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# Investor Presentation

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Feb 2020

*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.*



Premium Matchmaking Service



Professional Photography Service



Company Overview

1

Q3FY20 Results

2

Growth Strategy

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Management Team

4



matrimony.com

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## Company Overview

#1

Leader for Matchmaking Services

*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

**4.38 mn**

Active Profiles <sup>1</sup>

**731,000**

Paid subscriptions in FY2019

**15**

Regional Matrimony sites

**38.37 mn**

Total registrations since January 2006 <sup>1</sup>

**INR 3,427 mn**

FY19 Billings  
(4.9% YoY growth)

<sup>1</sup> As on December 31 2019



**Large Online Matrimony Market Opportunity**



**Leading Provider of Online Matchmaking Services in India**



**Micro-Market Strategy with Targeted and Personalized Services**



**Strong Consumer Brand**



**Robust Technology and Analytics**



**Continued Expansion into Marriage Services Segment**



**Key Business Metrics Drive Revenue Growth & Operating Leverage**

## Large Market Opportunity

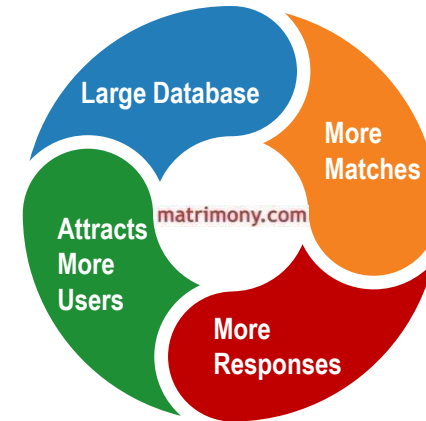
Unmarried Population in 2016 - 107 Mn<sup>1</sup>

Active Seekers in 2016  
63 Mn<sup>1</sup>

Active users of online matrimony in 2016  
6 Mn<sup>1</sup>

Active Profiles on Matrimony.com  
4.38 Mn<sup>2</sup>

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



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

**... Resulting in Market Leadership**

<sup>1</sup> Based on "Market study of Online Matrimony & Marriage Services in India" report by KPMG dated May 4, 2017;

<sup>2</sup> As on December 31 2019

Offline



Website



Mobile



## Increasing Mobile Usage

Mobile sites and mobile apps accounts for <sup>1</sup>

- ✓ 96% of Profile views
- ✓ 87% of Personalized messages sent and received
- ✓ 87% of the total number of free profiles registered
- ✓ 90% of Express Interest messages
- ✓ 84% 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 trends to assist in driving monetization of user base



### Campaign Management

IBM Unica systems to improve customer experience and subscriptions

<sup>1</sup> For the month of December 2019



## 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



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 , Hyderabad Bangalore and Kochi

**matrimonymandaps.com**  
from BharatMatrimony



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

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



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

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



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

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



“Find Your Equal” campaign, won the award for **“Gender Sensitivity”** at the International Advertising Association’s IndiAA regional awards - July 2019

BharatMatrimony has been conferred with the prestigious **'Superbrand 2019'** status by leading independent brand arbiter Superbrands India



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

I'm proud to be associated  
with a trusted brand  
that has created millions  
of happy marriages - MS Dhoni

