

November 14, 2019

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

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. – Macquarie India Conference 2019 on Friday, November 15, 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 enclosed.

This is for your information and records please.

Thanking You,

Yours truly,

For Just Dial Limited



Manan Udani
Company Secretary



Encl: as above

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 – November 15, 2019

| Sr. No. | Name of the Participants |
|----------------|---|
| 1 | Aditya Birla Sun Life Insurance, Mumbai |
| 2 | Hornbill Capital Advisers LLP |
| 3 | Indus Capital, HK |
| 4 | Mawer Investment Management, Calgary |
| 5 | Pinebridge India Private, Mumbai |
| 6 | Taiyo Pacific Partners, Seattle |



CORPORATE PRESENTATION

October 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.

Q2 FY20 means the period Jul 1, 2019 to Sep 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, 100.8 million ratings & reviews



161.3 million quarterly unique visitors in Q2-FY20



Database of 27.6 million listings



Scalable and profitable business model



528,915 active paid campaigns



Figures as on Sep 30, 2019

KEY STRENGTHS

- ❑ First Mover Advantage in Indian Local Search Market
- ❑ Strong Brand Recognition with 161.3 million unique quarterly visitors^ in Q2 FY20
- ❑ Comprehensive database of 27.6 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



NATIONWIDE PRESENCE



Nationwide coverage, branches in 11 cities across India



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



4,307 employees in tele-sales, 5,381 feet-on-street sales force




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

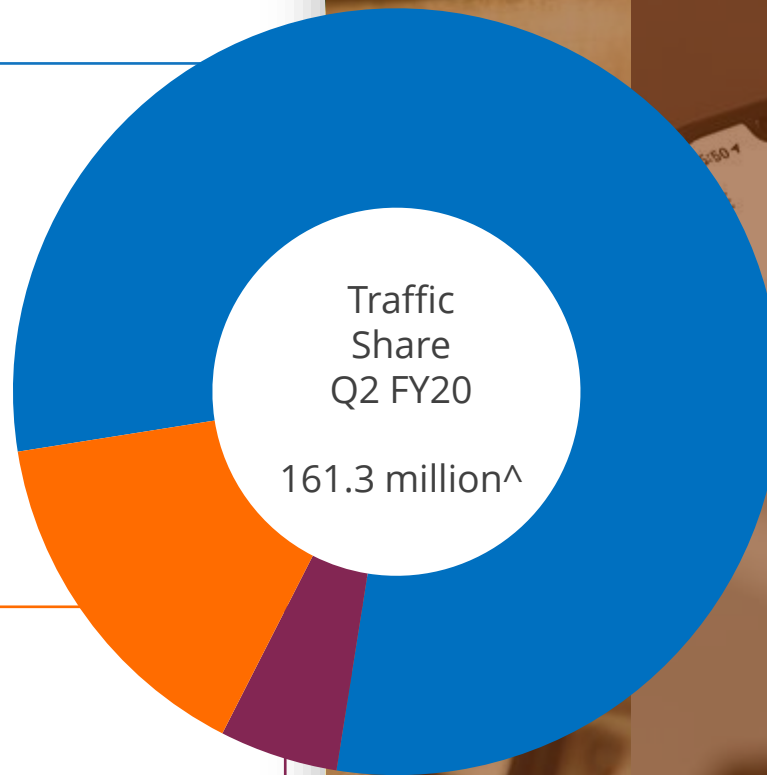


PLATFORMS

 **81%**
MOBILE
Mobile Site & Apps

 **14%**
DESKTOP/ PC
www.justdial.com

 **5%**
VOICE
88888-88888



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



MOBILE



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

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

 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

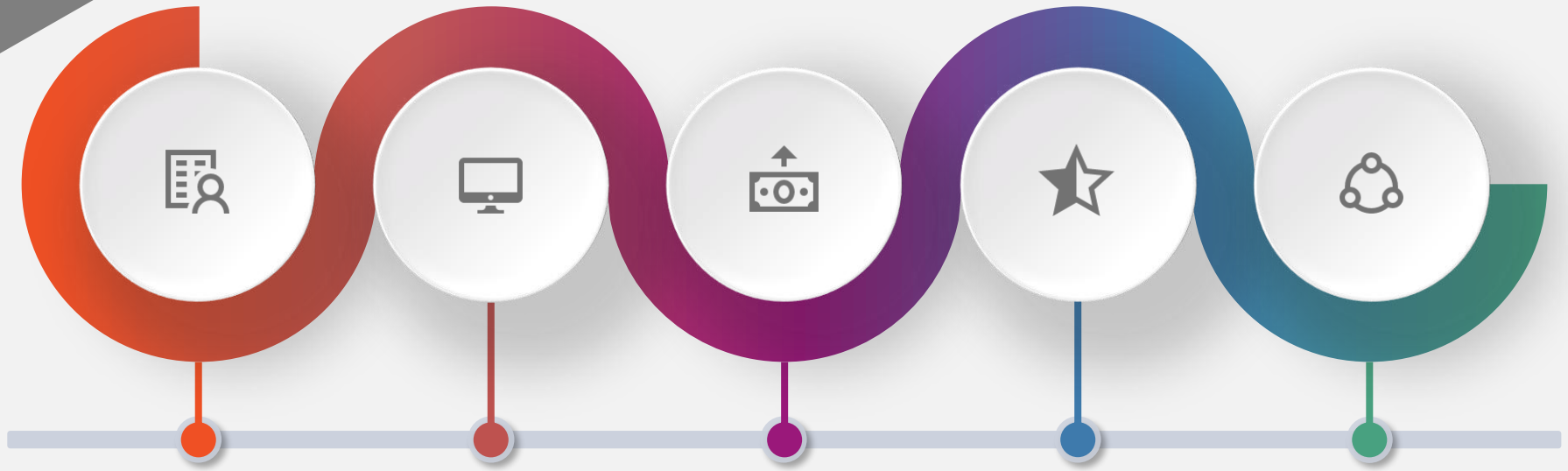
Personalized Greeting

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



100.8 million Ratings & Reviews

Mobile-verified, unbiased ratings

Friends' Ratings

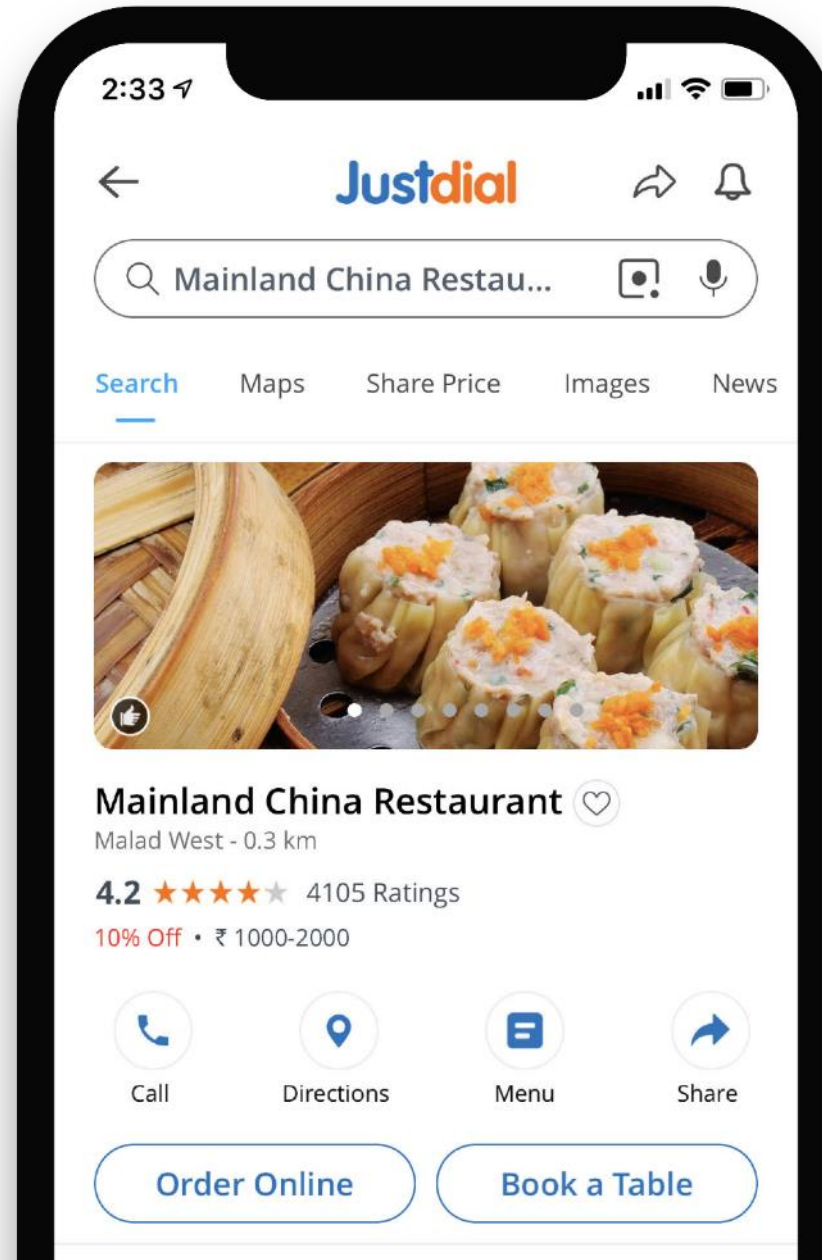
10-Point Rating Scale

Facebook & Twitter-shareable

Photos Upload with Review

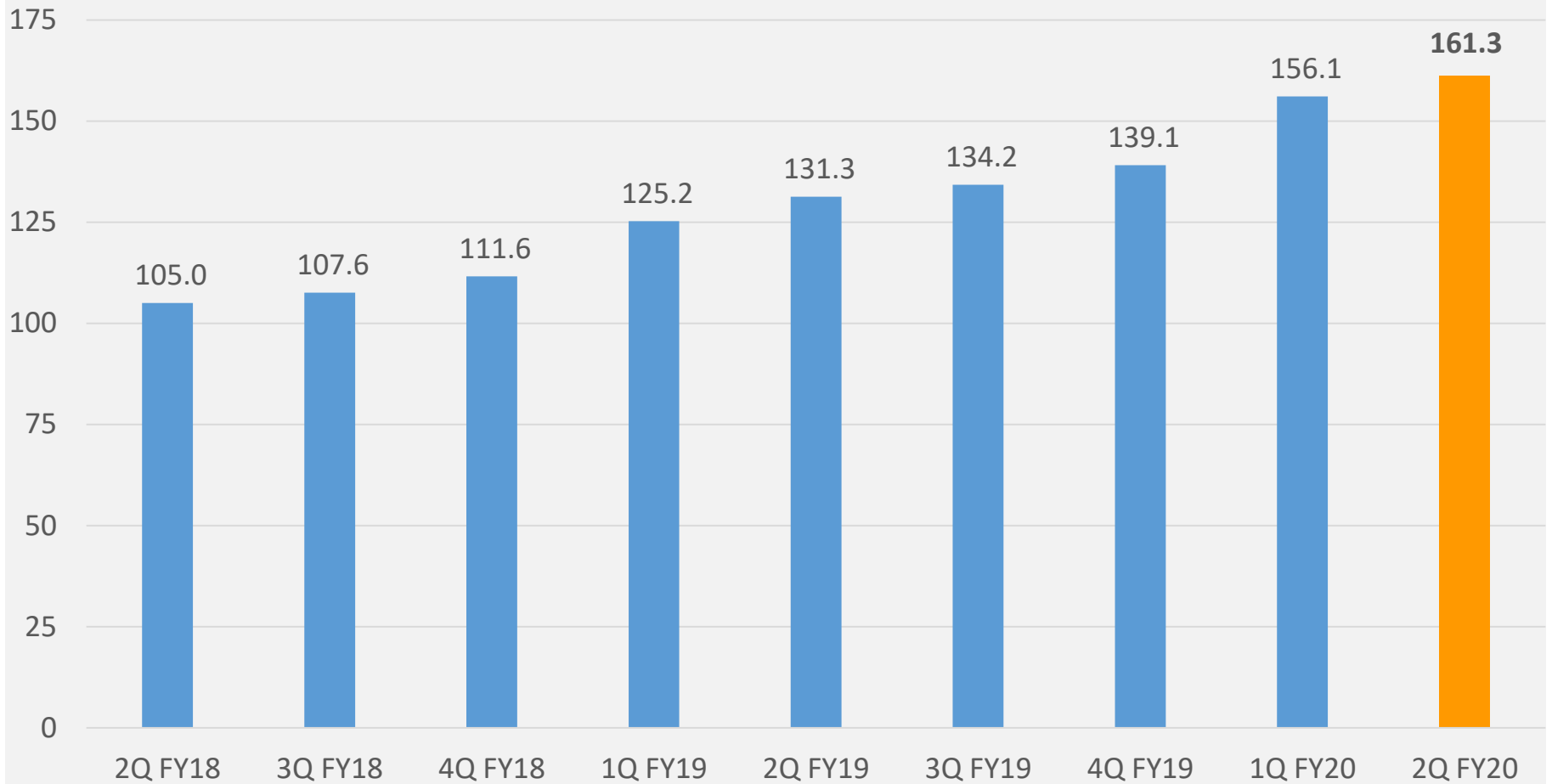
Ratings shared on JD Social

Robust Audit Mechanism

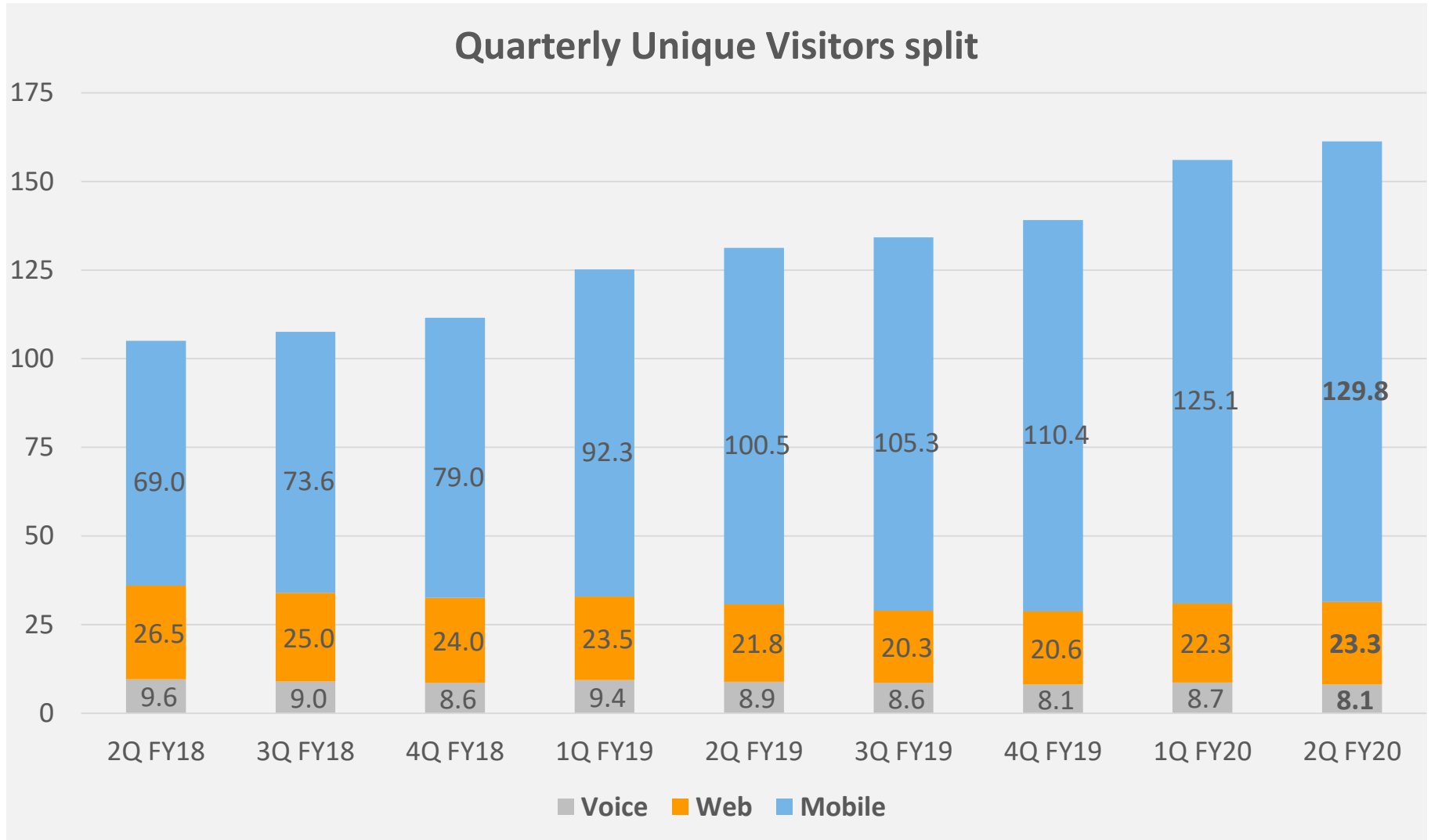


TRAFFIC / VISITORS

Quarterly Unique Visitors (mn)



