



CyberPitch



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Teaser February 2018

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What is CyberPitch

- CyberPitch is the next generation of **smart** digital advertising:
 - Dynamic and networked advertising
 - Data aggregation and analytics
 - Smart support for civic requirements
 - Dynamic pricing
- CyberPitch deploys networked digital screens across the country, using IPR protected technology to:
 - Revolutionize the advertiser experience in OOH advertising
 - Significantly reduce the TAT and cost of advertising
 - Allow remote data acquisition for big data analytics
- CyberPitch ties-up with civic bodies and large corporates to cater to their unmet safety, security, and communication needs. CyberPitch offers its solution at zero investment to clients, in exchange for exclusive advertising and data rights.
- CyberPitch has partnered with TransWorld Technologies Ltd. for exclusive use of licence and technology, in this application vertical, in perpetuity

Value Proposition

Infrastructure Owners

CyberPitch

Advertisers

Near real-time predictive and exception based actionable data analytics

Public & Private bodies:

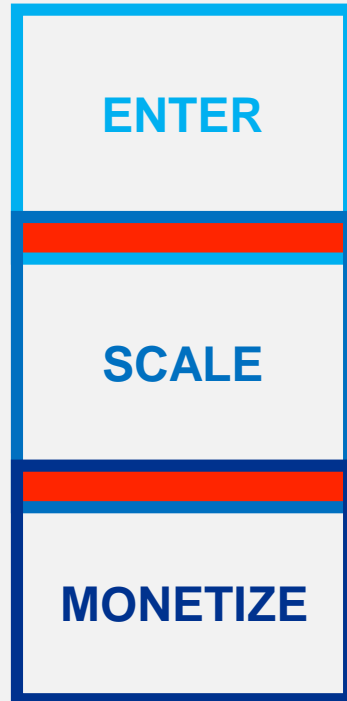
- **Key pillar to meet Smart City / citizen's safety & security objectives across India**
 - Enabling critical civic services, funded through private OOH digital advertising
 - Integrated control room for Police, Civic and Emergency services, with live maps
 - Snapshots for traffic, emergencies, disasters and threats
 - Number plate recognition, traffic violation reports and emergency alarms
 - Announcements and messaging

- Spreading advertising reach to hitherto unaddressed & untapped advertisers and audiences
- No long term contractual obligations
- Affordable and cost effective offering
- Cloud based DIY platform (online booking, payment, content upload)
- 24x7 access to media, with flexibility to choose locations and time
- Unique live viewership metrics

Business Model

OBJECTIVE

Develop a pan-India grid of networked multi-functional digital advertising media



- Target semi-urban and rural areas; corporates in Tier I and II cities
 - Long term contracts to create barriers to entry, useful data sharing to create stickiness
 - 'First mover' position will allow selection of best sites and best routes
-
- Technology allows scalability: cloud-based, open source
 - Customized, banks-supported Franchisee Partner Plan (FPP) facilitates funding for rapid growth
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- Advertising revenues: high volume, low and flexible pricing model
 - Data revenues: weather, pollution, noise, accidents, traffic, eyeballs
 - Analytics revenues: specific customer requirements, trends. Key buyers would be insurance companies, consultants to civic bodies, advertisers, ad agencies etc.

Investment Highlights

CyberPitch will revolutionize the traditional outdoor advertising industry, allowing portal-based dynamic broadcast: anytime, anywhere, and with a measurable feedback mechanism

DISRUPTIVE BUSINESS MODEL

- Pioneer in on-demand hyperlocal outdoor media advertisements
- Easy and flexible campaign planning
- Granular

ROBUST MARKET POTENTIAL

- Highly under-served semi-urban and rural markets, with growing consumer purchasing power
- Huge opportunity to reach captive audiences in corporate buses, hospitals, malls etc.

FIRST MOVER ADVANTAGE

- A pan-India network of digital advertising media will command huge value and market premium
- Allows selection of best locations and best routes
- Locations, contracts, and pricing create barriers to entry

CUTTING EDGE TECHNOLOGY

- IoT solution, leveraging the power of the Net
- Cloud-based, open source – proven technology under continuous development and improvement over last 12 years
- Low cost and quickly deployable infrastructure – highly scalable

Investment Highlights Continued

COMPETITIVE ADVANTAGES

- Competition uses dated technology resulting in higher cost and slower deployment
- SmartGrid offering is at zero cost to infra owners, and its technology allows fast roll-out and scalability

ASSET LITE MODEL

- With its unique Franchise Partner Plan, investment in capital assets is not required
- This plan is well supported by banks due to the Government's PMMY/CGTMSE schemes

MULTIPLE REVENUE STREAMS

- Advertising revenues
- Revenues from Big Data and analytics

MOMENTUM AND GROWTH POTENTIAL

- SmartGrid has successfully sold its operating solution to civic bodies, corporates as well as advertisers
- POC has been established; learnings have been internalized
- Huge growth potential due to its first mover advantage