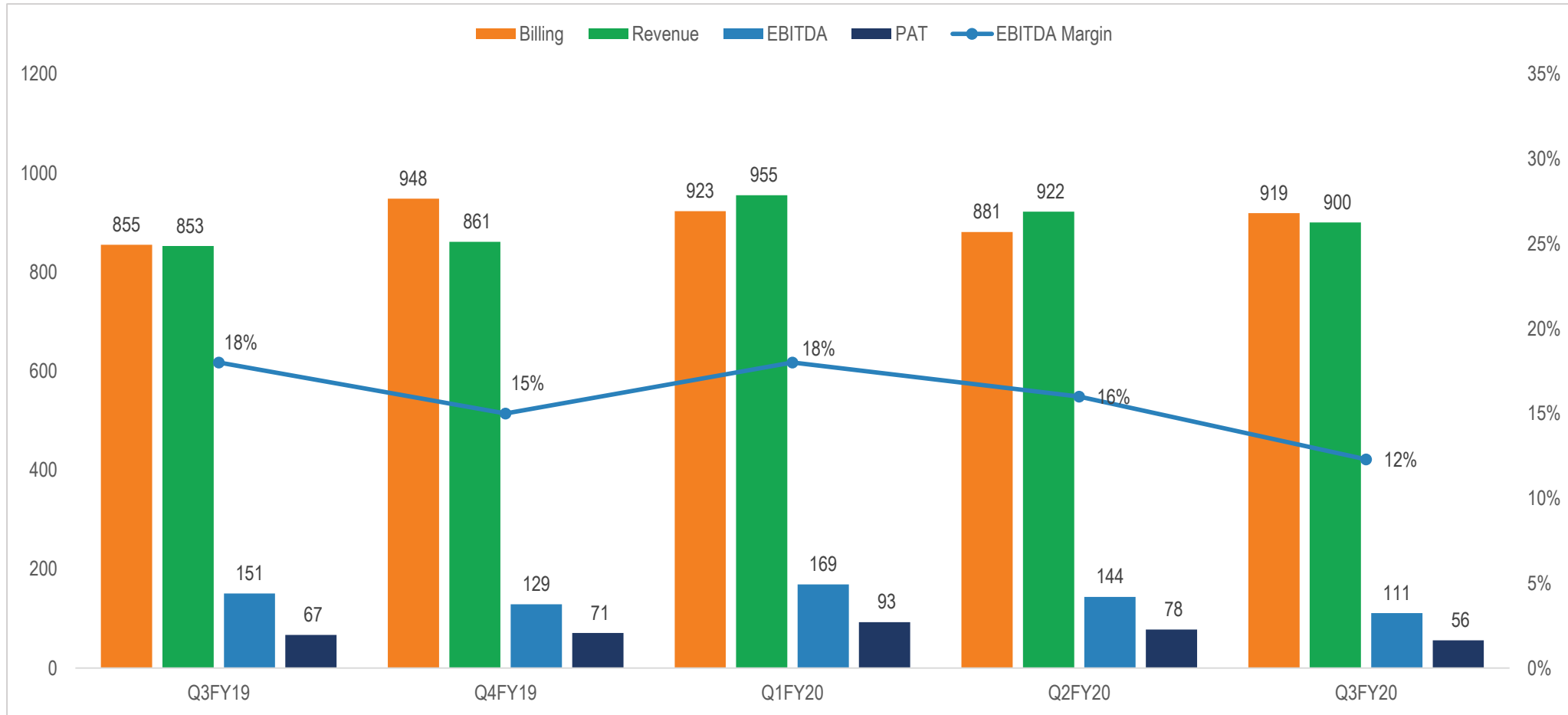


I'm excited to be the brand ambassador  
of EliteMatrimony: Actor Madhavan



## Enterprise Performance

In ₹ million



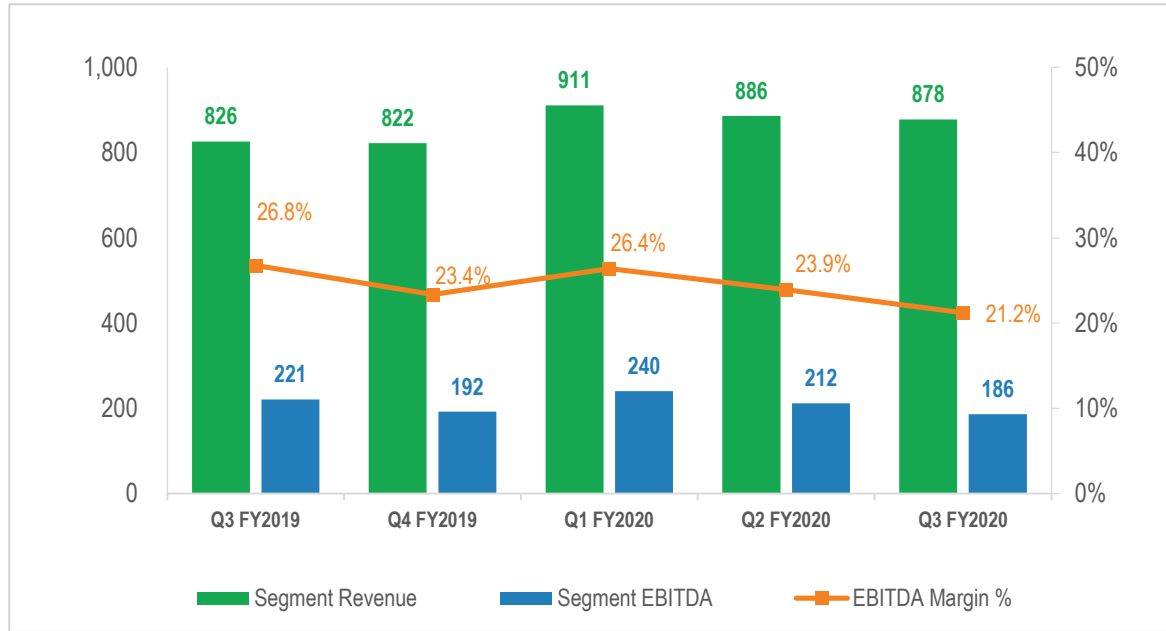
Revenue growth of 5.6% YoY

Note: 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

