Justdial®
India's No. 1 local search engine

July 20, 2018

To

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

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 Unaudited Financial Results of the Company for the 1st quarter ended June 30, 2018

We request you to take the same on record.

Thanking You,

Yours faithfully,

For Just Dial Limited

Sachin Jain
Company Secretary
Encl: as above

JUST DIAL LIMITED ★ HYDERABAD ★

CORPORATE PRESENTATION

July 2018

Justdial®

India's No.1 local search engine

D I S C L A I M E R

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

Q1 FY19 means the period Apr 1, 2018 to Jun 30, 2018
FY19 or FY 18-19 or FY 2019 means the Financial Year starting Apr 1, 2018 and ending Mar 31, 2019

BUSINESS OVERVIEW

COMPANY OVERVIEW

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

125.2 million quarterly unique visitors in Q1 FY19

Scalable and profitable business model

High user engagement, 85.1 million ratings & reviews

Database of 22.7 million listings

~452,900 active paid campaigns

Figures as on Jun 30, 2018

KEY STRENGTHS

- ❑ First Mover Advantage in Indian Local Search Market
- ❑ Strong Brand Recognition with 125.2 million unique quarterly visitors^ in Q1 FY19
- ❑ Comprehensive database of 22.7 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

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

NATIONWIDE PRESENCE

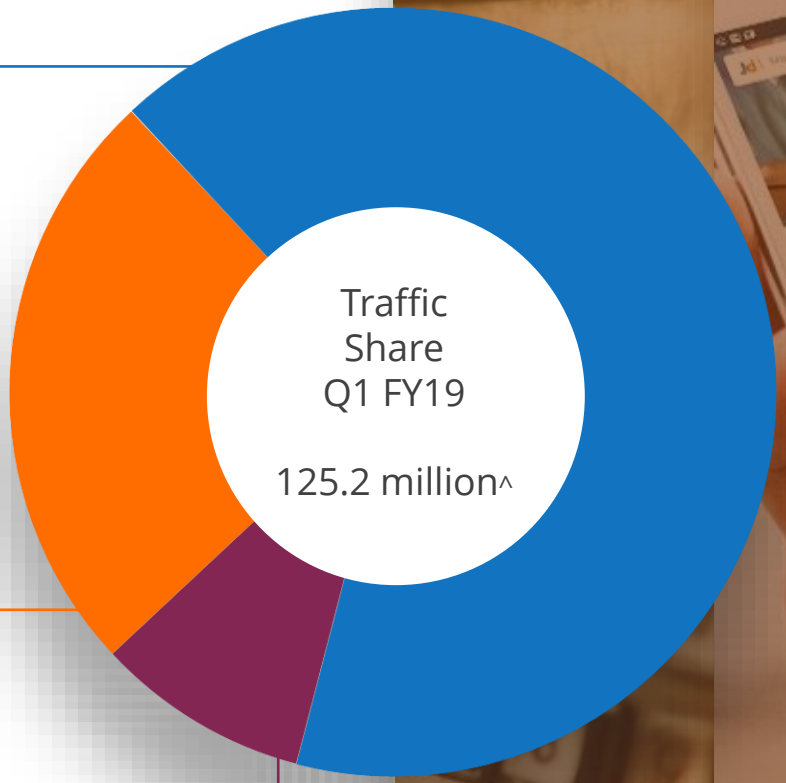
Nationwide coverage, branches in 11 cities across India

