matrimony.com

August 13, 2018

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 ended June 30, 2018 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.

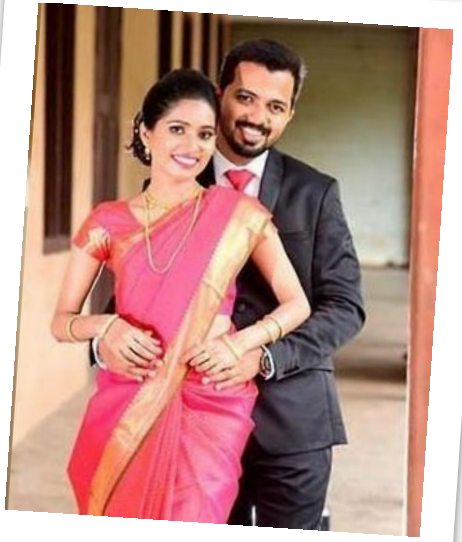
Submitted for your information and records.

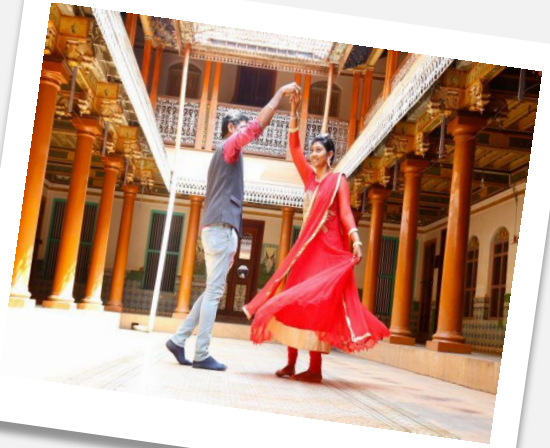
Thanking you

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





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Investor Presentation

August 2018

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.

