

November 6, 2020

**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 Investor presentation for the quarter and half year ended September 30, 2020 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**

matrimony.com

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INVESTOR PRESENTATION | NOVEMBER 2020

*Celebrating 20 Years of Happy Marriages*





## 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.

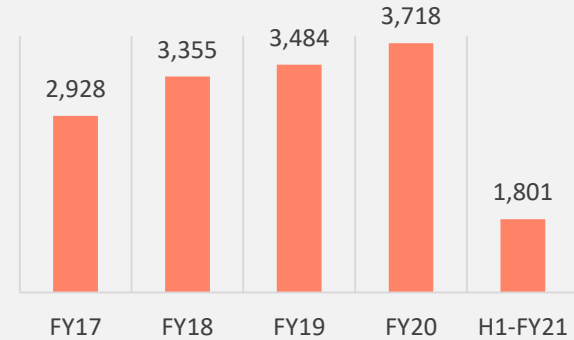
Pioneer and leader in the Indian online matchmaking space.

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.

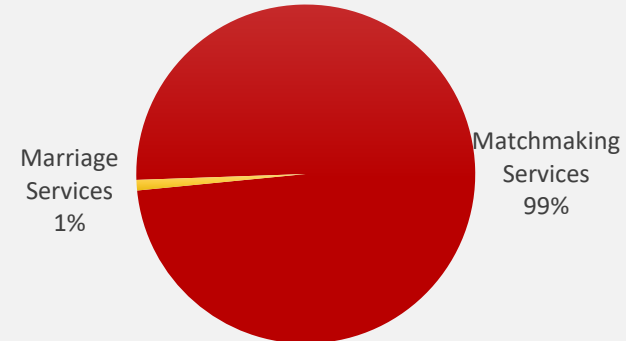
Forward integrated into providing marriage services by aspiring to become a one stop shop for our customers in an asset light vendor platform for venue bookings, photography, catering, decorations, etc.

The market cap of the company as on 30<sup>th</sup> September 2020 ~ INR 15,111 Mn

Consolidated Revenue Growth  
(INR Mn)



Business Mix –H1-FY21





# Our Leadership Position



Market Leader: Highest market share pan India



Paid subscription base of 7,00,000+ profiles in FY2020



Zero Debt company



Total registrations of 39.82 Mn profiles since January 2006



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



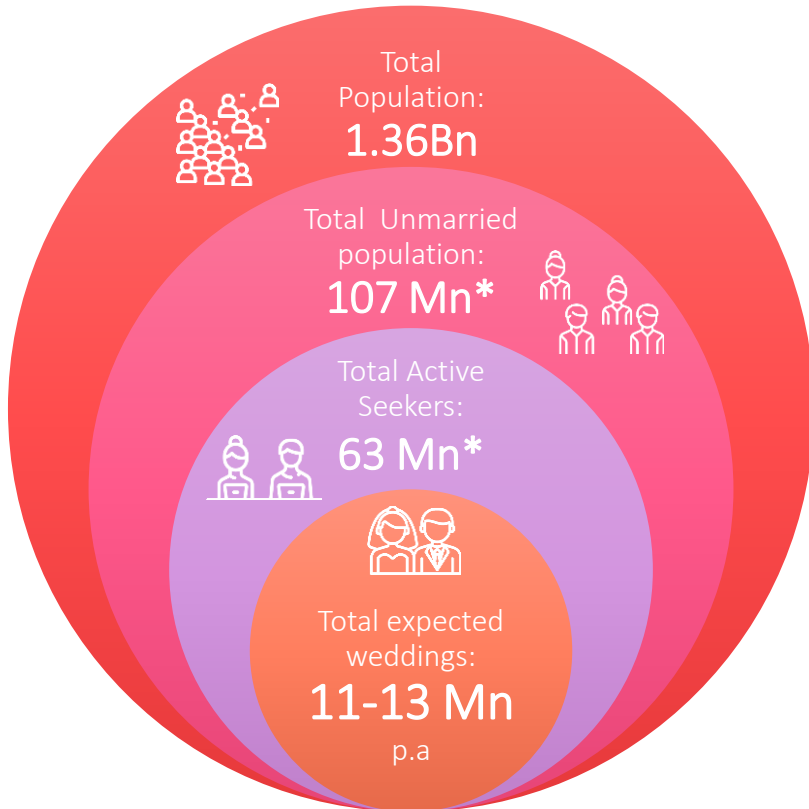
Strong Return Ratios



Marquee Investors



## Sector



## Country

Arranged marriages in India in 2016

**88%**

Online Matchmaking industry

**6%** of marriages in India

Total marriage related spends every year

**USD 57 Bn**

Estimated Revenue of Matchmaking segment

**USD 223 Mn**

CAGR: 5.0% (2020-2024)

