



JustdialTM

Company Presentation

December 2014

SEARCH

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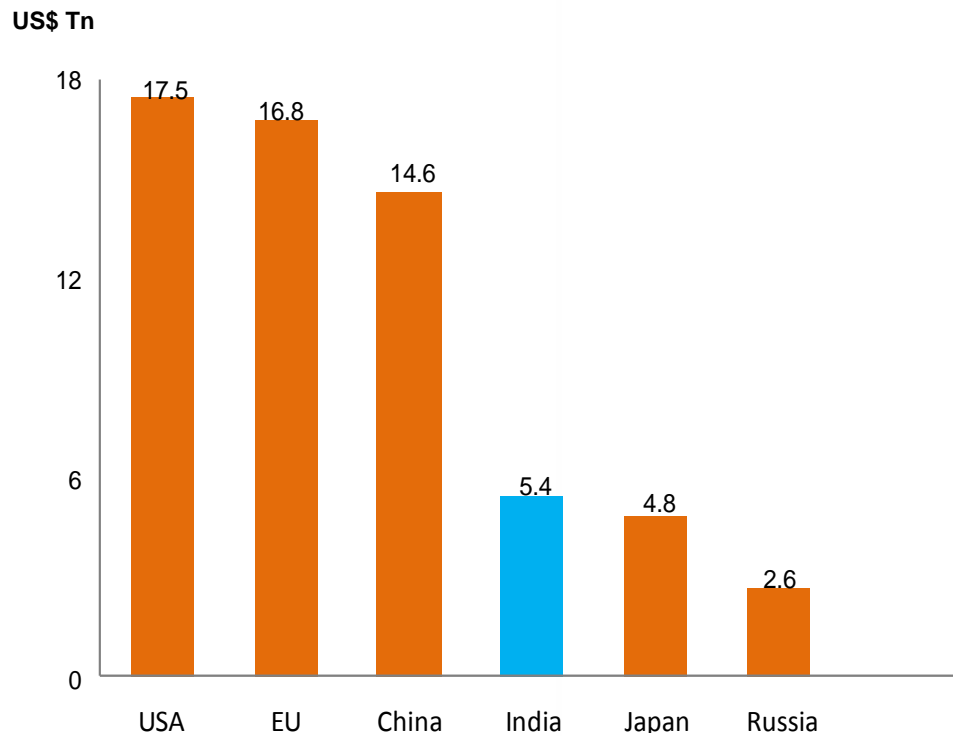
JustdialTM

Untapped User Base – Market Potential

India: One of the Largest Consumer Economies

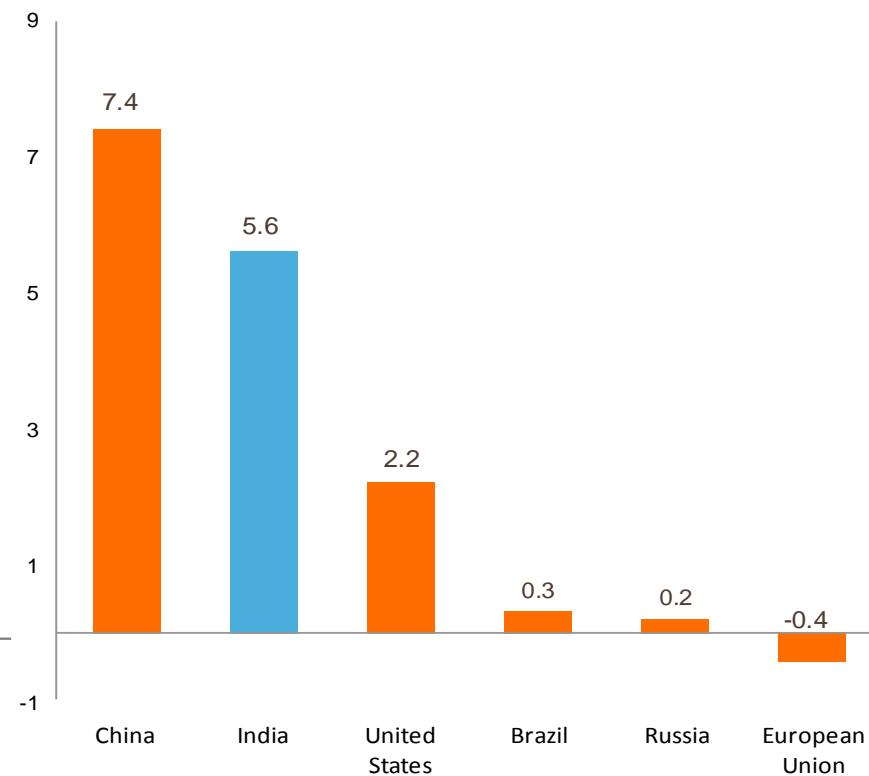
India : 4th Largest Economy Globally

GDP at Purchasing Power Parity in 2014



India: 2nd Fastest Economic Growth

GDP Growth Estimate (2014, %)

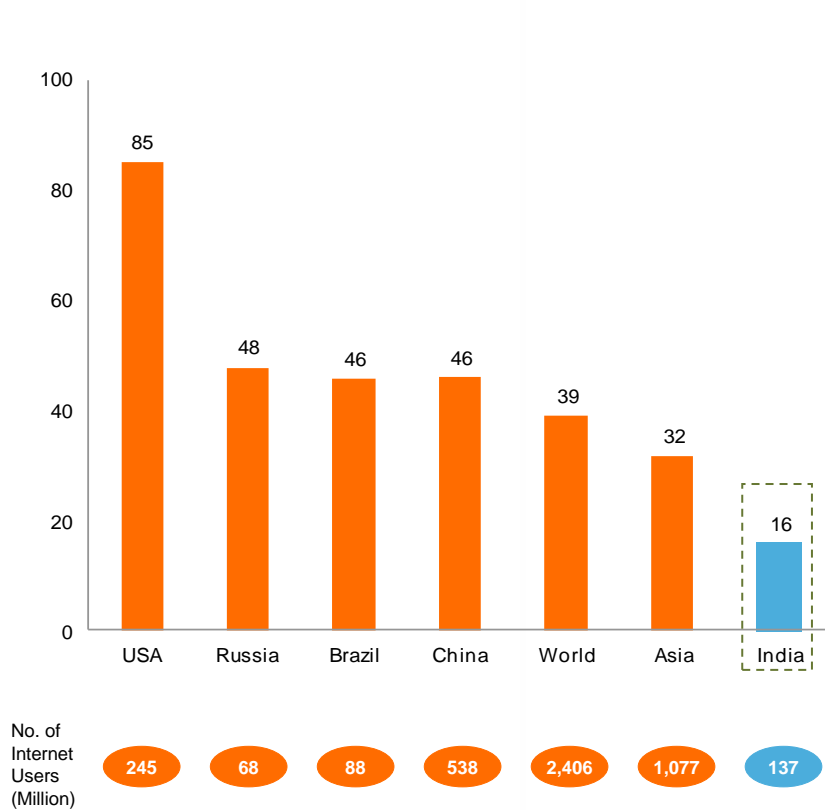


India is expected to become the world's fifth largest consumer market by 2025

Source: The World Bank data, World Economic Outlook –International Monetary Fund, 2014

