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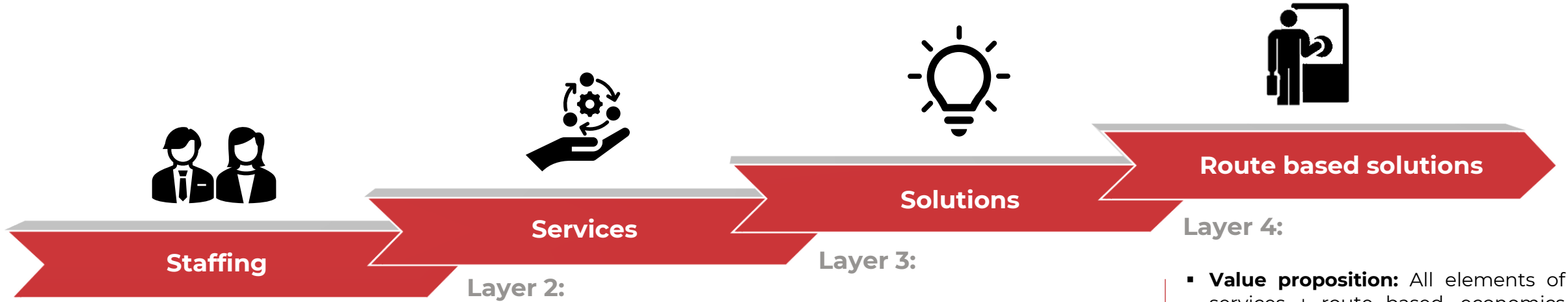
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Outsourced Business Services



Base Layer:

- **Value proposition:** Payrolling, recruit as per requirements, mostly staff is rolled over, no training, no supervision, no responsibility for performance / outcomes
- **Pricing model:** Fixed fee basis
- **EBITDA margin:** 2%-4%
- **Customer stickiness:** Poor

Layer 2:

- **Value proposition:** SLA based contracts, responsible for performance / outcomes, recruit, train, supervise, payroll, pay first - collect later
- **Pricing model:** Cost + service fee
- **EBITDA margin:** 5%-7%
- **Customer stickiness:** High

Layer 3:

- **Value proposition:** All elements of services + tech, lesser manpower component, hardware/software leasing, electronic security (e.g. E-surveillance solution for banking sector), 24*7 monitoring, manpower for emergency response, value added services
- **Pricing model:** Cost is not exposed → Greater pricing power
- **EBITDA margin:** 11%-15%
- **Customer stickiness:** High, long-term contracts

Layer 4:

- **Value proposition:** All elements of services + route based, economics based on cost / stop, route break-even and route density linked profits, non-linear business (e.g. doorstep banking services in cash logistics)
- **Pricing model:** Cost is not exposed → Greater pricing power & route productivity gains
- **EBITDA margin:** 20%+
- **Customer stickiness:** High

Today's Speaker



Tapash Chaudhuri
CEO,
Security Solutions

Mr. Tapash Chaudhuri, an industry veteran with over 3 decades of experience across manufacturing and business services, joined SIS Group in 2013 and oversees the security business in India. He worked with Murugappa Group and Hindustan Motors before joining G4S as the CEO heading the manned guarding and electronic security businesses. He is an accomplished leader with a proven track record in the fields of profit center management, customer relations, sales and business development, human resource and industrial relations. He brings rich experience in developing manned guarding operations and is a key contributor towards the sustainable growth of SIS Group Enterprises. He is a mechanical engineer from B. E. College, Shibpore.

Fastest growing security solution brand in India, with most extensive pan-India coverage, currently ranked as the No. 1 player in the industry

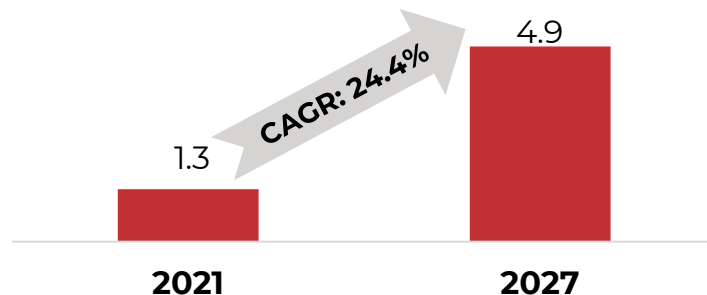
Market Opportunity: Security Solutions

Growth levers: GDP, Minimum wage & Market share growth

- **GDP Growth:** India is expected to be the fastest growing economy globally with GDP growth at 6.1% for 2023 and 6.8% for 2024. Economic growth boosts demand for security services leading to **volume growth** for SIS
- **Minimum wage:** Typically revised in April and October every year, growth in minimum wage leads to **topline growth** for SIS
- **Market share:** Security services industry's formalization augments market share for organized players like SIS

Evolving security market → Electronic security

US\$ Bn.

