



JustdialTM

Company Presentation

December 2016

SEARCH

Enter



JustdialTM

Business Overview

Company Overview



Notes

1. Unique visitors are considered across various mediums – Voice, PC Internet, Mobile Internet – these may not necessarily be mutually exclusive.
2. As on 31 December, 2016

Justdial Everywhere: Connecting With Users Anytime, Anywhere



PC Internet



User friendly features

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

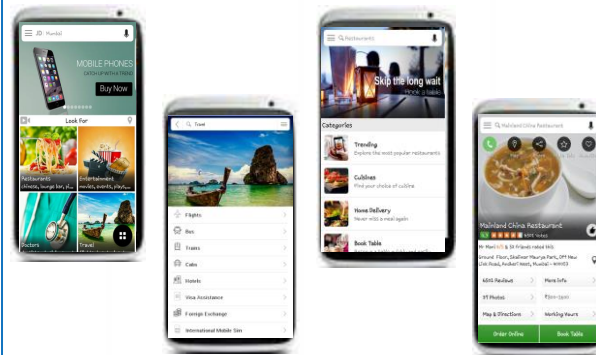
Search by company or category or product

Search Plus

Popular category searches

Mobile Internet & Apps

t.justdial.com



Location-based search service

Voice Search

Search Plus

Developed Android, iOS, Windows apps

Voice/SMS

8888888888

SMS SEARCH



Write Message



Message Sent Successfully



1 New Message From
08888888888



8888888888 Operator assisted Hotline number across India

24 hours a day, 7 days a week

Multi-lingual support

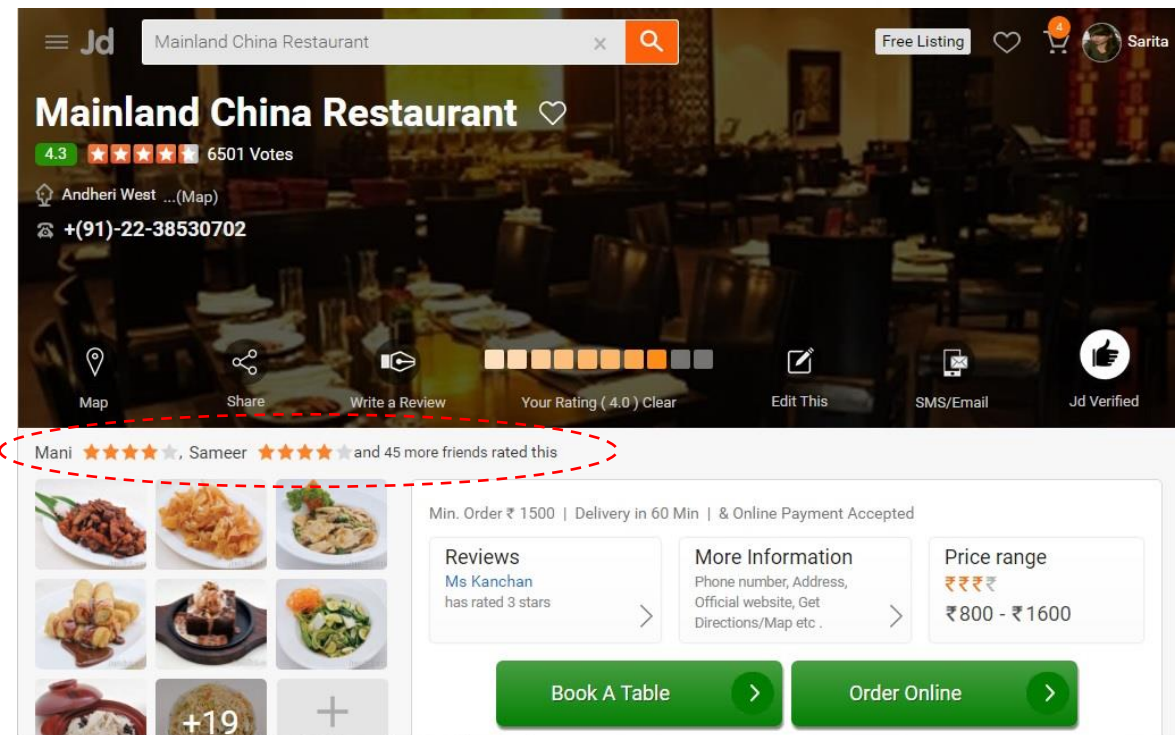
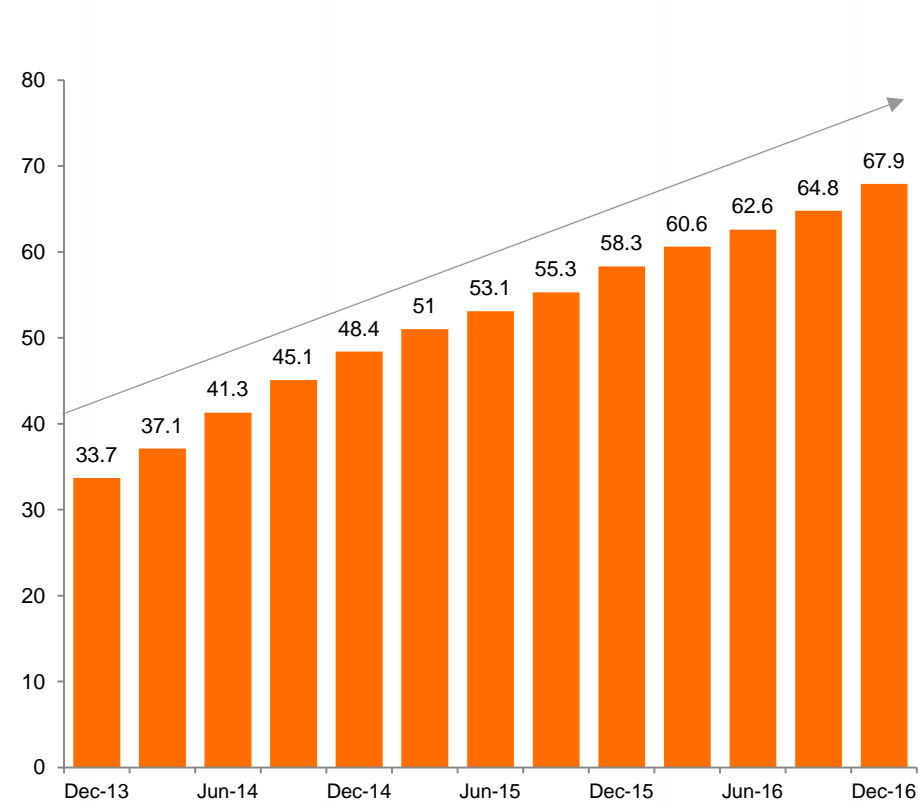
Company/ category/product searches

