

February 10, 2023

**Corporate Relationship Department**  
BSE Ltd.,  
Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai – 400 001

Dear Sir/Madam,

**Sub: Submission of the copy of Investor presentation under regulation 30 of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015.**

**Ref: BSE Scrip code: 540704 / NSE Symbol: MATRIMONY**

Pursuant to Regulation 30 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015, please find enclosed the copy of Investor presentation for the quarter & nine months ended December 31, 2022.

The aforesaid presentation is also being hosted on the website of the Company viz., [www.matrimony.com](http://www.matrimony.com).

Submitted for your information and records.

Thanking you

Yours faithfully,

For **Matrimony.com Limited**

**S.Vijayanand**  
**Company Secretary & Compliance Officer**  
**ACS: 18951**  
**No.94, TVH Beliciaa Towers, Tower II, 5<sup>th</sup> Floor,**  
**MRC Nagar, Raja Annamalaipuram**  
**Chennai – 600028**



Investor Presentation | February 2023



▶ Founded by Mr. Murugavel Janakiraman in the year 2000 as a community portal for Indians living and working abroad, and since then become the largest Indian matchmaking service.

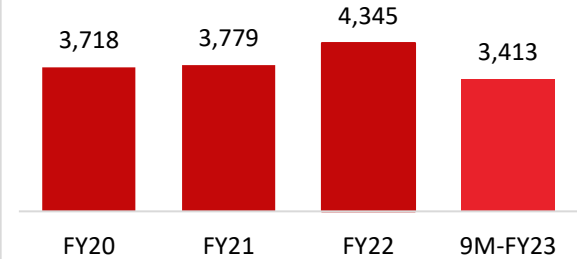
▶ Pioneer and leader in the Indian online matchmaking space.

▶ Providing diversified online matchmaking services both online and offline to cater to the unique requirements of Indian origin consumers like regional, community, and also tailor made services for the elite.

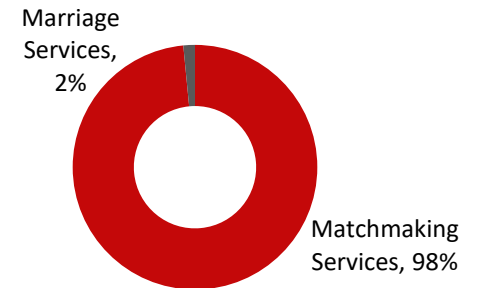
▶ Forward integrated into providing marriage services by aspiring to become a one stop shop for our customers in an asset light vendor platform for venue bookings, catering, decorations, etc.

▶ The market cap of the company as on 31<sup>st</sup> December 2022 ~ INR 12,993 Mn

