

May 21, 2018

To

BSE Limited Department of Corporate Services Listing Department P J Towers Dalal Street Mumbai – 400001 Scrip Code: 535648	National Stock Exchange of India Limited Listing Department Exchange Plaza Plot no. C/1, G Block Bandra-Kurla Complex, Bandra (E) Mumbai – 400051 Scrip Symbol: JUSTDIAL	Metropolitan Stock Exchange of India Limited 4 th Floor, Vibgyor Towers, Plot No. C 62, G Block, Opp. Trident Hotel, Bandra Kurla Complex, Bandra (East), Mumbai – 400098 Scrip Symbol: JUSTDIAL
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Dear Sir/Madam,

Sub: Investor Presentation.

In accordance with Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a presentation to analysts / investors on the financial performance of the Company for Audited Financial Results of the Company for the 4th quarter and financial year ended March 31, 2018

We request you to take the same on record.

Thanking You,

Yours faithfully,

For Just Dial Limited**Sachin Jain
Company Secretary**

Encl: as above

**Just Dial Limited**

CIN NO: L74140MH1993PLC150054

Registered & Corporate Office : Palm Court Building M, 501/B, 5th Floor, New Link Road, Besides Goregaon Sports Complex, Malad West, Mumbai - 400064

Tel. : 022-28884060 / 39808795 • Fax : 022-28893789

Mumbai, Delhi, Kolkata, Chennai, Bangalore, Pune, Hyderabad, Ahmedabad, Coimbatore, Jaipur and Chandigarh

☎ 88888-88888 | www.justdial.com

CORPORATE PRESENTATION

May 2018



India's No.1 local search engine

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Any information provided in this presentation is subject to change without notice.

Q4 FY18 means the period Jan 1, 2018 to Mar 31, 2018

FY18 or FY 17-18 or FY 2018 means the Financial Year starting Apr 1, 2017 and ending Mar 31, 2018



BUSINESS OVERVIEW

COMPANY OVERVIEW

Justdial's services connect sellers of products & services with potential buyers/ users



High user engagement, ~82 million ratings & reviews



~112 million quarterly unique visitors in Q4 FY18



Database of 21.8 million listings



Scalable and profitable business model



~445,100 active paid campaigns



Figures as on Mar 31, 2018

KEY STRENGTHS

- ❑ First Mover Advantage in Indian Local Search Market
- ❑ Strong Brand Recognition with ~112 million unique quarterly visitors^ in Q4 FY18
- ❑ Comprehensive database of 21.8 million listings
- ❑ Attractive Value Proposition For Local SMEs
- ❑ Experience and Expertise in Local Indian Market
- ❑ Advanced and Scalable Technology Platform
- ❑ Efficient & Profitable Business Model
- ❑ Strong & Experienced Management Team
- ❑ Strong Financial Profile

^ Unique visitors are aggregated across various mediums – Voice, Desktop/ PC, Mobile; these may not necessarily be mutually exclusive



NATIONWIDE PRESENCE



Nationwide coverage, branches in 11 cities across India



Corporate Headquarters in Mumbai, Technology operations and R&D division in Bengaluru



4,057 employees in tele-sales, 4,073 feet-on-street sales force



On-the-ground presence in 250+ cities pan India, covering 11,000+ pin codes

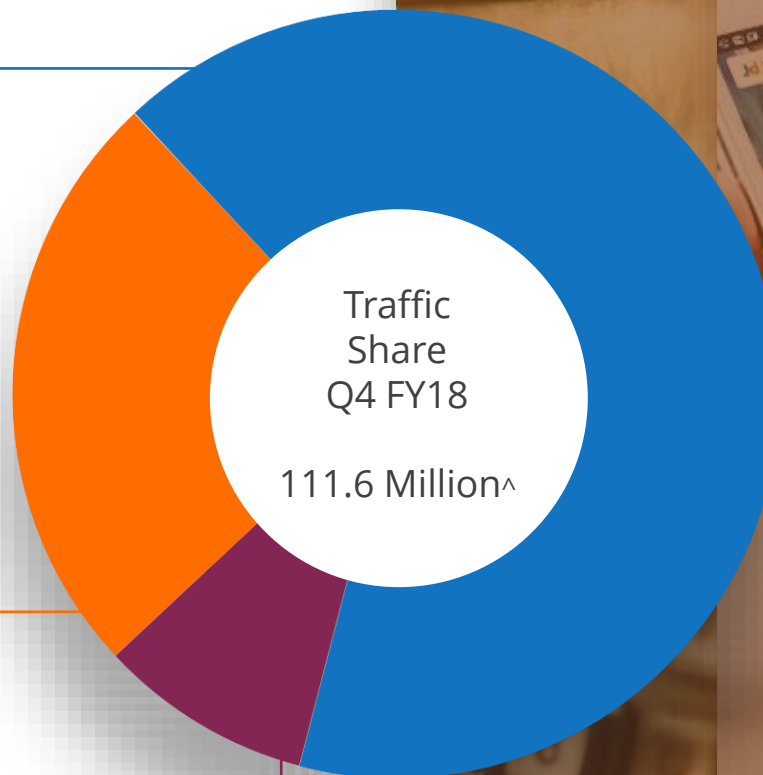


PLATFORMS

 **71%**
MOBILE
Mobile site & Apps

 **21%**
DESKTOP/ PC
www.justdial.com

 **8%**
VOICE
88888-88888



^ Unique visitors are aggregated across various mediums – Voice, Desktop/ PC, Mobile; these may not necessarily be mutually exclusive

