

May 16, 2022

~~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 year ended March 31, 2022.

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, 5<sup>th</sup> Floor,**  
**MRC Nagar, Raja Annamalaipuram**  
**Chennai – 600028**



Investor Presentation | May 2022



▶ 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.

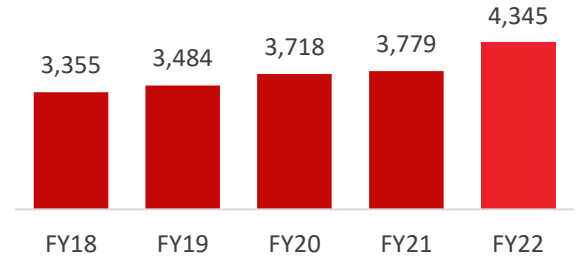
▶ Pioneer and leader in the Indian online matchmaking space.

▶ 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.

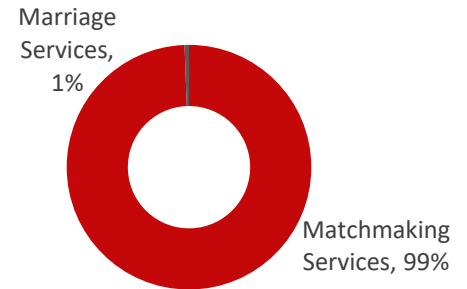
▶ Forward integrated into providing marriage services by aspiring to become a one stop shop for our customers in an asset light vendor platform for venue bookings, catering, decorations, etc.

