

August 13, 2018

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
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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, 2018 along with the fact sheet of the Company.


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

Submitted for your information and records.

Thanking you

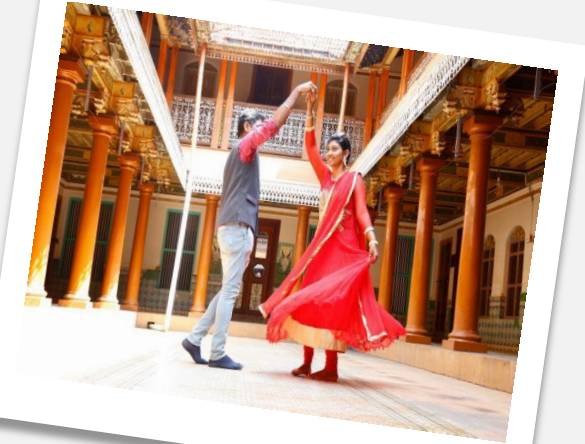
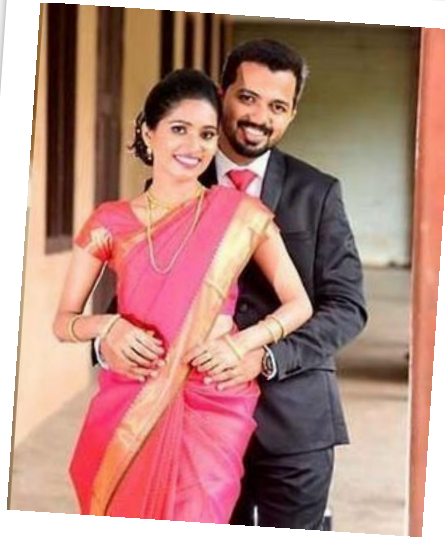
Yours faithfully,

