

November 01, 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 Investor presentation for the quarter and half year ended September 30, 2018.

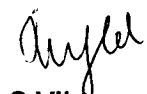
The aforesaid presentation is also being hosted on the website of the Company viz., www.matrimony.com.

Submitted for your information and records.

Thanking you

Yours faithfully,

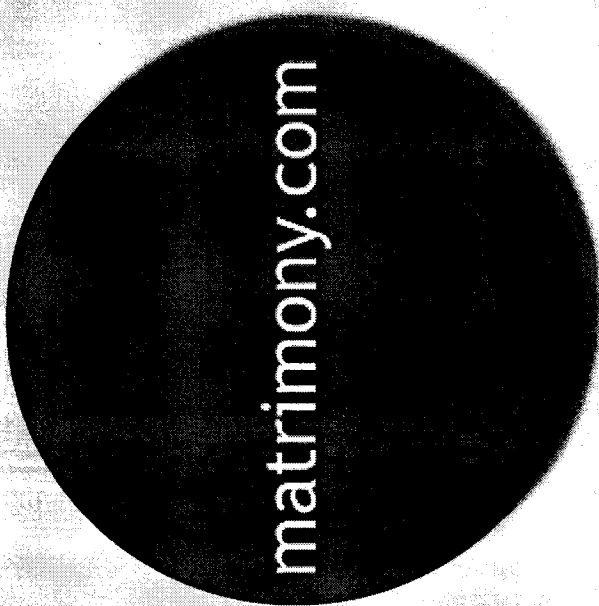
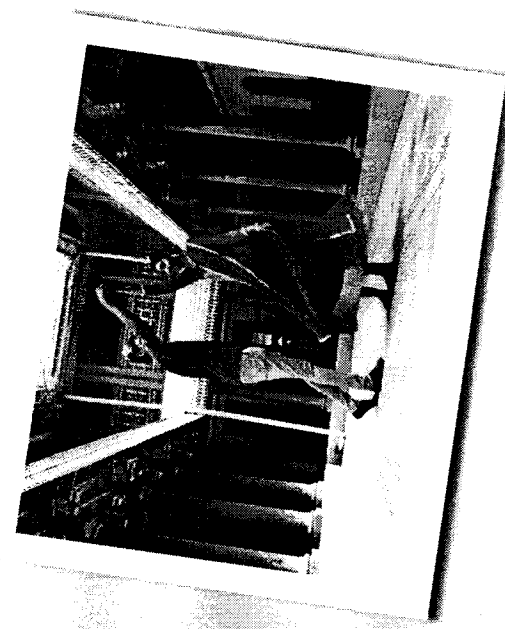
For **Matrimony.com Limited**



S.Vijayanand
Company Secretary & Compliance Officer

ACS: 18951

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



Investor Presentation

November 2018

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.

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matrimony.com



Premium Matchmaking Service



matrimonymandaps.com
from BharatMatrimony

matrimonybazaar.com
from BharatMatrimony

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Company Overview

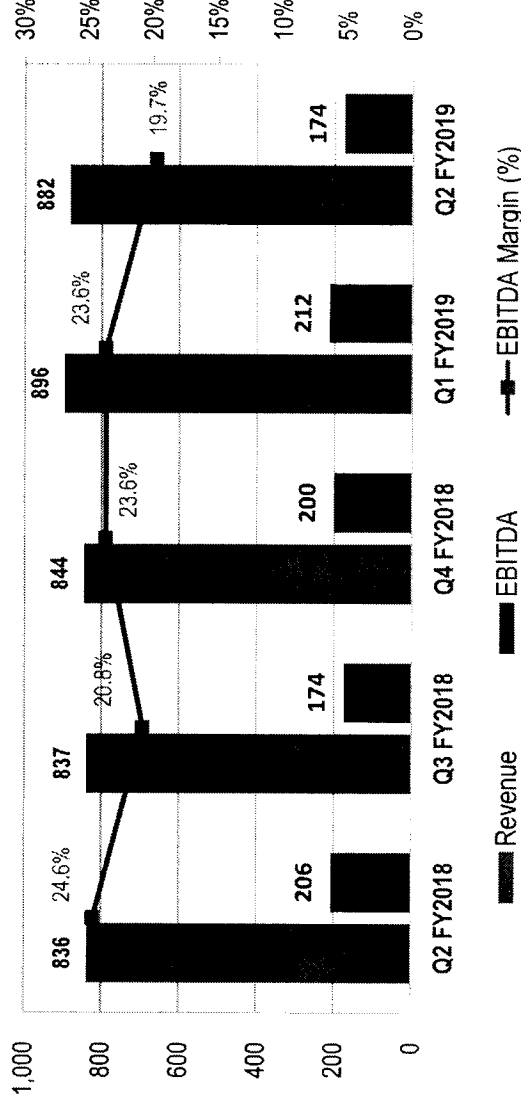
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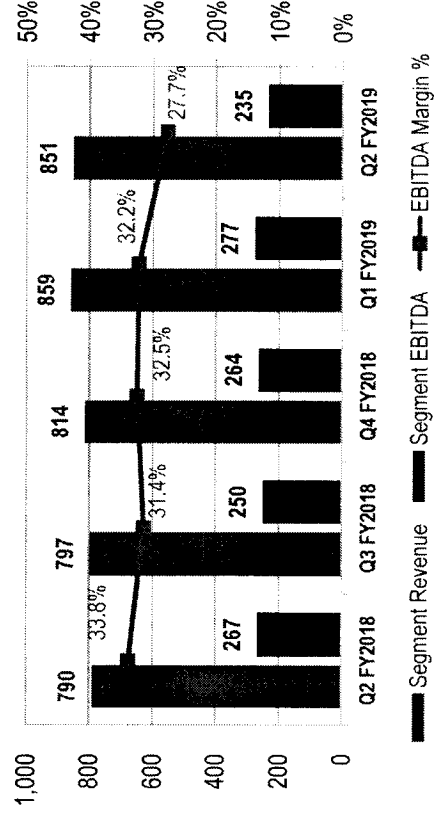
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Management Team

