matrimony.com

INVESTOR PRESENTATION | AUGUST 2021

Matrimony.com at a glance

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.

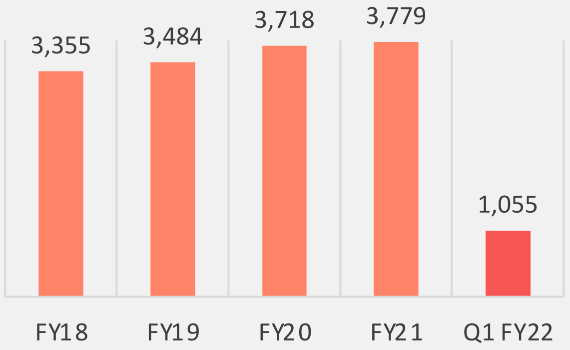
Pioneer and leader in the Indian online matchmaking space.

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.

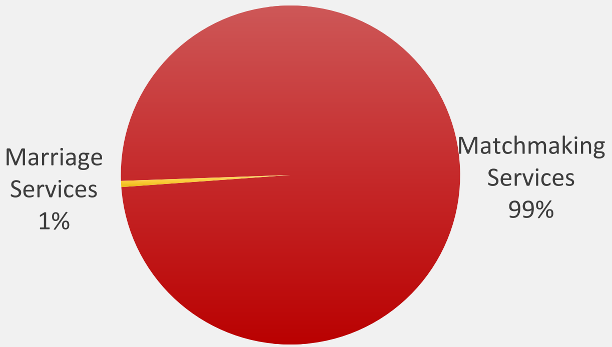
Forward integrated into providing marriage services by aspiring to become a one stop shop for our customers in an asset light vendor platform for venue bookings, catering, decorations, etc.

The market cap of the company as on 30th June 2021 ~ INR 22,049.32 Mn

Consolidated Revenue Growth (INR Mn)



Business Mix – Q1-FY22



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

The Indian Matchmaking Opportunity

Sector

Total Population: **1.3Bn**

Total Unmarried population: **500 Mn+***

Total Active Seekers: **60 Mn+***

Total weddings: **11-13 Mn** p.a

Country

Arranged marriages in India in 2016

80%+

Online Matchmaking industry

6% of marriages in India

Total marriage related spends every year pre-covid

USD 50 Bn

Estimated Revenue of Matchmaking/Dating segment

USD 260 Mn

(2024)

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

COMPANY OVERVIEW

Notable milestones over the last 20 years

1997-2005

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'

2006-2010

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"

2011-2017

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 and Launched matrimonymandaps.com

2018-2021

2018
- Dubai office launched
- Cricketer MS Dhoni brand ambassador of BharatMatrimony

2020
- Launched RajasthaniMatrimony and BihariMatrimony
- Launched DoctorsMatrimony exclusively for medical professionals

2021
- Launched BojpuriMatrimony - Launched IIMIITMatrimony.com
- Created a new brand identity - WeddingBazaar.com, one of India's largest wedding marketplace from the earlier avatar of MatrimonyBazaar.com
- Acquired 100% stake in Boatman Tech Private Limited, promoters of ShaadiSaga.com.

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 alumnus 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.

Awards & Accolades

- 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
- Mr. Murugavel Janakiraman was featured in the Top Technology Leaders 2020 List by Exchange4Media's Impact Magazine.
- Mr. Murugavel was also featured on the Cover page of Stimulus Magazine where he talks about, the journey of our company delivering 20 years of happy marriages