## Consolidated Revenue Growth (INR Mn)



## Business Mix – 9M-FY23



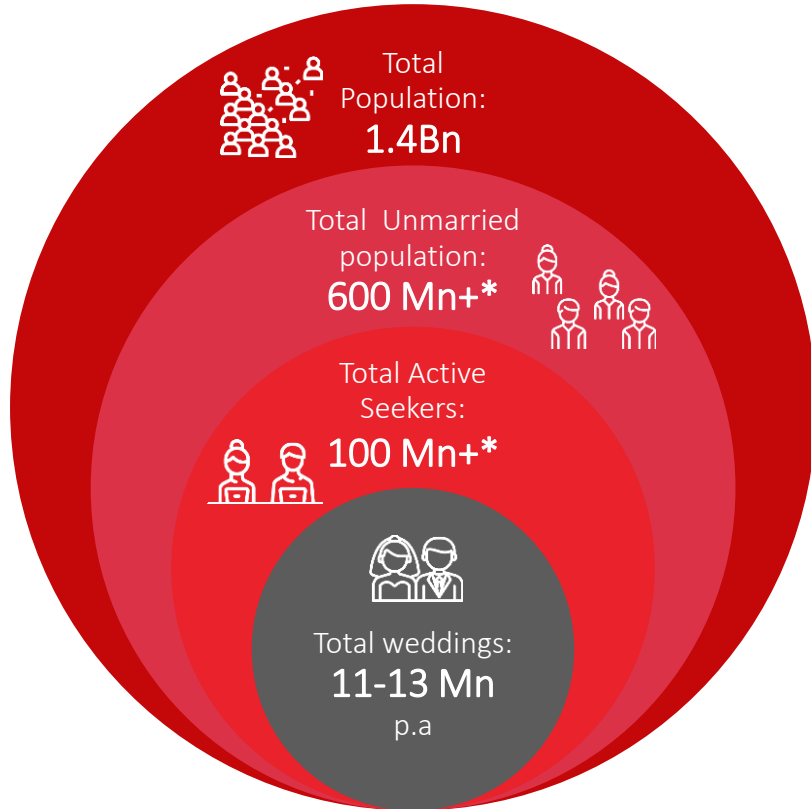


# Our Leadership Position

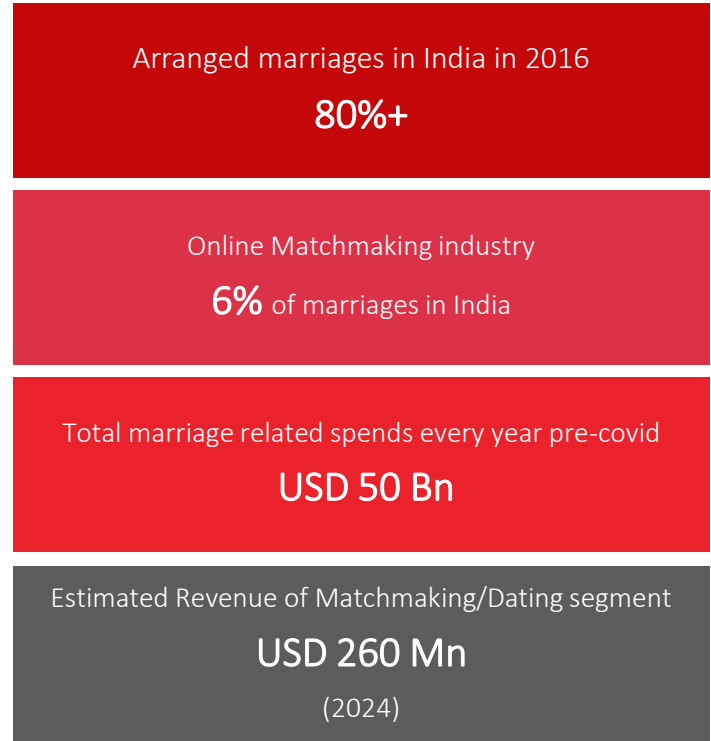




## Sector



## Country



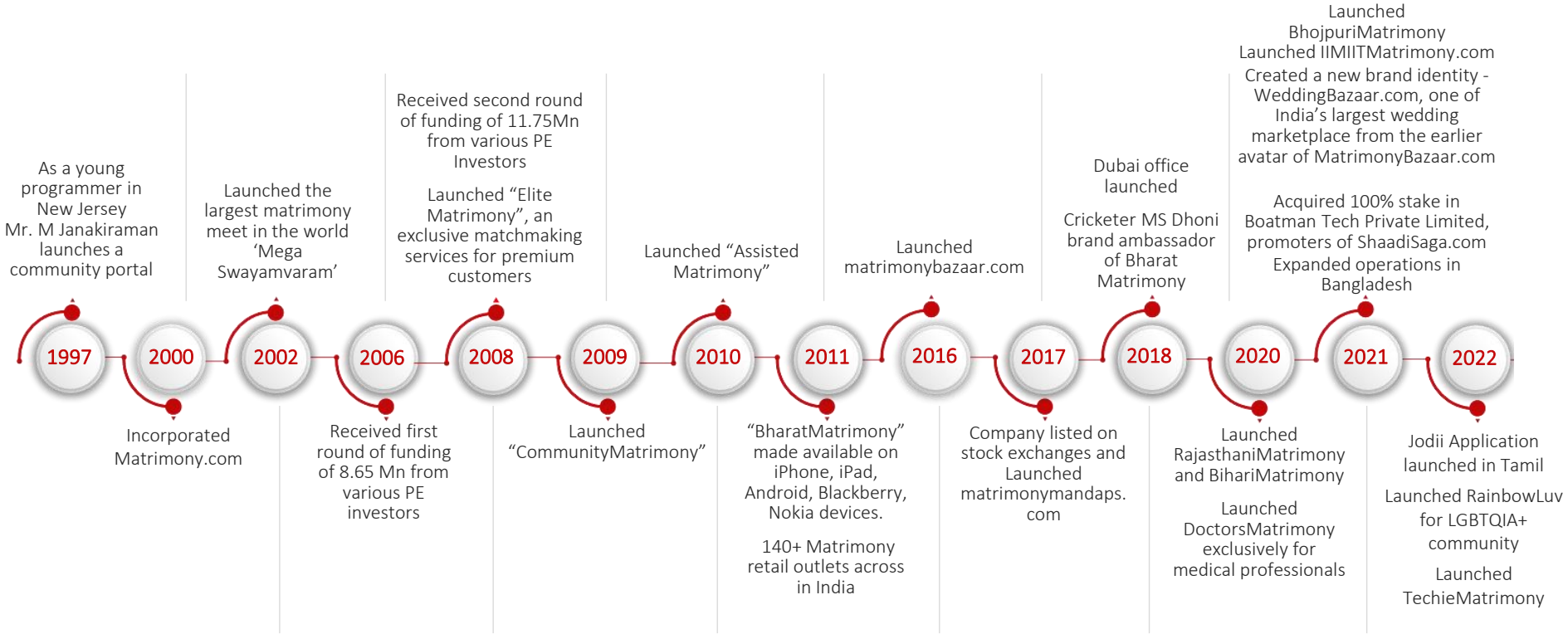
\* World Bank, Census, Medium.com, KPMG report, Indian Express, Statista, Company Sources

# COMPANY OVERVIEW





# Notable milestones over the last 22 years





**Murugavel**

**Janakiraman**

Chairman and  
Managing Director

Graduated in statistics from Presidency college, MCA from University of Madras

Worked as a software engineer and consultant in USA before starting Tamil Matrimony

Received an award of top 5 Asian Indian businessmen in USA by Asian Indian Chamber of Commerce, Business Icon of the year award by India Today, Nominated twice for the 'Entrepreneur of the year' award by Economic Times

**Deepa Murugavel – Non Executive Woman Director :** Holds a bachelor's degree of science in biochemistry (special) from Gujarat University and a master's degree in business administration from California Coast University. ● Associated with the company since 2006.

**Milind Sarwate – Non Executive Independent Director :** Holds a bachelor's degree in commerce from University of Bombay, and is a Chartered Accountant, Cost Accountant and Company Secretary. ● He is currently the Founder and CEO of Increate Value Advisors LLP, which is engaged in facilitating organisations and individuals to discover, develop and deliver business and social value.

**S M Sundaram – Additional Independent Director :** Mr. S. M. Sundaram is a Chartered Accountant, a Cost Accountant, a Company Secretary, a Chartered Financial Analyst and an MBA from IIM Ahmedabad, with several all-India ranks. ● He has about 33 years of professional experience, most of them in senior roles in Finance and Investment Management. He is currently a Partner & CFO at Creagis, an asset management platform for private equity investments for global endowments and institutional investors.

**Akila Krishnakumar – Additional Independent Director :** An alumnus of the Birla Institute of Technology and Sciences (BITS), Pilani. ● Has over 30 years of experience in software product development for financial services. Until 2013, Akila was President - Global Technology and Country Head for SunGard in India - a Fortune 500 company and global leader in financial services software Has won several awards and accolades was among the top 5 women leaders in the Indian technology industry for many years.

**C K Ranganathan – Non Executive Independent Director :** Holds a bachelor's degree in Chemistry ● Founder of Cavinkare Private Limited, a company engaged in the business of personal care, food, beverages, dairy and snacks ● Conferred the prestigious, Entrepreneur of the Year Award by Economic Times in 2004 ● Currently serves as an independent Non-Executive Director on several Boards such as EID Parry, TVS Logistics amongst others.

**George Zacharias – Non Executive Independent Director :** Holds a bachelor's degree of technology in chemical engineering and a post graduate diploma in business management from the Xavier Labour Relations Institute, Jamsedpur ● Earlier associated with the Company as Nominee Director of Yahoo! Netherlands B.V.

● Was also associated with Mindtree Ltd as Sr. Vice President.





