


May 04, 2018

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, 2018.

The aforesaid information 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

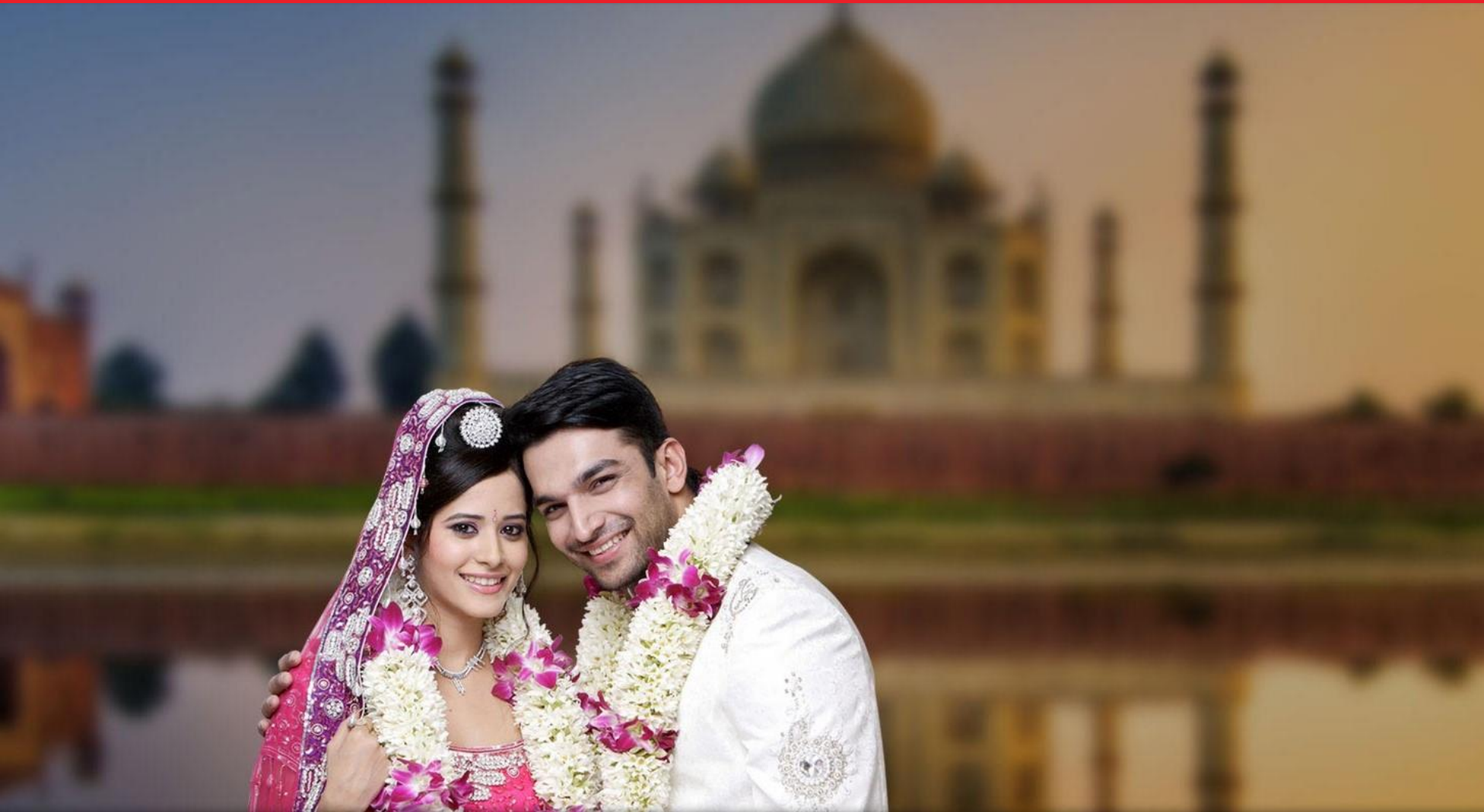


S.Vijayanand

Company Secretary & Compliance Officer

ACS: 18951

No.94, TVH Beliciaa Towers, Tower II, 10<sup>th</sup> Floor, MRC Nagar, Chennai – 600028



