matrimony.com

December 06, 2017

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 half year ended September 30, 2017 along with the fact sheet of the Company.

The aforesaid presentation is also being hosted on the website of the Company viz., www.matrimony.com.

Submitted for your information and records.

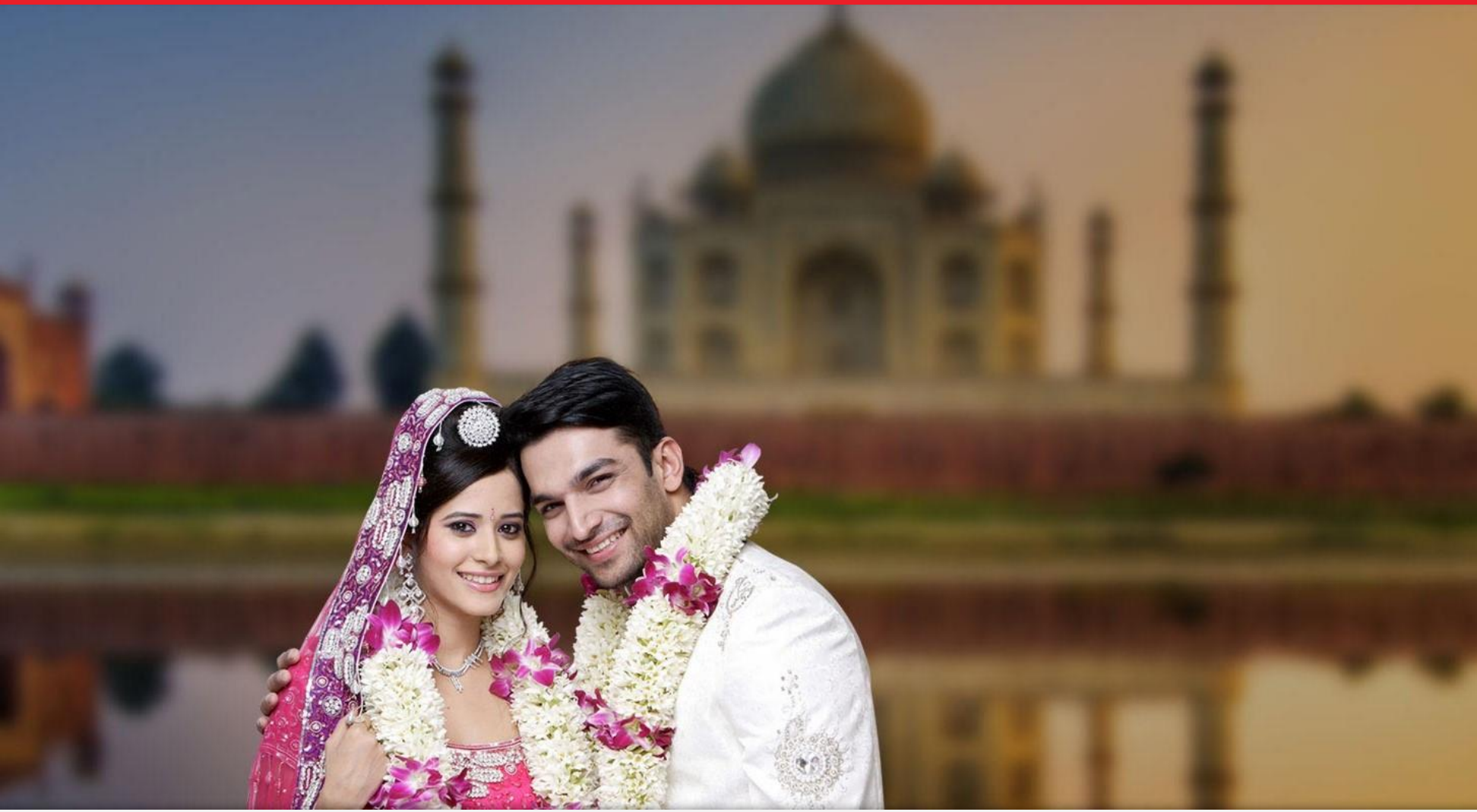
Thanking you

Yours faithfully,

For **Matrimony.com Limited**

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

matrimony.com



Investor Presentation

December 2017

Disclaimer

This presentation may contain statements which reflect the management's current views and estimates and could be construed as forward looking statements.

The future involves certain risks and uncertainties that could cause actual results to differ materially from the current views being expressed.

Potential risks and uncertainties include such factors as general economic conditions, foreign exchange fluctuations, competitive product and pricing pressures and regulatory developments.

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2 Company Overview

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bharat matrimony

CommunityMatrimony.com
Over 300 Exclusive Community Sites

Elite Matrimony
Premium Matchmaking Service

matrimonydirectory.com
From BharatMatrimony

matrimonybazaar.com
from BharatMatrimony

matrimonymandaps.com
from BharatMatrimony

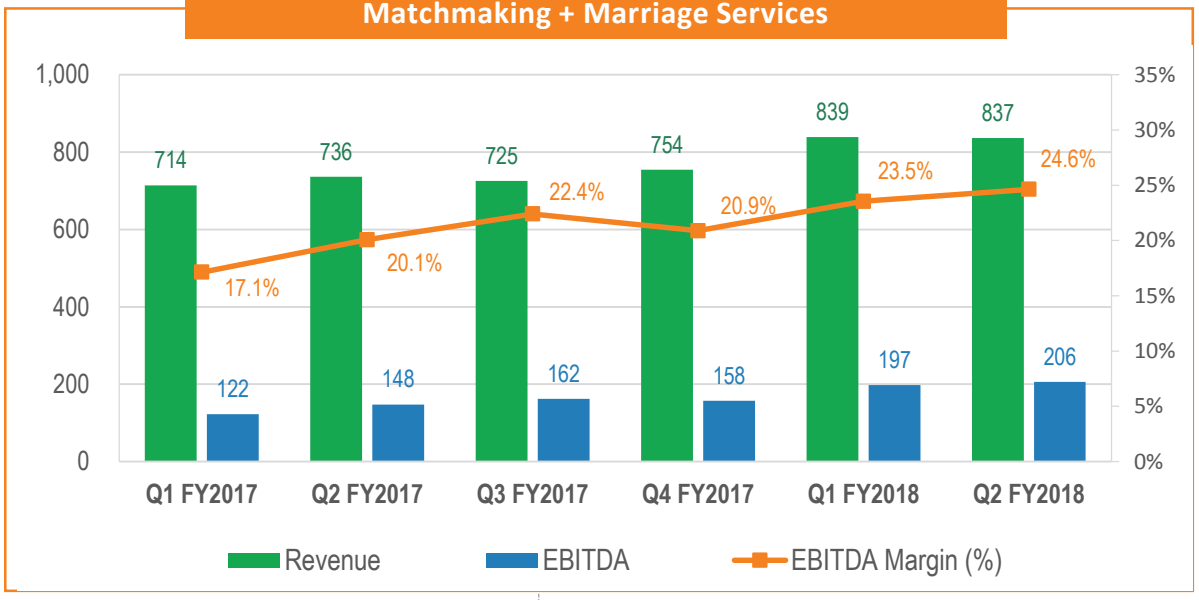
matrimony photography.com
Professional Photography Service

