

April 17, 2024

BSE Limited	National Stock Exchange of	Metropolitan Stock Exchange
Department of Corporate	India Limited	of India Limited
Services	Listing Department	205(A), 2 nd Floor,
Listing Department	Exchange Plaza, Plot no. C/1,	Piramal Agastya Corporate Park,
P J Tower, Dalal Street,	G Block, Bandra-Kurla Complex,	L.B.S Road, Kurla (West),
Mumbai - 400001	Bandra (East), Mumbai - 400051	Mumbai - 400070
Scrip Code: 535648	Scrip Symbol: JUSTDIAL	Scrip Symbol: JUSTDIAL

Dear Sirs,

Sub: Investor presentation on Financial Results (Consolidated and Standalone) for the quarter and financial year ended March 31, 2024

The presentation to analysts / investors on the financial performance of the Company for Financial Results of the Company for the quarter and financial year ended March 31, 2024 is enclosed herewith.

Kindly take the same on record.

Thanking you,

Yours faithfully, For **Just Dial Limited**

Manan Udani Company Secretary

Encl: as above

CORPORATE PRESENTATION

April 2024



DISCLAIMER

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This presentation may contain forecasts/ forward looking statements based on facts, expectations, and/or past figures relating to the business, financial performance and results of the Company. As with all forward-looking statements, forecasts are connected with known and unknown risks, uncertainties and other factors that may cause the actual results to deviate significantly from the forecast. Readers are cautioned not to place undue reliance on these forward looking statements. Forecasts prepared by the third parties, or data or evaluations used by third parties and mentioned in this communication, may be inappropriate, incomplete, or falsified. Neither the Company or any of its subsidiaries or any of its Directors, officers or employees thereof, provide any assurance that the assumptions underlying such forward-looking statements are fully free from errors nor do any of them accept any responsibility for the future accuracy of the opinions expressed in the Presentation or the actual occurrence of the forecasted developments. Neither the Company nor its Directors or officers assume any obligation to update any forward-looking statements or to confirm these forward-looking statements to the Company's actual results.

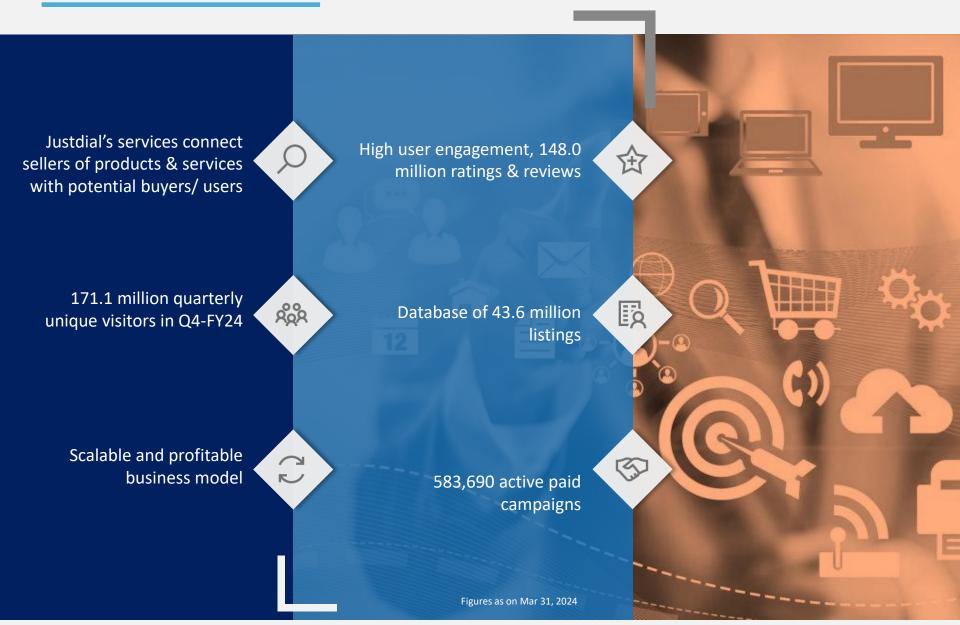
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Any information provided in this presentation is subject to change without notice.

Q4 FY24 means the period Jan 1, 2024 to Mar 31, 2024 FY24 or FY 23-24 or FY 2024 means the Financial Year starting Apr 1, 2023 and ending Mar 31, 2024



COMPANY OVERVIEW



KEY STRENGTHS

- First Mover Advantage in Indian Local Search Market Strong Brand Recognition with 171.1 million unique quarterly visitors[^] in Q4 FY24 (165.9 million in Q3 FY24) Comprehensive database of 43.6 million listings Attractive Value Proposition For Local SMEs Experience and Expertise in Local Indian Market Advanced and Scalable Technology Platform Efficient & Profitable Business Model
- . .

Strong & Experienced Management Team

☐ Strong Financial Profile, Prepaid Model

[^] Unique visitors are aggregated across various mediums – Voice, Desktop/ PC, Mobile; these may not necessarily be mutually exclusive



NATION WIDE PRESENCE



Nationwide coverage, branches in 11 cities across India



Corporate Headquarters in Mumbai, Technology operations in Bengaluru

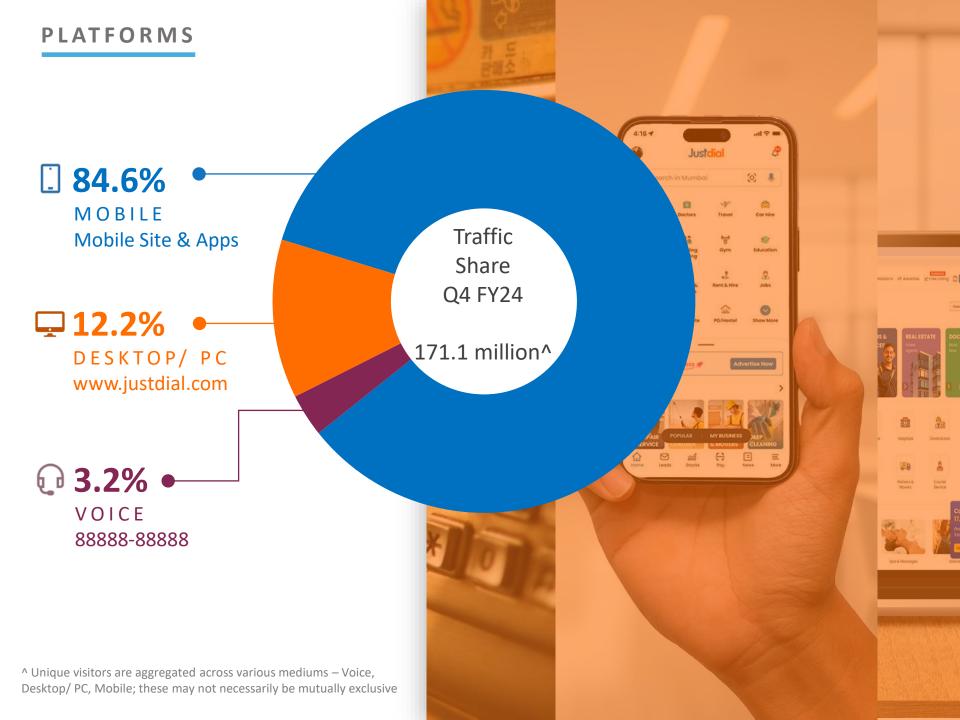


4,535 employees in tele-sales, 5,281 feet-on-street salesforce



On-the-ground presence in 250+ cities pan India, covering 11,000+ pin codes





MOBILE





Android & iOS Apps

Predictive Auto-Suggest

Company, Category, Product Search

Map View of Category Search

Location Detection

Voice Search

App Notifications

JD Pay

Maps & directions

Location-based search service

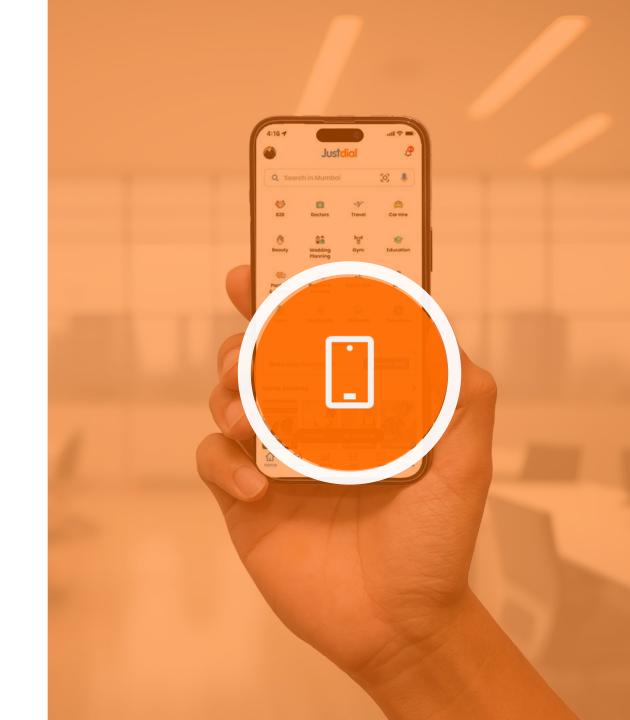
Ratings & Reviews

Friends' Ratings

Real-time Performance tags for listings

Favorites

Search Plus



WEBSITE

Predictive Auto-Suggest

Company, Category, Product Search

Location Detection

Maps & directions

Operating hours

Business logos

Pictures & videos

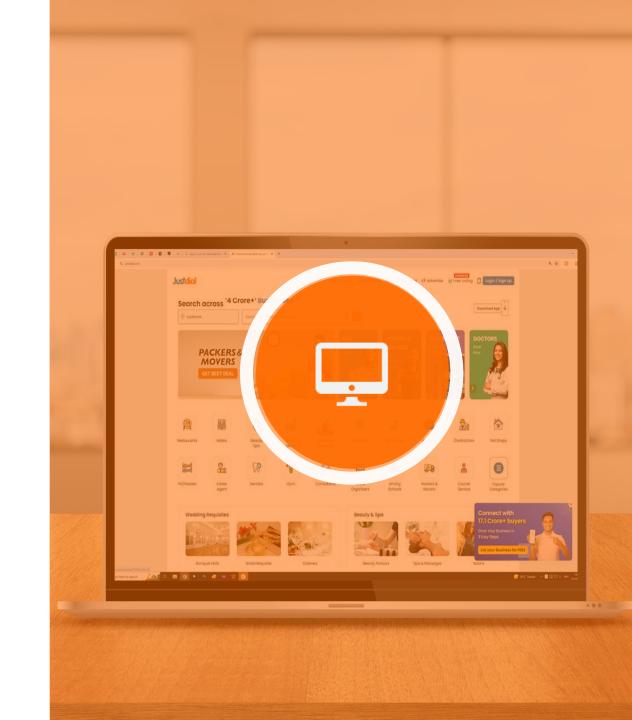
Ratings & reviews

Friends' Ratings

Favorites

Search Plus

Popular Category Searches



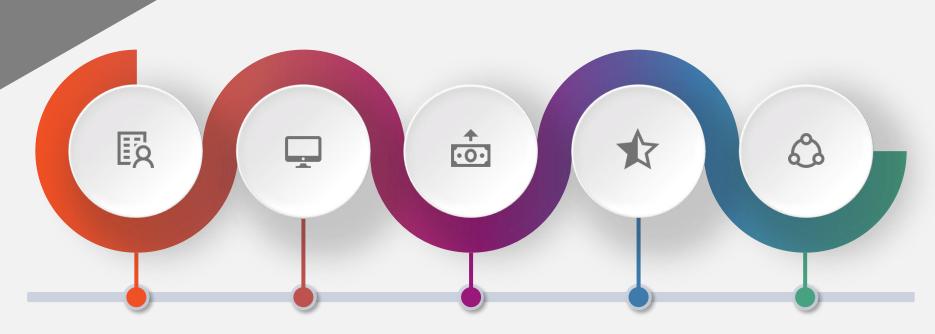
VOICE



Operator-assisted Hotline Number
One number across India
24 Hours a day x 7 Days a week
Multi-lingual support
Zero-ring Pickup
Personalized Greeting
Multiple queries in one call
Instant WhatsApp, SMS & Email