MOBILE



Android, iOS & Windows Apps

Predictive Auto-Suggest

Company, Category, Product Search

Map View of Category Search

Location Detection

Voice Search

App Notifications

JD Pay

JD Social

Maps & directions

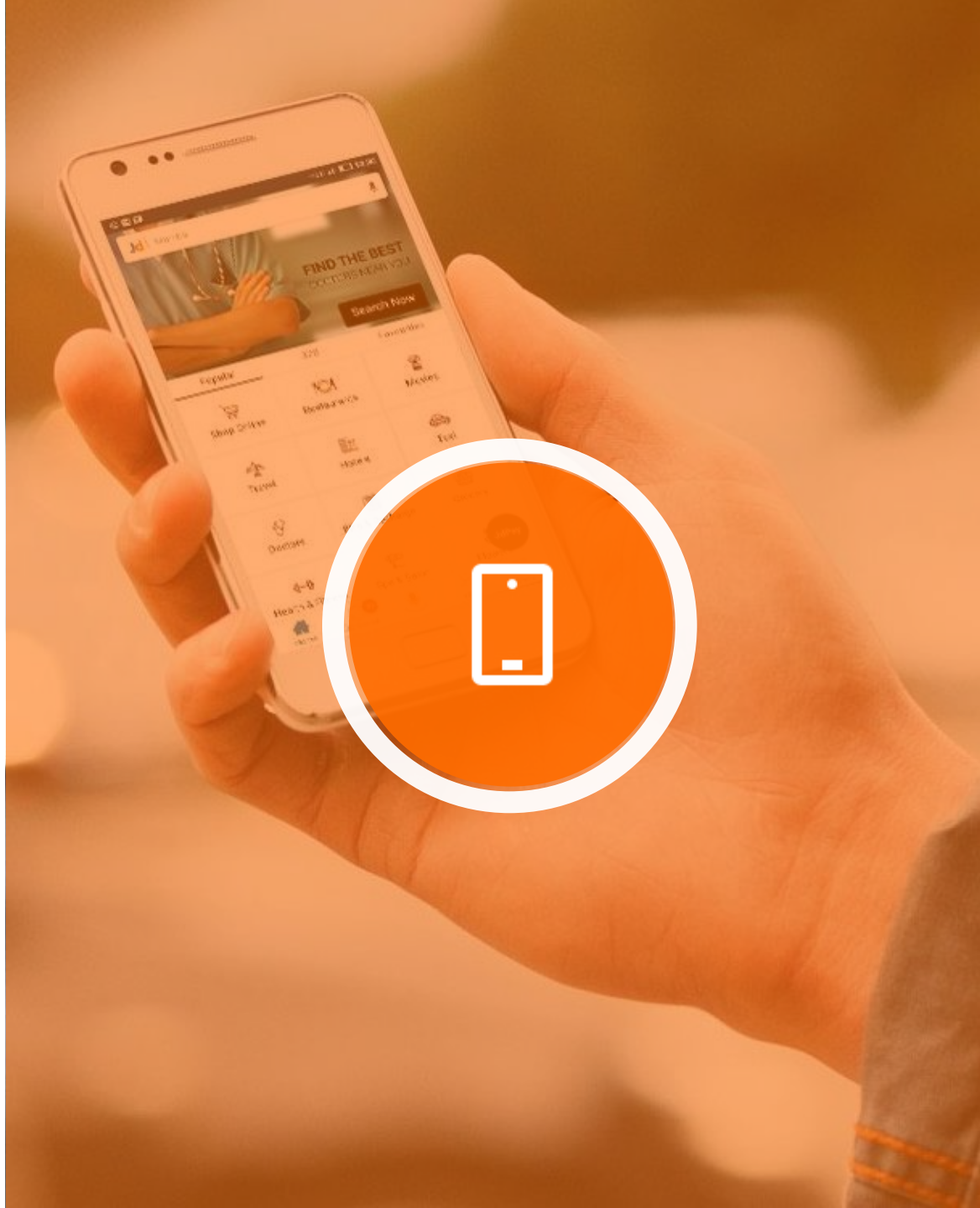
Location-based search service

Ratings & Reviews

Friends' Ratings

Favorites

Search Plus



WEBSITE

Predictive Auto-Suggest

Company, Category, Product Search

Location Detection

Maps & directions

Operating hours

Business logos

Pictures & videos

Ratings & reviews

Friends' Ratings

Favorites

Search Plus

Popular Category Searches



VOICE

 888888-888888

Operator-assisted Hotline Number

One number across India

24 Hours a day x 7 Days a week

Multi-lingual support

Zero-ring Pickup

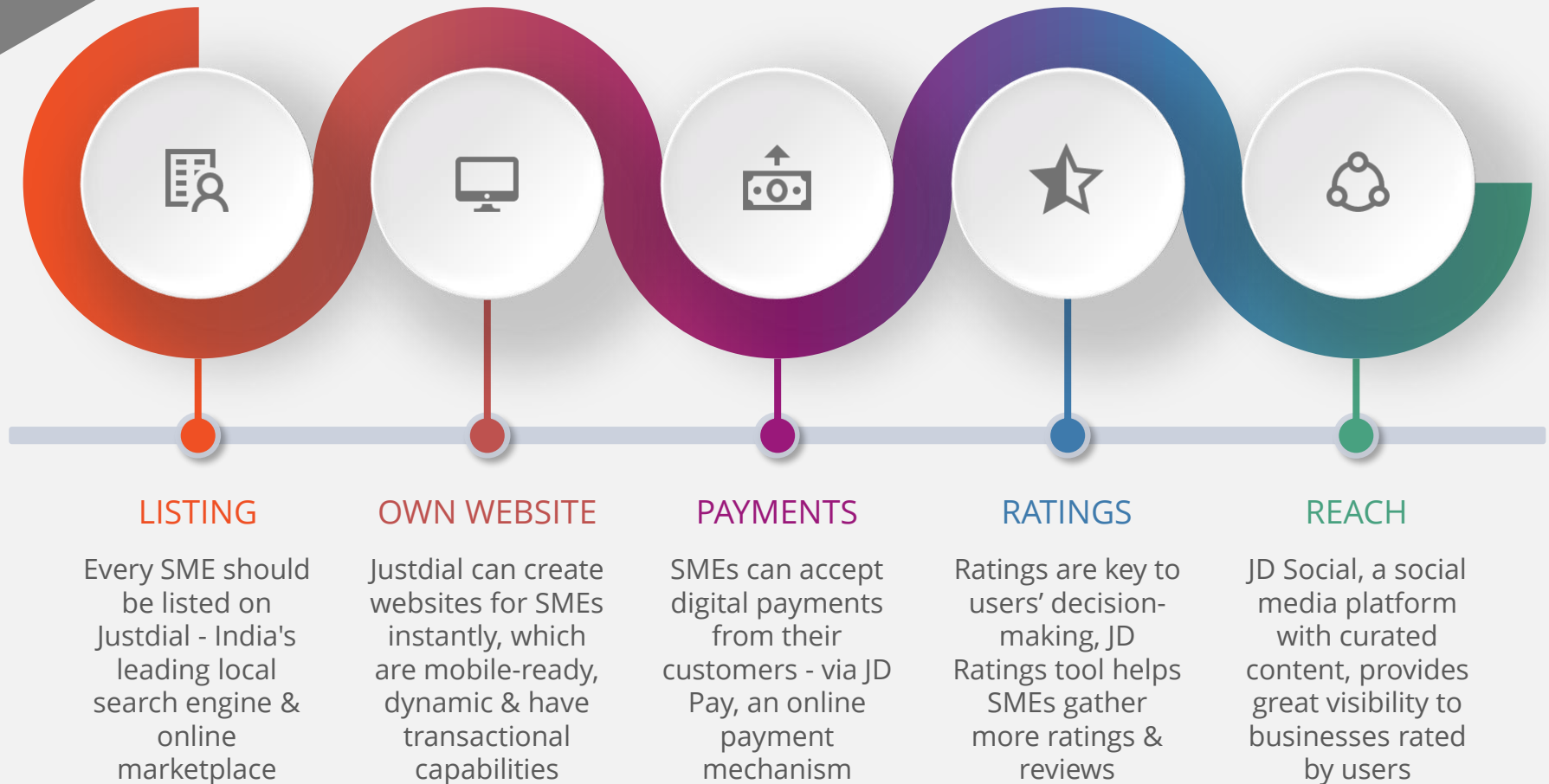
Personalized Greeting

Multiple queries in one call

Instant Email & SMS



VALUE PROPOSITION FOR SMEs



USER ENGAGEMENT



~82 Million Ratings & Reviews

Mobile-verified, unbiased ratings

Friends' Ratings

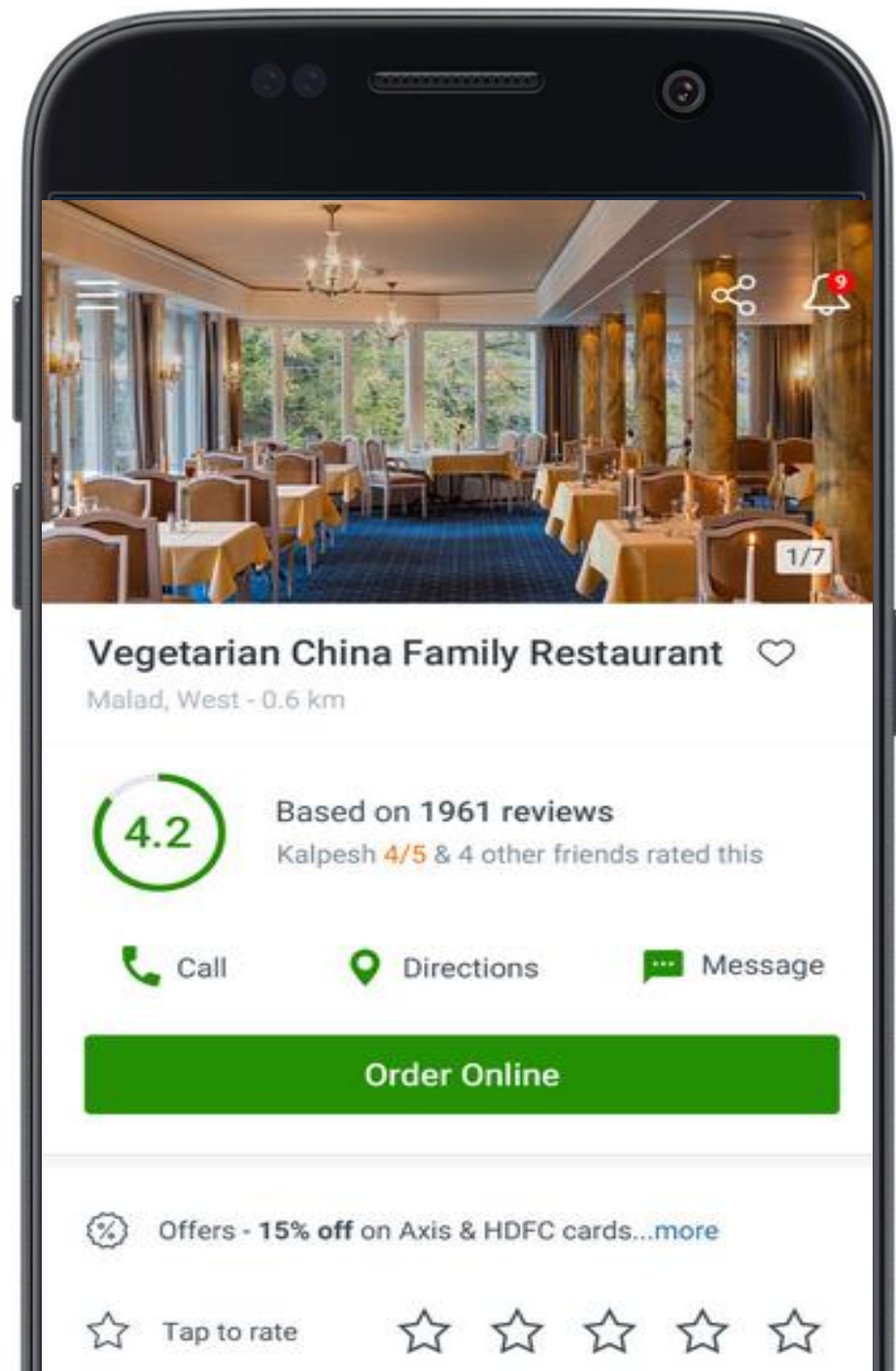
10-Point Rating Scale

Facebook & Twitter Shareable

Photo Upload with Review

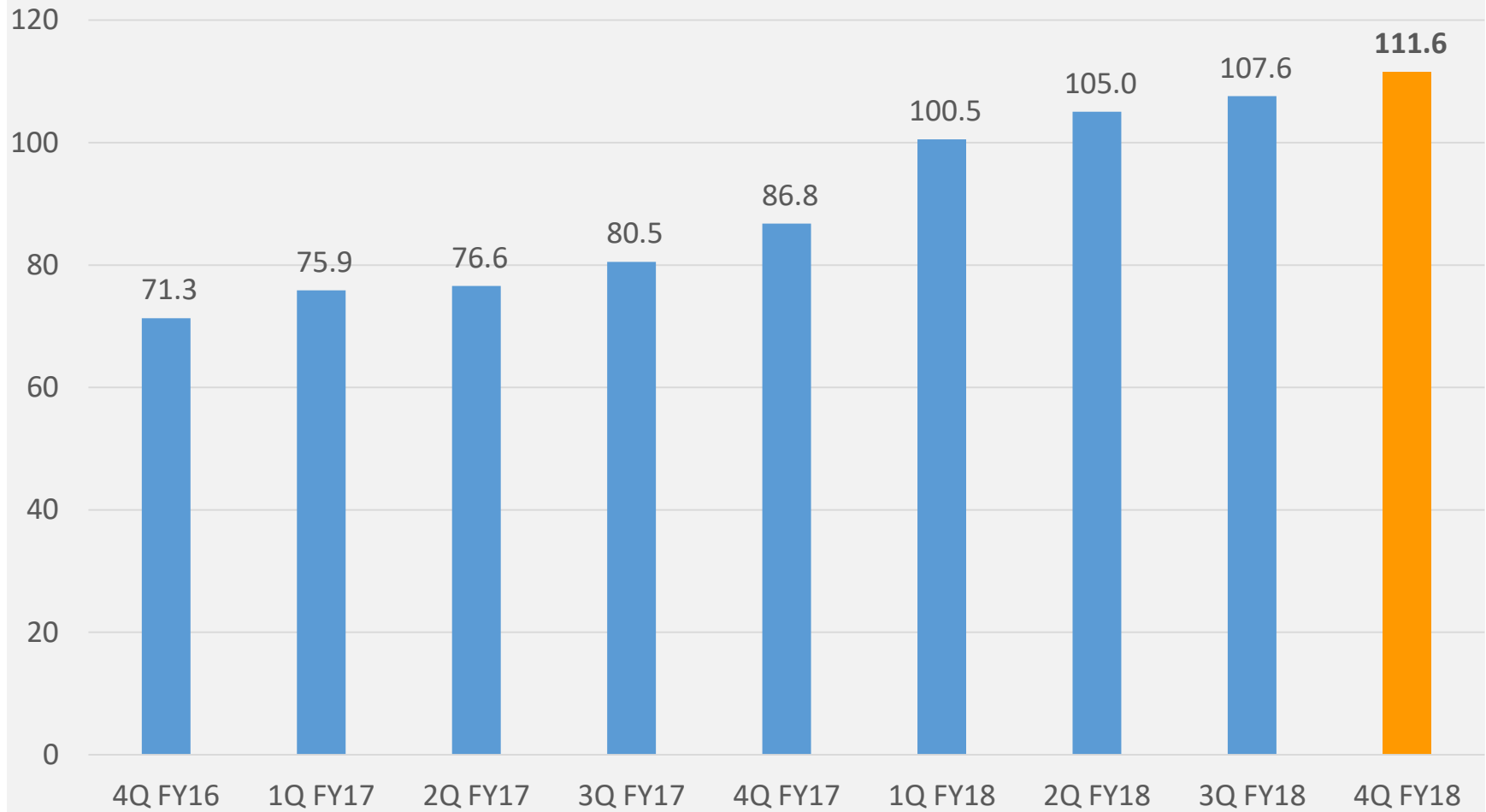
Ratings shared on JD Social

Robust Audit Mechanism

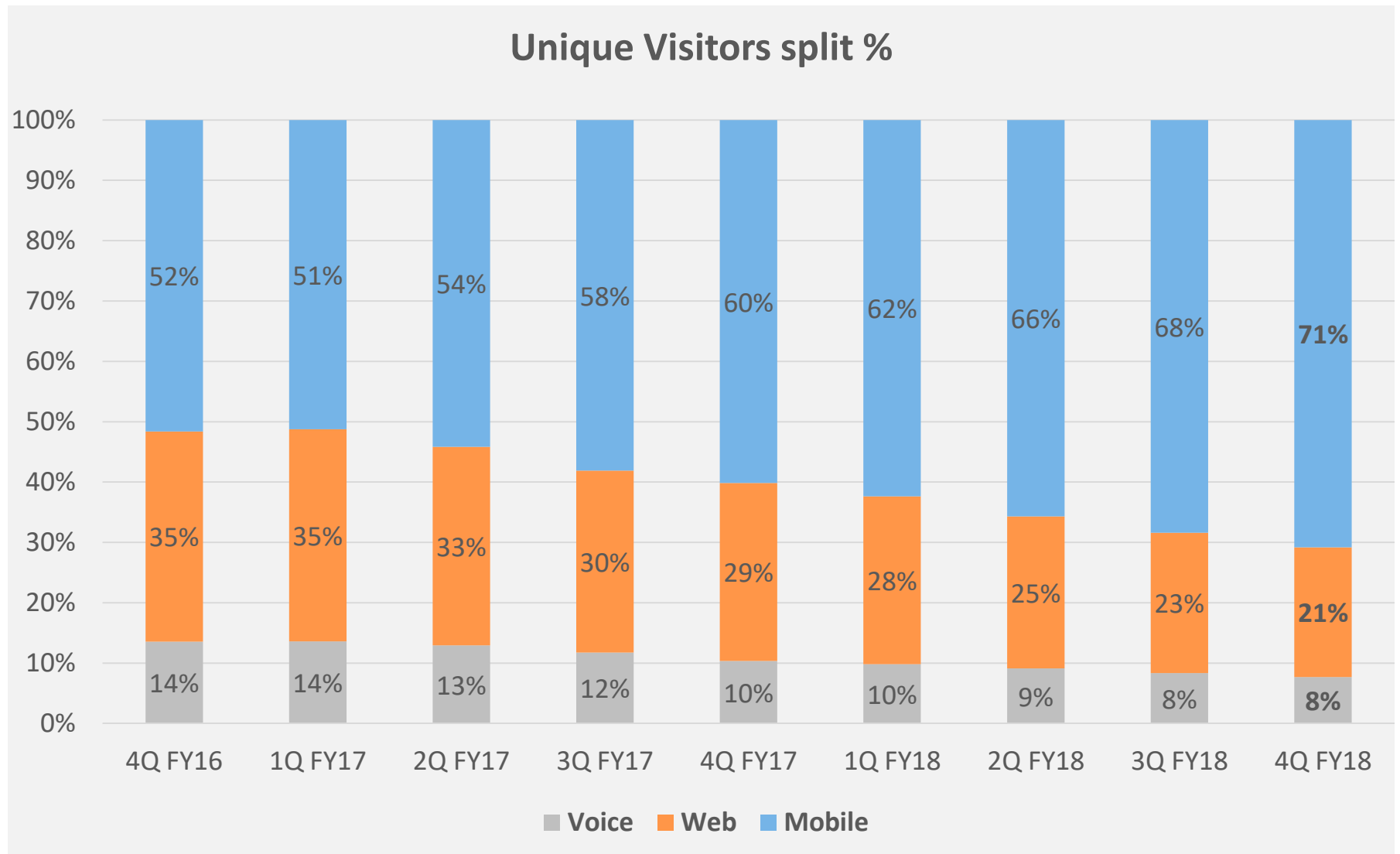


TRAFFIC / VISITORS

Unique Visitors (million)



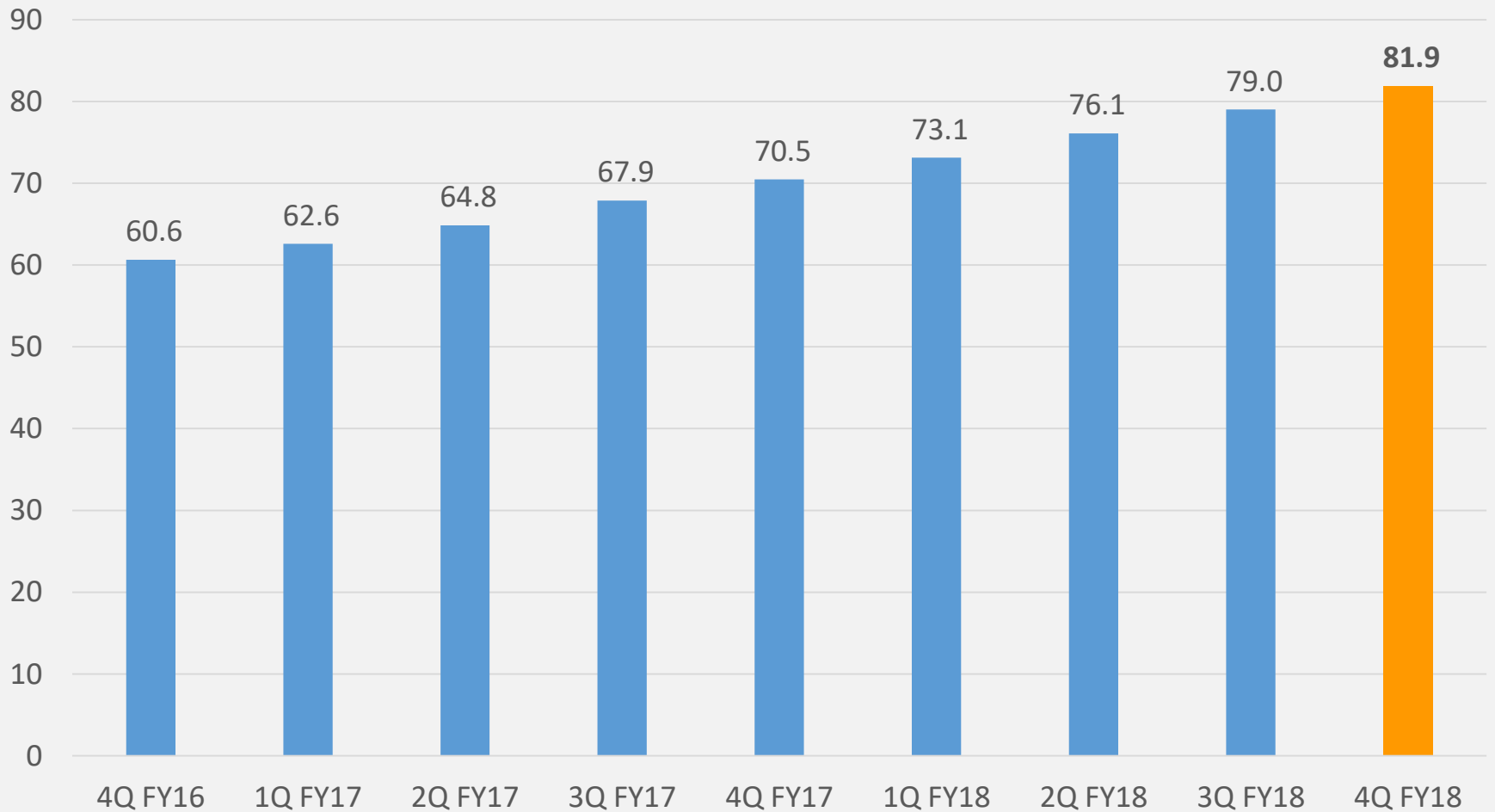
TRAFFIC / VISITORS



Unique visitors are aggregated across various mediums – Voice, Desktop/ PC, Mobile; these may not necessarily be mutually exclusive

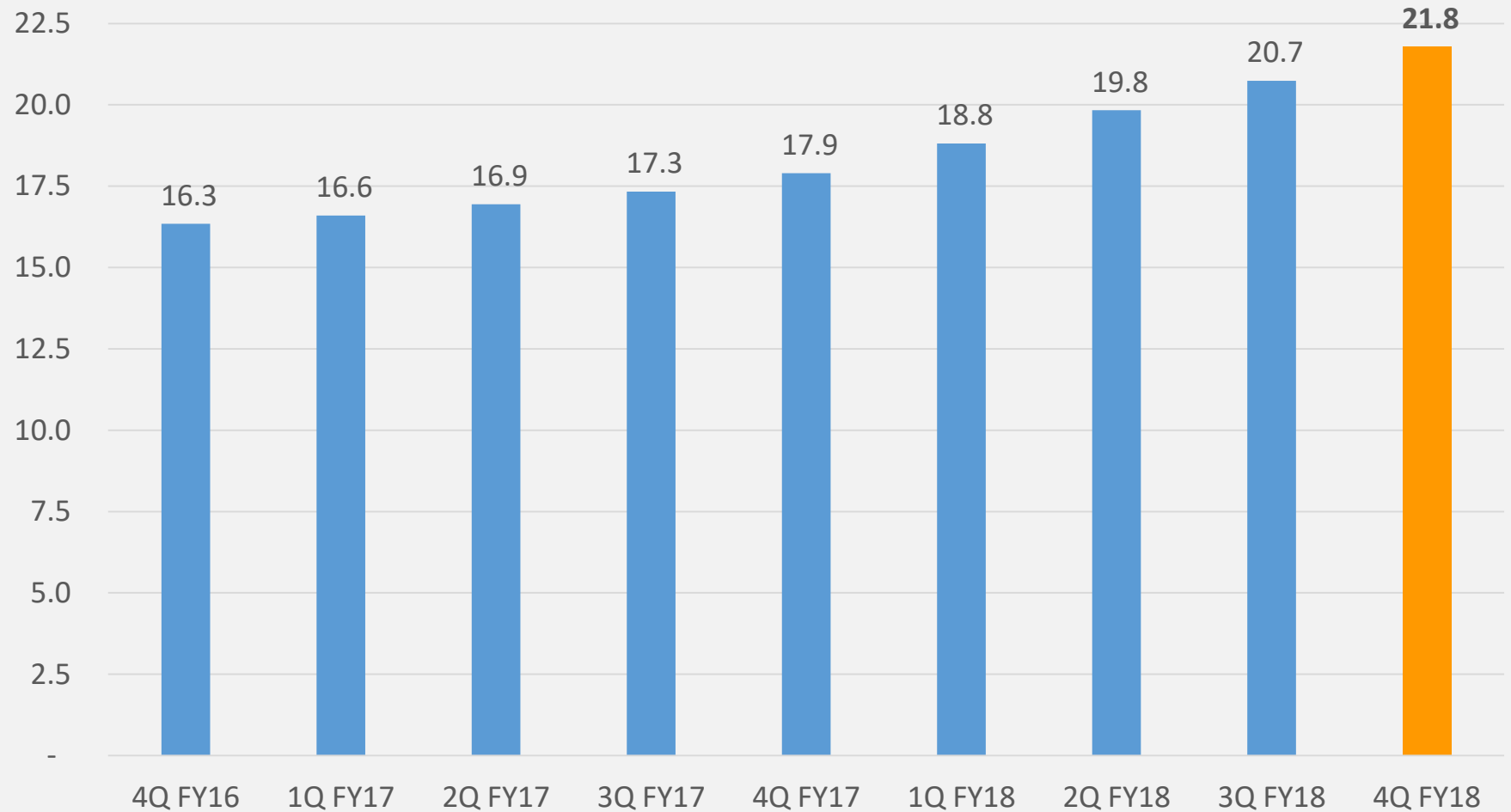
USER ENGAGEMENT

Ratings & Reviews (million)



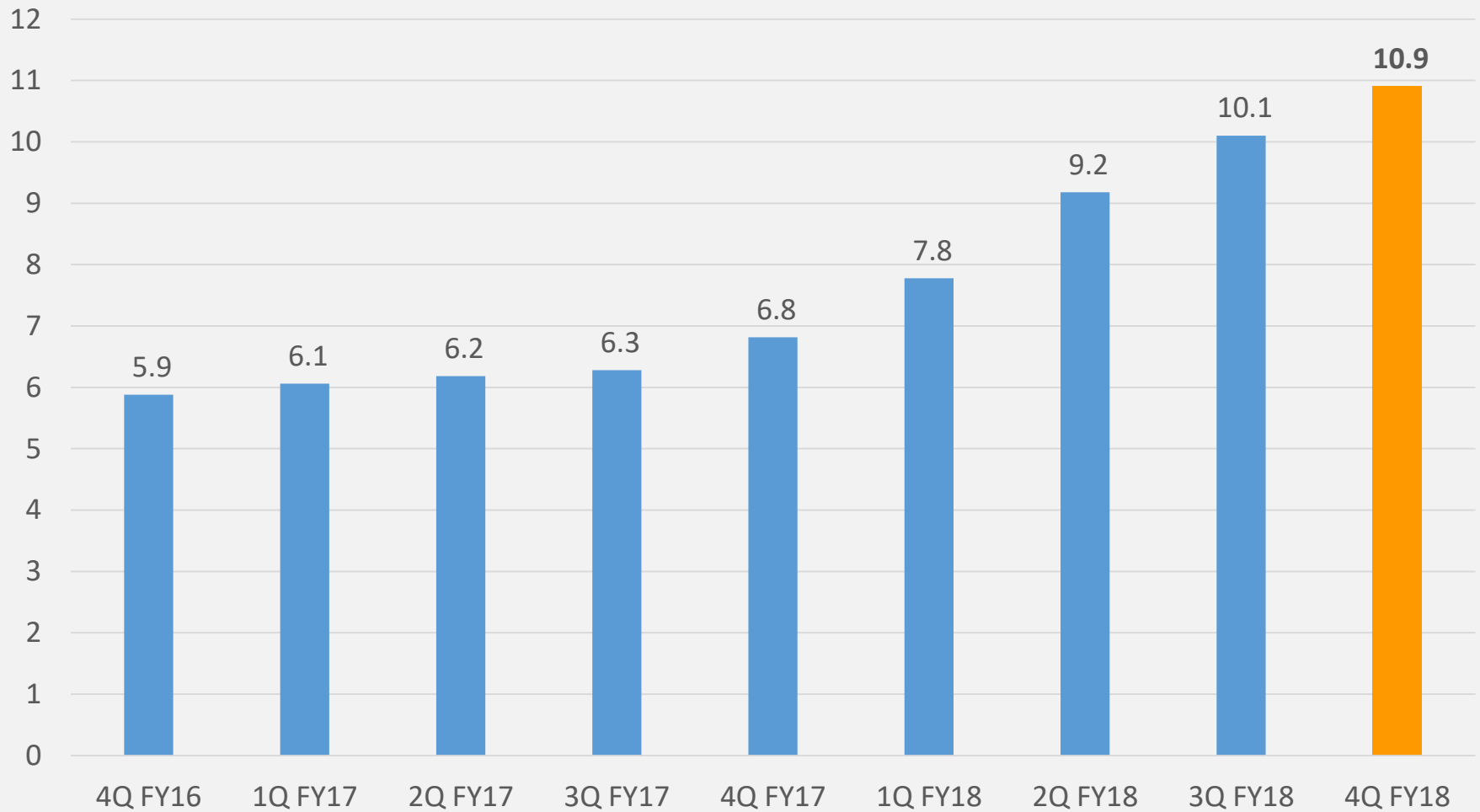
DATA ENRICHMENT

Active Listings - period end (million)

