



**IndiaMART InterMESH Ltd.**

6th floor, Tower 2, Assotech Business Cresterra,

Plot No.22, Sec 135, Noida-201305, U.P.

Call Us: +91 - 9696969696

E: [customercare@indiamart.com](mailto:customercare@indiamart.com)

Website: [www.indiamart.com](http://www.indiamart.com)

Date: July 21, 2020

To

The Manager – Listing

BSE Limited

(BSE: 542726)

The Manager – Listing

National Stock Exchange of India Limited

(NSE: INDIAMART)

Dear Sir/Ma'am,

**Subject: Investor Presentation on the Audited (Standalone and Consolidated) Financial Results of the Company for the quarter ended June 30, 2020.**

In accordance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith Investor Presentation on Audited (Standalone and Consolidated) of the Company for the quarter ended June 30, 2020.

Please take the above information on record.

Yours faithfully,

**For Indiamart Intermesh Limited**

(Manoj Bhargava)

**Sr. Vice President (Legal & Secretarial),  
Company Secretary & Compliance Officer**

Membership No: F5164

Encl: as above



# Earnings Presentation

IndiaMART InterMESH LTD.  
India's largest online B2B marketplace  
connecting buyers with suppliers



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COVID 19 UPDATE

**Diesel Generator**



IndiaMART InterMESH Ltd





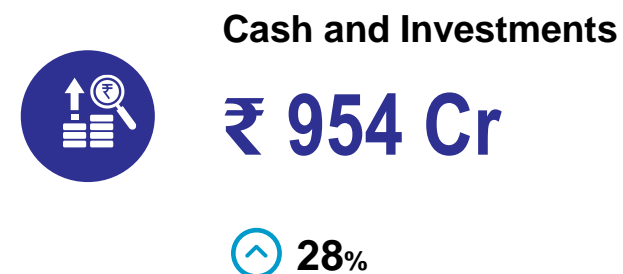
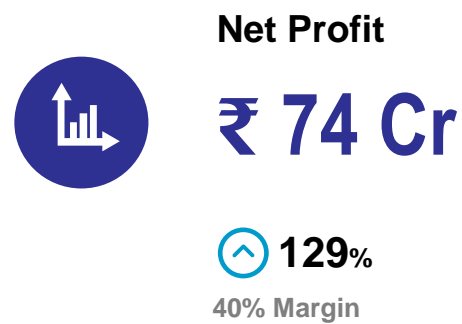
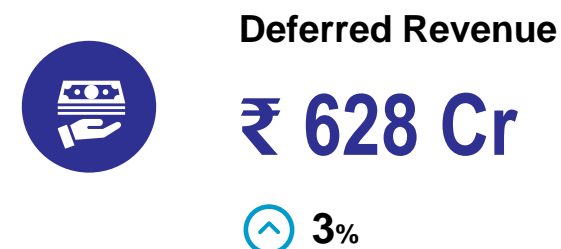
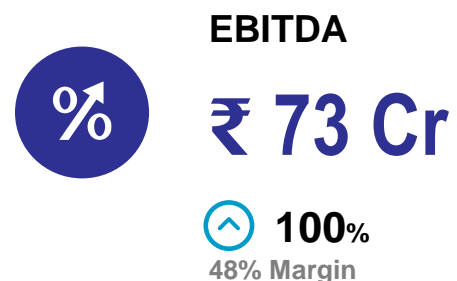
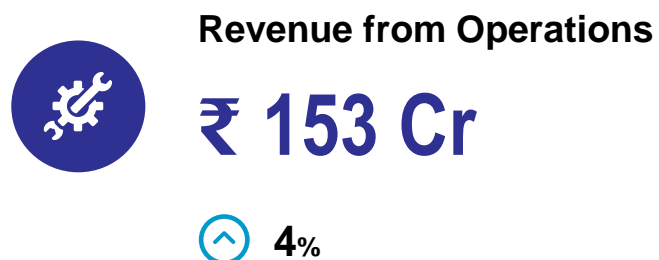
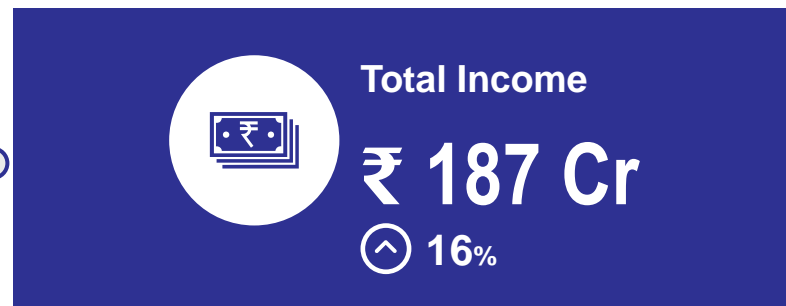
# Safe Harbour

## Harbour Crane

- This Presentation has been prepared by IndiaMART InterMESH Limited (“IndiaMart”) for investors, shareholders, analysts and other relevant stakeholders, solely for informational purposes.
- The information related to business overview, traffic related numbers, products related information and historical financial performance is set out in this Presentation. This presentation does not constitute or form part of and should not be construed as, directly or indirectly, any offer or invitation or inducement to sell or issue, or any solicitation of any offer to purchase or subscribe for, any securities of the Company by any person in any jurisdiction, including in India nor shall it or any part of it or the fact of its distribution form the basis of, or be relied on in connection with, any investment decision or any contract or commitment therefore. Before acting on any information, you should consider the appropriateness of the information having regard to these matters, any relevant offer document and in particular, you should seek independent financial advice.
- Further, past performance of the Company is not necessarily indicative of its future results. There cannot be any guarantee of continuity of the same/past performance as future performance also involve risks and uncertainties. These risk factors and uncertainties may include but are not limited to general market, macro-economic, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments and trends, and other key factors that could affect our business and financial performance.
- The contents of this presentation is proprietary in nature, and they must not be copied, distributed, disseminated, published or reproduced, in whole or in part, or disclosed by recipients directly or indirectly to any other person. Hence, the readers/viewers are bound to maintain the same. No representation, warranty, guarantee or undertaking, express or implied, is or will be made as to, and no reliance should be placed on, the accuracy, completeness, correctness or fairness of the information, estimates, projections and opinions contained in this presentation.



# Q1FY21 Results Overview (Consolidated)





# Business Overview

**Ash Bricks**



# India's Largest Online B2B Marketplace



Large and  
Growing  
Addressable  
Market



2-way  
discovery  
marketplace



Well  
Diversified



Behavioral  
data driven  
Algorithmic  
matchmaking



Strong  
Network  
Effects



Subscription  
based revenue  
model with  
negative  
working capital



# Services that Empower Businesses

## Buyers

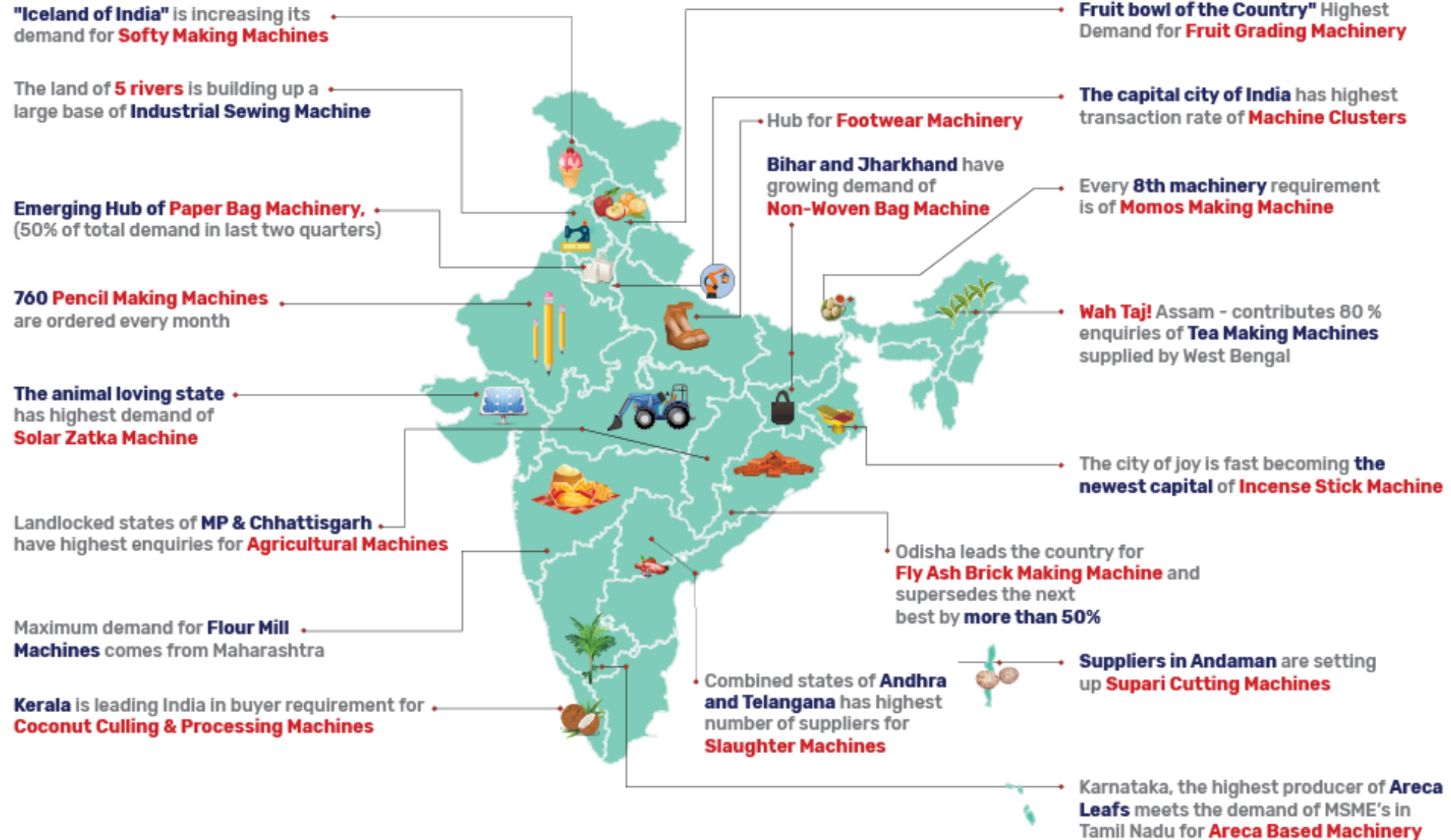


## Suppliers





# Machinery Demand Landscape on IndiaMART



# Traditional Marketplace to Online Marketplace

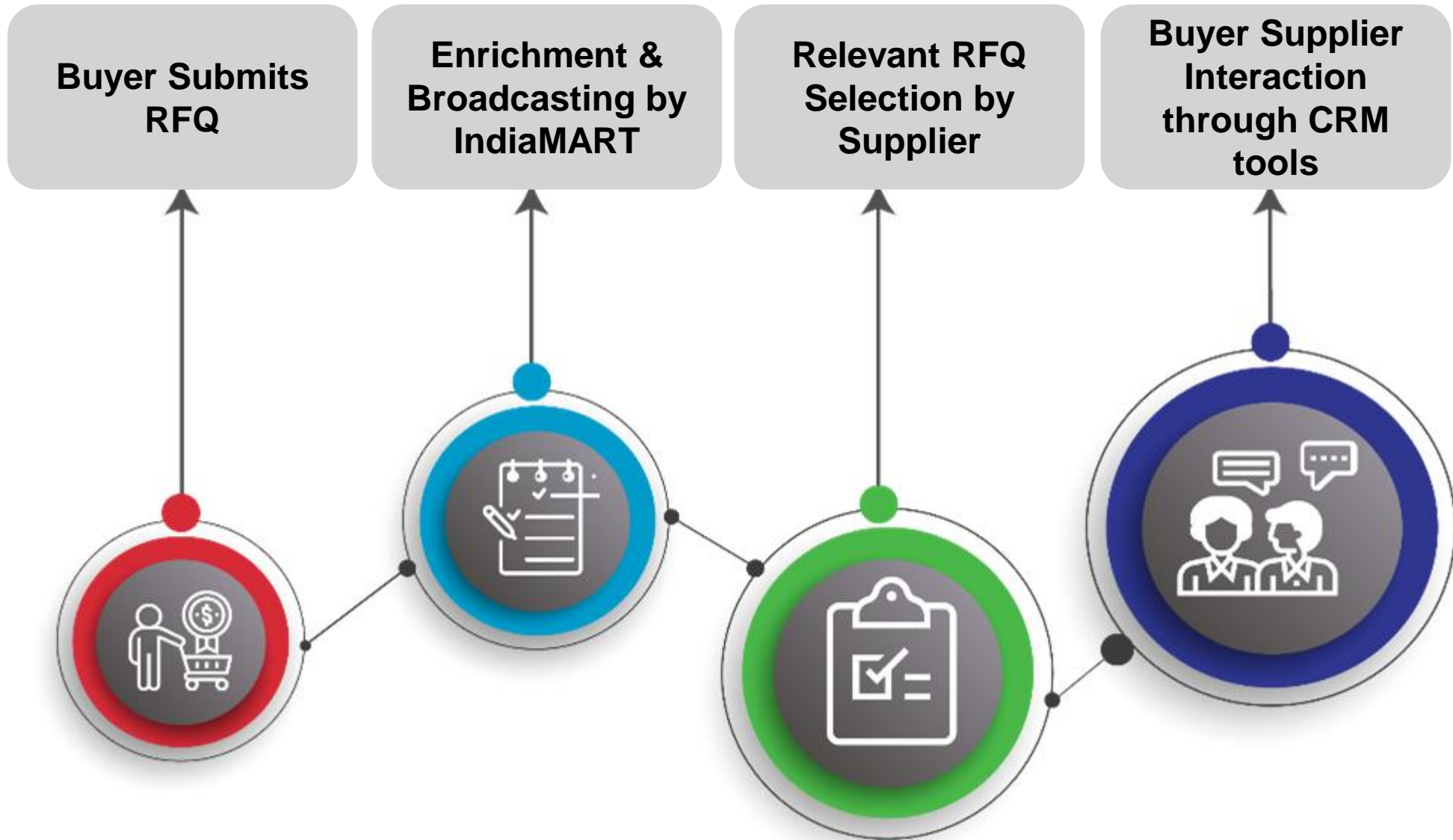
Offline discovery



Online Discovery, Anytime, Anywhere

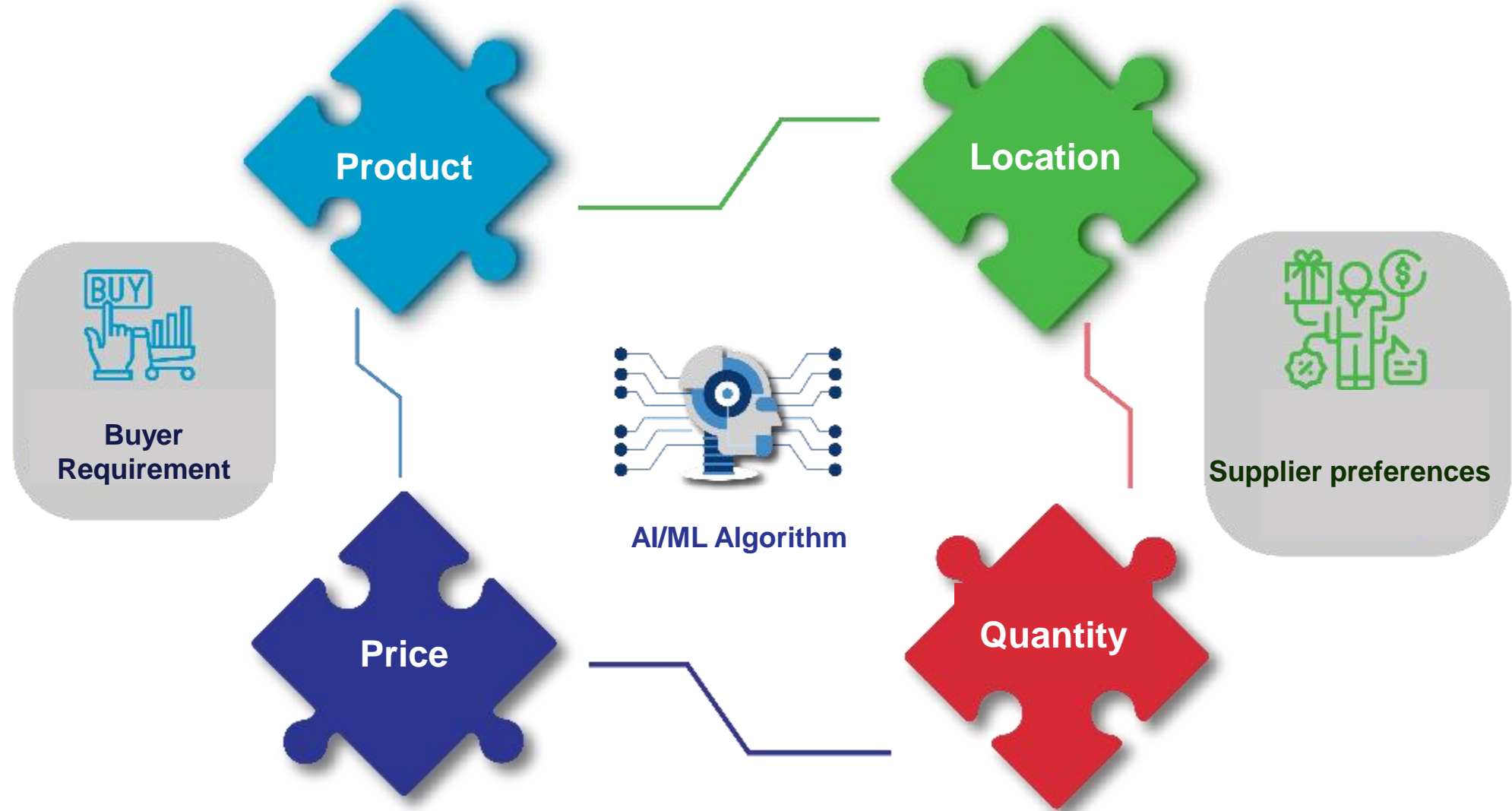


# How RFQ Works

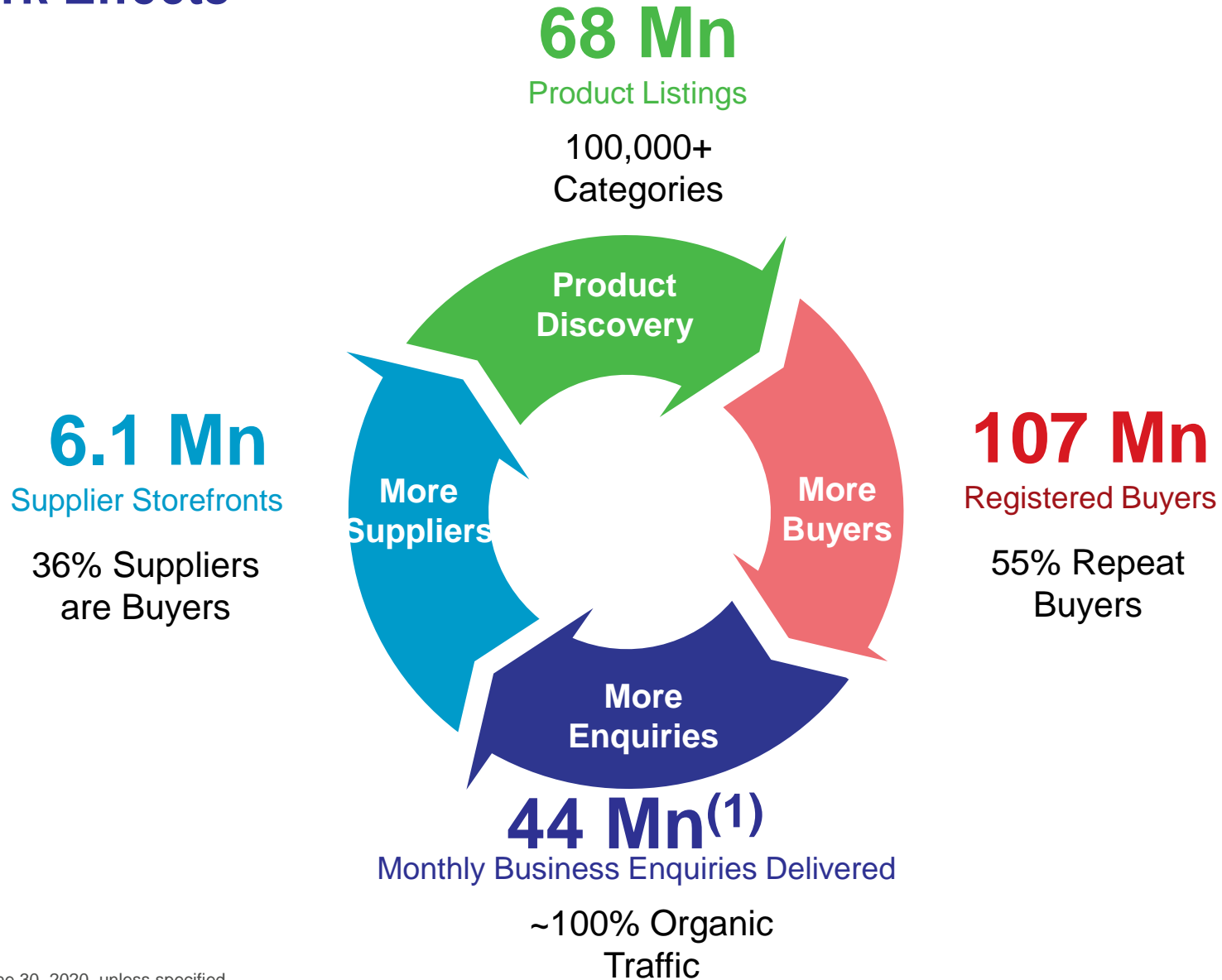




# Behavioral Data Driven Algorithmic Matchmaking



































# Strong Network Effects



Note: All figures are as of June 30, 2020, unless specified.  
1. Calculated as (Q1 FY21 Quarterly Number)/3.

