

August 08, 2019

<b>National Stock Exchange of India Ltd</b> Exchange Plaza, 5th Floor Plot No: C/1, G-Block Bandra Kurla Complex, Bandra (E) Mumbai – 400 051	<b>Corporate Relationship Department</b> 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 the presentation of the Company for the quarter ended June 30, 2019.

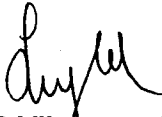
The aforesaid information is also being hosted on the website of the Company viz., [www.matrimony.com](http://www.matrimony.com).

Submitted for your information and records.

Thanking you

Yours faithfully,

For Matrimony.com Limited

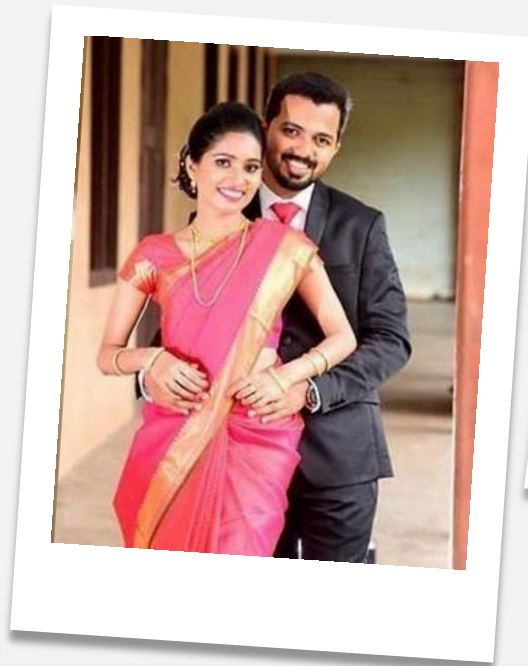


**S.Vijayanand**

**Company Secretary & Compliance Officer**

**ACS: 18951**

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



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# Investor Presentation

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Aug 2019

*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.*



Premium Matchmaking Service



Professional Photography Service



Company Overview

1

Q1 FY20 Results

2

Growth Strategy

3

Management Team

4



matrimony.com

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## 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

**4.00 mn**

Active Profiles <sup>1</sup>

**731,000**

Paid subscriptions in FY2019

**15**

Regional Matrimony sites

**35.77 mn**

Total registrations since January 2006 <sup>1</sup>

**INR 3,427 mn**

FY19 Billings  
(4.9% YoY growth)





**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**

## Large Market Opportunity

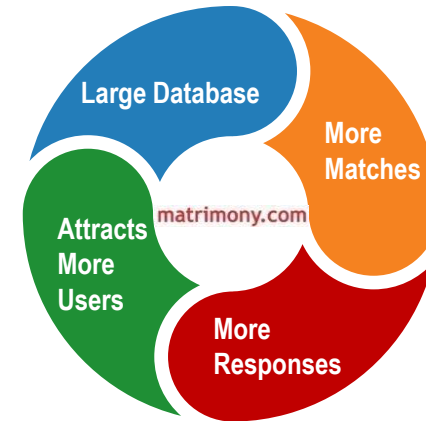
Unmarried Population in 2016 - 107 Mn <sup>1</sup>

Active Seekers in 2016  
63 Mn <sup>1</sup>

Active users of online matrimony in 2016  
6 Mn <sup>1</sup>

Active Profiles on Matrimony.com  
4.00 Mn <sup>2</sup>

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



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

**... Resulting in Market Leadership**

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

<sup>2</sup> As on June 30 2019



Offline



Website



Mobile



## Increasing Mobile Usage

14.8 million app installs <sup>1</sup>

Mobile sites and mobile apps accounts for <sup>2</sup>

- ✓ 95% of Profile views
- ✓ 85% of Personalized messages sent and received
- ✓ 89% of the total number of free profiles registered
- ✓ 90% of Express Interest messages
- ✓ 83% 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: <sup>1</sup> According to [www.androidrank.org](http://www.androidrank.org) as updated on 05 July 2019 ;

<sup>2</sup> For the month of June 2019

## 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



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



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



“Find Your Equal”  
campaign, won the  
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



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

I'm proud to be associated  
with a trusted brand  
that has created millions  
of happy marriages - MS Dhoni

