



**KLOUDYA**

NEXT GEN DATA CENTRE

**ASSURED  
BUSINESS CONTINUITY**

## COMPANY INFO

SR. NO.	PARTICULARS	DESCRIPTION
1	LEGAL NAME	KLOUDYA NETWORKS LIMITED
2	BUSINESS TYPE	DATA CENTER AND CLOUD SERVICES
3	COMPANY REGISTRATION	U72900TG2021PLC147798
4	COMPANY TYPE	PUBLIC LIMITED (Unlisted)
5	CORPORATE OFFICE	Hyderabad, Telangana State, INDIA
6	CONTACT DETAILS	+91 709 320 2750 strategic.partners@kloudyalimited.com
7	WEBSITE	www.kloudyalimited.com

# KLOUDYA OVERVIEW

## **Established. : 18<sup>th</sup> January, 2021**

- Indigenously built our own Cloud Server called KLOUDYA
- Service with Local Support (SLS)
- Simple pricing and billing. Billed 100+ customers
- Operation Centre (24 Hours X 365 Days)
- Experienced leadership team to spearhead growth
- Offered wide range of products and services

### **•NOTE:**

We are in process of increasing Authorized Capital to 10 Crores.

For projected allocations, on seriously interested people can reach us for the Share Capital Summary Table.

# SERVICE PORTFOLIO

**KLOUDYA**  
Is Indigenously  
Built Highly Secure  
Cloud Environment

## DATA CENTRE AND DR

- Colocation, DCaaS, Customized DC
- DR Colocation, DRaaS, Customized DR, DC / DR Migration
- Business Continuity as a Service. Digital Transformation
- Payment Gateway (PG) and Payment Aggregator (PA) Platforms

## NETWORKING

- Build, Deploy and Implement (BDI) Next Gen DC and DR Sites
- System Integration
- Networking Solutions
- Work From Home Solutions
- Smart Office Solutions
- Wi-Fi Solutions

## WEBSOL

- Domain Name Registration and Renewal
- SSLs
- Website Hosting
- Email Solutions
- Static, Ecommerce and Dynamic Website Development and Hosting

## CLOUD (KLOUDYA)

- Kloudya, KDrive, Kloudya Mail, Kloudya Hosting
- IaaS, PaaS, SaaS, SBaaS, Server Farms, Data Farms, Cloud Migrations
- Smart Compute (CPU's, GPU's), Smart RAMs, Flash Storage, SSDs, Object Store Smart Dedicated Racks, Smart Dedicated Servers, Virtual Private Servers Virtual/Dedicate compute nodes, Smart Backup as a Service)
- Build, Commission and Maintain Private Cloud, Public Cloud, Hybrid Cloud

## CYBERSECURITY

- Cyber Security Solutions
- Firewall Security Solutions
- Email Security Solutions
- Web Security Solutions
- System Security Solutions
- Network Security Solutions

## DEVSOL

- Software Development
- Mobile App Development
- Automation Testing
- Technology Migration
- K-Panel

- ## IS AUDIT
- CISA Audits
  - IT and Cyber Security Audits
  - OS and DBMS Audit
  - Networking Audit
  - Firewall Audit
  - IDS and IPS Audit
  - Web Application
  - Data Migration Audit
  - ERP Audit
  - DC and DR Audits

## MARKET SIZE

PAN India Registered Business Entities as on December 31, 2022

- RETAILERS = 70 MILLIONS
- MSME = 4.5 MILLIONS
- CORPORATE = 1.48 MILLIONS
- INDIVIDUAL USERS = 10% OF Indian Population

Kloudya aims to target PAN India and Global Market.

## REVENUE MODEL

- B2B
- IaaS, PaaS, SaaS
- Pay As You Go
- Clubbed with Integration and Customization

**KINDLY NOTE:**

- Yearly 60% Customer Retention Is Considered

## HAPPY CLIENTS

"We were in troubled minds to start operations during COVID-19 Lockdown. Thanks to Kloudya for making our operations easier."