Matchmaking + Marriage Services

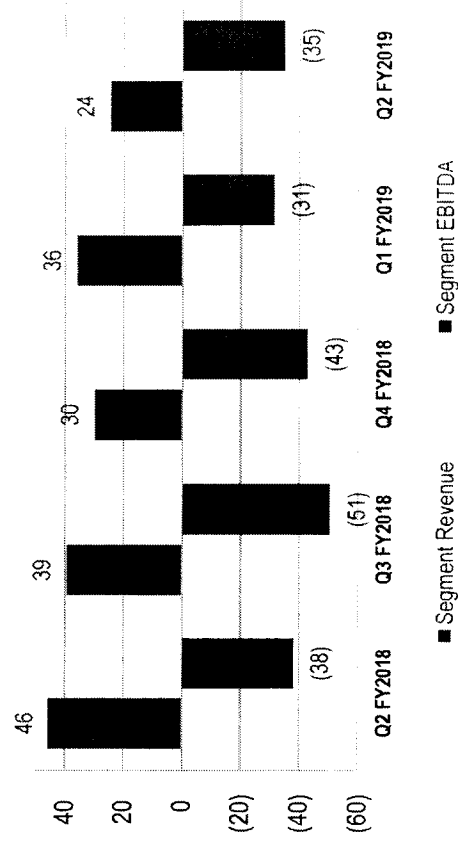
In ₹ million



Matchmaking Services



Marriage Services & Related Sale of Products



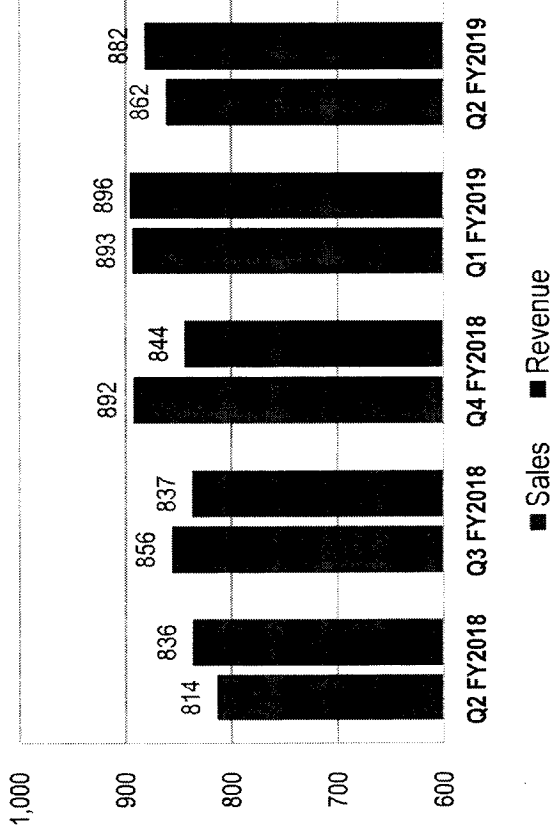
Note: Matchmaking + Marriage services includes other income

