

November 11, 2021

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 September 30, 2021.

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

matrimony.com ltd.

(CIN: L63090TN2001PLC047432)

Corporate & Registered Office : No. 94 TVH Beliciaa Towers, Tower 2, 5th Floor, MRC Nagar, Raja Annamalai Puram, Chennai, Tamil Nadu - 600 028.
Phone: 044 - 4900 1919, 044 - 3095 3095

matrimony.com

INVESTOR PRESENTATION | NOVEMBER 2021





matrimony.com

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.

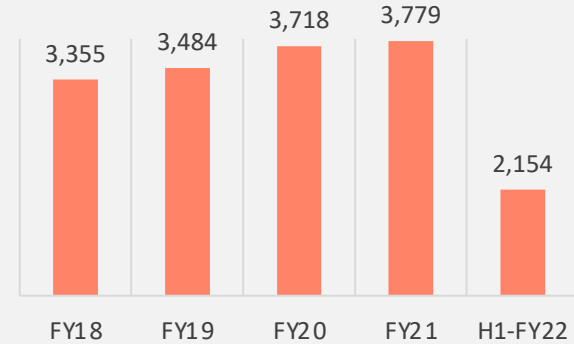
Pioneer and leader in the Indian online matchmaking space.

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.

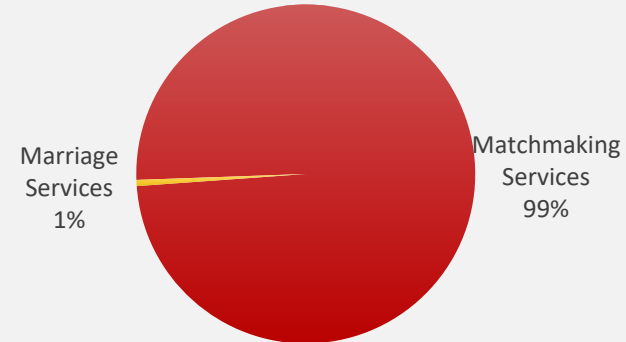
Forward integrated into providing marriage services by aspiring to become a one stop shop for our customers in an asset light vendor platform for venue bookings, catering, decorations, etc.

The market cap of the company as on 30th September 2021 ~ INR 22,265.96 Mn

Consolidated Revenue Growth
(INR Mn)