▶ The market cap of the company as on 31st March 2022 ~ INR15,262 Mn

## Consolidated Revenue Growth (INR Mn)



## Business Mix -FY22



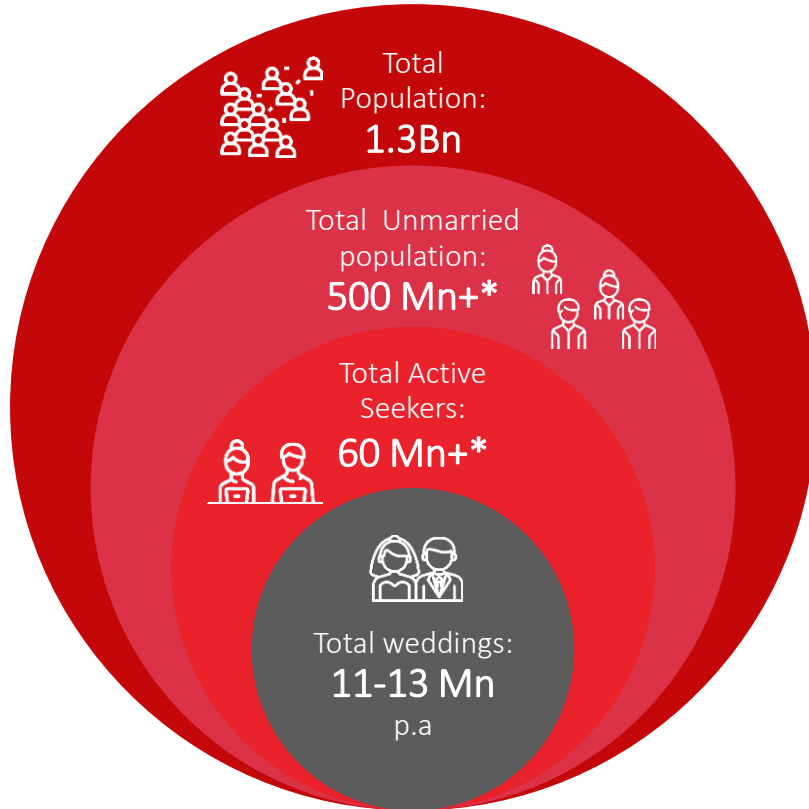


# Our Leadership Position





## 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)

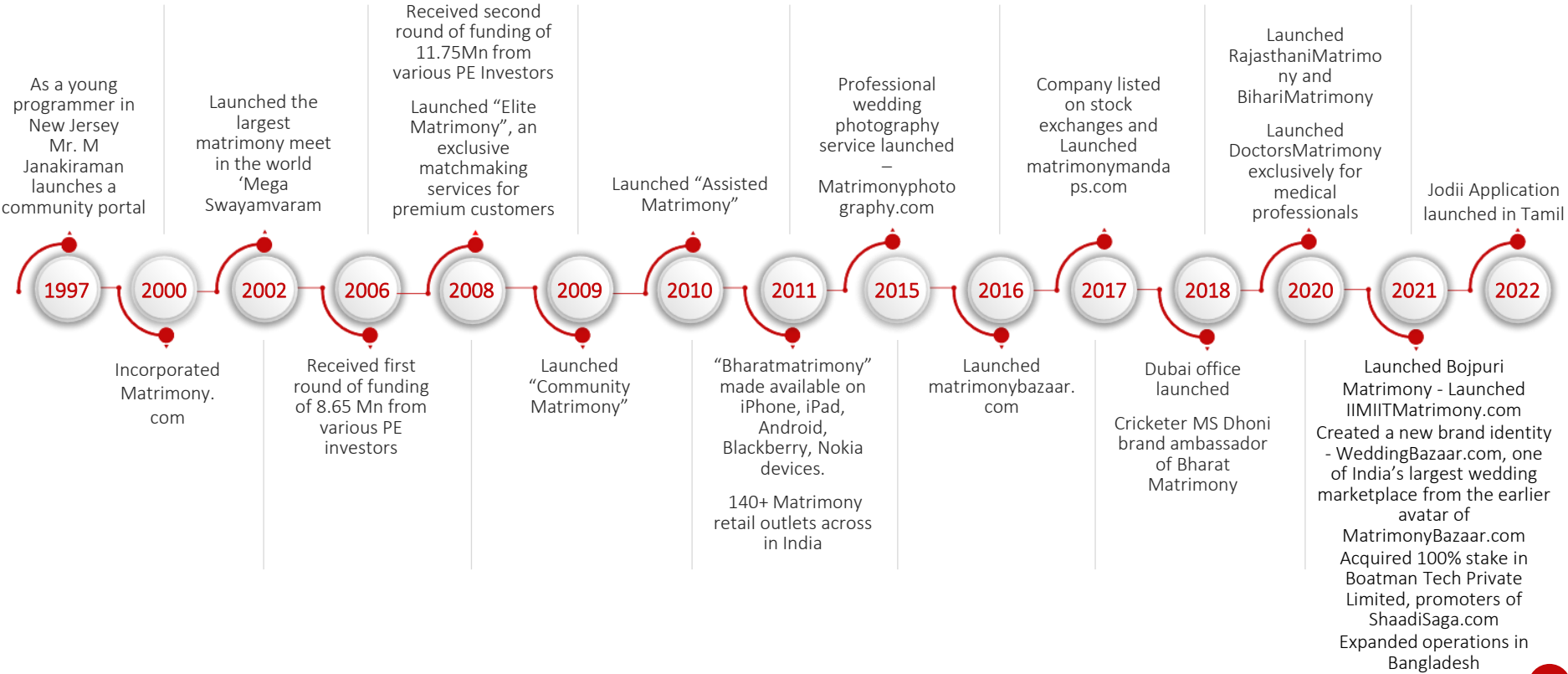
\* World Bank, Census, Medium.com, KPMG report, Indian Express, Statista, Company Sources

# COMPANY OVERVIEW





# Notable milestones over the last 22 years





**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 Creagis, 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, Jamsedpur ● 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



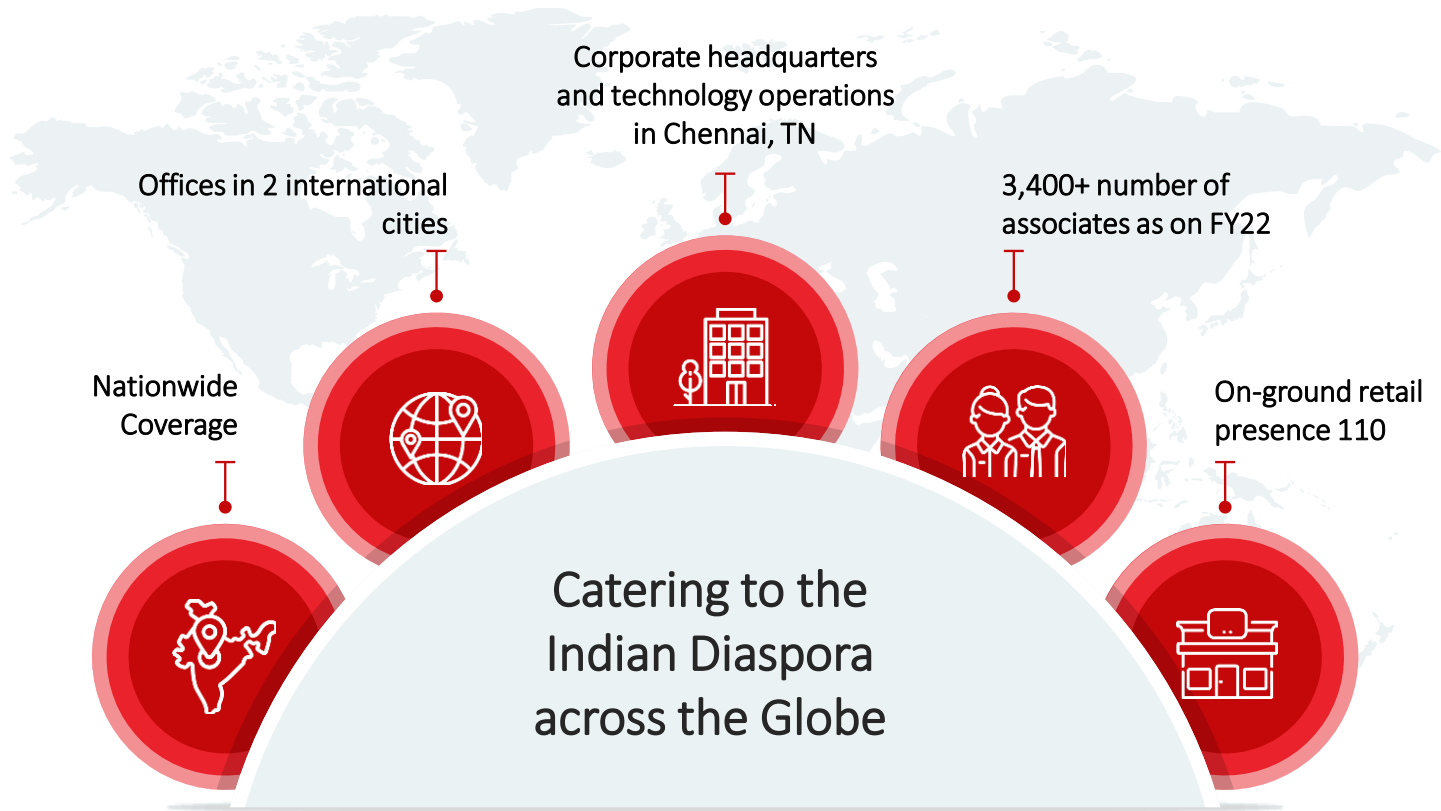
Matrimony.com featured in ET India growth champions list, 2020



