

February 12, 2020

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 the presentation of the Company for the quarter ended December 31, 2019.

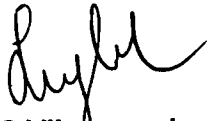
The aforesaid information is also being hosted on the website of the Company viz., www.matrimony.com.

Submitted for your information and records.

Thanking you

Yours faithfully,

For Matrimony.com Limited

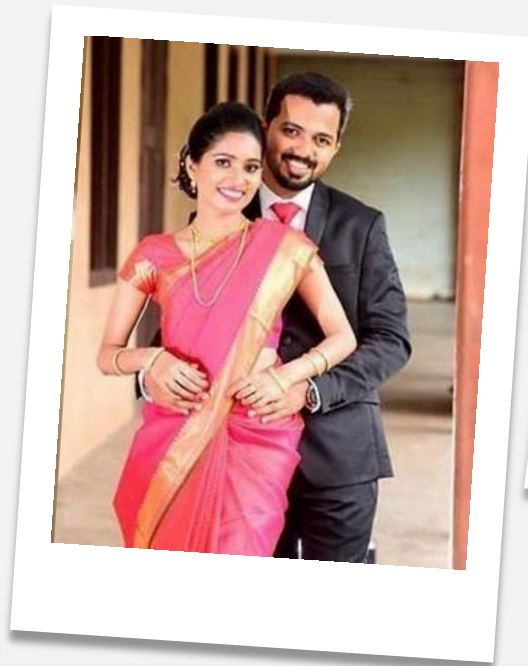


S.Vijayanand

Company Secretary & Compliance Officer

ACS: 18951

No.94, TVH Beliciaa Towers, Tower II, 10th Floor, MRC Nagar, Chennai – 600028



Investor Presentation

Feb 2020

This presentation may contain statements which reflect the management's current views and estimates and could be construed as forward looking statements.

The future involves certain risks and uncertainties that could cause actual results to differ materially from the current views being expressed.

Potential risks and uncertainties include such factors as general economic conditions, foreign exchange fluctuations, competitive product and pricing pressures and regulatory developments.



Premium Matchmaking Service



Professional Photography Service



Company Overview

1

Q3FY20 Results

2

Growth Strategy

3

Management Team

4



matrimony.com

Company Overview

#1

Leader for Matchmaking Services

We deliver matchmaking services to our users in India and the Indian diaspora through our websites, mobile sites and mobile apps complemented by our on-the-ground network in India

300+

Community Matrimony sites

4.38 mn

Active Profiles ¹

731,000

Paid subscriptions in FY2019

15

Regional Matrimony sites

38.37 mn

Total registrations since January 2006 ¹

INR 3,427 mn

FY19 Billings
(4.9% YoY growth)

¹ As on December 31 2019



Large Online Matrimony Market Opportunity



Leading Provider of Online Matchmaking Services in India



Micro-Market Strategy with Targeted and Personalized Services



Strong Consumer Brand



Robust Technology and Analytics



Continued Expansion into Marriage Services Segment



Key Business Metrics Drive Revenue Growth & Operating Leverage

Large Market Opportunity

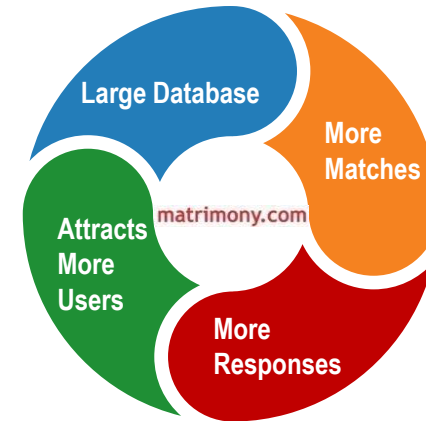
Unmarried Population in 2016 - 107 Mn ¹

Active Seekers in 2016
63 Mn ¹

Active users of online matrimony in 2016
6 Mn ¹

Active Profiles on Matrimony.com
4.38 Mn ²

An Early Mover to Online Matchmaking services.....