Contents

bharat matrimony

Elite Matrimony
Premium Matchmaking Service

CommunityMatrimony.com
Over 300 Exclusive Community Sites

matrimony photography.com
Professional Photography Service

matrimonymandaps.com
from BharatMatrimony

matrimonydirectory.com
From BharatMatrimony

matrimonybazaar.com
from BharatMatrimony

Q1FY19 Results 1

Company Overview 2

Financials 3

Growth Strategy 4

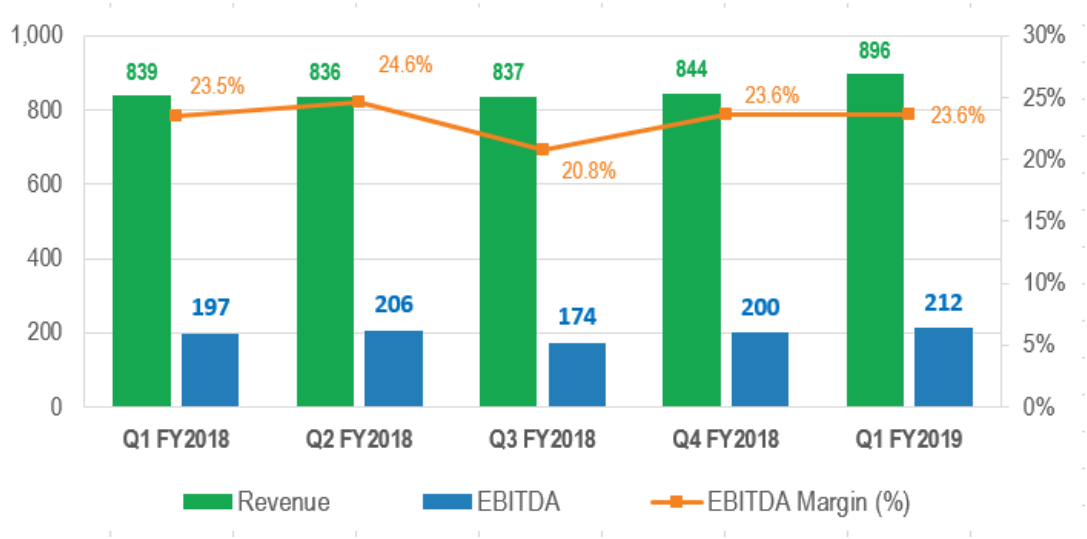
Management Team 5

Q1 FY19 Financials

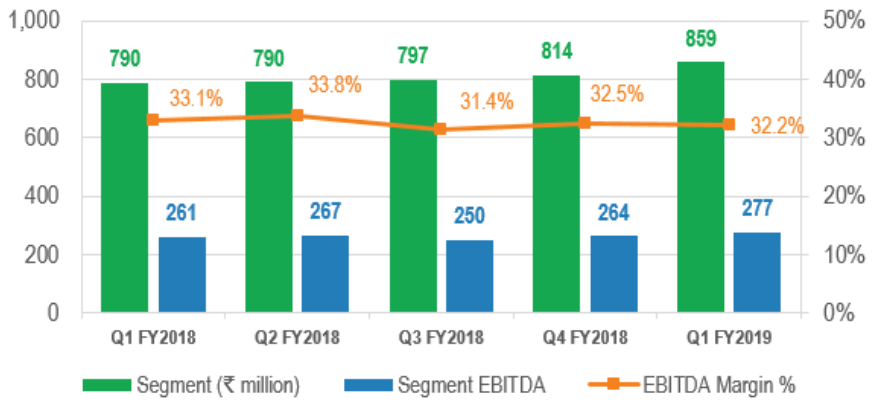
matrimony.com

Matchmaking + Marriage Services

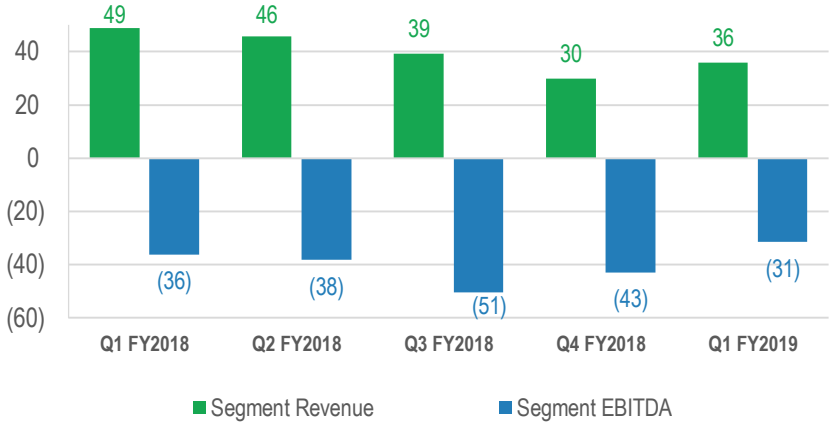
In ₹ million



Matchmaking Services



