

May 13, 2019

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 and year ended March 31, 2019.

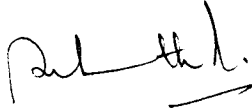
The aforesaid information is also being hosted on the website of the Company viz., www.matrimony.com.

Submitted for your information and records.

Thanking you

Yours faithfully,

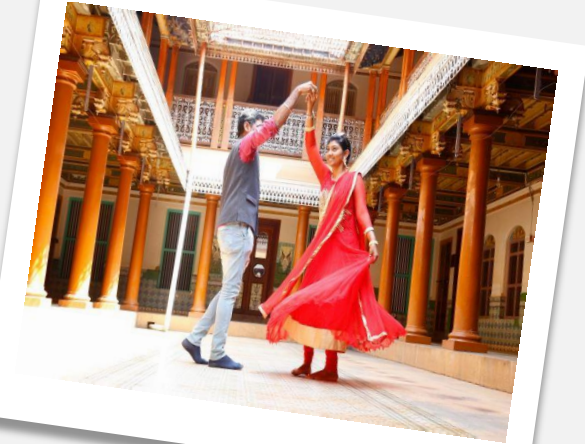
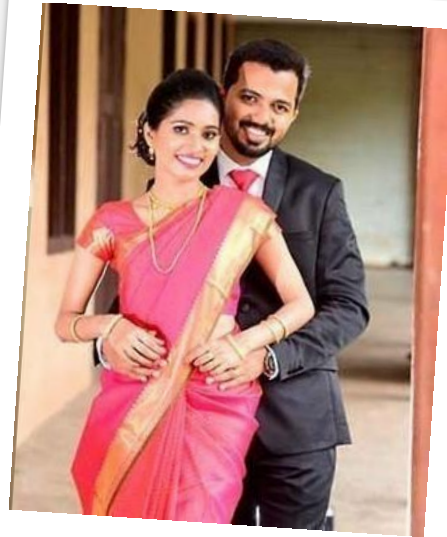
For Matrimony.com Limited



Sushanth S Pai

Chief Financial Officer

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



matrimony.com

Investor Presentation

May 2019

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.



Company Overview

1

Q4 and Full year FY19 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

3.72 mn

Active Profiles ¹

731,000

Paid subscriptions in FY2019

15

Regional Matrimony sites

34.54 mn

Total registrations since January 2006 ¹

INR 3,427 mn

FY19 Billings
(4.9% YoY growth)

¹ As on March 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

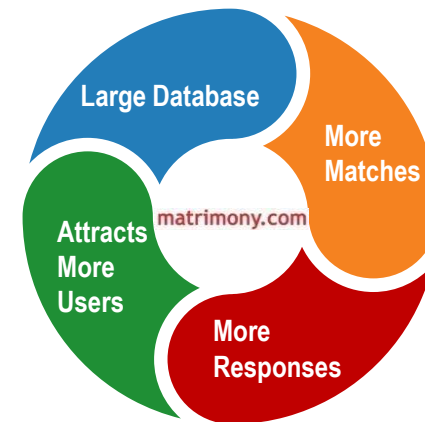
Unmarried Population in 2016 - 107 Mn ¹

Active Seekers in 2016
63 Mn ¹

Active users of online matrimony in 2016
6 Mn ¹

Active Profiles on Matrimony.com
3.72 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

Offline



Website



Mobile



Increasing Mobile Usage

12.4 million app installs ¹

Mobile sites and mobile apps accounts for ²

- ✓ 93% of Profile views
- ✓ 84% of Personalized messages sent and received
- ✓ 85% of the total number of free profiles registered
- ✓ 88% of Express Interest messages
- ✓ 81% 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: ¹ According to www.androidrank.org as updated on 02 February 2019 ;

