

April 29, 2022

To

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 Building A, Unit 205 A, 2nd Floor, Piramal Agastya Corporate Park, L.B.S Road, Kurla (West), Mumbai - 400070 <i>Scrip Symbol: JUSTDIAL</i>
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Dear Sir/Madam,

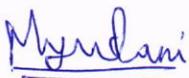
Sub.: Investor Presentation

In accordance with Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a 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, 2022.

We request you to take the above on record and disseminate the same on your website.

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 / 66976666 Fax : 022-28893789

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

☎ 88888-88888

| www.justdial.com

CORPORATE PRESENTATION

April 2022



DISCLAIMER

This Presentation has been prepared by Just Dial Limited (“Just Dial”) for investors, shareholders, analysts and other relevant stakeholders, solely for informational purposes. The information set out in this Presentation, including business overview, traffic related numbers, products related information, historical financial performance and any forecasts should not be considered as advice or a recommendation to investors or potential investors in relation to holding, purchasing or selling securities or other financial products. Before acting on any information, you should consider the appropriateness of the information having regard to these matters, any relevant offer document and in particular, you should seek independent financial advice.

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 FY22 means the period Jan 1, 2022 to Mar 31, 2022

FY22 or FY 21-22 or FY 2022 means the Financial Year starting Apr 1, 2021 and ending Mar 31, 2022



BUSINESS OVERVIEW



COMPANY OVERVIEW

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



High user engagement, 129.4 million ratings & reviews



144.8 million quarterly unique visitors in Q4-FY22



Database of 31.9 million listings



Scalable and profitable business model



461,495 active paid campaigns



Figures as on Mar 31, 2022

KEY STRENGTHS

- ❑ First Mover Advantage in Indian Local Search Market
- ❑ Strong Brand Recognition with 144.8 million unique quarterly visitors^ in Q4 FY22 (142.7 million in Q3 FY22)
- ❑ Comprehensive database of 31.9 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 in Bengaluru



4,566 employees in tele-sales, 5,604 feet-on-street salesforce




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

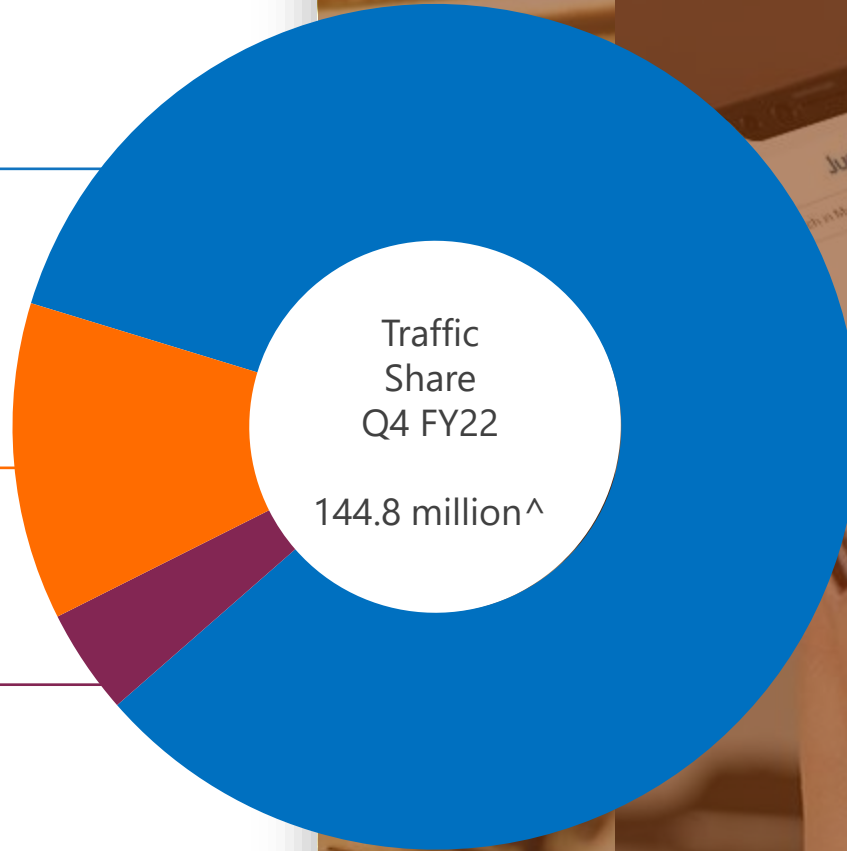


PLATFORMS

 **83.8%**
MOBILE
Mobile Site & Apps

 **12.1%**
DESKTOP/ PC
www.justdial.com

 **4.0%**
VOICE
88888-88888



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



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

Favorites

Search Plus



WEBSITE

Predictive Auto-Suggest

Company, Category, Product Search

Location Detection

Maps & directions

Operating hours

Business logos

Pictures & videos

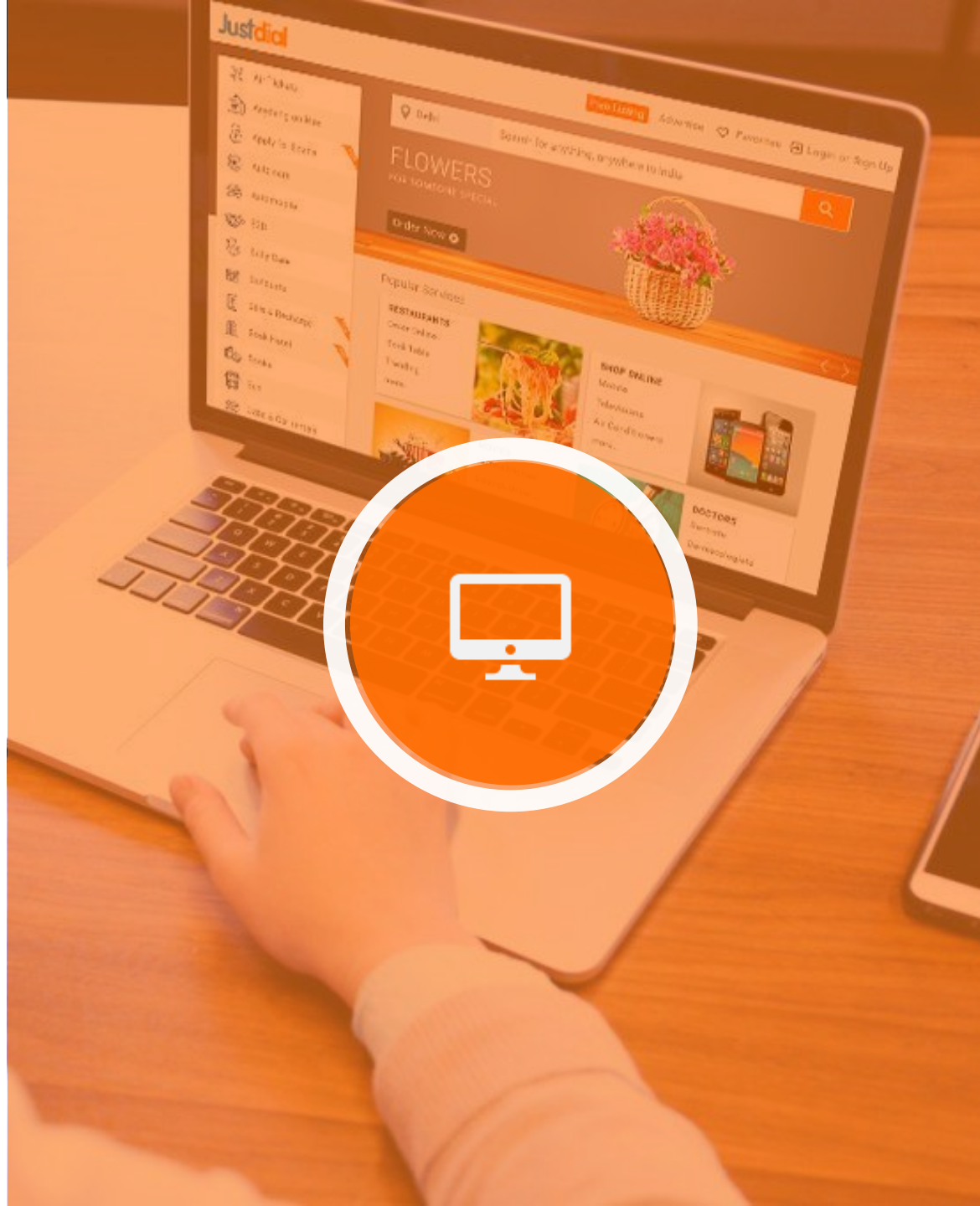
Ratings & reviews

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

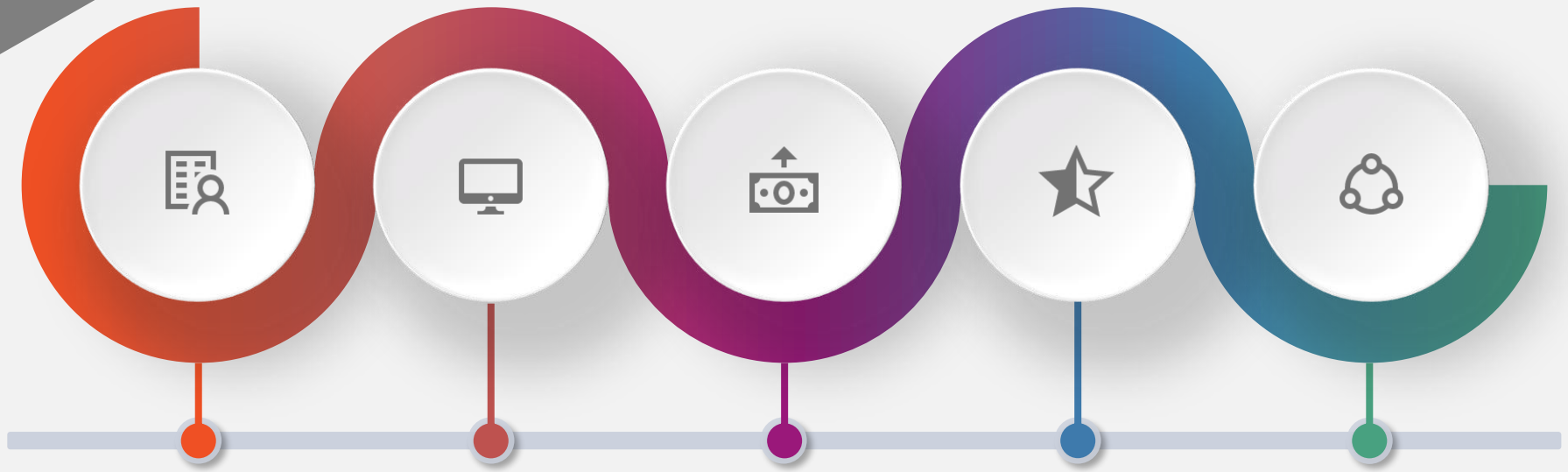
Personalized Greeting

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



129.4 million Ratings & Reviews

Mobile-verified, unbiased ratings

Friends' Ratings

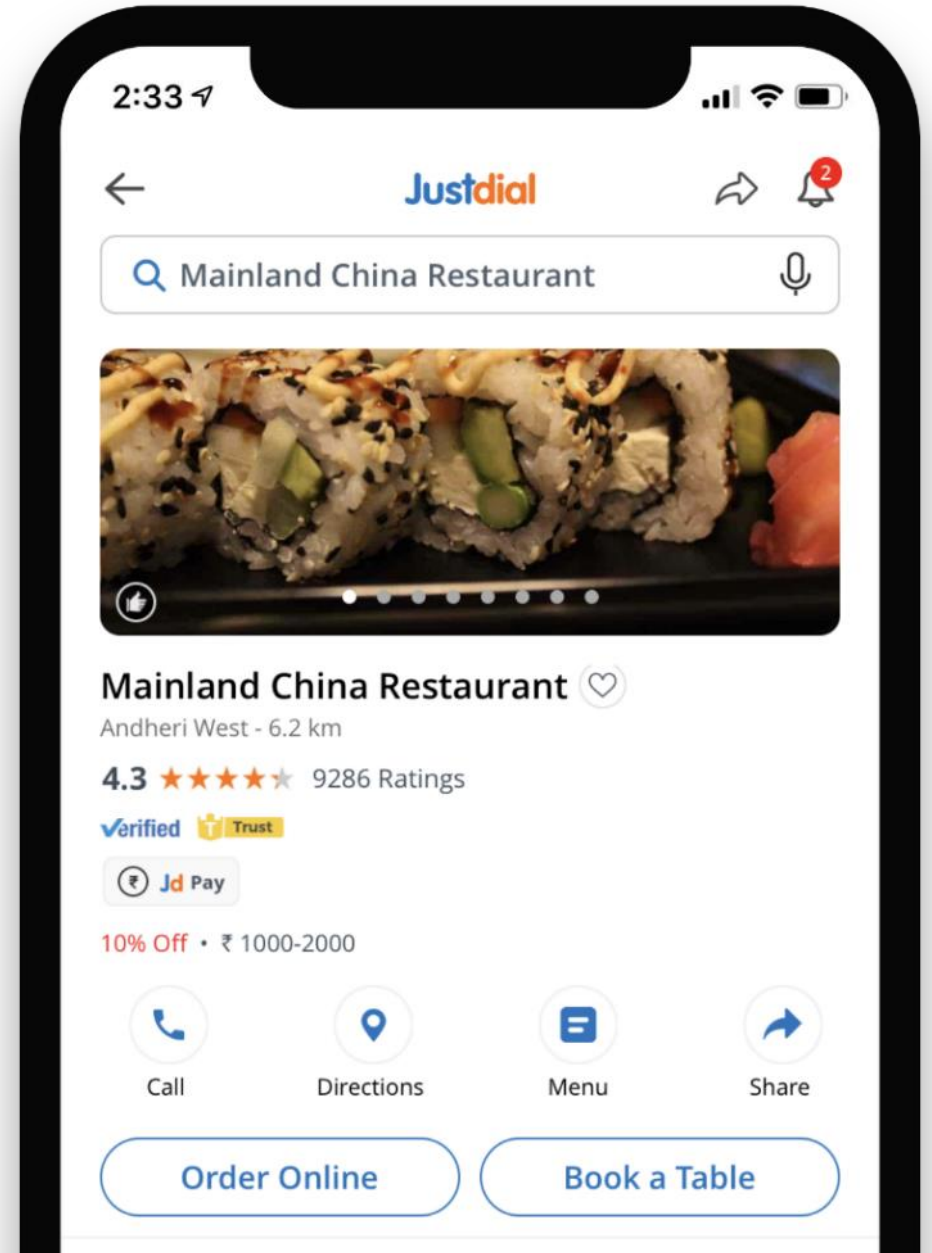
10-Point Rating Scale

Facebook & Twitter-shareable

Photos Upload with Review

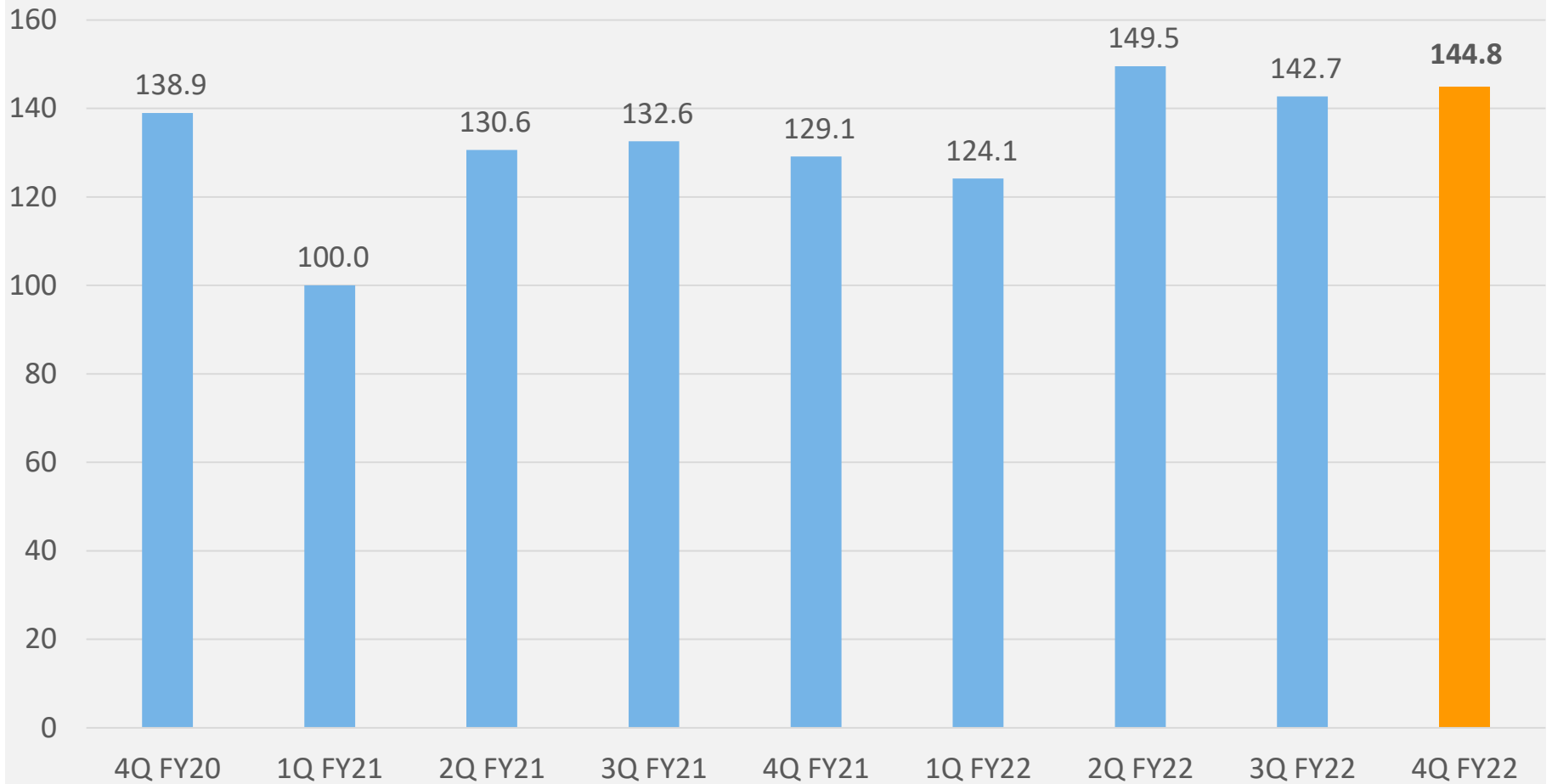
Ratings shared on JD Social

Robust Audit Mechanism



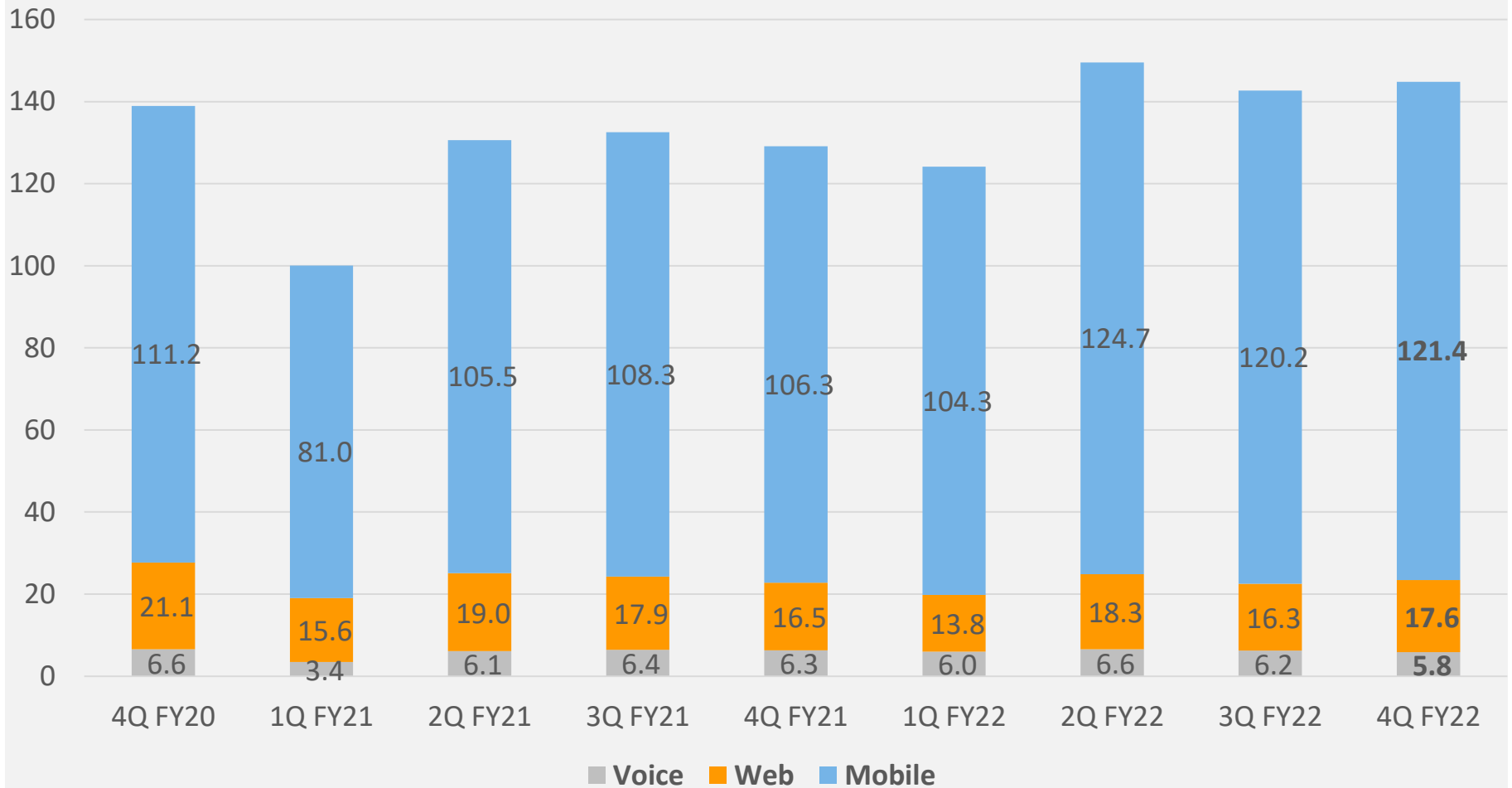
TRAFFIC/ VISITORS

Quarterly Unique Visitors (million)



TRAFFIC/ VISITORS

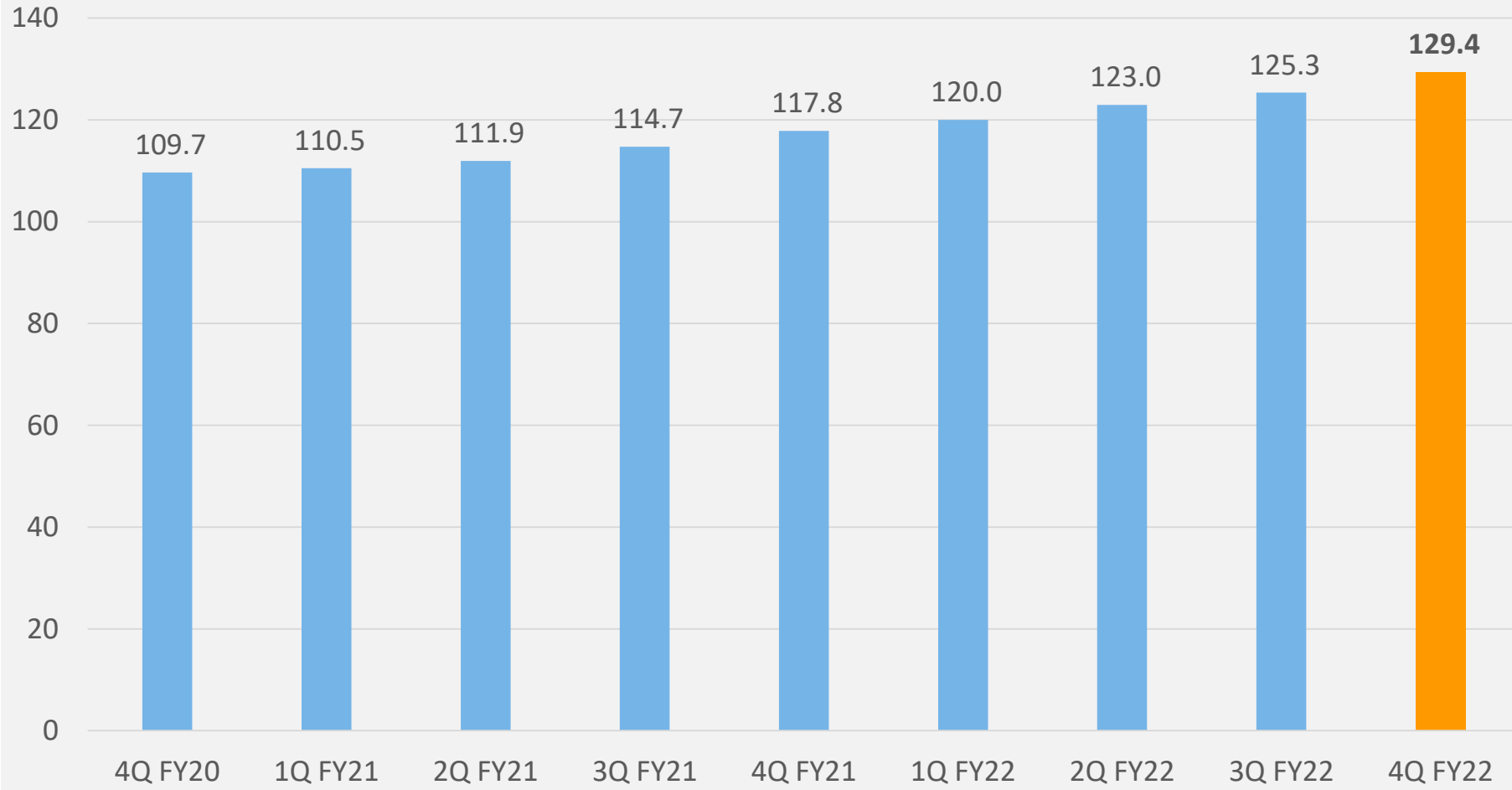
Quarterly Unique Visitors split (million)



