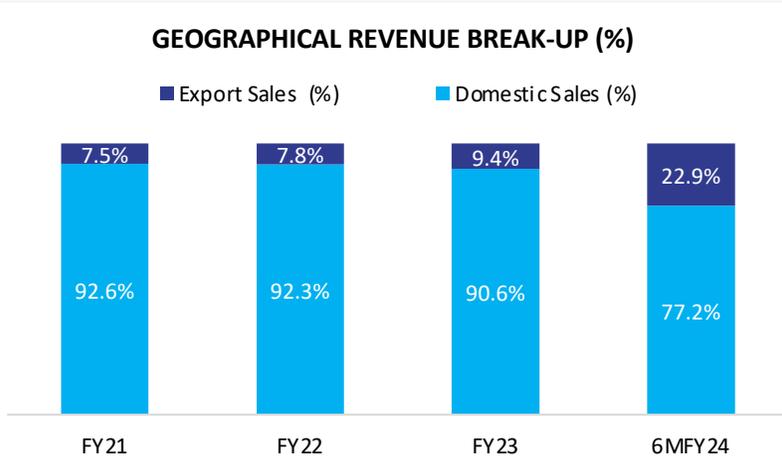
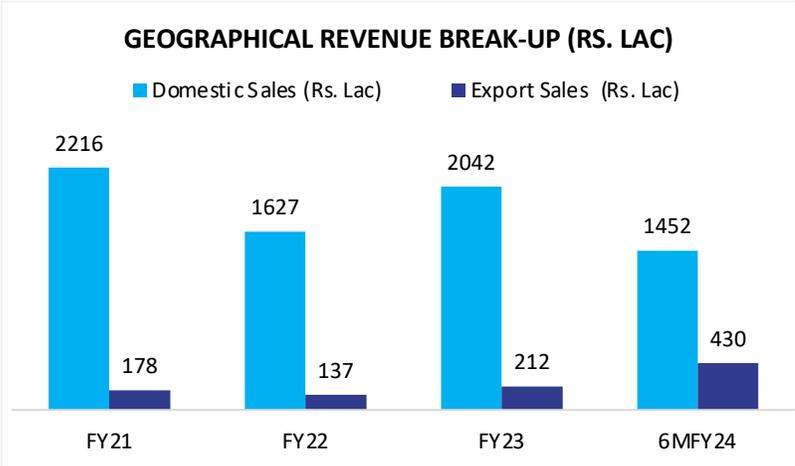


WAT SACCOS (Tanzania)

