

August 12, 2022

National Stock Exchange of India Ltd Exchange Plaza, 5th Floor Plot No: C/1, G Block Bandra Kurla Complex, Bandra (E) Mumbai – 400 051	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 ended June 30, 2022.

The aforesaid presentation is also being hosted on the website of the Company viz., 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, 5th Floor,
MRC Nagar, Raja Annamalaipuram
Chennai – 600028



Investor Presentation | August 2022



▶ 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.

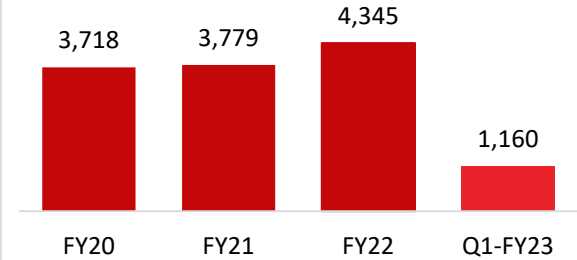
▶ Pioneer and leader in the Indian online matchmaking space.

▶ 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.

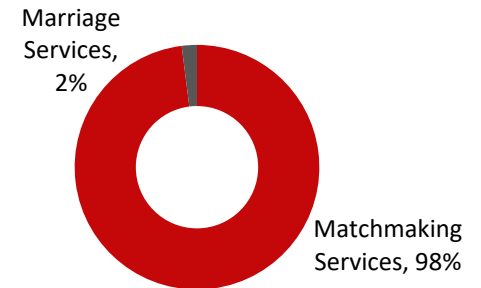
▶ Forward integrated into providing marriage services by aspiring to become a one stop shop for our customers in an asset light vendor platform for venue bookings, catering, decorations, etc.

▶ The market cap of the company as on 30th June 2022 ~ INR 18,609 Mn

Consolidated Revenue Growth (INR Mn)



Business Mix –Q1FY23



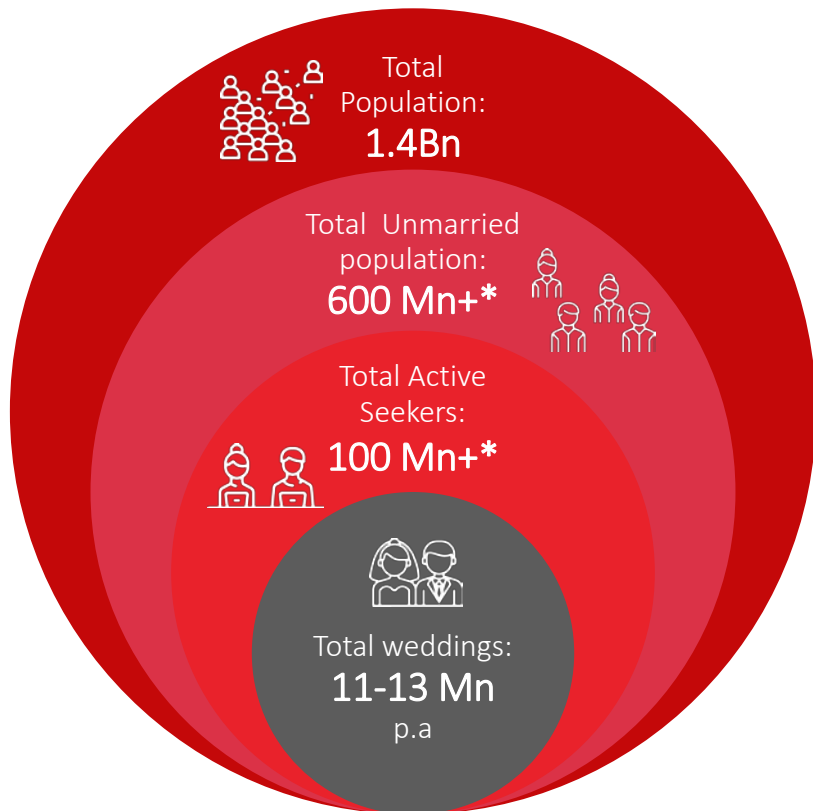


Our Leadership Position





Sector



Country

Arranged marriages in India in 2016

80%+

Online Matchmaking industry

6% of marriages in India

Total marriage related spends every year pre-covid

USD 50 Bn

Estimated Revenue of Matchmaking/Dating segment

USD 260 Mn

(2024)

