

May 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: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 & year ended March 31, 2023.

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**

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



Investor Presentation | May 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.

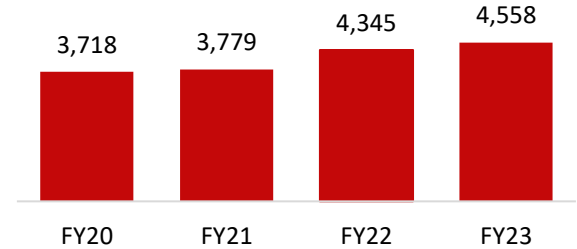
▶ Pioneer and leader in the Indian online matchmaking space.

▶ 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.

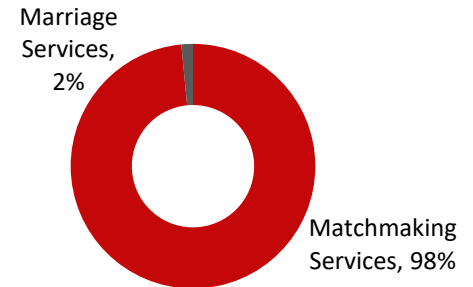
▶ Forward integrated into providing marriage services by aspiring to become a one stop shop for our customers in an asset light vendor platform for venue bookings, catering, decorations, etc.

▶ The market cap of the company as on 31<sup>st</sup> March 2023 ~ INR 11,442.65 Mn

