

January 22, 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
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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 3rd quarter ended December 31, 2017

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

January 2018



India's No.1 local search engine

DISCLAIMER

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

Q3 FY18 means the period Oct 1, 2017 to Dec 31, 2017

FY18 or FY 17-18 or FY 2018 means the Financial Year starting Apr 1, 2017 and ending Mar 31, 2018



BUSINESS OVERVIEW

COMPANY OVERVIEW

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



High user engagement, 79 million ratings & reviews



~108 million quarterly unique visitors in Q3 FY18



Database of 20.7 million listings



Scalable and profitable business model



~440,600 active paid campaigns



Figures as on Dec 31, 2017

KEY STRENGTHS

- ❑ First Mover Advantage in Indian Local Search Market
- ❑ Strong Brand Recognition with ~108 million unique quarterly visitors^ in Q3 FY18
- ❑ Comprehensive database of 20.7 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



3,840 employees in tele-sales, 3,737 feet-on-street sales force




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

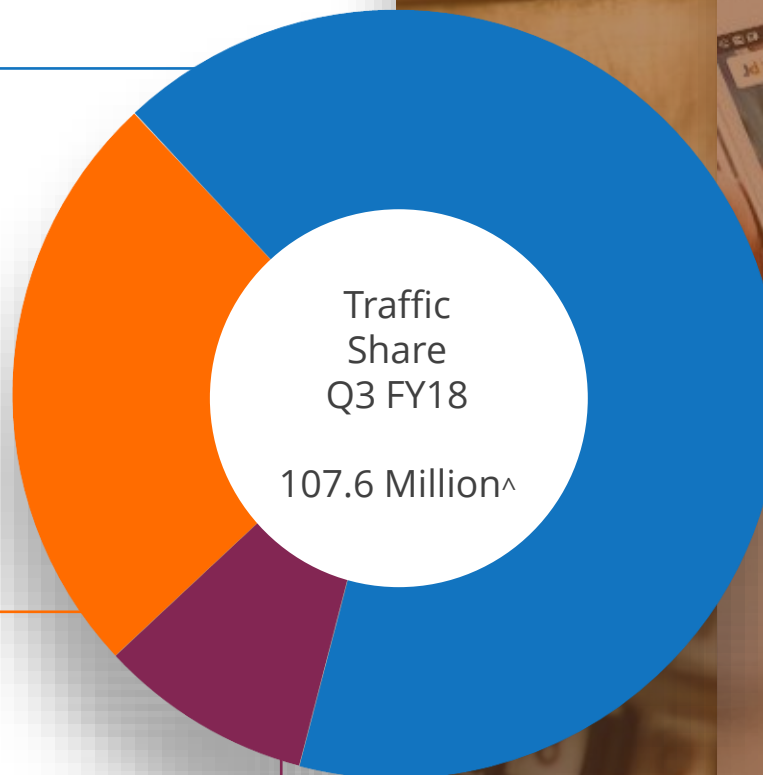


PLATFORMS

 **69%**
MOBILE
Mobile site & Apps

 **23%**
DESKTOP/ PC
www.justdial.com

 **8%**
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

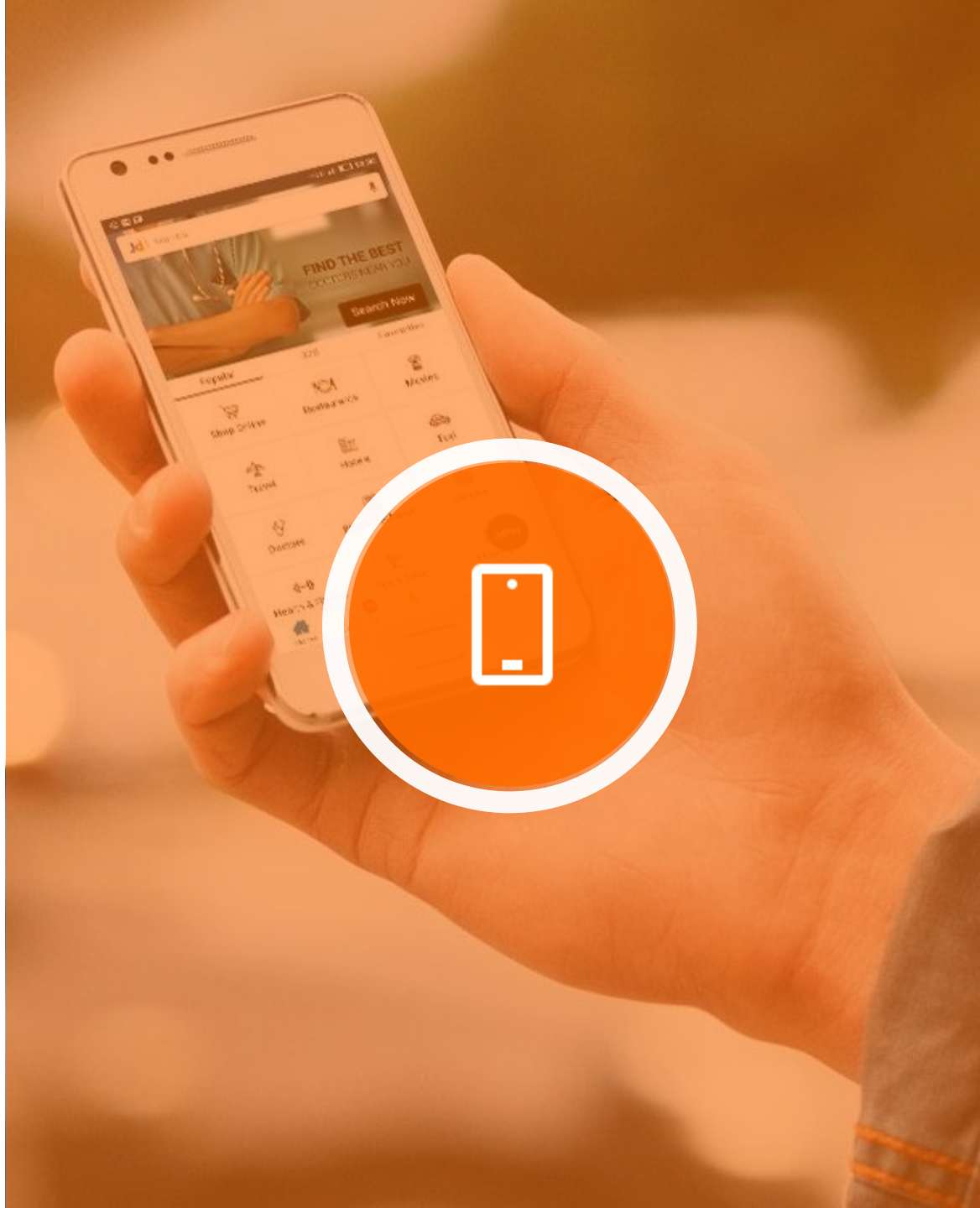
Location-based search service

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

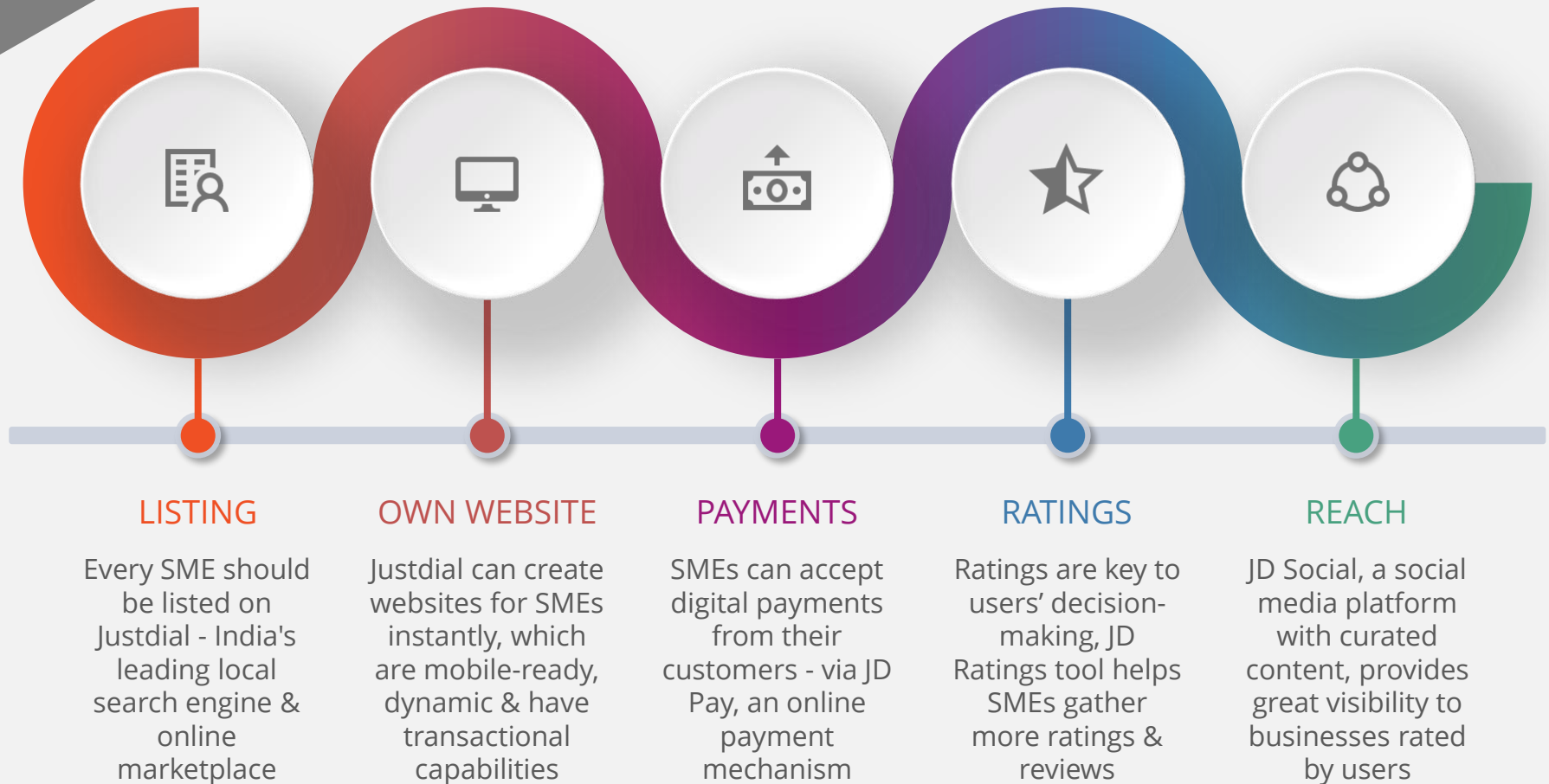
Personalized Greeting

Multiple queries in one call

Instant Email & SMS



VALUE PROPOSITION FOR SMEs



USER ENGAGEMENT



79 Million Ratings & Reviews

Mobile-verified, unbiased ratings

Friends' Ratings

10-Point Rating Scale

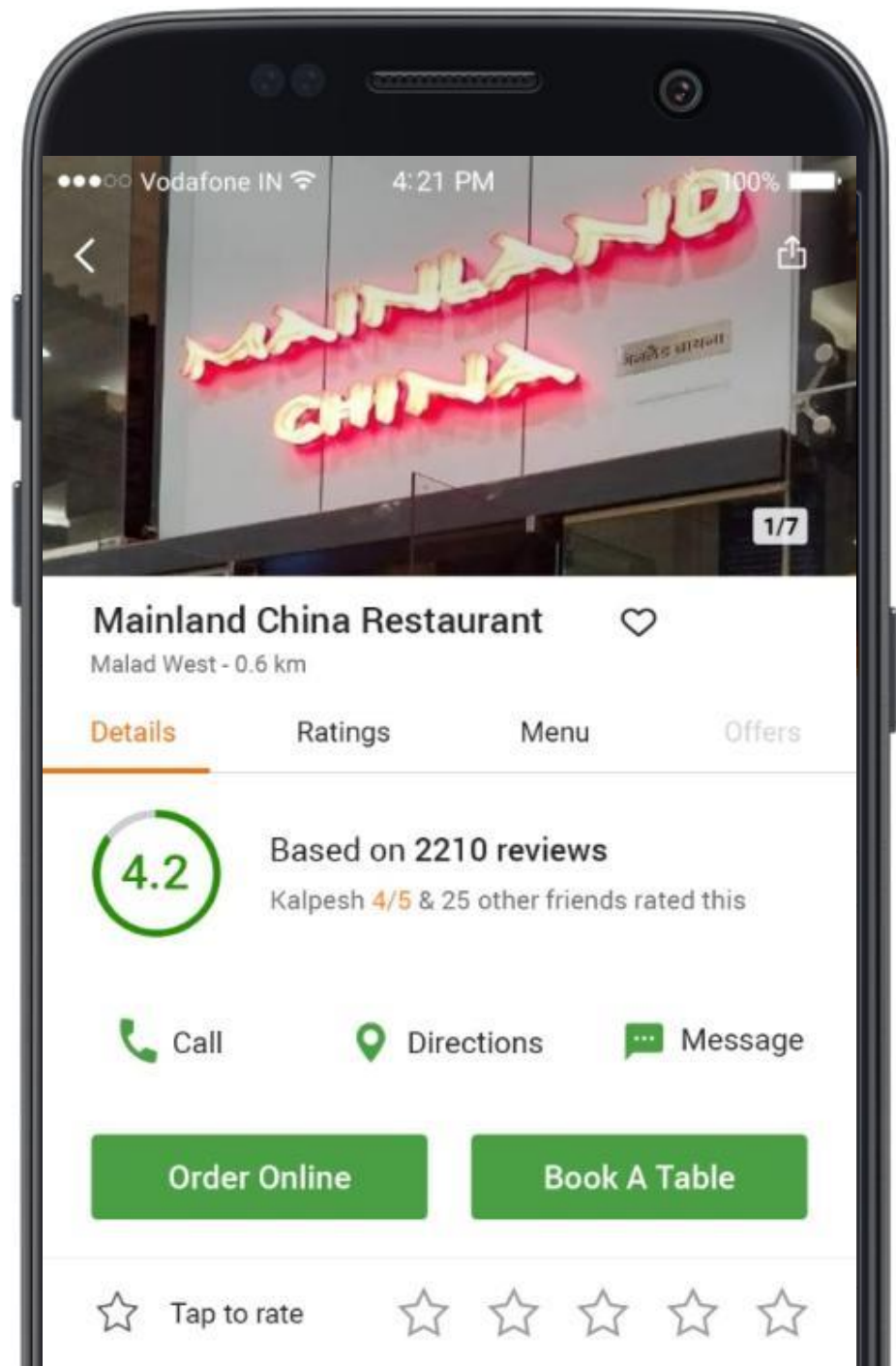
Facebook & Twitter Shareable

Photo Upload with Review

Ratings shared on JD Social

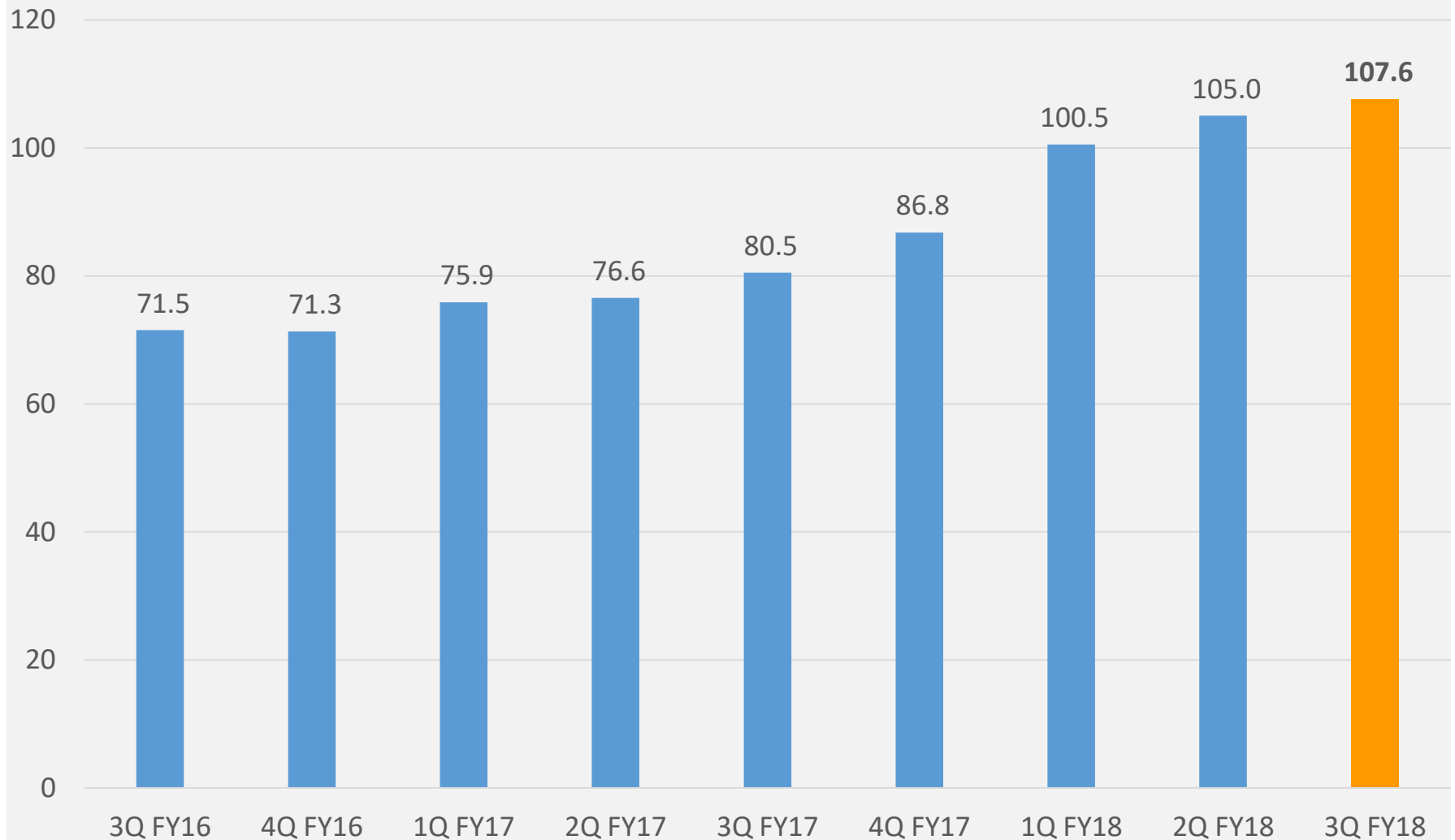
Ratings distribution over time

Robust Audit Mechanism

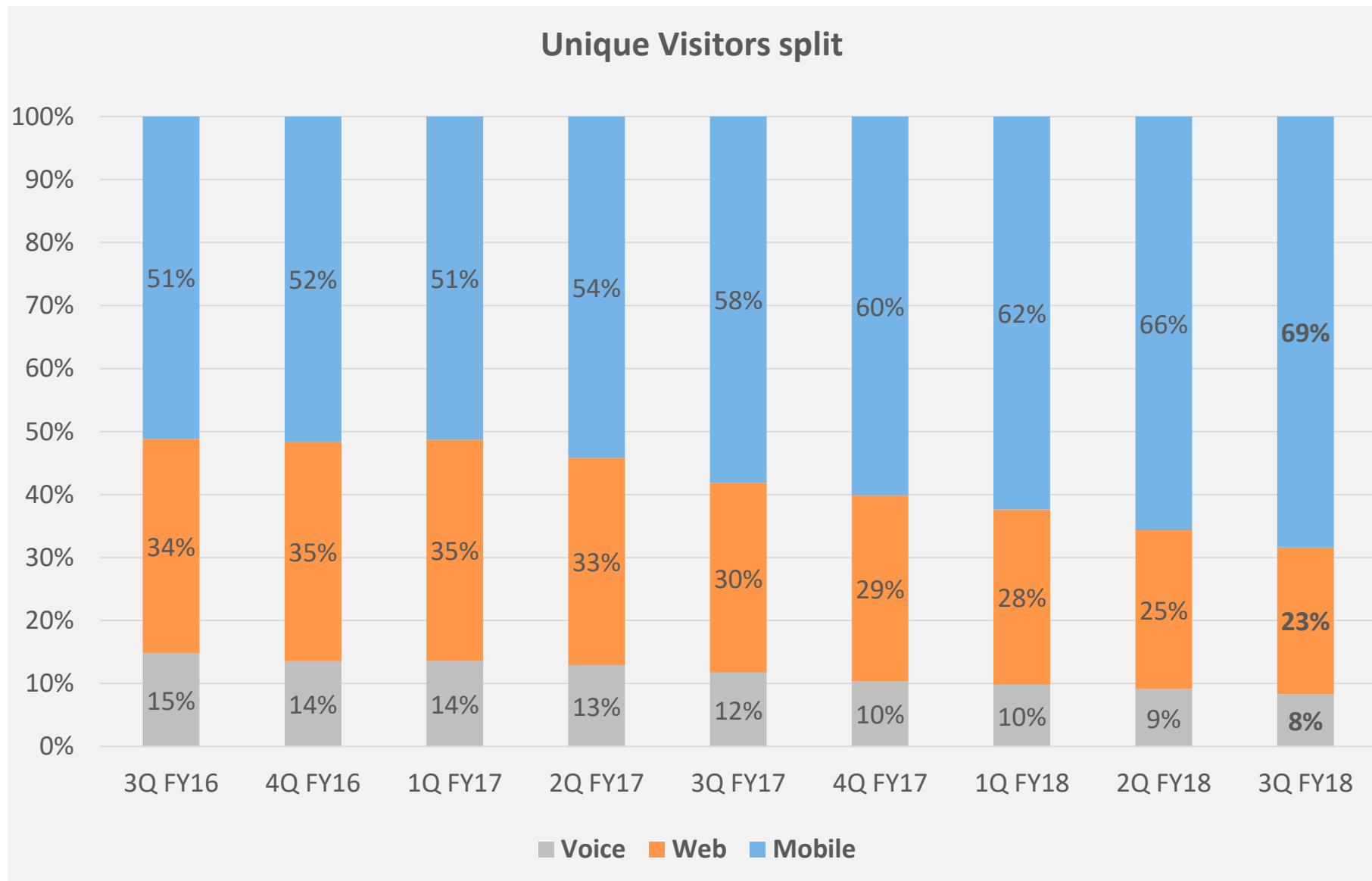


TRAFFIC / VISITORS

Unique Visitors (million)

