matrimony.com

August 7, 2020

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

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 ended June 30, 2020.

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**

VIJAYANAND SANKAR
Digitally signed by VIJAYANAND SANKAR
Date: 2020.08.07 08:28:53 +05'30'

S.Vijayanand
Company Secretary & Compliance Officer
ACS: 18951
No.94, TVH Beliciaa Towers, Tower II, 10th Floor, MRC Nagar, Chennai – 600028

matrimony.com

INVESTOR PRESENTATION | AUGUST 2020

Celebrating 20 Years of Happy Marriages

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.

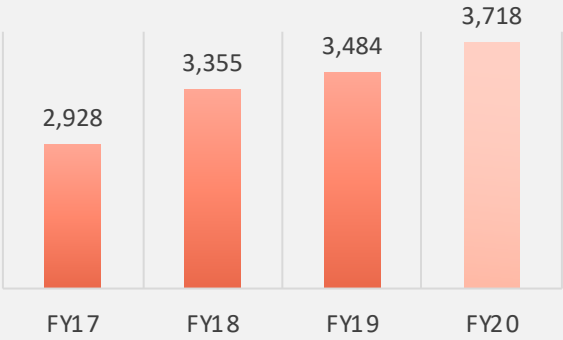
Pioneer and leader in the Indian online matchmaking space.

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, photography, catering, decorations, etc.

The market cap of the company as on 30th June 2020 ~ INR 8,486 Mn

Consolidated Revenue Growth
(INR Mn)



Business Mix –FY20

Our Leadership Position

Market Leader: Highest market share pan India

Paid subscription base of 7,00,000+ profiles in FY2020

Zero Debt company

Total registrations of 39.82 Mn profiles since January 2006

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

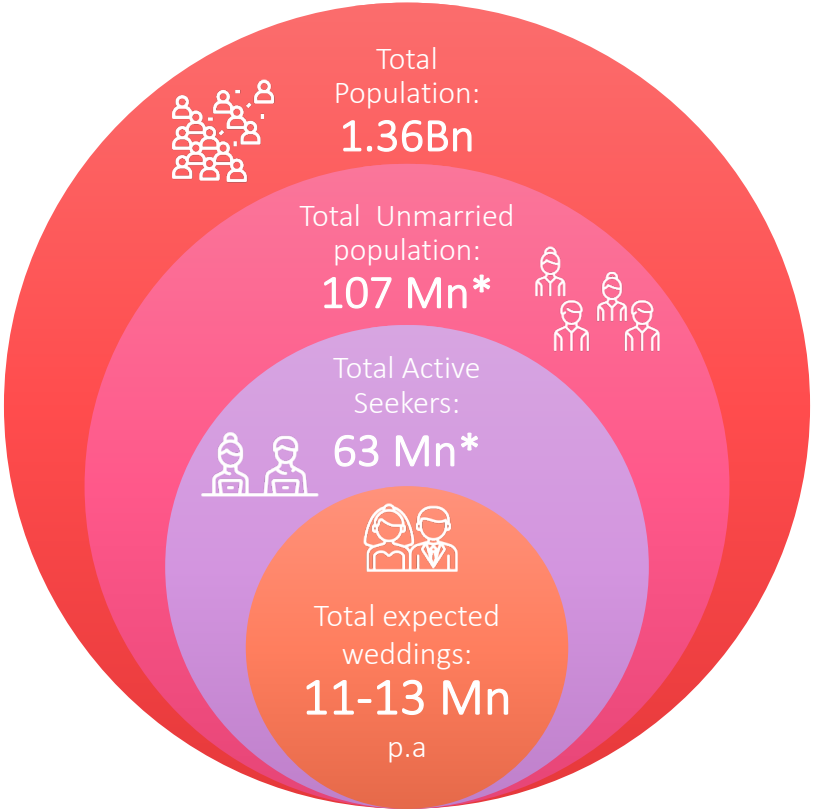
Well known and established brand

Strong Return Ratios

Marquee Investors

The Indian Matchmaking Opportunity

Sector



** Source: as on 2016*

Country

Arranged marriages in India in 2016

88%

Online Matchmaking industry

6% of marriages in India

Total marriage related spends every year

USD 57 Bn

Estimated Revenue of Matchmaking segment

USD 223 Mn

CAGR: 5.0% (2020-2024)