## Consolidated Revenue Growth (INR Mn)



## Business Mix - FY23



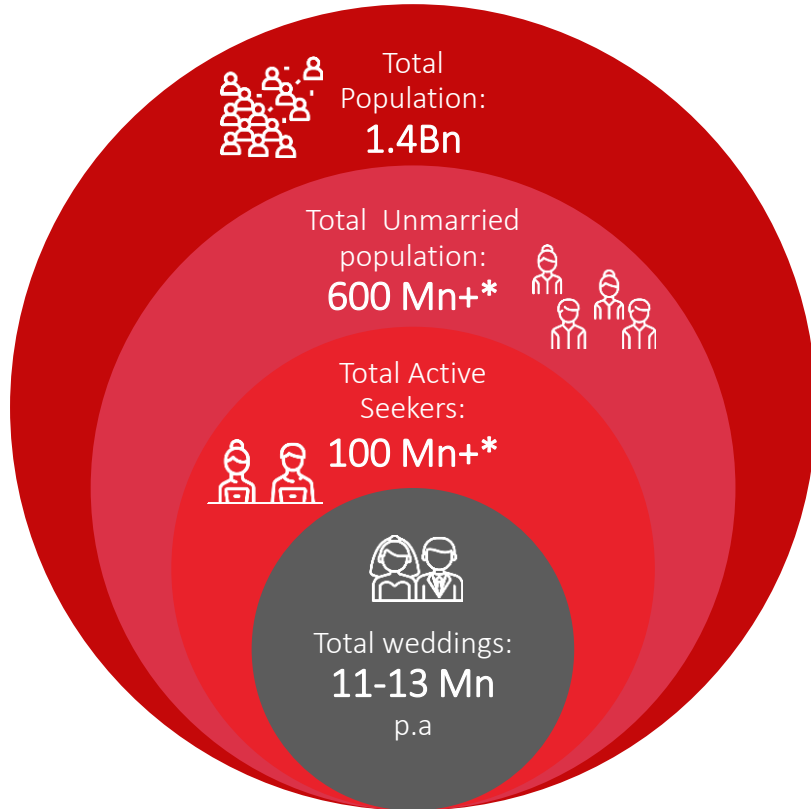


# Our Leadership Position





## 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)

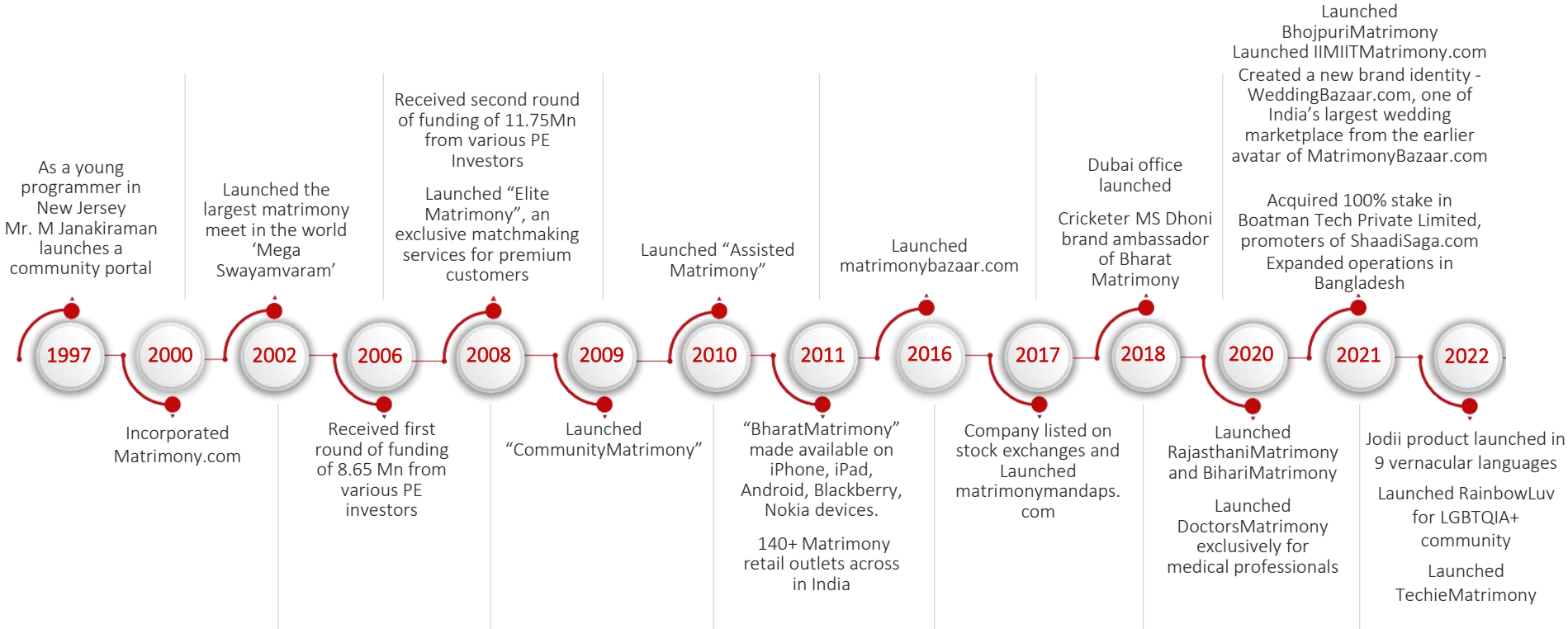
\* World Bank, Census, Medium.com, KPMG report, Indian Express, Statista, Company Sources

# 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



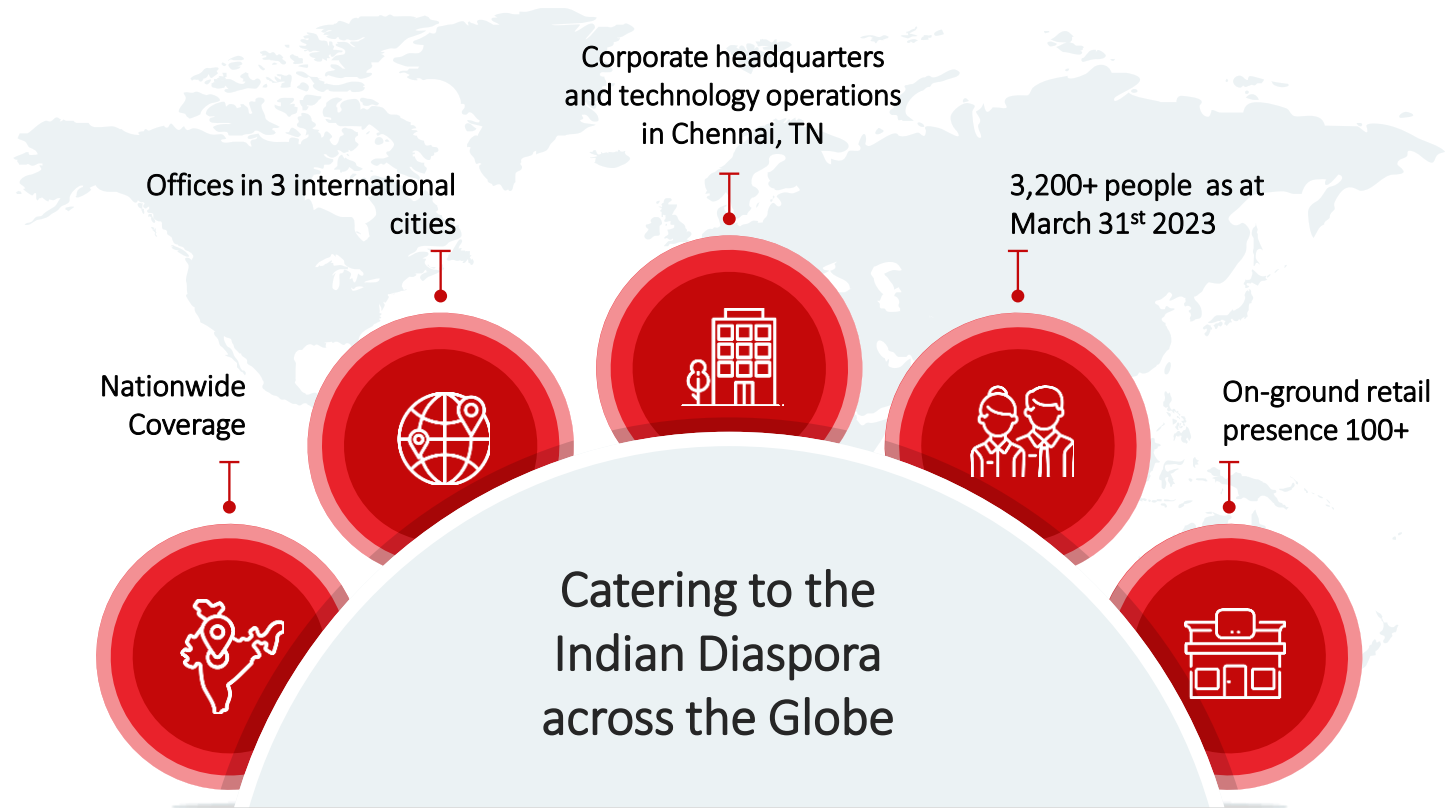
Matrimony.com featured in ET India growth champions list, 2020