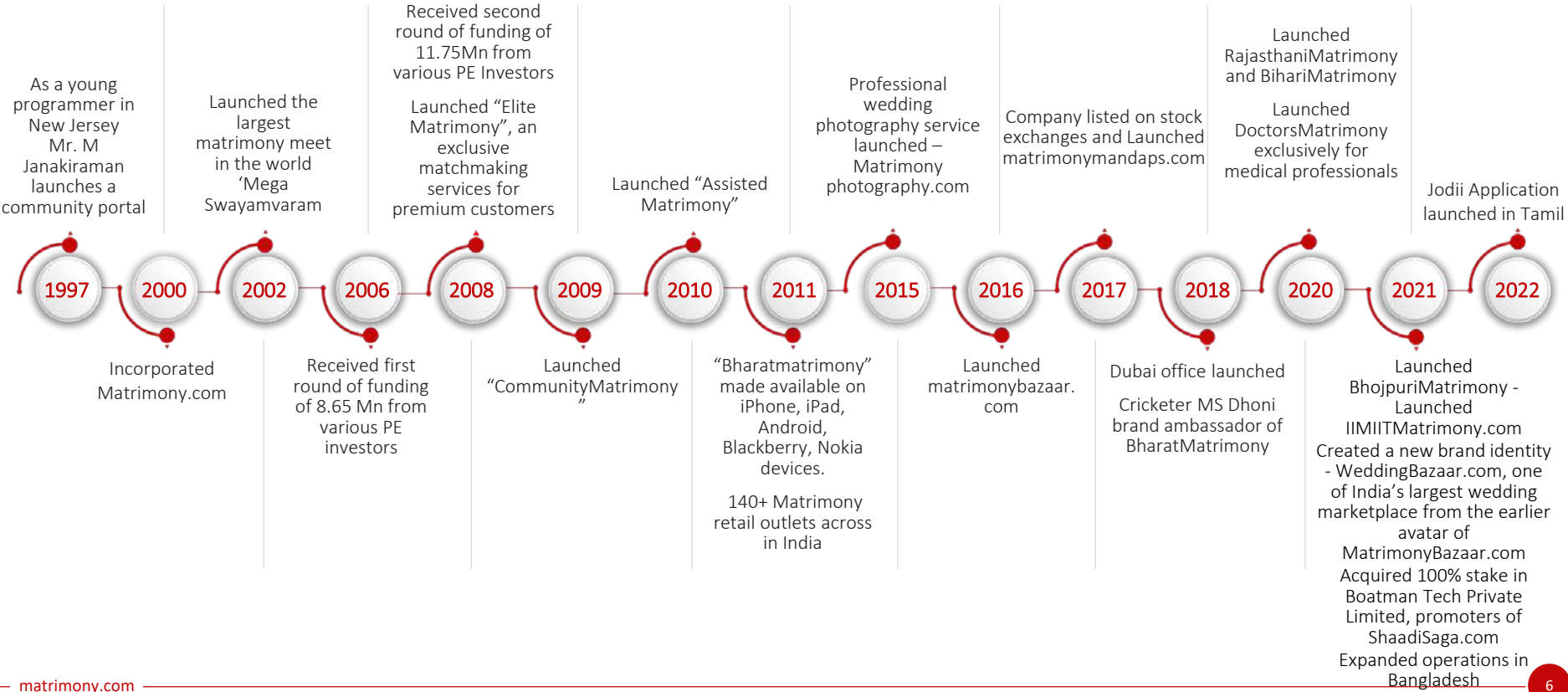
* World Bank, Census, Medium.com, KPMG report, Indian Express, Statista, Company Sources

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

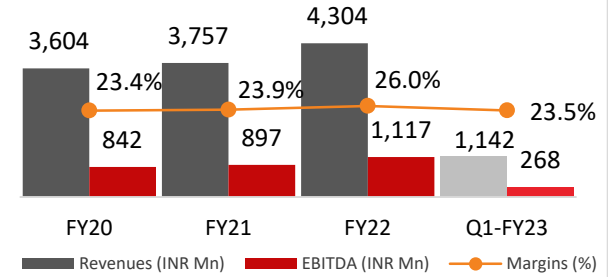
▶ Differentiates itself from other players in India by following a micro-market strategy, offering a range of targeted and customized products and services that are tailored to meet the requirements of customers

▶ Dominant market share in Southern India

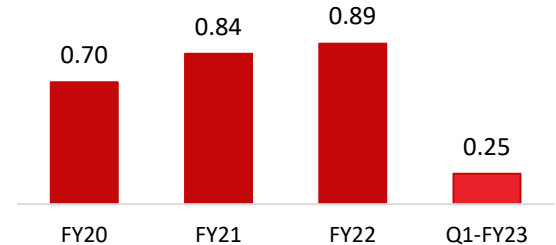
▶ Pioneer in Community based, Assisted and Elite Matrimony services

