



JustdialTM

Company Presentation

December 2013

SEARCH

Enter



JustdialTM

Business Overview

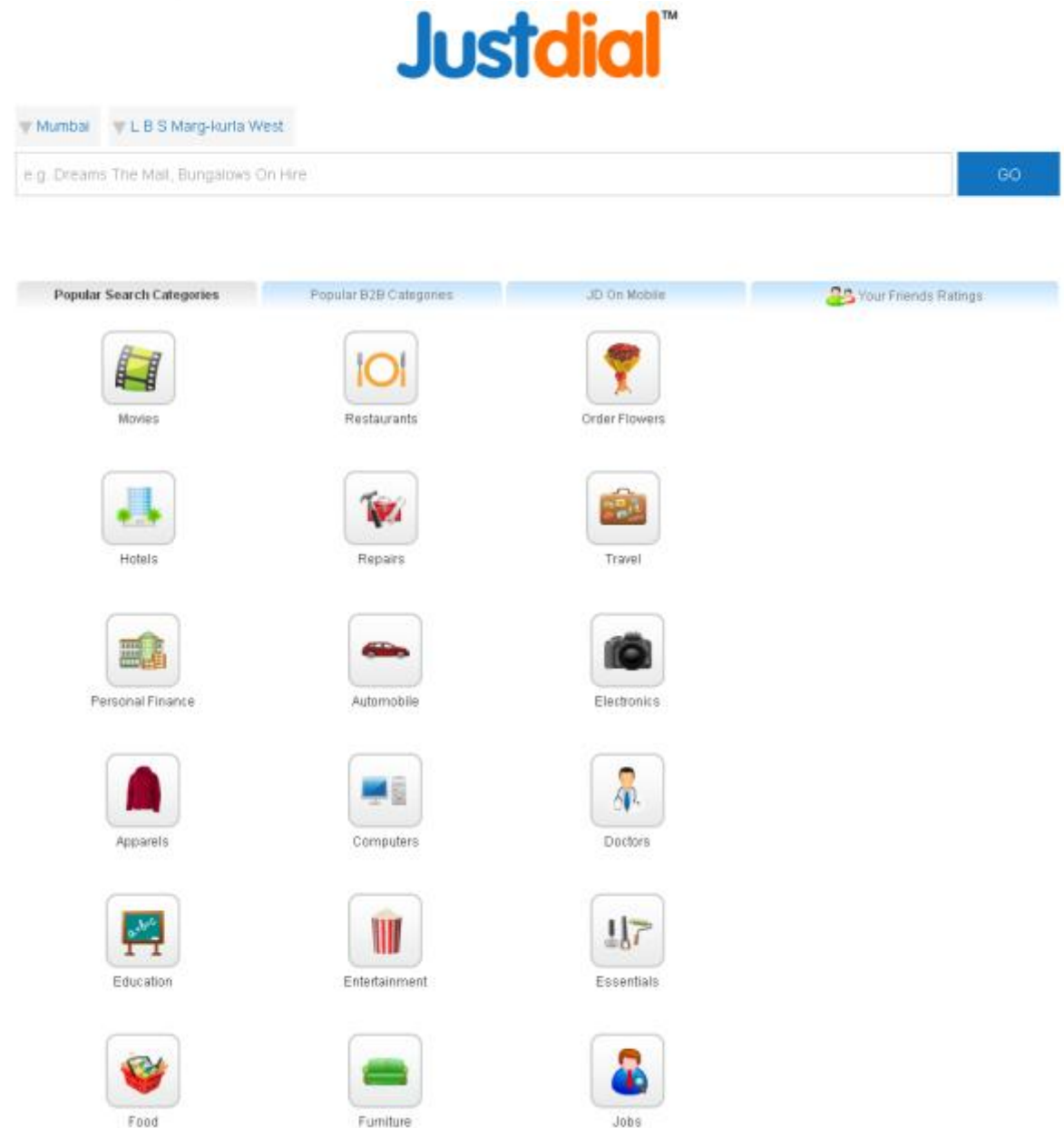
- ▶ ***We are India's leading local search engine***

- ▶ ***Approximately 364 million usages⁽¹⁾ in FY 13 from users as they are potentially making purchase decision***

- ▶ ***We are a well established Indian local search brand***

- ▶ ***Currently we have more than 35 million ratings and reviews published on the website***


- ▶ ***Over 16 years of operating history; efficient and profitable business model***



Justdial Everywhere: Connecting With Users Anytime, Anywhere



PC Internet



Over 55.4 million web searches per month ⁽¹⁾

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

m.justdial.com



Over 23.7 million searches on mobile internet and apps per month ⁽²⁾

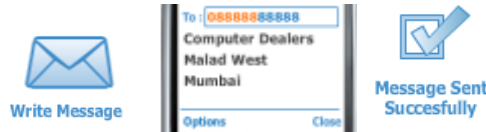
Location-based search service

Developed Android and iPhone apps and are in the process of developing apps for Windows 8


