

May 16, 2025

**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, 2025

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**

# Investor Presentation

May 2025





▶ 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.

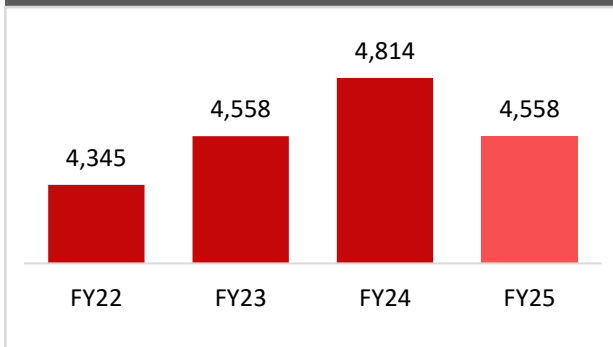
▶ Forward integrated into providing marriage services by aspiring to become a one stop shop for our customers in an asset light vendor platform for venue bookings, catering, decorations, etc.

▶ The market cap of the company as on 31<sup>st</sup> March 2025 ~ INR 11,043 Mn

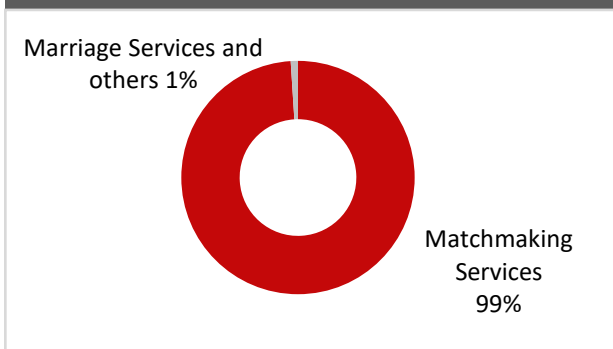
▶ Matrimony.com has been certified a Great Place to Work by an assessment conducted by Great Place to Work, India



