

September 20, 2024

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: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015
Ref: NSE Symbol: MATRIMONY

This is to inform you that the Board of Directors of the Company approved the launch of a new line of business called Manyjobs.

The details as required under Regulation 30 read with Part A of the Schedule III of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 and vide SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023 are annexed herewith as Annexure – I.

The above information will also be available on the website of the Company at www.matrimony.com.

Submitted for your information and records.

Thanking you

Yours faithfully,

For **Matrimony.com Limited**

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

Matrimony.com Limited

(CIN: L63090TN2001PLC047432)

Registered & Corporate Office No.94, TVH Beliciaa Towers, Tower II, 5th Floor, MRC Nagar, Raja Annamalaipuram, Chennai – 600028. Phone No. 044-4900 1919

Annexure I

Disclosure in connection with the adoption of new line of business as per Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023

Sr No	Disclosure requirement	Details
1	Industry or area to which the new line of business belongs to;	<p>The Company plans to launch a new line of business in the area of Jobs called “ManyJobs”. The jobs market in India presents tremendous opportunity, specifically grey-collar jobs. While there are scale players operating in the white-collar jobs space, we see significant opportunity and whitespace in the grey-collar jobs market. “ManyJobs” will focus exclusively on the grey-collar jobs market and specifically on frontline and entry-level jobs that would help in the differentiated offering and build expertise. The Company is planning the initial launch for the Tamilnadu market in both English & vernacular (Tamil) as follows</p> <ul style="list-style-type: none"> • In September 2024: Website for employers & recruiters • In October 2024: App for job seekers <p>We will progressively scale this to other parts of the country.</p>
2	Expected benefits;	<p>Our focus is exclusively on the grey-collar jobs market which is estimated to be about 45% and specifically on frontline and entry-level jobs. We believe that our focus on this specific market-segment would help us build deeper expertise and a differentiated offering, instead of trying to cater to all segments. Our research indicates that frontline roles have higher attrition rates than blue or white collar jobs.</p> <p>The product will have differentiated features including:</p> <ul style="list-style-type: none"> • Location-first job search leveraging Google Maps • Fully vernacular app for job seekers

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		<ul style="list-style-type: none">• 100% verified companies• Candidate match score which helps recruiters to easily identify & shortlist job applicants• We will leverage our reach in matchmaking, our strong presence in south India and brand strength
3	Estimated amount to be invested.	Since this is a platform play, the investments are not capital or people intensive in nature. The Company will adopt a frugal investment discipline to scale this business. Investments are mainly in the nature of marketing spends which are routine in nature and will be subsumed within our current marketing budgets for the year and also leverage specific segments of our matchmaking user base