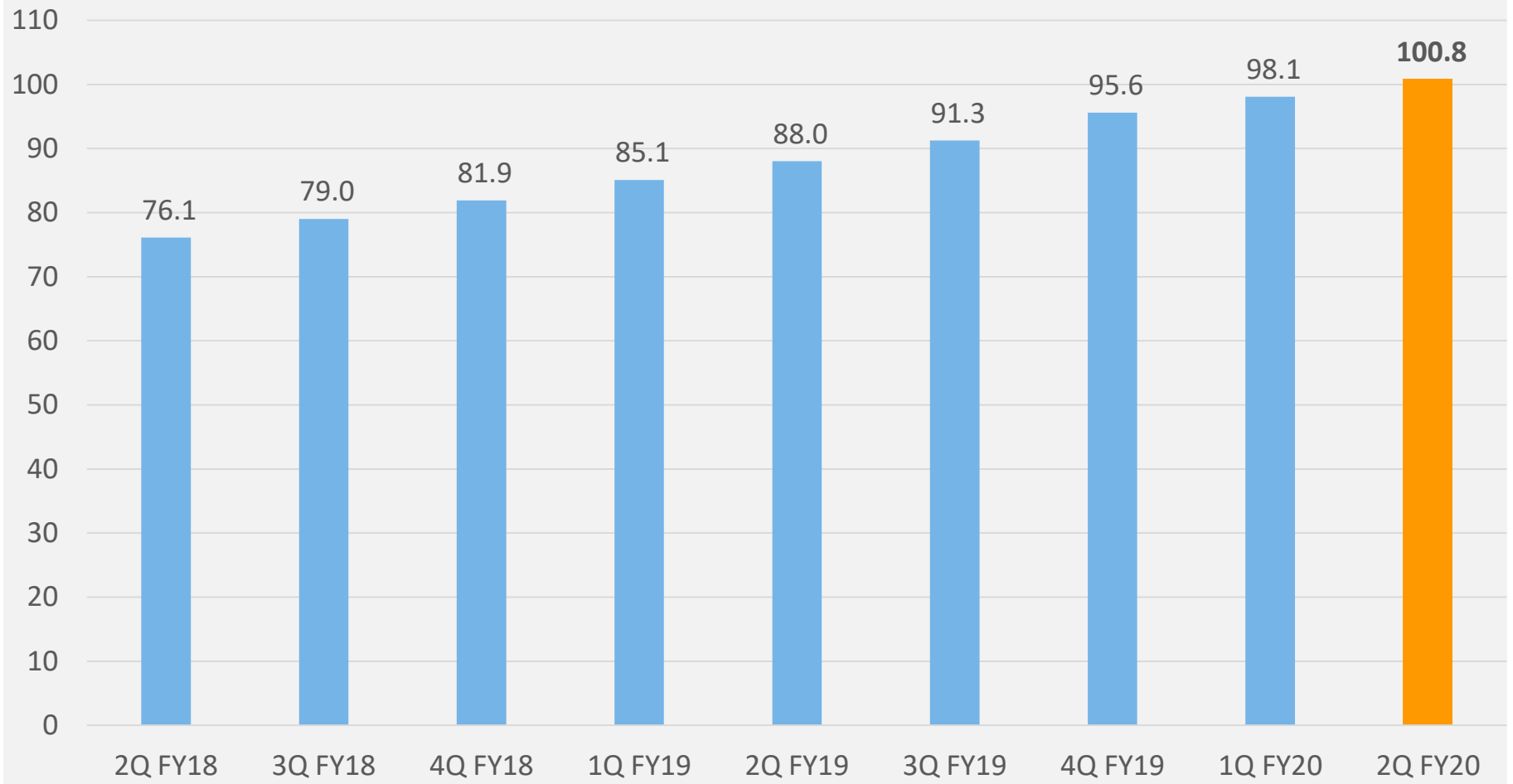
TRAFFIC / VISITORS



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

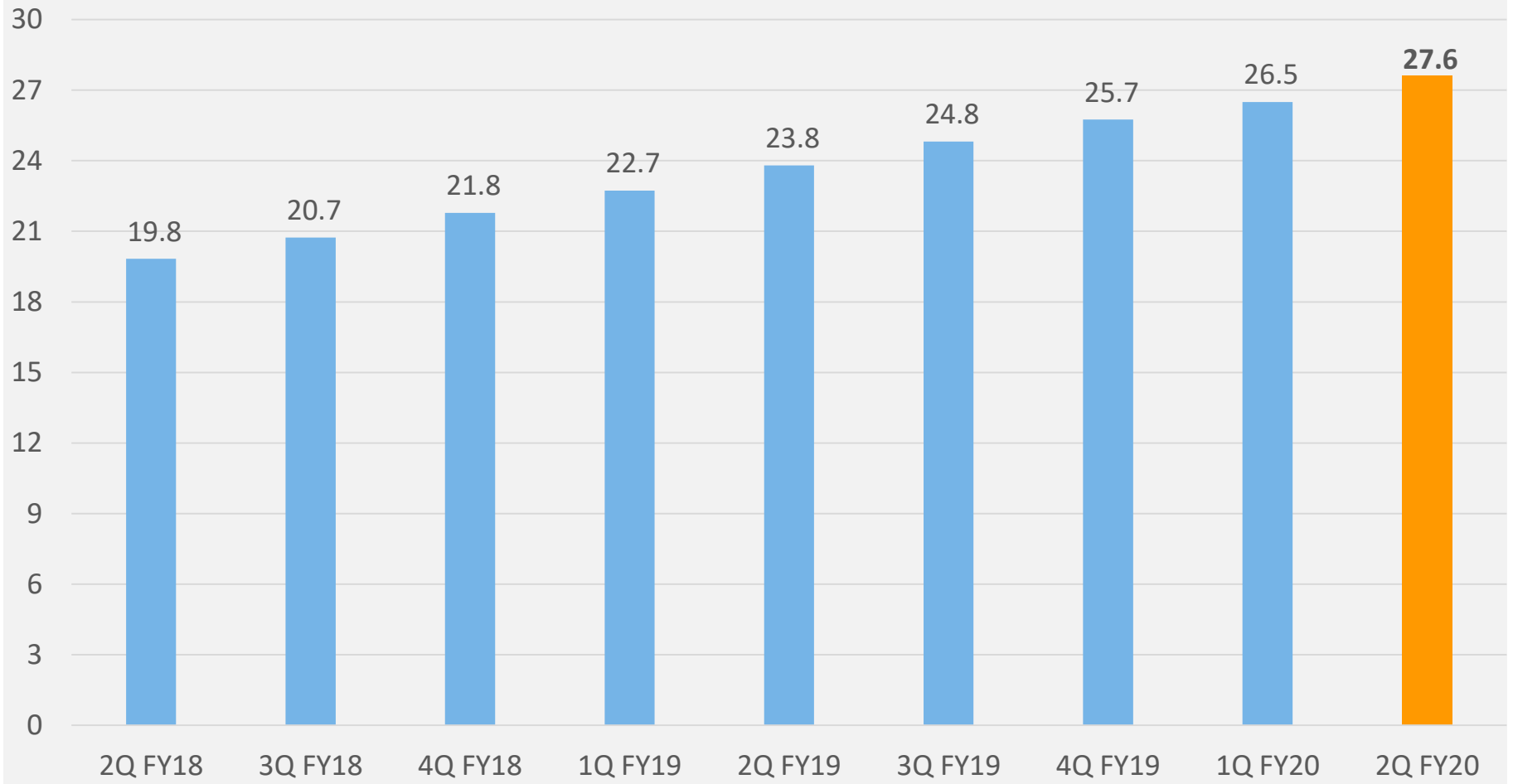
USER ENGAGEMENT

Ratings & Reviews (mn)



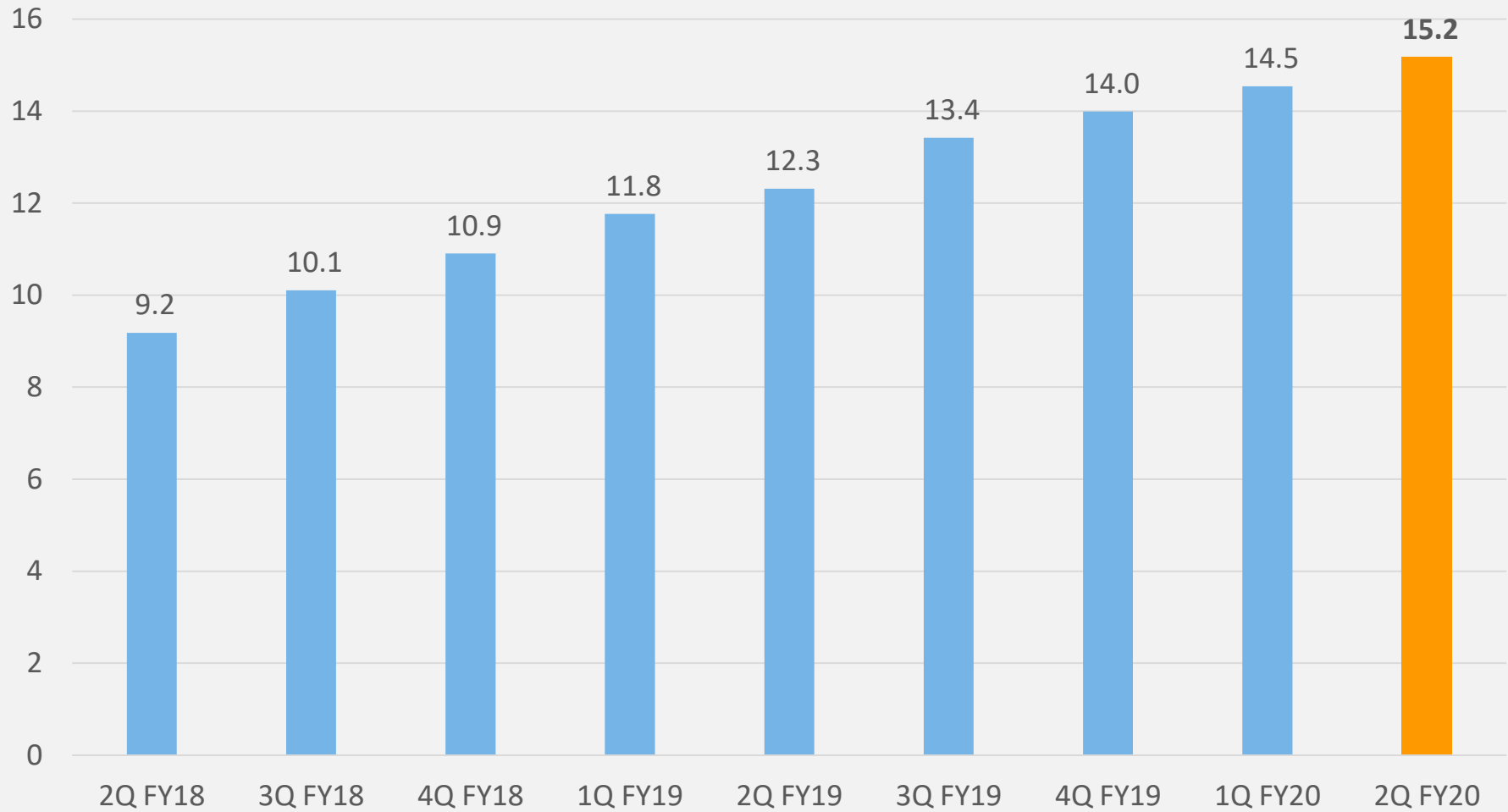
DATA ENRICHMENT

Active Listings - period end (mn)



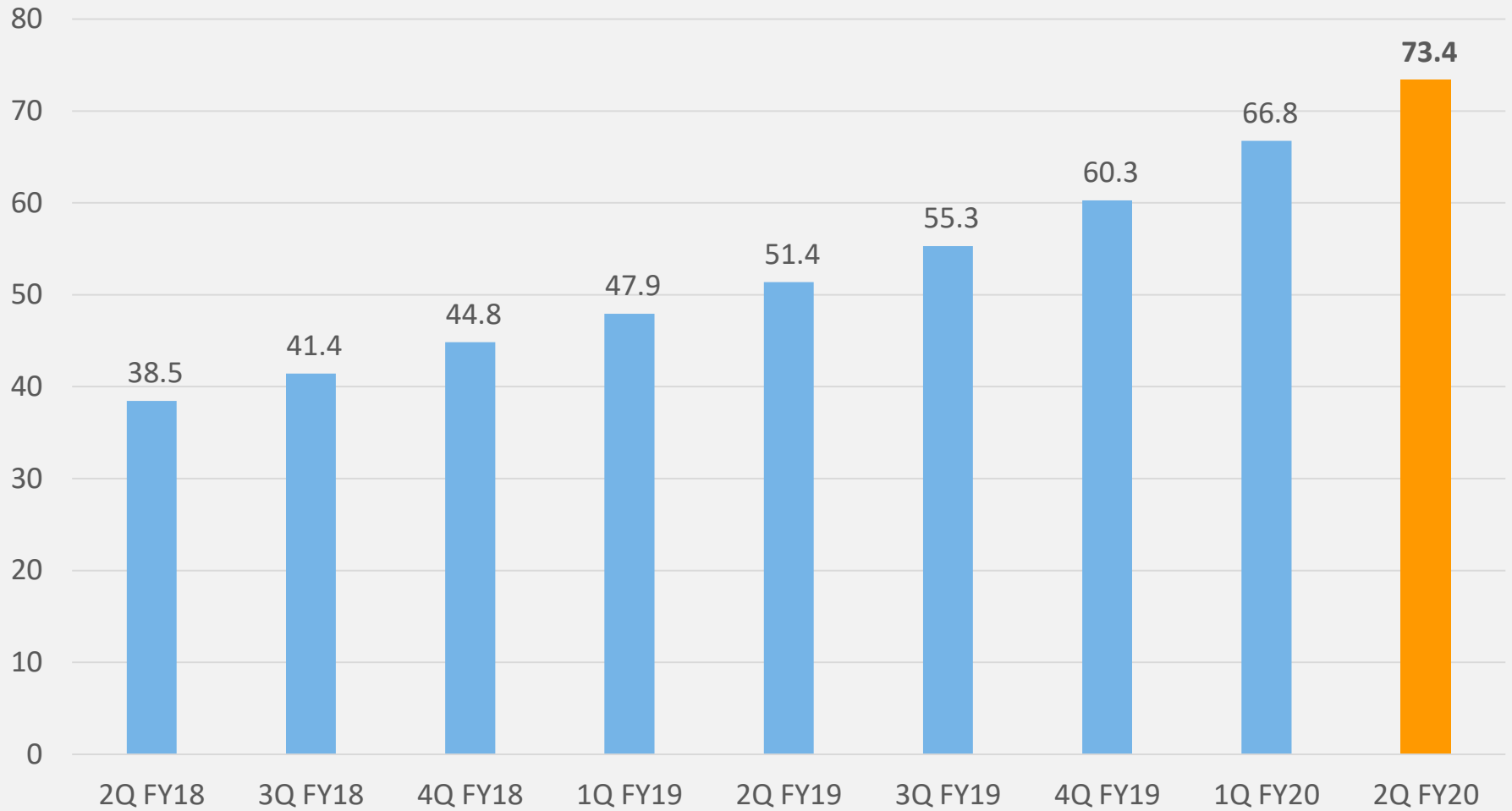
DATA ENRICHMENT

Listings with Geocodes (mn)



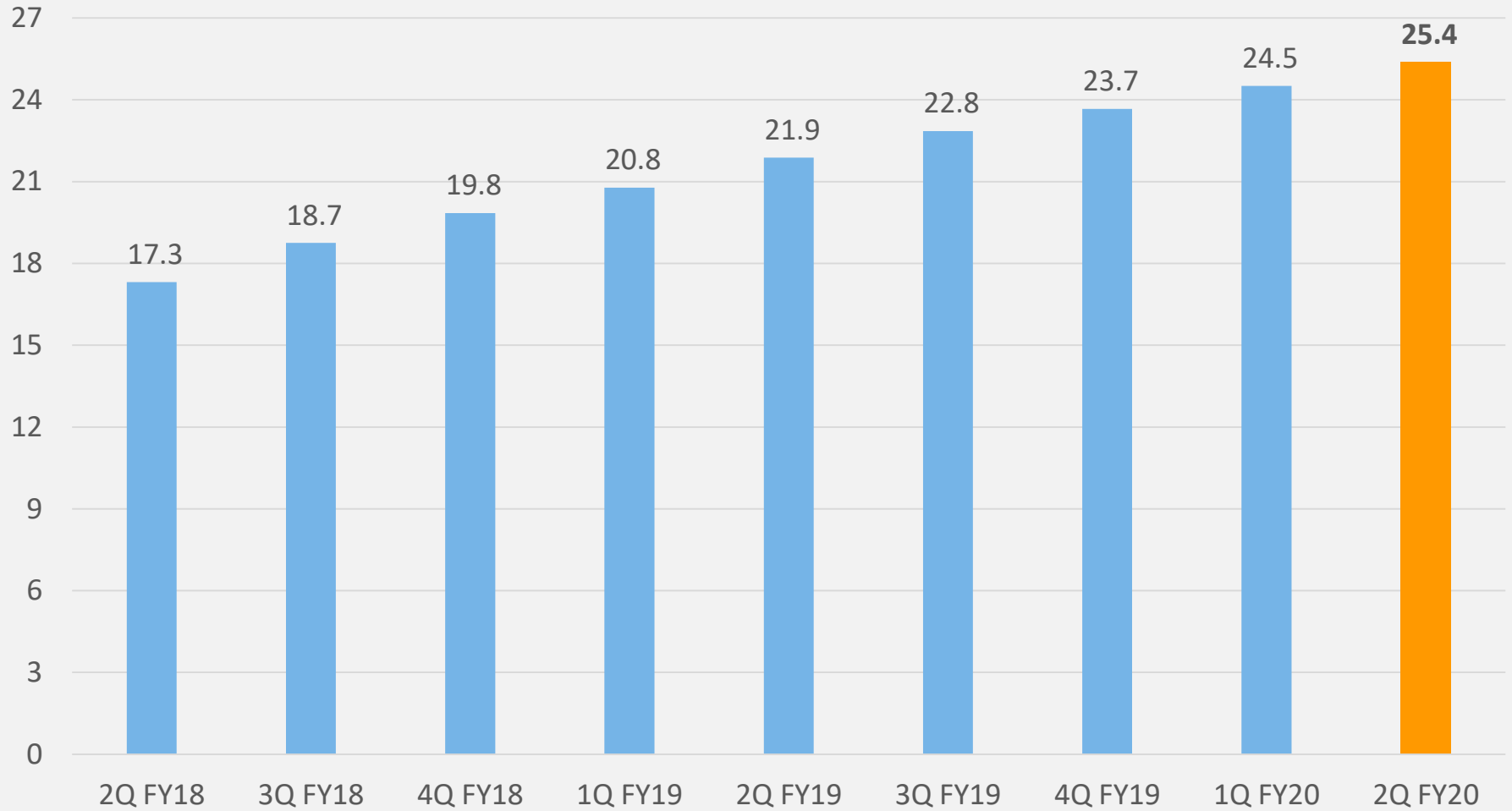
DATA ENRICHMENT

Images in Active Listings (mn)



