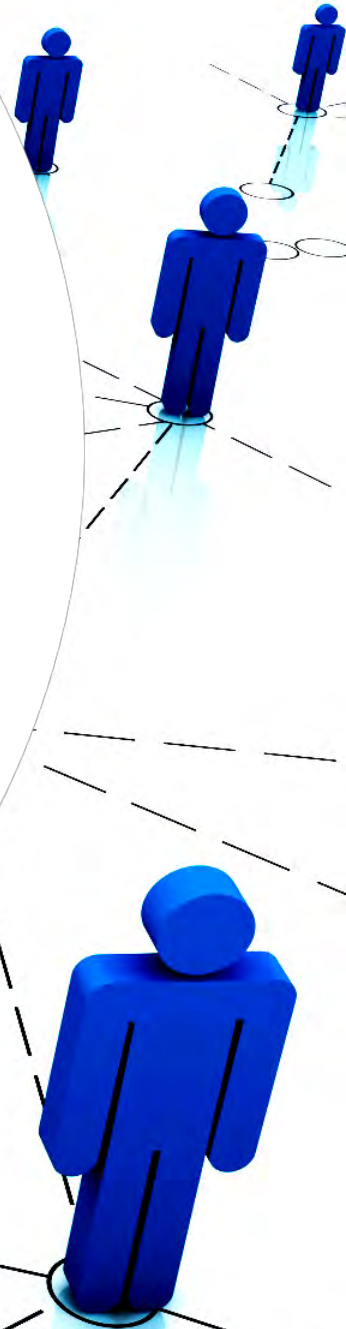


ISODA - A Primer

A Unique Alliance for Business growth

This presentation covers...

- What is ISODA?
- Aims & Objectives of ISODA
- Important Contacts
- Efforts so far and Road ahead
- Role ISODA will play
- Partner Benefits
- Member Benefits

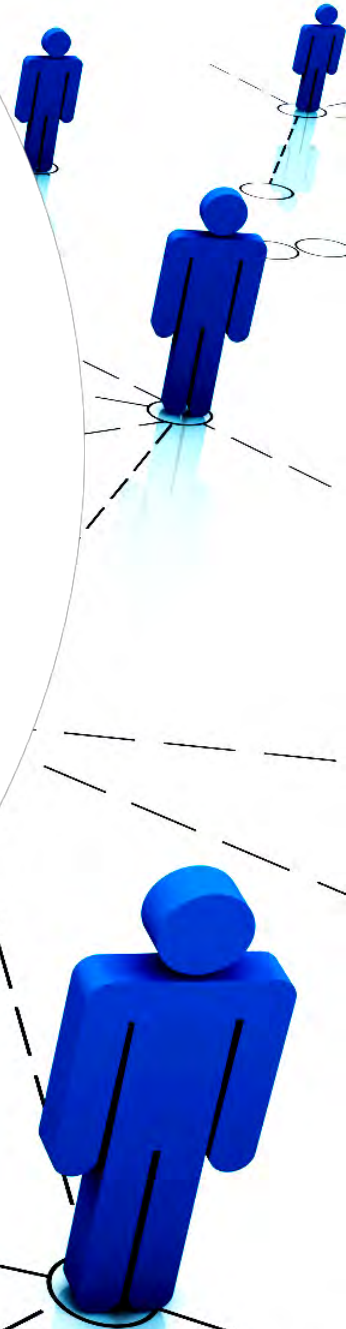


About ISODA

ISODA - Infotech Software Dealers Association - was formed in 2008 by enthusiastic entrepreneurs to bridge the gap between Software Manufacturers & Distributors and Partners, uniting them and helping them to forge a new trade alliance and forming an invaluable network in the industry.

Today, ISODA consists of 175+ member organisations engaged in the full gamut of software, hardware, solutions and services across the Country.