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"

2011-2015

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

2016-2020

2016

- Launched matrimonybazaar.com

2017

- Company listed on stock exchanges
- Launched matrimonymandaps.com

2018

- Dubai office launched
- Actor Madhavan signed as a brand ambassador for elitematrimony
- Cricketer MS Dhoni brand ambassador of Bharatmatrimony

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.
- Over 32 years of experience in finance, HR, strategic planning, business development and product supply across various sectors.
- 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
- Awarded the ICAI Award in the CFO - FMCG category in 2011 and the Best Performing CFO Award - FMCG & Retail in 2012 by CNBC TV-18

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

Catering To Indian Diaspora Across The Globe

Nationwide coverage

Offices in 2 international cities

Corporate headquarters and technology operations in Chennai, TN

4,316 number of associates as on FY20

On-ground retail presence 140+

BUSINESS OVERVIEW

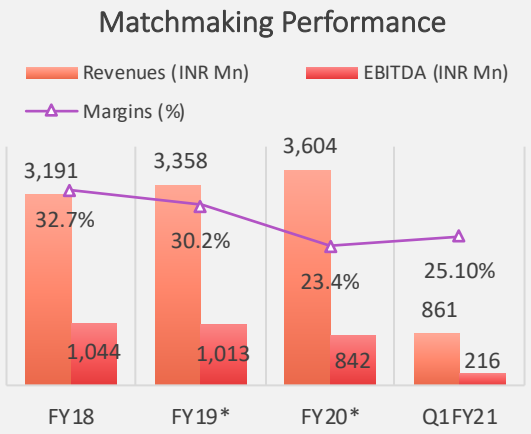
Pioneering Matchmaking Services in India

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.



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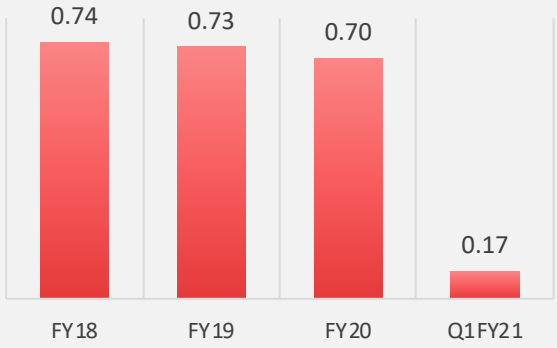
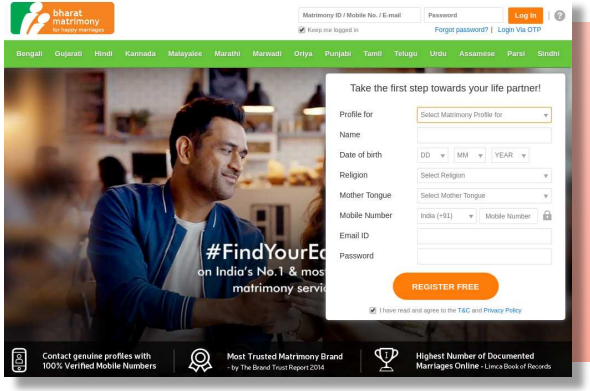


Flagship Matchmaking Brands

bharat matrimony

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

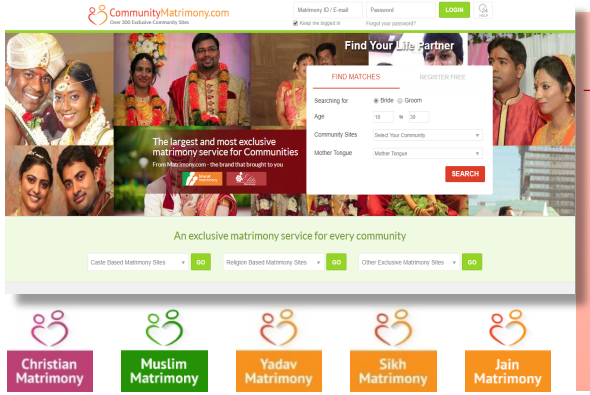
- ☆ 15 Regional sites
- ☆ Flexible subscription packages for 3,6 & 12 months

