matrimony.com

May 16, 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

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 Investor presentation for the quarter and year ended March 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**

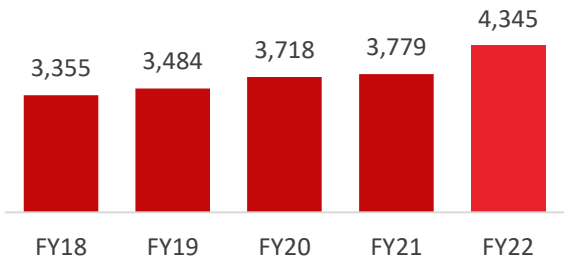
S.Vijayanand
Company Secretary & Compliance Officer
ACS: 18951
No.94, TVH Beliciaa Towers, Tower II, 5th Floor,
MRC Nagar, Raja Annamalaipuram
Chennai – 600028

Investor Presentation | **May 2022**

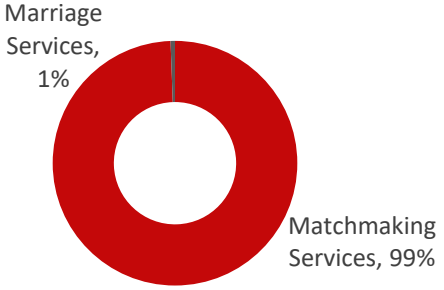
Matrimony.com at a glance

- 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 March 2022 ~ INR15,262 Mn

Consolidated Revenue Growth (INR Mn)



Business Mix -FY22



Our Leadership Position

Market Leader
Highest market share pan India

Customised and personalised approach for every community and preferences

Paid subscription base of 8,94,000 profiles in FY22

Strong Offline presence through retail stores

Zero Debt company

Robust Technology and Data Analytics

5 Mn Active profiles

Well known and established brand

Strong Free Cash Flow generation

Strong Return Ratios

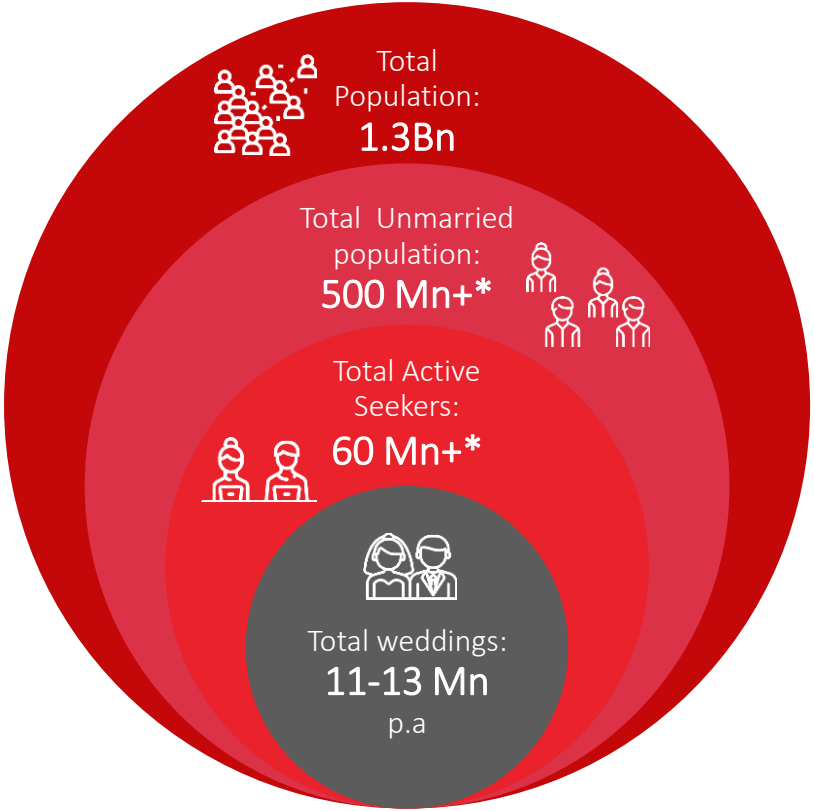
Profitable consumer internet company with healthy Balance Sheet

Marquee Investors

The Indian Matchmaking Opportunity

matrimony.com

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

1997
As a young programmer in New Jersey Mr. M Janakiraman launches a community portal

2000
Incorporated Matrimony.com

2002
Launched the largest matrimony meet in the world 'Mega Swayamvaram

2006
Received first round of funding of 8.65 Mn from various PE investors

2008
Received second round of funding of 11.75Mn from various PE Investors

Launched "Elite Matrimony", an exclusive matchmaking services for premium customers

2009
Launched "Community Matrimony"

2010
Launched "Assisted Matrimony"

2011
"Bharatmatrimony" made available on iPhone, iPad, Android, Blackberry, Nokia devices.

