

matrimony.com

INVESTOR PRESENTATION | MAY 2021





matrimony.com

Founded by Mr. Murugavel Janakiraman in the year 2000 as a community portal for Indians living and working abroad, and since then become the largest Indian matchmaking service.

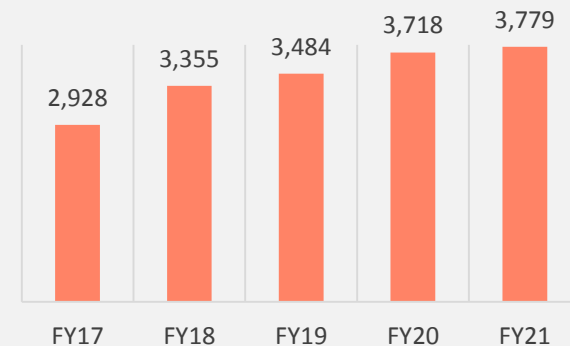
Pioneer and leader in the Indian online matchmaking space.

Providing diversified online matchmaking services both online and offline to cater to the unique requirements of Indian origin consumers like regional, community, and also tailor made services for the elite.

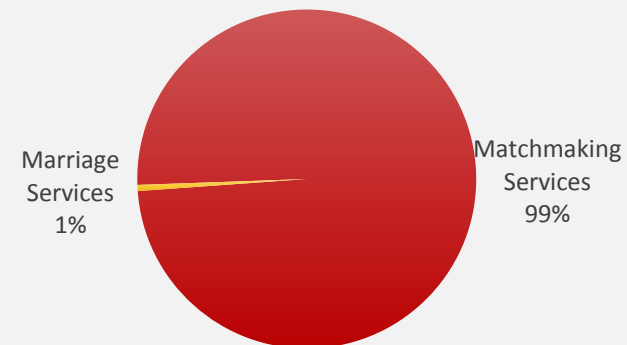
Forward integrated into providing marriage services by aspiring to become a one stop shop for our customers in an asset light vendor platform for venue bookings, catering, decorations, etc.

The market cap of the company as on 31st March 2021 ~ INR 22,018 Mn

Consolidated Revenue Growth
(INR Mn)