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

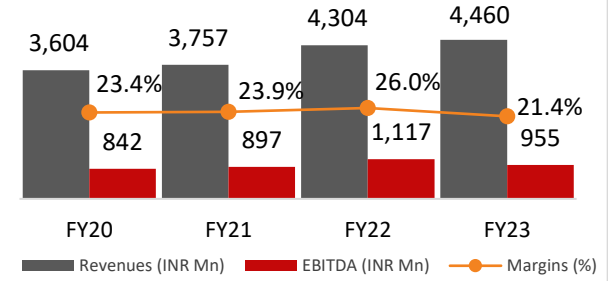
▶ Differentiates itself from other players in India by following a micro-market strategy, offering a range of targeted and customized products and services that are tailored to meet the requirements of customers

▶ Dominant market share in Southern India

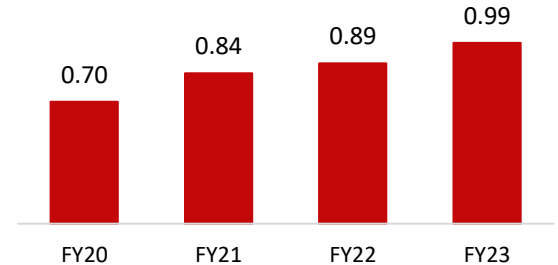
▶ Pioneer in Community based, Assisted and Elite Matrimony services

▶ Pioneer in Jodii, launched in 9 vernacular languages

## Matchmaking Performance



## Paid Subscription (in Mn)



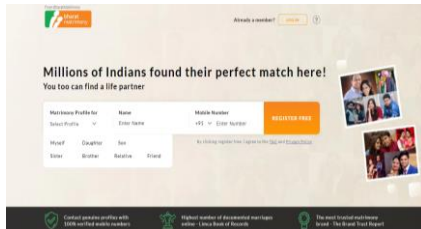


Launched in the year 2000, BharatMatrimony is the flagship brand of Matrimony.com

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\*

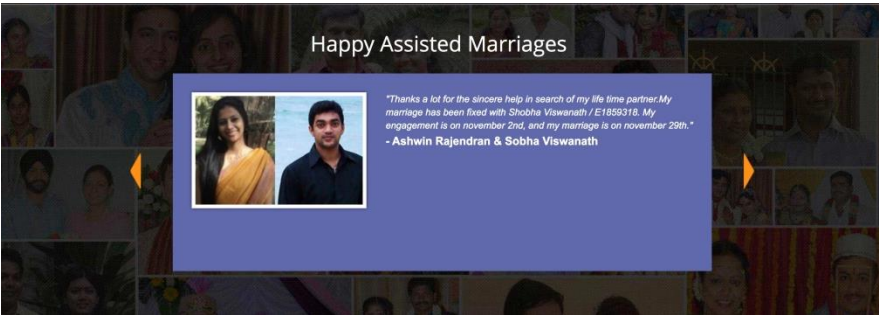
CommunityMatrimony.com is an exclusive matrimony platform consisting of over 300 different community websites

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.

