

# E2E Networks Limited

Low Latency Hosting in India

CIN NUMBER - L72900DL2009PLC341980

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Regd. Office : Awfis, First Floor, A-24/9, Mohan Cooperative Industrial Estate, Mathura Road, Saidabad, New Delhi-110044, Phone +91-11-411-33905

Email : [cs@e2enetworks.com](mailto:cs@e2enetworks.com), Website <https://www.e2enetworks.com/>

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Date- 19.03.2020

Corporate Service Department  
National Stock Exchange of India Ltd  
Exchange Plaza, C-1, Block G,  
Bandra Kurla Complex,  
Bandra (E), Mumbai-400051

**Ref: NSE Symbol- E2E**

**SUB: Investors Presentation**

Dear Sir/Madam,

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith Investors Presentation of the Company. The same shall also be uploaded on Company's website.

This is for your information and record.

Thanking You,

For **E2E Networks Limited**

**Neha Baid**  
**Company Secretary Cum Compliance Officer**  
**Membership No.: 33753**



# E2E NETWORKS LIMITED

Investor update- Presentation  
March 2020



## SAFE HARBOR

This presentation contains statements that contain “forward looking statements” including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to “E2E Networks” future business developments and economic performance.

While these forward-looking statements indicate our assessment and future expectations concerning the development of our business, number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations.

These factors include, but are not limited to, general market, macro-economic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors that could affect our business and financial performance.

E2E Networks undertakes no obligation to publicly revise any forward-looking statements to reflect future / likely events or circumstances.

# INDEX

- E2E overview
- Pricing comparison amongst Peers
- New Products/ Features added recently
- Recent events Impact on E2E
- Financials snapshot and Business strategy



# E2E overview

# E2E Overview

Description*	Rs in crs
Equity share Capital	14.3
Net Worth <sup>1</sup>	29.5

<sup>1</sup> Includes Equity share capital and Reserve & Surplus

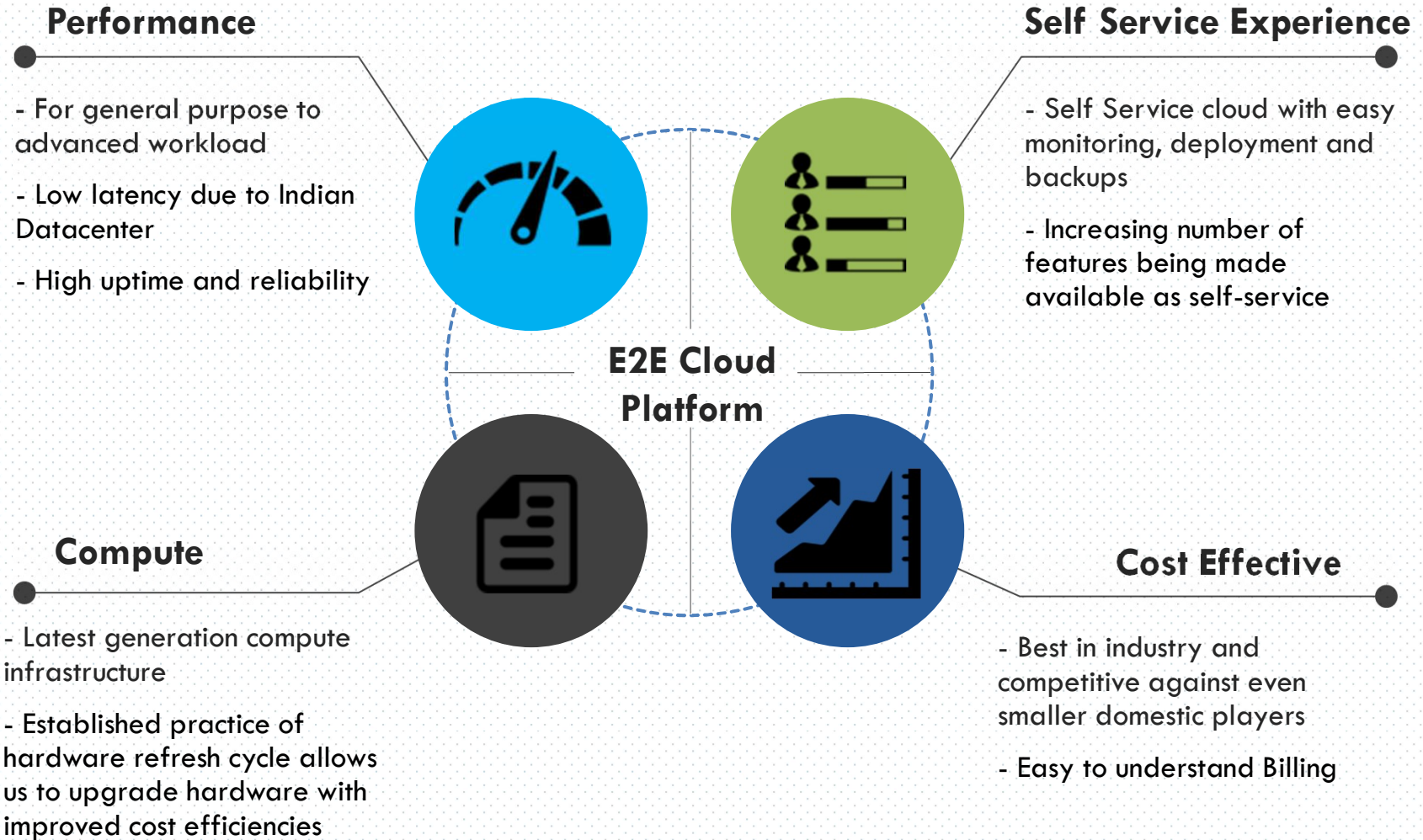
Shareholding Pattern*:	
Promoters	58.4%
Public :	41.6%
a) Institutional Investors	14.4%
b) Non -Institutional Investors	27.3%

