

January 18, 2022

To

BSE Limited Department of Corporate Services Listing Department P J Towers, Dalal Street, Mumbai – 400001 <i>Scrip Code: 535648</i>	National Stock Exchange of India Limited Listing Department Exchange Plaza, Plot no. C/1, G Block, Bandra-Kurla Complex, Bandra (East), Mumbai – 400051 <i>Scrip Symbol: JUSTDIAL</i>	Metropolitan Stock Exchange of India Limited Building A, Unit 205 A, 2nd Floor, Piramal Agastya Corporate Park, L.B.S Road, Kurla (West), Mumbai - 400070 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 Unaudited Financial Results of the Company for the 3rd quarter ended December 31, 2021.

We request you to take the same on record.

Thanking You,

Yours truly,

For Just Dial Limited

Manan Udani



Manan Udani
Company Secretary

Encl: as above

Just Dial Limited

CIN: 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 / 66976666 • Fax : 022-28823789

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

☎ 088888-88888 | www.justdial.com

CORPORATE PRESENTATION

January 2022



DISCLAIMER

This Presentation has been prepared by Just Dial Limited ("Just Dial") for investors, shareholders, analysts and other relevant stakeholders, solely for informational purposes. The information set out in this Presentation, including business overview, traffic related numbers, products related information, historical financial performance and any forecasts should not be considered as advice or a recommendation to investors or potential investors in relation to holding, purchasing or selling securities or other financial products. 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.

This presentation may contain forecasts/ forward looking statements based on facts, expectations, and/or past figures relating to the business, financial performance and results of the Company. As with all forward-looking statements, forecasts are connected with known and unknown risks, uncertainties and other factors that may cause the actual results to deviate significantly from the forecast. Readers are cautioned not to place undue reliance on these forward looking statements. Forecasts prepared by the third parties, or data or evaluations used by third parties and mentioned in this communication, may be inappropriate, incomplete, or falsified. Neither the Company or any of its subsidiaries or any of its Directors, officers or employees thereof, provide any assurance that the assumptions underlying such forward-looking statements are fully free from errors nor do any of them accept any responsibility for the future accuracy of the opinions expressed in the Presentation or the actual occurrence of the forecasted developments. Neither the Company nor its Directors or officers assume any obligation to update any forward - looking statements or to confirm these forward-looking statements to the Company's actual results.

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

Q3 FY22 means the period Oct 1, 2021 to Dec 31, 2021

FY22 or FY 21-22 or FY 2022 means the Financial Year starting Apr 1, 2021 and ending Mar 31, 2022



BUSINESS OVERVIEW

COMPANY OVERVIEW

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



High user engagement, 125.3 million ratings & reviews



142.7 million quarterly unique visitors in Q3-FY22



Database of 31.4 million listings



Scalable and profitable business model



437,335 active paid campaigns



Figures as on Dec 31, 2021

KEY STRENGTHS

- ❑ First Mover Advantage in Indian Local Search Market
- ❑ Strong Brand Recognition with 142.7 million unique quarterly visitors^ in Q3 FY22 (149.5 million in Q2 FY22)
- ❑ Comprehensive database of 31.4 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, Prepaid Model