CommunityMatrimony.com
Over 300 Exclusive Community Sites

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

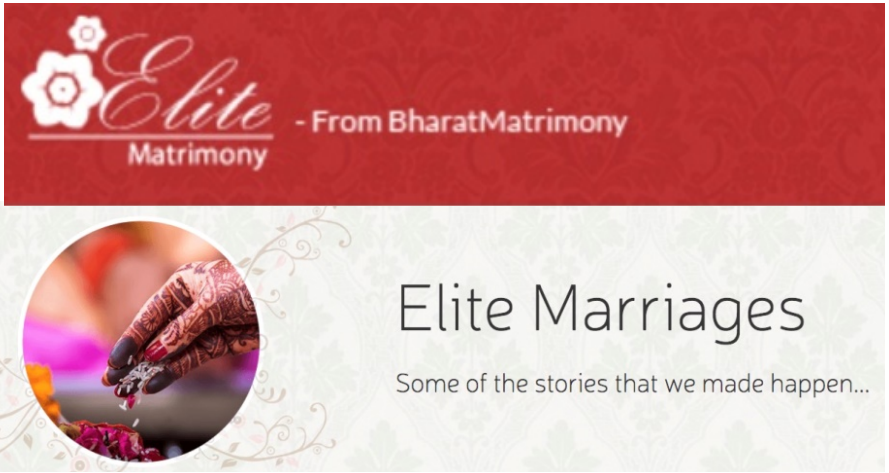
- ☆ 300 Community sites
- ☆ Flexible subscription packages for 3,6 & 12 months

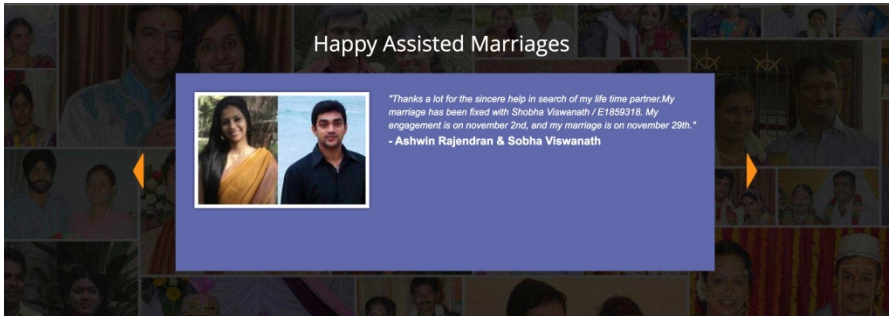
Source : http://www.ncaer.org/news_details.php?nID=188)

Premium Matrimony Services

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

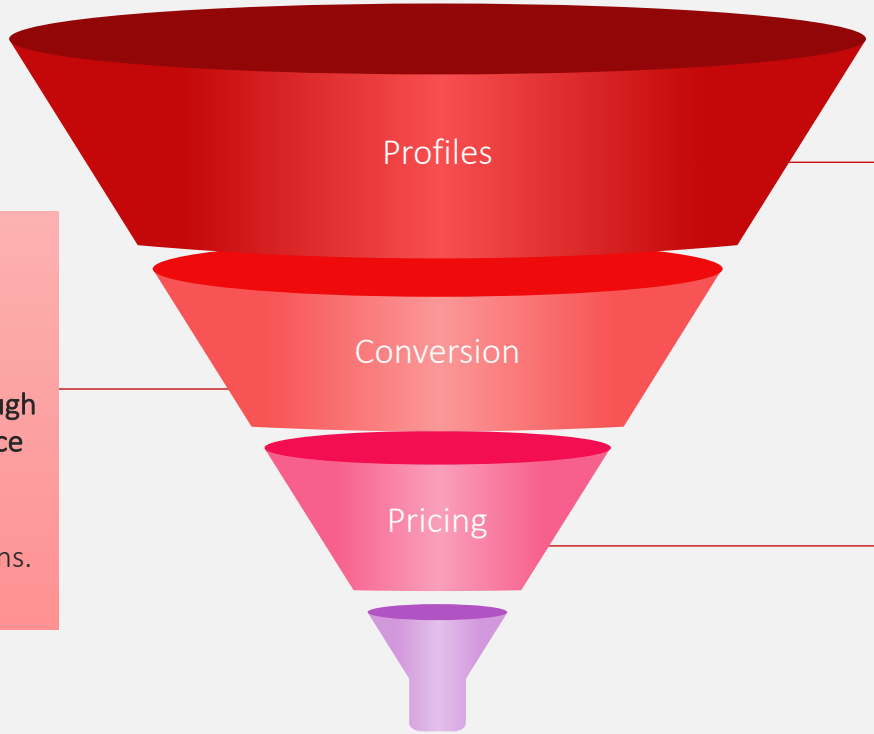
Involves matchmaking services supported by relationship managers who provide personalized assistance to subscribed users. Relationship managers contact the prospects on behalf of the customer after taking the customer's consent and facilitate communication and meetings based on mutual interest





