

February 11, 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
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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 nine months ended December 31, 2021.

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, 5th Floor,
MRC Nagar, Raja Annamalaipuram
Chennai – 600028

matrimony.com ltd.

(CIN: L63090TN2001PLC047432)

Corporate & Registered Office : No. 94 TVH Beliciaa Towers, Tower 2, 5th Floor, MRC Nagar, Raja Annamalai Puram, Chennai, Tamil Nadu – 600 028
Phone: 044 - 4900 1919, 044 - 3095 3095

matrimony.com

INVESTOR PRESENTATION | FEBRUARY 2022





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.

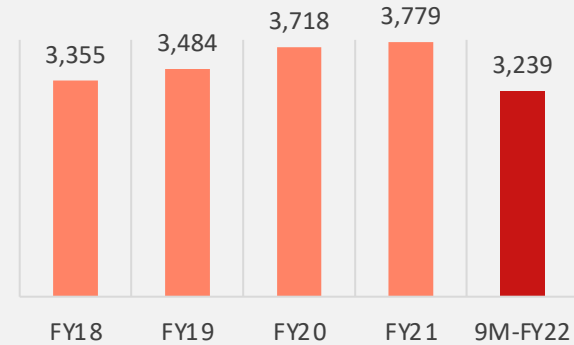
Pioneer and leader in the Indian online matchmaking space.

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.

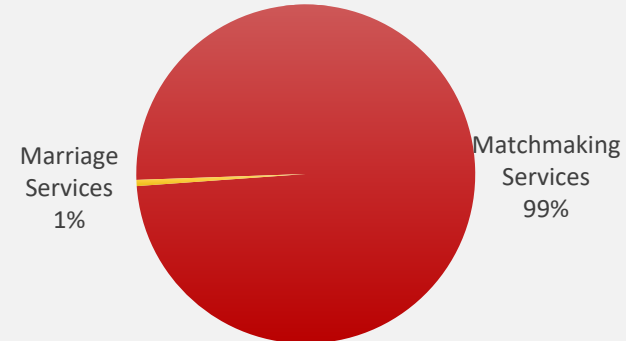
Forward integrated into providing marriage services by aspiring to become a one stop shop for our customers in an asset light vendor platform for venue bookings, catering, decorations, etc.

The market cap of the company as on 31st December 2021 ~ INR 21,197 Mn

Consolidated Revenue Growth
(INR Mn)



