

November 01, 2018

✓
National Stock Exchange of India Ltd
Exchange Plaza, 5th Floor
Plot No: C/1, G Block
Bandra Kurla Complex, Bandra (E)
Mumbai – 400 051

✓
Corporate Relationship Department
BSE Ltd.,
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai – 400 001

Dear Sir/Madam,

**Sub: Submission of the copy of Investor presentation under regulation 30 of SEBI
(Listing Obligations & Disclosure Requirements) Regulations, 2015.**

Ref: BSE Scrip code: 540704 / NSE Symbol: MATRIMONY

Pursuant to Regulation 30 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015, please find enclosed the copy of Investor presentation for the quarter and half year ended September 30, 2018.

The aforesaid presentation is also being hosted on the website of the Company viz., www.matrimony.com.

Submitted for your information and records.

Thanking you

Yours faithfully,

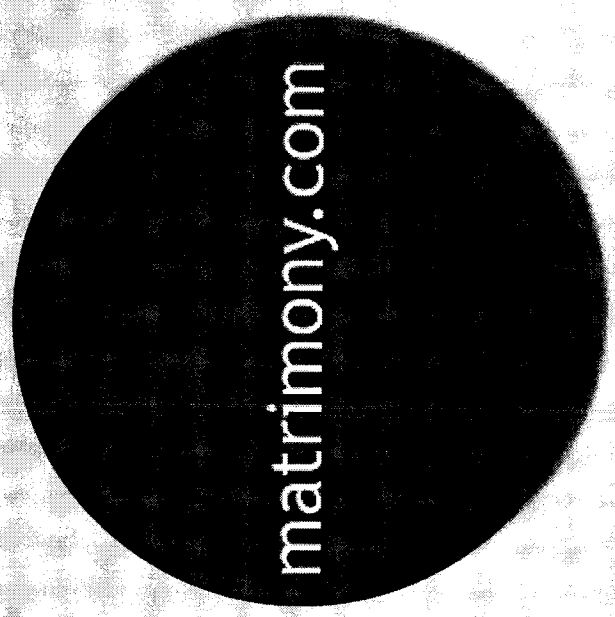
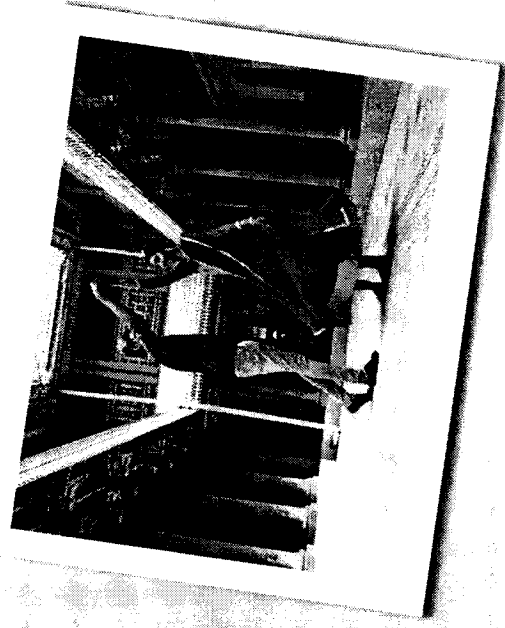
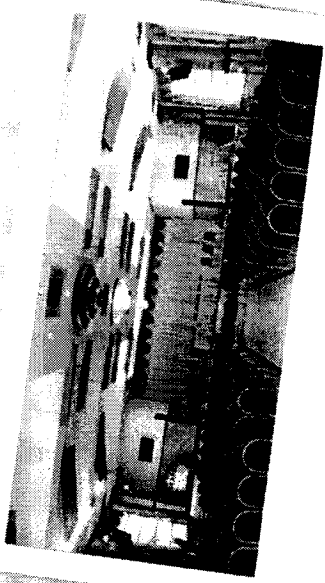
For Matrimony.com Limited



S.Vijayanand
Company Secretary & Compliance Officer

ACS: 18951

No.94, TVH Beliclaa Towers, Tower II, 10th Floor, MRC Nagar, Chennai – 600028



Investor Presentation

November 2018

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.

