

# BRAND Essence

EMPOWERED BY INNOVATION



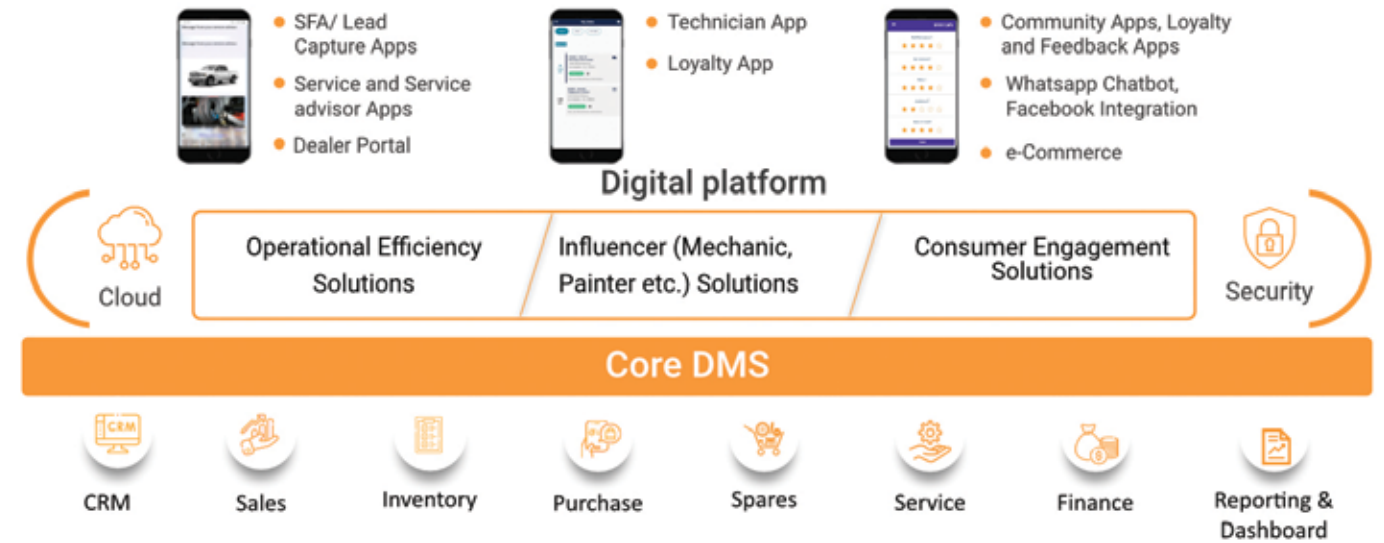
## ABOUT US

Excellon Software Pvt. Ltd. is a cloud-based sale, distribution, and service management software company based in Nagpur and Pune, India, since 2000. The organization leverages the latest cloud, mobility, and analytics technology developments to find creative solutions for complex automotive and manufacturing industry challenges. It has

collaborated with some of the largest global automotive, consumer goods, and manufacturing firms. Excellon products have been deployed in more than 10,000 locations in 60 countries, used by more than 40,000 users globally.

The company is one of the oldest and largest Indian makers of software on the cloud that uses a Software-as-a-Service (SaaS) model to run the network of the dealerships, distributors, or service

## Excellon- Your Digital Solutions Hub for Sales and Distribution Challenges



locations in the automotive and manufacturing sector. Despite India's challenges, the company has continued its journey to profitable revenue growth, even while investing heavily in R & D. The company successfully addresses industry challenges through enhanced features to provide an optimal customer experience, including business intelligence and the integration of artificial intelligence.

## BRAND USP

Excellon Software is a global brand with a 20+ year journey of profitable revenue growth with users' global presence spread across 60 countries. The flagship enterprise Dealer Management system makes Excellon the most significant software player in the industry, with many firsts and innovations to its name over the years. Excellon Software is also one of the certified GSP for GST services in India. Excellon is handling more than 2 million E-invoices and 1.5 million E-way bills every month in India.

As a brand, Excellon's solutions are used by many Fortune 500 companies in India and across the globe. Excellon Software leads the industry and its Clients with extensive knowledge of critical business processes with enhanced next-generation technology features. It helps manufacturers apply intelligence, deep industry, functional experience, and continuous innovation and agility. All of this at a massive scale helps to drive business value, operational resiliency, and outcomes provide a rich 360 Degree of customer experience.

## FUTURESCOPE

We are targeting to expand our EV market share in the next three years. Excellon is continuously expanding its global footprint over the globe. With 20+ years of rich experience in the automobile industry, we are also focusing on the FMCG, paints and chemical, tire, industrial machinery & equipment to offer a reliable solution to leverage

their end-point connectivity.

The global manufacturing sales and service industry are currently going through a swift digitization phase, and most unstructured vendors are adopting digital services to boost their market footprint. Apart from simplifying day-to-day operations, the company plans to help its customers minimize personal contact and interaction during sales and service, reduce operating costs, and achieve more significant revenue with existing resources.

After COVID-19, Excellon plans to expedite its investment in R&D to make systems more technologically enhanced with Cloud Telephony, Deep Analytics, IoT integration, and focused market segmentation. Leveraging advanced lead scoring and predictive algorithms, our system will prompt salespeople, mechanics, service advisors on the next steps needed to deal with customers and cater to their preferences, thus enabling higher conversions and customer stickiness.