---

# Investor Presentation

---

May 2018

## 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.*

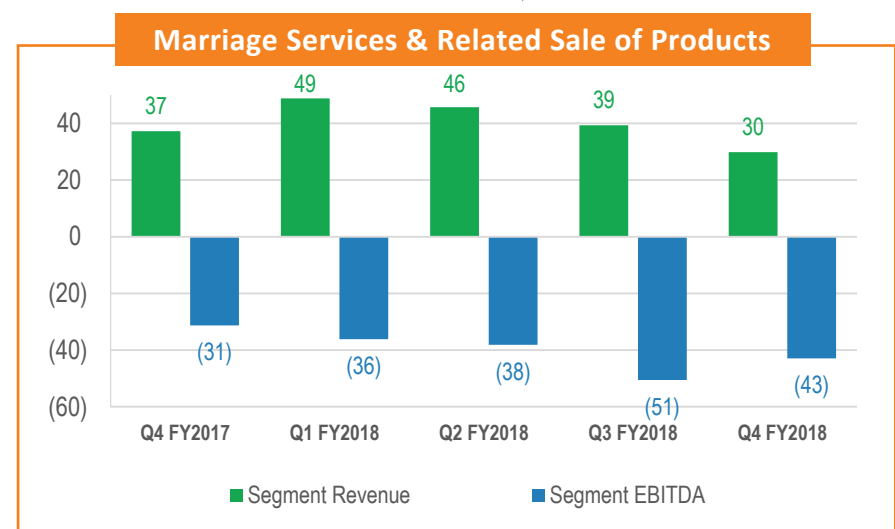
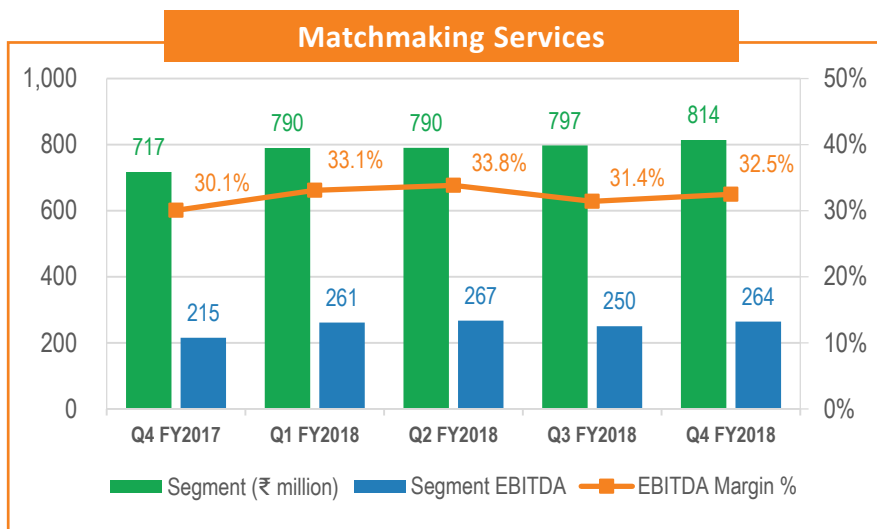
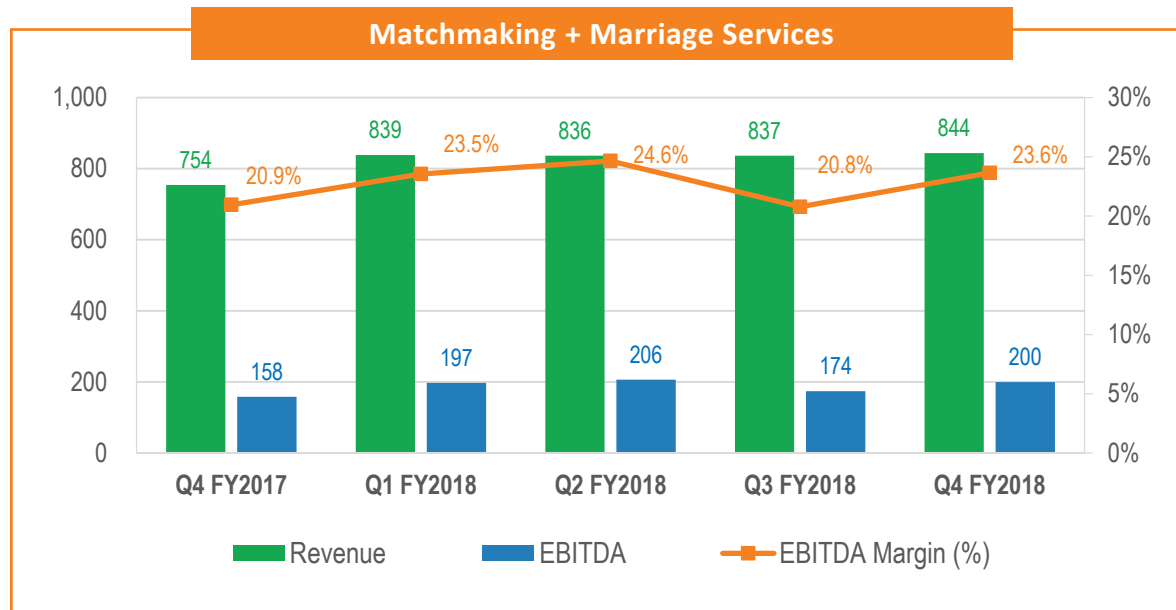
*Potential risks and uncertainties include such factors as general economic conditions, foreign exchange fluctuations, competitive product and pricing pressures and regulatory developments.*



<b>1</b>	<b>Q4FY18 Results</b>
<b>2</b>	<b>Company Overview</b>
<b>3</b>	<b>Financials</b>
<b>4</b>	<b>Growth Strategy</b>
<b>5</b>	<b>Management Team</b>