Marriage Services & Related Sale of Products

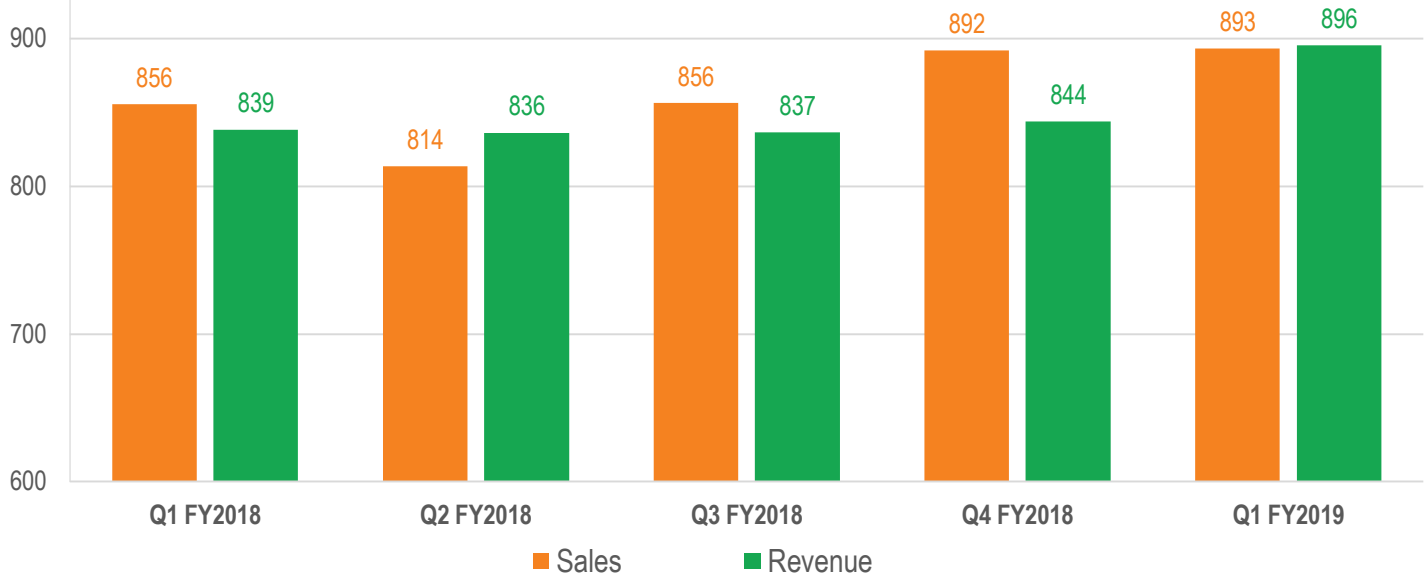


Q1 FY19 Sales

matrimony.com

In ₹ million

Sales – Quarterly Performance



4% Y-o-Y Growth of Sales in Q1
7% Y-oY Growth of Revenue in Q1

Q1 FY19 Key Metrics

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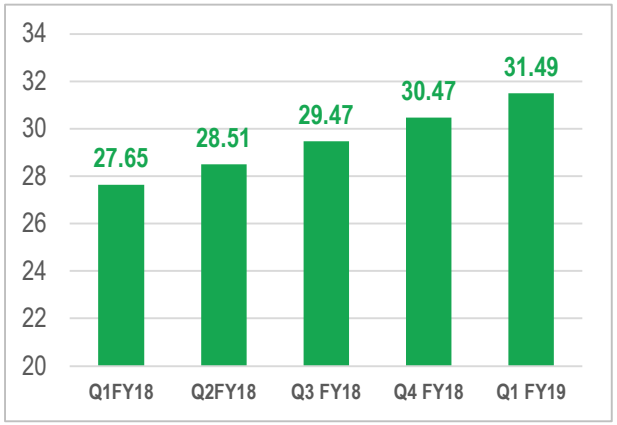
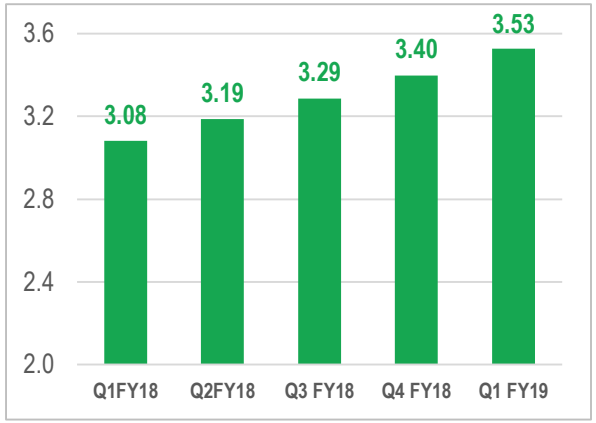
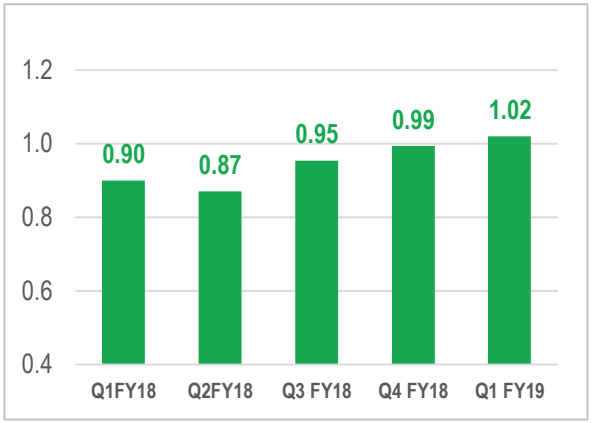
Ever Registrations (in mn)



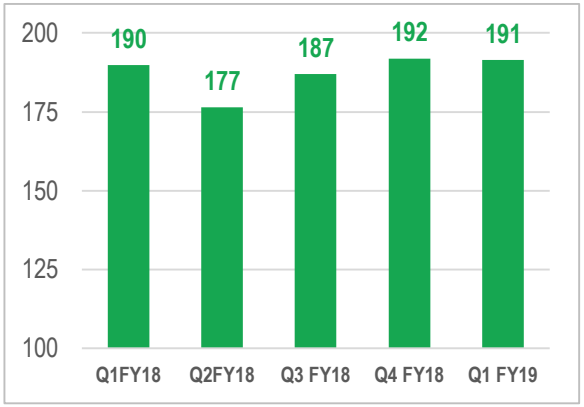
Active Profiles (in mn)



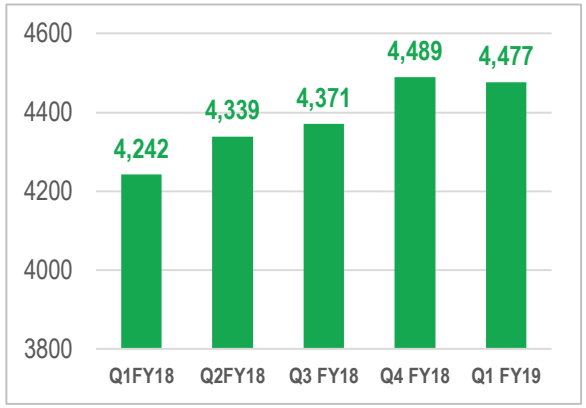
Free Registrations (in mn)



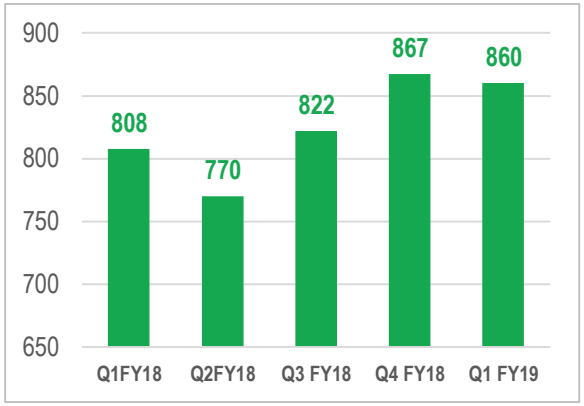
Paid Subscription (000's)

