

February 10, 2023

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 & nine months ended December 31, 2022.

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 Beliciaa Towers, Tower II, 5th Floor,
MRC Nagar, Raja Annamalaipuram
Chennai – 600028



Investor Presentation | February 2023



▶ 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.

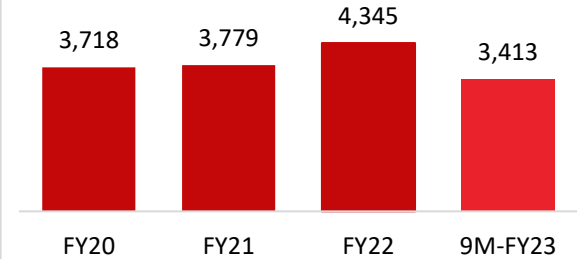
▶ Pioneer and leader in the Indian online matchmaking space.

▶ 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.

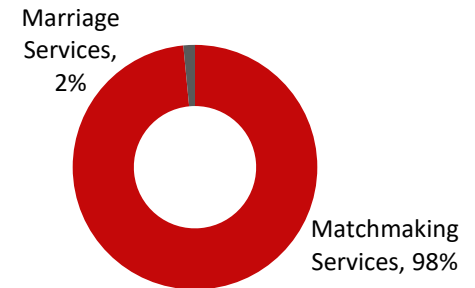
▶ Forward integrated into providing marriage services by aspiring to become a one stop shop for our customers in an asset light vendor platform for venue bookings, catering, decorations, etc.

▶ The market cap of the company as on 31st December 2022 ~ INR 12,993 Mn

Consolidated Revenue Growth (INR Mn)



Business Mix – 9M-FY23



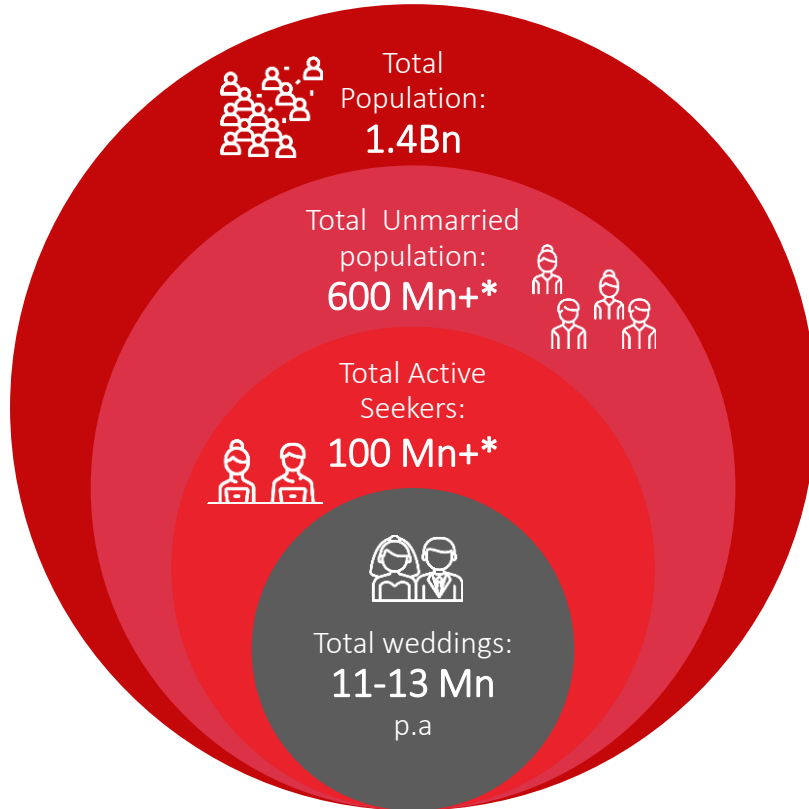


Our Leadership Position





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 260 Mn

(2024)