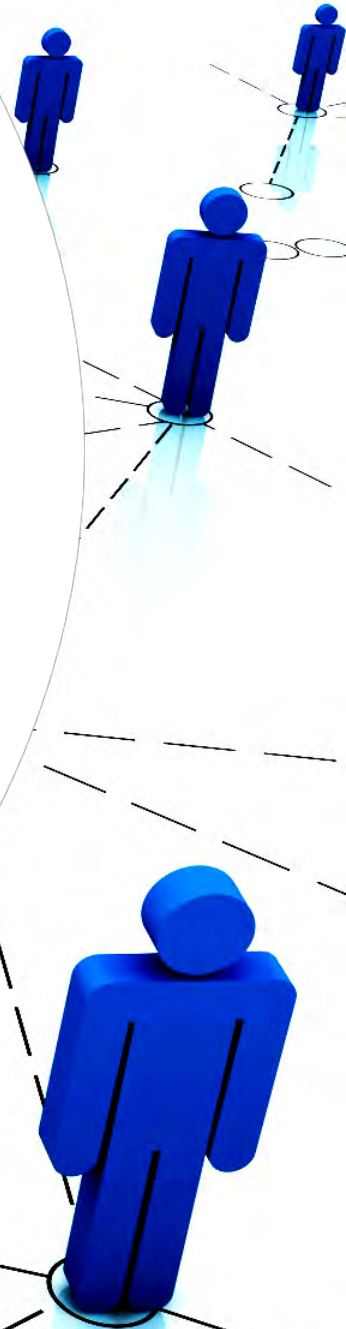
Collectively, ISODA members are constantly engaged with **the who's who of the Indian Industry servicing their IT needs.**



Aims and Objectives

ISODA aims to help members continuously by:

- Providing QUICK access to relevant information
- Inculcating a sense of collaboration within members on diverse subjects such as various tax laws from Sales Tax, Service Tax, Income Tax, Excise and Customs
- Focus on enlightening members on New Technologies, Business Trends, Sales Updates
- Alignment of partners across India to address to collaborate on customer requirements to serve customers spread across the country



Current ISODA office bearers

| Roles | Management Committee Member |
|--------------------------|-----------------------------|
| Chairperson | Vipul Datta |
| Vice-Chairperson | Tushar Parekh |
| Secretary | Dnyanesh Kulkarni |
| President | Nilesh Kuvadia |
| Vice President | Rajeev Mamidanna |
| Treasurer | Pankaj Goenka |
| Regional Secretary North | Kamal Gulati |
| Regional Secretary East | Manasi Saha |
| Regional Secretary West | Vimesh Avalani |
| Regional Secretary South | N K Mehta |



Actions taken by ISODA

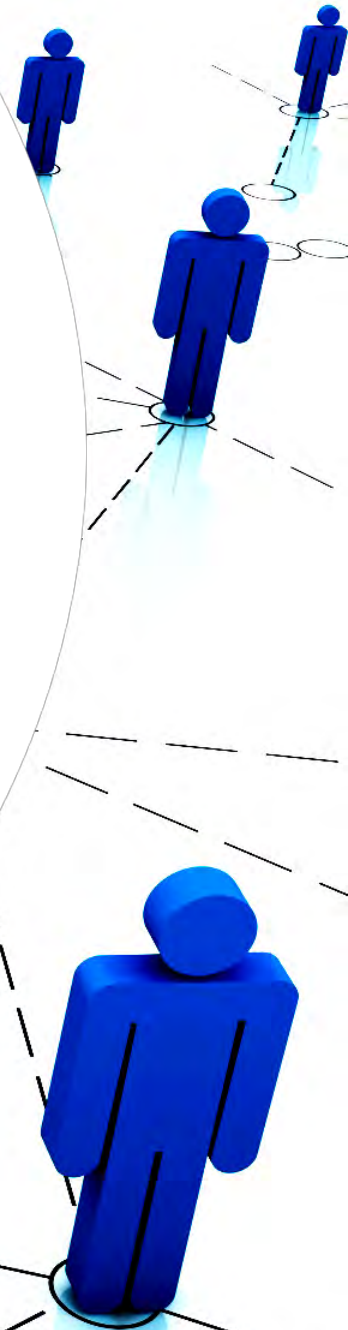
ISODA has been successful in voicing the concern with Vendors and Distributors, especially the Distributor Association (TDAI) so as to find solutions for some of the issues being faced by members.

ISODA has approached number of government departments asking for formal clarification around the prevailing confusion in:

- Removal TDS deductions in multiple transactions
- Writing to State Sales & Service Tax Authorities so as to get formal replies
- Written to FM with the assistance of Sitting MPs highlighting the concern and its impact on the community
- Approached the Central Service Tax authority as well requesting clarification around the subject

ISODA has joined hands with other established associations in India like NASSCOM and MAIT to ensure prosperity and growth of its members and is committed to work with them in future too.

