

August 19, 2019

<b>BSE Limited</b> Department of Corporate Services Listing Department P J Towers Dalal Street Mumbai – 400001 <i>Scrip Code: 535648</i>	<b>National Stock Exchange of India Limited</b> Listing Department Exchange Plaza Plot no. C/1, G Block Bandra-Kurla Complex, Bandra (E) Mumbai – 400051 <i>Scrip Symbol: JUSTDIAL</i>	<b>Metropolitan Stock Exchange of India Limited</b> 4 <sup>th</sup> Floor, Vibgyor Towers, Plot No. C 62, G Block, Opp. Trident Hotel, BandraKurla Complex, Bandra (East), Mumbai – 400098 <i>Scrip Symbol: JUSTDIAL</i>
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Dear Sir/Madam,

**Sub.: Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Intimation of Investor Meeting**

In accordance with the provisions of the Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we would like to inform that the representative of the Company will attend investors meeting viz. - Motilal Oswal's Fifteenth Annual Global Investor Conference on Tuesday, August 20, 2019 and Wednesday, August 21, 2019 at Mumbai.

The Schedule may undergo change due to exigencies on part of Investor/Company.

List of participants and copy of presentation to be shared with investors in the above conferences are attached.

This is for your information and records please.

Thanking You,

Yours faithfully,

**For Just Dial Limited**

**Abhishek Bansal**  
Chief Financial Officer



**Just Dial Limited**

CIN NO: L74140MH1993PLC150054

Registered & Corporate Office Palm Court Building M 501/B, 5th Floor, New Link Road, Besides Goregaon Sports Complex, Malad West, Mumbai - 400064

Tel. : 022-28884060 / 39808795 Fax : 022-28893789

Mumbai, Delhi, Kolkata, Chennai, Bangalore, Pune, Hyderabad, Ahmedabad, Coimbatore, Jaipur and Chandigarh

☎ 88888-88888

www.justdial.com

**Just Dial Limited – Investors Meeting – August 20, 2019 and August 21, 2019.**

<b>Sr. No.</b>	<b>Name of the Participants</b>
1	Aditya Birla Mutual Fund
2	Alder Capital
3	Bajaj Allianz Life Insurance
4	Baring Private Equity Partners India
5	Broadpeak
6	Cathay Life Insurance
7	DSP Investment Managers
8	Edelweiss AIF
9	Exide Life Insurance
10	Goldman Sachs Asset Management
11	HDFC Asset Management
12	HillFort Capital
13	I_Wealth
14	Ishana Capital Limited
15	Lacuna Asset Management
16	Lucky Investment Managers
17	Makrana Advisors Private Limited
18	Malabar Investments
19	New Mark Capital
20	Old Bridge Capital Management
21	Oxbow Capital Management
22	Pan View Capital
23	Reliance Mutual Fund
24	SoftBank
25	Solitude Capital Management
26	Steadview Capital
27	Subhkam Ventures (I) Pvt Ltd
28	Tata Asset Management
29	Trikon Asset Management
30	Trivantage Capital Management
31	Truston Asset Management
32	Ward Ferry



# CORPORATE PRESENTATION

Aug 2019



## 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 assumes 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.

Q1 FY20 means the period Apr 1, 2019 to Jun 30, 2019

FY20 or FY 19-20 or FY 2020 means the Financial Year starting Apr 1, 2019 and ending Mar 31, 2020





# BUSINESS OVERVIEW



# COMPANY OVERVIEW

Justdial's services connect sellers of products & services with potential buyers/ users



High user engagement, 98.1 million ratings & reviews



156.1 million quarterly unique visitors in Q1FY20



Database of 26.5 million listings



Scalable and profitable business model



515,300 active paid campaigns



Figures as on Jun 30, 2019

## KEY STRENGTHS

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- ❑ First Mover Advantage in Indian Local Search Market
- ❑ Strong Brand Recognition with 156.1 million unique quarterly visitors^ in Q1 FY20
- ❑ Comprehensive database of 26.5 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



# NATIONWIDE PRESENCE



Nationwide coverage, branches in 11 cities across India



Corporate Headquarters in Mumbai, Technology operations and R&D division in Bengaluru



4,291 employees in tele-sales, 5,937 feet-on-street sales force



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



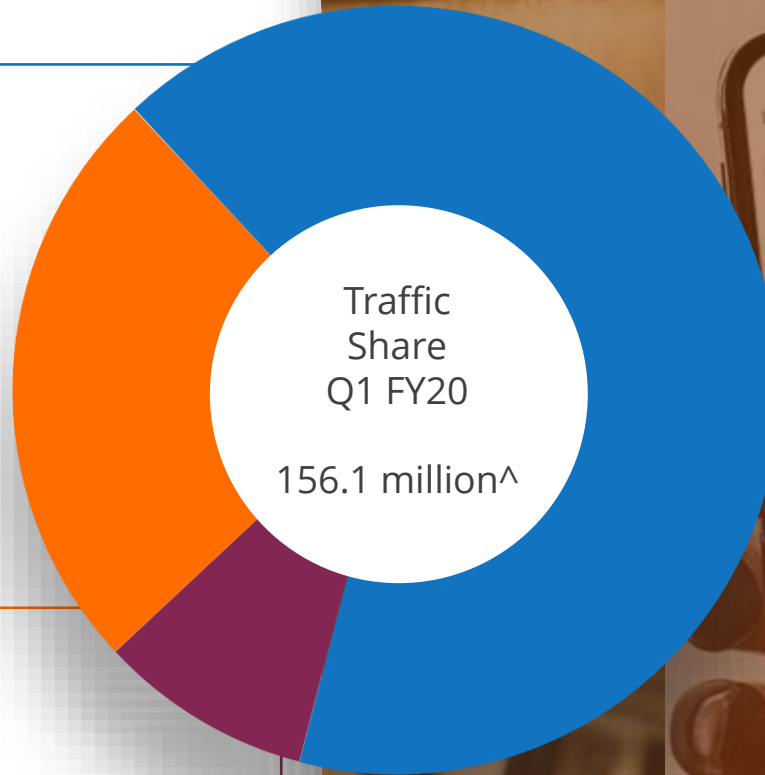


# PLATFORMS

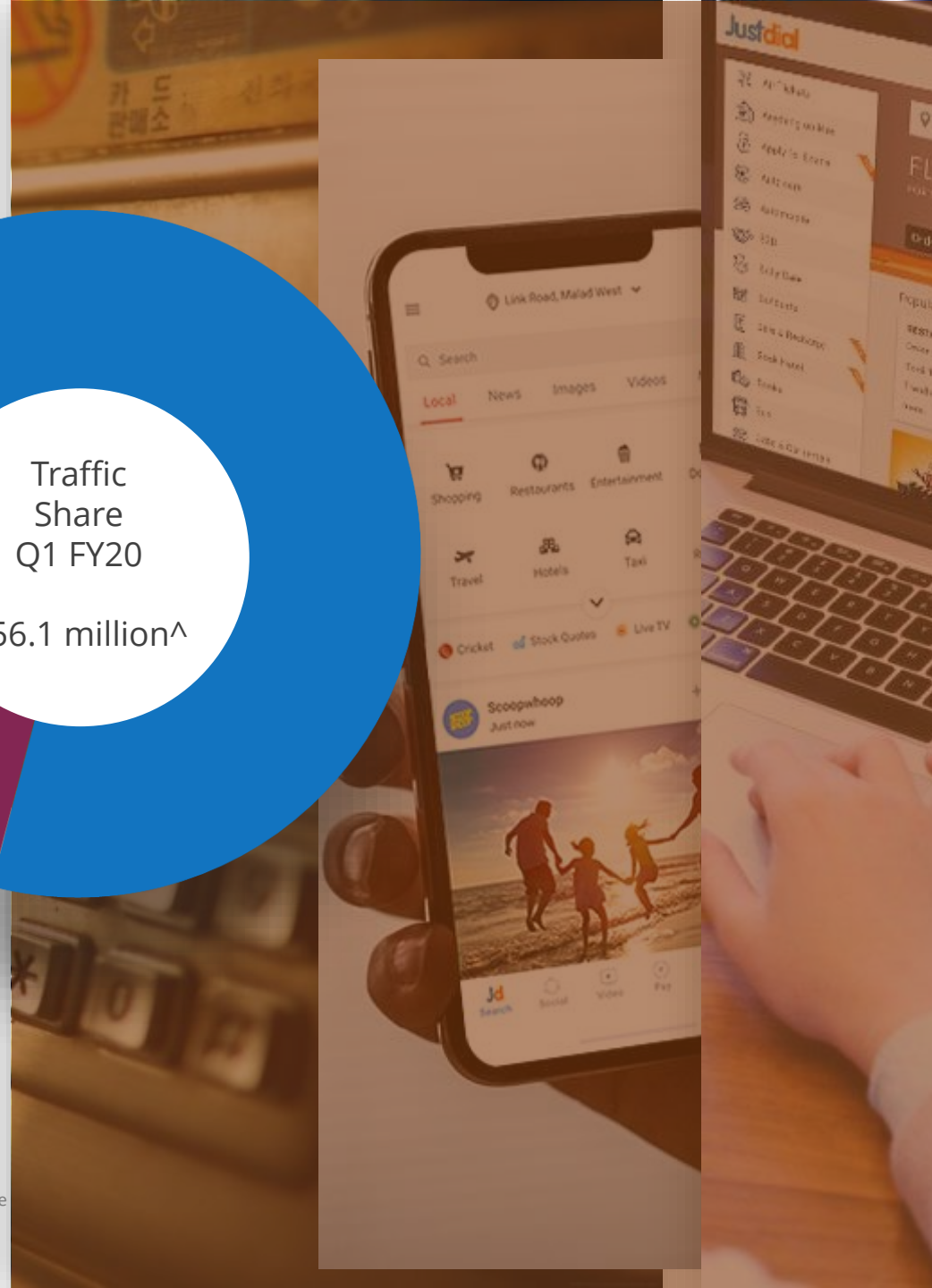
 **80%**  
MOBILE  
Mobile Site & Apps

 **14%**  
DESKTOP/ PC  
[www.justdial.com](http://www.justdial.com)

 **6%**  
VOICE  
88888-88888



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# MOBILE

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Android, iOS & Windows Apps

Predictive Auto-Suggest

Company, Category, Product Search

Map View of Category Search

Location Detection

Voice Search

App Notifications

JD Pay

JD Social

Maps & directions

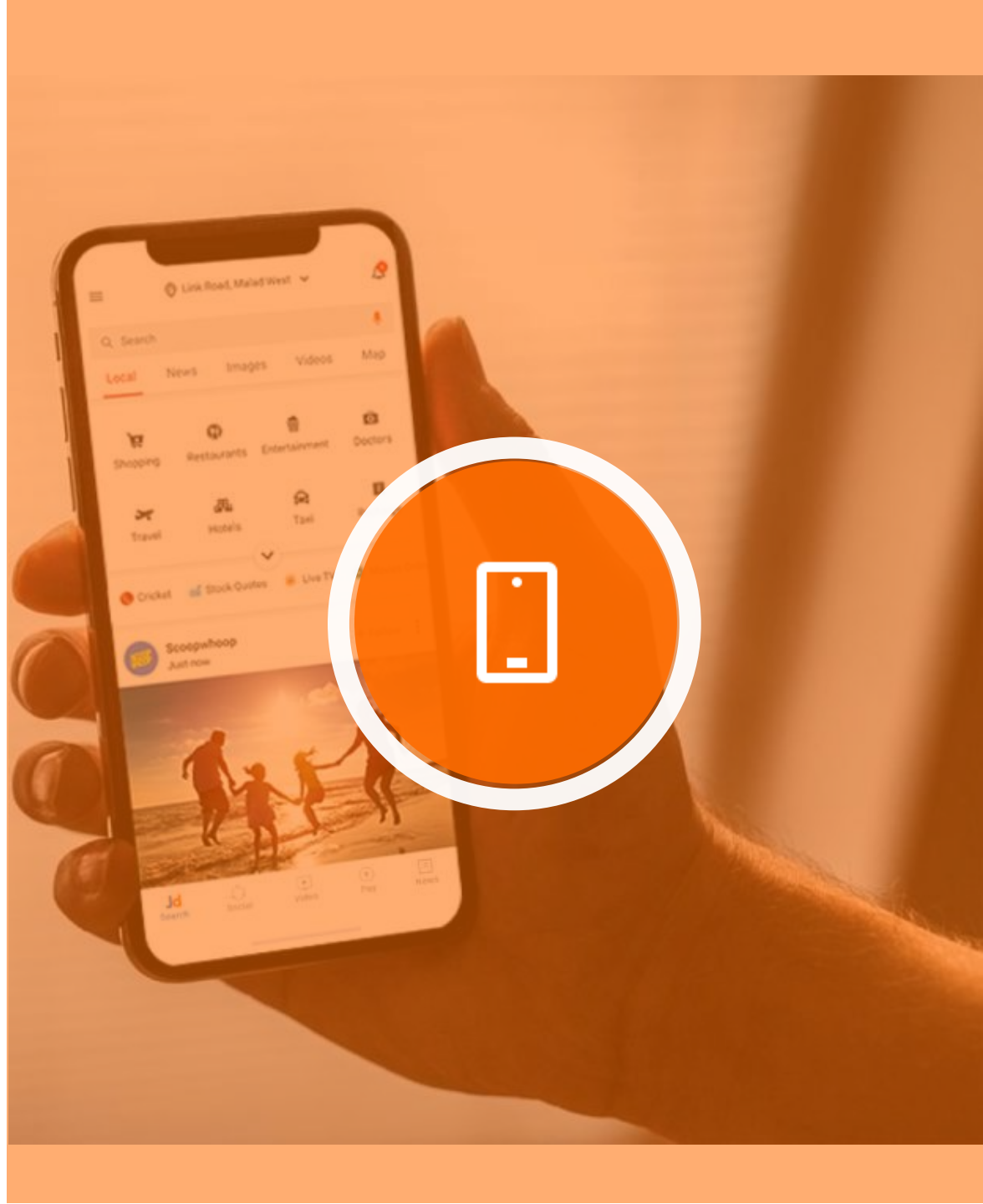
Location-based search service

Ratings & Reviews

Friends' Ratings

Favorites

Search Plus



# WEBSITE

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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

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 888888-888888

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

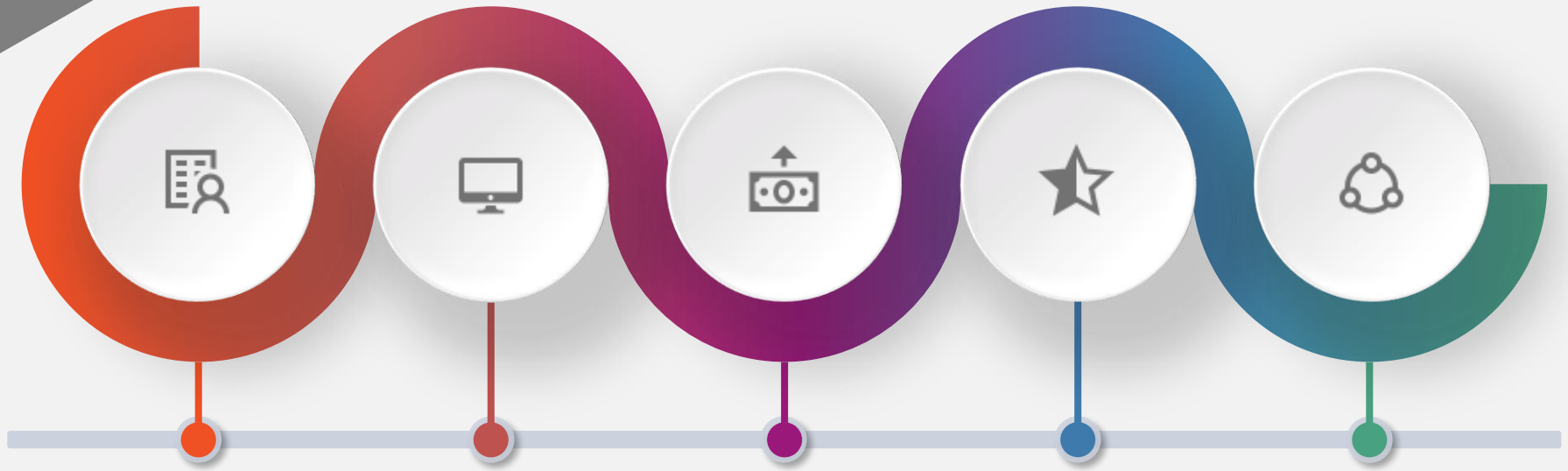
Multiple queries in one call

Instant Email & SMS





# 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' decision-making, JD Ratings tool helps SMEs gather more ratings & reviews

## REACH

JD Social, a social media platform with curated content, provides great visibility to businesses rated by users

