matrimony.com

May 21, 2020

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 and year year ended March 31, 2020.

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**

VIJAYANAND SANKAR
Digitally signed by VIJAYANAND SANKAR
Date: 2020.05.21 14:21:10 +05'30'

S.Vijayanand
Company Secretary & Compliance Officer
ACS: 18951
No.94, TVH Beliciaa Towers, Tower II, 10th Floor, MRC Nagar, Chennai – 600028

matrimony.com

INVESTOR PRESENTATION | MAY 2020

Celebrating 20 Years of Happy Marriages

Matrimony.com at a glance

matrimony.com

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.

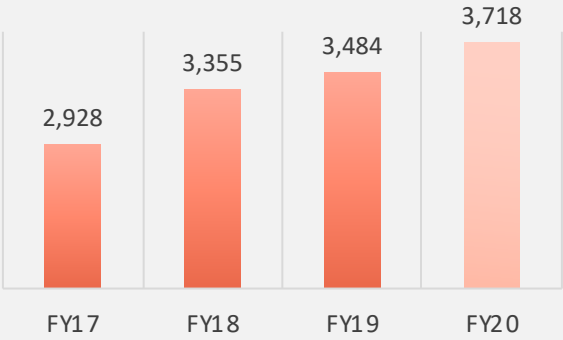
Largest active user base of 4.60 Mn profiles.

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, photography, catering, decorations, etc.

The market cap of the company as on 31st March 2020 ~ INR 6 Bn

Consolidated Revenue Growth
(INR Mn)



Business Mix – FY20

Our Leadership Position

Market Leader: Highest market share pan India

Paid subscription base of 7,00,000+ profiles in FY2020

Zero Debt company

Total registrations of 39.82 Mn profiles since January 2006

Strong Free Cash Flow generation

Profitable consumer internet company with healthy Balance Sheet

Customised and personalised approach for every community and preferences

Strong Offline presence through retail stores

Robust Technology and Data Analytics

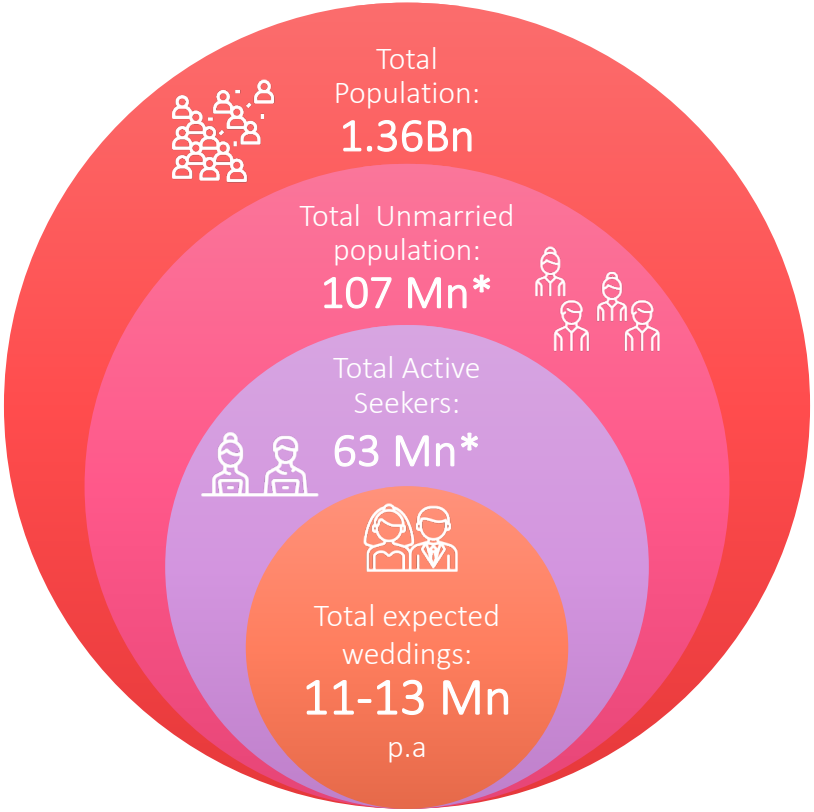
Well known and established brand

Strong Return Ratios

Marquee Investors

The Indian Matchmaking Opportunity

Sector



** Source: as on 2016*

Country

Arranged marriages in India in 2016

88%

Online Matchmaking industry

6% of marriages in India

Total marriage related spends every year

USD 57 Bn

Estimated Revenue of Matchmaking segment

USD 223 Mn

CAGR: 5.0% (2020-2024)