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



# BUSINESS OVERVIEW





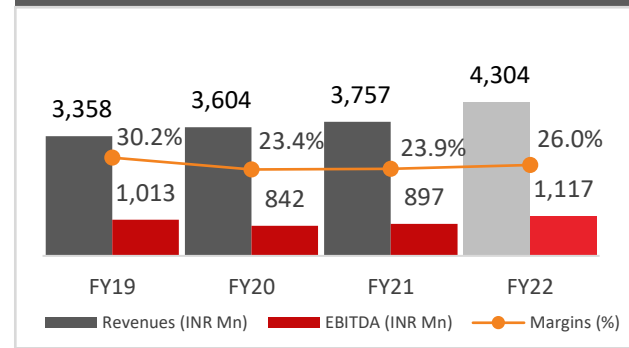
▶ Matrimony.com has the largest number of matchmaking online platforms to suit a person's choice and preference

▶ 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

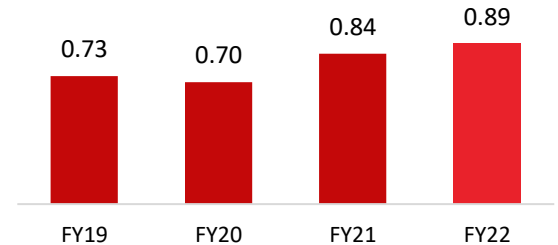
▶ Dominant market share in Southern India

▶ Pioneer in Community based, Assisted and Elite Matrimony services

## Matchmaking Performance



## Paid Subscription (in Mn)



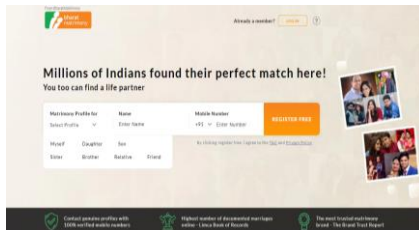


Launched in the year 2000, BharatMatrimony is the flagship brand of Matrimony.com

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



### Key features

- 300+ Community sites
- Flexible subscription packages for 3,6 & 12 months

95% of Indians get married within their own community\*

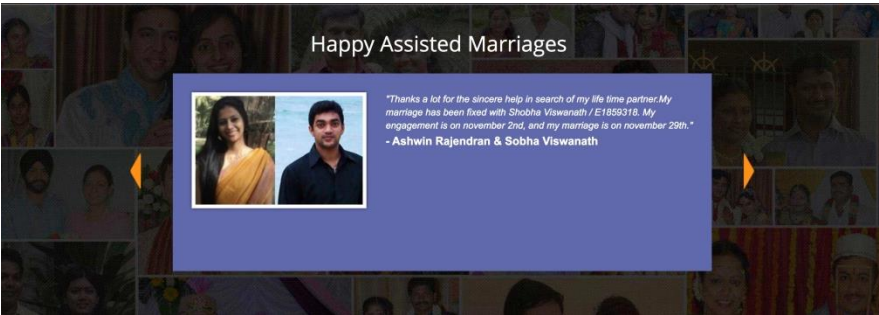
CommunityMatrimony.com is an exclusive matrimony platform consisting of over 300 different community websites

It has been further sub-divided into categories like ChristianMatrimony, MuslimMatrimony, SikhMatrimony, JainMatrimony, AgarwalMatrimony, YadavMatrimony, MarathaMatrimony, etc. Added IIMIITMatrimony and DoctorsMatrimony services.