Business Mix – 9M-FY22





Our Leadership Position



Market Leader: Highest market share pan India



Paid subscription base of 8,40,000 profiles in FY2021



Zero Debt company



5 Mn Active profiles



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



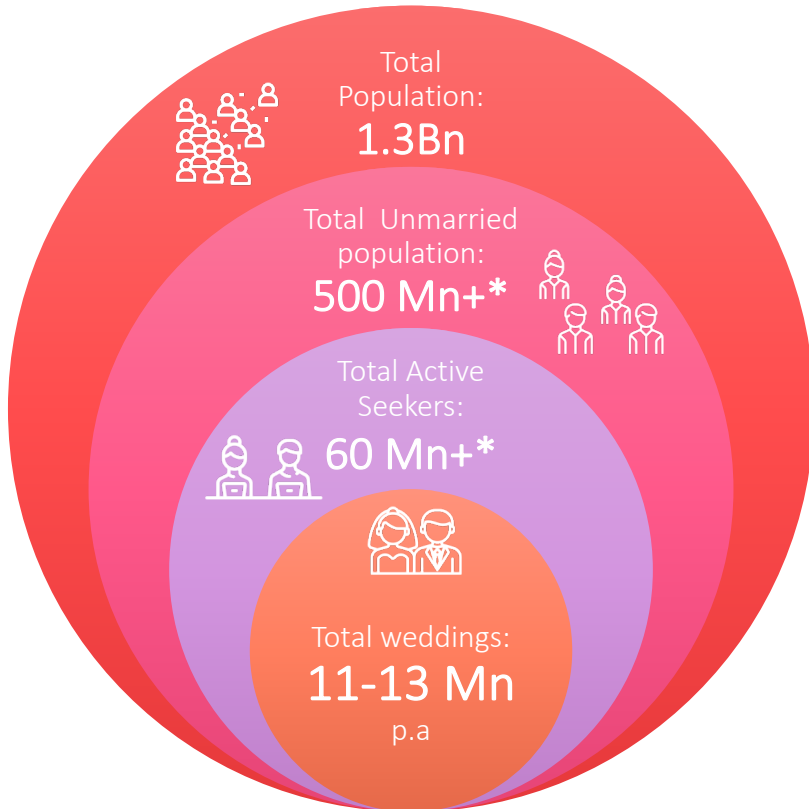
Strong Return Ratios



Marquee Investors



Sector



Country

Arranged marriages in India in 2016

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)

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 and Launched matrimonymandaps.com

2018

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

2020

- Launched RajasthaniMatrimony and BihariMatrimony
- Launched DoctorsMatrimony exclusively for medical professionals

2021

- Launched BojpuriMatrimony - Launched IIMIITMatrimony.com
- Created a new brand identity - WeddingBazaar.com, one of India's largest wedding marketplace from the earlier avatar of MatrimonyBazaar.com
- Acquired 100% stake in Boatman Tech Private Limited, promoters of ShaadiSaga.com
- Expanded operations in Sri Lanka and Bangladesh

1997-2005

2006-2010

2011-2017

2018-2021



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 Creaegis, an asset management platform for private equity investments for global endowments and institutional investors.

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



- 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



Catering to the Indian Diaspora across the Globe



Nationwide coverage



Offices in 2 international cities



Corporate headquarters and technology
operations in Chennai, TN



3,500+ number of associates as on FY21



On-ground retail presence 120+

BUSINESS OVERVIEW





Pioneering Matchmaking Services in India

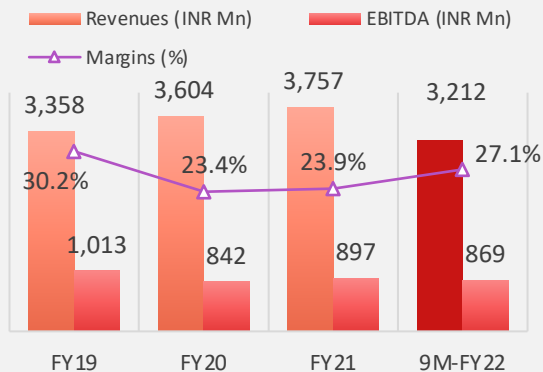
Matrimony.com has the largest number of matchmaking online platforms to suit a person's choice and preference

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

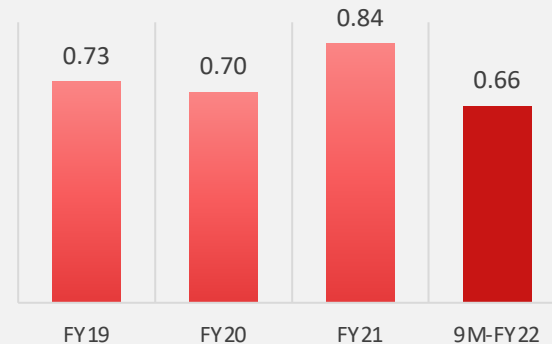
Dominant market share in Southern India.

Pioneer in Community based, Assisted and Elite Matrimony services.