Catering To Indian Diaspora Across The Globe

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

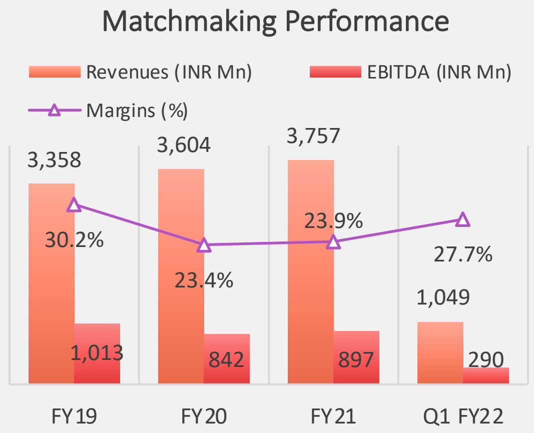
Pioneering Matchmaking Services in India

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

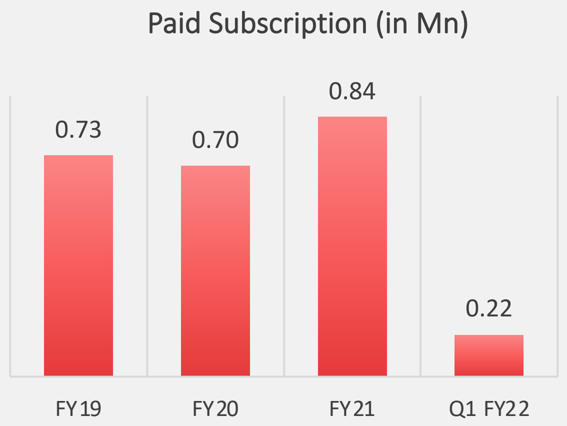
Differentiates itself from other players in India by following a micro-market strategy, offering a range of targeted and customized products and services that are tailored to meet the requirements of customers

Dominant market share in Southern India.

Pioneer in Community based, Assisted and Elite Matrimony services.



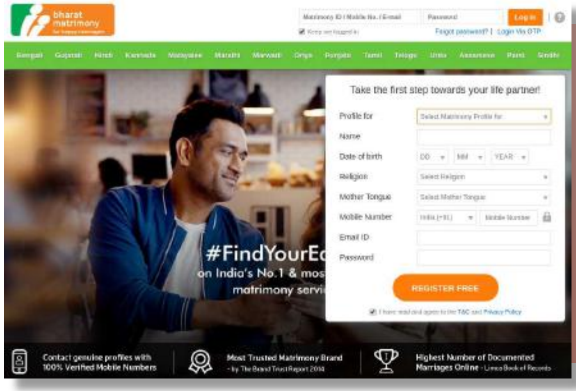
* *Restated as per IndAS 116*



Flagship Matchmaking Brands

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

Comprises a network of 17 different regional portals based on varied regions such as TamilMatrimony, KeralaMatrimony, TeluguMatrimony, BengaliMatrimony, HindiMatrimony, etc.



Key features

- ☆ 17 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. Added IIMIITMatrimony.com and DoctorsMatrimony services.

Christian Matrimony
Muslim Matrimony
Yadav Matrimony
Sikh Matrimony
Jain Matrimony

Key features

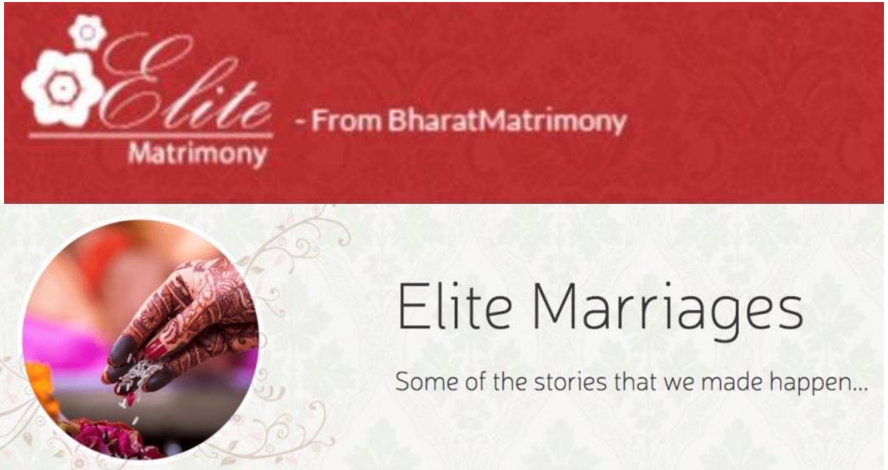
- ☆ 300+ Community sites
- ☆ Flexible subscription packages for 3,6 & 12 months