VALUE PROPOSITION FOR SMEs



LISTING

Every SME should be listed on Justdial - India's leading local search engine & online marketplace

OWN WEBSITE

Justdial can create websites for SMEs instantly, which are mobile-ready, dynamic & have transactional capabilities

PAYMENTS

SMEs can accept digital payments from their customers - via JD Pay, an online payment mechanism

RATINGS

Ratings are key to users' decisionmaking, JD Ratings tool helps SMEs gather more ratings & reviews

REACH

With curated content including Cataloguing, Deals & Vouchers, Service Cards and Analytics, JD platform provides great visibility to businesses

USER ENGAGEMENT



148.0 million Ratings & Reviews

Mobile-verified, unbiased ratings

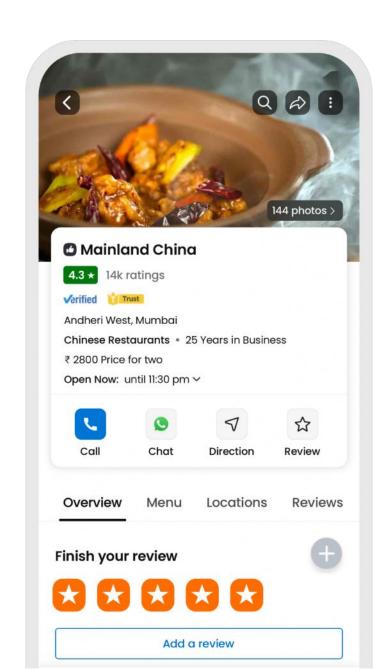
Intelligent tags to capture experiences

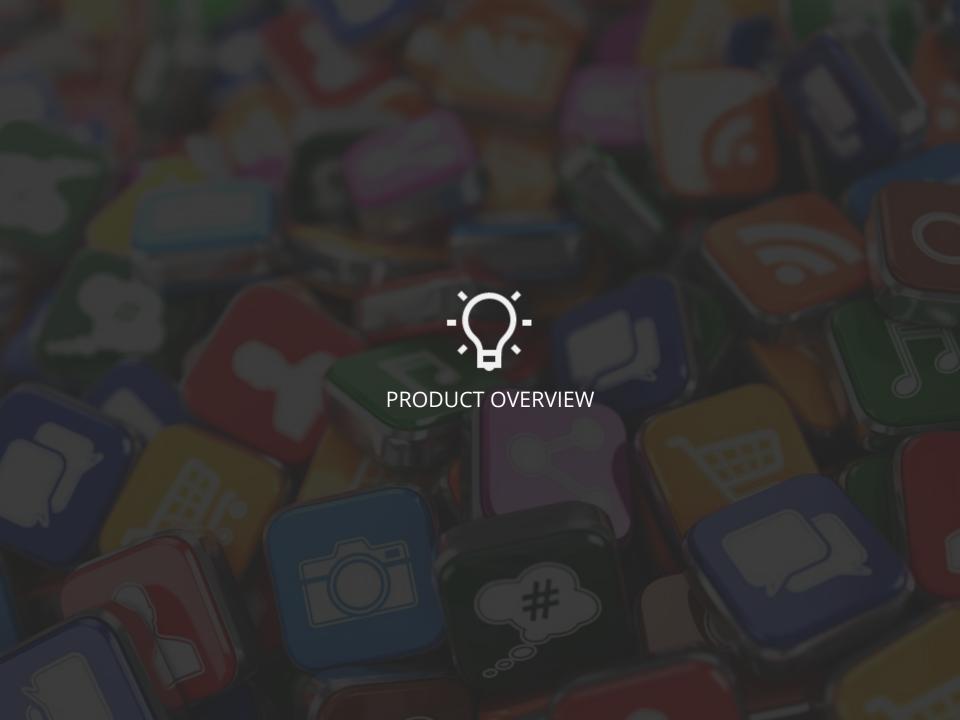
Friends' Ratings

5-Point Rating Scale

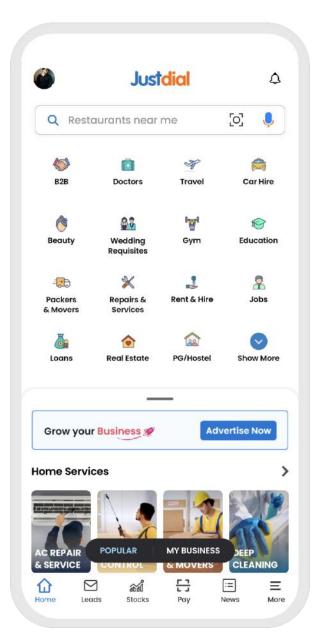
Photos Upload with Review

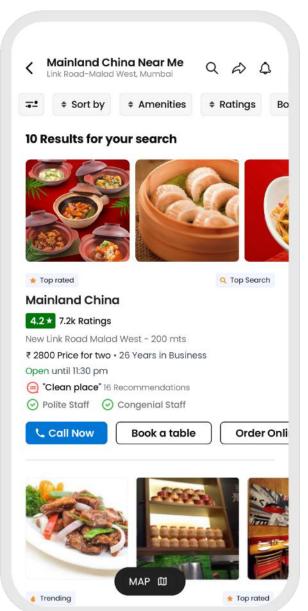
Robust Audit Mechanism

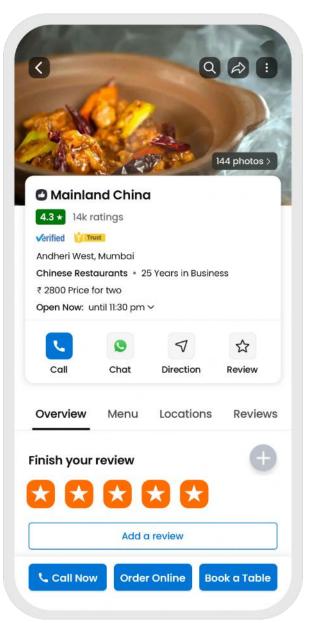




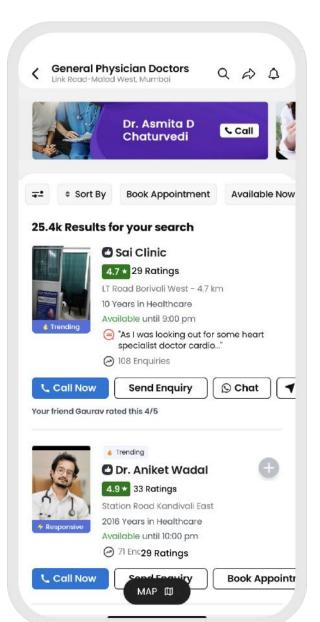
JD Mobile

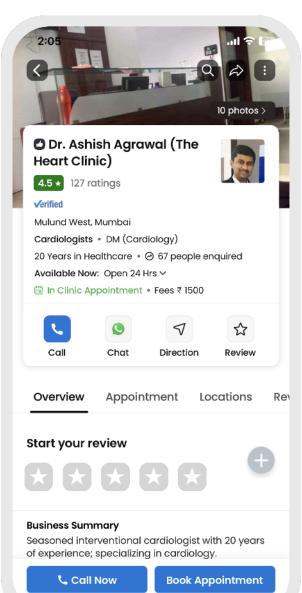


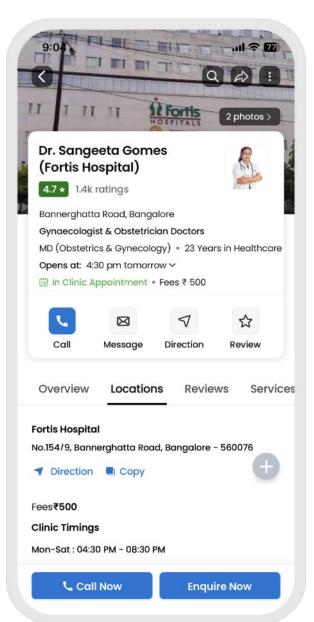


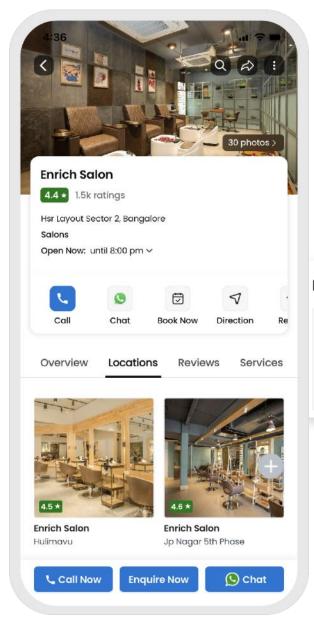


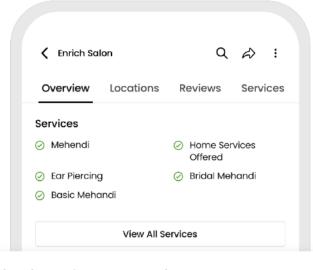
JD Mobile











Highlights from the Business



Nail Art Manicure



Pedicure





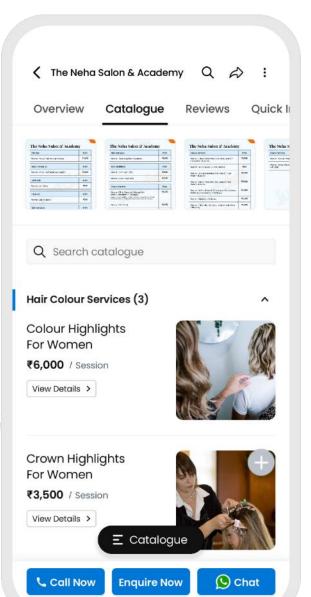


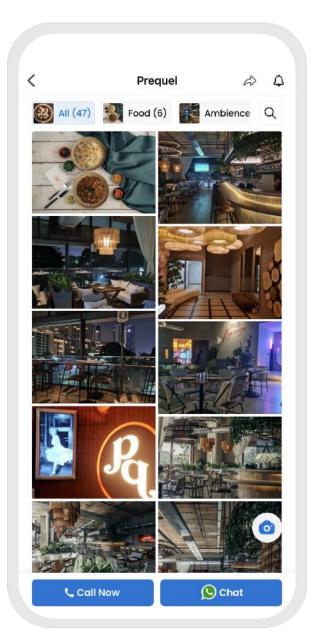
- Many customers praised the service and professionalism of the staff, especially senior stylists like Rakesh, Yuvraj, and Irfan.
- The salon is clean and hygienic with a pleasant ambiance.
- Some users appreciated the complimentary coffee and water provided by the salon.

