

October 29, 2018

To

BSE Limited Department of Corporate Services Listing Department P J Towers Dalal Street Mumbai – 400001 Scrip Code: 535648	National Stock Exchange of India Limited Listing Department Exchange Plaza Plot no. C/1, G Block Bandra-Kurla Complex, Bandra (E) Mumbai – 400051 Scrip Symbol: JUSTDIAL	Metropolitan Stock Exchange of India Limited 4 th Floor, Vibgyor Towers, Plot No. C 62, G Block, Opp. Trident Hotel, Bandra Kurla Complex, Bandra (East), Mumbai – 400098 Scrip Symbol: JUSTDIAL
--	--	---

Dear Sir/Madam,

Sub: Investor Presentation.

In accordance with Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a presentation to analysts / investors on the financial performance of the Company for Unaudited Financial Results of the Company for the 2nd quarter ended September 30, 2018

We request you to take the same on record.

Thanking You,

Yours faithfully,

For Just Dial Limited



**Sachin Jain
Company Secretary**

Encl: as above



Just Dial Limited

CIN NO: L74140MH1993PLC150054

Registered & Corporate Office : Palm Court Building M, 501/B, 5th Floor, New Link Road, Besides Goregaon Sports Complex, Malad West, Mumbai - 400064

Tel. : 022-28884060 / 39808795 • Fax : 022-28893789

Mumbai, Delhi, Kolkata, Chennai, Bangalore, Pune, Hyderabad, Ahmedabad, Coimbatore, Jaipur and Chandigarh

☎ 88888-88888 | www.justdial.com

CORPORATE PRESENTATION

October 2018



India's No.1 local search engine

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 assumes any obligation to update any forward - looking statements or to confirm these forward-looking statements to the Company's actual results.

The contents of this presentation are confidential, and they must not be copied, distributed, disseminated, published or reproduced, in whole or in part, or disclosed by recipients directly or indirectly to any other person. Just Dial makes no representation or warranty as to the accuracy or completeness of this information and shall not have any liability for any representations (expressed or implied) regarding information contained in, or for any omissions from, this information or any other written or oral communications transmitted to the recipient in the course of its evaluation of the Company.

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

Q2 FY19 means the period Jul 1, 2018 to Sep 30, 2018

FY19 or FY 18-19 or FY 2019 means the Financial Year starting Apr 1, 2018 and ending Mar 31, 2019



BUSINESS OVERVIEW

COMPANY OVERVIEW

Justdial's services connect sellers of products & services with potential buyers/ users



High user engagement, 88 million ratings & reviews



131.3 million quarterly unique visitors in Q2 FY19



Database of 23.8 million listings



Scalable and profitable business model



~470,620 active paid campaigns



Figures as on Sep 30, 2018

KEY STRENGTHS

- ❑ First Mover Advantage in Indian Local Search Market
- ❑ Strong Brand Recognition with 131.3 million unique quarterly visitors^ in Q2 FY19
- ❑ Comprehensive database of 23.8 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

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



NATIONWIDE PRESENCE



Nationwide coverage, branches in 11 cities across India



Corporate Headquarters in Mumbai, Technology operations and R&D division in Bengaluru