Business Mix – H1-FY22





Our Leadership Position



Market Leader: Highest market share pan India



Paid subscription base of 8,40,000 profiles in FY2021



Zero Debt company



5 Mn Active profiles



Strong Free Cash Flow generation



Profitable consumer internet company with healthy Balance Sheet



Customised and personalised approach for every community and preferences



Strong Offline presence through retail stores



Robust Technology and Data Analytics



Well known and established brand



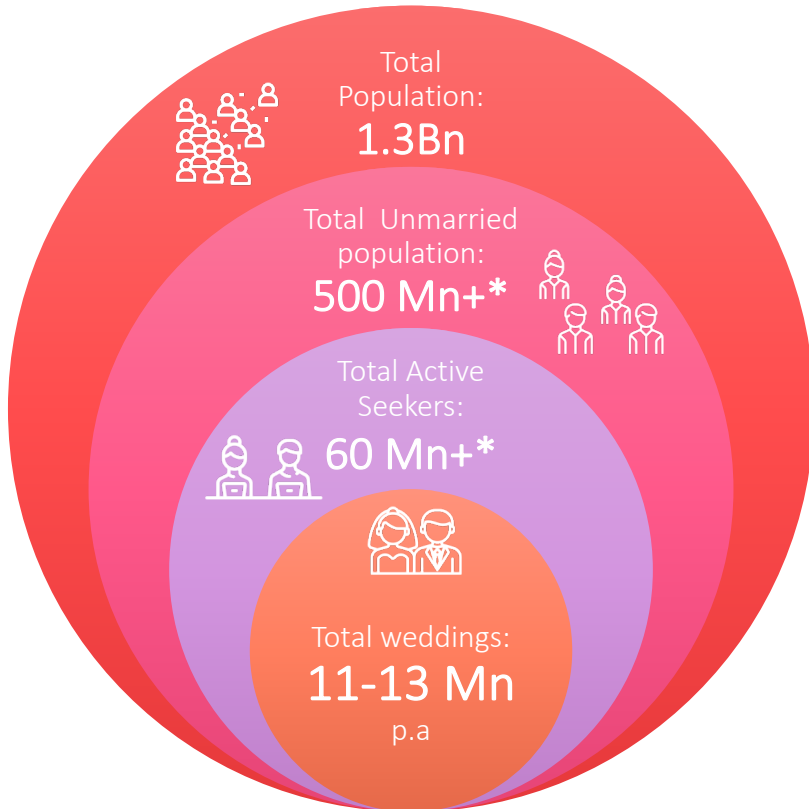
Strong Return Ratios



Marquee Investors



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)

COMPANY OVERVIEW





Notable milestones over the last 20 years

1997

- As a young programmer in New Jersey Mr. M Janakiraman launches a community portal

2000

- Incorporated Matrimony.com
- Launched flagship brand Bharatmatrimony

2002

- Launched the largest matrimony meet in the world 'Mega Swayamvaram'

2006

- Received first round of funding of 8.65 Mn from various PE investors

2008

- Received second round of funding of 11.75Mn from various PE Investors
- Launched "Elite Matrimony", an exclusive matchmaking services for premium customers

2009

- Launched "Community Matrimony"

2010

- Launched "Assisted Matrimony"

2011

- "Bharatmatrimony" made available on iPhone, iPad, Android, Blackberry, Nokia devices.

- 140+ Matrimony retail outlets across in India

2015

- Professional wedding photography service launched – Matrimonyphotography.com

2016

- Launched matrimonybazaar.com

2017

- Company listed on stock exchanges and Launched matrimonymandaps.com

2018

- Dubai office launched
- Cricketer MS Dhoni brand ambassador of BharatMatrimony

2020

- Launched RajasthaniMatrimony and BihariMatrimony
- Launched DoctorsMatrimony exclusively for medical professionals

2021

- Launched BhojpuriMatrimony - Launched IIMITMatrimony.com
- Created a new brand identity - WeddingBazaar.com, one of India's largest wedding marketplace from the earlier avatar of MatrimonyBazaar.com
- Acquired 100% stake in Boatman Tech Private Limited, promoters of ShaadiSaga.com.

1997-2005

2006-2010

2011-2017

2018-2021



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 – Non Executive 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 Creaegis, an asset management platform for private equity investments for global endowments and institutional investors.

Akila Krishnakumar – Non Executive Independent Director

- An alumna 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, Jamshedpur
- 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



Catering to the Indian Diaspora across the Globe



Nationwide coverage



Offices in 3 international cities



Corporate headquarters and technology
operations in Chennai, TN



3,500+ number of associates as on FY21



On-ground retail presence 120+

BUSINESS OVERVIEW





Pioneering Matchmaking Services in India

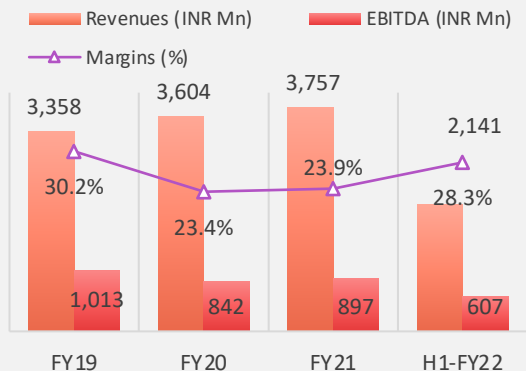
Matrimony.com has the largest number of matchmaking online platforms to suit a person's choice and preference

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

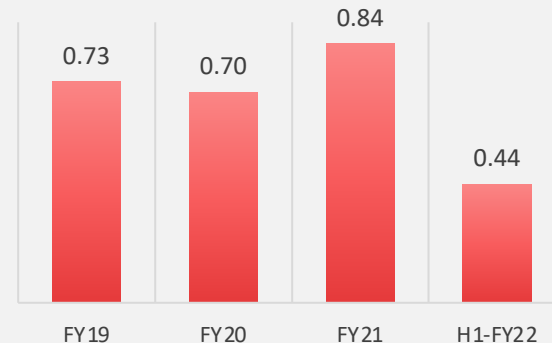
Dominant market share in Southern India.