\*As of 30<sup>th</sup> Sep'2019

Established in 2009, E2E Networks (among largest Indian Public Cloud Companies in India)-:

- ✓ Built our own Cloud Infra and developed our Technology Stack
- ✓ IPO listing on NSE Emerge in May'2018 received huge response and was subscribed up-to 70 times.
- ✓ Offers wide range of products (GPU's , Object store , Smart dedicated servers, Virtual /dedicate compute nodes, backup plans among others)
- ✓ Most competitive price among its peers, best value in the industry
- ✓ Easy to understand pricing, +1000 Billed Customers,
- ✓ Round the clock operation center (24 X7 data centres operation)
- ✓ Experienced leadership team to spearhead growth

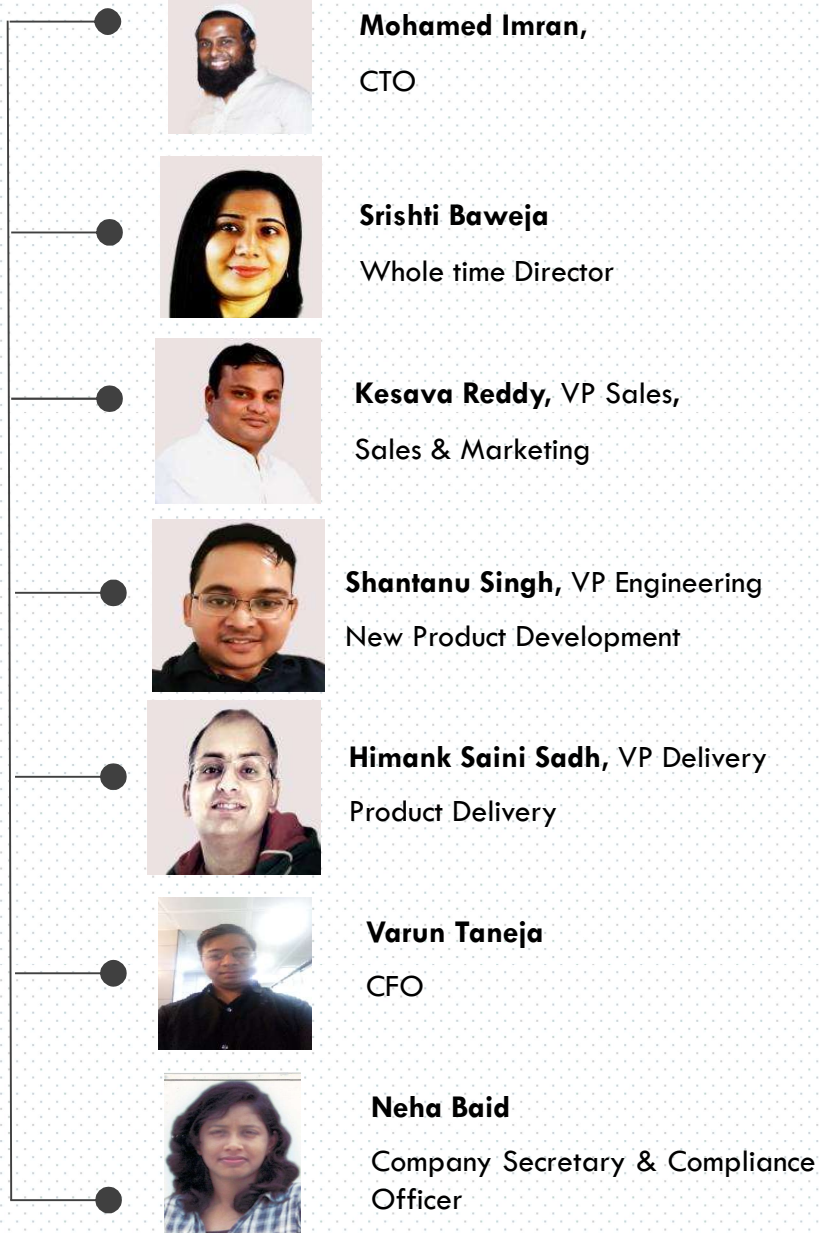
# BENEFITS OF E2E CLOUD INFRA PLATFORM



# E2E SEASONED AND PROFESSIONAL SENIOR MANAGEMENT TEAM



**Tarun Dua**, Managing Director  
Strategy & Management





## E2E COMPARISON OF COST VS PEERS

	<b>E2E</b>	<b>GCP</b>	<b>Digital Ocean</b>	<b>Azure</b>	<b>AWS</b>
Plan Type	<b>M.60 GB</b>	n2-highmem-8	Memory Optimized	A8m v2	z1 d.3xlarge
RAM	<b>60</b>	64	64	64	96
vCPU	<b>12</b>	8	8	8	12
Storage	<b>450 GB</b>	Extra Storage Costs	600 GB	80 GB Temp Storage	450 GB
₹ Price per Month	<b>₹4,745</b>	₹22,013	₹31,645	₹47,255	₹57,787
₹ Price per Hour	<b>₹6.5</b>	₹37.69	₹47.47	₹64.73	₹80.26
