

November 6, 2017

To

BSE Limited Department of Corporate Services Listing Department P J Towers Dalal Street Mumbai – 400001 Scrip Code: 535648	National Stock Exchange of India Limited Listing Department Exchange Plaza Plot no. C/1, G Block Bandra-Kurla Complex, Bandra (E) Mumbai – 400051 Scrip Symbol: JUSTDIAL	Metropolitan Stock Exchange of India Limited 4 th Floor, Vibgyor Towers, Plot No. C 62, G Block, Opp. Trident Hotel, Bandra Kurla Complex, Bandra (East), Mumbai – 400098 Scrip Symbol: JUSTDIAL
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Dear Sir/Madam,

Sub: Investor Presentation.

In accordance with Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a presentation to analysts / investors on the financial performance of the Company for Unaudited Financial Results of the Company for the 2nd quarter ended September 30, 2017

We request you to take the same on record.

Thanking You,

Yours faithfully,

For Just Dial Limited



Sachin Jain
Company Secretary
Encl: as above



Just Dial Limited

CIN NO: L74140MH1993PLC150054

Registered & Corporate Office : Palm Court Building M, 501/B, 5th Floor, New Link Road, Besides Goregaon Sports Complex, Malad West, Mumbai - 400064

Tel. : 022-28884060 / 39808795 Fax : 022-28893789

Mumbai, Delhi, Kolkata, Chennai, Bangalore, Pune, Hyderabad, Ahmedabad, Coimbatore, Jaipur and Chandigarh

☎ 88888-88888 | www.justdial.com

CORPORATE PRESENTATION

November 2017



India's No.1 local search engine

DISCLAIMER

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Any information provided in this presentation is subject to change without notice.

Q2 FY18 means the period Jul 1, 2017 to Sep 30, 2017

FY18 or FY 17-18 or FY 2018 means the Financial Year starting Apr 1, 2017 and ending Mar 31, 2018



BUSINESS OVERVIEW

COMPANY OVERVIEW

Justdial's services connect sellers of products & services with potential buyers/ users



High user engagement, 76.1 million ratings & reviews



~105 million quarterly unique visitors in Q2 FY18



Database of 19.8 Million Listings



Scalable and profitable business model



~439,700 Active Paid Campaigns



Figures as on Sep 30, 2017

KEY STRENGTHS

- ❑ First Mover Advantage in Indian Local Search Market
- ❑ Strong Brand Recognition with 105 million+ unique quarterly visitors^ in Q2 FY18
- ❑ Comprehensive database of 19.8 million listings
- ❑ Attractive Value Proposition For Local SMEs
- ❑ Experience and Expertise in Local Indian Market
- ❑ Advanced and Scalable Technology Platform
- ❑ Efficient & Profitable Business Model
- ❑ Strong & Experienced Management Team
- ❑ Strong Financial Profile

^ Unique visitors are aggregated across various mediums – Voice, Desktop/ PC, Mobile; these may not necessarily be mutually exclusive



NATIONWIDE PRESENCE



Nationwide coverage, branches in 11 cities across India



Corporate Headquarters in Mumbai, Technology operations and R&D division in Bengaluru



3,951 employees in tele-sales, 3,546 feet-on-street sales force



On-the-ground presence in 250+ cities pan India, covering 11,000+ pin codes

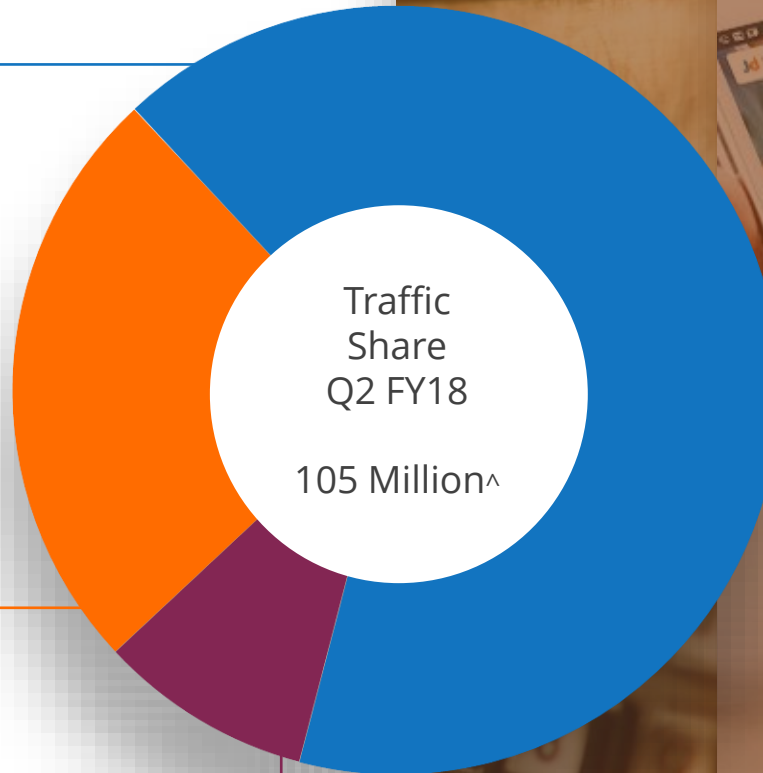


PLATFORMS

 **66%**
MOBILE
Mobile site & Apps

 **25%**
DESKTOP/ PC
www.justdial.com

 **9%**
VOICE
88888-88888



^ Unique visitors are aggregated across various mediums – Voice, Desktop/ PC, Mobile; these may not necessarily be mutually exclusive