Matchmaking Performance



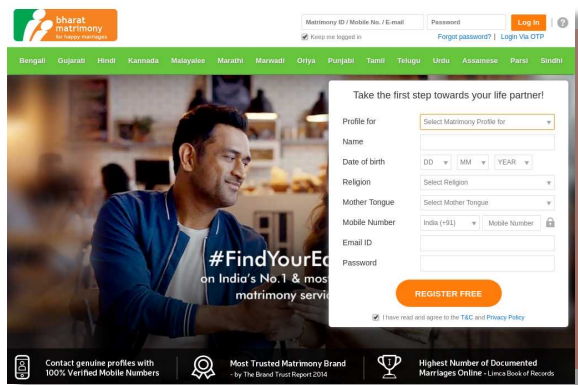
Paid Subscription (in Mn)





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.

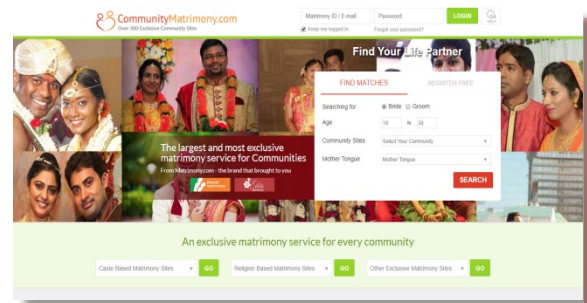


- ### Key features
- ☆ 17 Regional sites
 - ☆ Flexible subscription packages for 3,6 & 12 months



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.com and DoctorsMatrimony services.



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



Source : 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.

Happy Assisted Marriages



"Thanks a lot for the sincere help in search of my life time partner. My marriage has been fixed with Shobha Viswanath / E1859318. My engagement is on november 2nd, and my marriage is on november 29th."
 - Ashwin Rajendran & Sobha Viswanath

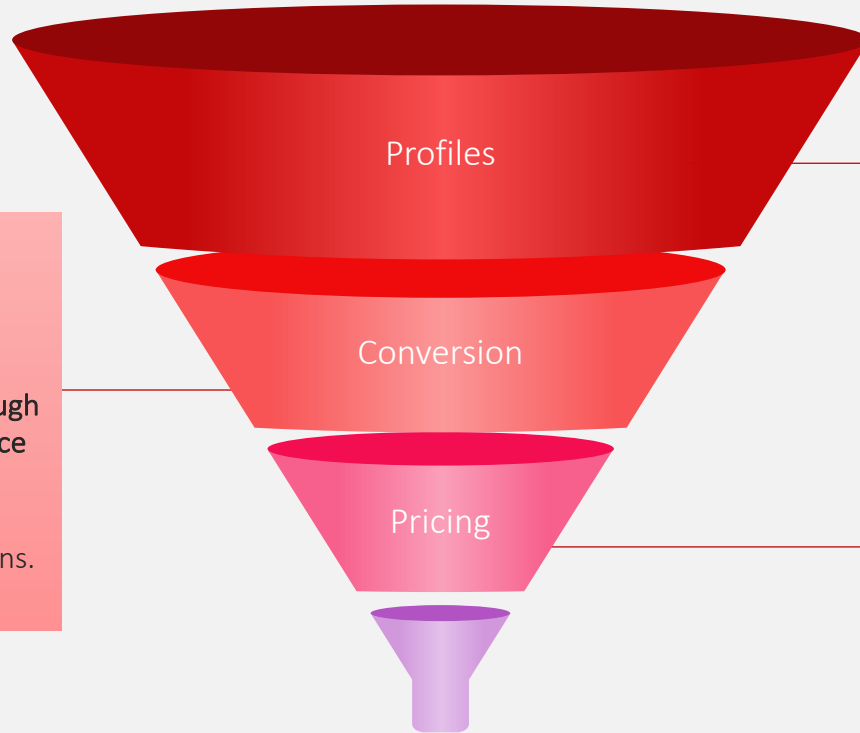
Elite Matrimony - From BharatMatrimony

Elite Marriages

Some of the stories that we made happen...