Pioneer in Community based, Assisted and Elite Matrimony services.

Matchmaking Performance



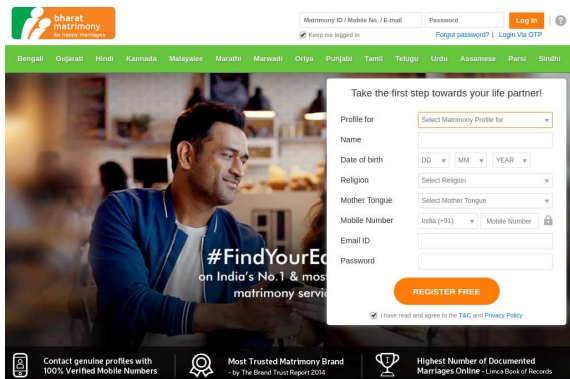
Paid Subscription (in Mn)





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



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.



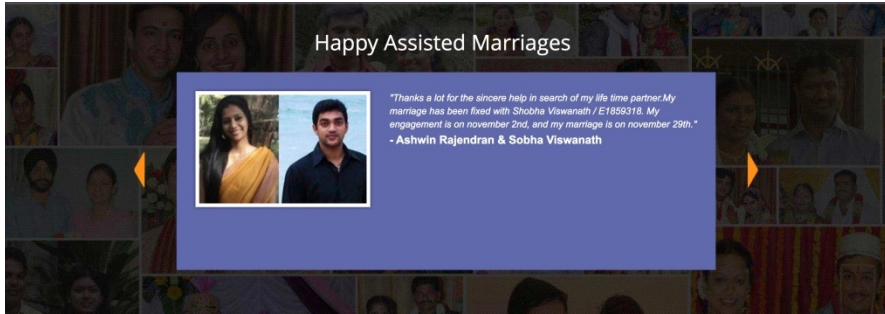
Key features

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



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.

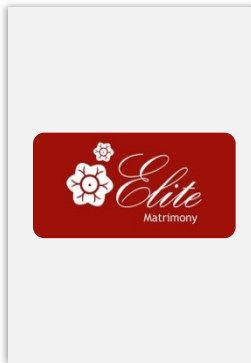


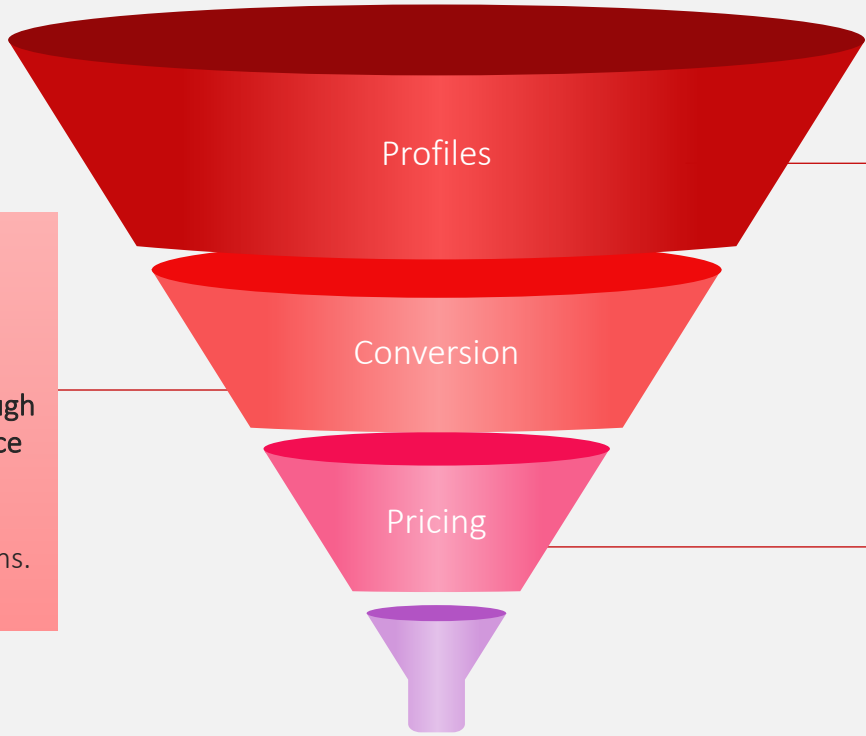
Elite - From BharatMatrimony
Matrimony

Elite Marriages

Some of the stories that we made happen...

