

July 14, 2023

BSE Limited	National Stock Exchange of	Metropolitan Stock Exchange
Department of Corporate	India Limited	of India Limited
Services	Listing Department	205(A), 2 nd Floor,
Listing Department	Exchange Plaza, Plot no. C/1,	Piramal Agastya Corporate Park,
P J Tower, Dalal Street,	G Block, Bandra-Kurla Complex,	L.B.S Road, Kurla (West),
Mumbai - 400001	Bandra (East), Mumbai - 400051	Mumbai - 400070
Scrip Code: 535648	Scrip Symbol: JUSTDIAL	Scrip Symbol: JUSTDIAL

Dear Sirs,

Sub: Investor presentation on Financial Results (Standalone and Consolidated) for the first quarter ended June 30, 2023

The presentation to analysts / investors on the financial performance of the Company for Financial Results of the Company for the first quarter ended June 30, 2023 is enclosed herewith.

Kindly take the same on record.

Thanking you,

Yours truly,

For Just Dial Limited

Manan Udani Company Secretary

Encl: as above

CORPORATE PRESENTATION July 2023



DISCLAIMER

This Presentation has been prepared by Just Dial Limited ("Just Dial") for investors, shareholders, analysts and other relevant stakeholders, solely for informational purposes. The information set out in this Presentation, including business overview, traffic related numbers, products related information, historical financial performance and any forecasts should not be considered as advice or a recommendation to investors or potential investors in relation to holding, purchasing or selling securities or other financial products. Before acting on any information, you should consider the appropriateness of the information having regard to these matters, any relevant offer document and in particular, you should seek independent financial advice.

This presentation may contain forecasts/ forward looking statements based on facts, expectations, and/or past figures relating to the business, financial performance and results of the Company. As with all forward-looking statements, forecasts are connected with known and unknown risks, uncertainties and other factors that may cause the actual results to deviate significantly from the forecast. Readers are cautioned not to place undue reliance on these forward looking statements. Forecasts prepared by the third parties, or data or evaluations used by third parties and mentioned in this communication, may be inappropriate, incomplete, or falsified. Neither the Company or any of its subsidiaries or any of its Directors, officers or employees thereof, provide any assurance that the assumptions underlying such forward-looking statements are fully free from errors nor do any of them accept any responsibility for the future accuracy of the opinions expressed in the Presentation or the actual occurrence of the forecasted developments. Neither the Company nor its Directors or officers assume any obligation to update any forward-looking statements or to confirm these forward-looking statements to the Company's actual results.

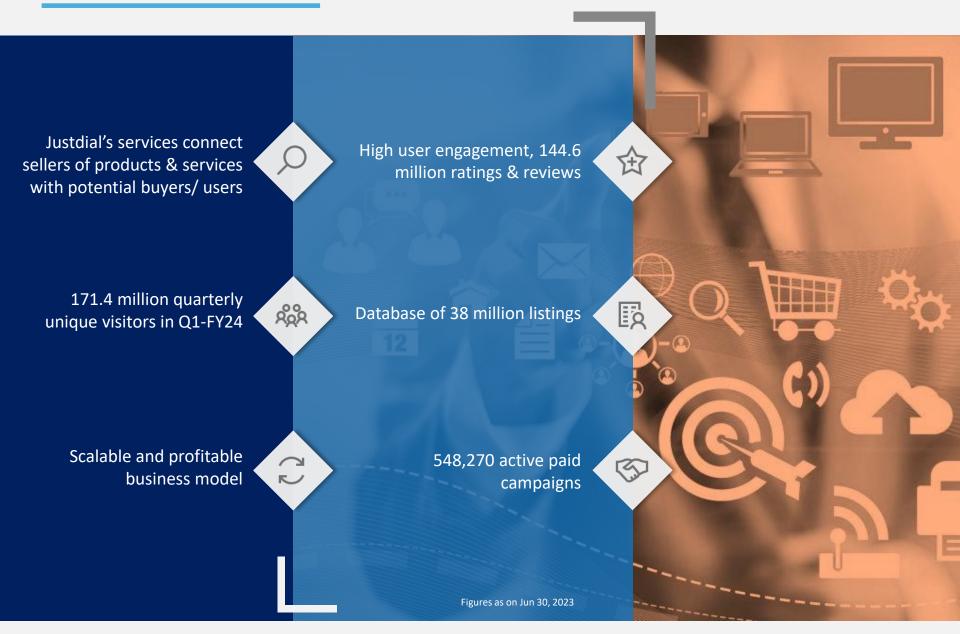
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Any information provided in this presentation is subject to change without notice.

Q1 FY24 means the period Apr 1, 2023 to Jun 30, 2023 FY24 or FY 23-24 or FY 2024 means the Financial Year starting Apr 1, 2023 and ending Mar 31, 2024



COMPANY OVERVIEW



KEY STRENGTHS

First Mover Advantage in Indian Local Search Market Strong Brand Recognition with 171.4 million unique quarterly visitors[^] in Q1 FY24 (159.3 million in Q4 FY23) Comprehensive database of 38 million listings Attractive Value Proposition For Local SMEs Experience and Expertise in Local Indian Market Advanced and Scalable Technology Platform Efficient & Profitable Business Model Strong & Experienced Management Team Strong Financial Profile, Prepaid Model

[^] Unique visitors are aggregated across various mediums – Voice, Desktop/ PC, Mobile; these may not necessarily be mutually exclusive



NATION WIDE PRESENCE



Nationwide coverage, branches in 11 cities across India



Corporate Headquarters in Mumbai, Technology operations in Bengaluru

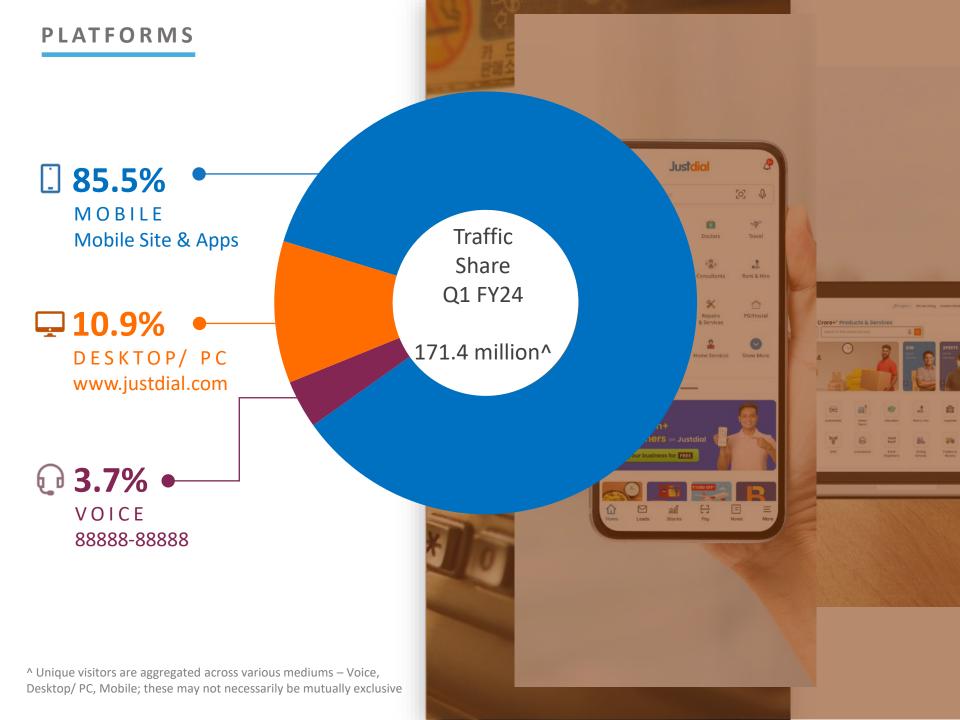


5,266 employees in tele-sales, 6,480 feet-on-street salesforce



On-the-ground presence in 250+ cities pan India, covering 11,000+ pin codes





MOBILE





Android & iOS Apps

Predictive Auto-Suggest

Company, Category, Product Search

Map View of Category Search

Location Detection

Voice Search

App Notifications

JD Pay

Maps & directions

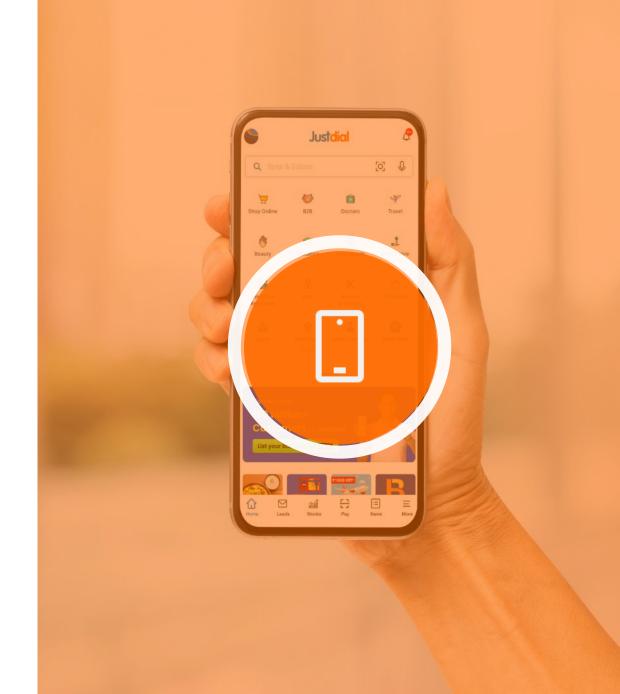
Location-based search service

Ratings & Reviews

Friends' Ratings

Favorites

Search Plus



WEBSITE

Predictive Auto-Suggest

Company, Category, Product Search

Location Detection

Maps & directions

Operating hours

Business logos

Pictures & videos

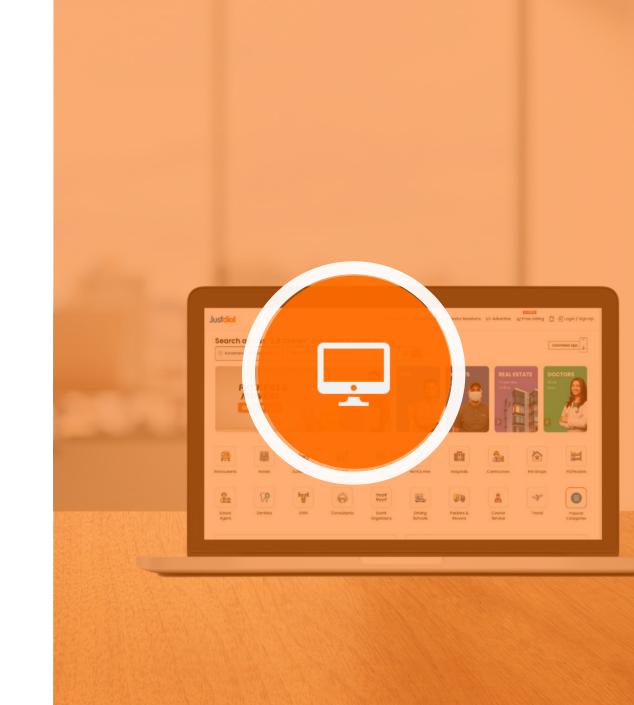
Ratings & reviews

Friends' Ratings

Favorites

Search Plus

Popular Category Searches



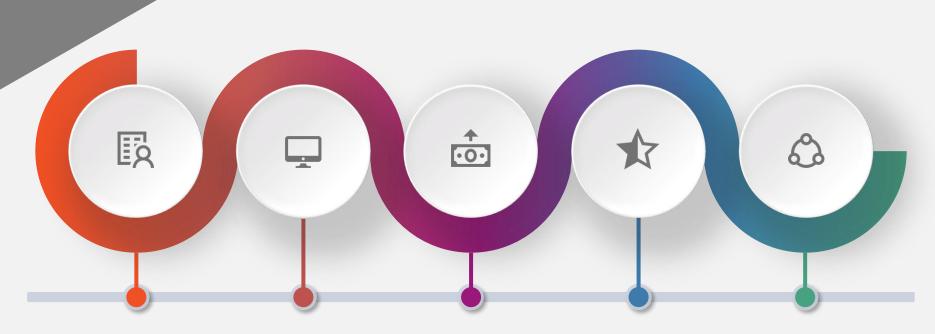
VOICE



Operator-assisted Hotline Number
One number across India
24 Hours a day x 7 Days a week
Multi-lingual support
Zero-ring Pickup
Personalized Greeting
Multiple queries in one call
Instant Email & SMS



VALUE PROPOSITION FOR SMEs



LISTING

Every SME should be listed on Justdial - India's leading local search engine & online marketplace

OWN WEBSITE

Justdial can create websites for SMEs instantly, which are mobile-ready, dynamic & have transactional capabilities

PAYMENTS

SMEs can accept digital payments from their customers - via JD Pay, an online payment mechanism

RATINGS

Ratings are key to users' decisionmaking, JD Ratings tool helps SMEs gather more ratings & reviews

REACH

With curated content including Cataloguing, Deals & Vouchers, Service Cards and Analytics, JD platform provides great visibility to businesses