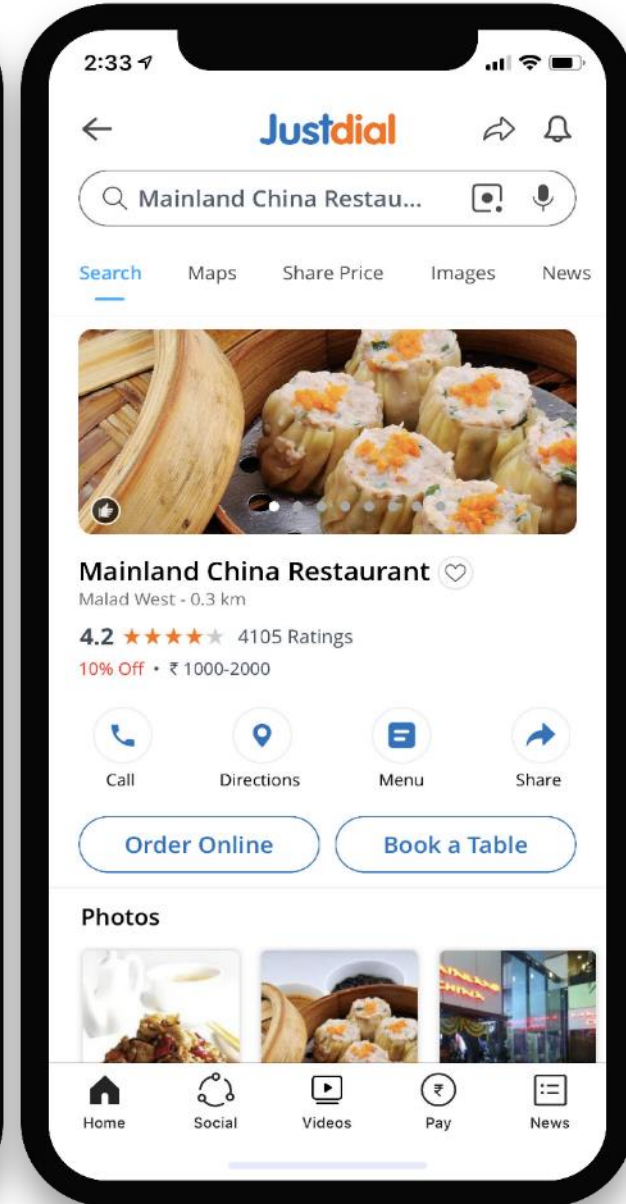
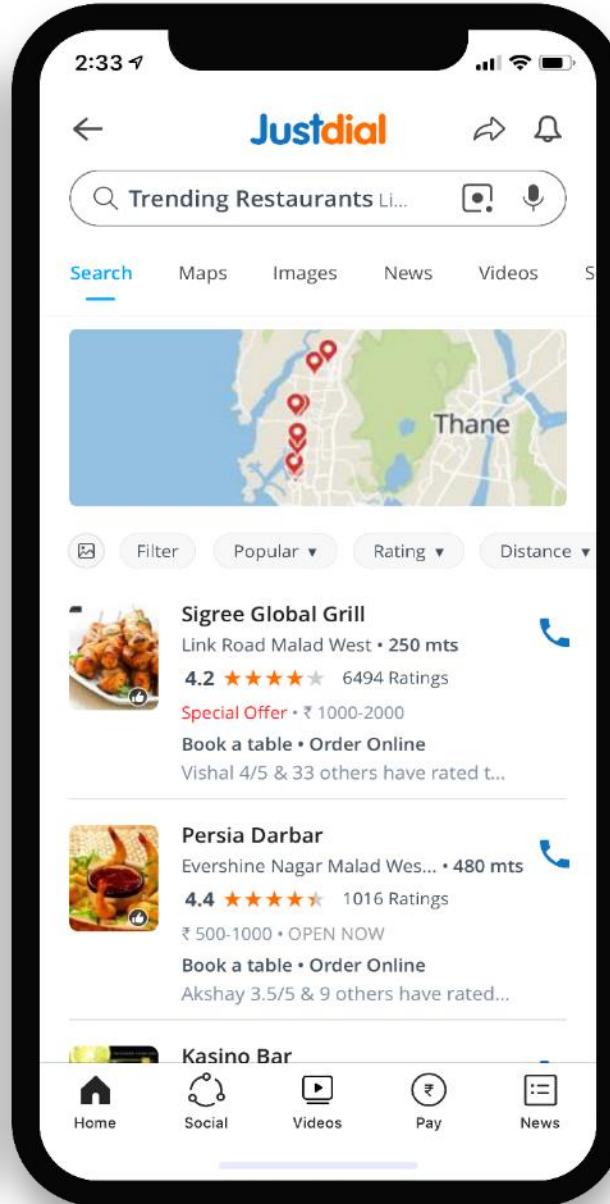
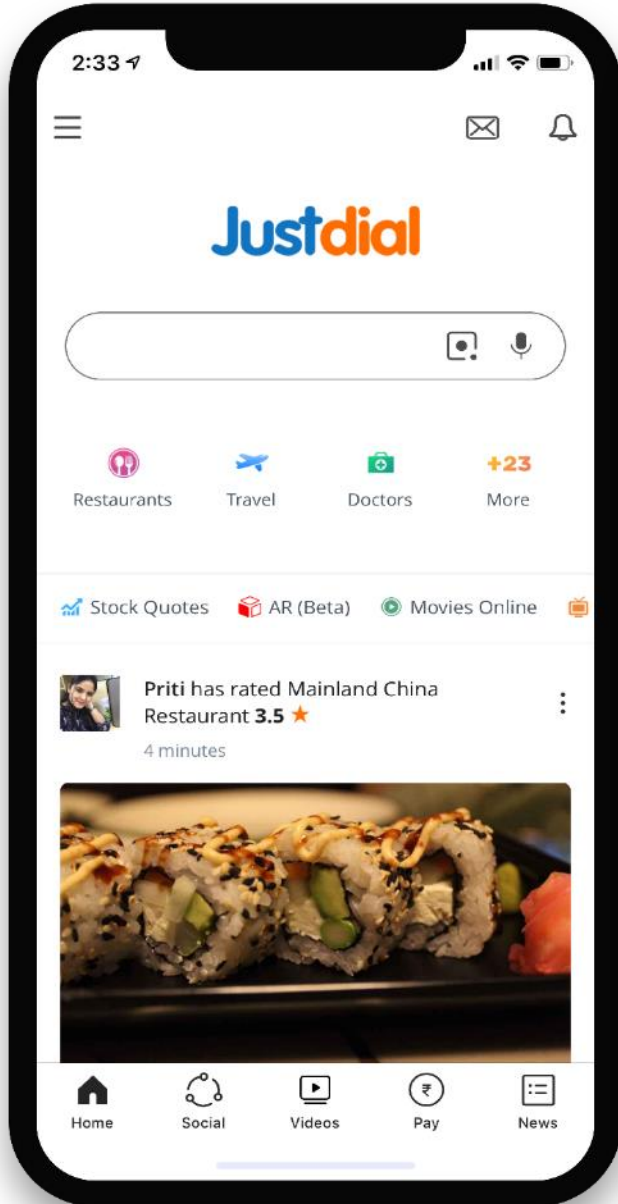
MOBILE APPS

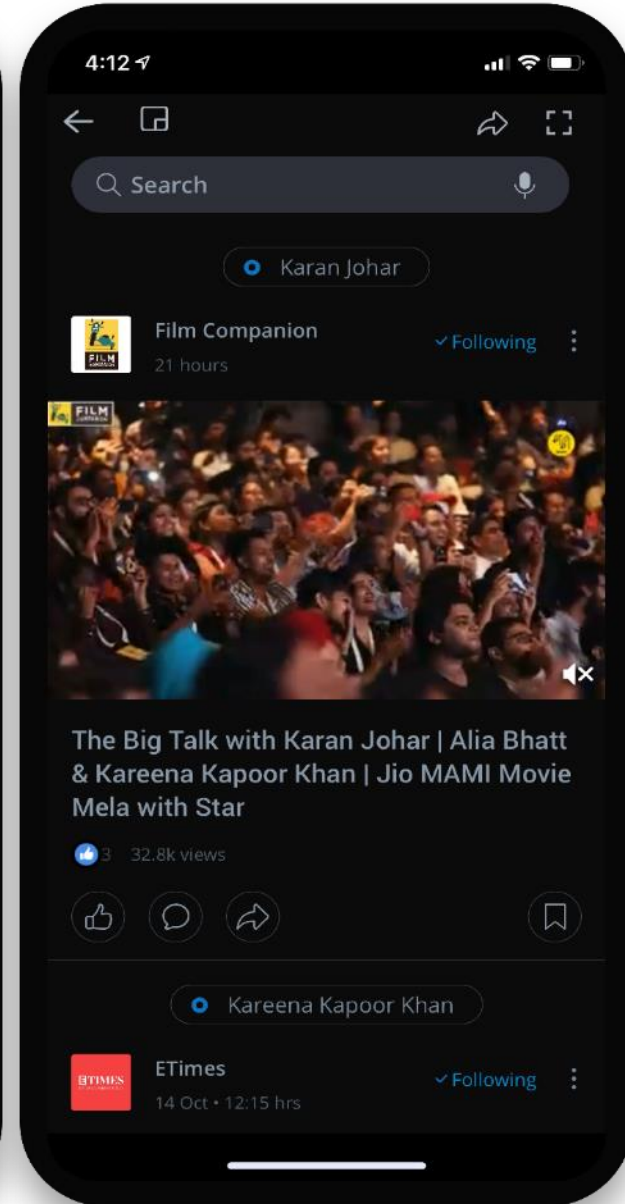
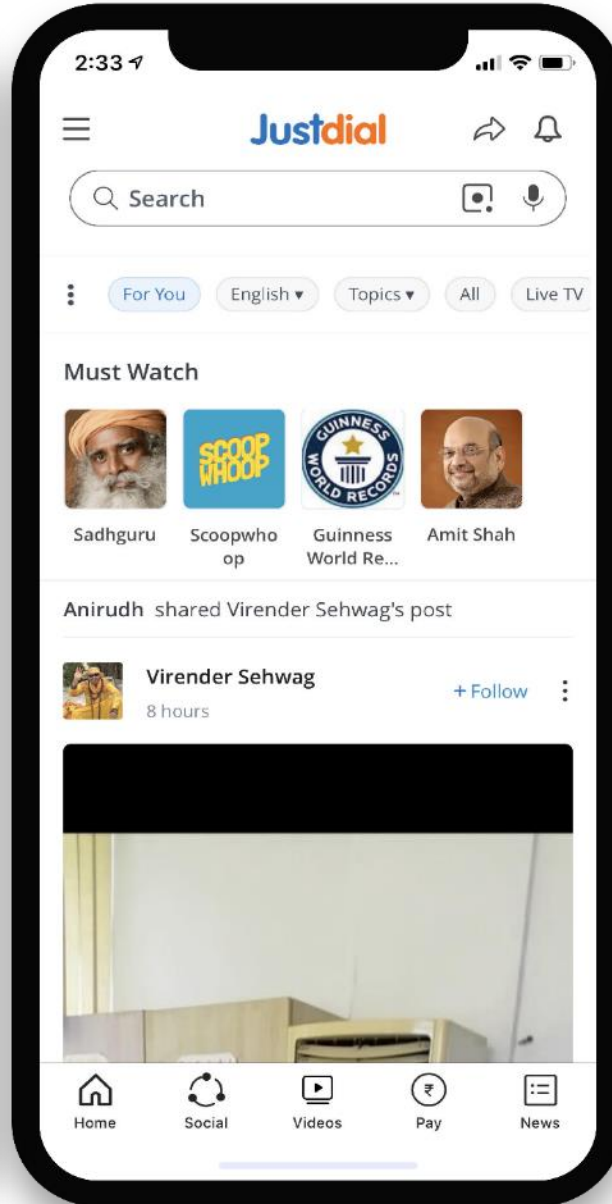
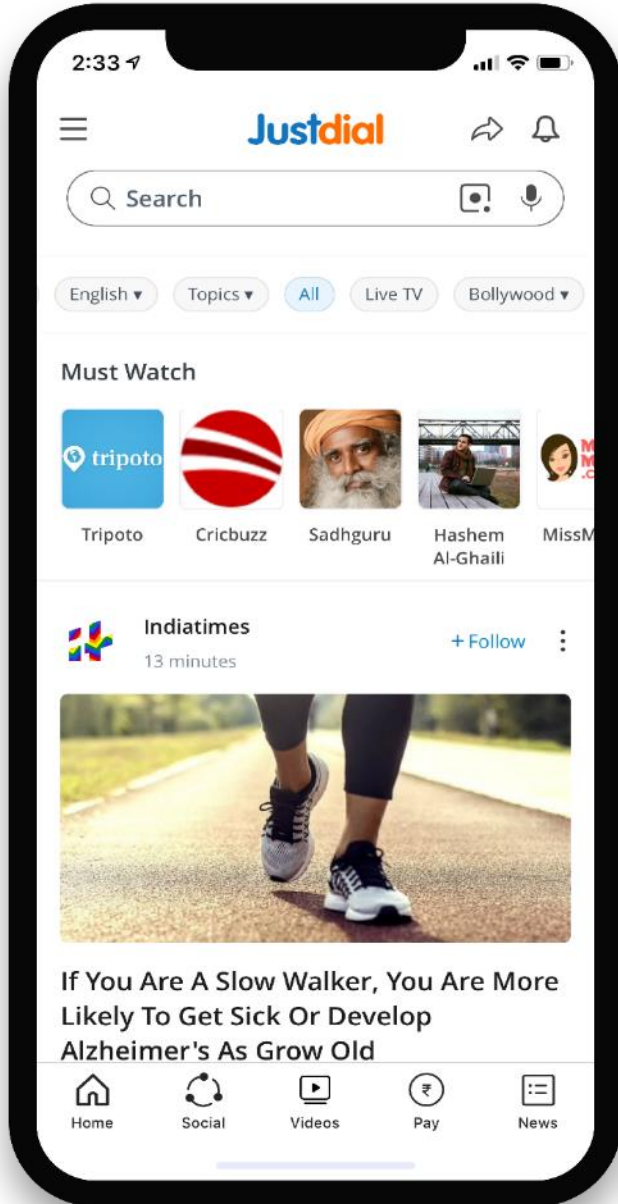
Cumulative App Downloads (mn)



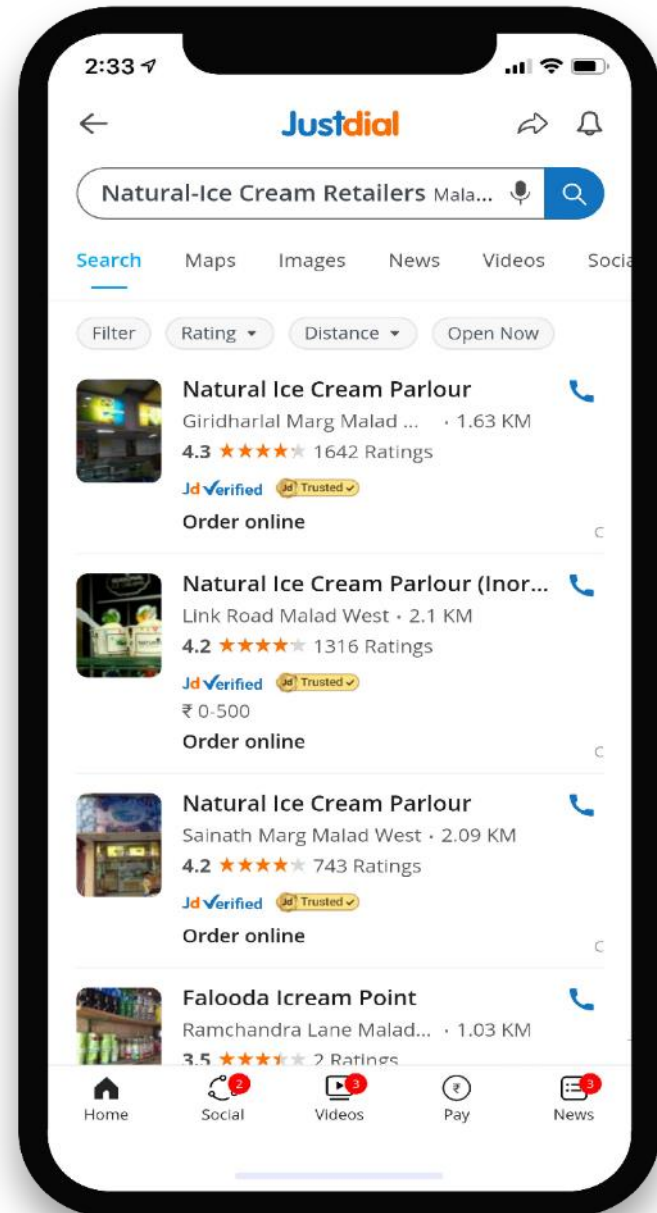
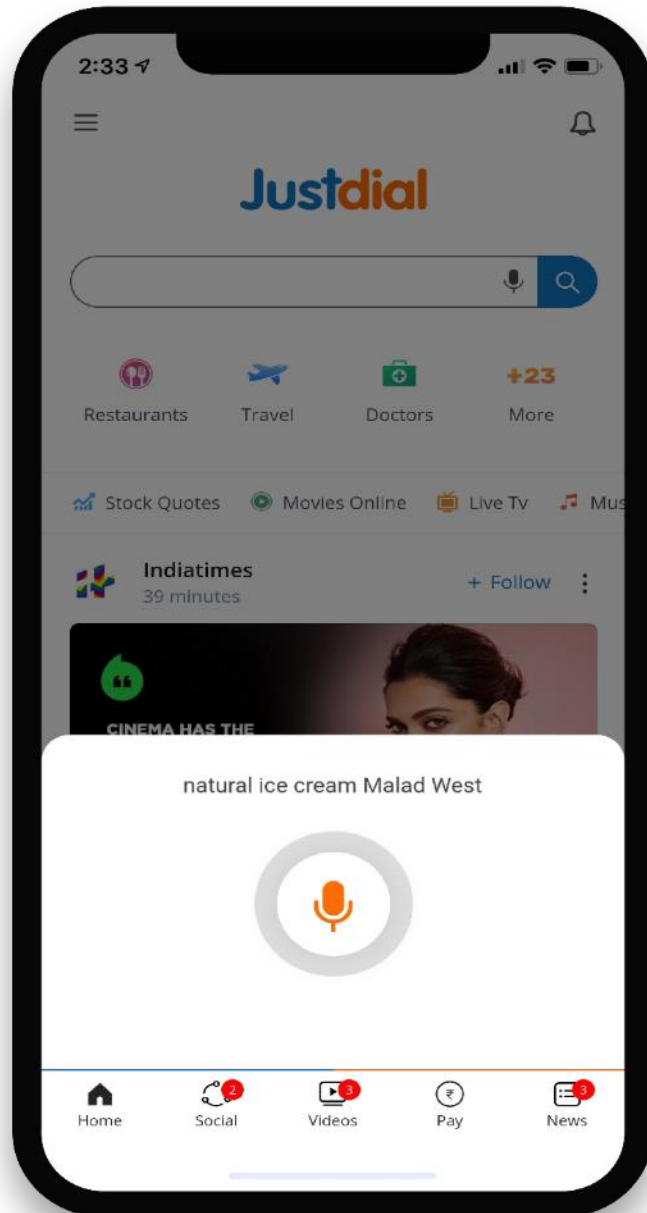