.... Coupled with a Network effect resulting in a large database of profiles...

... Resulting in Market Leadership

¹ Based on "Market study of Online Matrimony & Marriage Services in India" report by KPMG dated May 4, 2017;

² As on December 31 2019

Offline



Website



Mobile



Increasing Mobile Usage

Mobile sites and mobile apps accounts for ¹

- ✓ 96% of Profile views
- ✓ 87% of Personalized messages sent and received
- ✓ 87% of the total number of free profiles registered
- ✓ 90% of Express Interest messages
- ✓ 84% of Phone numbers viewed

... Backed by
Strong
Technology
and Analytics
Backbone...



Strong Technology Platform

Reliable and Scalable technology with focus on Information security



Big Data & Analytics

In-house Intelligent Matchmaking Algorithm ("MIMA")

Data Analytics algorithms to track trends to assist in driving monetization of user base



Campaign Management

IBM Unica systems to improve customer experience and subscriptions

¹ For the month of December 2019

Marriage Services : Complements online matchmaking services to provide organized services in the marriage services market

Provides professional wedding **photography and videography** services

Launched in Tamil Nadu, Kerala, Andhra Pradesh, Telangana and Karnataka



A **relationship manager** helps customer avail wedding-related services and recommends suitable vendors

Currently available in Chennai, Coimbatore, Madurai and Trichy

matrimonybazaar.com
from BharatMatrimony

A **wedding venue discovery platform** with 500+ wedding venues

Currently available at Chennai, Coimbatore, Madurai and Trichy , Hyderabad Bangalore and Kochi

matrimonymandaps.com
from BharatMatrimony



Featured in Limca Book of Records for record number of documented marriages online

2015 NASSCOM
“Certificate of
Excellence for
innovative application
of analytics for
business solution”



Certified as most
used matrimonial
search website in
2013-14 for Indian
online customers by
JUXT

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



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

BharatMatrimony
mobile app - **Best
app in the social
category**. Global
Mobile App Summit
and Awards - July
2016 and July 2017



“Find Your Equal”
campaign, won the
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



Profile authentication features such as “Identity Trust Badge” help in maintaining and continuously improving the quality of database further increasing consumer trust

I'm proud to be associated
with a trusted brand
that has created millions
of happy marriages - MS Dhoni