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

4,285 employees in tele-sales, 4,505 feet-on-street sales force

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

PLATFORMS



74%
MOBILE
Mobile site & Apps

19%
DESKTOP/ PC
www.justdial.com

7%
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

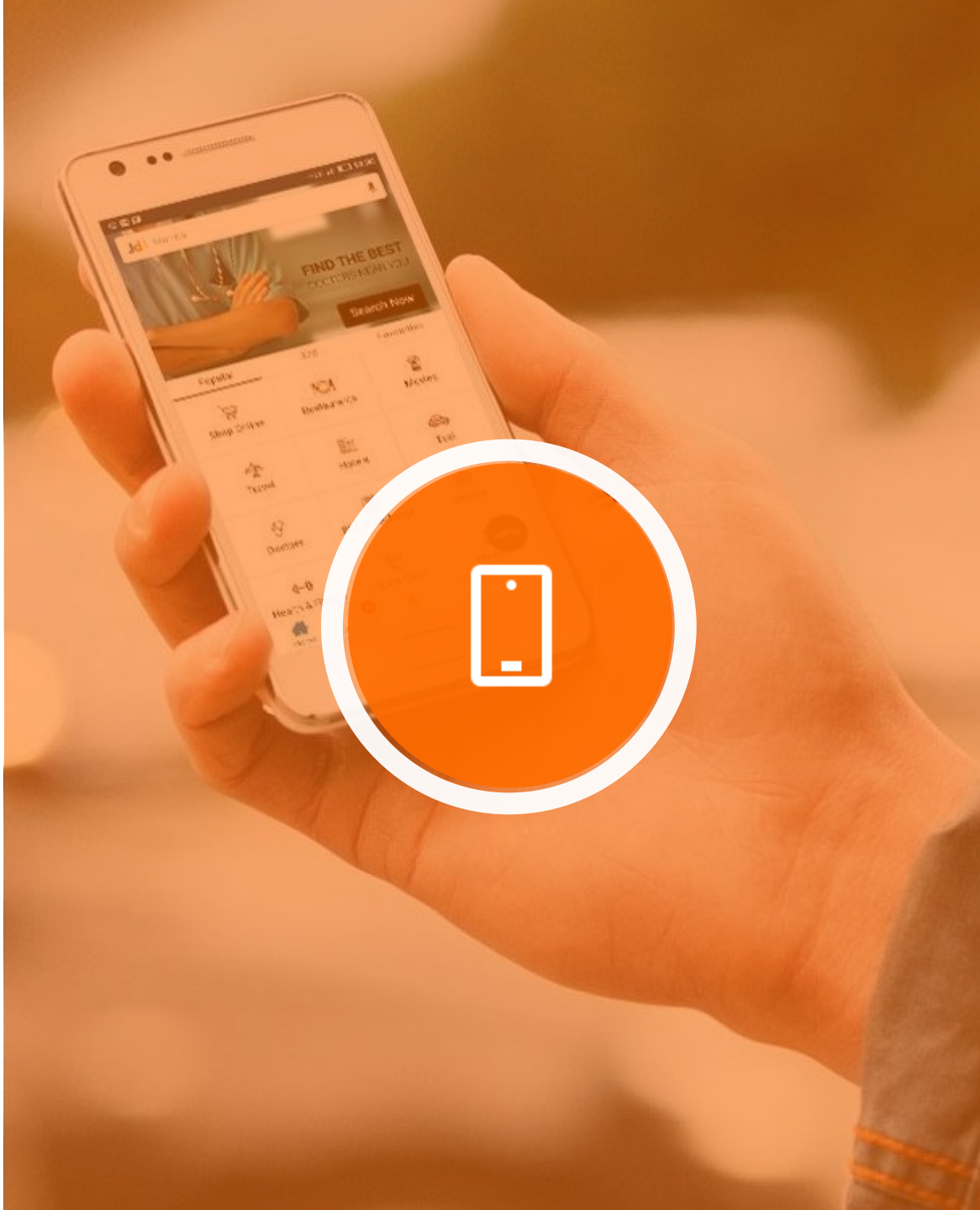
Location-based search service

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

88888-88888

Operator-assisted Hotline Number

One number across India

24 Hours a day x 7 Days a week

Multi-lingual support

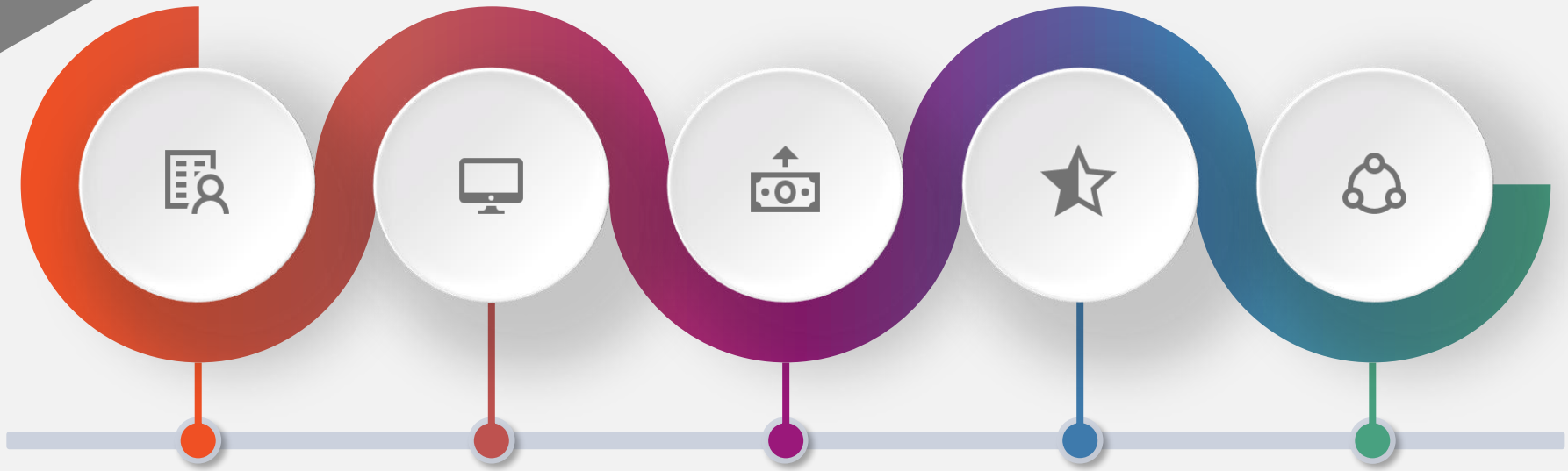
Zero-ring Pickup

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

85.1 million Ratings & Reviews

Mobile-verified, unbiased ratings

Friends' Ratings

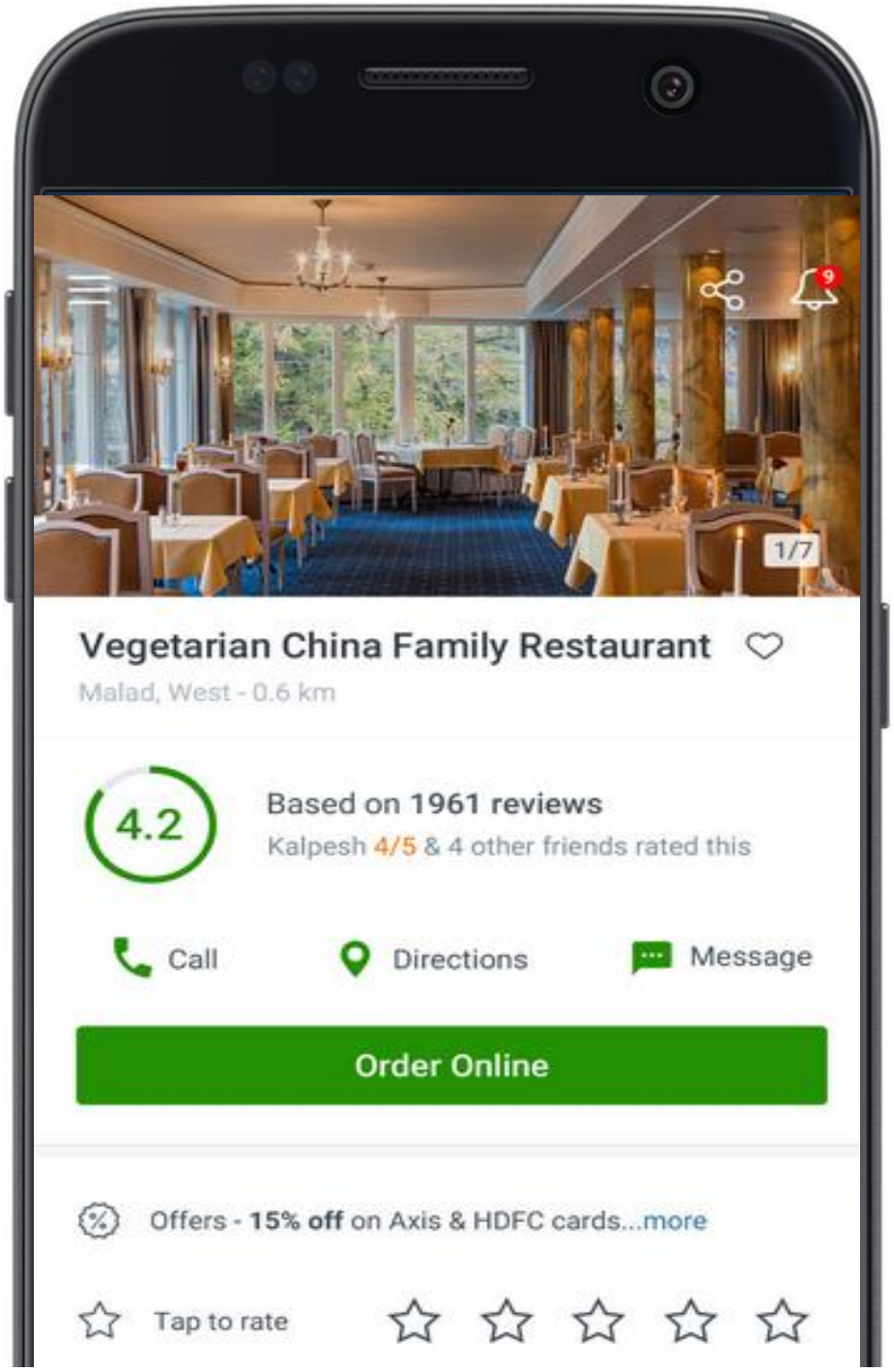
10-Point Rating Scale

Facebook & Twitter Shareable

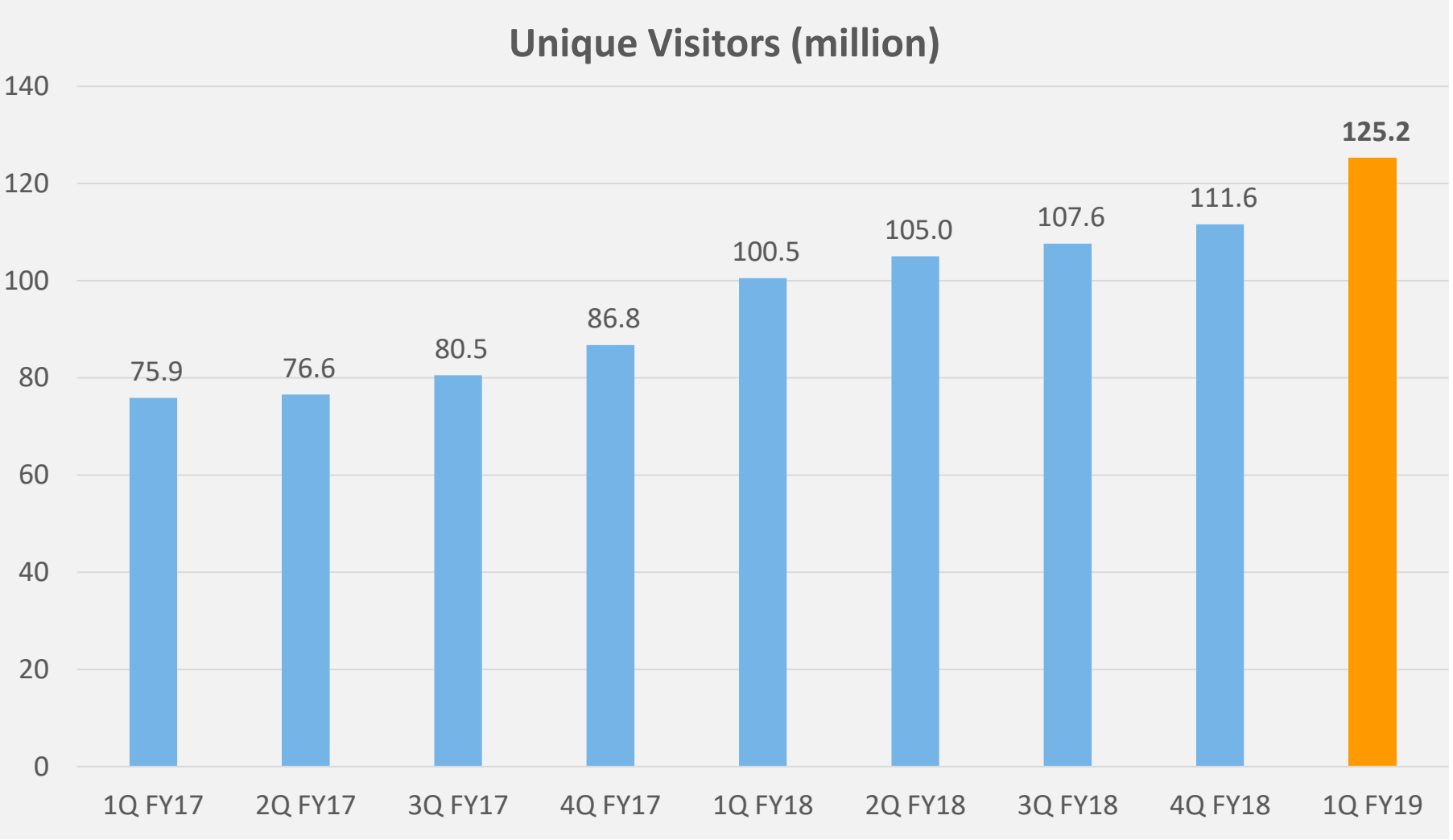
Photo Upload with Review

Ratings shared on JD Social

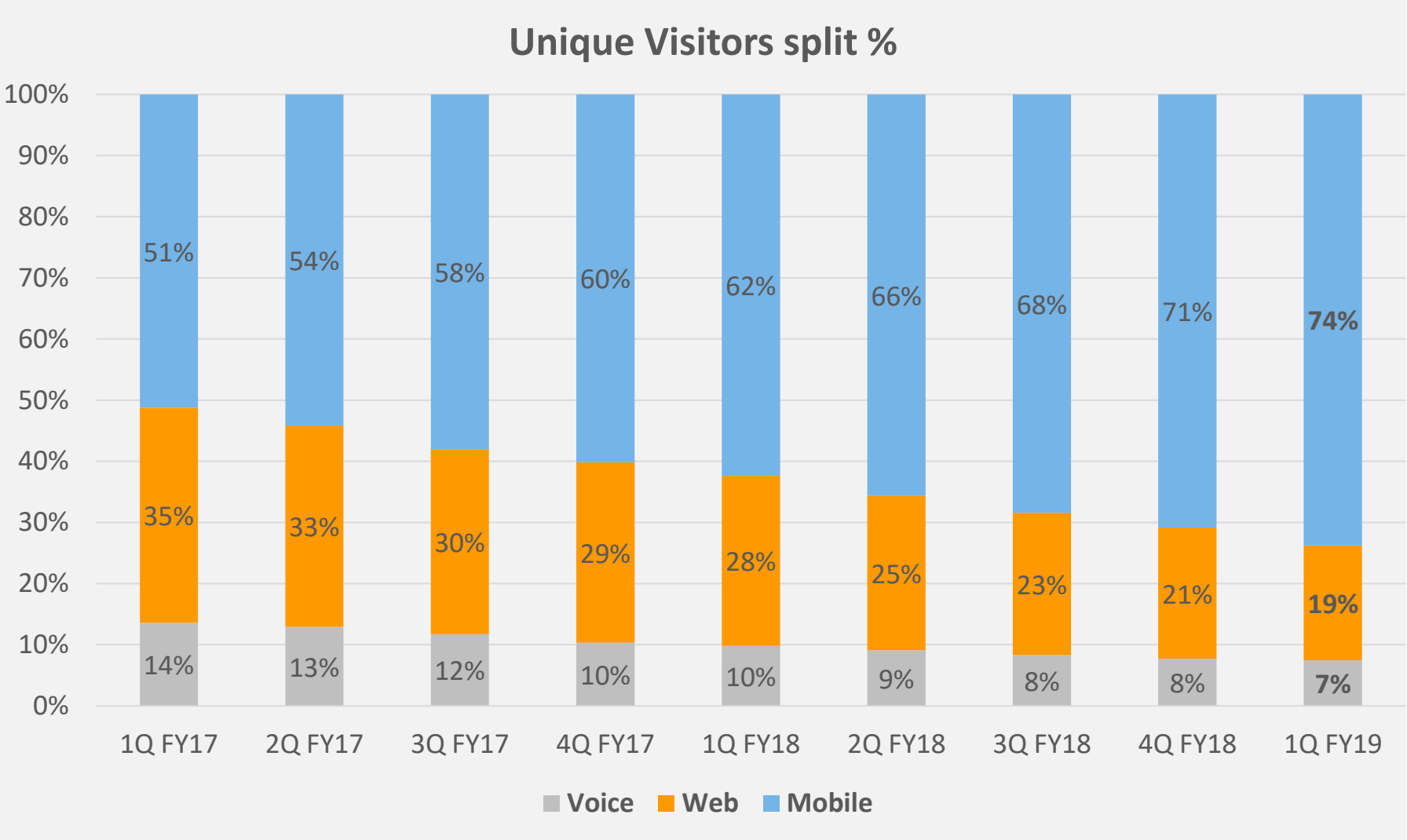
Robust Audit Mechanism



TRAFFIC / VISITORS

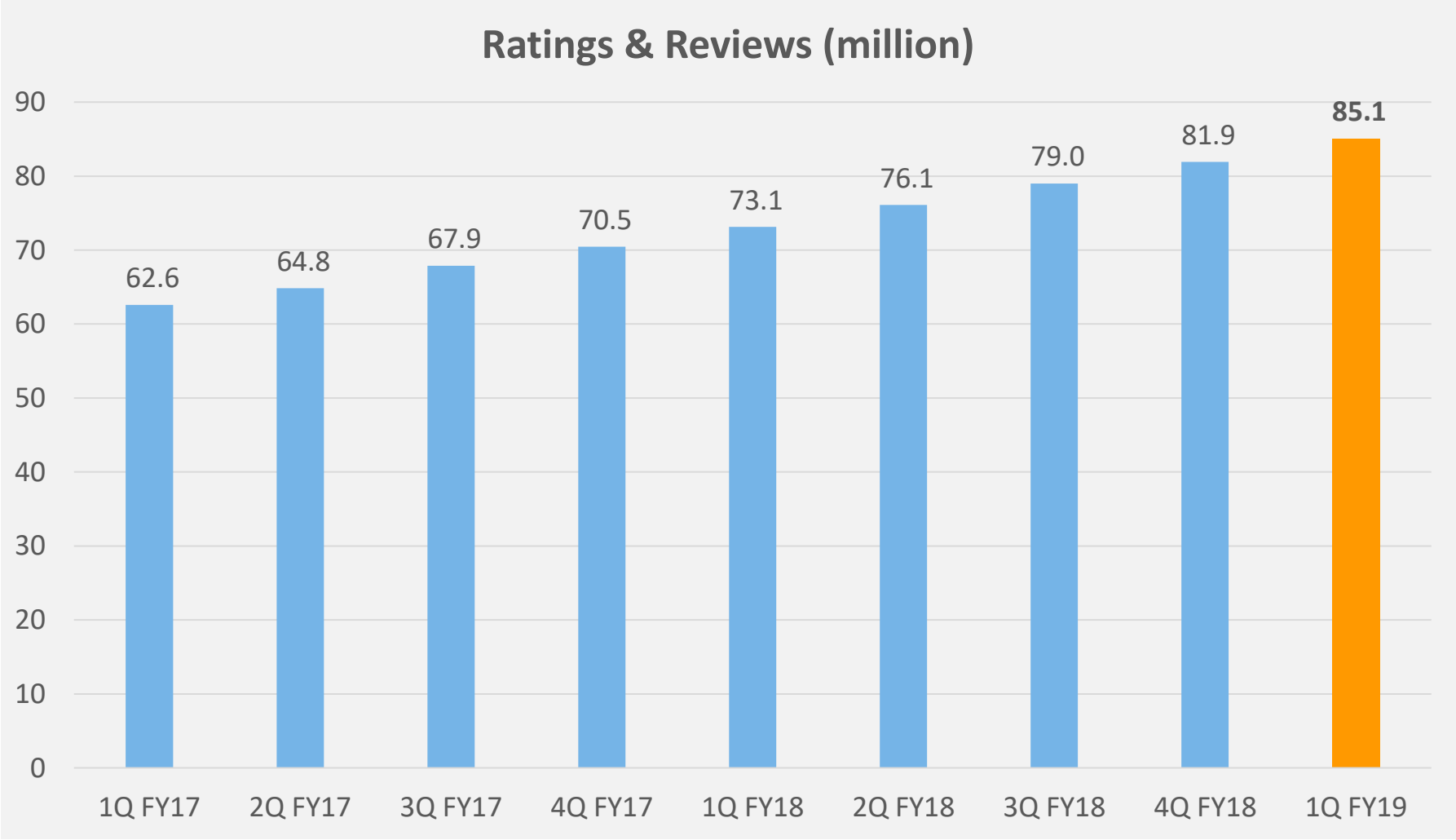


TRAFFIC / VISITORS

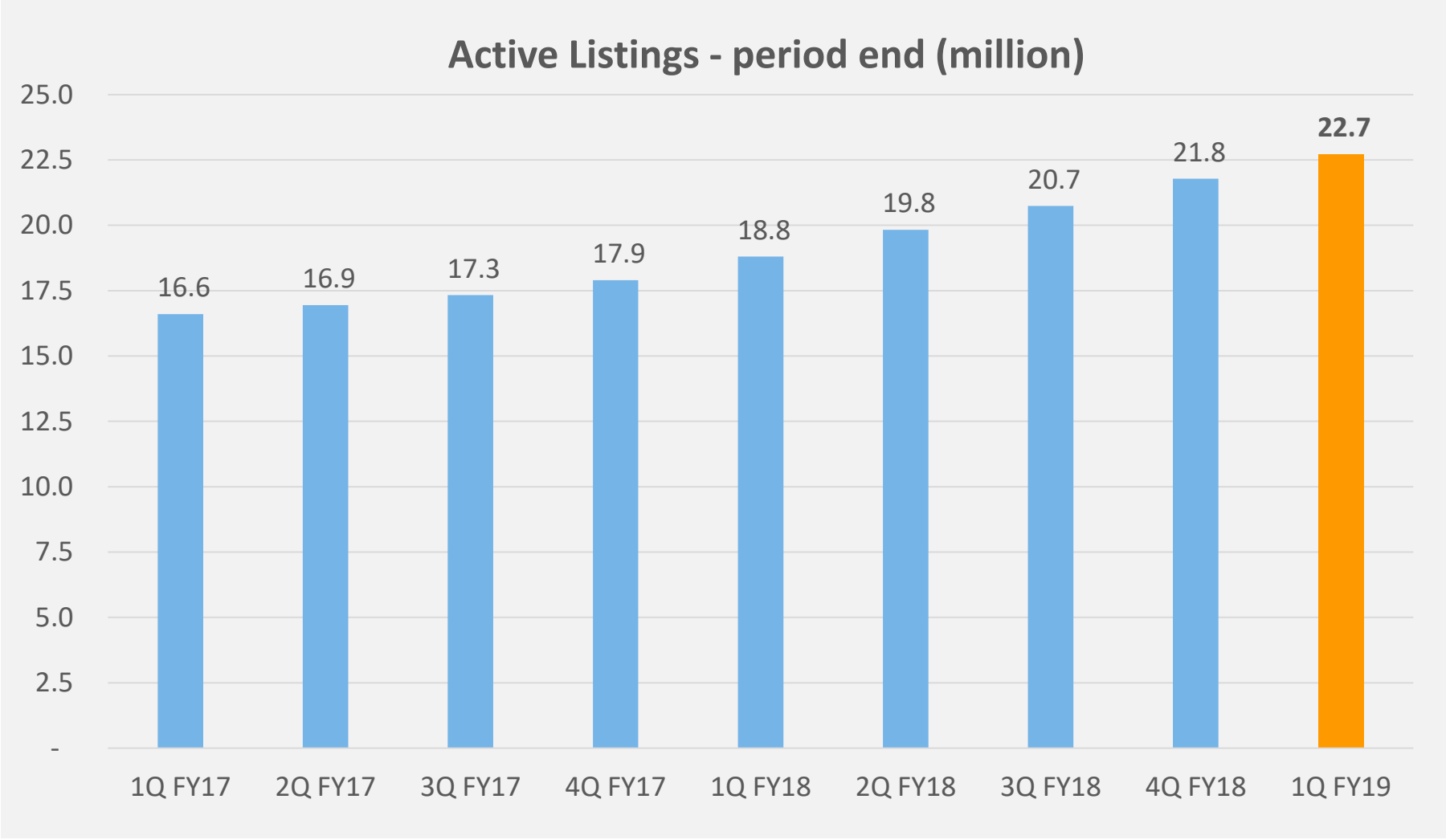


Unique visitors are aggregated across various mediums – Voice, Desktop/ PC, Mobile; these may not necessarily be mutually exclusive