140+ Matrimony retail outlets across in India

2015
Professional wedding photography service launched – Matrimonyphotography.com

2016
Launched matrimonybazaar.com

2017
Company listed on stock exchanges and Launched matrimonymandaps.com

2018
Dubai office launched

Cricketer MS Dhoni brand ambassador of Bharat Matrimony

2020
Launched RajasthaniMatrimony and BihariMatrimony

Launched DoctorsMatrimony exclusively for medical professionals

2021
Launched Bojpuri Matrimony - Launched IIMIITMatrimony.com

Created a new brand identity - WeddingBazaar.com, one of India's largest wedding marketplace from the earlier avatar of MatrimonyBazaar.com

Acquired 100% stake in Boatman Tech Private Limited, promoters of ShaadiSaga.com

Expanded operations in Bangladesh

2022
Jodii Application launched in Tamil

Governed by a Strong Board

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 Creaegis, 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

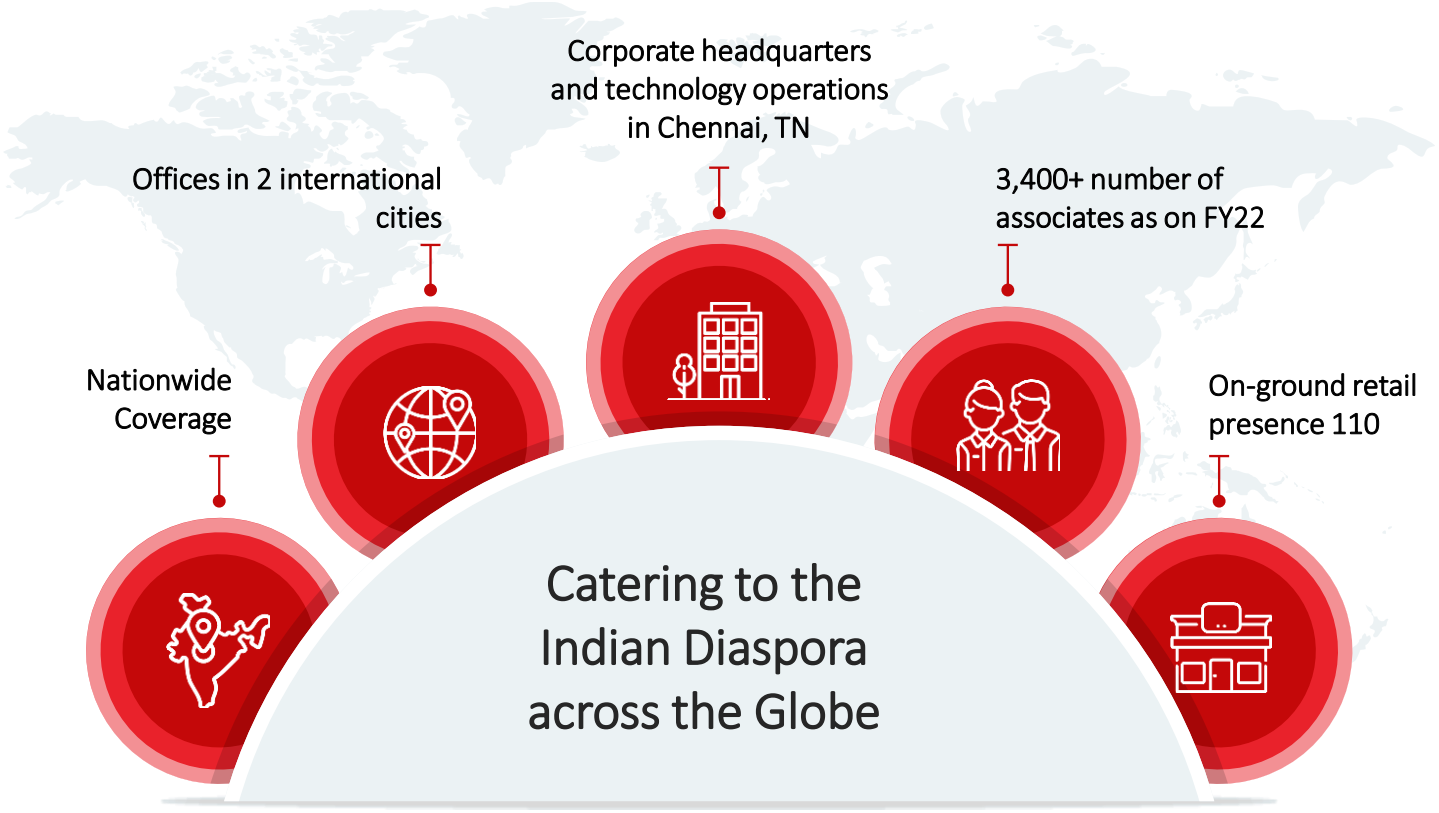
BharatMatrimony has been conferred with the prestigious 'Superbrand 2019' status by leading independent brand arbiter Superbrands India

