

May 04, 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 Jeejeebhoy 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 the presentation of the Company for the quarter and year ended March 31, 2018.

The aforesaid information 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**



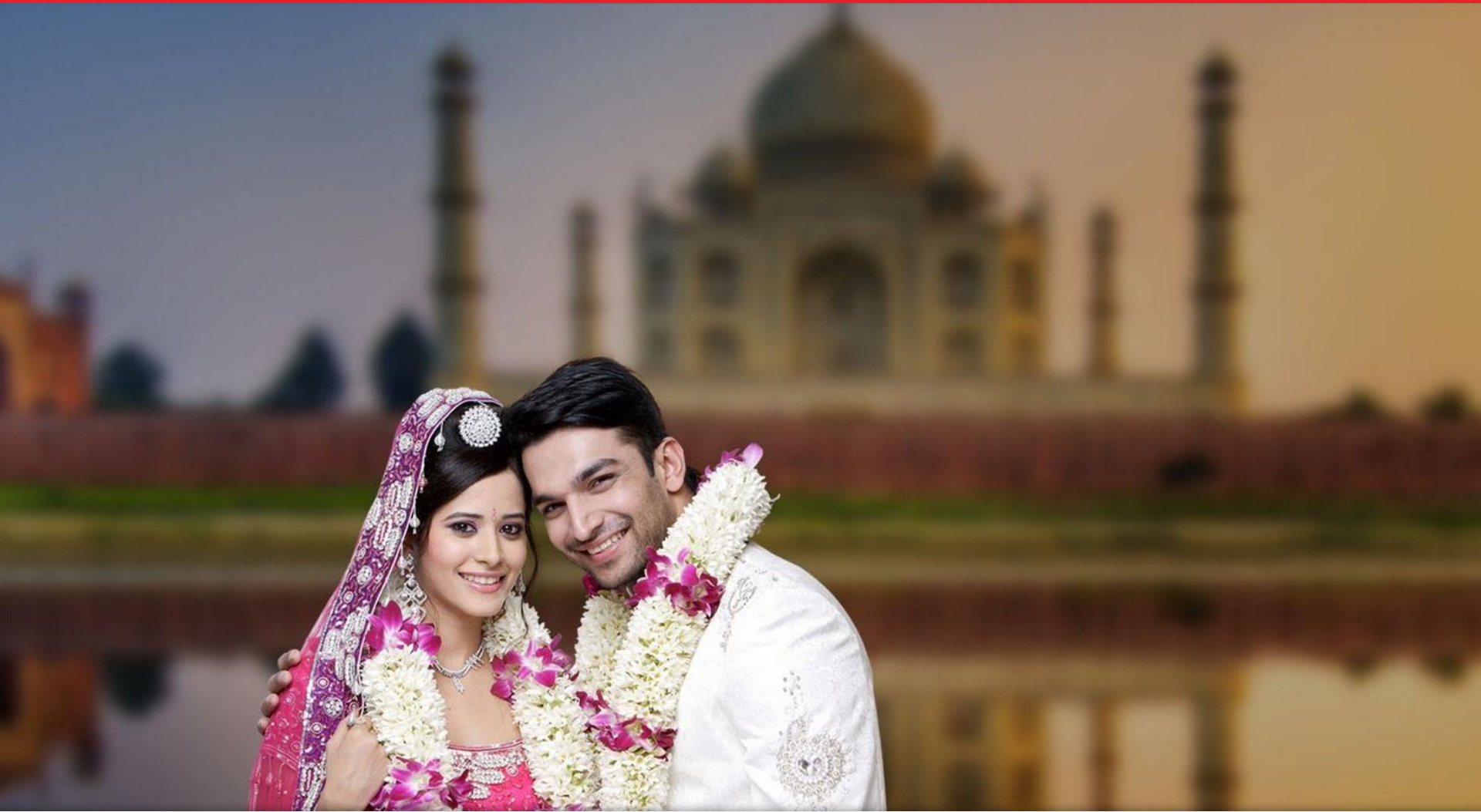
S.Vijayanand

Company Secretary & Compliance Officer

ACS: 18951

No.94, TVH Beliciaa Towers, Tower II, 10th Floor, MRC Nagar, Chennai – 600028

matrimony.com



Investor Presentation

May 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.

