

Issue highlights

- ❑ **Tracxn Technologies Limited ("Tracxn")** was incorporated on August 11, 2012. Tracxn is among the leading global market intelligence providers for private company data and rank among the Top-5 players globally in terms of number of companies profiled offering data of private market companies across sectors and geographies.
- ❑ **USP of Tracxn**
 - Within a short span of time, Tracxn has grown to be one of the major players in the private market data service provider space. The company tracks more than 1.80 million companies with approximately 1,200 companies added every day to its repository of companies. Tracxn also covers over 2,000 feeds along with 3.6 million (as of June 2022) news and event tracking and also generates more than 14,000 reports every year.
 - Tracxn provides Enterprise-grade Data Curation for high-paid professionals, deeper coverage of new age companies, deeper sector coverage, richer company taxonomy, detailed competition set, financials, cap tables and much more.
 - Also, since most of the workforce of Tracxn operates from India, the company, by default has a cost advantage over its competitors based out of countries like USA. Remuneration in services profession in India is almost 10 times lower than that of US and hence this is highly advantageous for private data provider companies like Tracxn.
- ❑ The company provides one of the largest coverage of private companies in emerging technology sectors globally. As of June 30, 2022, they covered 1,805 Feeds and 44 practice areas globally.
- ❑ As of June 30, 2022, they offered 49,922 taxonomy nodes and mapped over 1.84 million entities across these nodes.

Brief Financial Details*

(₹ In Cr)

	As at Jun' 30,		As at Mar' 31,		
	2022(03)	2021(03)	2022(12)	2021(12)	2020(12)
Equity Share Capital	10.03	0.11	10.03	0.11	0.11
Instruments entirely equity in nature	-	0.79	-	0.79	0.09
Reserves	12.95	21.15	10.61	21.33	(135.45)
Net worth as stated	22.98	22.04	20.64	22.22	(135.24)
Revenue from Operations	18.40	14.97	63.45	43.78	37.33
Revenue Growth (%)	22.91%	-	44.93%	17.28%	-
EBITDA as stated	0.19	(1.15)	(6.41)	(17.06)	(22.45)
EBITDA Margin (%)	1.01%	(7.65)%	(10.10)%	(38.97)%	(60.12)%
Profit Before Tax	0.84	(0.72)	(4.85)	(5.35)	(54.03)
Net Profit After Tax	0.84	(0.72)	(4.85)	(5.35)	(54.03)
Net Profit (%) as stated	4.57%	(4.81)%	(7.64)%	(12.22)%	(144.74)%
EPS - Basic (₹)	0.08^	(0.07)^	(0.48)	(0.55)	(5.54)
EPS - Diluted (₹)	0.07^	(0.07)^	(0.48)	(1.52)	(5.54)
RONW (%)	3.64	(3.27)%	(23.49)%	(24.06)%	(39.95)%
NAV (₹)	2.29	2.25	2.06	2.28	(13.87)

Source: RHP *Restated Statement, ^Not annualised

Issue Details

Offer for sale of 38,672,208 Equity shares

Issue size: ₹ 290 - 309 Cr
No. of shares: 38,672,208 Shares
Face value: ₹ 1/-

Price band: ₹ 75 - 80
Bid Lot: 185 Shares and in multiple thereof

Post Issue Implied Market Cap =
₹ 752 – 802 Cr

BRLMs: IIFL Securities
Registrar: Link Intime India Pvt. Ltd.

Issue opens on: Monday, 10th Oct'2022
Issue closes on: Wednesday, 12th Oct'2022

Indicative Timetable

Activity	On or about
Finalisation of Basis of Allotment	17-10-2022
Refunds/Unblocking ASBA Fund	18-10-2022
Credit of equity shares to DP A/c	19-10-2022
Trading commences	20-10-2022

Issue break-up

	No. of Shares	₹ In Cr		% of Issue
		@Lower	@upper	
QIB	29,004,157	217.53	232.03	75%
NIB	5,800,831	43.51	46.41	15%
-NIB 1	1,933,610	14.50	15.47	
-NIB 2	3,867,221	29.00	30.94	
RET	3,867,220	29.00	30.94	10%
Total	38,672,208	290.04	309.38	100%

Listing: BSE & NSE

Shareholding (No. of Shares)

	Pre-Offer and Post-Offer Equity Shares
No of shares	100,310,185

Shareholding (%)

	Pre-Issue	Post-Issue
Promoters	50.93%	35.65%
Public – Selling S/h	36.42%	13.14%
Public –Other	12.66%	51.21%
Total	100.00%	100.00%

BACKGROUND

Company and Directors

The company was incorporated as 'Tracxn Technologies Private Limited' on August 11, 2012. The company was promoted by Neha Singh and Abhishek Goyal. Currently the promoters collectively hold 51,084,368 Equity Shares, representing 50.93% of the pre-Offer issued, subscribed and paid-up Equity Share capital of the company.

