August 08, 2019

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 Jeejheebhoy 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 the presentation of the Company for the quarter ended June 30, 2019.

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

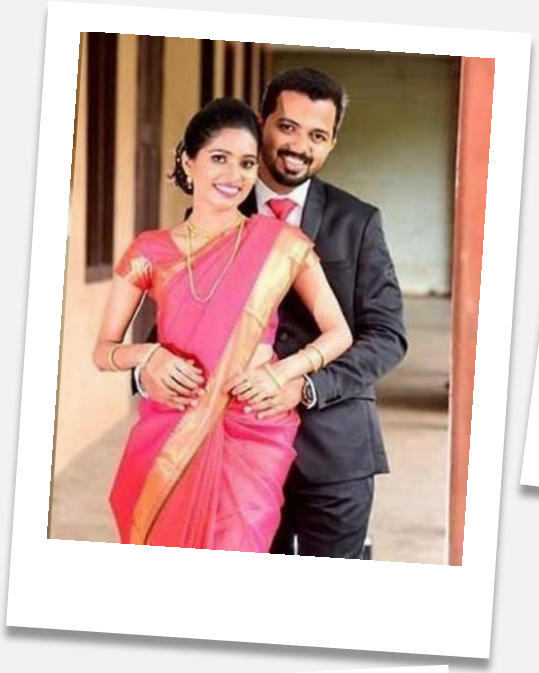
Submitted for your information and records.

Thanking you

Yours faithfully,

For **Matrimony.com Limited**

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



matrimony.com

Investor Presentation

Aug 2019

Disclaimer

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

bharat matrimony

Elite Matrimony
Premium Matchmaking Service

CommunityMatrimony.com
Over 300 Exclusive Community Sites

matrimony photography.com
Professional Photography Service

matrimonymandaps.com
from BharatMatrimony

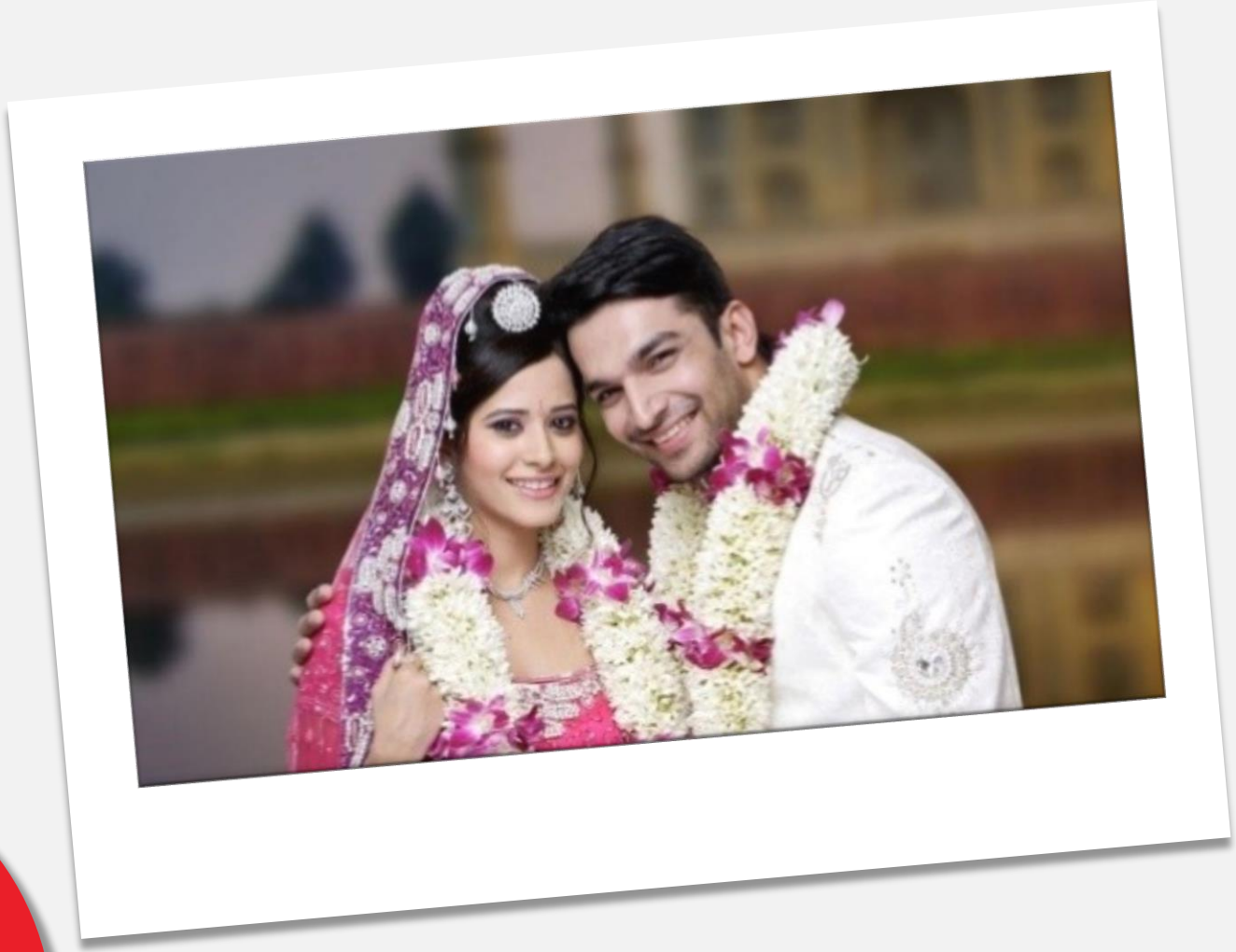
matrimonybazaar.com
from BharatMatrimony