Elite Matrimony – A personalized matchmaking service for the affluent

Growth Drivers



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 customised and affordable rates

Strategic 360 degree Marketing

Celebrity Brand Ambassadors : MS Dhoni and R Madhavan

Micro market strategy to captivate maximum audience

On-ground retail presence 140+

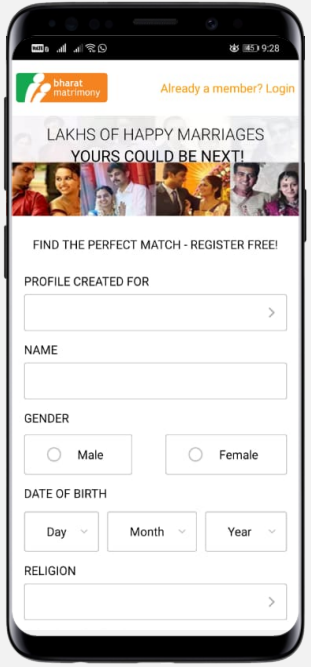
Marketing Strategy

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

Customer service team of 1,500+ as on FY20 to convert free profile into paid

Great User Experience through Innovative Technology

matrimony.com



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

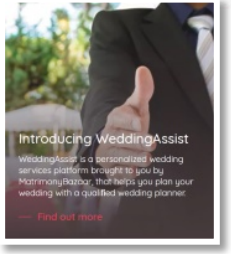
Saswatee and Ramakanta – "I found Ramakanta in just 4 days"

"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

matrimonybazaar.com
from BharatMatrimony



MatrimonyBazaar

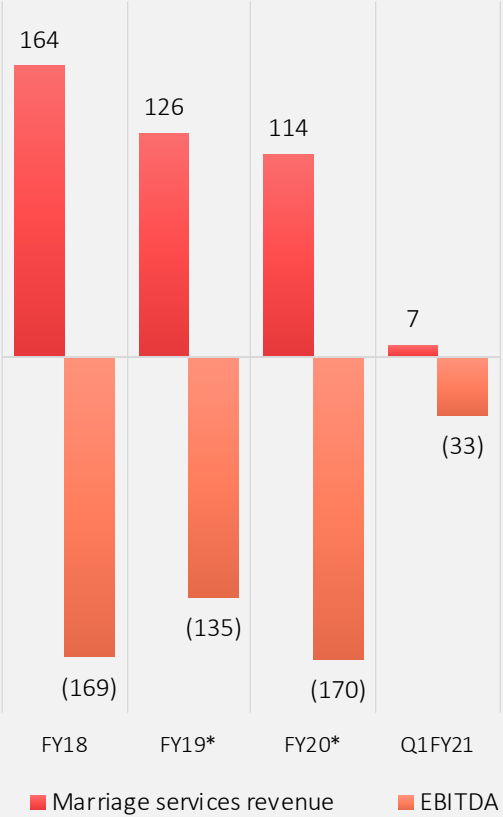
Online marketplace providing wedding related services whereby 15,000 vendors for photography, catering and decoration etc are listed, more than 18,000 weddings planned. Services Available in more than 36 cities

