



**CYBER MEDIA RESEARCH &
SERVICES LIMITED**

**A DIGITAL MARKETING
TECHNOLOGY COMPANY**

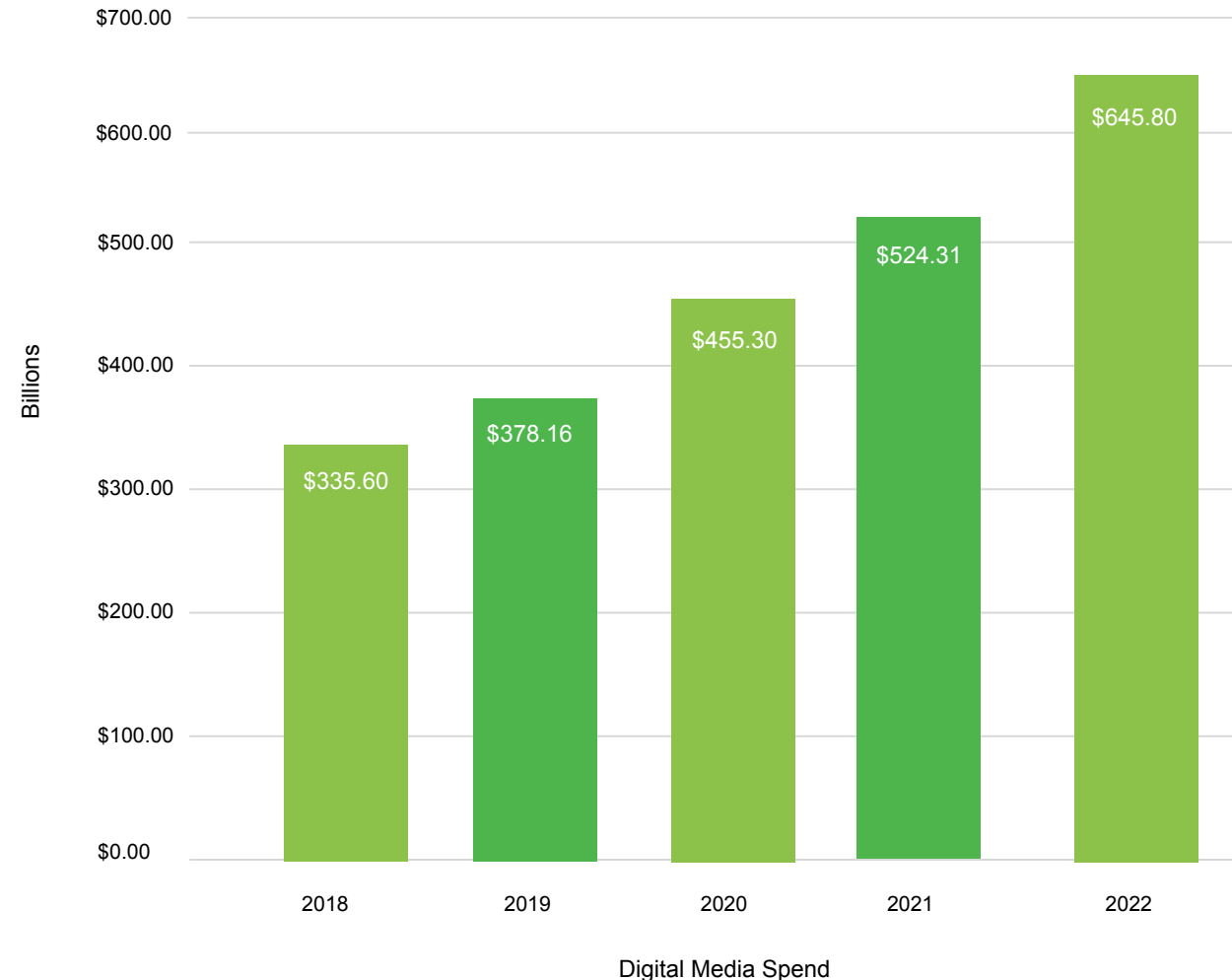


Digital Marketing Worldview & Opportunity

The future of Digital Advertising lies in **increased mobile usage** coupled with continuous technology upgrades towards **AI/ML**, **richer audience engagement** and **programmatic** advertising.

CMRSL's ad tech stack offers **Programmatic Solutions, Performance Marketing, Direct Monetization** to a global customers base.

Worldwide digital ad spend is expected by to grow to \$785bn by 2025.

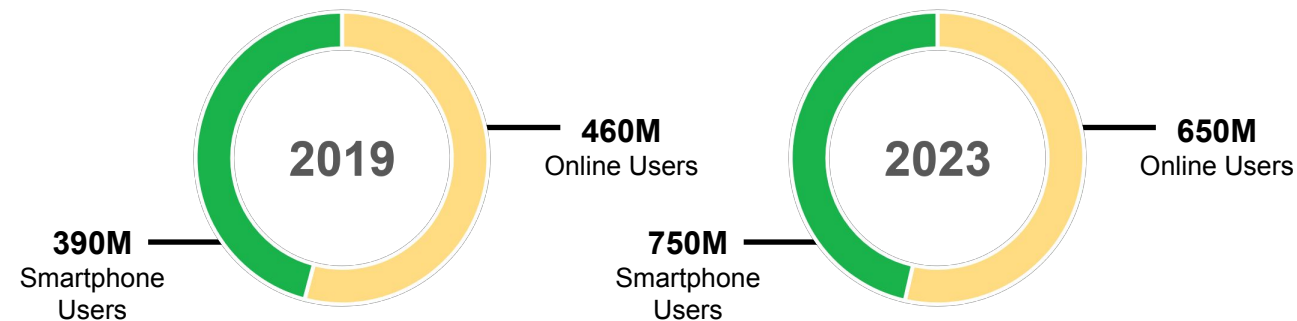
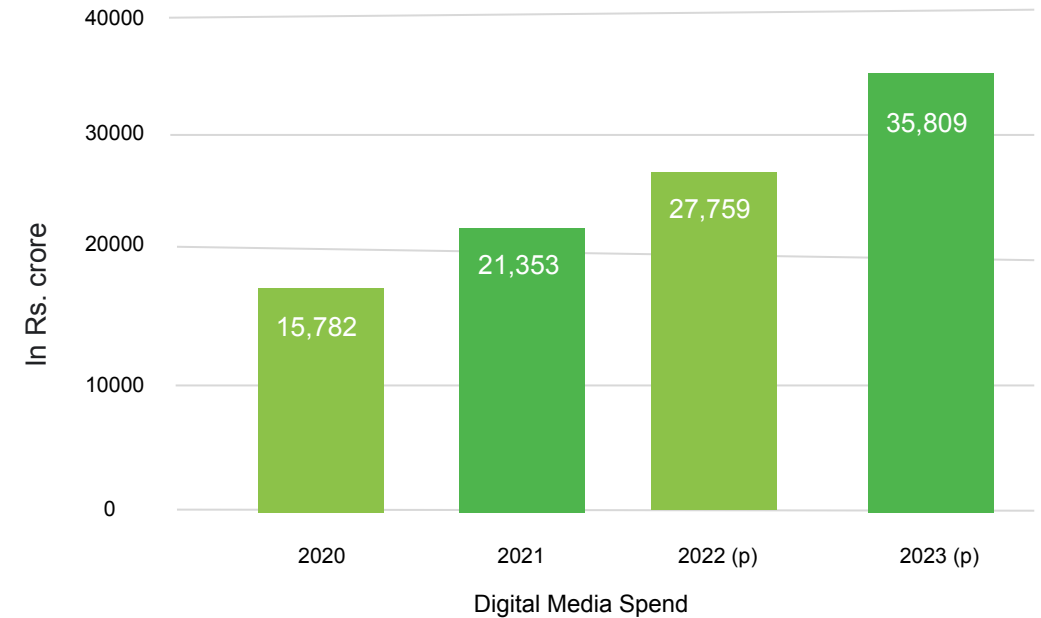