Source	<a href="https://www.e2enetworks.com/products/memory-intensive-computing-ssd-series-m">https://www.e2enetworks.com/products/memory-intensive-computing-ssd-series-m</a>	<a href="https://cloud.google.com/compute/vm-instance-pricing">https://cloud.google.com/compute/vm-instance-pricing</a>	<a href="https://www.digitalocean.com/pricing/#Compute">https://www.digitalocean.com/pricing/#Compute</a>	<a href="https://cloud.google.com/compute/vm-instance-pricing">https://cloud.google.com/compute/vm-instance-pricing</a>	<a href="https://aws.amazon.com/marketplace/">https://aws.amazon.com/marketplace/</a>

Note:

- ₹ Price per Month and Per Hour has been rounded for ease of representation
- Price in India or APAC as published in respective website and conversion as on Feb'20

# New Features /Products added recently

## FEATURES RECENTLY ADDED / TO BE ADDED

### ➤ Object Store (EOS)

- Store, backup and archive content for your web apps or data from AI/ML pipelines.
- 100% SSD ensuring great performance

### ➤ CDN

- Global content delivery network that distributes your content & web pages to end-users with minimal latency, creating enhanced experiences for your customers.
- Effortlessly create content distributions via the intuitive MyAccount portal of E2E Cloud.

### ➤ WordPress (Expected date of launch FY2020-21)

- Simple One Click Setup, deployment and Management
- Global CDN, Free SSL Certificate and Malware protection inbuilt

### ➤ Auto Scaling

- Handle variable user-traffic seamlessly
- Pay per Minute : Pay only for the minutes you have used the cloud instances.

## FEATURES ADDED / TO BE ADDED

## CONTD..

- Reserved IP
  - Manage your IP addresses from the intuitive MyAccount portal of E2E Cloud.
  