Contents

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Premium Matchmaking Service



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Q2FY19 Results

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Company Overview

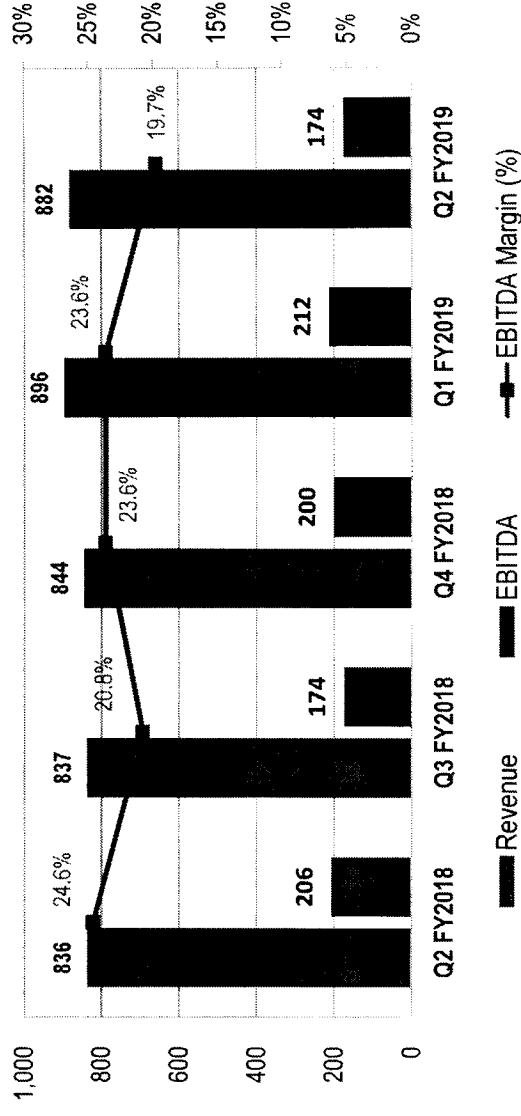
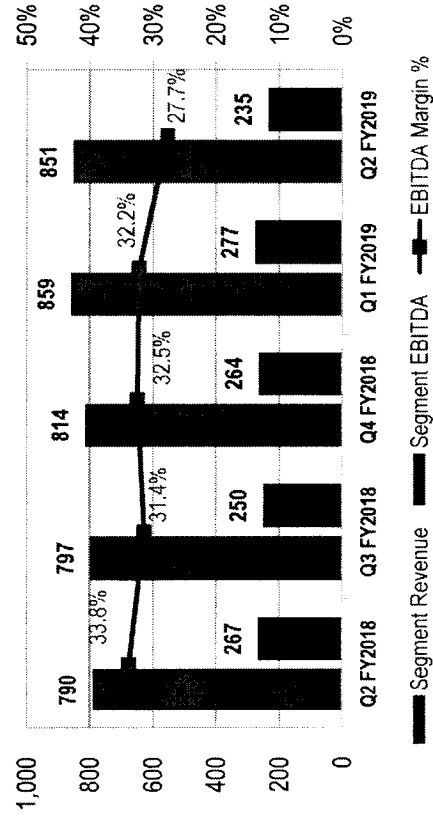
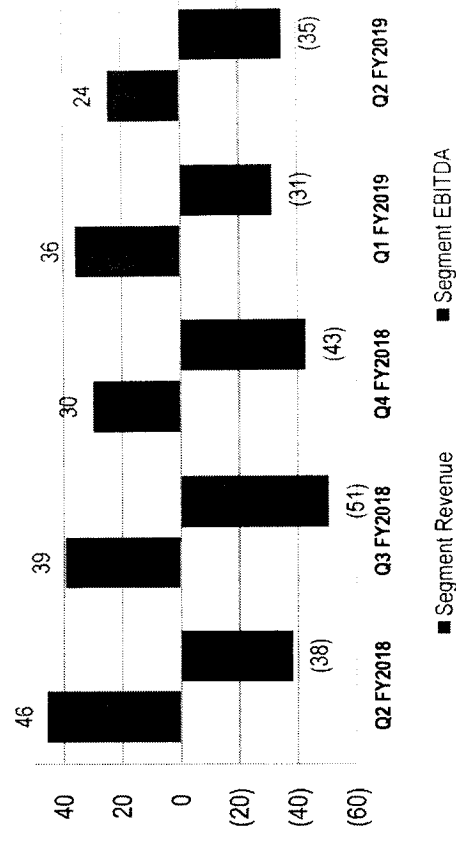
3
Financials