² For the month of March 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

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

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

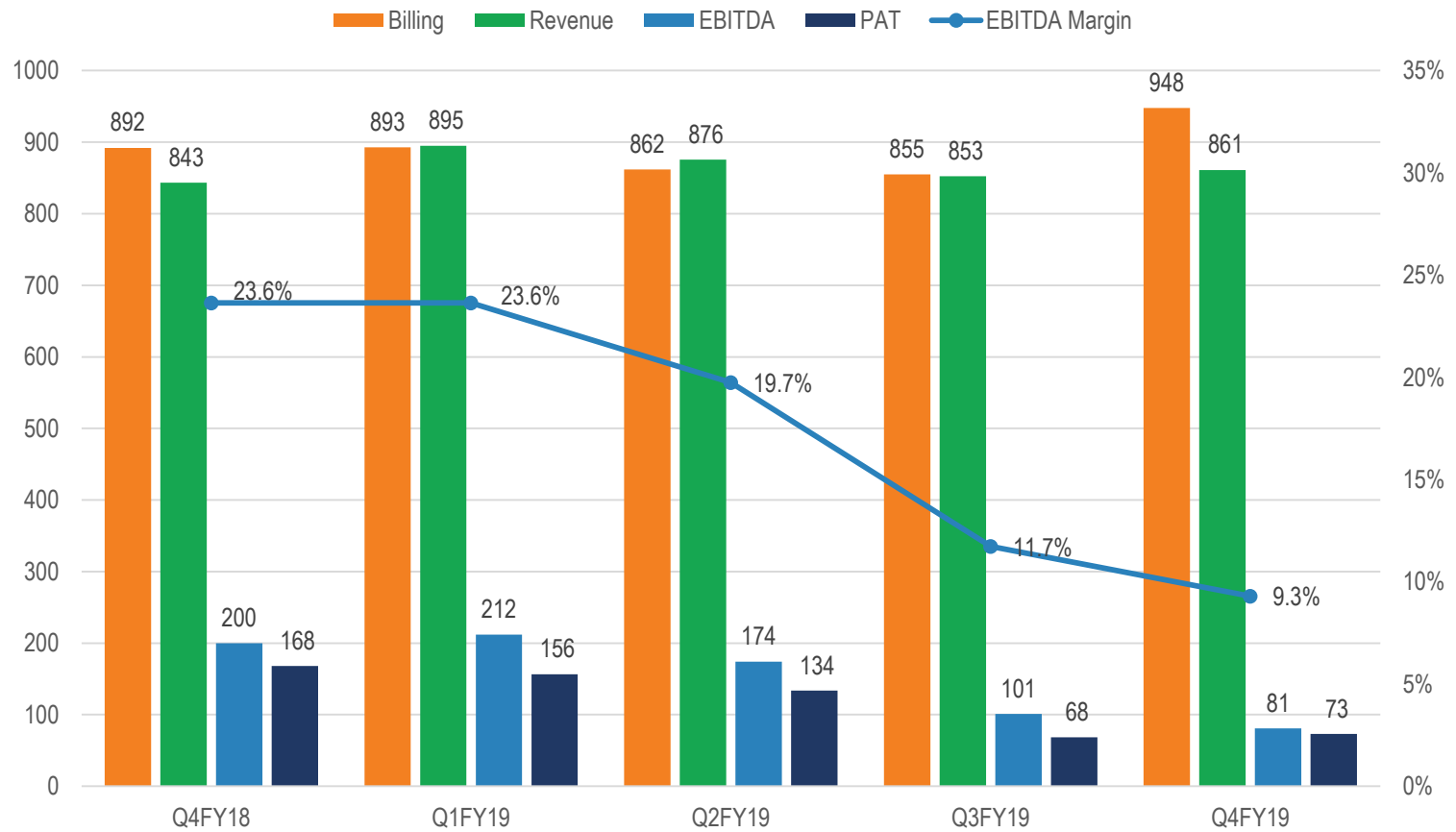


I'm excited to be the brand ambassador
of EliteMatrimony: Actor Madhavan



Enterprise Performance

In ₹ million