📞 Call Now

Enquire Now

○ Chat

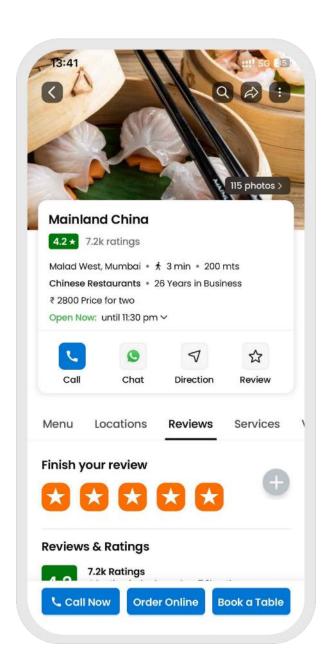




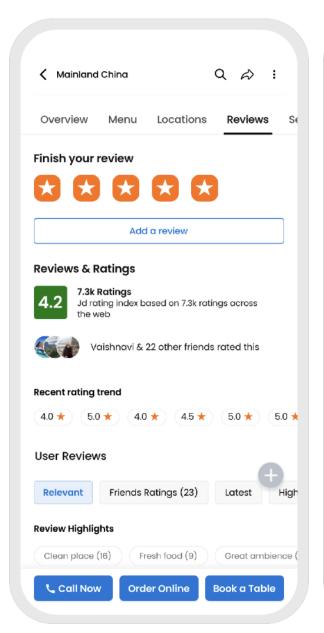


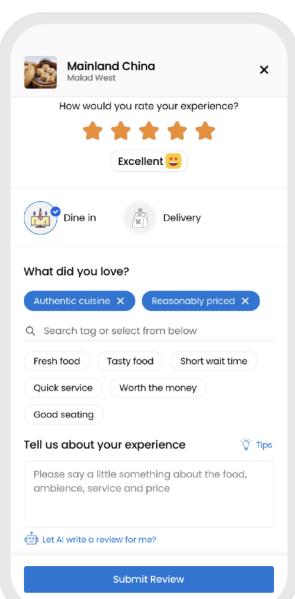


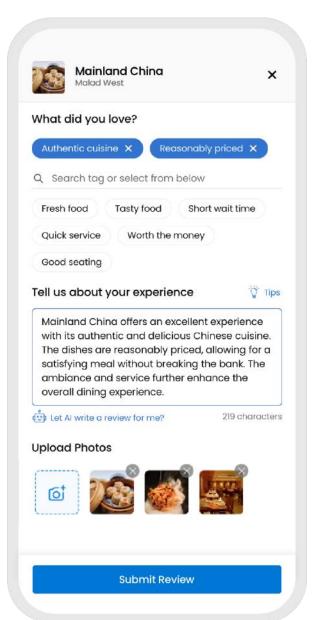
Listening..... **Mainland China restaurant** X



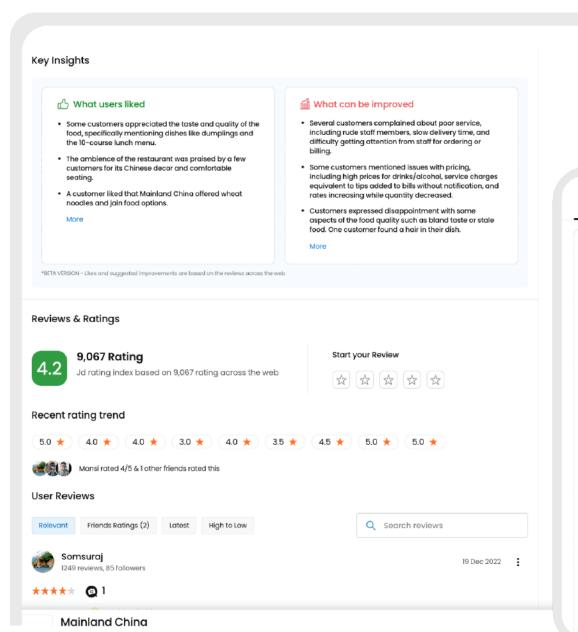
Enhanced Ratings & Reviews System







Review Insights



Overview Menu Locations Reviews

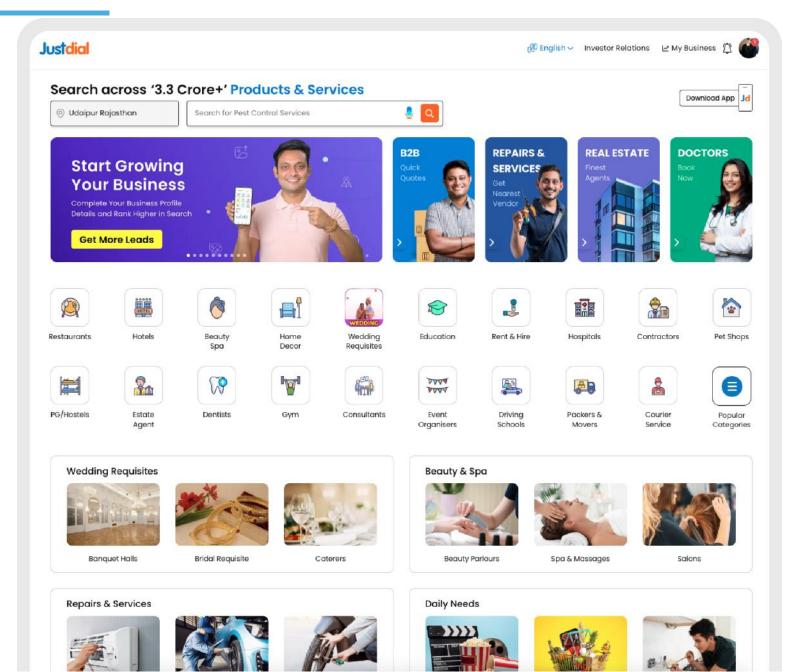
What users liked

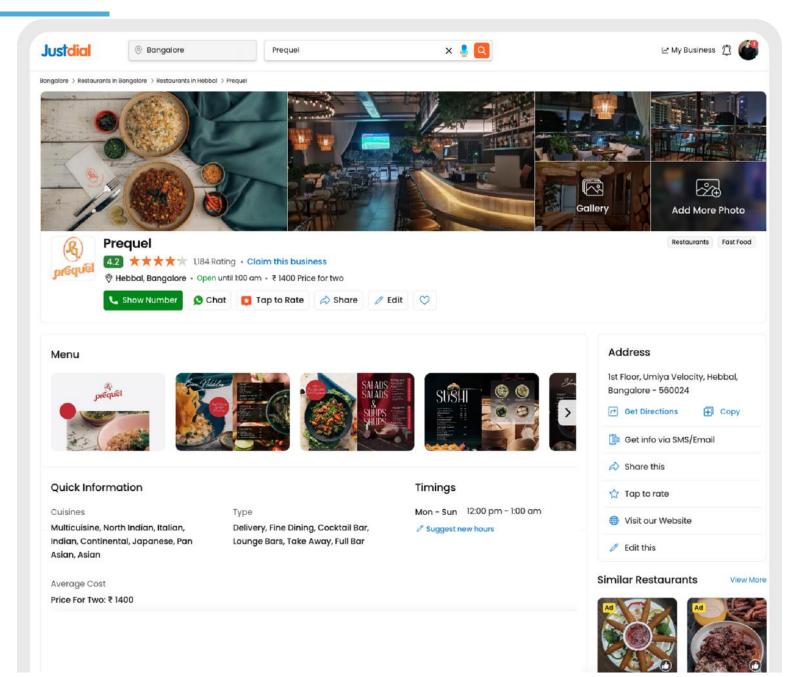
- Some customers appreciated the taste and quality of the food, specifically mentioning dishes like dumplings and the 10-course lunch menu.
- The ambience of the restaurant was praised by a few customers for its Chinese decor and comfortable seating.
- A customer liked that Mainland China offered wheat noodles and jain food options.

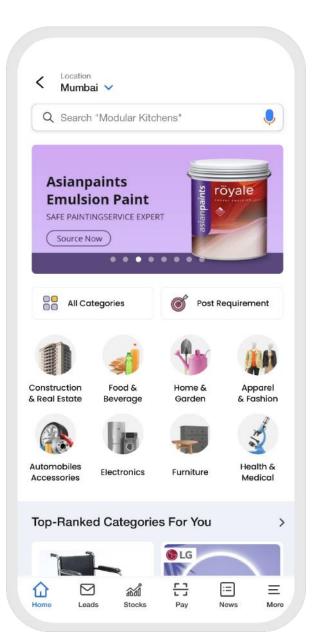
More

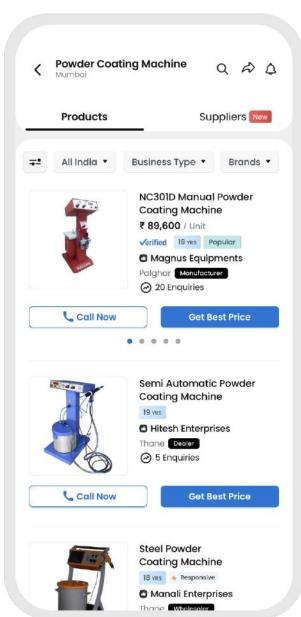
Mr What can be improved

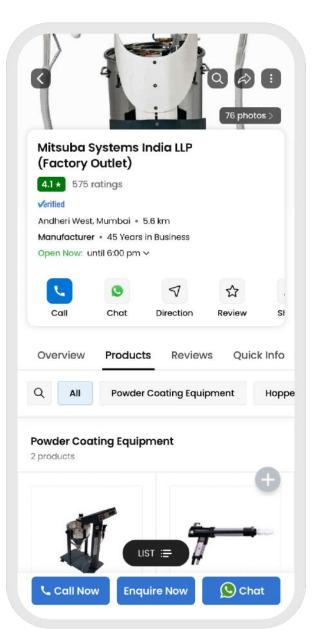
- Several customers complained about poor service, including rude staff members, slow delivery time, and difficulty getting attention from staff for ordering or billing.
- Some customers mentioned issues with pricing, including high prices for drinks/alcohol, service charges equivalent to tips added to bills without notification, and rates increasing while quantity decreased.
- Customers expressed disappointment with some aspects of the food quality such as bland taste or stale food. One customer found a bair in their dish.