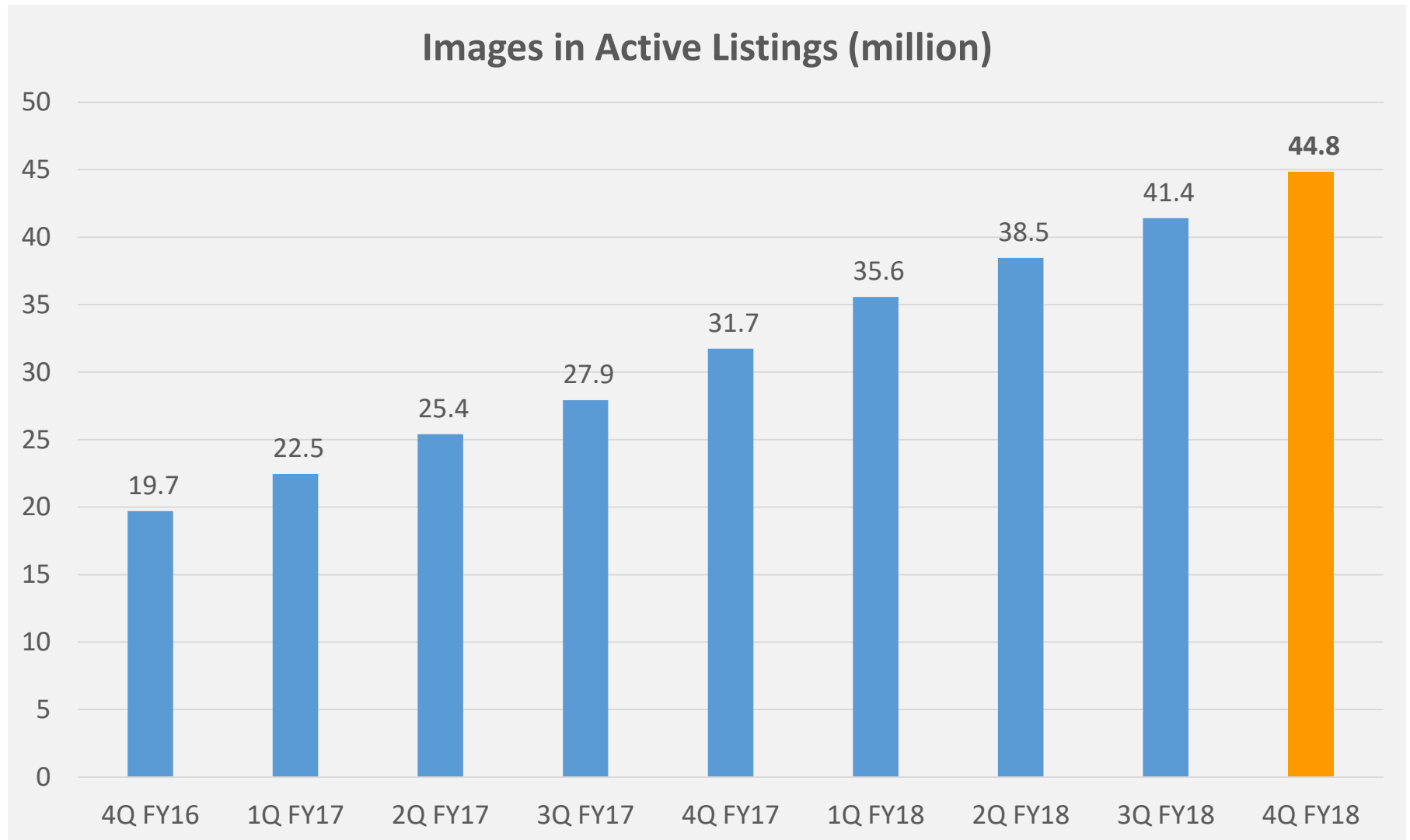


DATA ENRICHMENT

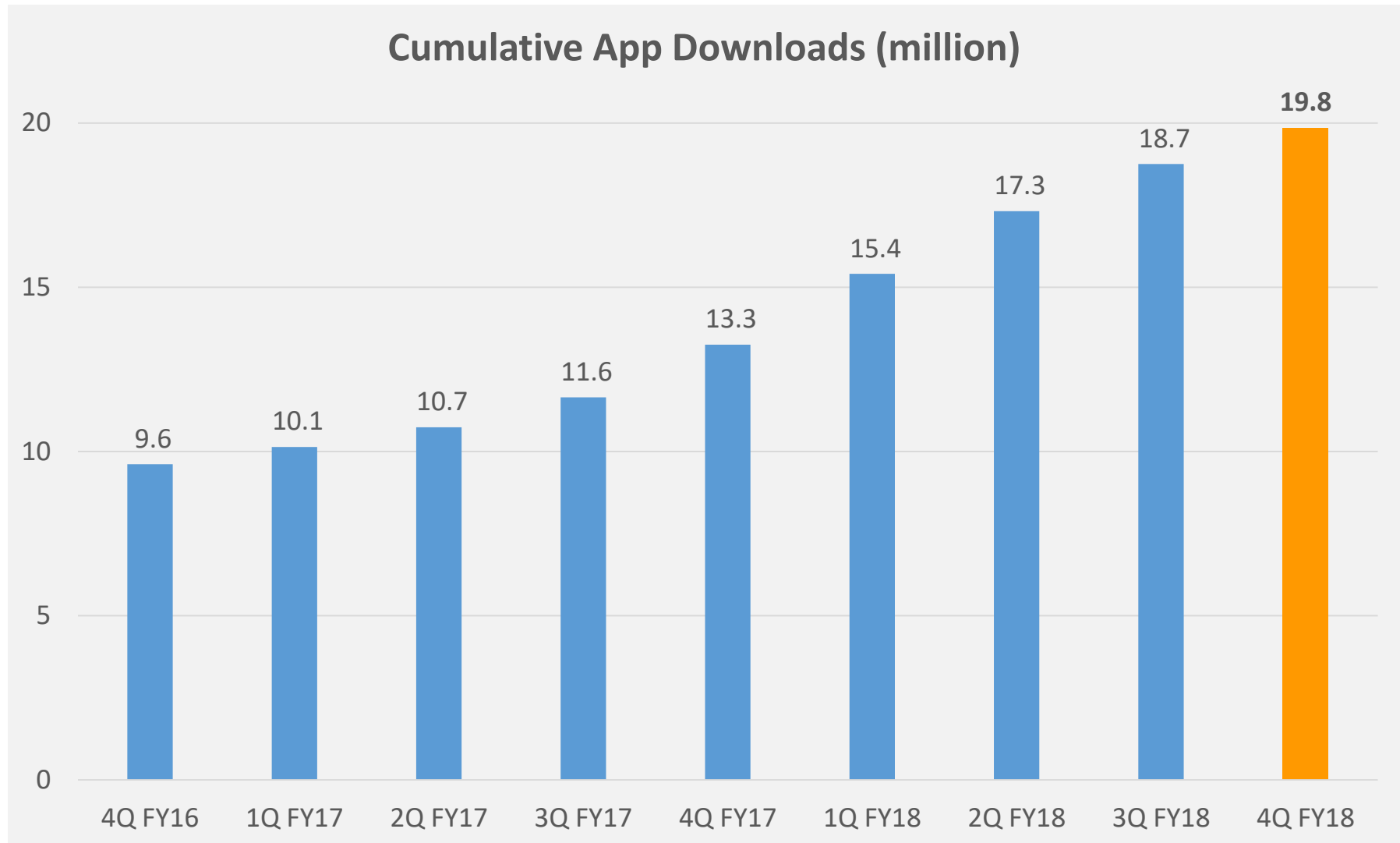
Listings with Geocodes (million)



DATA ENRICHMENT



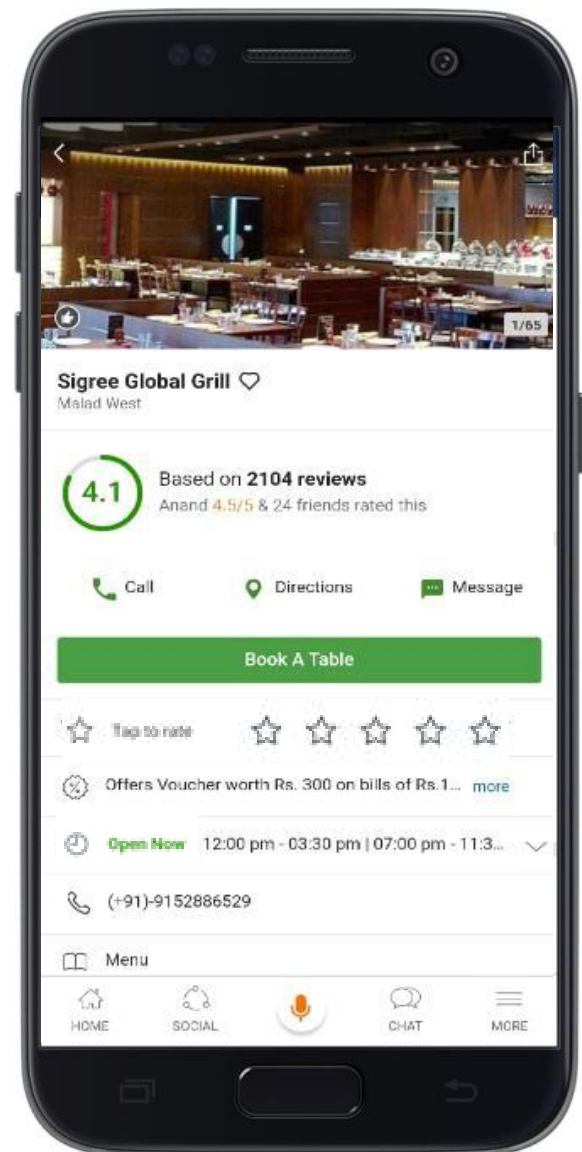
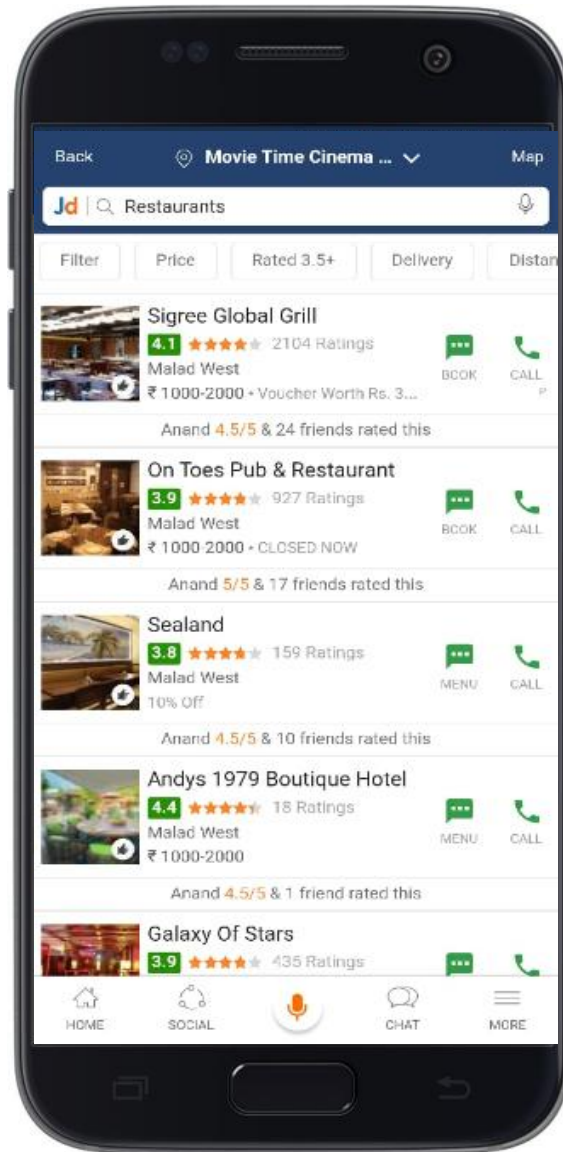
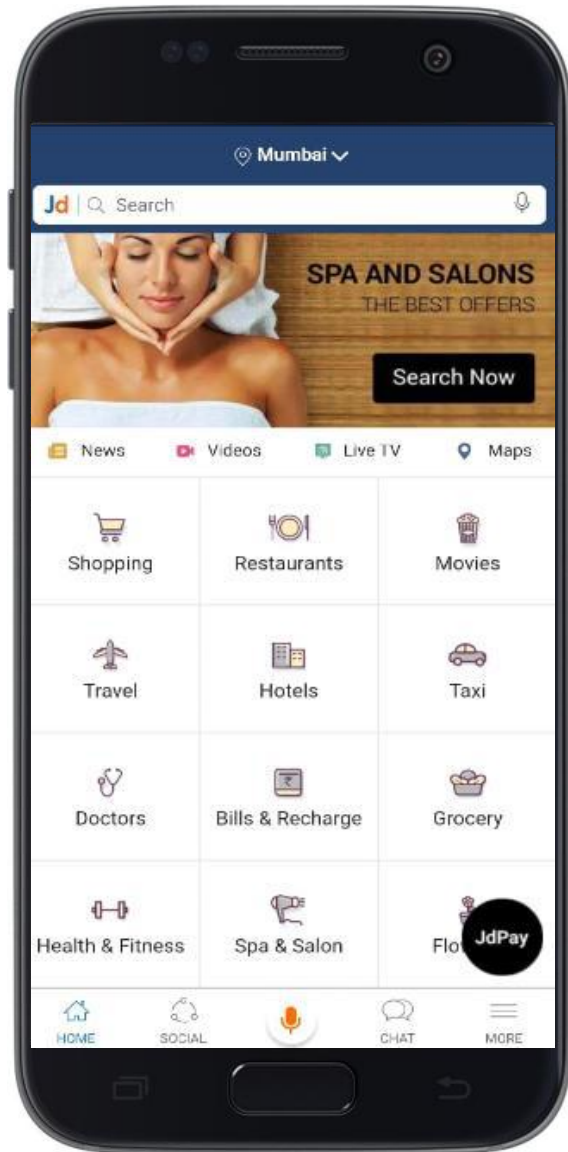
MOBILE APPS





PRODUCT OVERVIEW

JD - MOBILE



BEYOND SEARCH

Price Comparison

Hail a Cab

Flight Tickets

Train Tickets

Bus Tickets

Hotel Bookings

Bills & Recharge

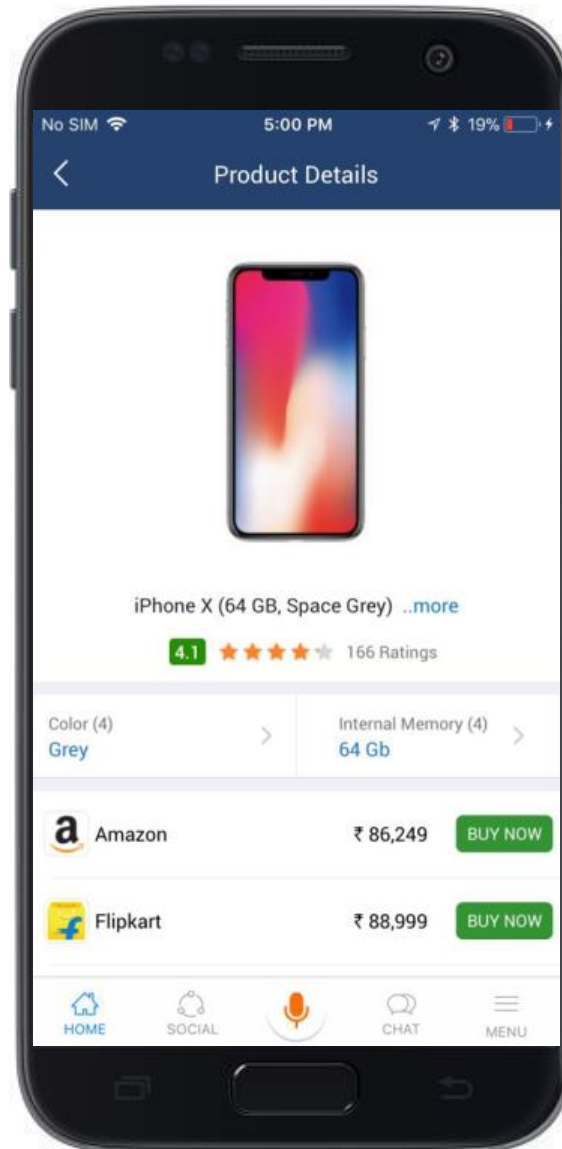
Movie Tickets

Flowers

Loans

Wallet Options

... and many more.



BEYOND SEARCH

Price Comparison



Hail a Cab

Flight Tickets

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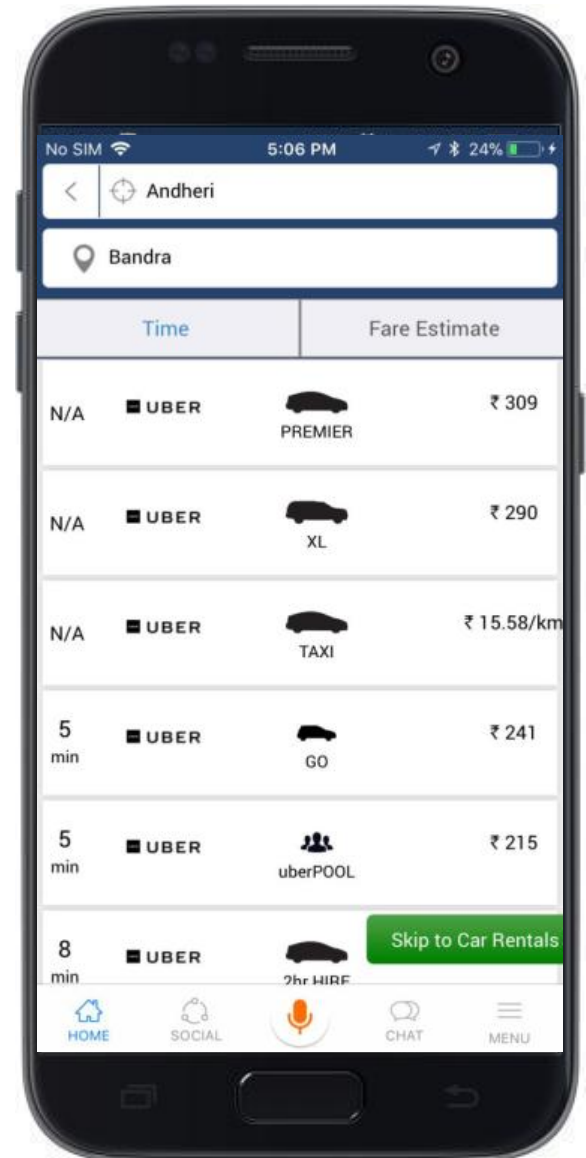
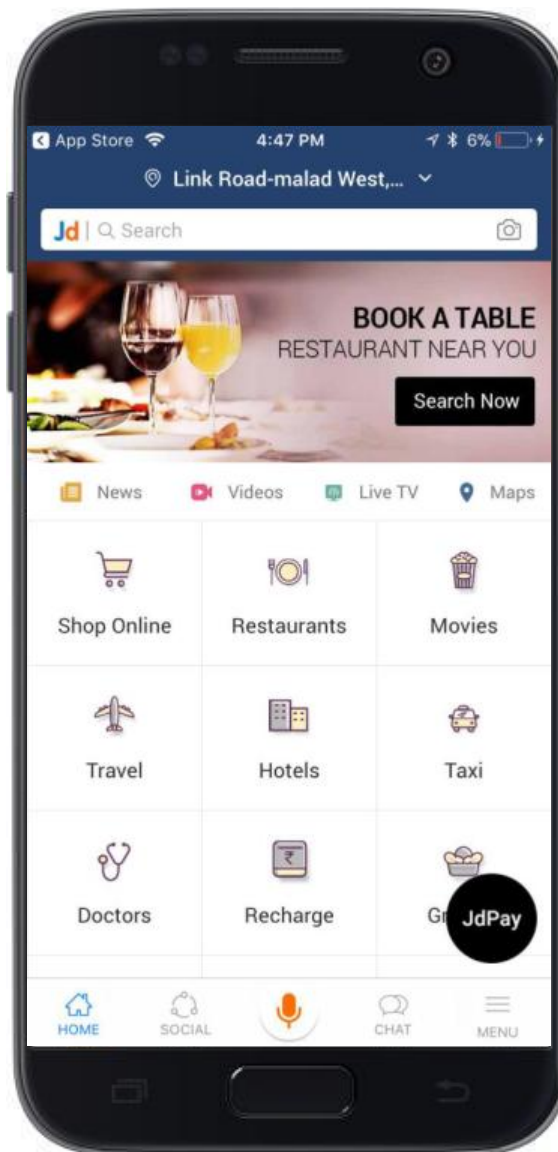
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BEYOND SEARCH

