



Investor Presentation

May 2018

Disclaimer

This presentation may contain statements which reflect the management's current views and estimates and could be construed as forward looking statements.

The future involves certain risks and uncertainties that could cause actual results to differ materially from the current views being expressed.

Potential risks and uncertainties include such factors as general economic conditions, foreign exchange fluctuations, competitive product and pricing pressures and regulatory developments.

1

Q4FY18 Results

2

Company Overview

3

Financials

4

Growth Strategy

5

Management Team



Premium Matchmaking Service

matrimonydirectory.com

From BharatMatrimony

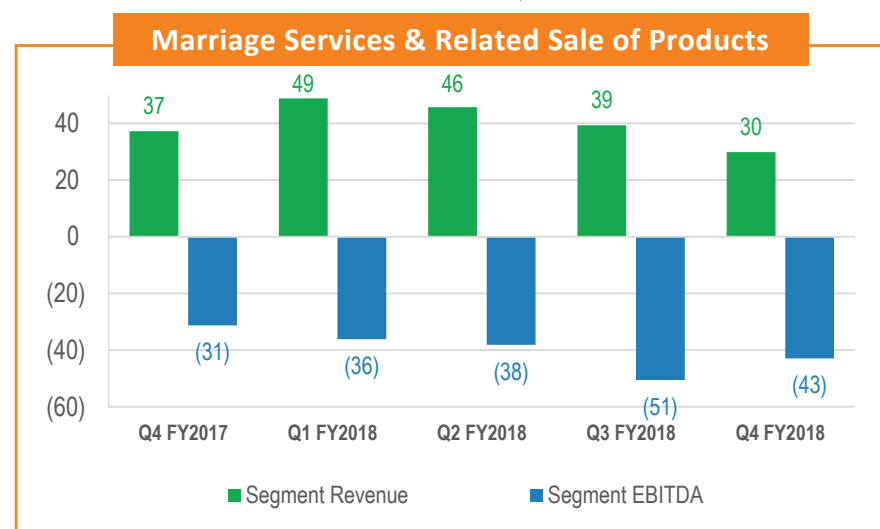
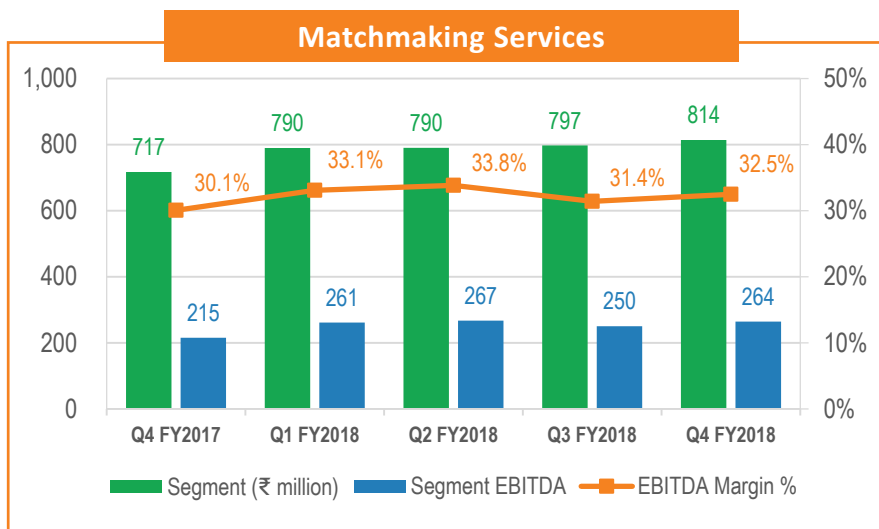
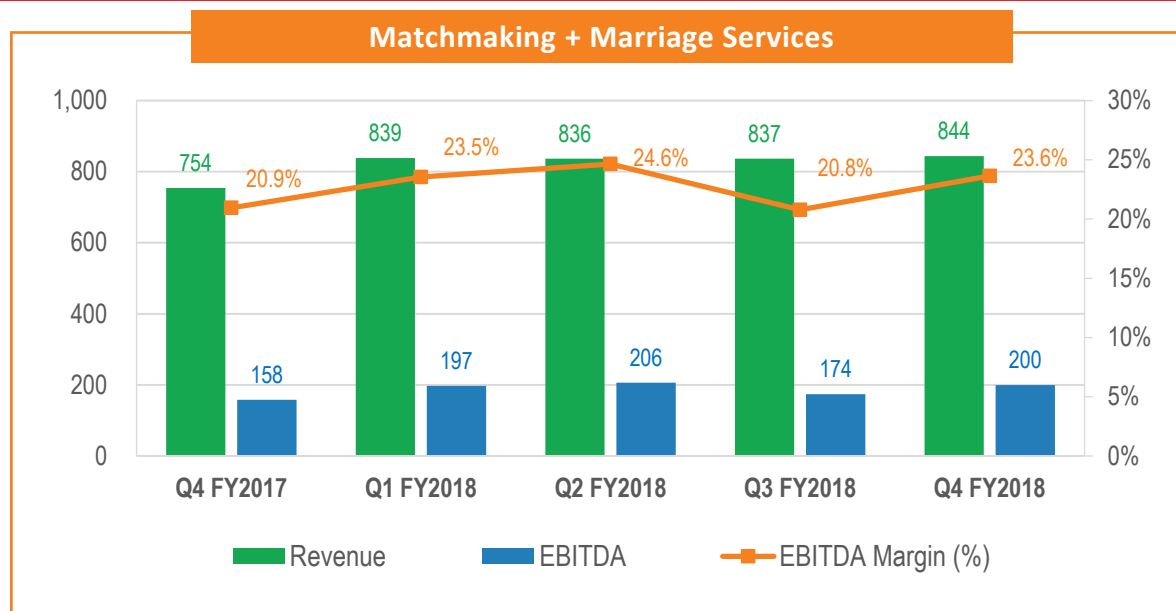
matrimonybazaar.com
from BharatMatrimony