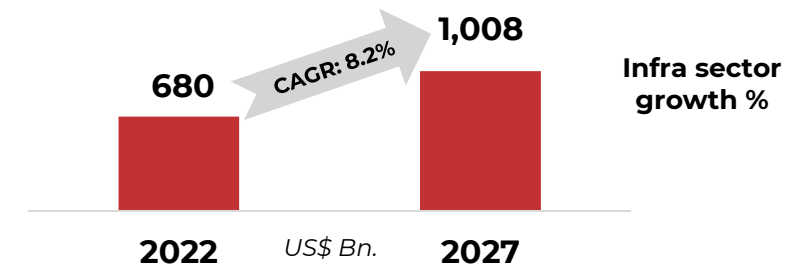


- Rapid urbanization, smart city projects and large infrastructure developments are increasingly adopting e-security solutions driving the growth of the electronic security market

Source: [IMF](#), [Mordor Intelligence](#), [E-Security](#)

Sector specific growth

- India's **infrastructure sector** is expected to **grow** at a CAGR of 8.2%+ to US\$ 1,008 Bn by 2027 from US\$ 680 Bn in 2022



- India's **manufacturing sector** is poised to reach **\$1 Tn** by 2025
- Infra and manufacturing sector growth to enhance demand for security and allied services

SIS's processes and technology systems



- SIS has significantly invested in proprietary solutions for enhancing internal efficiencies and external customer processes, which aids margin growth
- SIS is at the forefront of offering "ManTech" solutions leading the e-security evolution