Price Comparison

Hail a Cab

 **Flight Tickets**

Train Tickets

Bus Tickets

Hotel Bookings

Bills & Recharge

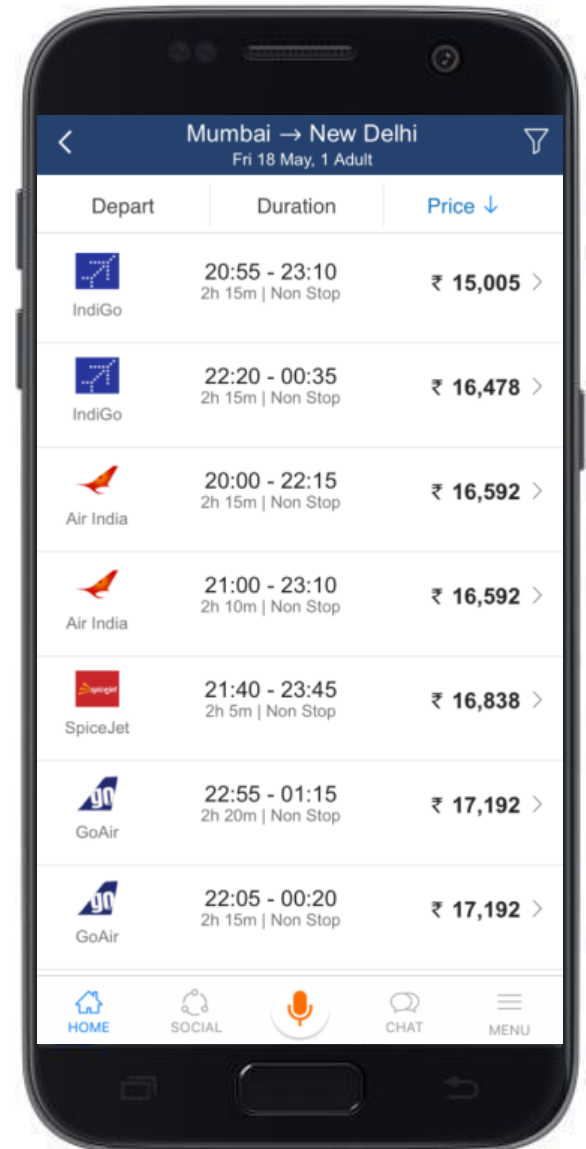
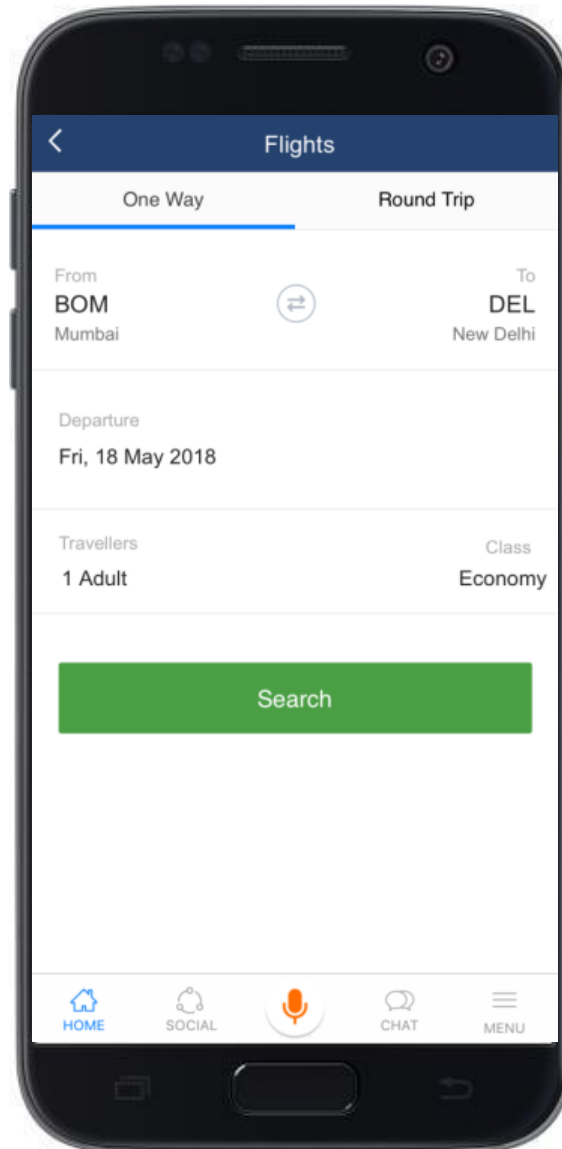
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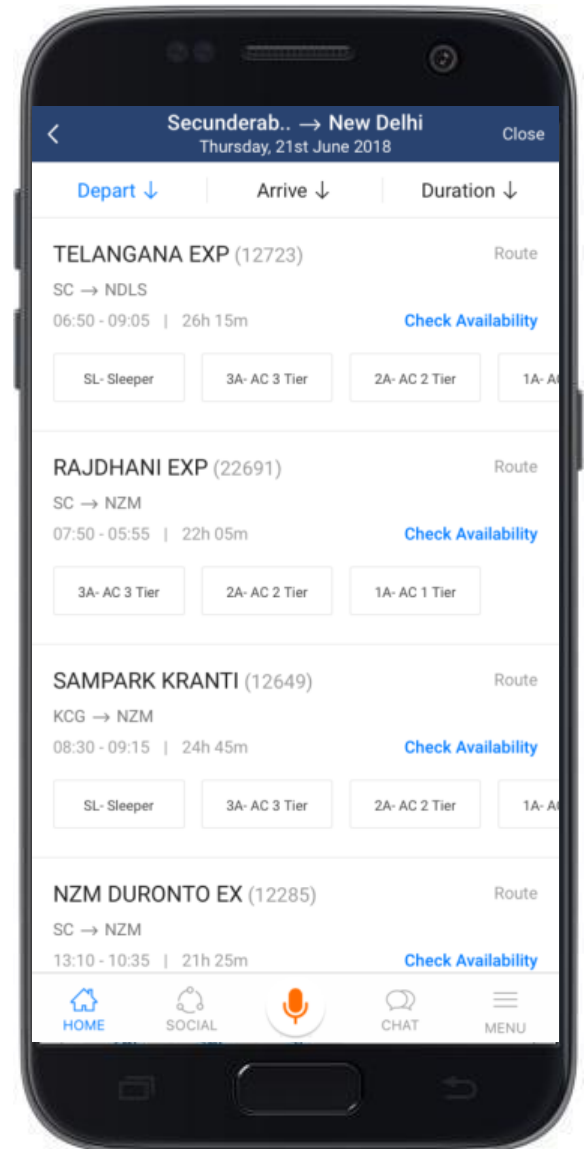
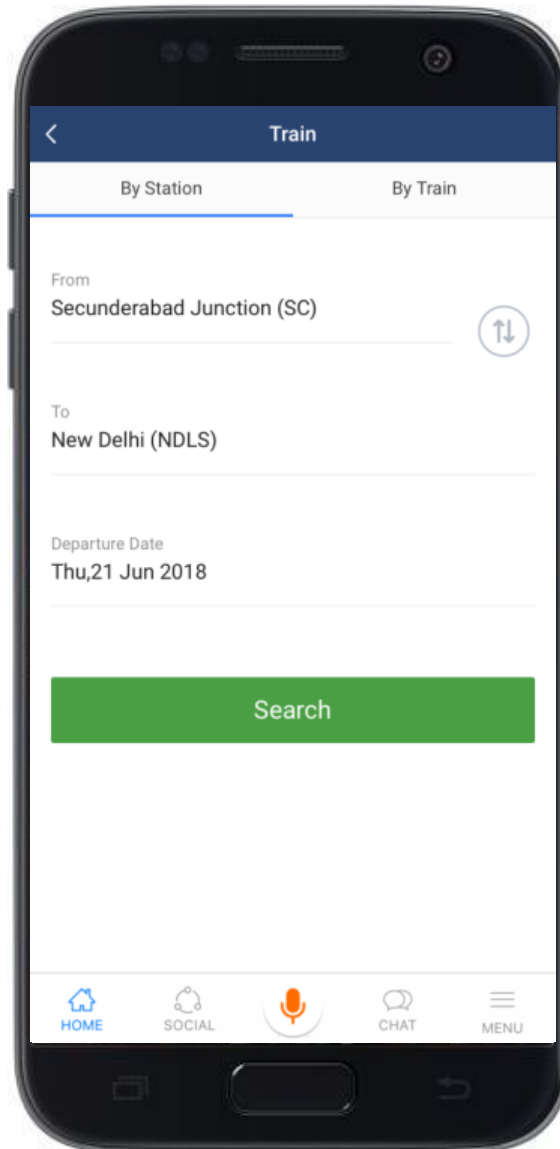
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 **Bus Tickets**

Hotel Bookings

Bills & Recharge

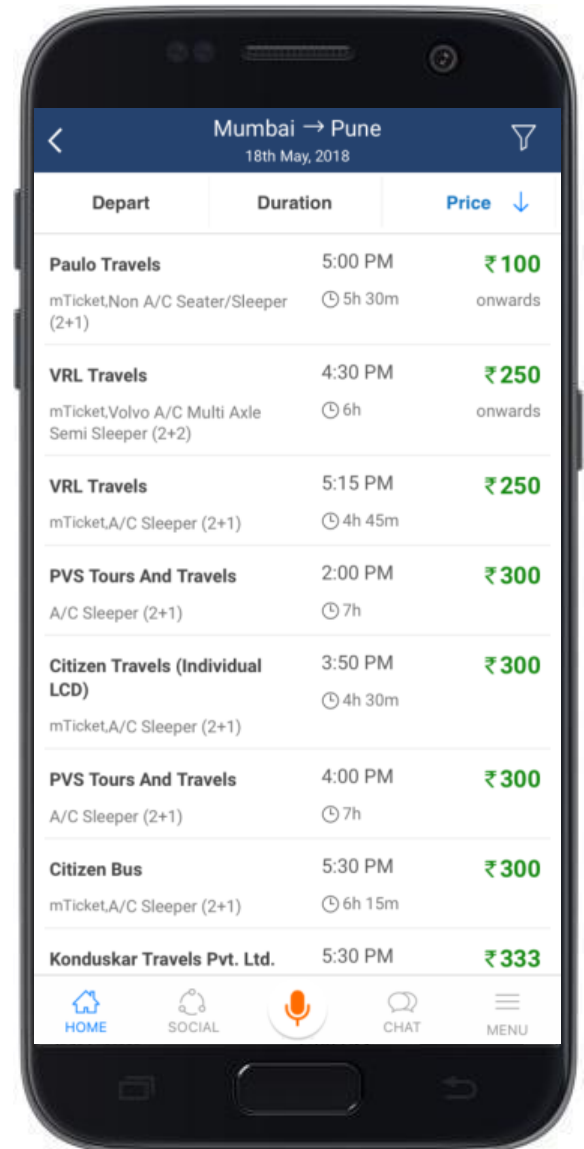
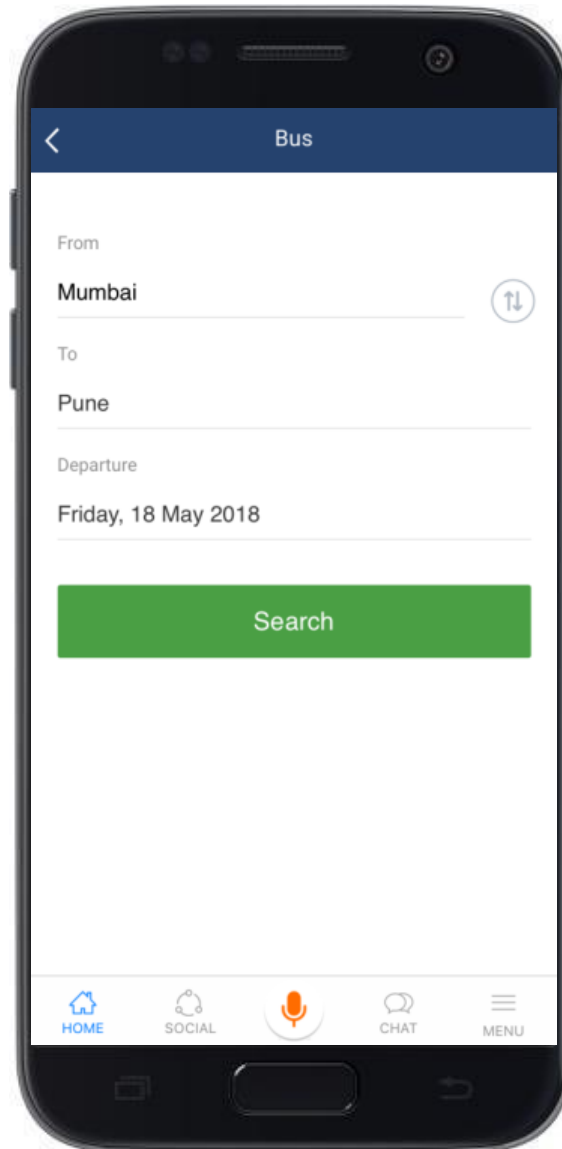
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Bills & Recharge

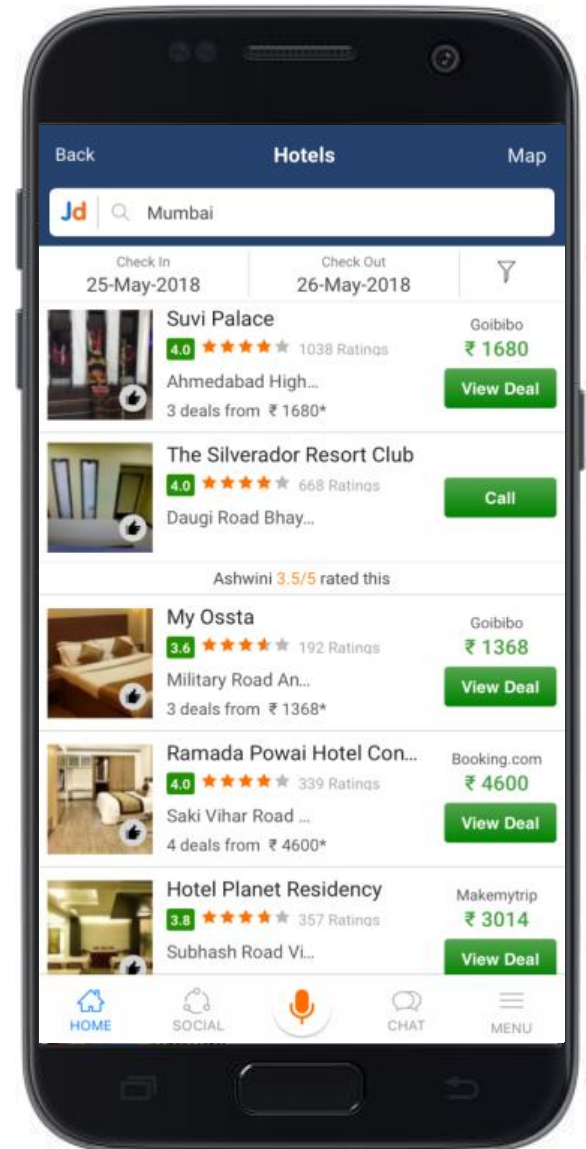
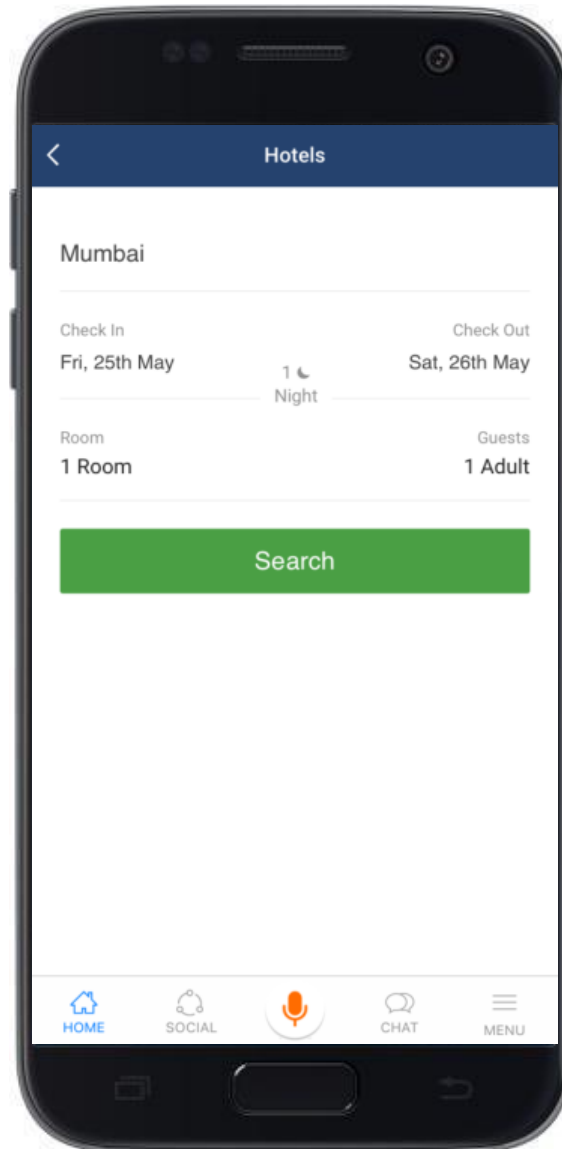
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 **Bills & Recharge**