For Matrimony.com Limited



**S.Vijayanand**  
**Company Secretary & Compliance Officer**  
**ACS: 18951**

**No.94, TVH Beliciaa Towers, Tower II, 10<sup>th</sup> Floor, MRC Nagar, Chennai – 600028**



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# Investor Presentation

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August 2018

*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.*



Q1FY19 Results

1

Company Overview

2

Financials

3

Growth Strategy

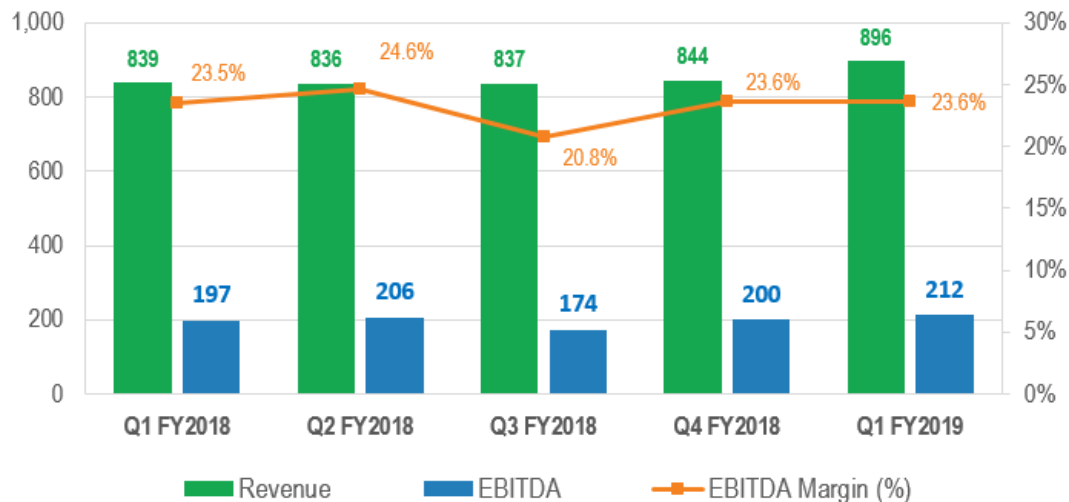
4

Management Team

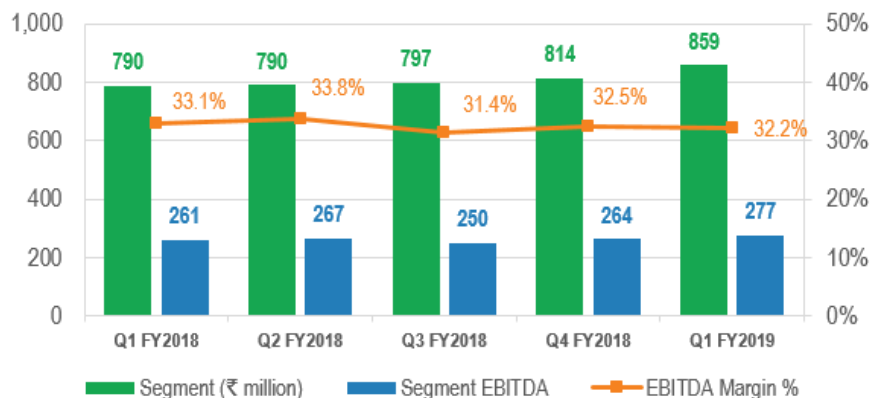
5

## Matchmaking + Marriage Services

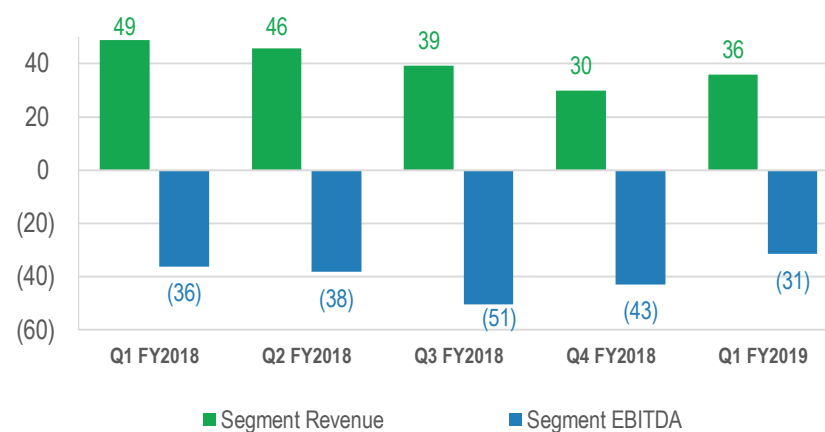
In ₹ million



## Matchmaking Services

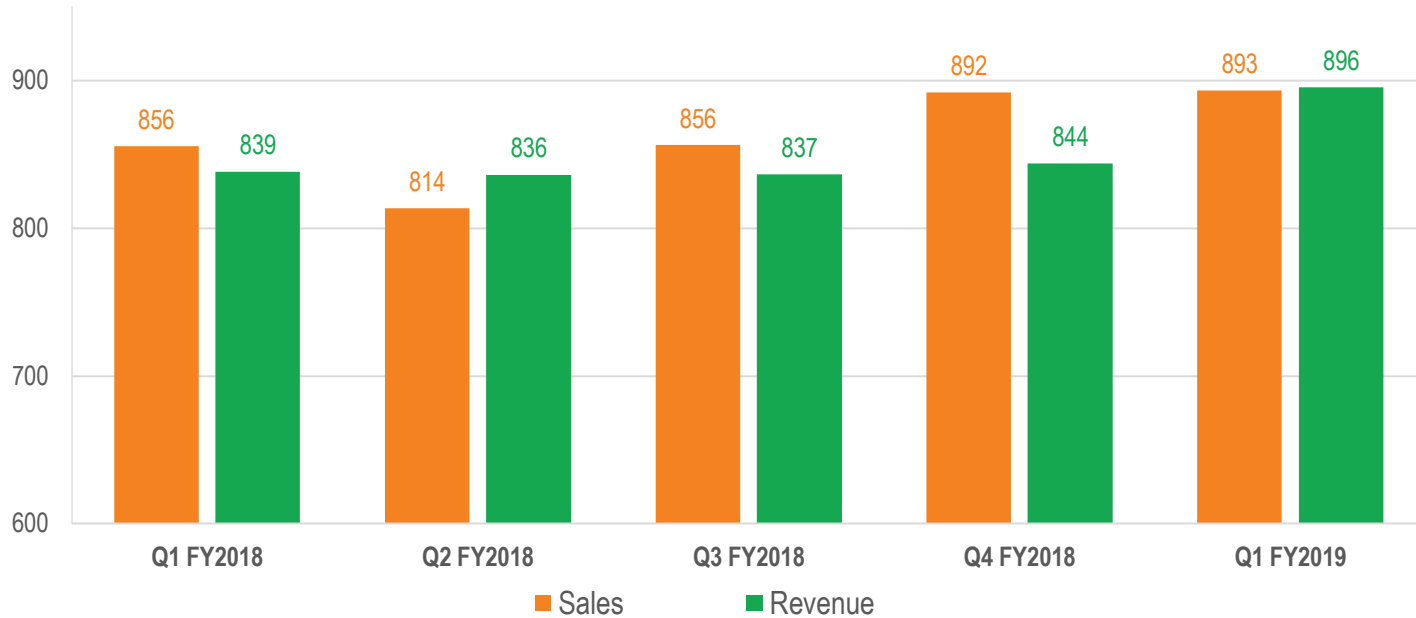


## Marriage Services & Related Sale of Products



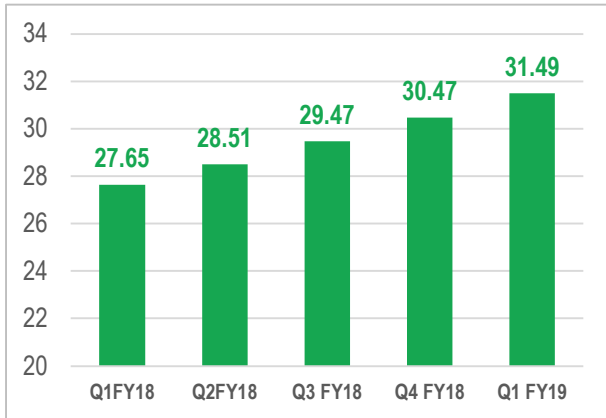
## Sales – Quarterly Performance

In ₹ million

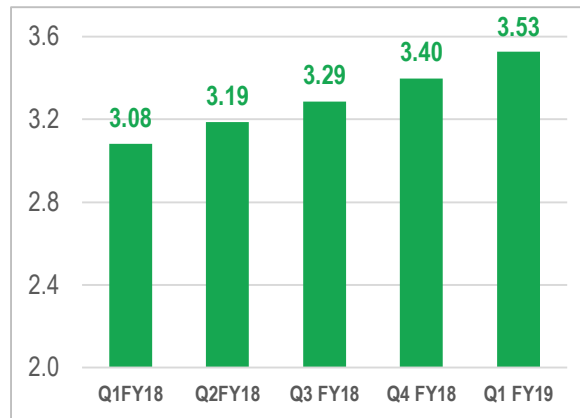


**4% Y-o-Y Growth of Sales in Q1**  
**7% Y-oY Growth of Revenue in Q1**

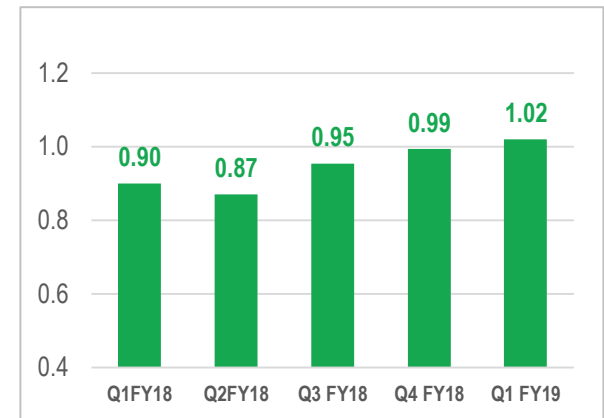