1

Q4FY18 Results

2

Company Overview

3

Financials

4

Growth Strategy

5

Management Team



Premium Matchmaking Service

matrimonydirectory.com

From BharatMatrimony

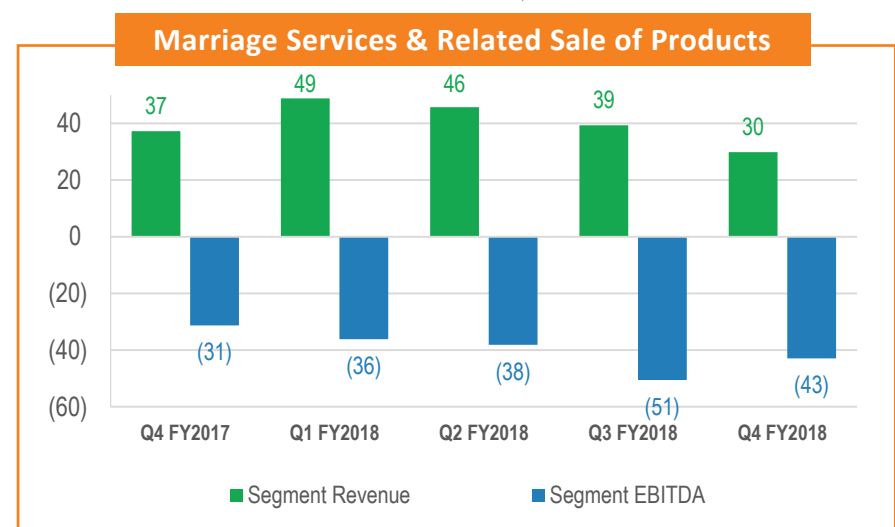
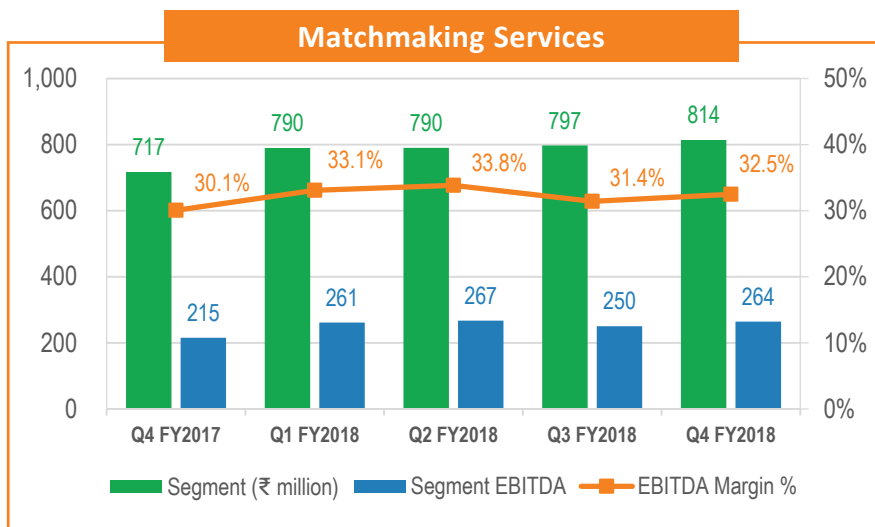
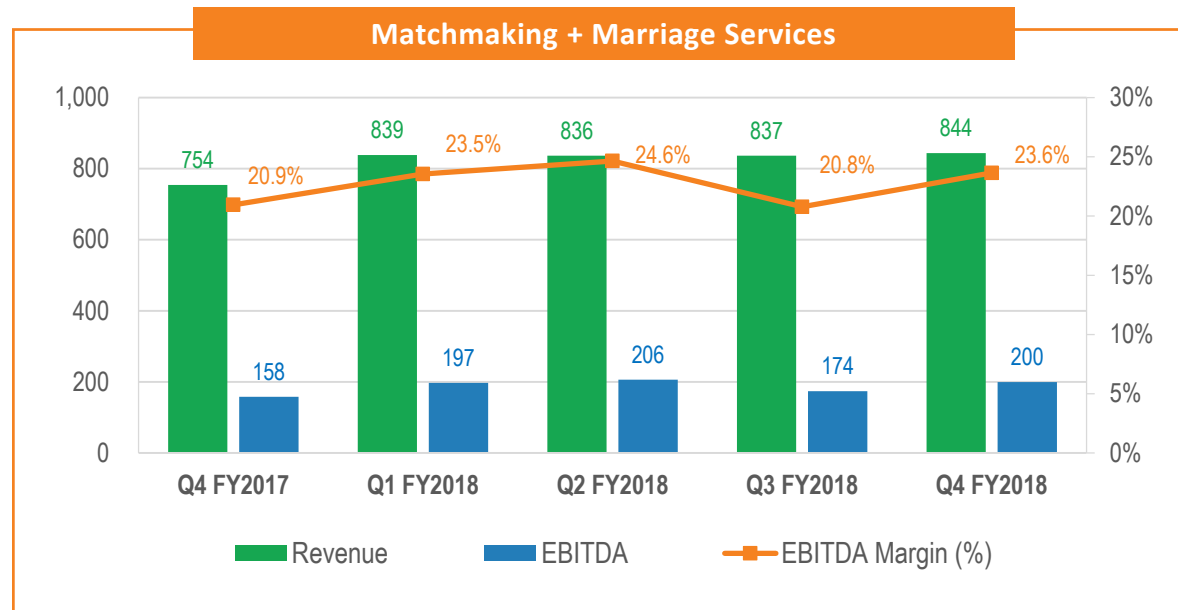
matrimonybazaar.com
from BharatMatrimony