^ 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



3,642 employees in tele-sales, 4,431 feet-on-street salesforce



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

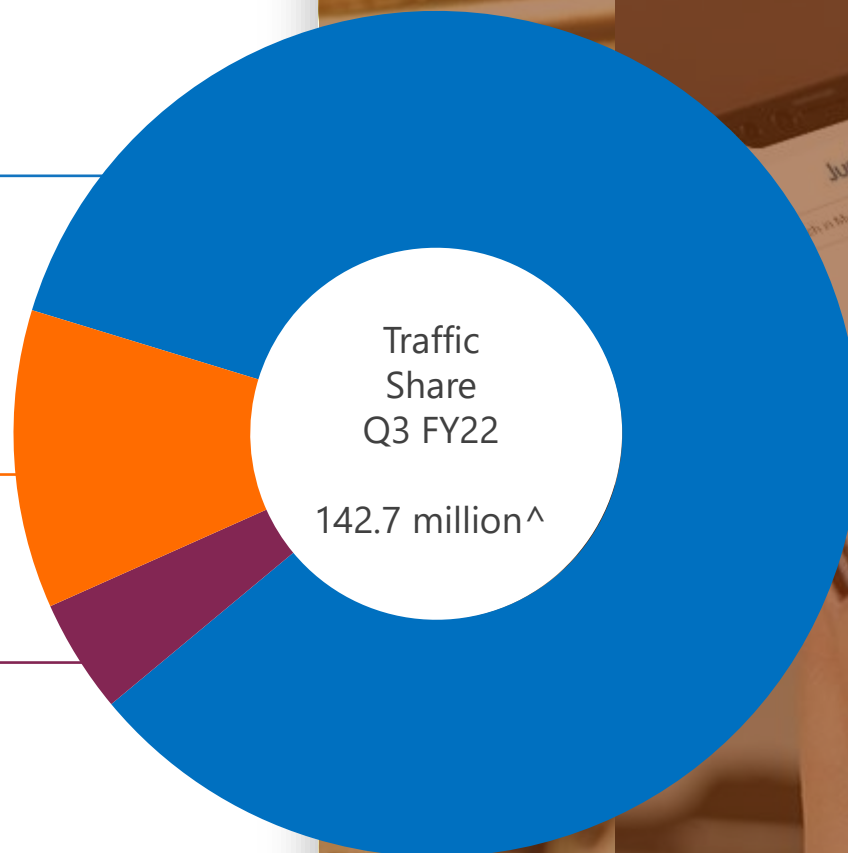


PLATFORMS

84.2%
MOBILE
Mobile Site & Apps

11.4%
DESKTOP/ PC
www.justdial.com

4.4%
VOICE
88888-88888



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MOBILE



Android & iOS Apps

Predictive Auto-Suggest

Company, Category, Product Search

Map View of Category Search

Location Detection

Voice Search

App Notifications

JD Pay

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

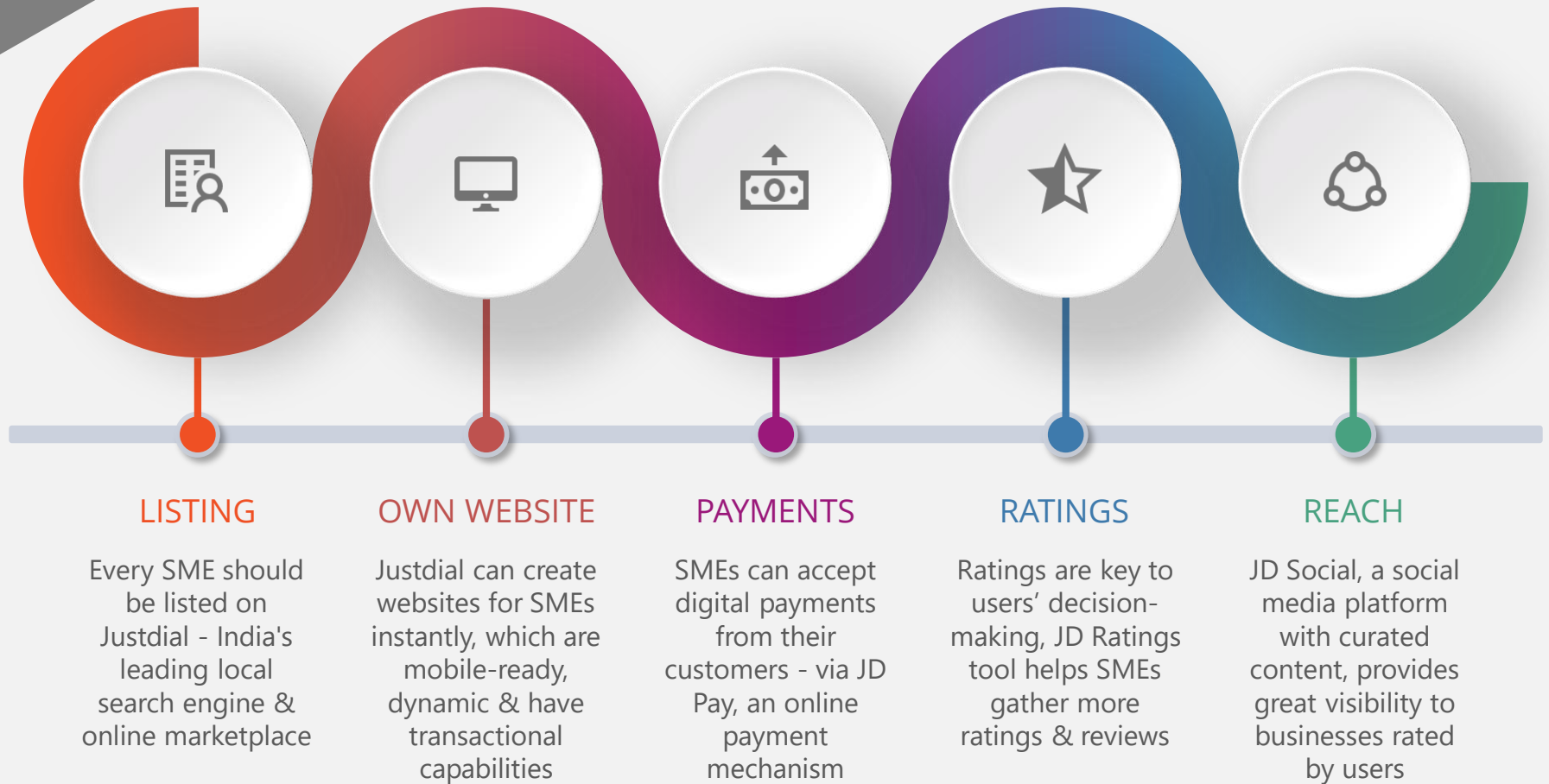
Personalized Greeting

Multiple queries in one call

Instant Email & SMS



VALUE PROPOSITION FOR SMEs



USER ENGAGEMENT



125.3 million Ratings & Reviews

Mobile-verified, unbiased ratings

Friends' Ratings

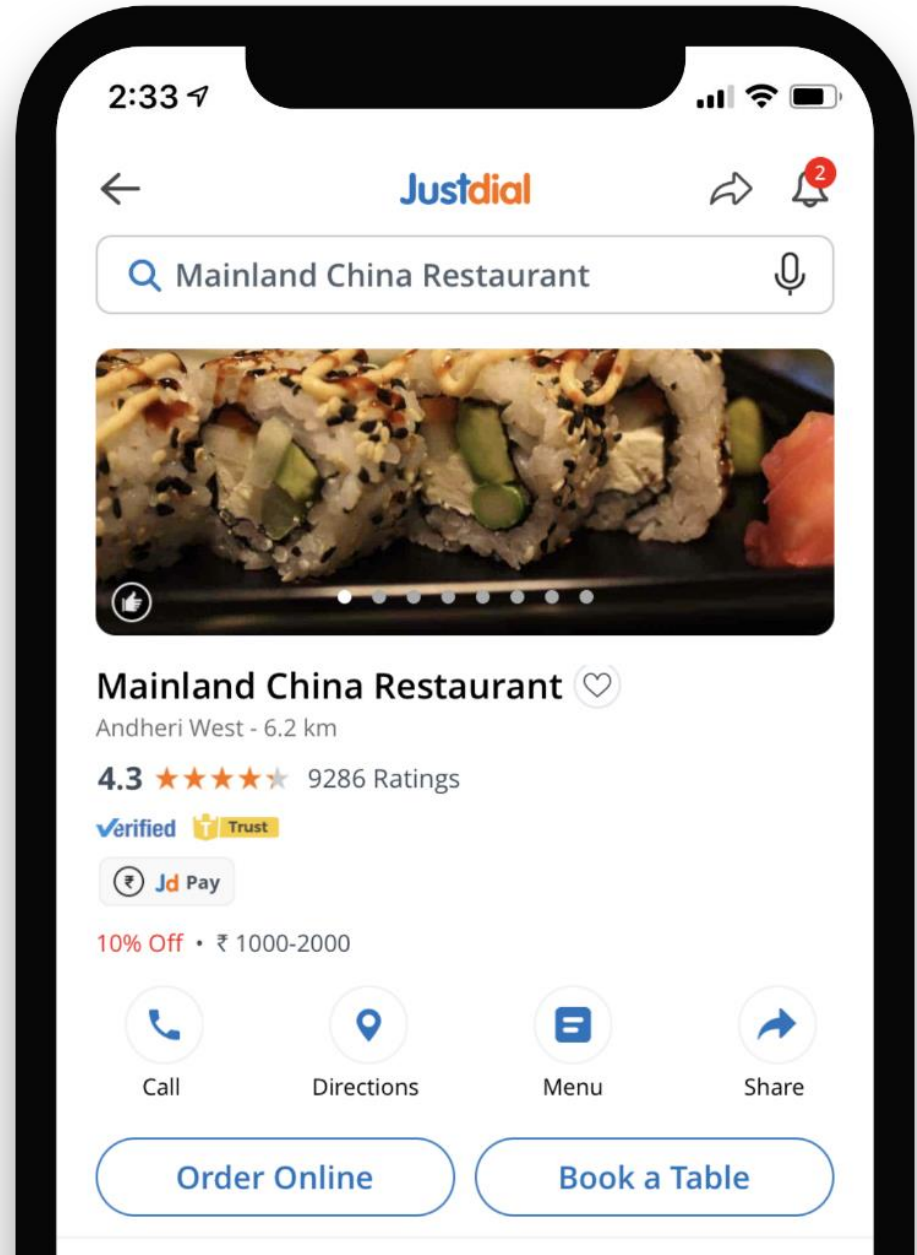
10-Point Rating Scale

Facebook & Twitter-shareable

Photos Upload with Review

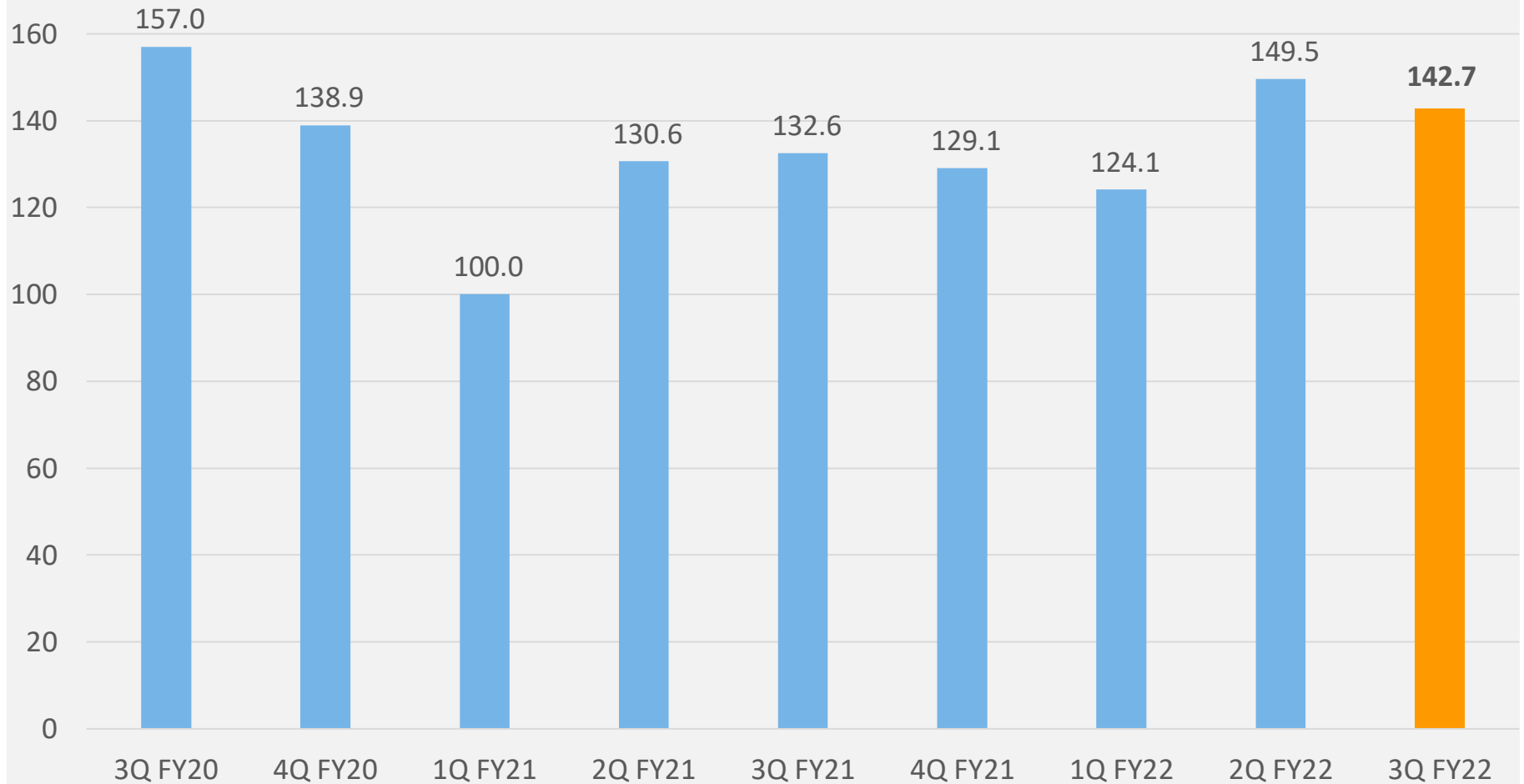
Ratings shared on JD Social

Robust Audit Mechanism

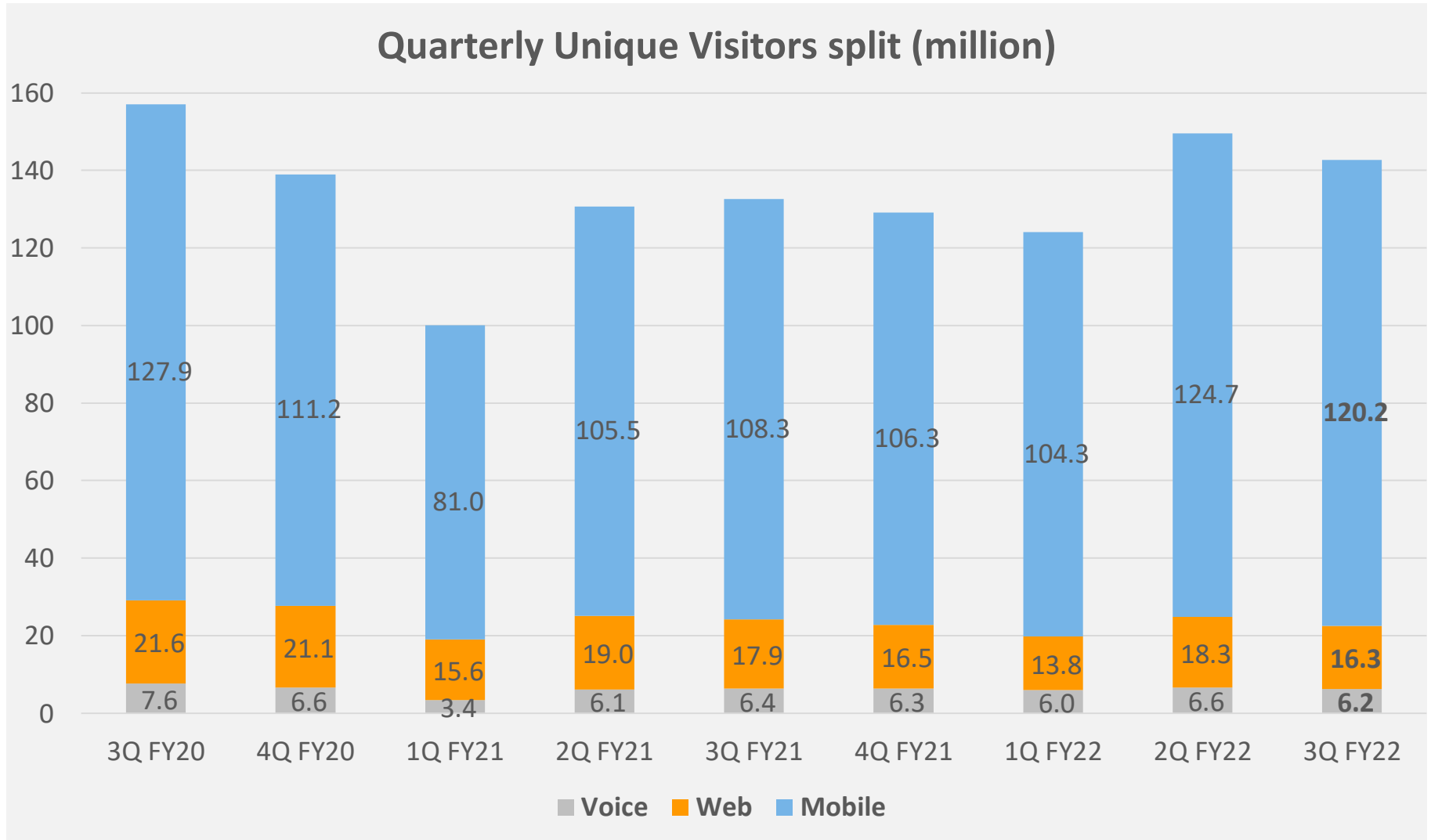


TRAFFIC/ VISITORS

Quarterly Unique Visitors (million)