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Growth Strategy

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Management Team

Matchmaking + Marriage Services

In ₹ million

Matchmaking ServicesMarriage Services & Related Sale of Products

Note: Matchmaking + Marriage services includes other income

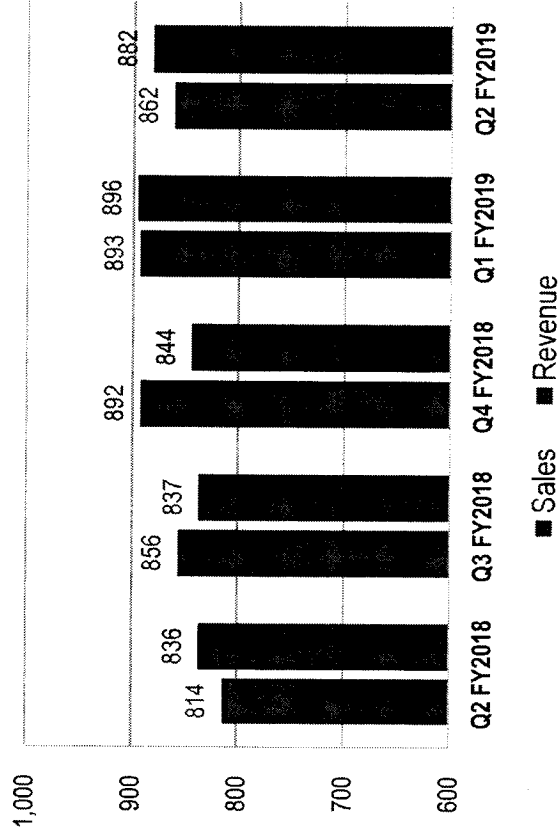
Q2 FY19 and H1 FY19 Sales

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Sales – Performance

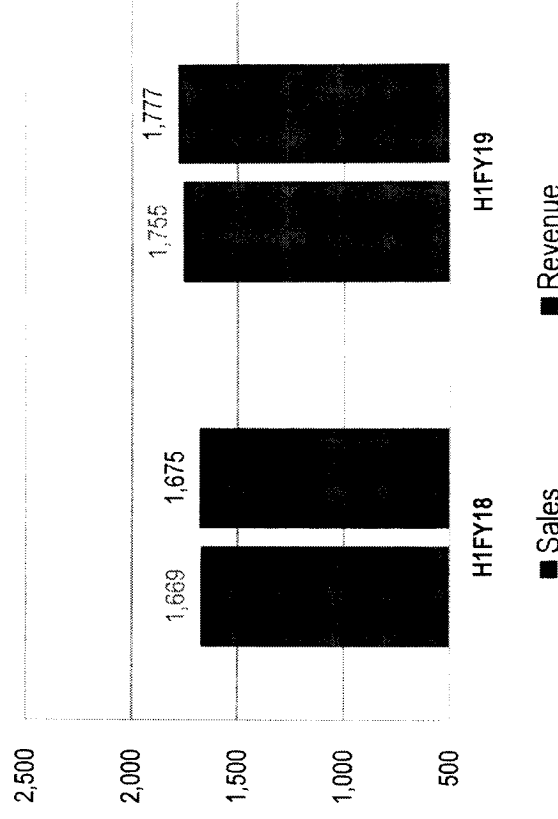
In ₹ million

Quarterly



5.9% Y-o-Y Growth of Sales in Q2
5.4% Y-o-Y Growth of Revenue in Q2

Half Yearly

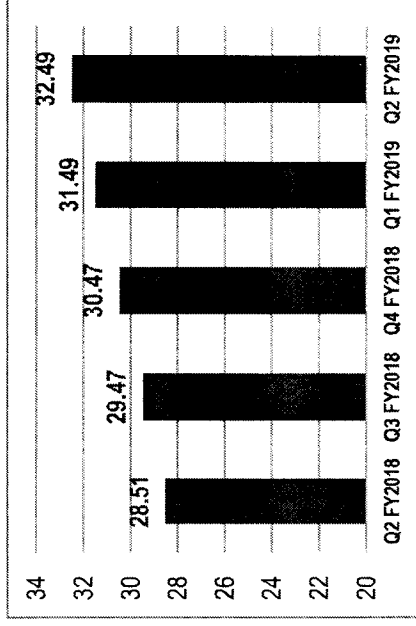


5.1% Y-o-Y Growth of Sales in H1
6.1% Y-o-Y Growth of Revenue in H1

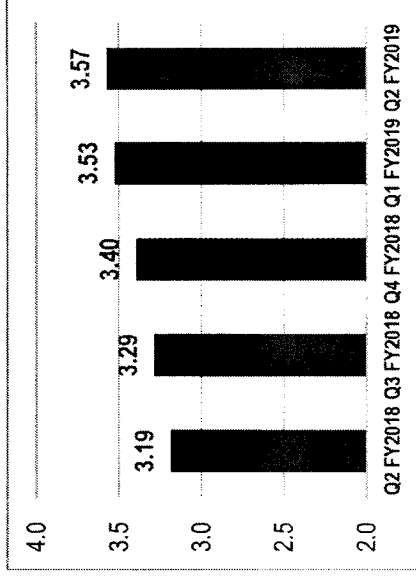
Q2 FY19 Key Metrics

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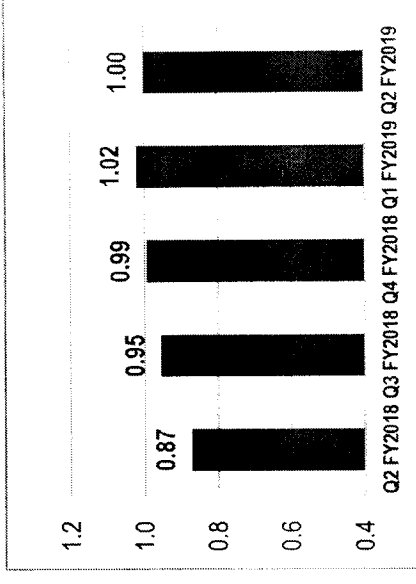
Ever Registrations (in mn)



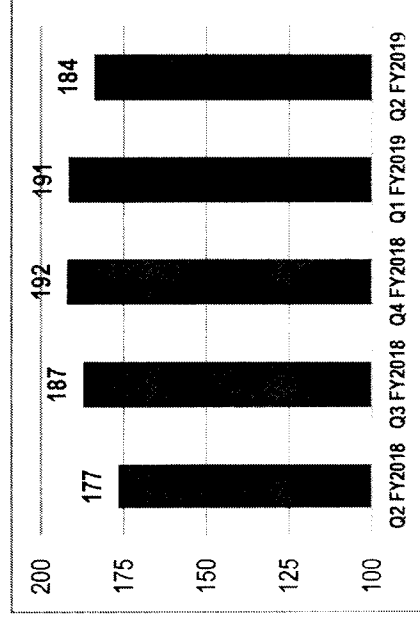
Active Profiles (in mn)



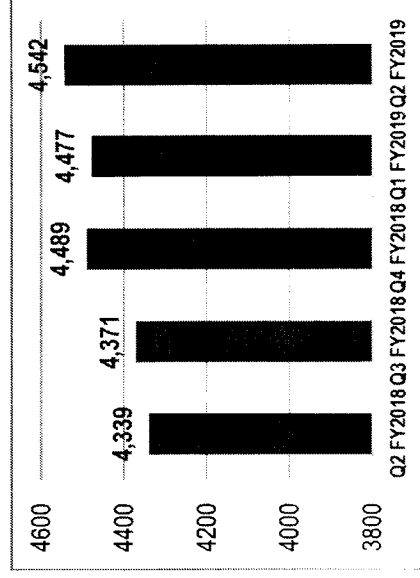
Free Registrations (in mn)



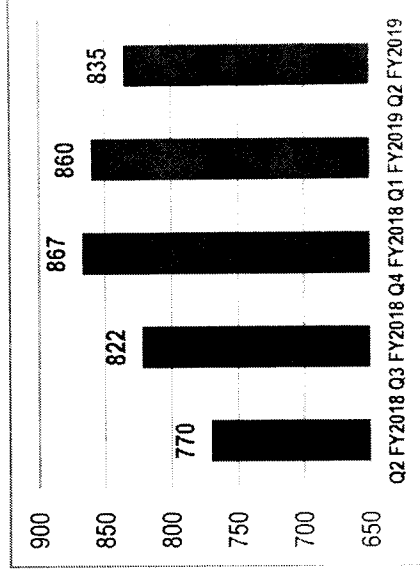
Paid Subscription ('000's)