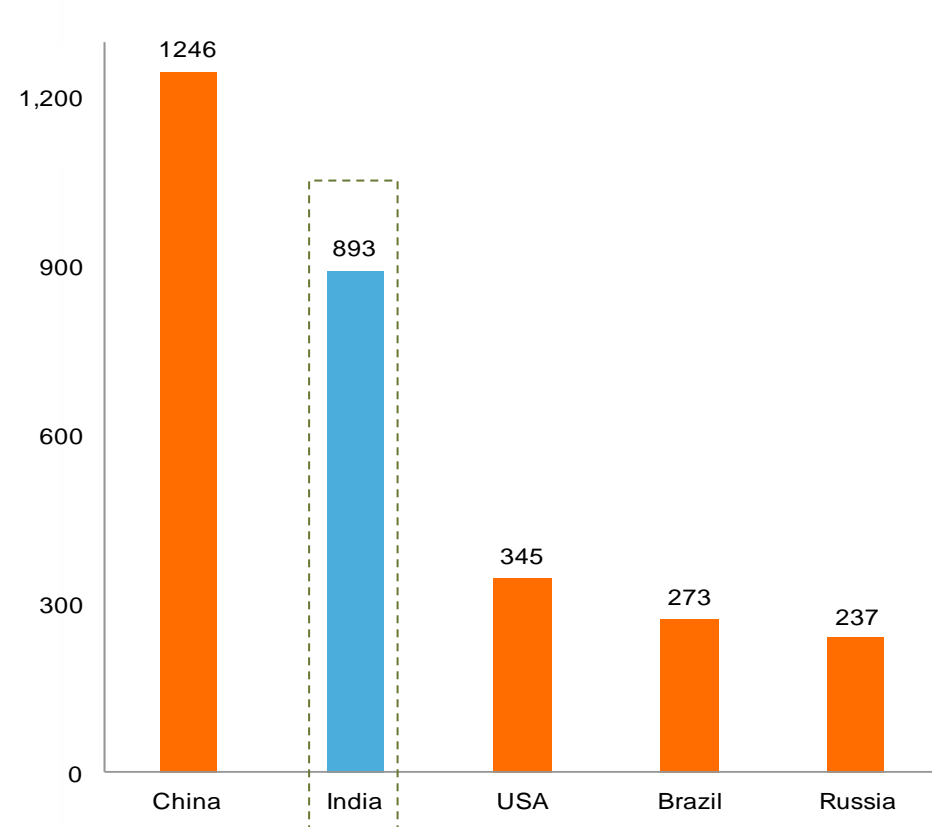
Low Internet Penetration Presents Further Upside

Internet Penetration (%), As on June 30, 2014



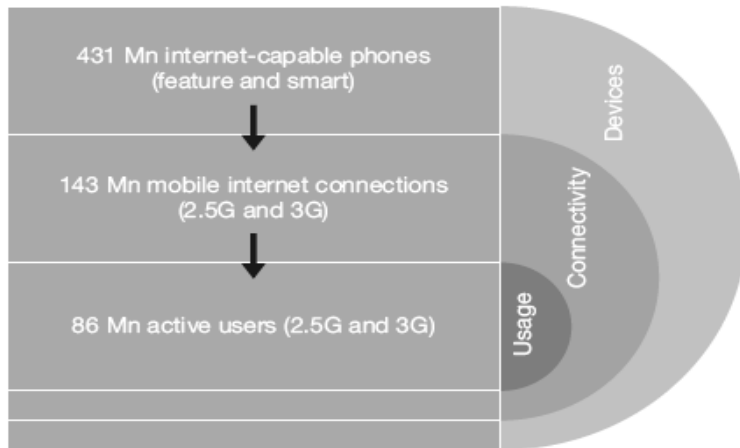
India: 2nd Largest Wireless Market Globally