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

Over 12.6 million voice searches (calls) per month ⁽³⁾

Multi-lingual support

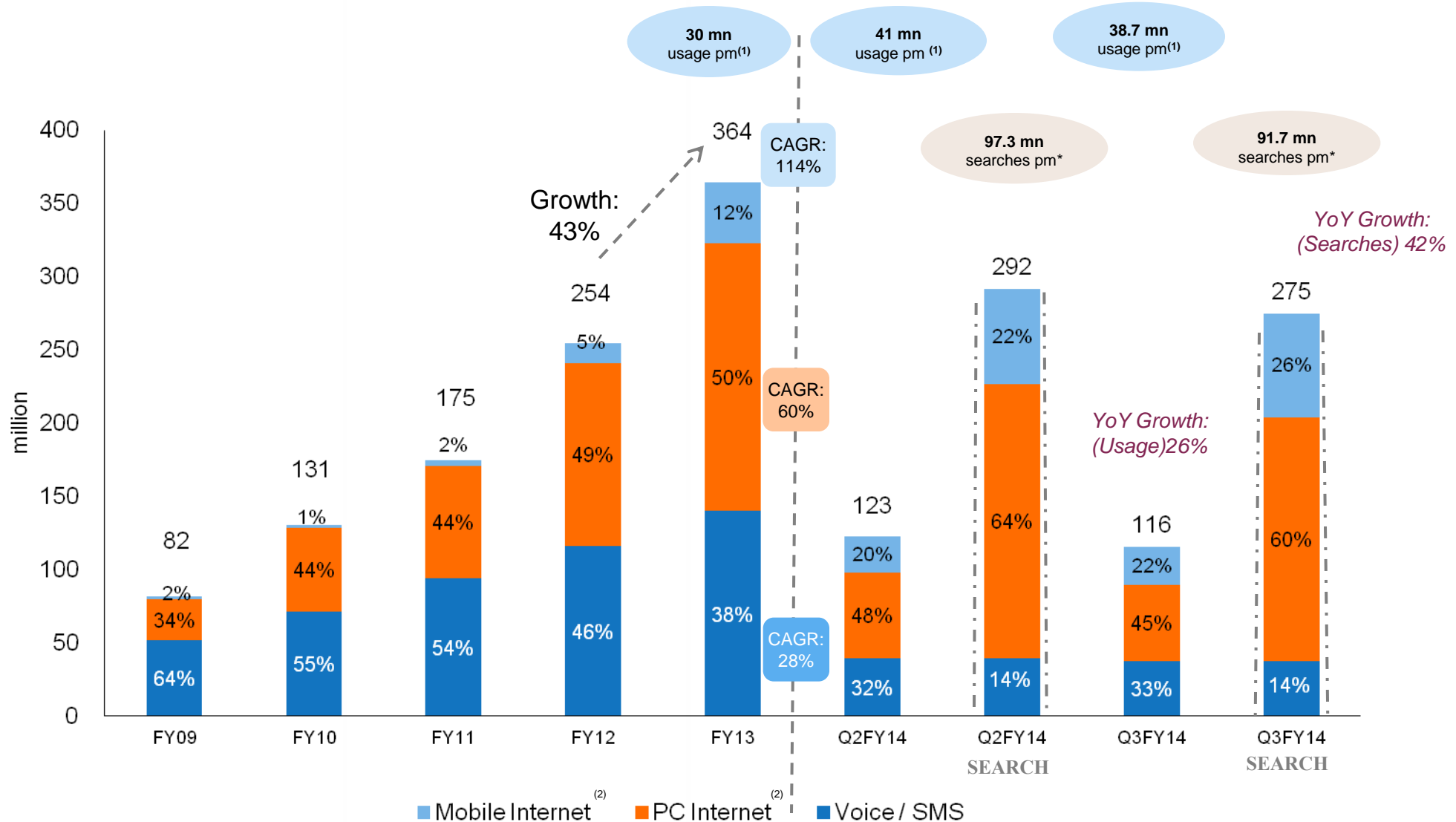
Company and category searches

1. Based on 166.2 million searches for 3 months ending December 31, 2013; 55.4 million derived by dividing 166.2 million by 3

2. Based on 70.97 million searches for 3 months ending December 31, 2013; 23.7 million derived by dividing 70.97 million by 3

3. Based on 37.8 million visits for 3 months ending December 31, 2013; 12.6 million derived by dividing 37.8 million by 3

India's Leading Local Search Engine – Usage Trend



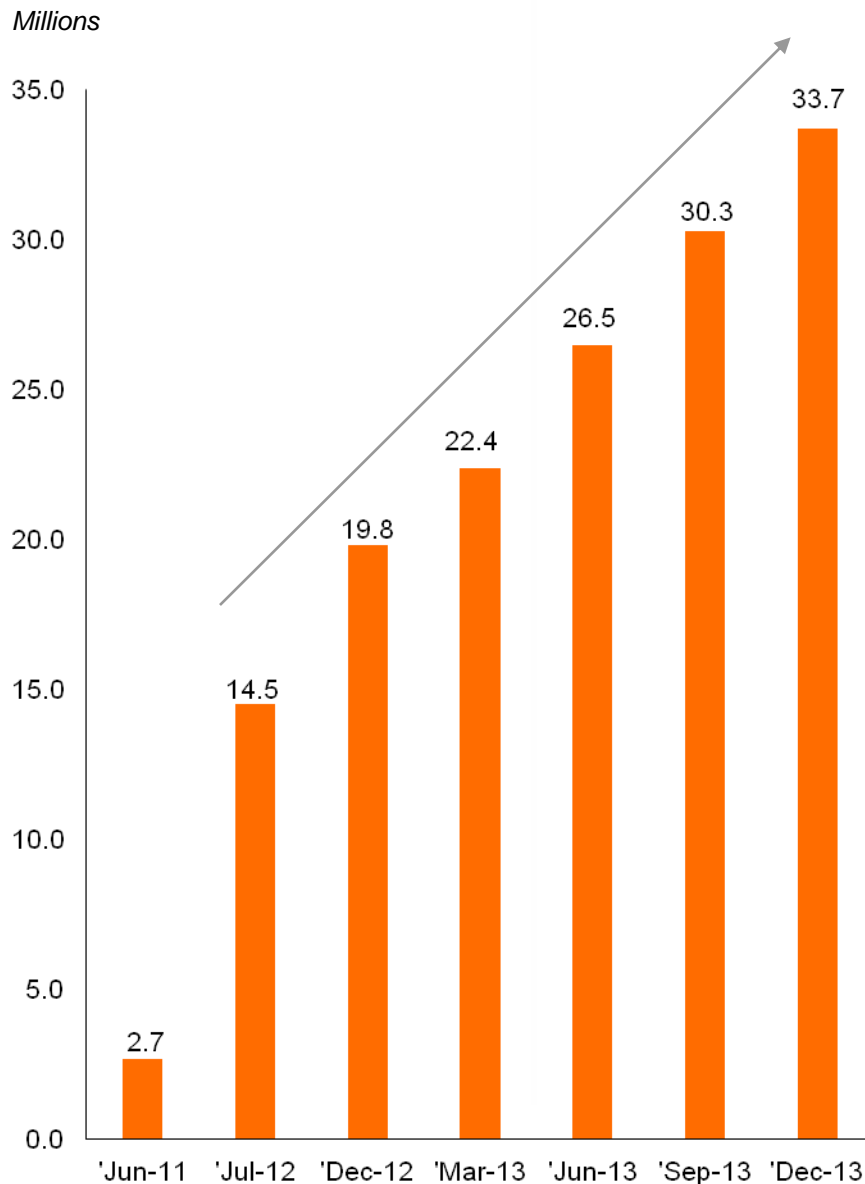
Voice, PC and Mobile Internet Usage

1. Usage/search requests, includes search through voice/SMS and PC and mobile internet visits. 30 million is arrived at by dividing 364 by 12 and 41 million & 38.7 million by dividing 123 & 116 by 3

2. Represents visits

User Community and Reviews Drive Engagement

Reviews and Ratings



Mumbai > Laughing Cavalier > Laughing Cavalier Restaurant

Laughing Cavalier Restaurant [Click here to read reviews](#)



(022) 71042607

Fobez Tower, Kanchpada, Ramchandra Lane, Malad West, Mumbai - 400064

[Send Enquiry by Email](#)

Trust Factors

Estd. in

N/A

Overall Ratings



No. of Ratings

331



Listed in: [Home Delivery Restaurants](#), [Restaurants](#), [More...](#)

[Rate This](#) | [Edit this](#)

MENU

329 Reviews & Ratings | [Read Reviews](#)

Your Friends Simran & Cs have rated this

[Write a Review](#)