# USER ENGAGEMENT



98.1 million Ratings & Reviews

Mobile-verified, unbiased ratings

Friends' Ratings

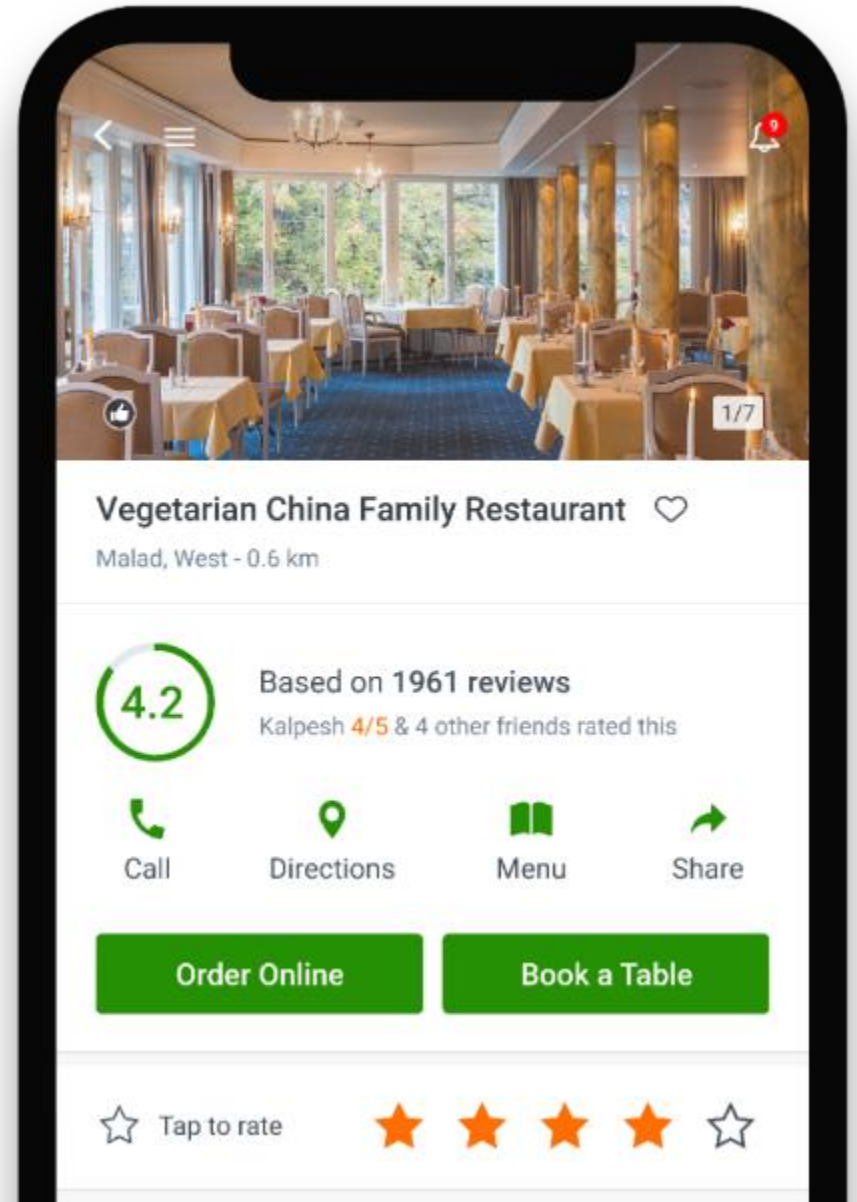
10-Point Rating Scale

Facebook & Twitter-shareable

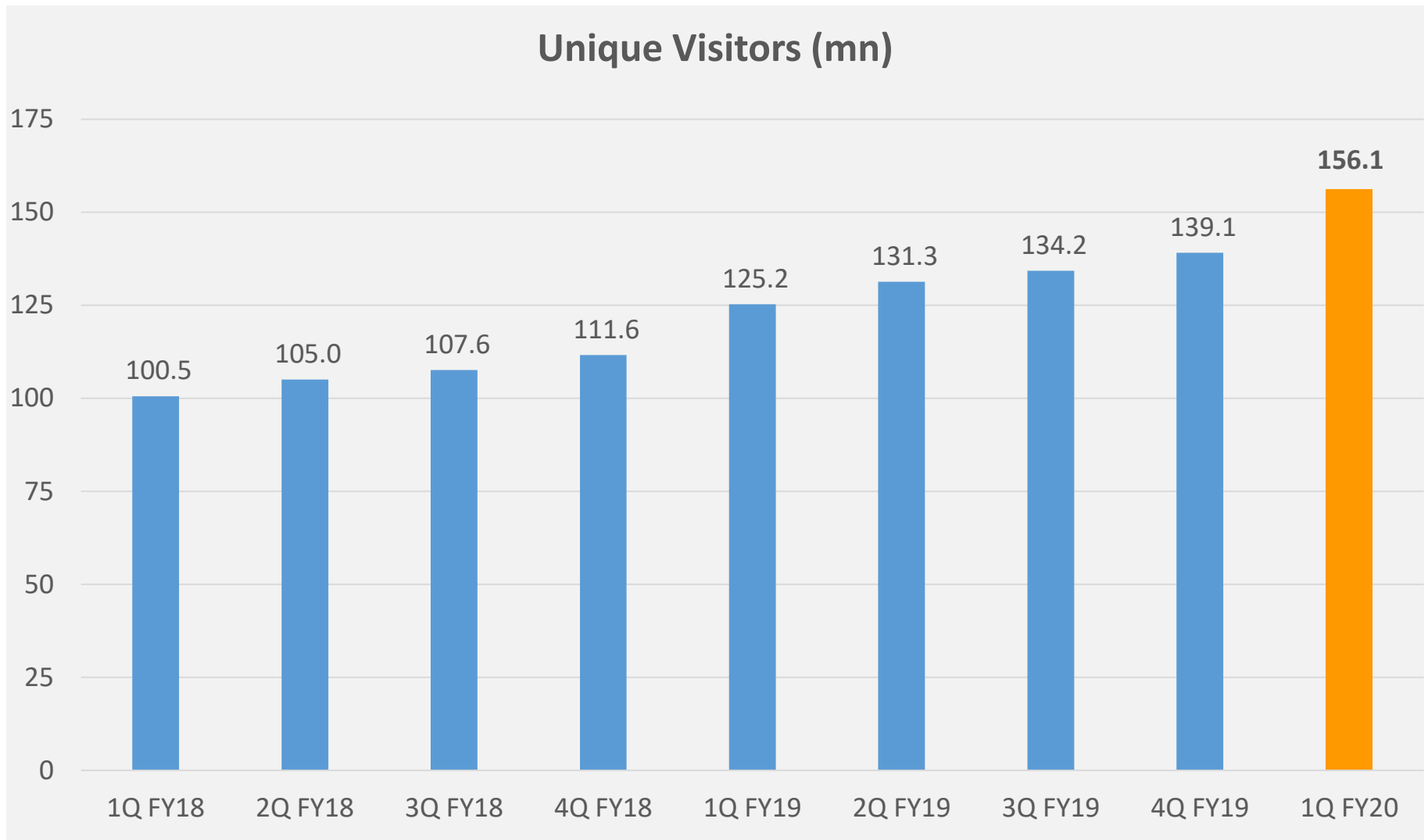
Photos Upload with Review

Ratings shared on JD Social

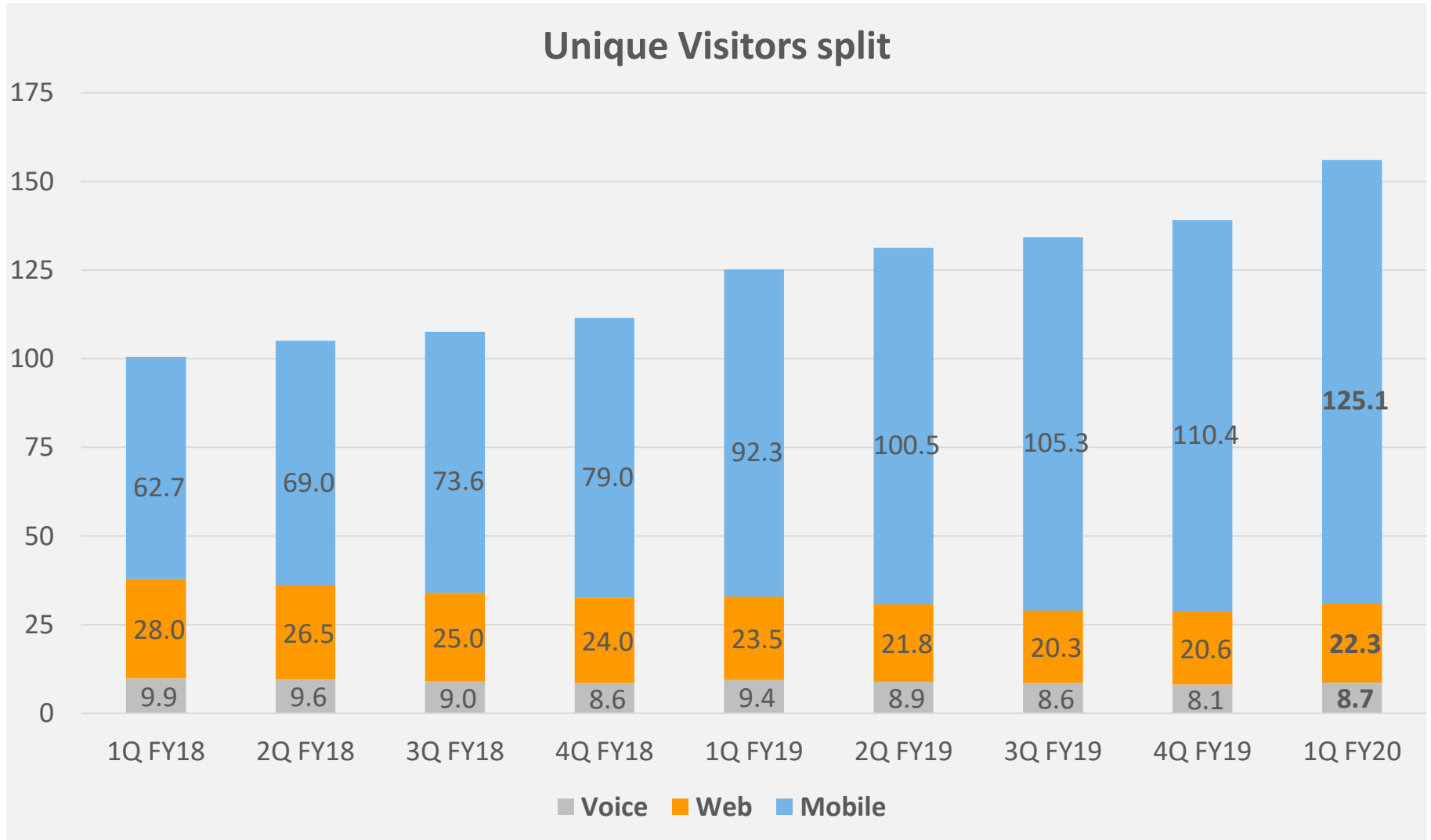
Robust Audit Mechanism



# TRAFFIC / VISITORS



# TRAFFIC / VISITORS

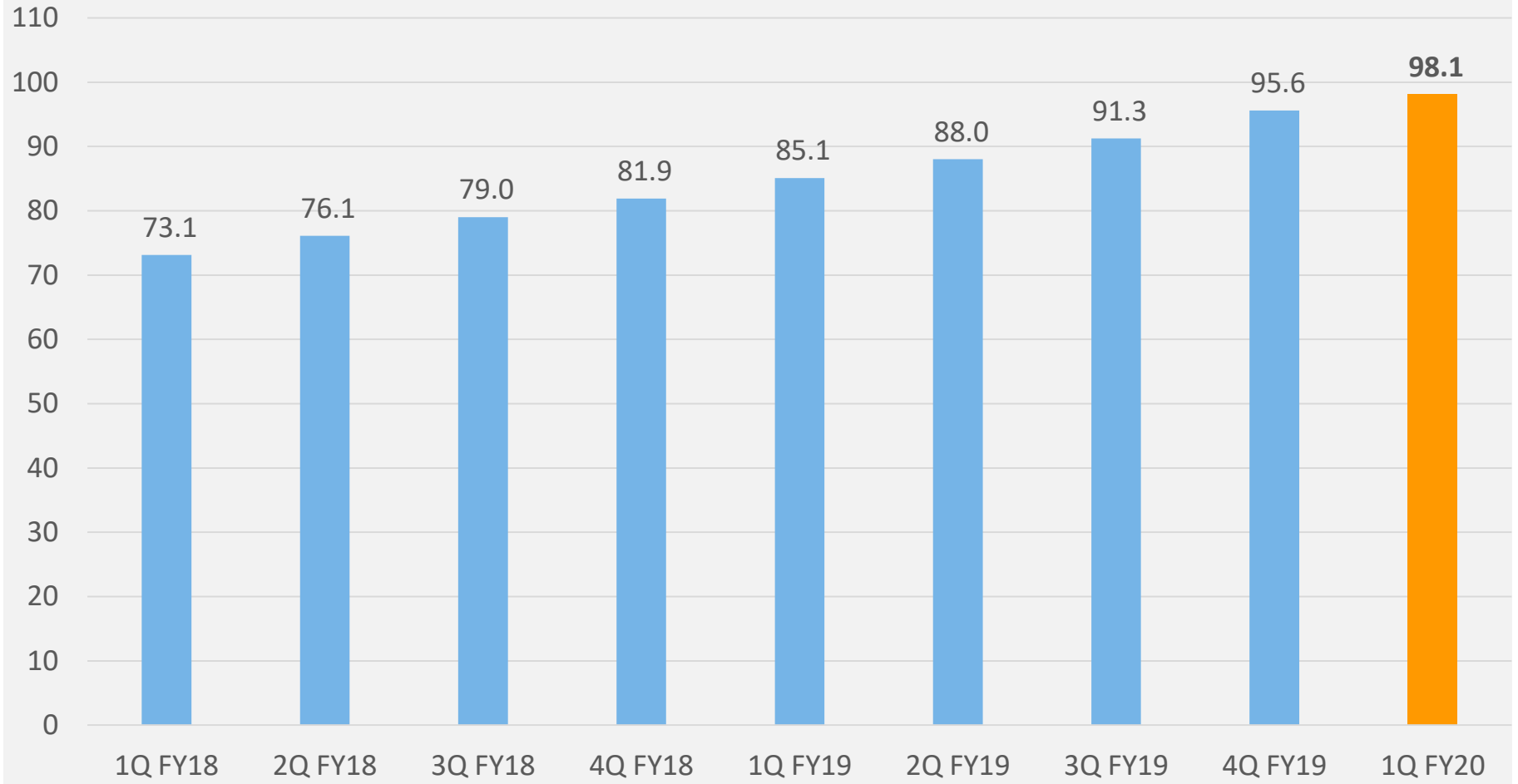


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# USER ENGAGEMENT

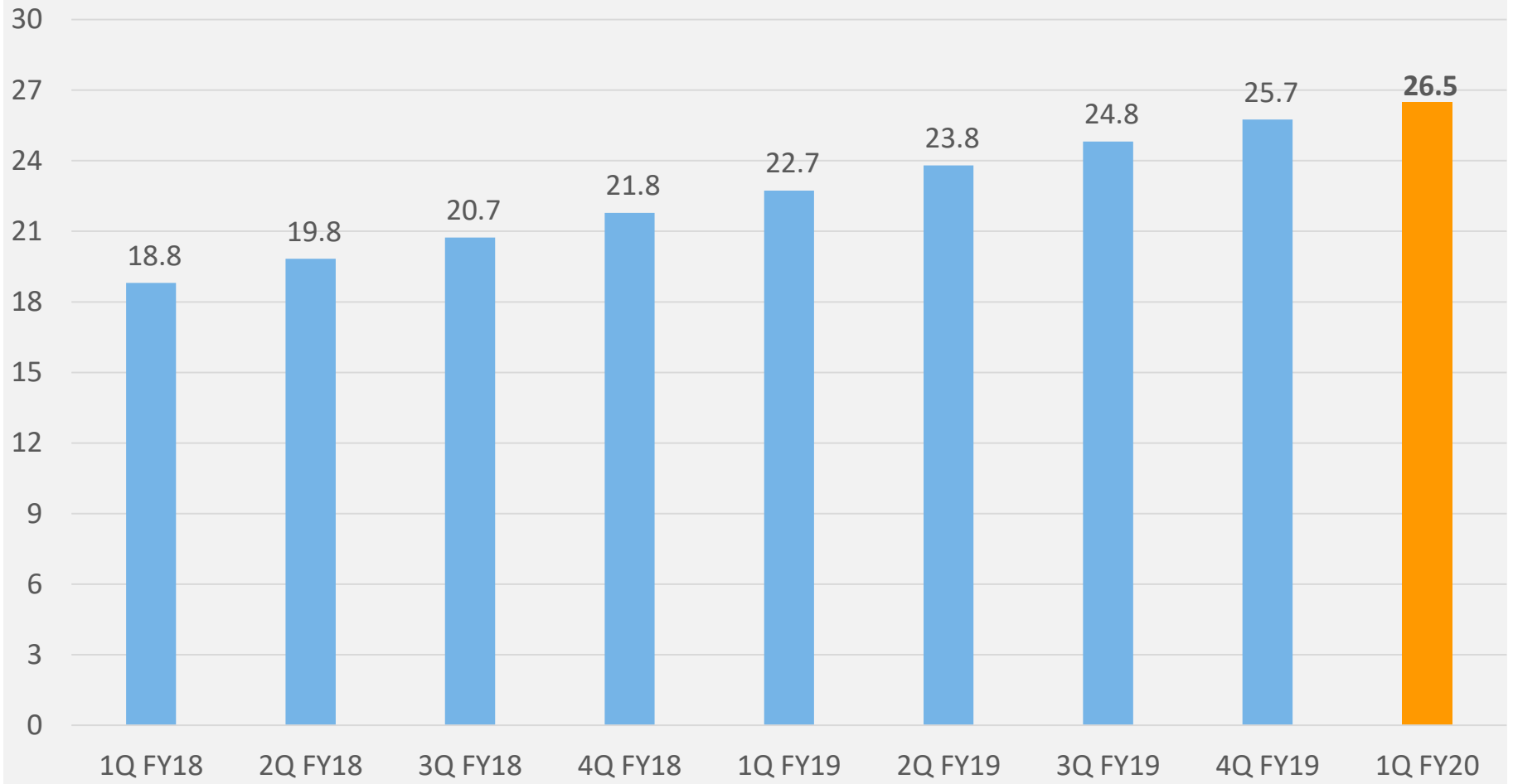
## Ratings & Reviews (mn)



# DATA ENRICHMENT

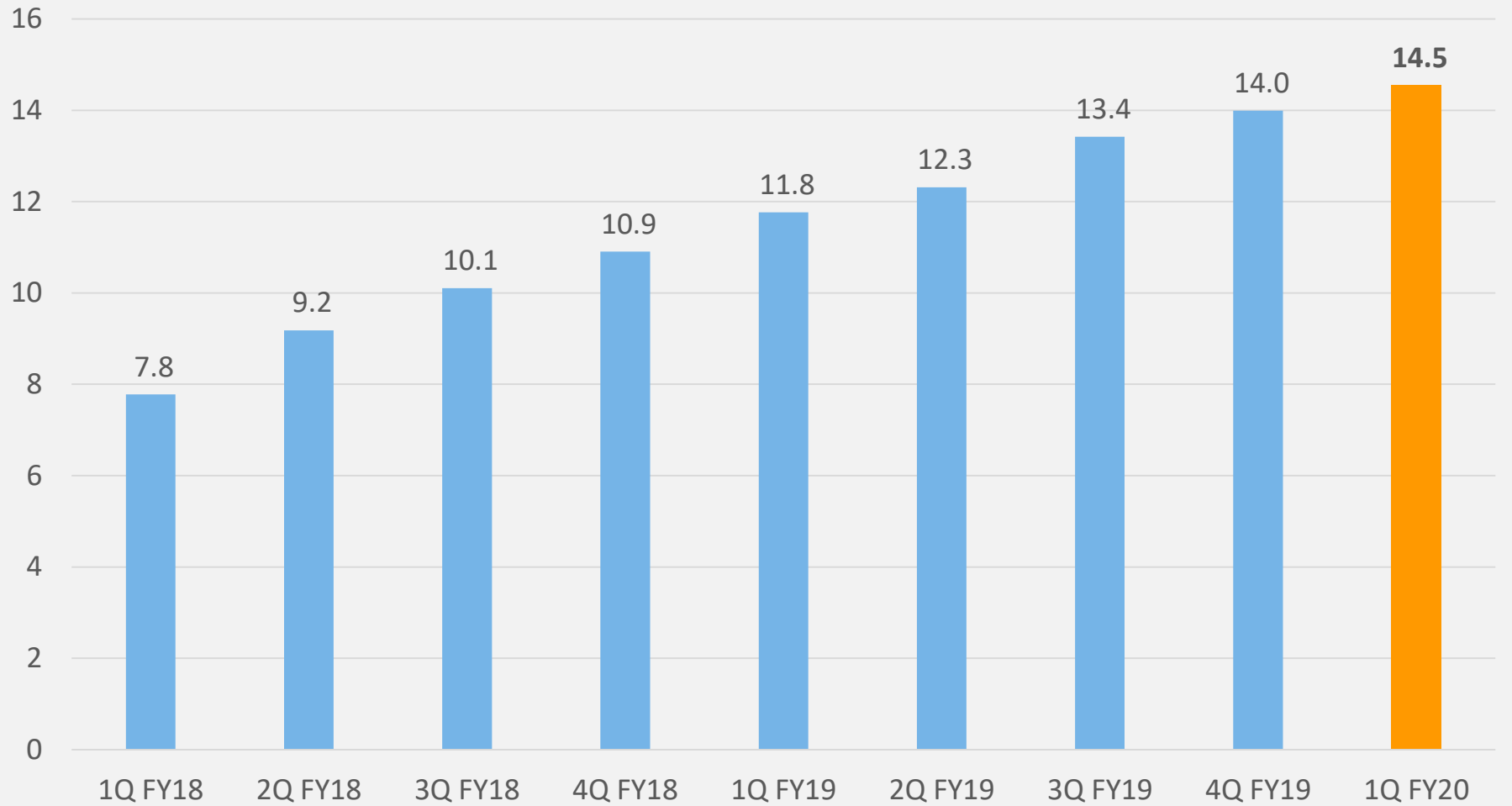
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## Active Listings - period end (mn)



