

November 10, 2022

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 & half year ended September 30, 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 | November 2022



▶ 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.

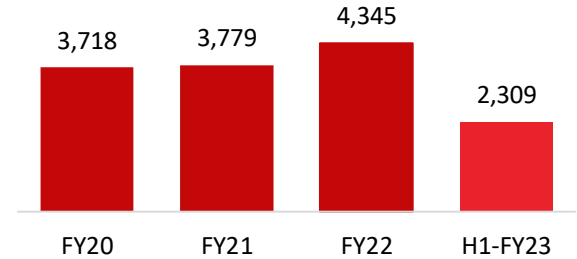
▶ Pioneer and leader in the Indian online matchmaking space.

▶ 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.

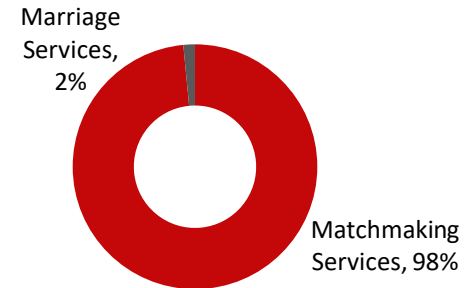
▶ Forward integrated into providing marriage services by aspiring to become a one stop shop for our customers in an asset light vendor platform for venue bookings, catering, decorations, etc.

▶ The market cap of the company as on 30th September 2022 ~ INR 13,830.7 Mn

Consolidated Revenue Growth (INR Mn)



