



sify'

an investor overview

Oct 2012

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overview



vision, mission and strategic direction



business structure



enterprise services - network



enterprise services - IT



software services



appendix: subsidiaries and management team



an overview

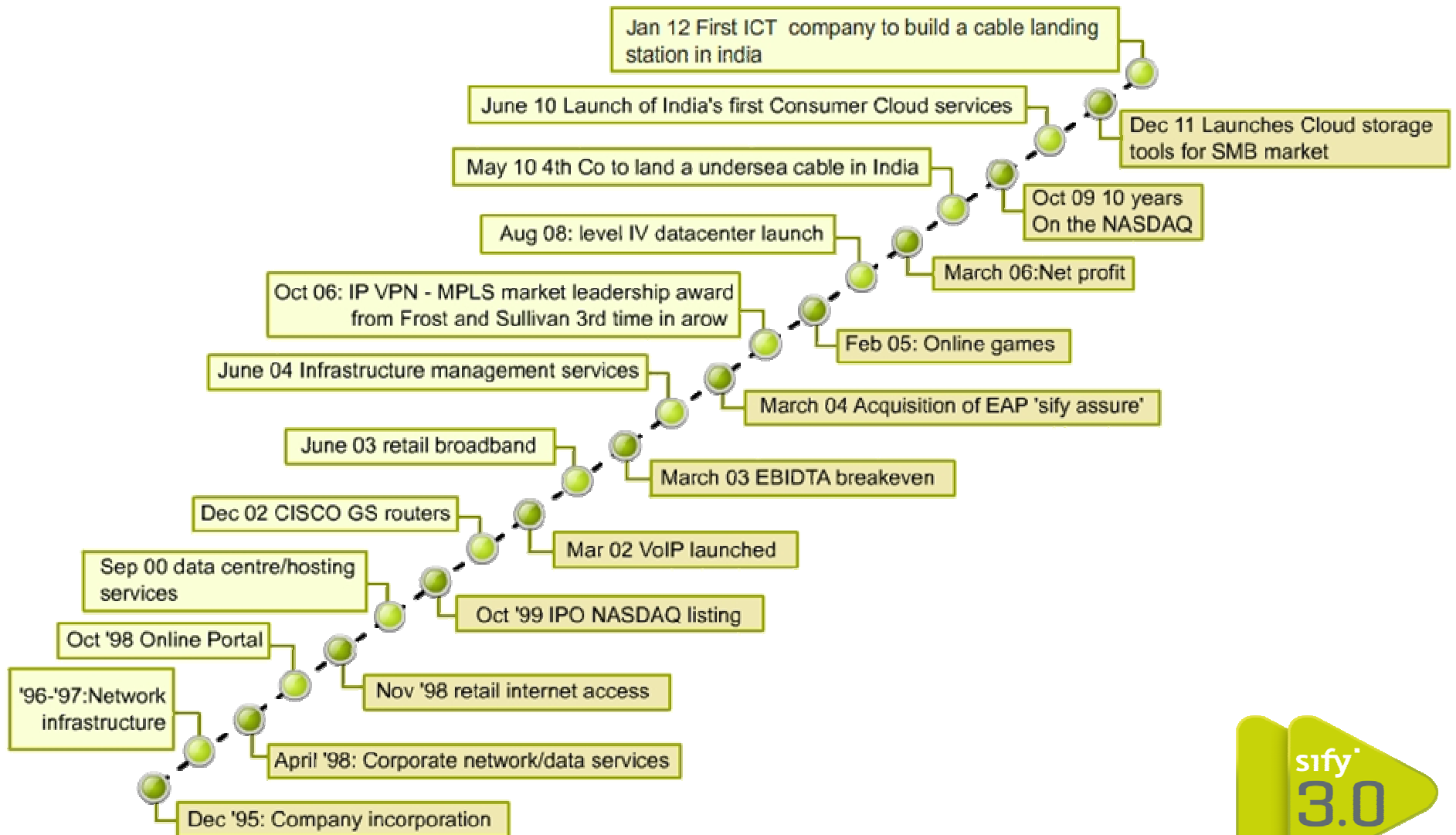


- ✦ Established in 1995; HQ in Chennai
- ✦ Listed on the NASDAQ in 1999; First ICT company from India to do so
- ✦ One of the leading Indian providers of ICT Services, including Enterprise Connectivity, IT and Software services
- ✦ Widespread access coverage in India, reaching over 900 cities in India
- ✦ India's original internet pioneer; now a pioneer in providing Cloud and SaaS services in the Indian market
- ✦ Expanding international presence; cable landing station in Mumbai; offices in US, UK, UAE, Singapore
- ✦ Sify Software Limited, a wholly owned subsidiary with 300 technical associates delivering Enterprise solutions
- ✦ Strong Brand Position in India – Leading Internet Café Brand; Sify.com is 3rd largest domestic portal in India
- ✦ Revenues of INR 7698.9 millions and EBIDTA of INR 422 millions for FY11-12

A leading ICT player of Managed Network and IT Services in one of the world's fastest growing markets and a growing capability to provide competitive software and managed services globally



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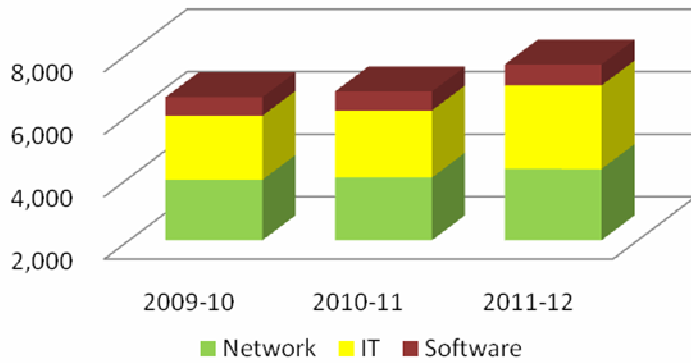
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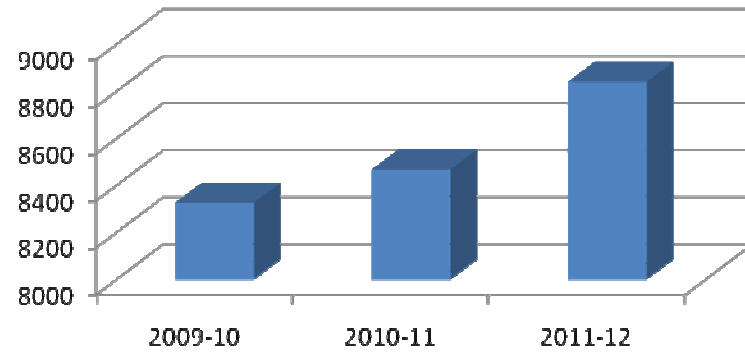
summary