Brief Biographies of Directors

Neha Singh is the Founder, Chairperson and Managing Director of the company. She has previously served as an associate with The Boston Consulting Group (India) Pvt Ltd, and an investment analyst with Sequoia Capital India Advisors Pvt Ltd.

Abhishek Goyal is the Founder, Vice Chairman and Executive Director of the company. He has previously served as a consultant with 3i Infotech Ltd and Erasmic Consulting Pvt Ltd, and has also worked with organisations such as Amazon Development Centre (India) Pvt Ltd, Yahoo Software Development India Pvt Ltd, Accel India Management LLP and Andale Information Technologies Pvt Ltd.

Ravi Chandra Adusumalli is the Non-Executive Director of the company. He is currently the managing partner of Elevation Capital.

Vivek Kumar Mathur is the Non-Executive Nominee Director on the Board of the company and has been nominated to the Board by Elevation Capital pursuant to the terms of the Shareholders' Agreement. He has previously served as the executive director for customer service at Dell International Services Pvt Ltd and is currently a partner at Light Ray Advisors LLP.

Brij Bhushan is the Independent Director on the Board of the company. He has previously worked with Bain & Company India Pvt Ltd, Flextronics Software Systems Ltd and Infosys Technologies Ltd in software engineering and consultancy roles and has served as a vice president of the corporate department of Nexus India Capital Advisors Pvt Ltd. He is the co-founder and chief executive officer of Samast Technologies Pvt Ltd.

Nishant Verma is the Independent Director on the Board of the company. He has previously worked with Flipkart Internet Pvt Ltd and Canaan Advisors Pvt Ltd, and is currently the chief executive officer of Overleap Networks Pvt Ltd.

Payal Goel is the Independent Director on the Board of the company. She has previously worked at Peepul Capital Advisors, Aspada Investment Advisors Pvt Ltd and Flipkart Internet Pvt Ltd. She is currently working as a corporate development manager at Google India Pvt Ltd.

Rohit Jain is the Independent Director on the Board of the company. He has previously worked with Microsoft Corporation, IBM India Pvt Ltd and Google India Pvt Ltd in software engineering and research roles. He has also worked as a principal at SAIF Advisors Pvt Ltd and is currently the managing partner of JSM Advisers Pvt Ltd.

Key Managerial Personnel

Prashant Chandra is the Chief Financial Officer of the company. He has been associated with the company since September 1, 2013. He handles the financial and legal functions of the company. He has previously worked with Infosys Technologies Ltd and Amdocs Development Centre India Pvt Ltd.

Amit Agarwal is the Chief Operating Officer of the company. He has been associated with the company since March 14, 2017. He handles sales, customer success, analysis, human resources and data operations in the company. He had previously served at Amba Research (India) Pvt Ltd and Emanation Advisors Pvt Ltd and has also worked with Goldman Sachs Services Pvt Ltd and Centrum Broking Pvt Ltd.

Neeraj Chopra is the Chief Technology Officer of the company. He has been associated with the company since May 19, 2014. He has previously worked with Amazon Development Center (India) Pvt Ltd, Decho Technology India Pvt Ltd, Arcot R&D Software Pvt Ltd and Roam Space Travel Solutions Pvt Ltd.

Bhaskar Sharma is the Chief Product Officer of the company. He has been associated with the company since May 11, 2015. He has previously worked with CEAT Ltd, FlexAlgo Systems Pvt Ltd and Nomura Structured Finance Services Pvt Ltd.

Megha Bohra is the Company Secretary of the company. She has been associated with the company since July 16, 2019. She has previously worked with Decision Point Consultancy Pvt Ltd, Betul Wind Farms Ltd and Atria Hydel Power Ltd.