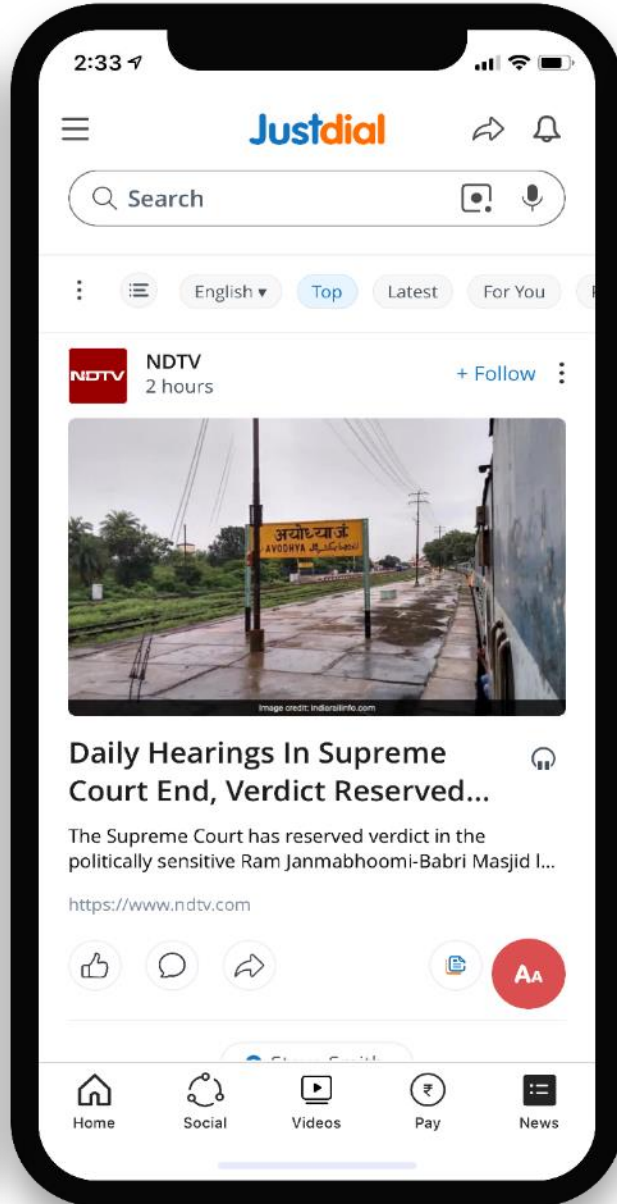
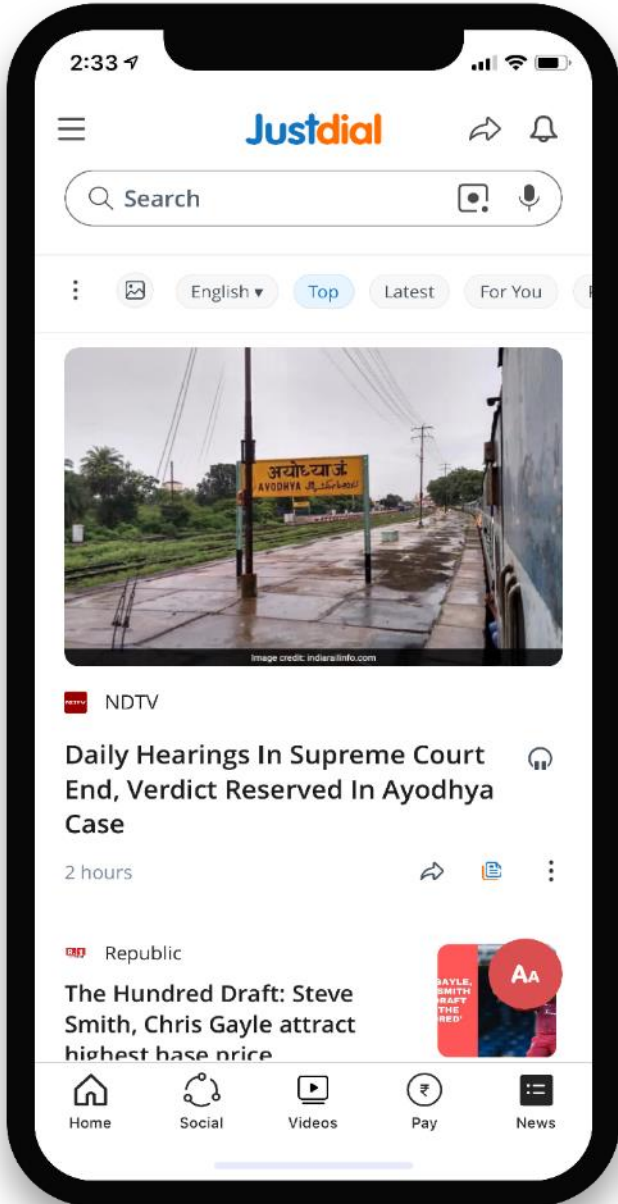
PRODUCT OVERVIEW



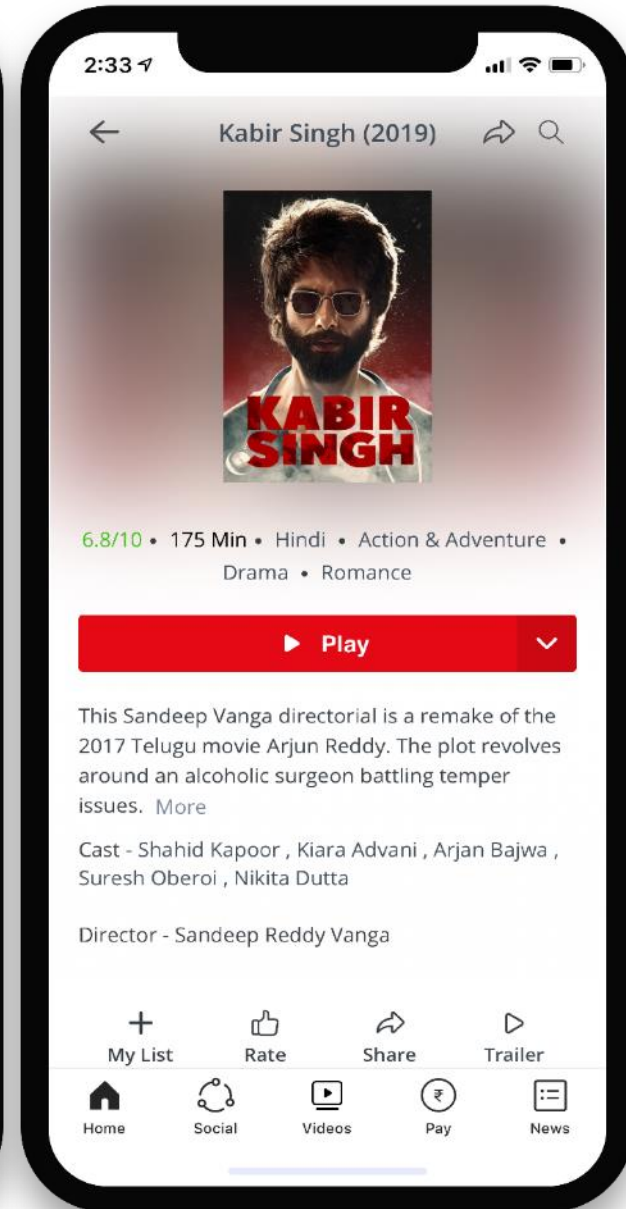
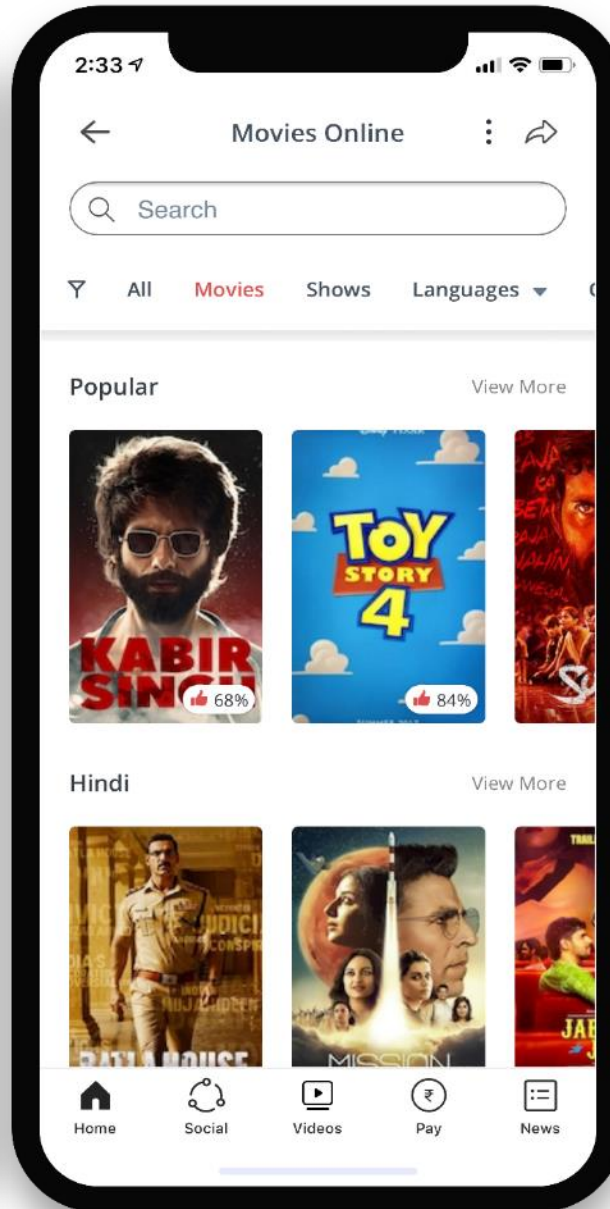
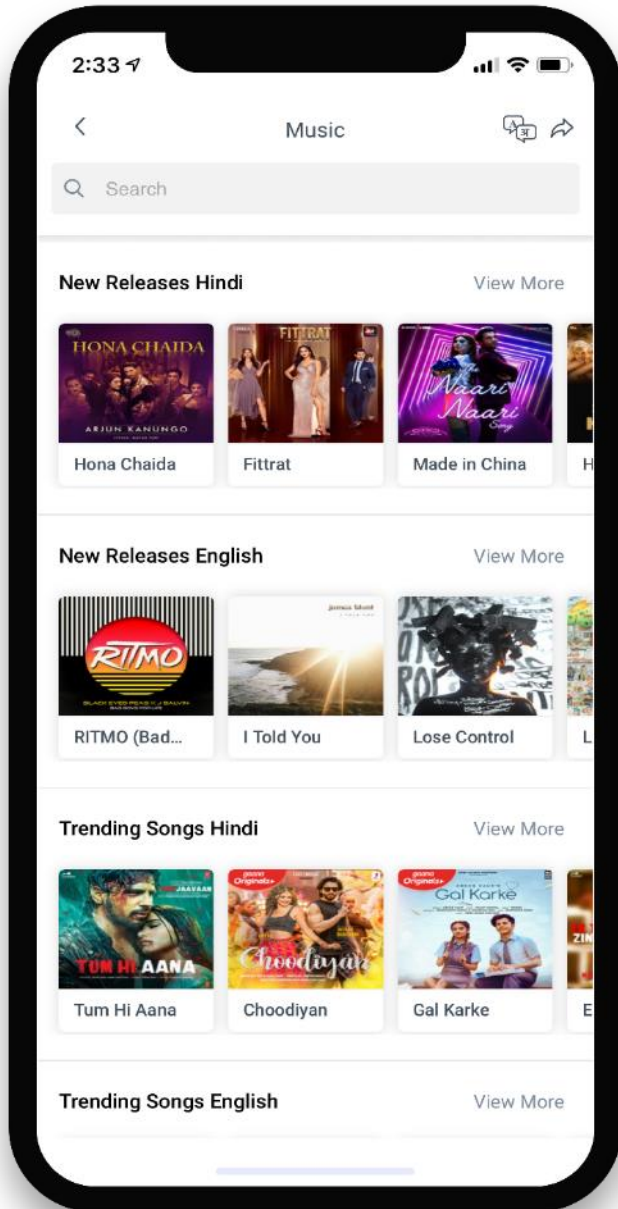


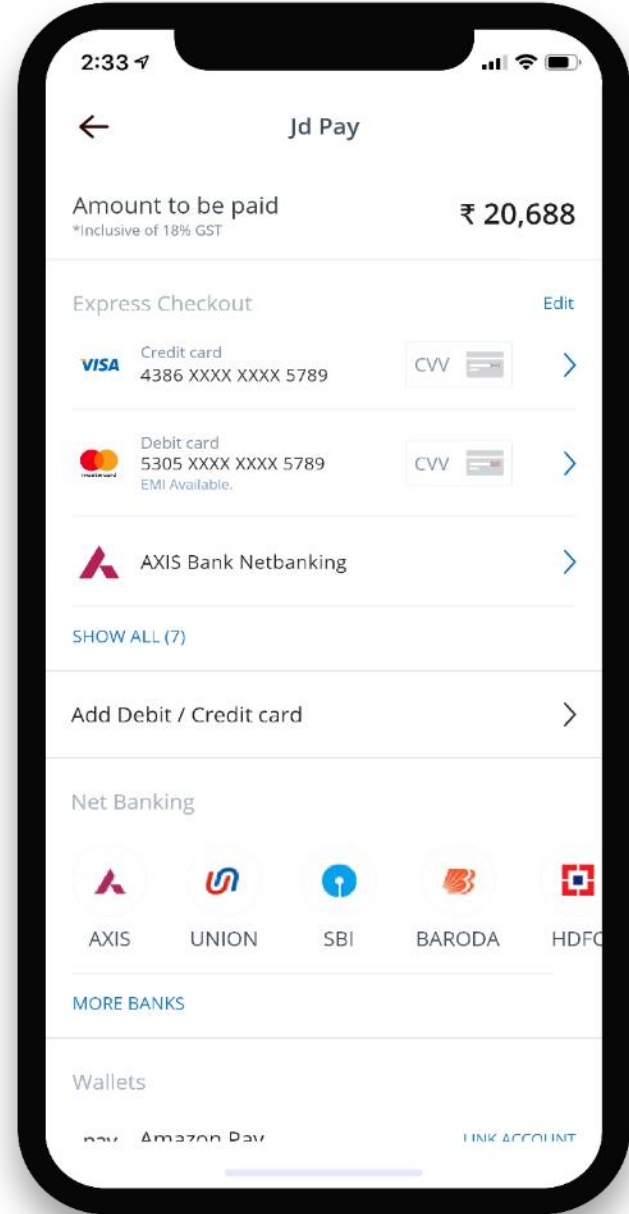
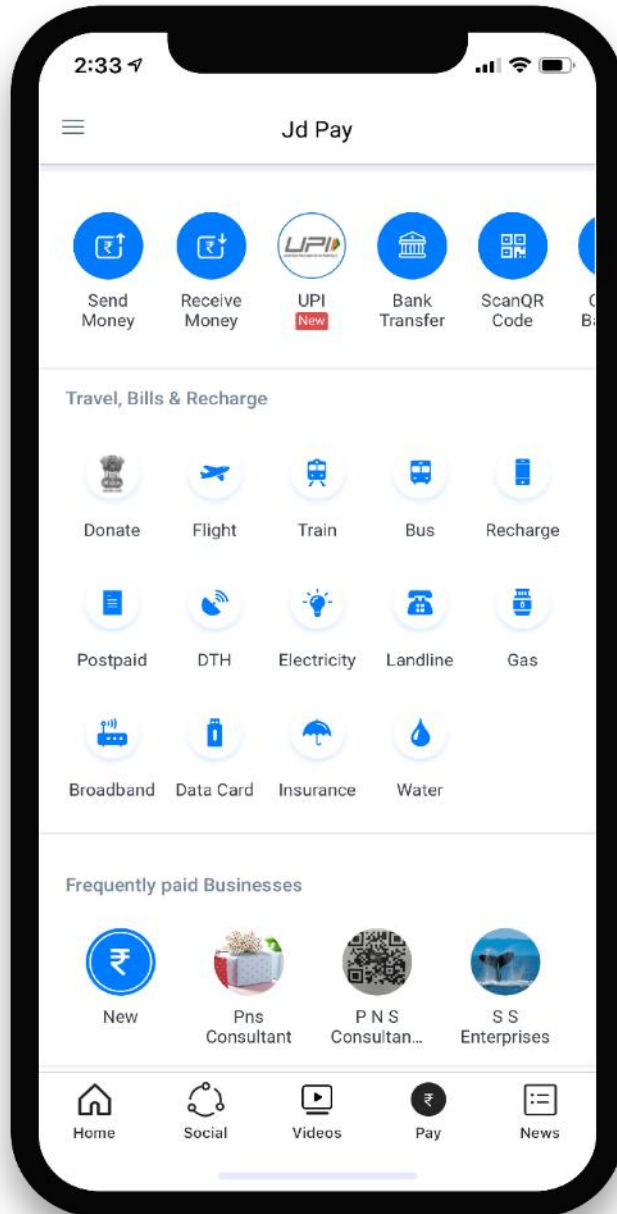
VOICE SEARCH





RADIO / MOVIES ONLINE





BEYOND SEARCH

Price Comparison

Hail a Cab

Flight Tickets

Train Tickets

Bus Tickets

Hotel Bookings

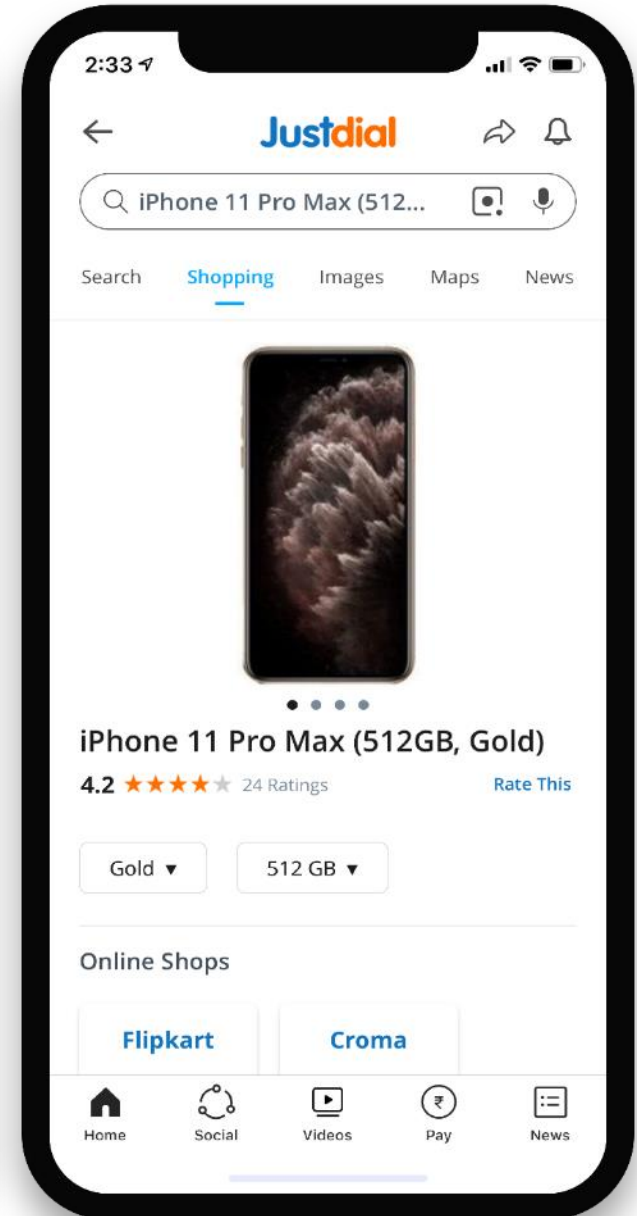
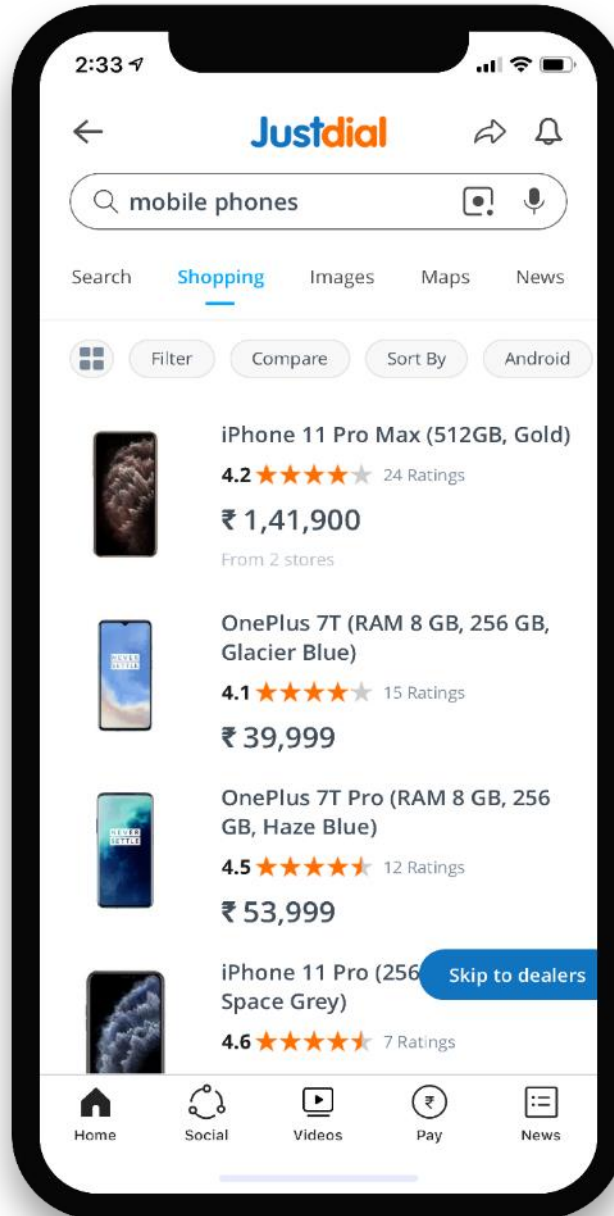
Bills & Recharge

Movie Tickets

Loans

Wallet Options

... and many more.