COMPANY OVERVIEW

Notable milestones over the last 20 years

1997-2005

1997

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

2000

- Incorporated Matrimony.com
- Launched flagship brand Bharatmatrimony

2002

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

2006-2010

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 match making services for premium customers

2009

- Launched "Community Matrimony"

2010

- Launched "Assisted Matrimony"

2011-2015

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

2016-2020

2016

- Launched matrimonybazaar.com

2017

- Company listed on stock exchanges
- Launched matrimonymandaps.com

2018

- Dubai office launched
- Actor Madhavan signed as a brand ambassador for elitematrimony
- Cricketer MS Dhoni brand ambassador of Bharatmatrimony

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.
- Over 32 years of experience in finance, HR, strategic planning, business development and product supply across various sectors.
- 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
- Awarded the ICAI Award in the CFO - FMCG category in 2011 and the Best Performing CFO Award - FMCG & Retail in 2012 by CNBC TV-18

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, Jamshedpur
- 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

Catering To Indian Diaspora Across The Globe

Nationwide coverage

Offices in 2 international cities

Corporate headquarters and technology operations in Chennai, TN

4,316 number of associates

On-ground retail presence 140+

BUSINESS OVERVIEW

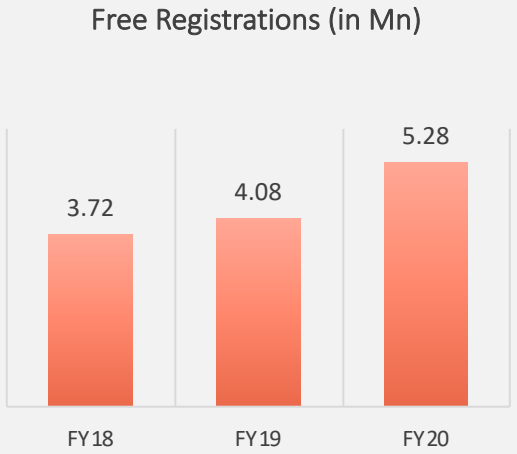
Pioneering Match Making Services in India

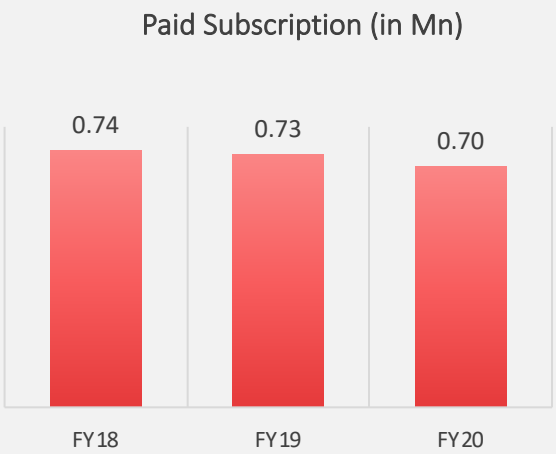
Matrimony.com has the largest number of matchmaking online platforms to suit a person's choice and preference

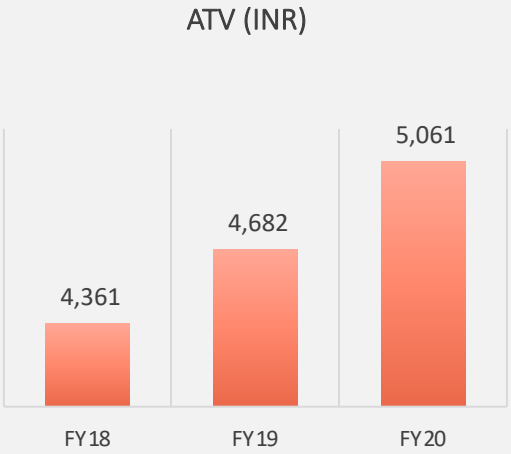
Differentiates itself from other players in India by following a micro-market strategy, offering a range of targeted and customized products and services that are tailored to meet the requirements of customers

Dominant market share in Southern India.

Pioneer in Community based, Assisted and Elite Matrimony services.





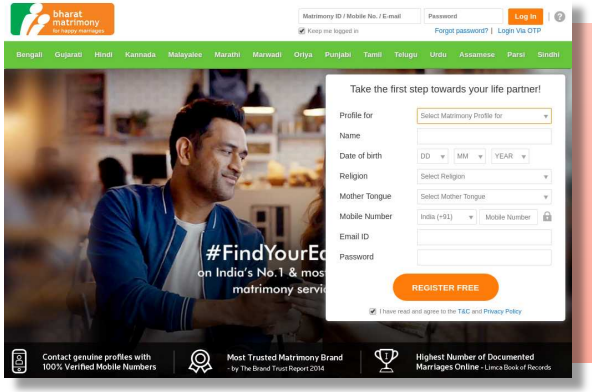


Flagship Matchmaking Brands

bharat matrimony

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

Comprises a network of 15 different regional portals based on varied regions such as TamilMatrimony, KeralaMatrimony, TeluguMatrimony, BengaliMatrimony, HindiMatrimony, etc.