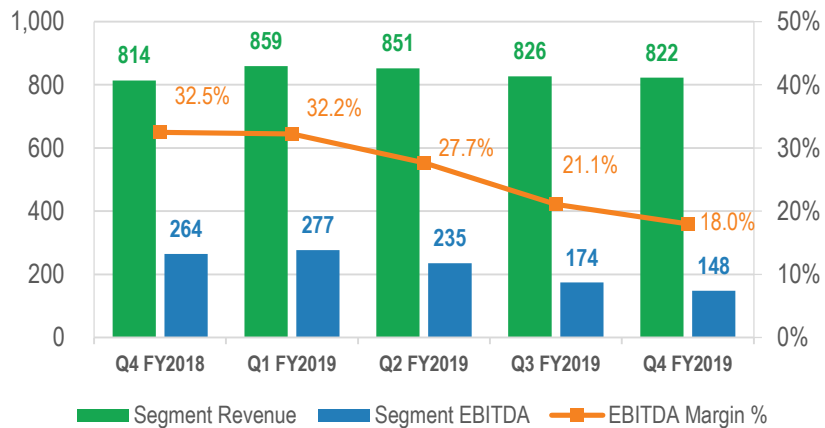


Note: Matchmaking + Marriage services includes other income

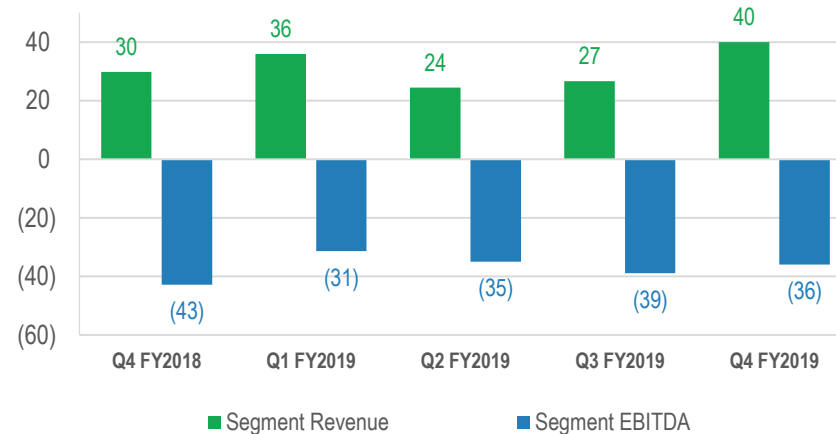
Segment Performance

In ₹ million

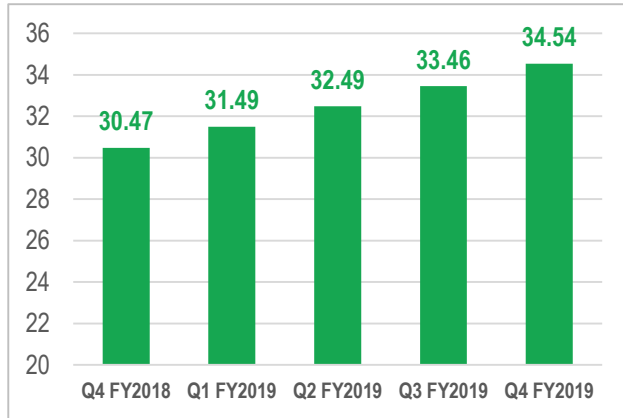
Matchmaking Services



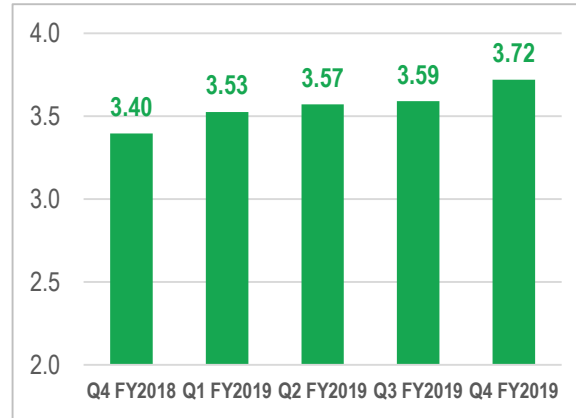
Marriage Services



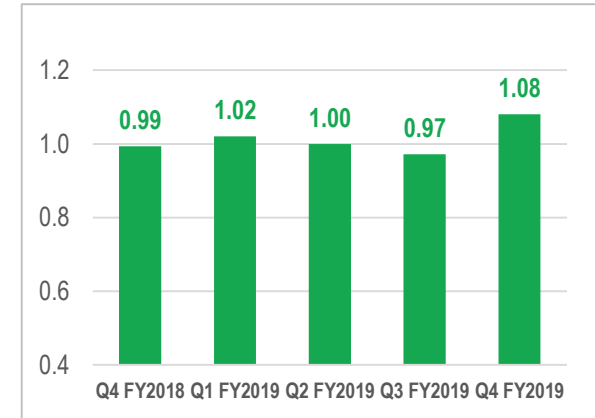
Ever Registrations (in mn)



