



**THE
YEAR
BOOK**
2021-2022



Sagar Babar

Co-Founder & CEO,
Comsense Technologies

From the CEO's Desk

My Dear Readers,

New Years are a time to celebrate the good that happened in the past, cheer and pray for better things in future, but it is also a time to reflect and plan around what went right, what could have been done better and how can we move closer to our goals - inch by inch and leap by leap.

Thus, we ended our year with an Outbound Retreat in the neighbouring hilly town of Lonavala to reflect on our successes and failures, and plan ahead for 2022. The 4-day retreat closed on a highly positive note with ambitious growth plans, new success measurement parameters and deeper insights from one and all to take Comsense closer to our MISSION 2024 – of becoming a \$10Mn company by the start of 2024 with a strong team of 200 members. We have also planned to launch our next level of Customer delight program which is purely focussed on enhancing experiences for our customers and theirs. Geographies in focus for this year will be USA and Rwanda along with other African countries.

Year 2021 was a success for us in many ways. We grew double from the previous year in number of employees through two extremely successful hiring drives. Our financial year to be closed in March 2022, looks promising at thrice the revenue last year. We launched our Intrapreneurship program in May 2021 and in just six months it has proved to be a delightful experience and an excellent decision on the management's part. Our new generation of leaders have displayed phenomenal leadership skills and are all ready to rule the world.

I am also pleased to inform that Mr. Sushil Gujrathi joined us in September 2021 as our new Chief Growth Officer. With his two-decade long experience of turning around organizations, in just a short span of four months, he has already made his mark in our growth journey. With his sharp insights, on-ground solutions, and excellent governance, I am quite positive of reaching our goals well - in time, if not earlier.

Before I leave you to read all about our fantastic 2021 journey, I would like to wish you all a very Happy New Year. Hope you too, like us, find success in all your endeavours.

Regards

Sagar Babar

**A New Year,
A New Us....
Only Better!**

2022

HAPPY NEW YEAR!

2022 is our year to conquer and the strong foundation needed to soar high this year was methodically laid in the previous year. Before we look at what all went in, let's look at how we foresee our future this year.

Our Target is to make Comsense a 5Mn+ company by the end of this year, taking it 10 the next year and to 20Mn+ in next three years.

Key Focus Areas for 2022 include

- Build Robust Sales & Delivery engine for CDP (Customer Data Platform) to scale
- Expand and Grow in USA, India, Rwanda and other African Markets
- Grow our product portfolio with Kleanmail and CDP business
- Execute Intrapreneurship Program
- Customer Delight at the core
- Maximize our output through Partnerships

Our Internal Focus Areas will include

- Enhanced customer delight
- 100% employee productivity
- Enable People First
- Have more Patents, IPRs and Automation

On The Sales Front



JAN - FEB -MAR 21

1. We successfully sold our flagship platform – the CDP to a leading German Multinational that designs and manufactures shoes, clothes, and accessories. The project included creating central data repository from varied sources, cleansing of data, running predictive models and omni channel campaigns to boost CLV.

APR-MAY-JUN 21

1. Comsense successfully closed the deal with a leading healthcare company to aid their email database hygiene using Comsense's in-house product. As a part of the project, KleanMail that was deployed on all digital touchpoints to ensure only clean data enters the system.
2. Third largest private sector bank of India awarded a large marketing automation contract to Comsense. We are helping the bank with multi-level & personalised campaigns across all channels.
3. Comsense Technologies strengthened their relationship with the world's 2nd largest footwear company by implementing their Marketing Automation Solutions in the company's operations in South African and emerging markets like Turkey, Lebanon, UAE, Israel, and North Africa. We are running hyper-personalized automated Omni-channel campaigns to acquire, retain and grow its customers in the mentioned regions.
4. One of the leading subsidiaries of a German sporting giant awarded Comsense a contract for machine learning services and insights-driven campaign automation services in Morocco.