Key features

- ☆ 15 Regional sites
- ☆ Flexible subscription packages for 3,6 & 12 months

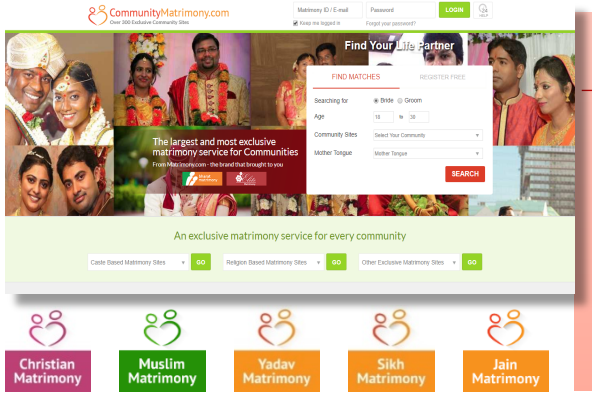
CommunityMatrimony.com

Over 300 Exclusive Community Sites

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.



Key features

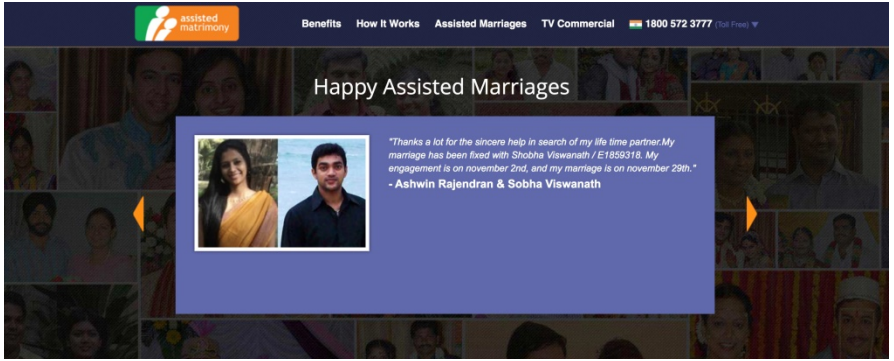
- ☆ 300 Community sites
- ☆ Flexible subscription packages for 3,6 & 12 months

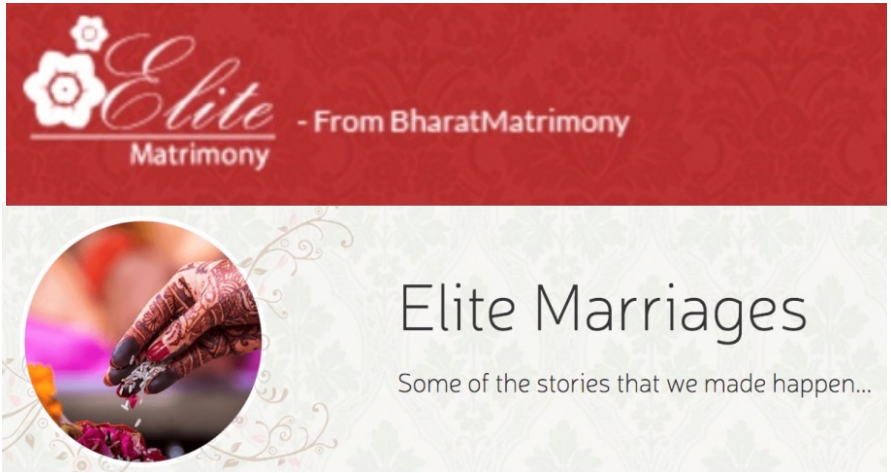
Source : http://www.ncaer.org/news_details.php?nID=188)

Premium Matrimony Services

Assisted Matrimony – Matrimony.com also provides value added services for the users who are busy and need assistance in matchmaking.