OFFER DETAILS

Name of Selling Shareholder	No. of Shares	Weighted Average Cost of Acquisition per Equity Share on a fully diluted basis (₹)
	Upto 38,672,208 Equity Shares	
The Promoter Selling Shareholder:		
Neha Singh	Upto 7,662,655 Equity Shares	0.02
Abhishek Goyal	Upto 7,662,655 Equity Shares	0.02
The Selling Shareholders:		
Binny Bansal	Upto 1,263,096 Equity Shares	1.58
Sachin Bansal	Upto 1,263,096 Equity Shares	1.58
Sahil Barua	Upto 207,548 Equity Shares	1.58
Deepak Singh	Upto 315,774 Equity Shares	1.58
Elevation Capital	Upto 10,980,885 Equity Shares	18.22
Trustees, Kolluri Living Trust	Upto 267,915 Equity Shares	8.49
Milliways Fund LLC	Upto 147,976 Equity Shares	21.96
Rathnagirish Mathrubootham	Upto 295,952 Equity Shares	21.96
Apoletto Asia Ltd	Upto 147,976 Equity Shares	21.96
Trustees, Nrnj Family Trust	Upto 591,904 Equity Shares	21.96
Manoj Kumar Gandhi	Upto 147,976 Equity Shares	21.96
WGG International Ltd	Upto 881,602 Equity Shares	29.87
ACCEL India IV (Mauritius) Ltd	Upto 4,017,506 Equity Shares	40.32
SCI Investments V	Upto 2,181,692 Equity Shares	37.36
Prashant Chandra	Upto 636,000 Equity Shares	0.02

SHAREHOLDING PATTERN

Shareholders	Pre-offer		No. of Shares offered	Post-offer	
	Number of Equity Shares	% of Total Equity Share Capital		Number of Equity Shares	% of Total Equity Share Capital
Promoter and Promoters Group					
Promoter	51,084,368	50.93%	15,325,310	35,759,058	35.65%
Promoters Group	-	0.00%	-	-	0.00%
Total for Promoter and Promoter Group	51,084,368	50.93%	15,325,310	35,759,058	35.65%
Public - Selling Shareholders	36,528,766	36.42%	23,346,898	13,181,868	13.14%
Public - Other	12,697,051	12.66%	0	51,369,259	51.21%
Total for Public Shareholder	49,225,817	49.07%	23,346,898	64,551,127	64.35%
Total Equity Share Capital	100,310,185	100.00%	38,672,208	100,310,185	100.00%

BUSINESS OVERVIEW

Tracxn Technologies Limited (“Tracxn”) is among the leading global market intelligence providers for private company data and rank among the Top-5 players globally in terms of number of companies profiled offering data of private market companies across sectors and geographies. They have one of the largest coverage of private companies in emerging technology sectors including IoT, artificial intelligence, virtual reality, robotics, blockchain and electric vehicles. Tracxn has an asset light business model and operate a Software as a Service (“SaaS”)–based platform, Tracxn, that scanned over 662 million web domains, and profiled over 1.84 million entities across 2,003 Feeds categorized across industries, sectors, subsectors, geographies, affiliations and networks globally, as of June 30, 2022. Their platform has 3,271 Users across 1,139 Customer Accounts in over 58 countries, as of June 30, 2022. Their customers include a number of Fortune 500 companies and/or their affiliates.

Tracxn offers customers private company data for deal sourcing, identifying M&A targets, deal diligence, analysis and tracking emerging themes across industries and markets, among other uses, through their subscription-based

platform, *Tracxn*. They launched their platform in Fiscal 2015 with a particular focus on the global emerging technology sector, providing users with detailed profiles of companies including detailed information of funding rounds and acquisition related information, taxonomy and market maps, global competitor benchmarking, financial information, valuation and capitalization tables, employee count, investor profiles, competitor mapping, information about founders, key team and board member, company and sector specific reports and news events.

They have since then expanded their coverage to include 18 data modules and over 1.84 million entities, as of June 30, 2022. Their extensive global database of entities coupled with customized solutions and features allows customers to source and track companies across sectors and geographies to address their requirements. They are among the few private market data service providers in the world to have a proprietary taxonomy for technology sector companies and prepare market maps.