Business Mix – FY21





Our Leadership Position



Market Leader: Highest market share pan India



Paid subscription base of 8,40,000 profiles in FY2021



Zero Debt company



5 Mn Active profiles



Strong Free Cash Flow generation



Profitable consumer internet company with healthy Balance Sheet



Customised and personalised approach for every community and preferences



Strong Offline presence through retail stores



Robust Technology and Data Analytics



Well known and established brand



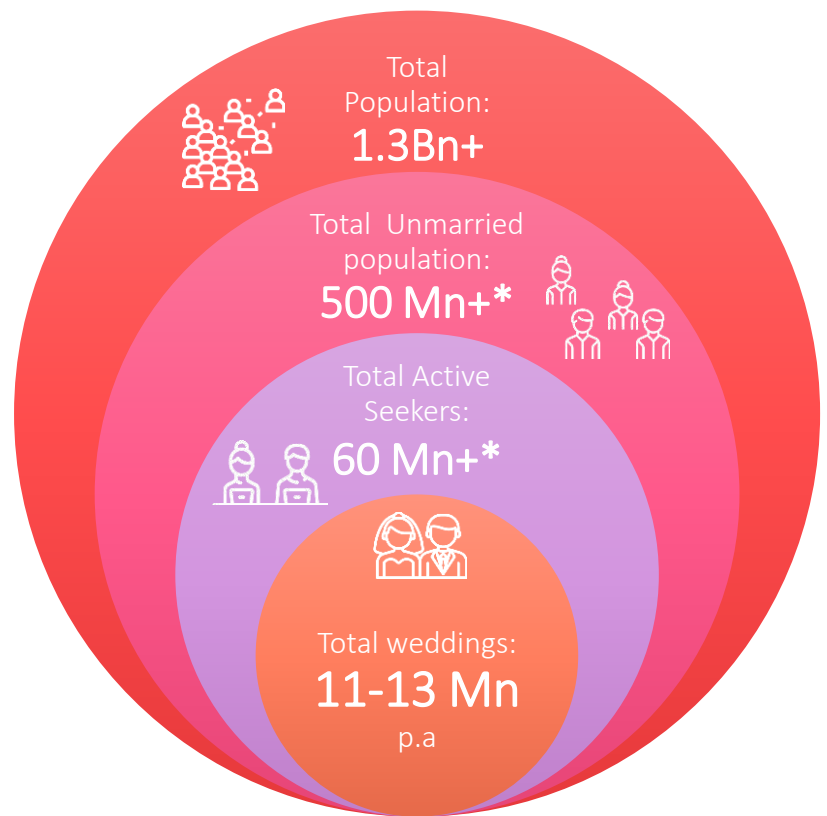
Strong Return Ratios



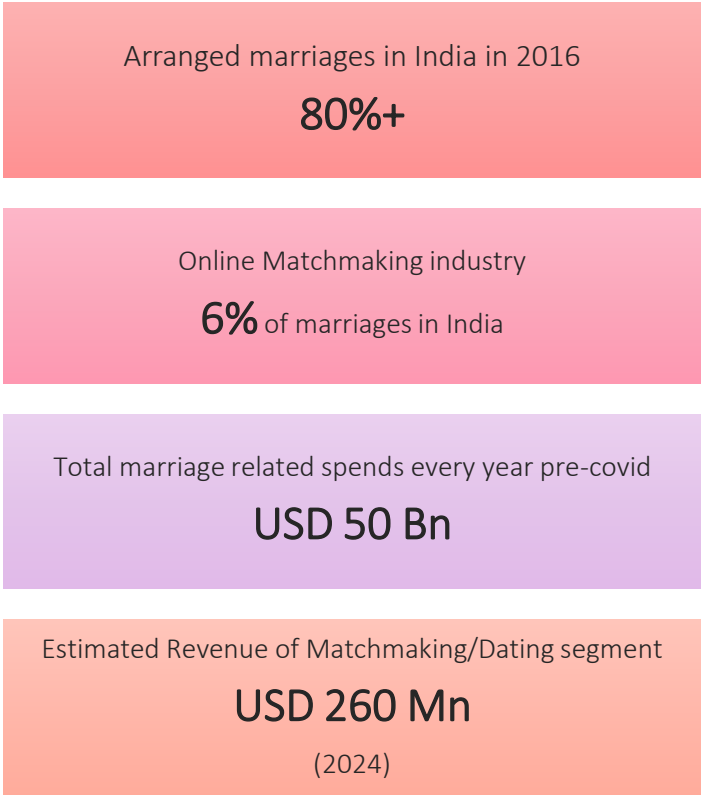
Marquee Investors



Sector



Country



* World Bank, Census, Medium.com, KPMG report, Indian Express, Statista, Company Sources

COMPANY OVERVIEW





Notable milestones over the last 20 years

1997

- As a young programmer in New Jersey Mr. M Janakiraman launches a community portal

2000

- Incorporated Matrimony.com
- Launched flagship brand Bharatmatrimony

2002

- Launched the largest matrimony meet in the world 'Mega Swayamvaram'

2006

- Received first round of funding of 8.65 Mn from various PE investors

2008

- Received second round of funding of 11.75Mn from various PE Investors
- Launched "Elite Matrimony", an exclusive matchmaking services for premium customers

2009

- Launched "Community Matrimony"

2010

- Launched "Assisted Matrimony"

2011

- "Bharatmatrimony" made available on iPhone, iPad, Android, Blackberry, Nokia devices.
- 140+ Matrimony retail outlets across in India

2015

- Professional wedding photography service launched – Matrimonyphotography.com

2016

- Launched matrimonybazaar.com

2017

- Company listed on stock exchanges - Launched matrimonymandaps.com

2018

- Dubai office launched
- Cricketer MS Dhoni brand ambassador of Bharatmatrimony

2020

- Launched RajasthaniMatrimony and BihariMatrimony
- Launched DoctorsMatrimony exclusively for medical professionals

2021

- Launched BhojpuriMatrimony
- Launched IIMITMatrimony.com
- Created a new brand identity - WeddingBazaar.com, one of India's largest wedding marketplace from the earlier avatar of MatrimonyBazaar.com

1997-2005

2006-2010

2011-2017

2018-2021



Governed by a Strong Board



**Murugavel
Janakiraman**

Chairman and
Managing Director

Graduated in statistics from Presidency college, MCA from University of Madras

Worked as a software engineer and consultant in USA before starting Tamil Matrimony

Received an award of top 5 Asian Indian businessmen in USA by Asian Indian Chamber of Commerce, Business Icon of the year award by India Today, Nominated twice for the 'Entrepreneur of the year' award by Economic Times

Deepa Murugavel – Non Executive Woman Director

- Holds a bachelor's degree of science in biochemistry (special) from Gujarat University and a master's degree in business administration from California Coast University
- Associated with the company since 2006

Milind Sarwate – Non Executive Independent Director

- Holds a bachelor's degree in commerce from University of Bombay, and is a Chartered Accountant, Cost Accountant and Company Secretary.
- He is currently the Founder and CEO of Increate Value Advisors LLP, which is engaged in facilitating organisations and individuals to discover, develop and deliver business and social value

S M Sundaram – Additional Independent Director

- Mr. S. M. Sundaram is a Chartered Accountant, a Cost Accountant, a Company Secretary, a Chartered Financial Analyst and an MBA from IIM Ahmedabad, with several all-India ranks.
- He has about 33 years of professional experience, most of them in senior roles in Finance and Investment Management. He is currently a Partner & CFO at Creaegis, an asset management platform for private equity investments for global endowments and institutional investors.

Akila Krishnakumar – Additional Independent Director

- An alumna of the Birla Institute of Technology and Sciences (BITS), Pilani
- Has over 30 years of experience in software product development for financial services. Until 2013, Akila was President - Global Technology and Country Head for SunGard in India - a Fortune 500 company and global leader in financial services software
- Has won several awards and accolades was among the top 5 women leaders in the Indian technology industry for many years

C K Ranganathan – Non Executive Independent Director

- Holds a bachelor's degree in Chemistry
- Founder of Cavinkare Private Limited, a company engaged in the business of personal care, food, beverages, dairy and snacks
- Conferred the prestigious, Entrepreneur of the Year Award by Economic Times in 2004
- Currently serves as an independent Non-Executive Director on several Boards such as EID Parry, TVS Logistics amongst others

George Zacharias – Non Executive Independent Director

- Holds a bachelor's degree of technology in chemical engineering and a post graduate diploma in business management from the Xavier Labour Relations Institute, Jamshedpur
- Earlier associated with the Company as Nominee Director of Yahoo! Netherlands B.V.
- Was also associated with Mindtree Ltd as Sr. Vice President.