MOBILE



Android, iOS & Windows Apps

Predictive Auto-Suggest

Company, Category, Product Search

Map View of Category Search

Location Detection

Voice Search

App Notifications

JD Pay

JD Social

Maps & directions

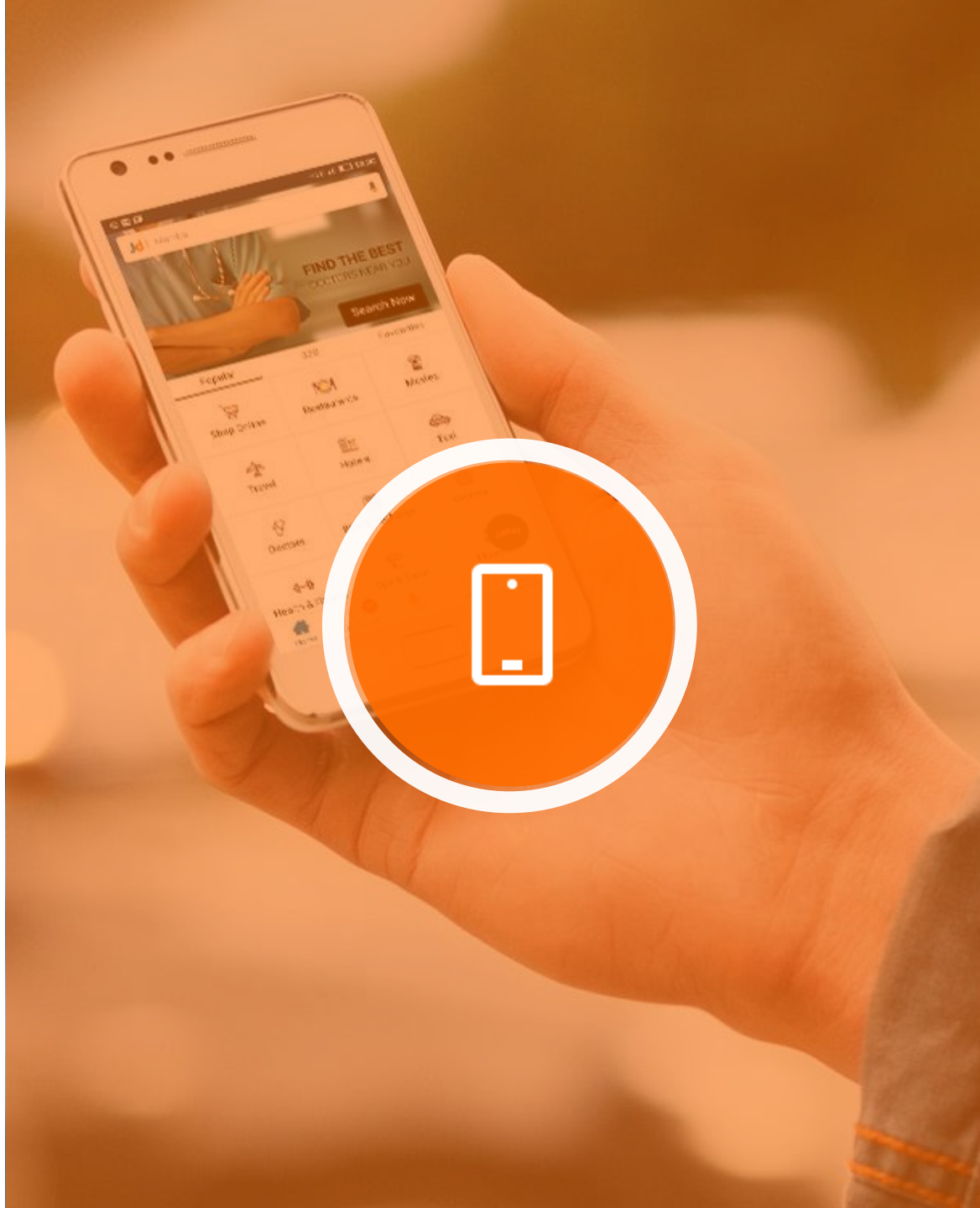
Location-based search service

Ratings & Reviews

Friends' Ratings

Favorites

Search Plus



WEBSITE

Predictive Auto-Suggest

Company, Category, Product Search

Location Detection

Maps & directions

Operating hours

Business logos

Pictures & videos

Ratings & reviews

Friends' Ratings

Favorites

Search Plus

Popular Category Searches



VOICE

 888888-888888

Operator-assisted Hotline Number

One number across India

24 Hours a day x 7 Days a week

Multi-lingual support

Zero-ring Pickup

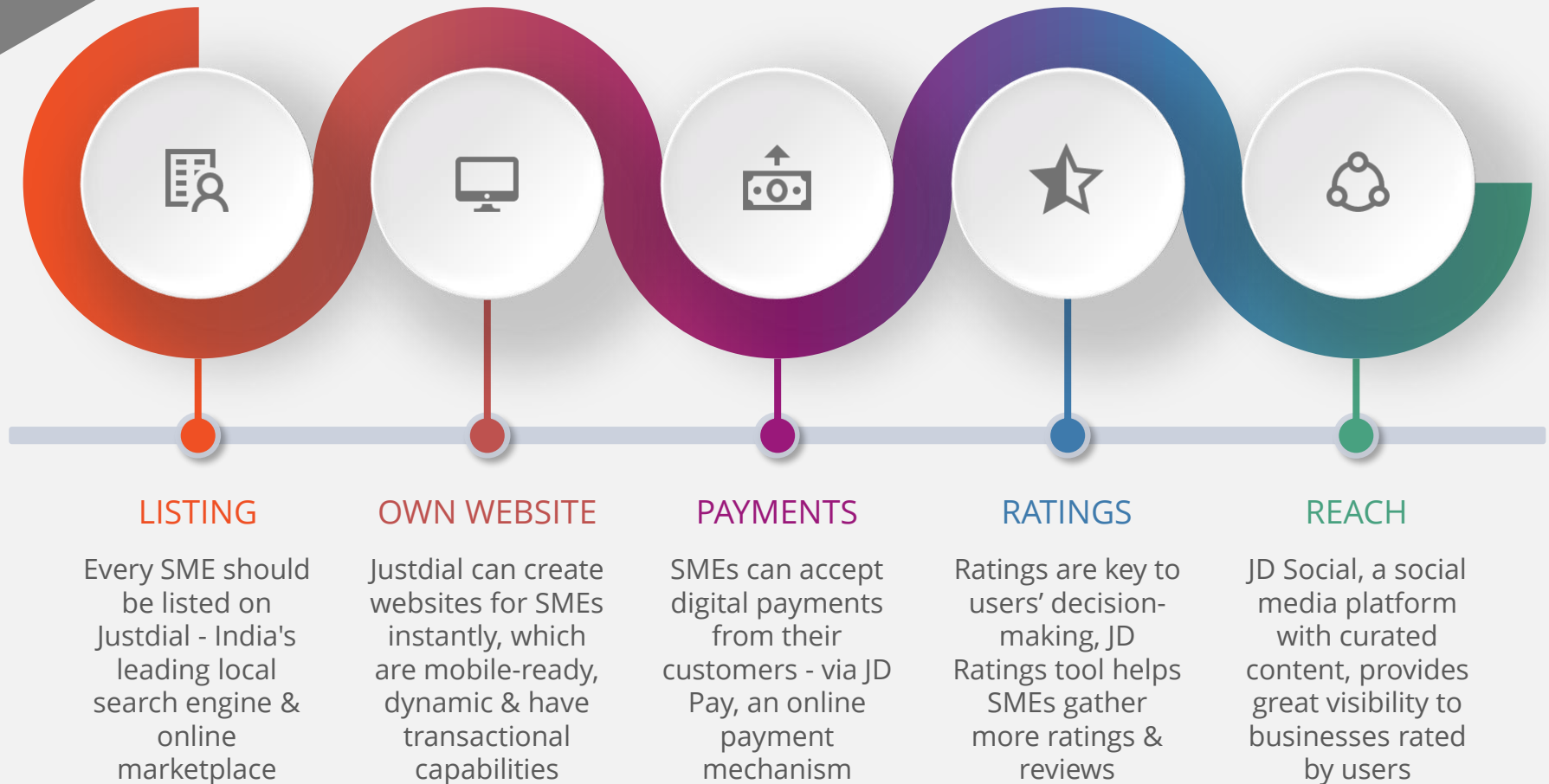
Personalized Greeting

Multiple queries in one call

Instant Email & SMS



VALUE PROPOSITION FOR SMEs



USER ENGAGEMENT



76.1 Million Ratings & Reviews

Mobile-verified, unbiased ratings

Friends' Ratings

10-Point Rating Scale

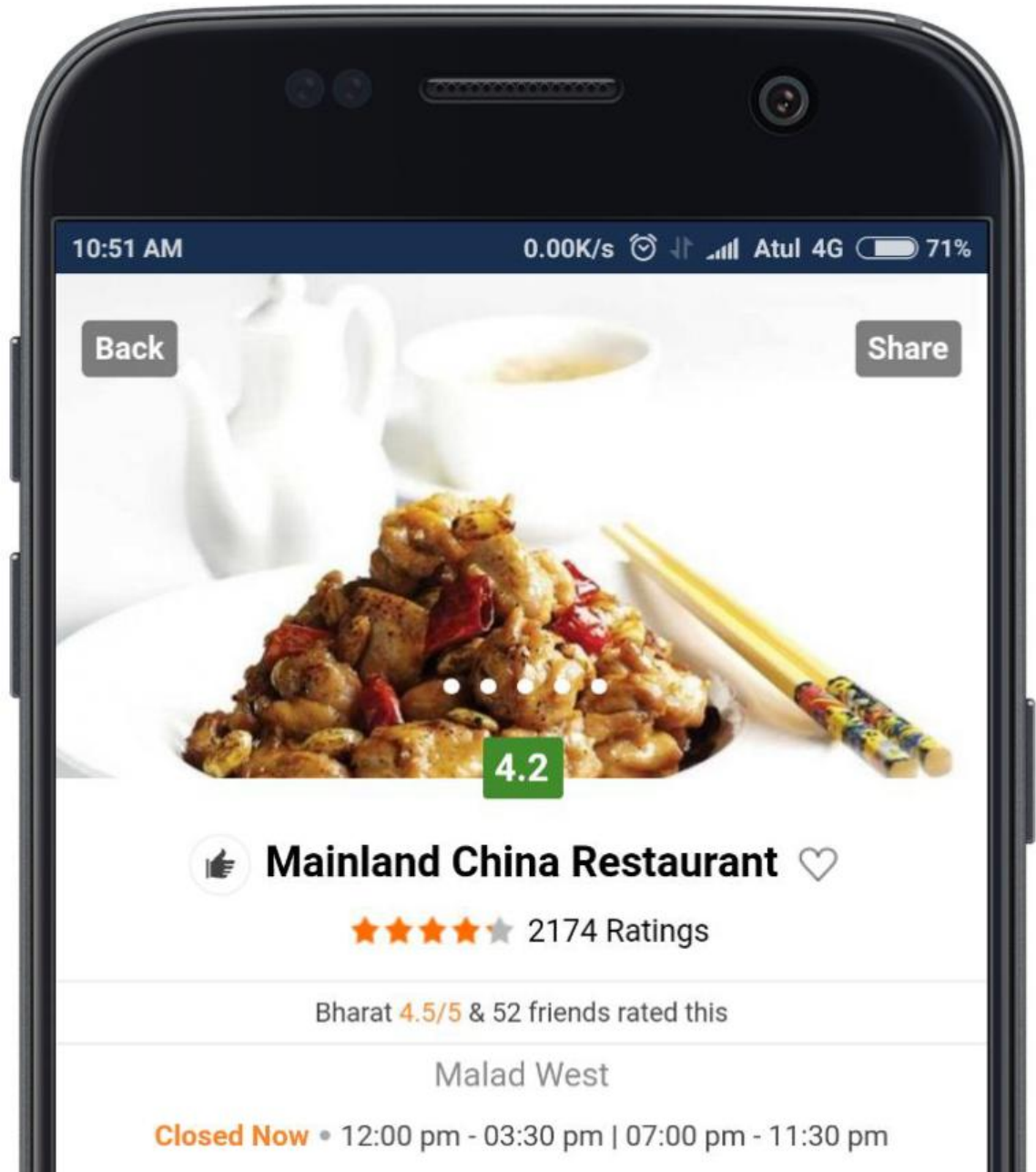
Facebook & Twitter Shareable

Photo Upload with Review

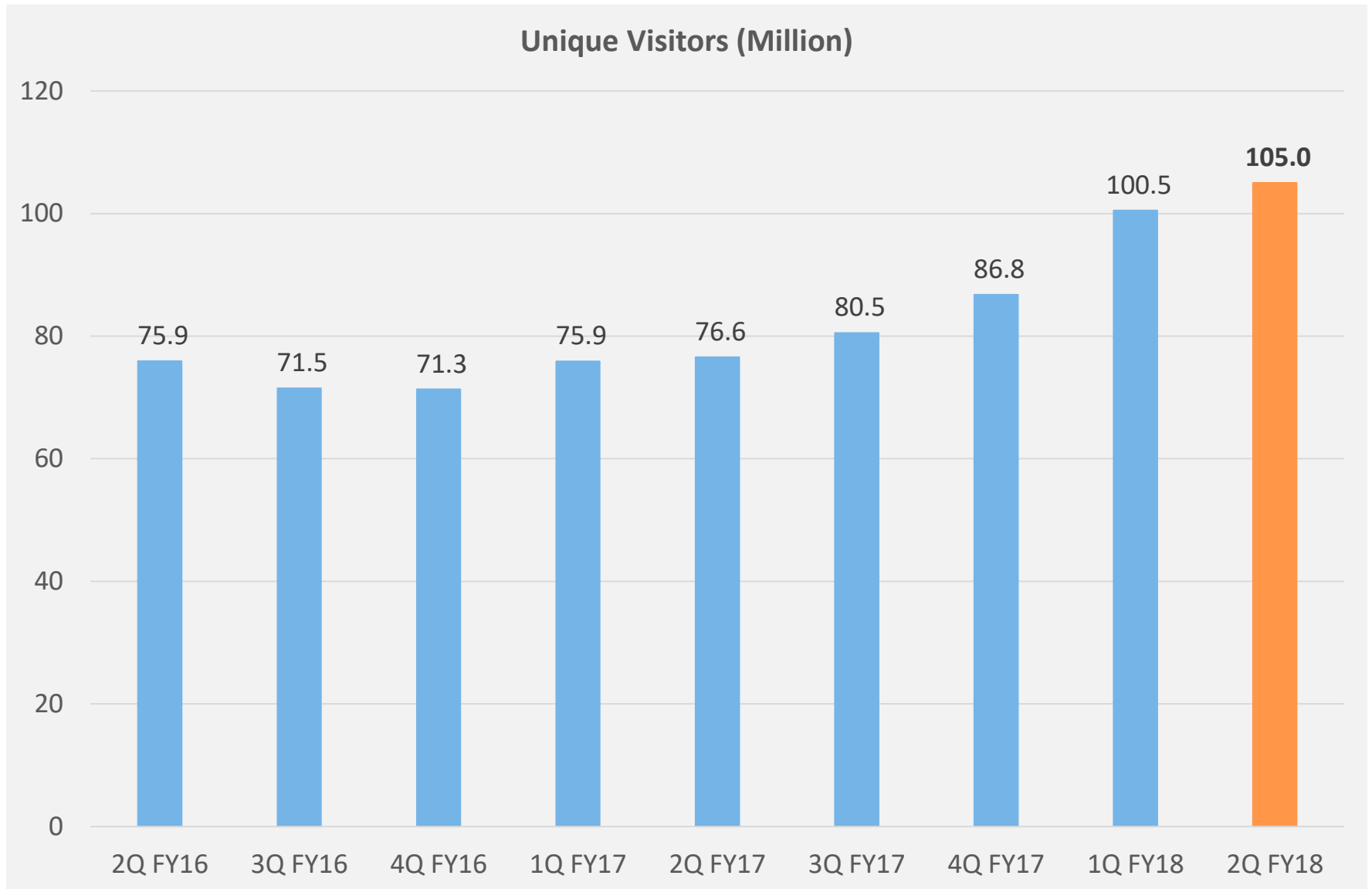
Ratings shared on JD Social

Ratings distribution over time

Robust Audit Mechanism

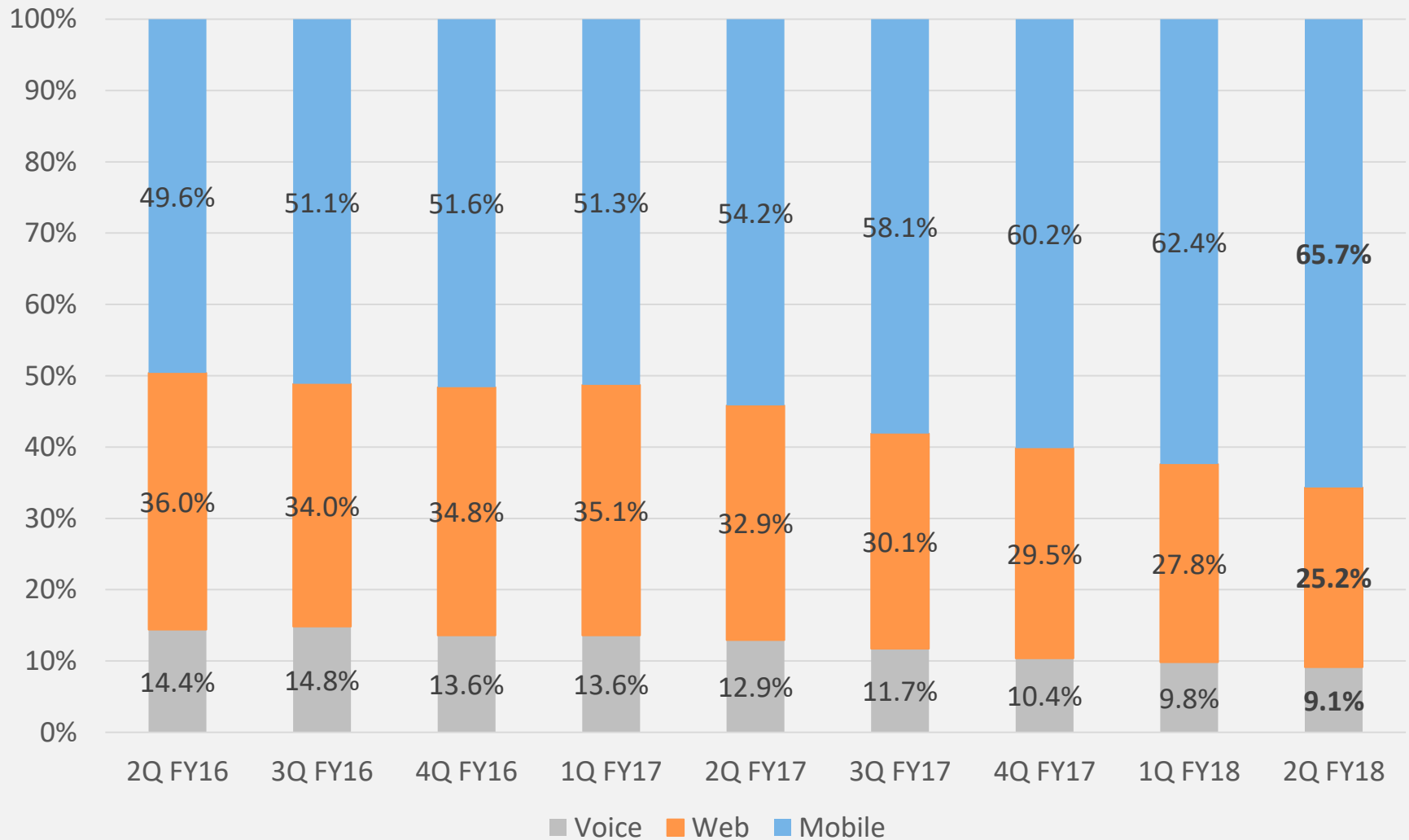


TRAFFIC / VISITORS



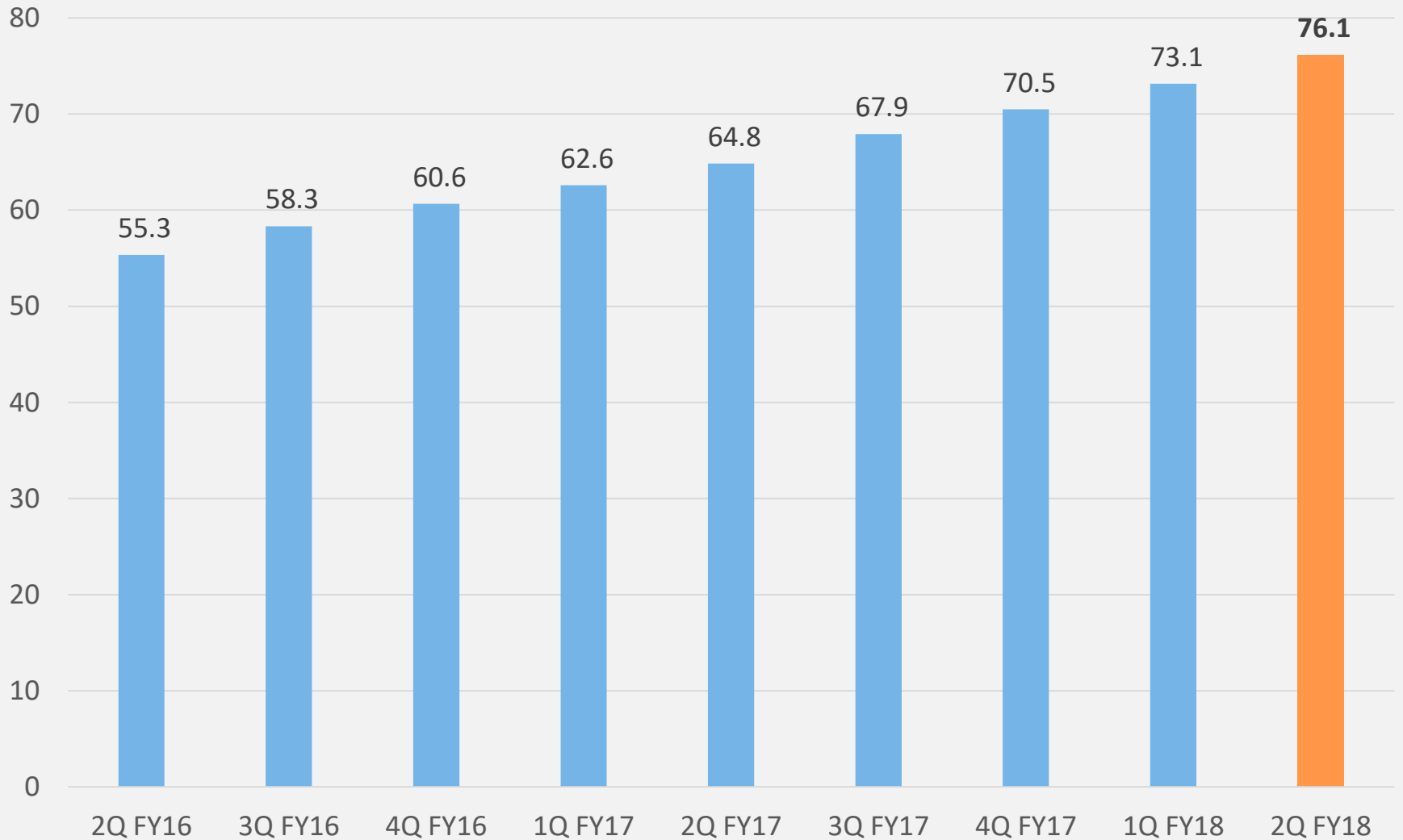
TRAFFIC / VISITORS

Unique Visitors Split %



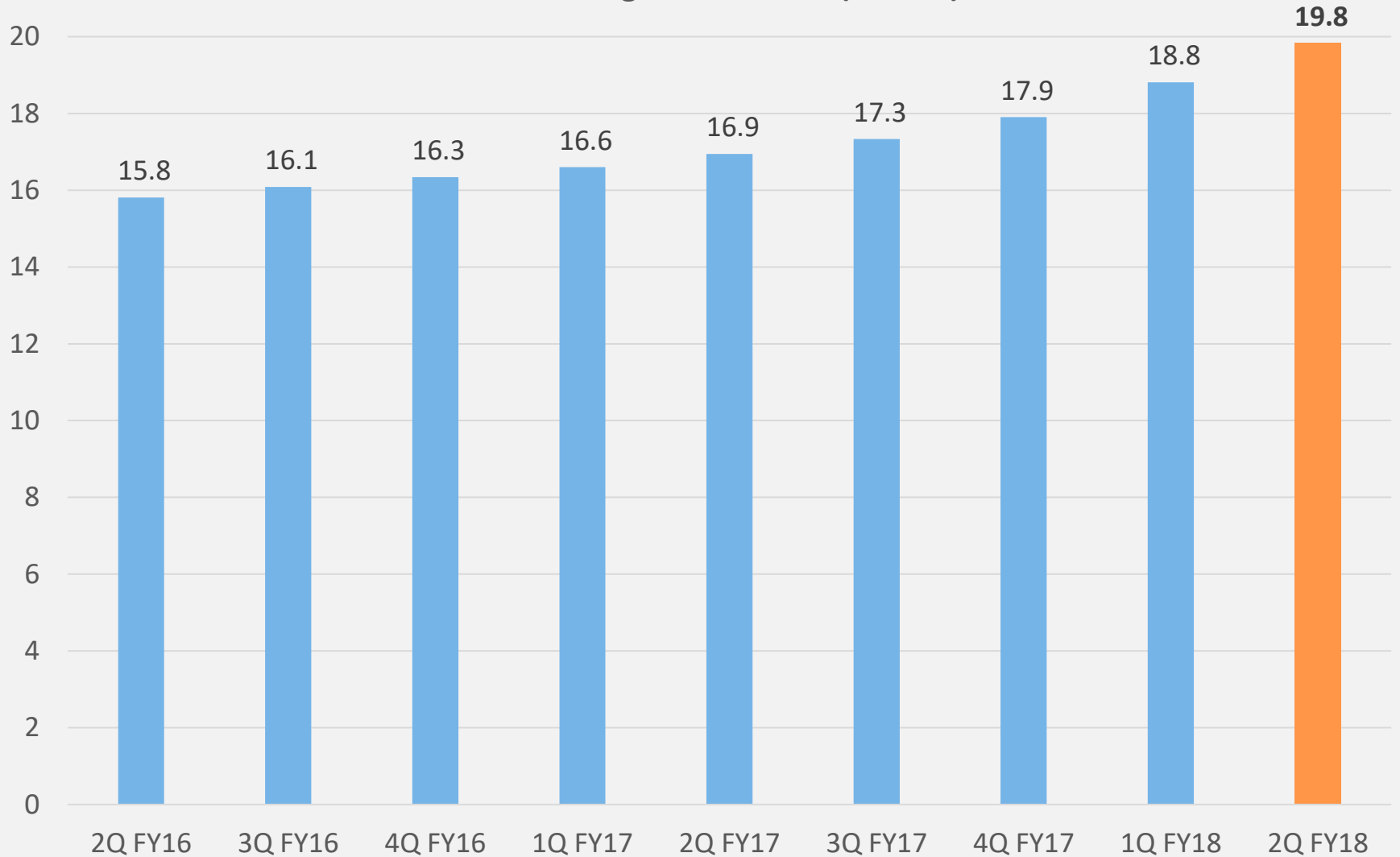
USER ENGAGEMENT

Ratings & Reviews (Million)



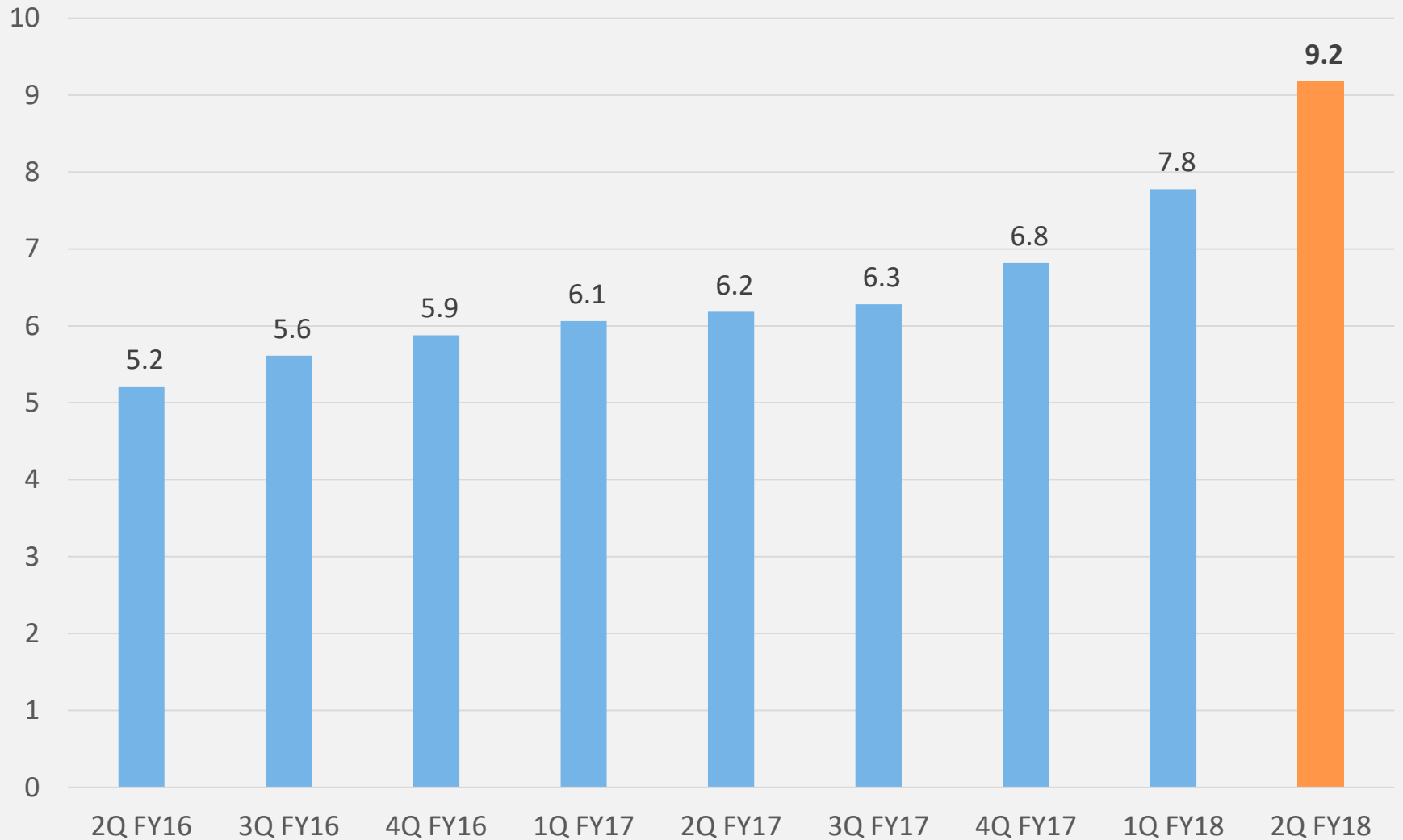
DATA ENRICHMENT

Active Listings - Period End (Million)



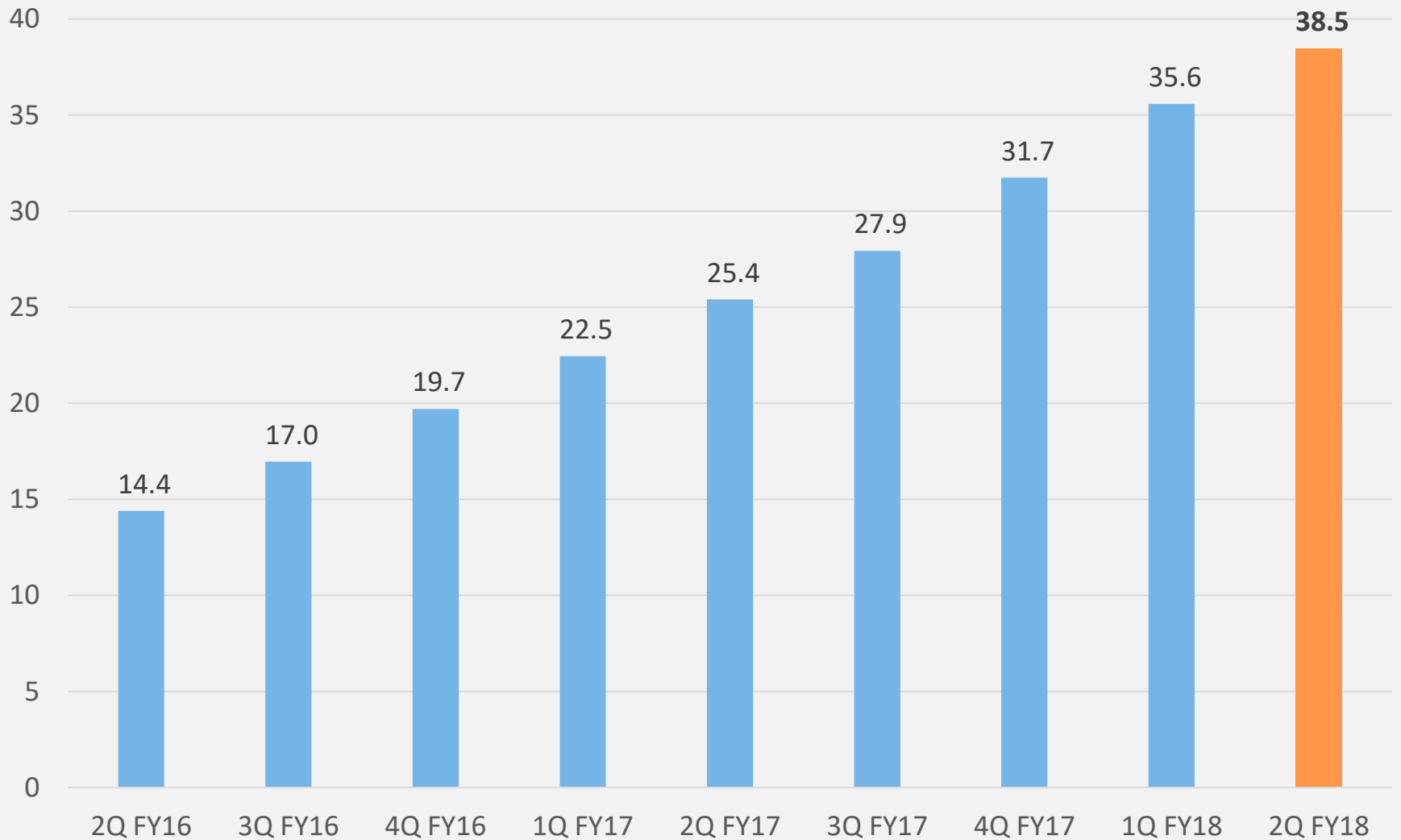
DATA ENRICHMENT

Listings with Geocodes (Million)