Fastest growing security solutions brand in India

#1 in India

Solutions Offered

Security and allied services

Electronic security solutions

Our USP



Pan India presence: Across 630+ districts



Largest and skilled salesforce



Strong market position with the help of tech led solutions

Entities / Brands



Provider of security services pan India



An SIS Group Enterprise

Security services provider in north India



An SIS Group Enterprise

South India based security and FM services provider



Electronic Security Solutions
An SIS Group Enterprise

Electronic security solutions



Alarm monitoring and response services

Key Statistics*

₹3,412 Cr

REVENUE

1,81,198

EMPLOYEES

17,190

SITES

94%

Customer retention

6,496

CUSTOMERS

SIS offers unparalleled pan India reach

182

Branches



Covers

36

STATES / UTs



25

Regional Offices



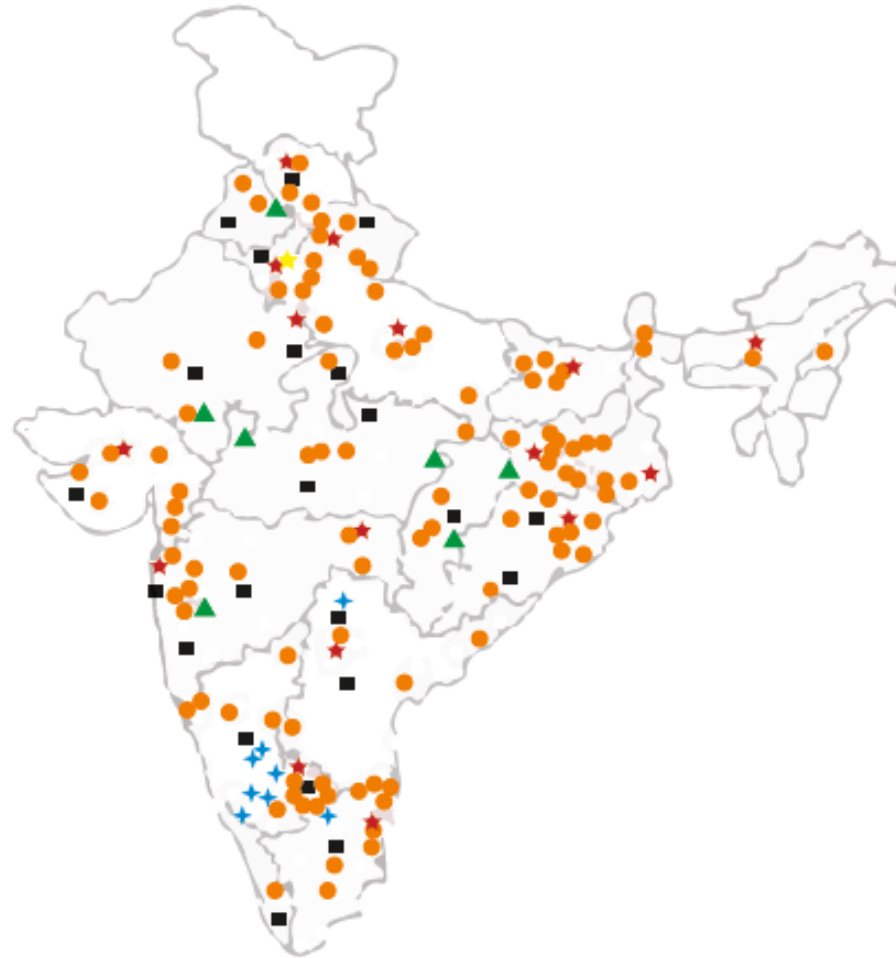
Presence across

630+

Districts

22

Training Academies



- ★ Corporate Office
- ★ Regional Offices
- ▲ Training Academies
- SIS Branches
- SLV Branches
- + UNIQ Branches

SIS follows a proven branch creation and expansion strategy

SIS sells more per branch per month pan India

SIS offers economies of scale

Consistently increasing penetration

Services and solutions offerings

Security and Allied Services



Static Guarding



Armed Guards
and Gunman



Escorting and
Patrol Services



Fire Safety
Services



Bouncers



Front Office
Management



Event
Management



Quick Reaction
Team



Dog Handler

Technology / Electronic Security Solutions



Access control/
Entry automation



AI-enabled video
surveillance



Fire Safety,
detection and
suppression



SaaS based
software solutions



Vehicle tracking
solution



Intrusion alarm
monitoring and
response



Scanning and
frisking solutions



Control room and
integrated command
centre solution



Drone based
surveillance and
business solutions

Comprehensive range of services and solutions offered

Leveraging technology to improve productivity and operational efficiency



MySIS: Facial recognition-based attendance mobile app

1.3 Lakhs+ average daily attendance reports generated. 2.28 Lakhs+ active employees have downloaded the MySIS app



Service Quality Assurance and Operations Productivity Platform

17,000+ sites covered in a month (avg.) and 67,000+ quality checks done on these site (avg.)



Automated Recruitment Kiosk

5,900+ security professionals recruited monthly on average through ARK



Digital Training Platform

7,400+ trainings/month (avg.) imparted



Tablet-based sales CRM tool

800+/month quotations generated



Quality and Compliance Overview Dashboard

Customer accessible dashboard providing details on training, compliance documents, operations report

SIS has consistently invested in best-in-class systems to accelerate technology adoption

Recruitment and Training (R&T): SIS's competitive edge

➤ SIS Security undertakes various training interventions for its security personnel

➤ Fresh recruits receive a 28-day in-house training program

➤ SIS trains security guards, rapid response team, security supervisors, GTO etc. through training academies across India

➤ After successfully completing training, all security personnel are posted in different units of SIS Group

22*
Fully residential
training academies

Largest training infrastructure and manpower supply chain in the industry

200+ professional trainers
25,000+ recruits trained annually

Rigorous training program: Ensures 100% assessment and certification

Smart Classes: 1,000+ audio / video training content, online classes at all centres

Mobile training van:
Offers 1,000+ trainings / month

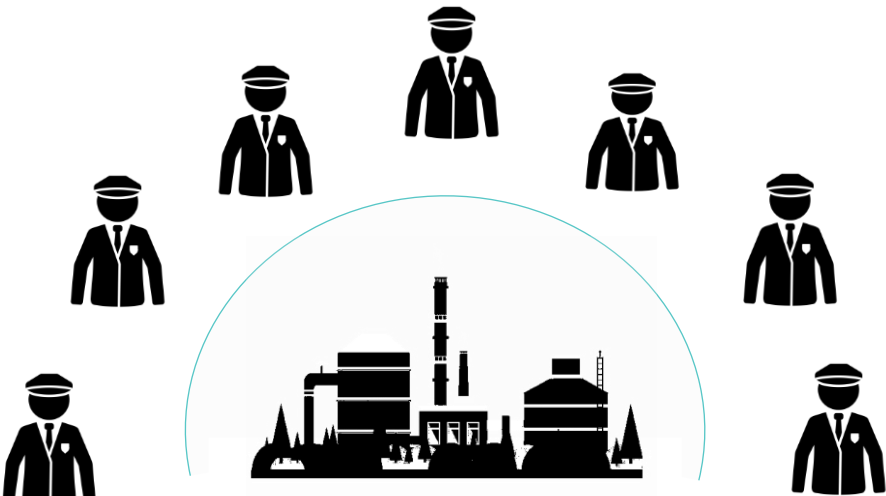
Centralized dog training: Dog breeding, training and placement