By 2022, digital advertising will represent 56% of total media ad spend Worldwide at \$457 Bn

India Digital Marketing Opportunity

Online services have been accelerated by Covid19. The impact has been across most industries, and consumer behavior has permanently transitioned.

- ▶ Fifth largest economy
- ▶ Rapidly digitising: 1 bn users by 2030
- ▶ 390 mn smart phone users; 460 mn internet users.
- ▶ 14GB data consumed per user (growing at over 30% each year)
- ▶ Fastest growing digital ad market in the world growing at +30% CAGR



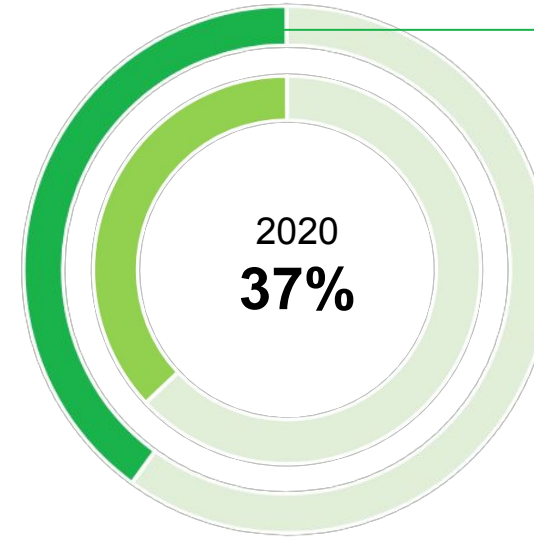
Source: Dentsu e4m Digital Report 2022

Programmatic: The New Money

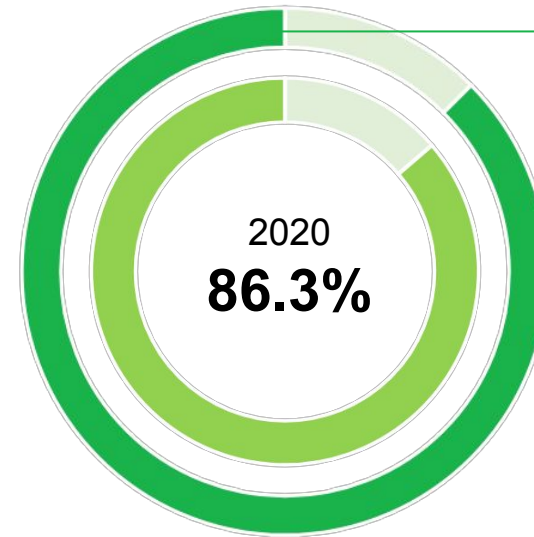
Over 88% of online spends in US were Programmatic in 2021. Programmatic transactions is already a mainstay and with further innovation continues to expand into metaverse, AR, apps and DOOH.

India Context

- ▶ In 2021, only 40% of display ads are Programmatic in India
- ▶ Growing by 47% YoY since 2018
- ▶ Big shift taking place creating an opportunity for new age marketing automation agencies



India Programmatic Market in 2021 was **40%** of overall Digital Spends.



US Programmatic Market in 2021 was **87.5%** of overall Digital Spends

BUSINESS OVERVIEW

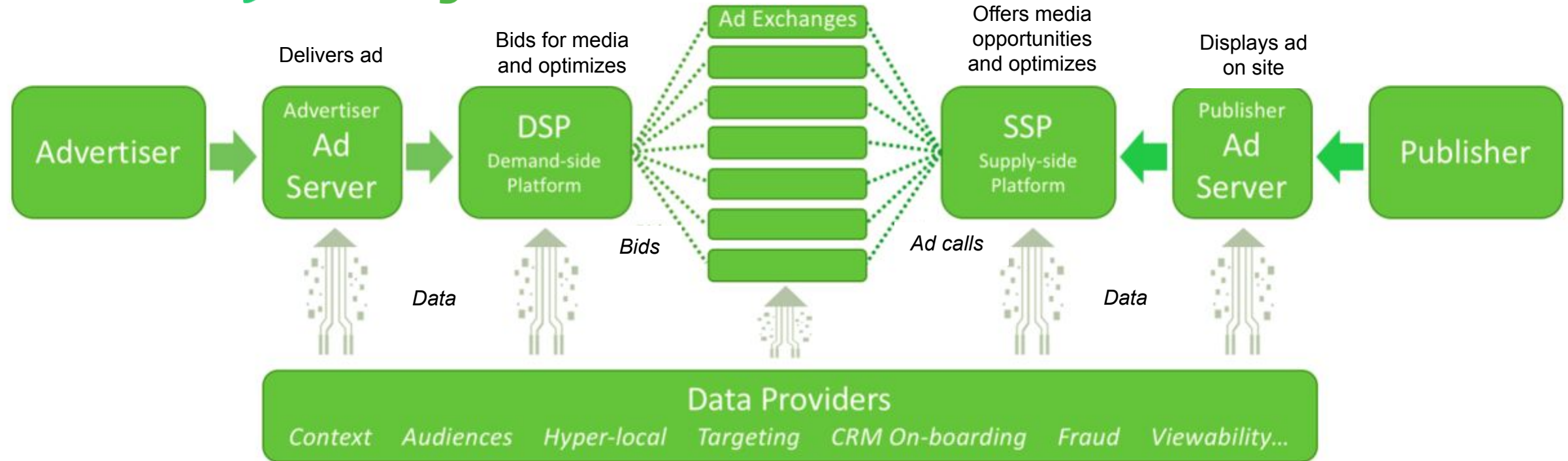


Ad Tech: The Ecosystem

CMGALAXY

CyberADS

Auxoads



Enables more
informed transactions

Flow of Ads & Money

Flow of Ad Slots

Cyber Media Research And Services Limited (CMRSL)