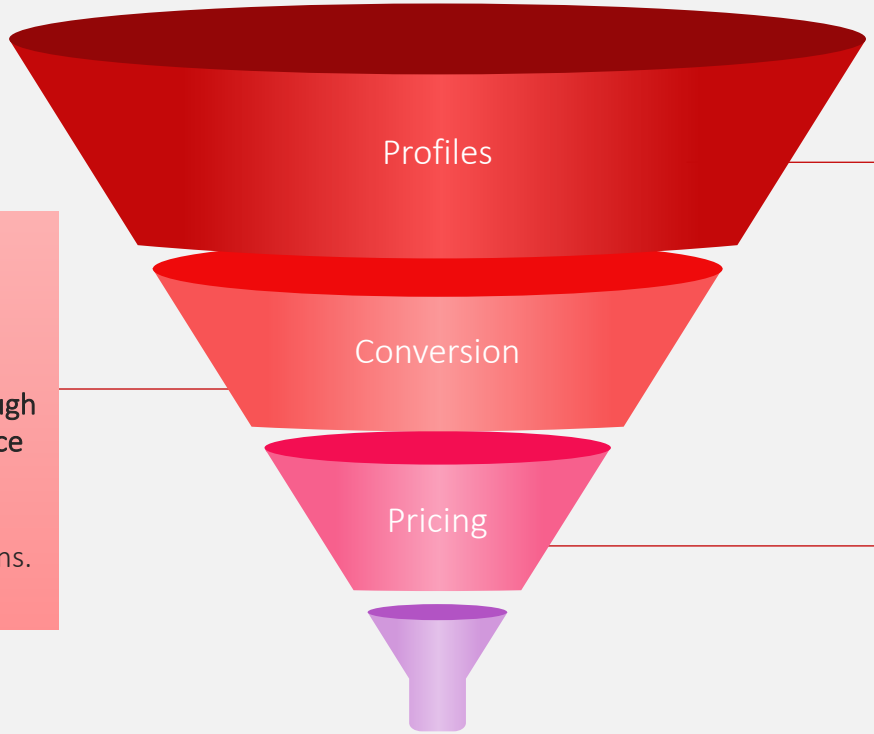
Involves matchmaking services supported by relationship managers who provide personalized assistance to subscribed users. Relationship managers contact the prospects on behalf of the customer after taking the customer's consent and facilitate communication and meetings based on mutual interest





Elite Matrimony – 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 customised and affordable rates

Strategic 360 degree Marketing

Celebrity Brand Ambassadors : MS Dhoni and R Madhavan

Micro market strategy to captivate maximum audience

On-ground retail presence 140+

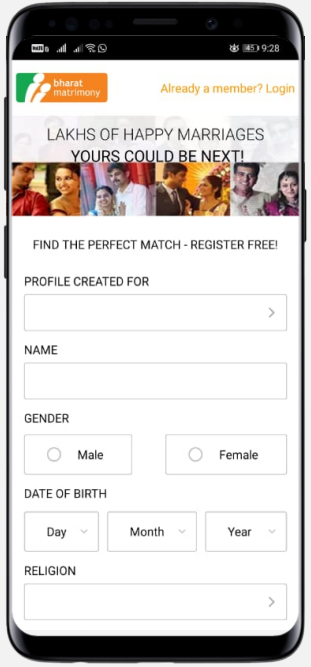
Marketing Strategy

Offline advertising through TV, Print and Online Digital campaigns, SEO and SEM

Customer service team of 1,500+ to convert free profile into paid

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
- New listings of ~16,000 profiles everyday as on Q4FY20
- 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

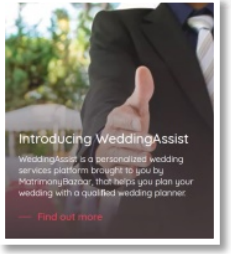
Saswatee and Ramakanta – "I found Ramakanta in just 4 days"

"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

matrimonybazaar.com
from BharatMatrimony



MatrimonyBazaar

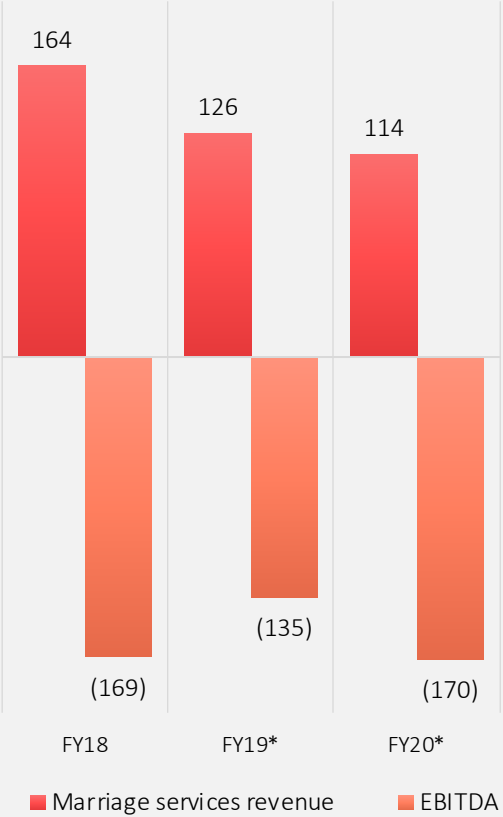
Online marketplace providing wedding related services whereby 15,000 vendors for photography, catering and decoration etc are listed, more than 18,000 weddings planned. Services Available in more than 36 cities

mandap.com
from BharatMatrimony

Mandap

A wedding venue booking platform with more than 6000+ mandaps, banquet halls, convention halls, etc.