JUL - AUG - SEP 21

1. One of India's leading NGO leveraged Comsense's Marketing Automation Services to reach their audience. This NGO has the world's largest (not-for-profit run) Mid-Day Meal Programme, serving wholesome food every school day to over 1.8 million children from 19,039 schools across 12 states & 2 Union territories of India.
2. One of the world's largest revenue impact company, serving over 10,000 customers including 80% of Global 2000 B2B companies, started using Comsense's Marketing Automation services to build and deliver omni-channel personalized campaigns to reach their audience.
3. A leading retail brand of UK with a large presence in India started using Comsense's proprietary email validation tool - Kleanmail, to ensure campaign success and to maintain email list hygiene.

OCT - NOV - DEC 21

1. A leading Indian bank chose our services to consolidate and leverage their marketing technology to improve their marketing services turnaround time. Comsense is extremely proud to have this bank as our newest esteemed customer.
2. Comsense is proud to be associated with another leading Indian Bank. We are helping them in designing and optimizing multitude of data driven marketing use cases including omni-channel and multi-channel
3. One of the largest business houses of India chose us to provide consulting help in the customer experience space and help them optimize and design their hybrid customer journeys for their known and unknown visitors.
4. The most reputed Automobile company in India with a global presence, chose our BI Centre of Excellence Services to help their line of businesses to make quick and accurate decisions. We will use our advanced data decision management frameworks to deliver these services.
5. A leading shoe and apparel manufacturing company and our existent client honoured us with their trust in the form of new business in 6 countries of their operations in the emerging markets. We are providing them with solutions and services for data driven marketing using our machine learning models and frameworks.



On The Tech Front



Introducing Comsense's Products

Datasense

Comsense launched its AI powered data exchange and intelligent data set creation tool, DataSense in the past year. While we had been using the functionality of Datasense for some time, we officially launched this platform to provide improved customer engagement levels for our clients. DataSense lets you exchange data with Marketing Automation Platform and your legacy applications data sources, CRM, Analytics, ERP, Commerce tools. Customer gets a more complete picture of their customers' behaviour so they can act faster and create more personalized messages to improve the engagement.

Key Benefits:

- Real-time encrypted & Automated Data Exchange
- Out of box connectors for all Marketing Automation Products.
- Reduces marketing dependency on IT team.
- Most secured way of data exchange

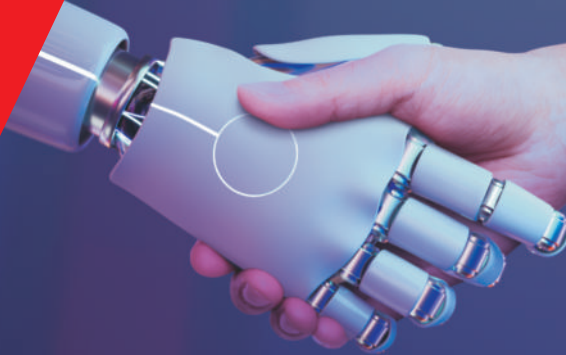
CDP (Customer Data Platform)

We launched our AI powered Customer Data Platform (CDP) in 2021. CDP is our one stop solution from data to SVOC, from segmentation to engagement and Intelligent Dashboards. With the launch of this new CDP and successful implementation with some of our key clients, we are extremely confident that it will enable us to serve our clients better, faster and in an efficient manner.

Key Benefits:

- Time to Value – Go Live within 90 days time
- Built-in ML Models
- Idea to Intelligence
- Decision Support

On The Partnership Front and Innovation



Partnerships have always been valued at Comsense and we strongly believe in establishing partnerships that generate value for all – us, the partners, and the clients. Thus, we focus on partnering with entities that align with our vision and ethics and complement our offerings to create valuable solutions.

The year 2021 witnessed partnerships on new fronts.