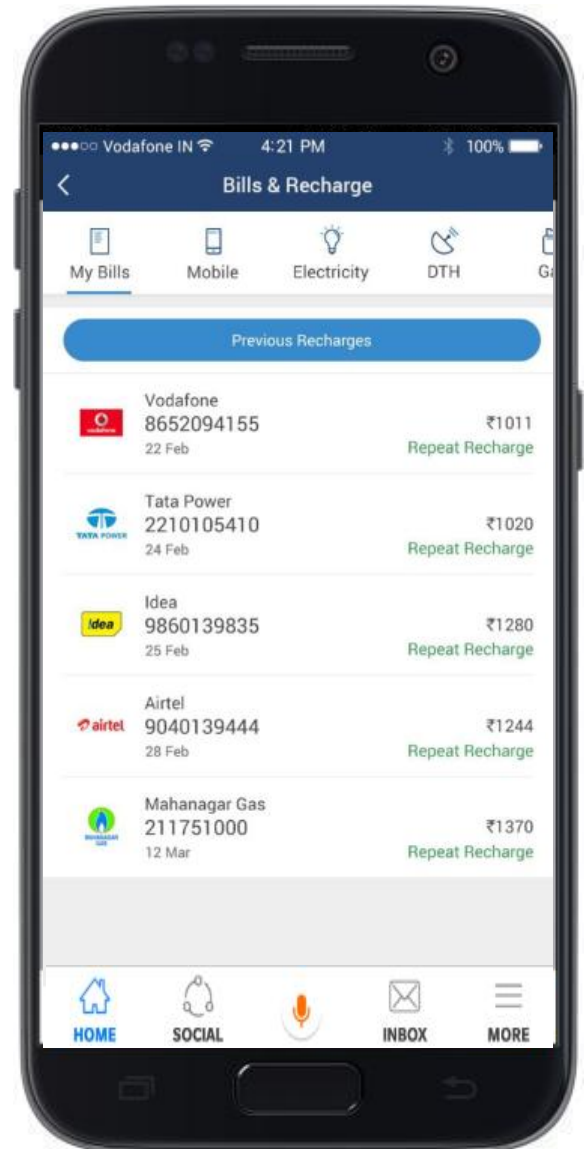
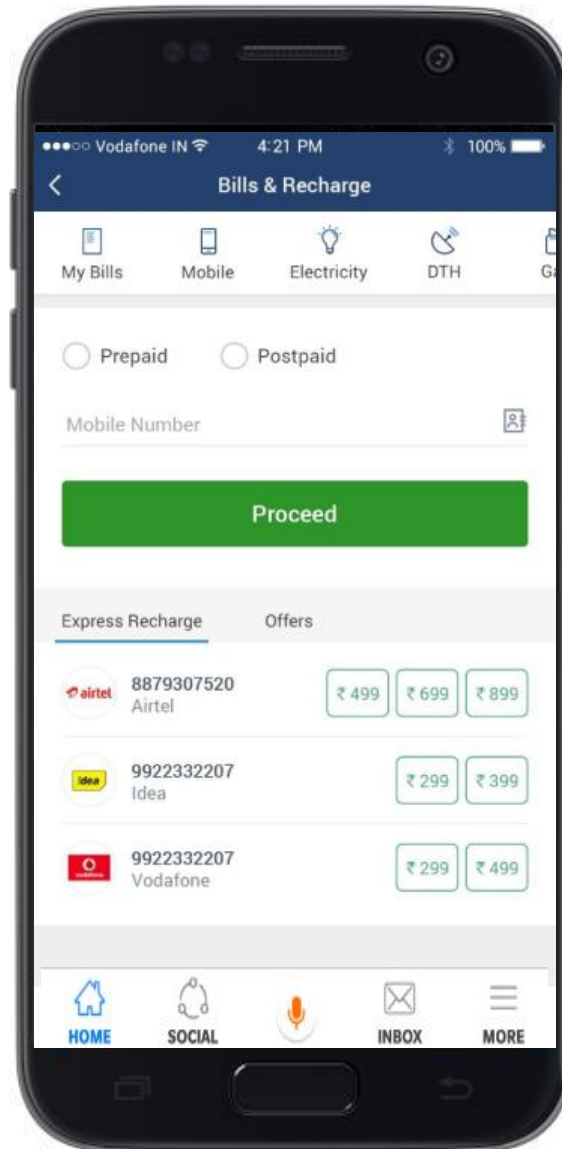
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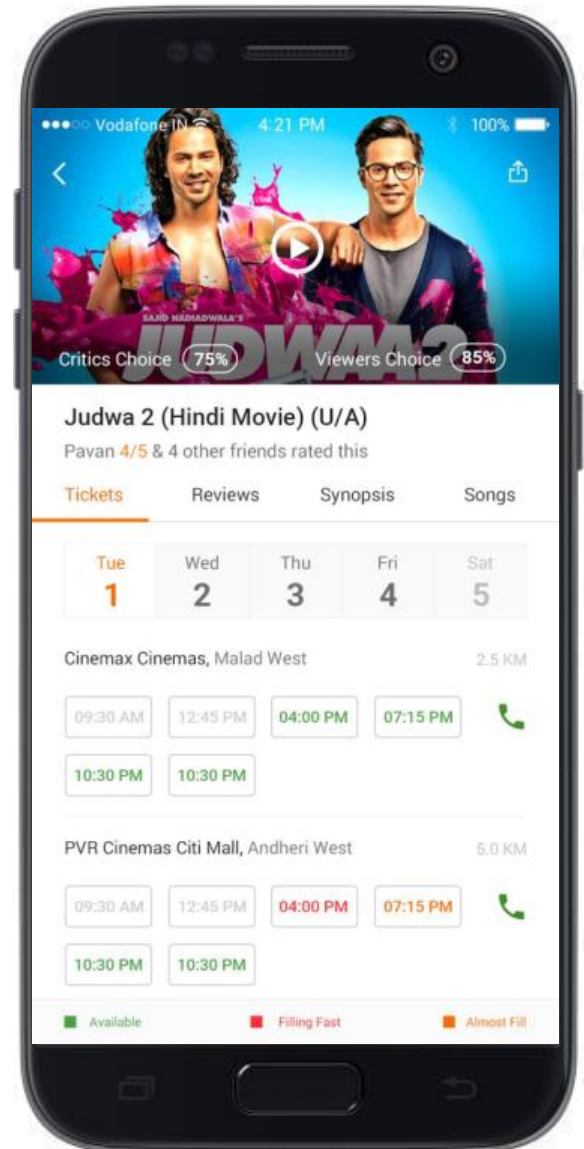
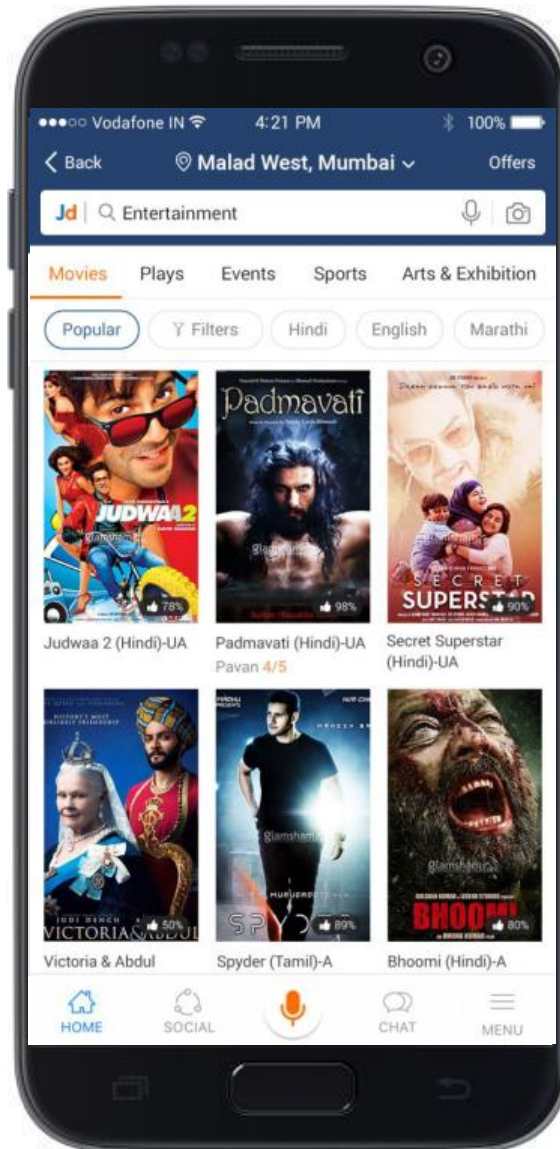
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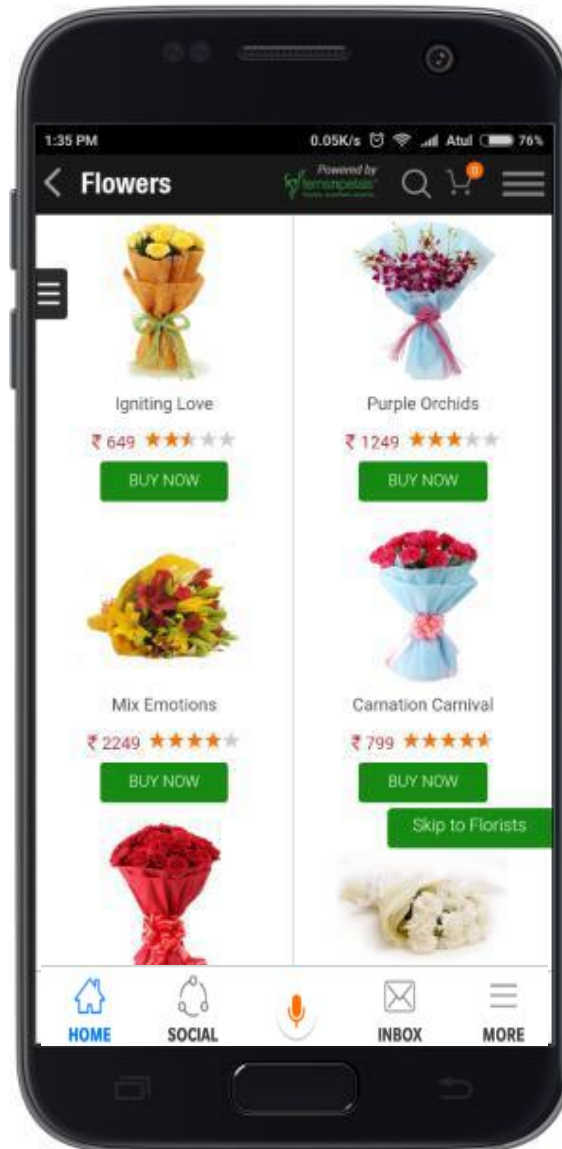
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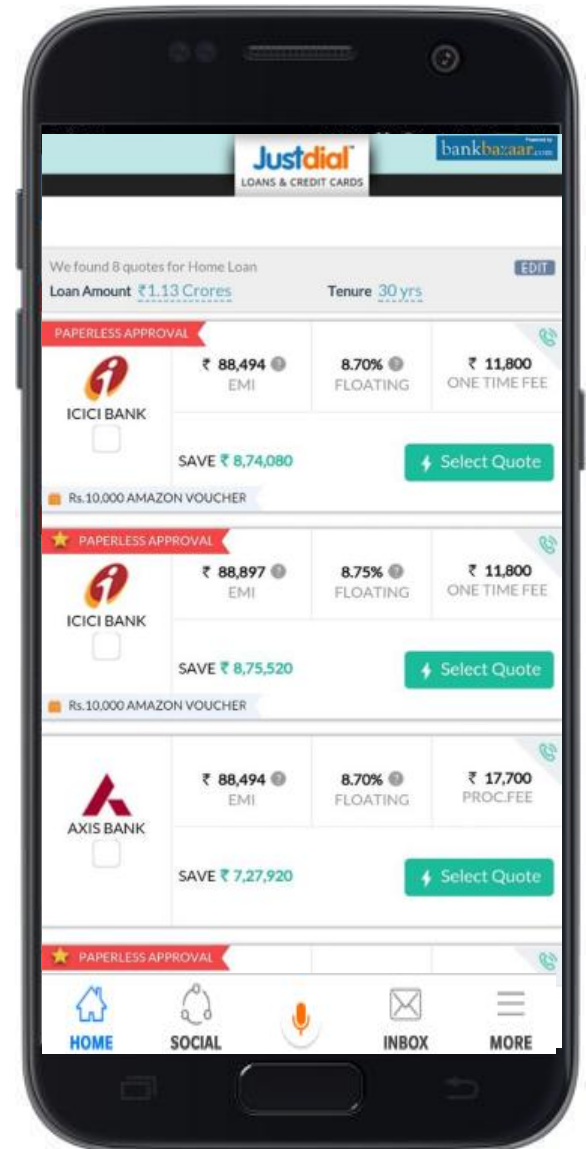
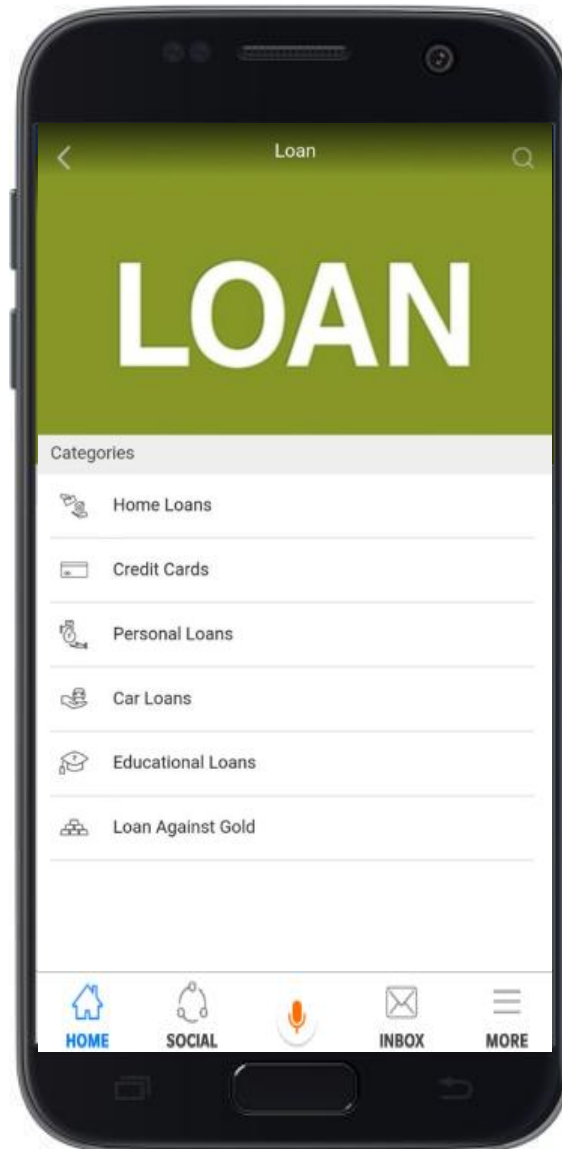
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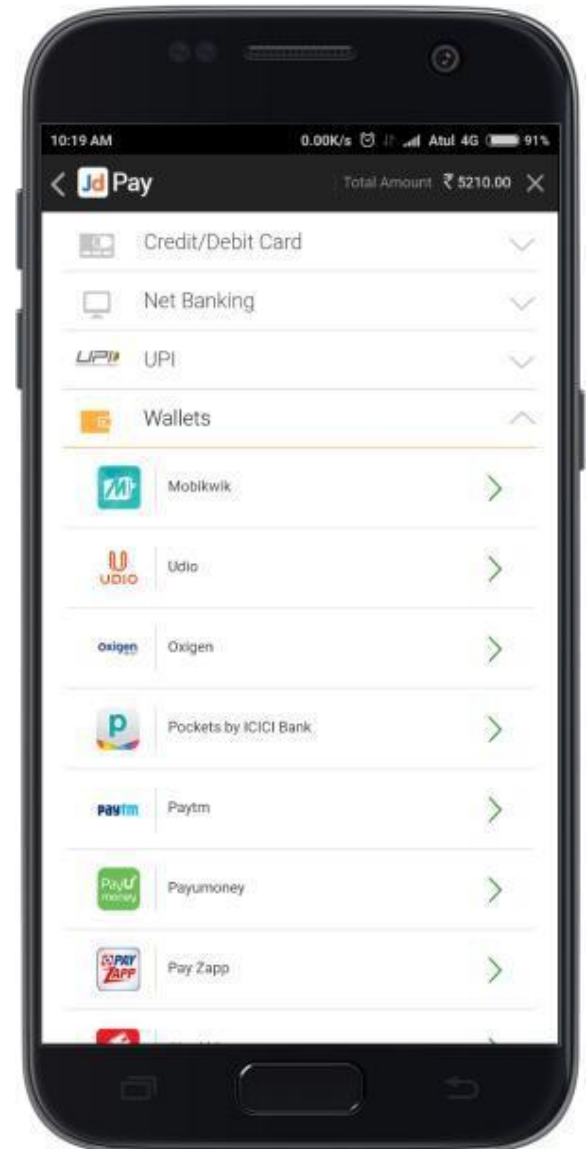
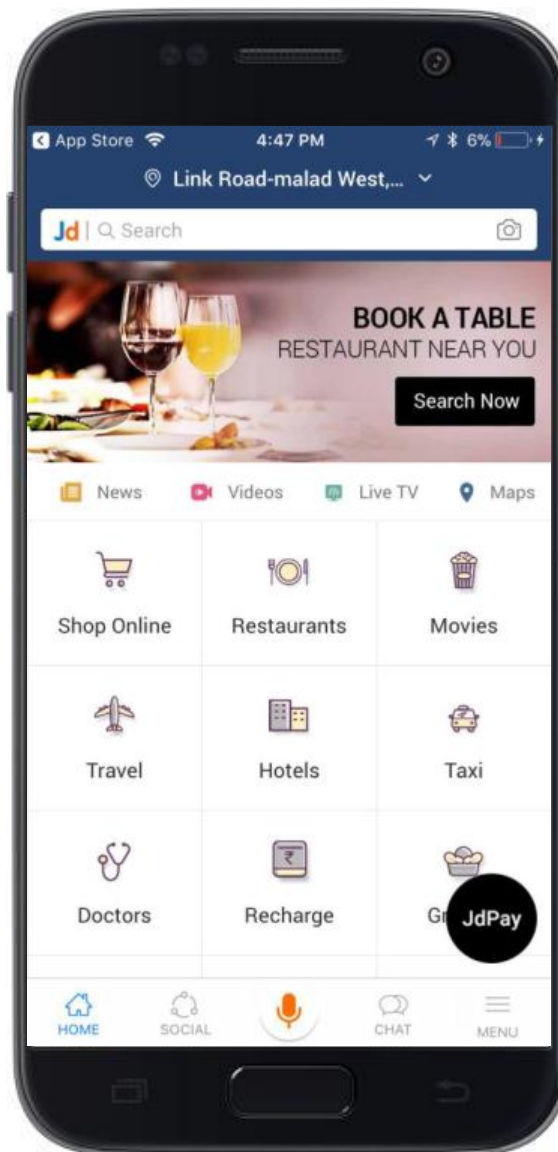
Movie Tickets