4,312 employees in tele-sales, 4,854 feet-on-street sales force




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

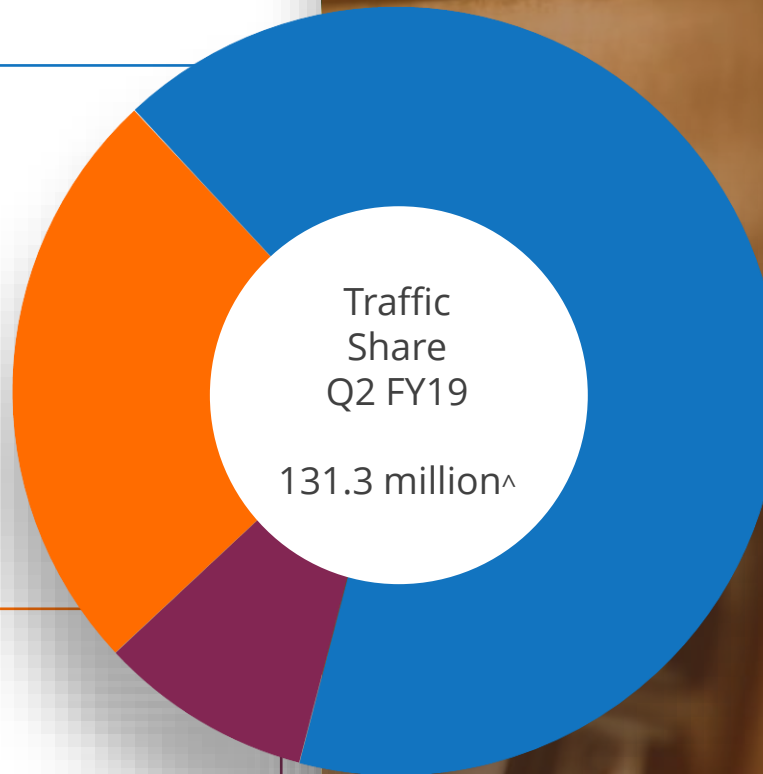


PLATFORMS

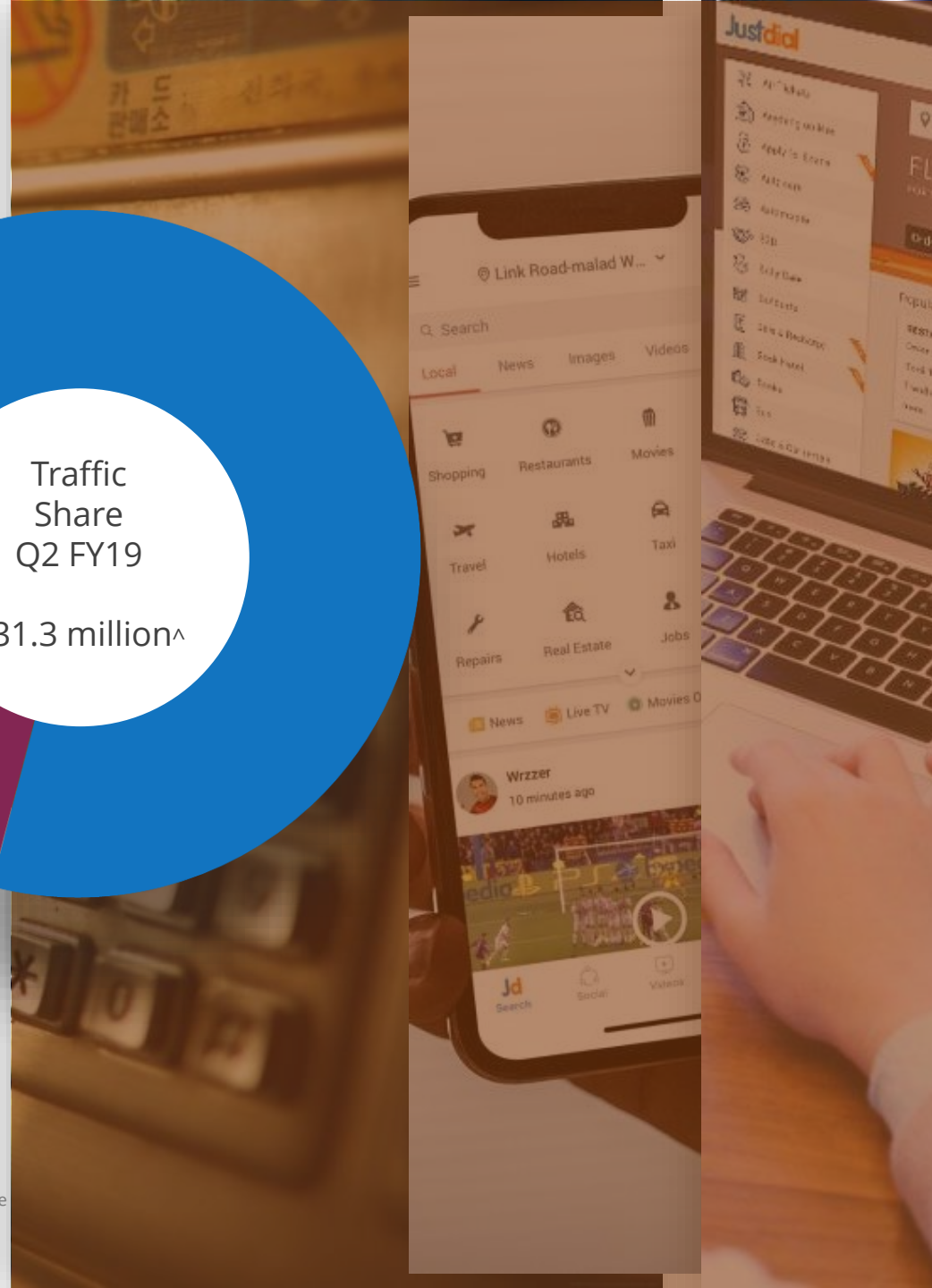
 **77%**
MOBILE
Mobile site & Apps

 **16%**
DESKTOP/ PC
www.justdial.com

 **7%**
VOICE
88888-88888



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



MOBILE



Android, iOS & Windows Apps

Predictive Auto-Suggest

Company, Category, Product Search

Map View of Category Search

Location Detection

Voice Search

App Notifications

JD Pay

JD Social

Maps & directions

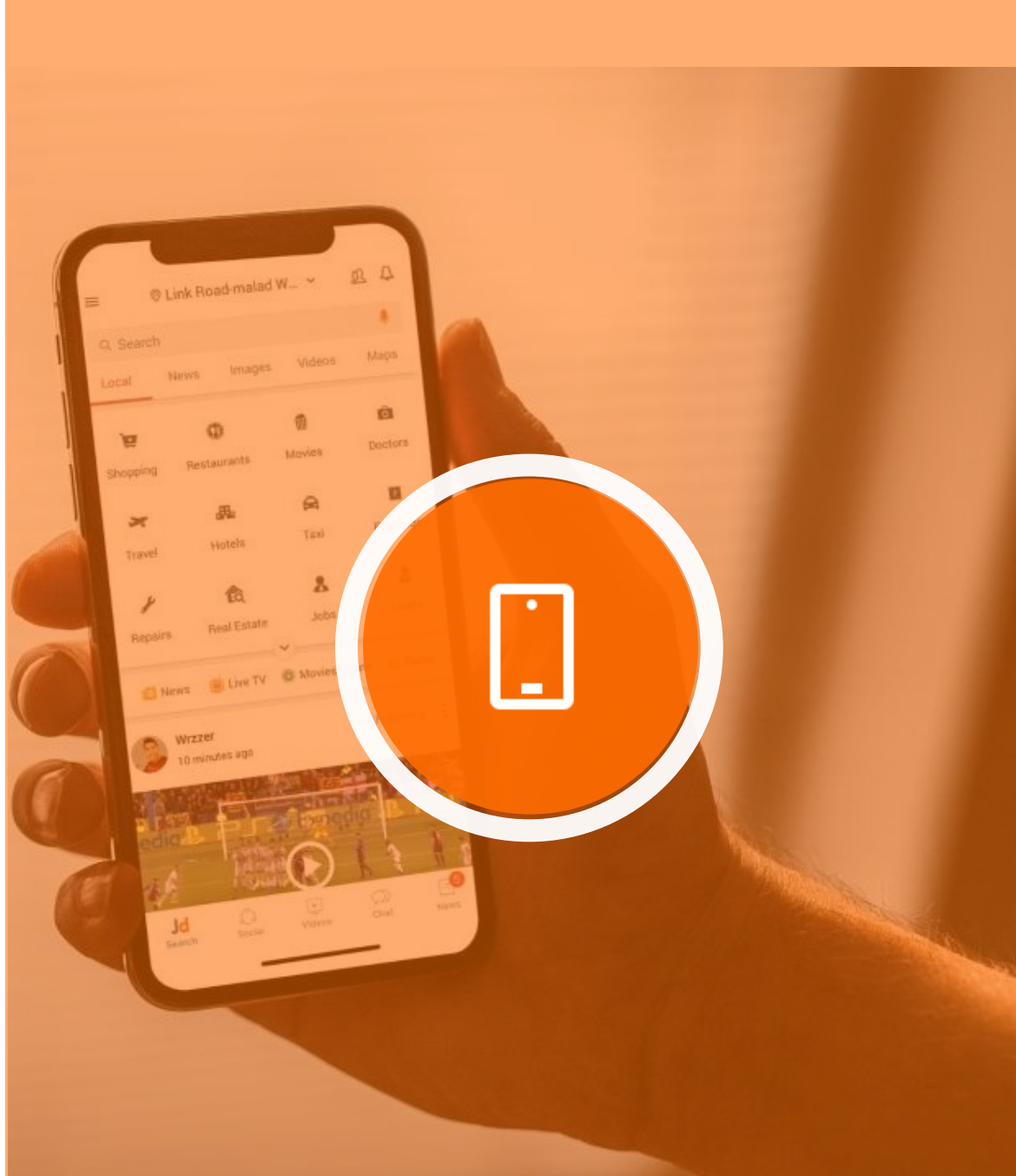
Location-based search service

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

 888888-888888

Operator-assisted Hotline Number

One number across India

24 Hours a day x 7 Days a week

Multi-lingual support

Zero-ring Pickup

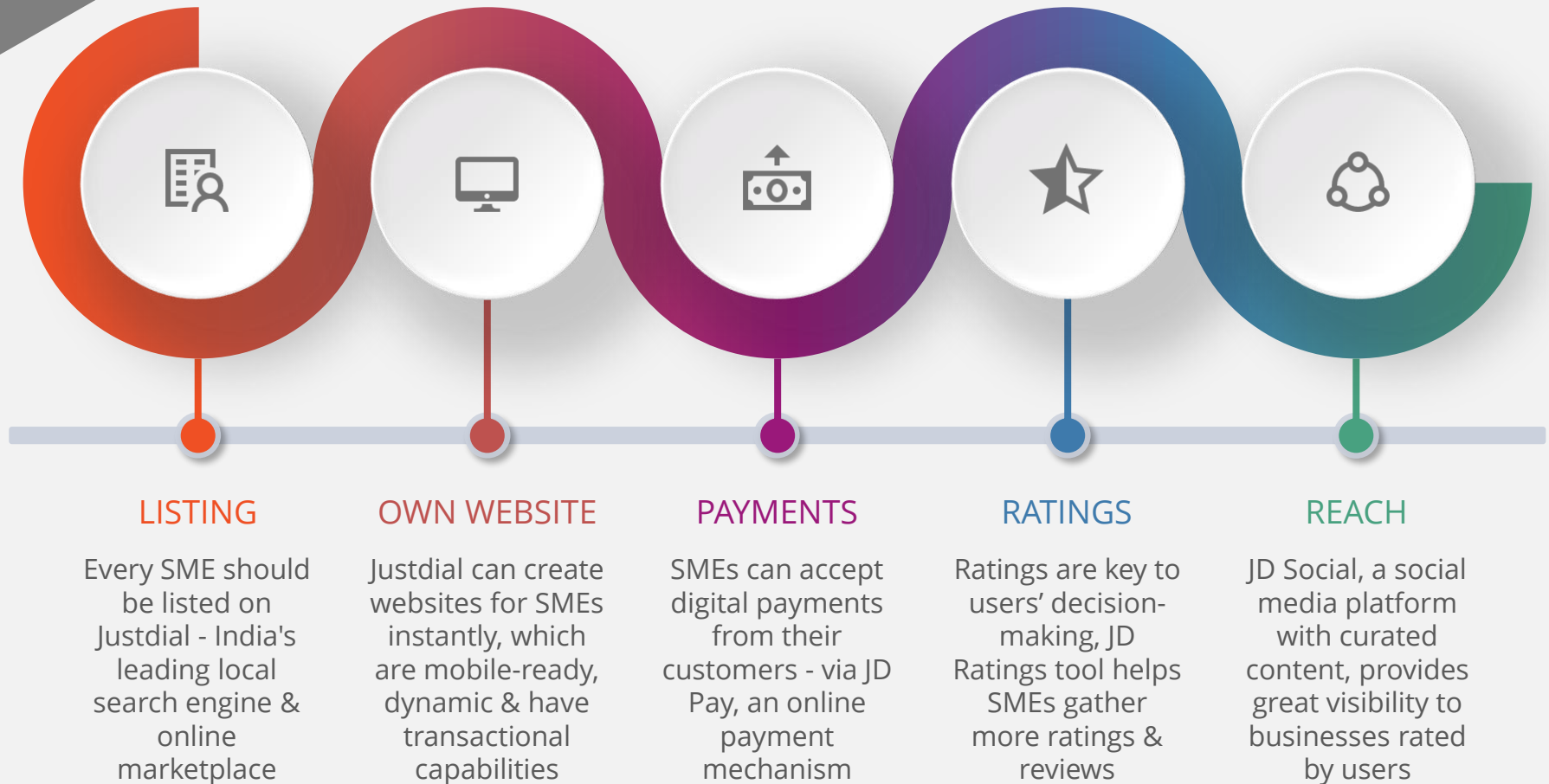
Personalized Greeting

Multiple queries in one call

Instant Email & SMS



VALUE PROPOSITION FOR SMEs



USER ENGAGEMENT



88 million Ratings & Reviews

Mobile-verified, unbiased ratings

Friends' Ratings

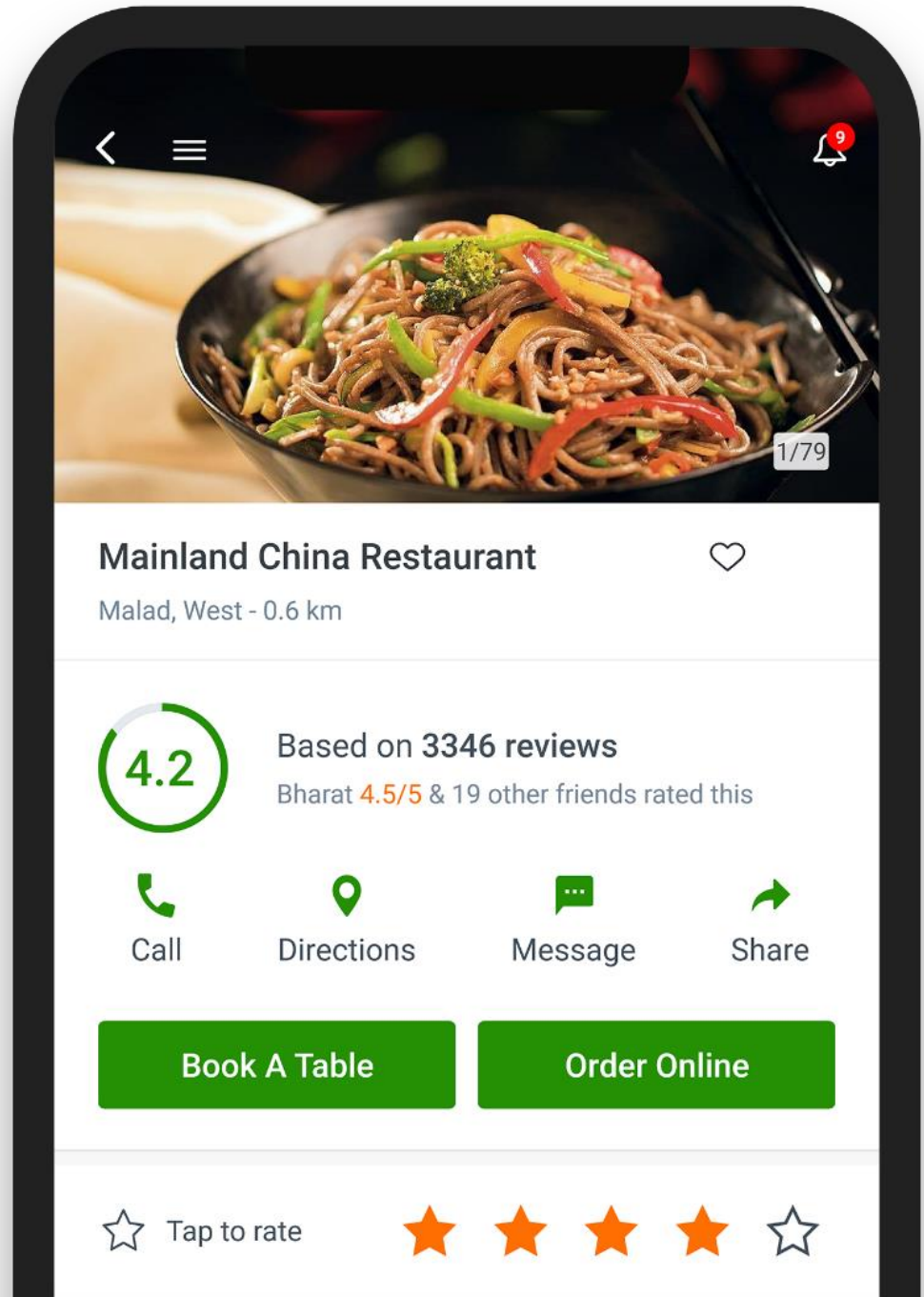
10-Point Rating Scale

Facebook & Twitter-shareable

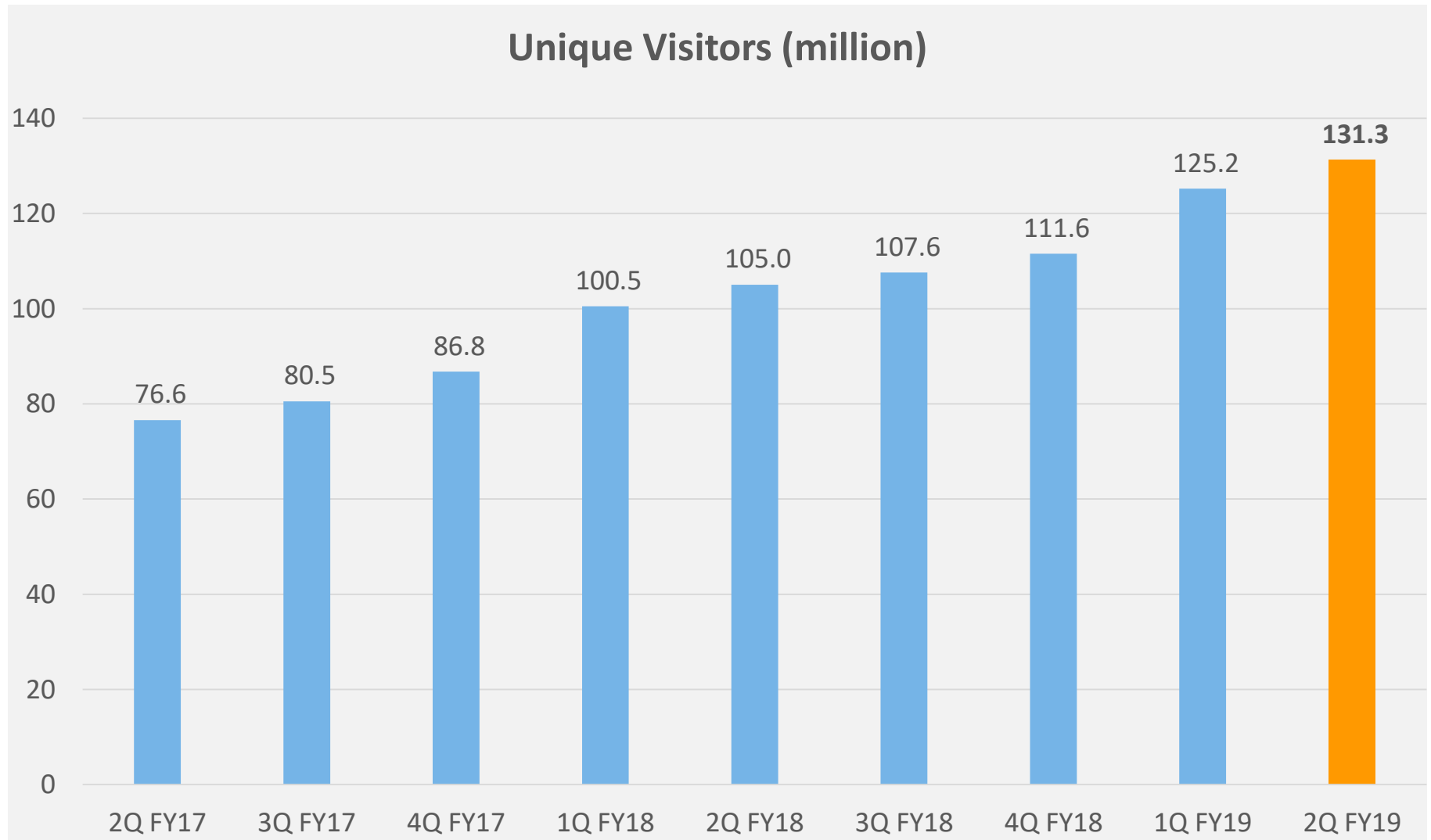
Photos Upload with Review

Ratings shared on JD Social

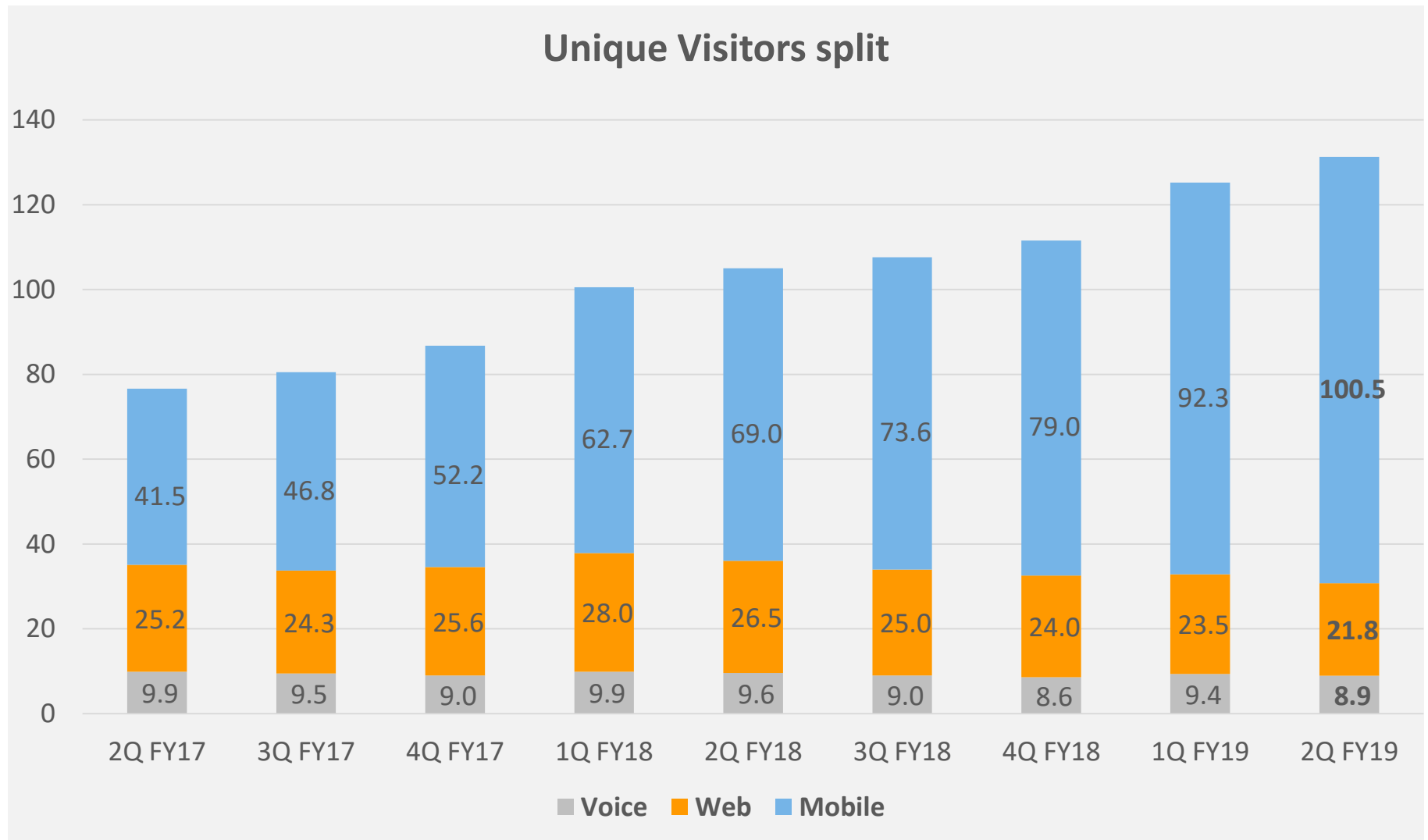
Robust Audit Mechanism



TRAFFIC / VISITORS



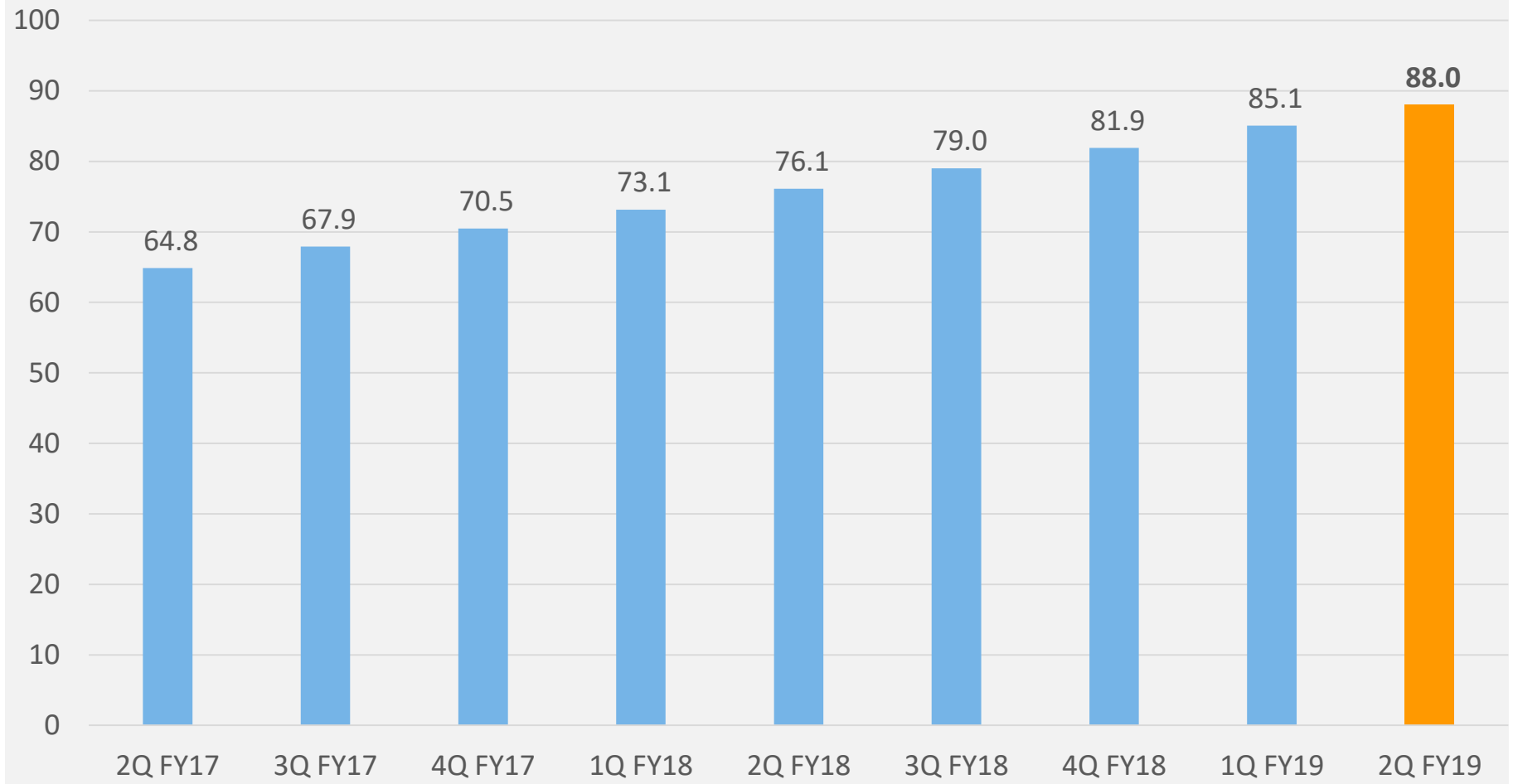
TRAFFIC / VISITORS



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

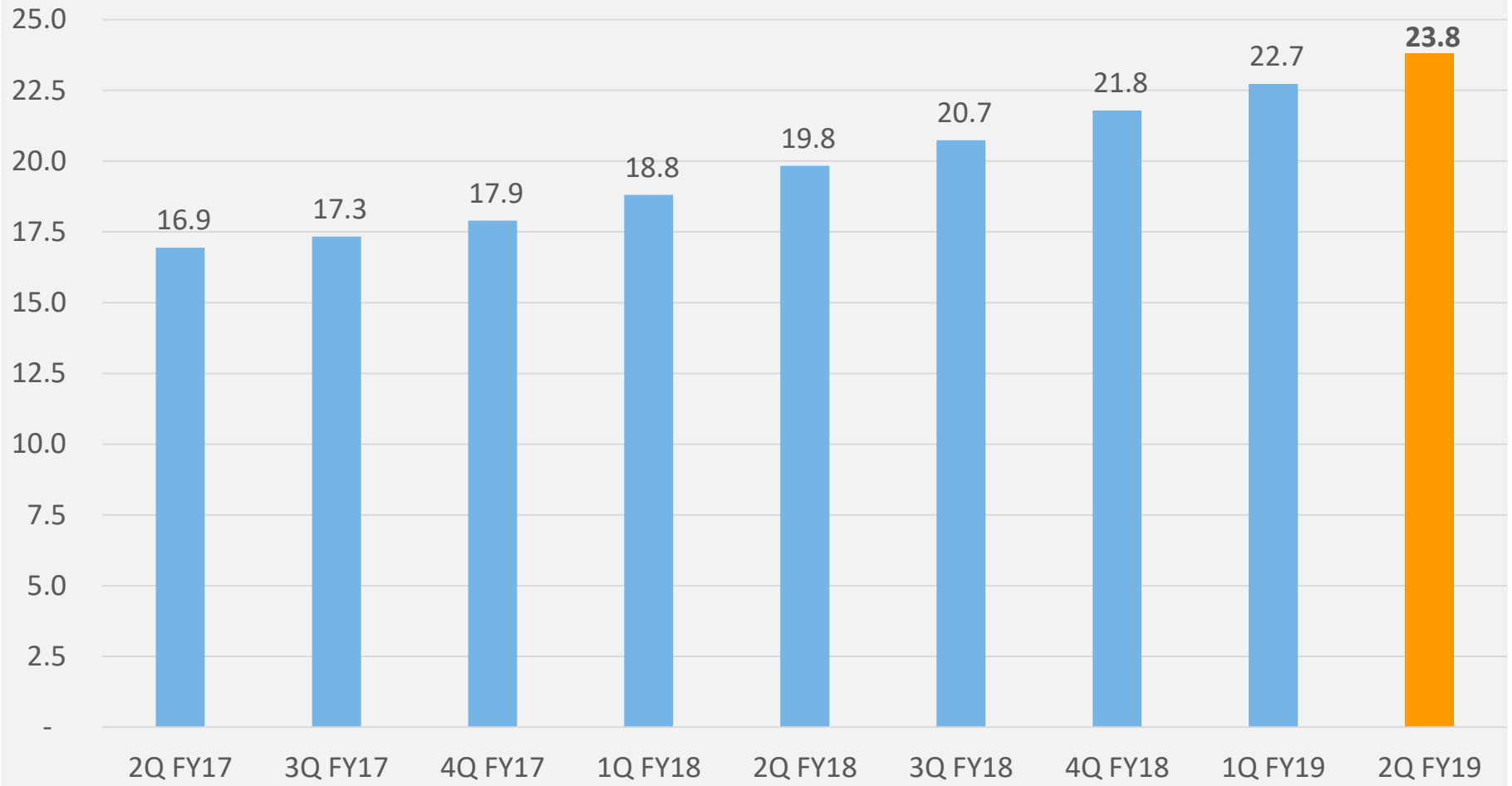
USER ENGAGEMENT

Ratings & Reviews (million)