▶ Pioneer in Jodii which is launched in Tamil and 10 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*

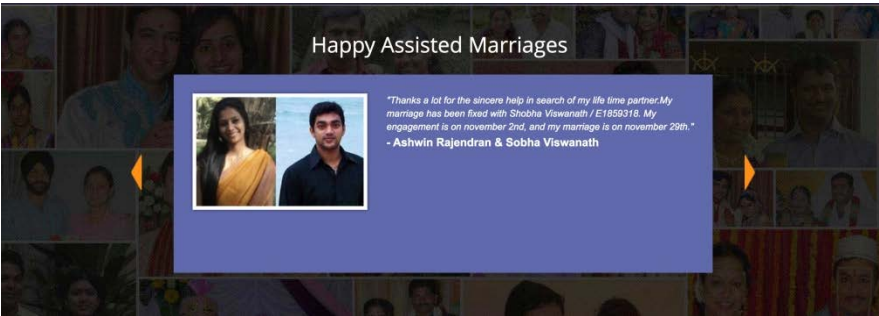
CommunityMatrimony.com is an exclusive matrimony platform consisting of over 300 different community websites

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

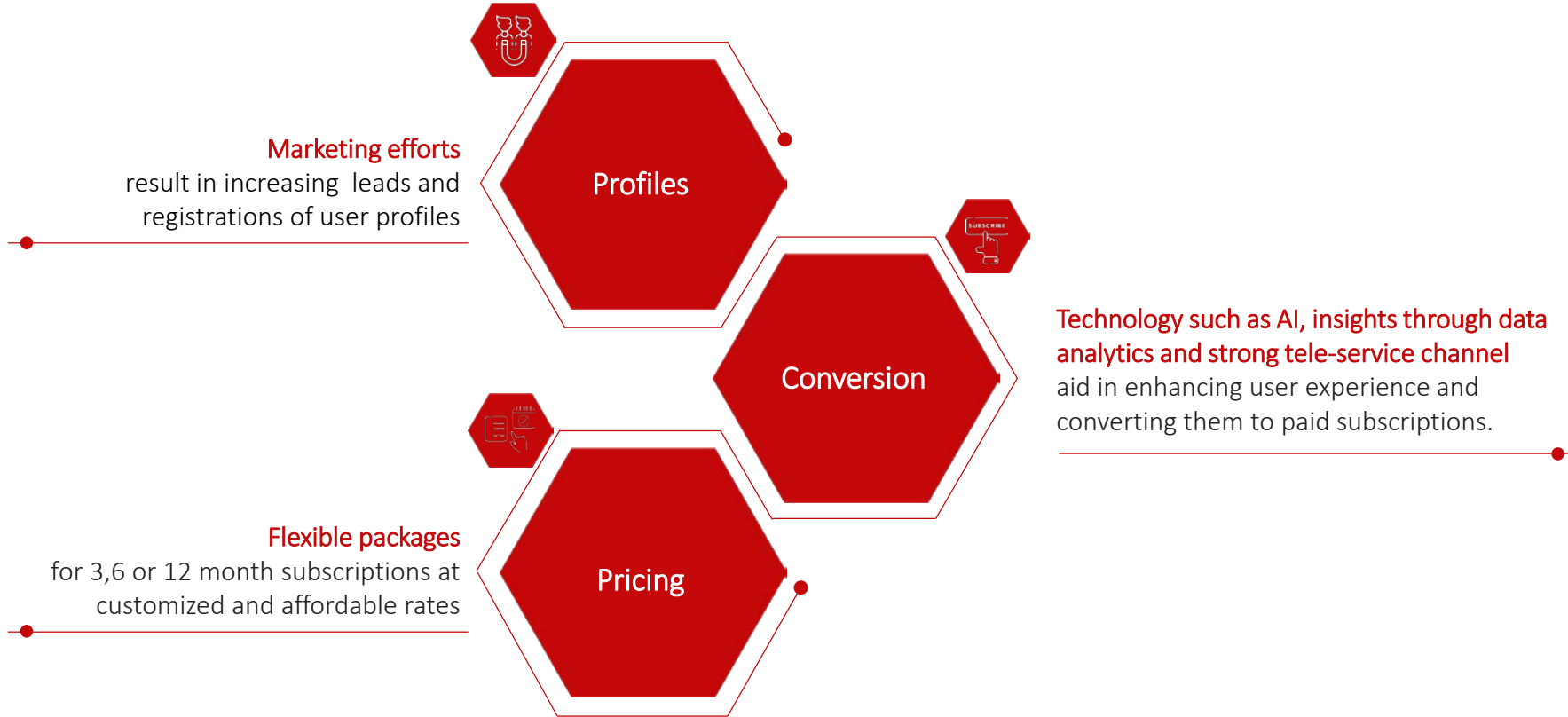


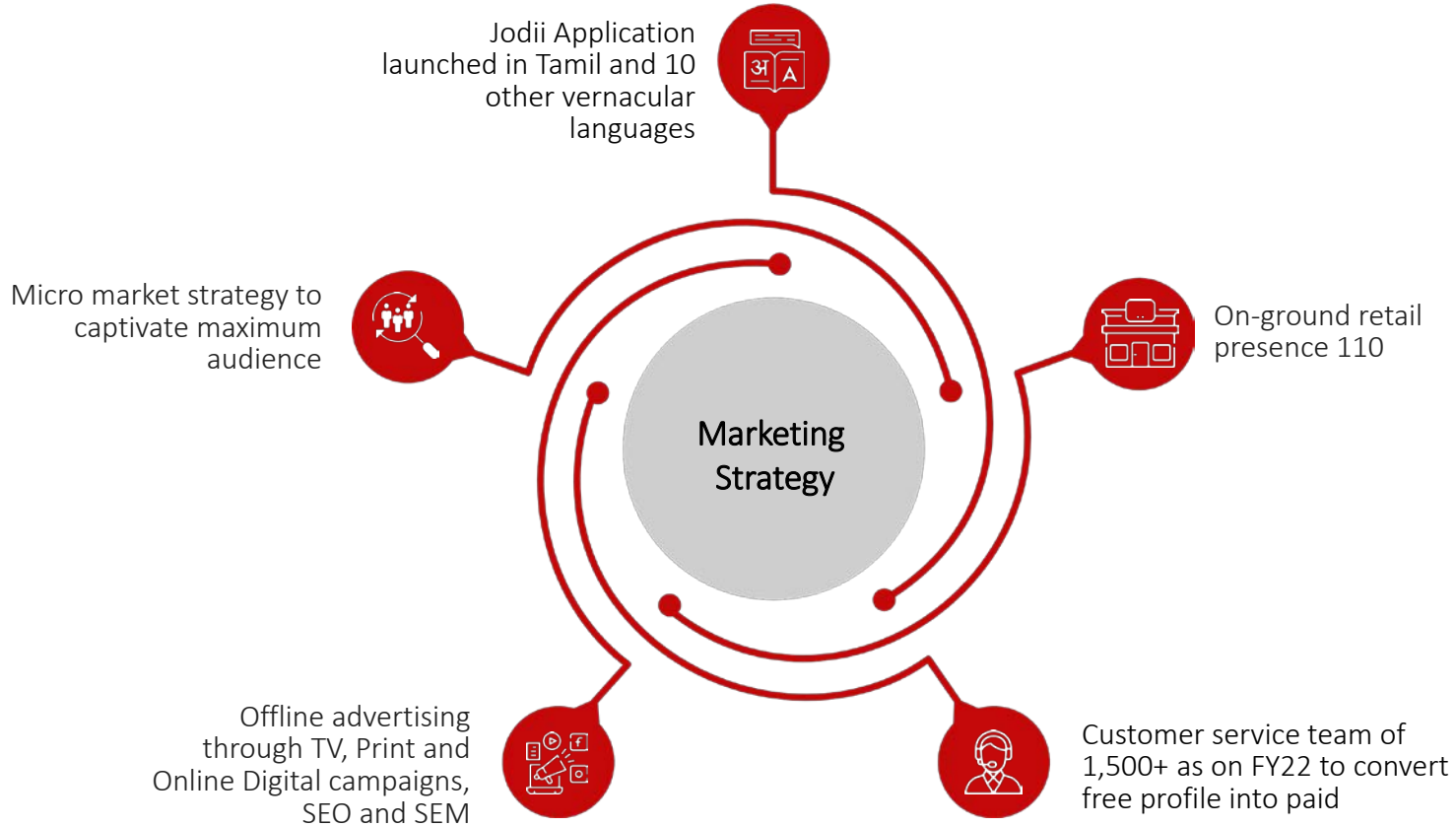
Elite Marriages

Some of the stories that we made happen...