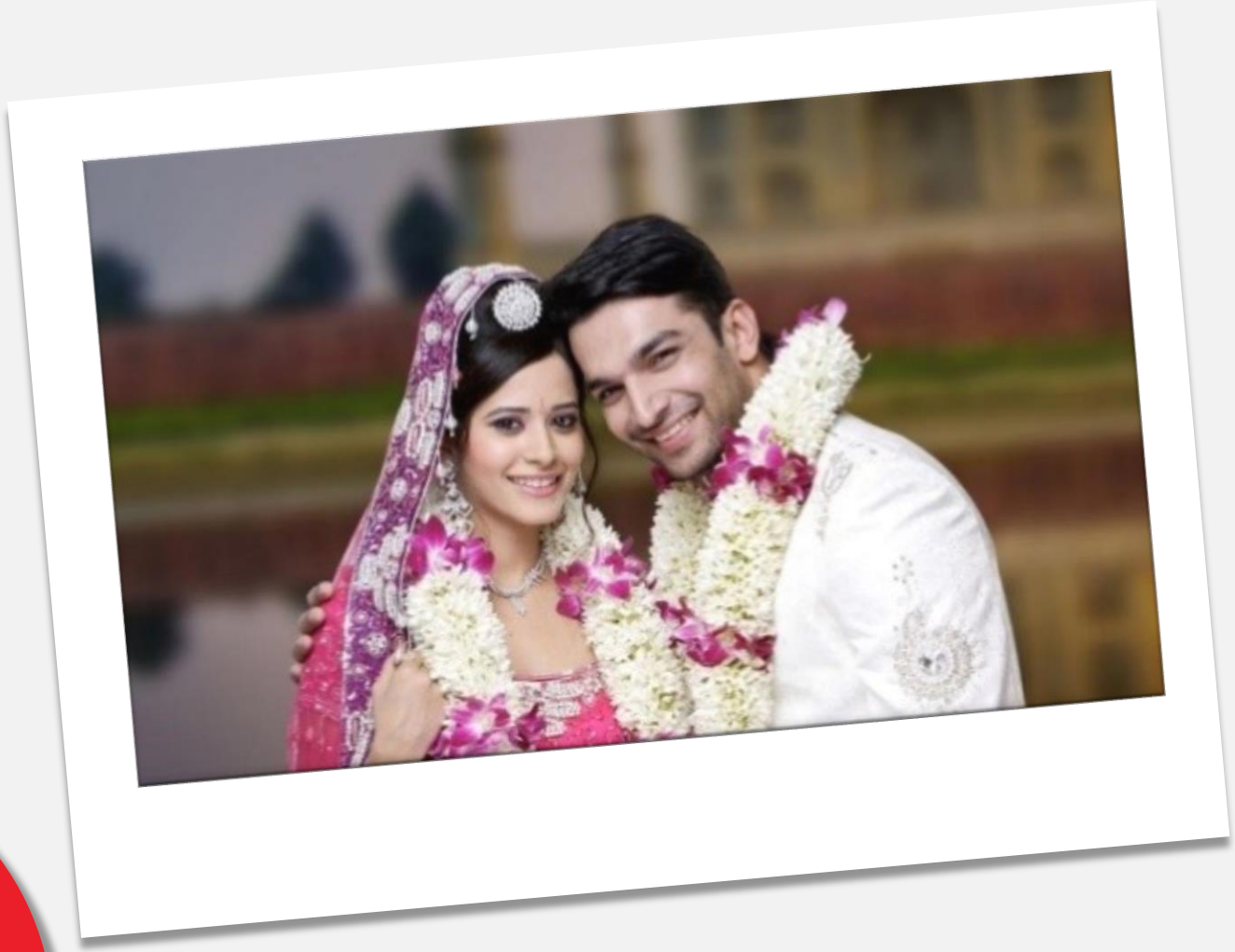


ATV (in Rs)



Matchmaking Sales (in Rs mn)





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Company Overview

Matrimony.com at a glance

matrimony.com

#1 Leader for Matchmaking Services [1]

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

300+

Community Matrimony sites

15

Regional Matrimony sites

3.40 mn

Active Profiles [2]

30.47 mn

Total registrations since January 2006

745,000

Paid subscriptions in FY2018

INR 3,418 mn

FY18 Revenues (15.2% YoY growth)

[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 Mar 31 2018*

A Unique Proposition

matrimony.com

- Large Online Matrimony Market Opportunity
- Leading Provider of Online Matchmaking Services in India
- Micro-Market Strategy with Targeted and Personalized Services
- bharat matrimony — Strong Consumer Brand
- Robust Technology and Analytics
- Continued Expansion into Marriage Services Segment
- Key Business Metrics Drive Revenue Growth & Operating Leverage

A Differentiated Growth Story

matrimony.com

Large Market Opportunity

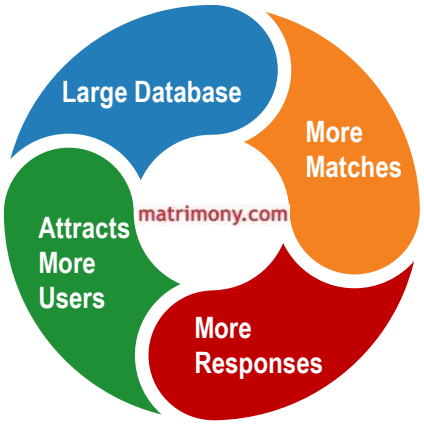
Unmarried Population in 2016 - 107 Mn [1]

Active Seekers in 2016
63 Mn [1]

Active users of online matrimony in 2016
6 Mn [1]

Active Profiles on Matrimony.com
3.5 Mn [2]

An Early Mover to Online Matchmaking services…..