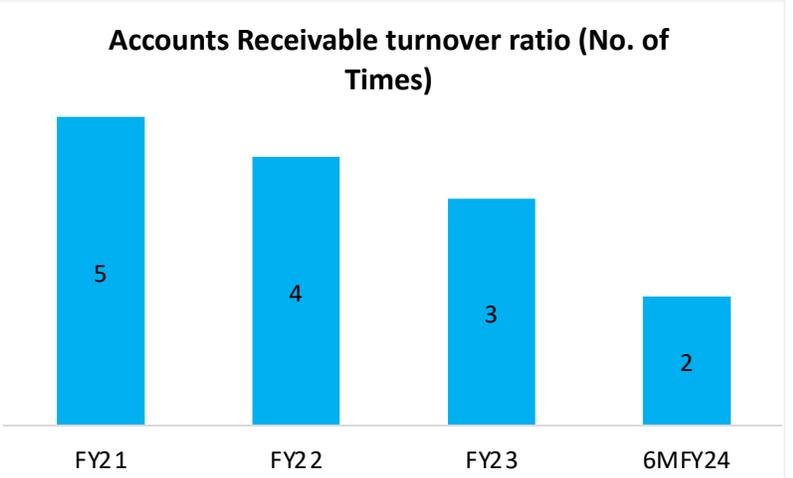
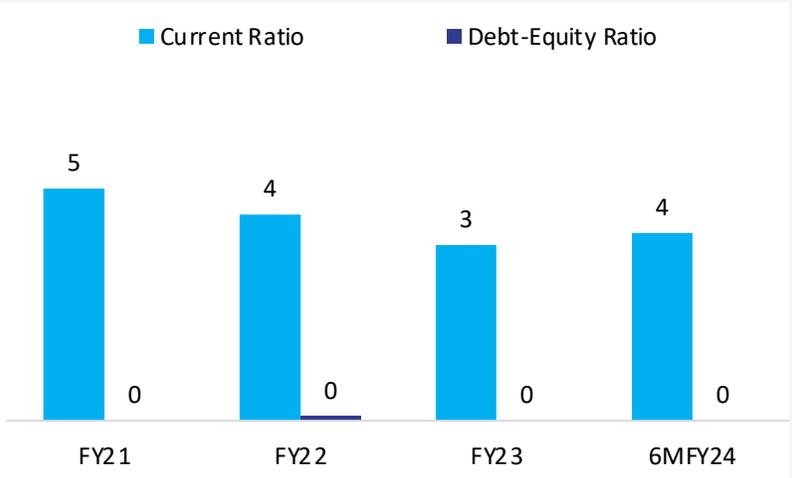
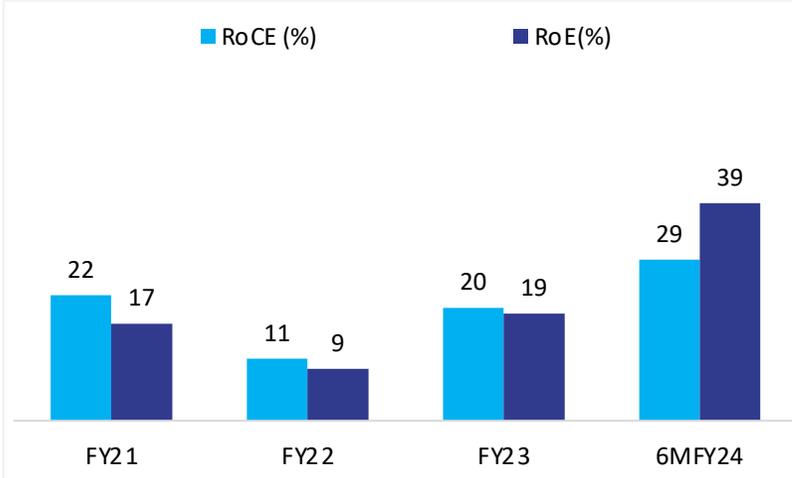