matrimonymandaps.com
from BharatMatrimony



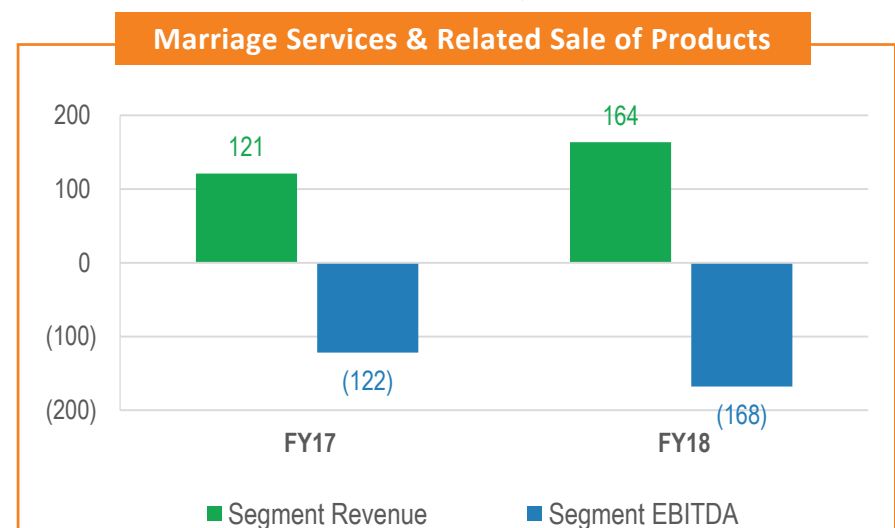
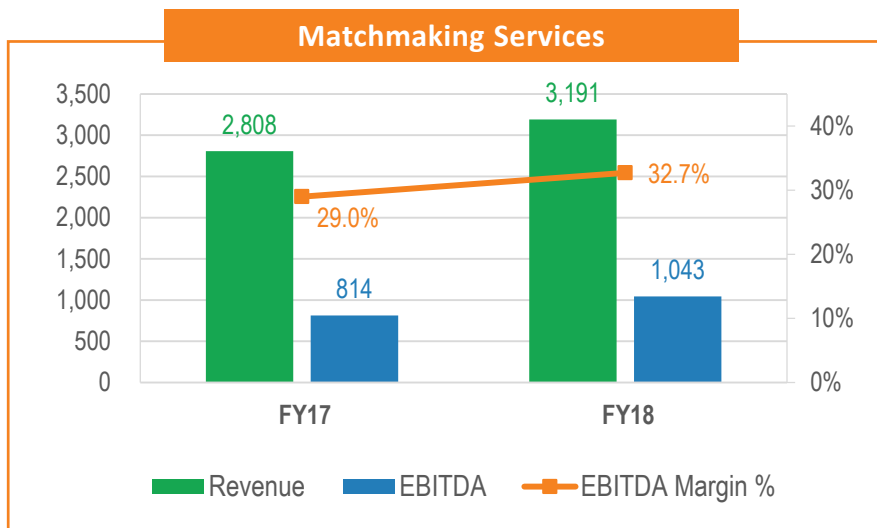
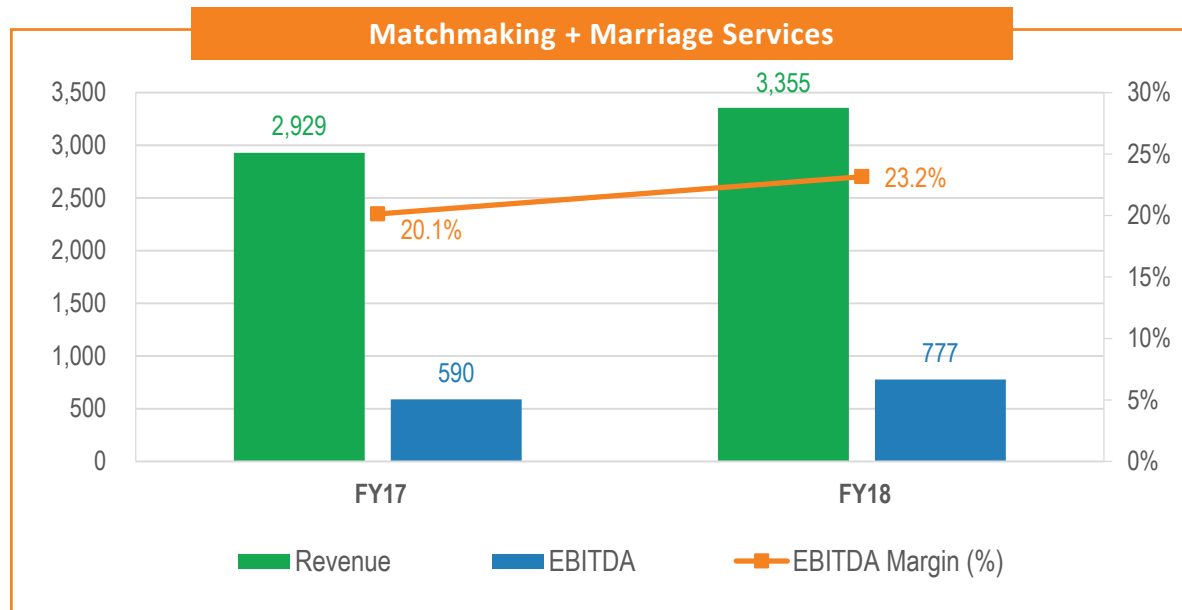
Professional Photography Service