USER ENGAGEMENT



144.6 million Ratings & Reviews

Mobile-verified, unbiased ratings

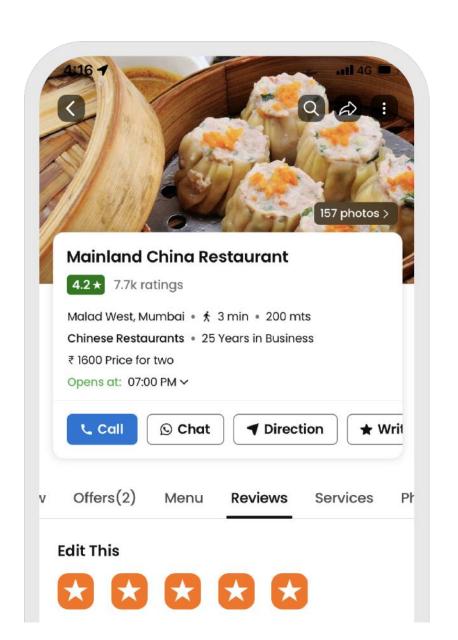
Intelligent tags to capture experiences

Friends' Ratings

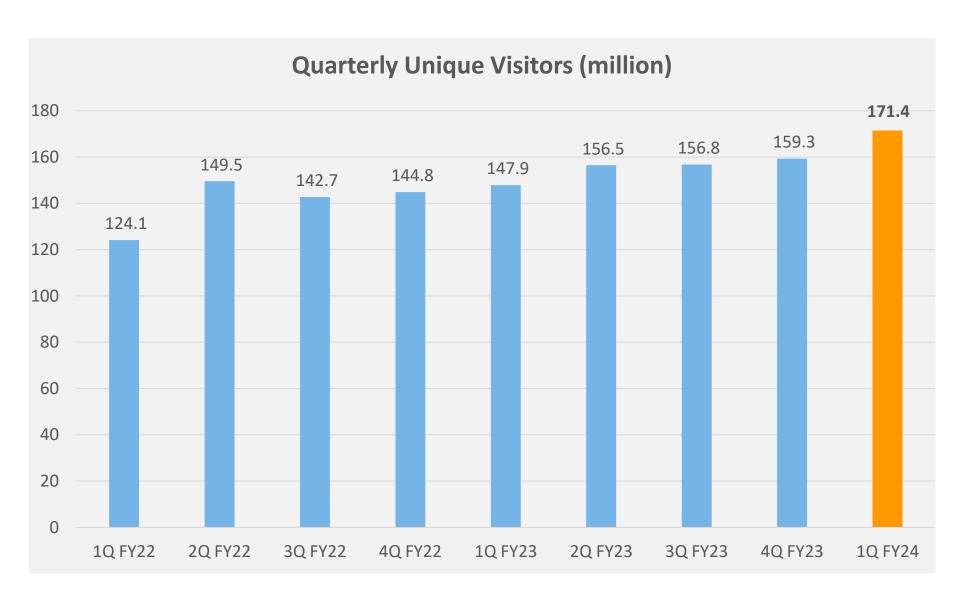
5-Point Rating Scale

Photos Upload with Review

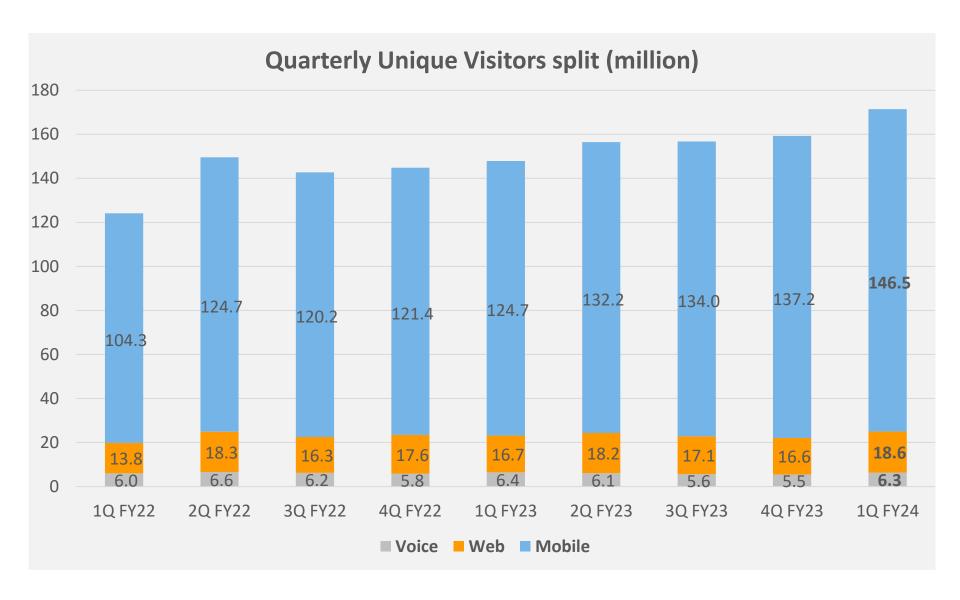
Robust Audit Mechanism



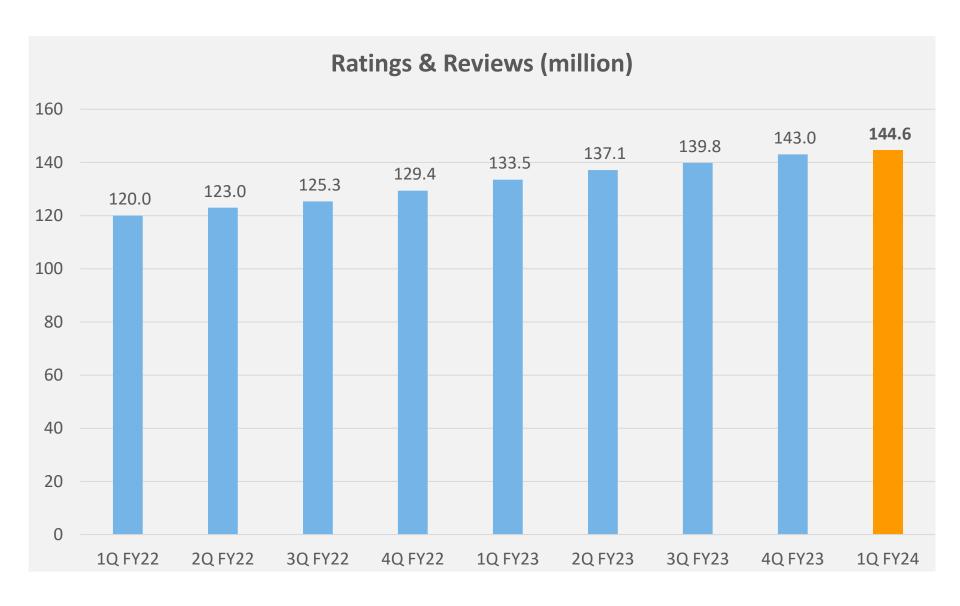
TRAFFIC/ VISITORS



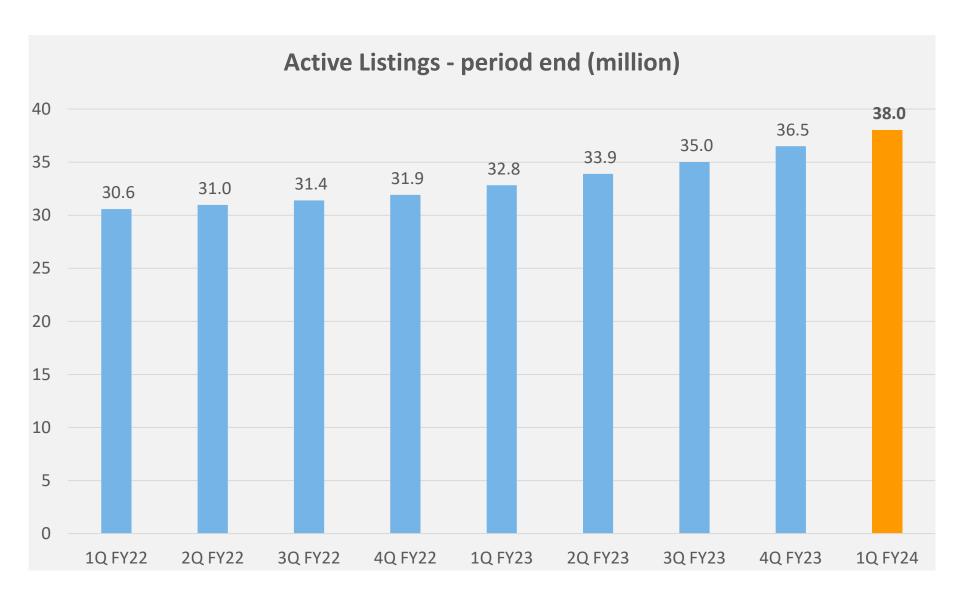
TRAFFIC/ VISITORS



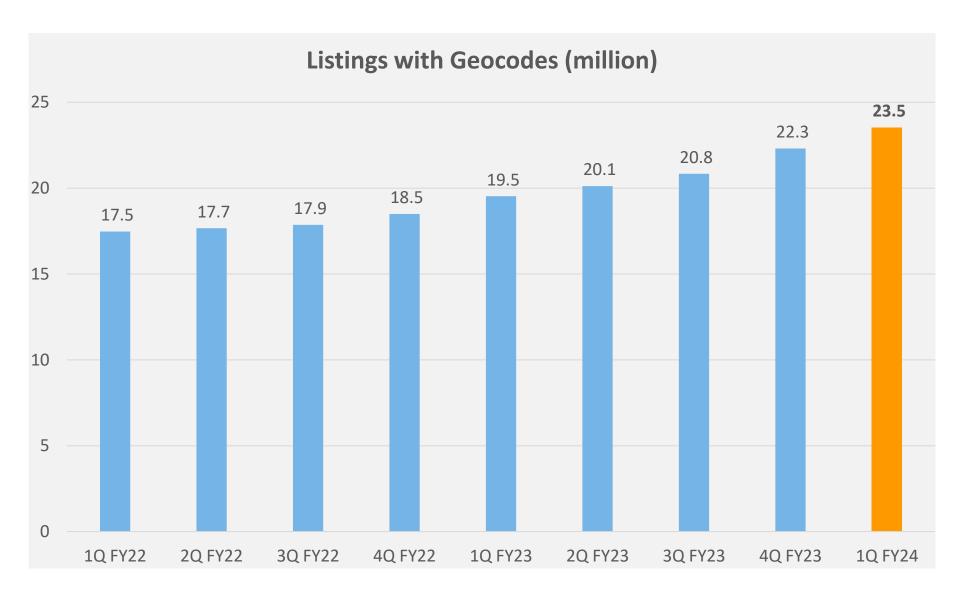
USER ENGAGEMENT



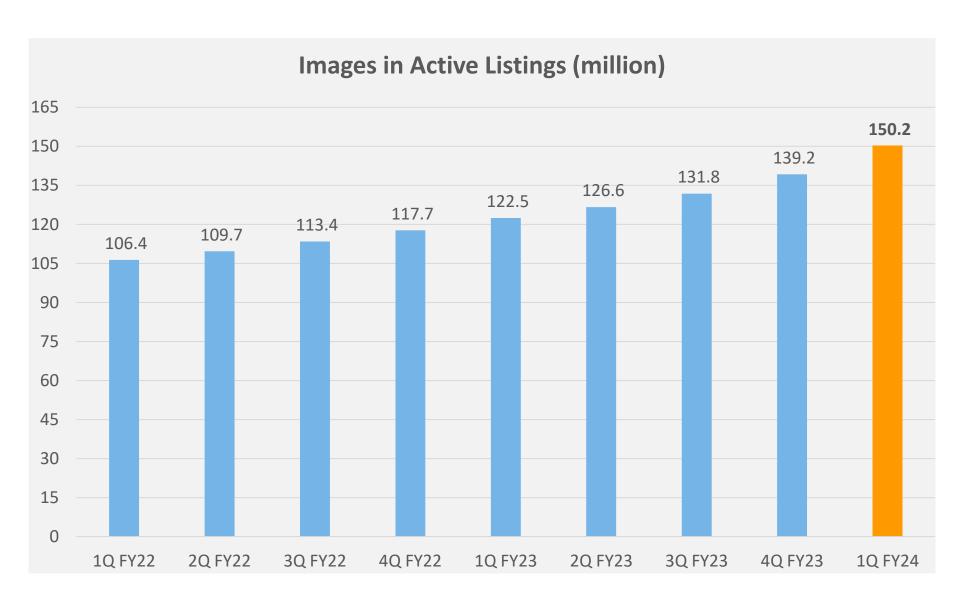
DATA ENRICHMENT



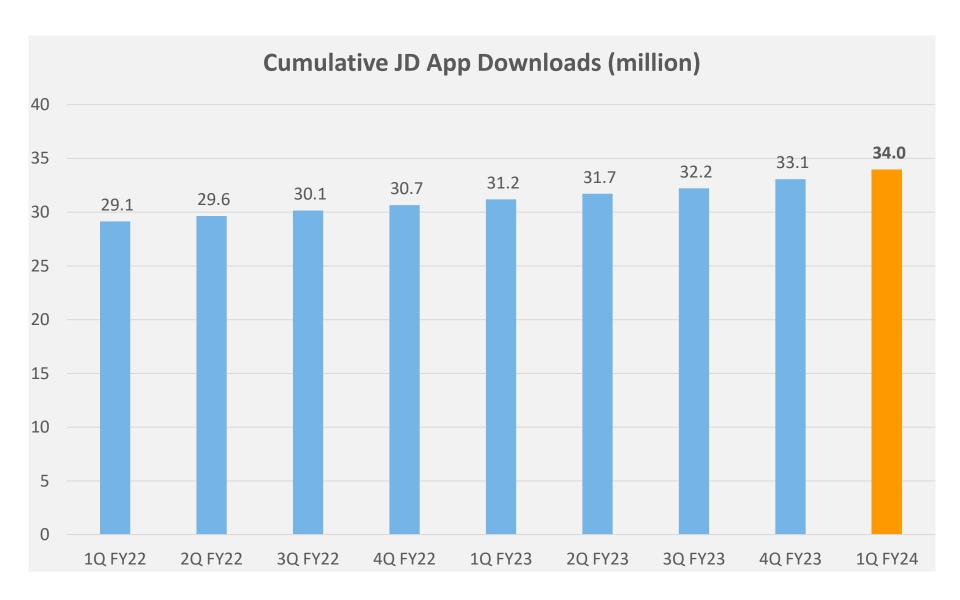
DATA ENRICHMENT

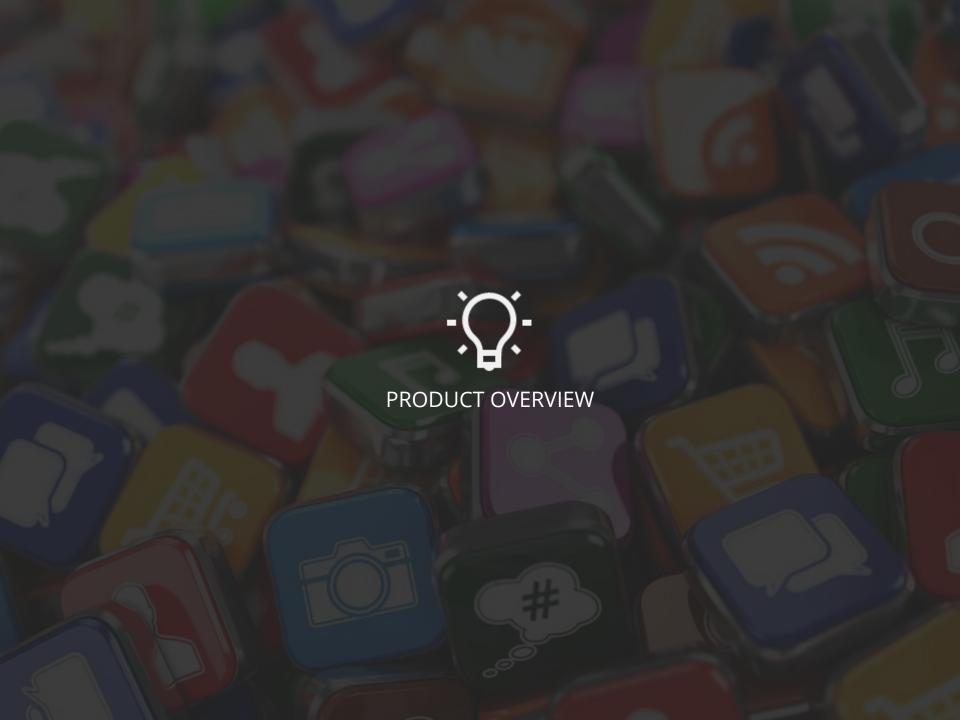


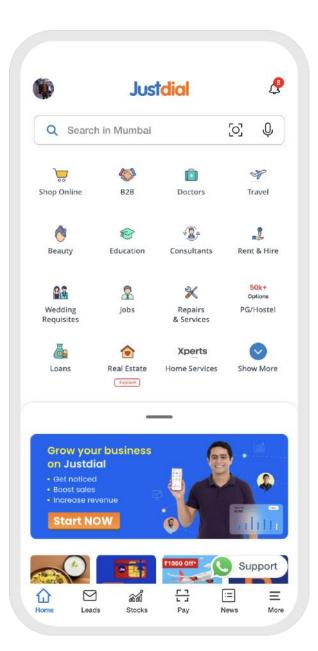
DATA ENRICHMENT

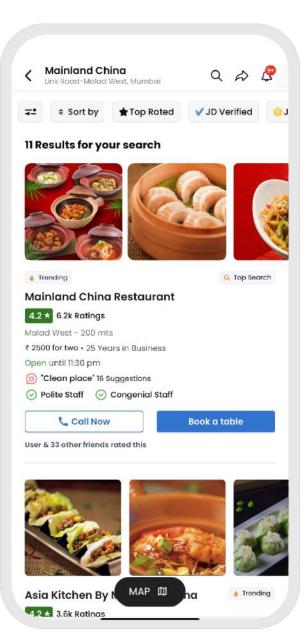


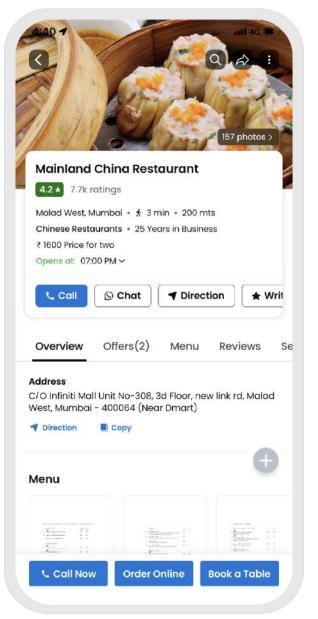
MOBILE APPS



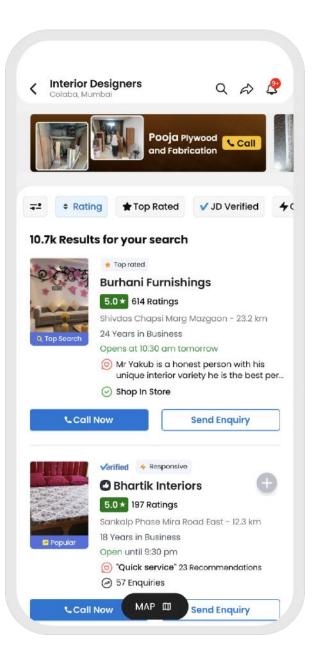


