

December 06, 2017

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
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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, 2017 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.

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, 10th Floor, MRC Nagar, Chennai – 600028

matrimony.com



Investor Presentation

December 2017

Disclaimer

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.

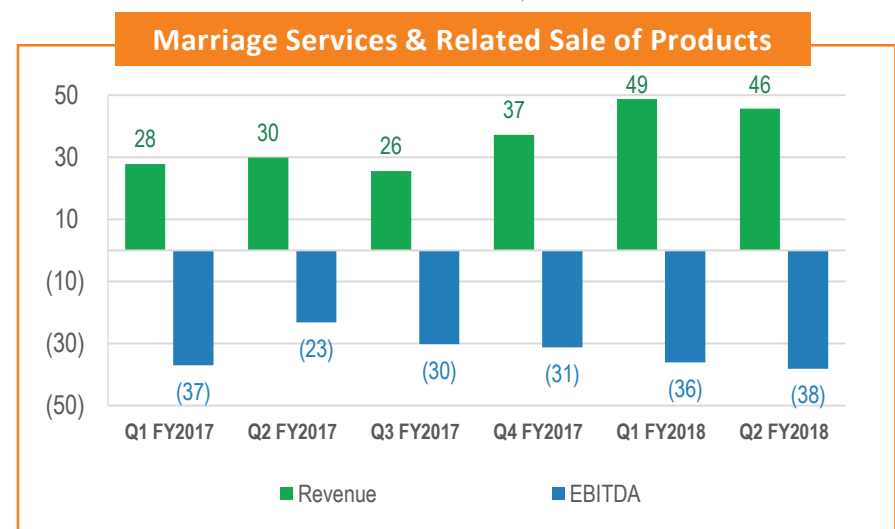
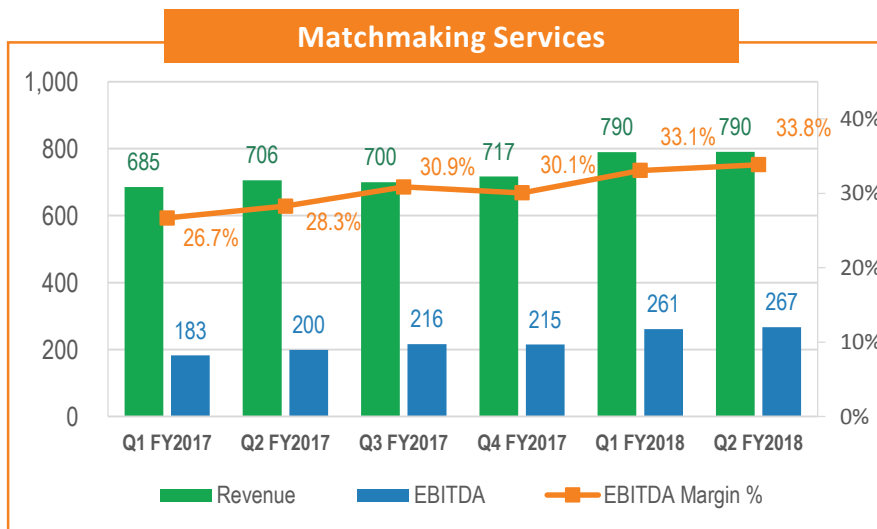
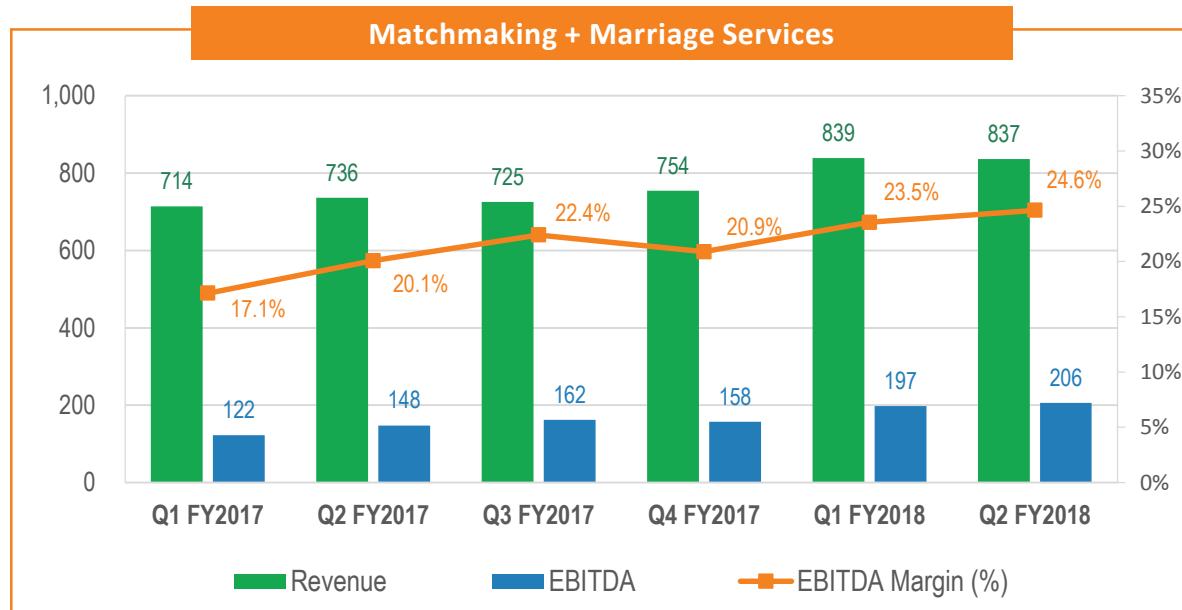
Potential risks and uncertainties include such factors as general economic conditions, foreign exchange fluctuations, competitive product and pricing pressures and regulatory developments.