Company's platform uses an in-house developed algorithm based on a combination of technology and human analysts, to process vast amounts of data, create profiles and provide market intelligence on private market companies. Their human-in-the-loop plays a strategic role, focusing on quality assurance and addressing data and intelligence gaps that technology alone cannot solve. This combination of technology coupled with human-in-the-loop has helped them maintain a high degree of accuracy and effectiveness while exponentially expanding their global coverage. Their platform includes multiple work-flow tools such as a customizable customer relationship management ("**CRM**") tool integrated with their database allowing for better deal management. The platform allows personalization for enhanced tracking and data driven insights. Its capabilities include sourcing dashboards both locally and globally, portfolio tracking, data intelligence and data analytics.

Over the years, Tracxn has developed a systematic process of sourcing data including technology-based data extraction and instantaneous data upload through APIs. They also rely on information from websites, news reports, press releases, social media and events to identify and track private market company information. As a part of their sourcing process, they also obtain financial and non-financial information through automation from regulatory filings globally. They have an added layer of language translation that is used for sourcing information from countries where English is not the primary language.

They classify their customers as below:

- **Private Market Investors and Investment Banks:** Private market investors such as venture capital and private equity firms and investment banks that rely on company's platform for, *inter alia*, deal sourcing, diligence and market intelligence. Certain of their customers in this segment include Accel Management India LLP, Artiman Ventures, growX ventures Fund I, Elevation Capital Ltd and Kae Capital Management Pvt Ltd.
- **Corporates:** Tracxn also caters to a number of corporate development, investment and innovation teams at organizations such as Unilever Industries Pvt Ltd, Wipro Ltd, Lixil Corporation, and Yamaha Motor Solutions India Pvt Ltd that use their platform for *inter-alia*, their M&A activity, strategic investment decisions, purchase decisions and partner selection.
- **Others:** Their platform is also used by government agencies, government banks, academic institutions, start-up accelerators and incubators and customers in this segment include Bank of Baroda and Tech City Ventures, UK.

Company's Customer Accounts have increased at a CAGR of 30.42%, from 642 Customer Accounts, as of March 31, 2020 to 1,092 Customer Accounts, as of March 31, 2022, and 1,139 Customer Accounts as of June 30, 2022. They have maintained long standing relationships with their customers and as of June 30, 2022, 23.44% or 267 active Customer Accounts have been associated with them for over 3 years (with a maximum gap of 3 months between subscriptions).

Tracxn is led by their Promoters, Neha Singh and Abhishek Goyal, who are first generation entrepreneurs. Both of them has significant experience in the venture capital and technology industry and have in the past been associated with venture capital firms such as Accel Partners and Sequoia Capital.

They are supported by an experienced and dedicated team of Key Management Personnel who have significant experience in all aspects of their business operations and who have helped grow their operations. They have been recognized by Forbes as among the '**Top 100 Analytics Startups of 2015**' and by Business Today as one of the '**Coolest Startups of India**' in 2016. Company's operations have been supported by investments from angel investors

such as Ratan Tata, the NRJN Family Trust, Neeraj Arora, Sachin Bansal, Binny Bansal, Amit Ranjan, Girish Mathrubootham, Anand Rajaraman, Amit Singhal and Ashish Gupta. They have also received investments from Elevation Capital, Accel Partners, Sequoia Capital, Prime Venture Partners and KB Investments.

Key operational and financial performance indicators in relation to the business:

Categories	As of/for the 3 months ended Jun'30,		As of /For the Year ended March 31,		
	2022	2021	2022	2021	2020
Operational Parameters					
Customer Accounts	1,139	946	1,092	855	642
Users	3,271	2,720	3,117	2,358	2,075
Entities Profiled	1,838,928	1,420,055	1,759,902	1,345,311	937,698
Financial Parameters					
Revenue from Operations (₹ Cr)	18.40	14.97	63.45	43.78	37.33
Contract Price (₹ Cr)	18.88	15.82	69.58	51.04	40.46

Customer Segments

The company work with 1,139 Customers across 58 countries, as of June 30, 2022. No single Customer accounted for more than 1.54% of the revenue from operations in the last 3 completed Fiscals and in the 3 months ended June 30,2022. Their customers span various industries including investment industry, financial services, technology, healthcare, CPG, auto, manufacturing, education, non-profit and social impact. Their customers include some of the world's largest organisations including number of Fortune 500 companies and/or their affiliates.