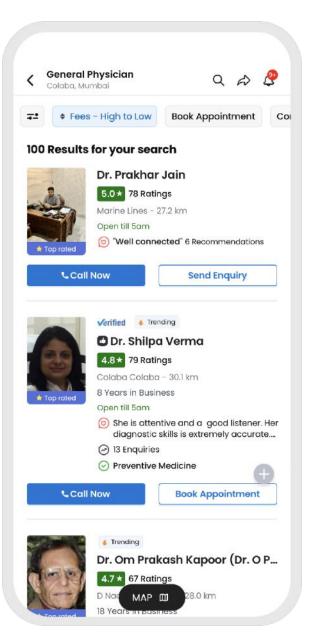


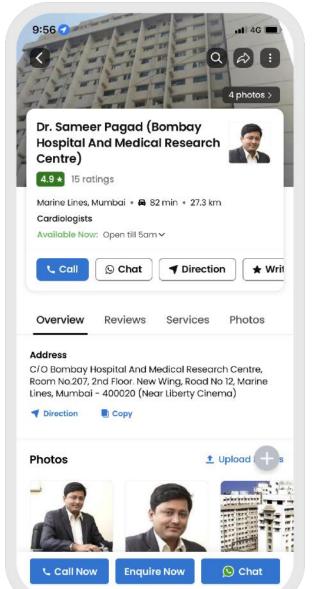


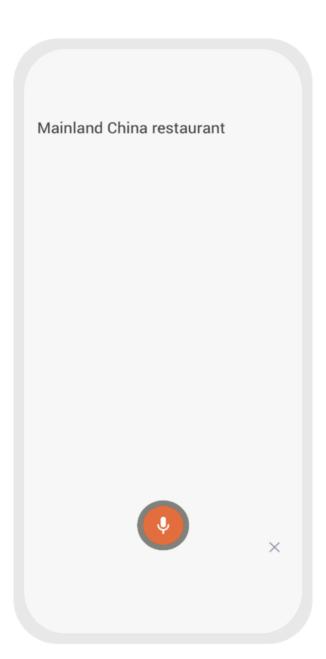


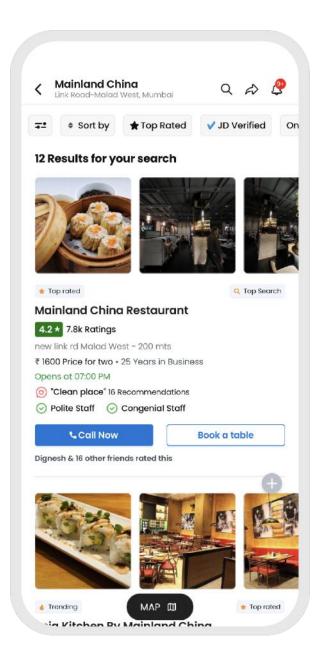
JD - MOBILE

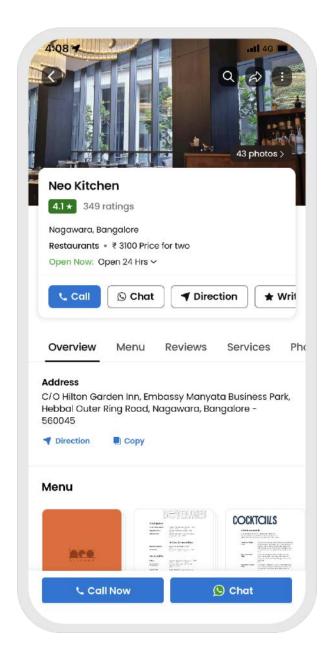


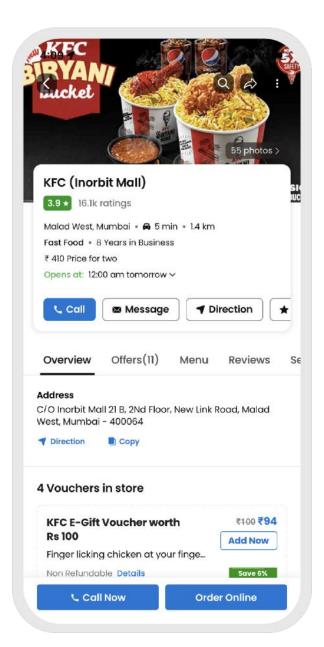


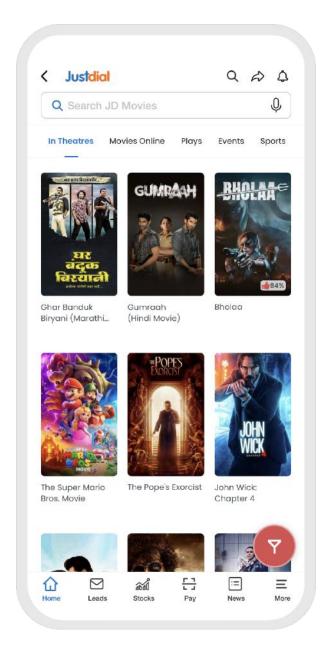


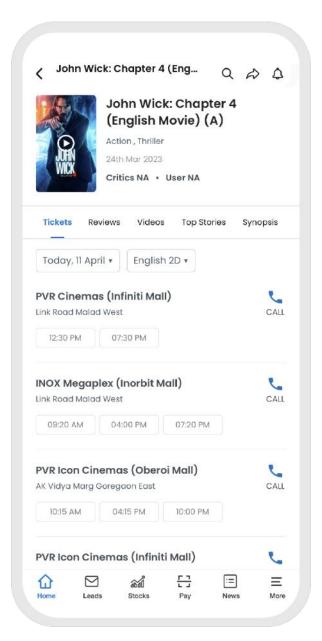


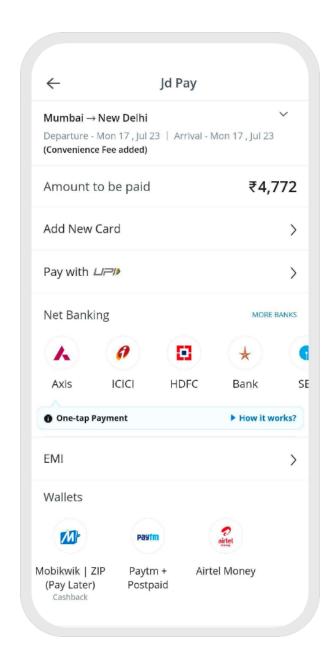


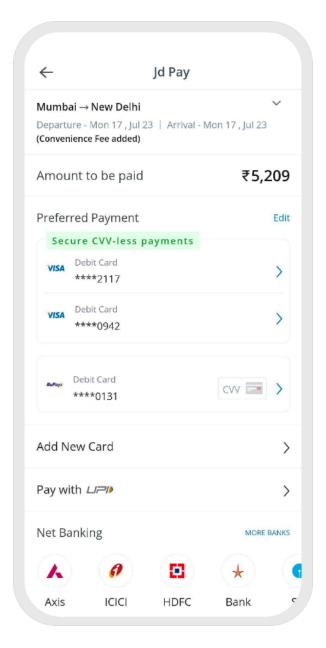














JD Shopping

Flight Tickets

Train Tickets

Bus Tickets

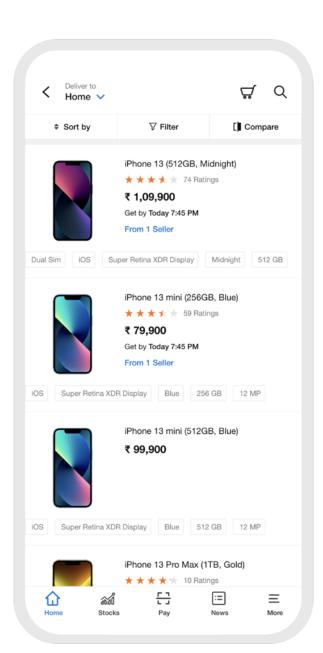
Hotel Bookings

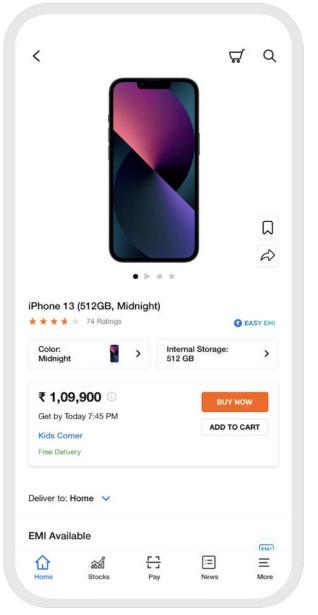
Bills & Recharge

Stocks

Logistics

Augmented Reality





JD Shopping



Flight Tickets

Train Tickets

Bus Tickets

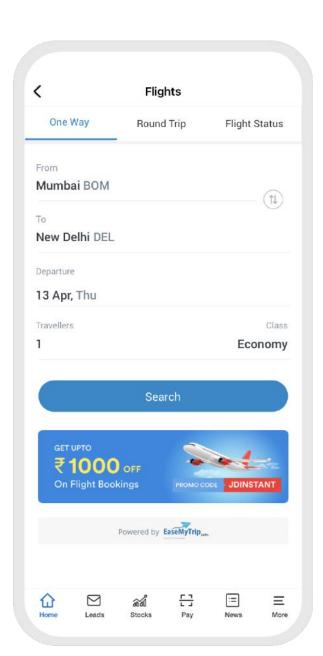
Hotel Bookings

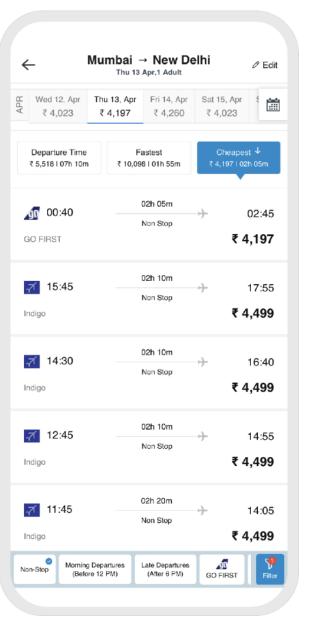
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JD Shopping