- API
  - E2E API lets you programmatically manage nodes and resources on E2E Cloud
  
- 1-Click Deployment
  - Quick deployment using pre-baked Images for popular applications
  
- Red Hat CCSP Partnership
  - This partnership would enable E2E to service workloads based on certification requirements for Red Hat Enterprise Linux and other Red Hat products



# INTRODUCED INNOVATIVE PRODUCTS LIKE SMART DEDICATED SERVERS

## Public Cloud + Dedicated Servers

Reduced deployment time

Delivers outsized value

Simple Administration

Backup options

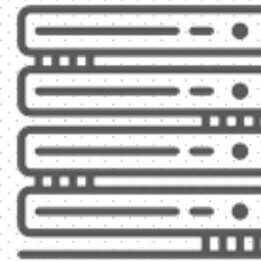
Pay as you go billing



Dedicated Hardware



Isolated Environment



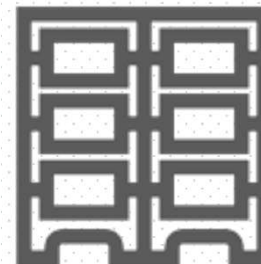
Convenient Provisioning  
and De-provisioning



Contractless

Multi-OS availability - Windows, Linux

Multi Control Panels - cPanel, Plesk &  
Webuzo



Indian Data Center



Easy Migration  
Between Servers

# SUCCESSFULLY LAUNCHED GPU CLOUD

- We offer Nvidia's Tesla
  - ✓ V100 GPUs with 32 GB onboard graphics memory-based compute instances which are perfect for demanding AI/ML workloads
  - ✓ T4 GPUs with 16 GB onboard graphics memory-based compute instances which are perfect for AI/ML workloads
- Our GPU instances can help in optimizing costs by as much as 40% compared to the other leading providers
- Our instances are available from Indian datacenters ensuring data locality for your critical India centered data
- Through E2E cloud these instances can be used for running in various type of AI /ML frameworks

**Used in various applications like:**

Machine Learning

Deep Learning for NLP

Convolutional Neural Networks

Object Recognition

Computer Vision

Conversational Speech Recognition



Indian Data  
Center



Hourly Billing  
Best Prices



99.9% Up Time  
SLA



Coupled with  
Intel Xeons

# GPU V100 COST COMPARISON OF E2E COST VS PEERS

	<b>E2E</b>	<b>GCP</b>	<b>Azure</b>	<b>AWS</b>
Plan Type	<b>GPU.V100</b>	NVIDIA® Tesla® V100	NC6s v3	p3.2xlarge
RAM	<b>55 GB</b>	30 GB	112 GB	61 GB
vCPU	<b>12</b>	8	12	8
GPU memory	<b>32 GB</b>	16 GB	32 GB	16 GB
₹ Price per Month	<b>₹50,000</b>	₹1,08,630	₹1,57,680	₹1,58,054
₹ Price per Hour	<b>₹100</b>	₹150.88	₹219	₹219.52
Source	<a href="https://www.e2enetworks.com/gpu">https://www.e2enetworks.com/gpu</a>	<a href="https://cloud.google.com/compute/gpus-pricing">https://cloud.google.com/compute/gpus-pricing</a>	<a href="https://azure.microsoft.com/en-us/pricing/details/virtual-machines/linux/">https://azure.microsoft.com/en-us/pricing/details/virtual-machines/linux/</a>	<a href="https://aws.amazon.com/ec2/instance-types/p3/">https://aws.amazon.com/ec2/instance-types/p3/</a>

Note:

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# GPU T4 COST COMPARISON OF E2E COST VS PEERS

	<b>E2E</b>	<b>GCP</b>	<b>Azure</b>	<b>AWS</b>
Plan Type	<b>GPU.T4</b>	NVIDIA® Tesla® T4	NC6	g4dn.2xlarge
RAM	<b>55 GB</b>	30 GB	112 GB	32 GB
vCPU	<b>12</b>	8	12	8
GPU memory	<b>16 GB</b>	16 GB	16 GB	16 GB
₹ Price per Month	<b>₹17,500</b>	₹32,410	₹1,07,280	₹38,844
₹ Price per Hour	<b>₹30</b>	₹45.01	₹149	₹53.95
Source	<a href="https://www.e2enetworks.com/gpu">https://www.e2enetworks.com/gpu</a>	<a href="https://cloud.google.com/compute/gpus-pricing">https://cloud.google.com/compute/gpus-pricing</a>	<a href="https://azure.microsoft.com/en-us/pricing/details/virtual-machines/linux/">https://azure.microsoft.com/en-us/pricing/details/virtual-machines/linux/</a>	<a href="https://aws.amazon.com/ec2/instance-types/g4/">https://aws.amazon.com/ec2/instance-types/g4/</a>