Elite Matrimony – A personalized matchmaking service for the affluent.





Technology such as AI, insights through data analytics and strong tele-service channel aid in enhancing user experience and converting them to paid subscriptions.



Marketing efforts result in increasing leads and registrations of user profiles



Flexible packages for 3,6 or 12 month subscriptions at customized and affordable rates

Revenues



Celebrity Brand Ambassador : MS Dhoni

Micro market strategy to captivate maximum audience



Offline advertising through TV, Print and Online Digital campaigns, SEO and SEM



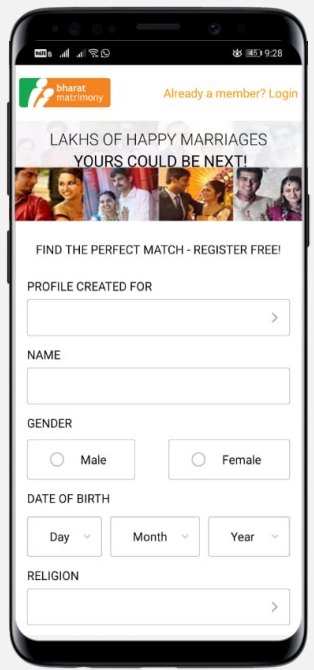
Marketing Strategy



On-ground retail presence 120+








Customer service team of 1,500+ as on FY21 to convert free profile into paid



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

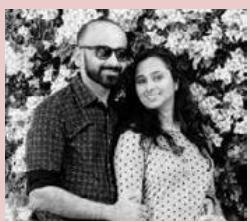
Placing a premium on value systems



“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.”

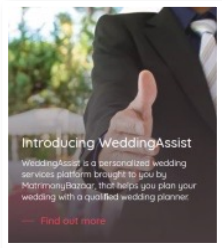
OriyaMatrimony

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 10,000+ vendors, catering and decoration etc. are listed, more than 18,000 weddings planned. Services Available in more than 36 cities

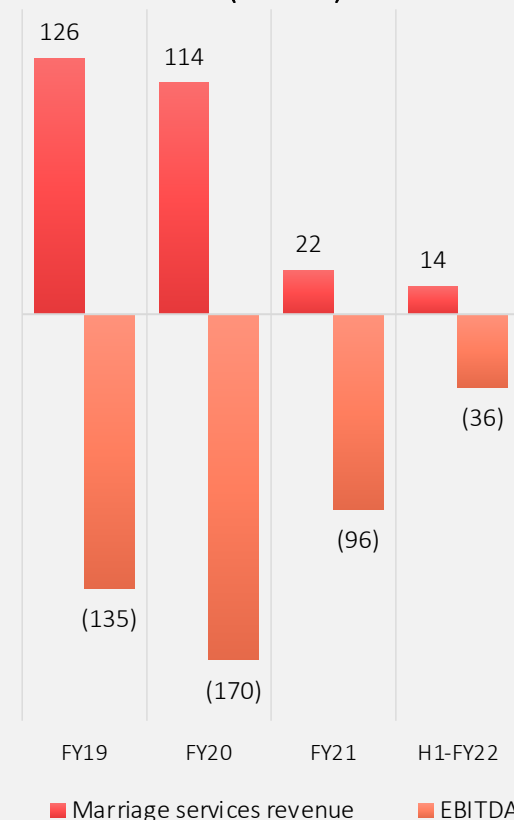
mandap.com
from BharatMatrimony



Mandap

A wedding venue booking platform with more than 10,000+ mandaps, banquet halls, convention halls, etc.