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

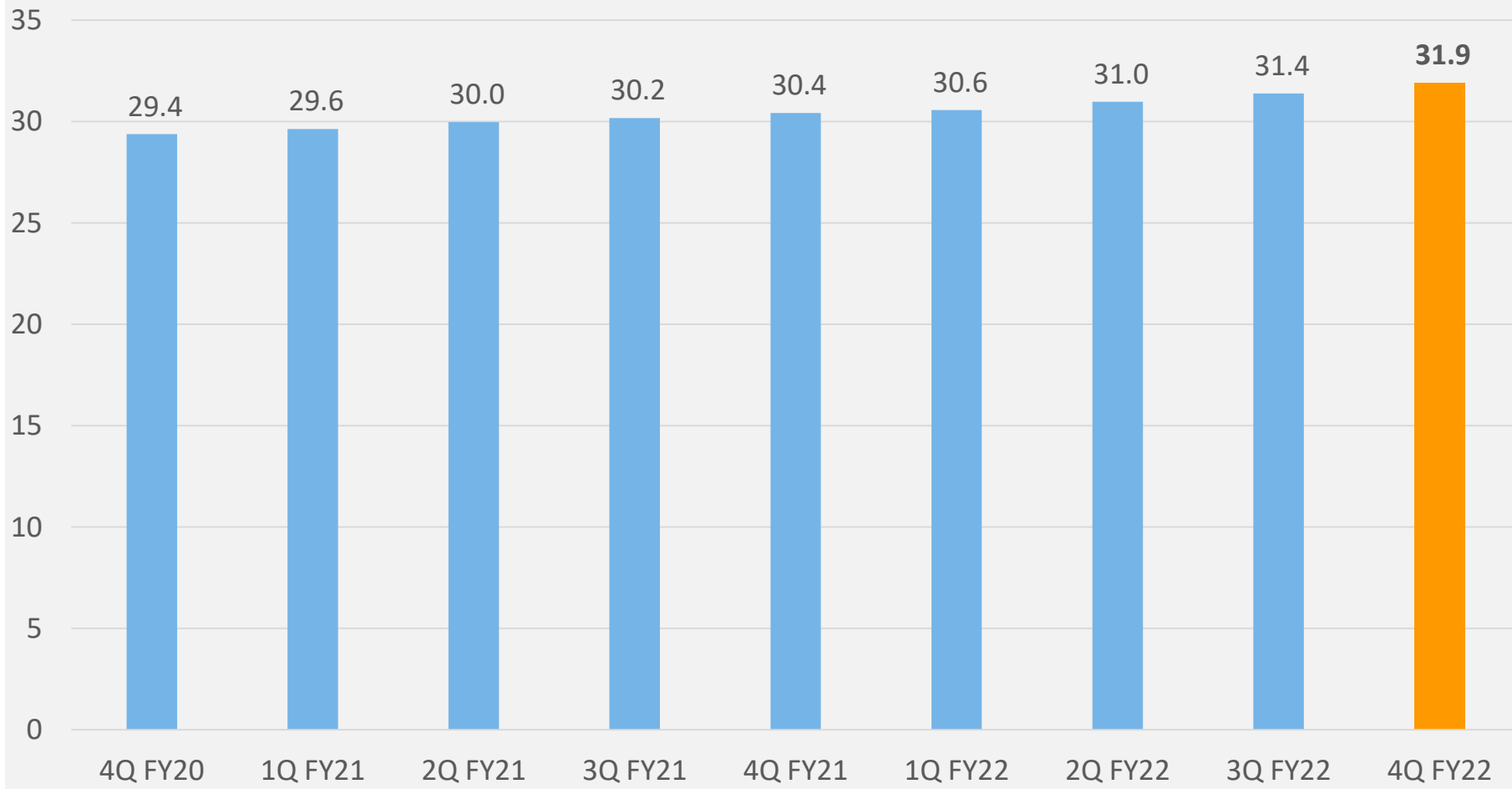
USER ENGAGEMENT

Ratings & Reviews (million)



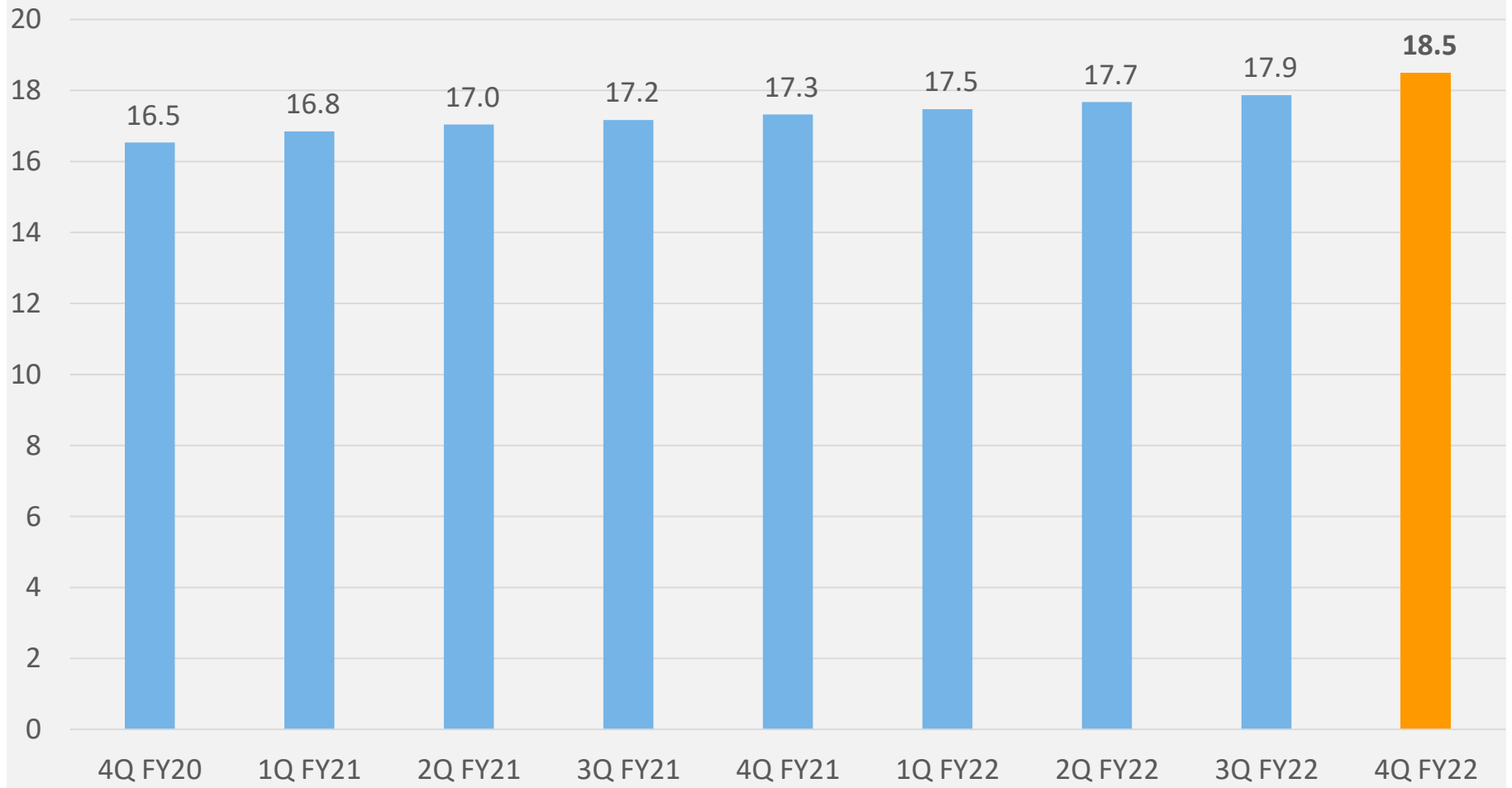
DATA ENRICHMENT

Active Listings - period end (million)

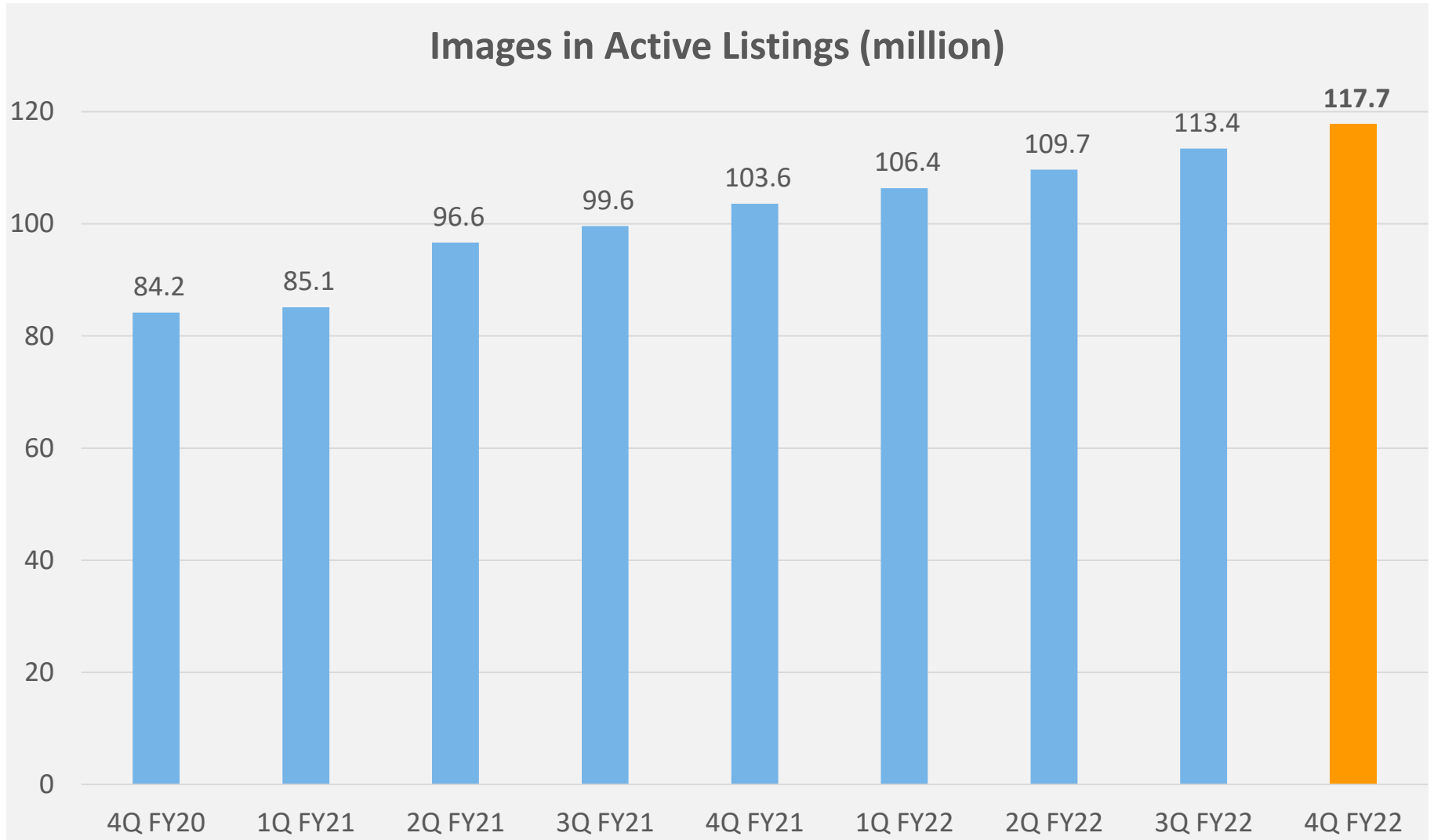


DATA ENRICHMENT

Listings with Geocodes (million)

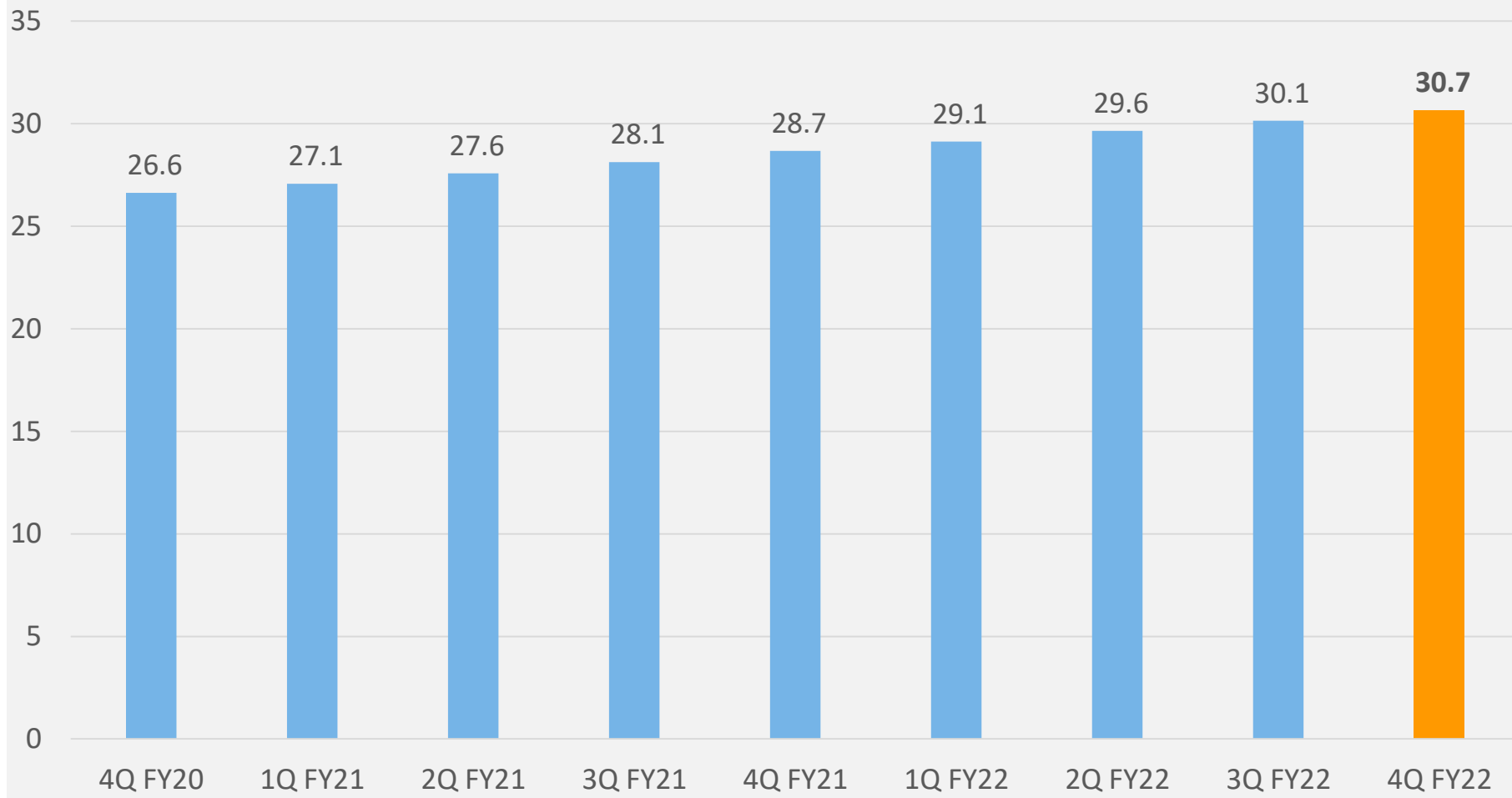


DATA ENRICHMENT



MOBILE APPS

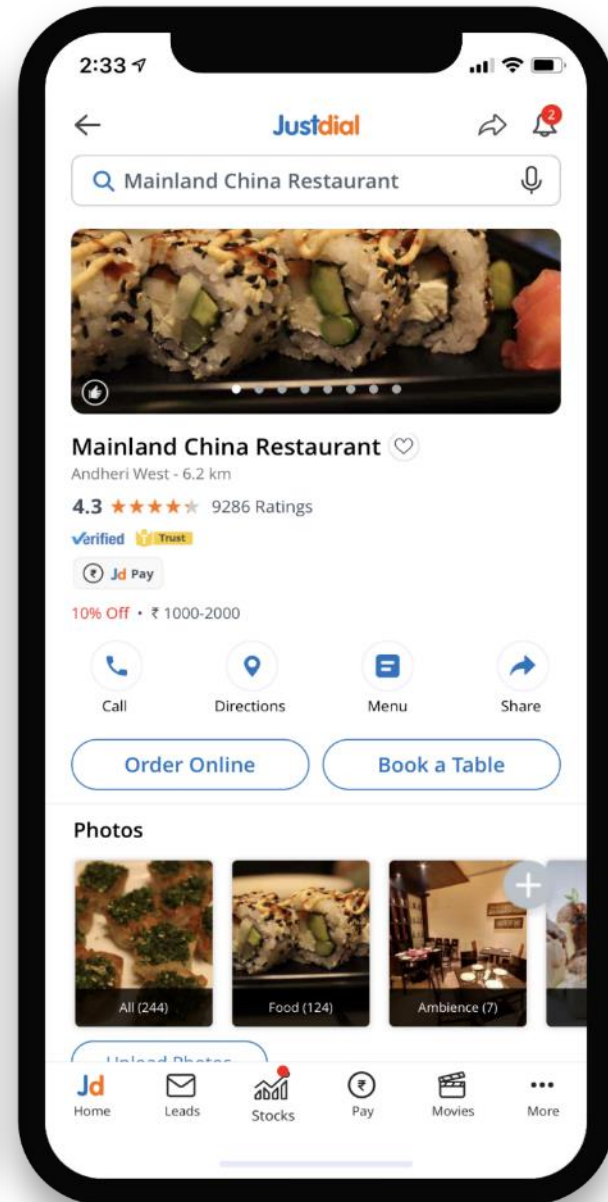
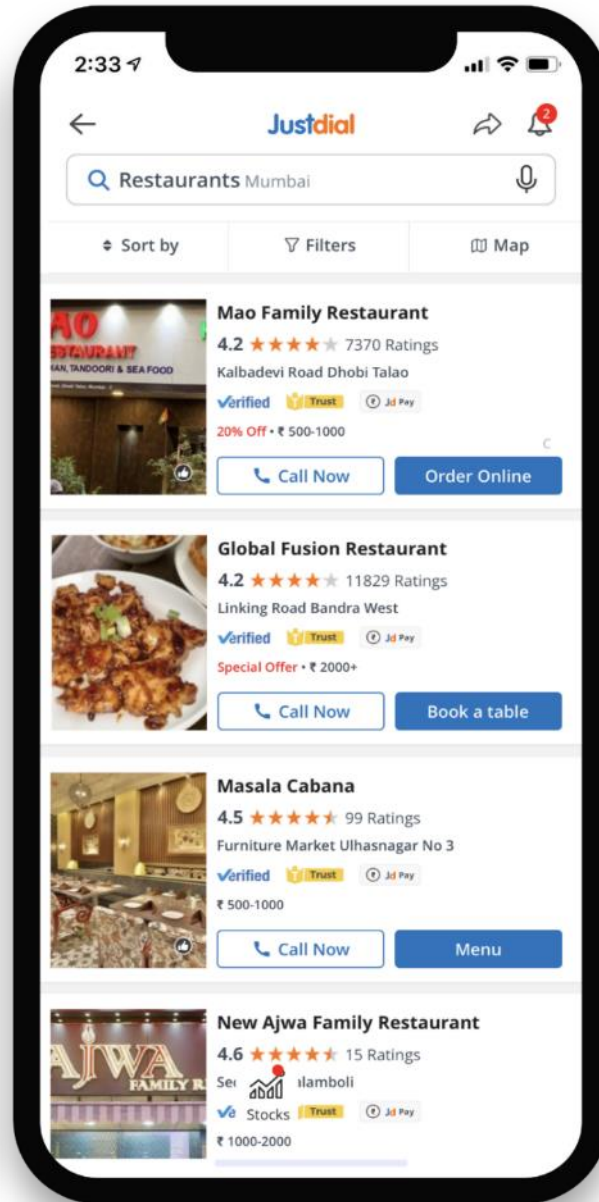
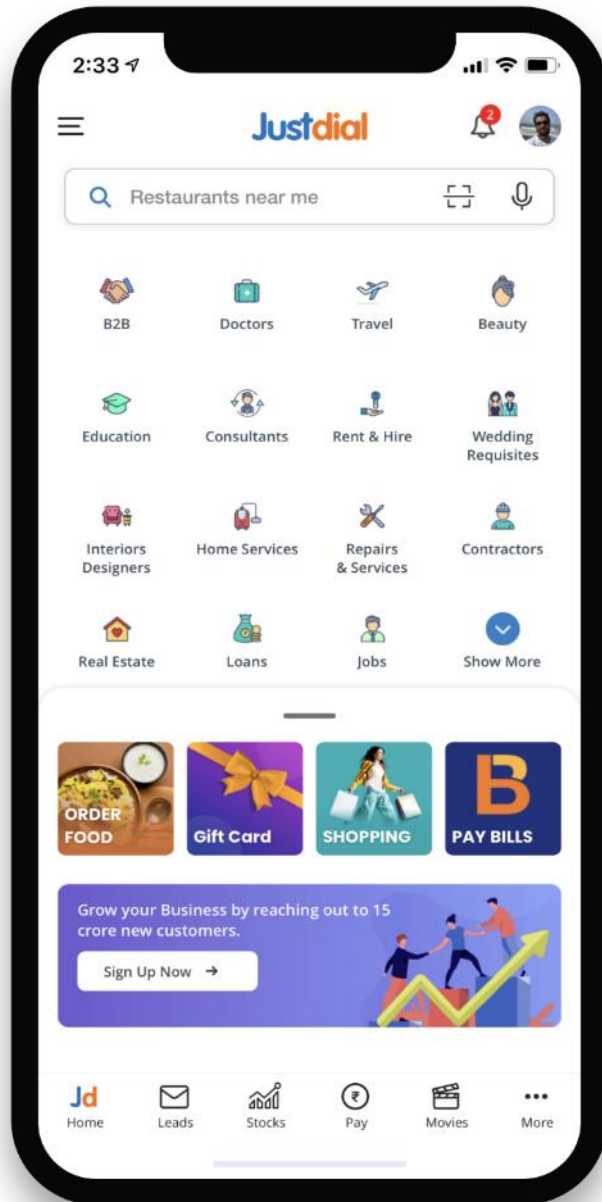
Cumulative JD App Downloads (million)



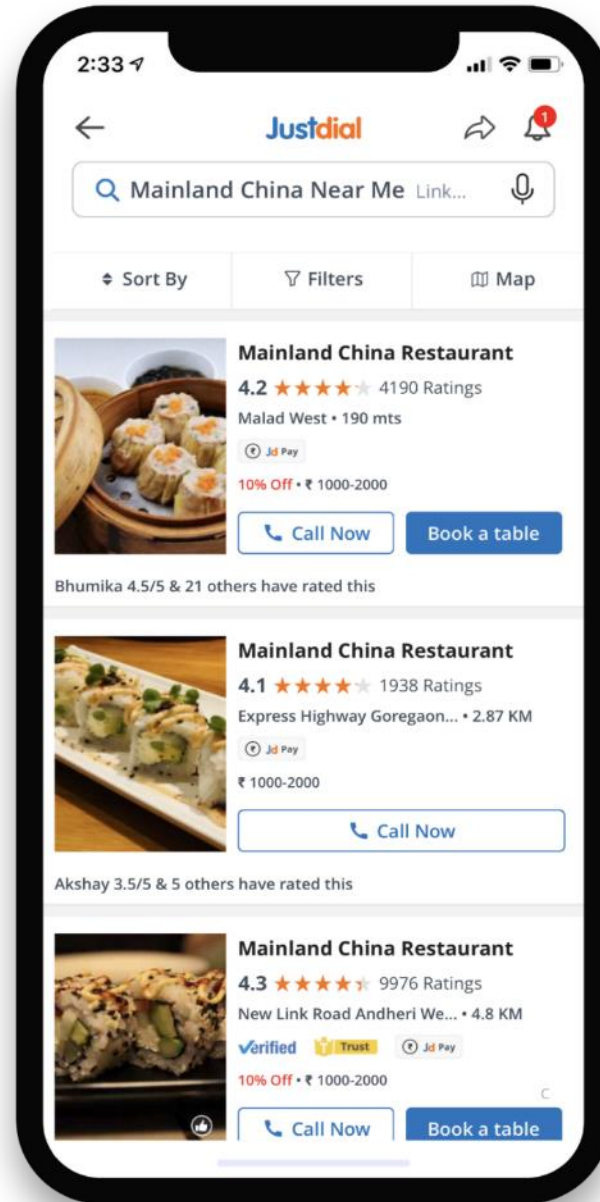
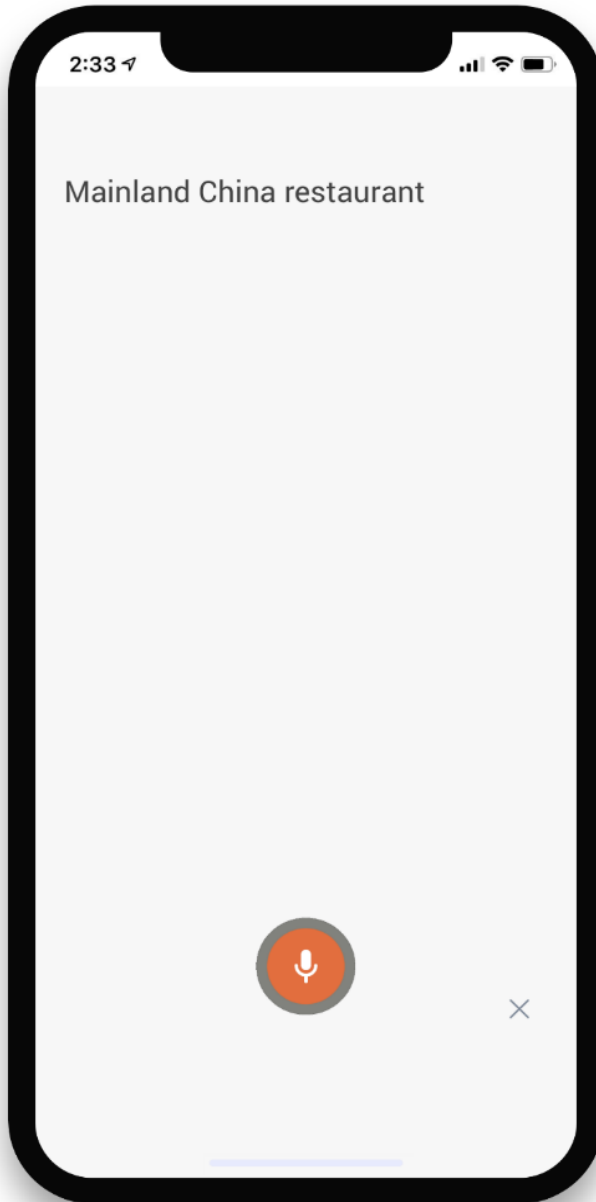