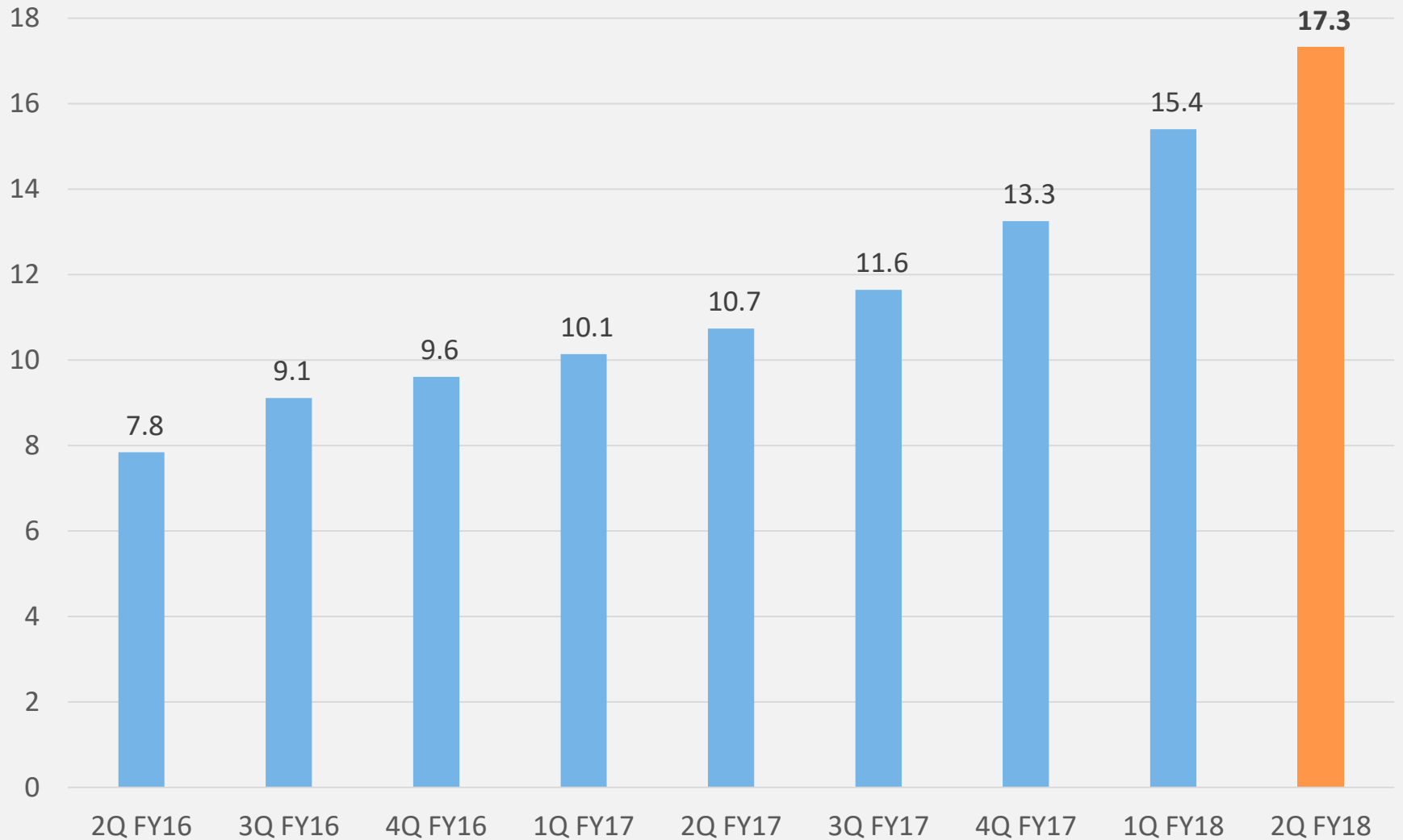
DATA ENRICHMENT

Images in Active Listings (Million)



MOBILE APPS

Cumulative App Downloads (Million)

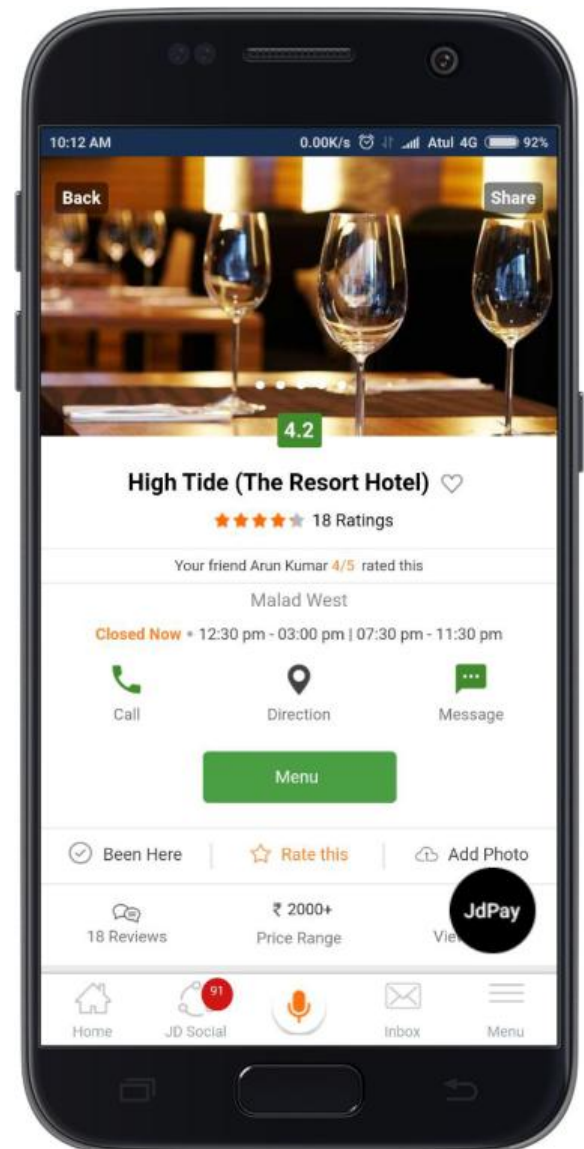
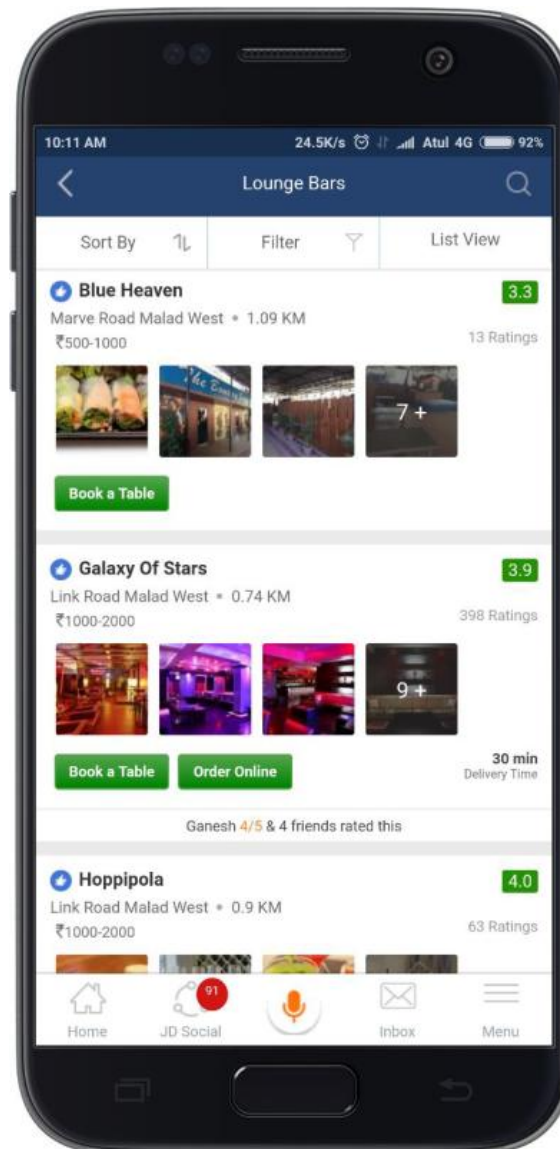
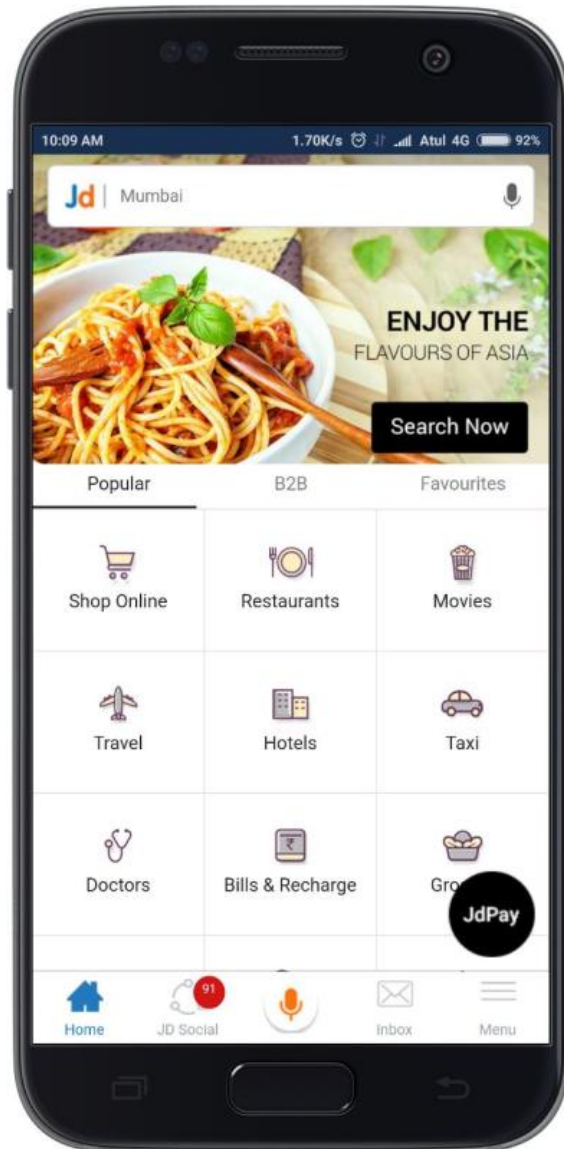




PRODUCT OVERVIEW

JD LITE APP

Ultra light, Fast, Downloads within seconds



BEYOND SEARCH

Price Comparison

Hail a Cab

Grocery

Flight Tickets

Train Tickets

Bus Tickets

Hotel Bookings

Bills & Recharge

Movie Tickets

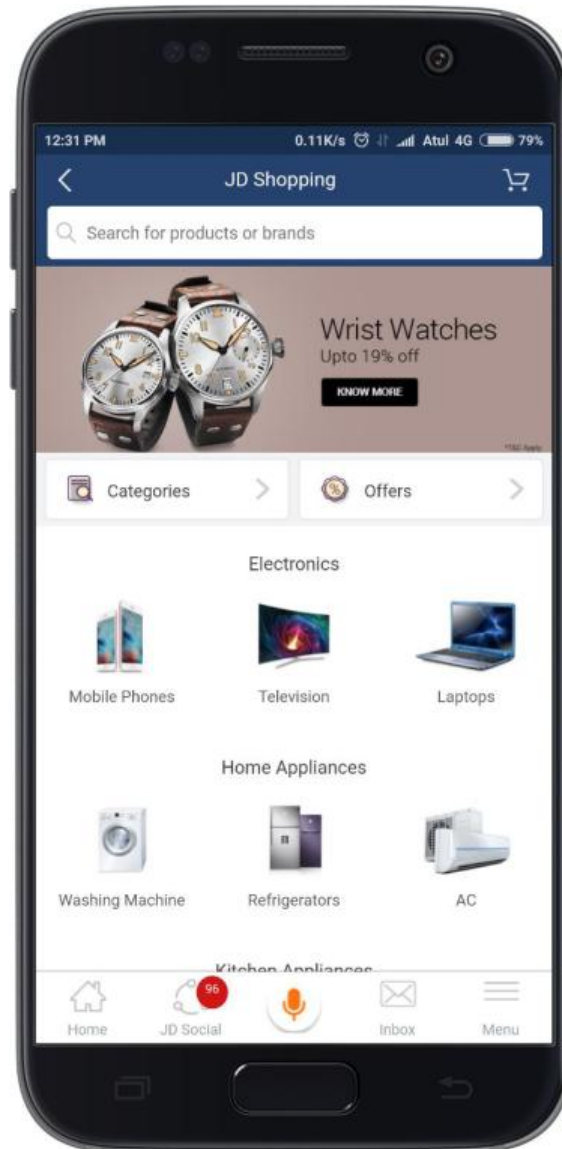
Flowers

Insurance

Loans

Wallet Options

... and many more.



BEYOND SEARCH

Price Comparison



Hail a Cab

Grocery

Flight Tickets

Train Tickets

Bus Tickets

Hotel Bookings

Bills & Recharge

Movie Tickets

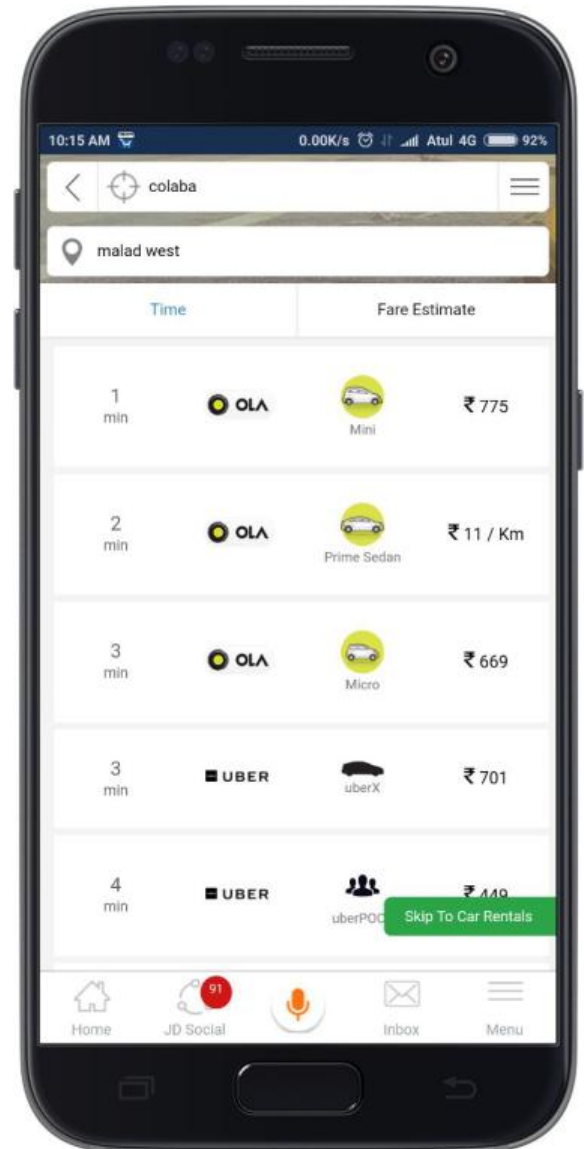
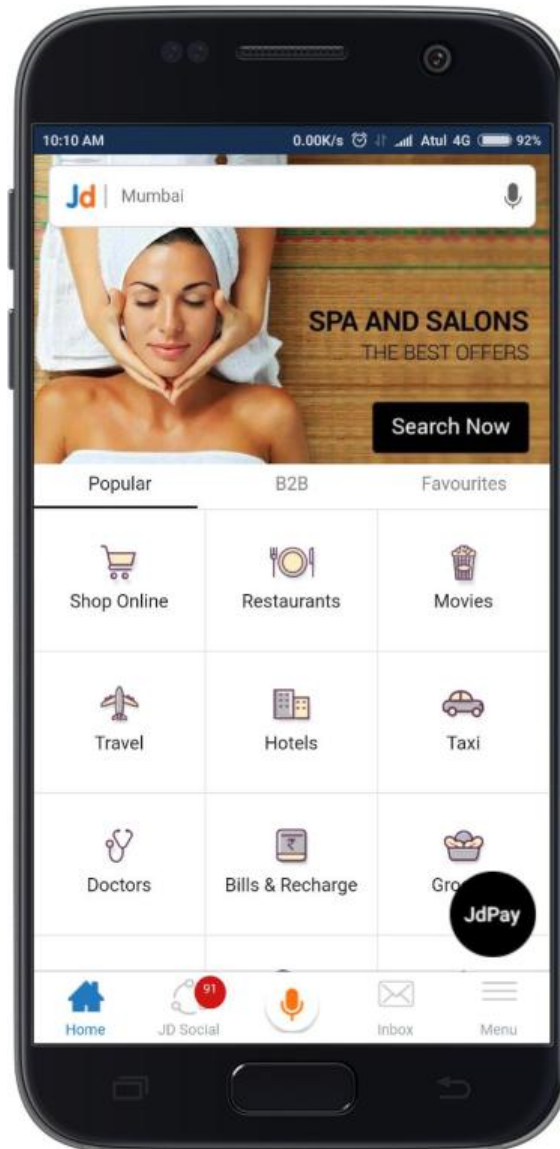
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Price Comparison