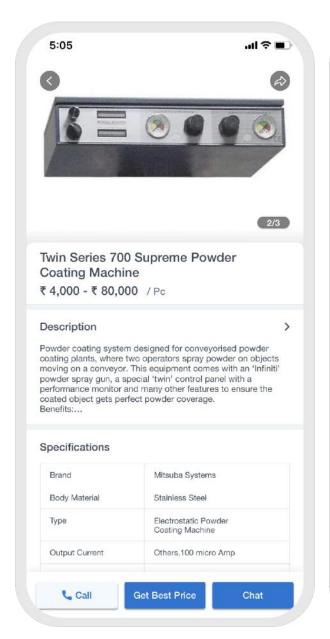


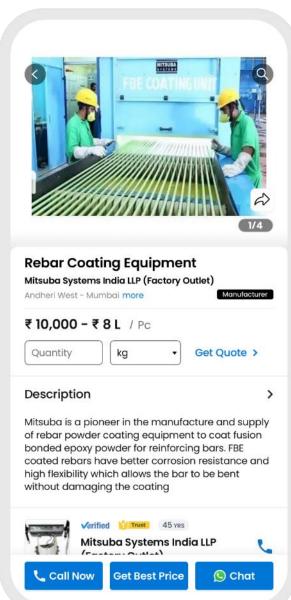


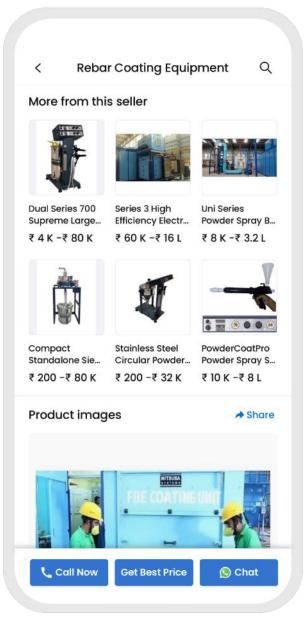


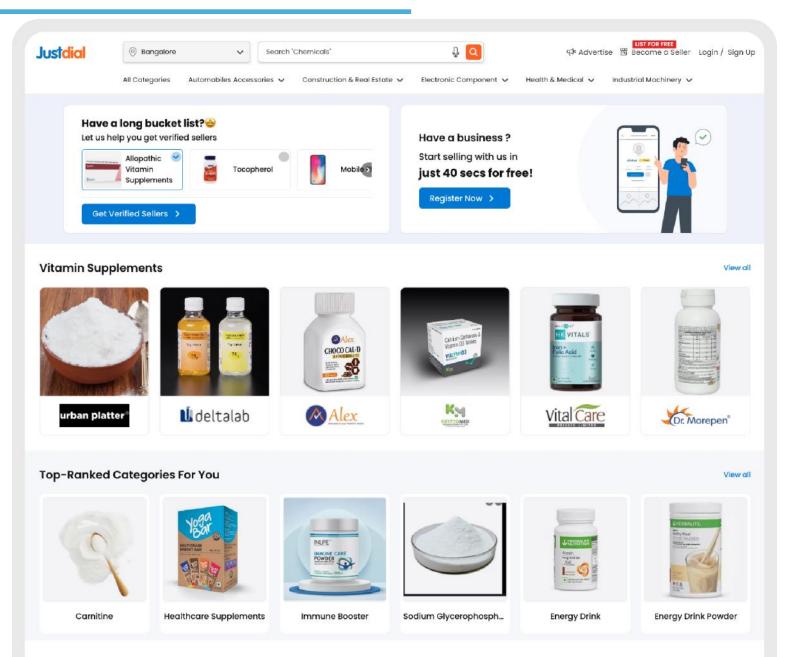


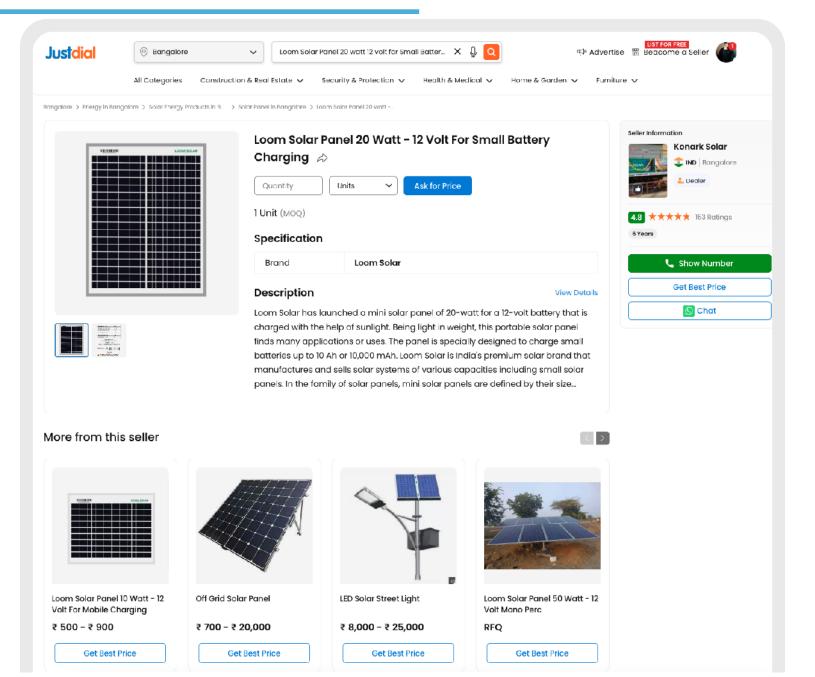


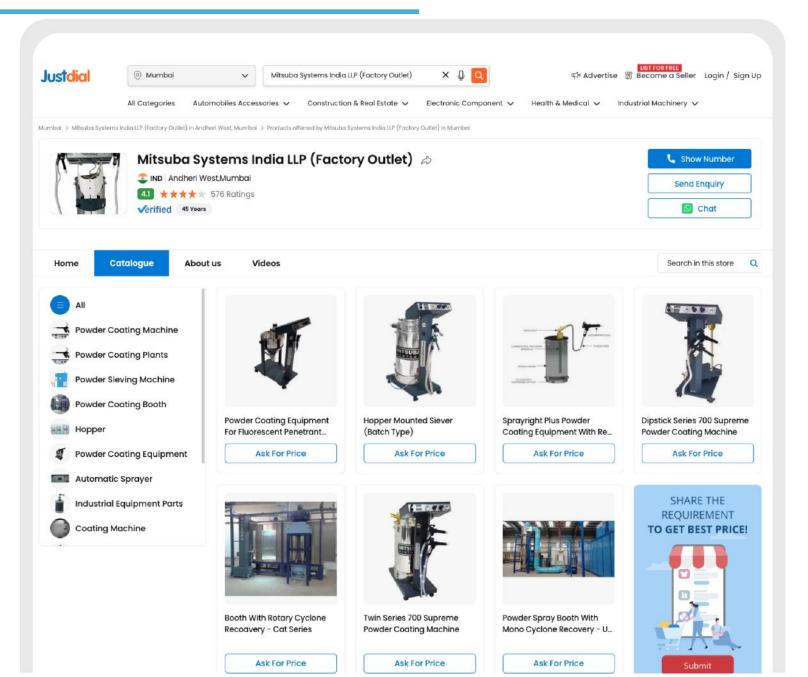




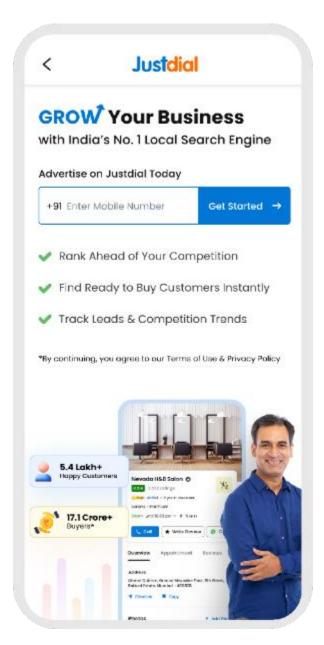


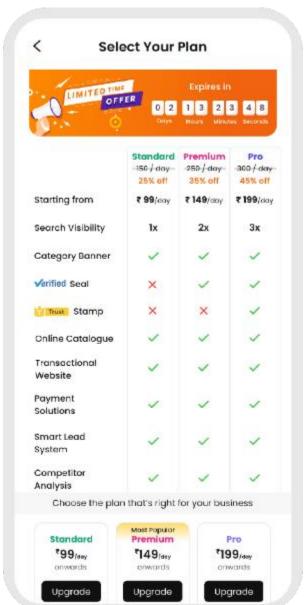


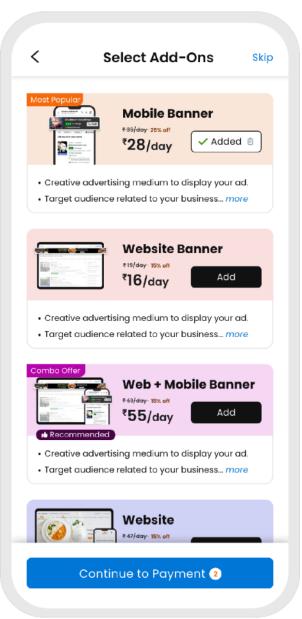




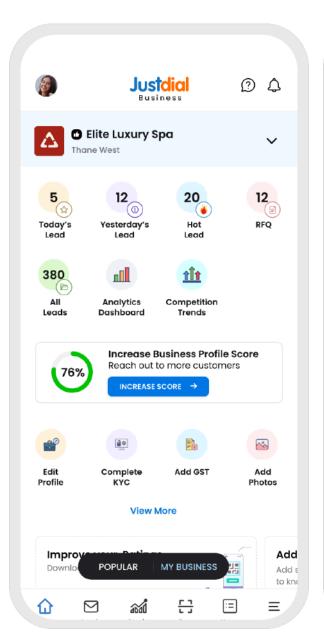
Self-Sign-up for SMEs to start paid campaign