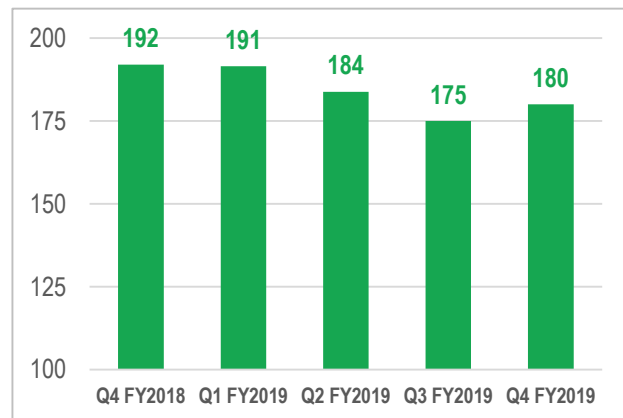
Active Profiles (in mn)



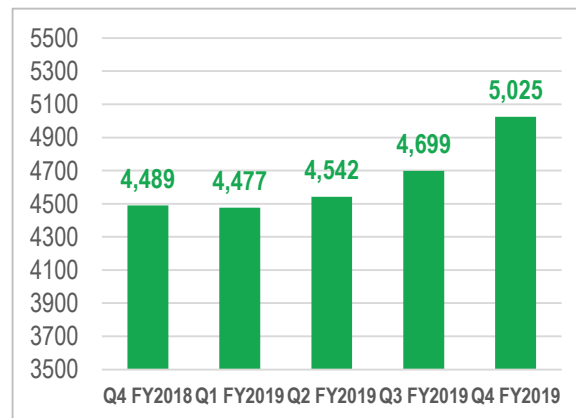
Free Registrations (in mn)



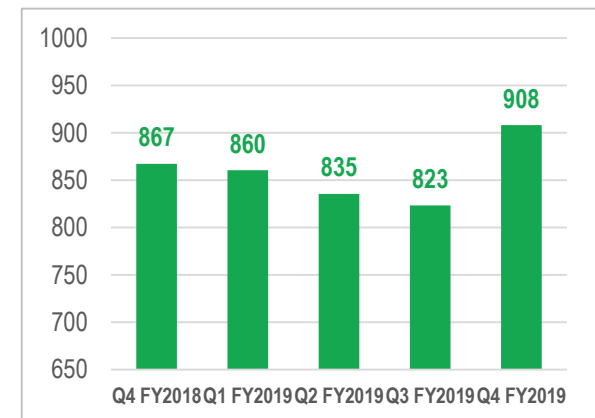
Paid Subscription (000's)



ATV (in Rs)