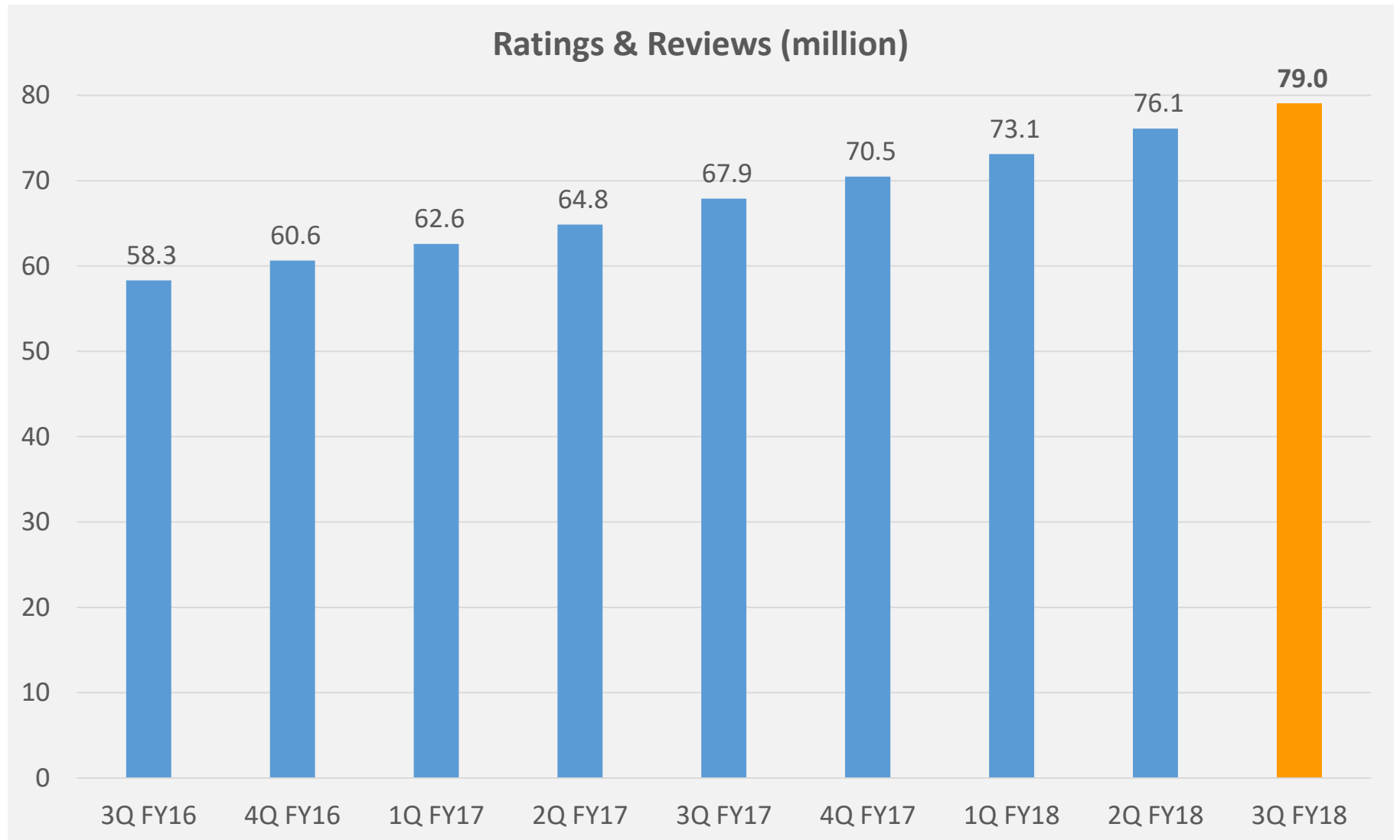


TRAFFIC / VISITORS



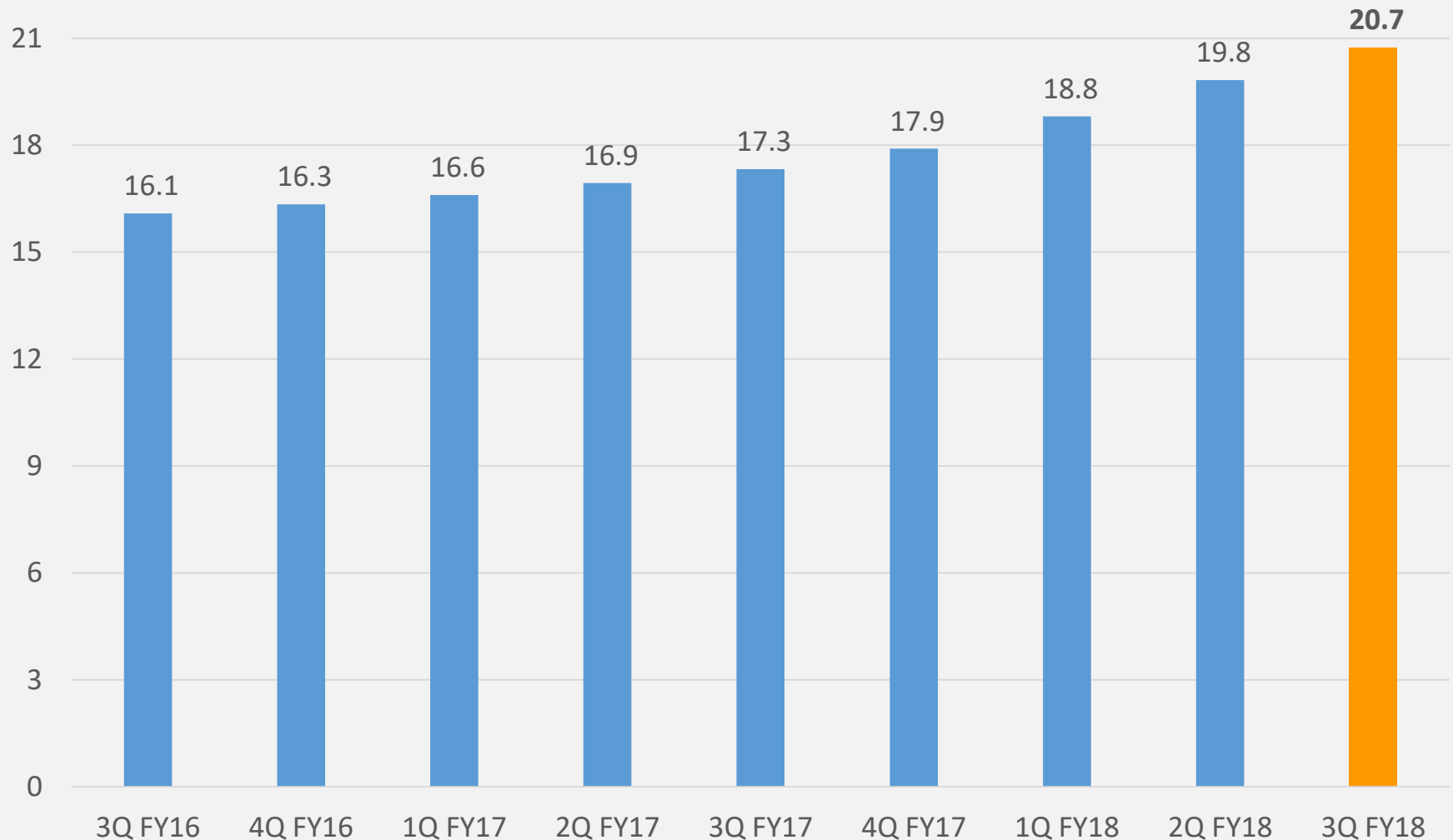
Unique visitors are aggregated across various mediums – Voice, Desktop/ PC, Mobile; these may not necessarily be mutually exclusive

USER ENGAGEMENT

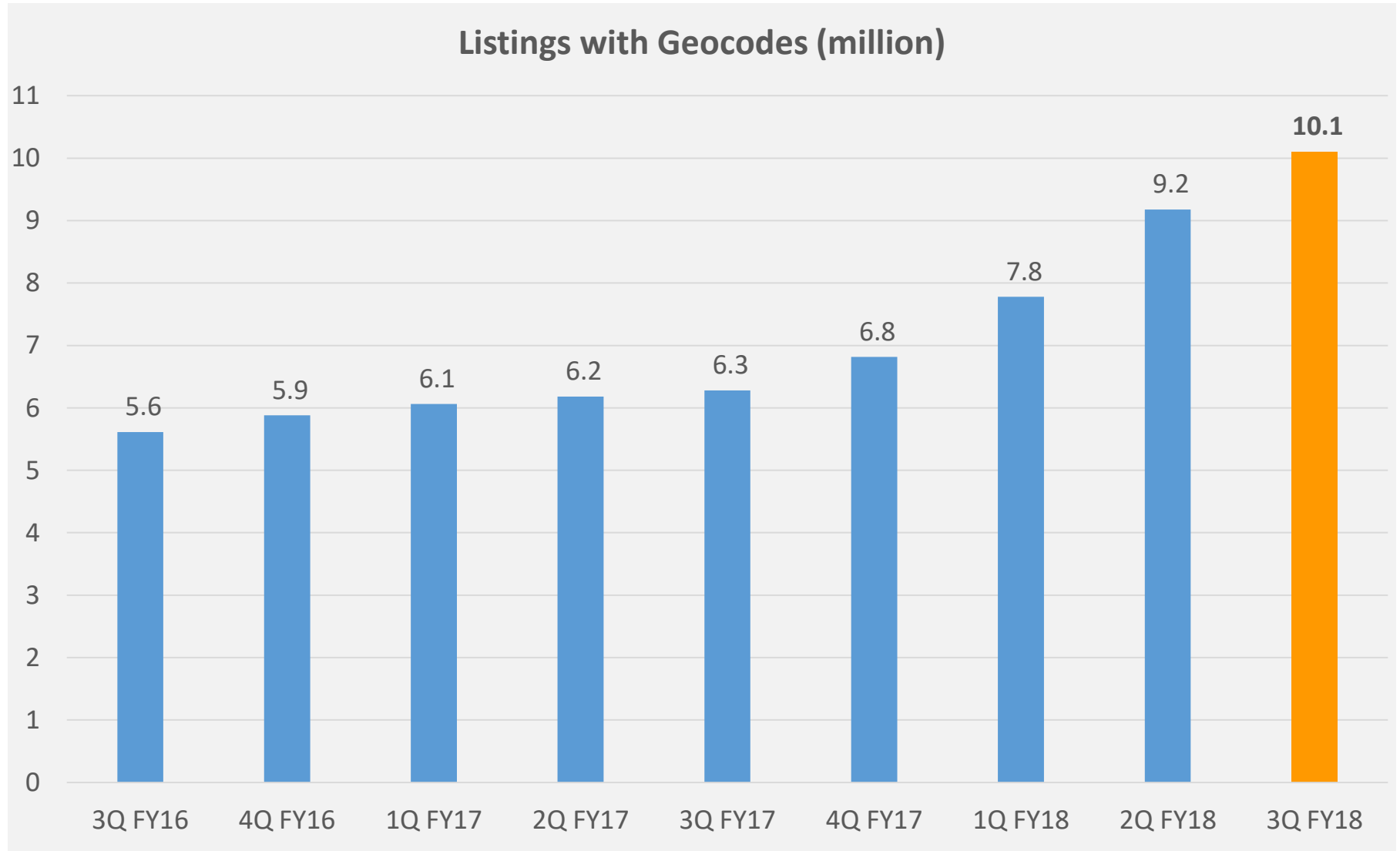


DATA ENRICHMENT

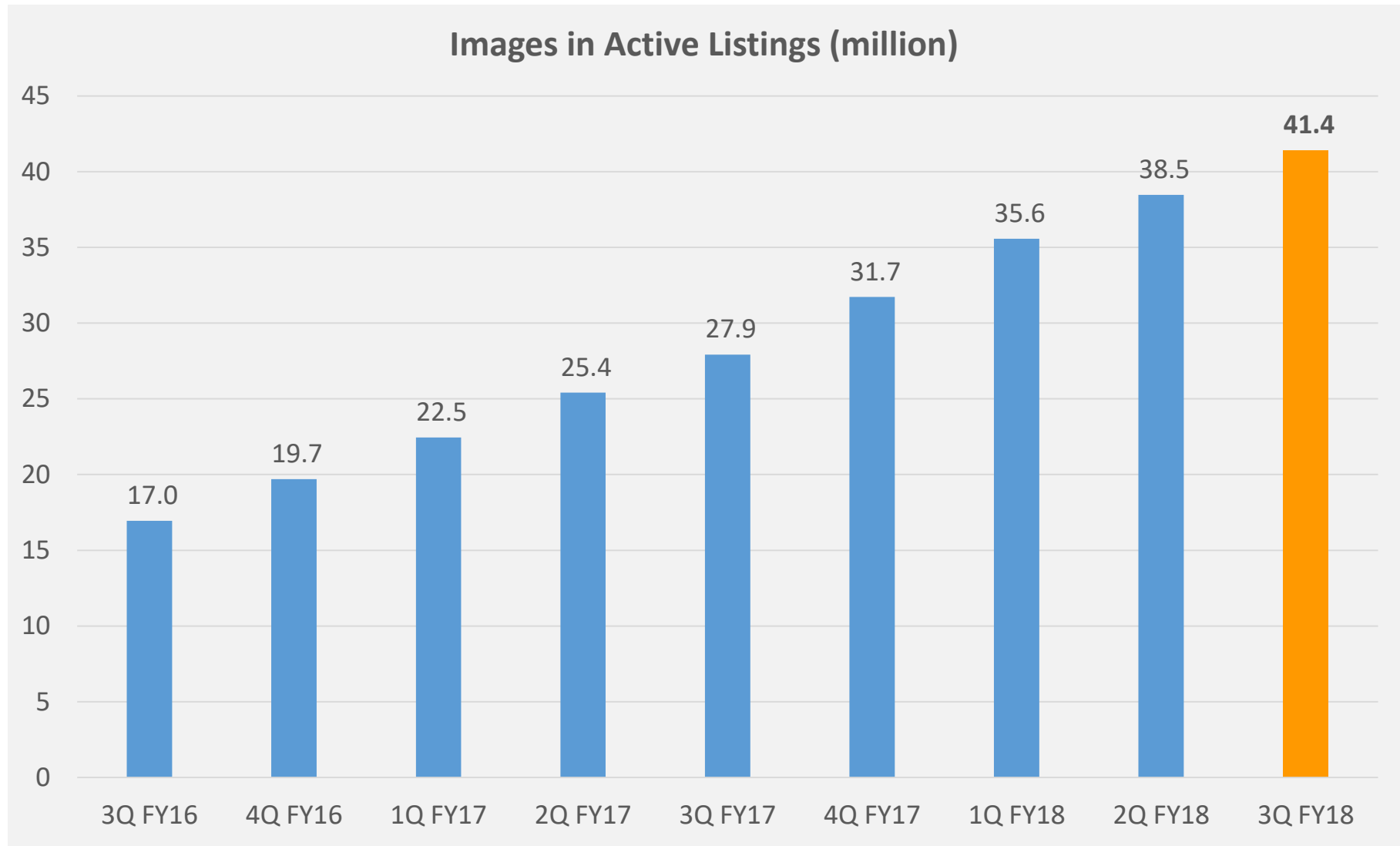
Active Listings - period end (million)