Rs. Mln

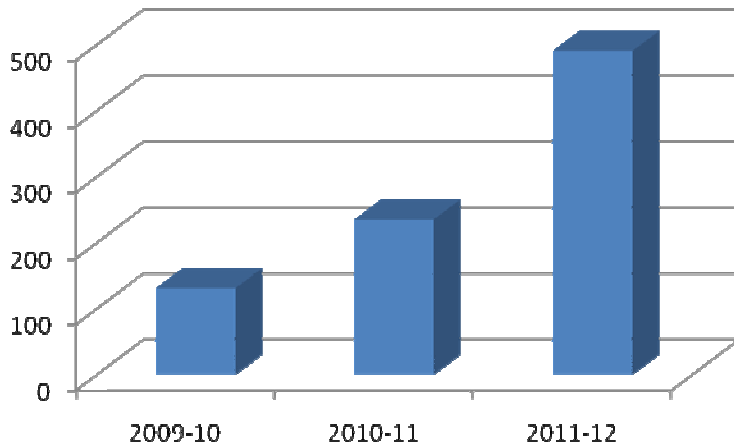
Revenue



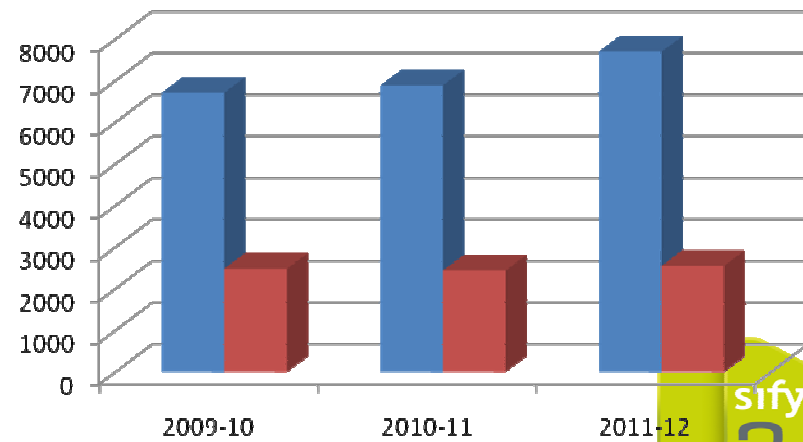
Cumulative capex



EBITDA



Revenue SG & A



sify

30



operating performance

Rs. Mln

	2009-10	2010-11	2011-12
Revenue	6710.2	6886.6	7698.9
Direct costs	4096.5	4209.4	4660.8
SG & A	2482.4	2441.8	2547.2
EBITDA	131.2	235.4	422.0
Depreciation, Amortization	704.1	687.7	691.6
Profit after tax before exceptional items	(534.4)	(519.5)	(383.3)
Profit after tax	26.8	(519.5)	(383.3)
	2009-10	2010-11	2011-12
Cashflows			
Operating	759.8	225.4	600.2
Investing	(896.7)	(730.7)	(901.9)
Financing	(354.5)	551.7	536.4



financial position

Rs. Mln

	Financial Year		
	2009-10	2010-11	2011-12
Equity	4171.1	4665.8	5850.6
Long term debt	541.9	329.9	110.0
Borrowings	2121.9	1835.7	1594.4
Other liabilities	220.6	211.0	261.6
	7055.5	7042.4	7816.6
PPE	3581.5	3865.1	3965.9
Net current assets	2012.3	1738.9	2412.8
Other current assets	1461.7	1438.4	1437.9
	7055.5	7042.4	7816.6



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vision



“ We are building a world in which **our converged ICT ecosystem** and our **‘bring it on’ attitude** will be the competitive advantages our customers need to stay ahead ”



mission

Seed entrepreneurial abilities within
the organization



Build convergence technologies



Deliver cost-effective
solutions



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business structure (2012 onwards)

Software Services

Provides Enterprise Applications and Business SaaS solutions

- Application Services - Messaging, Supply Chain Management, Document Management
- Assessment and Testing Solutions
- eLearning Content Services, Learning Management System, Portals

Network Services

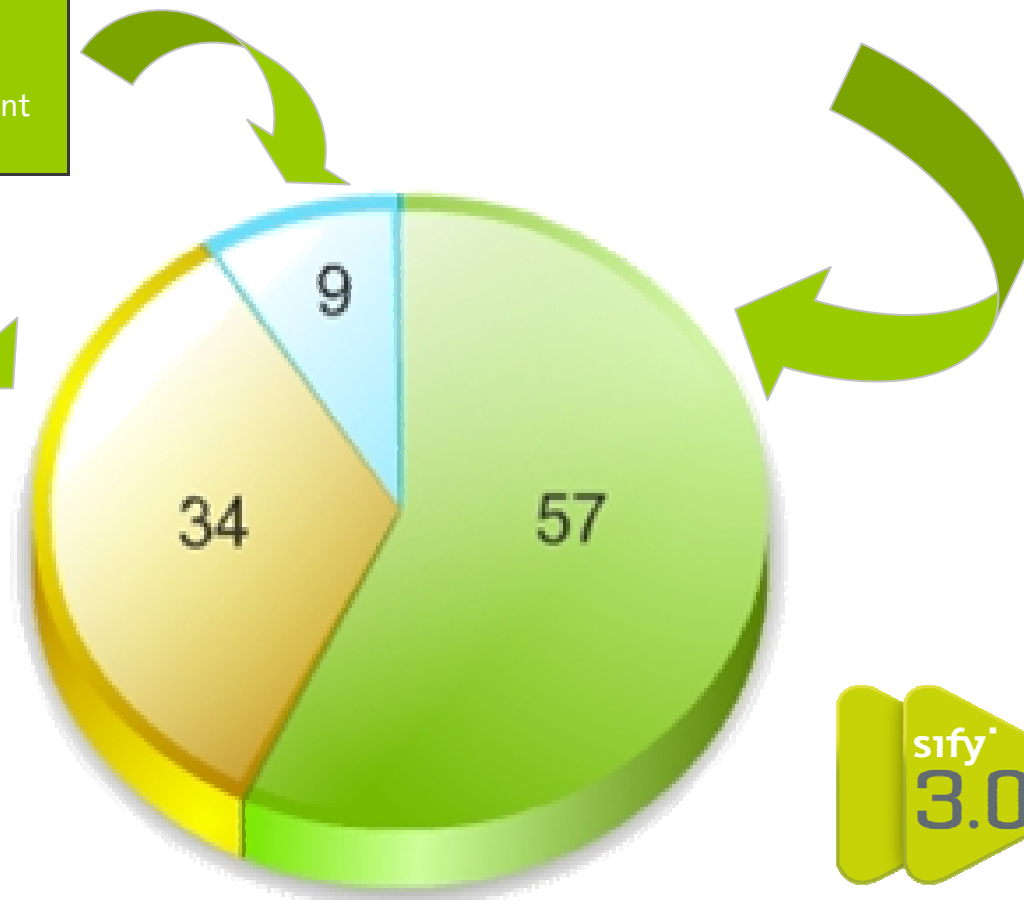
Provides ICT services to large and mid-sized Corporate Customers and Int'l Carriers