Business Mix – H1-FY23



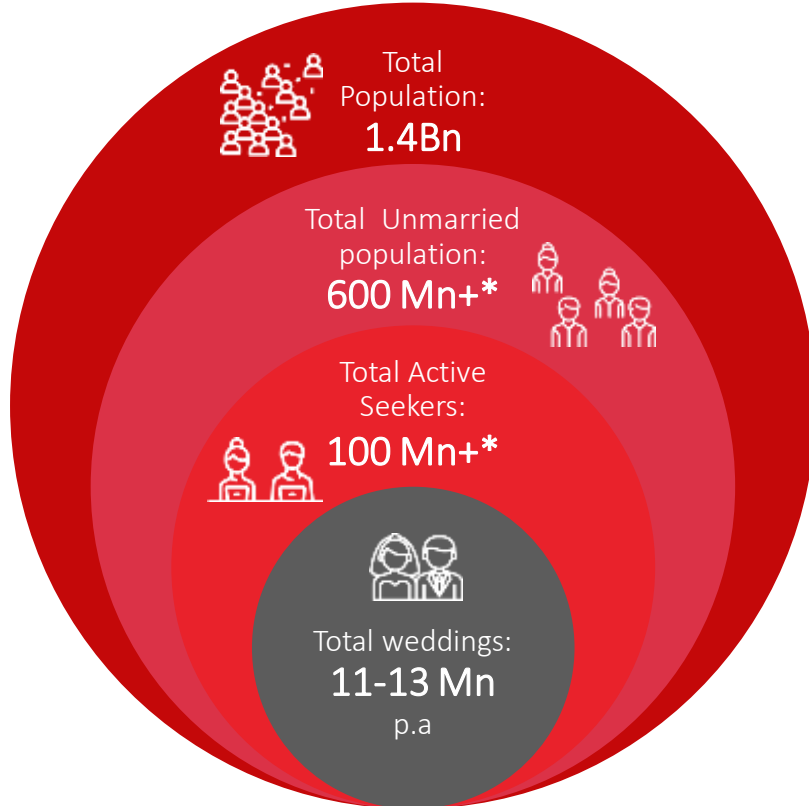


Our Leadership Position

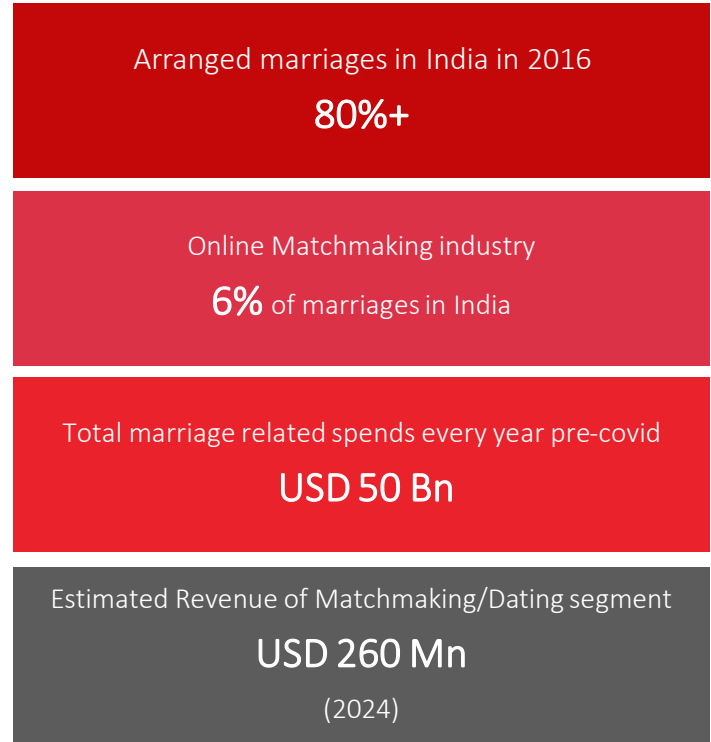




Sector



Country



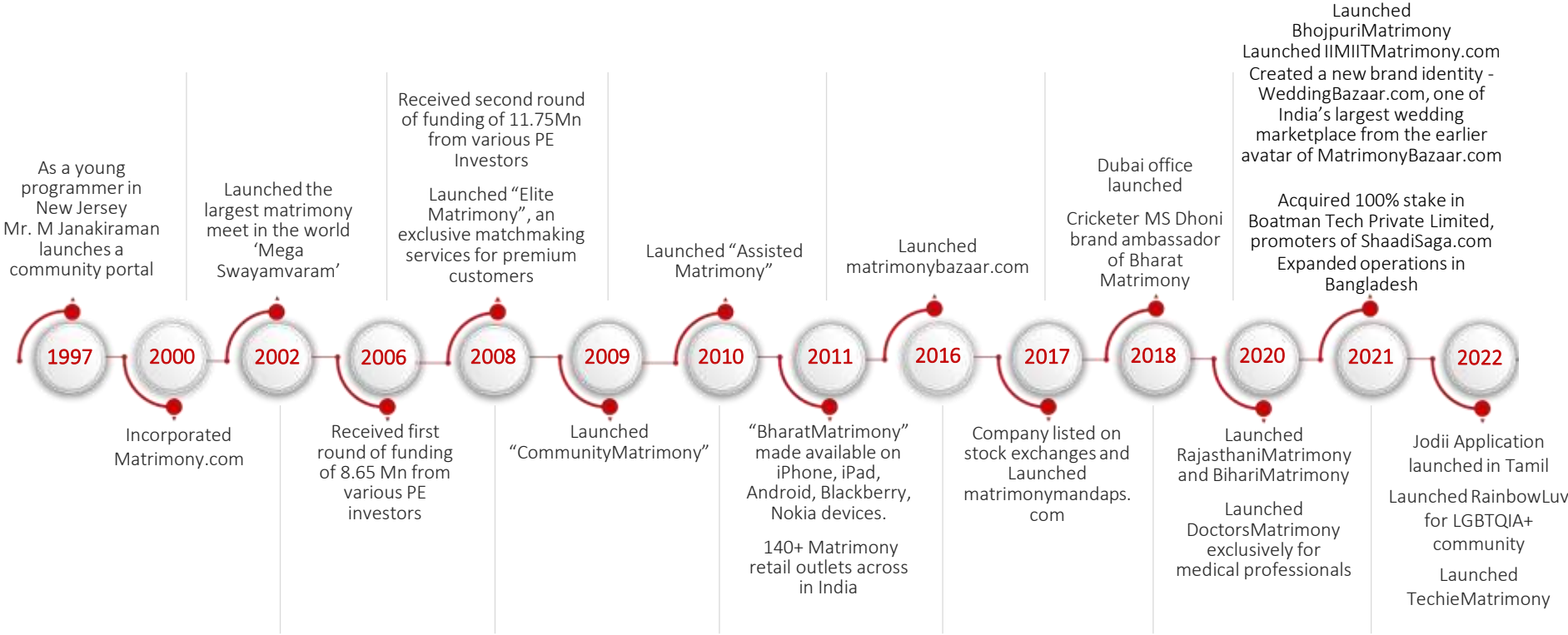
* World Bank, Census, Medium.com, KPMG report, Indian Express, Statista, Company Sources

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

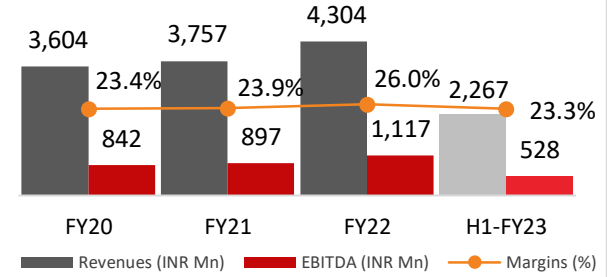
▶ Differentiates itself from other players in India by following a micro-market strategy, offering a range of targeted and customized products and services that are tailored to meet the requirements of customers