# 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

- Launched matrimonymandaps.com

## 2018

- Dubai office launched
- Cricketer MS Dhoni brand ambassador of Bharatmatrimony

1997-2005

2006-2010

2011-2015

2016-2020



**Murugavel  
Janakiraman**

Chairman and  
Managing Director

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Graduated in statistics from Presidency college, MCA from University of Madras

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Worked as a software engineer and consultant in USA before starting Tamil Matrimony

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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.
- Over 32 years of experience in finance, HR, strategic planning, business development and product supply across various sectors.
- 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
- Awarded the ICAI Award in the CFO - FMCG category in 2011 and the Best Performing CFO Award - FMCG & Retail in 2012 by CNBC TV-18

## Akila Krishnakumar – Additional Independent Director

- An alumna 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



- 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



## Catering to the Indian Diaspora across the Globe



Nationwide coverage



Offices in 2 international cities



Corporate headquarters and technology  
operations in Chennai, TN



4,316 number of associates as on FY20



On-ground retail presence 130+

# BUSINESS OVERVIEW





# Pioneering Matchmaking Services in India

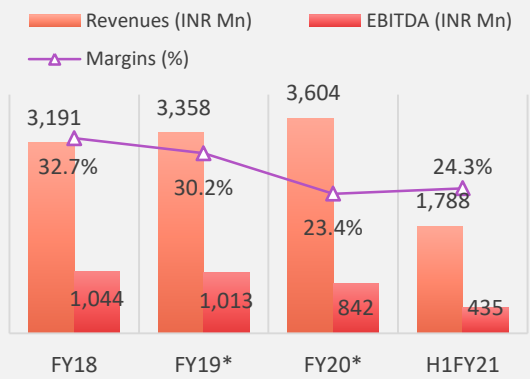
Matrimony.com has the largest number of matchmaking online platforms to suit a person's choice and preference

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.

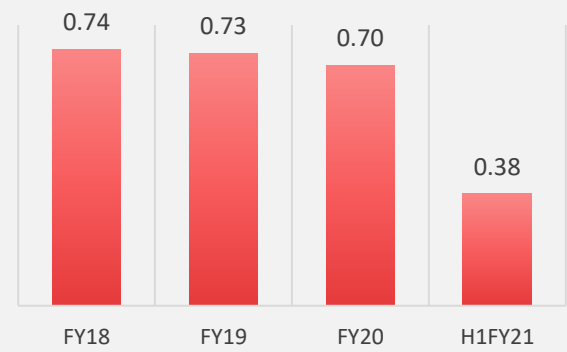
Pioneer in Community based, Assisted and Elite Matrimony services.

## Matchmaking Performance



\* Restated as per IndAS 116

## Paid Subscription (in Mn)





Launched in the year 2000, BharatMatrimony is the flagship brand of Matrimony.com

Comprises a network of 15 different regional portals based on varied regions such as TamilMatrimony, KeralaMatrimony, TeluguMatrimony, BengaliMatrimony, HindiMatrimony, etc.



- ### Key features
- ☆ 15 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.