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



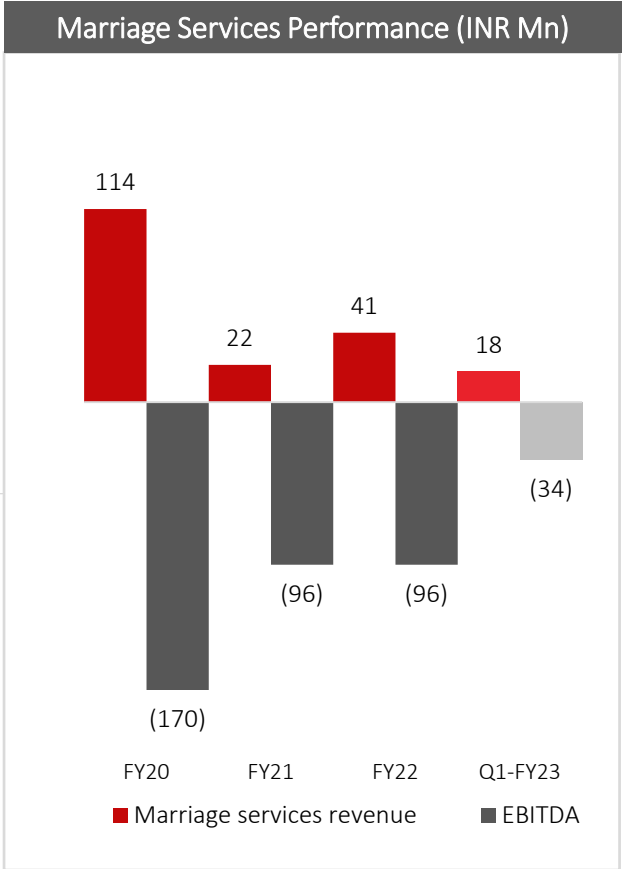
WeddingBazaar

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.



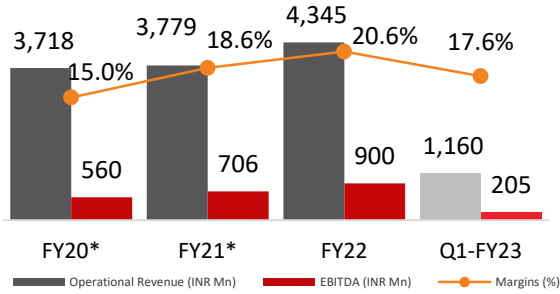
* Restated as per IndAS 116

FINANCIAL OVERVIEW

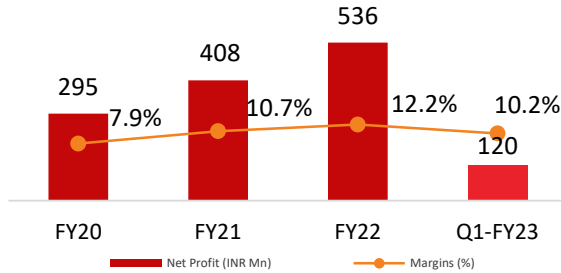




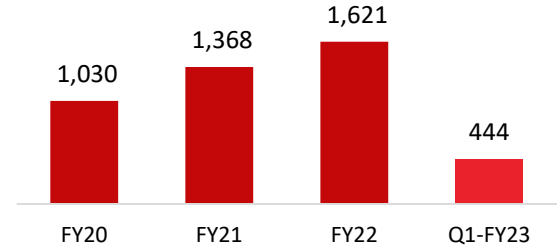
Consolidated Performance



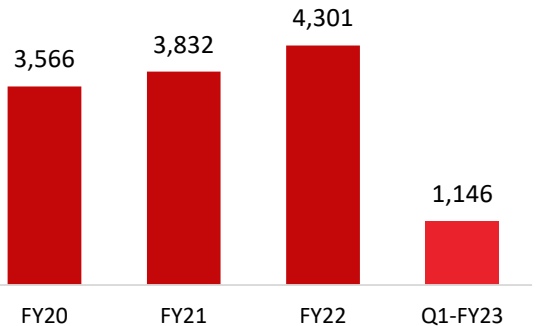
Net Profit (INR Mn) and PAT Margins (%)



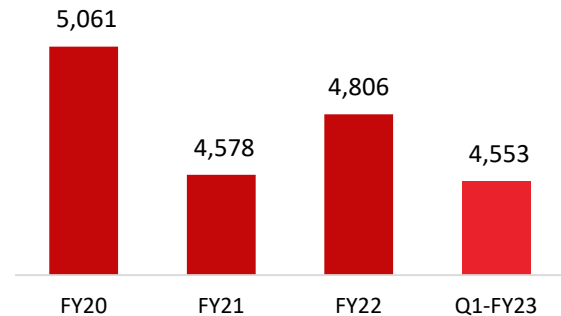
Marketing Expense (INR Mn)