Q2 FY18 Financials

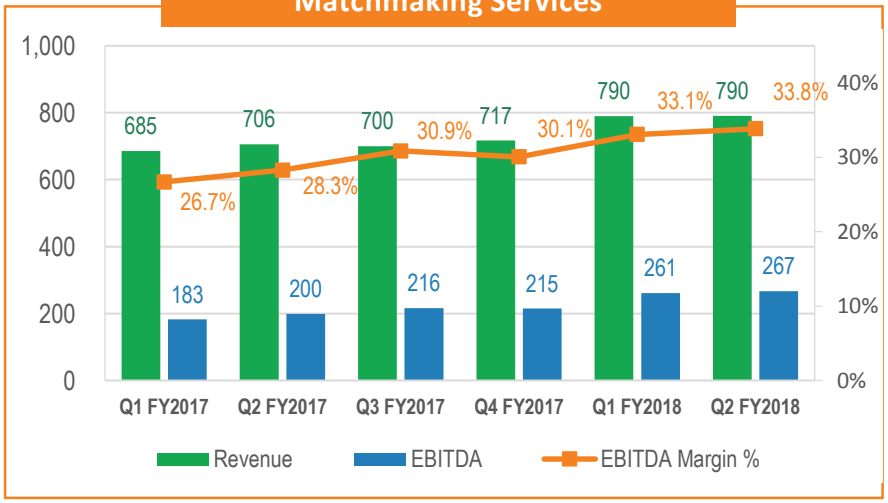
matrimony.com

In ₹ million

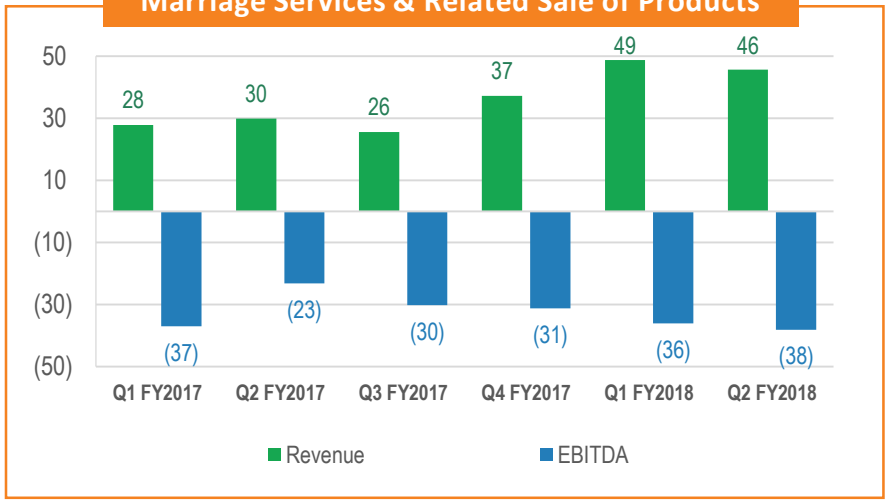
Matchmaking + Marriage Services



Matchmaking Services



Marriage Services & Related Sale of Products



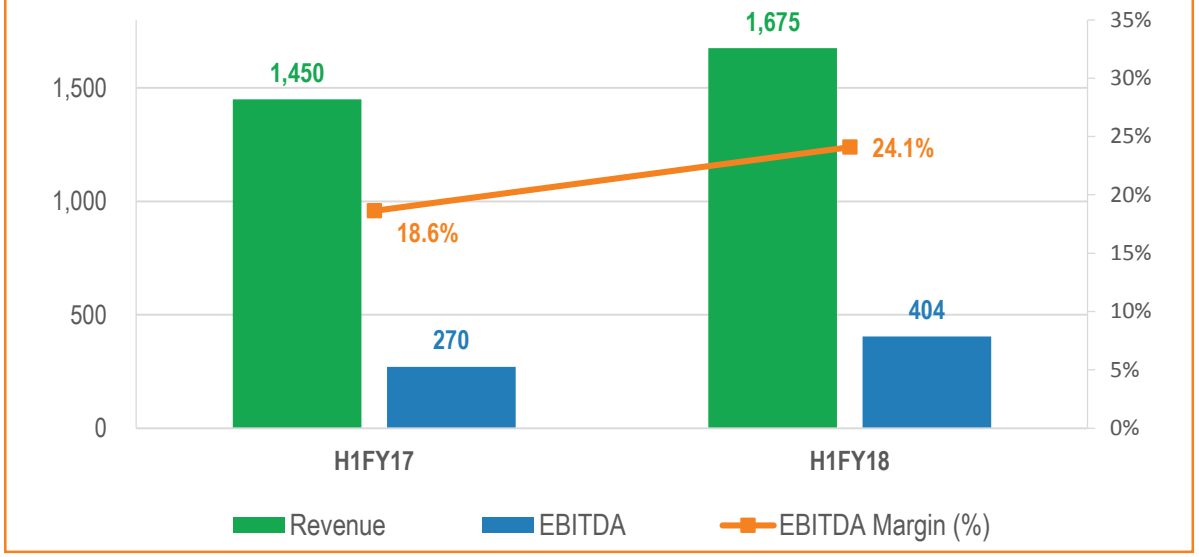
Note : Q3 and Q4 of FY17 financials as per IGAAP