Marriage Services Performance (INR Mn)



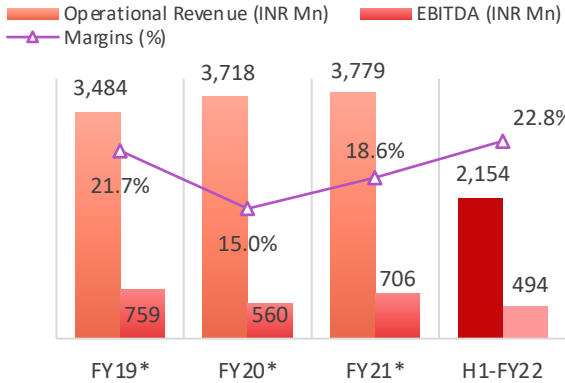
* Restated as per IndAS 116

FINANCIAL OVERVIEW

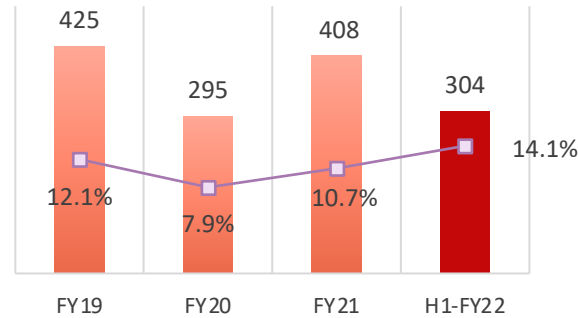




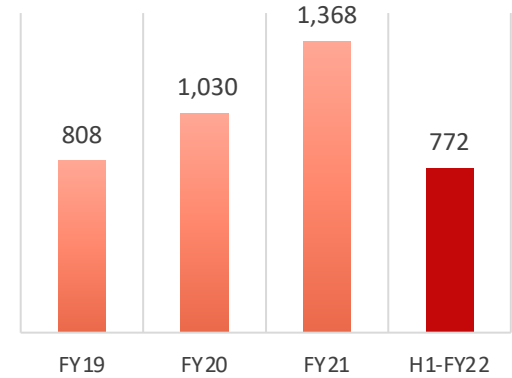
Consolidated Performance



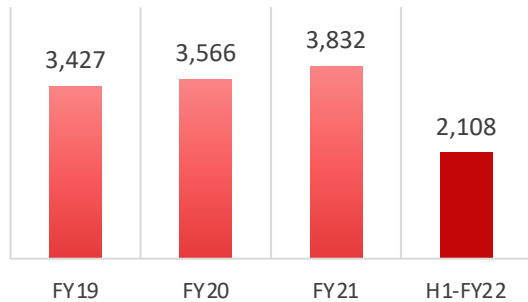
Net Profit (INR Mn) and PAT Margins (%)



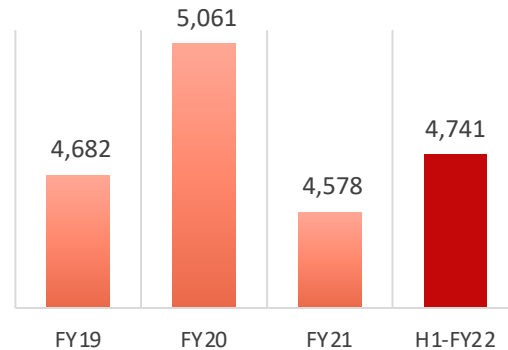
Marketing Expense (INR Mn)



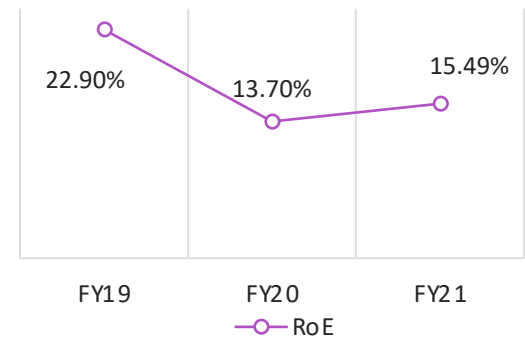
Matchmaking Billings (INR Mn)