matrimonymandaps.com
from BharatMatrimony

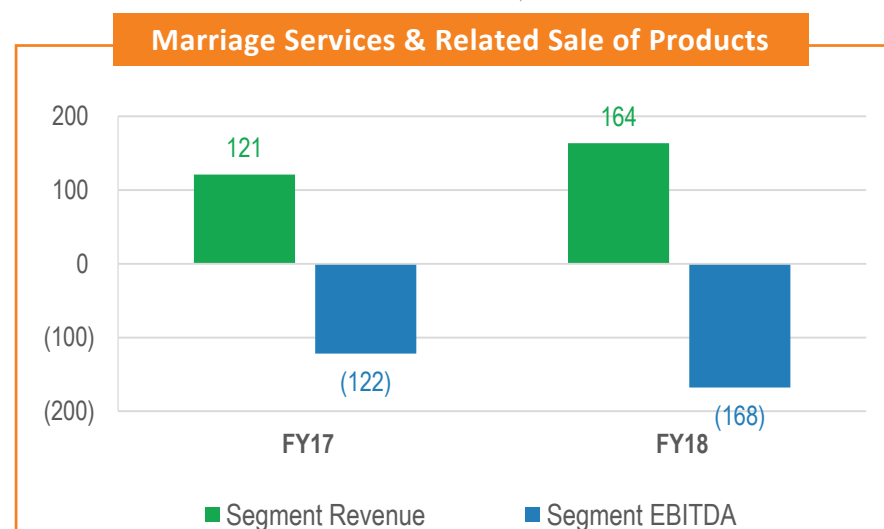
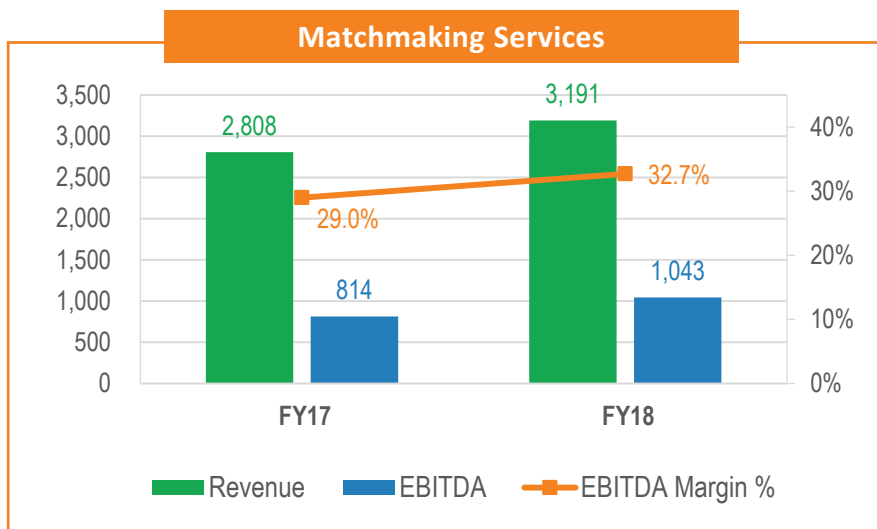
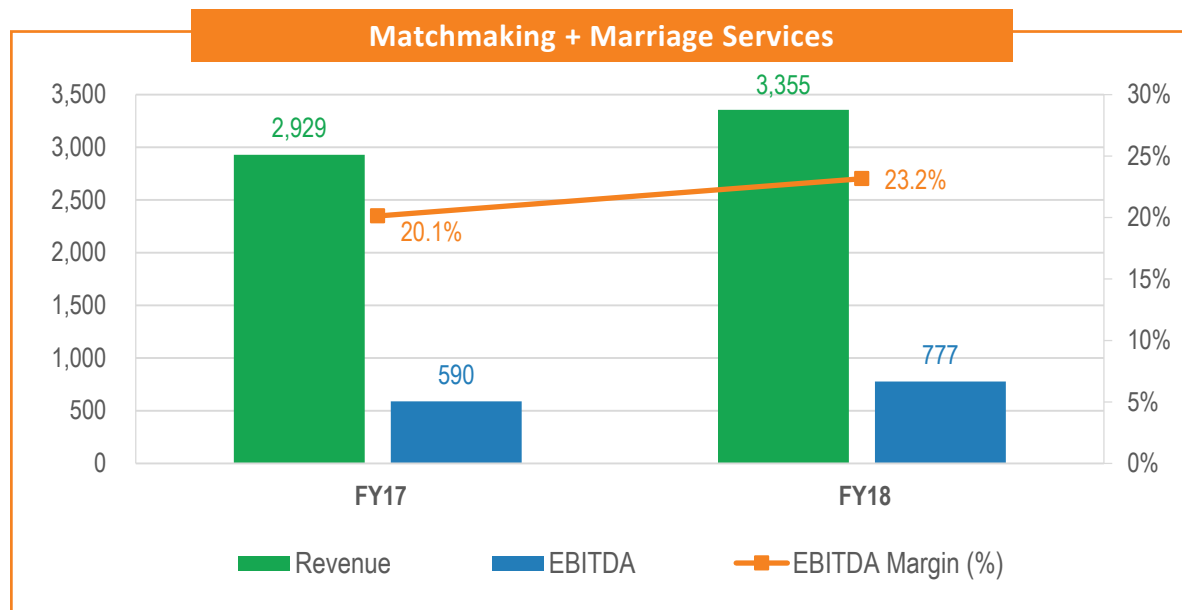