Company Overview 1

Q1 FY20 Results 2

Growth Strategy 3

Management Team 4



matrimony.com

Company Overview

Matrimony.com at a glance

#1 Leader for Matchmaking Services

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

300+

Community Matrimony sites

15

Regional Matrimony sites

4.00 mn

Active Profiles [1]

35.77 mn

Total registrations since January 2006 [1]

731,000

Paid subscriptions in FY2019

INR 3,427 mn

FY19 Billings
(4.9% YoY growth)

[1] As on June 30 2019

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

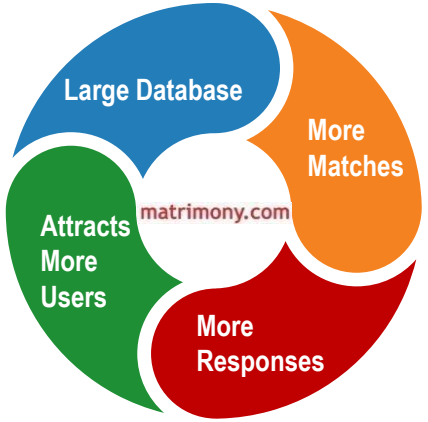
Unmarried Population in 2016 - 107 Mn [1]

Active Seekers in 2016
63 Mn [1]

Active users of online matrimony in 2016
6 Mn [1]

Active Profiles on Matrimony.com
4.00 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 June 30 2019

Multi-Channel Customer Outreach…

matrimony.com

Offline

Website

Mobile

Increasing Mobile Usage

14.8 million app installs [1]

Mobile sites and mobile apps accounts for [2]

- ✓ **95%** of Profile views
- ✓ **85%** of Personalized messages sent and received
- ✓ **89%** of the total number of free profiles registered
- ✓ **90%** of Express Interest messages
- ✓ **83%** 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 05 July 2019 ;
[2] For the month of June 2019