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



- Received Certificate of Excellence from NASSCOM for 'Innovative Application of Analytics for Business Solution, 2015'



- BharatMatrimony Mobile App- Best app in the social category. Global mobile app summit and awards- July 2016 and July 2017



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



- 'Most used matrimonial search website' in the year 2013-14 by Juxt Consult



- 'Find Your Equal' campaign, award for 'Gender Sensitivity' at the International Advertising Association's IndiAA regional awards – July 2019

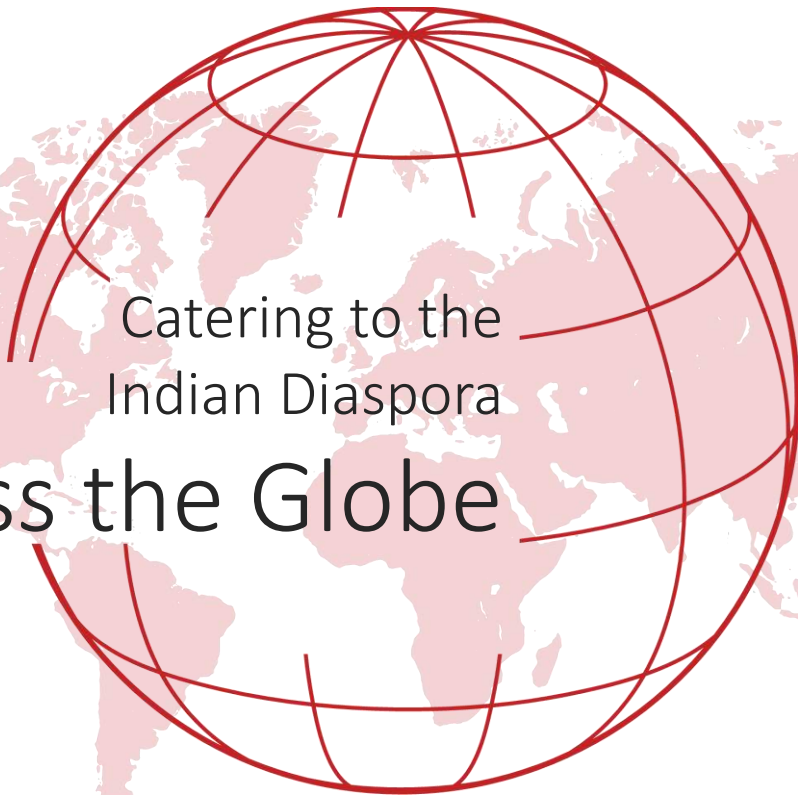


- BharatMatrimony has been conferred with the prestigious 'Superbrand 2019' status by leading independent brand arbiter Superbrands India



- Matrimony.com featured in ET India growth champions list, 2020





Catering to the
Indian Diaspora
across the Globe



Nationwide coverage



Offices in 2 international cities



Corporate headquarters and technology
operations in Chennai, TN



3,500+ number of associates as on FY21



On-ground retail presence 130+

BUSINESS OVERVIEW



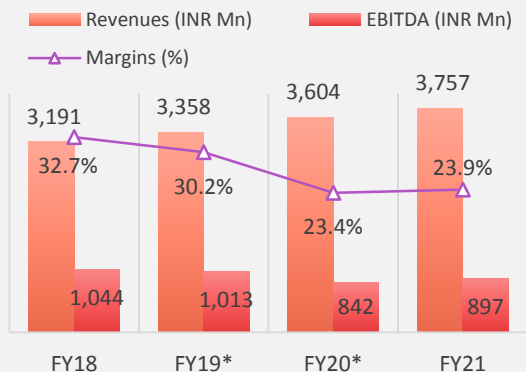
Matrimony.com has the largest number of matchmaking online platforms to suit a person's choice and preference

Differentiates itself from other players in India by following a micro-market strategy, offering a range of targeted and customized products and services that are tailored to meet the requirements of customers

Dominant market share in Southern India.

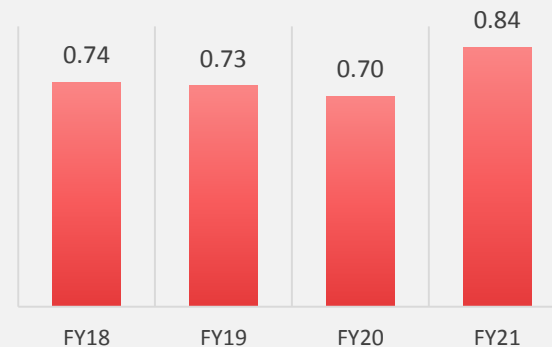
Pioneer in Community based, Assisted and Elite Matrimony services.

Matchmaking Performance



* As per IndAS 116

Paid Subscription (in Mn)





Launched in the year 2000, BharatMatrimony is the flagship brand of Matrimony.com

Comprises a network of 15 different regional portals based on varied regions such as TamilMatrimony, KeralaMatrimony, TeluguMatrimony, BengaliMatrimony, HindiMatrimony, etc.