H1 FY18 Financials

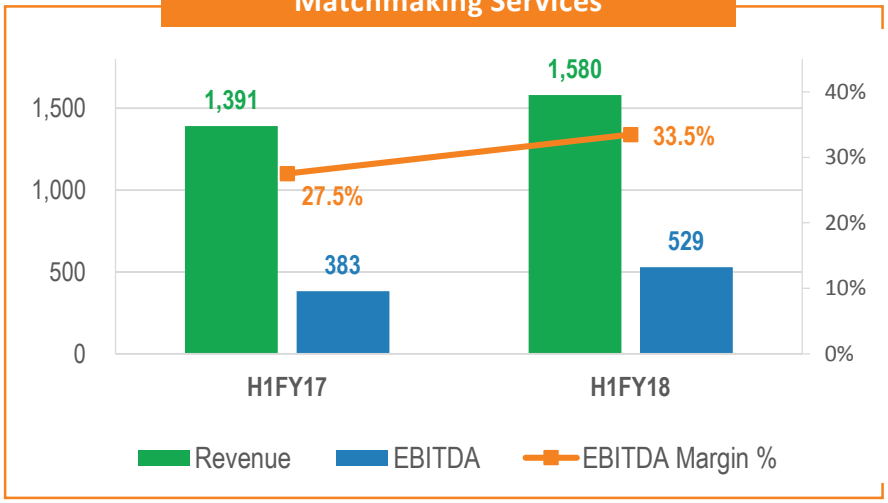
matrimony.com

In ₹ million

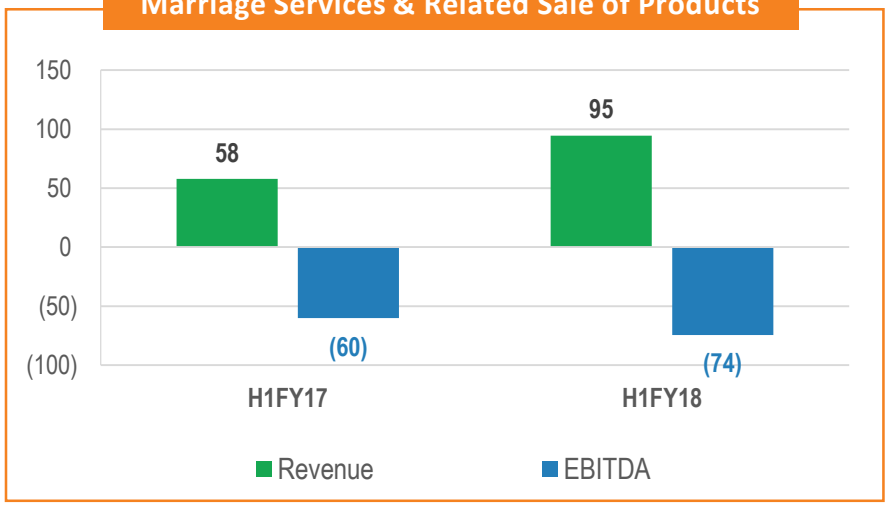
Matchmaking + Marriage Services



Matchmaking Services



Marriage Services & Related Sale of Products



Q2 FY18 Key Metrics

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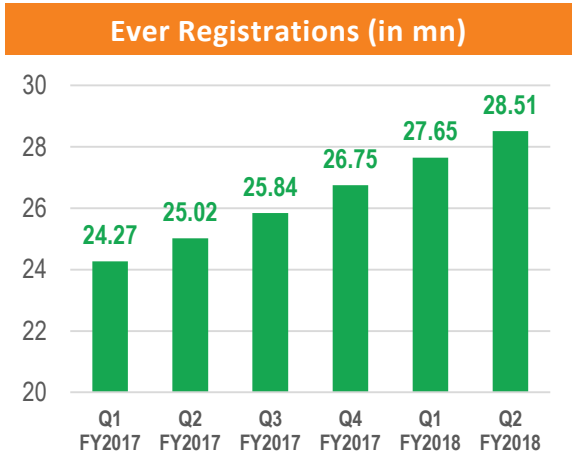
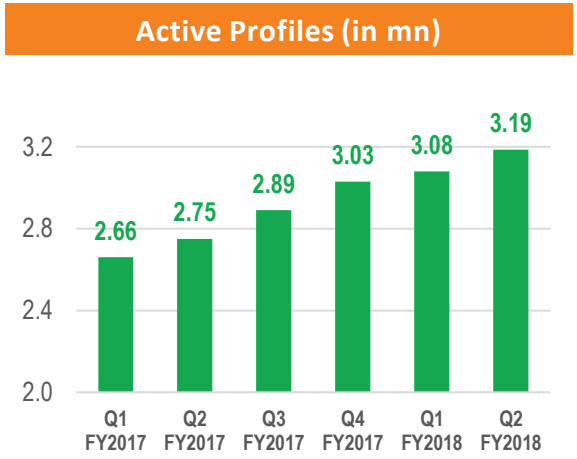
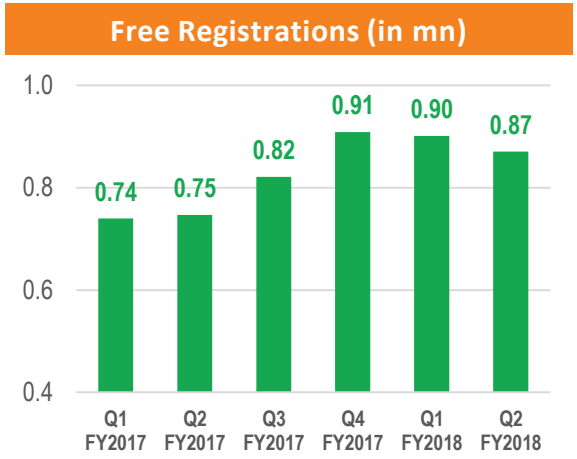
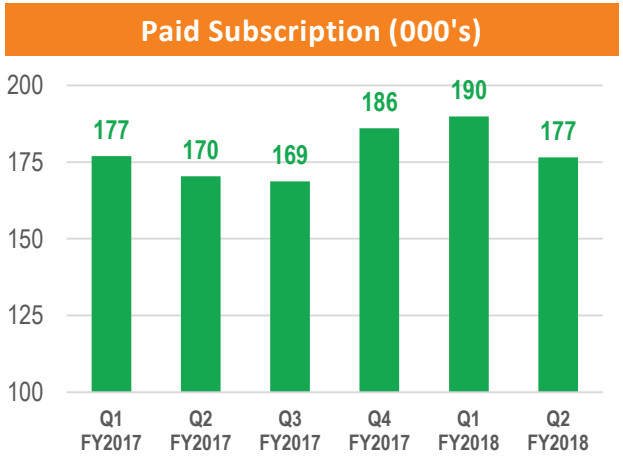
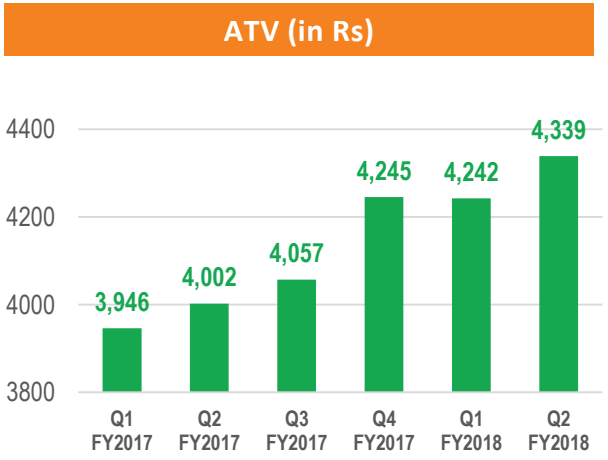










matrimony.com

Company Overview

Matrimony.com at a glance

matrimony.com

We deliver matchmaking services to our users in India and the Indian diaspora through our websites, mobile sites and mobile apps complemented by our on-the-ground network in India.