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

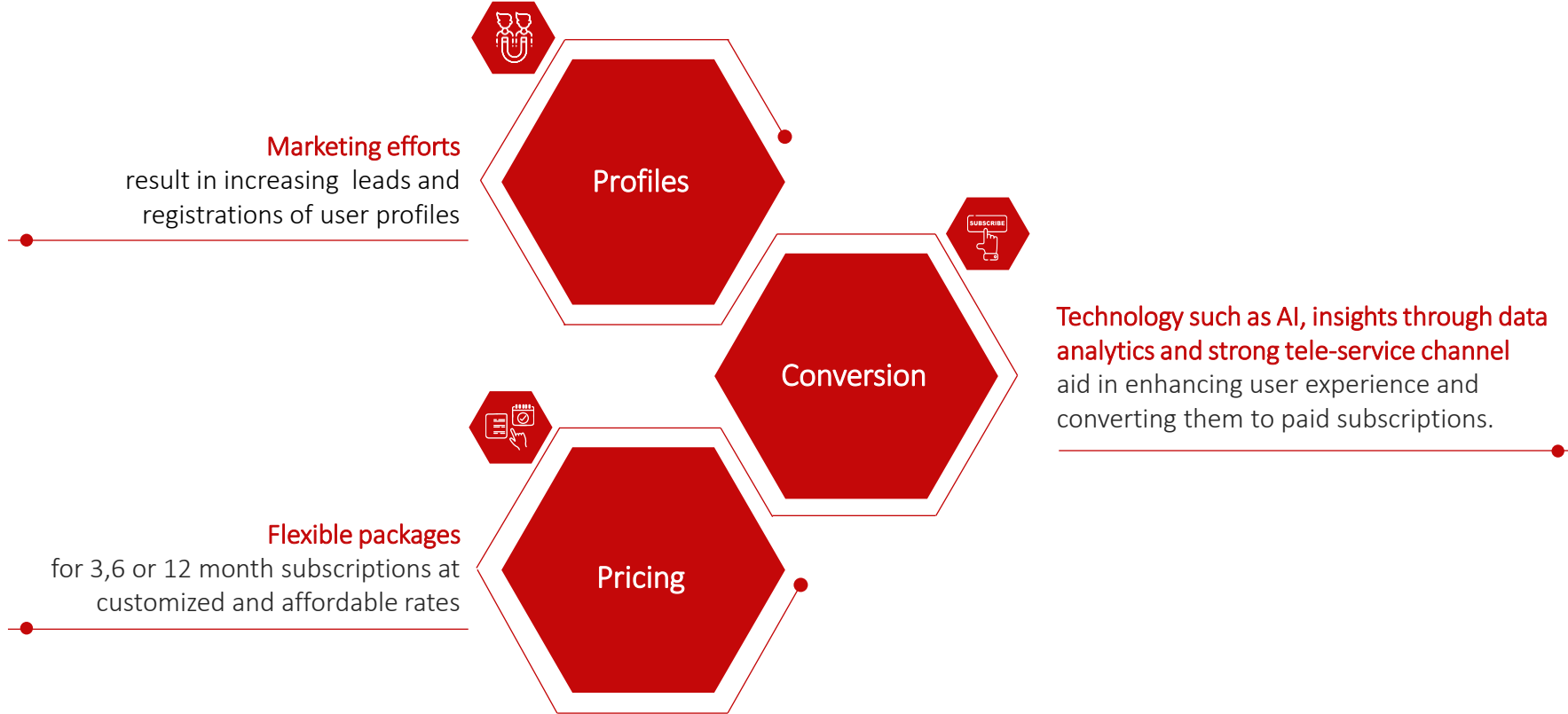
Involves matchmaking services supported by relationship managers who provide personalized assistance to subscribed users. Relationship managers contact the prospects on behalf of the customer after taking the customer's consent and facilitate communication and meetings based on mutual interest.