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

matrimony photography.com
Professional Photography Service

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

A Girl Child Campaign
By Population First

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

IGMASA
AN APPS WORLD MAG INITIATIVE

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

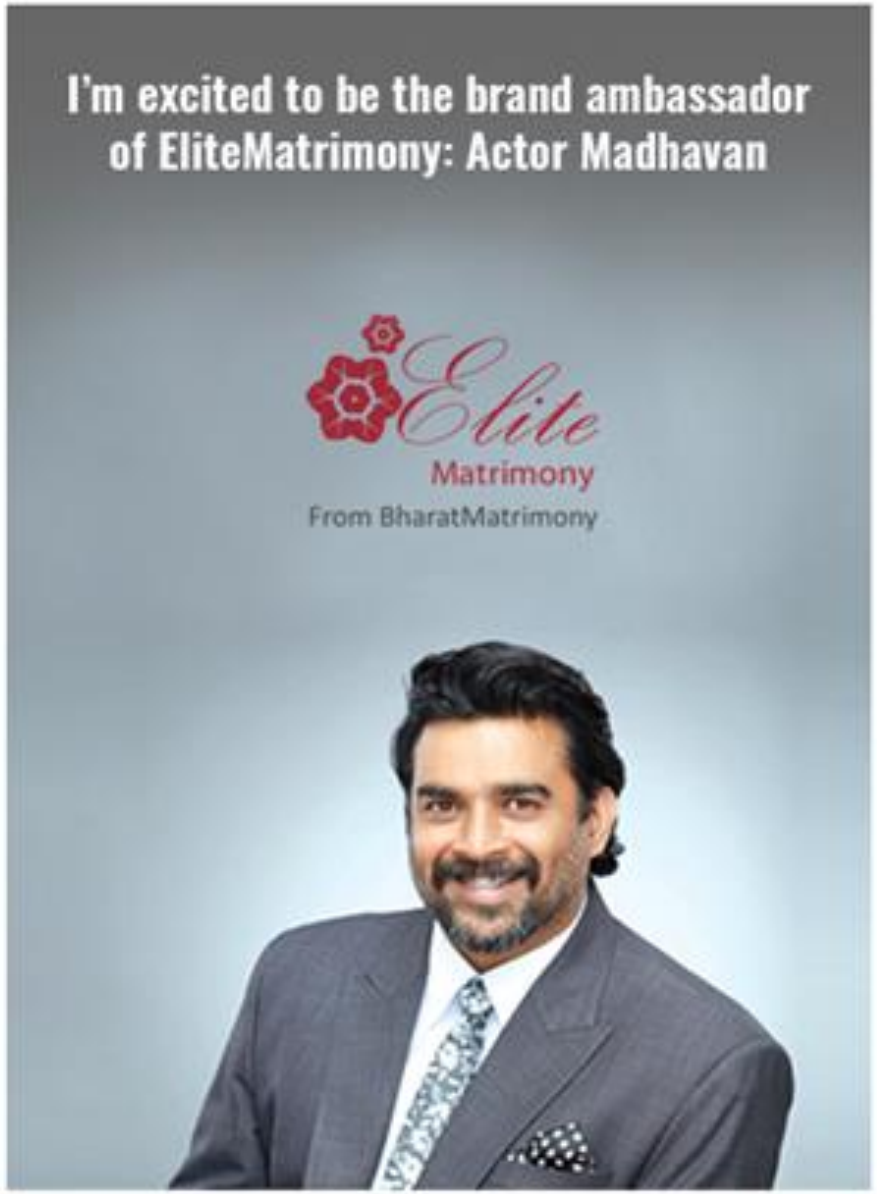
BharatMatrimony has been conferred with the prestigious '**Superbrand 2019**' status by leading independent brand arbiter Superbrands India