### Consolidated Revenue Growth (INR Mn)



### Business Mix – FY25



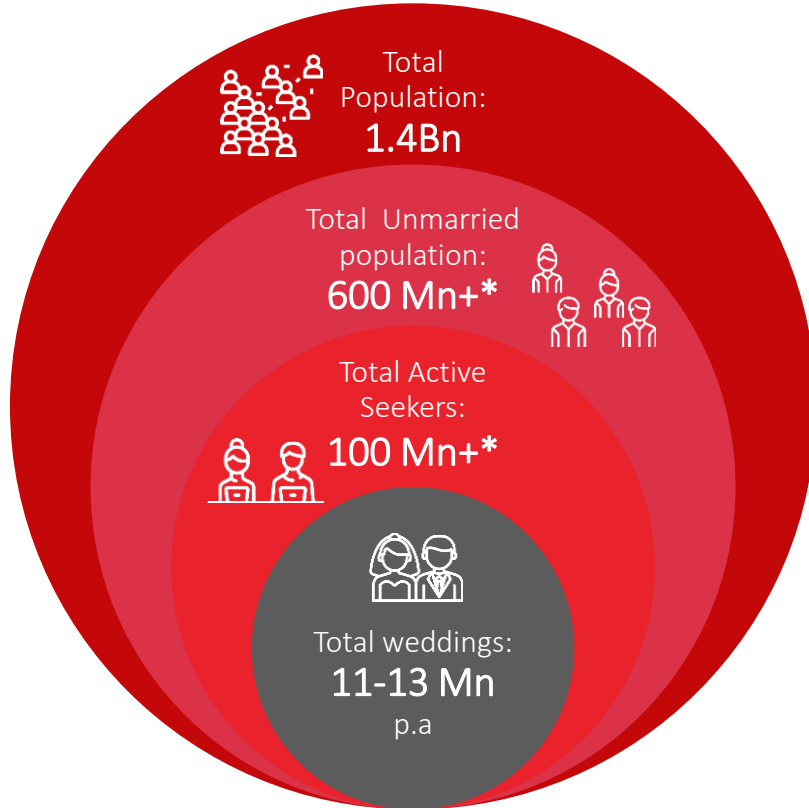


# Our Leadership Position





## 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**

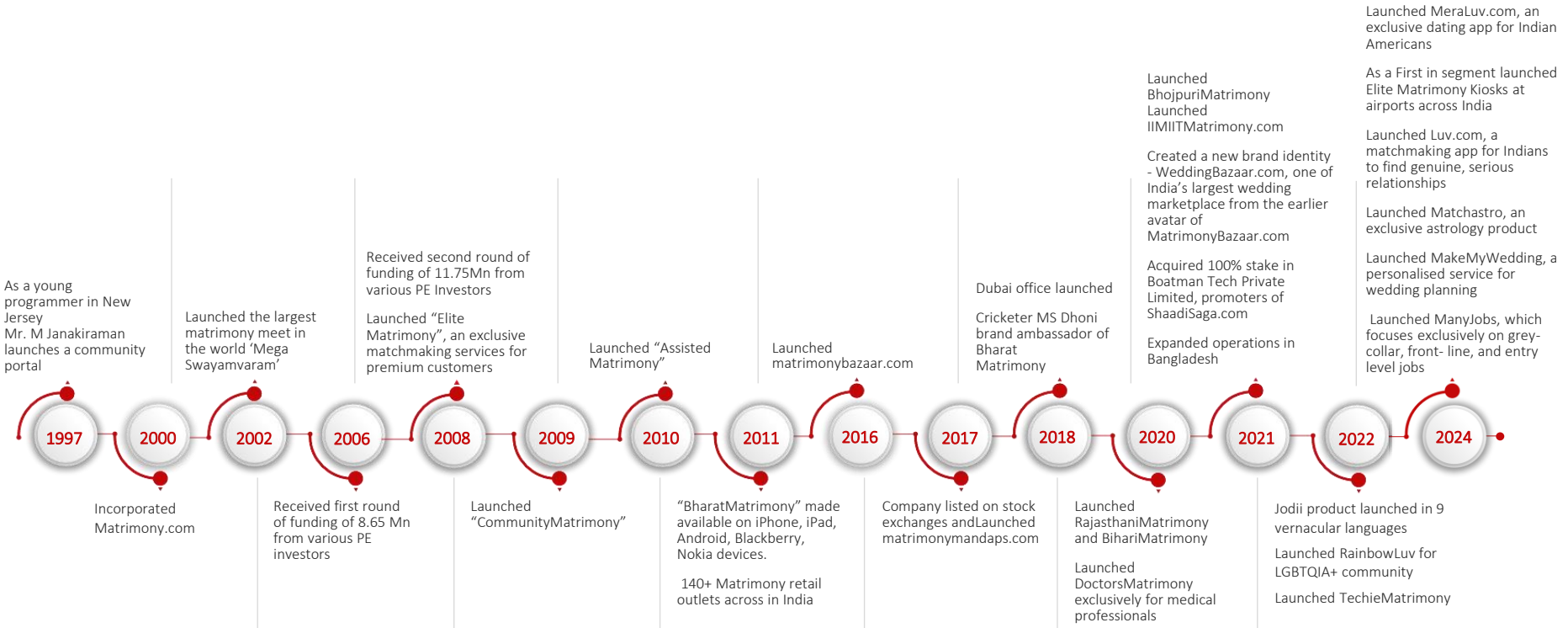
Estimated Revenue of Matchmaking/Dating segment  
**USD 306 Mn**  
(2029)

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

# COMPANY OVERVIEW



# Notable milestones over the last 25 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.

**S M Sundaram – Non Executive 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 over 37 years of professional experience, most of them in senior roles in Finance and Investment Management. He is currently the Chief Investment Officer of an Investment Management entity focused on listed investments in India

**Akila Krishnakumar - Non Executive Independent Director** : An alumna 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. She has won several awards and accolades including being among the top 5 women leaders in the Indian technology industry for many years.

**C K Ranganathan – Non Executive 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. He is associated with Matrimony.com since 2014.

**Rajesh Sawhney – Non executive Independent Director**: Holds a bachelor's degree in Engineering (Electronics and Communication) from the University of Delhi and a master's degree in Management Studies from the University of Bombay. He has extensive experience in the fields of media, entertainment, telecommunications and the internet industry. He has worked with Reliance Capital Limited and Reliance Entertainment Limited. He is currently on the Board of India Mart Intermesh Ltd, Le Travenues Technology Ltd (IXIGO), Neilsoft Limited .



# 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



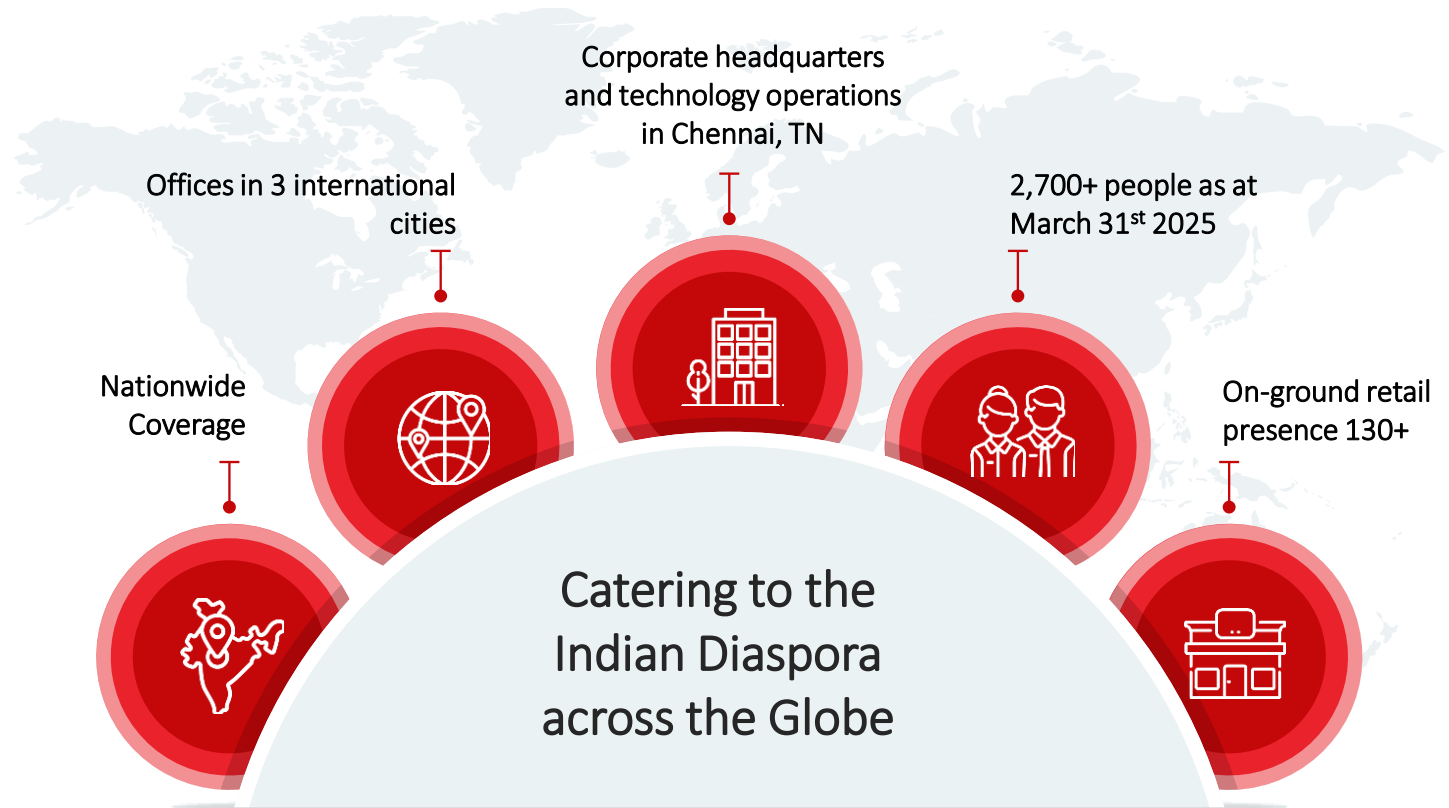
Mr. Murugavel Janakiraman was featured in the Top Technology Leaders 2020 List by Exchange4Media's Impact Magazine.



