

November 8, 2024

**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.**

**NSE Symbol: MATRIMONY**

Pursuant to Regulation 30 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015, please find enclosed the copy of the Investor presentation for the quarter and half year ended September 30, 2024.

The aforesaid presentation is also being hosted on the website of the Company viz., [www.matrimony.com](http://www.matrimony.com).

Submitted for your information and records.

Thanking you

Yours faithfully,

For **Matrimony.com Limited**

**Vijayanand Sankar**  
**Company Secretary & Compliance Officer**  
**ACS: 18951**  
**No.94, TVH Beliciaa Towers, Tower II, 5<sup>th</sup> Floor,**  
**MRC Nagar, Raja Annamalaipuram,**  
**Chennai – 600028**

---

**Matrimony.com Limited**

(CIN: L63090TN2001PLC047432)

Registered & Corporate Office No.94, TVH Beliciaa Towers, Tower II, 5<sup>th</sup> Floor, MRC Nagar, Raja Annamalaipuram, Chennai – 600028. Phone No. 044-4900 1919



Investor Presentation | November 2024



▶ 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.

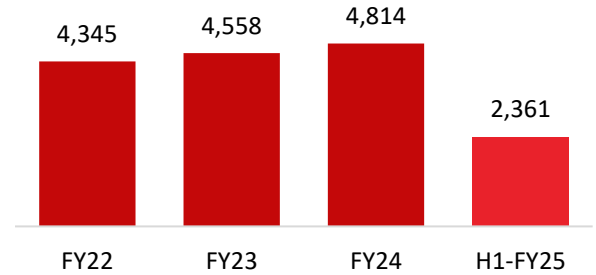
▶ Forward integrated into providing marriage services by aspiring to become a one stop shop for our customers in an asset light vendor platform for venue bookings, catering, decorations, etc.

▶ The market cap of the company as on 30<sup>th</sup> September 2024 ~ INR 16,805 Mn

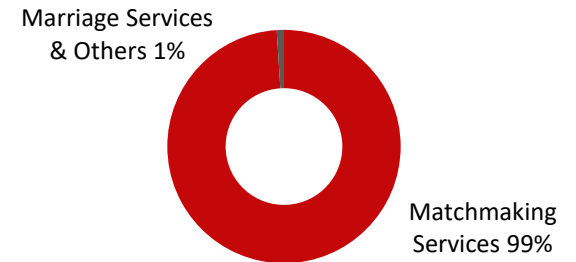
▶ Matrimony.com has been certified a Great Place to Work by an assessment conducted by Great Place to Work, India



## Consolidated Revenue Growth (INR Mn)



## Business Mix – H1-FY25



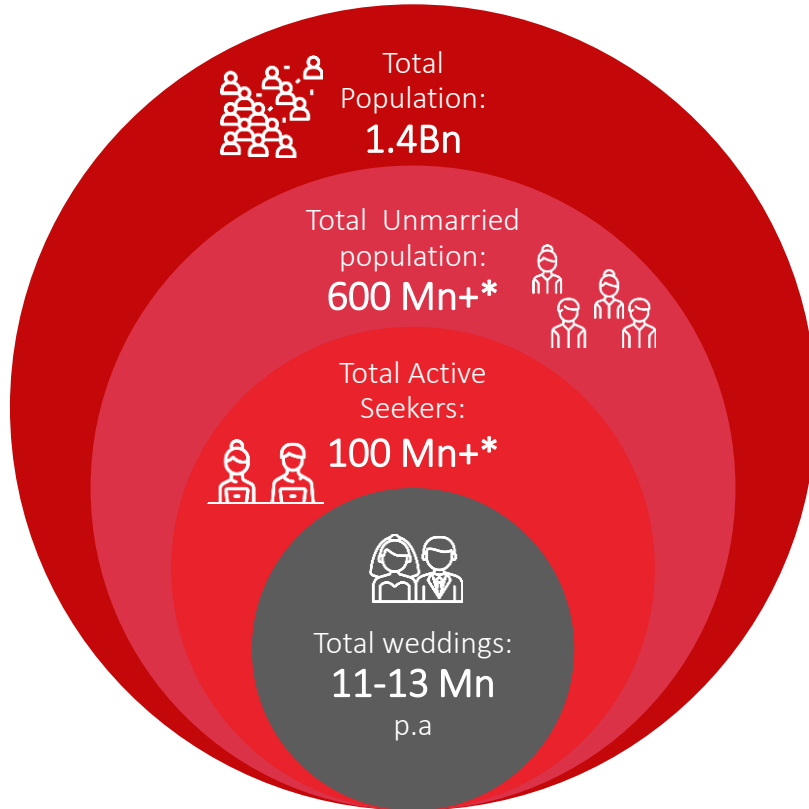


# Our Leadership Position





## Sector



## 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 306 Mn**

(2029)