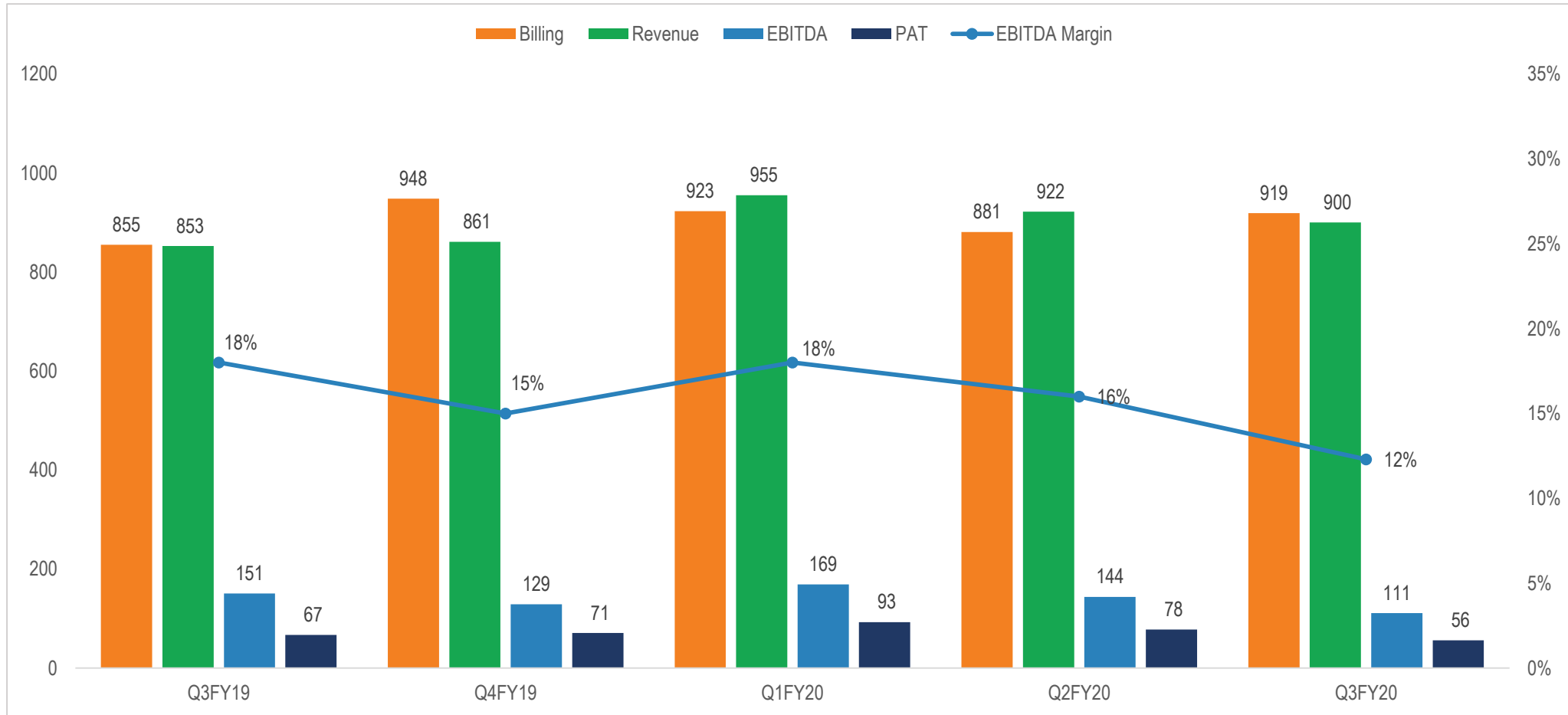


I'm excited to be the brand ambassador
of EliteMatrimony: Actor Madhavan



Enterprise Performance

In ₹ million



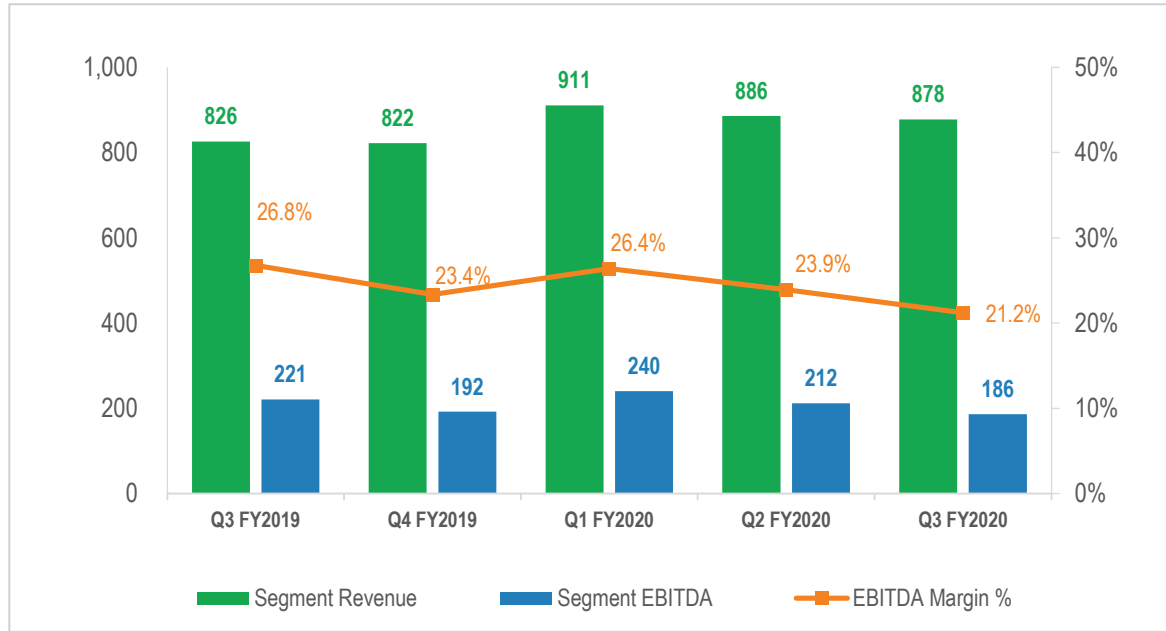
Revenue growth of 5.6% YoY

Note: Company has adopted Ind AS 116 "Leases" using full retrospective method. Consequently, Depreciation and Interest expenses are recognised in lieu of Rent expenses. As a result of transition, Comparatives has been restated and there is no significant impact to PAT