DATA ENRICHMENT

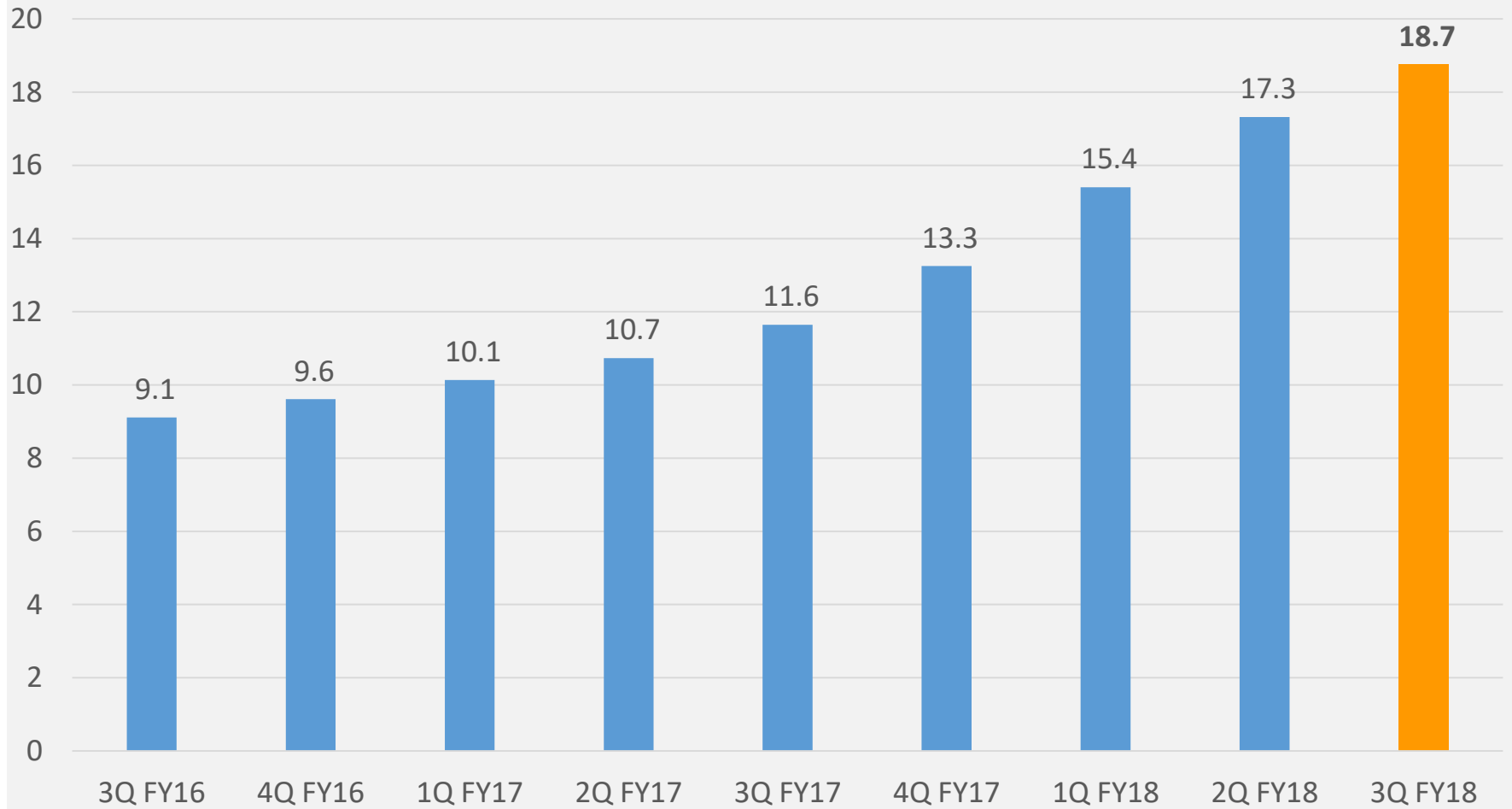


DATA ENRICHMENT



MOBILE APPS

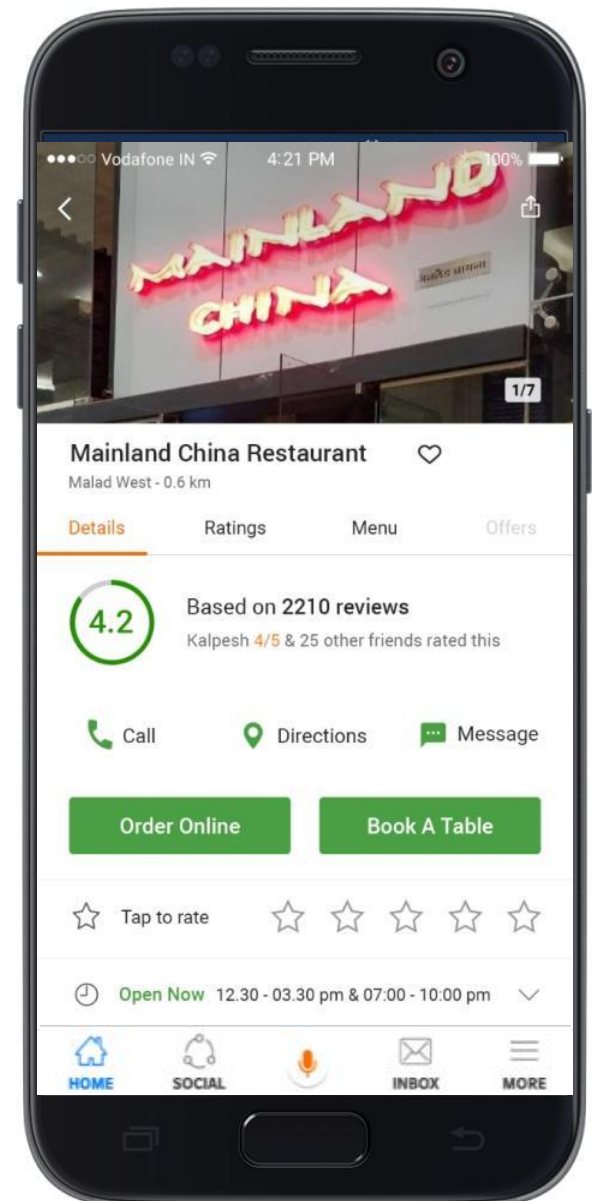
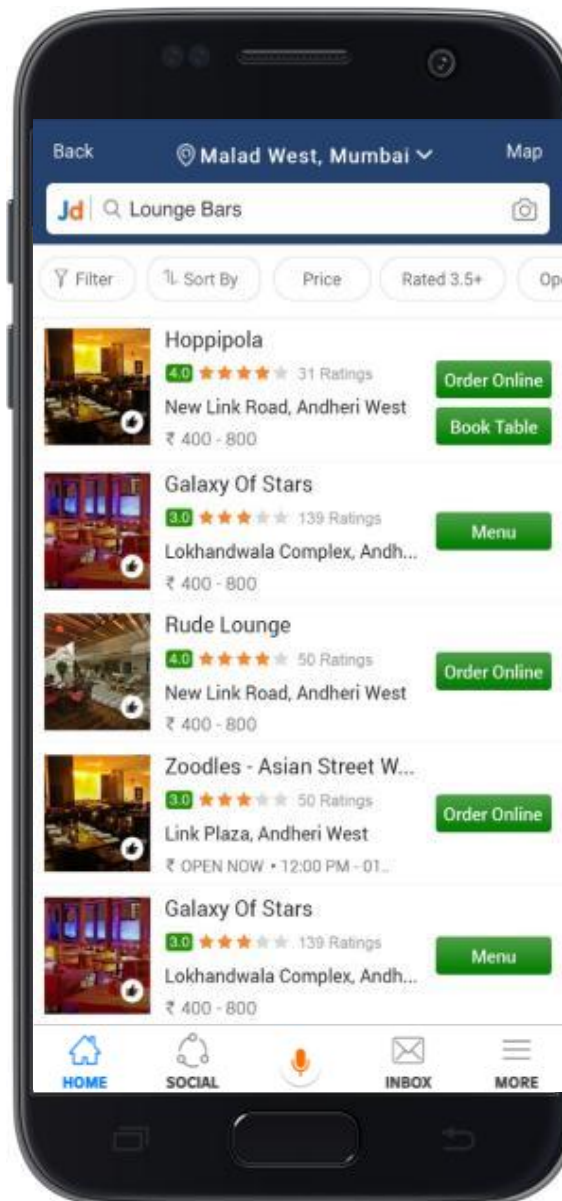
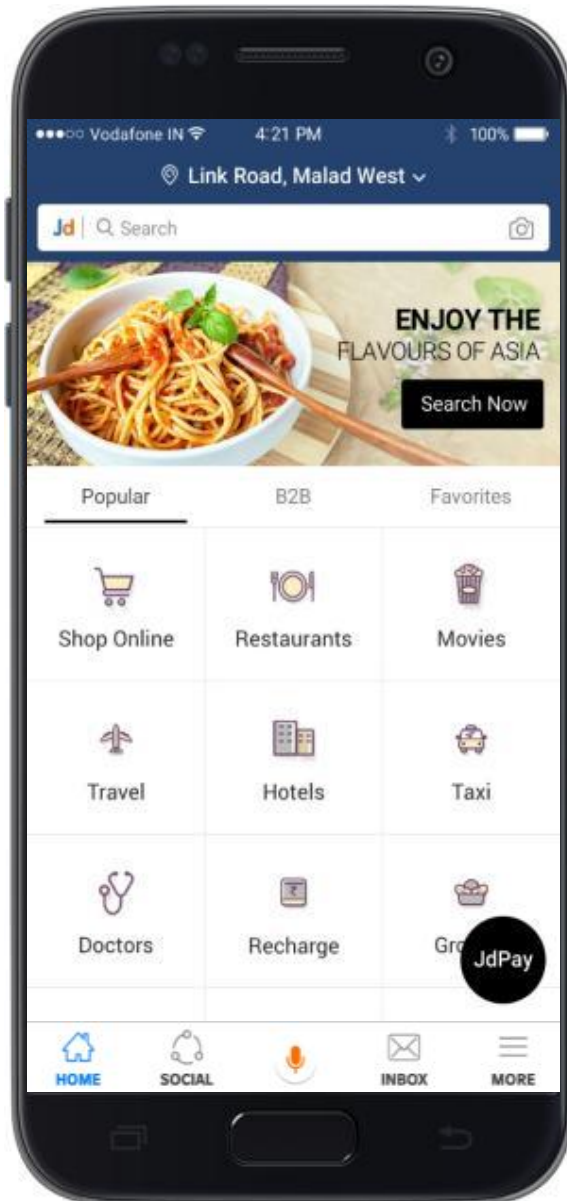
Cumulative App Downloads (million)





PRODUCT OVERVIEW

JD - MOBILE



BEYOND SEARCH

Price Comparison

Hail a Cab

Grocery

Flight Tickets

Train Tickets

Bus Tickets

Hotel Bookings

Bills & Recharge

Movie Tickets

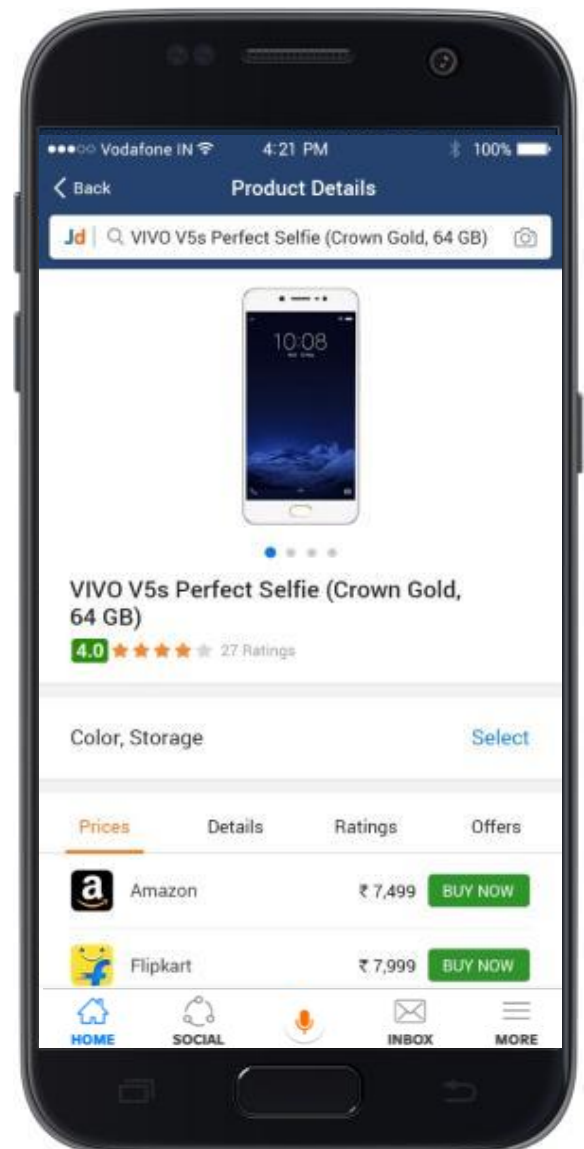
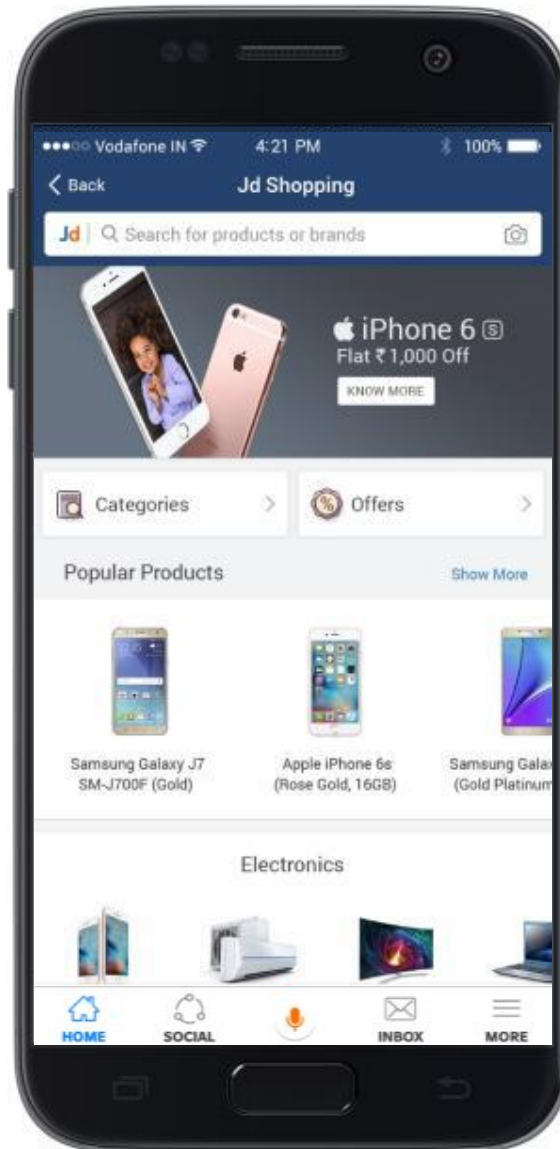
Flowers

Insurance

Loans

Wallet Options

... and many more.



BEYOND SEARCH

Price Comparison



Hail a Cab

Grocery

Flight Tickets

Train Tickets

Bus Tickets

Hotel Bookings

Bills & Recharge

Movie Tickets

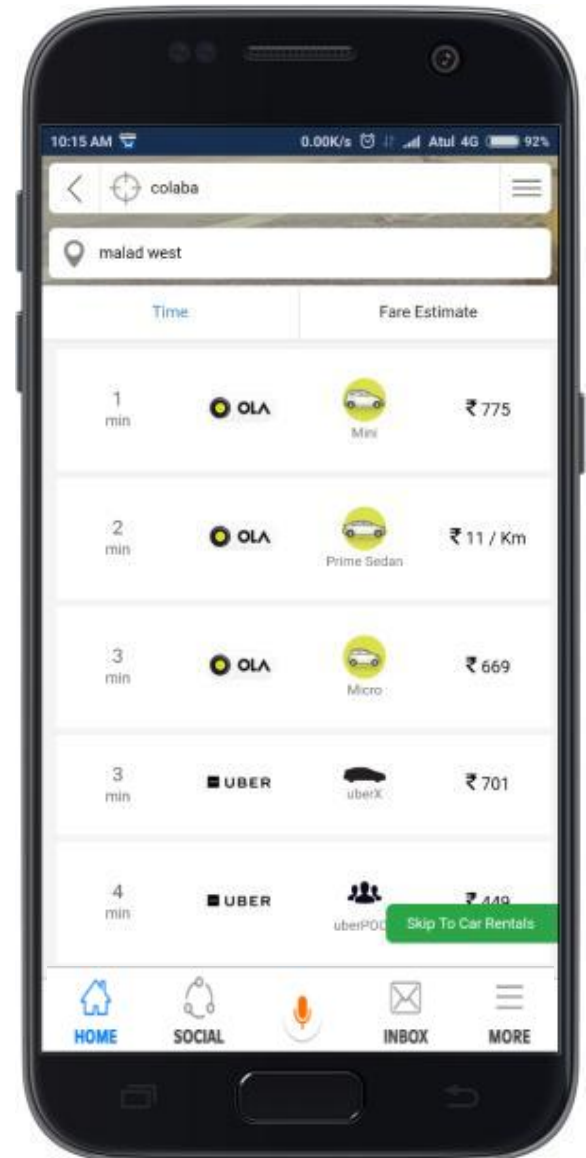
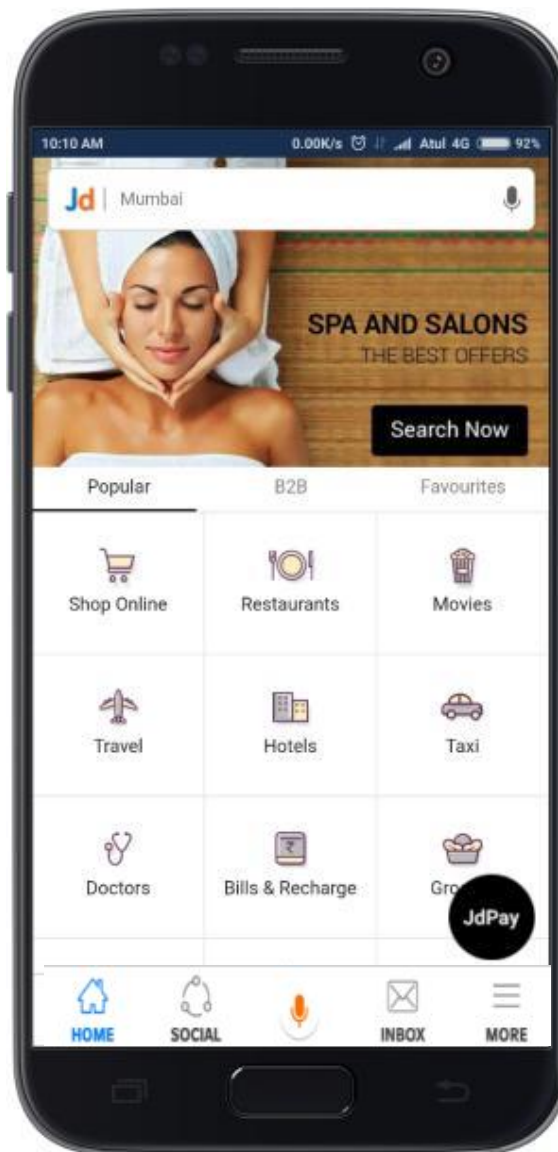
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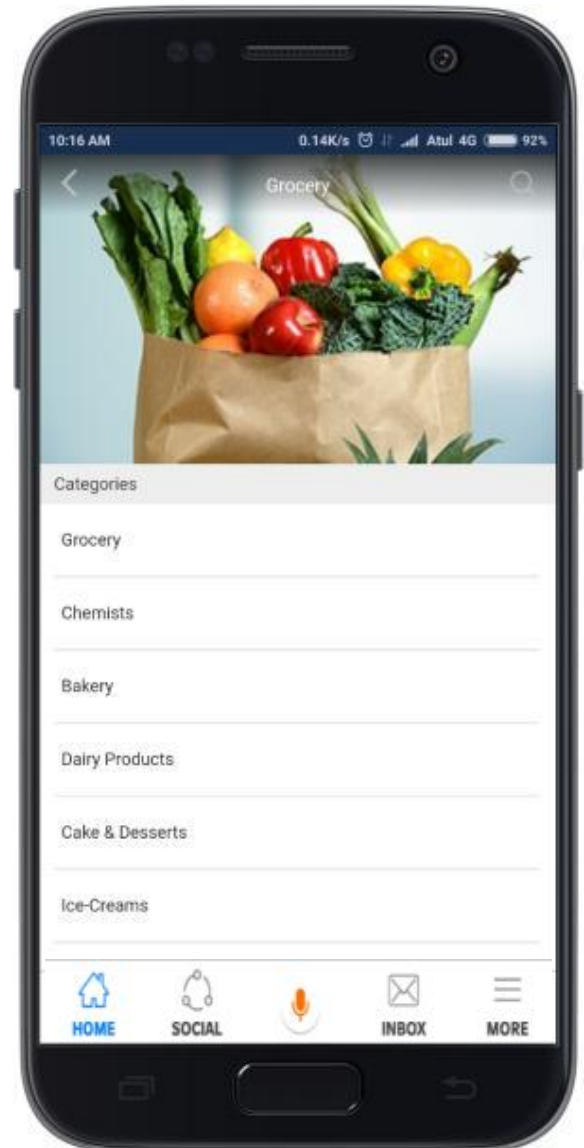
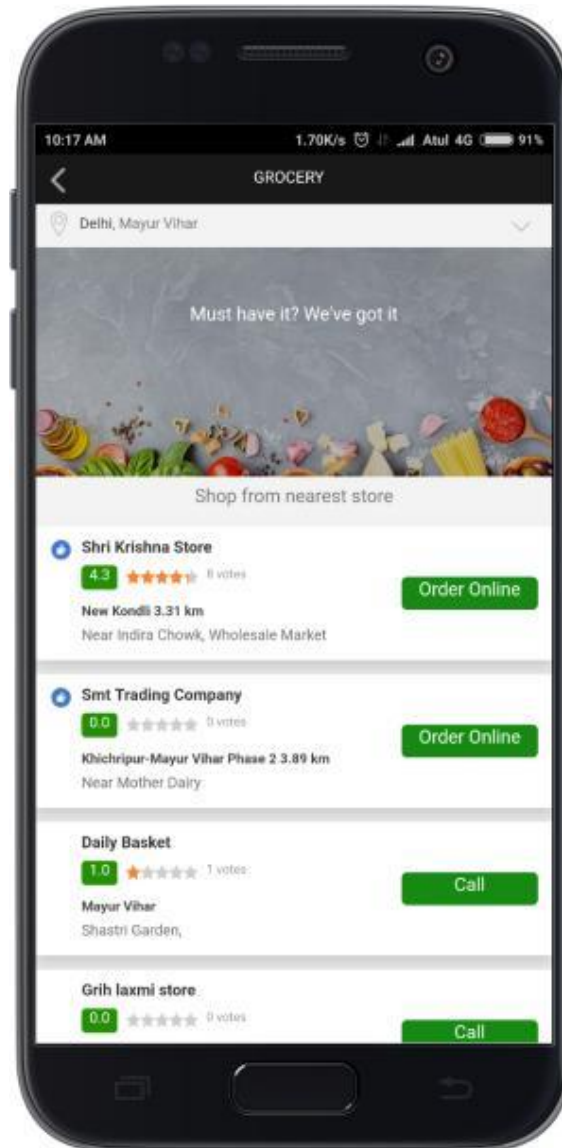
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Price Comparison