▶ Dominant market share in Southern India

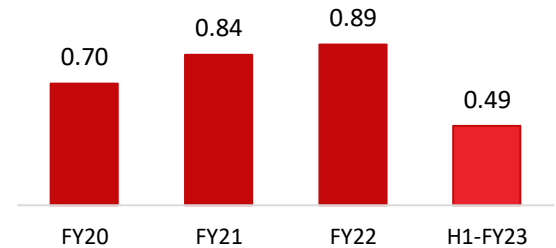
▶ Pioneer in Community based, Assisted and Elite Matrimony services

▶ Pioneer in Jodii which is launched in Tamil and 10 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



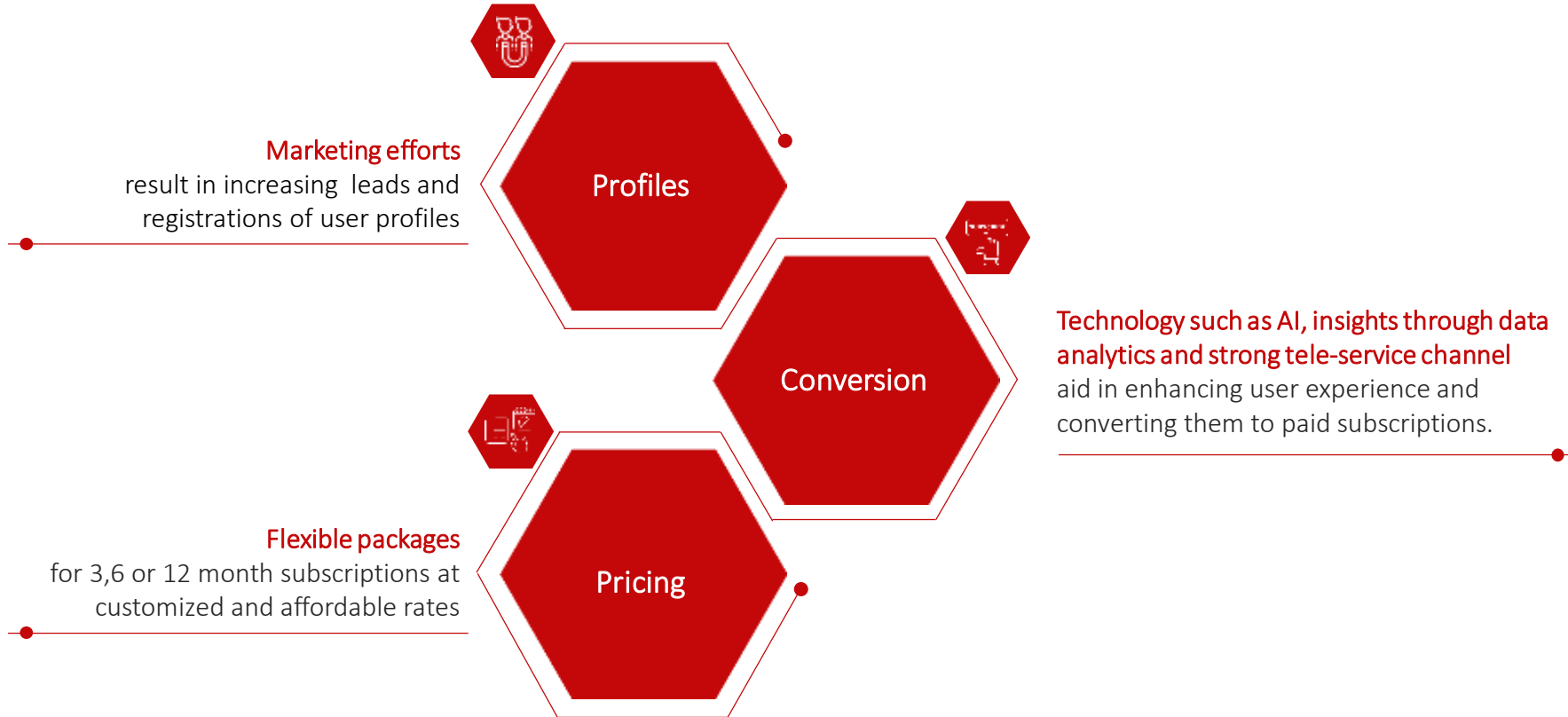
Key features

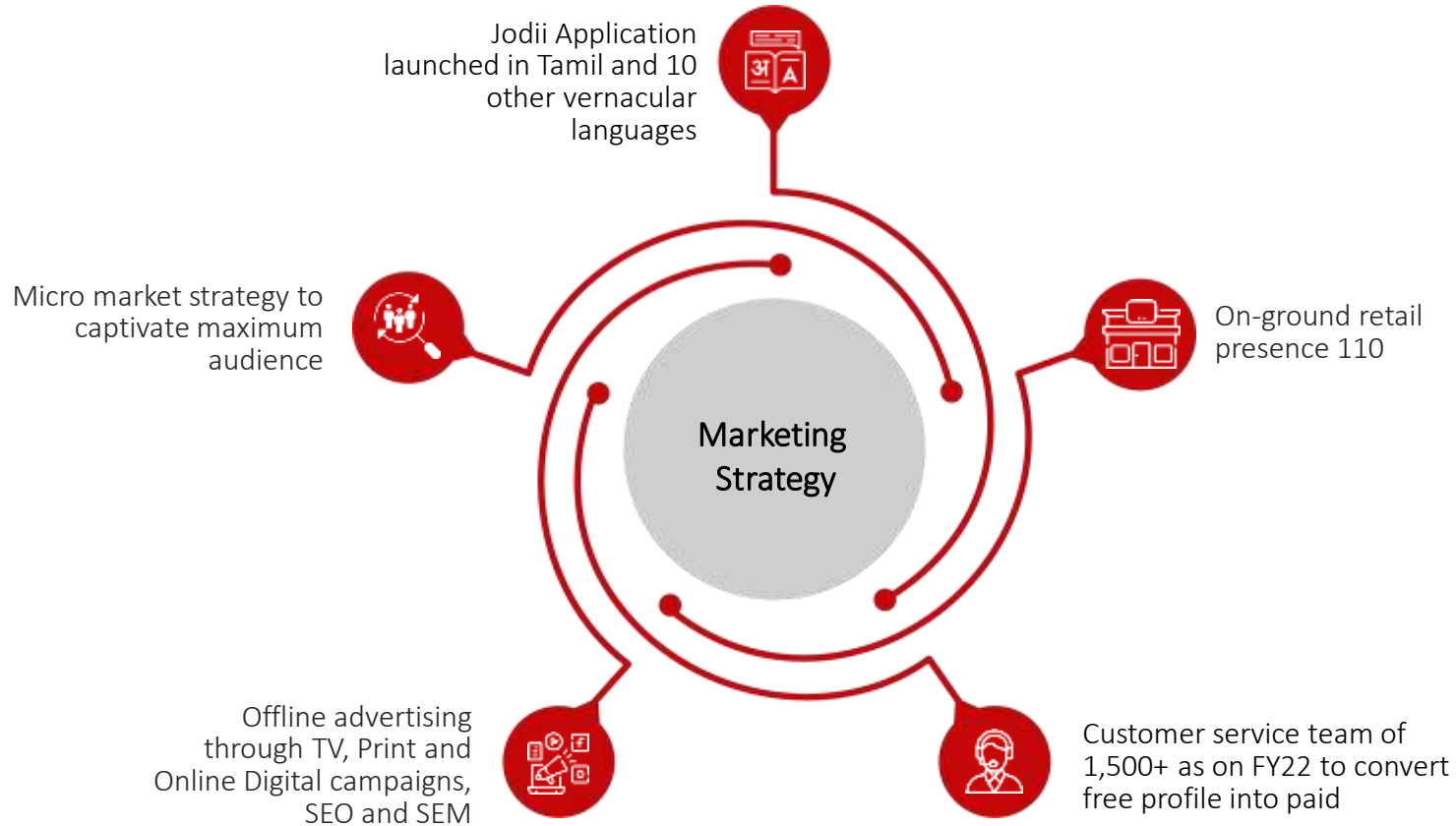
- 300+ Community sites
- Flexible subscription packages for 3,6 & 12 months

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.












