



GTM Strategy

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Safe Harbour

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Strategic vision & key bets

Interconnected bets designed to compound growth and build durable competitive advantage.

Maximize marquee client value

- Elevated CXO sponsorship
- Cross-sell, expand wallet share
- Scale larger & bolder deals

Built for AI-led demand

- Commercialized AI assets
- Scale tech, and analytics/AI
- Client GCCs as a strong vector

Commercialize new capabilities

- Expand our TAM and market share in chosen areas
- Scale new micro verticals

Scale new growth channels

- Deliberate must have accounts
- Advisor & tech/AI partnerships
- Strengthen & scale inside sales

Attract & build top sales talent

- Enhanced brand positioning
- Frontline enabled with differentiated sales assets

Capitalize on the external ecosystem

- Deepen analyst & influencer relationships
- Outcome focused 'advisory board'

Over the last few years, we have...

Strengthened our core, primed it for rapid growth



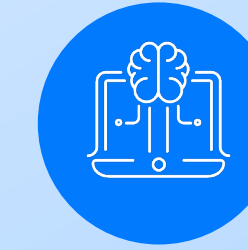
Built a strong foundation for growth

- Cross-sell & large deal architecture
- Outcome-based risk-reward constructs
- Unified presales & deal governance op model



Invested in sales & capabilities leadership

- Tech, AI/Analytics, GCCs
- Industry & domain experts
- GTM & strategic deals



Scaled targeted agentic solutions & platforms

- Grow new adjacent verticals
- Pre-built agentic solutions and domain accelerators
- Proprietary platforms like M360, Compliance Manager, FinOps

Consistently delivering elevated enterprise value to our clients and investors

2.5x

growth in sales from
cross-sell deal wins

82%

top 50 clients deepened our
relationship in new areas

2x

acceleration in
large deals

Building broader & deeper relationships

Which is....

Enabled by focused choices and targeted actions

Strategic **must-have accounts** and
AI-first service lines



Enhanced **analyst relations** and high-
performance **outreach muscle**

Partnerships with data, technology, and
frontier AI majors



Elevate eClerx's market **positioning** across
industry forums

Industry **advisors & experts**
as a growth driver



Attract & nurture existing **sales talent** with
impactful assets

Looking ahead, we are scaling new micro verticals and capability adjacencies while investing in our core