#1

Leader for Matchmaking Services [1]

300+

Community Matrimony sites

15

Regional Matrimony sites

140

Retail Outlets

3.19mn

Active Profiles [2]

28.51mn

Total registrations since January 2006 [2]

459mn

Total Page Views. More than 9x views of other sites [1]

702,000

Paid subscriptions in FY2017 [3]

INR 2,929mn

FY17 Revenues (14.7% YoY growth)

20.2%

FY17 EBITDA margin (against 2.8% in FY16)

[1] In terms of average number of website pages viewed by unique visitors in June 2017 as per the Traffic Share Distribution data from April 2014 to June 2017 compiled by Comscore, Inc.
[2] As on Sept 30, 2017; [3] According to Key Business Metrics Report dated August 8, 2017 prepared by R.G.N. Price & Co

A Unique Proposition

matrimony.com

1 Large Online Matrimony Market Opportunity

2 Leading Provider of Online Matchmaking Services in India

bharat matrimony

3 Micro-Market Strategy with Targeted and Customized or Personalized Services

4 Strong Consumer Brand

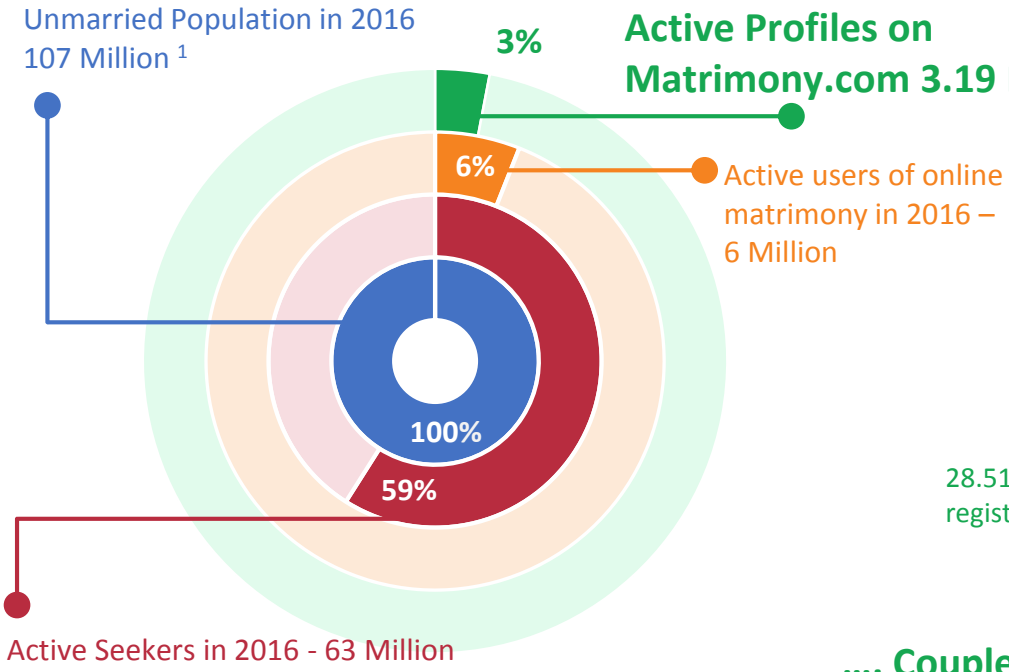
5 Robust Technology and Analytics

6 Continued Expansion into Marriage Services Segment

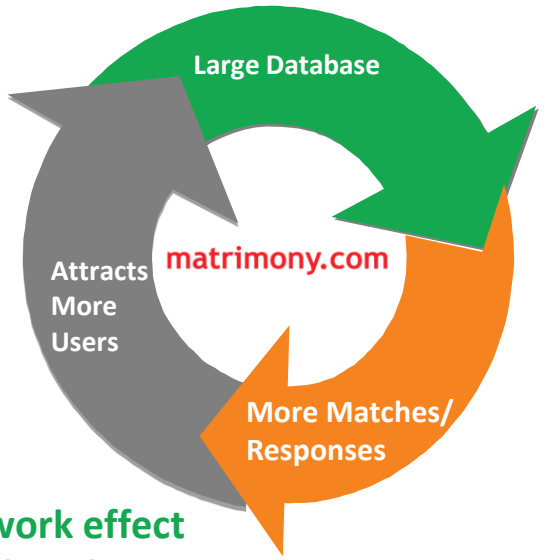
7 Key Business Metrics Drive Revenue Growth and Operating Leverage

A Differentiated Growth Story

matrimony.com



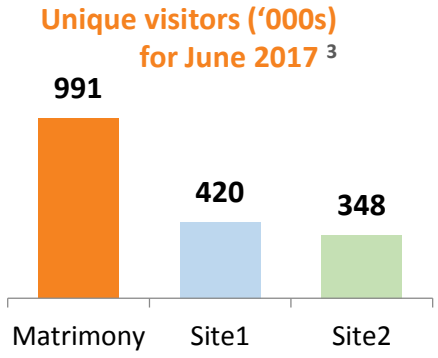
An Early Mover to Online Matchmaking services…..

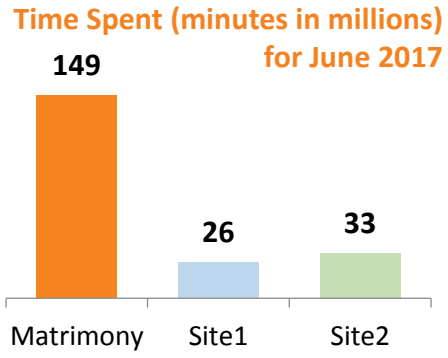


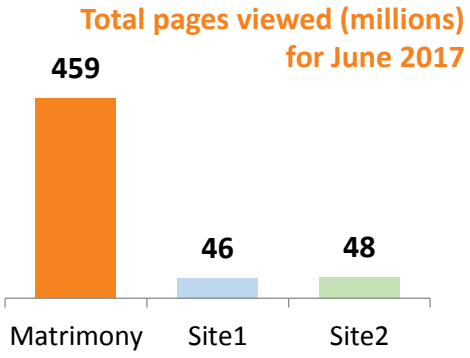
28.51 Million Total registrations since 2006 [2]

…. Coupled with a Network effect resulting in a large database of profiles…

…. Resulting in Market Leadership







1 Based on "Market study of Online Matrimony & Marriage Services in India" report by KPMG dated May 4, 2017; 2 As on Sept 30, 2017
3 Source: Traffic distribution data from April 2014 to June 2017 for Matrimony.com, and others complied by ComScore.Inc

With a Highly Customised "Micro-Market" Strategy....

matrimony.com

Matchmaking Services: 15 Regional Language Portals and Over 300 Community Matrimonial Sites

A range of targeted and customized products and services.....