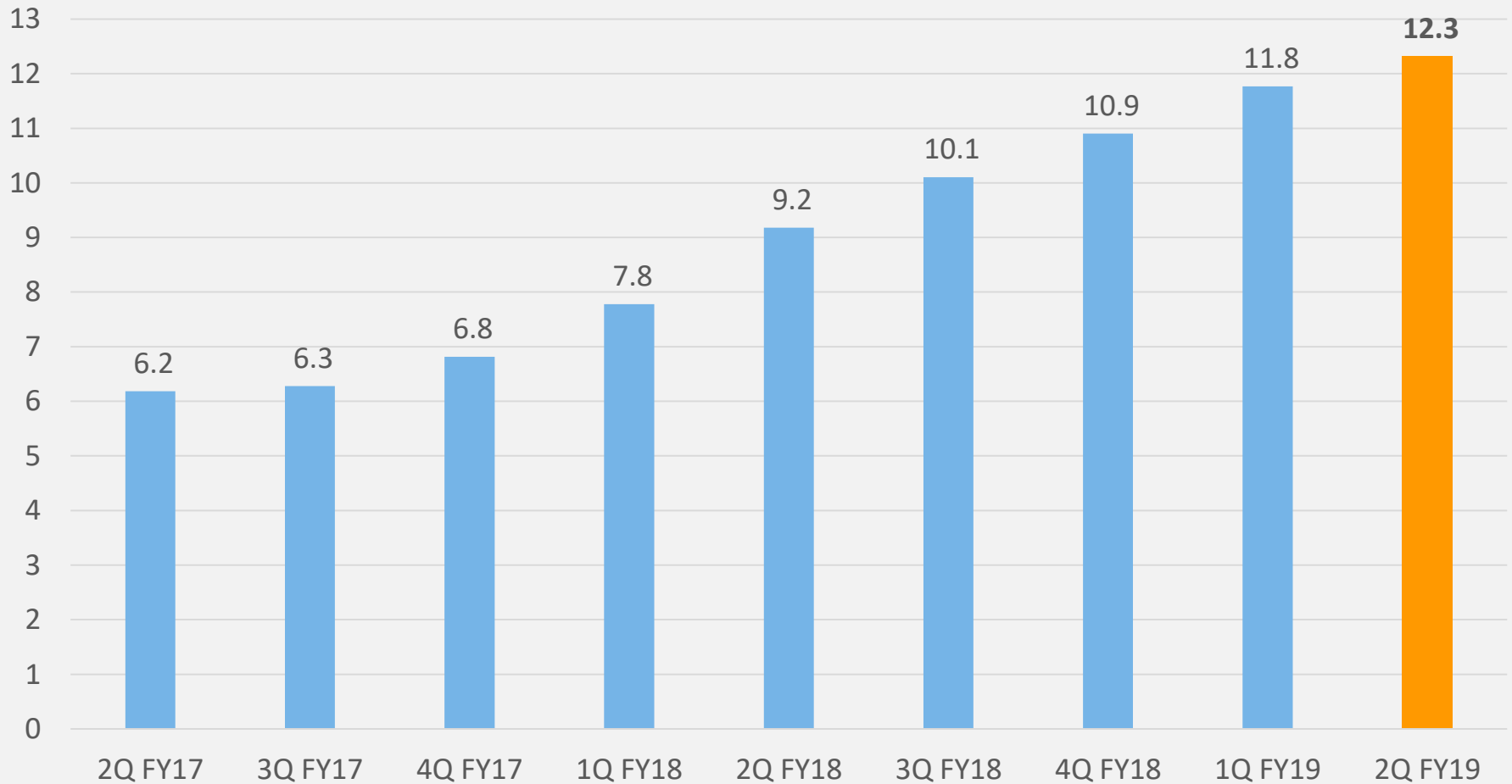
DATA ENRICHMENT

Active Listings - period end (million)

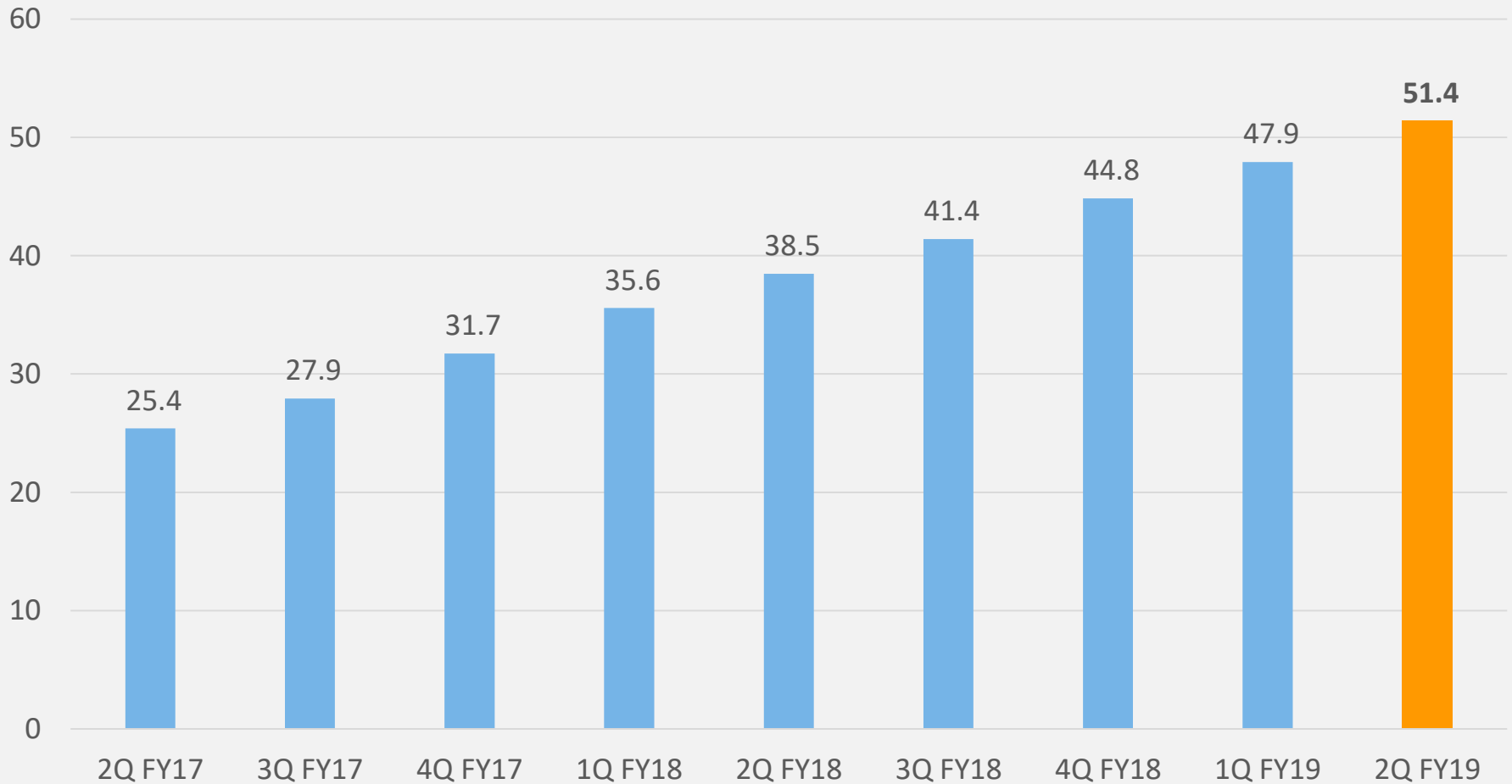


DATA ENRICHMENT

Listings with Geocodes (million)

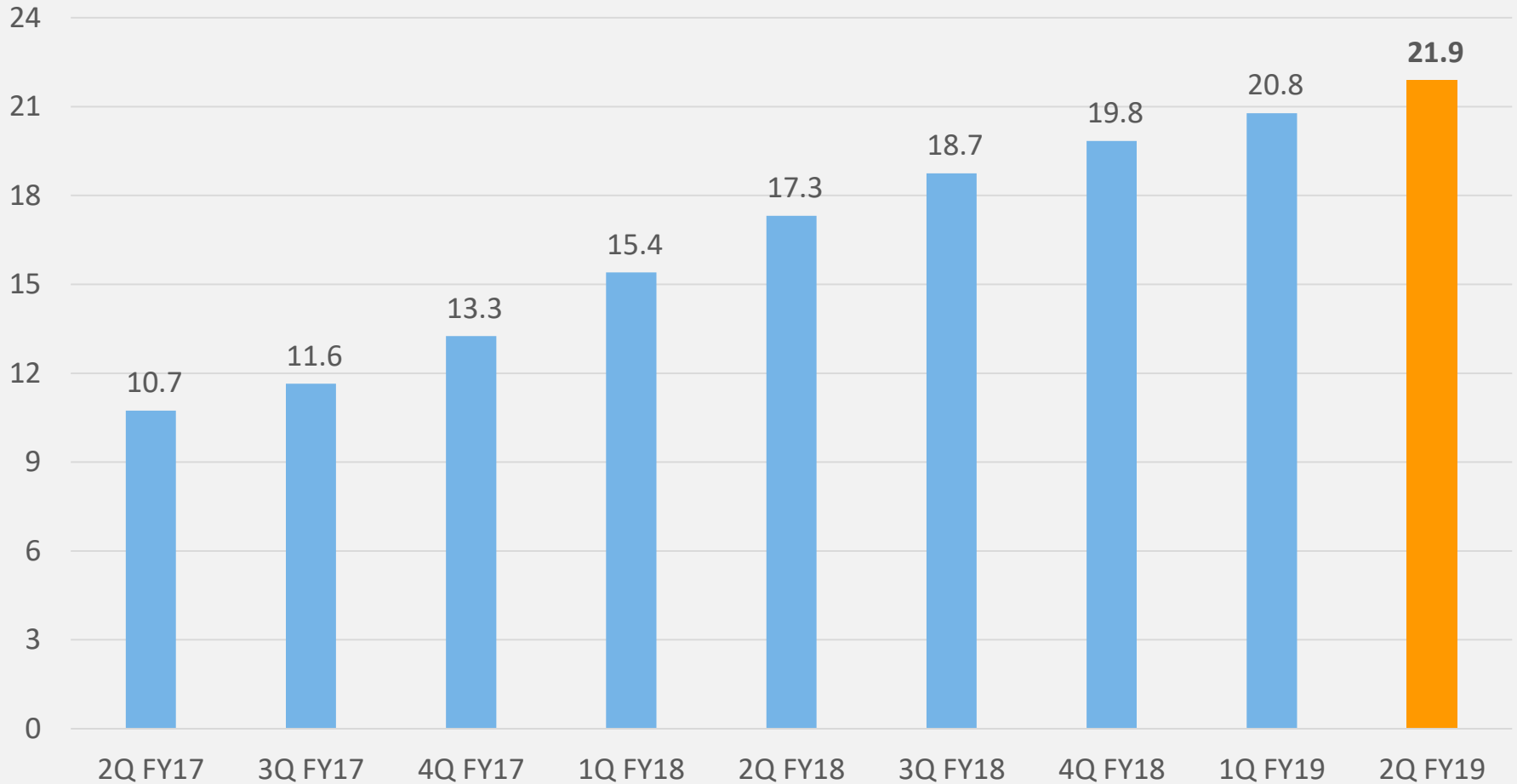


Images in Active Listings (million)



MOBILE APPS

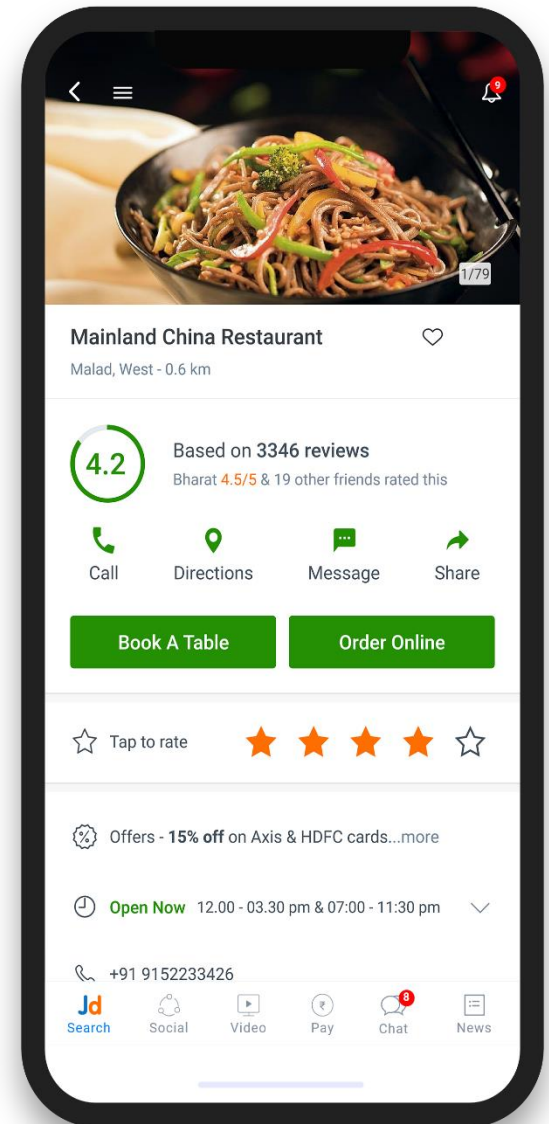
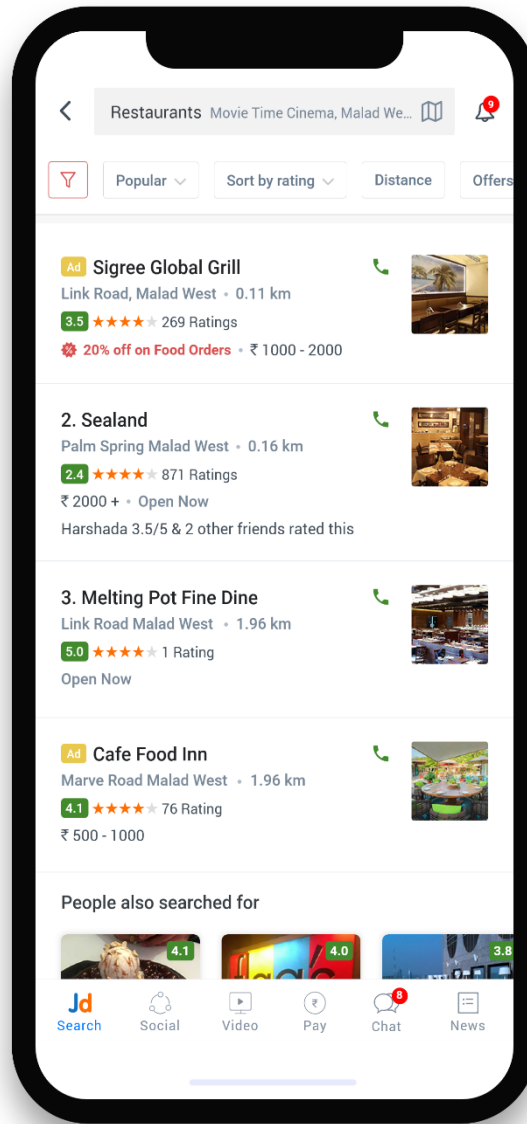
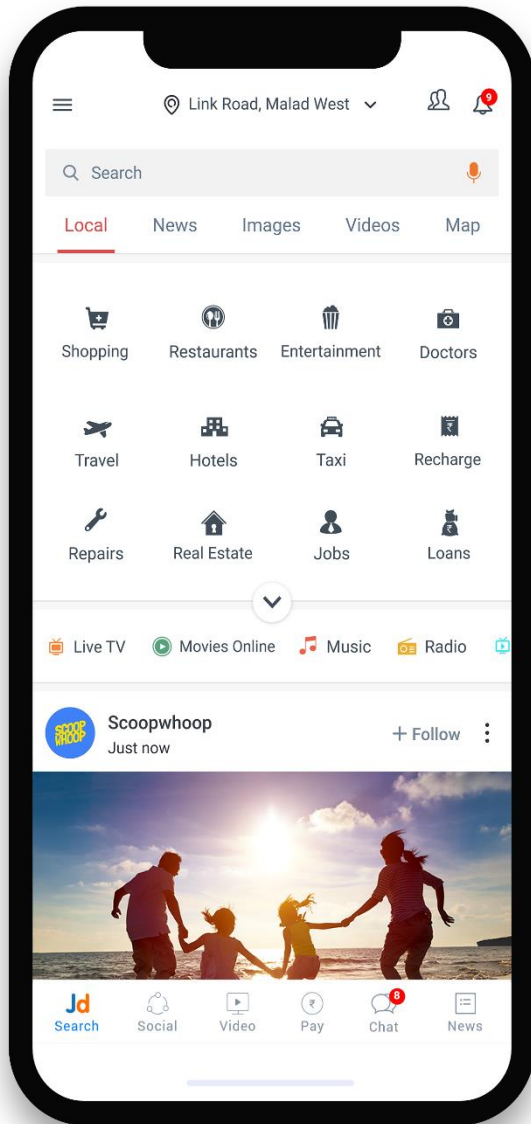
Cumulative App Downloads (million)

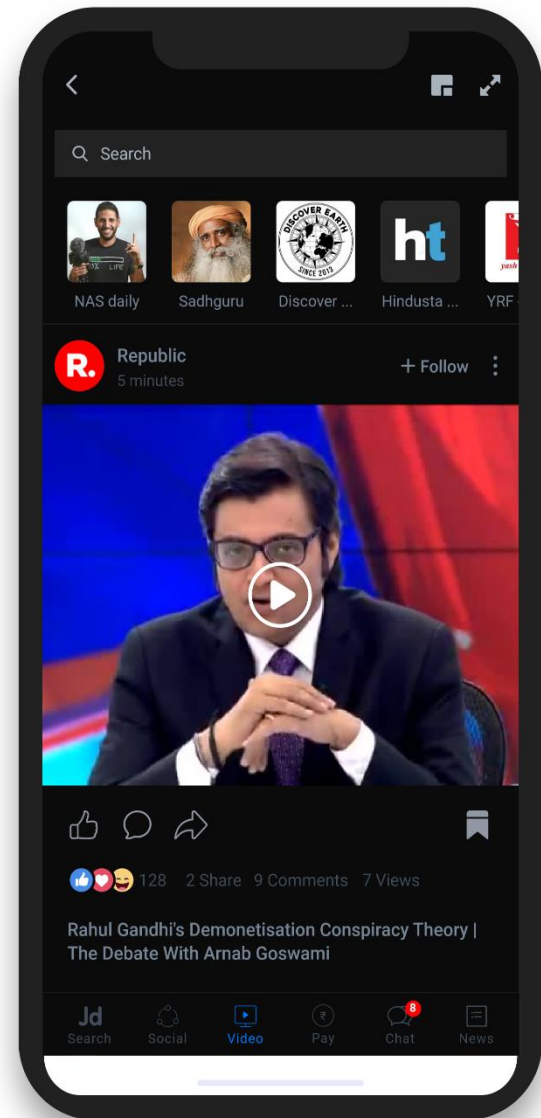
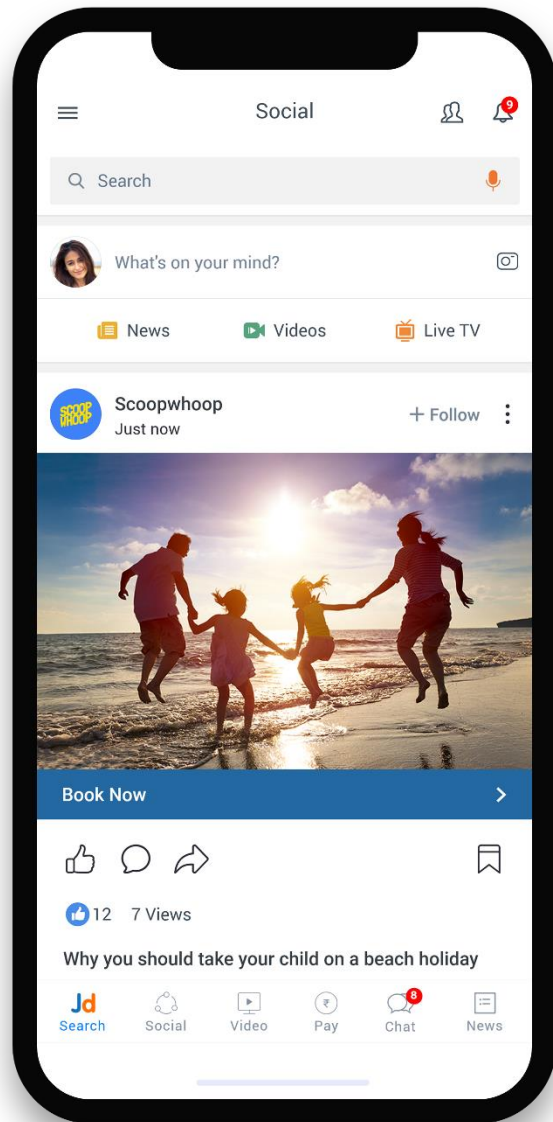