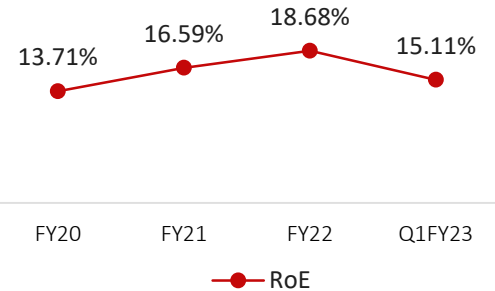
Matchmaking Billings (INR Mn)



ATV (INR)

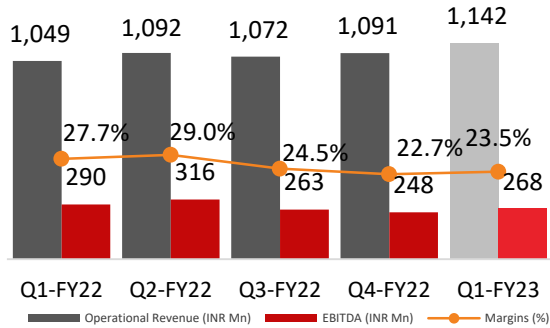


RoE (%)

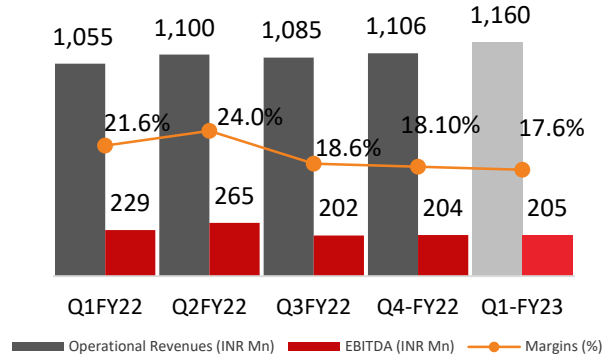




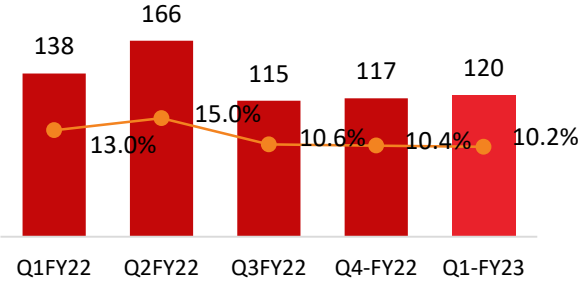
Matchmaking Performance



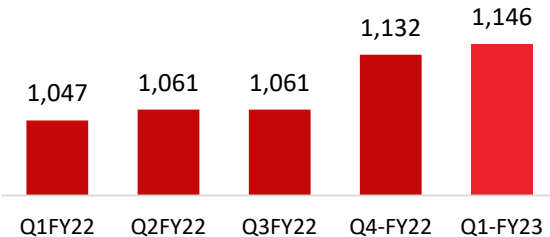
Consolidated Performance



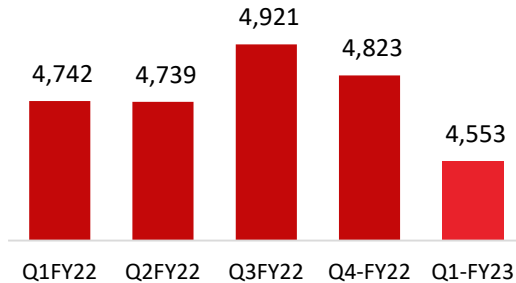
Net Profit (INR Mn) and PAT Margins (%)



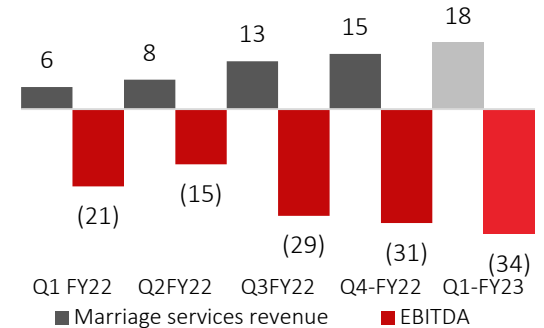
Matchmaking Billings (INR Mn)



Matchmaking ATV (INR)



Marriage Services Performance (INR Mn)





Consolidated Billings

INR 1,165 Mn
Revenues

INR 1,160 Mn

Matchmaking Billings

INR 1,146 Mn
Revenues

INR 1,142 Mn

0.25 Mn
paid Subscriptions

Average transaction value for the matchmaking
business

INR 4,553

23,100+ success stories created

Double-digit billing and revenue growth on a consolidated basis, we have achieved INR 1,165 Mn in billings which is a 10.8% Y-o-Y growth. Revenues were INR 1,160 Mn which is a 10% Y-o-Y growth.