Customized content development based on sector specific training



* Includes 1 dog training academy

Conventional Security Services → ManTech Solutions



CONVENTIONAL SECURITY SERVICES



MANTECH



ManTech Solutions: Future growth segment



Electronic security solutions



Backed by system and process innovation



Experience in system integration in high risk segments



Integrated security cover - ManTech concept



Customized solutions / Upgradations / AMCs



Expertise in designing and implementation



Strong technical team for integration, maintenance and support

Technology Solutions



CCTV Surveillance Solutions



Entry Automation Solutions



Metal Detectors and Guard Monitoring



Fire and Public Address Solutions



Access Control Solutions



Scanners / Explosive Detection



Perimeter and Building Intrusion Detection



Other Security Solutions

Leading Equipment Partnerships



Revenue / Pricing Model

Security Services

Cost plus model

Minimum Wage (Mandatory)

*(Incl. Basic + D.A., HRA, conveyance allowance among others)
100% pass through*



Statutory Charges (Mandatory)

*(Incl. PF, ESIC, Bonus among others)
100% pass through*



Supervisory Charge / Service Charge / Management Charge

*(Incl. Training cost, accommodation charges, uniform cost among others)
Pay out to SIS*

ManTech Solutions

Opex model

SIS buys the equipment and charges a rental fee (incl. AMC)
Recurring pay-out to SIS