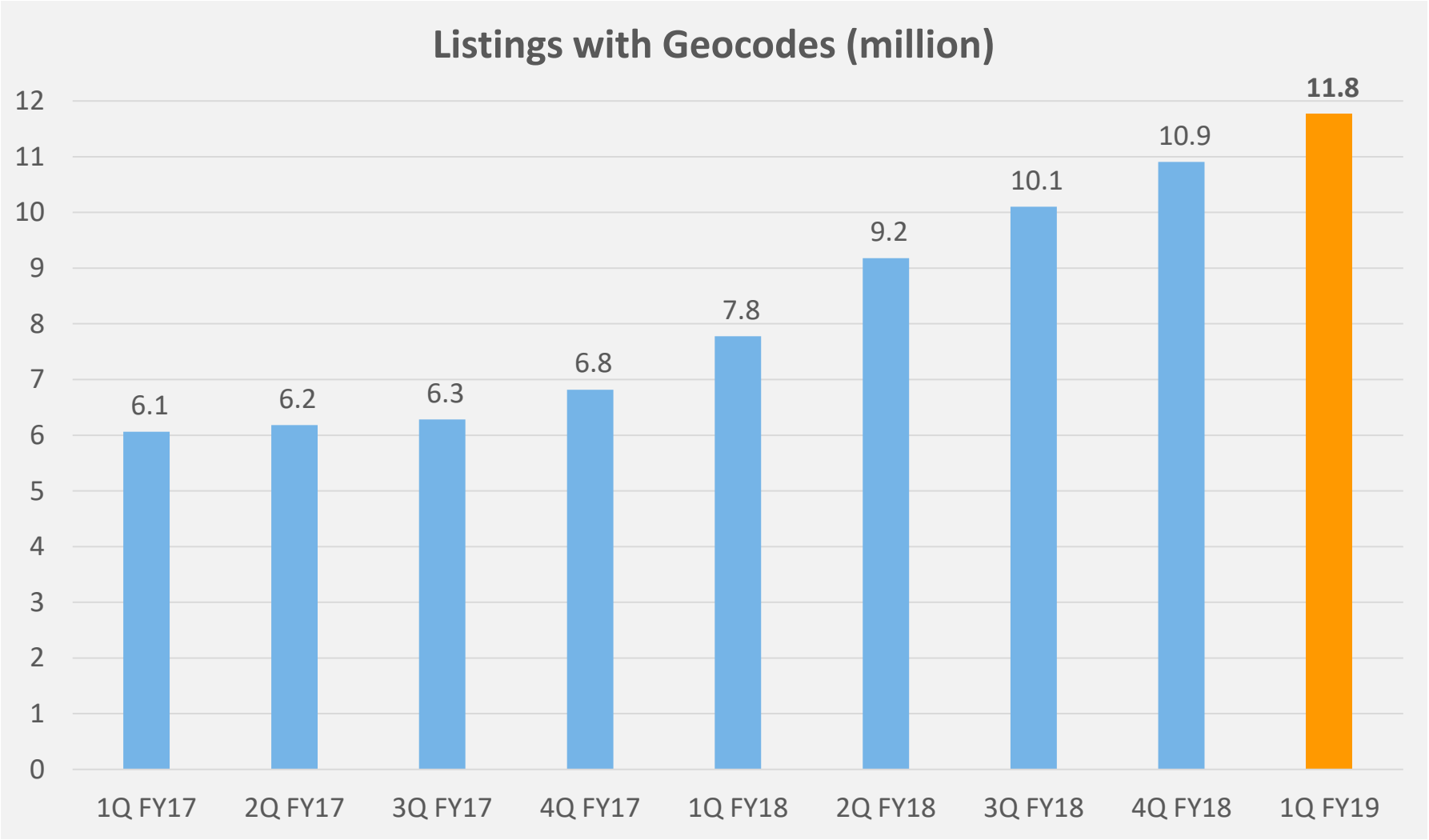
USER ENGAGEMENT



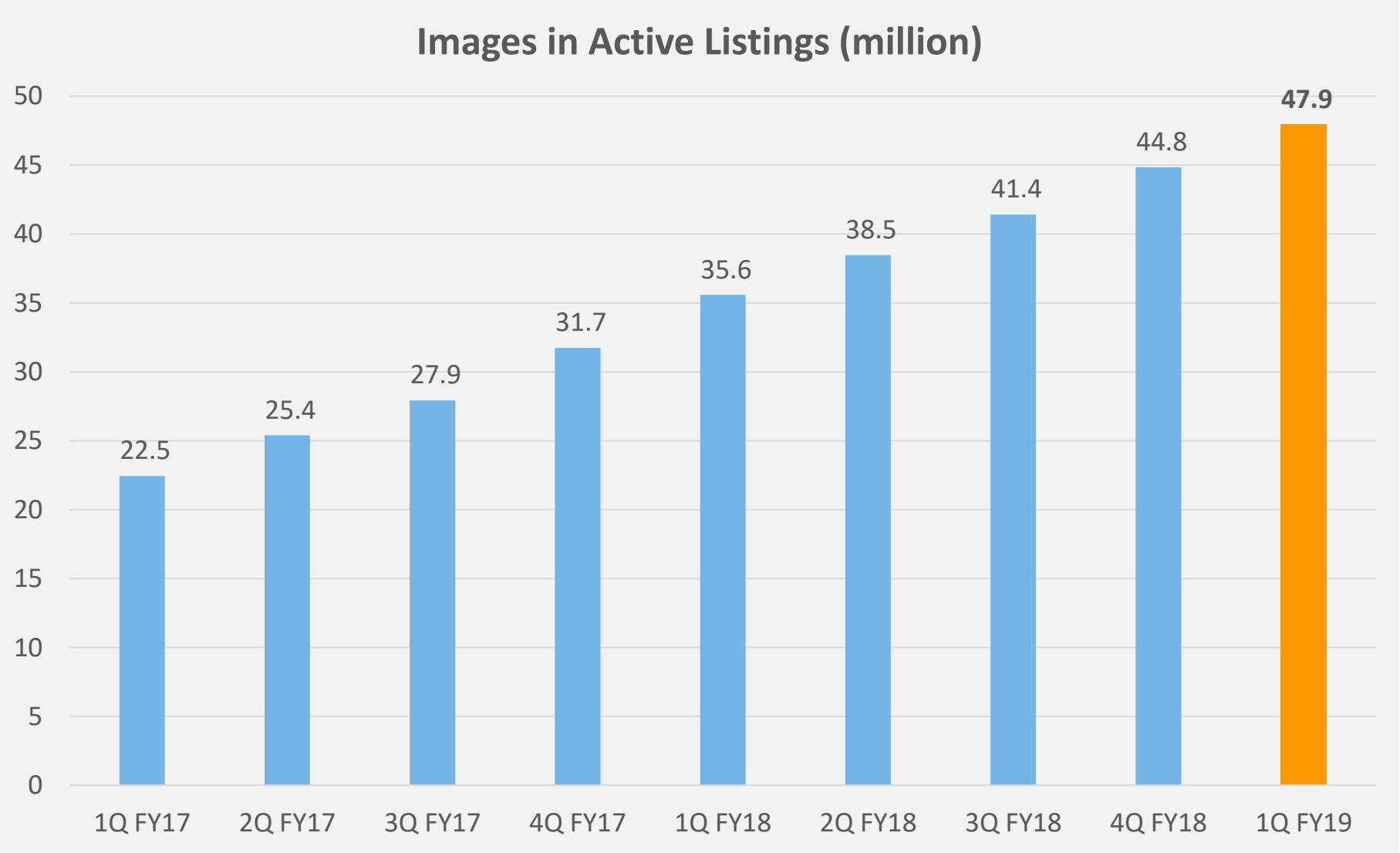
DATA ENRICHMENT



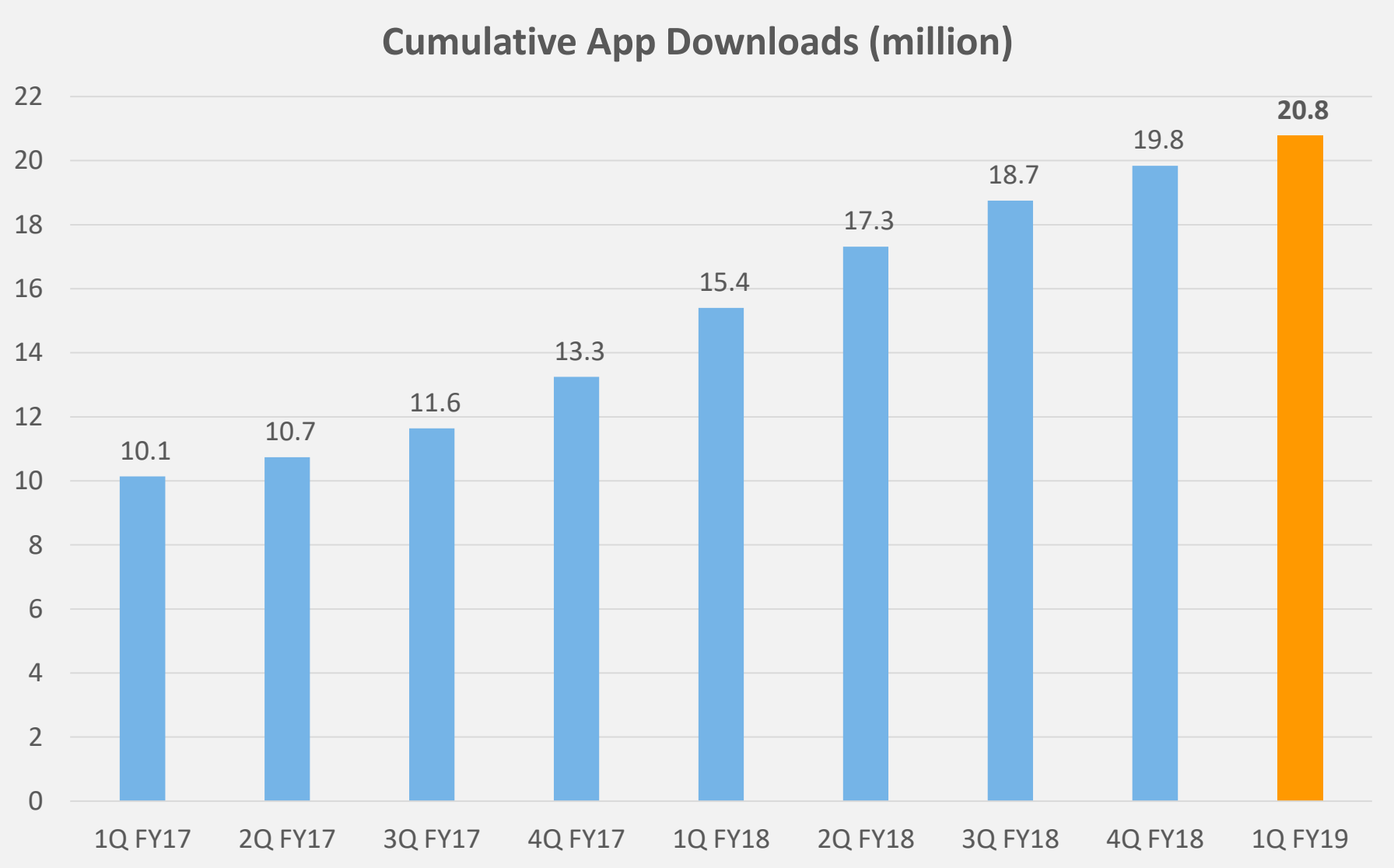
DATA ENRICHMENT



DATA ENRICHMENT

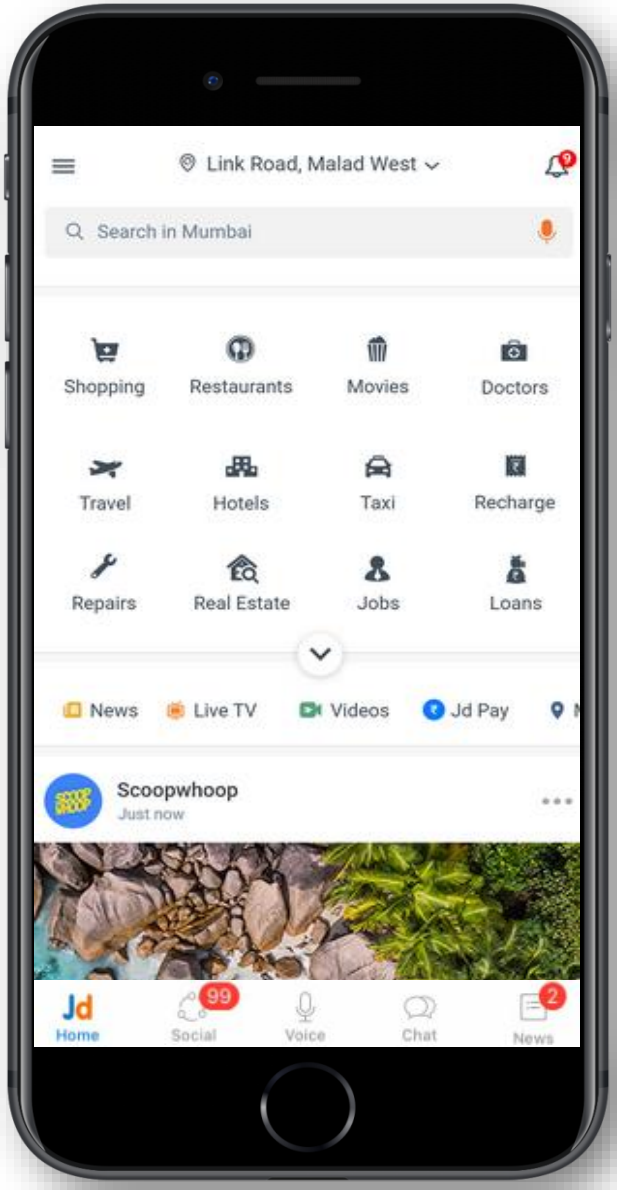


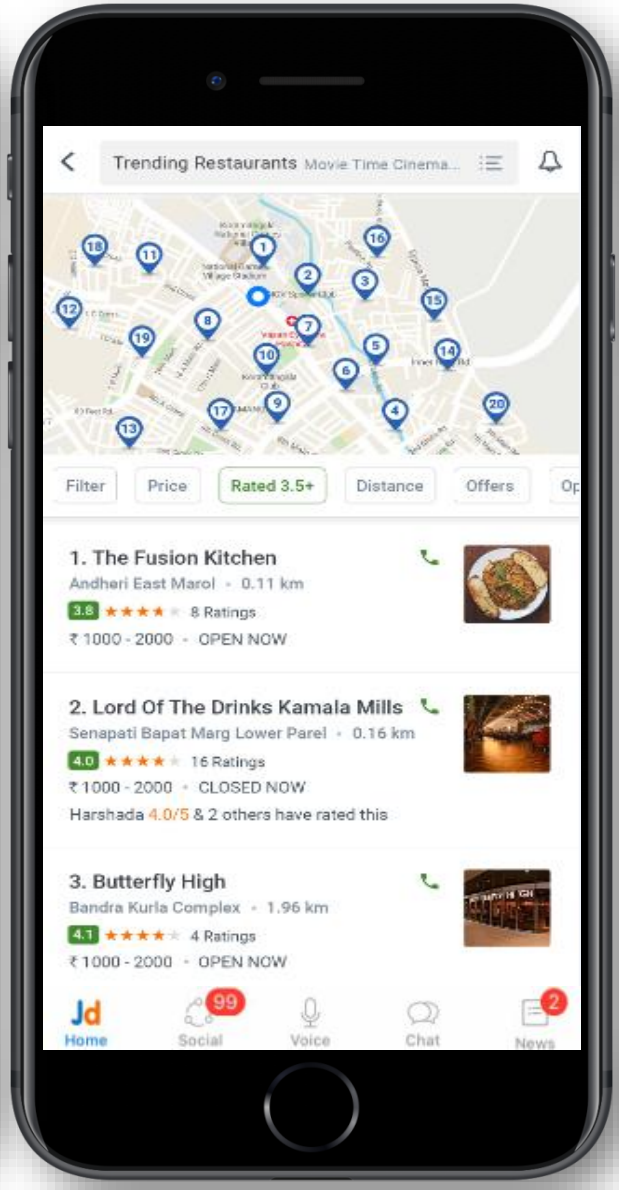
MOBILE APPS

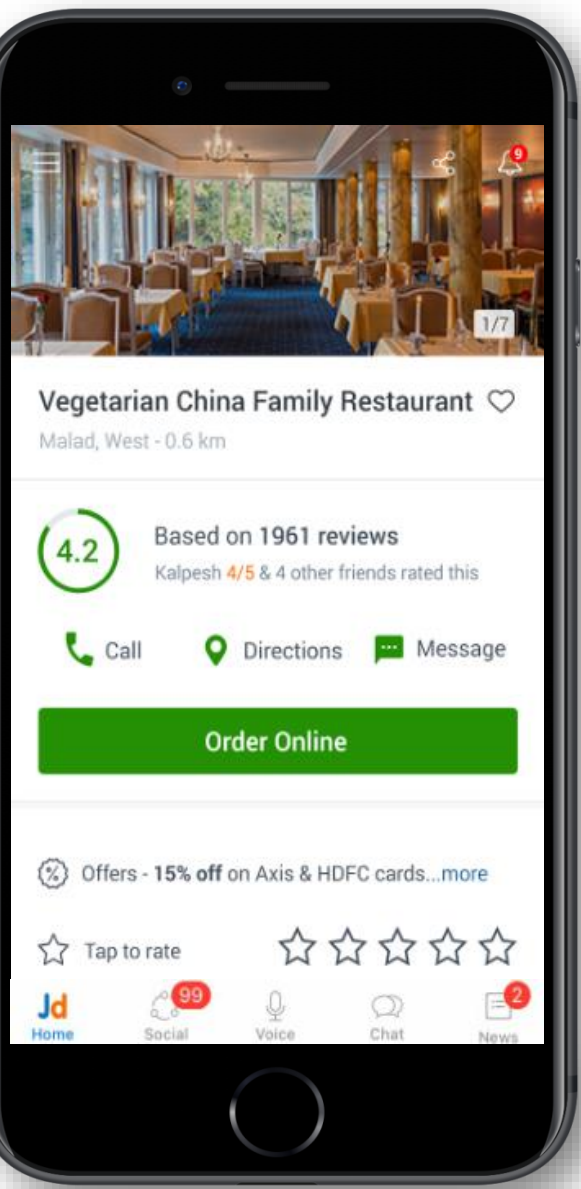

Cumulative App Downloads (million)
22
20
18
16
14
12
10
8
6
4
2
0
10.1
10.7
11.6
13.3
15.4
17.3
18.7
19.8
20.8
1Q FY17
2Q FY17
3Q FY17
4Q FY17
1Q FY18
2Q FY18
3Q FY18
4Q FY18
1Q FY19

PRODUCT OVERVIEW

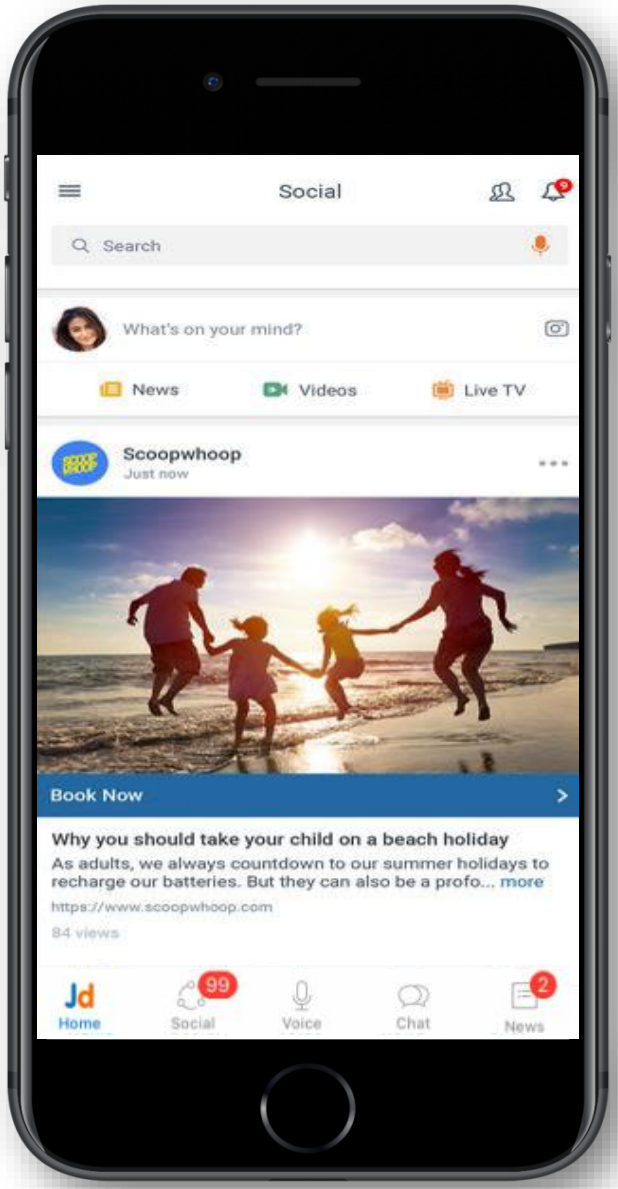
JD - MOBILE

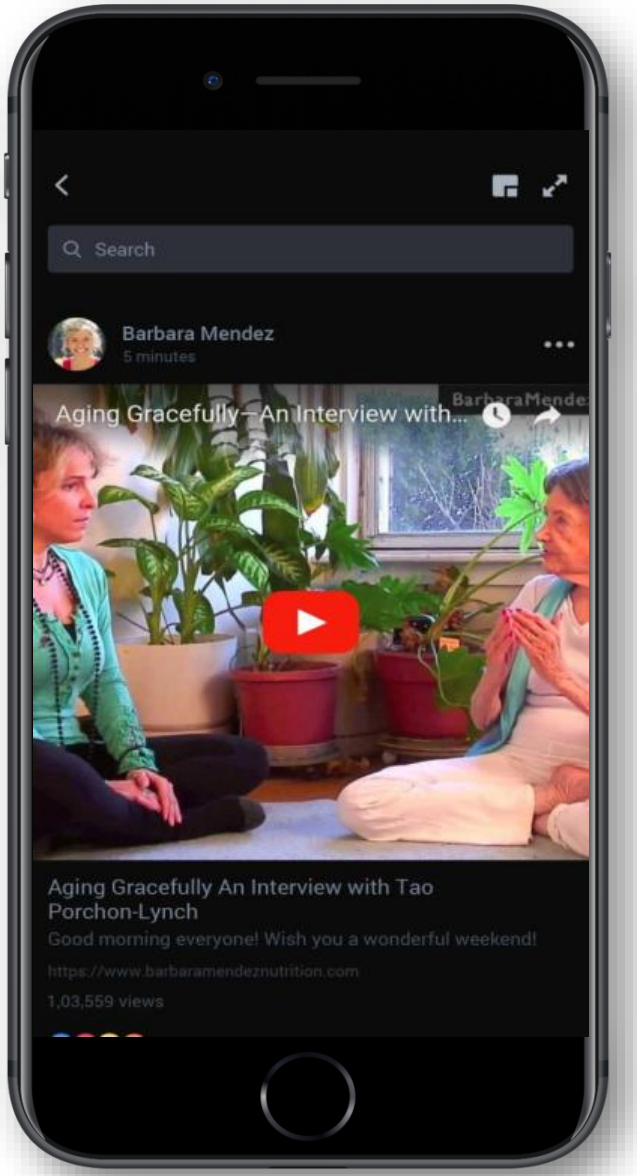

Link Road, Malad West
Search in Mumbai
Shopping
Restaurants
Movies
Doctors
Travel
Hotels
Taxi
Recharge
Repairs
Real Estate
Jobs
Loans
News
Live TV
Videos
Jd Pay
Scoopwhoop
Just now
Home
Social
Voice
Chat
News


Trending Restaurants
Movie Time Cinema...
Filter
Price
Rated 3.5+
Distance
Offers
1. The Fusion Kitchen
Andheri East Marol · 0.11 km
3.8 8 Ratings
₹ 1000 - 2000 · OPEN NOW
2. Lord Of The Drinks Kamala Mills
Senapati Bapat Marg Lower Parel · 0.16 km
4.0 16 Ratings
₹ 1000 - 2000 · CLOSED NOW
Harshada 4.0/5 & 2 others have rated this
3. Butterfly High
Bandra Kurla Complex · 1.96 km
4.1 4 Ratings
₹ 1000 - 2000 · OPEN NOW
Home
Social
Voice
Chat
News

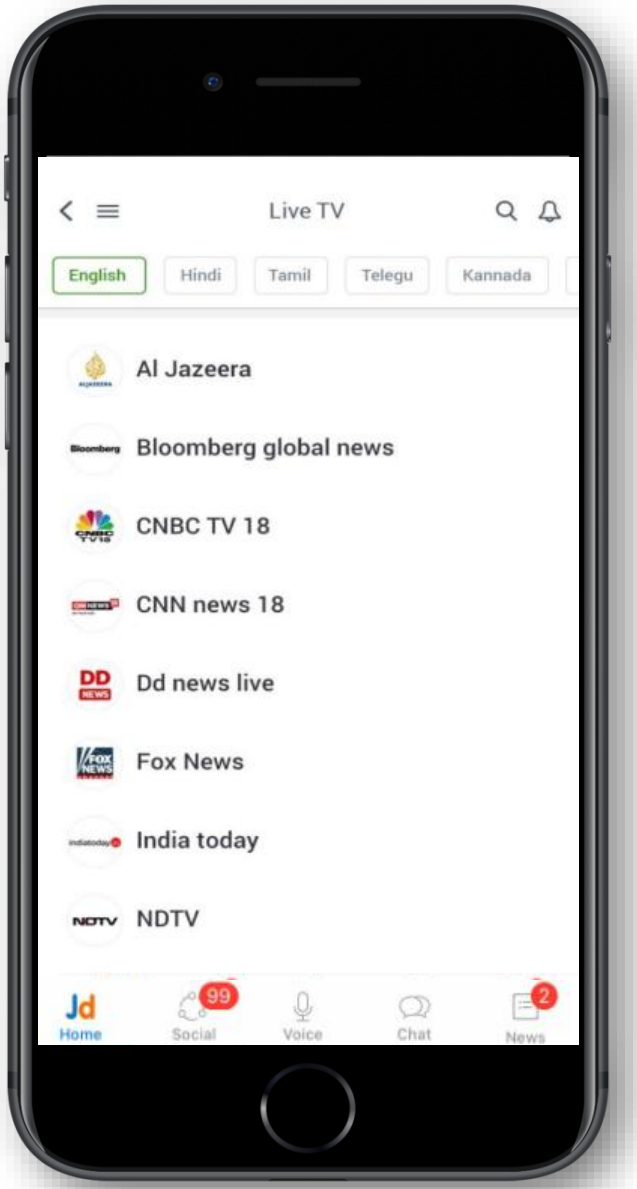

1/7
Vegetarian China Family Restaurant
Malad, West - 0.6 km
4.2
Based on 1961 reviews
Kalpesh 4/5 & 4 other friends rated this
Call
Directions
Message
Order Online
Offers - 15% off on Axis & HDFC cards...more
Tap to rate
Home
Social
Voice
Chat
News