IndiaMART InterMESH Ltd

# Well Diversified Across 100,000+ Categories

 Products  Enter product / service to search   Search  <div>  Sell            Help            Messages         </div>							
							
Industrial Plants, Machinery & Equipment 9%	Construction Raw Material 8%	Apparel, Clothing & Garments 6%	Consumer Electronics & Household Appliances 6%	Packaging Material, Supplies & Machines 5%	Construction Machinery, Building Supplies & Services 5%	Industrial & Engineering Products, Spares and Supplies 5%	Electrical Equipment and Supplies 5%
							
Mechanical Components & Parts 4%	Vegetables, Fruits, Grains, Dairy & Other FMCG & Grocery Items 3%	Chemicals, Dyes & Allied Products 3%	Furniture, Furniture Supplies & Furniture Hardware 3%	Housewares, Home Appliances, Household Decorations & Consumables 2%	Kitchen Containers, Utensils, Stove, Cookware, Tableware & Food Choppers 2%	Pharmaceutical Drugs, Medicines, Vitamins & Other Healthcare Products 2%	Fertilizers, Seeds, Agro Machines, Poultry & Animal Husbandry 2%
							
Cosmetics, Toiletries & Personal Care Products 2%	Automobiles, Spare Parts and Accessories 1%	Home Furnishings and Home Textiles 1%	Scientific, Measuring, Laboratory Instruments & Supplies 1%	Operation Theater, Medical Imaging & Pathology & Hospital Supplies 1%	Electronics Components and Supplies 1%	Sports Goods, Games, Toys & Accessories 1%	Tools, Machine Tools, Power Tools & Hand Tools 1%

56 Industries

68mn Products

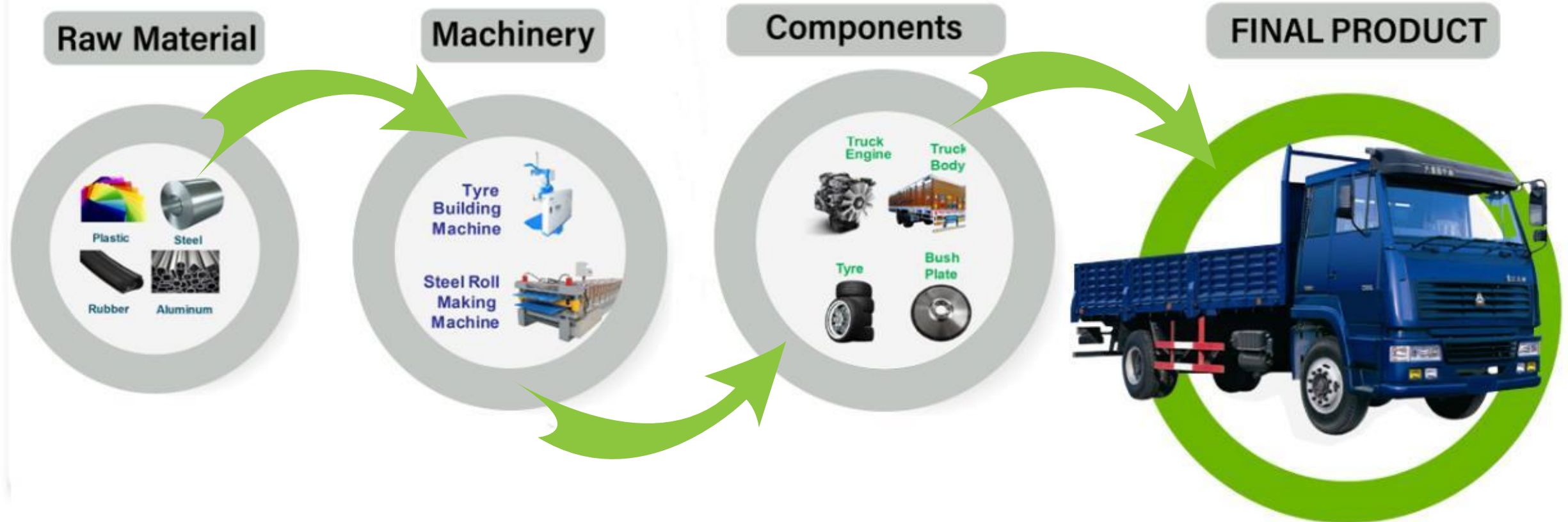
\*% of total paying subscription suppliers, as on Mar 31, 2020



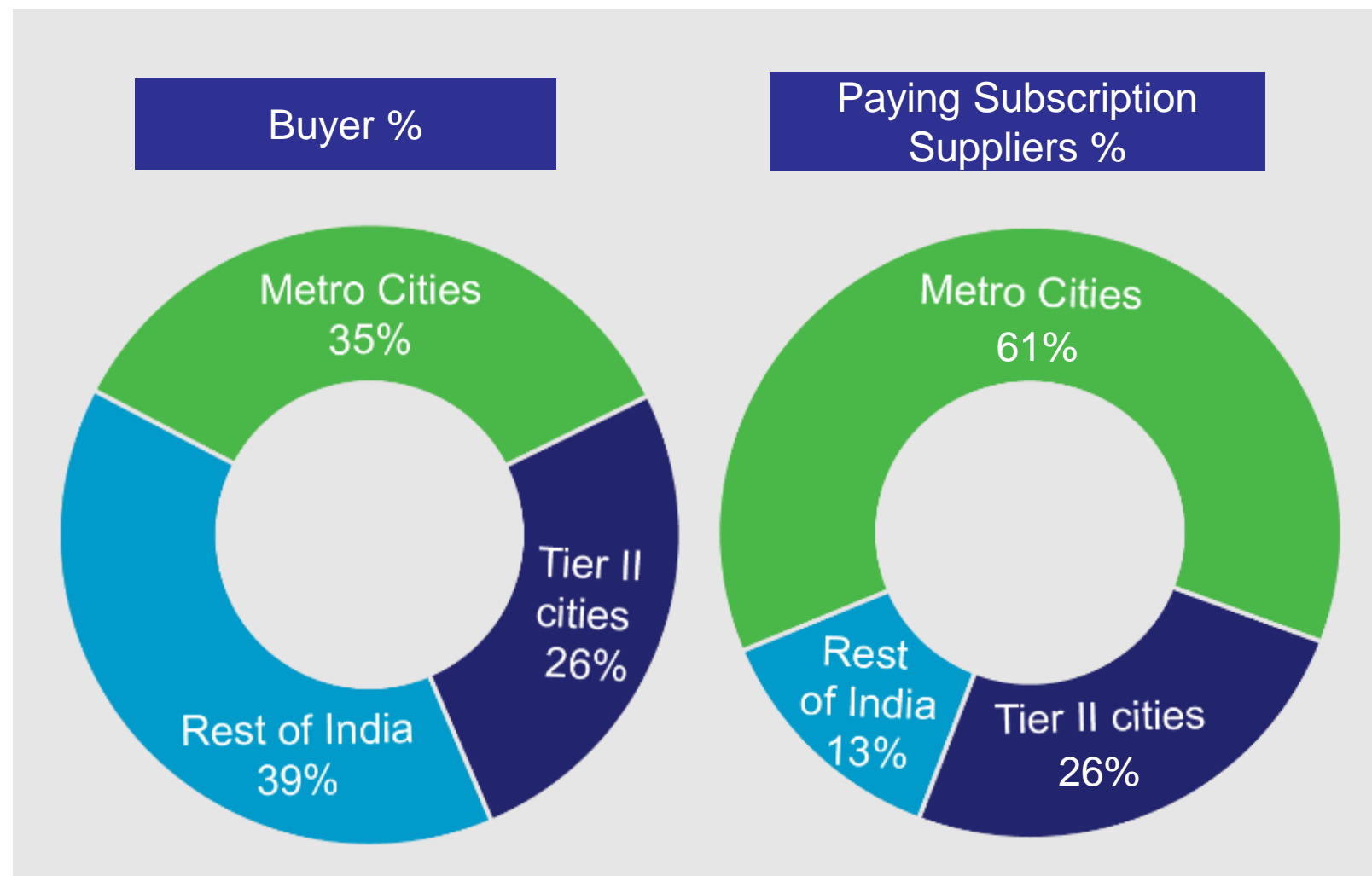
IndiaMART InterMESH Ltd



# End-To-End Discovery



# Diversified Across Geographies



## Metro Cities (8)

Delhi NCR, Mumbai, Bengaluru, Hyderabad, Kolkata, Ahmedabad, Pune and Chennai

## Tier II Cities (69)

Population > 500,000 excluding the cities covered under Metros

## Rest of India (~4000)

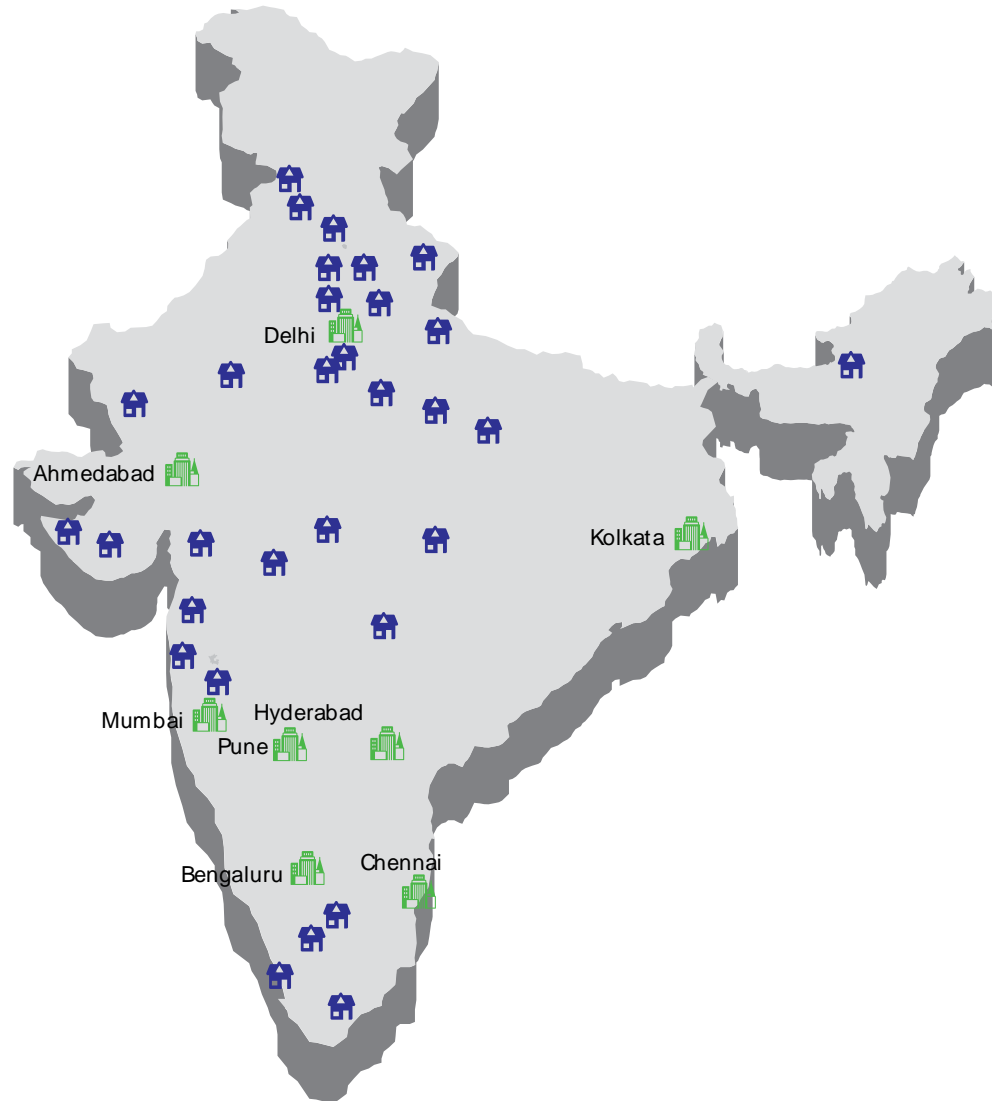
~4000 cities in India with population <500,000



Note: As on March 31, 2020

IndiaMART InterMESH Ltd

# Nationwide sales and service coverage




**Nationwide Coverage,  
84 Branches**



**3,690 Sales and Service  
representatives**

 Metro cities

 Tier II cities





# Platform Engagement

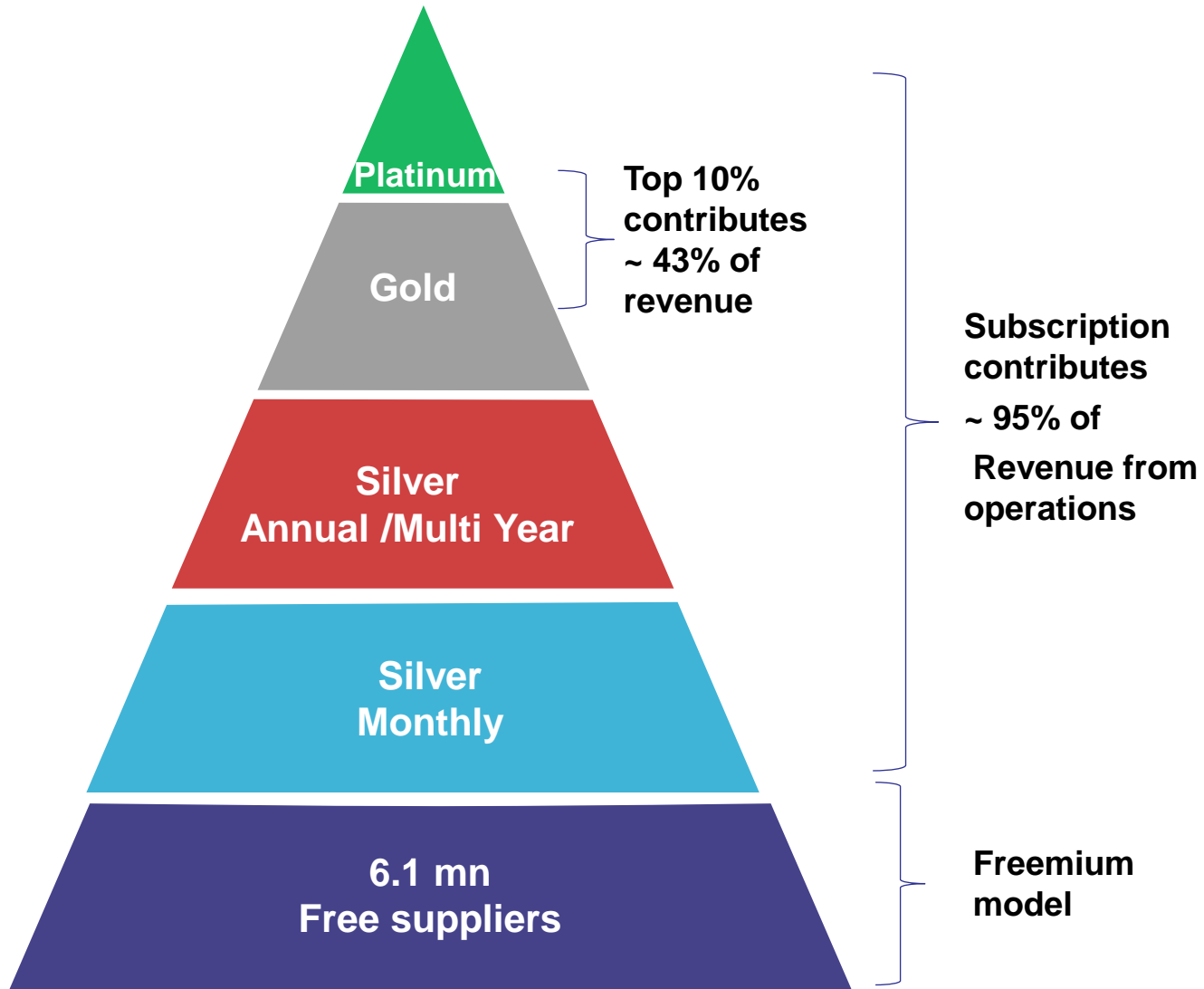
**~100%**  
Organic traffic

**4.7** ★★★★★  
Rating for the app on Google  
Play store

**82%**  
Total traffic through mobile



# ROI driven Subscription based Revenue Model



## Key Offerings



Web storefront



Cloud Telephony



Priority listing



RFQ Selection Credits



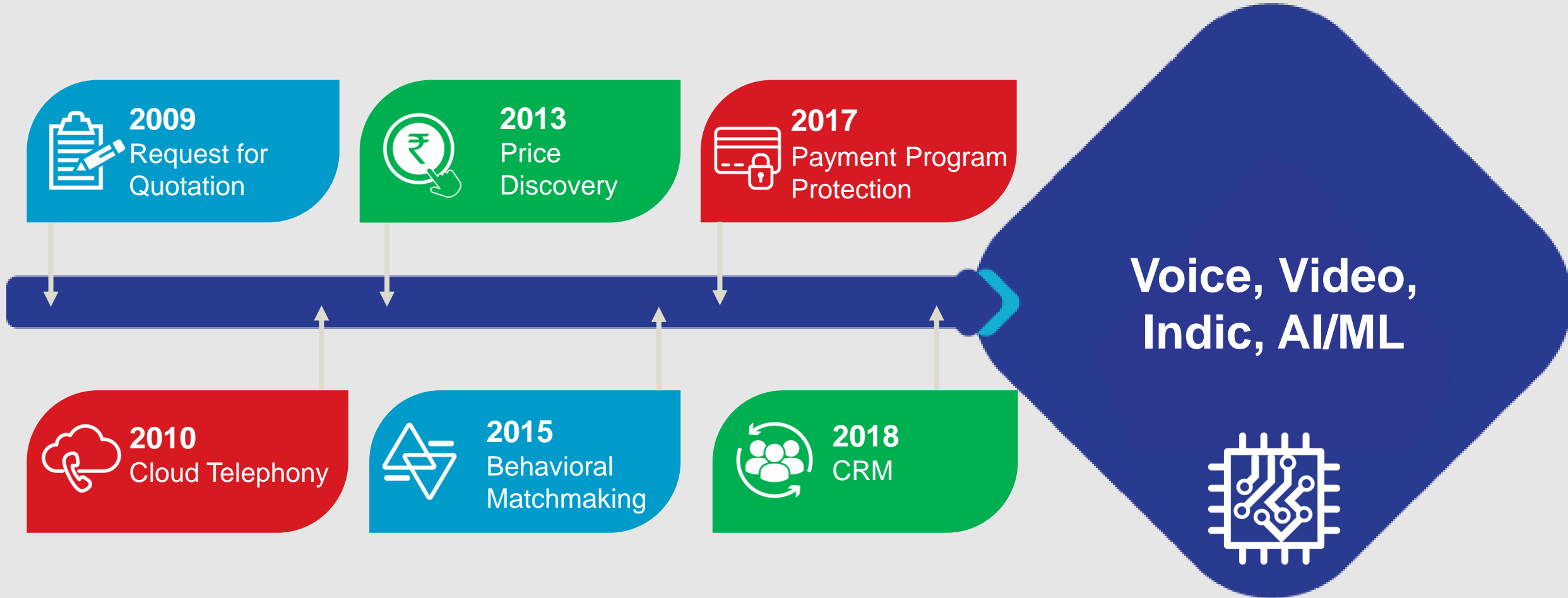
CRM Tools



Online Payment



# Constant Innovation and Technology Focus





# Cloud Telephony

Suppliers



- Map Multiple Numbers
- Missed Call notification
- Reduction in Calls from Sellers/ Tele Marketers



- Reward Supplier Responsiveness
- Ability to track call and measure ROI
- Branding benefits

Buyers



- Instant Connect
- All calls are answered
- Call Back from Suppliers in case of Missed Calls



# Key Competitive Strengths

## BRAND AND NETWORK EFFECT

- 100% organic search
- 55% repeat buyers
- 36% suppliers are buyers

## EFFICIENCY & EFFECTIVENESS THROUGH SUPPLIER BEHAVIORAL DATA

- RFQ Selection
- Call Responsiveness
- CRM Replies and callbacks

## DETAILED CATALOGUE WITH PRICING

- 68 Mn Listed products
- Product Specifications
- Pricing
- Photos and Videos

## PRESENCE IN A HIGHLY FRAGMENTED MARKET

- 6.1 Mn supplier storefronts
- Widespread reach
- Large sales and service force



# Business Operational Performance

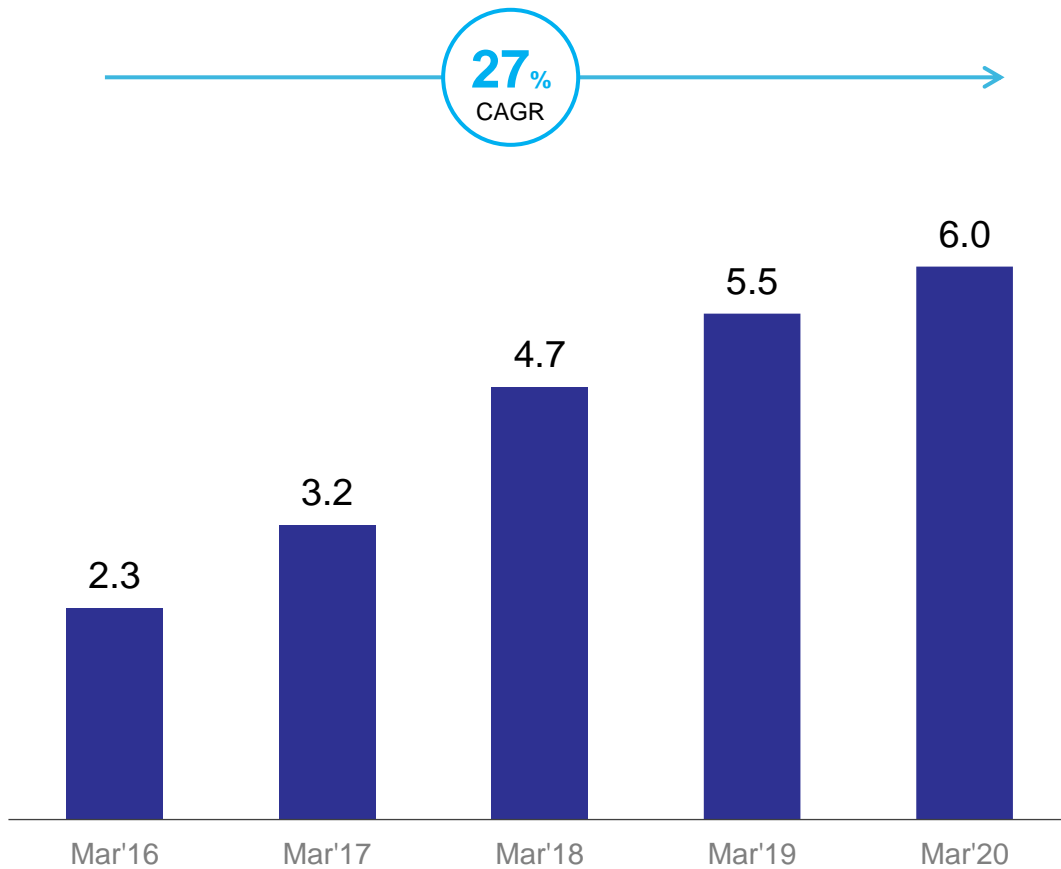
Chaff Cutter



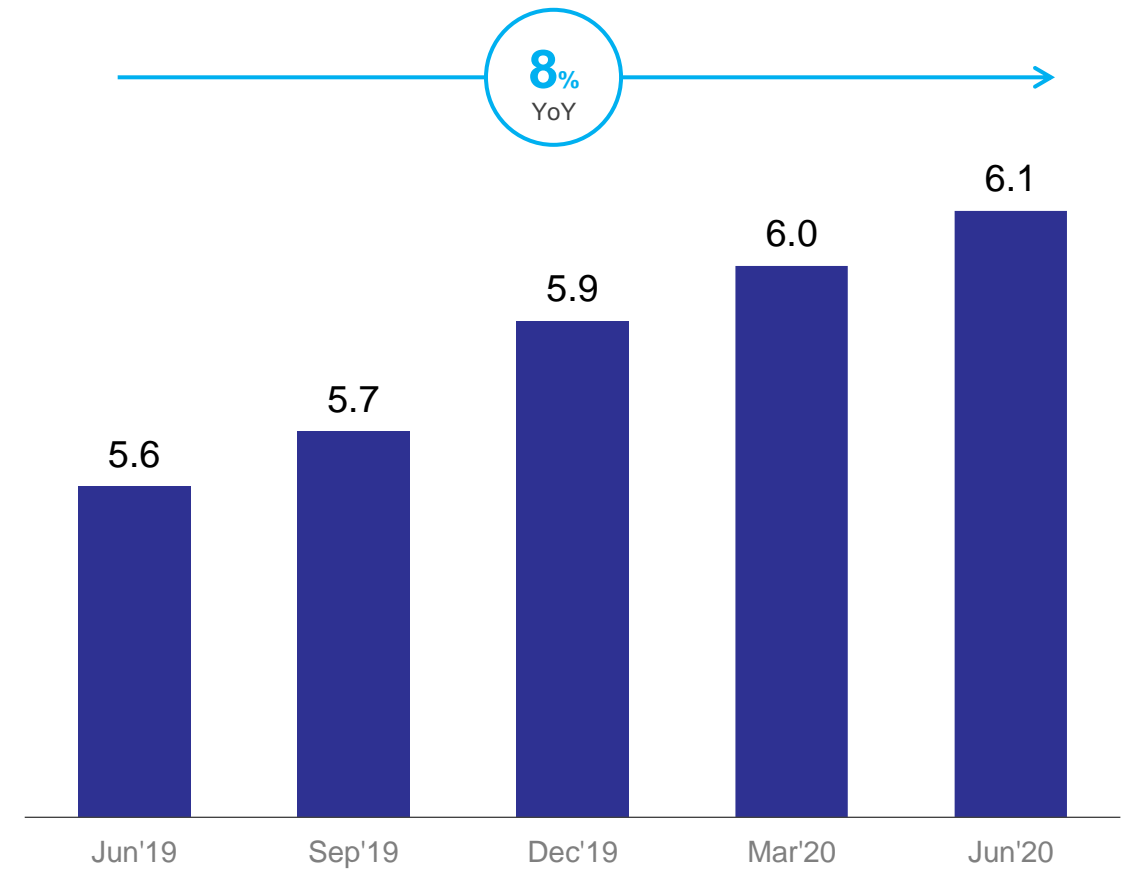
# Indian Supplier Storefronts

(Figures in Millions)