# Awards & Accolades



Special jury mention for gender sensitivity (2013-2014) for a TVC (Bharat Matrimony-Career) at the National Laadli Media and Advertising Awards, 2015



Received Certificate of Excellence from NASSCOM for 'Innovative Application of Analytics for Business Solution, 2015'



BharatMatrimony Mobile App- Best app in the social category. Global mobile app summit and awards- July 2016 and July 2017



Bharatmatrimony.com awarded 'India's most trusted online matrimony' by Brand Trust Report India Study 2014



'Most used matrimonial search website' in the year 2013-14 by Juxt Consult



'Find Your Equal' campaign, award for 'Gender Sensitivity' at the International Advertising Association's IndIAA regional awards – July 2019



BharatMatrimony has been conferred with the prestigious 'Superbrand 2019' status by leading independent brand arbiter Superbrands India



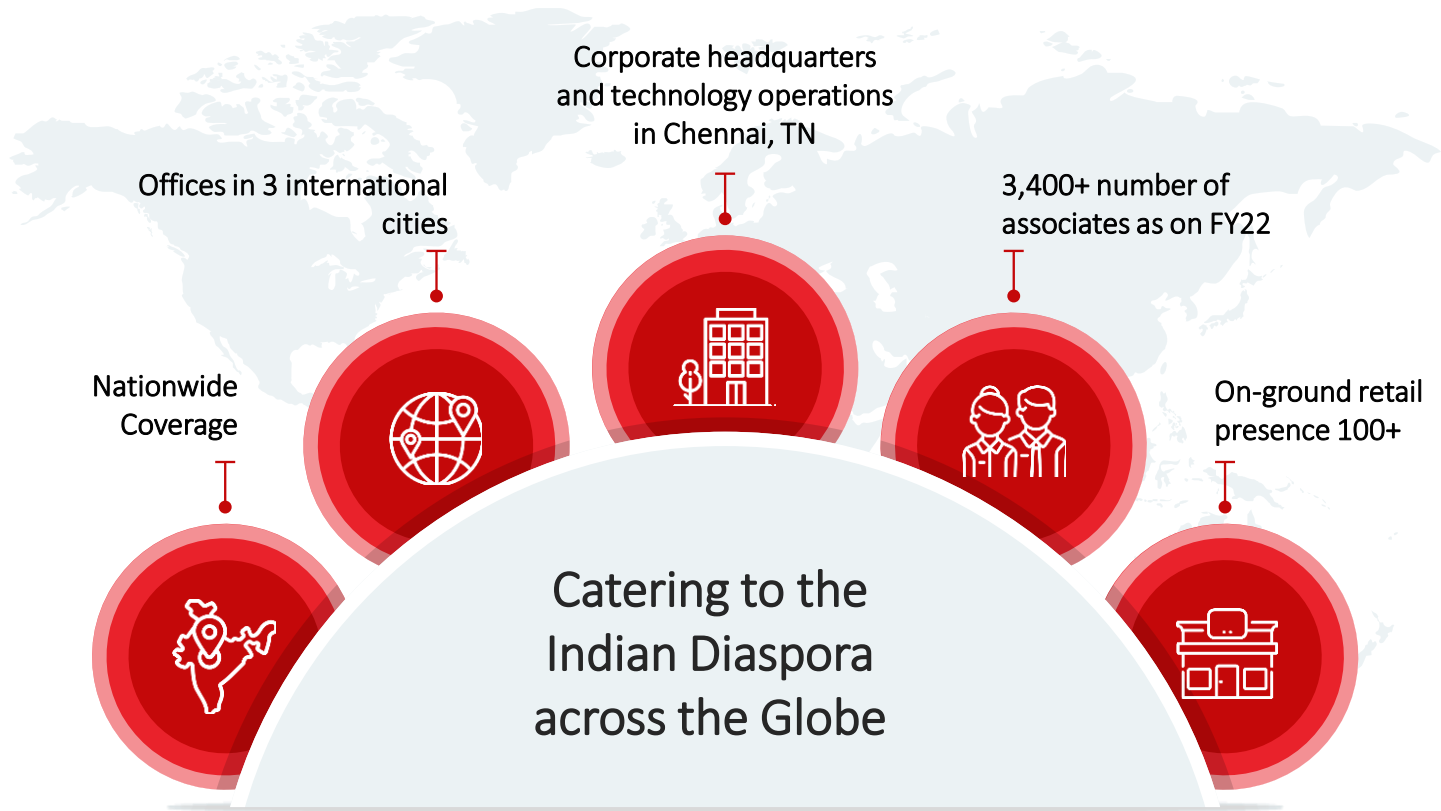
Matrimony.com featured in ET India growth champions list, 2020



Mr. Murugavel Janakiraman was featured in the Top Technology Leaders 2020 List by Exchange4Media's Impact Magazine.



Mr. Murugavel was also featured on the Cover page of Stimulus Magazine where he talks about, the journey of our company delivering 20 years of happy marriages



# BUSINESS OVERVIEW





▶ Matrimony.com has the largest number of matchmaking online platforms to suit a person's choice and preference

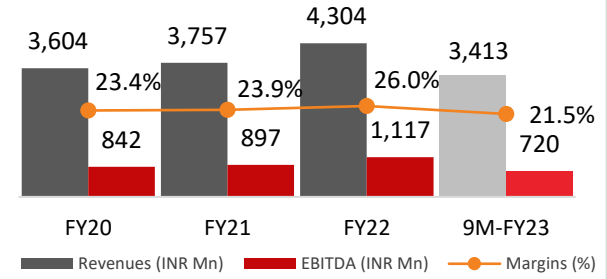
▶ Differentiates itself from other players in India by following a micro-market strategy, offering a range of targeted and customized products and services that are tailored to meet the requirements of customers

▶ Dominant market share in Southern India

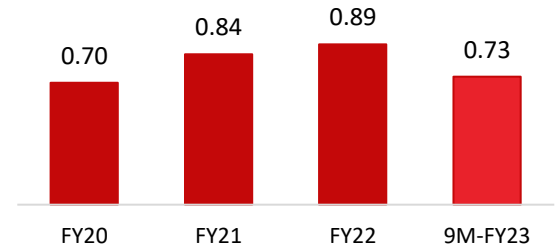
▶ Pioneer in Community based, Assisted and Elite Matrimony services

▶ Pioneer in Jodii which is launched in Tamil and 9 other vernacular languages

## Matchmaking Performance



## Paid Subscription (in Mn)



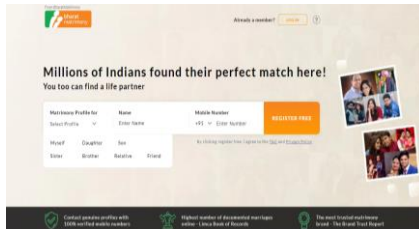


Launched in the year 2000, BharatMatrimony is the flagship brand of Matrimony.com

Comprises a network of 17 different regional portals based on varied regions such as TamilMatrimony, KeralaMatrimony, TeluguMatrimony, BengaliMatrimony, HindiMatrimony, etc.