Flight Tickets



Train Tickets

Bus Tickets

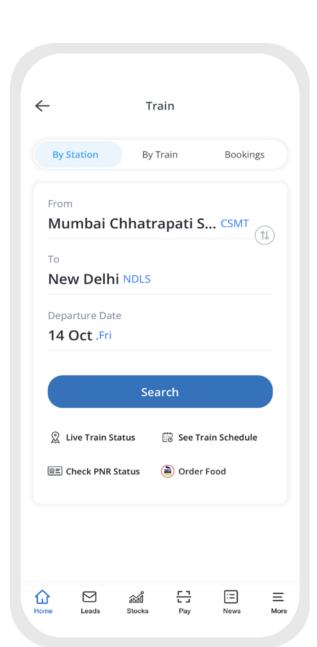
Hotel Bookings

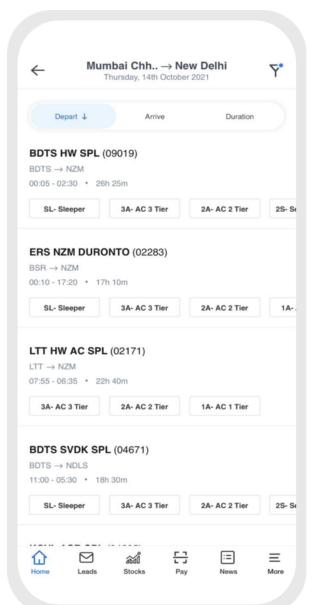
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Train Tickets



Bus Tickets

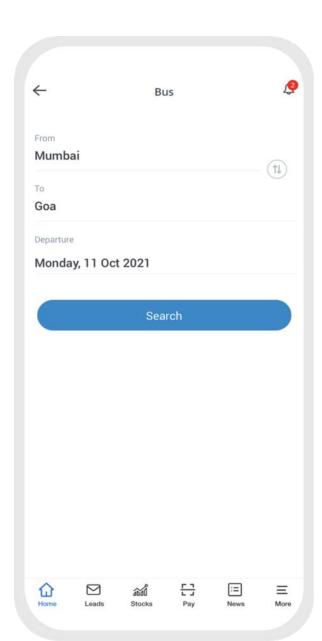
Hotel Bookings

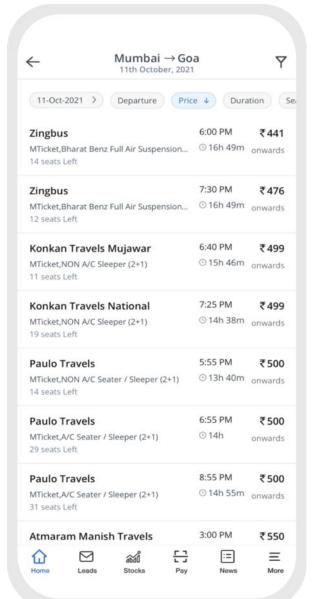
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Train Tickets

Bus Tickets



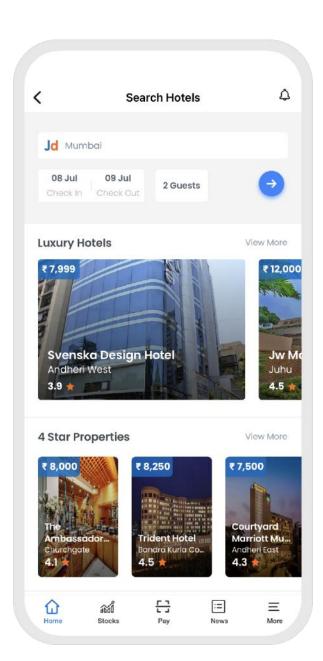
Hotel Bookings

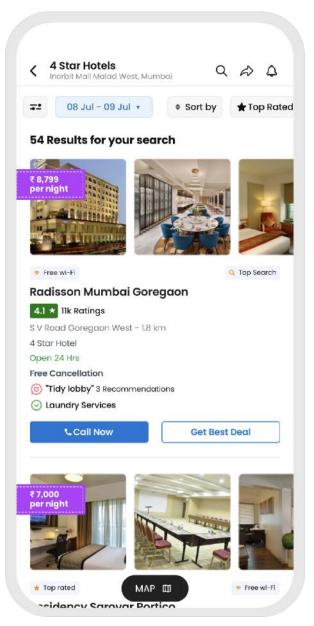
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Bus Tickets

Hotel Bookings

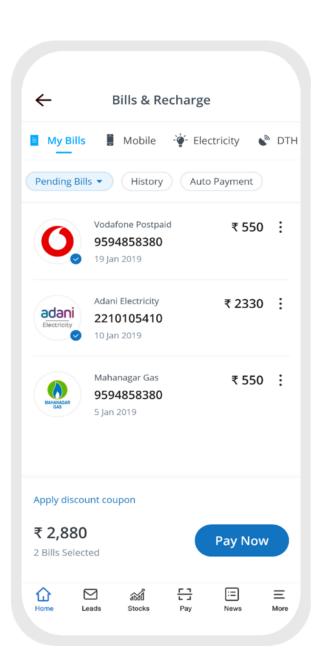


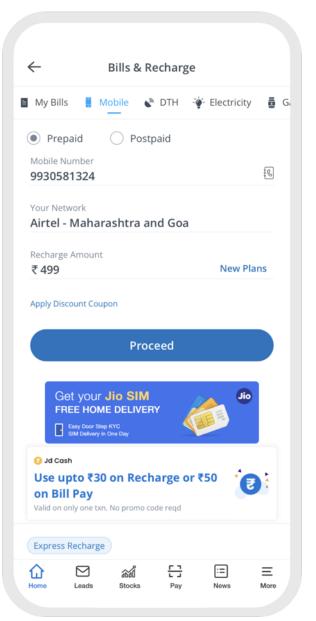
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Bus Tickets

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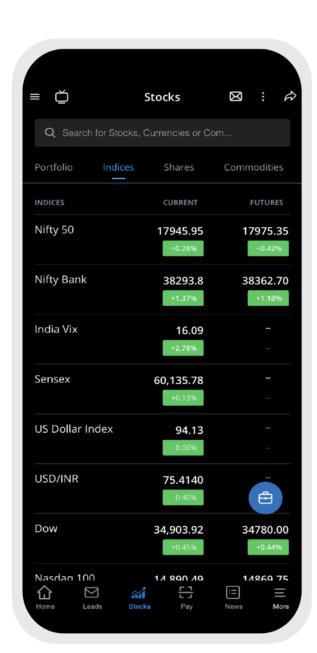
Bills & Recharge

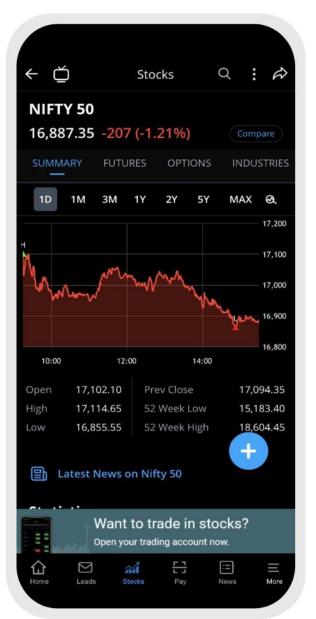


Stocks

Logistics

Augmented Reality





JD Shopping

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Train Tickets

Bus Tickets

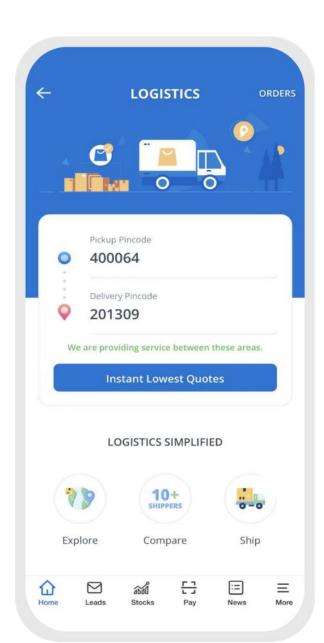
Hotel Bookings

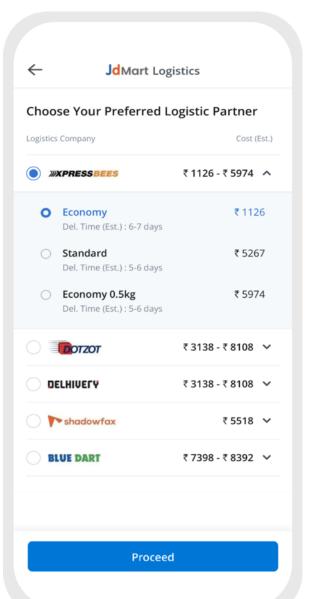
Bills & Recharge

Stocks



Augmented Reality





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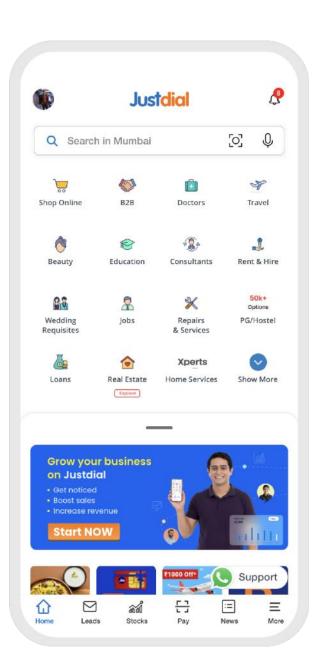
Bills & Recharge