Source : http://www.ncaer.org/news_details.php?nID=188)

Premium Matrimony Services

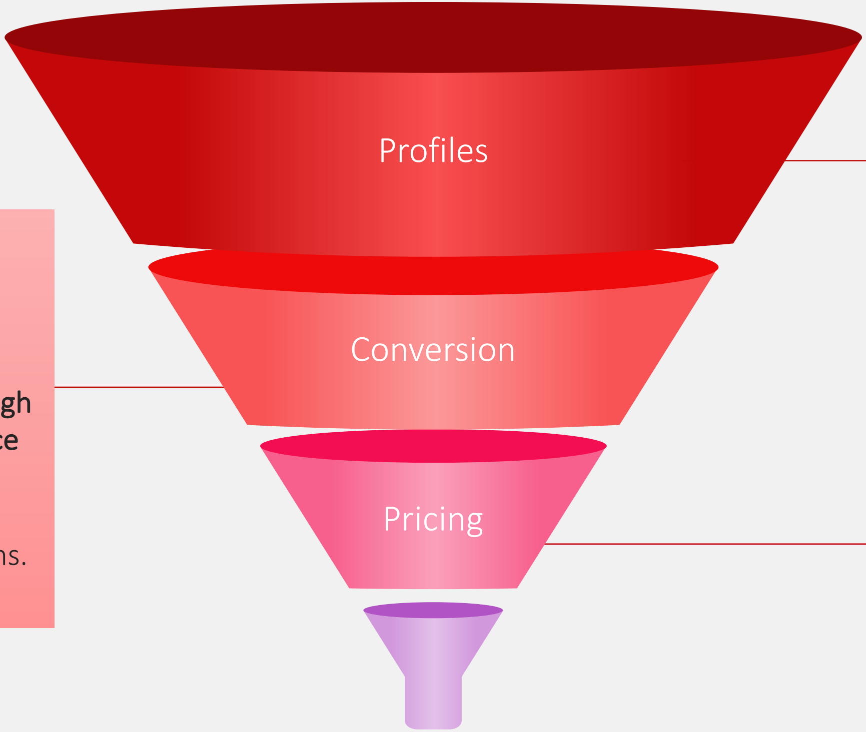
Assisted Matrimony – Matrimony.com also provides value added services for the users who are busy and need assistance in matchmaking.

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.

Growth Drivers



Revenues

Marketing efforts result in increasing leads and registrations of user profiles

Technology such as AI, insights through data analytics and strong tele-service channel aid in enhancing user experience and converting them to paid subscriptions.

Flexible packages for 3,6 or 12 month subscriptions at customized and affordable rates

Strategic 360 degree Marketing

Celebrity Brand Ambassador : MS Dhoni

Micro market strategy to captivate maximum audience

On-ground retail presence 130+

Marketing Strategy

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

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

Great User Experience through Innovative Technology

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

User Interface

Features

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

Success Stories

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."

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."

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."

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."