## Yearly trends



## Quarterly trends

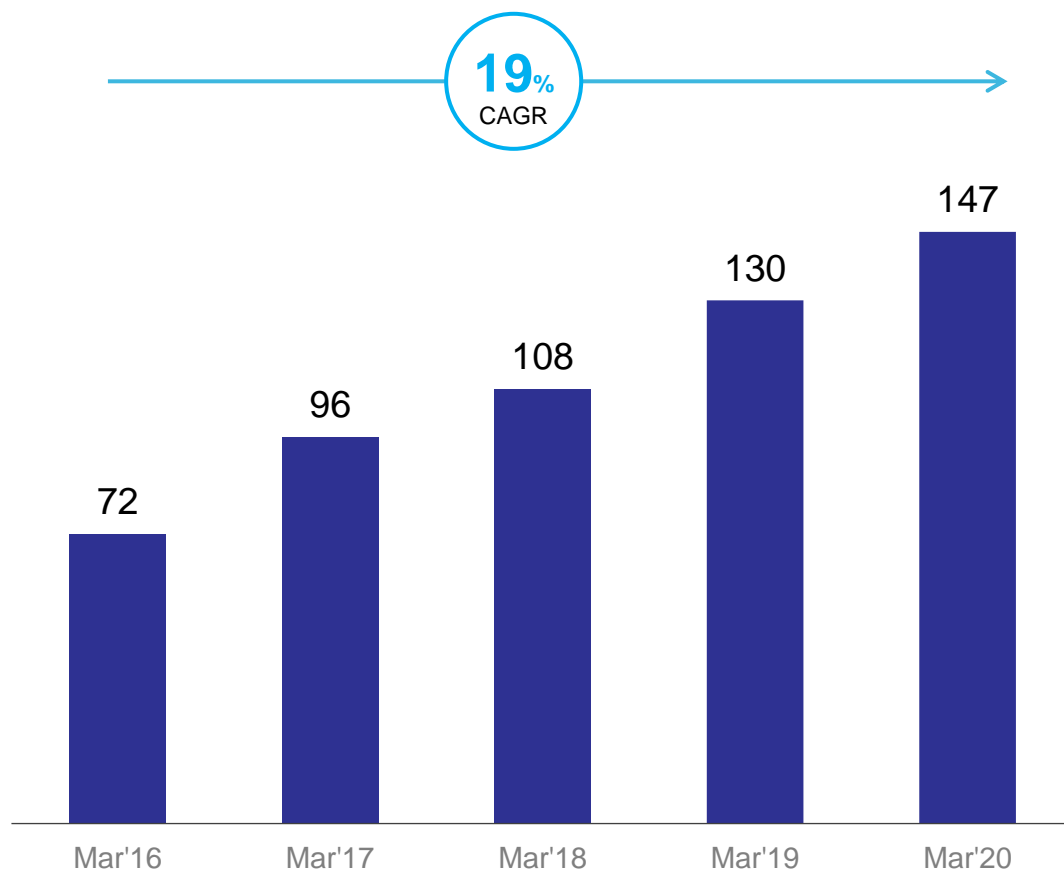




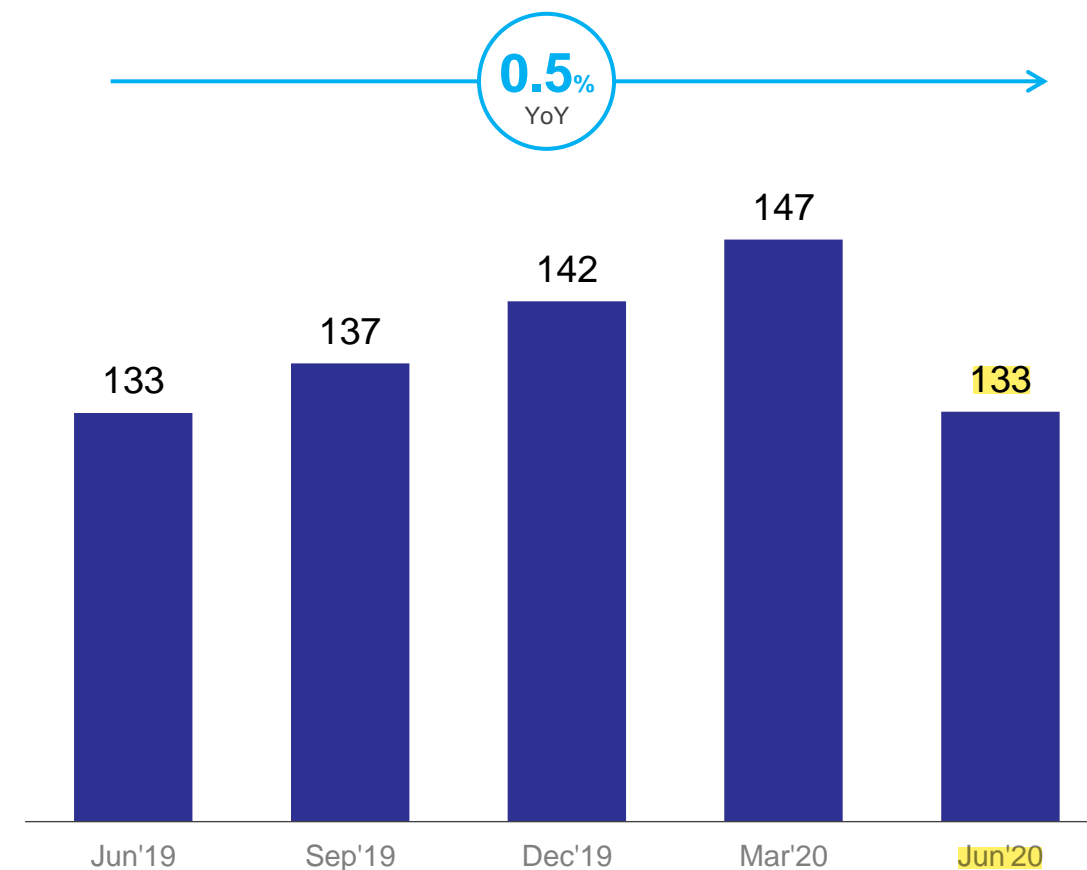
# Paying Subscription Suppliers

(Figures in Thousands)

## Yearly trends



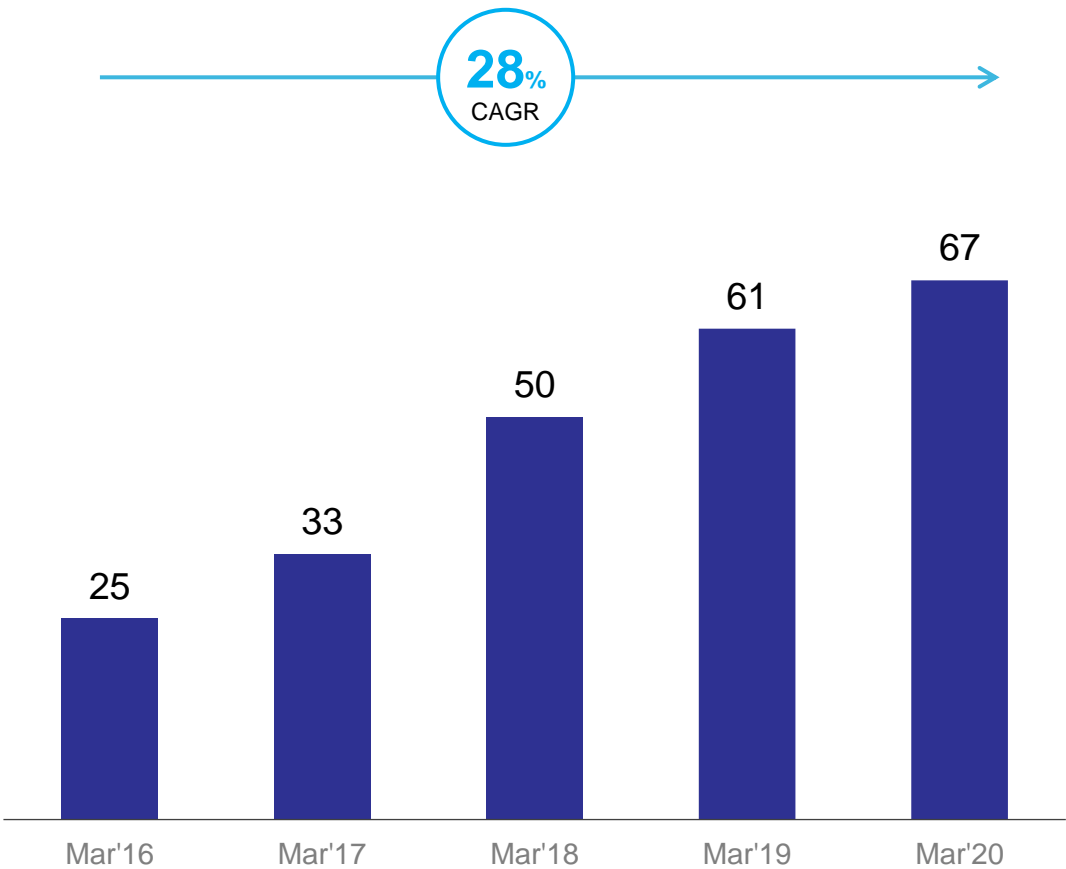
## Quarterly trends



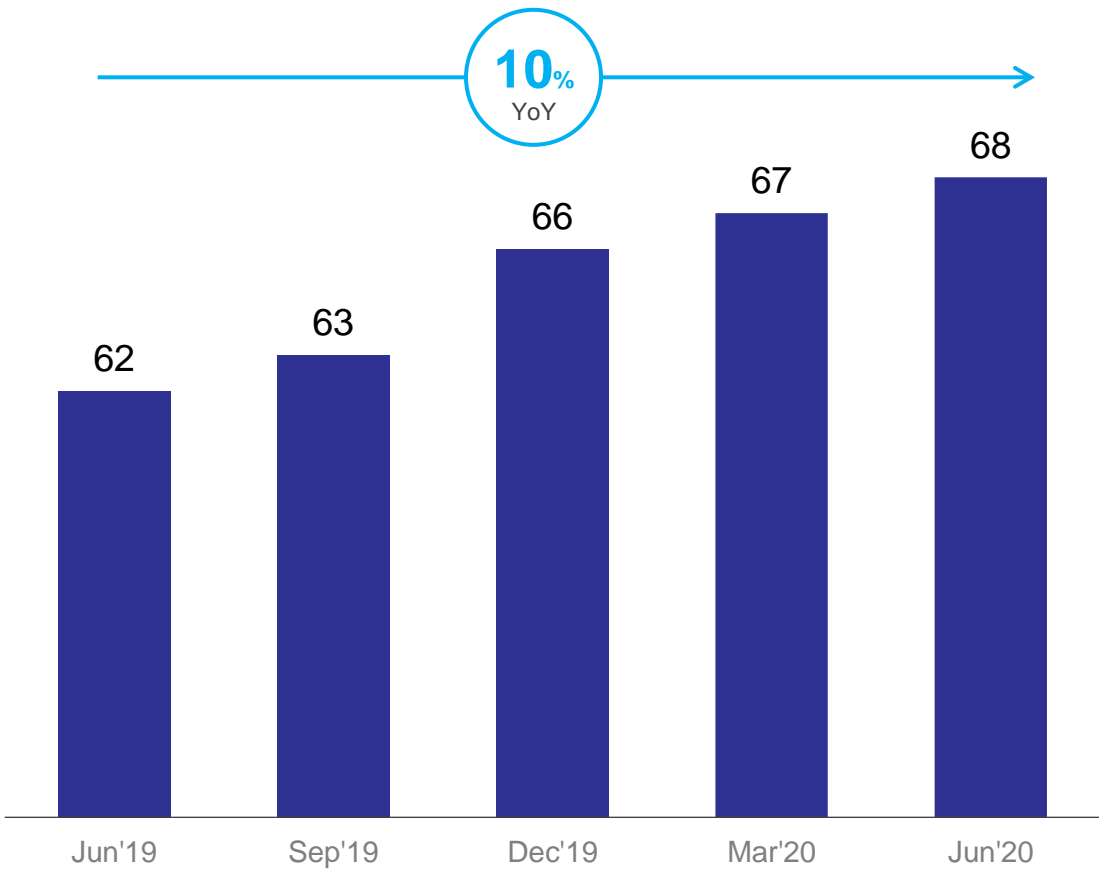
# Live Products Listing

(Figures in Millions)

Yearly trends



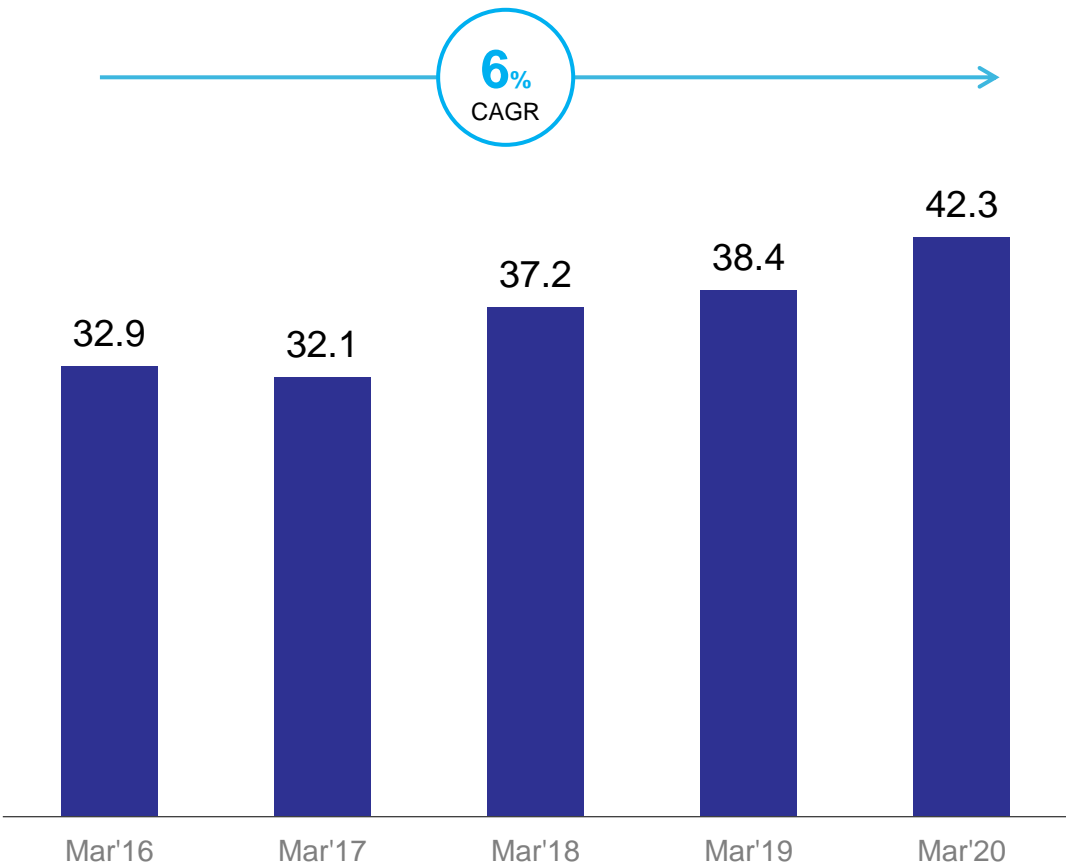
Quarterly trends



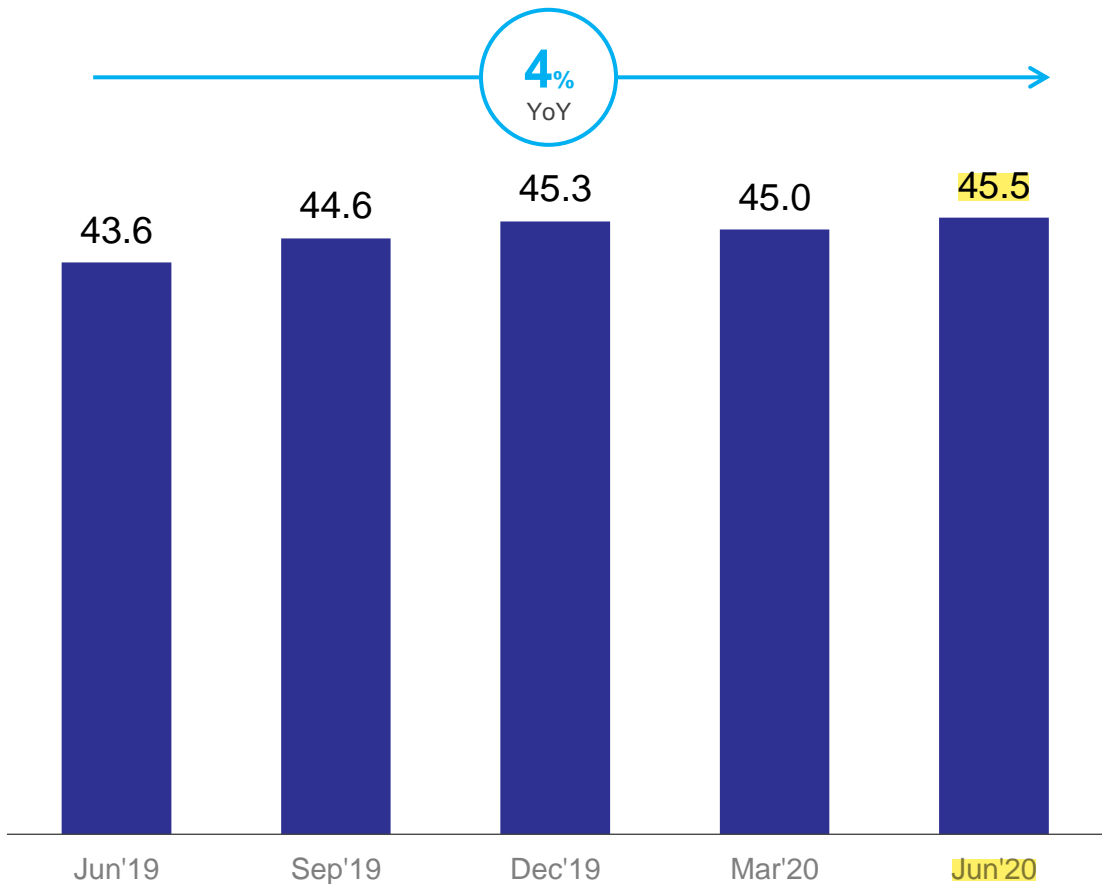
# Annualised Revenue Per Paying Subscriber

(Figures in Rupees Thousands)

## Yearly trends



## Quarterly trends



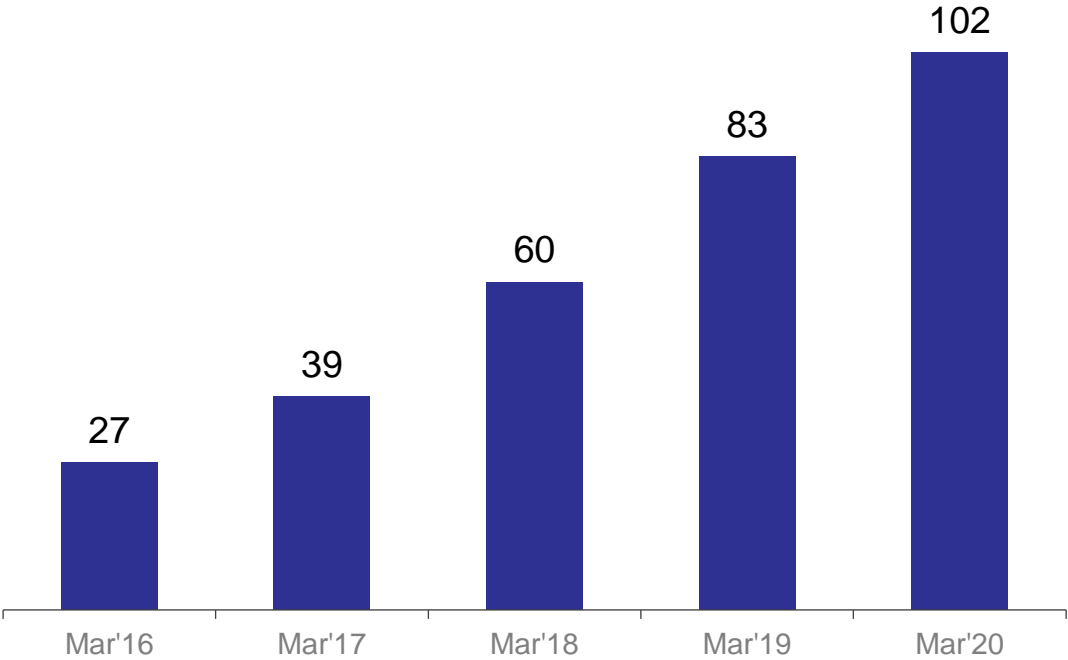
Represents Revenue from operations for the period divided by Paying subscription suppliers at period end  
For the purposes of Quarter, the same has been multiplied by 4 to represent annualized runrate



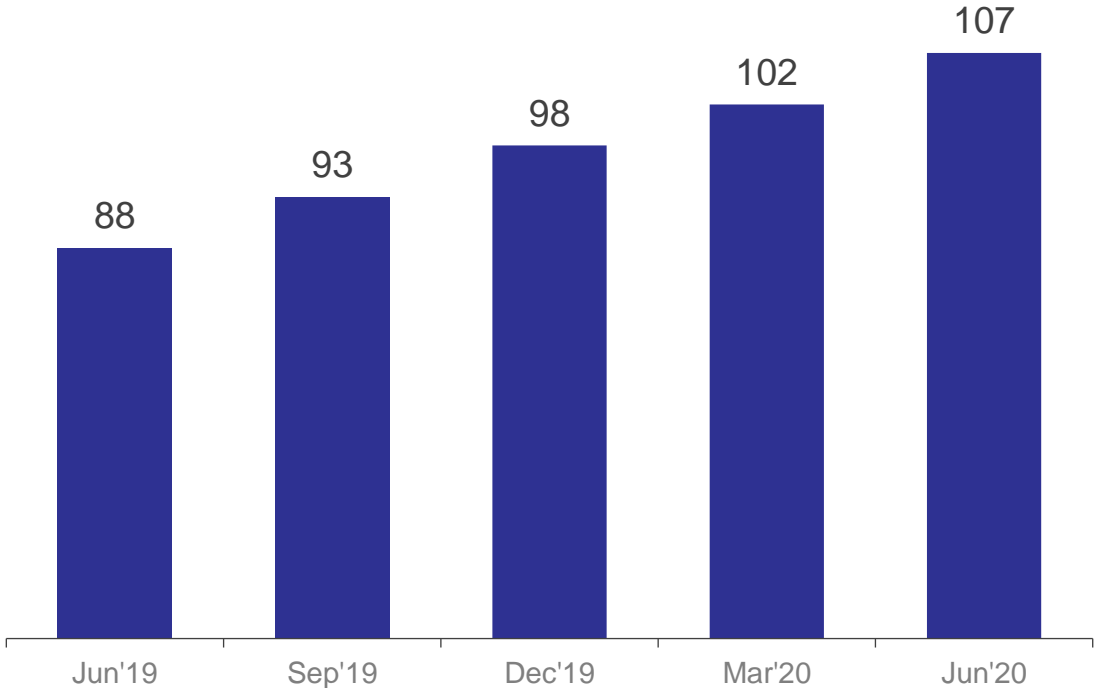
# Registered Buyers

(Figures in Millions)

Yearly trends



Quarterly trends

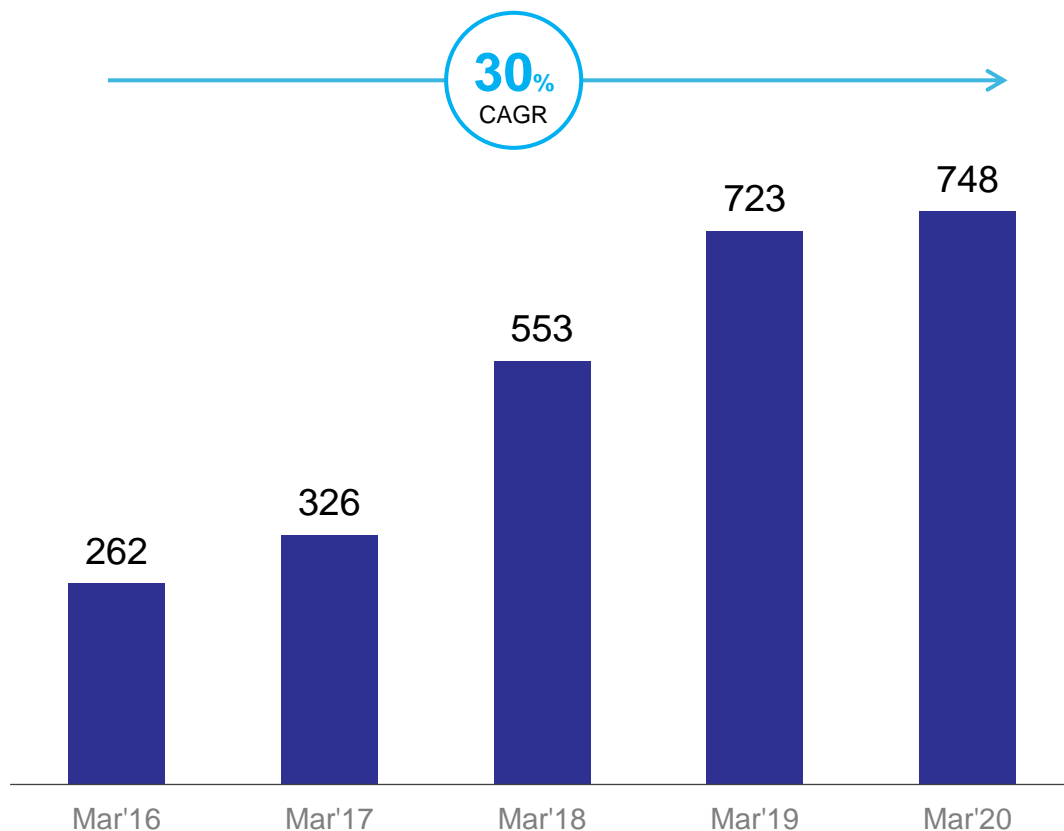




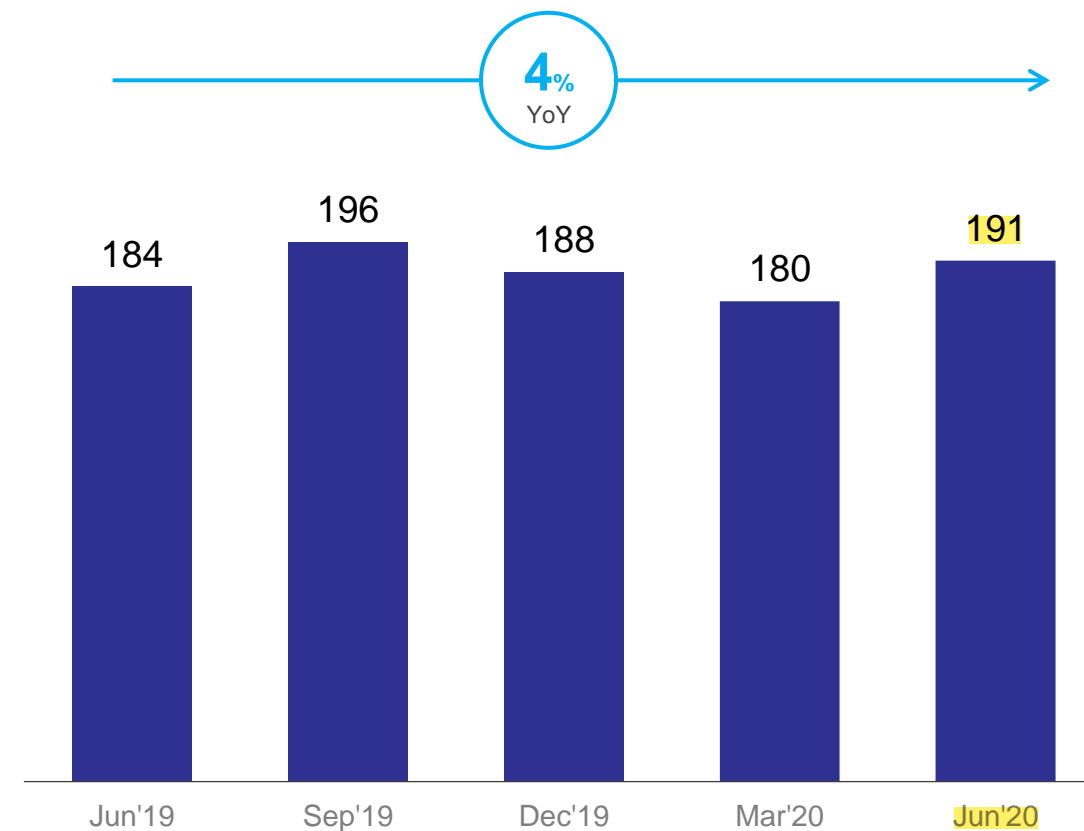
# Traffic\*

(Figures in Millions)