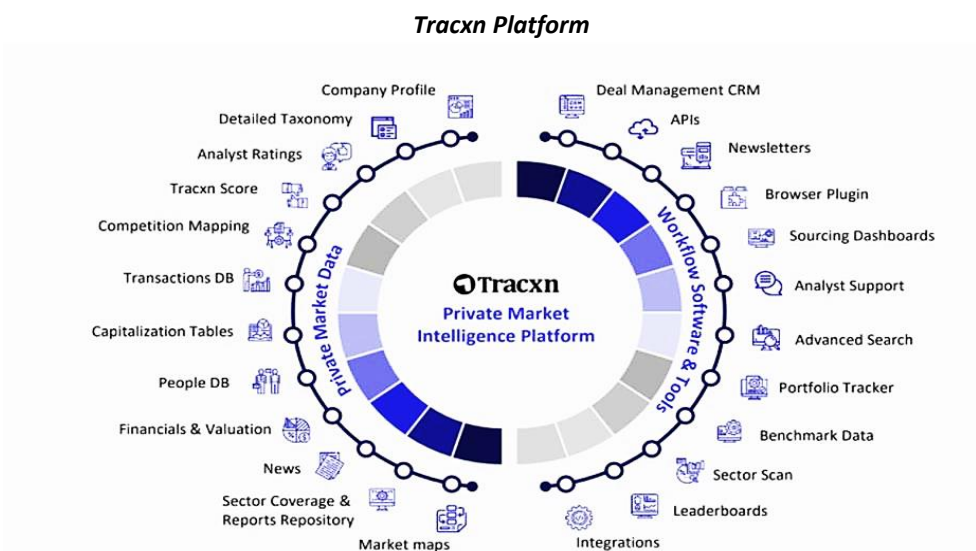
The number of Customer Accounts across categories:

Categories	As of/for the 3 months ended Jun'30,		As of /For the Year ended March 31,		
	2022	2021	2022	2021	2020
Private Market Investors and Investment Banks	588	494	571	456	338
Corporations	312	274	309	246	191
Others	239	178	212	153	113
Total	1,139	946	1,092	855	642

SWOT ANALYSIS

<p>STRENGTH</p> <ul style="list-style-type: none"> • High tech platform that has been developed with continuous research • Emerging tech companies tracking (which most of other players do not offer) • Accurate data building and deeper insight generation • Cost advantage as most of company's workforce is based in India. 	<p>WEAKNESS</p> <ul style="list-style-type: none"> • Lesser play in regions like North America • Fairly new in the industry
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Further increasing its market share in regions like APAC which are high growth areas for private market • Investing further on technology platform that can provide meaningful insights • Furthering its tech market tracking platform which is unique by its nature 	<p>THREATS</p> <ul style="list-style-type: none"> • The company faces stiff competition from <ul style="list-style-type: none"> A) Free online and offline sources of information on companies and businesses, including government records, company websites, and open online databases, which offer database for free as well as for subscription. B) Current and potential customers' internal and home-grown company databases; other providers of third-party company attributes, technology attributes, and business contact information; other providers of online private companies, market information databases and platforms

BUSINESS OPERATIONS



Company’s aim is to provide a detailed private market intelligence platform for their global customer base. It consists of the following:

Private Company Data

The company provides an extensive global database of private companies across sectors, geographies and stages. Customers use this database for sourcing, diligence and tracking private companies across various sets of criteria to address their requirements. As of June 30, 2022, they profiled over 1.84 million entities across 2,003 Feeds categorized across industries, sectors, sub-sectors, geographies, affiliations and networks globally. They offer analyst-curated profiles of private companies across various types of companies including private funded, private unfunded, public, acquired and deadpooled (i.e., entities that have shut down their operations).

The private company information that they have tracked:

Categories	As of 3 months ended Jun’30,		As of March 31,		
	2022	2021	2022	2021	2020
No. of Entities	1,838,928	1,420,055	1,759,902	1,345,311	937,698
Feeds	2,003	1,821	1,969	1,789	1,457

Emerging Technology Sector Data

The company provides one of the largest coverage of private companies in emerging technology sectors globally. As of June 30, 2022, they covered 1,805 Feeds and 44 practice areas globally.

The emerging technology sector coverage includes for all the sectors tracked, comprehensive coverage of companies, detailed sector taxonomy, market map, sector trends, news and reports. As of June 30, 2022, they offered 49,922 taxonomy nodes and mapped over 1.84 million entities across these nodes.



Transactions and Other Data

Tracxn has a comprehensive database of global private company transactions. Their database covers private companies globally and provides information with respect to the Funding transactions, M&A transactions, Private company financials, Capitalization tables, Fund and investor, database (including institutional investors, limited partners and angel investors), Investment bank and facilitator database, Company key team information including that of founders, board members and investors.