**Ever Registrations (in mn)**



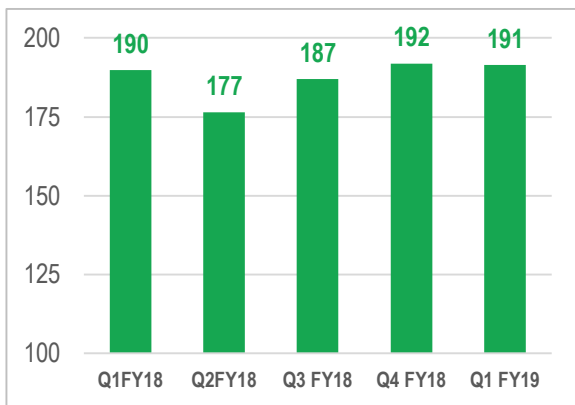
**Active Profiles (in mn)**



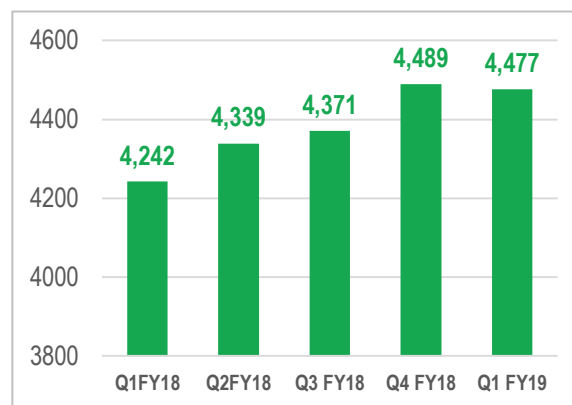
**Free Registrations (in mn)**



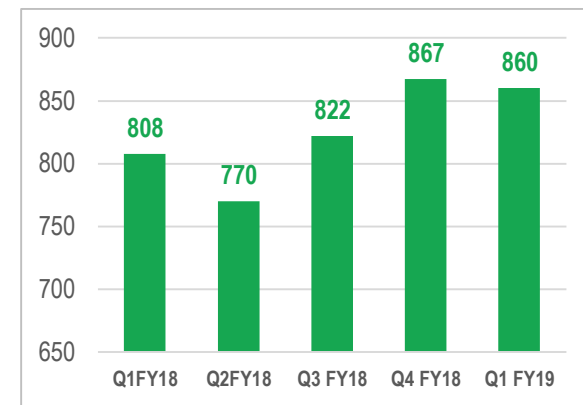
**Paid Subscription (000's)**



**ATV (in Rs)**



**Matchmaking Sales (in Rs mn)**





matrimony.com

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## Company Overview



#1

Leader for  
Matchmaking Services <sup>1</sup>

*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

**3.40 mn**

Active Profiles <sup>2</sup>

**745,000**

Paid subscriptions in FY2018

**15**

Regional Matrimony sites

**30.47 mn**

Total registrations since January 2006

**INR 3,418 mn**

FY18 Revenues  
(15.2% YoY growth)

<sup>1</sup> In terms of average number of website pages viewed by unique visitors in June 2017 as per the Traffic Share Distribution data from April 2014 to June 2017 compiled by Comscore, Inc.

<sup>2</sup> As on Mar 31 2018