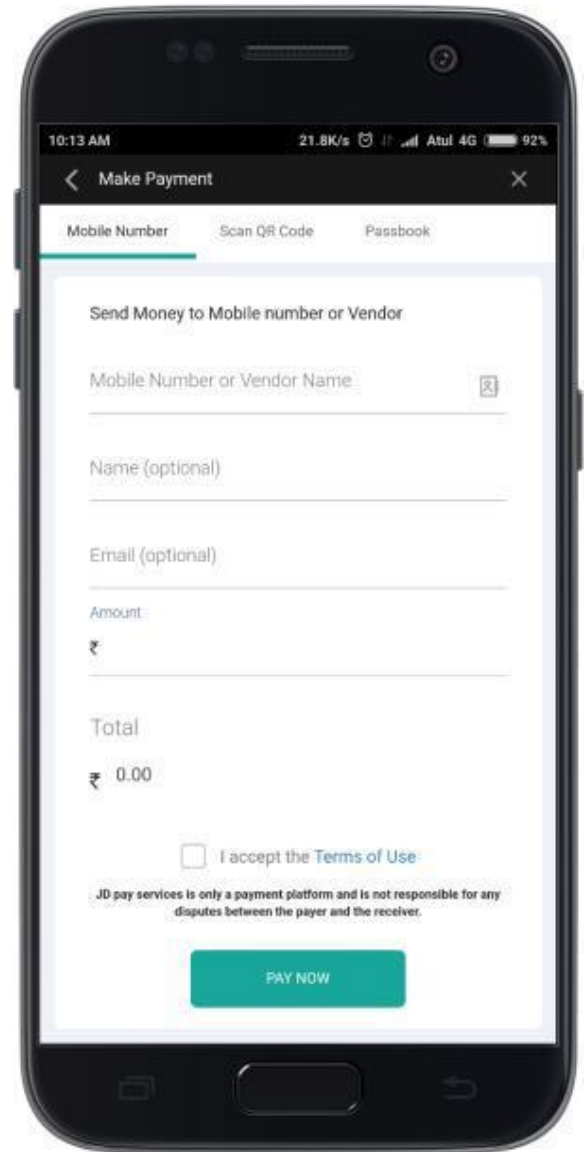
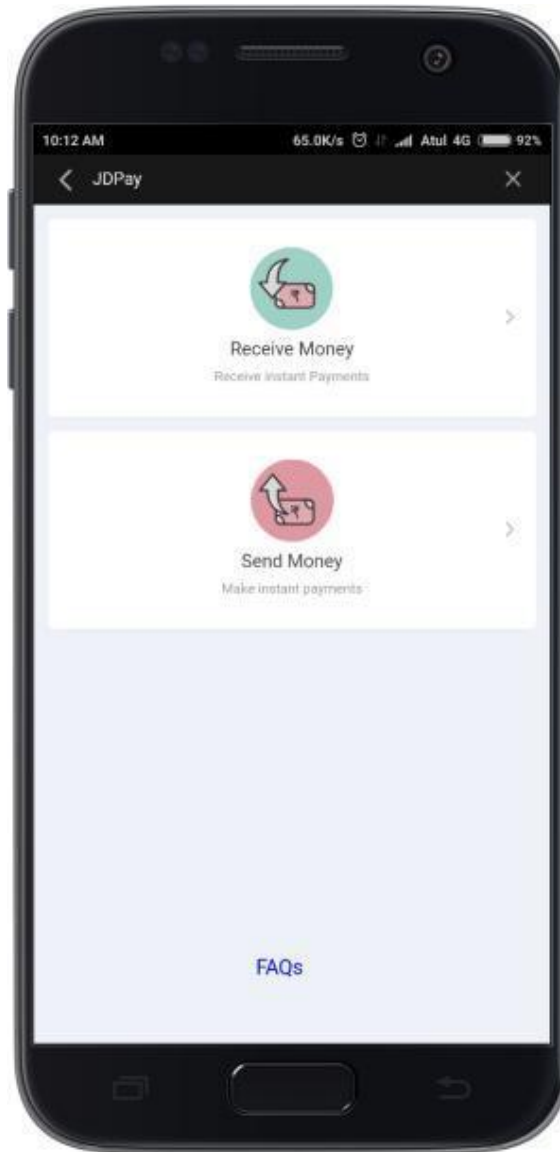
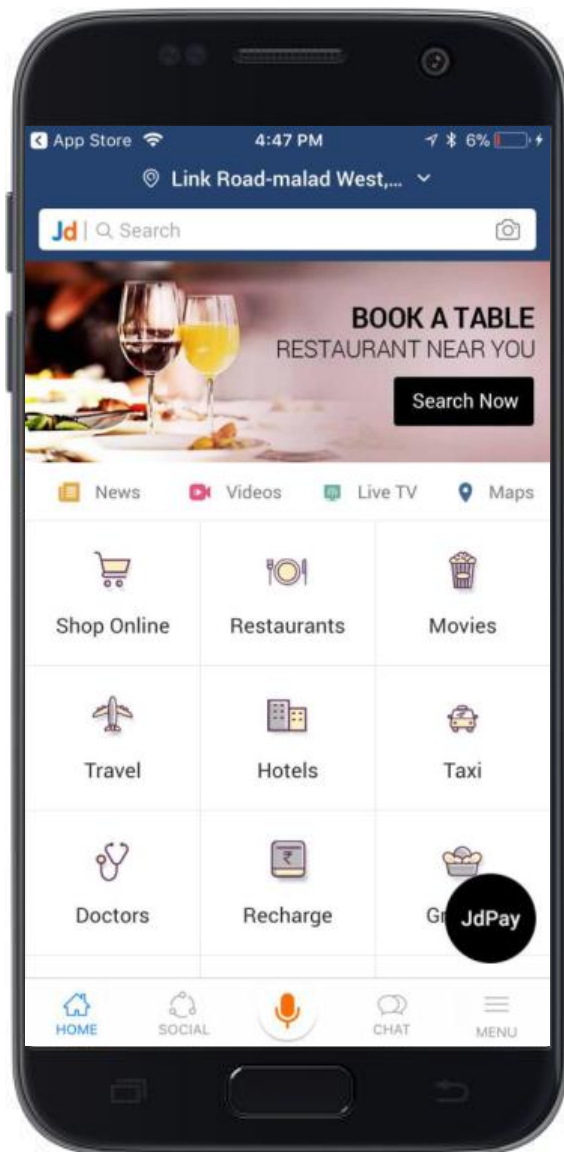
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Loans

 **Wallet Options**

... and many more.

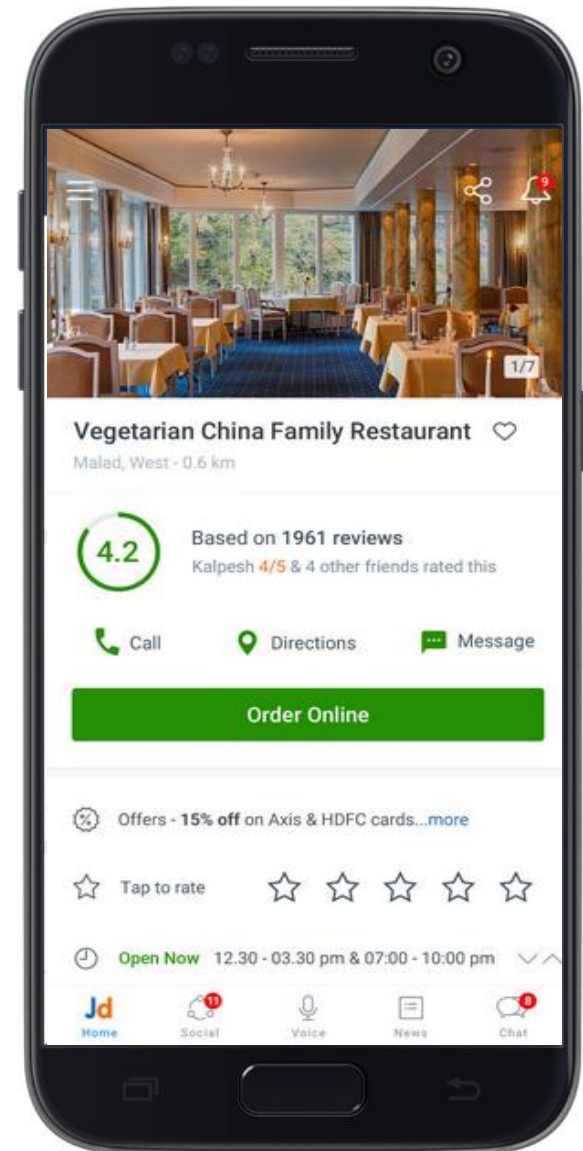
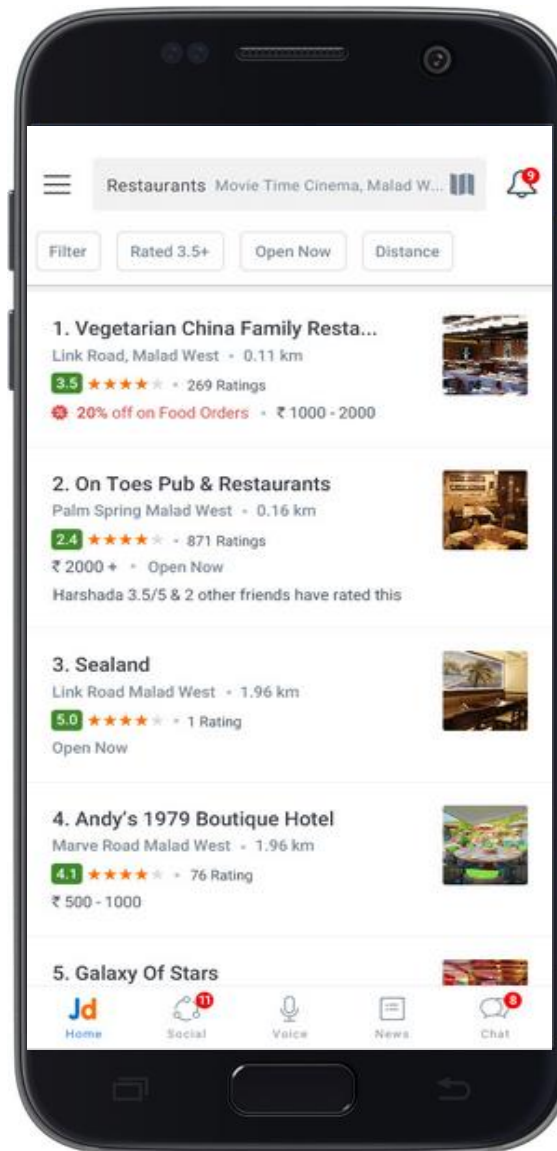
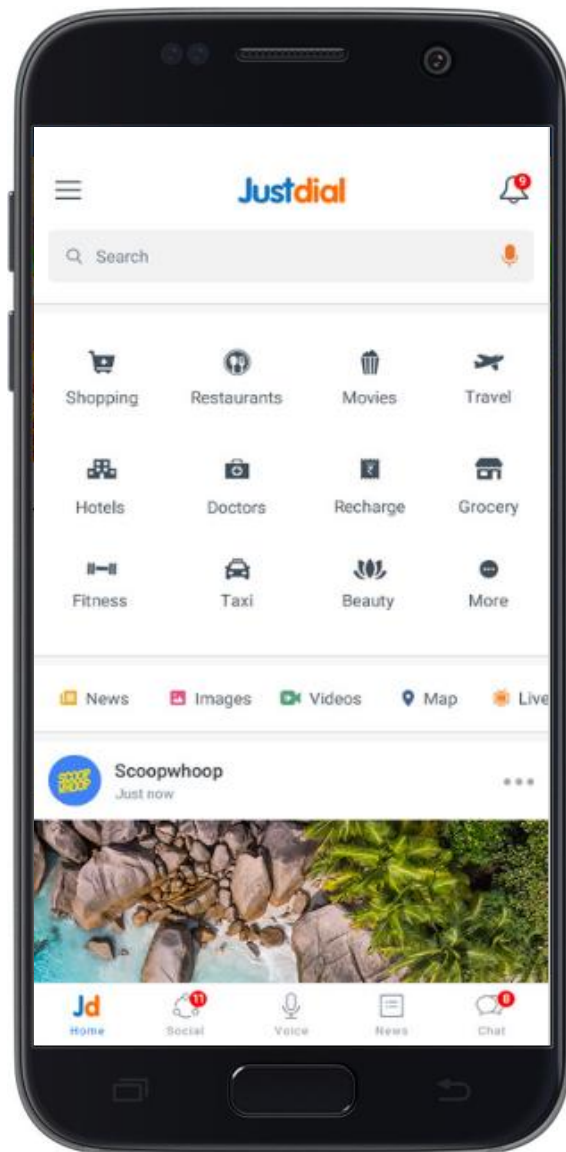


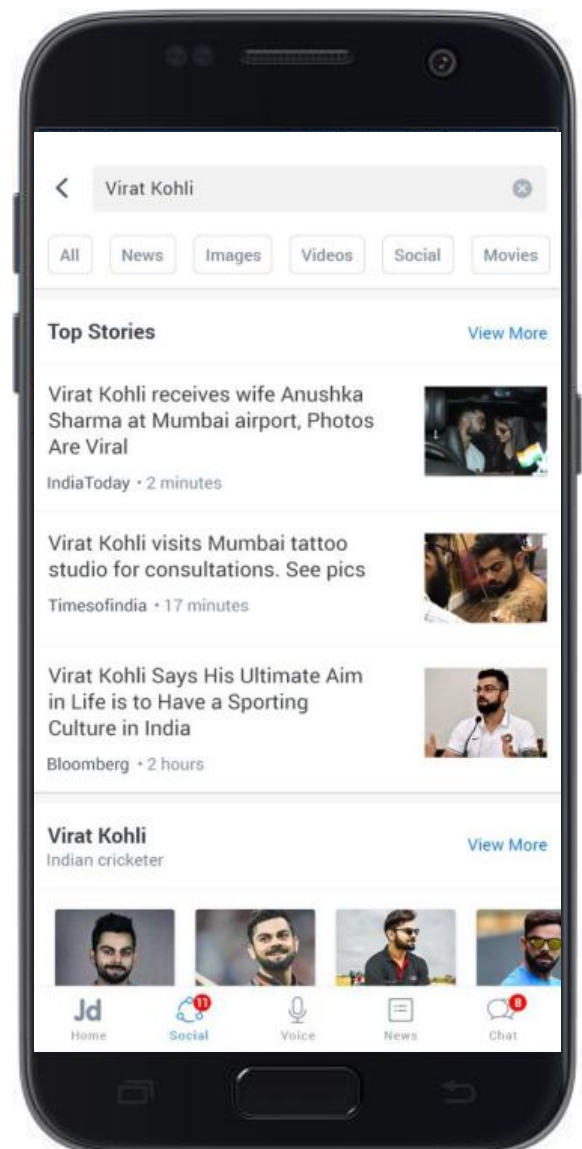
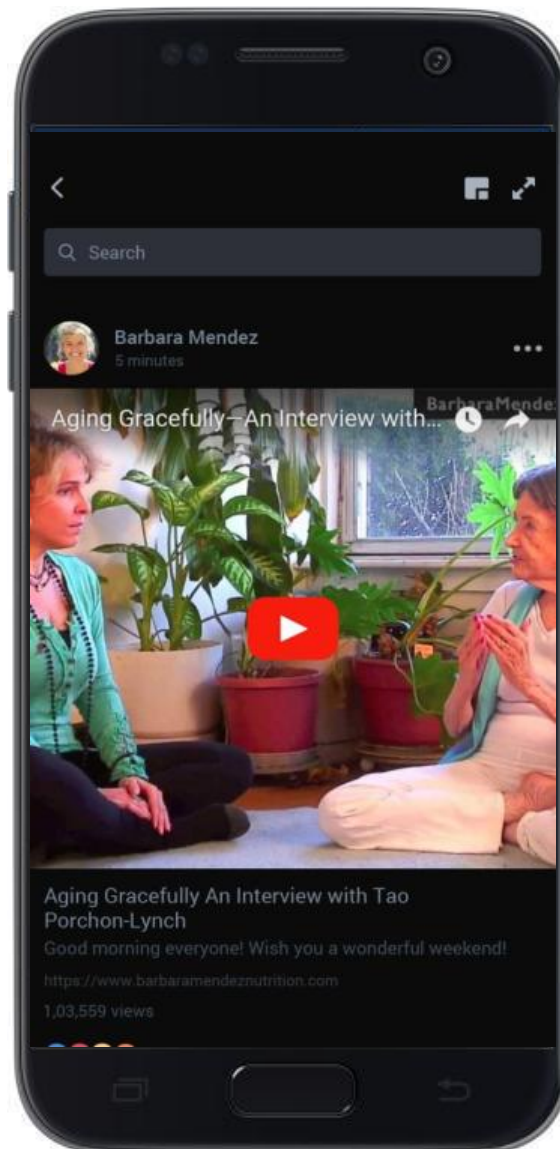
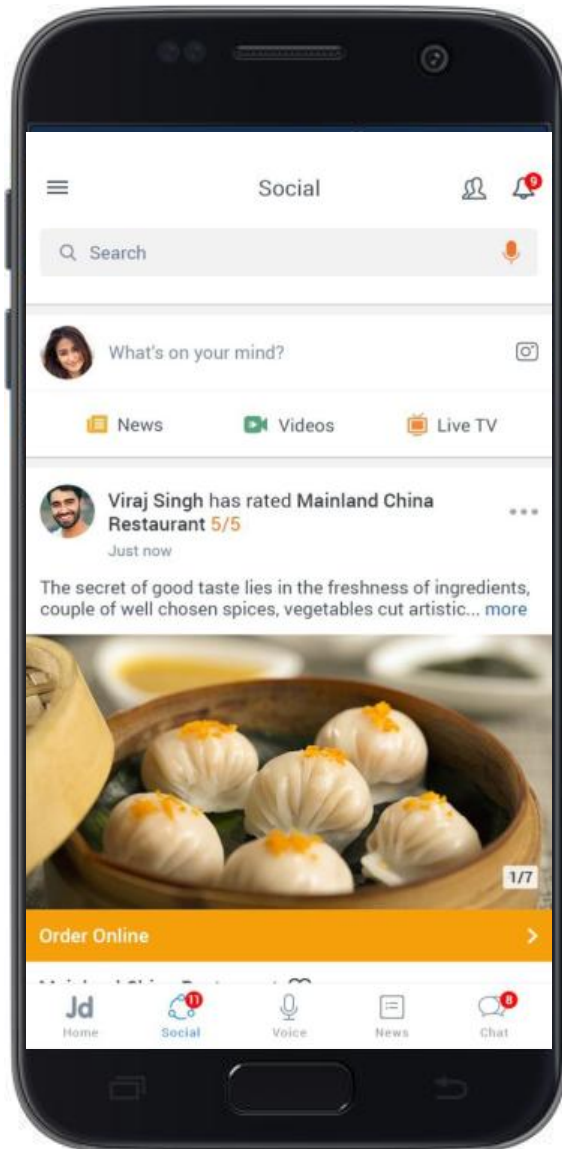