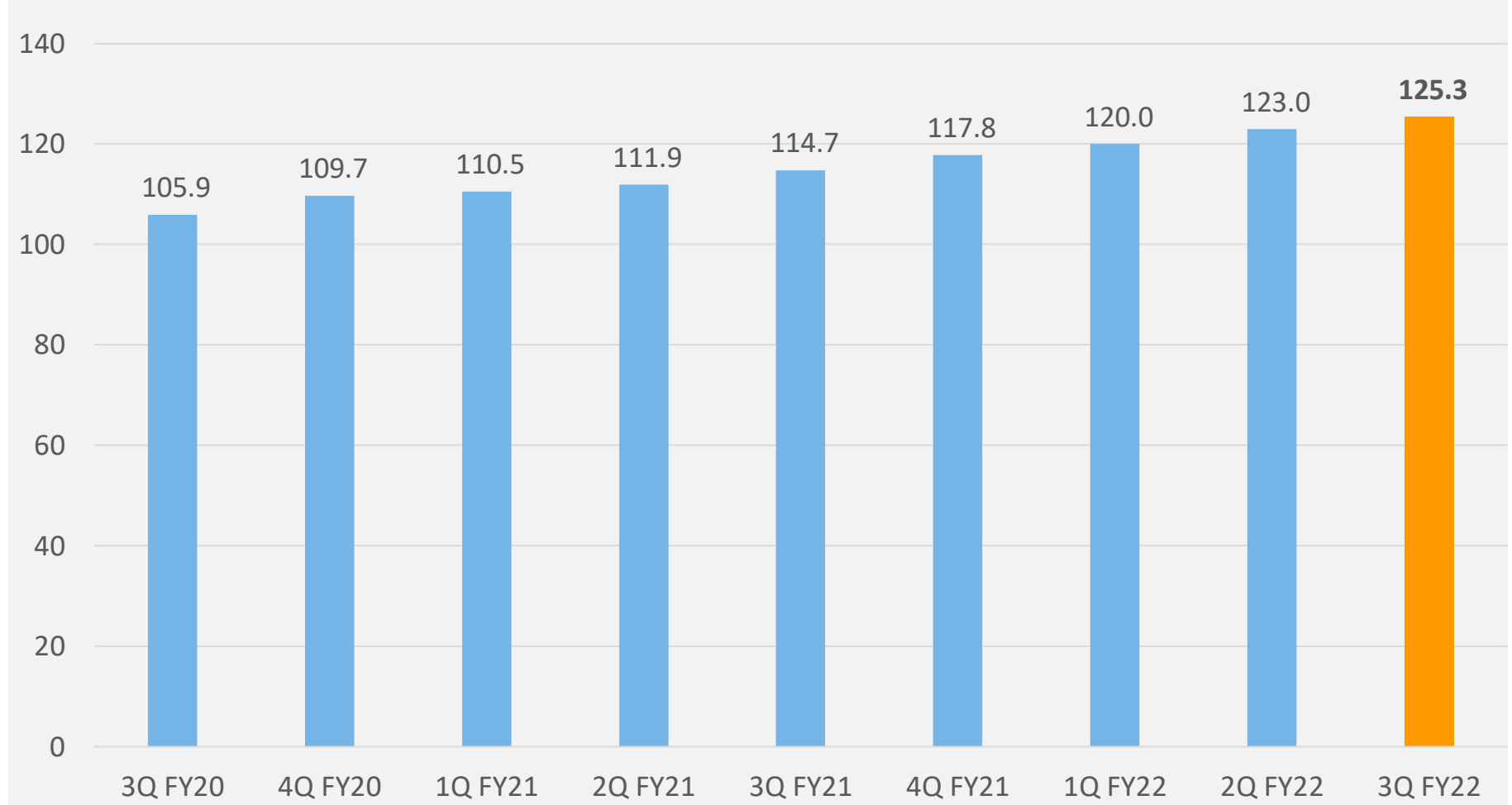
TRAFFIC/ VISITORS



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

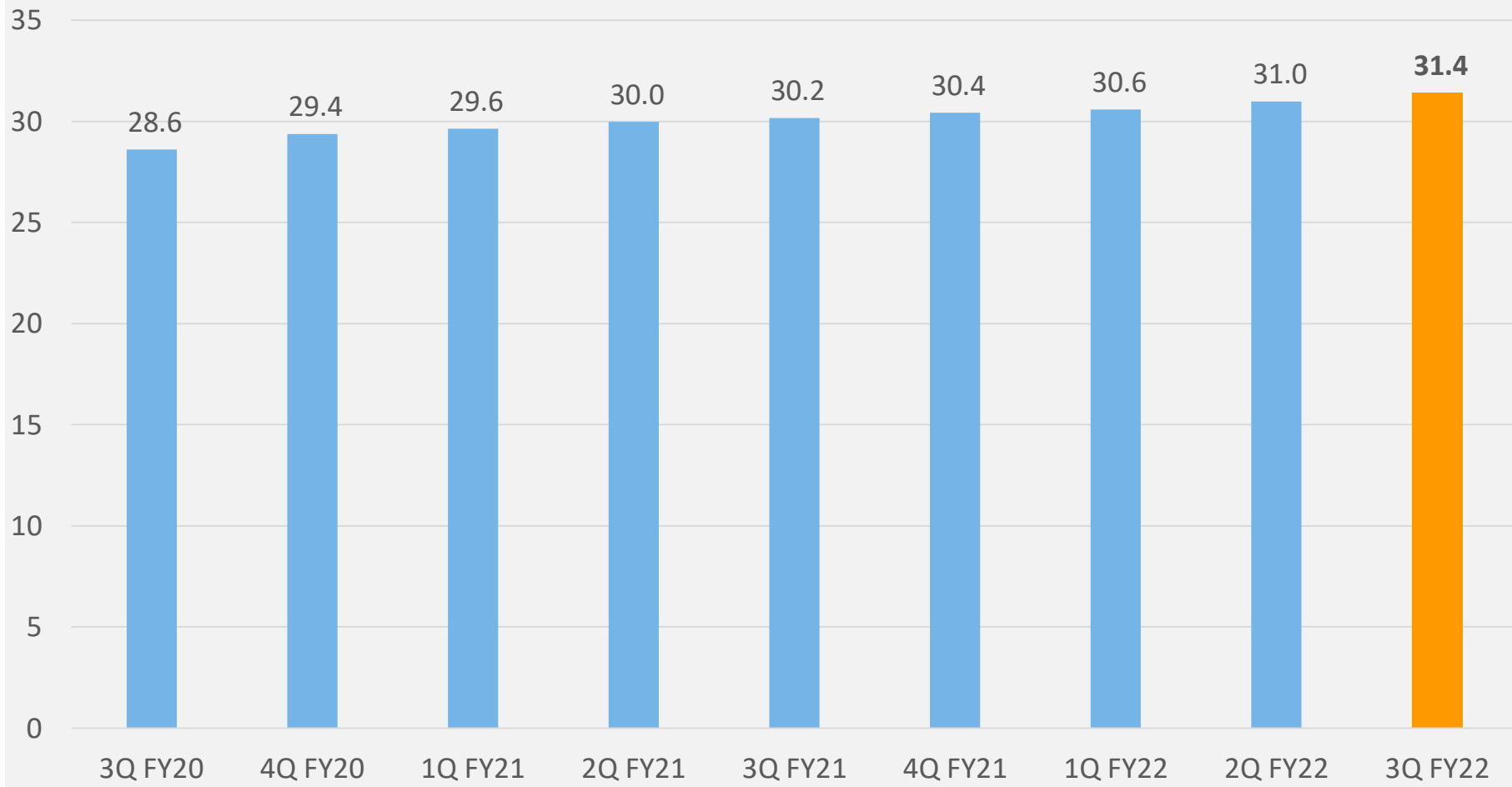
USER ENGAGEMENT

Ratings & Reviews (million)