Simran ★★★★★

98****480

2 Months Ago

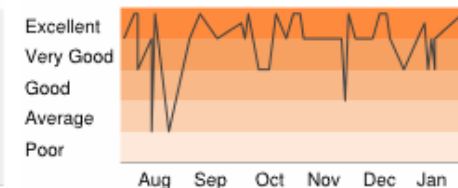
Like they say some of the best things come with the worst covers, this place will shock you if you consider just its surroundings. A thankfully small but dingy lane with slums and cheap hotels around will lead you here but once you get there, you will be greeted by the finene...[more](#)

[View All Ratings](#)

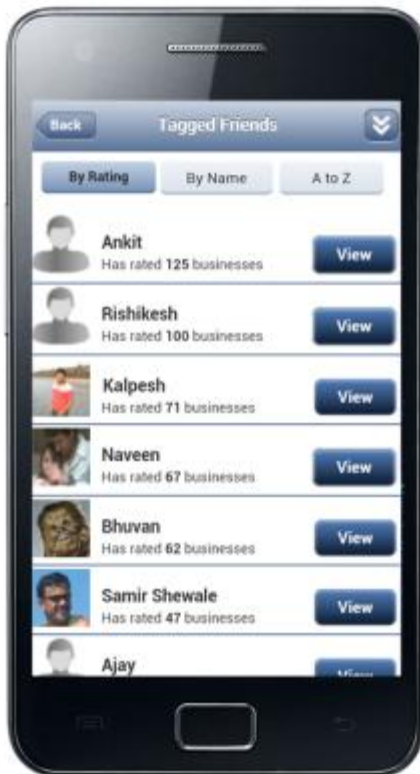
Overall Ratings (331) ★★★★★

Excellent	44.7 %
Very Good	38.7 %
Good	10.6 %
Average	4.2 %
Poor	1.8 %

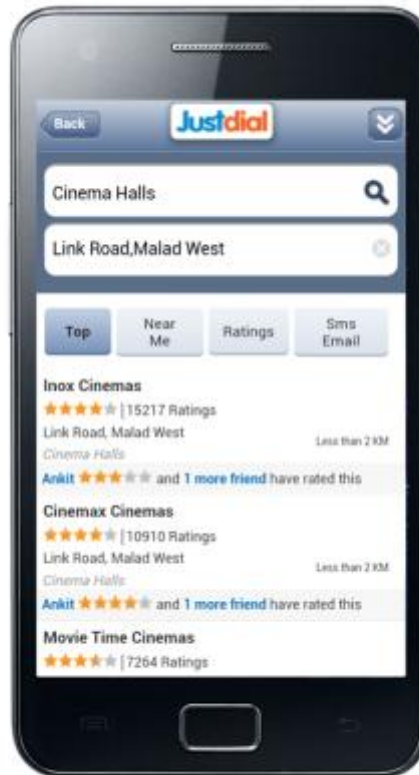
Ratings Over Time



Justdial –Smart Phone Application With A Unique Social Interface



Tag



Search



Rate & Review

New Products and Services – Search Plus

Justdial

Order Food Online

The Lazio Pizza & Pasta 3.2 ★★★★★ | Very Good | 14 Ratings

(022) 49170211
Mia Road, Thane - 401107

SPECIAL OFFER
ORDER FOOD

[Edit this Listing](#) | [View on Map](#) | [Rate This](#) | [SMS / Email](#) | [Share with friends](#)

Order Food Online | Reviews & ratings | Photos | More Info

Select Menu Category ▾ Filter Menu

Sandwiches Veg

Mumbai Toasty	₹95.00	Add
Grilled Vegetables	₹80.00	Add
Chili Paneer	₹80.00	Add
Vegetable Club	₹110.00	Add
Garden Fresh	₹90.00	Add
Corn & Spinach Sandwich	₹100.00	Add
Paneer Bhuri Sandwich	₹80.00	Add

Sandwich Non Veg

Egg & Mustard Mayo	₹70.00	Add
Chicken Tuna & Tomato	₹120.00	Add

Order Summary Minimum Order ₹ 110

Currently, you have not added any items to your cart.

Most Ordered Items

1. Tomato Aloo Kebab (Veg)	₹95.00	Add
2. Carbonara (Non Veg)	₹140.00	Add
3. Pesto Omelet Salad	₹100.00	Add
4. Chicken Hawaiian Salad	₹150.00	Add
5. Vegetable club	₹110.00	Add
6. Non Veg Club of Club	₹170.00	Add
7. D.Tori, Basil, Fennel, Lemons, Ginger, Orange, Juice, Mint Leaf	₹60.00	Add
8. Cheese Pizza	₹70.00	Add

Order Wine Online

Living Liquidz 4.0 ★★★★★ | Very Good | 166 Ratings

(022) 30004000
New Link Road, Andheri West, Mumbai - 400053
[www.livingliquidz.com](#)

SPECIAL OFFER
ORDER ONLINE

[Edit this Listing](#) | [View on Map](#) | [Rate This](#) | [SMS / Email](#) | [Share with friends](#)

Order Online | Reviews & ratings | More Info

Select Menu Category ▾ Filter Menu

Beers Mild Domestic

Fosters Mild	₹80.00	Add
Fosters Car	₹80.00	Add
Honiton India Lager	₹100.00	Add
Second Brewster Cranberry	₹100.00	Add
Kingfisher Ultra	₹80.00	Add
Little Devils Golden Ale	₹17.00	Add
Kingfisher Mild Car	₹17.00	Add
Kingfisher Mild	₹17.00	Add
Miner Highlife Beer	₹17.00	Add
Cansing Beer	₹17.00	Add
Tuborg Green Beer	₹17.00	Add

Order Summary Minimum Order ₹ 80

Currently, you have not added any items to your cart.

Most Ordered Items

1. Honiton India Lager	₹100.00	Add
2. Budweiser Magnum Strong	₹110.00	Add
3. Sata Pilsener	₹75.00	Add
4. Budweiser Domestic	₹60.00	Add
5. Budweiser Dry	₹25.00	Add
6. Honiton India Lager	₹100.00	Add
7. Honiton India Lager	₹100.00	Add
8. Honiton India Lager	₹100.00	Add

Confirmation

☐ I agree to Terms of Use
☐ I certify that I am of legal drinking age in this state/province

Yes To Proceed

Book A Table

Mainland China Restaurant 4.2 ★★★★★ | Excellent | 1430 Ratings

(022) 32469633
Mia Road, Thane - 401107
[www.splendide.in](#)

ORDER FOOD
BOOK A TABLE

[Edit this Listing](#)

Book A Table
Mainland China Restaurant (Mia Road West)

Name: Sonia
Mobile No: +91 9852736297
Email: soniashe@justdial.com
Date: 01-11-2013 Time: Select
No of Persons: 2

Submit

By clicking on SUBMIT you agree to [Terms & Conditions](#) for Book A Table

Order Food Online | Reviews & ratings | Photos | More Info

Select Menu Category ▾ Filter Menu

Dish Items

Wokburn Vegetable	₹210.00	Add
Wokburn Chicken	₹210.00	Add
Shanghai Spring Rolls Vegetable	₹210.00	Add
Shanghai Spring Rolls Chicken	₹210.00	Add
Sau Mee Vegetable	₹210.00	Add
Sau Mee Chicken	₹210.00	Add

Order Summary Minimum Order ₹ 420

Currently, you have not added any items to your cart.