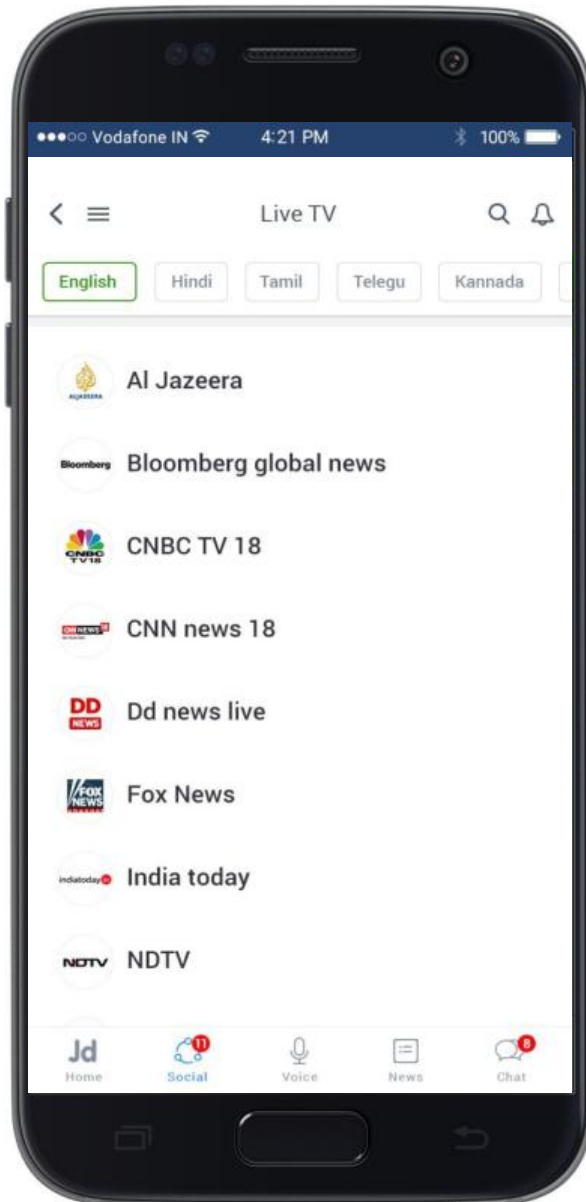


NEW PRODUCT INITIATIVES

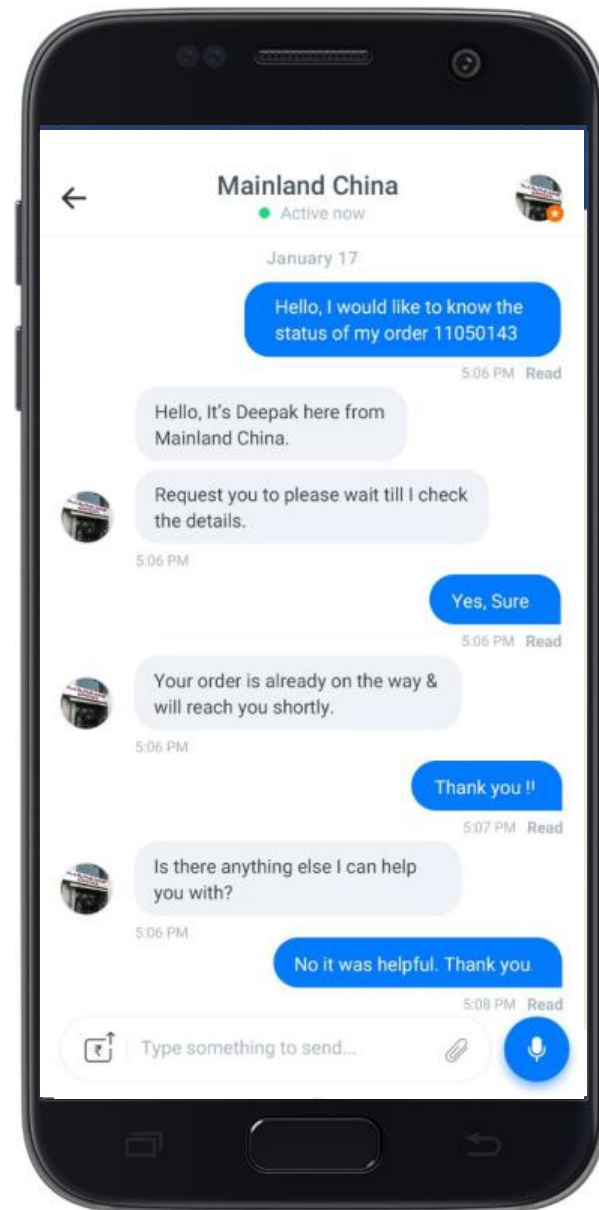
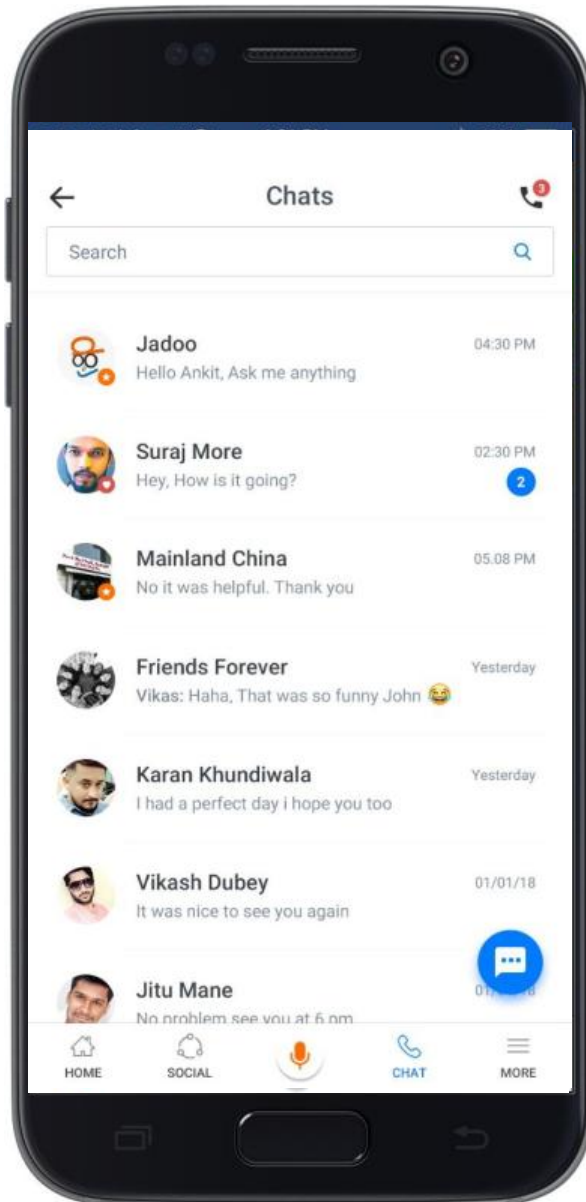
REVAMPED DESIGN







CHAT MESSENGER





FINANCIAL OVERVIEW

EFFICIENT & PROFITABLE BUSINESS MODEL

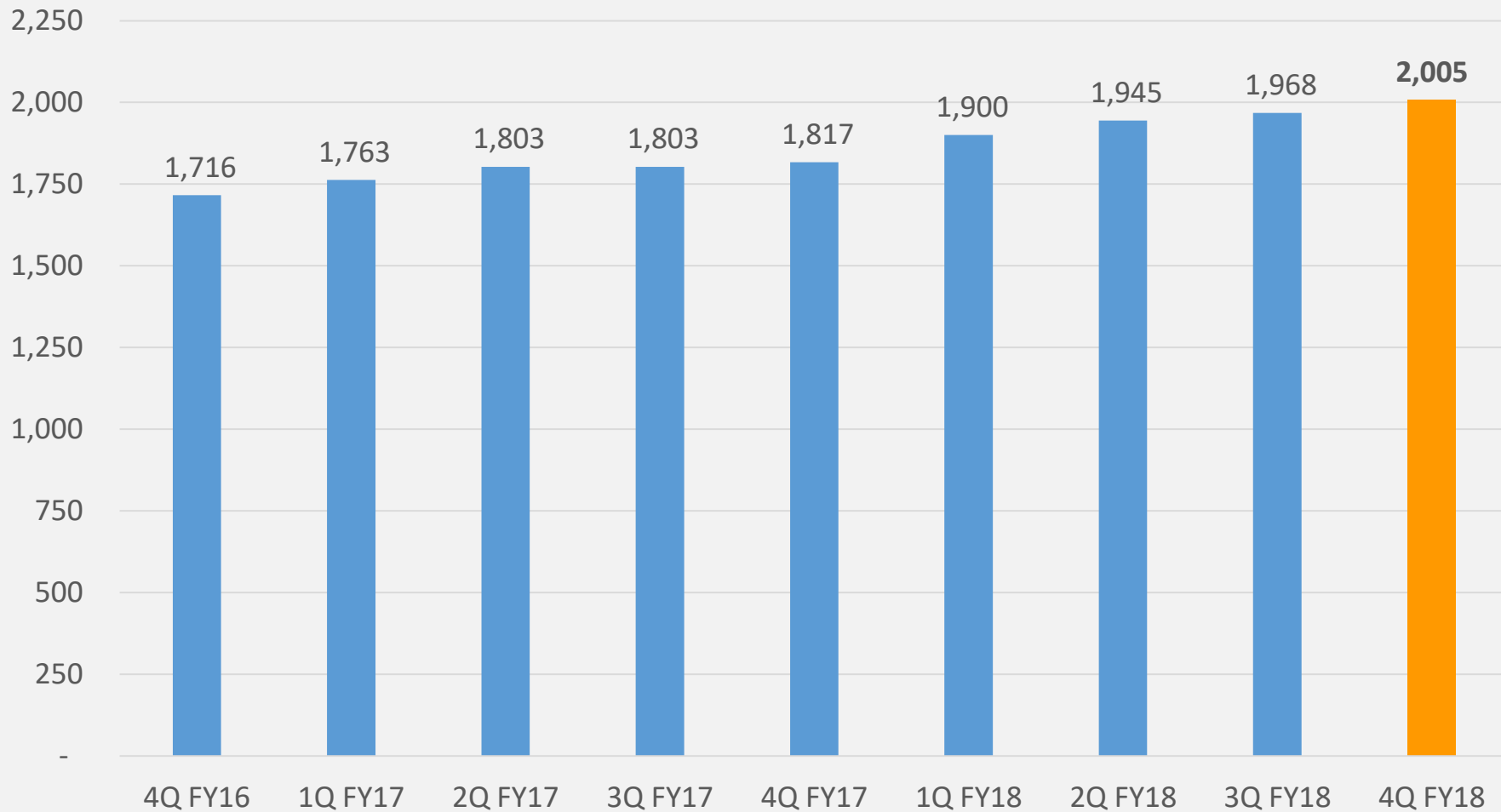
- Paid Advertisers pay fixed monthly or annual fees to run search-led advertising campaigns for their businesses on Justdial's platforms
- Various premium (Platinum, Diamond, Gold) & non-premium packages available which determine placements in search results
- Multiple factors determine pricing, such as business categories of advertiser, geographies targeted, type of package
- Add-on products such as website banner, framed Justdial Ratings Certificate, own website, JD Pay, JD Ratings, etc. available
- Advertisers can pay annual amount upfront or through monthly payment plans, ability to manage campaign online
- Justdial also runs multi-city/ national campaigns for pan-India advertisers
- Sales team comprises of 4,057 employees in tele-sales, 1,410 feet-on-street (marketing), and 2,663 feet-on-street (JDAs - Just Dial Ambassadors) as on Q4 FY18



KEY
BUSINESS
ATTRIBUTES

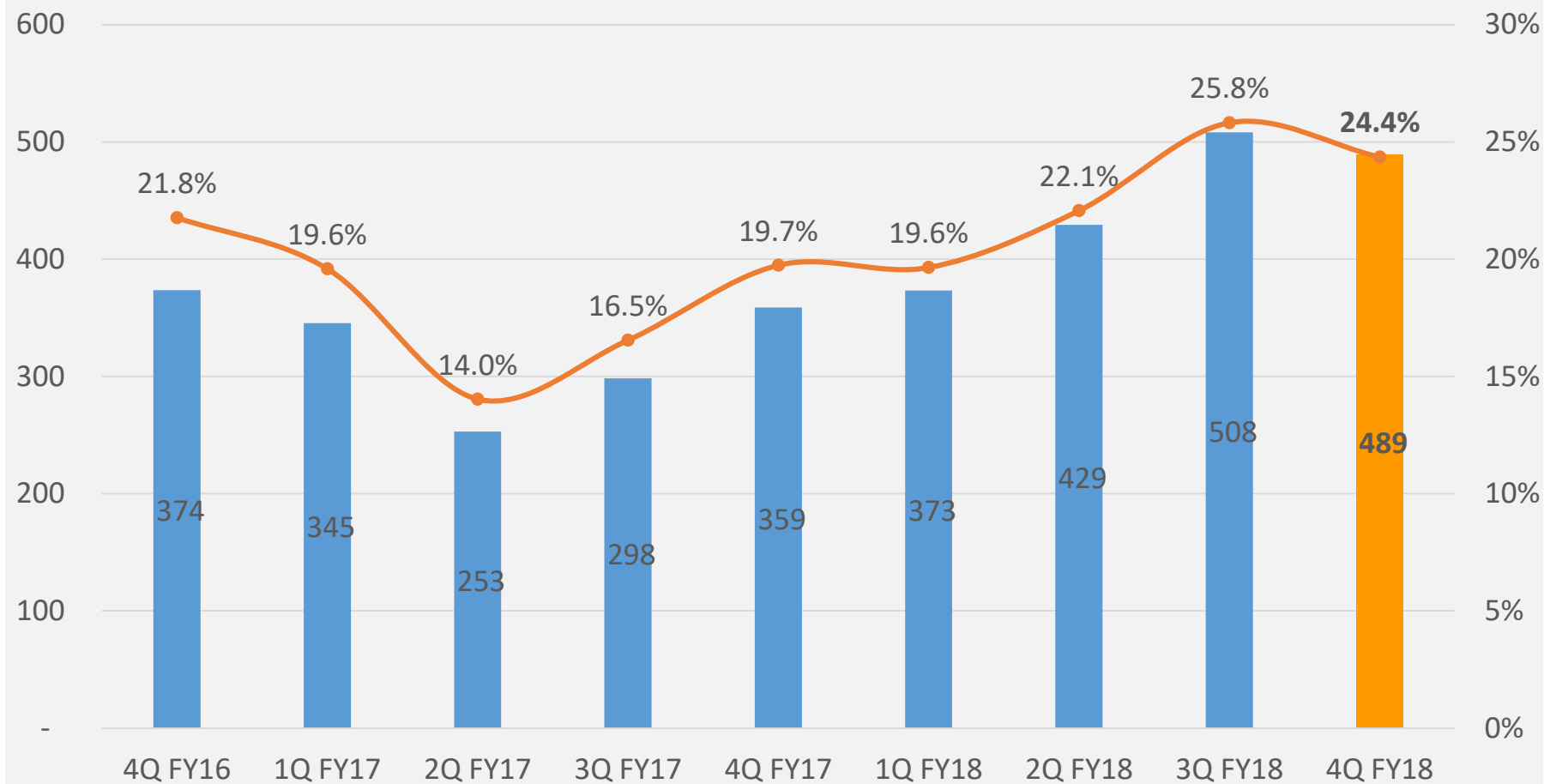
REVENUE

Operating Revenue (Rs. million)



OPERATING MARGIN

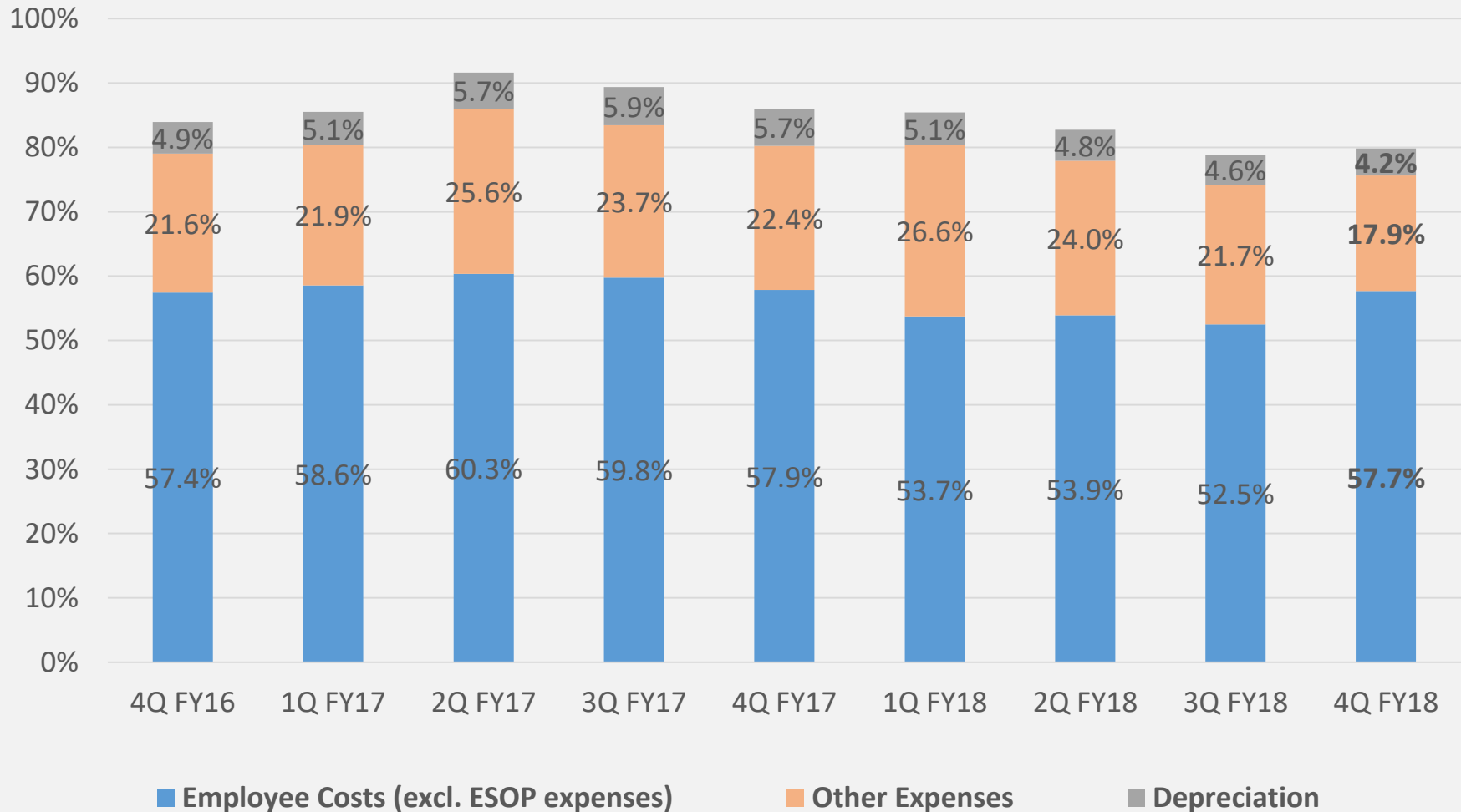
Adjusted EBITDA (Rs. millions) & Margin %