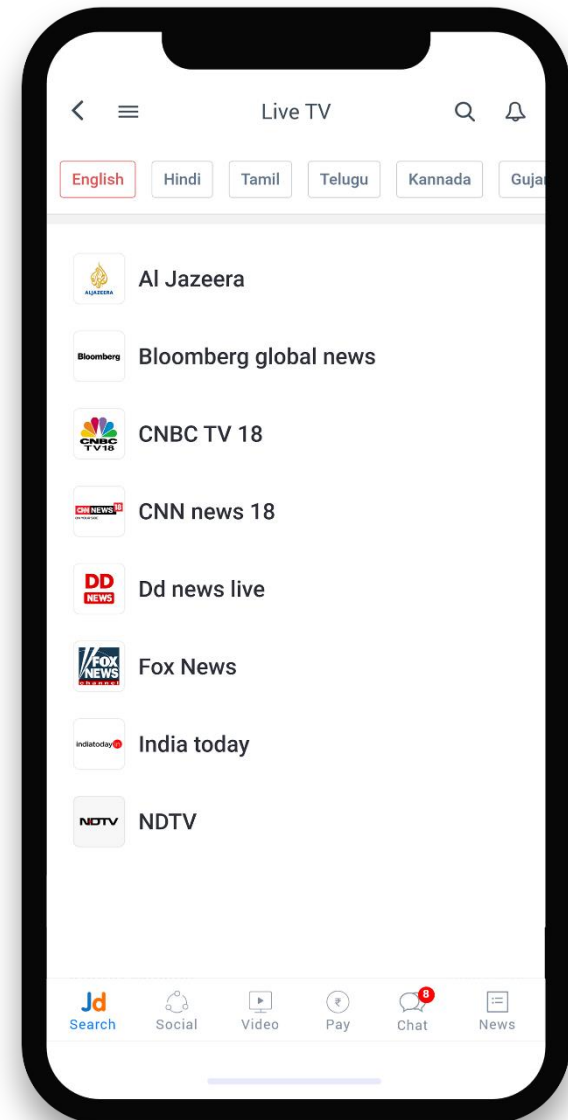
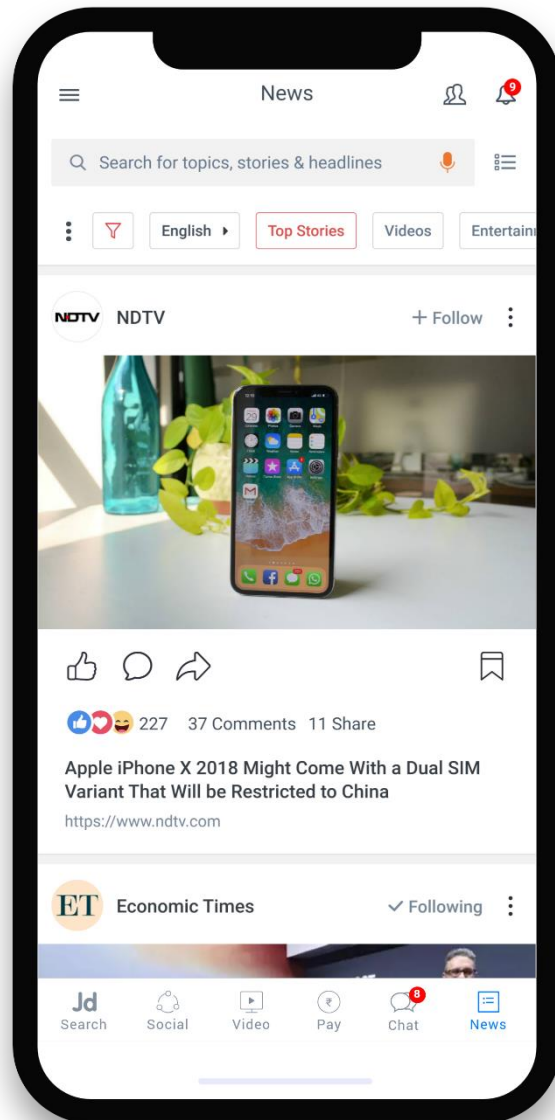
PRODUCT OVERVIEW

JD - MOBILE

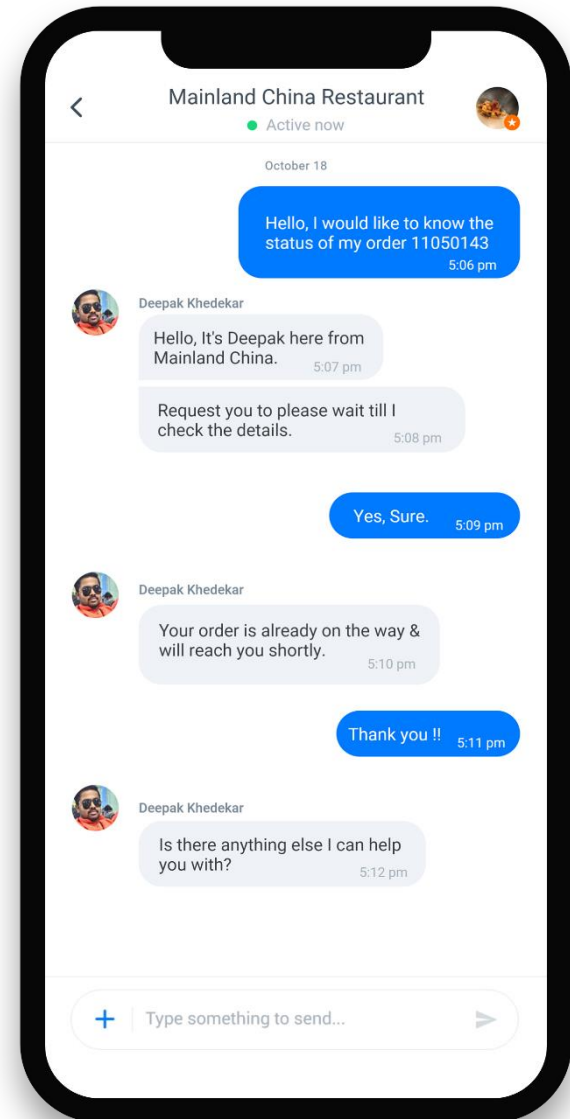
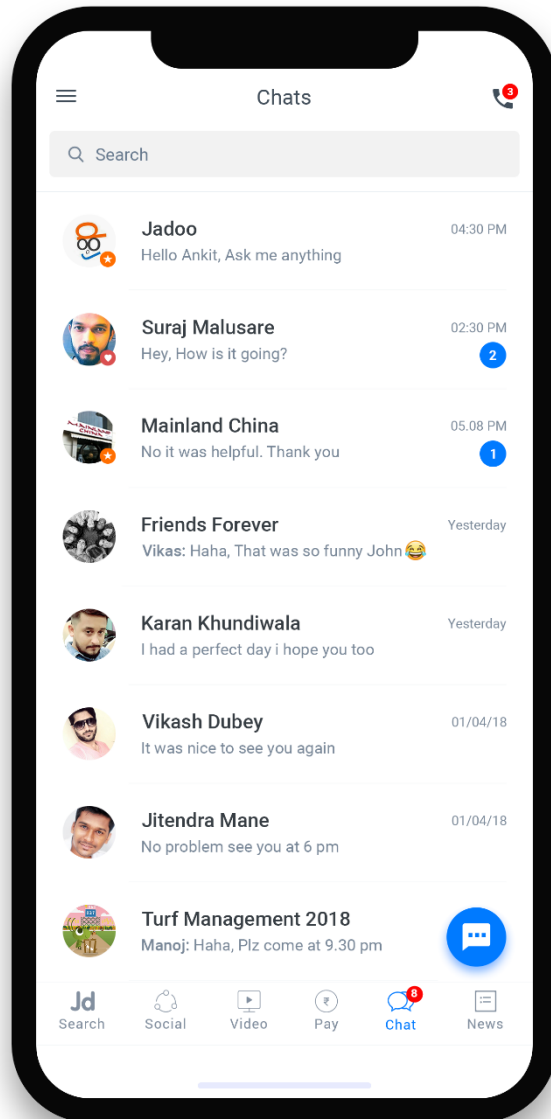


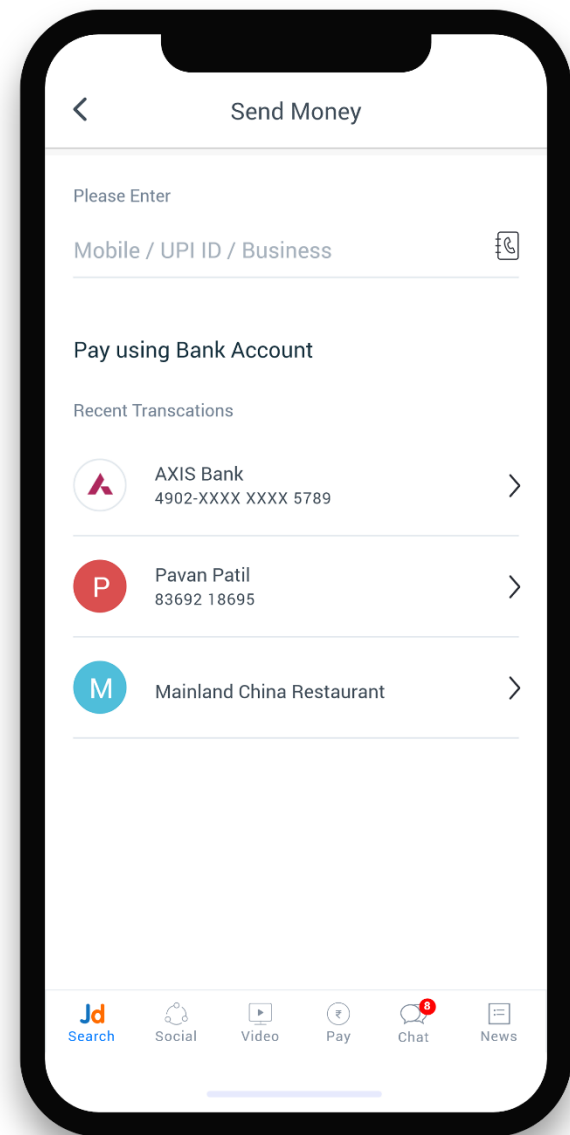
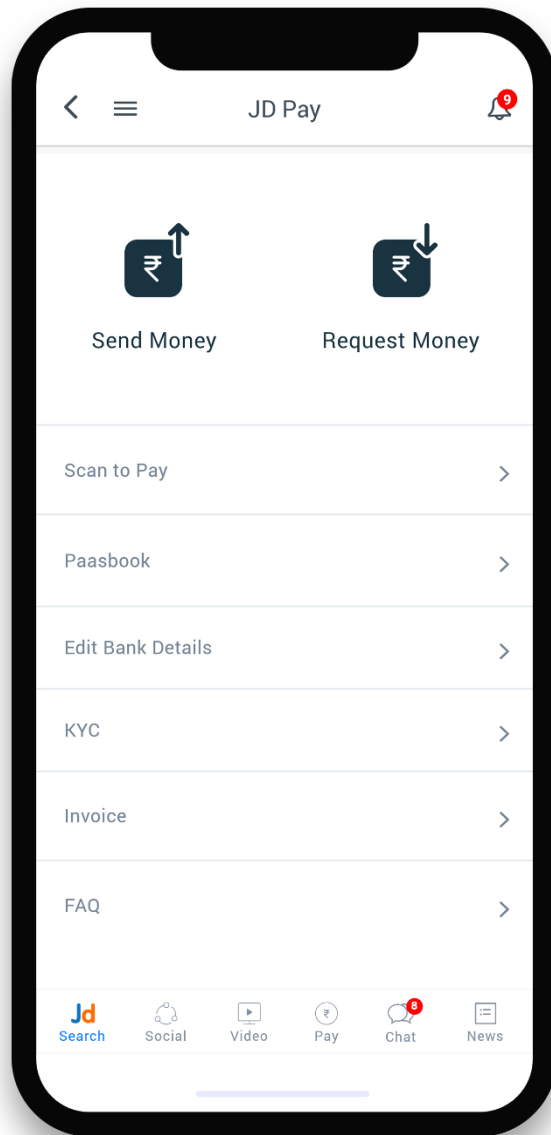


NEWS/ LIVE TV



CHAT MESSENGER





BEYOND SEARCH

Price Comparison

Hail a Cab

Flight Tickets

Train Tickets

Bus Tickets

Hotel Bookings

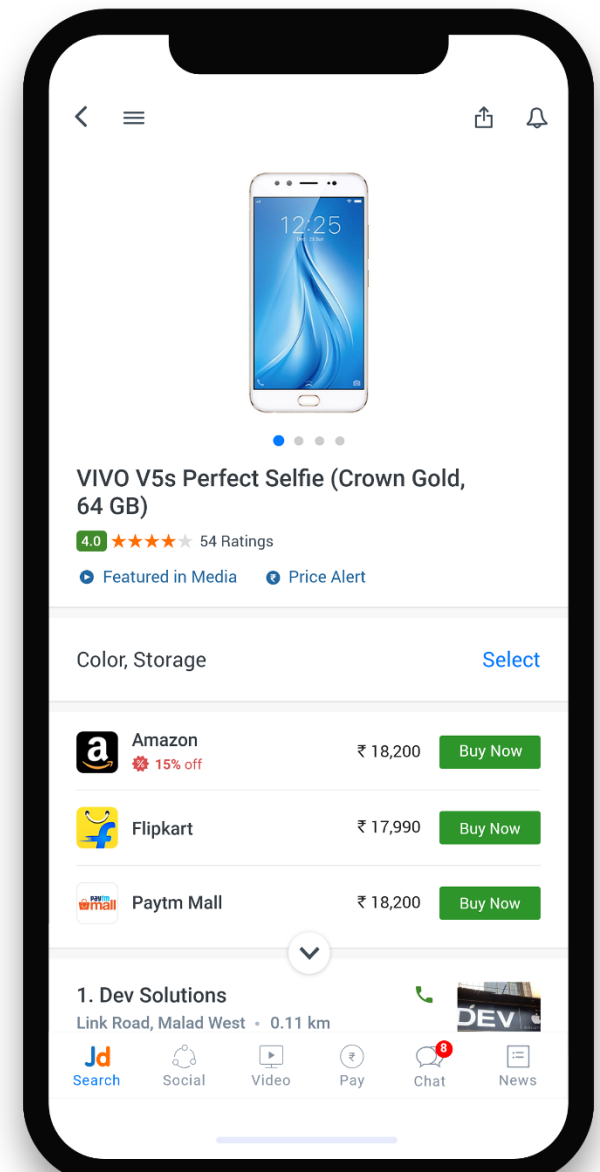
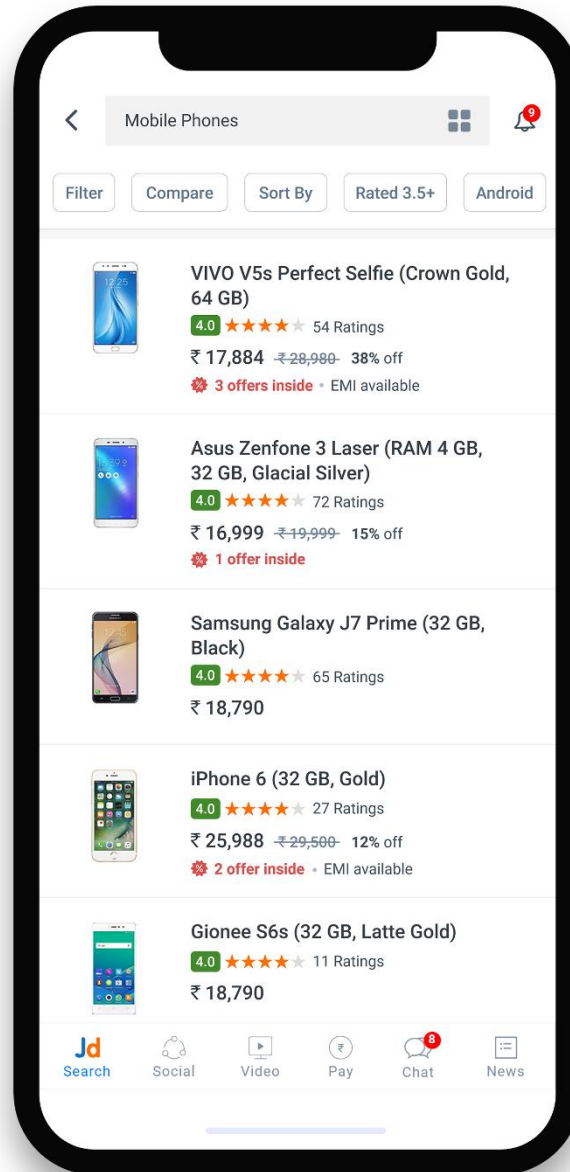
Bills & Recharge

Movie Tickets

Loans

Wallet Options

... and many more.