Most Ordered Items

1. Wokburn Vegetable	₹210.00	Add
2. Wokburn Chicken	₹210.00	Add
3. Wokburn Vegetable	₹210.00	Add

Shopfront (Online Marketplace)

Samsung Galaxy S4 White [GT-I9500] MRP: ₹ 40690

★★★★★ 3 Ratings

Brand Name: SAMSUNG Series: Galaxy
Color: White Operating System: Android
Dimensions: 136.6 X 69.6 X 7.9 Mm Weight: 130 Gm
Camera Pixels: 13 Megapixels Display Resolution: 1920 X 1080

Sort Results By | **Top Results** | Location | Distance | User Ratings

Mittal Enterprises 4.1 ★★★★★ | Excellent | 126 ratings
(022) 67689822
Goregaon East | More...
-MRP- ₹ 40690-
₹ 36921
BUY NOW
✓ Same day Delivery
✓ Cash on Delivery
✓ Credit / Debit Cards
✓ Manufacturers warranty

Mac Electronics 4.2 ★★★★★ | Excellent | 74 ratings
(022) 67732661
Thane West | More...
-MRP- ₹ 40690-
₹ 38188
BUY NOW
✓ Same day Delivery
✓ Cash on Delivery
✓ Credit / Debit Cards
✓ Manufacturers warranty
✓ More...

New Products and Services – Search Plus

Justdial

Book A Doctor's Appointment Online

Mumbai > Cardiothoracic Surgeons > Dr. Reshma Ramchandra Rao

Dr. Reshma Ramchandra Rao 5.0 ★★★★★ | Excellent | 645 Ratings

(022) 61612407
Anupama Apartment, Flat No. 2 Near Radha Krishna School Chincholi, Malad West, Mumbai- 400064
www.drreshmarao.com

BOOK APPOINTMENT

Book Appointment More Info Reviews & Ratings Photos & Videos

Dr. Rao Reshma: M.B.B.S., M.S. (General Surgery) M. Ch. (Cardiothoracic)

Dr. Rao Reshma is available at the following locations

- Bandra West**
Holy Family Hospital & Medical Research Center
Monday, Tuesday | 10:00 AM to 1:00 PM
- Malad West**
Zenith Hospital
Wednesday | 02:00 PM to 6:30 PM
- Mulund West**
Fortis Hospital
Thursday, Friday, Saturday | 02:00 PM to 6:30 PM



Pharmacy - Order Online

Ganesh Pharmacy 3.5 ★★★★★ | Very Good | 2 Ratings

9987996046
Shop No 5, Near Justdial, Link Road, Malad West, Mumbai - 400064

ORDER ONLINE

Edit this Listing | View on Map | Rate This | SMS / Email | Share with friends

Order Online Reviews & ratings More Info

Select Menu Category Search Item: e.g Rantac (150 Mg), Clean & Clear Fairness Cream

Categories

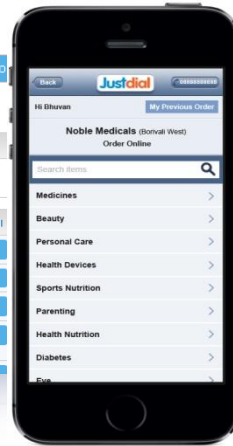
- Medicines
- Beauty
- Personal & Baby Care
- Sports Nutrition
- Elderly & Patient Care
- Women Care
- Diabetes

Ordered Items

Currently, you have not added any items to your cart.

Top 10 Items Ordered

- Divro Asanti Natural Bristles Round Brush
- Divro Hair Dye Brush-Single
- Futuro Slim Silhouette Elbow Support
- Garnier White Complete Night Cream (Reno)



Schedule A Lab Test Online

Thyrocare Aarogyam Centre 3.7 ★★★★★ | Very Good | 63 Ratings

(022) 31920545
Shop No 3, Sankalp Building, Near Kalpita Enclave, Koldongri, Sahar Road, Andheri East, Mumbai - 400069

SCHEDULE TEST

Schedule Test Reviews & ratings More Info

Select Category Filter Menu

Aarogyam Profiles

AAROGYAM 1.1 =Liver Profile+ Lipid Profile+ Renal Profile+ Iron deficiency+ Thyroid Profile	(View Tests)	₹ 450.00	Add
AAROGYAM 1.2 =Liver Profile+ Lipid Profile+ Renal Profile+ Iron deficiency+ Thyroid Profile+ Diabetic Screening+ Complete Hemogram	(View Tests)	₹ 700.00	Add
AAROGYAM 1.3 =Liver Profile+ Lipid Profile+ Renal Profile+ Iron deficiency+ Thyroid Profile+ Diabetic Screening+ Complete Hemogram + Vitamin Profile + Testosterone	(View Tests)	₹ 1700.00	Add
AAROGYAM 1.4 =Liver Profile+ Lipid Profile+ Renal Profile+ Iron deficiency+ Thyroid Profile+ Diabetic Screening+ Complete Hemogram + Vitamin Profile + Testosterone +Cardiac Risk Makers + Electrolyte Profile	(View Tests)	₹ 2000.00	Add
AAROGYAM 1.6 =Liver Profile+ Lipid Profile+ Renal Profile+ Iron deficiency+ Thyroid Profile+ Diabetic Screening+ Complete Hemogram + Vitamin Profile + Testosterone +Cardiac Risk Makers + Electrolyte Profile + Arthritis Profile +	(View Tests)	₹ 2200.00	Add

Test Summary

Edit Booking Checkout

Test	Total Price
1. AAROGYAM 1.1	₹ 450.00 [X]

Checkout Cancel

Order Flowers Online

jd Flowers & Gifts Track Order | Login

My Cart 0 Items | ₹ 0.00

SHOP BY CATEGORY

- Arrangements
- Best Seller
- Cakes
- Chocolates
- Combos
- Flowers
- Gift Articles
- Greeting Cards
- Hampers
- Soft Toys