**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

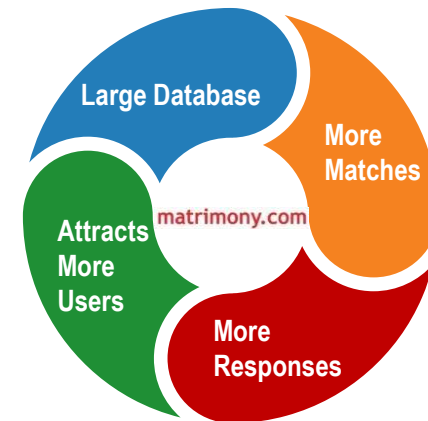
Unmarried Population in 2016 - 107 Mn <sup>1</sup>

Active Seekers in 2016  
63 Mn <sup>1</sup>

Active users of online matrimony in 2016  
6 Mn <sup>1</sup>

Active Profiles on Matrimony.com  
3.5 Mn <sup>2</sup>

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



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

**... Resulting in Market Leadership**

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

<sup>2</sup> As on June 30 2018

## Matchmaking Services: 15 Regional Language Portals and Over 300 Community Matrimonial Sites

A range of targeted and customized products and services.....



- Classic, Classic Advantage and Classic Premium
- Till-U-Marry
- Assisted Service



- Gold, Diamond and Platinum
- Till-U-Marry
- Assisted Service



- Gold, Blue, Platinum
- Till-U-Marry

....Catering to Customer Needs through a Layered Product Offering

Model Developed to Cater to Unique Requirements of the Indian Market