Overview

- ▶ **CMRSL is a technology driven Digital Marketing Services and Data Analytics Company**
- ▶ **CyberAds and Auxo Ads** are our proprietary IP offerings providing AI/ML based digital marketing solutions, programmatic, data analytics and monetization solutions
- ▶ The company is a Google AdWords and DV360 partner, as well as a Google Publishing Partner, i.e. Partnering on AdSense, AdX and GAM360 products
- ▶ CMRSL directly engages both sides of the ecosystems i.e. advertiser (demand-side) and publisher (supply-side). We create **value across the entire ecosystem**
- ▶ CMRSL, is an institutional member of the Market Research Society of India and senior CMRSL analysts are individual members of ESOMAR



Our Revenue Streams



First Party Data: Data Collections, Insights and Predictive Analytics



Custom Dashboards



Market Research & Consulting



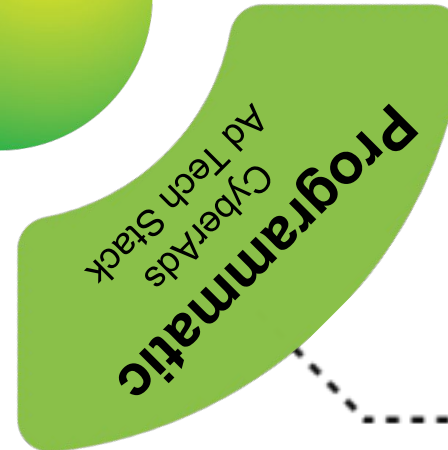
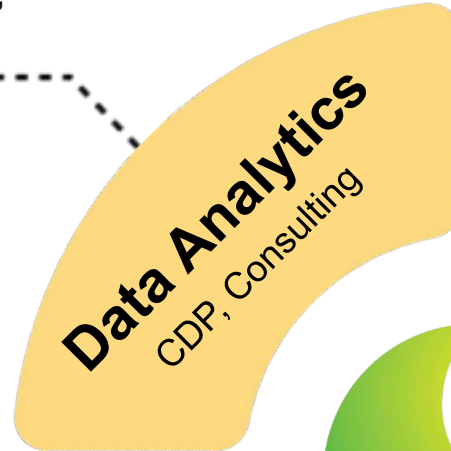
Full stack Ad management & Reporting



CDP, User Analytics



Header Bidding Technology



Media Buying



eCommerce & Performance Marketing



Marketing Automation & Reporting



Services: SEO, Social, Content, Creatives



Audience Targeting

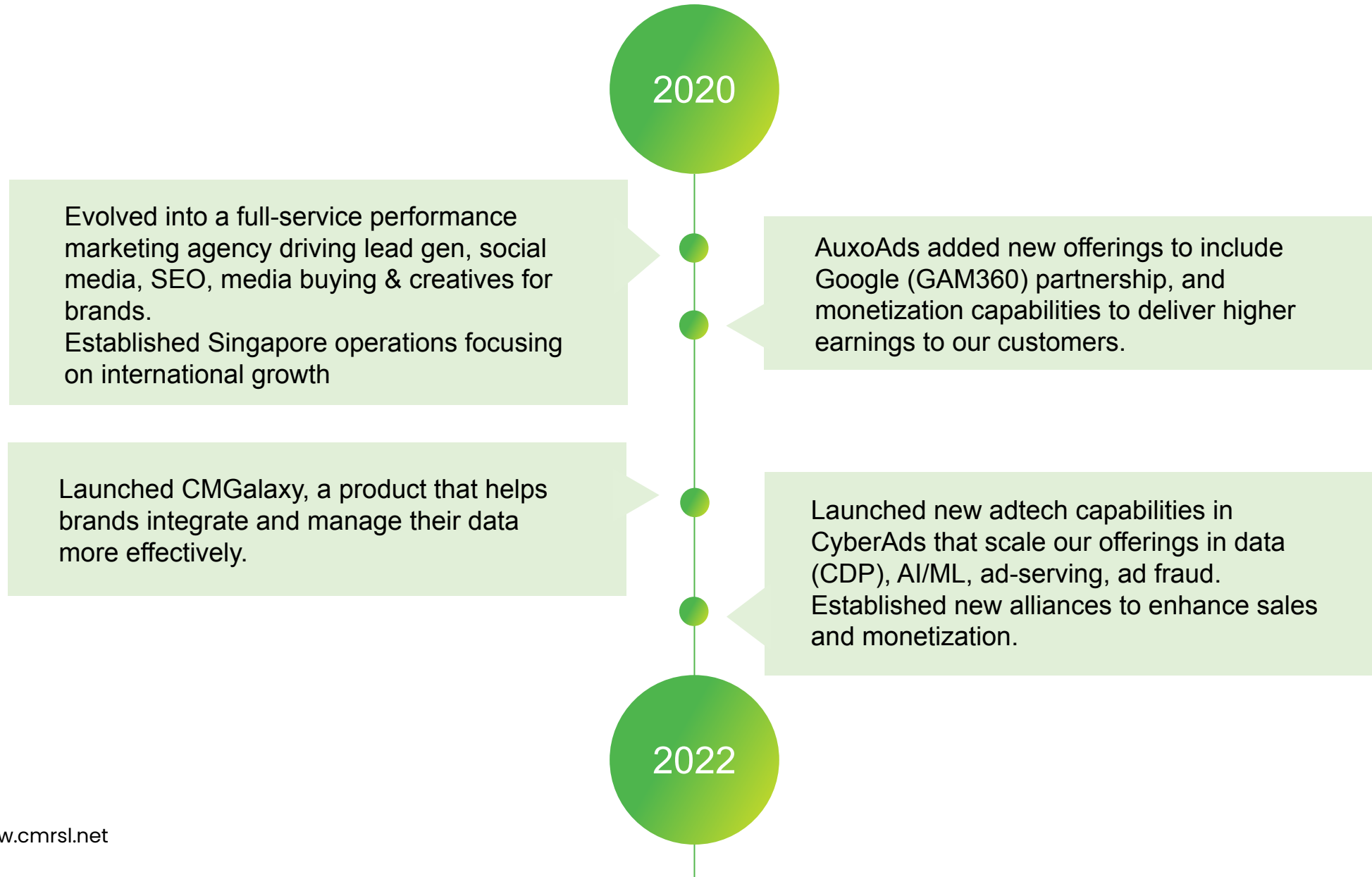


Direct & PG Deals



Affiliate Marketing

CMRSL Journey 2020-22



Our Data Stack: Quality Data Collection

Each Ad Impression served helps us collect User data
Our algos power quality ad experiences, and is highly scalable