PRODUCT OVERVIEW

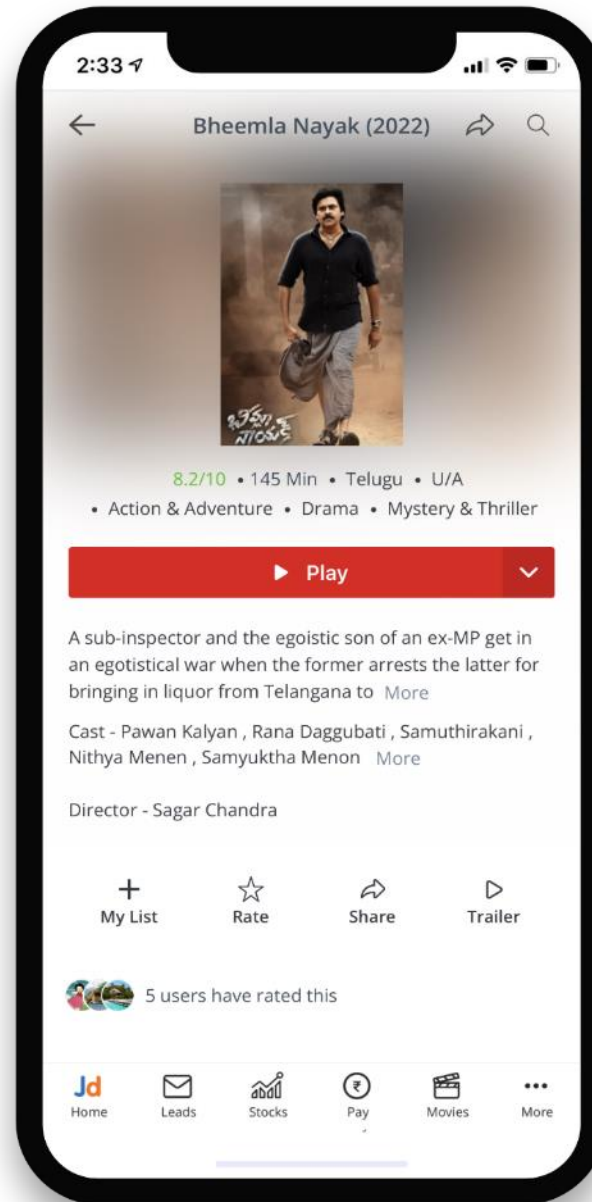
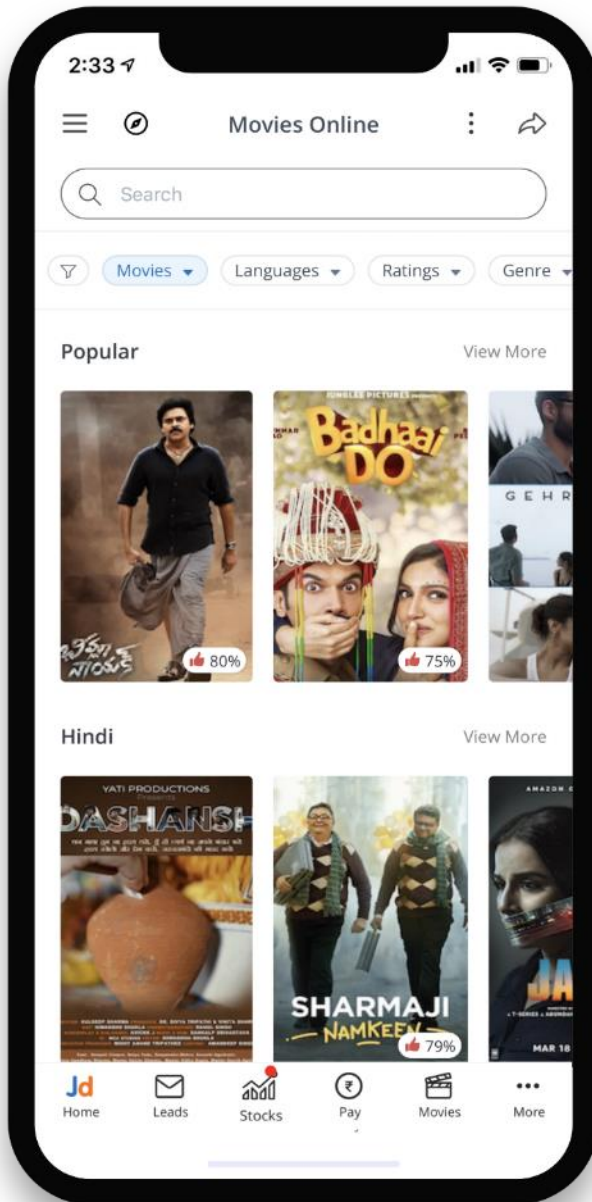
JD - MOBILE

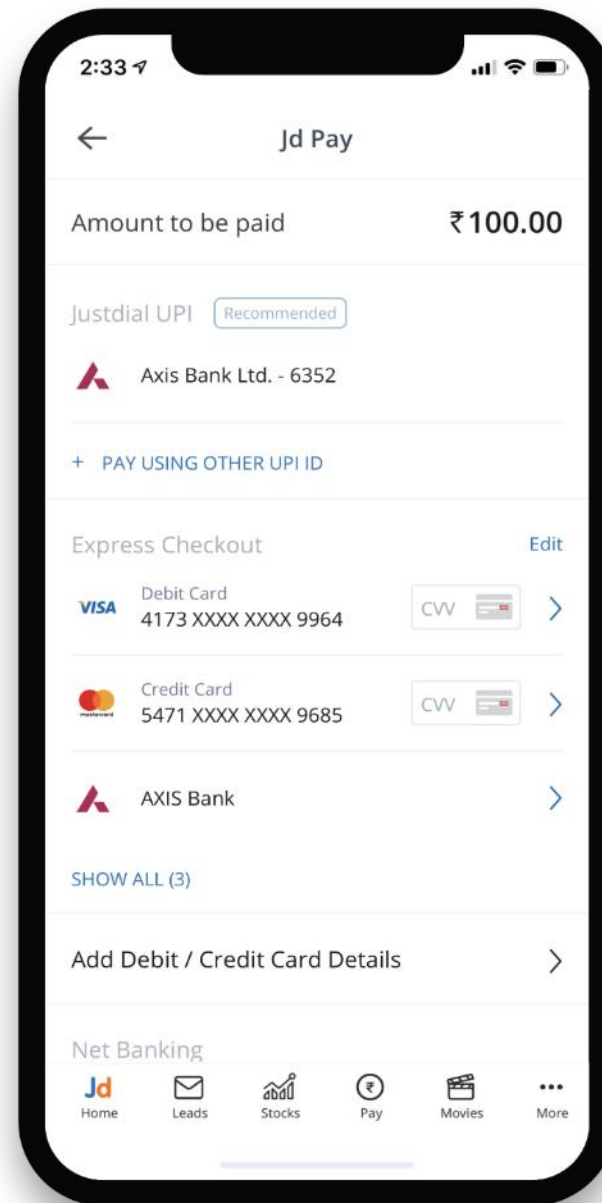
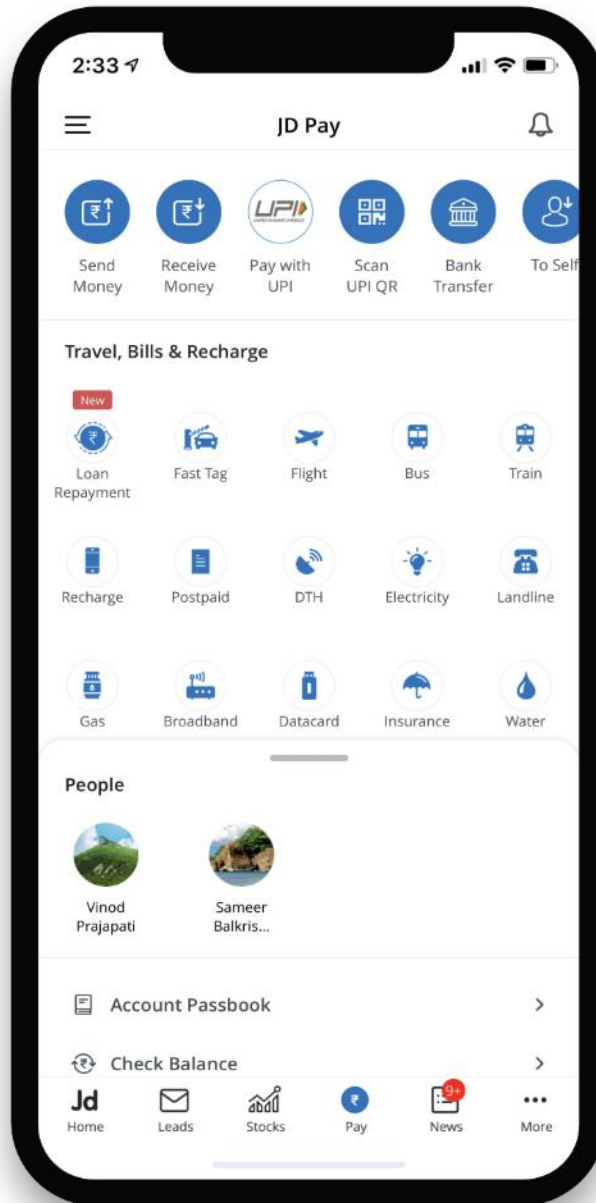


VOICE SEARCH



MOVIES ONLINE





BEYOND SEARCH

Price Comparison

Hail a Cab

Flight Tickets

Train Tickets

Bus Tickets

Hotel Bookings

Bills & Recharge

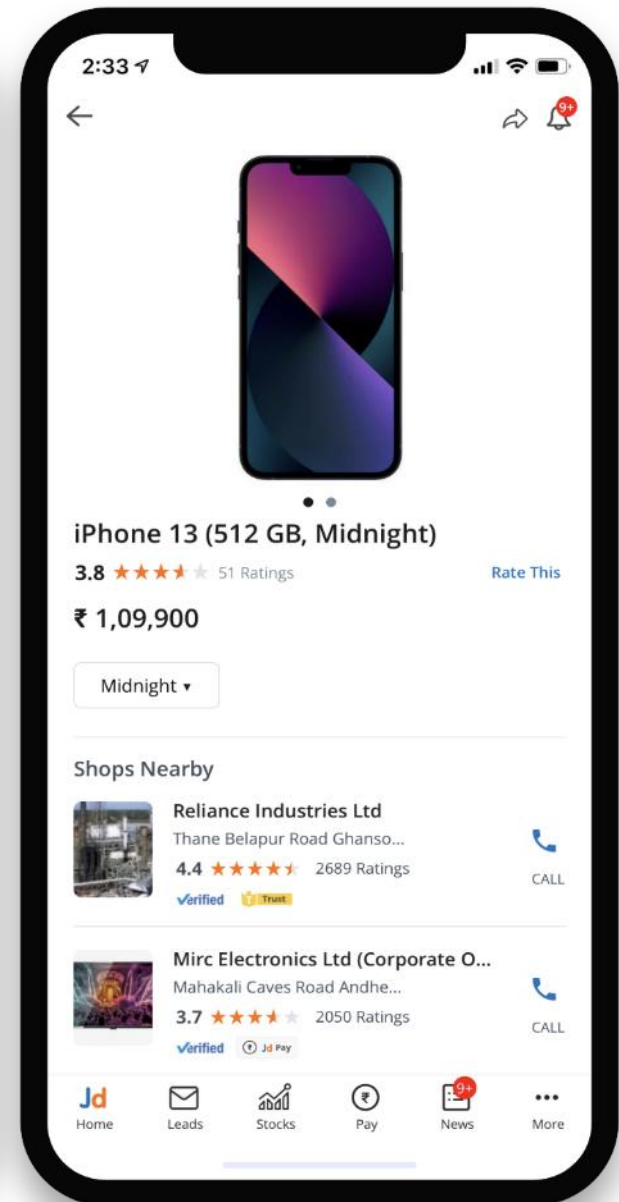
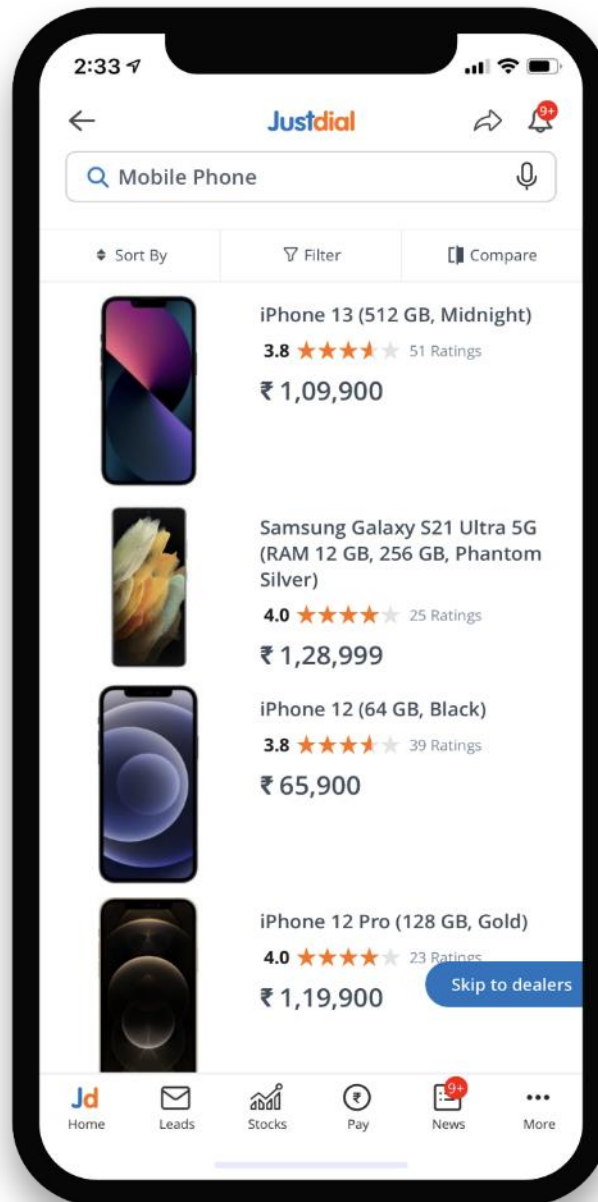
Stocks

Logistics

Augmented Reality

Pay via UPI

... and many more.