Professional Photography Service

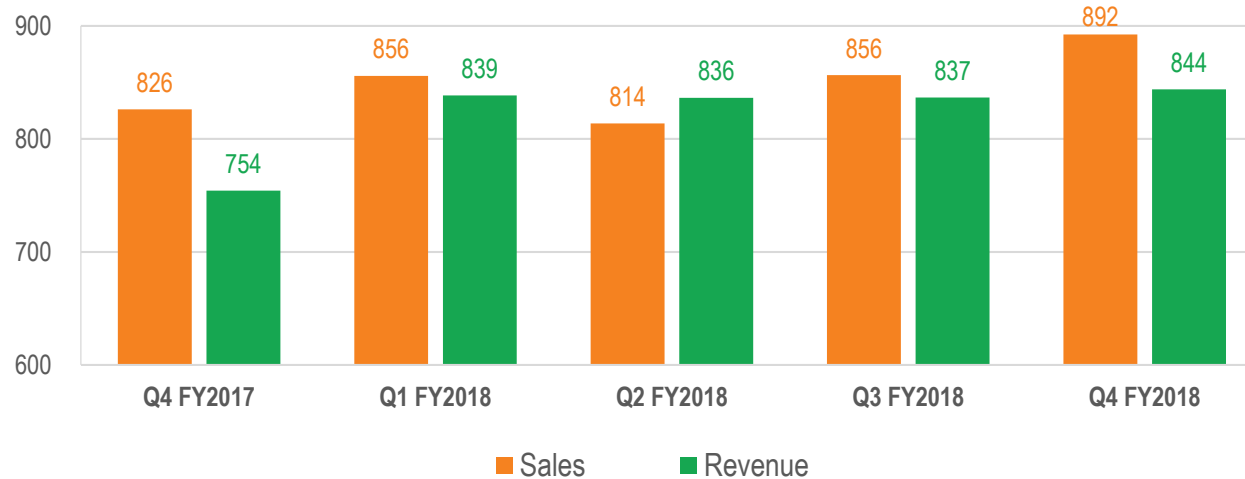
In ₹ million



In ₹ million



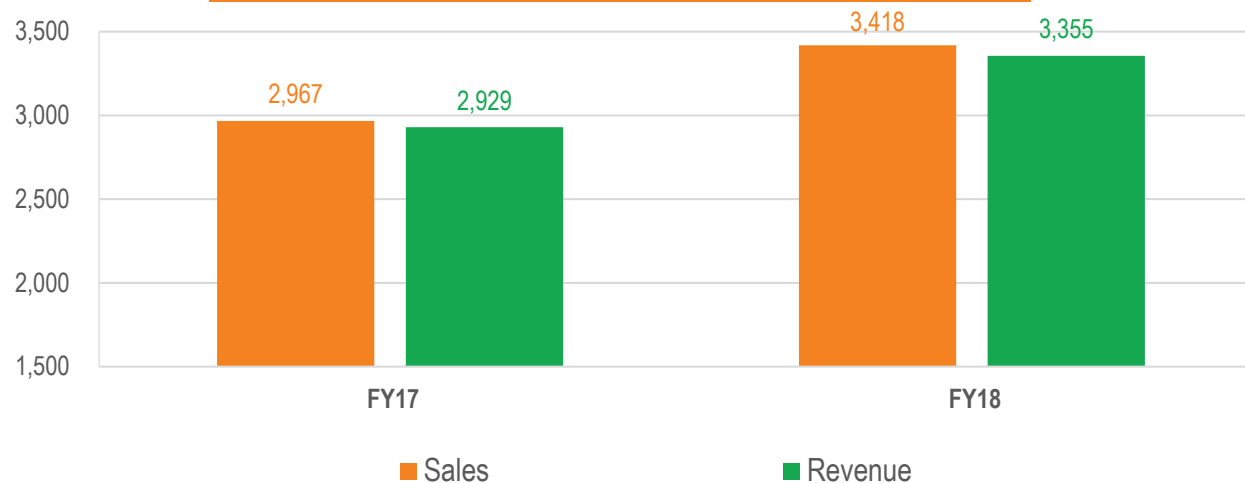
Sales – Quarterly Performance



In ₹ million

**8% Y-o-Y Growth
of Sales in Q4**

Sales – FY Performance

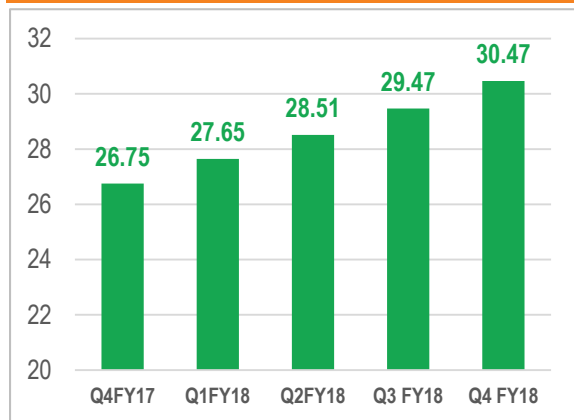


**15% Y-o-Y Growth
of Sales**

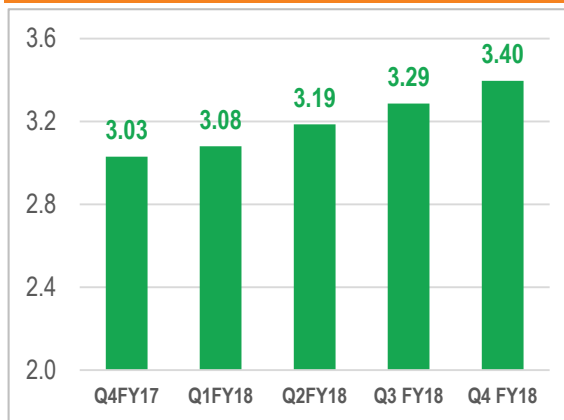
Q4 FY18 Key Metrics

matrimony.com

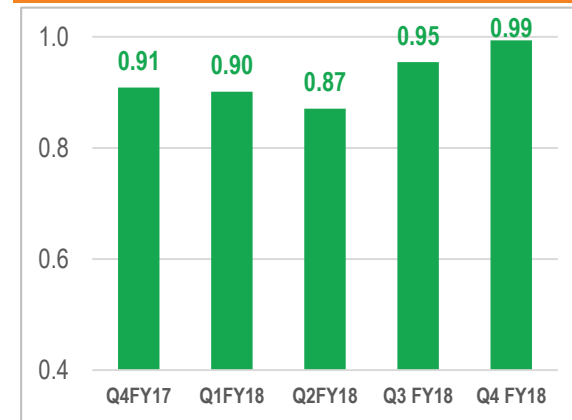
Ever Registrations (in mn)



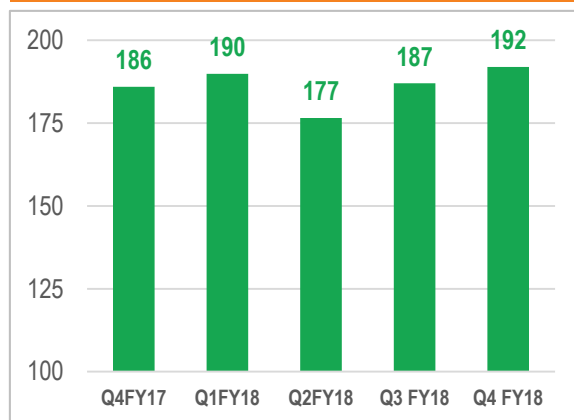
Active Profiles (in mn)



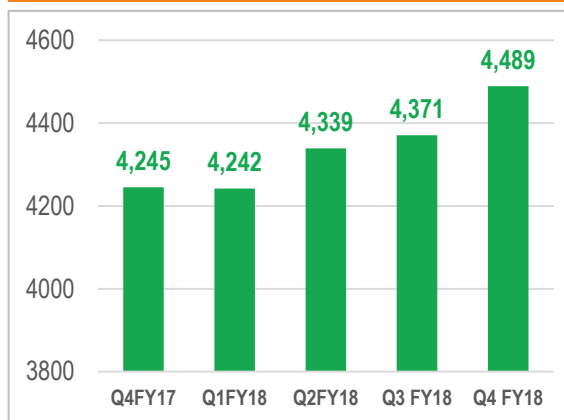
Free Registrations (in mn)



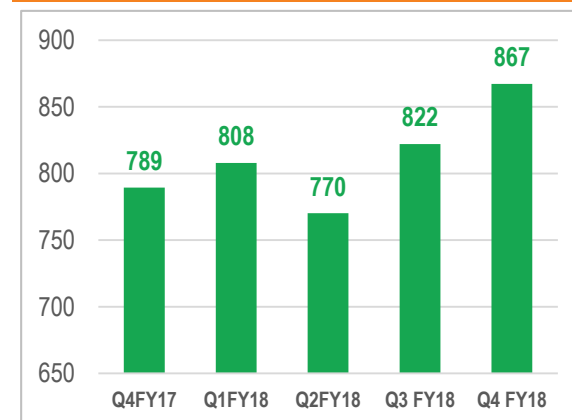
Paid Subscription (000's)