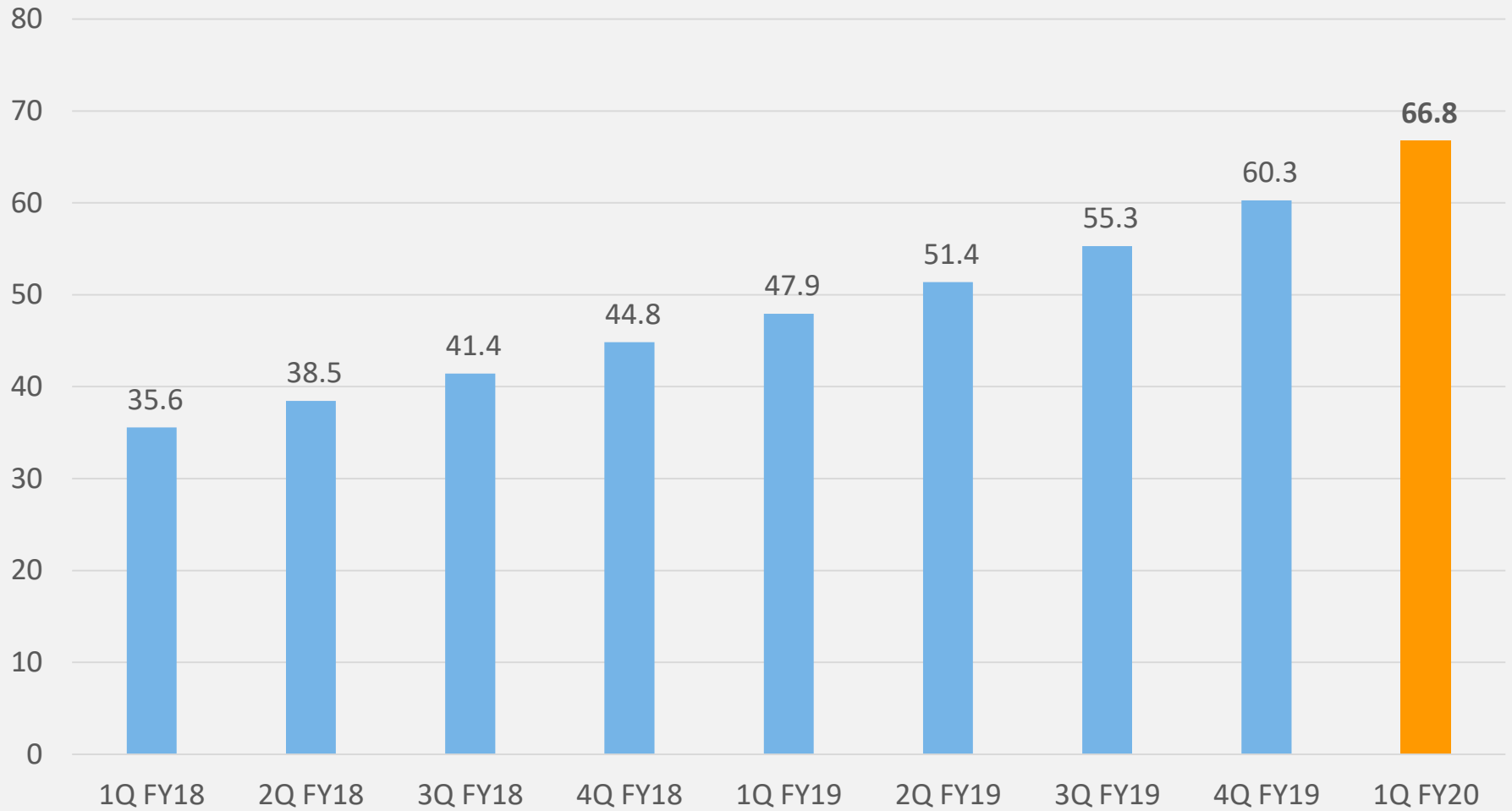
# DATA ENRICHMENT

## Listings with Geocodes (mn)



# DATA ENRICHMENT

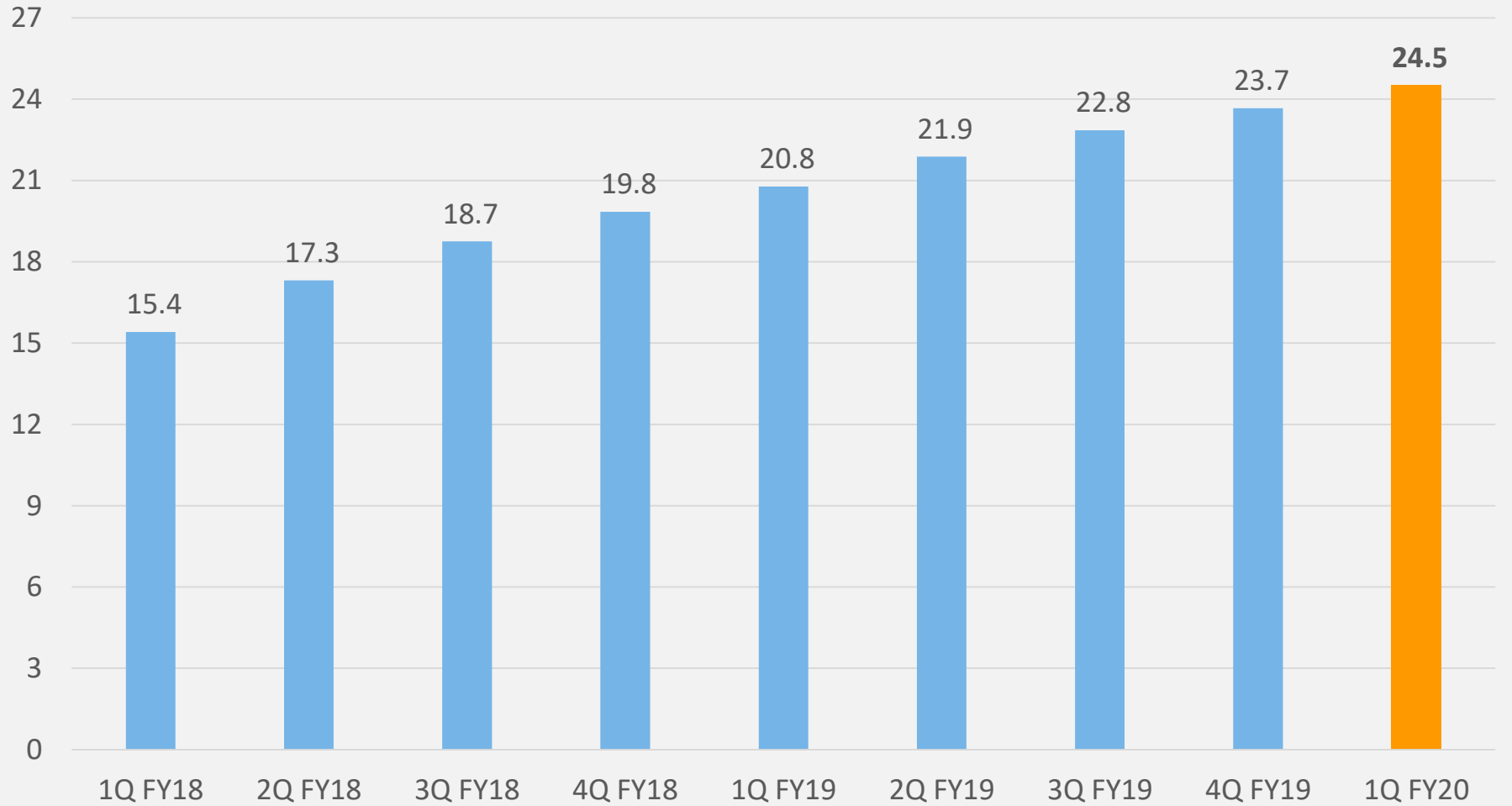
## Images in Active Listings (mn)





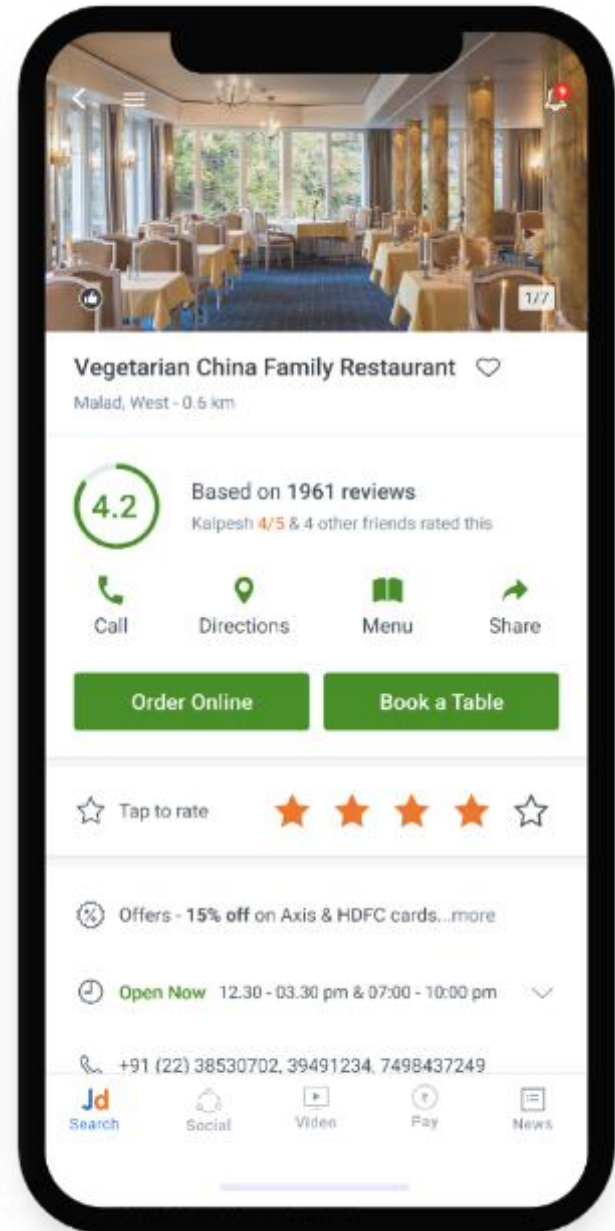
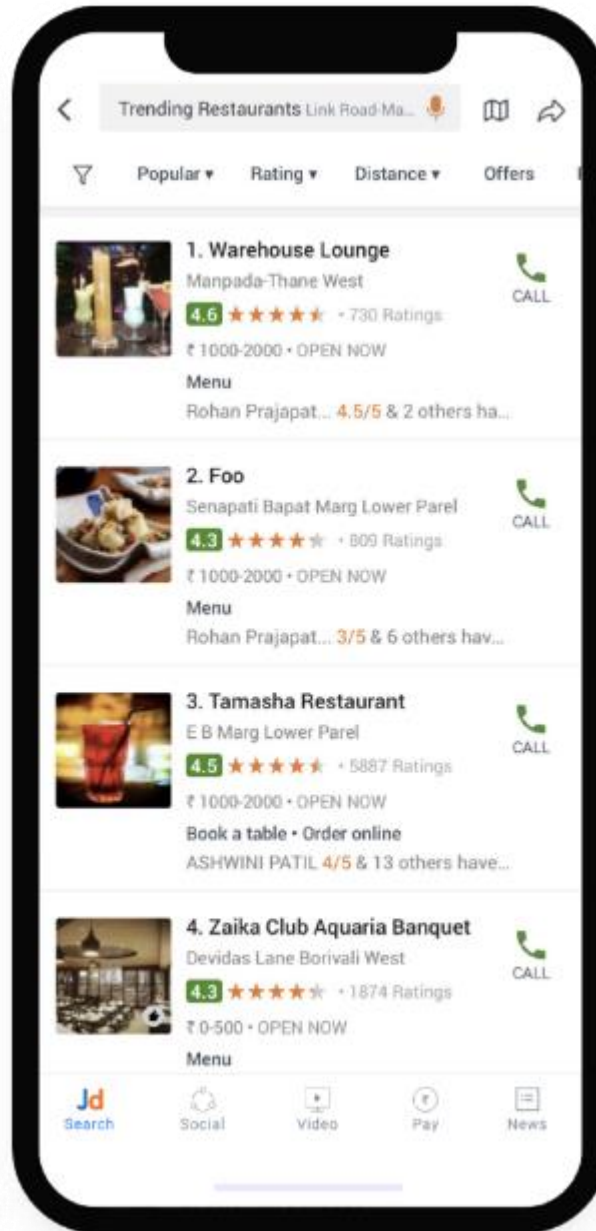
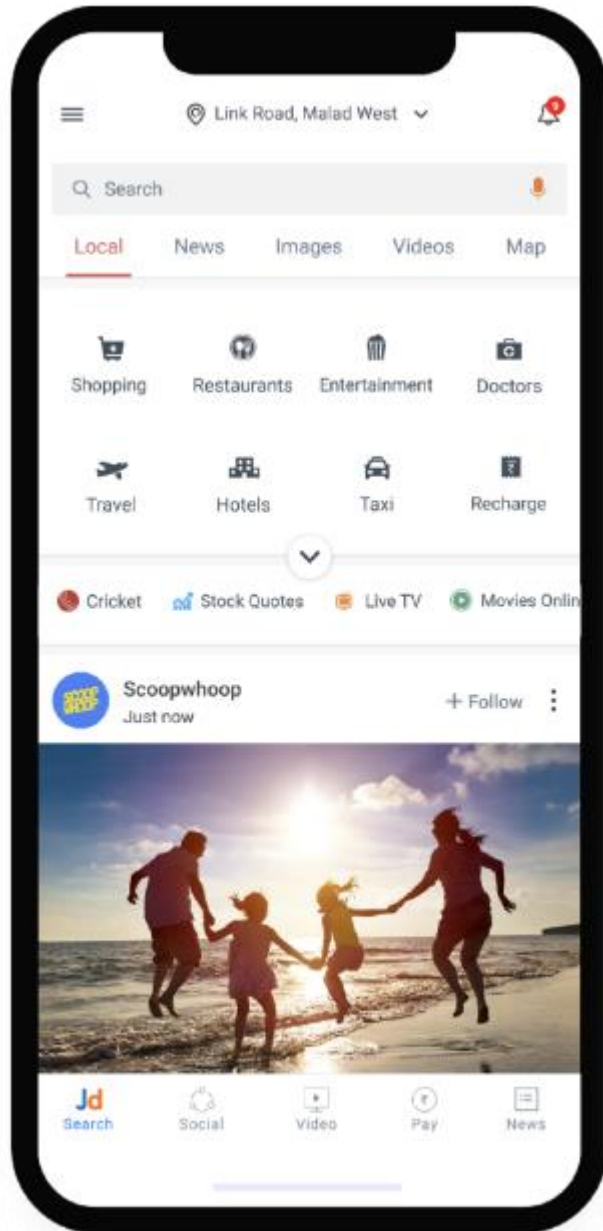
# MOBILE APPS

## Cumulative App Downloads (mn)

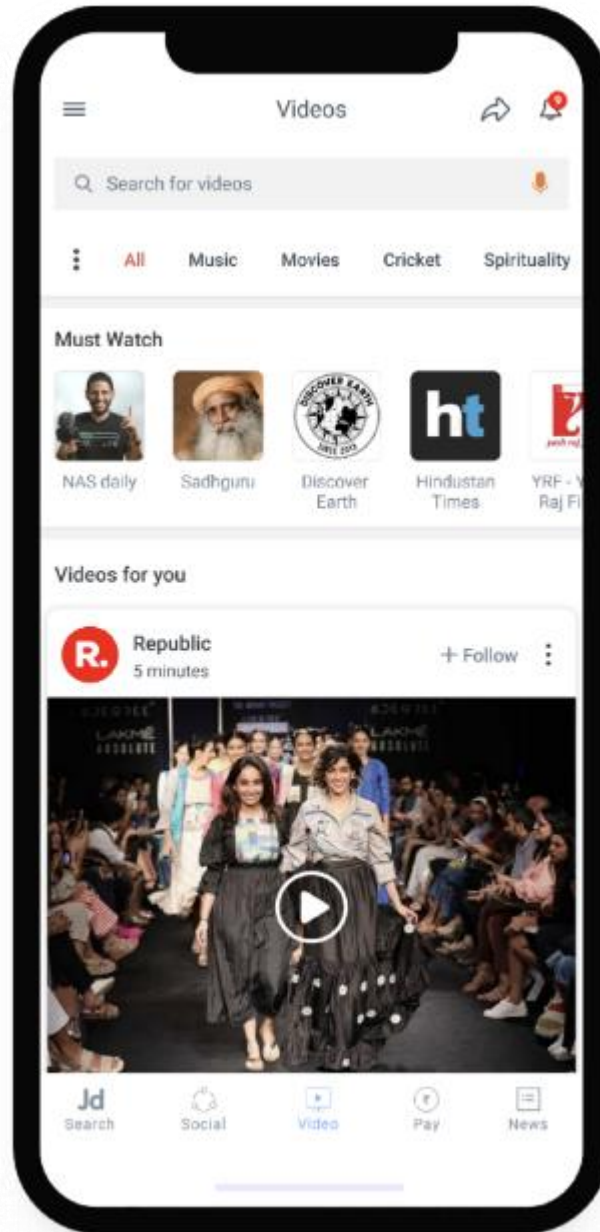
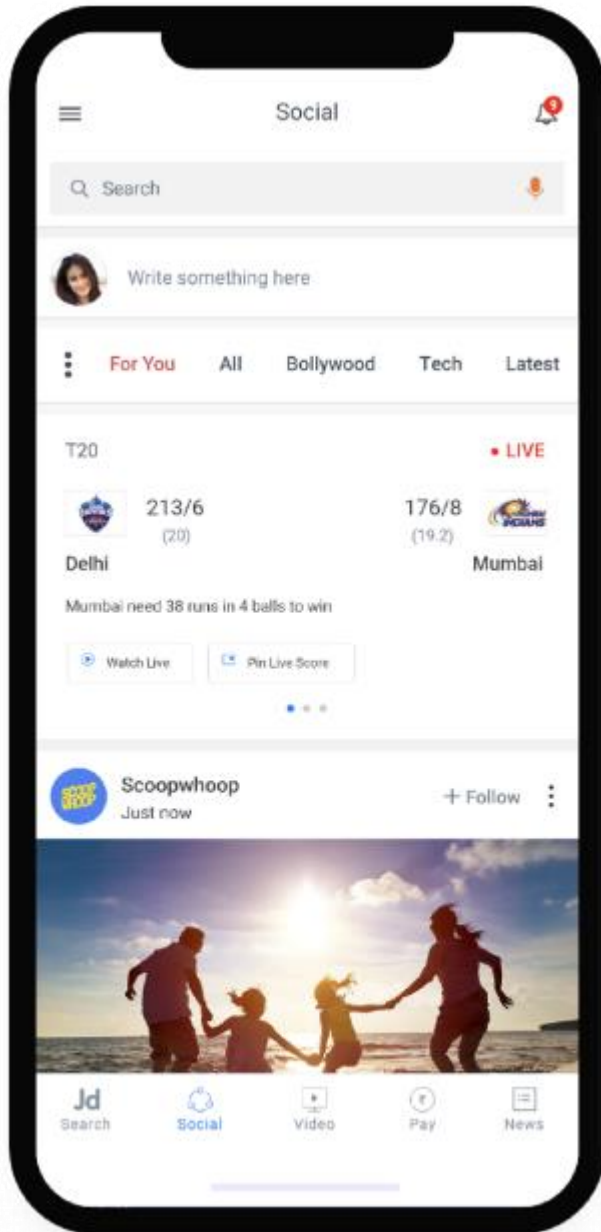




## PRODUCT OVERVIEW

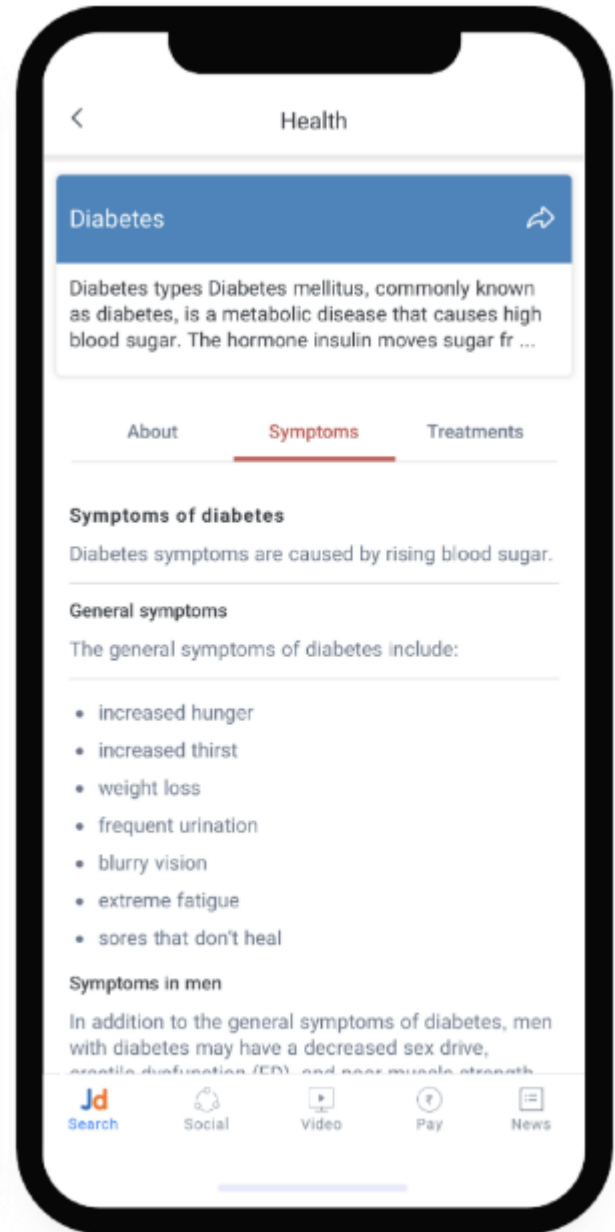
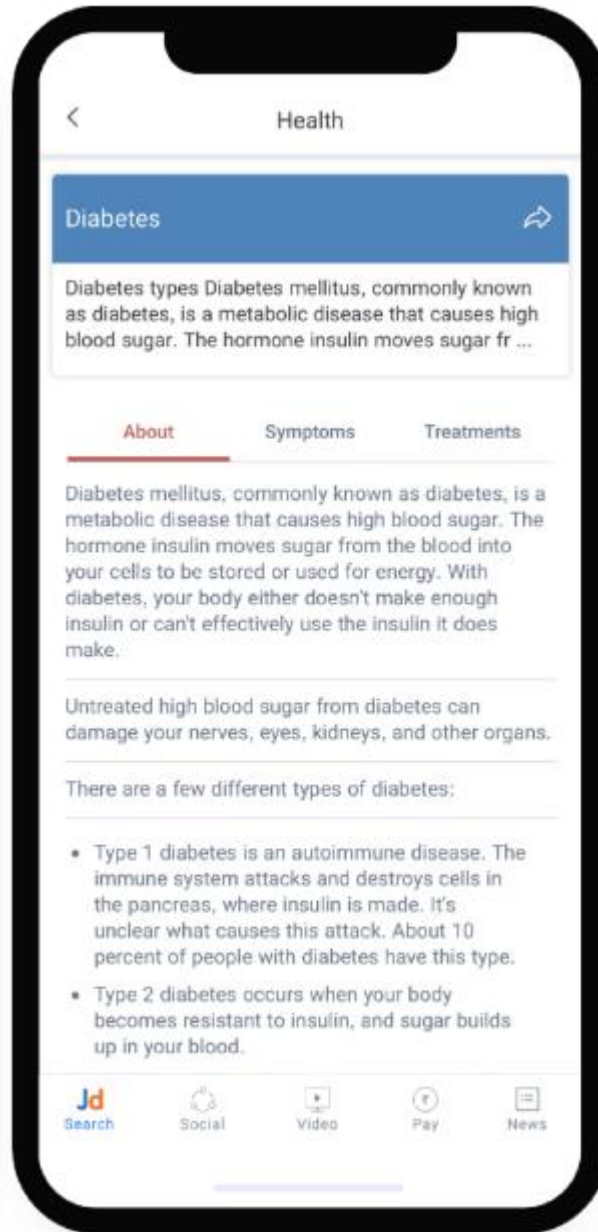
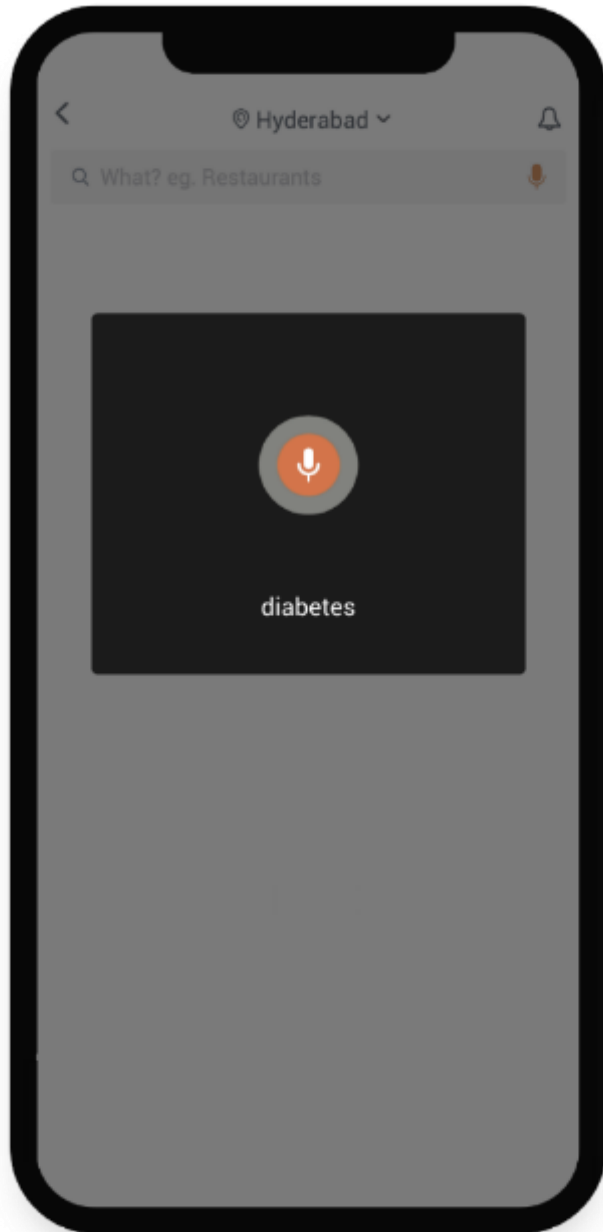