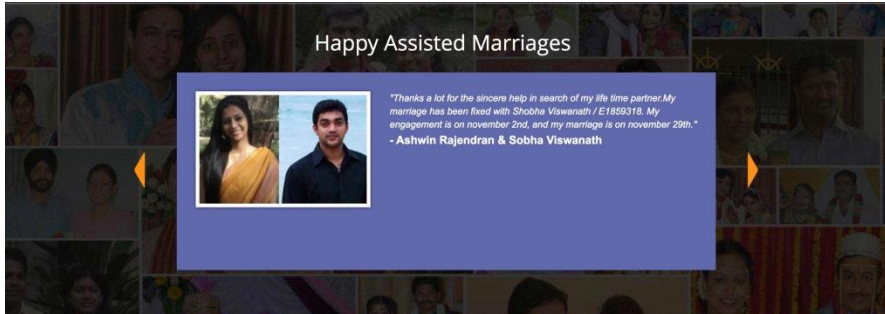
- ### Key features
- ☆ 300 Community sites
  - ☆ Flexible subscription packages for 3,6 & 12 months



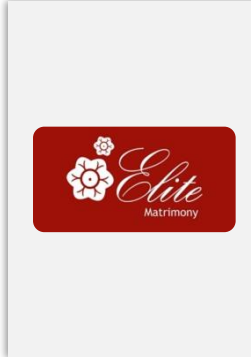
Source : [http://www.ncaer.org/news\\_details.php?nID=188](http://www.ncaer.org/news_details.php?nID=188)

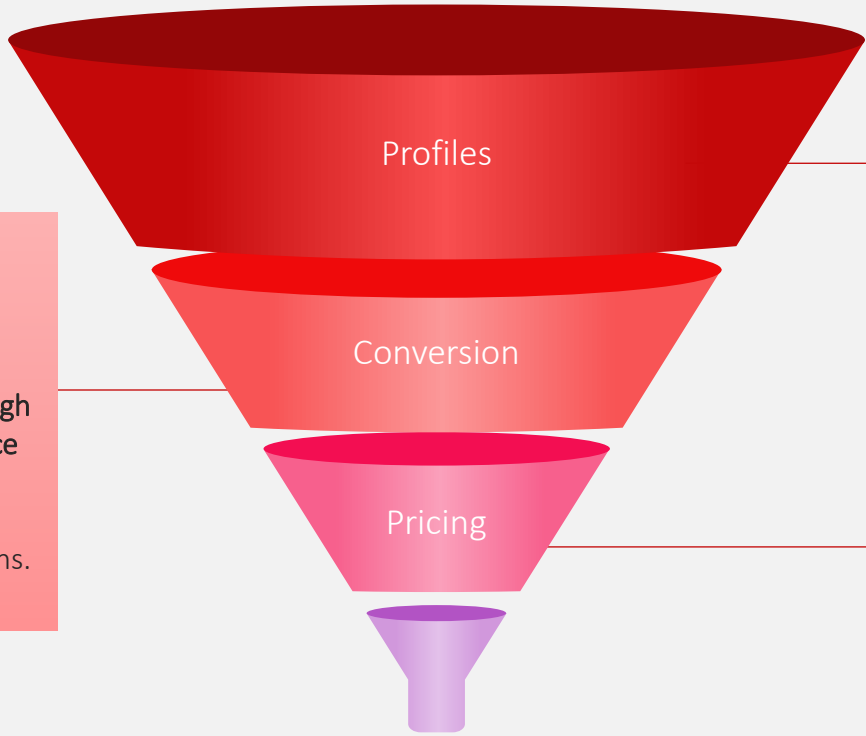
Assisted Matrimony – Matrimony.com also provides value added services for the users who are busy and need assistance in matchmaking.

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





Technology such as AI, insights through data analytics and strong tele-service channel aid in enhancing user experience and converting them to paid subscriptions.



Marketing efforts result in increasing leads and registrations of user profiles



Flexible packages for 3,6 or 12 month subscriptions at customised and affordable rates