Stocks

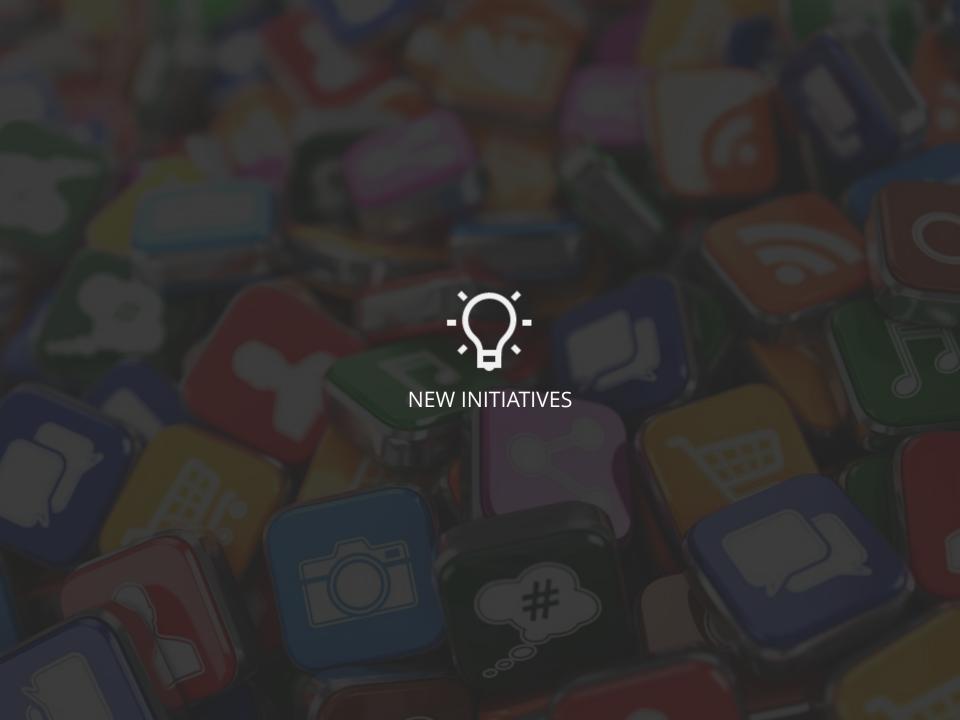
Logistics



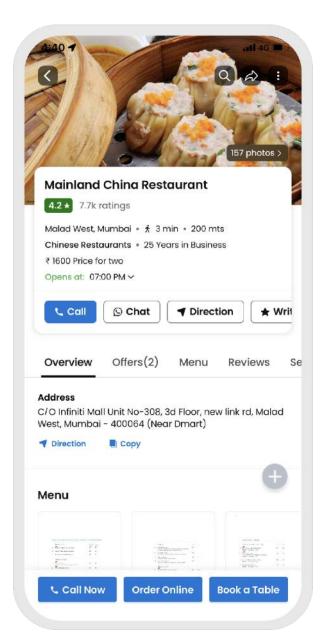
Augmented Reality

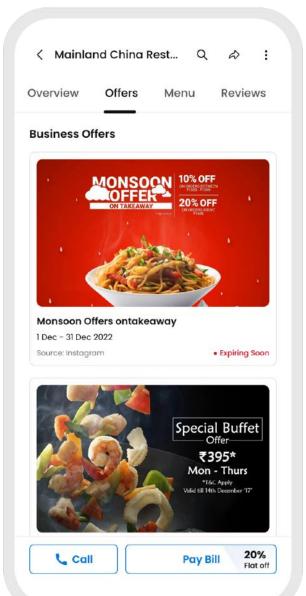


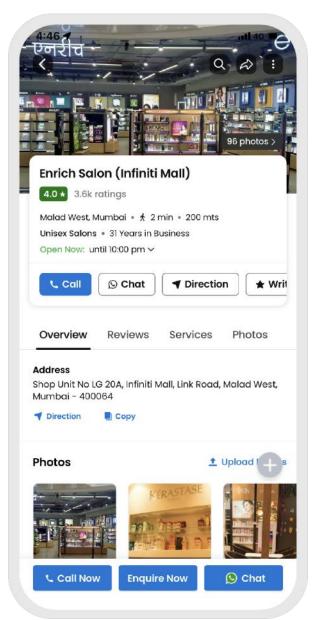




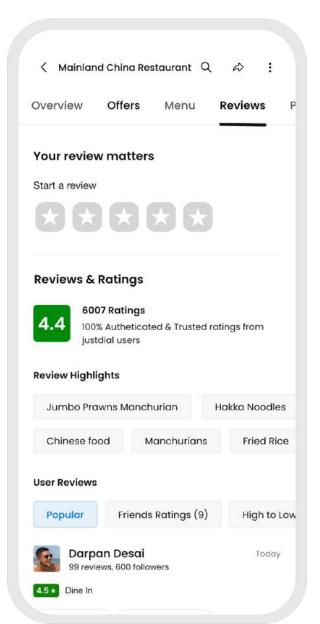
JD Mobile

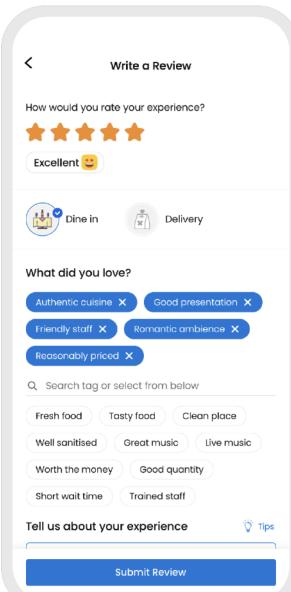


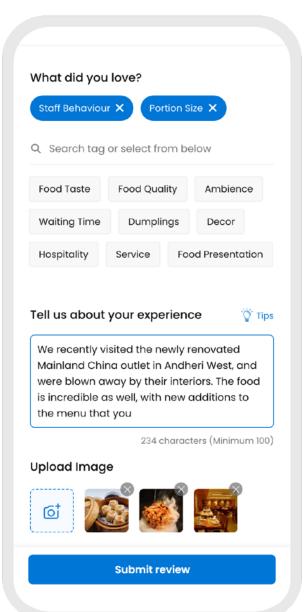




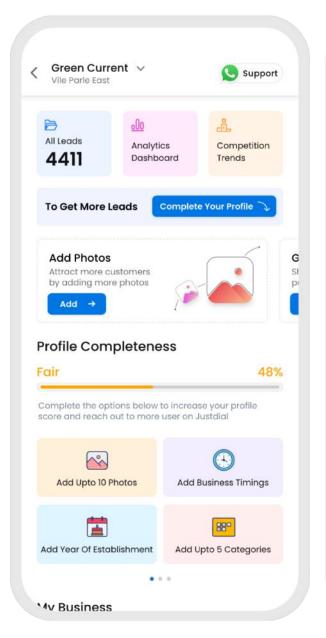
Enhanced Ratings & Reviews System

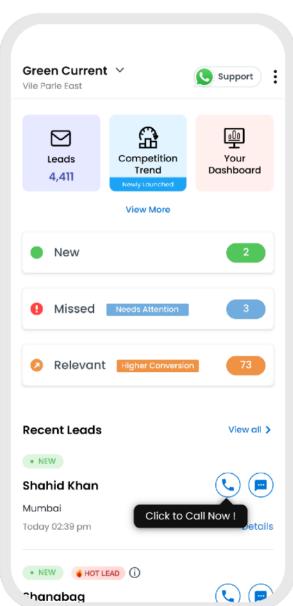


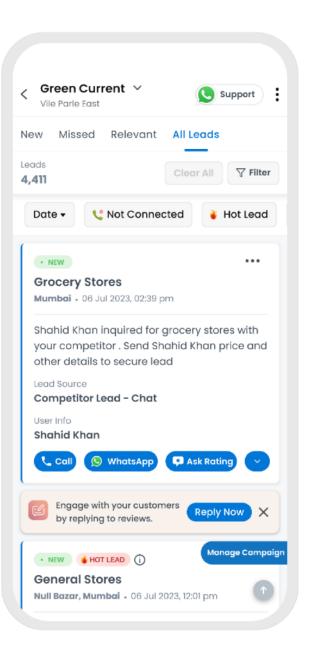




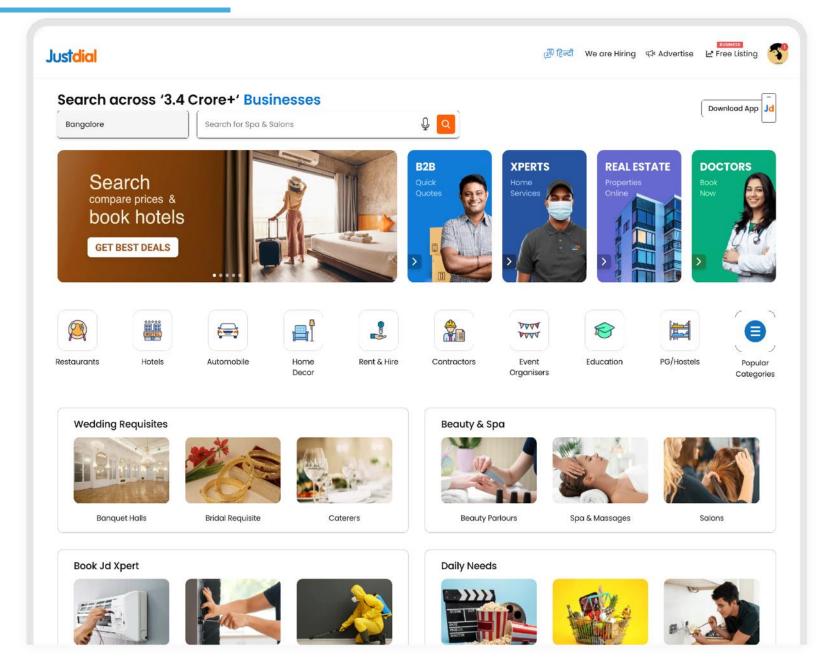
Enhanced Analytics for Customers



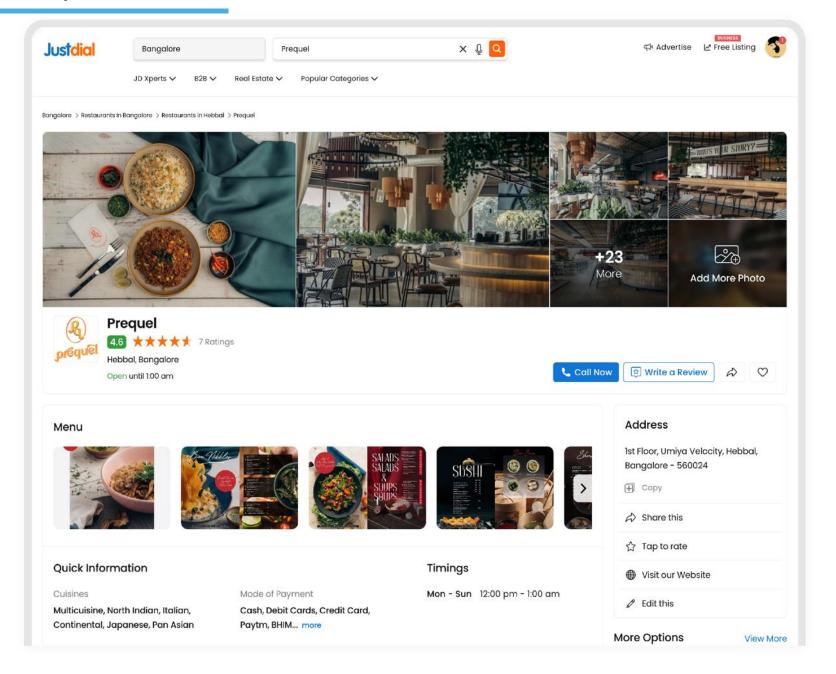




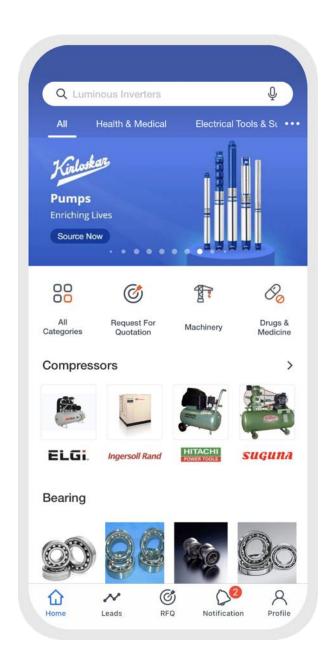
Revamped Website

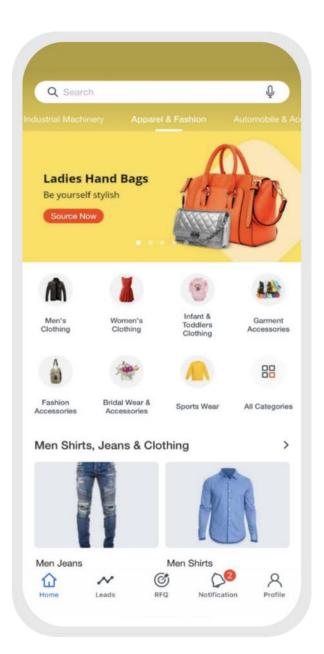


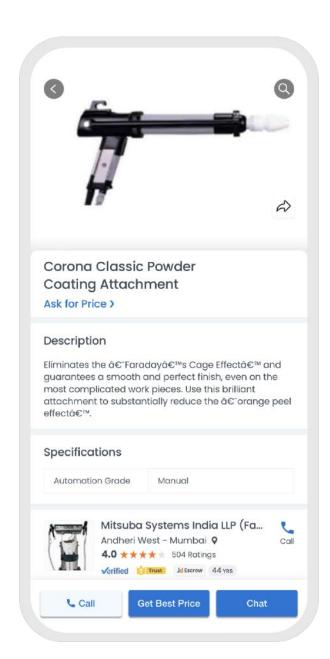
Revamped Website

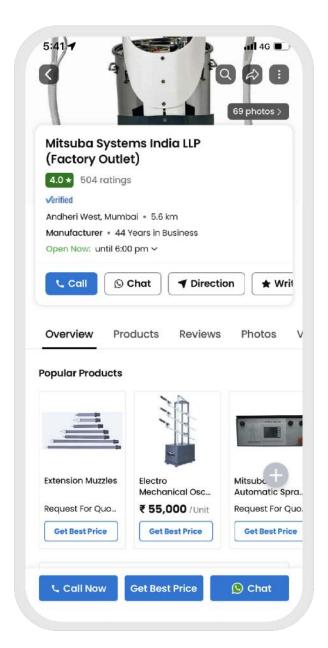


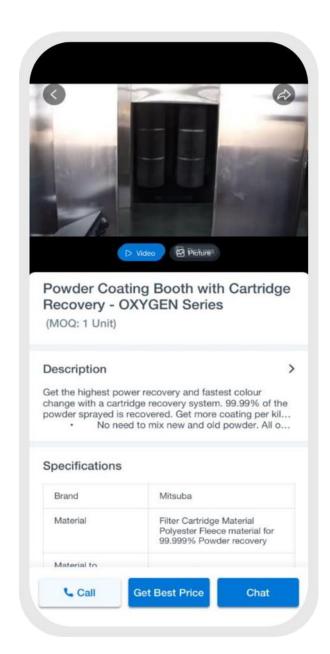
JD Mart - Exclusive B2B Platform, a New Wholesale Experience