Search Plus

User Community and Reviews Drive Engagement

Reviews and Ratings

Millions

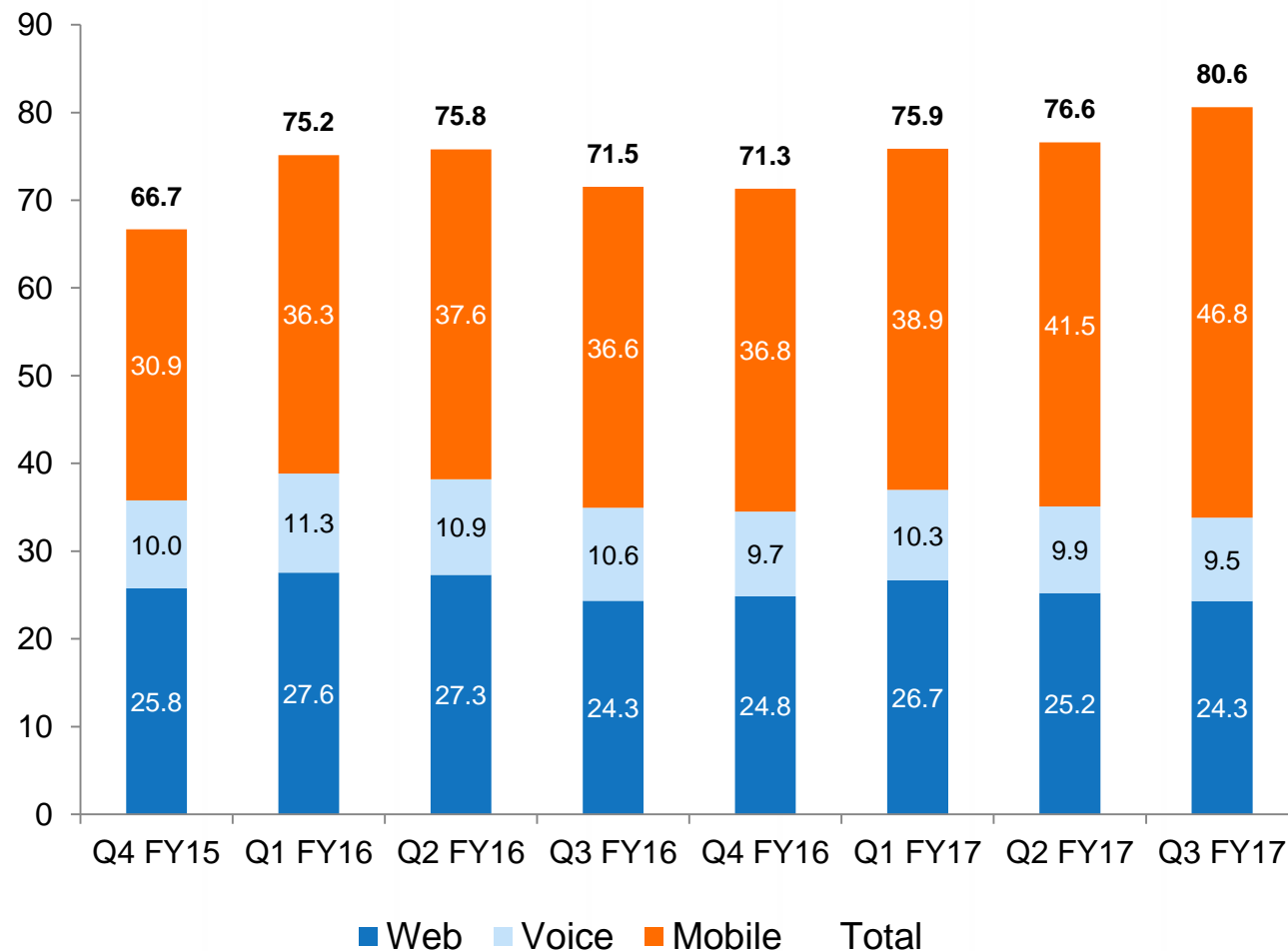


Special focus on **Friend's Reviews & Ratings**

Unique Visitors



in million

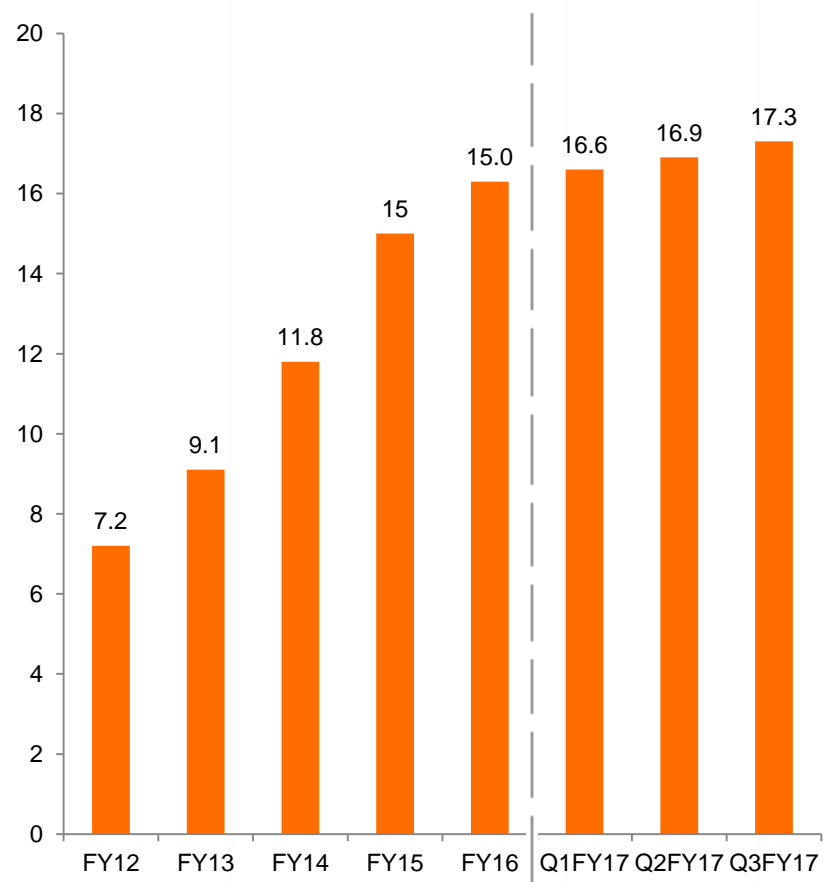


Voice, PC and Mobile – Unique Visitors

Total Unique Visitors are considered across various mediums – Voice, PC Internet, Mobile Internet – these may not necessarily be mutually exclusive.