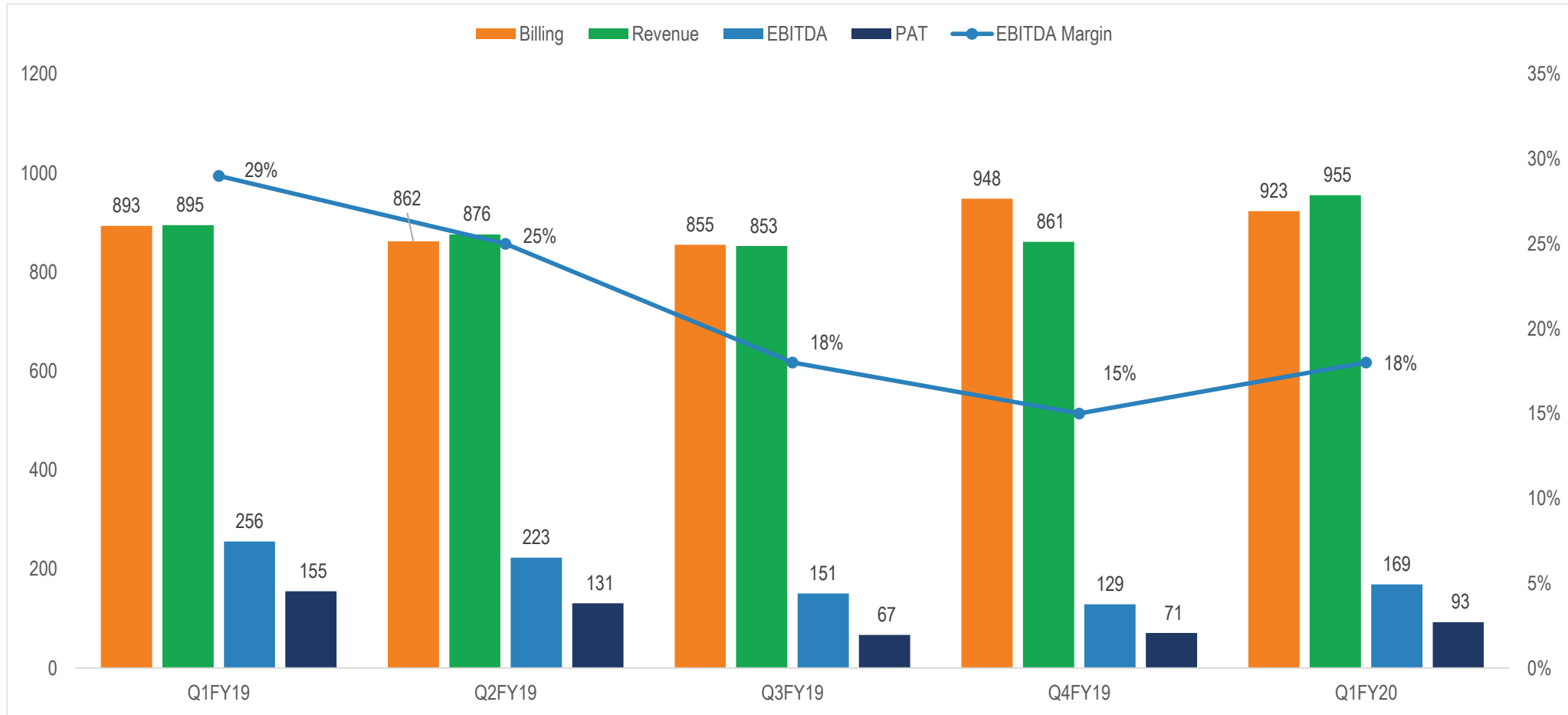


I'm excited to be the brand ambassador  
of EliteMatrimony: Actor Madhavan



## Enterprise Performance

In ₹ million



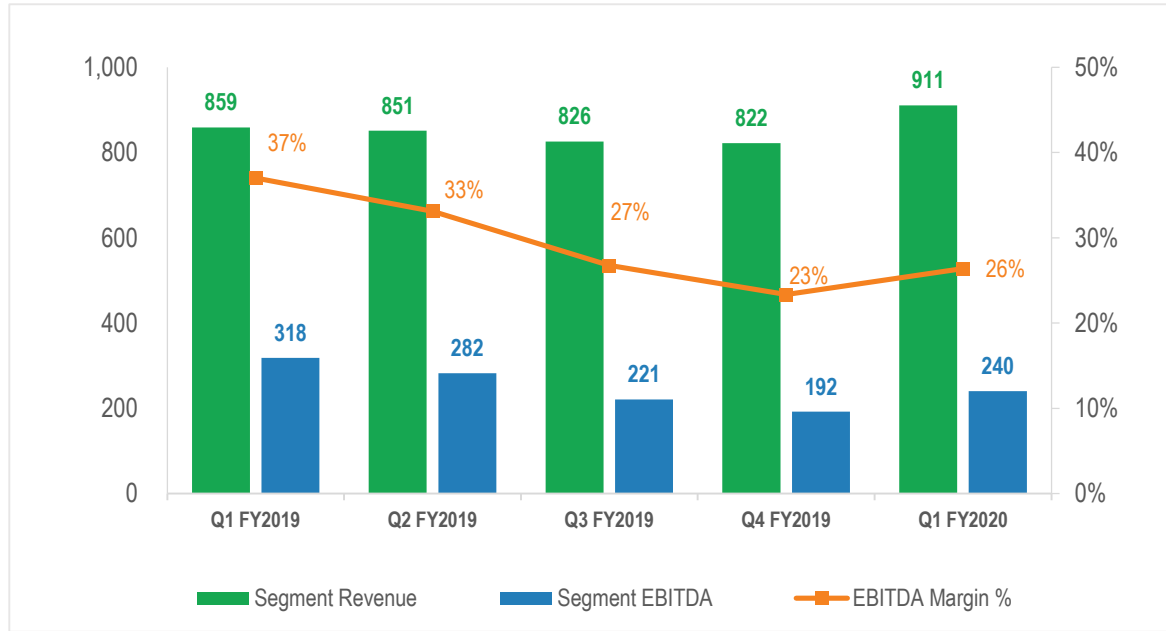
**Strong Revenue growth of 10.9% QoQ and 6.7% YoY**

Note: Company has adopted Ind AS 116 "Leases" using full retrospective method. Consequently, Depreciation and Interest expenses are recognised in lieu of Rent expenses resulting in increase of EBITDA by 500 bps in the current quarter and similar impact in the previous quarters. As a result of transition, Comparatives has been restated and there is no significant impact to PAT