Marriage Services Performance (INR Mn)

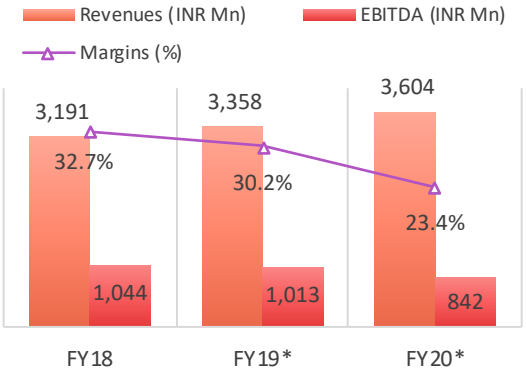


** Restated as per IndAS 116*

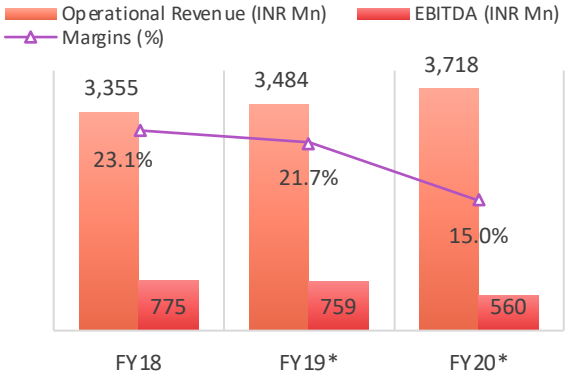
FINANCIAL OVERVIEW

Financial Highlights

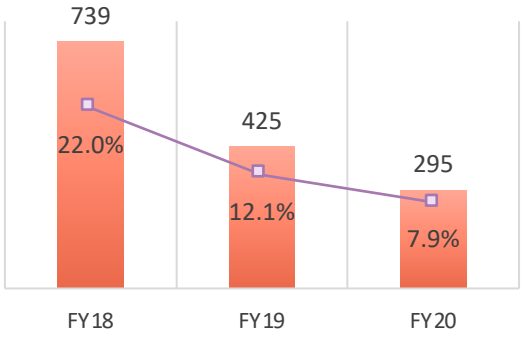
Matchmaking Performance



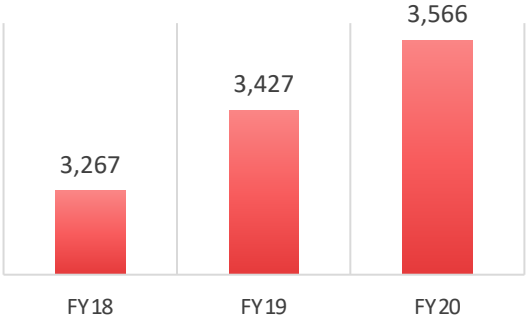
Consolidated Performance



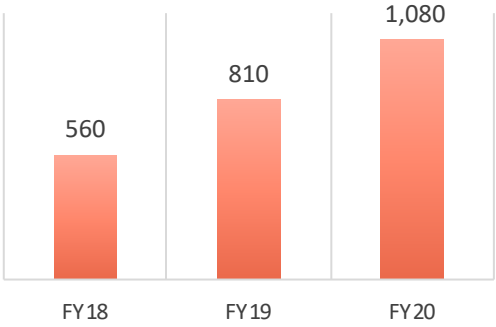
Net Profit (INR Mn) and PAT Margins (%)



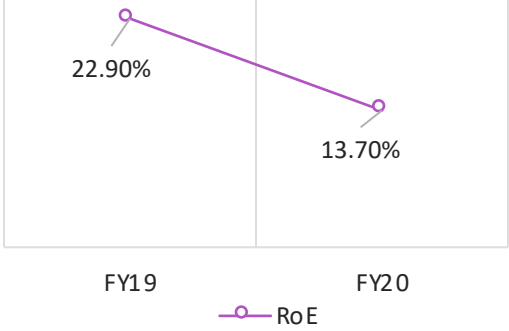
Matchmaking Billings (INR Mn)



Marketing Expense (INR Mn)