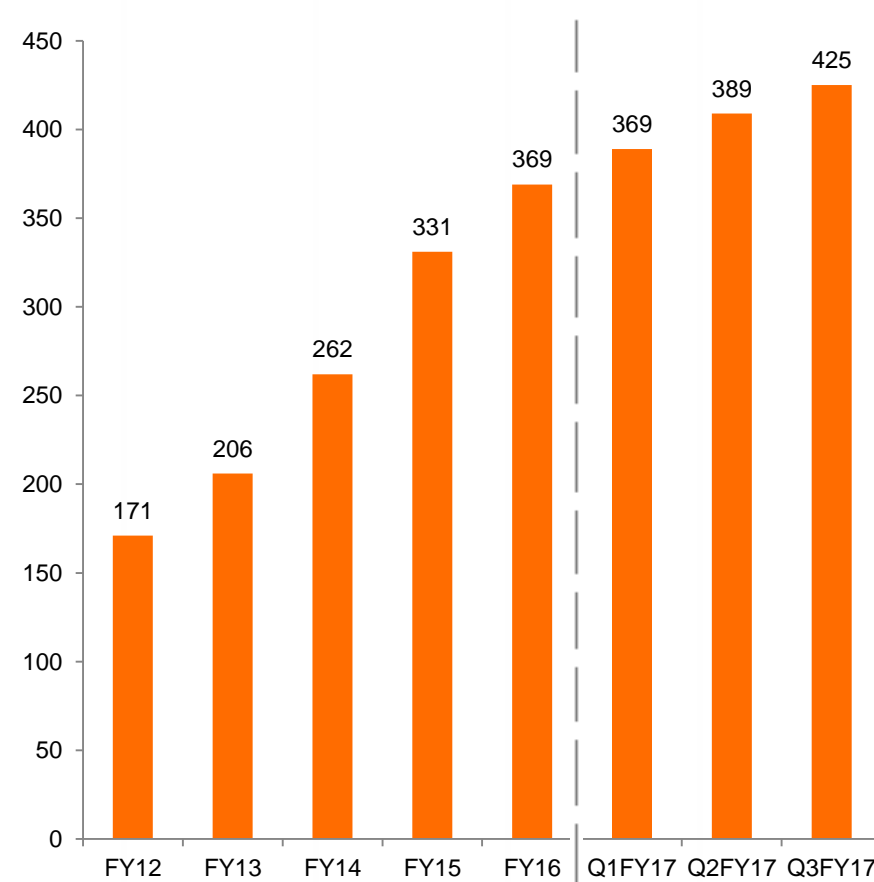
Total Business Listings

Million



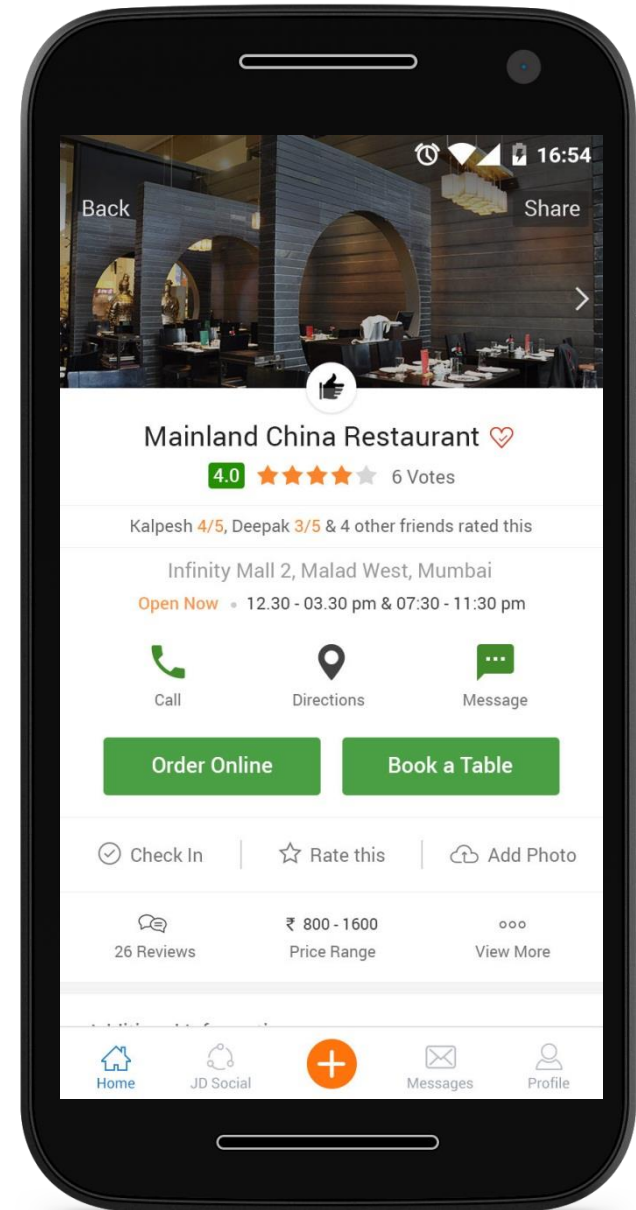
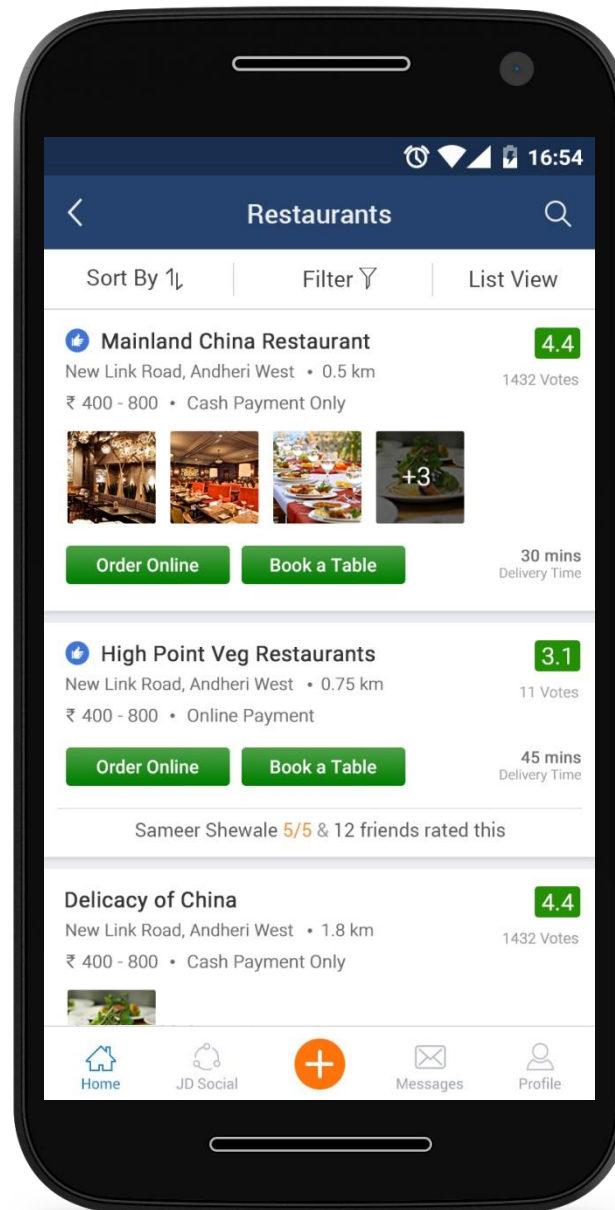
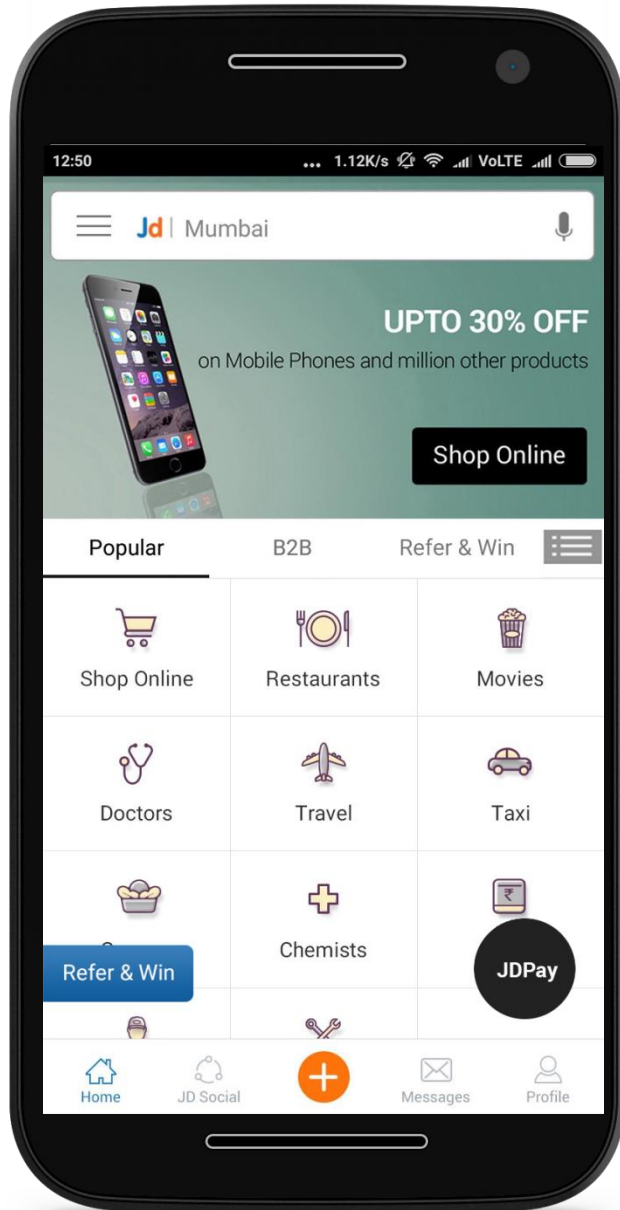
Paid Campaigns

'000

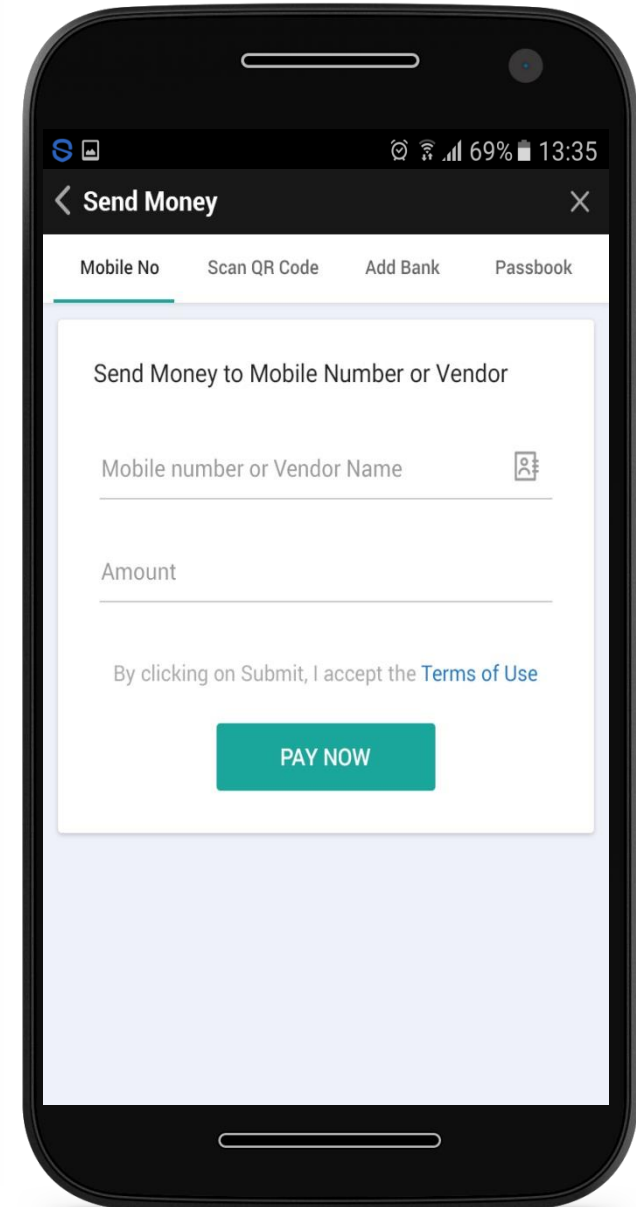
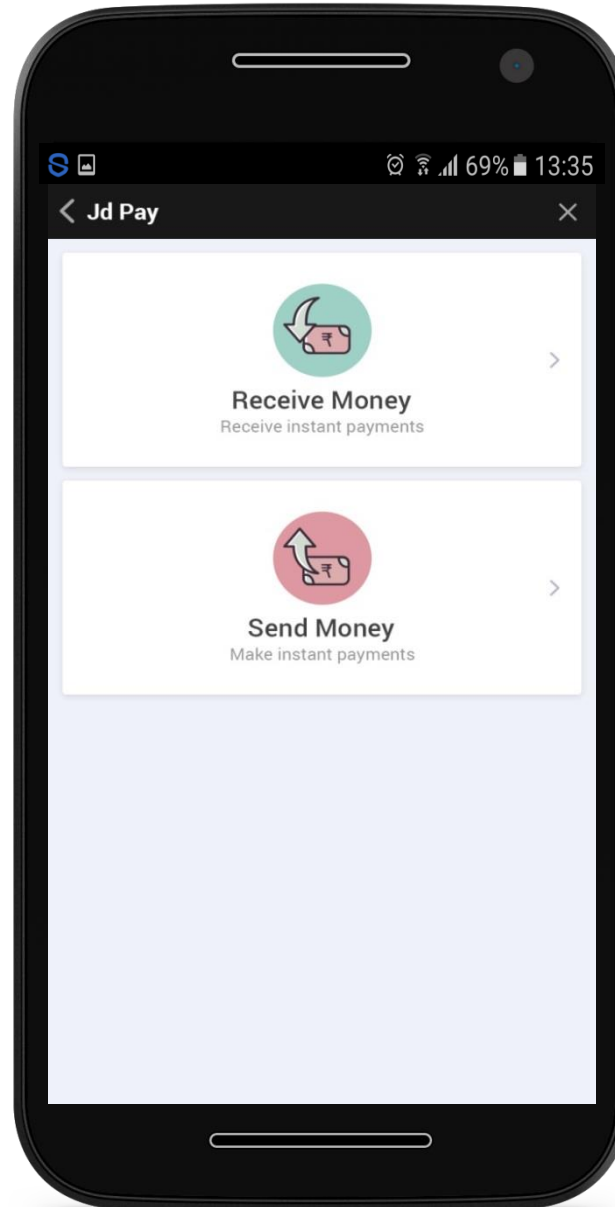
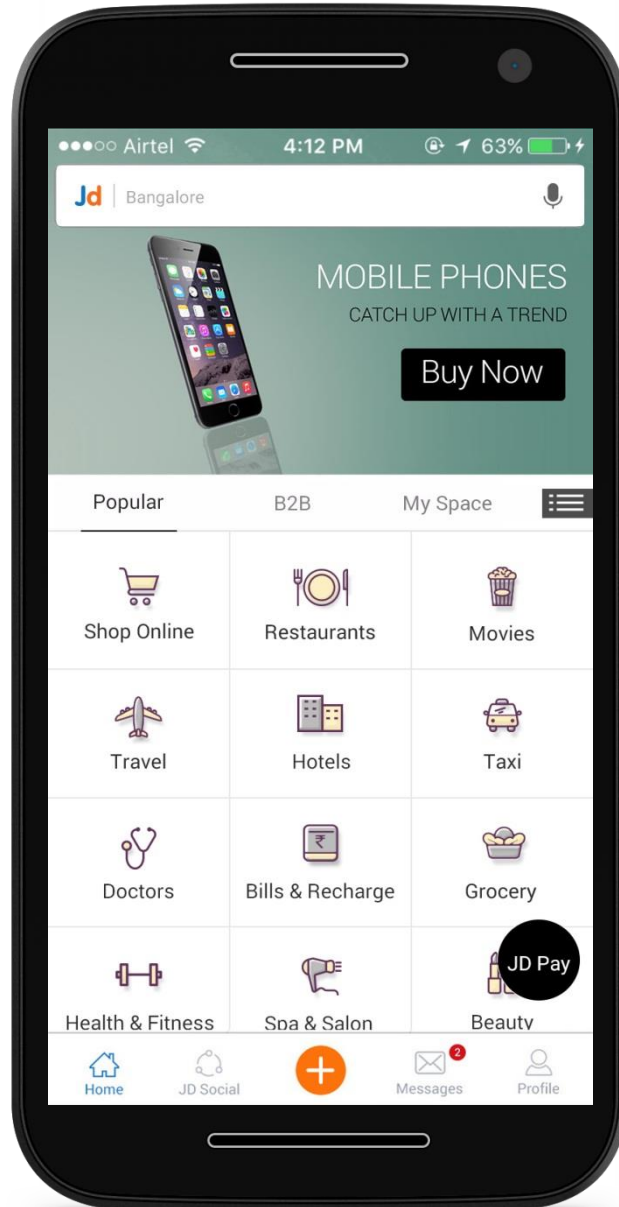