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)

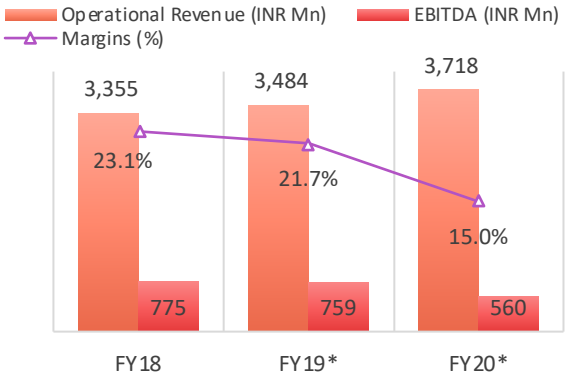


** Restated as per IndAS 116*

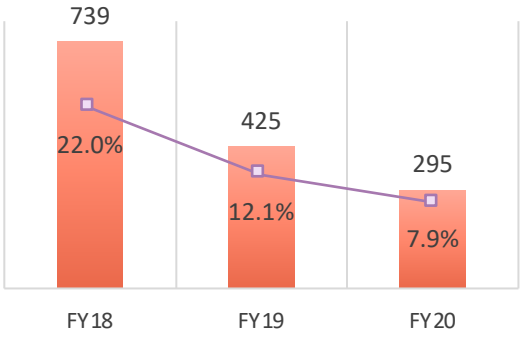
FINANCIAL OVERVIEW

Financial Highlights

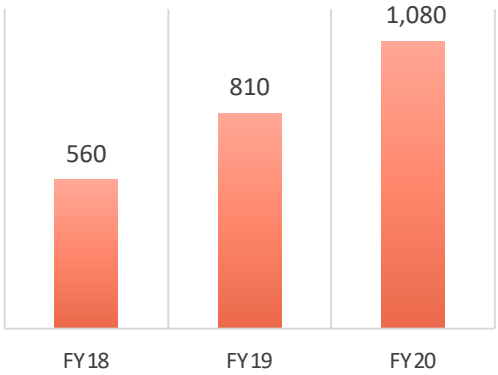
Consolidated Performance



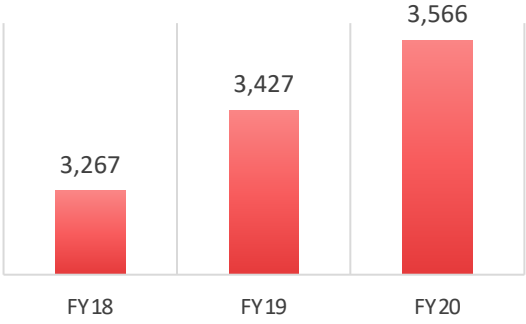
Net Profit (INR Mn) and PAT Margins (%)



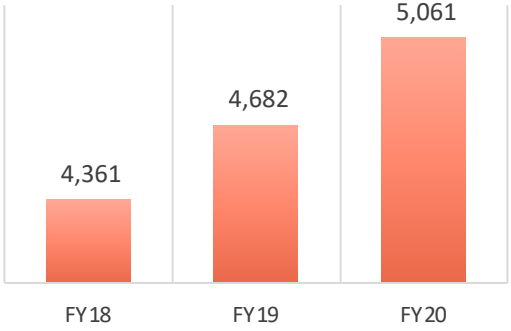
Marketing Expense (INR Mn)



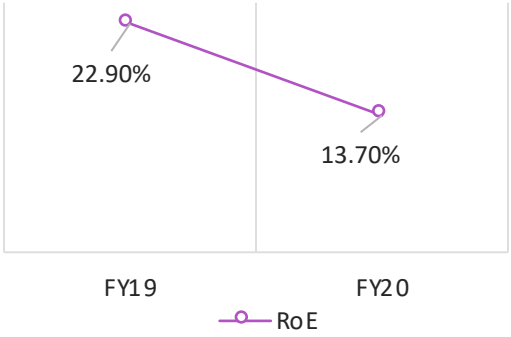
Matchmaking Billings (INR Mn)