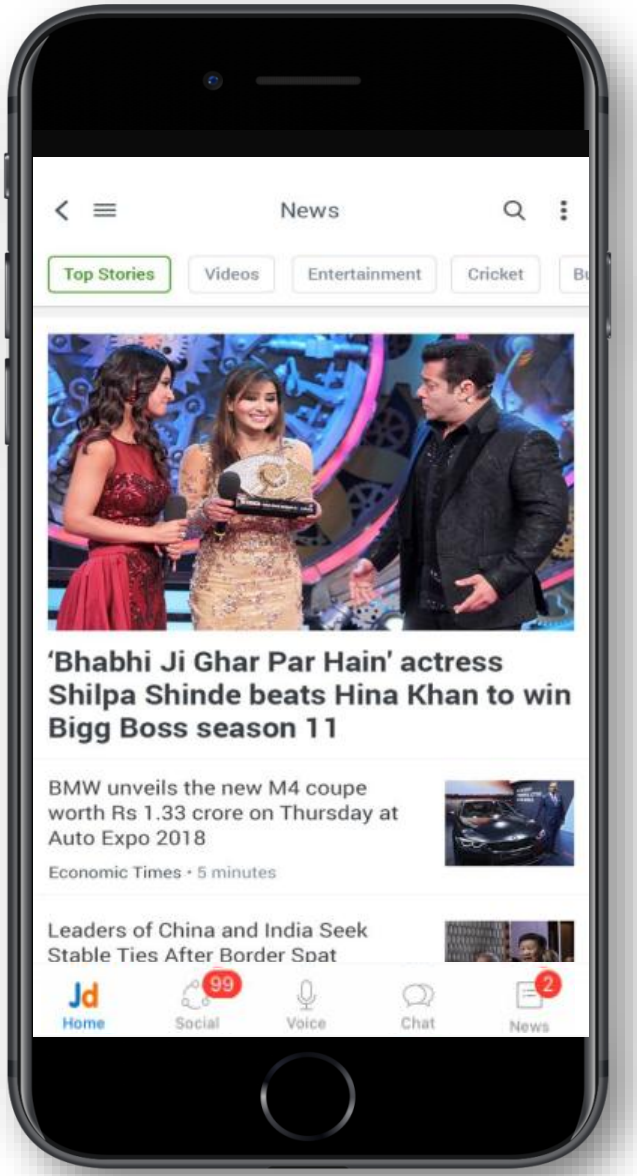
JD SOCIAL


Social
Search
What's on your mind?
News
Videos
Live TV
Scoopwhoop
Just now
Book Now
Why you should take your child on a beach holiday
As adults, we always countdown to our summer holidays to recharge our batteries. But they can also be a profo... more
https://www.scoopwhoop.com
84 views
Jd
Home
99
Social
Voice
Chat
2
News

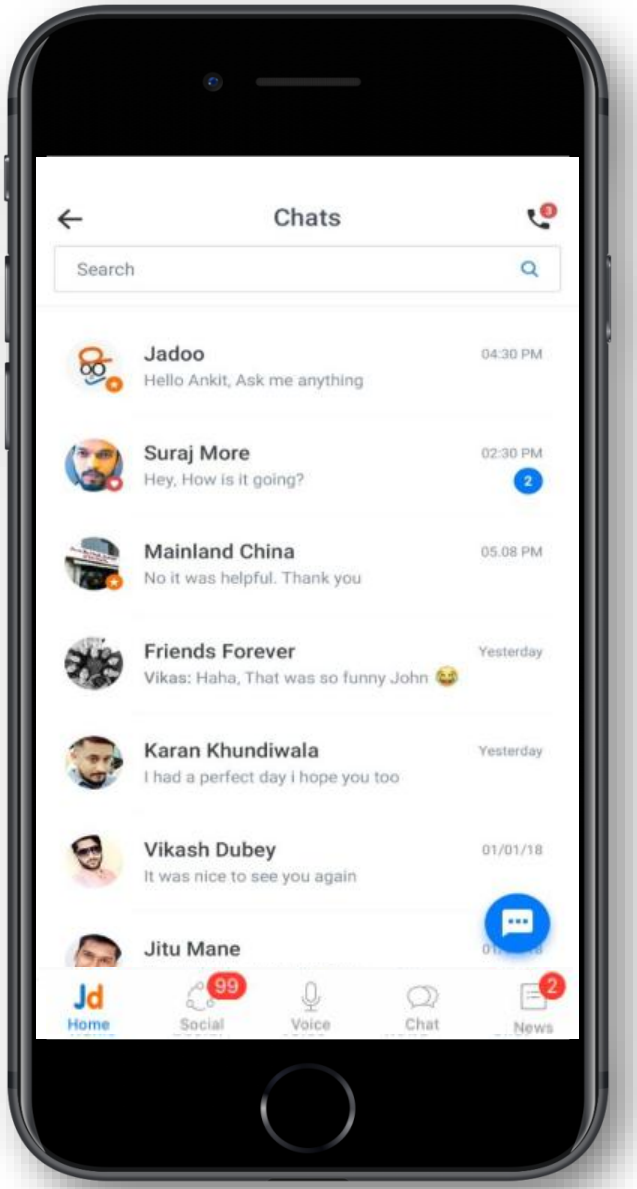

Search
Barbara Mendez
5 minutes
Aging Gracefully – An Interview with...
Aging Gracefully An Interview with Tao Porchon-Lynch
Good morning everyone! Wish you a wonderful weekend!
https://www.barbaramendeznutrition.com
1,03,559 views

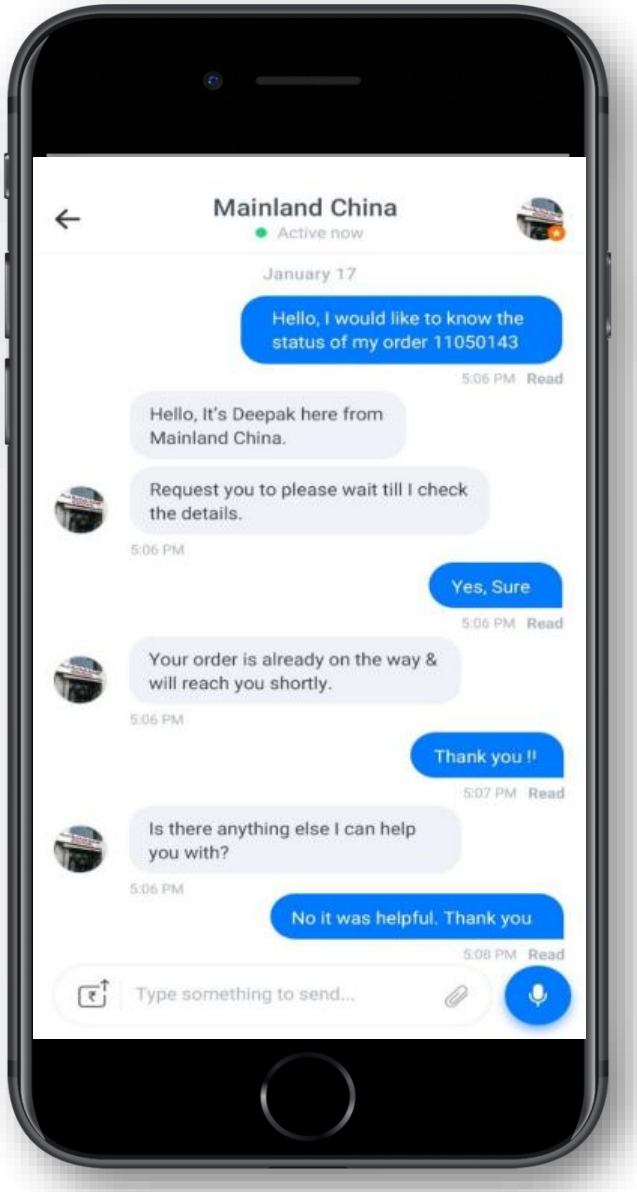
NEWS/ LIVE TV


Live TV
English
Hindi
Tamil
Telegu
Kannada
Al Jazeera
Bloomberg global news
CNBC TV 18
CNN news 18
Dd news live
Fox News
India today
NDTV
Home
Social
Voice
Chat
News


News
Top Stories
Videos
Entertainment
Cricket
'Bhabhi Ji Ghar Par Hain' actress Shilpa Shinde beats Hina Khan to win Bigg Boss season 11
BMW unveils the new M4 coupe worth Rs 1.33 crore on Thursday at Auto Expo 2018
Economic Times · 5 minutes
Leaders of China and India Seek Stable Ties After Border Spat
Home
Social
Voice
Chat
News

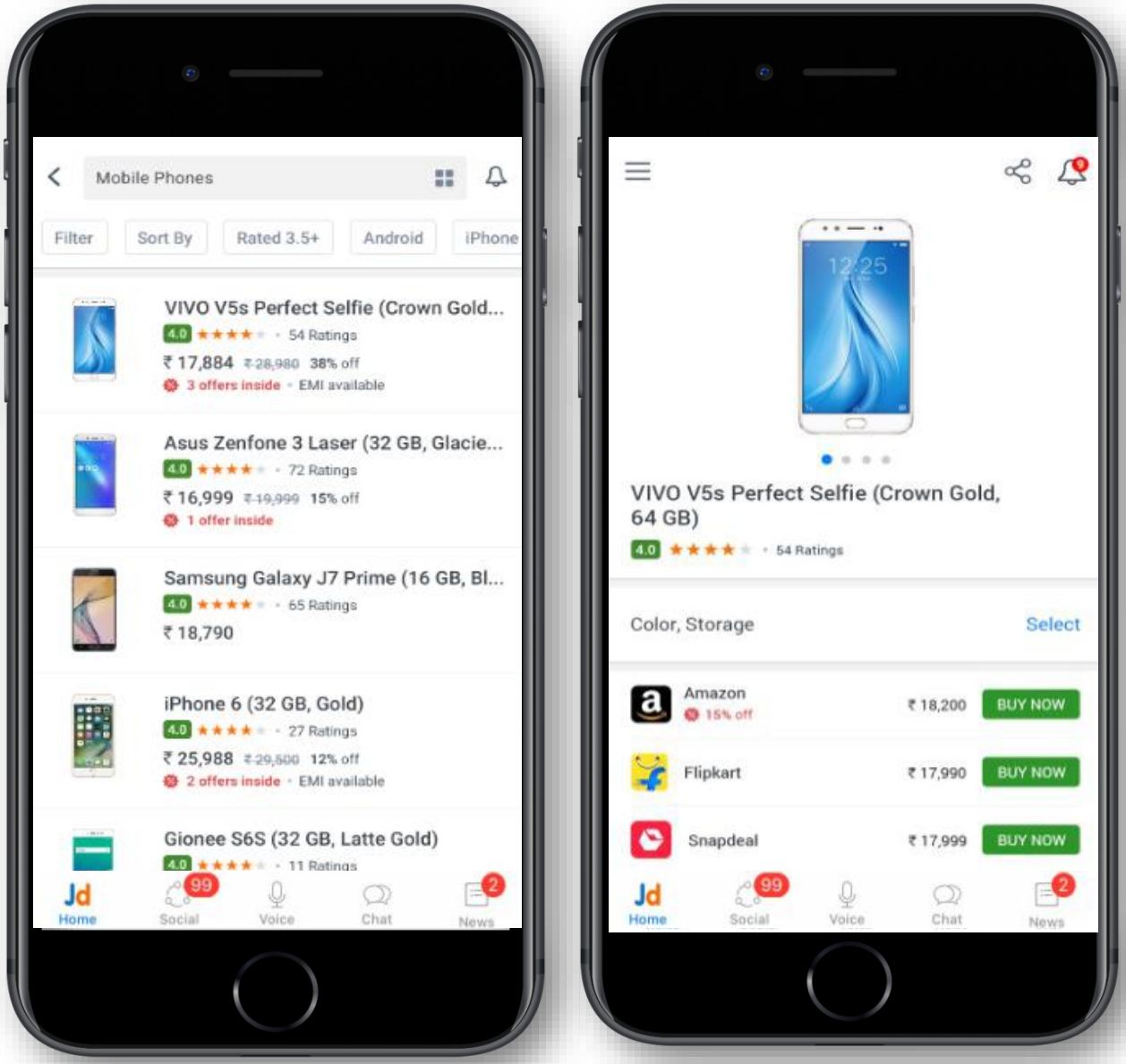
CHAT MESSENGER





BEYOND SEARCH

- Price Comparison
- Hail a Cab
- Flight Tickets
- Train Tickets
- Bus Tickets
- Hotel Bookings
- Bills & Recharge
- Movie Tickets
- Flowers
- Loans
- Wallet Options
- … and many more.



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- Wallet Options
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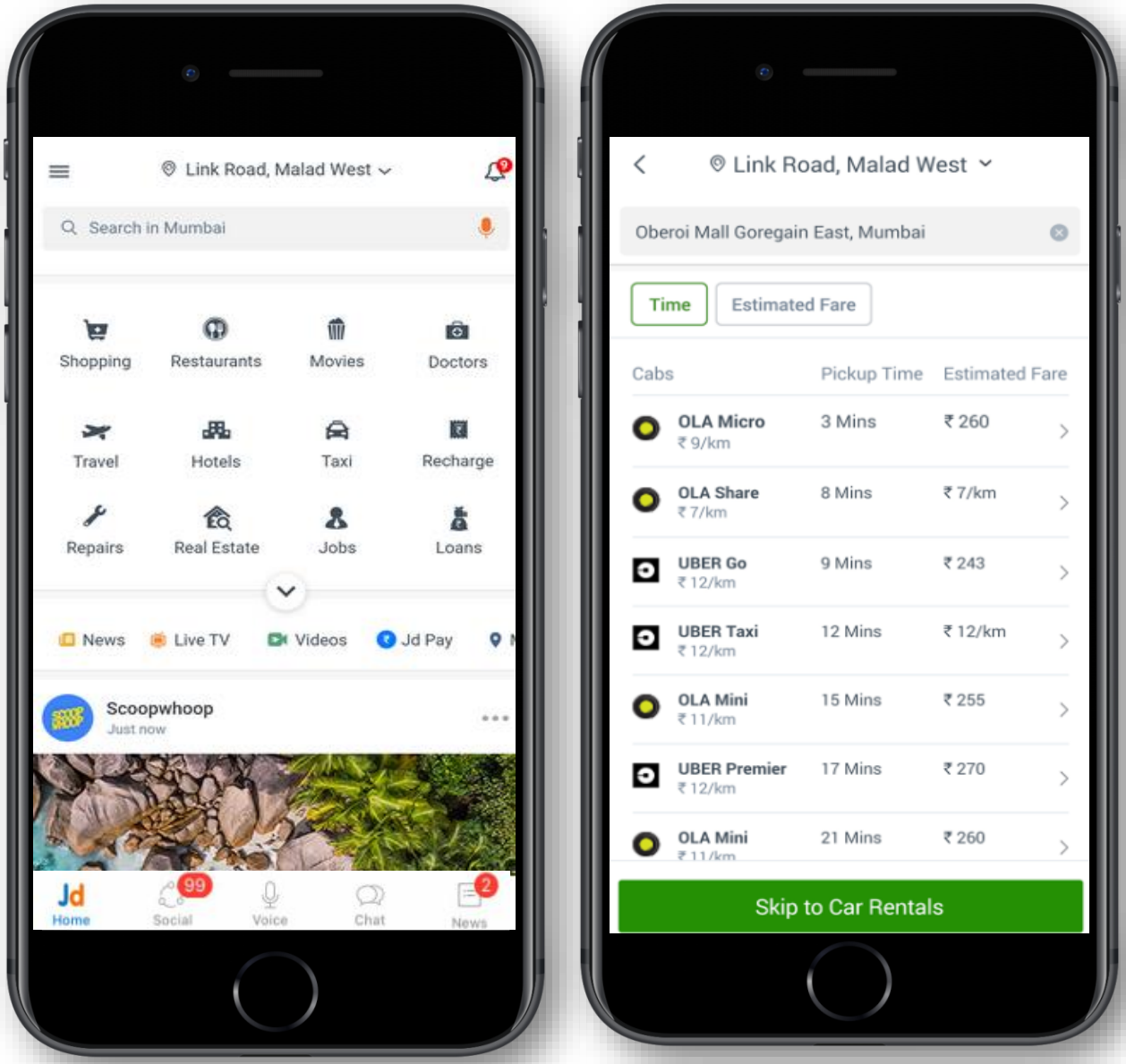