BharatMatrimony

bharat matrimony

- Classic, Classic Advantage and Classic Premium
- Till-U-Marry
- Assisted Service

CommunityMatrimony

CommunityMatrimony.com
Over 300 Exclusive Community Sites

- Gold, Diamond and Platinum
- Till-U-Marry
- Assisted Service

EliteMatrimony

Elite Matrimony
Premium Matchmaking Service

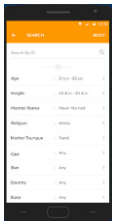
- Gold, Blue, Platinum
- Till-U-Marry

....Catering to Customer Needs through a Layered Product Offering...

Model Developed to Cater to Unique Requirements of the Indian Market

Multi-Channel Customer Outreach…

matrimony.com

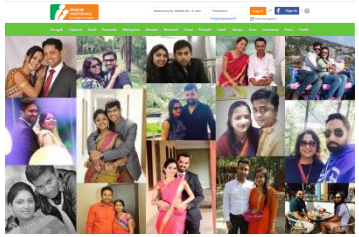


Mobile

Offline

matrimony.com

Website



- Achieved **6.8 million** app installs (BM)[1]
- Mobile sites and mobile apps accounts for [2]
  - ✓ **87%** of Profile views
  - ✓ **67%** of Personalized messages sent and received
  - ✓ **77%** of the total number of free profiles registered
  - ✓ **81%** of Express Interest messages
  - ✓ **70%** of Phone numbers viewed

… Backed by Strong Technology and Analytics Backbone…

Strong Technology Platform

- **Reliable and Scalable technology** with focus on **Information security**

Big Data & Analytics

- **In-house Intelligent Matchmaking Algorithm** ("MIMA")
- **Data Analytics algorithms** to track consumer trends to assist in driving monetization of user base

Campaign Management

- **IBM Unica systems** to improve customer experience and subscriptions

Source: [1] According to www.androidrank.org as on 30 September 2017 ;

[2] For the month of September 2017

Additional Avenues for Growth through Forward Integration..

matrimony.com

Marriage Services : Complements online matchmaking services to provide organized services in the marriage services market

- Provides professional wedding **photography and videography** services
- Launched in Tamil Nadu, Kerala, Andhra Pradesh, Telangana and Karnataka

matrimony photography.com
Professional Photography Service

- A **relationship manager** helps customer avail wedding-related services and recommends suitable vendors
- Currently available in Chennai, Coimbatore, Madurai and Trichy

matrimonybazaar.com
from BharatMatrimony

- A **wedding venue discovery platform** with 500+ wedding venues
- Currently available at Chennai, Coimbatore, Madurai and Trichy in Tamil Nadu, Hyderabad and Secundrabad in Telangana, Bangalore in Karnataka and Kochi in Kerala

matrimonymandaps.com
from BharatMatrimony

A **wedding classified portal** with 50,000+ listings to connect customers with right service provider

matrimonydirectory.com
From BharatMatrimony

Strong Consumer Brand

matrimony.com

Featured in Limca Book of Records for record number of documented marriages online

THE BRAND TRUST REPORT
India Study 2014

2015 NASSCOM "Certificate of Excellence for **innovative application of analytics** for business solution"

Bharatmatrimony.com awarded **India's most trusted online matrimony brand** by Brand Trust Report India Study 2014

BharatMatrimony mobile app - **Best app in the social category.** Global Mobile App Summit and Awards - July 2016 and July 2017.

Certified as **most used matrimonial search website** in 2013-14 for Indian online customers by JUXT

Special jury mention for **gender sensitivity** (2013-2014) for TVC (Bharat Matrimony-Career) at National Laadli Media and Advertising Awards, 2015

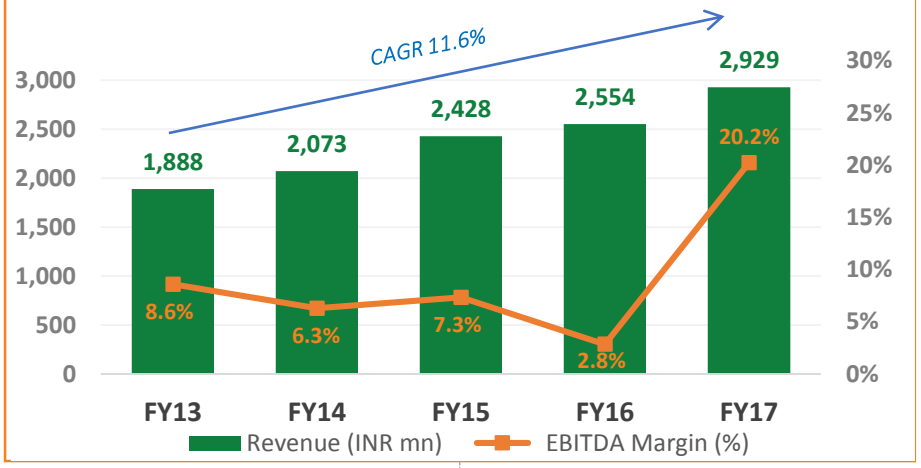
Profile authentication features such as **"Identity Trust Badge"** help in maintaining and continuously improving the quality of database further increasing consumer trust