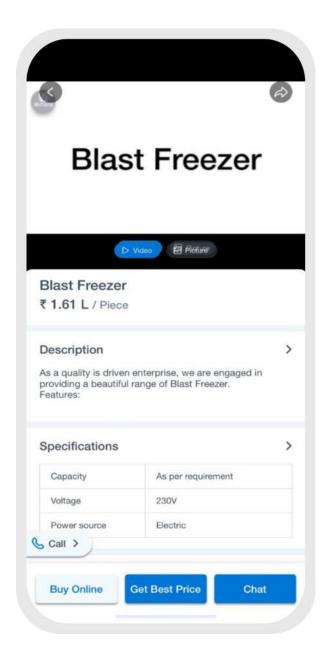




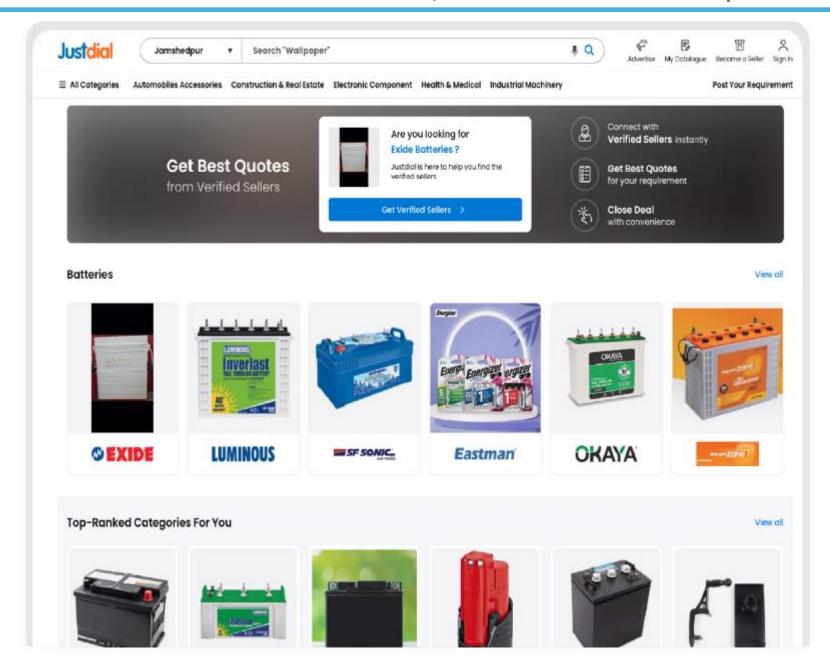




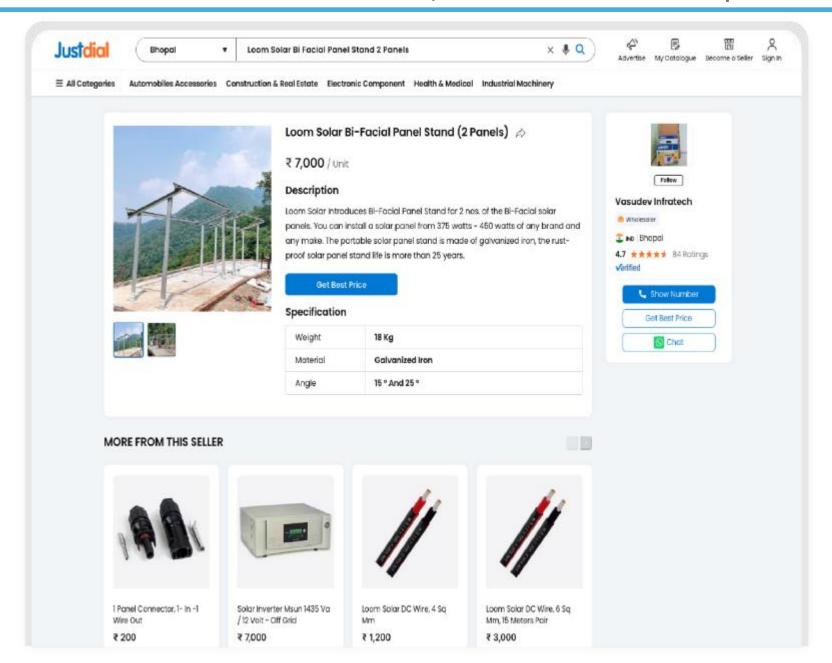


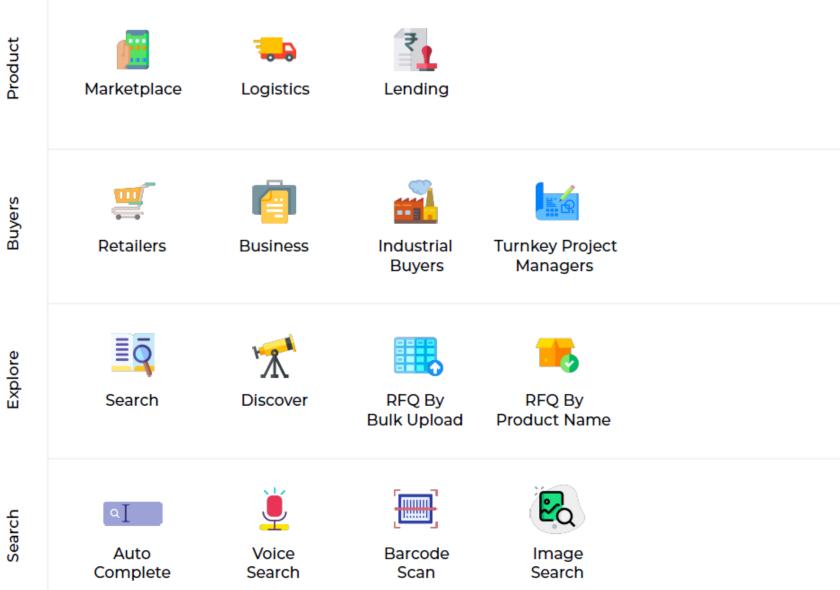


JD Mart - Exclusive B2B Platform, a New Wholesale Experience

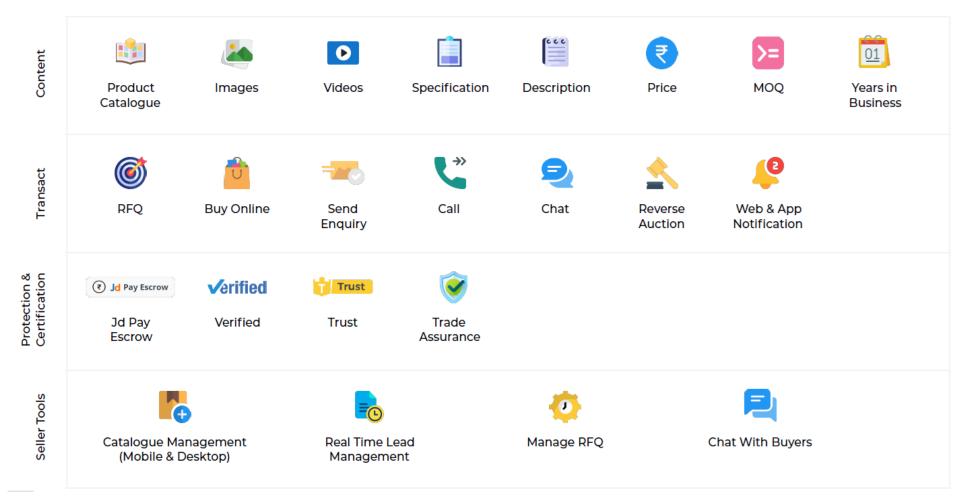


JD Mart - Exclusive B2B Platform, a New Wholesale Experience





JD MART - PRODUCT STACK



Analytics

Support

Platform Availability



Real Time Dashboard



Lead Management



Grab Lead



Logistics Integration



Payment Escrow



Complaint Redressal



iPhone App



Android App

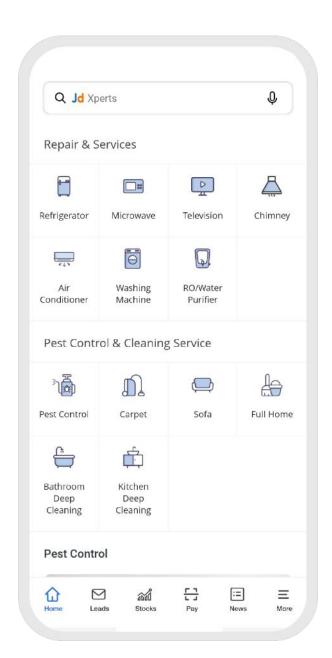


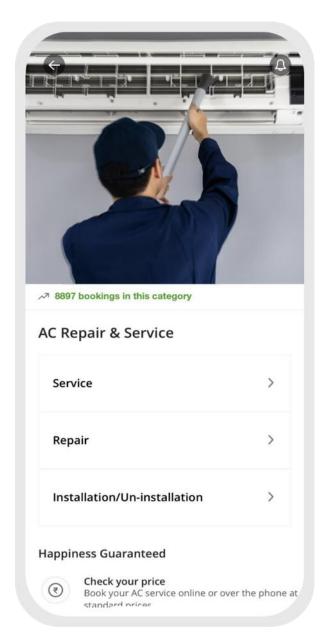
Website



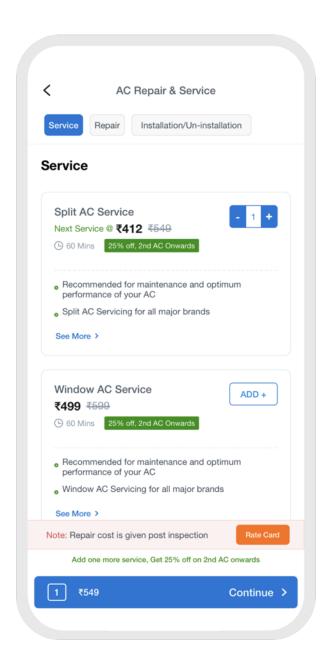
Mobile Site

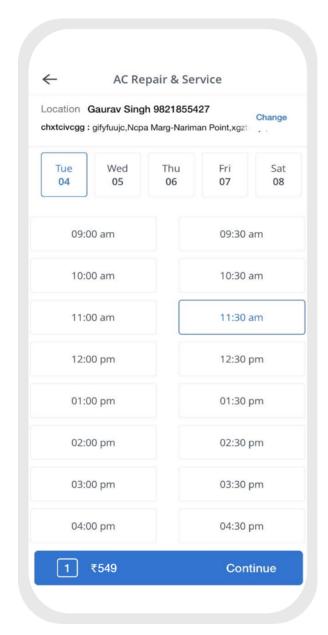
JD XPERTS - ONE STOP SOLUTION FOR ON-DEMAND SERVICES



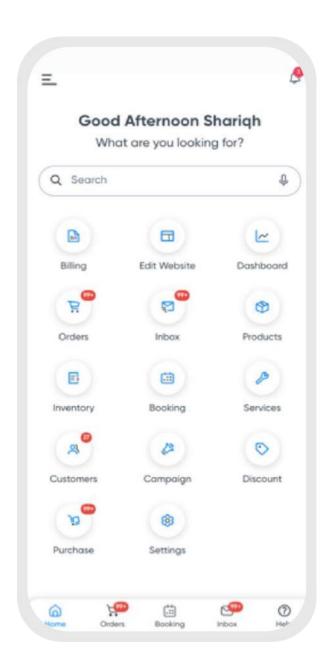


JD XPERTS - ONE STOP SOLUTION FOR ON-DEMAND SERVICES

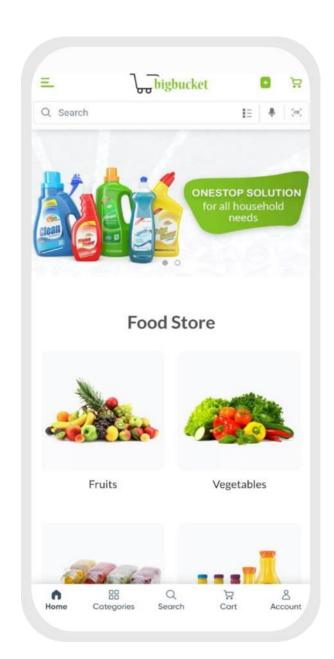


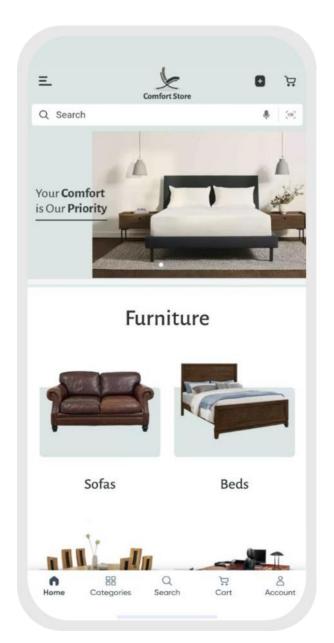


JD OMNI - Cloud-Hosted Solution for Digitalizing Businesses









Product Cataloguing



CSV





Add Products via Barcode



16 Million Product Catalogue Library



Create Custom Product





















Jd Pay

UPI

Credit Debit Card

Wallets

Net Banking

COD

Send Online Payment Links

Store Credit (Khata)











Shipyaari (Couries Aggregator)