Key features

- ☆ 15 Regional sites
- ☆ Flexible subscription packages for 3,6 & 12 months



95% of Indians get married within their own community*

CommunityMatrimony.com is an exclusive matrimony platform consisting of over 300 different community websites

It has been further sub-divided into categories like ChristianMatrimony, MuslimMatrimony, SikhMatrimony, JainMatrimony, AgarwalMatrimony, YadavMatrimony, MarathaMatrimony, etc.



Key features

- ☆ 300 Community sites
- ☆ Flexible subscription packages for 3,6 & 12 months



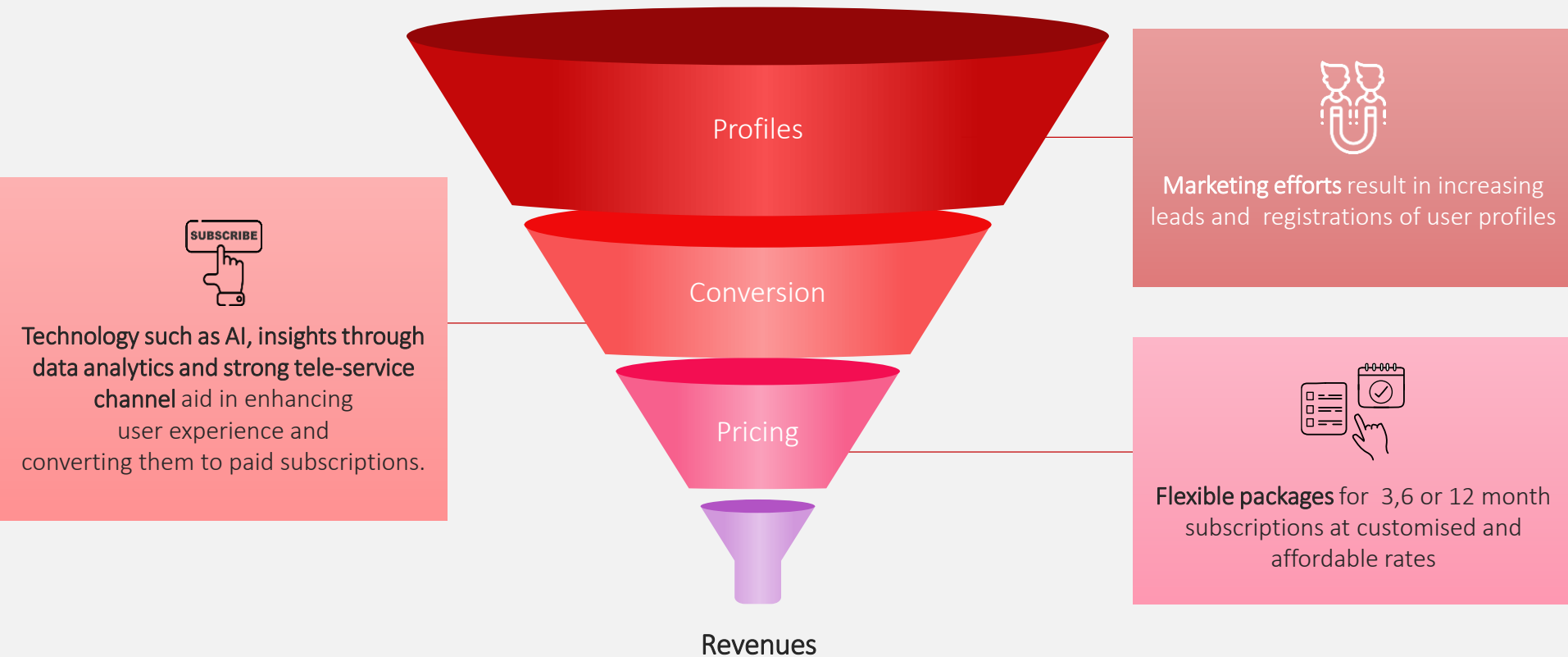
Assisted Matrimony – Matrimony.com also provides value added services for the users who are busy and need assistance in matchmaking.

Involves matchmaking services supported by relationship managers who provide personalized assistance to subscribed users. Relationship managers contact the prospects on behalf of the customer after taking the customer's consent and facilitate communication and meetings based on mutual interest.



Elite Matrimony – A personalized matchmaking service for the affluent.





Strategic 360 degree Marketing



Celebrity Brand Ambassador : MS Dhoni

Micro market strategy to captivate maximum audience



Offline advertising through TV, Print and Online Digital campaigns, SEO and SEM

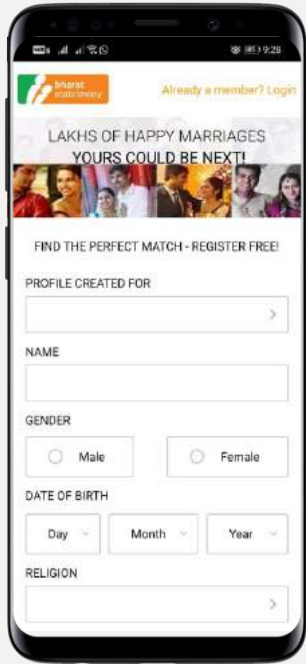


On-ground retail presence 130+



Customer service team of 1,500+ as on FY21 to convert free profile into paid

Marketing Strategy



Culture of Innovation

- 
 Providing seamless and superior experience at all touch points
- 
 Innovating the product consistently based on customer preferences and behavior
- 
 Continuously enhancing the user experience by live testing with customers
- 
 Investing in Big data platform and analytical database to get insights helping in strategic decision
- 
 Adapting to changes in technology such as AI to improve partner search experience, calling campaigns, productivity