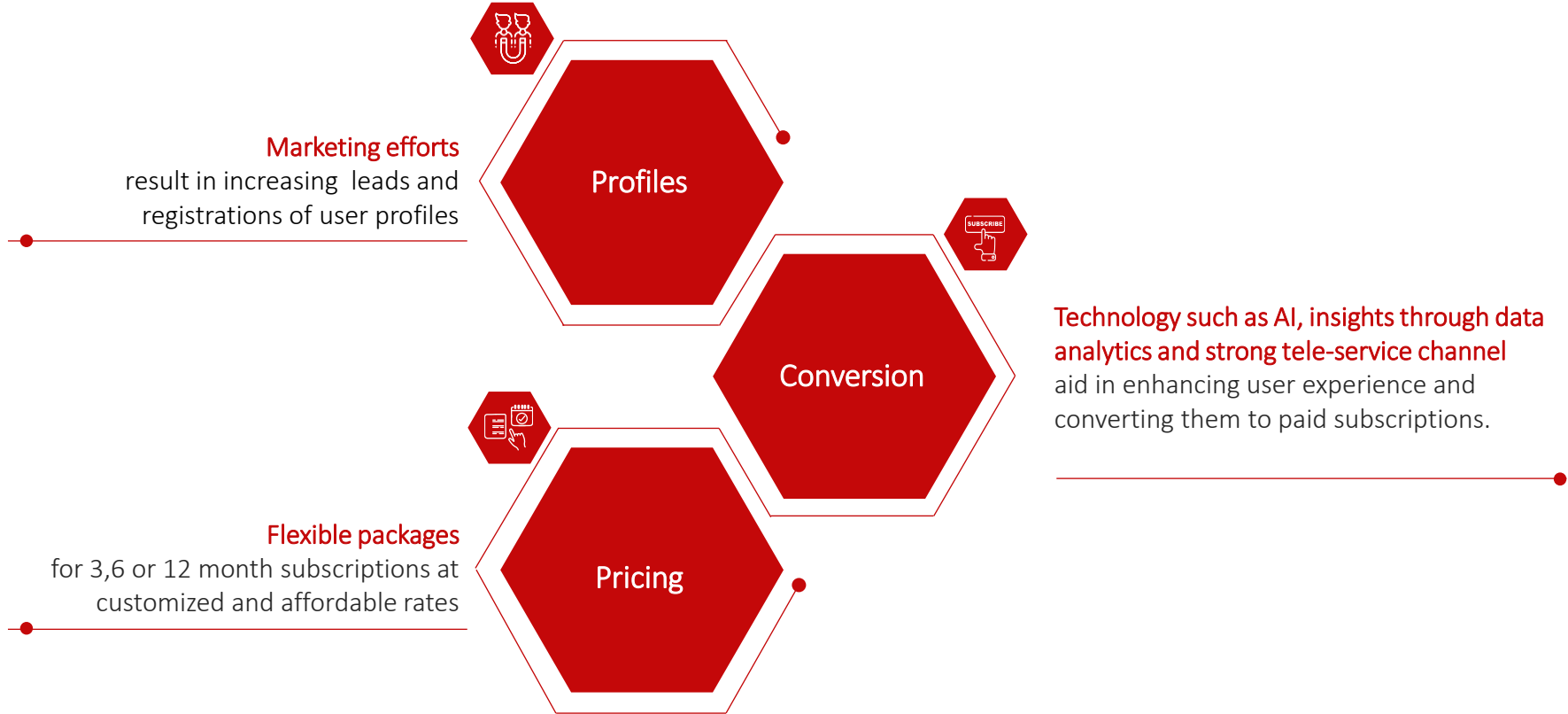
Involves matchmaking services supported by relationship managers who provide personalized assistance to subscribed users. Relationship managers contact the prospects on behalf of the customer after taking the customer's consent and facilitate communication and meetings based on mutual interest.