Best Seller

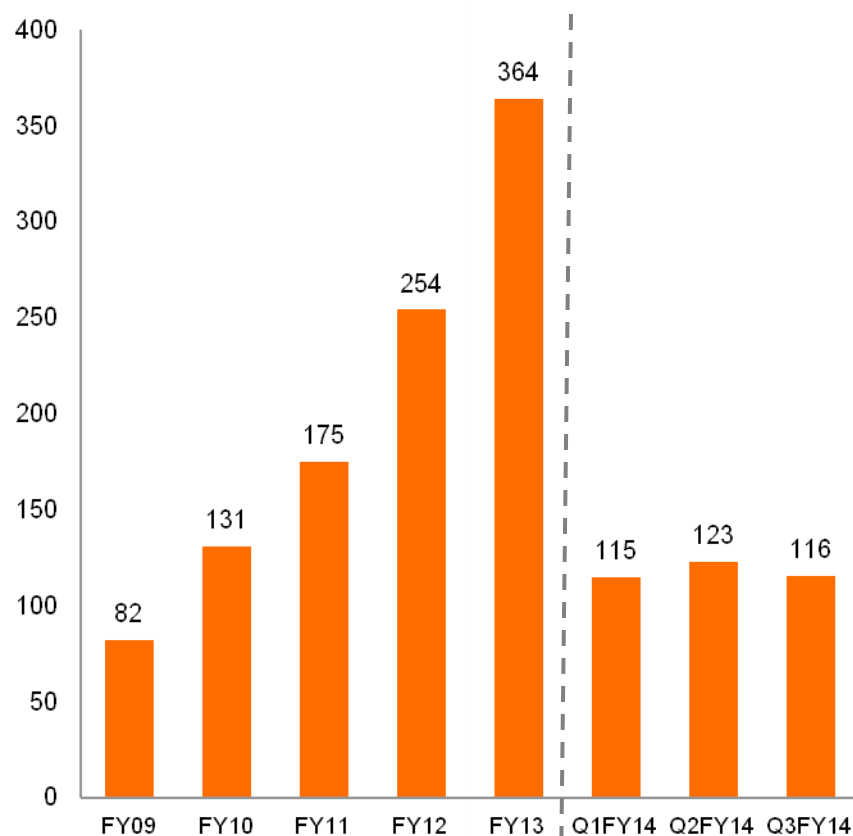
- 12 Baby Pink**
★★★★★
MRP : ₹ 599
Buy Now
- Abundance of Love**
★★★★★
MRP : ₹ 849
Buy Now
- Always & Forever**
★★★★★
MRP : ₹ 1199
Buy Now
- Anthurium Plant N**
- Asiatic Lilies**
- Authentic Love**