…. 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 June 30 2018

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.....

bharat matrimony.com

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

CommunityMatrimony.com
Over 300 Exclusive Community Sites

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

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

Offline

Website

Mobile

Increasing Mobile Usage

10.0 million app installs [1]

Mobile sites and mobile apps accounts for [2]

- ✓ **91%** of Profile views
- ✓ **82%** of Personalized messages sent and received
- ✓ **83%** of the total number of free profiles registered
- ✓ **86%** of Express Interest messages
- ✓ **77%** 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 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 updated on 03 August 2018 ;
[2] For the month of June 2018

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 , Hyderabad Bangalore and Kochi

matrimonymandaps.com
from BharatMatrimony

Strong Consumer Brand

matrimony.com

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

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

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

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

THE BRAND TRUST REPORT
India Study 2014

Special jury mention for **gender sensitivity** (2013-2014) for TVC (Bharat Matrimony-Career) at 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

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

matrimony.com

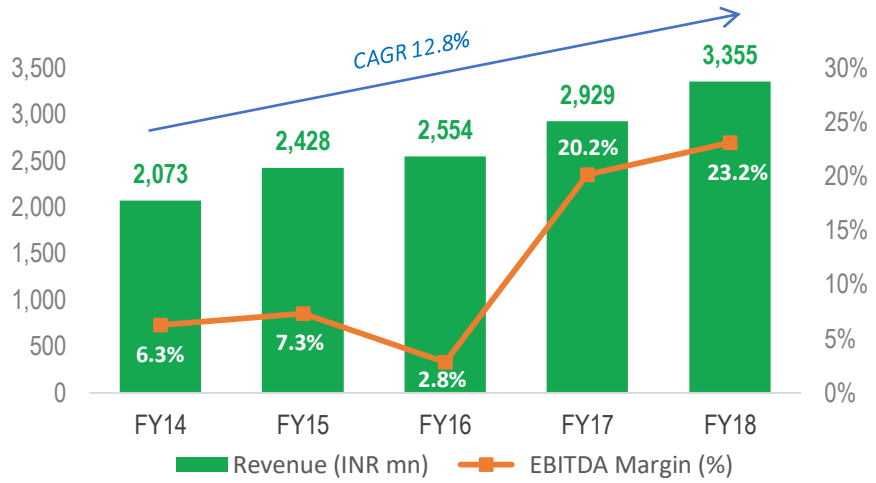
Financials

Robust Revenue Growth

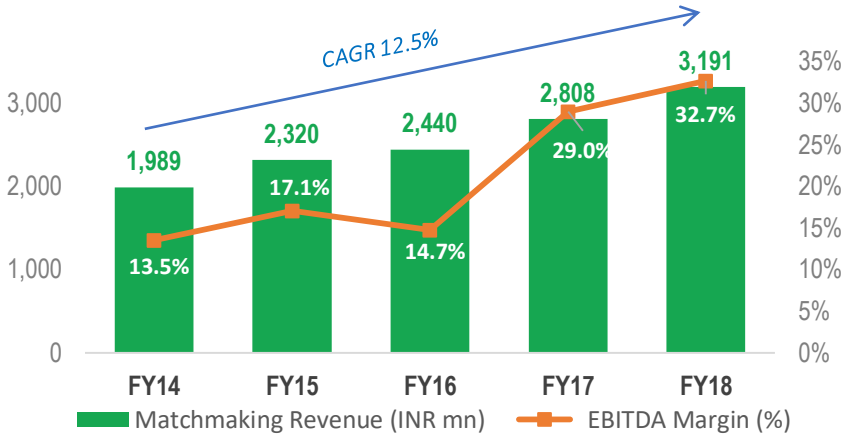
matrimony.com

Matchmaking + Marriage Services

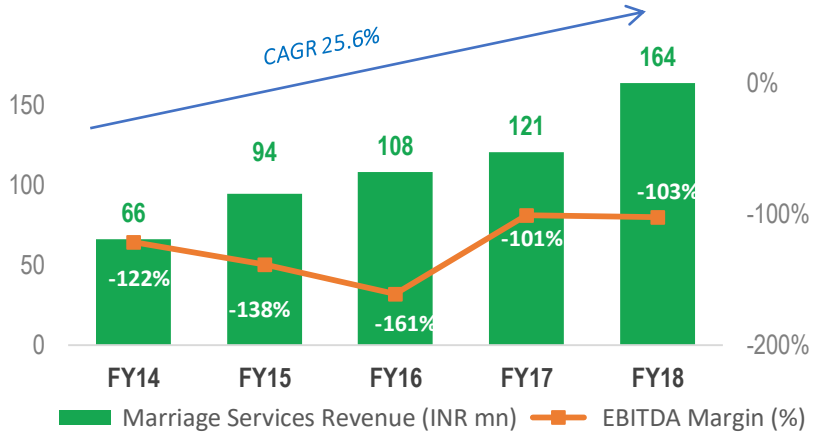
In ₹ million



Matchmaking Services



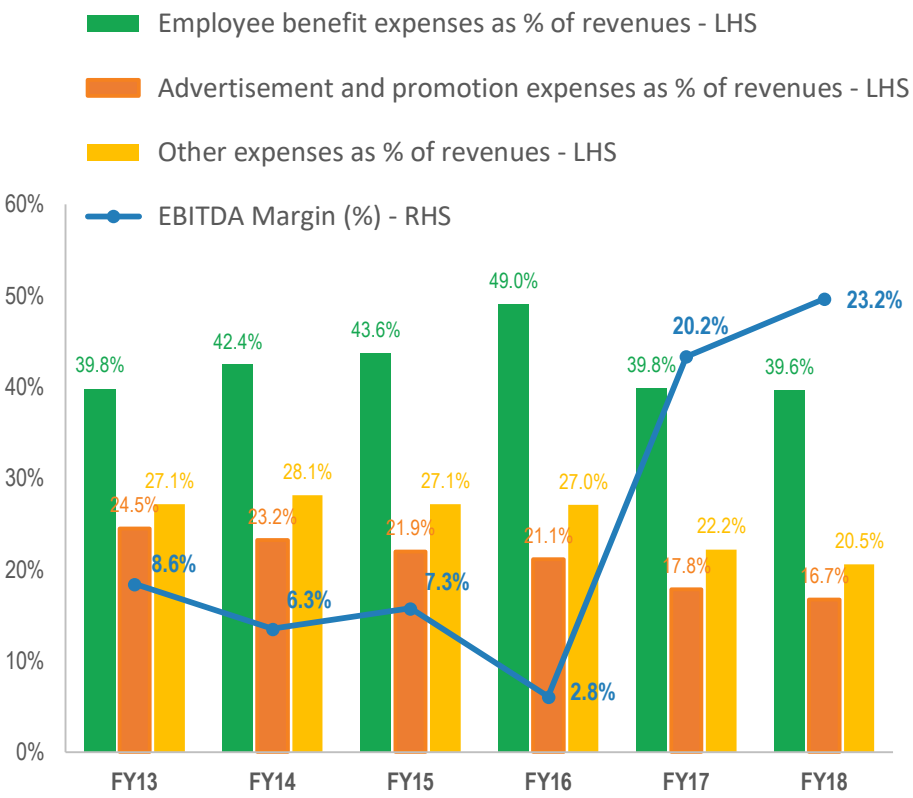
Marriage Services & Related Sale of Products

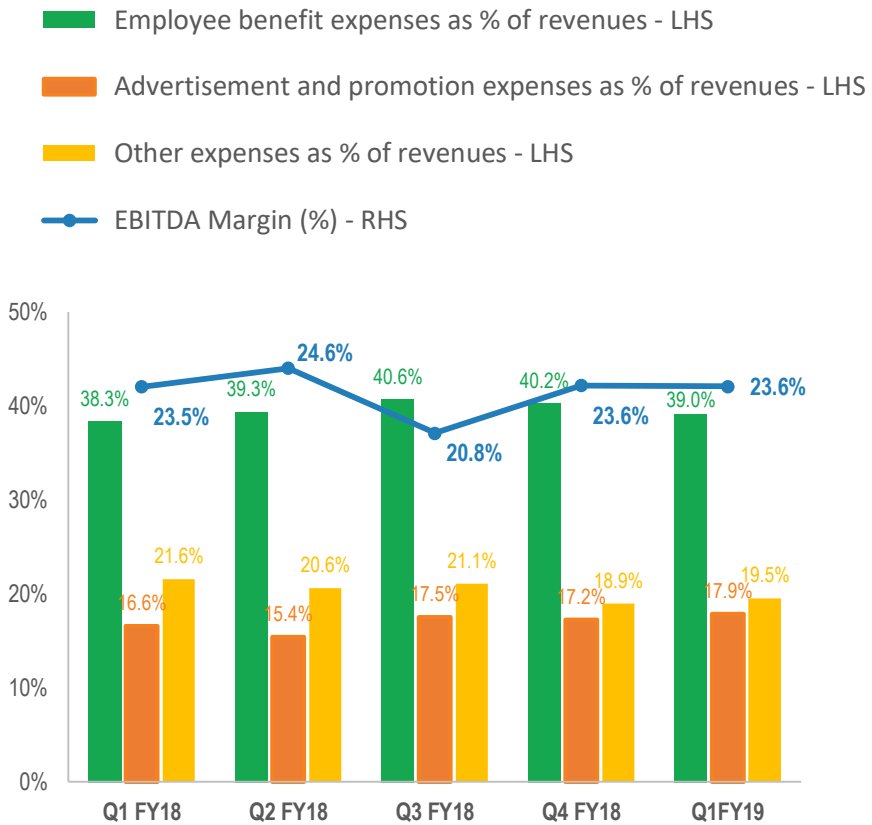


Note: 1. FY14, FY15 FY16, and FY17 Financials as per IGAAP
2. CAGR (%): Calculated as [{(Revenue in FY18/Revenue in FY14)^0.25}-1]*100 | 3. Segment EBITDA=Segments Results + Depreciation