Forward Integration - Marriage Services

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

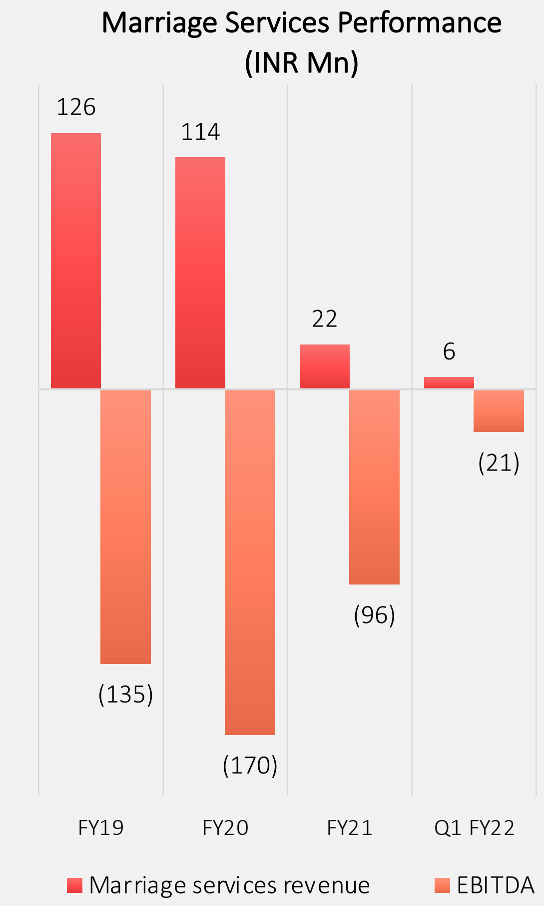
WeddingBazaar

Online marketplace providing wedding related services whereby 10,000+ vendors, 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 10,000+ mandaps, banquet halls, convention halls, etc.

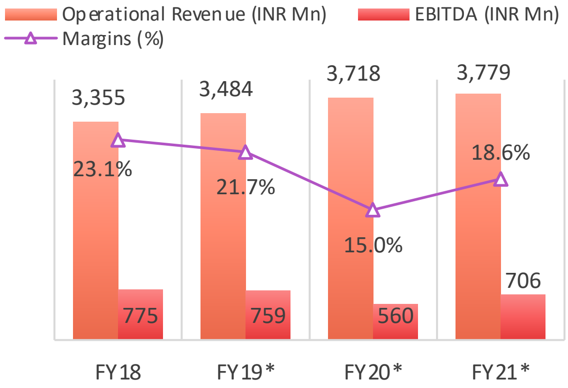


** Restated as per IndAS 116*

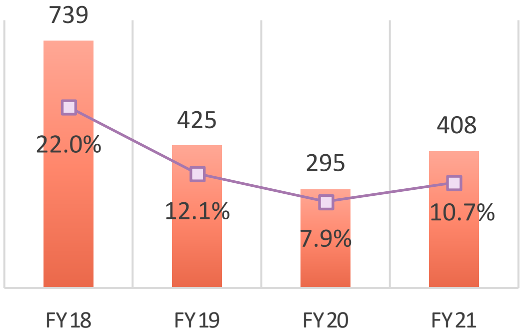
FINANCIAL OVERVIEW

Financial Highlights

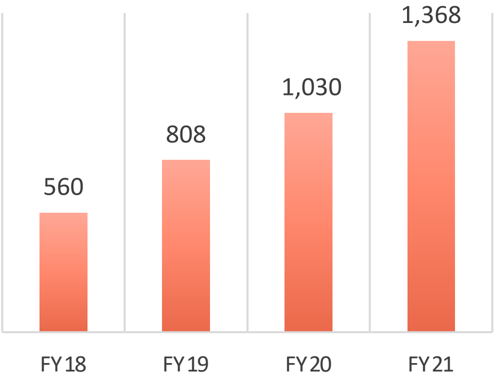
Consolidated Performance



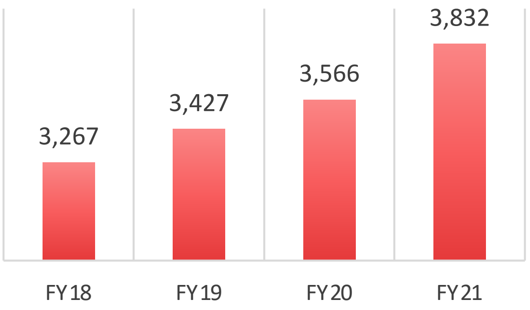
Net Profit (INR Mn) and PAT Margins (%)