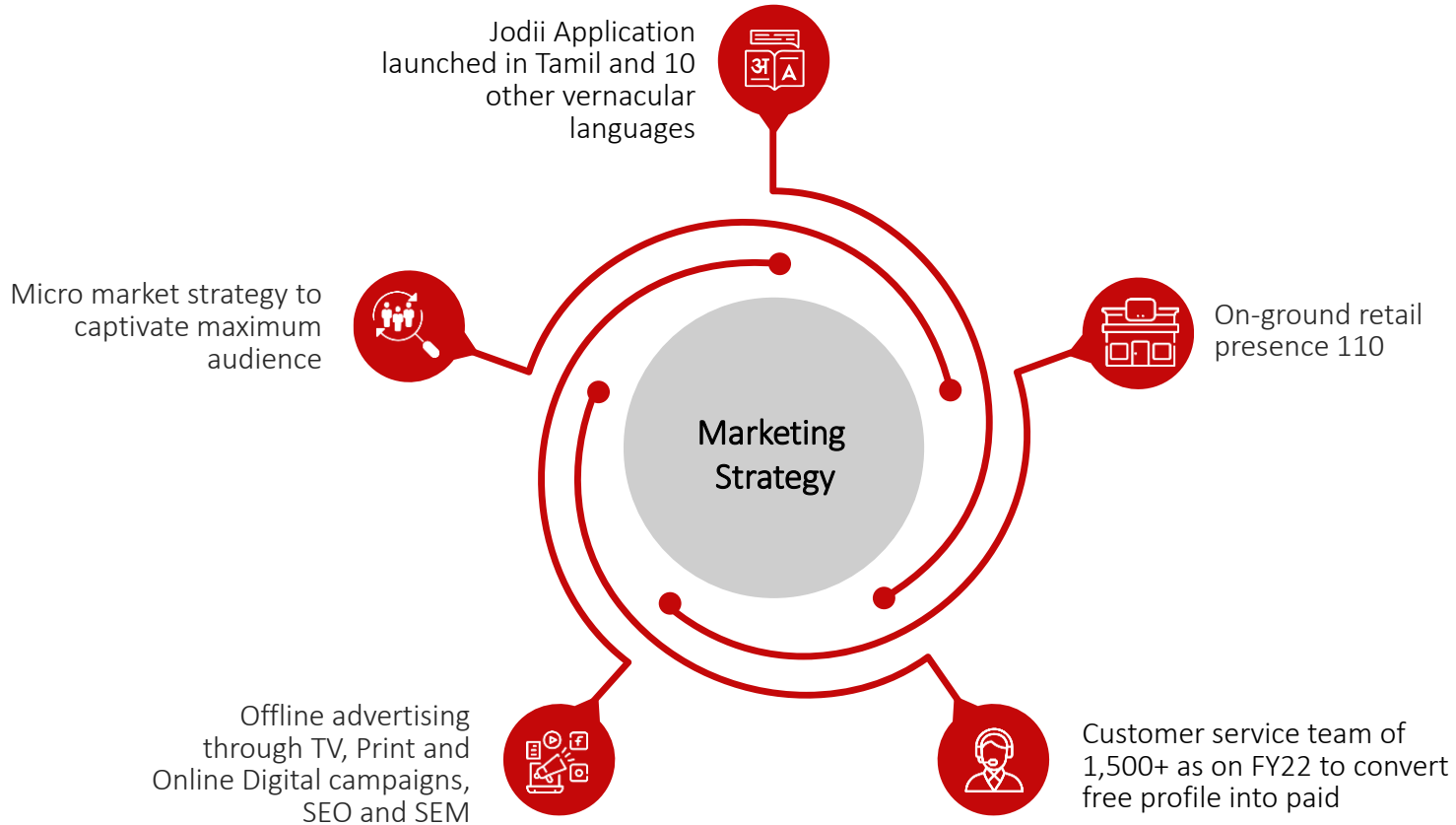


- From BharatMatrimony

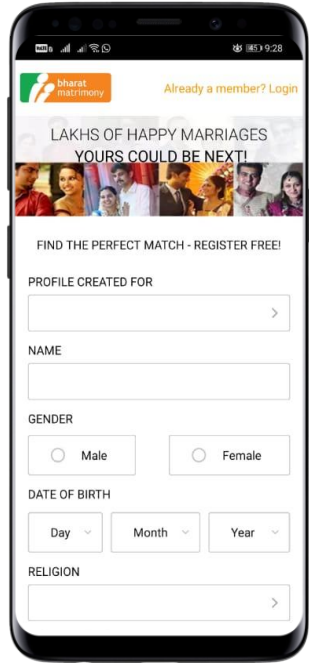


Elite Matrimony – A personalized matchmaking service for the affluent.









## 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



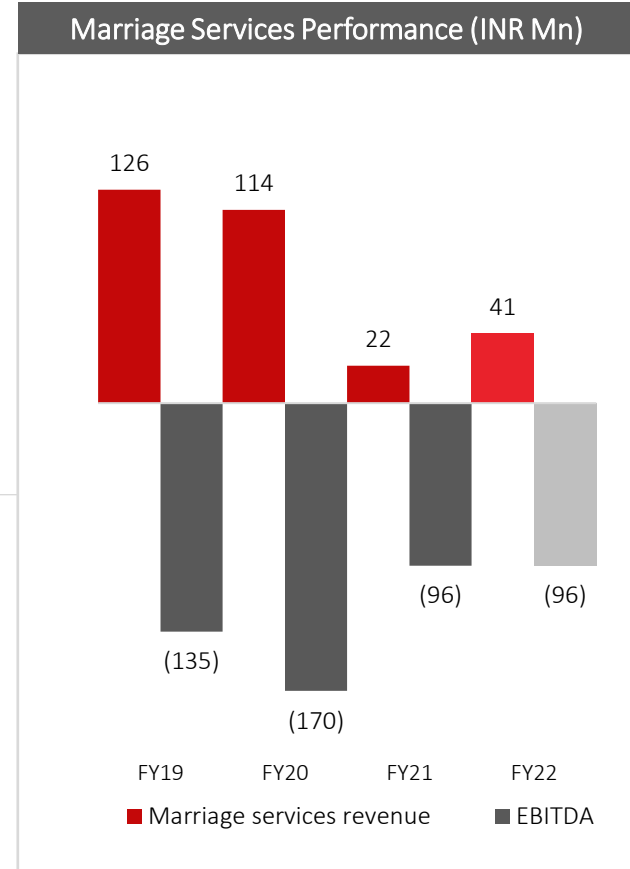
## WeddingBazaar

Online marketplace providing wedding-related services whereby 75,000 vendors, catering and decoration, etc. are listed, more than 18,000 weddings planned.

**mandap.com**  
from BharatMatrimony

## Mandap

A wedding venue booking platform with more than 25,000 mandaps, banquet halls, convention halls, etc.