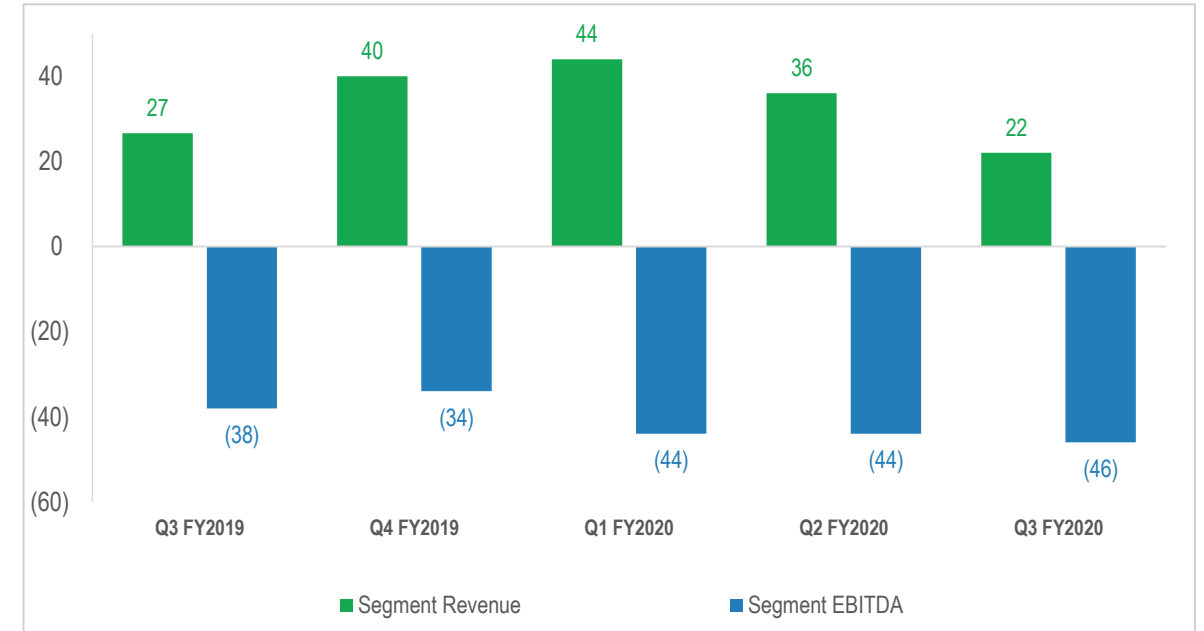
Segment Performance

In ₹ million

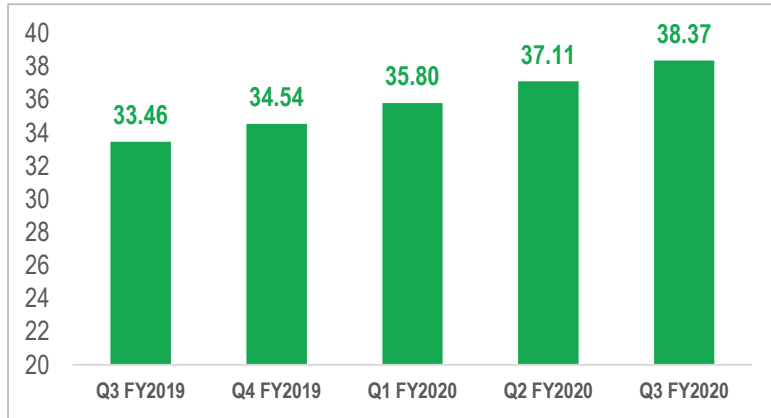
Matchmaking Services



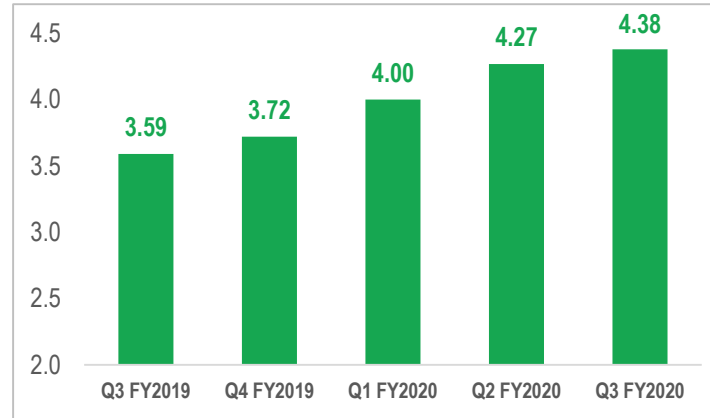
Marriage Services