Capex model

Customers buy the equipment
Initial set up cost + AMC

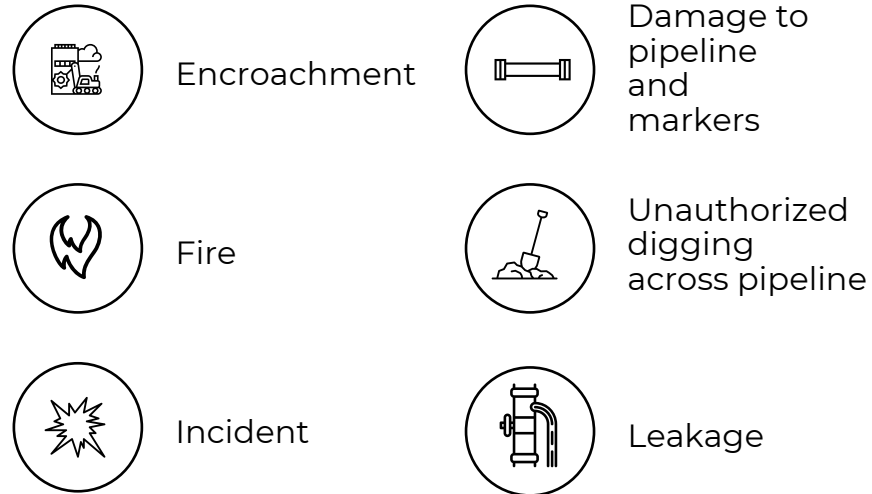
SaaS based software solutions

Productivity and business solutions on SaaS Model
Manual → Digital solutions

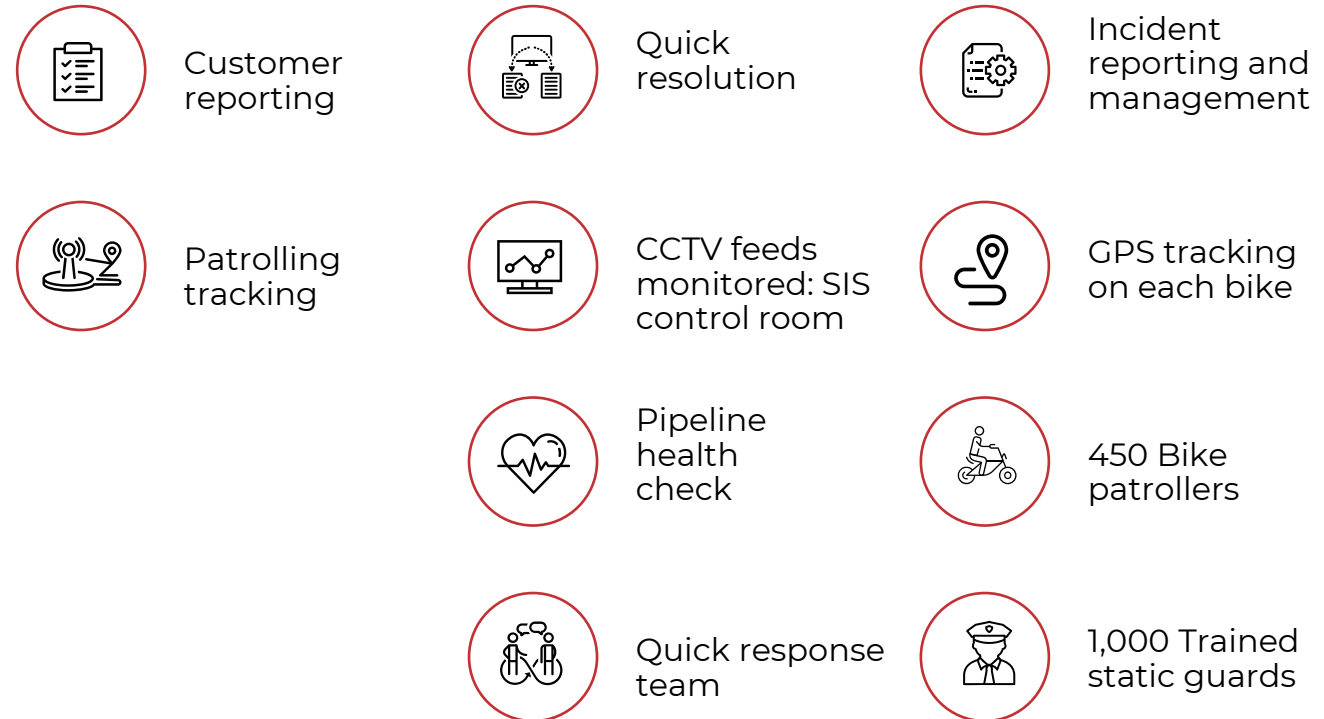
Customer Case Study: Solutions For Oil and Gas Sector

Long standing client: Since 2018 and still ongoing...

Problems:



Solutions:



Benefits of SIS ManTech

- Optimized mix of manpower and technology
- Realtime reporting by mobile app
- 24X7 control room
- Opex model: Client incurs no capital expense
- ~95% errors/issues rectified through SIS's pro-active approach
- **Detect → Identify → Address**

Own Your Customer (OYC) and Customer Satisfaction (CSAT)

Own Your Customer

Shifting from reactive to proactive approach



475

Customers mapped to **52** senior leaders

Monthly meetings to build client relations



35,000+

Meetings done since inception

Customer Satisfaction

Shows operations summary and evaluates client satisfaction



2,300+

Customers mapped to **all** branch heads

Monthly meetings to take feedback and improve quality



1.2 Lakhs+

Meetings done since inception

Average Feedback Rating: 8.6 / 10.0 (Based on customer feedback survey)

Customer Segments

Steel / Metals, Power, Mining, Oil & Gas, PSUs

23%

IT / BPO, BFSI, Telecom, Education

22%

Auto, Manufacturing, Logistics, Transportation

19%

Construction, Cement, Infrastructure, Fertilizer

15%

Offering our solutions to diversified set of clients across India

Healthcare & Pharma

9%

FMCG, Food & Beverage, Paper

4%

Hospitality & Retail

4%

Others

4%

Humble beginnings → Indian Multinational

1974-1996 A humble beginning



1974

Commences operations with 14 Guards in Ramgarh, Jharkhand



1982

1st residential training facility in Garhwa, Jharkhand



1985

Incorporated as 'Security and Intelligence Services Pvt. Ltd.'



1986

Initiated Graduate Trainee Officer (GTO) program to build a cadre of security officers and managers

1997-2010 Decades of innovation



1998

1st Security Company in India to receive ISO certification



2004

1st security company to develop integrated, end-to-end ERP platform



2008

1st successful overseas acquisition



2010

Launched electronic security arm of SIS group: TechSIS

2011-Till Date Journey of growth



2013-15

Launched industry's first - automated recruitment (ARK) quality control kiosk



2017

- SIS IPO in Aug., '17
- Vprotect launched, India's first wireless alarm, monitoring and response service provider