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



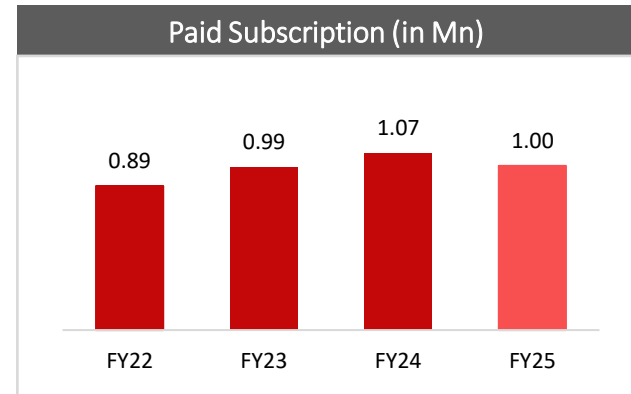
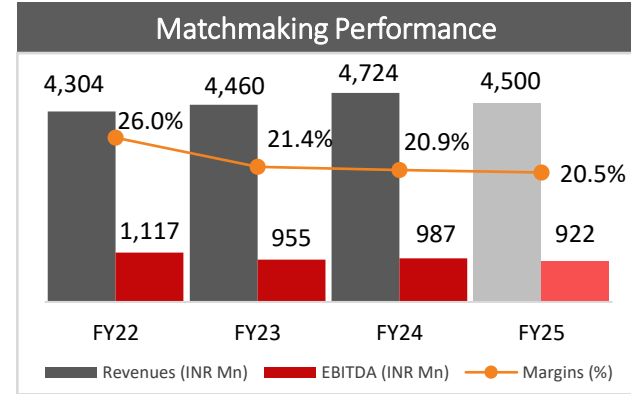
▶ Matrimony.com has the largest number of matchmaking online platforms to suit a person's choice and preference

▶ 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



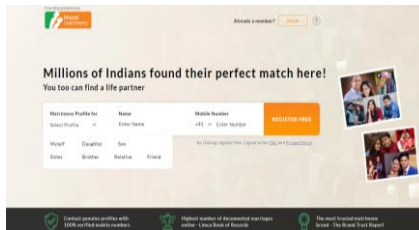


Launched in the year 2000, BharatMatrimony is the flagship brand of Matrimony.com

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.

## Happy Assisted Marriages



*"Thanks a lot for the sincere help in search of my life time partner. My marriage has been fixed with Shobha Viswanath / E1859318. My engagement is on november 2nd, and my marriage is on november 29th."*  
- Ashwin Rajendran & Sobha Viswanath