The information of the database:

Categories	As of 3 months ended Jun'30,		As of March 31,		
	2022	2021	2022	2021	2020
Funding Transactions	398,792	363,447	387,821	353,519	296,032
M&A Transactions	123,714	106,088	115,297	93,439	74,460
Investor Profiles	50,012	34,658	46,794	39,070	27,910

Industry Taxonomy

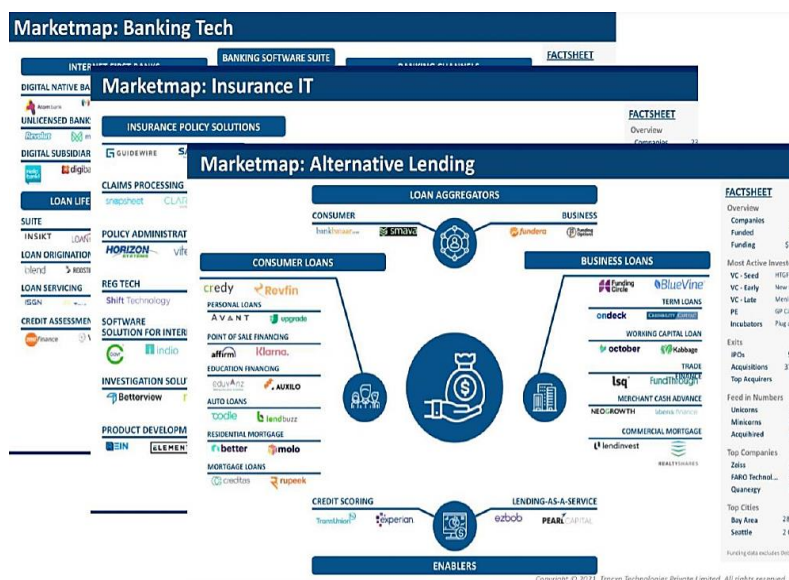
Tracxn provides proprietary and detailed industry taxonomy for the private market sectors and companies, with key focus on new-age emerging technology sectors. Taxonomy helps map the industry, sector, sub-sector, technology and business model for the companies; and also provides a top-down map of all the sectors. Each of the 44 industries are mapped into 2,003 sectors, and these sectors are further split into 49,922 taxonomy nodes. Each company covered on the platform is mapped in one of more of these taxonomy nodes. These industry taxonomy nodes are defined by a team of sector-based analysts. Every day over 1,200 companies are added onto the platform that are then mapped to their corresponding nodes through a mix of technology and human analysts

Details of the taxonomy nodes, as of June 30, 2022, are set out below.



Market Maps

Market maps provide a quick visual overview of all emerging technology sectors, key sub-sectors and leading companies within a node or an industry. These maps are schematic representation with a factsheet containing sector overview, most active investors, exits, ratings, top companies and top geographies.



Reports

The company generates more than 14,000 reports every year which makes them one of the leading players providing large repository of reports globally across all emerging technology sectors. They provide reports across multiple sectors, geographies, business models, emerging themes, investment activities and trends as well as fund wise mark-to-market reports.

The information on reports that Tracxn generates:

Categories	As of 3 months ended Jun'30,		As of March 31,		
	2022	2021	2022	2021	2020
Categories of Reports	22	19	20	19	10
No. of Reports Published	32,308	13,343	25,131	10,737	5,211

Platform Workflow and Tools

The company provides multiple workflows software and tools to their customers for their various use cases viz. **Deal Flow Management, APIs, Newsletters, Personalized Dashboards for Sourcing and Tracking, MyAnalyst Support, Browser Plug-ins, Advanced Search, Portfolio Tracker, Benchmarking Data, and Sector Scan.** These tools help customers leverage their platform in their workflow as well as personalise and customise the platform data as per their requirements.

Data Engine

Tracxn is providing quality private market intelligence at scale by using multiple data engines, which are able to gather data from various sources, classify and standardize the data to be used finally on the platform. They provide **Data Mining and Statistical Models, Automated Data Processing Models and Sources of Data.**

KEY STRENGTHS

- **Leading global provider of differentiated private market data and intelligence**

Company's platform offers detailed coverage of company information that includes company profiles, funding rounds, capitalization tables, financials and valuation, news, team size and trends, competition mapping and information about founders (to the extent available publicly).