… Resulting in Operating Leverage

matrimony.com





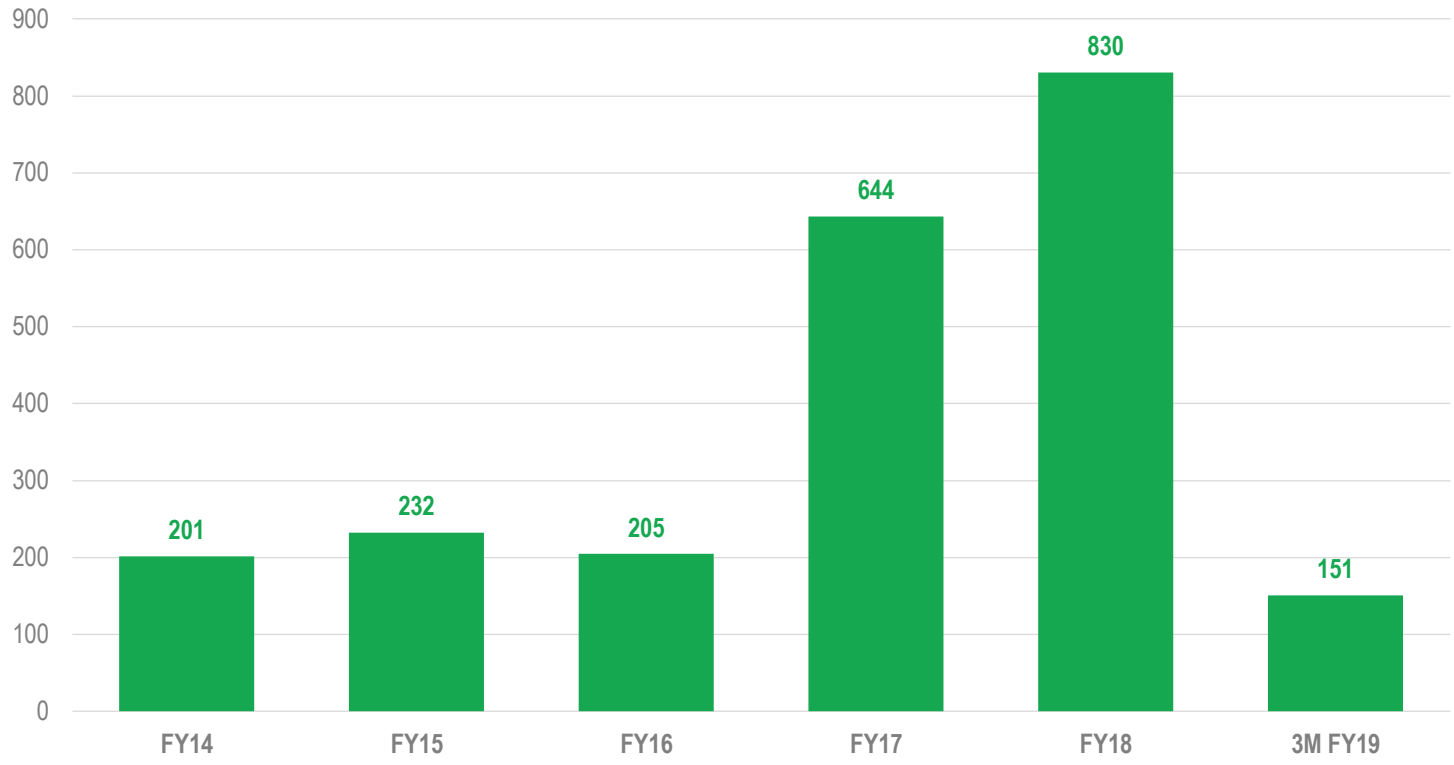
Fixed Costs as % of Revenues have started to taper resulting in Margin Expansion

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

Operating Cash Flow

matrimony.com

In ₹ million



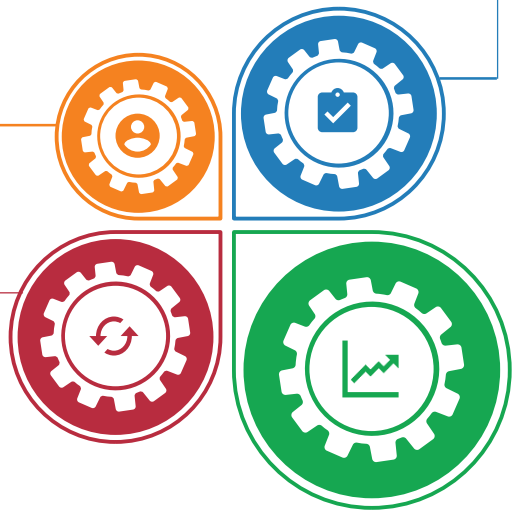
Cash from Operating activities after tax and before exceptional items (INR mn)

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. Further Strengthen Brands
4. Drive Monetization
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

Akila Krishnakumar
Non-Executive Independent 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
Chief Revenue Officer
Sales and Operations – Matchmaking Business

R Chandrasekar
Chief Technology Operation and Infrastructure Officer

S. Saichitra
Chief Portal and Mobile Officer

J. Karthik
Head - Matrimony Bazaar

matrimony.com

Investor Contacts

Mr. Vijayanand S
Company Secretary
matrimony.com

No: 94, TVH Beliciaa Towers, Tower 2, 10th Floor, MRC Nagar, Mandaveli, Chennai - 600 028, Tamil Nadu, India.