- Enterprise Network Services (Data and Voice)
- Global Wholesale Network Services

IT Services

Provides ISP and interactive services to consumers, SMEs, and SOHOs

- IT Services (Hosting, Cloud, and Managed Services)
- Managed Services and Software Applications for SME's and SOHO's



sify
3.0

market opportunity

- Data services market is growing by 23% (CAGR) since 2010, is expected to touch Rs.11,800 crore (\$2.6 billion) by 2012(source: Cybermedia research)
- The IT managed services market in India is growing at a CAGR of 22.8% to US\$ 3.8 billion by 2013, with highest growth from managed applications services at 26.2% CAGR (source: Springboard)
- Data Center Co-location and Hosting Market to reach \$609.1 million in 2012 (Source: Gartner)
- The Cloud Computing market in India is expected to surpass \$326 million (up 32.4%) in 2012 (source: Gartner)
- Software as a service (SaaS) is the largest segment and is forecasted to touch \$115.6 million and infrastructure as service (IaaS) is estimated to touch \$ 42.7 million in 2012. (Source: Gartner)
- Enterprise IP Telephony in India has been estimated at US\$203 million in 2010, with expected growth of 5.5% CAGR through 2015 (source: Frost & Sullivan)
- The Indian Portal business is growing (unique visitors) at a CAGR of 35% (source: Comscore)
- IT penetration in SMB market in India is still relatively low, but SMB's represent 65% of economic activity and are expected to grow by more than 40% CAGR over the next 5 years (source: zennove research)

Building on mobile and data connectivity expansion over the last decade, India is on the cusp of an explosion of ICT adoption by both business and consumers, driving demand for converged and managed services



our advantage

- Over 4000 Corporate customers
- 3rd Largest IP VPN service provider in India; first network in India to be IPv6 enabled
- Wireless last-mile built to telco-class design and service standards in over 900 cities (1800+ base stations)
- Cable Landing station in Mumbai, with investments in undersea cable on both east-and-west routes
- Sify's IP-edge web 2.0 technologies, retail broadband platform, and network monitoring tools
- Holds NLD/ILD/ISP Licenses and wireless broadband spectrum on a nationwide basis
- 3rd largest Domestic Portal in India (excluding Google, Yahoo, and Facebook)
- Pioneer in providing multi-city carrier-neutral Data Center Hosting, with 5 Tier-3 and 6 Tier-2 Data Centers
- Portfolio of SaaS-ready Enterprise software solutions; supported by over 300 software and quality staff
- 3rd best ranked by Indian users for Managed Network Services, only behind IBM, HP (Source: PCQuest)
- Won "Best Data Center" from CMAI National Telecom Awards in both 2009 and 2011
- Recognized for "Best Innovation in Enterprise Solutions" from CMAI National Telecom Awards 2011
- Best Social Justice Cloud project and Best Urban ICT initiative from Maharashtra Govt for the year 2012

Sify is uniquely positioned with wide networking capability complemented by strong IT managed services and software skills to leverage the growing demand for distributed IT services and SaaS.



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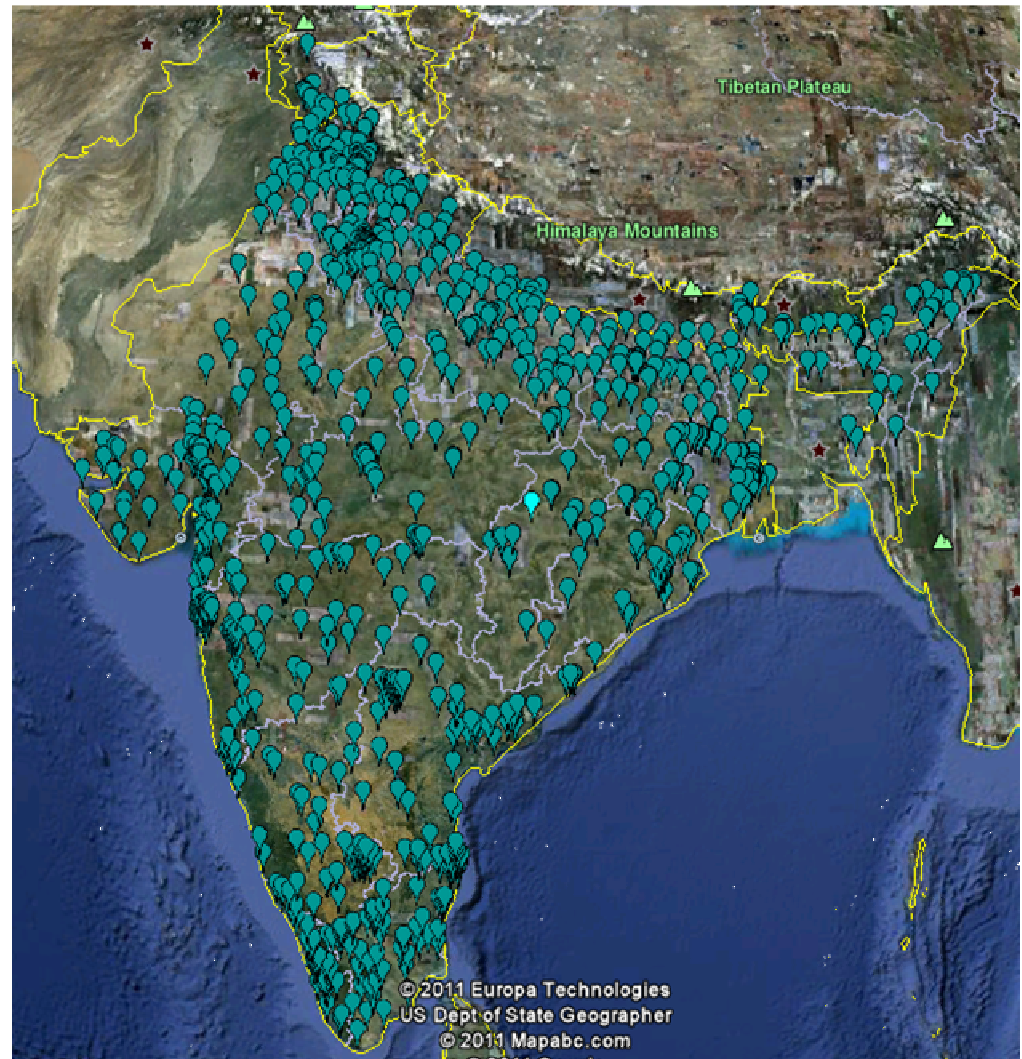


