matrimony.com

August 12, 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 Jeejheebhoy 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 June 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

INVESTOR PRESENTATION | AUGUST 2021



Matrimony.com at a glance

matrimony.com

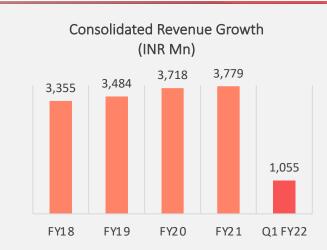
Founded by Mr. Murugavel Janakiraman in the year 2000 as a community portal for Indians living and working abroad, and since then become the largest Indian matchmaking service.

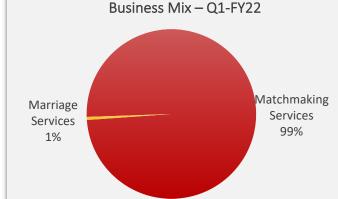
Pioneer and leader in the Indian online matchmaking space.

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 30^{th} June $2021 \sim INR 22,049.32$ Mn







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

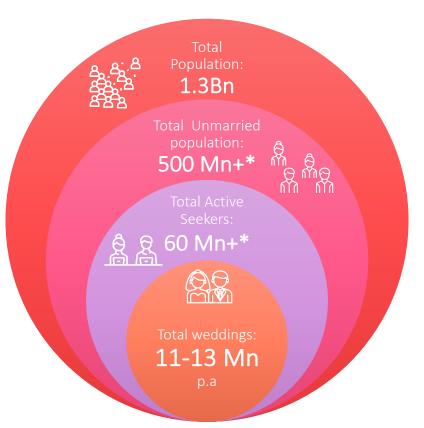


Strong Return Ratios



The Indian Matchmaking Opportunity

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)

^{*} World Bank, Census, Medium.com, KPMG report, Indian Express, Statista, Company Sources

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 BojpuriMatrimony -Launched IIMIITMatrimony.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



Governed by a Strong Board



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 – Additional 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 – Additional Independent Director

- An alumnus 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



REPORT 2014

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



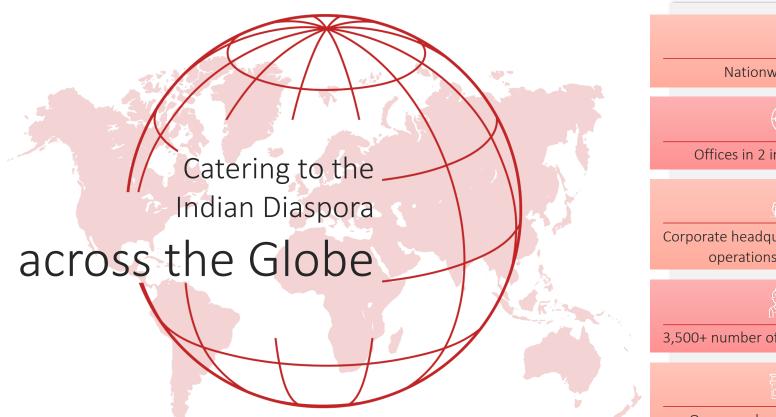
Mr. Murugavel Janakiraman was featured in the Top Technology Leaders 2020 List by Exchange4Media's Impact Magazine.



⁻ 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 Indian Diaspora Across The Globe





Nationwide coverage



Offices in 2 international cities



Corporate headquarters and technology operations in Chennai, TN



3,500+ number of associates as on FY21



On-ground retail presence 130+

BUSINESS OVERVIEW





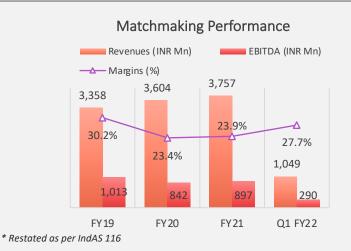
Pioneering Matchmaking Services in India

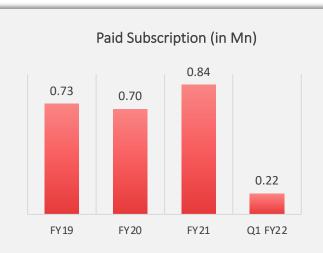
Matrimony.com has the largest number of matchmaking online platforms to suit a person's choice and preference

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.