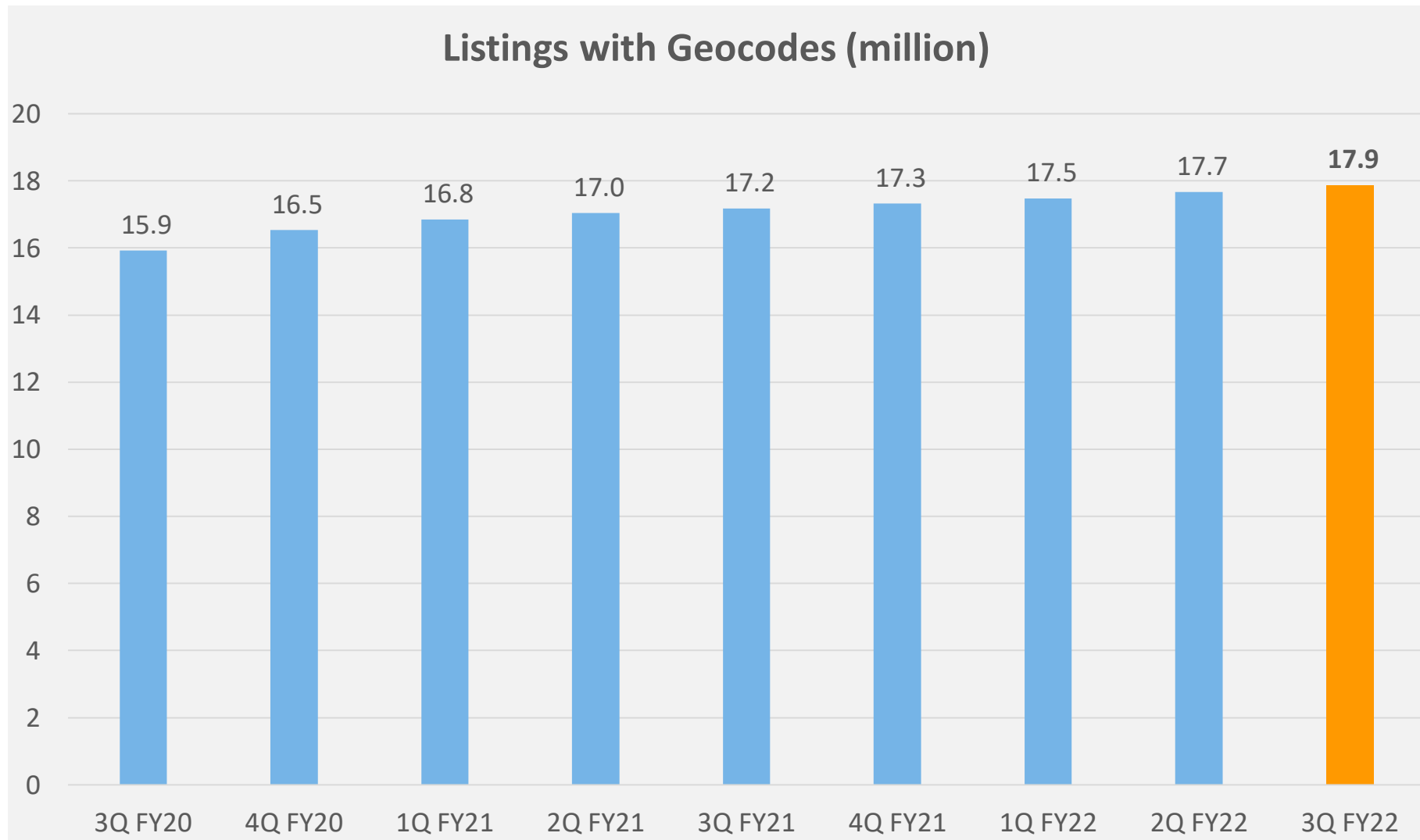


DATA ENRICHMENT

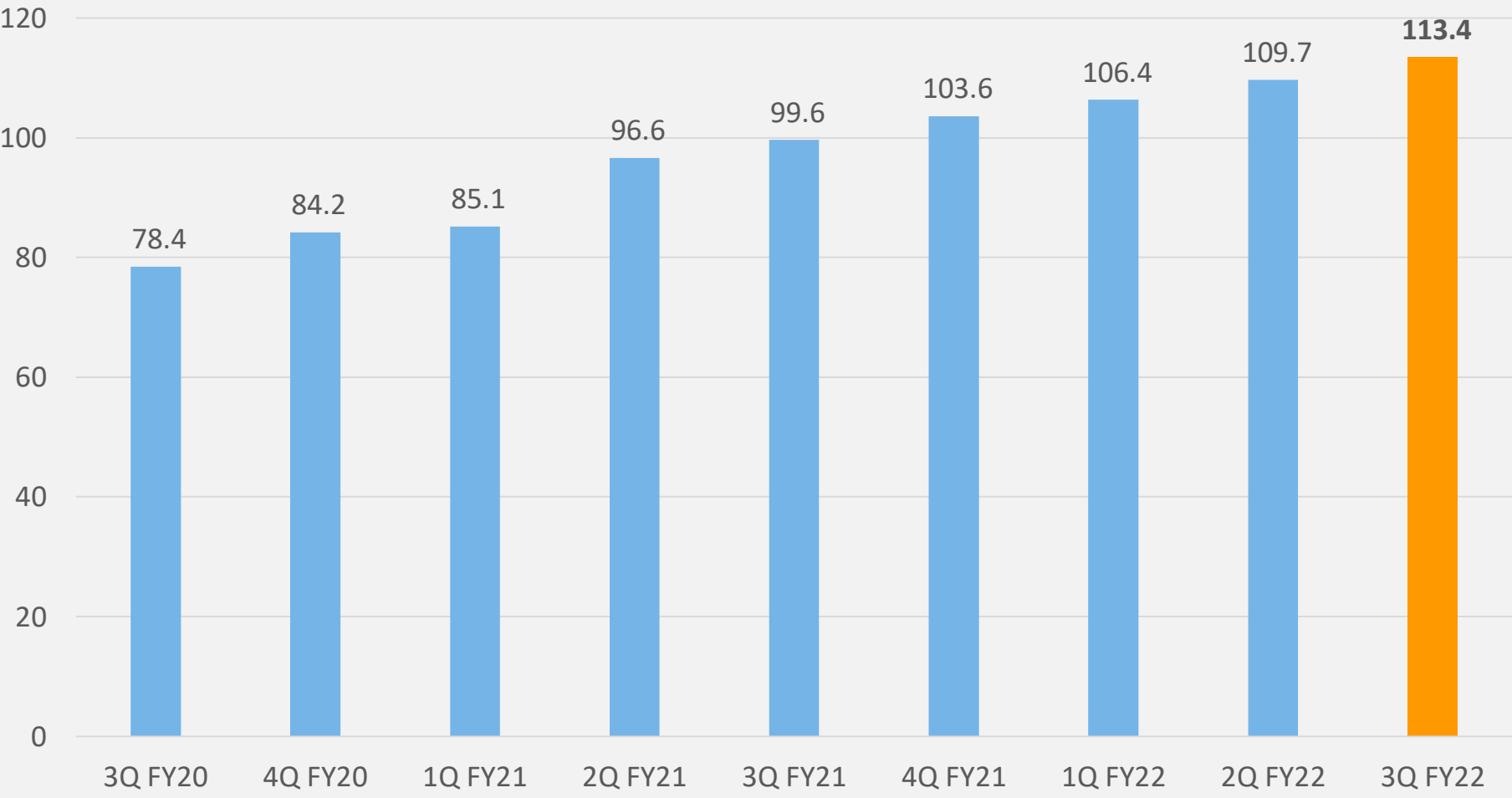
Active Listings - period end (million)



DATA ENRICHMENT

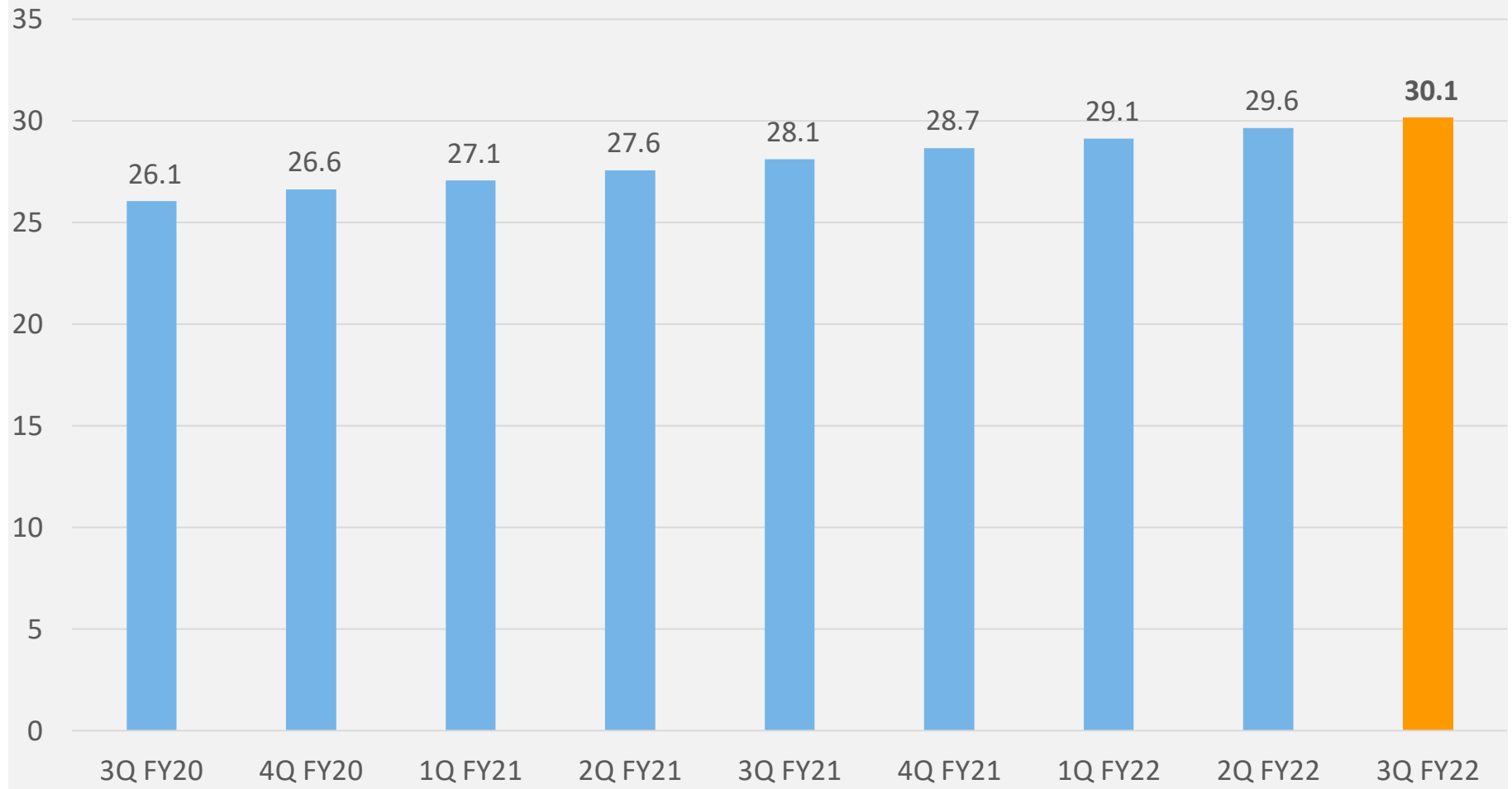


Images in Active Listings (million)