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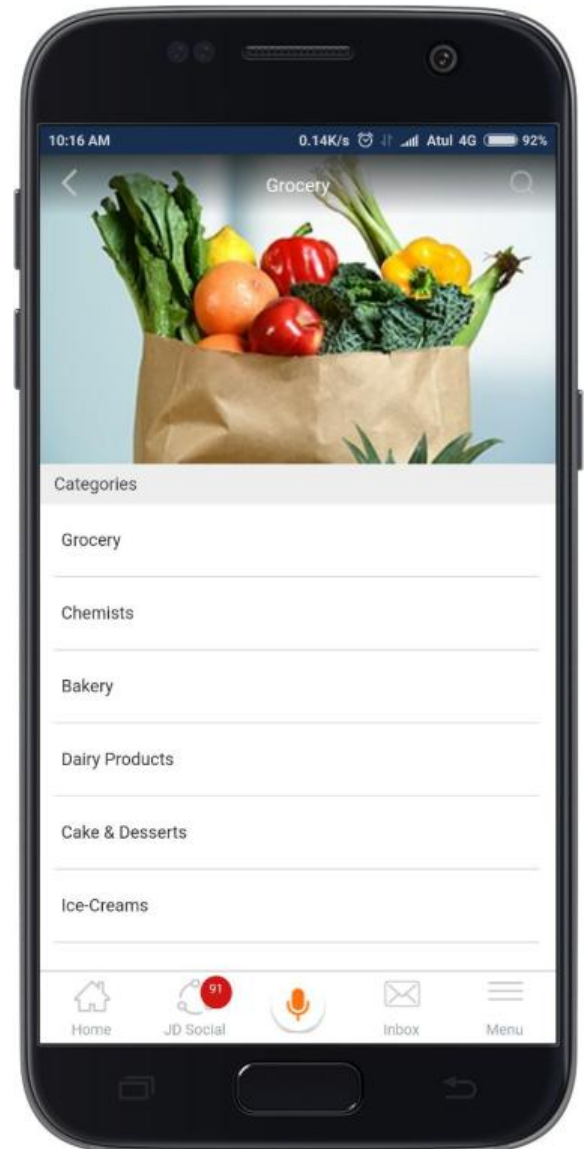
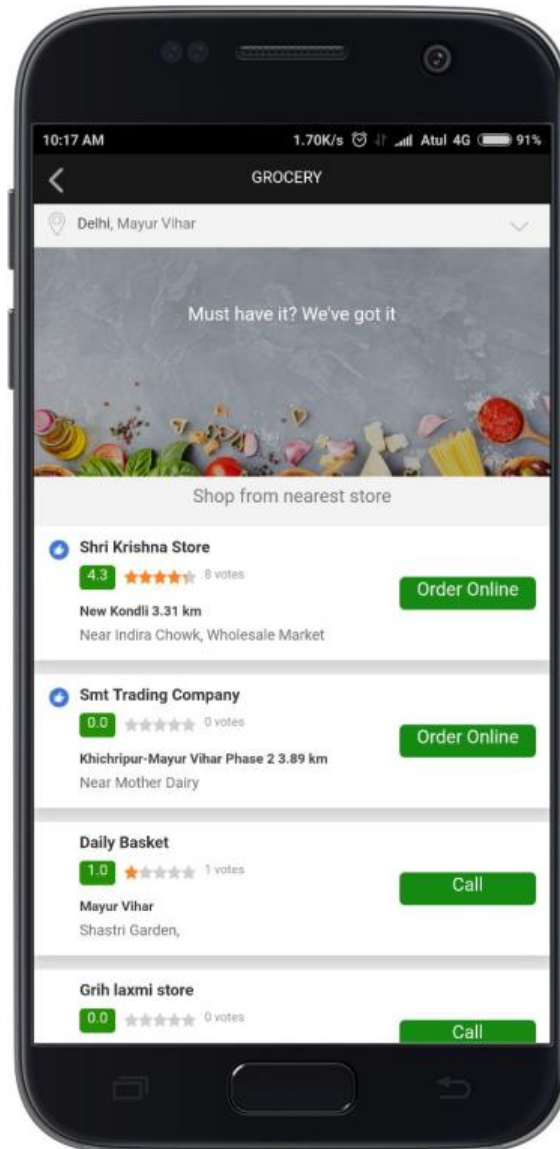
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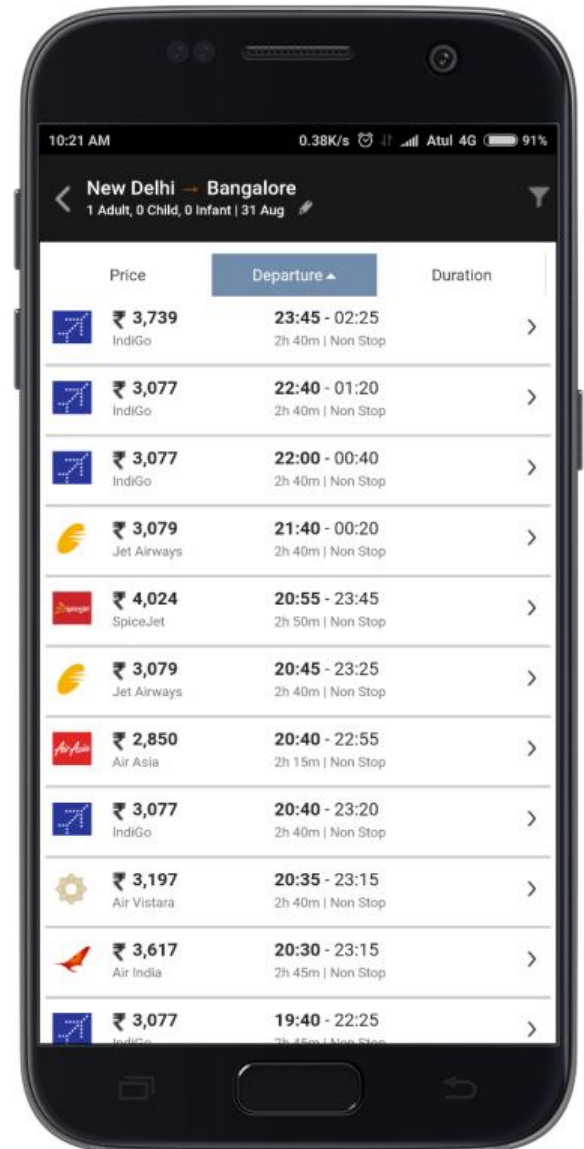
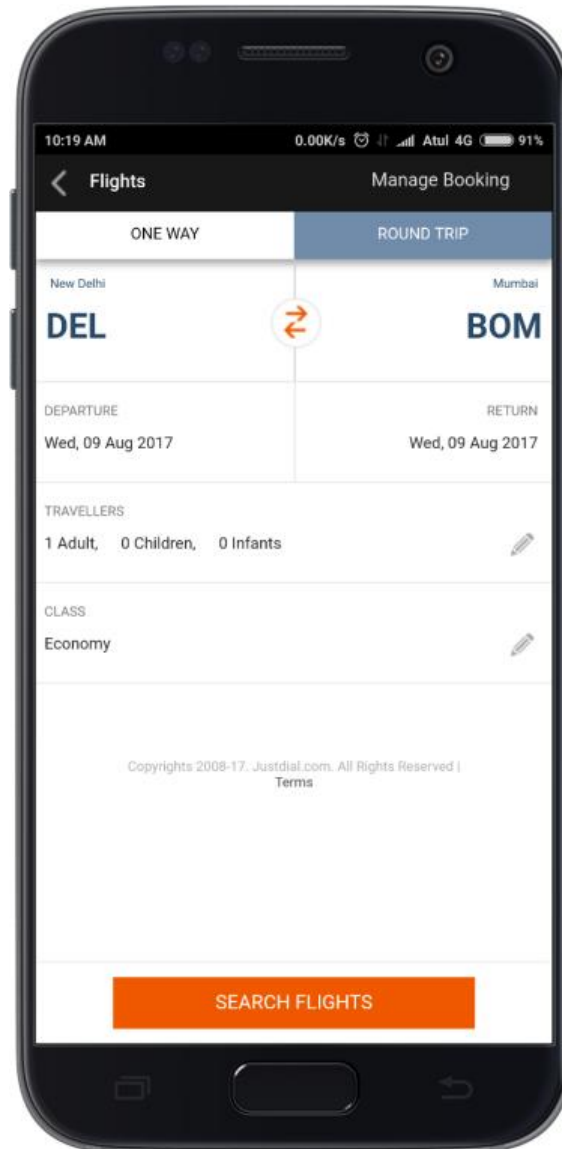
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Flight Tickets

 **Train Tickets**

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Bills & Recharge

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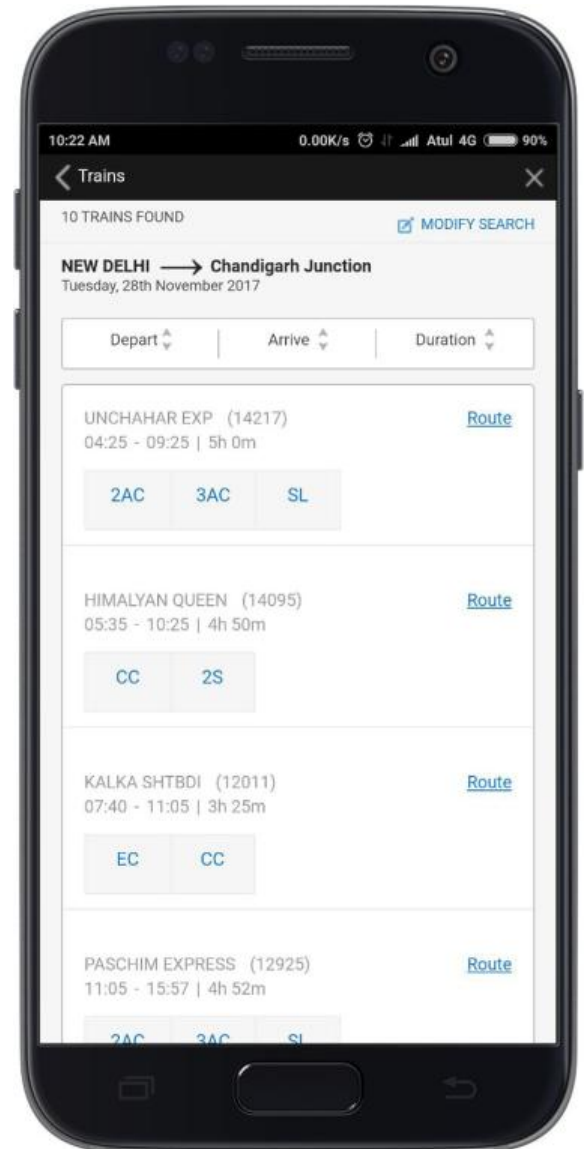
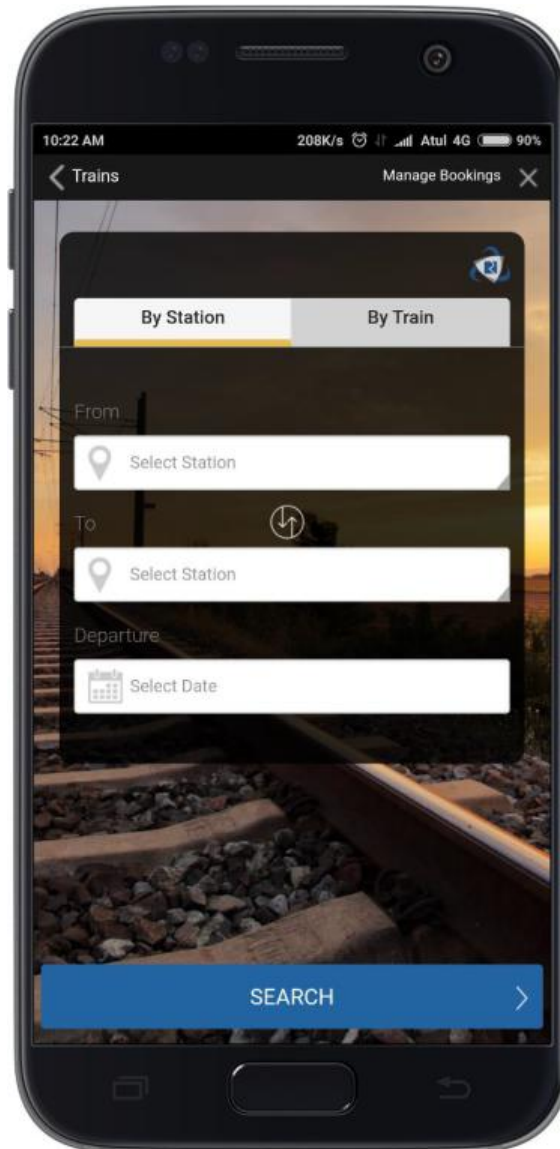
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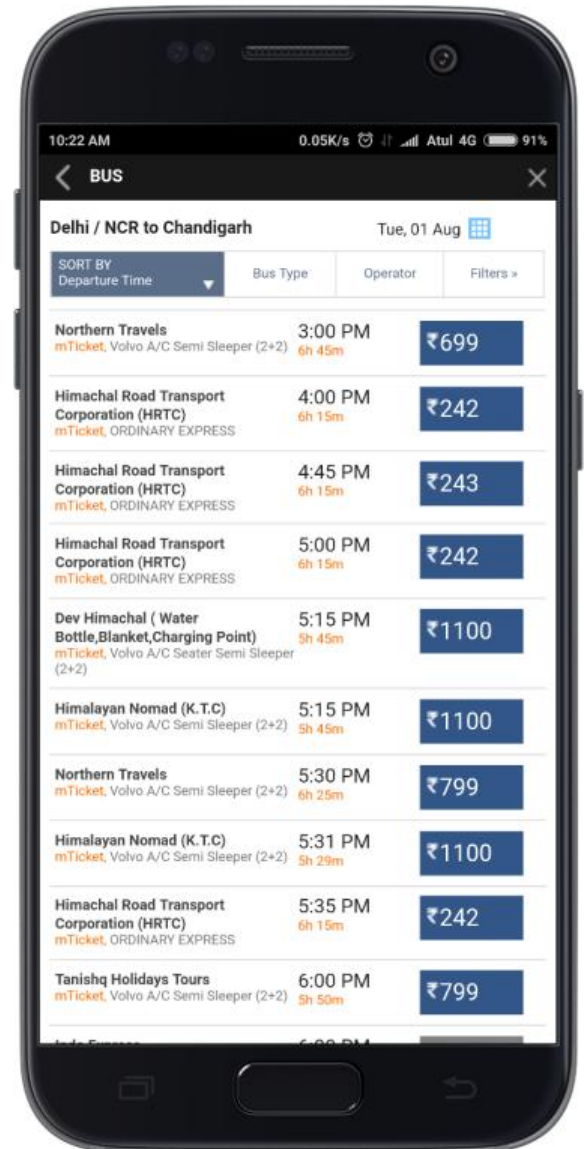
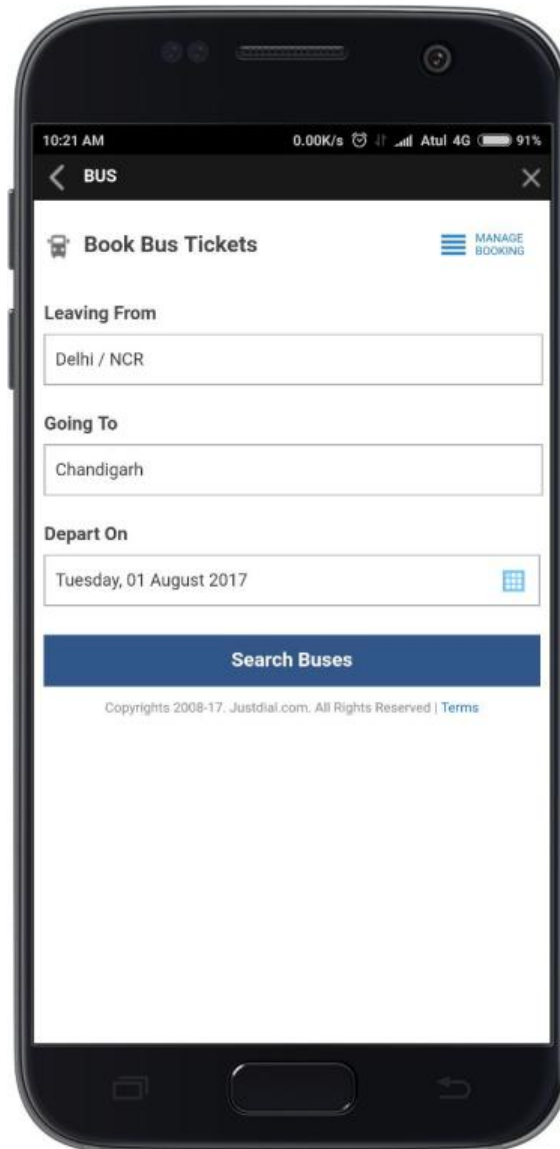
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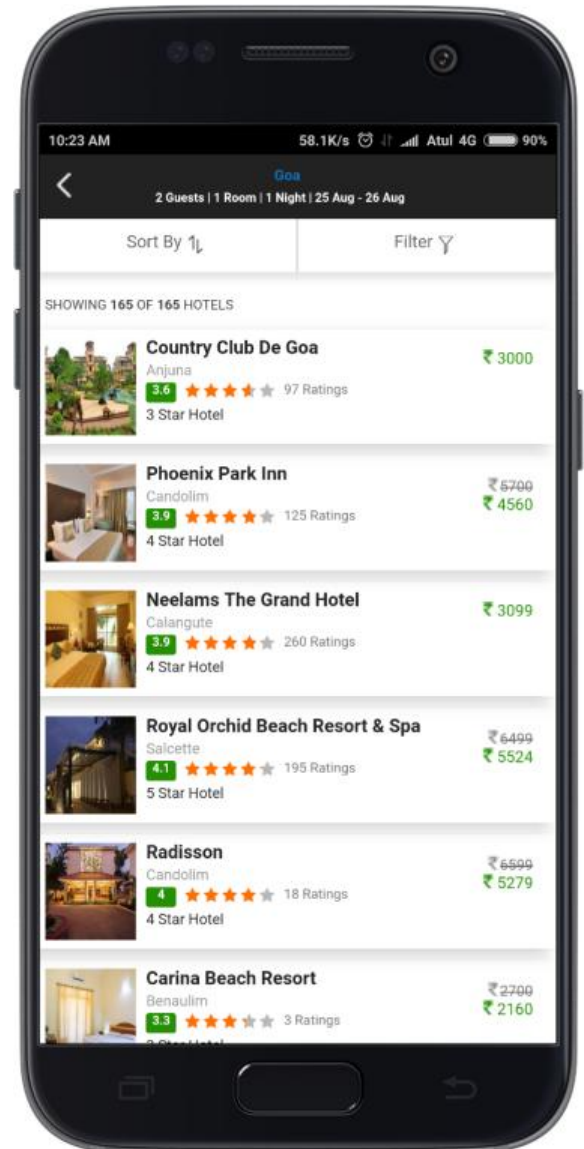
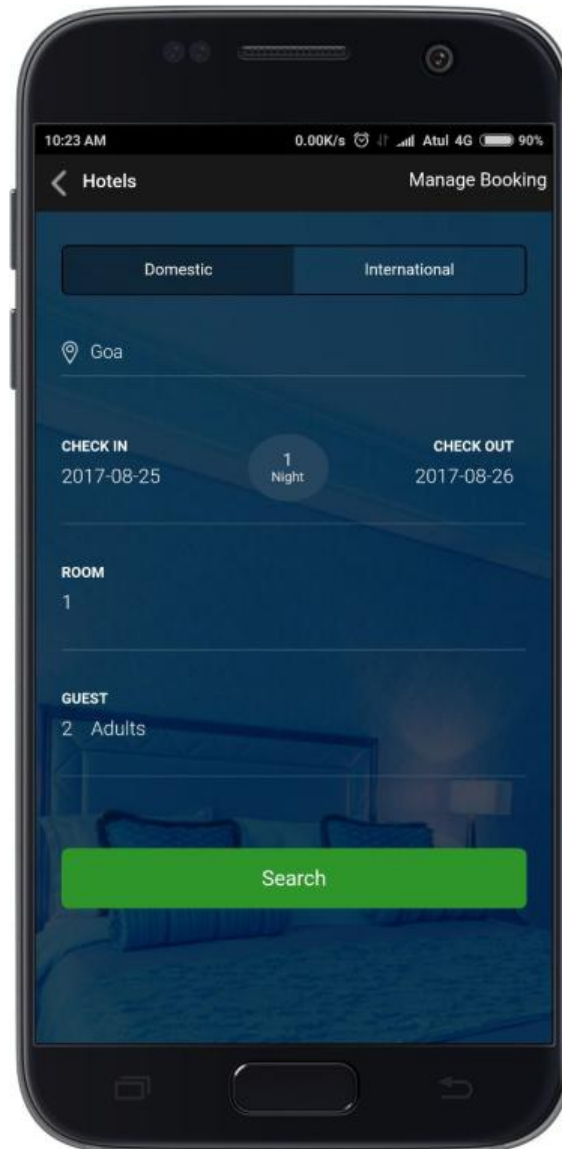
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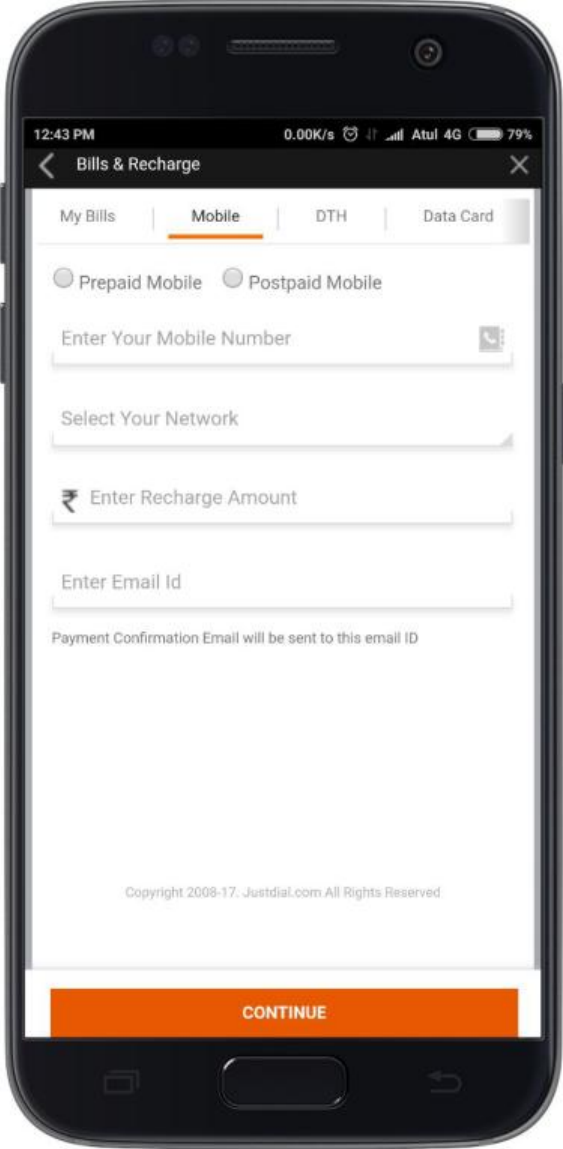
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... and many more.