Million Wireless Subscribers⁽¹⁾

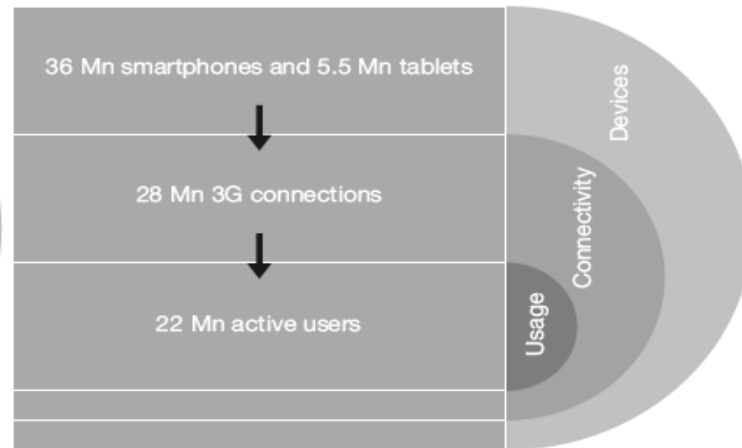


Source: www.internetworldstats.com/stats.htm

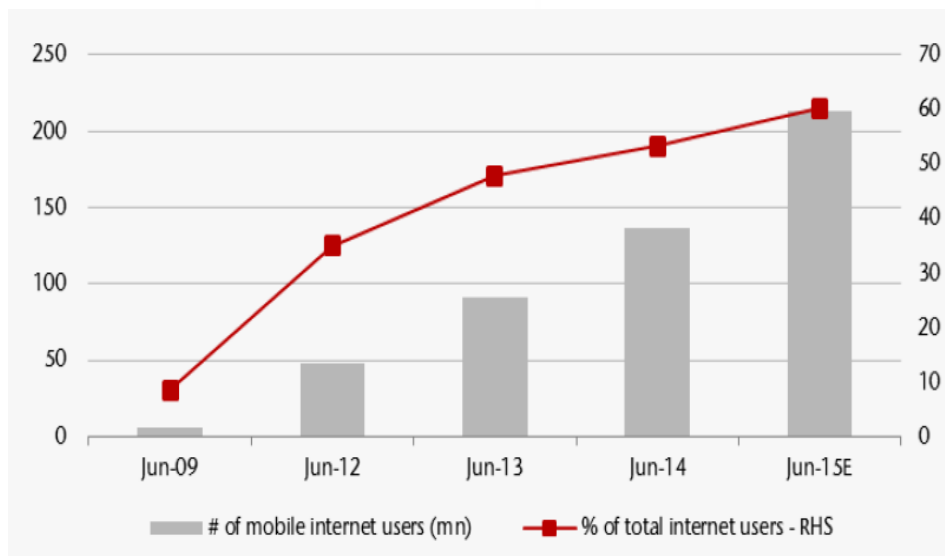
2.5G and 3G connections combined



3G connections

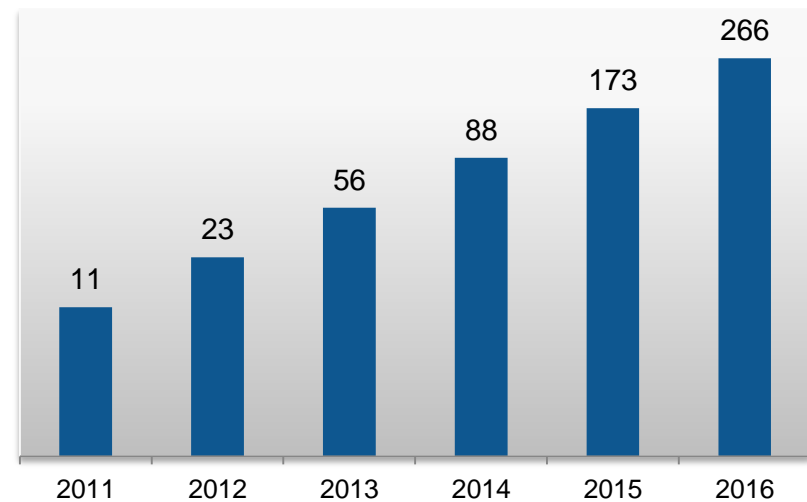


No. of mobile internet users to cross 200mn by mid-2015



Source: IAMAI

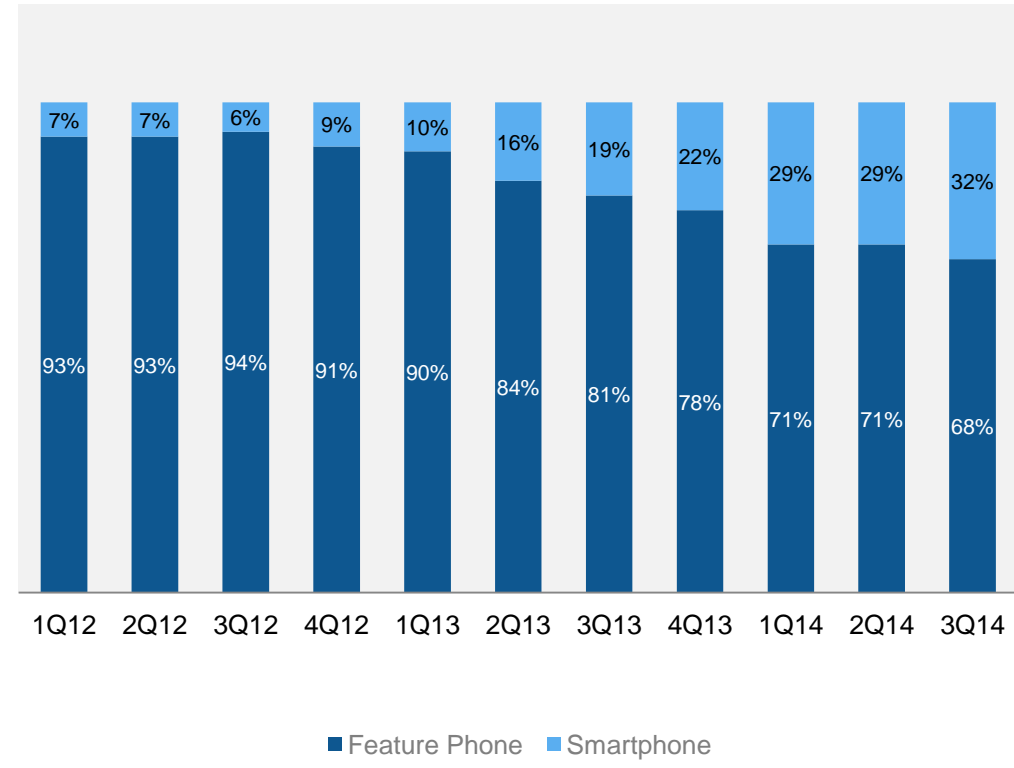
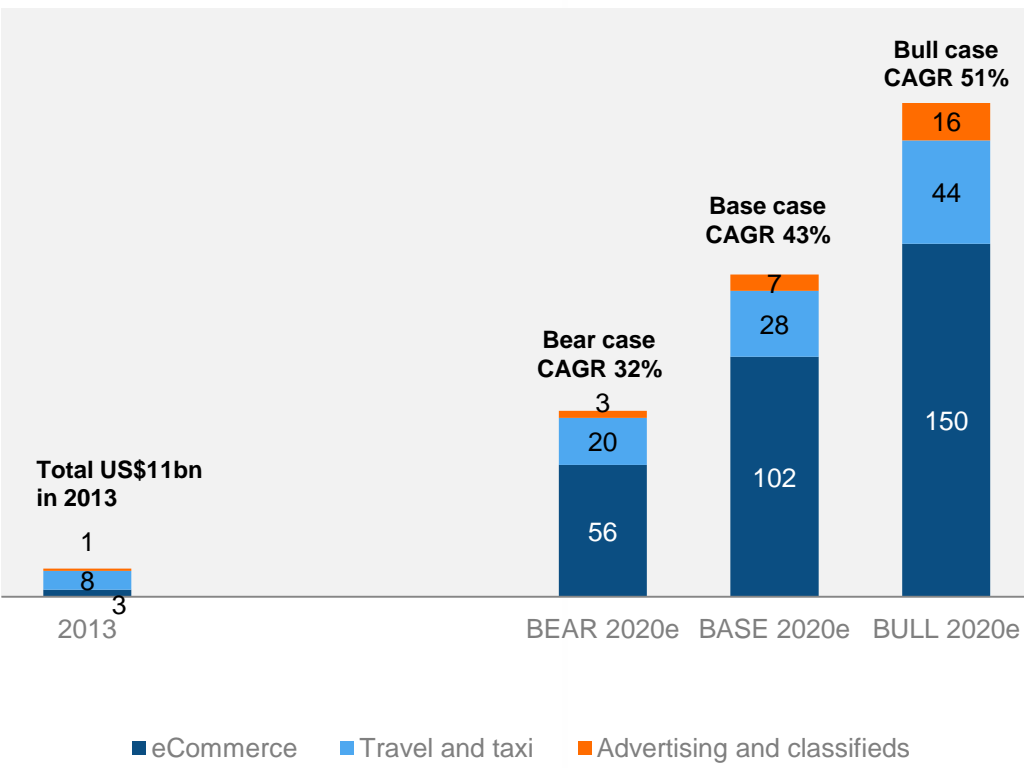
3G Subscriptions in India (Mn)



Source: McKinsey Report | Aventus Report

Overall market to expand at CAGR of 43%; eCommerce to account for 74% of the market by 2020 (US\$bn)

Smartphone shipment accounted for 32% of phones in India in 3Q14



Source: Morgan Stanley Research, e = Morgan Stanley Research estimates

Source: IDC, Morgan Stanley Research

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Business Overview



Notes

- 1. Based on FY14 average
- 2. As on 31 December, 2014

PC Internet



User friendly features

- Predictive auto-suggest
- Maps, directions, operating hours, logos, pictures, videos
- Ratings and reviews

Search by company or category or product

Popular category searches

Mobile Internet & Apps

m.justdial.com



Location-based search service

Developed Android, iOS, Windows apps

Voice/SMS

08888888888

SMS SEARCH



1 New Message From 08888888888



08888888888 Operator assisted Hotline number across India

24 hours a day, 7 days a week

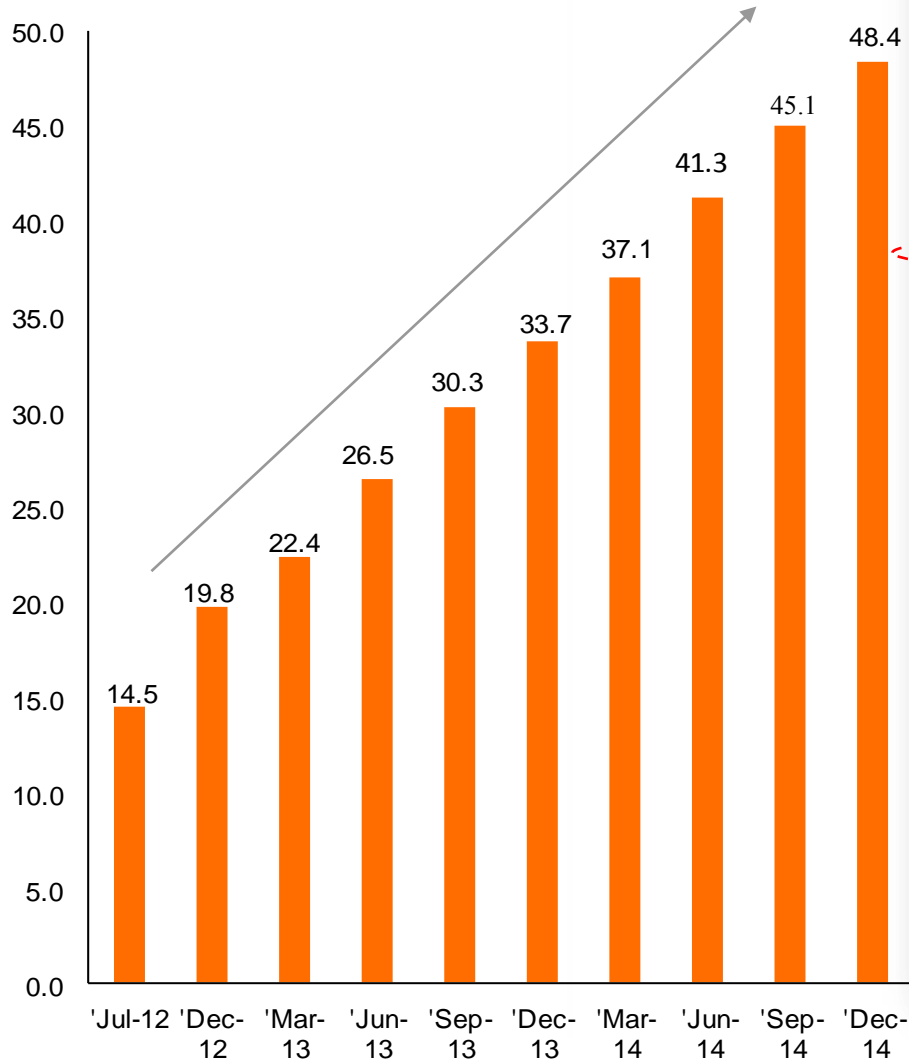
Multi-lingual support

Company/ category/product searches

User Community and Reviews Drive Engagement

Reviews and Ratings

Millions



Laughing Cavalier Restaurant Click here to read reviews

+ (91)-22-71042607
 Fobez Tower, Ramchandra Lane, Malad West, Kanchpada, Mumbai - 400064
 Send Enquiry by Email
Listed in: Home Delivery Restaurants, Fast Food | [More...](#)

Estd. in N/A | **350 Ratings** |

[SMS / Email](#) | [Edit](#) | [Own This](#) | [Rate it](#)