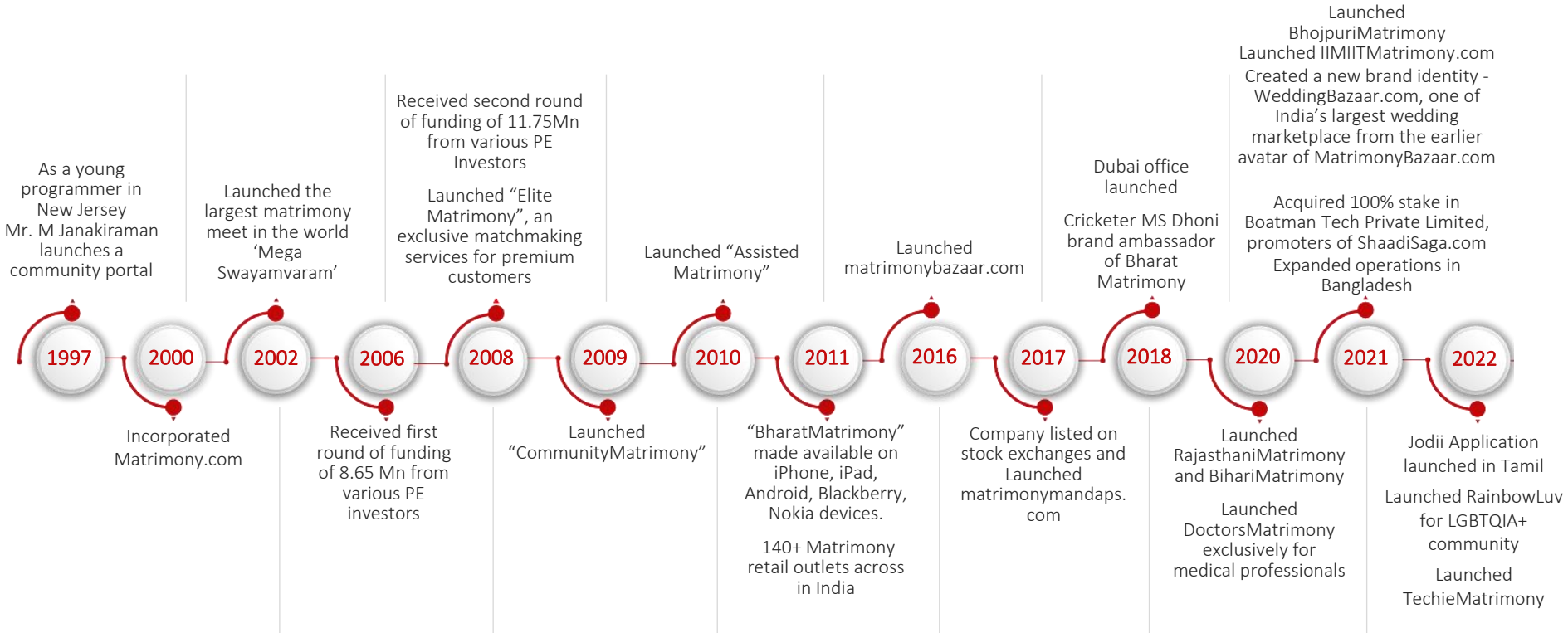
* World Bank, Census, Medium.com, KPMG report, Indian Express, Statista, Company Sources

COMPANY OVERVIEW





Notable milestones over the last 22 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 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.

● 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



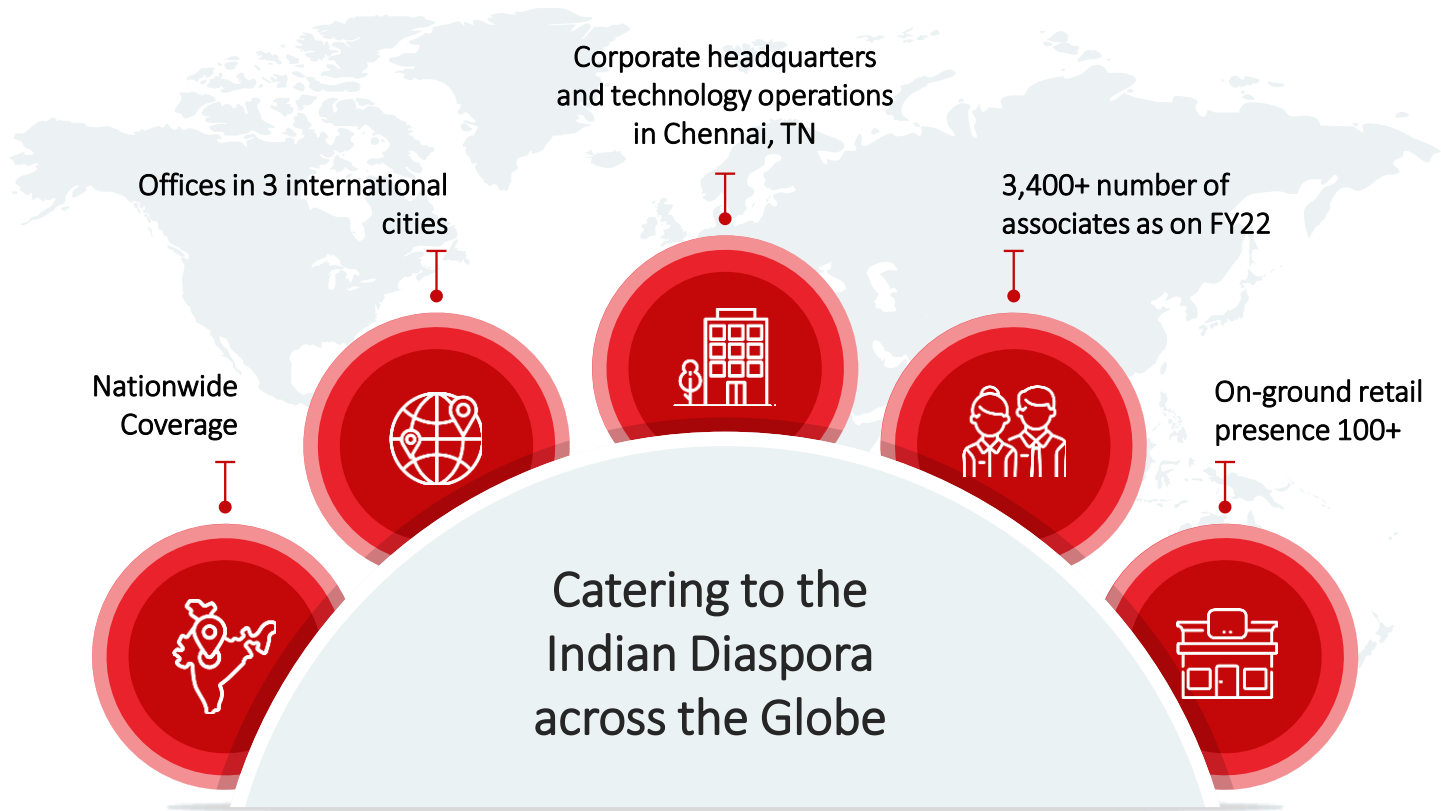
Matrimony.com featured in ET India growth champions list, 2020