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 customized 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



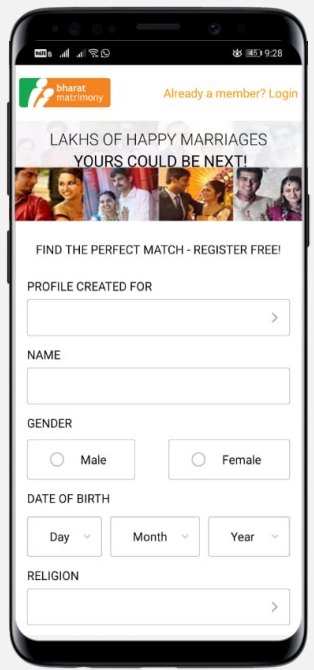
Marketing Strategy



On-ground retail presence 120+








Customer service team of 1,500+ as on FY21 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

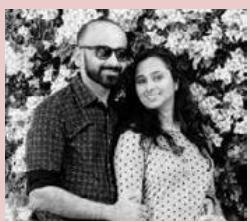
Placing a premium on value systems



“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.”

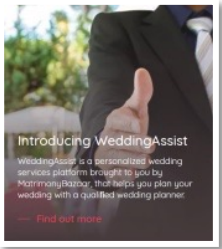
OriyaMatrimony

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



WeddingBazaar

Online marketplace providing wedding related services whereby 10,000+ vendors, catering and decoration etc. are listed, more than 18,000 weddings planned. Services Available in more than 36 cities

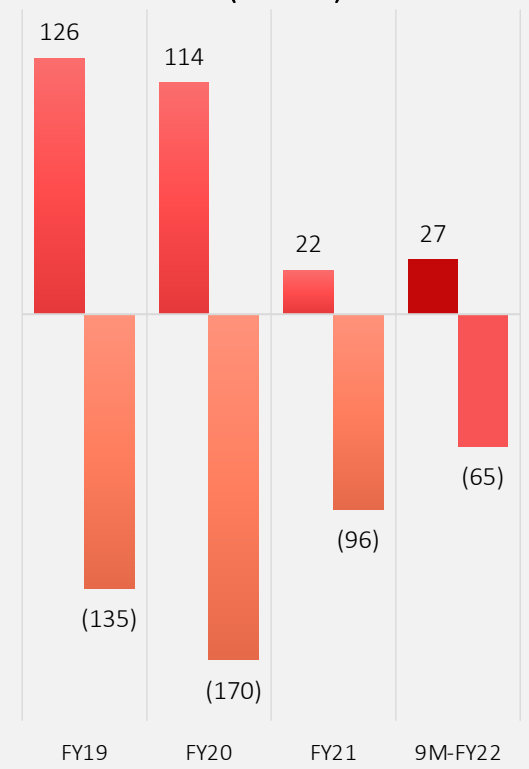
Mandap

A wedding venue booking platform with more than 10,000+ mandaps, banquet halls, convention halls, etc.

mandap.com
from BharatMatrimony



Marriage Services Performance (INR Mn)