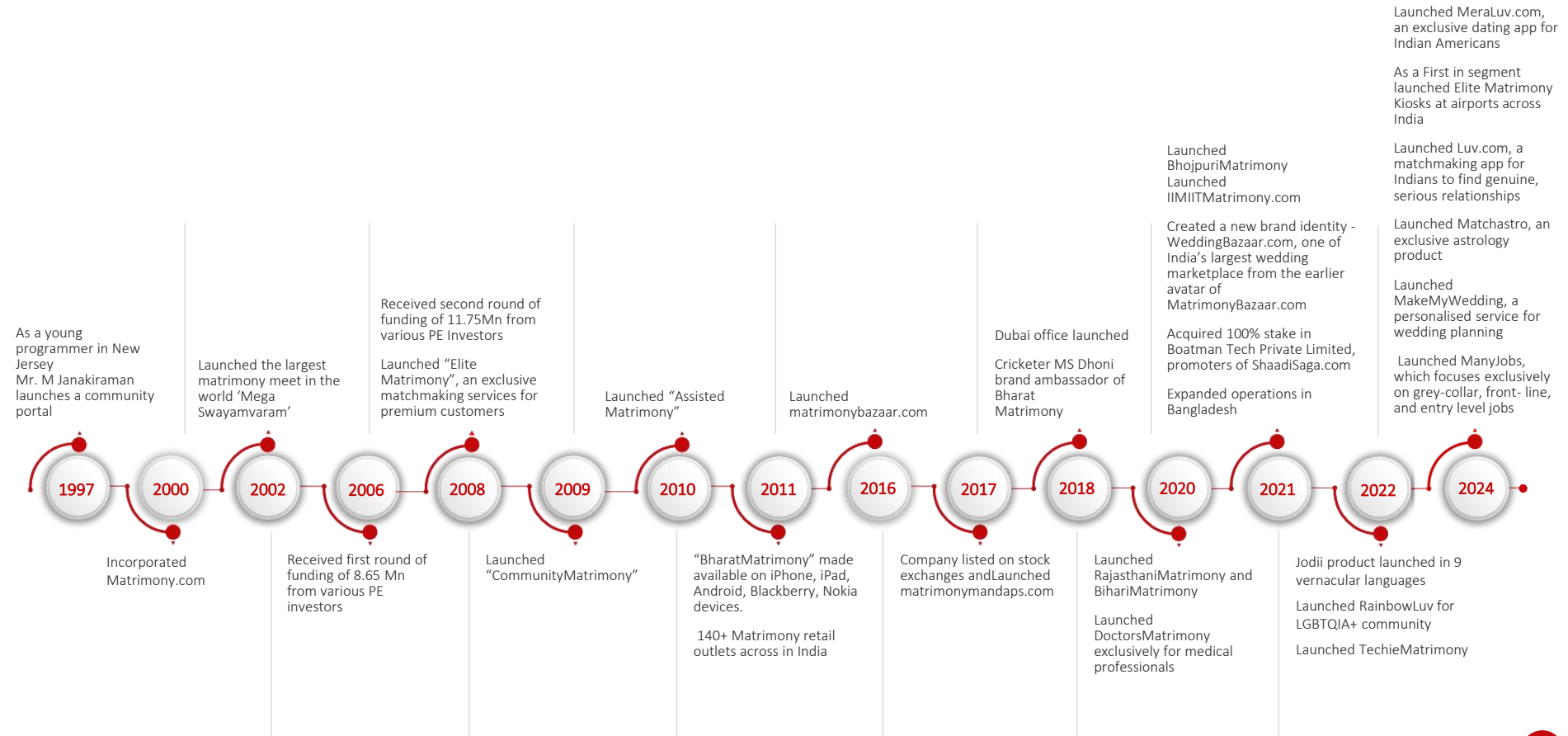
\* World Bank, Census, Medium.com, KPMG report, Indian Express, Statista, Company Sources

# COMPANY OVERVIEW





# Notable milestones over the last 24 years





**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 Creagis, 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. He 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, Jamsedpur. Earlier associated with the Company as Nominee Director of Yahoo! Netherlands B.V. He Was also associated with Mindtree Ltd as Sr. Vice President.



# Awards & Accolades



Bharatmatrimony.com awarded 'India's most trusted online matrimony' by Brand Trust Report India Study 2014



Received Certificate of Excellence from NASSCOM for 'Innovative Application of Analytics for Business Solution, 2015'



Special jury mention for gender sensitivity (2013-2014) for a TVC (Bharat Matrimony-Career) at the 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



'Find Your Equal' campaign, award for 'Gender Sensitivity' at the International Advertising Association's IndiaAA 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