MARKET RISK MITIGATION

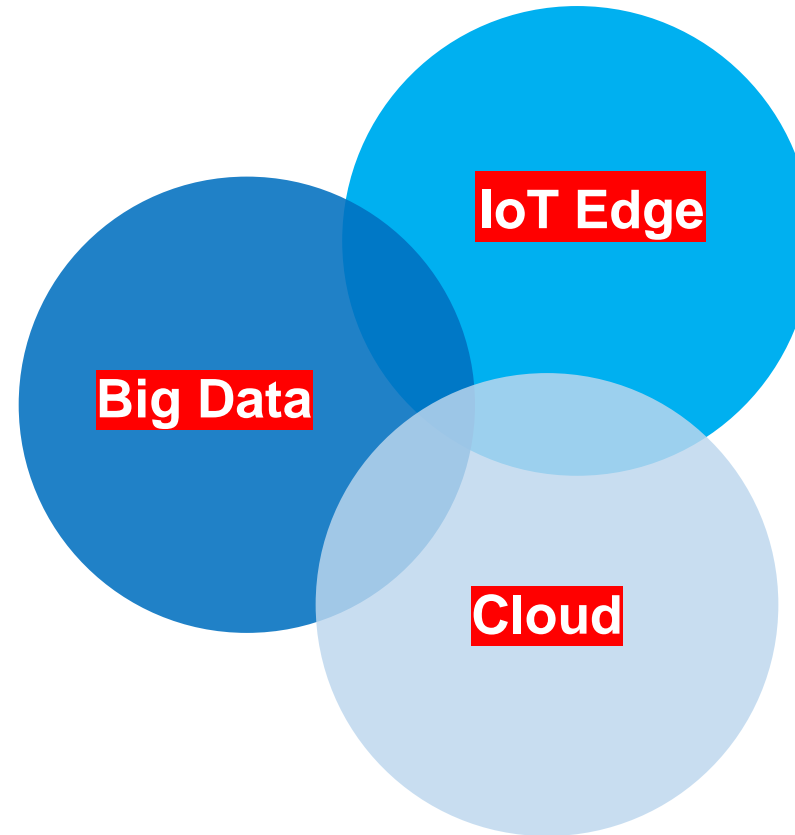
- Minimized risk due to 15-year, irrevocable & binding contracts with infra owners
- Risk to civic business segment from potential adverse changes in Govt. / civic policies is mitigated by diversifying into corporate and hyperlocal segments

Transaction Summary

Company Name	SmartGrid Infra LLP					
Nature of Business	Digital networked OOH					
Financial Projections	Particulars	FY2018-19	FY2019-20	FY2020-21	FY2021-22	FY2022-23
	Revenues	39	162	400	798	1404
	EBITDA	5	24	77	203	449
	%	13%	15%	19%	25%	32%
<i>All figures in INR Cr</i>						
Transaction	Equity investment of INR 45 Cr to fund Capex and Opex.					

The Technology Advantage

- Advertising revenues: high volume, low and flexible pricing model
- Data revenues: weather, pollution, noise, accidents, traffic, eyeballs
- Analytics revenues: specific customer requirements, trends. Key buyers would be insurance companies, consultants to civic bodies, advertisers, ad agencies etc.



- IoT technology developed over 15 years
- Provides predictive and actionable BI
- Edge computing model allows:
 - Narrow bandwidth transmission. Devices capable of working on 2G network.
 - Over the air updates and upgrades; remote access and maintenance
- Technology allows scalability: cloud-based, open source
- Banks-supported Franchise Plan allows financial bandwidth for rapid growth

Patent protected wireless hardware and software, IPR protected ERP and Portal(embedded with GIS)

Addressing Civic Bodies & Corporates

The CyberPitch Approach

- Enter into long term contracts with civic bodies and corporates
- Provide near real-time predictive and exception based actionable data analytics
- Negotiate exclusive advertising rights

The CyberPitch Offering

- Strategically located surveillance cameras, PA Systems and digital billboards/screens
- Integrated virtual control room for Police, Civic and Emergency services, with live maps

The CyberPitch Solution

- Snapshots for traffic, civic conditions, emergencies, disasters and threats
- Medium for civic and corporate announcements and messaging
- TBA - number plate recognition, violation reports and emergency alarms



CyberPitch screen in Corporate bus

Addressing Advertisers

The CyberPitch Approach

- Provide advertisers access to:
 - Under-served semi-urban and rural markets
 - Captive audiences in buses, trains, malls, and other public places

The CyberPitch Offering

- Cloud based **DIY** platform (online booking, payment, content upload)
- Granular ad durations
- 24x7 access to media, with flexibility to:
 - Choose locations
 - Number of spots
 - Number of days, time of day
- Allows advertisers to publish content on the fly

