

When the coin
is in the air...



...we make
marketing decisions
for our customers!



toss the coin



We're your growth accelerator!

As a full-suite marketing consulting agency for B2B, we help businesses grow by implementing marketing strategy that is creative, responsible, and sustainable.

80% Creative
20% Weird
100% Referenced



Since 2012, we've worked with tech brands of all sizes as their extended marketing office, crafting high-impact GTM strategies. Our services include strategy and consulting, branding, content development, and executing digital campaigns. Led by design thinking, our approach to strategy starts from deconstructing the buyer persona and building compelling content relevant to their sales cycle.

Our Expertise



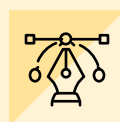
Full-Suite Marketing

Strategy, User experience, Branding, Content, Performance, Demand generation



On-Demand CMO

Driving consistent demand generation through high-value content marketing



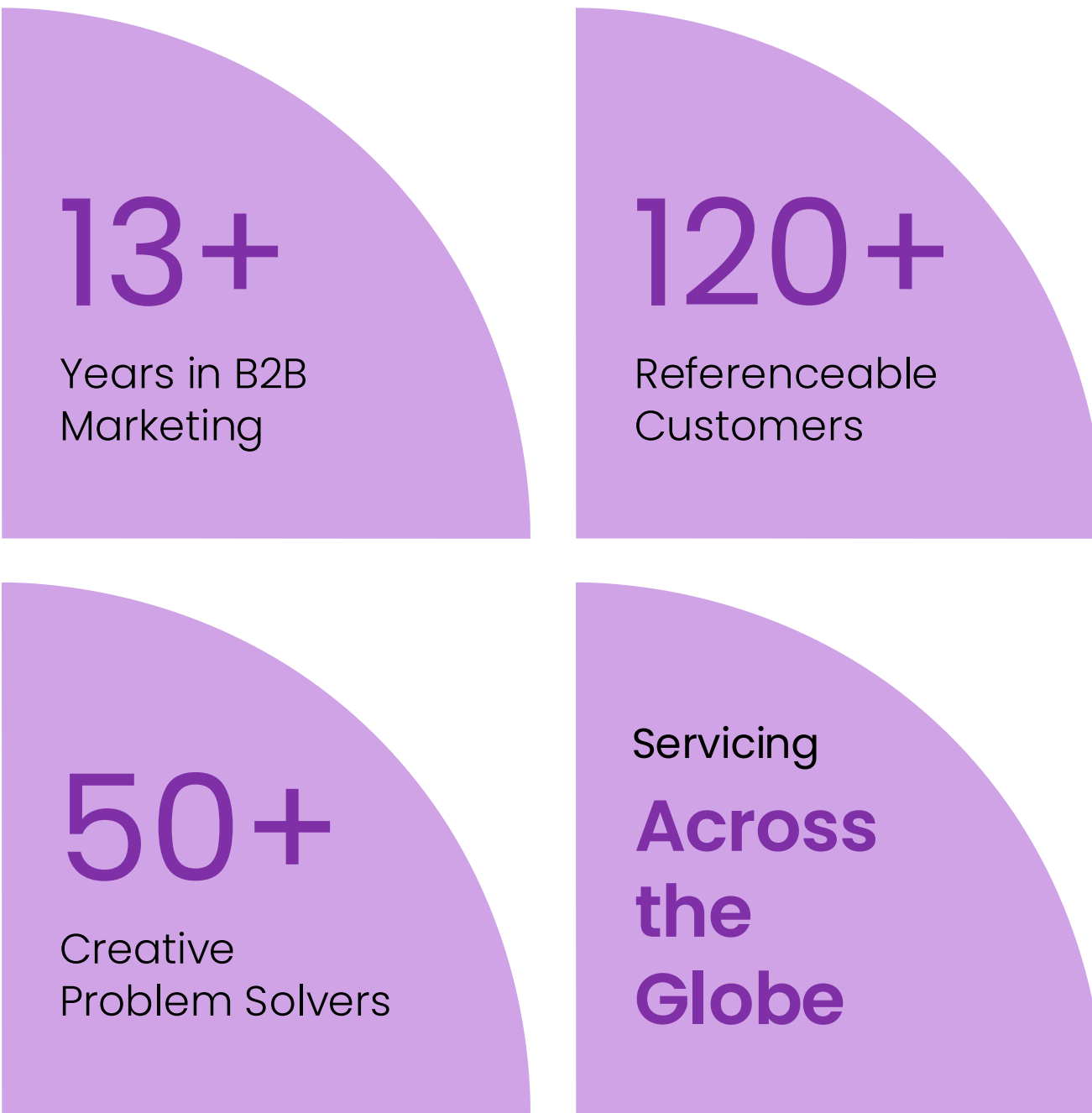
Crafted by storytellers

Impactful storytelling & visual communication



Delivering at speed & scale

AI-infused workflows, marketing frameworks; centralized for efficiencies



13+

Years in B2B
Marketing

120+

Referenceable
Customers

50+

Creative
Problem Solvers

Servicing
**Across
the
Globe**

Our Leaders



**Jayan
Narayanan**

CMD



**Reshma
Budhia**

CEO & CFO



**Bhaskar
Narayanan**

COO



**Nithyalakshmi
Radhakrishnan**

CXO



**Lavanya
Adhivarahan**

Business Head –
Products and Services



**Balakumar
Veeraputhiran**

Head of
Design Outcomes



**Kiran
Rajani**

Client Partner



**Shwetha Sree
Kannan**

AI Marketing Director



**Rachel
Sharma**

Customer Success Director
Boston, USA



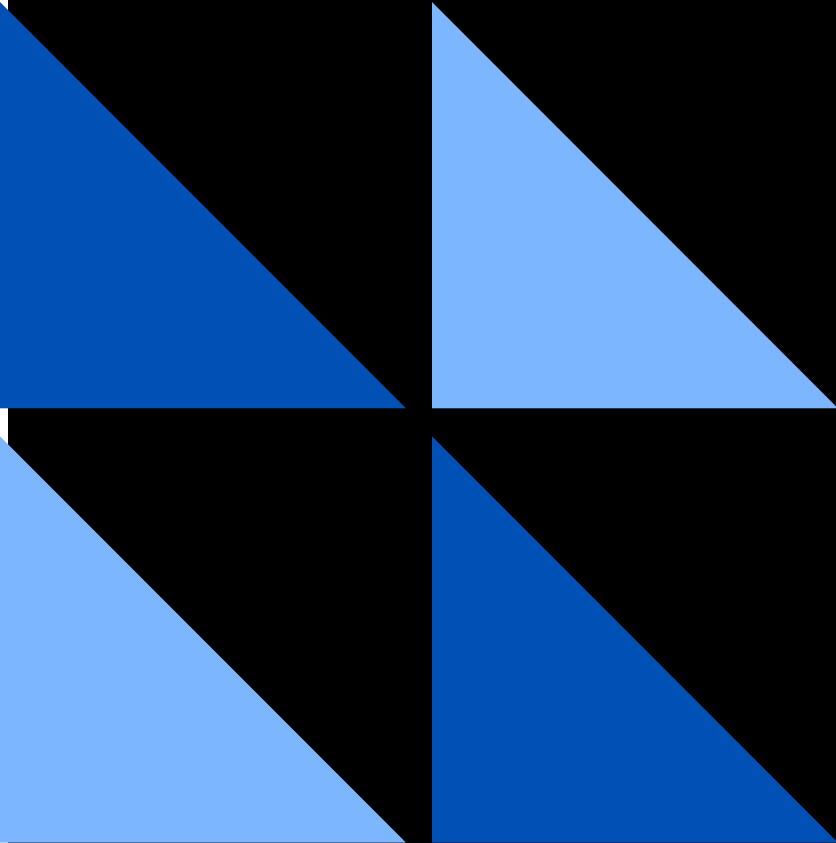
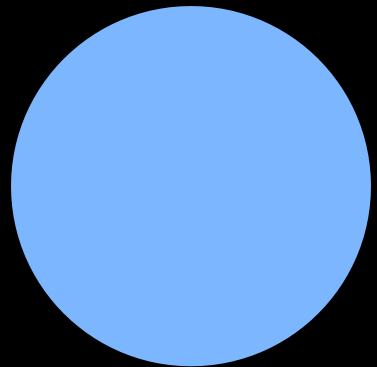
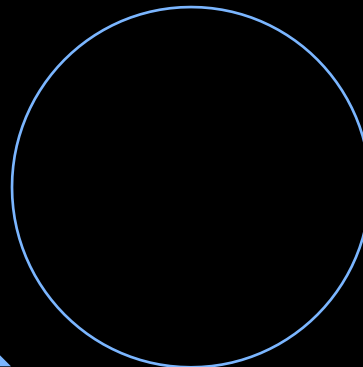
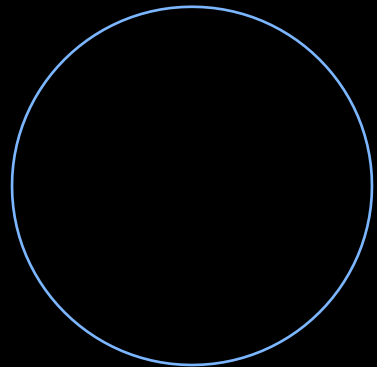
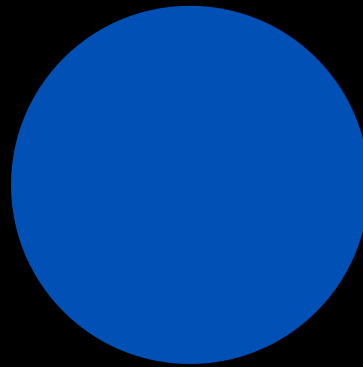
**Abhilash
Warriar**