■ Marriage services revenue ■ EBITDA

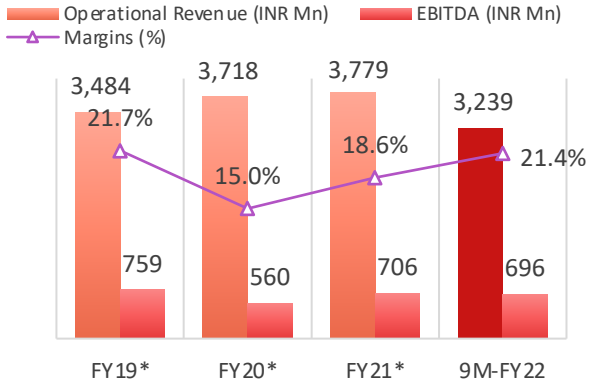
* Restated as per IndAS 116

FINANCIAL OVERVIEW

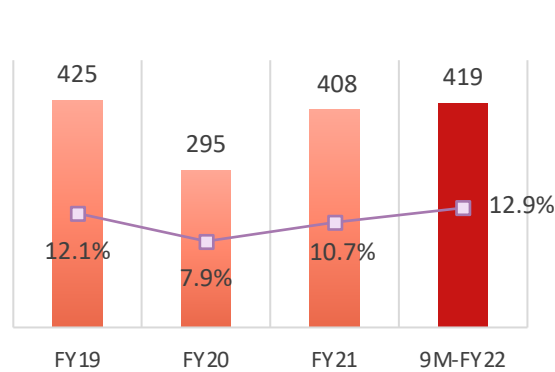




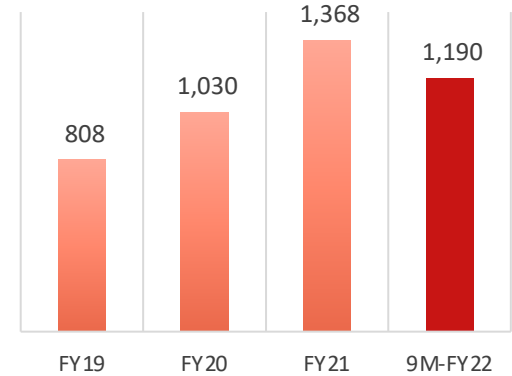
Consolidated Performance



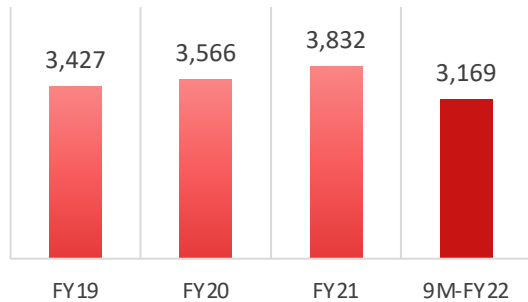
Net Profit (INR Mn) and PAT Margins (%)



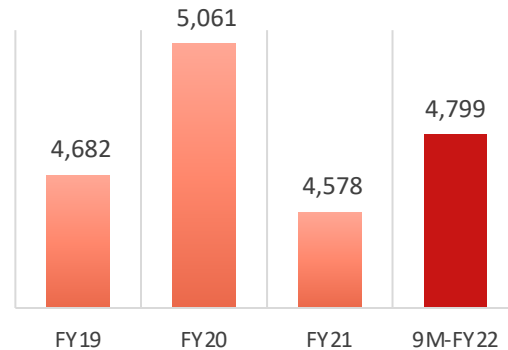
Marketing Expense (INR Mn)



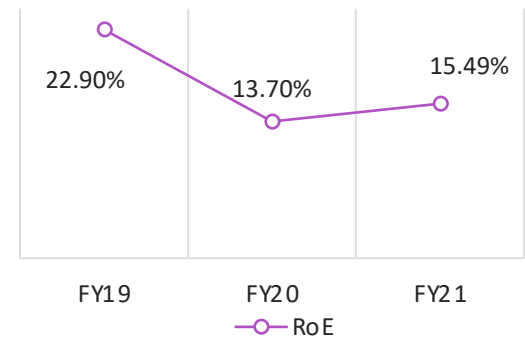
Matchmaking Billings (INR Mn)



ATV (INR)

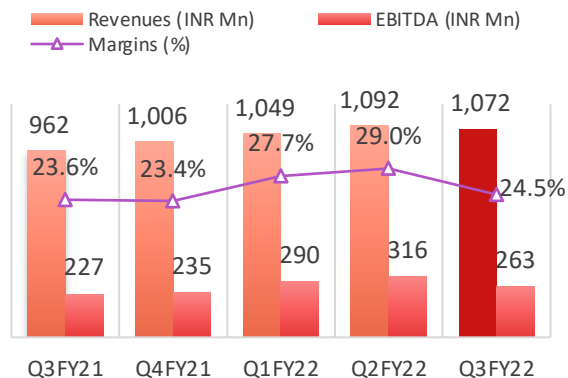


RoE (%)