Track Record of Consistent Growth



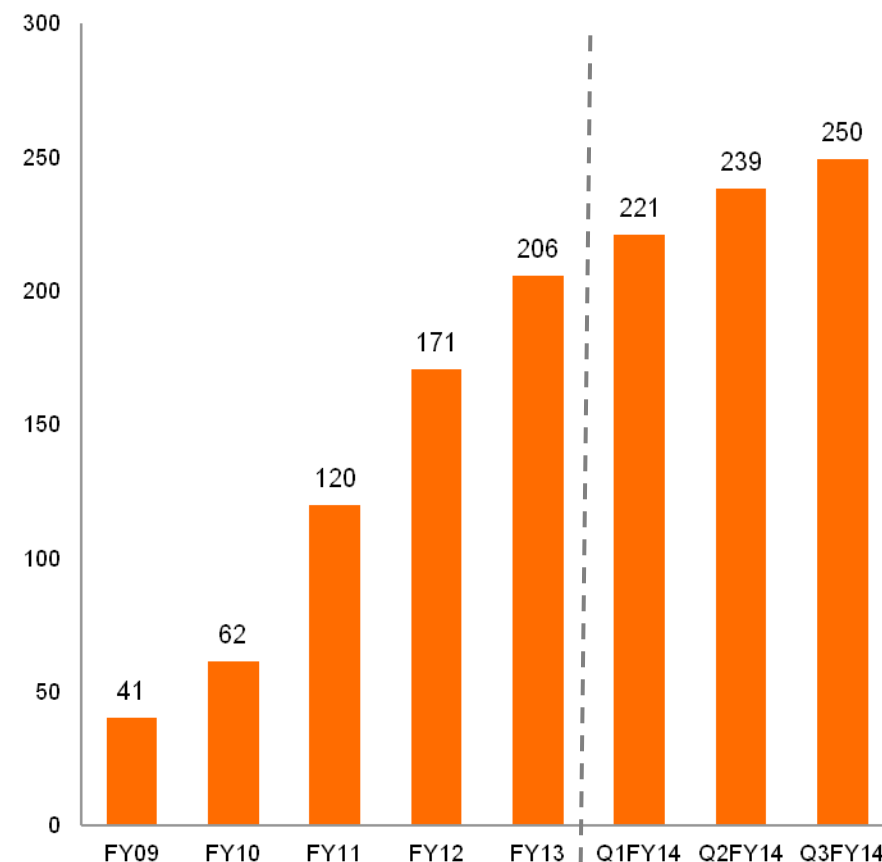
Total Usage⁽¹⁾

Million



Paid Campaigns*

'000s

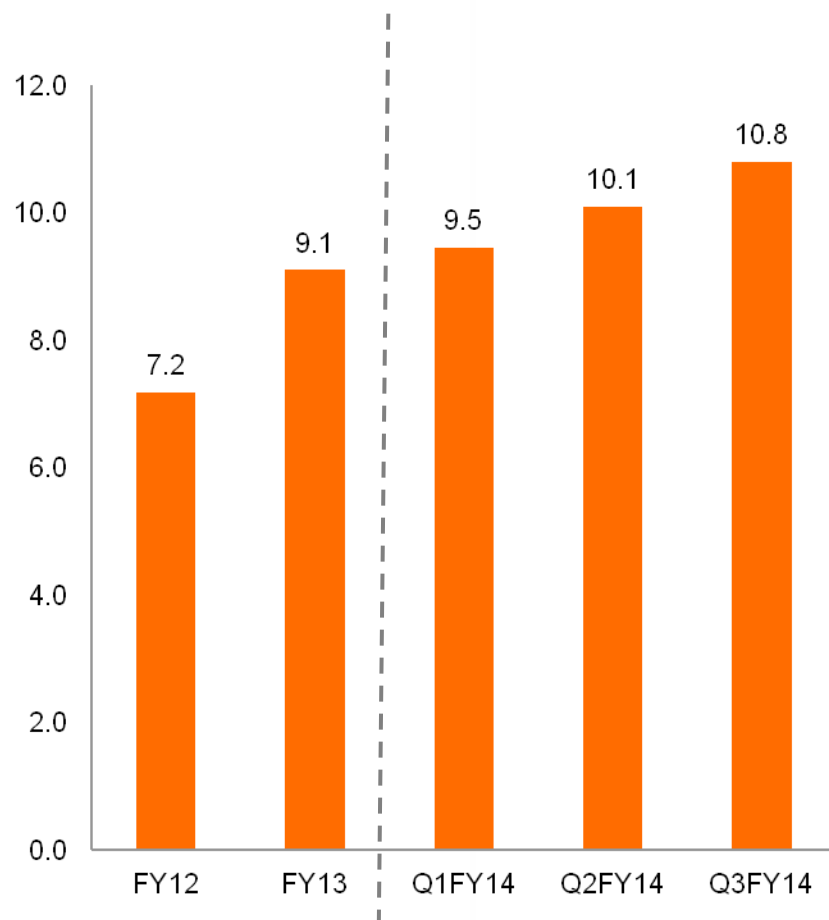


1. Usage or search requests includes search through voice/SMS and, PC and mobile internet visits

* Data for Campaigns is as on end date of the time-frame mentioned

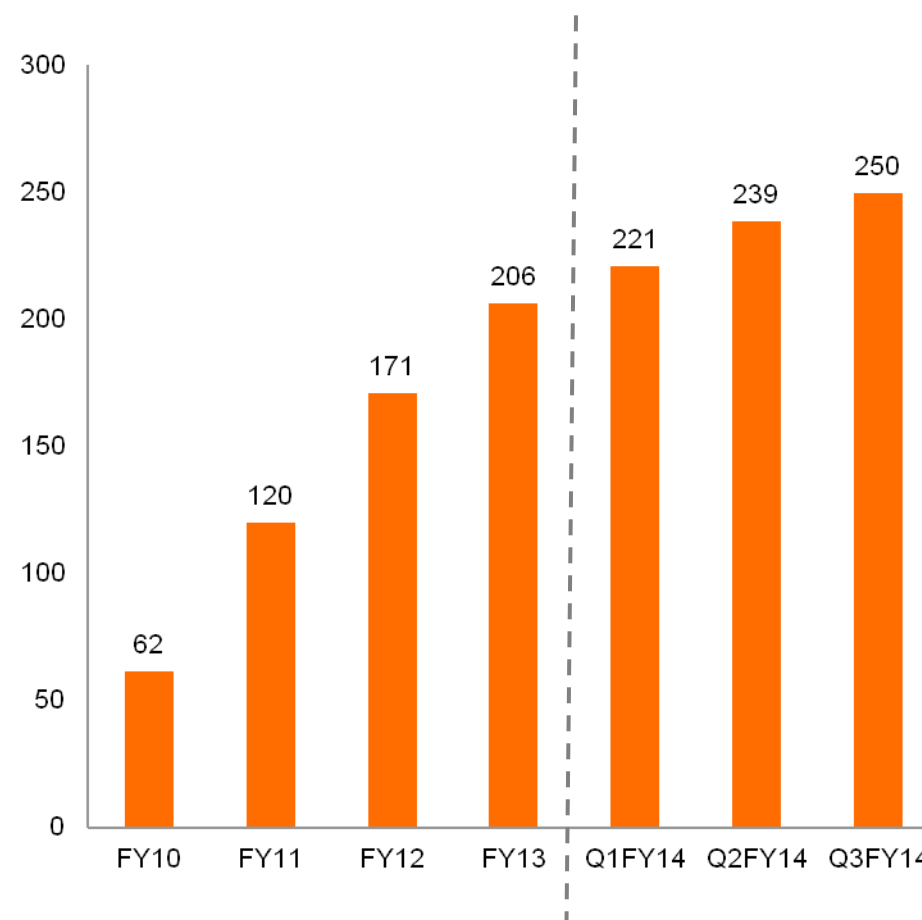
Total Business Listings*

Million



Paid Campaigns*

'000



* Data for listings & Campaigns is as on end date of the time-frame mentioned

Multiple Strategies for Growth



Experienced Management Team



V. S. S. Mani

*Founder, Managing Director & CEO
Years of Experience : 25 years in the field
of media and local search services*



Sandipan Chattopadhyay

*Chief Technology Officer
Years of Experience : 16 years in field
of technology*



V. Krishnan

*Chief Operating Officer
Years of Experience : 20 years in the field
of strategic planning and execution*



Ramkumar Krishnamachari

*Chief Financial Officer
Years of Experience : 22 years in the
field of finance and accounting*



Shreos Roy Chowdhury

*Chief Technical Architect
Years of Experience : 16 years in the field
of technology*



Koora Srinivas

*Deputy Chief Financial Officer
Years of Experience : 13 years in the
field of finance and accounting*

SEARCH

Enter



JustdialTM

Financial Overview

We have an Efficient and Profitable Business Model



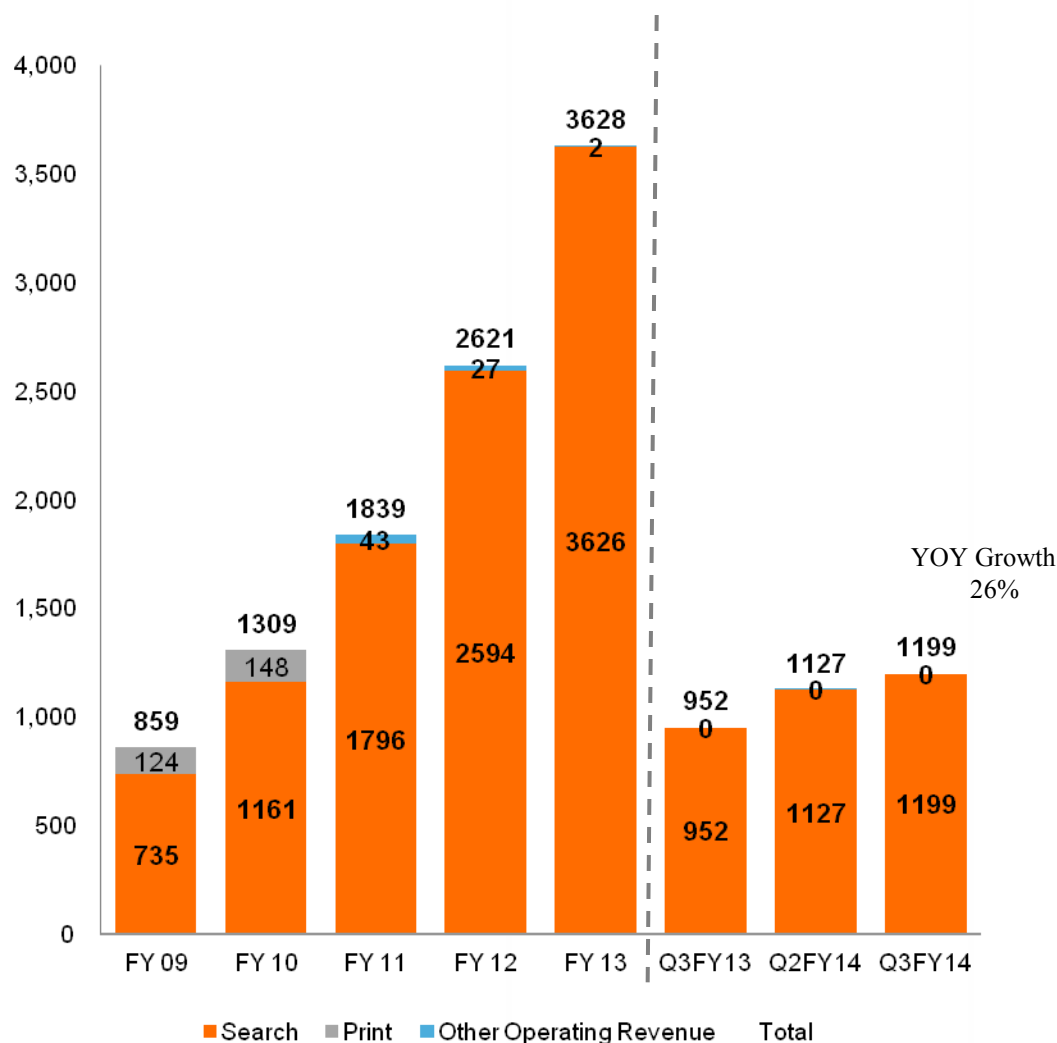
	FY2009	FY2013	YTD Dec'2013
Total Usage	82 MM	364 MM	353 MM
Paid Campaigns	40,500	206,500	249,600
Search Revenue	INR 735 MM	INR 3,628 MM	INR 3,371 MM
Operating EBIDTA	INR 79 MM	INR 1,008 MM	INR 1,048 MM
Operating EBIDTA Margin	9%	28%	31%
PAT	INR 75 MM	INR 685 MM	INR 864 MM
PAT Margin	8%	18%	24%