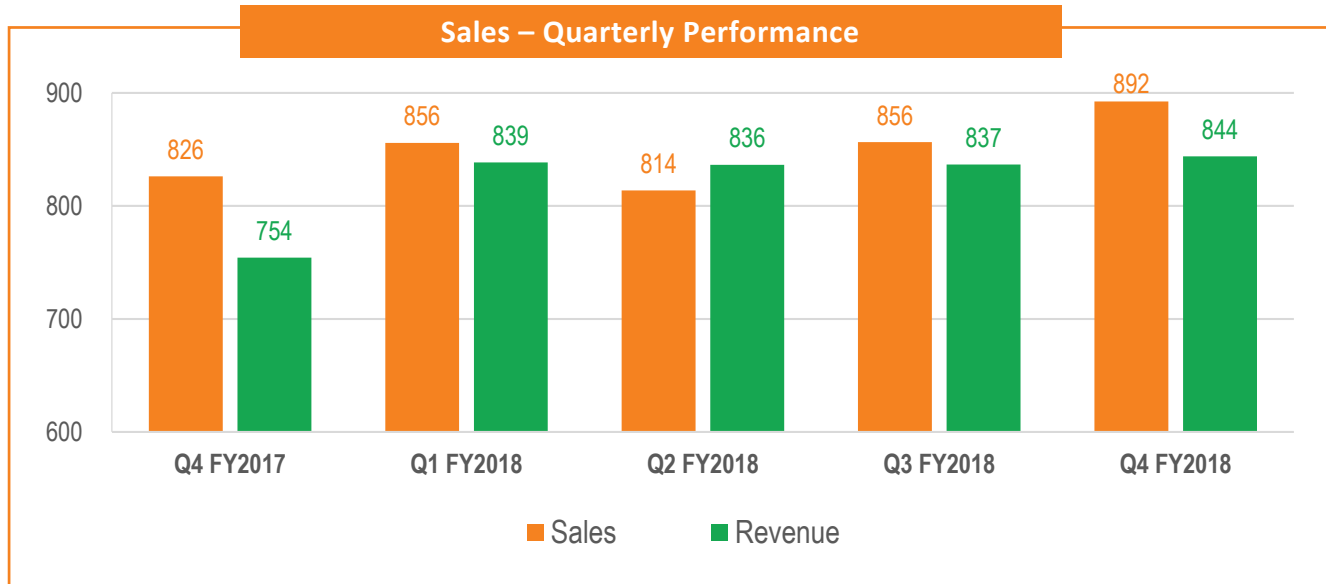
In ₹ million



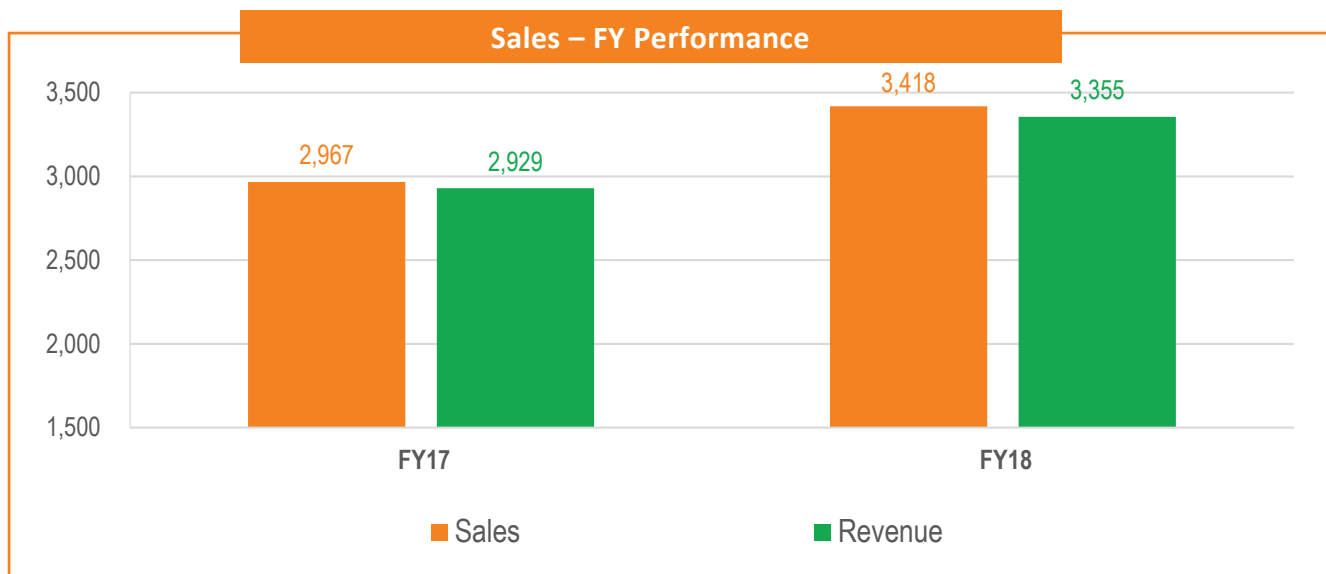
Note : Q4 of FY17 financials as per IGAAP

In ₹ million



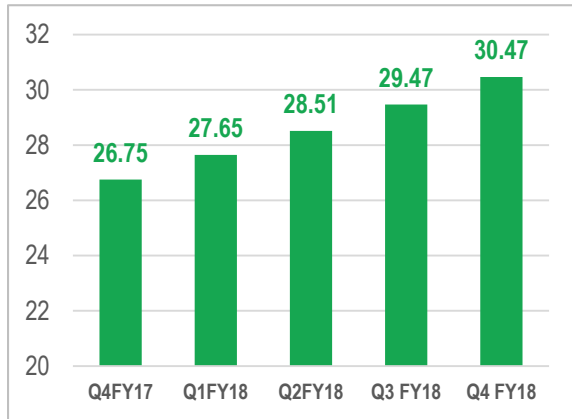


8% Y-o-Y Growth of Sales in Q4

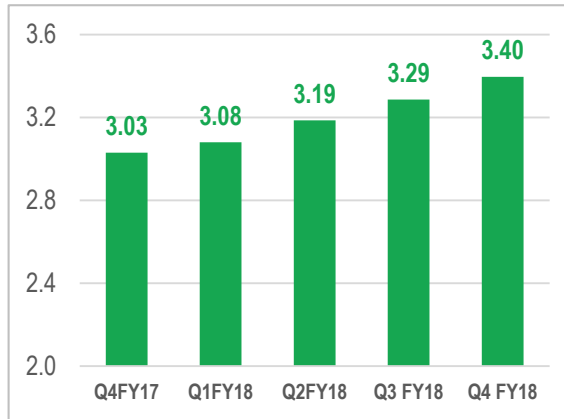


15% Y-o-Y Growth of Sales

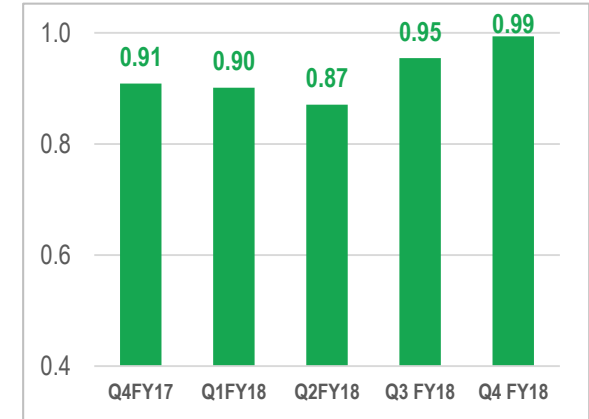
Ever Registrations (in mn)