2018-20

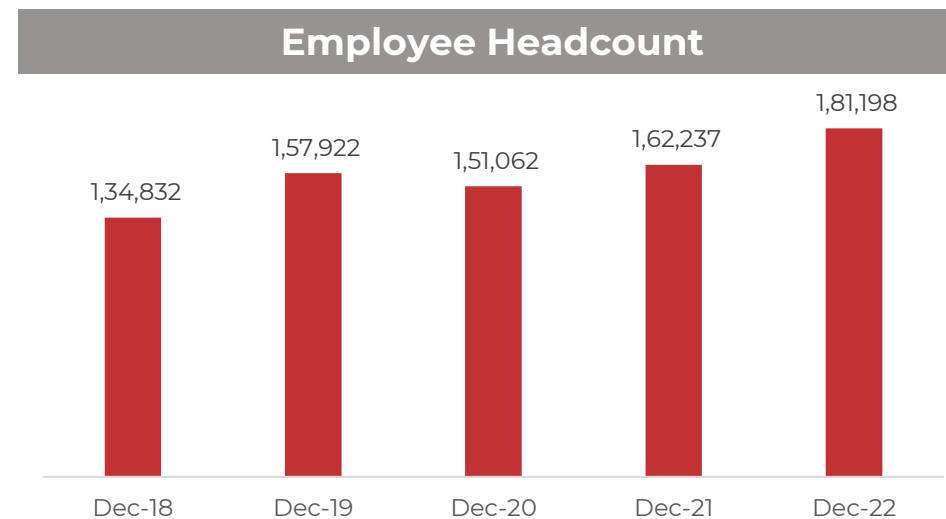
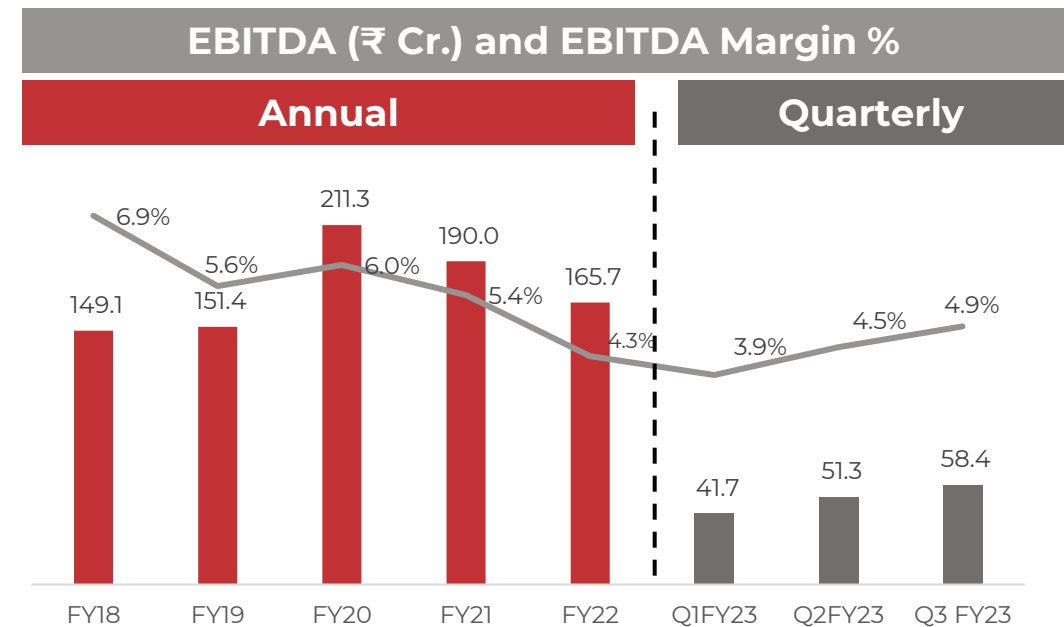
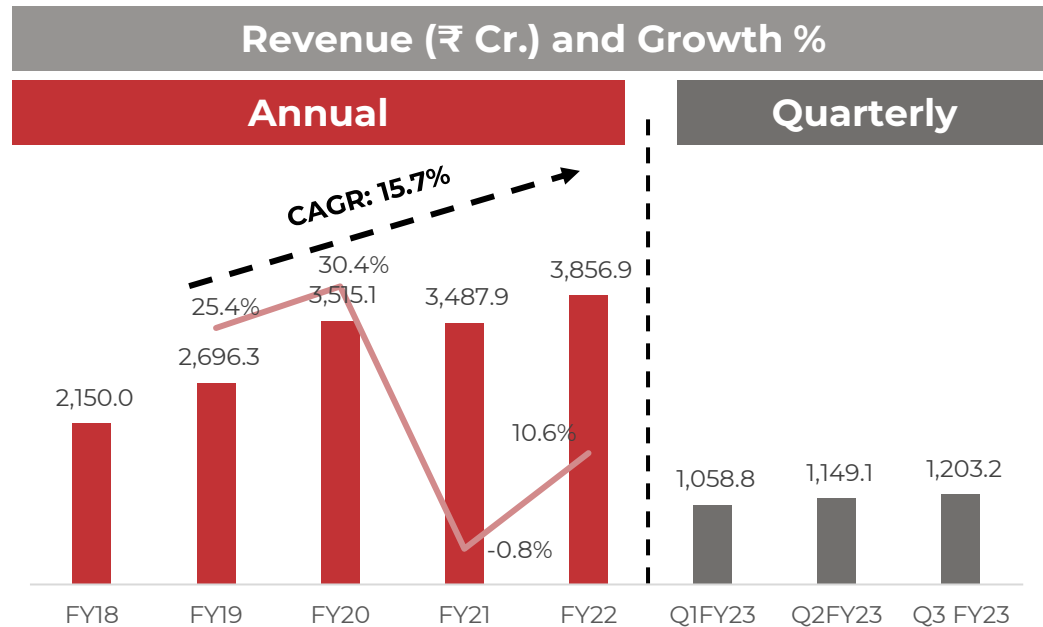
Acquired SLV and UniQ: Security services providers