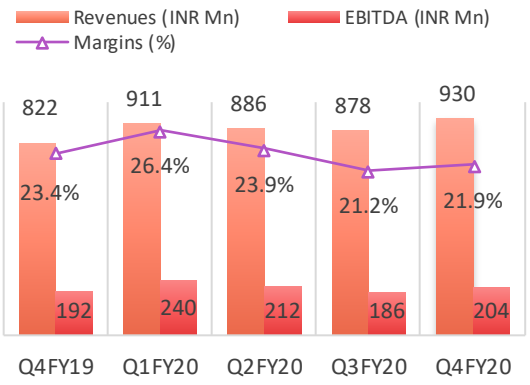
RoE (%)



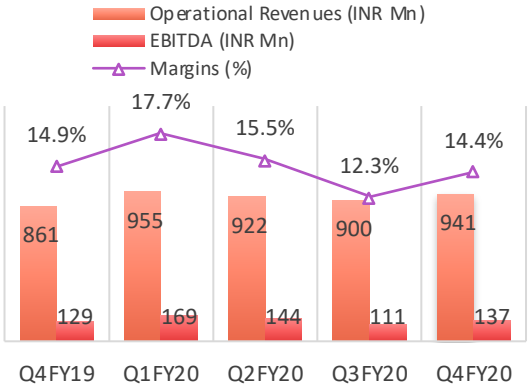
** Restated as per IndAS 116*

Quarterly Financial Highlights

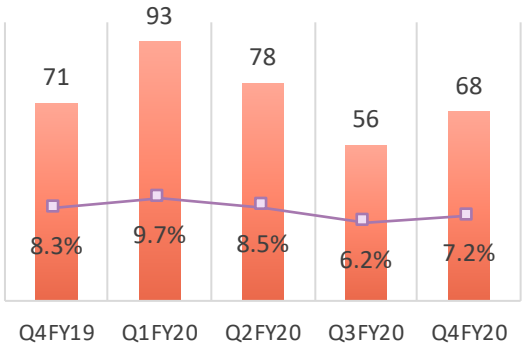
Matchmaking Performance



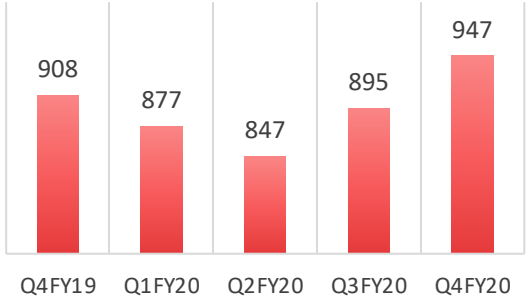
Consolidated Performance



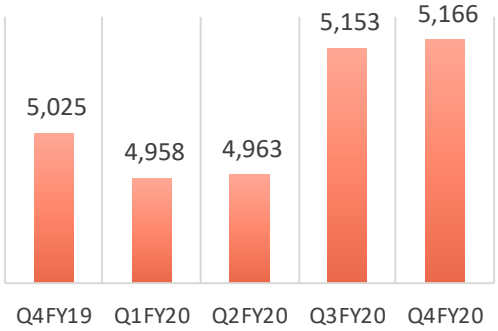
Net Profit (INR Mn) and PAT Margins (%)



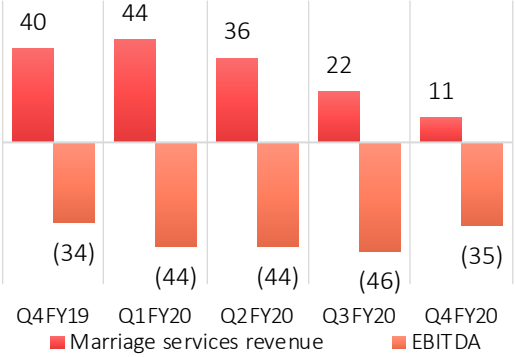
Matchmaking Billings (INR Mn)



Matchmaking ATV (INR)



Marriage Services Performance (INR Mn)



Operational Highlights For The Quarter

Profiles

1.45 Mn new additions

33.9% growth Y-o-Y

Matchmaking Billings

4.3% growth Y-o-Y

Revenues

13.1% growth Y-o-Y

1,80,000+

paid Subscriptions

Average transaction value for the matchmaking business

2.8% growth Y-o-Y

~23,800

success stories created

In the last 2 weeks of March, business was impacted due to the unprecedented crisis of COVID-19. The company fell short of INR 100 cr + billing in matchmaking due to this impact and thereby falling short of a double digit billings growth on a Q/Q basis and Y/Y basis

Despite this, the company has demonstrated a matchmaking revenue growth of 13.1% y/y and increase in EBITDA and PAT

With continuous focused efforts towards business continuity, the company was able to prioritize employee well-being and safety and achieve close to 100% work from home for its people

Paid subscriptions showed a growth in the quarter

Marriage services losses came down to INR 3.5 cr in Q4 as compared to INR 4.6 cr in Q3

Acquired 26.1% stake in Astro-Vision, the promoter of ClickAstro. The 26.1% stake is significantly through the fresh infusion of capital in Astro-Vision.