## Yearly trends



## Quarterly trends



**~82% of traffic is through mobile**

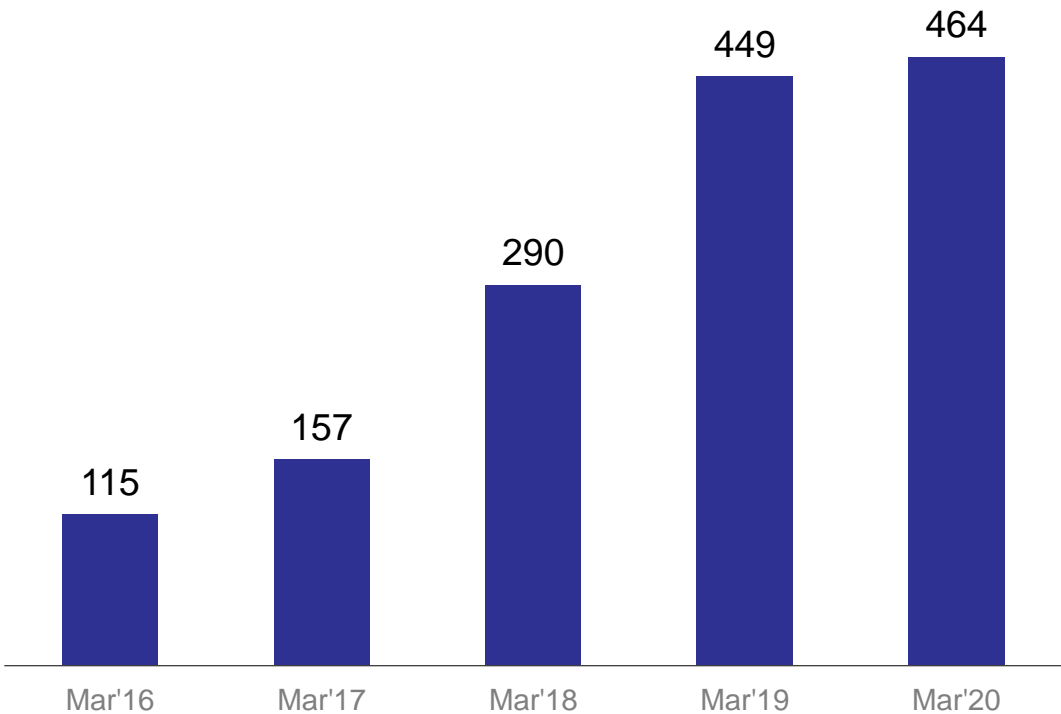


\*Traffic is defined as the number of visits done on the desktop website, mobile website and mobile application of the company

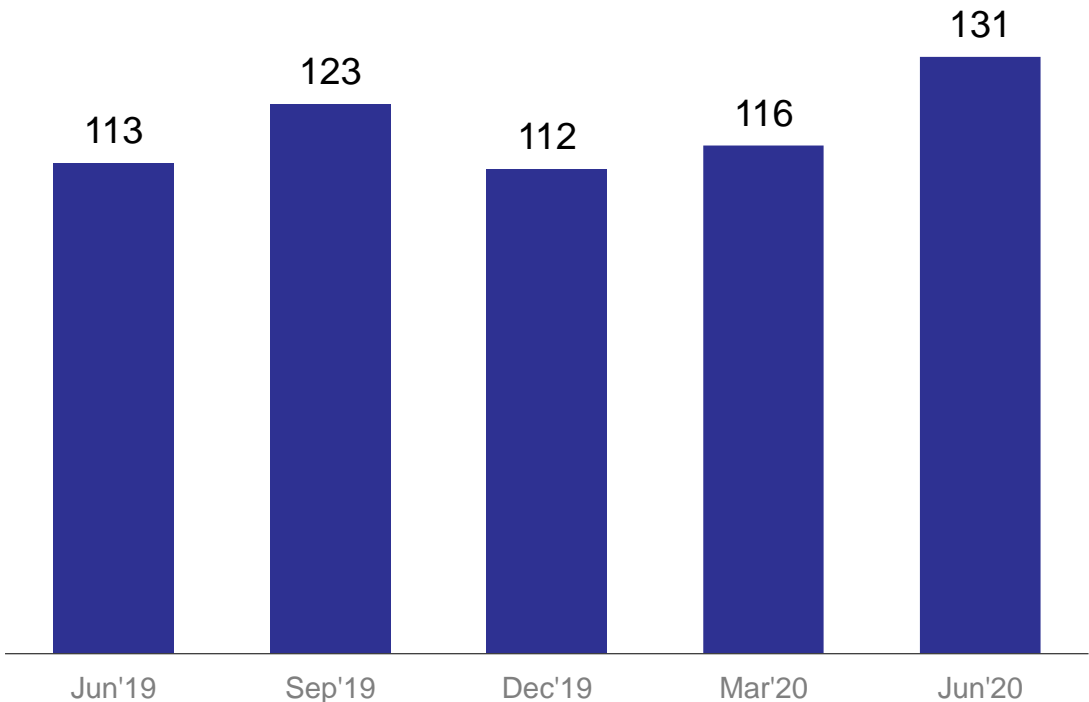
# Business Enquiries Delivered

(Figures in Millions)

Yearly trends



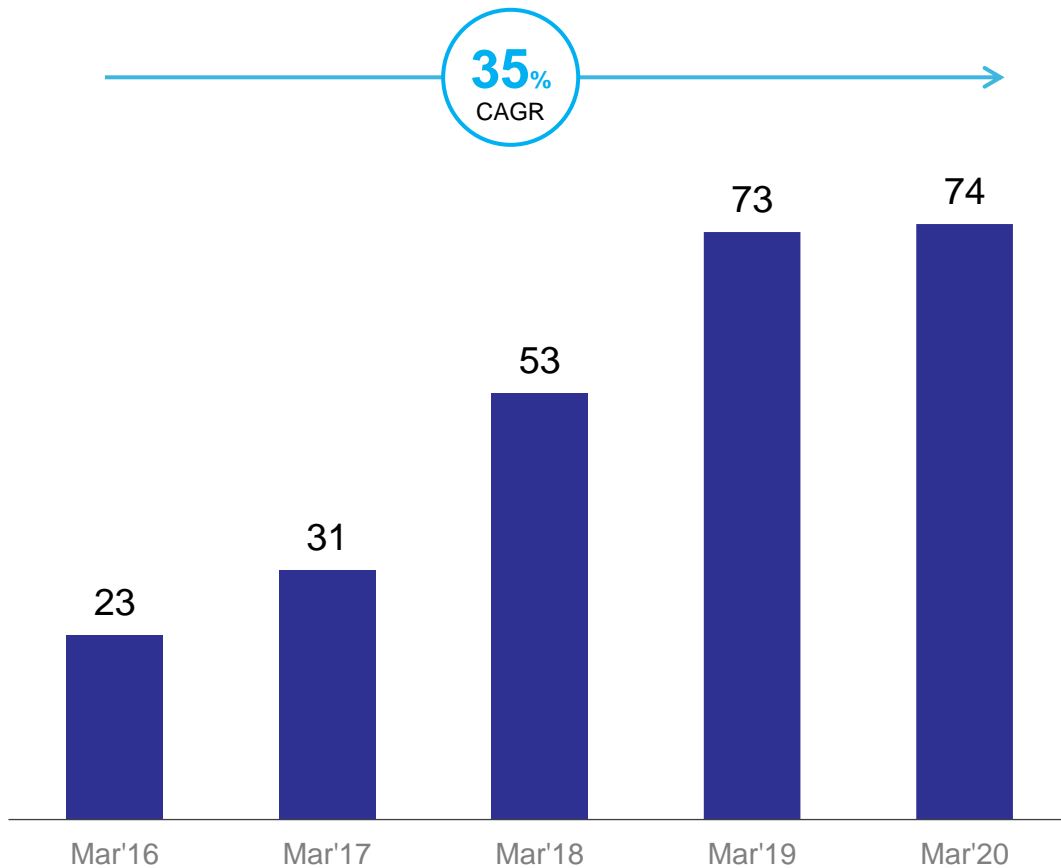
Quarterly trends



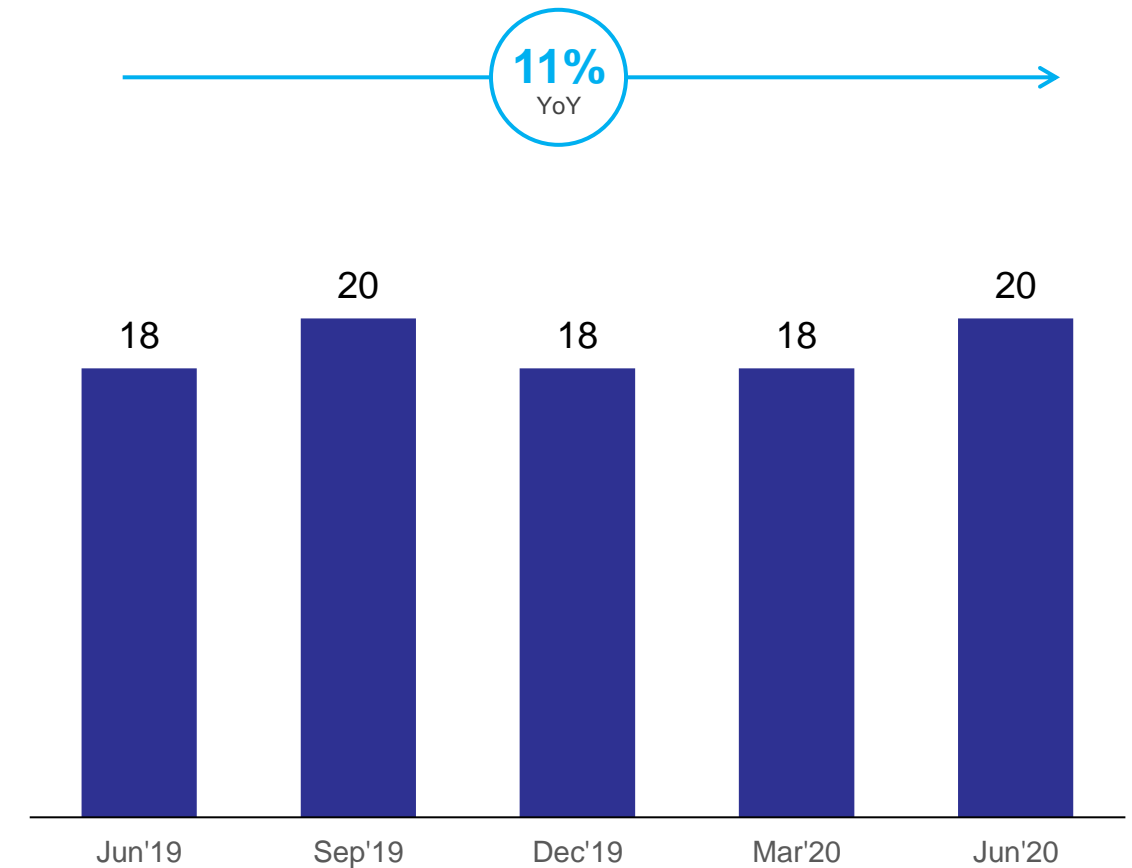
# Unique Business Enquiries\*

(Figures in Millions)

## Yearly trends



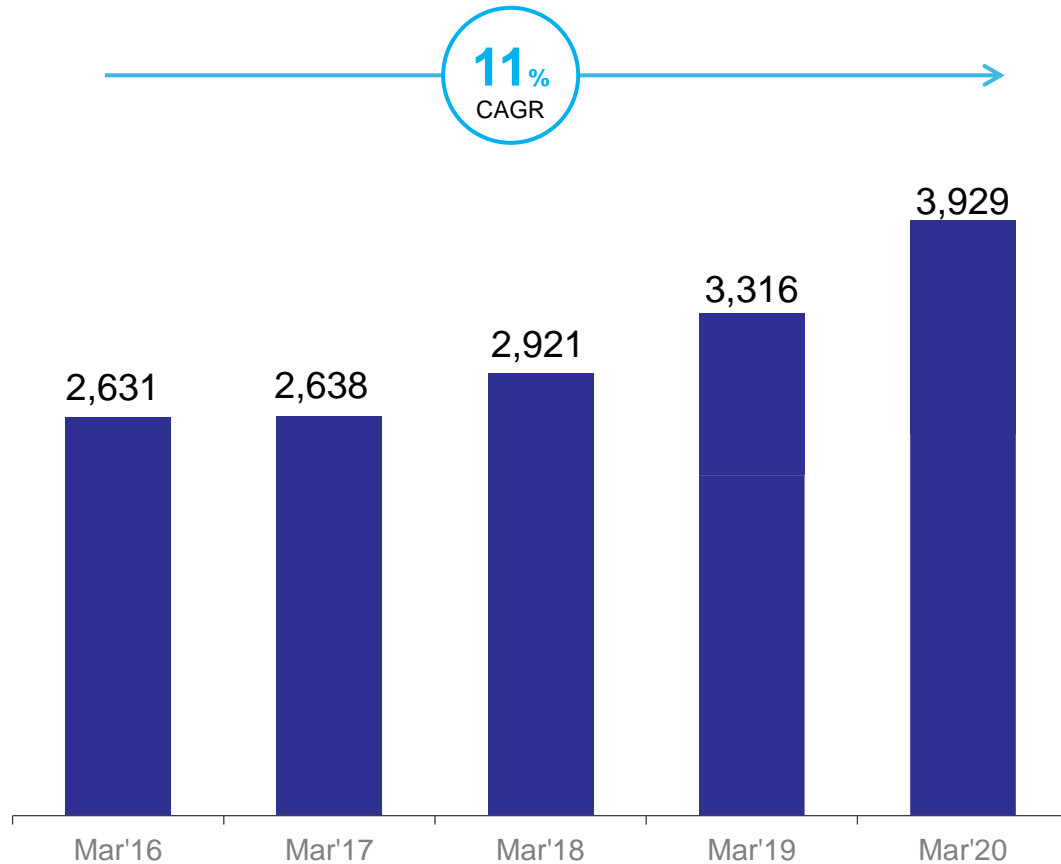
## Quarterly trends



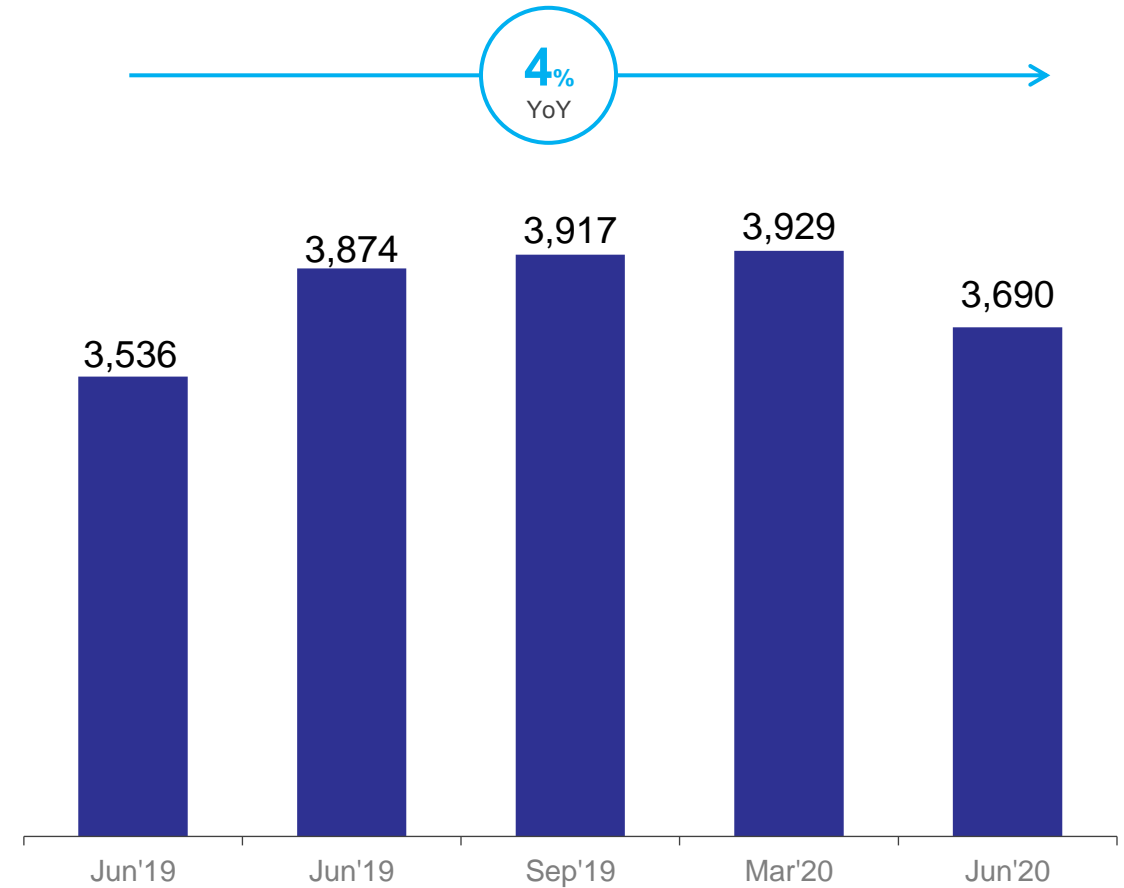
\* We consider a buyer posting an enquiry at least once as one unique buyer for that day. If the same buyer post another enquiry on a different day, he is considered as another different unique buyer. Sum of all such unique quarterly and yearly buyers is mentioned in the Quarterly and Yearly trends, respectively

# Total Sales and Service Representatives\*

Yearly trends



Quarterly trends



\*Includes outsourced and Onroll Sales & Service Representative

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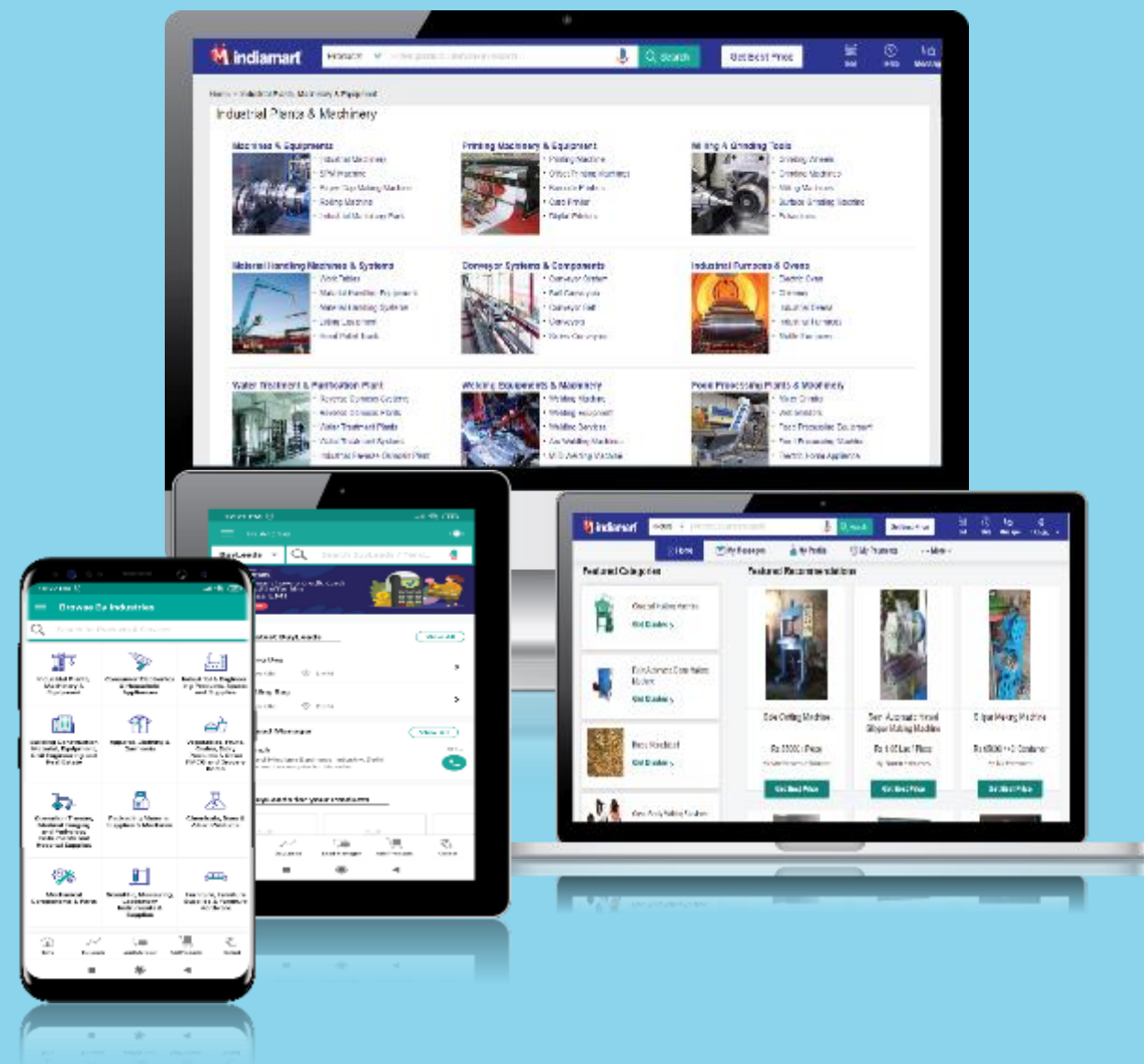




# Product Overview



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# Buyer Journey

Search

Post Requirement

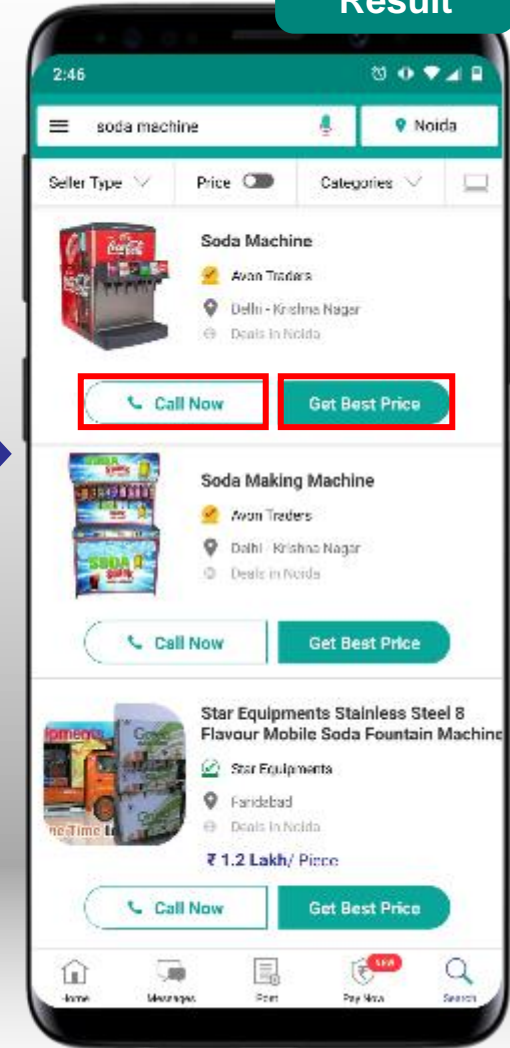
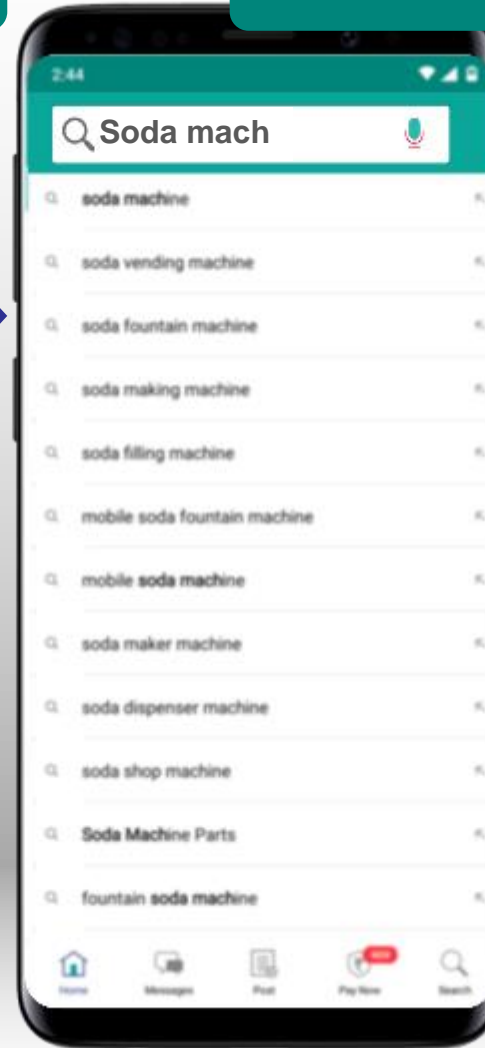
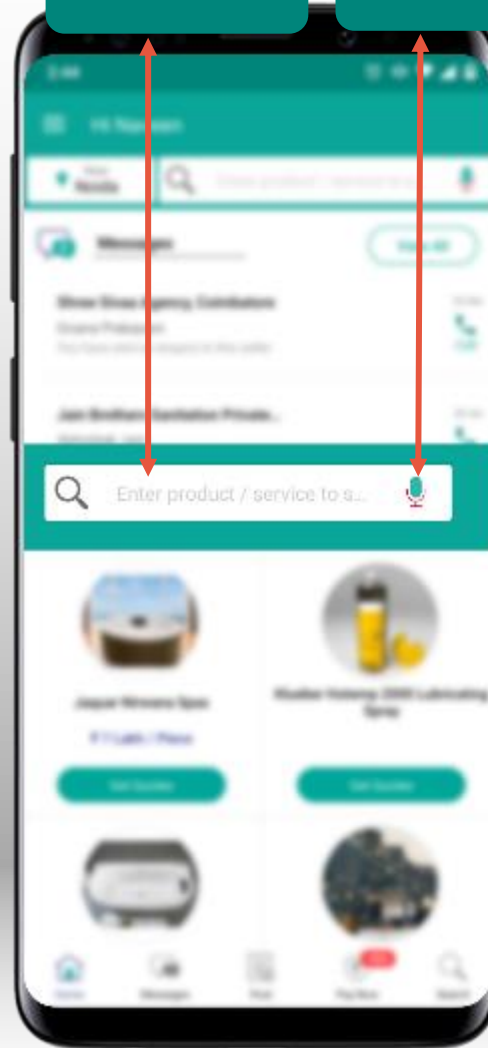
Product & Company  
Details