12:43 PM 0.00K/s Atul 4G 79%

< Bills & Recharge X

My Bills | **Mobile** | DTH | Data Card

☐ Prepaid Mobile ☐ Postpaid Mobile

Enter Your Mobile Number

Select Your Network

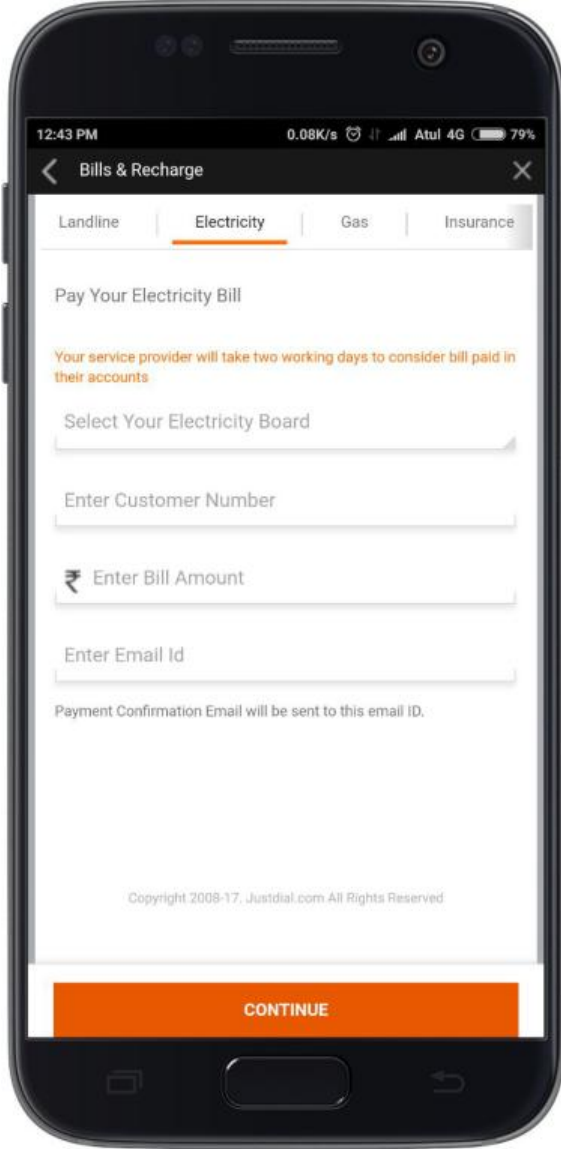
₹ Enter Recharge Amount

Enter Email Id

Payment Confirmation Email will be sent to this email ID

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CONTINUE



12:43 PM 0.08K/s Atul 4G 79%

< Bills & Recharge X

Landline | **Electricity** | Gas | Insurance

Pay Your Electricity Bill

Your service provider will take two working days to consider bill paid in their accounts

Select Your Electricity Board

Enter Customer Number

₹ Enter Bill Amount

Enter Email Id

Payment Confirmation Email will be sent to this email ID

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CONTINUE

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Grocery

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Hotel Bookings

Bills & Recharge

 **Movie Tickets**

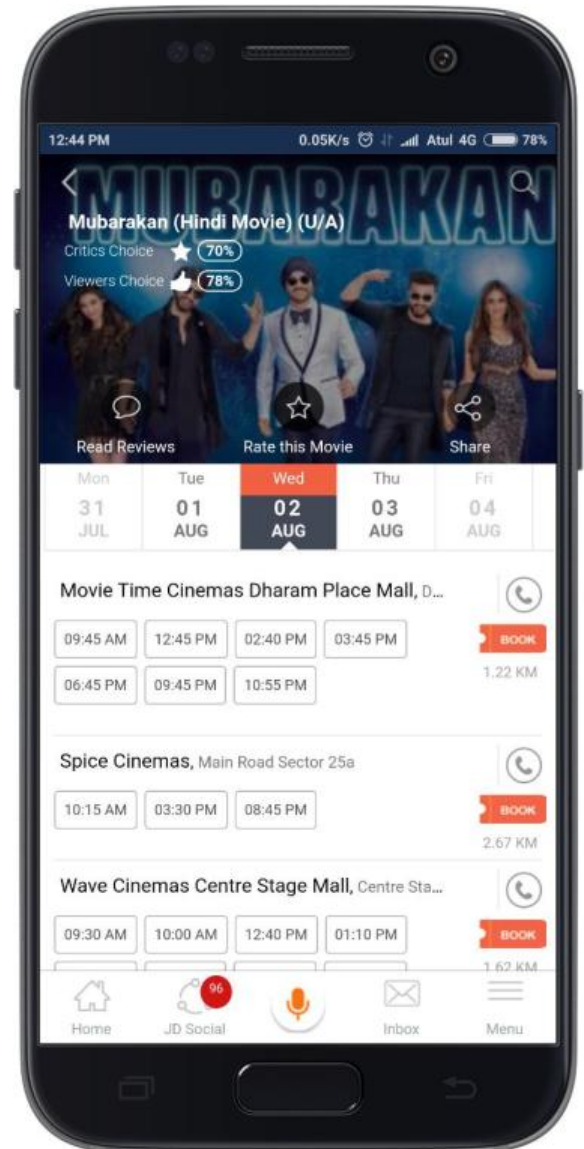
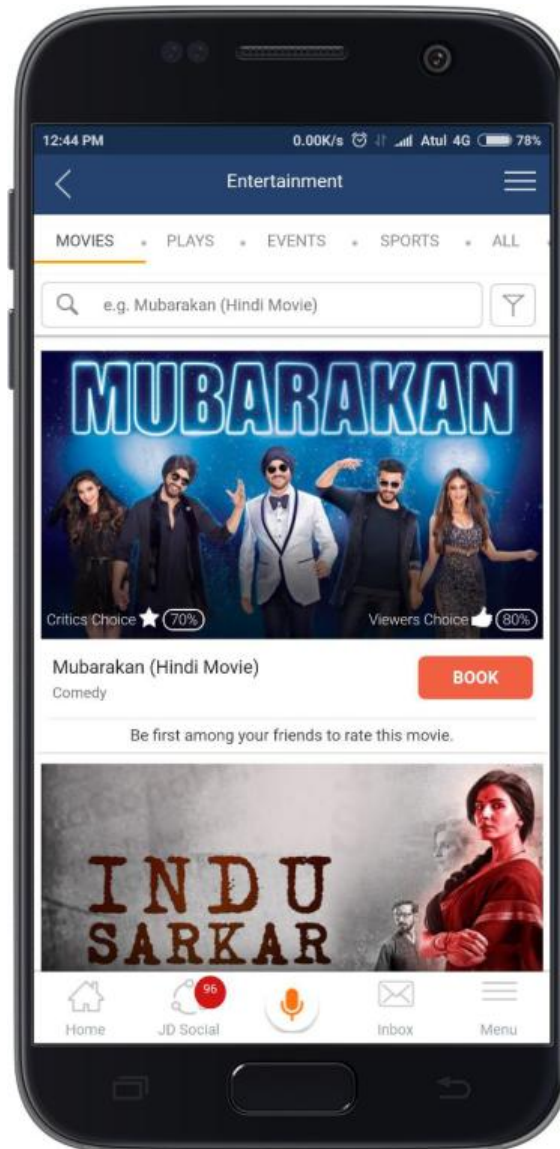
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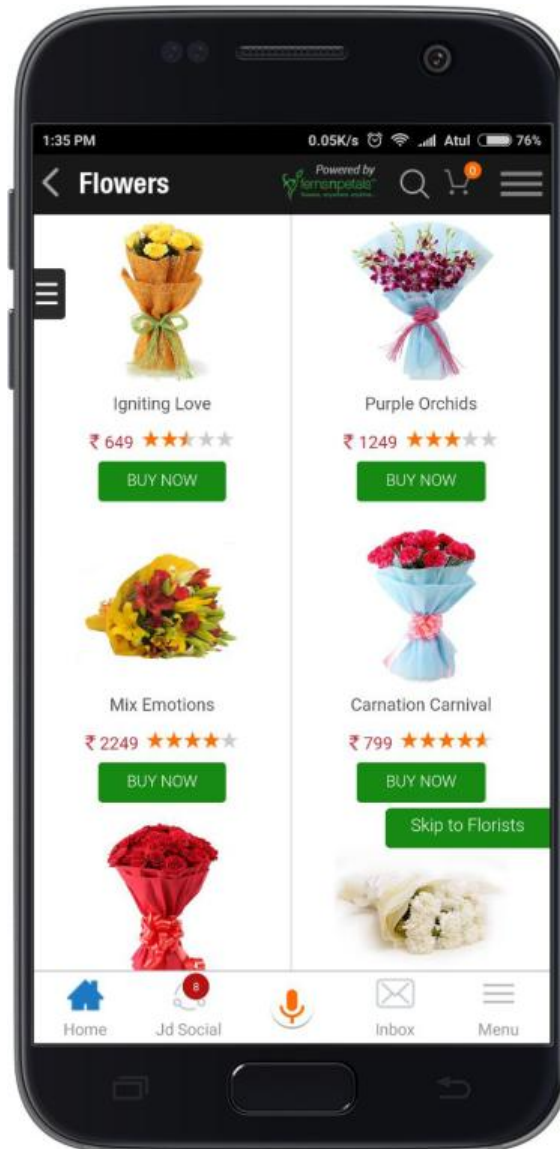
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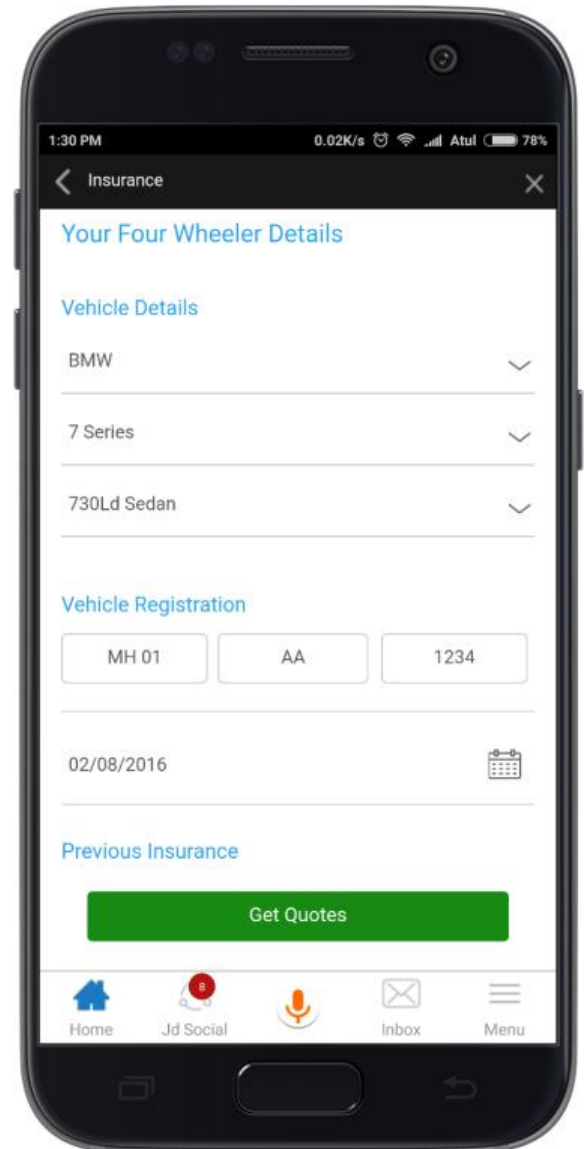
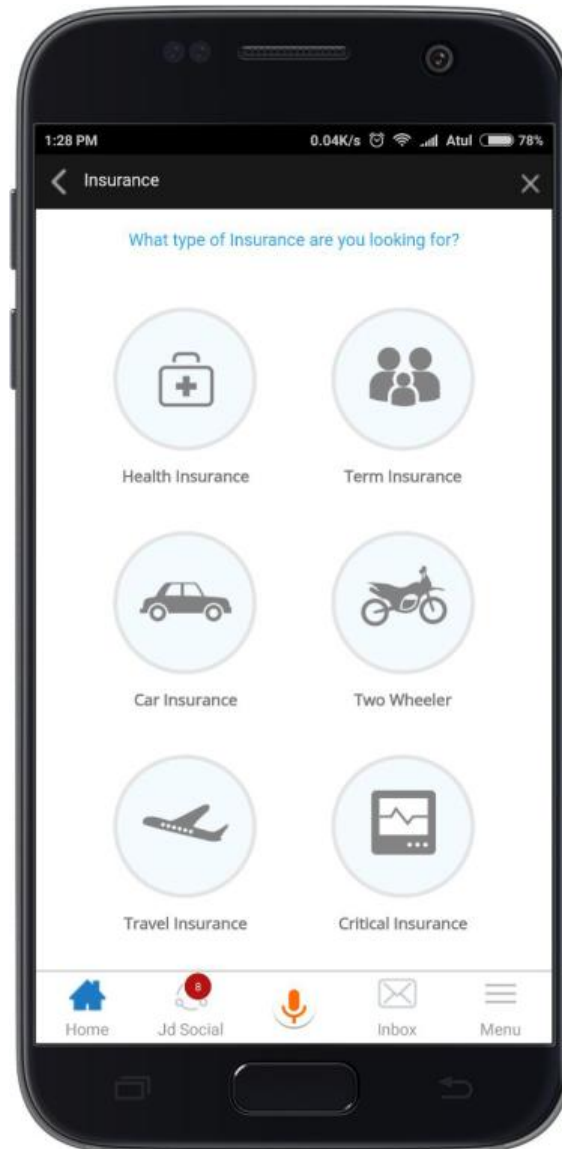
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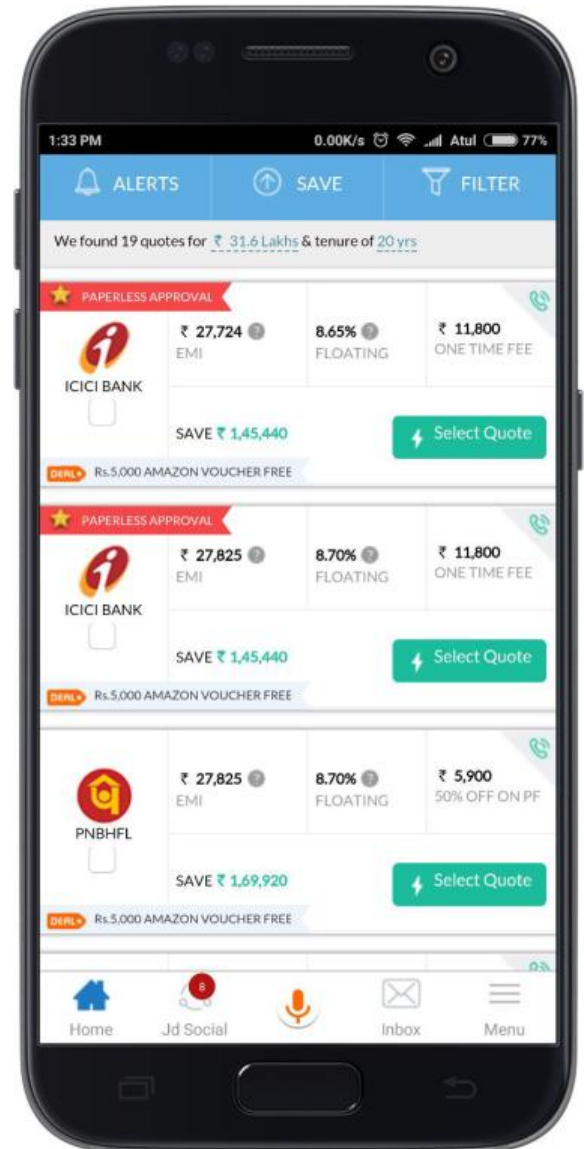
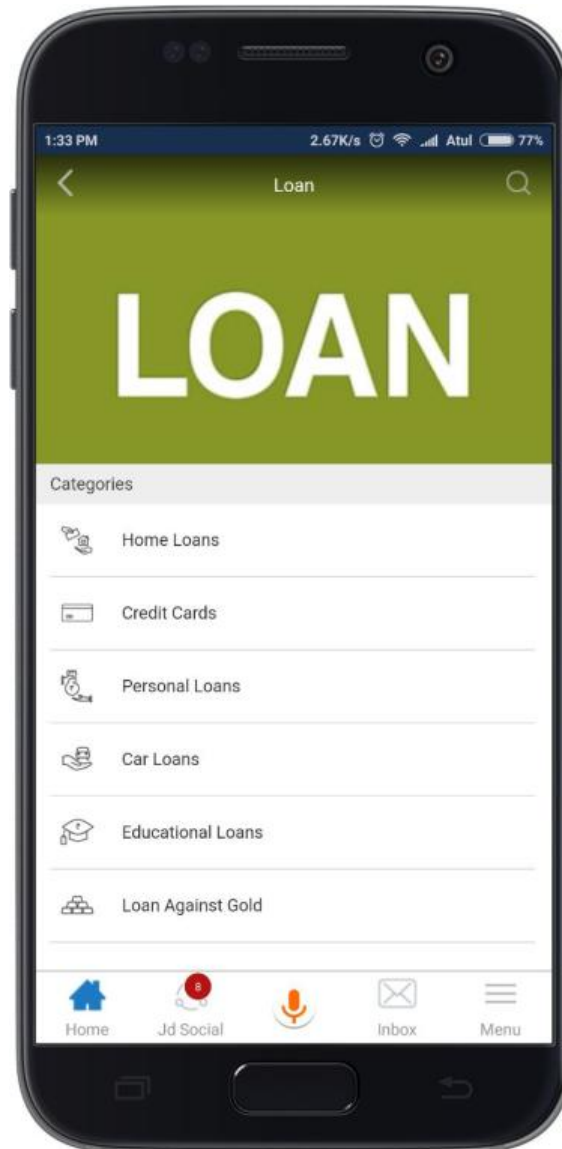
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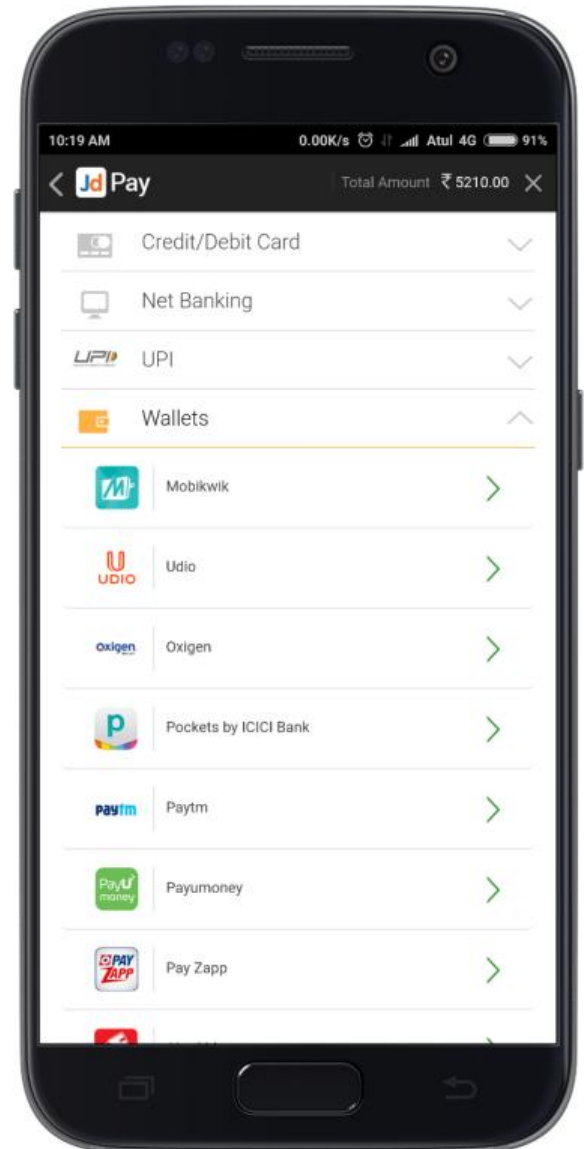
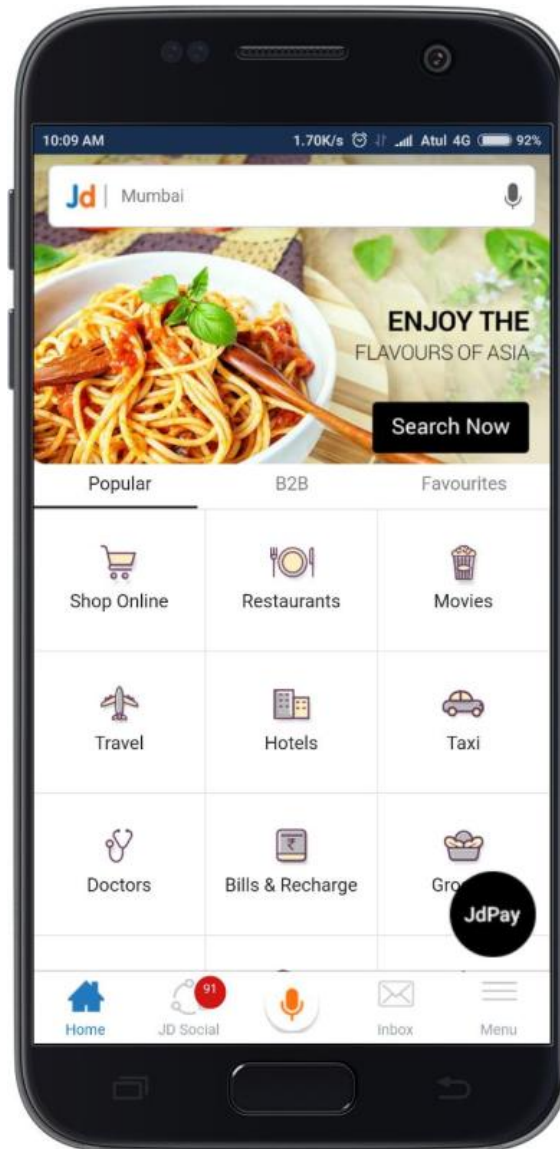
Flowers