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# Recent events Impact on E2E

# RECENT EVENTS IMPACT ON E2E

## ➤ CORONAVIRUS IMPACT

- Hardware Supply chain Impact due to shut down in China- Due to which there are ongoing delays in Procurement, Delivery of Servers & Equipment's and there is Price volatility. We are closely looking at our Inventory and working on the situation with agility.
- Prospective Customer meeting postponed/moved online
- Delays in New Deals /products discussion

➤ YES BANK MORATORIUM : Our Payment Gateway Partner had Virtual bank accounts set up with Yes Bank. Few customers has paid approx. Rs 7 lakhs to 10 lakhs in those Yes Bank Accounts. We are following up with payment gateway partner for the same , expected to receive this payment in coming weeks. Our payment gateway partner has now moved to different servicing bank for virtual accounts.

➤ General Economic Volatility – We are keeping a close watch on the current situation.

Impact of above has not been quantified in monetary terms yet.

# Financials snapshot & business strategy

## PROFIT & LOSS

In ₹ Crores	FY16	FY17	FY18	FY19	FY20 H1
<b>Total Revenue*</b>	<b>22.3</b>	<b>29.5</b>	<b>36.3</b>	<b>34.2</b>	<b>14.0</b>
Purchase of services	5.6	8.0	10.0	10.7	5.5
Employee Benefits	2.2	3.5	6.3	8.4	5.4
Other opex	0.7	1.2	1.9	3.7	2.4
<b>Total expenses</b>	<b>8.4</b>	<b>12.7</b>	<b>18.2</b>	<b>22.8</b>	<b>13.3</b>
<b>EBITDA*</b>	<b>13.9</b>	<b>16.8</b>	<b>18.1</b>	<b>11.4</b>	<b>0.7</b>
Depreciation	9.0	9.9	9.7	8.8	4.7
<b>EBIT*</b>	<b>4.9</b>	<b>7.0</b>	<b>8.4</b>	<b>2.6</b>	<b>-4.0</b>
Interest	0.8	0.7	0.3	0.1	0.1
<b>PBT</b>	<b>4.1</b>	<b>6.3</b>	<b>8.1</b>	<b>2.4</b>	<b>-4.1</b>
Tax	1.1	2.1	2.3	0.7	0.0
<b>PAT</b>	<b>3.0</b>	<b>4.2</b>	<b>5.8</b>	<b>1.7</b>	<b>-4.1</b>

\* includes other income

- **Loss of Revenue** from key customer impacted revenue in H1, FY20. The customer had moved out effective May'19. The customer was contributing ~ 22% of the monthly revenue in March'2019
- Employee benefits has increased majorly due to increase in Head count (Apr'18 : 86 ; Sep'19 : 110)



## BALANCE SHEET

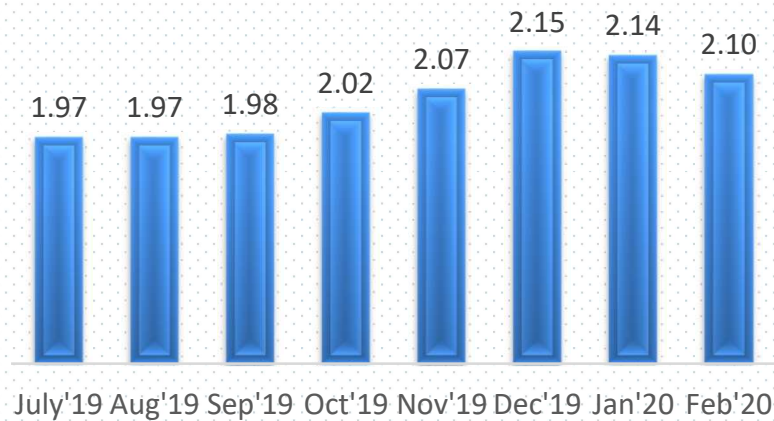
In ₹ Crores	FY16	FY17	FY18	FY19	FY20 H1
Share Capital	0.4	0.4	11.5	14.3	14.3
<b>Net worth</b>	<b>6.8</b>	<b>11</b>	<b>17</b>	<b>33.5</b>	<b>29.5</b>
Borrowings	2.6	1.5	-	-	-
Payables	0.4	0.8	2.3	1.8	2.1
Other Liabilities	3.7	2.4	1.4	2.4	2.7
<b>Total Liabilities</b>	<b>13.5</b>	<b>15.7</b>	<b>20.7</b>	<b>37.7</b>	<b>34.3</b>
Gross Fixed Assets	24.7	34.7	42.7	50.3	56.8
Net Fixed Assets	10.6	11.2	9.7	11.3	13.1
Receivables	1.1	1.6	2.8	0.9	0.4
Cash & Equivalent	0.8	2.5	6.7	21.4	15.7
Other Assets	1	0.4	1.6	4.2	5.2
<b>Total Assets</b>	<b>13.5</b>	<b>15.7</b>	<b>20.7</b>	<b>37.7</b>	<b>34.3</b>