### Key features

- 17 Regional sites
- Flexible subscription packages for 3,6 & 12 months



### Key features

- 300+ Community sites
- Flexible subscription packages for 3,6 & 12 months

95% of Indians get married within their own community\*

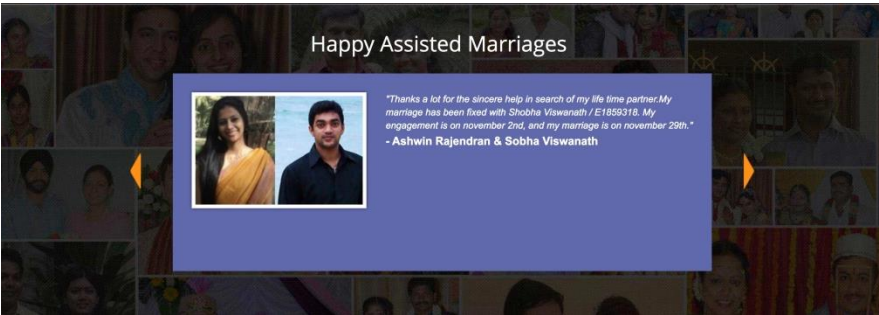
CommunityMatrimony.com is an exclusive matrimony platform consisting of over 300 different community websites

It has been further sub-divided into categories like ChristianMatrimony, MuslimMatrimony, SikhMatrimony, JainMatrimony, AgarwalMatrimony, YadavMatrimony, MarathaMatrimony, etc. Added IIMIITMatrimony.com and DoctorsMatrimony services.



Assisted Matrimony – Matrimony.com also provides value added services for the users who are busy and need assistance in matchmaking.

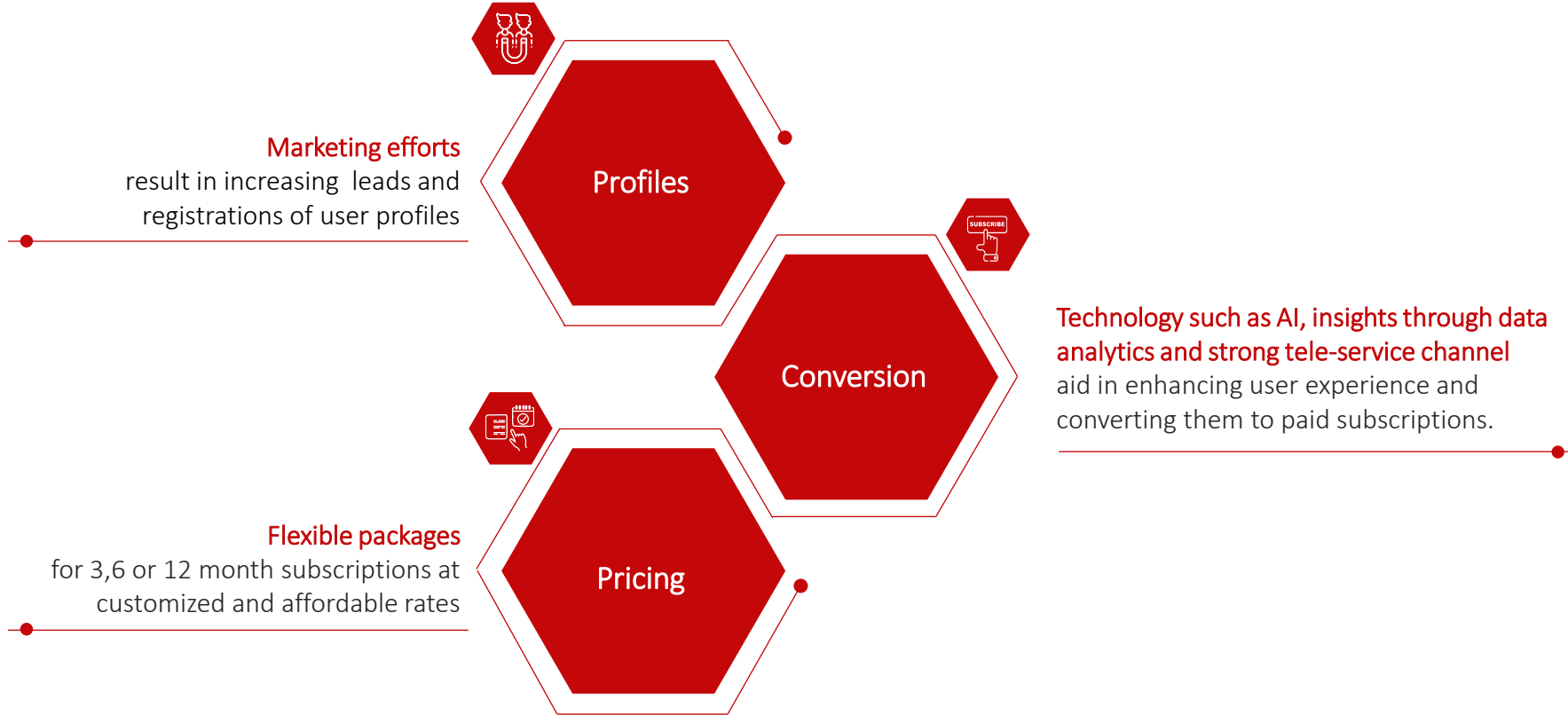
Involves matchmaking services supported by relationship managers who provide personalized assistance to subscribed users. Relationship managers contact the prospects on behalf of the customer after taking the customer's consent and facilitate communication and meetings based on mutual interest.