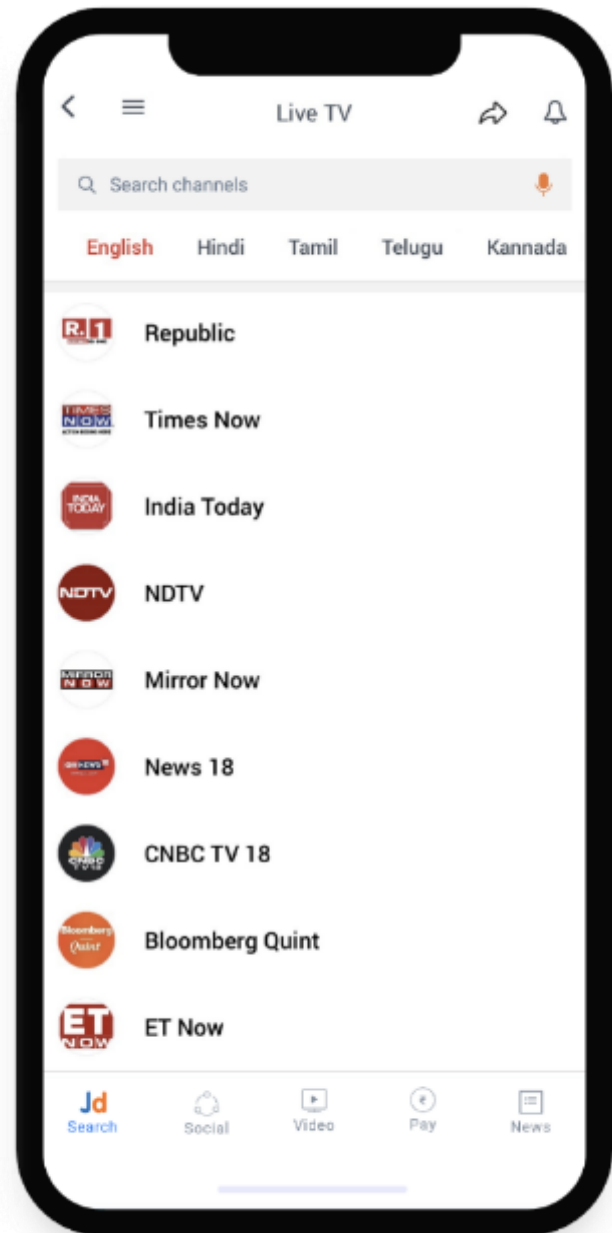
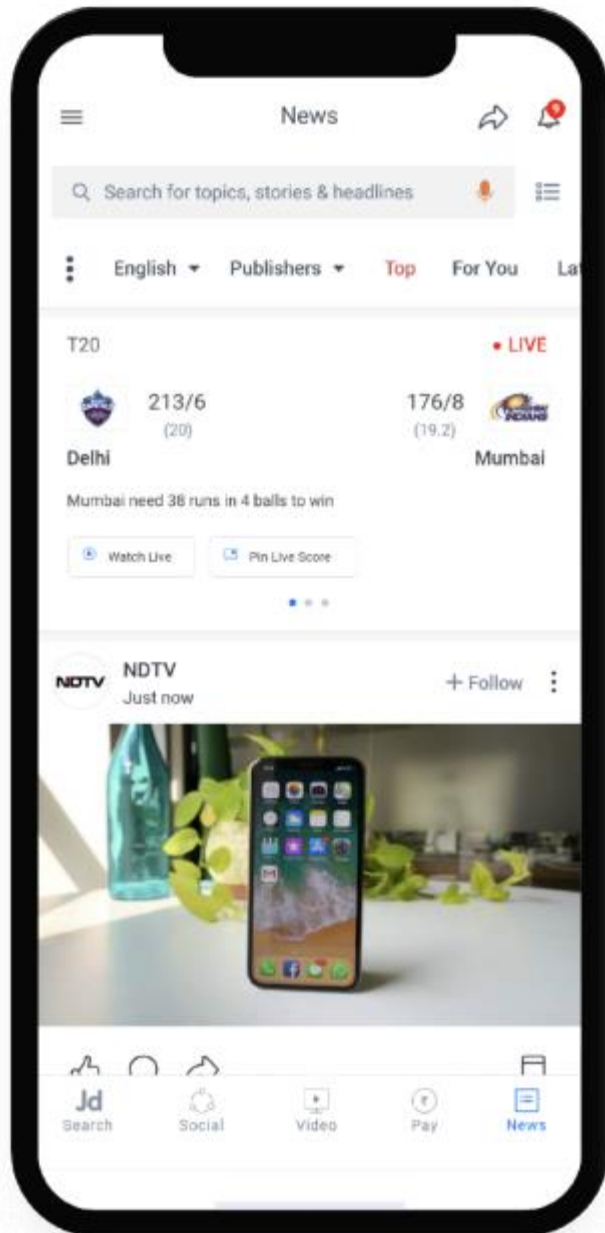
# JD SOCIAL



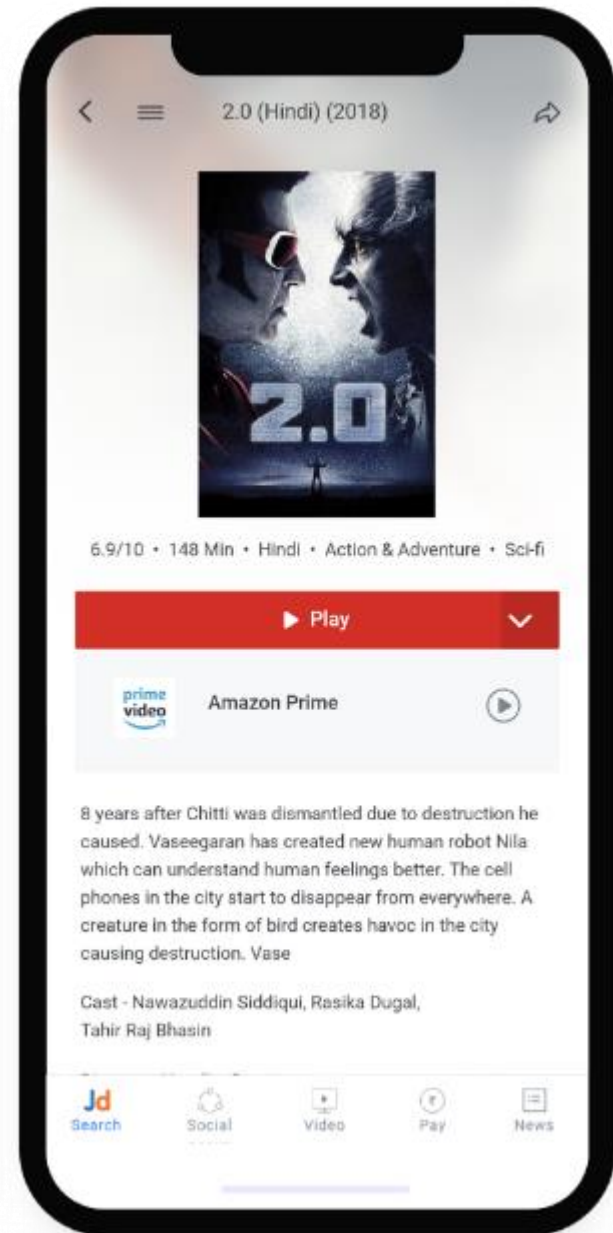
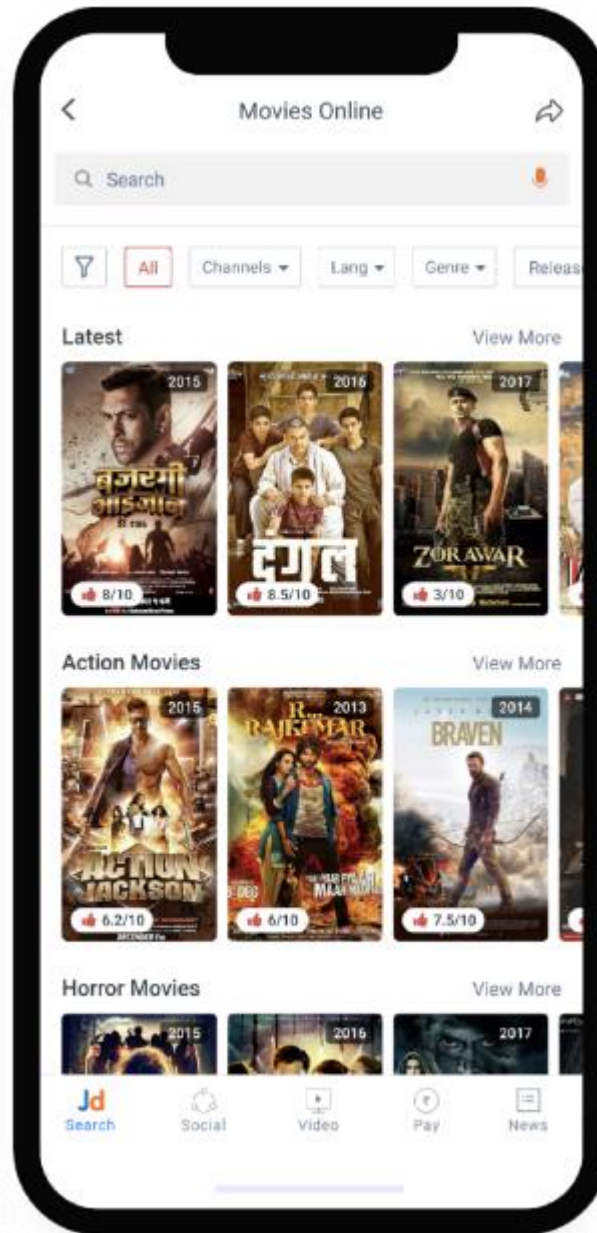
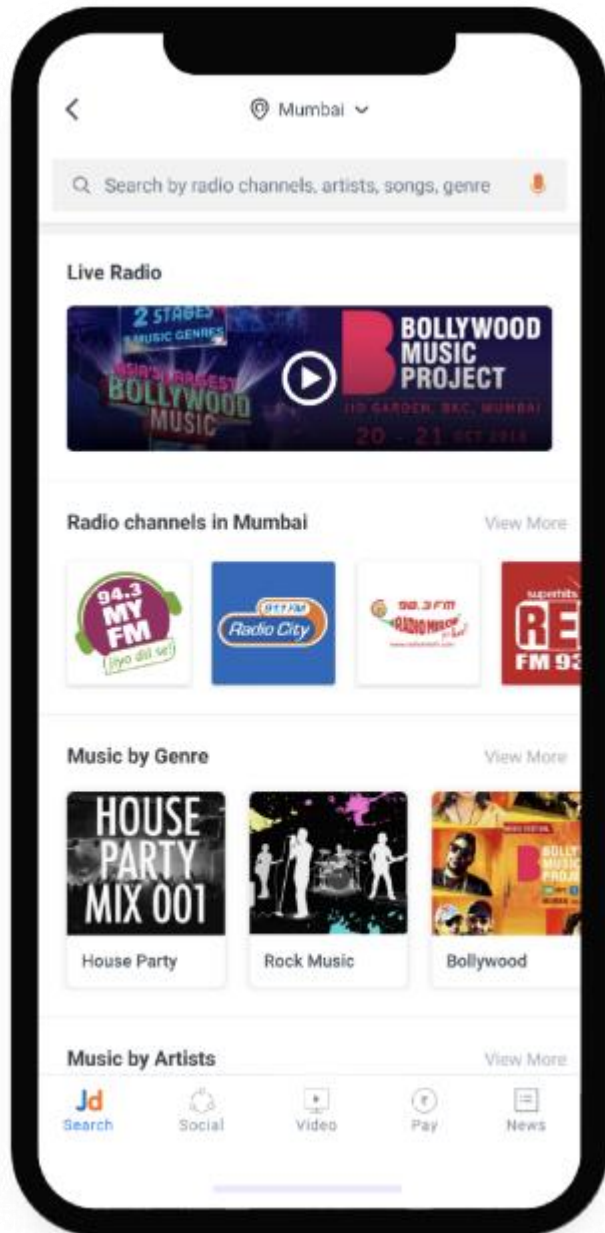


# VOICE SEARCH

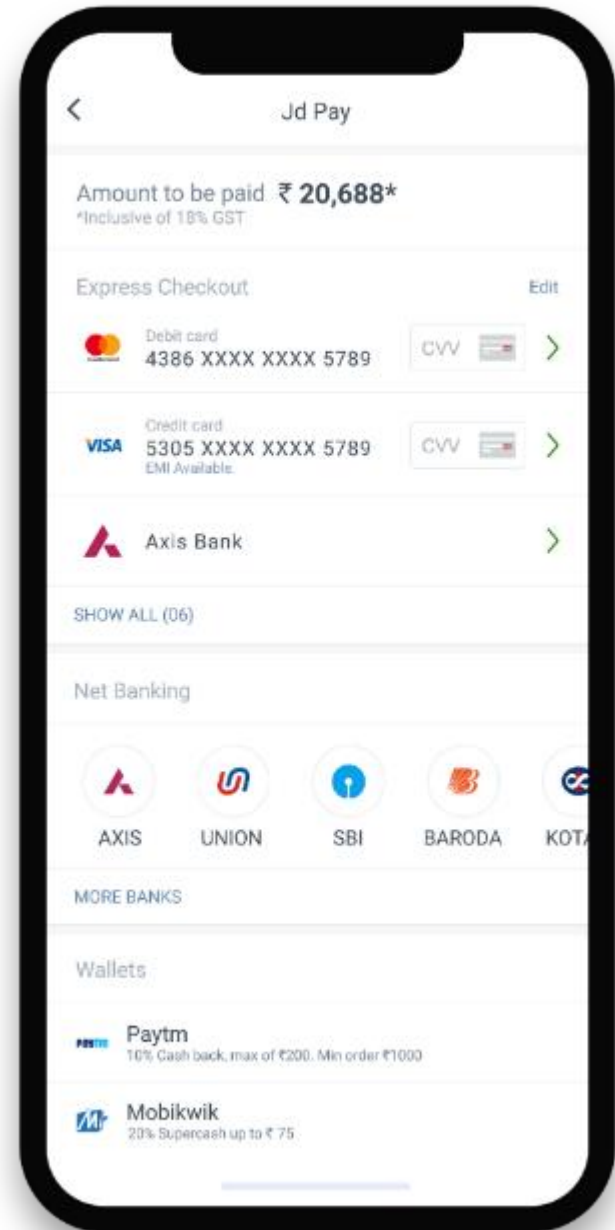
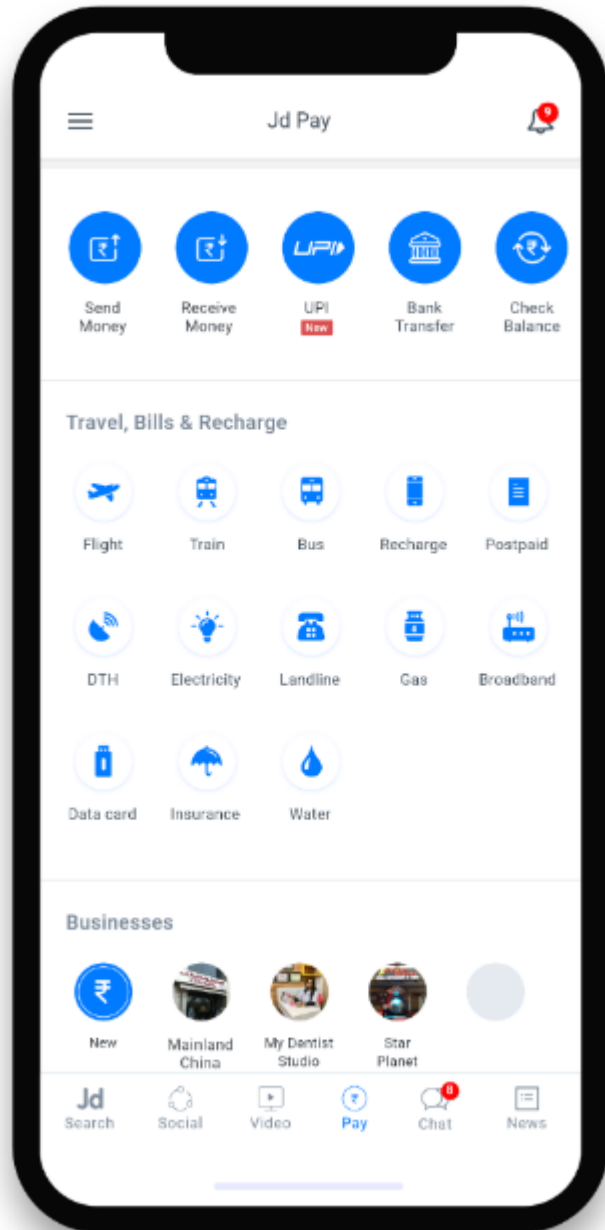