Inventory (monthly)

1000+
Publishers

4.5 Bn+
Ad impressions

2
Billion Pageviews

Data & insights

AUDIENCE SEGMENTS



General News



Automotive



Technology



Entertainment



Life-Style



Education

AD IMPRESSIONS

1 bn+

**145
mn+**

**373
mn+**

1.5 bn+

**280
mn+**

**615
mn+**

Technology

Cross-Device Frequency Control

100% Brand Safety

Geo Targeting

Device Targeting

Various Ad Formats & Serving

AI Based Audience

Segmentation

Demographic Targeting

CMRSL PRODUCTS & TECHNOLOGY



Our Technology Philosophy

- ▶ Meaningful Marketing
- ▶ Accurate Marketing
- ▶ Automated Marketing

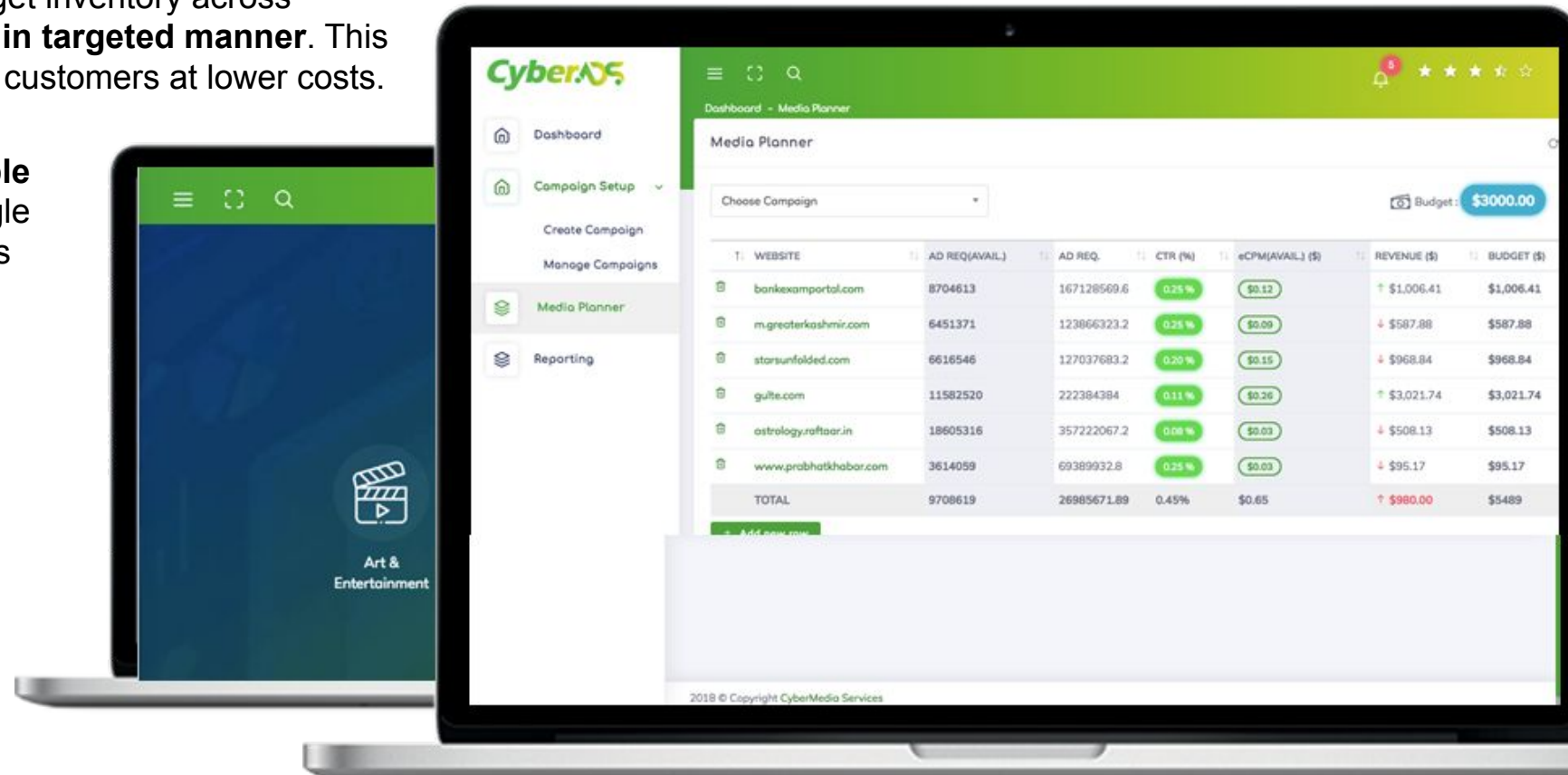
CMRSL products **simplifies marketing** for brands & publishers

Our **modern, scalable marketing solutions** are aligned directly with **customer success**



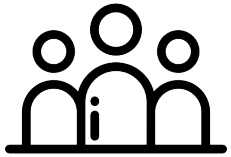
CyberAds: Our Programmatic Engine

- ▶ CyberAds provides an **automated, AI/ML based programmatic** and media buying solutions. Our targeting engine provides Brands and Agencies end-to-end media buying creating better targeting and ROI across campaigns.
- ▶ CyberAds automated platform leverages **cross-device targeting** that allows brands to target inventory across multiple publishers to **reach users in targeted manner**. This allows them reach to new potential customers at lower costs.
- ▶ CyberAds integrates across **multiple inventory supply** to provide a single window of performance. This allows brands to have improved decision making on how to manage their budgets.



CybeAds: Programmatic Buying

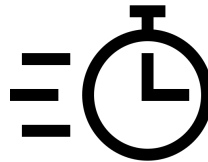
The Right Ad for the Right User at the Right Time