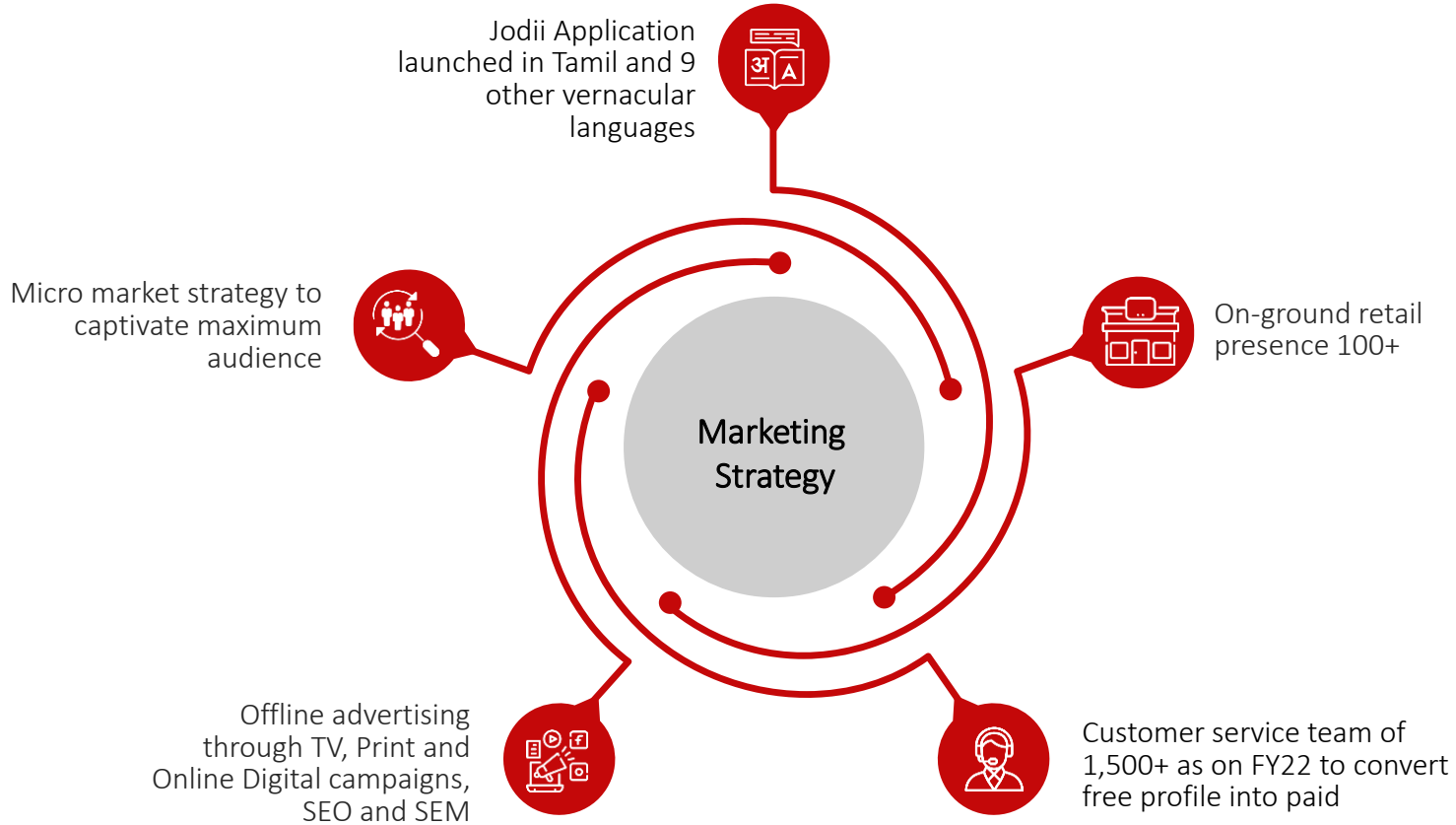


- From BharatMatrimony

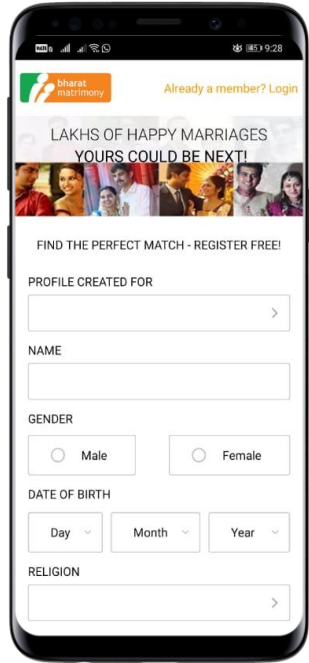


Elite Matrimony – A personalized matchmaking service for the affluent.









## Culture of Innovation



Providing seamless and superior experience at all touch points



Innovating the product consistently based on customer preferences and behavior



Continuously enhancing the user experience by live testing with customers



Investing in Big data platform and analytical database to get insights helping in strategic decision



Adapting to changes in technology such as AI to improve partner search experience, calling campaigns, productivity



## Great Outcomes



Multiple methods to find a match : emails, Telephone, SMS



Multiple platforms to operate : Mobile site, Mobile App, Website



24\*7 customer service support to find a relevant match



Phone call verification and trust badge for more authenticated profile listings



Secure connect : facilitating safe use for women



TamilMatrimony

## Love bloomed through WhatsApp for Ishwarya & Arun

A loving family member, friend, or even a co-worker can register on the site to help a person find their partner.



“My sister registered my profile on the site and showed me Arun’s profile. When I went through it, I really liked it because he was very frank about himself and what he is looking for.”

BengaliMatrimony

## Atreyee and Shounak - “I found Shounak in 15 days”, says Atreyee

Placing a premium on value systems



“I found Shounak within 15 days of my registration on BharatMatrimony and within a month, everything was fixed. It was indeed quick. What attracted me the most was that family was his priority.”

KeralaMatrimony

## Rakhee and Vineeth - A Tale of Long Distance Love



“Mere distance does not have the power to shatter unconditional love. Long distance love also works when you truly love someone.”

OriyaMatrimony

## Saswatee and Ramakanta – “I found Ramakanta in just 4 days”



“I found my life partner here in four days. The site gives you region specific profiles to look through. many of my own family members have had happy and successful marriages through BharatMatrimony.”