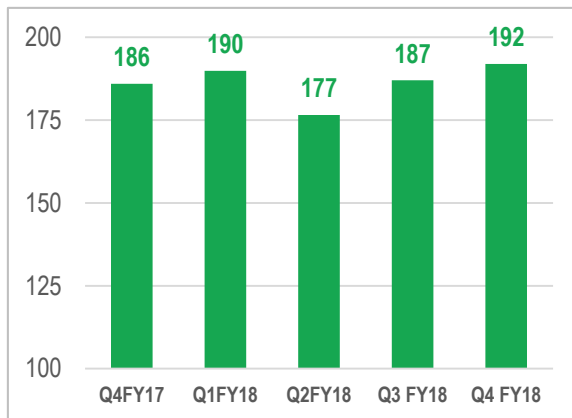
Active Profiles (in mn)



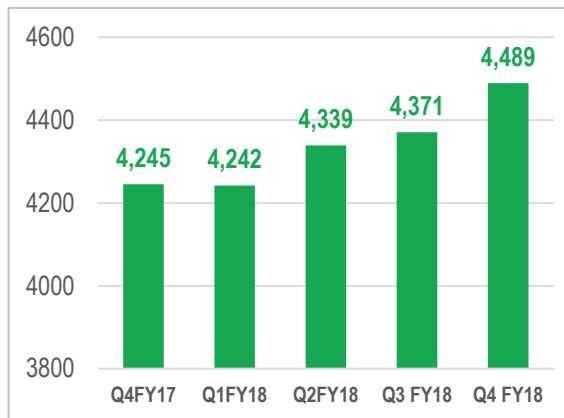
Free Registrations (in mn)



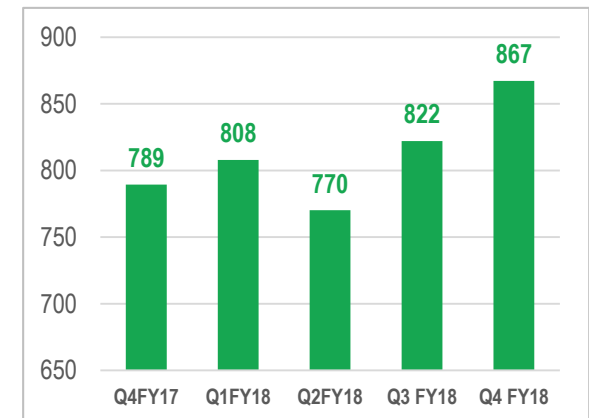
Paid Subscription (000's)



ATV (in Rs)



Matchmaking Sales (in Rs mn)





Company Overview

#1

Leader for Matchmaking Services ¹

We deliver matchmaking services to our users in India and the Indian diaspora through our websites, mobile sites and mobile apps complemented by our on-the-ground network in India.

300+

Community Matrimony sites

15

Regional Matrimony sites

139

Retail Outlets

3.40mn

Active Profiles ²

30.47mn

Total registrations since January 2006

459mn

Total Page Views.
More than 9x views of other sites ¹

745,000

Paid subscriptions in FY2018

INR 3,418mn

FY18 Sales
(15.2% YoY growth)

23.2%

FY18 EBITDA margin
(against 20.1% in FY17)

¹ In terms of average number of website pages viewed by unique visitors in June 2017 as per the Traffic Share Distribution data from April 2014 to June 2017 compiled by Comscore, Inc.

² As on Mar 31 2018



1

Large Online Matrimony Market Opportunity

2

Leading Provider of Online Matchmaking Services in India



3

Micro-Market Strategy with Targeted and Customized or Personalized Services

4

Strong Consumer Brand

5

Robust Technology and Analytics



6

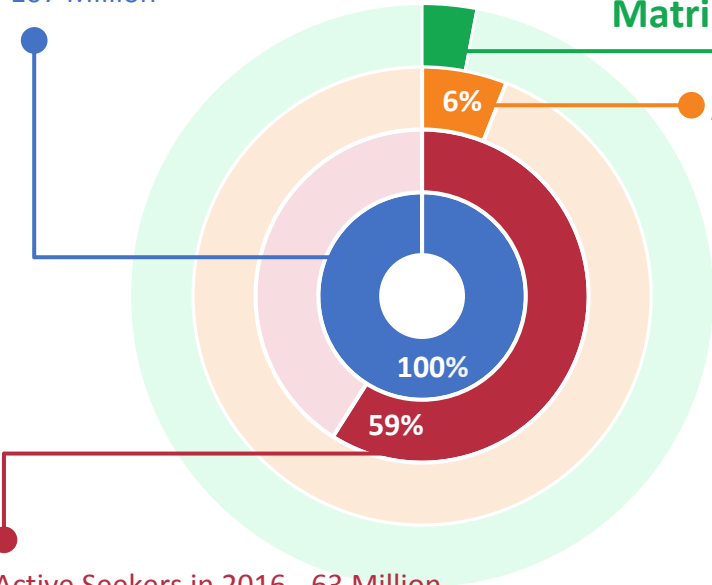
Continued Expansion into Marriage Services Segment