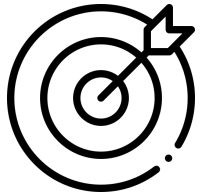
Right Audience



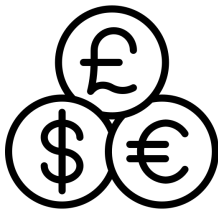
Right Time



Right Speed



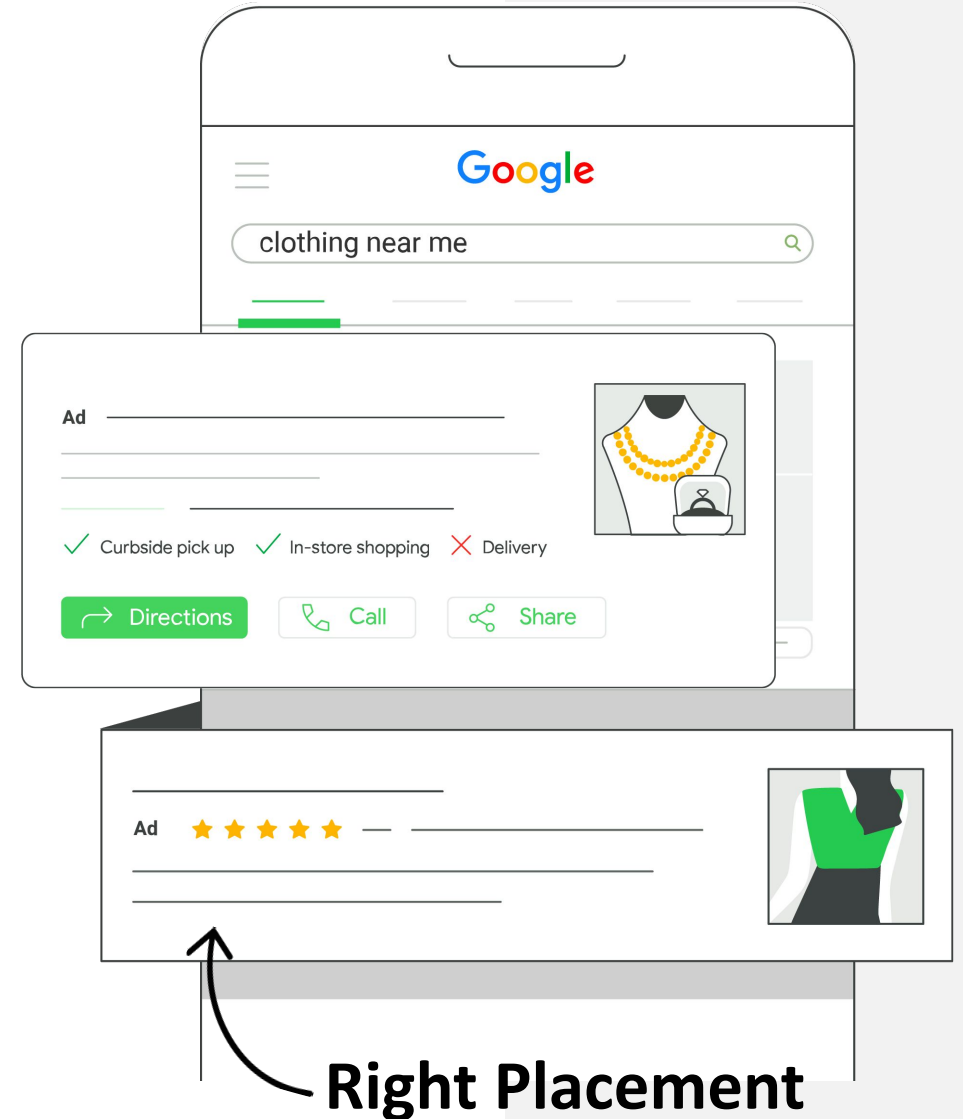
Targeting



Flexibility

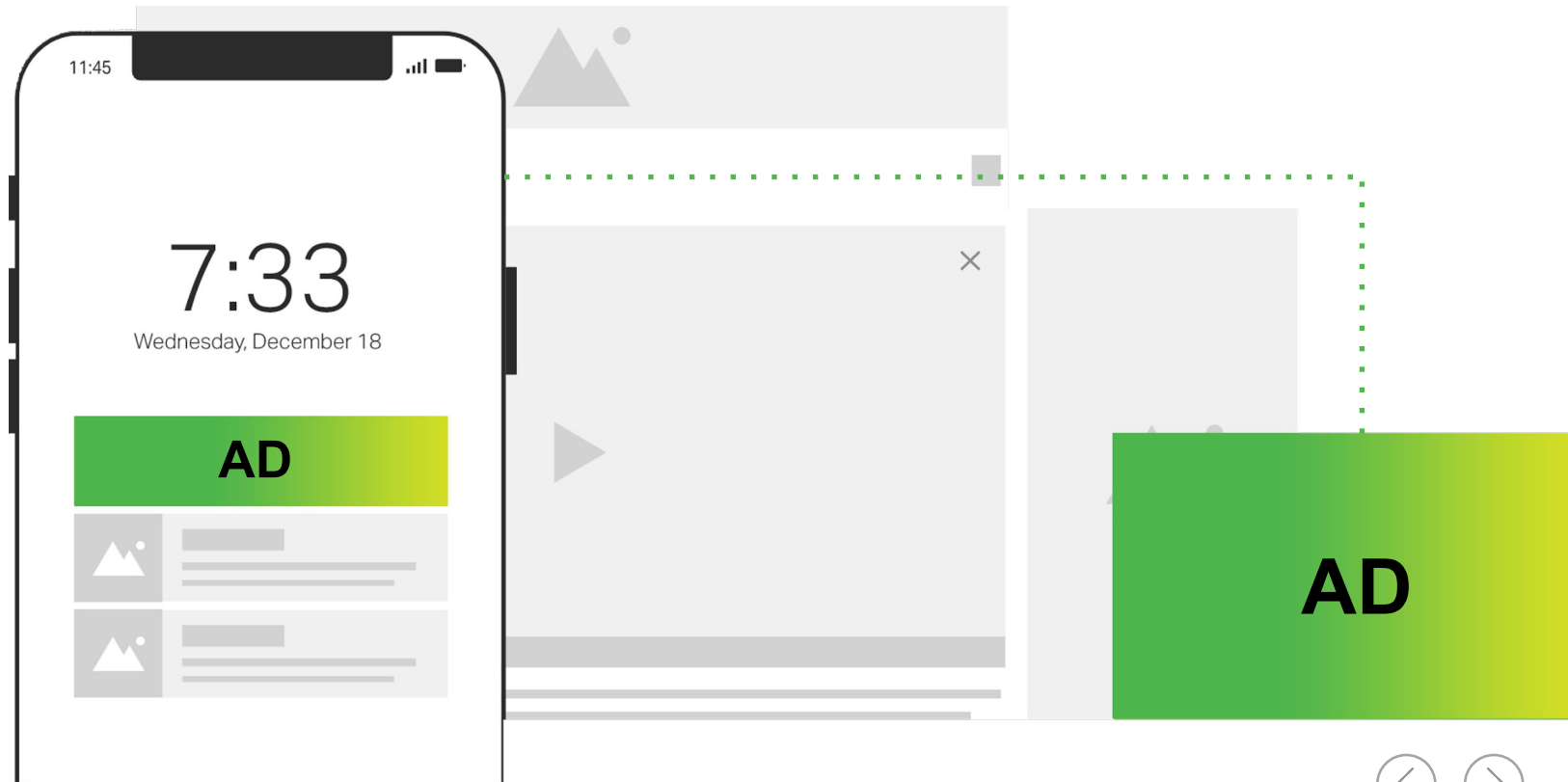


Access



CyberAds: Enabling Higher Sales for Brands