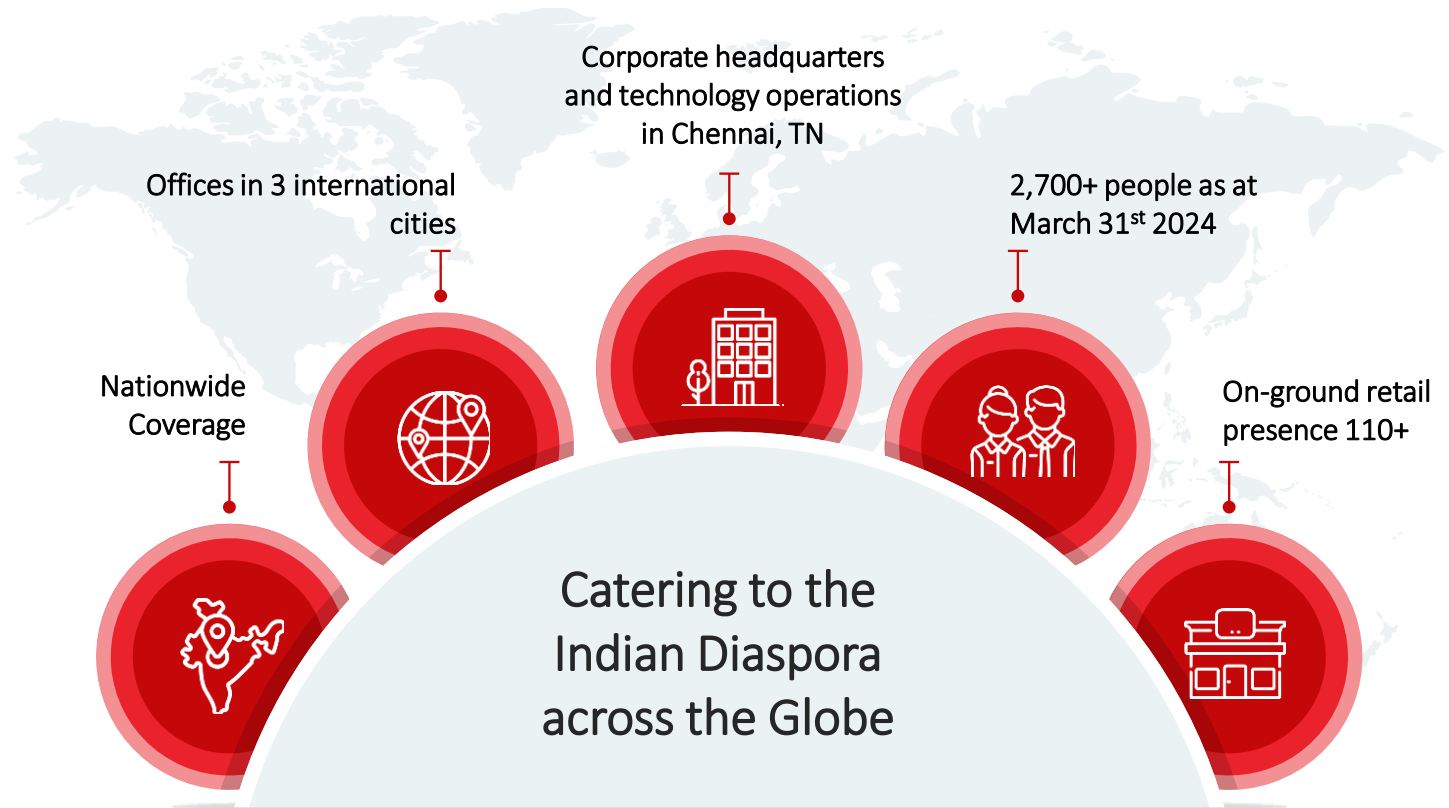
Mr. Murugavel Janakiraman was featured in the Top Technology Leaders 2020 List by Exchange4Media's Impact Magazine.



Matrimony.com won an Award from CNBC-TV18 under "Masters of Risk – Service Sector, Small Cap category".



Matrimony.com won the ET Brand Equity "Shark Award" for best use of Digital and Social Media for its AI based Valentine's Day Campaign



# BUSINESS OVERVIEW





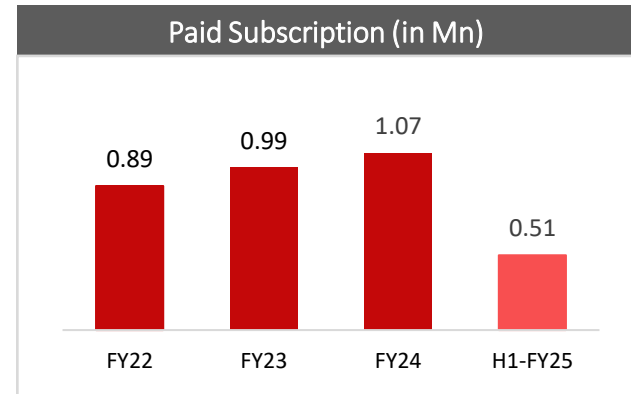
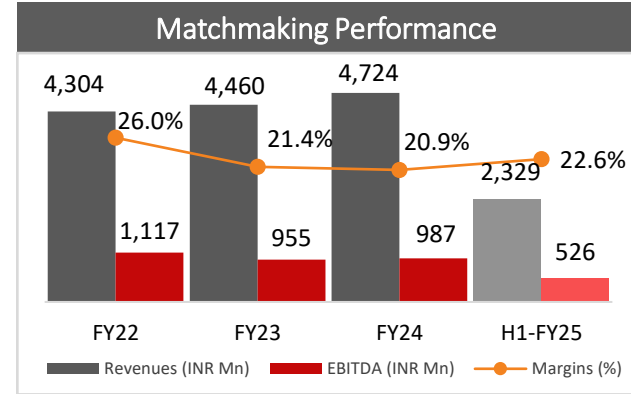
▶ Matrimony.com has the largest number of matchmaking online platforms to suit a person's choice and preference

▶ 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

▶ Pioneer in Jodii, launched in 9 vernacular languages



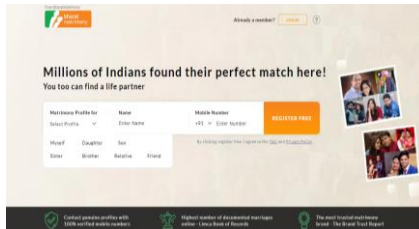


Launched in the year 2000, BharatMatrimony is the flagship brand of Matrimony.com

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



### Key features

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

95% of Indians get married within their own community

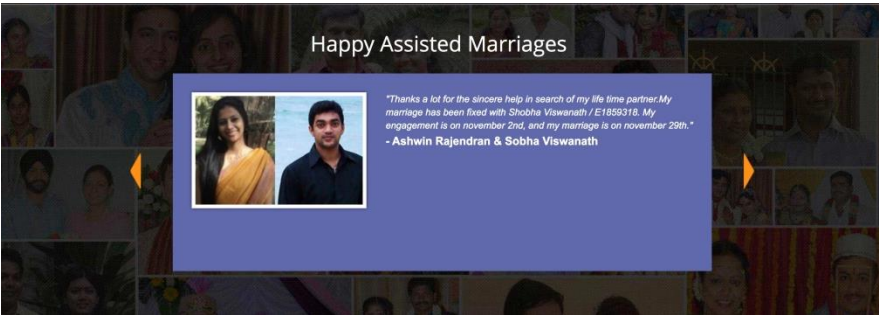
CommunityMatrimony.com is an exclusive matrimony platform consisting of over 300 different community websites

It has been further sub-divided into categories like ChristianMatrimony, MuslimMatrimony, SikhMatrimony, JainMatrimony, AgarwalMatrimony, YadavMatrimony, MarathaMatrimony, etc. Added IIMIITMatrimony.com and DoctorsMatrimony services.