Revenues



Celebrity Brand Ambassador : MS Dhoni

Micro market strategy to captivate maximum audience



Offline advertising through TV, Print and Online Digital campaigns, SEO and SEM



Marketing Strategy

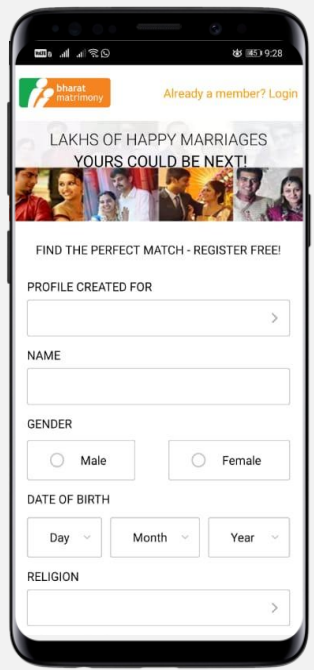


On-ground retail presence 130+



Customer service team of 1,500+ as on FY20 to convert free profile into paid










## Culture of Innovation

-  Providing seamless and superior experience at all touch points
-  Innovating the product consistently based on customer preferences and behavior
-  Continuously enhancing the user experience by live testing with customers
-  Investing in Big data platform and analytical database to get insights helping in strategic decision
-  Adapting to changes in technology such as AI to improve partner search experience, calling campaigns, productivity



## Great Outcomes

-  Multiple methods to find a match : emails, Telephone, SMS
-  Multiple platforms to operate : Mobile site, Mobile App, Website
-  24\*7 customer service support to find a relevant match
-  Phone call verification and trust badge for more authenticated profile listings
-  Secure connect : facilitating safe use for women

TamilMatrimony

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.”

BengaliMatrimony

Atreyee and Shounak - “I found Shounak in 15 days”, says Atreyee

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.”

KeralaMatrimony

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.”

OriyaMatrimony

Saswatee and Ramakanta – “I found Ramakanta in just 4 days”



“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.”

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

**matrimonybazaar.com**  
from BharatMatrimony



## MatrimonyBazaar

Online marketplace providing wedding related services whereby 15,000 vendors for photography, catering and decoration etc are listed, more than 18,000 weddings planned. Services Available in more than 36 cities

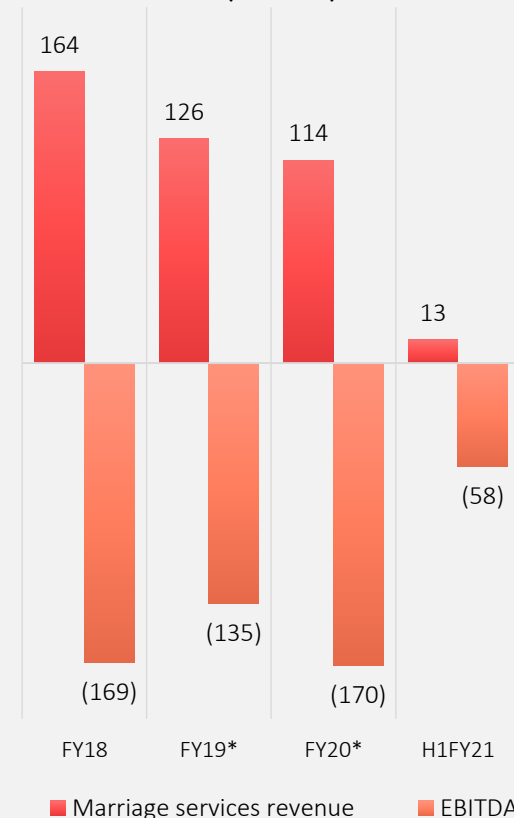
**mandap.com**  
from BharatMatrimony



## Mandap

A wedding venue booking platform with more than 6000+ mandaps, banquet halls, convention halls, etc.

Marriage Services Performance (INR Mn)