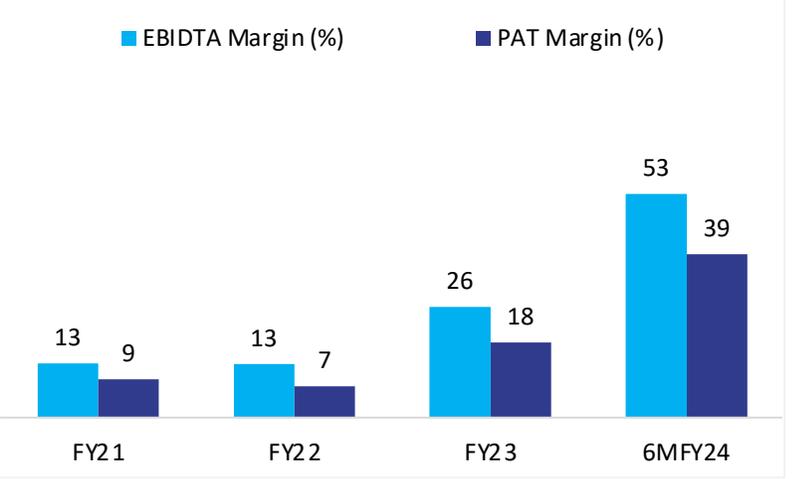
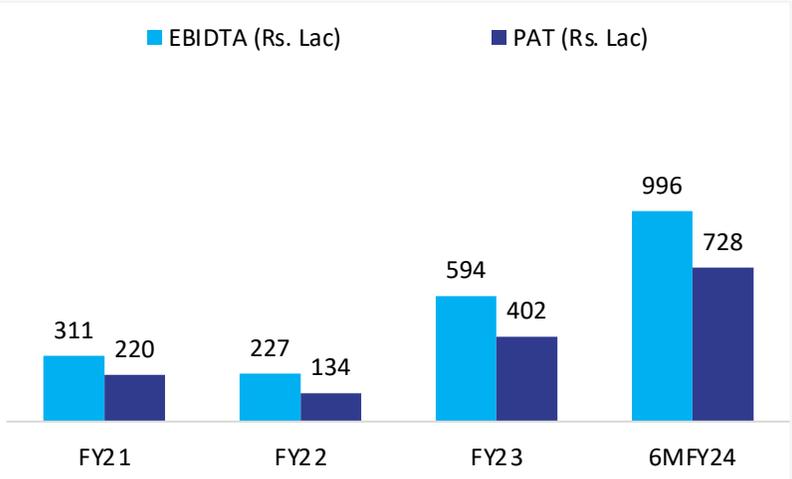
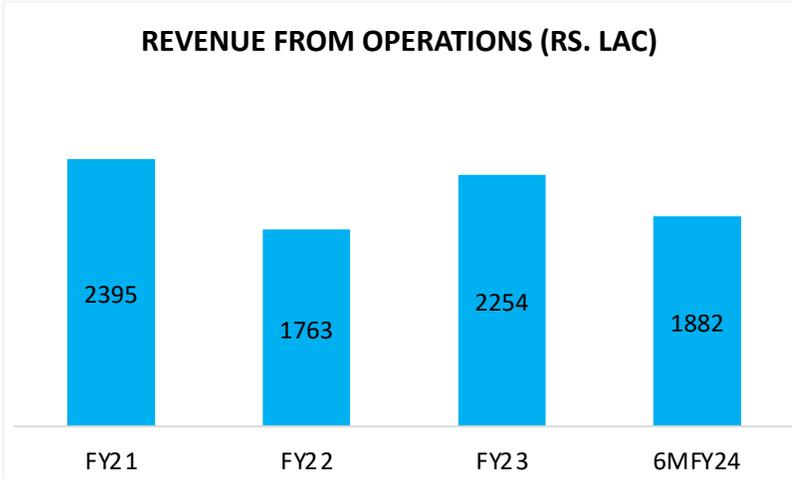