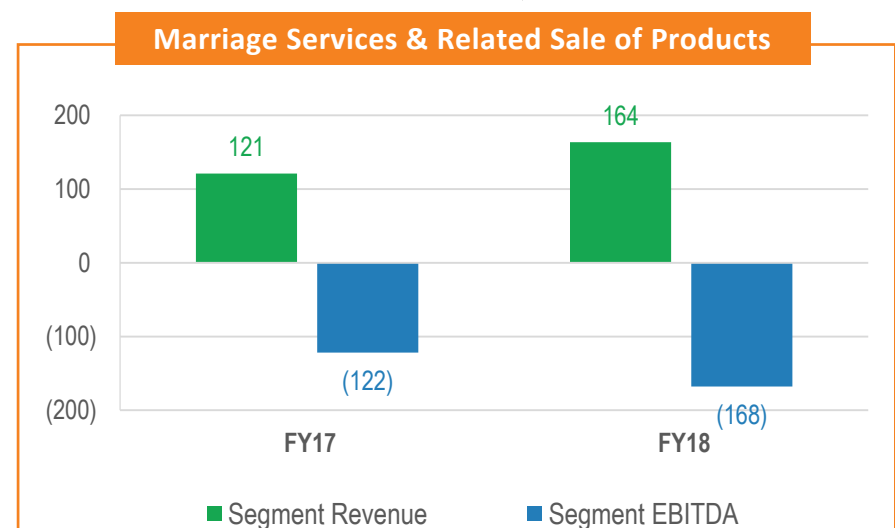
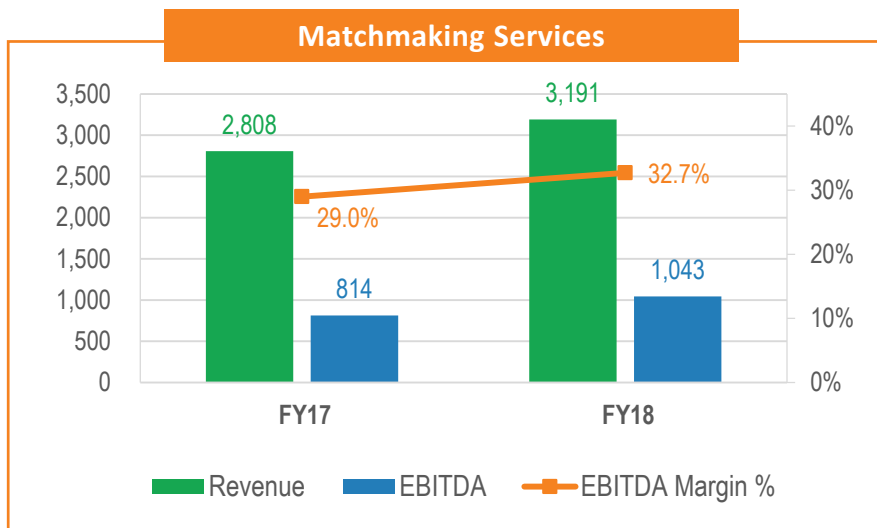
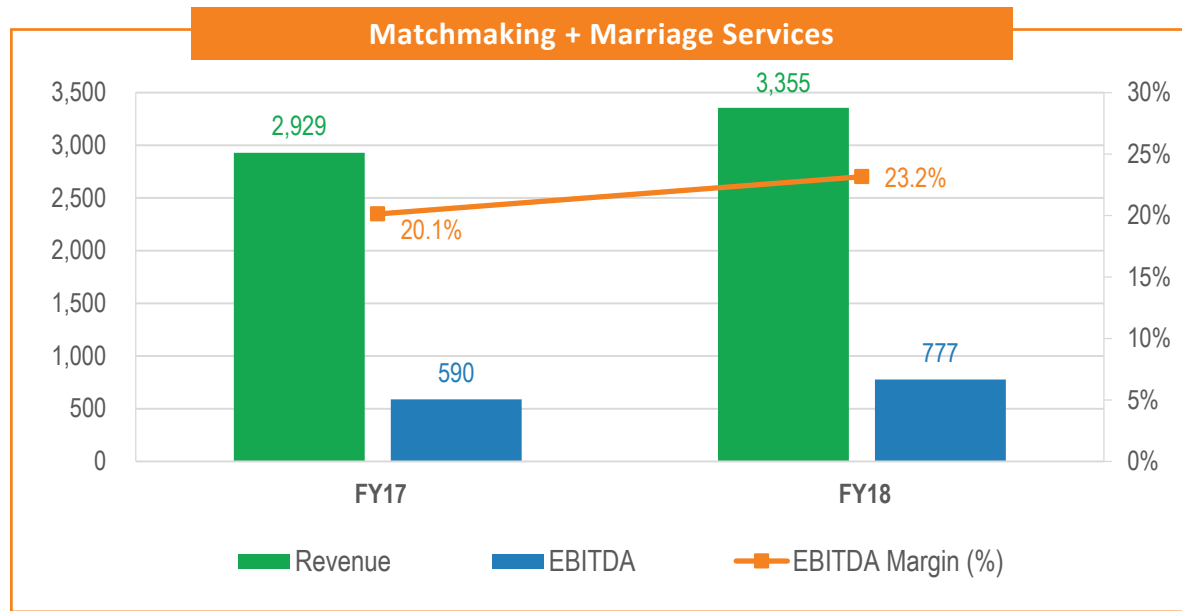