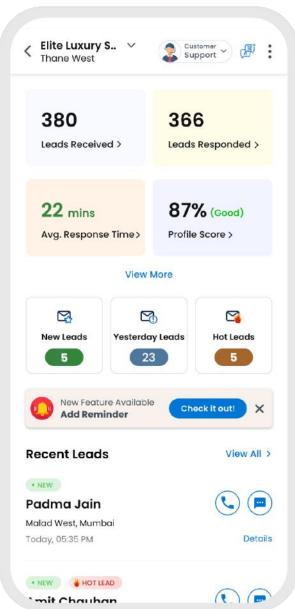


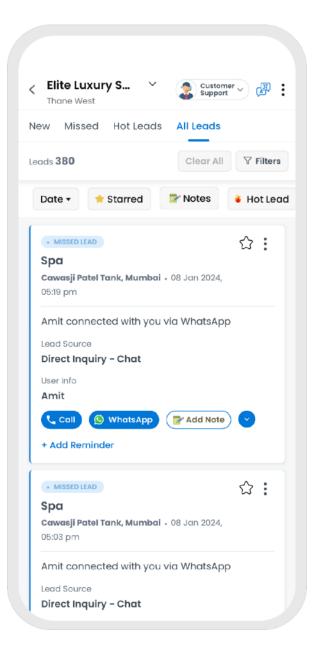




JD Business - Dashboard for SMEs to manage campaigns

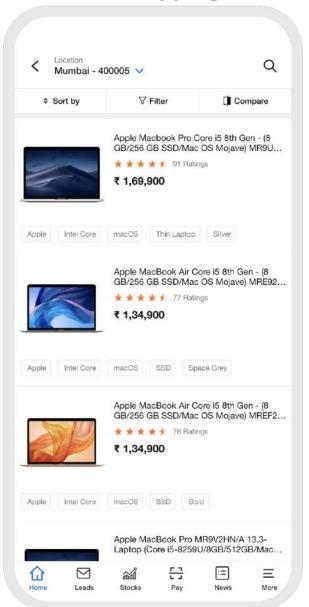




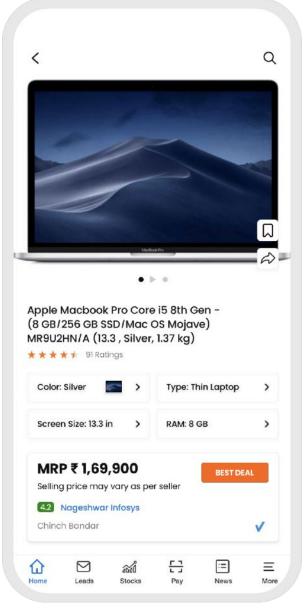


Beyond Search

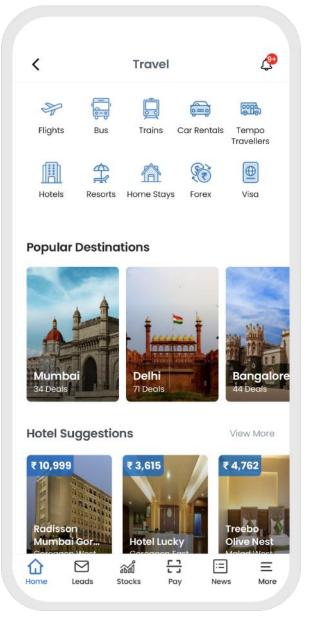
JD Shopping



Get quotes on Products

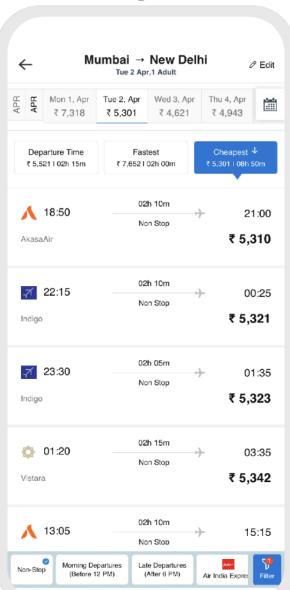


Travel

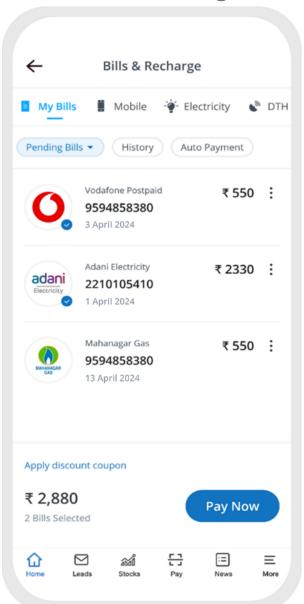


Beyond Search

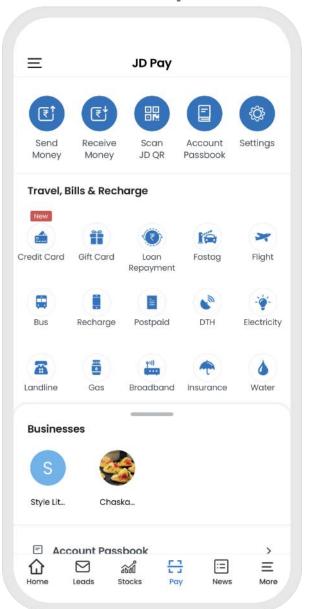
Flights



Bills & Recharge

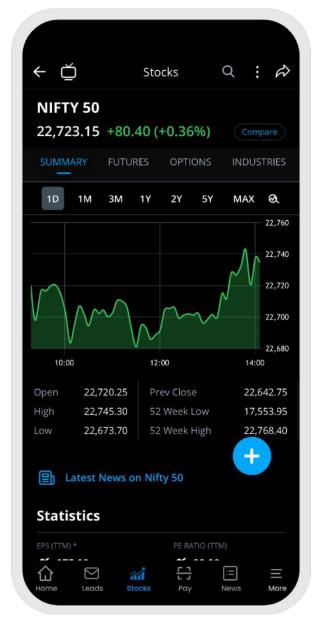


Jd Pay

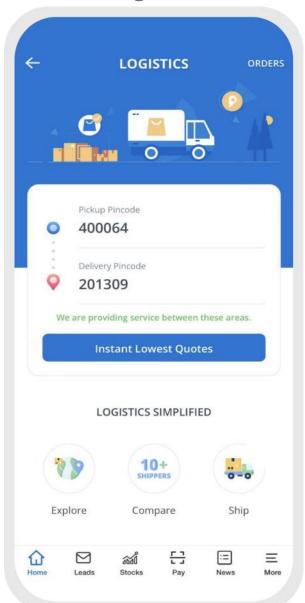


Beyond Search

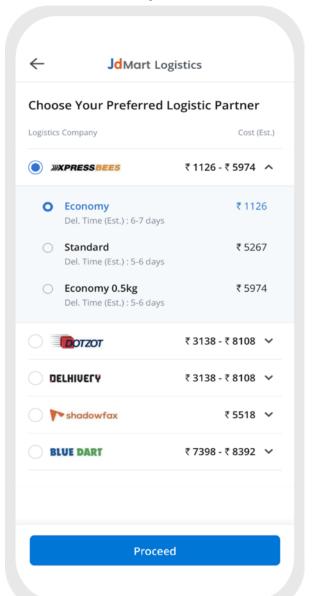
Stocks



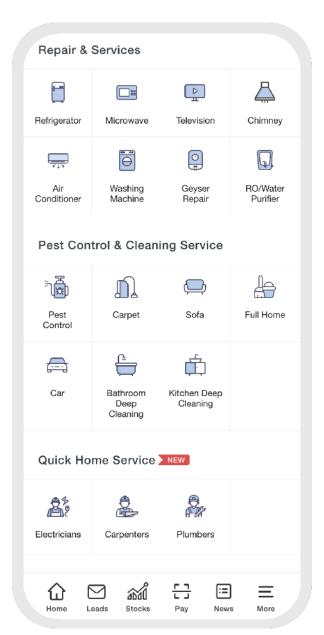
Logistics

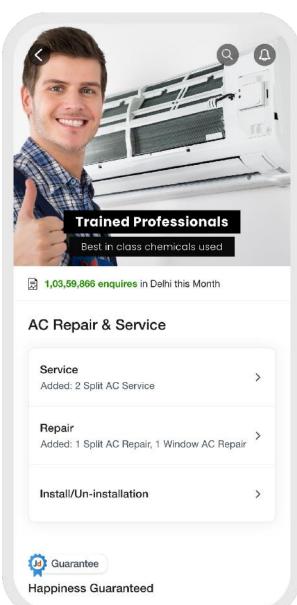


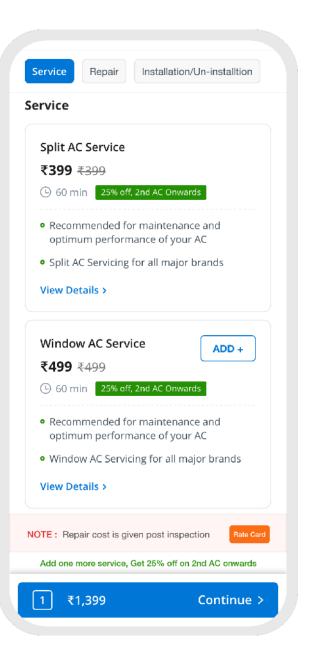
Get quotes



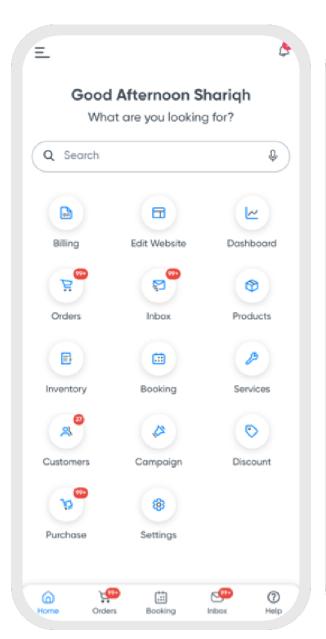
JD Xperts - One Stop Solution for On-Demand Services



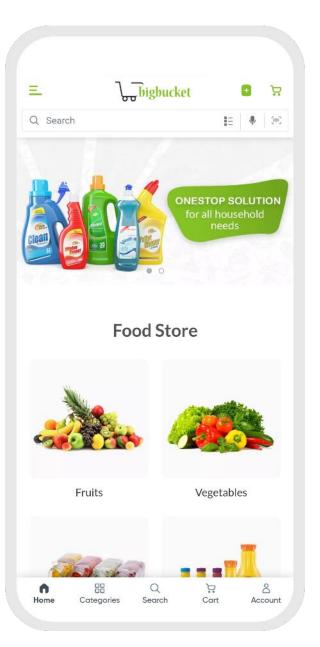




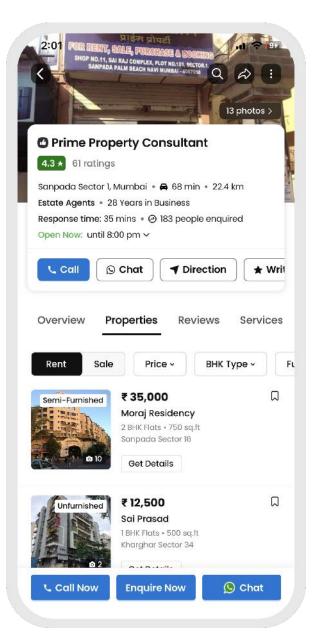
JD Omni - Cloud-Hosted Solution for Digitalizing Businesses

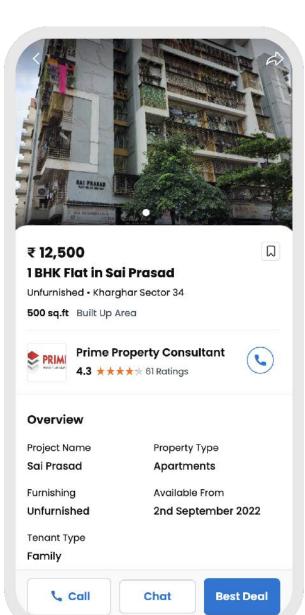


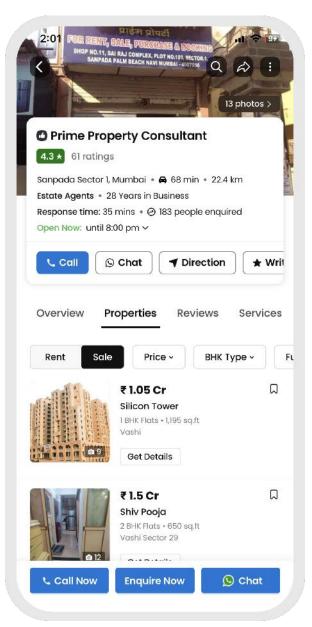




JD Homes



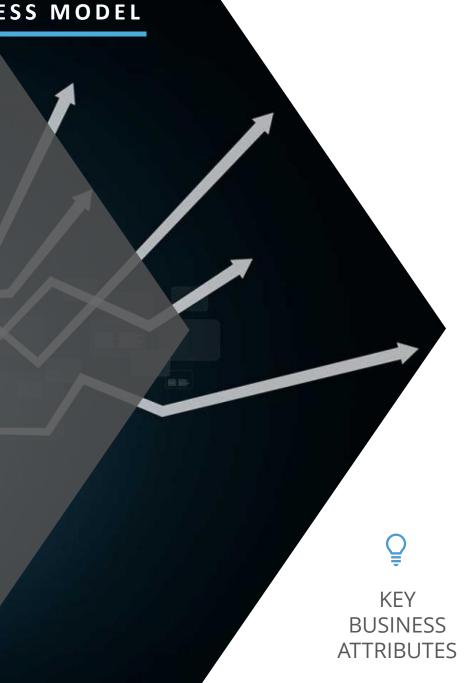




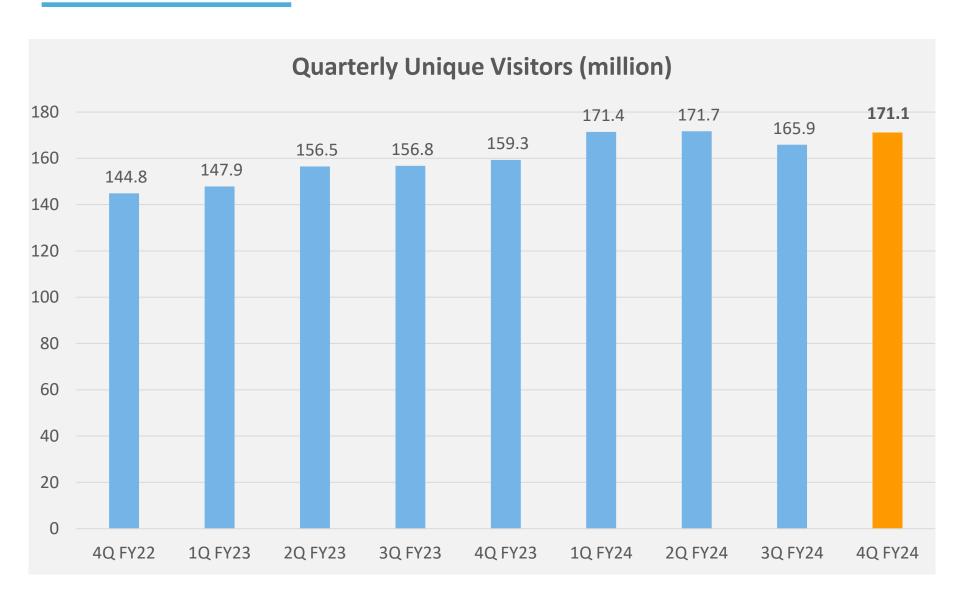


EFFICIENT & PROFITABLE BUSINESS MODEL

- Paid Advertisers pay a fixed fee to run searchled advertising campaigns for their businesses on Justdial's platforms
- Various premium & non-premium listing packages available which determine placements in search results
- Multiple factors determine pricing, such as business categories of advertiser, geographies targeted, type of package
- Add-on products such as banners, own website, JD Pay, JD Ratings, etc. available
- Advertisers can pay amounts either upfront or through monthly payment plans, with ability to manage campaigns online
- Justdial also runs multi-city/ national campaigns for pan-India advertisers
- Sales team comprises of 4,535 employees in tele-sales, 1,574 feet-on-street (marketing), and 3,707 feet-on-street (Cold Calling & Others) as on Q4 FY24