HCL For Unica

HCL We partnered with HCL to use our managed services for their Integrated, cloud-native platform, Unica. As a part of the partnership, we intend to help clients get the most out of their Unica investments through our strategic advisory and managed services.

Smartsheet



smartsheet

Smartsheet offers work collaboration software and solutions. We have partnered with Smartsheet to enable marketing workflow use cases that includes plan, capture, manage, automate the entire marketing organization. Smartsheet is a leading cloud-based platform for work execution, enabling teams and organizations.

Comsense Innovation Hub

Comsense Innovation hub is a result of ideation and 'thinking -beyond' environment at Comsense. The Innovation Hub has recently been setup and operates in a collaborative model. It is built as a part of an immersive environment, where Comsense engineers are actively working with academia, industry and Clients to co-create solutions for identified problems or potential problems in the future that will arise out of data explosion from internet of things.

What Our Clients Say...



The Comsense team has been an intricate part of the amazing growth that Reebok SA has seen in 2020/21 in CRM. The team has a wealth of knowledge in the field and been great in collaborating with our ecom and creative agencies.

Malikah McDavids,

Manager CRM and Membership Comms & Media Emerging Markets at Adidas (SA, Israel, Mena, India, Turkey)



There is an excellent team of results-driven data scientists who not only understand client needs but are also very proactive. Across all the touch points the quality has been of very high standards. They are the first firm I call for any data science related projects.

Amit Goel, ex-CIO, Metropolis Healthcare



It's been a wonderful experience working with Comsense so far. The team provides update & insights on a regular basis which is really helpful. The team is really supportive, ensures regular & precise execution of campaigns in a timely manner. I wish them the very best & look forward for a long and successful relationship with them.

Ankit Bhatnagar, Head CRM & Membership at Adidas India

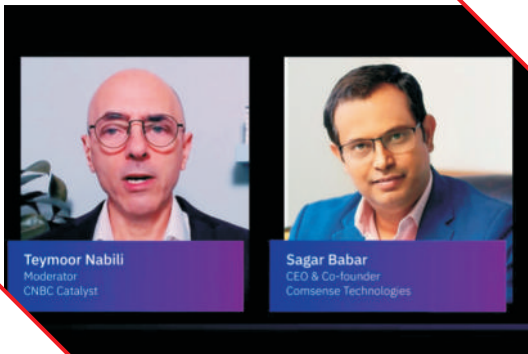


It has been great working with Comsense so far. The team is really supportive and helps us with regular insights to improve our ROI. There have been instances when the team has gone out of their way to ensure that our campaigns are delivered on time and I really look forward to a long and successful relationship with them.

Vaibhav Bhardwaj, Brand Activation Manager at Reebok India



Events and Awards That Kept Us Going



Our CEO Sagar Babar Spoke at The CNBC Catalyst Roundtable

Our Co-founder and CEO, Sagar Babar, spoke at the CNBC Catalyst Round Table, moderated by Teymoor Nabili on how AI and Predictive Technologies powered by Data and Hybrid Cloud Platforms can transform businesses. He was joined by other esteemed panelists including Lula Mohanty, GM, IBM Global Business Services, Asia Pacific IBM; Matt Ensor, Business Director - Advisory BECA; Dr. Ayesha Khanna, CEO ADDO AI, and Siew Choo Soh, Managing Director, Group Head of Big Data/AI and Consumer Banking Technology, DBS Bank.

Comsense received the Marketing Automation Partner of The Year Award 2021 from Acoustic

We are proud to announce that Comsense received the FY 21 India Marketing Automation Partner of the Year Award from Acoustic. It is a mark of the collective effort that the entire team has been relentlessly making towards our customers, partners and vendors. Congratulations to the BU heads and the mentoring management for this achievement.