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



Mr. Murugavel was also featured on the Cover page of Stimulus Magazine where he talks about, the journey of our company delivering 20 years of happy marriages



BUSINESS OVERVIEW





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

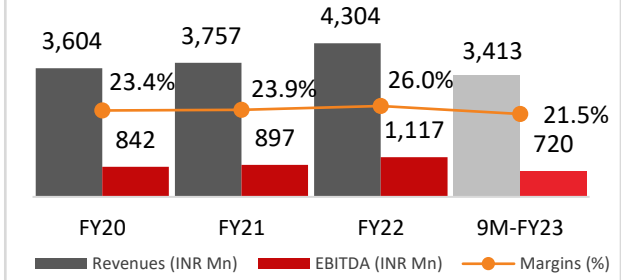
▶ Differentiates itself from other players in India by following a micro-market strategy, offering a range of targeted and customized products and services that are tailored to meet the requirements of customers

▶ Dominant market share in Southern India

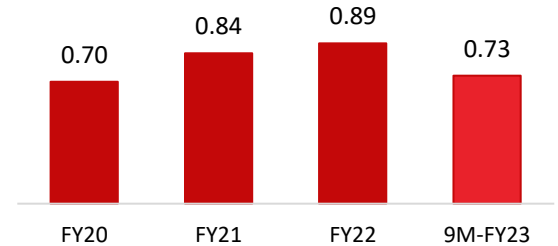
▶ Pioneer in Community based, Assisted and Elite Matrimony services

▶ Pioneer in Jodii which is launched in Tamil and 9 other vernacular languages

Matchmaking Performance



Paid Subscription (in Mn)



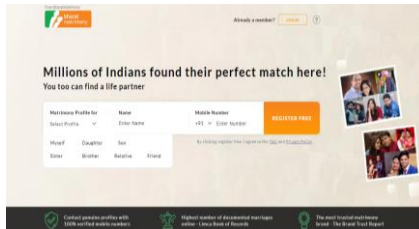


Launched in the year 2000, BharatMatrimony is the flagship brand of Matrimony.com

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*

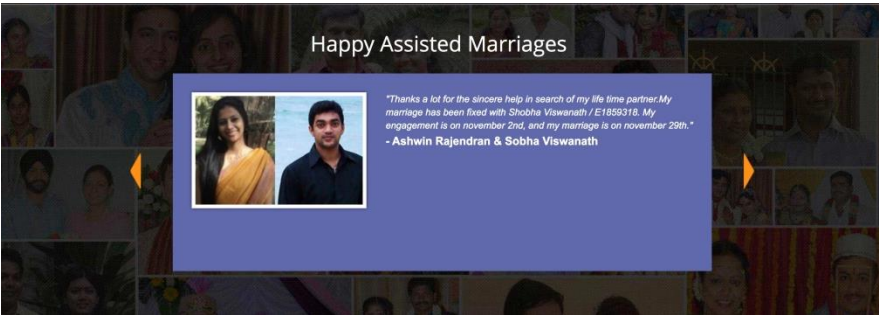
CommunityMatrimony.com is an exclusive matrimony platform consisting of over 300 different community websites

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.