Continued investments in Fixed assets to build capabilities for various use case

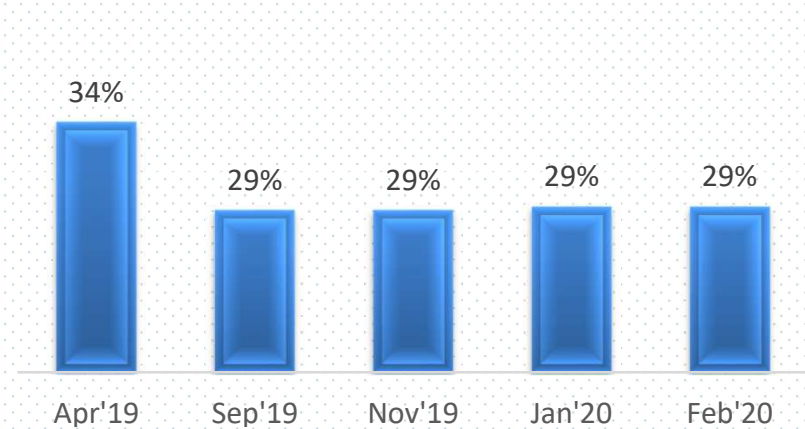
# CHALLENGES AND OUR APPROACH TO GROWTH

- ❖ **Loss of Revenue** from key customer impacted our revenue in H1 FY20. The customer had moved out effective May'19. The customer was contributing ~ 22% of the monthly revenue in March'19
  - FY20 revenue started of at a lower base ~ Rs 2.0 cr in June'19
  - Significantly reduced client concentration
  
- ❖ **Profitability** impacted due to broadly fixed overheads. Priority remains on continued investments in improving the technology and products further.
  
- ❖ E2E continued effort to build a superior Public Cloud Product is seeing traction with:
  - Significant number of self-service customers added in last few months
  - Sales effort seeing momentum with gross new additions every month
  - Growth opportunities in Digital Transformation, AI, SME among other

~ Monthly Revenue (in Rs cr)



~ Revenue from Top 10 customers as % of Total



# BUSINESS STRATEGY AND FOCUS



## **Making our product more robust with greater flexibility**

*Provide more options on how to use infra including usage for short-term and other specific usage  
Various kind of flexibilities like Payments, Commitment Period, Operating Systems, Control Panels*

## **Improving Technical Capabilities**

*Build capabilities in terms of important micro-services  
Development of Infra heavy Appliances relevant to the SME market to drive adoption*

## **Driving growth**

*Focusing on SME and mid-sized accounts by building process driven Sales  
De-risking revenue by reducing client concentration  
Scaling technology and sales organization to capitalize on huge market opportunity*



# WELL POSITIONED TO CAPITALIZE ON FUTURE OPPORTUNITIES

1

## Large Addressable Market Opportunity in Indian Cloud

- *India's Public Cloud Infra Market to grow at ~32% CAGR over the next 2-3 years*
- *Wide adoption among SME due to high reliability and value driven pricing*

2

## Technology driven Product Company

- *E2E product offering stands-out given the significant advantages in terms of Technical capabilities*
- *Stronger product enables us to acquire customers with bigger LTV*