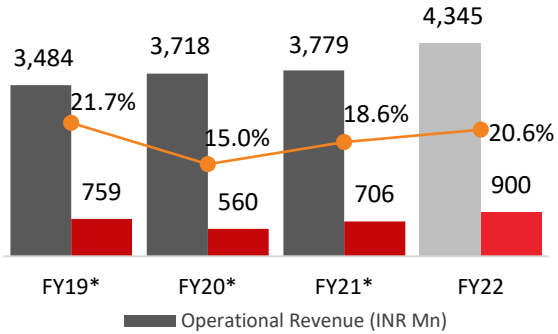
\* Restated as per IndAS 116

# FINANCIAL OVERVIEW

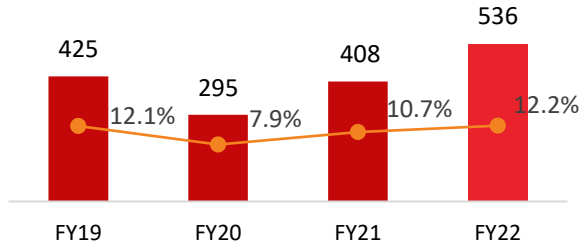




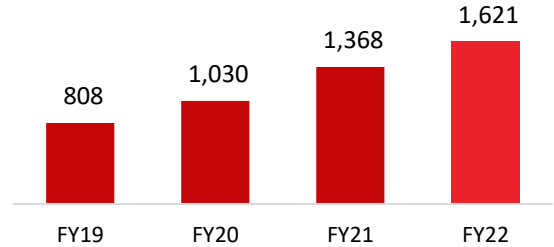
## Consolidated Performance



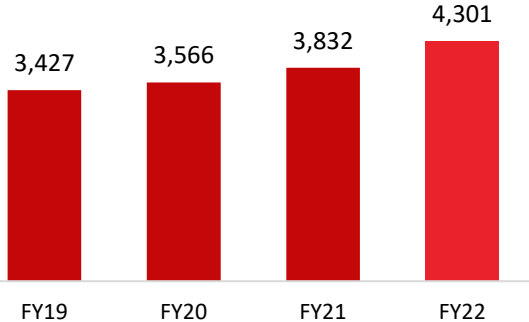
## Net Profit (INR Mn) and PAT Margins (%)



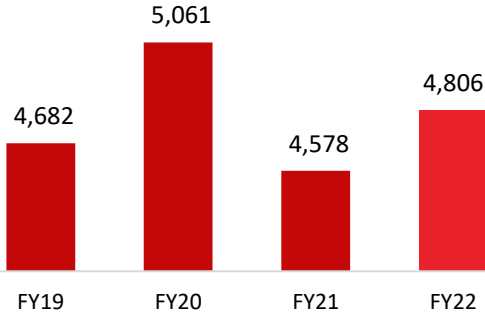
## Marketing Expense (INR Mn)



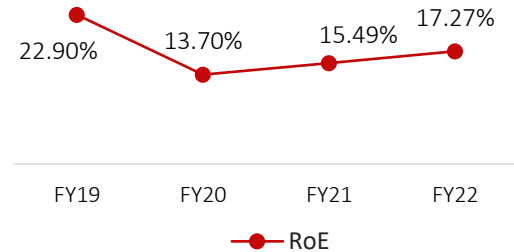
## Matchmaking Billings (INR Mn)



## ATV (INR)

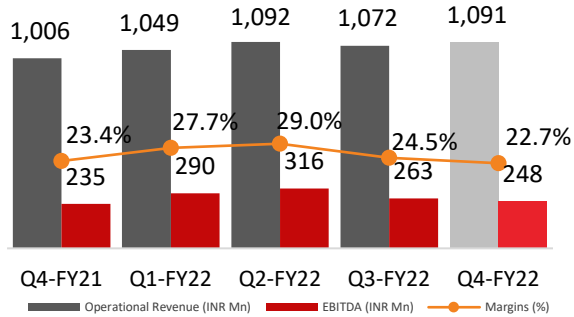


## RoE (%)

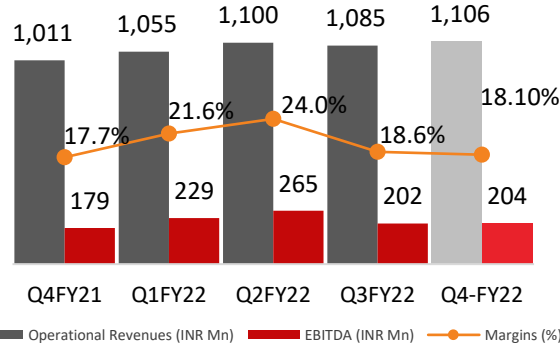




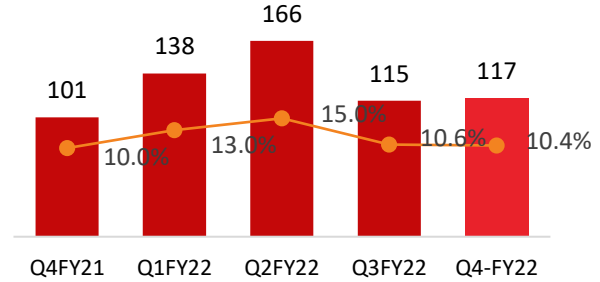
## Matchmaking Performance



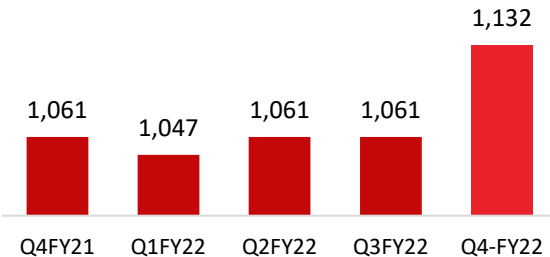
## Consolidated Performance



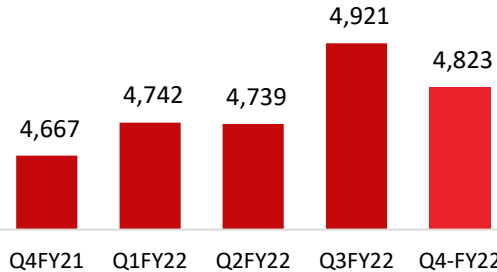
## Net Profit (INR Mn) and PAT Margins (%)