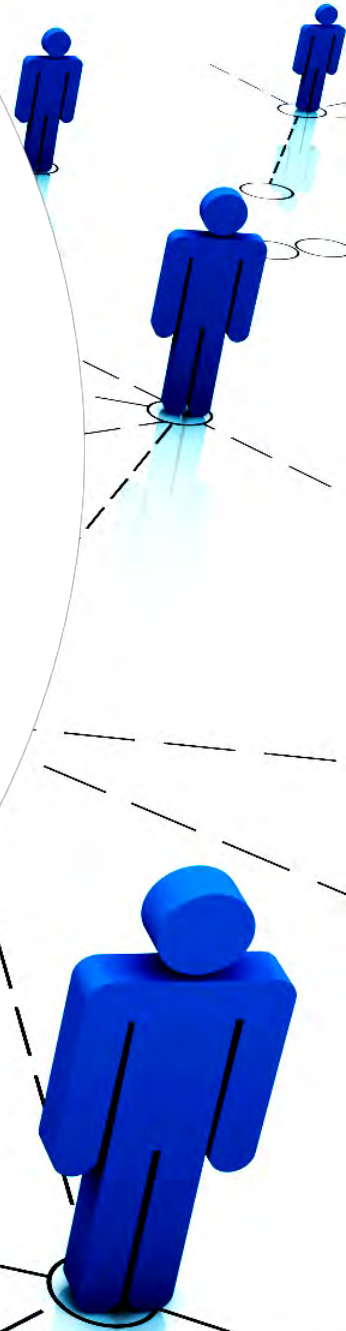
Its flagship technology conclave outside India is called TechSummit and is the most awaited event for networking by both members and OEMs



Actions taken by ISODA

ISODA encourages its members to host regional meetings on a quarterly basis and in turn consolidates the points discussed during the quarterly management committee member meetings who represent various regions.

ISODA regularly circulates updates on various common issues faced by its members and defines the ready reference book involving legal matters, issues faced with government, vendors & distributors etc.



What ISODA has achieved

ISODA is now the leading voice, representing software Resellers in India. Its recommendations now have acceptance in the software industry ecosystem.

Regular Cadence between Vendors and Distributors and now TDAI

ISODA V2.0 is now live! Collaboration is now much more easy between members

Removal of TDS deductions in Multiple transactions

- Uniform Taxation from Distributors
- Uniform Pricing for a period of time
- Uniform Pricing across all regions
- Order Amendment / Cancellation Policy
- Complex Licensing / Delivery Issues
- MRP as a reference point for discounts
- India Specific Pricing

A hugely successful TechSummit 6 (Feb 2016) and a chance for members to work on new alliances