ATV (INR)

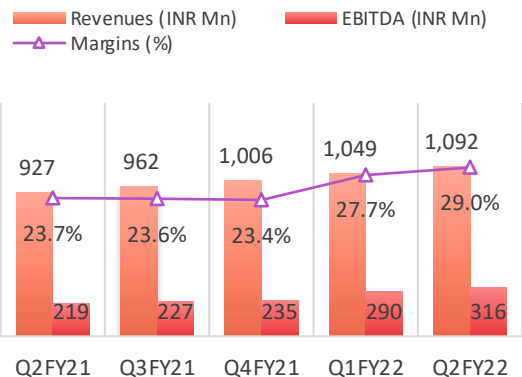


RoE (%)

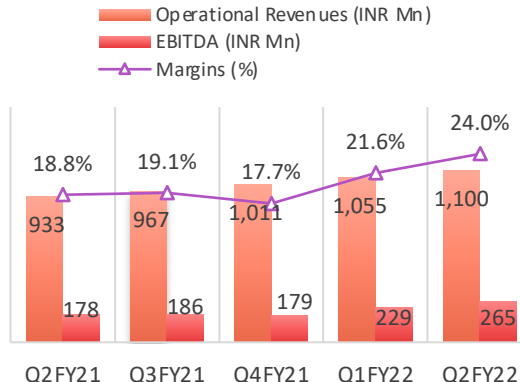


* Restated as per IndAS 116

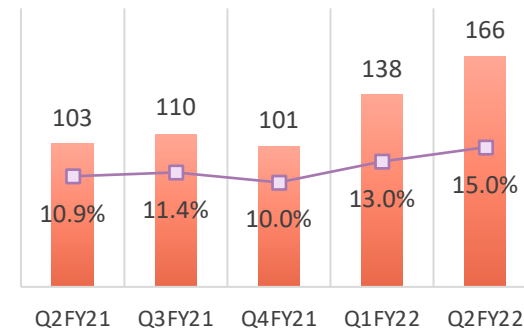
Matchmaking Performance



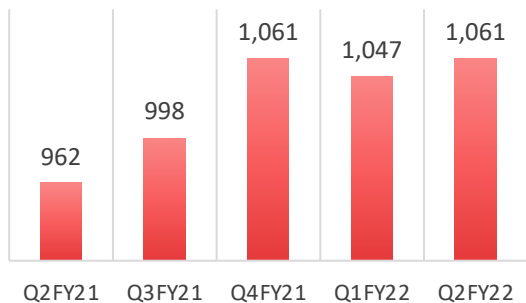
Consolidated Performance



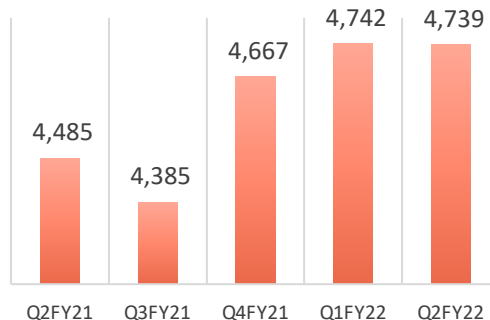
Net Profit (INR Mn) and PAT Margins (%)



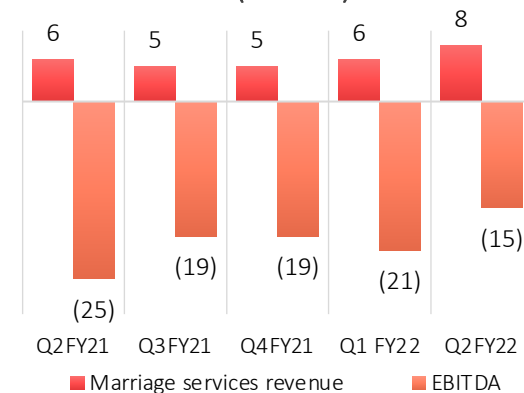
Matchmaking Billings (INR Mn)



Matchmaking ATV (INR)



Marriage Services Performance (INR Mn)