ATV (in Rs)



Matchmaking Sales (in Rs mn)





matrimony.com

Company Overview

#1

Leader for
Matchmaking Services

300+

Community Matrimony
sites

15

Regional Matrimony
sites

*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*

3.57 mn

Active Profiles ¹

32.49 mn

Total registrations since
January 2006 ¹

745,000

Paid subscriptions in
FY2018

INR 3,418 mn

FY18 Revenues
(15.2% YoY growth)

¹ As on September 30 2018

A Unique Proposition

matrimony.com



Large Online Matrimony Market Opportunity



Leading Provider of Online Matchmaking Services in India



Micro-Market Strategy with Targeted and Personalized Services



bharat
matrimony

Strong Consumer Brand



Robust Technology and Analytics



Continued Expansion into Marriage Services Segment



Key Business Metrics Drive Revenue Growth & Operating Leverage

A Differentiated Growth Story

matrimony.com

Large Market Opportunity

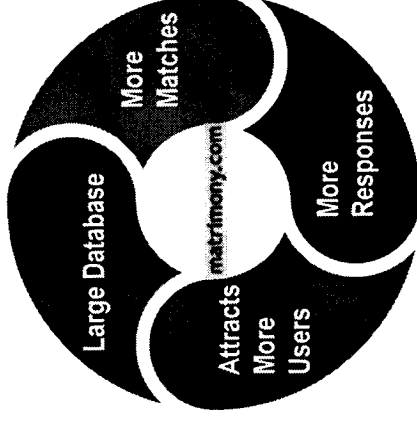
Unmarried Population in 2016 - 107 Mn ¹

Active Seekers in 2016
63 Mn ¹

Active users of online matrimony in 2016
6 Mn ¹

Active Profiles on Matrimony.com
3.57 Mn ²

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



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

... Resulting in Market Leadership

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

² As on September 30 2018

With a Highly Customised “Micro-Market” Strategy....

matrimony.com

Matchmaking Services: 15 Regional Language Portals and Over 300 Community Matrimonial Sites

A range of targeted and customized products and services.....



- Classic, Classic Advantage and Classic Premium
- Till-U-Marry
- Assisted Service



- Gold, Diamond and Platinum
- Till-U-Marry
- Assisted Service



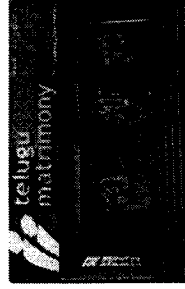
- Gold, Blue, Platinum
- Till-U-Marry

....Catering to Customer Needs through a Layered Product Offering

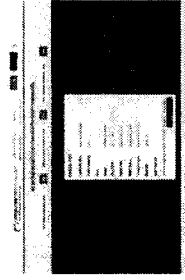
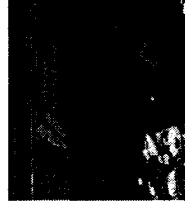
Model Developed to Cater to Unique Requirements of the Indian Market

Multi-Channel Customer Outreach...

matrimony.com



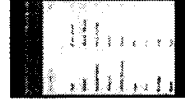
Offline



Website



Mobile



Increasing Mobile Usage

10.4 million app installs ¹

Mobile sites and mobile apps accounts for ²

- ✓ 91% of Profile views
- ✓ 82% of Personalized messages sent and received
- ✓ 83% of the total number of free profiles registered
- ✓ 87% of Express Interest messages
- ✓ 78% 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

Source: ¹ According to www.androidrank.org as updated on 23 September 2018 ;

² For the month of September 2018

Additional Avenues for Growth through Forward Integration..

matrimony.com

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

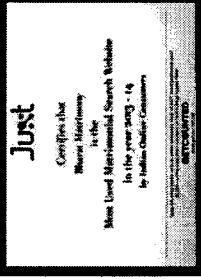
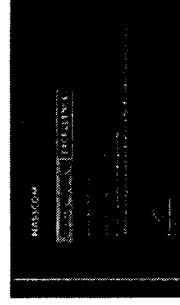
Strong Consumer Brand

matrimony.com



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

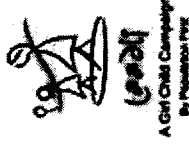
2015 NASSCOM
"Certificate of
Excellence for
innovative
application of
analytics for
business solution"