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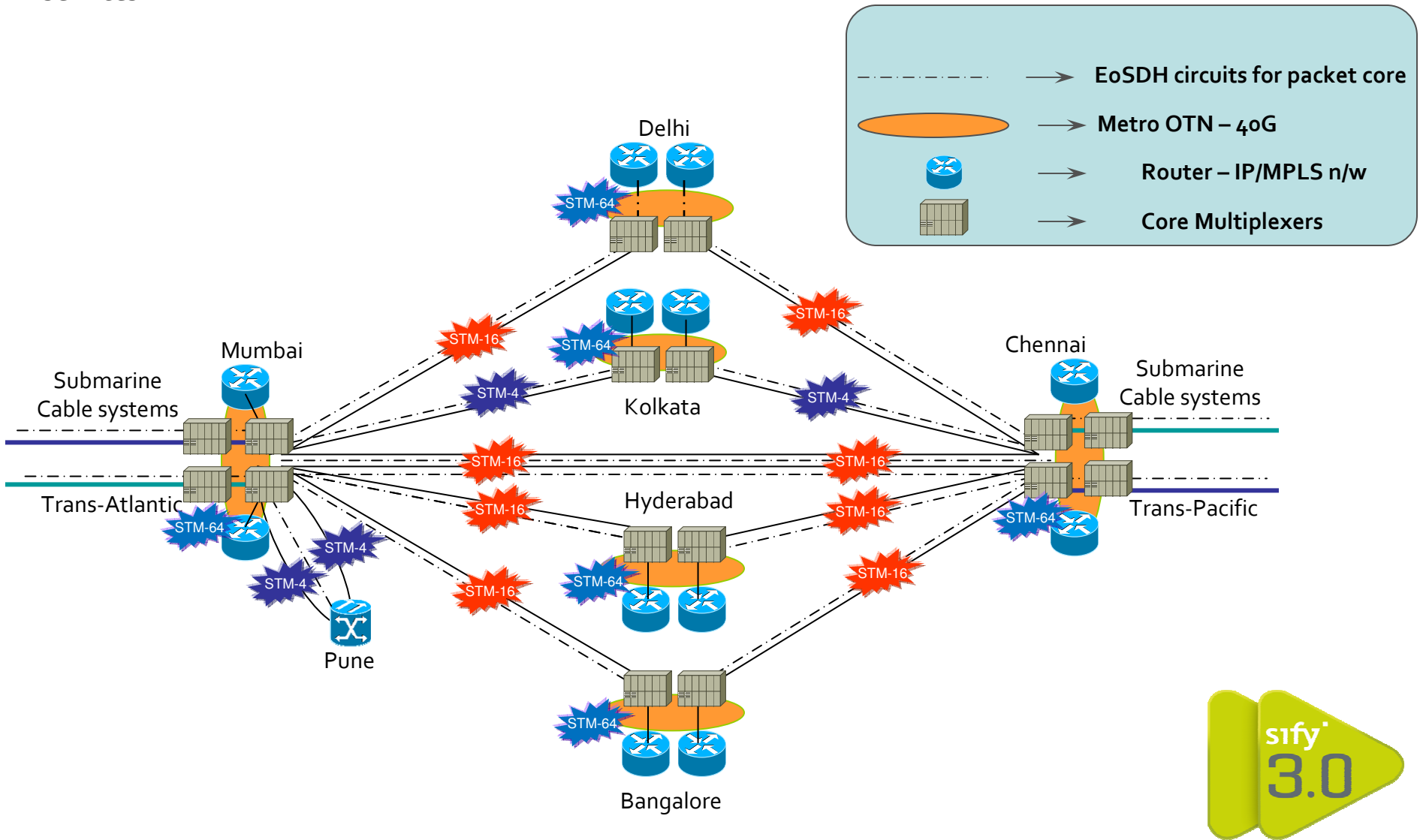
network service provider - capabilities

- Reaching 900+ cities /towns/villages with 1445 nodes across 28 States and 5 UTs.
- MPLS VPN services across all nodes.
- Aggregate of 40G network with meshed SDH backbone using STM-64/16/4/1 trunk routes across India.
- Converged integrated local access on wireline, wireless, 3G, DSL and VSAT.
- Over a decade of experience in offering MPLS/IP VPN services.
- More than 40000 customer sites connected by Sify.