1	Q2FY18 Results
2	Company Overview
3	Financials
4	Growth Strategy
5	Management Team

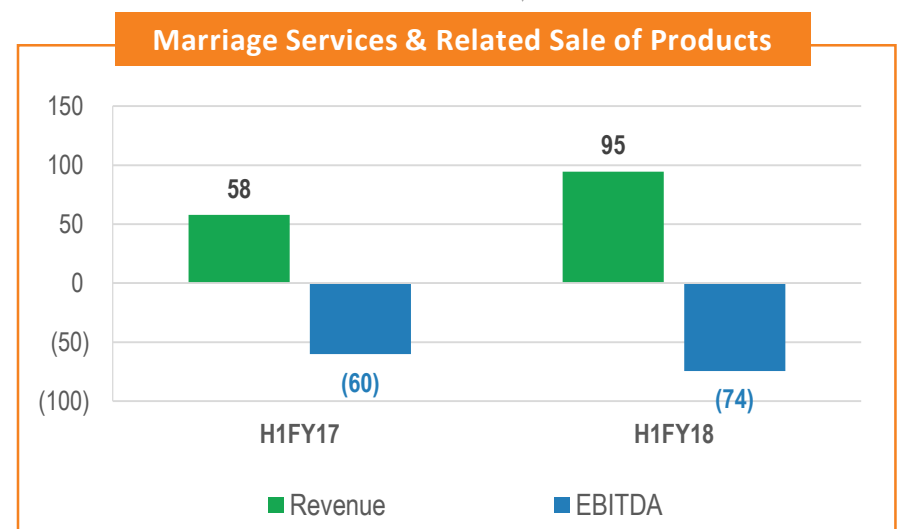
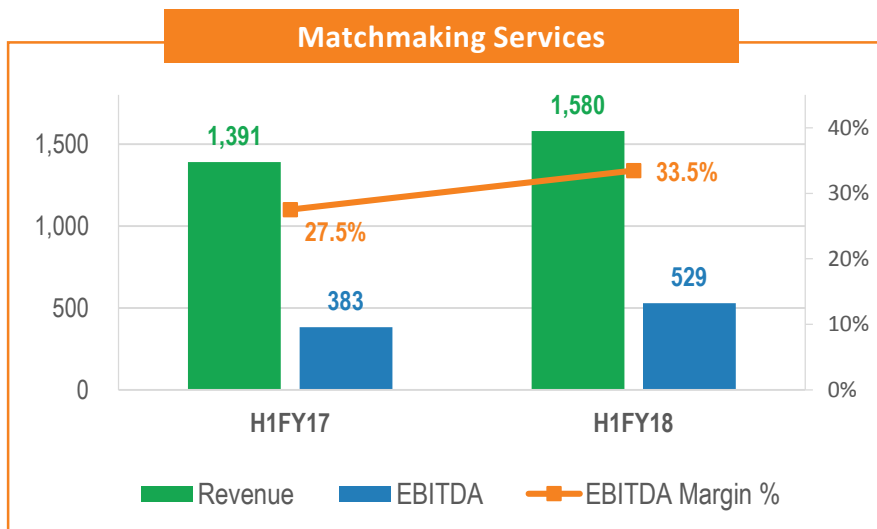
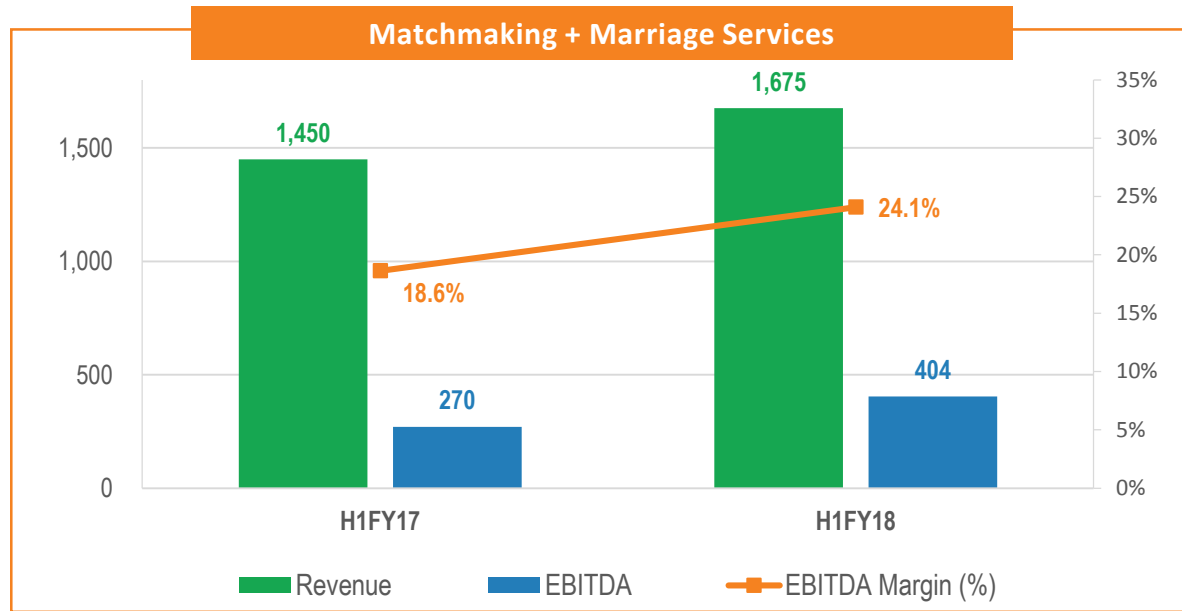