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

THE 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

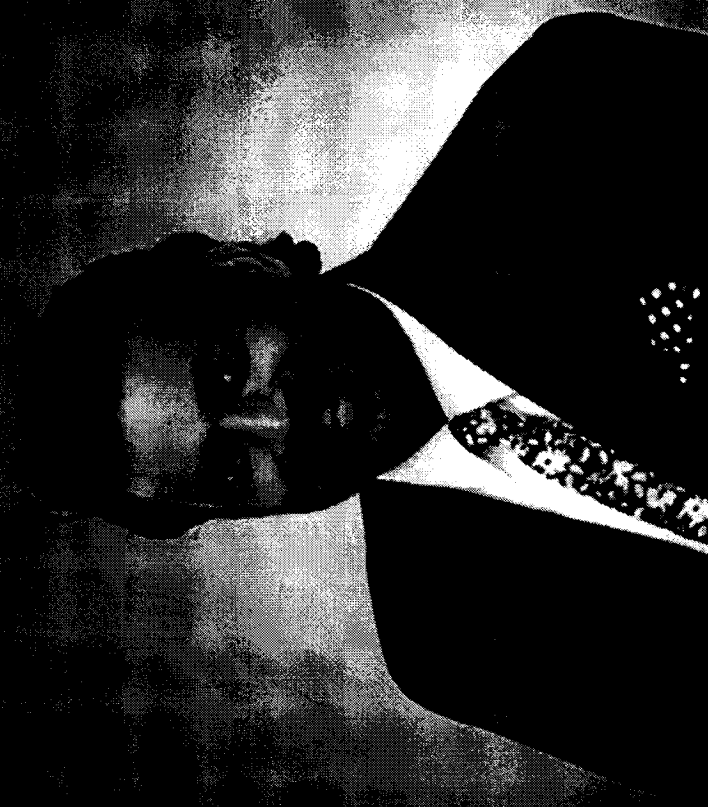


Profile authentication features such as "Identity Trust Badge" help in maintaining and
continuously improving the quality of database further increasing consumer trust

...With A New Brand Ambassador

matrimony.com

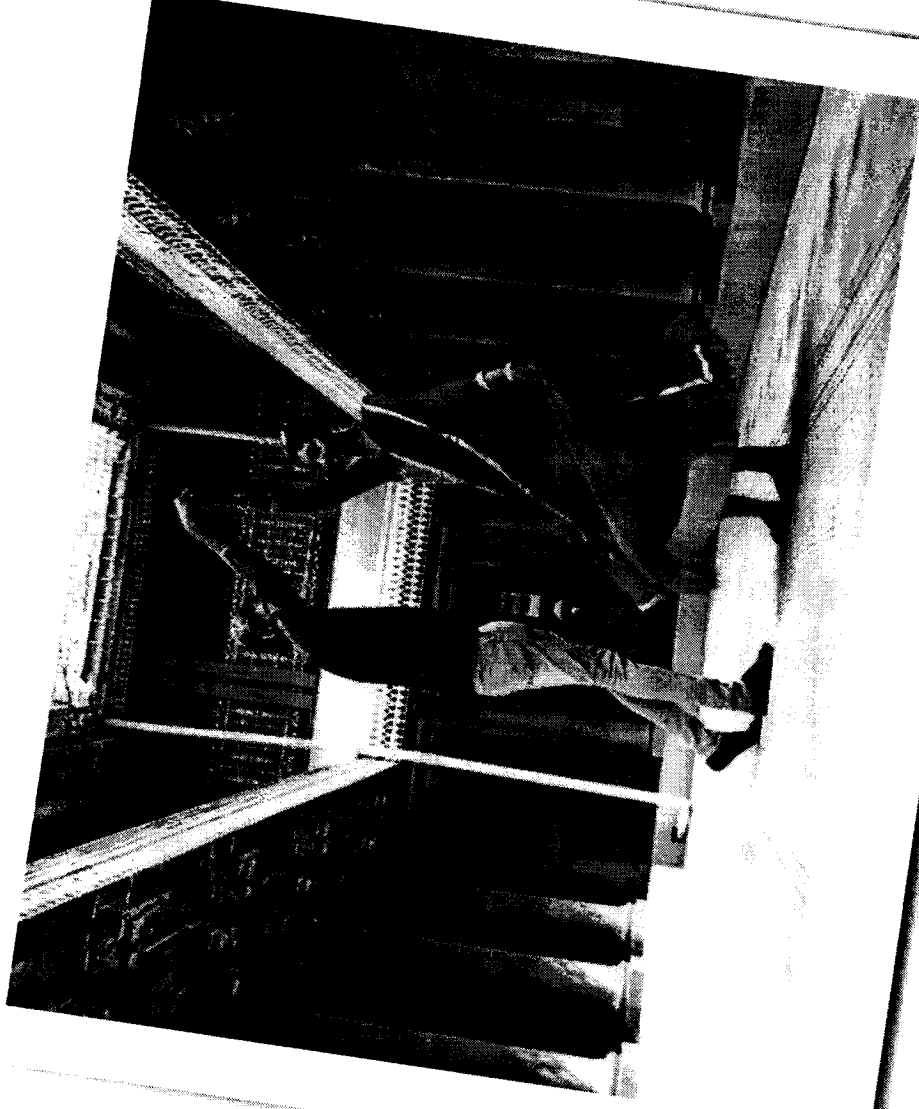
**I'm excited to be the brand ambassador
of EliteMatrimony: Actor Madhavan**