- From BharatMatrimony

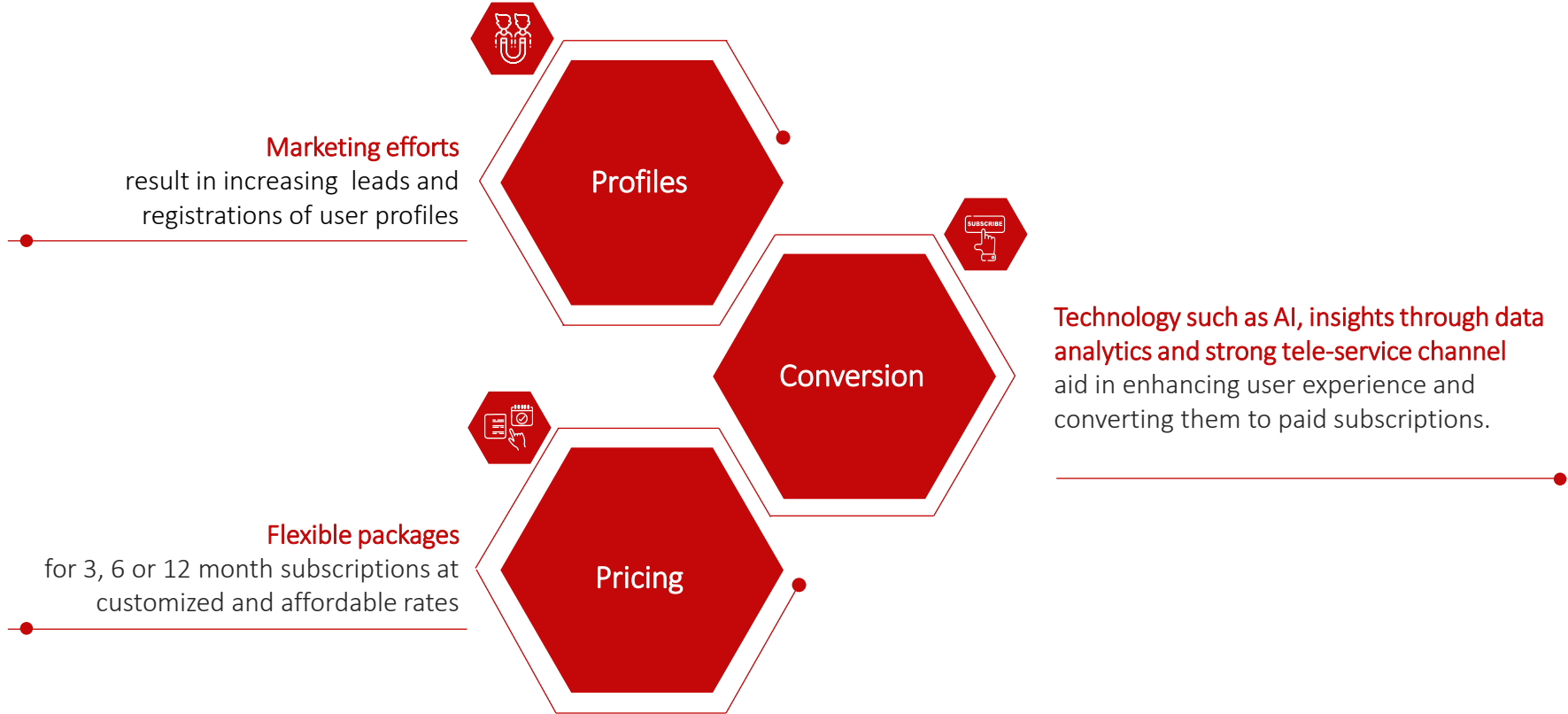


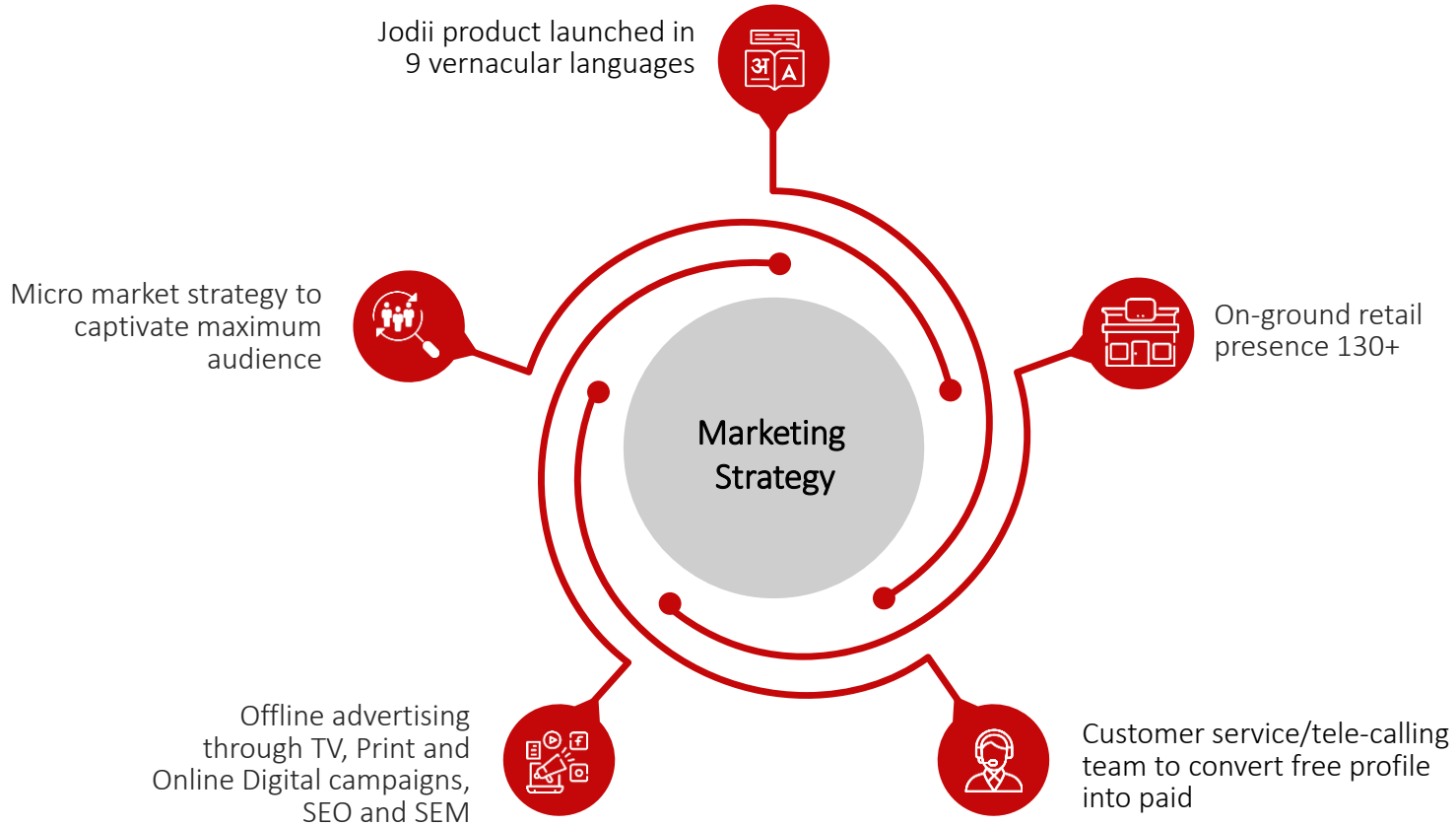
## Elite Marriages

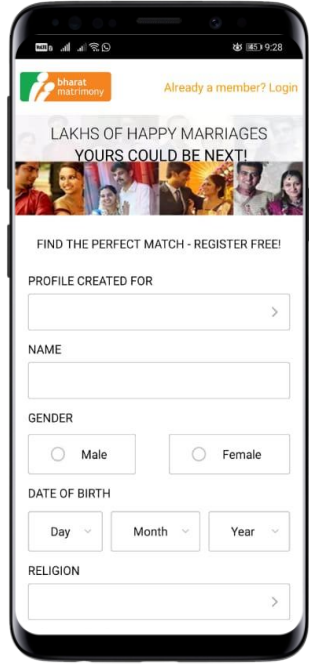
Some of the stories that we made happen...



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

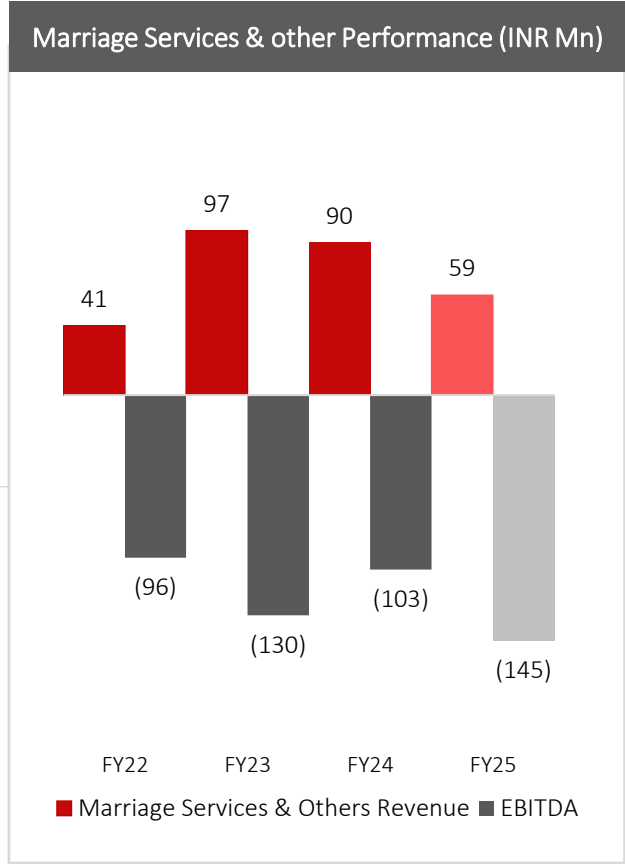
Online marketplace providing wedding-related services whereby vendors including photography, make-up, mehendi, wedding-planner, catering and decorations, etc.

**mandap.com**  
from BharatMatrimony

## Mandap

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

**Marriage Services with a network of over 3,00,000 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.



- 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.



- 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.



- 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.

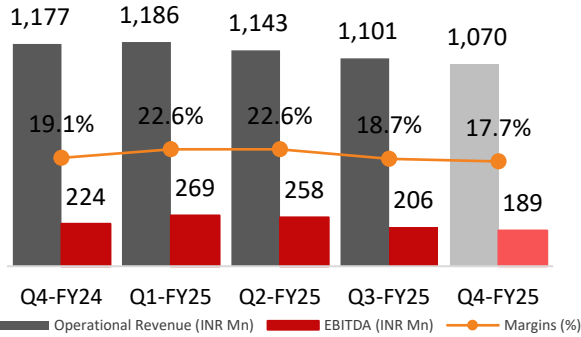


- MatchAstro is an exclusive astrology product focused on giving astrology advice, mainly about love, relationship, and marriage.
- It is a platform to connect with handpicked top astrologers who have expertise in marriage consultancy. We have introduced AstroFreeChat.com and offer 5 minutes of free consulting.