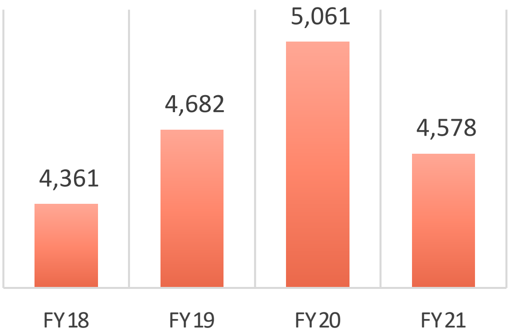
Marketing Expense (INR Mn)



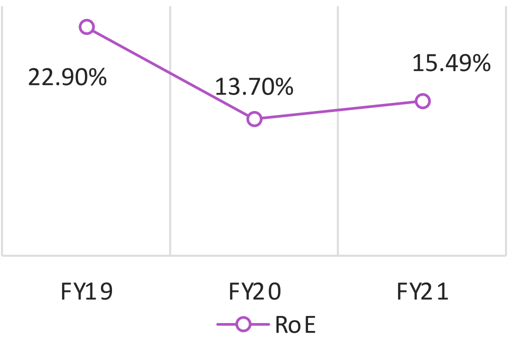
Matchmaking Billings (INR Mn)



ATV (INR)



RoE (%)



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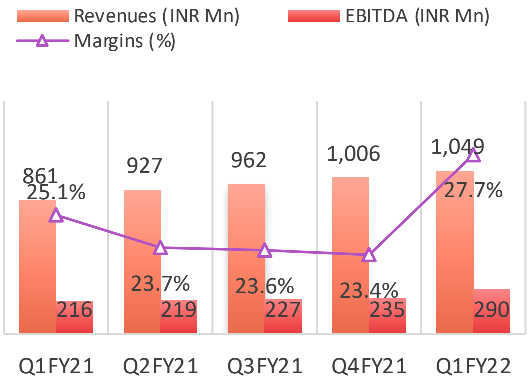
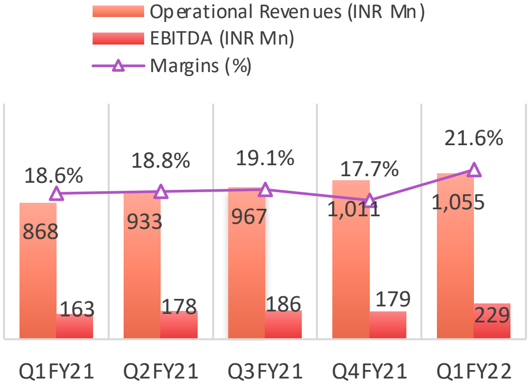
Quarterly Financial Highlights