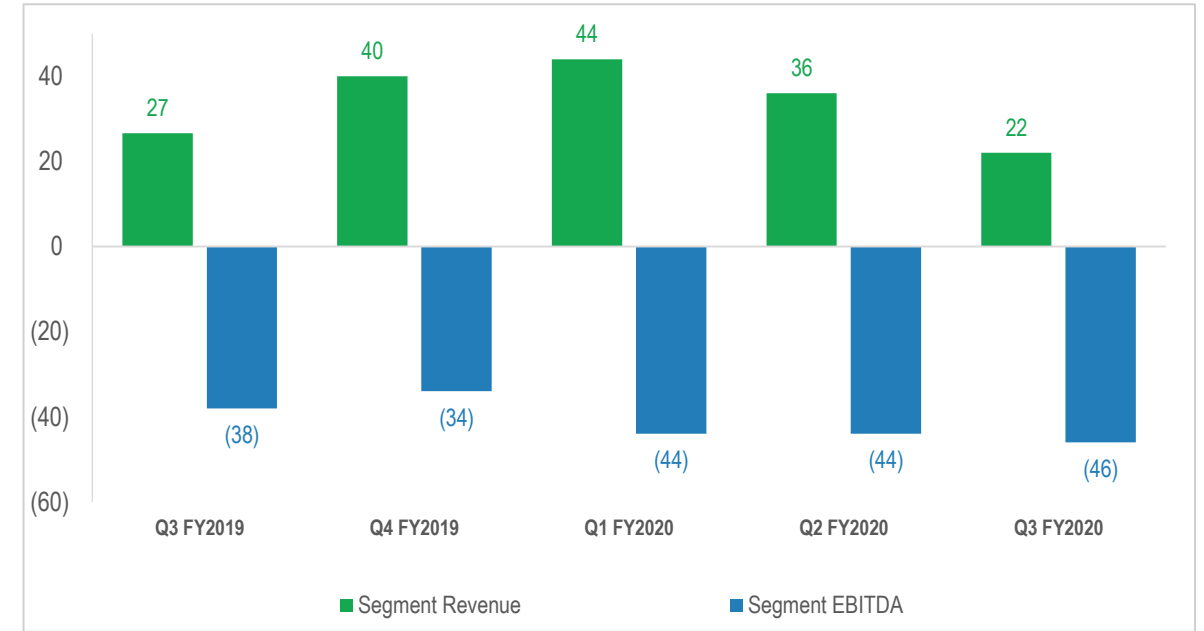
## Segment Performance

In ₹ million

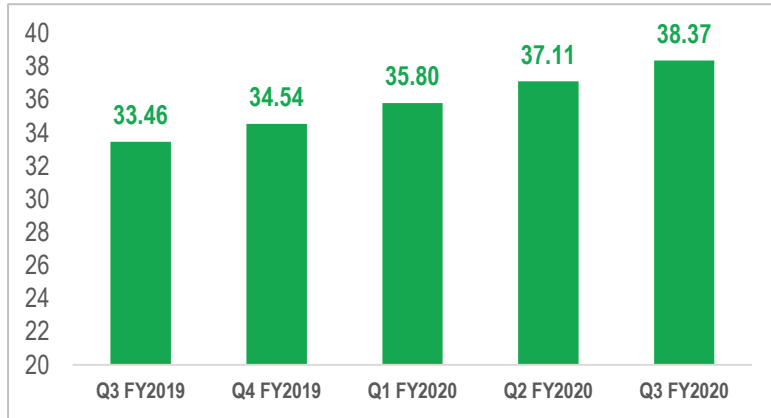
### Matchmaking Services



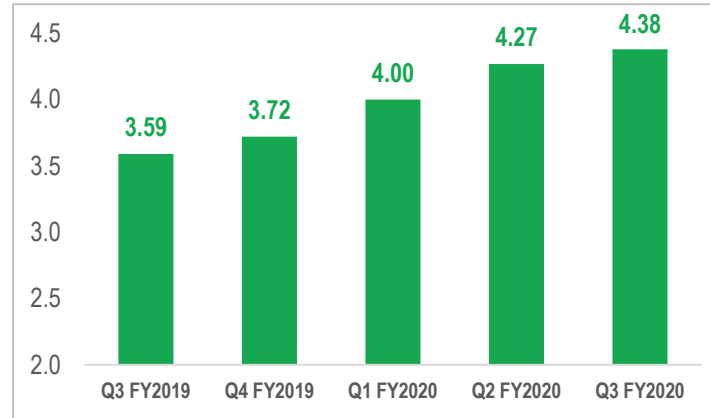
### Marriage Services



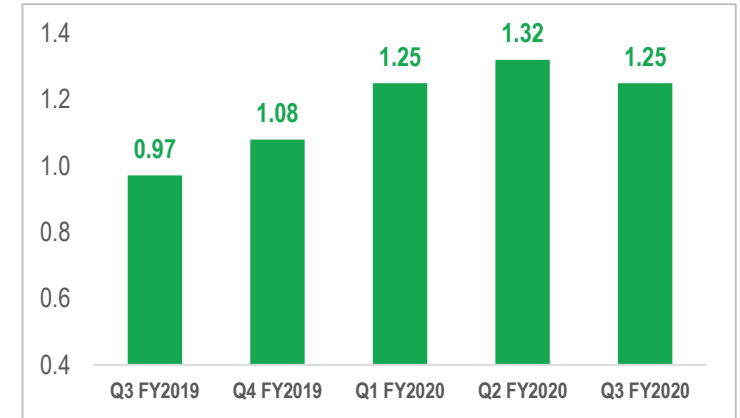