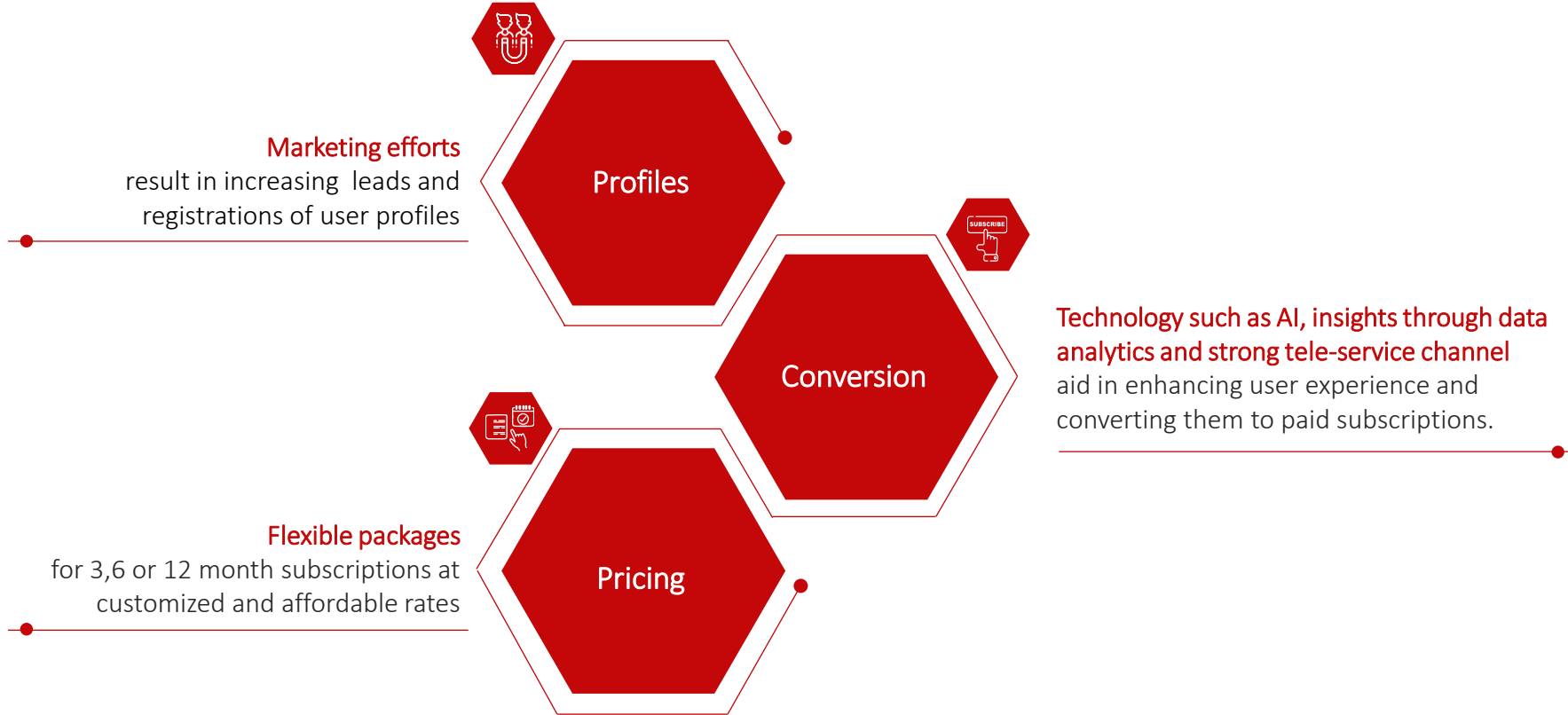
Involves matchmaking services supported by relationship managers who provide personalized assistance to subscribed users. Relationship managers contact the prospects on behalf of the customer after taking the customer’s consent and facilitate communication and meetings based on mutual interest.