BEYOND SEARCH

Price Comparison

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Bills & Recharge

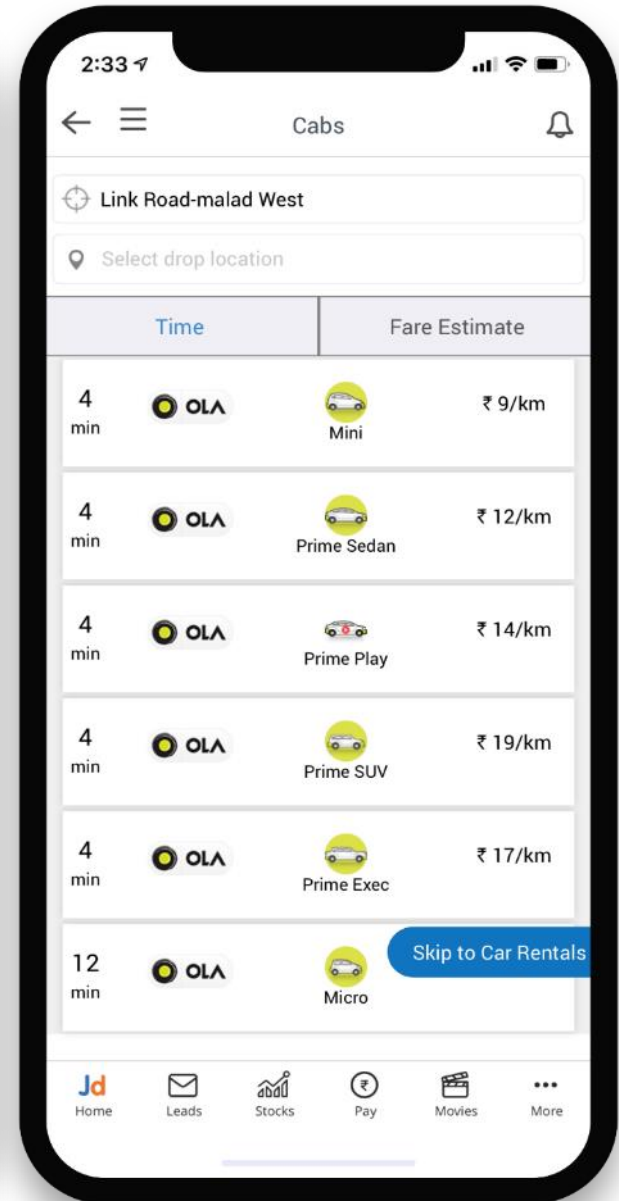
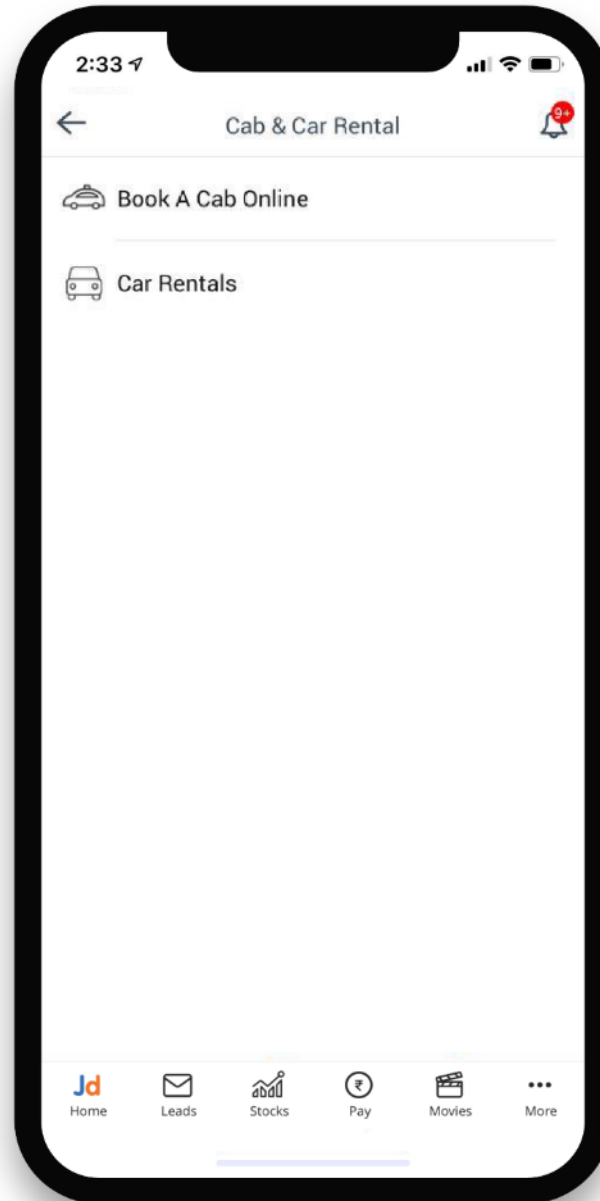
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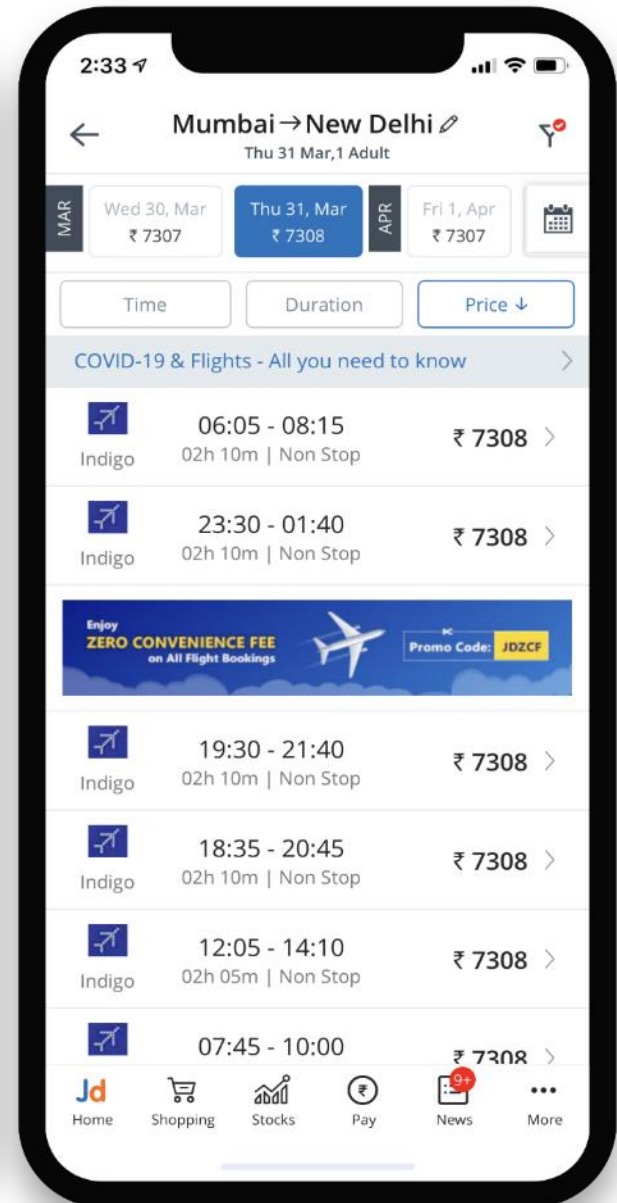
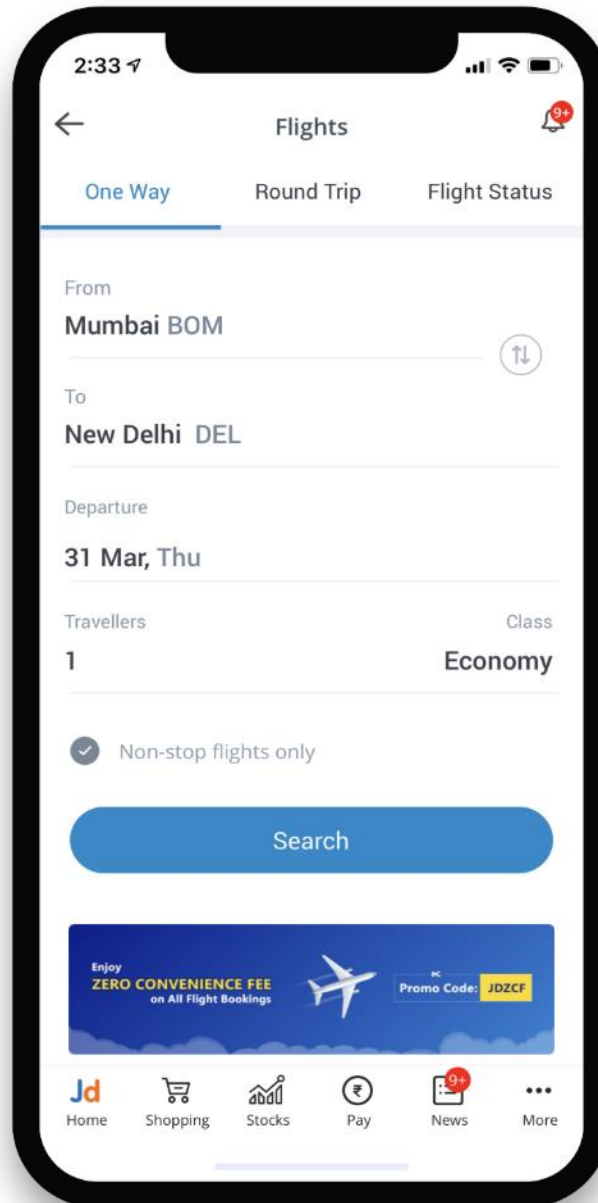
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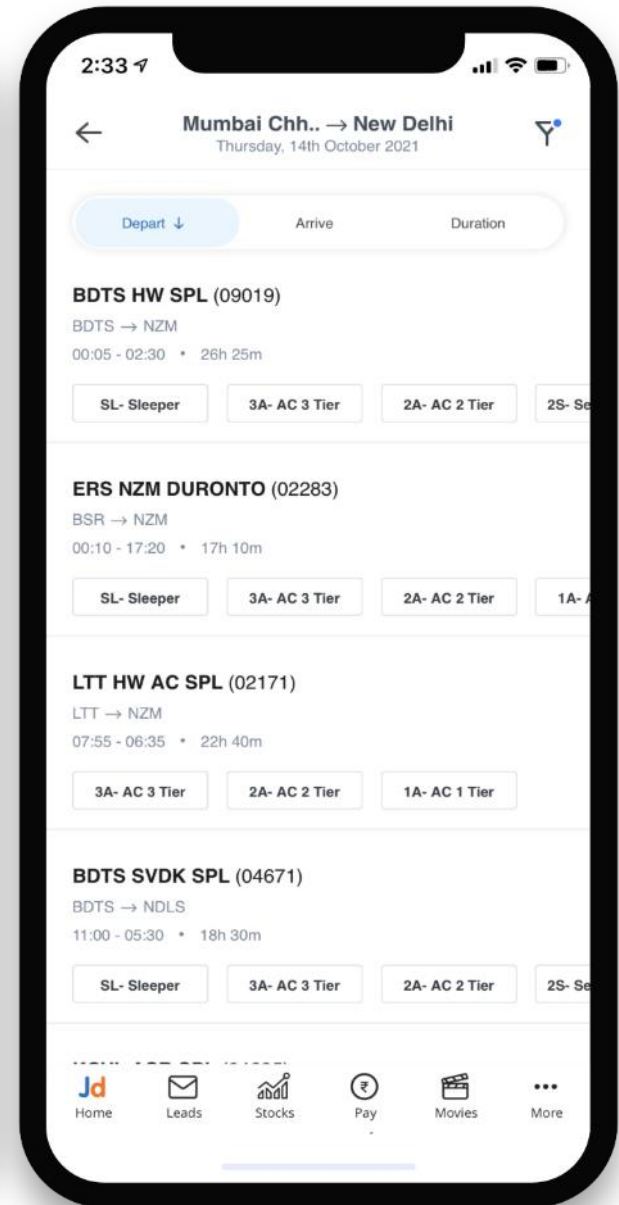
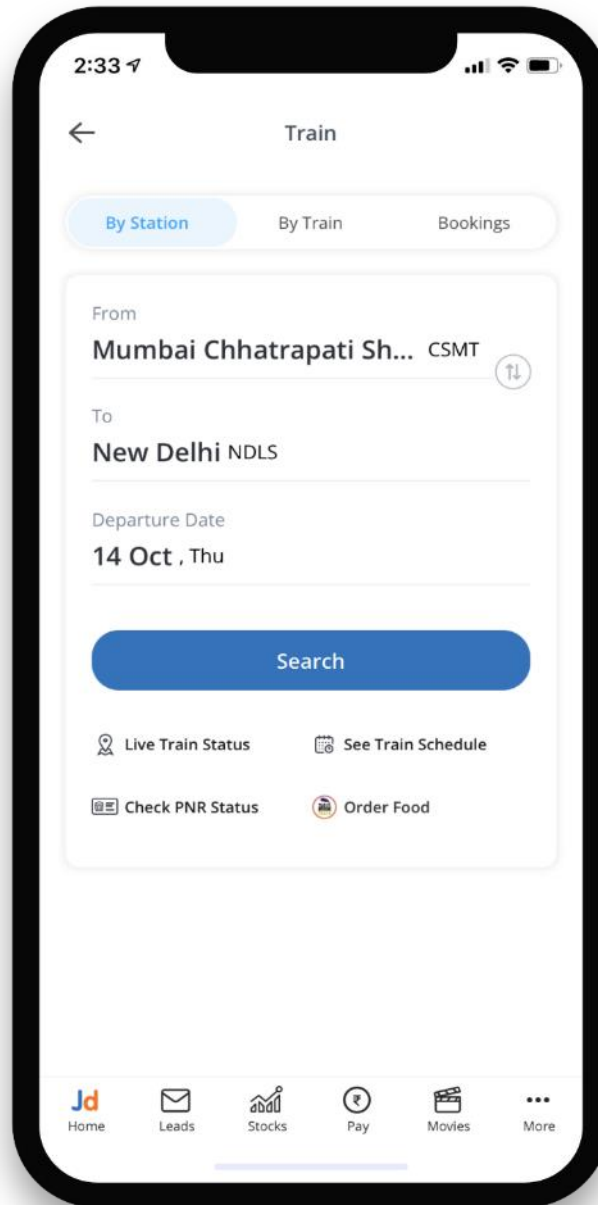
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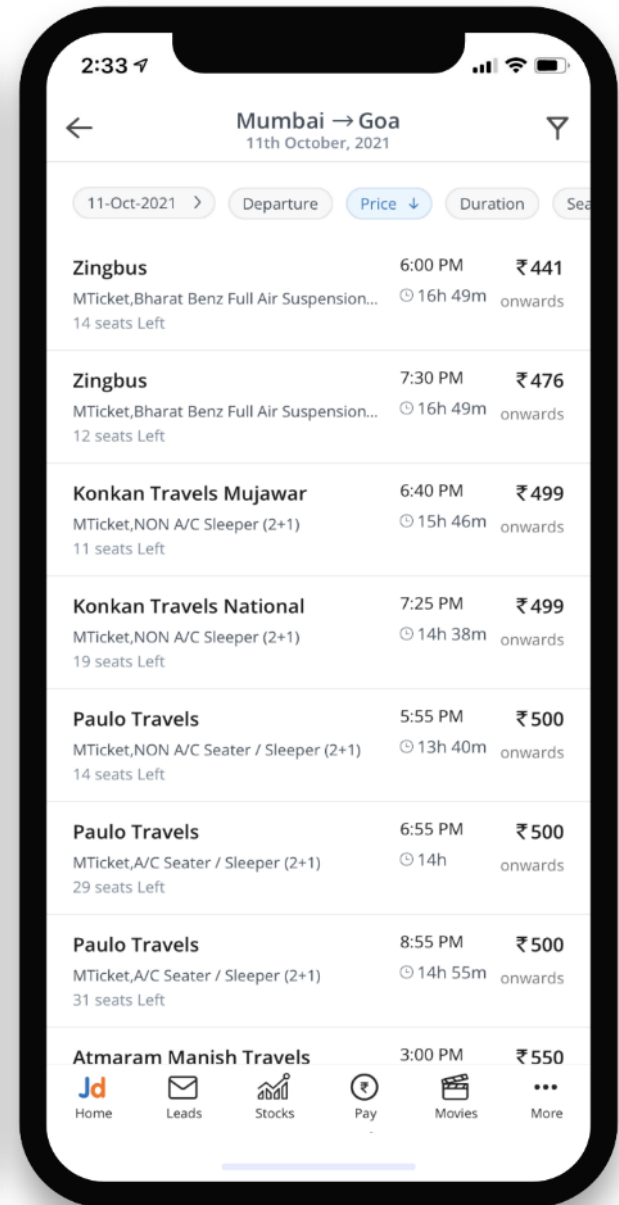
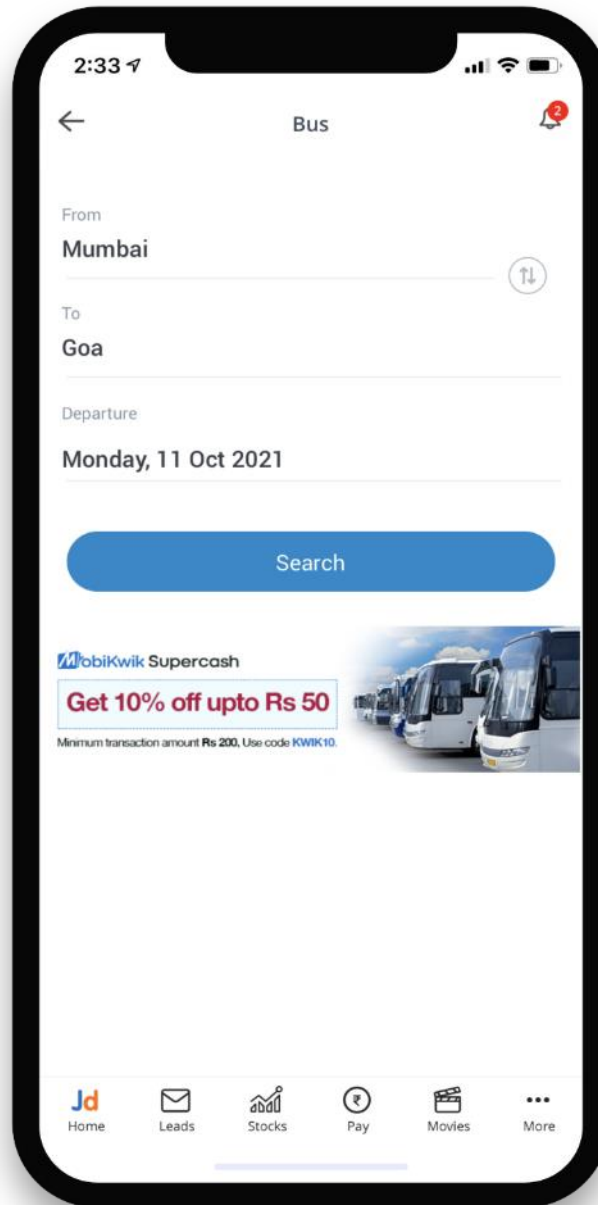
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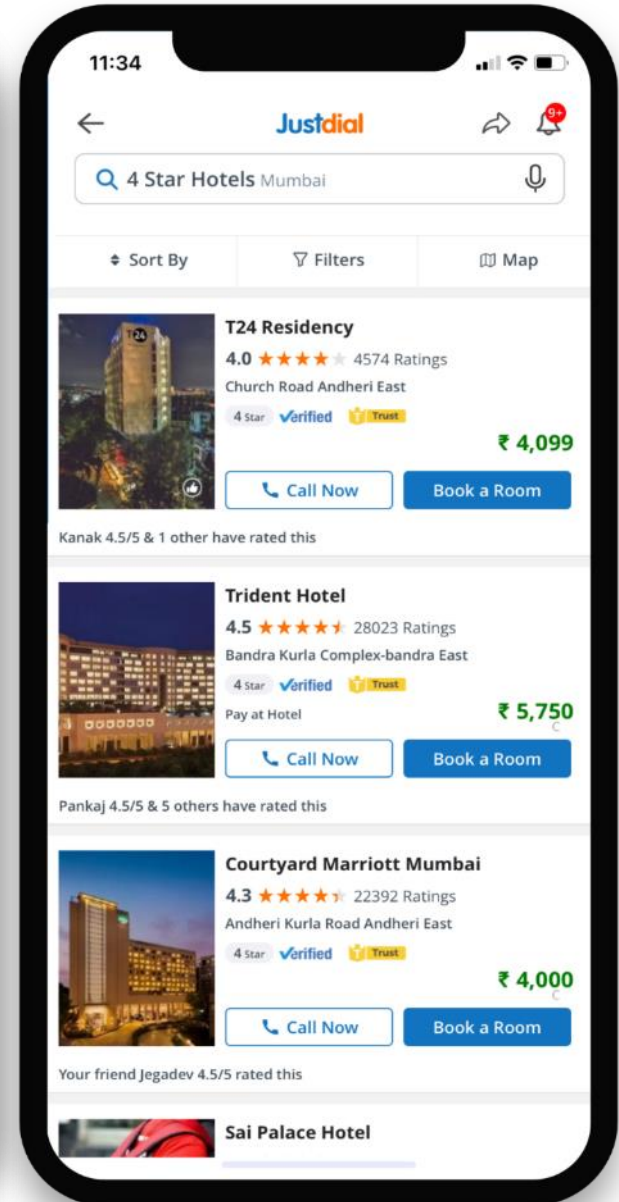
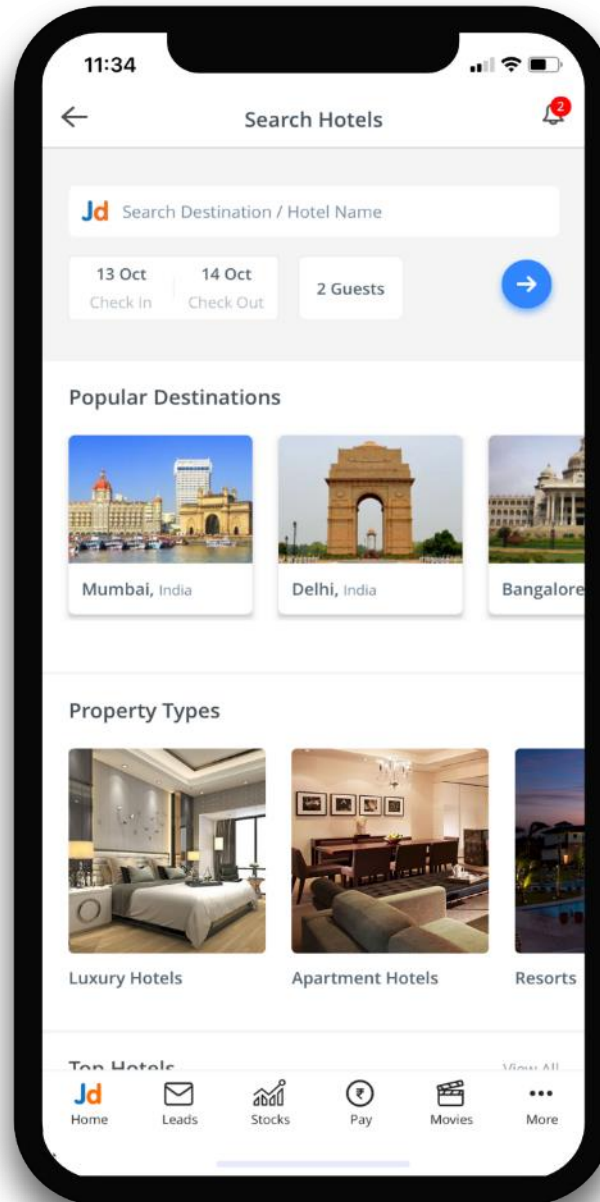
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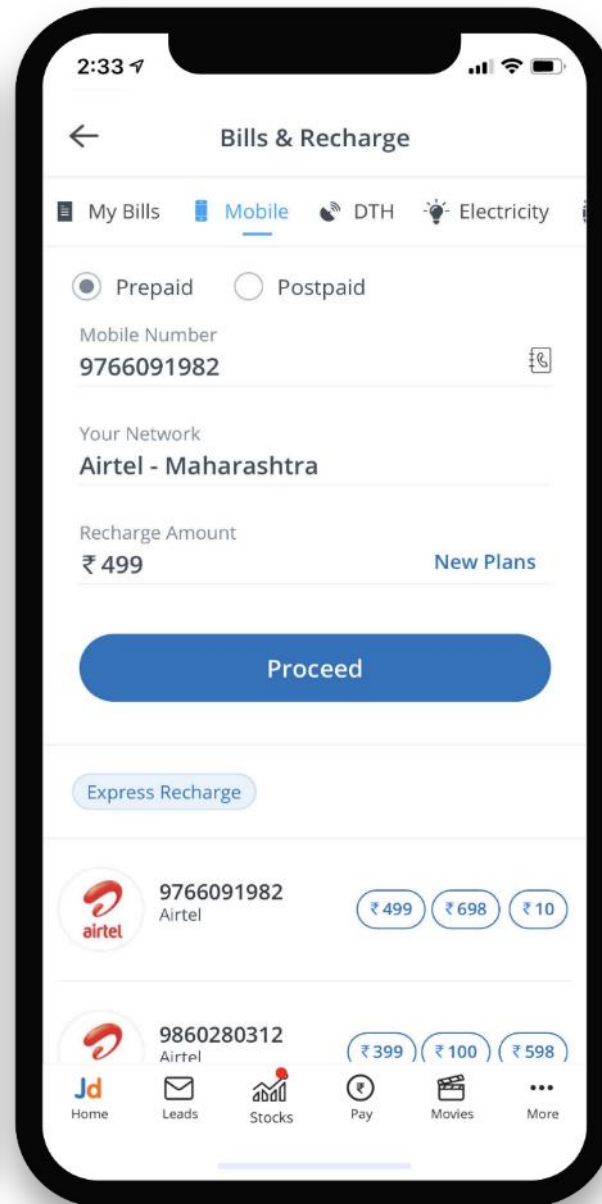
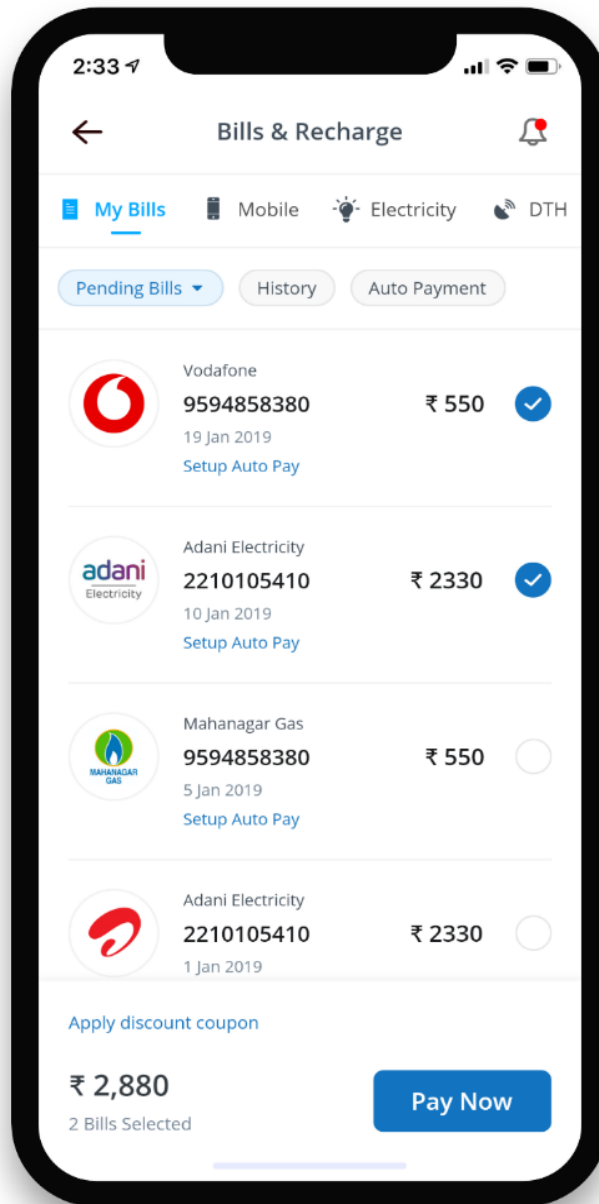
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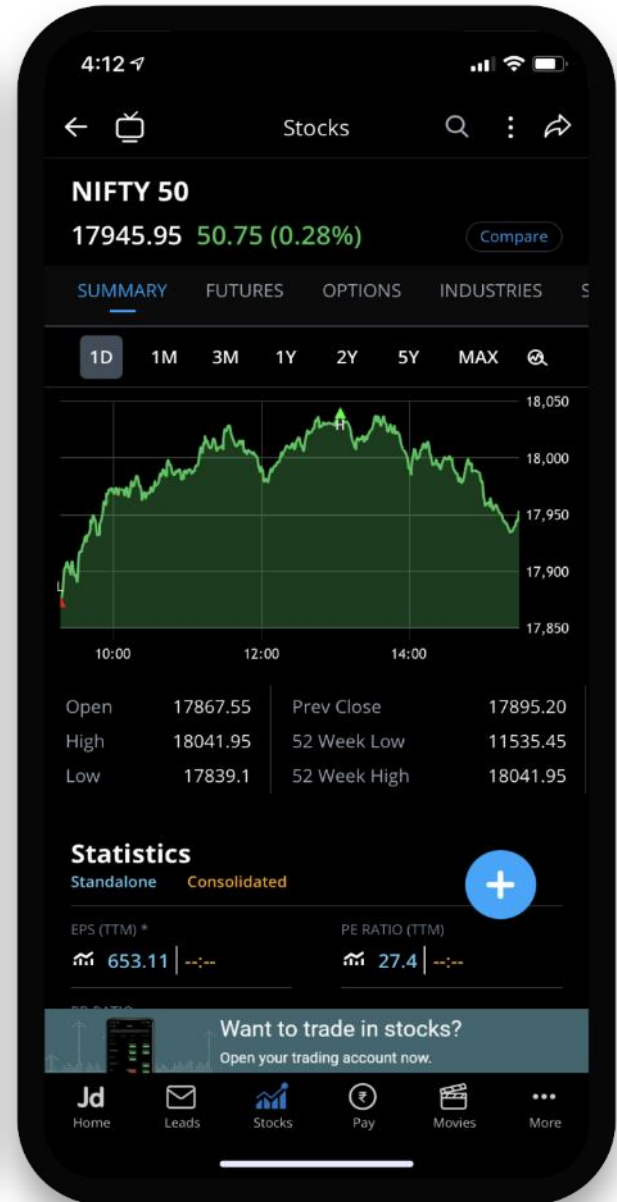
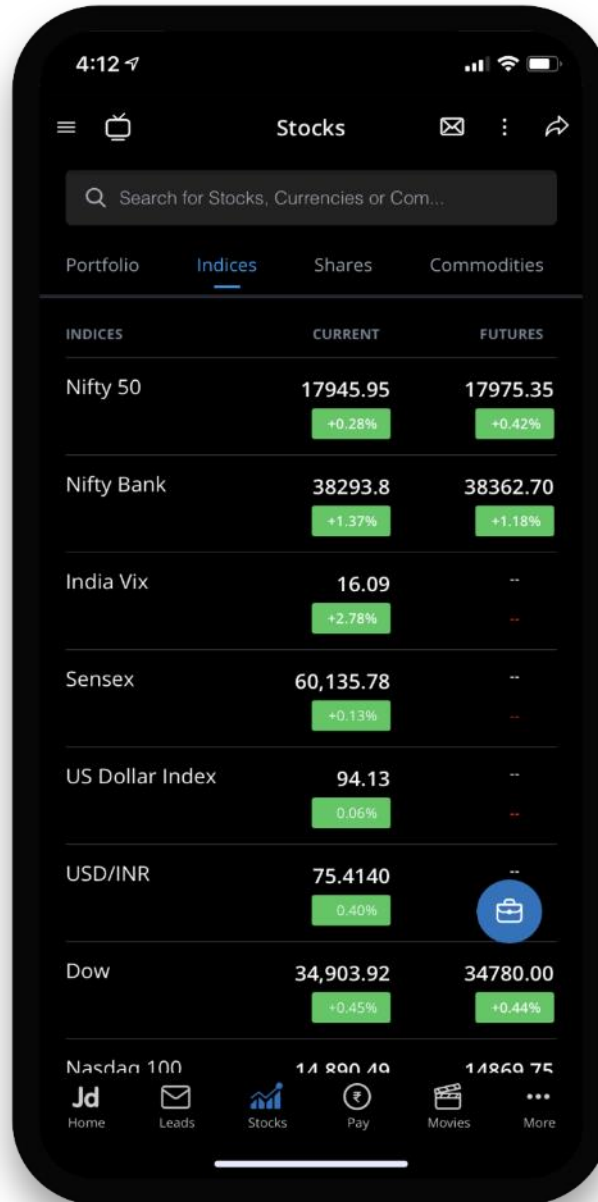
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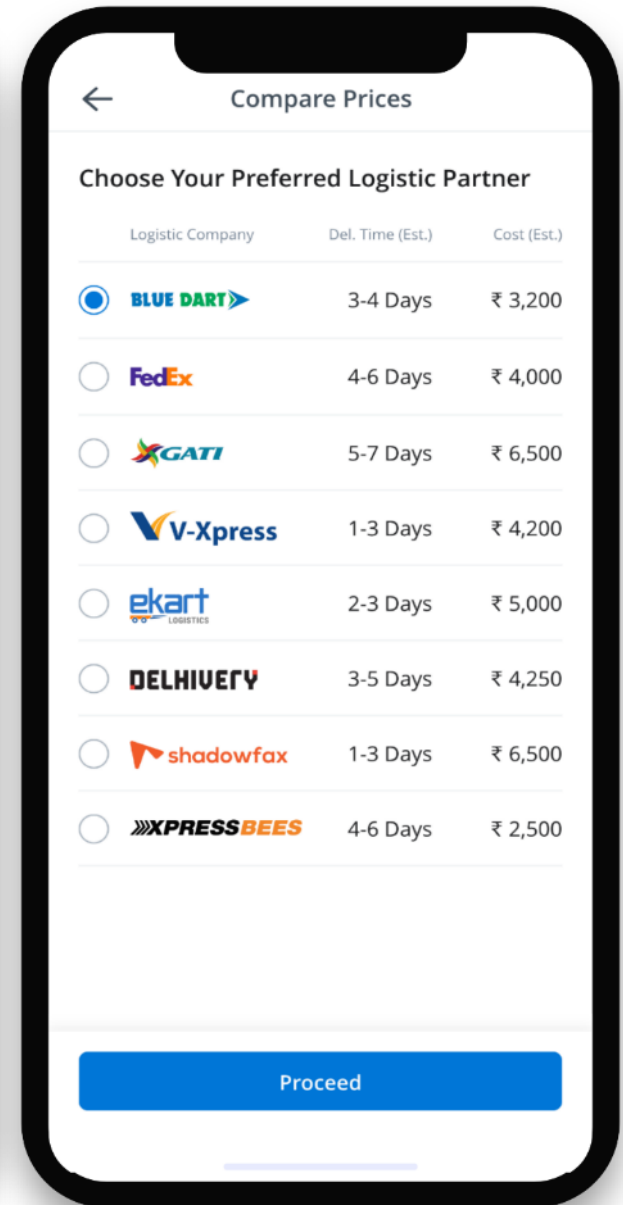
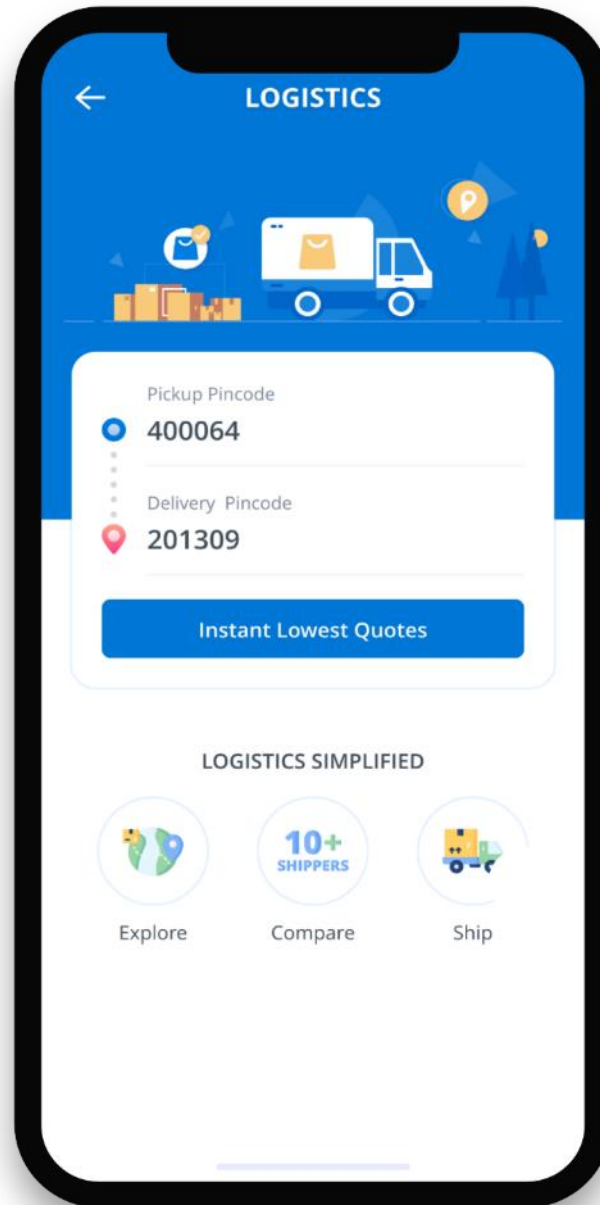
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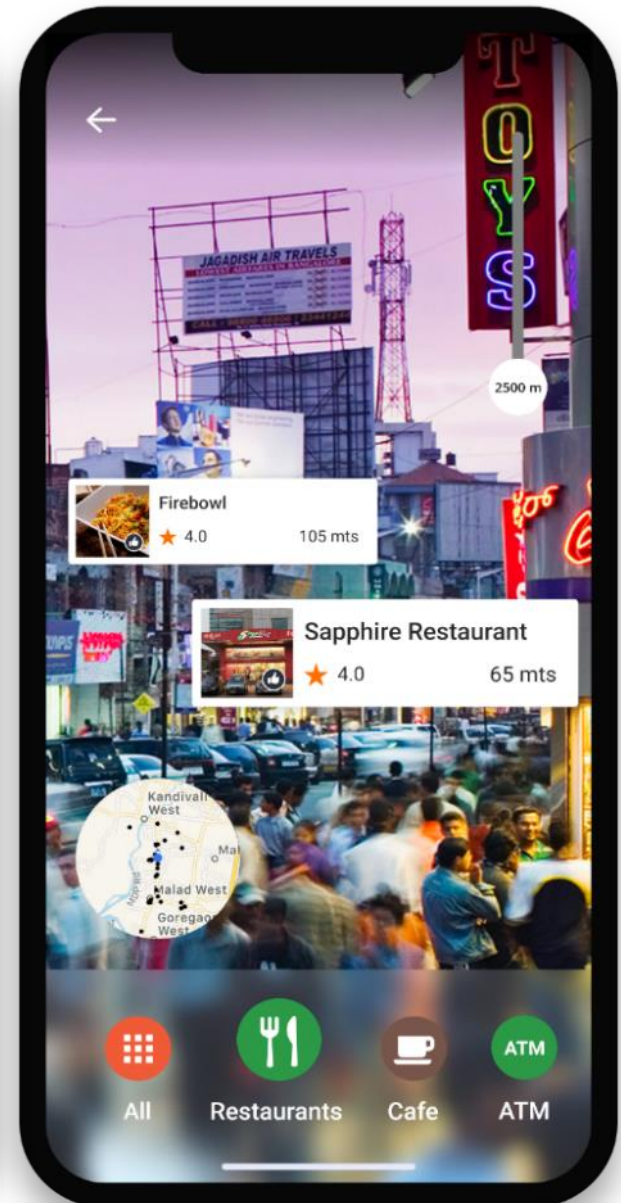
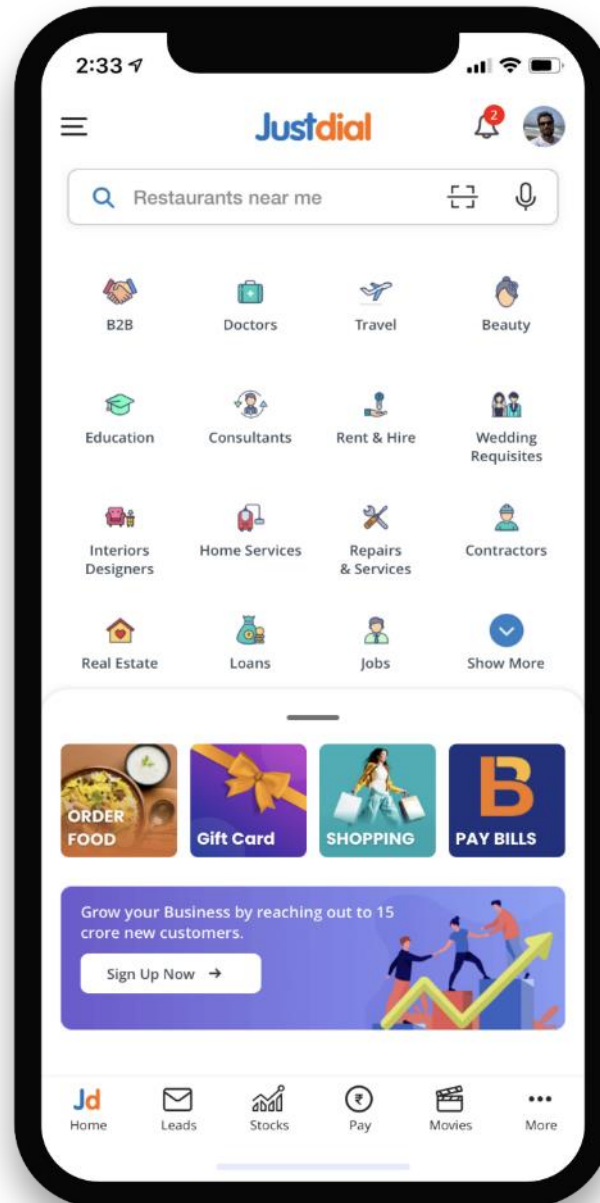
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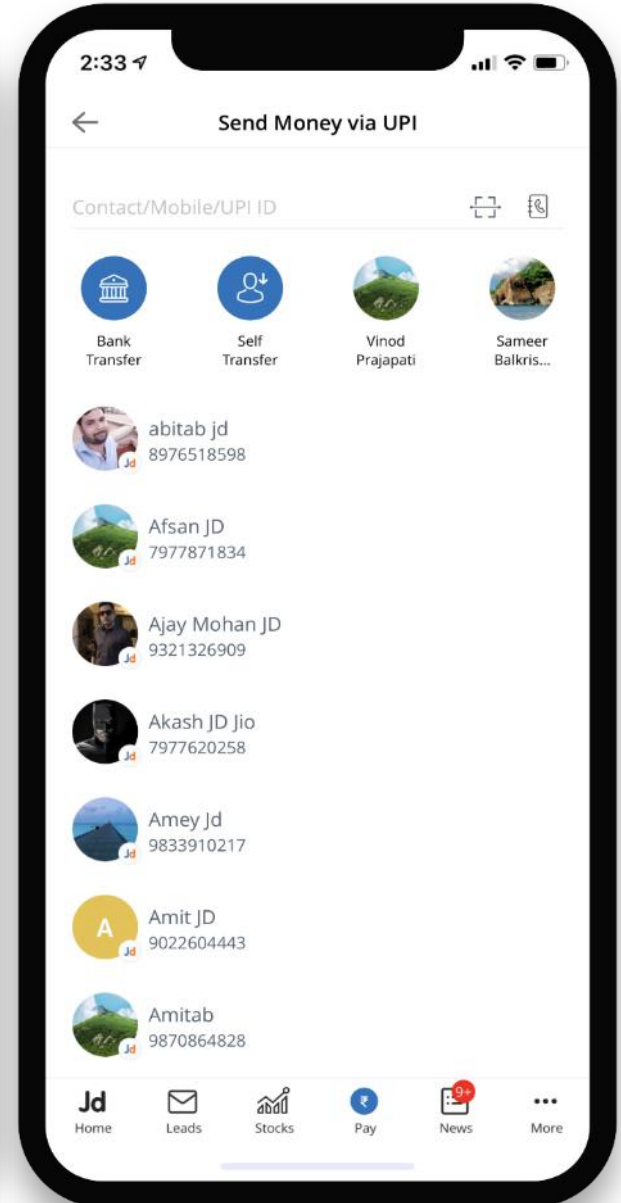
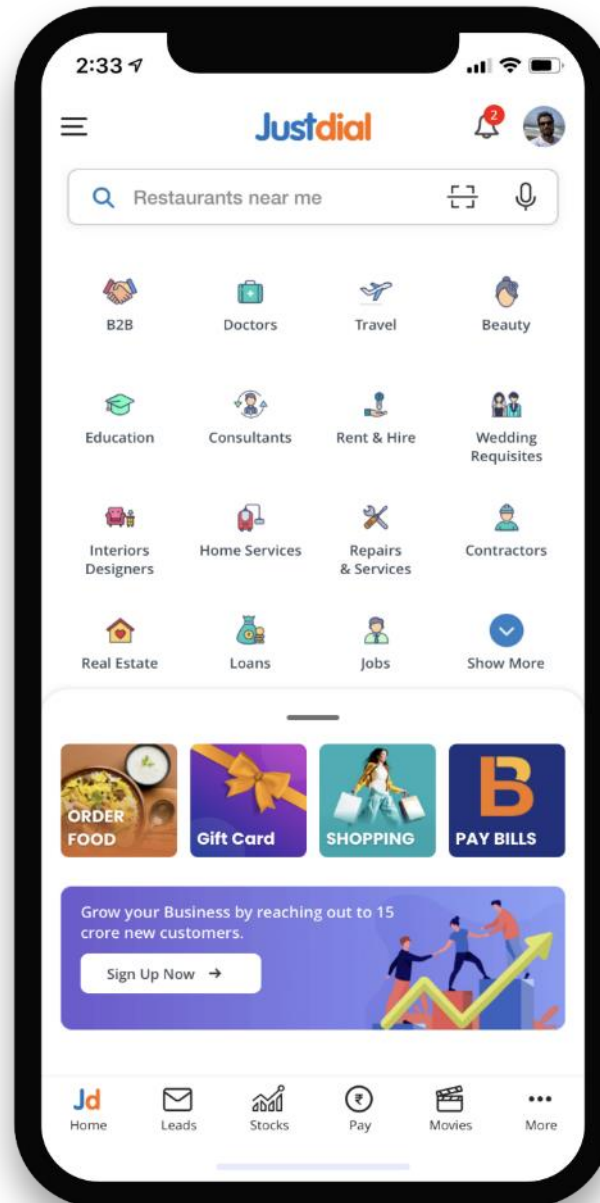
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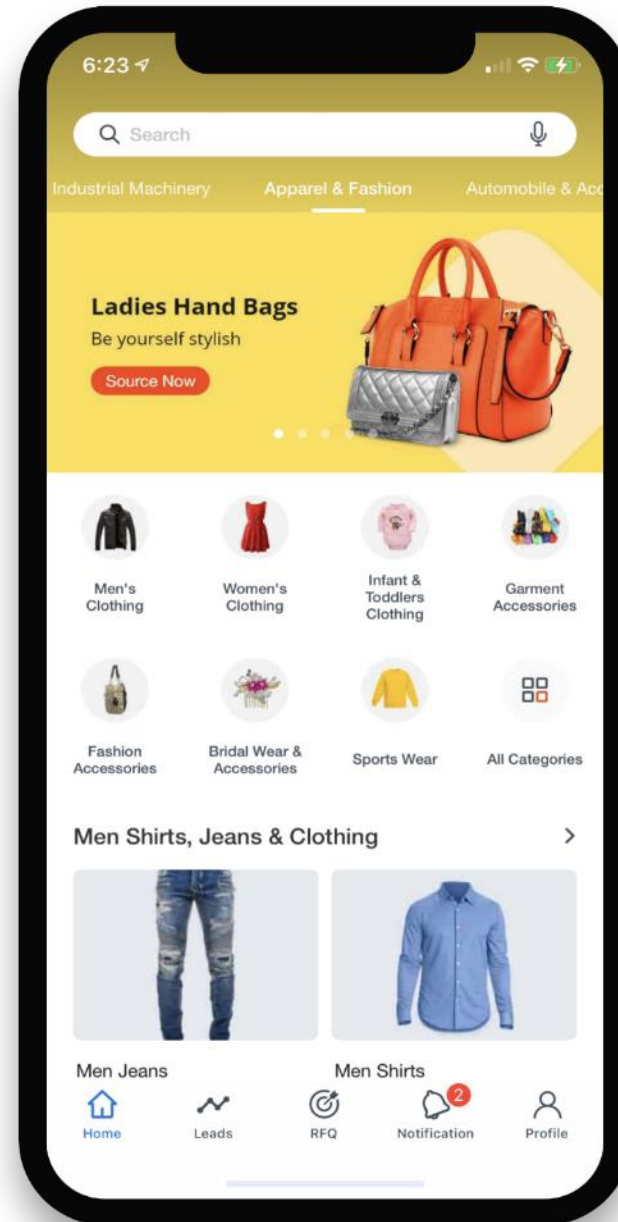
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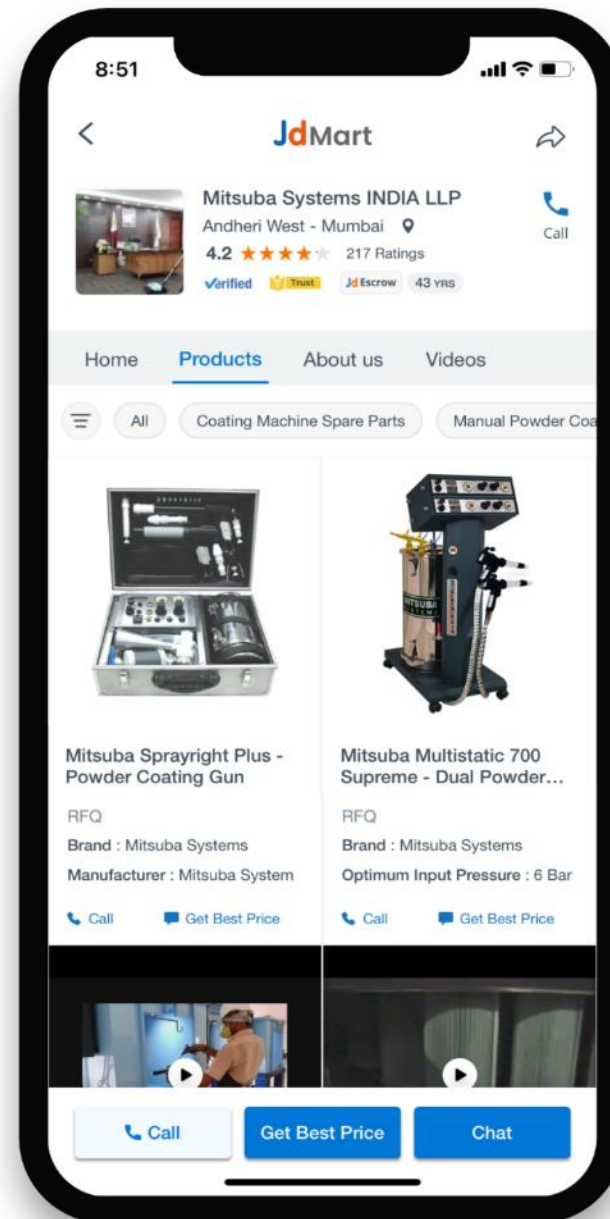
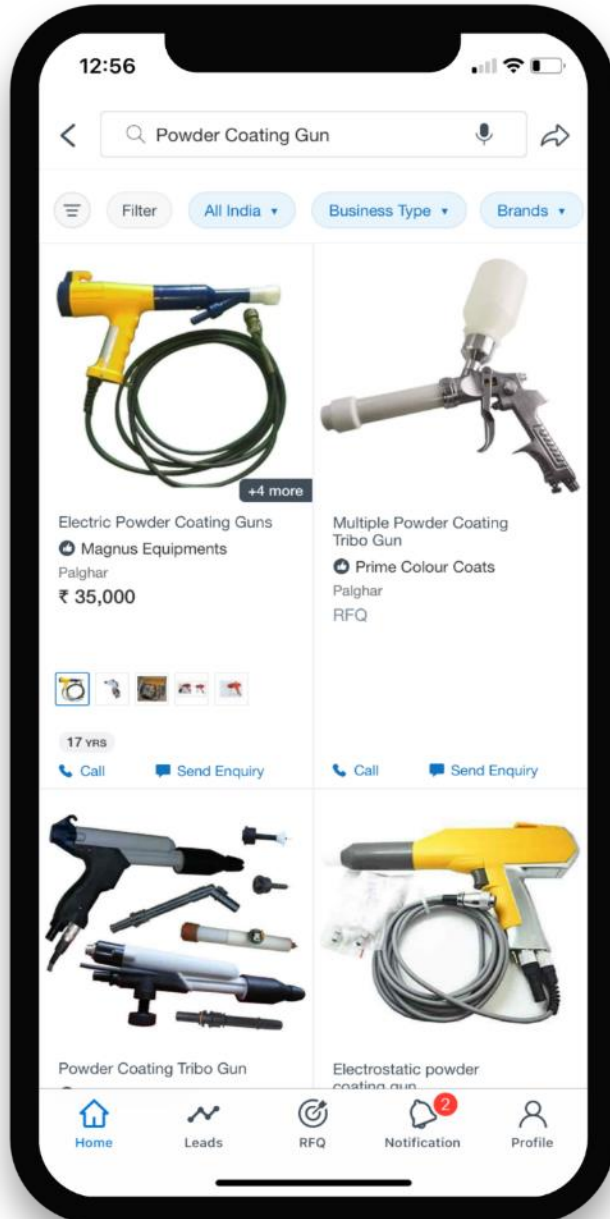