BEYOND SEARCH

Price Comparison



Hail a Cab

Flight Tickets

Train Tickets

Bus Tickets

Hotel Bookings

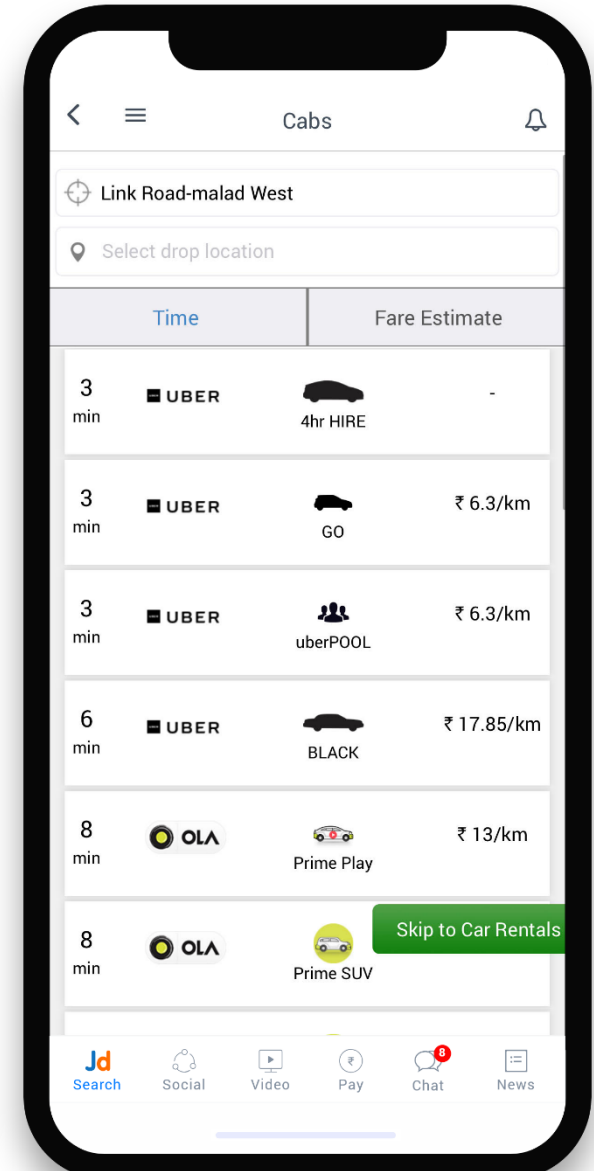
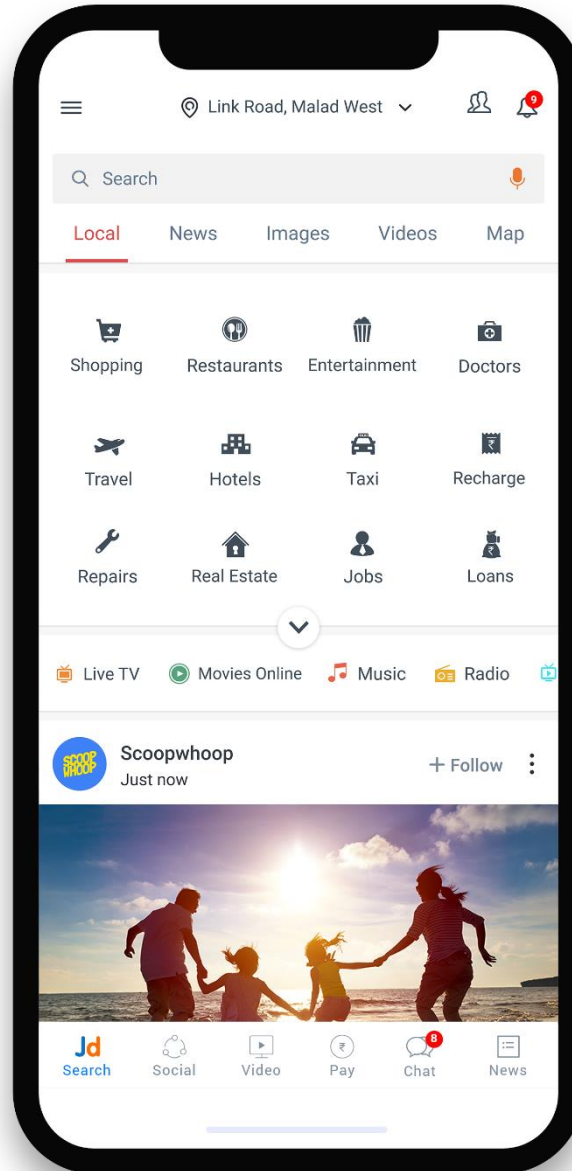
Bills & Recharge

Movie Tickets

Loans

Wallet Options

... and many more.



BEYOND SEARCH

Price Comparison

Hail a Cab

 **Flight Tickets**

Train Tickets

Bus Tickets

Hotel Bookings

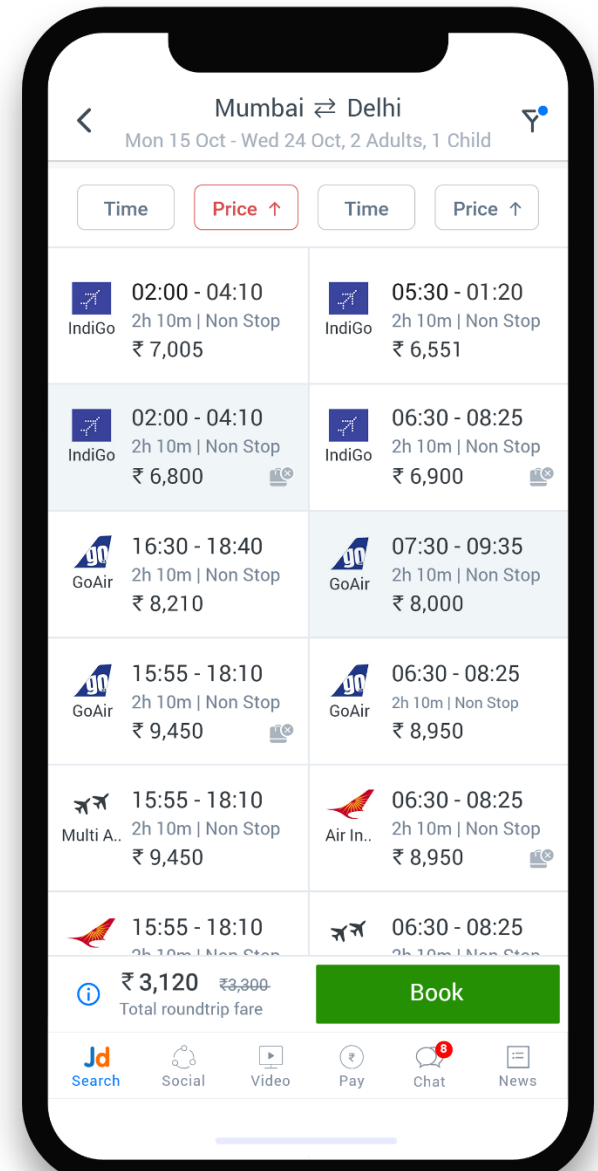
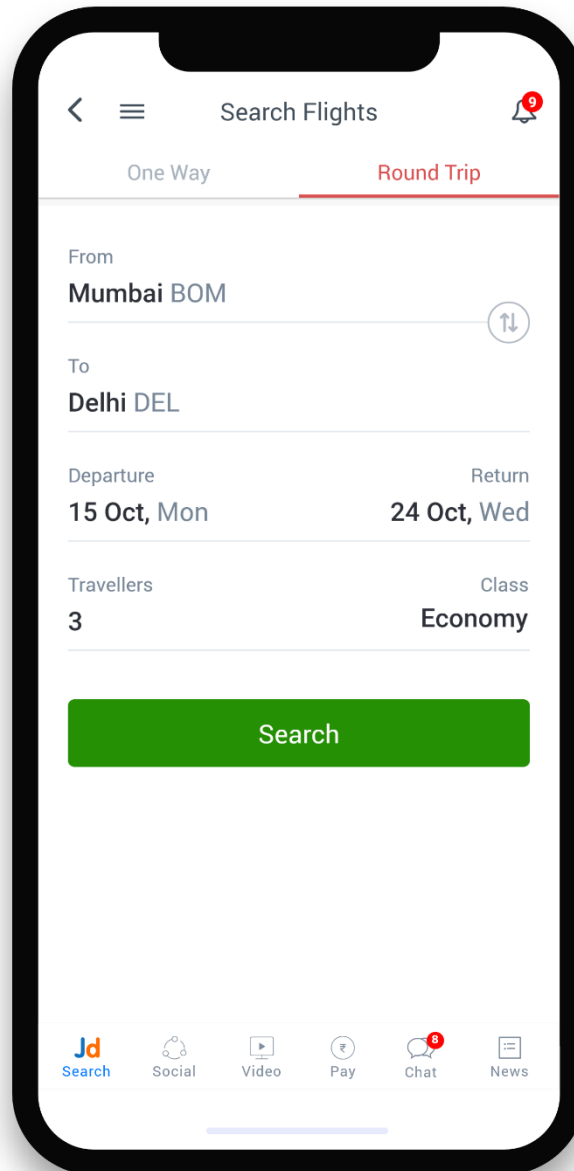
Bills & Recharge

Movie Tickets

Loans

Wallet Options

... and many more.



BEYOND SEARCH

Price Comparison

Hail a Cab

Flight Tickets

 **Train Tickets**

Bus Tickets

Hotel Bookings

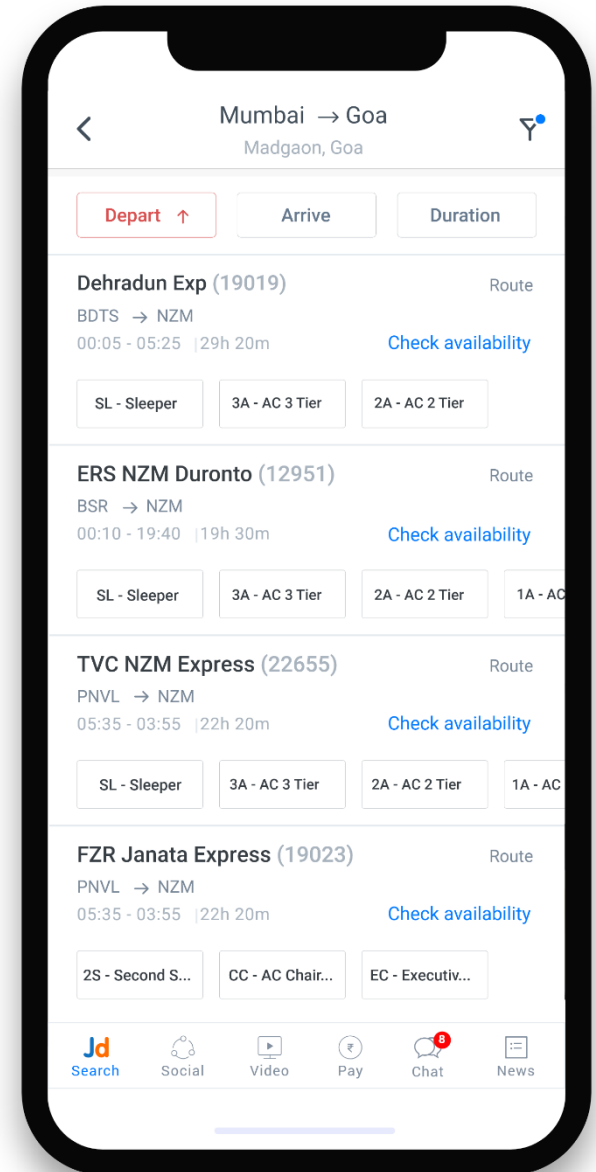
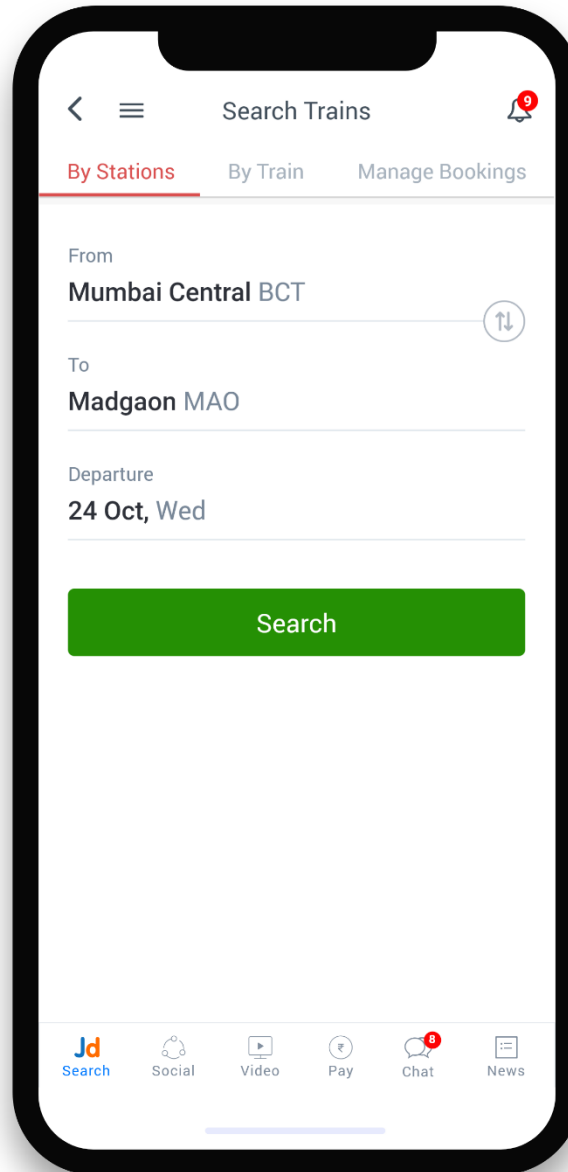
Bills & Recharge

Movie Tickets

Loans

Wallet Options

... and many more.



BEYOND SEARCH

Price Comparison

Hail a Cab

Flight Tickets

Train Tickets

 **Bus Tickets**

Hotel Bookings

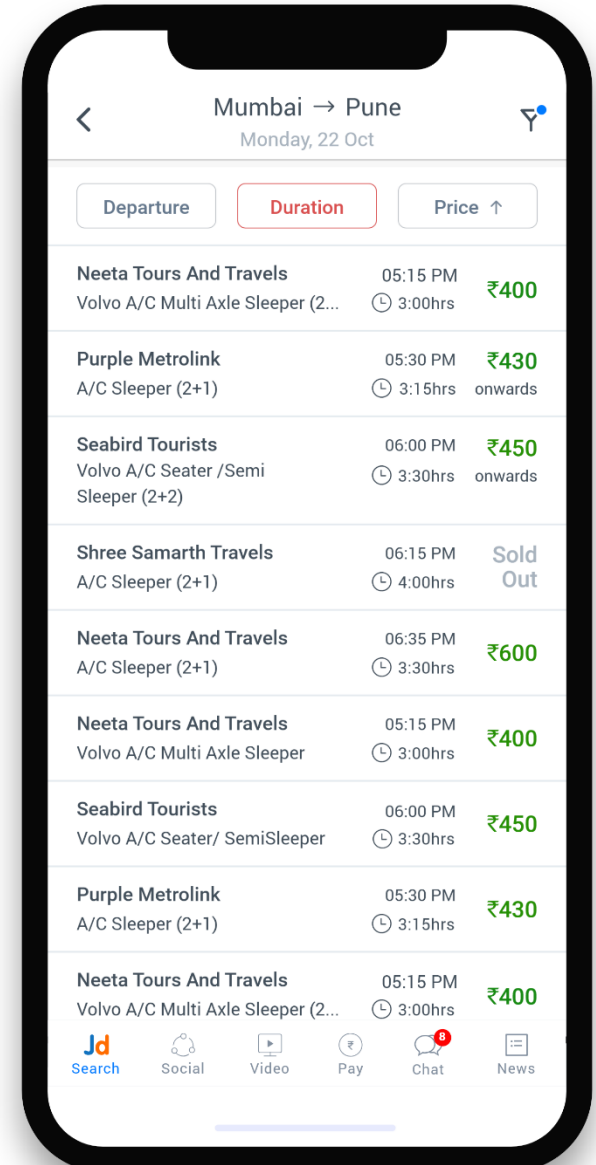
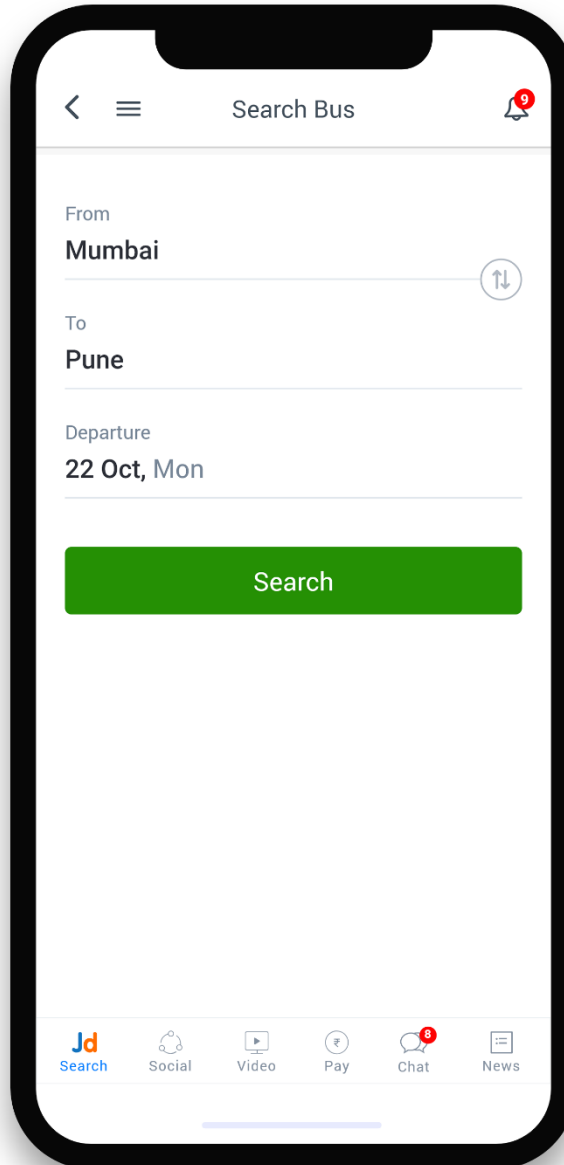
Bills & Recharge

Movie Tickets

Loans

Wallet Options

... and many more.