Q2 FY19 and H1 FY19 Sales

In ₹ million

Sales – Performance

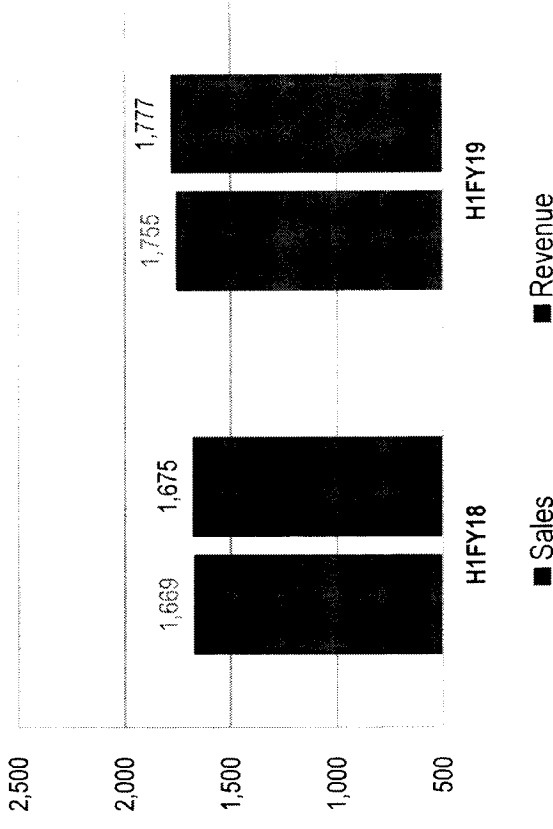
Quarterly



5.9% Y-o-Y Growth of Sales in Q2

5.4% Y-o-Y Growth of Revenue in Q2

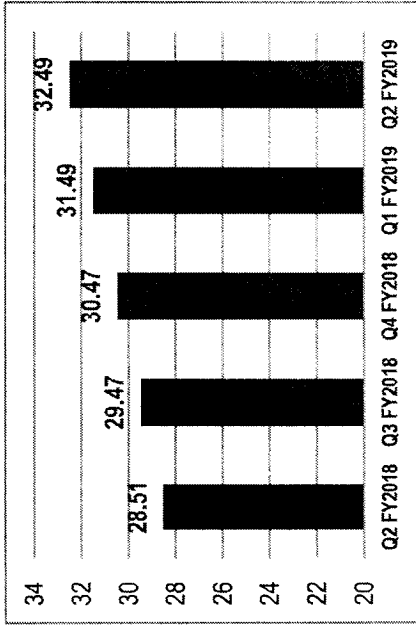
Half Yearly



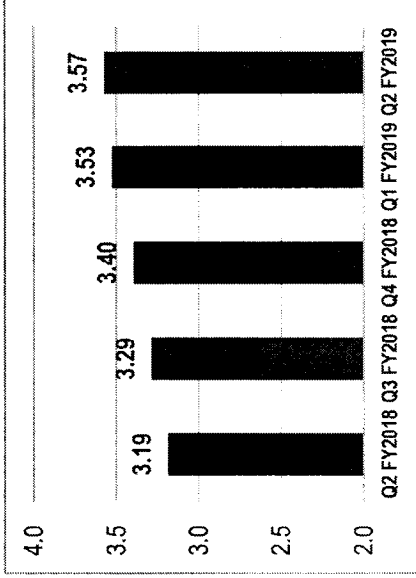
5.1% Y-o-Y Growth of Sales in H1

6.1% Y-o-Y Growth of Revenue in H1

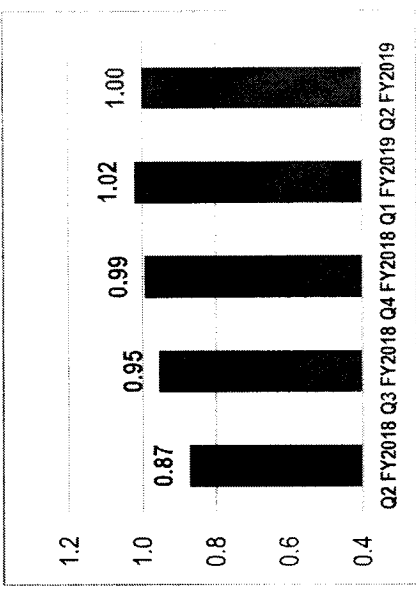
Ever Registrations (in mn)



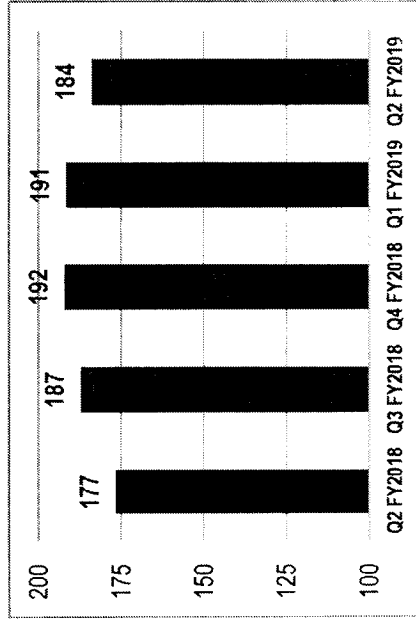
Active Profiles (in mn)



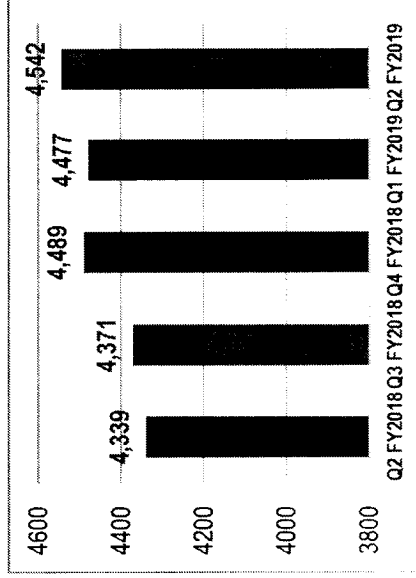
Free Registrations (in mn)



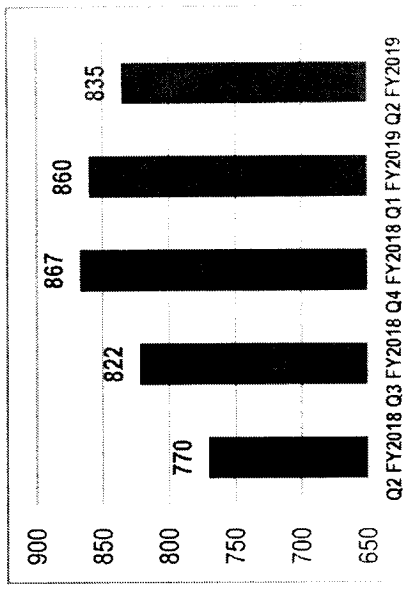
Paid Subscription (000's)



ATV (in Rs)



Matchmaking Sales (in Rs mn)





matrimony.com

Company Overview

#1

**Leader for
Matchmaking Services**

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

3.57 mn

Active Profiles ¹

32.49 mn

Total registrations since January 2006 ¹

745,000

Paid subscriptions in FY2018

INR 3,418 mn

FY18 Revenues (15.2% YoY growth)