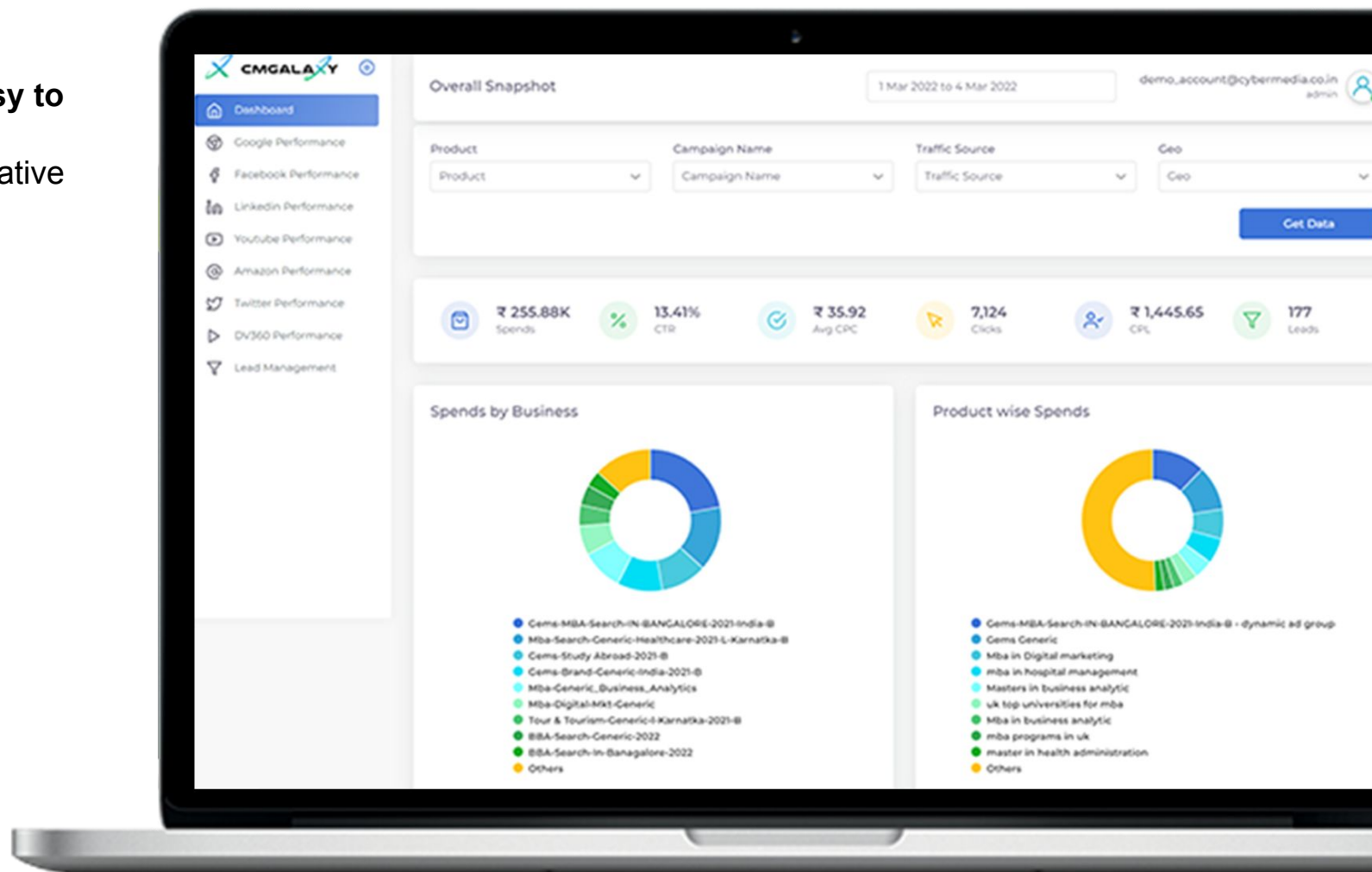
- ▶ Efficient systems ensure better ROI
- ▶ Own AdX seat, fully equipped to supply
- ▶ Inventory and audiences at scale
- ▶ Enhanced Targeting
- ▶ Increased Control
- ▶ Cross-screen targeting
- ▶ Scalable
- ▶ Cost Effective
- ▶ Fraud Detection