In ₹ million

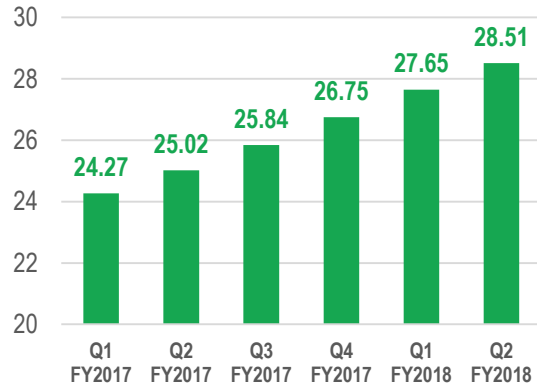


Note : Q3 and Q4 of FY17 financials as per IGAAP

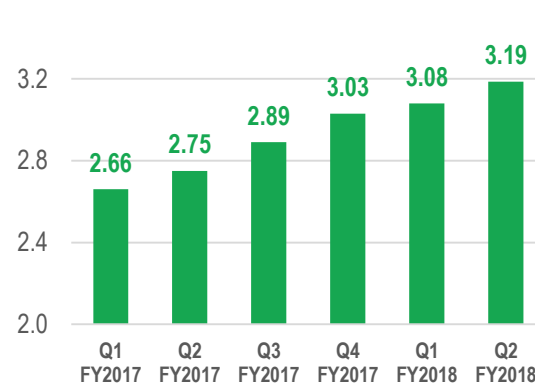
In ₹ million



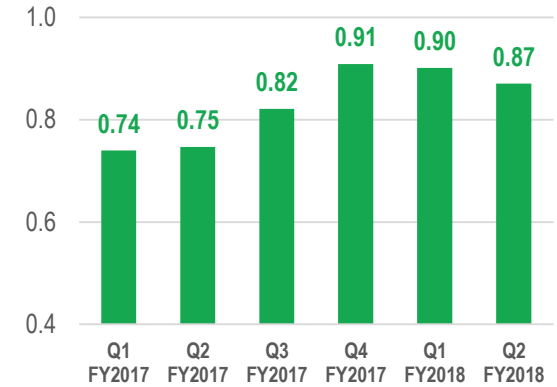
Ever Registrations (in mn)



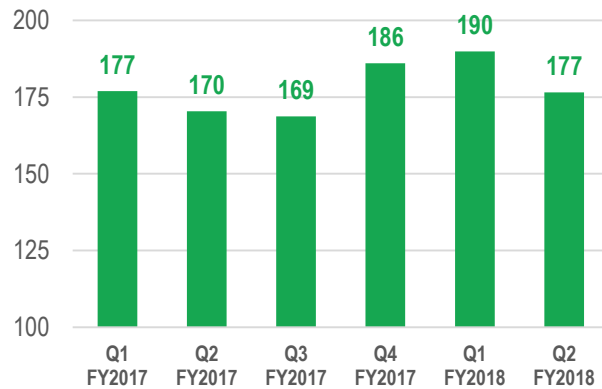
Active Profiles (in mn)



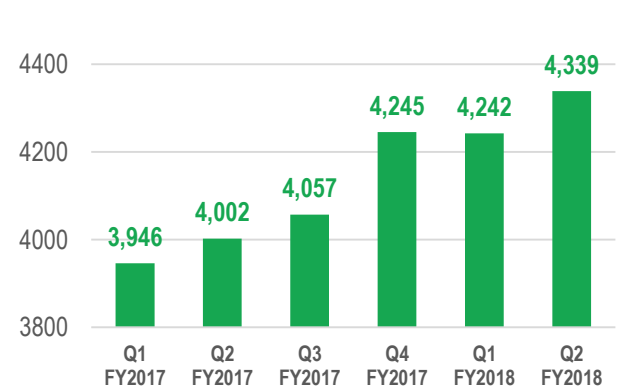
Free Registrations (in mn)



Paid Subscription (000's)



ATV (in Rs)





Company Overview

#1

Leader for Matchmaking Services ¹

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

15

Regional Matrimony sites

140

Retail Outlets

3.19mn

Active Profiles ²

28.51mn

Total registrations since January 2006 ²

459mn

Total Page Views.
More than 9x views of other sites ¹

702,000

Paid subscriptions in FY2017 ³

INR 2,929mn

FY17 Revenues
(14.7% YoY growth)

20.2%

FY17 EBITDA margin
(against 2.8% in FY16)

¹ In terms of average number of website pages viewed by unique visitors in June 2017 as per the Traffic Share Distribution data from April 2014 to June 2017 compiled by Comscore, Inc.