NEW INITIATIVES

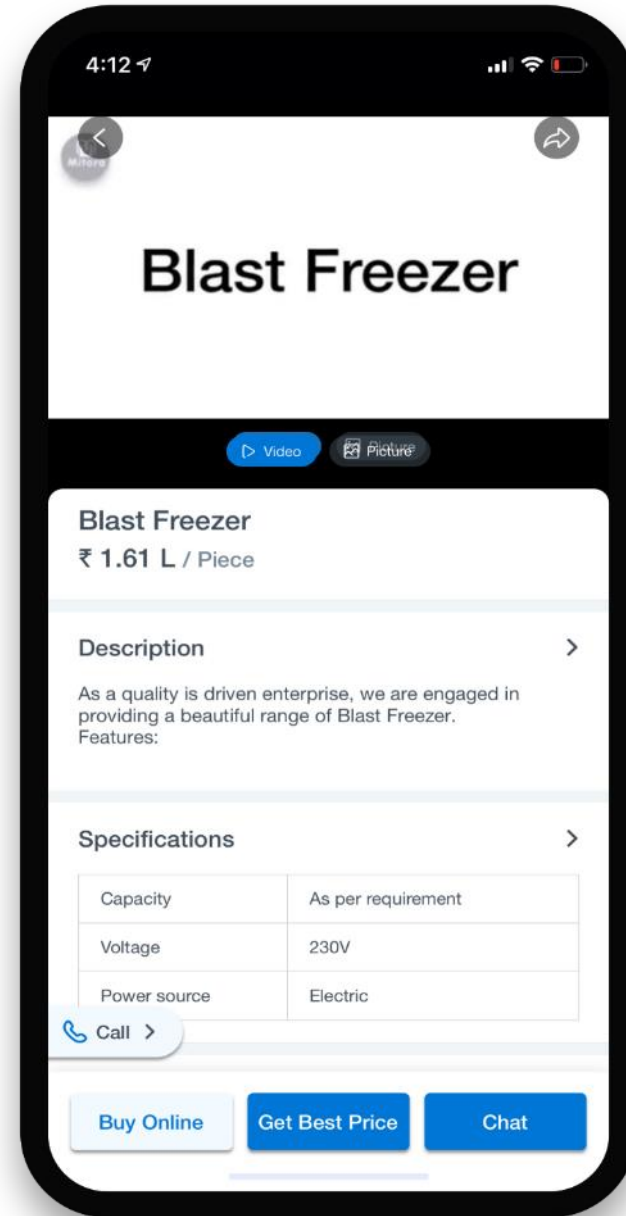
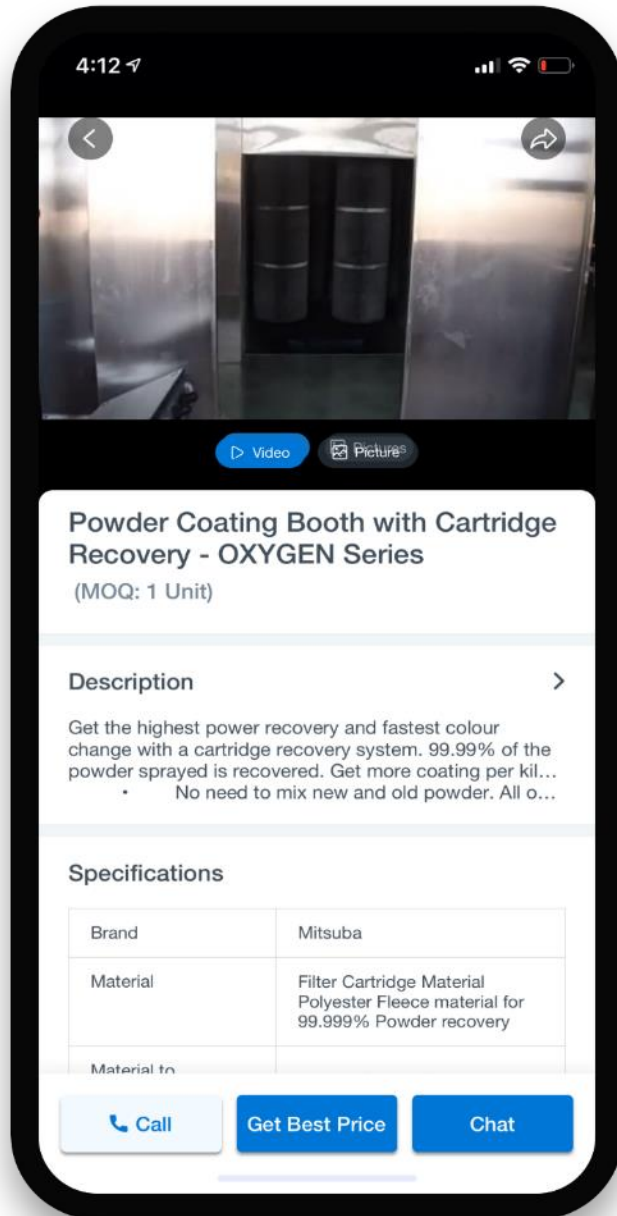
JD Mart – Exclusive B2B Platform, a New Wholesale Experience



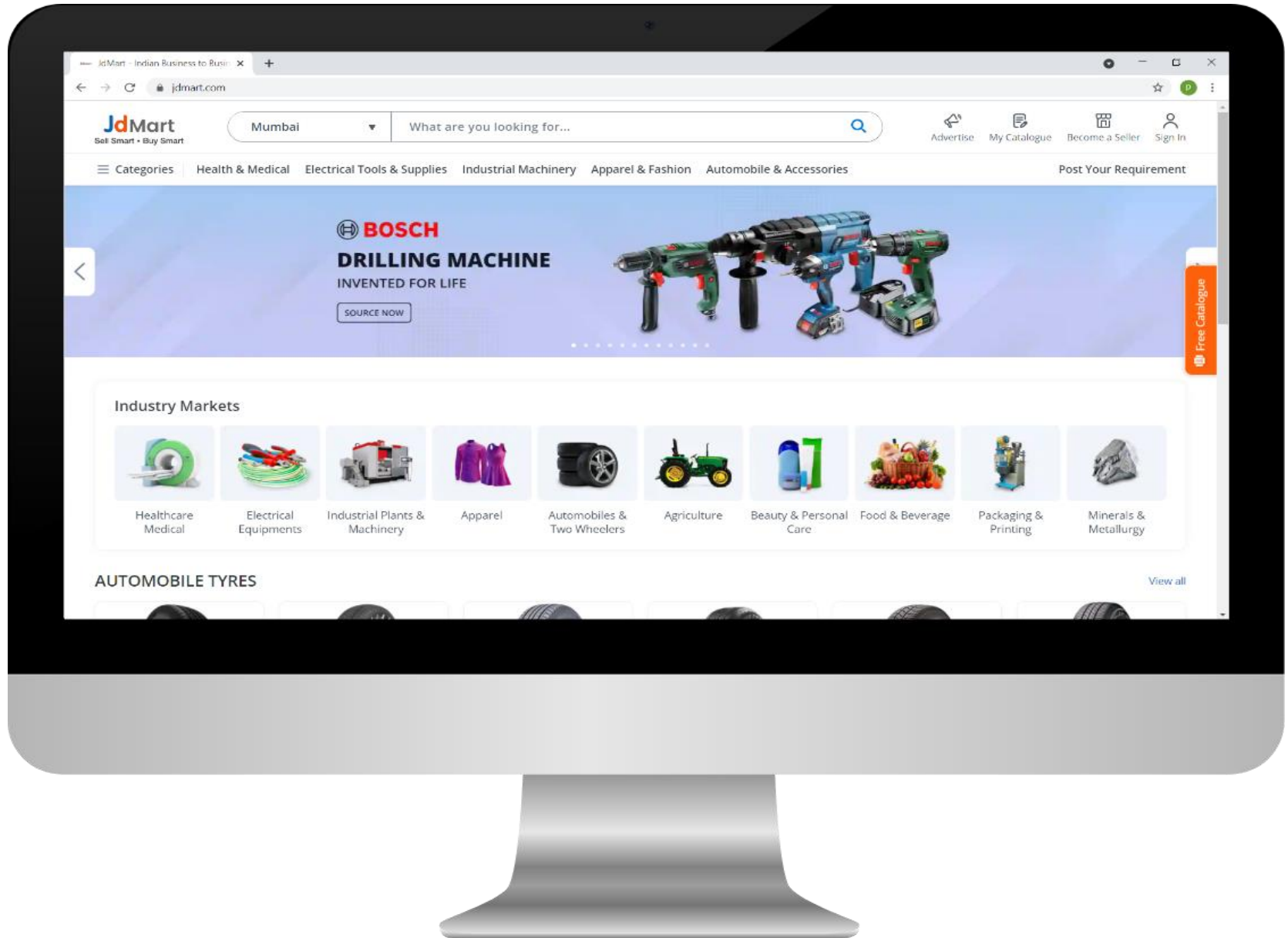
JD Mart – Exclusive B2B Platform, a New Wholesale Experience