Bosak Microfinance Bank (Nigeria)

WE ARE CATERING TO CLIENTS - GOING WIDE AND DEEP IN INDIA; AND OVERSEAS TOO



OUR STRENGTHS REFLECTING IN OUR DISCIPLINED PERFORMANCE



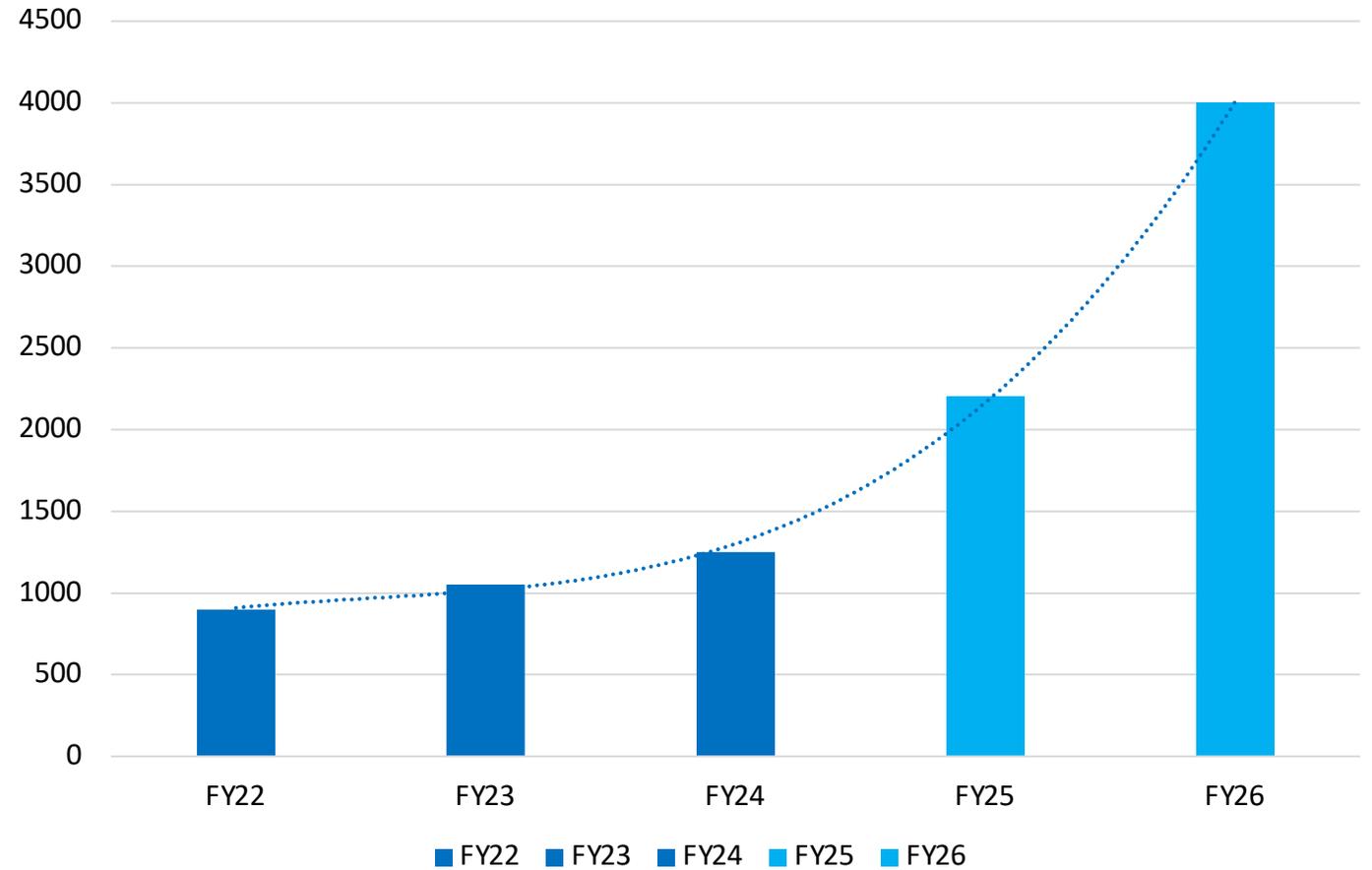
POISED FOR GROWTH

IPO funds and visibility will help us with aggressive sales and adding more bank branches

Our business and bottom line grows exponentially with the addition of bank branches