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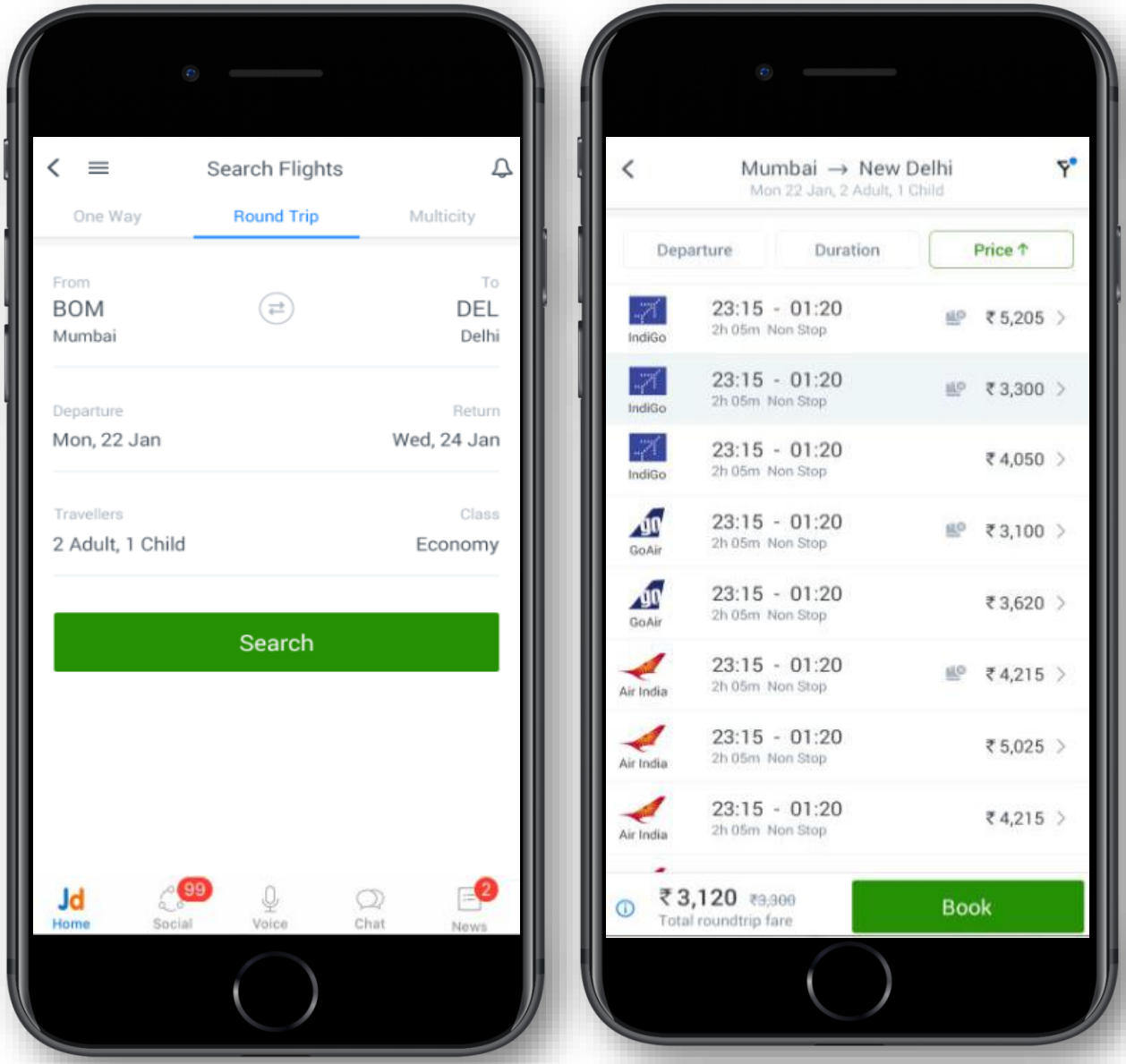

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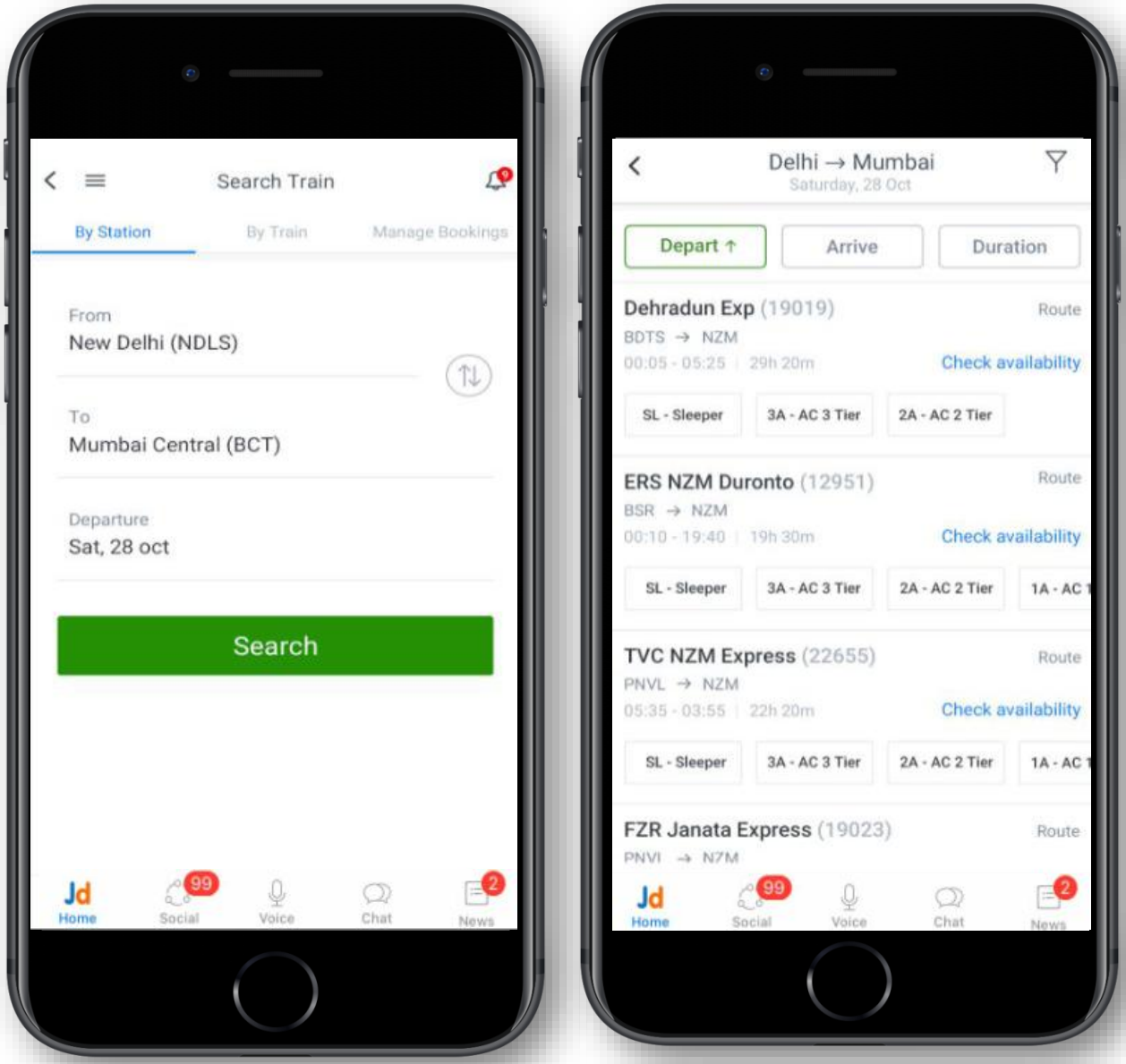

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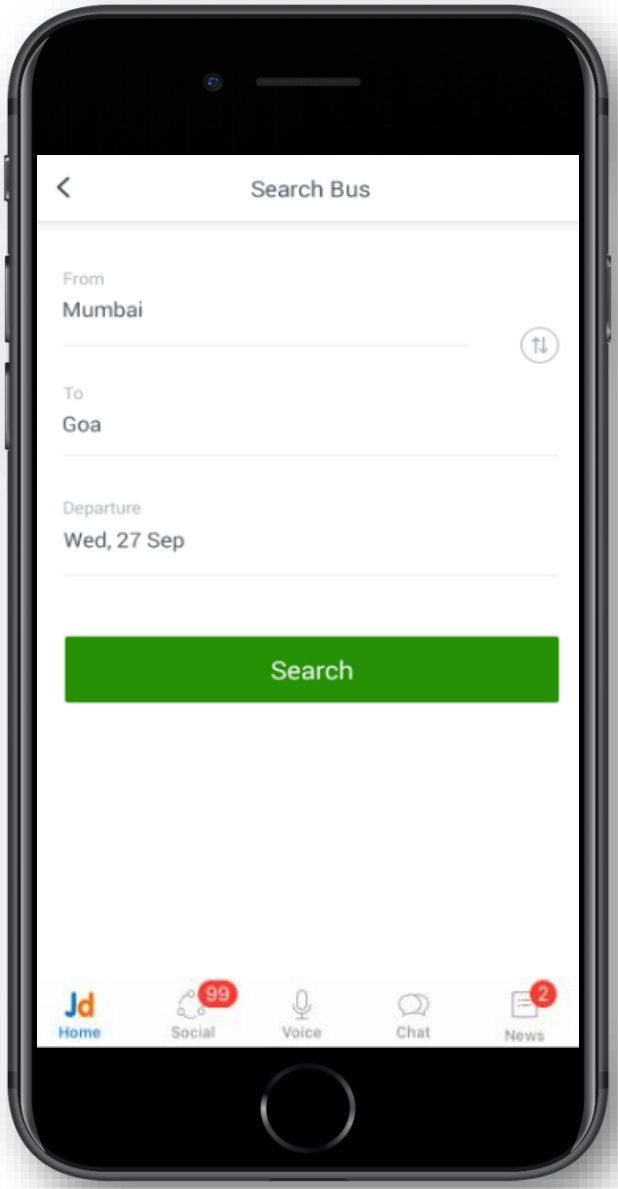

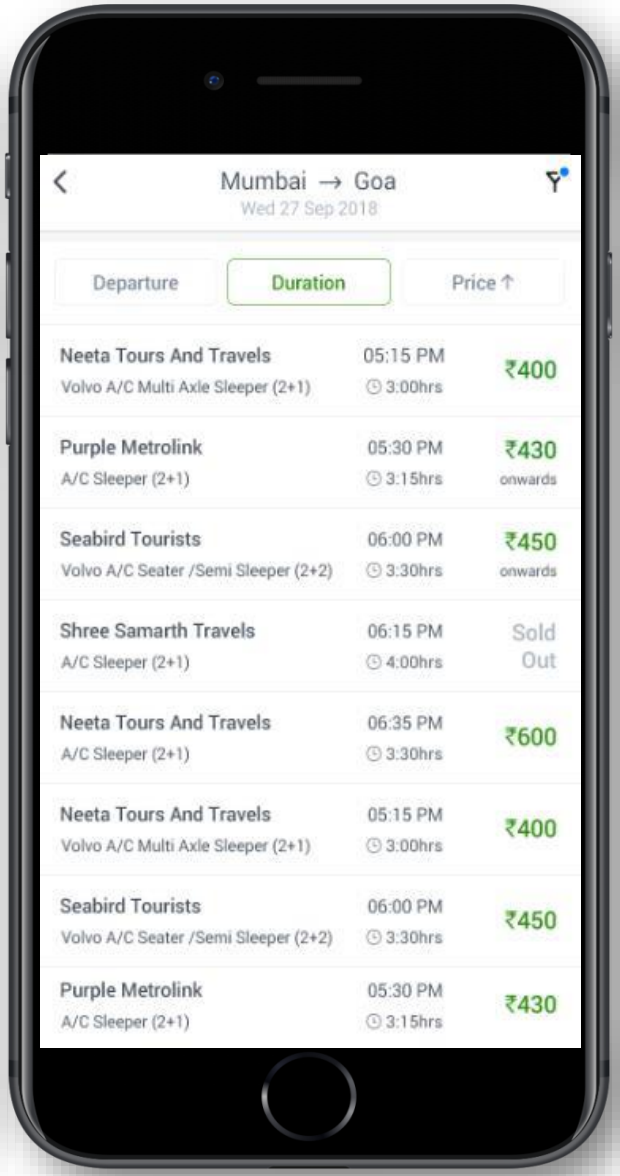

BEYOND SEARCH

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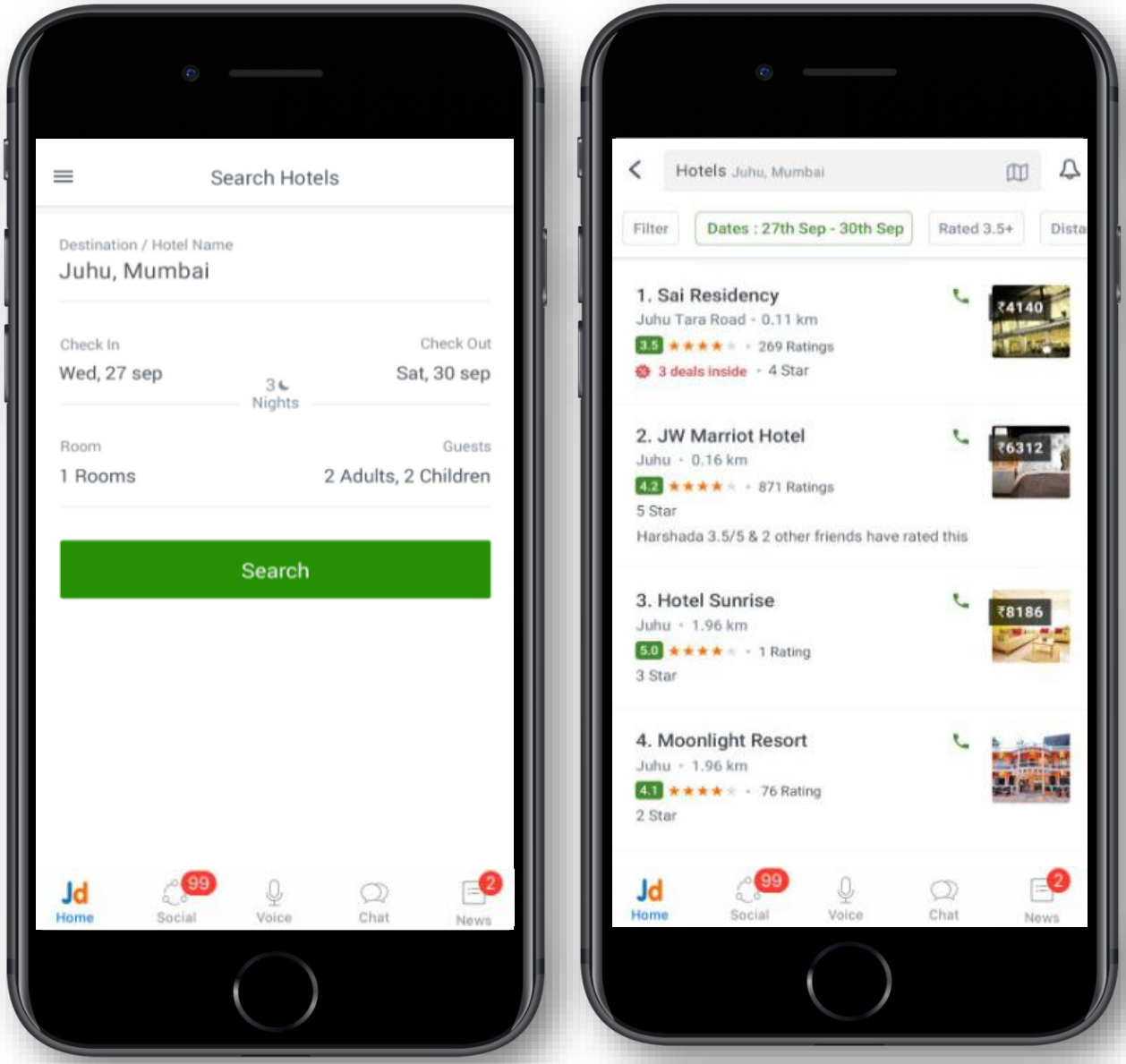
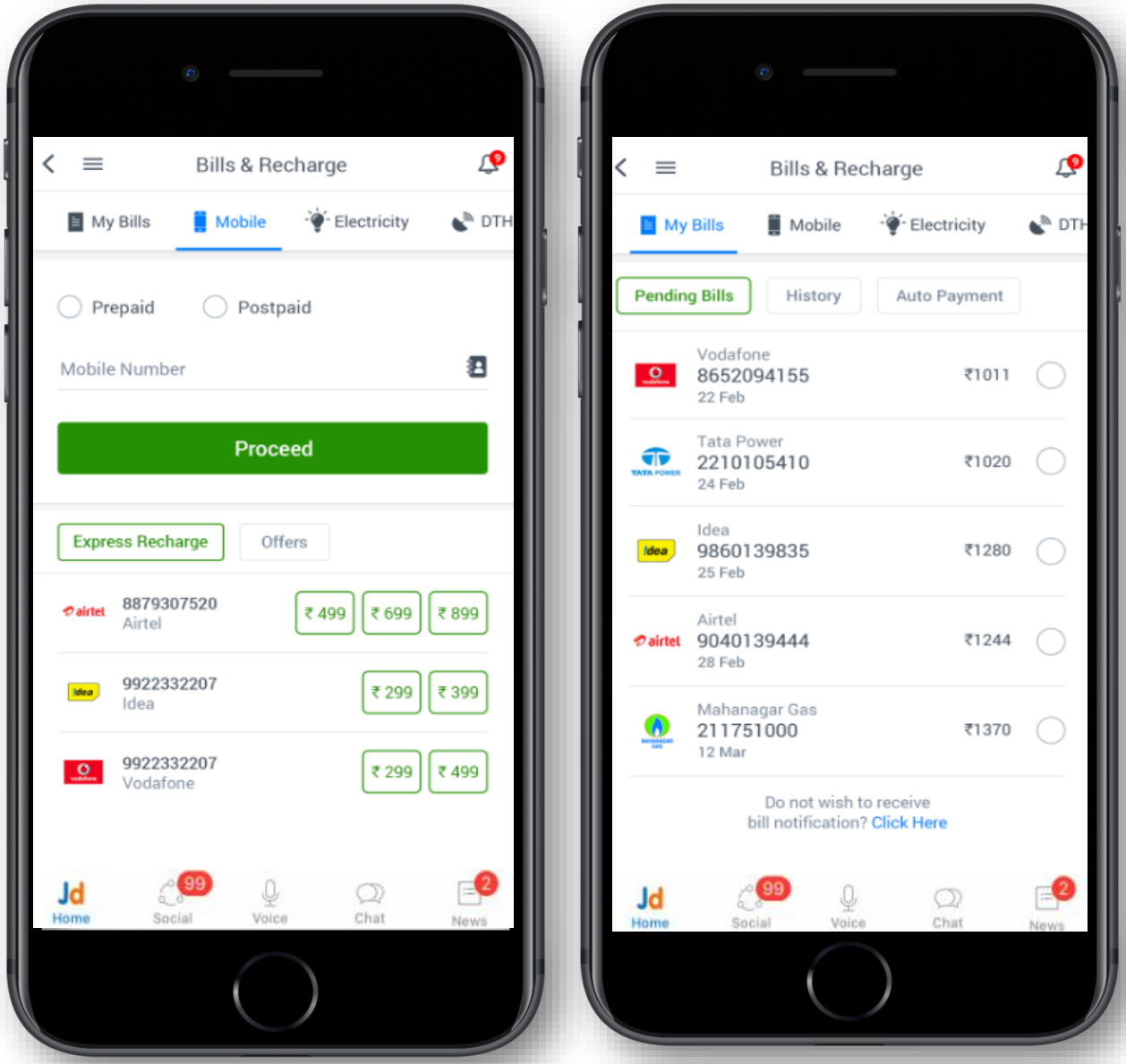


BEYOND SEARCH

- Price Comparison
- Hail a Cab
- Flight Tickets
- Train Tickets
- Bus Tickets
- Hotel Bookings
- **Bills & Recharge**
- Movie Tickets
- Flowers
- Loans
- Wallet Options
- … and many more.