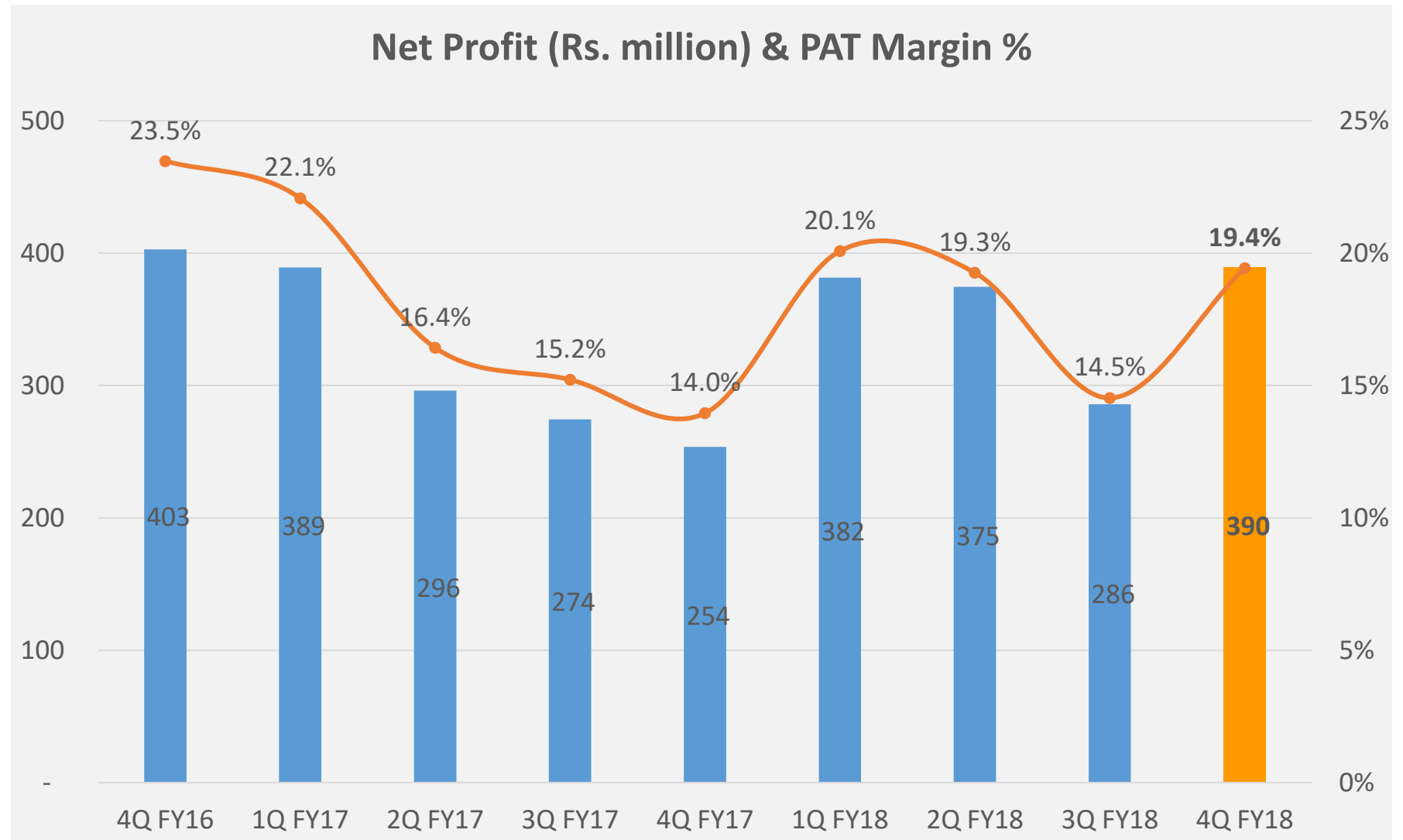
Note: Adjusted Op. EBIDTA adjusted for ESOP & one time expenses

COST STRUCTURE

Expenses as % of Operating Revenue



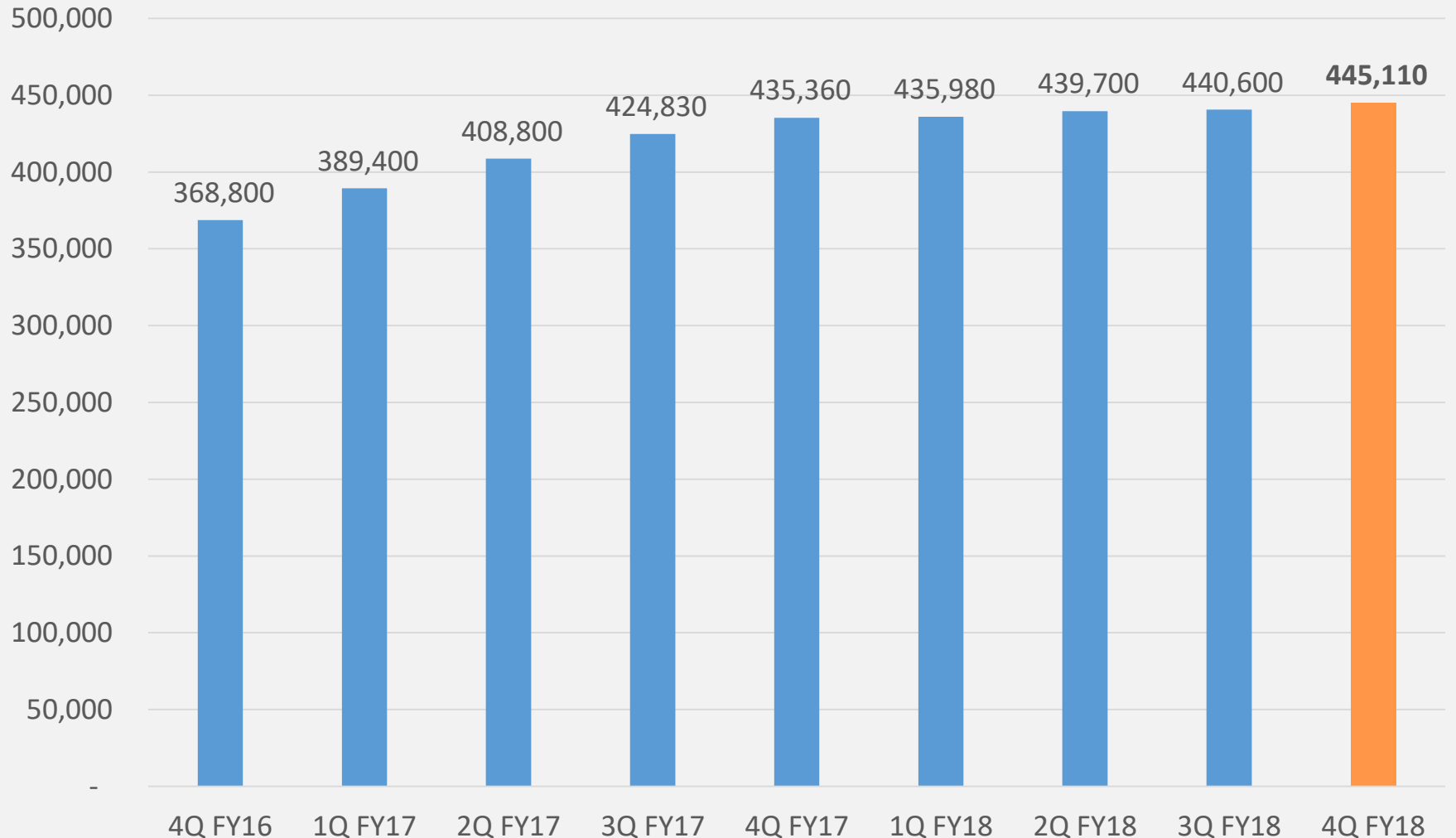
NET PROFIT MARGIN



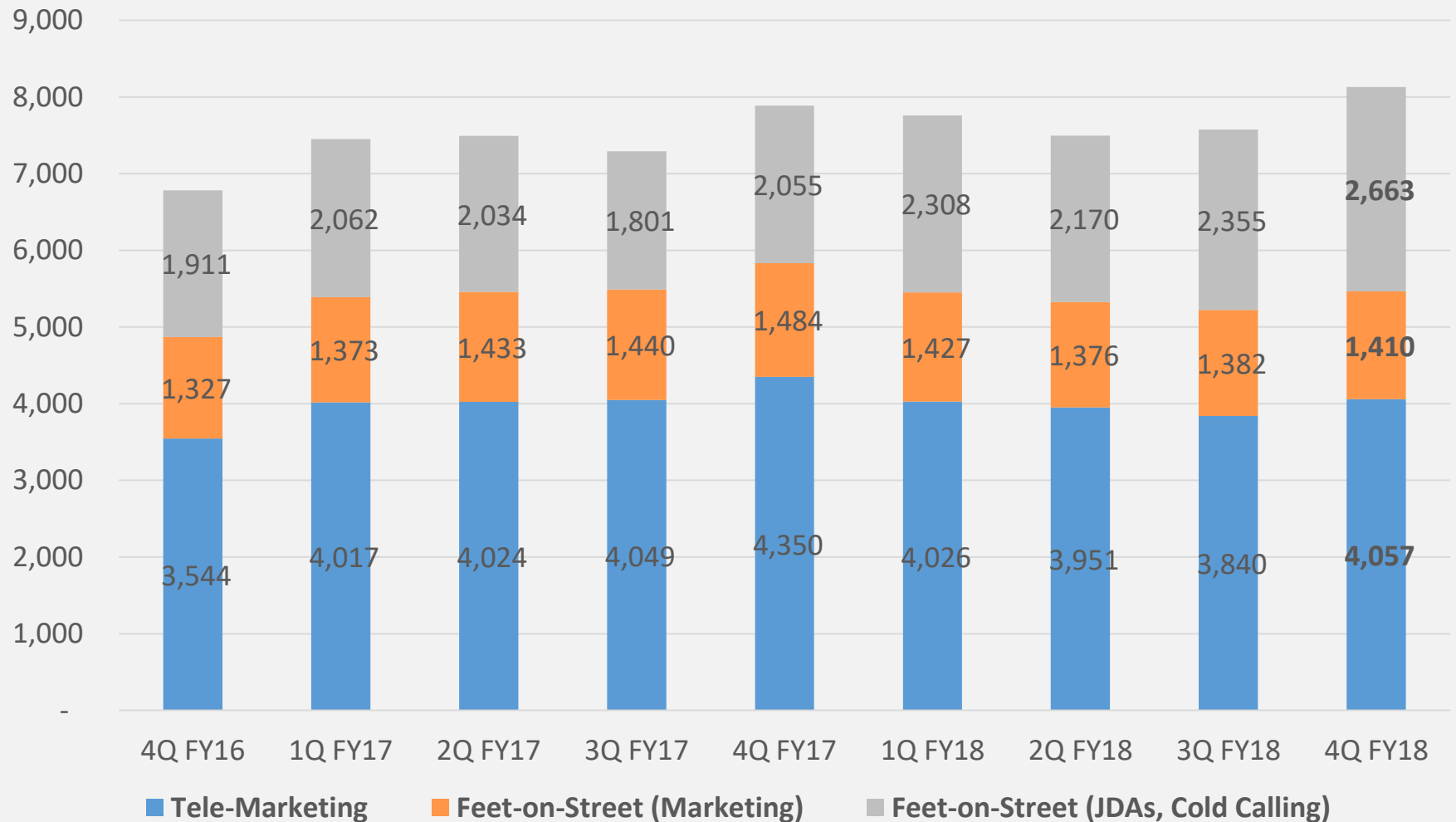
Note: PAT Margin is calculated as Net Profit (Profit After Taxes) as a percentage of Operating Revenue for the quarter

PAID CAMPAIGNS

Active Paid Campaigns - period end



Sales Strength - Period End



JUST DIAL LTD - 4Q FY18 (Quarter ended March 31, 2018) PERFORMANCE SUMMARY

Metric	Unit	4Q-FY18	4Q-FY17	YoY change	3Q-FY18	QoQ change
Operating Revenue	(₹ million)	2,005	1,817	10.3%	1,968	1.9%
Operating EBITDA	(₹ million)	458	322	42.2%	465	-1.7%
Operating EBITDA Margin	%	22.8%	17.7%	510 bps	23.7%	-85 bps
Adjusted EBITDA (excl. ESOP exp.)	(₹ million)	489	359	36.2%	508	-3.8%
Adjusted EBITDA Margin (excl. ESOP exp.)	%	24.4%	19.7%	461 bps	25.8%	-146 bps
Other Income, net	(₹ million)	166	127	31.2%	26	545.1%
Profit Before Taxes	(₹ million)	540	346	56.09%	401	34.55%
Net Profit	(₹ million)	390	254	53.6%	286	36.3%
Net Profit Margin	%	19.4%	14.0%	548 bps	14.5%	490 bps
Unearned Revenue (period end)	(₹ million)	3,330	2,743	21.4%	2,852	16.7%
Cash & Investments (period end)	(₹ million)	12,006	10,172	18.0%	10,853	10.6%

JUST DIAL LTD - 4Q FY18 (Quarter ended March 31, 2018) PERFORMANCE SUMMARY

Metric	Unit	4Q-FY18	4Q-FY17	YoY change	3Q-FY18	QoQ change
Unique Visitors	(million)	111.6	86.8	28.6%	107.6	3.7%
- Mobile	(million)	79.0	52.2	51.4%	73.6	7.3%
- Desktop/ PC	(million)	24.0	25.6	-6.3%	25.0	-4.2%
- Voice	(million)	8.6	9.0	-4.4%	9.0	-4.2%
- Mobile	% share	70.8%	60.2%	1066 bps	68.4%	241 bps
- Desktop/ PC	% share	21.5%	29.5%	-801 bps	23.3%	-177 bps
- Voice	% share	7.7%	10.4%	-265 bps	8.3%	-64 bps
Total Listings (period end)	(million)	21.8	17.9	21.7%	20.7	5.0%
Net Listings Addition		1,044,435	569,516	83.4%	908,973	14.9%
Total Images in Listings (period end)	(million)	44.8	31.7	41.3%	41.4	8.3%
Listings with Geocodes (period end)	(million)	10.9	6.8	60.0%	10.1	8.0%
Ratings & Reviews	(million)	81.9	70.5	16.2%	79.0	3.7%
Paid campaigns (period end)		445,110	435,360	2.2%	440,600	1.0%
Total App Downloads (period end)	(million)	19.8	13.3	49.7%	18.7	5.8%
App Downloads per day		15,501	19,687	-21.3%	19,103	-18.9%
Number of Employees (period end)		11,452	11,334	1.0%	10,948	4.6%

BOARD OF DIRECTORS

Executive Directors



V S S Mani

Founder, Managing Director and Chief Executive Officer of Justdial with over 30 years of experience in the field of media and local search services.



Ramani Iyer

Non-Independent, Whole-time Director with 25 years of experience, working with Justdial in the field of strategic planning and execution.



V Krishnan

Non-Independent, Whole-time Director with 25 years of experience, working with Justdial in strategic planning and execution.



B Anand

CEO of Essar Oil, previously CFO of Trafigura, with 31 years of experience in finance, strategy & investment banking. He is a Commerce graduate from Nagpur University



Sanjay Bahadur

Sanjay is CEO of Pidilite Industries for its Global Constructions & Chemicals division and has over three decades of experience. He holds a degree from Delhi College of Engineering.



Malcolm Monteiro

Malcolm is CEO India, DHL eCommerce & member of DHL eCommerce Management Board. He holds a degree from IIT Bombay & IIM Ahmedabad.

Non-Executive Directors

Independent

Non-Independent



Pulak Prasad

Pulak is Founder & MD of Nalanda Capital and has over 26 years of experience in management consulting & investing. He holds B. Tech. from IIT Delhi and is an IIM Ahmedabad alumni.



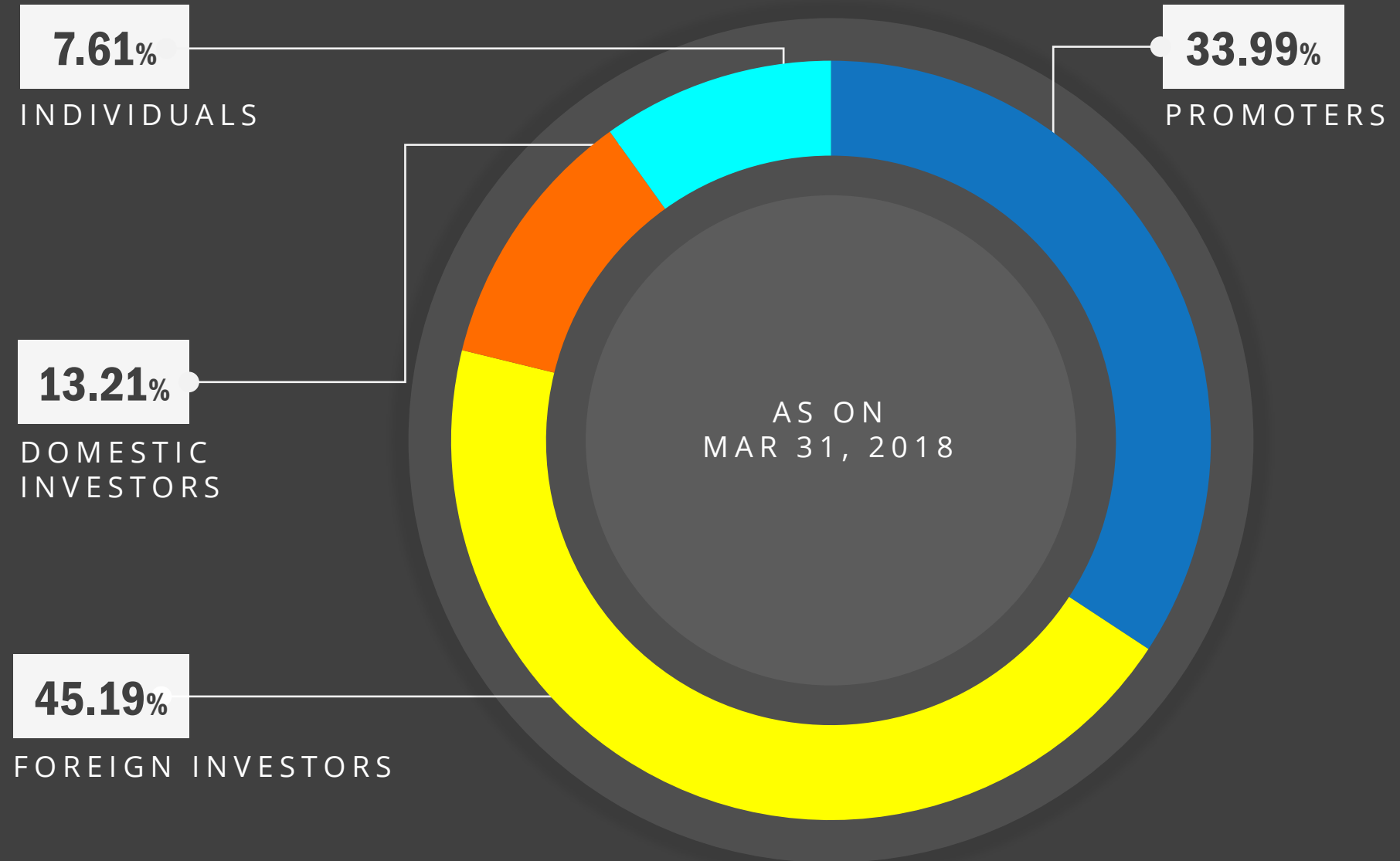
Anita Mani

She has 25 years of experience in the field of general management. She is a history graduate from University of Delhi.

LEADERSHIP TEAM

Name	Designation	Experience	Functional Areas
V S S Mani	Chief Executive Officer	30 Years	Overall growth strategy, planning, execution & management
Shreos Roychowdhury	Chief Technology Officer	21 Years	Technological Innovation and R&D
Abhishek Bansal	Chief Financial Officer	9 Years	Finance, Strategy, Accounting, Treasury, Audit, Legal, Compliance & Traffic
Vishal Parikh	Chief Product Officer	16 Years	Leads Product, Design & Technology teams, Project Management, Payments Product & Voice Operations
Sumeet Vaid	Chief Revenue Officer	20 Years	Revenue growth & Business development
Rajesh Madhavan	Chief People Officer	22 Years	Human Resource Functions
Jaimin Shah	Chief Technology Officer, Omni	18 Years	Leads Omni & related products
Ajay Mohan	Group Vice President, Sales	22 Years	Sales platform management, Strategic alliances, Corporate partnerships & Business expansion
Rakesh Ojha	Group Vice President, Sales	23 Years	Sales & Expansion (West Region)
Prashant Nagar	Vice President, Sales	18 Years	Sales & Expansion (Delhi, Just Dial Ambassadors)
Suhail Siddiqui	Vice President, Sales	21 Years	Sales & Expansion (North & East Region)
Rajiv Nair	Vice President, Sales	18 Years	Sales & Expansion (South Region)
Shwetank Dixit	Head, Database & Content	6 Years	Database augmentation, Curation, Content enrichment

SHAREHOLDING PATTERN



End of Presentation