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Grocery

 **Flight Tickets**

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Movie Tickets

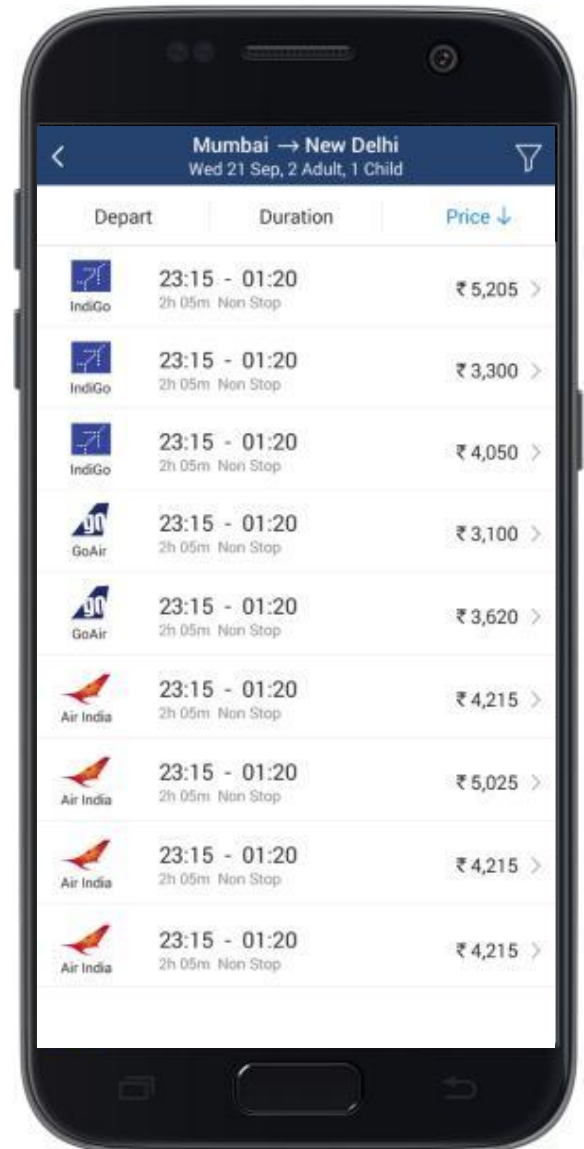
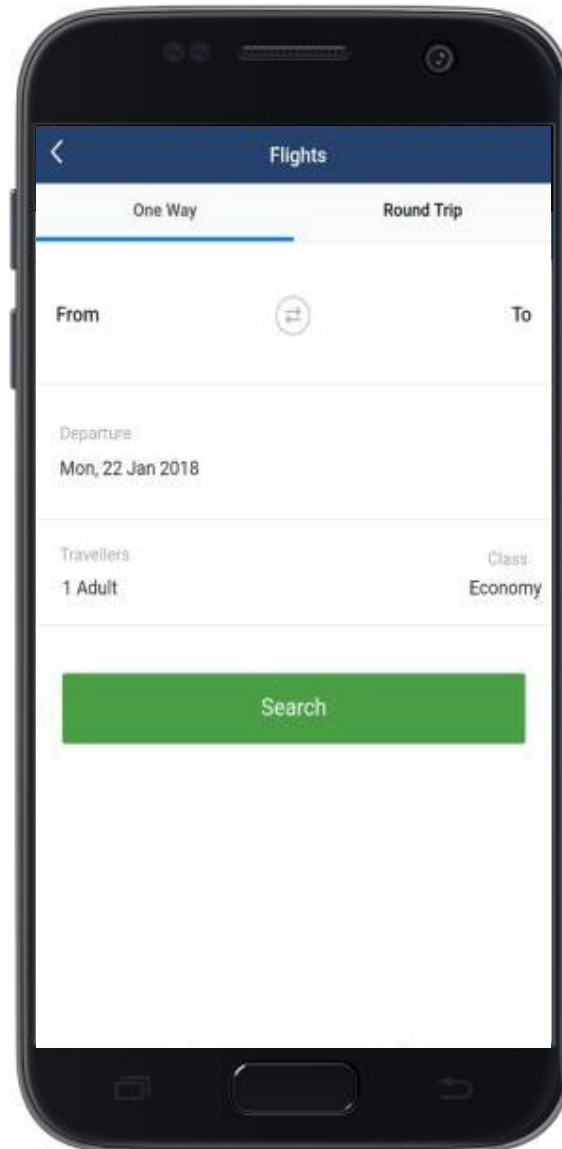
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Hotel Bookings

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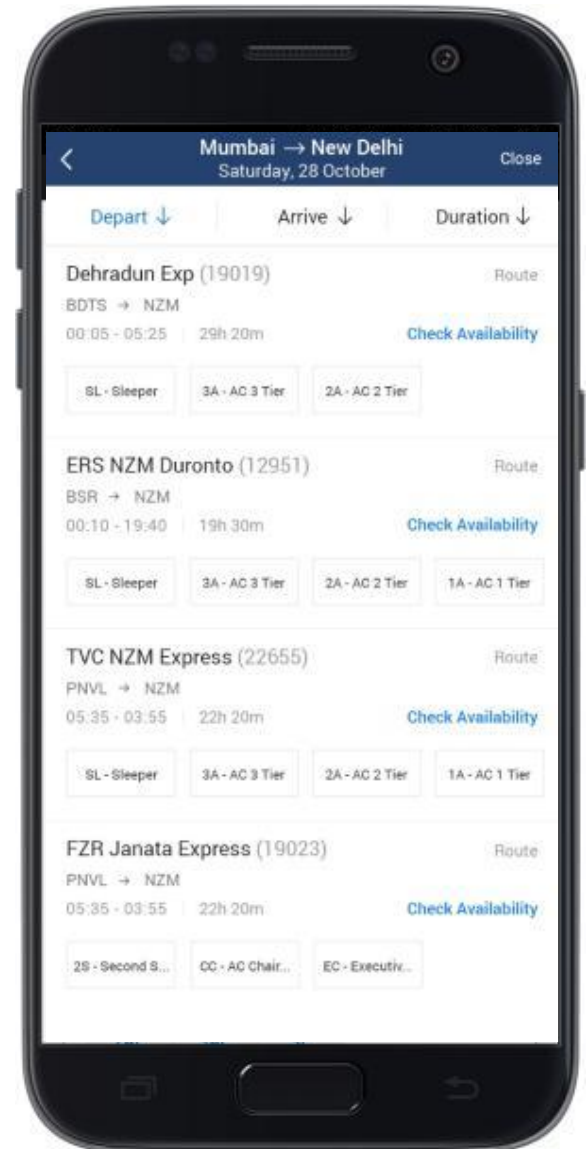
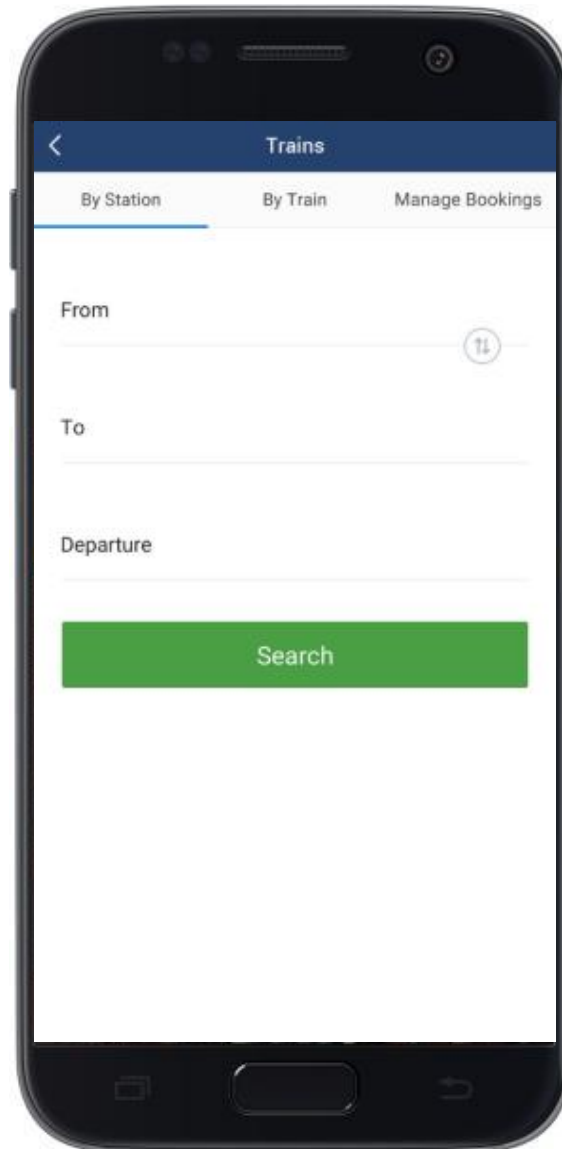
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Movie Tickets

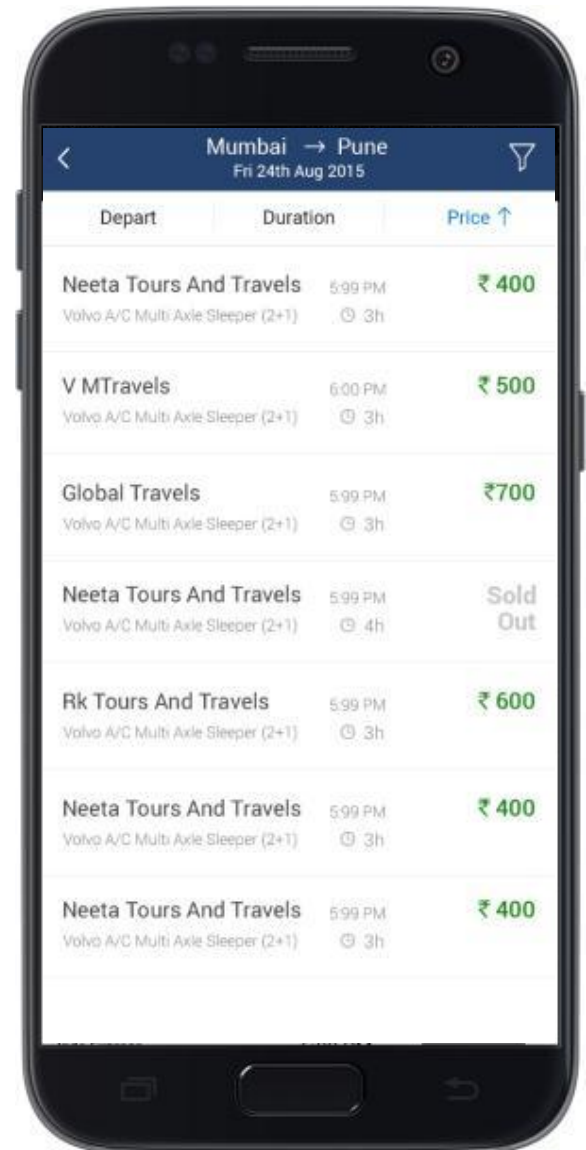
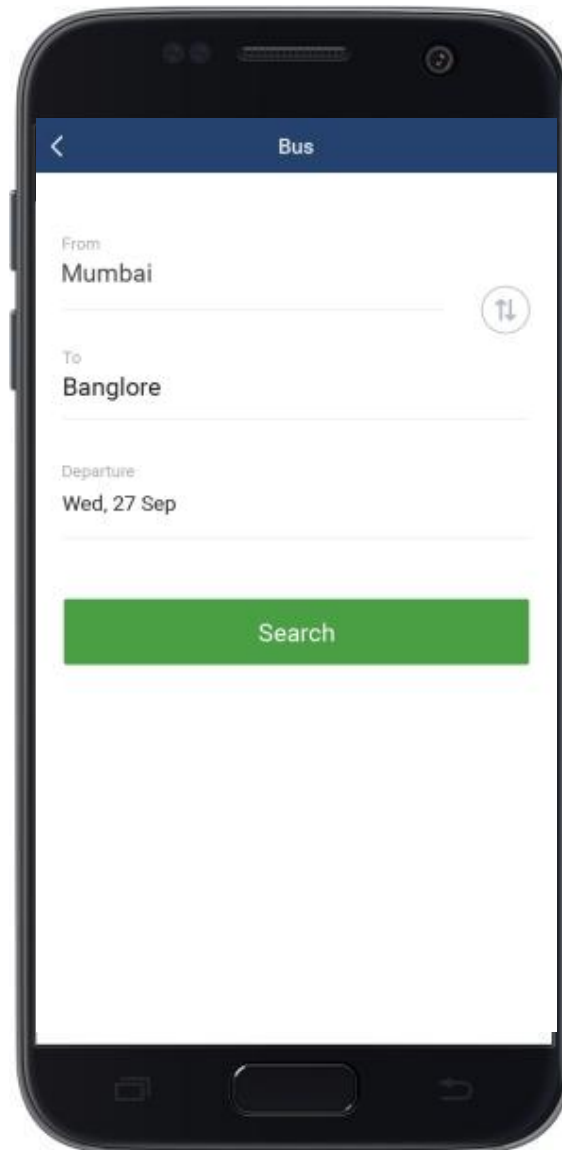
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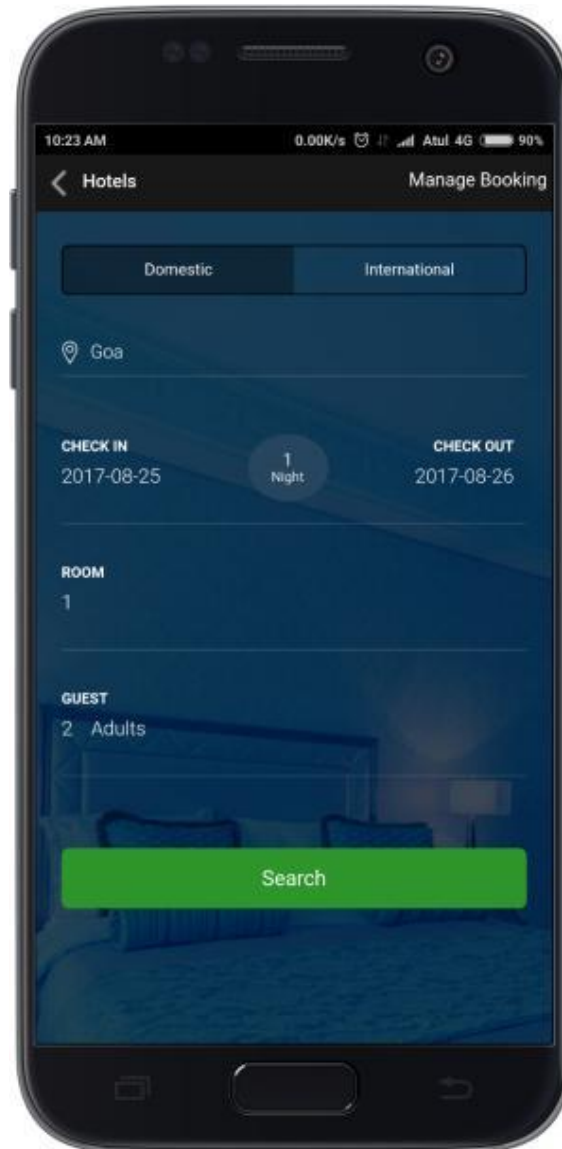
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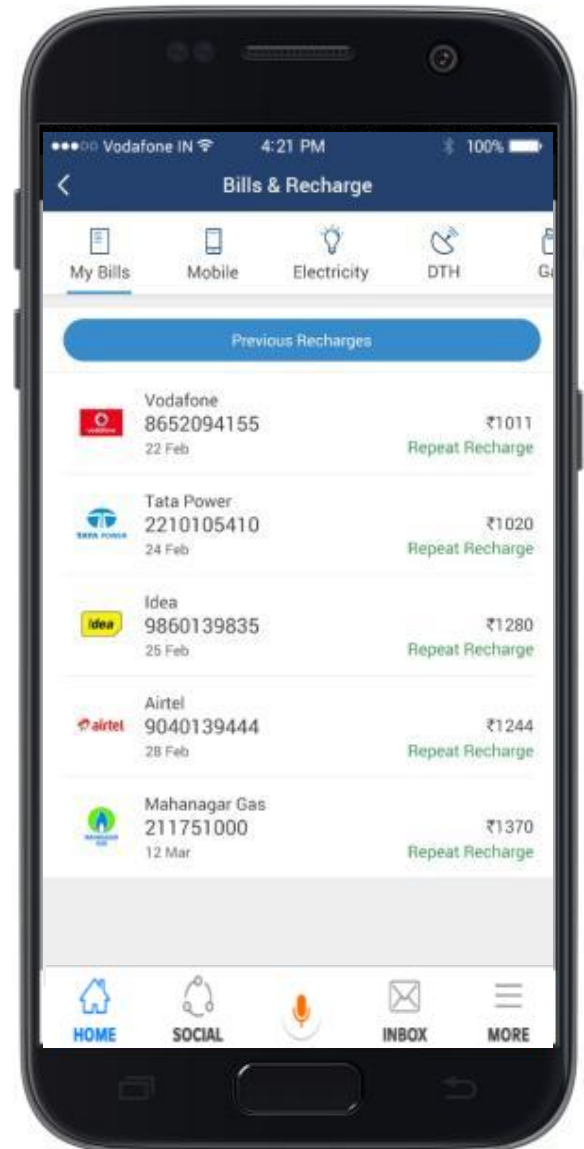
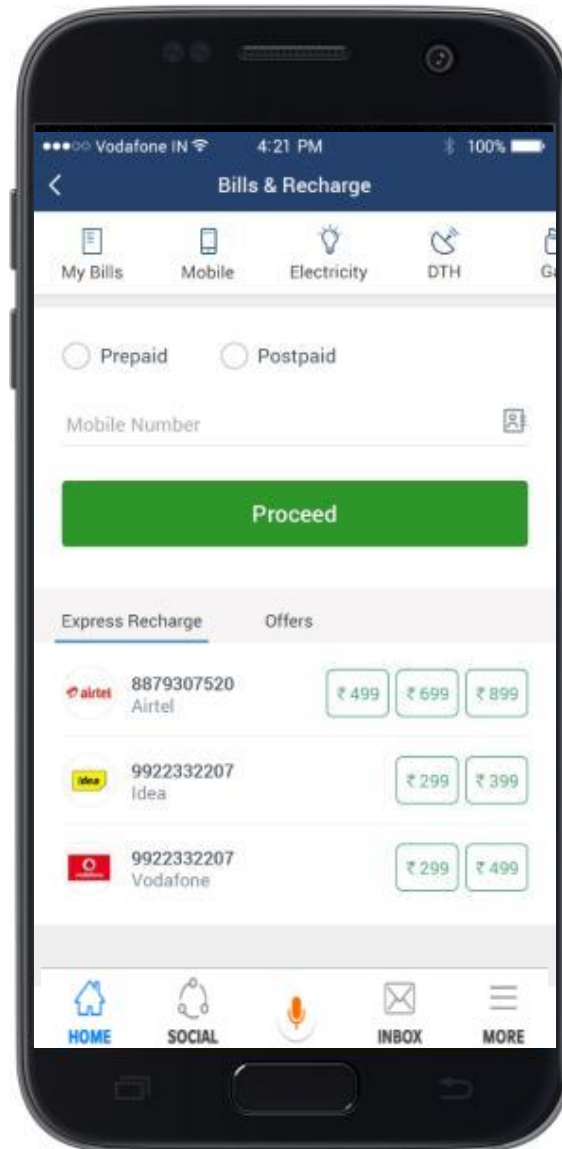
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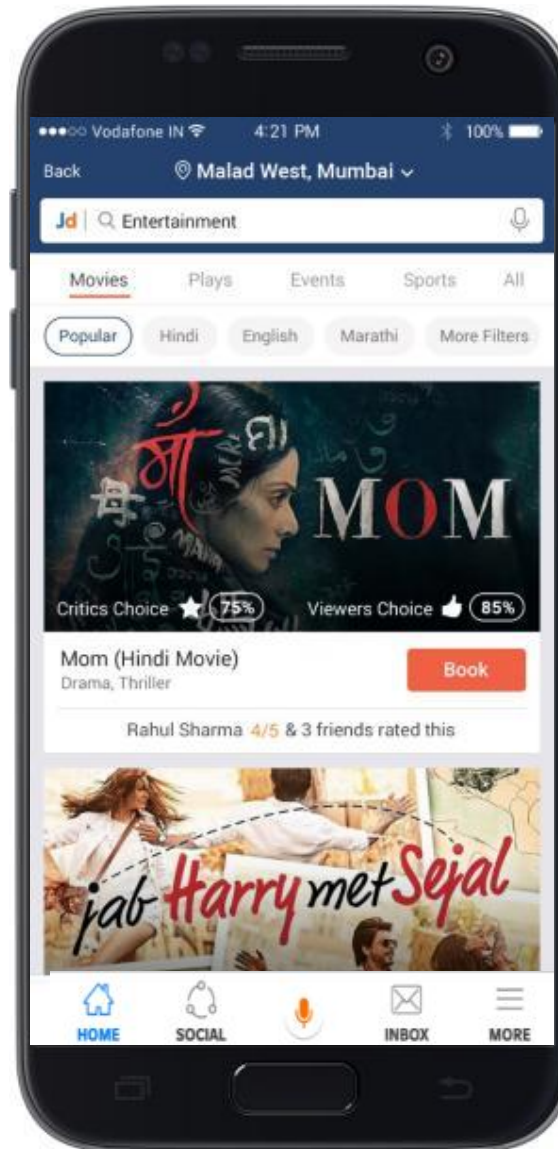
Wallet Options