7

Key Business Metrics Drive Revenue Growth and Operating Leverage



Unmarried Population in 2016
107 Million ¹

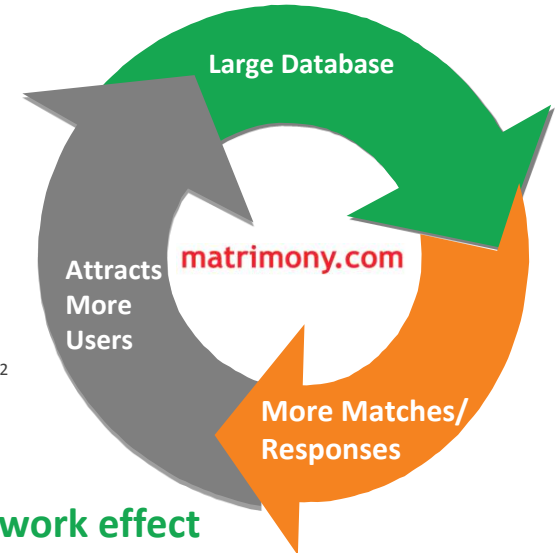


Active Profiles on Matrimony.com 3.4 Million ²

Active users of online matrimony in 2016 – 6 Million

Active Seekers in 2016 - 63 Million

An Early Mover to Online Matchmaking services.....

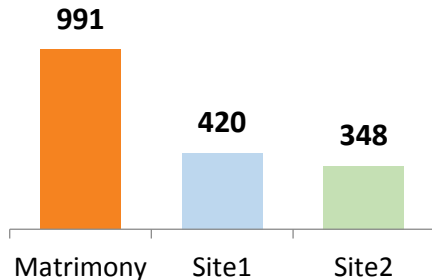


30.47 Million Total registrations since 2006 ²

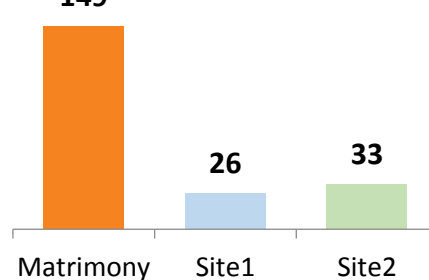
.... Coupled with a Network effect resulting in a large database of profiles...

.... Resulting in Market Leadership

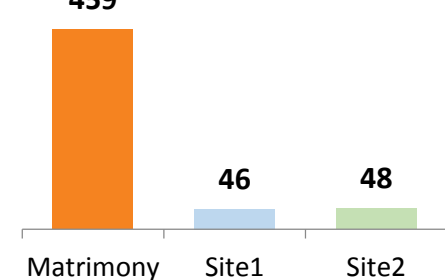
Unique visitors ('000s) for June 2017 ³



Time Spent (minutes in millions) for June 2017



Total pages viewed (millions) for June 2017



¹ Based on "Market study of Online Matrimony & Marriage Services in India" report by KPMG dated May 4, 2017; ² As on Mar 31 2018
³ Source: Traffic distribution data from April 2014 to June 2017 for Matrimony.com, and others compiled by ComScore.Inc

Matchmaking Services: 15 Regional Language Portals and Over 300 Community Matrimonial Sites

A range of targeted and customized products and services.....

BharatMatrimony



- Classic, Classic Advantage and Classic Premium
- Till-U-Marry
- Assisted Service

CommunityMatrimony



- Gold, Diamond and Platinum
- Till-U-Marry
- Assisted Service

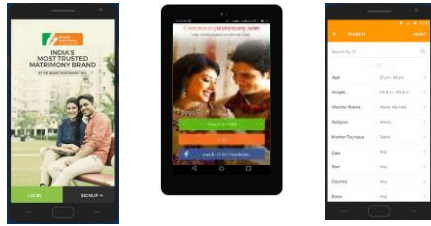
EliteMatrimony



- Gold, Blue, Platinum
- Till-U-Marry

....Catering to Customer Needs through a Layered Product Offering...

Model Developed to Cater to Unique Requirements of the Indian Market



Mobile



Offline



Website



- 8.4 million app installs ¹
- Mobile sites and mobile apps accounts for ²
 - ✓ 89% of Profile views
 - ✓ 72% of Personalized messages sent and received
 - ✓ 80% of the total number of free profiles registered
 - ✓ 82% of Express Interest messages
 - ✓ 73% of Phone numbers viewed

... Backed
by Strong
Technology
and
Analytics
Backbone...



Strong Technology Platform

- **Reliable and Scalable technology** with focus on **Information security**



Big Data & Analytics

- **In-house Intelligent Matchmaking Algorithm** ("MIMA")
- **Data Analytics algorithms** to track consumer trends to assist in driving monetization of user base



Campaign Management

- **IBM Unica systems** to improve customer experience and subscriptions

Source: ¹ According to www.androidrank.org as updated on 21 January 2018 ;

² For the month of December 2017

Marriage Services : Complements online matchmaking services to provide organized services in the marriage services market

- Provides professional wedding **photography and videography** services
- Launched in Tamil Nadu, Kerala, Andhra Pradesh, Telangana and Karnataka

 **matrimony**
photography.com
Professional Photography Service

- A **relationship manager** helps customer avail wedding-related services and recommends suitable vendors
- Currently available in Chennai, Coimbatore, Madurai and Trichy

matrimonybazaar.com
from BharatMatrimony

- A **wedding venue discovery platform** with 500+ wedding venues
- Currently available at Chennai, Coimbatore, Madurai and Trichy in Tamil Nadu, Hyderabad and Secundrabad in Telangana, Bangalore in Karnataka and Kochi in Kerala

matrimonymandaps.com
from BharatMatrimony

A **wedding classified portal** with 50,000+ listings to connect customers with right service provider

matrimonydirectory.com
From BharatMatrimony



Featured in Limca Book of Records for record number of documented marriages online



THE BRAND TRUST REPORT
India Study 2014



2015 NASSCOM
“Certificate of
Excellence for
innovative application
of analytics for
business solution”

Bharatmatrimony.com
awarded **India’s most
trusted online
matrimony brand** by
Brand Trust Report
India Study 2014

BharatMatrimony
mobile app - **Best app
in the social category.**
Global Mobile App
Summit and Awards -
July 2016 and July
2017.