¹ As on September 30, 2018

A Unique Proposition

matrimony.com



Large Online Matrimony Market Opportunity



Leading Provider of Online Matchmaking Services in India



Micro-Market Strategy with Targeted and Personalized Services



Strong Consumer Brand



Robust Technology and Analytics



Continued Expansion into Marriage Services Segment



Key Business Metrics Drive Revenue Growth & Operating Leverage

A Differentiated Growth Story

matrimony.com

Large Market Opportunity

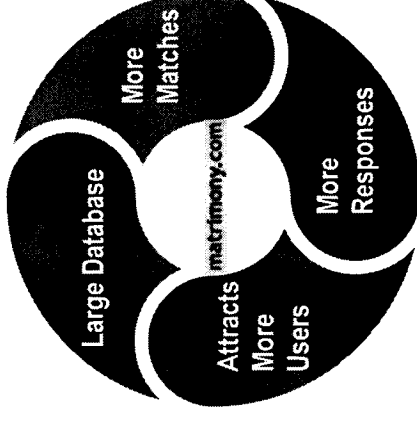
Unmarried Population in 2016 - 107 Mn

Active Seekers in 2016
63 Mn

Active users of online matrimony in 2016
6 Mn ¹

Active Profiles on Matrimony.com
3.57 Mn ²

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



.... 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 September 30, 2018

With a Highly Customised “Micro-Market” Strategy.....

matrimony.com

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

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

 **bharat**
matrimony.com

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

 **CommunityMatrimony.com**
Over 300 Exclusive Community Sites

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

 **Elite**
Matrimony
Premium Matchmaking Service

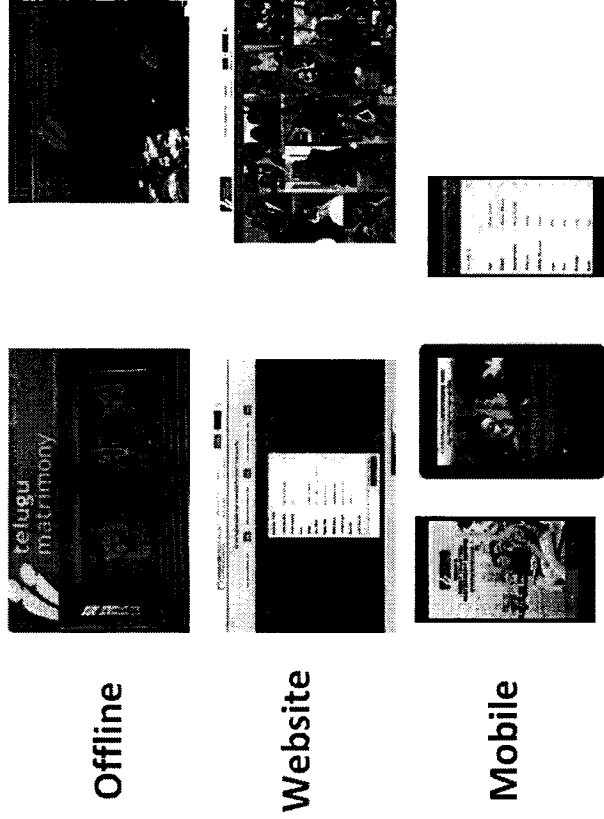
- Gold, Blue, Platinum
- Till-U-Marry

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

Model Developed to Cater to Unique Requirements of the Indian Market

Multi-Channel Customer Outreach...

matrimony.com



Increasing Mobile Usage

10.4 million app installs ¹

Mobile sites and mobile apps accounts for ²

- ✓ 91% of Profile views
- ✓ 82% of Personalized messages sent and received
- ✓ 83% of the total number of free profiles registered
- ✓ 87% of Express Interest messages
- ✓ 78% 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 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 updated on 23 September 2018 ;

² For the month of September 2018

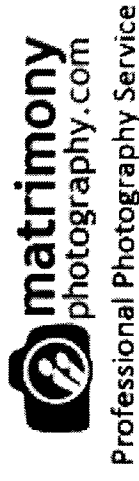
Additional Avenues for Growth through Forward Integration..

matrimony.com

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



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 , Hyderabad Bangalore and Kochi

matrimonymandaps.com
from BharatMatrimony

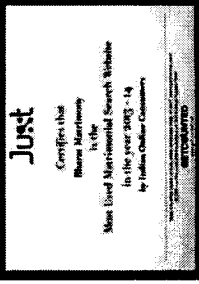
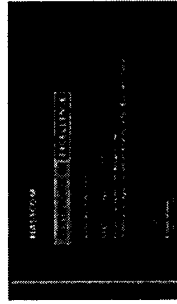
Strong Consumer Brand

matrimony.com



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

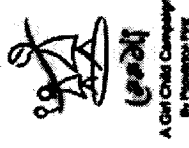
2015 NASSCOM
"Certificate of
Excellence for
innovative
application of
analytics for
business solution"