... and many more.



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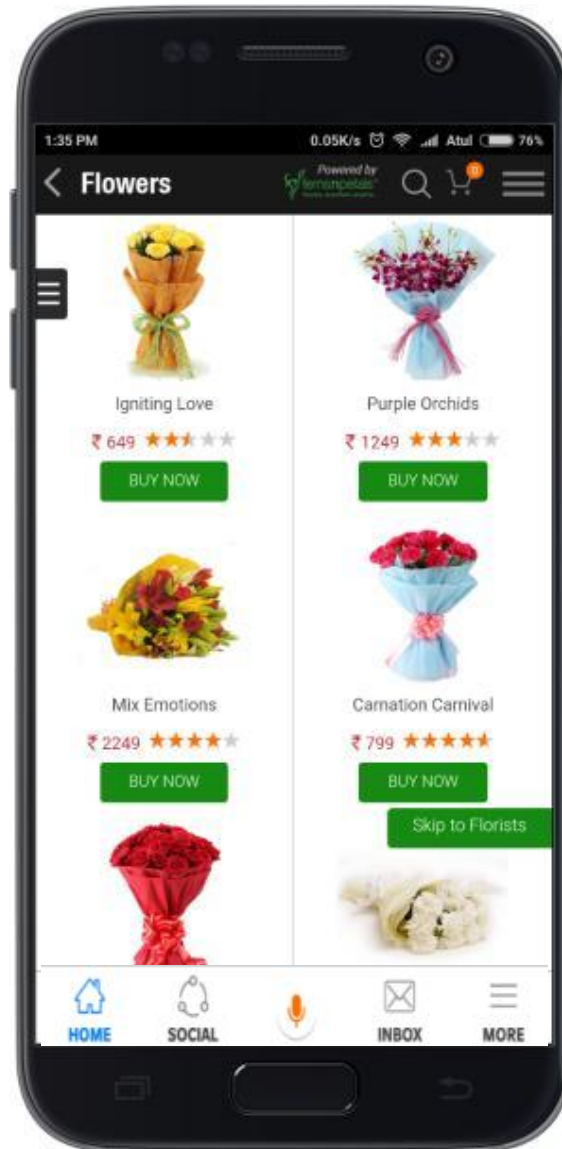
 **Flowers**

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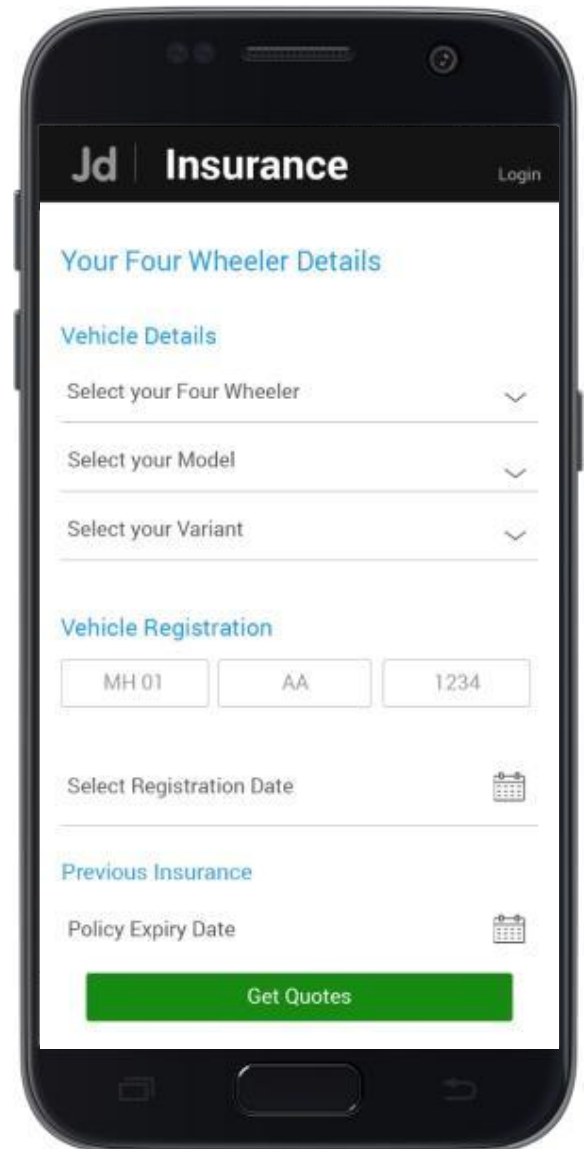
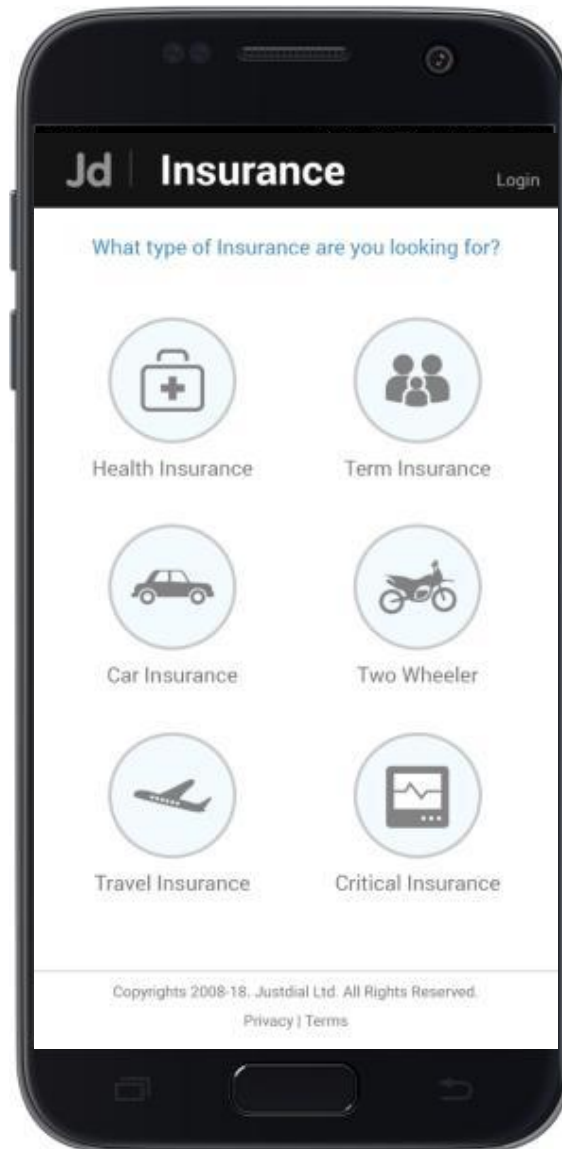
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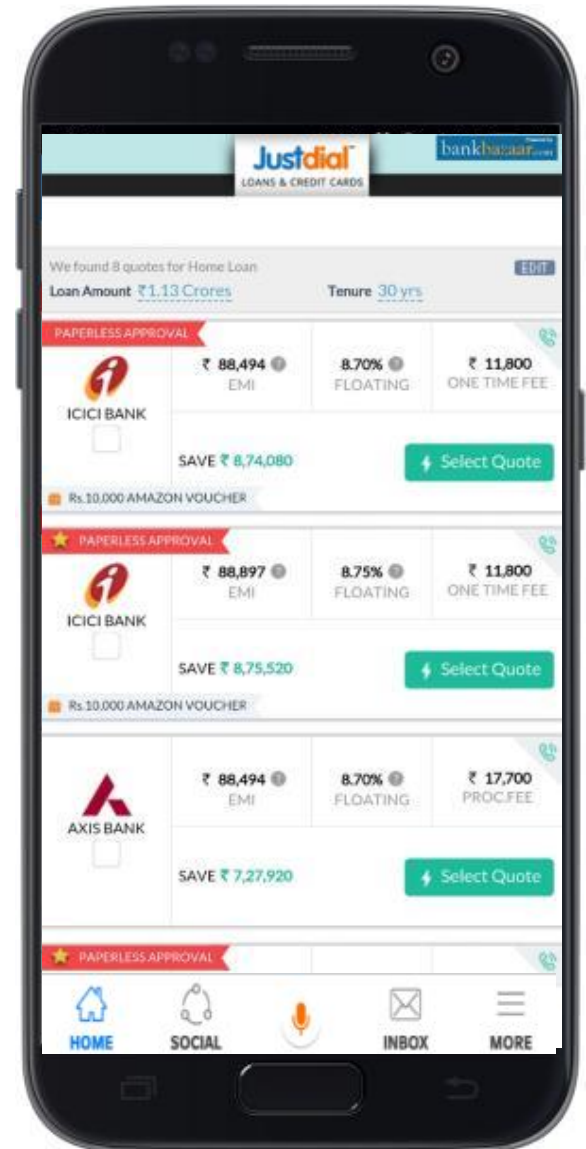
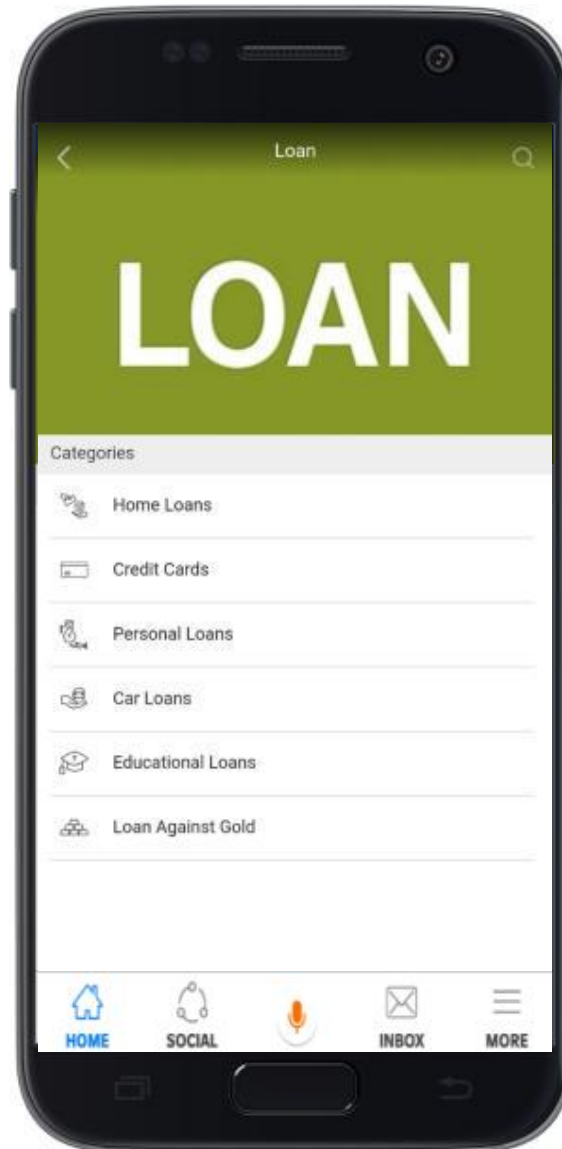
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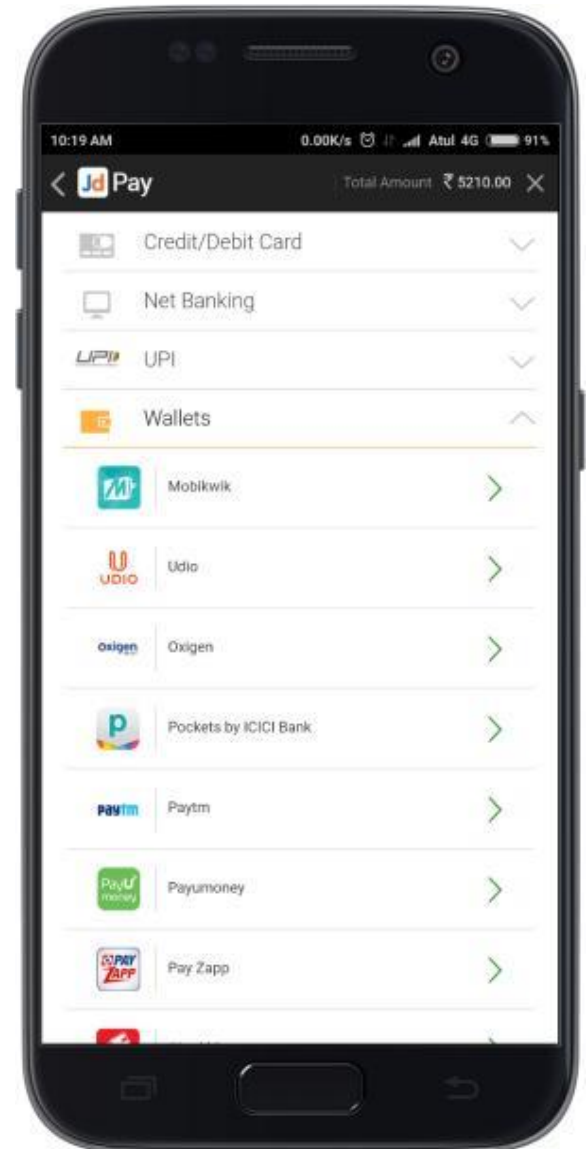
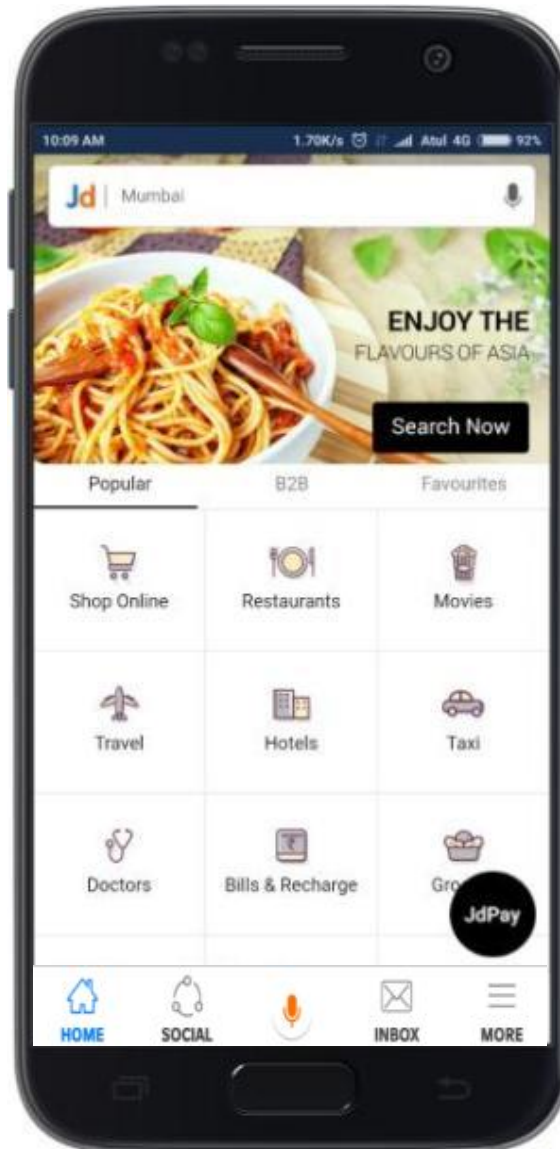
Insurance