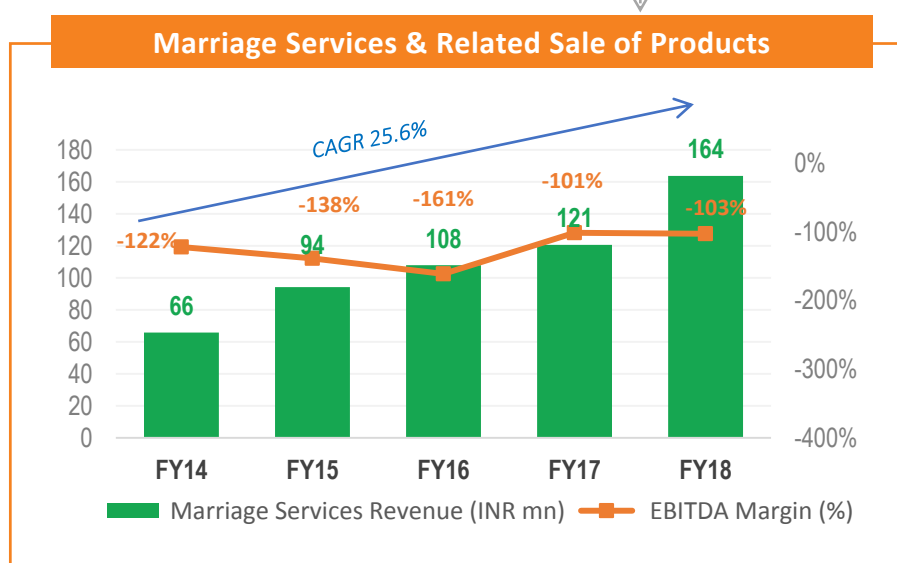
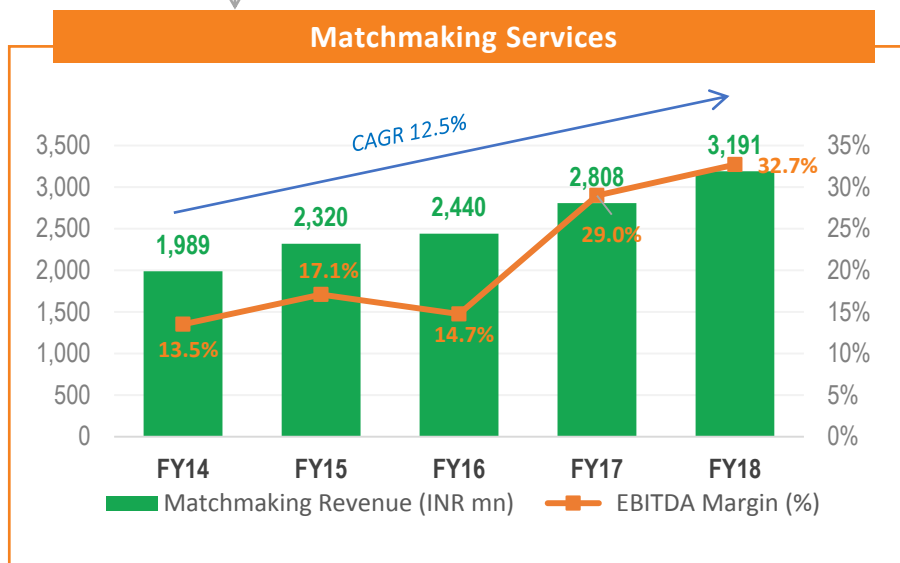
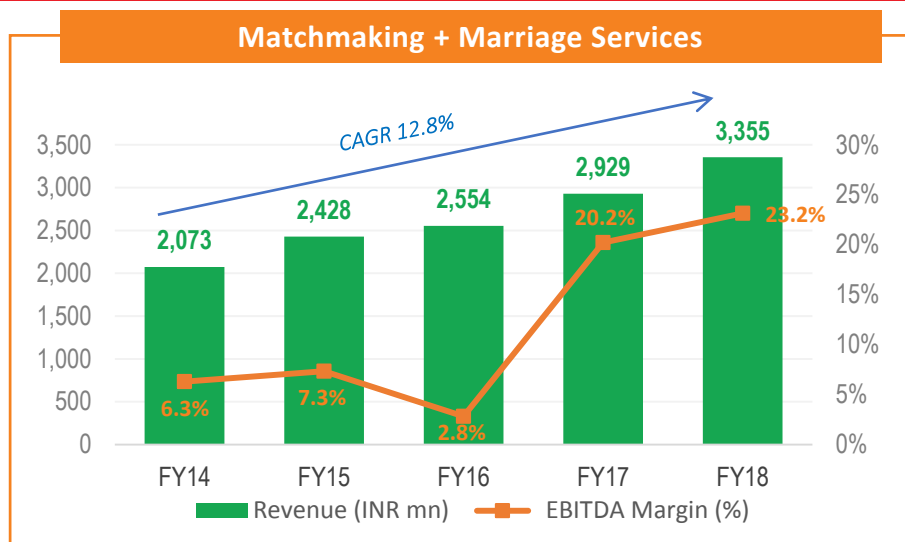
Certified as **most
used matrimonial
search website** in
2013-14 for Indian
online customers
by JUXT

Special jury mention
for **gender sensitivity**
(2013-2014) for TVC
(Bharat Matrimony-
Career) at National
Laadli Media and
Advertising Awards,
2015



Profile authentication features such as “**Identity Trust Badge**” help in maintaining and continuously improving the quality of database further increasing consumer trust