EliteMatrimony
From EliteMatrimony

matrimony.com

Financials

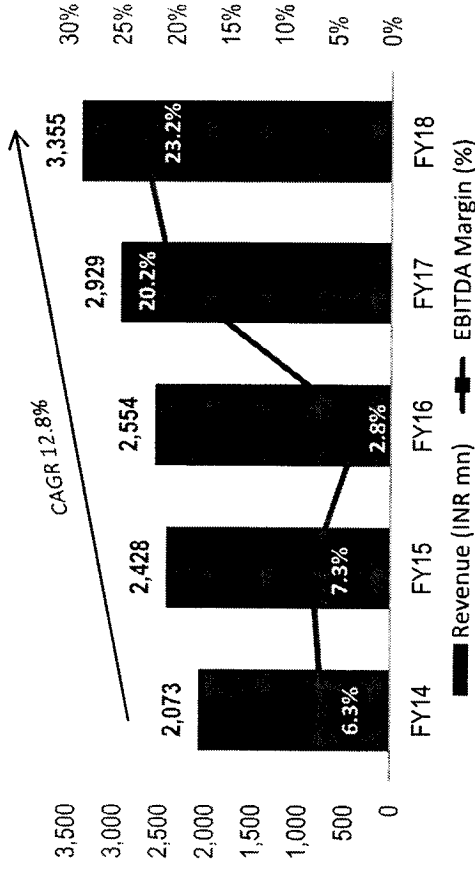


Robust Revenue Growth

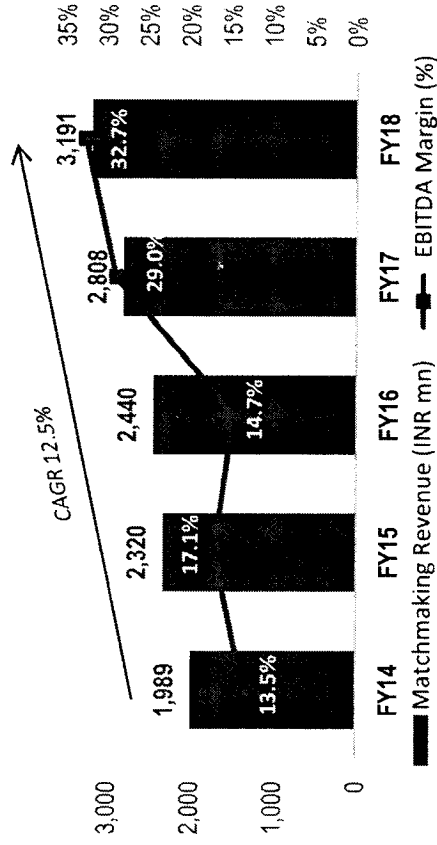
matrimony.com

Matchmaking + Marriage Services

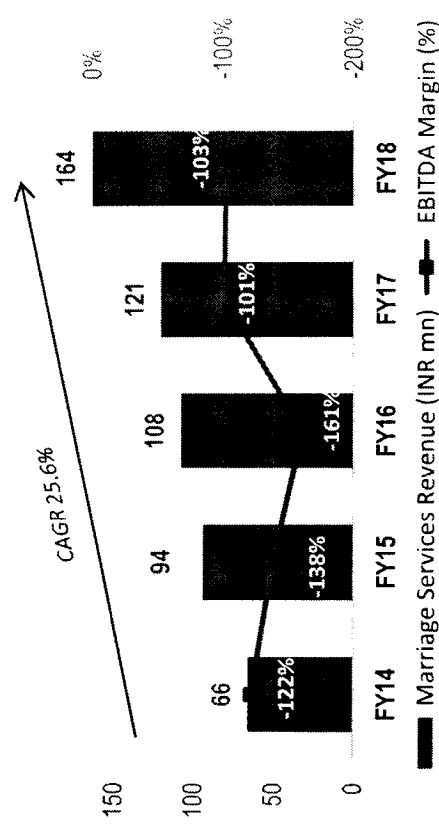
In ₹ million



Matchmaking Services



Marriage Services & Related Sale of Products

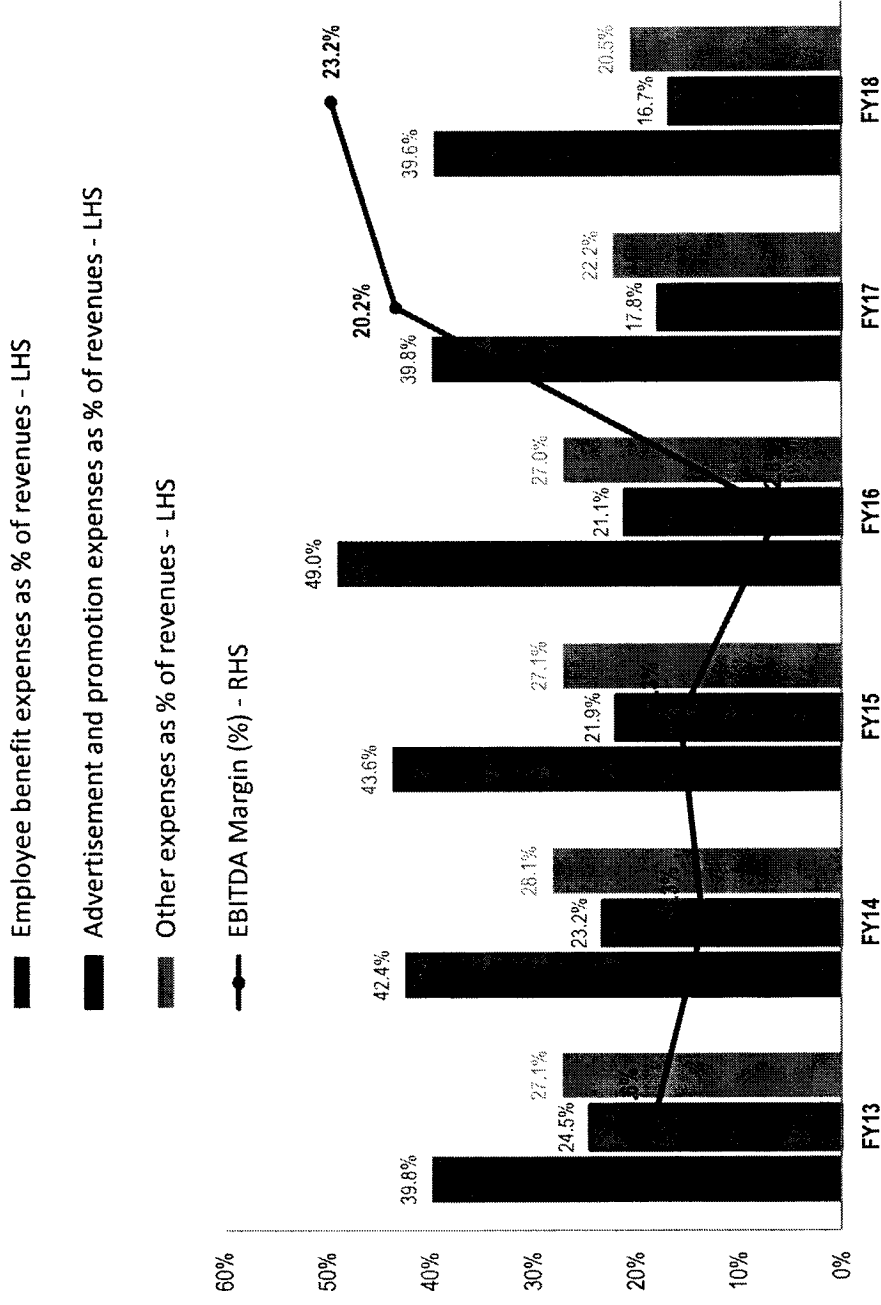


Note: 1. FY14, FY15 FY16, and FY17 Financials as per IGAAP

2. CAGR (%) : Calculated as $\left[\left(\frac{\text{Revenue in FY18}}{\text{Revenue in FY14}}\right)^{\frac{1}{4}} - 1\right] * 100$ | 3. Segment EBITDA=Segments Results + Depreciation