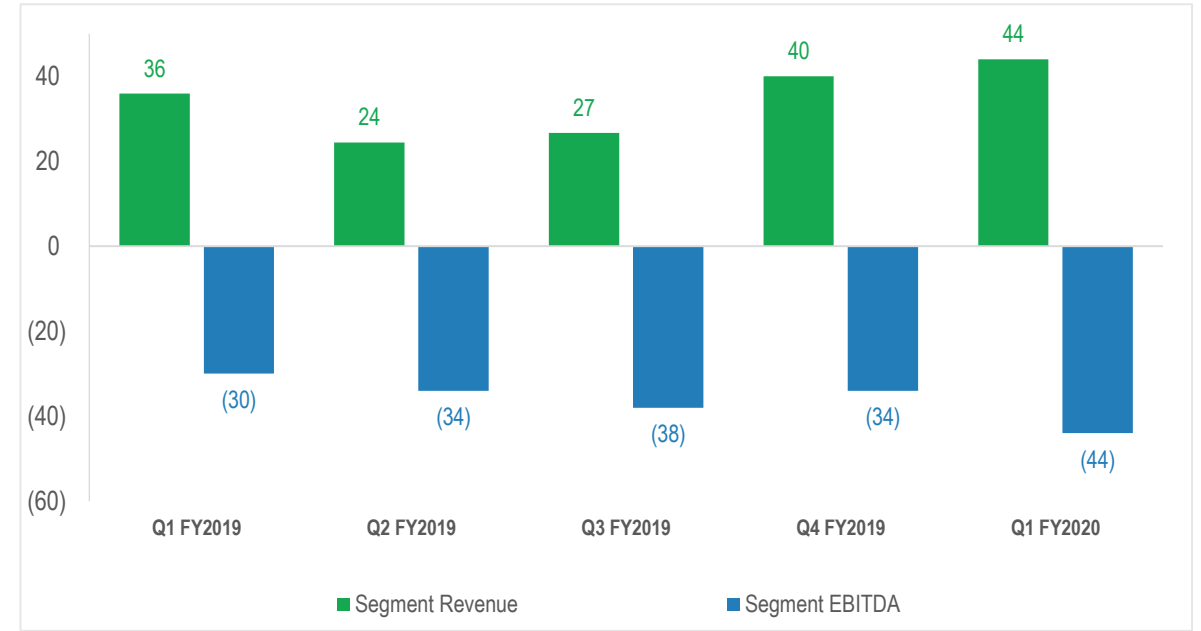
## Segment Performance

In ₹ million

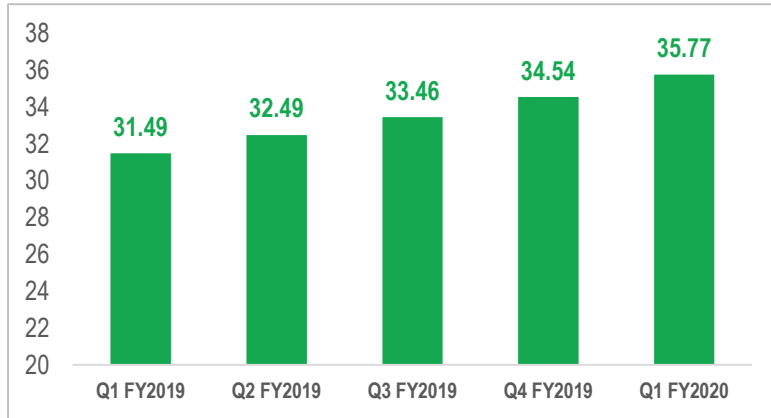
### Matchmaking Services



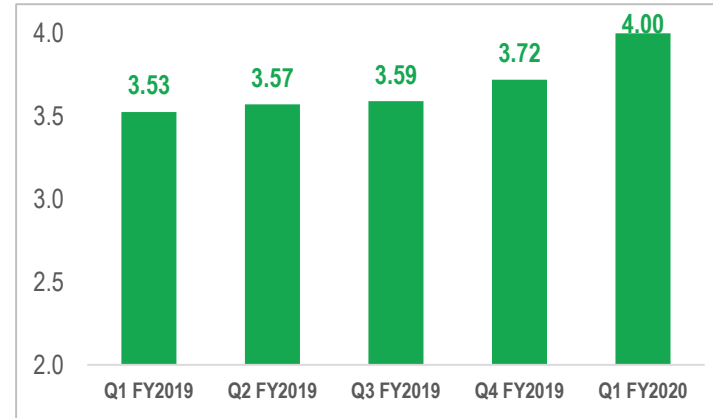
### Marriage Services



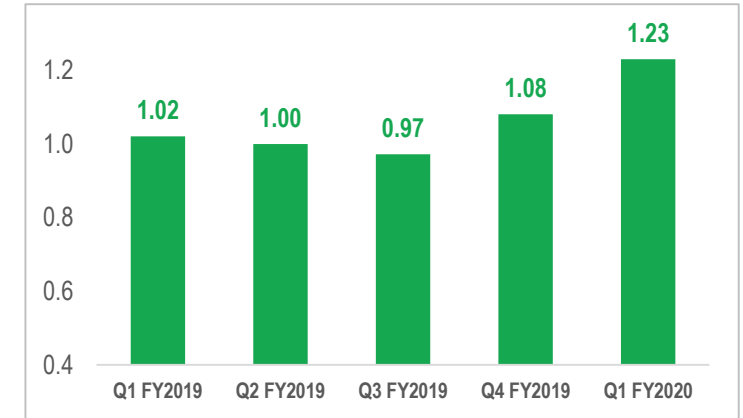
### Ever Registrations (in mn)