You ★★★★★, Dhiren ★★★★★, Srinivas ★★★★★ and 2 more friends rated this

[All Ratings \(350\)](#) | [Friends Ratings \(4\)](#) | [My Ratings \(1\)](#)

[Showing all Reviews & Ratings \(Undo this\) | Rate & Review](#)

Overall Ratings (350) ★★★★★

Excellent	43.7%
Very Good	38.6%
Good	11.1%
Average	4%
Poor	2.6%

Ratings Over Time

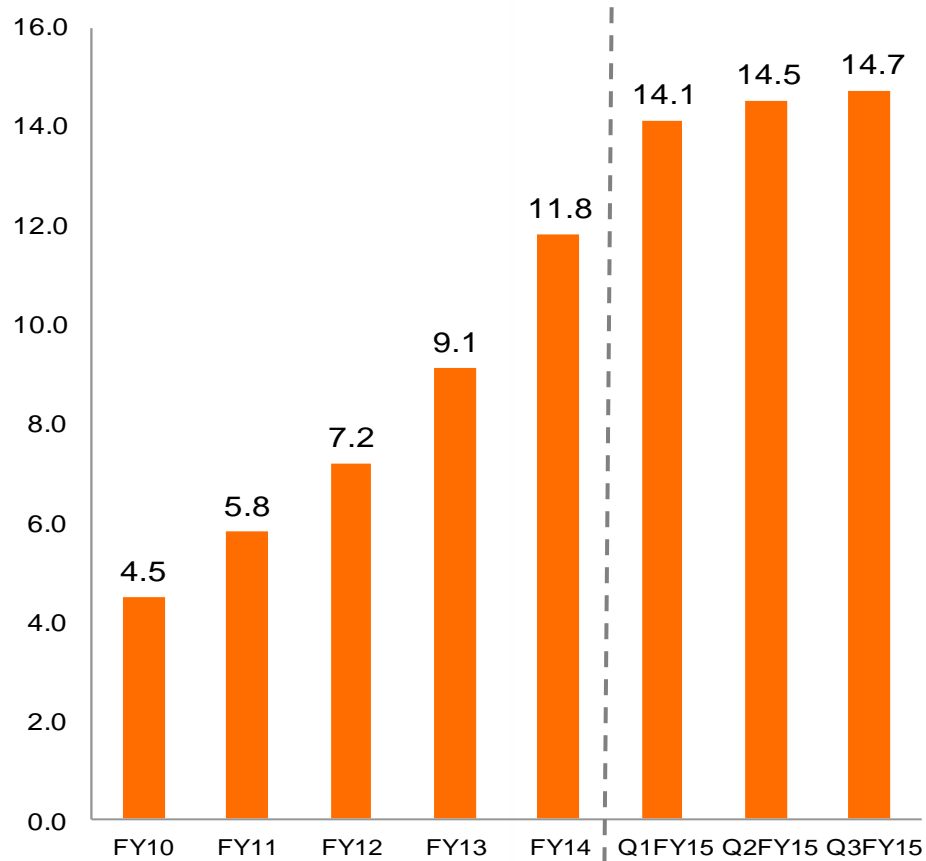
Seema ★★★★★
 seem*****@gmail.com | 99*****143 | 14th Aug, 2014
 Served with soda water instead of plain water, uncooked lasagne,

Simran ★★★★★
 98*****480 | 26th Nov, 2013
 Like they say some of the best things come with the worst covers, this place will shock you if you consider just its surroundings. A thankfully small but dingy lane with slums and cheap hotels around will lead you here but once you get there, you will be greeted by the fineness and majesty you wouldn't expect in an area like Malad. Quite private and posh! You enter the compound to a form of a raging bull amidst a clean and neat open dining area, lit quite well with a lantern show. As you enter the main dining area, the see through kitchen area and the warm lighting all around you instantly makes you hungry! Being a first timer here, I decide to go slow and the very first item a drink called Scarlet Sin instantly bowled me over. With just the right flavours and mix, it was so refreshing that I had to order another in a jiffy. The food was darned good too amongst other things, I remember the Stuff Potato and Chicken Gillafi Sheek to be especially yummy. Loved the Pollo Labadar too! Awesome pizzas What's more, they even served us a complimentary dessert (Custard pie) because one of the dishes took a tad bit longer than usual (even though we weren't complaining!) Impressed! If you are in the areas of the shopping malls at Malad, this place shouldn't be missed.