ATV (in Rs)



Matchmaking Sales (in Rs mn)





Company Overview

#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

139

Retail Outlets

3.40mn

Active Profiles ²

30.47mn

Total registrations since
January 2006

459mn

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

745,000

Paid subscriptions in
FY2018

INR 3,418mn

FY18 Sales
(15.2% YoY growth)

23.2%

FY18 EBITDA margin
(against 20.1% in FY17)

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



1

Large Online Matrimony Market Opportunity

2

Leading Provider of Online Matchmaking Services in India



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

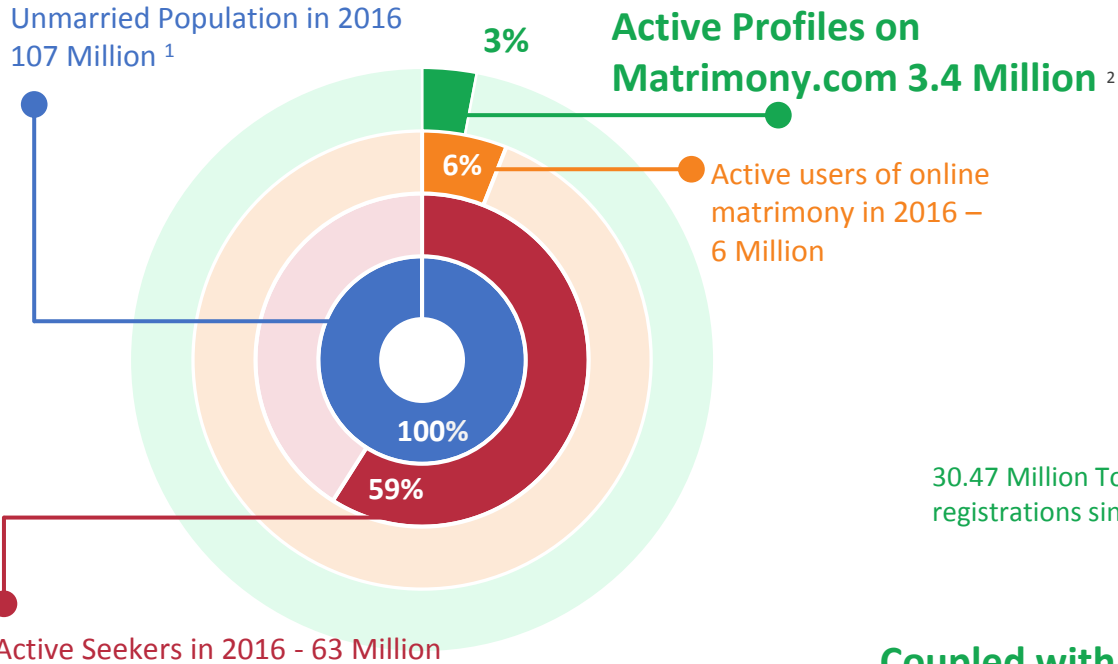
Key Business Metrics Drive Revenue Growth and Operating Leverage



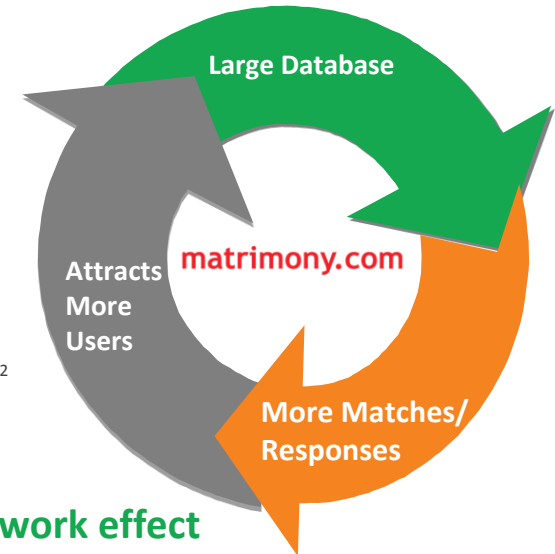
A Differentiated Growth Story

matrimony.com

Unmarried Population in 2016
107 Million ¹



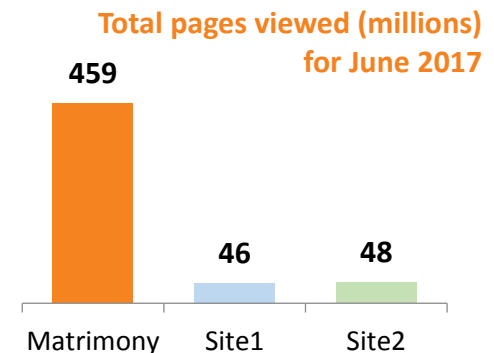
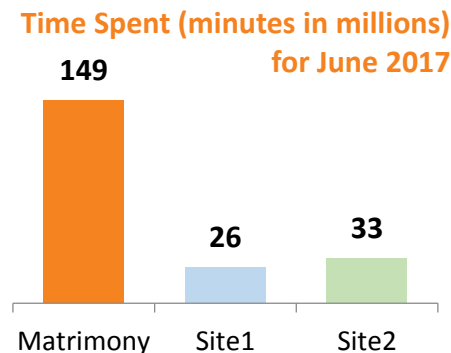
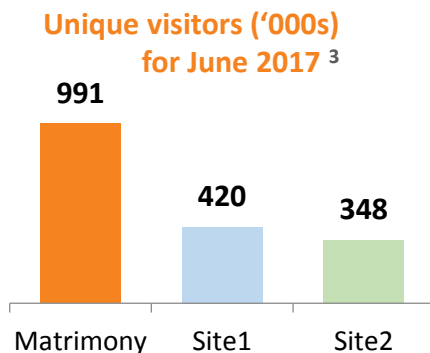
An Early Mover to Online Matchmaking services.....