ATV (INR)



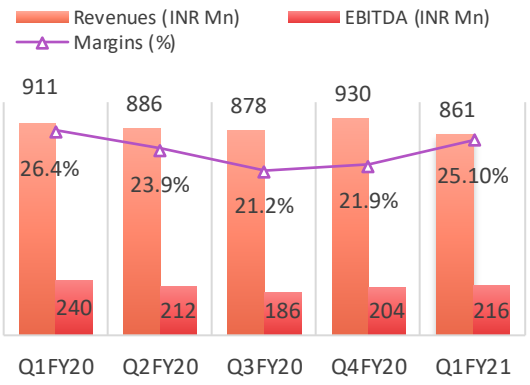
RoE (%)



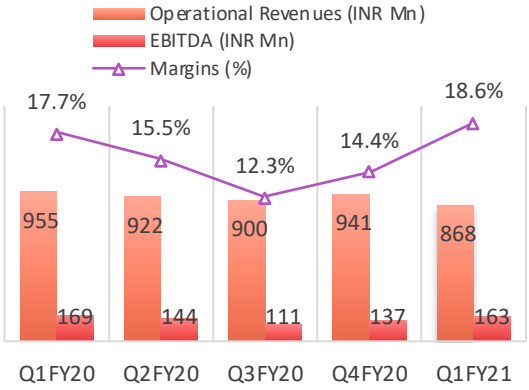
** Restated as per IndAS 116*

Quarterly Financial Highlights

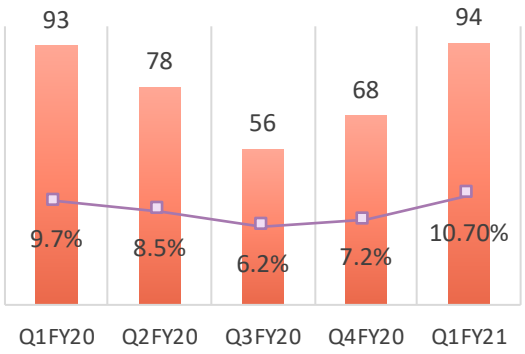
Matchmaking Performance



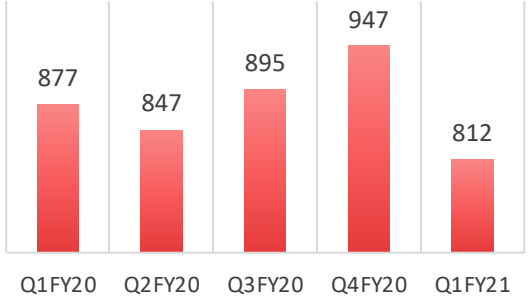
Consolidated Performance



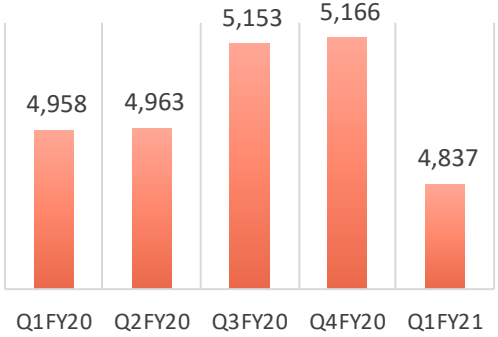
Net Profit (INR Mn) and PAT Margins (%)



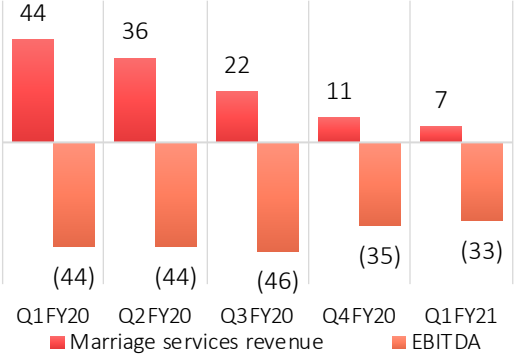
Matchmaking Billings (INR Mn)



Matchmaking ATV (INR)



Marriage Services Performance (INR Mn)



Operational Highlights For The Quarter

Consolidated Billings

INR 81.5 Cr

Revenues

INR 86.8 Cr

The company was able to minimize the impact caused by COVID-19 in the quarter by implementing cost optimisation measures which aided margin and overall profitability improvement.