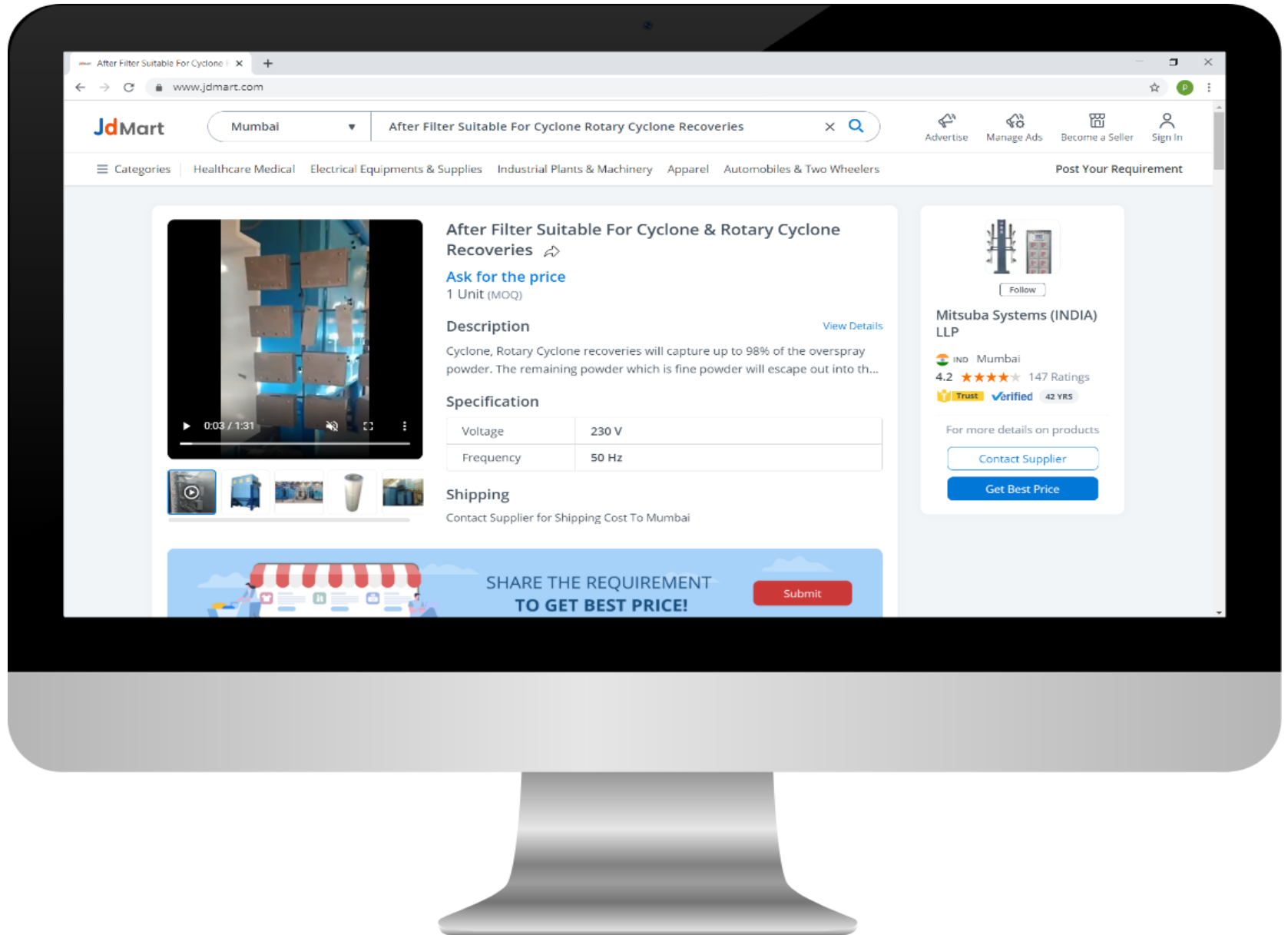
JD Mart – Exclusive B2B Platform, a New Wholesale Experience



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JD Mart – Exclusive B2B Platform, a New Wholesale Experience



JD MART - PRODUCT STACK

Product



Marketplace



Logistics



Lending

Buyers



Retailers



Business



Industrial
Buyers



Turnkey Project
Managers

Explore



Search



Discover



RFQ By
Bulk Upload



RFQ By
Product Name

Search



Auto
Complete



Voice
Search


























Barcode
Scan

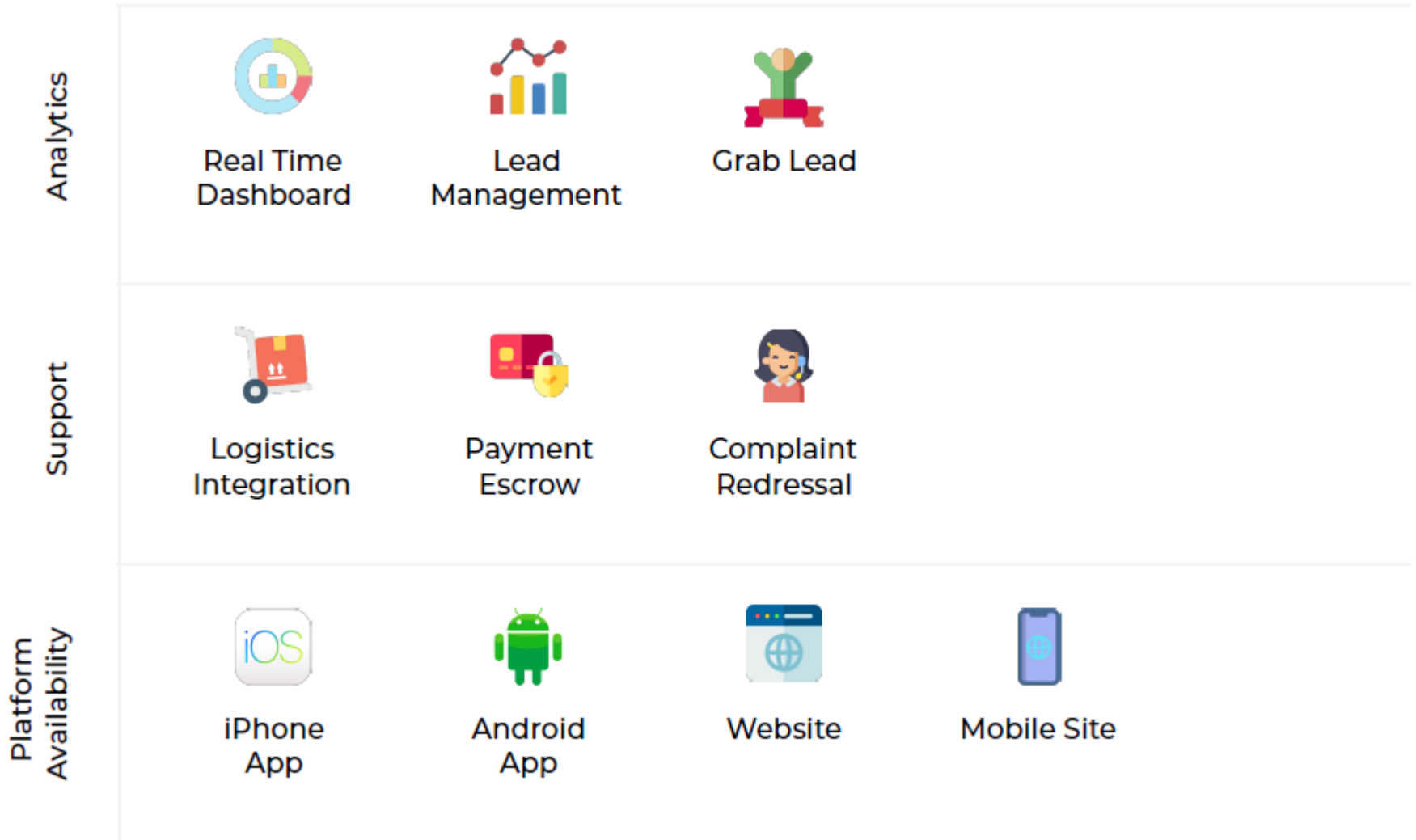


Image
Search

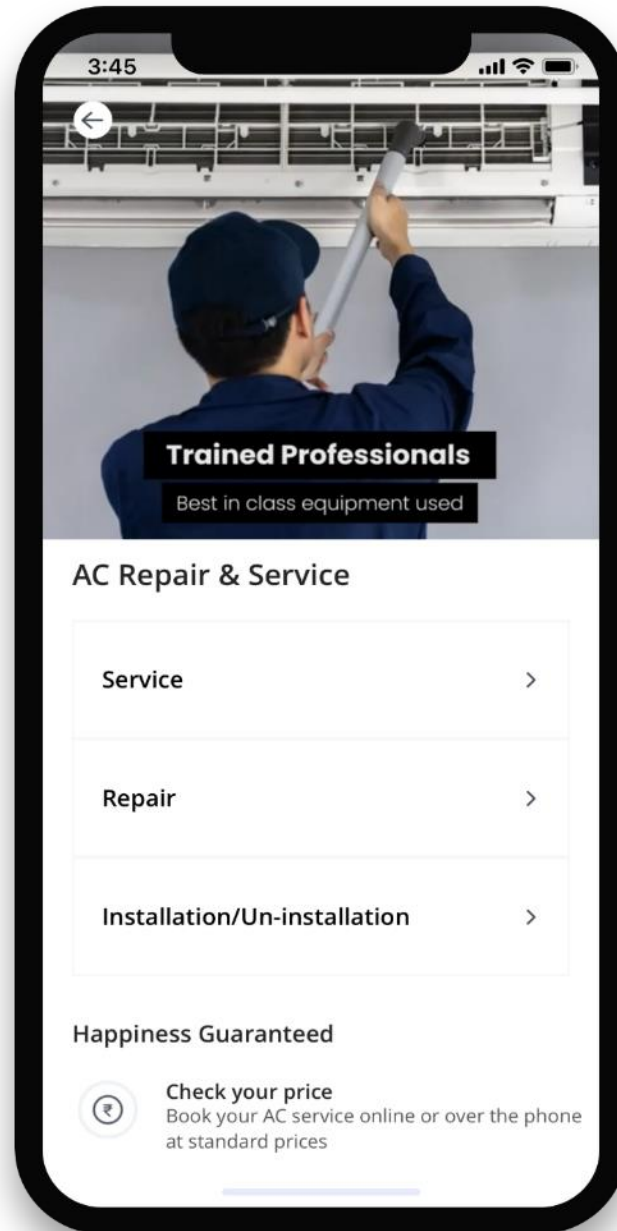
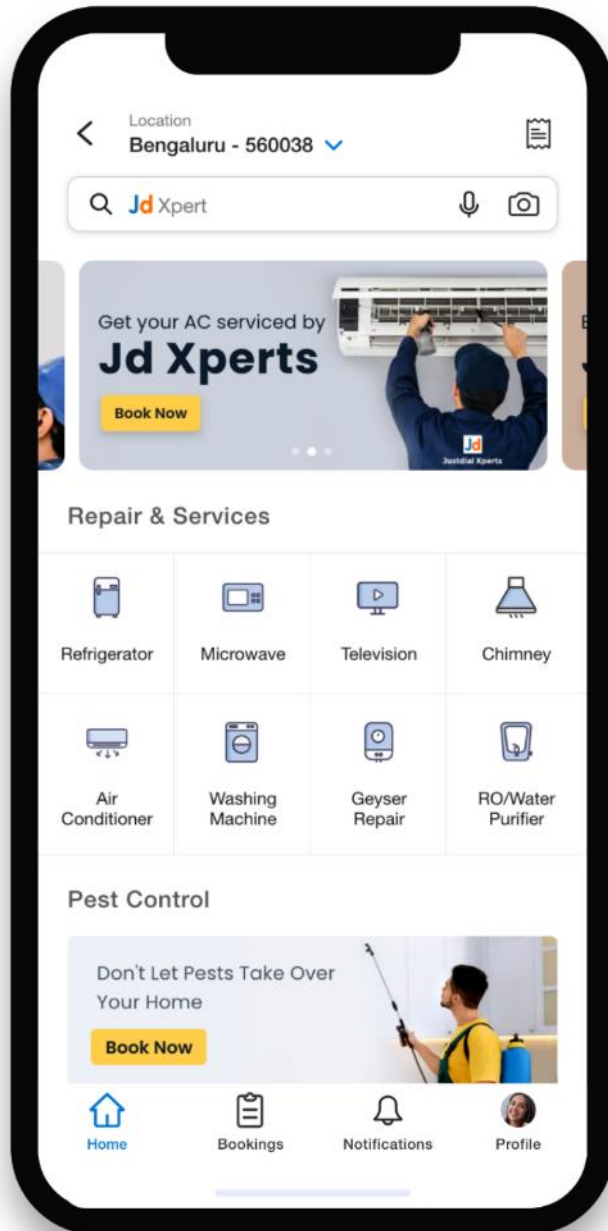
JD MART - PRODUCT STACK

Content	 Product Catalogue	 Images	 Videos	 Specification	 Description	 Price	 MOQ	 Years in Business
Transact	 RFQ	 Buy Online	 Send Enquiry	 Call	 Chat	 Reverse Auction	 Web & App Notification	
Protection & Certification	 Jd Pay Escrow	 Verified	 Trust	 Trade Assurance				
Seller Tools	 Catalogue Management (Mobile & Desktop)		 Real Time Lead Management		 Manage RFQ		 Chat With Buyers	

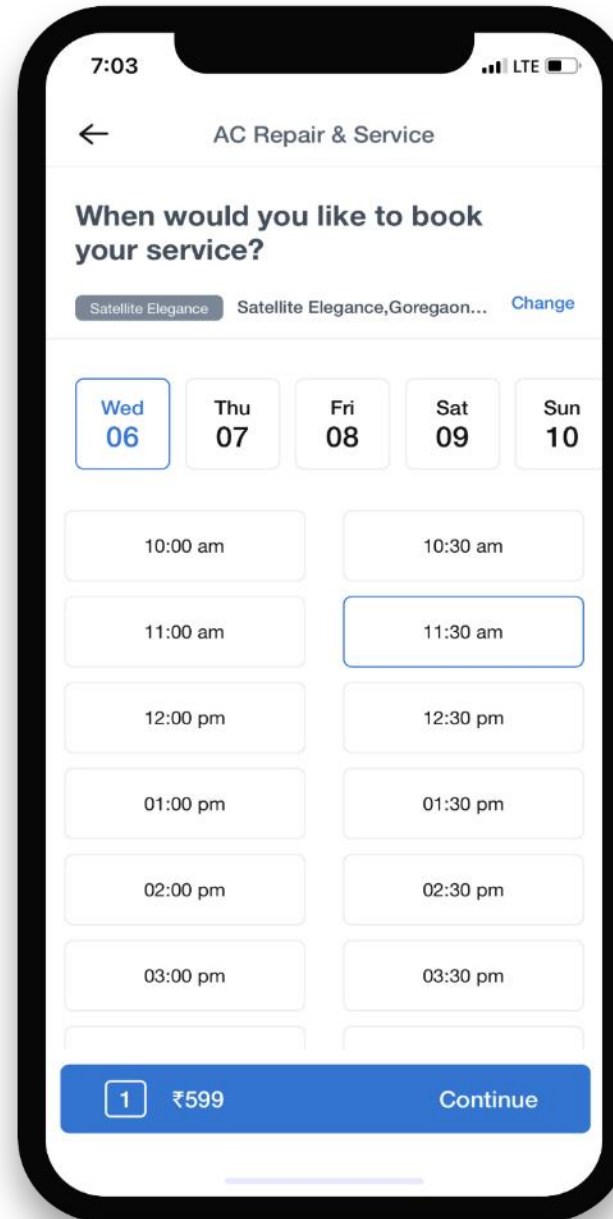
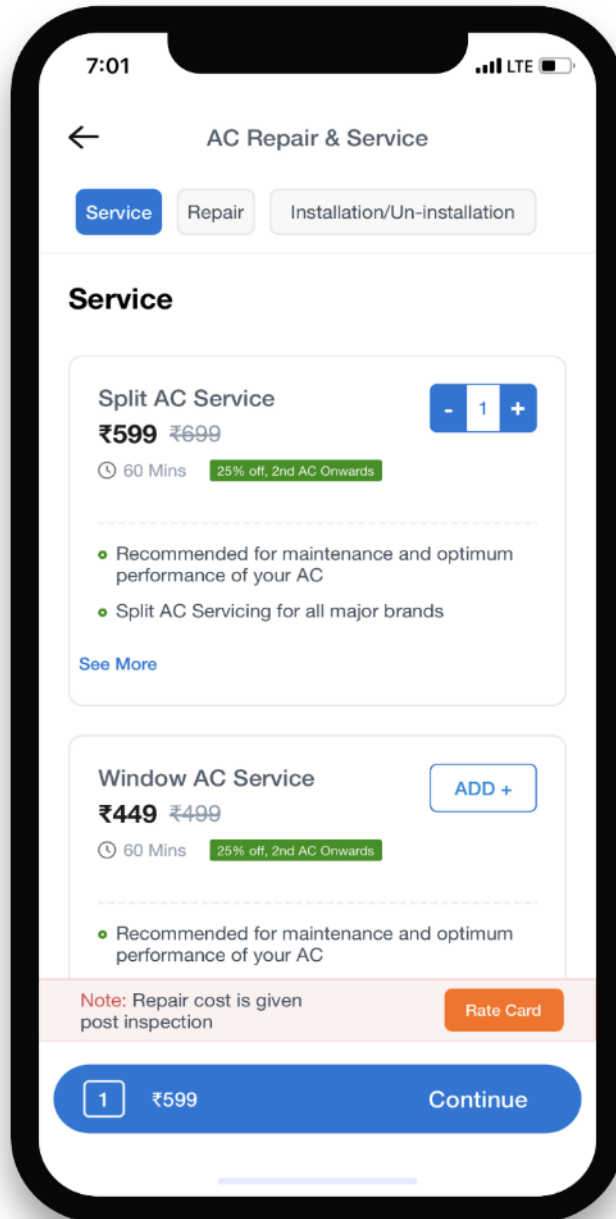
JD MART - PRODUCT STACK



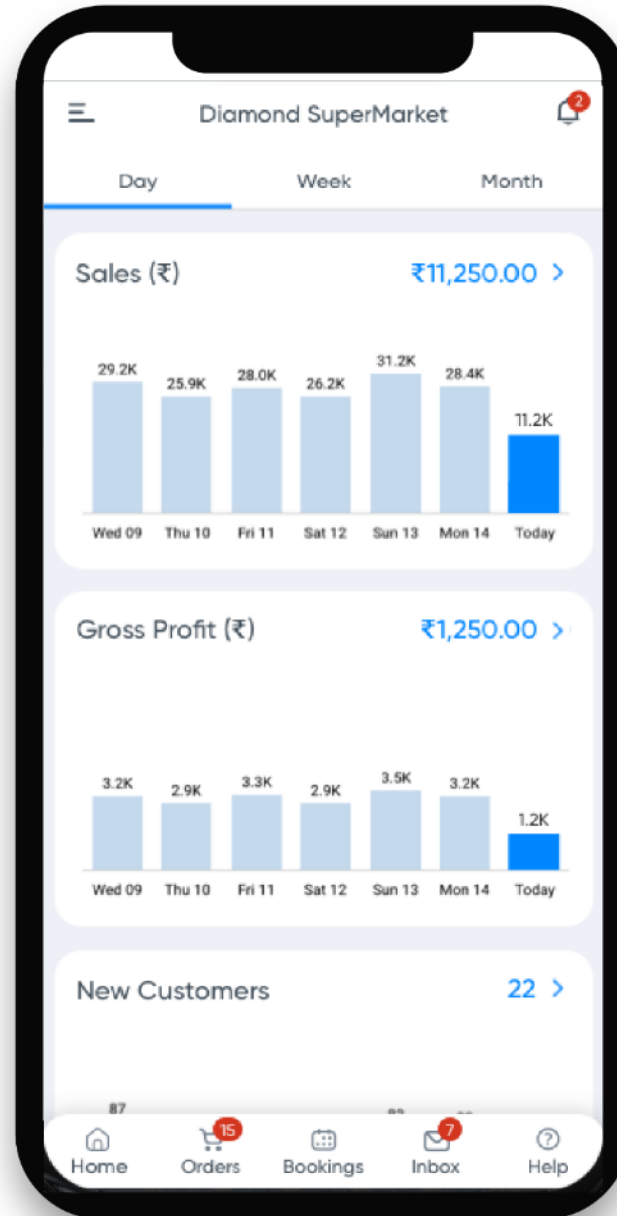
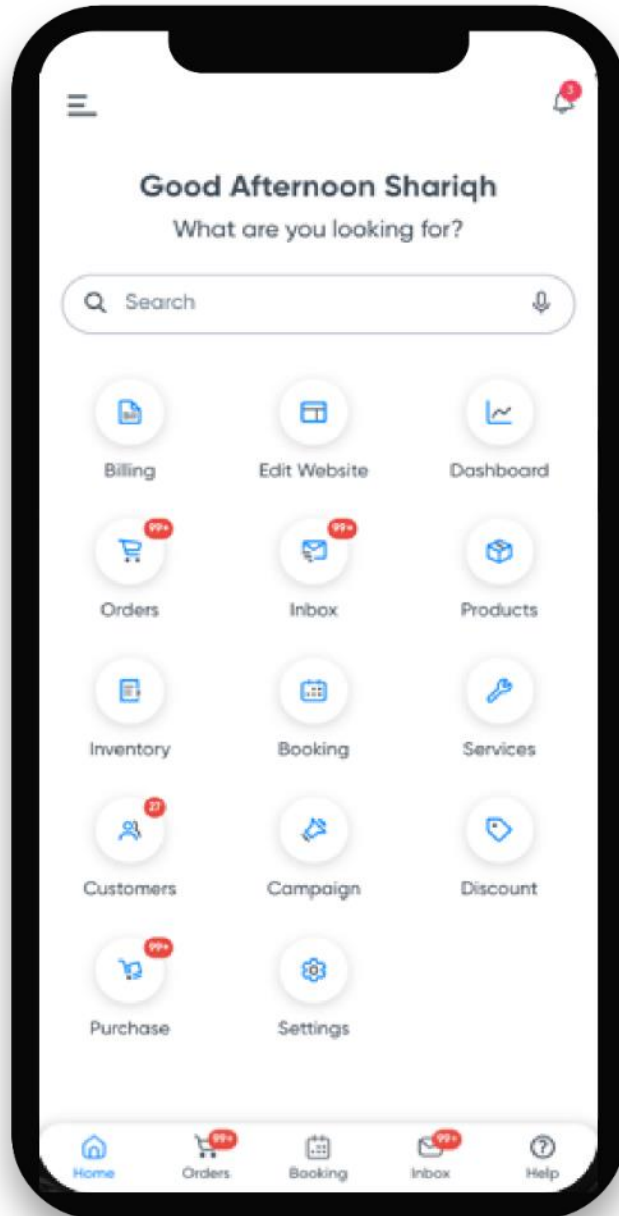
JD XPERTS – ONE STOP SOLUTION FOR ON-DEMAND SERVICES