MOBILE APPS

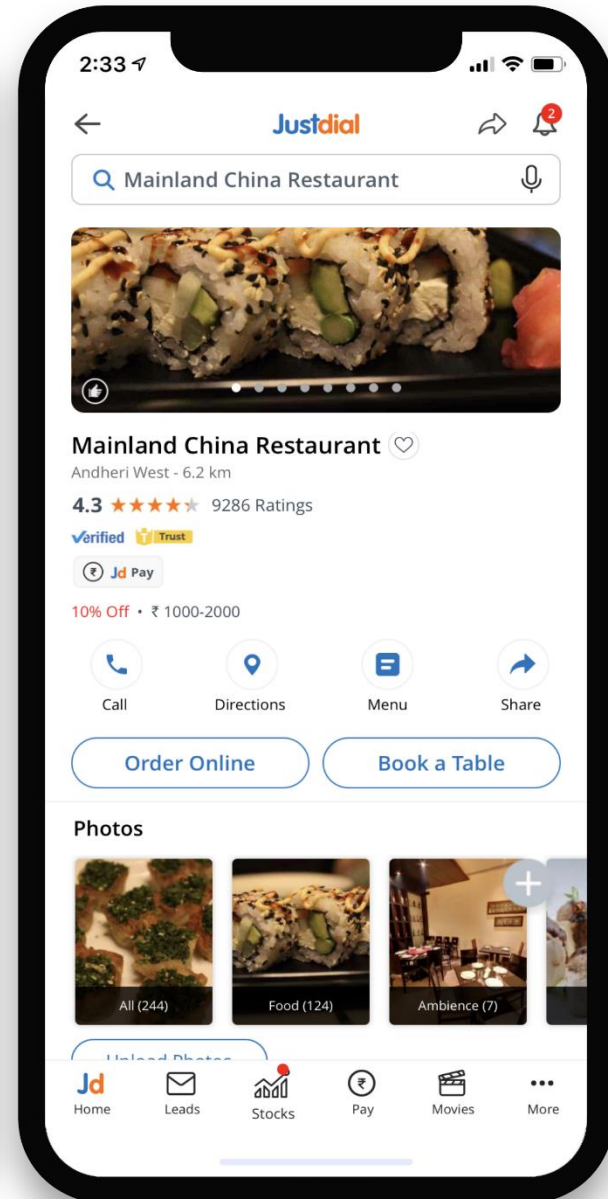
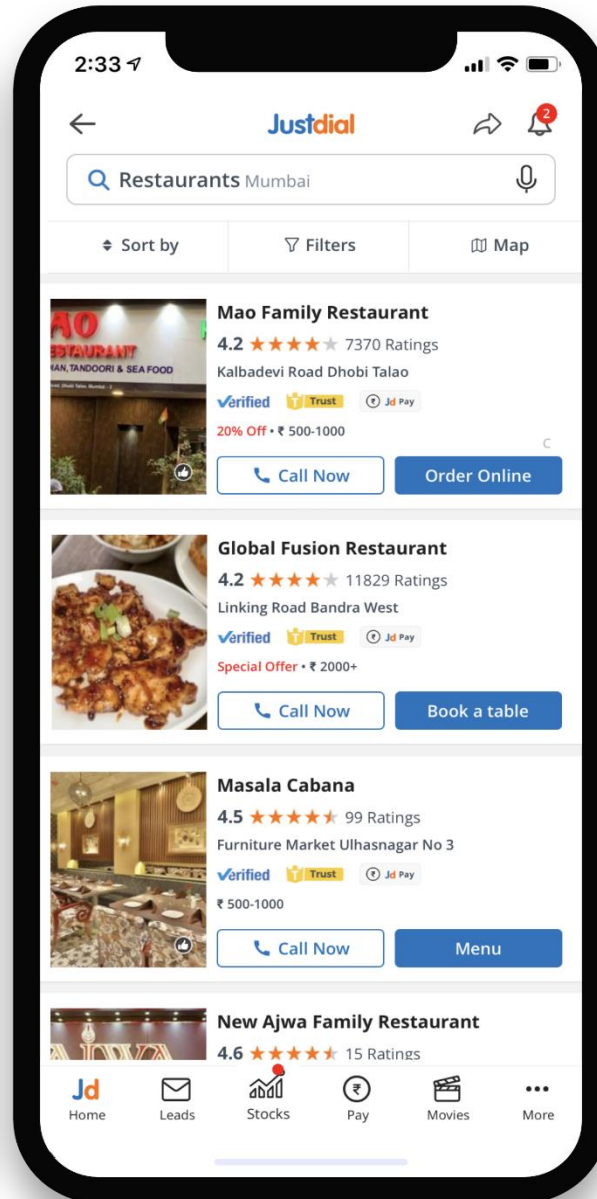
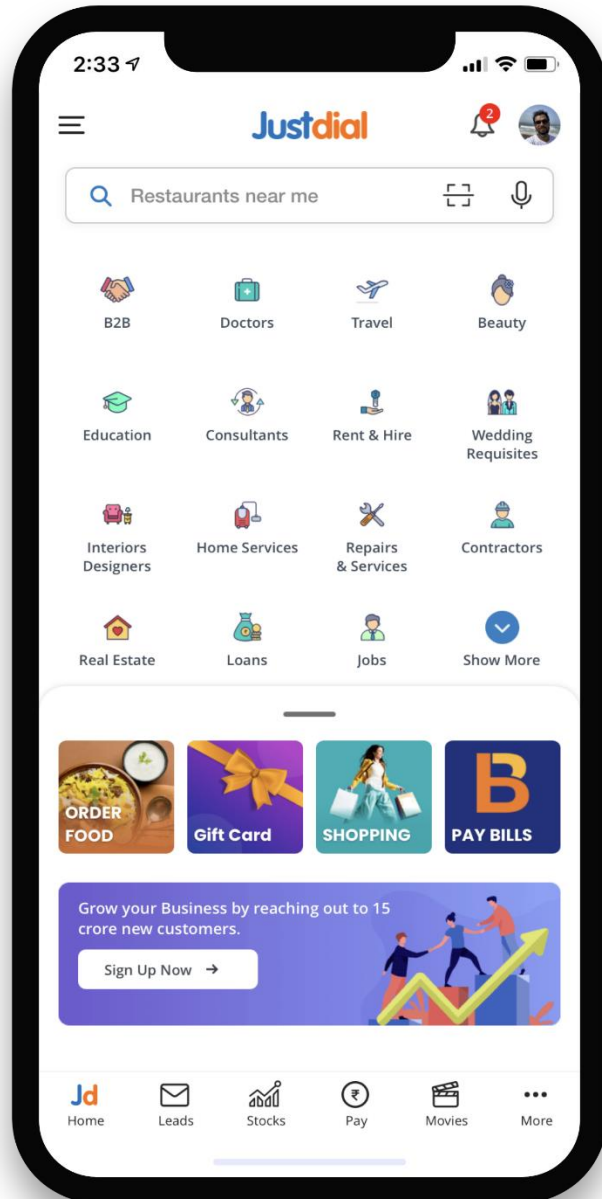
Cumulative JD App Downloads (million)



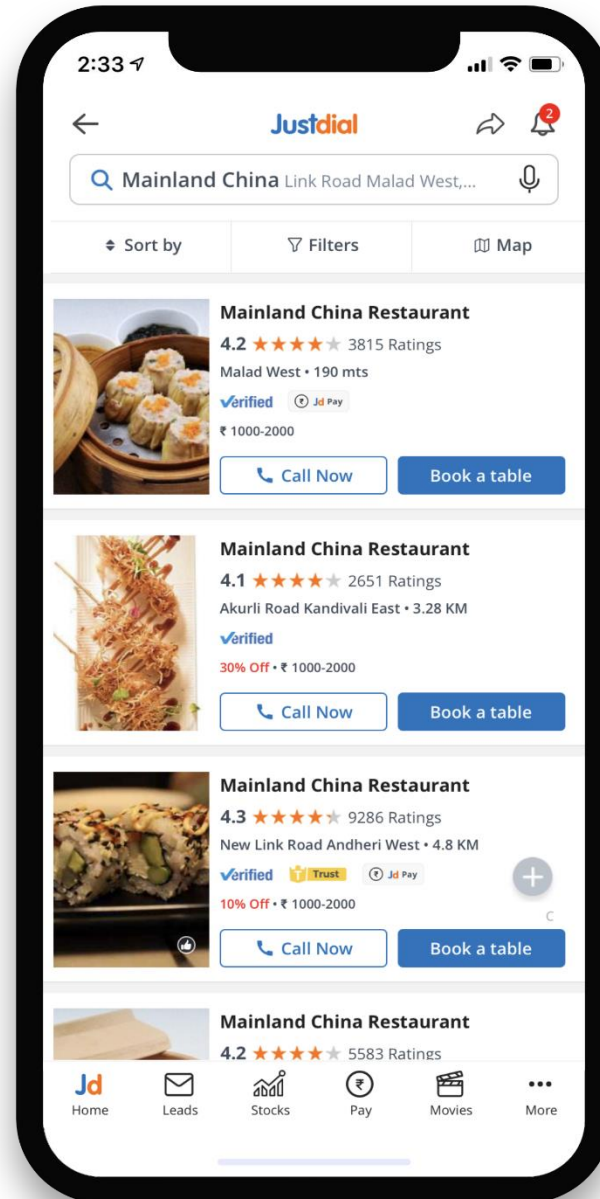
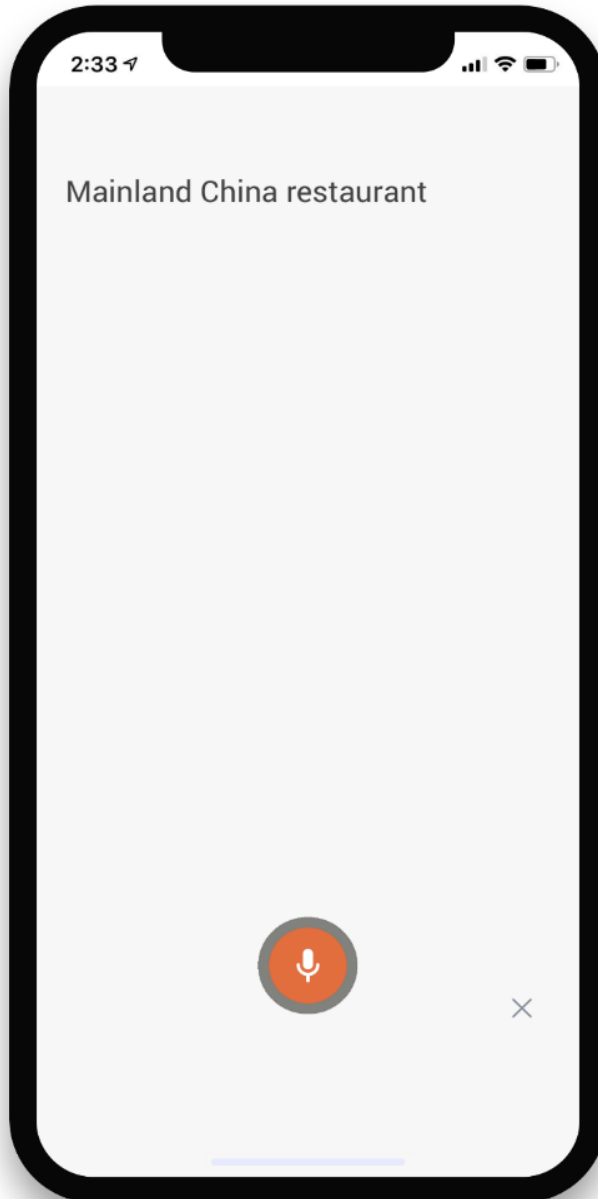