30.47 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 Mar 31 2018

³ Source: Traffic distribution data from April 2014 to June 2017 for Matrimony.com, and others compiled by ComScore, Inc

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

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

BharatMatrimony



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

CommunityMatrimony



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

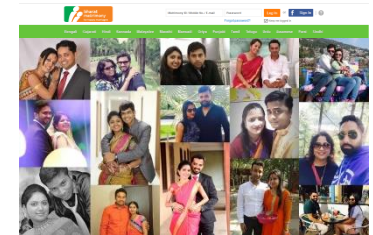
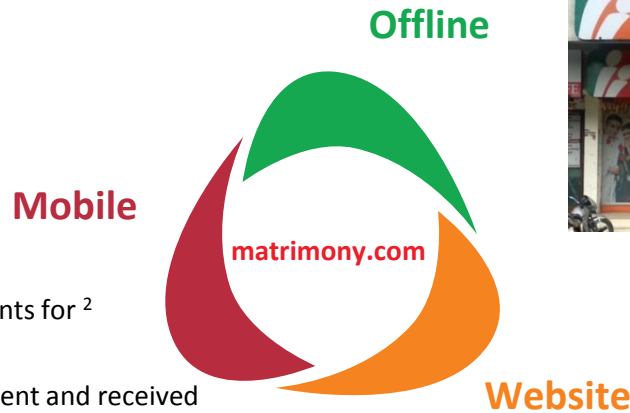
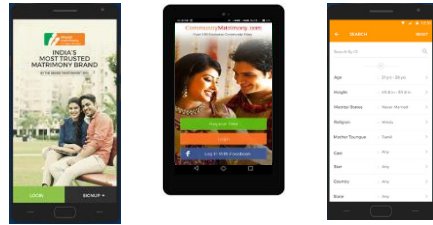
EliteMatrimony



- 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



- **8.4 million** app installs ¹
- Mobile sites and mobile apps accounts for ²
 - ✓ **89%** of Profile views
 - ✓ **72%** of Personalized messages sent and received
 - ✓ **80%** of the total number of free profiles registered
 - ✓ **82%** of Express Interest messages
 - ✓ **73%** 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

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



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



- 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



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





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"

THE BRAND TRUST REPORT
India Study 2014

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

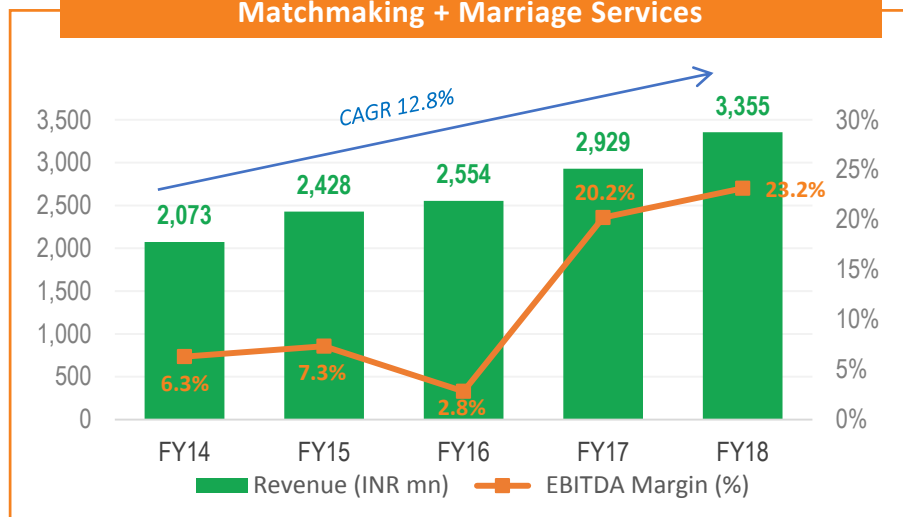
Special jury mention
for **gender sensitivity**
(2013-2014) for TVC
(Bharat Matrimony-
Career) at National
Laadli Media and
Advertising Awards,
2015



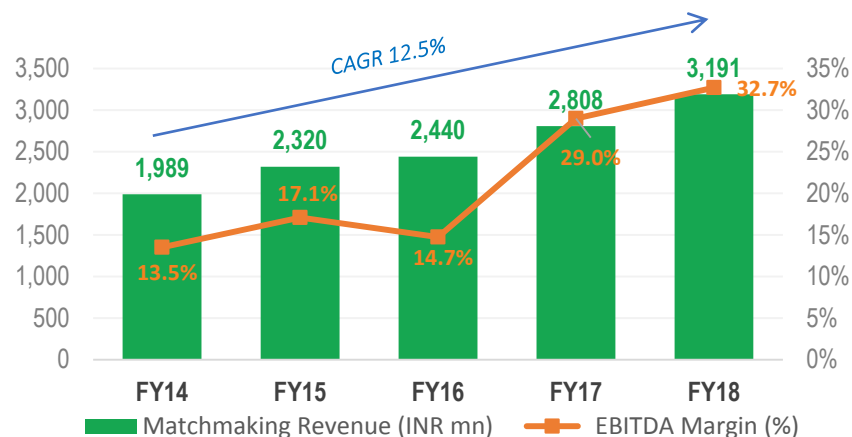
Profile authentication features such as **"Identity Trust Badge"** help in maintaining and continuously improving the quality of database further increasing consumer trust

