

Data Sheet
Matrimony.com Ltd (Consolidated)

matrimony.com

Key Financial Metrics (₹ million)

Particulars	Q1 FY2020	Q2 FY2020	Q3 FY2020	Q4 FY2020	Q1 FY2021	Q2 FY2021	Q3 FY2021	Growth % QoQ (Q3)	Growth % YoY (Q3)	9M FY2020	9M FY2021	Growth % YoY (9M)	FY19	FY20	Growth % YoY
Billings	923	881	919	963	815	966	1,001	3.6%	9.0%	2,723	2,783	2.2%	3,559	3,686	3.6%
<i>Matchmaking Services</i>	877	847	895	947	812	962	998	3.8%	11.6%	2,619	2,771	5.8%	3,427	3,566	4.1%
<i>Marriage Services</i>	46	34	24	16	4	5	3	(38.2)%	(87.4)%	104	11	(88.9)%	132	119	(9.6)%
Revenue	955	922	900	941	868	933	967	3.6%	7.4%	2,777	2,767	(0.4)%	3,484	3,718	6.7%
<i>Matchmaking Services</i>	911	886	878	930	861	927	962	3.8%	9.6%	2,675	2,750	2.8%	3,358	3,604	7.3%
<i>Marriage Services</i>	44	36	22	11	7	6	5	(22.9)%	(79.4)%	102	17	(83.3)%	126	114	(9.9)%
Deferred Revenue (As at end of)	692	653	673	697	644	677	711	4.9%	5.6%	673	711	5.6%	721	697	(3.4)%
<i>Matchmaking Services</i>	678	641	659	679	628	663	698	5.2%	5.9%	659	698	5.9%	709	679	(4.3)%
<i>Marriage Services</i>	14	12	14	18	15	14	13	(11.2)%	(9.0)%	14	13	(9.0)%	12	18	51.9%
EBITDA - Segment															
<i>Matchmaking Services</i>	240	212	186	204	216	219	227	3.3%	21.7%	638	662	3.7%	1,013	842	(16.9)%
<i>Margin (%)</i>	26.4%	23.9%	21.2%	21.9%	25.1%	23.7%	23.6%			23.9%	24.1%		30.2%	23.4%	
<i>Marriage Services</i>	(44)	(44)	(46)	(35)	(33)	(25)	(19)			(135)	(77)		(135)	(170)	
Segment EBITDA (Total)	196	167	140	169	182	195	208	6.8%	48.7%	503	585	16.2%	877	672	(23.4)%
<i>Add: Unallocable Income</i>	3	3	3	6	8	13	3			9.5	24.4		17	15	
<i>Less: Unallocable Expenses</i>	30	27	32	38	28	30	25			89.3	82.9		135	127	
EBITDA - Enterprise	169	144	111	137	163	178	186	4.1%	67.7%	424	527	24.3%	759	560	(26.2)%
EBITDA Margin (%)	17.7%	15.5%	12.3%	14.4%	18.6%	18.8%	19.1%			15.2%	18.9%		21.7%	15.0%	
Net Profit	93	78	56	68	94	103	110	7.4%	96.5%	228	306	34.7%	425	295	(30.4)%
Net Profit Margin (%)	9.7%	8.5%	6.2%	7.2%	10.7%	10.9%	11.4%			8.2%	11.0%		12.1%	7.9%	
Diluted EPS (Rs.)	4.1	3.4	2.5	3.0	4.1	4.5	4.8	7.3%	96.2%	10.0	13.4	34.6%	18.6	12.9	(30.4)%
<i>Marketing Expenses- Enterprise</i>	264	259	272	286	269	340	377	10.9%	38.7%	794	985	24.1%	810	1,080	33.3%
<i>EBITDA (Enterprise) excluding Marketing</i>	433	403	382	423	432	518	562	8.6%	47.1%	1,218	1,512	24.1%	1,570	1,640	4.5%
<i>Margin %</i>	45%	43%	42%	45%	49%	55%	58%			44%	54%		45%	44%	
<i>Marketing Expenses- Matchmaking</i>	259	255	267	287	268	338	376	11.3%	40.8%	781	983	25.8%	791	1,069	35.1%
<i>EBITDA (Matchmaking) excluding Marketing</i>	499	467	454	491	484	558	603	8.2%	32.9%	1,420	1,645	15.9%	1,804	1,911	5.9%
<i>Margin %</i>	55%	53%	52%	53%	56%	60%	63%			53%	60%		54%	53%	

Key Business Metrics

As at end of/during	Q1 FY2020	Q2 FY2020	Q3 FY2020	Q4 FY2020	Q1 FY2021	Q2 FY2021	Q3 FY2021	Growth % QoQ (Q3)	Growth % YoY (Q3)	9M FY2020	9M FY2021	Growth % YoY (9M)	FY19	FY20	Growth % YoY
<i>Paid Subscriptions (in mn)- during</i>	0.18	0.17	0.17	0.18	0.17	0.21	0.23	6.2%	31.2%	0.52	0.61	17.1%	0.73	0.70	(3.6)%
<i>ATV (Rs.)</i>	4,958	4,963	5,153	5,166	4,837	4,485	4,385	(2.2)%	(14.9)%	5,025	4,544	(9.6)%	4,682	5,061	8.1%

Note: Figures of the previous periods, wherever necessary, have been regrouped / reclassified to conform to the current periods' presentation.