Our paid subscriptions grew by 13.8% and have reached 0.25 Mn in the quarter, taking it to an annual run rate of million paid subscriptions. 23,100+ success stories in Q1-FY23.

Our EBITDA margin for the match making business in Q1-FY23 is at 23.5% as compared to 22.7% in Q4-FY22 and 27.7% a year ago. Excluding marketing expenses, our margins in matchmaking are stable at 62%. Return on capital employed for the quarter is at 15.7%

Net profit margin has been stable at 10% + levels for the last 3 quarters. Our free cash generation has been robust at about INR 220 Mn for the quarter signifying free cash flow conversion from EBITDA at 1.06.

At the recent Kyoorius Creative Awards, BharatMatrimony's "Pehle Padhai Phir Shaadi" – a social initiative to empower girls to choose education over marriage, bagged 14 awards. The awards are a celebration of the most outstanding and innovative work in advertising and marketing communications

We launched the "Be choosy" campaign that explores the bias against women who want to be choosy when it comes to finding the right life partner and has been received well.



No representation or warranty, express or implied, is made as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of the information or opinions contained in this presentation. Such information and opinions are in all events not current after the date of this presentation. Certain statements made in this presentation may not be based on historical information or facts and may be "forward looking statements" based on the currently held beliefs and assumptions of the management of Matrimony.com Limited, which are expressed in good faith and in their opinion reasonable, including those relating to the Company's general business plans and strategy, its future financial condition and growth prospects and future developments in its industry and its competitive and regulatory environment. 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.

This presentation is for general information purposes only, without regard to any specific objectives, financial situations or informational needs of any particular person. This presentation does not constitute an offer or invitation to purchase or subscribe for any securities in any jurisdiction, including the United States. No part of it should form the basis of or be relied upon in connection with any investment decision or any contract or commitment to purchase or subscribe for any securities. None of our securities may be offered or sold in the United States, without registration under the U.S. Securities Act of 1933, as amended, or pursuant to an exemption from registration there from.

This presentation is confidential and may not be copied or disseminated, in whole or in part, and in any manner.

Valorem Advisors Disclaimer:

Valorem Advisors is an Independent Investor Relations Management Service company. This Presentation has been prepared by Valorem Advisors based on information and data which the Company considers reliable, but Valorem Advisors and the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded. Valorem Advisors also hereby certifies that the directors or employees of Valorem Advisors do not own any stock in personal or company capacity of the Company under review.

For further information please contact our Investor Relations Representatives:



VALOREM ADVISORS

Valorem Advisors
Mr. Anuj Sonpal, CEO
Tel: +91-22-49039500
Email: matrimony@valoremadvisors.com

ANNEXURE





Quarterly Consolidated Financial Performance

Particulars (INR Mn)	Q1-FY23	Q1-FY22	Y-o-Y	Q4-FY22	Q-o-Q
Revenues	1,160	1,055	10.0%	1,106	4.9%
Total Expenses*	955	826	15.6%	902	5.9%
EBITDA	205	229	(10.5)%	204	0.5%
<i>EBITDA Margin (%)</i>	<i>17.6%</i>	<i>21.6%</i>	<i>(400) Bps</i>	<i>18.1%</i>	<i>(50) Bps</i>
Depreciation	77	64	20.3%	69	11.6%
Finance Cost	16	12	33.3%	14	14.3%
Other Income*	41	36	13.9%	39	5.1%
Share of Profit/(loss) of associate	(2)	(3)	(33.3)%	(2)	NA
PBT	151	186	(18.8)%	158	(4.4)%
Tax	31	48	(35.4)%	41	(24.4)%
Profit After Tax	120	138	(13.0)%	117	2.6%
<i>PAT Margin (%)</i>	<i>10.2%</i>	<i>13.0%</i>	<i>(280) Bps</i>	<i>10.4%</i>	<i>(20) Bps</i>
Diluted EPS	5.22	6.03	(13.4)%	5.11	2.2%

*operational income adjusted with total expenses to calculate EBITDA



Historical Consolidated Income Statement

Particulars (INR Mn)	FY20#	FY21#	FY22#	Q1-FY23#
Revenues	3,718	3,779	4,345	1,160
Total Expenses*	3,158	3,073	3,445	955
EBITDA	560	706	900	205
<i>EBITDA Margin (%)</i>	<i>15.0%</i>	<i>18.6%</i>	<i>20.6%</i>	<i>17.6%</i>
Depreciation	280	259	269	77
Finance Cost	52	48	54	16
Other Income*	163	144	150	41
Share of Profit/(loss) of associate	(1)	(6)	(8)	(2)
PBT	390	537	719	151
Tax	95	129	183	31
Profit After Tax	295	408	536	120
<i>PAT Margin (%)</i>	<i>7.9%</i>	<i>10.7%</i>	<i>12.2%</i>	<i>10.2%</i>
Diluted EPS	12.95	17.88	23.39	5.22