In ₹ million

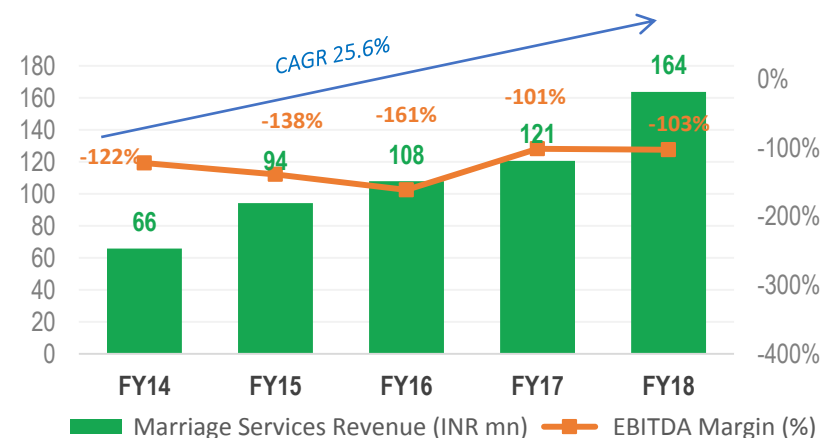
Matchmaking + Marriage Services



Matchmaking Services



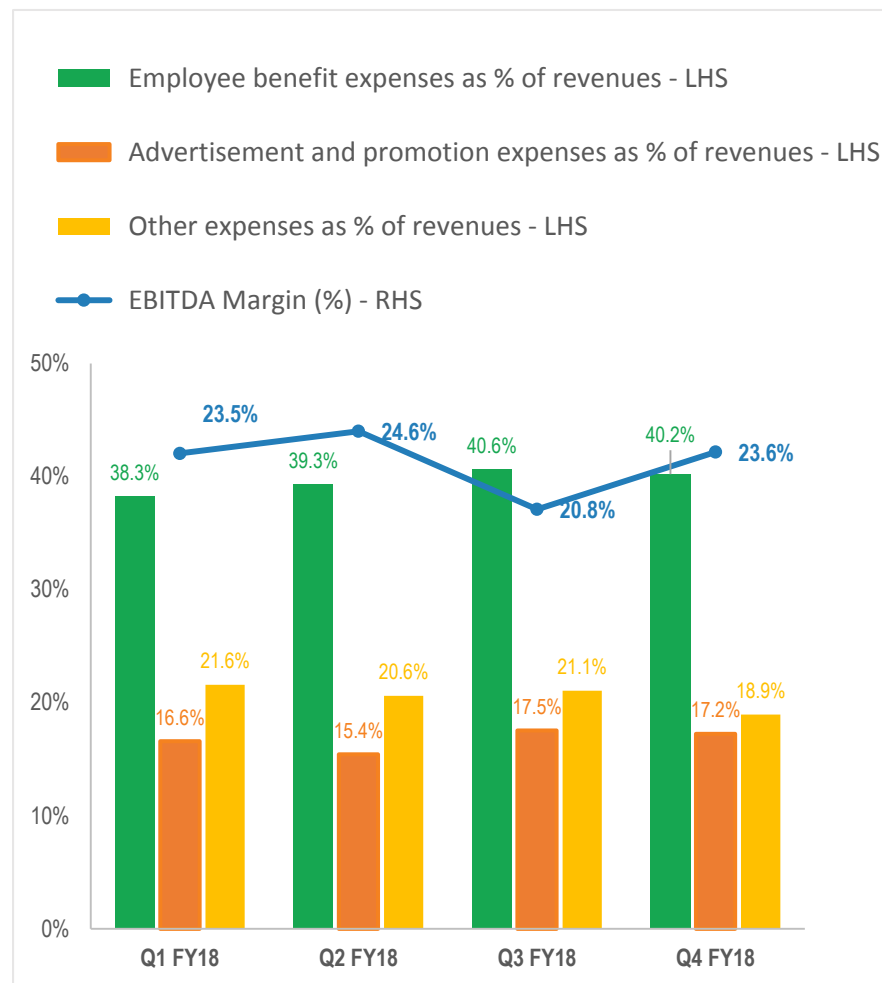
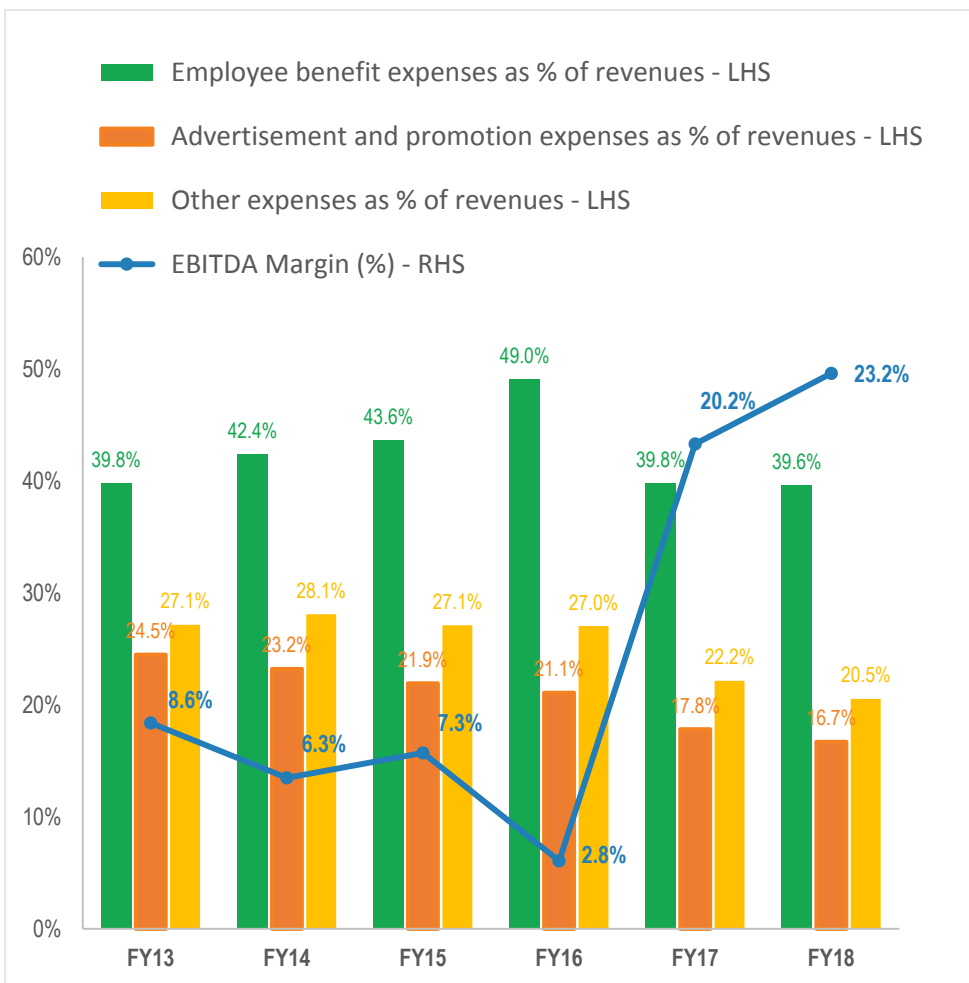
Marriage Services & Related Sale of Products