# RADIO / MOVIES ONLINE







# BEYOND SEARCH

## Price Comparison

Hail a Cab

Flight Tickets

Train Tickets

Bus Tickets

Hotel Bookings

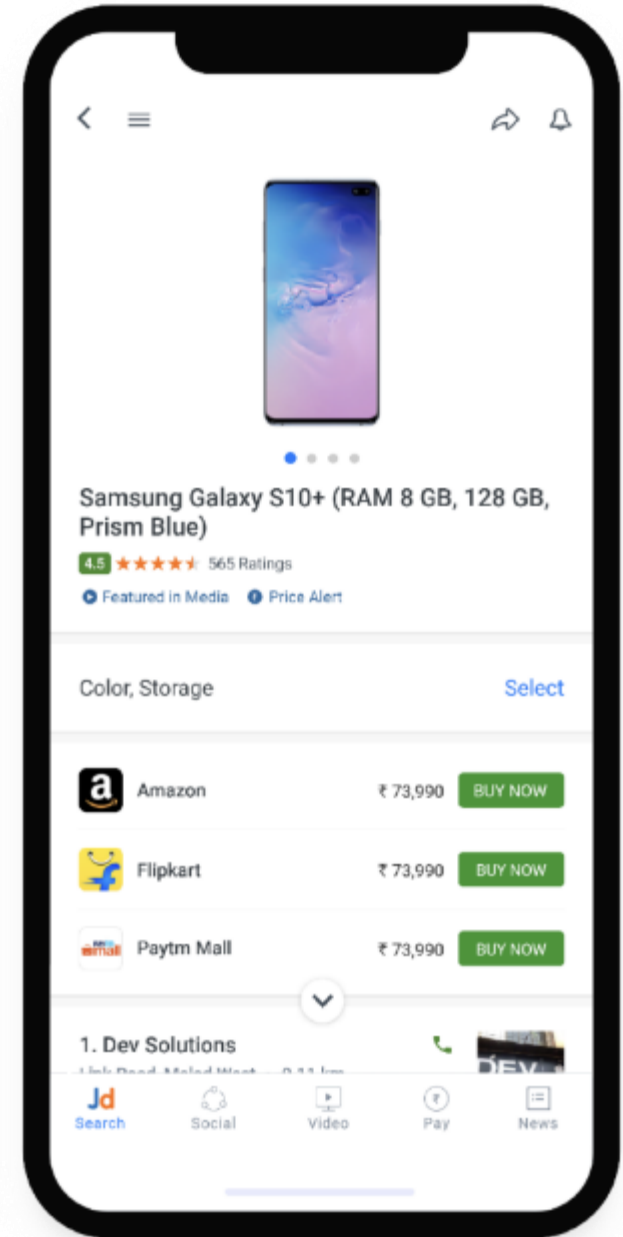
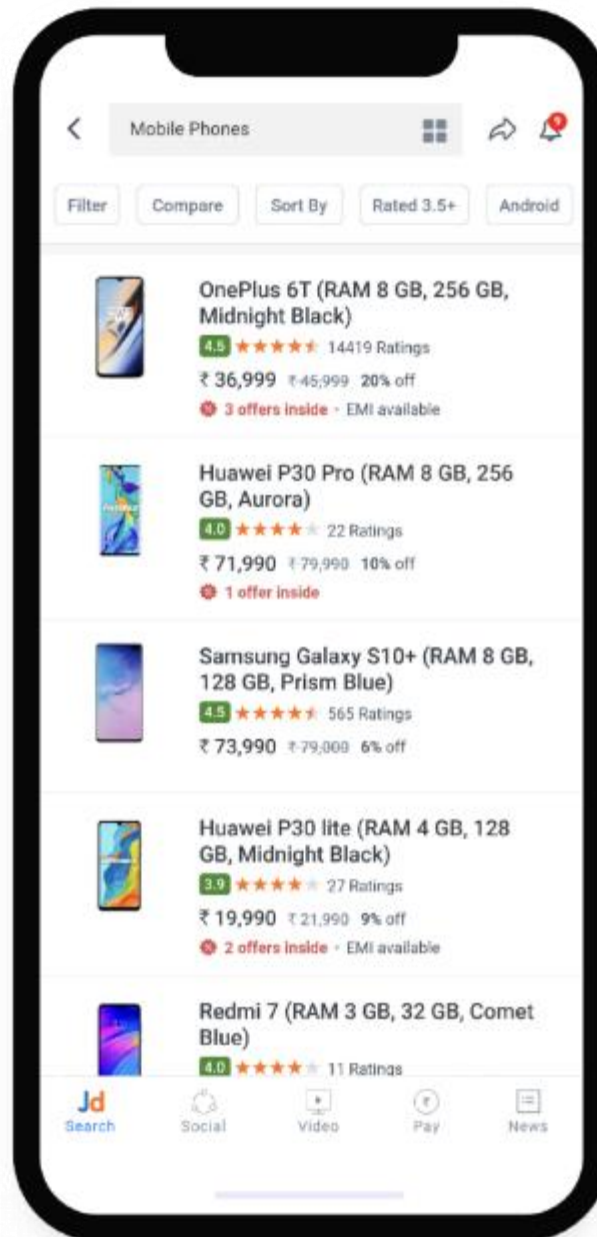
Bills & Recharge

Movie Tickets

Loans

Wallet Options

... and many more.