Offline



Website



Mobile



## Increasing Mobile Usage

10.0 million app installs <sup>1</sup>

Mobile sites and mobile apps accounts for <sup>2</sup>

- ✓ 91% of Profile views
- ✓ 82% of Personalized messages sent and received
- ✓ 83% of the total number of free profiles registered
- ✓ 86% of Express Interest messages
- ✓ 77% 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

Source: <sup>1</sup> According to www.androidrank.org as updated on 03 August 2018 ;

<sup>2</sup> For the month of June 2018

## 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



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

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





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

THE 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



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



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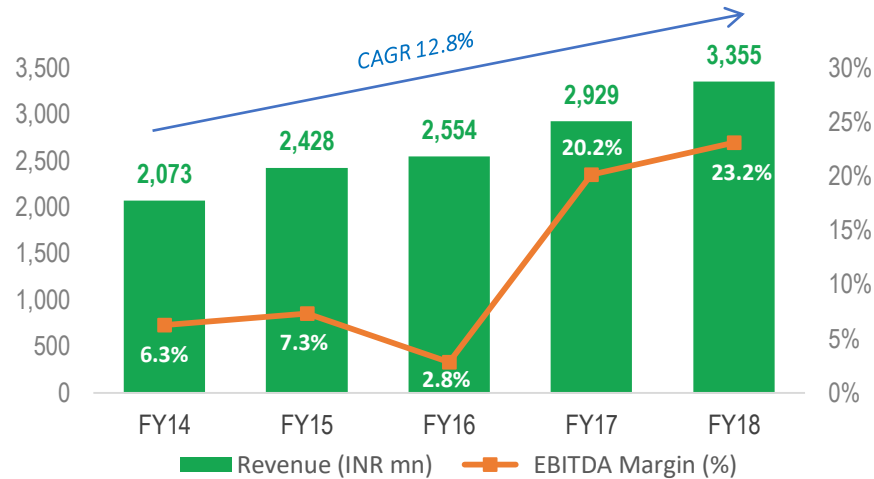
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## Financials