Complementing the online matchmaking business by providing customers a one stop shop asset light vendor platform for marriage services



## WeddingBazaar

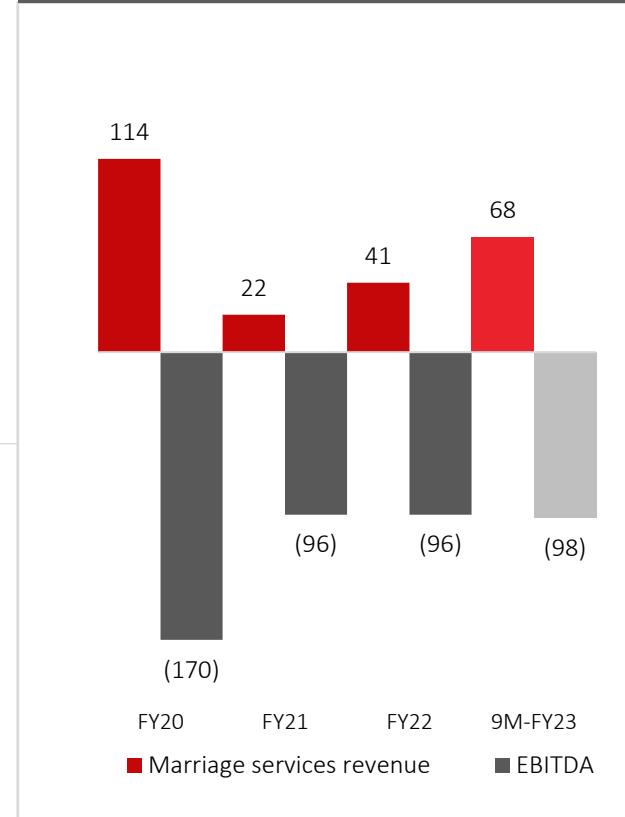
Online marketplace providing wedding-related services whereby 75,000 vendors, catering and decoration, etc. are listed, more than 18,000 weddings planned.

**mandap.com**  
from BharatMatrimony

## Mandap

A wedding venue booking platform with more than 25,000 mandaps, banquet halls, convention halls, etc.

Marriage Services Performance (INR Mn)



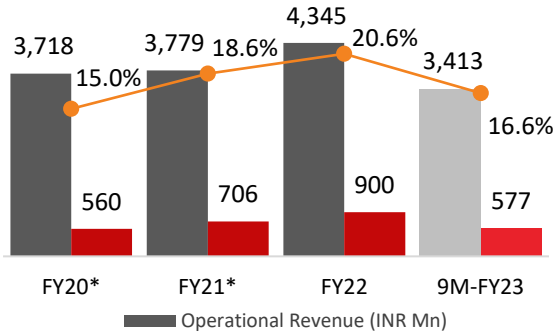
\* Restated as per IndAS 116

# FINANCIAL OVERVIEW

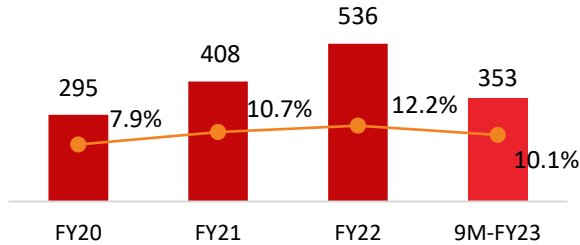




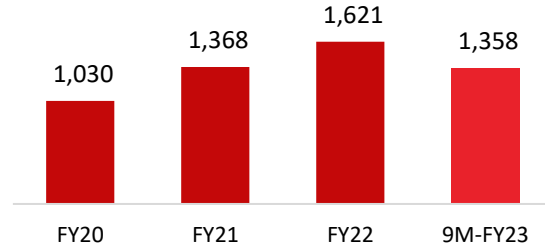
## Consolidated Performance



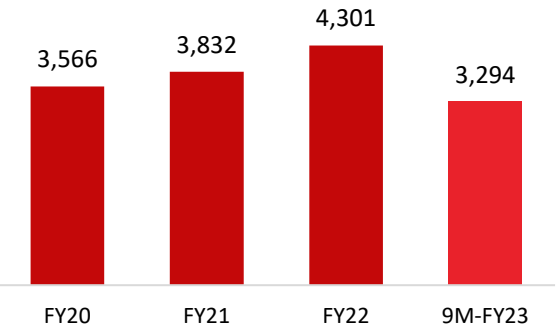
## Net Profit (INR Mn) and PAT Margins (%)



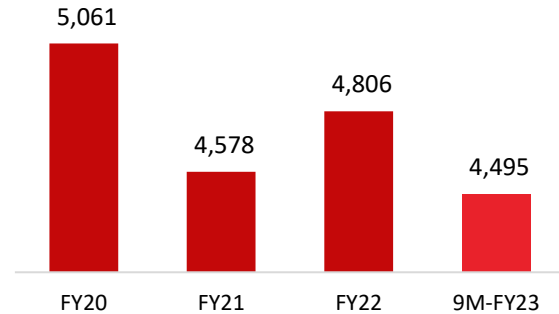
## Marketing Expense (INR Mn)



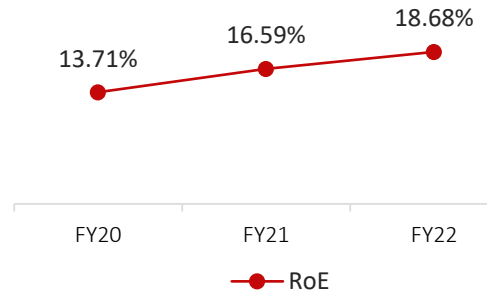
## Matchmaking Billings (INR Mn)



## ATV (INR)



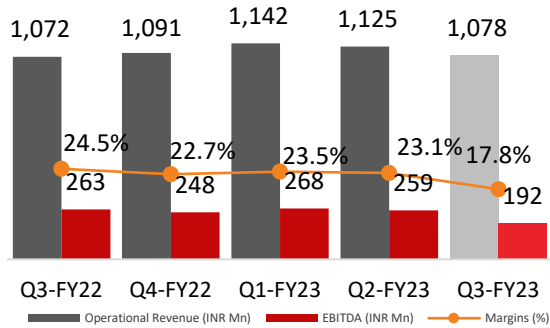
## RoE (%)



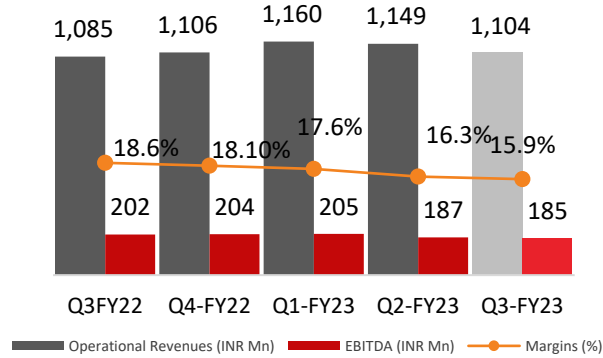
\* Restated as per IndAS 116  
matrimony.com