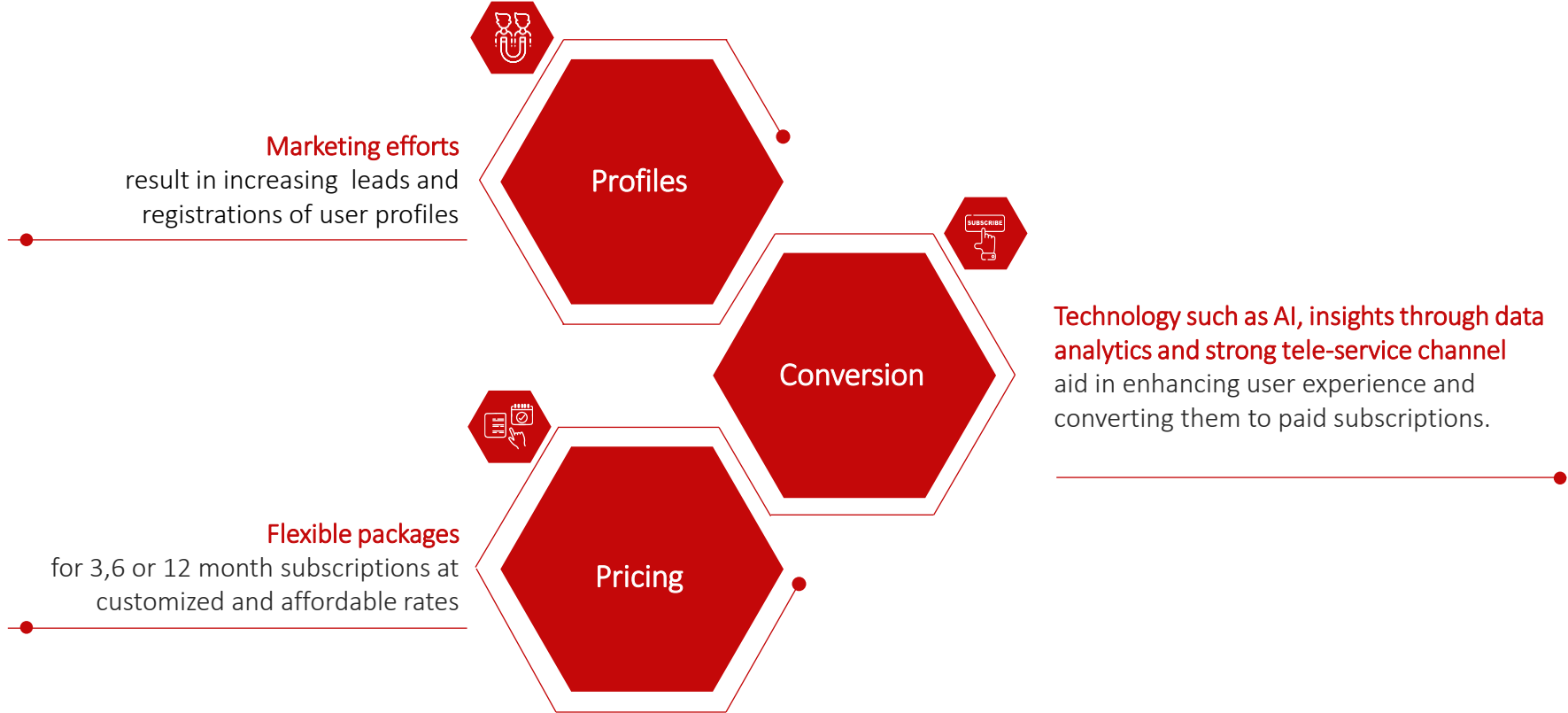


Assisted Matrimony – Matrimony.com also provides value added services for the users who are busy and need assistance in matchmaking.

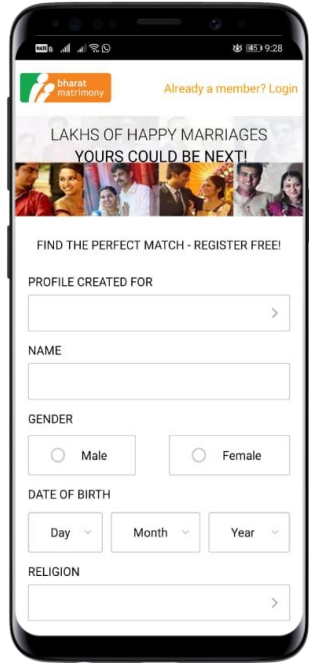
Involves matchmaking services supported by relationship managers who provide personalized assistance to subscribed users. Relationship managers contact the prospects on behalf of the customer after taking the customer's consent and facilitate communication and meetings based on mutual interest.



Elite Matrimony – A personalized matchmaking service for the affluent.







## 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



## 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



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.”