They are focused on increasing the number of entities reviewed and profiled by them. As of June 30, 2022, the number of entities they profiled on their platform were over 1.84 million. In Fiscal 2022 and in the 3 months ended

June 30, 2022, information of approximately an average of 1,652 and 1,275 new entities, respectively, across various sectors was added to their platform on a daily basis. They are also focused on expanding the scope of information of entities profiled by them.

As of June 30, 2022, they maintained a database of over 1,400,000 competition maps, over 390,000 funding rounds and over 120,000 acquisition rounds. They also prepared profiles for over 50,000 investors including venture capital and private equity firms, funds, limited partners, networks, accelerators and incubators and profiled over 22,000 entities that based on their internal assessment, will be 'Soonicorns' or companies with high valuations that are expected to become unicorns in the near future and 'Minicorns' or companies, which in their assessment are early stage companies which have a potential to become unicorns, as of June 30, 2022. In Fiscal 2022 and the 3 months ended June 30, 2022, they prepared and published over 3,500 and 7,000 reports every quarter, respectively, across sectors, sub-sectors and industry groups globally.

Their coverage also includes mapping industry trends and generating reports on trending themes. They generated over 25,000 and 32,000 reports respectively, across 20 and 22 categories respectively, including monthly unicorn reports, reports based on business models, company specific reports, sector focused reports and geography-based reports. They undertake taxonomy for technology sector companies and are among the few private market data providers in the world to undertake proprietary taxonomy for technology sector companies and prepare market maps. As of June 30, 2022, they have over 49,000 taxonomy nodes that cover a significant number of the entities profiled on the platform.

- **Diverse, longstanding and growing global customer base**

Tracxn has a diverse base of 1,139 Customer Accounts present in over 58 countries, as of June 30, 2022. Some of these Customer Accounts are for Customers that include 'Fortune 500' companies and/or their affiliates.

Company's Customer Accounts are also diversified across geographies and no single country contributed to more than 31.60% of their total revenue from operations in the last 3 Fiscals and the 3 months ended June 30, 2021 and 2022.

The break-up of the Customer Accounts across geographies:

	As of 3 months ended Jun'30,		As of March 31,		
	2022	2021	2022	2021	2020
Americas	247	230	242	207	145
APAC (Excluding India)	119	99	118	92	58
EMEA	276	268	276	241	166
India	497	349	456	315	273
Total	1,139	946	1,092	855	642

As of June 30, 2022, 8 of their Top-10 Customer Accounts (by revenue in Fiscal 2022) have been associated with them for over 3 years while over 23.44% of their Customer Accounts have been using their platform for over 3 years.

- **Scalable and secure technology platform conceptualized and developed in-house**

Company's platform, based on a combination of technology and human analysts, is able to process vast amounts of data. The platform has been designed and built primarily using new-age technologies, for hosting on cloud infrastructure. At its core, Tracxn is a data and market intelligence platform with over a million curated entity profiles mapped to over 49,000 different business models, searchable in near real-time through a set of search tools built in-house using an open search engine and analytics solution. In addition, they have built a range of business and workflow tools like an inbuilt CRM tool, custom dashboard builder, tools for sourcing, tracking companies, portfolio tracking, API support, browser extensions, ability to save searches and provide alerts and export tools.

They also offer enterprise grade support for customer queries with personalized support over chat, email and instant messaging applications.

Their uptime percentage in Fiscal 2022 and in the 3 months ended June 30, 2022, was 99.99% and 100% respectively. For gathering private market data, they have built a web-crawling and data engine that reviews over

662 million web domains at the back-end. It adds over 250,000 entities on a daily basis to the database and several data points are tracked across various digital footprints of entities. They had reviewed 9,095 web domains as of June 30, 2022 to be added on the platform and added curated profiles of over 1,200 new entities, on an average, every day to their platform. Hosted on cloud infrastructure, their platform has in-built security features provided by the cloud infrastructure provider.

