

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	Growth % QoQ (Q2)	Growth % YoY (Q2)	6M FY2020	6M FY2021	Growth % YoY (6M)	FY19	FY20	Growth % YoY
Billings	923	881	919	963	815	966	18.5%	9.7%	1,804	1,782	(1.2)%	3,559	3,686	3.6%
<i>Matchmaking Services</i>	877	847	895	947	812	962	18.5%	13.5%	1,724	1,773	2.8%	3,427	3,566	4.1%
<i>Marriage Services</i>	46	34	24	16	4	5	33.7%	(85.7)%	80	8	(89.4)%	132	119	(9.6)%
Revenue	955	922	900	941	868	933	7.5%	1.1%	1,877	1,801	(4.1)%	3,484	3,718	6.7%
<i>Matchmaking Services</i>	911	886	878	930	861	927	7.6%	4.6%	1,797	1,788	(0.5)%	3,358	3,604	7.3%
<i>Marriage Services</i>	44	36	22	11	7	6	(13.0)%	(83.9)%	81	13	(84.4)%	126	114	(9.9)%
Deferred Revenue (As at end of)	692	653	673	697	644	677	5.2%	3.7%	653	677	3.7%	721	697	(3.4)%
<i>Matchmaking Services</i>	678	641	659	679	628	663	5.5%	3.4%	641	663	3.4%	709	679	(4.3)%
<i>Marriage Services</i>	14	12	14	18	15	14	(7.6)%	19.1%	12	14	19.1%	12	18	51.9%
EBITDA - Segment														
<i>Matchmaking Services</i>	240	212	186	204	216	219	1.6%	3.6%	452	435	(3.7)%	1,013	842	(16.9)%
<i>Margin (%)</i>	26.4%	23.9%	21.2%	21.9%	25.1%	23.7%			25.2%	24.3%		30.2%	23.4%	
<i>Marriage Services</i>	(44)	(44)	(46)	(35)	(33)	(25)			(88)	(58)		(135)	(170)	
Segment EBITDA (Total)	196	167	140	169	182	195	6.7%	16.4%	364	377	3.7%	877	672	(23.4)%
<i>Add: Unallocable Income</i>	3	3	3	6	8	13			6.6	21.6		17	15	
<i>Less: Unallocable Expenses</i>	30	27	32	38	28	30			57.2	57.7		135	127	
EBITDA - Enterprise	169	144	111	137	163	178	9.6%	24.2%	313	341	8.9%	759	560	(26.2)%
EBITDA Margin (%)	17.7%	15.5%	12.3%	14.4%	18.6%	18.8%			16.6%	18.7%		21.7%	15.0%	
Net Profit	93	78	56	68	94	103	9.6%	31.2%	171	196	14.5%	425	295	(30.4)%
Net Profit Margin (%)	9.7%	8.5%	6.2%	7.2%	10.7%	10.9%			9.1%	10.8%		12.1%	7.9%	
Diluted EPS (Rs.)	4.1	3.4	2.5	3.0	4.1	4.5	9.5%	31.2%	7.5	8.6	14.5%	18.6	12.9	(30.4)%
<i>Marketing Expenses- Enterprise</i>	264	259	272	286	269	340	26.3%	31.1%	523	608	16.4%	810	1,080	33.3%
<i>EBITDA (Enterprise) excluding Marketing</i>	433	403	382	423	432	518	20.0%	28.6%	836	949	13.6%	1,570	1,640	4.5%
<i>Margin %</i>	45%	43%	42%	45%	49%	55%			44%	52%		45%	44%	
<i>Marketing Expenses- Matchmaking</i>	259	255	267	287	268	338	26.2%	32.8%	514	606	18.0%	791	1,069	35.1%
<i>EBITDA (Matchmaking) excluding Marketing</i>	499	467	454	491	484	558	15.2%	19.5%	966	1,042	7.8%	1,804	1,911	5.9%
<i>Margin %</i>	55%	53%	52%	53%	56%	60%			54%	58%		54%	53%	

Key Business Metrics

Particulars	Q1 FY2020	Q2 FY2020	Q3 FY2020	Q4 FY2020	Q1 FY2021	Q2 FY2021	Growth % QoQ (Q2)	Growth % YoY (Q2)	6M FY2020	6M FY2021	Growth % YoY (6M)	FY19	FY20	Growth % YoY
<i>Paid Subscriptions (in mn)- during</i>	0.18	0.17	0.17	0.18	0.17	0.21	27.8%	25.7%	0.35	0.38	10.0%	0.73	0.70	(3.6)%
<i>ATV (Rs.)</i>	4,958	4,963	5,153	5,166	4,837	4,485	(7.3)%	(9.6)%	4,961	4,640	(6.5)%	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.