TRAFFIC/ VISITORS



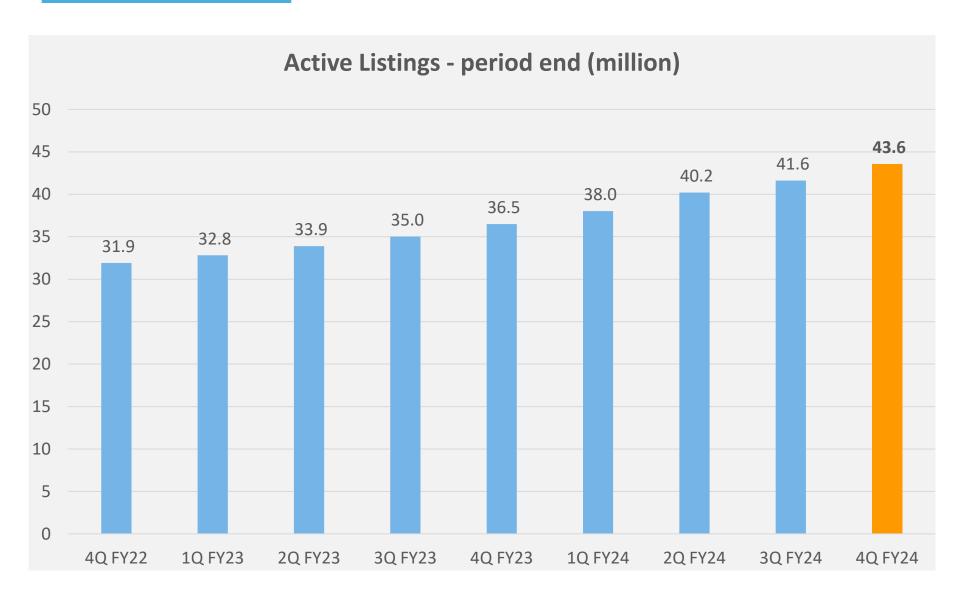
TRAFFIC/ VISITORS



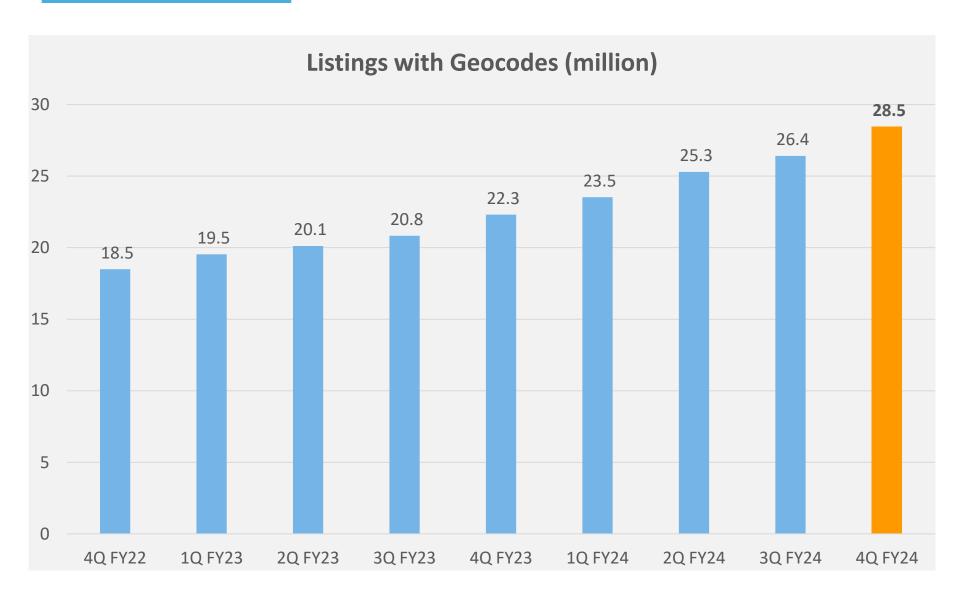
USER ENGAGEMENT



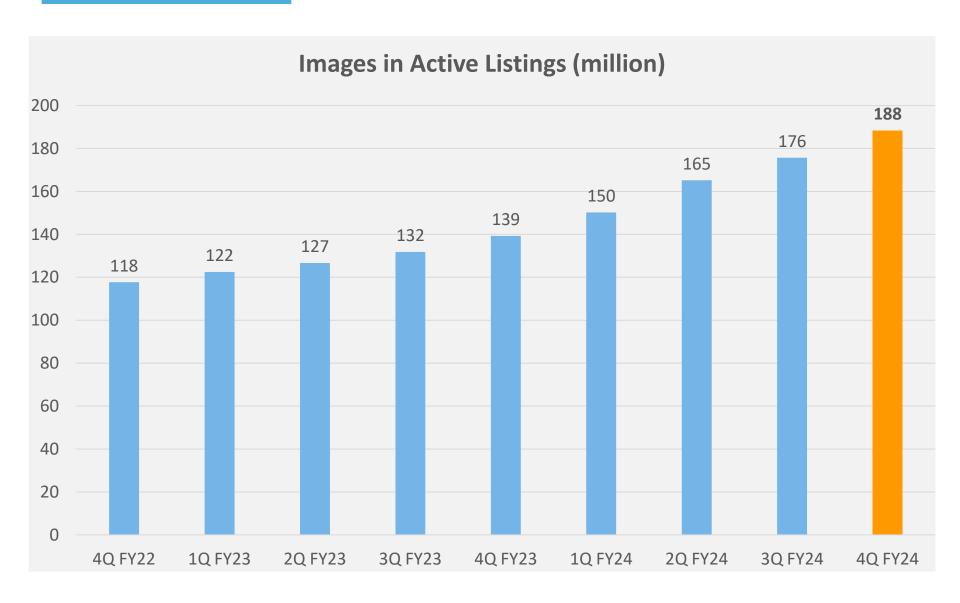
DATA ENRICHMENT



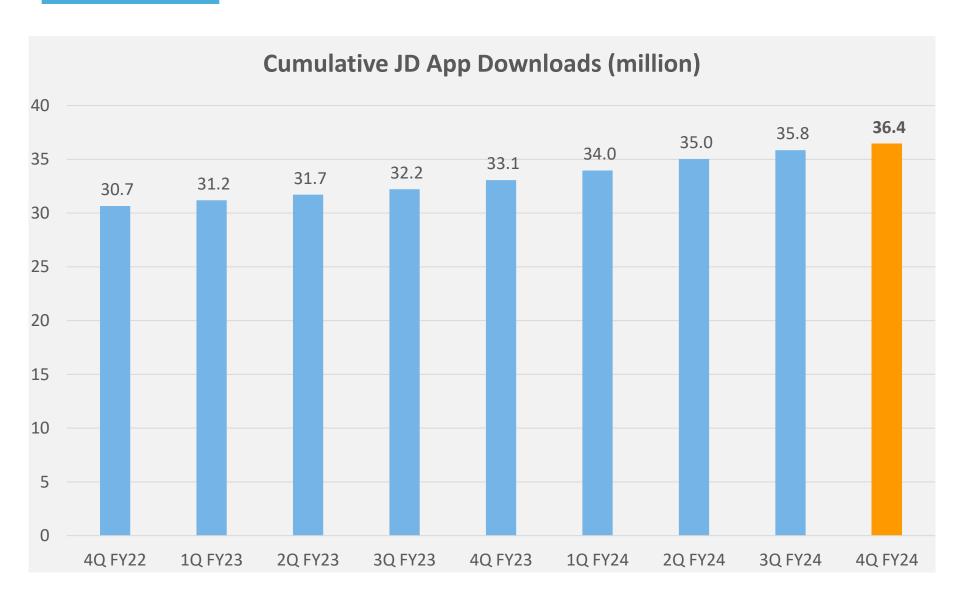
DATA ENRICHMENT



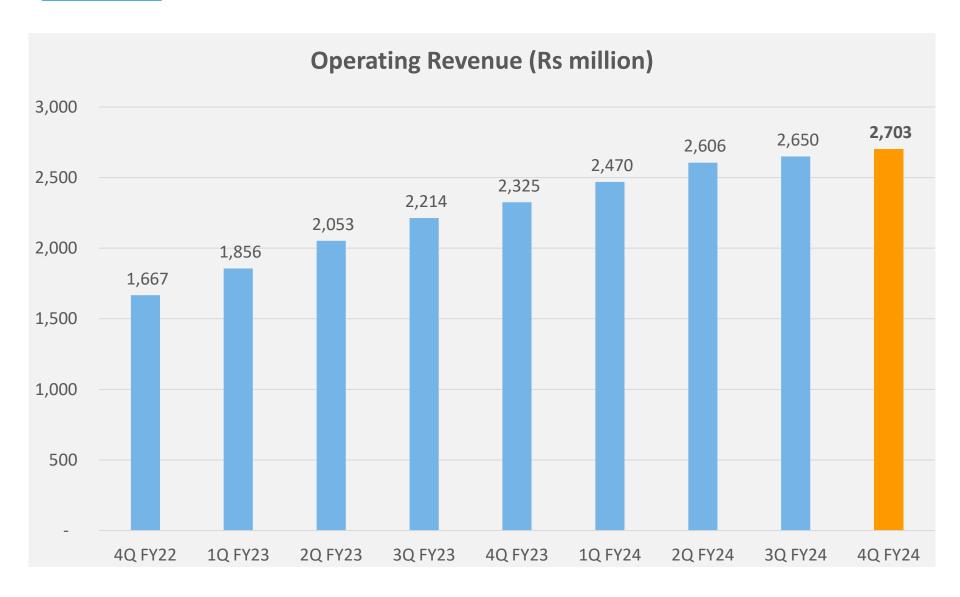
DATA ENRICHMENT



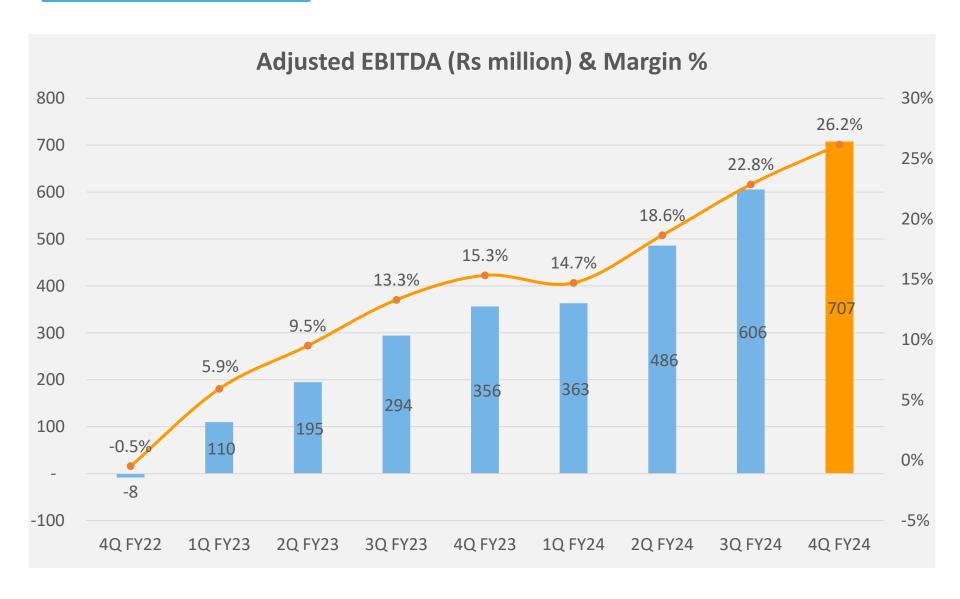
MOBILE APPS



REVENUE

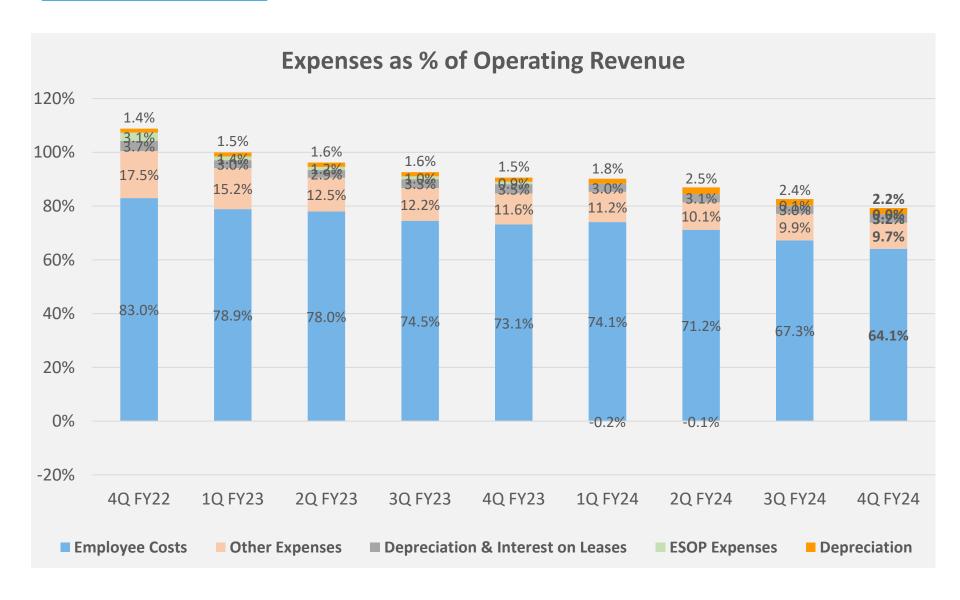


OPERATING MARGIN

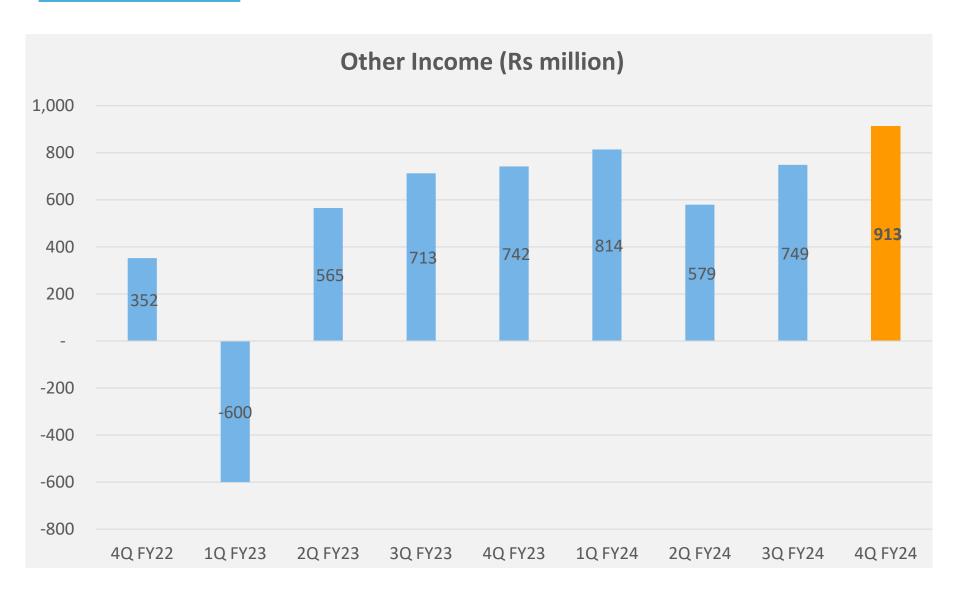


Note: Adjusted EBITDA calculated after excluding non-cash ESOP Expenses from reported EBITDA

COST STRUCTURE

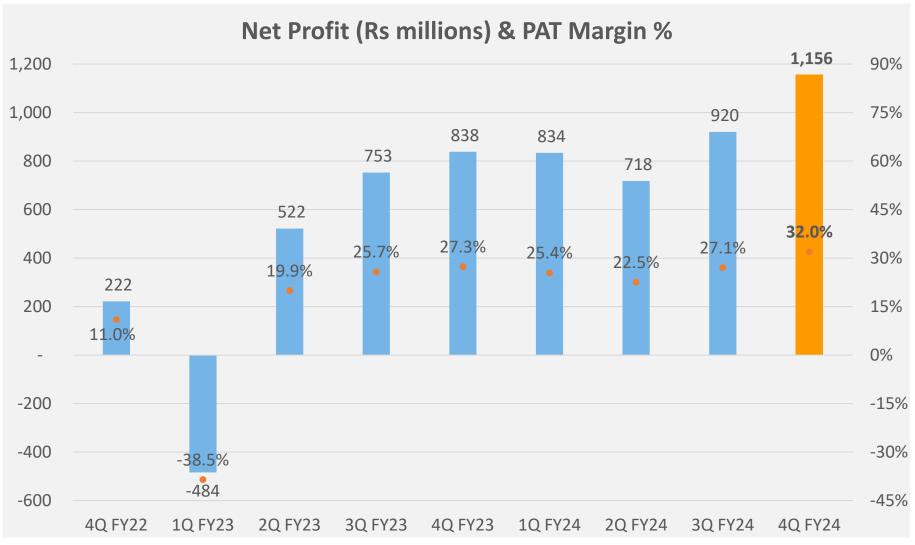


OTHER INCOME



Note: Other Income in 1Q FY23 was impacted due to mark-to-market (MTM) losses on treasury portfolio owing to significant increase in bond yields during that quarter.

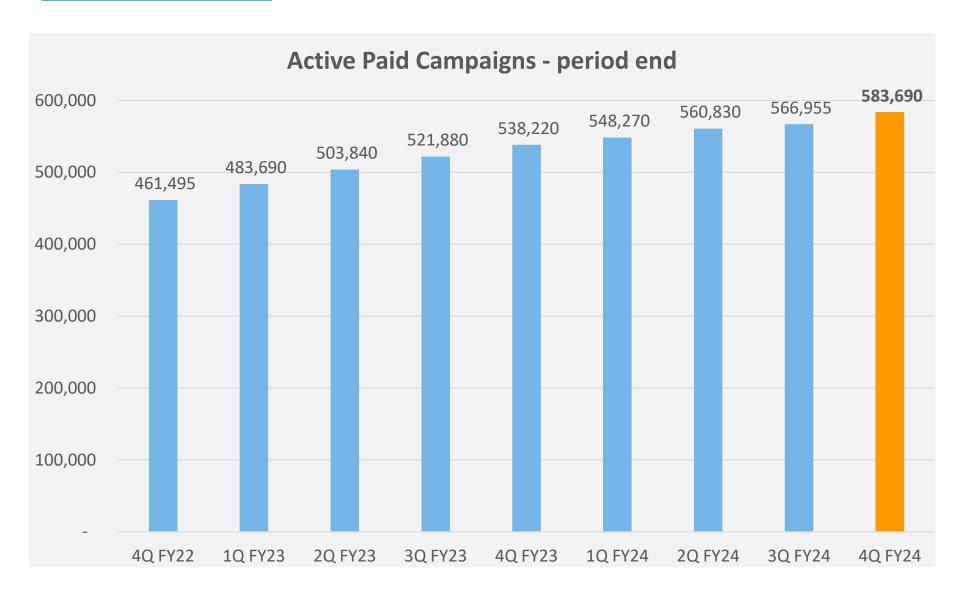
NET PROFIT MARGIN

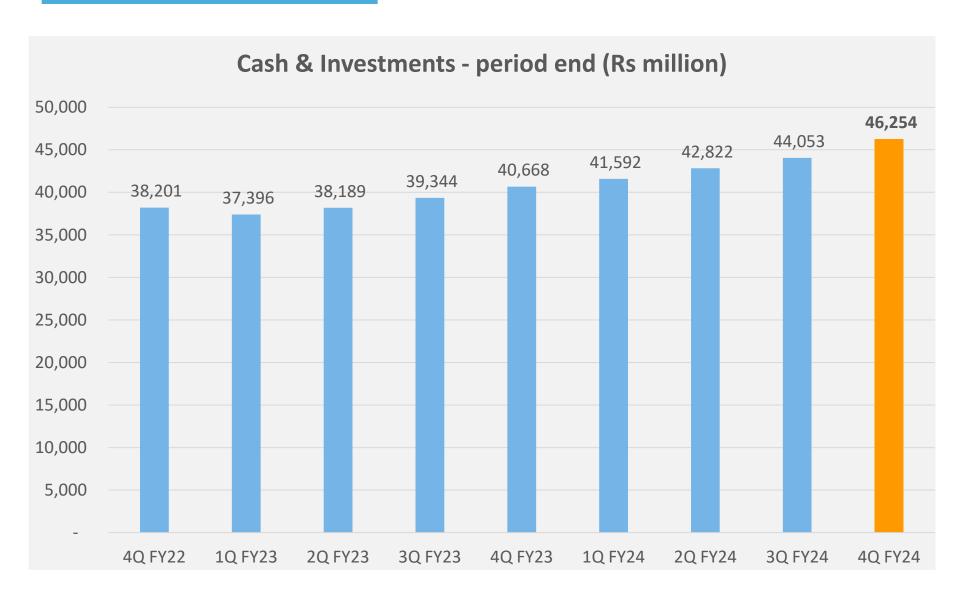


Note:

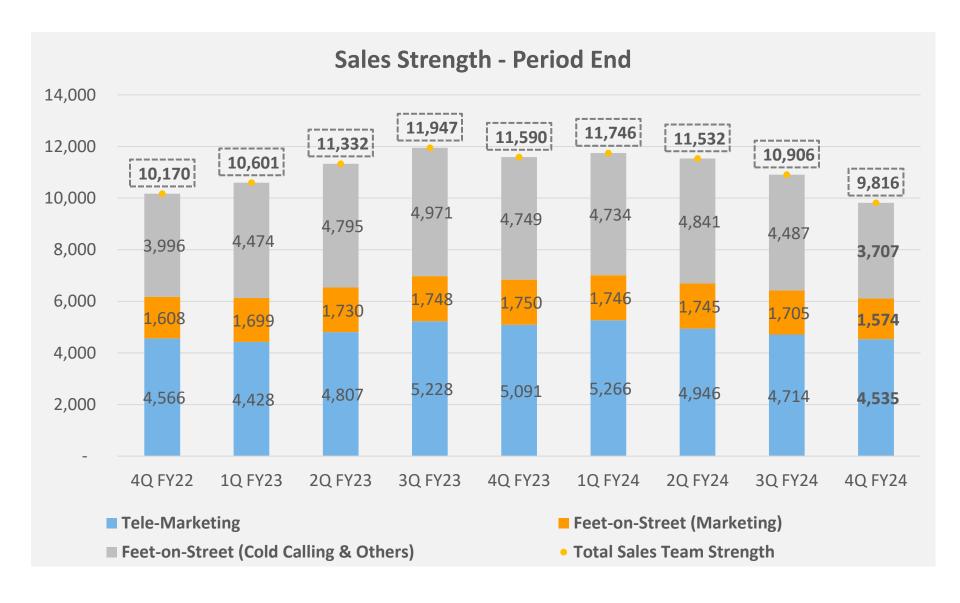
- 1) Net Profit Margin is calculated as Net Profit (Profit After Taxes) as a percentage of Total Revenue (Operating Revenue + Other Income) for the period.