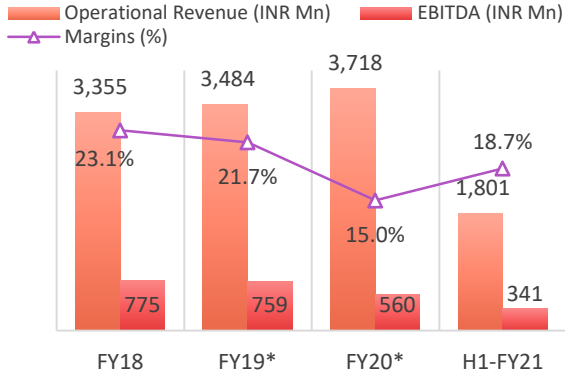
\* Restated as per IndAS 116

# FINANCIAL OVERVIEW

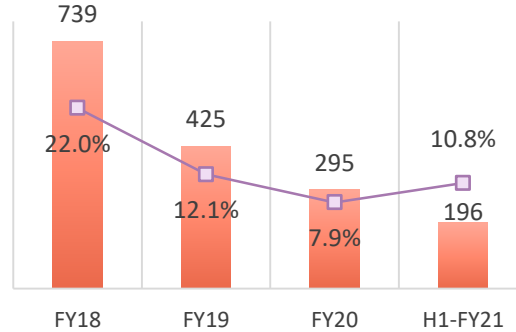




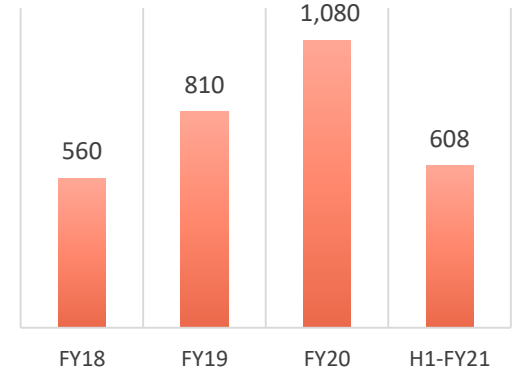
## Consolidated Performance



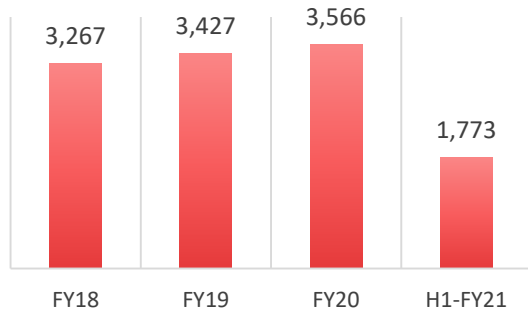
## Net Profit (INR Mn) and PAT Margins (%)



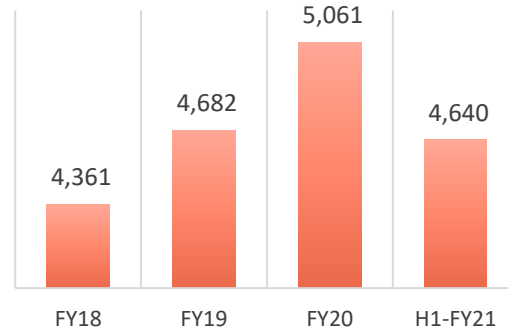
## Marketing Expense (INR Mn)



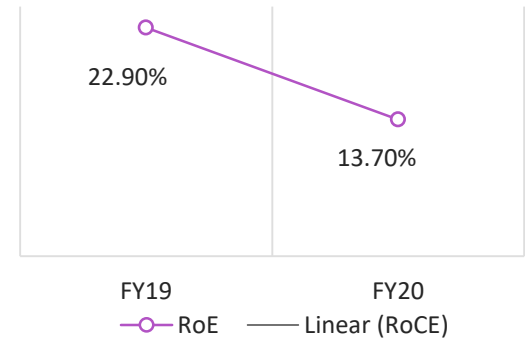
## Matchmaking Billings (INR Mn)