2021-22

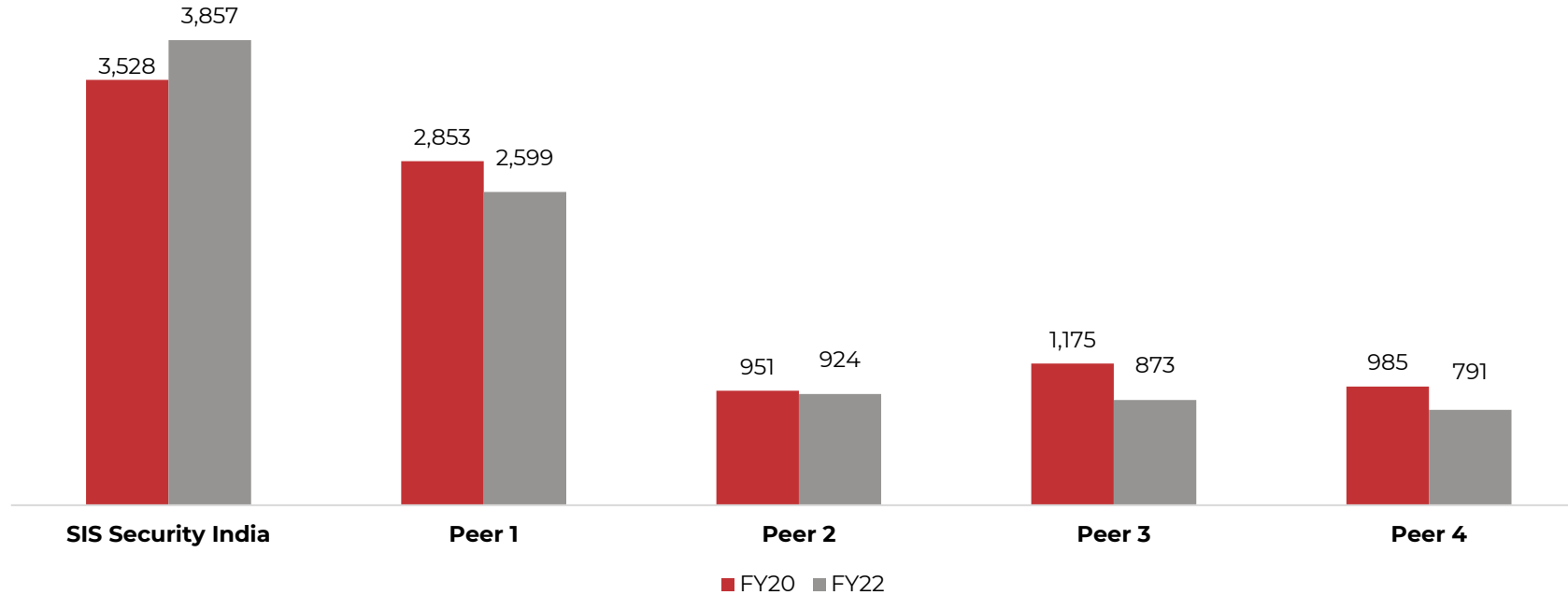
Awarded Business Super Brands India 2021 Award
Ranked #4 amongst the Best Companies to Work for in India by GPTW

COVID resilient revenue growth with improving EBITDA margins



Peer Positioning: Significant Leadership

Revenues (₹ Cr.)



Market Leader

COVID Resilient

Key competitive strengths

1



No. 1 in the industry

SIS is the largest by revenue and the fastest growing security solutions brand in India

National reach

Serving 6400+ customers across 630+ districts with 182 branches in India

Focus on digital transformation

SIS has been at the forefront of innovating and adapting technology initiatives to drive excellence in service delivery to customers

Trained security professionals

Largest training infrastructure and manpower supply chain in the industry

Stickiness of the customers

Consistent service delivery leading to 94% customer retention

Thank You

Bharat Bakhshi (President - M&A, IR and Ventures)

Shweta Jain (Associate Vice President – M&A & IR)

SIS Ltd.