Great Outcomes

- 
 Multiple methods to find a match : emails, Telephone, SMS
- 
 Multiple platforms to operate : Mobile site, Mobile App, Website
- 
 24*7 customer service support to find a relevant match
- 
 Phone call verification and trust badge for more authenticated profile listings
- 
 Secure connect : facilitating safe use for women

TamilMatrimony

Love bloomed through WhatsApp for Ishwarya & Arun

A loving family member, friend, or even a co-worker can register on the site to help a person find their partner.



“My sister registered my profile on the site and showed me Arun’s profile. When I went through it, I really liked it because he was very frank about himself and what he is looking for.”

KeralaMatrimony

Rakhee and Vineeth - A Tale of Long Distance Love

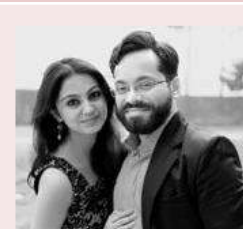


“Mere distance does not have the power to shatter unconditional love. Long distance love also works when you truly love someone.”

BengaliMatrimony

Atreyee and Shounak - “I found Shounak in 15 days”, says Atreyee

Placing a premium on value systems



“I found Shounak within 15 days of my registration on BharatMatrimony and within a month, everything was fixed. It was indeed quick. What attracted me the most was that family was his priority.”

OriyaMatrimony

Saswatee and Ramakanta – “I found Ramakanta in just 4 days”



“I found my life partner here in four days. The site gives you region specific profiles to look through. many of my own family members have had happy and successful marriages through BharatMatrimony.”

Complementing the online matchmaking business by providing customers a one stop shop asset light vendor platform for marriage services

WeddingBazaar
from Matrimony.com group



WeddingBazaar

Online marketplace providing wedding related services whereby 15,000 vendors for, catering and decoration etc are listed, more than 18,000 weddings planned. Services Available in more than 36 cities

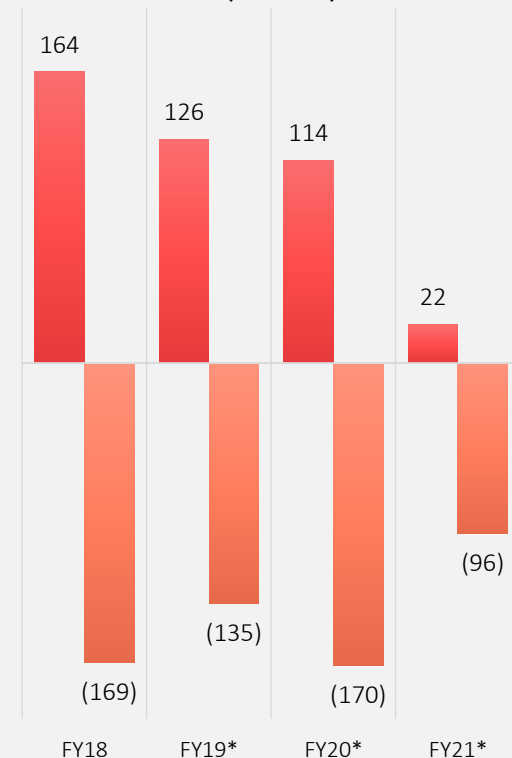
mandap.com
from BharatMatrimony



Mandap

A wedding venue booking platform with more than 6000+ mandaps, banquet halls, convention halls, etc.

Marriage Services Performance (INR Mn)



