

# Enterprise Verticals: Diversifying The Portfolio

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Certain statements mentioned in this presentation concerning our future growth prospects are forward looking statements (the “Forward Statements”) and are based on reasonable expectations of the management, which involves a number of risks, and uncertainties that could cause actual results to differ materially from those in such Forward Statements. The risks and uncertainties relating to these Forward Statements include, but are not limited to, risks and uncertainties regarding fluctuations in our earnings, fluctuations in foreign exchange rates, revenue and profits, our ability to generate and manage growth, intense competition in IT services, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price and fixed-time frame contracts, restrictions on immigration, industry segment concentration, our ability to manage our international operations, our revenues being highly dependent on clients in the United States of America, reduced demand for technology in our key focus areas, disruptions in telecommunication networks or system failures, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, withdrawal of fiscal governmental incentives, political instability, adverse impact of global pandemics (including COVID-19 impact), war, legal restrictions on raising capital or acquiring companies, unauthorized use of our intellectual property(ies) and general economic conditions affecting our businesses and industry. We may, from time to time, make additional written and oral Forward Statements . We do not undertake to update any Forward Statements that may be made from time to time by us or on our behalf, unless required under the law.



# Non-BFS Expansion : Verticalizing and Executing Small Number of True Fundamental Movements



The basis for this progress, let me repeat, was my genuine conviction that all that is really required to play good golf is to **execute properly a relatively small number of true fundamental movements!**

-- Ben Hogan "The Fundamentals of Golf"

### Scale

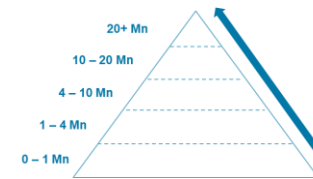
- Top #1 or #2 Preferred Partner
- Replicate Value Proposition & Wins across Verticals
- Large Deals & Hyperscalers

03

Inch-Wide  
Mile-Deep

### Account Mining

- \$10M Escape Velocity
- Leverage Disruptor Brand
- Focused investments and vertical / account clusters



02

Apply Mphasis  
Account Growth  
Secret Sauce

### 20-25 Logos / Year in 4 Verticals

- Travel & Logistics
- Hi-tech
- Healthcare
- Insurance

### Account Qualification

- Revenue Potential (10M+ yearly spend)
- Marquee / Top 30 Logos in the Verticals
- Ripe for Disruption using established archetypes

01

Focused Logo  
Origination

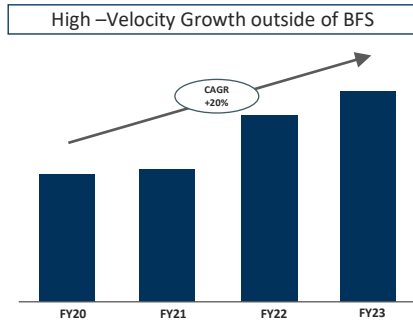
Domain Contextualized Offerings  
Embedded in Deep Tech

"Specialist-at-scale"

Challenger to Incumbents;  
Aggregator for Niche Players

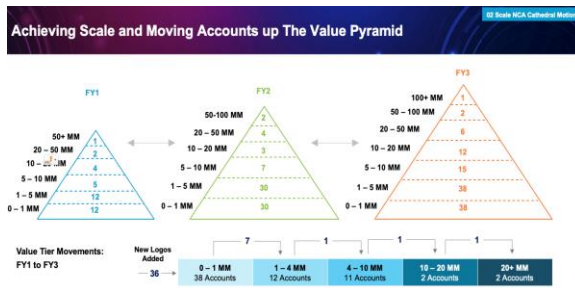


# The Results : Four Years Hence



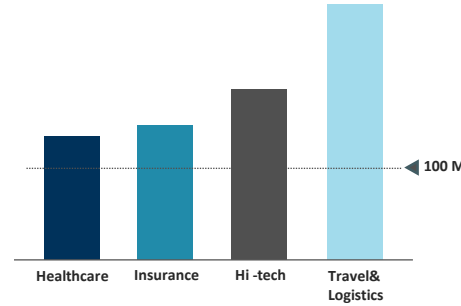
## Revenue Growth

- 49% NCA CAGR, 20% Overall CAGR despite macro volatility
- Non-BFS is 46% of Direct Revenue



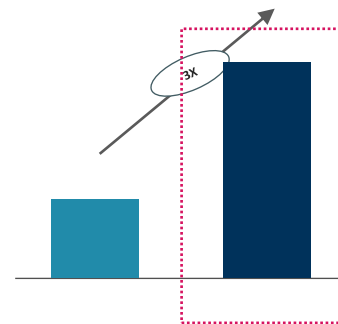
## Account Pyramid

Created Significant TAM and Increased Wallet Share



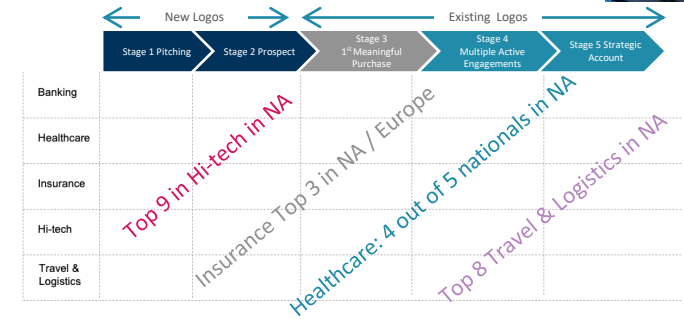
## 4 Verticals

Critical Mass Achieved = 100M+



## TCV Wins

- Robust large deal motion
- 60% of pipeline consists of large deals



## Logos

20 in the Fortune 100, 37 in the Fortune 500 across the 4 Verticals

“Likewise, fascinating debate and one that I rarely get to have at any great depth – through all the discussions and meetings it has cemented my view Mphasis is a sleek, highly polished and deeply technical professional services group. I look forward to the future path we will carve out between our two organisations.”

- Customer CXO

## Voice of the Customer

90+ NPS; Digital Transformation Partner of Choice



# Win Themes : Successful Challenger Brand Leading to Large Transformation Deals



Deal Archetypes	Tribes Leveraged	TCV + Accounts Won
1 Zero Cost Transformation	Modernization   Next Gen IT Ops   DevOps   Data	\$100M TCV   Logistics Customer
2 Customer & Employee Experience Transformation	Mphasis.ai   XAAP   DevOps   Modernization   Data	\$ 180M TCV   Hi-tech Customer
3 Zero Cost + Service Transformation	XaaP   Next Ops   Experience	\$ 115M TCV   Healthcare Customer
4 Contact Center + Ops Transformation	Next Gen Ops   Data	\$ 56M TCV   Hi-tech Customer
5 Modernization	Agile IT Ops   Data	\$41M TCV   Insurance Customer
<p><b>Larger Deal Sizes</b> Engage in &gt;\$20 MM+ Pursuits Consistently</p>	<p><b>Catch Deals Upstream</b> 84% of deals Proactive Pursuits</p>	<p><b>Strategic Access to C-Suite</b> CEO, COO, CIO at Clients</p>



# In Summary : Delivering Outcomes For Our Customers



1

**4 Verticals with differentiated value proposition :  
Billion-Dollar Units**



2

**Disruptive Challenger – preferred Digital Transformation Partner**



3

**Large Deals motion led by Archetypes & Hyperscalers**



4

**Building the Teams with the Founder's Mindset to deliver consistent growth**