Text Search

Voice Search

Autosuggest

Search  
Result

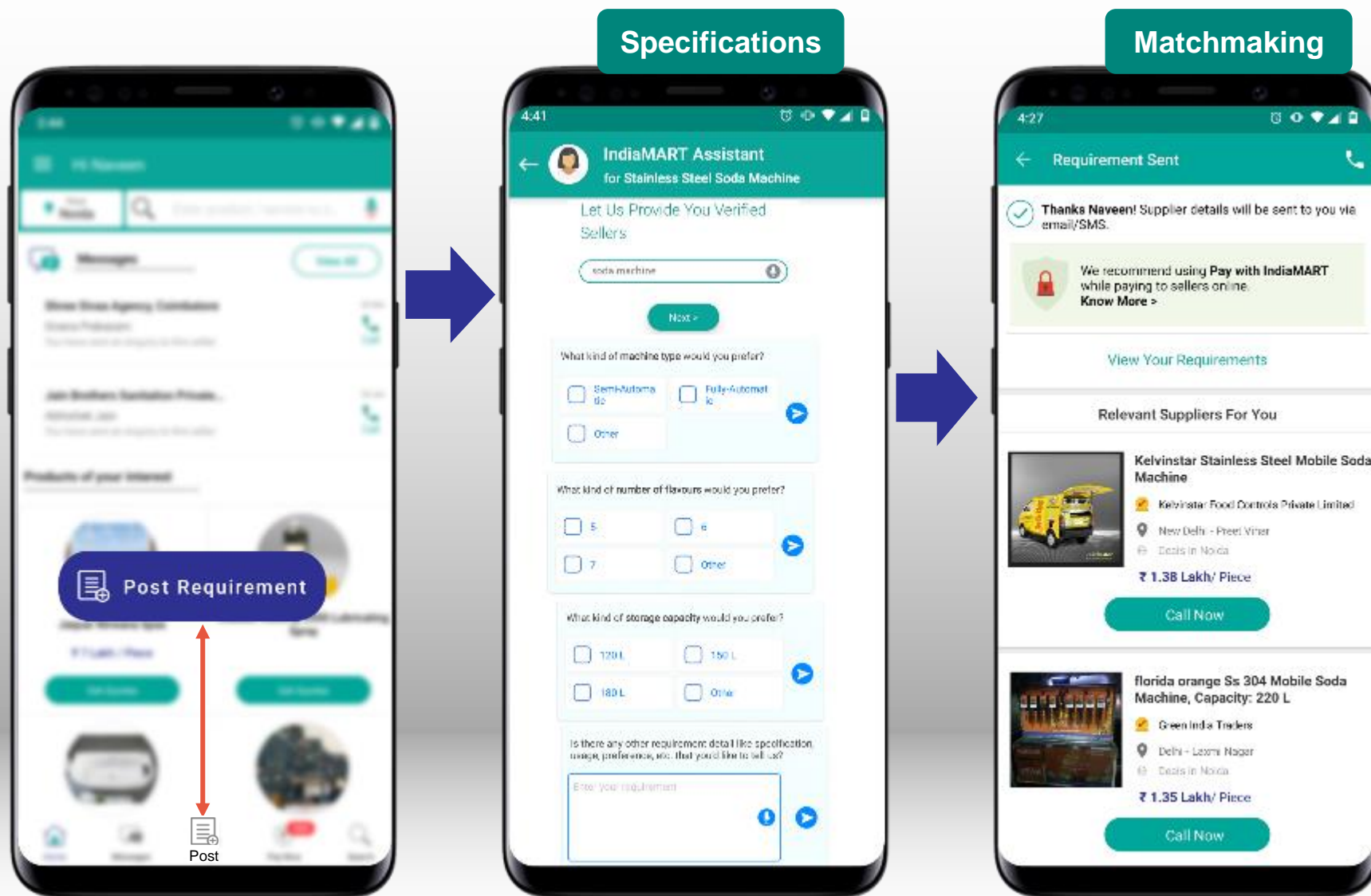


# Buyer Journey

Search

Post Requirement

Product & Company  
Details

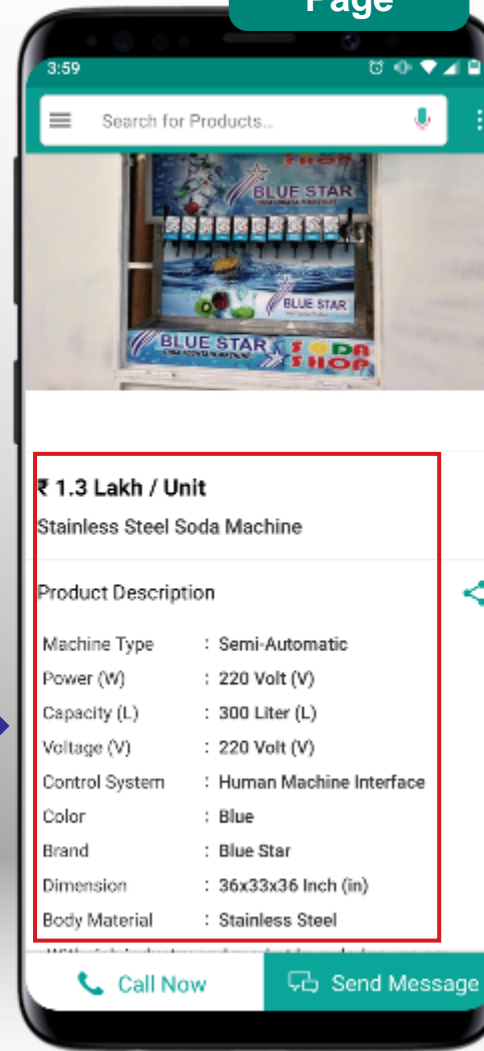
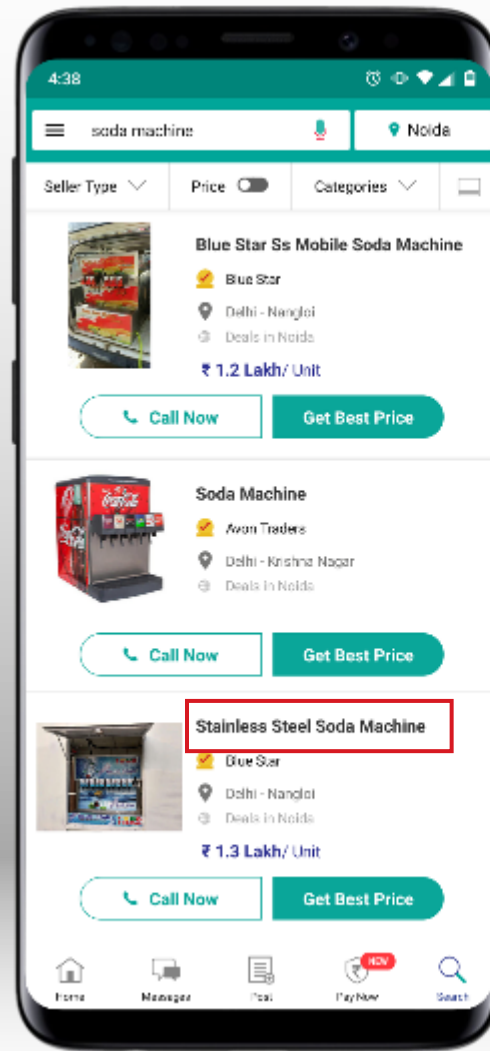


# Buyer Journey

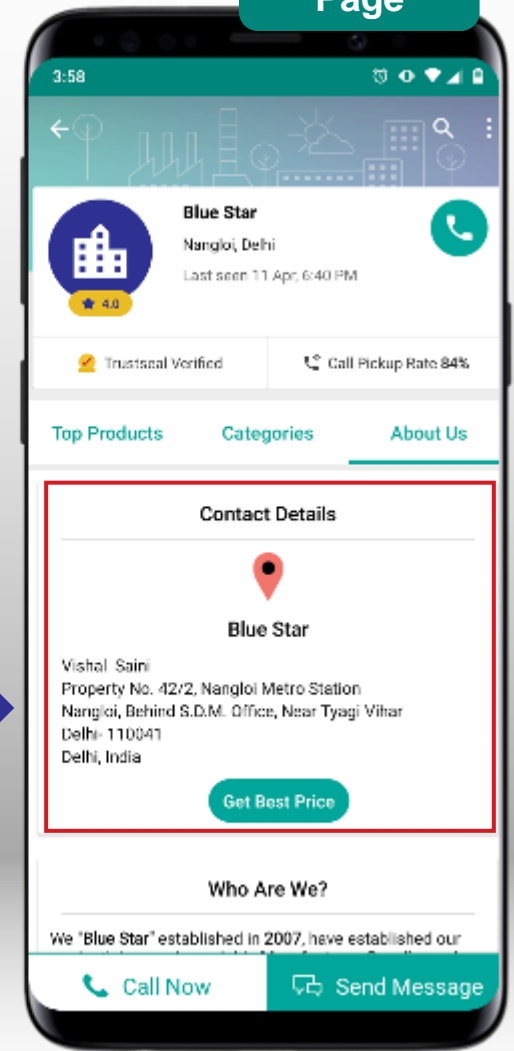
Search

Post Requirement

Product & Company  
Details



Product  
Page



Company  
Page





# Seller Journey

Content Management

BuyLeads

Lead Manager

Pay With IndiaMART

Add/Edit products from here

The screenshot shows the IndiaMART seller interface for adding or editing a product. The header includes the IndiaMART logo, a search bar, and navigation links for Sell, Help, and Messages. The main content area is titled "Biodegradable Plastic Bag" and has two tabs: "Basic Details" (active) and "Specification/Additional Details".

**Basic Details Section:**

- Product/Service Name:** Biodegradable Plastic Bag
- Price:** ₹ [input field] - per - [input field] Ex - Pair, Piece etc
- Product/Service Description:** [Rich text editor with formatting options like Bold, Italic, Bulleted List, Numbered List, Link, Unlink, Text Color, Background Color, and Insert Image. The description area is currently empty.]
- Media Upload:** A gallery on the left shows a main image of several colorful plastic bags (blue, red, green, yellow) and a sidebar with smaller thumbnails. Below the gallery are buttons for "Add Video" and "Add PDF".
- Product Score:** A progress bar shows a score of 75 (Medium) out of 100. The scale ranges from 0 (no buyers) to 100 (more buyers).
- Basic Details Summary:** 55/80 ^
- Specifications Summary:** 20/20 ^

**Summary Table:**

Basic Details	
Name	05/05
Photo	10/10
Photo Size 500 x 500	15/15
Price (with Unit)	~/15
Description (>70 chars)	~/10
Group	10/10
Category	15/15

Specifications	
4 Specs.	05/05
5 Specs.	05/05
More than 5 Specs.	10/10

**Save and Continue →**



# Seller Journey

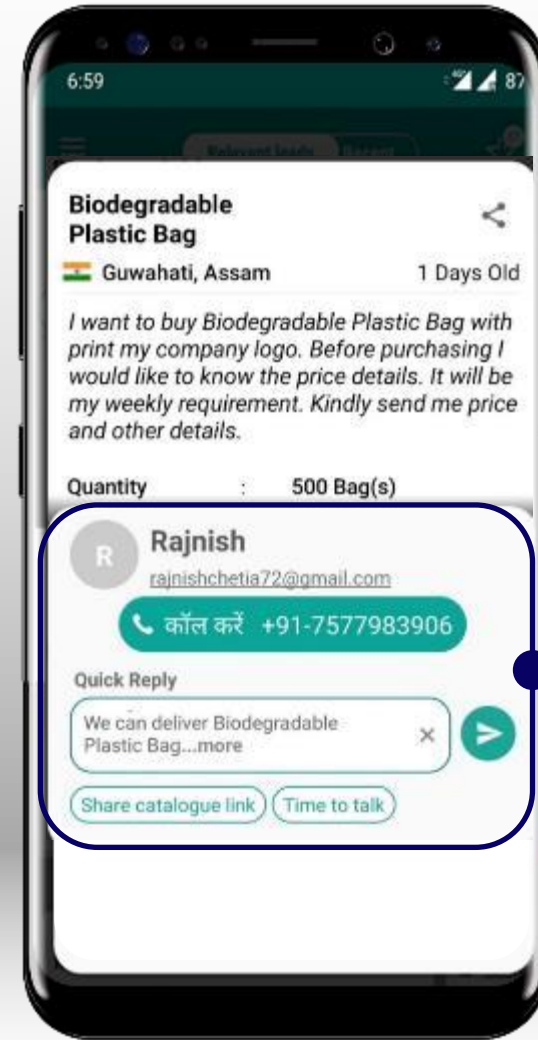
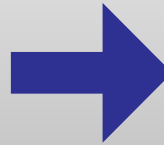
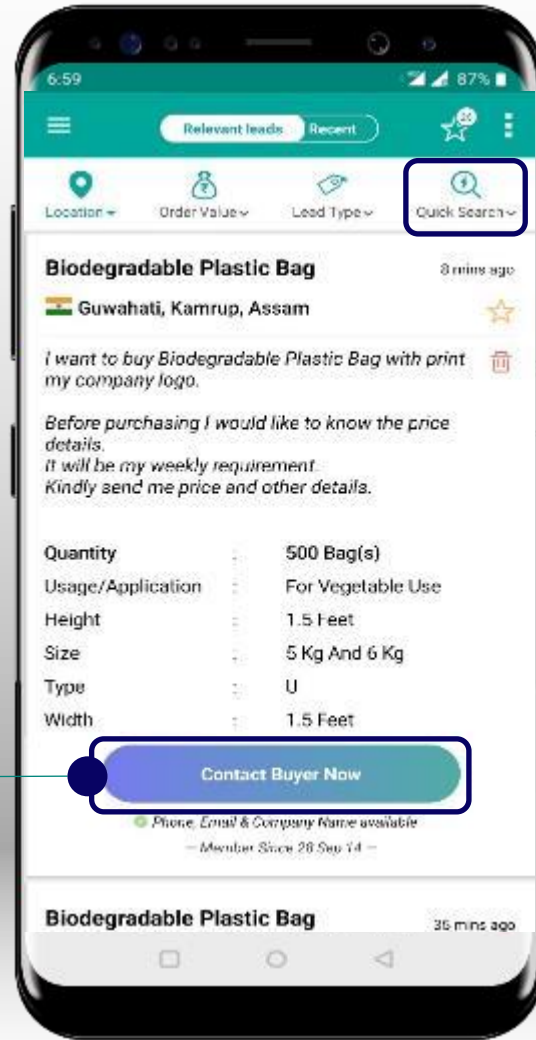
Content Management