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



## WeddingBazaar

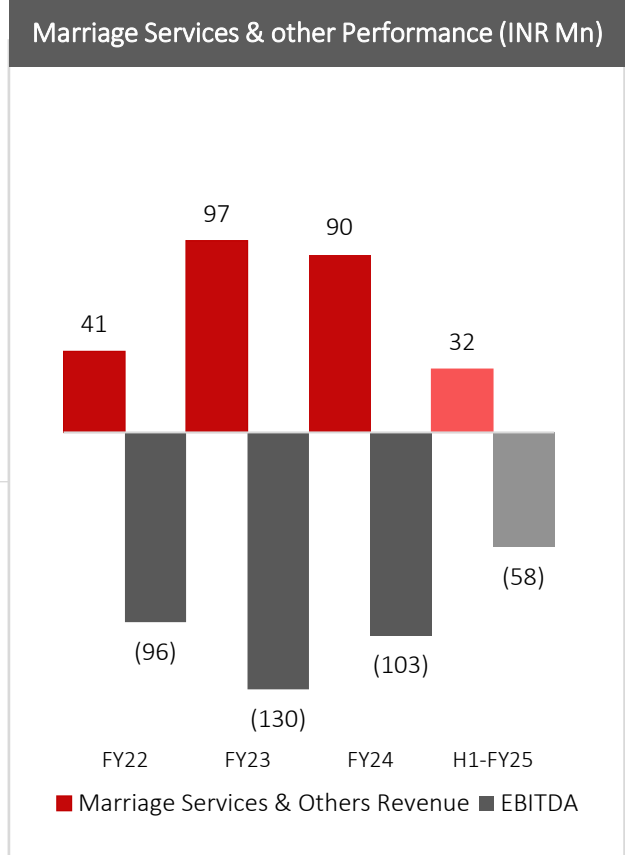
Online marketplace providing wedding-related services whereby vendors including photography, make-up, mehendi, wedding-planner, catering and decorations, etc.

**mandap.com**  
from BharatMatrimony

## Mandap

A wedding venue booking platform with mandaps, banquet halls, convention halls, etc.

**Marriage Services with a network of over 2,00,000 vendors in 40+ cities**





- Luv.com is a premier matchmaking app specifically tailored for Indians seeking genuine, serious relationships that stand the test of time. Designed with the needs of singles in mind, Luv.com focuses on fostering long-lasting love and meaningful connections.



- A premium service designed to connect customers with the finest wedding vendors, offering exclusive deals and tailored support through dedicated Relationship Managers. Our goal is to simplify the wedding planning process, making it not only effortless but also a joyful experience for the customers.



- MeraLuv is an exclusive dating app designed for Indian Americans, bridging the gap for those seeking meaningful connections in their romantic journeys. It caters to individuals who desire relationships that resonate with their cultural heritage while embracing their contemporary American identity.



- MatchAstro is an exclusive astrology product focused on giving astrology advice, mainly about love, relationship, and marriage.
- It is a platform to connect with handpicked top astrologers who have expertise in marriage consultancy.



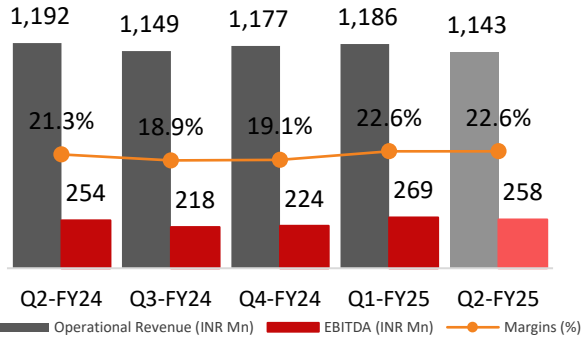
- Many jobs, is Exclusively for Frontline & Entry level job seekers, currently available in major cities of Tamil Nadu, with the option of using the app in Tamil.
- Designed with simplicity and accessibility in mind, our platform focuses on helping individuals start their careers or transition into new roles.