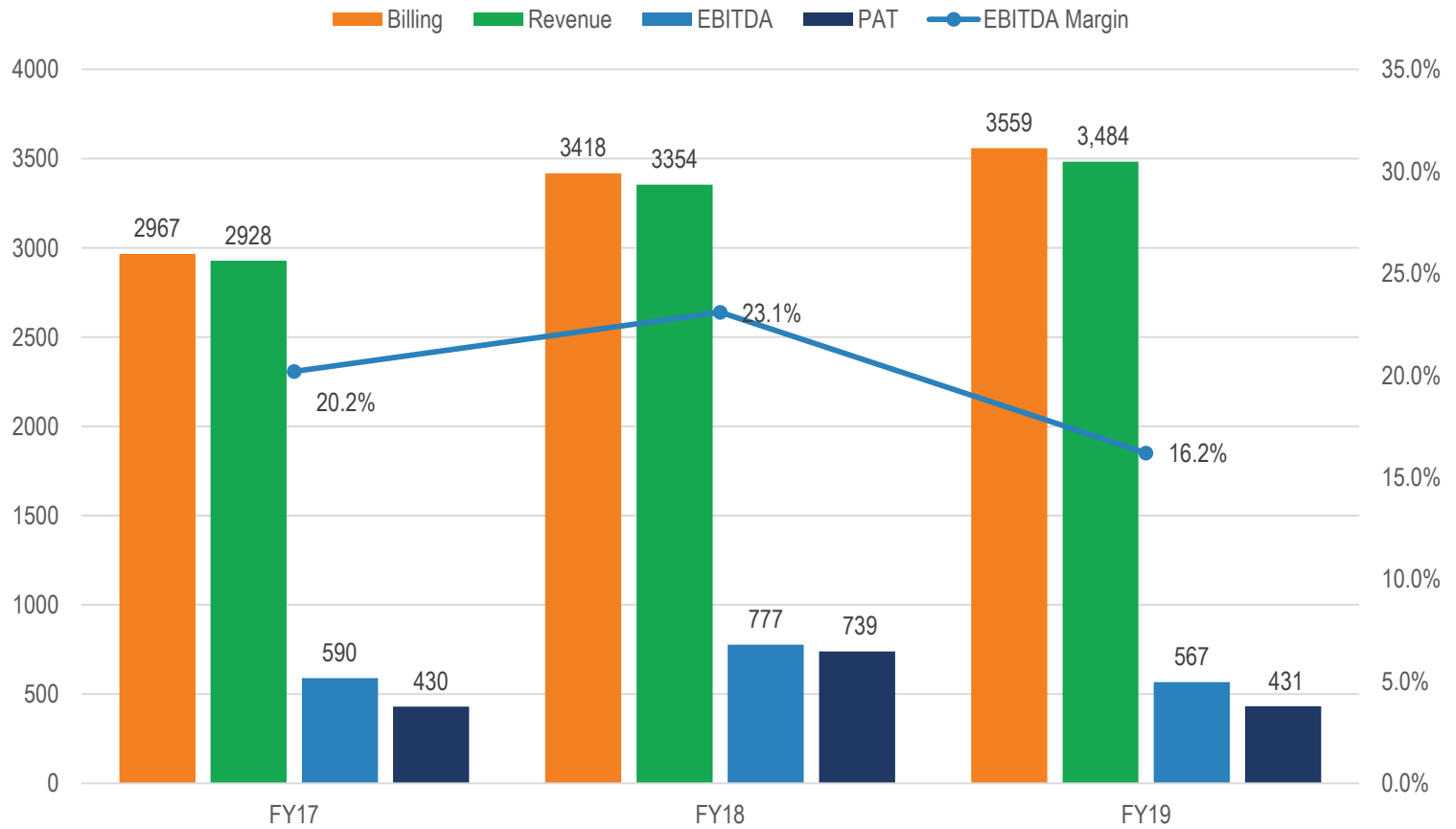


Matchmaking Billing (in Rs mn)