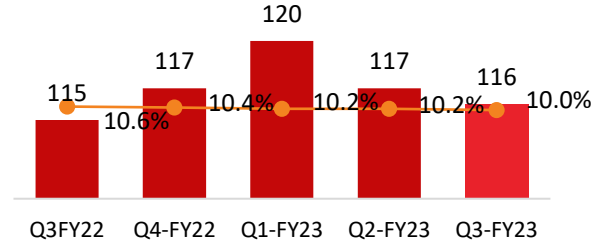
## Matchmaking Performance



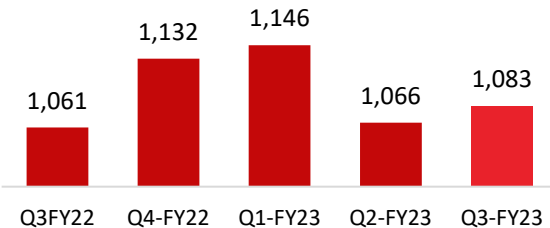
## Consolidated Performance



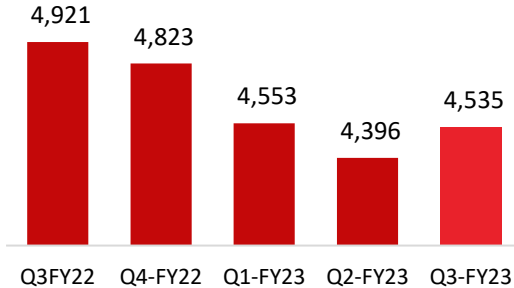
## Net Profit (INR Mn) and PAT Margins (%)



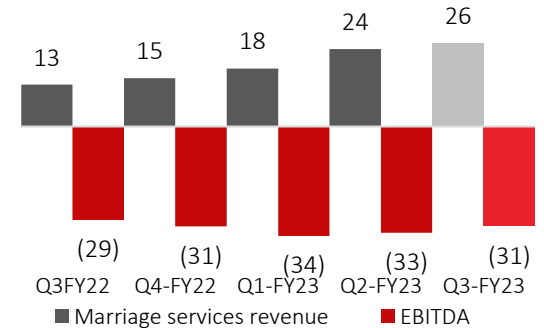
## Matchmaking Billings (INR Mn)



## Matchmaking ATV (INR)



## Marriage Services Performance (INR Mn)





Consolidated Billings

**INR 1,114 Mn**

Revenues

**INR 1,104 Mn**

Consolidated Billings were INR 1,114 Mn which is a 2.1% Q-Q and 3.8% Y-O-Y growth.

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Matchmaking Billings

**INR 1,083 Mn**

Revenues

**INR 1,078 Mn**

Added 0.24 Mn paid subscriptions during the quarter (growth of 10.7% Y-O-Y).

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**0.24 Mn**

paid Subscriptions

20,678 success stories in Q3

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Average transaction value for the matchmaking  
business

**4,535 INR**

Return on capital employed annualized for the quarter is at 18.4%.

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**20,678 success stories created**

Other income includes profit on sale of land INR 58.1 Mn



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*Forward-looking statements involve known and unknown risks, uncertainties and other factors, which may cause the actual results, financial condition, performance or achievements of the Company or industry results to differ materially from the results, financial condition, performance or achievements expressed or implied by such forward-looking statements, including future changes or developments in the Company's business, its competitive environment and political, economic, legal and social conditions. Further, past performance is not necessarily indicative of future results. Given these risks, uncertainties and other factors, viewers of this presentation are cautioned not to place undue reliance on these forward-looking statements. The Company disclaims any obligation to update these forward-looking statements to reflect future events or developments.*

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**For further information please contact our Investor Relations Representatives:**



**Valorem Advisors**  
**Mr. Anuj Sonpal, CEO**

Tel: +91-22-49039500

Email: [matrimony@valoremadvisors.com](mailto:matrimony@valoremadvisors.com)



ANNEXURE





# Quarterly Consolidated Financial Performance

Particulars (INR Mn)	Q3-FY23	Q3-FY22	Y-o-Y	Q2-FY23	Q-o-Q
Revenues	1,104	1,085	1.8%	1,149	(3.9)%
Total Expenses*	919	883	4.1%	962	(4.5)%
EBITDA	185	202	(8.4)%	187	(1.1)%
<i>EBITDA Margin (%)</i>	<i>15.9%</i>	<i>18.6%</i>	<i>(270) Bps</i>	<i>16.3%</i>	<i>(40) Bps</i>
Depreciation	74	69	7.2%	77	(3.9)%
Finance Cost	15	14	7.1%	15	NA
Finance Income	40	38	5.3%	41	(2.4)%
Share of Profit/(loss) of associate	(0)	(2)	NA	1	NA
PBT	136	155	(12.3)%	137	(0.7)%
Tax	20	40	(50.0)%	20	NA
Profit After Tax	116	115	0.9%	117	(0.9)%
<i>PAT Margin (%)</i>	<i>10.0%</i>	<i>10.6%</i>	<i>(60) Bps</i>	<i>10.2%</i>	<i>(20) Bps</i>
Diluted EPS	5.21	5.01	4.0%	5.16	1.0%

\*Operational income adjusted with total expenses to calculate EBITDA. Q3-FY23 EBITDA includes INR 58 Mn profit on sale of land.



# YTD Consolidated Income Statement

Particulars (INR Mn)	9M-FY23	9M-FY22	Y-o-Y
Revenues	3,413	3,239	5.4%
Total Expenses*	2,836	2,543	11.5%
<b>EBITDA</b>	<b>577</b>	<b>696</b>	<b>(17.1)%</b>
<b>EBITDA Margin (%)</b>	<b>16.6%</b>	<b>21.4%</b>	<b>(480) Bps</b>
Depreciation	227	200	13.5%
Finance Cost	45	40	12.5%
Finance Income	120	110	9.1%
Share of Profit/(loss) of associate	(1)	(6)	(83.3)%
<b>PBT</b>	<b>424</b>	<b>560</b>	<b>(24.3)%</b>
Tax	71	141	(49.6)%
<b>Profit After Tax</b>	<b>353</b>	<b>419</b>	<b>(15.8)%</b>
<b>PAT Margin (%)</b>	<b>10.1%</b>	<b>12.9%</b>	<b>(280) Bps</b>
Diluted EPS	15.59	18.28	(14.7)%

\*Operational income adjusted with total expenses to calculate EBITDA. 9M-FY23 EBITDA includes INR 58 Mn profit on sale of land.