Chief Growth Director

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Business Updates

2024-25



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Financial Highlights 2024-25



Operational Revenue

- Revenue Growth : 78% YoY Growth from FY24
- Revenue FY24 : Rs 4.86 Cr , FY 25 : Rs 8.65 Cr



EBITDA

- EBITDA Growth : 22% Growth from FY 24
- EBITDA : FY 24 : Rs 1.54 Cr , FY 25 : Rs 1.87 Cr



Profit After Tax

- PAT Growth : 15% Growth from FY 24
- PAT : FY24: Rs 1.10 Cr , FY25: Rs 1.26 Cr



Earnings per Share (EPS)

- EPS Growth : 3% Growth from FY24
- EPS : FY24 : Rs 7.93 Cr, FY25: Rs 8.17 Cr



Revenue per Employee (RPE)

- RPE Growth : 7% Growth from FY24
- RPE : FY24 : Rs 18.01 Lakhs, FY25: Rs 19.22. Lakhs

Financial Highlights



PnL Statement

Particulars	As on 31 Mar 2025	As on 31 Mar 2024
Income from Operations	884.22	495.53
Expenses	-715.94	-348.64
Profit before Tax	168.28	146.89
Tax Expenses	-42.77	-37.04
Profit/(Loss) for the period from continuing operations	125.51	109.85
Profit(Loss) for the Period	125.51	109.85
Earnings Per Share	8.17	7.93

Balance Sheet

Particulars	As on 31 Mar 2025	As on 31 Mar 2024
Equities & Liabilities		
Share Holder Funds	1298.31	445.85
Non-Current Liabilities	14.30	6.40
Current Liabilities	110.07	63.22
Total	1422.68	515.47
Assets		
Non-Current Assets	223.21	46.94
Current Assets	1199.47	468.53
Total	1422.68	515.47

Cashflow Statement

Particulars	As on 31 Mar 2025	As on 31 Mar 2024
Net Cash from operating activities	14.70	77.60
Net cash used in investing activities	-478.12	98.10
Net cash used in financing activities	726.95	-25.20
Net Increase in cash & cash equivalents	263.53	150.50
Cash & Cash equivalents at beginning of period	291.70	141.20
Cash & Cash equivalent at end of periods	555.23	291.70

Mervous :

Our Marketing Nervous System

Building the future of B2B Marketing with AI

Our AI-Led Product Suite:

Ray

The Knowledge Layer for Execution at Scale

Ray is our internal conversational AI engine, trained on approved client data and embedded with Toss the Coin's proprietary workflows and frameworks. It empowers our teams to retrieve institutional knowledge, campaign insights, and strategy guidance, instantly

Kath.ai

The Creative Engine for Internal Communication

Kath.ai goes beyond email generation. It's built to help HR teams 10X creativity and resonance in company-wide communications. By turning routine updates into engaging narratives, Kath.ai helps increase participation, connection, and culture-building across the workforce.