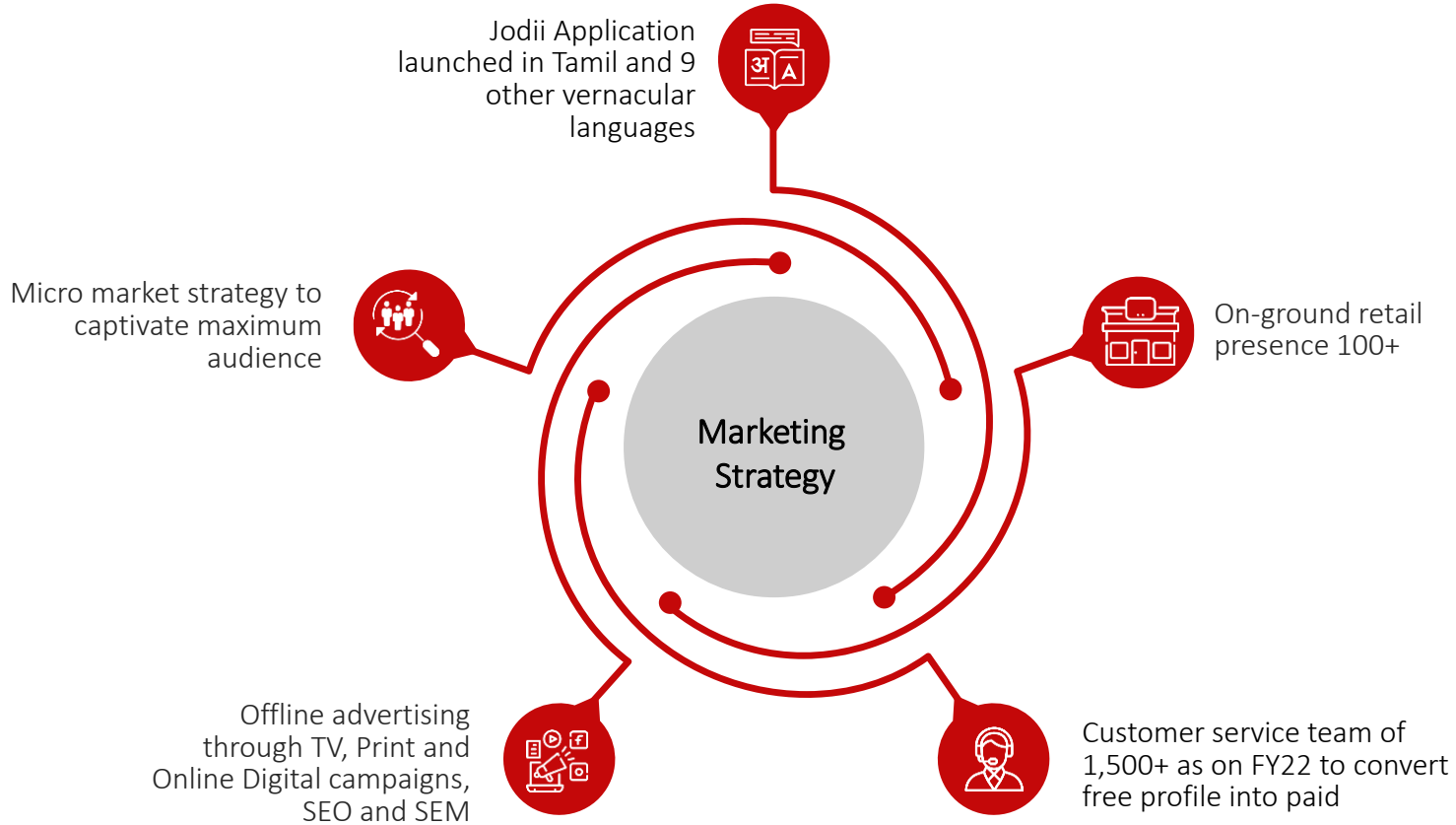


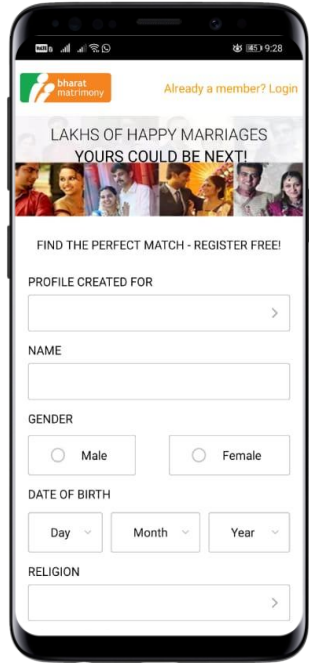
- From BharatMatrimony



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



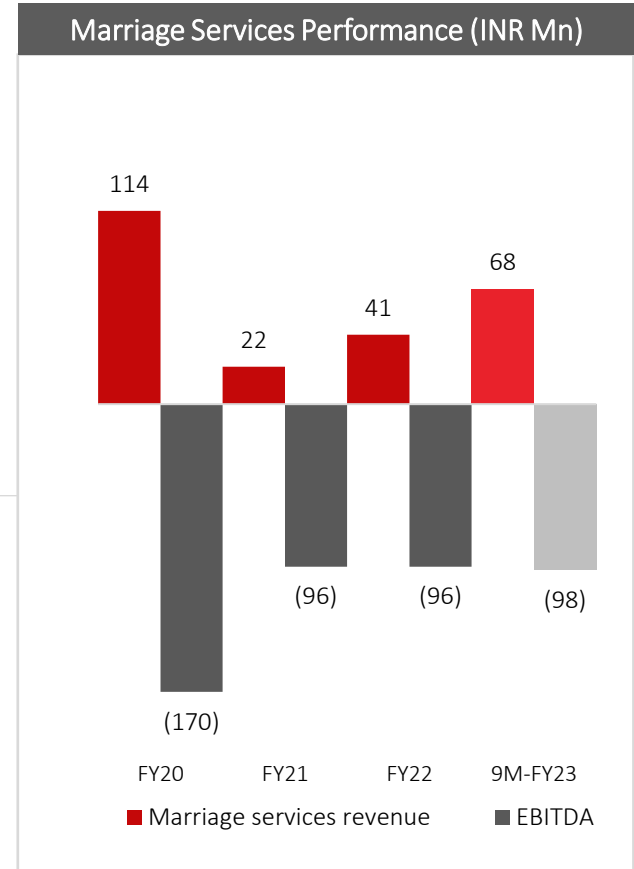
WeddingBazaar

Online marketplace providing wedding-related services whereby 75,000 vendors, catering and decoration, etc. are listed, more than 18,000 weddings planned.

mandap.com
from BharatMatrimony

Mandap

A wedding venue booking platform with more than 25,000 mandaps, banquet halls, convention halls, etc.