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

Catering To Indian Diaspora Across The Globe

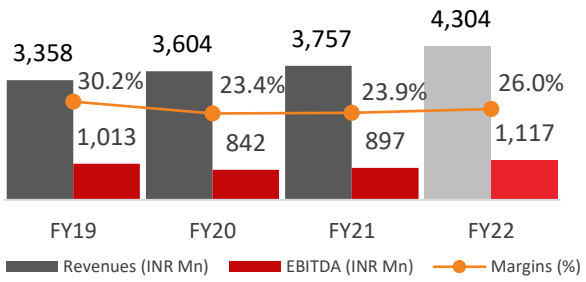


BUSINESS OVERVIEW

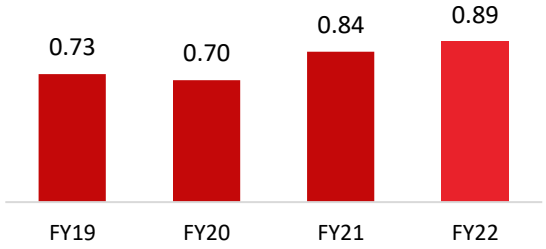
Pioneering Matchmaking Services in India

- 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

Matchmaking Performance



Paid Subscription (in Mn)



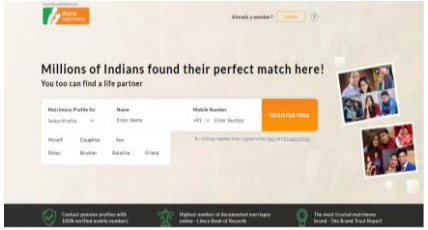
Flagship Matchmaking Brands

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*

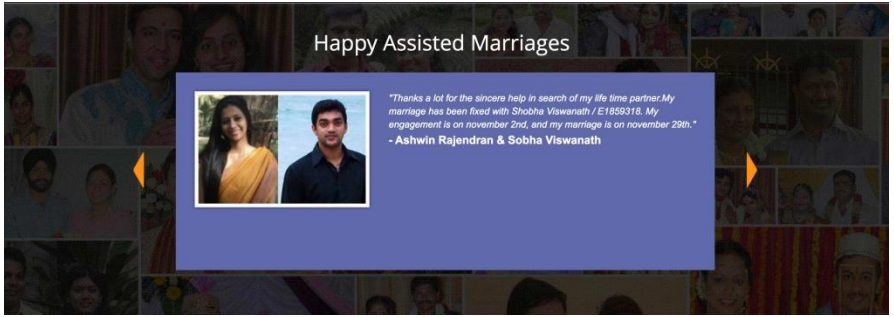
CommunityMatrimony.com is an exclusive matrimony platform consisting of over 300 different community websites

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

Premium Matrimony 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.

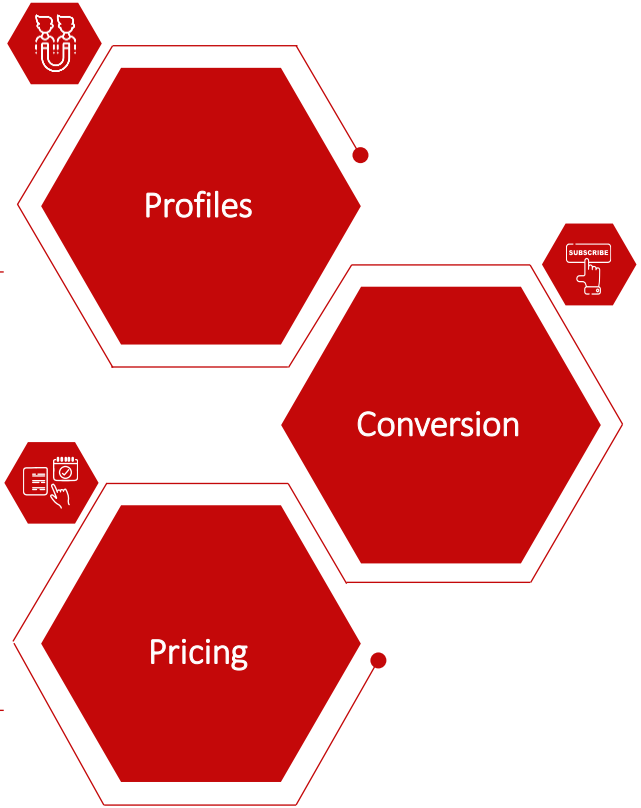


Elite Matrimony - From BharatMatrimony

Elite Matrimony – A personalized matchmaking service for the affluent.