Operational Highlights For The Quarter

Consolidated Billings

INR 1,068 Mn

Revenues

INR 1,100 Mn

Matchmaking Billings

INR 1,061 Mn

Revenues

INR 1,092 Mn

0.22 Mn

paid Subscriptions

Average transaction value for the matchmaking business

4,739 INR

28,000+

success stories created

5 consecutive quarters of double digit YoY growth in Matchmaking billing

EBITDA margin for the match making business in Q2-FY22 has improved strongly to 29% from 27.7% in Q1-FY22 and 23.7% a year ago

Excluding marketing expenses, margins in matchmaking are at 66% in Q2-FY22 as compared to 63% in Q1-FY22 and 60% a year ago

PAT (excluding Astro) is at Rs 16.8 Cr, a good growth of 19% QoQ and 59.3% YoY with 28,000+ success stories.

ROCE reported at 28%. Operating cash flow for Q2-FY22 was robust at Rs 21.6 cr. and cash balance is at Rs 304 cr.

Launched BangladeshiMatrimony.com with operations at Dhaka, Bangladesh to serve Bangladesh

Launched Jodii, a vernacular matrimony app in Tamil, to help millions of common people find their life partner

Disclaimer

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

ANNEXURE



Particulars (INR Mn)	Q2-FY22	Q2-FY21	Y-o-Y	Q1-FY22	Q-o-Q
Revenues	1,100	933	17.9%	1,055	4.3%
Total Expenses*	835	755	10.6%	826	1.1%
EBITDA	265	178	48.9%	229	15.7%
<i>EBITDA Margin (%)</i>	24.0%	18.8%	520 bps	21.6%	240 bps
Depreciation	67	64	4.7%	64	4.7%
Finance Cost	14	11	27.3%	12	16.7%
Other Income*	38	34	11.8%	36	5.6%
Share of Profit/(loss) of associate	(2)	(3)	NA	(3)	NA
PBT	220	134	64.2%	186	18.3%
Tax	54	31	74.2%	48	12.5%
Profit After Tax	166	103	61.2%	138	20.3%
<i>PAT Margin (%)</i>	15.0%	10.9%	410 bps	13.0%	200 bps
Diluted EPS	7.2	4.50	60.0%	6.03	19.4%

*operational income adjusted with total expenses to calculate EBITDA

Particulars (INR Mn)	H1-FY22	H1-FY21	Y-o-Y
Revenues	2,154	1,801	19.6%
Total Expenses*	1,660	1,460	13.7%
EBITDA	494	341	44.9%
<i>EBITDA Margin (%)</i>	22.8%	18.7%	410 bps
Depreciation	131	132	(0.8)%
Finance Cost	26	24	8.3%
Other Income*	74	77	(3.9)%
Exceptional Items	-	-	NA
Share of Profit/(loss) of associate	(5)	(5)	NA
PBT	406	257	58.0%
Tax	102	61	67.2%
Profit After Tax	304	196	55.1%
<i>PAT Margin (%)</i>	14.1%	10.8%	330 bps
Diluted EPS	13.3	8.6	54.7%