[BOOK A TABLE](#)
[ORDER ONLINE](#)
Delivery in 45 mins

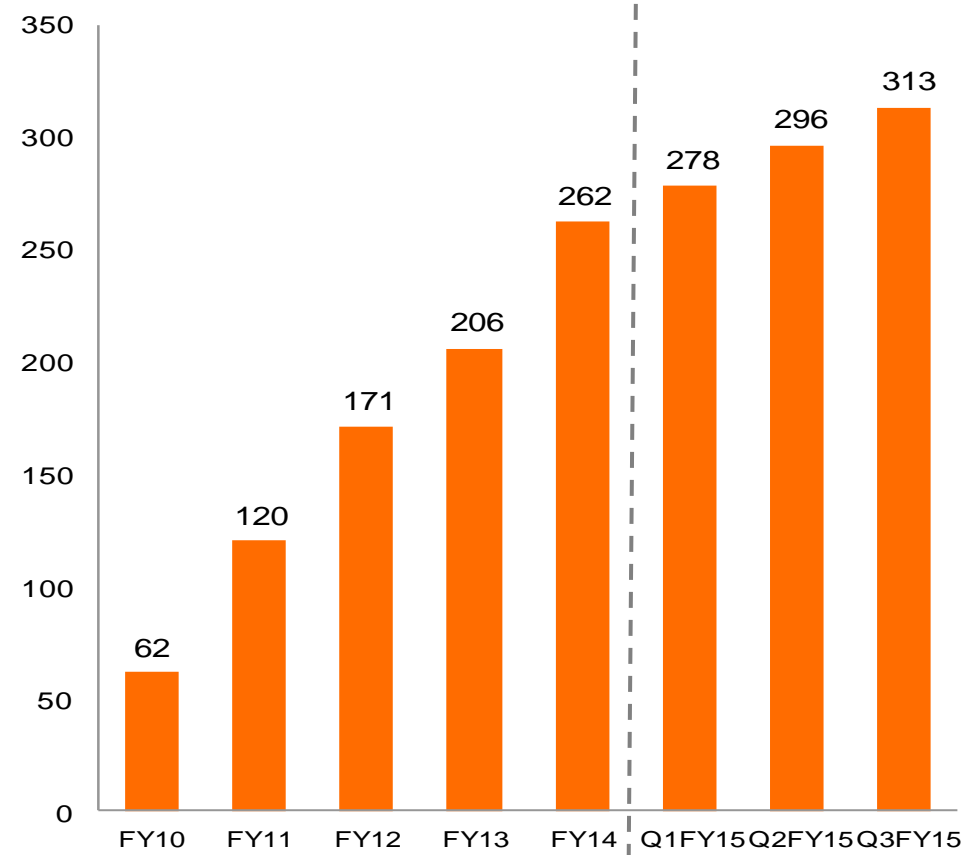
Total Business Listings*

Million



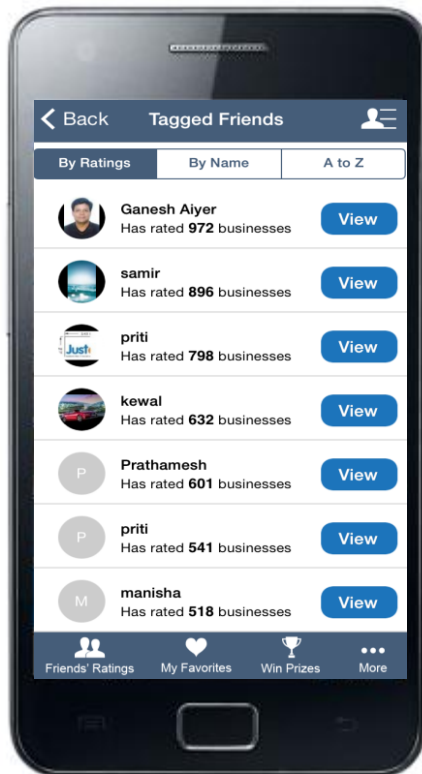
Paid Campaigns*

'000

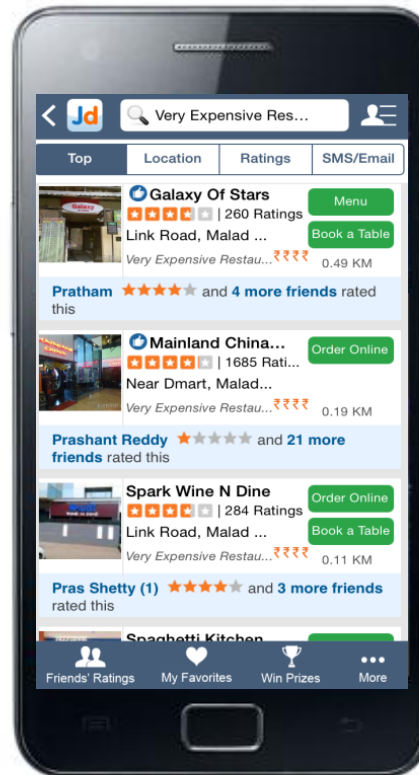




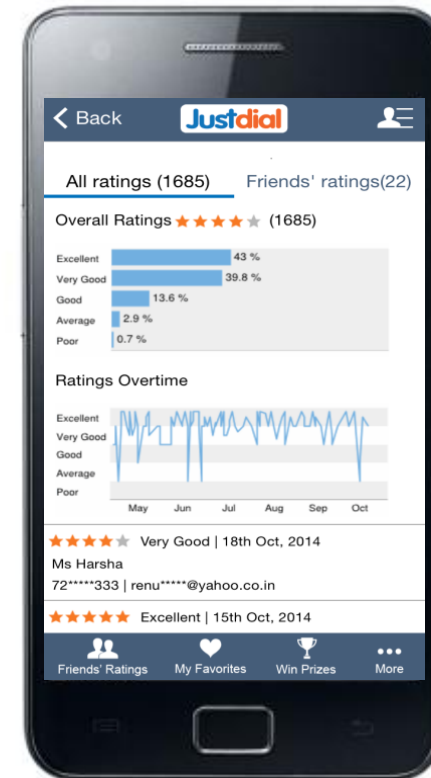
Justdial – Smart Phone Application With A Unique Social Interface



*Tag
Friends*

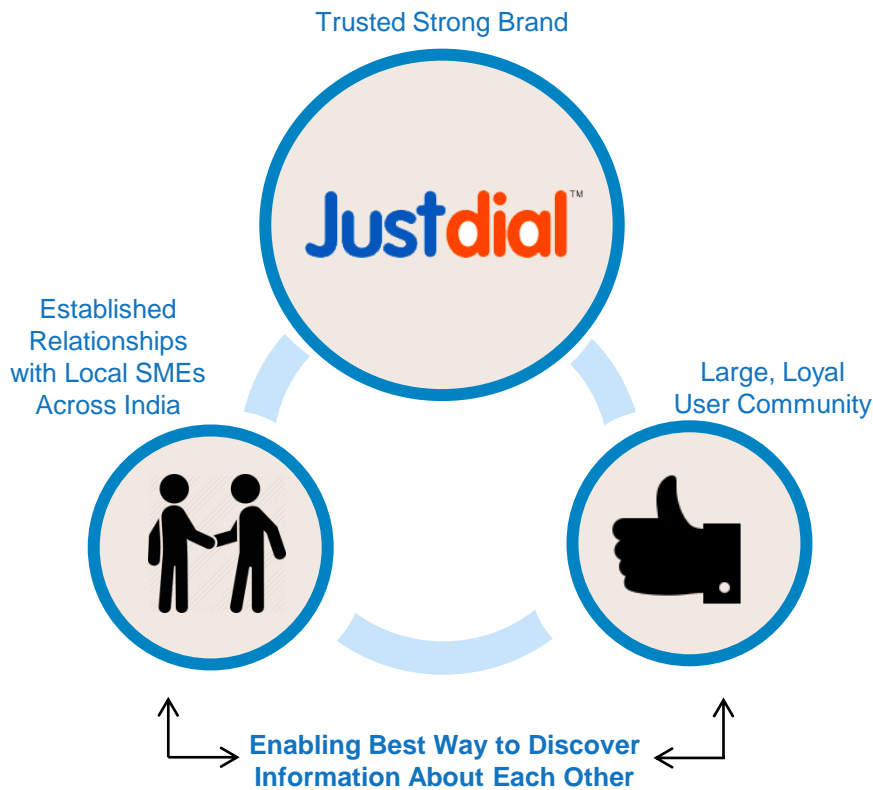


*Search &
Transact*



Rate & Review

Leveraging The Three Cornerstones of Our Success to Do More



“Three Clicks to Find”

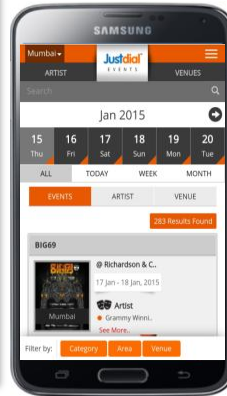


“Three Clicks to Transact”

JD Events



The screenshot shows the JD Events website interface. At the top, there are navigation tabs for 'EVENTS', 'ARTIST', and 'VENUES'. A search bar is present. Below the navigation, there's a calendar for January 2015. To the right, a list of events is displayed, including 'BIG69' at Richardson & C., 'TIMES LIFESTYLE EXPO' at MMRDA Ground L., 'TIMES DECOR' at MMRDA Ground L., and 'TIMES FURNITURE EXPO' at MMRDA Ground L. Each event card includes an image, title, location, and date. A 'REFINE YOUR SEARCH' section is visible on the left, with filters for 'BY CATEGORY' and 'BY AREA'.



Book A Doctors' Appointment



The screenshot shows the JD Doctors' Appointment website for Dr. Reshma Ramchandra Rao. The profile includes her name, a 5.0 rating, and 645 ratings. There are buttons for 'BOOK APPOINTMENT' and 'JD Verified'. Below the profile, there are tabs for 'Book Appointment', 'More Info', 'Reviews & Ratings', and 'Photos & Videos'. A section titled 'Dr. Rao Reshma is available at the following locations' lists three hospitals: 'Bandra West' (Holy Family Hospital & Medical Research Center), 'Malad West' (Zenith Hospital), and 'Mulund West' (Fortis Hospital). Each location includes the hospital name and the available time slots.



Book Movie Tickets



The screenshot shows the JD Movies website interface. At the top, there are navigation tabs for 'Movies' and 'Cinemas'. A search bar is present. Below the navigation, there's a section for 'Upcoming & Currently Showing Movies Near You'. The page displays several movie cards, including 'Prakash Babu Antle The Real Hero (Marathi Movie)', 'Bang Bang (Hindi Movie)', 'Haider (Hindi Movie)', 'Sonsli Cable (Hindi Movie)', and 'Pyaar Valli Love Story'. Each movie card includes a poster, title, genre, and a 'Book' button. There are also user ratings and critical ratings displayed for each movie.

Restaurant Reservation/ Ordering



The screenshot shows the JD Restaurant website for 'The Lazio Pizza & Pasta'. The page displays the restaurant's name, a 3.2 rating, and 14 ratings. There are buttons for 'SPECIAL OFFER' and 'ORDER FOOD'. Below the restaurant information, there are tabs for 'Order Food Online', 'Reviews & ratings', 'Photos', and 'More Info'. The 'Order Food Online' section shows a menu with various items like 'Mumbai Toasty', 'Onion Vegetables', 'Chilli Paneer', 'Vegetable Club', 'Garden Fresh', 'Corn & Spinach Sandwich', 'Paneer Bhuri Sandwich', 'Sandwich Non Veg', and 'Egg & Mushroom Maso'. Each item has a price and a 'Add' button. There is also an 'Order Summary' section showing the minimum order amount and a list of 'Most Ordered Items'.