Growth Drivers

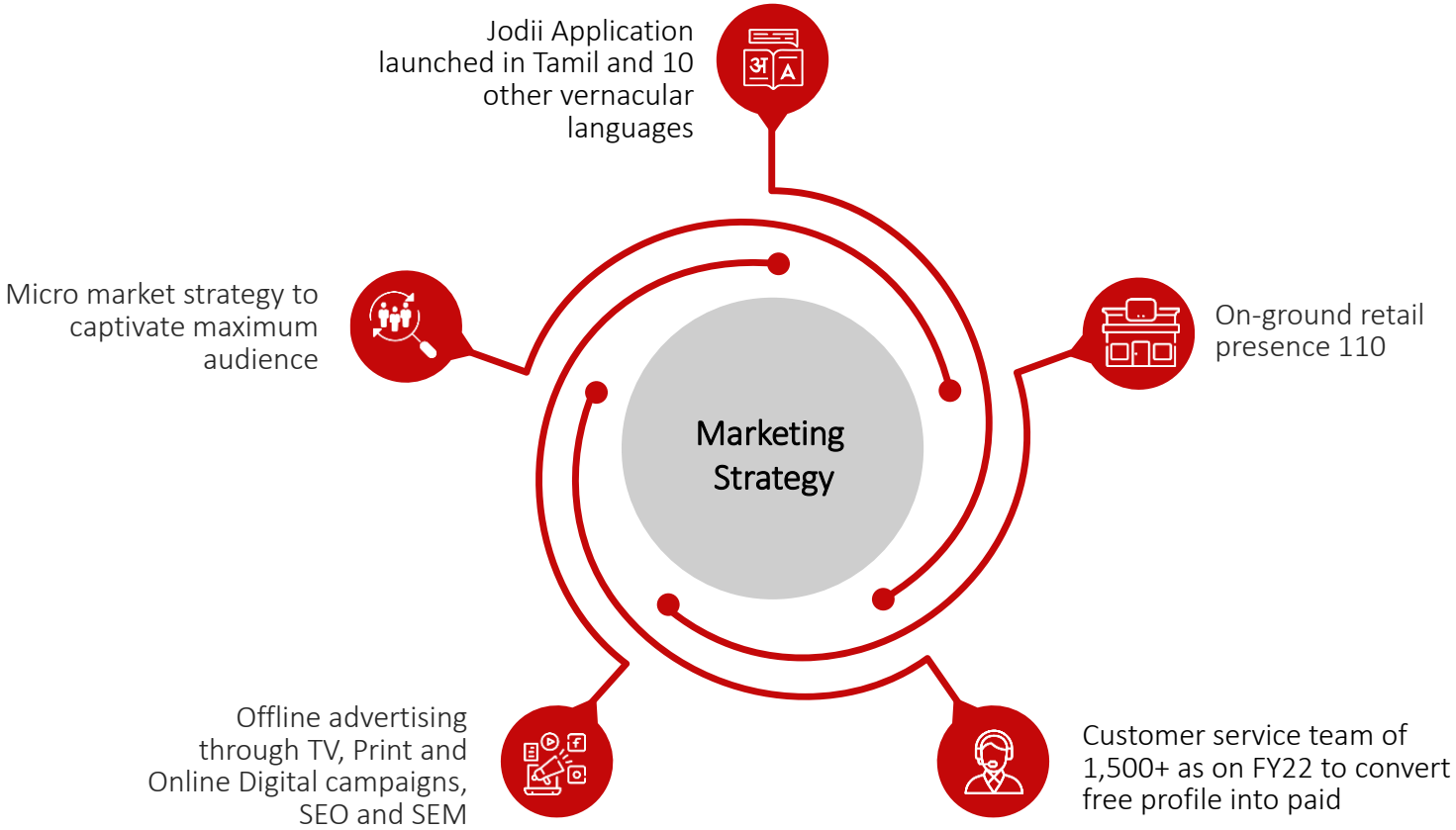
Marketing efforts
result in increasing leads and registrations of user profiles



Technology such as AI, insights through data analytics and strong tele-service channel
aid in enhancing user experience and converting them to paid subscriptions.