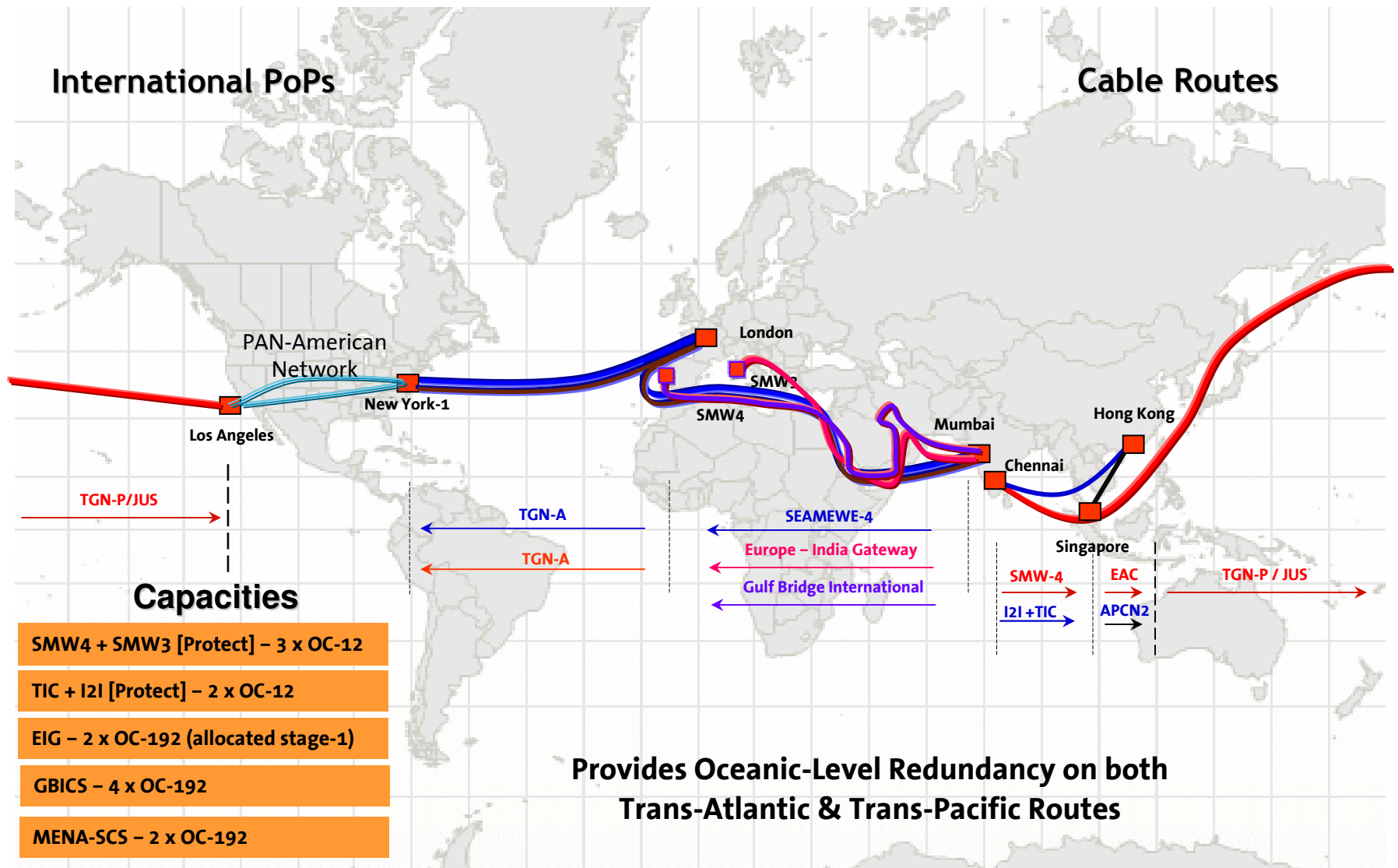


Multi-Service Core Network

Evolution – MPLS/IP, Ethernet, Legacy leased circuit services



Global Network footprint

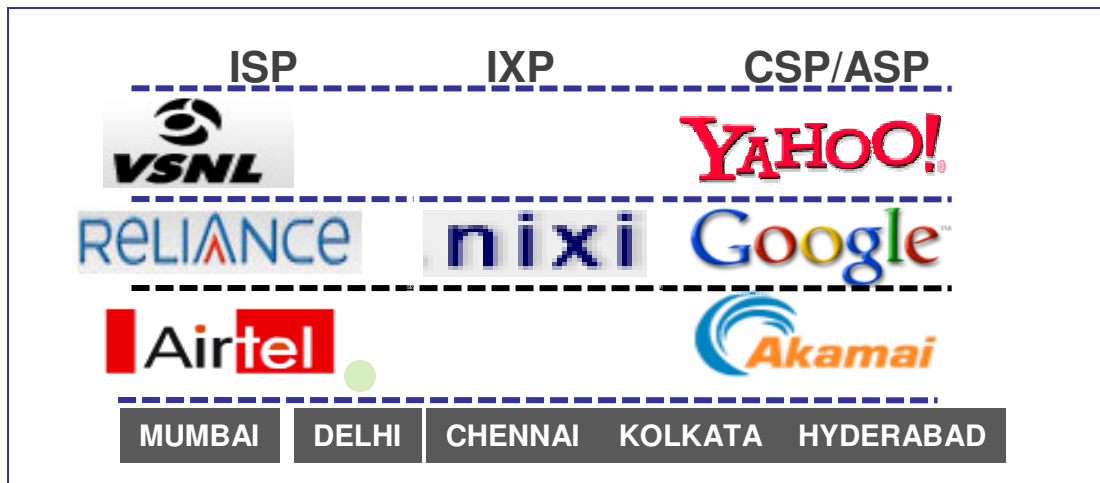


Interconnect Partners

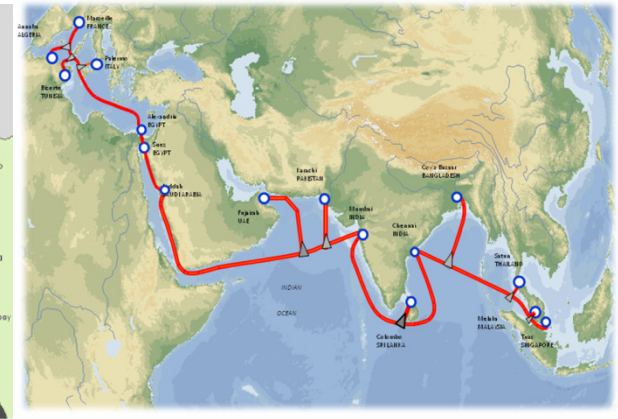
International peering



Domestic peering



Submarine cable capacities- EIG, GBI, MENA...