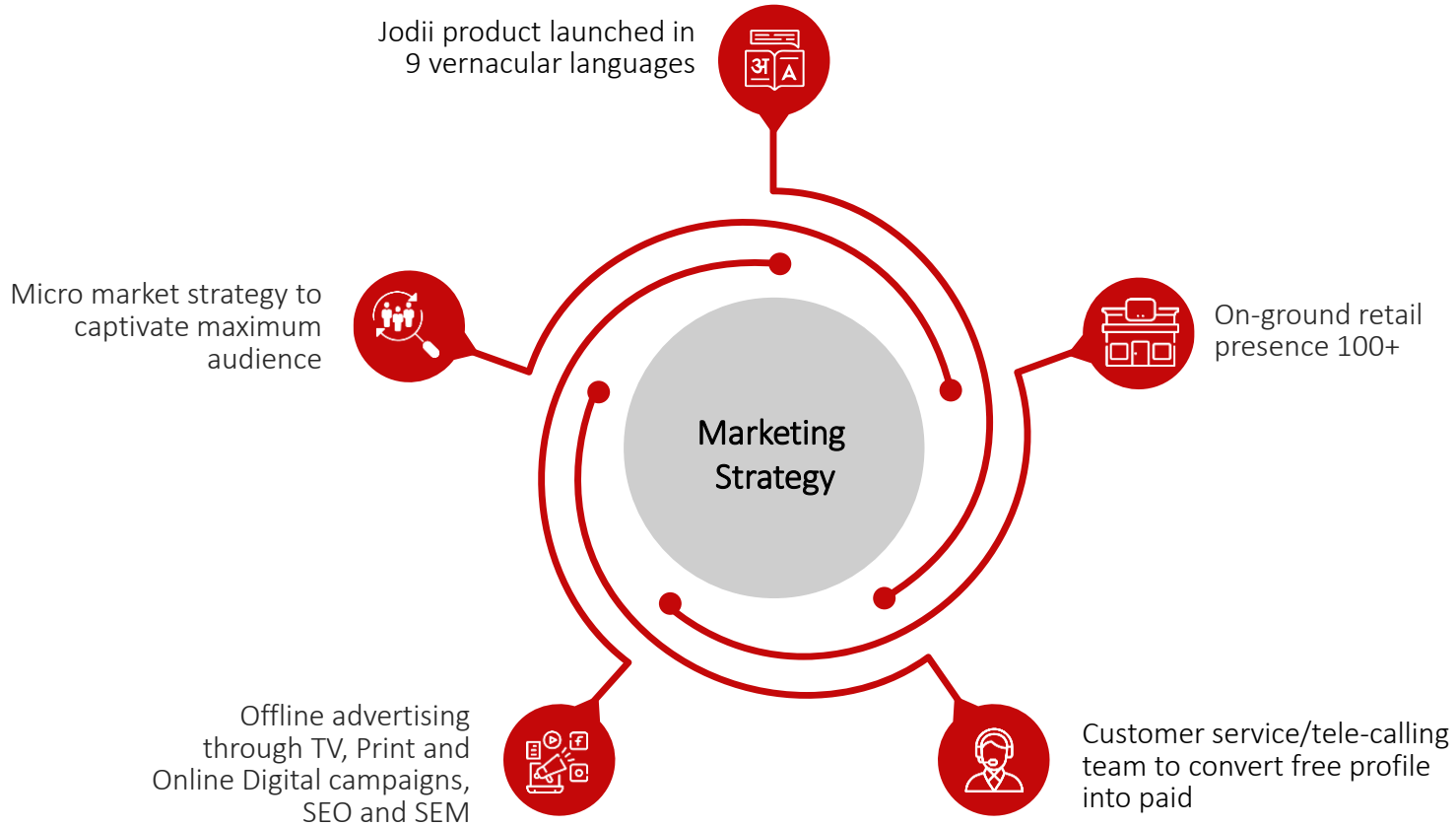


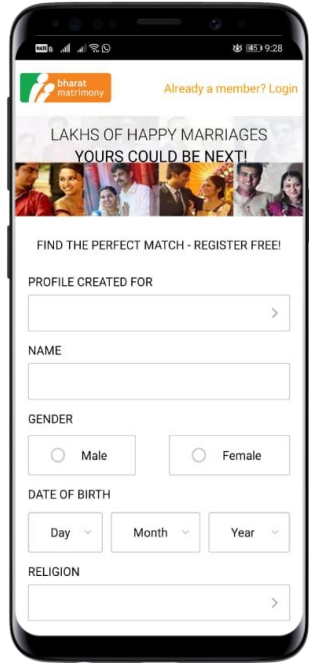
- From BharatMatrimony





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

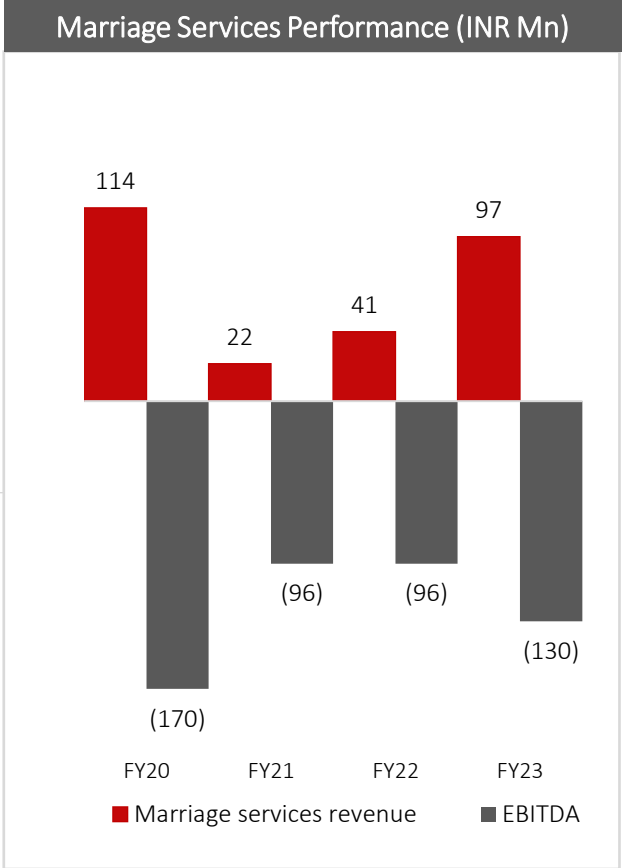
Online marketplace providing wedding-related services whereby vendors including photography, make-up, mehendi, wedding-planner, catering and decorations, etc.

**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

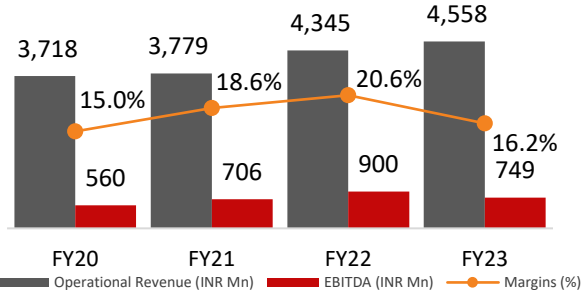


# FINANCIAL OVERVIEW

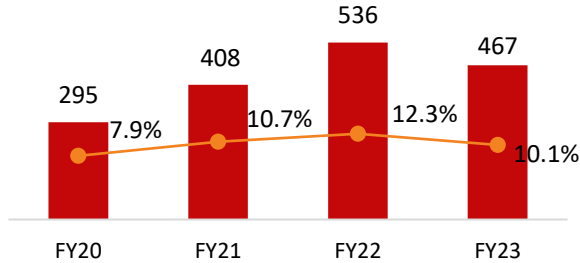




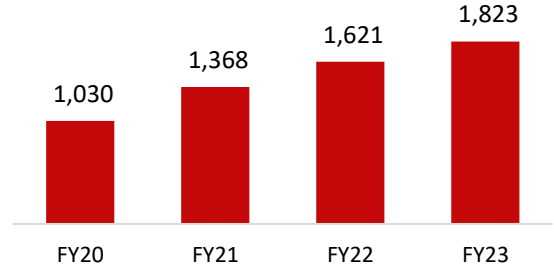
## Consolidated Performance



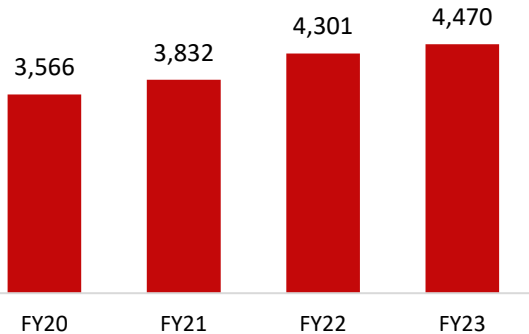
## Net Profit (INR Mn) and PAT Margins (%)