² As on Sept 30, 2017; ³ According to Key Business Metrics Report dated August 8, 2017 prepared by R.G.N. Price & Co



1

Large Online Matrimony Market Opportunity

2

Leading Provider of Online Matchmaking Services in India



3

Micro-Market Strategy with Targeted and Customized or Personalized Services

4

Strong Consumer Brand

5

Robust Technology and Analytics



6

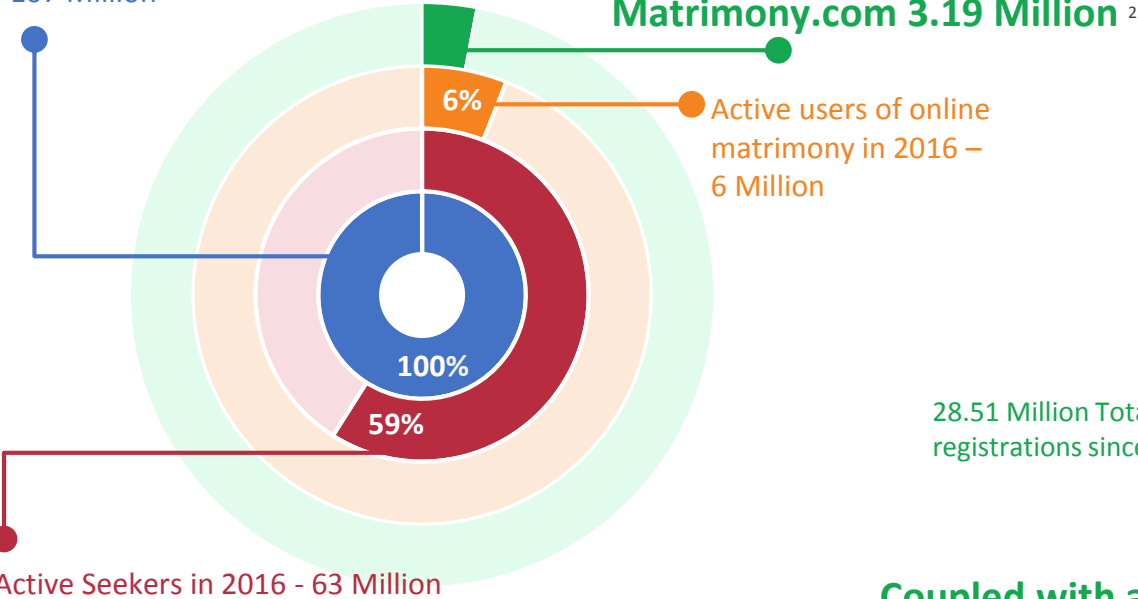
Continued Expansion into Marriage Services Segment

7

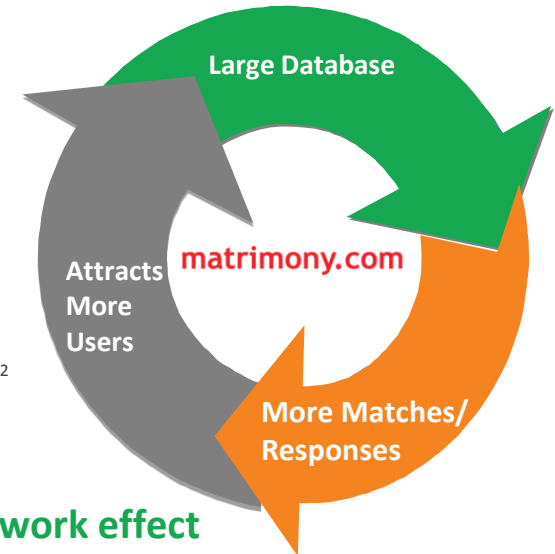
Key Business Metrics Drive Revenue Growth and Operating Leverage



Unmarried Population in 2016
107 Million ¹



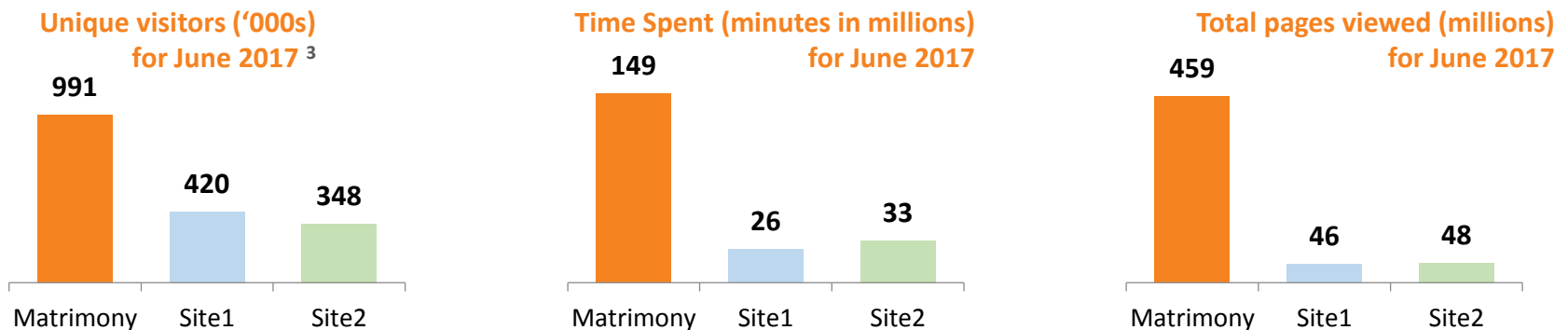
An Early Mover to Online Matchmaking services.....