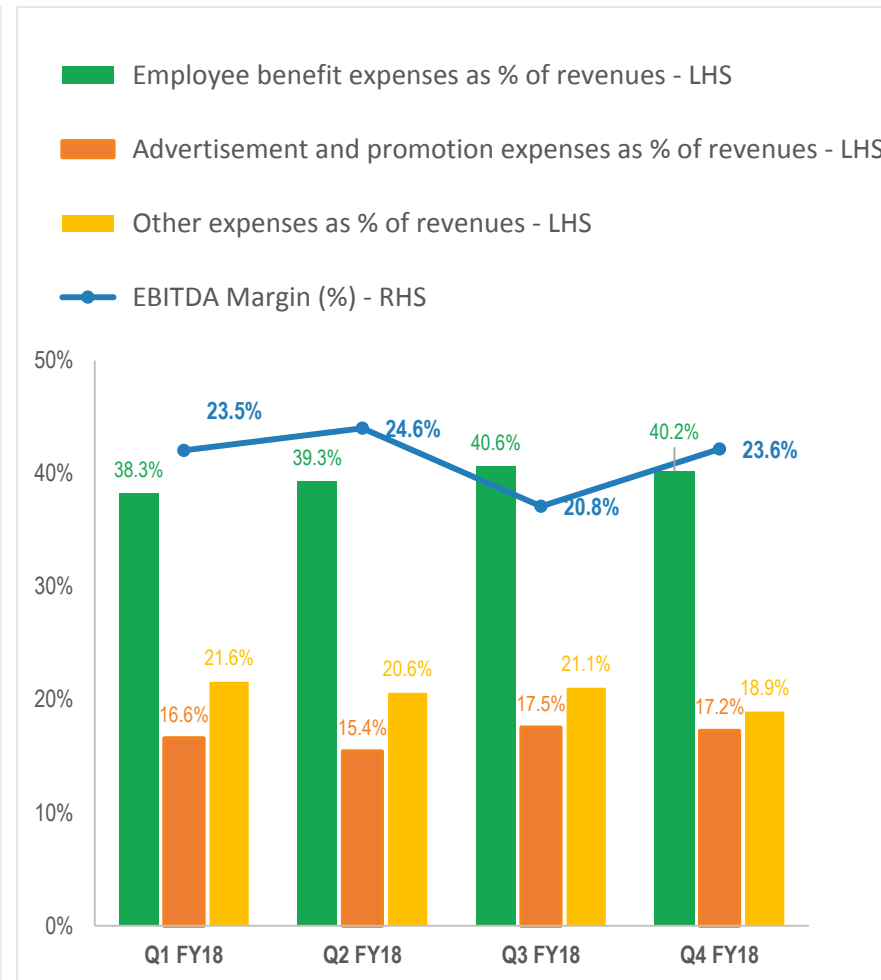
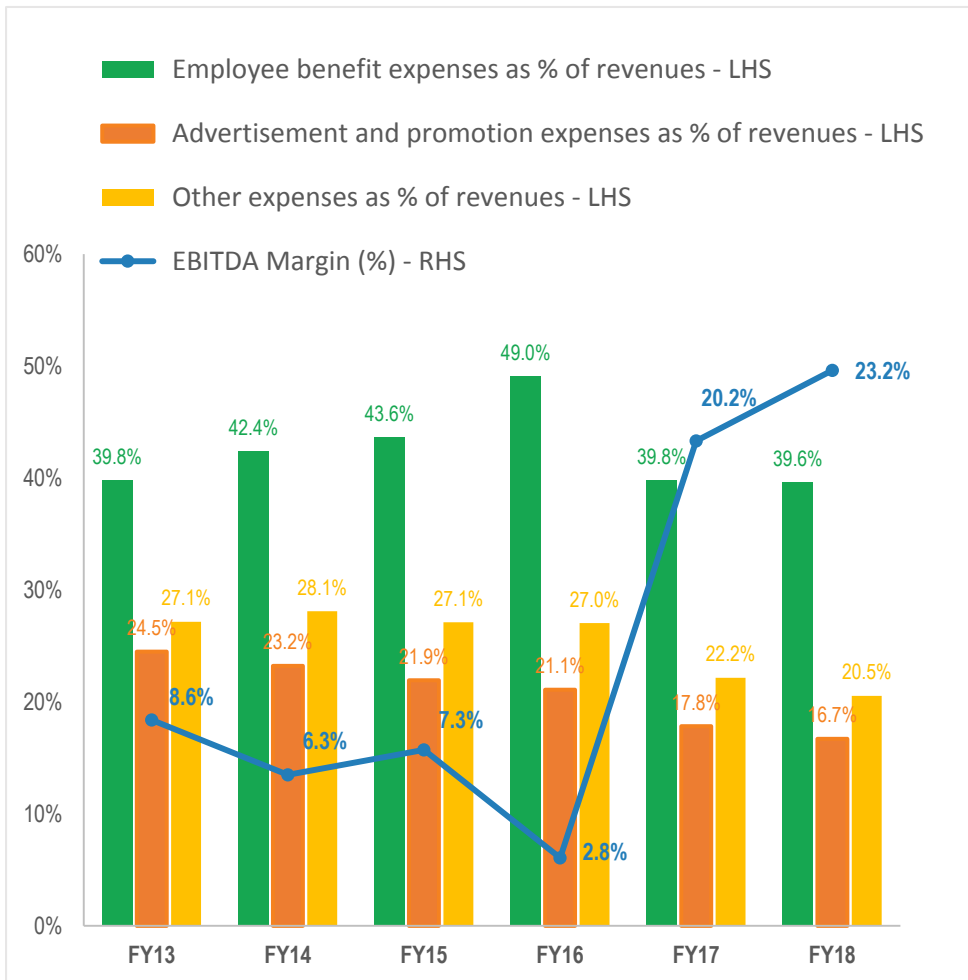
In ₹ million



Note: 1. Financials as per IGAAP

2. CAGR (%): Calculated as $\left[\left(\frac{\text{Revenue in FY18}}{\text{Revenue in FY14}}\right)^{0.25} - 1\right] * 100$ | 3. Segment EBITDA=Segments Results + Depreciation