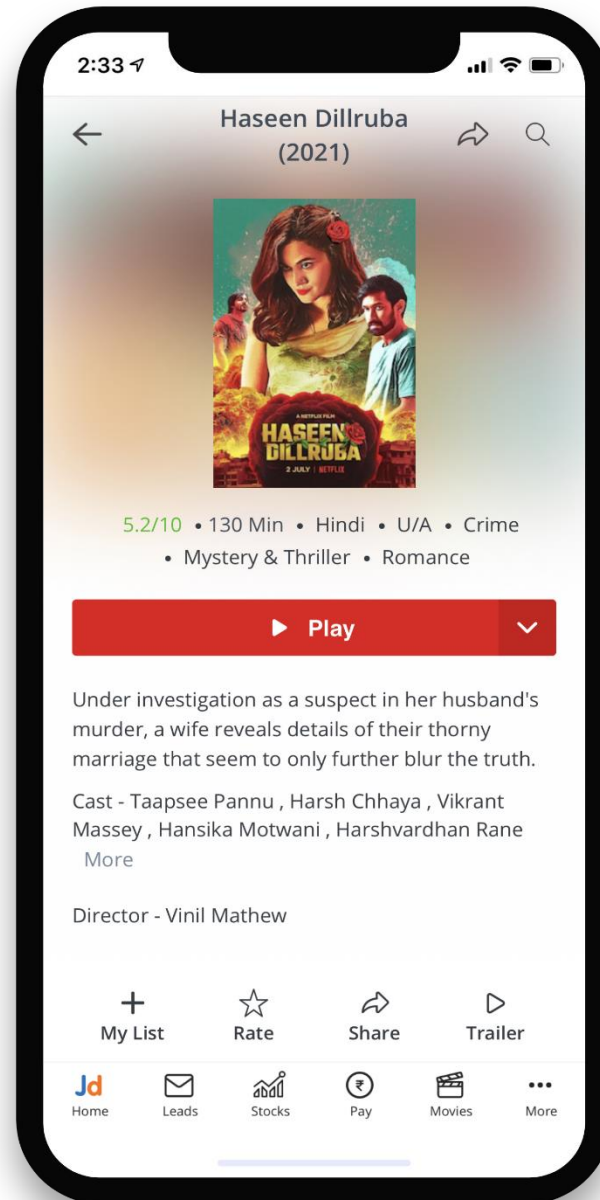
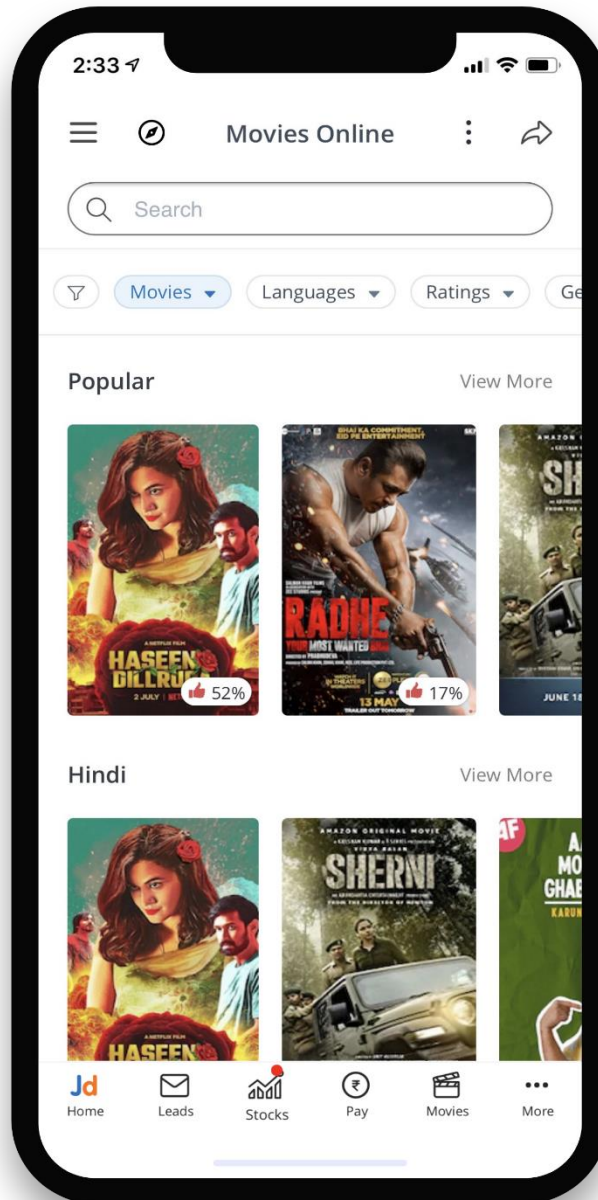
PRODUCT OVERVIEW

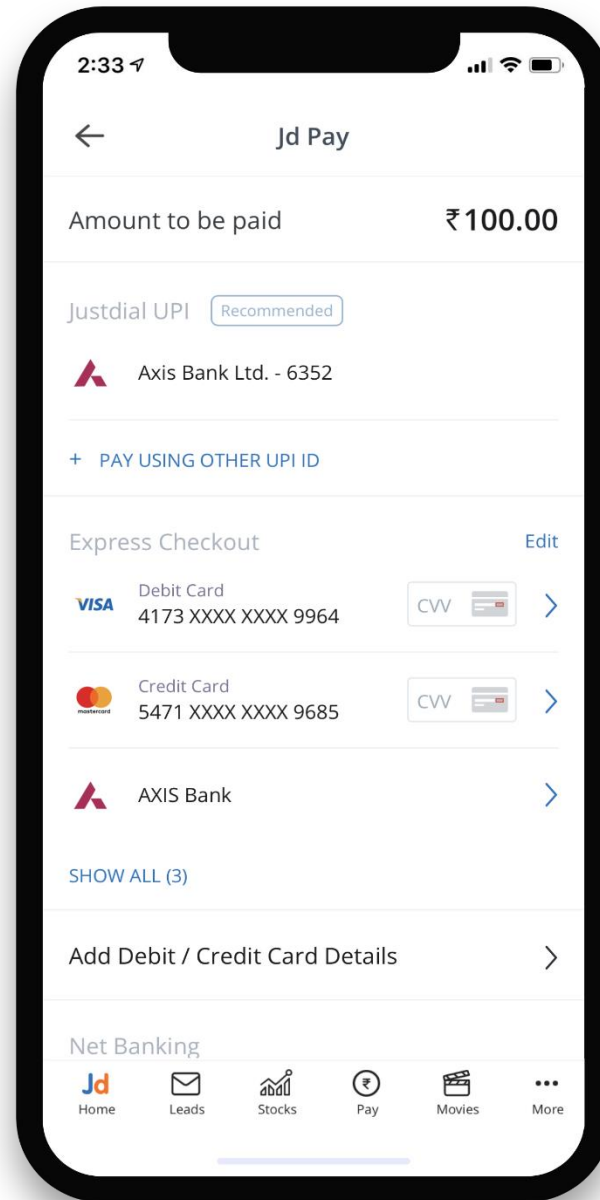
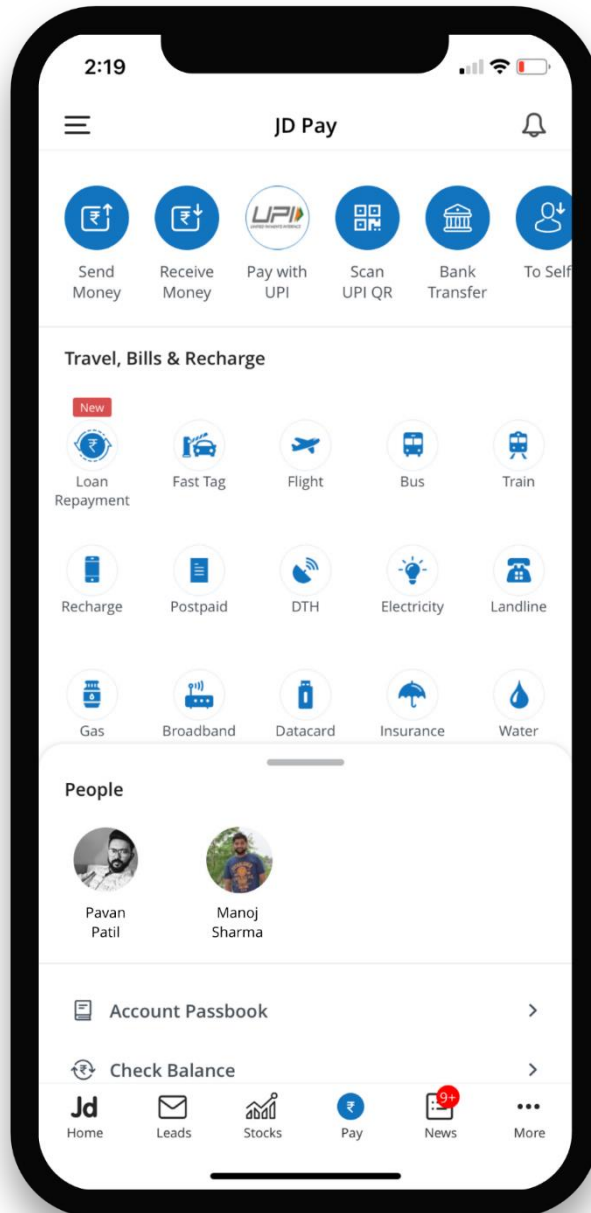
JD - MOBILE