Products and Services – Search Plus

Grocery Online



Book a Cab / Bus



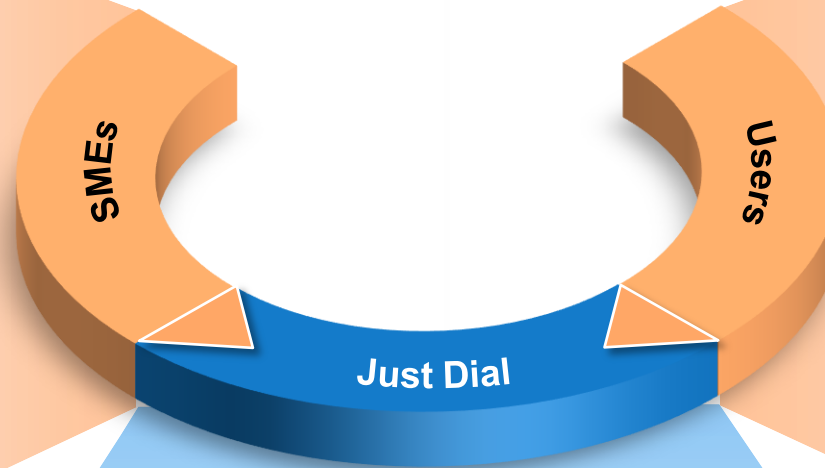
JD Deals



Shop Online



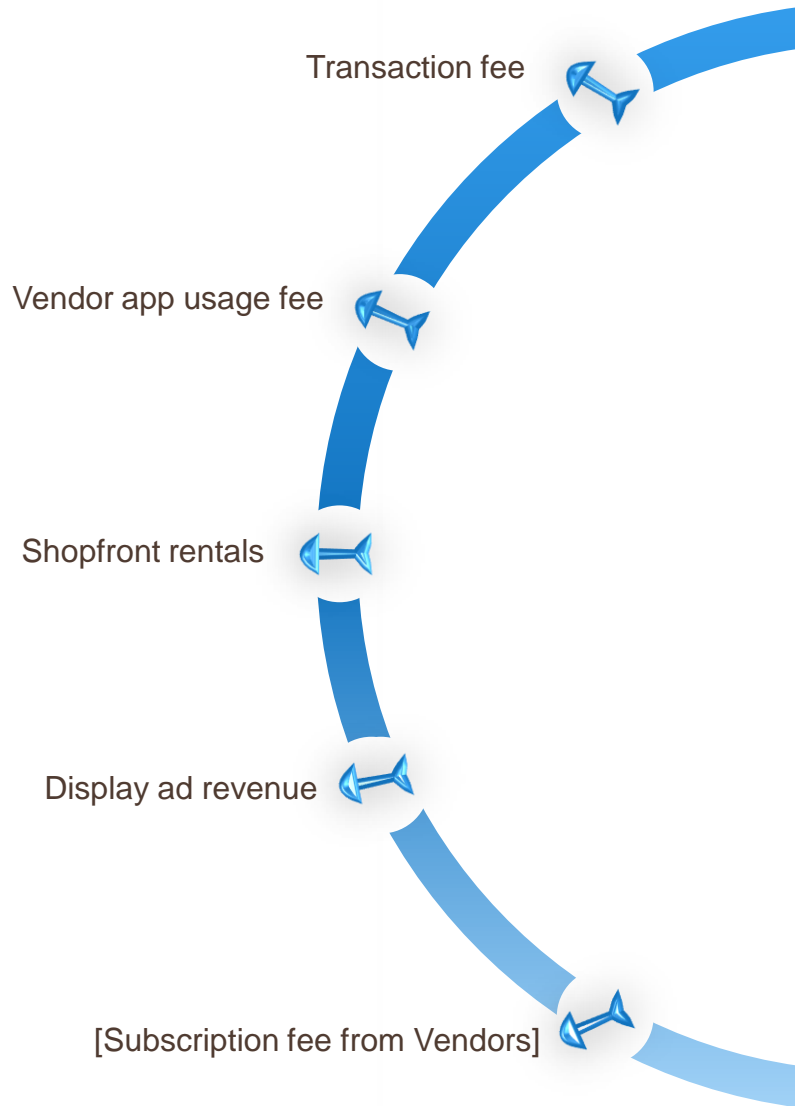
- Enable O2O transformation
- App to better manage business
- Shop front for customer acquisition in local markets
- Enhance trust online (via JD guarantee)
- Leverage existing hyper local delivery network



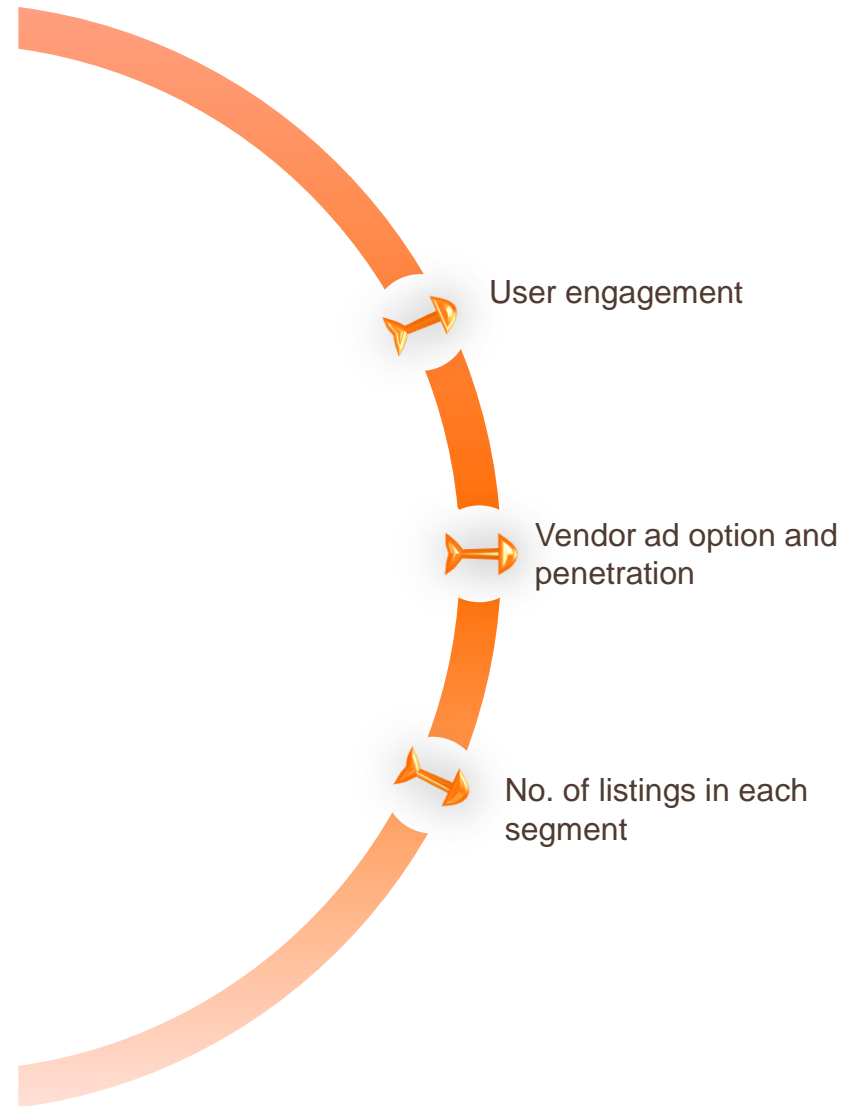
- Choose vendor in local neighborhood for product of choice
- Convenience of 'master app', look no further
- Personalized door-step service experience
- Real-time price discovery

- Increased engagement and stickiness of users
- Increase in monetization streams from SMEs
- Natural extension of core search business

New Revenue Streams



Key Metrics to Track in Near Term





V. S. S. Mani

*Founder, Managing Director & CEO
Years of Experience : 26 years in the field
of media and local search services*



Sandipan Chattopadhyay

*Chief Technology Officer
Years of Experience : 17 years in field
of technology*



V. Krishnan

*Chief Operating Officer
Years of Experience : 21 years in the field
of strategic planning and execution*



Ramkumar Krishnamachari

*Chief Financial Officer
Years of Experience : 23 years in the
field of finance and accounting*



Shreos Roy Chowdhury

*Chief Technical Architect
Years of Experience : 17 years in the field
of technology*



Koora Srinivas

*Deputy Chief Financial Officer
Years of Experience : 14 years in the
field of finance and accounting*