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

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

THE BRAND TRUST REPORT
India Study 2014



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

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



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

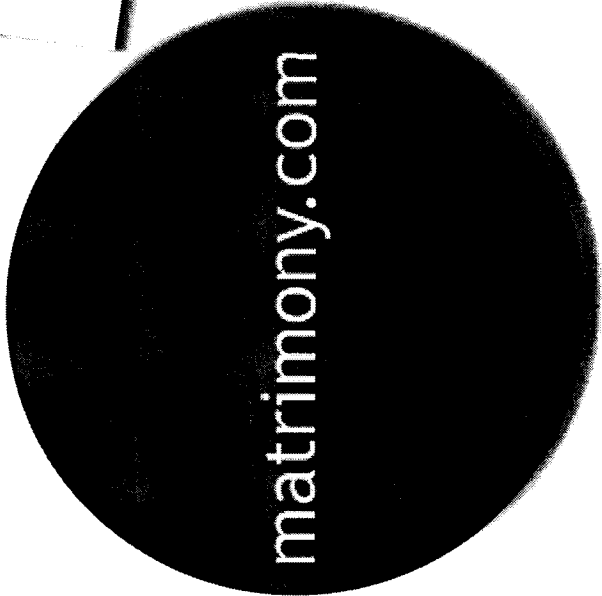
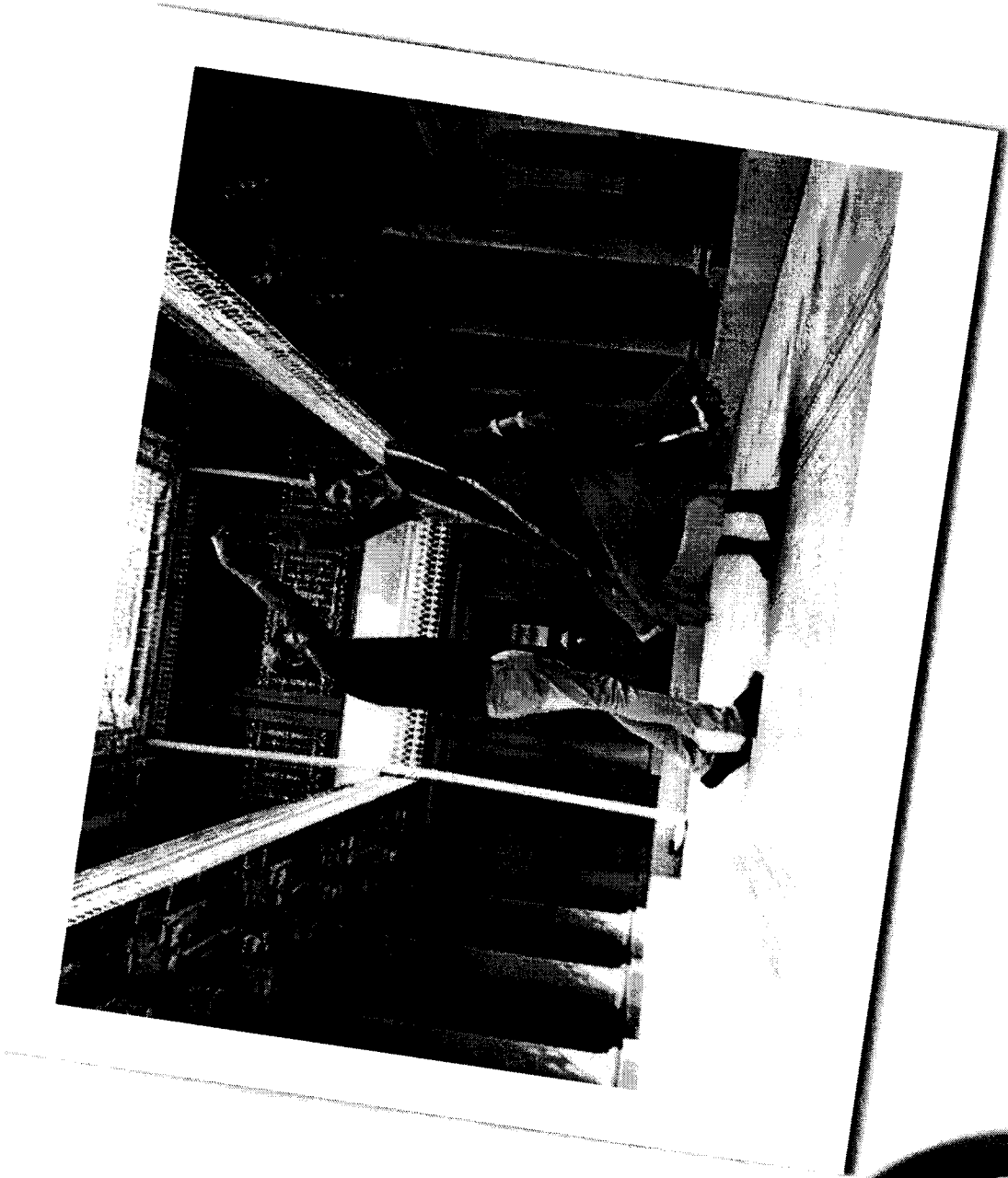
...With A New Brand Ambassador