USA & Canada business may attract 2-3 times more profitability

Bank Branches

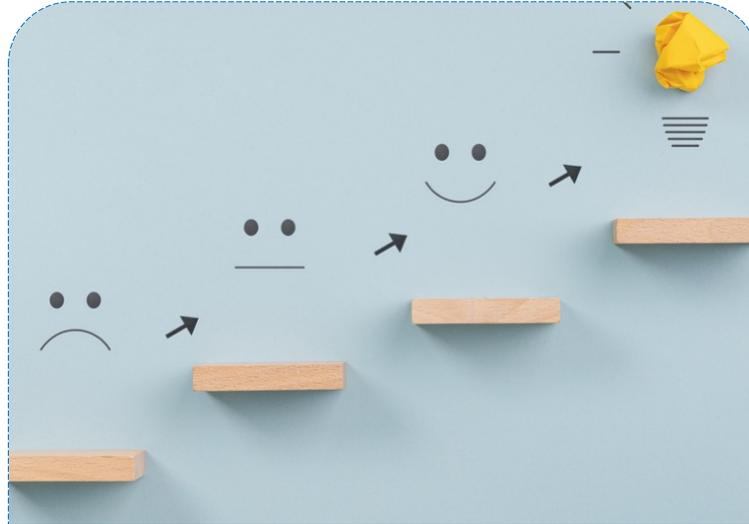


GROWTH MOAT 1

PRODUCT EXCELLENCE



**Evolved Product Over
Decades of Experience &
Expertise**



**10 Flagship Products coupled
with Compatible Add-on
Modules**



**10 New Products Capitalizing
Emerging High-demand
Segments**

GROWTH MOAT 2

CLIENT RELATIONSHIPS & EMPANELMENTS

**35% repeat
revenue in
H1FY24**

**53 repeat
customers
over years**

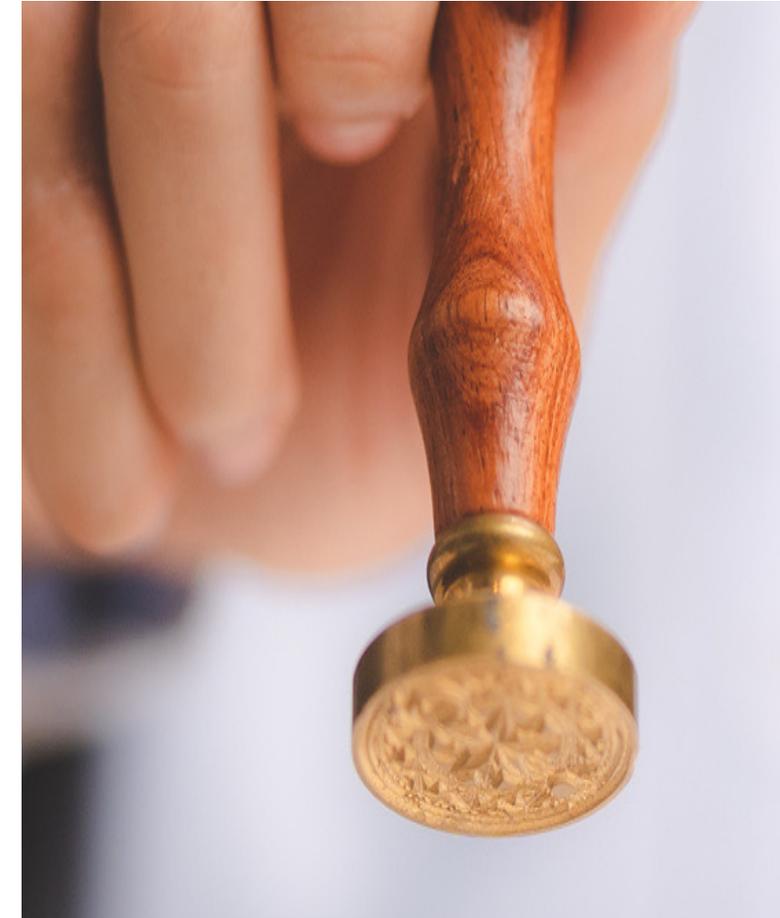
EMPANELED WITH GOVT BODIES

GST Service Provider (GSP)

NEGD for Digital India

NAFCUB for Urban Cooperative Banks

Union Bank of India and Bank of India for Digital
services



GROWTH MOAT 3

VALUE PROPOSITIONS



Intellectual Capital

Experienced leadership from BFSI industry
Core Banking domain expertise
Relations in banking ecosystem



Intellectual Process

Regularly creating new IPs
Copyrights of product brands
IP monetization through subscription
premium



Pricing Options

CAPEX model for mid-size banks
OPEX model for entry-level banks
Revenue sharing model for selective
clients

STRATEGIES AT PLAY

SECTORAL & GEOGRAPHICAL FOCUS

Expand sectors of client presence

- Targetting Emerging Markets In CBS For NBFCs In India
- RBI Mandates That NBFCs With 10 Or More Fixed-point Service Delivery Units Must Implement A Core Financial Services Solution By 30.09.2025
- Already Initiated Product Development And Customization
- Plan To Roll Out The Product By July 2024
- Currently, A Customized TrustBankCBS System Has Been Implemented At One Of The Public Sector NBFCs

Expand the exports revenues

- Currently Exporting Products To 10+ Countries Across Western U.S, West Africa, South Africa, East Africa, Russia, Central Africa & Others
- Considering Our Product Maturity Of TrustBankCBS (In Terms Of Technology, Features) And Market Size, Now Planning To Employ Full Time Two Marketing Manager In East & West Coast Of USA
- Mr. Sanjay Chafale to lead the same owing to his background