Astro-Vision since its inception in 1984, has been the pioneer in promoting Vedic based astrology solutions by providing astrology content and astrology software in more than 10 Indian languages and has generated more than 110 million horoscopes till date. The spiritual religious market activity estimated to be a multi-billion dollar market in India of which horoscope is an important component. Matrimony.com and other leading matrimony service providers have been using astrology services offered by Astro-Vision for many years. With the strategic investment we see further synergies in enhancing our value-add to our customers and also accelerate the growth of Astro-Vision.

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For further information please contact our Investor Relations Representatives:

VALOREM ADVISORS

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Tel: +91-22-49039500
Email: matrimony@valoremadvisors.com

ANNEXURE

Quarterly Consolidated Income Statement

Particulars (INR Mn)	Q4-FY20	Q4-FY19	Y-o-Y	Q3-FY20	Q-o-Q
Revenues	**941**	**861**	**9.3%**	**900**	**4.5%**
Total Expenses*	804	732	9.8%	789	1.9%
EBITDA	**137**	**129**	**6.0%**	**111**	**23.4%**
EBITDA Margin (%)	***14.4%***	***14.9%***	***(50) Bps***	***12.3%***	***210 Bps***
Depreciation	72	65	10.8%	72	NA
Finance Cost	13	13	NA	14	(7.1)%
Other Income*	40	38	5.3%	39	2.6%
Share of Profit/(loss) of associate	(1)	-	NA	-	NA
PBT	**91**	**89**	**2.2%**	**64**	**42.2%**
Tax	23	18	27.8%	8	NA
Profit After Tax	**68**	**71**	**(4.5)%**	**56**	**20.9%**
PAT Margin (%)	***7.2%***	***8.2%***	***(100) Bps***	***6.2%***	***100 Bps***
Diluted EPS	2.97	3.11	(4.5)%	2.46	20.9%

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

Yearly Consolidated Income Statement

Particulars (INR Mn)	FY20	FY19	Y-o-Y
Revenues	**3,718**	**3,484**	**6.7%**
Total Expenses*	3,158	2,725	15.9%
EBITDA	**560**	**759**	**(26.2)%**
EBITDA Margin (%)	***15.0%***	***21.7%***	***(670) Bps***
Depreciation	280	265	5.7%
Finance Cost	52	48	8.3%
Other Income*	163	139	17.3%
Share of Profit/(loss) of associate	(1)	-	NA
PBT	**390**	**585**	**(33.3)%**
Tax	95	160	(40.6)%
Profit After Tax	**295**	**425**	**(30.4)%**
PAT Margin (%)	***7.9%***	***12.1%***	***(420) Bps***
Diluted EPS	12.95	18.59	(30.4)%

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

Historical Consolidated Income Statement

Particulars (INR Mn)	FY17	FY18	FY19#	FY20#
Revenues	2,928	3,354	3,484	3,718
Total Expenses*	2,339	2,579	2,725	3,158
EBITDA	589	775	759	560
EBITDA Margin (%)	*20.1%*	*23.1%*	*21.7%*	*15.0%*
Depreciation	104	96	265	280
Finance Cost	56	15	48	52
Other Income*	45	65	139	163
Exceptional Items	44	(128)	-	-
Share of Profit/(loss) of associate	-	-	-	(1)
PBT	430	857	585	390
Tax	0	118	160	95
Profit After Tax	430	739	425	295
PAT Margin (%)	*14.6%*	*22.0%*	*12.1%*	*7.9%*
Diluted EPS	20.02	33.4	18.59	12.95