Historical Consolidated Income Statement

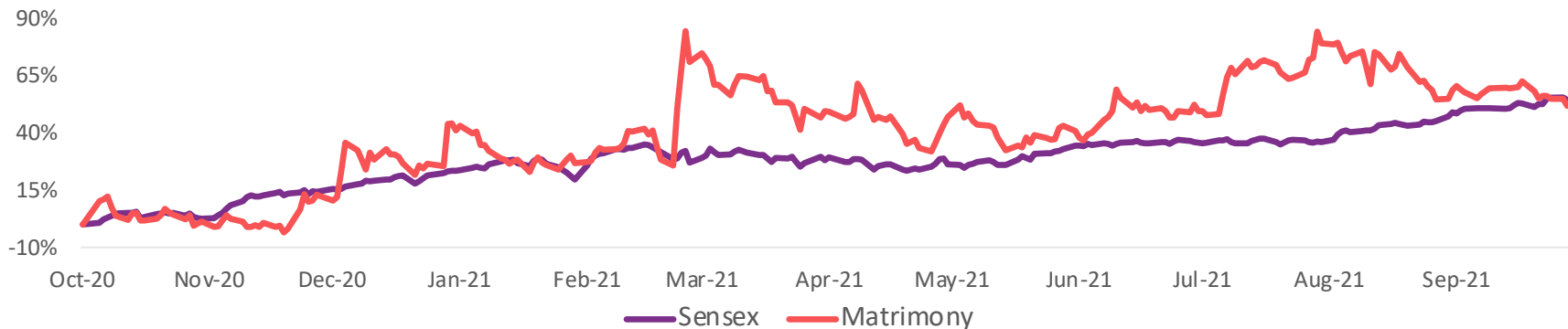
Particulars (INR Mn)	FY17	FY18	FY19#	FY20#	FY21#
Revenues	2,928	3,354	3,484	3,718	3,779
Total Expenses*	2,339	2,579	2,725	3,158	3,073
EBITDA	589	775	759	560	706
EBITDA Margin (%)	20.1%	23.1%	21.7%	15.0%	18.6%
Depreciation	104	96	265	280	259
Finance Cost	56	15	48	52	48
Other Income*	45	65	139	163	144
Exceptional Items	44	(128)	-	-	-
Share of Profit/(loss) of associate	-	-	-	(1)	(6)
PBT	430	857	585	390	537
Tax	0	118	160	95	129
Profit After Tax	430	739	425	295	408
PAT Margin (%)	14.6%	22.0%	12.1%	7.9%	10.7%
Diluted EPS	20.02	33.40	18.59	12.95	17.88

Historical Consolidated Balance Sheet

Particulars (INR Mn)	FY20	FY21	H1-FY22	Particulars (INR Mn)	FY20	FY21	H1-FY22
EQUITY AND LIABILITIES				ASSETS			
EQUITY				Non-Current Assets			
Share Capital	114	114	114	Property, Plant & Equipment	730	703	674
Other Equity	2,168	2,519	2,754	Rights of use assets	569	535	630
Total Equity	2,282	2,633	2,868	Intangible Assets	32	29	68
Non Current Liabilities				Intangible Assets under development	1	-	-
Lease liabilities	463	479	566	Goodwill	-	-	87
Deferred Tax Liabilities (Net)	-	-	11	Investment in associate	61	55	50
Other non current liabilities	2	-	1	Financial Assets			
Sub Total Non Current Liabilities	465	479	578	Security Deposits	86	60	65
Current Liabilities				Bank Balances other than Cash and Cash equivalents	-	-	15
Financial liabilities				Deferred tax assets (Net)	18	20	22
1.Trade payables				Income tax assets (Net)	38	35	31
- Total outstanding dues of creditors other than micro and small enterprises	310	386	427	Other Non-current assets	15	25	25
2. Other payables	21	1	2	Sub Total Non Current Assets	1,550	1,462	1,667
3. Lease liabilities	149	118	130	Current Assets			
Other current liabilities	744	839	794	Financial Assets			
Provisions	76	68	76	1.Security Deposits	20	41	28
Liabilities for current tax (Net)	3	3	21	2.Cash and Cash Equivalents	45	90	80
Sub Total Liabilities	1,303	1,415	1,450	3.Bank Balances other than Cash and Cash equivalents	1,101	1,909	2,105
TOTAL EQUITY AND LIABILITIES	4,050	4,527	4,896	4.Investments	1,204	850	840
				5.Trade Receivables	36	75	71
				6.Derivative instruments	-	-	-
				7. Loan to subsidiaries	-	-	-
				8.Other financial assets	46	57	51
				Other current assets	48	43	54
				Sub Total Current Assets	2,500	3,065	3,229
				TOTAL ASSETS	4,050	4,527	4,896



Share Price Data as on 30th September, 2021



Price Data (30th September 2021)

Face Value (INR)	5.0
Market Price (INR)	972.90
52 Week H/L (INR)	1,242/616
Market Cap (INR Mn)	22,265
Equity Shares Outstanding (Mn)	22.88
1 Year Avg. trading volume ('000)	58.4

Shareholding Pattern as on 30th September 2021