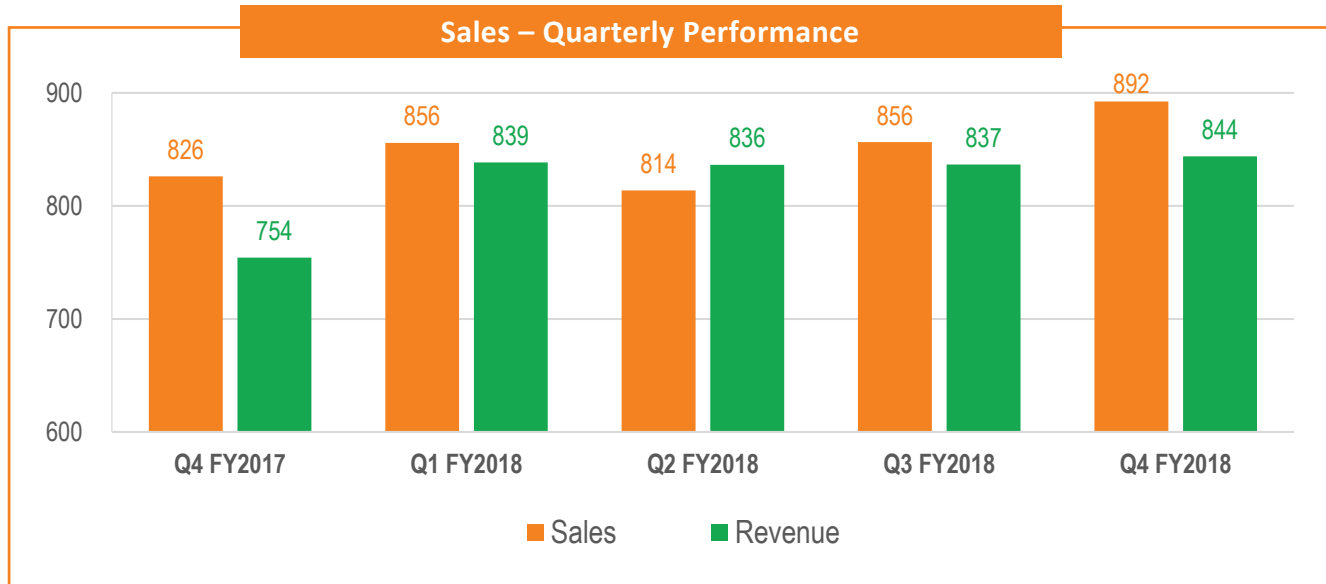
In ₹ million



Note : Q4 of FY17 financials as per IGAAP

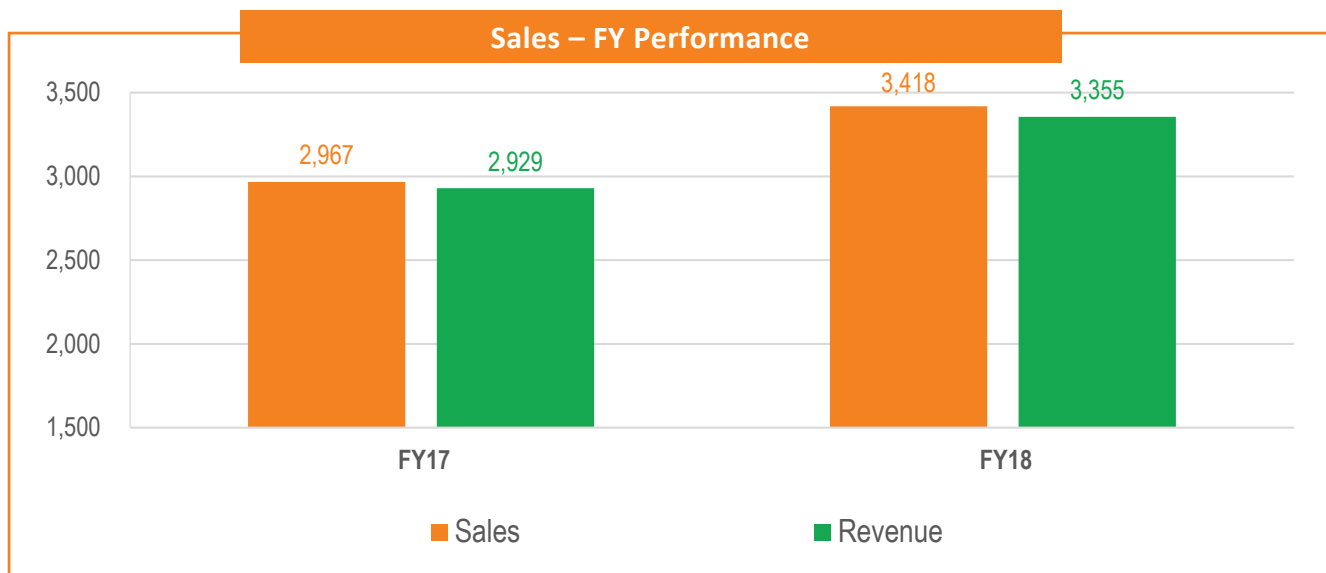
In ₹ million





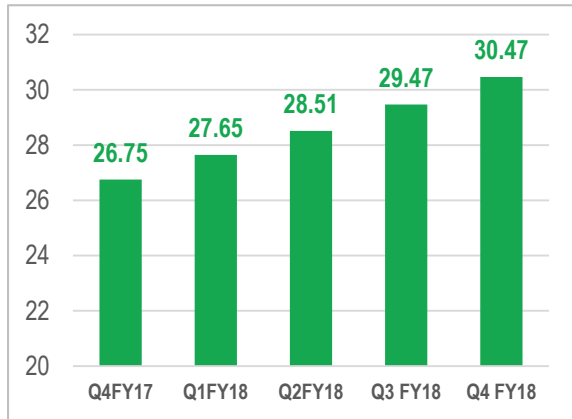
In ₹ million

**8% Y-o-Y Growth of Sales in Q4**

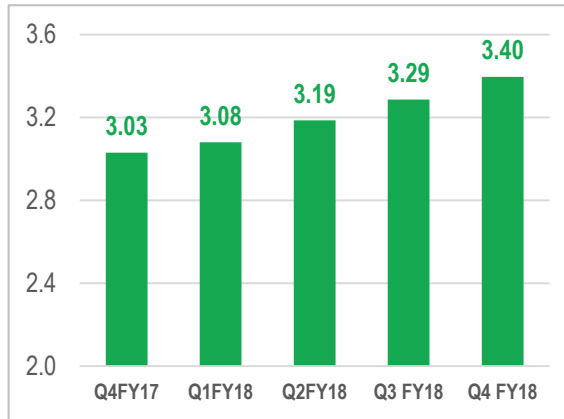


**15% Y-o-Y Growth of Sales**

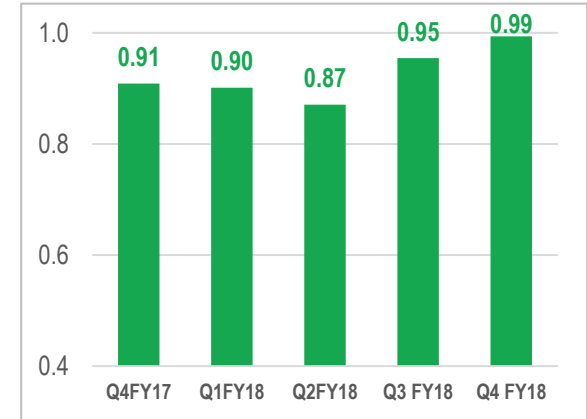
### Ever Registrations (in mn)



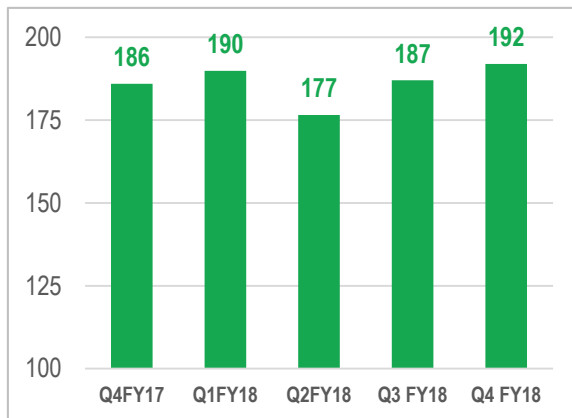
### Active Profiles (in mn)



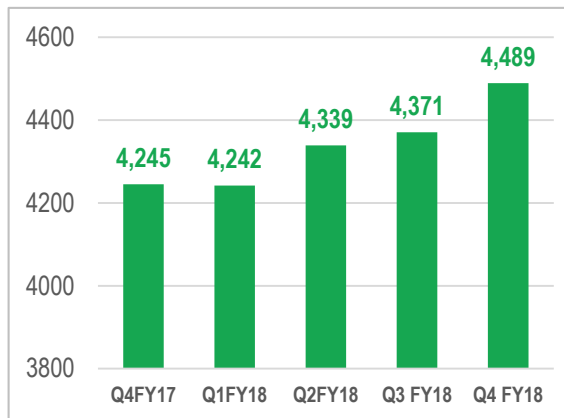
### Free Registrations (in mn)