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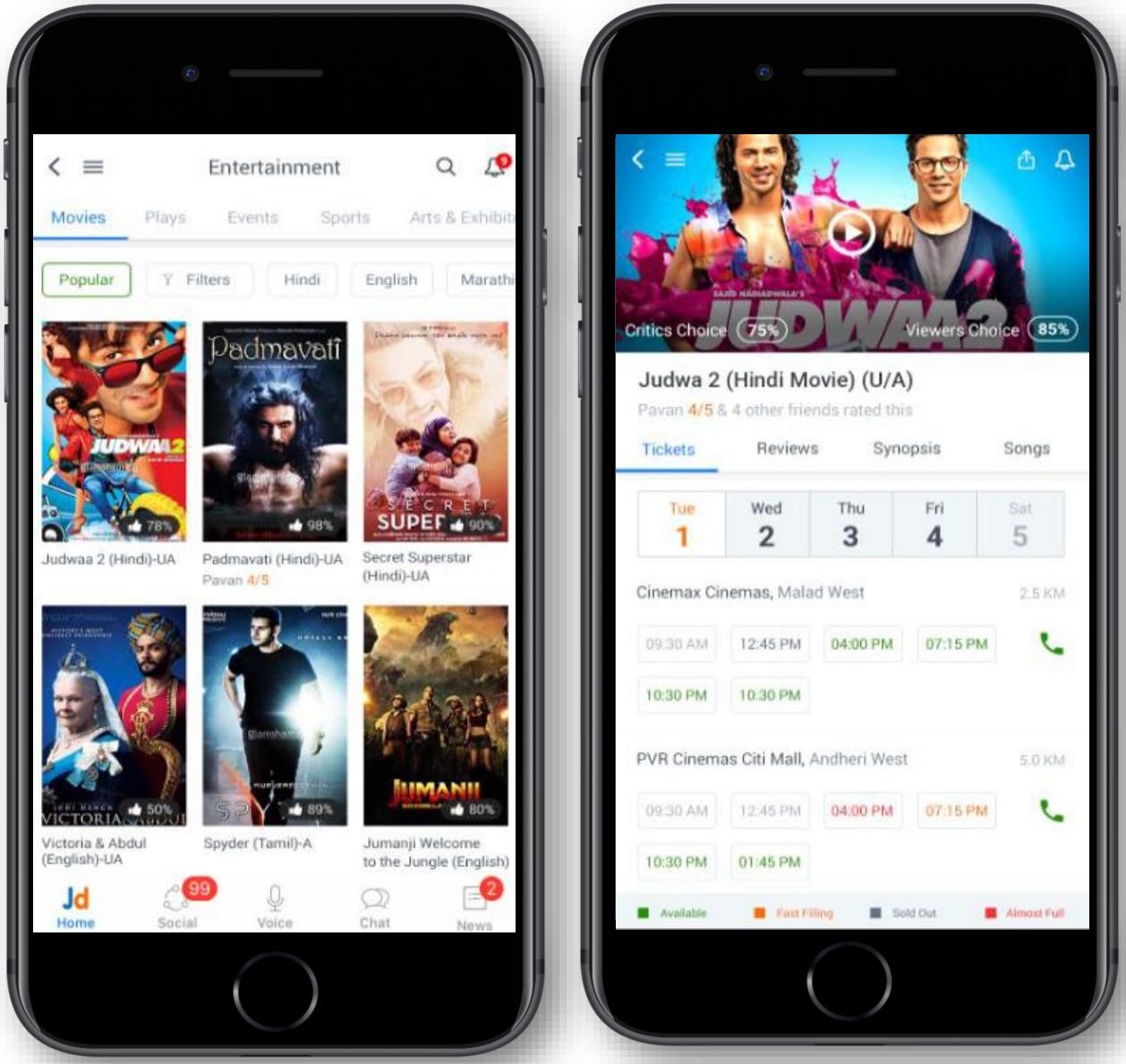
- Bus Tickets
- Hotel Bookings
- Bills & Recharge
- Movie Tickets
- Flowers
- Loans
- Wallet Options
- … and many more.



BEYOND SEARCH

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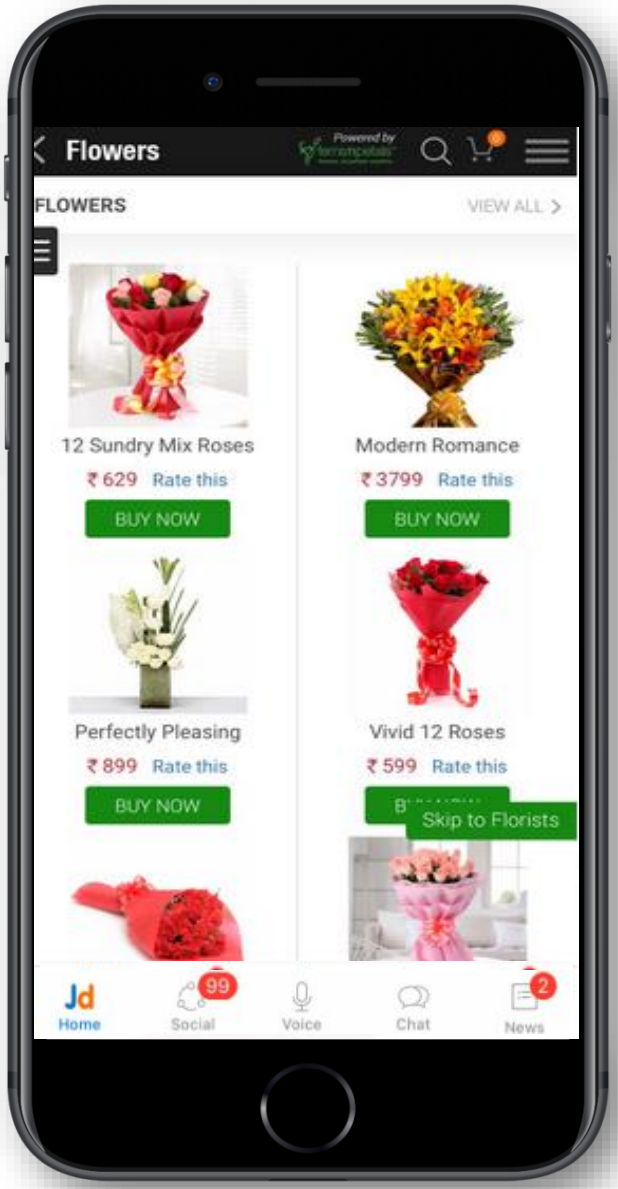
- Bus Tickets
- Hotel Bookings
- Bills & Recharge
- Movie Tickets
- **Flowers**
- Loans
- Wallet Options
- … and many more.



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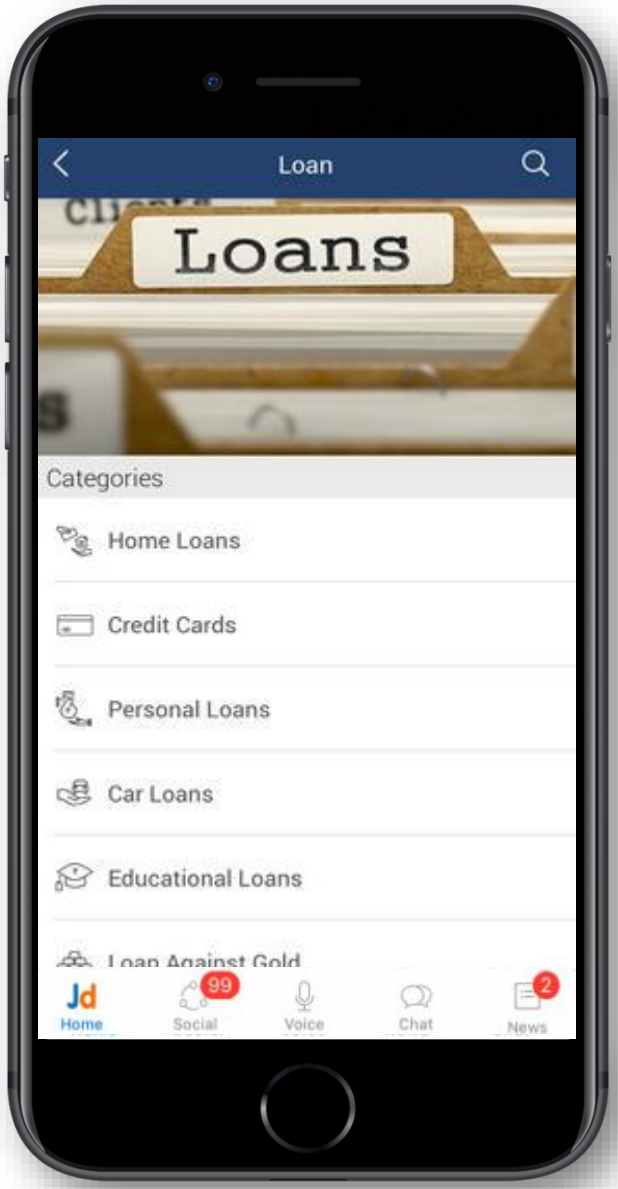
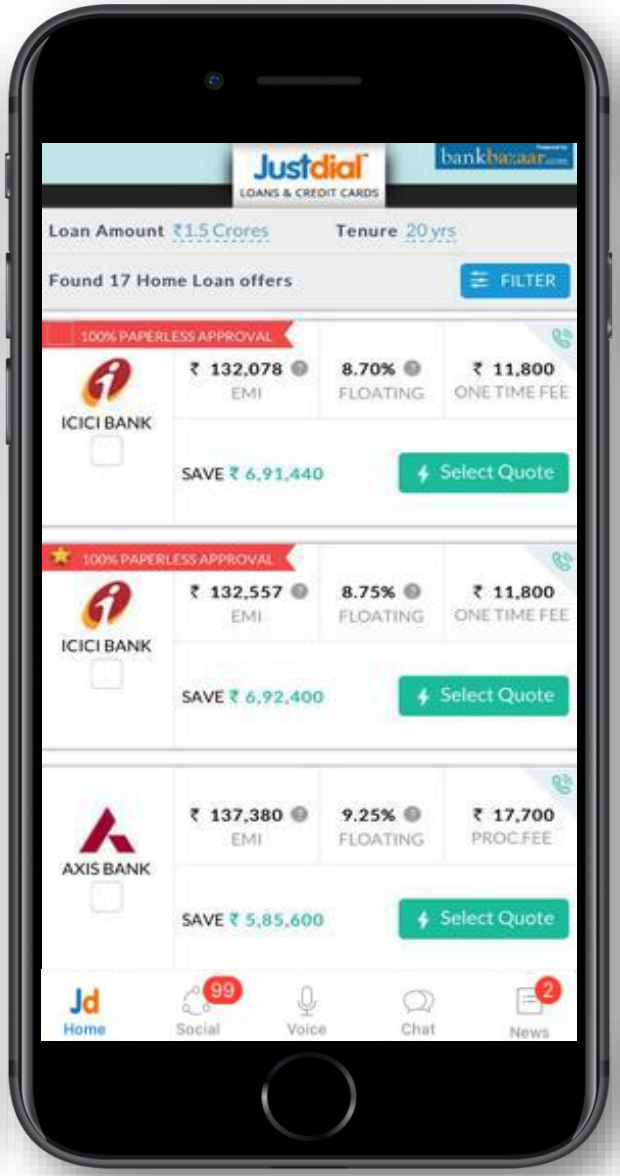
- Bus Tickets
- Hotel Bookings
- Bills & Recharge
- Movie Tickets
- Flowers
- Loans
- Wallet Options
- … and many more.





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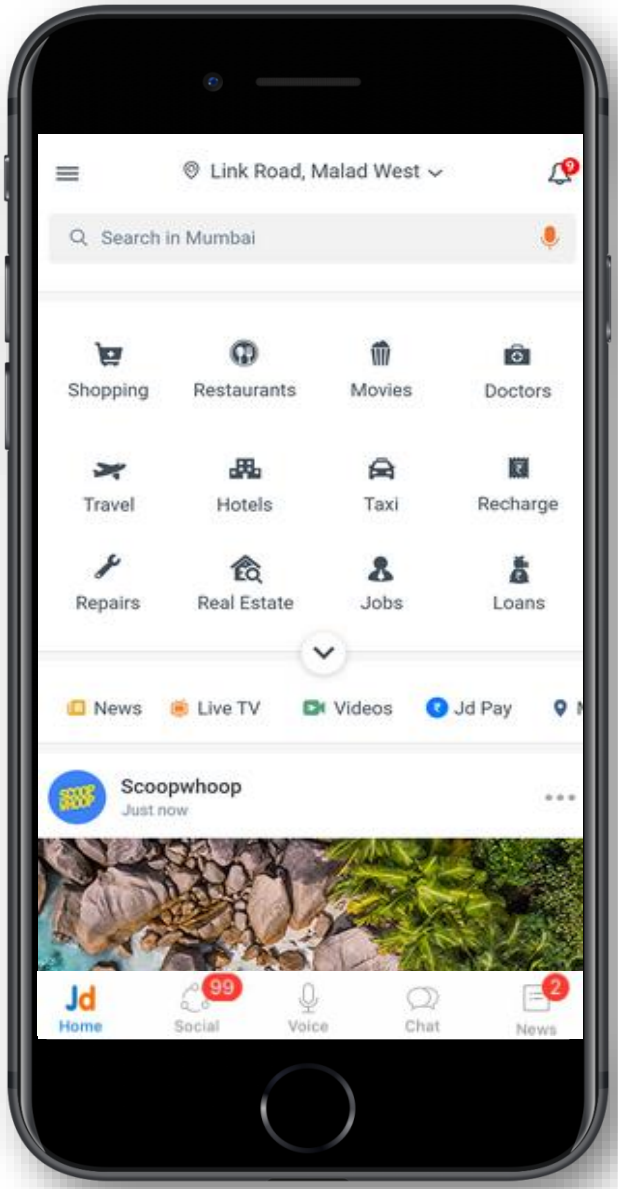
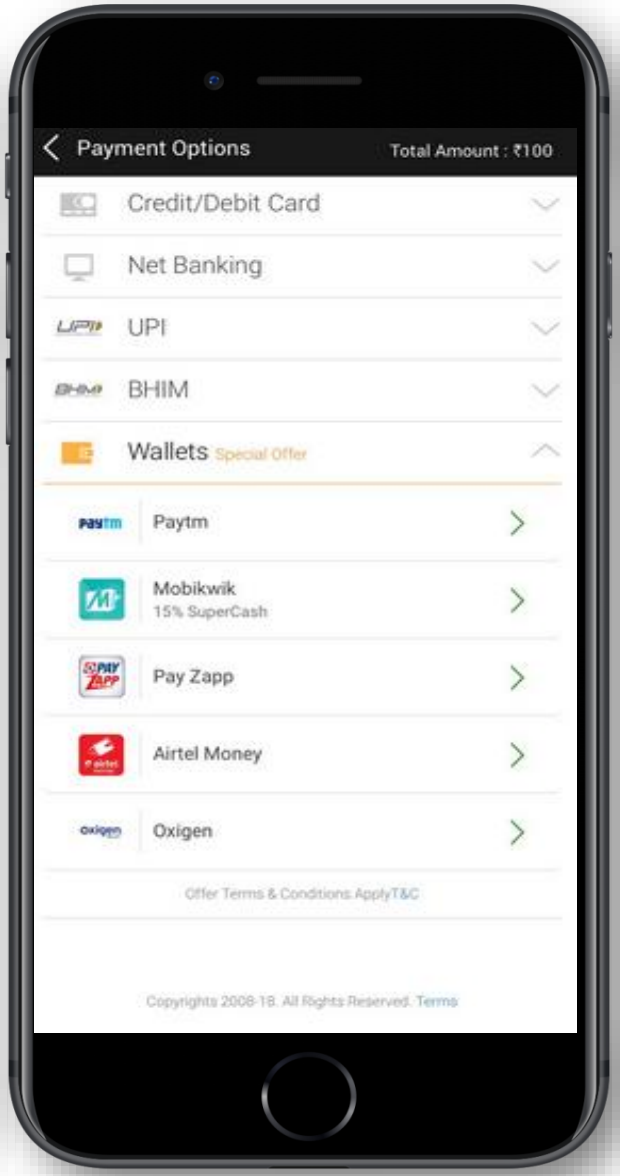
- Flowers
- Loans
- Wallet Options
- … and many more.