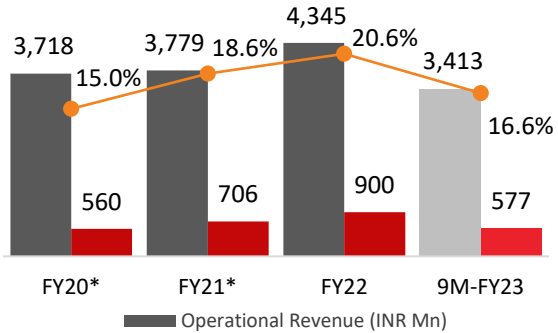
* Restated as per IndAS 116

FINANCIAL OVERVIEW

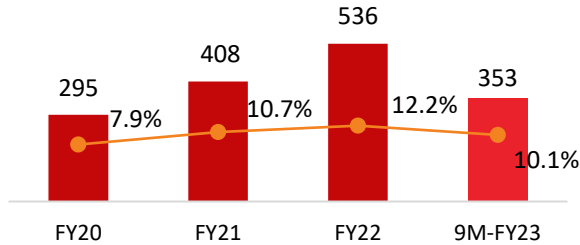




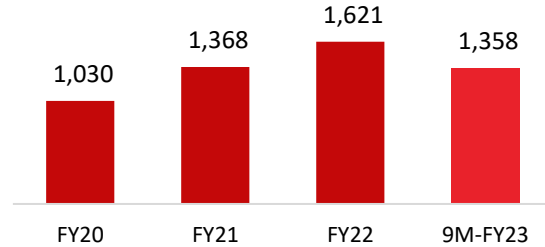
Consolidated Performance



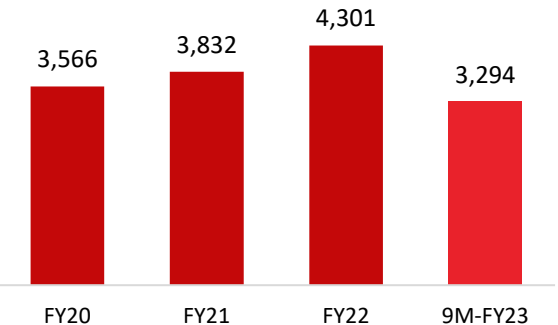
Net Profit (INR Mn) and PAT Margins (%)



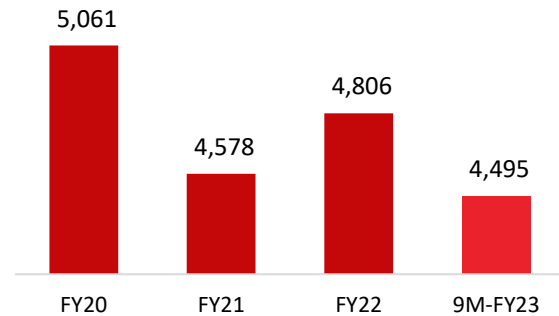
Marketing Expense (INR Mn)



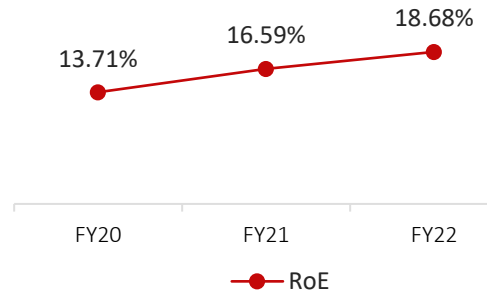
Matchmaking Billings (INR Mn)



ATV (INR)



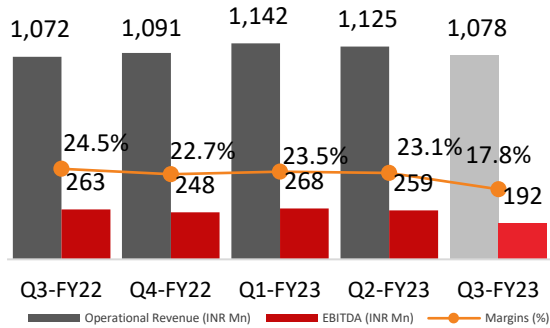
RoE (%)



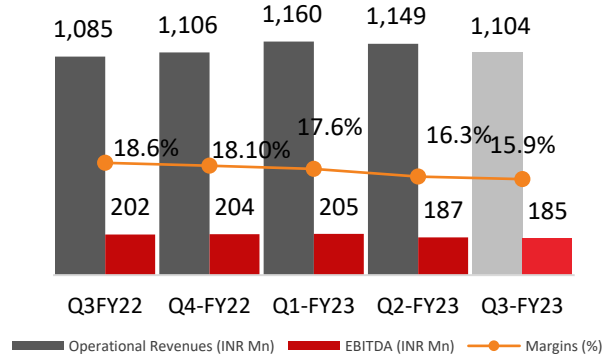
* Restated as per IndAS 116
matrimony.com