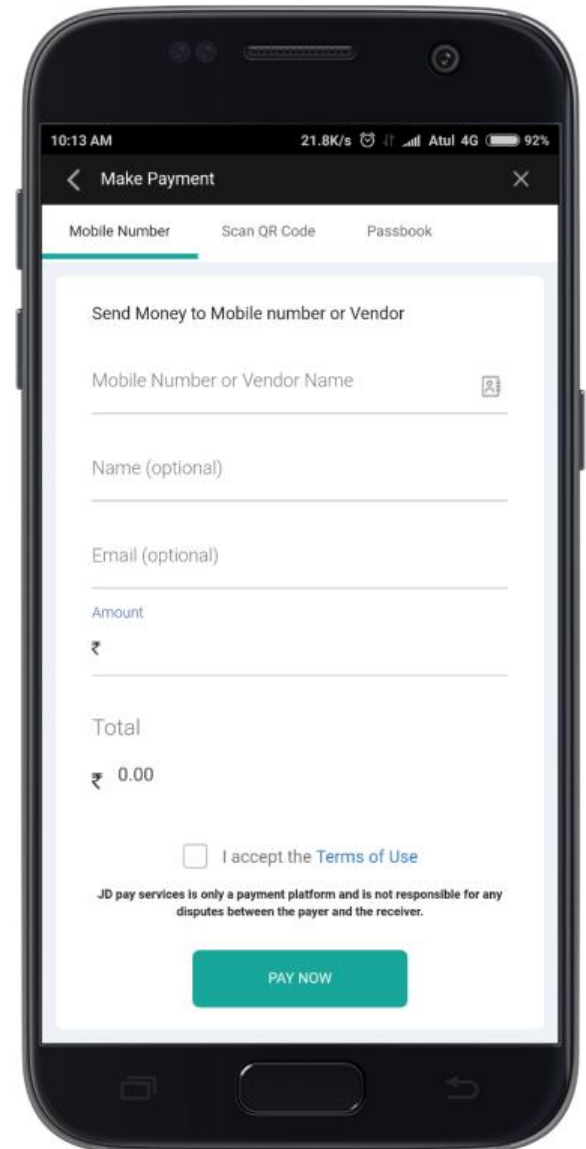
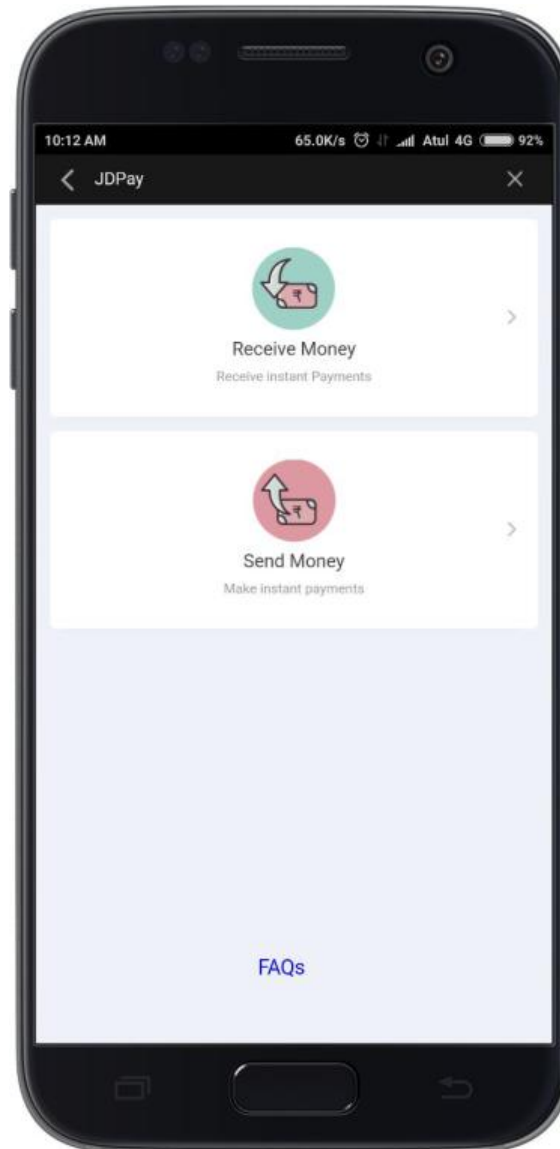
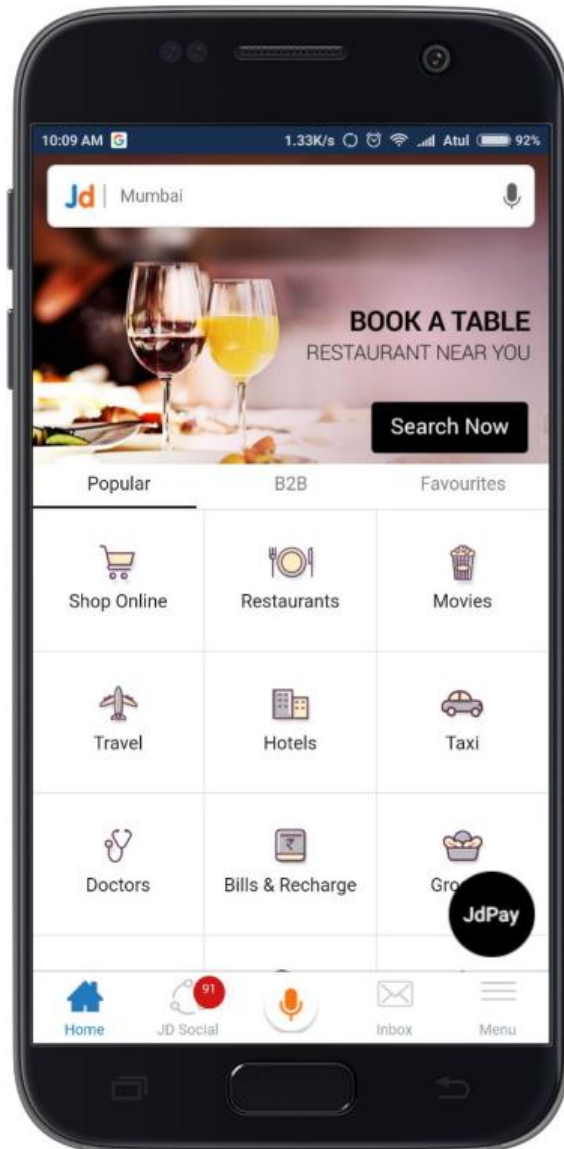
Insurance

Loans

 **Wallet Options**

... and many more.

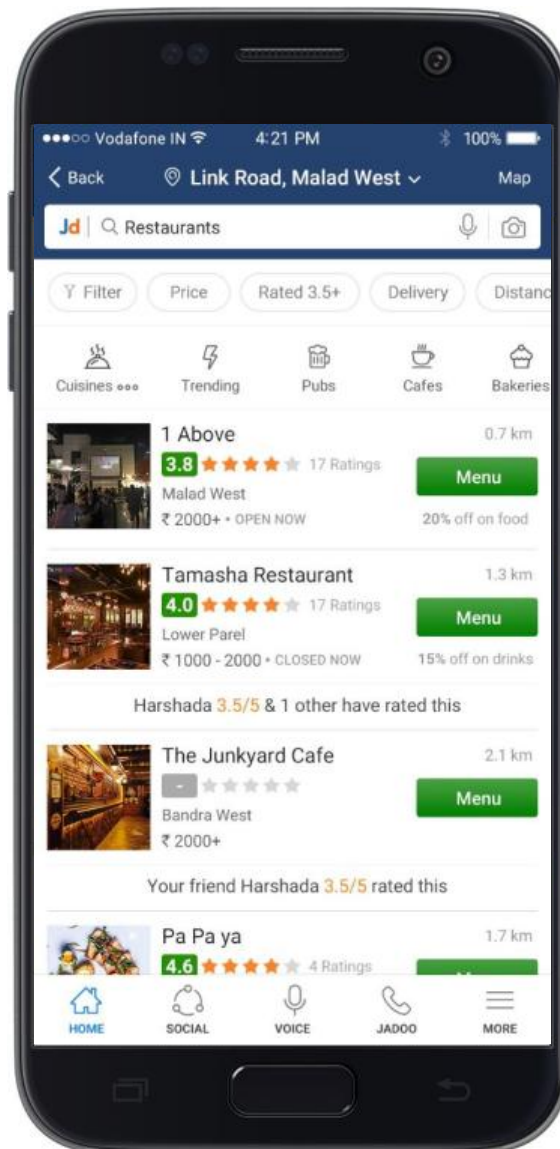
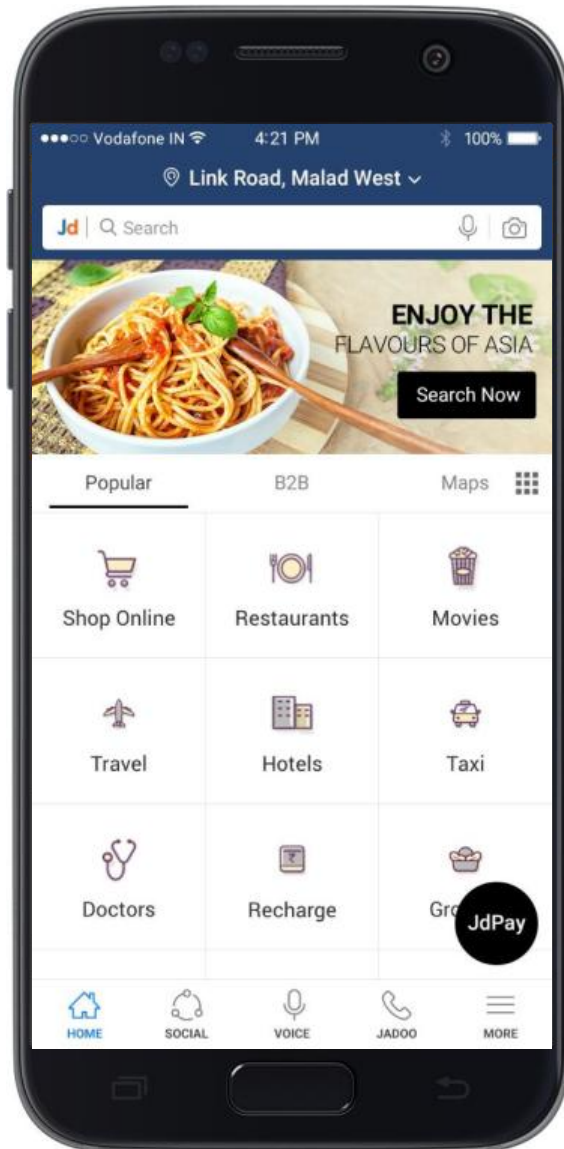


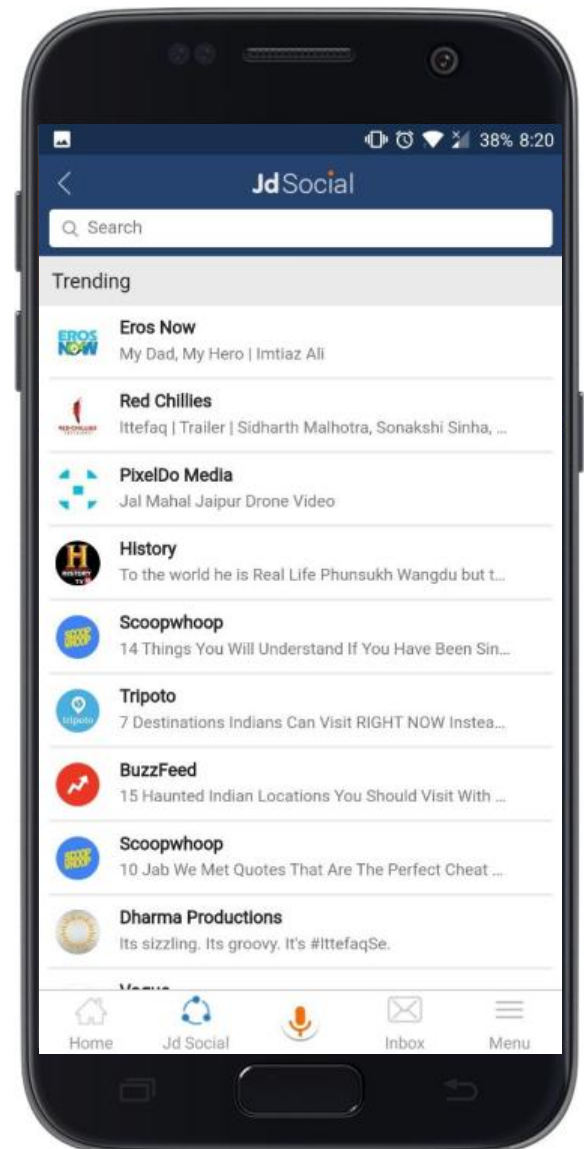
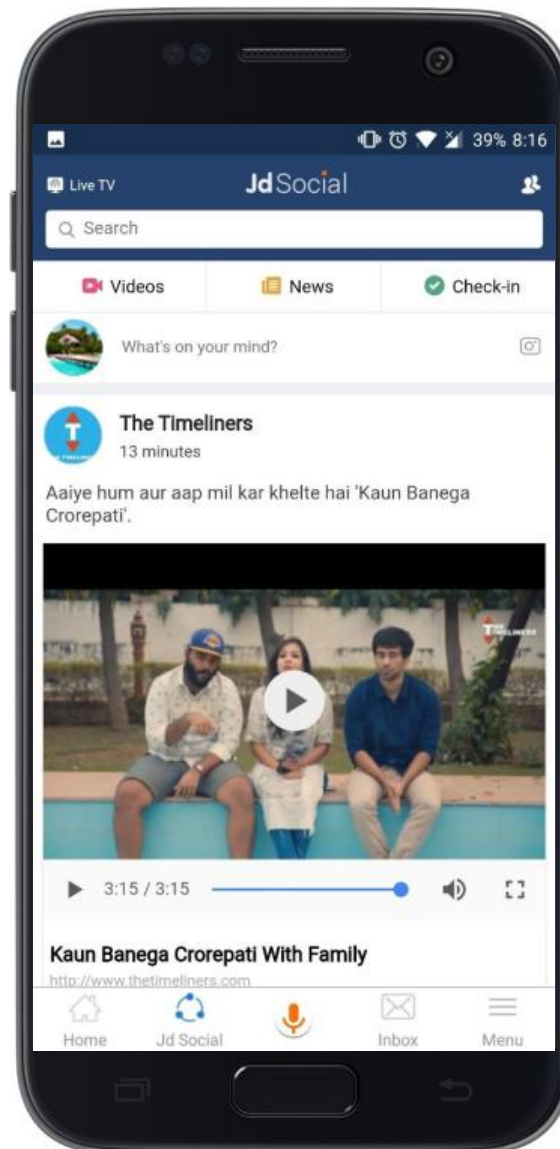
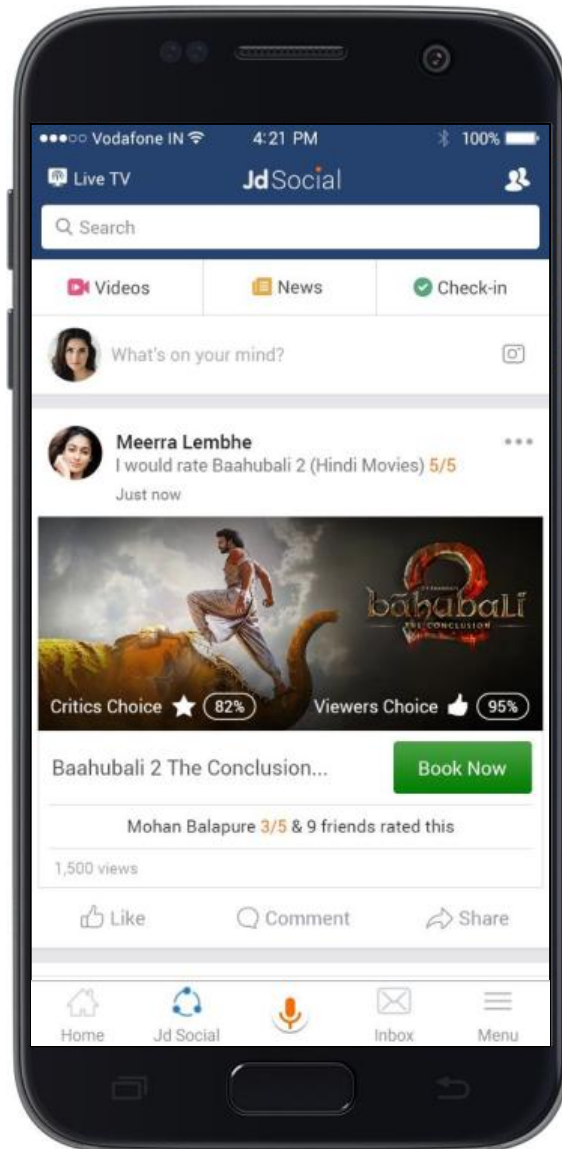




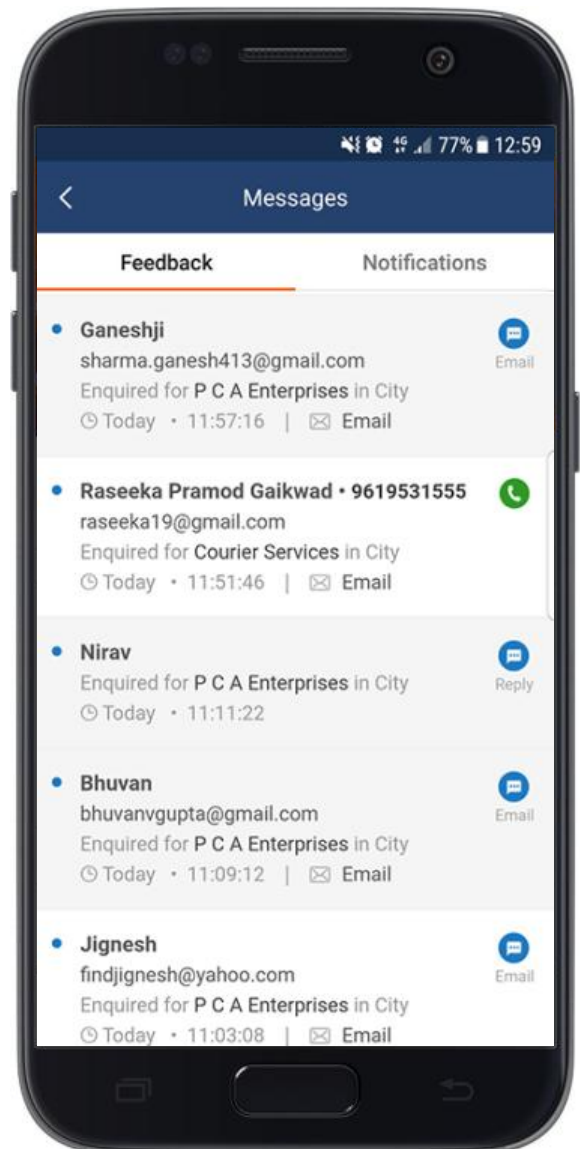
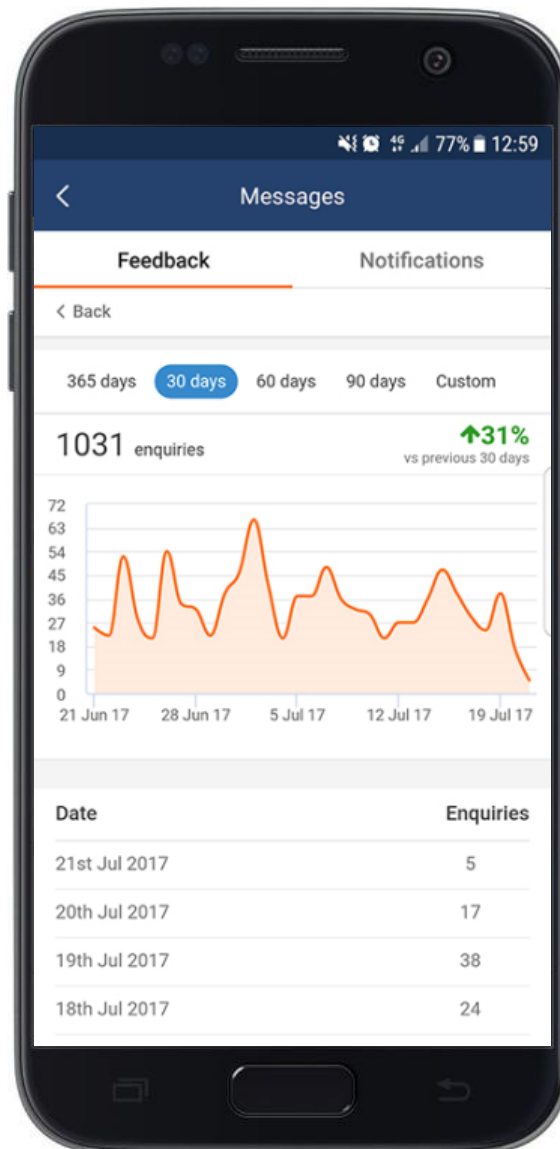
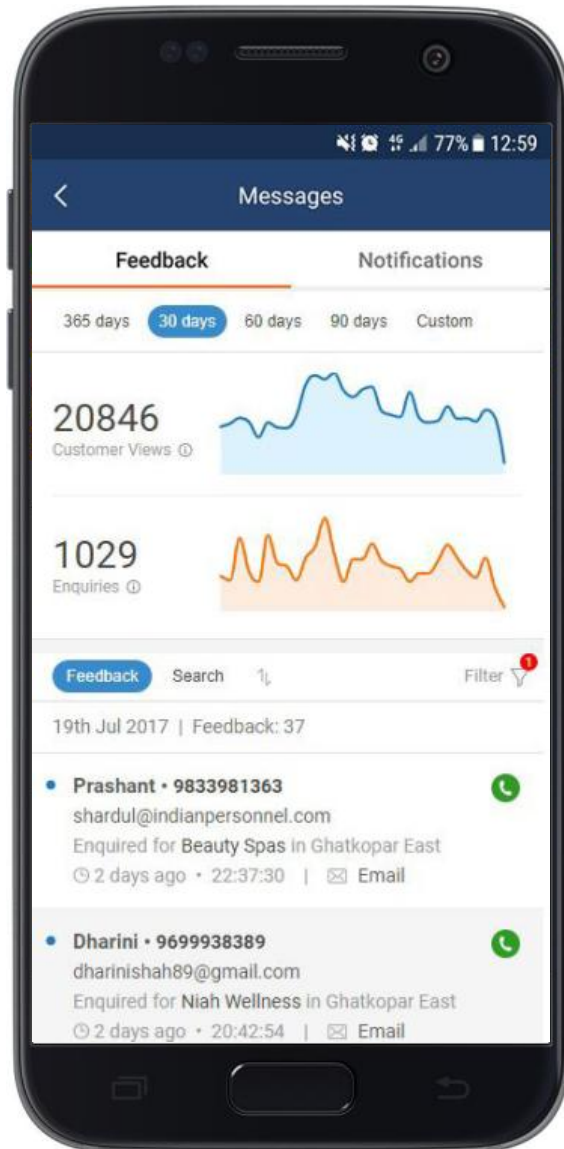
NEW PRODUCT INITIATIVES