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JustdialTM

Financial Overview

We have an Efficient and Profitable Business Model



	FY2009	FY2014
Total Searches	82 MM	1125 MM
Paid Campaigns	40,500	262,150
Search Revenue	INR 735 MM	INR 4,613 MM
Operating EBIDTA	INR 79 MM	INR 1,422 MM
Operating EBIDTA Margin	9%	31%
PAT	INR 75 MM	INR 1206 MM
PAT Margin	8%	24%

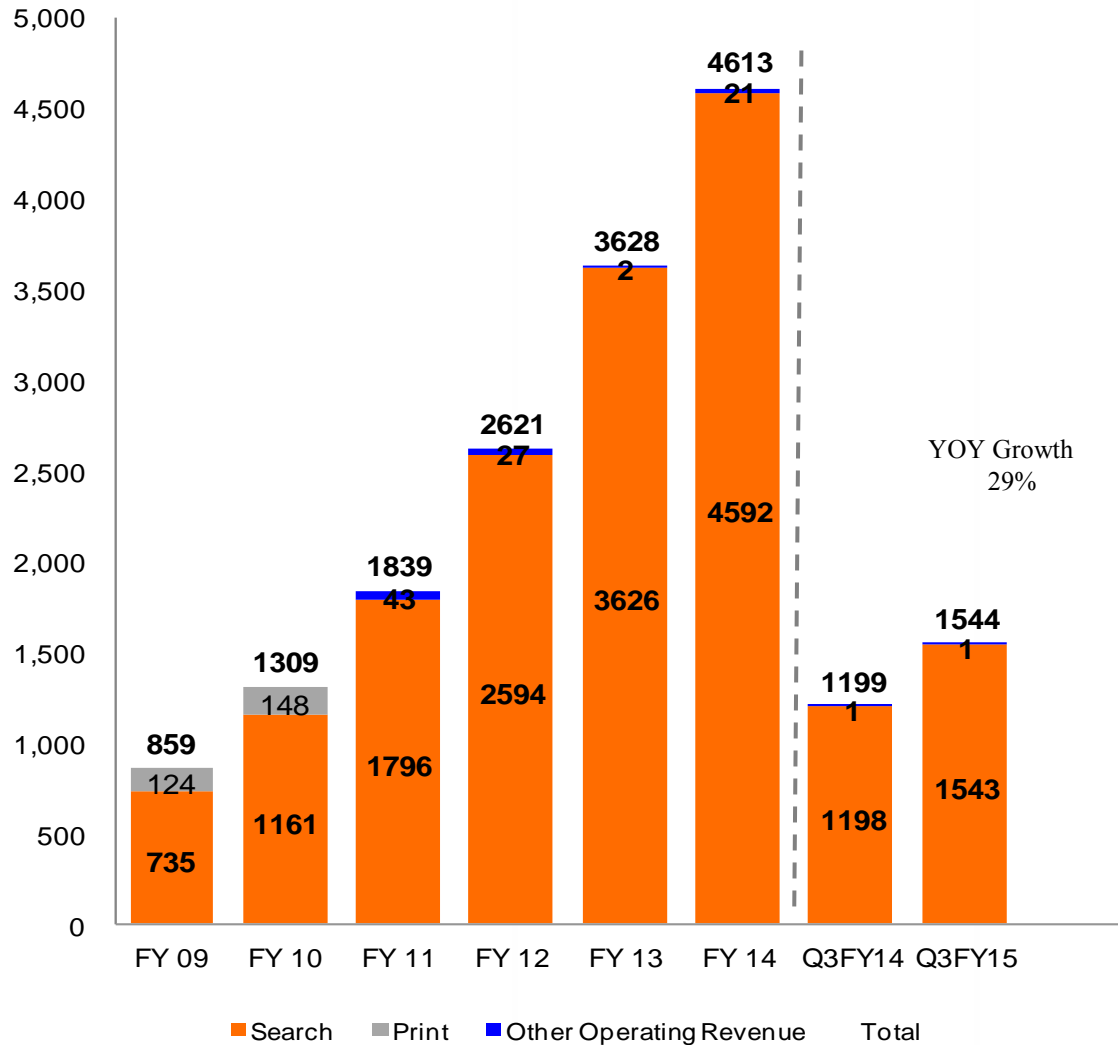
Quarter ended December 31, 2014 highlights:

- ▶ Total operating revenue: INR 1,544 MM
- ▶ Adjusted Operating EBITDA margin at 36% for quarter ending December 31, 2014*
- ▶ PAT margin at 20% for quarter ending December 31, 2014

* Note: Adjusted Operating EBIDTA is excluding ESOP expenses incurred during the quarter

Operating Revenue

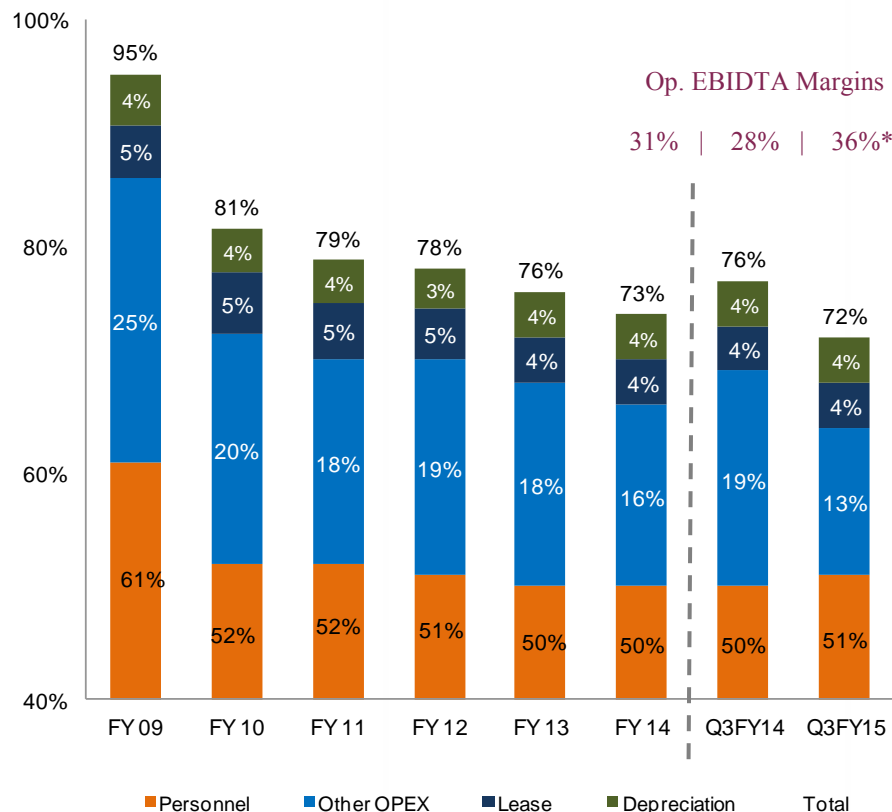
INR Mn



Key Business Model Attributes

- ▶ Paid Advertisers primarily across 11 large Indian cities (Contributes substantially to all of the company's campaigns)
- ▶ Paid Advertisers pay fixed monthly or annual fees to run search-led advertising campaigns for their businesses on Justdial's platform
- ▶ Three types of premium memberships: Platinum, Diamond, Gold and non-premium packages determine priority of placement in search results
 - Get direct leads to consumers (actual buyers)
 - Paid in advance
 - Automatic renewal
- ▶ Justdial also runs multiple city campaigns for pan-India customers
- ▶ 3,207 tele-sales executives and 1,149 feet on street selling to SMEs and 939 Just Dial Ambassadors (JDAs)