### Ever Registrations (in mn)



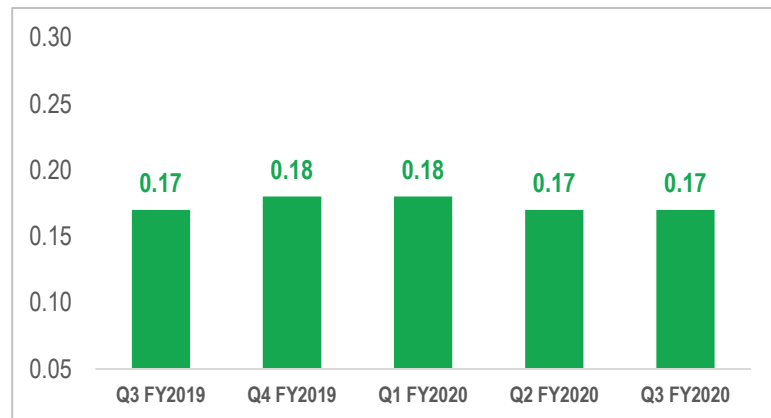
### Active Profiles (in mn)



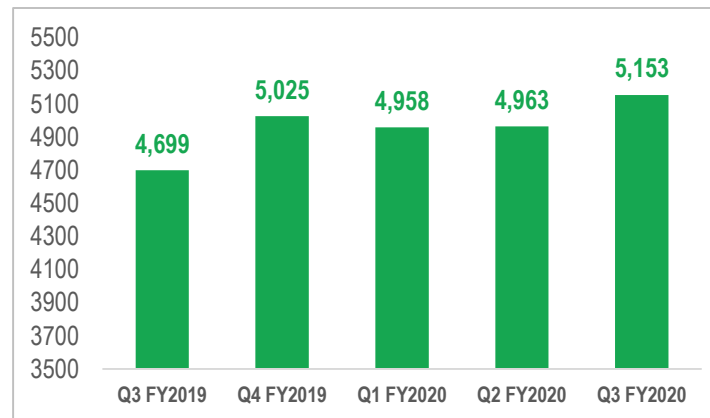
### Free Registrations (in mn)



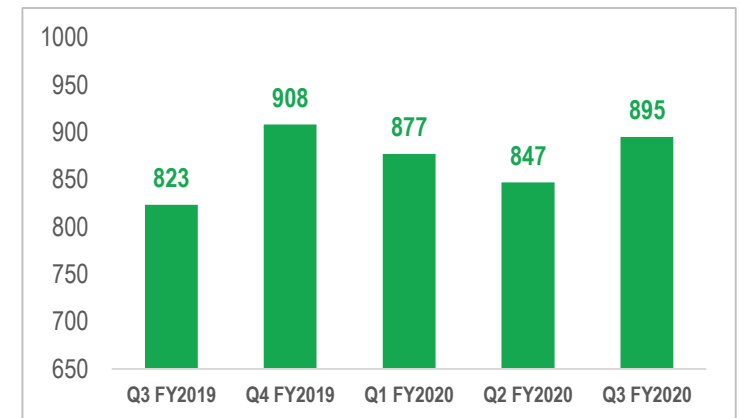
### Paid Subscription (in mn)