Phone: 044-24631500
Email: investors@matrimony.com

CIN: U63090TN2001PLC047432

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	Q3 FY2018	Q4 FY2018	Q1 FY2019	Growth % Y-o-Y (Q1)	FY17	FY18	Growth % Y-o-Y
Ever Registrations (in mn)	24.27	25.02	25.84	26.75	27.65	28.51	29.47	30.47	31.49	13.9%	26.75	30.47	13.9%
Active Profiles (in mn)	2.66	2.75	2.89	3.03	3.08	3.19	3.29	3.40	3.53	14.5%	3.03	3.40	12.1%
Free Registration (in mn)	0.74	0.75	0.82	0.91	0.90	0.87	0.95	0.99	1.02	13.3%	3.21	3.72	15.8%
Average Free Registration Per Day	8100	8119	8927	10098	9903	9465	10375	11043	11216	13.3%	8806	10193	15.8%
Paid Subscription (000's)	177	170	169	186	190	177	187	192	191	0.8%	702	745	6.2%
ATV (in Rs)	3,946	4,002	4,057	4,245	4,242	4,339	4,371	4,489	4,477	5.5%	4,065	4,361	7.3%

Key Financial Metrics

Enterprise (₹ million)	Q1 FY2017	Q2 FY2017	Q3 FY2017	Q4 FY2017	Q1 FY2018	Q2 FY2018	Q3 FY2018	Q4 FY2018	Q1 FY2019	Growth % Y-o-Y (Q1)	FY17	FY18	Growth % Y-o-Y
Sales	724	709	708	826	856	814	856	892	893	4.4%	2,967	3,418	15.2%
Matchmaking	*698*	*682*	*685*	*789*	*808*	*770*	*822*	*867*	*860*	*6.5%*	*2,854*	*3,267*	*14.5%*
Marriage Services	*26*	*27*	*23*	*37*	*48*	*43*	*34*	*25*	*33*	*-30.7%*	*113*	*151*	*33.8%*
Revenue	714	736	725	754	839	836	837	844	896	6.8%	2,929	3,355	14.5%
EBITDA	122	148	161	158	197	206	174	200	212	7.2%	590	777	31.8%
Net Profit	93	117	131	88	149	192	230	168	156	5.1%	430	739	71.9%
Diluted EPS (Rs.)	4.4	5.5	6.1	4.1	6.9	8.9	10.1	7.6	6.9	-1.0%	20.0	33.4	66.8%
EBITDA Margin (%)	17.1%	20.1%	22.2%	20.9%	23.5%	24.6%	20.8%	23.6%	23.6%		20.1%	23.2%	
Net Profit Margin (%)	13.1%	15.9%	18.1%	11.7%	17.7%	22.9%	27.5%	19.9%	17.5%		14.7%	22.0%	

Segment (₹ million)	Q1 FY2017	Q2 FY2017	Q3 FY2017	Q4 FY2017	Q1 FY2018	Q2 FY2018	Q3 FY2018	Q4 FY2018	Q1 FY2019	Growth % Y-o-Y (Q1)	FY17	FY18	Growth % Y-o-Y
Segment Revenue													
Matchmaking Services	685	706	700	717	790	790	797	814	859	8.8%	2,808	3,191	13.6%
Marriage Services	28	30	26	37	49	46	39	30	36		121	164	35.7%
Total	713	736	725	754	838	836	837	843	895	6.7%	2,928	3,354	14.6%
Deferred Revenue (As at end of)													
Matchmaking Services	533	509	494	563	582	563	587	648	647	11.2%	563	648	15.2%
Marriage Services	18	18	19	19	18	16	11	6	4		19	6	
Total	551	527	512	582	600	579	599	655	650	8.4%	582	655	12.4%
Segment EBITDA													
Matchmaking Services	183	200	216	215	261	267	250	264	277	5.9%	814	1,043	28.2%
Marriage Services	-37	-23	-30	-31	-36	-38	-51	-43	-31		-122	-168	
Total	146	176	186	184	225	229	200	221	245	9.0%	692	875	26.5%
Add: Unallocable Income	0.5	0.4	0.1	0.2	0.1	0.4	0.0	0.4	0.8		1.1	0.9	
Less: Unallocable Expenses	24	29	24	26	28	24	26	22	34		104	99	
EBITDA (Enterprise)	122	148	161	158	197	206	174	200	212	7.2%	590	777	31.8%