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

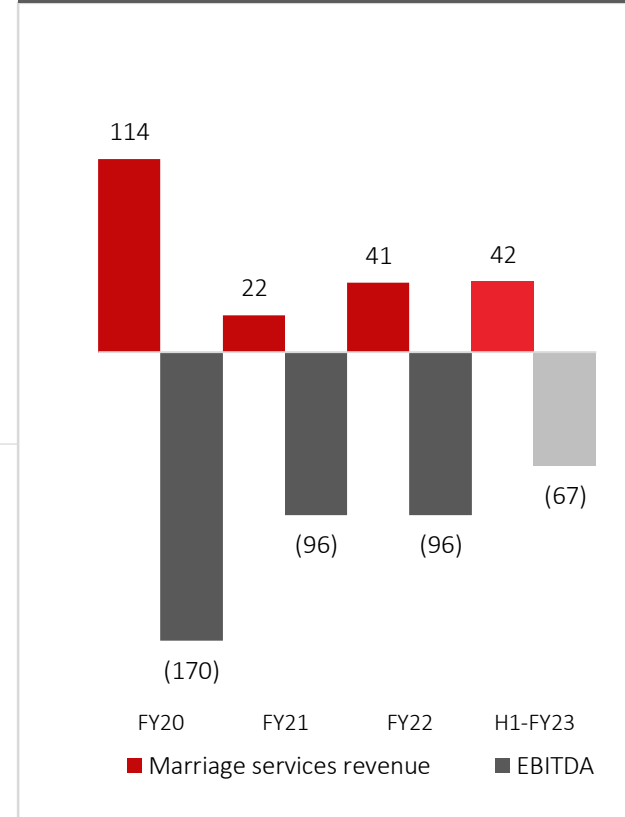
Online marketplace providing wedding-related services whereby 75,000 vendors, catering and decoration, etc. are listed, more than 18,000 weddings planned.

mandap.com
from BharatMatrimony

Mandap

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

Marriage Services Performance (INR Mn)



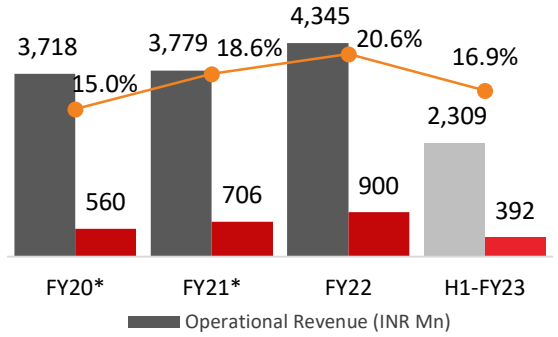
* Restated as per IndAS 116

FINANCIAL OVERVIEW

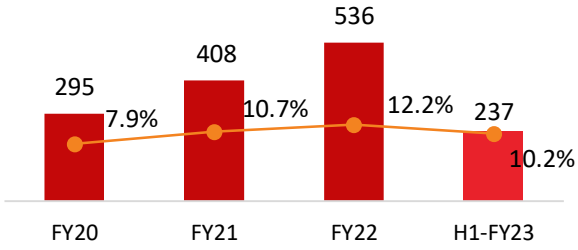




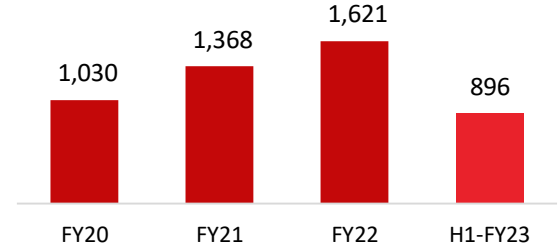
Consolidated Performance



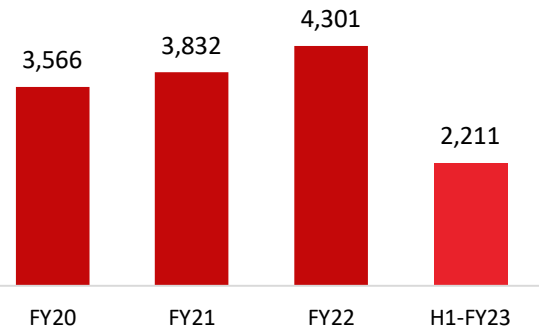
Net Profit (INR Mn) and PAT Margins (%)



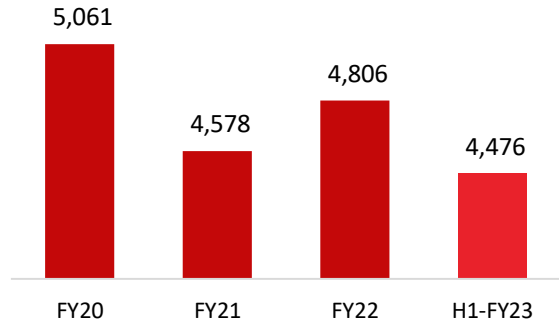
Marketing Expense (INR Mn)