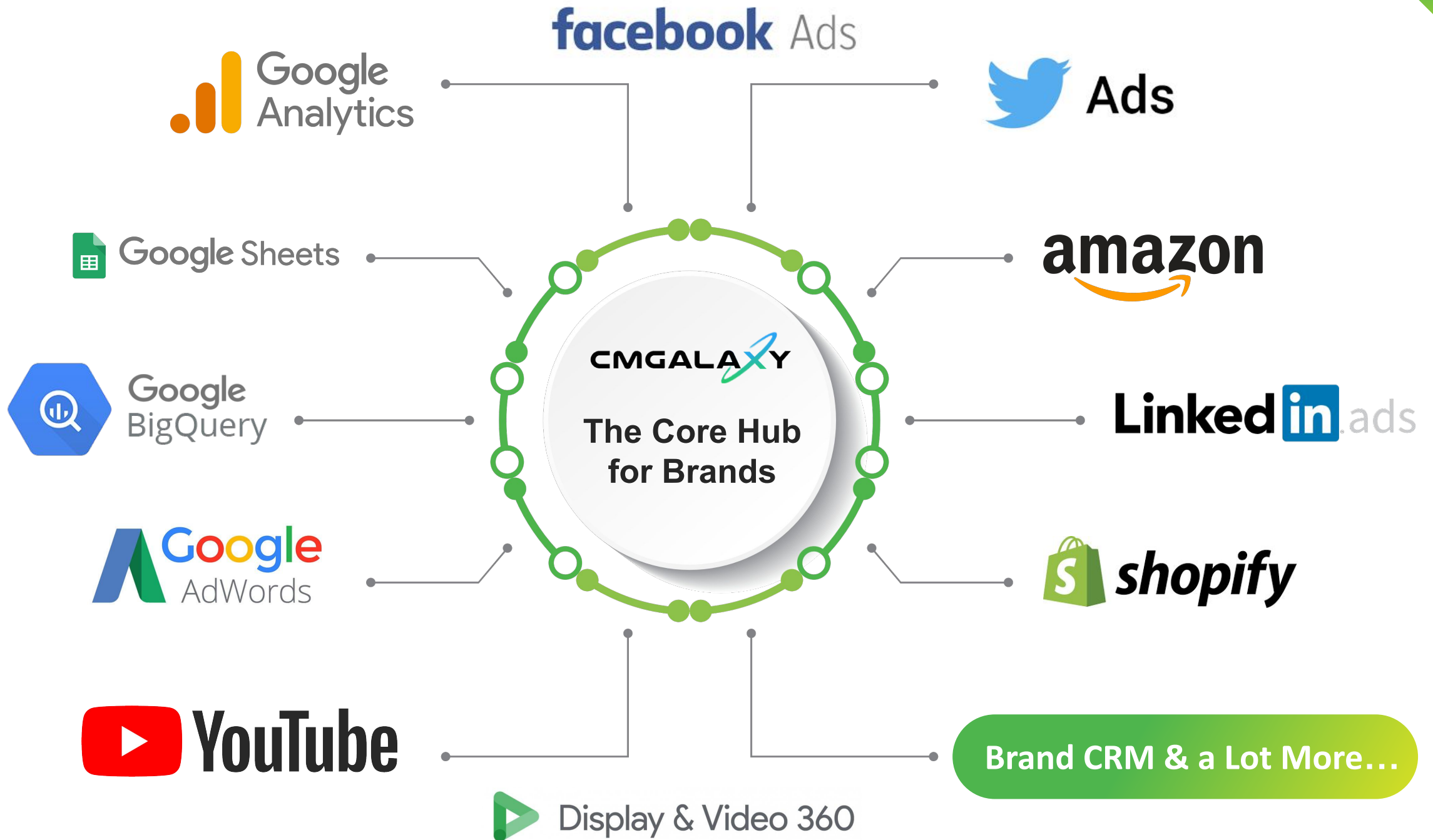


CMGalaxy: The Marketing Home for Advertisers

Helping Brands Organize data across Omni-channels

- ▶ **CMGalaxy (cmgalaxy.com) is a simple, easy to use dashboard.**
Our platform turns advertiser data into informative dashboard that are easy to read, share and customize
- ▶ **CMGalaxy simplifies omni-channel marketing**, by integrating data across multiple channels including Google, Facebook, Amazon, Twitter, LinkedIn, as well as CRM systems like Shopify, etc.
- ▶ **CMGalaxy capabilities include in-depth lead profiling, actionable insights, ML based cohort analysis**, that drive ROI to brands





Auxo Ads: Publisher Ad Monetization



- ▶ **Auxo Ads (auxoads.com) platform allows publishers to optimize revenues** and manage their traffic more effectively. Multiple demand sources compete for premium inventory and increase the publishers earning ability.
- ▶ **Auxo Ads captures large user behaviour data** that helps publishers understand their community better. The data collected helps to build better predictive models to improve monetization, traffic and analysis.



Auxo Ads: A Unified Dashboard

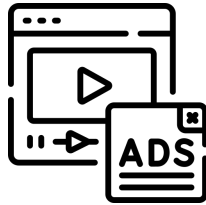
Auxo Ads allows publishers to determine which ads to run on their websites.
Analyze and maintain complex reports from multiple demand sources in an unified dashboard.



Auxo Ads: Powering Publishers to Grow by 30% or more



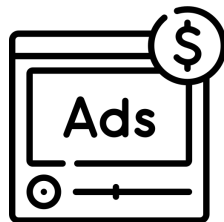
16+ Demand Sources via
Header Bidding



Native and Video Ads



Direct Deals & DV360 Deals
deliver premium rates



Programmatic Ad Campaigns
improve fill-rates



GROWTH STRATEGY



CMRSL Advantage

Ready products to scale up in the digital marketing ecosystem

Adtech industry is expected **to grow at 30% CAGR.**

- ▶ 1000+ publishers using Auxo Ads to optimize their revenue from 16+ demand sources. CMRSL takes a percentage of revenues
- ▶ Auxo Ads Header Bidder technology adopted by over 50 premium publishers
- ▶ CyberAds targeting is powered by first party data
- ▶ Data Analytics to drive new areas of revenue opportunity

Also Read : [After EdTech, AdTech the new favourite for investors?](#)

CMRSL Advantage

A strong team, that blends experience with great market relationships

- ▶ Digital marketing is a **greenfield sector in India with strong valuation story, high growth and a focus on advanced technology**
- ▶ **Experienced management team** running a digital marketing firm with customer centric approach
- ▶ "Data is the fuel of the future". CMRSL is aggressively growing its ability around **data collection, ML and analytics**
- ▶ With over three decades of experience and 500+ Clients, CMRSL offers extensive network

Select Key Clients



LEADERSHIP TEAM





Pradeep Gupta

Chairman of CyberMedia Group Companies



Promoters Profile

- ▶ Pradeep Gupta, Chairman of CyberMedia Group Companies founded CyberMedia in 1982
- ▶ An angel investor who has mentored over 250 startups. Conferred the “**National Entrepreneurship Award** as the Best Mentor” by the Govt. of India.
- ▶ He is the recipient of **Distinguished Alumni Award** from **IIT Delhi** (1975) as well as **IIM Calcutta** (1977).
- ▶ Co-founder of **Indian Angel Network**
- ▶ He is/has been on the Boards of **UTI AMC**, **IvyCap Ventures**, **Infinity Venture Partners**, Past Trustee of **TiE Global**
- ▶ He is/has been on the Boards of Association of Indian Magazines, **IIM Calcutta Incubation Park**, **IIT Delhi incubator** , **IIT Mandi**, **Indian Newspaper Society**, **Lemon Tree Hotels**, **NCPEDP**, **PanIIT**, etc.
- ▶ He is the recipient of the **Helen Keller Award** for working in the disability sector.

Management Team



Dhaval Gupta

Managing Director

Dhaval Gupta has more than 14 years experience. As a new media advocate, he has a keen understanding of digital, media and technology sectors. Dhaval has played a pivotal role in establishing the CMRSL team as a leading digital marketing setup. He has been the architect of products & solutions across the ecosystem. CMRSL has successfully forayed into online marketing, big data analytics, and publisher monetization under his leadership. Dhaval is a graduate of UW-Madison.



Thomas George

President

Thomas George, leads CyberMedia Research. He has more than twenty five years of industry experience in business market research, consulting and advisory, media and content within ICT Industry. He has close to ten years in a general management role managing P&L. Thomas led his team in various new initiatives at IDC India as Country Manager for Indian operations. Thomas is an Economics graduate and a qualified lead auditor for ISO 9001: 2008 Quality Management Systems requirements and a certified Six Sigma 'Green Belt' quality professional.