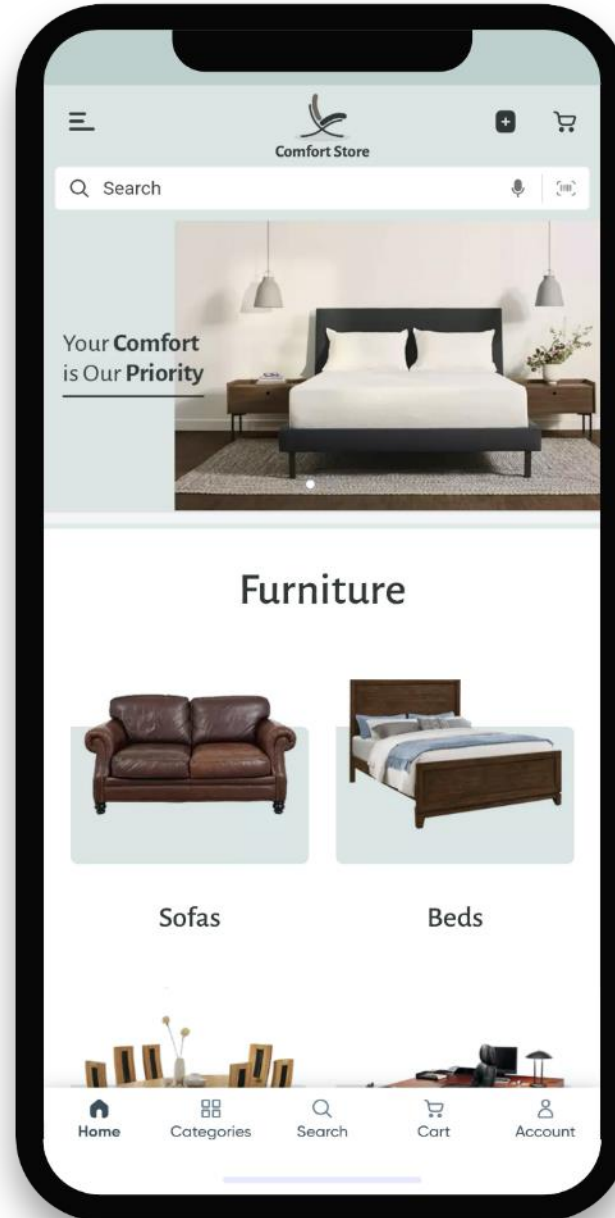
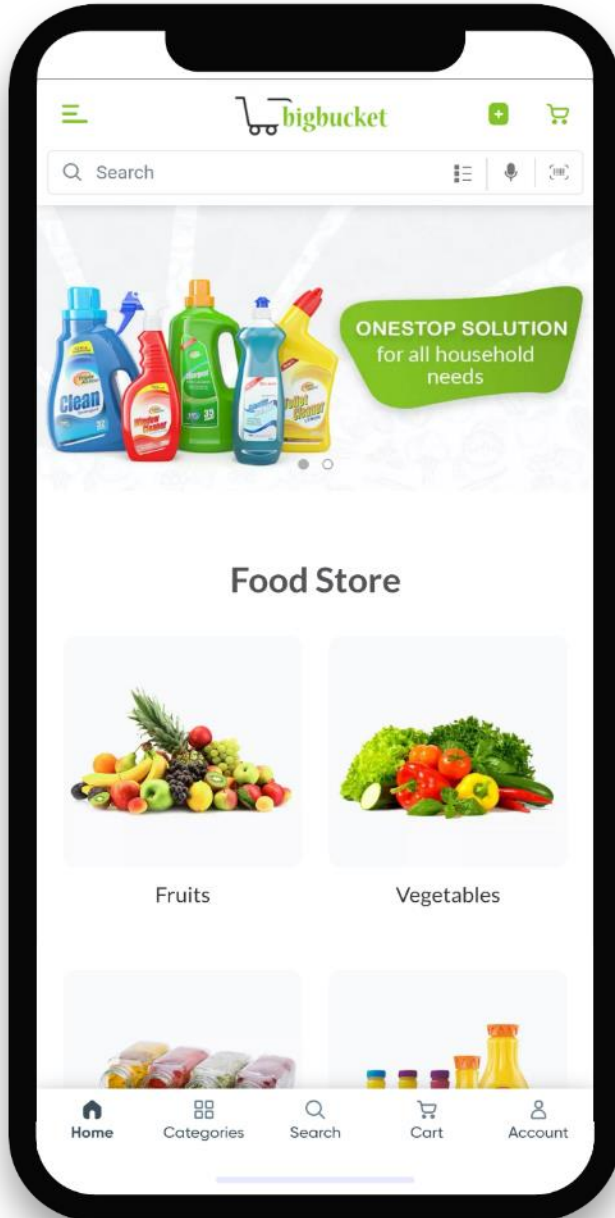
JD XPERTS – ONE STOP SOLUTION FOR ON-DEMAND SERVICES



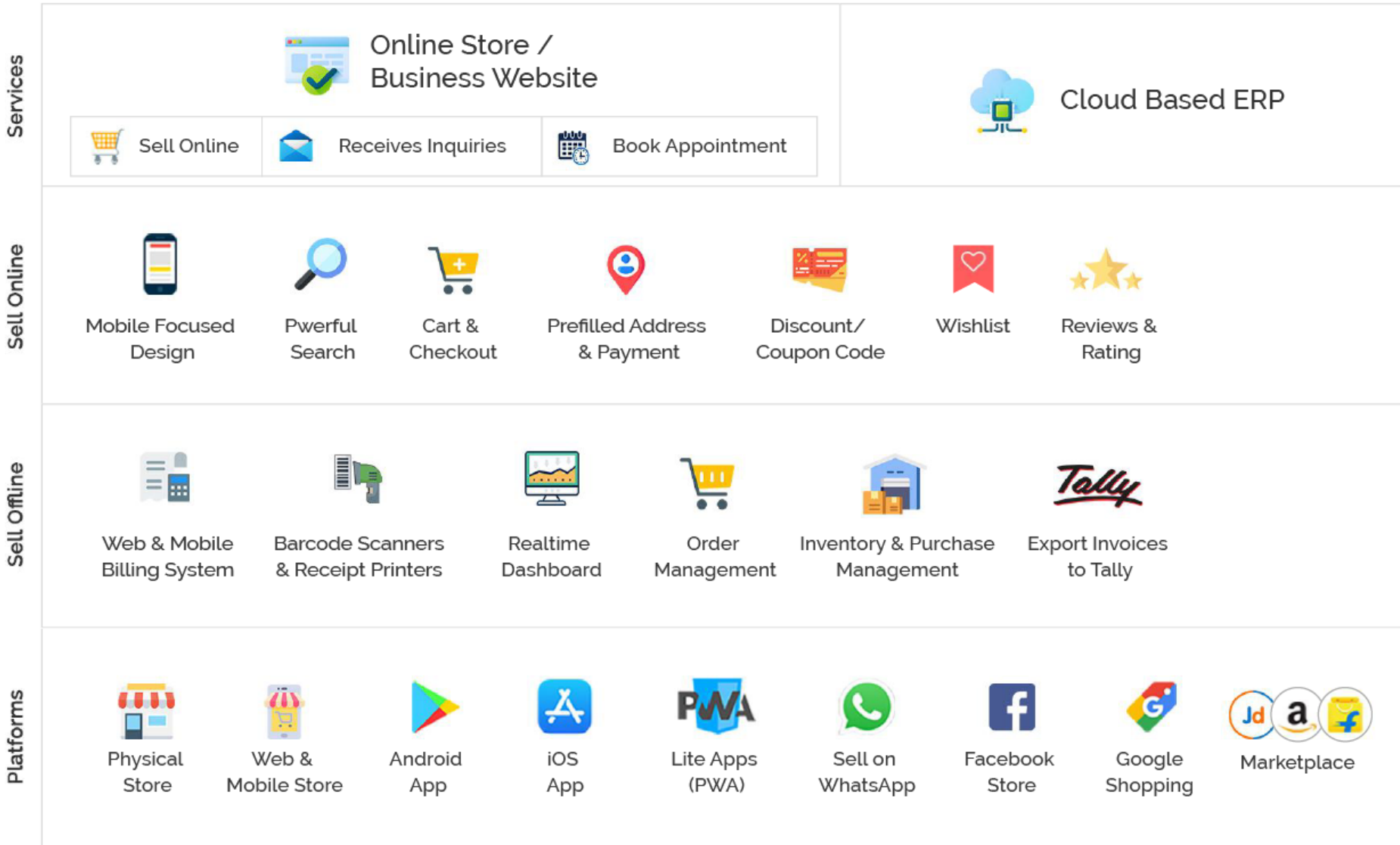
JD Omni – Cloud-Hosted Solution for Digitalizing Businesses



JD Omni – Cloud-Hosted Solution for Digitalizing Businesses



JD OMNI – PRODUCT STACK



JD OMNI – PRODUCT STACK

Product
Cataloguing



Bulk Upload
CSV



Add Products
via Barcode



16 Million Product
Catalogue Library



Create Custom
Product

Payments



Jd Pay



UPI



Credit
Debit Card



Wallets



Net
Banking



COD



Send Online
Payment Links



Store Credit
(Khata)

Fulfilment



Shipyaari
(Couries Aggregator)



Swiggy
Genie Integration



Dunzo
Hyperlocal



Local
Delivery Boy



Buy Online,
Pickup in Store

Communication



WhatsApp



Email



SMS



App
Notification



Browser
Notification



Chat



FINANCIAL OVERVIEW

EFFICIENT & PROFITABLE BUSINESS MODEL

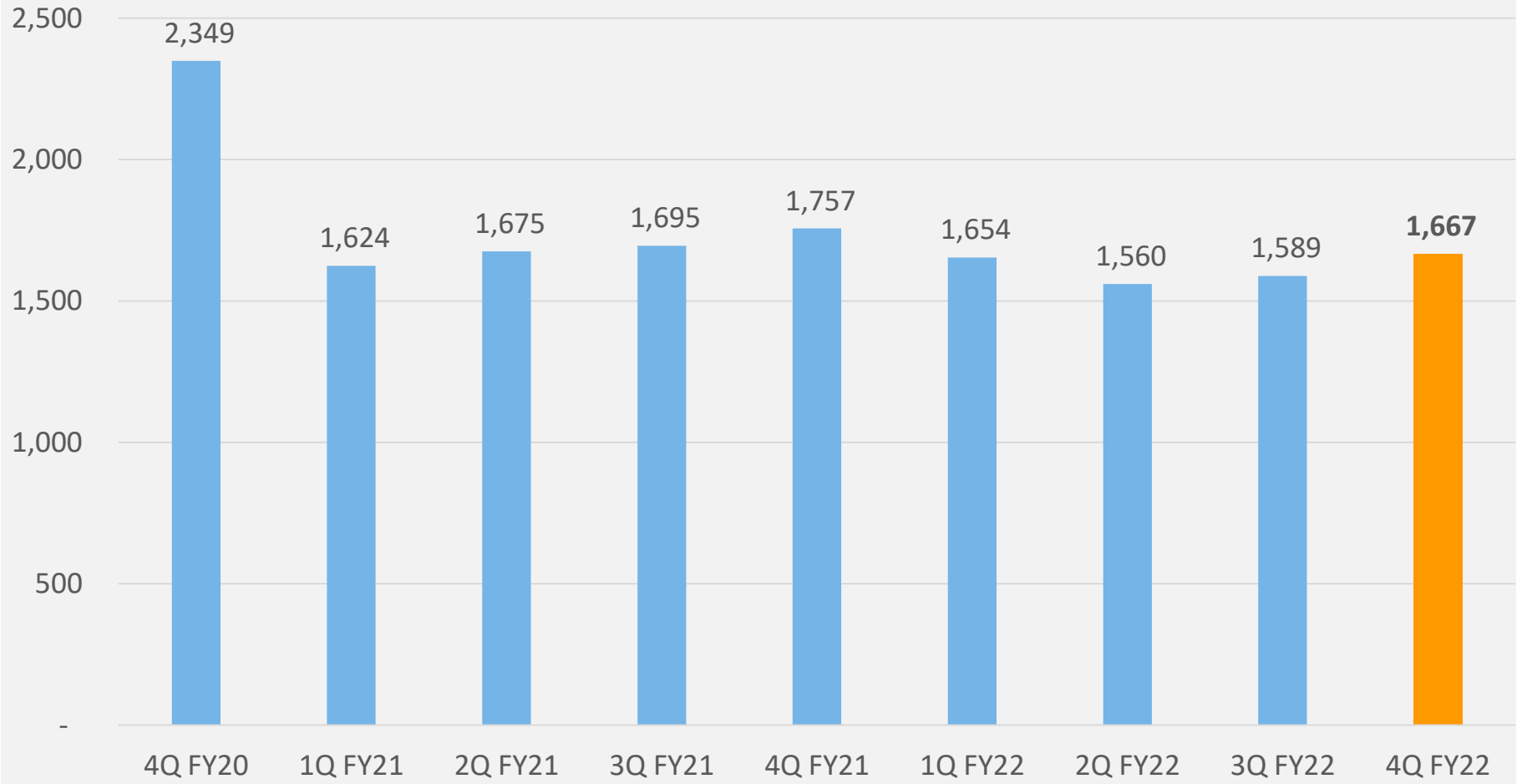
- Paid Advertisers pay a fixed fee to run searched advertising campaigns for their businesses on Justdial's platforms
- Various premium & non-premium listing packages available which determine placements in search results
- Multiple factors determine pricing, such as business categories of advertiser, 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 4,566 employees in tele-sales, 1,608 feet-on-street (marketing), and 3,996 feet-on-street (Cold Calling & Others) as on Q4 FY22



KEY
BUSINESS
ATTRIBUTES

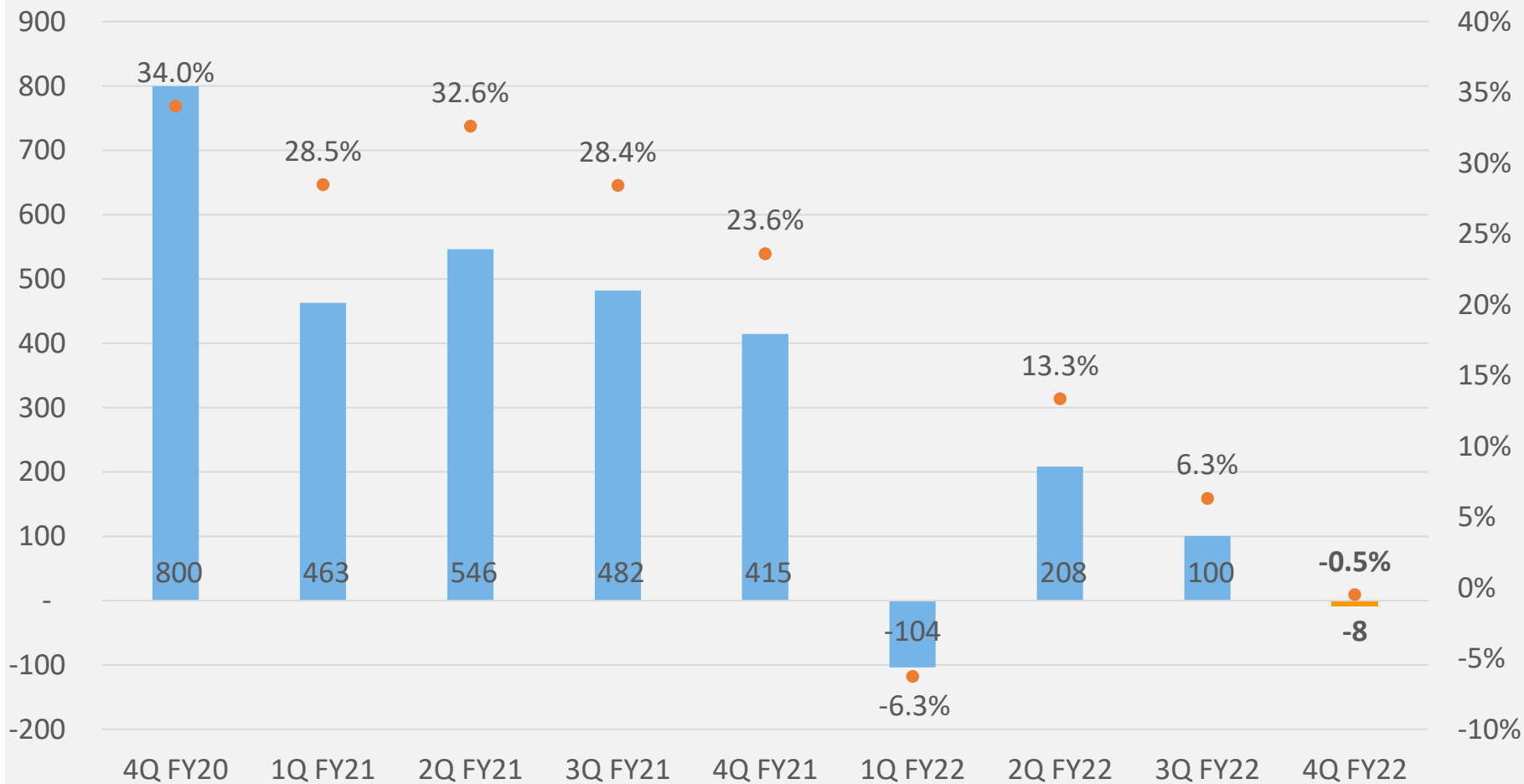
REVENUE

Operating Revenue (Rs million)



OPERATING MARGIN

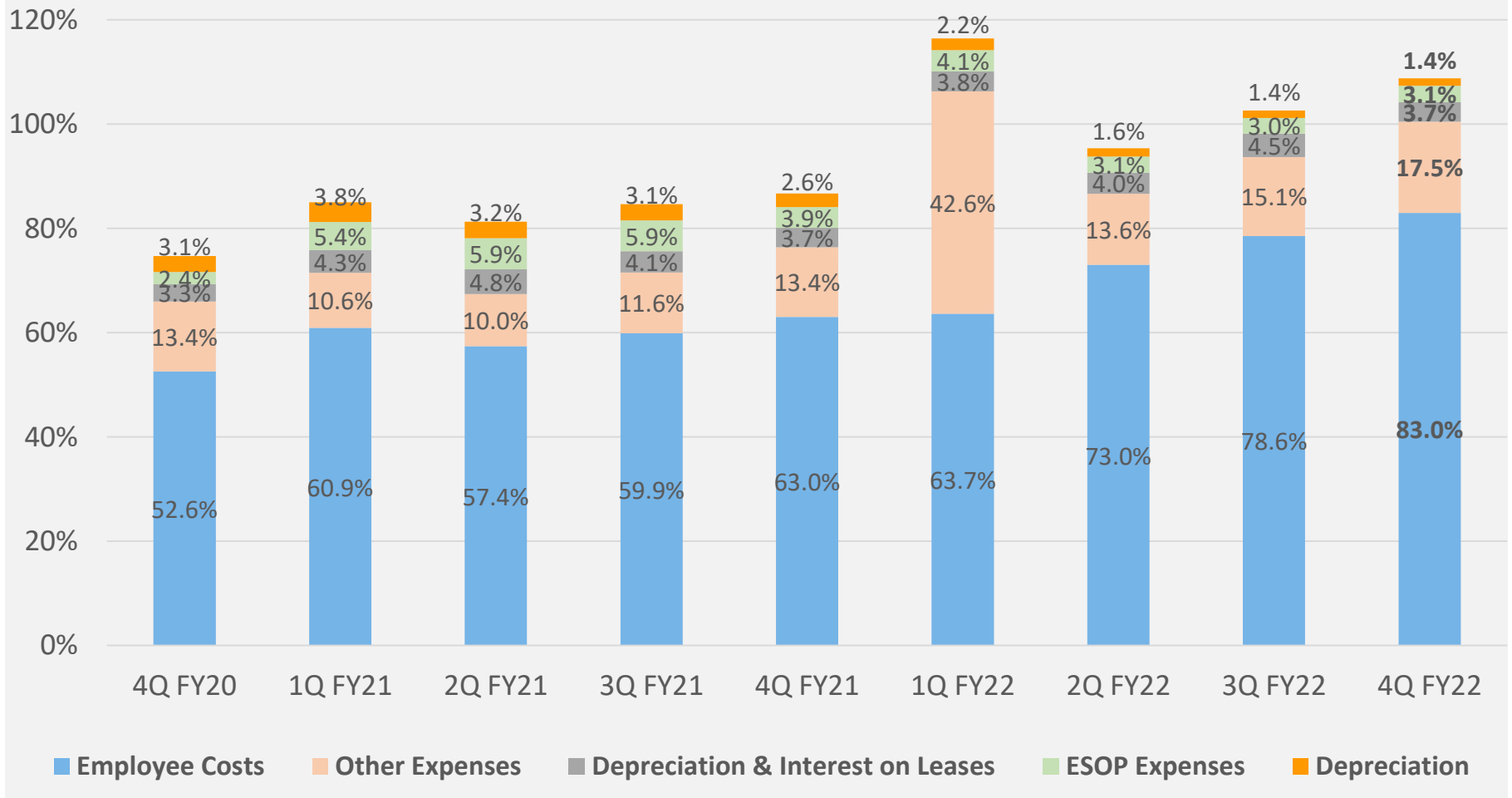
Adjusted EBITDA (Rs million) & Margin %



Note: The Company spent Rs 505.2 million on advertising and promotions during IPL in 1Q FY22.

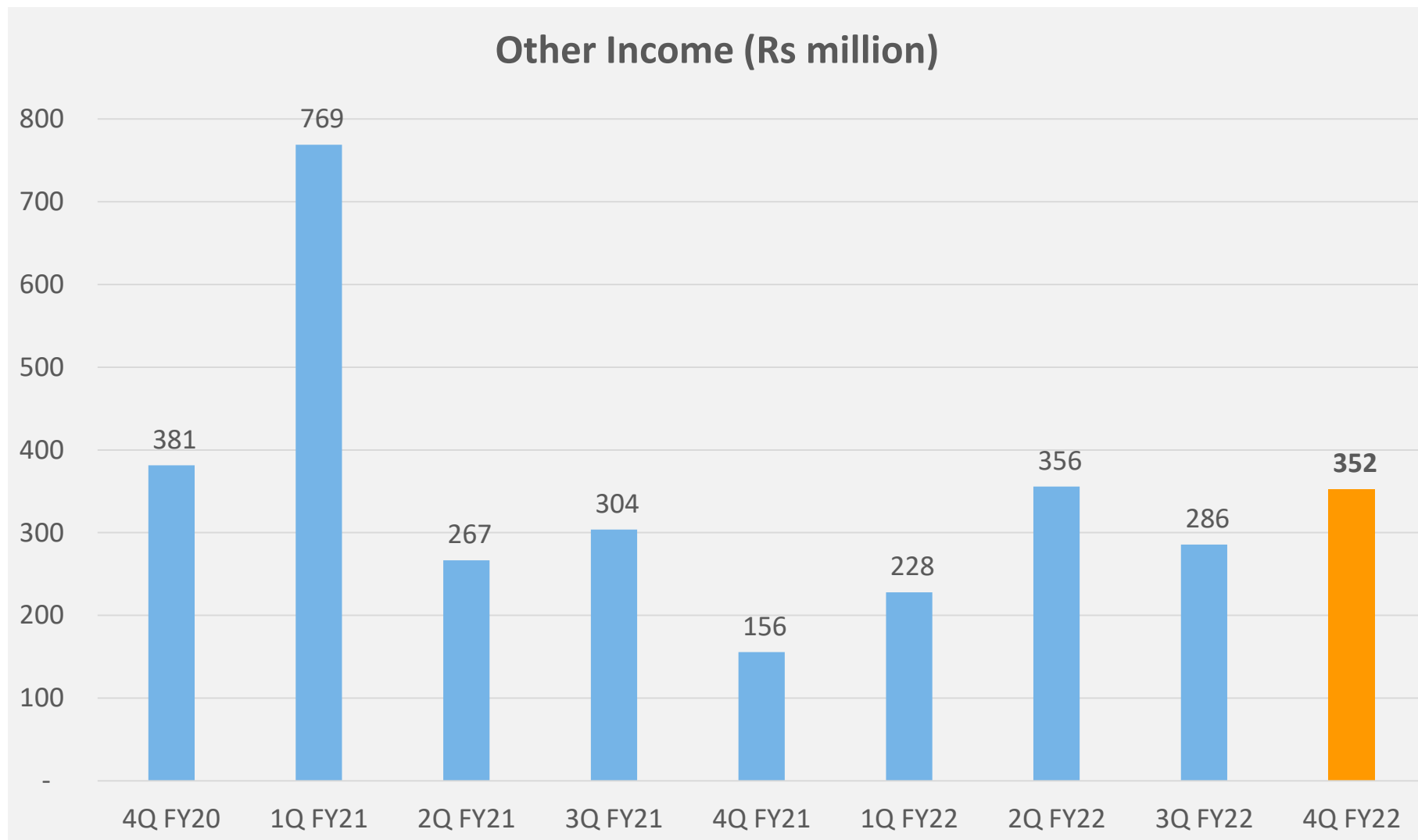
COST STRUCTURE

Expenses as % of Operating Revenue



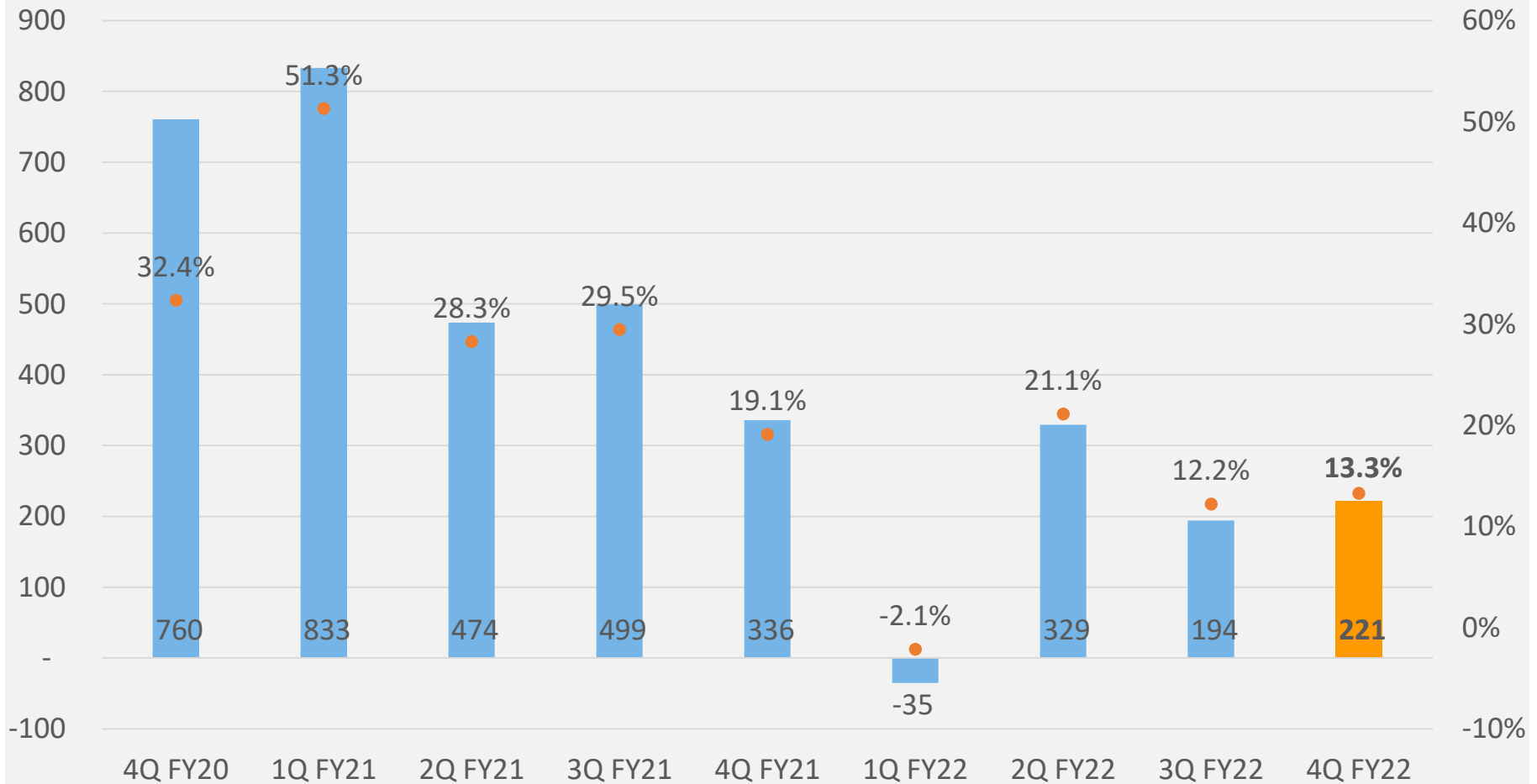
Note: Other Expenses (as % of Operating Revenue) of 42.6% in 1Q FY22 includes 30.5% of advertising and promotion spends. The Company spent Rs 505.2 million on advertising during IPL 2021.