The CyberPitch Solution

- No long term contractual obligation
 - Affordable and cost effective offering:
 - Pay per use only
 - Base rate: 50 Paise for a 5 second spot
 - Premiums for location, time, day, content
 - Attractive bulk/advance booking discounts
- Live viewership metrics and actionable BI



Market

Advertising spend in India: INR 61,100 cr

- Outdoor advertising: INR 2,942 cr
- Growth in outdoor advertising: 14% p.a
- Outdoor digital advertising: INR 1,815 cr

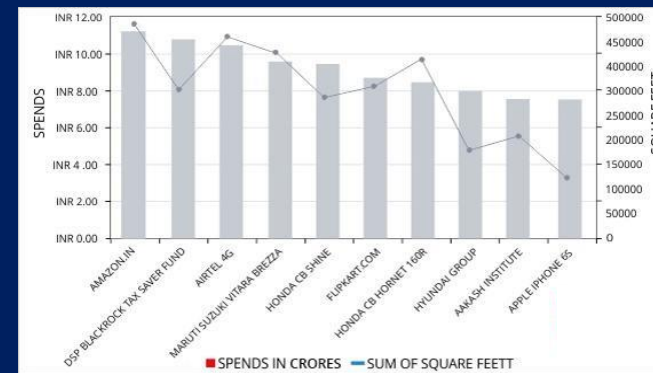
Outdoor digital spend of top 10 brands:

- § FY 2015-16: INR 240 cr
- § FY 2016-17 Q1: INR 90 cr
- Growth - outdoor digital spend: 50%

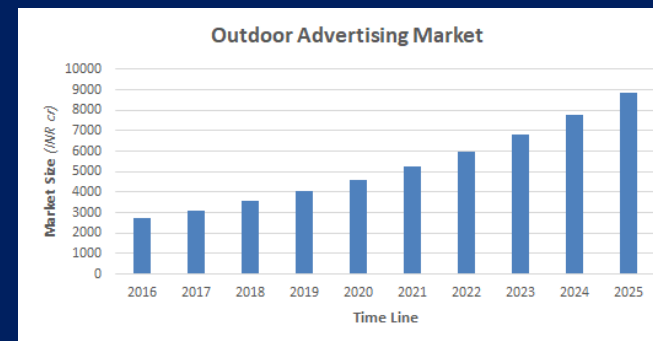
CyberPitch will help to significantly increase the size of the market by:

- Giving advertisers easy and convenient access to consumers in semi-urban and rural areas.
- Creating a new medium for hyperlocal advertising in buses, malls, hospitals, and other public places. Local businesses that have traditionally not advertised will be able to reach focused consumer groups.

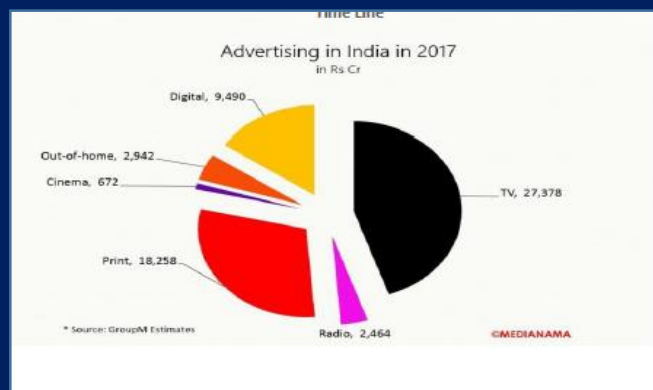
Source: Time Outdoor Monitoring



Source: Livemint



Source: Medianama



Progress to Date

Government Contracts

- CyberPitch has signed contracts in Gujarat to provide smart surveillance and monitoring at **160+ locations** across 2 districts.
- Negotiations are in active progress for additional **500+** sites

Corporate Contracts

- CyberPitch has signed **3 contracts** for corporate buses in Pune, for providing smart surveillance and monitoring for **300+** employee mobility buses
- CyberPitch will have exclusive advertising rights inside (digital screens) and outside (flex boards/stickers) these buses

Franchise Partner Plan

- CyberPitch has already sold investment plans worth **INR 4.90 Cr.**
- **INR 3.90 Cr.** in the pipeline
- Bank approved franchisee funding plan under the Central Government's CGTMSE / PMMY schemes

Business and Financial Projections

Business Projections					
	Year 1	Year 2	Year 3	Year 4	Year 5
Number of Districts	4	16	28	40	52
Cum. Number of Poles	600	1800	3600	5700	8100
Cum. Number of Buses	450	1275	2400	3825	5550
Percentage Occupancy for Poles	15%	16%	18%	22%	28%
Percentage Occupancy for Buses	25%	34%	47%	60%	65%

Financial Projections					
	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue (INR Cr)	39	162	400	798	1404
Total Expenses (INR Cr)	33	138	323	595	956
EBIDTA (INR Cr)	6	24	77	203	449
EBIDTA %	15%	15%	19%	25%	32%

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