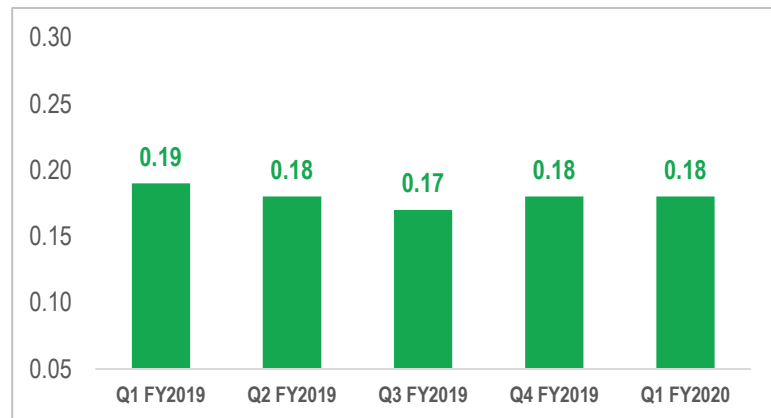
### Active Profiles (in mn)



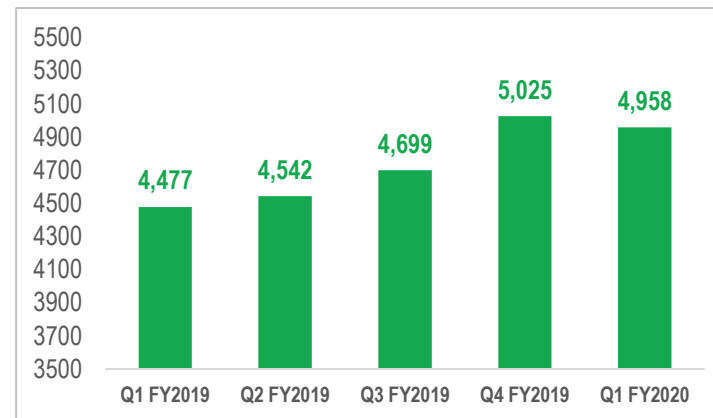
### Free Registrations (in mn)



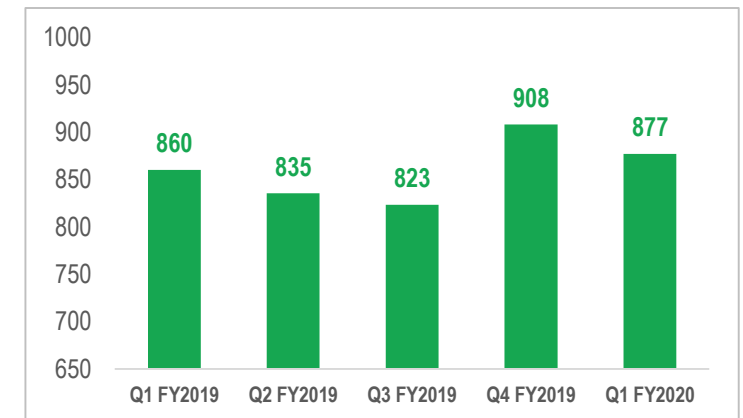
### Paid Subscription (in mn)



### ATV (in Rs)



### Matchmaking Billing (in Rs mn)





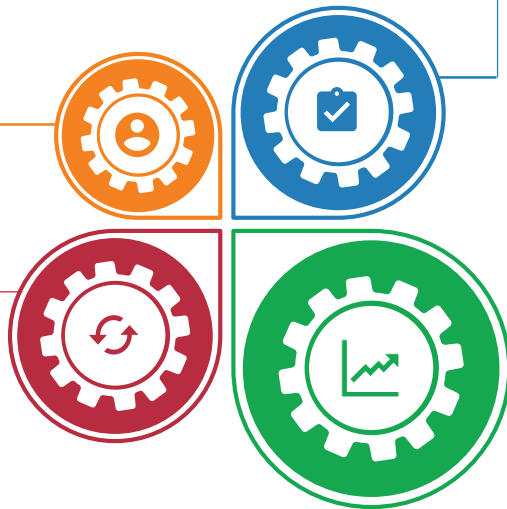
## Matchmaking Growth Cycle

### Profiles:

- Fueled by Increasing internet and smartphone penetration
- Social adoption & Trust

### Conversion Rate:

- Continuous product improvements in online & mobile
- Leverage campaign management & Analytics



### ATV:

- Sustained price increase due to leadership position
- Higher price packages

**Increased  
Sales**

## Our Growth Strategy

Expand User Base

1

Continue Investments  
in Mobile Platforms

2

Further Strengthen Brands

3

Drive Monetization

4

Continue to Expand into  
Marriage Services

5

## 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



**Sushanth Pai**  
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

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matrimony.com

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