JD lite app – light, fast, and less than 1MB

Justdial™



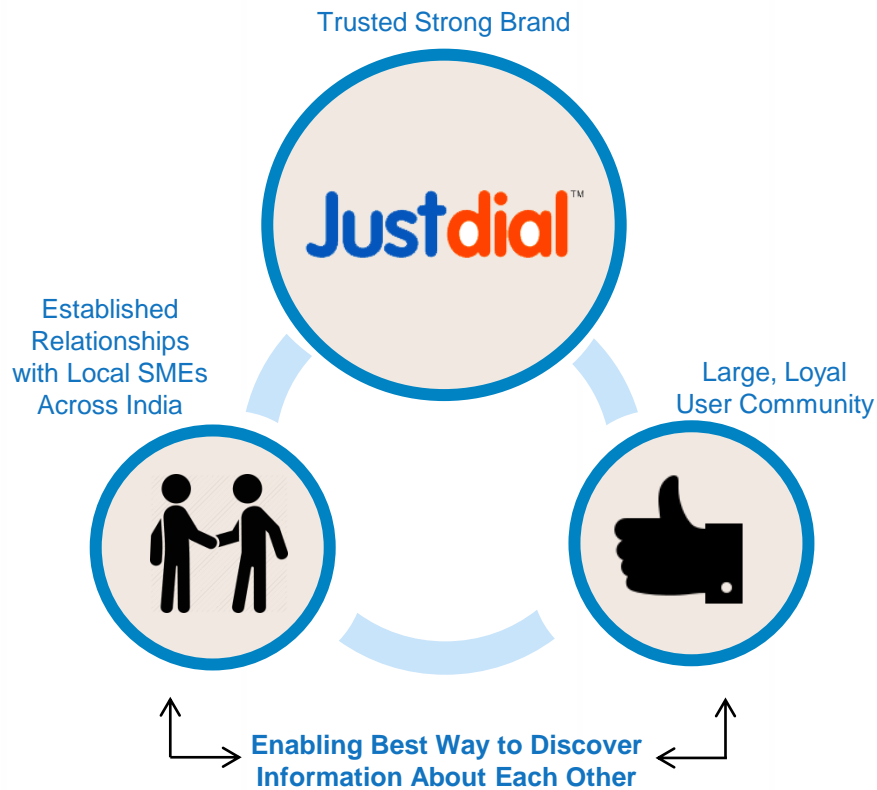
JD Pay – integrated within the App for easy payments



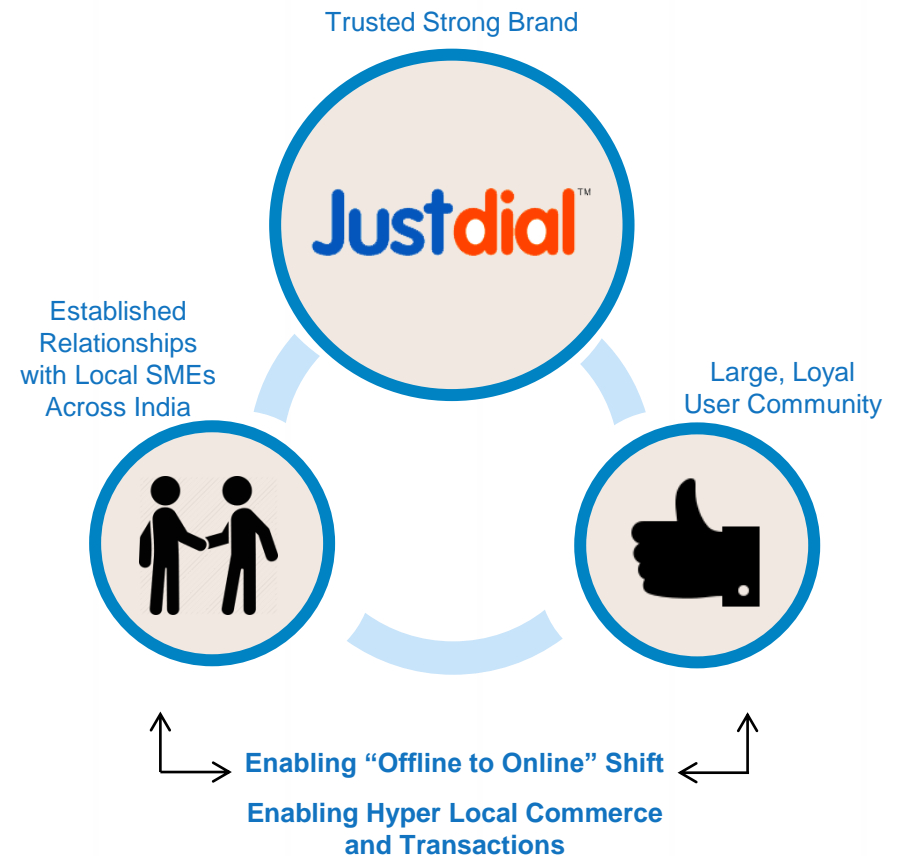
Search Plus – A natural extension of our core search business



Leveraging The Three Cornerstones of Our Success to Do More



“Three Clicks to Find”

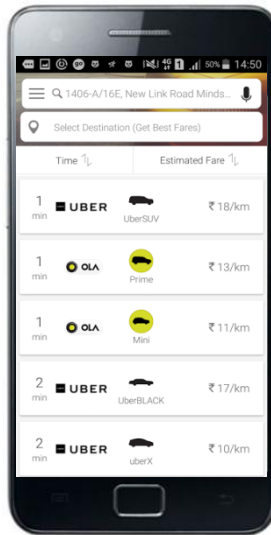


“Three Clicks to Transact”