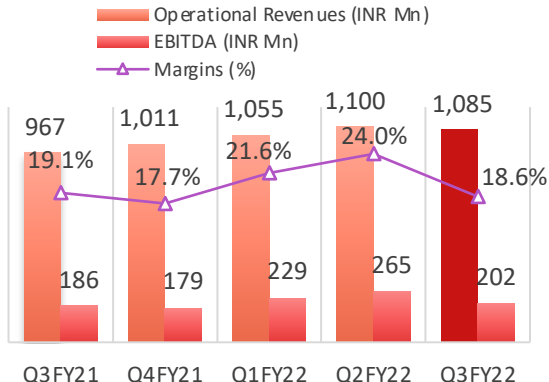


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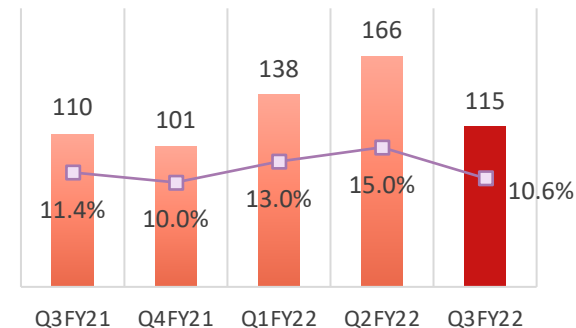
Matchmaking Performance



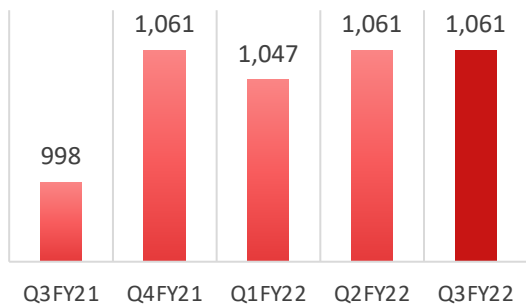
Consolidated Performance



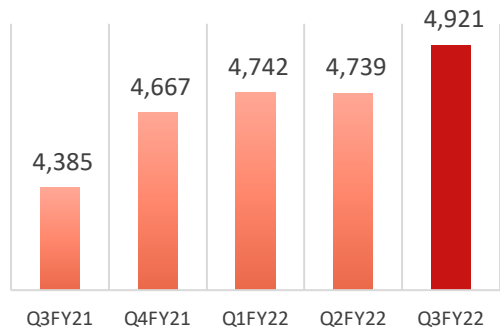
Net Profit (INR Mn) and PAT Margins (%)



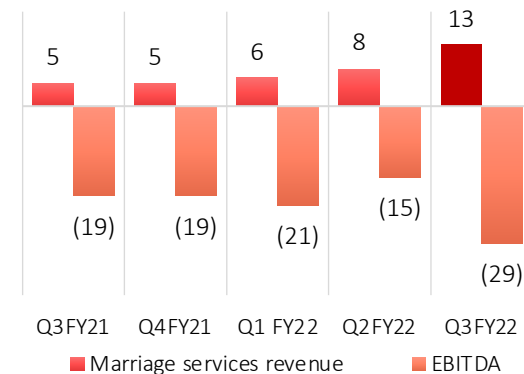
Matchmaking Billings (INR Mn)



Matchmaking ATV (INR)



Marriage Services Performance (INR Mn)





Consolidated Billings
INR 1,074 Mn
Revenues
INR 1,085 Mn

6.3% Y-o-Y growth in matchmaking billing and 11.4% Y-o-Y growth in revenue

Matchmaking Billings
INR 1,061 Mn
Revenues
INR 1,072 Mn

2.15 lakhs paid subscriptions added during the quarter

0.22 Mn
paid Subscriptions

25,500+ success stories

Average transaction value for the matchmaking business
INR 4,921

25,500+ success stories created

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For further information please contact our Investor Relations Representatives:



Valorem Advisors
Mr. Anuj Sonpal, CEO

Tel: +91-22-49039500

Email: matrimony@valoremadvisors.com

ANNEXURE



Particulars (INR Mn)	Q3-FY22	Q3-FY21	Y-o-Y	Q2-FY22	Q-o-Q
Revenues	1,085	967	12.2%	1,100	(1.4)%
Total Expenses*	883	781	13.1%	835	5.7%
EBITDA	202	186	8.6%	265	(23.8)%
<i>EBITDA Margin (%)</i>	<i>18.6%</i>	<i>19.1%</i>	<i>(50) bps</i>	<i>24.0%</i>	<i>(540) bps</i>
Depreciation	69	63	9.5%	67	3.0%
Finance Cost	14	12	16.7%	14	-
Other Income*	38	34	11.8%	38	-
Share of Profit/(loss) of associate	(2)	(1)	(100.0)%	(2)	-
PBT	155	144	7.6%	220	(29.5)%
Tax	40	34	17.6%	54	(25.9)%
Profit After Tax	115	110	4.5%	166	(30.7)%
<i>PAT Margin (%)</i>	<i>10.6%</i>	<i>11.4%</i>	<i>(80) bps</i>	<i>15.0%</i>	<i>(440) bps</i>
Diluted EPS	5.01	4.82	3.9%	7.2	(30.4)%

*operational income adjusted with total expenses to calculate EBITDA

Particulars (INR Mn)	9M-FY22	9M-FY21	Y-o-Y
Revenues	3,239	2,768	17.0%
Total Expenses*	2,543	2,241	13.5%
EBITDA	696	527	32.1%
<i>EBITDA Margin (%)</i>	21.4%	18.9%	250 bps
Depreciation	200	194	3.1%
Finance Cost	40	36	11.1%
Other Income*	110	110	-
Share of Profit/(loss) of associate	(6)	(6)	-
PBT	560	401	39.7%
Tax	141	95	48.4%
Profit After Tax	419	306	36.9%
<i>PAT Margin (%)</i>	12.9%	11.0%	190 bps
Diluted EPS	18.28	13.41	36.3%

Historical Consolidated Income Statement

Particulars (INR Mn)	FY17	FY18	FY19#	FY20#	FY21#
Revenues	2,928	3,354	3,484	3,718	3,779
Total Expenses*	2,339	2,579	2,725	3,158	3,073
EBITDA	589	775	759	560	706
EBITDA Margin (%)	20.1%	23.1%	21.7%	15.0%	18.6%
Depreciation	104	96	265	280	259
Finance Cost	56	15	48	52	48
Other Income*	45	65	139	163	144
Exceptional Items	44	(128)	-	-	-
Share of Profit/(loss) of associate	-	-	-	(1)	(6)
PBT	430	857	585	390	537
Tax	0	118	160	95	129
Profit After Tax	430	739	425	295	408
PAT Margin (%)	14.6%	22.0%	12.1%	7.9%	10.7%
Diluted EPS	20.02	33.40	18.59	12.95	17.88

