

Data Sheet
Matrimony.com Ltd (Consolidated)

matrimony.com

Key Financial Metrics (₹ million)								
Particulars	Q1 FY2019	Q2 FY2019	Q3 FY2019	Q4 FY2019	Q1 FY2020	Growth % QoQ (Q1)	Growth % YoY (Q1)	Year Ended FY19
Billings	893	862	855	948	923	(2.6)%	3.3%	3,559
Matchmaking Services	860	835	823	908	877	(3.4)%	2.0%	3,427
Marriage Services	33	26	32	41	46	13.2%	38.4%	132
Revenue	895	876	853	861	955	10.9%	6.7%	3,464
Matchmaking Services	859	851	826	822	911	10.8%	6.0%	3,358
Marriage Services	36	24	27	40	44	12.0%	23.4%	126
Deferred Revenue (As at end of)	650	635	635	721	692	(4.0)%	6.4%	721
Matchmaking Services	647	629	624	709	678	(4.4)%	4.9%	709
Marriage Services	4	6	11	12	14	17.5%	275.8%	12
EBITDA - Segment*								
Matchmaking Services	318	282	221	192	240	25.1%	(24.4)%	1,013
Margin (%)	37.0%	33.1%	26.8%	23.4%	26.4%			30.2%
Marriage Services	(30)	(34)	(38)	(34)	(44)			(135)
Segment EBITDA (Total)	288	248	184	158	196	24.4%	(31.9)%	877
Add: Unallocable Income	0.8	5.9	4.7	5.1	3.2			16.5
Less: Unallocable Expenses	33	31	37	34	30			135
EBITDA - Enterprise*	256	223	151	129	169	31.6%	(33.9)%	759
EBITDA Margin (%)	28.6%	25.3%	17.6%	14.9%	17.7%			23.7%
Net Profit*	155	131	67	71	93	31.3%	(39.9)%	425
Net Profit Margin (%)	17.3%	14.9%	7.8%	8.2%	9.7%			12.1%
Diluted EPS (Rs.)	6.8	5.7	2.9	3.1	4.1	31.3%	(39.9)%	18.6
Marketing Expenses- Enterprise	160	187	222	241	264	9.2%	64.8%	810
EBITDA (Enterprise) excluding Marketing	416	410	373	370	433	17.0%	4.0%	1,570
Margin %	46%	47%	44%	43%	45%			45%
Marketing Expenses- Matchmaking	154	182	217	238	259	8.7%	67.9%	791
EBITDA (Matchmaking) excluding Marketing	472	463	438	430	499	16.0%	5.8%	1,804
Margin %	55%	54%	53%	52%	55%			54%

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

Key Business Metrics								
As at end of/during	Q1 FY2019	Q2 FY2019	Q3 FY2019	Q4 FY2019	Q1 FY2020	Growth % QoQ (Q1)	Growth % YoY (Q1)	Year Ended FY19
Ever Registrations (in mn)	31.49	32.49	33.46	34.54	35.77	3.6%	13.6%	34.54
Active Profiles (in mn)	3.53	3.57	3.59	3.72	4.00	7.5%	13.4%	3.72
Free Registrations (in mn)- during	1.02	1.00	0.97	1.08	1.23	13.3%	20.3%	4.08
Average Free Registrations Per Day	11,216	10,862	10,561	12,040	13,489	12.0%	20.3%	11,165
Paid Subscriptions (in mn)- during	0.19	0.18	0.17	0.18	0.18	(2.0)%	(7.6)%	0.73
ATV (Rs.)	4,477	4,542	4,699	5,025	4,958	(1.3)%	10.7%	4,682



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