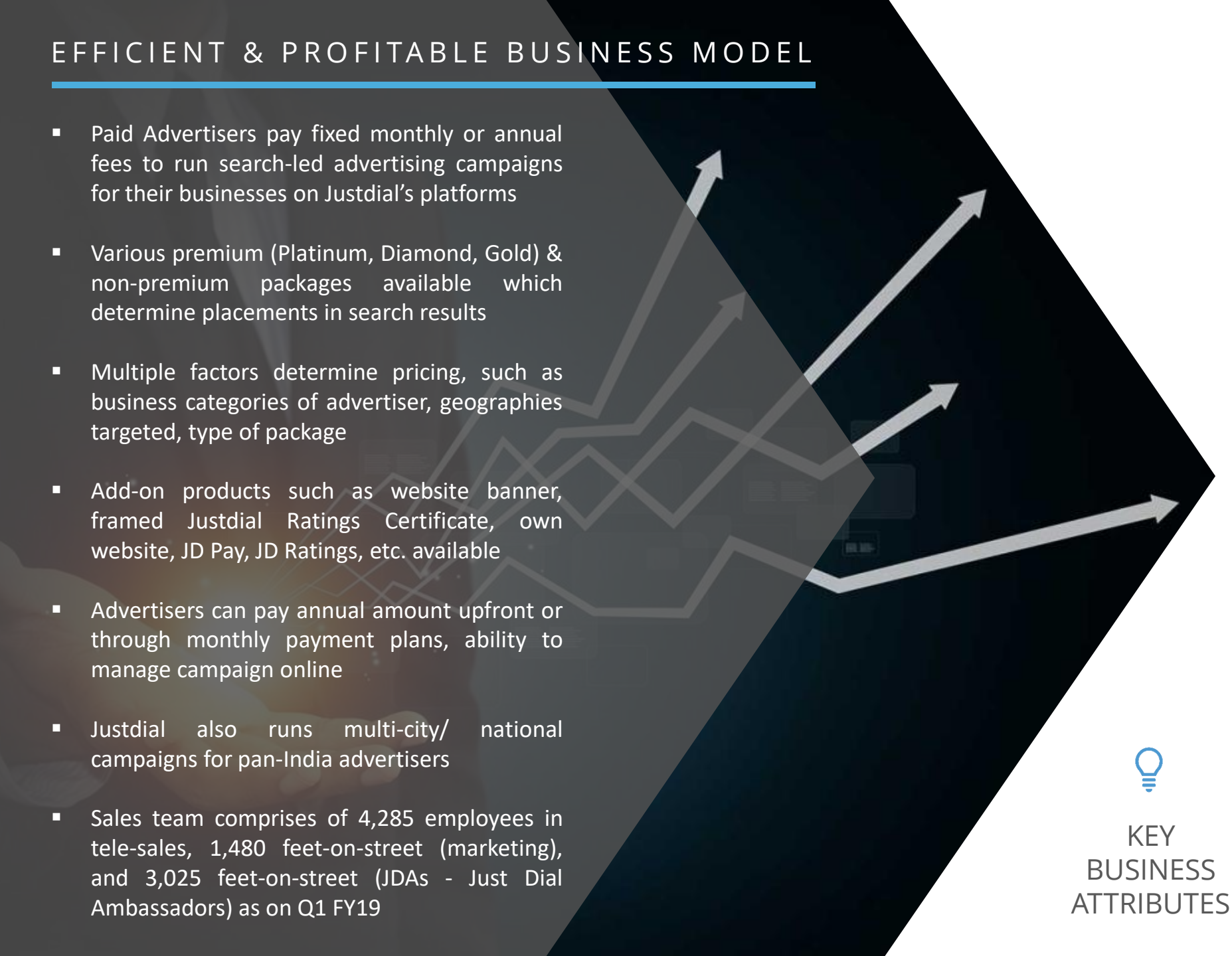




FINANCIAL OVERVIEW

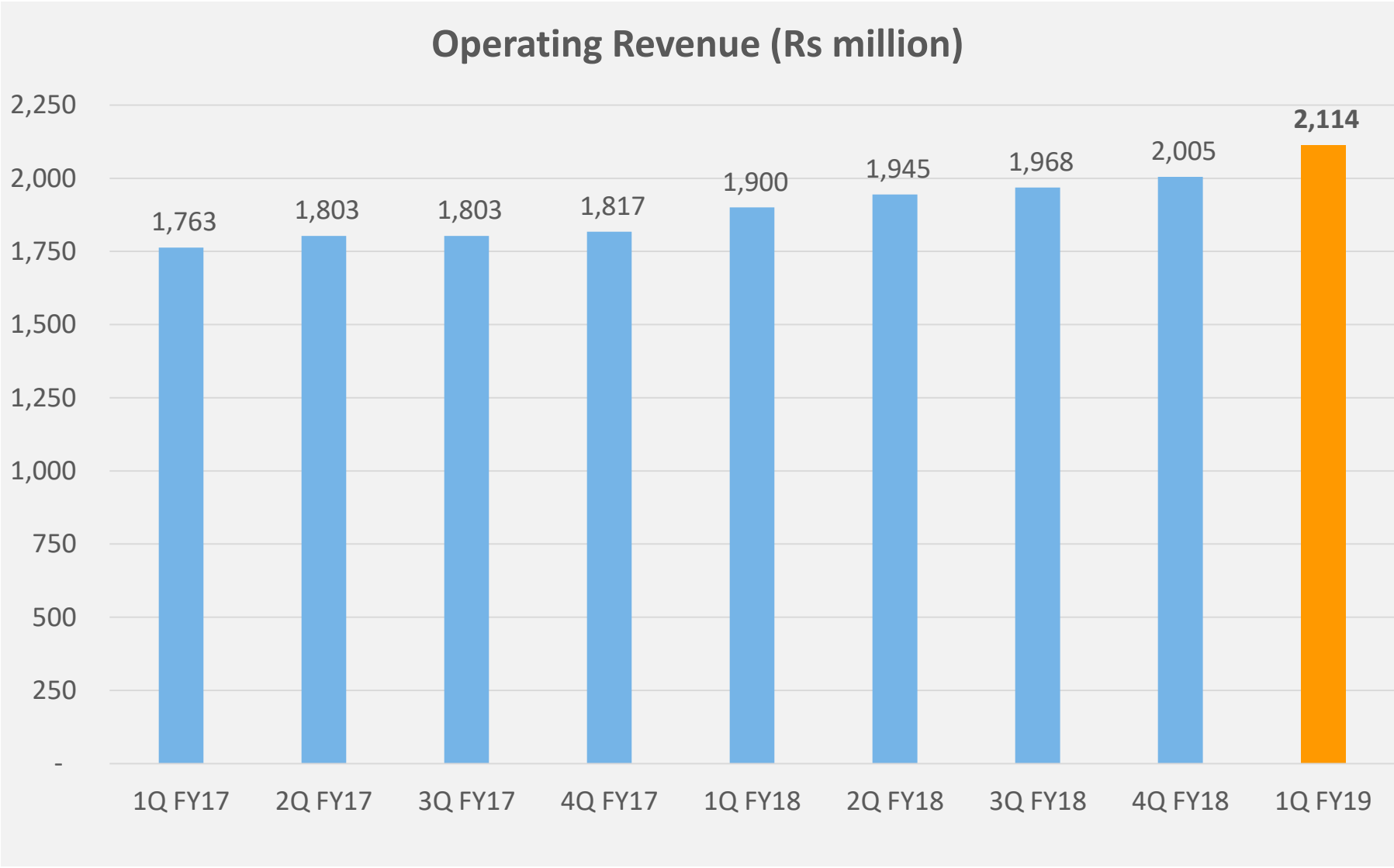
EFFICIENT & PROFITABLE BUSINESS MODEL

- 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, framed Justdial Ratings Certificate, 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 4,285 employees in tele-sales, 1,480 feet-on-street (marketing), and 3,025 feet-on-street (JDAs - Just Dial Ambassadors) as on Q1 FY19

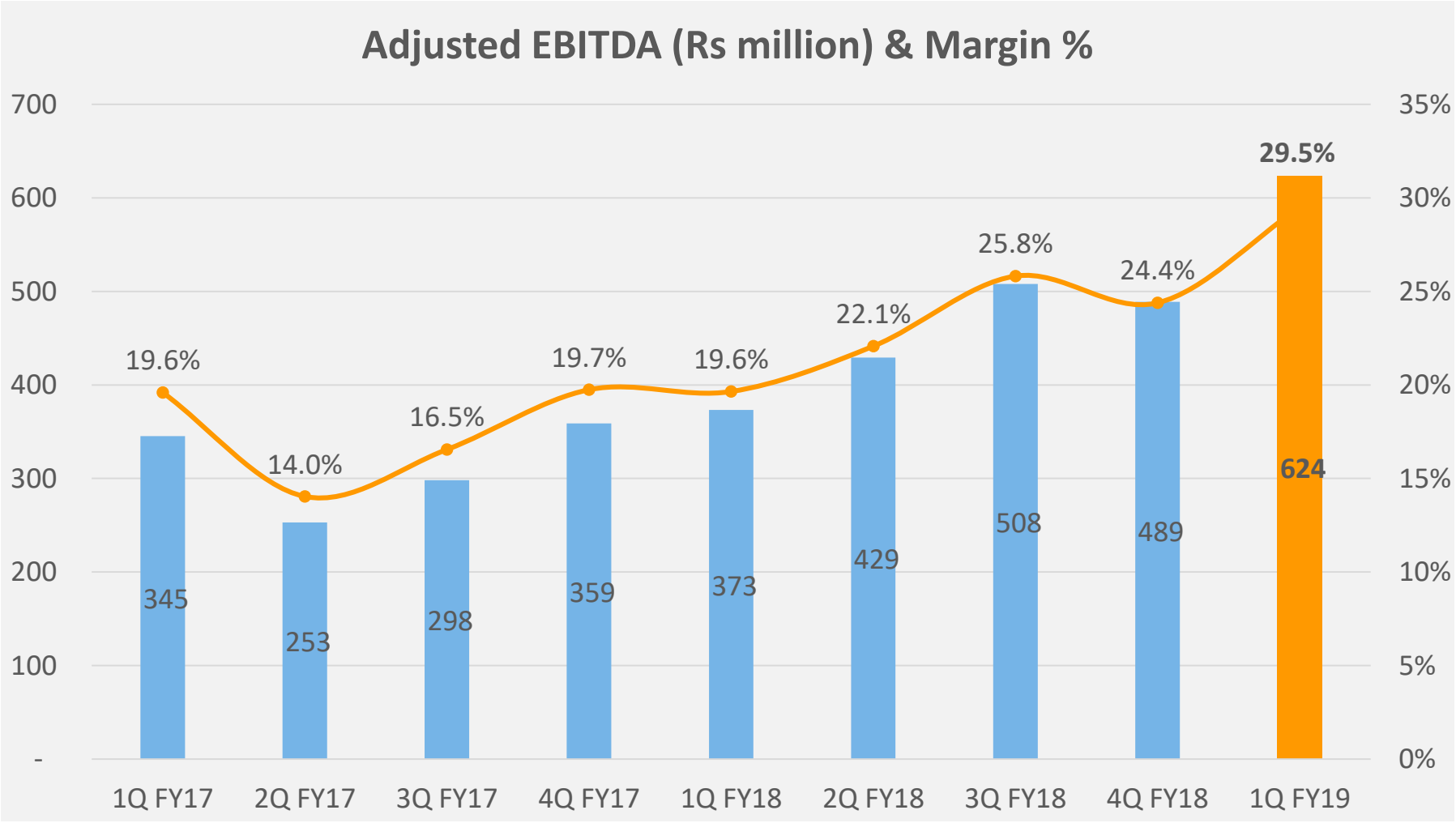


KEY BUSINESS ATTRIBUTES

REVENUE

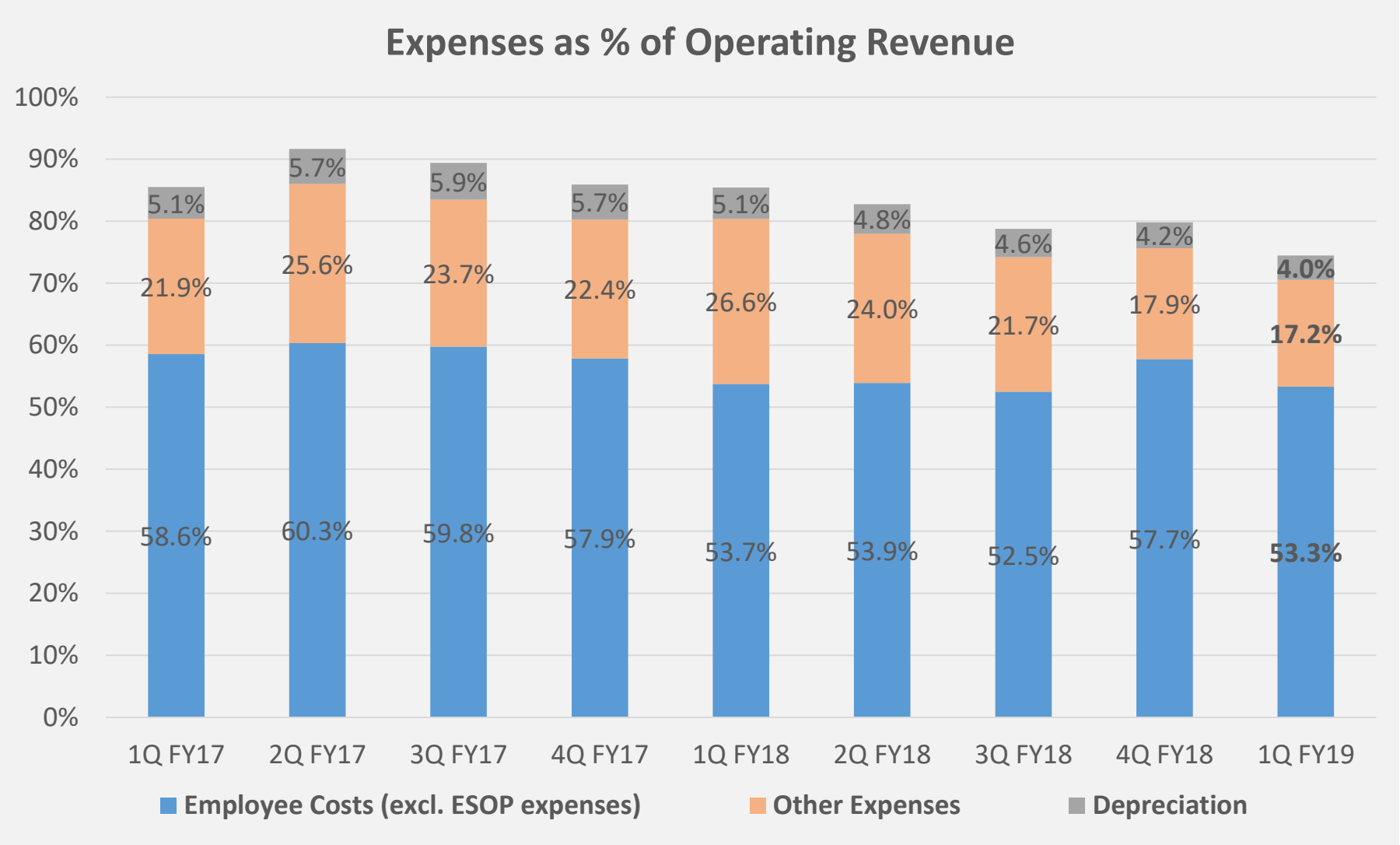

Operating Revenue (Rs million)
2,250
2,000
1,750
1,500
1,250
1,000
750
500
250
-
1,763
1,803
1,803
1,817
1,900
1,945
1,968
2,005
2,114
1Q FY17
2Q FY17
3Q FY17
4Q FY17
1Q FY18
2Q FY18
3Q FY18
4Q FY18
1Q FY19

OPERATING MARGIN



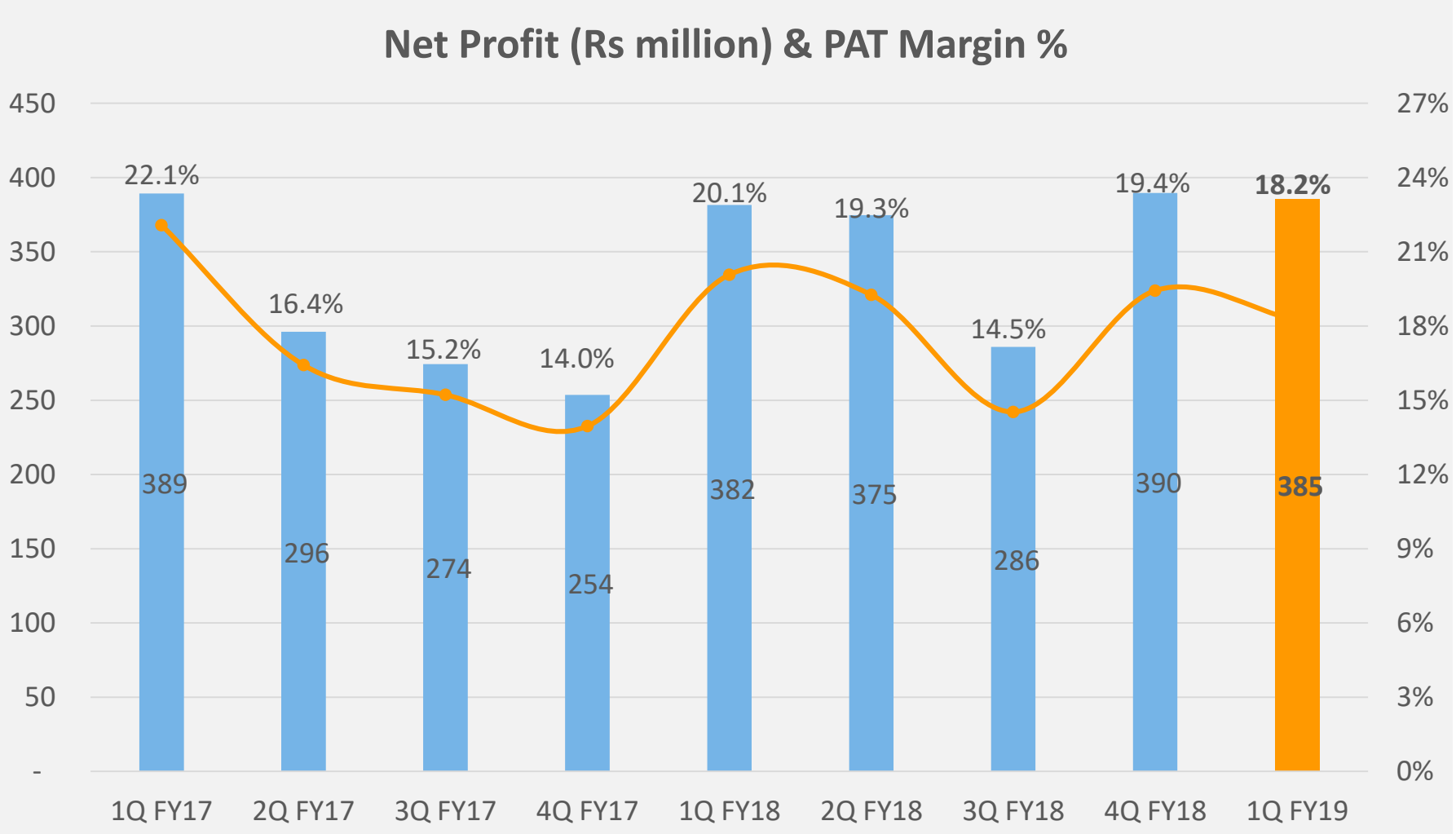
Note: Adjusted EBIDTA arrived after adjusting for ESOP & one-time expenses. Numbers for 1Q FY19 are based on IND AS 115. Due to application of Ind AS 115 from 1 April 2018 onwards, there has been an impact on sales incentives expense recognition. Consequently, Employee Benefit Expense for 1Q FY19 is lower by Rs26.8 million vis-à-vis the amounts if erstwhile standards were applicable.