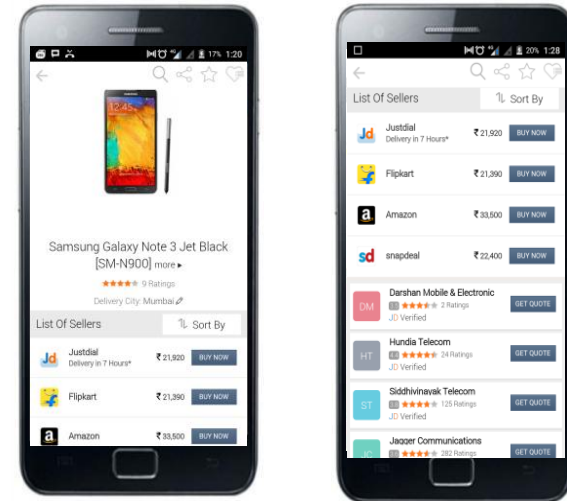
- Order Food
- Book A Table
- Book A Doctor's Appointment
- Order Grocery
- Order Medicines/ Pharmacy
- Order Books
- Diagnostics
- Shopfront / Shop Online
- Flight Tickets
- Order Flowers
- Laundry Pick-up
- Courier Pick-up
- Car Servicing
- AC Servicing
- Water Purifier Servicing
- Mineral Water Order
- Bus Tickets
- Train Tickets
- Schedule a Test Drive
- Book a Cab
- Hotels
- Movie Tickets
- Events
- Recharge & Bill Payments
- Loans
- Spas & Salons
- Insurance
- Tyres & Batteries
- On Demand Services
- Automobiles
- Jobs
- International SIM cards
- FOREX

Products and Services – Search Plus

Hail a Cab



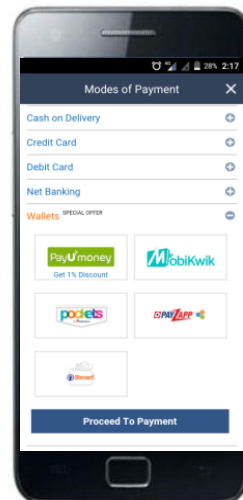
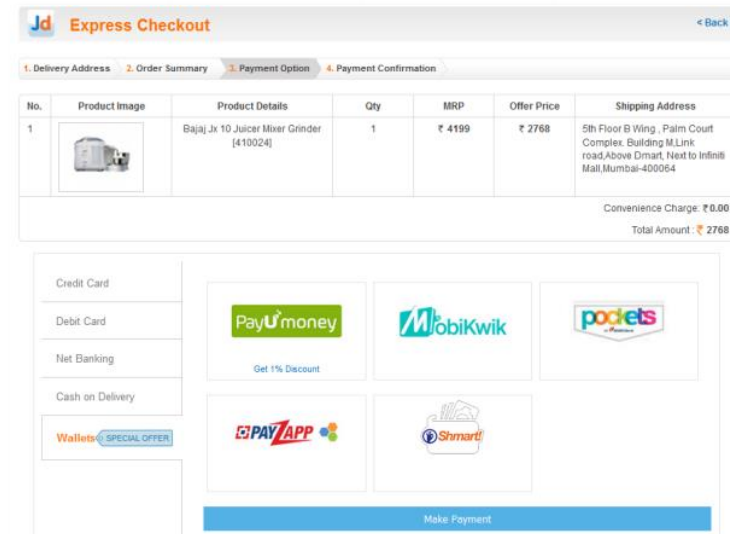
Shop Online



Order Grocery



Options of Wallets for Payment



Products and Services – Search Plus

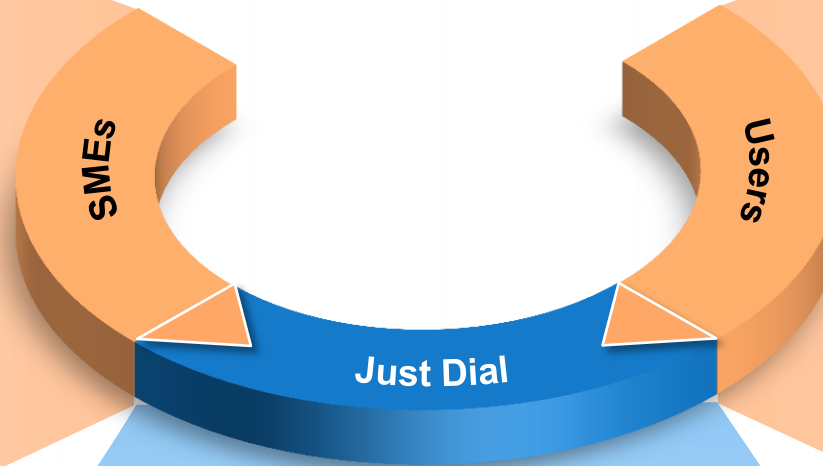
Book Train Tickets

Foreign Exchange

Book Movie Tickets

Loans

- 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

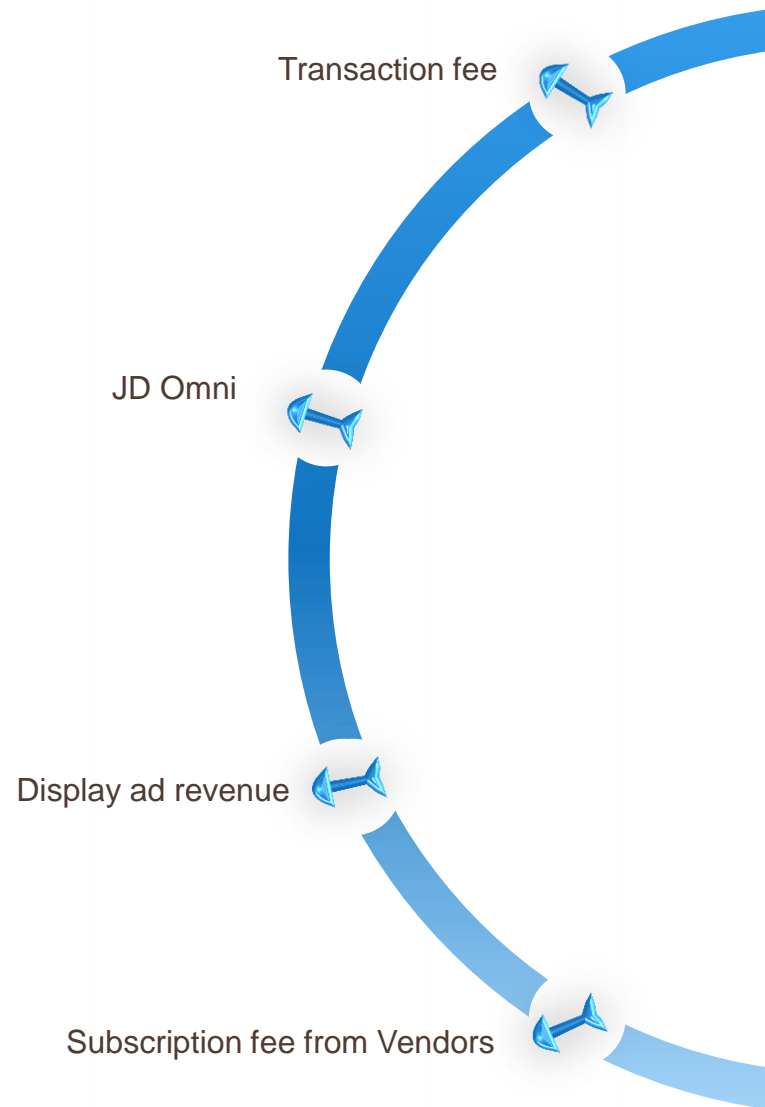


- Choose vendor in local neighborhood for product of choice
- Convenience of 'master app', look no further
- Personalized door-step service experience
- Real-time price discovery