Comsense – Proud Finalist of the 2021 IBM Beacon Award



Comsense Technologies was honoured to be a finalist at the 2021 IBM Beacon Award for Outstanding AI and Data Solution. Now in their 22nd year, the IBM Beacon Awards celebrate the next generation of innovators, creators and thinkers that use IBM technology, like hybrid cloud and AI, to power innovative solutions for partners and their clients. Comsense was selected as a finalist for their AI- driven Customer OS platform which is powered by IBM Cloud Pak and empowers customers to add actionable intelligence to their data.

Our CEO, Sagar Babar, recognised as one of the Top 100 digital leaders of the country.



Our Co-founder and CEO, Sagar Babar, was recognized by Impact Digital Power 100 as one of the top 100 business leaders who have pioneered the digital revolution in the country through their vision, passion, and perseverance. It is a great accomplishment for Sagar and all of us at Comsense.

Comsense Technologies Awarded The “Best Independent Software Vendor”

Comsense bagged the “Best Independent Software Vendor” award at the 20th Star Nite Awards 2021 organised by VARINDIA. VARINDIA is India’s frontline National IT Magazine and has been a propagator of technological revolution. Being honoured at their 20th edition in November 2021, was a big feather in our cap. The award was received in person by our newly appointed Chief Growth Officer, Sushil Gujrathi and our two BU heads, Amit Lalwani and Omkar Dhapte.



Our CEO, Sagar Babar participated in the IBM Asia Pacific Ecosystem Q3 CEO Council



IBM held their Q3 APAC CEO council Meet recently where our CEO, Sagar was interviewed by Lata Singh, Director IBM Ecosystem. Apart from discussing the journey of Comsense, they discussed the future of Artificial Intelligence and Business Intelligence in terms of real value delivered to the customer. There was a lot of focus on how AI can help businesses stand out, during these times of uncertainty.

Comsense Participated in the Nashville E-Commerce Summit in December 2021

Given our exquisite track record of empowering some of the world's leading Global Retailers with AI-driven CDP, our Co-founder & CMO, Aniket Neurgaonkar attended the Nashville E-Commerce Summit in US along with one of our partner companies. Together they promoted CDP and MarTech use-cases and solutions to decision makers across retailers, brands, merchants and solution providers.



Comsense – Company of the Year 2021

Comsense was awarded the Company of the Year at the prestigious Business Leader of the year 2021 awards organized by The Economic Times and The World HRD Congress. Our Co-founders Biju Nambiar and Sagar Babar accepted the award on behalf of the organization and highlighted empathy and gratitude as the two critical elements for their success.



4 Key Comsense Members Completed 5 Long Years With Us



4 stalwarts – Amit Lalwani, Sushant Pingale, Bhakti Shinde, and Sushama Chikalkar completed 5 years of service with us. Comsense management recognizes their contribution towards the growth and success of the company. As a token of appreciation, all the four members were showered with goodies that included a 10-day paid vacation, one full month's salary as bonus and a lunch for their families at Pune's JW Marriott.

**Welcome
Sushil
Gujrathi**



The year 2021 helped us take a big leap in expanding our core team with Sushil Gujrathi joining us as a founder member and the Chief Growth Officer. Sushil comes with close to 20 years of multi-industry experience. From working with Fortune 500 companies to being a serial entrepreneur, Sushil has excelled in transforming organizations by ensuring high focus on 3 key elements – people, process and technology. He has vast experience of working with different geographies specially India, Middle East, and the US and while he has performed excellently well in multiple industries, BFSI and Retail excite him the most. Due to his wide and deep knowledge and experience in IT, we have already started witnessing the positive fruits of his engagement at Comsense. His exemplary contributions in just a short while are promising enough to boost our confidence of achieving our goals much faster. We wish Sushil lot of success in his journey with Comsense.