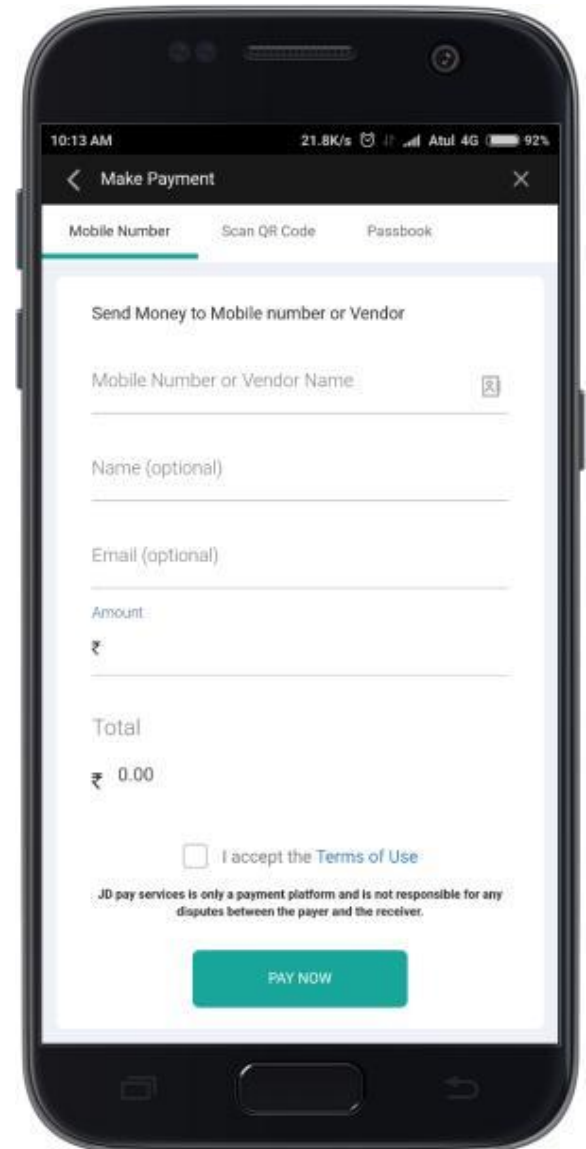
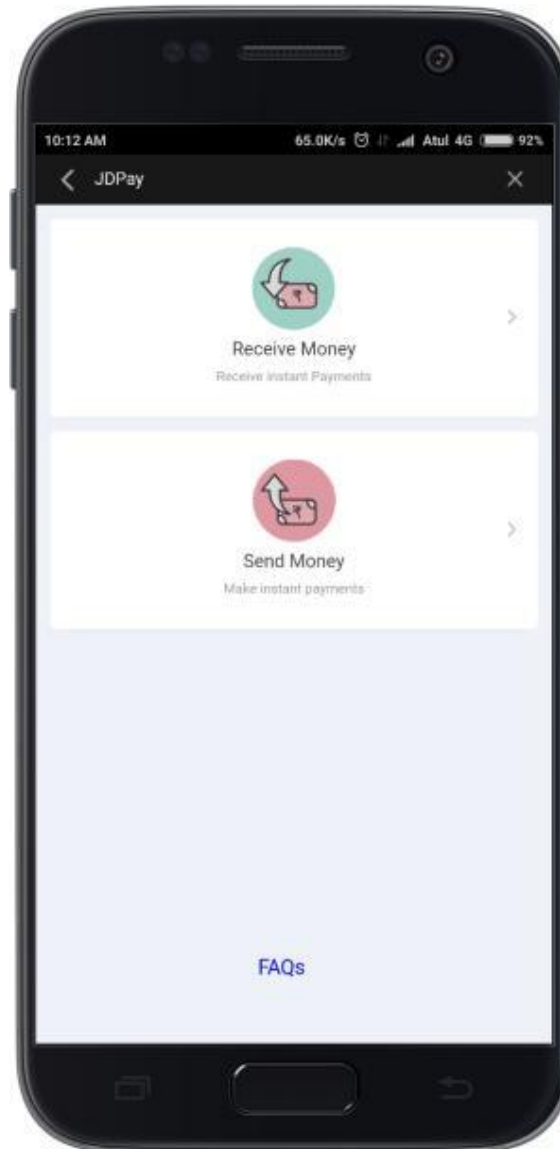
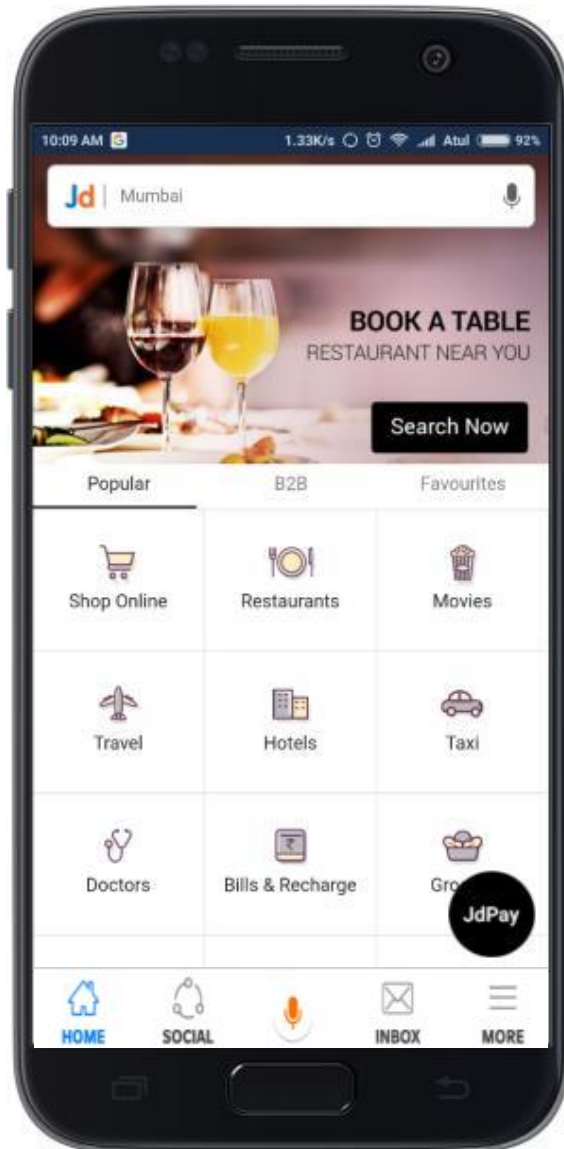
Loans



Wallet Options

... and many more.

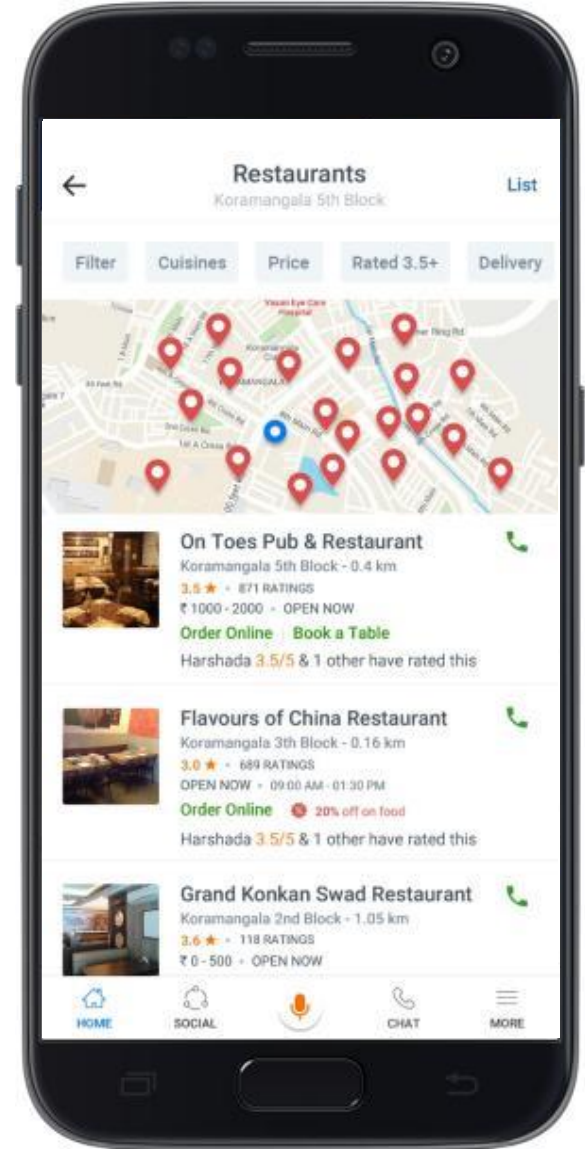
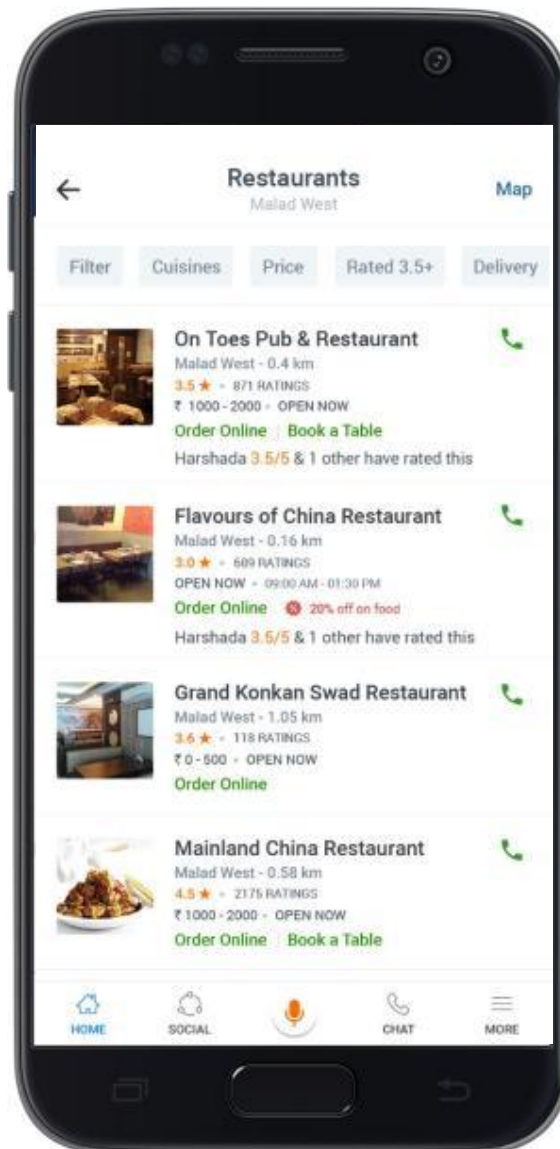
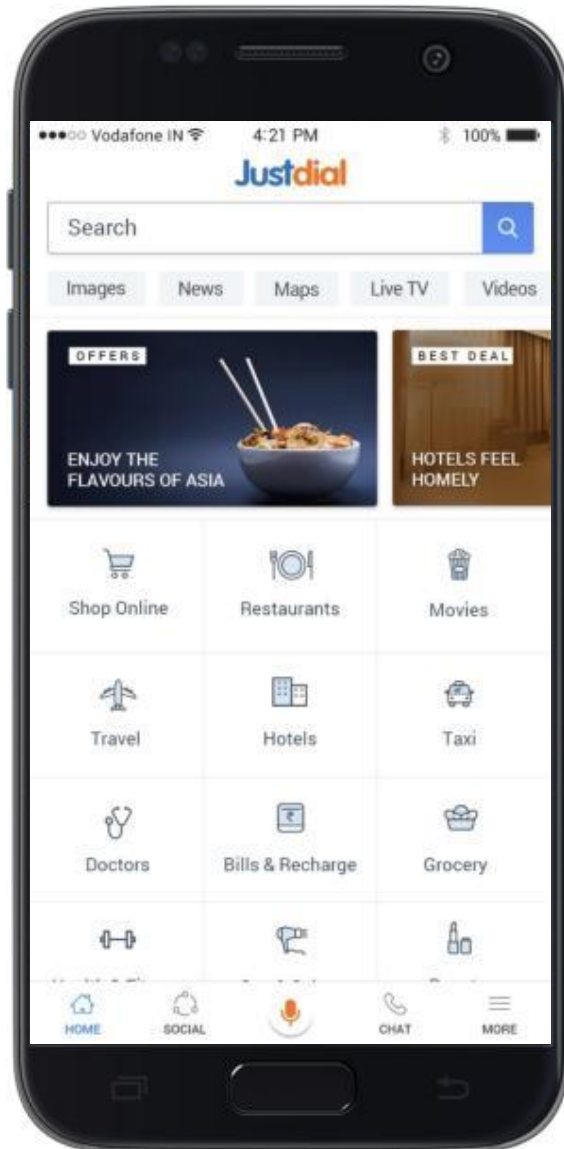


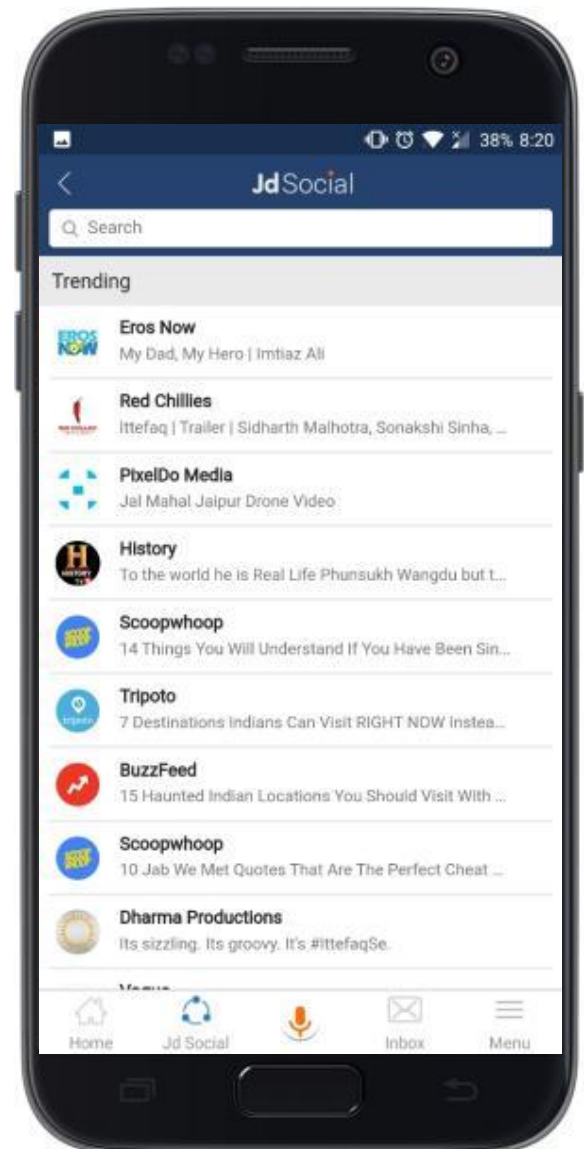
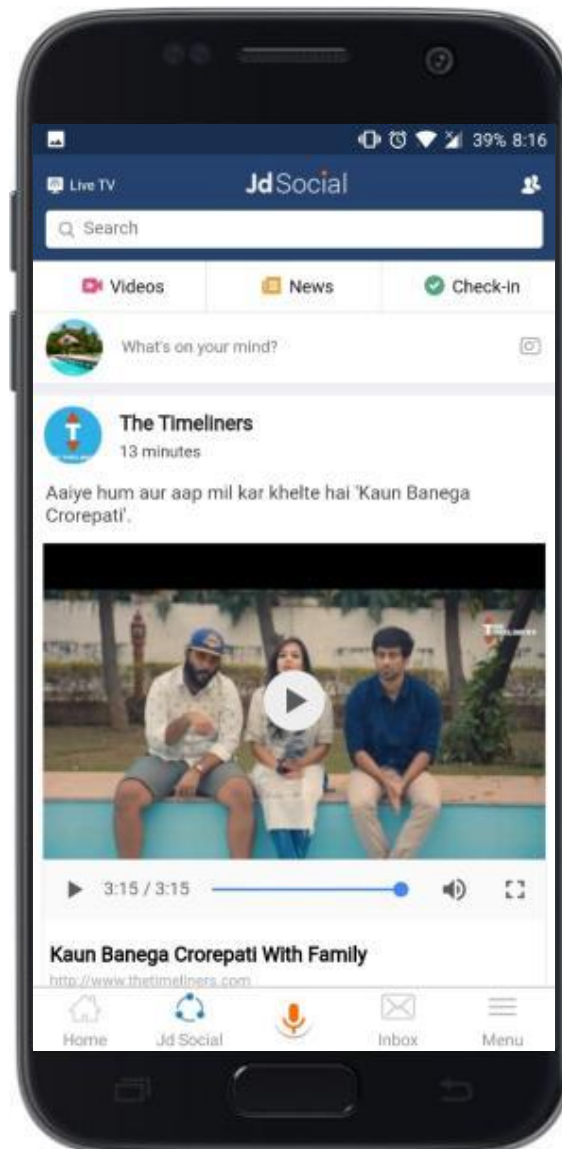
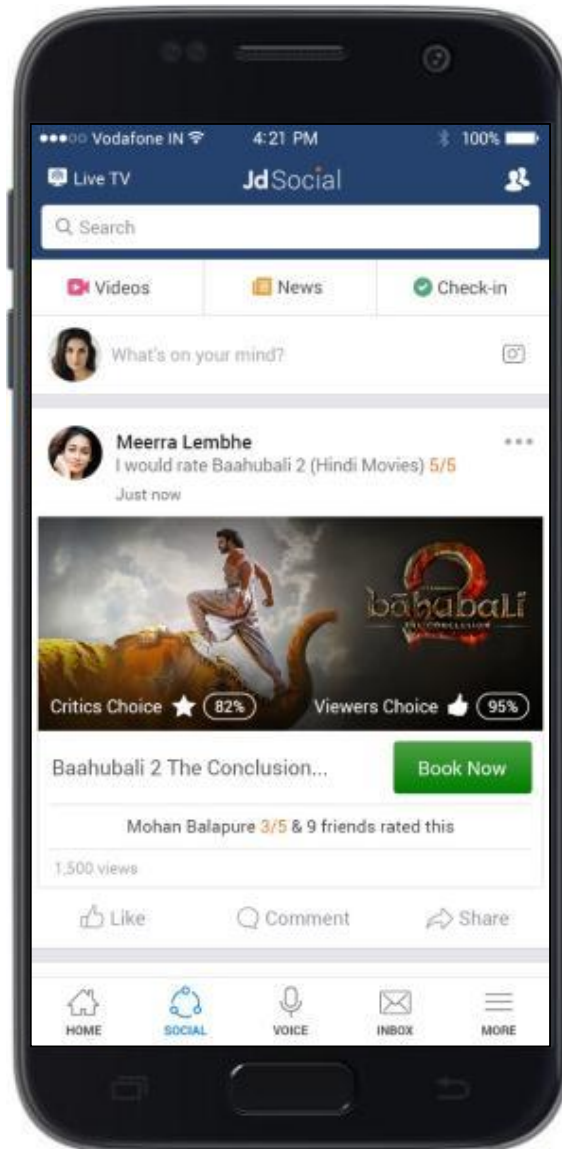