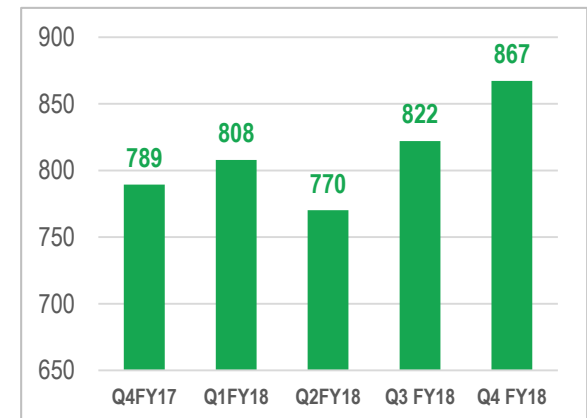
### Paid Subscription (000's)



### ATV (in Rs)



### Matchmaking Sales (in Rs mn)







---

## Company Overview

---

## #1

Leader for Matchmaking Services <sup>1</sup>

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

## 139

Retail Outlets

## 3.40mn

Active Profiles <sup>2</sup>

## 30.47mn

Total registrations since January 2006

## 459mn

Total Page Views.  
More than 9x views of other sites <sup>1</sup>

## 745,000

Paid subscriptions in FY2018

## INR 3,418mn

FY18 Sales  
(15.2% YoY growth)

## 23.2%

FY18 EBITDA margin  
(against 20.1% in FY17)

<sup>1</sup> 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.

<sup>2</sup> As on Mar 31 2018



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

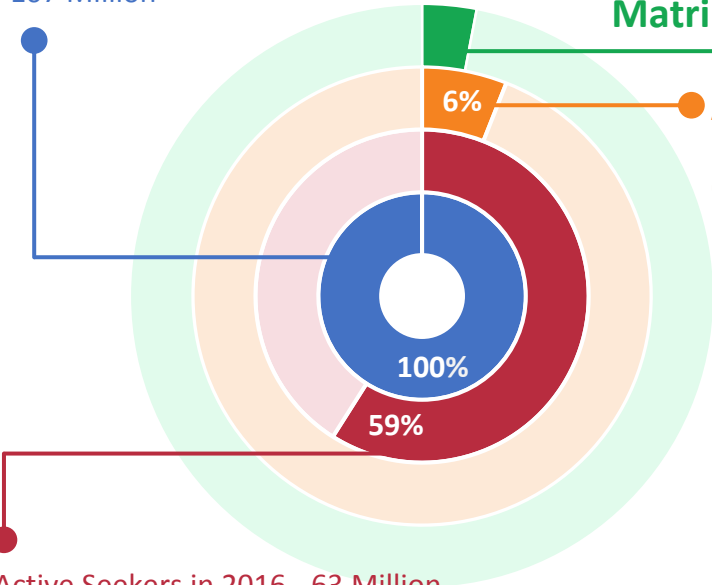
Continued Expansion into Marriage Services Segment

7

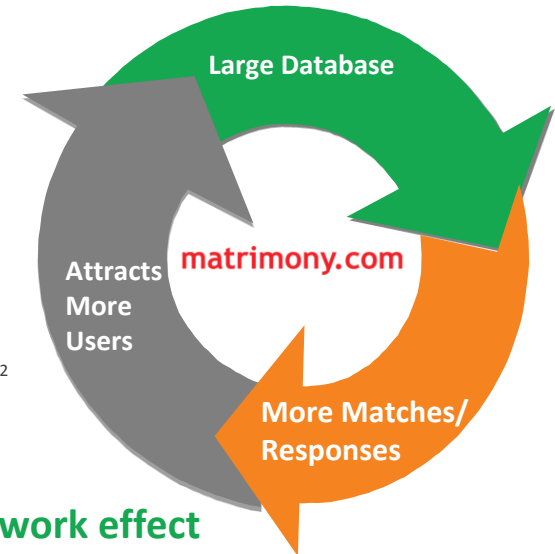
Key Business Metrics Drive Revenue Growth and Operating Leverage



Unmarried Population in 2016  
107 Million <sup>1</sup>



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

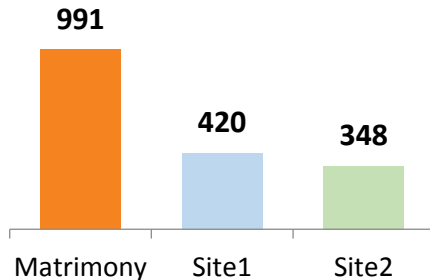


30.47 Million Total registrations since 2006 <sup>2</sup>

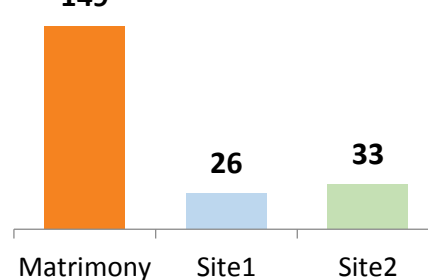
.... Coupled with a Network effect resulting in a large database of profiles...

.... Resulting in Market Leadership

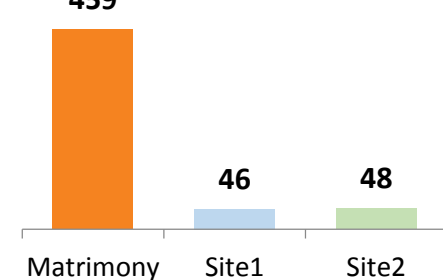
Unique visitors ('000s) for June 2017 <sup>3</sup>



Time Spent (minutes in millions) for June 2017



Total pages viewed (millions) for June 2017



<sup>1</sup> Based on "Market study of Online Matrimony & Marriage Services in India" report by KPMG dated May 4, 2017; <sup>2</sup> As on Mar 31 2018  
<sup>3</sup> 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