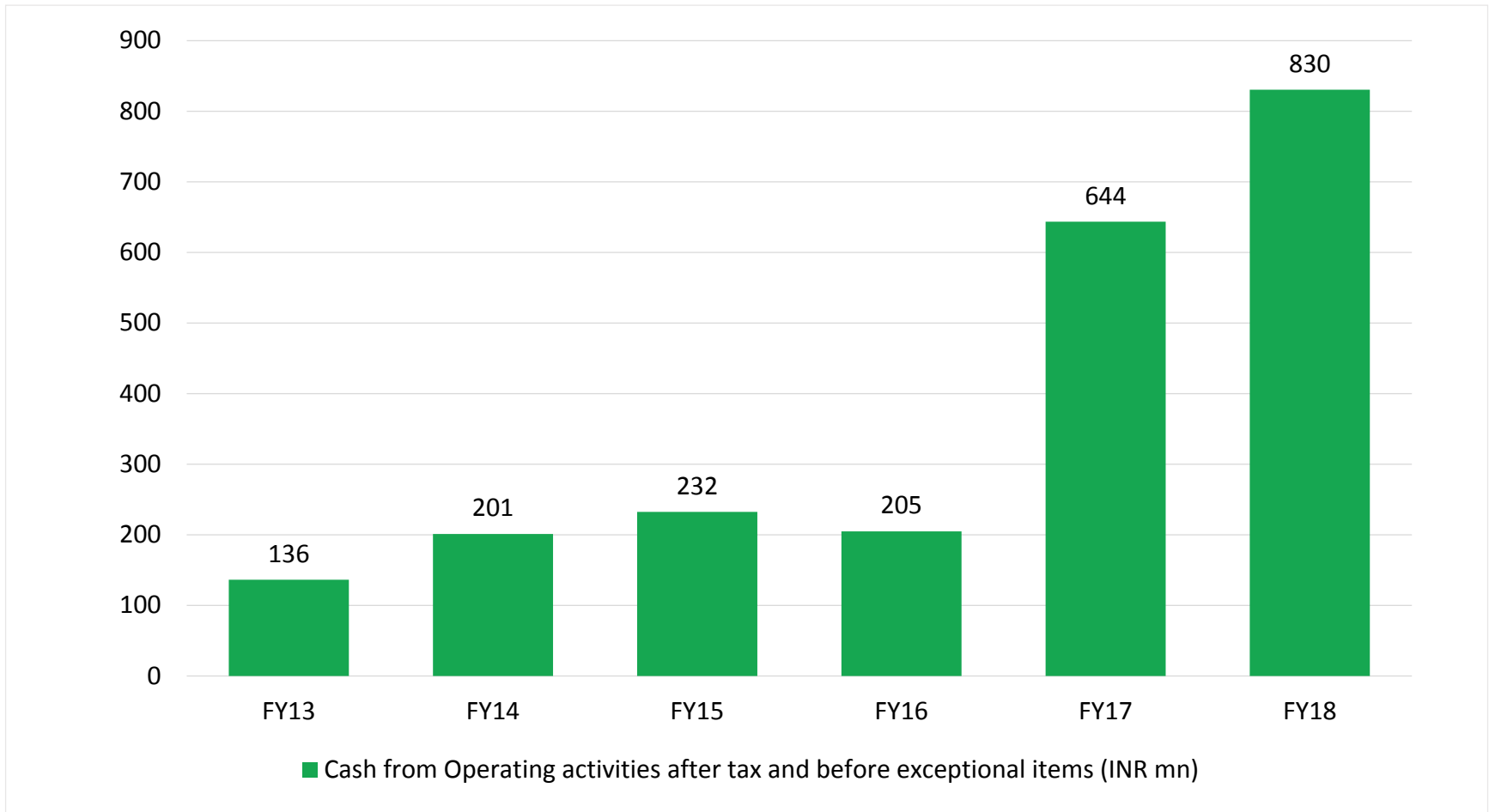
... Resulting in Operating Leverage



Fixed Costs as % of Revenues have started to taper resulting in Margin Expansion

Note: FY13, FY14, FY15, FY16 and FY17 financials as per IGAAP

In ₹ million



Our Growth Strategy

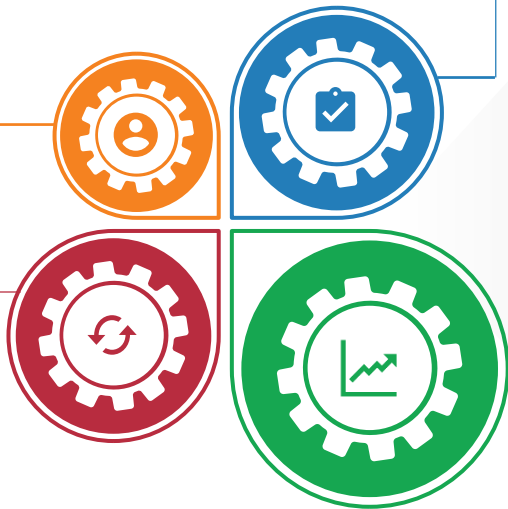
Matchmaking Growth Cycle

Profiles:

- Fueled by Increasing internet and smartphone penetration
- Social adoption & Trust

Conversion Rate:

- Continuous product improvements in online & mobile
- Leverage campaign management & Analytics



**Increased
Sales**

ATV:

- Sustained price increase due to leadership position
- Higher price packages

Our Growth Strategy



Highly Experienced Board of Directors and Management Team

matrimony.com

Board of Directors



Murugavel Janakiraman

Promoter, Chairman and Managing Director



C K Ranganathan

Non-Executive Independent Director



George Zacharias

Non-Executive Independent Director



Milind S Sarwate

Non-Executive Independent Director



Deepa Murugavel

Non-Executive Director

Key Managerial and Senior Management Personnel



Murugavel Janakiraman

Promoter, Chairman and Managing Director



K Balasubramanian

Chief Financial Officer



S. Vijayanand

General Manager-Company Secretary and Compliance Officer



Sanjeev Misra

Senior Vice President, Sales and Operations – Matchmaking Business



R Chandrasekar

Chief Technology Operation and Infrastructure Officer



S. Saichitra

Chief Portal and Mobile Officer



Investor Contacts:

Vijayanand S
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Floor,
MRC Nagar, Mandaveli, Chennai - 600 028,
Tamil Nadu, India.

Phone: 044-24631500

Email: investors@matrimony.com

CIN: U63090TN2001PLC047432



bharat
matrimony



CommunityMatrimony.com

Over 300 Exclusive Community Sites



Matrimony

Premium Matchmaking Service

matrimonydirectory.com

From BharatMatrimony

matrimonybazaar.com

from BharatMatrimony

matrimonymandaps.com

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matrimony
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Professional Photography Service