BEYOND SEARCH

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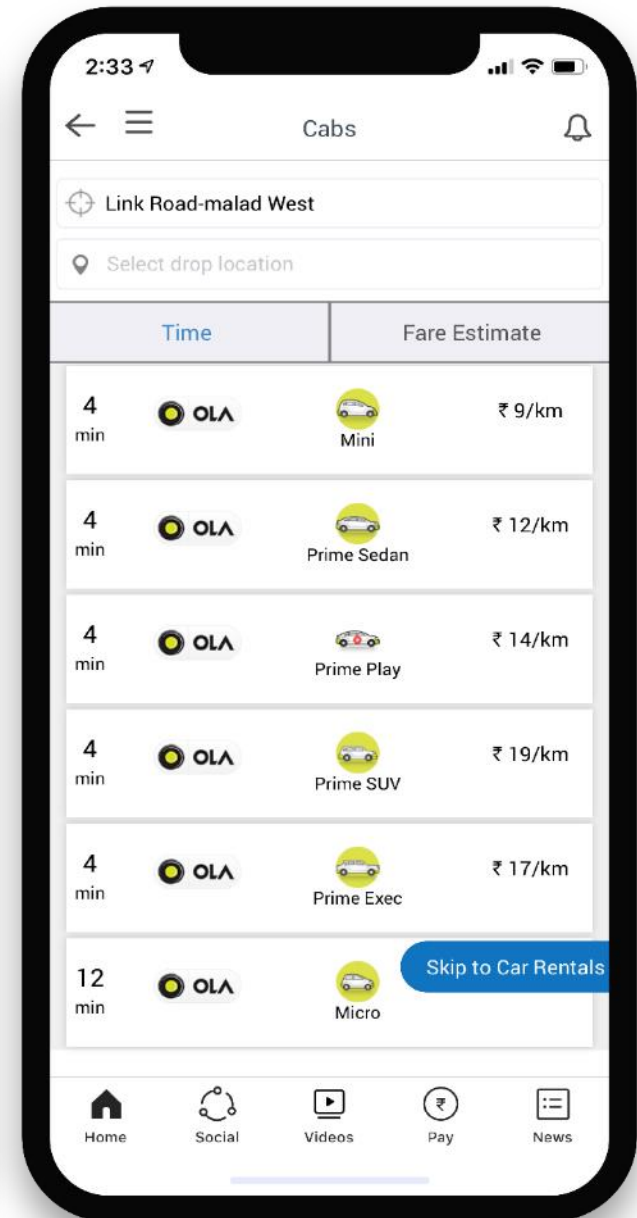
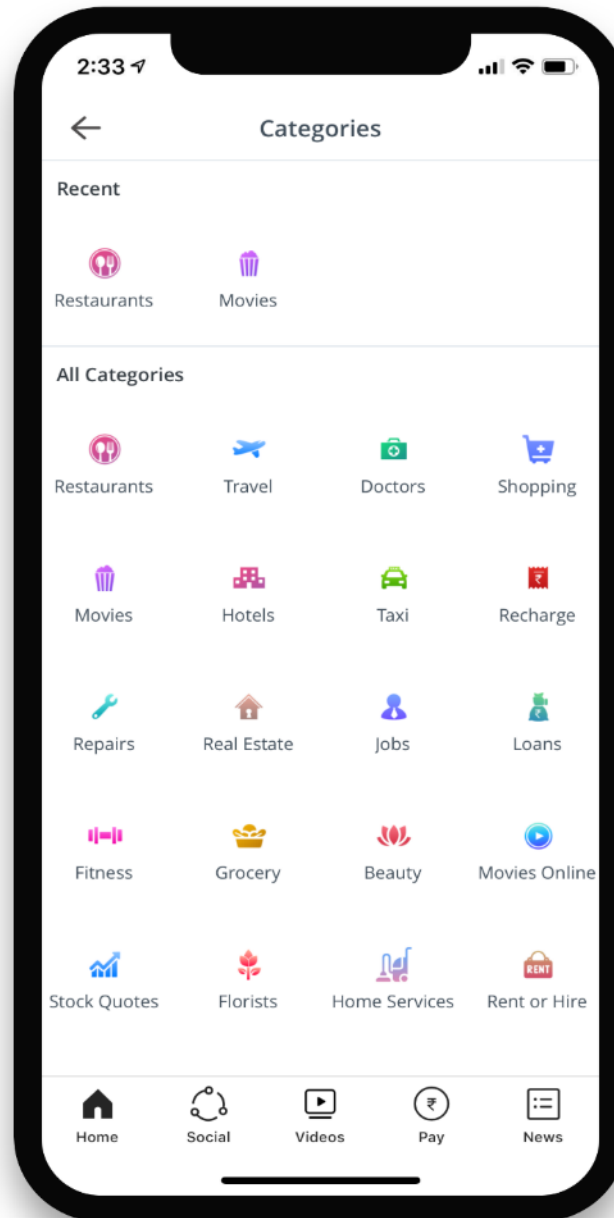
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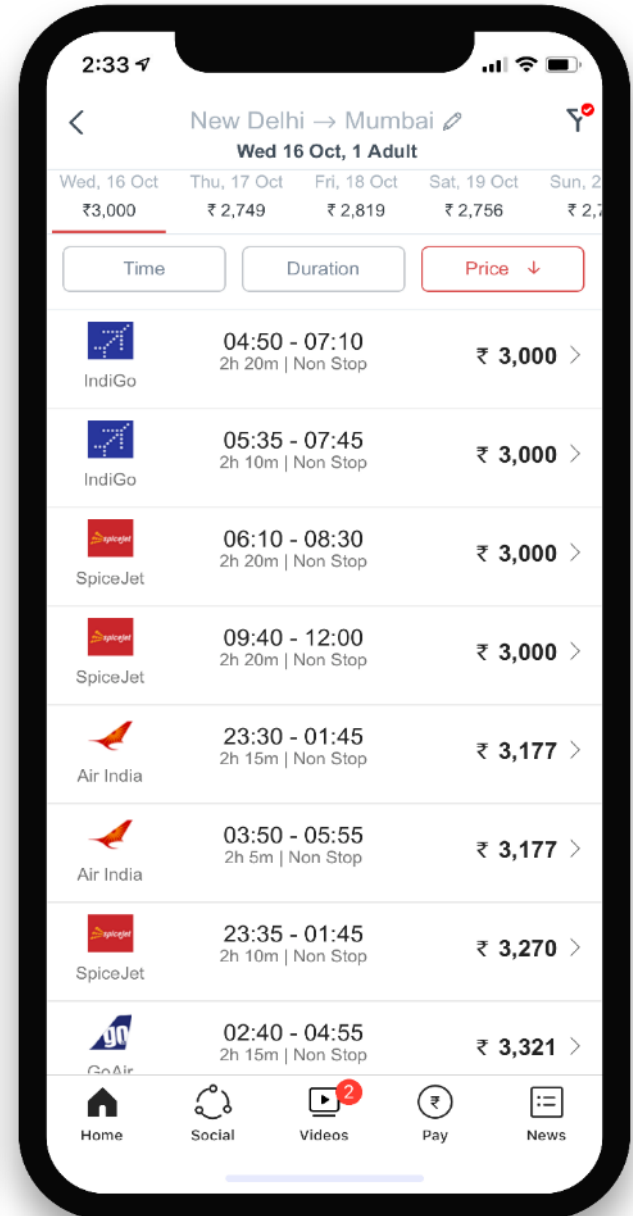
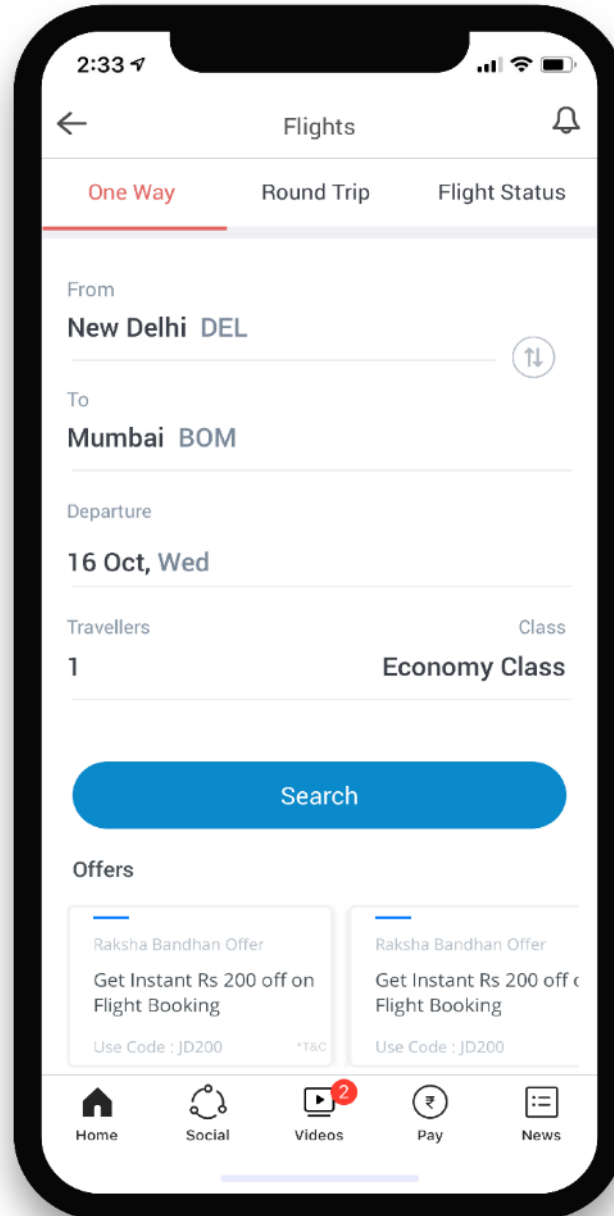
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Flight Tickets