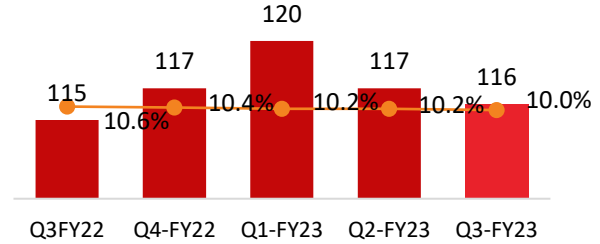
Matchmaking Performance



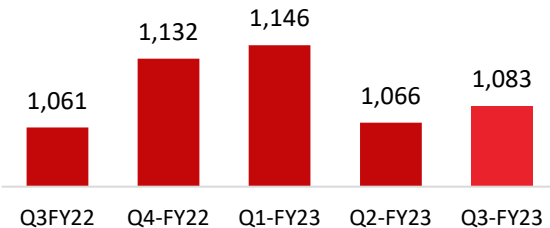
Consolidated Performance



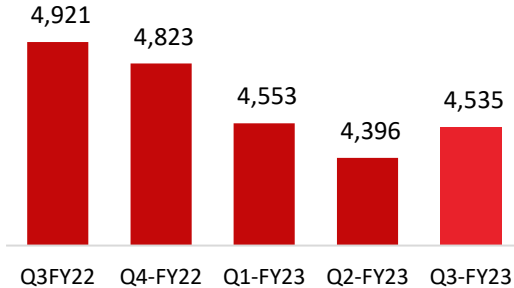
Net Profit (INR Mn) and PAT Margins (%)



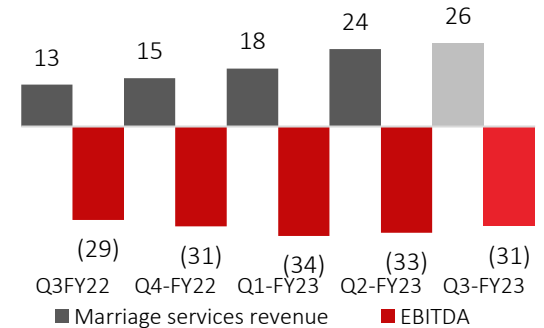
Matchmaking Billings (INR Mn)



Matchmaking ATV (INR)



Marriage Services Performance (INR Mn)





Consolidated Billings

INR 1,114 Mn

Revenues

INR 1,104 Mn

Consolidated Billings were INR 1,114 Mn which is a 2.1% Q-Q and 3.8% Y-O-Y growth.

Matchmaking Billings

INR 1,083 Mn

Revenues

INR 1,078 Mn

Added 0.24 Mn paid subscriptions during the quarter (growth of 10.7% Y-O-Y).

0.24 Mn

paid Subscriptions

20,678 success stories in Q3

Average transaction value for the matchmaking
business

4,535 INR

Return on capital employed annualized for the quarter is at 18.4%.

20,678 success stories created

Other income includes profit on sale of land INR 58.1 Mn



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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 Financial Performance

matrimony.com

Particulars (INR Mn)	Q3-FY23	Q3-FY22	Y-o-Y	Q2-FY23	Q-o-Q
Revenues	1,104	1,085	1.8%	1,149	(3.9)%
Total Expenses*	919	883	4.1%	962	(4.5)%
EBITDA	185	202	(8.4)%	187	(1.1)%
<i>EBITDA Margin (%)</i>	<i>15.9%</i>	<i>18.6%</i>	<i>(270) Bps</i>	<i>16.3%</i>	<i>(40) Bps</i>
Depreciation	74	69	7.2%	77	(3.9)%
Finance Cost	15	14	7.1%	15	NA
Finance Income	40	38	5.3%	41	(2.4)%
Share of Profit/(loss) of associate	(0)	(2)	NA	1	NA
PBT	136	155	(12.3)%	137	(0.7)%
Tax	20	40	(50.0)%	20	NA
Profit After Tax	116	115	0.9%	117	(0.9)%
<i>PAT Margin (%)</i>	<i>10.0%</i>	<i>10.6%</i>	<i>(60) Bps</i>	<i>10.2%</i>	<i>(20) Bps</i>
Diluted EPS	5.21	5.01	4.0%	5.16	1.0%

*Operational income adjusted with total expenses to calculate EBITDA. Q3-FY23 EBITDA includes INR 58 Mn profit on sale of land.



YTD Consolidated Income Statement

Particulars (INR Mn)	9M-FY23	9M-FY22	Y-o-Y
Revenues	3,413	3,239	5.4%
Total Expenses*	2,836	2,543	11.5%
EBITDA	577	696	(17.1)%
EBITDA Margin (%)	16.6%	21.4%	(480) Bps
Depreciation	227	200	13.5%
Finance Cost	45	40	12.5%
Finance Income	120	110	9.1%
Share of Profit/(loss) of associate	(1)	(6)	(83.3)%
PBT	424	560	(24.3)%
Tax	71	141	(49.6)%
Profit After Tax	353	419	(15.8)%
PAT Margin (%)	10.1%	12.9%	(280) Bps
Diluted EPS	15.59	18.28	(14.7)%

*Operational income adjusted with total expenses to calculate EBITDA. 9M-FY23 EBITDA includes INR 58 Mn profit on sale of land.