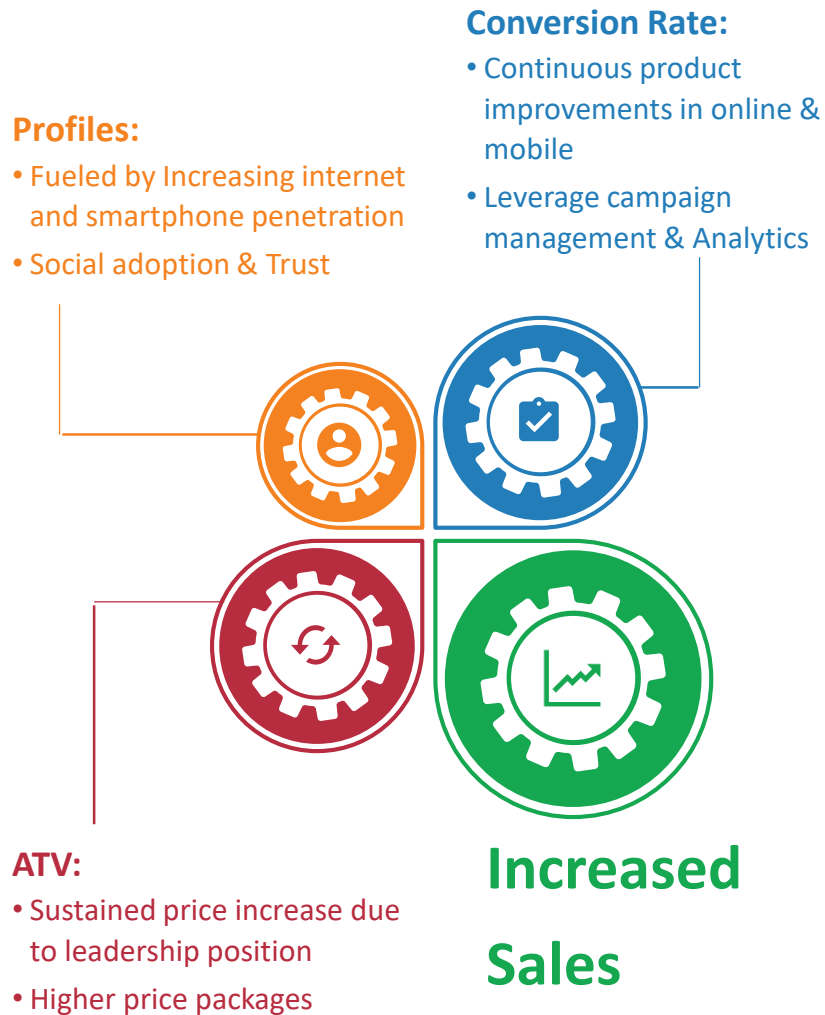
### ATV (in Rs)



### Matchmaking Billing (in Rs mn)



## Matchmaking Growth Cycle



## Our Growth Strategy



## 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



### **Akila Krishnakumar**

Non-Executive Independent Director

## Key Managerial and Senior Management Personnel



### **Murugavel Janakiraman**

Promoter, Chairman and Managing Director



### **Sushanth Pai**

Chief Financial Officer



### **Prasad Nelliparthi**

Chief Human Resource Officer



### **S. Vijayanand**

General Manager-Company Secretary and Compliance Officer



### **R Chandrasekar**

Chief Technology Operation and Infrastructure Officer



### **S. Saichitra**

Chief Portal and Mobile Officer



### **J. Karthik**

Head - Matrimony Bazaar





matrimony.com

## Investor Contacts

Mr. Vijayanand S  
Company Secretary  
matrimony.com

No: 94, TVH Beliciaa Towers, Tower 2,  
10th Floor, MRC Nagar, Mandaveli,  
Chennai - 600 028, Tamil Nadu, India.

Phone: 044-24631500

Email: investors@matrimony.com

CIN: L63090TN2001PLC047432