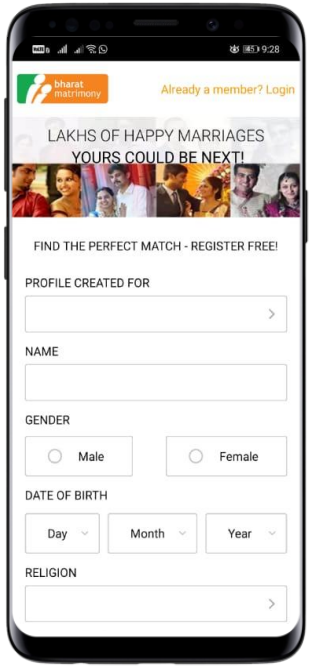
Flexible packages
for 3,6 or 12 month subscriptions at customized and affordable rates

Strategic 360 degree Marketing



Great User Experience through Innovative Technology

matrimony.com



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

User Interface

Features

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

Success Stories

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."

Forward Integration - Marriage Services

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

WeddingBazaar

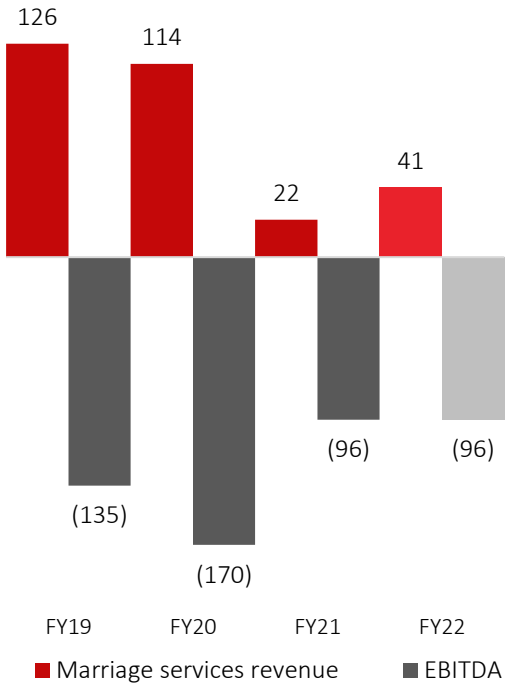
Online marketplace providing wedding-related services whereby 75,000 vendors, catering and decoration, etc. are listed, more than 18,000 weddings planned.

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)

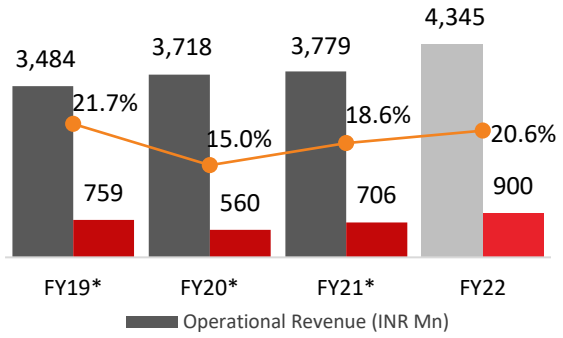


** Restated as per IndAS 116*

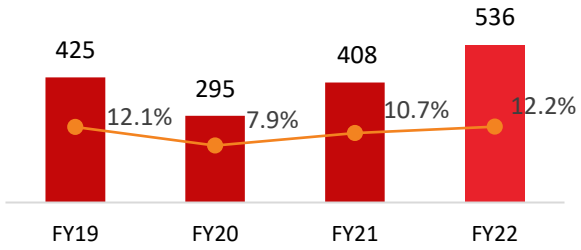
FINANCIAL OVERVIEW

Financial Highlights

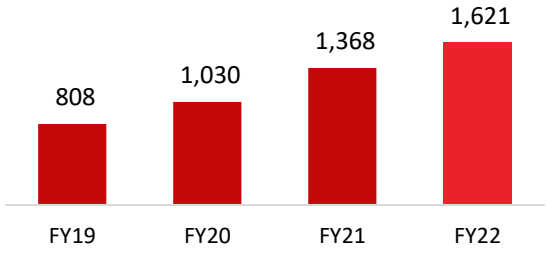
Consolidated Performance



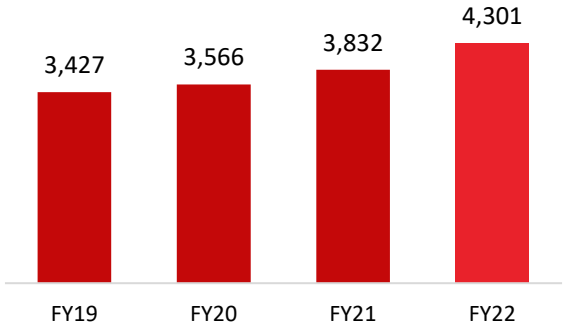
Net Profit (INR Mn) and PAT Margins (%)