EIG Cable System

- Path Mumbai – Middle East – Africa – Europe (Marseille)
- Extensions to US (East) from Marseille – London – US(NY)
- Serves IP/MPLS VPN, IP Transit, Ethernet/Circuit services.
- Sify has invested in the cable system thro' du in partnership

GBI or MENA Cable System

- Path Mumbai – Middle East – Gulf – Africa – Europe (Monaco)
- Can be used to protect Europe – Mumbai routes
- Serves Trans-Atlantic network routes for all services
- Sify is the official landing partner

SMW4 Cable System

- Path Chennai – Singapore & Mumbai – Middle East – Africa – Europe (Marseille)
- Extensions to US (East & West) from Marseille – London – US(NY) & Singapore – HKG – Japan – US(LA)
- Sify has contracted capacities in this system

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IT services portfolio

Data Center Services:

- Each Data Center offers large server farm space, highly redundant power and cooling.
- All Sify's tier III data centers are certified for industry standards:
 - ISO 9001:2000 for quality processes
 - ISO 27001 for Information Security Management Systems
 - ISO 20000 for Information Technology Service Management based service delivery & support
 - TIA- 942(Telecommunications Industry Assn) standard for structural design, network, cabling
 - Premise adheres to the IS 1893:1984 standard for earthquake resistant structural design
- Complete stack of services starting from Basic colocation to Managed Hosting and Value-added services

Managed Services:

- Managed Network offerings
- Managed Security offerings
- Managed Database offerings
- Managed Server offerings
- Managed Storage Offerings
- Managed Desktop Offerings
- Managed Message Offerings
- Middleware Management
- Assurance Offerings
- Service Desk offerings
- Managed Cloud Service offerings
- Migration from DC to Cloud
- On Demand Computing and Storage