28.51 Million Total registrations since 2006 ²

.... Coupled with a Network effect resulting in a large database of profiles...

.... Resulting in Market Leadership



¹ Based on "Market study of Online Matrimony & Marriage Services in India" report by KPMG dated May 4, 2017; ² As on Sept 30, 2017
³ Source: Traffic distribution data from April 2014 to June 2017 for Matrimony.com, and others compiled by ComScore.Inc

Matchmaking Services: 15 Regional Language Portals and Over 300 Community Matrimonial Sites

A range of targeted and customized products and services.....

BharatMatrimony



- Classic, Classic Advantage and Classic Premium
- Till-U-Marry
- Assisted Service

CommunityMatrimony



- Gold, Diamond and Platinum
- Till-U-Marry
- Assisted Service

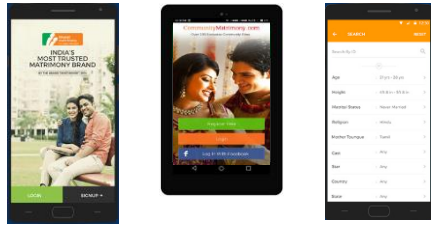
EliteMatrimony



- Gold, Blue, Platinum
- Till-U-Marry

....Catering to Customer Needs through a Layered Product Offering...

Model Developed to Cater to Unique Requirements of the Indian Market



Mobile



Website



- Achieved **6.8 million** app installs (BM)¹
- Mobile sites and mobile apps accounts for ²
 - ✓ **87%** of Profile views
 - ✓ **67%** of Personalized messages sent and received
 - ✓ **77%** of the total number of free profiles registered
 - ✓ **81%** of Express Interest messages
 - ✓ **70%** 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 consumer 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 on 30 September 2017 ;

² For the month of September 2017

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

 **matrimony**
photography.com
Professional Photography Service

- 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 in Tamil Nadu, Hyderabad and Secundrabad in Telangana, Bangalore in Karnataka and Kochi in Kerala

matrimonymandaps.com
from BharatMatrimony

A **wedding classified portal** with 50,000+ listings to connect customers with right service provider

matrimonydirectory.com
From BharatMatrimony



Featured in Limca Book of Records for record number of documented marriages online



THE BRAND TRUST REPORT
India Study 2014



2015 NASSCOM
“Certificate of
Excellence for
innovative application
of analytics for
business solution”

Bharatmatrimony.com
awarded **India’s most
trusted online
matrimony brand** by
Brand Trust Report
India Study 2014

BharatMatrimony
mobile app - **Best app
in the social category.**
Global Mobile App
Summit and Awards -
July 2016 and July
2017.



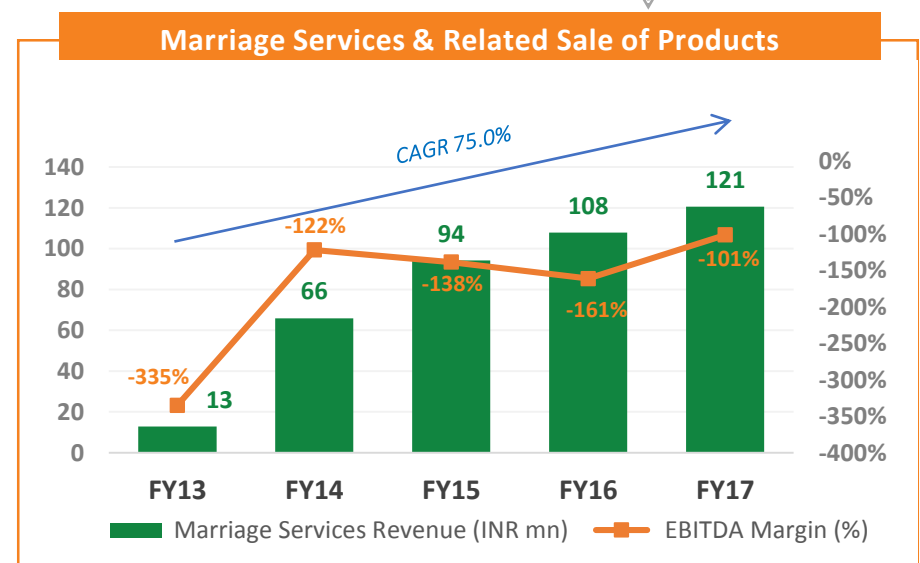
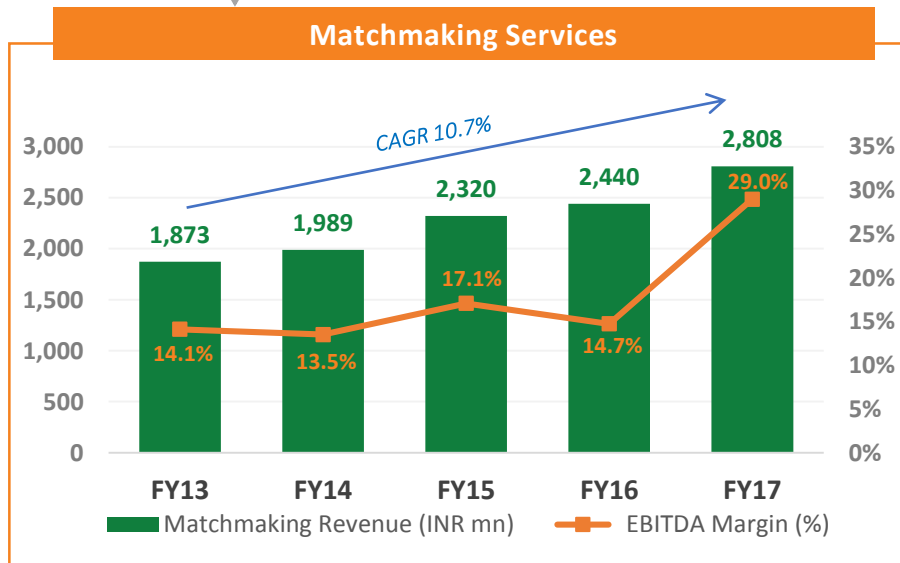
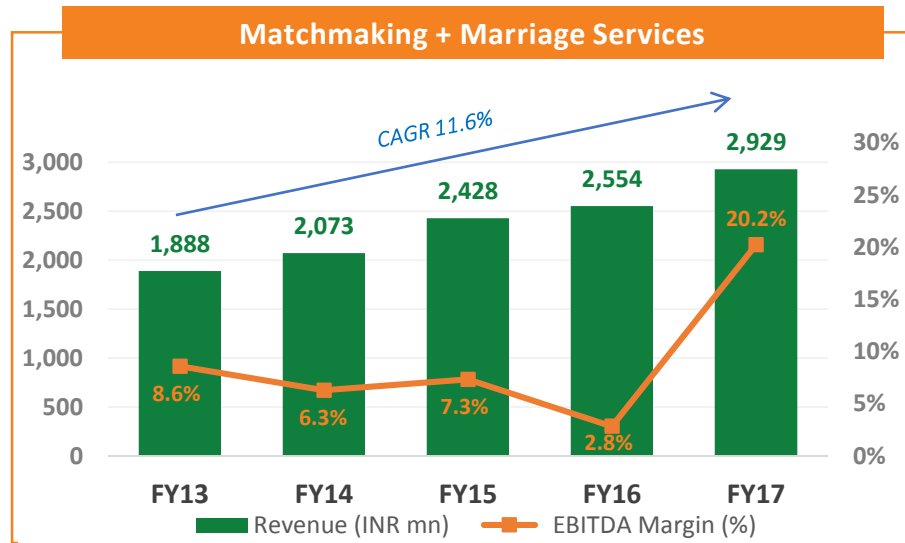
Certified as **most
used matrimonial
search website** in
2013-14 for Indian
online customers
by JUXT