SELECTED
Superbrand
INDIA
Consumer Validated
2019

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

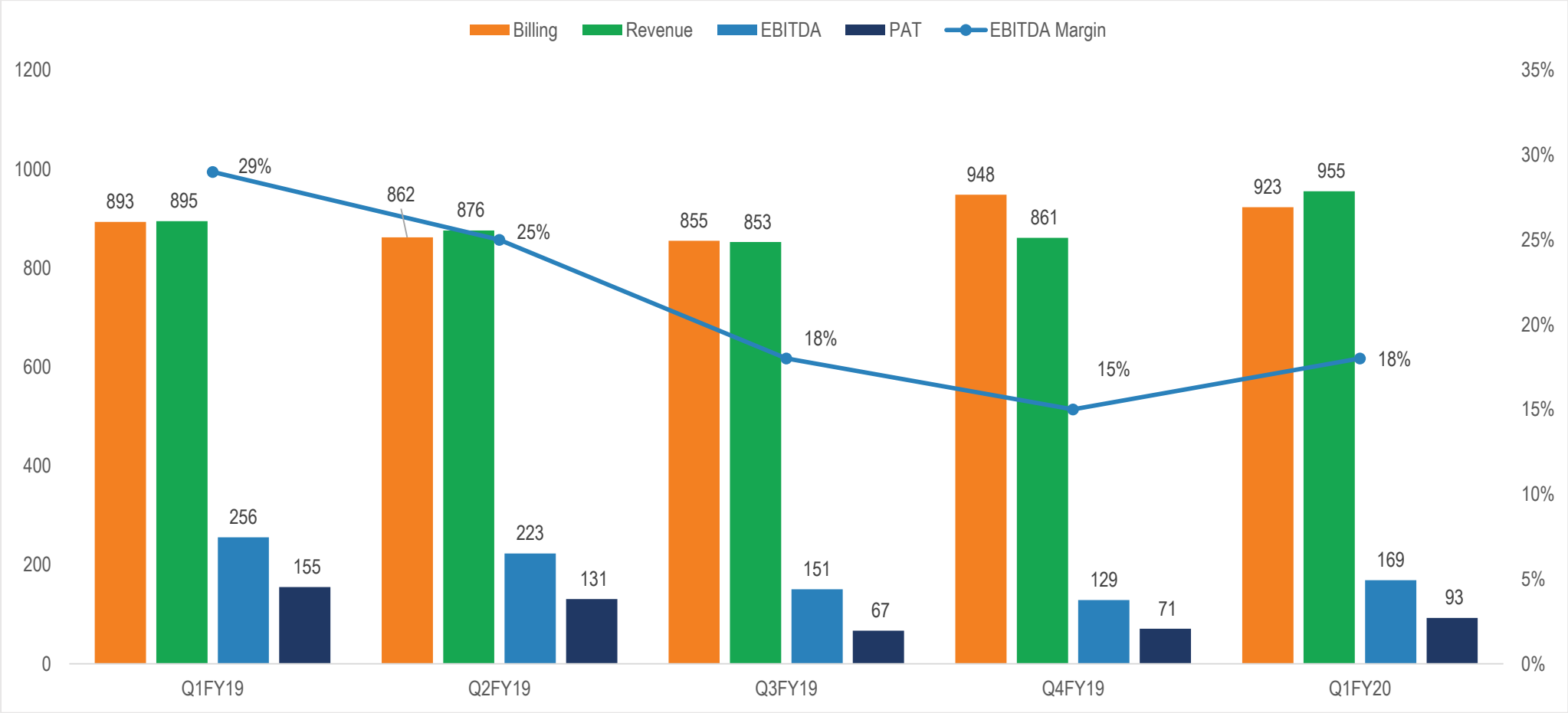
...Our Brand Ambassadors

matrimony.com



Enterprise Performance

In ₹ million



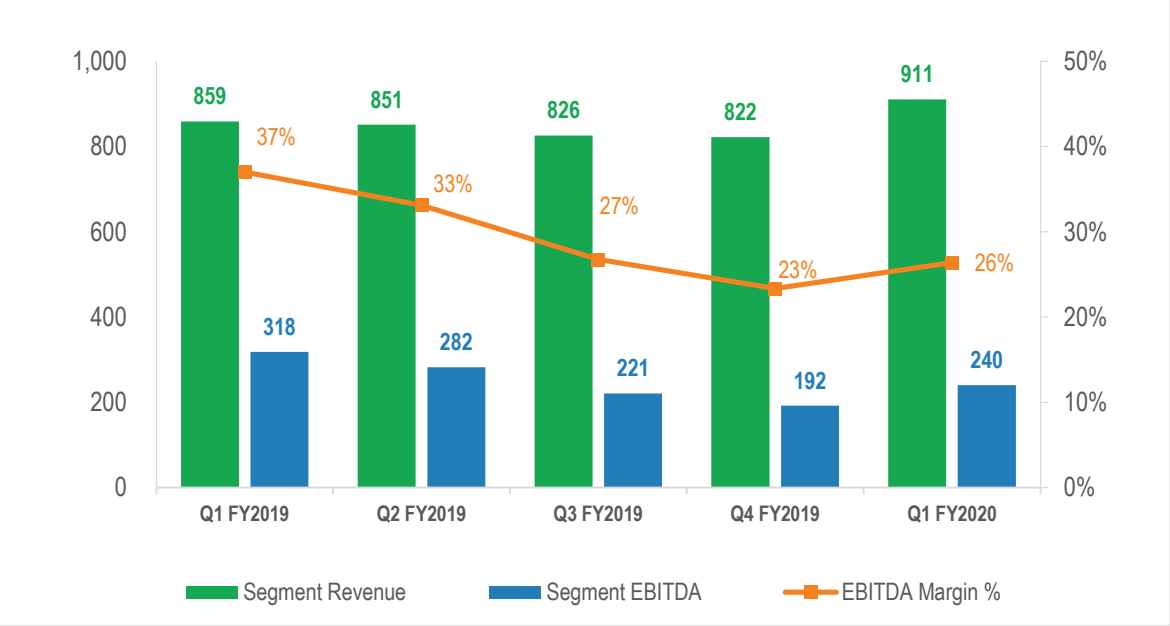
Strong Revenue growth of 10.9% QoQ and 6.7% YoY

Note: Company has adopted Ind AS 116 "Leases" using full retrospective method. Consequently, Depreciation and Interest expenses are recognised in lieu of Rent expenses resulting in increase of EBITDA by 500 bps in the current quarter and similar impact in the previous quarters. As a result of transition, Comparatives has been restated and there is no significant impact to PAT