COST STRUCTURE



Note: Numbers for 1Q FY19 are based on IND AS 115. Due to application of Ind AS 115 from 1 April 2018 onwards, there has been an impact on sales incentives expense recognition. Consequently, Employee Benefit Expense for 1Q FY19 is lower by Rs26.8 million vis-à-vis the amounts if erstwhile standards were applicable.

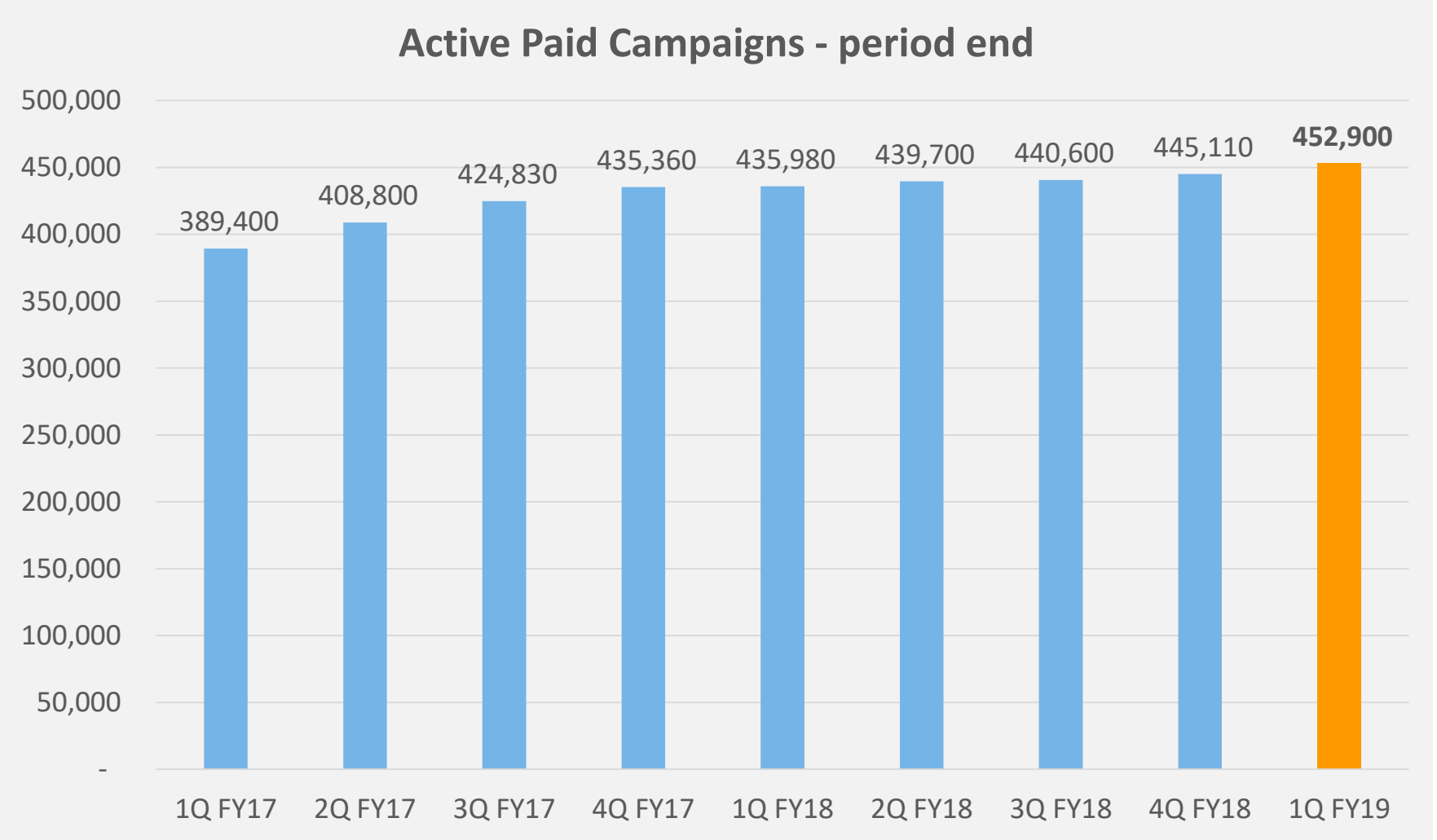
NET PROFIT MARGIN



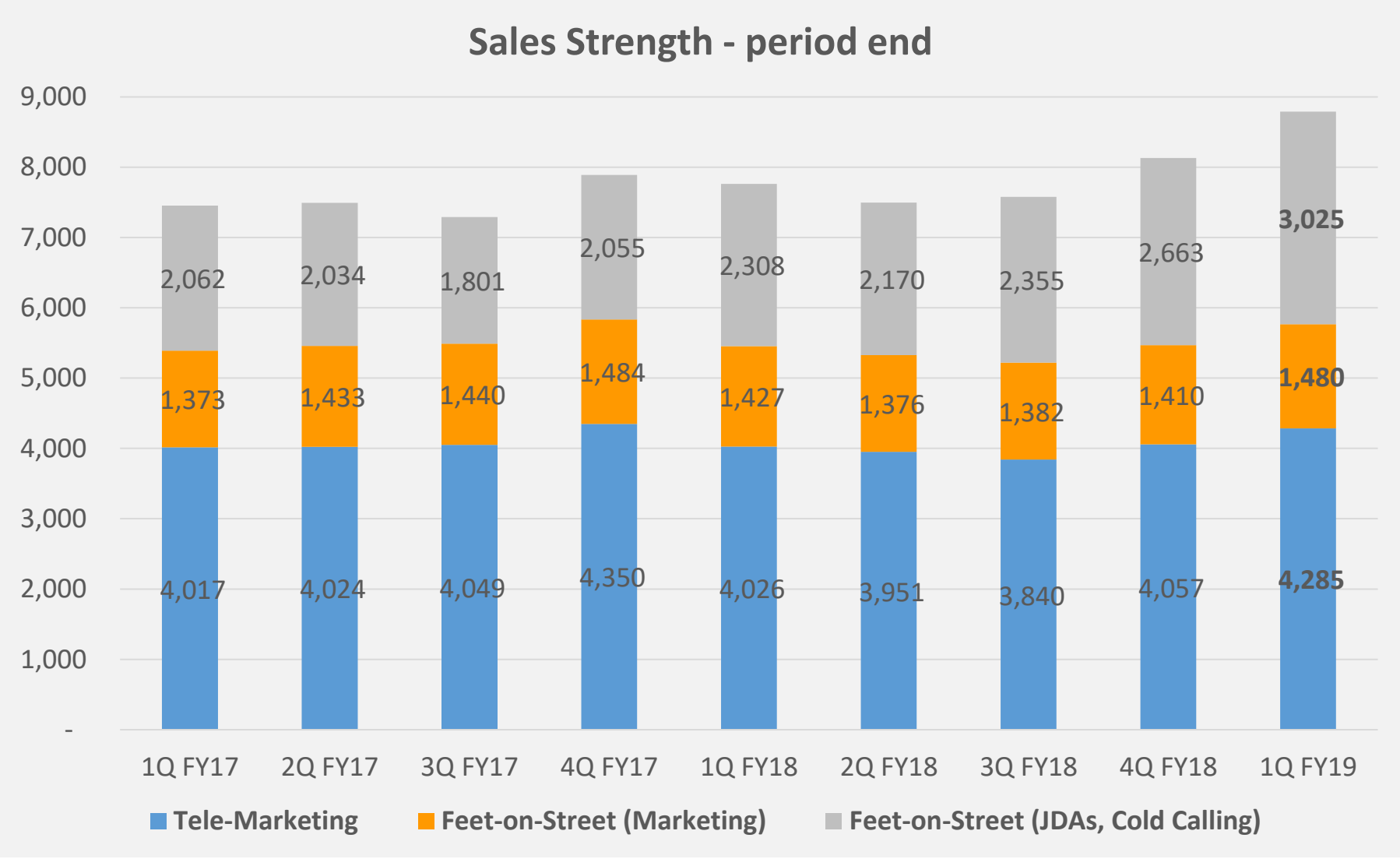
Note 1: Numbers for 1Q FY19 are based on IND AS 115. Due to application of Ind AS 115 from 1 April 2018 onwards, there has been an impact on sales incentives expense recognition. Consequently, Employee Benefit Expense for 1Q FY19 is lower by Rs26.8 million, Tax Expense is higher by Rs9.3 million & Profit after Taxes is higher by Rs17.5 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



SALES FORCE


Sales Strength - period end
9,000
8,000
7,000
6,000
5,000
4,000
3,000
2,000
1,000
-
2,062
2,034
1,801
2,055
2,308
2,170
2,355
2,663
3,025
1,373
1,433
1,440
1,484
1,427
1,376
1,382
1,410
1,480
4,017
4,024
4,049
4,350
4,026
3,951
3,840
4,057
4,285
1Q FY17
2Q FY17
3Q FY17
4Q FY17
1Q FY18
2Q FY18
3Q FY18
4Q FY18
1Q FY19
Tele-Marketing
Feet-on-Street (Marketing)
Feet-on-Street (JDAs, Cold Calling)

Justdial®
India's No.1 local search engine

JUST DIAL LTD - 1Q FY19 (Quarter ended June 30, 2018) PERFORMANCE SUMMARY

Metric	Unit	1Q-FY19	1Q-FY18	YoY change	4Q-FY18	QoQ change
Operating Revenue	(₹ million)	**2,114**	1,900	11.3%	2,005	5.5%
Operating EBITDA	(₹ million)	**574**	325	76.7%	458	25.4%
Operating EBITDA Margin	%	**27.2%**	17.1%	1005 bps	22.8%	432 bps
Adjusted EBITDA (excl. ESOP exp.)	(₹ million)	**624**	373	67.0%	489	27.6%
Adjusted EBITDA Margin (excl. ESOP exp.)	%	**29.5%**	19.6%	985 bps	24.4%	511 bps
Other Income, net	(₹ million)	**82**	266	-69.1%	166	-50.5%
Profit Before Taxes	(₹ million)	**573**	495	15.8%	540	6.1%
Net Profit	(₹ million)	**385**	382	1.0%	390	-1.1%
Net Profit Margin	%	**18.2%**	20.1%	-186 bps	19.4%	-121 bps
Unearned Revenue (period end)	(₹ million)	**3,713**	2,904	27.9%	3,330	11.5%
Cash & Investments (period end)	(₹ million)	**12,888**	10,862	18.6%	12,006	7.3%

Note: Numbers for 1Q FY19 are based on IND AS 115. Due to application of Ind AS 115 from 1 April 2018 onwards, there has been an impact on sales incentives expense recognition. Consequently, Employee Benefit Expense for 1Q FY19 is lower by Rs26.8 million, Tax Expense is higher by Rs9.3 million & Profit after Taxes is higher by Rs17.5 million vis-à-vis the amounts if erstwhile standards were applicable.

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India's No.1 local search engine

JUST DIAL LTD - 1Q FY19 (Quarter ended June 30, 2018) PERFORMANCE SUMMARY

Metric	Unit	1Q-FY19	1Q-FY18	YoY change	4Q-FY18	QoQ change
Unique Visitors	(million)	**125.2**	100.5	24.6%	111.6	12.2%
- Mobile	(million)	**92.3**	62.7	47.3%	79.0	16.9%
- Desktop/ PC	(million)	**23.5**	28.0	-15.9%	24.0	-1.9%
- Voice	(million)	**9.4**	9.9	-5.2%	8.6	8.9%
- Mobile	% share	**73.7%**	62.4%	1138 bps	70.8%	293 bps
- Desktop/ PC	% share	**18.8%**	27.8%	-903 bps	21.5%	-270 bps
- Voice	% share	**7.5%**	9.8%	-235 bps	7.7%	-23 bps
Total Listings (period end)	(million)	**22.7**	18.8	20.8%	21.8	4.3%
Net Listings Addition		**943,367**	906,457	4.1%	1,044,435	-9.7%
Total Images in Listings (period end)	(million)	**47.9**	35.6	34.7%	44.8	6.9%
Listings with Geocodes (period end)	(million)	**11.8**	7.8	51.3%	10.9	7.9%
Ratings & Reviews	(million)	**85.1**	73.1	16.3%	81.9	3.9%
Paid campaigns (period end)		**452,900**	435,980	3.9%	445,110	1.8%
Total App Downloads (period end)	(million)	**20.8**	15.4	34.9%	19.8	4.7%
App Downloads per day		**14,351**	26,533	-45.9%	15,501	-7.4%
Number of Employees (period end)		**12,281**	11,262	9.0%	11,452	7.2%

BOARD OF DIRECTORS

Executive Directors

V S S Mani

Founder, Managing Director and Chief Executive Officer of Justdial with over 30 years of experience in the field of media and local search services.

Ramani Iyer

Non-Independent, Whole-time Director with 25 years of experience, working with Justdial in the field of strategic planning and execution.

V Krishnan

Non-Independent, Whole-time Director with 25 years of experience, working with Justdial in strategic planning and execution.

Non-Executive Directors

Independent

B Anand

CEO of Essar Oil, previously CFO of Trafigura, with 31 years of experience in finance, strategy & investment banking. He is a Commerce graduate from Nagpur University

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 Bombay & IIM Ahmedabad.

Non-Independent

Pulak Prasad

Pulak is Founder & MD of Nalanda Capital and has over 26 years of experience in management consulting & investing. He holds B. Tech. from IIT Delhi and is an IIM Ahmedabad alumni.

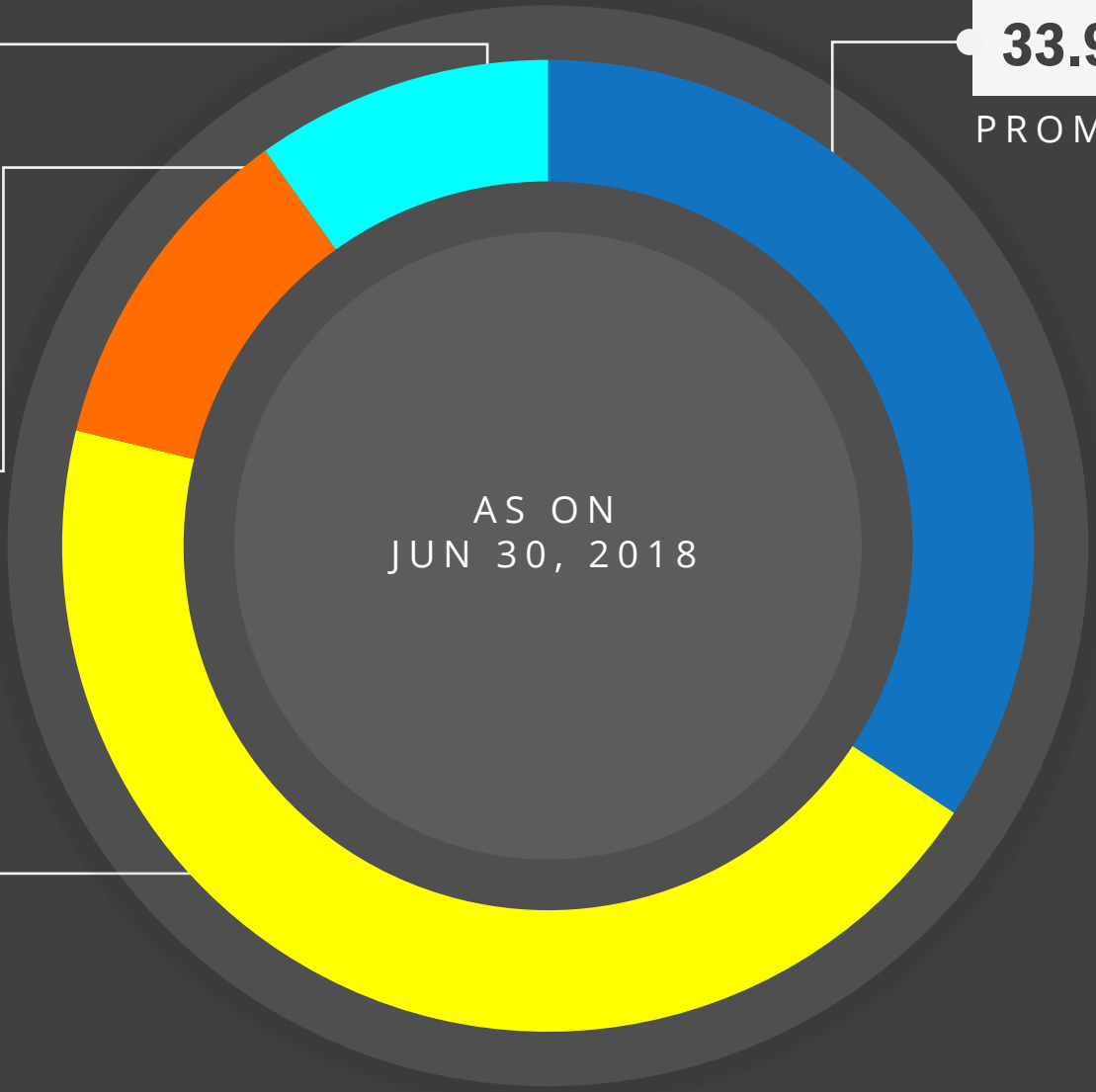
Anita Mani

She has 25 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	30 Years	Overall growth strategy, planning, execution & management
Shreos Roychowdhury	Chief Technology Officer	21 Years	Technological Innovation and R&D
Abhishek Bansal	Chief Financial Officer	9 Years	Finance, Strategy, Accounting, Treasury, Audit, Legal, Compliance & Traffic
Vishal Parikh	Chief Product Officer	16 Years	Leads Product, Design & Technology teams, Project Management, Payments Product & Voice Operations
Sumeet Vaid	Chief Revenue Officer	20 Years	Revenue growth & Business development
Rajesh Madhavan	Chief People Officer	22 Years	Human Resource Functions
Jaimin Shah	Chief Technology Officer, Omni	18 Years	Leads Omni & related products
Ajay Mohan	Group Vice President, Sales	22 Years	Sales platform management, Strategic alliances, Corporate partnerships & Business expansion
Rakesh Ojha	Group Vice President, Sales	23 Years	Sales & Expansion (West Region)
Prashant Nagar	Vice President, Sales	18 Years	Sales & Expansion (Delhi, Just Dial Ambassadors)
Suhail Siddiqui	Vice President, Sales	21 Years	Sales & Expansion (North & East Region)
Rajiv Nair	Vice President, Sales	18 Years	Sales & Expansion (South Region)
Shwetank Dixit	AVP & Head, Database & Content	6 Years	Database augmentation, Curation & Content enrichment

SHAREHOLDING PATTERN



End of Presentation