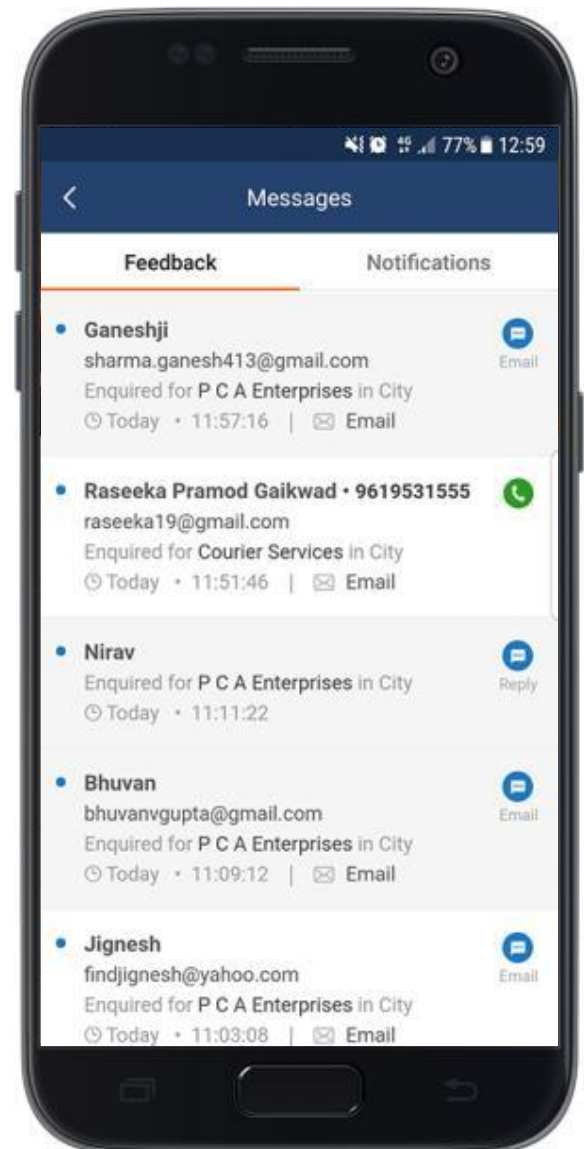
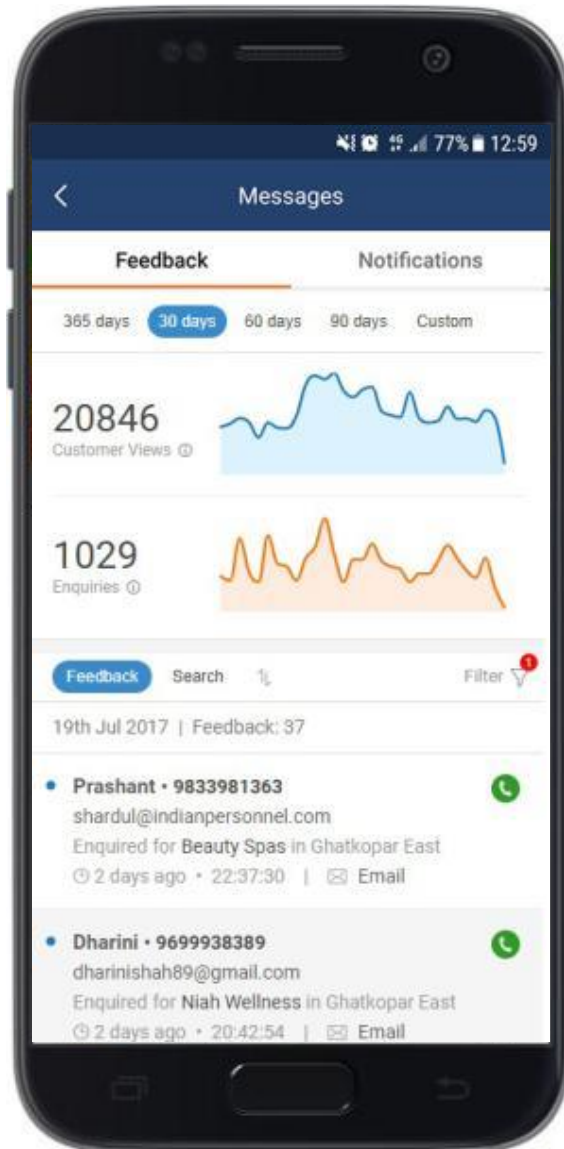
NEW PRODUCT INITIATIVES

REVAMPED MOBILE PLATFORM

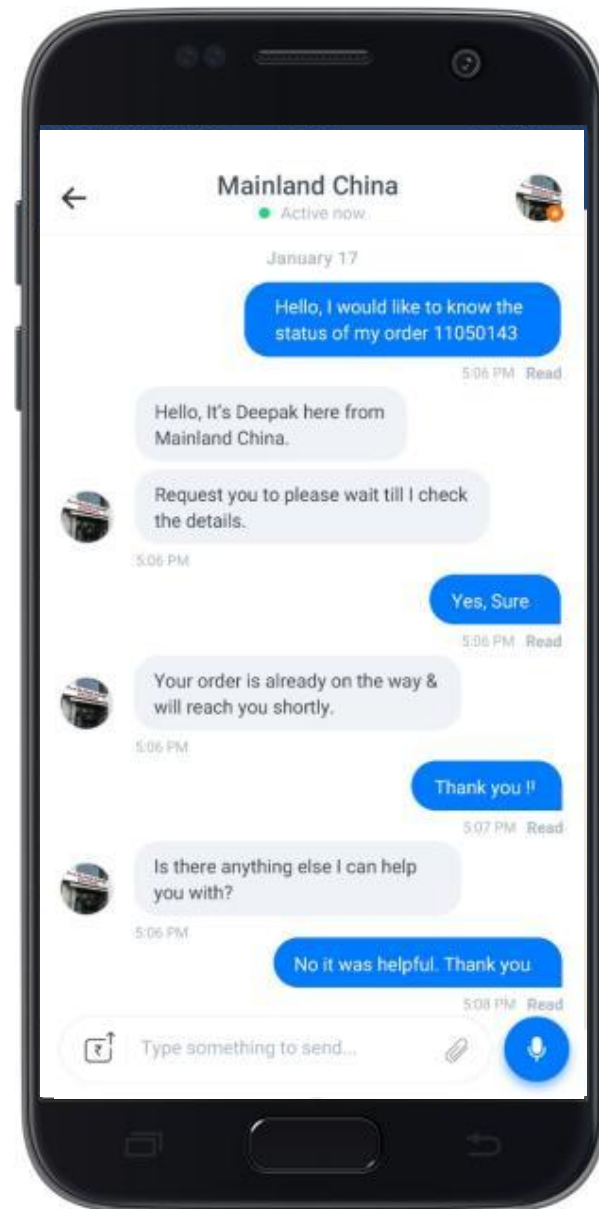
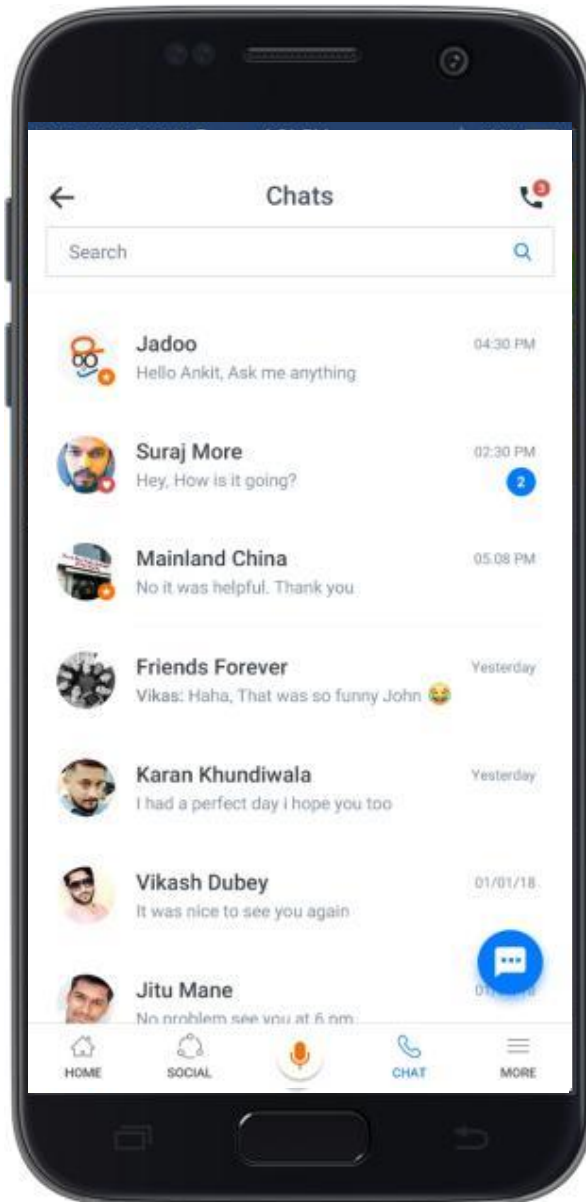




SEARCH ANALYTICS FOR CLIENTS



REAL-TIME CHAT MESSENGER





FINANCIAL OVERVIEW

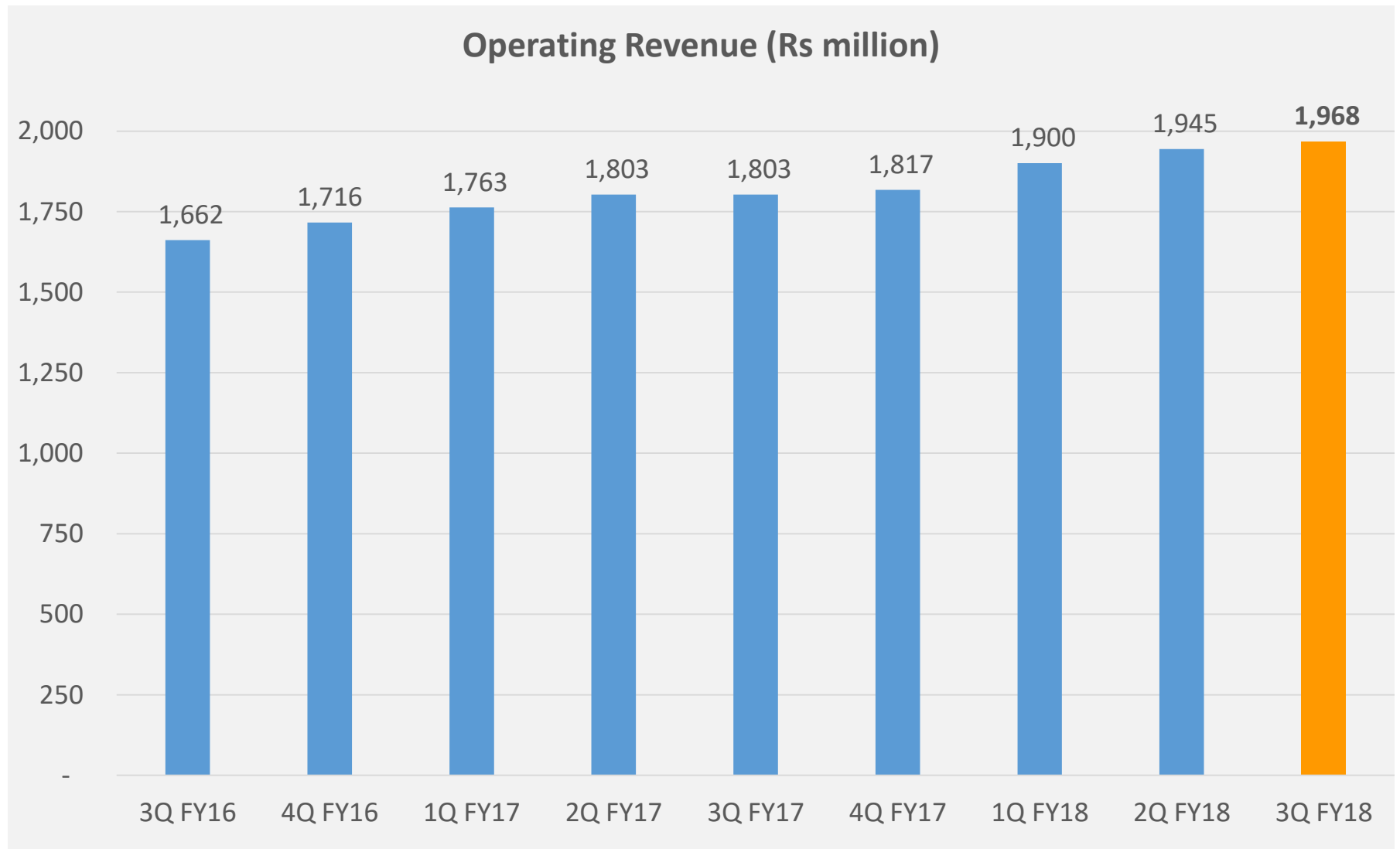
EFFICIENT & PROFITABLE BUSINESS MODEL

- 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, framed Justdial Ratings Certificate, 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 3,840 employees in tele-sales, 1,382 feet-on-street (marketing), and 2,355 feet-on-street (JDAs - Just Dial Ambassadors) as on Q3 FY18



