

Data Sheet
Matrimony.com Ltd (Consolidated)

matrimony.com

Key Financial Metrics (₹ million)

| Particulars | Q1 FY2019 | Q2 FY2019 | Q3 FY2019 | Q4 FY2019 | Q1 FY2020 | Q2 FY2020 | Growth % QoQ (Q2) | Growth % YoY (Q2) | H1 FY2019 | H1 FY2020 | Growth % YoY (H1) | Year Ended FY19 |
|---|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|----------------------|-----------|-----------|----------------------|--------------------|
| Billings | 893 | 862 | 855 | 948 | 923 | 881 | (4.6)% | 2.2% | 1,755 | 1,804 | 2.8% | 3,559 |
| Matchmaking Services | 860 | 835 | 823 | 908 | 877 | 847 | (3.5)% | 1.4% | 1,696 | 1,724 | 1.7% | 3,427 |
| Marriage Services | 33 | 26 | 32 | 41 | 46 | 34 | (26.0)% | 29.4% | 59 | 80 | 34.4% | 132 |
| Revenue | 895 | 876 | 853 | 861 | 955 | 922 | (3.4)% | 5.3% | 1,771 | 1,877 | 6.0% | 3,484 |
| Matchmaking Services | 859 | 851 | 826 | 822 | 911 | 886 | (2.7)% | 4.1% | 1,710 | 1,797 | 5.0% | 3,358 |
| Marriage Services | 36 | 24 | 27 | 40 | 44 | 36 | (18.2)% | 48.3% | 60 | 81 | 33.5% | 126 |
| Deferred Revenue (As at end of) | 650 | 635 | 635 | 721 | 692 | 653 | (5.6)% | 2.8% | 635 | 653 | 2.8% | 721 |
| Matchmaking Services | 647 | 629 | 624 | 709 | 678 | 643 | (5.1)% | 2.2% | 629 | 643 | 2.2% | 709 |
| Marriage Services | 4 | 6 | 11 | 12 | 14 | 10 | (29.5)% | 74.4% | 6 | 10 | 74.4% | 12 |
| EBITDA - Segment* | | | | | | | | | | | | |
| Matchmaking Services | 318 | 282 | 221 | 192 | 240 | 212 | (11.9)% | (24.8)% | 599 | 452 | (24.6)% | 1,013 |
| Margin (%) | 37.0% | 33.1% | 26.8% | 23.4% | 26.4% | 23.9% | | | 35.0% | 25.2% | | 30.2% |
| Marriage Services | (30) | (34) | (38) | (34) | (44) | (44) | | | (63) | (88) | | (135) |
| Segment EBITDA (Total) | 288 | 248 | 184 | 158 | 196 | 167 | (14.8)% | (32.5)% | 536 | 364 | (32.2)% | 877 |
| Add: Unallocable Income | 0.8 | 5.9 | 4.7 | 5.1 | 3.2 | 3.4 | | | 6.7 | 6.6 | | 16.5 |
| Less: Unallocable Expenses | 33 | 31 | 37 | 34 | 30 | 27 | | | 63.2 | 57.2 | | 135 |
| EBITDA - Enterprise* | 256 | 223 | 151 | 129 | 169 | 144 | (15.3)% | (35.7)% | 480 | 313 | (34.7)% | 759 |
| EBITDA Margin (%) | 28.6% | 25.3% | 17.6% | 14.9% | 17.7% | 15.5% | | | 27.0% | 16.6% | | 21.7% |
| Net Profit* | 155 | 131 | 67 | 71 | 93 | 78 | (16.1)% | (40.4)% | 286 | 171 | (40.1)% | 425 |
| Net Profit Margin (%) | 17.3% | 14.9% | 7.8% | 8.2% | 9.7% | 8.5% | | | 16.1% | 9.1% | | 12.1% |
| Diluted EPS (Rs.) | 6.8 | 5.7 | 2.9 | 3.1 | 4.1 | 3.4 | (16.1)% | (40.4)% | 12.5 | 7.5 | (40.1)% | 18.6 |
| Marketing Expenses- Enterprise | 160 | 187 | 222 | 241 | 264 | 259 | (1.7)% | 38.3% | 347 | 523 | 50.5% | 810 |
| EBITDA (Enterprise) excluding Marketing | 416 | 410 | 373 | 370 | 433 | 403 | (7.0)% | (1.9)% | 827 | 836 | 1.1% | 1,570 |
| Margin % | 46% | 47% | 44% | 43% | 45% | 43% | | | 47% | 44% | | 45% |
| Marketing Expenses- Matchmaking | 154 | 182 | 217 | 238 | 259 | 255 | (1.7)% | 40.3% | 336 | 514 | 53.0% | 791 |
| EBITDA (Matchmaking) excluding Marketing | 472 | 463 | 438 | 430 | 499 | 467 | (6.6)% | 0.7% | 935 | 966 | 3.3% | 1,804 |
| Margin % | 55% | 54% | 53% | 52% | 55% | 53% | | | 55% | 54% | | 54% |

*Company has adopted Ind AS 116 "Leases" using full retrospective method. Consequently, Depreciation and Interest expenses are recognised in lieu of Rent expenses. 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 | Q2 FY2020 | Growth % QoQ (Q2) | Growth % YoY (Q2) | H1 FY2019 | H1 FY2020 | Growth % YoY (H1) | Year Ended FY19 |
|---|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|----------------------|-----------|-----------|----------------------|--------------------|
| Ever Registrations (in mn) | 31.49 | 32.49 | 33.46 | 34.54 | 35.80 | 37.11 | 3.7% | 14.2% | 32.49 | 37.11 | 14.2% | 34.54 |
| Active Profiles (in mn) | 3.53 | 3.57 | 3.59 | 3.72 | 4.00 | 4.27 | 6.7% | 19.4% | 3.57 | 4.27 | 19.4% | 3.72 |
| Free Registrations (in mn)- during | 1.02 | 1.00 | 0.97 | 1.08 | 1.25 | 1.32 | 4.9% | 31.7% | 2.02 | 2.57 | 27.2% | 4.08 |
| Average Free Registrations Per Day | 11,216 | 10,862 | 10,561 | 12,040 | 13,780 | 14,301 | 3.8% | 31.7% | 11,038 | 14,042 | 27.2% | 11,165 |
| Paid Subscriptions (in mn)- during | 0.19 | 0.18 | 0.17 | 0.18 | 0.18 | 0.17 | (3.6)% | (7.2)% | 0.38 | 0.35 | (7.4)% | 0.73 |
| ATV (Rs.) | 4,477 | 4,542 | 4,699 | 5,025 | 4,958 | 4,963 | 0.1% | 9.3% | 4,509 | 4,961 | 10.0% | 4,682 |