 **Train Tickets**

Bus Tickets

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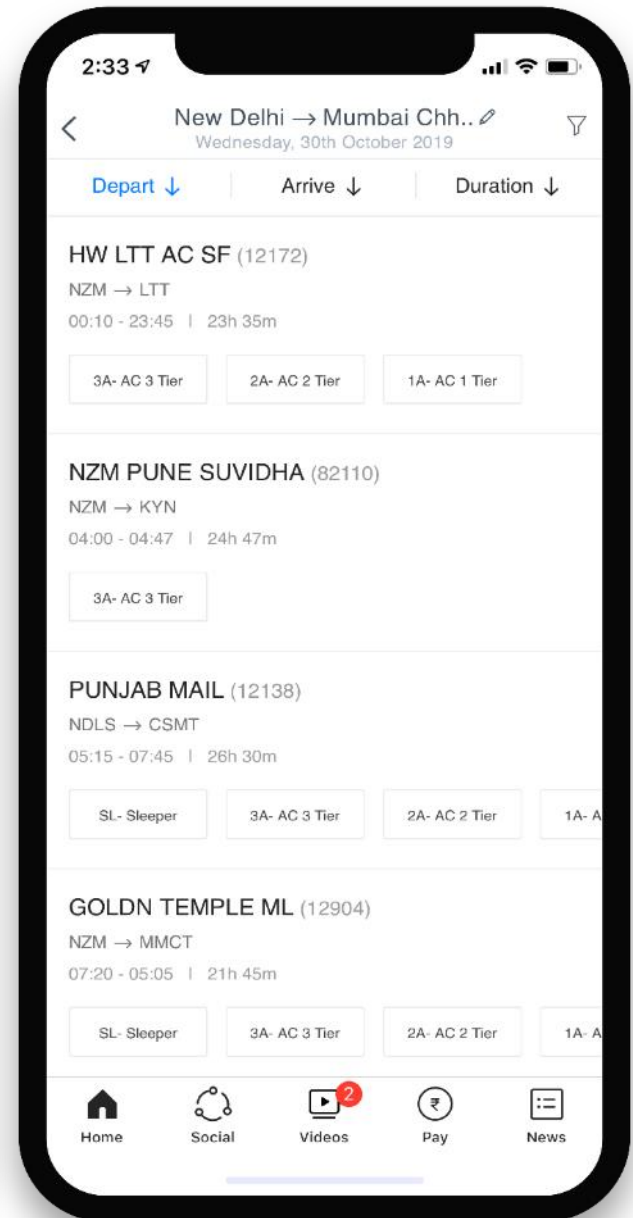
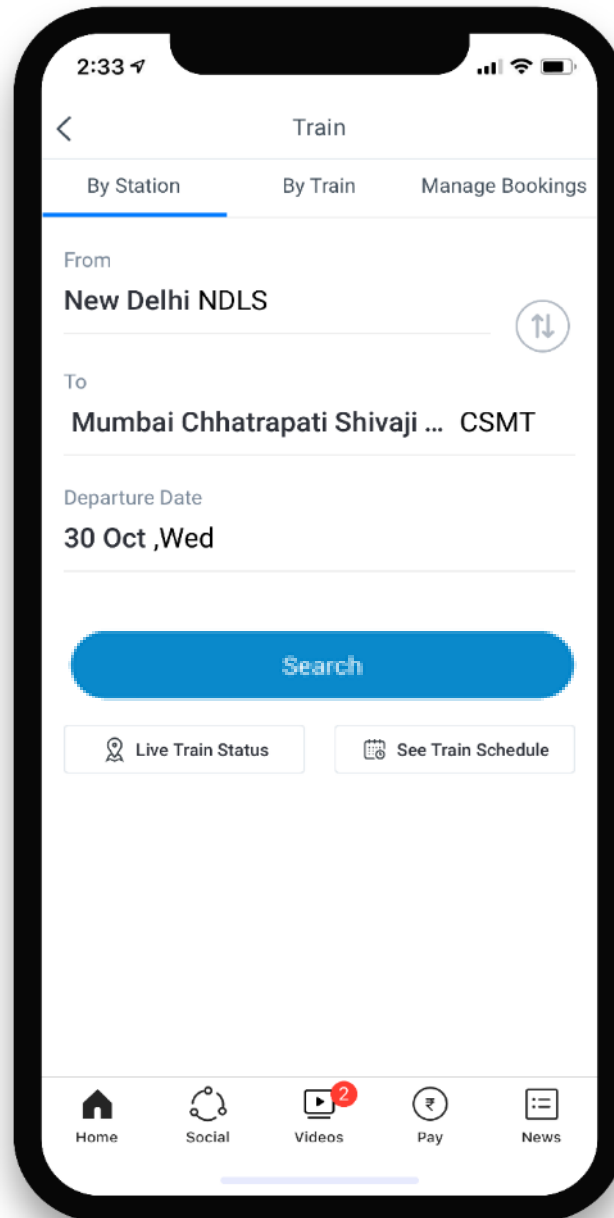
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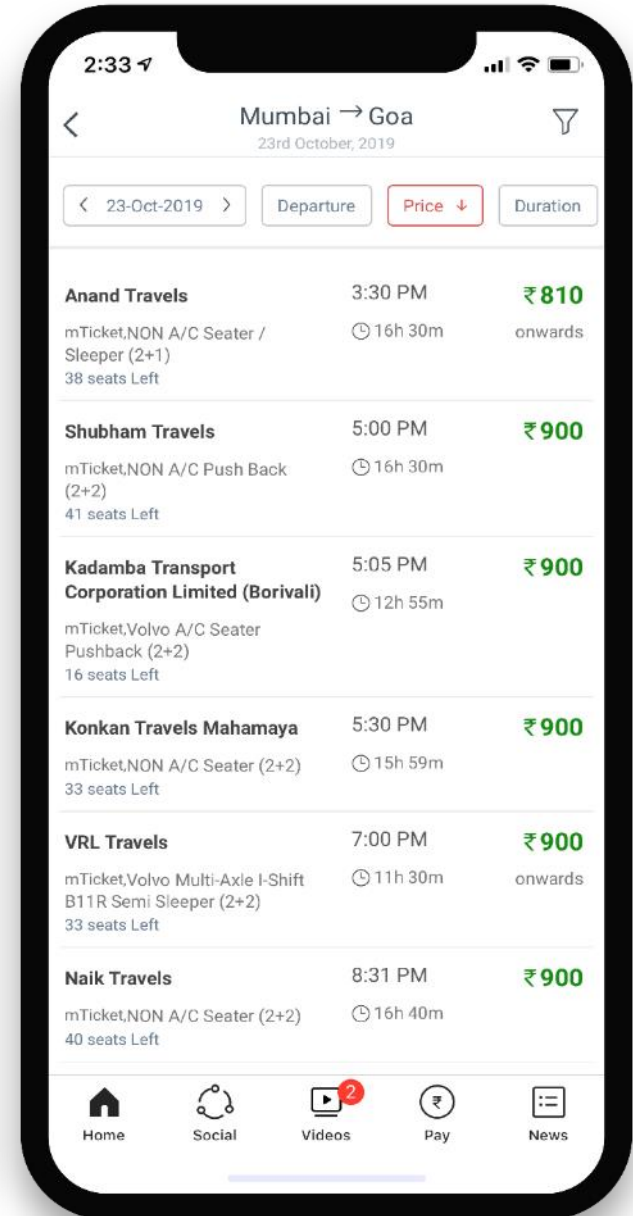
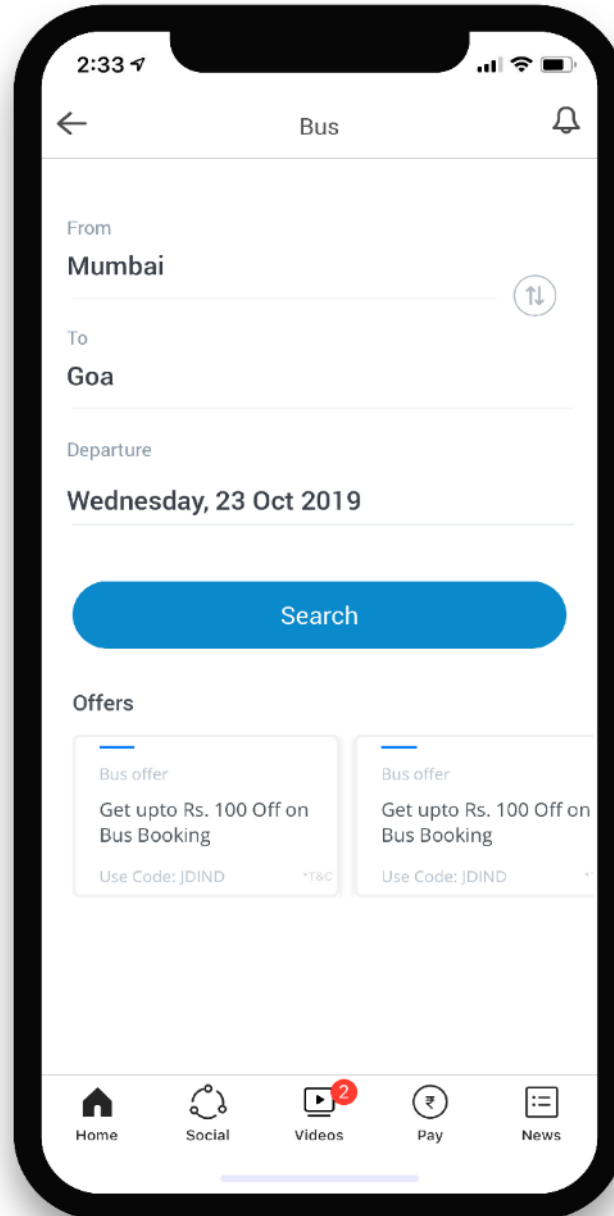
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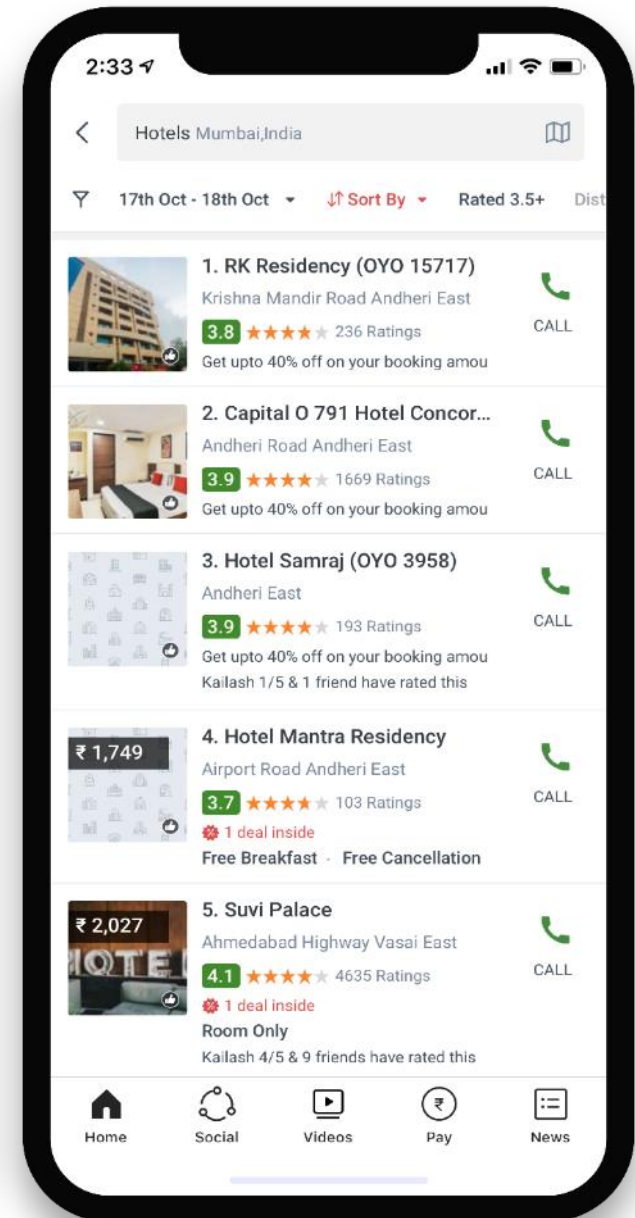
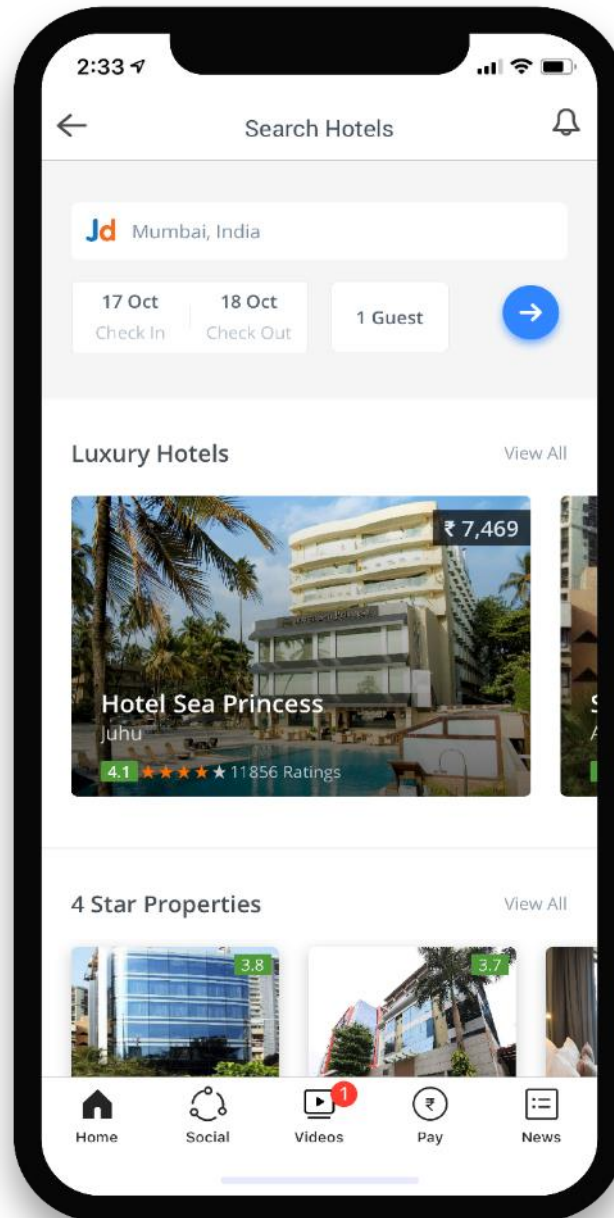
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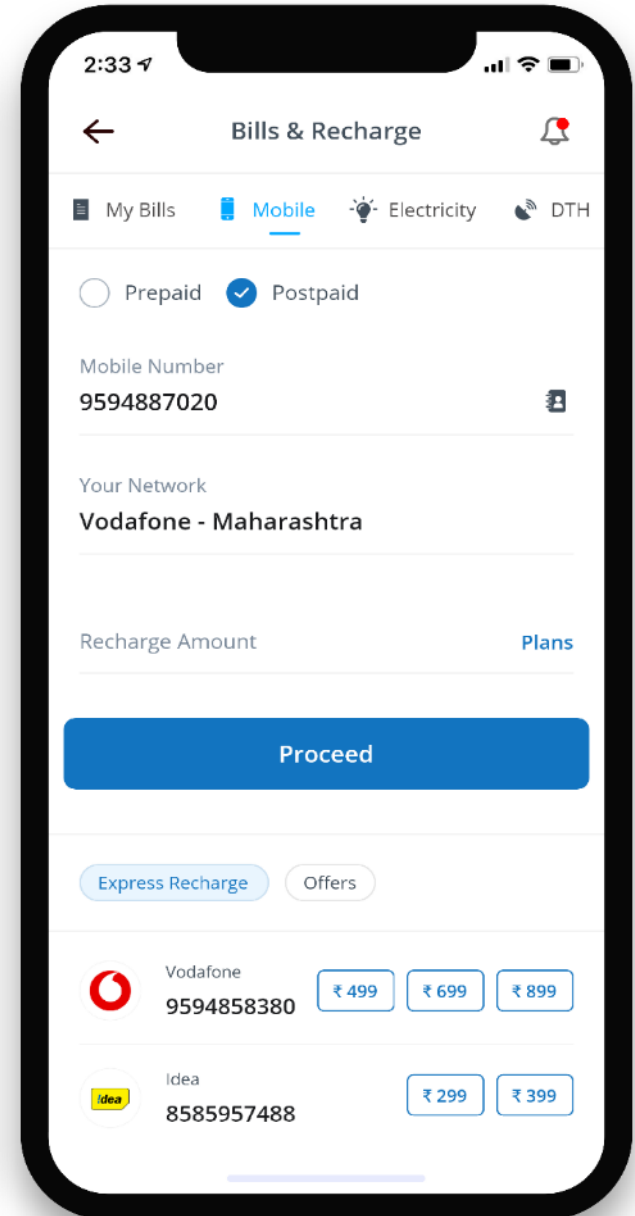
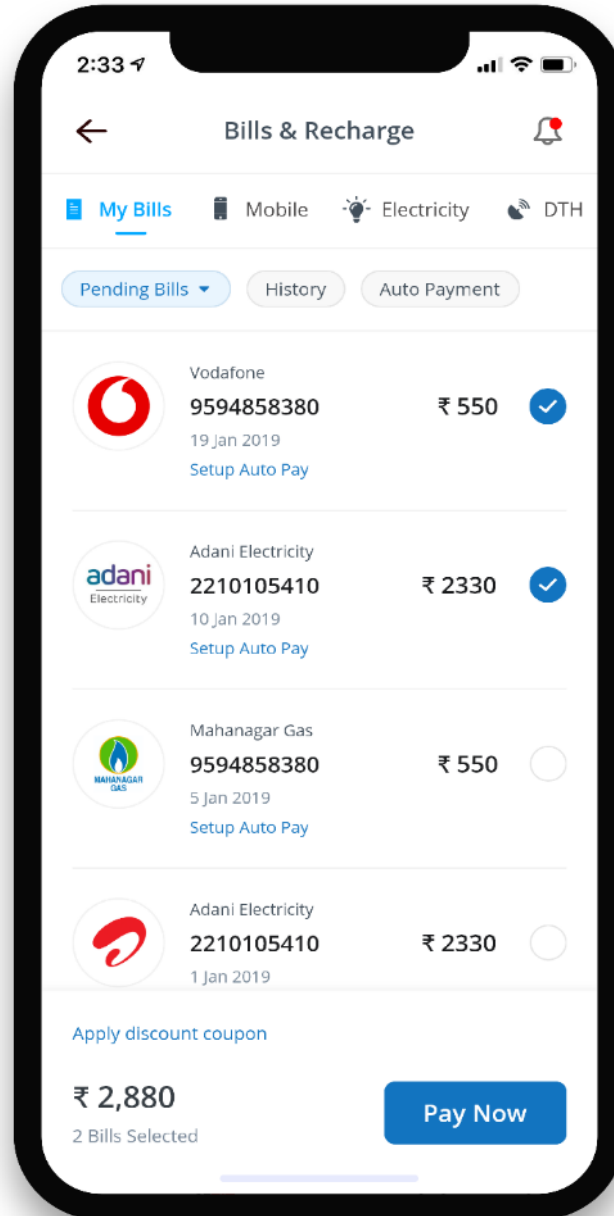
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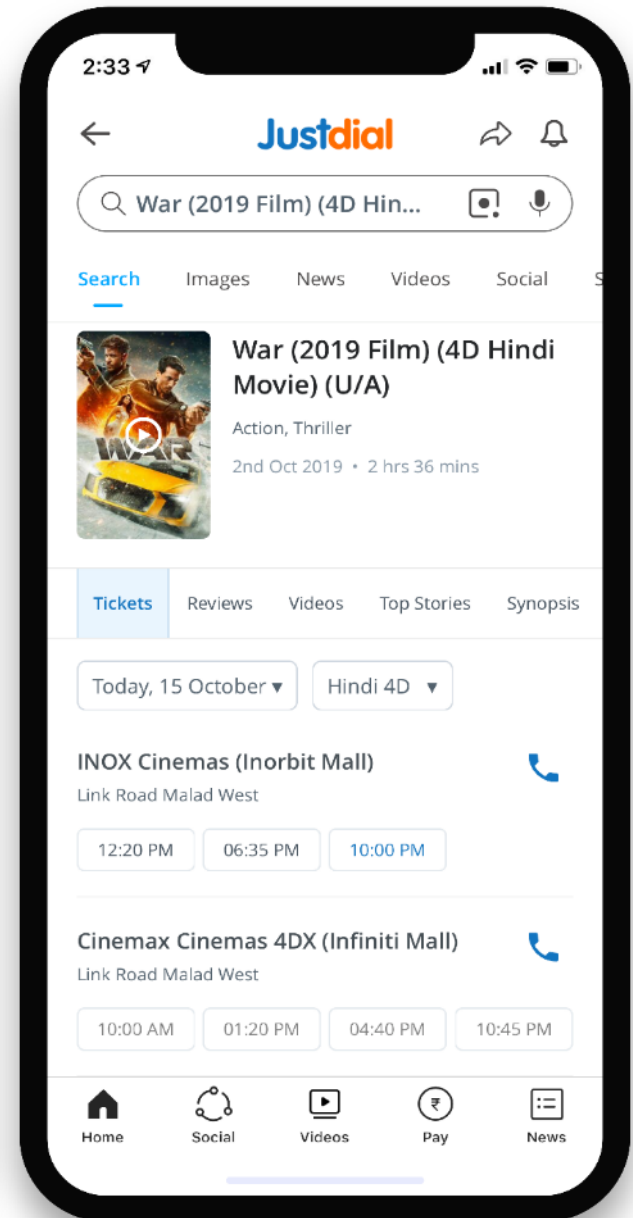
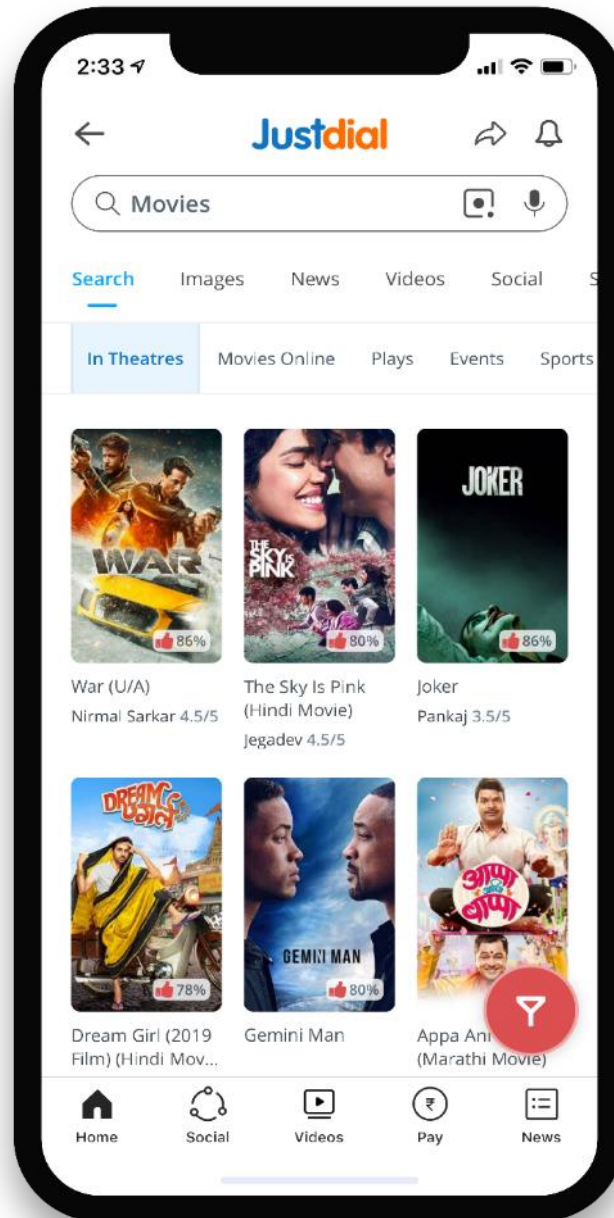
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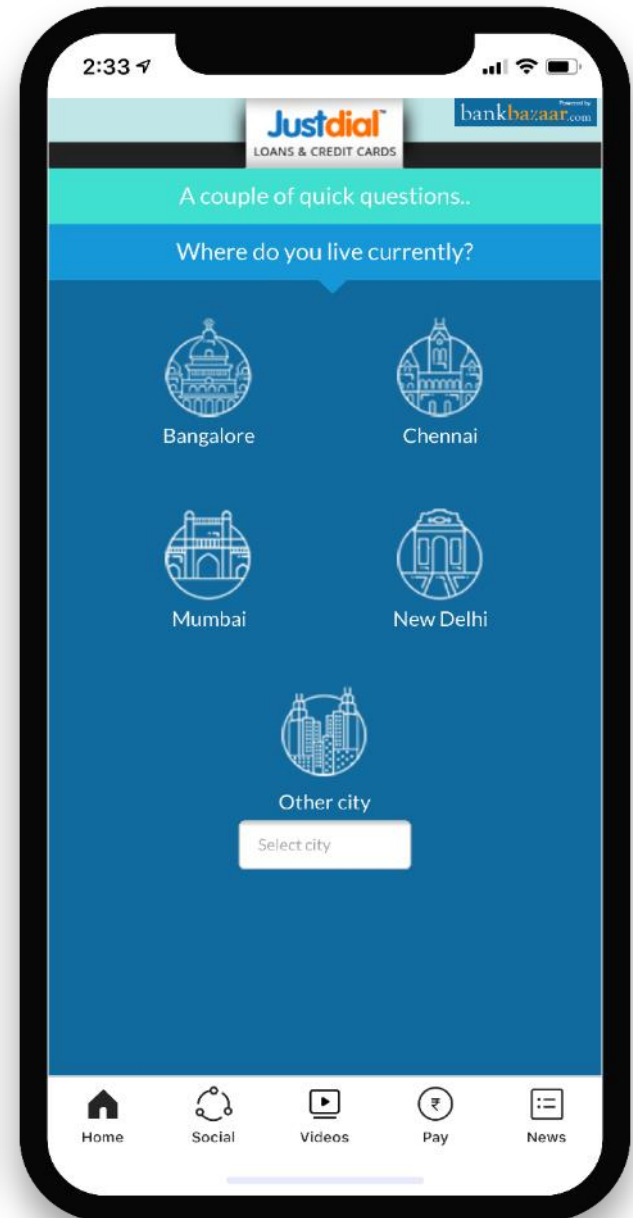
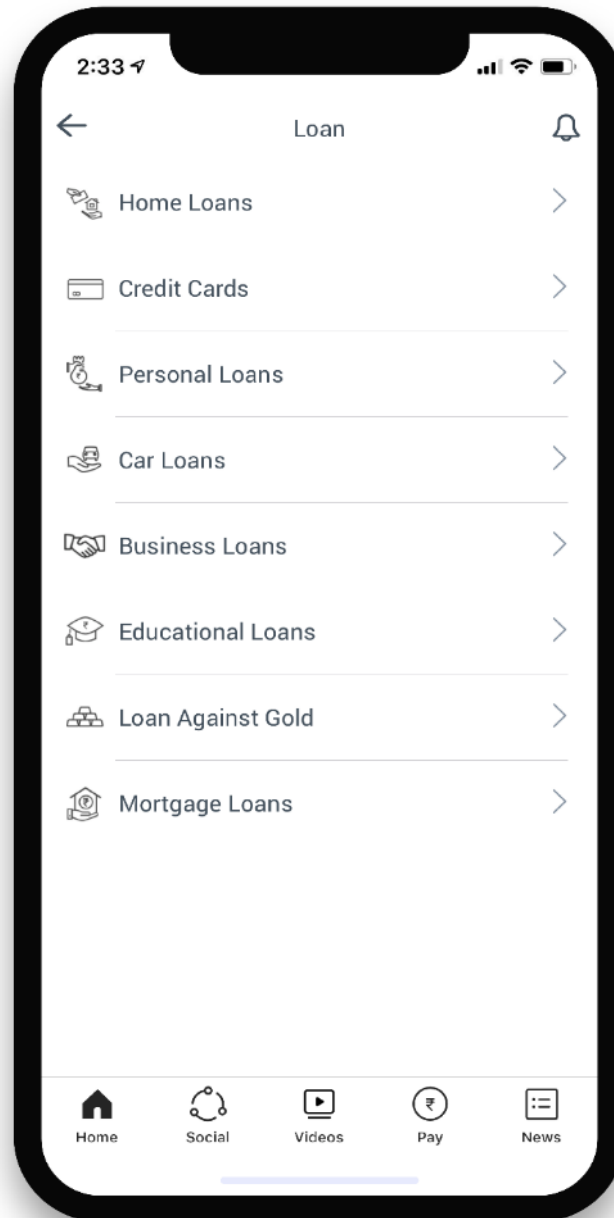
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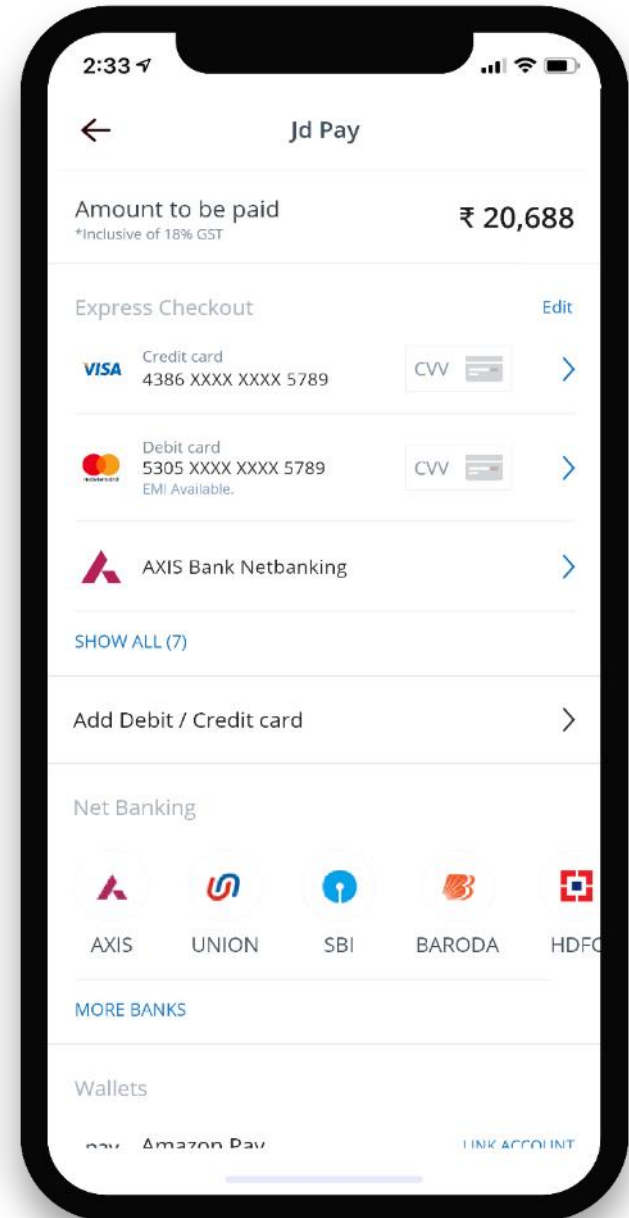
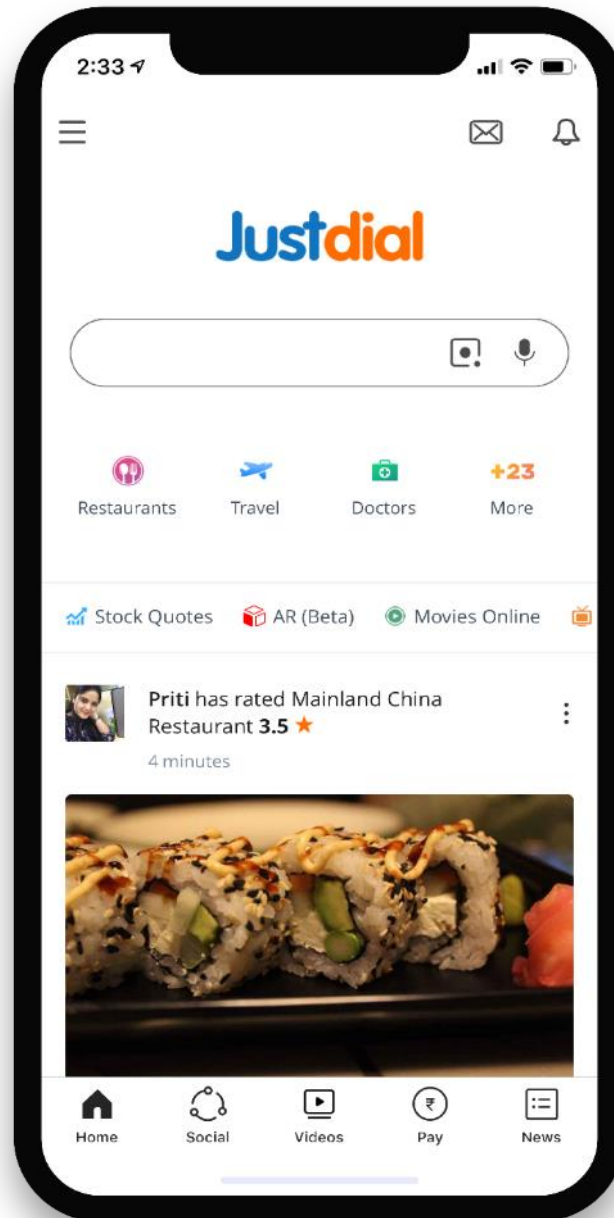
Bills & Recharge