BEYOND SEARCH

Price Comparison

Hail a Cab

Flight Tickets

Train Tickets

Bus Tickets

 **Hotel Bookings**

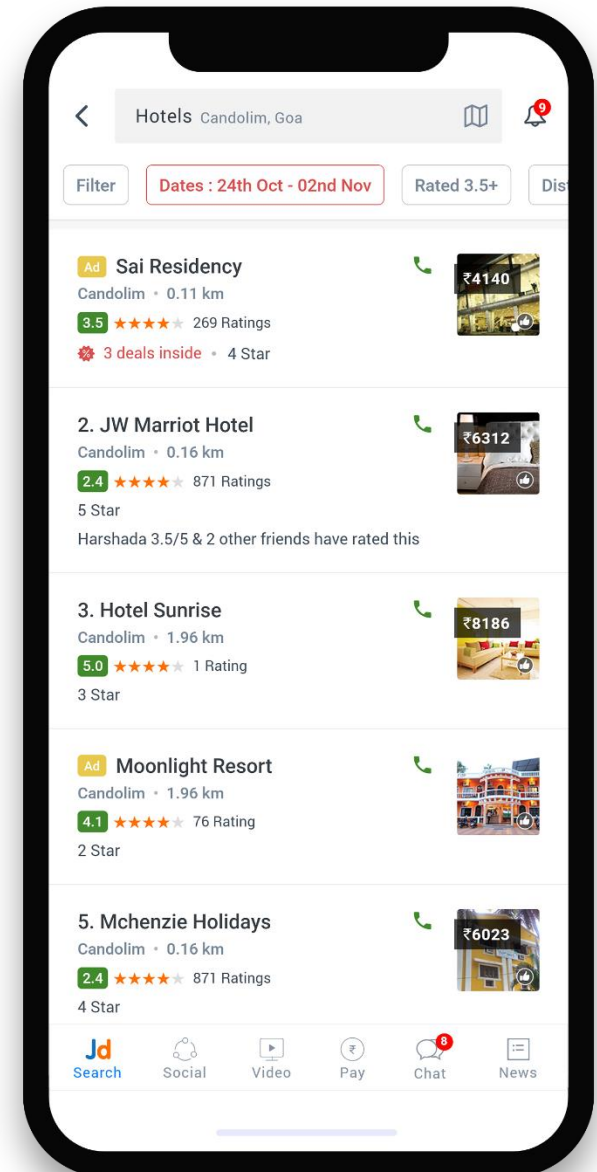
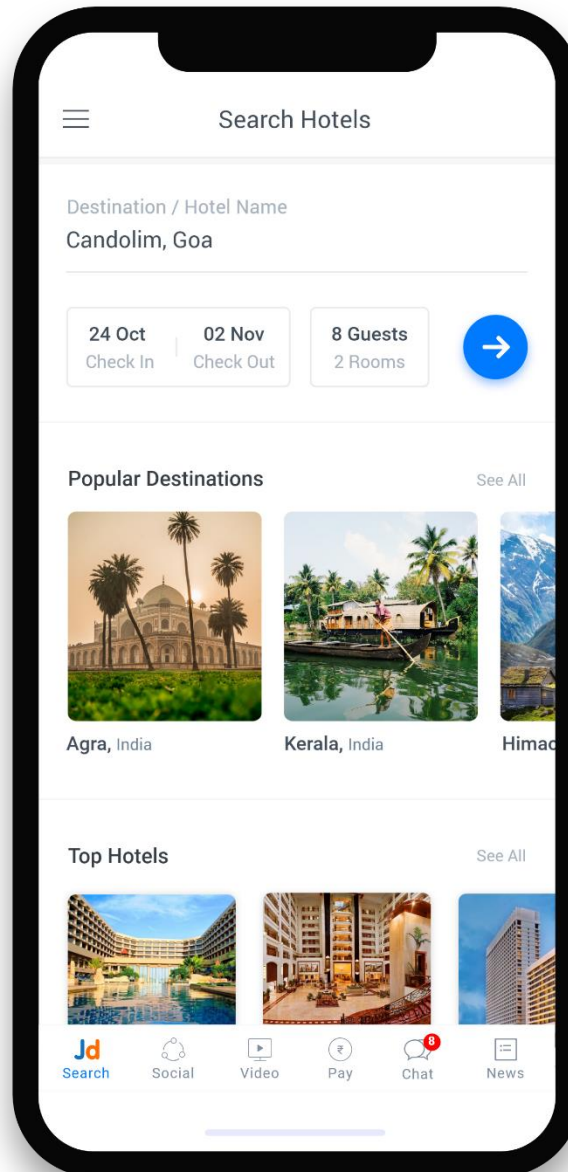
Bills & Recharge

Movie Tickets

Loans

Wallet Options

... and many more.



BEYOND SEARCH

Price Comparison

Hail a Cab

Flight Tickets

Train Tickets

Bus Tickets

Hotel Bookings

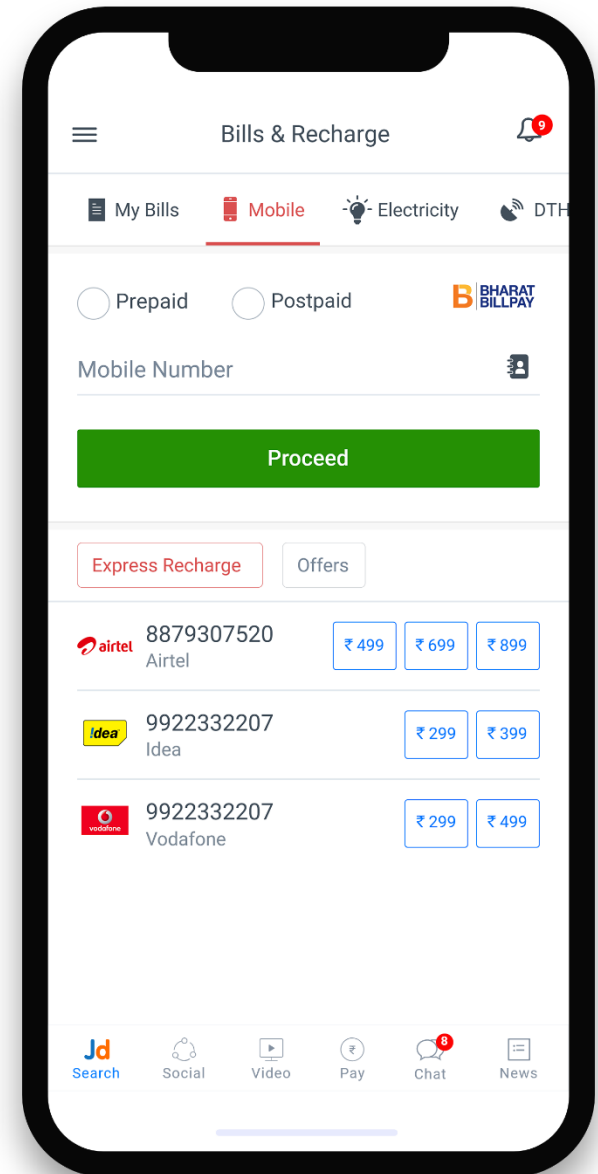
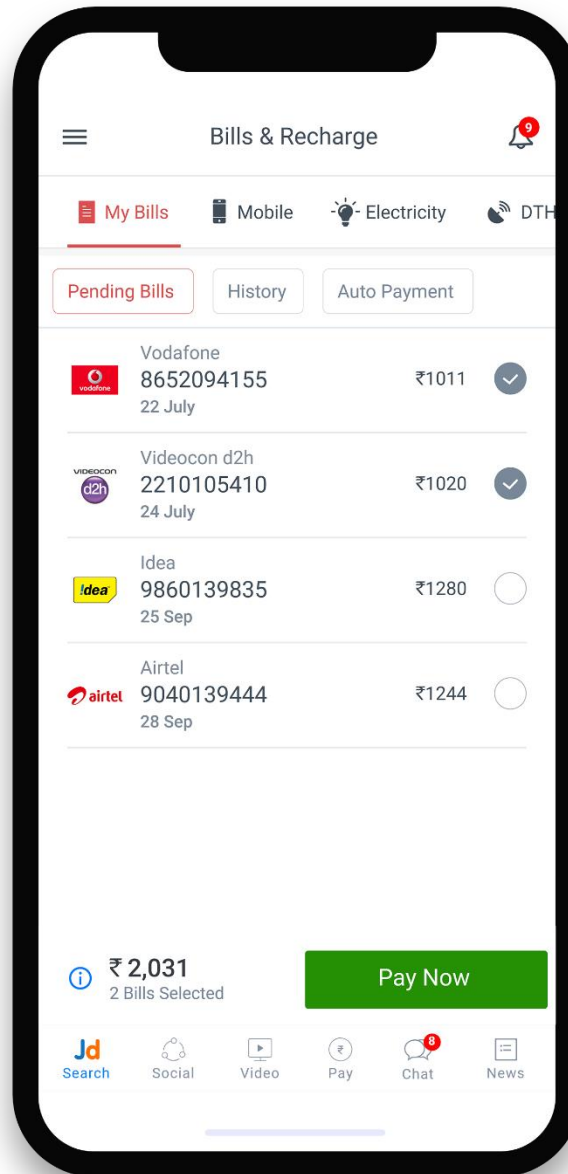
 Bills & Recharge

Movie Tickets

Loans

Wallet Options

... and many more.



BEYOND SEARCH

Price Comparison

Hail a Cab

Flight Tickets

Train Tickets

Bus Tickets

Hotel Bookings

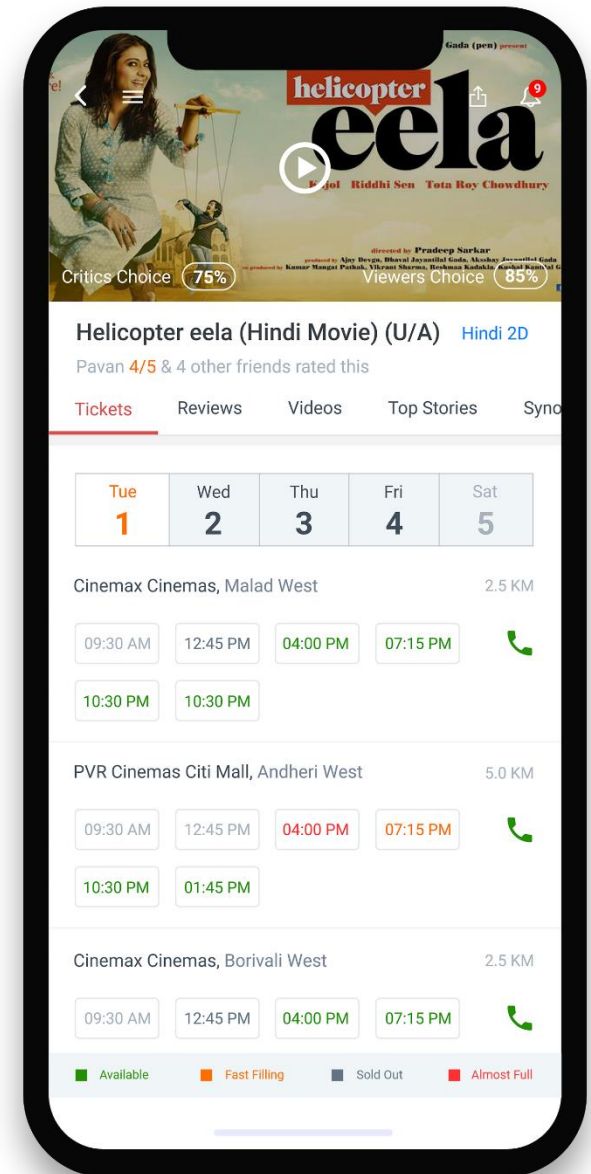
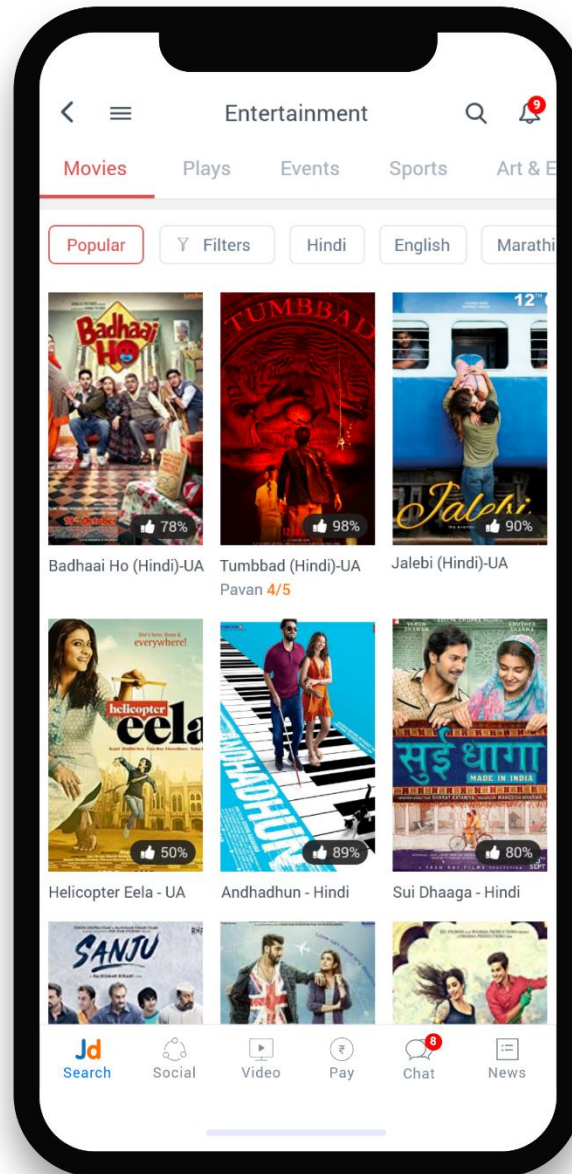
Bills & Recharge

 **Movie Tickets**

Loans

Wallet Options

... and many more.



BEYOND SEARCH

Price Comparison

Hail a Cab

Flight Tickets

Train Tickets

Bus Tickets

Hotel Bookings

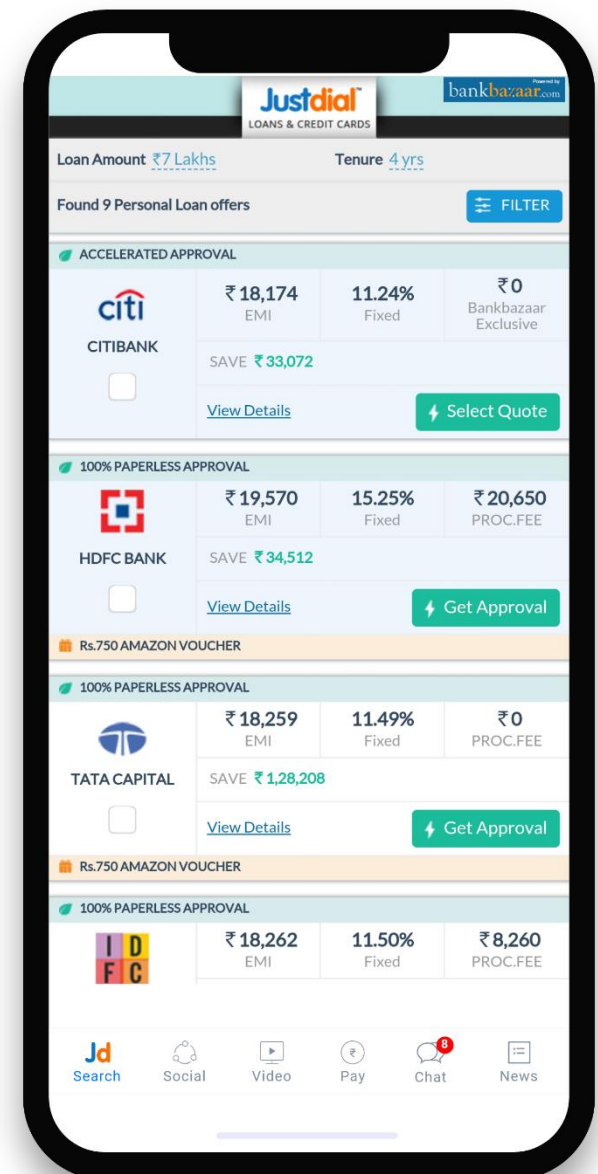
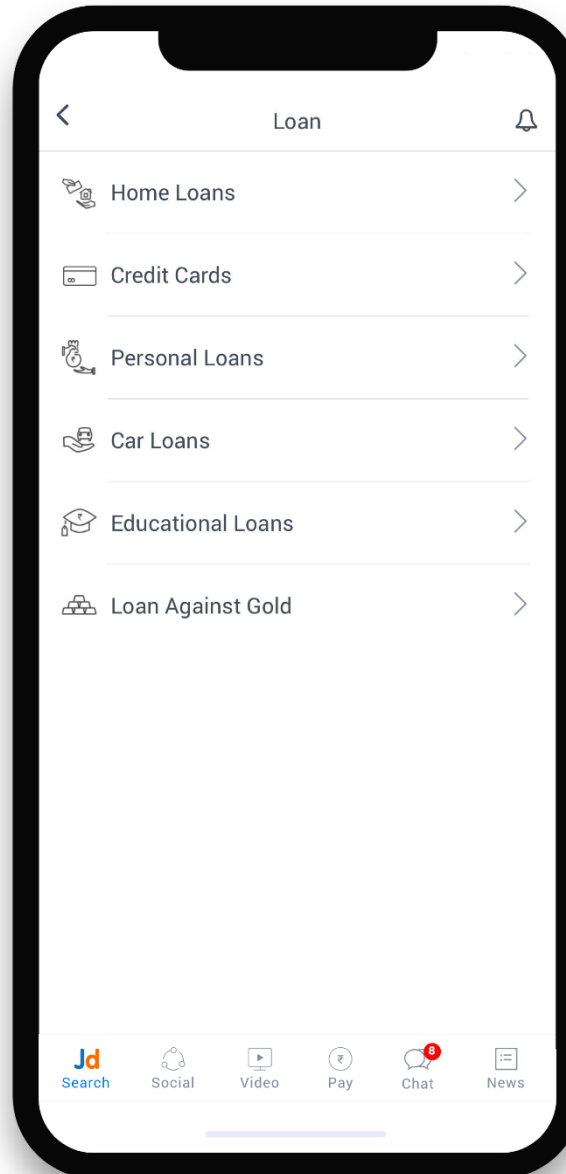
Bills & Recharge

Movie Tickets

 **Loans**

Wallet Options

... and many more.