Special jury mention
for **gender sensitivity**
(2013-2014) for TVC
(Bharat Matrimony-
Career) at National
Laadli Media and
Advertising Awards,
2015



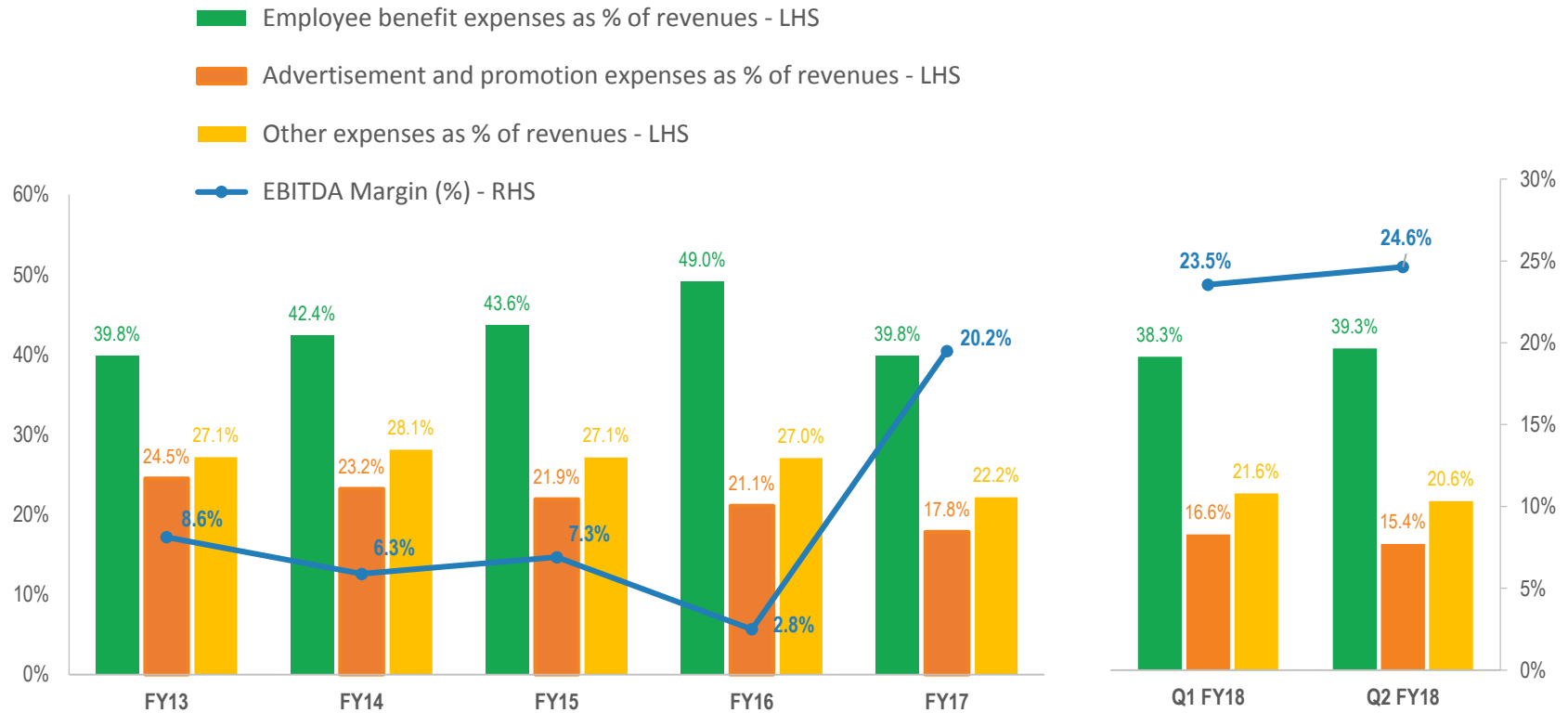
Profile authentication features such as “**Identity Trust Badge**” help in maintaining and continuously improving the quality of database further increasing consumer trust