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FINANCIAL OVERVIEW

EFFICIENT & PROFITABLE BUSINESS MODEL

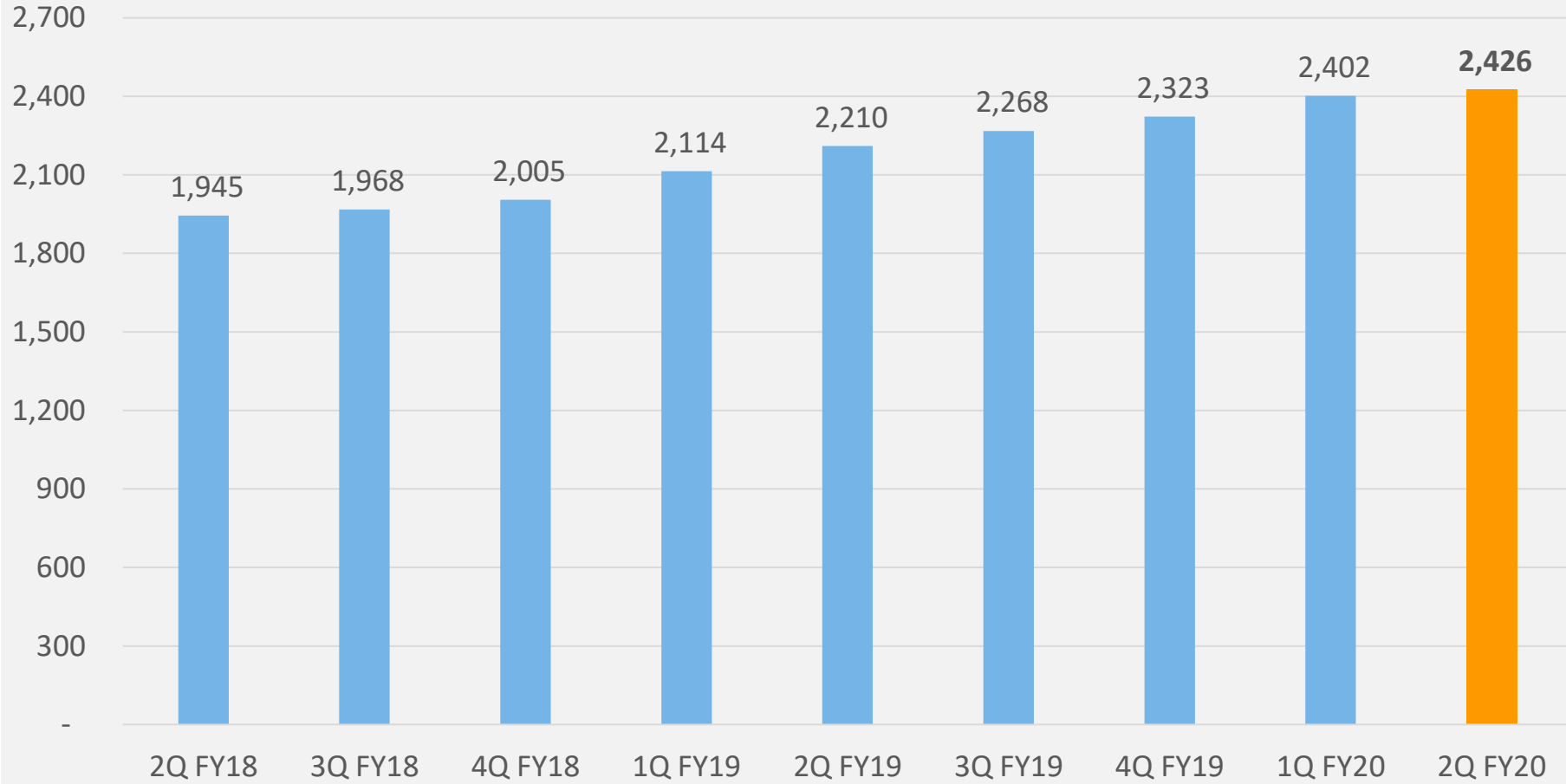
- Paid Advertisers pay fixed monthly or annual fees to run search-led advertising campaigns for their businesses on Justdial's platforms
- Various premium (Platinum, Diamond, Gold) & non-premium packages available which determine placements in search results
- Multiple factors determine pricing, such 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 4,307 employees in tele-sales, 1,515 feet-on-street (marketing), and 3,866 feet-on-street (JDAs - Just Dial Ambassadors) as on Q2 FY20



KEY
BUSINESS
ATTRIBUTES

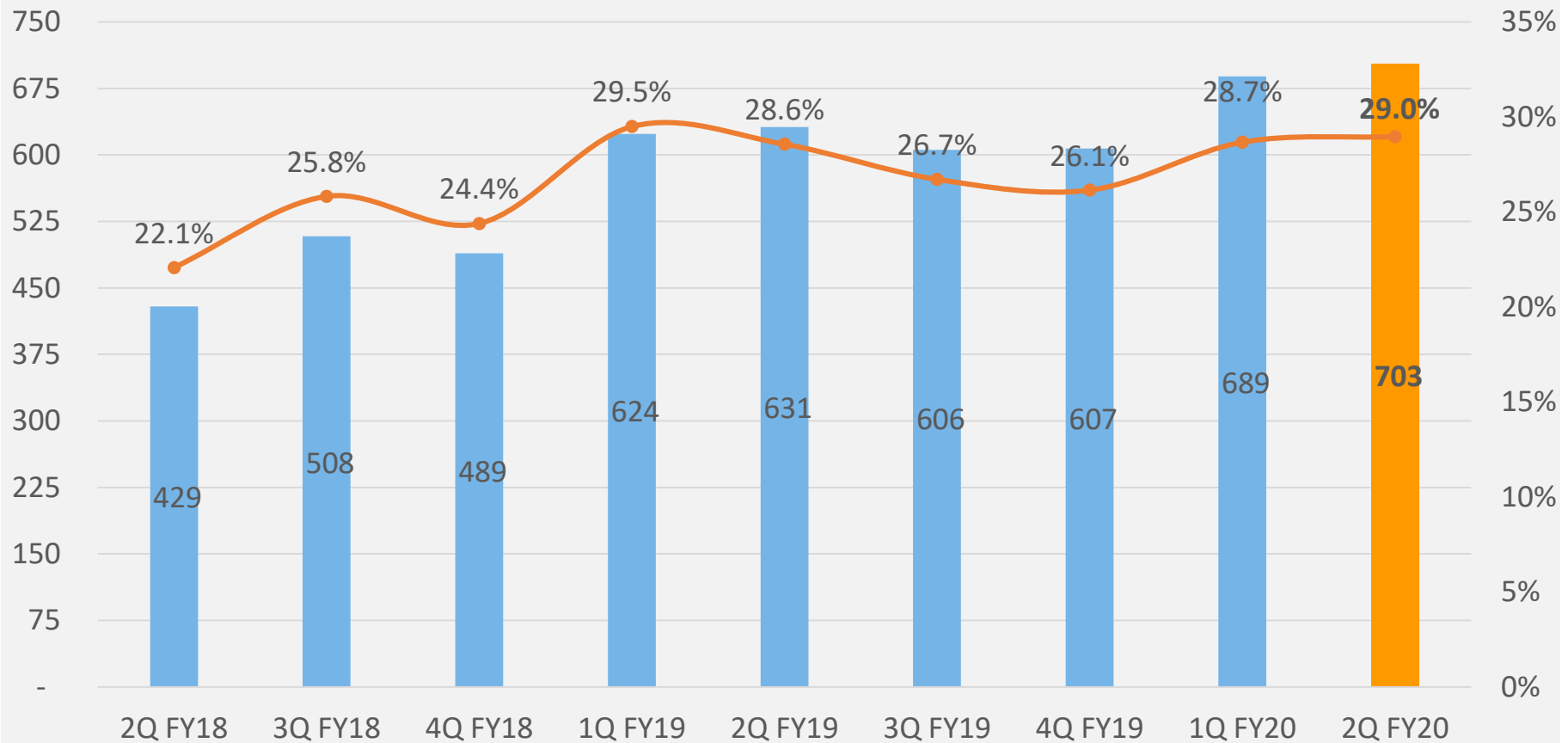
REVENUE

Operating Revenue (Rs mn)



OPERATING MARGIN

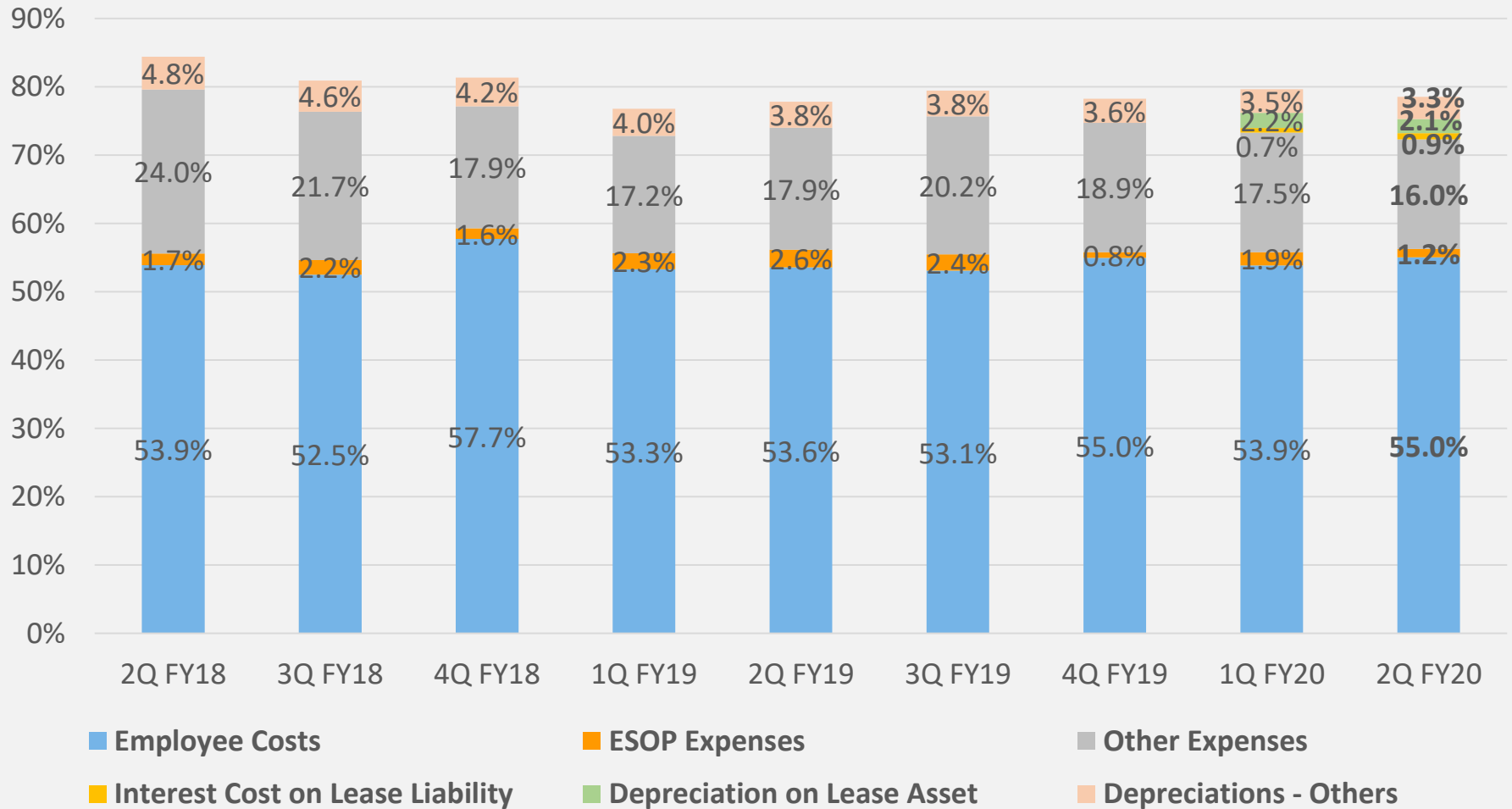
Adjusted EBITDA (Rs million) & Margin %



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/ 2Q FY20, rent expense is lower by Rs65.9 million/ Rs61.8 million, depreciation is higher by Rs53.2 million/ Rs50.6 million, finance cost is higher by Rs17.0 million/ Rs21.8 million, respectively, vis-à-vis the amounts if erstwhile standards were applicable.