matrimony.com

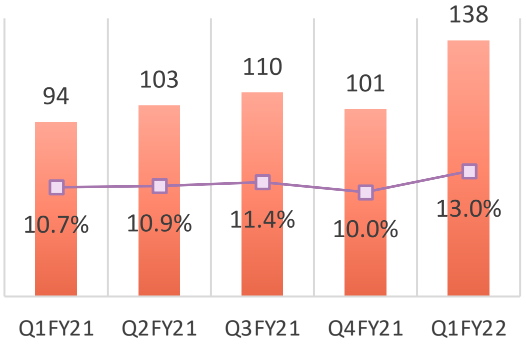
Matchmaking Performance



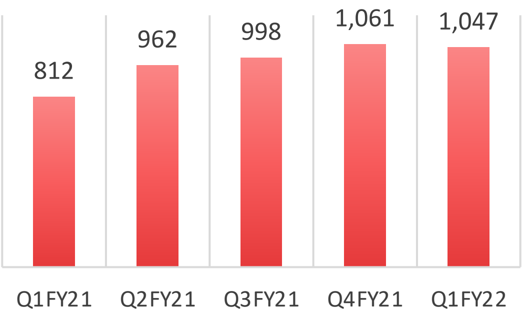
Consolidated Performance



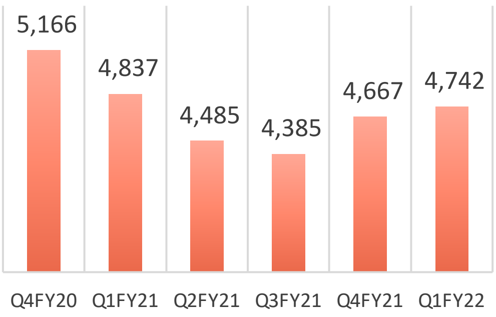
Net Profit (INR Mn) and PAT Margins (%)



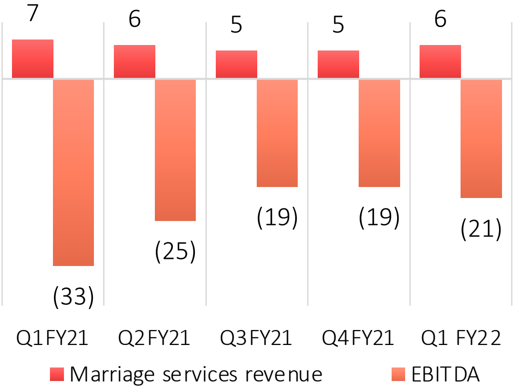
Matchmaking Billings (INR Mn)



Matchmaking ATV (INR)



Marriage Services Performance (INR Mn)



Operational Highlights For The Quarter

Consolidated Billings

INR 1,052 Mn

Revenues

INR 1,055 Mn

Matchmaking Billings

INR 1,047 Mn

Revenues

INR 1,049 Mn

0.22 Mn

paid Subscriptions

32% YoY Growth

Average transaction value for the matchmaking business

INR 4,742

26,485

success stories created

A good start to FY22: Billing growth of 29% and revenue growth of 21.5% YoY; Net Profit growth of 36.5% QoQ and 47.6% YoY

Free cash generation for the quarter has been robust at INR 16 Crores indicating i.e. 0.84 times to EBITDA; cash balance is at INR 302 Crores; ROE is at 21%

EBITDA margin for the match making business in Q1 has improved significantly to 27.7% as compared to 23.4% in Q4 and 25.1% a year ago

Excluding marketing expenses, our margins in matchmaking were at 63% in Q1 as compared to 62% in Q4 and 56% a year ago

Acquisition of ShaadiSaga.com

- During July 2021, the Company has signed definitive agreements to acquire a 100% stake in Boatman Tech Private Limited, promoters of ShaadiSaga.com, as approved by its Board of Directors.
- The acquisition will be by way of share purchase from the existing shareholders for an aggregate consideration of Rs 11 crores (subject to adjustments at the time of closing). The transaction is subject to customary closing conditions and regulatory approvals.
- Founded in 2015, ShaadiSaga is a leading player in the Wedding Services industry, with over 40,000 vendors across multiple services and catering to customers across 15 major cities in the country. Through a robust digital presence built with strong social media and content marketing capabilities, ShaadiSaga has garnered consistent demand (over 1 million MAU) and with its technology-focused approach, ShaadiSaga offers a differentiated product experience.
- Following this acquisition, ShaadiSaga's founders will join Matrimony.com in senior leadership roles. With this strategic acquisition, the company will accelerate growth through supply enhancement and superior product capabilities. We intend to integrate ShaadiSaga's product, technology and social media assets with our offerings i.e., WeddingBazaar.com and Mandap.com. With this approach, we believe that this deal will significantly strengthen the positioning of Wedding Bazaar.com and Mandap.com in the industry and will enable both brands to become the #1 wedding services brands pan India