# FINANCIAL OVERVIEW

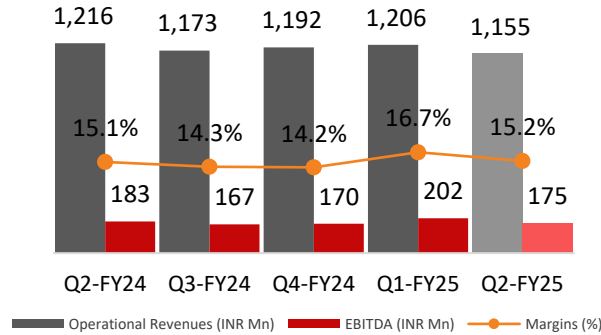




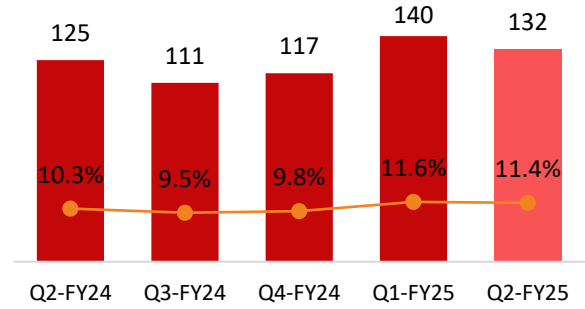
## Matchmaking Performance



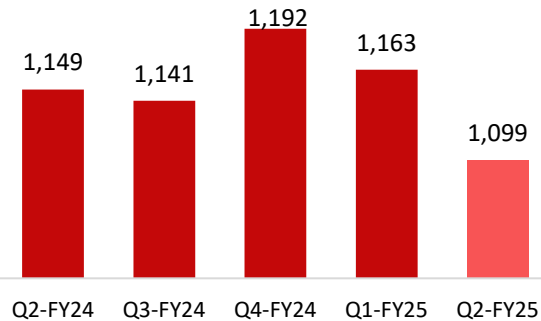
## Consolidated Performance



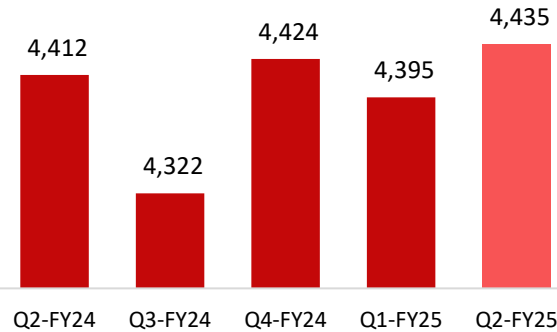
## Net Profit (INR Mn) and PAT Margins (%)



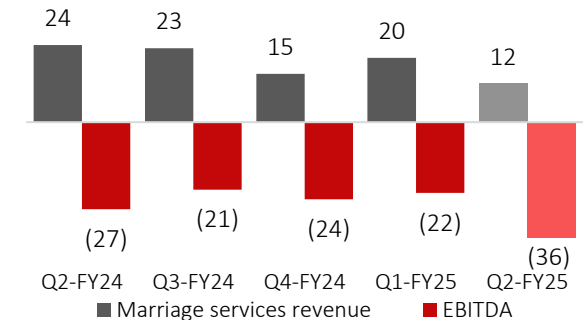
## Matchmaking Billings (INR Mn)



## Matchmaking ATV (INR)

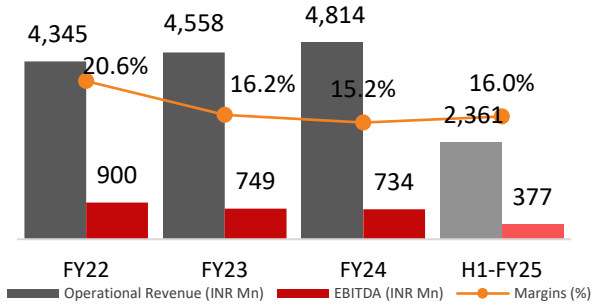


## Marriage Services & Others Performance (INR Mn)

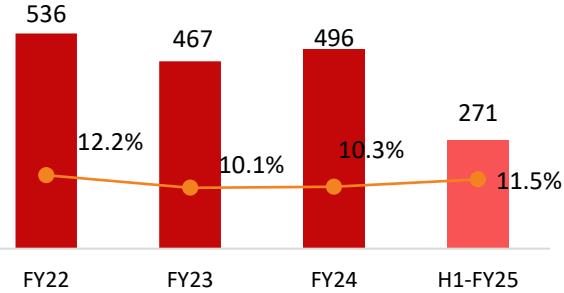




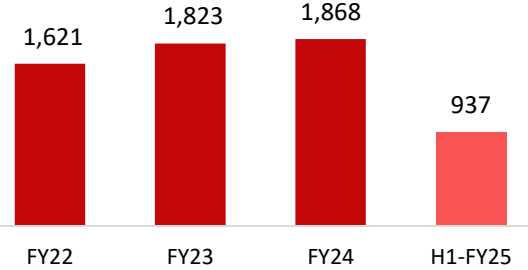
## Consolidated Performance



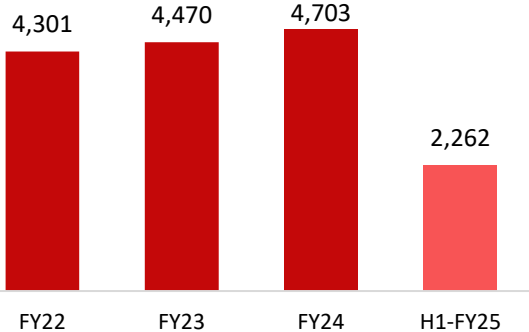
## Net Profit (INR Mn) and PAT Margins (%)



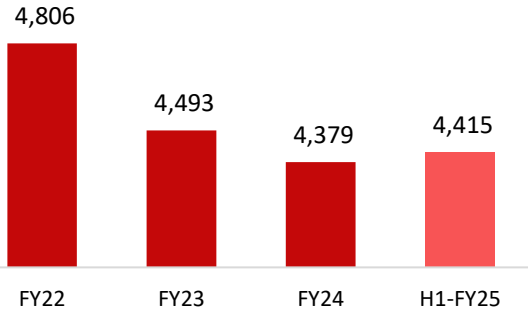
## Marketing Expense (INR Mn)



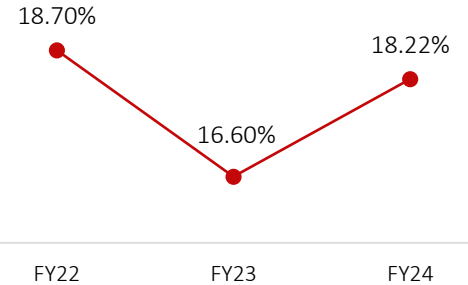
## Matchmaking Billings (INR Mn)