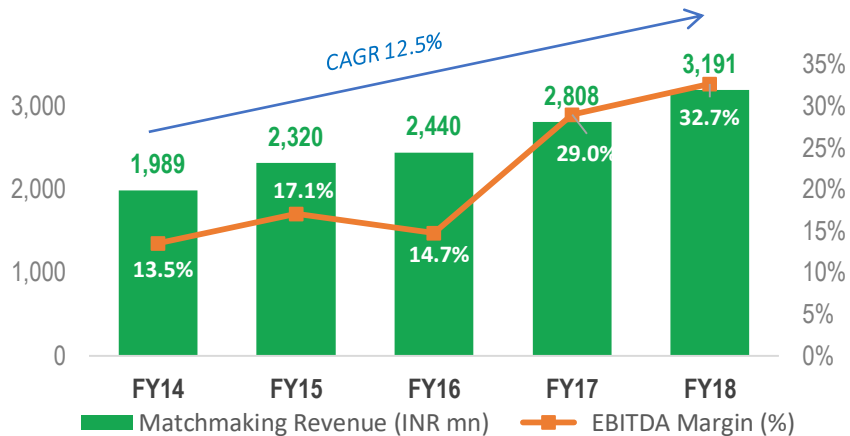


## Matchmaking + Marriage Services

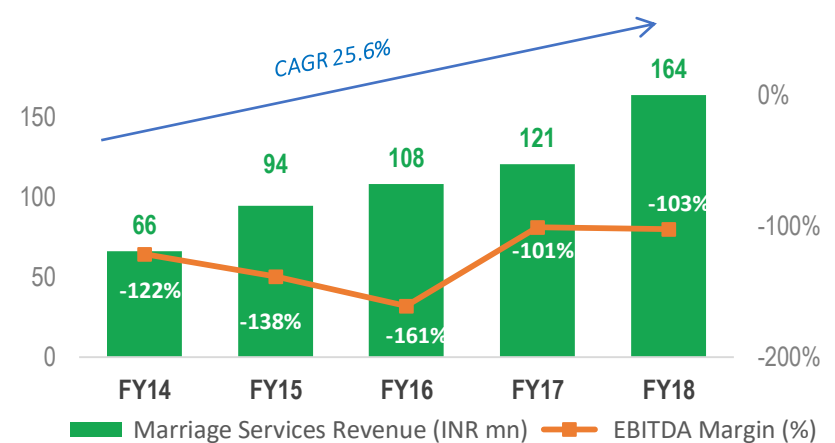
In ₹ million



## Matchmaking Services

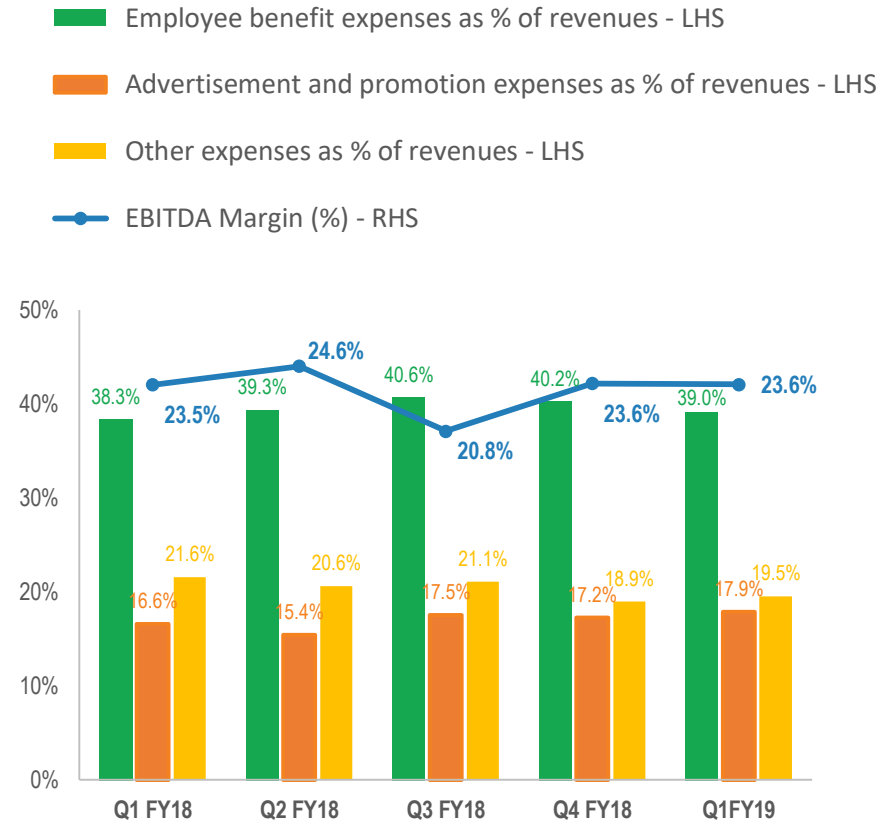
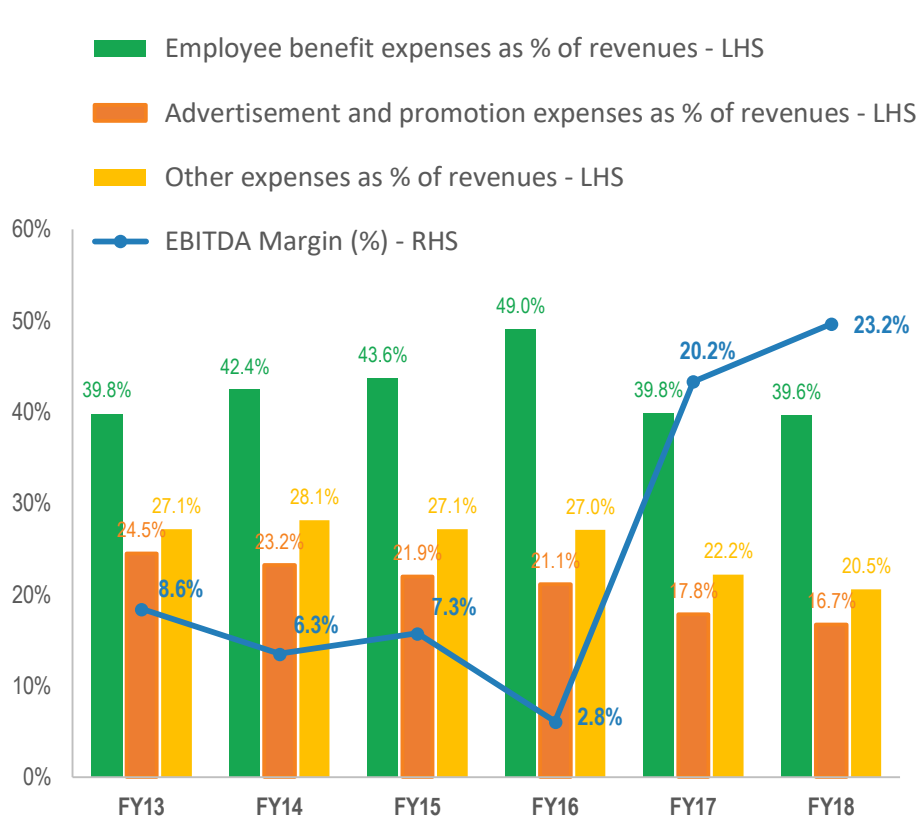