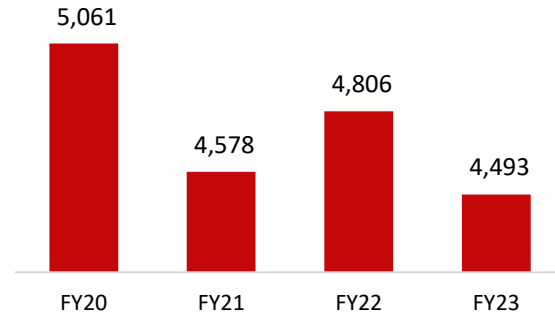
## Marketing Expense (INR Mn)



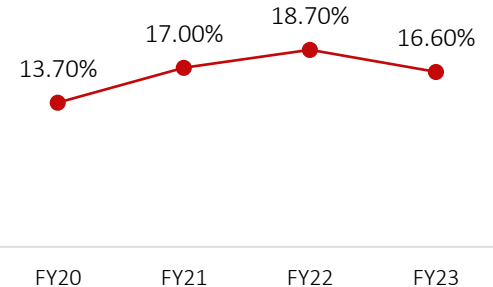
## Matchmaking Billings (INR Mn)



## ATV (INR)

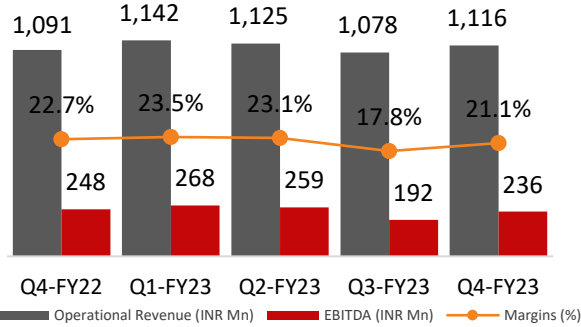


## RoE (%)

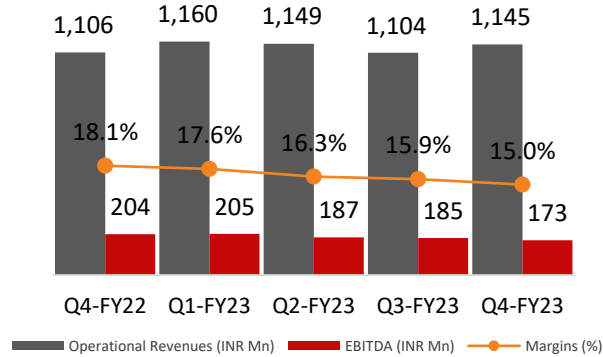




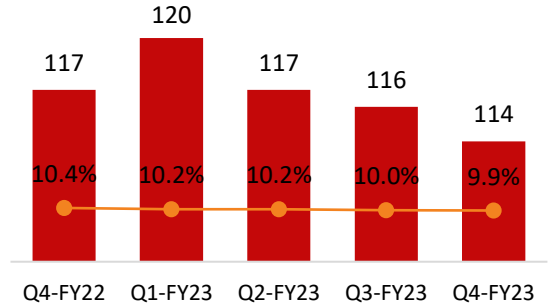
## Matchmaking Performance



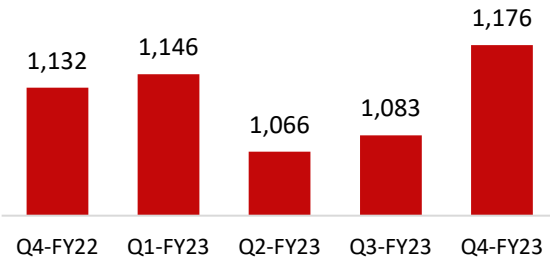
## Consolidated Performance



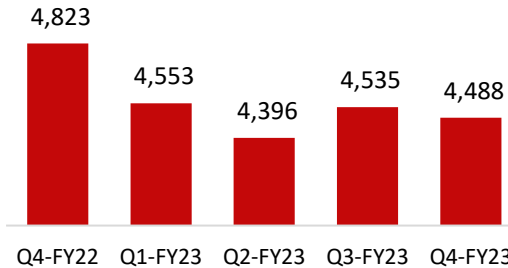
## Net Profit (INR Mn) and PAT Margins (%)



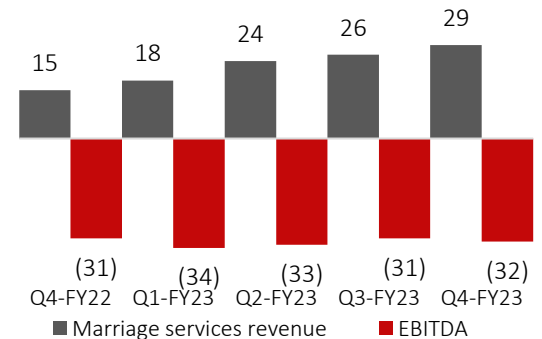
## Matchmaking Billings (INR Mn)