## ATV (INR)



## RoE (%)





Consolidated Billings for the quarter

**INR 1,110 Mn**

Revenues for the quarter

**INR 1,155 Mn**

Q2-FY25 Consolidated Revenue is INR 1,155 Mn decreased by 5.0% Y-O-Y

Q2-FY25 Matchmaking revenue is INR 1,143 Mn decreased by 4.1% Y-O-Y

Added 0.25 Mn paid subscribers during the quarter decreased by 4.9% Y-O-Y

Matchmaking Billings for the quarter

**INR 1,099 Mn**

Revenues for the quarter

**INR 1,143 Mn**

ATV for the matchmaking business increased by 0.5% Y-O-Y, in line with our customer segmentation strategies

30,600+ success stories in Q2-FY25

**0.25 Mn**

Paid Subscriptions for the quarter

Annualized return on capital employed is at 13.0%

PAT is at INR 132 Mn which represents a growth of 5.0% Y-O-Y

Average transaction value for the matchmaking business for the quarter

**INR 4,435**

Our Cash balance is at INR 3,794 Mn

ANNEXURE





# Quarterly Consolidated Financial Performance

matrimony.com

Particulars (INR Mn)	Q2-FY25	Q2-FY24	Y-o-Y	Q1-FY25	Q-o-Q
Revenues	1,155	1,216	(5.0%)	1,206	(4.2%)
Total Expenses*	980	1,033	(5.2%)	1,004	(2.4%)
EBITDA	175	183	(4.5%)	202	(13.1%)
<b>EBITDA Margin (%)</b>	<b>15.2%</b>	<b>15.1%</b>	<b>10 Bps</b>	<b>16.7%</b>	<b>(150 Bps)</b>
Depreciation	75	68	10.3%	74	1.4%
Finance Cost	13	13	NA	13	NA
Finance Income	84	63	33.3%	68	23.5%
Share of Profit/(loss) of associate	0	0	NA	0	NA
PBT	172	165	4.2%	183	(6.0%)
Tax	40	40	NA	43	(7.0%)
Profit After Tax	132	125	5.0%	140	(5.8%)
<b>PAT Margin (%)</b>	<b>11.4%</b>	<b>10.3%</b>	<b>110 Bps</b>	<b>11.6%</b>	<b>(20 Bps)</b>
Diluted EPS	5.91	5.63	5.0%	6.27	(5.8%)

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



# H1-FY25 Consolidated Financial Performance

matrimony.com

Particulars (INR Mn)	H1-FY25	H1-FY24	Y-o-Y
Revenues	2,361	2,449	(3.6%)
Total Expenses*	1,984	2,052	(3.3%)
EBITDA	377	397	(5.2%)
<b>EBITDA Margin (%)</b>	<b>16.0%</b>	<b>16.2%</b>	(20 Bps)
Depreciation	149	140	6.4%
Finance Cost	25	26	(3.8%)
Finance Income	152	120	26.7%
Share of Profit/(loss) of associate	(1)	(1)	NA
PBT	355	350	1.4%
Tax	84	83	1.2%
Profit After Tax	271	267	1.5%
<b>PAT Margin (%)</b>	<b>11.5%</b>	<b>10.9%</b>	60 Bps
Diluted EPS	12.18	11.99	1.6%

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



# Historical Consolidated Income Statement

Particulars (INR Mn)	FY22	FY23	FY24	H1-FY25
Revenues	4,345	4,558	4,814	2,361
Total Expenses*	3,445	3,809	4,080	1,984
<b>EBITDA</b>	<b>900</b>	<b>749</b>	<b>734</b>	<b>377</b>
<b>EBITDA Margin (%)</b>	<b>20.6%</b>	<b>16.4%</b>	<b>15.3%</b>	<b>16.0%</b>
Depreciation	269	300	284	149
Finance Cost	54	59	52	25
Finance Income	150	169	248	152
Share of Profit/(loss) of associate	(8)	-	-	(1)
<b>PBT</b>	<b>719</b>	<b>559</b>	<b>647</b>	<b>355</b>
Tax	183	92	152	84
<b>Profit After Tax</b>	<b>536</b>	<b>467</b>	<b>496</b>	<b>271</b>
<b>PAT Margin (%)</b>	<b>12.2%</b>	<b>10.1%</b>	<b>10.3%</b>	<b>11.5%</b>
Diluted EPS	23.39	20.72	22.25	12.18