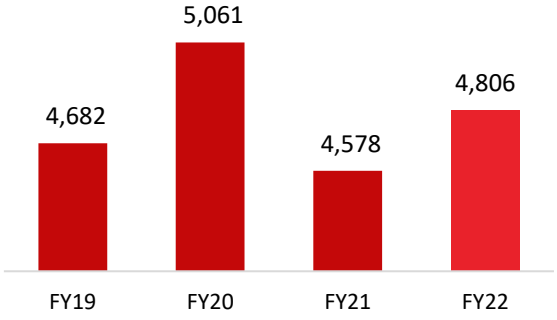
Marketing Expense (INR Mn)



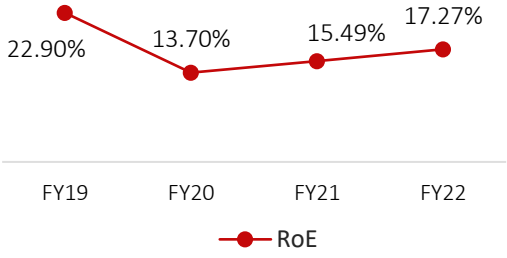
Matchmaking Billings (INR Mn)



ATV (INR)



RoE (%)

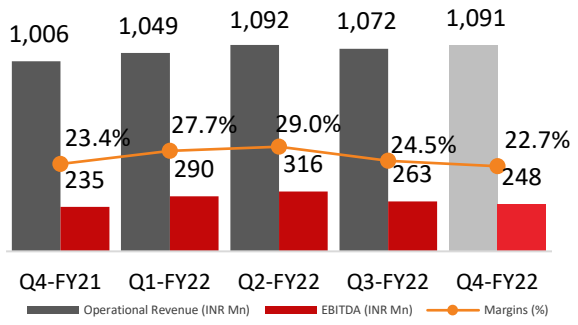


** Restated as per IndAS 116*

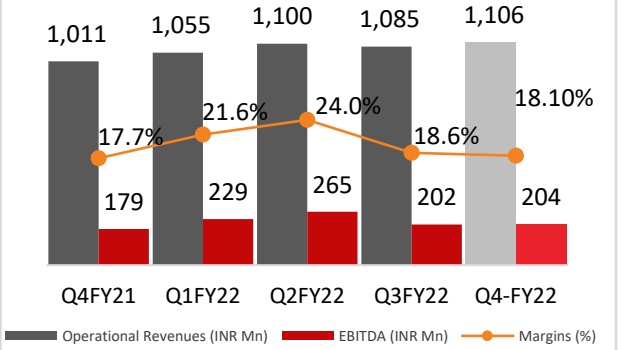
Quarterly Financial Highlights

matrimony.com

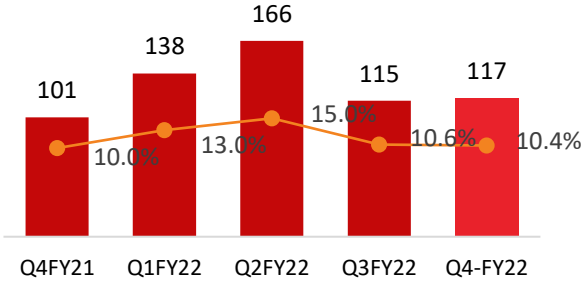
Matchmaking Performance



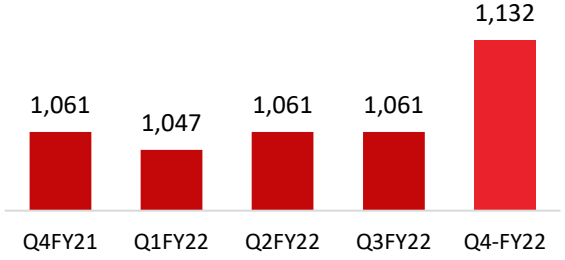
Consolidated Performance



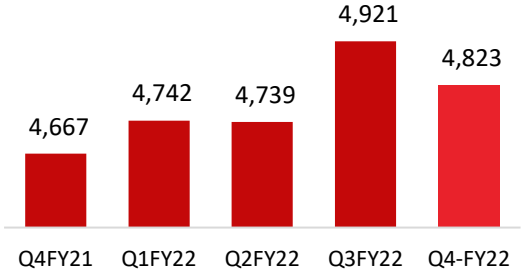
Net Profit (INR Mn) and PAT Margins (%)



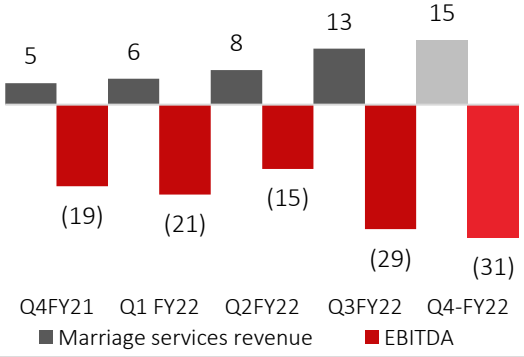
Matchmaking Billings (INR Mn)