Quarter ended December 31, 2013 highlights:

- ▶ Total revenue: INR 1,310 MM (including search revenue: INR 1,199 MM and other revenue: INR 111 MM)
- ▶ Operating EBITDA margin at 28% for quarter ending December 31, 2013
- ▶ Net Income margin at 23% for quarter ending December 31, 2013

Operating Revenue

INR Mn



Key Business Model Attributes

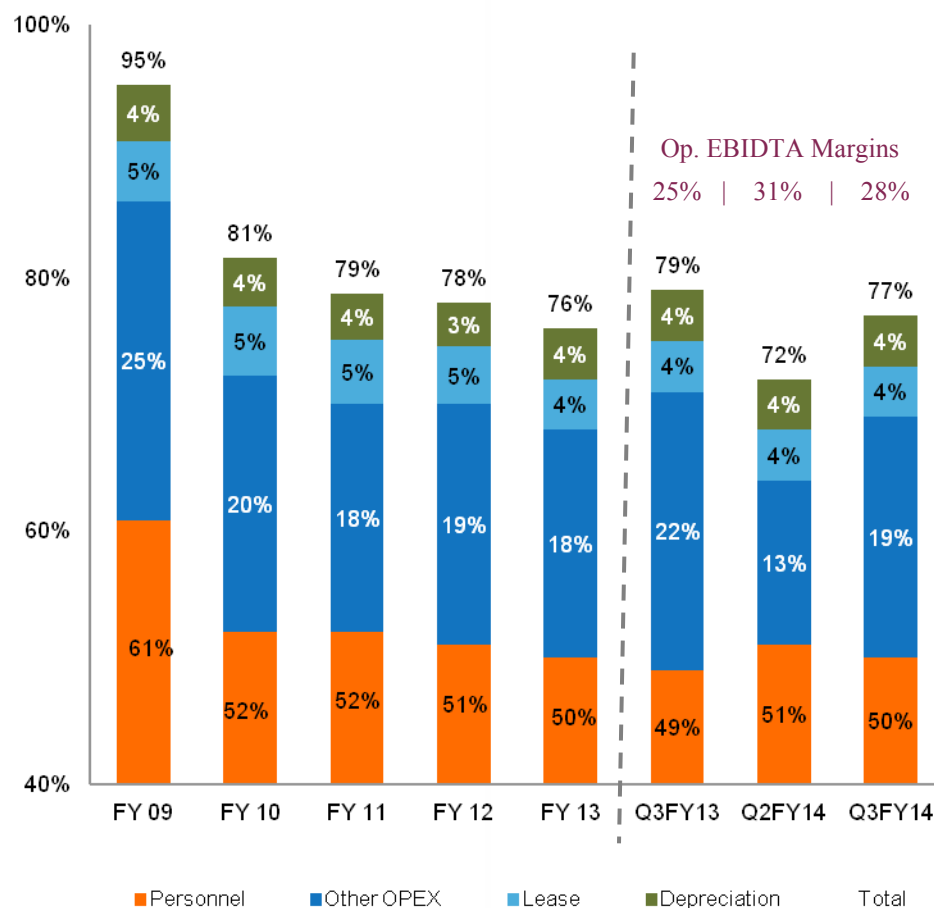
- ▶ Paid Advertisers primarily across 11 large Indian cities (Contributes substantially to all of the company's campaigns)
- ▶ Paid Advertisers pay fixed monthly or annual fees to run search-led advertising campaigns for their businesses on Justdial's platform
- ▶ Two types of premium memberships: Platinum, Diamond 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
- ▶ 3,011 tele-sales executives and 1007 feet on street selling to SMEs ⁽¹⁾

