

April 25, 2022

matrimony.com

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 Jeejeebhoy Towers
Dalal Street, Mumbai – 400 001

Dear Sir/Madam,

Sub: Intimation of updates on Postal Ballot under regulation 47 of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015.

Ref: BSE Scrip code: 540704 / NSE Symbol: MATRIMONY

Pursuant to Regulation 47 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (LODR), please find enclosed herewith the copy of the newspaper publication in respect of postal ballot, published in the following editions:-

1. Financial Express (National Daily Newspaper) on April 21, 2022
2. Makkal Kural (Daily Newspaper of the state) on April 21, 2022

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

matrimony.com ltd.

(CIN: L63090TN2001PLC047432)

Corporate & Registered Office : No. 94 TVH Beliciaa Towers, Tower 2, 5th Floor, MRC Nagar, Raja Annamalai Puram, Chennai, Tamil Nadu – 600 028.
Phone: 044 - 4900 1919, 044 - 3095 3095



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MATRIMONY.COM LIMITED

CIN: L63090TN2001PLC047432

Registered Office: No.94, TVH Belicia Towers, Tower II, 5th Floor,

MRC Nagar, Raja Annamalaipuram, Chennai - 600028,

Tamilnadu, India. Tel: 91 44 4900 1919

E-mail: investors@matrimony.com, Website: www.matrimony.com

PUBLIC NOTICE

Notice is hereby given that by a resolution dated March 31, 2022, the Board has proposed to vary the terms of the contract referred to in the prospectus dated September 19, 2017 (or to alter the object(s) for which the prospectus dated was issued) issued in connection with issue of 51,01,808 equity shares of face value Rs. 5 each at an issue price of Rs. 985/- per equity share including a share premium of Rs. 980/- per equity share aggregating to Rs. 497.48 Crores comprising of fresh issue of 13,34,554 equity shares aggregating to Rs. 130 Crores and 37,67,254 equity shares aggregating to Rs. 367.48 Crores.

In pursuance of the said resolution, further notice is given that for approving the said proposition, a special resolution is to be passed by postal ballot.

The details regarding such variation/alteration are as follows:

1.	Particulars of the terms of the contract to be varied (or objects to be altered) Purchase of land for construction of office premises in Chennai The Company proposed to utilise Rs.42.58 Crore from the Net Proceeds in Fiscal 2018 for purchase of land, which was proposed to be used for construction of office premises in Chennai. Once constructed, the Company proposed to utilise these premises for various purposes, including to shift the product development team from the current leased premises at Adyar, Chennai to the new office premises. The Company believes that this will improve the operational efficiency, including reduction of our lease rental costs.
2.	Particulars of the proposed variation/alteration The Land acquired through the proceeds of IPO under the object "Purchase of land for the construction of office premises in Chennai" shall not be used by the Company for construction of office premises, although the purchase of Land as described in the Prospectus has been undertaken. Instead, such Land is proposed to be sold and resultant proceeds shall be used for advertising and business promotion activities. While the purchase of the Land as contemplated in the Prospectus was concluded, the Company wishes to bring to the notice of the shareholders that it is no longer commercially viable to build an office on that Land, and the usage of the funds received from sale of the land can be used for more optimal purposes.
3.	Reasons/justification for the variation The Company has been contemplating to construct an office at the Land since listing but could not construct an office for the following reasons. The Company initiated the process of obtaining relevant approvals from the State Government. But the Company could not continue the process from the end of the March 2020 due to threat of Covid 19 spread. Due to the Covid 19 spread, the Company adopted work from home policy for the employees and later followed a hybrid model wherein the requirement of office space has reduced. Moreover, the lease rentals have come down drastically and the Company could negotiate better rentals across its offices in India. The Company even changed its existing registered & corporate office due to better savings on lease rental in the same building. Due to change in economic scenario post covid 19, spending money on the construction of office premises at the above location may not be a commercially prudent decision since using leased premises is more commercially attractive than building the Company's own office.

	The Land has been unused since its purchase and is currently not yielding any income. Accordingly, the Company believes that rather than keeping a non-income generating asset on its books, it would be financially prudent to sell the Land and utilise the proceeds of the sale towards advertising and business promotion to scale up its business, acquire new users and expand its existing and new products and services in current and newer markets. Given the nature of its business, advertising spend is a key item of the Company's expenses. The Company's advertising and business promotion expenses had increased from ₹ 81.22 Crore in the year 2018-19 to ₹ 103.63 crore in the year 2019-20 to ₹ 137.48 crore in the year 2020-21.
4.	Effect of the proposed variation/alteration on the financial position of the Company
	The Company has been generating significant amounts of cash on an ongoing basis and is a debt free entity. Hence financial impact on the earnings and cash flow of the Company could be insignificant or no impact due to proposed alteration of the object.
5.	Major Risk factors pertaining to the new Objects
	There are no major risk factors pertaining to the new object. However there could be some risk factors such as Market conditions, inability of the Company to identify suitable and optimal channels of marketing and business promotion (at competitive rates, or at all), performance of economy at the country and global levels, regulatory controls, unforeseen circumstances in spite of best efforts etc.
6.	Names of Directors who voted against the proposed variation/alteration
	Mr George Zacharias – Independent Director has voted against the proposed variation/alteration.

Any interested person may obtain the copy of the special resolution along with the explanatory statement free of charge at the registered office of the company or visit the website of the Company viz. www.matrimony.com for a copy of the same.

Date: 20-04-2022

Place: Chennai

For Matrimony.com Ltd

Sd/-

Vijayanand S

Company Secretary

MATRIMONY.COM LIMITED

CIN: L63090TN2001PLC047432

Registered Office: No.94, TVH Belicia Towers, Tower II, 5th Floor,
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Date: 20 - 04 - 2022

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Vijayanand S

Company Secretary