Matchmaking ATV (INR)



Marriage Services Performance (INR Mn)



Operational Highlights For The Quarter

Consolidated Billings

INR 1,151 Mn

Revenues

INR 1,106 Mn

Consolidated Q4 Revenues were INR 1,106 Mn which is a 9.4% y/y growth. Consolidated Revenues for the full year was INR 4,345 Mn, which is a good 15% growth

Added 2.34 lakhs paid subscriptions during the quarter (growth of 8.8% q/q and 3.1% y/y)

Added 8.94 lakhs paid subscriptions during the year (growth of 6.8%)

Matchmaking Billings

INR 1,132 Mn

Revenues

INR 1,091 Mn

24,000+ success stories in Q4 taking the total to 104,000+ success stories in FY22.

0.23 Mn

paid Subscriptions

Excluding marketing expenses, our margins in matchmaking are at 63% in FY22 as compared to 60% in FY21, due to increased revenue and operational efficiencies

Average transaction value for the matchmaking business

4,823 INR

Our free cash generation has been robust at INR 170 Mn for the quarter and INR 600 Mn for the year and our cash balance is at INR 3,340 Mn.

Recommended a final dividend of 100% (INR 5 per equity share of par value of INR 5 each), subject to the approval of the Shareholders

24,000+ success stories created

Subject to approval by the Shareholders of the Company have recommended a buyback of Equity Shares not exceeding INR 750 Mn at an indicative maximum buyback price not exceeding INR 1,150

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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

ANNEXURE

Quarterly Consolidated Financial Performance

Particulars (INR Mn)	Q4-FY22	Q4-FY21	Y-o-Y	Q3-FY22	Q-o-Q
Revenues	**1,106**	**1,011**	**9.4%**	**1,085**	**1.9%**
Total Expenses*	902	832	8.4%	883	2.2%
EBITDA	**204**	**179**	**14.0%**	**202**	**1.0%**
EBITDA Margin (%)	***18.1%***	***17.7%***	***40 Bps***	***18.6%***	***(50) Bps***
Depreciation	69	65	6.2%	69	-
Finance Cost	14	12	16.7%	14	-
Other Income*	39	33	18.2%	38	2.6%
Share of Profit/(loss) of associate	(2)	-	NA	(2)	-
PBT	**158**	**135**	**17.0%**	**155**	**1.9%**
Tax	41	34	20.6%	40	2.5%
Profit After Tax	**117**	**101**	**15.8%**	**115**	**1.7%**
PAT Margin (%)	***10.4%***	***10.0%***	***40 Bps***	***10.6%***	***(20) Bps***
Diluted EPS	5.11	4.43	15.3%	5.01	2.0%

**operational income adjusted with total expenses to calculate EBITDA*

Annual Consolidated Financial Performance

Particulars (INR Mn)	FY22	FY21	Y-o-Y
Revenues	**4,345**	**3,779**	**15.0%**
Total Expenses*	3,445	3,073	12.1%
EBITDA	**900**	**706**	**27.5%**
EBITDA Margin (%)	***20.6%***	***18.6%***	***200 Bps***
Depreciation	269	259	3.9%
Finance Cost	54	48	12.5%
Other Income*	150	144	4.2%
Share of Profit/(loss) of associate	(8)	(6)	33.3%
PBT	**719**	**537**	**33.9%**
Tax	183	129	41.9%
Profit After Tax	**536**	**408**	**31.4%**
PAT Margin (%)	***12.2%***	***10.7%***	***150 Bps***
Diluted EPS	23.39	17.88	30.8%

 # As per IndAS 116 **Operational income adjusted with total expenses to calculate EBITDA*

Historical Consolidated Income Statement

Particulars (INR Mn)	FY18	FY19#	FY20#	FY21#	FY22#
Revenues	**3,354**	**3,484**	**3,718**	**3,779**	**4,345**
Total Expenses*	2,579	2,725	3,158	3,073	3,445
EBITDA	**775**	**759**	**560**	**706**	**900**
EBITDA Margin (%)	***23.1%***	***21.7%***	***15.0%***	***18.6%***	***20.6%***
Depreciation	96	265	280	259	269
Finance Cost	15	48	52	48	54
Other Income*	65	139	163	144	150
Exceptional Items	(128)	-	-	-	-
Share of Profit/(loss) of associate	-	-	(1)	(6)	(8)
PBT	**857**	**585**	**390**	**537**	**719**
Tax	118	160	95	129	183
Profit After Tax	**739**	**425**	**295**	**408**	**536**
PAT Margin (%)	***22.0%***	***12.1%***	***7.9%***	***10.7%***	***12.2%***
Diluted EPS	33.40	18.59	12.95	17.88	23.39