■ Marriage services revenue

■ EBITDA

* As per IndAS 116

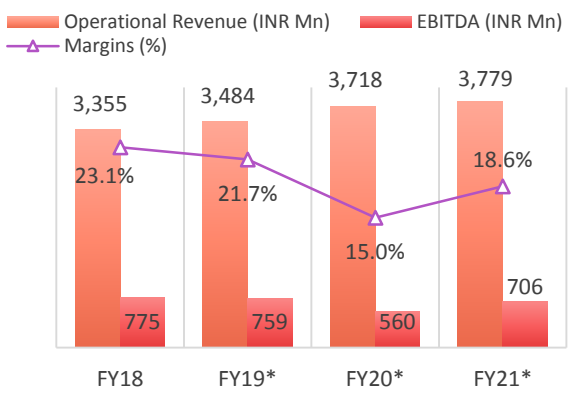
FINANCIAL OVERVIEW



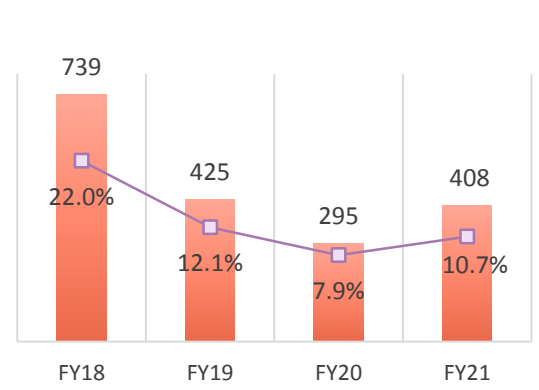


Financial Highlights

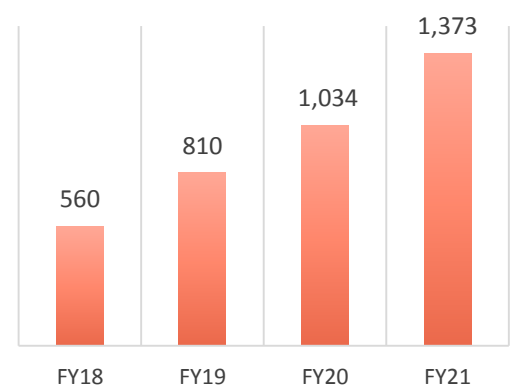
Consolidated Performance



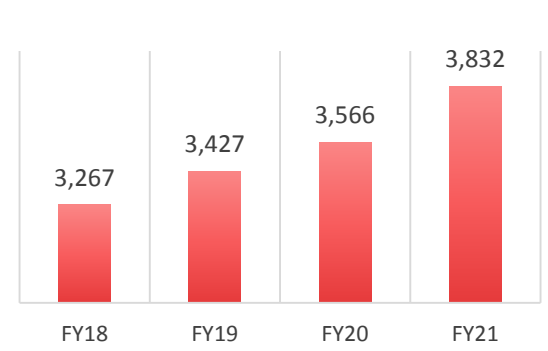
Net Profit (INR Mn) and PAT Margins (%)



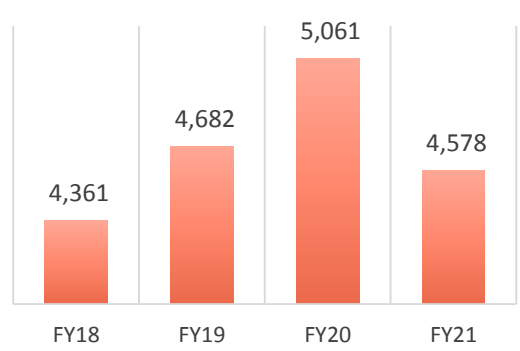
Marketing Expense (INR Mn)



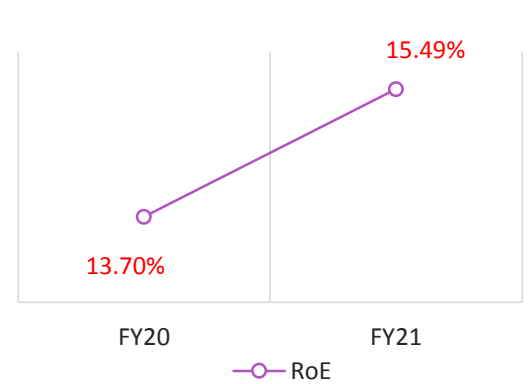
Matchmaking Billings (INR Mn)



ATV (INR)



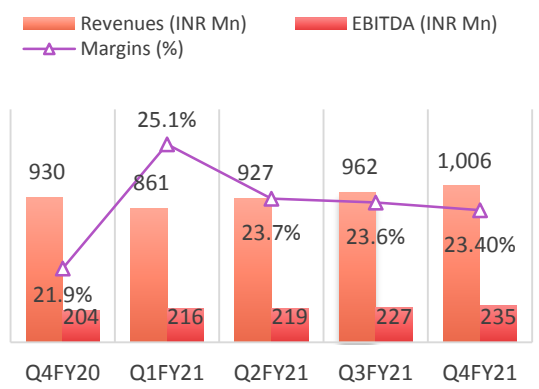
RoE (%)