## Matchmaking ATV (INR)



## Marriage Services Performance (INR Mn)





Consolidated Billings for the quarter

**INR 1,210 Mn**

Revenues for the quarter

**INR 1,145 Mn**

Matchmaking Billings for the quarter

**INR 1,176 Mn**

Revenues for the quarter

**INR 1,116 Mn**

**0.99 Mn**

Paid Subscriptions for the year

Average transaction value for the matchmaking  
business for the quarter

**4,488 INR**

**85,200+ success stories created in FY23**

Q4 Consolidated Billings were INR 1,210 Mn which represents an 8.6% Q-O-Q and 5.1% Y-O-Y growth. Revenue of INR 1,145 Mn which is a growth of 3.7% Q-O-Q and 3.6% Y-O-Y

For the full year, we achieved INR 4,580 Mn of billings which is a growth of 5.4%. Revenues for the full year were INR 4,558 Mn, a growth of 4.9%.

Added 0.26 Mn paid subscribers during the quarter (growth of 9.9% on a Q-O-Q basis and 11.8% Y-O-Y basis). Added 0.99 Mn paid subscriptions during the year (growth of 11.1%).

20,400+ success stories in Q4 taking the total to 85,200+ success stories in FY23

Return on capital employed is at 18% for FY23

Billings for wedding services for FY23 was INR 110 Mn, significant growth of 151.5% and revenue was INR 97 Mn, significant growth of 135.9%

Free cash generation has been robust at INR 160 Mn for the quarter and INR 500 Mn for FY23 and cash balance is at INR 3,245 Mn

The Board recommended a final dividend of 100% (Rs 5 per equity share of par value of Rs 5 each), subject to the approval of the Shareholders

ANNEXURE





# Quarterly Consolidated Financial Performance

matrimony.com

Particulars (INR Mn)	Q4-FY23	Q4-FY22	Y-o-Y	Q3-FY23	Q-o-Q
Revenues	1,145	1,106	3.5%	1,104	3.7%
Total Expenses*	972	902	7.8%	919	5.8%
EBITDA	173	204	(15.2)%	185	(6.5)%
<i>EBITDA Margin (%)</i>	<i>15.0%</i>	<i>18.1%</i>	<i>(310) Bps</i>	<i>15.9%</i>	<i>(90) Bps</i>
Depreciation	73	69	5.8%	74	(1.4)%
Finance Cost	14	14	NA	15	(6.7)%
Finance Income	49	39	25.6%	40	22.5%
Share of Profit/(loss) of associate	0	(2)	NA	(0)	NA
PBT	135	158	(14.6)%	136	(0.7)%
Tax	21	41	(48.8)%	20	5.0%
Profit After Tax	114	117	(2.6)%	116	(1.7)%
<i>PAT Margin (%)</i>	<i>9.9%</i>	<i>10.4%</i>	<i>(50) Bps</i>	<i>10.0%</i>	<i>(10) Bps</i>
Diluted EPS	5.12	5.11	0.2%	5.21	(1.7)%

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



# Annual Consolidated Income Statement

matrimony.com

Particulars (INR Mn)	FY23	FY22	Y-o-Y
Revenues	4,558	4,345	4.9%
Total Expenses*	3,809	3,445	10.6%
<b>EBITDA</b>	<b>749</b>	<b>900</b>	<b>(16.8)%</b>
<b>EBITDA Margin (%)</b>	<b>16.2%</b>	<b>20.6%</b>	<b>(440) Bps</b>
Depreciation	300	269	11.5%
Finance Cost	59	54	9.3%
Finance Income	169	150	13.3%
Share of Profit/(loss) of associate	-	(8)	(87.5)%
<b>PBT</b>	<b>559</b>	<b>719</b>	<b>(22.3)%</b>
Tax	92	183	(49.7)%
<b>Profit After Tax</b>	<b>467</b>	<b>536</b>	<b>(12.9)%</b>
<b>PAT Margin (%)</b>	<b>10.1%</b>	<b>12.2%</b>	<b>(210) Bps</b>
Diluted EPS	20.72	23.39	(11.4)%

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



# Historical Consolidated Income Statement

Particulars (INR Mn)	FY20	FY21	FY22	FY23
Revenues	3,718	3,779	4,345	4,558
Total Expenses*	3,158	3,073	3,445	3,809
<b>EBITDA</b>	<b>560</b>	<b>706</b>	<b>900</b>	<b>749</b>
<b>EBITDA Margin (%)</b>	<b>15.0%</b>	<b>18.6%</b>	<b>20.6%</b>	<b>16.2%</b>
Depreciation	280	259	269	300
Finance Cost	52	48	54	59
Finance Income	163	144	150	169
Share of Profit/(loss) of associate	(1)	(6)	(8)	-
<b>PBT</b>	<b>390</b>	<b>537</b>	<b>719</b>	<b>559</b>
Tax	95	129	183	92
<b>Profit After Tax</b>	<b>295</b>	<b>408</b>	<b>536</b>	<b>467</b>
<b>PAT Margin (%)</b>	<b>7.9%</b>	<b>10.7%</b>	<b>12.2%</b>	<b>10.1%</b>
Diluted EPS	12.95	17.88	23.39	20.72