Flagship Matchmaking Brands



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

Source: http://www.ncaer.org/news_details.php?nID=188)

Premium Matrimony Services

Assisted Matrimony – Matrimony.com also provides value added services for the users who are busy and need assistance in matchmaking.

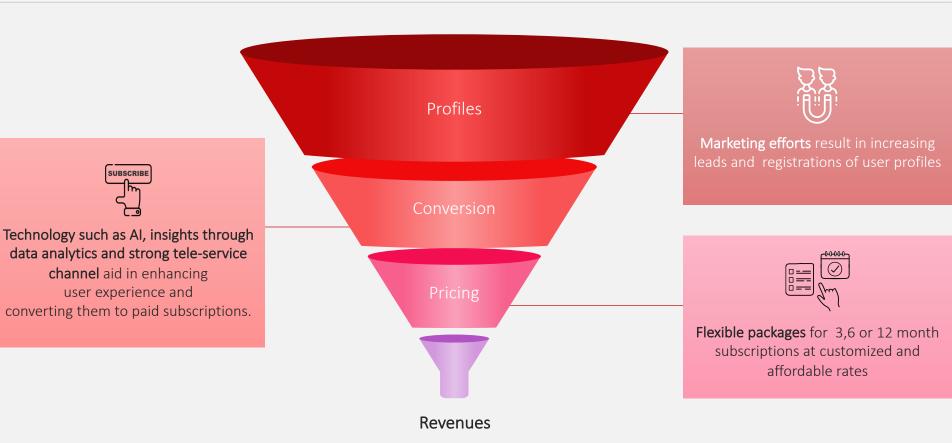
Involves matchmaking services supported by relationship managers who provide personalized assistance to subscribed users. Relationship managers contact the prospects on behalf of the customer after taking the customer's consent and facilitate communication and meetings based on mutual interest.





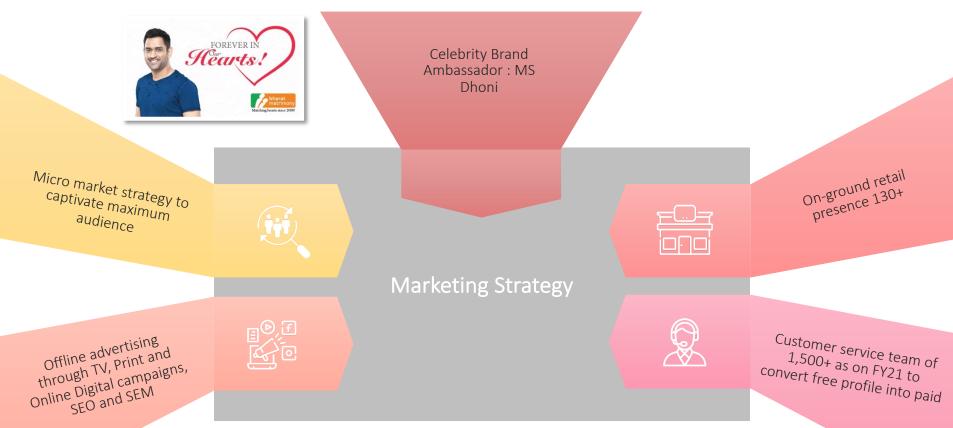
Elite Matrimony – A personalized matchmaking service for the affluent.







Strategic 360 degree Marketing





Great User Experience through Innovative Technology







Success Stories

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."

Atreyee and Shounak - "I found Shounak in 15 days", says Atreyee **Bengali Matrimony**

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."

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."

Saswatee and Ramakanta – "I found Ramakanta in just 4 davs"



OriyaMatrimony

"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."



Forward Integration - Marriage Services

Complementing the online matchmaking business by providing customers a one stop shop asset light vendor platform for marriage services



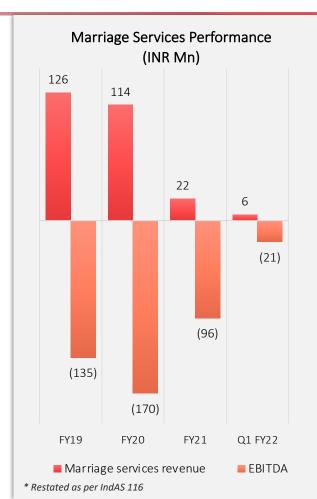
WeddingBazaar

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

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

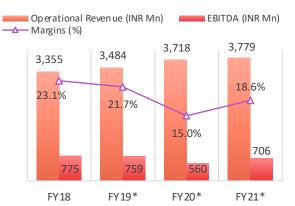


FINANCIAL OVERVIEW

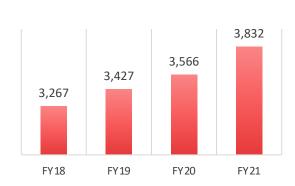


Financial Highlights

Consolidated Performance



Matchmaking Billings (INR Mn)