STRATEGIES AT PLAY

PRODUCT VISIBILITY & LAUNCH PIPELINE

Expand The Realm Of Product Marketing To Tap New Clients

- 10+ Banking Related Products For Commercial And Cooperative Banks And Financial Institutions Including Core Banking Software, IT Solutions, ERP Implementation And Customized Software Solutions Development - Catering To BFSI Verticals
- Products Despite Their Maturity And Market Size, Have Been Marketed On A Very Limited Scale And Domains
- Planning To Employ Customer-centric Sales Strategy To Cater To The Growing Demand For Innovative Software Solutions To BFSI Organizations Across India

Developed and productized the “TrustBankCBS”, “TrustLOS”, “SoftGST” product (“Existing Product”) and now are looking to further enhance capabilities by adding more functionalities in existing CBS, Loan Origination Solution, GST Software and Back-office module

RBI Statutory Compliance Reporting: Addition of EXRL & ADF Feature to generate reports in EXBRL or ADF Formats.

CBS Customization for Credit Unions in North America, USA

Loan Origination on ONDC platform

CBS customization for NBFC in India

Loan Origination for North American Market

Customization additions in Back-office modules

Universal digital Reconciliation

Risk Management Using AI: mainly for USA

GST on ONDC Platform

CBS For Credit union in South America (Spanish Version)

STRATEGIES AT PLAY

PEOPLE FOCUS - STATE OF THE ART FACILITY

Establish A Future-ready Facility At Mihan Sez, Nagpur

- Own Office Space To Offer Visibility And Conviction For Growth To Both The Talent And Clients
- The Mihan SEZ Campus Will Be Established On Approximately 8093.71 Sq. Mtr. Of Land And Can Support 4X Growth Planned For Talent Recruitment In The Next Three Years
- New Facility Will Serve For Software Development And Related Activities - As An Eou - Catering To Global Core Banking Services And IT Solutions
- The New Facility Is 13 Times The Existing Rented Office And Is Expected To Be Completed By April 2025



Reason Of Selection Of Location:

- Tax Benefits As An Export-oriented Unit Operating From The Sez
- Single Window Clearance
- Low Power Cost
- Availability Of Relatively Low-cost Skilled Resources
- Location In Proximity To Airport And Offers Good Connectivity From All Corners
- Additional FSI May Be Available For Future Expansion

Long Term Cost Benefit Of Owning Vs. Renting:

- Rental Properties Available Without Interior And Have Average Monthly Rent Of Rs. 100 Per Sq. Ft. With Minimum Annual Increase Of 5% In The Rent
- In Contrast, The Newly Owned Property In Mihan Sez, Nagpur Available At Rs. 2200 Per Sq. Ft.

AIMING FOR LISTING

ISSUE DETAILS



ABOUT THE LEAD MANAGER TO THE ISSUE

CCV is among the country's leading full-circle investment banking firms, catering to the lifecycle funding needs of MSMEs across diverse sectors. A SEBI registered Category-I Merchant Banker, CCV has a celebrated track record in executing a majority of highly successful IPOs, including DroneAcharya Aerial Innovation, Annapurna Swadisht, Phantom Digital FX, Crayons Advertising, Oriana Power, Rocking Deals, Accent Microcell, Alpex Solar, etc. You can learn more about CCV at <https://www.ccvindia.com>.



ABOUT THE ADVISOR TO THE ISSUE

MSMEx is India's largest live online coaching and handholding platform for MSME entrepreneurs. Every month the platform conducts around 50 coaching sessions on various business topics that are attended by 5000 MSMEs. Due to its live online business model, the entrepreneurs are able to attend the sessions from 1500 pin codes.