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For further information please contact our Investor Relations Representatives:

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ANNEXURE

Quarterly Consolidated Income Statement

Particulars (INR Mn)	**Q1-FY22**	**Q1-FY21**	**Y-o-Y**	**Q4-FY21**	**Q-o-Q**
Revenues	**1,055**	**868**	**21.5%**	1,011	**4.3%**
Total Expenses*	**826**	705	17.2%	832	(0.7)%
EBITDA	**229**	**163**	**40.5%**	**179**	**27.9%**
EBITDA Margin (%)	***21.6%***	***18.6%***	*300 Bps*	*17.7%*	*390 Bps*
Depreciation	64	68	(5.9)%	65	(1.5)%
Finance Cost	12	12	NA	12	NA
Other Income*	36	42	(14.3)%	33	9.1%
Share of Profit/(loss) of associate	(3)	(2)	NA	-	NA
PBT	**186**	**123**	**51.2%**	**135**	**37.8%**
Tax	48	29	65.5%	34	41.2%
Profit After Tax	**138**	**94**	**46.8%**	101	**36.6%**
PAT Margin (%)	***13.0%***	***10.7%***	*230 Bps*	*10.0%*	*300 Bps*
Diluted EPS	6.03	4.10	47.1%	4.43	36.1%

**operational income adjusted with total expenses to calculate EBITDA*

Historical Consolidated Income Statement

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**
EBITDA Margin (%)	***20.1%***	***23.1%***	***21.7%***	***15.0%***	***18.6%***
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**
PAT Margin (%)	***14.6%***	***22.0%***	***12.1%***	***7.9%***	***10.7%***
Diluted EPS	20.02	33.40	18.59	12.95	17.88

 # As per IndAS 116

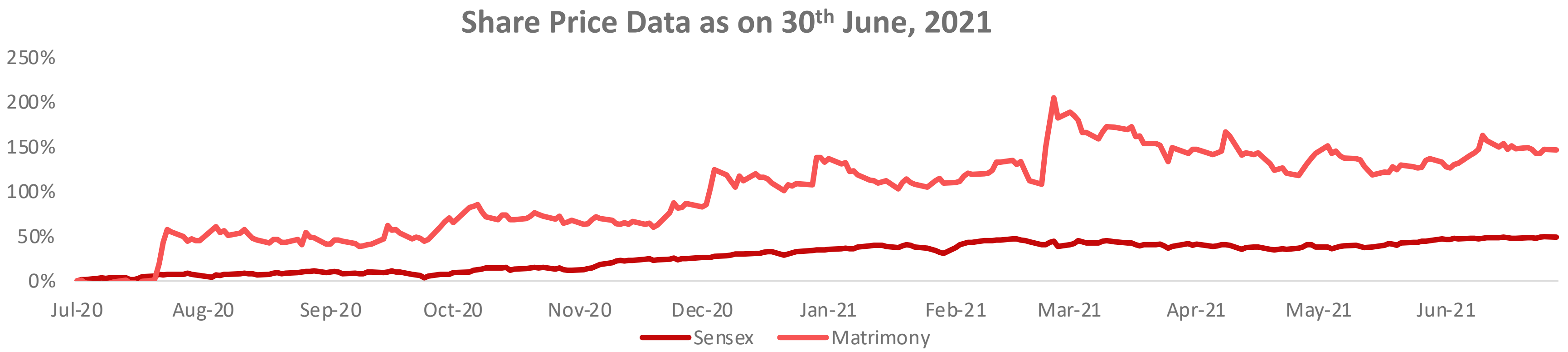
**Operational income adjusted with total expenses to calculate EBITDA*

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 (30th June 2021)	
Face Value (INR)	5.0
Market Price (INR)	964.05
52 Week H/L (INR)	1,242.0/366.0
Market Cap (INR Mn)	22,049.32
Equity Shares Outstanding (Mn)	22.87
1 Year Avg. trading volume ('000)	51.0