FINANCIALS AND INVESTMENT OPPORTUNITY



Financial Highlights: CMRSL P&L (Consol in Rs. Lakhs)

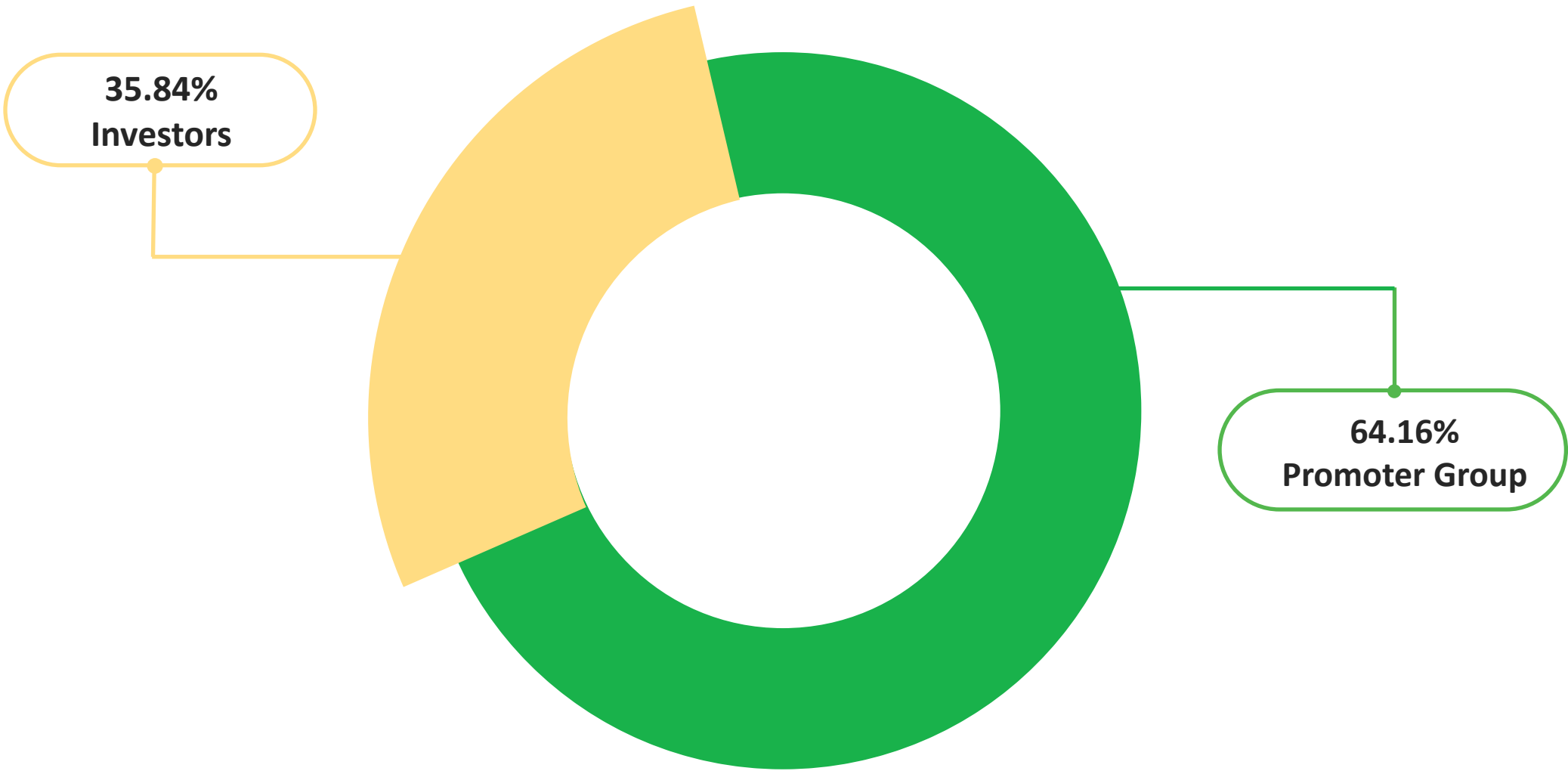
	FY Ended 31 March 2022	FY Ended 31 March 2021	FY Ended 31 March 2020
Income	5,678.12	3,016.36	3,048.04
Expenses	5,322.62	2,831.44	2,956.96
EBITDA	355.50	184.92	91.08
Finance Costs & Depreciation	119.18	115.95	85.62
Total Tax Expenses	85.02	2.67	-2.26
Total Other Comprehensive Income	-5.96	-21.97	-4.70
PAT	145.34	44.33	3.02
EPS	6.00	2.63	0.31

For FY2021-22, Revenue grew by 88%, EBITDA by 92%, and PAT by 228%

Financial Highlights: CMRSL Balance Sheet (Consol in Rs. Lakhs)

	As At 31 March 2022	As At 31 March 2021	As At 31 March 2020
Property Plant, Equipment & Intangible Assets	68.04	92.64	83.83
Financial Assets	915.71	562.16	554.36
Current Assets	1,823.39	1,045.19	1,069.61
Total Assets	2,807.14	1,699.99	1,707.80
Equity	366.70	220.25	176.33
Non-Current Liabilities	720.37	754.49	611.09
Current Liabilities	1,720.07	725.24	920.38
Total Equity & Liabilities	2,807.14	1,699.99	1,707.80

CMRSL Shareholding Pattern Pre-IPO



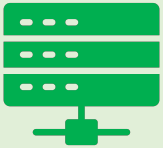
Issue Details

Stock Exchange	NSE Emerge
Issue Opens	27 September, 2022
Issue Closes	29 September, 2022
Issue Price (in Rs.)	171-180
Issue Size (No. of Shares)	7,80,000
QIB Quota	3,69,600
Retail Quota	2,60,000
HNI Quota	1,11,200
Market Maker Quota	39,200
Lot Size	800
Face Value (in Rs.)	10
Pre Issue No. of Shares	25,20,000
Post Issue No. of Shares	29,28,000



IPO Investment Rationale

01



CMRSL has **30-year track record** in running innovative businesses backed by marquee investors

02



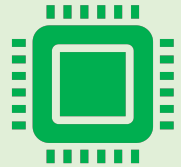
The coming decade belongs to India. **Digital technology is going to play a pivotal role in its growth.** CMRSL is building solutions for growing industry needs.

03



CMRSL will invest in technology that keeps **Data at its core (ML)**. This and marketing automation will be the cornerstone for **driving customer success.**

04



CMRSL will continue investing in products that deliver **higher margins**, as well as consider **inorganic growth opportunities.**

IPO Intermediaries

Lead Manager



Banker



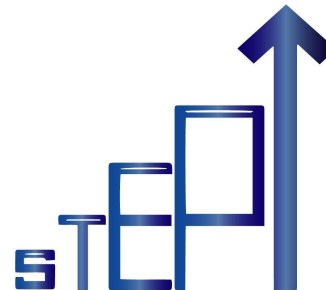
Registrar



Stock
Exchange



Advisor To
The Issue



Market Maker



Disclaimer

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