19% increase in EBITDA and 38% increase in Net Profit on a QoQ basis

Matchmaking Billings

INR 81.2 Cr

Revenues

INR 86.1 Cr

The decline in matchmaking billings was restricted to ~14% QoQ versus estimate of 20% due to earlier than expected recovery in June.

1,67,000+

paid Subscriptions

Marriage services losses came down to INR 3.3 cr in Q1-FY21 as compared to INR 4.4 cr for the corresponding period last year.

Average transaction value for the matchmaking business

2.5% decline Y-o-Y

~18,530

success stories created

Continued focus on multiple initiatives across products, campaigns and customer experience to enhance market positioning and growth momentum.

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For further information please contact our Investor Relations Representatives:

VALOREM ADVISORS

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Mr. Anuj Sonpal, CEO
Tel: +91-22-49039500
Email: matrimony@valoremadvisors.com

ANNEXURE

Quarterly Consolidated Income Statement

Particulars (INR Mn)	Q1-FY21	Q1-FY20	Y-o-Y	Q4-FY20	Q-o-Q
Revenues	868	955	(9.1)%	941	(7.8)%
Total Expenses*	705	786	(10.3)%	804	(12.3)%
EBITDA	163	169	(3.6)%	137	19.0%
EBITDA Margin (%)	*18.6%*	*17.7%*	*90 Bps*	*14.4%*	*420 Bps*
Depreciation	68	66	3.0%	72	(5.6)%
Finance Cost	12	12	NA	13	(7.7)%
Other Income*	42	41	2.4%	40	5.0%
Share of Profit/(loss) of associate	(2)	-	NA	(1)	NA
PBT	123	132	(6.8)%	91	35.2%
Tax	29	39	(25.6)%	23	26.1%
Profit After Tax	94	93	1.1%	68	38.2%
PAT Margin (%)	*10.7%*	*9.7%*	*100 Bps*	*7.2%*	*350 Bps*
Diluted EPS	4.1	4.1	NA	3.0	36.7%

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

Historical Consolidated Income Statement

Particulars (INR Mn)	FY17	FY18	FY19#	FY20#
Revenues	2,928	3,354	3,484	3,718
Total Expenses*	2,339	2,579	2,725	3,158
EBITDA	589	775	759	560
EBITDA Margin (%)	*20.1%*	*23.1%*	*21.7%*	*15.0%*
Depreciation	104	96	265	280
Finance Cost	56	15	48	52
Other Income*	45	65	139	163
Exceptional Items	44	(128)	-	-
Share of Profit/(loss) of associate	-	-	-	(1)
PBT	430	857	585	390
Tax	0	118	160	95
Profit After Tax	430	739	425	295
PAT Margin (%)	*14.6%*	*22.0%*	*12.1%*	*7.9%*
Diluted EPS	20.02	33.4	18.59	12.95