3

## Focus on growing cloud workloads

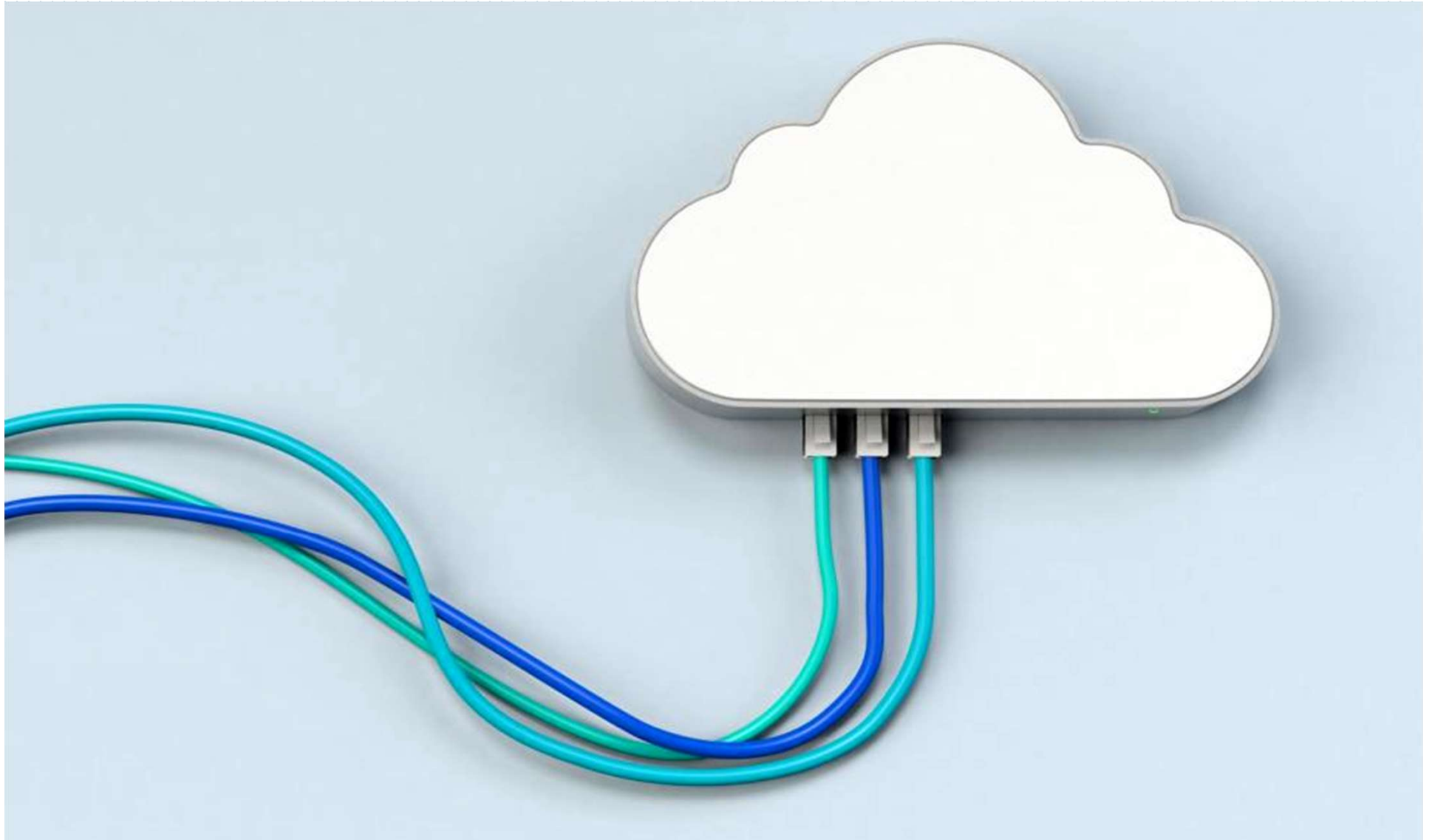
- *Digital Transformation*
- *AI/ML*
- *Data storage and processing*

4

## Partnerships with Intel ,NVIDIA and Red Hat

- *Member of Intel cloud builders' program with early access to Intel's roadmap*
- *Partnering with NVIDIA for gaining visibility into the AI/ML and predictive analytics ecosystems*
- *Working on Red Hat CCSP Partnership*





**E2E NETWORKS LIMITED**

**Contact:** [investors@e2enetworks.com](mailto:investors@e2enetworks.com)