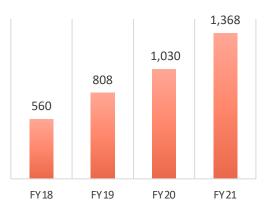
Net Profit (INR Mn) and PAT Margins (%)



ATV (INR)



Marketing Expense (INR Mn)



RoE (%)

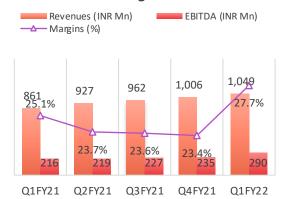


■ EBIT DA

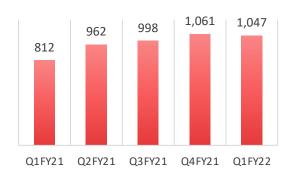


Quarterly Financial Highlights

Matchmaking Performance



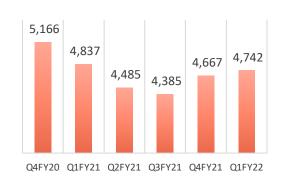
Matchmaking Billings (INR Mn)



Consolidated Performance



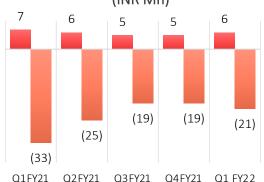
Matchmaking ATV (INR)



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



Marriage Services Performance (INR Mn)



Marriage services revenue

Operational Highlights For The Quarter

Consolidated Billings

INR 1,052 Mn

INR 1,055 Mn

Matchmaking Billings

INR 1,047 Mn

Revenues

INR 1,049 Mn

0.22 Mn

paid Subscriptions 32% YoY Growth

Average transaction value for the matchmaking business

INR 4,742

26,485 success stories created

A good start to FY22: Billing growth of 29% and revenue growth of 21.5% YoY; Net Profit growth of 36.5% QoQ and 47.6% YoY

Free cash generation for the quarter has been robust at INR 16 Crores indicating i.e. 0.84 times to EBITDA; cash balance is at INR 302 Crores; ROE is at 21%

EBITDA margin for the match making business in Q1 has improved significantly to 27.7% as compared to 23.4% in Q4 and 25.1% a year ago

Excluding marketing expenses, our margins in matchmaking were at 63% in Q1 as compared to 62% in Q4 and 56% a year ago



Acquisition of ShaadiSaga.com

- During July 2021, the Company has signed definitive agreements to acquire a 100% stake in Boatman Tech Private Limited, promoters of ShaadiSaga.com, as approved by its Board of Directors.
- The acquisition will be by way of share purchase from the existing shareholders for an aggregate consideration of Rs 11 crores (subject to adjustments at the time of closing). The transaction is subject to customary closing conditions and regulatory approvals.
- Founded in 2015, ShaadiSaga is a leading player in the Wedding Services industry, with over 40,000 vendors
 across multiple services and catering to customers across 15 major cities in the country. Through a robust digital
 presence built with strong social media and content marketing capabilities, ShaadiSaga has garnered consistent
 demand (over 1 million MAU) and with its technology-focused approach, ShaadiSaga offers a differentiated
 product experience.
- Following this acquisition, ShaadiSaga's founders will join Matrimony.com in senior leadership roles. With this strategic acquisition, the company will accelerate growth through supply enhancement and superior product capabilities. We intend to integrate ShaadiSaga's product, technology and social media assets with our offerings i.e., WeddingBazaar.com and Mandap.com. With this approach, we believe that this deal will significantly strengthen the positioning of Wedding Bazaar.com and Mandap.com in the industry and will enable both brands to become the #1 wedding services brands pan India



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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's business, its 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

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For further information please contact our Investor Relations Representatives:



Valorem Advisors Mr. Anuj Sonpal, CEO

Tel: +91-22-49039500

Email: matrimony@valoremadvisors.com

ANNEXURE



9.1%

NA

37.8%

41.2%

36.6%

300 Bps

36.1%

33

135

34

101

10.0%

4.43

Tax

Profit After Tax

PAT Margin (%)

Diluted EPS

Quarterly Concolidated Income Statement

Quarterly Consolid	ated income Stater	nent		ma	er imony.com
Particulars (INR Mn)	Q1-FY22	Q1-FY21	Y-o-Y	Q4-FY21	Q-o-Q
Revenues	1,055	868	21.5%	1,011	4.3%
Total Expenses*	826	705	17.2%	832	(0.7)%
EBITDA	229	163	40.5%	179	27.9%
EBITDA Margin (%)	21.6%	18.6%	300 Bps	17.7%	390 Bps
Depreciation	64	68	(5.9)%	65	(1.5)%
Finance Cost	12	12	NA	12	NA

36

(3)

186

48

138

13.0%

6.03

(14.3)%

NA

51.2%

65.5%

46.8%

230 Bps

47.1%

42

(2)

123

29

94

10.7%

4.10

Finance Cost Other Income* Share of Profit/(loss) of associate **PBT**

*operational income adjusted with total expenses to calculate EBITDA

As per IndAS 116

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

^{*}Operational income adjusted with total expenses to calculate EBITDA



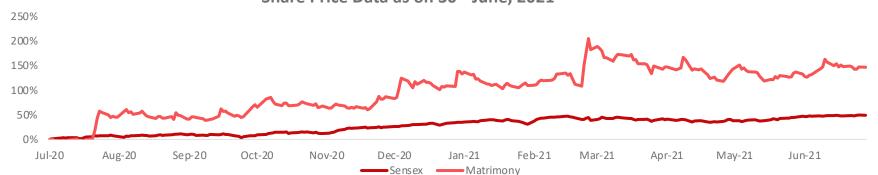
Historical Consolidated Balance Sheet

Particulars (INR Mn)	FY19	FY20	FY21	Particulars (INR Mn)	FY19	FY20	FY21
EQUITY AND LIABILITIES				ASSETS			
EQUITY				Non-Current Assets			702
Share Capital	114	114	114	Property, Plant & Equipment	727	730 569	703 535
·			2,519	Rights of use assets Intangible Assets	479 31	32	29
Other Equity	1,911	2,168	,	Intangible Assets under development	-	1	-
Total Equity	2,025	2,282	2,633	Investment in associate	-	61	55
Non Current Liabilities				Financial Assets			
Lease liabilities	413	463	479	Security Deposits	81	86	60
Other non current liabilities	4	2	-	Bank Balances other than Cash and Cash equivalents	-	-	-
Sub Total Non Current Liabilities	417	465	479	Deferred tax assets (Net)	38	18	20
	747	403		Income tax assets (Net)	34	38 15	35 25
Current Liabilities				Other Non-current assets Sub Total Non Current Assets	10 1,400	1,550	1,462
Financial liabilities				Current Assets	1,400	1,550	1,402
1.Trade payables				Financial Assets			
- Total outstanding dues of creditors other than micro	210	310	386	1.Security Deposits	39	20	41
and small enterprises	210	310		2.Cash and Cash Equivalents	54	45	90
2. Other payables	6	21	1	3. Bank Balances other than Cash and Cash	621	1,101	1,909
3. Lease liabilities	107	149	118	equivalents		·	
Other current liabilities	790	744	839	4.Investments 5.Trade Receivables	1,368 35	1,204 36	850 75
Provisions	61	76	68	6.Derivative instruments	55 5	- 30	75
	2	3	3	7.Other financial assets	41	46	57
Liabilities for current tax (Net)			_	Other current assets	55	48	43
Sub Total Liabilities	1,176	1,303	1,415	Sub Total Current Assets	2,218	2,500	3,065
TOTAL EQUITY AND LIABILITIES	3,618	4,050	4,527	TOTAL ASSETS	3,618	4,050	4,527



Capital Market Information





Price Data (30 th June 2021)	
Face Value (INR)	5.0
Market Price (INR)	964.05
52 Week H/L (INR)	1,242.0/366.0
Market Cap (INR Mn)	22,049.32
Equity Shares Outstanding (Mn)	22.87
1 Year Avg. trading volume ('000)	51.0

Shareholding Pattern as on 30th June 2021