## ATV (INR)

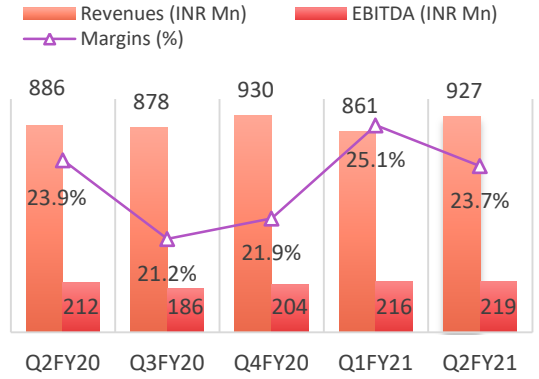


## RoE (%)

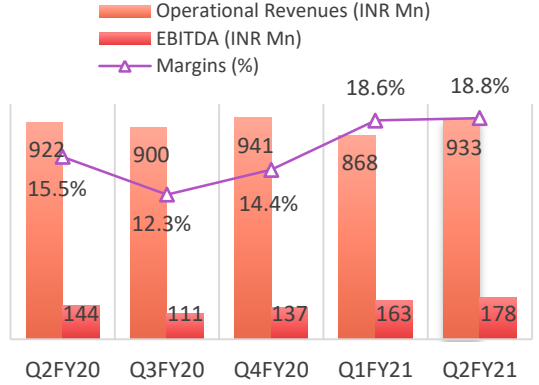


\* Restated as per IndAS 116

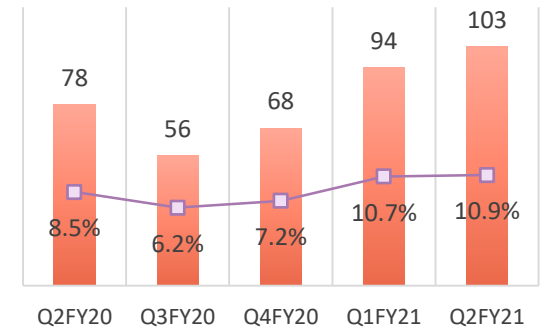
## Matchmaking Performance



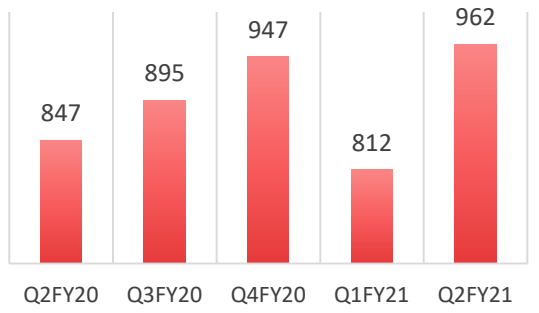
## Consolidated Performance



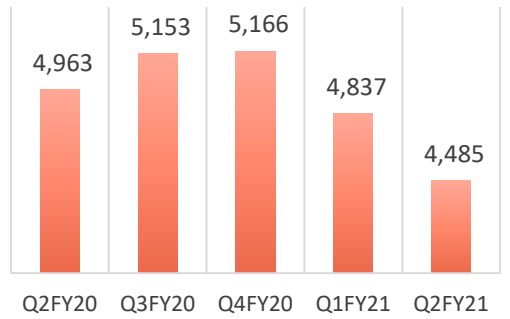
## Net Profit (INR Mn) and PAT Margins (%)



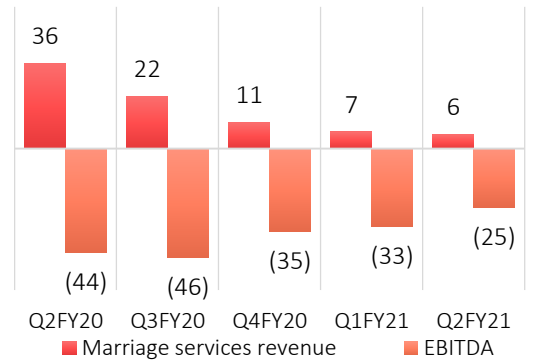
## Matchmaking Billings (INR Mn)



## Matchmaking ATV (INR)



## Marriage Services Performance (INR Mn)





# Operational Highlights For The Quarter

Consolidated Billings

**INR 97 Cr**

Revenues

**INR 93 Cr**

Matchmaking billings – strong double digit growth of 18.5% Q-o-Q and 13.5% Y-o-Y

Matchmaking Billings

**INR 96 Cr**

Revenues

**INR 93 Cr**

Robust increase in paid volumes: grew 27.8% Q-o-Q and 25.7% Y-o-Y

**2,10,000**

paid Subscriptions

PAT grew by 31.2% Y-o-Y

Average transaction value for the matchmaking business

**INR 4,485**

Marketing spends increased to INR 34 Cr as compared to INR 27 in Q1. Despite this, profitability increased due to operational efficiencies

**21,780**

success stories created

Excluding marketing expenses, matchmaking margins at 60% in Q2 of FY21 as compared to 53% in Q2 of FY20

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**For further information please contact our Investor Relations Representatives:**



VALOREM ADVISORS

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Tel: +91-22-49039500  
Email: [matrimony@valoremadvisors.com](mailto:matrimony@valoremadvisors.com)