--- Geetesh Agarwal, Owner, Bent Chair Franchise, Hyderabad, T.S., India

"We appreciate the Services, Solutions and Commitments you have always provided us. Your professional team was always beside us 24x7 whenever needed and resolved all our issues in No Time. Thank you for providing outstanding services and support. And hope to continue this in future."

-- Shoaib, Director, Wafaq Al Shaheqa, KSA

"It has been a pleasure to use this product and the service plan that we subscribed have been excellent with prompt support for last 3+ years."

-- Mohammed Ehteshamuddin, Director, Fahad Al Sulimy Estd, KSA

# COMPARE – DATA CENTRE MARKET LEADERS

FEATURES	KLOUDYA	YOTTA	CTRLS	NETMAGIC	Webwerks	TATA
COLOCATION	YES	YES	YES	YES	YES	YES
DR SITE	YES	YES	YES	YES	YES	YES
CLOUD SOLUTIONS	YES	YES	YES	YES	YES	YES
CYBER SECURITY	YES	YES	YES	YES	YES	YES
SERVICE DESK / MONITORING	YES	YES	YES	YES	YES	YES
CUST APP DEVELOPMENT	YES	NO	NO	NO	NO	YES
CONNECTIVITY AS A SERVICE	YES	NO	NO	NO	NO	YES
ON PREMISE IT NETWORKING	YES	NO	NO	NO	NO	NO
BUSINESS CONTINUITY SERVICE	YES	NO	NO	NO	NO	NO
DC, DR, CLOUD – PRIVATE / HYBRID	YES	NO	NO	NO	NO	NO
WFH / EFH SOLUTIONS	YES	NO	NO	NO	NO	NO
REMOTE INFRA MANAGEMENT	YES	NO	NO	NO	NO	NO
LOCAL SUPPORT	YES	NO	NO	NO	NO	NO
CLIENT SPECIFIC R&D	YES	NO	NO	NO	NO	NO



# COMPARE – CLOUD MARKET LEADERS

FEATURES	KLOUDYA	E2E	AWS	AZURE	GOOGLE	IBM CLOUD
IaaS	YES	YES	YES	YES	YES	YES
PaaS	YES	YES	YES	YES	YES	YES
SaaS	YES	YES	YES	YES	YES	YES
STORAGE	YES	YES	YES	YES	YES	YES
AI and IoT	YES	YES	YES	YES	YES	YES
CYBER SECURITY	YES	NO	YES	YES	YES	YES
DATA ANALYTICS	YES	NO	YES	YES	YES	YES
EMAIL	YES	NO	NO	YES	YES	NO
CUSTOM DEVELOPMENT	YES	NO	NO	NO	NO	NO
CUSTOM APP DEV	YES	NO	NO	NO	NO	NO
ON PREMISES IT NETWORKING	YES	NO	NO	NO	NO	NO
LOCAL SUPPORT	YES	NO	NO	NO	NO	NO
CLIENT SPECIFIC R&D	YES	NO	NO	NO	NO	NO

# COMPARE SAMPLE PLANS - PRICING

	<b>KLOUDYA</b>	<b>AWS</b>	<b>GCP</b>	<b>AZURE</b>
<b>Plan Type</b>	K PLATINUM	C4.2xlarge	N1-highcpu-8	F8s V2
<b>vCores</b>	8	8	8	8
<b>RAM (GB)</b>	16	15	7.20	16
<b>SSD Storage (GB)</b>	32	Storage Costs Extra	0 GB/Month	64
<b>Price/Hour *</b>	₹24.59/-	₹35.92/-	₹26.93/-	₹28.10/-
<b>Price/Month *</b>	₹17,956.22/-	₹25,859.52/-	₹19,625.18/-	₹20,232.68/-

NOTE: 1. Terms and Conditions applicable from the respective service providers. 2. USD 1\$ = 82 INR. 3. Monthly 730 Hours considered,

# MARKET OPPORTUNITY

PAN India Registered Business Entities as on September 01, 2023

- RETAILERS = 70 MILLIONS
- MSME = 4.5 MILLIONS
- CORPORATE = 1.9 MILLIONS

The business environment today is in a state of flux.