BuyLeads

Lead Manager

Pay With IndiaMART

Click on Contact Buyer Now to select RFQ



Buyer Details Available Post BuyLead Purchase



# Seller Journey

Content Management

BuyLeads

Lead Manager

Pay With IndiaMART

Add Labels

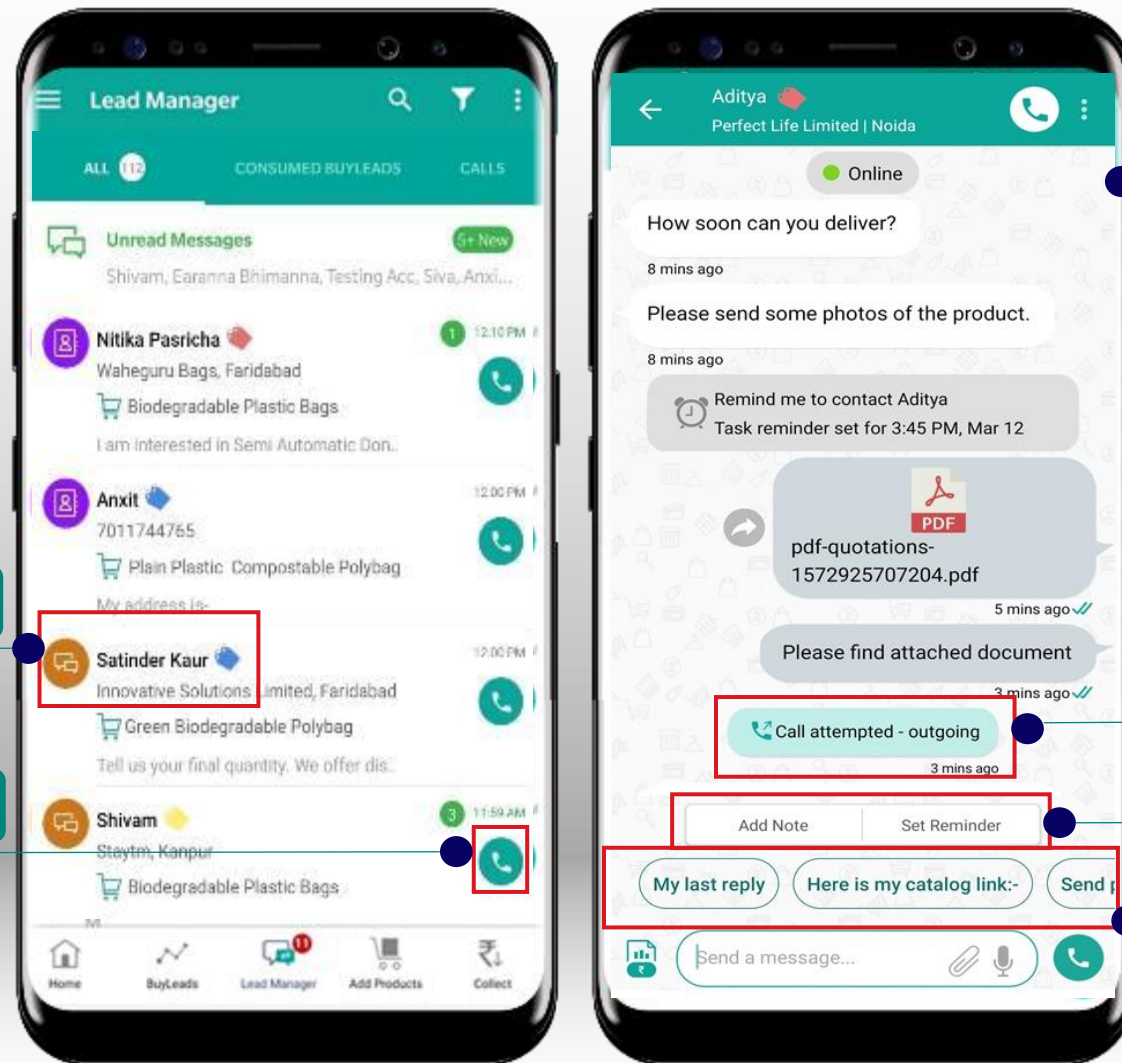
Direct Buyer Callback

Chat History

Call Alerts

Add Notes & Set Reminders

Smart Reply Suggestions



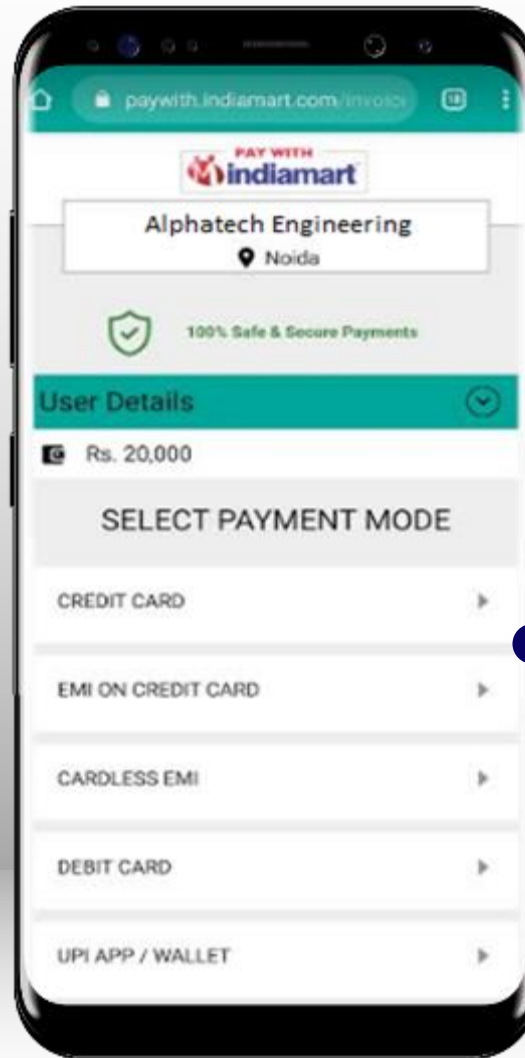
# Seller Journey

Content Management

BuyLeads

Lead Manager

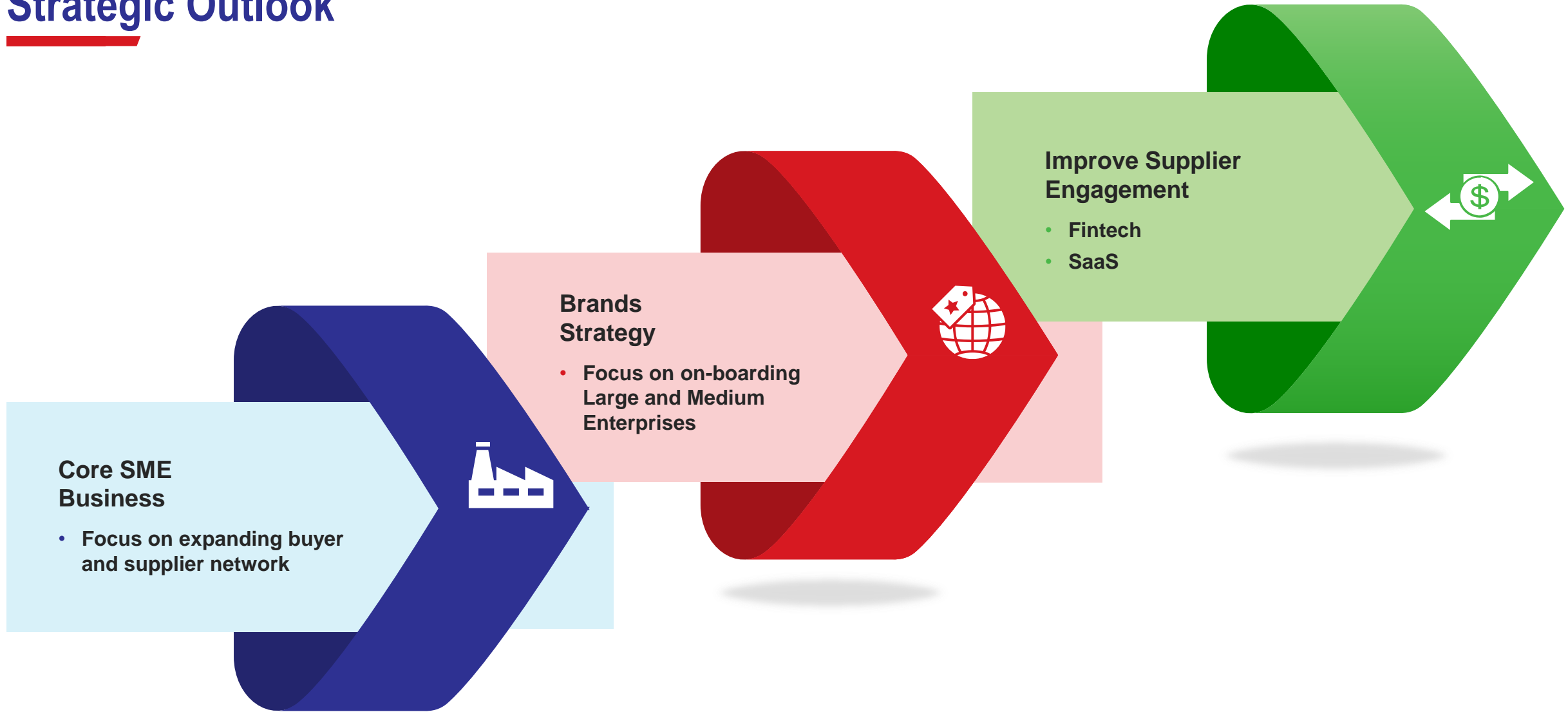
Pay With IndiaMART



Multiple options



# Strategic Outlook

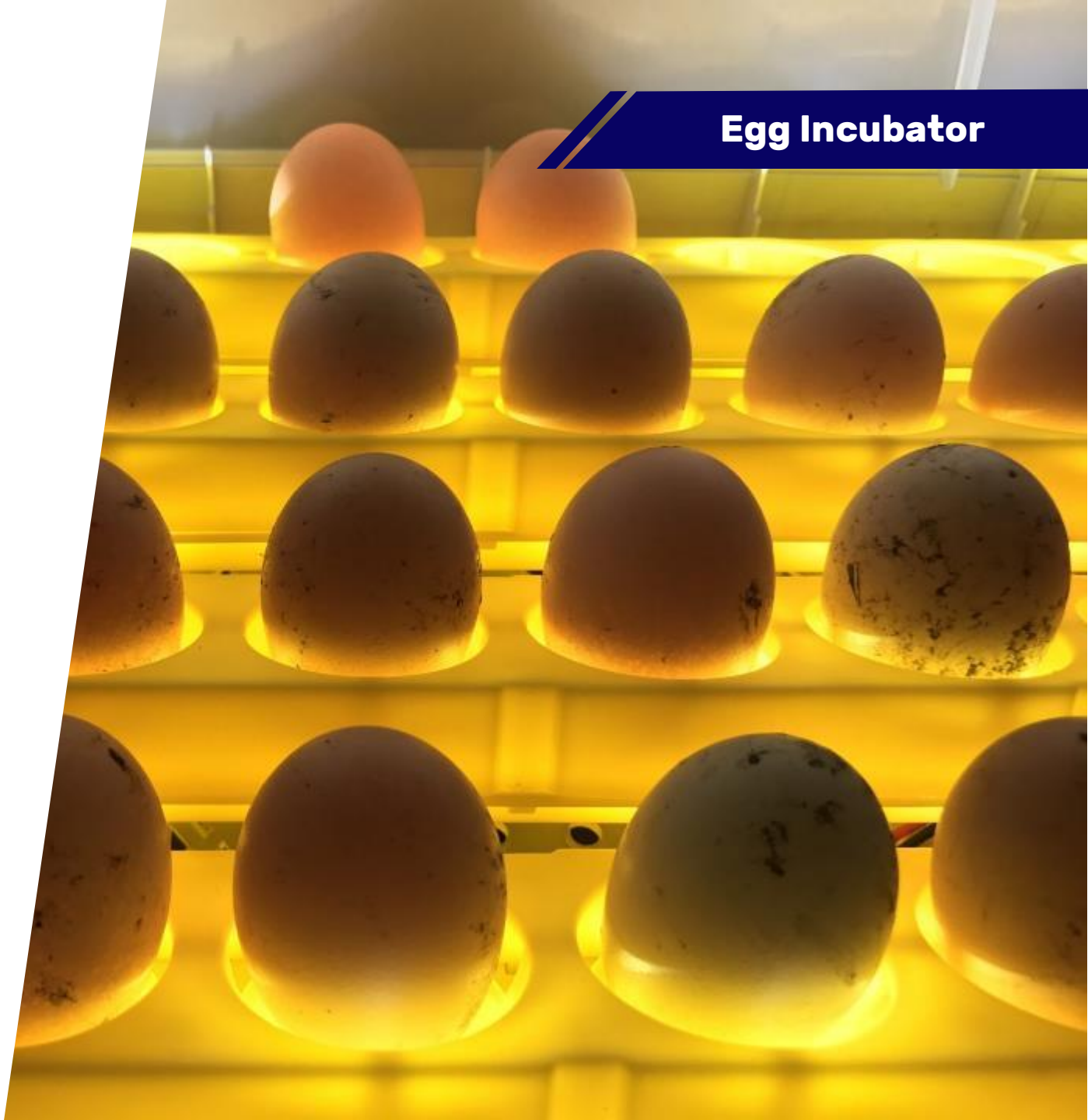




# Financial Performance

Standalone Basis

Egg Incubator

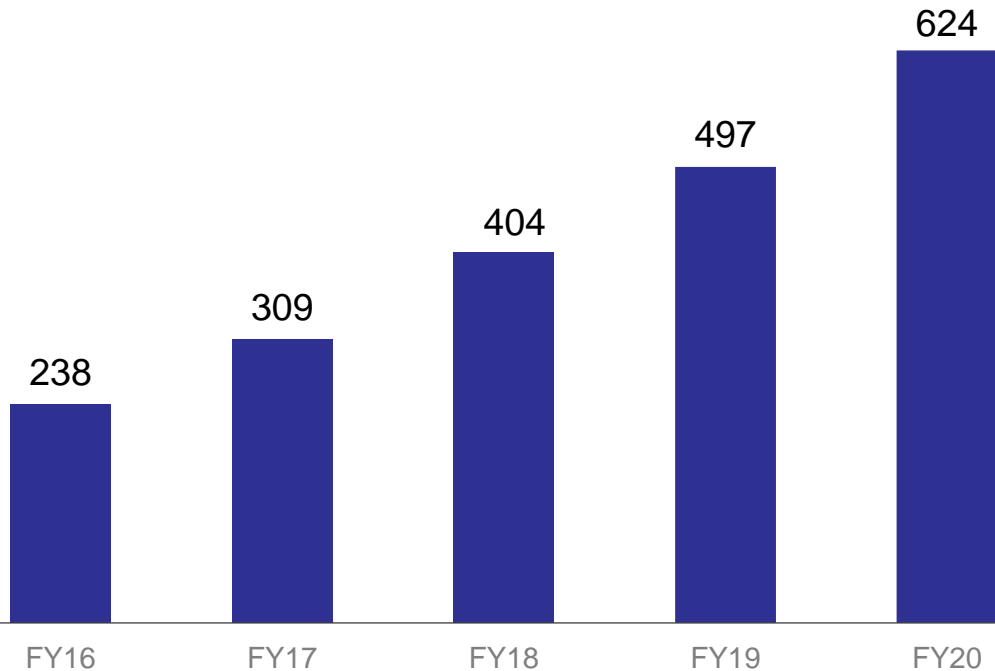


# Revenue from Operations - Standalone

(₹ in Crores)

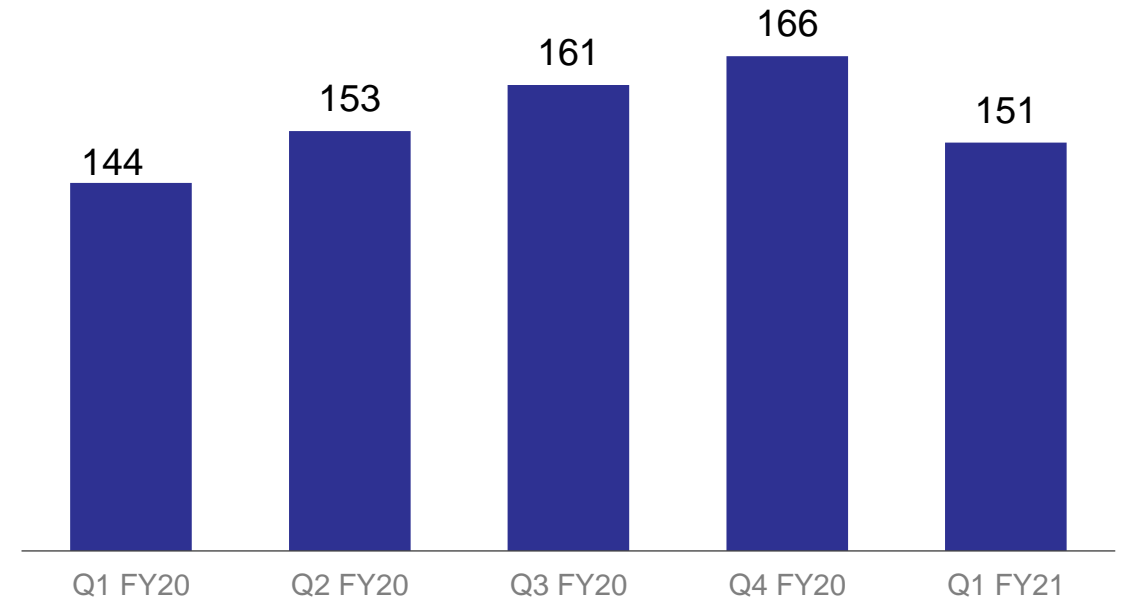
## Yearly trends

27%  
CAGR



## Quarterly trends

5%  
YoY



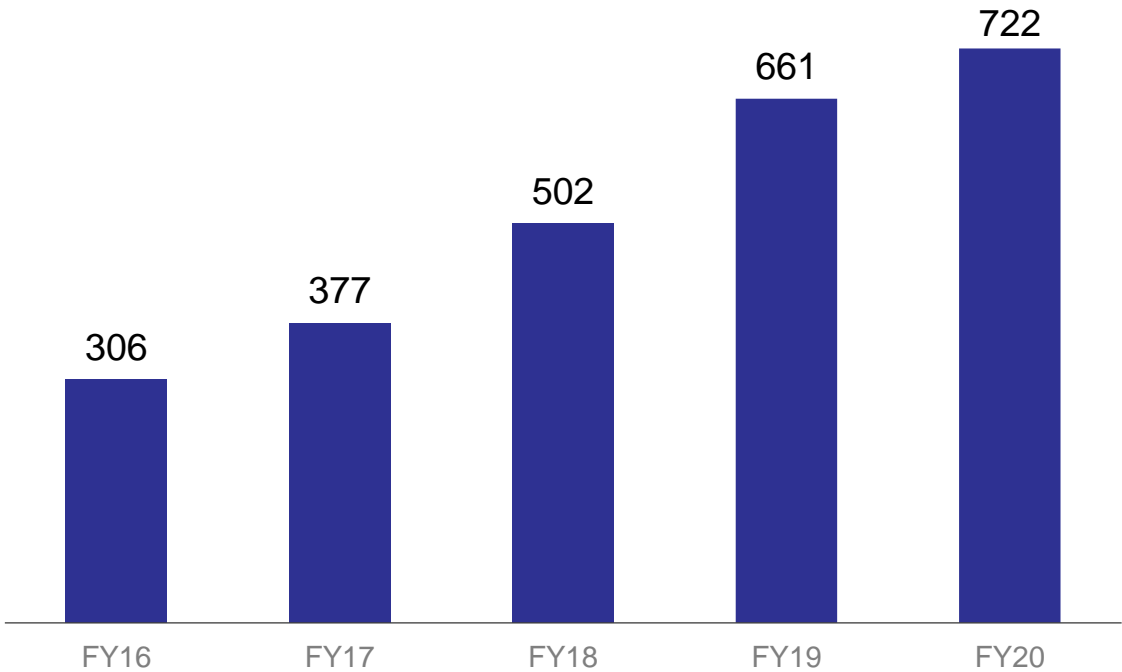
~43% of revenue contributed by top 10% of paying subscription suppliers



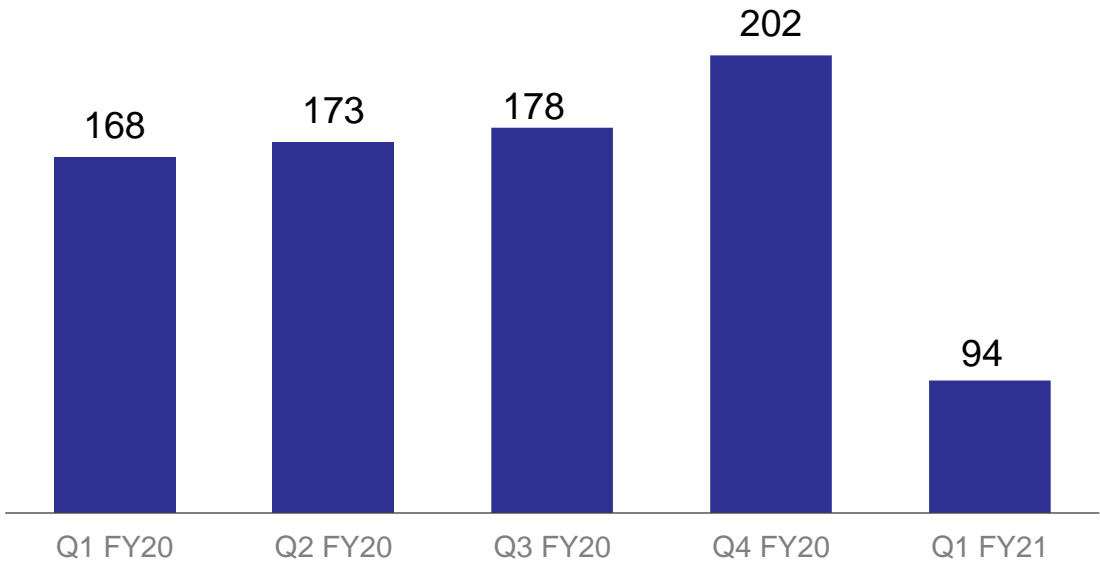
# Collections from Customer - Standalone

(₹ in Crores)

Yearly trends



Quarterly trends

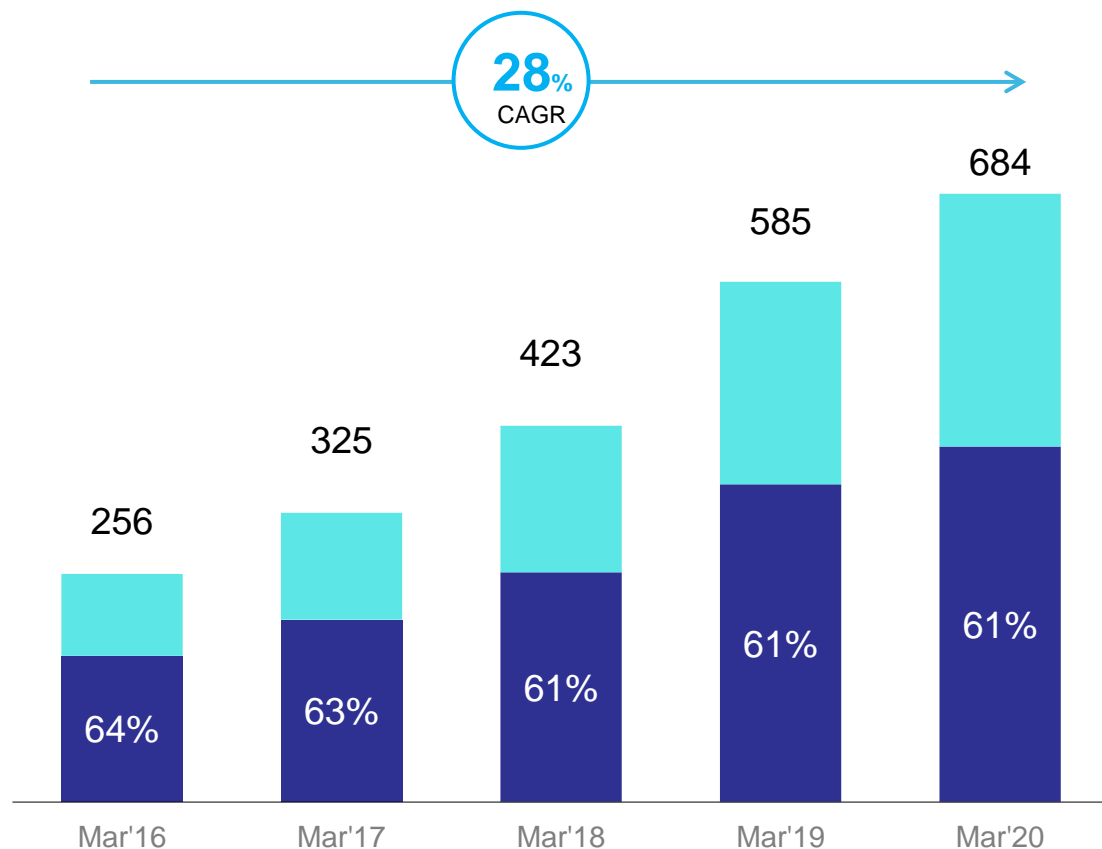


# Deferred Revenue\* - Standalone

(₹ in Crores)

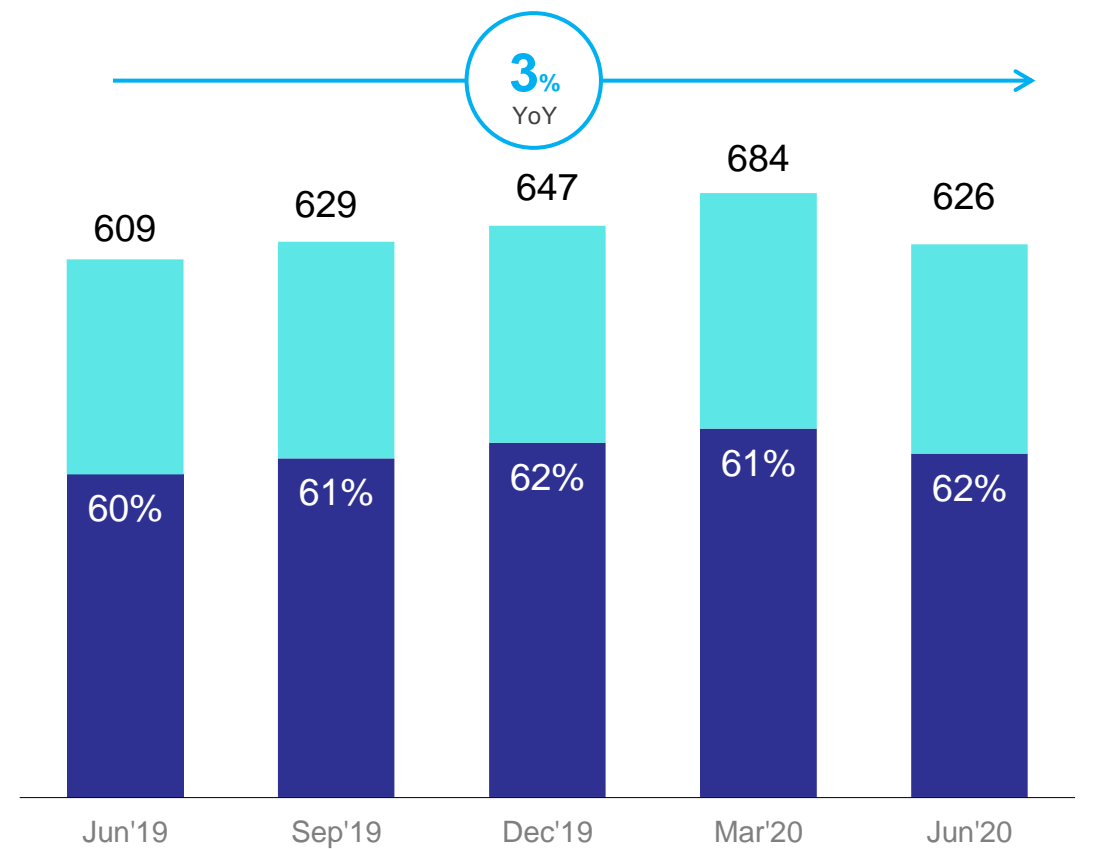
## Yearly trends

28%  
CAGR



## Quarterly trends

3%  
YoY



\* Refers to contract liabilities in the financial statements, i.e. including advances from customers

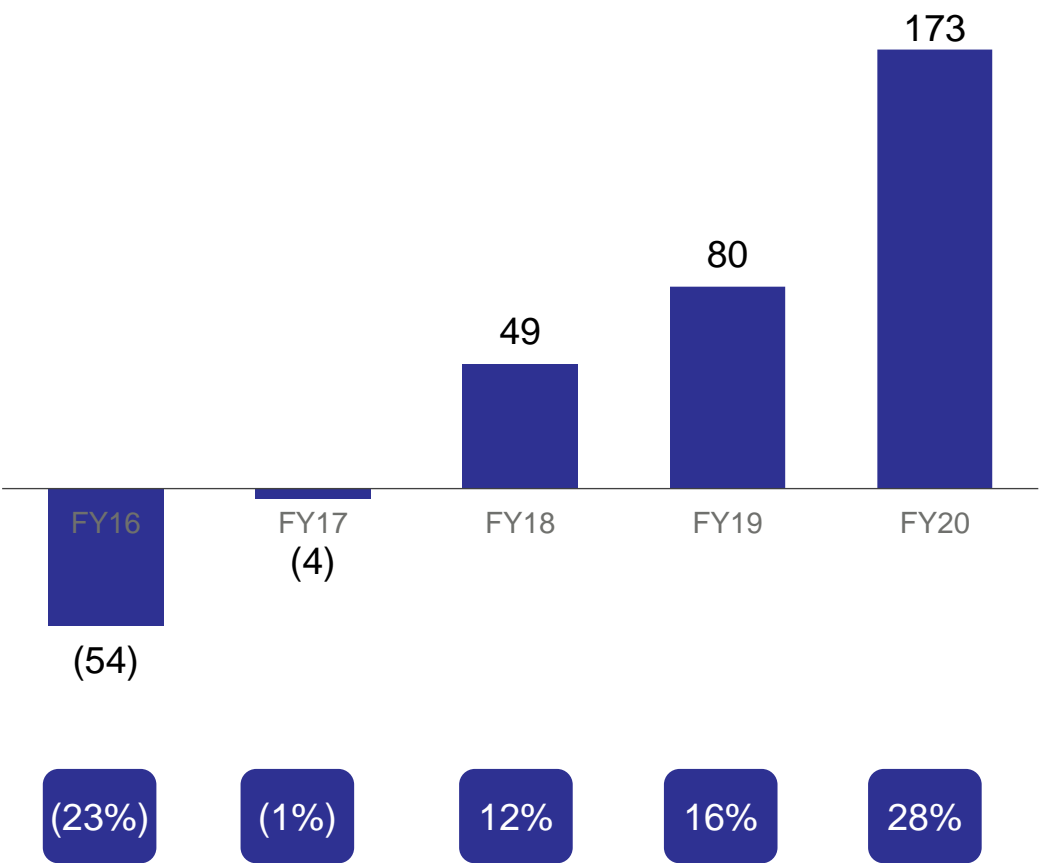
Current



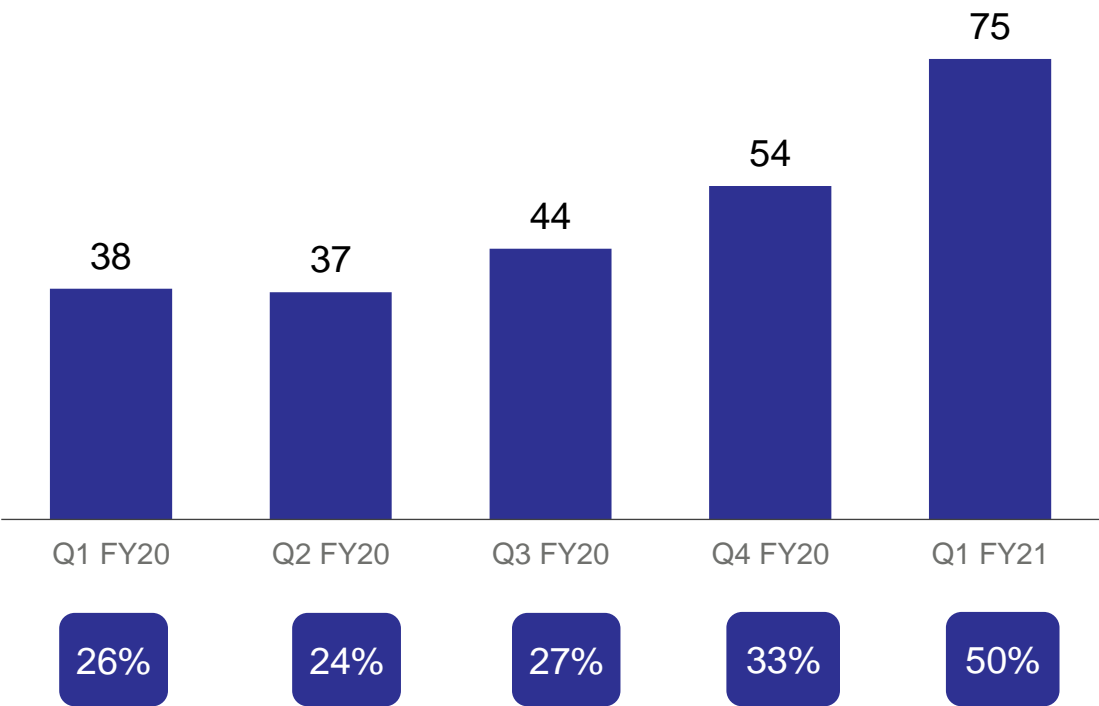
# EBITDA - Standalone

(₹ in Crores)