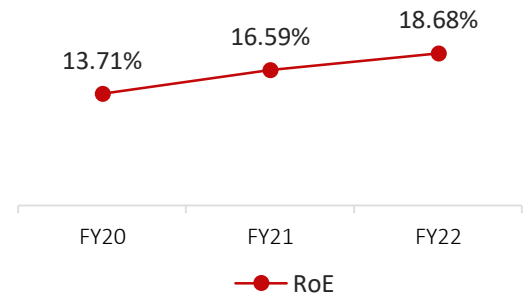
Matchmaking Billings (INR Mn)



ATV (INR)



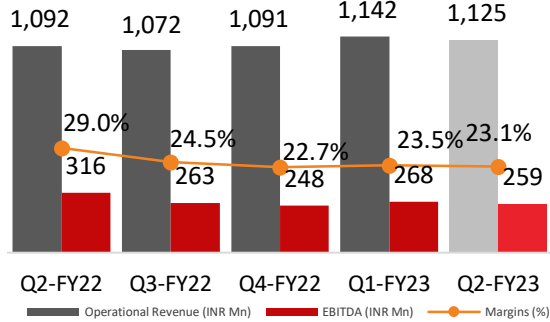
RoE (%)



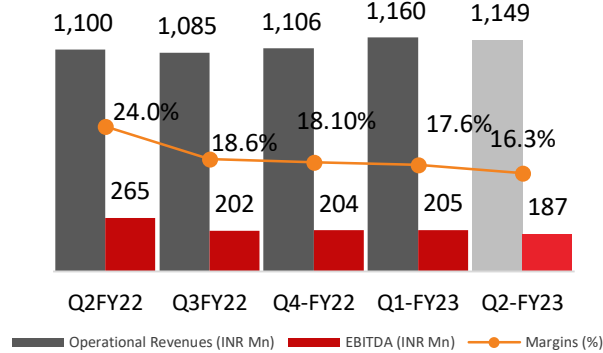
* Restated as per IndAS 116
matrimony.com



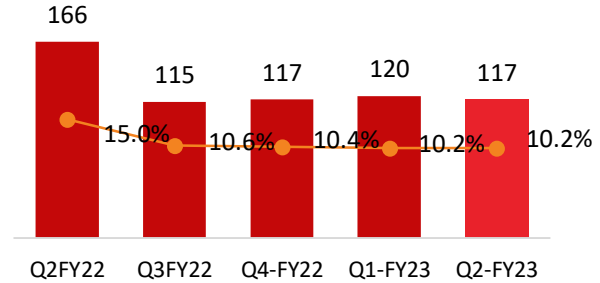
Matchmaking Performance



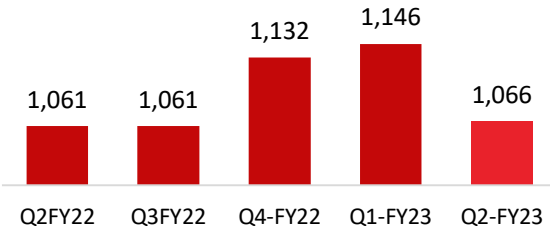
Consolidated Performance



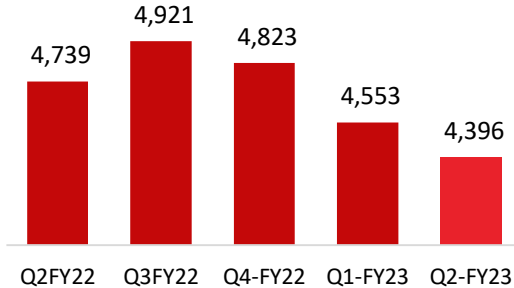
Net Profit (INR Mn) and PAT Margins (%)



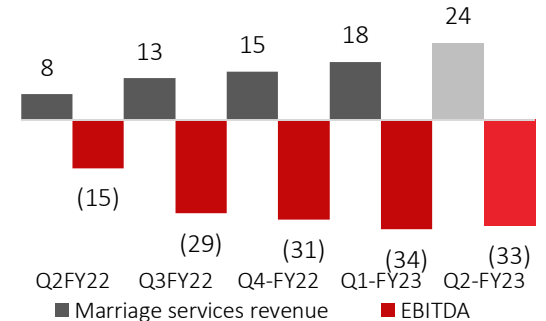
Matchmaking Billings (INR Mn)



Matchmaking ATV (INR)



Marriage Services Performance (INR Mn)