Key Expenses as a % of Operating Revenue



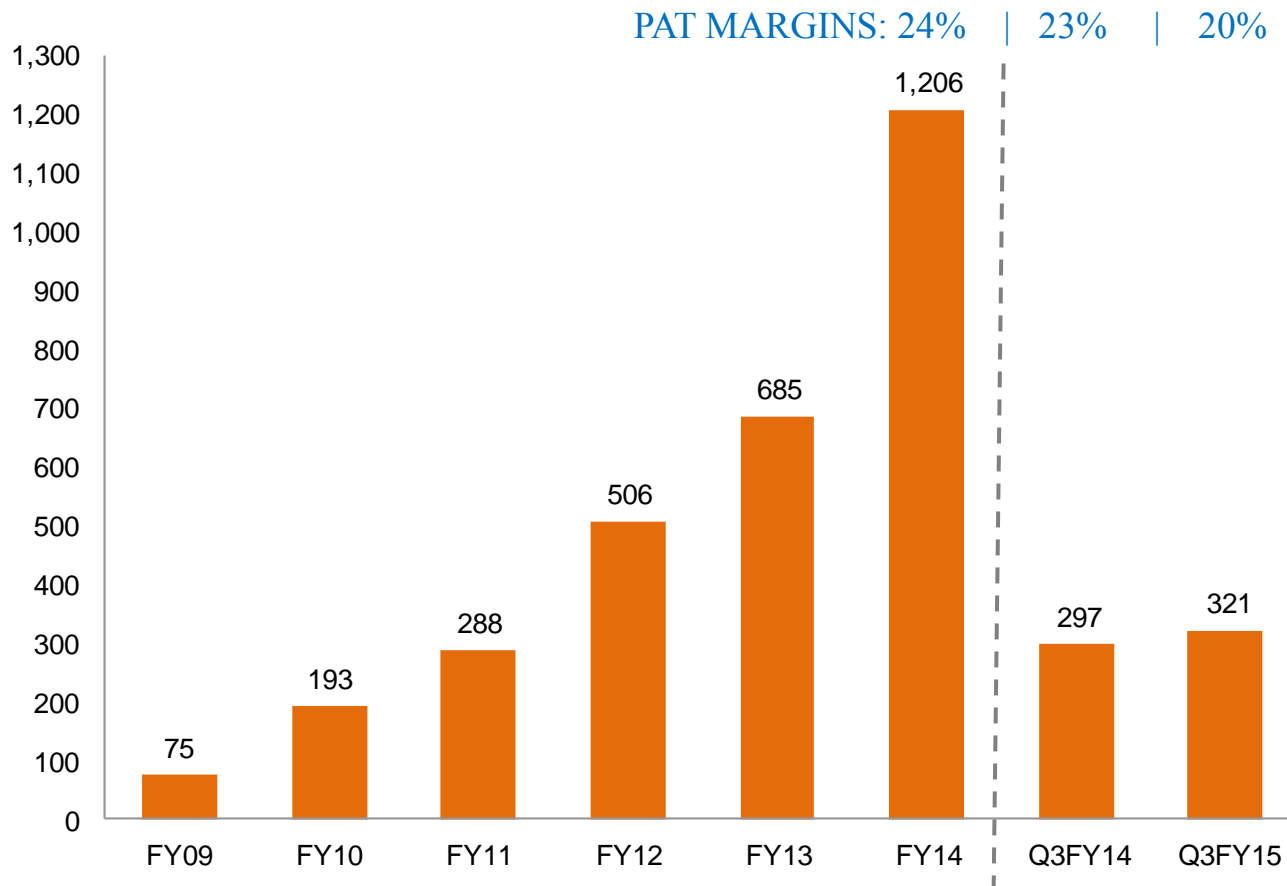
Key Drivers

- ▶ More paid campaigns
- ▶ Improved package pricings, increasing and upgrading contracts
- ▶ Deepen and broaden SME coverage
- ▶ New categories, new products and services
- ▶ Increasing PC Internet and mobile internet usage volume
- ▶ Increased brand awareness

* Note: For Q3FY15 Adjusted Operating EBIDTA margin excluding ESOP expenses is considered

Profit after Tax (PAT)

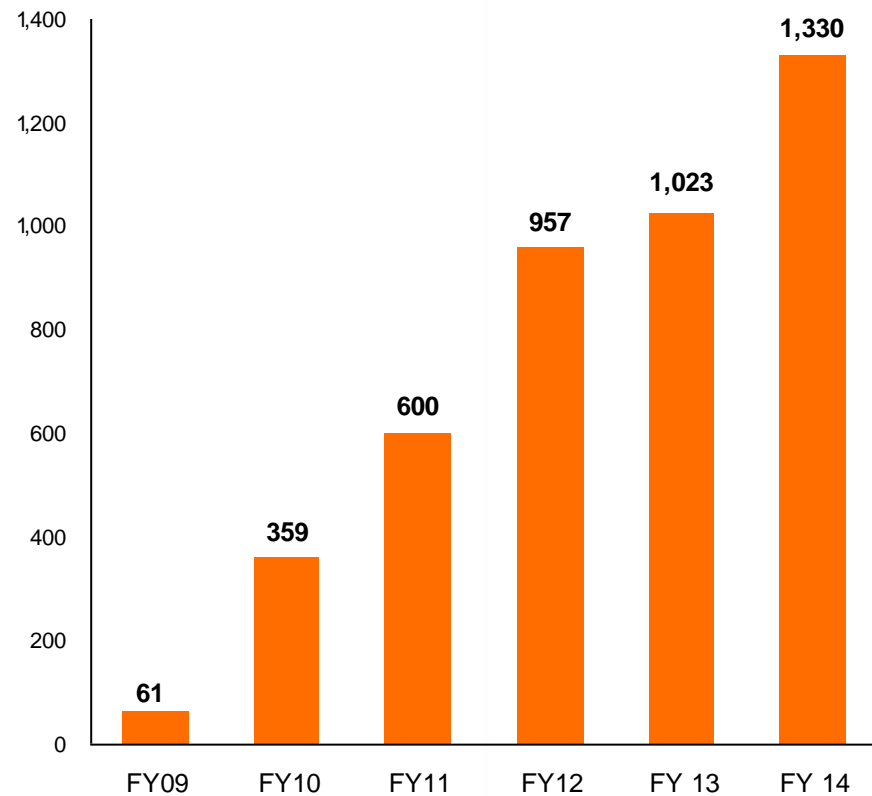
INR Mn



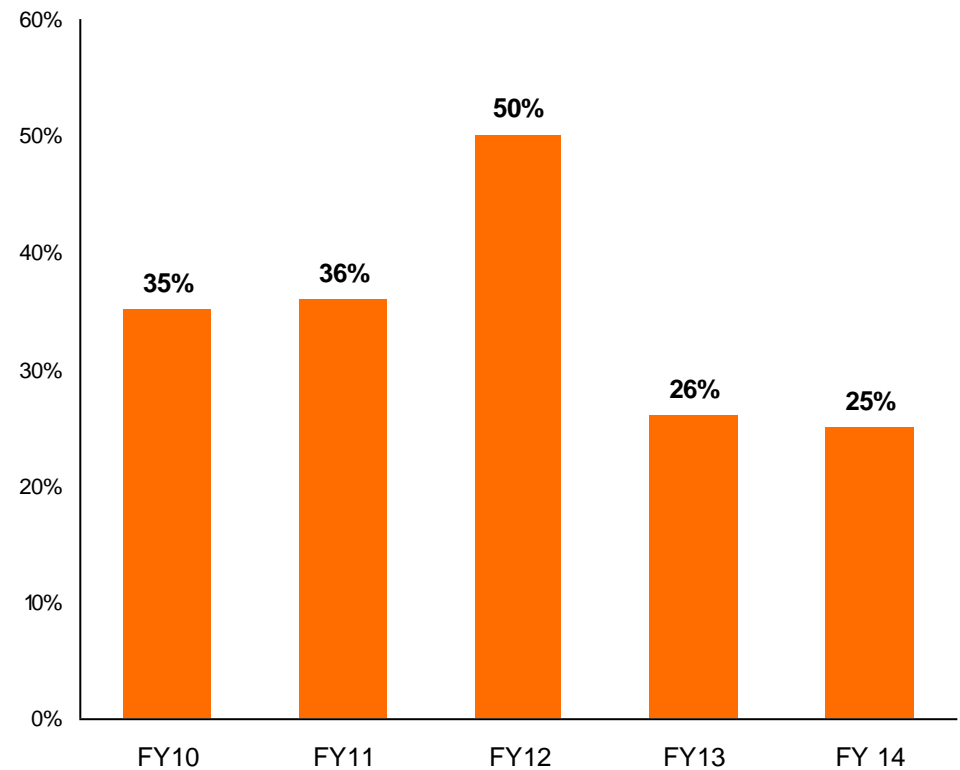
Growing Cash Flows and Return on Capital

Cash Flow from Operations

INR Mn



Return on Net Worth (RoNW)



First Mover Advantage in the Indian Local Search Market

Strong Brand Recognition

Attractive Value Proposition For Local SMEs

Experience and Expertise in Local Indian Markets

Advanced and Scalable Technology Platform

An Efficient and Profitable Business Model