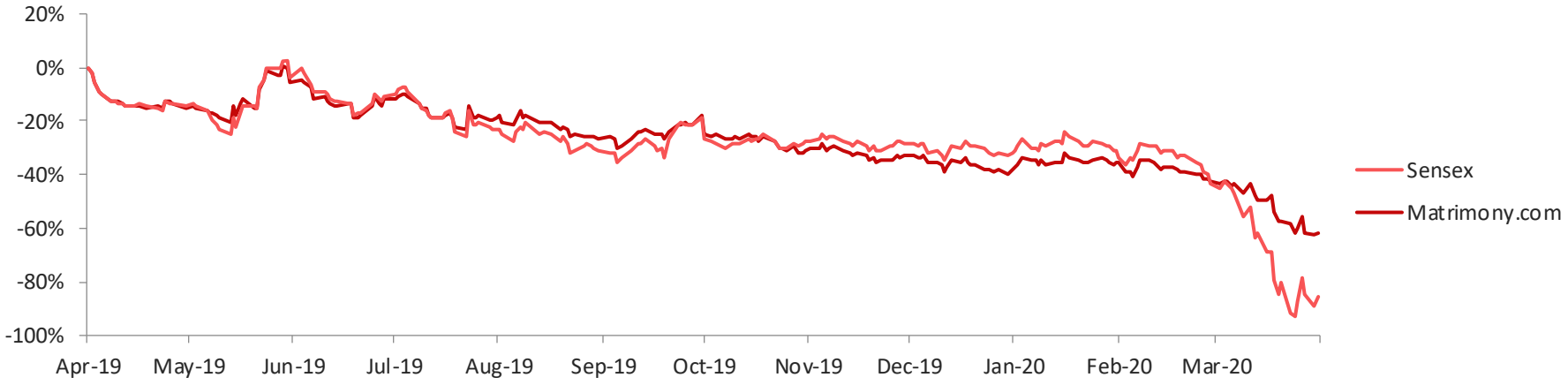
 # As per IndAS 116

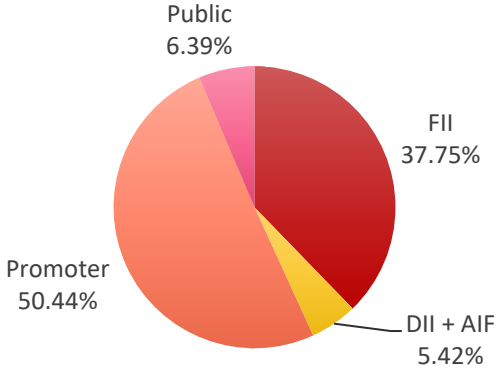
**Operational income adjusted with total expenses to calculate EBITDA*

Historical Consolidated Balance Sheet

Particulars (INR Mn)	FY18	FY19	FY20	Particulars (INR Mn)	FY18	FY19	FY20
EQUITY AND LIABILITIES				ASSETS			
EQUITY				Non-Current Assets			
Share Capital	114	114	114	Property, Plant & Equipment	625	727	730
Other Equity	1,563	1,911	2,168	Rights of use assets	-	479	569
Total Equity	**1,677**	**2,025**	**2,282**	Intangible Assets	52	31	32
				Intangible Assets under development	-	-	1
				Investment in associate	-	-	61
Non Current Liabilities				Financial Assets			
Lease liabilities	3	413	463	Security Deposits	101	81	86
Other non current liabilities	3	4	2	Bank Balances other than Cash and Cash equivalents	1	-	-
Sub Total Non Current Liabilities	**6**	**417**	**465**	Deferred tax assets (Net)	28	38	18
				Income tax assets (Net)	39	34	38
				Other Non-current assets	33	10	15
Current Liabilities				**Sub Total Non Current Assets**	**879**	**1,400**	**1,550**
Financial liabilities				Current Assets			
1.Borrowings	64	-	-	Financial Assets			
2.Trade payables				1.Security Deposits	28	39	35
a. Total outstanding dues of micro and small enterprises	-	-	-	2.Cash and Cash Equivalents	166	54	45
b. Total outstanding dues of creditors other than micro and small enterprises	179	210	310	3.Bank Balances other than Cash and Cash equivalents	811	621	1,101
3. Other payables	5	6	21	4.Investments	737	1,368	1,204
4. Lease liabilities		107	149	5.Trade Receivables	38	35	21
Other current liabilities	747	790	744	6.Derivative instruments	-	5	-
Provisions	47	61	76	7.Other financial assets	29	41	46
Liabilities for current tax (Net)	8	2	3	Other current assets	45	55	48
Sub Total Liabilities	**1,056**	**1,176**	**1,303**	**Sub Total Current Assets**	**1,854**	**2,218**	**2,500**
TOTAL EQUITY AND LIABILITIES	2,733	3,618	4,050	TOTAL ASSETS	2,733	3,618	4,050

Capital Market Information



Price Data (31st March, 2020)	
Face Value (INR)	5.0
Market Price (INR)	271.6
52 Week H/L (INR)	750.0/251.0
Market Cap (INR Mn)	6,192.3
Equity Shares Outstanding (Mn)	22.7
1 Year Avg. trading volume ('000)	8.5

Shareholding Pattern as on 31st March 2020