Our Intrapreneurship Program



Taking a leap towards larger goals and broader spectrum of growth, we introduced a unique Intrapreneurship Program within Comsense. In the Pilot phase which started in June 2021, we selected 8 young entrepreneurial leaders within the organization who were mentored, trained and promoted as Business Units Heads and given larger responsibility to holistically run their units as small businesses. The idea behind this Intrapreneurship Program was to promote a culture of Intrapreneurship within the organization and at the same time create a fresh layer of management that can easily scale up as the company marches towards its growth goals. This program has so far been successful and has proved to be a great platform for our young, dynamic and capable team members to perform and grow.

We hope that the success of the first year and first batch paves way for more dynamic enthusiasts within our team to take this growth path.

Meet The Young Leaders

Our newly appointed BU Heads are no less than the Superheroes that we all know so well. Their individualistic strengths and talents make them our favourite 'marvellous' league

Meet our very own superhero namesakes!

Amit Lalwani - Spider Man

Amit heads our Data, BI and Marketing solutions for critical customers specially in the B2C domain. As one of the oldest team members, he connects deeply with both business and technology. He is aptly given the name 'Spider Man' as he is a great balance of coordination and collaboration. Superhuman strength, flexibility and an innate sixth sense that helps him sense danger are not only some characteristics of Spider man but also reflect our very own Amit.



Altaf Mulla - Our Very Own Captain America

Altaf leads our team as the Head of Products. With more than 18 years of multi-domain experience across various tech-driven organizations, he manages our larger cross-country projects. Altaf manages the productization of the company's existing solutions by tackling the challenges that they inherit. Just like captain America, he is honest, up front, noble, loyal and an all-rounder and thus we fondly call him our in-house Captain America!



Sushant Pingale - Batman

A veteran at Comsense, Sushant is the one on whom most of us rely for efficient solutions. He is our Head of Product and the brain as well as muscle behind our leading product 'KleanMail'. He is a person of varied powerful traits but agility, adaptiveness and intelligence top the list. And just like the Batman loves to sometimes design his own gadgets, Sushant creates his own super products. His love for CSR activities make him the messiah that Batman was to Gotham city.



Omkar Dhapte - Hulk

Omkar heads our Engineering Services. Though usually a quiet genius who creates engineering marvels for us, Omkar transforms into a mighty power when a challenge is thrown at him and thus he is aptly known as our Bruce Banner aka Hulk. Like the way Hulk takes things head on and possesses exceptional strength, Omkar is always ready to take on new tech challenges and churn out powerful solutions.



Bhakti Shinde - Captain Marvel

Bhakti is our head of business for Marketing Technologies. She is our omni-channel marketing specialist who exactly knows how to get things done. It is thus no surprise that we all call her our Captain Marvel. Just as Captain Marvel, Bhakti is powerful and has the strength, determination, and agility to get things done. She is a critical pillar in the success of Comsense with her Subject Matter Expertise and capability to find unique solutions to business problems.



Vishnu Kamath - The Iron Man

Speed, Durability, Strength, and Agility are the key characteristics of the Iron Man and so it is true for Vishnu. In a short span of 2.5 years, he has grown from our senior data scientist to the Head of Data and BI vertical. If that isn't superpower, what is?? Vishnu helps our clients make powerful decisions by assisting them with deeper data driven business insights.



Karan Mudliar - Hawkeye

Karan heads our Marketing Technology Business Vertical. A domain expert, a technology enthusiast, and a B2B market specialist, Karan has been a part of Comsense's growth story over years. Similar to the superpowered Hawkeye, Karan is solidly grounded, observant, skilful, and a logical thinker. No wonder he is a consistent internal awards winner and we all look up to him for breakthrough solutions to challenges of varied nature.



We Are Growing!

Warm Welcome To Our Newest Team Members



The past year also witnessed a surge in our team. All thanks to two fabulously successful hiring drives, we have with us a bunch of super talented professionals to help us in our growth journey.