ETCH

Personal Branding AI for Visionary Leaders

ETCH helps CXOs and forward-thinking leaders grow their digital footprint and influence on LinkedIn. By combining insight-led storytelling and AI-powered drafting, it enables consistent, authentic, and strategic content that drives real business impact.



Strategic Digital Innovation Portfolio

- Executed strategic market entry through the development and launch of two proprietary digital solutions Kathai and Etch positioning the organization as a technology-enabled leader in workplace communication and executive brand management sectors
- Established competitive differentiation through AI-driven platforms that address critical enterprise pain points in internal communications and leadership visibility
- Deployed targeted go-to-market strategies focused on enterprise client segments with demonstrated ROI potential and scalable adoption pathways





- A comprehensive personal branding solution that captures the growing demand for executive thought leadership on professional networks, delivering measurable improvements in leadership visibility and influence metrics for C-suite clients.
- Established scalable subscription-based revenue models that provide predictable recurring income streams while delivering continuous value optimization for enterprise clients.
- Plans to enable this service with technology platform for scale and speed.

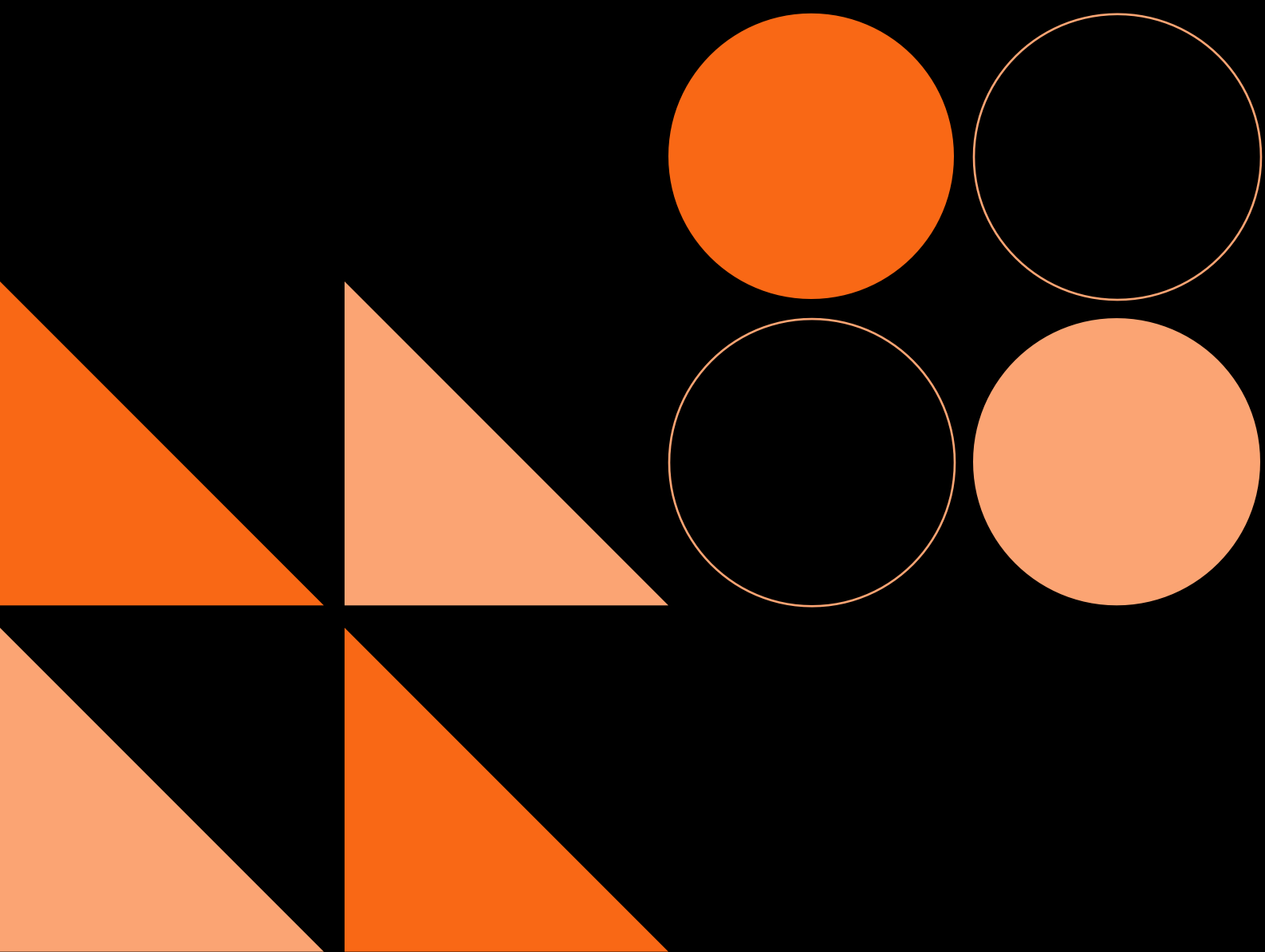
- A specialized AI-powered communication platform that addresses the growing HR technology market, enabling human resources professionals to craft creative content while maintaining organizational brand consistency and employee engagement metrics.
- Maintained full intellectual property ownership through in-house product leadership supervision capabilities, ensuring complete control over product roadmap, feature development, and competitive positioning.
- Modular architecture to support rapid feature expansion & customization
- Established foundation for platform ecosystem development that can accommodate additional AI-powered communication solutions and cross-selling opportunities within existing client base
- Currently piloting this with close network for user-generated feedback. Will build a revenue model around this in the coming quarter.