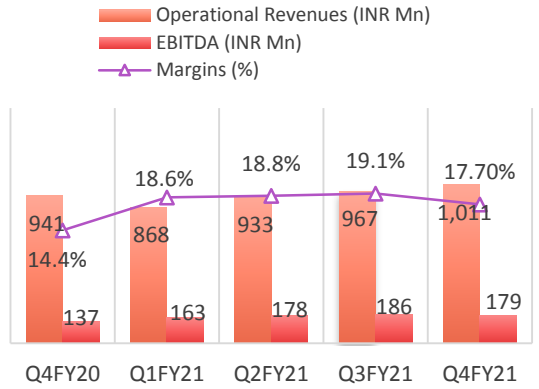
* As per IndAS 116

Quarterly Financial Highlights

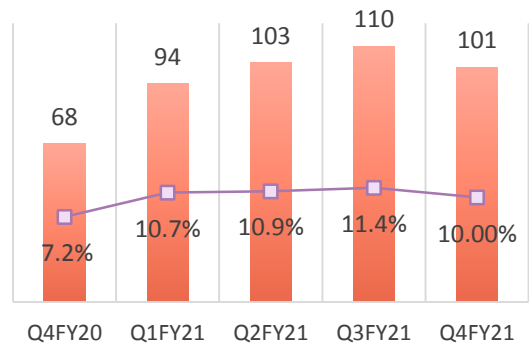
Matchmaking Performance



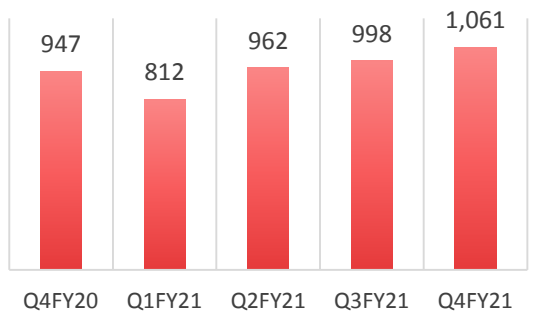
Consolidated Performance



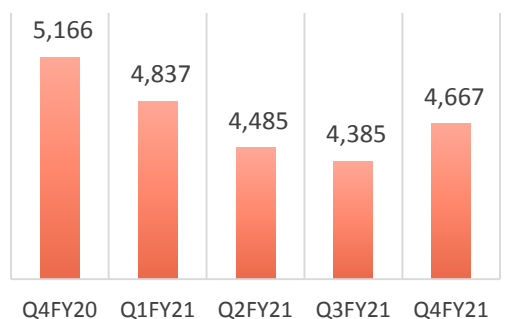
Net Profit (INR Mn) and PAT Margins (%)



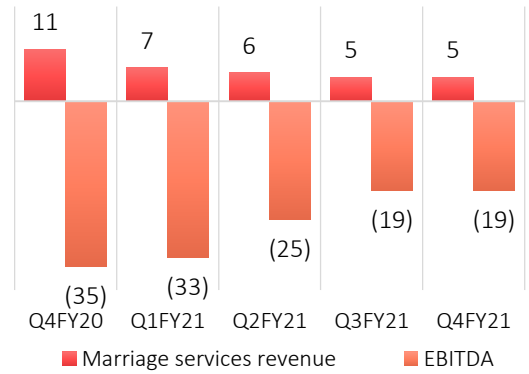
Matchmaking Billings (INR Mn)



Matchmaking ATV (INR)



Marriage Services Performance (INR Mn)





Operational Highlights For The Quarter

Consolidated Billings

INR 1,067 Mn

Revenues

INR 1,011 Mn

Matchmaking Billings

INR 1,061 Mn

Revenues

INR 1,006 Mn

2,30,000

paid Subscriptions

Average transaction value for the matchmaking business

INR 4,667

33,000

success stories created

Our revenue growth combined with operational efficiency helped to improve profitability by 38% in FY21, even during a challenging environment.

Sustained YoY double digit growth in matchmaking for the last 3 quarters. 8.4 lakhs paid subscriptions added during the year, growth of 18.9% YoY.

Launched BhojpuriMatrimony.com and IIMIITMatrimony.com also created a new brand identity - WeddingBazaar.com, one of India's largest wedding marketplace from the earlier avatar of MatrimonyBazaar.com.

Free cash generation for the year was robust at around Rs 600 Mn and our cash balance is at Rs 2,848 Mn as on 31st March 2021.

Marriage services: Through operational efficiency, we have brought down the losses in FY21 to Rs 96 Mn as compared to loss of Rs 170 Mn FY20.



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ANNEXURE



Quarterly Consolidated Income Statement

Particulars (INR Mn)	Q4-FY21	Q4-FY20	Y-o-Y	Q3-FY21	Q-o-Q
Revenues	1,011	941	7.4%	967	4.6%
Total Expenses*	832	804	3.5%	781	6.5%
EBITDA	179	137	30.7%	186	(3.8)%
<i>EBITDA Margin (%)</i>	<i>17.7%</i>	<i>14.4%</i>	<i>330 Bps</i>	<i>19.1%</i>	<i>(140) Bps</i>
Depreciation	65	72	(9.7)%	63	3.2%
Finance Cost	12	13	(7.7)%	12	NA
Other Income*	33	40	(17.5)%	34	(2.9)%
Share of Profit/(loss) of associate	-	(1)	NA	(1)	NA
PBT	135	91	48.4%	144	(6.3)%
Tax	34	23	47.8%	34	NA
Profit After Tax	101	68	48.5%	110	(8.2)%
<i>PAT Margin (%)</i>	<i>10.0%</i>	<i>7.2%</i>	<i>280 Bps</i>	<i>11.4%</i>	<i>(140) Bps</i>
Diluted EPS	4.43	2.97	49.2%	4.82	(8.1)%

*operational income adjusted with total expenses to calculate EBITDA

FY21 Consolidated Income Statement

Particulars (INR Mn)	FY21	FY20	Y-o-Y
Revenues	3,779	3,718	1.6%
Total Expenses*	3,073	3,158	(2.7)%
EBITDA	706	560	26.1%
<i>EBITDA Margin (%)</i>	<i>18.6%</i>	<i>15.0%</i>	<i>360 Bps</i>
Depreciation	259	280	(7.5)%
Finance Cost	48	52	(7.7)%
Other Income*	144	163	(11.7)%
Share of Profit/(loss) of associate	(6)	(1)	NA
PBT	537	390	37.7%
Tax	129	95	35.8%
Profit After Tax	408	295	38.3%
<i>PAT Margin (%)</i>	<i>10.7%</i>	<i>7.9%</i>	<i>280 Bps</i>
Diluted EPS	17.88	12.95	38.1%