Note: 1. Financials as per IGAAP

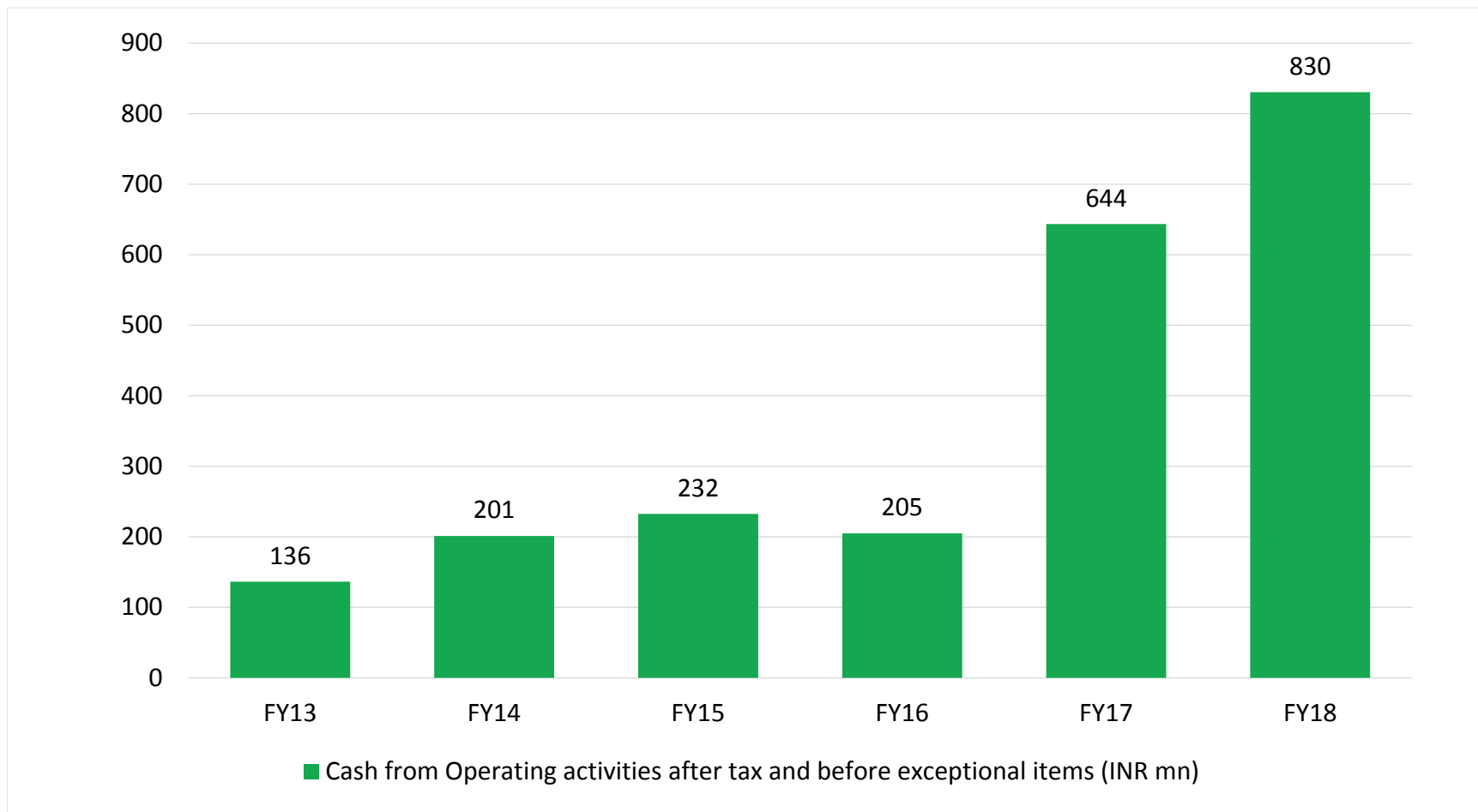
2. CAGR (%): Calculated as $\left[\left(\frac{\text{Revenue in FY18}}{\text{Revenue in FY14}}\right)^{0.25} - 1\right] * 100$ | 3. Segment EBITDA=Segments Results + Depreciation

... Resulting in Operating Leverage



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

In ₹ million



Our Growth Strategy

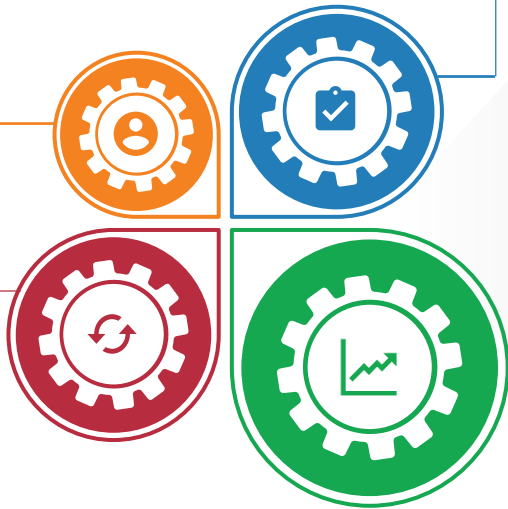
Matchmaking Growth Cycle

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



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

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



R Chandrasekar

Chief Technology Operation and Infrastructure Officer



S. Saichitra

Chief Portal and Mobile Officer



Investor Contacts:

Vijayanand S
Company Secretary
Matrimony.com Ltd.

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Tamil Nadu, India.

Phone: 044-24631500

Email: investors@matrimony.com

CIN: U63090TN2001PLC047432



Premium Matchmaking Service

matrimonydirectory.com

From BharatMatrimony

matrimonybazaar.com
from BharatMatrimony

matrimonymandaps.com
from BharatMatrimony



Professional Photography Service