Robust Revenue Growth

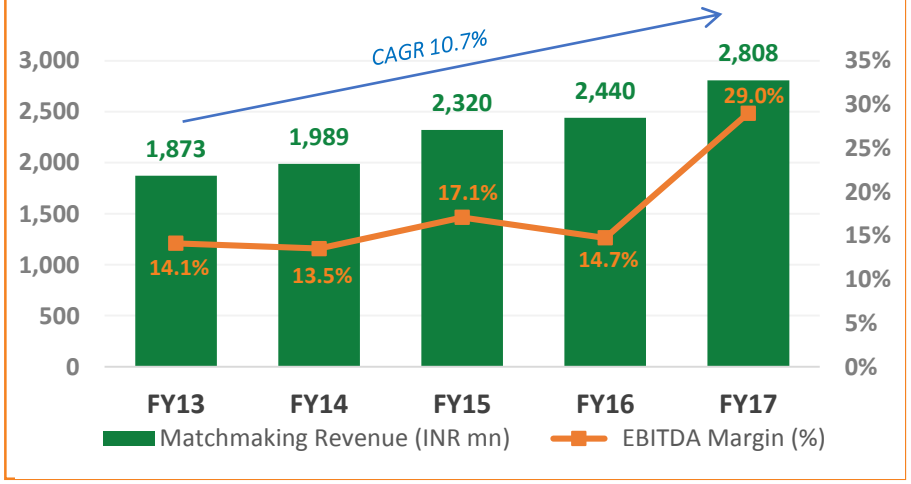
matrimony.com

In ₹ million

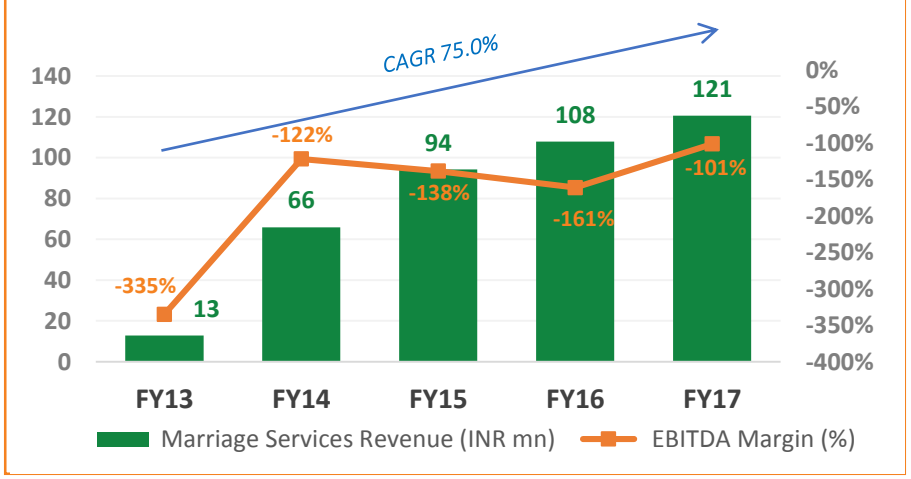
Matchmaking + Marriage Services



Matchmaking Services



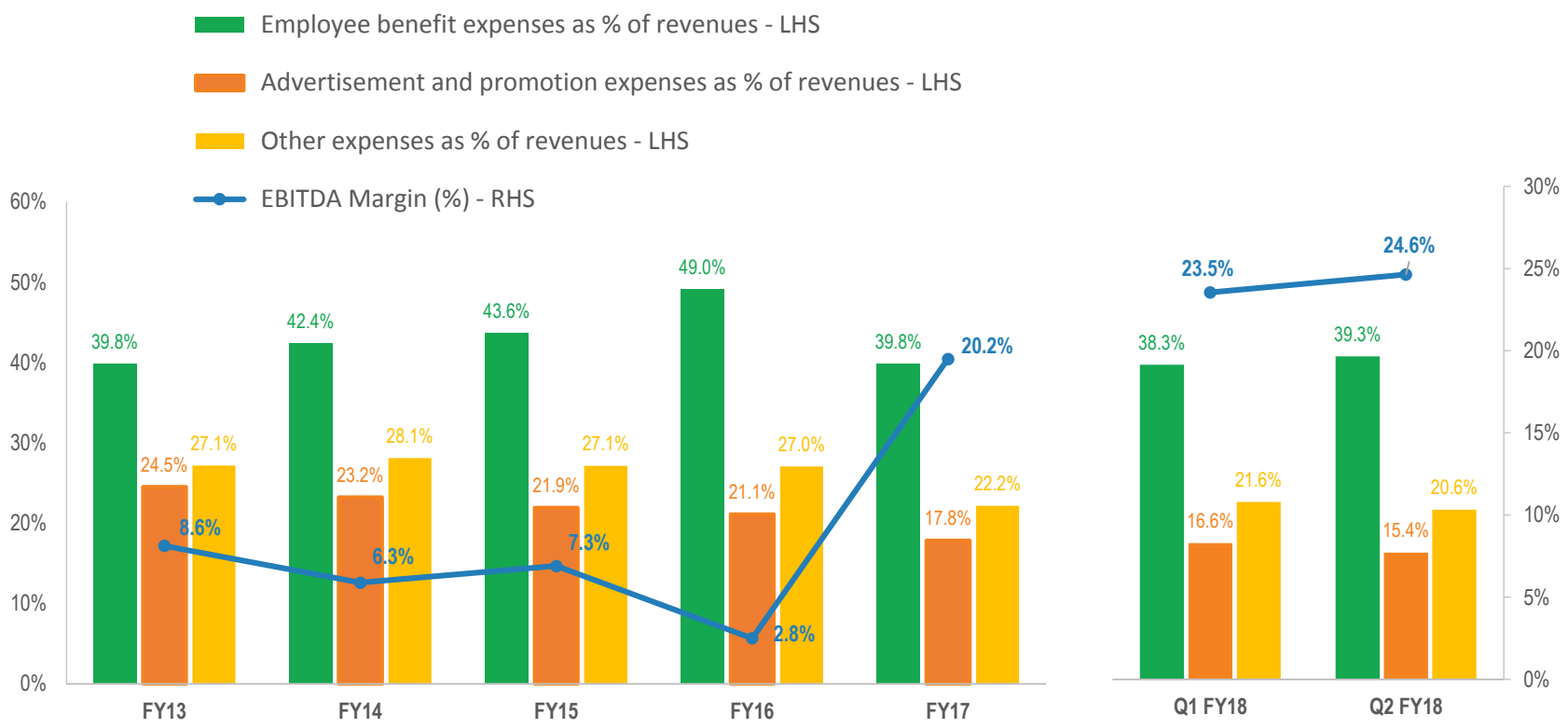
Marriage Services & Related Sale of Products



Note: 1. Financials as per IGAAP
2. CAGR (%): Calculated as [{(Revenue in FY17/Revenue in FY13)^0.25}-1]*100 | 3. Segment EBITDA=Segments Results + Depreciation