... Resulting in Operating Leverage

matrimony.com

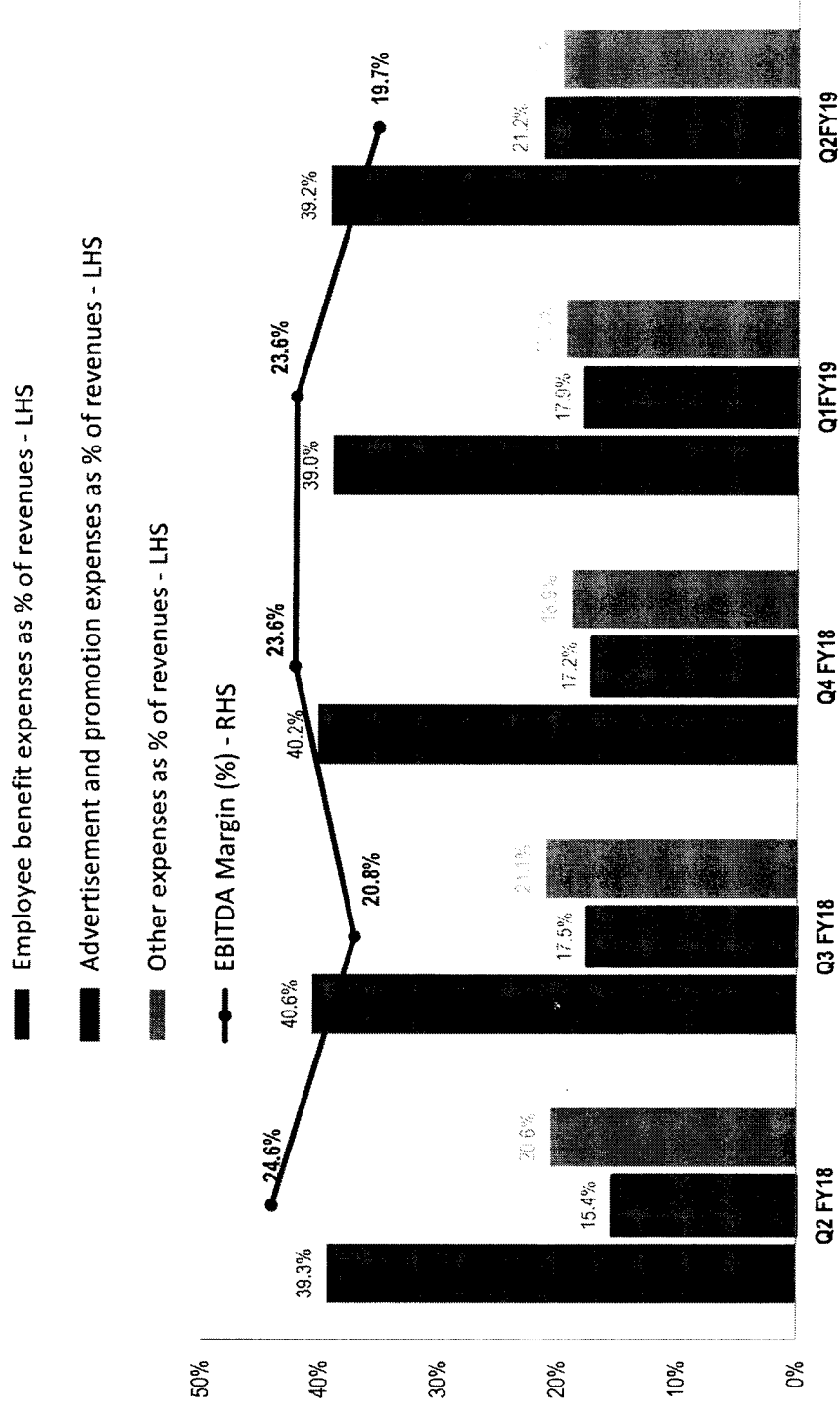


Fixed Costs as % of Revenues have started to taper resulting in Margin Expansion

Note: FY13, FY14, FY15, FY16 and FY17 financials as per IGAAP

Increased Advertising and Promotion Expenses to Accelerate Revenue Expansion

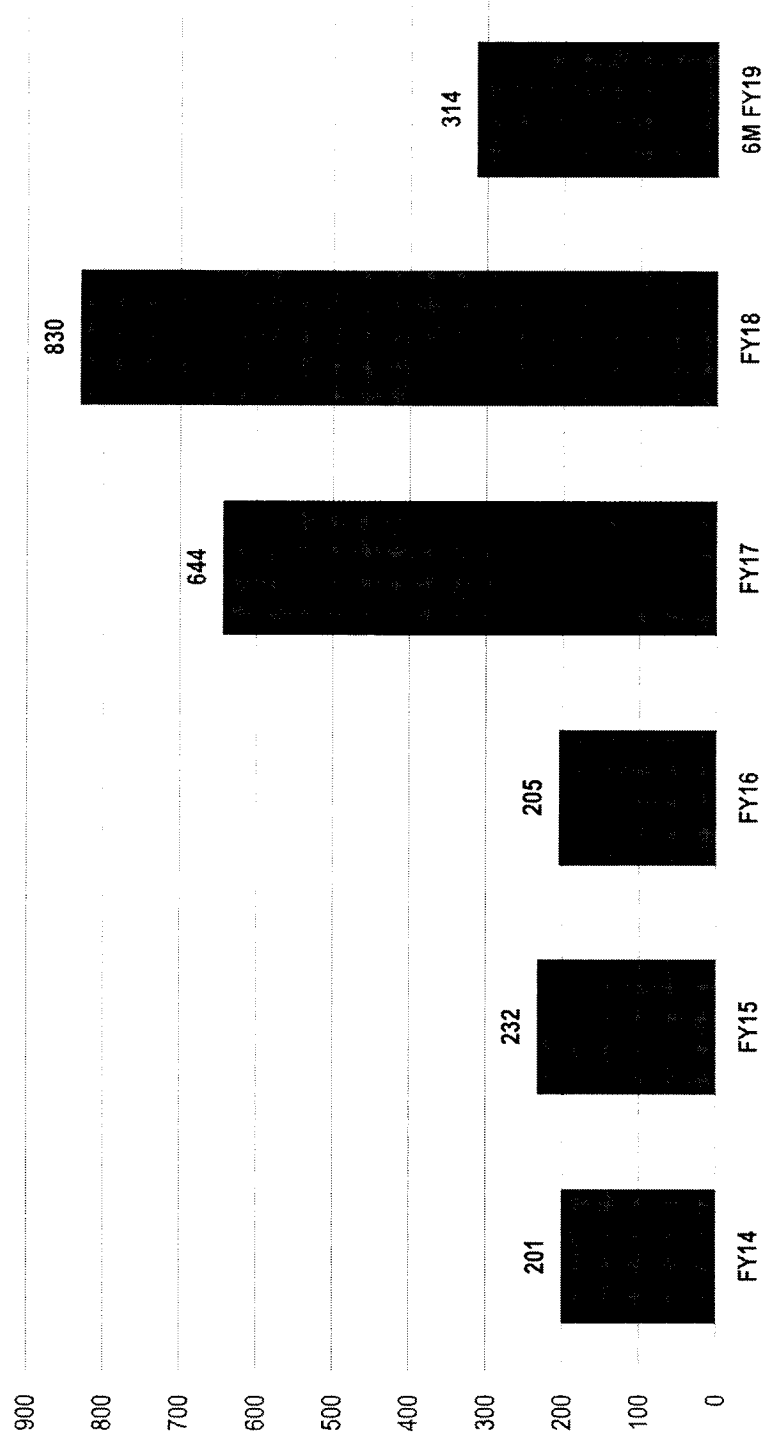
matrimony.com



Operating Cash Flow

matrimony.com

In ₹ million



■ Cash from Operating activities after tax and before exceptional items (INR mn)

Our Growth Strategy

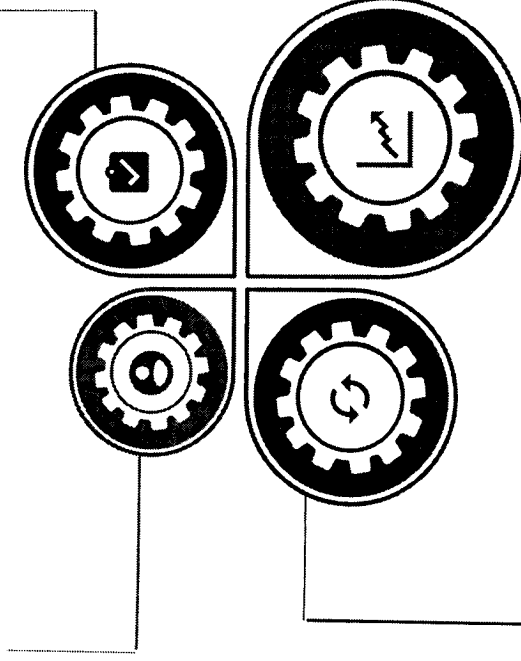
Matchmaking Growth Cycle

Conversion Rate:

- Continuous product improvements in online & mobile
- Leverage campaign management & Analytics

Profiles:

- Fueled by Increasing internet and smartphone penetration
- Social adoption & Trust



ATV:

- Sustained price increase due to leadership position
- Higher price packages

Increased

Sales

Our Growth Strategy

1

Expand User Base

2

Continue Investments
in Mobile Platforms

3

Further Strengthen Brands

4

Drive Monetization

5

Continue to Expand into
Marriage Services

Highly Experienced Board of Directors and Management Team

matrimony.com

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



Sankara Narayanan
Chief Operating Officer



K Balasubramanian
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



KP Jaikumar
Head - Photography



matrimony.com

Investor Contacts

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Company Secretary
matrimony.com

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