# BEYOND SEARCH

Price Comparison

 **Hail a Cab**

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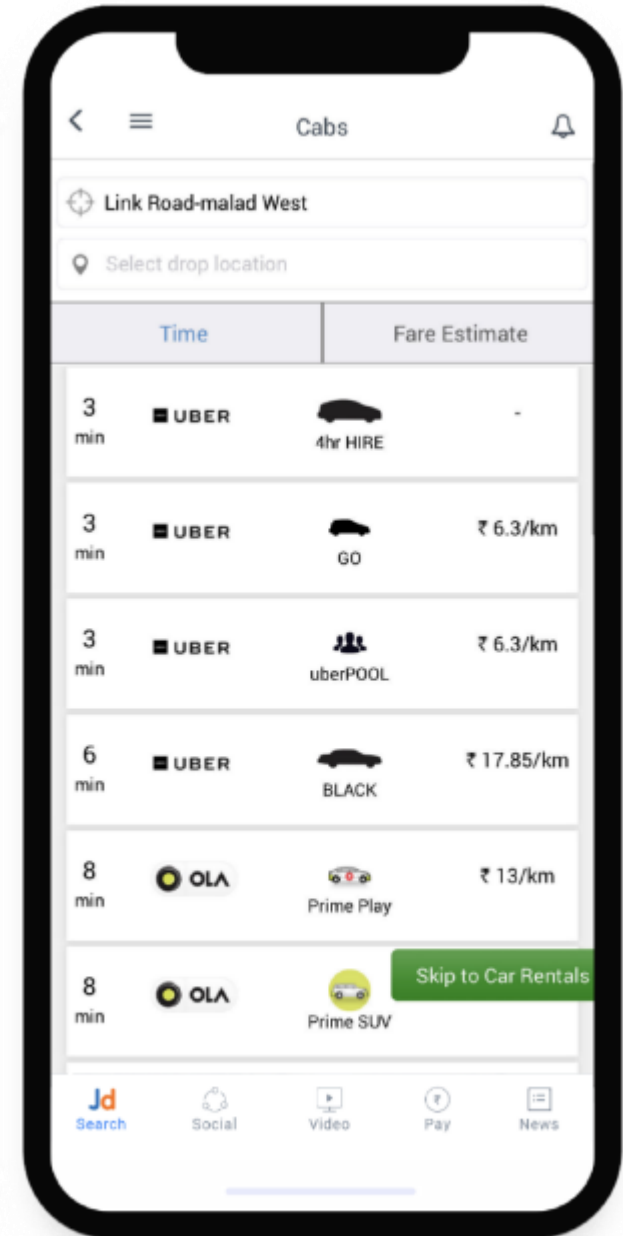
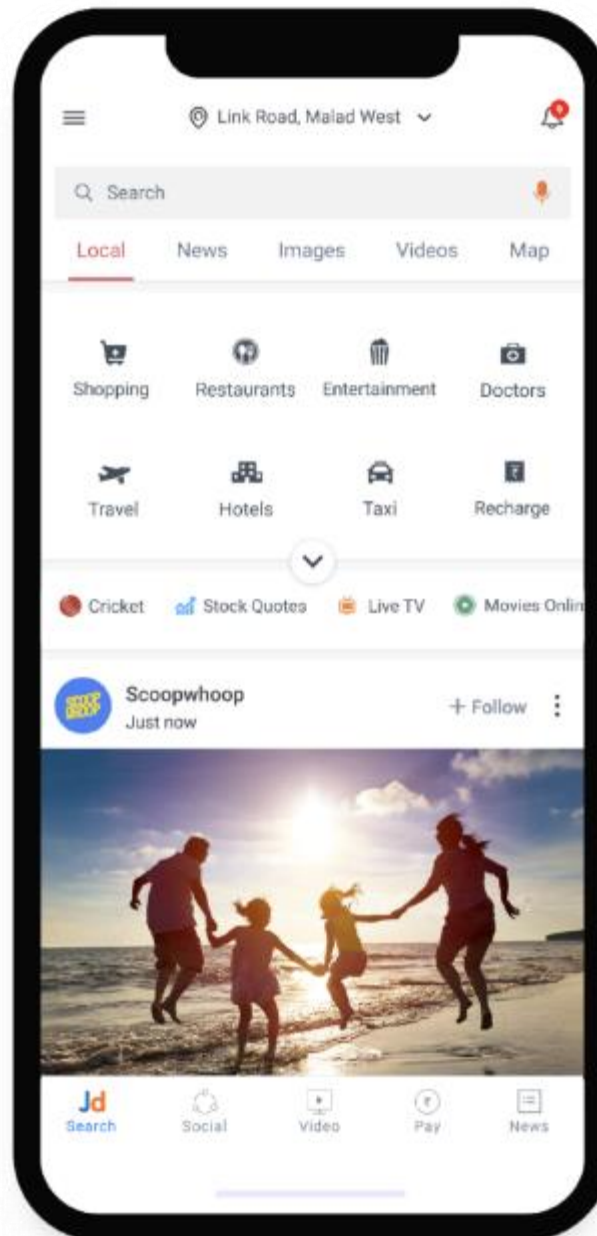
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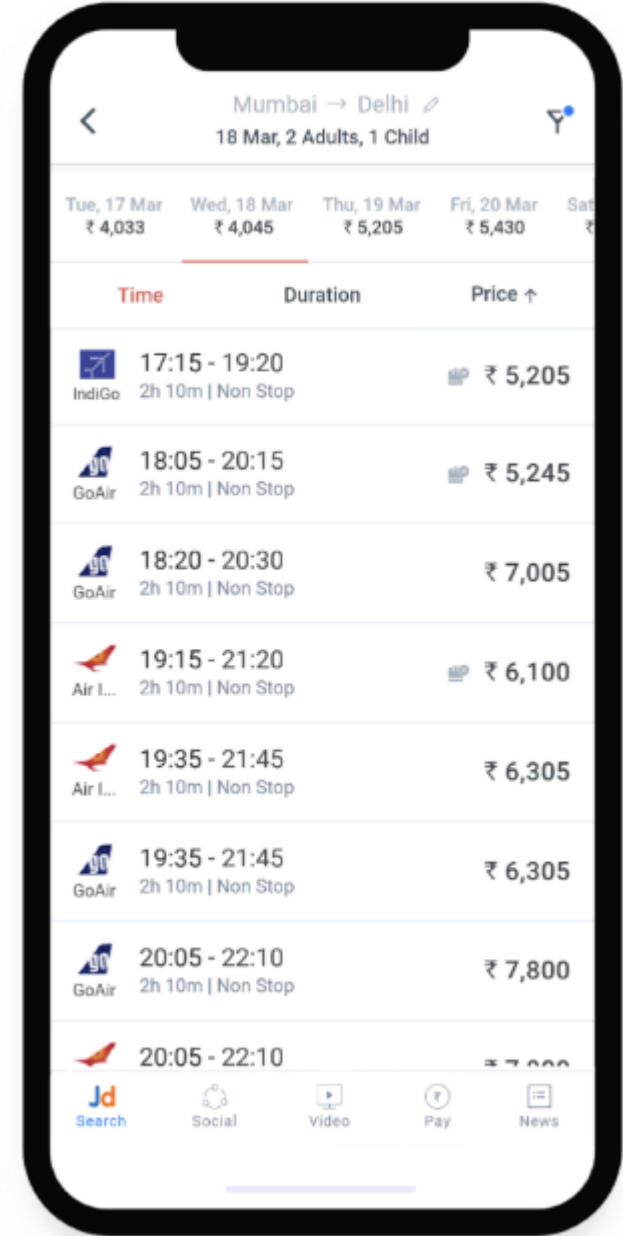
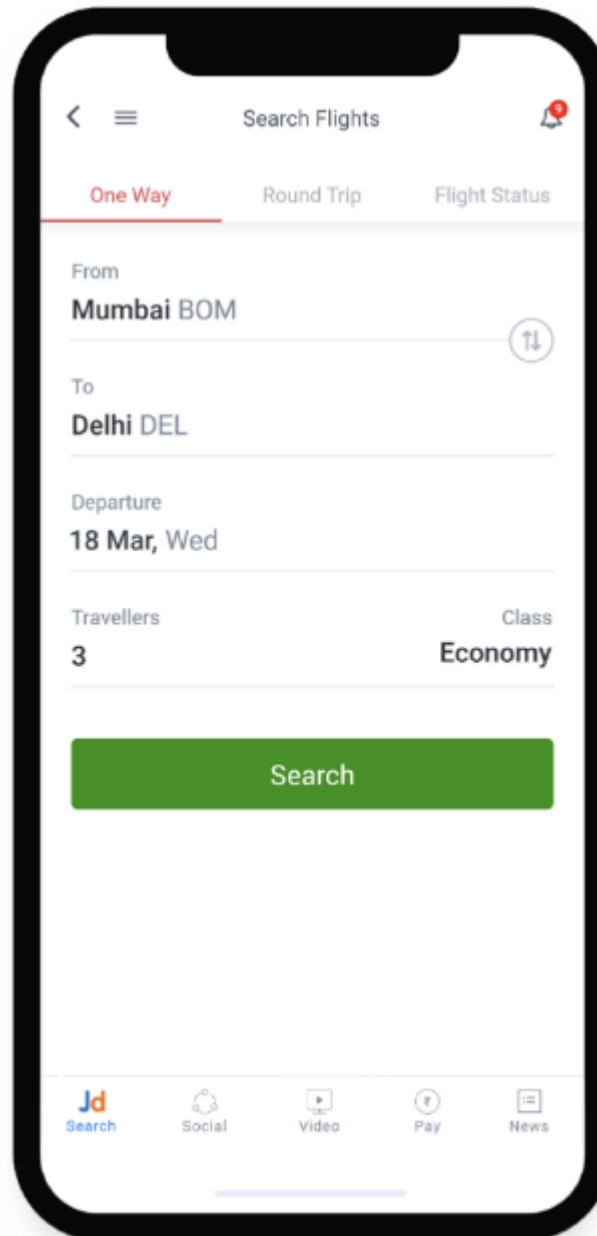
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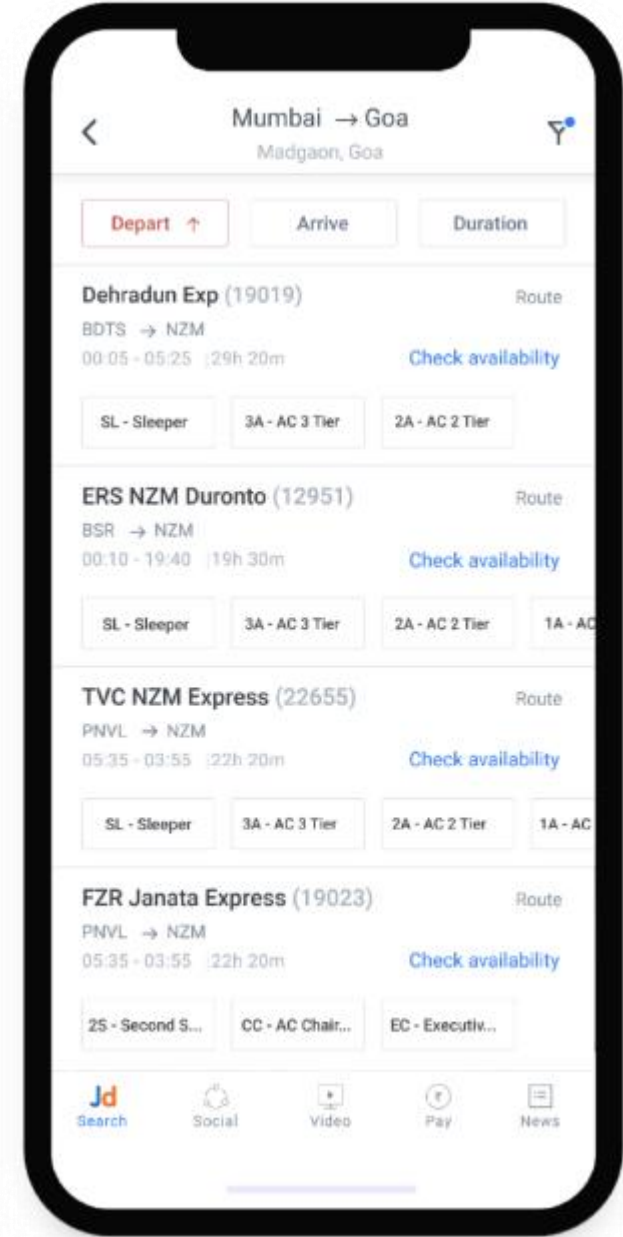
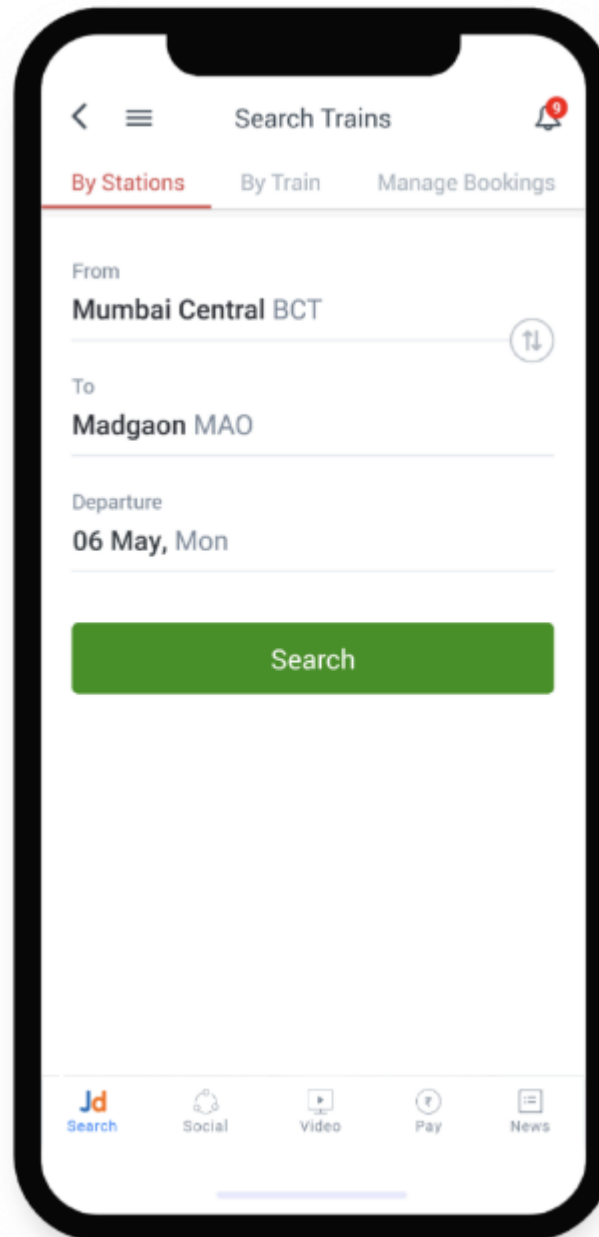
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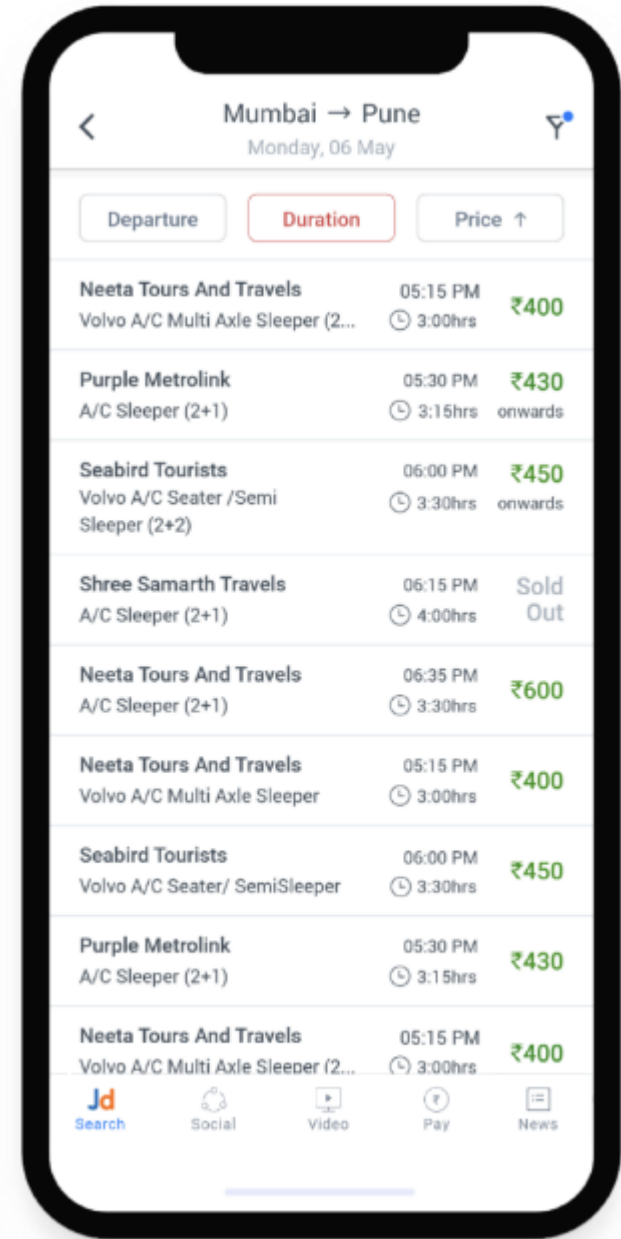
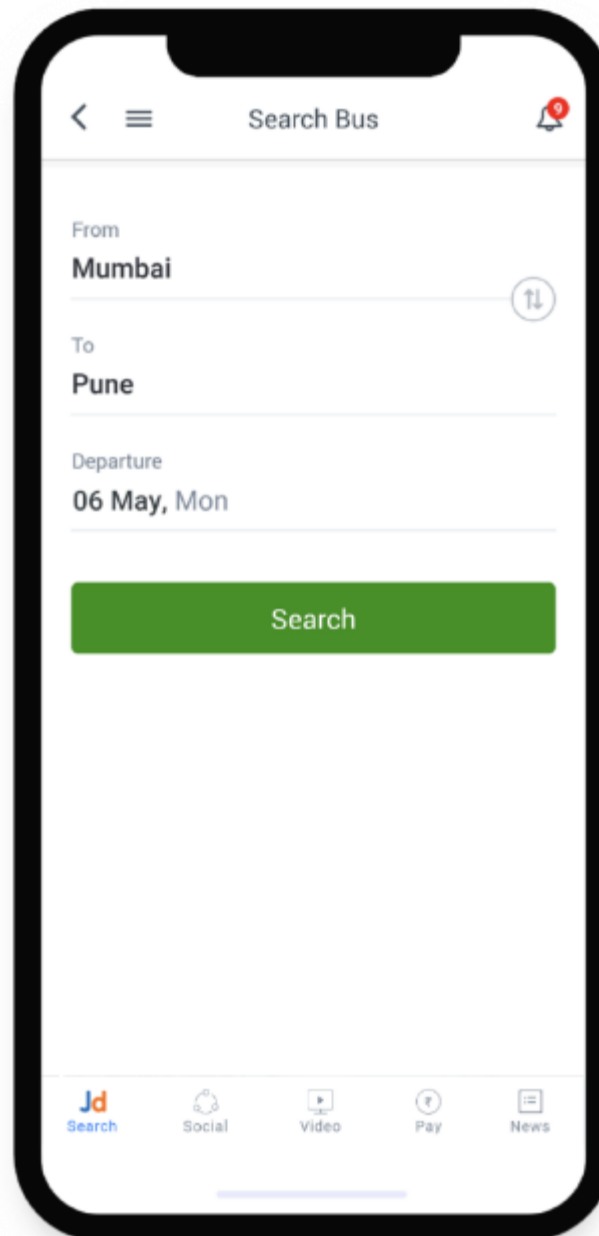
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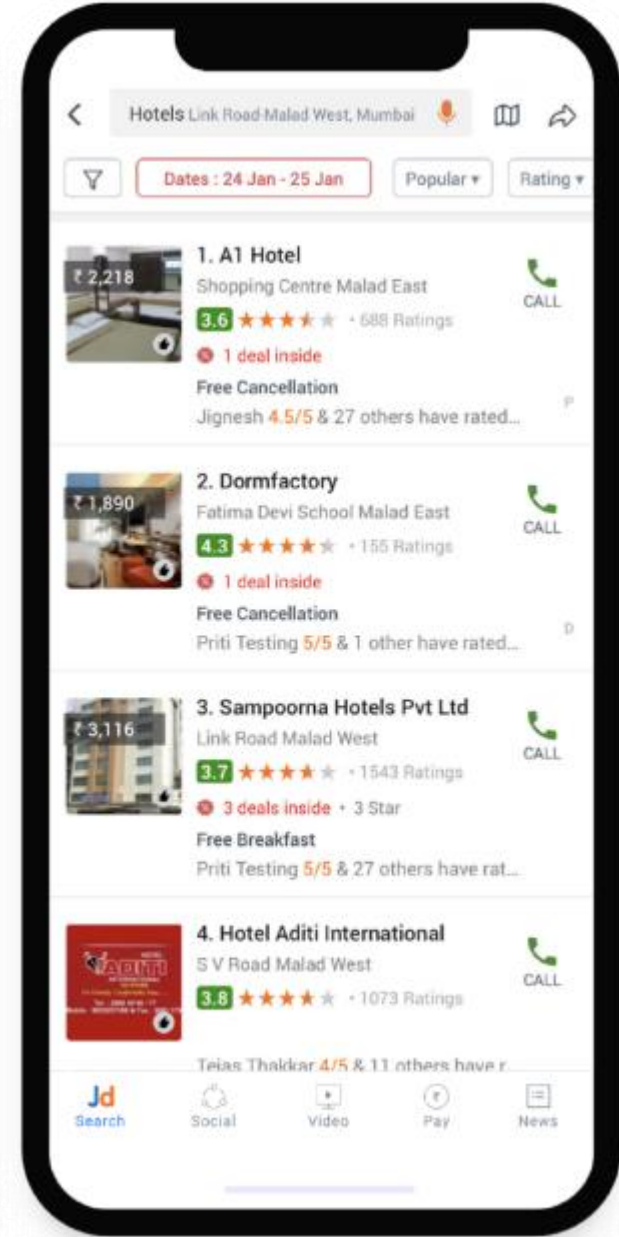
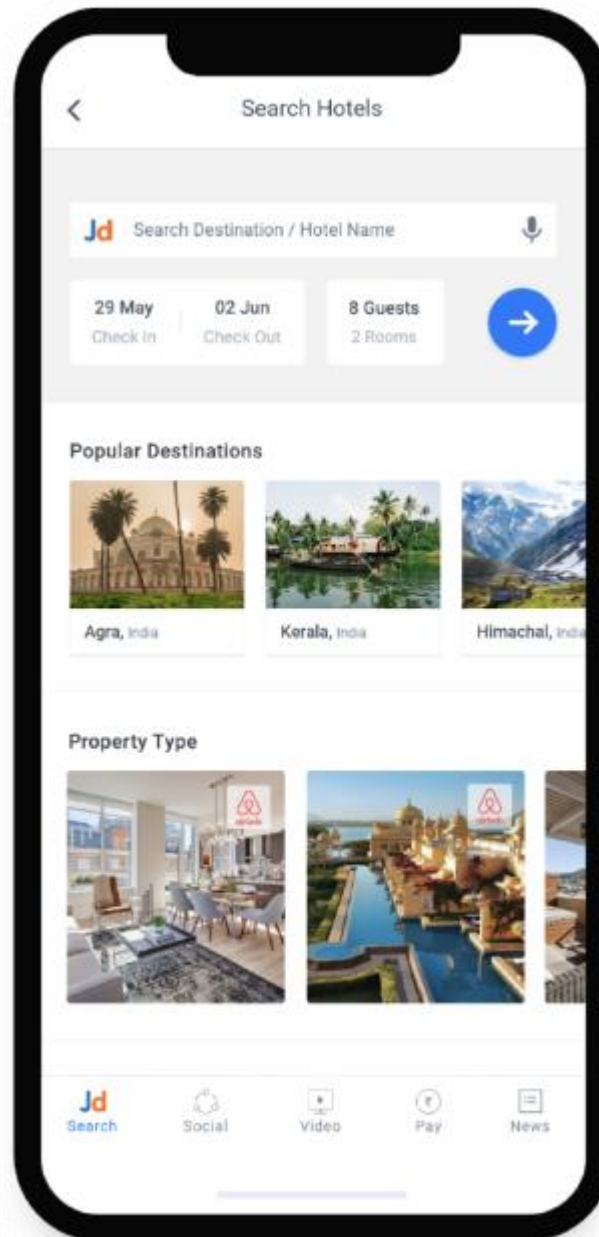
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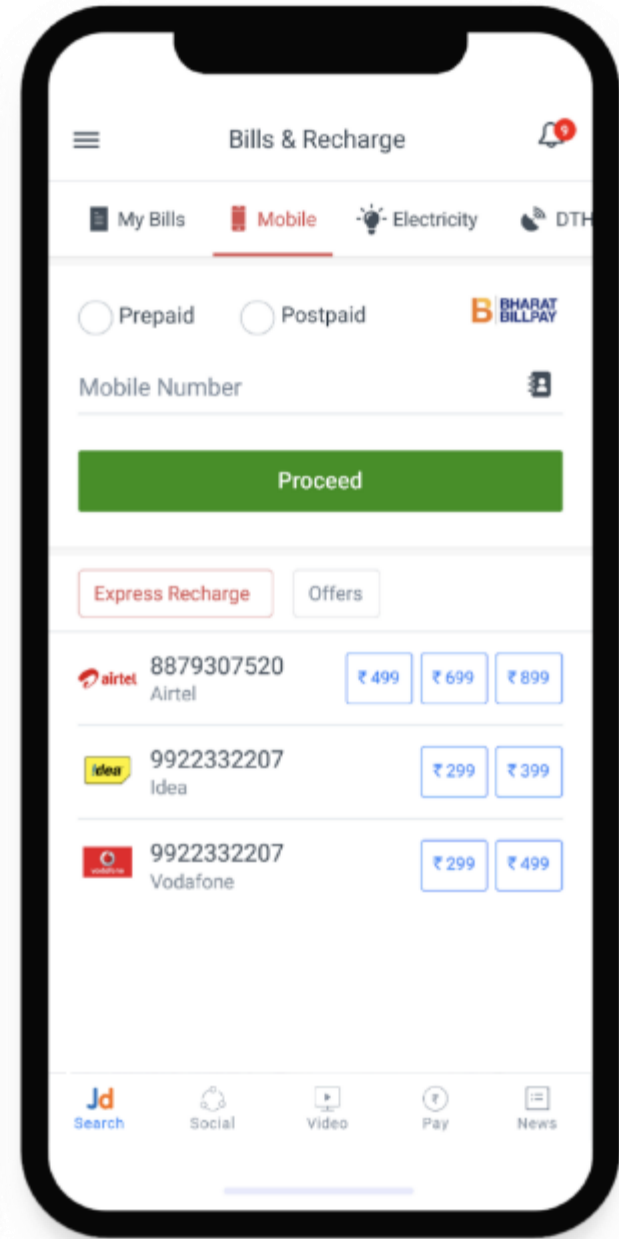
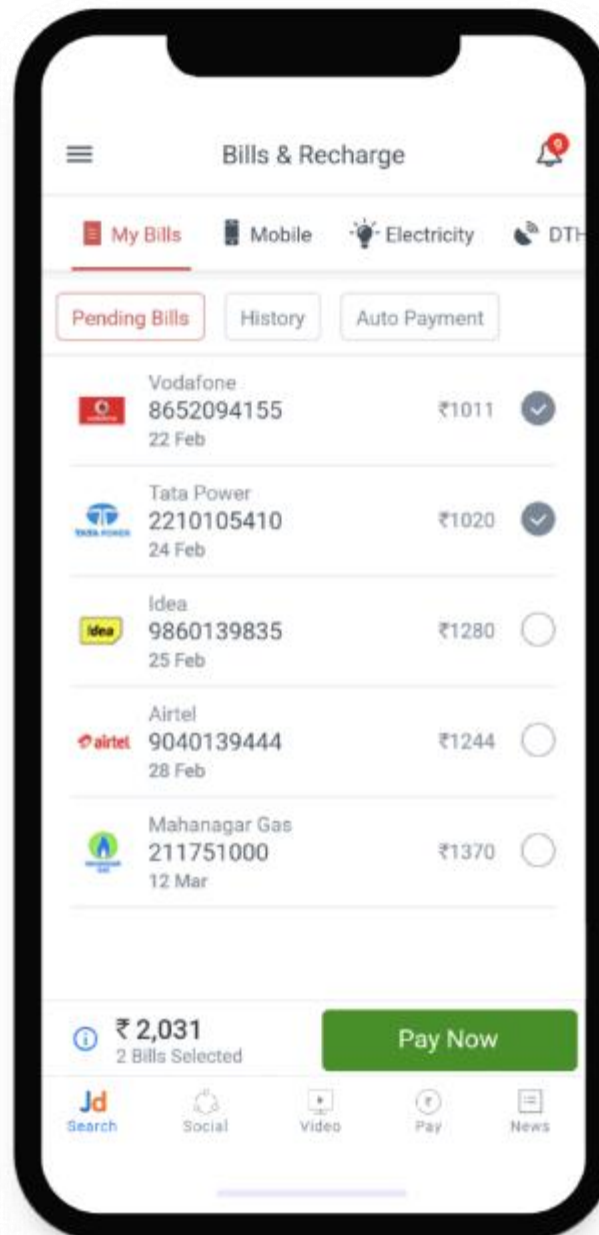
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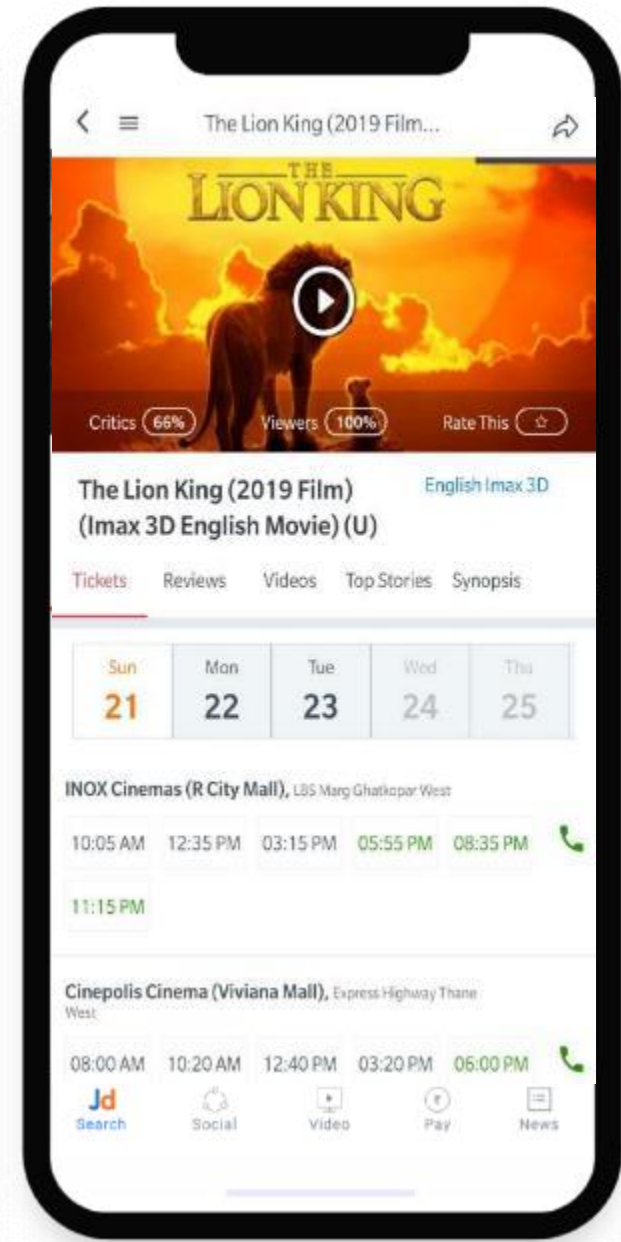
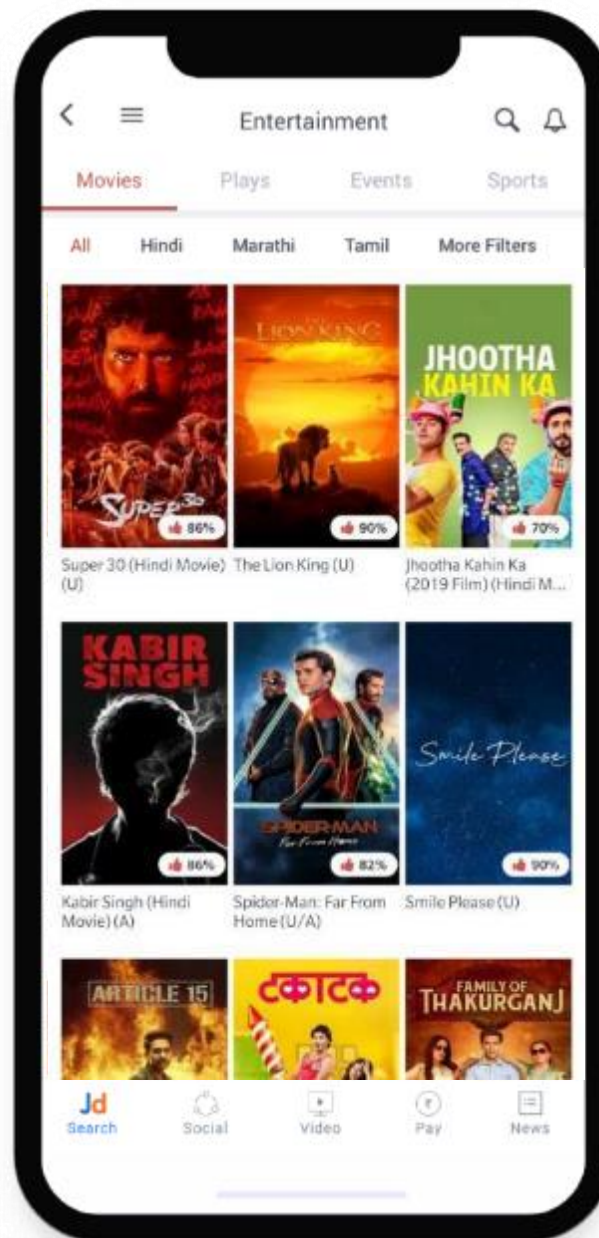
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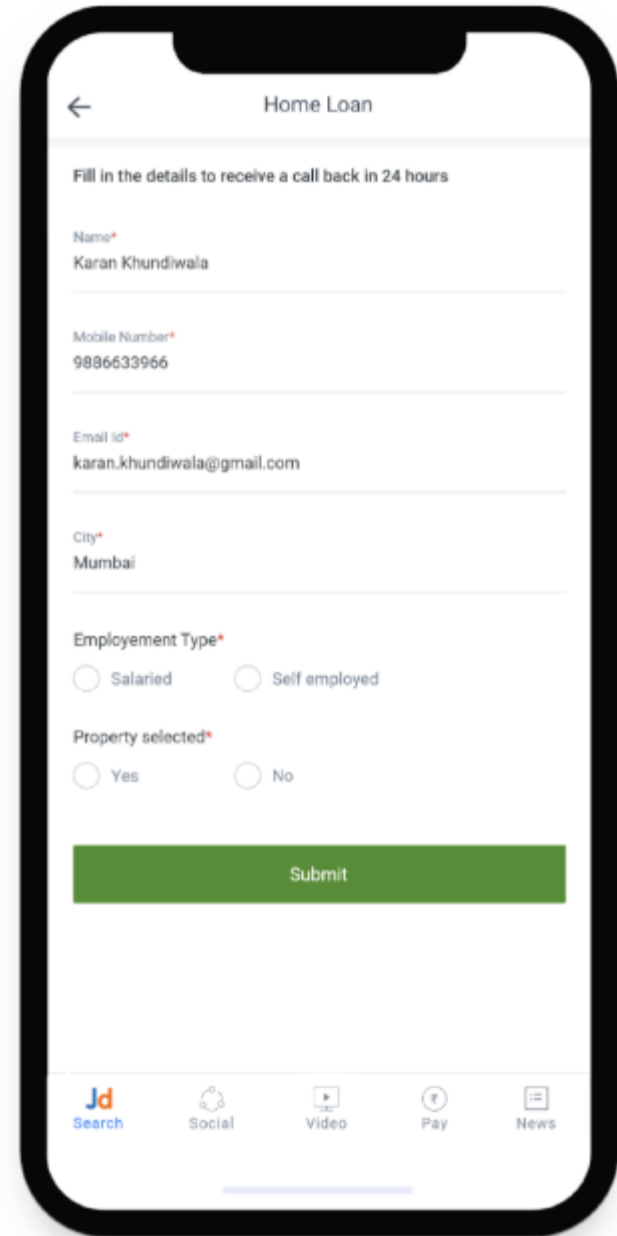
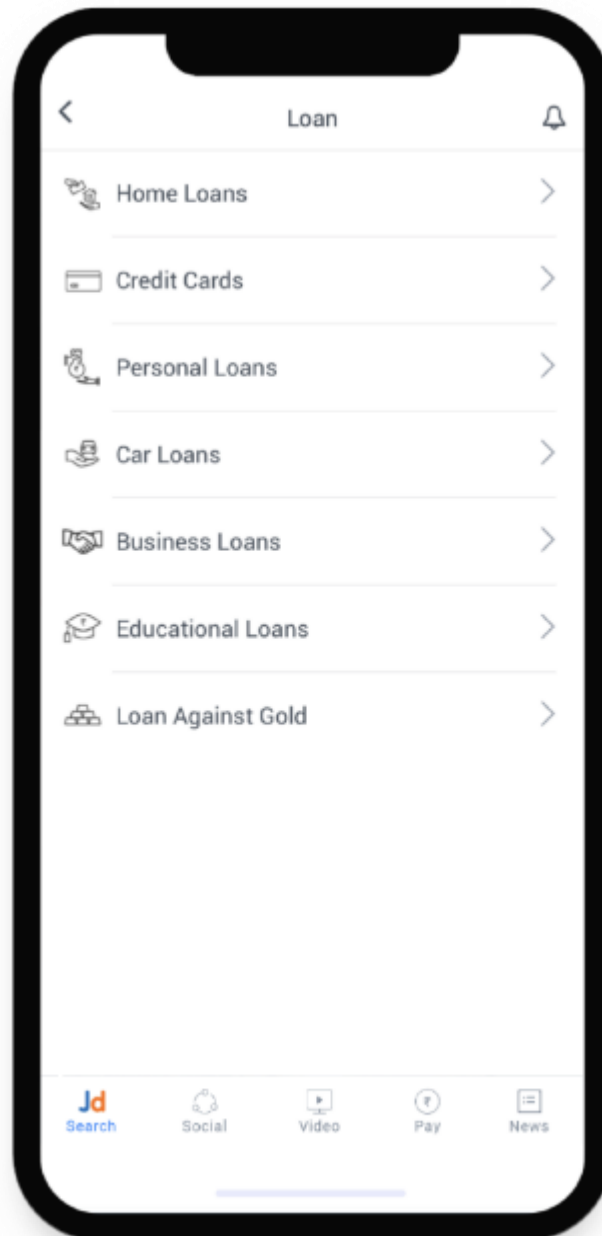
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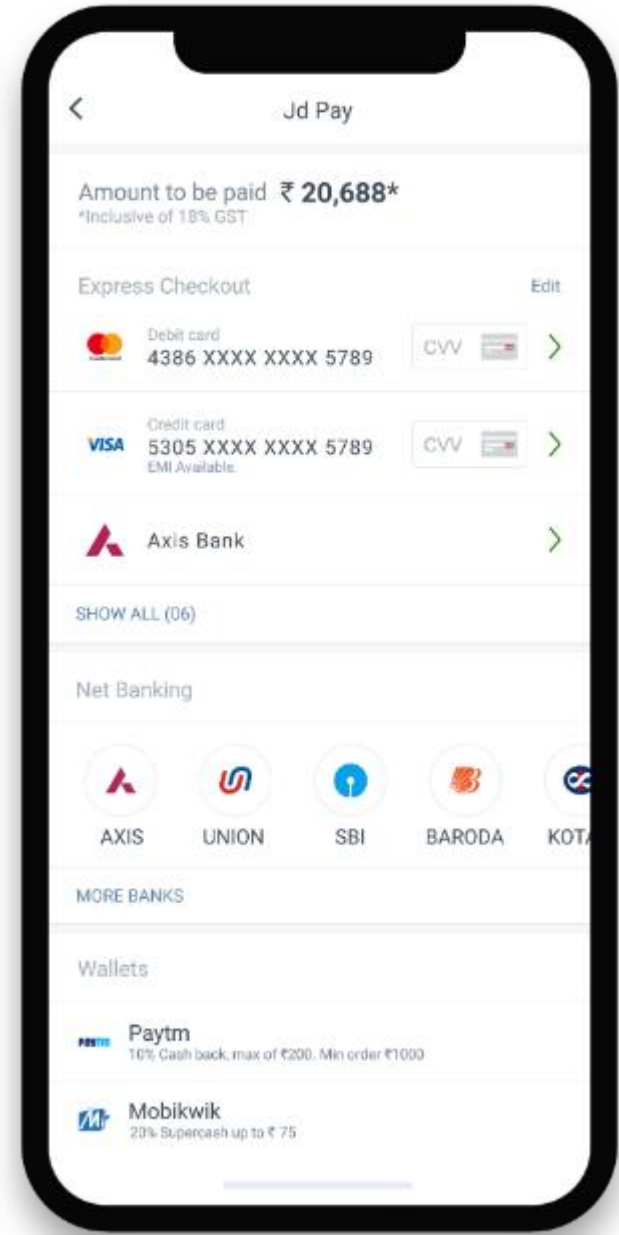
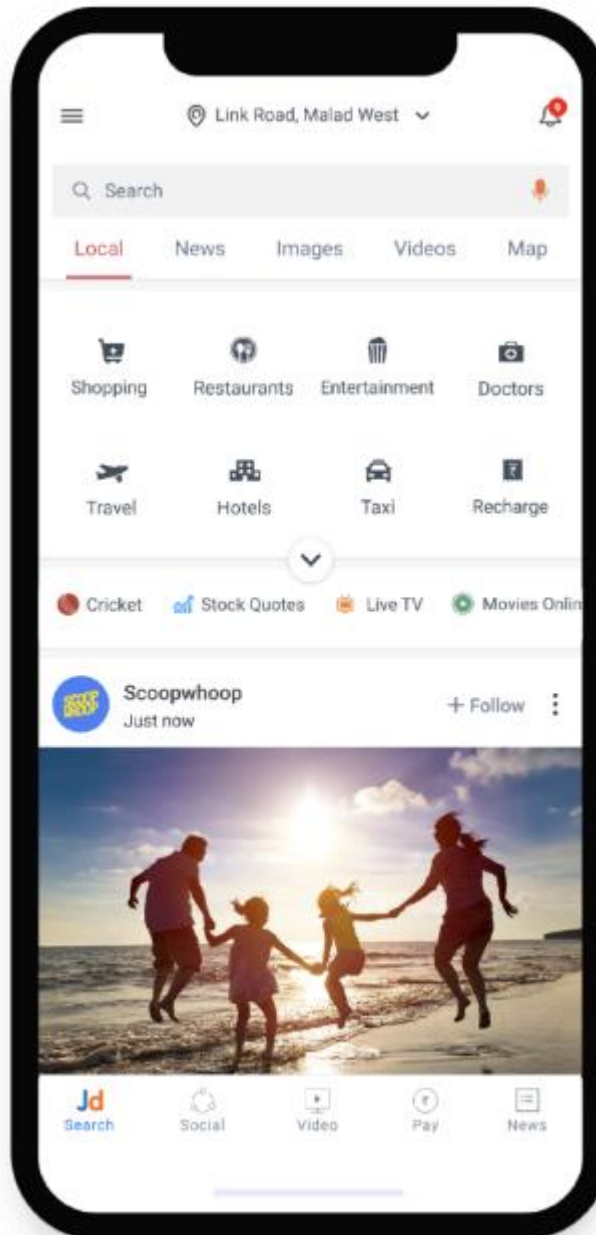
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## FINANCIAL OVERVIEW