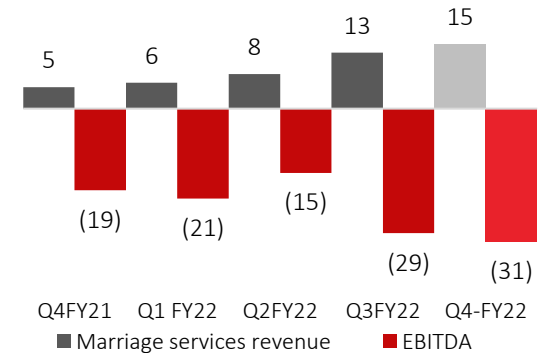
## Matchmaking Billings (INR Mn)



## Matchmaking ATV (INR)



## Marriage Services Performance (INR Mn)





Consolidated Billings

**INR 1,151 Mn**  
Revenues

**INR 1,106 Mn**

Matchmaking Billings

**INR 1,132 Mn**  
Revenues

**INR 1,091 Mn**

**0.23 Mn**  
paid Subscriptions

Average transaction value for the matchmaking  
business

**4,823 INR**

**24,000+ success stories created**

Consolidated Q4 Revenues were INR 1,106 Mn which is a 9.4% y/y growth. Consolidated Revenues for the full year was INR 4,345 Mn, which is a good 15% growth

Added 2.34 lakhs paid subscriptions during the quarter (growth of 8.8% q/q and 3.1% y/y)

Added 8.94 lakhs paid subscriptions during the year (growth of 6.8%)

24,000+ success stories in Q4 taking the total to 104,000+ success stories in FY22.

Excluding marketing expenses, our margins in matchmaking are at 63% in FY22 as compared to 60% in FY21, due to increased revenue and operational efficiencies

Our free cash generation has been robust at INR 170 Mn for the quarter and INR 600 Mn for the year and our cash balance is at INR 3,340 Mn.

Recommended a final dividend of 100% (INR 5 per equity share of par value of INR 5 each), subject to the approval of the Shareholders

Subject to approval by the Shareholders of the Company have recommended a buyback of Equity Shares not exceeding INR 750 Mn at an indicative maximum buyback price not exceeding INR 1,150



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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 or industry results 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 presentation are cautioned not to place undue reliance on these forward-looking statements. The Company disclaims any obligation to update these forward-looking statements to reflect future events or developments.*

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



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Email: [matrimony@valoremadvisors.com](mailto:matrimony@valoremadvisors.com)



ANNEXURE





# Quarterly Consolidated Financial Performance

matrimony.com

Particulars (INR Mn)	Q4-FY22	Q4-FY21	Y-o-Y	Q3-FY22	Q-o-Q
Revenues	1,106	1,011	9.4%	1,085	1.9%
Total Expenses*	902	832	8.4%	883	2.2%
EBITDA	204	179	14.0%	202	1.0%
<i>EBITDA Margin (%)</i>	<i>18.1%</i>	<i>17.7%</i>	<i>40 Bps</i>	<i>18.6%</i>	<i>(50) Bps</i>
Depreciation	69	65	6.2%	69	-
Finance Cost	14	12	16.7%	14	-
Other Income*	39	33	18.2%	38	2.6%
Share of Profit/(loss) of associate	(2)	-	NA	(2)	-
PBT	158	135	17.0%	155	1.9%
Tax	41	34	20.6%	40	2.5%
Profit After Tax	117	101	15.8%	115	1.7%
<i>PAT Margin (%)</i>	<i>10.4%</i>	<i>10.0%</i>	<i>40 Bps</i>	<i>10.6%</i>	<i>(20) Bps</i>
Diluted EPS	5.11	4.43	15.3%	5.01	2.0%

\*operational income adjusted with total expenses to calculate EBITDA



# Annual Consolidated Financial Performance

Particulars (INR Mn)	FY22	FY21	Y-o-Y
Revenues	4,345	3,779	15.0%
Total Expenses*	3,445	3,073	12.1%
<b>EBITDA</b>	<b>900</b>	<b>706</b>	<b>27.5%</b>
<b>EBITDA Margin (%)</b>	<b>20.6%</b>	<b>18.6%</b>	<b>200 Bps</b>
Depreciation	269	259	3.9%
Finance Cost	54	48	12.5%
Other Income*	150	144	4.2%
Share of Profit/(loss) of associate	(8)	(6)	33.3%
<b>PBT</b>	<b>719</b>	<b>537</b>	<b>33.9%</b>
Tax	183	129	41.9%
<b>Profit After Tax</b>	<b>536</b>	<b>408</b>	<b>31.4%</b>
<b>PAT Margin (%)</b>	<b>12.2%</b>	<b>10.7%</b>	<b>150 Bps</b>
Diluted EPS	23.39	17.88	30.8%

# As per IndAS 116 \*Operational income adjusted with total expenses to calculate EBITDA



# Historical Consolidated Income Statement

Particulars (INR Mn)	FY18	FY19#	FY20#	FY21#	FY22#
Revenues	3,354	3,484	3,718	3,779	4,345
Total Expenses*	2,579	2,725	3,158	3,073	3,445
<b>EBITDA</b>	<b>775</b>	<b>759</b>	<b>560</b>	<b>706</b>	<b>900</b>
<b>EBITDA Margin (%)</b>	<b>23.1%</b>	<b>21.7%</b>	<b>15.0%</b>	<b>18.6%</b>	<b>20.6%</b>
Depreciation	96	265	280	259	269
Finance Cost	15	48	52	48	54
Other Income*	65	139	163	144	150
Exceptional Items	(128)	-	-	-	-
Share of Profit/(loss) of associate	-	-	(1)	(6)	(8)
<b>PBT</b>	<b>857</b>	<b>585</b>	<b>390</b>	<b>537</b>	<b>719</b>
Tax	118	160	95	129	183
<b>Profit After Tax</b>	<b>739</b>	<b>425</b>	<b>295</b>	<b>408</b>	<b>536</b>
<b>PAT Margin (%)</b>	<b>22.0%</b>	<b>12.1%</b>	<b>7.9%</b>	<b>10.7%</b>	<b>12.2%</b>
Diluted EPS	33.40	18.59	12.95	17.88	23.39