VOICE SEARCH







BEYOND SEARCH

Price Comparison

Hail a Cab

Flight Tickets

Train Tickets

Bus Tickets

Hotel Bookings

Bills & Recharge

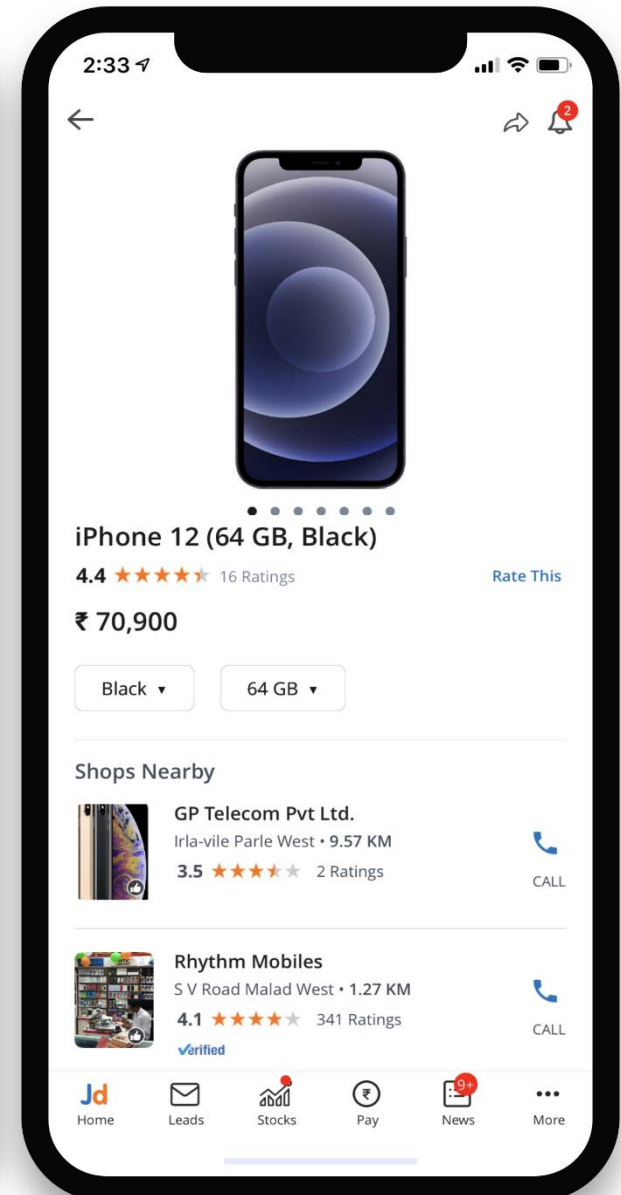
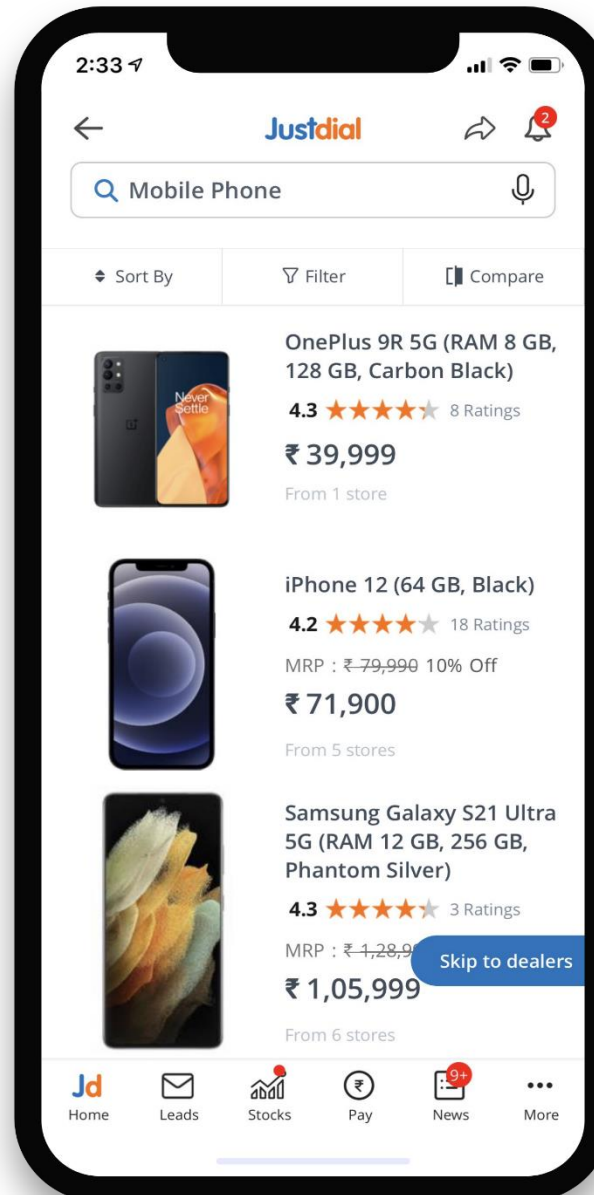
Stocks

Logistics

Augmented Reality

Pay via UPI

... and many more.



