PITCH DECK · MEET SAPPY

Every great transformation begins with a possibility.

The Spirit of Possibility



Sappy by PGC Digital — People. Possibility. Progress. · Sappy name and character: IP registration in progress

More than a mascot: the face of our shared ambition

Sappy is the hero mascot of PGC Digital, created to represent **intelligence, ambition, collaboration and progress**.

With a data-first mindset, AI-powered possibilities and SAP expertise at the core, he embodies our commitment to helping organisations turn challenges into opportunities.

People. Possibility. Progress.



Sappy's story in five chapters

1

The spark

In Bengaluru, a team asked: what if every hard enterprise problem came with a guide?

2

The suit

White for clarity, gold for ambition, and the "P" for People, Possibility, Progress.

3

The cape

Collaboration. A cape only flies with people, partners and customers moving together.

4

The powers

Data sight, AI spark, SAP core strength and a guide's voice for business users.

5

The flight

From India to the world: discover, plan, build, run, grow, with the customer.

What Sappy brings to every programme



Data sight

Sees the one record that matters



AI spark

Turns patterns into next steps



SAP core strength

Keeps the enterprise core clean and steady



Guide’s voice

Explains in plain words for business users

04 · FROM INDIA TO THE WORLD

Made in India. Built for the World.

Sappy represents our journey from Bengaluru to customers everywhere, connecting talent, businesses, innovation and enterprise technology.

Bengaluru HQ & delivery centre **Singapore subsidiary** **USA subsidiary**



Where we are going, and how

VISION

To become a globally trusted technology transformation partner, helping enterprises build intelligent, scalable and future-ready businesses.

MISSION

To combine enterprise technology, data, artificial intelligence and skilled talent to solve complex business challenges, deliver measurable outcomes and build long-term value for our clients, people and stakeholders.

Business users want answers and actions, not more menus



YESTERDAY

Navigate

Find the screen, the report, the right person.

→

TODAY

Ask

AI assistants answer in context and draft the next message.

→

NEXT

Delegate

Agents handle routine communication within rules; people decide.

The winners will make this safe and simple on top of the systems enterprises already run, starting with SAP.

From guide to trusted agent

LEVEL 1 · LIVE TODAY

Guide

Guided navigation on our website

LEVEL 2 · ROADMAP

Assist

Answers, RFP summaries, drafts; user sends

LEVEL 3 · ROADMAP

Co-pilot

Prepares actions in SAP, WhatsApp, email; one-tap approval

LEVEL 4 · VISION

Autonomous

Routine communication within guardrails; people own exceptions

Guardrails at every level: human ownership, audit trail, data stays in the customer's tenant, role-based access, escalation and a kill switch.

Levels 2–4 are roadmap, not shipped product.

One character across every touchpoint



- Website & Ask Sappy
- WhatsApp
- Email signature
- LinkedIn
- Sales & pitch decks
- RFP response
- Vision & scope
- Delivery portal
- **Support & service**

Same guide, same voice, same next step: customers never have to start the story again.

A decade of trust, a bolder tomorrow

Since 2016
Founded in Bengaluru; public limited company since July 2026

SAP at the core
SAP CX, S/4HANA and BTP, with Data & AI on top

Full value chain
Consulting, delivery, managed services and talent

Proven process
CMMI Level 3 and ISO 9001:2015

People first
Great Place to Work® Certified; Best Workplaces for Women 2024

Recognised growth
Millennium Brilliance Awards 2025, Fastest Growing IT Solutions Co. (Bengaluru)



And a character customers remember: **Sappy**, the face of how we work.

10 · THE ASK

Bring us your possibility

Partner with us on one process and one pilot: we guide, assist and then automate it, with your people in control.



Vinod Kumar Beli, Chairman and Managing Director

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OUR PROMISE · SAP

DATA FIRST. AI-POWERED. SAP AT THE CORE.

Talk to us

PGC DIGITAL

Enterprise Intelligence. Delivered.

SAP. DATA. AI. TALENT.

Since 2016, headquartered in Bengaluru, PGC Digital connects SAP, supply chain, finance and customer data into a governed enterprise foundation — turning it into trusted decisions, production-ready AI agents and business outcomes, powered by the talent to deliver and operate at scale.

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Hiring and payroll guides for the 8 countries listed above



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