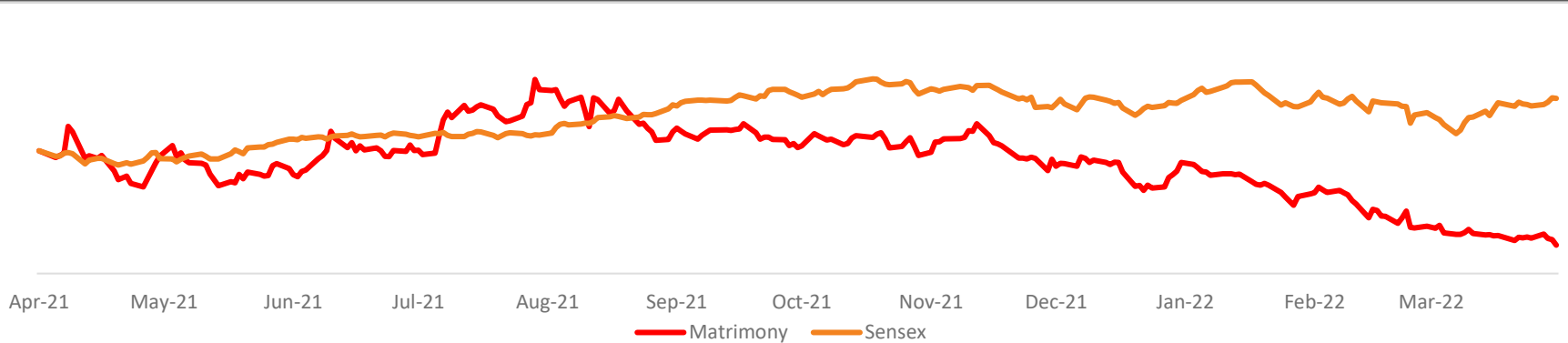


# Historical Consolidated Balance Sheet

Particulars (INR Mn)	FY20	FY21	FY22	Particulars (INR Mn)	FY20	FY21	FY22
<b>EQUITY AND LIABILITIES</b>				<b>ASSETS</b>			
<b>EQUITY</b>				<b>Non-Current Assets</b>			
Share Capital	114	114	114	Property, Plant & Equipment	730	703	220
Other Equity	2,168	2,519	2,989	Rights of use assets	569	535	631
<b>Total Equity</b>	<b>2,282</b>	<b>2,633</b>	<b>3,103</b>	Intangible Assets	32	29	63
<b>Non Current Liabilities</b>				Intangible Assets under development	1	-	-
Lease liabilities	463	479	562	Goodwill	-	-	87
Deferred Tax Liabilities (Net)	-	-	10	Investment in associate	61	55	47
Other non current liabilities	2	-	-	<b>Financial Assets</b>			
<b>Sub Total Non Current Liabilities</b>	<b>465</b>	<b>479</b>	<b>572</b>	Security Deposits	86	60	76
<b>Current Liabilities</b>				Bank Balances other than Cash and Cash equivalents	-	-	20
Financial liabilities				Investments	-	-	190
1.Trade payables	310	386	511	Deferred tax assets (Net)	18	20	19
2. Other payables	21	1	1	Income tax assets (Net)	38	35	36
3. Lease liabilities	149	118	132	Other Non-current assets	15	25	39
Other current liabilities	744	839	831	<b>Sub Total Non Current Assets</b>	<b>1,550</b>	<b>1,462</b>	<b>1,428</b>
Provisions	76	68	72	<b>Current Assets</b>			
Liabilities for current tax (Net)	3	3	-	<b>Financial Assets</b>			
<b>Sub Total Liabilities</b>	<b>1,303</b>	<b>1,415</b>	<b>1,547</b>	1.Security Deposits	20	41	23
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>4,050</b>	<b>4,527</b>	<b>5,222</b>	2.Cash and Cash Equivalents	45	90	95
				3.Bank Balances other than Cash and Cash equivalents	1,101	1,909	2,173
				4.Investments	1,204	850	860
				5.Trade Receivables	36	75	80
				7. Loan to Associate	-	-	6
				8.Other financial assets	46	57	62
				Other current assets	48	43	60
				Assets held for Sale	-	-	436
				<b>Sub Total Current Assets</b>	<b>2,500</b>	<b>3,065</b>	<b>3,794</b>
				<b>TOTAL ASSETS</b>	<b>4,050</b>	<b>4,527</b>	<b>5,222</b>



## 1 Year Stock Market Performance (as on 31st March, 2022)



## Price Data (31<sup>st</sup> March 2022)

Face Value (INR)	5.0
Market Price (INR)	666.7
52 Week H/L (INR)	1,219.0/660.35
Market Cap (INR Mn)	15,261.5
Equity Shares Outstanding (Mn)	22.89
1 Year Avg. trading volume ('000)	43.8

## Shareholding Pattern as on 31<sup>st</sup> March 2022