COST STRUCTURE

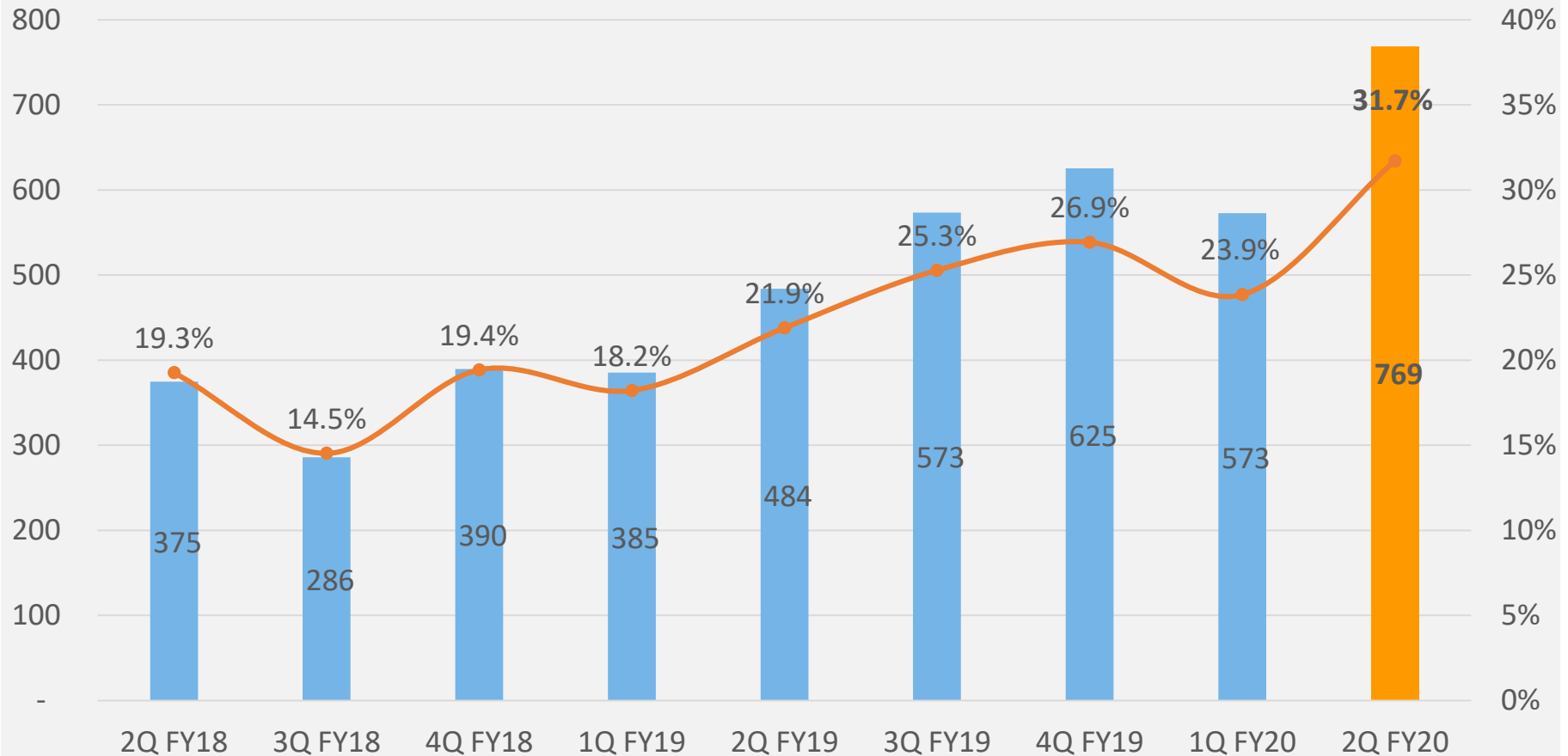
Expenses as % of Operating Revenue



Note: Adjusted EBIDTA 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/ 2Q FY20, rent expense is lower by Rs65.9 million/ Rs61.8 million, depreciation is higher by Rs53.2 million/ Rs50.6 million, finance cost is higher by Rs17.0 million/ Rs21.8 million, respectively, vis-à-vis the amounts if erstwhile standards were applicable.

NET PROFIT MARGIN

Net Profit (Rs million) & PAT Margin %

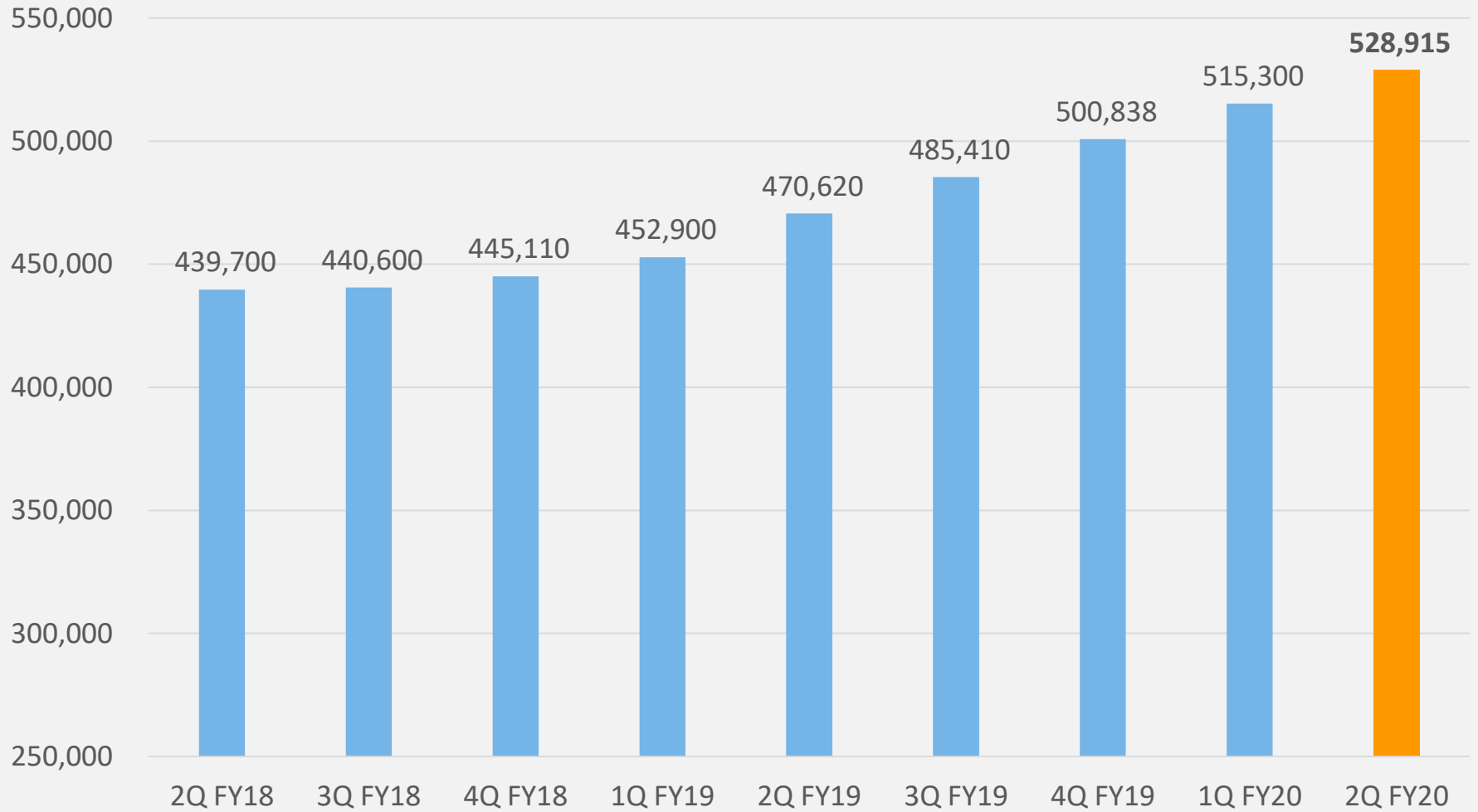


Note 1: Numbers from 1Q FY20 incorporate IND AS 116, Leases, which became effective 1 April 2019, and requires change in reporting for rental leases. Consequently, for the period 1Q FY20/ 2Q FY20, rent expense is lower by Rs65.9 million/ Rs61.8 million, depreciation is higher by Rs53.2 million/ Rs50.6 million, finance cost is higher by Rs17.0 million/ Rs21.8 million, and profit before taxes is lower by Rs4.3 million/ Rs10.6 million, respectively, 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.

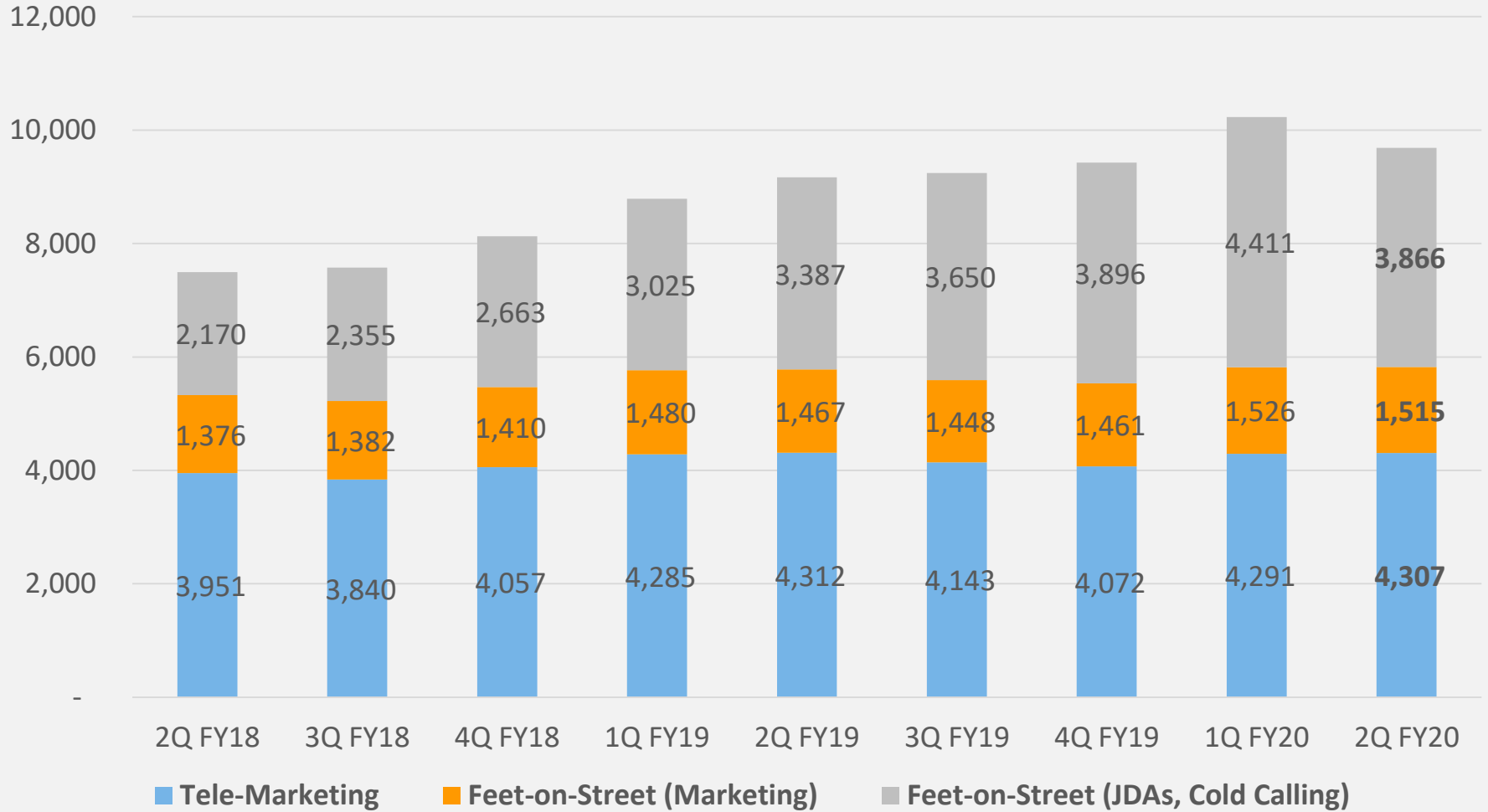
PAID CAMPAIGNS

Active Paid Campaigns - period end



SALES FORCE

Sales Strength - Period End



JUST DIAL LTD - 2Q FY20 (Quarter ended September 30, 2019) PERFORMANCE SUMMARY

| Metric | Unit | 2Q FY20 | 2Q FY19 | YoY change | 1Q FY20 | QoQ change |
|--|-------------|---------|---------|------------|---------|------------|
| Operating Revenue | (₹ million) | 2,426 | 2,210 | 9.7% | 2,402 | 1.0% |
| Operating EBITDA | (₹ million) | 672 | 575 | 17.0% | 643 | 4.7% |
| Operating EBITDA Margin | % | 27.7% | 26.0% | 172 bps | 26.8% | 97 bps |
| Adjusted EBITDA (excl. ESOP expenses) | (₹ million) | 703 | 631 | 11.3% | 689 | 2.0% |
| Adjusted EBITDA Margin (excl. ESOP expenses) | % | 29.0% | 28.6% | 40 bps | 28.7% | 30 bps |
| Other Income, net | (₹ million) | 441 | 184 | 139.7% | 311 | 42.1% |
| Profit Before Taxes | (₹ million) | 962 | 674 | 42.6% | 799 | 20.4% |
| Net Profit | (₹ million) | 769 | 484 | 58.9% | 573 | 34.3% |
| Net Profit Margin | % | 31.7% | 21.9% | 982 bps | 23.9% | 786 bps |
| Unearned Revenue (period end) | (₹ million) | 3,804 | 3,749 | 1.5% | 3,991 | -4.7% |
| Cash & Investments (period end) | (₹ million) | 14,684 | 13,585 | 8.1% | 13,971 | 5.1% |

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/ 2Q FY20, rent expense is lower by Rs65.9 million/ Rs61.8 million, depreciation is higher by Rs53.2 million/ Rs50.6 million, finance cost is higher by Rs17.0 million/ Rs21.8 million, and profit before taxes is lower by Rs4.3 million/ Rs10.6 million, respectively, vis-à-vis the amounts if erstwhile standards were applicable.

JUST DIAL LTD - 2Q FY20 (Quarter ended September 30, 2019) PERFORMANCE SUMMARY

| Metric | Unit | 2Q FY20 | 2Q FY19 | YoY change | 1Q FY20 | QoQ change |
|---------------------------------------|-------------|------------------|----------------|-------------------|----------------|-------------------|
| Unique Visitors | (million) | 161.3 | 131.3 | 22.9% | 156.1 | 3.3% |
| - Mobile | (million) | 129.8 | 100.5 | 29.2% | 125.1 | 3.8% |
| - Desktop/ PC | (million) | 23.3 | 21.8 | 6.8% | 22.3 | 4.8% |
| - Voice | (million) | 8.1 | 8.9 | -9.0% | 8.7 | -6.6% |
| | | | | | | |
| - Mobile | % share | 80.5% | 76.6% | 393 bps | 80.2% | 33 bps |
| - Desktop/ PC | % share | 14.5% | 16.6% | -217 bps | 14.3% | 21 bps |
| - Voice | % share | 5.0% | 6.8% | -176 bps | 5.6% | -53 bps |
| | | | | | | |
| Total Listings (period end) | (million) | 27.6 | 23.8 | 16.0% | 26.5 | 4.2% |
| Net Listings Addition | | 1,116,042 | 1,073,032 | 4.0% | 748,259 | 49.2% |
| Total Images in Listings (period end) | (million) | 73.4 | 51.4 | 42.8% | 66.8 | 9.9% |
| Listings with Geocodes (period end) | (million) | 15.2 | 12.3 | 23.2% | 14.5 | 4.4% |
| Ratings & Reviews | (million) | 100.8 | 88.0 | 14.5% | 98.1 | 2.8% |
| | | | | | | |
| Paid campaigns (period end) | | 528,915 | 470,620 | 12.4% | 515,300 | 2.6% |
| | | | | | | |
| Total App Downloads (period end) | (million) | 25.4 | 21.9 | 16.0% | 24.5 | 3.5% |
| App Downloads per day | | 13,849 | 13,555 | 2.2% | 13,131 | 5.5% |
| Number of Employees (period end) | | 12,997 | 12,417 | 4.7% | 13,601 | -4.4% |

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 21 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.



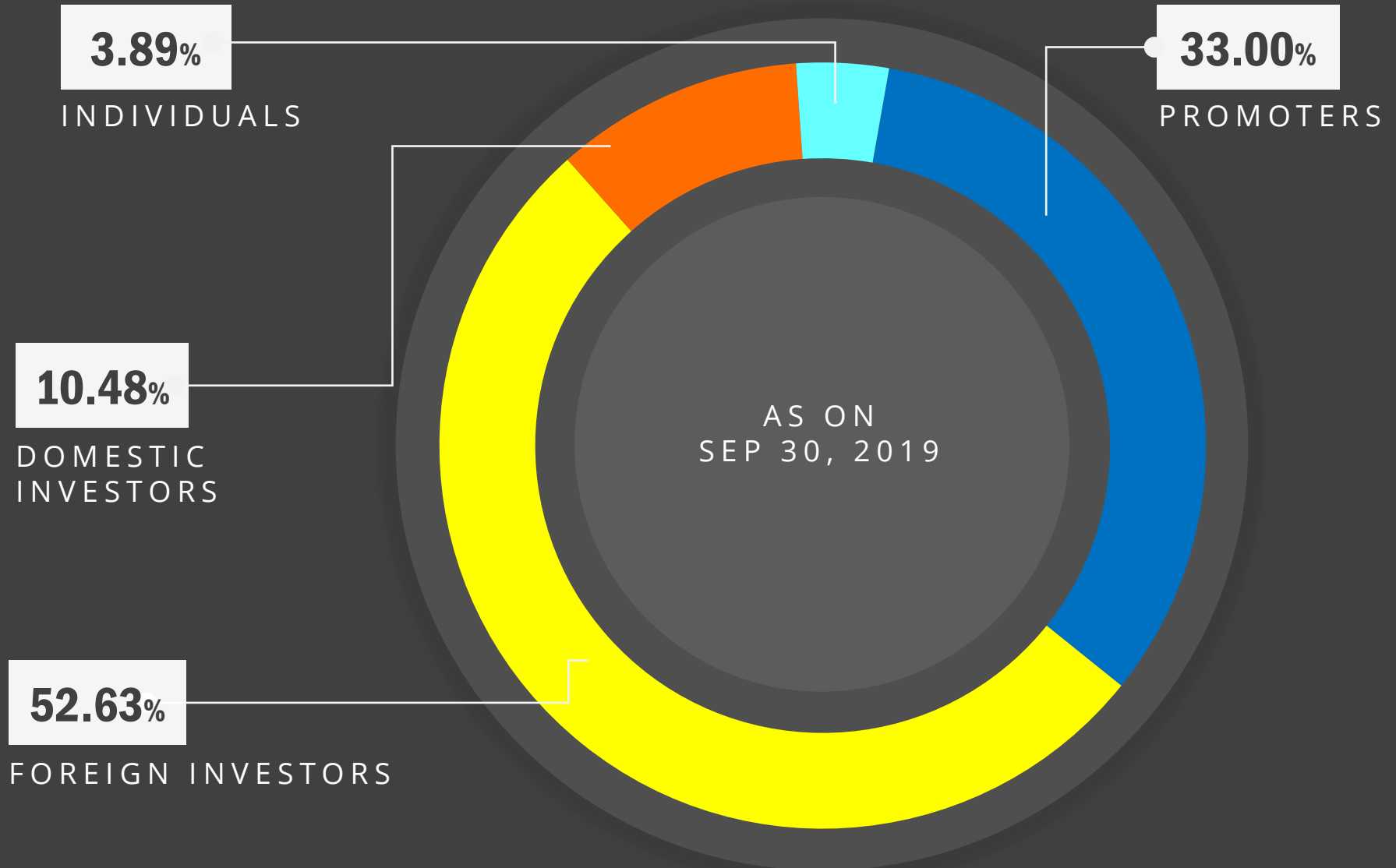
Anita Mani

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

LEADERSHIP TEAM

| 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 | 20 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 | 25 Years | Sales & Expansion (West & South Region) |
| Prashant Nagar | Vice President, Sales | 20 Years | Sales & Expansion (Delhi, Just Dial Ambassadors) |
| Suhail Siddiqui | Vice President, Sales | 24 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



End of Presentation