Email: investorrelations@sisindia.com

Mayank Vaswani / Devrishi Singh

CDR India

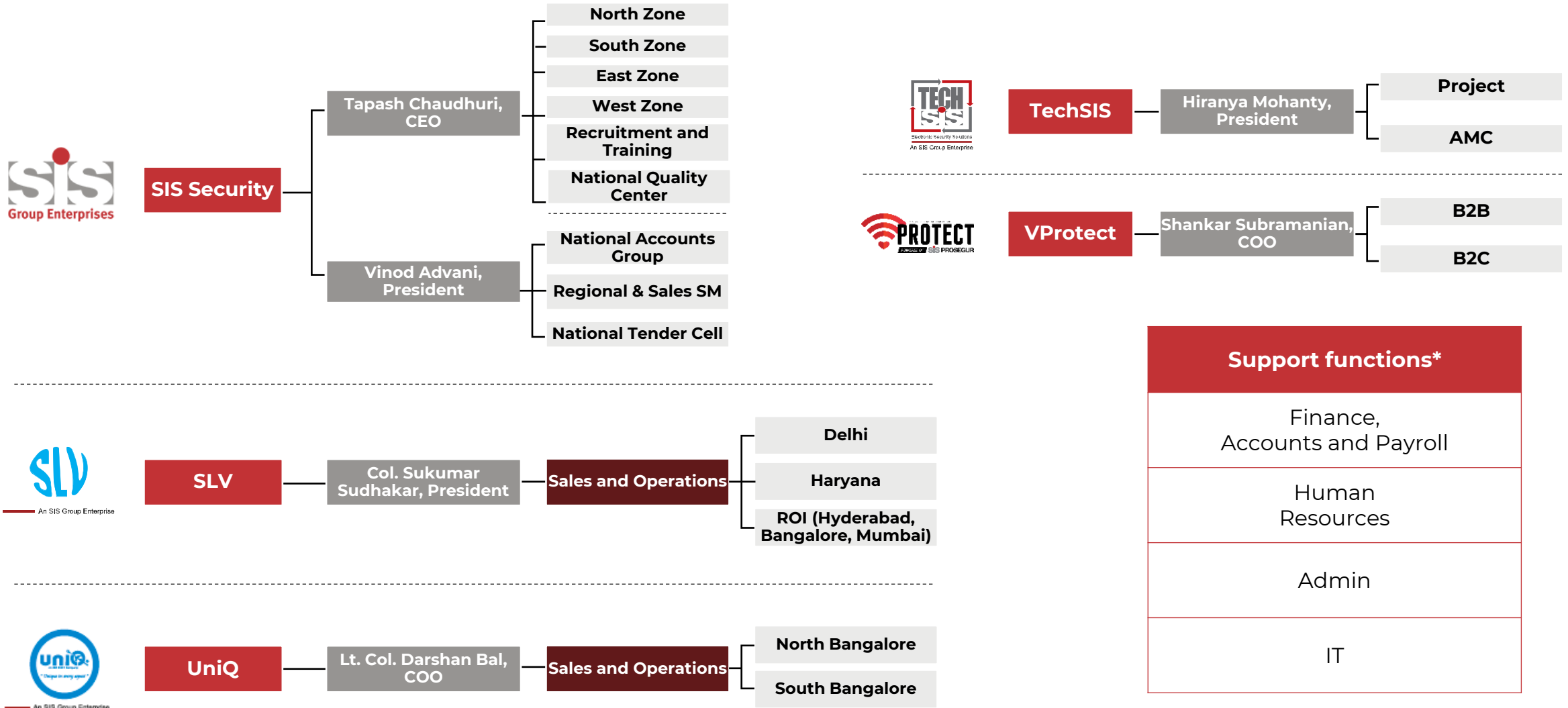
Tel: + 91 98205 30918

Email: mayank@cdr-india.com

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Annexure

Corporate hierarchy: Security Solutions India



* All entities have individual support functions

Able senior and middle management support SIS's diverse operations

Private Security Agencies Regulation Act, 2005 (PSARA) Requirements

- To regulate the functioning of private security agencies, the Ministry of Home Affairs enacted PSARA on 15th Mar., '06
- PSARA license is issued state wise, and is issued for 3 – 5 years, depending on state regulations

Application Process



PSARA Fee structure:

Operating in	Fresh License / Renewal Fees (₹)
1 District	5,000
Up to 5 Districts	10,000
Entire state	25,000

*Application for license renewal shall be made not less than 45 days before expiry