In ₹ million



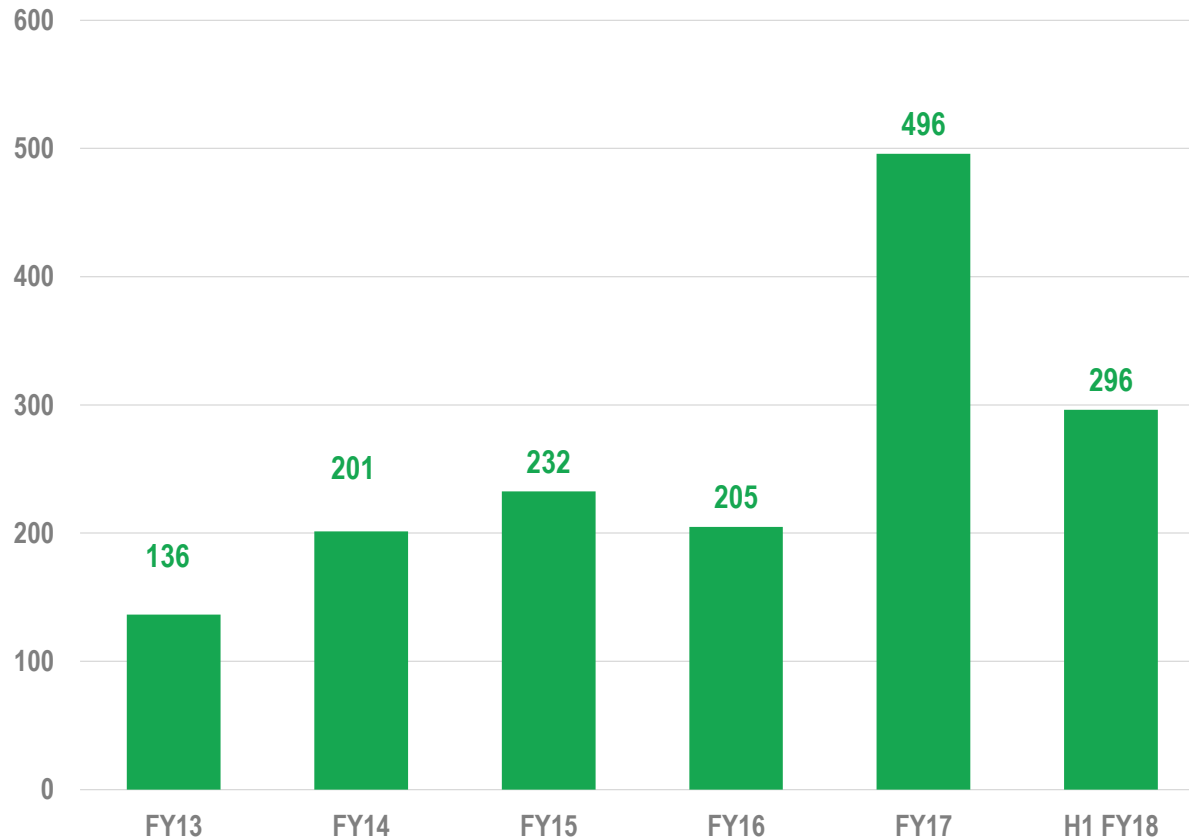
Note: 1. Financials as per IGAAP

2. CAGR (%): Calculated as $\left[\left(\frac{\text{Revenue in FY17}}{\text{Revenue in FY13}}\right)^{0.25} - 1\right] * 100$ | 3. Segment EBITDA=Segments Results + Depreciation



Fixed Costs as % of Revenues have started to taper resulting in Margin Expansion

In ₹ million



■ Cash from Operating activities before exceptional items (INR mn)

Our Growth Strategy

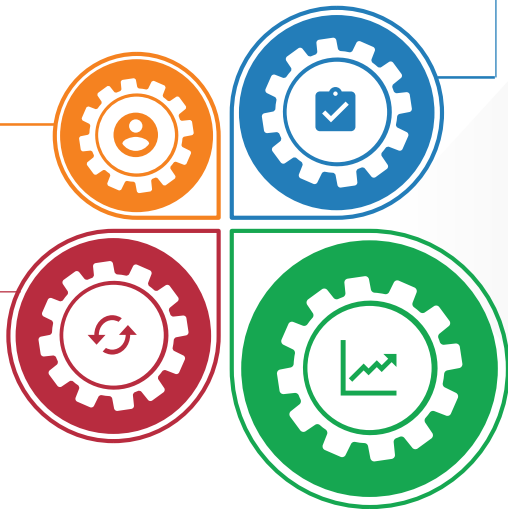
Matchmaking Growth Cycle

Profiles:

- Fueled by Increasing internet and smartphone penetration
- Social adoption & Trust

Conversion Rate:

- Continuous product improvements in online & mobile
- Leverage campaign management & Analytics



**Increased
Sales**

ATV:

- Sustained price increase due to leadership position
- Higher price packages

Our Growth Strategy



Highly Experienced Board of Directors and Management Team

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



Nikhil Khattau

Nominee Non-Executive Director

Key Managerial and Senior Management Personnel



Murugavel Janakiraman

Promoter, Chairman and Managing Director



K Balasubramanian

Chief Financial Officer



S. Vijayanand

General Manager-Company Secretary and Compliance Officer



Sanjeev Misra

Senior Vice President, Sales and Operations – Matchmaking Business



Vaasen V.

Vice President of Finance



R Chandrasekar

Chief Technology Operation and Infrastructure Officer



S. Saichitra

Chief Portal and Mobile Officer



Investor Contacts:

Vijayanand S
Company Secretary
Matrimony.com Ltd.

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Floor,
MRC Nagar, Mandaveli, Chennai - 600 028,
Tamil Nadu, India.

Phone: 044-24631500

Email: investors@matrimony.com

CIN: U63090TN2001PLC047432



matrimonydirectory.com

From BharatMatrimony

matrimonybazaar.com
from BharatMatrimony

matrimonymandaps.com
from BharatMatrimony

Premium Matchmaking Service



Professional Photography Service

Data Sheet
Matrimony.com Ltd (Consolidated)

Key Revenue Metrics

As at end of/during	Q1 FY2017	Q2 FY2017	Q3 FY2017*	Q4 FY2017*	Q1 FY2018	Q2 FY2018	Growth % Y-o-Y (Q2)	H1FY17	H1FY18	Growth % Y-o-Y (H1)
Ever Registrations (in mn)	24.27	25.02	25.84	26.75	27.65	28.51	14.0%	25.02	28.51	14.0%
Active Profiles (in mn)	2.66	2.75	2.89	3.03	3.08	3.19	15.9%	2.75	3.19	15.9%
Free Registration (in mn)	0.74	0.75	0.82	0.91	0.90	0.87	16.6%	1.49	1.8	19.2%
Average Free Registration Per Day	8,132	8,119	8,927	10,098	9,903	9,464	16.6%	8,125	9,682	19.2%
Paid Subscription (000's)	177	170	169	186	190	177	3.6%	347	366	5.5%
ATV (in Rs)	3,946	4,002	4,057	4,245	4,242	4,339	8.4%	3,973	4,289	8.0%

Key Financial Metrics

Enterprise (₹ million)	Q1 FY2017	Q2 FY2017	Q3 FY2017*	Q4 FY2017*	Q1 FY2018	Q2 FY2018	Growth % Y-o-Y (Q2)	H1FY17	H1FY18	Growth % Y-o-Y (H1)
Revenue	714	736	725	754	839	837	13.7%	1,450	1,675	15.5%
EBITDA	122	148	162	158	197	206	39.5%	270	404	49.4%
Net Profit	93	117	134	88	149	192	63.9%	210	340	62.0%
Diluted EPS (Rs.)	4.4	5.5	6.2	4.1	6.9	8.9	62.5%	9.8	15.8	60.8%
EBITDA Margin (%)	17.1%	20.1%	22.4%	20.9%	23.5%	24.6%		18.6%	24.1%	
Net Profit Margin (%)	13.1%	15.9%	18.5%	11.7%	17.7%	22.9%		14.5%	20.3%	

Segment (₹ million)	Q1 FY2017	Q2 FY2017	Q3 FY2017*	Q4 FY2017*	Q1 FY2018	Q2 FY2018	Growth % Y-o-Y (Q2)	H1FY17	H1FY18	Growth % Y-o-Y (H1)
Segment Revenue										
Matchmaking Services	685	706	700	717	790	790	12.0%	1,391	1,580	13.6%
Marriage Services	28	30	26	37	49	46	52.8%	58	95	63.8%
Total	713	736	725	754	838	836	13.6%	1,449	1,674	15.6%
Deferred Revenue (As at end of)										
Matchmaking Services	533	509	494	563	582	563	10.7%	509	563	10.7%
Marriage Services	18	18	19	19	18	16		18	16	
Total	551	527	512	582	600	579	10.0%	527	579	10.0%
Segment EBITDA										
Matchmaking Services	183	200	216	215	261	267	33.9%	383	529	38.2%
Marriage Services	(37)	(23)	(30)	(31)	(36)	(38)		(60)	(74)	
Total	146	176	186	184	225	229	29.9%	322	454	40.9%
Add: Unallocable Income	0.5	0.4	0.1	0.2	0.1	0.8		0.8	0.9	
Less: Unallocable Expenses	24	29	23	27	28	24		53	52	
EBITDA (Enterprise)	122	148	162	158	197	206	39.5%	270	404	49.4%

*Q3 & Q4 of FY17 financials as per IGAAP