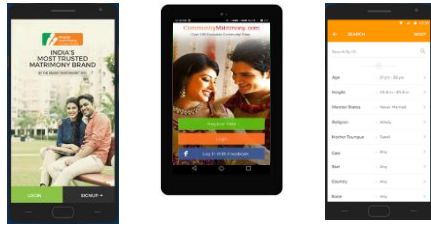
EliteMatrimony



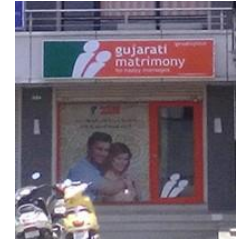
- Gold, Blue, Platinum
- Till-U-Marry

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

Model Developed to Cater to Unique Requirements of the Indian Market



Mobile



Website



- 8.4 million app installs <sup>1</sup>
- Mobile sites and mobile apps accounts for <sup>2</sup>
  - ✓ 89% of Profile views
  - ✓ 72% of Personalized messages sent and received
  - ✓ 80% of the total number of free profiles registered
  - ✓ 82% of Express Interest messages
  - ✓ 73% 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: <sup>1</sup> According to [www.androidrank.org](http://www.androidrank.org) as updated on 21 January 2018 ;

<sup>2</sup> For the month of December 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

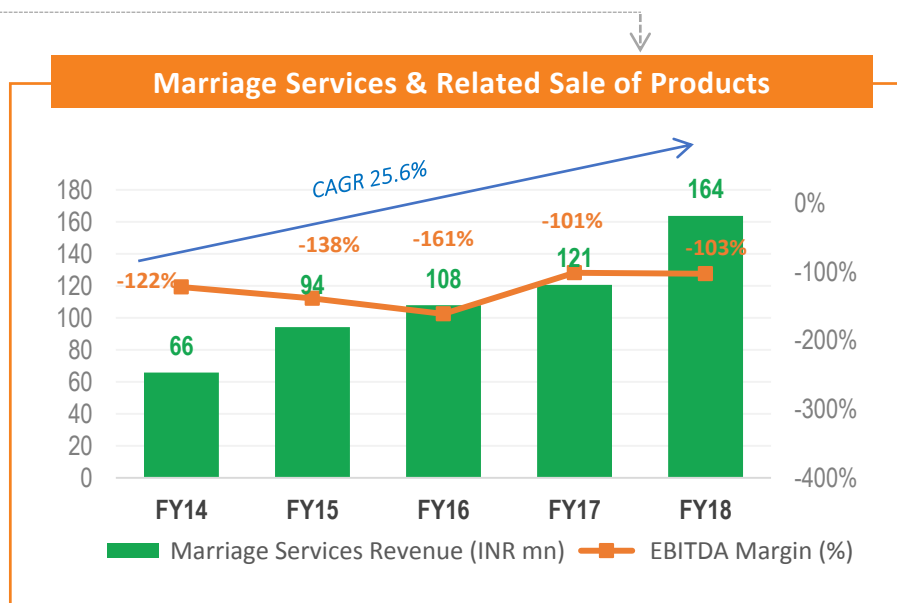
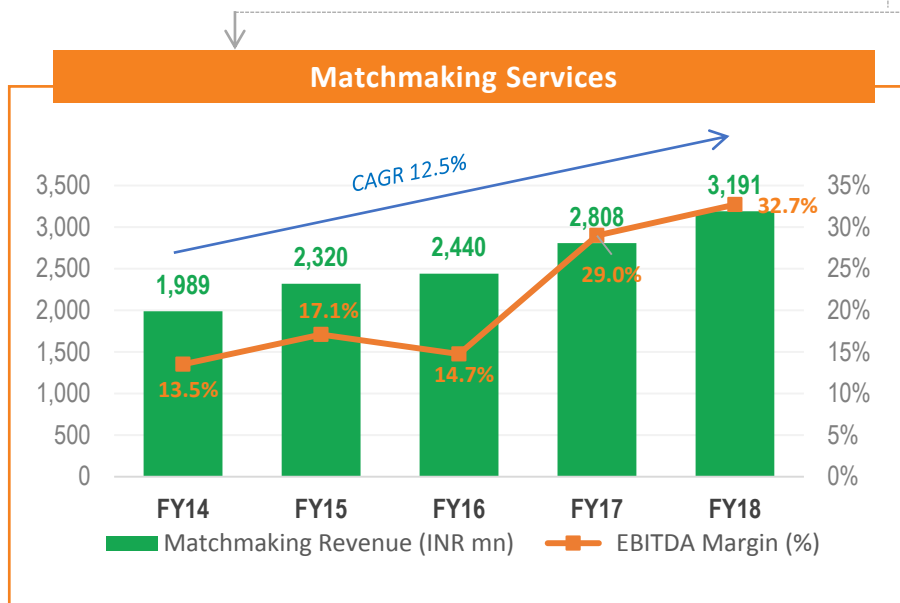
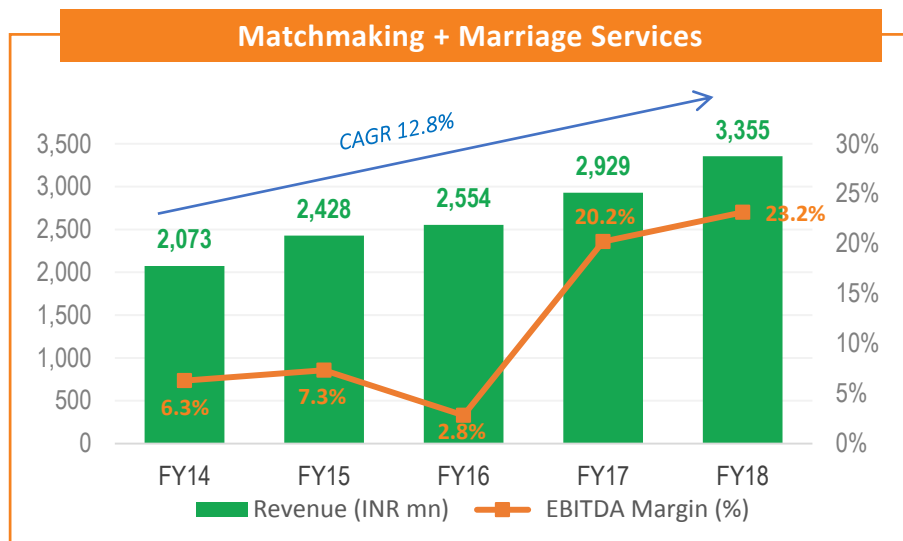
Special jury mention  
for **gender sensitivity**  
(2013-2014) for TVC  
(Bharat Matrimony-  
Career) at National  
Laadli Media and  
Advertising Awards,  
2015