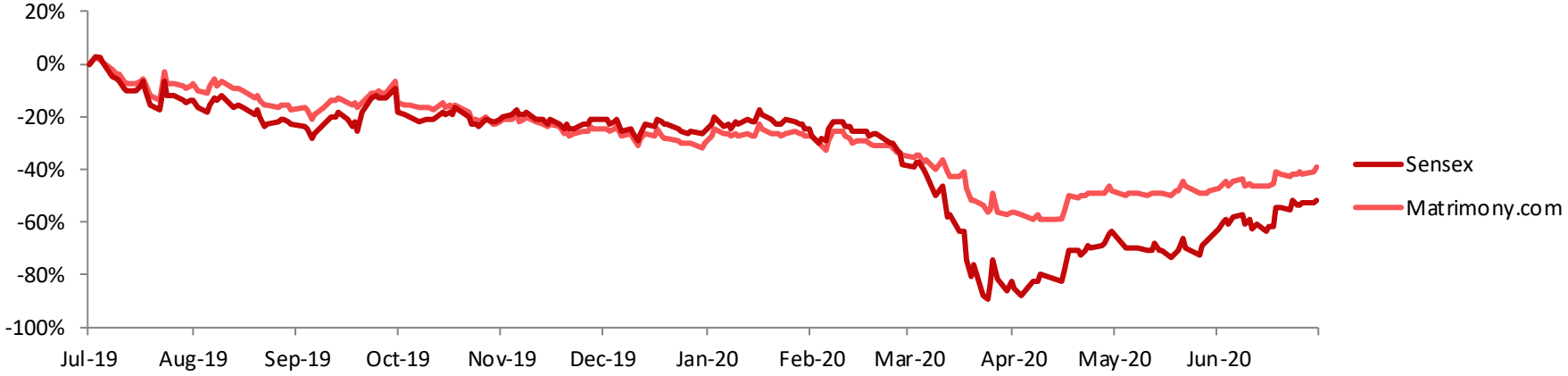
 # As per IndAS 116

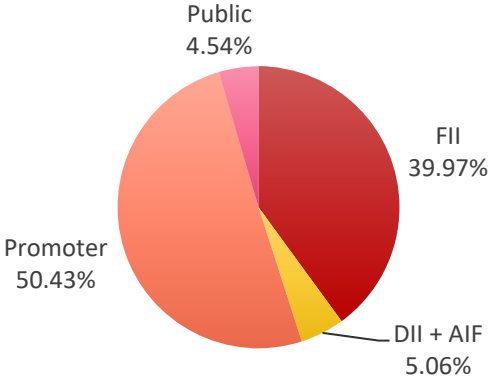
**Operational income adjusted with total expenses to calculate EBITDA*

Historical Consolidated Balance Sheet

Particulars (INR Mn)	FY19	FY20	Particulars (INR Mn)	FY19	FY20
EQUITY AND LIABILITIES			ASSETS		
EQUITY			Non-Current Assets		
Share Capital	114	114	Property, Plant & Equipment	727	730
Other Equity	1,911	2,168	Rights of use assets	479	569
Total Equity	**2,025**	**2,282**	Intangible Assets	31	32
			Intangible Assets under development	-	1
			Investment in associate	-	61
Non Current Liabilities			Financial Assets		
Lease liabilities	413	463	Security Deposits	81	86
Other non current liabilities	4	2	Bank Balances other than Cash and Cash equivalents	-	-
Sub Total Non Current Liabilities	**417**	**465**	Deferred tax assets (Net)	38	18
			Income tax assets (Net)	34	38
			Other Non-current assets	10	15
Current Liabilities			**Sub Total Non Current Assets**	**1,400**	**1,550**
Financial liabilities			Current Assets		
1.Borrowings	-	-	Financial Assets		
2.Trade payables			1.Security Deposits	39	35
a. Total outstanding dues of micro and small enterprises	-	-	2.Cash and Cash Equivalents	54	45
b. Total outstanding dues of creditors other than micro and small enterprises	210	310	3.Bank Balances other than Cash and Cash equivalents	621	1,101
3. Other payables	6	21	4.Investments	1,368	1,204
4. Lease liabilities	107	149	5.Trade Receivables	35	21
Other current liabilities	790	744	6.Derivative instruments	5	-
Provisions	61	76	7.Other financial assets	41	46
Liabilities for current tax (Net)	2	3	Other current assets	55	48
Sub Total Liabilities	**1,176**	**1,303**	**Sub Total Current Assets**	**2,218**	**2,500**
TOTAL EQUITY AND LIABILITIES	3,618	4,050	TOTAL ASSETS	3,618	4,050

Capital Market Information



Price Data (30th June, 2020)	
Face Value (INR)	5.0
Market Price (INR)	395.2
52 Week H/L (INR)	703.0/251.0
Market Cap (INR Mn)	8,486.7
Equity Shares Outstanding (Mn)	22.7
1 Year Avg. trading volume ('000)	11.60

Shareholding Pattern as on 30th June 2020