Oriana Power Ltd comes from SME IPO Cohort program, which is like a Y-Combinator of SMEs where selective and handpicked SMEs are enrolled and groomed for a year before introducing them to the capital market ecosystem. To know more about MSMEx, visit www.msmex.in

No. of shares (FV Rs. 10 each)	62,82,000 Equity Shares (Fresh Issue)
Price band (Rs.)	95 - 101
Issue size (at the upper band)	Rs. 63.45 crore
Issue type	Fresh issue
Issue date	26-MAR-24
Anchor Book	22-MAR-24
Reservation for Market Maker	3,18,000 Equity Shares
Reservation for HNIs	8,95,200
Reservation for QIBs	11,92,800
Reservation for Retail	20,88,000
Lead Manager	Corporate Capital Ventures Private Limited
Registrar	Bigshare Services Private Limited
To be listed on	NSE Emerge

PEER GROUP COMPARISON

COMPARISON OF KPI WITH LISTED INDUSTRY PEERS

All currency figures are in Rs Lacs

Key Financial Performance	Trust Fintech Limited				Network People Services Technologies Ltd.				Veefin Solutions Ltd.			
	September 30, 2023*	31-Mar-23	31-Mar-22	31-Mar-21	September 30, 2023*	31-Mar-23	31-Mar-22	31-Mar-21	September 30, 2023*	31-Mar-23	31-Mar-22	31-Mar-21
Revenue from Operations	₹ 1,882	₹ 2,254	₹ 1,763	₹ 2,394	5,241	4,078	1,916	1,520	583	1303	618	76
Accounts Receivable turnover ratio	1.63 Times	3.39 Times	4.02 Times	4.61 Times	17.71 Times	13.87 Times	3.11 Times	3.21 Times	0.76 Times	3.25 Times	14.6	8.11 Times
Working Capital (Rs. in Lakhs)	₹ 1,465	₹ 980	₹ 941	₹ 725	2,818	1,578	1,125	21	719	494	-193	-758
Current Ratio	3.70 Times	3.46 Times	4.07 Times	4.58 Times	3.13 times	2.74 Times	2.55 times	1.01 times	2.77 times	2.00 Times	0.40 times	0.22 times
EBITDA	₹ 996	₹ 594	₹ 227	₹ 311	1,652	1203	348	293	86	468	73	8
EBITDA margin (%)	52.9%	26.1%	12.6%	12.8%	31.5%	29.5%	18.1%	19.3%	14.8%	35.9%	11.9%	11.4%
ROCE (%)	28.5%	20.0%	11.0%	22.2%	32.7%	29.5%	8.9%	20.4%	1.4%	10.6%	4.5%	1.4%
PAT margin (%)	38.6%	17.7%	7.4%	9.0%	19.0%	15.9%	7.7%	7.0%	5.7%	29.0%	8.9%	17.8%
ROE (%)	23.6%	18.9%	9.2%	17.2%	30.1%	22.8%	6.7%	16.0%	0.7%	8.7%	6.1%	13.7%
Net working capital days	117	155	172	127	196	120	29	3	450	115	-115	-393
Debt To Equity Ratio	0 Times	0 Times	0.08 Times	0 Times	0.004 Times	0.01 times	0.00 times	0.06 times	0.008 Times	0.02 Times	0.40 times	4.54 times
Market Cap	Rs 240.63 cr (as per upper band IPO price)				Rs 2094 cr (as on 19-Mar-24)				Rs 625 cr (as on 19-Mar-24)			

*Not annualized.

**All the information for listed industry peers mentioned above are on a Standalone basis and is sourced from their respective audited/ unaudited financial results and/or annual report.

SUMMING UP

CBS - the life-blood of banking; highly scalable business with well defined entry barriers

SaaS company with demonstrated success in product development - with 25 years of industry presence

Highly experienced Professionals-turned-entrepreneurs at the helm; hands-on involvement with daily operations

Integrated solutions play coupled with modularity, cost effectiveness & R&D focus

Long standing client relationship along with prestigious empanelments

Now eyeing for growth by investing into infrastructure, presence and product marketing

Highly profitable with minor variance between EDITDA and PAT margins (above 50%)

Gearing up for IPO - to fund its ambitious expansion across key businesses

A sum of the parts player operating in a high growth and innovative industry

THANK YOU



Mumbai

509, "E-Square", Subhash Road, Vile
Parle, Mumbai-400057



www.softtrust.com