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



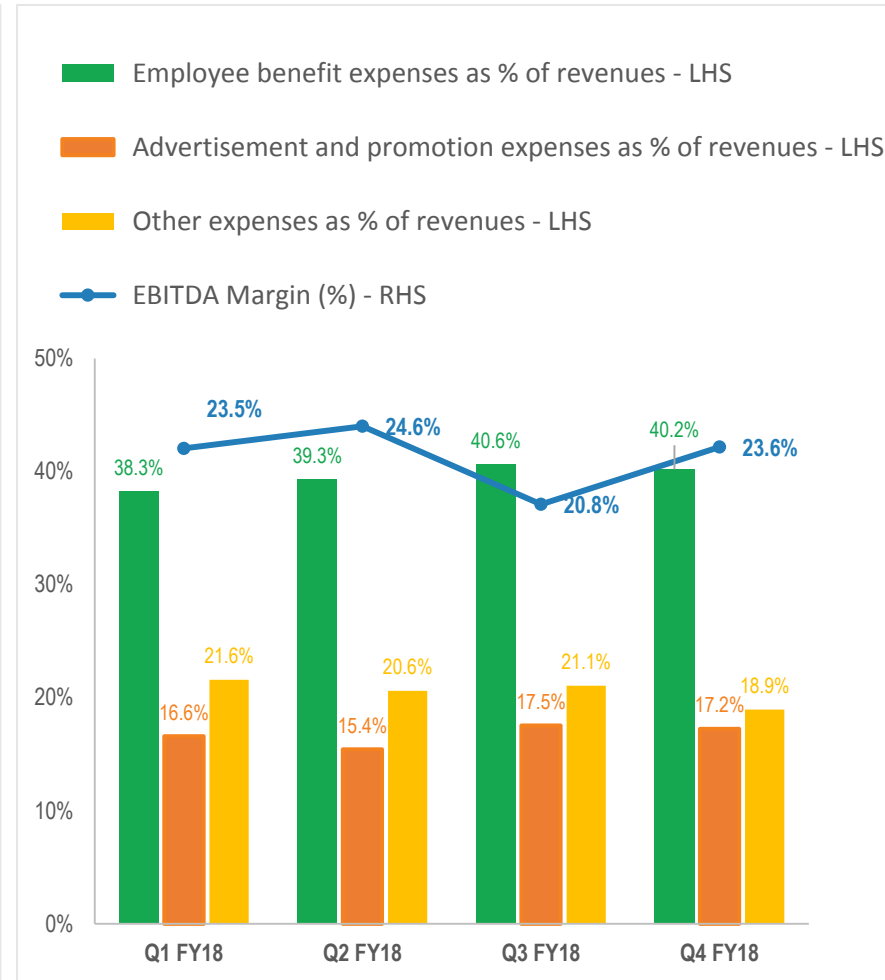
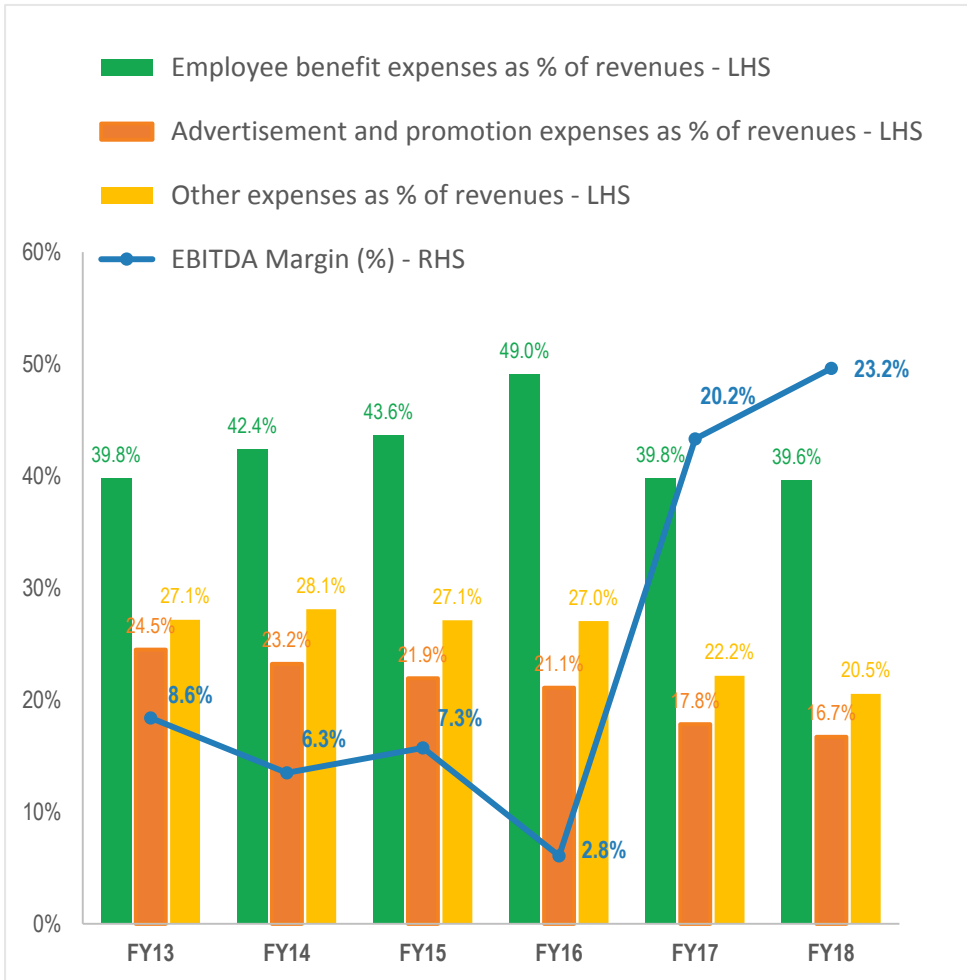
In ₹ million



Note: 1. Financials as per IGAAP

2. CAGR (%): Calculated as  $\left[\left(\frac{\text{Revenue in FY18}}{\text{Revenue in FY14}}\right)^{0.25} - 1\right] * 100$  | 3. Segment EBITDA=Segments Results + Depreciation