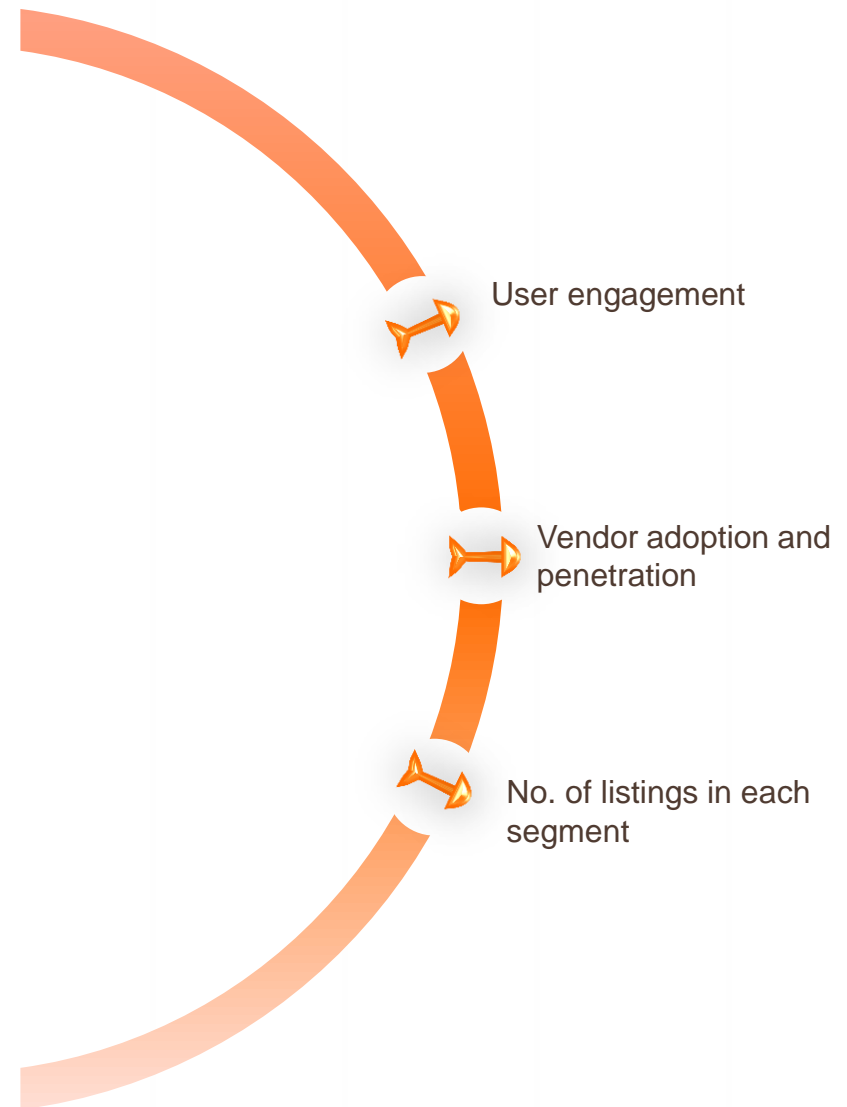
- Increased engagement and stickiness of users
- Increase in monetization streams from SMEs
- Natural extension of core search business

The Search Plus Model

New Revenue Streams



Near Term Areas of Focus



JD Omni enables businesses to be online and ecommerce ready with the ability to control everything from supply chain to customer management.

Key features of Omni are:

- Choose your own domain name
- Transaction capable website with Payment gateway integration
- Android/iOS App that customers can download
- POS
- Delivery tracker
- Inventory management system
- One click PO
- Vendor management
- Customer credits
- Promotions
- HR payroll
- Accounting

JD Omni for Products

Zio Basket

Cart

Home > Grocery & Gourmet

Grocery & Gourmet

- Breakfast & Cereals
- Baby Care Products
- Meat & Poultry
- Bread Dairy Eggs
- Bakery
- Beverage
- Personal Care
- Condiments & Baking
- Household
- Snacks & Packaged Food
- Grocery
- Fruits
- Vegetables

Filters

BRAND

- ☐ Loose
- ☐ Patanjali
- ☐ Catch
- ☐ Garnier
- ☐ Aashirvaad

- Beauty
- Baby Care
- Home & Kitchen
- Office Products
- Health & Personal Care

Showing 2717 results

Sort : Newest First

Brooke Bond Red Label Tea
250 gm
₹ 78 ~~₹ 80~~ 2% OFF

+ ADD

Saffola Active Cooking Oil
1 ltr
₹ 129 ~~₹ 130~~ 0.8% OFF

+ ADD

Horlicks Chocolate Delight (Sodexo)
1 kg
₹ 375 ~~₹ 380~~ 1% OFF

+ ADD

24 Mantra Organic Whole Premium Wheat Flour
1 kg
₹ 53 ~~₹ 55~~ 3% OFF

+ ADD

Maggi Cuppa Mania Yoyo Masala Noodles
70 gm
₹ 38 ~~₹ 40~~ 5% OFF

+ ADD

Aashirvaad Atta Sugar Release Control
5 kg
₹ 250 ~~₹ 260~~ 3% OFF

+ ADD

Aashirvaad Atta Sugar Release Control
1 kg
₹ 51 ~~₹ 53~~ 3% OFF

+ ADD

Oxylife Natural Radiance 5 Cream Bleach
9 gm
₹ 36 ~~₹ 37~~ 2% OFF

+ ADD

Bambino Roasted Vermicelli
200 gm
₹ 23 ~~₹ 24~~ 4% OFF

+ ADD

Kesh Pari Herbal Hair Wash
120 gm
₹ 96 ~~₹ 99~~ 3% OFF

+ ADD

Marua Atta
500 gm
₹ 29 ~~₹ 36~~ 19% OFF

+ ADD

Marua Atta
250 gm
₹ 15 ~~₹ 18~~ 16% OFF

+ ADD

100% SECURE PAYMENTS

All major types of credit & debit cards accepted

TRACK YOUR ORDERS

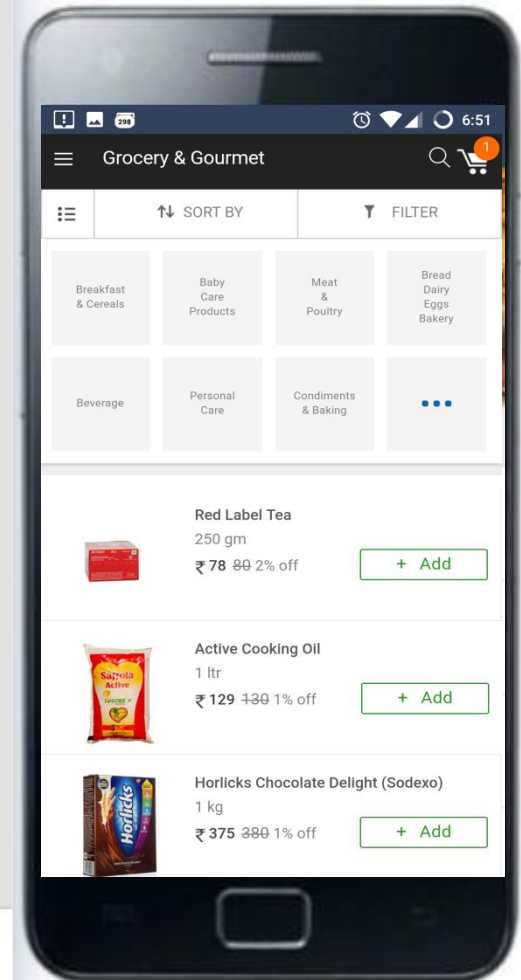
Track the delivery status of your placed orders online

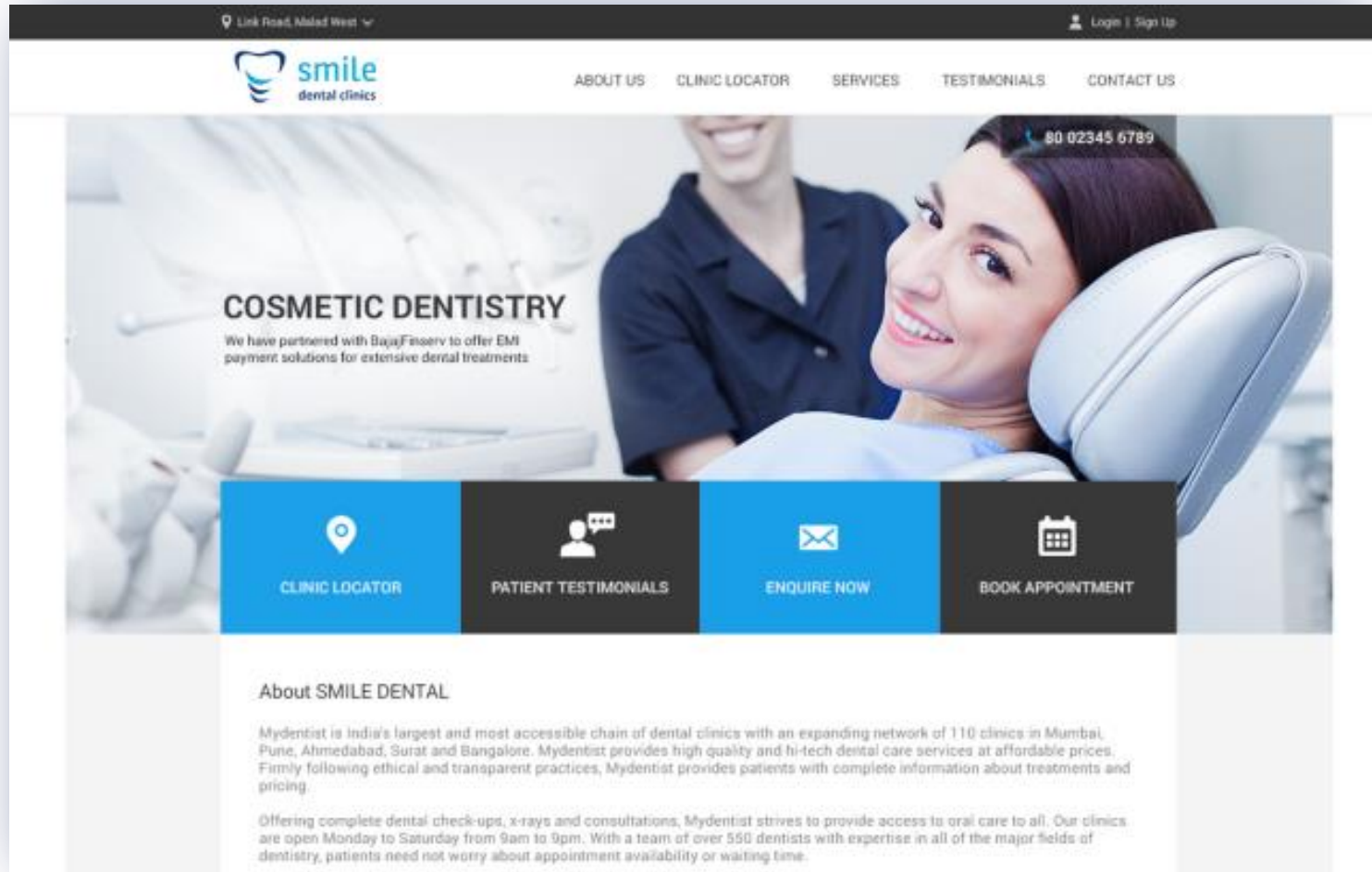
NEED HELP ?