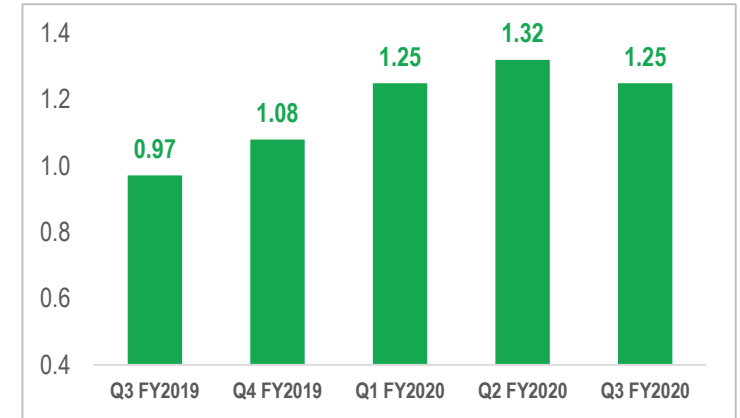
Ever Registrations (in mn)



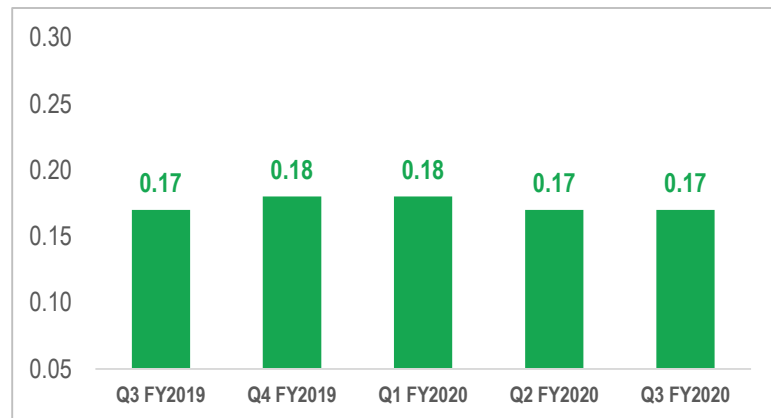
Active Profiles (in mn)



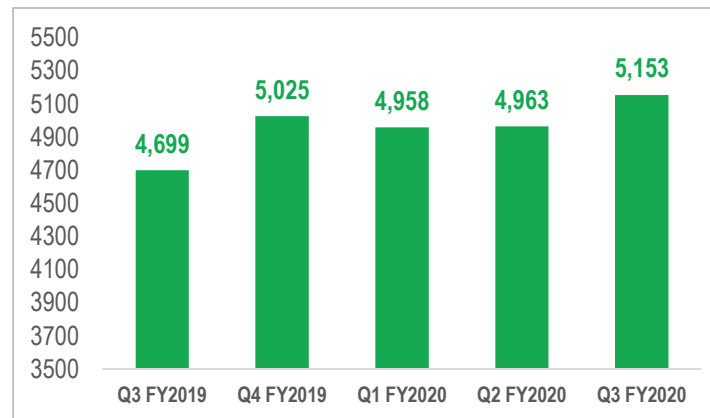
Free Registrations (in mn)