# EFFICIENT & PROFITABLE BUSINESS MODEL

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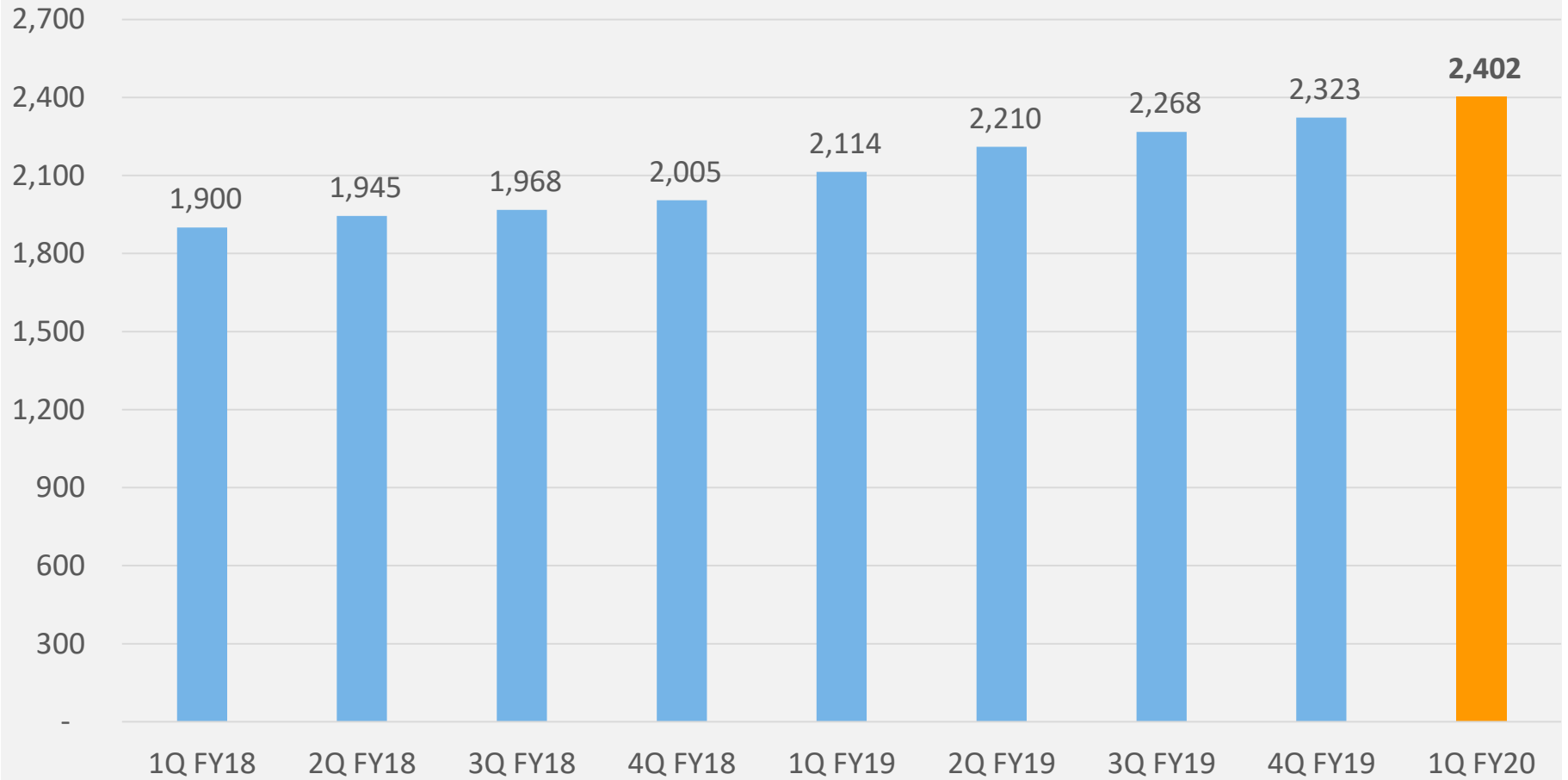
- Paid Advertisers pay fixed monthly or annual fees to run search-led advertising campaigns for their businesses on Justdial's platforms
- Various premium (Platinum, Diamond, Gold) & non-premium packages available which determine placements in search results
- Multiple factors determine pricing, such as business categories of advertiser, geographies targeted, type of package
- Add-on products such as website banner, own website, JD Pay, JD Ratings, etc. available
- Advertisers can pay annual amount upfront or through monthly payment plans, ability to manage campaign online
- Justdial also runs multi-city/ national campaigns for pan-India advertisers
- Sales team comprises of 4,291 employees in tele-sales, 1,526 feet-on-street (marketing), and 4,411 feet-on-street (JDAs - Just Dial Ambassadors) as on Q1 FY20



KEY  
BUSINESS  
ATTRIBUTES

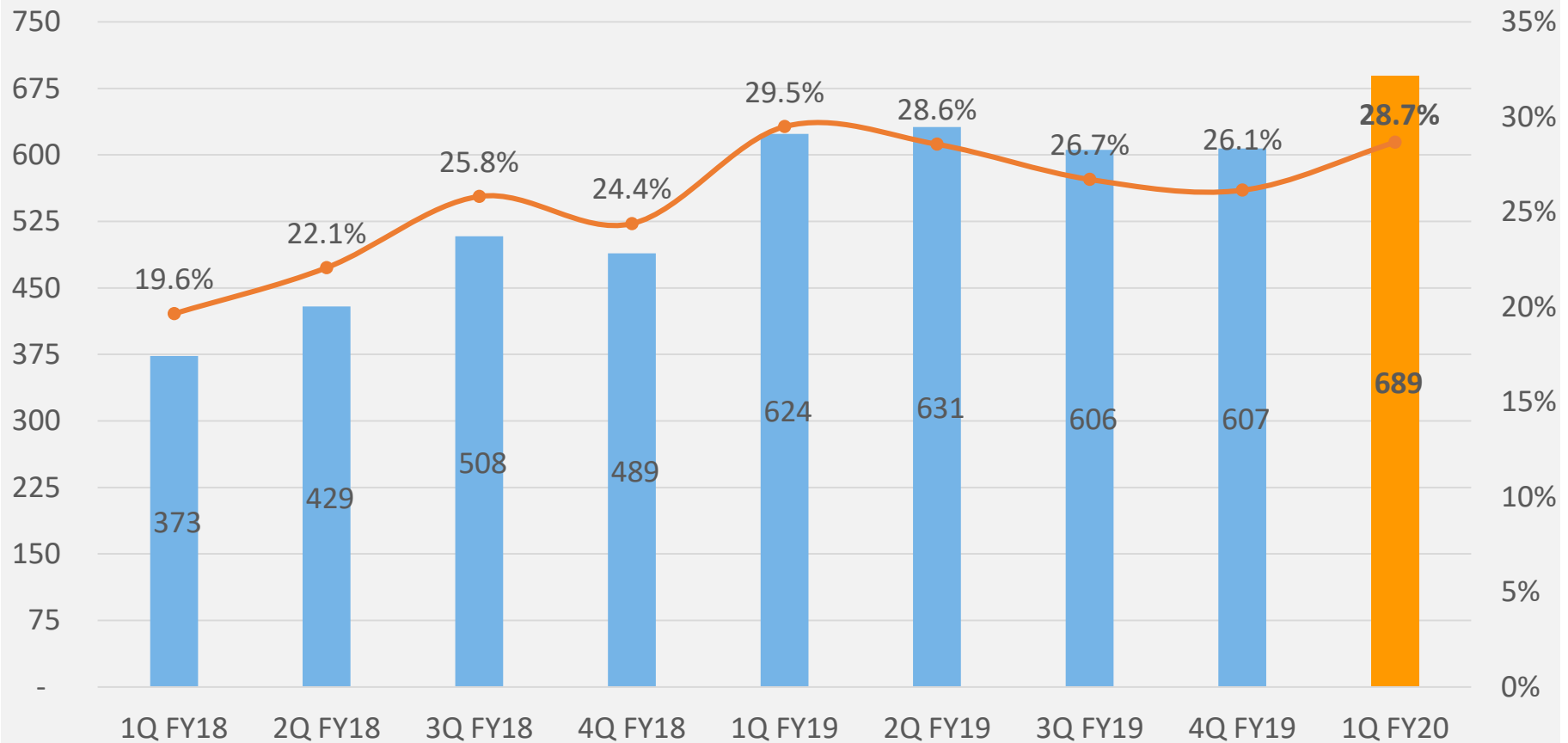
# REVENUE

## Operating Revenue (Rs mn)



# OPERATING MARGIN

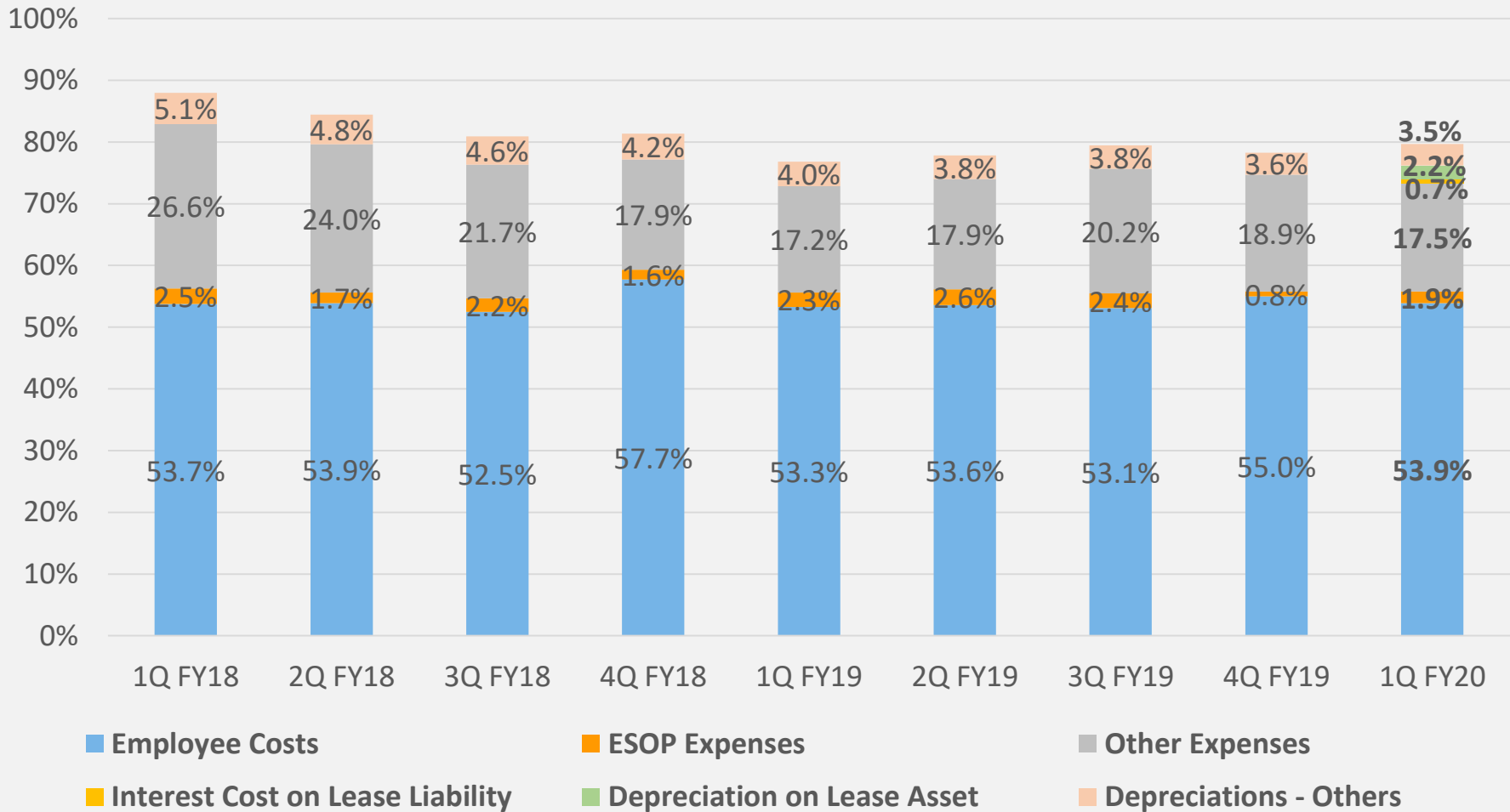
## Adjusted EBITDA (Rs million) & Margin %



Note: Adjusted EBITDA arrived after adjusting for ESOP & one-time expenses, if any. Numbers from 1Q FY20 incorporate IND AS 116, Leases, which became effective 1 April 2019, and requires change in reporting for rental leases. Consequently, for the period 1Q FY20, rent expense is lower by Rs65.9 million, depreciation is higher by Rs53.2 million, finance cost is higher by Rs17.0 million, vis-à-vis the amounts if erstwhile standards were applicable.