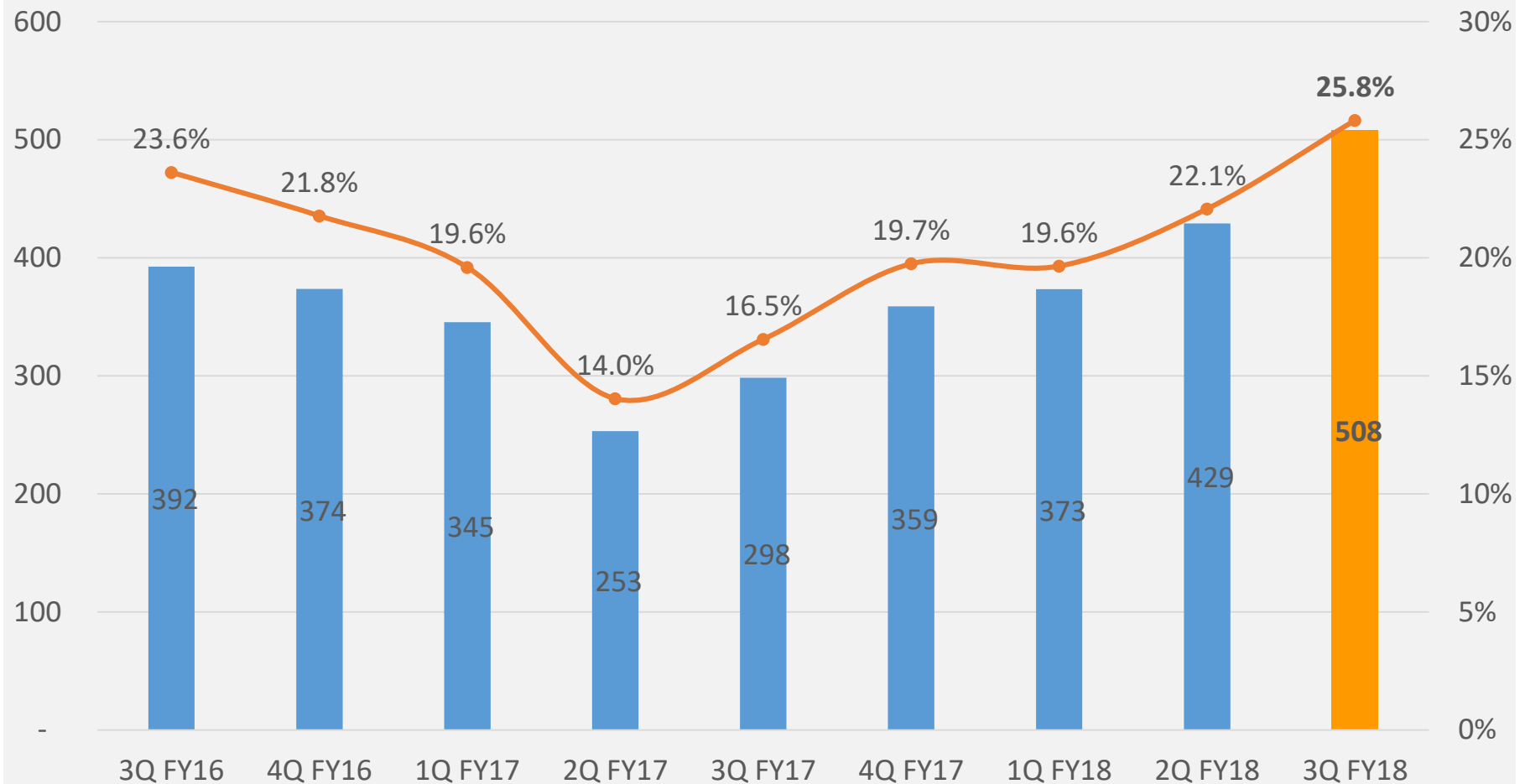
KEY
BUSINESS
ATTRIBUTES

REVENUE



OPERATING MARGIN

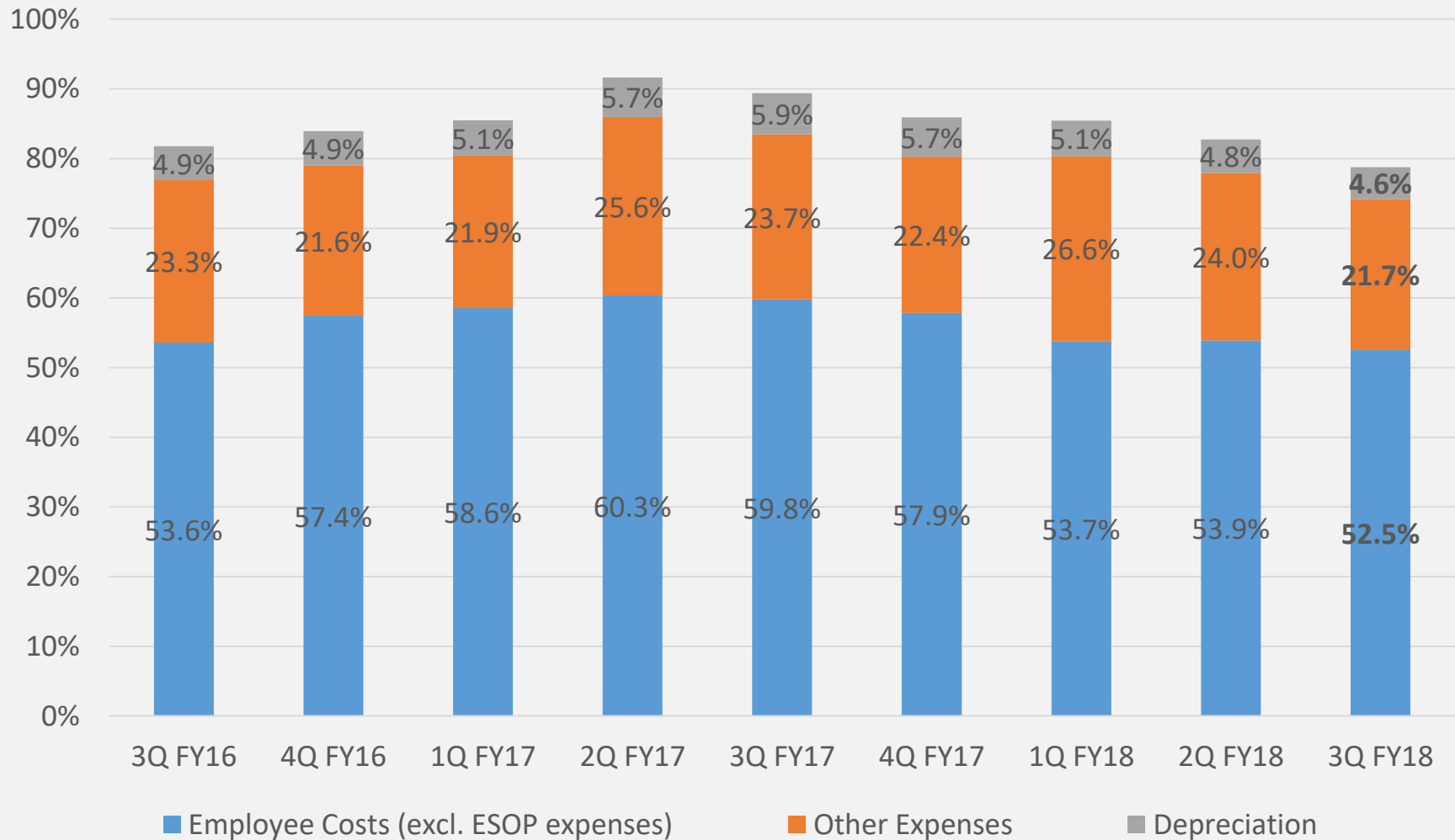
Adjusted EBITDA (Rs million) & Margin %



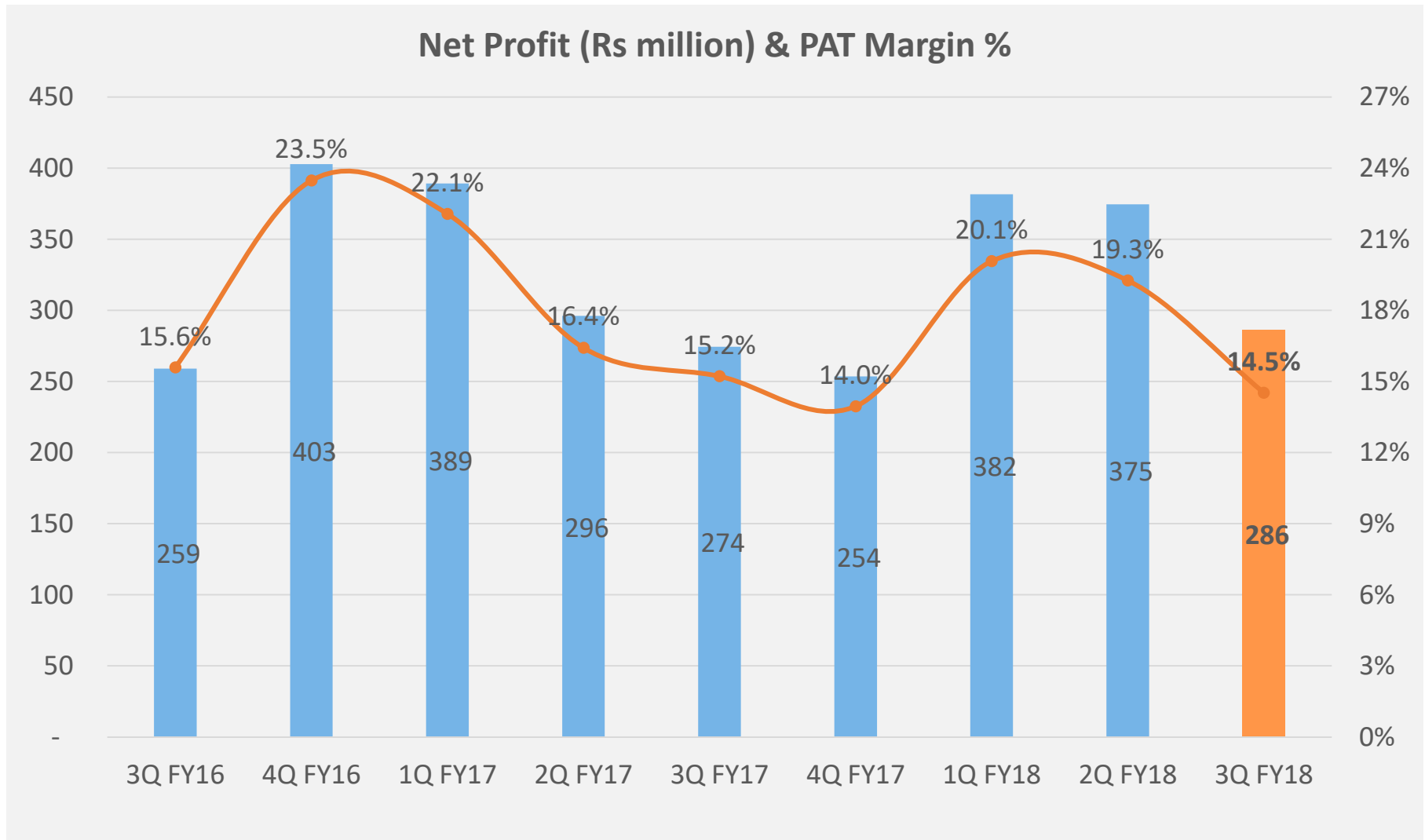
Note: Adjusted Op. EBIDTA adjusted for ESOP & one time expenses. Financials up to FY15 are based on Indian GAAP, FY16 onwards based on Ind AS.

COST STRUCTURE

Expenses as % of Operating Revenue



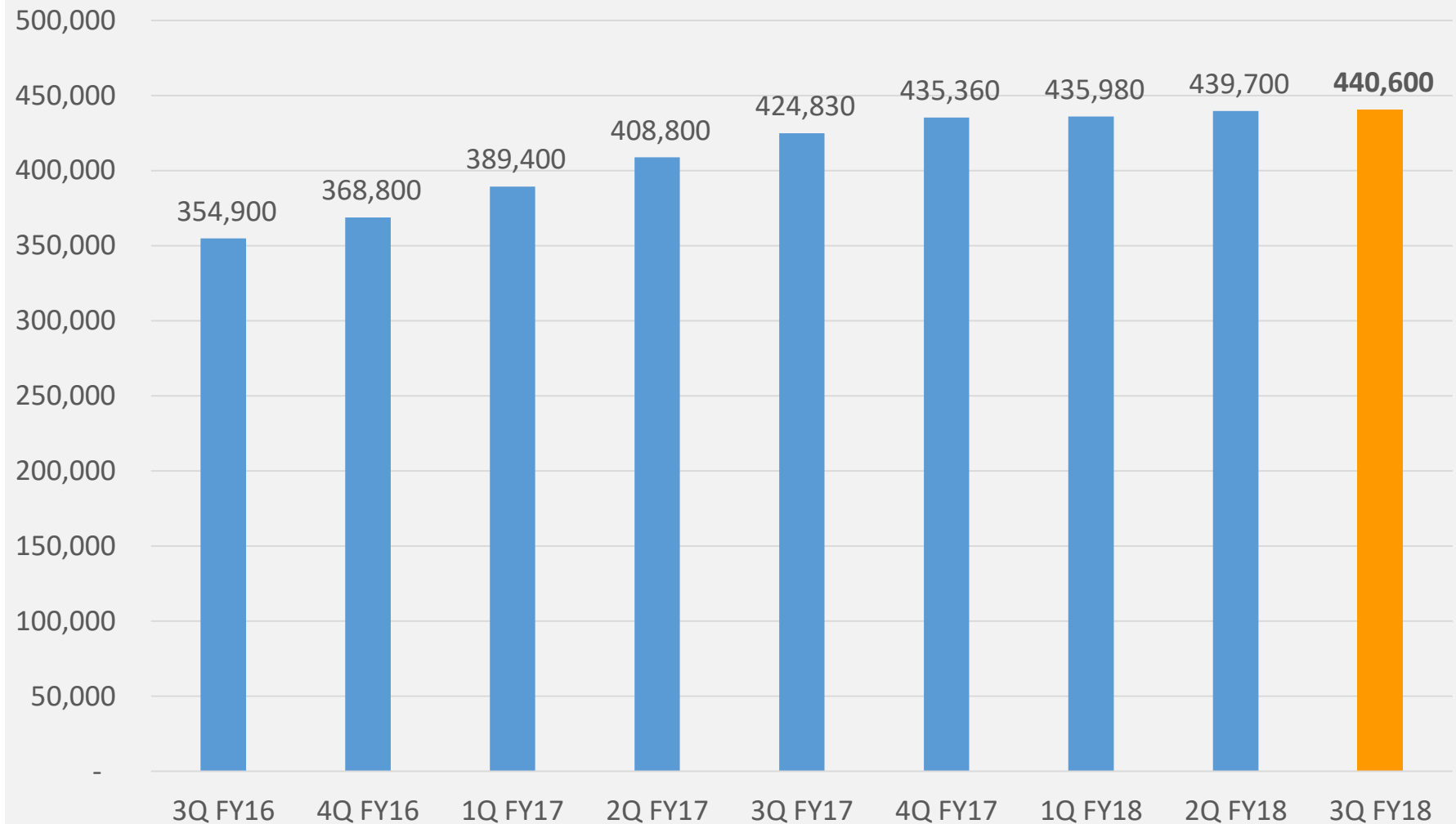
NET PROFIT MARGIN

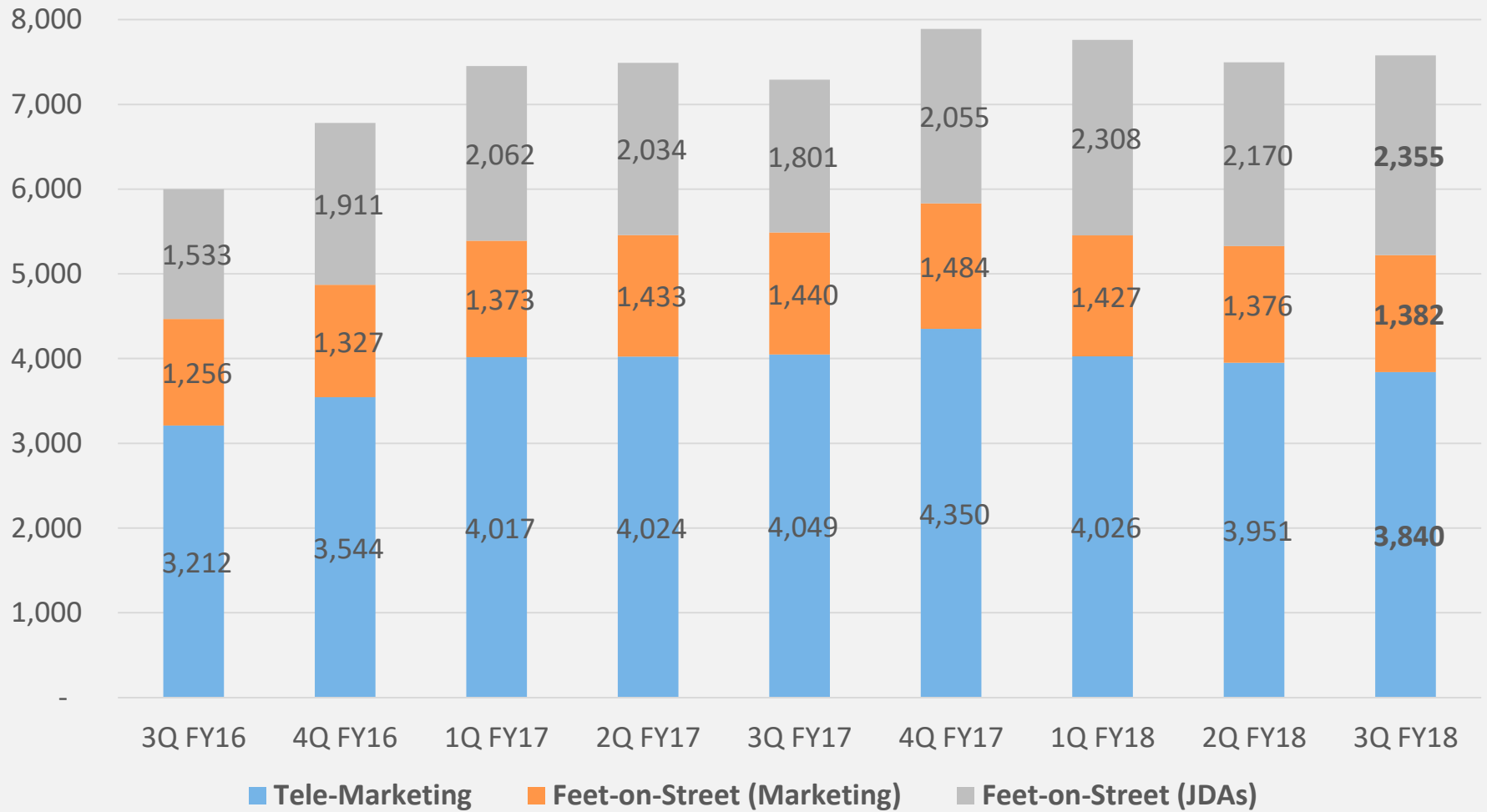


Note: PAT Margin is calculated as Net Profit (Profit After Taxes) as a percentage of Operating Revenue for the quarter

PAID CAMPAIGNS

Active Paid Campaigns - period end



Sales Strength

JUST DIAL LTD - 3Q FY18 (Quarter ended December 31, 2017) PERFORMANCE SUMMARY

Metric	Unit	3Q-FY18	3Q-FY17	YoY change	2Q-FY18	QoQ change
Operating Revenue	(₹ million)	1,968	1,803	9.2%	1,945	1.2%
Operating EBITDA	(₹ million)	465	257	80.9%	396	17.5%
Operating EBITDA Margin	%	23.7%	14.3%	938 bps	20.4%	328 bps
Adjusted EBITDA (excl. ESOP exp.)	(₹ million)	508	298	70.3%	429	18.4%
Adjusted EBITDA Margin (excl. ESOP exp.)	%	25.8%	16.5%	927 bps	22.1%	375 bps
Other Income, net	(₹ million)	26	197	-86.9%	200	-87.1%
Profit Before Taxes	(₹ million)	401	348	15.35%	503	-20.33%
Net Profit	(₹ million)	286	274	4.2%	375	-23.7%
Net Profit Margin	%	14.5%	15.2%	-69 bps	19.3%	-473 bps
Unearned Revenue (period end)	(₹ million)	2,852	2,559	11.5%	2,774	2.8%
Cash & Investments (period end)	(₹ million)	10,853	9,677	12.2%	10,453	3.8%

JUST DIAL LTD - 3Q FY18 (Quarter ended December 31, 2017) PERFORMANCE SUMMARY

Metric	Unit	3Q-FY18	3Q-FY17	YoY change	2Q-FY18	QoQ change
Unique Visitors	(million)	107.6	80.5	33.6%	105.0	2.4%
- Mobile	(million)	73.6	46.8	57.3%	69.0	6.7%
- Desktop/ PC	(million)	25.0	24.3	3.1%	26.5	-5.5%
- Voice	(million)	9.0	9.5	-5.1%	9.6	-6.2%
- Mobile	% share	68.4%	58.1%	1029 bps	65.7%	273 bps
- Desktop/ PC	% share	23.3%	30.1%	-689 bps	25.2%	-195 bps
- Voice	% share	8.3%	11.7%	-340 bps	9.1%	-77 bps
Total Listings (period end)	(million)	20.7	17.3	19.7%	19.8	4.6%
Net Listings Addition		908,973	389,342	133.5%	1,021,158	-11.0%
Total Images in Listings (period end)	(million)	41.4	27.9	48.3%	38.5	7.7%
Listings with Geocodes (period end)	(million)	10.1	6.3	60.8%	9.2	10.1%
Ratings & Reviews	(million)	79.0	67.9	16.4%	76.1	3.8%
Paid campaigns (period end)		440,600	424,830	3.7%	439,700	0.2%
Total App Downloads (period end)	(million)	18.7	11.6	61.0%	17.3	8.3%
App Downloads per day		19,103	12,416	53.9%	23,871	-20.0%
Number of Employees (period end)		10,948	11,185	-2.1%	10,892	0.5%

BOARD OF DIRECTORS

Executive Directors



V S S Mani

Founder, Managing Director and Chief Executive Officer of Justdial with over 29 years of experience in the field of media and local search services.



Ramani Iyer

Non-Independent, Whole-time Director with 24 years of experience, working with Justdial in the field of strategic planning and execution.



V Krishnan

Non-Independent, Whole-time Director with 24 years of experience, working with Justdial in strategic planning and execution.



B Anand

CEO of Essar Oil, previously CFO of Trafigura, with 30 years of experience in finance, strategy & investment banking. He is a Commerce graduate from Nagpur University



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 Asia Pacific, DHL eCommerce & member of DHL eCommerce Management Board. He holds a degree from IIT Bombay & IIM Ahmedabad.

Non-Executive Directors

Independent

Non-Independent



Pulak Prasad

Pulak is Founder & MD of Nalanda Capital and has over 25 years of experience in management consulting & investing. He holds B. Tech. from IIT Delhi and an IIM Ahmedabad alumni.



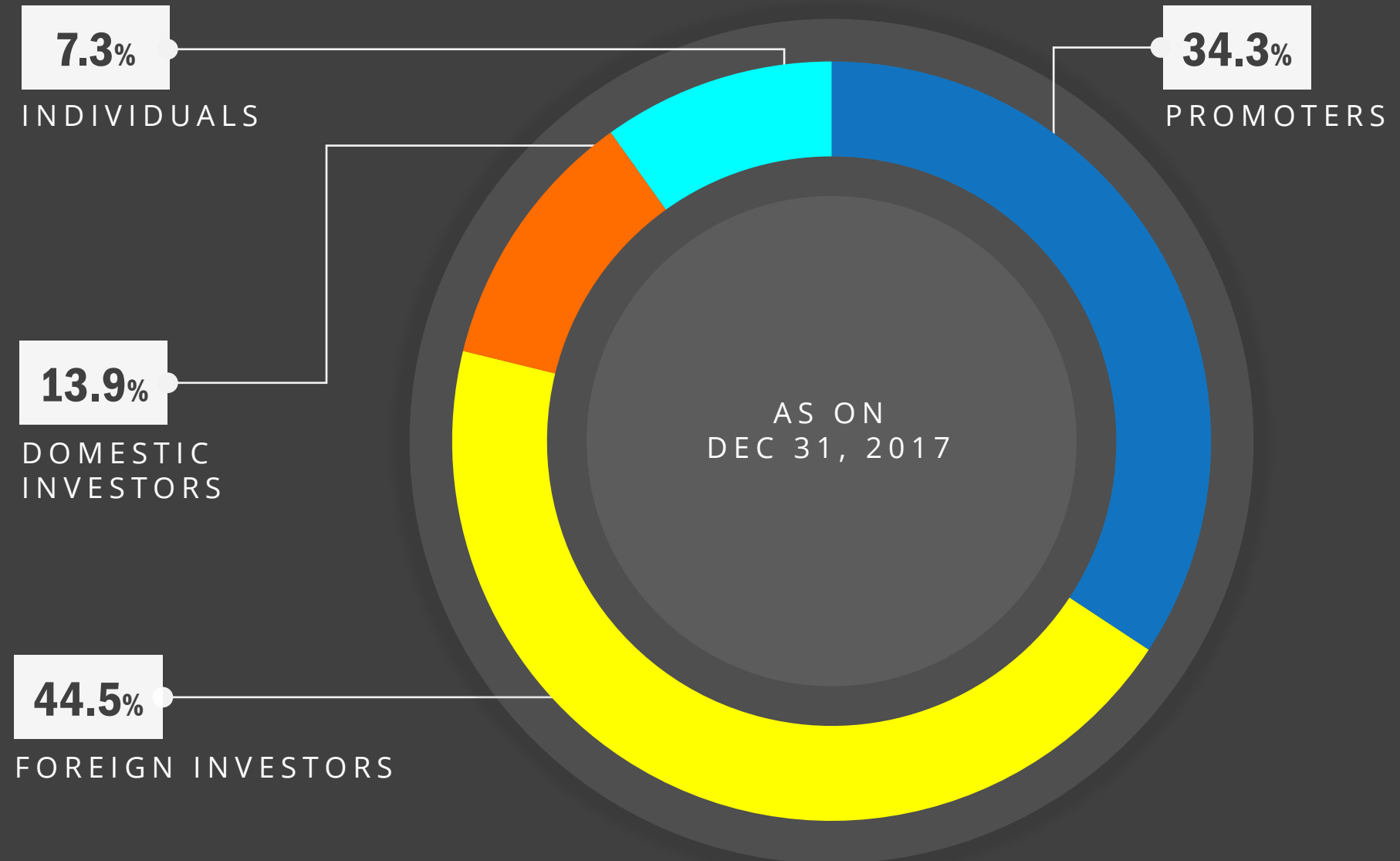
Anita Mani

She has 24 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	29 Years	Overall growth strategy, planning, execution & management
Shreos Roychowdhury	Chief Technology Officer	20 Years	Technological Innovation and R&D
Abhishek Bansal	Chief Financial Officer	9 Years	Finance, Strategy, Accounting, Treasury, Audit, Legal, Compliance & Traffic
Vishal Parikh	Chief Product Officer	16 Years	Leads Product, Design & Technology teams, Project Management
Sumeet Vaid	Chief Revenue Officer	20 Years	Revenue growth & Business development
Rajesh Madhavan	Chief People Officer	22 Years	Human Resource Functions
Sandeep Kanchan	Chief Product Officer, Payments & Voice	21 Years	Heads Payment Products & Voice operations
Jaimin Shah	Chief Technology Officer, Omni	17 Years	Leads Omni & related products
Ajay Mohan	Group Vice President, Sales	21 Years	Sales platform management, Strategic alliances, Corporate partnerships & Business expansion
Rakesh Ojha	Group Vice President, Sales	22 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	Head, Database & Content	6 Years	Database augmentation, Curation, Content enrichment

SHAREHOLDING PATTERN



End of Presentation