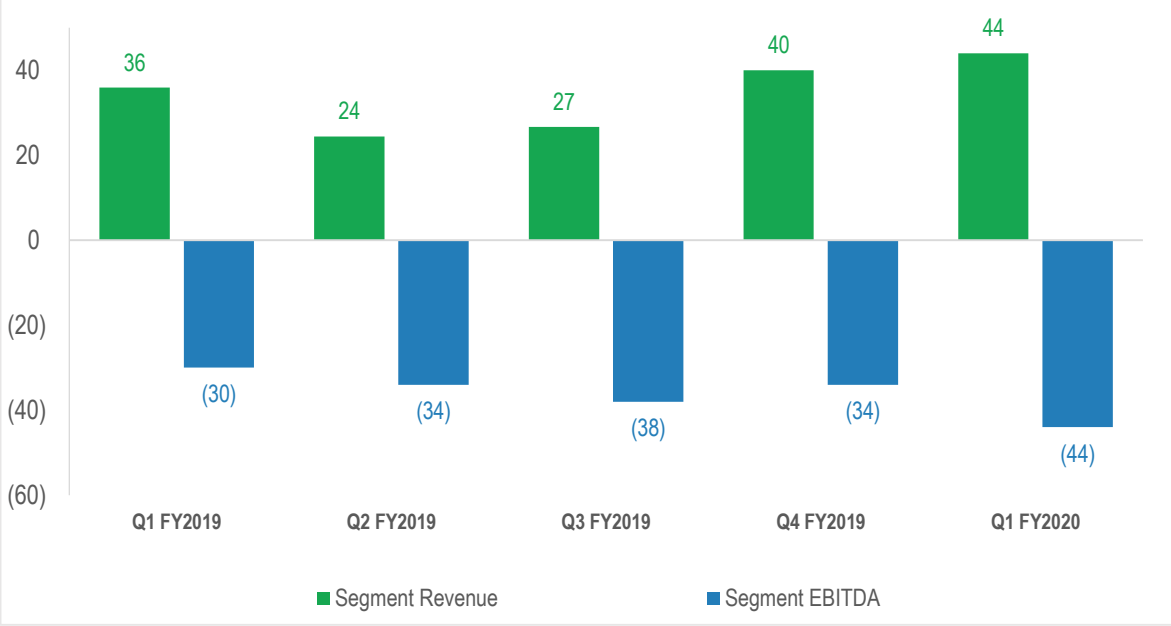
Segment Performance

In ₹ million

Matchmaking Services



Marriage Services



Q1FY20 Key Metrics

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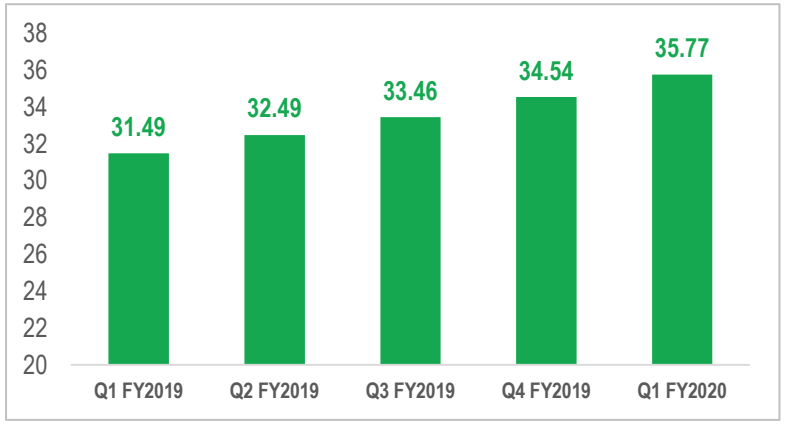
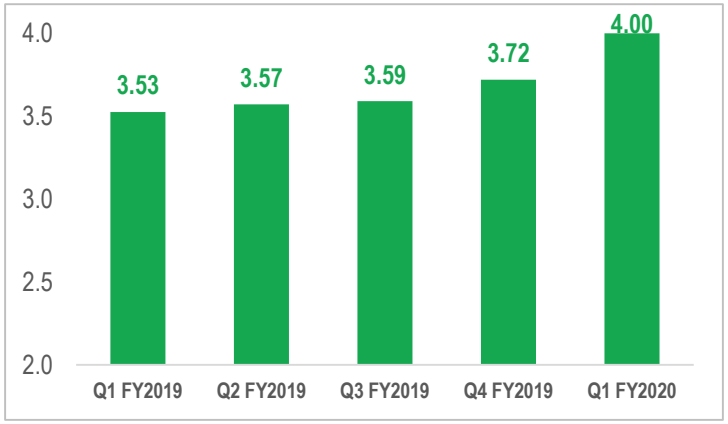
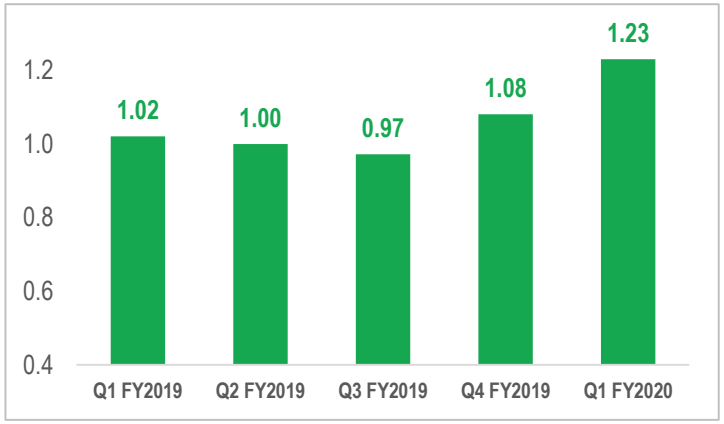
Ever Registrations (in mn)