# Historical Consolidated Income Statement

Particulars (INR Mn)	FY20#	FY21#	FY22#	9M-FY23#
Revenues	3,718	3,779	4,345	3,413
Total Expenses*	3,158	3,073	3,445	2,836
<b>EBITDA</b>	<b>560</b>	<b>706</b>	<b>900</b>	<b>577</b>
<b>EBITDA Margin (%)</b>	<b>15.0%</b>	<b>18.6%</b>	<b>20.6%</b>	<b>16.6%</b>
Depreciation	280	259	269	227
Finance Cost	52	48	54	45
Finance Income	163	144	150	120
Share of Profit/(loss) of associate	(1)	(6)	(8)	(1)
<b>PBT</b>	<b>390</b>	<b>537</b>	<b>719</b>	<b>424</b>
Tax	95	129	183	71
<b>Profit After Tax</b>	<b>295</b>	<b>408</b>	<b>536</b>	<b>353</b>
<b>PAT Margin (%)</b>	<b>7.9%</b>	<b>10.7%</b>	<b>12.2%</b>	<b>10.1%</b>
Diluted EPS	12.95	17.88	23.39	15.59

# As per IndAS 116

\*Operational income adjusted with total expenses to calculate EBITDA. 9M-FY23 EBITDA includes INR 58 Mn profit on sale of land.

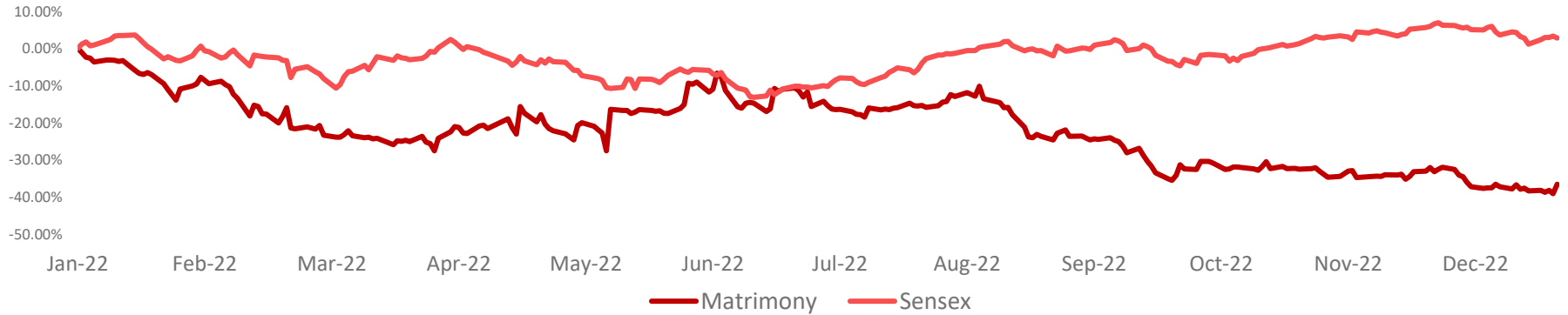


# Historical Consolidated Balance Sheet

Particulars (INR Mn)	FY21	FY22	H1-FY23	Particulars (INR Mn)	FY21	FY22	H1-FY23
<b>EQUITY AND LIABILITIES</b>				<b>ASSETS</b>			
<b>EQUITY</b>				<b>Non-Current Assets</b>			
Share Capital	114	114	111	Property, Plant & Equipment	703	220	206
Other Equity	2,519	2,989	2,183	Rights of use assets	535	631	667
<b>Total Equity</b>	<b>2,633</b>	<b>3,103</b>	<b>2,294</b>	Intangible Assets	29	63	60
				Goodwill	-	87	87
				Investment in associate	55	47	47
<b>Non Current Liabilities</b>				<b>Financial Assets</b>			
Lease liabilities	479	562	584	Security Deposits	60	76	74
Deferred Tax Liabilities (Net)	-	10	9	Bank Balances other than Cash and Cash equivalents	-	20	-
<b>Sub Total Non Current Liabilities</b>	<b>479</b>	<b>572</b>	<b>592</b>	Investments	-	190	217
				Loans to Associate	-	-	4
				Deferred tax assets (Net)	20	19	51
<b>Current Liabilities</b>				Income tax assets (Net)	35	36	36
Financial liabilities				Other Non-current assets	25	39	24
1.Trade payables	386	511	482	<b>Sub Total Non Current Assets</b>	<b>1,462</b>	<b>1,428</b>	<b>1,472</b>
2. Other payables	1	1	0	<b>Current Assets</b>			
3. Lease liabilities	118	132	155	<b>Financial Assets</b>			
Other current liabilities	839	831	823	1.Security Deposits	41	23	20
Provisions	68	72	87	2.Cash and Cash Equivalents	90	95	80
Liabilities for current tax (Net)	3	-	7	3.Bank Balances other than Cash and Cash equivalents	1,909	2,173	2,199
<b>Sub Total Liabilities</b>	<b>1,415</b>	<b>1,547</b>	<b>1,554</b>	4.Investments	850	860	25
				5.Trade Receivables	75	80	78
				7. Loan to Associate	-	6	2
				8.Other financial assets	57	62	63
				Other current assets	43	60	64
				Assets held for Sale	-	436	436
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>4,527</b>	<b>5,222</b>	<b>4,440</b>	<b>Sub Total Current Assets</b>	<b>3,065</b>	<b>3,794</b>	<b>2,968</b>
				<b>TOTAL ASSETS</b>	<b>4,527</b>	<b>5,222</b>	<b>4,440</b>



## 1 Year Stock Market Performance (as on 31<sup>st</sup> December, 2022)



## Price Data (as on 31<sup>st</sup> December, 2022)

Face Value (INR)	5.0
Market Price (INR)	583.8
52 Week H/L (INR)	934.9/556.8
Market Cap (INR Mn)	12,992.7
Equity Shares Outstanding (Mn)	22.3
1 Year Avg. Trading Volume ('000)	28.8

## Shareholding Pattern (as on 31<sup>st</sup> December, 2022)