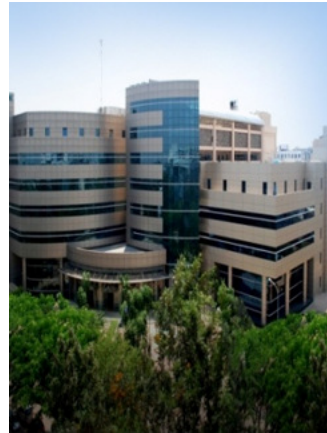


our tier III datacenter footprint

TIDEL Park
Chennai



Vashi
Mumbai



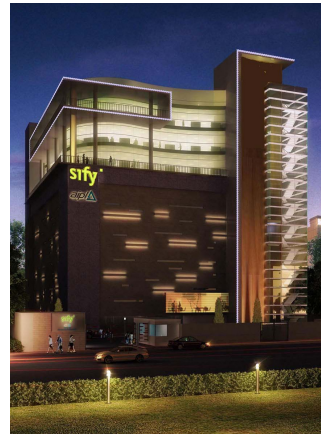
Electronic city
Bangalore



Airoli
Mumbai



Rabale
Mumbai



Noida
Delhi

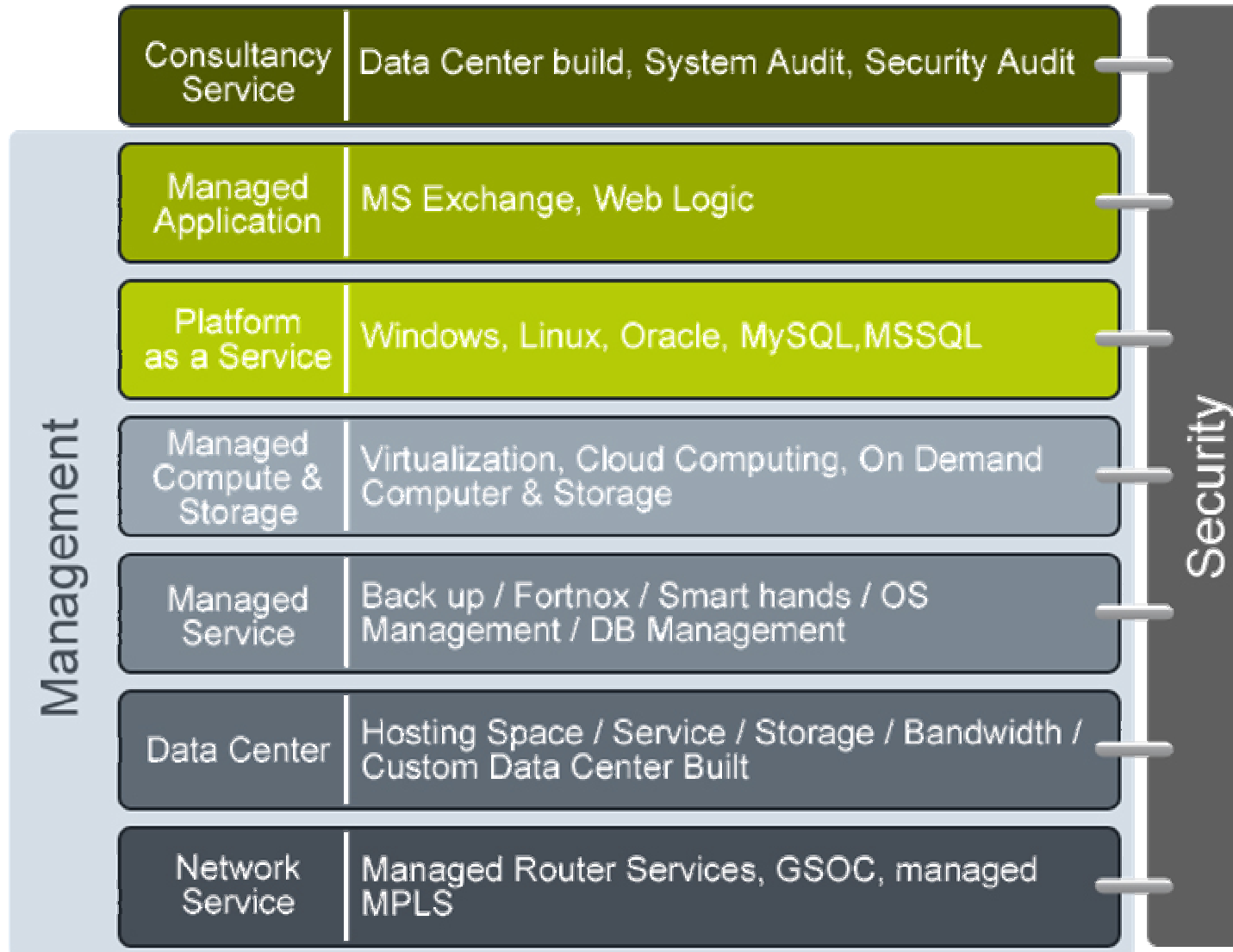


IT services

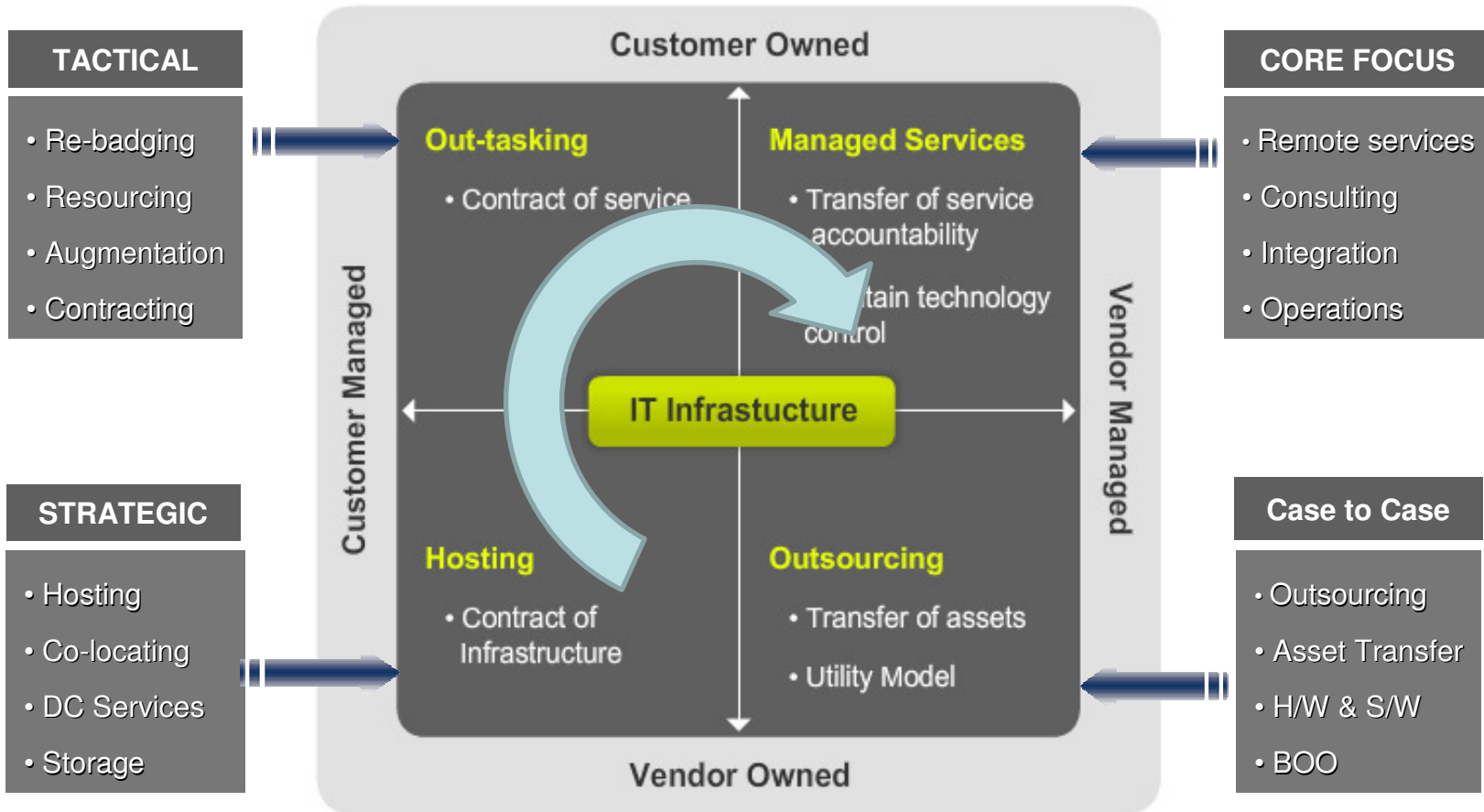
- Synergies in Core Business of Sify and Network Services.
- Experience in Managing large complex network since last 10 years.
- Managed and On Demand Service provider on compute, network, security and storage.
- 10 years plus in DC (Multi Tenant) Design, Build, Operate and Manage.
- 400 Man years of Data center Operations Experience.
- Member of ASHRAE and GREEN GRID.
- ISO 9001, 20000, 27001 certification for all Sify DC with High level of maturity, and Green Data Center Policy.
- Data Center Space in excess of 2,00,000 Sqft with 16 MVA of power.
- SLA based security services offerings, Dedicated SOC for Operations & Management.
- Strong practice of consultancy services for IT services.



IT services



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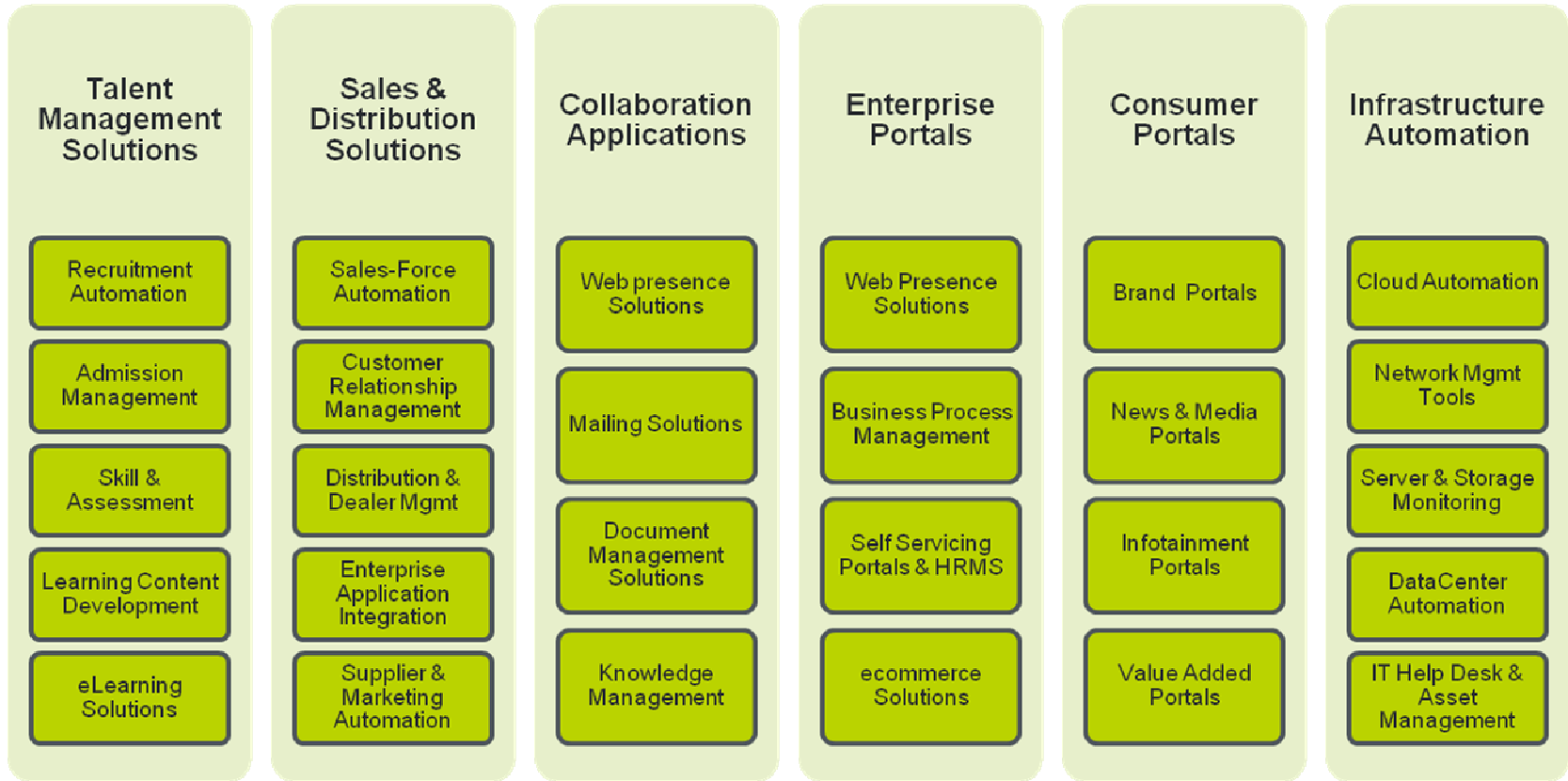
software services