- ***Significant cost advantages from India-based operations***

While Tracxn is an Indian SaaS company, their platform *Tracxn* serves customers globally. Their business is technology driven, asset light and scalable, as evident by their employee benefit expenses, depreciation and amortization expenses and other expenses that have remained relatively unchanged despite significant increase in the revenue from operations in recent years. As of June 30, 2022, they had a lean 81-member technology and product development team. In addition, their employee benefit expenses in Fiscals 2020, 2021 and 2022, and in the 3 months ended June 30, 2021 and 2022, were ₹ 51.28 crore, ₹ 53.81 crore, ₹ 58.57 crore, ₹ 14.26 crore and ₹ 16.17 crore respectively, accounting for 137.35%, 122.92%, 92.31%, 95.28% and 87.86% of their revenue from operations, respectively. Their platform requires limited costs to scale and launch additional service offerings.

- ***Experienced Promoters, Board of Directors and senior management team backed by marquee investors***

Company's promoters, previously associated with venture capital firms such as Accel Partners and Sequoia Capital and therefore, have been able to leverage their technology and venture capital experience to develop the *Tracxn* platform. Their senior management team has also helped them in implementing their development and operating strategies over the years. In addition, their Board comprises nominee directors, whose strategic guidance and insights have also helped grow their operations. Their shareholders include venture capitalist and private equity firms.

KEY GROWTH STRATEGIES

- ***Continue to grow account base***

Company's Customer Accounts has increased from 642 Customer Accounts, as of March 31, 2020, to 855 Customer Accounts, as of March 31, 2021 and to 1,092 Customer Accounts as of March 31, 2022, and they had 1,139 Customer Accounts, as of June 30, 2022. Private equity firms, venture capital firms and investment banking companies have been the biggest adopters of private market data services. Apart from private equity, venture capital firms and investment banks, the funding arms of M&A subsidiaries of large corporates have been one of the next biggest users of private market data services. With the growing users of private market data, they intend to capitalize on the opportunity to serve the growing market by continuing to grow their customer base.

Tracxn has historically incurred significant expenditure in expanding their sales and marketing team to increase customer acquisition as well as on their customer success team to focus on retention of existing users and accounts. They intend to expand their sales team to continue to focus on customer acquisition. They acquire new leads through a combination of inbound and outbound sales effort. Their endeavour will be to continue to grow their account base through referrals from their existing customers.

- ***Expand share of revenues among existing customers***

Tracxn has devoted significant attention and resources to being able to understand the behaviour, preferences and trends of their customers and markets through research and their automated data extraction engines. This gives them a distinct perspective that they bring to their platform. With this approach, they aim to be able to address other aspects of their customers' operating and growth strategy

- ***Continue to grow platform to offer additional services***

The company intends to continue to focus on expanding modules and data on their platform. As of June 30, 2022, they had 81 employees in their technology and product development team focused on developing product enhancements. They are developing tools that will integrate into their existing platform allowing their customers to use their platform as a single source for their requirements.

- **Capitalize on industry opportunities to expand coverage of the customers**

Growth in private market AUM will mostly be driven by increased focus of private equity firms and venture capital firms who look to enhance their investments in private companies even as the number of private companies continue to grow every year. The total addressable market for private market data was US\$ 1,322 million in 2021 and revenue is expected to grow at a CAGR of 11.96% to US\$ 2,097 million in 2025. The growing private market data presents the company with a significant opportunity to address the information requirements for such customers that rely on data.

- **Expand into adjacent customer segments**

The company intends to modify their existing platform to offer additional features and modules to enable them to tap into these segments thereby expanding their total addressable market. To this end, they obtain customer feedback regularly as well as include modules in the product road map that makes their platform more relevant for their customers' defined use cases. They also intend to provide additional specialized modules to customers for incremental utilization of their platform.

- **Expand the operations through inorganic growth channels**

The company intends to acquire businesses and technologies that complement their existing capabilities, which will result in the growth of their platform. They may consider investment opportunities to be able to acquire new technologies, or generate cross selling opportunities, in order to grow their platform or to expand their presence internationally.

COMPETITION

Company's current competitors include free online and offline sources of information on companies and businesses, including government records, company websites, and open online databases, their current and potential customers' internal and homegrown company databases; other providers of third-party company attributes, technology attributes, and business contact information; other providers of online private companies, market information databases and platforms.

Their competitors include, among others, other private market data service providers such as **Crunchbase, CBInsights, PrivCo and Pitchbook**.

AXIS CAPITAL LIMITED

Axis House, 1st Floor, Level-1, C-Wing, C-2, Wadia International Center, Pandurang Budhkar Marg, Worli, Mumbai 400 025.
Tel: +91 22 4325 2525; Fax: +91 22 4325 3000

www.axiscapital.co.in

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