# ANNEXURE



Particulars (INR Mn)	Q2-FY21	Q2-FY20	Y-o-Y	Q1-FY21	Q-o-Q
Revenues	933	922	1.2%	868	7.5%
Total Expenses*	755	778	(3.0)%	705	7.1%
EBITDA	178	144	23.6%	163	9.2%
<i>EBITDA Margin (%)</i>	<b>18.8%</b>	<b>15.5%</b>	<b>330 BPS</b>	<b>18.6%</b>	<b>20 Bps</b>
Depreciation	64	70	(8.6)%	68	(5.9)%
Finance Cost	11	14	(21.4)%	12	(8.3)%
Other Income*	34	43	(20.9)%	42	(19.0)%
Share of Profit/(loss) of associate	(3)	-	NA	(2)	NA
PBT	134	103	30.1%	123	8.9%
Tax	31	25	24.0%	29	6.9%
Profit After Tax	103	78	32.1%	94	9.6%
<i>PAT Margin (%)</i>	<b>10.9%</b>	<b>8.5%</b>	<b>240 Bps</b>	<b>10.7%</b>	<b>20 Bps</b>
Diluted EPS	4.5	3.4	32.4%	4.1	9.8%

\*operational income adjusted with total expenses to calculate EBITDA

Particulars (INR Mn)	H1-FY21	H1-FY20	Y-o-Y
Revenues	1,801	1,877	(4.0)%
Total Expenses*	1,460	1,564	(6.6)%
EBITDA	341	313	8.9%
<i>EBITDA Margin (%)</i>	<i>18.7%</i>	<i>16.6%</i>	<i>210 Bps</i>
Depreciation	132	135	(2.2)%
Finance Cost	24	26	(7.7)%
Other Income*	77	83	(7.2)%
Share of Profit/(loss) of associate	(5)	-	NA
PBT	257	235	9.4%
Tax	61	64	(4.7)%
Profit After Tax	196	171	14.6%
<i>PAT Margin (%)</i>	<i>10.8%</i>	<i>9.1%</i>	<i>170 Bps</i>
Diluted EPS	8.6	7.5	14.7%