1. As on December 31, 2013

Quarterly numbers are limited review, others are restated financials

Margin Expansion and Operating Leverage

Key Expenses % of Operating Revenue

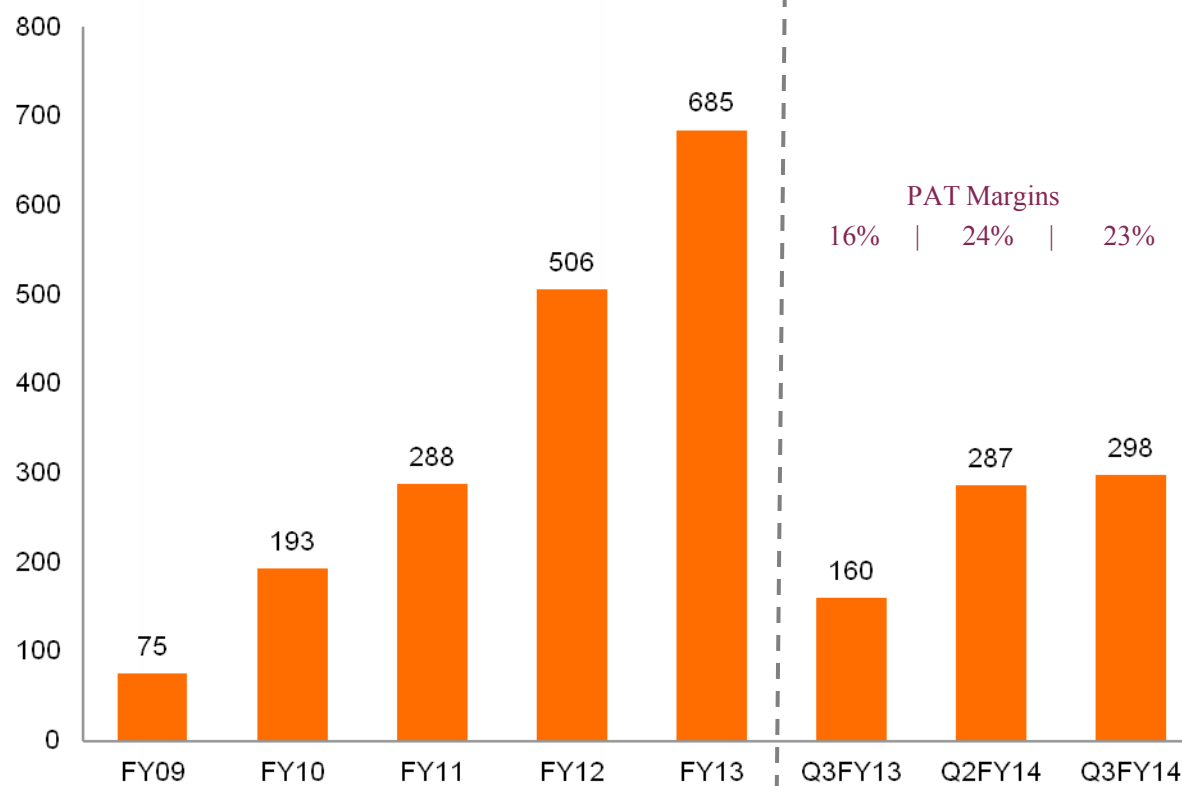


Key Drivers

- ▶ 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

Profit after Tax (PAT)

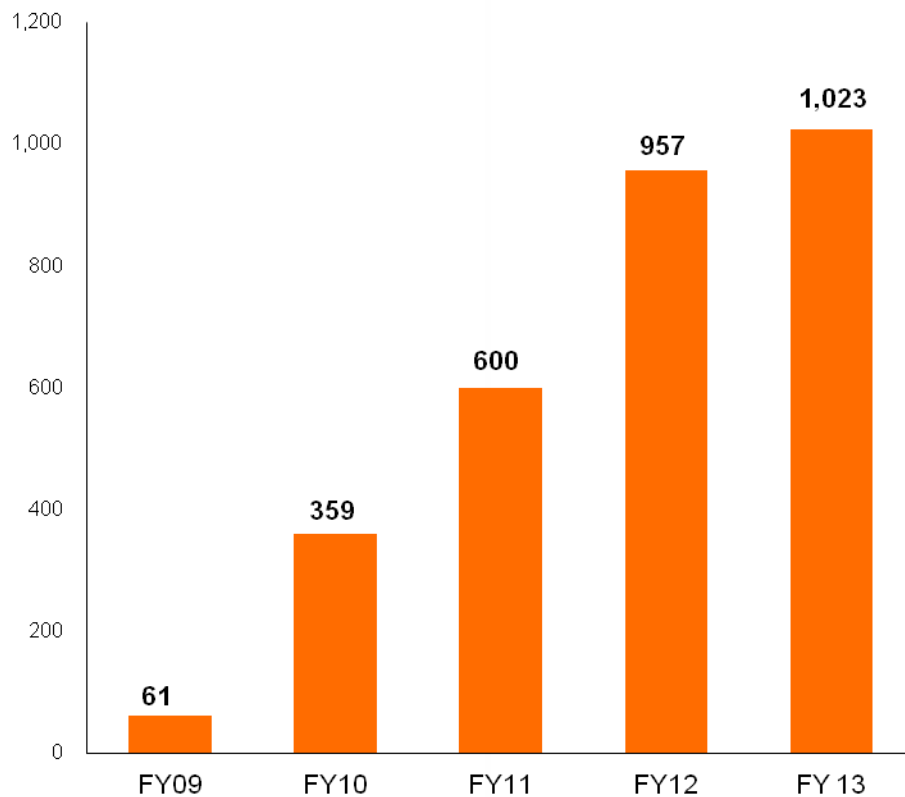
INR Mn



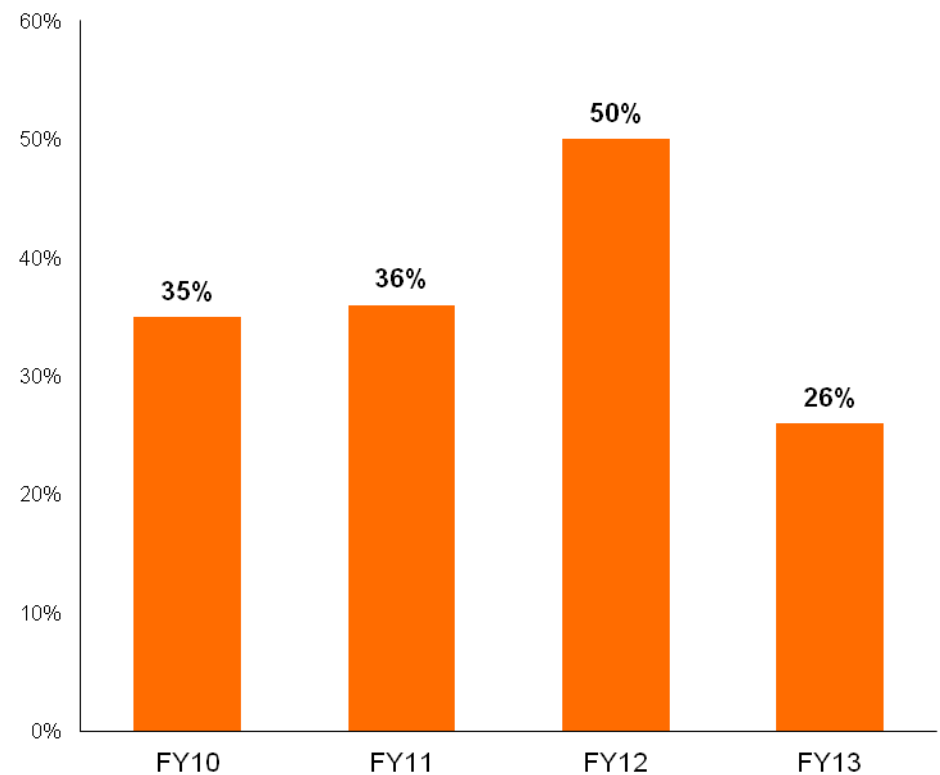
Growing Cash Flows and Return on Capital

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