 # As per IndAS 116

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

Historical Consolidated Balance Sheet

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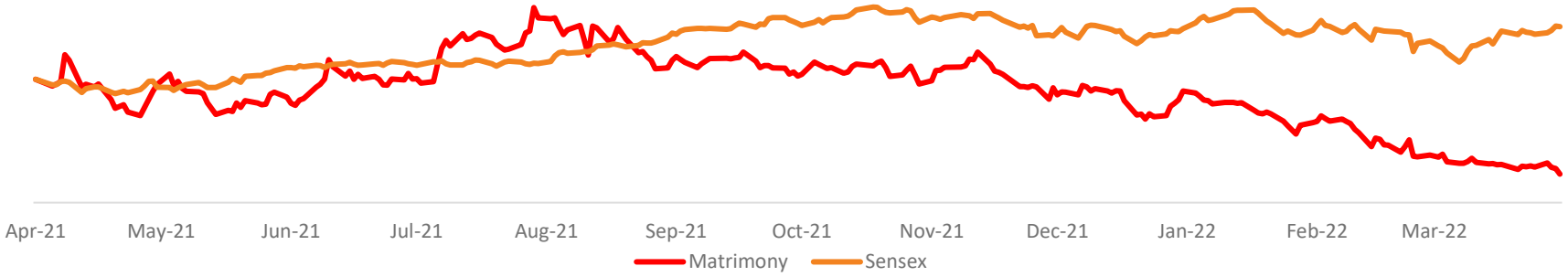
Particulars (INR Mn)	FY20	FY21	FY22
EQUITY AND LIABILITIES			
EQUITY			
Share Capital	114	114	114
Other Equity	2,168	2,519	2,989
Total Equity	**2,282**	**2,633**	**3,103**
Non Current Liabilities			
Lease liabilities	463	479	562
Deferred Tax Liabilities (Net)	-	-	10
Other non current liabilities	2	-	-
Sub Total Non Current Liabilities	**465**	**479**	**572**
Current Liabilities			
Financial liabilities			
1.Trade payables	310	386	511
2. Other payables	21	1	1
3. Lease liabilities	149	118	132
Other current liabilities	744	839	831
Provisions	76	68	72
Liabilities for current tax (Net)	3	3	-
Sub Total Liabilities	**1,303**	**1,415**	**1,547**
TOTAL EQUITY AND LIABILITIES	**4,050**	**4,527**	**5,222**

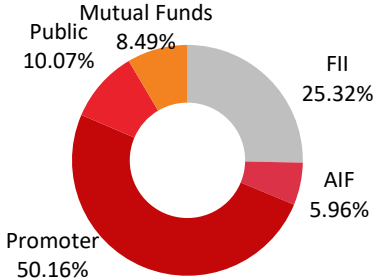
Particulars (INR Mn)	FY20	FY21	FY22
ASSETS			
Non-Current Assets			
Property, Plant & Equipment	730	703	220
Rights of use assets	569	535	631
Intangible Assets	32	29	63
Intangible Assets under development	1	-	-
Goodwill	-	-	87
Investment in associate	61	55	47
Financial Assets			
Security Deposits	86	60	76
Bank Balances other than Cash and Cash equivalents	-	-	20
Investments	-	-	190
Deferred tax assets (Net)	18	20	19
Income tax assets (Net)	38	35	36
Other Non-current assets	15	25	39
Sub Total Non Current Assets	**1,550**	**1,462**	**1,428**
Current Assets			
Financial Assets			
1.Security Deposits	20	41	23
2.Cash and Cash Equivalents	45	90	95
3.Bank Balances other than Cash and Cash equivalents	1,101	1,909	2,173
4.Investments	1,204	850	860
5.Trade Receivables	36	75	80
7. Loan to Associate	-	-	6
8.Other financial assets	46	57	62
Other current assets	48	43	60
Assets held for Sale	-	-	436
Sub Total Current Assets	**2,500**	**3,065**	**3,794**
TOTAL ASSETS	**4,050**	**4,527**	**5,222**

Capital Market Information

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



Price Data (31st March 2022)

Face Value (INR)	5.0
Market Price (INR)	666.7
52 Week H/L (INR)	1,219.0/660.35
Market Cap (INR Mn)	15,261.5
Equity Shares Outstanding (Mn)	22.89
1 Year Avg. trading volume ('000)	43.8

Shareholding Pattern as on 31st March 2022