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

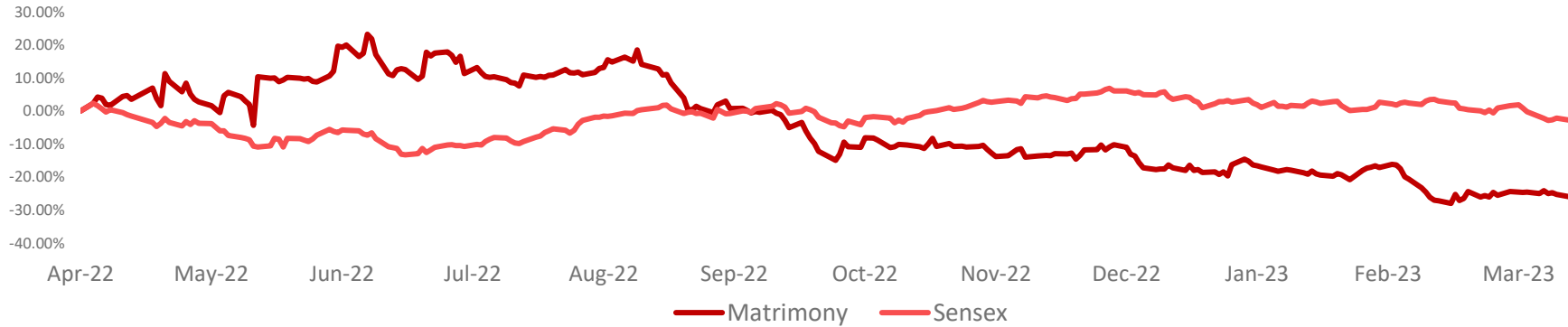


# Historical Consolidated Balance Sheet

Particulars (INR Mn)	FY21	FY22	FY23	Particulars (INR Mn)	FY21	FY22	FY23
<b>EQUITY AND LIABILITIES</b>				<b>ASSETS</b>			
<b>EQUITY</b>				<b>Non-Current Assets</b>			
Share Capital	114	114	111	Property, Plant & Equipment	703	220	184
Other Equity	2,519	2,989	2,419	Rights of use assets	535	631	610
<b>Total Equity</b>	<b>2,633</b>	<b>3,103</b>	<b>2,530</b>	Other Intangible Assets	29	63	50
<b>Non Current Liabilities</b>				Goodwill	-	87	87
Lease liabilities	479	562	530	Investment in associate	55	47	47
Deferred Tax Liabilities (Net)	-	10	7	<b>Financial Assets</b>			
<b>Sub Total Non Current Liabilities</b>	<b>479</b>	<b>572</b>	<b>537</b>	Security Deposits	60	76	81
<b>Current Liabilities</b>				Other Financial Assets	-	20	-
Financial liabilities				Investments	-	190	213
1.Trade payables	386	448	452	Loans	-	-	2
2. Lease liabilities	118	132	150	Deferred tax assets (Net)	20	19	54
Other current liabilities	840	895	914	Income tax assets	35	36	37
Provisions	68	72	73	Other Non-current assets	25	39	26
Current tax liabilities	3	-	2	<b>Sub Total Non Current Assets</b>	<b>1,462</b>	<b>1,428</b>	<b>1,391</b>
<b>Sub Total Liabilities</b>	<b>1,415</b>	<b>1,547</b>	<b>1,591</b>	<b>Current Assets</b>			
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>4,527</b>	<b>5,222</b>	<b>4,659</b>	<b>Financial Assets</b>			
				1.Security Deposits	41	23	16
				2.Cash and Cash Equivalents	90	95	86
				3.Bank Balances other than Cash and Cash equivalents	1,909	2,173	2,157
				4.Investments	850	860	790
				5.Trade Receivables	75	80	82
				6. Loans	-	6	2
				7.Other financial assets	57	62	73
				Other current assets	43	60	62
				Assets held for Sale	-	436	-
				<b>Sub Total Current Assets</b>	<b>3,065</b>	<b>3,794</b>	<b>3,268</b>
				<b>TOTAL ASSETS</b>	<b>4,527</b>	<b>5,222</b>	<b>4,659</b>



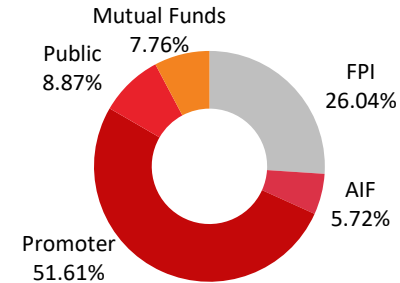
## 1 Year Stock Market Performance (as on 31<sup>st</sup> March, 2023)



## Price Data (as on 31<sup>st</sup> March, 2023)

Face Value (INR)	5.0
Market Price (INR)	514.1
52 Week H/L (INR)	877.9/497.6
Market Cap (INR Mn)	11,442.65
Equity Shares Outstanding (Mn)	22.26
1 Year Avg. Trading Volume ('000)	25.31

## Shareholding Pattern (as on 31<sup>st</sup> March, 2023)





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