Yearly trends



Quarterly trends



The company has adopted IND AS -116 from 1st April 2019, impacting EBITDA by increase of Rs. 4.5 Crores in Q1 FY20 and Rs. 4.8 crores in Q2 FY20 and Rs. 4.8 crores in Q3 FY20 and Rs. 4.4 crores in Q4 FY20 and Rs 3 crores in Q1 FY21

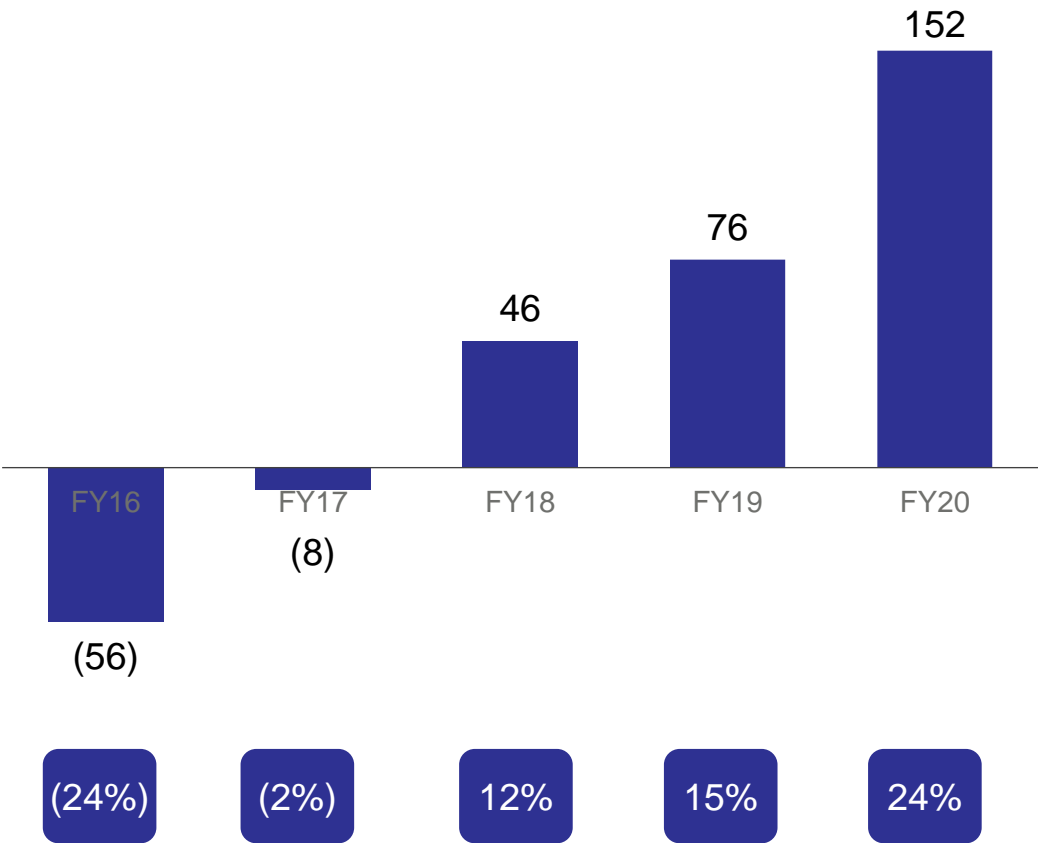




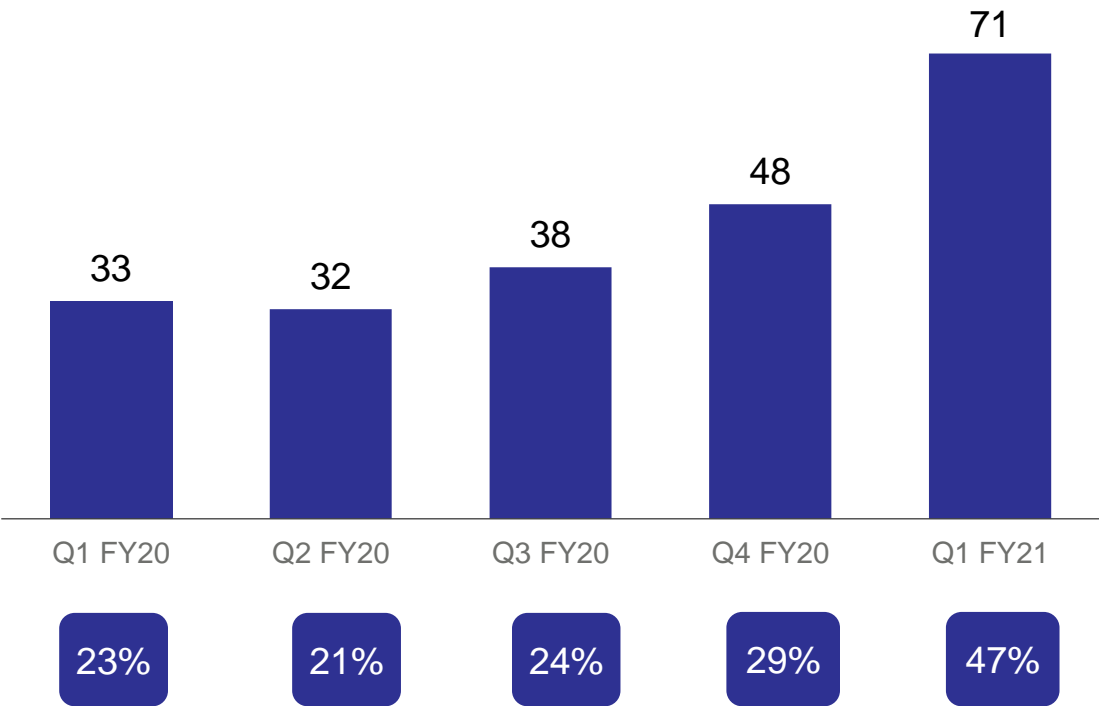
# EBIT - Standalone

(₹ in Crores)

Yearly trends



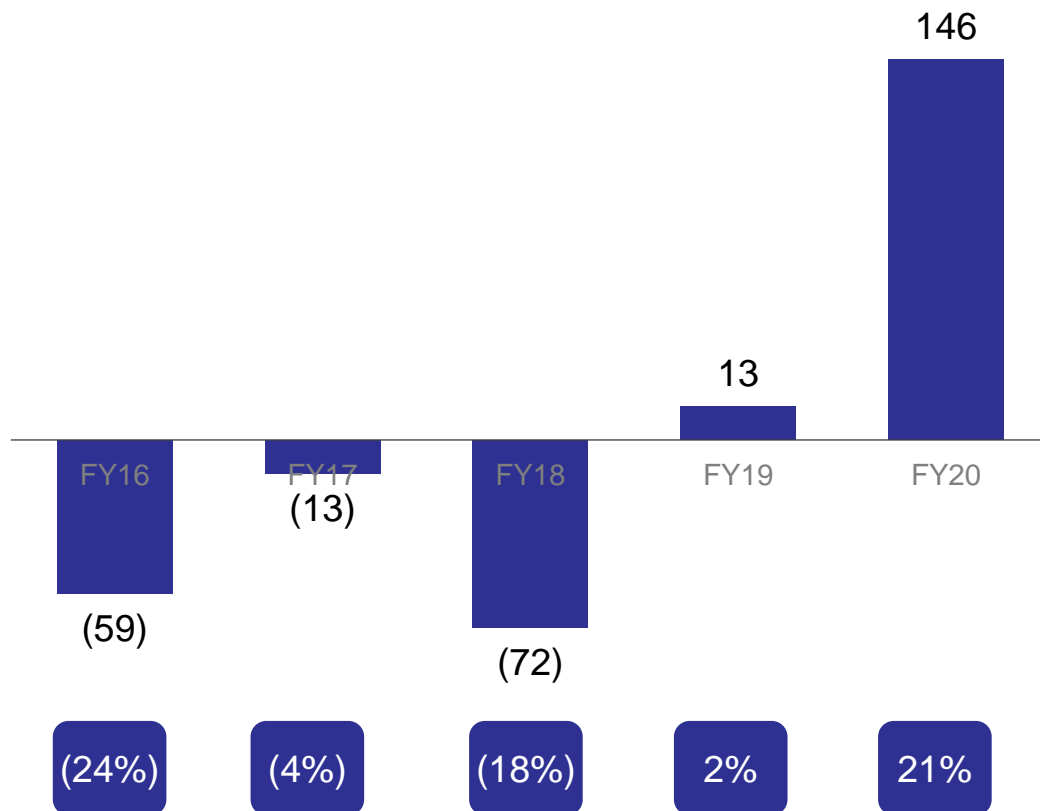
Quarterly trends



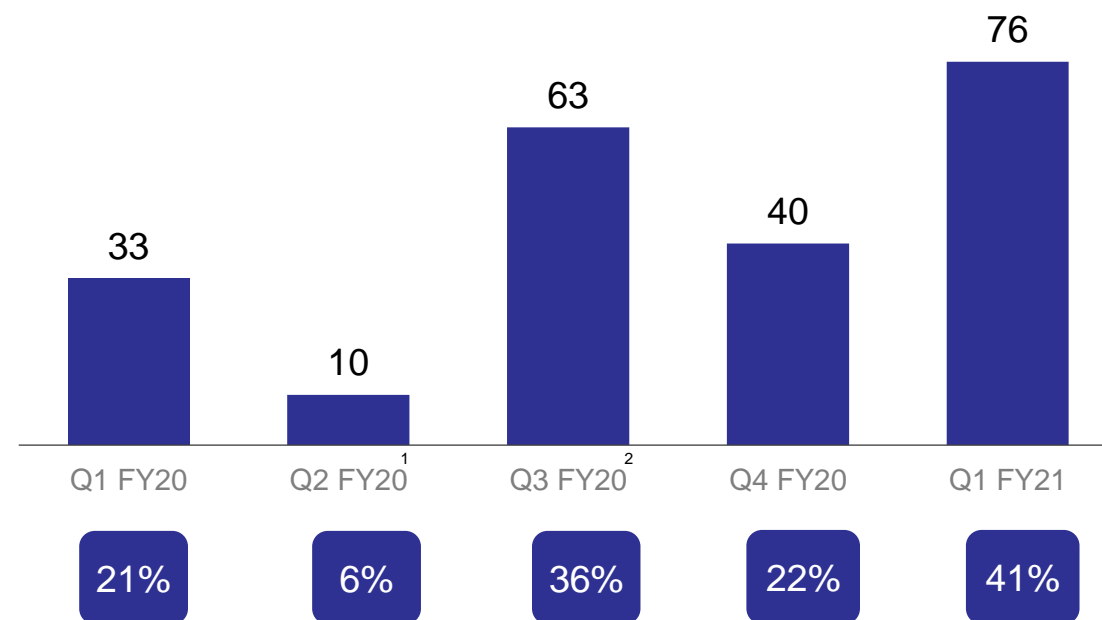
# PAT - Standalone

(₹ in Crores)

## Yearly trends



## Quarterly trends



Note:

1.Net Profit for the quarter ending September 30, 2019 included one-time impact of Rs. 31.4 Crore related to change in tax rate and law as the Company has opted to move to 25% tax regime as per the option given in Taxation Amendment Ordinance 2019

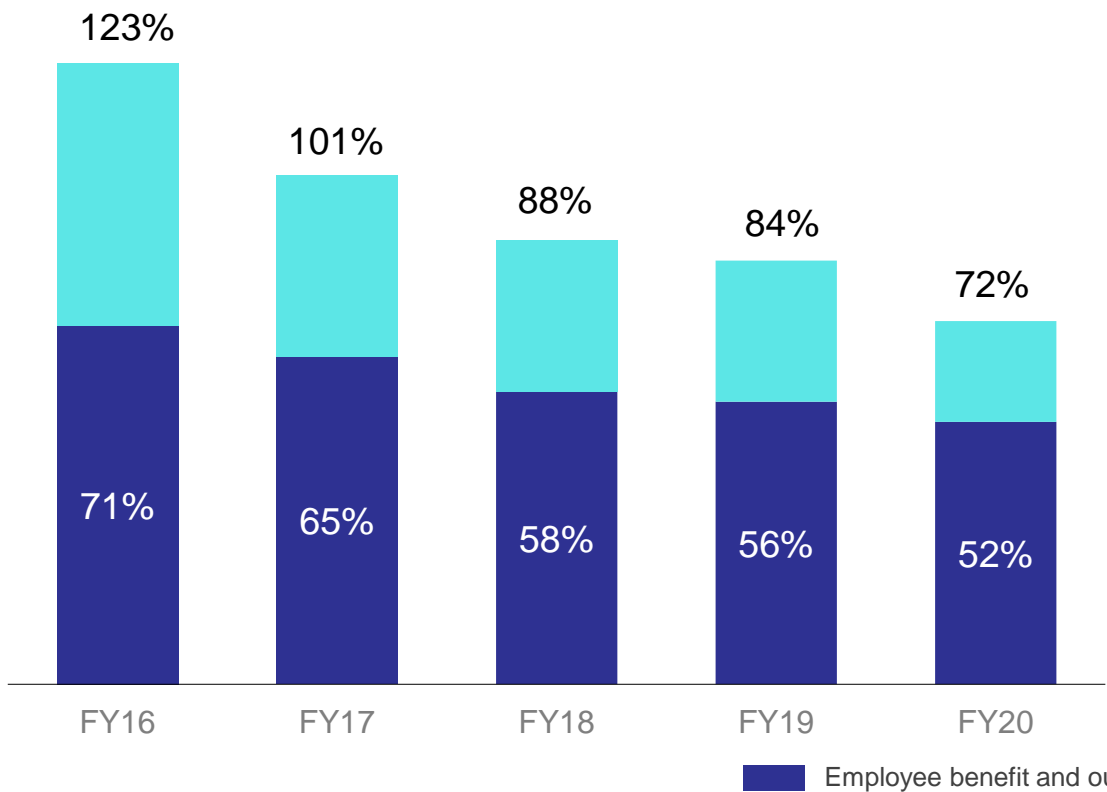
2.Net Profit for the quarter ending December 2019 included Deferred Tax Credit of Rs. 22.9 Crores on account of certain timing differences pertaining to earlier years.



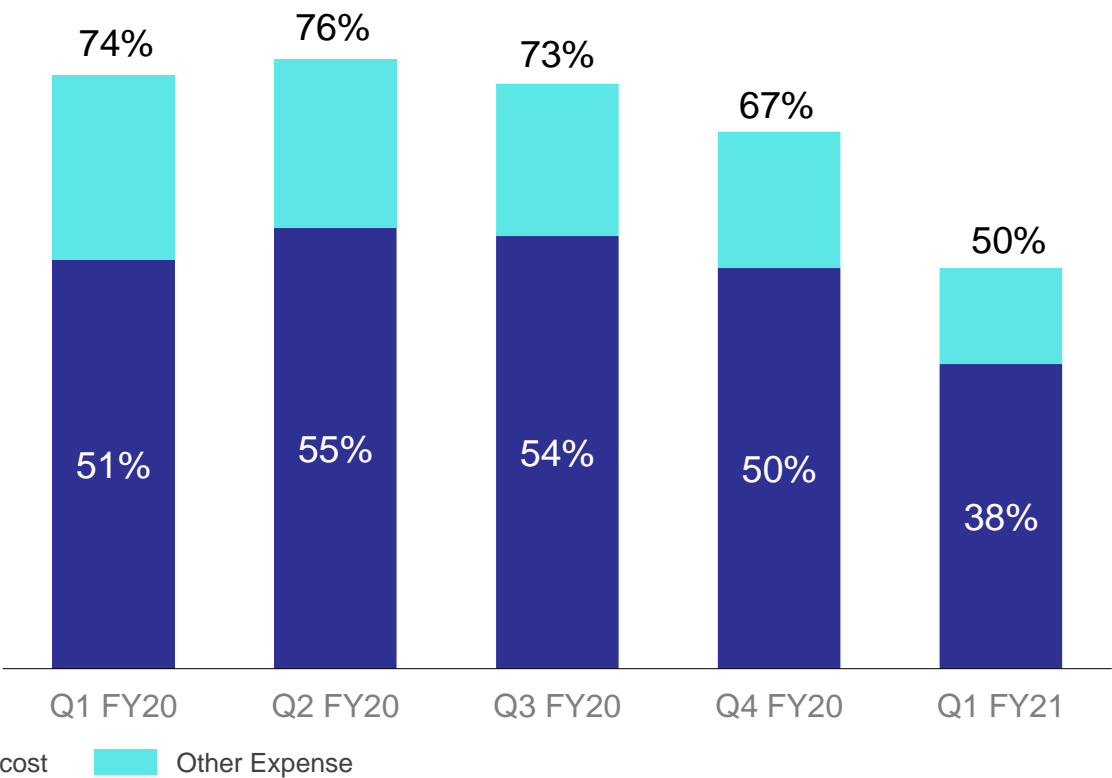
# Margin Leverage - Standalone

(Total expenses as a % of revenue from operations Standalone)

Yearly trends



Quarterly trends



\* The company has adopted IND AS -116 from 1st April 2019, impacting margin leverage by 3% in Q1FY20, Q2FY20 ,Q3 FY20 and Q4FY20 and 2% in Q1FY21

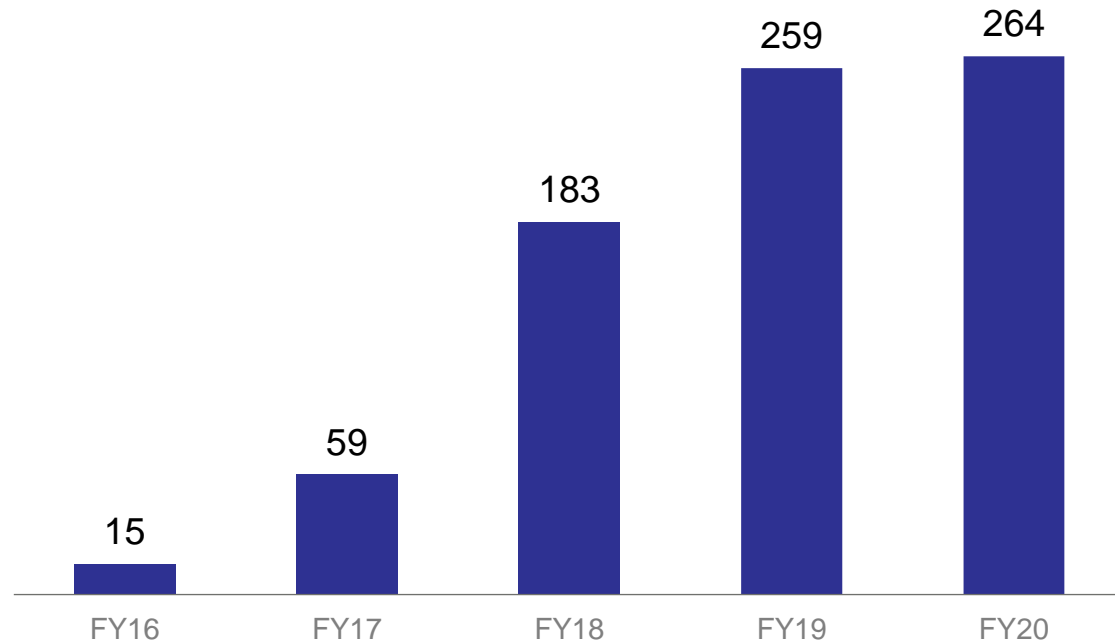


# Cash Generated From Operating Activities - Standalone

(₹ in Crores )

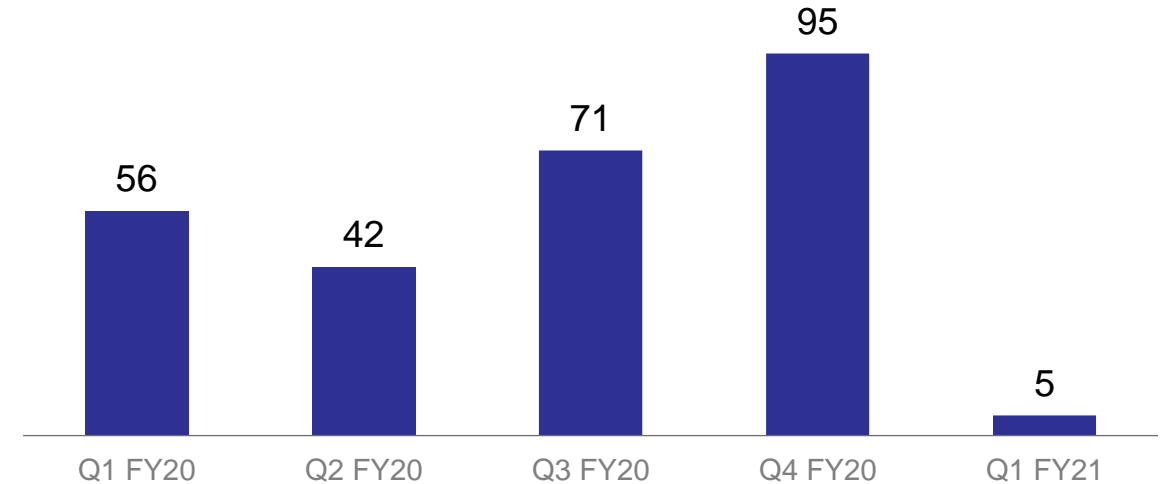
## Yearly trends

104%  
CAGR



## Quarterly trends

(92)%  
YoY

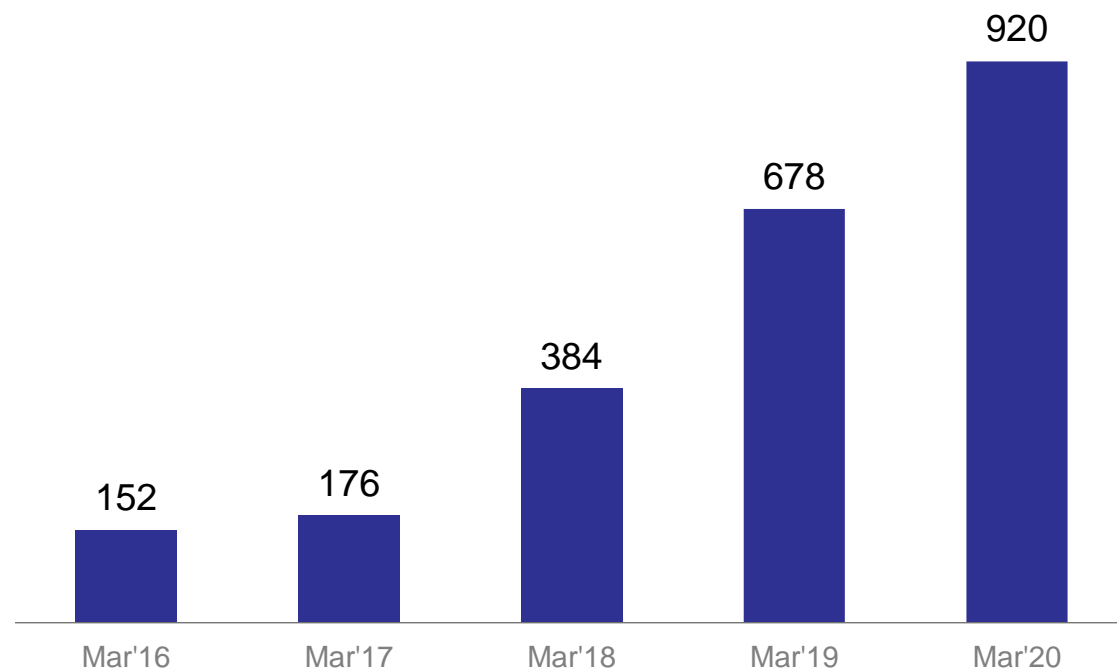


# Cash And Investments\* - Standalone

(₹ in Crores)

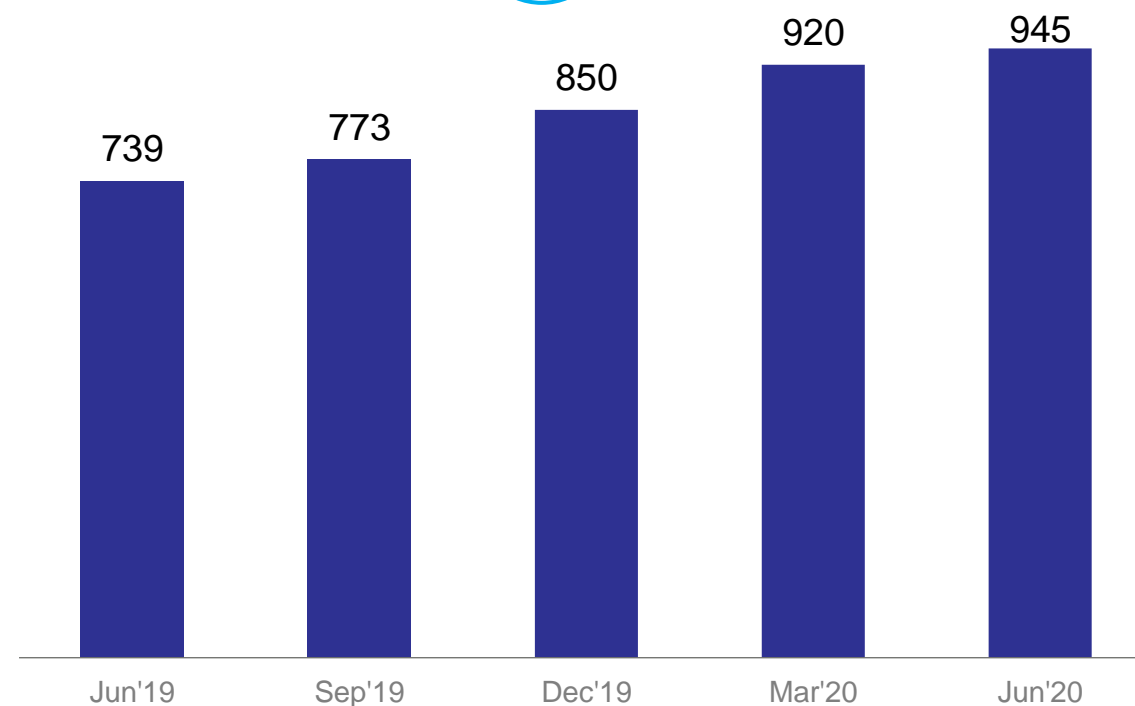
## Yearly trends

57%  
CAGR



## Quarterly trends

28%  
YoY



- Refers to Cash and Cash Equivalents and investments in Mutual Funds in the financial statements
- Investment of Rs 31.2 crores in Simply Vyapar Apps Pvt Ltd in Sept 19 and Rs 10 crores in Mobisy Technologies Private Limited in May 20
- The company has paid interim dividend including dividend distribution tax amounting to Rs. 33.3 crores in March 20