matrimony.com

**I'm excited to be the brand ambassador
of EliteMatrimony: Actor Madhavan**



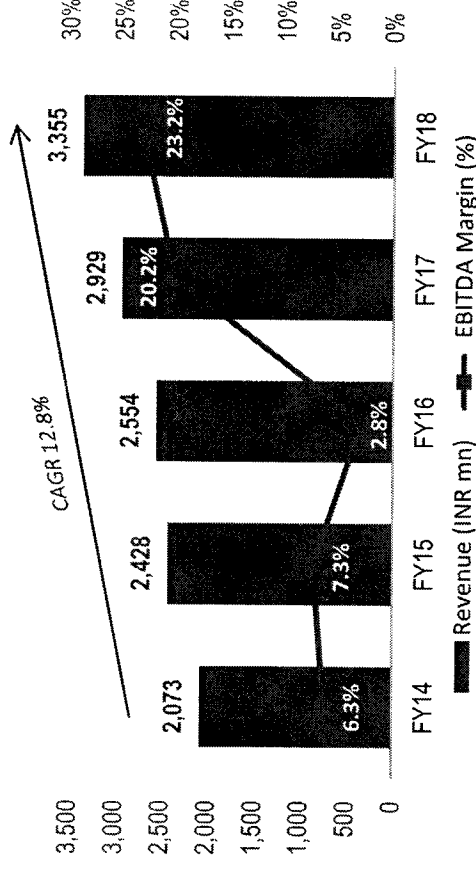
Matrimony
From Elite to Matrimony



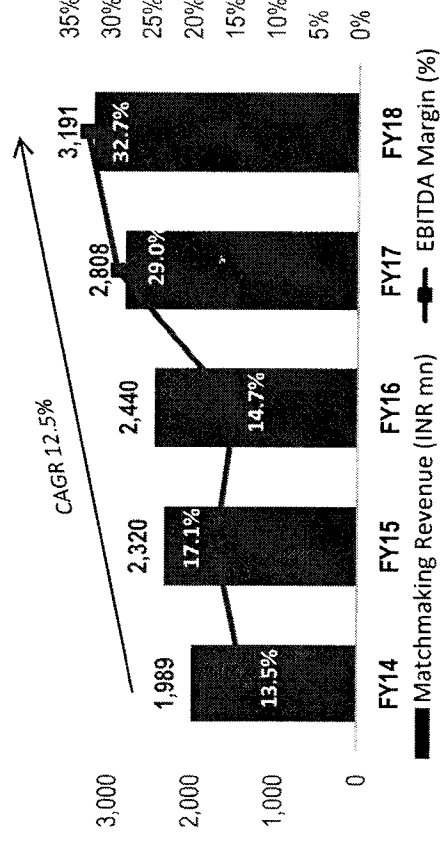
Financials

Matchmaking + Marriage Services

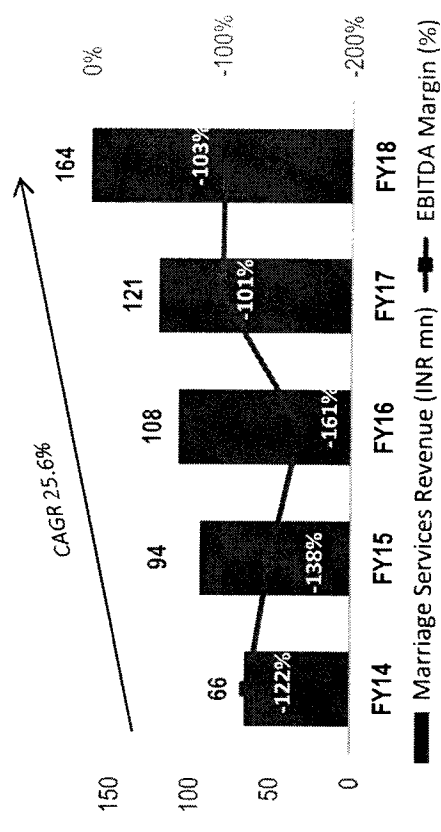
In ₹ million



Matchmaking Services



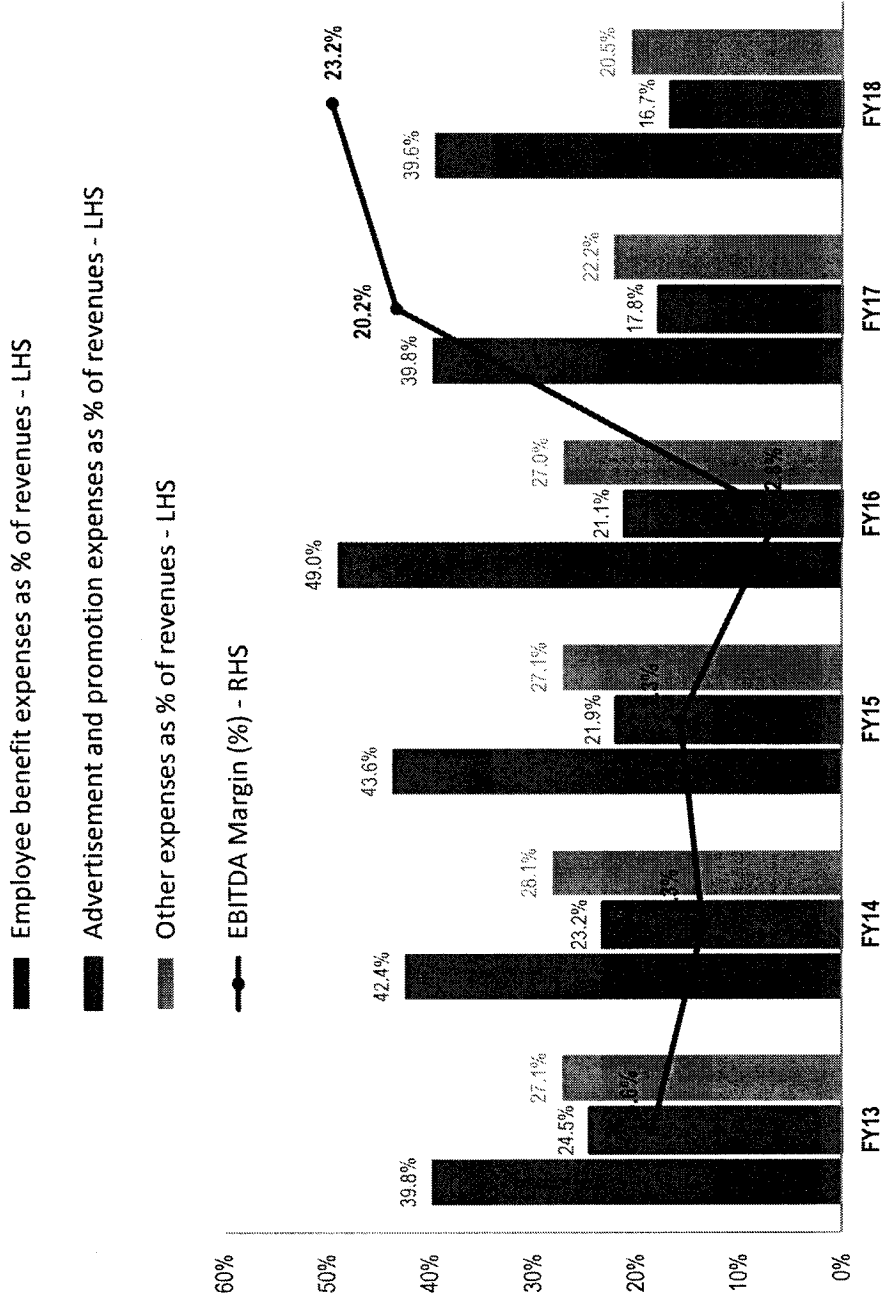
Marriage Services & Related Sale of Products