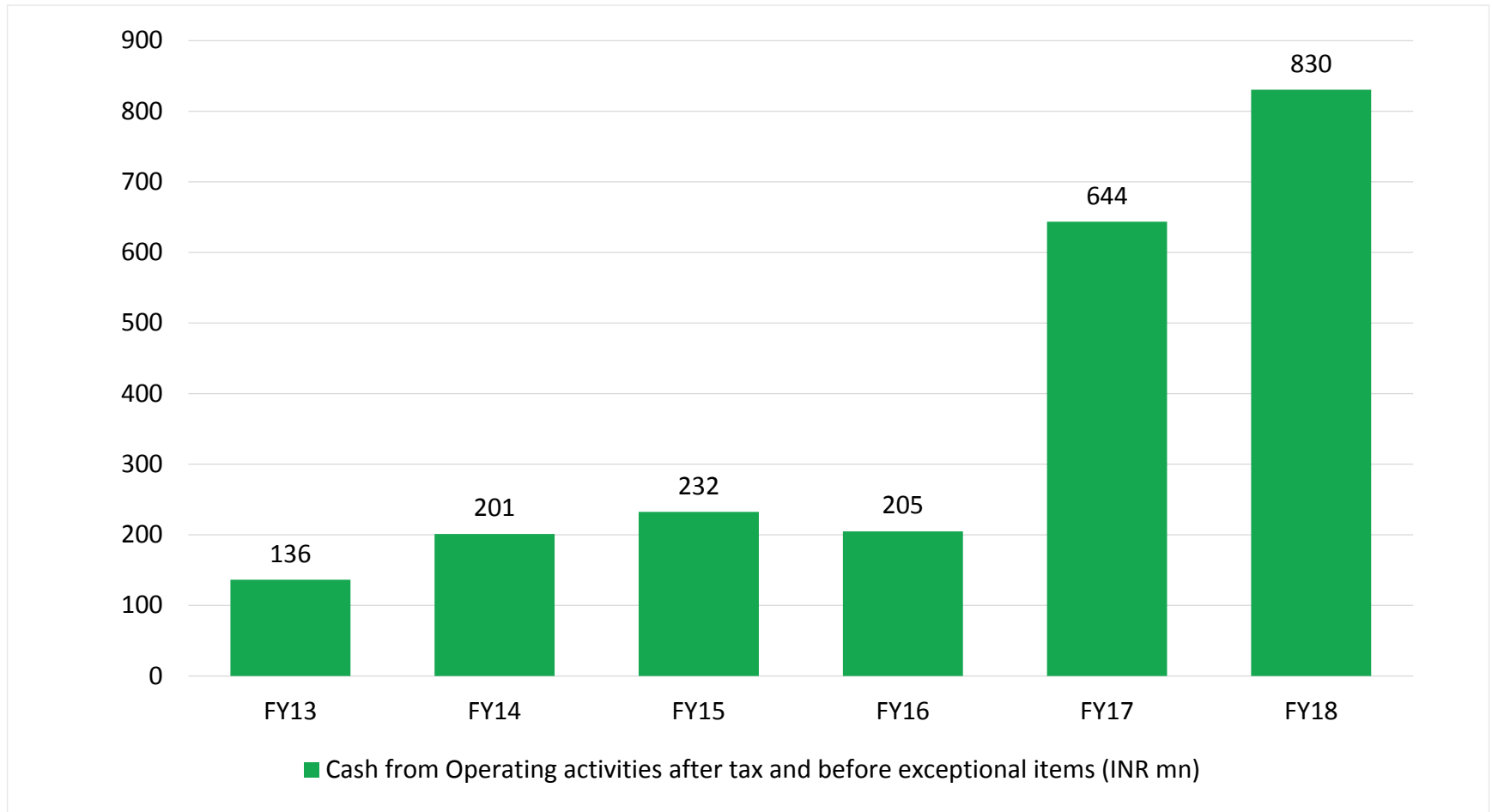
# ... Resulting in Operating Leverage



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

Note: FY13, FY14, FY15, FY16 and FY17 financials as per IGAAP

In ₹ million



# Our Growth Strategy

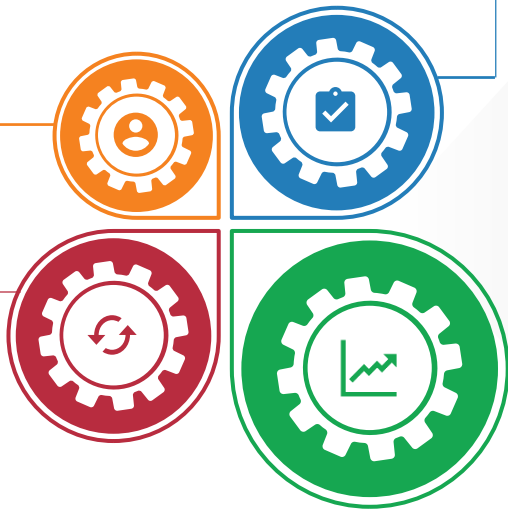
## Matchmaking Growth Cycle

### 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



1

Expand User Base

2

Continue Investments in  
Mobile Platforms

3

Drive Monetization

4

Further Strengthen Brands

5

Continue to Expand into  
Marriage Services

# 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

## 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



### **R Chandrasekar**

Chief Technology Operation and Infrastructure Officer



### **S. Saichitra**

Chief Portal and Mobile Officer



## Investor Contacts:

Vijayanand S  
Company Secretary  
Matrimony.com Ltd.

No: 94, TVH Beliciaa Towers, Tower 2, 10th  
Floor,  
MRC Nagar, Mandaveli, Chennai - 600 028,  
Tamil Nadu, India.

Phone: 044-24631500

Email: investors@matrimony.com

CIN: U63090TN2001PLC047432



[matrimonydirectory.com](http://matrimonydirectory.com)

From BharatMatrimony

[matrimonybazaar.com](http://matrimonybazaar.com)  
from BharatMatrimony

[matrimonymandaps.com](http://matrimonymandaps.com)  
from BharatMatrimony

Premium Matchmaking Service



Professional Photography Service