REVAMPED JD APP

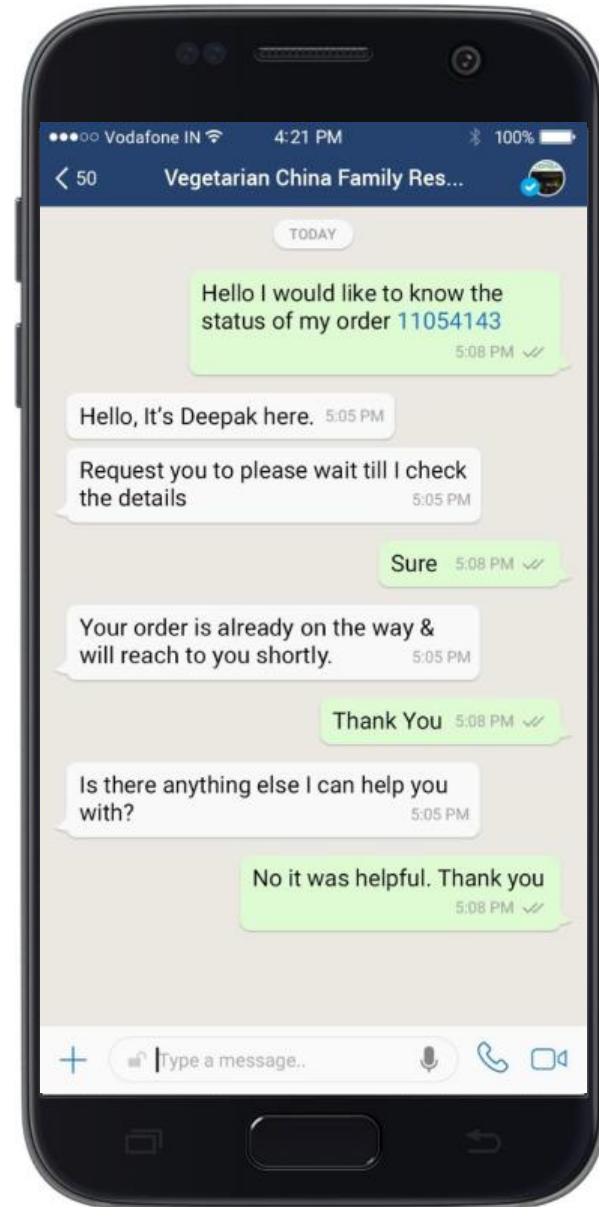
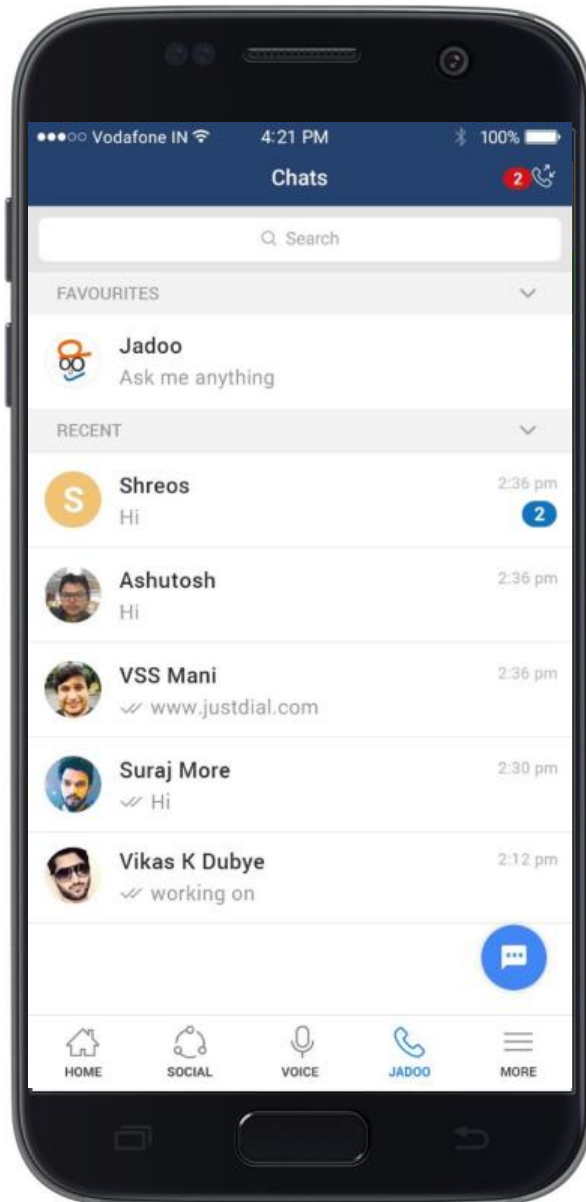




SEARCH ANALYTICS FOR CLIENTS



REAL-TIME CHAT MESSENGER





FINANCIAL OVERVIEW

EFFICIENT & PROFITABLE BUSINESS MODEL

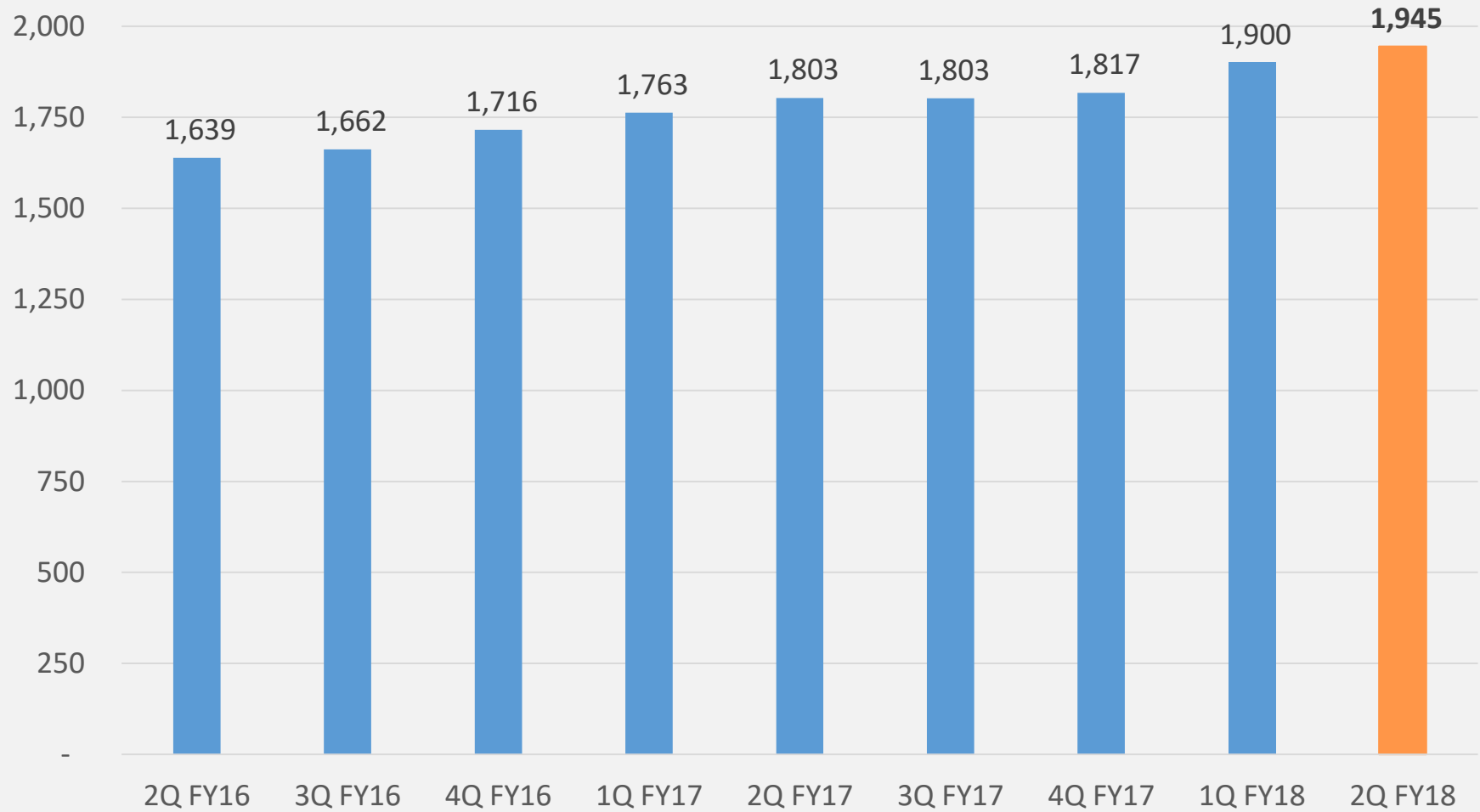
- Paid Advertisers pay fixed monthly or annual fees to run search-led advertising campaigns for their businesses on Justdial's platforms
- Various premium (Platinum, Diamond, Gold) & non-premium packages available which determine placements in search results
- Multiple factors determine pricing, such as business categories of advertiser, geographies targeted, type of package
- Add-on products such as website banner, framed Justdial Ratings Certificate, own website, JD Pay, JD Ratings, etc. available
- Advertisers can pay annual amount upfront or through monthly payment plans, ability to manage campaign online
- Justdial also runs multi-city/ national campaigns for pan-India advertisers
- Sales team comprises of 3,951 employees in tele-sales, 1,376 feet-on-street (marketing), and 2,170 feet-on-street (JDAs - Just Dial Ambassadors) as on Q2 FY18



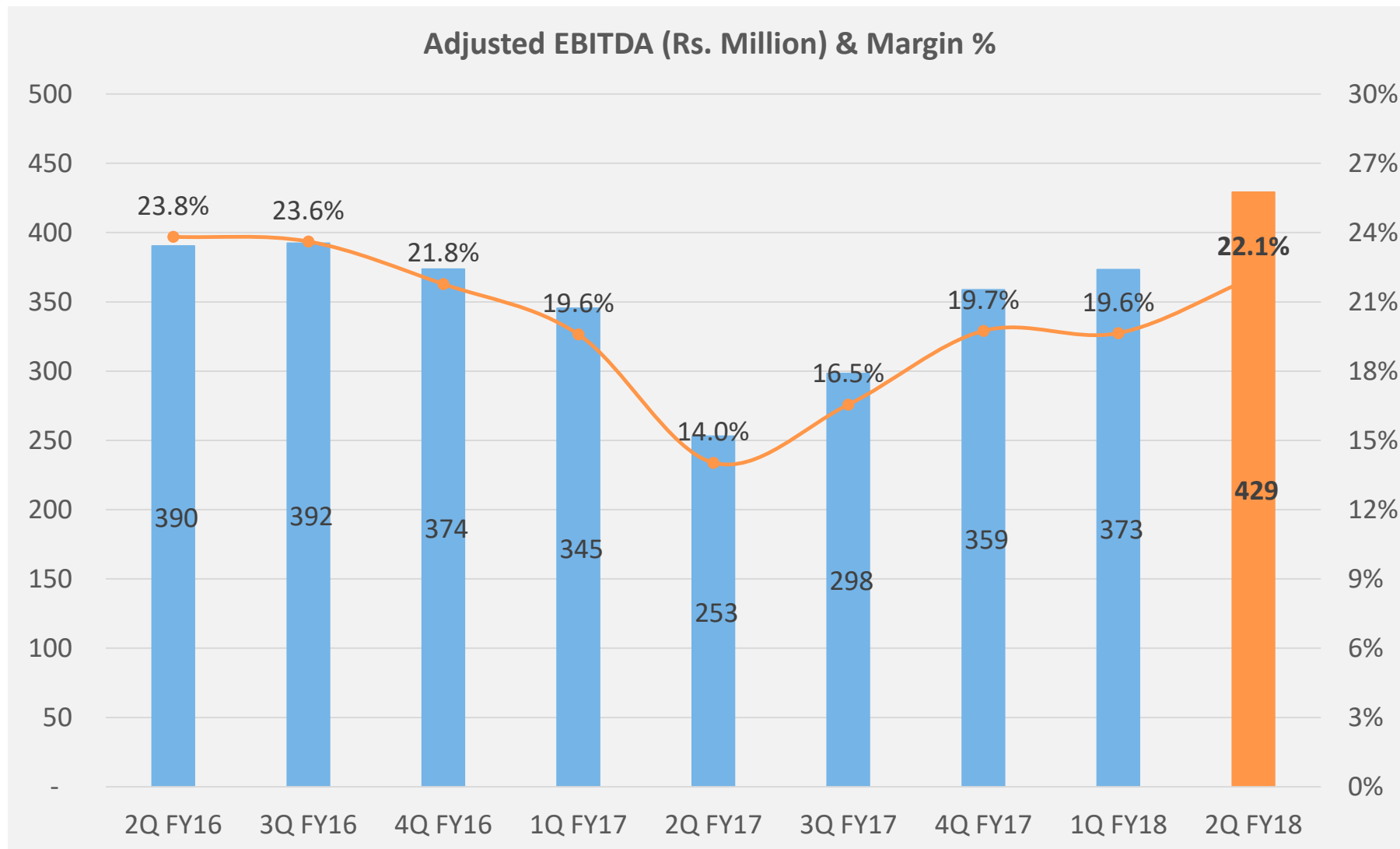
KEY
BUSINESS
ATTRIBUTES

REVENUE

Operating Revenue (Rs mn)