As per IndAS 116

*Operational income adjusted with total expenses to calculate EBITDA

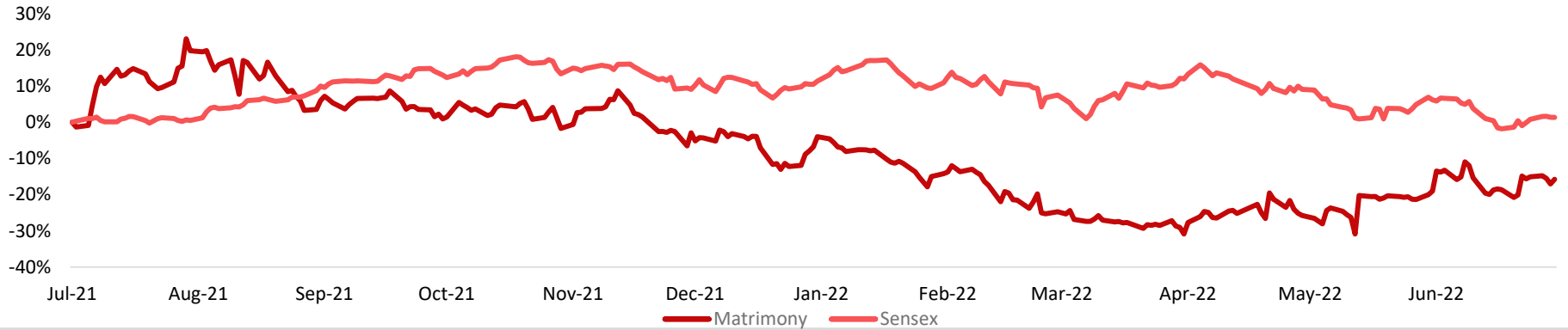


Historical Consolidated Balance Sheet

Particulars (INR Mn)	FY20	FY21	FY22	Particulars (INR Mn)	FY20	FY21	FY22
EQUITY AND LIABILITIES				ASSETS			
EQUITY				Non-Current Assets			
Share Capital	114	114	114	Property, Plant & Equipment	730	703	220
Other Equity	2,168	2,519	2,989	Rights of use assets	569	535	631
Total Equity	2,282	2,633	3,103	Intangible Assets	32	29	63
				Intangible Assets under development	1	-	-
				Goodwill	-	-	87
Non Current Liabilities				Investment in associate	61	55	47
Lease liabilities	463	479	562	Financial Assets			
Deferred Tax Liabilities (Net)	-	-	10	Security Deposits	86	60	76
Other non current liabilities	2	-	-	Bank Balances other than Cash and Cash equivalents	-	-	20
Sub Total Non Current Liabilities	465	479	572	Investments	-	-	190
				Deferred tax assets (Net)	18	20	19
Current Liabilities				Income tax assets (Net)	38	35	36
Financial liabilities				Other Non-current assets	15	25	39
				Sub Total Non Current Assets	1,550	1,462	1,428
				Current Assets			
				Financial Assets			
1.Trade payables	310	386	511	1.Security Deposits	20	41	23
2. Other payables	21	1	1	2.Cash and Cash Equivalents	45	90	95
3. Lease liabilities	149	118	132	3.Bank Balances other than Cash and Cash equivalents	1,101	1,909	2,173
Other current liabilities	744	839	831	4.Investments	1,204	850	860
Provisions	76	68	72	5.Trade Receivables	36	75	80
Liabilities for current tax (Net)	3	3	-	7. Loan to Associate	-	-	6
Sub Total Liabilities	1,303	1,415	1,547	8.Other financial assets	46	57	62
				Other current assets	48	43	60
				Assets held for Sale	-	-	436
TOTAL EQUITY AND LIABILITIES	4,050	4,527	5,222	Sub Total Current Assets	2,500	3,065	3,794
				TOTAL ASSETS	4,050	4,527	5,222



1 Year Stock Market Performance (as on 30th June, 2022)



Price Data (as on 30th June, 2022)

Face Value (INR)	5.0
Market Price (INR)	812.35
52 Week H/L (INR)	1,219.0/652.8
Market Cap (INR Mn)	18,609.0
Equity Shares Outstanding (Mn)	22.9
1 Year Avg. trading volume ('000)	45.4

Shareholding Pattern (as on 30th June, 2022)