… Resulting in Operating Leverage

matrimony.com



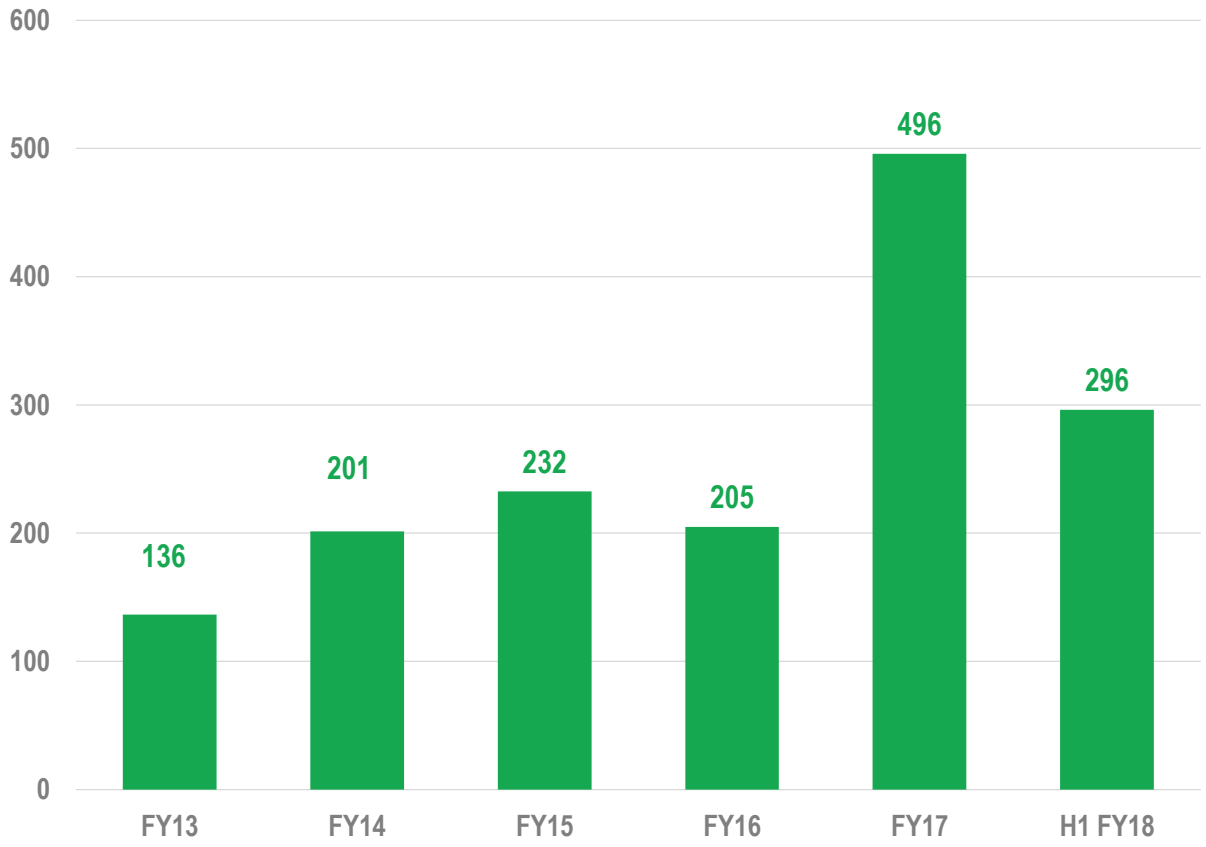
Fixed Costs as % of Revenues have started to taper resulting in Margin Expansion

Note: FY13, FY14, FY15, FY16 and FY17 financials as per IGAAP

Operating Cash Flow

matrimony.com

In ₹ million



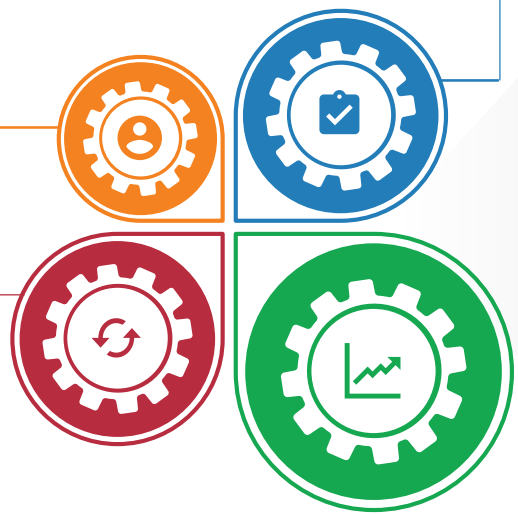
Cash from Operating activities before exceptional items (INR mn)

Our Growth Strategy

Matchmaking Growth Cycle

Profiles:
- Fueled by Increasing internet and smartphone penetration
- Social adoption & Trust

Conversion Rate:
- Continuous product improvements in online & mobile
- Leverage campaign management & Analytics



ATV:
- Sustained price increase due to leadership position
- Higher price packages

Increased Sales

Our Growth Strategy

1. Expand User Base
2. Continue Investments in Mobile Platforms
3. Drive Monetization
4. Further Strengthen Brands
5. Continue to Expand into Marriage Services