Note: 1. FY14, FY15 FY16, and FY17 Financials as per IGAAP

2. CAGR (%) : Calculated as $\left[\left(\frac{\text{Revenue in FY18}}{\text{Revenue in FY14}}\right)^{\frac{1}{4}} - 1\right] * 100$ | 3. Segment EBITDA=Segments Results + Depreciation

... Resulting in Operating Leverage

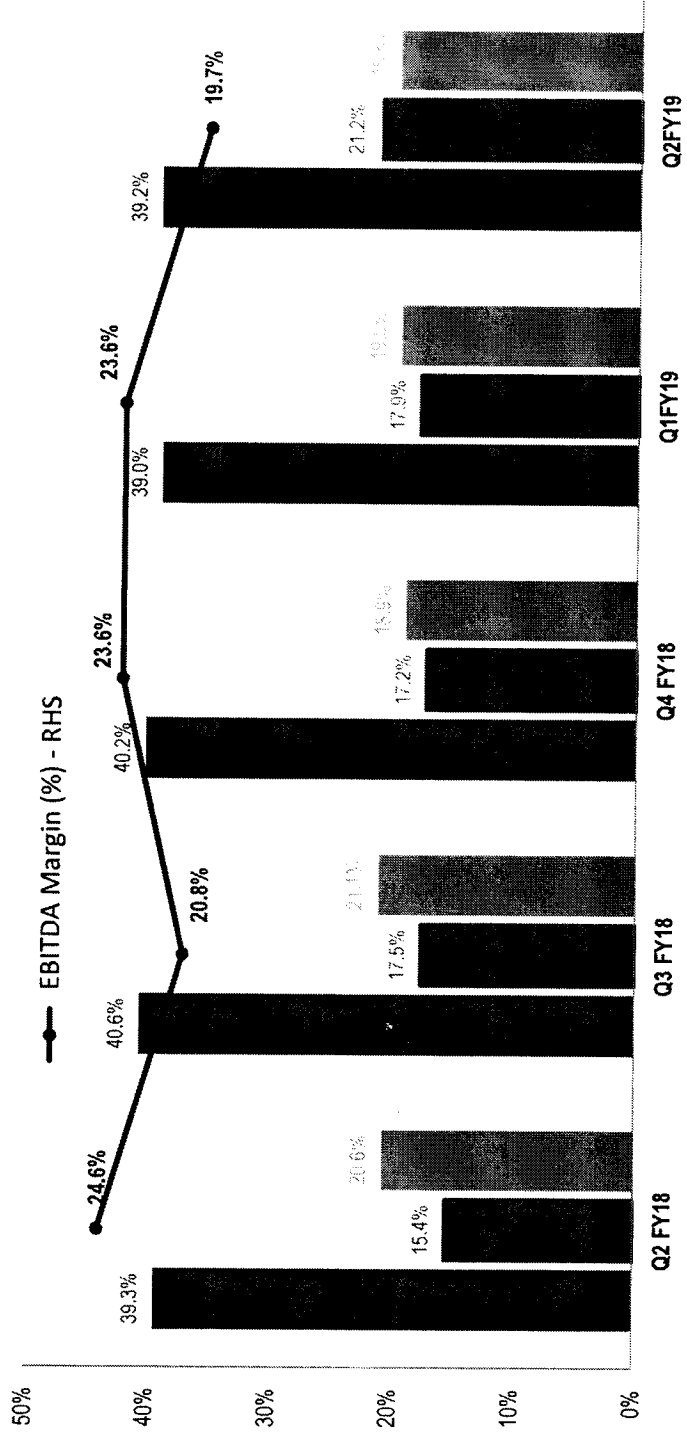


Fixed Costs as % of Revenues have started to taper resulting in Margin Expansion

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

Increased Advertising and Promotion Expenses to Accelerate Revenue Expansion

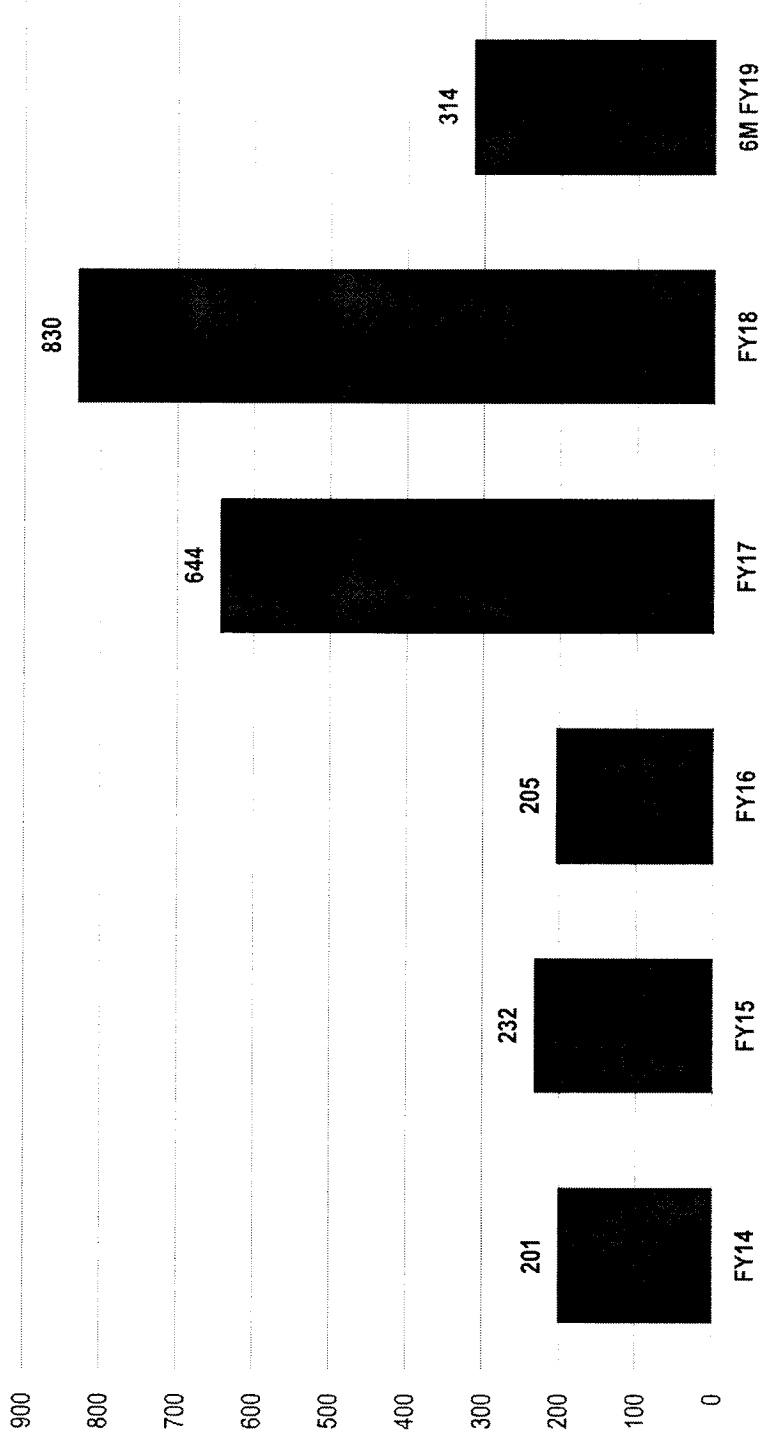
- Employee benefit expenses as % of revenues - LHS
- Advertisement and promotion expenses as % of revenues - LHS
- Other expenses as % of revenues - LHS
- EBITDA Margin (%) - RHS



Operating Cash Flow

matrimony.com

In ₹ million

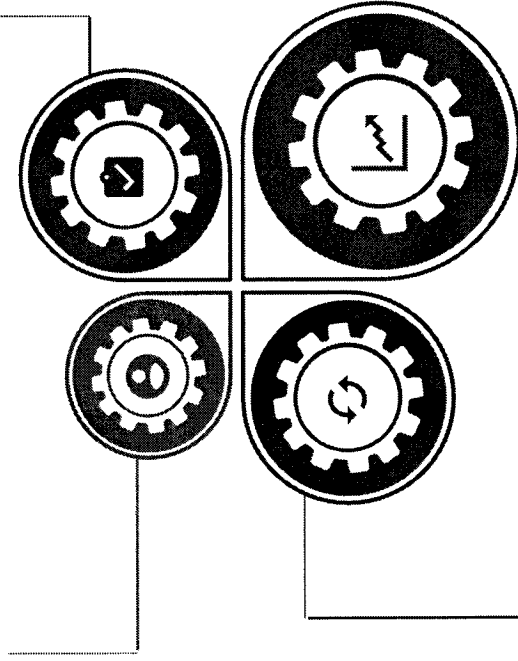


■ Cash from Operating activities after tax and before exceptional items (INR mn)

Our Growth Strategy

Matchmaking Growth Cycle

- Conversion Rate:**
- Continuous product improvements in online & mobile
 - Leverage campaign management & Analytics
- Profiles:**
- Fueled by Increasing internet and smartphone penetration
 - Social adoption & Trust



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
Further Strengthen Brands

4
Drive Monetization

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



Akila Krishnakumar
Non-Executive Independent Director

Key Managerial and Senior Management Personnel



Murugavel Janakiraman
Promoter, Chairman and Managing Director



Sankara Narayanan
Chief Operating Officer



K Balasubramanian
Chief Financial Officer



Prasad Nelliparthi
Chief Human Resource Officer



S. Vijayanand
General Manager-Company Secretary and Compliance Officer



R Chandrasekar
Chief Technology Operation and Infrastructure Officer



S. Saichitra
Chief Portal and Mobile Officer



J. Karthik
Head - Matrimony Bazaar



KP Jaikumar
Head - Photography



Investor Contacts

Mr. Vijayanand S
Company Secretary
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