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



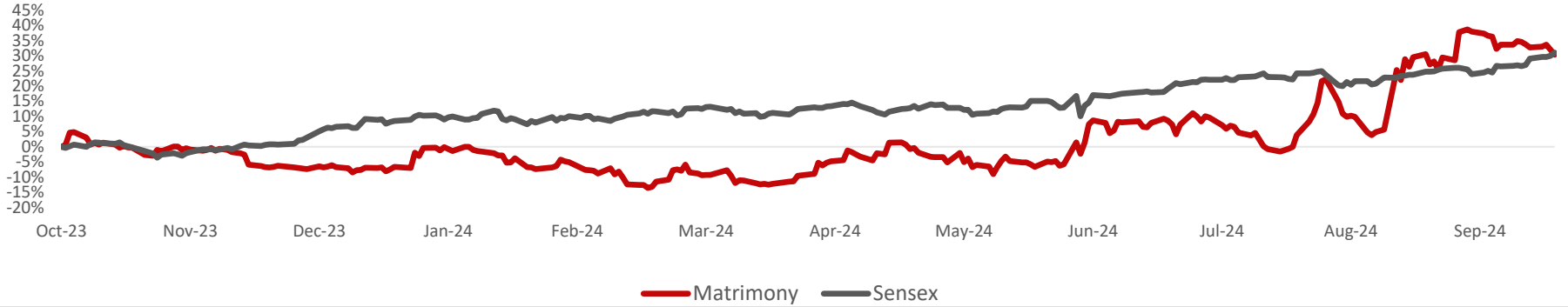
# Historical Consolidated Balance Sheet

Particulars (INR Mn)	FY23	FY24	H1-FY25
<b>EQUITY AND LIABILITIES</b>			
<b>EQUITY</b>			
Share Capital	111	111	111
Other Equity	2,419	2,804	2,964
<b>Total Equity</b>	<b>2,530</b>	<b>2,915</b>	<b>3,075</b>
<b>Non Current Liabilities</b>			
Lease liabilities	530	424	395
Deferred Tax Liabilities (Net)	7	5	4
<b>Sub Total Non Current Liabilities</b>	<b>537</b>	<b>429</b>	<b>399</b>
<b>Current Liabilities</b>			
<b>Financial liabilities</b>			
Trade payables	452	531	636
Lease liabilities	150	156	177
Other current liabilities	914	861	772
Provisions	73	85	90
Current tax liabilities	2	43	-
<b>Sub Total Current Liabilities</b>	<b>1,592</b>	<b>1,676</b>	<b>1,675</b>
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>4,659</b>	<b>5,020</b>	<b>5,149</b>

Particulars (INR Mn)	FY23	FY24	H1-FY25
<b>ASSETS</b>			
<b>Non-Current Assets</b>			
Property, Plant & Equipment	184	148	151
Rights of use assets	610	494	482
Other Intangible Assets	50	160	145
Goodwill	87	87	87
Investments accounted for using the equity method	47	47	47
<b>Financial Assets</b>			
Security Deposits	81	81	90
Other Financial Assets	-	-	228
Investments	213	209	208
Loans	2	-	0
Deferred tax assets (Net)	54	84	78
Income tax assets	37	38	21
Other Non-current assets	26	31	29
<b>Sub Total Non Current Assets</b>	<b>1,391</b>	<b>1,379</b>	<b>1,566</b>
<b>Current Assets</b>			
<b>Financial Assets</b>			
Security Deposits	16	20	18
Cash and Cash Equivalents	87	81	158
Bank Balances other than Cash and Cash equivalents	2,157	2,148	1,877
Investments	790	1,146	1,324
Trade Receivables	1	1	1
Loans	2	2	2
Other financial assets	153	177	133
Other current assets	62	66	70
<b>Sub Total Current Assets</b>	<b>3,268</b>	<b>3,641</b>	<b>3,583</b>
<b>TOTAL ASSETS</b>	<b>4,659</b>	<b>5,020</b>	<b>5,149</b>



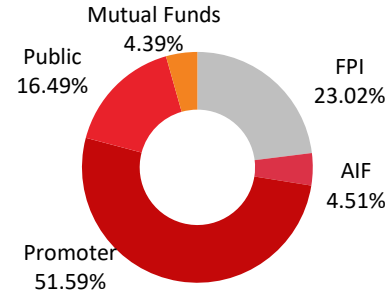
## 1 Year Stock Market Performance (as on 30<sup>th</sup> September, 2024)



## Price Data (as on 30<sup>th</sup> September, 2024)

Face Value (INR)	5.0
Market Price (INR)	754.9
52 Week H/L (INR)	848.0/499.0
Market Cap (INR Mn)	16,805.5
Equity Shares Outstanding (Mn)	22.3
1 Year Avg. Trading Volume ('000)	71.0

## Shareholding Pattern (as on 30<sup>th</sup> September, 2024)





*No representation or warranty, express or implied, is made as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of the information or opinions contained in this presentation. Such information and opinions are in all events not current after the date of this presentation. Certain statements made in this presentation may not be based on historical information or facts and may be "forward looking statements" based on the currently held beliefs and assumptions of the management of Matrimony.com Limited, which are expressed in good faith and in their opinion reasonable, including those relating to the Company's general business plans and strategy, its future financial condition and growth prospects and future developments in its industry and its competitive and regulatory environment. Forward-looking statements involve known and unknown risks, uncertainties and other factors, which may cause the actual results, financial condition, performance or achievements of the Company or industry results to differ materially from the results, financial condition, performance or achievements expressed or implied by such forward-looking statements, including future changes or developments in the Company's business, its competitive environment and political, economic, legal and social conditions. Further, past performance is not necessarily indicative of future results. Given these risks, uncertainties and other factors, viewers of this presentation are cautioned not to place undue reliance on these forward-looking statements. The Company disclaims any obligation to update these forward-looking statements to reflect future events or developments.*

*This presentation is for general information purposes only, without regard to any specific objectives, financial situations or informational needs of any particular person. This presentation does not constitute an offer or invitation to purchase or subscribe for any securities in any jurisdiction, including the United States. No part of it should form the basis of or be relied upon in connection with any investment decision or any contract or commitment to purchase or subscribe for any securities. None of our securities may be offered or sold in the United States, without registration under the U.S. Securities Act of 1933, as amended, or pursuant to an exemption from registration there from.*

*This presentation is confidential and may not be copied or disseminated, in whole or in part, and in any manner.*

**Valorem Advisors Disclaimer:**

*Valorem Advisors is an Independent Investor Relations Management Service company. This Presentation has been prepared by Valorem Advisors based on information and data which the Company considers reliable, but Valorem Advisors and the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded. Valorem Advisors also hereby certifies that the directors or employees of Valorem Advisors do not own any stock in personal or company capacity of the Company under review.*

**For further information please contact our Investor Relations Representatives:**



VALOREM ADVISORS

Valorem Advisors  
Mr. Anuj Sonpal, CEO  
Tel: +91-22-49039500  
Email: [matrimony@valoremadvisors.com](mailto:matrimony@valoremadvisors.com)