Historical Consolidated Income Statement

Particulars (INR Mn)	FY20#	FY21#	FY22#	9M-FY23#
Revenues	3,718	3,779	4,345	3,413
Total Expenses*	3,158	3,073	3,445	2,836
EBITDA	560	706	900	577
EBITDA Margin (%)	15.0%	18.6%	20.6%	16.6%
Depreciation	280	259	269	227
Finance Cost	52	48	54	45
Finance Income	163	144	150	120
Share of Profit/(loss) of associate	(1)	(6)	(8)	(1)
PBT	390	537	719	424
Tax	95	129	183	71
Profit After Tax	295	408	536	353
PAT Margin (%)	7.9%	10.7%	12.2%	10.1%
Diluted EPS	12.95	17.88	23.39	15.59

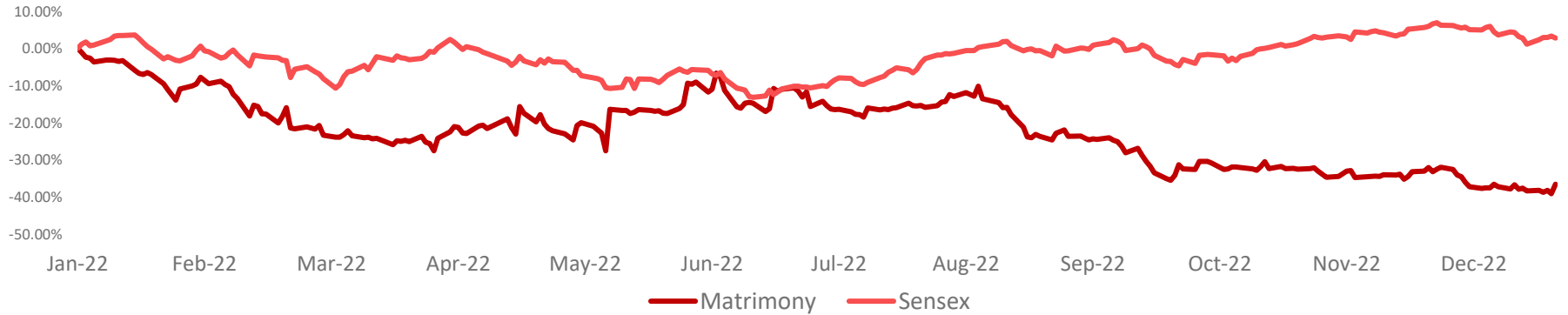


Historical Consolidated Balance Sheet

Particulars (INR Mn)	FY21	FY22	H1-FY23	Particulars (INR Mn)	FY21	FY22	H1-FY23
EQUITY AND LIABILITIES				ASSETS			
EQUITY				Non-Current Assets			
Share Capital	114	114	111	Property, Plant & Equipment	703	220	206
Other Equity	2,519	2,989	2,183	Rights of use assets	535	631	667
Total Equity	2,633	3,103	2,294	Intangible Assets	29	63	60
Non Current Liabilities				Goodwill	-	87	87
Lease liabilities	479	562	584	Investment in associate	55	47	47
Deferred Tax Liabilities (Net)	-	10	9	Financial Assets			
Sub Total Non Current Liabilities	479	572	592	Security Deposits	60	76	74
Current Liabilities				Bank Balances other than Cash and Cash equivalents	-	20	-
Financial liabilities				Investments	-	190	217
1.Trade payables	386	511	482	Loans to Associate	-	-	4
2. Other payables	1	1	0	Deferred tax assets (Net)	20	19	51
3. Lease liabilities	118	132	155	Income tax assets (Net)	35	36	36
Other current liabilities	839	831	823	Other Non-current assets	25	39	24
Provisions	68	72	87	Sub Total Non Current Assets	1,462	1,428	1,472
Liabilities for current tax (Net)	3	-	7	Current Assets			
Sub Total Liabilities	1,415	1,547	1,554	Financial Assets			
TOTAL EQUITY AND LIABILITIES	4,527	5,222	4,440	1.Security Deposits	41	23	20
				2.Cash and Cash Equivalents	90	95	80
				3.Bank Balances other than Cash and Cash equivalents	1,909	2,173	2,199
				4.Investments	850	860	25
				5.Trade Receivables	75	80	78
				7. Loan to Associate	-	6	2
				8.Other financial assets	57	62	63
				Other current assets	43	60	64
				Assets held for Sale	-	436	436
				Sub Total Current Assets	3,065	3,794	2,968
				TOTAL ASSETS	4,527	5,222	4,440



1 Year Stock Market Performance (as on 31st December, 2022)



Price Data (as on 31st December, 2022)

Face Value (INR)	5.0
Market Price (INR)	583.8
52 Week H/L (INR)	934.9/556.8
Market Cap (INR Mn)	12,992.7
Equity Shares Outstanding (Mn)	22.3
1 Year Avg. Trading Volume ('000)	28.8

Shareholding Pattern (as on 31st December, 2022)