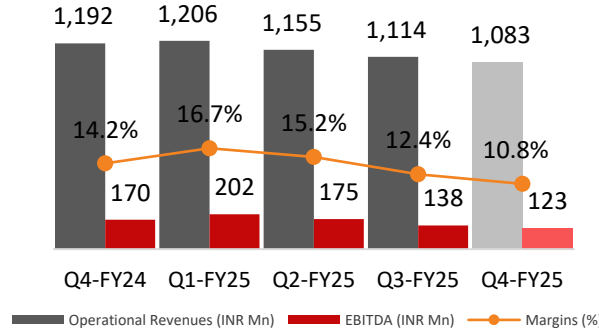
# FINANCIAL OVERVIEW



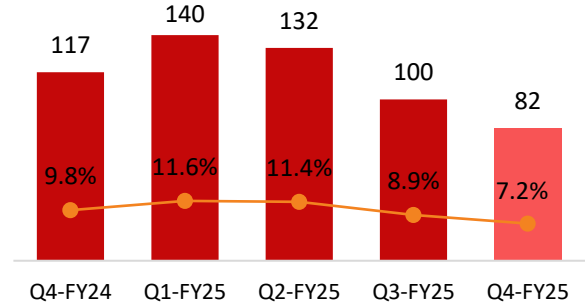
## Matchmaking Performance



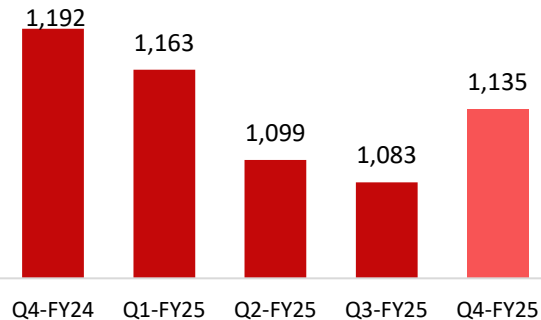
## Consolidated Performance



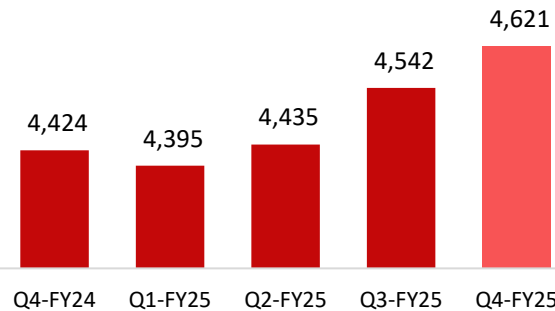
## Net Profit (INR Mn) and PAT Margins (%)



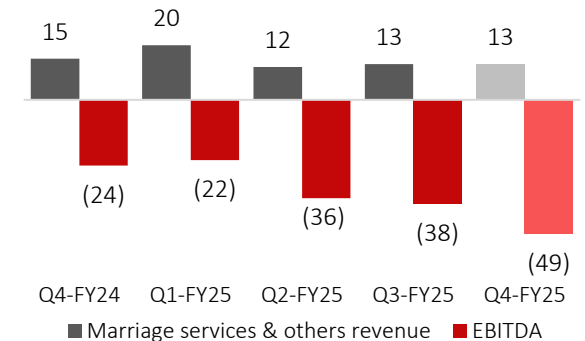
## Matchmaking Billings (INR Mn)



## Matchmaking ATV (INR)

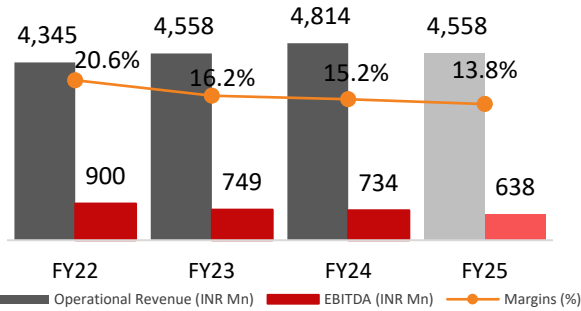


## Marriage Services & Others Performance (INR Mn)

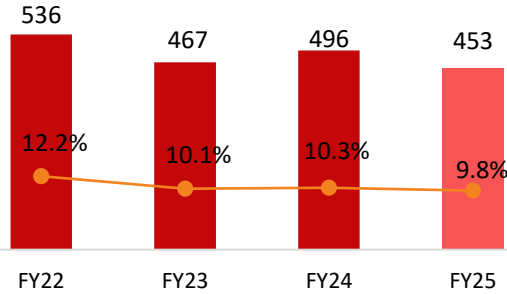




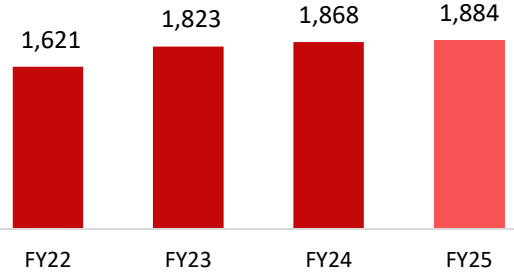
## Consolidated Performance



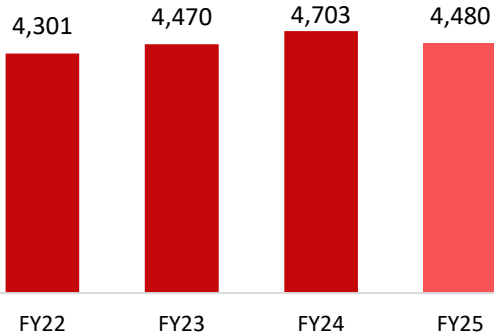
## Net Profit (INR Mn) and PAT Margins (%)



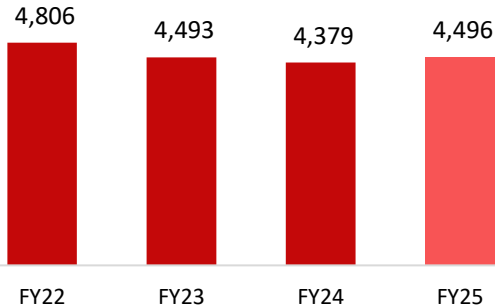
## Marketing Expense (INR Mn)