Swiggy Genie Integration

Dunzo Hyperlocal

Local Delivery Boy

Buy Online, Pickup in Store







Email



SMS



App Notification

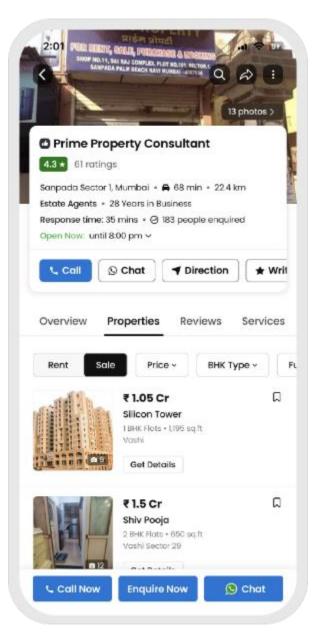


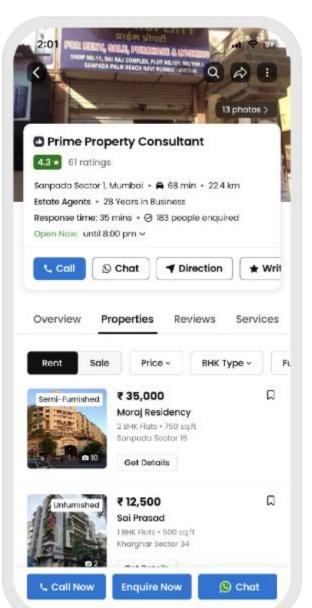
Browser Notification

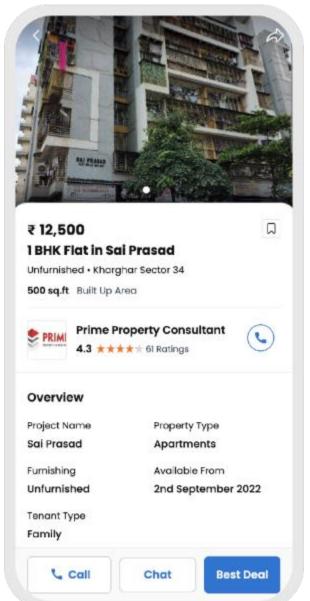


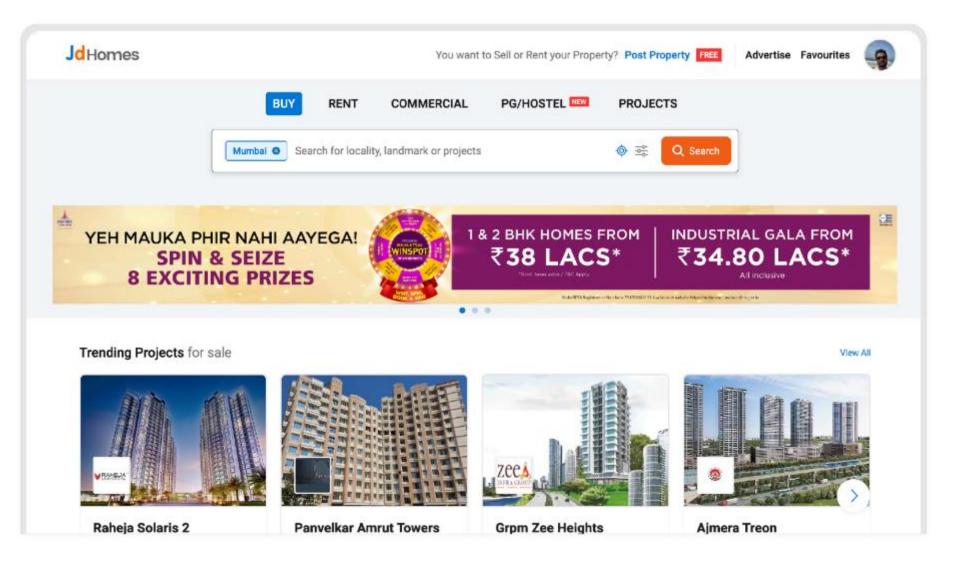
Chat

JD HOMES

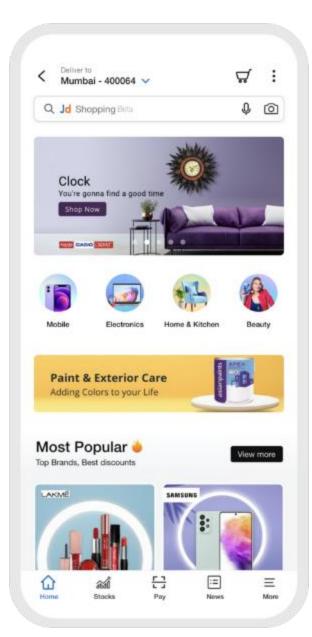


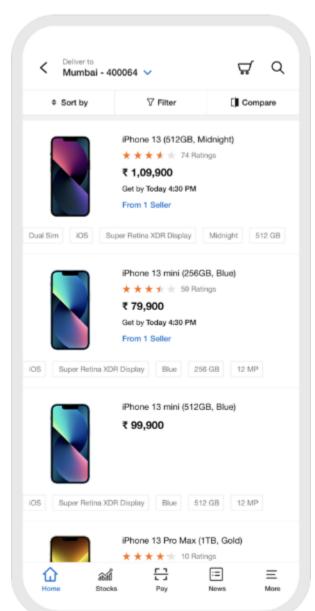


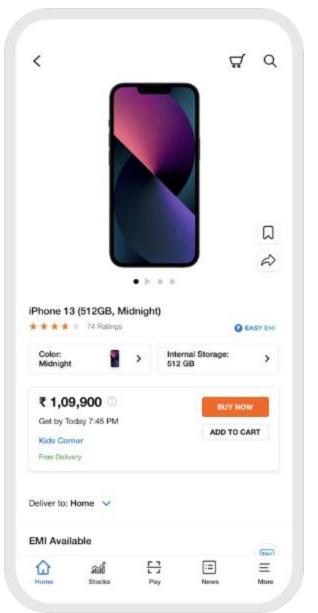




JD SHOPPING



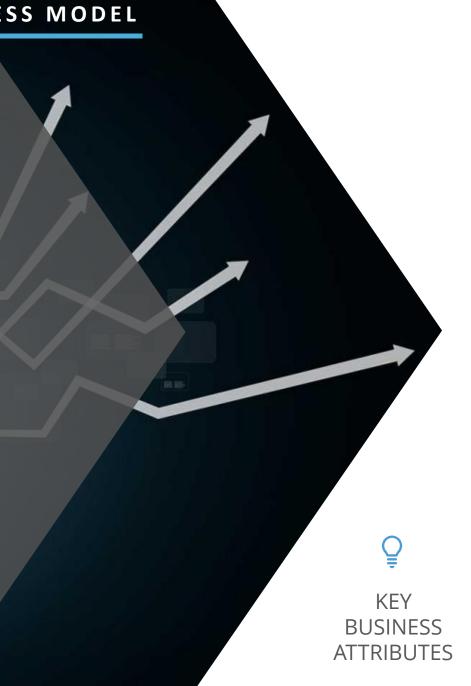




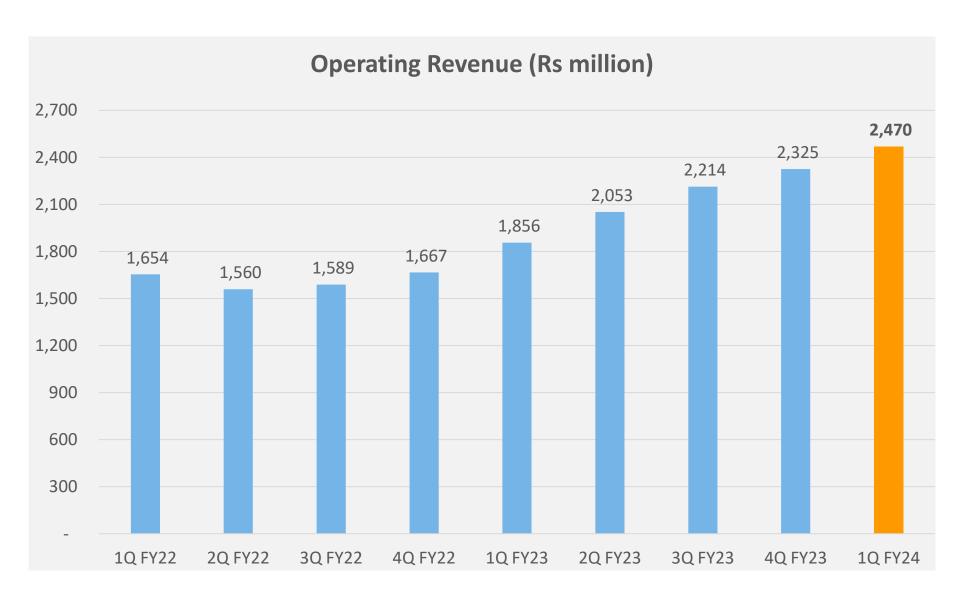


EFFICIENT & PROFITABLE BUSINESS MODEL

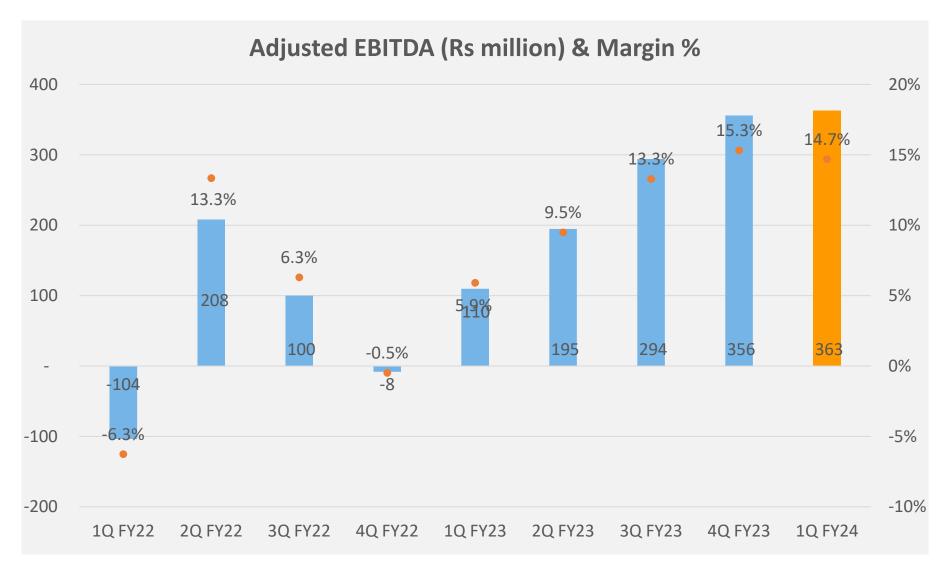
- Paid Advertisers pay a fixed fee to run searchled advertising campaigns for their businesses on Justdial's platforms
- Various premium & non-premium listing packages available which determine placements in search results
- Multiple factors determine pricing, such as business categories of advertiser, geographies targeted, type of package
- Add-on products such as banners, own website, JD Pay, JD Ratings, etc. available
- Advertisers can pay amounts either upfront or through monthly payment plans, with ability to manage campaigns online
- Justdial also runs multi-city/ national campaigns for pan-India advertisers
- Sales team comprises of 5,266 employees in tele-sales, 1,746 feet-on-street (marketing), and 4,734 feet-on-street (Cold Calling & Others) as on Q1 FY24



REVENUE

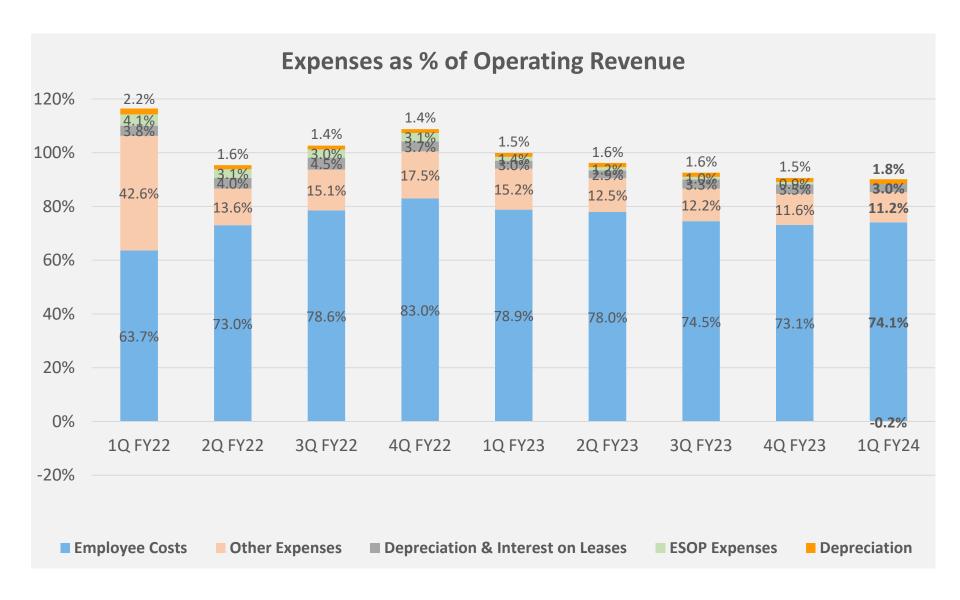


OPERATING MARGIN

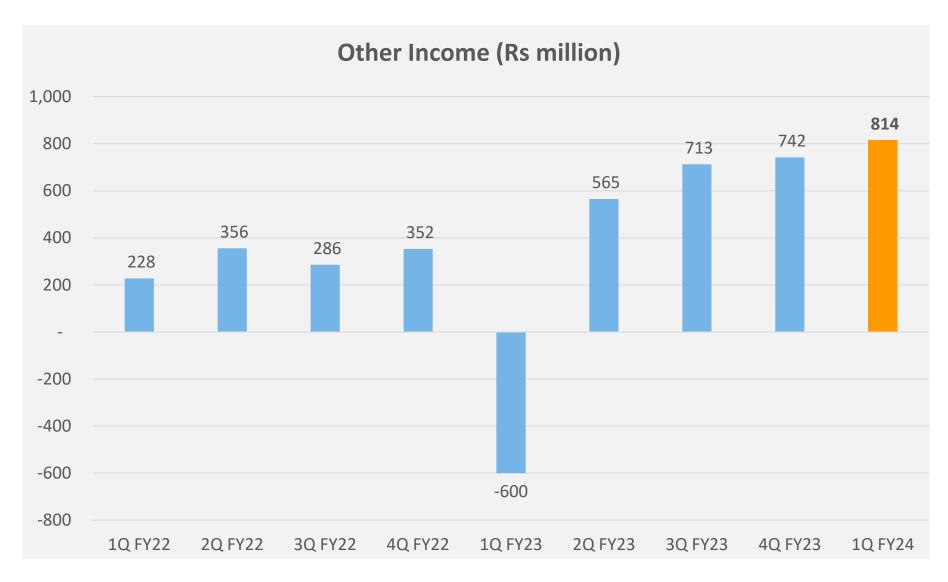


Note: Adjusted EBITDA calculated after excluding non-cash ESOP Expenses from reported EBITDA

COST STRUCTURE

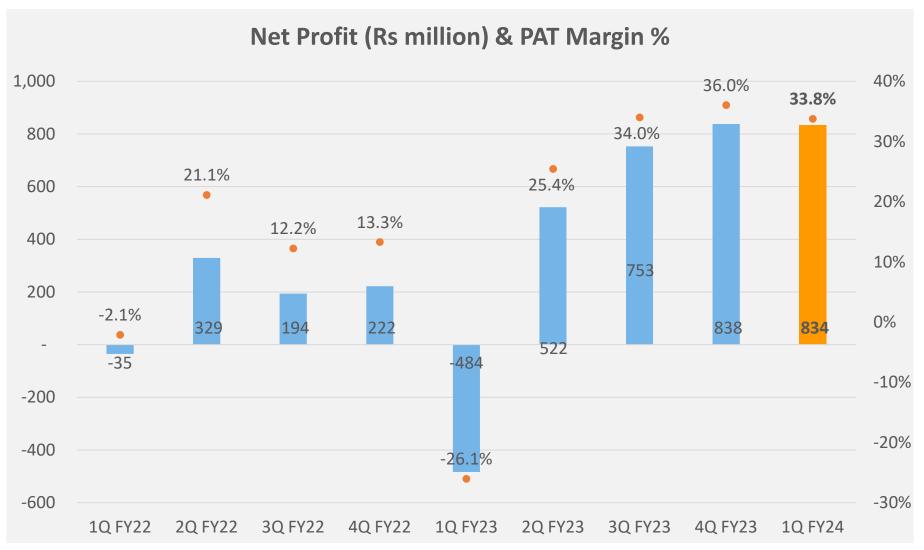


OTHER INCOME



Note: Other Income in 1Q FY23 was impacted due to mark-to-market (MTM) losses on treasury portfolio owing to significant increase in bond yields during that quarter.

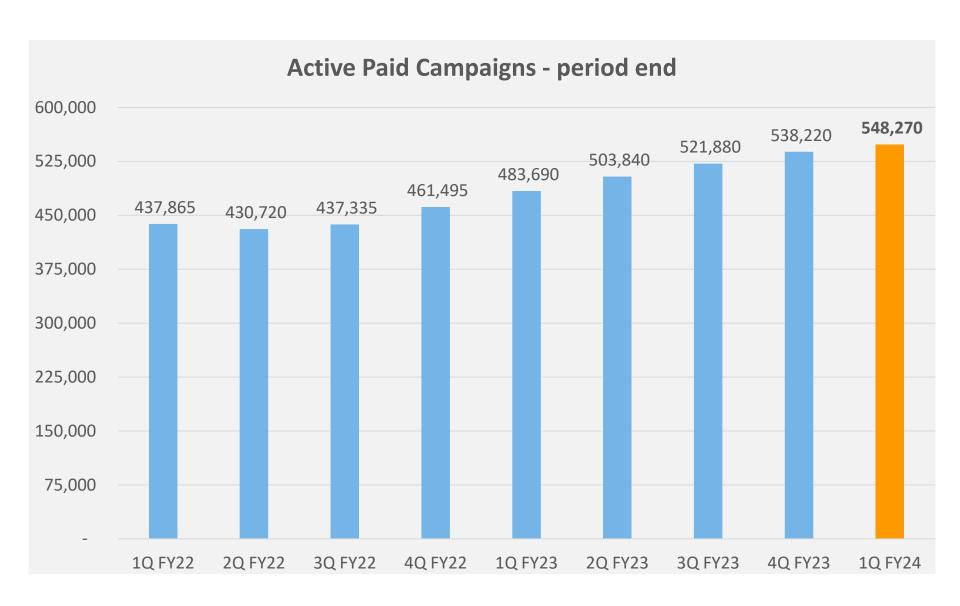
NET PROFIT MARGIN



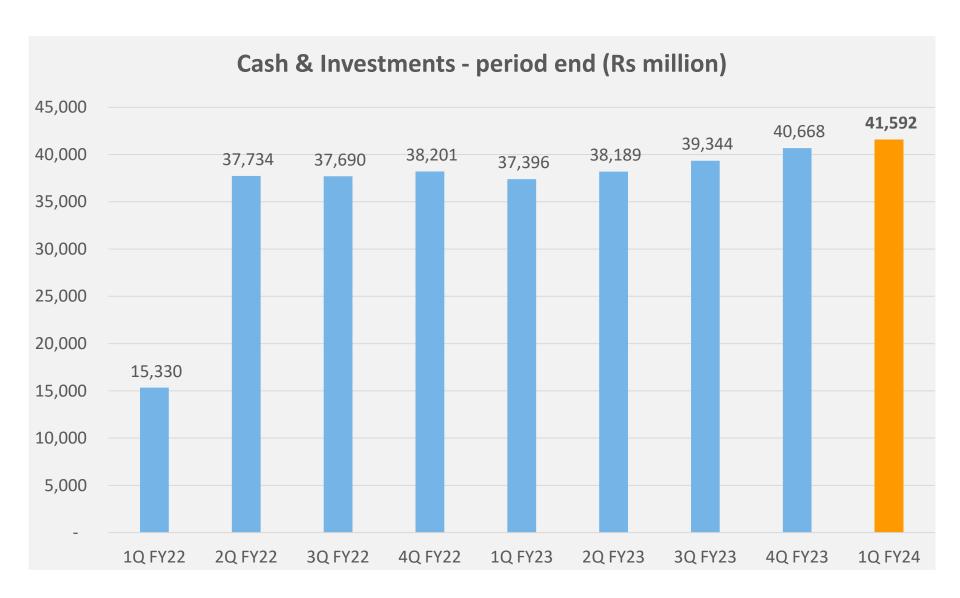
Note:

- 1) PAT Margin is calculated as Net Profit (Profit After Taxes) as a percentage of Operating Revenue for the quarter.
- 2) Loss during 1Q FY23 is driven by negative other income due to mark-to-market (MTM) losses on treasury portfolio owing to significant increase in bond yields during that quarter.