# COST STRUCTURE

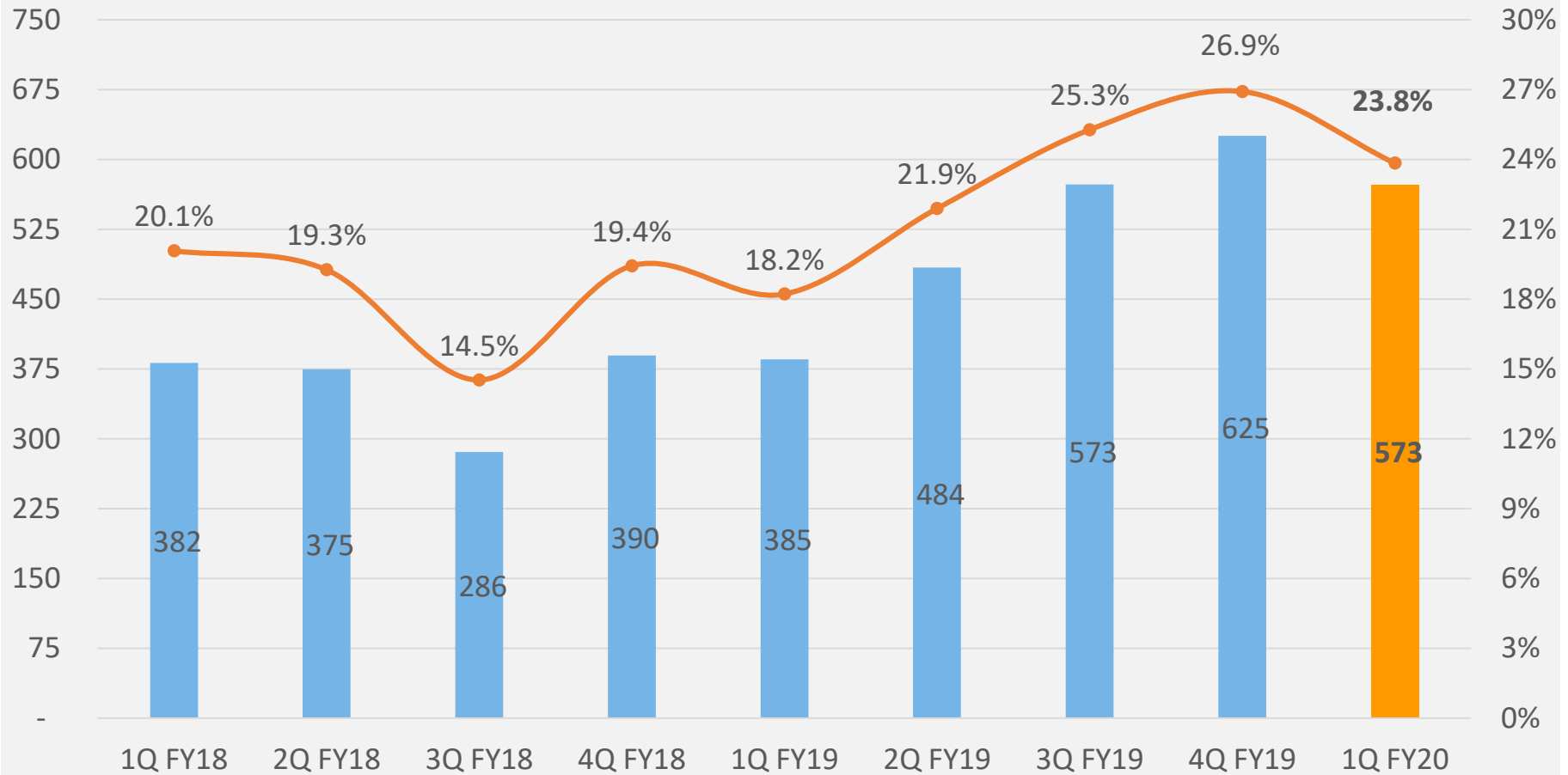
## Expenses as % of Operating Revenue



Note: Numbers from 1Q FY20 incorporate IND AS 116, Leases, which became effective 1 April 2019, and requires change in reporting for rental leases. Consequently, for the period 1Q FY20, rent expense is lower by Rs65.9 million, depreciation is higher by Rs53.2 million, finance cost is higher by Rs17.0 million, vis-à-vis the amounts if erstwhile standards were applicable.

# NET PROFIT MARGIN

## Net Profit (Rs million) & PAT Margin %

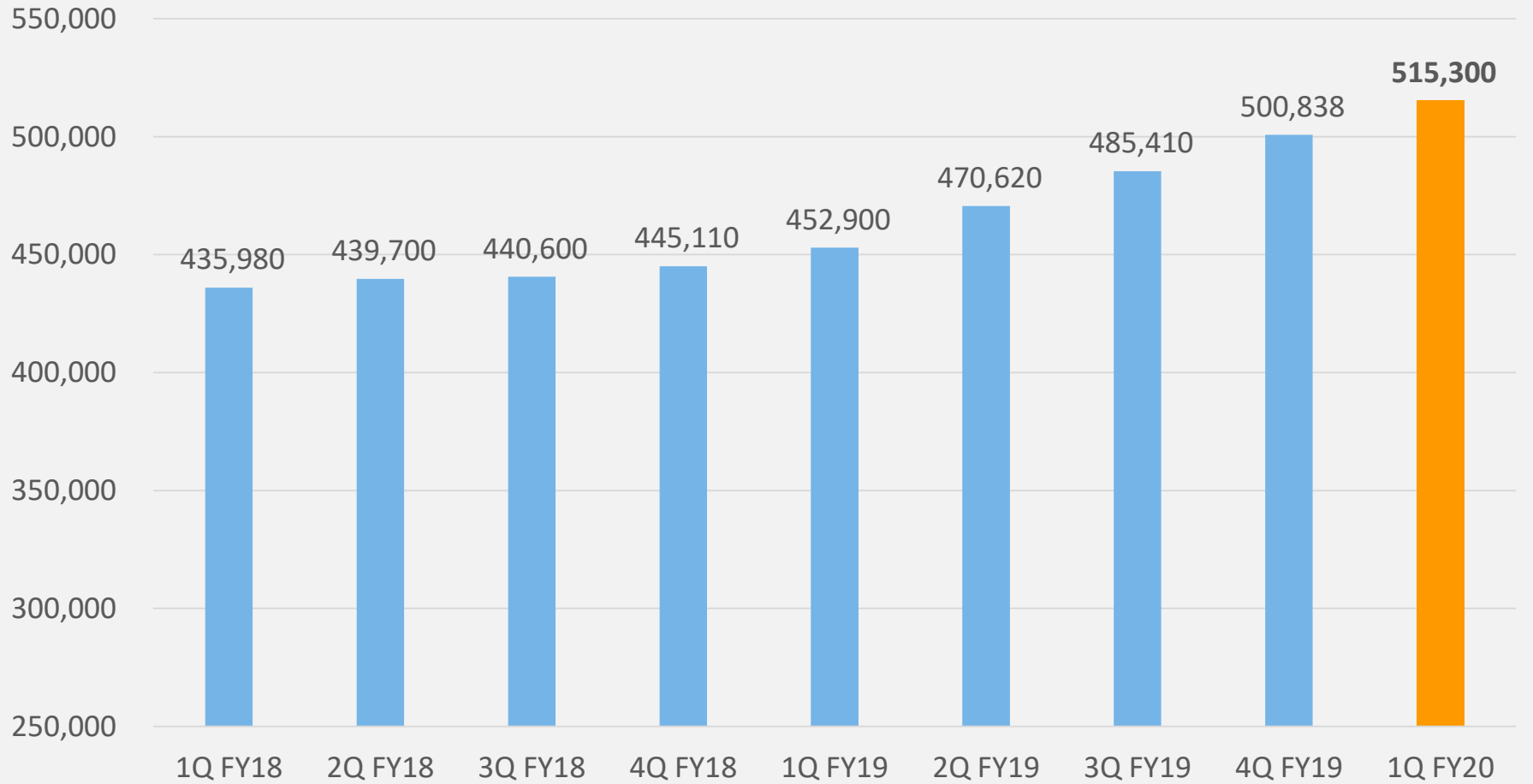


Note 1: Numbers from 1Q FY20 incorporate IND AS 116, Leases, which became effective 1 April 2019, and requires change in reporting for rental leases. Consequently, for the period 1Q FY20, rent expense is lower by Rs65.9 million, depreciation is higher by Rs53.2 million, finance cost is higher by Rs17.0 million, and profit before taxes is lower by Rs4.3 million, vis-à-vis the amounts if erstwhile standards were applicable.

Note 2: PAT Margin is calculated as Net Profit (Profit After Taxes) as a percentage of Operating Revenue for the quarter

# PAID CAMPAIGNS

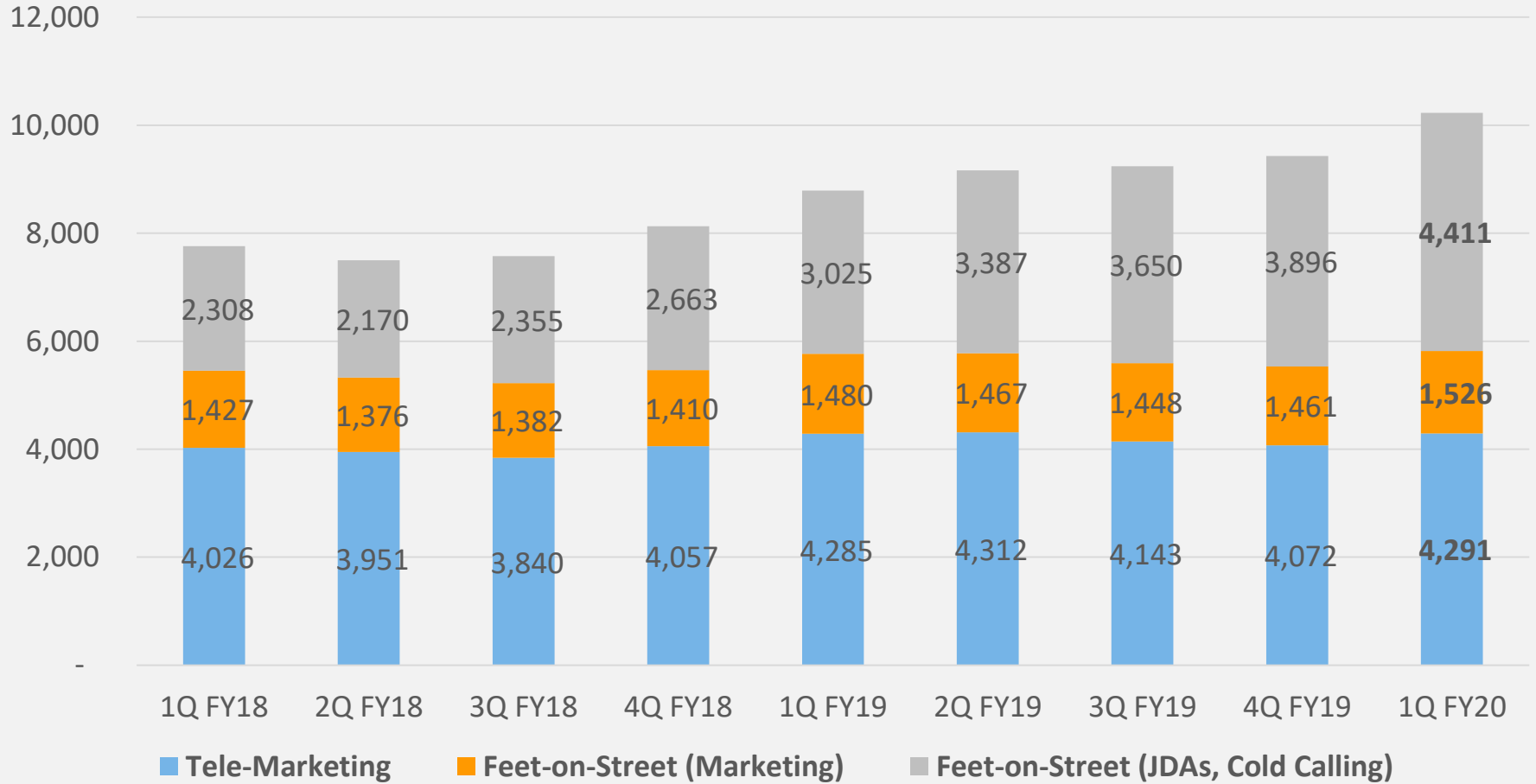
## Active Paid Campaigns - period end





# SALES FORCE

## Sales Strength - Period End



**JUST DIAL LTD - 1Q FY20 (Quarter ended June 30, 2019) PERFORMANCE SUMMARY**

Metric	Unit	1Q FY20	1Q FY19	YoY change	4Q FY19	QoQ change
Operating Revenue	(₹ million)	2,402	2,114	13.6%	2,323	3.4%
Operating EBITDA	(₹ million)	642	574	11.9%	588	9.2%
Operating EBITDA Margin	%	26.8%	27.2%	-40 bps	25.3%	142 bps
Adjusted EBITDA (excl. ESOP exp.)	(₹ million)	689	624	10.4%	607	13.4%
Adjusted EBITDA Margin (excl. ESOP exp.)	%	28.7%	29.5%	-83 bps	26.1%	252 bps
Other Income, net	(₹ million)	311	82	277.4%	322	-3.7%
Profit Before Taxes	(₹ million)	799	573	39.5%	827	-3.4%
Net Profit	(₹ million)	573	385	48.7%	625	-8.4%
Net Profit Margin	%	23.8%	18.2%	562 bps	26.9%	-308 bps
Unearned Revenue (period end)	(₹ million)	3,991	3,713	7.5%	4,054	-1.6%
Cash & Investments (period end)*	(₹ million)	13,971	12,888	8.4%	13,314	4.9%

Note: Numbers from 1Q FY20 incorporate IND AS 116, Leases, which became effective 1 April 2019, and requires change in reporting for rental leases. Consequently, for the period 1Q FY20, rent expense is lower by Rs65.9 million, depreciation is higher by Rs53.2 million, finance cost is higher by Rs17.0 million, and profit before taxes is lower by Rs4.3 million, vis-à-vis the amounts if erstwhile standards were applicable.

**JUST DIAL LTD - 1Q FY20 (Quarter ended June 30, 2019) PERFORMANCE SUMMARY**

Metric	Unit	1Q FY20	1Q FY19	YoY change	4Q FY19	QoQ change
Unique Visitors	(million)	156.1	125.2	24.6%	139.1	12.2%
- Mobile	(million)	125.1	92.3	35.5%	110.4	13.4%
- Desktop/ PC	(million)	22.3	23.5	-5.3%	20.6	8.0%
- Voice	(million)	8.7	9.4	-7.3%	8.1	7.2%
- Mobile	% share	80.2%	73.7%	643 bps	79.4%	82 bps
- Desktop/ PC	% share	14.3%	18.8%	-452 bps	14.8%	-56 bps
- Voice	% share	5.6%	7.5%	-191 bps	5.8%	-26 bps
Total Listings (period end)	(million)	26.5	22.7	16.6%	25.7	2.9%
Net Listings Addition		748,259	943,367	-20.7%	932,504	-19.8%
Total Images in Listings (period end)	(million)	66.8	47.9	39.3%	60.3	10.8%
Listings with Geocodes (period end)	(million)	14.5	11.8	23.6%	14.0	3.9%
Ratings & Reviews	(million)	98.1	85.1	15.3%	95.6	2.6%
Paid campaigns (period end)		515,300	452,900	13.8%	500,838	2.9%
Total App Downloads (period end)	(million)	24.5	20.8	18.0%	23.7	3.6%
App Downloads per day		13,131	14,351	-8.5%	12,588	4.3%
Number of Employees (period end)		13,601	12,281	10.7%	12,691	7.2%

# BOARD OF DIRECTORS

## Executive Directors



V S S Mani

Founder, Managing Director and Chief Executive Officer of Justdial with over 31 years of experience in the field of media and local search services.



Ramani Iyer

Non-Independent, Whole-time Director with 26 years of experience, working with Justdial in the field of strategic planning and execution.



V Krishnan

Non-Independent, Whole-time Director with 26 years of experience, working with Justdial in strategic planning and execution.

## Non-Executive Directors

### Independent



B Anand

Anand is CEO of Nayara Energy, and previously was CFO of Trafigura. He has 32 years of experience in corporate finance, strategy & investment banking. He is a Commerce graduate and an associate member of ICAI.



Sanjay Bahadur

Sanjay is CEO of Pidilite Industries for its Global Constructions & Chemicals division and has over three decades of experience. He holds a degree from Delhi College of Engineering.



Malcolm Monteiro

Malcolm is CEO India, DHL eCommerce & member of DHL eCommerce Management Board. He holds a degree from IIT Mumbai & IIM Ahmedabad.



Bhavna Thakur

Bhavna heads Capital Markets at Everstone and has over 20 years of corporate finance, investment banking, capital markets experience. She holds BA LLB (Hons.) from NLSIU, Bangalore & Masters in law from Columbia University, NY.

### Non-Independent



Pulak Prasad

Pulak is Founder & MD of Nalanda Capital and has over 27 years of experience in management consulting & investing. He holds B. Tech. from IIT Delhi and is an IIM Ahmedabad alumni.



Anita Mani

Anita has 26 years of experience in the field of general management. She is a history graduate from University of Delhi.

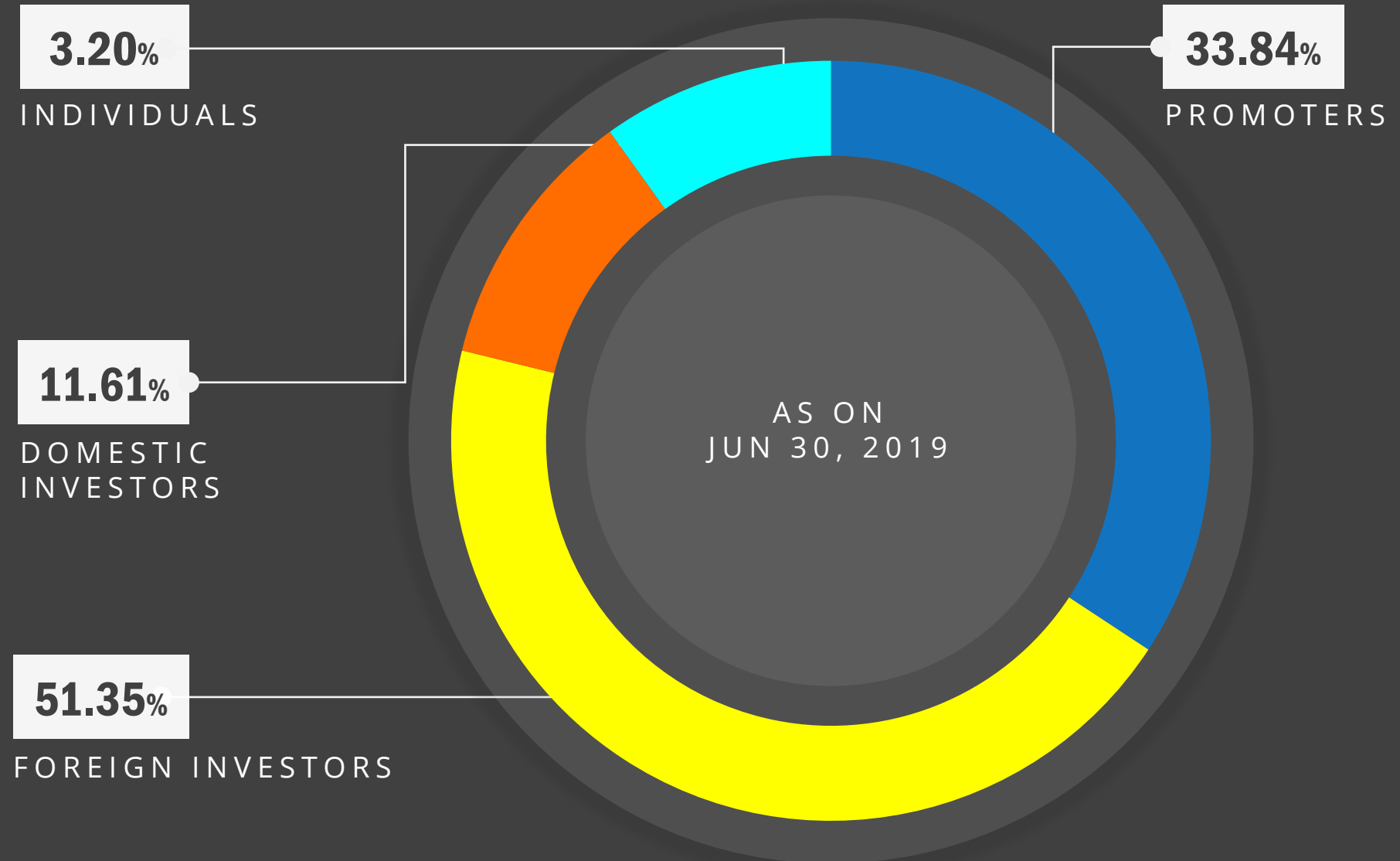
# LEADERSHIP TEAM

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Name	Designation	Experience	Functional Areas
V S S Mani	Chief Executive Officer	31 Years	Overall growth strategy, planning, execution & management
Abhishek Bansal	Chief Financial Officer	11 Years	Finance, Strategy, Accounting, Treasury, Audit, Legal, Compliance & Traffic
Vishal Parikh	Chief Product Officer	19 Years	Leads Product, Design & Technology teams, Project Management, Payments Product & Voice Operations
Sumeet Vaid	Chief Revenue Officer	23 Years	Revenue growth & Business development
Rajesh Madhavan	Chief People Officer	25 Years	Human Resource Functions
Jaimin Shah	Chief Technology Officer, Omni	19 Years	Leads Omni & related products
Ajay Mohan	Group Vice President, Sales	24 Years	Sales platform management, Strategic alliances, Corporate partnerships & Business expansion
Rakesh Ojha	Group Vice President, Sales	24 Years	Sales & Expansion (West & South Region)
Prashant Nagar	Vice President, Sales	20 Years	Sales & Expansion (Delhi, Just Dial Ambassadors)
Suhail Siddiqui	Vice President, Sales	23 Years	Sales & Expansion (North & East Region)
Rajiv Nair	Vice President, Sales	21 Years	Sales & Expansion (South Region)
Shwetank Dixit	AVP & Head, Database & Content	8 Years	Database augmentation, Curation & Content enrichment

# SHAREHOLDING PATTERN

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End of Presentation