*operational income adjusted with total expenses to calculate EBITDA

Particulars (INR Mn)	FY17	FY18	FY19#	FY20#	FY21#
Revenues	2,928	3,354	3,484	3,718	3,779
Total Expenses*	2,339	2,579	2,725	3,158	3,073
EBITDA	589	775	759	560	706
<i>EBITDA Margin (%)</i>	<i>20.1%</i>	<i>23.1%</i>	<i>21.7%</i>	<i>15.0%</i>	<i>18.6%</i>
Depreciation	104	96	265	280	259
Finance Cost	56	15	48	52	48
Other Income*	45	65	139	163	144
Exceptional Items	44	(128)	-	-	-
Share of Profit/(loss) of associate	-	-	-	(1)	(6)
PBT	430	857	585	390	537
Tax	0	118	160	95	129
Profit After Tax	430	739	425	295	408
<i>PAT Margin (%)</i>	<i>14.6%</i>	<i>22.0%</i>	<i>12.1%</i>	<i>7.9%</i>	<i>10.7%</i>
Diluted EPS	20.02	33.40	18.59	12.95	17.88

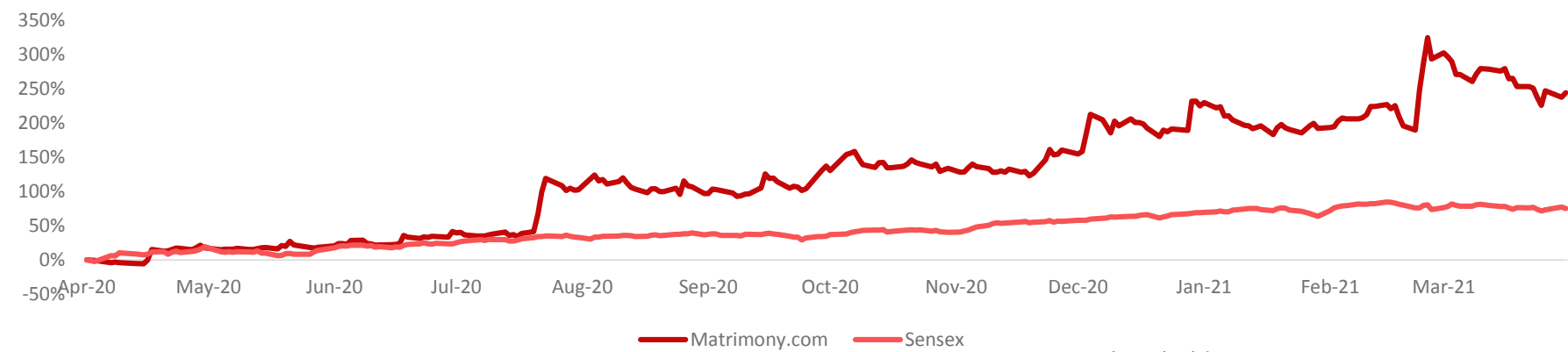
Historical Consolidated Balance Sheet

Particulars (INR Mn)	FY19	FY20	FY21
EQUITY AND LIABILITIES			
EQUITY			
Share Capital	114	114	114
Other Equity	1,911	2,168	2,519
Total Equity	2,025	2,282	2,633
Non Current Liabilities			
Lease liabilities	413	463	479
Other non current liabilities	4	2	-
Sub Total Non Current Liabilities	417	465	479
Current Liabilities			
Financial liabilities			
1.Trade payables			
- Total outstanding dues of creditors other than micro and small enterprises	210	310	386
2. Other payables	6	21	1
3. Lease liabilities	107	149	118
Other current liabilities	790	744	839
Provisions	61	76	68
Liabilities for current tax (Net)	2	3	3
Sub Total Liabilities	1,176	1,303	1,415
TOTAL EQUITY AND LIABILITIES	3,618	4,050	4,527

Particulars (INR Mn)	FY19	FY20	FY21
ASSETS			
Non-Current Assets			
Property, Plant & Equipment	727	730	703
Rights of use assets	479	569	535
Intangible Assets	31	32	29
Intangible Assets under development	-	1	-
Investment in associate	-	61	55
Financial Assets			
Security Deposits	81	86	60
Bank Balances other than Cash and Cash equivalents	-	-	-
Deferred tax assets (Net)	38	18	20
Income tax assets (Net)	34	38	35
Other Non-current assets	10	15	25
Sub Total Non Current Assets	1,400	1,550	1,462
Current Assets			
Financial Assets			
1.Security Deposits	39	20	41
2.Cash and Cash Equivalents	54	45	90
3.Bank Balances other than Cash and Cash equivalents	621	1,101	1,909
4.Investments	1,368	1,204	850
5.Trade Receivables	35	36	75
6.Derivative instruments	5	-	-
7.Other financial assets	41	46	57
Other current assets	55	48	43
Sub Total Current Assets	2,218	2,500	3,065
TOTAL ASSETS	3,618	4,050	4,527



Capital Market Information



Price Data (31 st March, 2021)	
Face Value (INR)	5.0
Market Price (INR)	962.7
52 Week H/L (INR)	1,242.0/259.0
Market Cap (INR Mn)	22,018.4
Equity Shares Outstanding (Mn)	22.9
1 Year Avg. trading volume ('000)	49.8

Shareholding Pattern as on 31st March 2021