PAID CAMPAIGNS

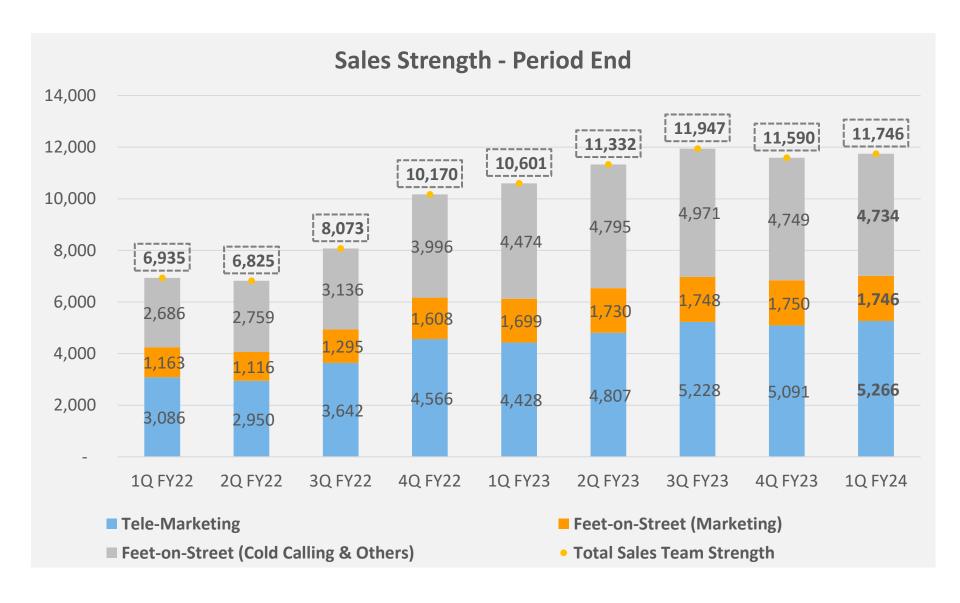


CASH AND INVESTMENTS



Note: Increase in Cash & Investments in 2Q FY22 is on account of Rs 21.65 billion received upon preferential issue of Equity Shares to RRVL.

SALES FORCE



JUST DIAL LTD - 1Q FY24 (Quarter ended June 30, 2023) PERFORMANCE SUMMARY						
Metric	Unit	1Q FY24	1Q FY23	YoY change	4Q FY23	QoQ change
Operating Revenue	(₹ million)	2,470	1,856	33.1%	2,325	6.2%
Operating EBITDA	(₹ million)	367	84	336.9%	334	9.8%
Operating EBITDA Margin	%	14.9%	4.5%	1033 bps	14.4%	49 bps
Adjusted EBITDA (excl. ESOP expenses)	(₹ million)	363	110	230.7%	356	1.9%
Adjusted EBITDA Margin (excl. ESOP expenses)	%	14.7%	5.9%	878 bps	15.3%	-62 bps
Other Income, net	(₹ million)	814	-600	n.a.	742	9.7%
Profit Before Taxes	(₹ million)	1,061	-598	n.a.	960	10.6%
Net Profit	(₹ million)	834	-484	n.a.	838	-0.5%
Net Profit Margin	%	33.8%	-26.1%	n.a.	36.0%	-227 bps
Deferred Revenue (period end)	(₹ million)	4,503	3,534	27.4%	4,382	2.8%
Cash & Investments (period end)	(₹ million)	41,592	37,396	11.2%	40,668	2.3%

Note: Net Profit Margin is calculated as Net Profit (Profit After Taxes) as a percentage of Operating Revenue for the period.

JUST DIAL LTD - 1Q FY24 (Quarter ended June 30, 2023) PERFORMANCE SUMMARY						
Metric	Unit	1Q FY24	1Q FY23	YoY change	4Q FY23	QoQ change
Unique Visitors	(million)	171.4	147.9	15.9%	159.3	7.6%
- Mobile	(million)	146.5	124.7	17.5%	137.2	6.7%
- Desktop/ PC	(million)	18.6	16.7	11.4%	16.6	12.2%
- Voice	(million)	6.3	6.4	-2.0%	5.5	15.3%
- Mobile	% share	85.5%	84.3%	112 bps	86.1%	-69 bps
- Desktop/ PC	% share	10.9%	11.3%	-44 bps	10.4%	44 bps
- Voice	% share	3.7%	4.4%	-67 bps	3.4%	25 bps
Total Listings (period end)	(million)	38.0	32.8	15.8%	36.5	4.1%
Net Listings Addition		1,510,972	907,228	66.5%	1,483,553	1.8%
Total Images in Listings (period end)	(million)	150.2	122.5	22.7%	139.2	7.9%
Listings with Geocodes (period end)	(million)	23.5	19.5	20.4%	22.3	5.5%
Ratings & Reviews	(million)	144.6	133.5	8.3%	143.0	1.1%
Paid campaigns (period end)		548,270	483,690	13.4%	538,220	1.9%
Total App Downloads (period end)	(million)	34.0	31.2	8.8%	33.1	2.7%
App Downloads per day		8,553	8,732	-2.0%	8,272	3.4%
Total Employees (period end)		15,367	14,106	8.9%	15,320	0.3%
- Sales Employees (period end)		11,746	10,601	10.8%	11,590	1.3%

BOARD OF DIRECTORS

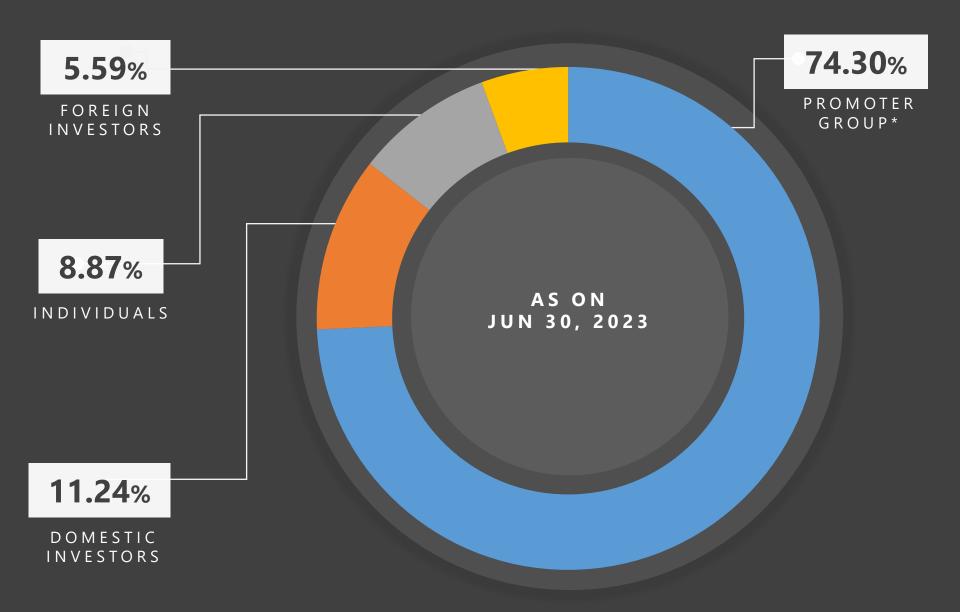
EXECUTIVE DIRECTOR					
V S S Mani	V.S.S. Mani is the Founder, Managing Director and Chief Executive Officer of Justdial. With over 35 years of experience in the field of media and local search services, he has successfully steered and kept our business on the growth track, driven by technological innovation.				
INDEPENDENT DIRECTORS					
B Anand (Chairman)	B. Anand has served as the CEO of Nayara Energy and CFO of Trafigura. He has over 36 years of experience in large scale global enterprise leadership, operations, strategies, enterprise integration and value creation, including corporate finance and investment banking. He is a Commerce graduate and an associate member of Institute of Chartered Accountants of India.				
Sanjay Bahadur	With over 39 years of experience in construction, Sanjay Bahadur has served on our Board since August 2, 2011. He holds a degree in Civil Engineering from the Delhi College of Engineering and is currently the Chief – Strategy and Business Development of Construction and Chemicals division of Pidilite Industries Limited. He had also worked with Larsen & Toubro Limited, Aeons Construction Products Limited, Unitech Prefab Limited and ACC Concrete Limited.				
Malcolm Monteiro	Malcolm Monteiro has been part of Justdial's Board since 2011. Being an Electrical Engineering graduate from the Indian Institute of Technology (IIT), Mumbai, and a postgraduate in Business Management from the Indian Institute of Management (IIM), Ahmedabad, he has been a valuable asset with a keen sense of vision. He was the India CEO of DHL e-commerce and also served as a member of the DHL e-commerce Global Management Board and Director of Blue Dart Express Limited.				
Bhavna Thakur	Bhavna Thakur is Chief Operating Officer of Tifin Studios 2, working in the arena of artificial intelligence, technology and finance. Prior to this she was the head of Capital Markets at Everstone Capital and Citigroup India and has over 24 years of experience in corporate finance, investment banking, M&A and capital markets. She holds a BA LLB (Hons.) from National Law School of India and a postgraduate degree in Law from Columbia University. She also worked with Citigroup, Morgan Stanley in Mumbai and Paul Weiss, Wharton Garrison LLP and Davis Polk and Wardwell LLP in London and New York, respectively.				
Ranjit V. Pandit	Ranjit V. Pandit served as the Managing Director at General Atlantic, LLC, between 2007 and 2012 where he was the head of the firm's growth investment activities across India. He has served as an Advisory Director of General Atlantic LLC in 2013. Prior to General Atlantic, he served as the Managing Director and Chairman of McKinsey & Company in India. He has an MBA from the Wharton School at the University of Pennsylvania (USA) and holds a BE Degree in Electrical Engineering from VJTI, University of Bombay.				

NON-EXECUTIVE DIRECTORS				
V. Subramaniam	V. Subramaniam has over 25 years of experience in the fields of Finance, accounts, taxation and business management. He has over the years served at various leadership positions in industries ranging from consumer products, petrochemicals, refining to automobiles and retail during his corporate tenure.			
Ashwin Khasgiwala	Ashwin Khasgiwala presently serves as the Chief Business Operations Controller for Retail Business of Reliance group and has been associated with Reliance Group for more than 15 years. He is a Chartered Accountant and has over two decades of experience in the fields of finance, compliance and accounting.			
Geeta Fulwadaya	Geeta Fulwadaya has been associated with Reliance Group for over 15 years and has extensive experience in the field of corporate laws and allied matters. She is also on the Board of several companies, including Den Networks Limited and Hathway Cable & Datacom Limited. She is a commerce graduate, and also holds a law degree from Government Law College. She is a member of the Institute of Company Secretaries of India.			
Anshuman Thakur	Anshuman Thakur has completed his graduation in Economics and MBA from IIM Ahmedabad. He has 24 years of experience in corporate strategy and investment banking and has worked across diverse industries. He is currently Senior Vice President at Jio Platforms Limited and responsible for strategy and planning functions. He joined the Reliance Group in 2014 and has ever since been closely involved with the Jio and retail businesses. Prior to joining Reliance, he worked with Morgan Stanley as Head of Mergers & Acquisitions in India. He was a TMT coverage banker at Rothschild prior to his stint at Morgan Stanley. He has also worked with Arthur Andersen and Ernst & Young in the areas of corporate finance and strategy.			
Dinesh Taluja	Dinesh Taluja has completed his B. Tech. from IIT Delhi and MBA from IIM Ahmedabad. He has 18 years of experience across Investment Banking, Management Consulting & Private Equity and has worked in various roles across Credit Suisse, Standard Chartered Bank, McKinsey & Company and Peepul Capital. He was associated with Credit Suisse where he was leading their India's M&A practice. He is currently serving as the Chief Financial Officer of Reliance Retail Limited and Dy. Chief Financial Officer of Reliance Retail Ventures Limited.			

LEADERSHIP TEAM

Namo	Designation	Evnorionco	Functional Areas
Name	Designation	Experience	runctional Areas
V S S Mani	Managing Director & CEO	35 Years	Overall growth strategy, planning, execution & management
V Krishnan	Group President	28 Years	Growth Strategy and Business Development
Abhishek Bansal	Chief Financial Officer	14 Years	Finance, Strategy, Accounting, Treasury, Audit, Legal, Compliance & Traffic
Vishal Parikh	Chief Product Officer	23 Years	Leads Product, Design & Technology teams, IT Infra and Voice Operations
Sumeet Vaid	Chief Revenue Officer	27 Years	Revenue growth & Business development
Rajesh Madhavan	Chief People Officer	30 Years	Human Resource Functions
Ajay Mohan	Chief Business Officer	27 Years	Sales platform management, Strategic alliances, Corporate partnerships & Business expansion
Rakesh Ojha	Chief Business Officer (West & South)	28 Years	Sales & Expansion (West & South Region)
Prashant Nagar	Chief Business Officer (Feet on Street - FOS)	24 Years	Sales & Expansion (Delhi, Feet on Street - FOS)
Suhail Siddiqui	Chief Business officer (North & East)	27 Years	Sales & Expansion (North & East Region)
Rajiv Nair	Vice President	25 Years	Sales & Expansion (South Region)
Shwetank Dixit	Vice President - Strategy, Operations & Analytics	12 Years	Strategy, Content Augmentation, Curation & Enrichment, Business Analytics/ MIS, Traffic

SHAREHOLDING PATTERN



End of Presentation

Registered & Corporate Office:

Just Dial Limited, Palm Court Building M, 501/B, 5th Floor, New Link Road, Malad (W), Mumbai - 400064.

For any queries, please contact us at investors@justdial.com