## Marriage Services & Related Sale of Products



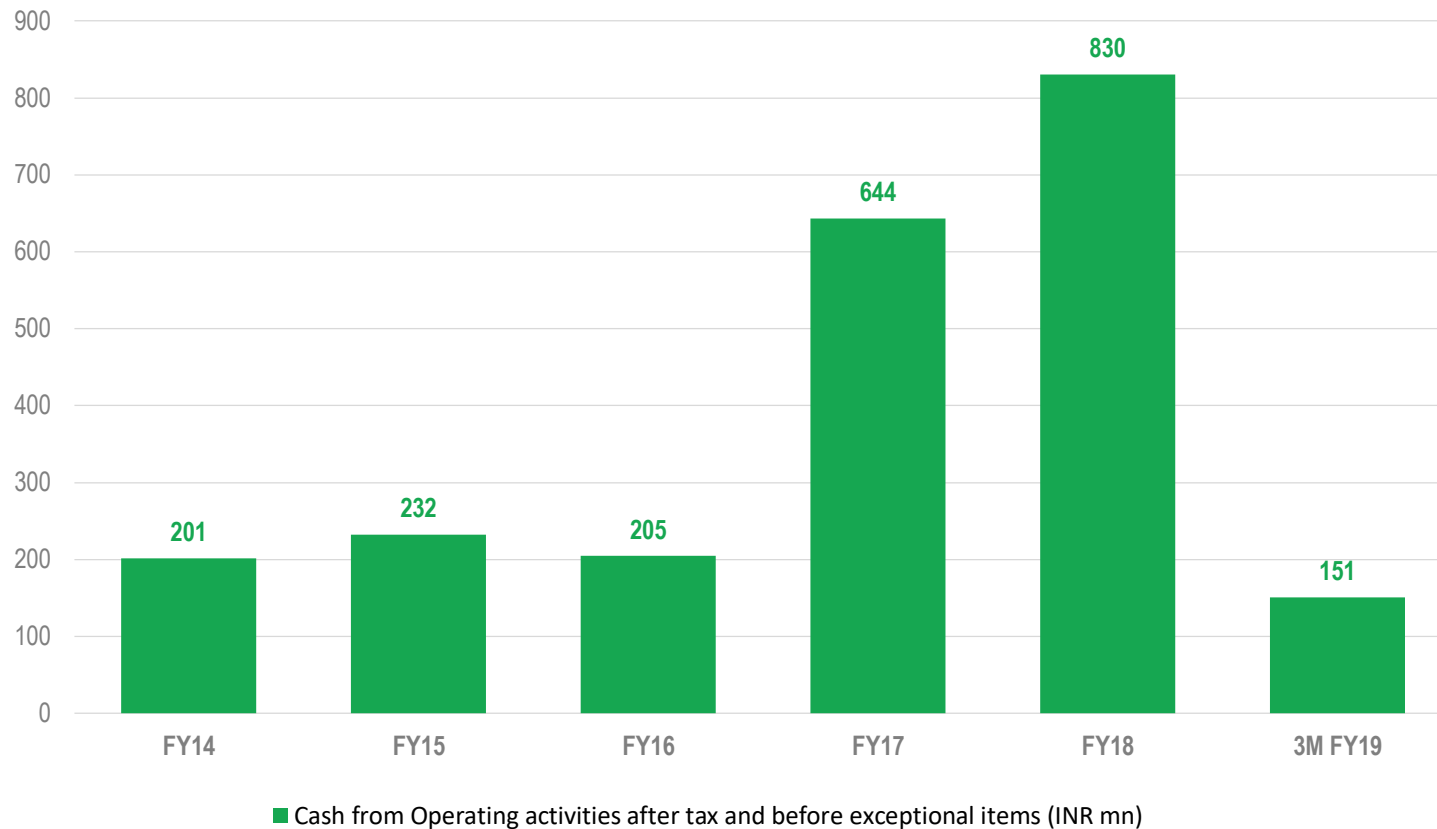
Note: 1. FY14, FY15 FY16, and FY17 Financials as per IGAAP

2. CAGR (%): Calculated as  $\left[\left(\frac{\text{Revenue in FY18}}{\text{Revenue in FY14}}\right)^{0.25} - 1\right] * 100$  | 3. Segment EBITDA=Segments Results + Depreciation



**Fixed Costs as % of Revenues have started to taper resulting in Margin Expansion**

In ₹ million



# Our Growth Strategy

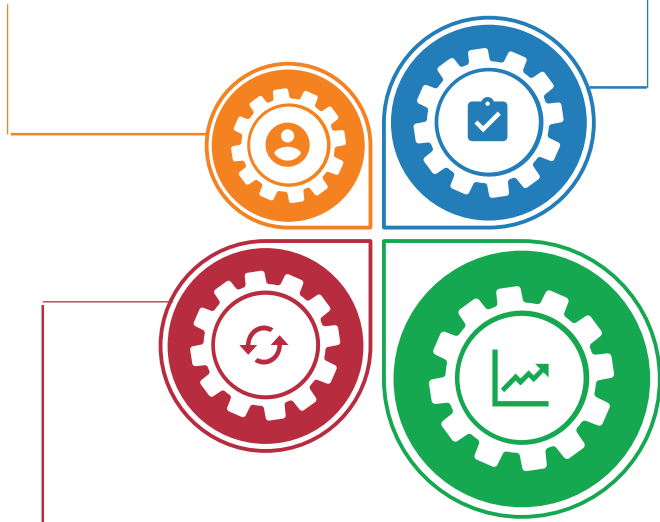
## Matchmaking Growth Cycle

### 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

# Highly Experienced Board of Directors and Management Team

matrimony.com

## 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



### **K Balasubramanian**

Chief Financial Officer



### **S. Vijayanand**

General Manager-Company Secretary and Compliance Officer



### **Sanjeev Misra**

Chief Revenue Officer  
Sales and Operations – Matchmaking Business



### **R Chandrasekar**

Chief Technology Operation and Infrastructure Officer



### **S. Saichitra**

Chief Portal and Mobile Officer



### **J. Karthik**

Head - Matrimony Bazaar



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## Investor Contacts

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Company Secretary  
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10th Floor, MRC Nagar, Mandaveli,  
Chennai - 600 028, Tamil Nadu, India.