# Financial Performance – Standalone

(₹ in Crores)

Financial Metrics	Q1 FY21	Q1 FY20	YoY Change	Q4 FY20	QoQ Change
<b>Revenue from Operations</b>	<b>151</b>	<b>144</b>	<b>5%</b>	<b>166</b>	<b>(9%)</b>
Other Income	33	14	134%	17	93%
<b>Total Income</b>	<b>185</b>	<b>159</b>	<b>16%</b>	<b>183</b>	<b>1%</b>
Manpower and Outsourced Sales Cost	57	74	(23%)	82	(31%)
Other Operating Expense	19	33	(43%)	30	(36%)
<b>Total Expenses</b>	<b>76</b>	<b>107</b>	<b>(29%)</b>	<b>112</b>	<b>(32%)</b>
<b>EBITDA</b>	<b>75</b>	<b>38</b>	<b>100%</b>	<b>54</b>	<b>39%</b>
<i>EBITDA Margin(%)</i>	<i>50%</i>	<i>26%</i>		<i>33%</i>	
Depreciation and amortisation expense	4	4	(1%)	6	(25%)
Others <sup>1</sup>	2	0.4	314%	9	(78%)
<b>Profit Before Tax</b>	<b>102</b>	<b>47</b>	<b>118%</b>	<b>57</b>	<b>80%</b>
Tax Expense <sup>2</sup>	26	14	88%	17	53%
<b>Net Profit</b>	<b>76</b>	<b>33</b>	<b>131%</b>	<b>40</b>	<b>91%</b>
<i>Net Profit Margin(%)</i>	<i>41%</i>	<i>21%</i>		<i>22%</i>	
<b>EPS (Rs.)</b>	<b>26.4</b>	<b>11.6</b>	<b>129%</b>	<b>13.9</b>	<b>90%</b>
<b>Cash Generated from Operating Activities</b>	<b>5</b>	<b>56</b>	<b>(92%)</b>	<b>95</b>	<b>(95%)</b>
<b>Collections from Customers</b>	<b>94</b>	<b>168</b>	<b>(44%)</b>	<b>202</b>	<b>(53%)</b>

Notes

1. Others include – Finance Cost, Net Loss on Financial Liability at FVTPL and Exceptional items



# Balance Sheet - Standalone

(₹ in Crores)

Assets	Q1 FY21	FY20
PPE <sup>1</sup> , CWIP <sup>1</sup> and Intangible assets, other non-current assets	4.8	5.5
Right-of-use asset	76.3	80.0
Investment in subsidiaries and associates	31.6	31.6
Financial assets		
Bank Deposits	-	35.0
Others	24.7	13.9
Deferred and Non-current tax asset	25.4	45.5
<b>Total Non-Current Assets</b>	<b>162.8</b>	<b>211.4</b>
Financial assets		
Cash & Investments	944.6	885.3
Others	8.3	9.9
Current Tax and other current assets	10.3	12.2
<b>Total Current Assets</b>	<b>963.2</b>	<b>907.4</b>
<b>Total Assets</b>	<b>1,126.0</b>	<b>1,118.8</b>

Equity and Liabilities	Q1 FY21	FY20
Total Equity	351.2	274.5
Financial liabilities		
Lease Liabilities	59.2	61.2
Deferred tax liabilities (net)	1.2	-
Provisions	28.2	25.8
Contract liabilities	237.5	269.7
<b>Total Non-current Liabilities</b>	<b>326.0</b>	<b>356.8</b>
Financial liabilities		
Lease Liabilities	14.7	15.3
Others	34.2	43.1
Provisions	4.1	4.0
Contract liabilities	388.9	413.8
Other current liabilities	6.8	11.3
<b>Total Current Liabilities</b>	<b>448.7</b>	<b>487.5</b>
<b>Total Equity and Liabilities</b>	<b>1,126.0</b>	<b>1,118.8</b>

Notes

1. PPE: Property, plant and equipment, CWIP: Capital Work in Progress





# Financial Performance

Consolidated Section

# Financial Performance – Consolidated

(₹ in Crores)

Financial Metrics	Q1 FY21	Q1 FY20	YoY Change	Q4 FY20	QoQ Change
<b>Revenue from Operations</b>	<b>153</b>	<b>147</b>	<b>4%</b>	<b>170</b>	<b>(10%)</b>
Other Income	34	14	135%	17	96%
<b>Total Income</b>	<b>187</b>	<b>162</b>	<b>16%</b>	<b>187</b>	<b>(0%)</b>
Manpower and Outsourced Sales Cost	60	76	(21%)	86	(31%)
Other Operating Expense	20	35	(42%)	32	(36%)
<b>Total Expenses</b>	<b>80</b>	<b>111</b>	<b>(28%)</b>	<b>118</b>	<b>(32%)</b>
<b>EBITDA</b>	<b>73</b>	<b>37</b>	<b>100%</b>	<b>52</b>	<b>40%</b>
<i>EBITDA Margin(%)</i>	<i>48%</i>	<i>25%</i>		<i>31%</i>	
Depreciation and amortization expense	4	4	(0%)	6	(25%)
Others <sup>1</sup>	1	0.4	236%	1	67%
<b>Profit Before Tax</b>	<b>100</b>	<b>46</b>	<b>117%</b>	<b>61</b>	<b>64%</b>
Tax Expense <sup>2</sup>	26	14	90%	17	55%
<b>Net Profit</b>	<b>74</b>	<b>32</b>	<b>129%</b>	<b>44</b>	<b>67%</b>
<i>Net Profit Margin(%)</i>	<i>40%</i>	<i>20%</i>		<i>24%</i>	
<b>EPS (Rs.)</b>	<b>25.6</b>	<b>11.3</b>	<b>127%</b>	<b>15.4</b>	<b>67%</b>
<b>Cash Generated from Operating Activities</b>	<b>3</b>	<b>54</b>	<b>(94%)</b>	<b>94</b>	<b>(97%)</b>
<b>Collections from Customers</b>	<b>96</b>	<b>171</b>	<b>(44%)</b>	<b>206</b>	<b>(54%)</b>

Notes

1. Others include – Finance Cost, Net Loss on Financial Liability at FVTPL and Share in net profit /(loss) of associates





# Balance Sheet – Consolidated

(₹ in Crores)

Assets	Q1 FY21	FY20
PPE <sup>1</sup> , CWIP <sup>1</sup> , Intangible assets, other non-current assets	6.9	7.6
Right-of-use asset	76.3	80.0
Investment in subsidiaries and associates	29.2	29.6
Financial assets		
Bank Deposits	-	35.0
Others	15.7	5.2
Deferred and Non-current tax asset	25.7	45.7
<b>Total Non-Current Assets</b>	<b>153.8</b>	<b>203.0</b>
Financial assets		
Cash & Investments	954.0	895.7
Others	9.4	11.0
Current Tax and other current assets	10.9	13.2
<b>Total Current Assets</b>	<b>974.3</b>	<b>920.0</b>
<b>Total Assets</b>	<b>1,128.1</b>	<b>1,122.9</b>

Notes

1. PPE: Property, plant and equipment, CWIP: Capital Work in Progress

Equity and Liabilities	Q1 FY21	FY20
Total Equity	350.0	275.1
Financial liabilities		
Lease Liabilities	59.2	61.2
Deferred tax liabilities (net)	1.2	-
Provisions	29.0	26.5
Contract liabilities	237.5	269.7
<b>Total Non-current Liabilities</b>	<b>326.8</b>	<b>357.5</b>
Financial liabilities		
Lease Liabilities	14.7	15.3
Others	35.3	43.9
Provisions	4.2	4.0
Contract liabilities	390.3	415.6
Other current liabilities	6.8	11.6
<b>Total Current Liabilities</b>	<b>451.3</b>	<b>490.4</b>
<b>Total Equity and Liabilities</b>	<b>1,128.1</b>	<b>1,122.9</b>



# Revenue – Legal Entity View

(₹ in Crore)

Particulars	Q1 FY20	Q2 FY20	Q3 FY20	Q4 FY20	Q1 FY21
Revenue from Operations					
IndiaMart Intermesh Ltd	144	153	161	166	151
Ten Times Online Pvt Ltd	2	3	4	4	1
Pay With IndiaMART Pvt Ltd	0.6	0.7	0.8	0.8	0.5
Tolexo Online Pvt Ltd	0.1	0.0	0.1	0.1	0.1
	<b>147</b>	<b>157</b>	<b>165</b>	<b>170</b>	<b>153</b>
Inter Company Adjustments	(0.1)	(0.1)	(0.1)	(0.1)	(0.1)
<b>Total Revenue from Operations</b>	<b>147</b>	<b>157</b>	<b>165</b>	<b>170</b>	<b>153</b>

**~99% of revenue contributed by Indiamart standalone business**





# Historical Financial Metrics

(₹ in Crore Consolidated)

Financial Metrics	FY-16	FY-17	FY-18	FY-19	FY-20
Total Income	251	332	430	548	707
Revenue from Operations	246	318	411	507	639
EBITDA	(126)	(54)	47	82	169
EBITDA Margin (%)	(51%)	(17%)	11%	16%	26%
EBIT	(129)	(59)	44	78	148
EBIT Margin (%)	(53%)	(19%)	11%	15%	23%
Adjusted Net Profit for the period*	(124)	(45)	63	85	147
Adjusted Net Profit Margin (%)	(50%)	(14%)	15%	16%	21%
Net Profit for the period	(132)	(64)	55	20	147
Cash Generated from Operating Activities	(56)	(1)	179	255	261
Collections from Customer	315	386	509	671	738
Deferred Revenue (period end)	257	325	424	586	685
Cash and Investments (period end)	159	177	388	685	931

- Net Profit has been adjusted for FVTPL expenses or adjustments and one time benefits of Deferred Tax
- Deferred revenue include Advances from Customers



# Subsidiaries, Associates & Investments

Pharmaceutical Drug &  
Medical Care



# Pay With IndiaMART Private Limited



Facilitates online collections via various online modes such as credit cards, debit cards, UPI, Netbanking etc



## 100% Buyer Protection

Pay with IndiaMART and secure your Payments



## Buy Now, Pay At Ease

Buy from premium suppliers and pay in EMI  
(Easy Monthly Instalment's)



## Multiple Payment Options

All major credit/debit cards, UPI, netbanking and wallet options available



## World Class Security

Buy from sellers across India with a secure payment network



10times is used by millions every day to decide which event to go, whom to meet in over 10,000 cities across 150+ countries



Helps people discover  
relevant events



Builds an amazing  
participating experiences

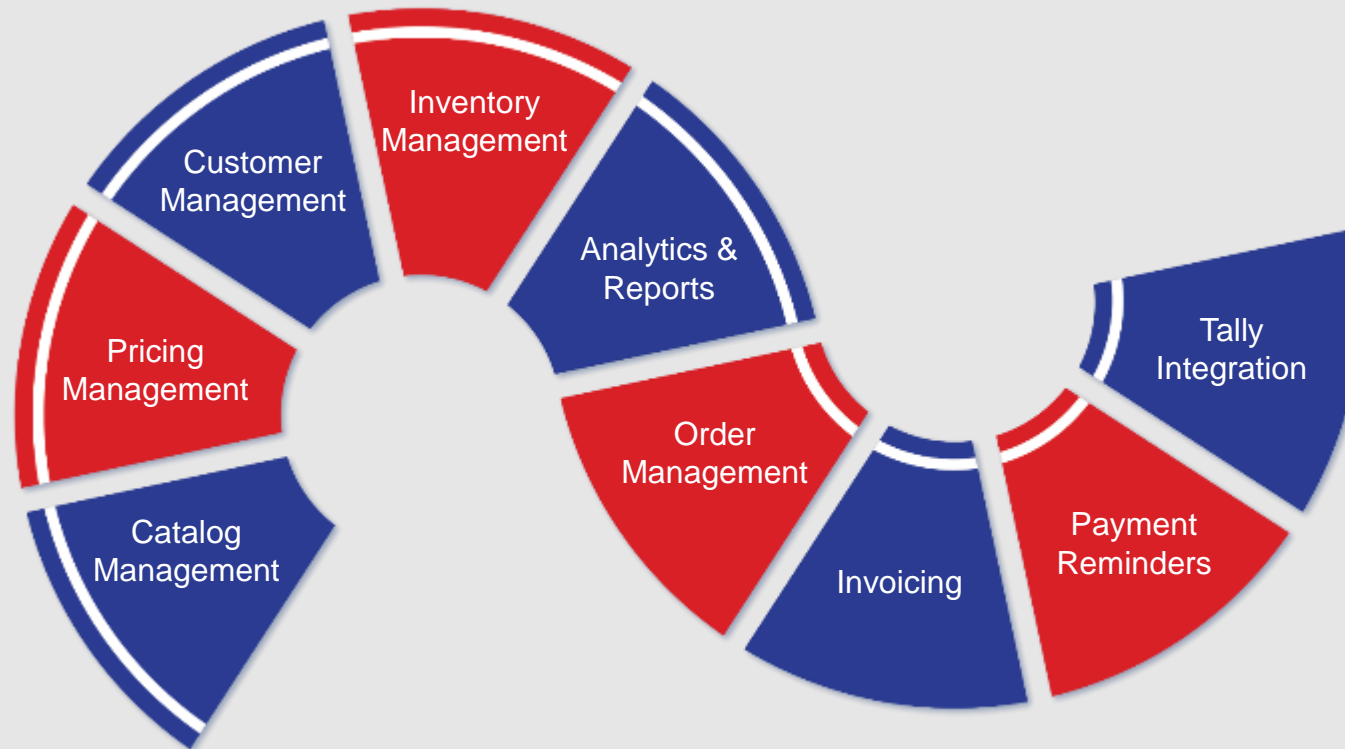


Enables events to create  
amazing experiences

# Tolexo Online Private Limited (Pooraa)

pooraa

Pooraa brings a simple & easy-to-use system that helps manage business better while offering a world-class ordering experience to customers



# Simply Vyapar Apps Private Limited



Vyapar, a mobile-based business accounting software for small businesses



Record Expenses



Bank Accounts



Business Status



Data Safety and Security



Receivables and Payable



Track Cash Flow



Business Reports



Regular/ Thermal Printer



Delivery Challan



Cheques



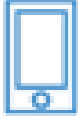












GST Invoicing/ Billing





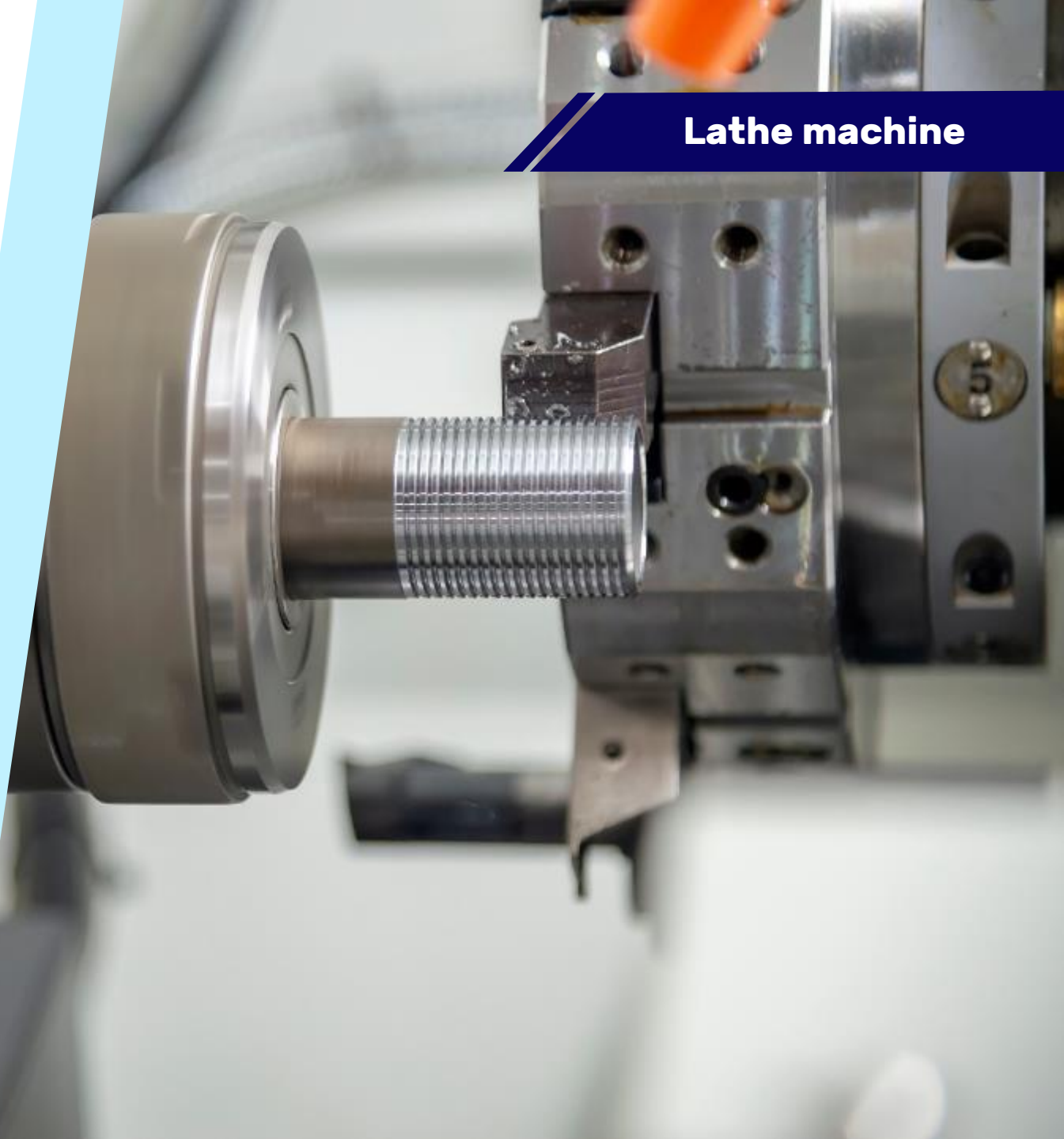
## Provider of Sales force automation (SFA) and Distributor Management System (DMS) Application

 Order Management	 Distributor Management	 Retailer App	 BI & Analytics
 Field Force Management	 Claims Management	 Vans Sales Automation	 Retail Execution & Merchandising
 Asset Management	 Task/Lead Management	 Service Rep Management	 Attendance Management
 Channel Management			



# Team

Lathe machine



# Senior Management Team



**Dinesh Chandra Agarwal**

Managing Director and Chief Executive Officer

## Education

- Bachelor's degree in Computer Science and Engineering from HBTI, Kanpur University

## Industry experience

- Founded IndiaMART
- HCL America, Inc., Centre for Development of Telematics (C-Dot), CMC Limited



**Brijesh Agrawal**

Whole-time Director

## Education

- Master's degree in Management Science from University of Lucknow and a PGDM from New Delhi

## Industry experience

- Co-founded IndiaMART
- H N Miebach Logistics India Private Limited



**Prateek Chandra**

Chief Financial Officer

## Education

- Chartered Accountant and a Bachelor's degree from SRCC, Delhi University

## Industry experience

- KPMG, Exl, HT Media Limited



**Dinesh Gulati**

Chief Operating Officer

## Education

- Bachelor's degree in Chemical Engineering from Kanpur University and an MBA from FMS, University of Delhi

## Industry experience

- Kodak India Limited, Bharti Airtel, Reliance Communications, Indian Express



**Amarinder S. Dhaliwal**

Chief Product Officer

## Education

- Bachelor's degree in Textile Technology from IIT Delhi and a PGDM from IIM, Ahmedabad

## Industry experience

- Micromax, BCCL, Times Internet, SBI Capital Markets
- Founded Done by None



# Independent and Non-Executive Directors



**Vivek Narayan Gour**

Independent Director

## Education

- Bachelor's degree from the University of Bombay and an MBA from University of Delhi

## Industry experience

- IL&FS, Tata Finance Limited, Genpact India, GE Capital Services India



**Rajesh Sawhney**

Independent Director

## Education

- Bachelor's degree in Engineering from University of Delhi and a Master's degree in Management Studies from University of Bombay

## Industry experience

- Reliance Entertainment Limited, Times Internet, InnerChef, GSF Accelerator



**Elizabeth Lucy Chapman**

Independent Director

## Education

- Chartered Financial Analyst and a Bachelor's degree from Edinburgh University, United Kingdom

## Industry experience

- DBS Bank Limited, Goldman Sachs International, The Welcome Trust Limited, Nahar Credits Private Limited, Wonga, ZestMoney



**Dhruv Prakash**

Non-executive Director

## Education

- Master's degree from Meerut University and a PGDM from IIM, Ahmedabad

## Industry experience

- Korn/Ferry International Private Limited, Helion Ventures Private Limited, Hewitt Associates (India) Private Limited, Amar Dye-Chem Limited, DCM Toyota Limited





# Stronger Together

3,150 Employees

24% Employees with 5+ years

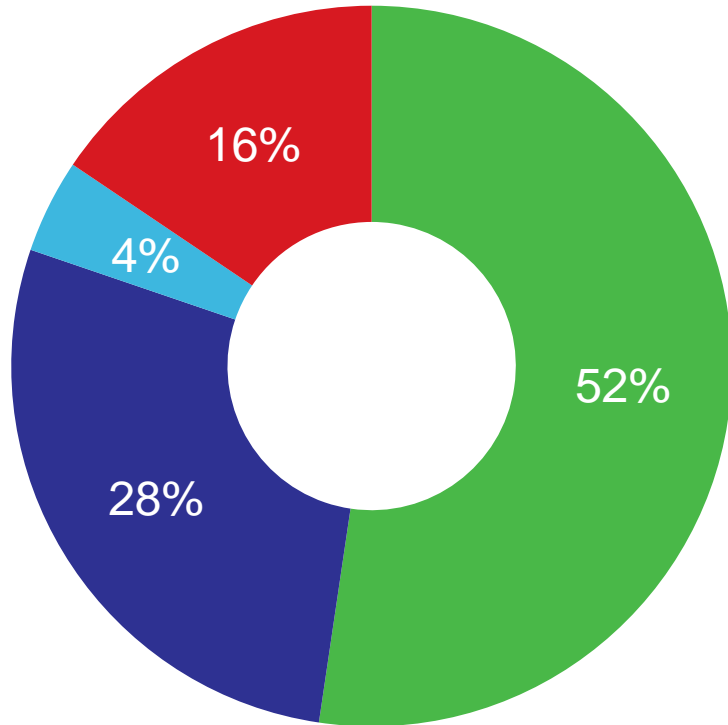
~ 22% Of Our Employees Are Women



IndiaMART InterMESH Ltd

# Shareholding Pattern

Total Shares Outstanding as on  
June 30, 2020 - 28,919,820



- Promoters and Promoter Group
- Foreign Institutions and Portfolio Investors
- Mutual Funds, Banks, Alternate Investment Funds
- Others

Few of the Foreign Portfolio Investors, Foreign Companies and Mutual Funds holding 1% or more of the total number of shares

- Steadview Capital Mauritius Limited
- Saif India Vi Fii Holdings Limited
- Malabar India Fund Limited
- Kuwait Investment Authority Fund 225
- Westbridge Crossover Fund, LLC
- Amadeus IV DPF Limited
- Accion Frontier Inclusion Mauritius
- Amadeus Eiii Lp
- UTI – Equity Fund





# COVID 19 Update

N95 Mask



# COVID Challenges

Employee Safety

Business Mortality

Business Continuity

Fall in demand



## Business Impact

1. Buyer Traffic – Back to normal on an overall basis
2. Monthly Collections from customers –  $2/3^{\text{rd}}$  of pre lockdown levels
3. Customer Mortality - 10% till 30<sup>th</sup> June
4. Expenses- ~15% savings of pre lockdown levels
5. No Employee layoffs



## Long Term Opportunities

Accelerated internet  
adoption

Openness to online and  
Tele-sales

Make in India push



## Our Edge in these testing times

Negative working capital driven  
by long term subscription

Strong Balance sheet with  
Cash Reserves

Diversification across  
Categories & Geographies

Brand Awareness







# Thank You

## Corporate Office

Tower 2, Assotech Business Cresterra,  
Floor No.6, Plot No.22, Sec 135,  
Noida-201305, U.P.

## Registered Office:

1st Floor, 29-Daryaganj, Netaji Subash Marg, Delhi – 110002.

For any queries, please contact: [investors@indiamart.com](mailto:investors@indiamart.com)

## CIN :

L74899DL1999PLC101534