- 2) Loss during 1Q FY23 was driven by negative other income due to mark-to-market (MTM) losses on treasury portfolio owing to significant increase in bond yields during that quarter.

PAID CAMPAIGNS





SALES FORCE



JUST DIAL LTD - 4Q FY24 (Quarter ended March 31, 2024) PERFORMANCE SUMMARY						
Metric	Unit	4Q FY24	4Q FY23	YoY change	3Q FY24	QoQ change
Operating Revenue	(₹ million)	2,703	2,325	16.2%	2,650	2.0%
Operating EBITDA	(₹ million)	706	334	111.4%	604	16.9%
Operating EBITDA Margin	%	26.1%	14.4%	1,176 bps	22.8%	334 bps
Adjusted EBITDA (excl. ESOP expenses)	(₹ million)	707	356	98.5%	606	16.8%
Adjusted EBITDA Margin (excl. ESOP expenses)	%	26.2%	15.3%	1,084 bps	22.8%	332 bps
Other Income	(₹ million)	913	742	23.1%	749	21.9%
Profit Before Taxes	(₹ million)	1,473	960	53.5%	1,210	21.8%
Net Profit	(₹ million)	1,156	838	37.9%	920	25.6%
Net Profit Margin	%	32.0%	27.3%	465 bps	27.1%	490 bps
Deferred Revenue (period end)	(₹ million)	5,077	4,382	15.9%	4,727	7.4%
Cash & Investments (period end)	(₹ million)	46,254	40,668	13.7%	44,053	5.0%

Note: Net Profit Margin is calculated as Net Profit (Profit After Taxes) as a percentage of Total Revenue (Operating Revenue + Other Income) for the period.