Invest in our core

Client's brand and revenue services

Insightful autonomous operations

Proprietary enterprise-grade products

Technology, analytics & AI services



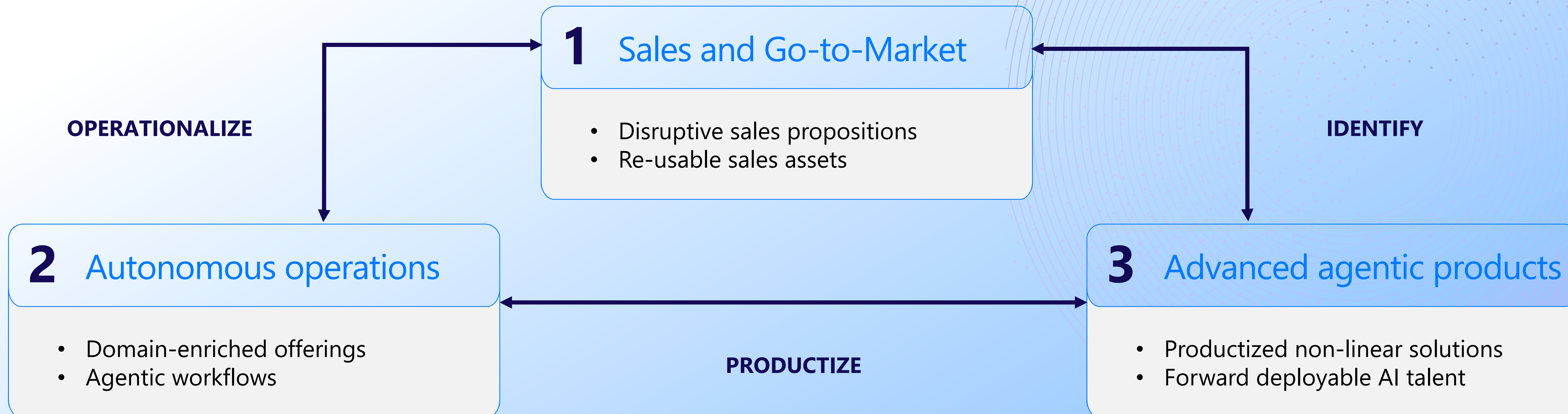
Scale in the adjacencies

Scale new micro vertical capabilities

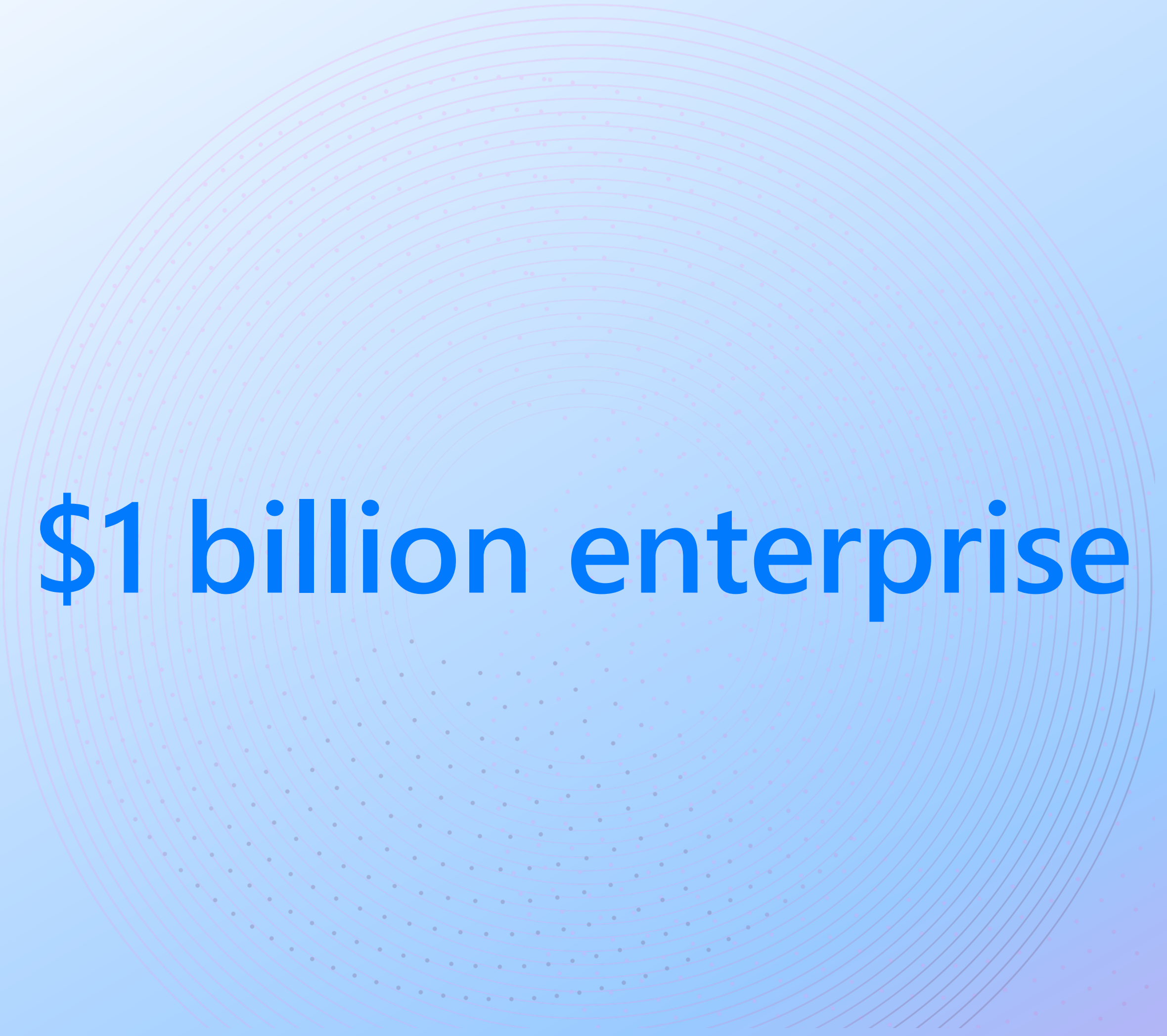
Industry leading agentic products & solutions

Advanced AI, data, analytics & tech

Powered by the trifecta of strong GTM, deep data & insights from our client operations and advanced agentic products



Deep insights enable deeper value unlock



We are poised to be a \$1 billion enterprise



Thank you