Incessant changes in customer demands and intense competition are forcing enterprises to continuously adapt to the new market dynamics including below:

- Remote work: The New Norm in the post pandemic business world
- Challenges Arising from Legacy Data Centre
- Limiting agility
- New Government Norms

Three major challenges faced by today's organization:

- 1. Lack of readiness to upgrade to new IT INFRA
- 2. IT INFRA Challenges
- 3. Staffing Challenges to get the right skillset to fit in the dynamic new environment

Kloudya will meet any future industry demands and challenges. Hence, it makes it an obvious choice as it provides a simple, reliable, cost effective and instant solutions in the Data Centre and Cloud industry

# MARKET OPPORTUNITY – GLOBAL TRENDS

**775%**  
**INCREASE**  
in use of cloud services

 **Microsoft**

Microsoft saw a 775% increase in use of cloud services in Italy and robust increases in regions that have enforced social distancing or shelter in place orders.

**Google**

Google's Hangouts Meet had day-over-day growth consistently reach 60% in March and its daily usage reached 25 times more than January's levels.

**60%** DAY OVER DAY GROWTH  
**25X** USAGE IN MARCH VS. JANUARY

**200M**  
DAILY MEETING PARTICIPANTS

**zoom**

Zoom reached more than 200 million daily meeting participants, a dramatic increase over its previous record of 10 million.

**1,000%** INCREASE IN TIME IN GROUP CALLING MONTH-OVER-MONTH  
**50%** INCREASE IN TOTAL MESSAGING

**facebook**

Facebook saw time in group calling increase by over 1,000% month-over-month in Italy, and total messaging increased by more than 50% in many countries hit hardest by the virus.

**460%**  
GROWTH IN AVERAGE DAILY DOWNLOADS

**Walmart** \*

Walmart's Grocery app experienced a 460% growth in average daily downloads as consumers flock to online shopping services.

**NETFLIX**

Netflix's users are increasing—57% in Italy and 34% in Spain—and the company has had to reduce video streaming bit rates in Europe to be able to continue service to its larger audience. viewership.

**57%** USER INCREASE IN ITALY  
**34%** USER INCREASE IN SPAIN

# MARKET OPPORTUNITY – DRIVING TRENDS

## **ARRIVAL OF 5G**

The decentralized small cell network of edge data centres provide low cost, low latency support for high device density 5G use cases (e.g., smart-city applications)

## **IoT PROLIFERATION**

Low latency edge processing is key to managing the increasing volume of data as more and more IoT sensors and devices are installed in home and industrial settings

## **WIDENING DATA GAP**

By filtering the data close to the source, low-cost edge centres can help close the potential 64 zettabyte gap between global data centre traffic and useable data created

## **ADOPTION OF SDN AND NFV TECH**

Software-defined networking and network function virtualization enable software running on data centres to replace costly specialized hardware

## **VIDEO STREAMING AND AR/VR**

Decentralized, low-cost edge data centres reduce streaming latency and provide the performance that consumers and business users demand

# MARKET OPPORTUNITY – GOVERNMENT POLICIES



## A SNAPSHOT OF KEY DC-ORIENTED DRAFT POLICIES PROPOSED / IMPLEMENTED DURING THE PAST TWO YEARS IN INDIA:

Policy	Description
<b>Storage of Payments System Data, 2018</b>	Considering the growth of digital payments, the Reserve Bank of India (RBI) has directed all payments providers to store data in India to ensure better monitoring and unfettered supervisory access.
<b>Draft E-commerce Policy, 2019</b>	A detailed policy framework has been proposed which is likely to look into the key issues related to the e-commerce sector including processing of data, infrastructure, marketplace, regulations, digital economy, export promotion etc. In addition, as per recent articles, the new revised draft also calls for setting up a regulator for this sector.
<b>Personal Data Protection Bill, 2028</b>	The bill prioritises local data storage, which is expected to enhance DC demand. Corporates are already demanding large-scale spaces for data storage in anticipation of the clearance of the bill.
<b>Proposed DC Park Policy, 2020</b>	In order to improve the infrastructure and back-end value chain, the government has recently proposed a DC park policy to enable private sector to build DC parks across the country.