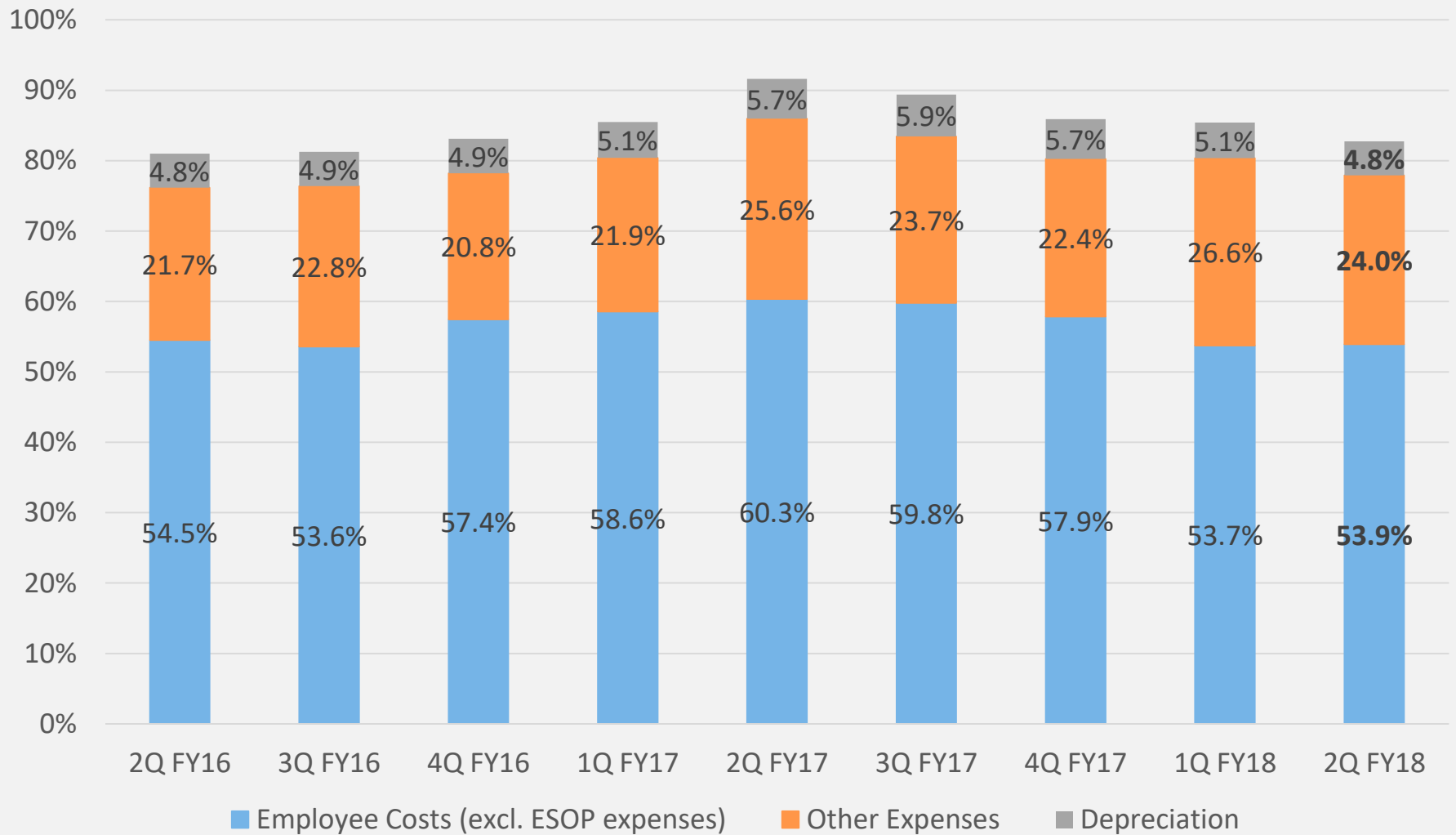
OPERATING MARGIN



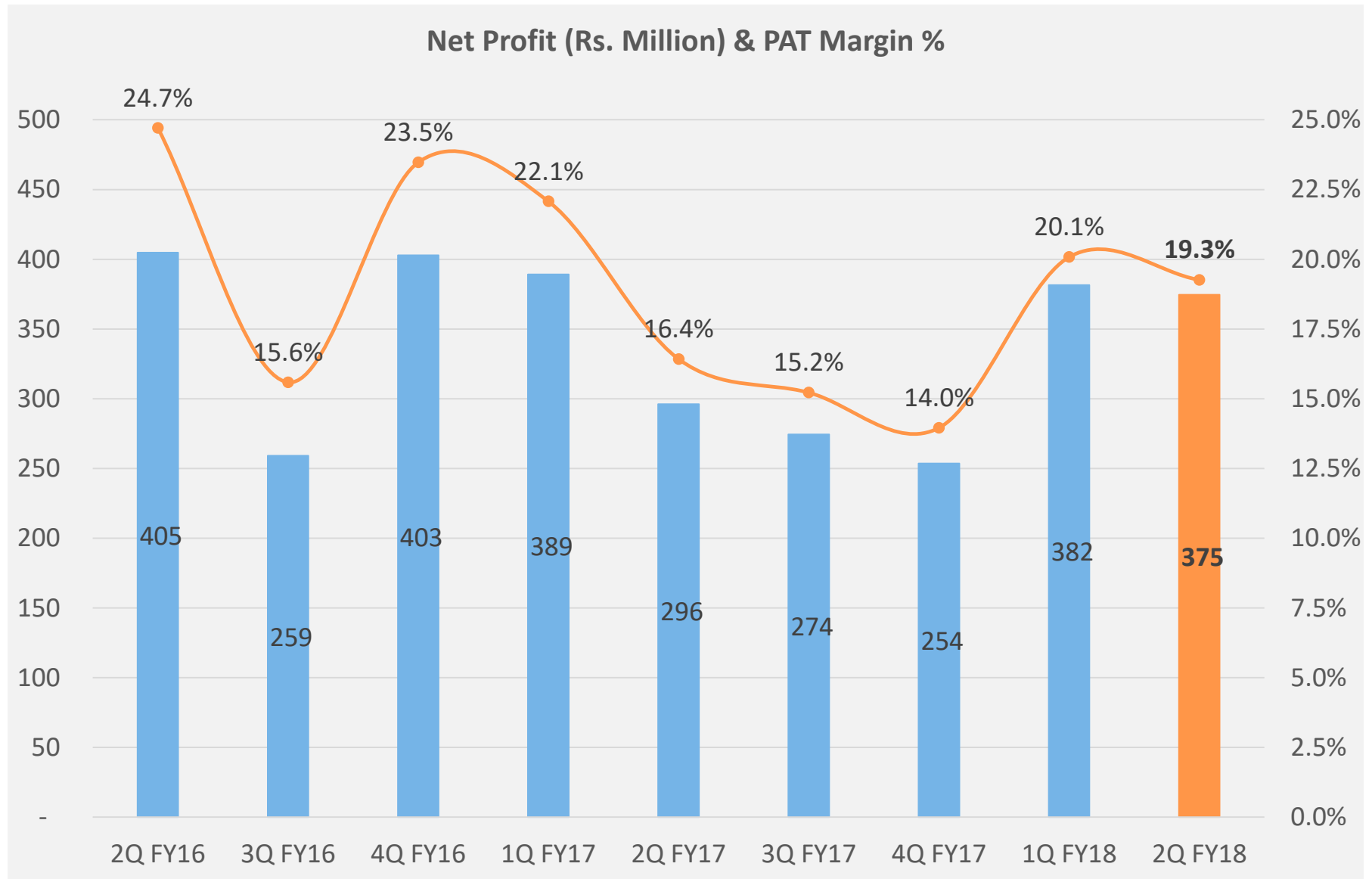
Note: Adjusted Op. EBITDA adjusted for ESOP & one time expenses. Financials up to FY15 are based on Indian GAAP, FY16 onward based on Ind AS.

COST STRUCTURE

Expenses as % of Operating Revenue

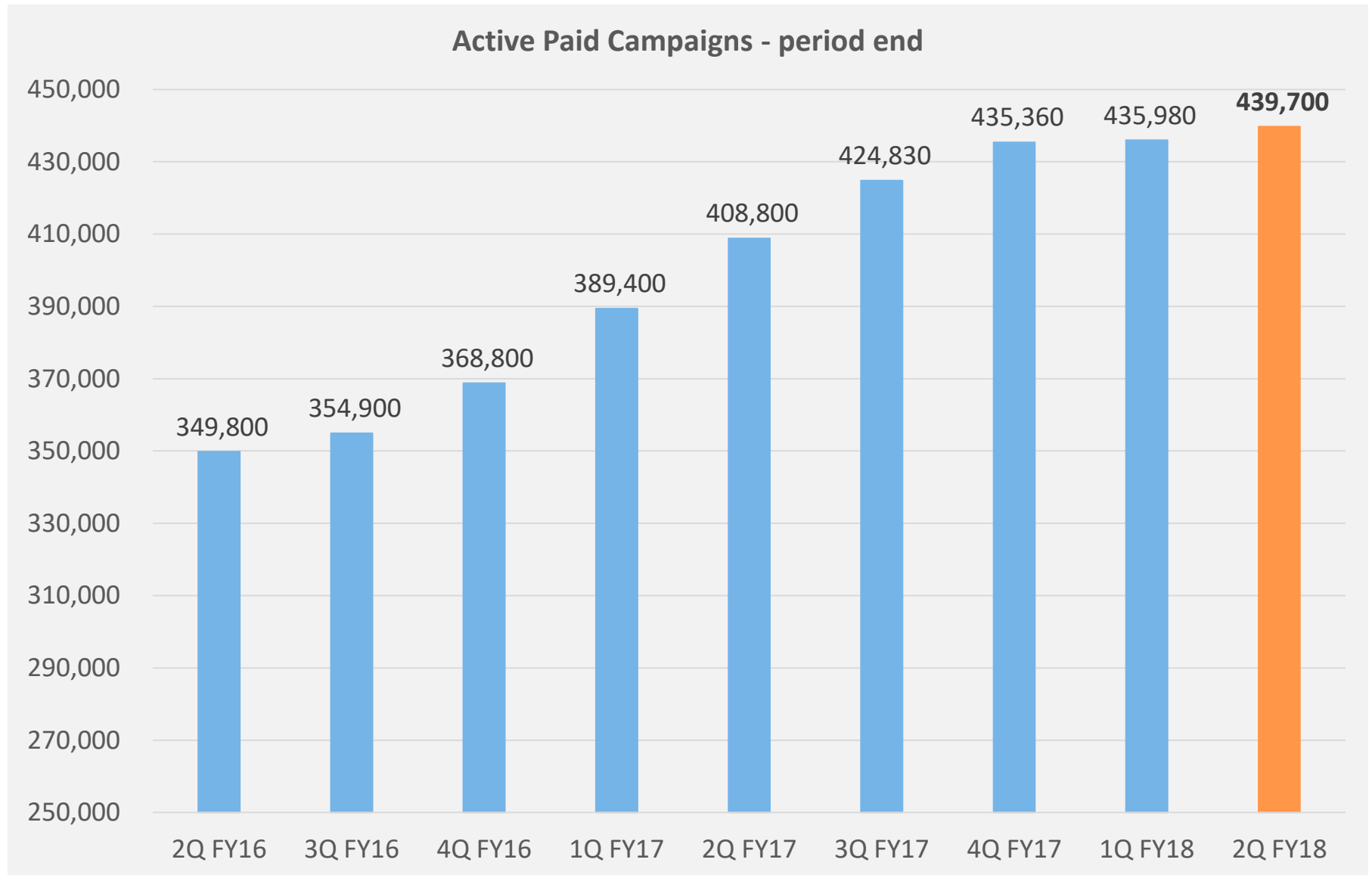


NET PROFIT MARGIN



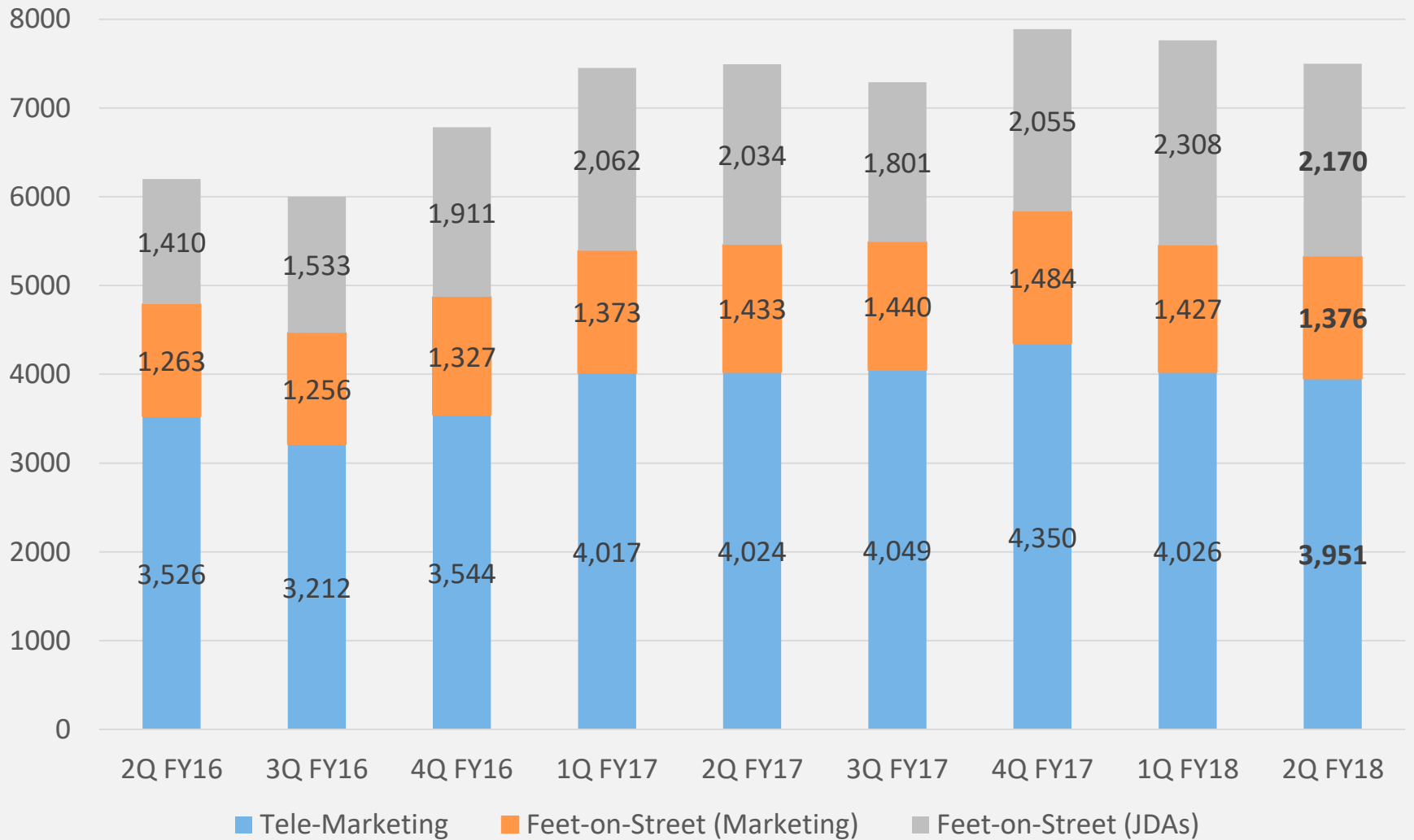
Note: PAT Margin is calculated as Net Profit (Profit After Taxes) as a percentage of Operating Revenue for the quarter

PAID CAMPAIGNS



SALES FORCE

Sales Strength – Period End



JUST DIAL LTD - 2Q FY18 (Quarter ended September 30, 2017) PERFORMANCE SUMMARY

Metric	Unit	2Q-FY18	2Q-FY17	YoY change	1Q-FY18	QoQ change
Operating Revenue	(₹ million)	1,945	1,803	7.9%	1,900	2.3%
Operating EBITDA	(₹ million)	396	224	76.5%	325	21.9%
Operating EBITDA Margin	%	20.4%	12.4%	792 bps	17.1%	327 bps
Adjusted EBITDA (excl. ESOP exp.)	(₹ million)	429	253	69.6%	373	15.0%
Adjusted EBITDA Margin (excl. ESOP exp.)	%	22.1%	14.0%	804 bps	19.6%	242 bps
Other Income, net	(₹ million)	200	260	-22.9%	266	-24.7%
Profit Before Taxes	(₹ million)	503	382	31.6%	495	1.7%
Net Profit	(₹ million)	375	296	26.5%	382	-1.8%
Net Profit Margin	%	19.3%	16.4%	284 bps	20.1%	-82 bps
Unearned Revenue (period end)	(₹ million)	2,774	2,451	13.2%	2,904	-4.5%
Cash & Investments (period end)	(₹ million)	10,453	9,123	14.6%	10,862	-3.8%

JUST DIAL LTD - 2Q FY18 (Quarter ended September 30, 2017) PERFORMANCE SUMMARY						
Metric	Unit	2Q-FY18	2Q-FY17	YoY change	1Q-FY18	QoQ change
Unique Visitors	(million)	105.0	76.6	37.1%	100.5	4.5%
- Mobile	(million)	69.0	41.5	66.3%	62.7	10.0%
- Desktop/ PC	(million)	26.5	25.2	5.1%	28.0	-5.3%
- Voice	(million)	9.6	9.9	-3.3%	9.9	-3.1%
- Mobile	% share	65.7%	54.2%	1151 bps	62.4%	331 bps
- Desktop/ PC	% share	25.2%	32.9%	-770 bps	27.8%	-260 bps
- Voice	% share	9.1%	12.9%	-381 bps	9.8%	-71 bps
Total Listings (period end)	(million)	19.8	16.9	17.0%	18.8	5.4%
Net Listings Addition		1,021,158	342,336	198.3%	906,457	12.7%
Total Images in Listings (period end)	(million)	38.5	25.4	51.4%	35.6	8.1%
Listings with Geocodes (period end)	(million)	9.2	6.2	48.5%	7.8	18.0%
Ratings & Reviews	(million)	76.1	64.8	17.4%	73.1	4.1%
Paid campaigns (period end)		439,700	408,800	7.6%	435,980	0.9%
Total App Downloads (period end)	(million)	17.3	10.7	61.3%	15.4	12.4%
App Downloads per day		23,871	8,704	174.2%	26,533	-10.0%
Number of Employees (period end)		10,892	11,799	-7.7%	11,262	-3.3%

BOARD OF DIRECTORS

Executive Directors



V S S Mani

Founder, Managing Director and Chief Executive Officer of Justdial with over 29 years of experience in the field of media and local search services.



Ramani Iyer

Non-Independent, Whole-time Director with 24 years of experience, working with Justdial in the field of strategic planning and execution.



V Krishnan

Non-Independent, Whole-time Director with 24 years of experience, working with Justdial in strategic planning and execution.



B Anand

CEO of Essar Oil, previously CFO of Trafigura, with 30 years of experience in finance, strategy & investment banking. He is a Commerce graduate from Nagpur University



Sanjay Bahadur

Sanjay is CEO of Pidilite Industries for its Global Constructions & Chemicals division and has over three decades of experience. He holds a degree from Delhi College of Engineering.



Malcolm Monteiro

Malcolm is CEO Asia Pacific, DHL eCommerce & member of DHL eCommerce Management Board. He holds a degree from IIT Bombay & IIM Ahmedabad.

Non-Executive Directors

Independent

Non-Independent



Pulak Prasad

Pulak is Founder & MD of Nalanda Capital and has over 25 years of experience in management consulting & investing. He holds B. Tech. from IIT Delhi and an IIM Ahmedabad alumni.



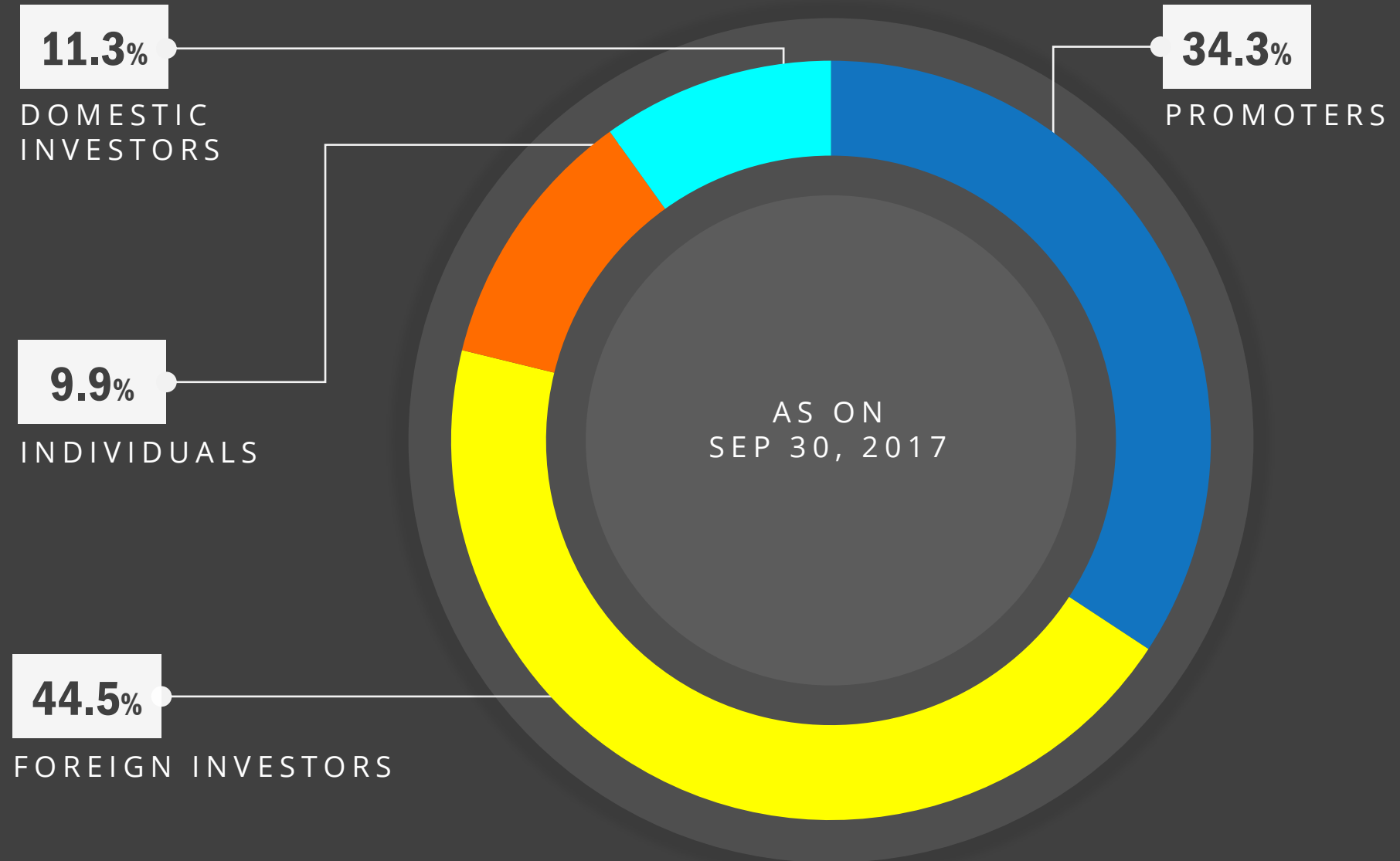
Anita Mani

She has 24 years of experience in the field of general management. She is a history graduate from University of Delhi.

LEADERSHIP TEAM

Name	Designation	Experience	Functional Areas
V S S Mani	Chief Executive Officer	29 Years	Overall growth strategy, planning, execution & management
Shreos Roychowdhury	Chief Technology Officer	20 Years	Technological Innovation and R&D
Abhishek Bansal	Chief Financial Officer	8 Years	Finance, Strategy, Accounting, Treasury, Audit, Legal, Compliance & Traffic
Vishal Parikh	Chief Product Officer	16 Years	Leads Product, Design & Technology teams, Project Management
Sumeet Vaid	Chief Revenue Officer	20 Years	Revenue growth & Business development
Rajesh Madhavan	Chief People Officer	22 Years	Human Resource Functions
Sandeep Kanchan	Chief Product Officer, Payments & Voice	21 Years	Heads Payment Products & Voice operations
Jaimin Shah	Chief Technology Officer, Omni	17 Years	Leads Omni & related products
Ajay Mohan	Group Vice President, Sales	21 Years	Sales platform management, Strategic alliances, Corporate partnerships & Business expansion
Rakesh Ojha	Group Vice President, Sales	22 Years	Sales & Expansion (West Region)
Prashant Nagar	Vice President, Sales	18 Years	Sales & Expansion (Delhi, Just Dial Ambassadors)
Suhail Siddiqui	Vice President, Sales	21 Years	Sales & Expansion (North & East Region)
Rajiv Nair	Vice President, Sales	18 Years	Sales & Expansion (South Region)
Shwetank Dixit	Head, Database & Content	6 Years	Database augmentation, Curation, Content enrichment

SHAREHOLDING PATTERN



End of Presentation