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software services portfolio



Talent Management Solutions

Solution Suite



- Recruitment Automation
- Admission Management
- Skill & Assessment
- Learning Content Development
- eLearning Solutions

Business Highlights

- Built 6000+ hours of custom learning content since setup in 2000
- Handled more than 3.5 crores registration with a maximum 5.25 Lakhs registration per day
- ISO 9001-2008 certified matured development and engagement processes

Awards



Won Brandon Hall

Learning Excellence



Awards – 6 years in a

row from 2006 to

2011

Products



Online Registration & Assessment Engine



Award winning Virtual Classroom platform



Mobile application development framework for mLearning solutions



LMS delivered as SaaS or deployed at client premise



Sales & Distribution Solutions

Solution Suite



- Sales-Force Automation
- Customer Relationship Management
- Distribution & Dealer Mgmt
- Enterprise Application Integration
- Supplier & Marketing Automation

Business Highlights

- Forum™ business has completed 10 years in the market.
- Over 10000+ Deployments
- Reach over 545 Indian cities and towns
- One of the largest Indian players in Distribution Management Automation for FMCG industry

Awards



*Forum Solution listed
in The CIO Asia
Magazine's Annual
CIO 100 Award*

Products



Supply Chain Management System



Enterprise Mobility Solution



Customer Relationship Management System



CollabApps

Solution Suite



Business Highlights

- Over 14lakh mailboxes for a 325+ client base
- Managing close to 40 corporate accounts for Web solutions for more than 3 years
- Digitization services carried out at 500+ locations across India

Apps Cloud

Sify's AppsCloud

Browse. Choose. Deploy.

Self-service portal for SMB and SME to purchase cloud based business automation solutions



Consumer Portals

Components



Business Highlights

- We bring your consumers closer to you
 - Targeted advertising
 - Innovative display formats
 - Analytics and Insights
- We are amongst the top choice for industry leaders
 - FMCG
 - Auto
 - IT

Awards

- 7th largest portal in India
- Amongst top 10 sites in India for Sports & Finance
- Amongst Top 3 portals in terms of user engagement
- 15 Million unique visitors in a month
- Growing at 7% in FY'12
- 6 minute average time on site

Products



www.sify.com is one of the leading portals in India



www.samachar.com is a leading portal for NRIs



Leadership Team

Raju Vegesna – Chairman & Managing Director

Raju is an Executive and Entrepreneur who has leveraged his technology vision and leadership skills into a multi-decade series of successes in high technology industries. Most recently, Raju was the Founder and CEO of ServerEngines, an industry leader in network and storage convergence products and was acquired in August, 2010, by Emulex, and Raju joined Emulex as Chief Strategist. In 1994, Raju founded ServerWorks Corporation and, as Chairman and CEO, led ServerWorks to become the world leader in computer chipsets, commanding a 90% market share in the x86 server chipset market. In 2001, ServerWorks was acquired by Broadcom Corporation for US\$1.8 billion

David Nishball - Chief Strategy Officer

David Nishball is one of the leading experts in building and managing Enterprise telecom operations in the Asia Pacific Region, having led the Enterprise segment for a number of global operators, joint venture companies, and emerging market operators. David was President of Airtel Enterprise Services from 2007-2010. Enterprise Services is a strategic business unit of Bharti Airtel Ltd., India's leading telecom service provider.

Kamal Nath- Chief Executive Officer

Kamal joined Sify in August 2012 to help realize Sify 3.0; the vision to make Sify Technologies a Services and Solutions leader. He has led various transformational engagements with large enterprises, incubated business lines, created innovative business models and promoted entrepreneurial decision-making. His knowledge of Systems Integration Services, IT Infrastructure Management Services, Technology Integration Services & Strategic Outsourcing will be vital to achieving the next phase of growth for Sify.

MP Vijay kumar - Chief Financial Officer

Vijay joined Sify in October 2007 as Chief Financial Officer after successfully building a firm of independent Audit and Consultancy Practice for 8 years. Prior that he had a seven-year stint in Sundaram Financial Services Ltd, Chennai where his last position was as Head of Investment Banking. He is an acknowledged expert on IFRS, and is an author on several books on accounting standards and financial reporting.





sify

keeping you ahead



Brandon Hall Gold Excellence award - for Mobile Learning Delivery Platform developed for Cisco



"Sify Is Best Suited For Discrete Offshore Remote Management"

- Forrester Wave: Global Delivery Infrastructure Mngmt



Frost & Sullivan Market Leadership Award for IP VPN Market in India



"Sify Amongst Select Group of "Superbrands" in India"

- Joins Ranks of the World's Best Known Brands in Just 5 Years



Recognition by IDC for pioneering progress in IP VPN market



"Sify is among the top 20 global infrastructure service providers"

- Gartner: Remote Infrastructure Management Worldwide



"Platinum Award for Best Cloud Infrastructure Strategy"



"Sify among the Top 20 Best Employers in India"

- Dataquest 's Top 20 Best Employers survey in India



Best Product Implementation – Cloud Security



*"Best Telecom Data Center Award"
"Innovation in Enterprise Solution"*

- INFOCOM CMAI: 2011



"Best STG Solution Partner - 2009-10"