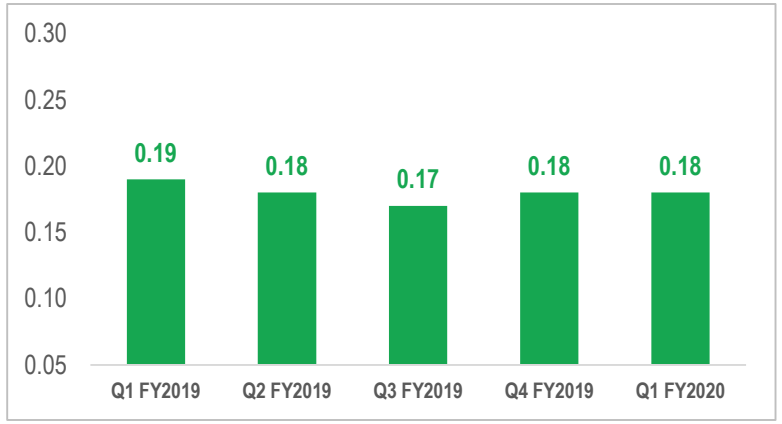
Active Profiles (in mn)



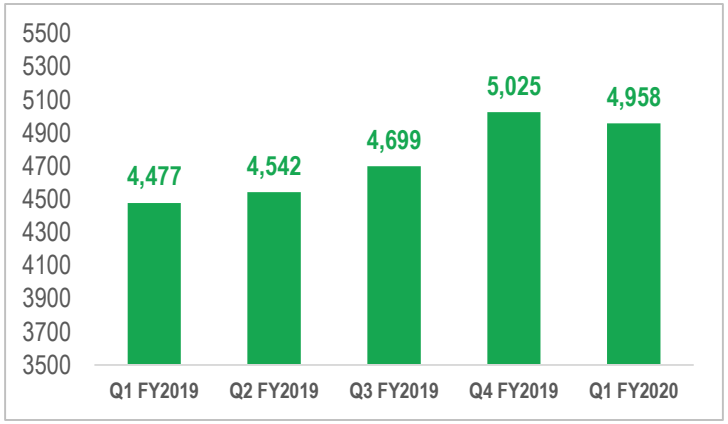
Free Registrations (in mn)



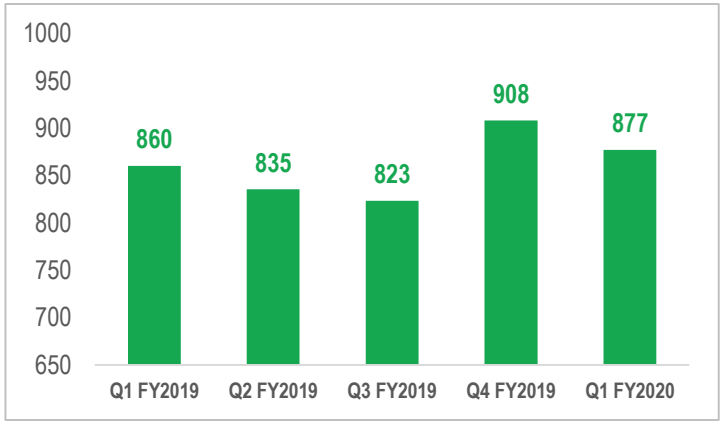
Paid Subscription (in mn)



ATV (in Rs)



Matchmaking Billing (in Rs mn)



Our Growth Strategy

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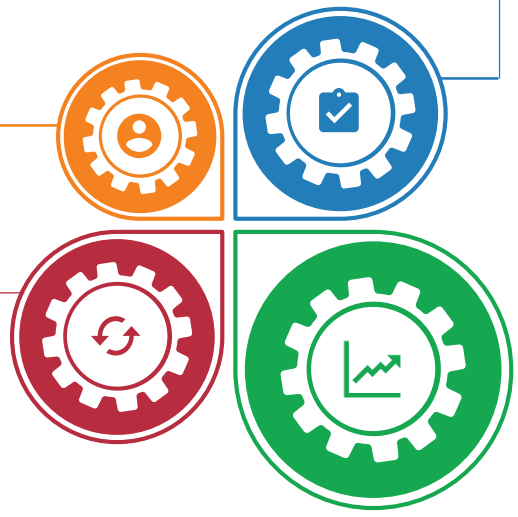
Matchmaking Growth Cycle

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

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



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

Sushanth Pai
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

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Investor Contacts

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