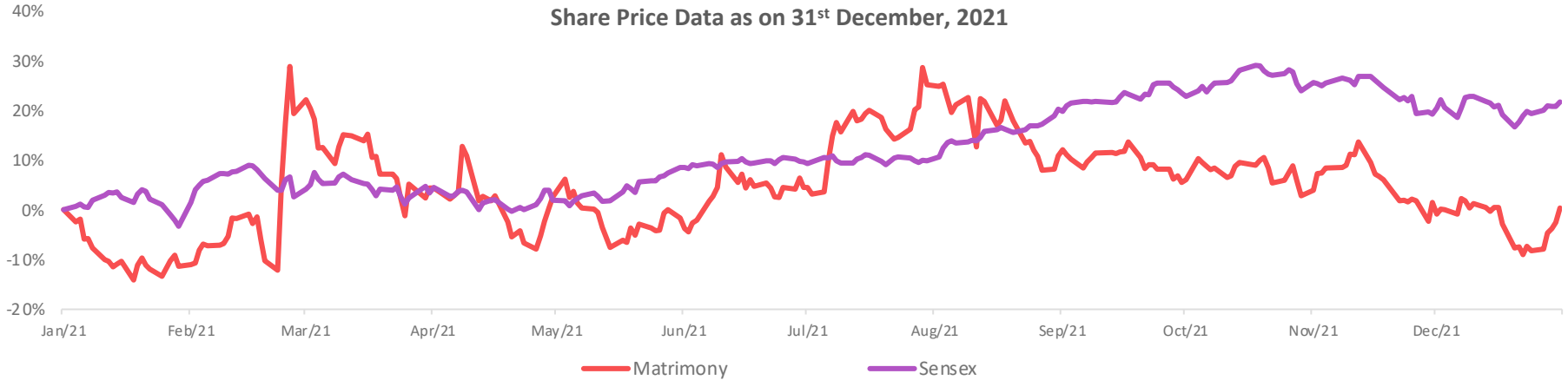
Historical Consolidated Balance Sheet

Particulars (INR Mn)	FY20	FY21	H1-FY22
EQUITY AND LIABILITIES			
EQUITY			
Share Capital	114	114	114
Other Equity	2,168	2,519	2,754
Total Equity	2,282	2,633	2,868
Non Current Liabilities			
Lease liabilities	463	479	566
Deferred Tax Liabilities (Net)	-	-	11
Other non current liabilities	2	-	1
Sub Total Non Current Liabilities	465	479	578
Current Liabilities			
Financial liabilities			
1.Trade payables			
- Total outstanding dues of creditors other than micro and small enterprises	310	386	427
2. Other payables	21	1	2
3. Lease liabilities	149	118	130
Other current liabilities	744	839	794
Provisions	76	68	76
Liabilities for current tax (Net)	3	3	21
Sub Total Liabilities	1,303	1,415	1,450
TOTAL EQUITY AND LIABILITIES	4,050	4,527	4,896

Particulars (INR Mn)	FY20	FY21	H1-FY22
ASSETS			
Non-Current Assets			
Property, Plant & Equipment	730	703	674
Rights of use assets	569	535	630
Intangible Assets	32	29	68
Intangible Assets under development	1	-	-
Goodwill	-	-	87
Investment in associate	61	55	50
Financial Assets			
Security Deposits	86	60	65
Bank Balances other than Cash and Cash equivalents	-	-	15
Deferred tax assets (Net)	18	20	22
Income tax assets (Net)	38	35	31
Other Non-current assets	15	25	25
Sub Total Non Current Assets	1,550	1,462	1,667
Current Assets			
Financial Assets			
1.Security Deposits	20	41	28
2.Cash and Cash Equivalents	45	90	80
3.Bank Balances other than Cash and Cash equivalents	1,101	1,909	2,105
4.Investments	1,204	850	840
5.Trade Receivables	36	75	71
6.Derivative instruments	-	-	-
7. Loan to subsidiaries	-	-	-
8.Other financial assets	46	57	51
Other current assets	48	43	54
Sub Total Current Assets	2,500	3,065	3,229
TOTAL ASSETS	4,050	4,527	4,896



Share Price Data as on 31st December, 2021



Price Data (31st December 2021)

Face Value (INR)	5.0
Market Price (INR)	926
52 Week H/L (INR)	1,242.0/779.1
Market Cap (INR Mn)	21,197
Equity Shares Outstanding (Mn)	22.89
1 Year Avg. trading volume ('000)	50.6

Shareholding Pattern as on 31st December 2021