Enterprise Performance

In ₹ million

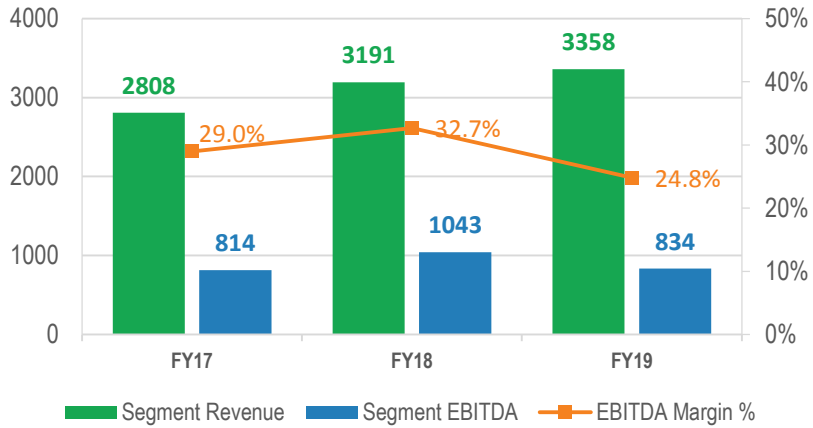


Note: Matchmaking + Marriage services includes other income

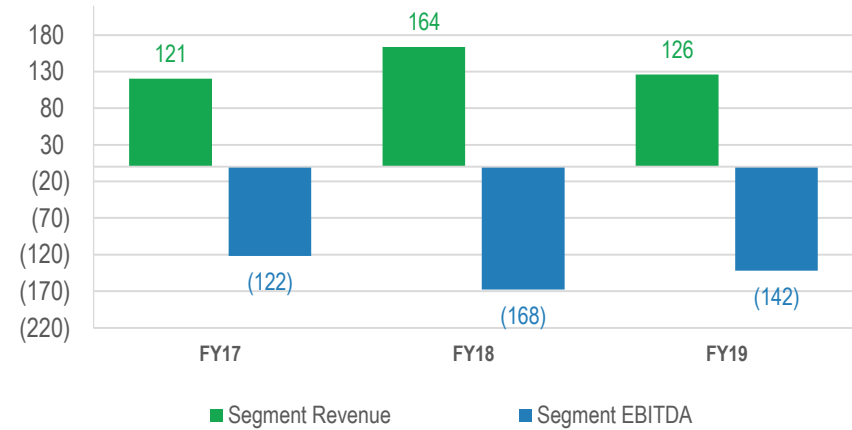
Segment Performance

In ₹ million

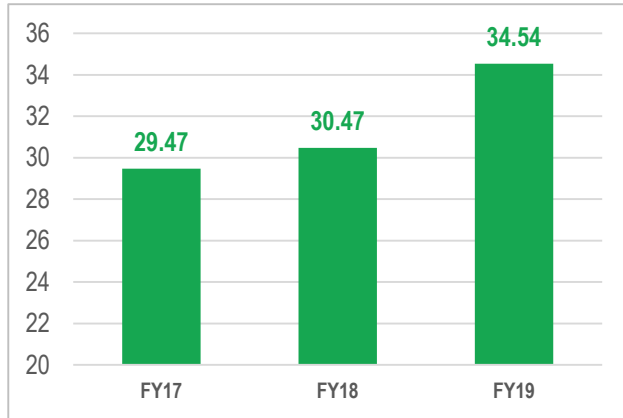
Matchmaking Services



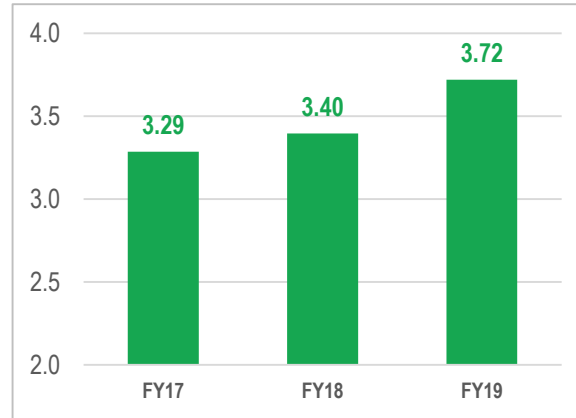
Marriage Services



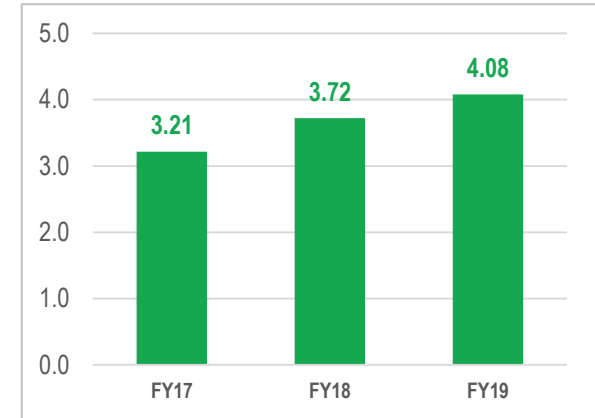
Ever Registrations (in mn)



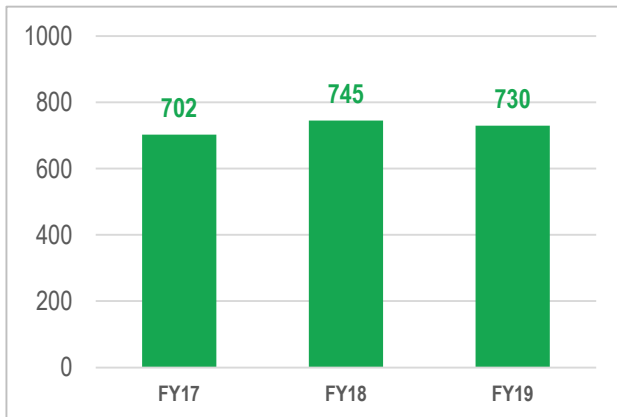
Active Profiles (in mn)