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The Road Ahead

2025-26



Road Ahead : 2025-26

On-Hand Revenue Visibility (USD) : 1.16 Million

The on-hand revenue visibility includes three large deals mentioned below.

- Fractional CMO & CMO Services for a Privately held data and analytics consulting firm in the US, that specializes in transforming businesses into data-driven enterprises. We also provide Employee Branding and Presentations services .
- Deal Value : USD 180,000 / annum

- CMO Services on a monthly retainer model for a technology services company in the US, specializing in managed IT & Cloud services, IT risk management .
- Deal Value : USD 126,000 / annum

- CMO Services on a quarterly retainer model for a technology services company in the US, specializing in IT services, Digital Transformation, AI, SAP & Cloud Solutions
- Deal Value : USD 96,000 / annum

Strategic Growth Initiative: Private Equity Portfolio Marketing Services

Private equity firms manage extensive portfolios of companies that consistently require sophisticated marketing support to drive growth and optimize their market positioning. We are exploring partnership with PE firms, thereby gaining access to multiple companies within each portfolio, creating a captive audience for our services and enabling us to scale our operations efficiently.

This initiative leverages several key strengths that differentiate our approach:

1. **Established Network Access:** Through our Board of Directors and Executive Advisors, we have cultivated direct relationships with decision-makers at prominent PE firms
2. **Value-Driven Positioning:** Our ability to deliver marketing services at scale allows us to offer compelling value propositions that benefit both the PE firms and their portfolio companies
3. **Scalable Service Model:** The portfolio approach enables us to standardize and optimize our service delivery while maintaining customization for individual client needs

Organisational Readiness For Scale

- **Client-Centric Excellence & Relationship Management**
Deepening partnerships, increasing client lifetime value, and institutionalizing client success frameworks.
- **Organisational Capacity & Human Capital**
Strengthening leadership bandwidth, team capabilities, and creating scalable systems and culture.
- **Strategic Investments & Organisational Excellence**
Technology upgrades, process improvement, governance, and infrastructure to support growth

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