Got a question ? Look no further, contact us on 8252555000

SHOP ON THE GO

Download the app and get notified about exciting offers.





SEARCH

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JustdialTM

Financial Overview

We have an Efficient and Profitable Business Model



	FY2011	FY2016
Paid Campaigns	120,200	3,68,800
Operating Revenue	INR 1,839 MM	INR 6,908 MM
Operating EBIDTA	INR 455 MM	INR 1,958 MM*
Operating EBIDTA Margin	25%	28%*
PAT	INR 289 MM	INR 1,418 MM
PAT Margin	15%	19%

* Note: Operating EBIDTA for FY16 is adjusted for ESOP expenses and one time spends

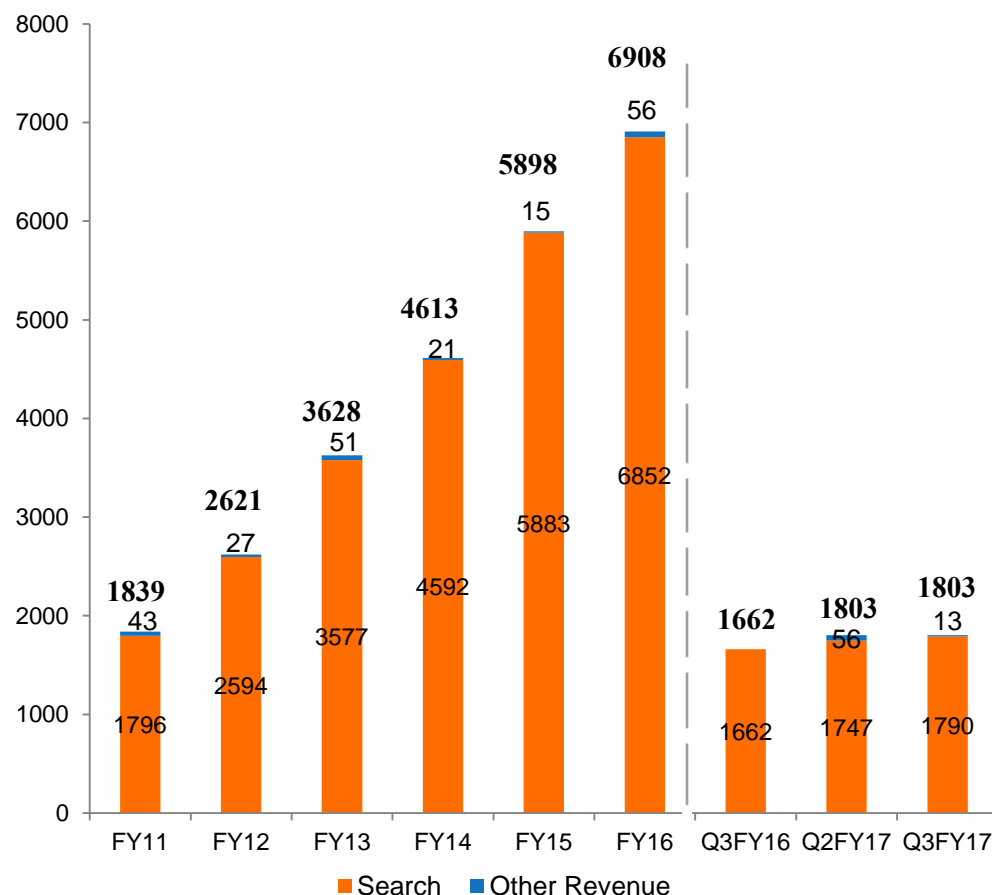
Quarter ended December 31, 2016 highlights:

- ▶ Total operating revenue: INR 1,803 MM
- ▶ Adjusted Operating EBITDA margin at 17%*
- ▶ PAT margin at 14%

* Note: Adjusted Operating EBIDTA is after ESOP expenses of Rs. 4.1crore during the quarter

Operating Revenue

INR Mn

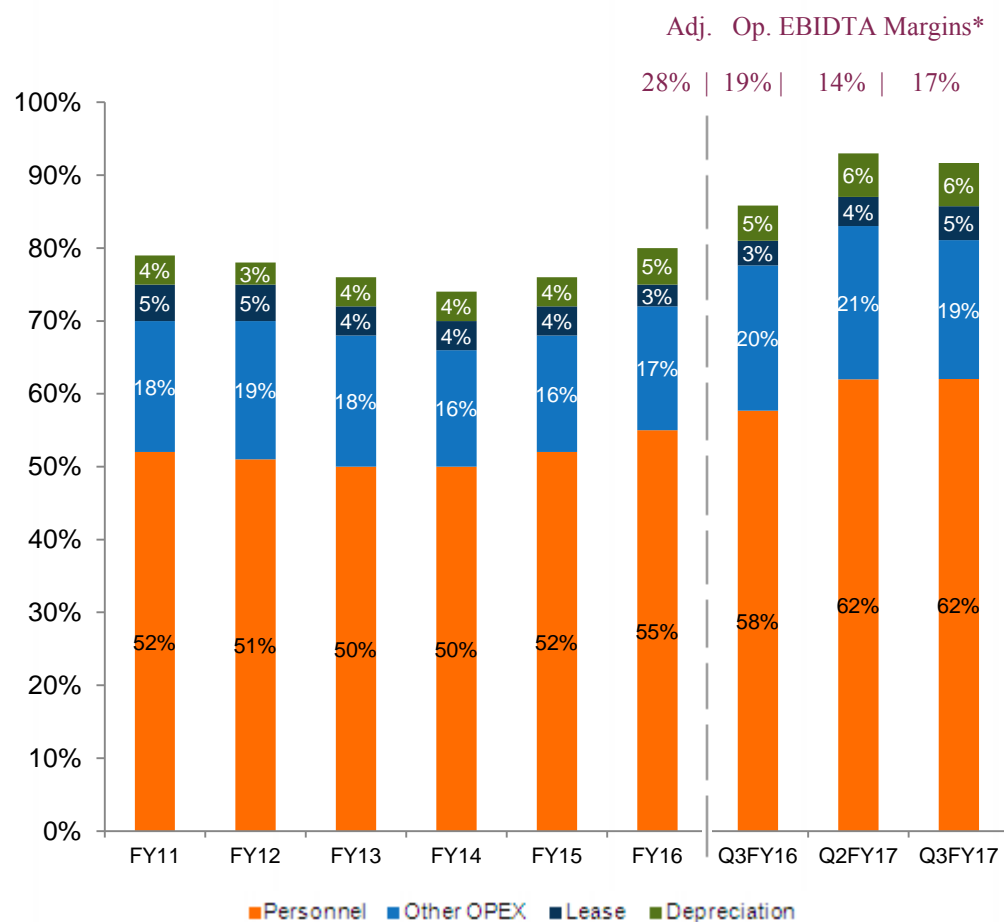


Key Business Model Attributes

- ▶ 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
- ▶ Various 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
- ▶ 4,049 tele-sales executives and 1,440 feet on street selling to SMEs and 1,801 Just Dial Ambassadors (JDAs)