BEYOND SEARCH

Price Comparison

Hail a Cab

Flight Tickets

Train Tickets

Bus Tickets

Hotel Bookings

Bills & Recharge

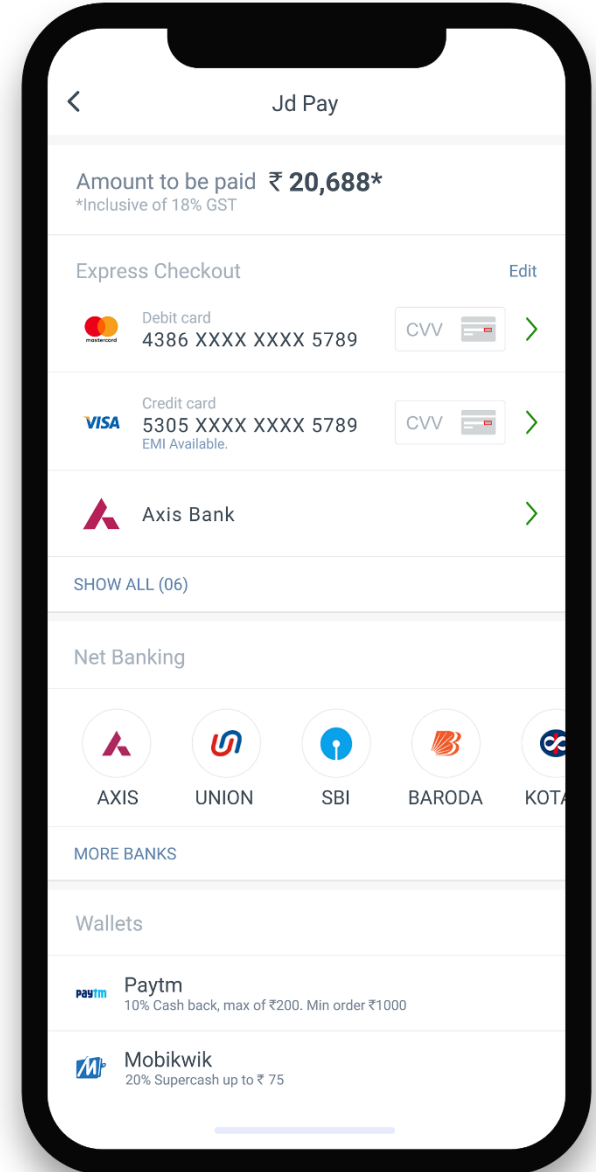
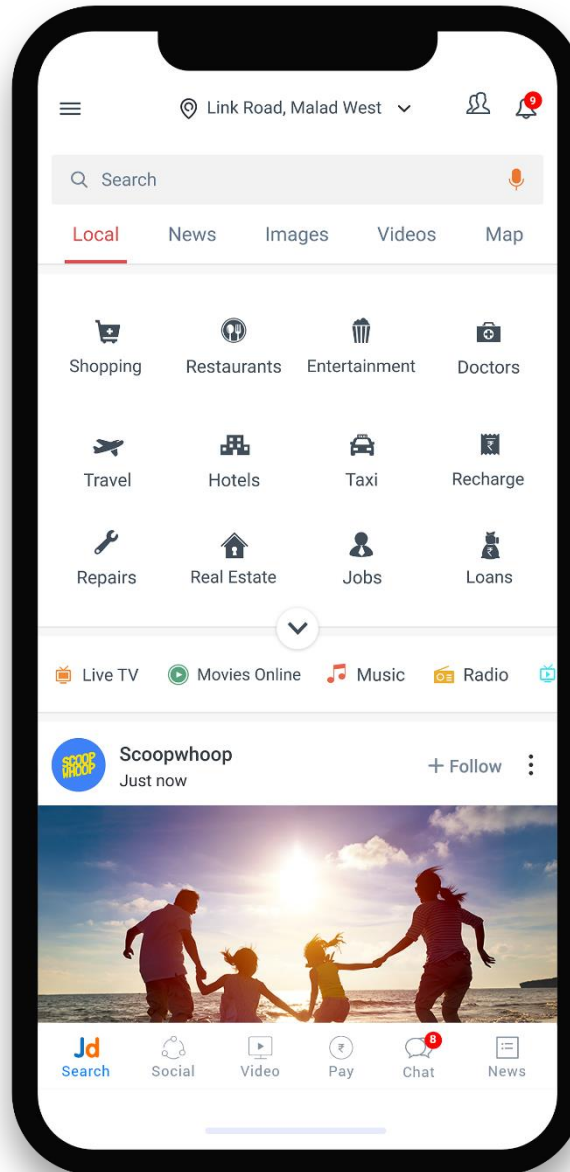
Movie Tickets

Loans



Wallet Options

... and many more.





FINANCIAL OVERVIEW

EFFICIENT & PROFITABLE BUSINESS MODEL

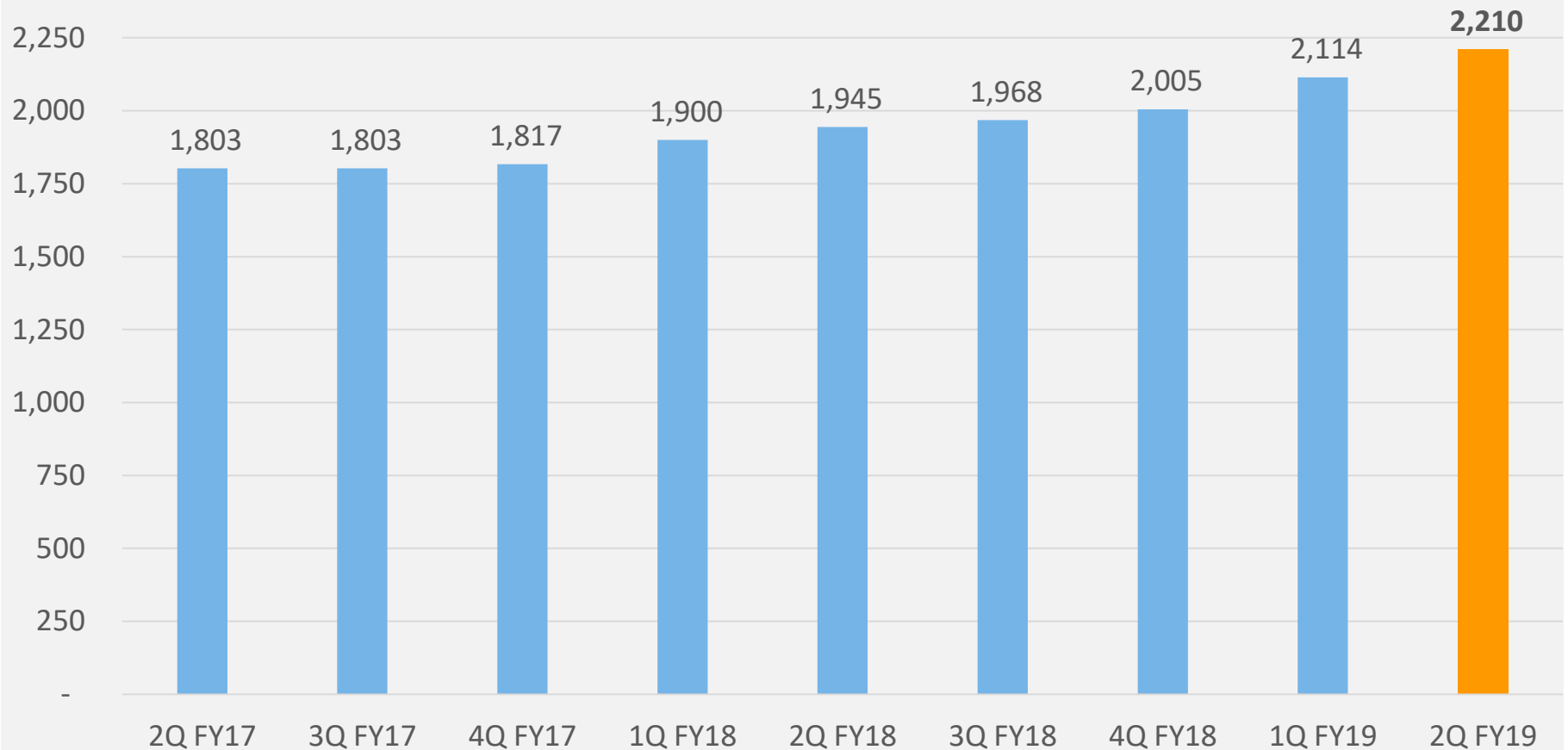
- Paid Advertisers pay fixed monthly or annual fees to run search-led advertising campaigns for their businesses on Justdial's platforms
- Various premium (Platinum, Diamond, Gold) & non-premium packages available which determine placements in search results
- Multiple factors determine pricing, such as business categories of advertiser, geographies targeted, type of package
- Add-on products such as website banner, own website, JD Pay, JD Ratings, etc. available
- Advertisers can pay annual amount upfront or through monthly payment plans, ability to manage campaign online
- Justdial also runs multi-city/ national campaigns for pan-India advertisers
- Sales team comprises of 4,312 employees in tele-sales, 1,467 feet-on-street (marketing), and 3,387 feet-on-street (JDAs - Just Dial Ambassadors) as on Q2 FY19



KEY
BUSINESS
ATTRIBUTES

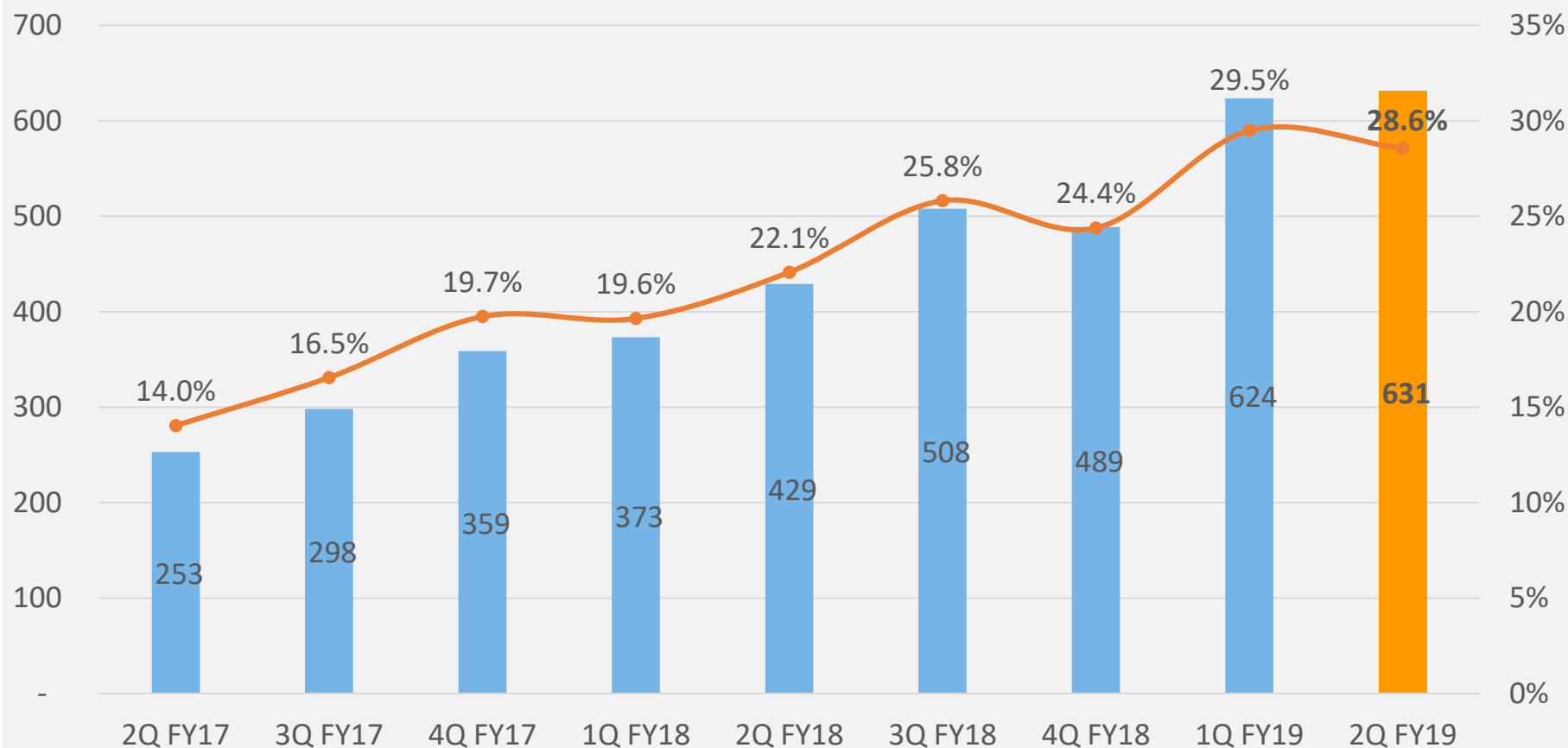
REVENUE

Operating Revenue (Rs million)



OPERATING MARGIN

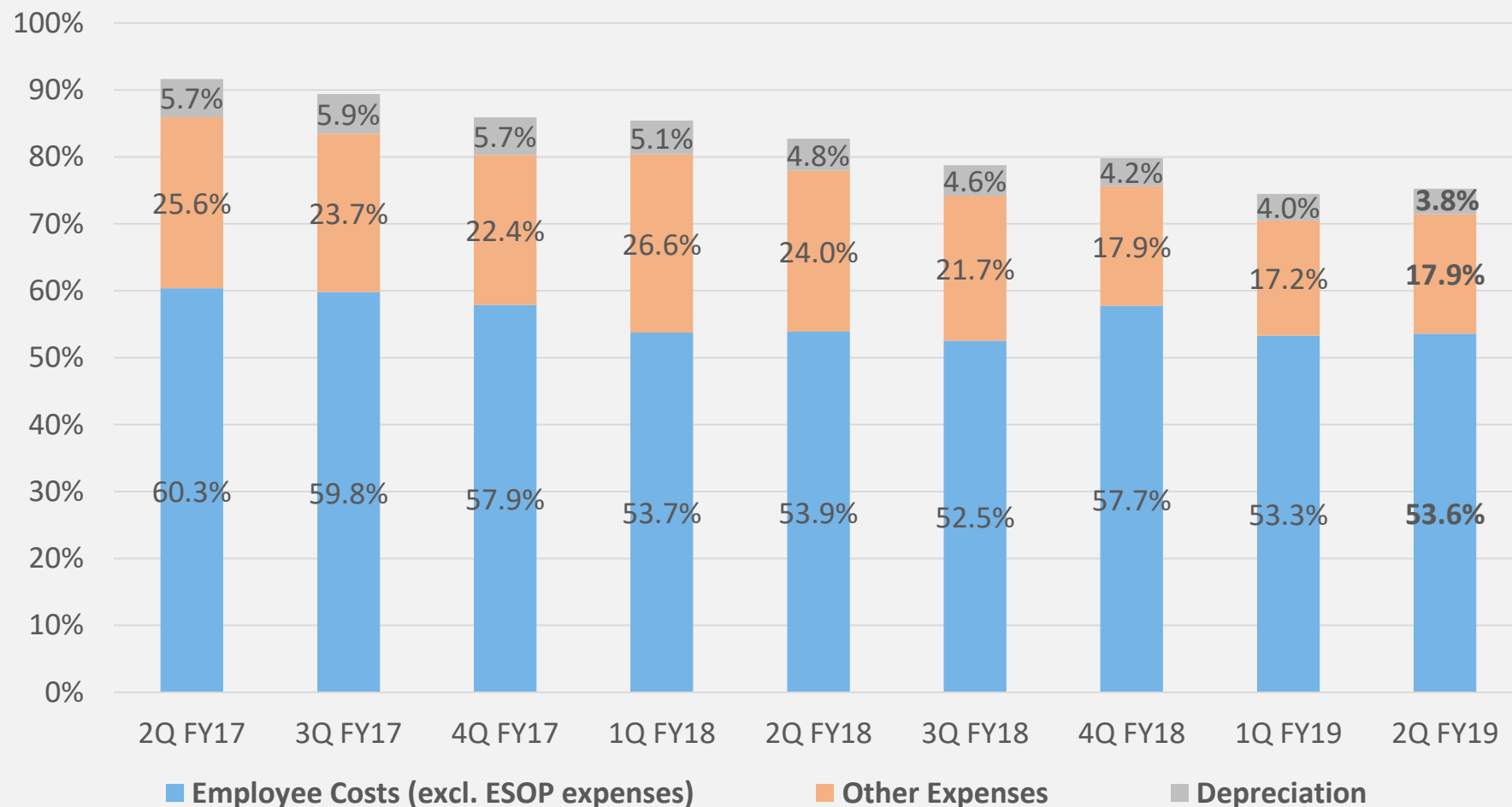
Adjusted EBITDA (Rs million) & Margin %



Note: Adjusted EBITDA arrived after adjusting for ESOP & one-time expenses, if any. Numbers from 1Q FY19 onwards are based on IND AS 115. Due to application of Ind AS 115 from 1 April 2018 onwards, there has been an impact on sales incentives expense recognition. Consequently, Employee Benefit Expense for 1Q FY19 and 2Q FY19 is lower by Rs26.8 million and Rs15.7 million, respectively, vis-à-vis the amounts if erstwhile standards were applicable.

COST STRUCTURE

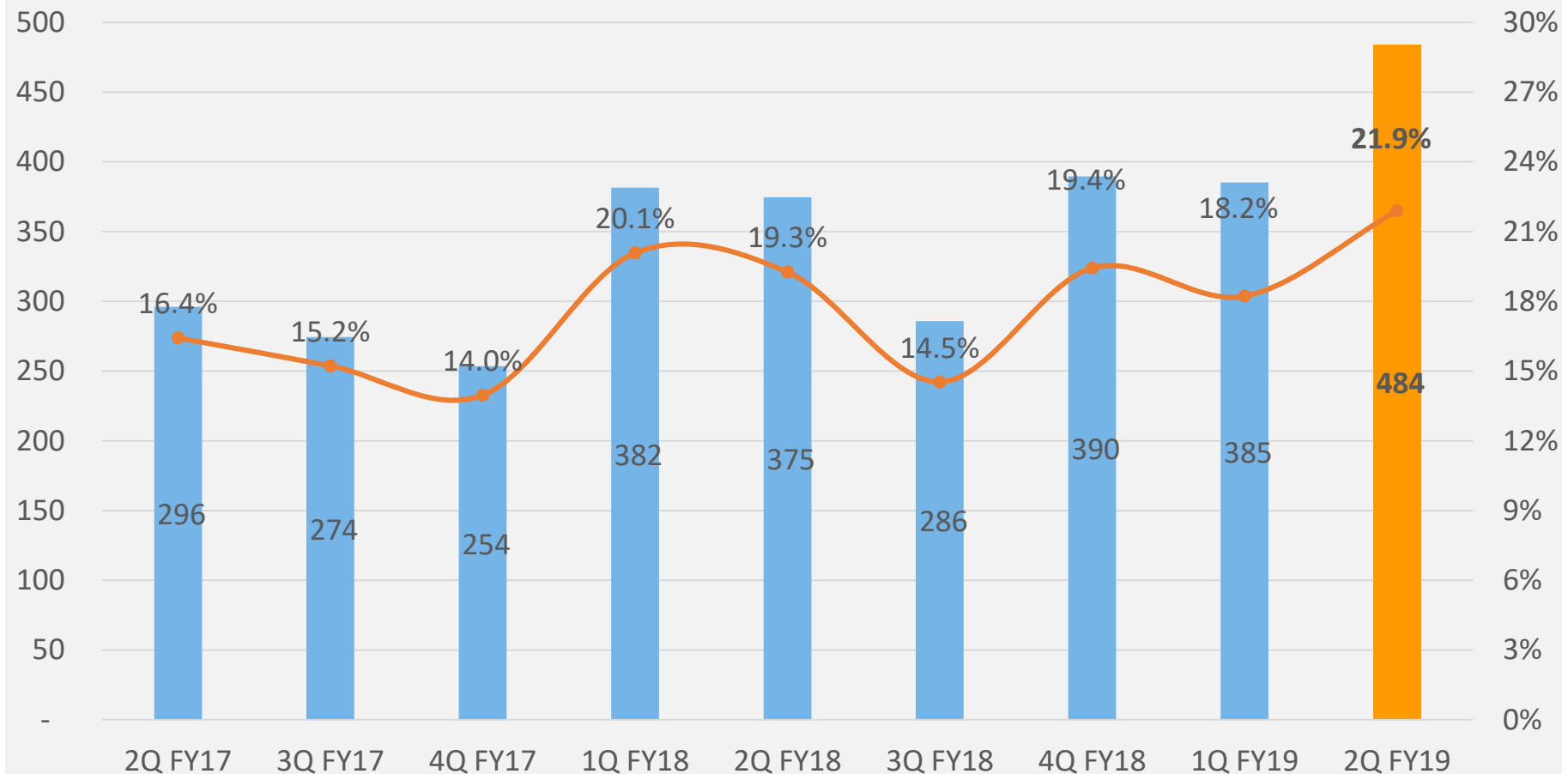
Expenses as % of Operating Revenue



Note: Numbers from 1Q FY19 onwards are based on IND AS 115. Due to application of Ind AS 115 from 1 April 2018 onwards, there has been an impact on sales incentives expense recognition. Consequently, Employee Benefit Expense for 1Q FY19 and 2Q FY19 is lower by Rs26.8 million and Rs15.7 million, respectively, vis-à-vis the amounts if erstwhile standards were applicable.