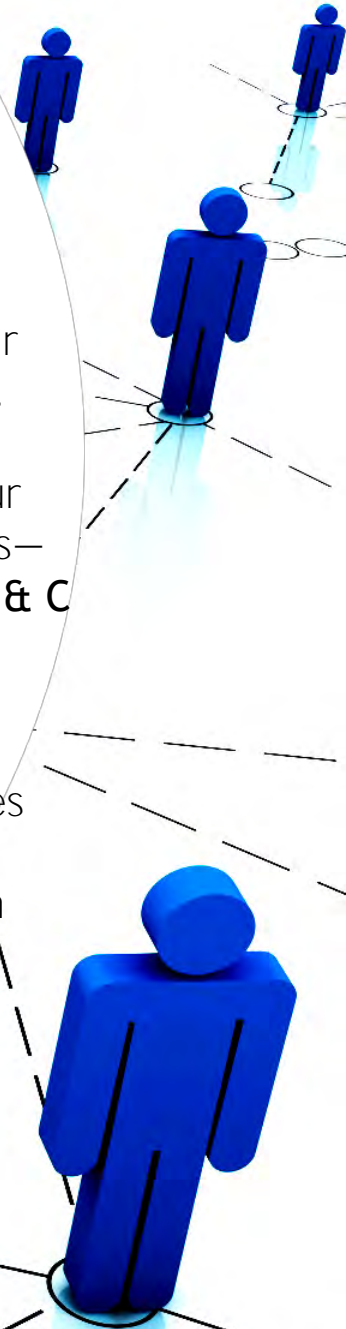
Roles ISODA plays

- Identify ways and means to increase productivity and profitability; and reduce bad debts
- Provide guidance on tax and legal issues and consolidate issues faced
- Provide platform to share/Collaborate information and ideas
- Engage with Partner eco-system for positive business growth
- Identify new Opportunities and prepare for threats
- Be a role model to the software OEMs for them to work closely with ISODA
- Training and Education
 - ✓ Learn about Software Products and Licensing
 - ✓ Taxation / Compliance awareness
 - ✓ Best Business Practices
 - ✓ Best Human Resource Practices
 - ✓ Challenges and Opportunities on the horizon
 - ✓ Increase awareness among Members and customers about benefits of owning / selling original software



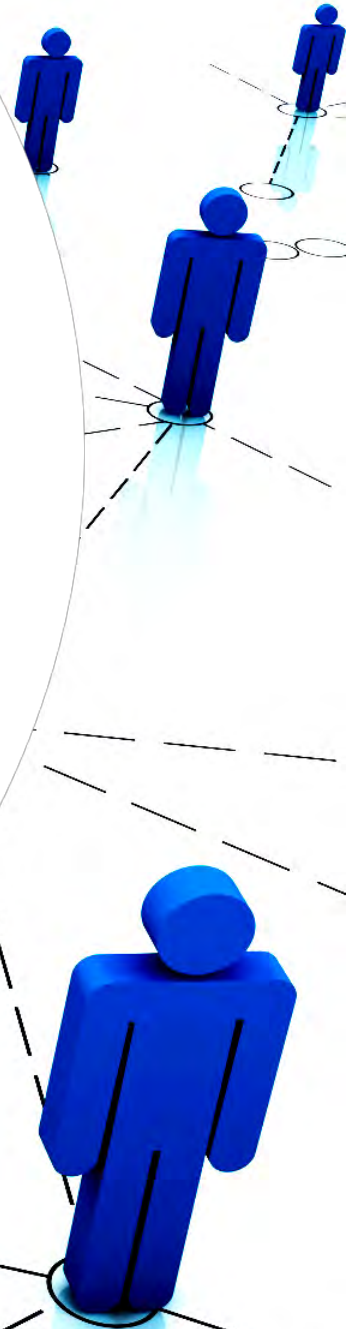
Benefits as a Partner

- ISODA provides our Partners with significant & essential tools to help your company realize its full potential within our vast community of resellers.
- Participating in ISODA is a high-value, low-cost strategy for providing your crucial product information and services to leading channel organizations—**not just the ones present in metro's but partners from fast developing B & C class cities.**
- Through your affiliation with ISODA, you will have opportunities to understand and influence your market share, and forge strategic alliances with fellow ISODA partners/Vendors and Distributors. And your ISODA partnership will foster loyalty – members will prefer doing business with ISODA partners rather than just another vendor.



Benefits as a Member

- ISODA provides a neutral forum where member companies can meet and collectively discuss the common issues and challenges they face.
- ISODA offers unparalleled networking, which often leads to new clients and partners for member companies. Useful contacts are also established through participation in various ISODA events.
- ISODA membership offers opportunities to increase your company's visibility and branding among your peers/vendors and distis and in key target markets
- ISODA is a leading voice representing software Resellers in India and the recommendations on behalf of ISODA has an acceptance in the software industry ecosystem.



How to become a member

- Register on www.isoda.in with 2 references
- You can call our Relationship Manager Sindhu on +91 9884790731
- Once the MC approves your membership, you are ON to pay requisite fees!
- ISODA Regional Meets happen (once a Q) - please participate every Q
- ISODA AGM happens in August - members get to vote
- ISODA TechSummit happens at the beginning of every year



ISODA TechSummit



ISODA TechSummit



ISODA TechSummit



ISODA TechSummit



Thank you!

The logo for ISODA (Infotech Software Dealers Association) is located in the bottom right corner. It features the acronym 'ISODA' in a stylized font where the 'O' is a circle. Below the acronym, the full name 'Infotech Software Dealers Association' is written in a smaller, sans-serif font. The logo is contained within a large, white hexagonal shape with a blue border.

ISODA
Infotech Software Dealers Association