Highly Experienced Board of Directors and Management Team

matrimony.com

Board of Directors

Murugavel Janakiraman
Promoter, Chairman and Managing Director

C K Ranganathan
Non-Executive Independent Director

George Zacharias
Non-Executive Independent Director

Milind S Sarwate
Non-Executive Independent Director

Deepa Murugavel
Non-Executive Director

Nikhil Khattau
Nominee Non-Executive Director

Key Managerial and Senior Management Personnel

Murugavel Janakiraman
Promoter, Chairman and Managing Director

K Balasubramanian
Chief Financial Officer

S. Vijayanand
General Manager-Company Secretary and Compliance Officer

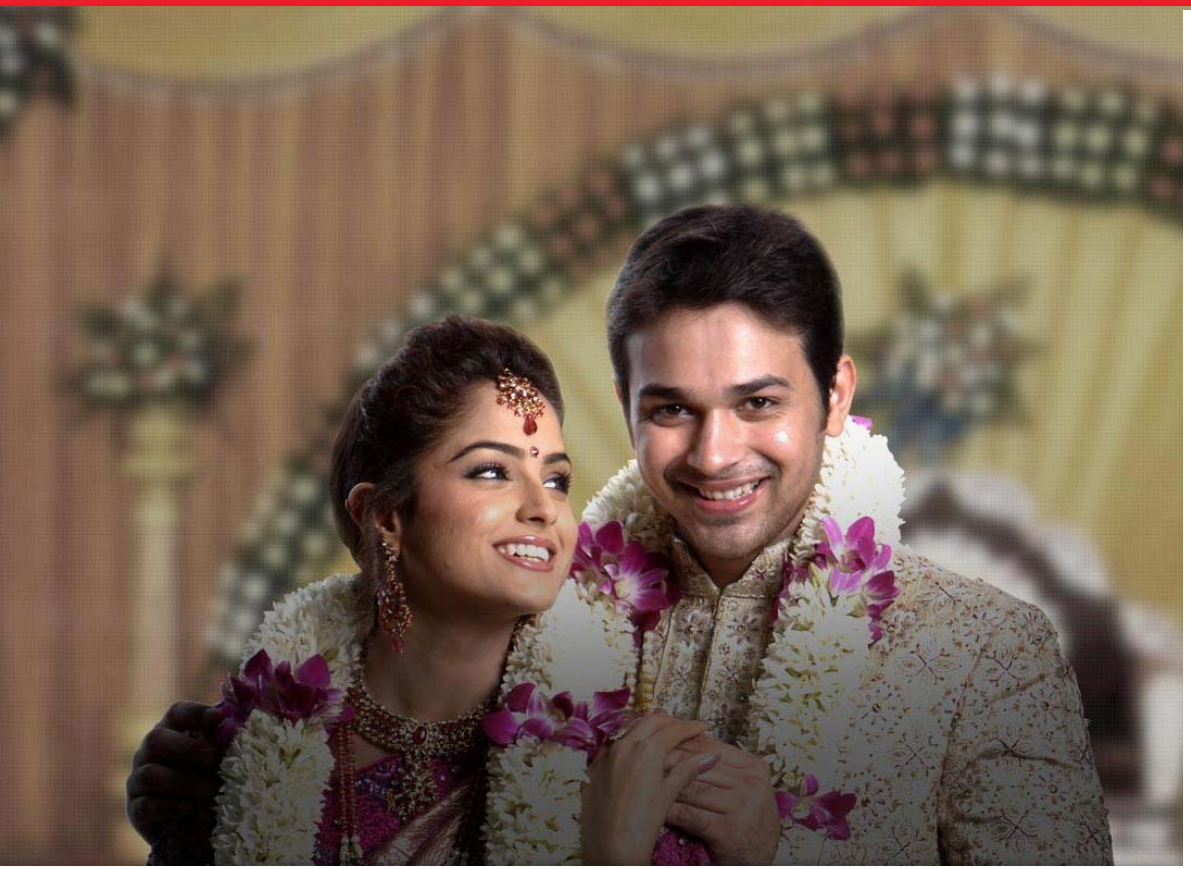
Sanjeev Misra
Senior Vice President, Sales and Operations – Matchmaking Business

Vaasen V.
Vice President of Finance

R Chandrasekar
Chief Technology Operation and Infrastructure Officer

S. Saichitra
Chief Portal and Mobile Officer

matrimony.com



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Company Secretary
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Tamil Nadu, India.
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Email: investors@matrimony.com

CIN: U63090TN2001PLC047432

bharat matrimony

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Premium Matchmaking Service

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From BharatMatrimony

matrimonybazaar.com
from BharatMatrimony

matrimonymandaps.com
from BharatMatrimony

matrimony photography.com
Professional Photography Service

Data Sheet
Matrimony.com Ltd (Consolidated)

matrimony.com

Key Revenue Metrics

As at end of/during	Q1 FY2017	Q2 FY2017	Q3 FY2017*	Q4 FY2017*	Q1 FY2018	Q2 FY2018	Growth % Y-o-Y (Q2)	H1FY17	H1FY18	Growth % Y-o-Y (H1)
Ever Registrations (in mn)	24.27	25.02	25.84	26.75	27.65	28.51	14.0%	25.02	28.51	14.0%
Active Profiles (in mn)	2.66	2.75	2.89	3.03	3.08	3.19	15.9%	2.75	3.19	15.9%
Free Registration (in mn)	0.74	0.75	0.82	0.91	0.90	0.87	16.6%	1.49	1.8	19.2%
Average Free Registration Per Day	8,132	8,119	8,927	10,098	9,903	9,464	16.6%	8,125	9,682	19.2%
Paid Subscription (000's)	177	170	169	186	190	177	3.6%	347	366	5.5%
ATV (in Rs)	3,946	4,002	4,057	4,245	4,242	4,339	8.4%	3,973	4,289	8.0%

Key Financial Metrics

Enterprise (₹ million)	Q1 FY2017	Q2 FY2017	Q3 FY2017*	Q4 FY2017*	Q1 FY2018	Q2 FY2018	Growth % Y-o-Y (Q2)	H1FY17	H1FY18	Growth % Y-o-Y (H1)
Revenue	714	736	725	754	839	837	13.7%	1,450	1,675	15.5%
EBITDA	122	148	162	158	197	206	39.5%	270	404	49.4%
Net Profit	93	117	134	88	149	192	63.9%	210	340	62.0%
Diluted EPS (Rs.)	4.4	5.5	6.2	4.1	6.9	8.9	62.5%	9.8	15.8	60.8%
EBITDA Margin (%)	17.1%	20.1%	22.4%	20.9%	23.5%	24.6%		18.6%	24.1%	
Net Profit Margin (%)	13.1%	15.9%	18.5%	11.7%	17.7%	22.9%		14.5%	20.3%	

Segment (₹ million)	Q1 FY2017	Q2 FY2017	Q3 FY2017*	Q4 FY2017*	Q1 FY2018	Q2 FY2018	Growth % Y-o-Y (Q2)	H1FY17	H1FY18	Growth % Y-o-Y (H1)
Segment Revenue										
Matchmaking Services	685	706	700	717	790	790	12.0%	1,391	1,580	13.6%
Marriage Services	28	30	26	37	49	46	52.8%	58	95	63.8%
Total	713	736	725	754	838	836	13.6%	1,449	1,674	15.6%
Deferred Revenue (As at end of)										
Matchmaking Services	533	509	494	563	582	563	10.7%	509	563	10.7%
Marriage Services	18	18	19	19	18	16		18	16	
Total	551	527	512	582	600	579	10.0%	527	579	10.0%
Segment EBITDA										
Matchmaking Services	183	200	216	215	261	267	33.9%	383	529	38.2%
Marriage Services	(37)	(23)	(30)	(31)	(36)	(38)		(60)	(74)	
Total	146	176	186	184	225	229	29.9%	322	454	40.9%
Add: Unallocable Income	0.5	0.4	0.1	0.2	0.1	0.8		0.8	0.9	
Less: Unallocable Expenses	24	29	23	27	28	24		53	52	
EBITDA (Enterprise)	122	148	162	158	197	206	39.5%	270	404	49.4%

Q3 & Q4 of FY17 financials as per IGAAP