Margin Expansion and Operating Leverage

Key Expenses as a % of Operating Revenue



Key Drivers

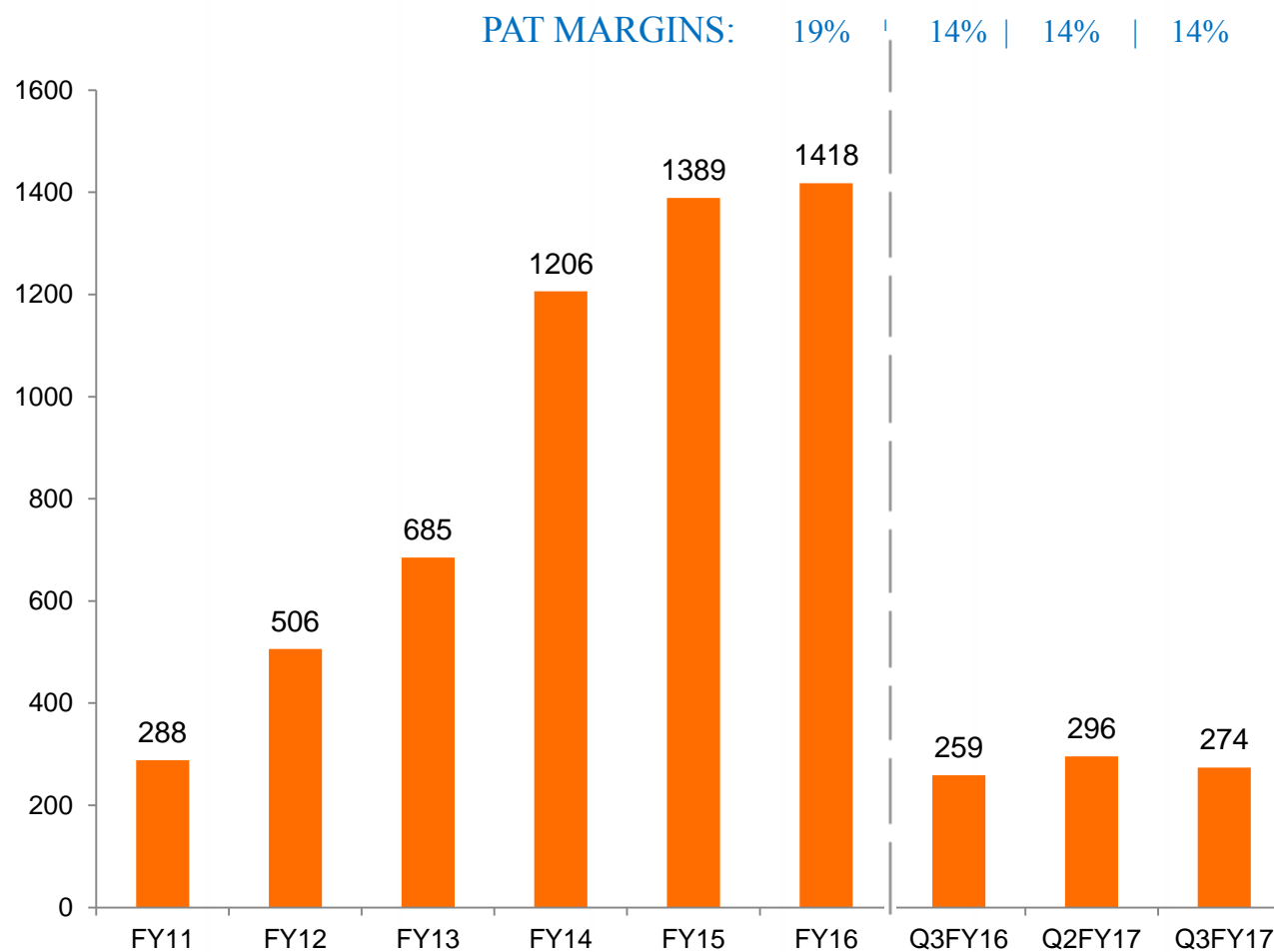
- ▶ More paid campaigns
- ▶ Improved package pricings, increasing and upgrading contracts
- ▶ Deepen and broaden SME coverage
- ▶ New categories, new products and services
- ▶ Increasing PC Internet and mobile internet usage volume
- ▶ Increased brand awareness

* Note: Adj. Operating EBIDTA excludes ESOP expenses and one time spends

Financials up to FY16 are based on Indian GAAP, while the quarterly numbers are based on Ind AS

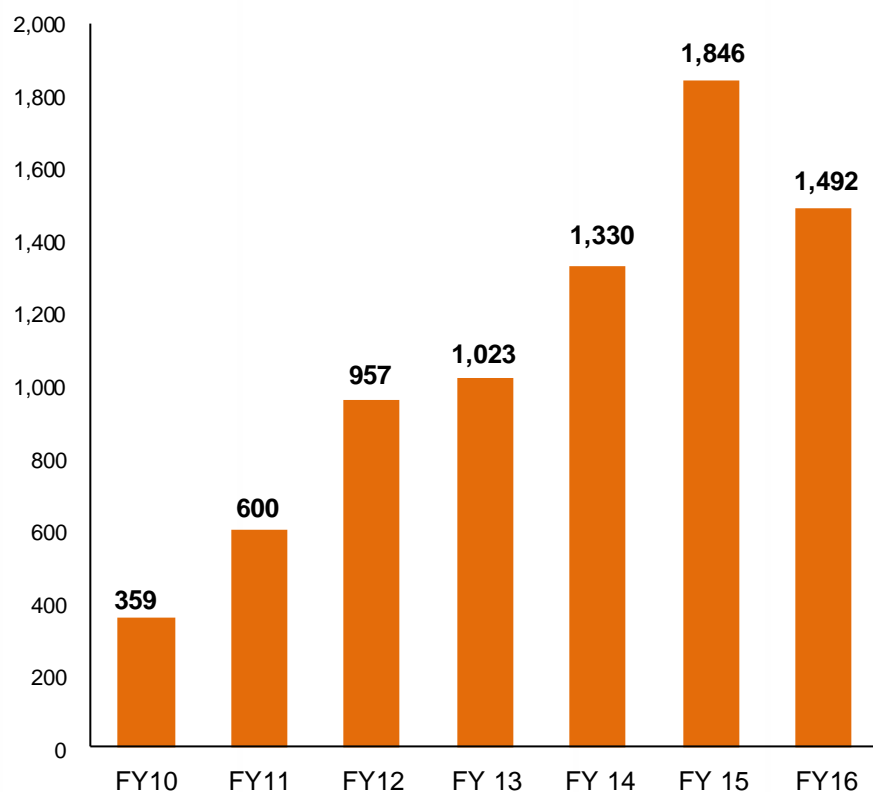
Profit after Tax (PAT)

INR Mn

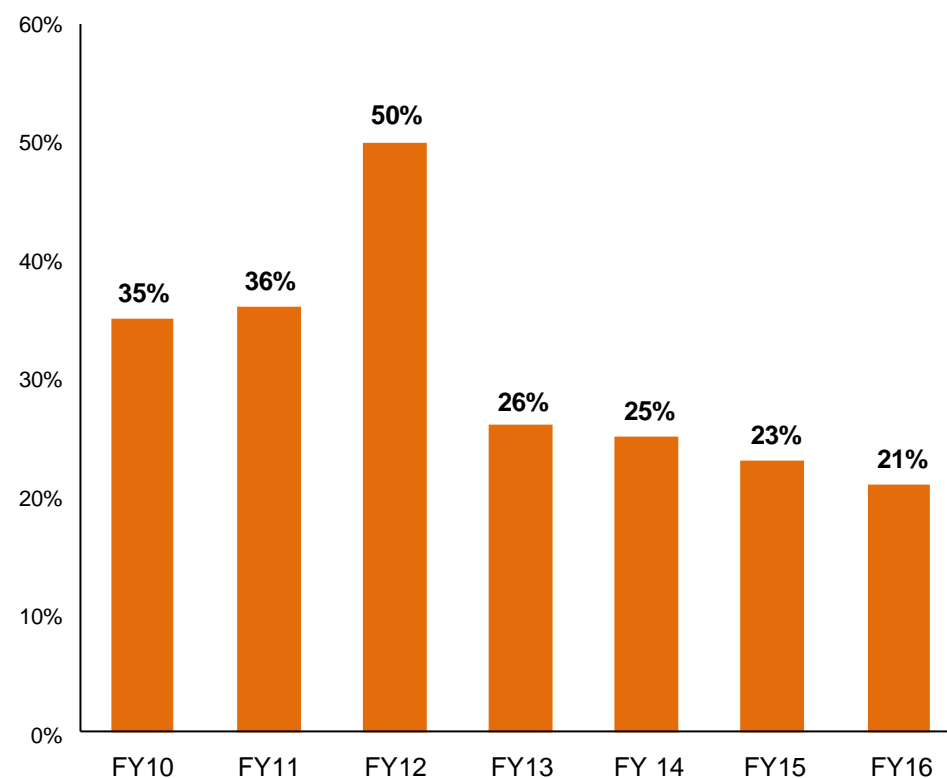


Cash Flow from Operations

INR Mn



Return on Net Worth (RoNW)



Transition to Ind AS from Indian GAAP (IGAAP)

S No.	Particulars	Three months period ended December 31, 2015		
		I GAAP	Effect of Transition to Ind AS	Ind AS
1	Income from operations			
	Revenue from operations	17,133	(516)	16,617
	Total Income from operations	17,133	(516)	16,617
2	Expenses			
	a) Employee benefits expense	9,536	48	9,584
	b) Depreciation and amortisation expense	808	-	808
	c) Other expenses	3,857	16	3,873
	Total expenses	14,201	64	14,265
3	Profit from operations before other income and finance costs (1-2)	2,932	(580)	2,352
4	Other income	957	357	1314
5	Profit from operations before finance costs (3+4)	3,889	(223)	3,666
6	Finance costs	-	-	-
7	Profit from ordinary activities before tax (5-6)	3,889	(223)	3,666
8	Tax expense (net)	1,190	(115)	1,075
9	Net Profit for the period (7-8)	2,699	(108)	2,591
10	Other comprehensive income	-	27	27
11	Total comprehensive income (9+10)	2,699	(81)	2,618

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