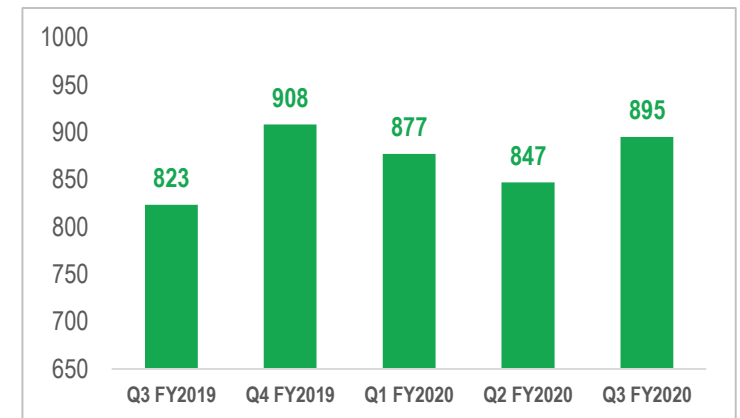
Paid Subscription (in mn)



ATV (in Rs)



Matchmaking Billing (in Rs mn)



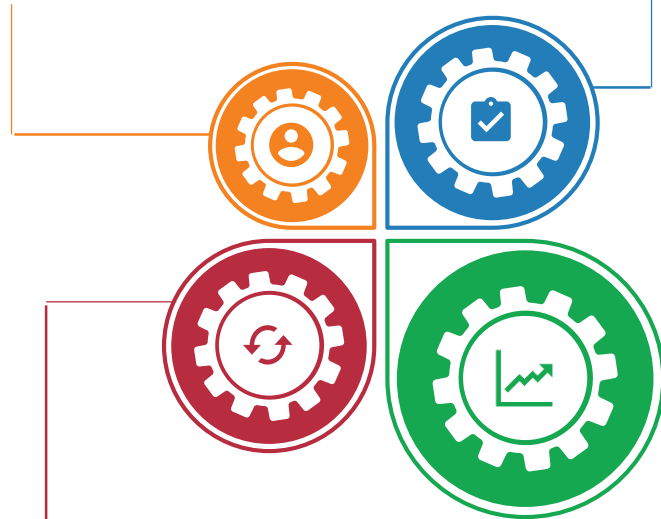
Matchmaking Growth Cycle

Profiles:

- Fueled by Increasing internet and smartphone penetration
- Social adoption & Trust

Conversion Rate:

- Continuous product improvements in online & mobile
- Leverage campaign management & Analytics



ATV:

- Sustained price increase due to leadership position
- Higher price packages

**Increased
Sales**

Our Growth Strategy

Expand User Base

1

Continue Investments
in Mobile Platforms

2

Further Strengthen Brands

3

Drive Monetization

4

Continue to Expand into
Marriage Services

5

Board of Directors



Murugavel Janakiraman

Promoter, Chairman and Managing Director



C K Ranganathan

Non-Executive Independent Director



George Zacharias

Non-Executive Independent Director



Milind S Sarwate

Non-Executive Independent Director



Deepa Murugavel

Non-Executive Director



Akila Krishnakumar

Non-Executive Independent Director

Key Managerial and Senior Management Personnel



Murugavel Janakiraman

Promoter, Chairman and Managing Director



Sushanth Pai

Chief Financial Officer



Prasad Nelliparthi

Chief Human Resource Officer



S. Vijayanand

General Manager-Company Secretary and Compliance Officer



R Chandrasekar

Chief Technology Operation and Infrastructure Officer



S. Saichitra

Chief Portal and Mobile Officer



J. Karthik

Head - Matrimony Bazaar



matrimony.com

Investor Contacts

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matrimony.com

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