JUST DIAL LTD - 4Q FY24 (Quarter ended Ma	rch 31. 2024) PFR	FORMANCE SUN	/IMARY			
Metric	Unit	4Q FY24	4Q FY23	YoY change	3Q FY24	QoQ change
Unique Visitors	(million)	171.1	159.3	7.4%	165.9	3.1%
- Mobile	(million)	144.7	137.2	5.4%	141.2	2.4%
- Desktop/ PC	(million)	20.8	16.6	25.3%	19.1	9.1%
- Voice	(million)	5.6	5.5	2.3%	5.6	0.8%
NA-1-11-	0/ ala a a	04.604	06.40/	457.5	05.20/	50 h
- Mobile	% share	84.6%	86.1%	-157 bps	85.2%	-58 bps
- Desktop/ PC	% share	12.2%	10.4%	173 bps	11.4%	66 bps
- Voice	% share	3.2%	3.5%	-16 bps	3.4%	-8 bps
Total Listings (period end)	(million)	43.6	36.5	19.3%	41.6	4.7%
Net Listings Addition		1,942,275	1,483,553	30.9%	1,404,614	38.3%
Total Images in Listings (period end)	(million)	188.5	139.2	35.4%	175.7	7.3%
Listings with Geocodes (period end)	(million)	28.5	22.3	27.6%	26.4	7.7%
Ratings & Reviews	(million)	148.0	143.0	3.5%	147.0	0.7%
Paid campaigns (period end)		583,690	538,220	8.4%	566,955	3.0%
raid campaigns (period end)		383,030	338,220	8.470	300,933	3.070
Total App Downloads (period end)	(million)	36.4	33.1	10.2%	35.8	1.6%
App Downloads per day		7,106	8,272	-14.1%	7,660	-7.2%
Total Employees (period end)		12,834	15,320	-16.2%	13,954	-8.0%
- Sales Employees (period end)		9,816	11,590	-15.3%	10,906	-10.0%

JUST DIAL LTD - FY24 (Fiscal Year ended March 31, 2024) PERFORMANCE SUMMARY						
Metric	Unit	FY24	FY23	YoY change	YoY% change	
Operating Revenue	(₹ million)	10,429	8,448	1,981	23.5%	
Operating EBITDA	(₹ million)	2,165	860	1,305	151.9%	
Operating EBITDA Margin	%	20.8%	10.2%		1058 bps	
Adjusted EBITDA (excl. ESOP expenses)	(₹ million)	2,161	955	1,206	126.3%	
Adjusted EBITDA Margin (excl. ESOP expenses)	%	20.7%	11.3%		942 bps	
Other Income, net	(₹ million)	3,055	1,419	1,635	115.2%	
Profit Before Taxes	(₹ million)	4,665	1,880	2,784	148.1%	
Net Profit	(₹ million)	3,628	1,629	1,999	122.7%	
Net Profit Margin	%	26.9%	16.5%		1,040 bps	
Deferred Revenue (period end)	(₹ million)	5,077	4,382	695	15.9%	
Cash & Investments (period end)	(₹ million)	46,254	40,668	5,586	13.7%	

Note: Net Profit Margin is calculated as Net Profit (Profit After Taxes) as a percentage of Total Revenue (Operating Revenue + Other Income) for the period.

BOARD OF DIRECTORS

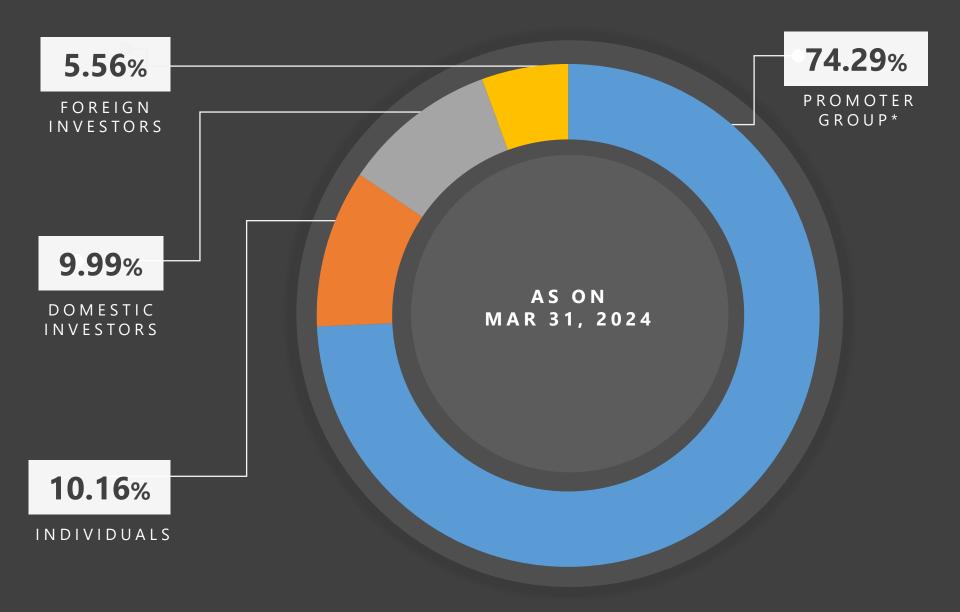
EXECUTIVE DIRECTOR						
V S S Mani	V.S.S. Mani is the Founder, Managing Director and Chief Executive Officer of Justdial. With over 35 years of experience in the field of media and local search services, he has successfully steered and kept our business on the growth track, driven by technological innovation.					
	INDEPENDENT DIRECTORS					
B Anand (Chairman)	B. Anand has served as the CEO of Nayara Energy and CFO of Trafigura. He has over 36 years of experience in large scale global enterprise leadership, operations, strategies, enterprise integration and value creation, including corporate finance and investment banking. He is a Commerce graduate and a member of Institute of Chartered Accountants of India.					
Sanjay Bahadur	Sanjay Bahadur has over 39 years of experience in construction. He holds a degree in Civil Engineering from the Delhi College of Engineering and is currently the Chief Strategy and Business Development of Construction and Chemicals division of Pidilite Industries Limited. He had also worked with Larsen & Toubro Limited, Aeons Construction Products Limited, Unitech Prefab Limited and ACC Concrete Limited.					
Malcolm Monteiro	Malcolm Monteiro, an Electrical Engineering graduate from the Indian Institute of Technology (IIT), Bombay, and a postgraduate in Business Management from the Indian Institute of Management (IIM), Ahmedabad, has been a valuable asset with a keen sense of vision. He was the India CEO of DHL e-commerce and also served as a member of the DHL e-commerce Global Management Board and Director of Blue Dart Express Limited.					
Ranjit V. Pandit	Ranjit V. Pandit served as the Managing Director at General Atlantic, LLC, between 2007 and 2012 where he was the head of the firm's growth investment activities across India. He has served as an Advisory Director of General Atlantic LLC in 2013. Prior to General Atlantic, he served as the Managing Director and Chairman of McKinsey & Company in India. He has an MBA from the Wharton School at the University of Pennsylvania (USA) and holds a BE Degree in Electrical Engineering from VJTI, University of Bombay.					
Bhama Krishnamurthy	Bhama Krishnamurthy has served as Country Head and Chief General Manager, SIDBI. She has career spanning over 35 years in IDBI (now IDBI Bank) and SIDBI, an Apex Development Bank for micro, small and medium enterprises in India covering all areas of development in banking operations both from policy perspectives and relating to implementation aspects. Her areas of specialisation include, interalia, resource raising and management, integrated treasury operations, credit dispensation & management and risk management. She has done her Masters in Science (M.Sc.) from Mumbai University.					

	NON-EXECUTIVE DIRECTORS
V. Subramaniam	V. Subramaniam is a Chartered Accountant and Cost Accountant. He has over 25 years of experience in the fields of finance, accounts, taxation and business management. He has over the years served at various leadership positions in industries ranging from consumer products, petrochemicals, refining to automobiles and retail during his corporate tenure. He is currently serving as the Managing Director of Reliance Retail Ventures Limited (RRVL) as well as Whole-time Director of Reliance Retail Limited, subsidiary of RRVL.
Ashwin Khasgiwala	Ashwin Khasgiwala presently serves as the Chief Business Operations Controller for Retail Business of Reliance group and has been associated with Reliance Group for more than 18 years. He is a Chartered Accountant and has over two decades of experience in the fields of finance, compliance and accounting.
Geeta Fulwadaya	Geeta Fulwadaya has been associated with Reliance Group for over 15 years and has extensive experience in the field of corporate laws and allied matters. She is also on the Board of several companies, including Den Networks Limited and Hathway Cable & Datacom Limited. She is a commerce graduate, and also holds a law degree from Government Law College. She is a member of the Institute of Company Secretaries of India.
Anshuman Thakur	Anshuman Thakur has completed his graduation in Economics and MBA from IIM Ahmedabad. He has 25 years of experience in corporate strategy and investment banking and has worked across diverse industries. He is currently Senior Vice President at Jio Platforms Limited and responsible for strategy and planning functions. He joined the Reliance Group in 2014 and has ever since been closely involved with the Jio and retail businesses. Prior to joining Reliance, he worked with Morgan Stanley as Head of Mergers & Acquisitions in India. He was a TMT coverage banker at Rothschild prior to his stint at Morgan Stanley. He has also worked with Arthur Andersen and Ernst & Young in the areas of corporate finance and strategy.
Dinesh Taluja	Dinesh Taluja has completed his B. Tech. from IIT Delhi and MBA from IIM Ahmedabad. He has over 18 years of experience across Investment Banking, Management Consulting & Private Equity and has worked in various roles across Credit Suisse, Standard Chartered Bank, McKinsey & Company and Peepul Capital. He was associated with Credit Suisse where he was leading their India's M&A practice. He is currently serving as the Chief Financial Officer of Reliance Retail Limited and Dy. Chief Financial Officer of Reliance Retail Ventures Limited.

LEADERSHIP TEAM

Name	Designation	Experience	Functional Areas
V S S Mani	Managing Director & CEO	36 Years	Overall growth strategy, planning, execution & management
V Krishnan	Group President	30 Years	Growth Strategy and Business Development
Abhishek Bansal	Chief Financial Officer	15 Years	Finance, Strategy, Accounting, Treasury, Audit, Legal, Compliance & Traffic
Vishal Parikh	Chief Product Officer	24 Years	Leads Product, Design & Technology teams, IT Infra and Voice Operations
Shwetank Dixit	Chief Growth Officer	13 Years	Strategy, Marketing, Business Analytics, Traffic and Revenue Growth, Content Augmentation & SEO
Rakesh Ojha	Chief Business Officer (West & South)	28 Years	Sales & Expansion (West & South Region)
Prashant Nagar	Chief Business Officer (North & East)	25 Years	Sales & Expansion (North & East Region)
Ajay Mohan	Chief Business Officer	28 Years	Sales platform management, Strategic alliances, Corporate partnerships & Business expansion
Rajesh Madhavan	Chief People Officer	30 Years	Human Resource Functions
Bandan Karkidholy	Vice President & General Counsel	20 Years	Legal
Manan Udani	Company Secretary & Compliance Officer	15 Years	Company Secretarial and Compliances

SHAREHOLDING PATTERN



End of Presentation

Registered & Corporate Office:

Just Dial Limited, Palm Court Building M, 501/B, 5th Floor, New Link Road, Malad (W), Mumbai - 400064.

For any queries, please contact us at investors@justdial.com