OTHER INCOME



NET PROFIT MARGIN

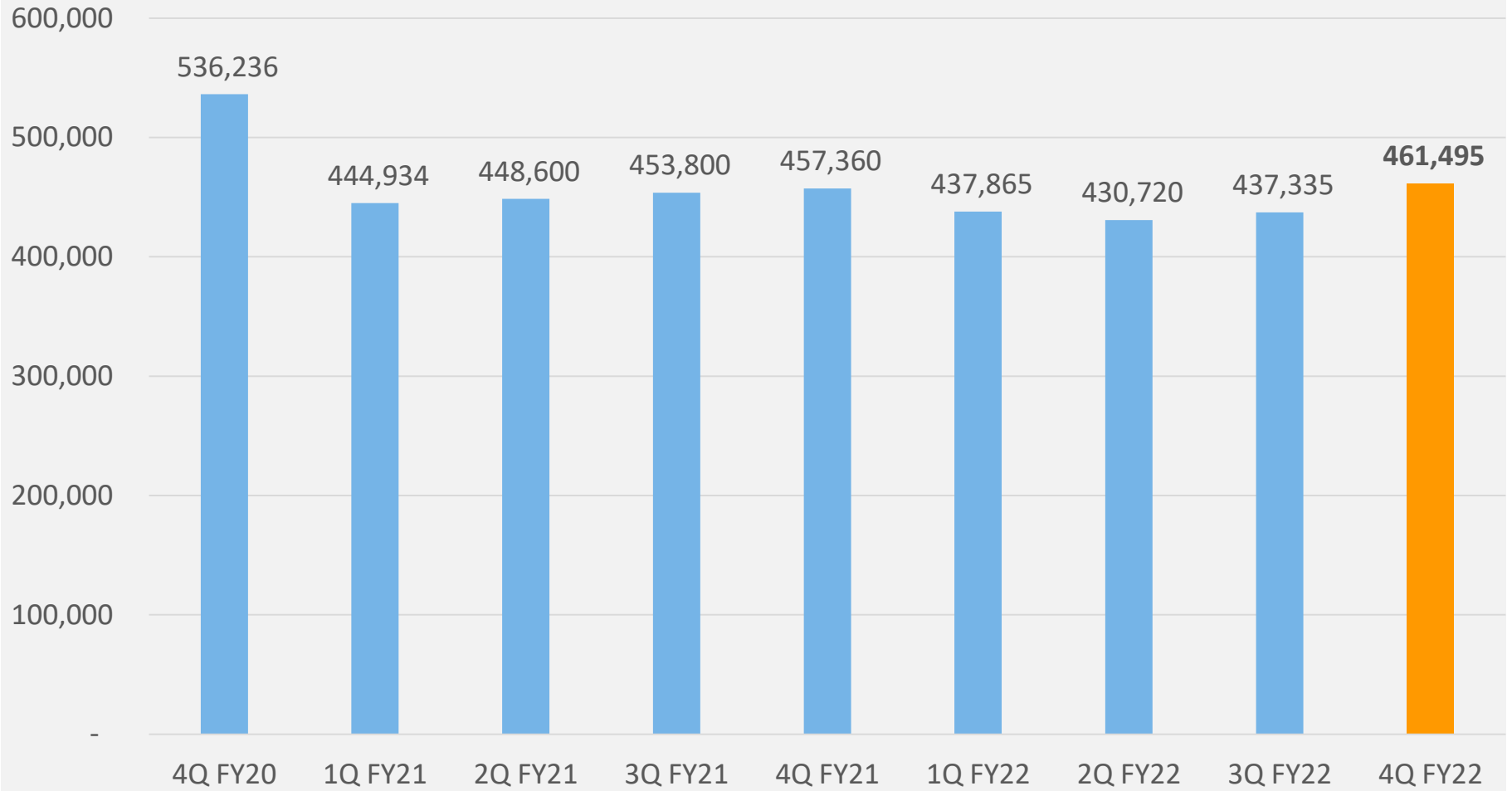
Net Profit (Rs million) & PAT Margin %



Note: 1) PAT Margin is calculated as Net Profit (Profit After Taxes) as a percentage of Operating Revenue for the quarter.

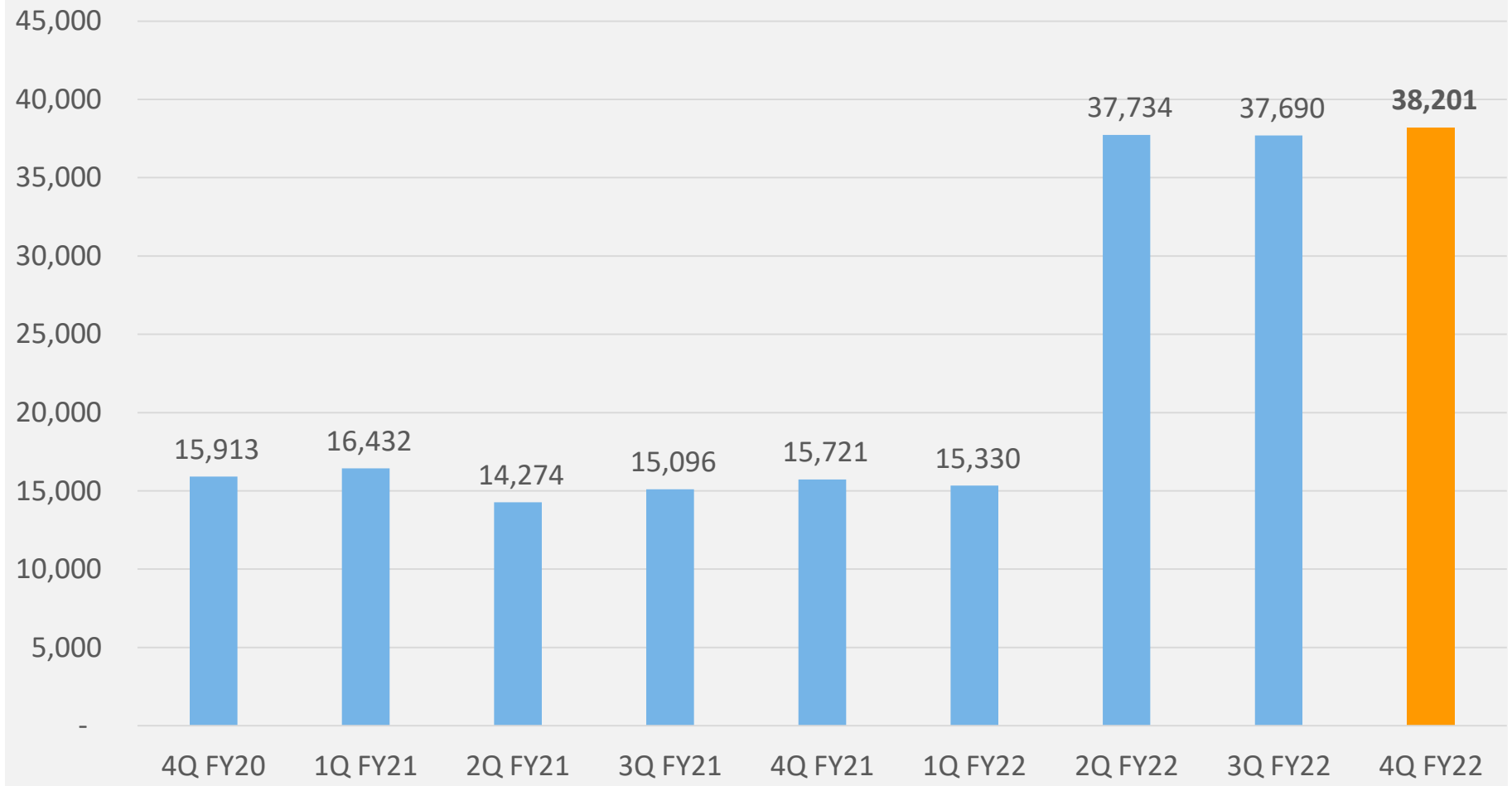
PAID CAMPAIGNS

Active Paid Campaigns - period end



CASH AND INVESTMENTS

Cash & Investments - period end (Rs million)

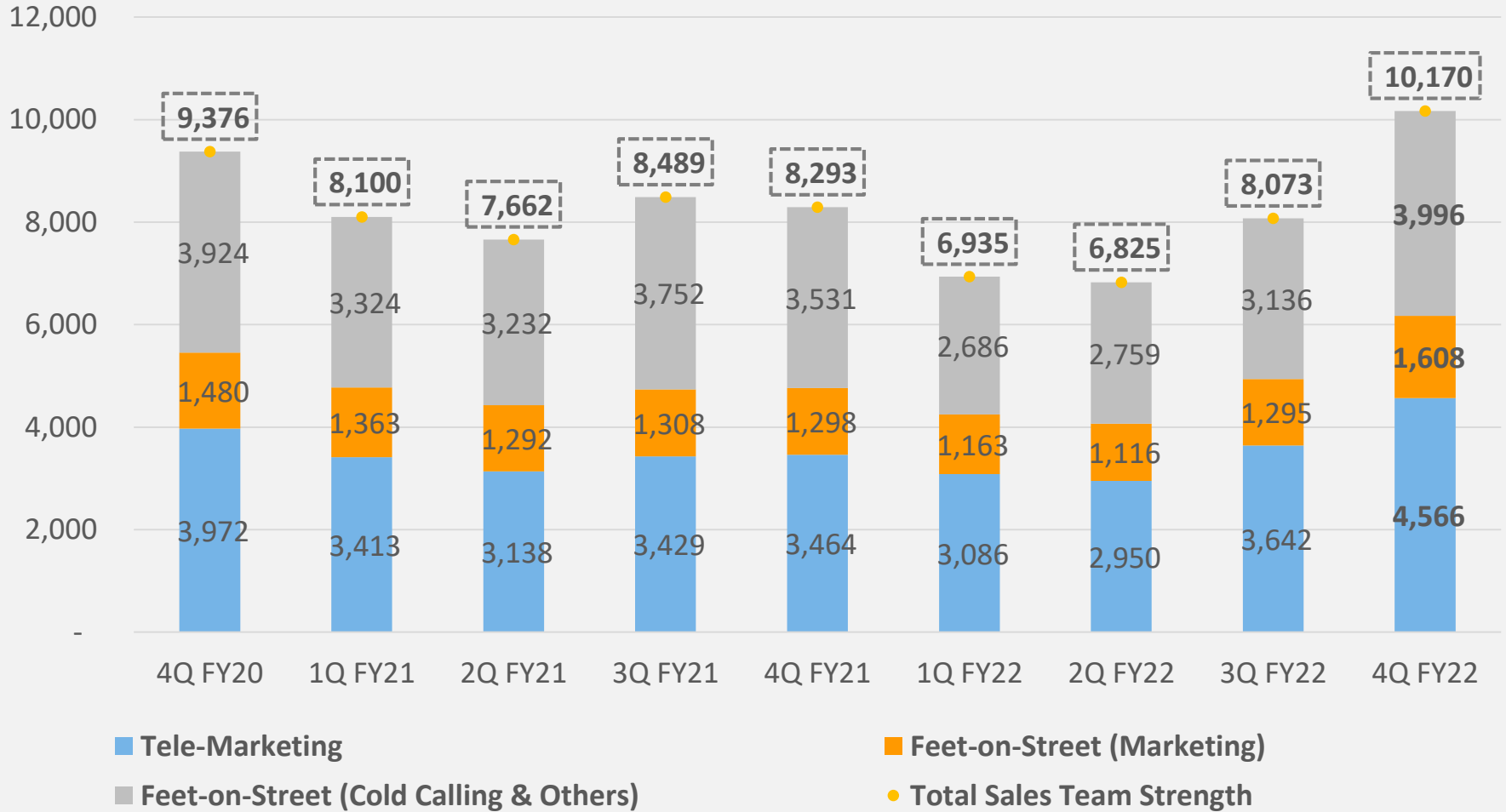


Note: 1) Increase in Cash & Investments in 2Q FY22 is on account of Rs 21.65 billion received upon preferential issue of Equity Shares to RRVL.

2) 2020 Buy-back for Rs2.2bn, along with Buy-back Tax of Rs0.51bn, was concluded/ paid in 2Q FY21.

SALES FORCE

Sales Strength - Period End



JUST DIAL LTD - 4Q FY22 (Quarter ended March 31, 2022) PERFORMANCE SUMMARY						
Metric	Unit	4Q FY22	4Q FY21	YoY change	3Q FY22	QoQ change
Operating Revenue	(₹ million)	1,667	1,757	-5.1%	1,589	4.9%
Operating EBITDA	(₹ million)	-60	345	N.A.	52	N.A.
Operating EBITDA Margin	%	-3.6%	19.7%	N.A.	3.3%	N.A.
Adjusted EBITDA (excl. ESOP expenses)	(₹ million)	-8	415	N.A.	100	N.A.
Adjusted EBITDA Margin (excl. ESOP expenses)	%	-0.5%	23.6%	N.A.	6.3%	N.A.
Other Income, net	(₹ million)	352	156	126.4%	286	23.4%
Profit Before Taxes	(₹ million)	206	389	-47.1%	244	-15.6%
Net Profit	(₹ million)	221	336	-34.0%	194	14.1%
Net Profit Margin	%	13.3%	19.1%	-582 bps	12.2%	107 bps
Unearned Revenue (period end)	(₹ million)	3,381	3,303	2.4%	3,257	3.8%
Cash & Investments (period end)	(₹ million)	38,201	15,721	143.0%	37,690	1.4%

Note: 1) PAT Margin is calculated as Net Profit (Profit After Taxes) as a percentage of Operating Revenue for the quarter.

2) Increase in Cash & Investments is on account of Rs 21.65 billion received upon preferential issue of Equity Shares to RRVL in 2Q FY22.

JUST DIAL LTD - 4Q FY22 (Quarter ended March 31, 2022) PERFORMANCE SUMMARY						
Metric	Unit	4Q FY22	4Q FY21	YoY change	3Q FY22	QoQ change
Unique Visitors	(million)	144.8	129.1	12.2%	142.7	1.5%
- Mobile	(million)	121.4	106.3	14.2%	120.2	1.0%
- Desktop/ PC	(million)	17.6	16.5	6.8%	16.3	7.9%
- Voice	(million)	5.8	6.3	-7.8%	6.2	-6.1%
- Mobile	% share	83.8%	82.4%	148 bps	84.2%	-40 bps
- Desktop/ PC	% share	12.1%	12.7%	-61 bps	11.4%	72 bps
- Voice	% share	4.0%	4.9%	-87 bps	4.4%	-33 bps
Total Listings (period end)	(million)	31.9	30.4	4.9%	31.4	1.7%
Net Listings Addition		524,816	246,774	112.7%	413,100	27.0%
Total Images in Listings (period end)	(million)	117.7	103.6	13.7%	113.4	3.8%
Listings with Geocodes (period end)	(million)	18.5	17.3	6.8%	17.9	3.5%
Ratings & Reviews	(million)	129.4	117.8	9.8%	125.3	3.2%
Paid campaigns (period end)		461,495	457,360	0.9%	437,335	5.5%
Total App Downloads (period end)	(million)	30.7	28.7	6.9%	30.1	1.7%
App Downloads per day		8,369	9,614	-12.9%	8,407	-0.4%
Total Employees (period end)		13,343	11,162	19.5%	11,098	20.2%
- Sales Employees (period end)		10,170	8,293	22.6%	8,073	26.0%

JUST DIAL LTD - FY22 (Fiscal Year ended March 31, 2022) PERFORMANCE SUMMARY					
Metric	Unit	FY22	FY21	YoY change	YoY% change
Operating Revenue	(₹ million)	6,470	6,752	(282)	-4.2%
Operating EBITDA	(₹ million)	(20)	1,549	(1,569)	N.A.
Operating EBITDA Margin	%	-0.3%	22.9%		N.A.
Adjusted EBITDA (excl. ESOP expenses)	(₹ million)	197	1,906	(1,709)	-89.7%
Adjusted EBITDA Margin (excl. ESOP expenses)	%	3.0%	28.2%		-2519 bps
Other Income, net	(₹ million)	1,222	1,495	(273)	-18.3%
Profit Before Taxes	(₹ million)	834	2,546	(1,712)	-67.2%
Net Profit	(₹ million)	710	2,142	(1,432)	-66.9%
Net Profit Margin	%	11.0%	31.7%		-2075 bps
Unearned Revenue (period end)	(₹ million)	3,381	3,303	78	2.4%
Cash & Investments (period end)	(₹ million)	38,201	15,721	22,480	143.0%

Note: 1) PAT Margin is calculated as Net Profit (Profit After Taxes) as a percentage of Operating Revenue for the year.

2) Increase in Cash & Investments in FY22 is on account of Rs 21.65 billion received upon preferential issue of Equity Shares to RRVL.

BOARD OF DIRECTORS

EXECUTIVE DIRECTOR

V S S Mani

VSS Mani is Founder, Managing Director and Chief Executive Officer of Justdial and has over 34 years of experience in the field of media, internet and local search services.

NON-EXECUTIVE DIRECTORS – INDEPENDENT

B Anand (Chairman)

B. Anand is CEO of TCG Group, prior to this he was CEO of Nayara Energy and CFO of Trafigura. He has 35 years of experience in large scale global enterprise leadership, operations, strategies and enterprise integration and value creation including corporate finance and investment banking. He is a Commerce graduate and an associate member of ICAI.

Sanjay Bahadur

Sanjay Bahadur is CEO of Pidilite Industries for its Global Constructions & Chemicals division and has 38 years of experience. He holds a degree from Delhi College of Engineering.

Malcolm Monteiro

Malcolm Monteiro has been part of Justdial's Board since 2011. He was CEO India, DHL eCommerce & was also a member of DHL eCommerce Management Board. He holds a degree from IIT Mumbai & is an alumni of IIM Ahmedabad.

Bhavna Thakur

Bhavna Thakur heads Capital Markets at Everstone Capital and has over 24 years of experience in Corporate Finance, Investment Banking, M&A and Capital Markets. She holds a BA LLB (Hons.) from NLSIU, Bangalore & a Masters in Law from Columbia University, New York.

Ranjit V. Pandit

Ranjit V. Pandit served as the Managing Director at General Atlantic, LLC, between 2007 and 2012 and headed the India office, where he served as 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 is an MBA from the Wharton School at the University of Pennsylvania (USA) and holds a B.E. Degree in Electrical Engineering from VJTI, University of Bombay.

BOARD OF DIRECTORS

NON-EXECUTIVE DIRECTORS – NON-INDEPENDENT

V. Subramaniam

V. Subramaniam is the Managing Director of Reliance Retail Ventures Limited (RRVL) as well as Whole-time Director of Reliance Retail Limited, subsidiary of RRVL. He has overall 25 years of experience in the fields of Finance, Accounting and Taxation. He is a Chartered Accountant and Cost Accountant.

Ashwin Khasgiwala

Ashwin Khasgiwala presently serves as Chief Business Operations Controller for Retail Business and associated with Reliance group for more than 15 years. He has over two decades of experience in the fields of Finance, Compliance and Accounting. He is a Chartered Accountant.

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 Board of several companies including Den Networks Limited and Hathway Cable & Datacom Limited. She is a Commerce Graduate, member of the Institute of Company Secretaries of India and a law graduate from Government Law College.

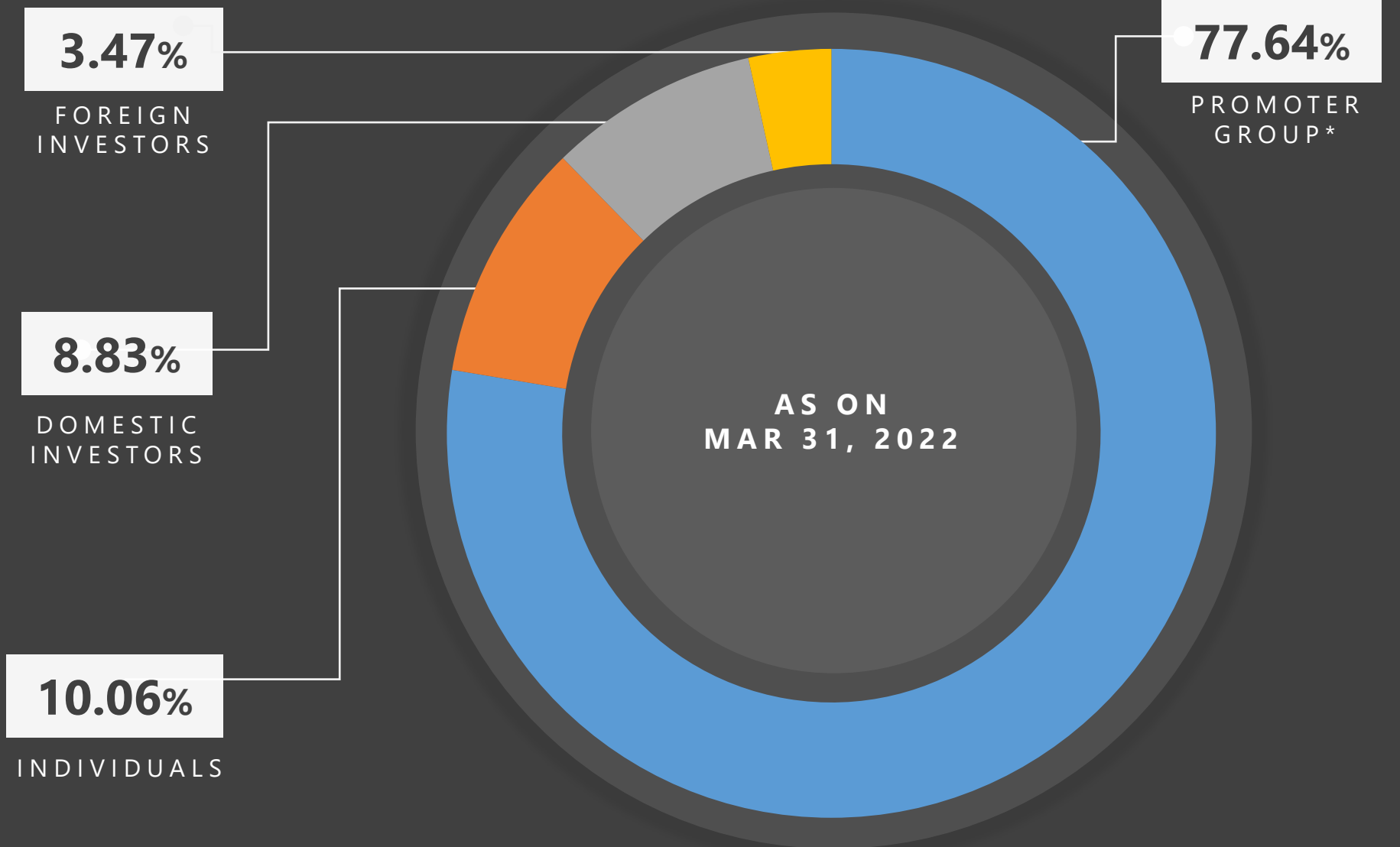
Divya Murthy

Divya Murthy has been associated with Reliance Group for over 19 years as a senior member of the central corporate legal team. She has an extensive experience in mergers, acquisitions, joint ventures, other strategic collaborations and allied matters. She is a law graduate from National Law School of India University, Bangalore and is a Member of the Bar Council of Maharashtra & Goa.

LEADERSHIP TEAM

Name	Designation	Experience	Functional Areas
V S S Mani	Chief Executive Officer	34 Years	Overall growth strategy, planning, execution & management
V Krishnan	Group President	28 Years	Growth Strategy and Business Development
Abhishek Bansal	Chief Financial Officer	13 Years	Finance, Strategy, Accounting, Treasury, Audit, Legal, Compliance & Traffic
Vishal Parikh	Chief Product Officer	21 Years	Leads Product, Design & Technology teams, IT Infra and Voice Operations
Sumeet Vaid	Chief Revenue Officer	27 Years	Revenue growth & Business development
Rajesh Madhavan	Chief People Officer	28 Years	Human Resource Functions
Prasun Kumar	Chief Marketing Officer	24 Years	Advertising & Marketing, Digital, PR, and User/ Traffic Growth initiatives
Ajay Mohan	Group Vice President, Sales	26 Years	Sales platform management, Strategic alliances, Corporate partnerships & Business expansion
Rakesh Ojha	Group Vice President, Sales	26 Years	Sales & Expansion (West & South Region)
Prashant Nagar	Vice President, Sales	23 Years	Sales & Expansion (Delhi, Just Dial Ambassadors)
Suhail Siddiqui	Vice President, Sales	26 Years	Sales & Expansion (North & East Region)
Rajiv Nair	Vice President, Sales	23 Years	Sales & Expansion (South Region)
Shwetank Dixit	Vice President - Content Strategy, Operations & Analytics	10 Years	Content Augmentation, Curation & Enrichment, Business Analytics/ MIS, Traffic

SHAREHOLDING PATTERN



*Stake held by Promoter - Reliance Retail Ventures Limited (RRVL) = 66.96%

END OF PRESENTATION