NET PROFIT MARGIN

Net Profit (Rs million) & PAT Margin %

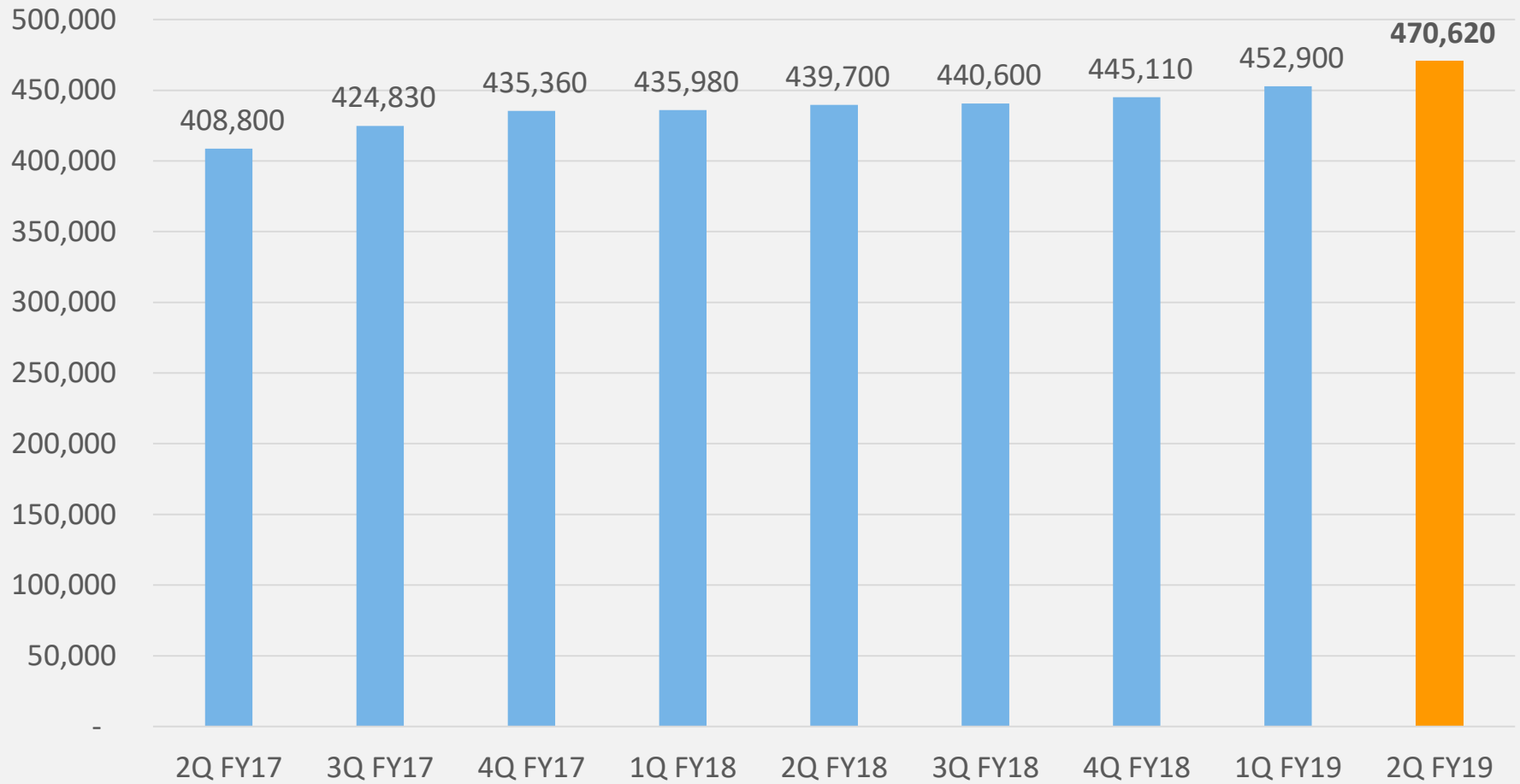


Note 1: Numbers from 1Q FY19 onwards are based on IND AS 115. Due to application of Ind AS 115 from 1 April 2018 onwards, there has been an impact on sales incentives expense recognition. Consequently, Profit after Taxes for 1Q FY19 and 2Q FY19 is higher by Rs17.5 million and Rs10.1 million, respectively, vis-à-vis the amounts if erstwhile standards were applicable.

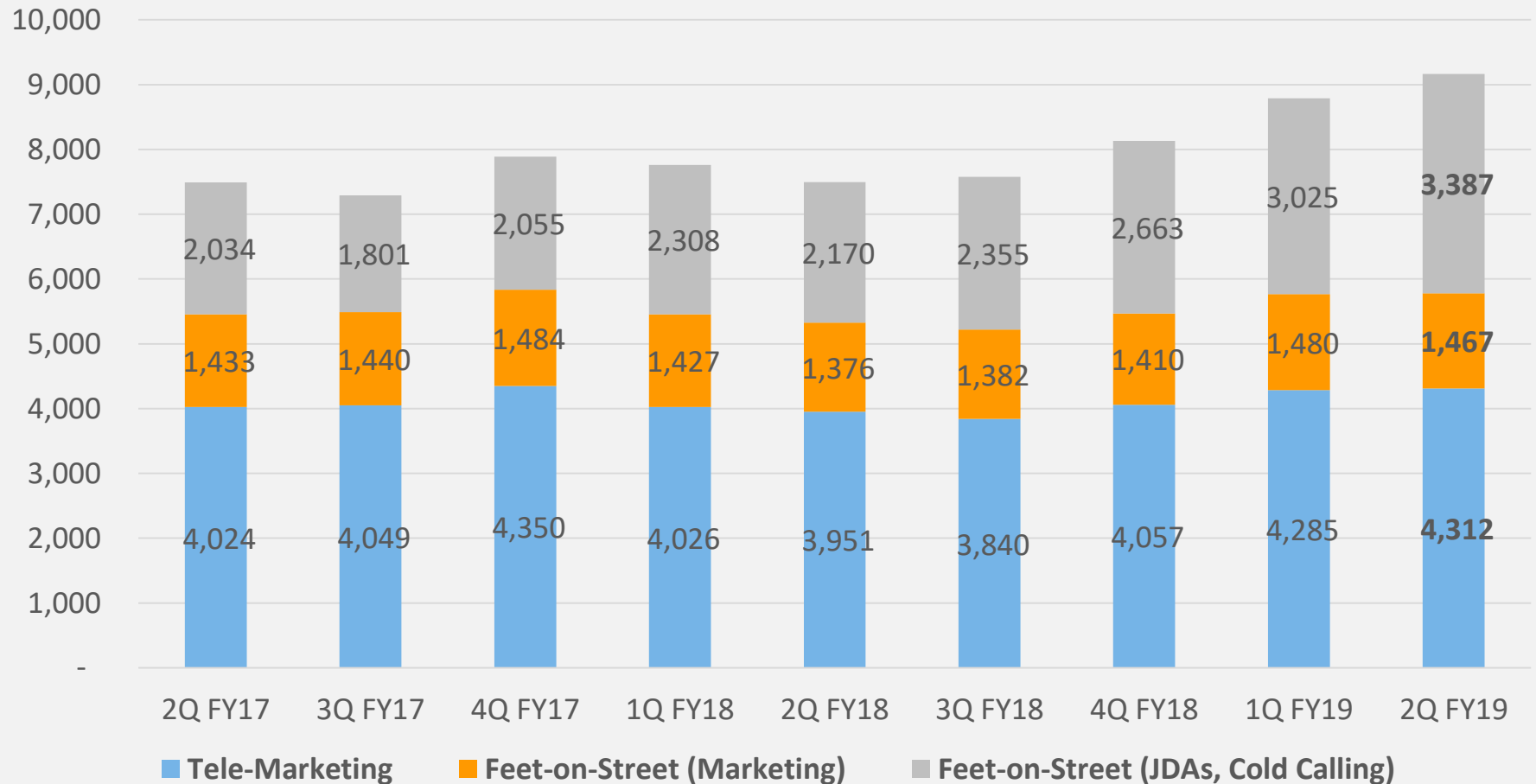
Note 2: PAT Margin is calculated as Net Profit (Profit After Taxes) as a percentage of Operating Revenue for the quarter

PAID CAMPAIGNS

Active Paid Campaigns - period end



Sales Strength - Period End



JUST DIAL LTD - 2Q FY19 (Quarter ended September 30, 2018) PERFORMANCE SUMMARY

Metric	Unit	2Q-FY19	2Q-FY18	YoY change	1Q-FY19	QoQ change
Operating Revenue	(₹ million)	2,210	1,945	13.7%	2,114	4.5%
Operating EBITDA	(₹ million)	575	396	45.0%	574	0.1%
Operating EBITDA Margin	%	26.0%	20.4%	563 bps	27.2%	-116 bps
Adjusted EBITDA (excl. ESOP exp.)	(₹ million)	631	429	47.1%	624	1.3%
Adjusted EBITDA Margin (excl. ESOP exp.)	%	28.6%	22.1%	650 bps	29.5%	-93 bps
Other Income, net	(₹ million)	184	200	-8.2%	82	123.7%
Profit Before Taxes	(₹ million)	674	503	34.0%	573	17.8%
Net Profit	(₹ million)	484	375	29.2%	385	25.6%
Net Profit Margin	%	21.9%	19.3%	263 bps	18.2%	367 bps
Unearned Revenue (period end)	(₹ million)	3,749	2,774	35.1%	3,713	1.0%
Cash & Investments (period end)	(₹ million)	13,585	10,453	30.0%	12,888	5.4%

JUST DIAL LTD - 2Q FY19 (Quarter ended September 30, 2018) PERFORMANCE SUMMARY						
Metric	Unit	2Q-FY19	2Q-FY18	YoY change	1Q-FY19	QoQ change
Unique Visitors	(million)	131.3	105.0	25.0%	125.2	4.8%
- Mobile	(million)	100.5	69.0	45.7%	92.3	8.9%
- Desktop/ PC	(million)	21.8	26.5	-17.5%	23.5	-7.1%
- Voice	(million)	8.9	9.6	-6.9%	9.4	-4.8%
- Mobile	% share	76.6%	65.7%	1090 bps	73.7%	283 bps
- Desktop/ PC	% share	16.6%	25.2%	-857 bps	18.8%	-214 bps
- Voice	% share	6.8%	9.1%	-233 bps	7.5%	-69 bps
Total Listings (period end)	(million)	23.8	19.8	20.0%	22.7	4.7%
Net Listings Addition		1,073,032	1,021,158	5.1%	943,367	13.7%
Total Images in Listings (period end)	(million)	51.4	38.5	33.6%	47.9	7.2%
Listings with Geocodes (period end)	(million)	12.3	9.2	34.2%	11.8	4.7%
Ratings & Reviews	(million)	88.0	76.1	15.7%	85.1	3.5%
Paid campaigns (period end)		470,620	439,700	7.0%	452,900	3.9%
Total App Downloads (period end)	(million)	21.9	17.3	26.3%	20.8	5.3%
App Downloads per day		13,555	23,871	-43.2%	14,351	-5.5%
Number of Employees (period end)		12,417	10,892	14.0%	12,281	1.1%

BOARD OF DIRECTORS

Executive Directors



V S S Mani

Founder, Managing Director and Chief Executive Officer of Justdial with over 30 years of experience in the field of media and local search services.



Ramani Iyer

Non-Independent, Whole-time Director with 25 years of experience, working with Justdial in the field of strategic planning and execution.



V Krishnan

Non-Independent, Whole-time Director with 25 years of experience, working with Justdial in strategic planning and execution.



B Anand

CEO of Essar Oil, previously CFO of Trafigura, with 31 years of experience in corporate finance, strategy & investment banking. He is a Commerce graduate from Nagpur University and an associate member of ICAI.



Sanjay Bahadur

Sanjay is CEO of Pidilite Industries for its Global Constructions & Chemicals division and has over three decades of experience. He holds a degree from Delhi College of Engineering.



Malcolm Monteiro

Malcolm is CEO India, DHL eCommerce & member of DHL eCommerce Management Board. He holds a degree from IIT Mumbai & IIM Ahmedabad.

Non-Executive Directors

Independent

Non-Independent



Pulak Prasad

Pulak is Founder & MD of Nalanda Capital and has over 26 years of experience in management consulting & investing. He holds B. Tech. from IIT Delhi and is an IIM Ahmedabad alumni.



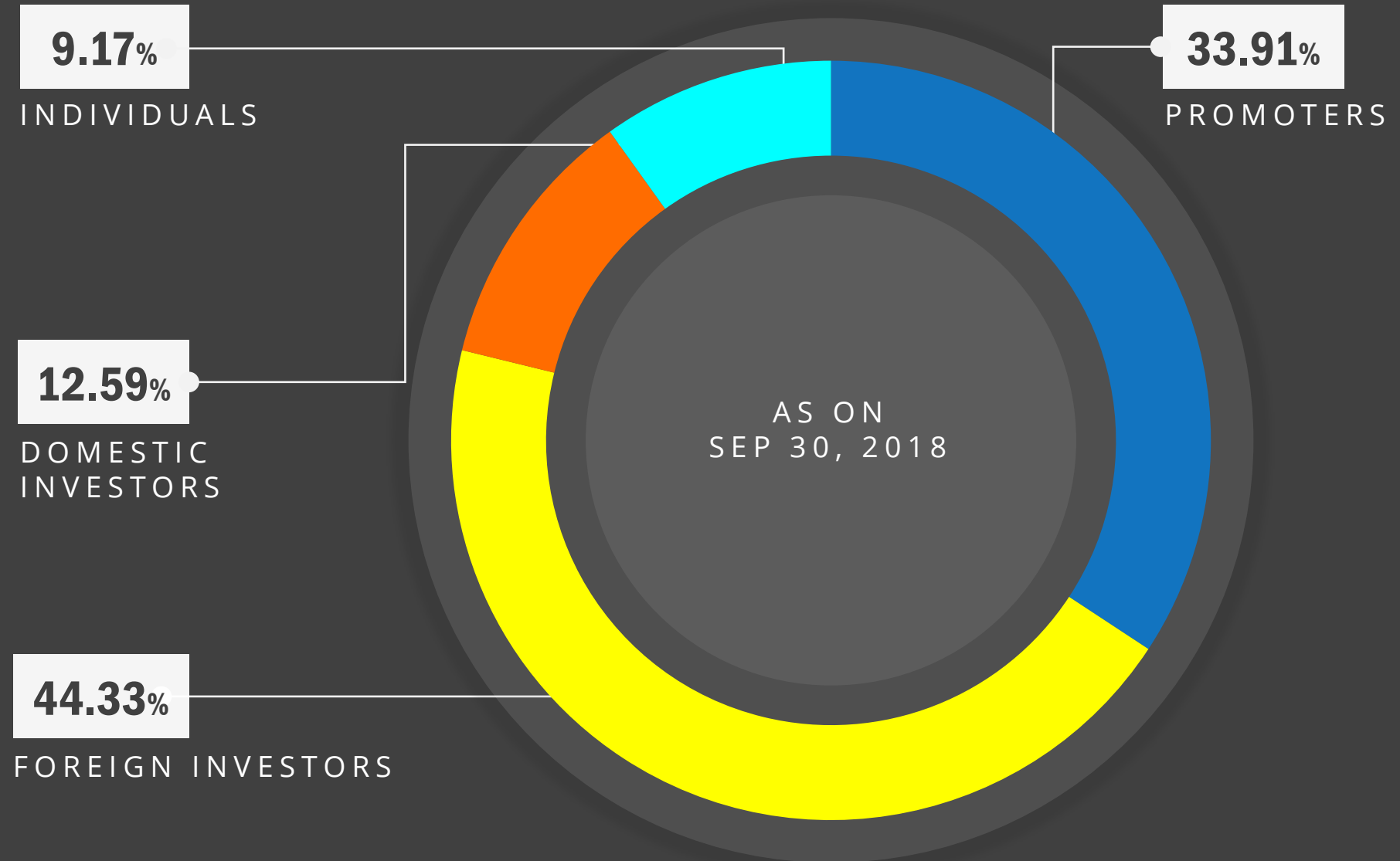
Anita Mani

She has 25 years of experience in the field of general management. She is a history graduate from University of Delhi.

LEADERSHIP TEAM

Name	Designation	Experience	Functional Areas
V S S Mani	Chief Executive Officer	30 Years	Overall growth strategy, planning, execution & management
Shreos Roychowdhury	Chief Technology Officer	21 Years	Technological Innovation and R&D
Abhishek Bansal	Chief Financial Officer	10 Years	Finance, Strategy, Accounting, Treasury, Audit, Legal, Compliance & Traffic
Vishal Parikh	Chief Product Officer	17 Years	Leads Product, Design & Technology teams, Project Management, Payments Product & Voice Operations
Sumeet Vaid	Chief Revenue Officer	22 Years	Revenue growth & Business development
Rajesh Madhavan	Chief People Officer	22 Years	Human Resource Functions
Jaimin Shah	Chief Technology Officer, Omni	18 Years	Leads Omni & related products
Ajay Mohan	Group Vice President, Sales	22 Years	Sales platform management, Strategic alliances, Corporate partnerships & Business expansion
Rakesh Ojha	Group Vice President, Sales	23 Years	Sales & Expansion (West Region)
Prashant Nagar	Vice President, Sales	18 Years	Sales & Expansion (Delhi, Just Dial Ambassadors)
Suhail Siddiqui	Vice President, Sales	21 Years	Sales & Expansion (North & East Region)
Rajiv Nair	Vice President, Sales	18 Years	Sales & Expansion (South Region)
Shwetank Dixit	AVP & Head, Database & Content	6 Years	Database augmentation, Curation & Content enrichment

SHAREHOLDING PATTERN



End of Presentation