\*operational income adjusted with total expenses to calculate EBITDA

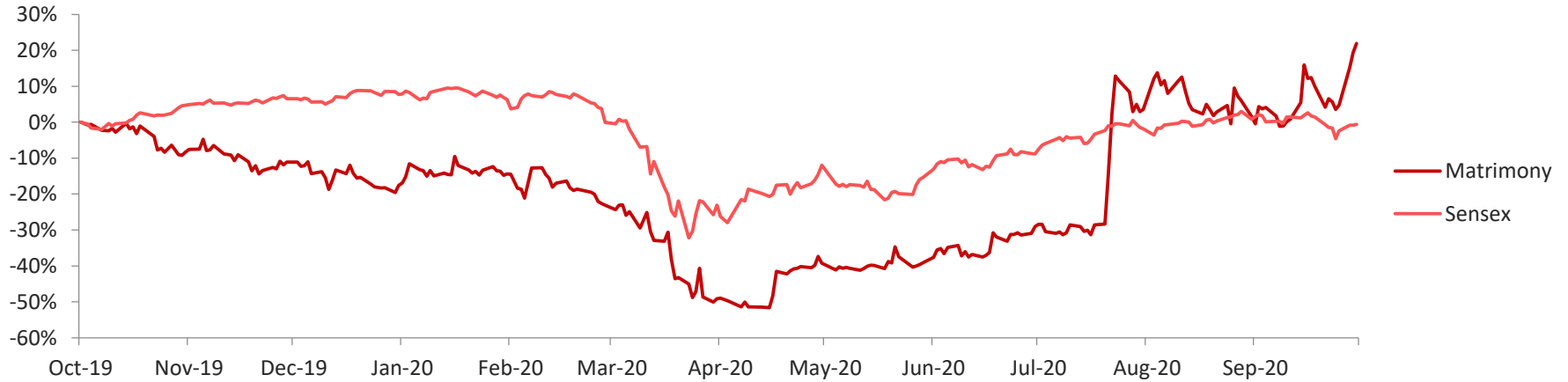


# Historical Consolidated Income Statement

Particulars (INR Mn)	FY17	FY18	FY19#	FY20#
Revenues	2,928	3,354	3,484	3,718
Total Expenses*	2,339	2,579	2,725	3,158
<b>EBITDA</b>	<b>589</b>	<b>775</b>	<b>759</b>	<b>560</b>
<i>EBITDA Margin (%)</i>	<i>20.1%</i>	<i>23.1%</i>	<i>21.7%</i>	<i>15.0%</i>
Depreciation	104	96	265	280
Finance Cost	56	15	48	52
Other Income*	45	65	139	163
Exceptional Items	44	(128)	-	-
Share of Profit/(loss) of associate	-	-	-	(1)
<b>PBT</b>	<b>430</b>	<b>857</b>	<b>585</b>	<b>390</b>
Tax	0	118	160	95
<b>Profit After Tax</b>	<b>430</b>	<b>739</b>	<b>425</b>	<b>295</b>
<i>PAT Margin (%)</i>	<i>14.6%</i>	<i>22.0%</i>	<i>12.1%</i>	<i>7.9%</i>
Diluted EPS	20.0	33.4	18.6	12.9

# Historical Consolidated Balance Sheet

Particulars (INR Mn)	FY19	FY20	H1-FY21	Particulars (INR Mn)	FY19	FY20	H1-FY21
<b>EQUITY AND LIABILITIES</b>				<b>ASSETS</b>			
<b>EQUITY</b>				<b>Non-Current Assets</b>			
Share Capital	114	114	114	Property, Plant & Equipment	727	730	726
Other Equity	1,911	2,168	2,284	Rights of use assets	479	569	517
<b>Total Equity</b>	<b>2,025</b>	<b>2,282</b>	<b>2,398</b>	Intangible Assets	31	32	29
<b>Non Current Liabilities</b>				Intangible Assets under development	-	1	-
Lease liabilities	413	463	460	Investment in associate	-	61	56
Other non current liabilities	4	2	1	<b>Financial Assets</b>			
<b>Sub Total Non Current Liabilities</b>	<b>417</b>	<b>465</b>	<b>461</b>	Security Deposits	81	86	52
<b>Current Liabilities</b>				Bank Balances other than Cash and Cash equivalents	-	-	-
Financial liabilities				Deferred tax assets (Net)	38	18	18
1.Trade payables				Income tax assets (Net)	34	38	34
- Total outstanding dues of creditors other than micro and small enterprises	210	310	410	Other Non-current assets	10	15	26
2. Other payables	6	21	6	<b>Sub Total Non Current Assets</b>	<b>1,400</b>	<b>1,550</b>	<b>1,458</b>
3. Lease liabilities	107	149	108	<b>Current Assets</b>			
Other current liabilities	790	744	713	<b>Financial Assets</b>			
Provisions	61	76	88	1.Security Deposits	39	35	75
Liabilities for current tax (Net)	2	3	4	2.Cash and Cash Equivalents	54	45	66
<b>Sub Total Liabilities</b>	<b>1,176</b>	<b>1,303</b>	<b>1,329</b>	3.Bank Balances other than Cash and Cash equivalents	621	1,101	1,519
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>3,618</b>	<b>4,050</b>	<b>4,188</b>	4.Investments	1,368	1,204	942
				5.Trade Receivables	35	21	31
				6.Derivative instruments	5	-	-
				7.Other financial assets	41	46	40
				Other current assets	55	48	57
				<b>Sub Total Current Assets</b>	<b>2,218</b>	<b>2,500</b>	<b>2,730</b>
				<b>TOTAL ASSETS</b>	<b>3,618</b>	<b>4,050</b>	<b>4,188</b>



## Price Data (30<sup>th</sup> September, 2020)

Face Value (INR)	5.0
Market Price (INR)	663.65
52 Week H/L (INR)	673.0/251.0
Market Cap (INR Mn)	15,111.5
Equity Shares Outstanding (Mn)	22.7
1 Year Avg. trading volume ('000)	30.6

## Shareholding Pattern as on 30<sup>th</sup> September 2020