Consolidated Billings

INR 1,091 Mn

Revenues

INR 1,149 Mn

Matchmaking Billings

INR 1,066 Mn

Revenues

INR 1,125 Mn

0.24 Mn

paid Subscriptions

Average transaction value for the matchmaking
business

4,396 INR

20,955+ success stories created

Consolidated Revenues were INR 1,149 Mn which is a 4.5% Y-O-Y growth. Revenue in wedding services was INR 24 Mn, a growth of 30.6% Q-O-Q and 202.9% Y-O-Y

Added 0.24 Mn paid subscriptions during the quarter (growth of 8.3% Y-O-Y) |
20,955 success stories in Q2

Our EBITDA margin for the match making business in Q2 is at 23.1% as compared to 23.5% in Q1 and 29% a year ago. Excluding marketing expenses, our margins in matchmaking are stable at 63%. Return on capital employed annualized for the quarter is at 19.5%

Net profit margin has been stable at 10% + levels for the last 3 quarters

The buyback program of INR 750 Mn (buyback price of Rs 1,150) was successfully completed with 759% subscription and all the shareholders who tendered their shares were accepted for the buyback depending upon their proportion of shareholding. Since the promoter group did not participate, it added further to their entitlement

Launched RainbowLuv matchmaking app for LGBTQIA+ community, to help them find a meaningful relationship. Launched TechieMatrimony, an exclusive matchmaking service for the IT, software, and technology professionals, to help them find a match from the same profession |

BharatMatrimony won the Exchange4Media Pride of India – The Best of South' Awards 2022. BharatMatrimony's #PehlePadhaiPhirShaadi won the 'Voice of Change' recognition at the IndIAA Awards



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For further information please contact our Investor Relations Representatives:



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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) | Q2-FY23 | Q2-FY22 | Y-o-Y | Q1-FY23 | Q-o-Q |
|-------------------------------------|--------------|--------------|------------------|--------------|------------------|
| Revenues | 1,149 | 1,100 | 4.5% | 1,160 | (0.9)% |
| Total Expenses* | 962 | 835 | 15.2% | 955 | 0.7% |
| EBITDA | 187 | 265 | (29.4)% | 205 | (8.8)% |
| <i>EBITDA Margin (%)</i> | <i>16.3%</i> | <i>24.0%</i> | <i>(770) Bps</i> | <i>17.6%</i> | <i>(130) Bps</i> |
| Depreciation | 77 | 67 | 14.9% | 77 | NA |
| Finance Cost | 15 | 14 | 7.1% | 16 | (6.3)% |
| Other Income* | 41 | 38 | 7.9% | 41 | NA |
| Share of Profit/(loss) of associate | 1 | (2) | NA | (2) | NA |
| PBT | 137 | 220 | (37.7)% | 151 | (9.3)% |
| Tax | 20 | 54 | (63.0)% | 31 | (35.5)% |
| Profit After Tax | 117 | 166 | (29.5)% | 120 | (2.5)% |
| <i>PAT Margin (%)</i> | <i>10.2%</i> | <i>15.0%</i> | <i>(480) Bps</i> | <i>10.2%</i> | <i>NA</i> |
| Diluted EPS | 5.16 | 7.23 | (28.6)% | 5.22 | (1.1)% |

*Operational income adjusted with total expenses to calculate EBITDA



H1-FY23 Consolidated Income Statement

| Particulars (INR Mn) | H1-FY23 | H1-FY22 | Y-o-Y |
|-------------------------------------|--------------|--------------|------------------|
| Revenues | 2,309 | 2,154 | 7.2% |
| Total Expenses* | 1,917 | 1,660 | 15.5% |
| EBITDA | 392 | 494 | (20.6)% |
| EBITDA Margin (%) | 16.9% | 22.8% | (590) Bps |
| Depreciation | 153 | 131 | 16.8% |
| Finance Cost | 31 | 26 | 19.2% |
| Other Income* | 80 | 74 | 8.1% |
| Share of Profit/(loss) of associate | (0) | (5) | NA |
| PBT | 288 | 406 | (29.1)% |
| Tax | 51 | 102 | (50.0)% |
| Profit After Tax | 237 | 304 | (22.0)% |
| PAT Margin (%) | 10.2% | 14.1% | (390) Bps |
| Diluted EPS | 10.38 | 13.26 | (21.7)% |