# MARKET OPPORTUNITY – GAP IN DEMAND & SUPPLY

## SUPPLY AS ON JANUARY 2021

CURRENT : 520 MW  
REQUIRED : 600 MW  
GAP : 80 MW

## DEMAND BY 2025

1.045 – 1.2 GW

From the above gap in demand and supply of power requirements for data centre in India, we can get an overview of the huge demand in general. However, for specific gaps, we recommend to get in the below CBRE Research Report.

Kindly refer the chapter 9 as mentioned below of CBRE Research Report on Data Centre and Cloud business:

- Server – Market Size & Forecast 2019–2025
- Storage – Market Size & Forecast 2019–2025
- Network – Market Size & Forecast 2019–2025

## India Data Center Market- Investment Analysis and Growth Opportunities 2020-2025

[https://www.researchandmarkets.com/reports/5130178/india-data-center-market-investment-analysis-and?utm\\_source=Ci&utm\\_medium=PressRelease&utm\\_code=zt3n5z&utm\\_campaign=1444426+-+India+Data+Center+Market+Investment+Analysis+and+Growth+Opportunities+Report+2020-2025+Featuring+Pi+Datacenter%2c+CtrlS%2c+Sify+Technologies%2c+Airtel%2c+National+Informatics+Center%2c+and+Bridge+Data+Center&utm\\_exec=chdo54prd](https://www.researchandmarkets.com/reports/5130178/india-data-center-market-investment-analysis-and?utm_source=Ci&utm_medium=PressRelease&utm_code=zt3n5z&utm_campaign=1444426+-+India+Data+Center+Market+Investment+Analysis+and+Growth+Opportunities+Report+2020-2025+Featuring+Pi+Datacenter%2c+CtrlS%2c+Sify+Technologies%2c+Airtel%2c+National+Informatics+Center%2c+and+Bridge+Data+Center&utm_exec=chdo54prd)

## SALIENT FEATURES

1. Indigenously developed products and customised services which makes it more competitive at Global Level
2. Will create 3000 Job Opportunities in 3 Years of time
3. This project will provide an opportunity to other auxiliary businesses and industries in and around the facility
4. Will contribute in government initiatives to bring down the carbon emission as it will be first of its kind in the Data Centre and Cloud Business industry
5. For Building the Capacity, it will require 2 Year and after that for Starting Operations another 1 Year



# BUSINESS STRATEGY - I

## **Demos and Free Trials**

- Give FREE TRIALS with hands-on across industry especially to students

## **Website and SEO with Digital Marketing**

- Make the website responsive for all types of client devices like desktop, laptop, smartphones and tablets
- Optimize website for SEO and ensure it ranks the first website on Google search result
- Adopt comprehensive and long term Digital Marketing

## **Smart Marketing**

- Don't Just Sell One Service, Build On It - Sell other services through DEVSOOL and WEBSOOL like emails, customized developments
- Provide service to businesses of decision makers of business associations (Furniture, FMCG, Pharma, BFSI, Healthcare, Jewelry) and use them for mouth canvassing

## **Diversification of Business**

- Collaborate with sister concerns and other business houses in the market to reach the profitability
- KhudraSoft, KhudraPay,

## **Research & Development (R&D)**

- Develop own Hypervisor
- Develop own App Play Store
- Providing flexibilities for high compute requirements including gaming companies, AI, Spatial Data etc.

# BUSINESS STRATEGY - II

## **Case Studies, Whitepapers, Reports**

- Sponsor in house case studies and publish white papers on various international journals and technology forums
- Show Customers How To Cut Costs with few real time client testimonies to potential customers

## **Work with influencers and Analysts**

- Identify and work with market influencers and analysts as part of indirect marketing
- Transform ways to work - Give clients a simple, reliable, adaptable, scalable business architecture
- Become Distributors, Technology Partners, Strategic Partners of OEMS

## **New Products and Services**

- Become Domain Registrar
- Become Digital CA
- Become a Email Solution Provider
- Become an SMS Gateway Provider

## **Sponsor Events, Conferences, Trade shows and Webinars**

- Sponsor in house case studies and publish white papers on various international journals and technology forums
- Make client testimony available in real time to potential customers



# THANK YOU

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