We would like to welcome Sumedh Natekar, Wasim Miya, Omkar Patil, Tejaswi Raje, Darshit Solanki, Nischal Jinturkar, Husain Asif Mahadik, Shreepad Bidwai, Rohit Badave, and Umesh Kolate, Tushar Shingate, Swarup Das, Prajakta Patil, Varada Pol, Akanksha Jadhav, Darshit Solanki, Shubham Shahir, Tushar Valkunde, Shruti Mishra, Rohitkumar Khiwasara, Pranay Pimple, Varsha Gaiwal, Vijay Pujari, Umesh Kolate, Shriya Sharma, Sahil Lokhande, Atharva Gosavi, Tanuj Chourasia, Shubham Bhosekar.

We wish all the new joinees best of luck for a successful career journey at Comsense.

Buzzing at Comsense



Traditional Day

We celebrated a locally important day, the Shiv Jayanti, which marks the Birthday of the great Maratha Leader, Shivaji. We organized a Traditional Day where most members came to work wearing traditional attire and a Pheta, a distinctive turban worn in Maharashtra.

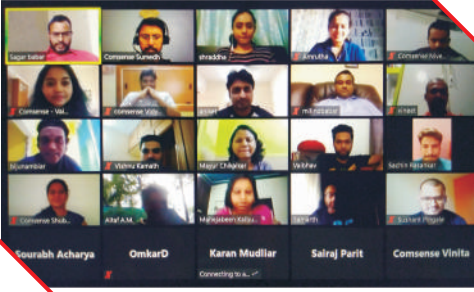
A Trip to Bor

The extended work from home and continuous distancing made us realize that a little rekindling of our team fun was much needed by one and all. So, during the short window when the Covid cases were on a low, we took an opportunity to connect outside our home and offices. We organized a one-day trip to a resort near Bor, a place close to Pune. The entire team got a chance to have fresh air, fun, and team bonding time over games, tea, and laughter.



Time to Cheer! It's the CEO's Birthday

March 24th is the Birthday of our beloved CEO, Sagar Babar. A small celebration was done in the office with a cake-cutting ceremony and plenty of jokes cracked during our tea time celebrations.



Friday All Hands

Come what may, our Friday All Hands Meet is never missed. We kept the entire team engaged by ensuring the virtual Friday all Hands became more meaningful and much more exciting for everyone. Apart from the usual updates and chitter-chatter, we included multiple team games played online. It was a perfect way to call it a day and set the tone for relaxing indulgence over the weekend.

A Trip To Remember!

What's Back to Work without those occasional team outings and dinners? So, to bring back the energies and enthusiasm, we organized a quick break for our team, with a trip to Lonavala, a nearby hill station. The team participated in various informal activities rejuvenating themselves and strengthening the bonds and fellowship among themselves. The well-deserved break revitalized the team. The happy faces in the pictures speak for themselves.



Comsense Strategy Meet

We closed the new year on a highly positive note by organizing our leadership Strategy Meet at Lonvala. The Founders, mentors and newly appointed BU Heads were all a part of this ideation and strategy meet. We looked back at our year and brainstormed on innovative ways to reach our growth targets in the most efficient manner. The contribution from each and every one was worth praising and we all returned happy, rejuvenated and all charged up to take on 2022.



CSR

**We Helped
160+ families
and 700+
Policemen
with
grocery kits**



Comsense has always been at the forefront when it comes to extending our helping hand to the needy. Like last year, this time, we started with a target to help 100 families in Pune who were impacted by job loss due to the pandemic. However, the overwhelming support and contributions kept pouring in from across the world, and ultimately, we were able to help more than 160 impacted families.

We would like to extend our special thanks to all our donors and team members, Sumedh and Sushant, along with our CEO, Sagar, to walk the extra mile and make this drive a success.



Comsense is proud to serve Dnyanankur High School - an English medium school in Alegaon village of Maharashtra, India. Besides monetary contribution on on-going basis, Comsense provides support to school students in terms of all the school material they require like school bags, compass boxes, school uniforms, desktops and laptops.



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