*Operational income adjusted with total expenses to calculate EBITDA



Historical Consolidated Income Statement

| Particulars (INR Mn) | FY20# | FY21# | FY22# | H1-FY23# |
|-------------------------------------|--------------|--------------|--------------|--------------|
| Revenues | 3,718 | 3,779 | 4,345 | 2,309 |
| Total Expenses* | 3,158 | 3,073 | 3,445 | 1,917 |
| EBITDA | 560 | 706 | 900 | 392 |
| EBITDA Margin (%) | 15.0% | 18.6% | 20.6% | 16.9% |
| Depreciation | 280 | 259 | 269 | 153 |
| Finance Cost | 52 | 48 | 54 | 31 |
| Other Income* | 163 | 144 | 150 | 80 |
| Share of Profit/(loss) of associate | (1) | (6) | (8) | (0) |
| PBT | 390 | 537 | 719 | 288 |
| Tax | 95 | 129 | 183 | 51 |
| Profit After Tax | 295 | 408 | 536 | 237 |
| PAT Margin (%) | 7.9% | 10.7% | 12.2% | 10.2% |
| Diluted EPS | 12.95 | 17.88 | 23.39 | 10.38 |

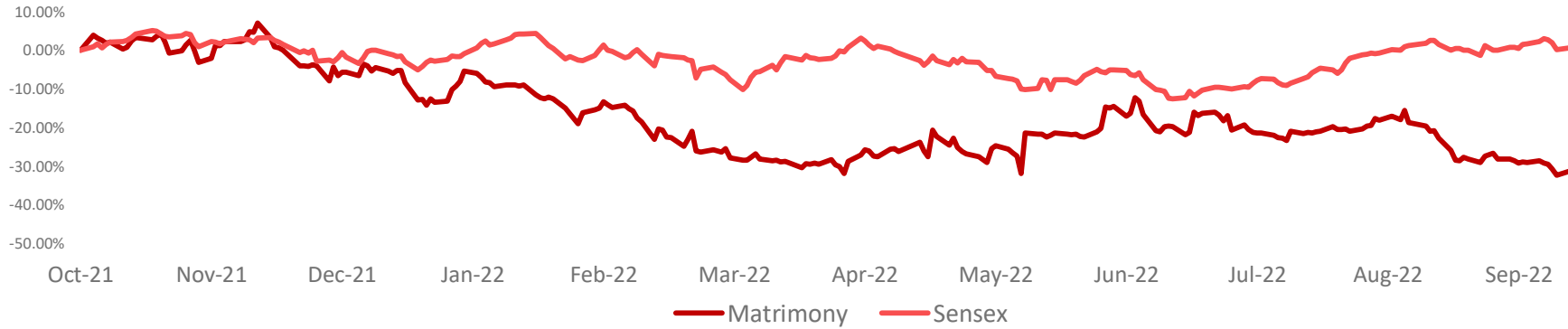


Historical Consolidated Balance Sheet

| 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 | | | | Financial Assets | | | |
| Lease liabilities | 479 | 562 | 584 | Security Deposits | 60 | 76 | 74 |
| Deferred Tax Liabilities (Net) | - | 10 | 9 | Bank Balances other than Cash and Cash equivalents | - | 20 | - |
| Other non current liabilities | - | - | - | Investments | - | 190 | 217 |
| Sub Total Non Current Liabilities | 479 | 572 | 592 | Loans to Associate | - | - | 4 |
| Current Liabilities | | | | Sub Total Non Current Assets | | | |
| Financial liabilities | | | | Deferred tax assets (Net) | 20 | 19 | 51 |
| 1.Trade payables | 386 | 511 | 482 | Income tax assets (Net) | 35 | 36 | 36 |
| 2. Other payables | 1 | 1 | 0 | Other Non-current assets | 25 | 39 | 24 |
| 3. Lease liabilities | 118 | 132 | 155 | Sub Total Non Current Assets | 1,462 | 1,428 | 1,472 |
| Other current liabilities | 839 | 831 | 822 | Current Assets | | | |
| Provisions | 68 | 72 | 87 | Financial Assets | | | |
| Liabilities for current tax (Net) | 3 | - | 7 | 1.Security Deposits | 41 | 23 | 20 |
| Sub Total Liabilities | 1,415 | 1,547 | 1,553 | 2.Cash and Cash Equivalents | 90 | 95 | 80 |
| TOTAL EQUITY AND LIABILITIES | 4,527 | 5,222 | 4,440 | 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 30th September, 2022)



Price Data (as on 30th September, 2022)

| | |
|-----------------------------------|---------------|
| Face Value (INR) | 5.0 |
| Market Price (INR) | 621.5 |
| 52 Week H/L (INR) | 1,082.0/576.9 |
| Market Cap (INR Mn) | 13,830.7 |
| Equity Shares Outstanding (Mn) | 22.3 |
| 1 Year Avg. Trading Volume ('000) | 32.8 |

Shareholding Pattern (as on 30th September, 2022)