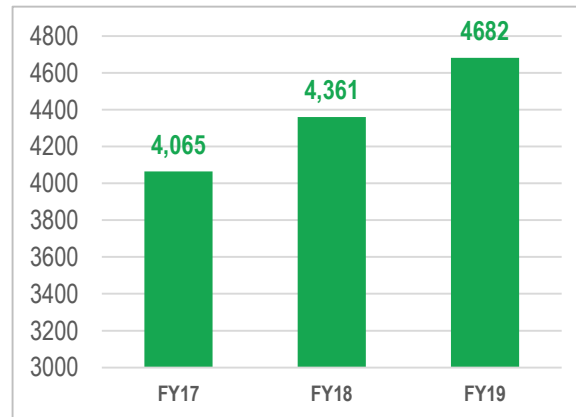
Free Registrations (in mn)



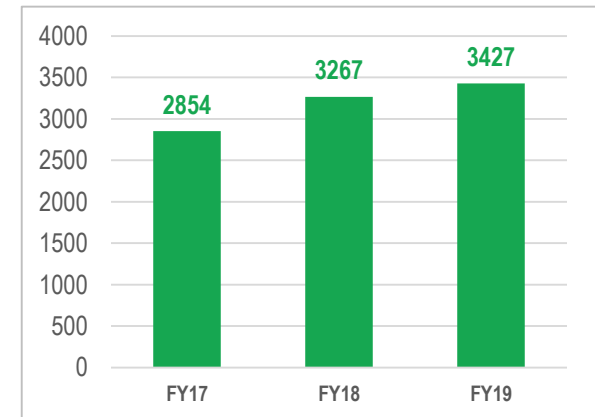
Paid Subscription (000's)



ATV (in Rs)



Matchmaking Billing (in Rs mn)



- Strong Q4 billing growth of 10.9% q/q and 6.3 % y/y, the best in the last 8 quarters
- Created about 104,000 success stories in FY19
- 3.72 million active profiles as at 31 March 2019, growth of 9.5%; Added 1.1M profiles in the quarter taking the total to 4.1M profiles for FY19; Paid subscriptions of 180,000 added in the quarter taking the total to 731,000 paid subscriptions during the year
- Good traction in Marriage Services business in Q4: Revenue at Rs 3.95 crores, a growth of 48.3% q/q and 32.6% y/y. For the full year losses have come down from about Rs 17 cr in FY18 to about Rs 14 cr in FY19.
- Excluding marketing expenses, EBITDA margins are stable in FY19 as compared to FY18. For the full year, marketing costs increased from Rs 56 cr in FY18 to Rs 81 cr in FY19
- Our cash position is at Rs 204 crores. The EBITDA to operating cash flow conversion for the year has been robust at 87%

Our Growth Strategy

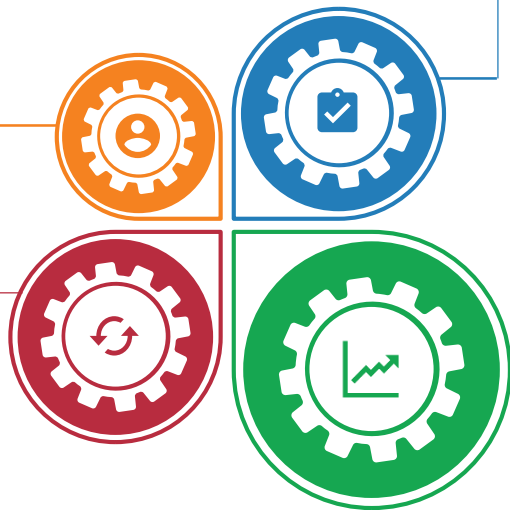
Matchmaking Growth Cycle

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



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



KP Jaikumar

Head - Photography



matrimony.com

Investor Contacts

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Company Secretary
matrimony.com

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