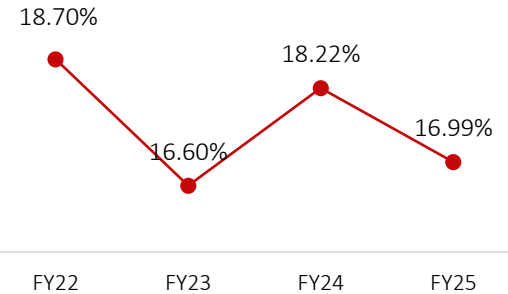
## Matchmaking Billings (INR Mn)



## ATV (INR)



## RoE (%)





Consolidated Billings for the quarter

**INR 1,148 Mn**

Revenues for the quarter

**INR 1,083 Mn**

Q4-FY25 Revenue is INR 1,083 Mn which represents decline of 2.8% Q-O-Q and 9.1% Y-O-Y. Revenues for the full year were INR 4,558 Mn, a decline of 5.3%.

Q4-FY25 Matchmaking Revenue is INR 1,070 MN which represents decline of 2.8% Q-O-Q and 9.1% Y-O-Y. Matchmaking Revenues for the full year were INR 4,500 Mn, a decline of 4.7%.

Added 0.25 Mn paid subscribers during the quarter (Growth of 3.0% Q-O-Q and decline of 9.0% Y-O-Y basis) which brings full year paid subscribers close to 1 Mn.

Matchmaking Billings for the quarter

**INR 1,135 Mn**

Revenues for the quarter

**INR 1,070 Mn**

ATV for the matchmaking business increased by 1.7% Q-O-Q and of 4.4% Y-O-Y, in line with our segmentation strategies.

22,200+ success stories in Q4-FY25

Annualized return on capital employed is at about 14.2%.

**0.25 Mn**

Paid Subscriptions for the quarter

Our Cash balance is at INR 3,243 Mn., strong operating cashflow to EBIDTA at 114%

PAT is at INR 82 Mn which represents a decline of 17.9% Q-O-Q and 30.3% Y-O-Y. For the full year, PAT is at INR 453 Mn, decline of 8.6%.

Average transaction value for the matchmaking business for the quarter

**4,621 INR**

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-FY25	Q4-FY24	Y-o-Y	Q3-FY25	Q-o-Q
Revenues	1,083	1,192	(9.1)%	1,114	(2.8)%
Total Expenses*	960	1,022	(6.1)%	976	(1.6)%
EBITDA	123	170	(27.7)%	138	(10.9)%
<i>EBITDA Margin (%)</i>	<b>10.8%</b>	<b>14.2%</b>	<i>(340) Bps</i>	<b>12.4%</b>	<i>(160) Bps</i>
Depreciation	70	72	(1.9)%	74	(4.2)%
Finance Cost	11	12	(9.5)%	12	(6.5)%
Finance Income	61	67	(9.1)%	69	(12.0)%
Share of Profit/(loss) of associate	-	1	NA	(1)	(60.0)%
PBT	102	154	(33.6)%	122	(15.9)%
Tax	20	37	(44.4)%	22	(6.5)%
Profit After Tax	82	117	(30.3)%	100	(17.9)%
<i>PAT Margin (%)</i>	<b>7.2%</b>	<b>9.8%</b>	<i>(260) Bps</i>	<b>8.9%</b>	<i>(170) Bps</i>
Diluted EPS	3.79	5.27	(28.0)%	4.54	(16.4)%

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



# Annual Consolidated Income Statement

matrimony.com

Particulars (INR Mn)	FY25	FY24	Y-o-Y
Revenues	4,558	4,814	(5.3)%
Total Expenses*	3,920	4,080	(3.9)%
<b>EBITDA</b>	<b>638</b>	<b>734</b>	<b>(13.2)%</b>
<b>EBITDA Margin (%)</b>	<b>13.8%</b>	<b>15.2%</b>	<b>(140) Bps</b>
Depreciation	293	284	3.0%
Finance Cost	48	52	(7.2)%
Finance Income	282	248	13.7%
Share of Profit/(loss) of associate	(1)	0	NA
<b>PBT</b>	<b>578</b>	<b>647</b>	<b>(10.6)%</b>
Tax	125	152	(17.3)%
<b>Profit After Tax</b>	<b>453</b>	<b>496</b>	<b>(8.6)%</b>
<b>PAT Margin (%)</b>	<b>9.8%</b>	<b>10.3%</b>	<b>(50) Bps</b>
Diluted EPS	20.56	22.25	(7.6)%

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



# Historical Consolidated Income Statement

Particulars (INR Mn)	FY22	FY23	FY24	FY25
Revenues	4,345	4,558	4,814	4,558
Total Expenses*	3,445	3,809	4,080	3,920
<b>EBITDA</b>	<b>900</b>	<b>749</b>	<b>734</b>	<b>638</b>
<i>EBITDA Margin (%)</i>	<i>20.6%</i>	<i>16.4%</i>	<i>15.2%</i>	<i>13.8%</i>
Depreciation	269	300	284	293
Finance Cost	54	59	52	48
Finance Income	150	169	248	282
Share of Profit/(loss) of associate	(8)	-	-	(1)
<b>PBT</b>	<b>719</b>	<b>559</b>	<b>647</b>	<b>578</b>
Tax	183	92	152	125
<b>Profit After Tax</b>	<b>536</b>	<b>467</b>	<b>496</b>	<b>453</b>
<i>PAT Margin (%)</i>	<i>12.2%</i>	<i>10.1%</i>	<i>10.3%</i>	<i>9.8%</i>
Diluted EPS	23.39	20.72	22.25	20.56