Phone: 044-24631500

Email: investors@matrimony.com

CIN: U63090TN2001PLC047432

# Data Sheet

## Matrimony.com Ltd (Consolidated)

### Key Revenue Metrics

As at end of/during	Q1 FY2017	Q2 FY2017	Q3 FY2017	Q4 FY2017	Q1 FY2018	Q2 FY2018	Q3 FY2018	Q4 FY2018	Q1 FY2019	Growth % Y-o-Y (Q1)	FY17	FY18	Growth % Y-o-Y
Ever Registrations (in mn)	24.27	25.02	25.84	26.75	27.65	28.51	29.47	30.47	31.49	13.9%	26.75	30.47	13.9%
Active Profiles (in mn)	2.66	2.75	2.89	3.03	3.08	3.19	3.29	3.40	3.53	14.5%	3.03	3.40	12.1%
Free Registration (in mn)	0.74	0.75	0.82	0.91	0.90	0.87	0.95	0.99	1.02	13.3%	3.21	3.72	15.8%
Average Free Registration Per Day	8100	8119	8927	10098	9903	9465	10375	11043	11216	13.3%	8806	10193	15.8%
Paid Subscription (000's)	177	170	169	186	190	177	187	192	191	0.8%	702	745	6.2%
ATV (in Rs)	3,946	4,002	4,057	4,245	4,242	4,339	4,371	4,489	4,477	5.5%	4,065	4,361	7.3%

### Key Financial Metrics

Enterprise (₹ million)	Q1 FY2017	Q2 FY2017	Q3 FY2017	Q4 FY2017	Q1 FY2018	Q2 FY2018	Q3 FY2018	Q4 FY2018	Q1 FY2019	Growth % Y-o-Y (Q1)	FY17	FY18	Growth % Y-o-Y
Sales	724	709	708	826	856	814	856	892	893	4.4%	2,967	3,418	15.2%
Matchmaking	698	682	685	789	808	770	822	867	860	6.5%	2,854	3,267	14.5%
Marriage Services	26	27	23	37	48	43	34	25	33	-30.7%	113	151	33.8%
Revenue	714	736	725	754	839	836	837	844	896	6.8%	2,929	3,355	14.5%
EBITDA	122	148	161	158	197	206	174	200	212	7.2%	590	777	31.8%
Net Profit	93	117	131	88	149	192	230	168	156	5.1%	430	739	71.9%
Diluted EPS (Rs.)	4.4	5.5	6.1	4.1	6.9	8.9	10.1	7.6	6.9	-1.0%	20.0	33.4	66.8%
EBITDA Margin (%)	17.1%	20.1%	22.2%	20.9%	23.5%	24.6%	20.8%	23.6%	23.6%		20.1%	23.2%	
Net Profit Margin (%)	13.1%	15.9%	18.1%	11.7%	17.7%	22.9%	27.5%	19.9%	17.5%		14.7%	22.0%	

Segment (₹ million)	Q1 FY2017	Q2 FY2017	Q3 FY2017	Q4 FY2017	Q1 FY2018	Q2 FY2018	Q3 FY2018	Q4 FY2018	Q1 FY2019	Growth % Y-o-Y (Q1)	FY17	FY18	Growth % Y-o-Y
<b>Segment Revenue</b>													
Matchmaking Services	685	706	700	717	790	790	797	814	859	8.8%	2,808	3,191	13.6%
Marriage Services	28	30	26	37	49	46	39	30	36		121	164	35.7%
Total	713	736	725	754	838	836	837	843	895	6.7%	2,928	3,354	14.6%
<b>Deferred Revenue (As at end of)</b>													
Matchmaking Services	533	509	494	563	582	563	587	648	647	11.2%	563	648	15.2%
Marriage Services	18	18	19	19	18	16	11	6	4		19	6	
Total	551	527	512	582	600	579	599	655	650	8.4%	582	655	12.4%
<b>Segment EBITDA</b>													
Matchmaking Services	183	200	216	215	261	267	250	264	277	5.9%	814	1,043	28.2%
Marriage Services	-37	-23	-30	-31	-36	-38	-51	-43	-31		-122	-168	
Total	146	176	186	184	225	229	200	221	245	9.0%	692	875	26.5%
Add: Unallocable Income	0.5	0.4	0.1	0.2	0.1	0.4	0.0	0.4	0.8		1.1	0.9	
Less: Unallocable Expenses	24	29	24	26	28	24	26	22	34		104	99	
EBITDA (Enterprise)	122	148	161	158	197	206	174	200	212	7.2%	590	777	31.8%