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



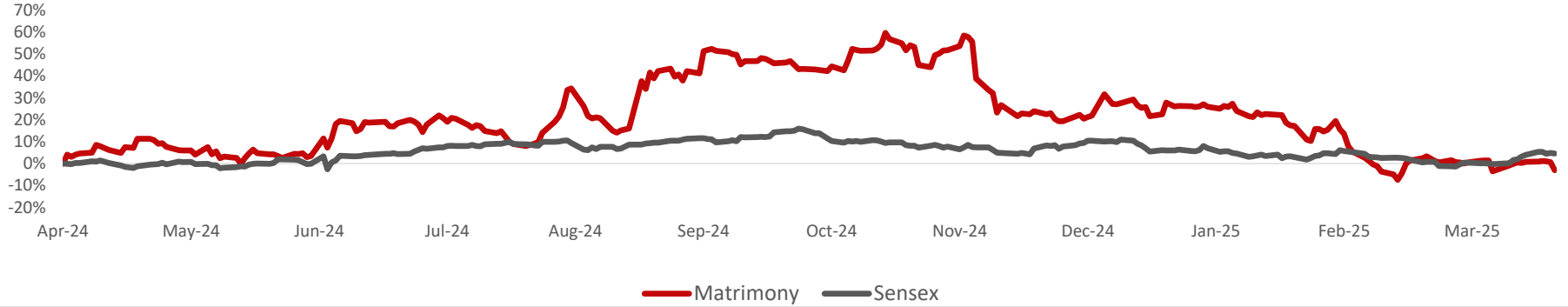
# Historical Consolidated Balance Sheet

Particulars (INR Mn)	FY23	FY24	FY25
<b>EQUITY AND LIABILITIES</b>			
<b>EQUITY</b>			
Share Capital	111	111	108
Other Equity	2,419	2,804	2,308
<b>Total Equity</b>	<b>2,530</b>	<b>2,915</b>	<b>2,416</b>
<b>Non Current Liabilities</b>			
Lease liabilities	530	424	361
Deferred Tax Liabilities (Net)	7	5	2
<b>Sub Total Non Current Liabilities</b>	<b>537</b>	<b>429</b>	<b>363</b>
<b>Current Liabilities</b>			
Financial liabilities			
Trade payables	452	531	642
Lease liabilities	150	156	174
Other current liabilities	914	861	938
Provisions	73	85	74
Current tax liabilities	2	43	-
<b>Sub Total Current Liabilities</b>	<b>1,592</b>	<b>1,676</b>	<b>1,828</b>
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>4,659</b>	<b>5,020</b>	<b>4,607</b>

Particulars (INR Mn)	FY23	FY24	FY25
<b>ASSETS</b>			
<b>Non-Current Assets</b>			
Property, Plant & Equipment	184	148	193
Rights of use assets	610	494	461
Other Intangible Assets	50	160	133
Goodwill	87	87	67
Investments accounted for using the equity method	47	47	46
<b>Financial Assets</b>			
Security Deposits	81	81	93
Other Financial Assets	-	-	313
Investments	213	209	205
Loans	2	-	-
Deferred tax assets (Net)	54	84	74
Income tax assets	37	38	3
Other Non-current assets	26	31	35
<b>Sub Total Non Current Assets</b>	<b>1,391</b>	<b>1,379</b>	<b>1,623</b>
<b>Current Assets</b>			
<b>Financial Assets</b>			
Security Deposits	16	20	19
Cash and Cash Equivalents	87	81	182
Bank Balances other than Cash and Cash equivalents	2,157	2,148	462
Investments	790	1,146	970
Trade Receivables	1	1	4
Loans	2	2	-
Other financial assets	153	177	1,287
Other current assets	62	66	61
<b>Sub Total Current Assets</b>	<b>3,268</b>	<b>3,641</b>	<b>2,984</b>
<b>TOTAL ASSETS</b>	<b>4,659</b>	<b>5,020</b>	<b>4,607</b>



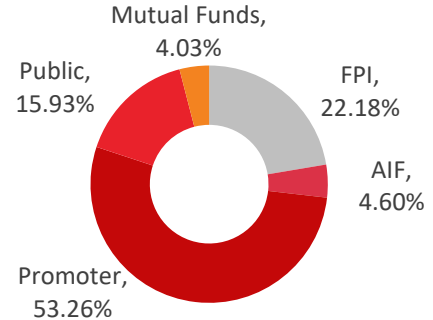
## 1 Year Stock Market Performance (as on 31<sup>st</sup> March, 2025)



## Price Data (as on 31<sup>st</sup> March, 2025)

Face Value (INR)	5.0
Market Price (INR)	512.1
52 Week H/L (INR)	849.8/482.0
Market Cap (INR Mn)	11,042.6
Equity Shares Outstanding (Mn)	21.6
1 Year Avg. Trading Volume ('000)	65.7

## Shareholding Pattern (as on 31<sup>st</sup> March, 2025)





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