BEYOND SEARCH

Price Comparison



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Flight Tickets

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Bus Tickets

Hotel Bookings

Bills & Recharge

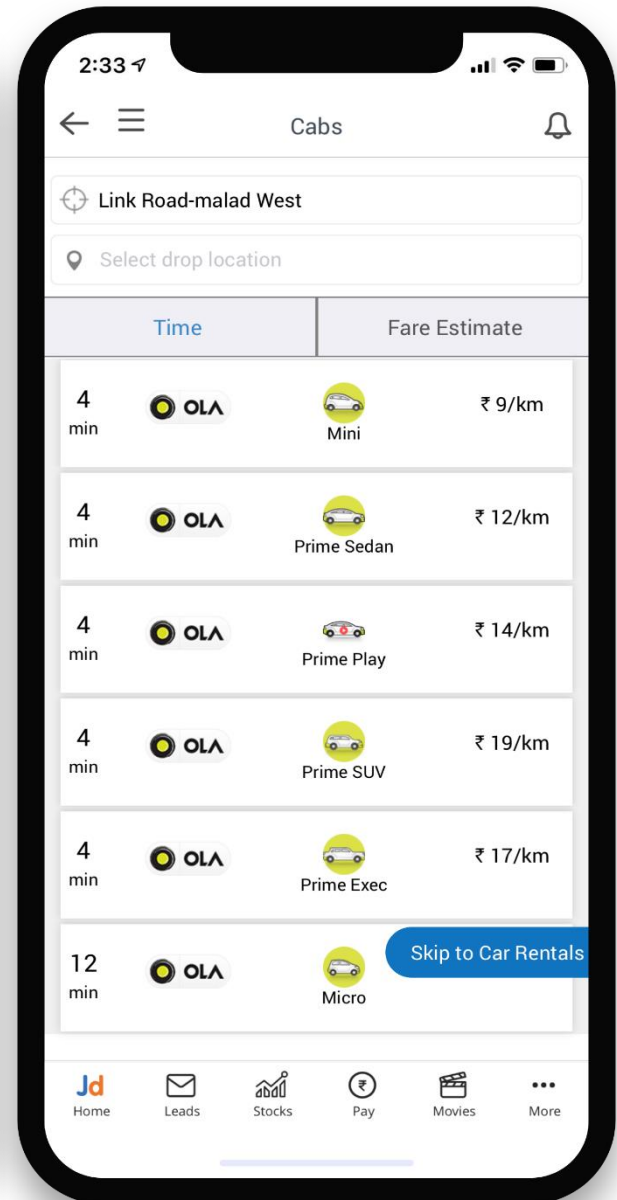
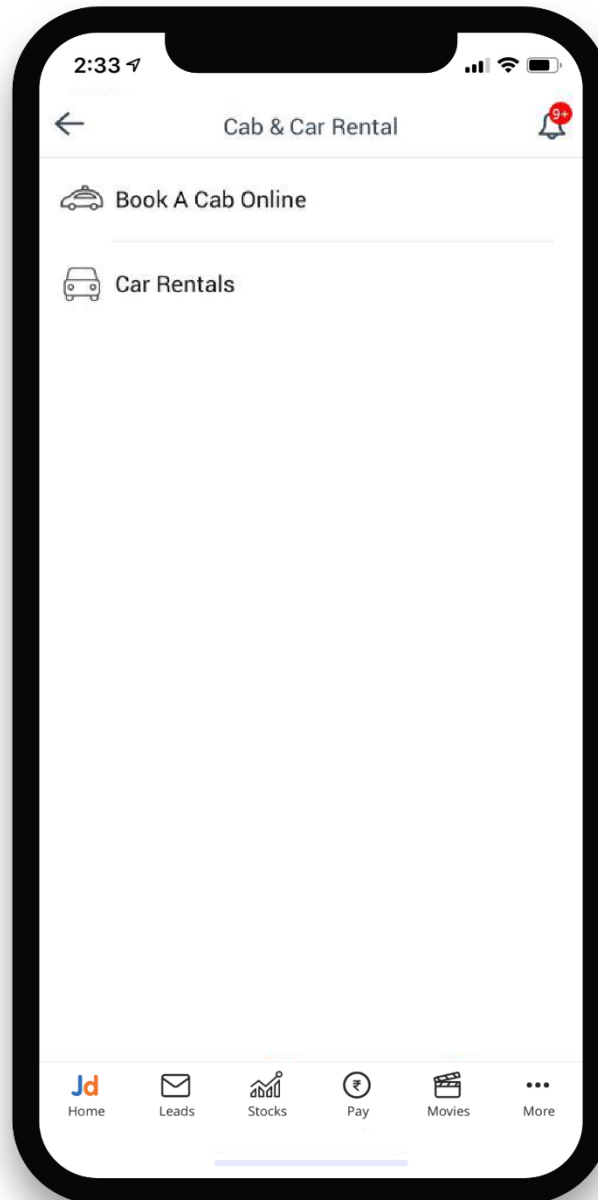
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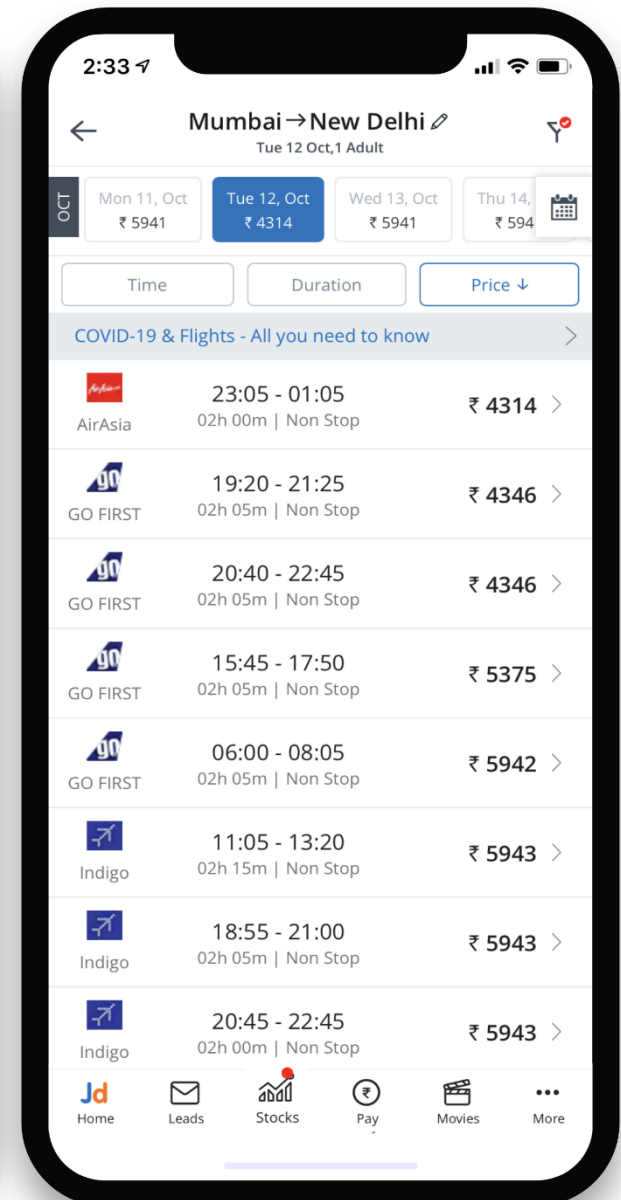
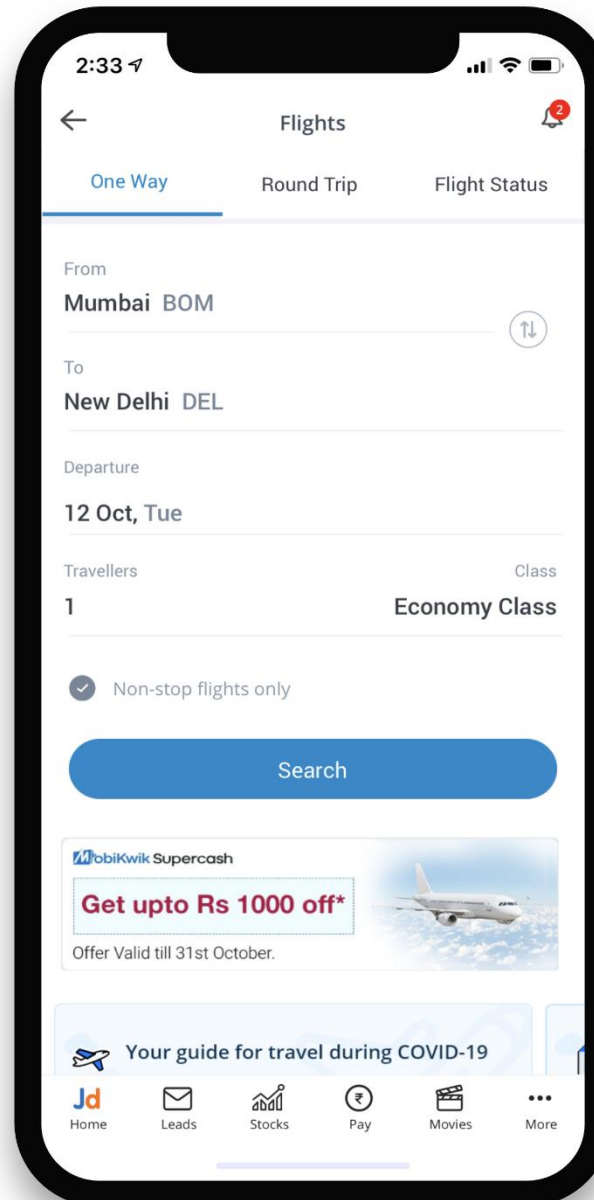
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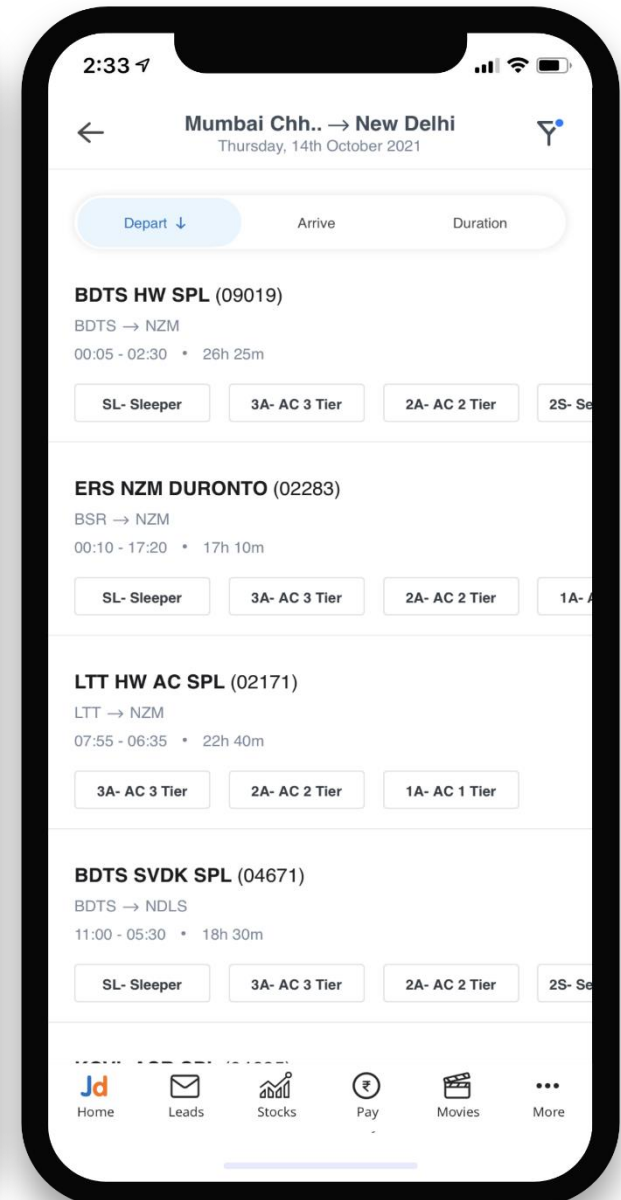
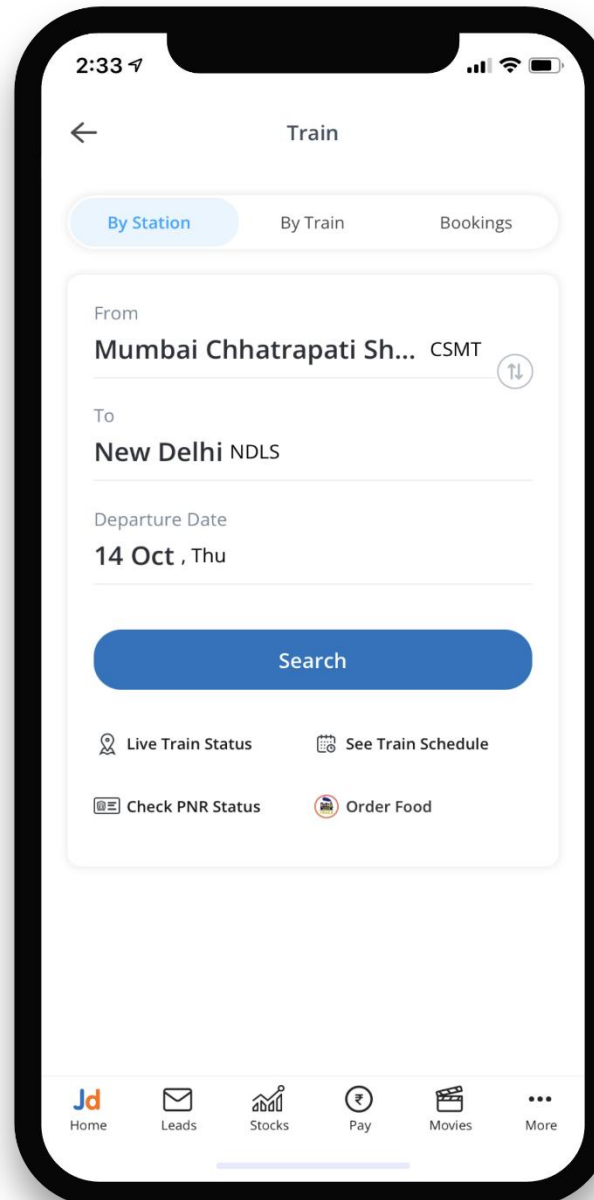
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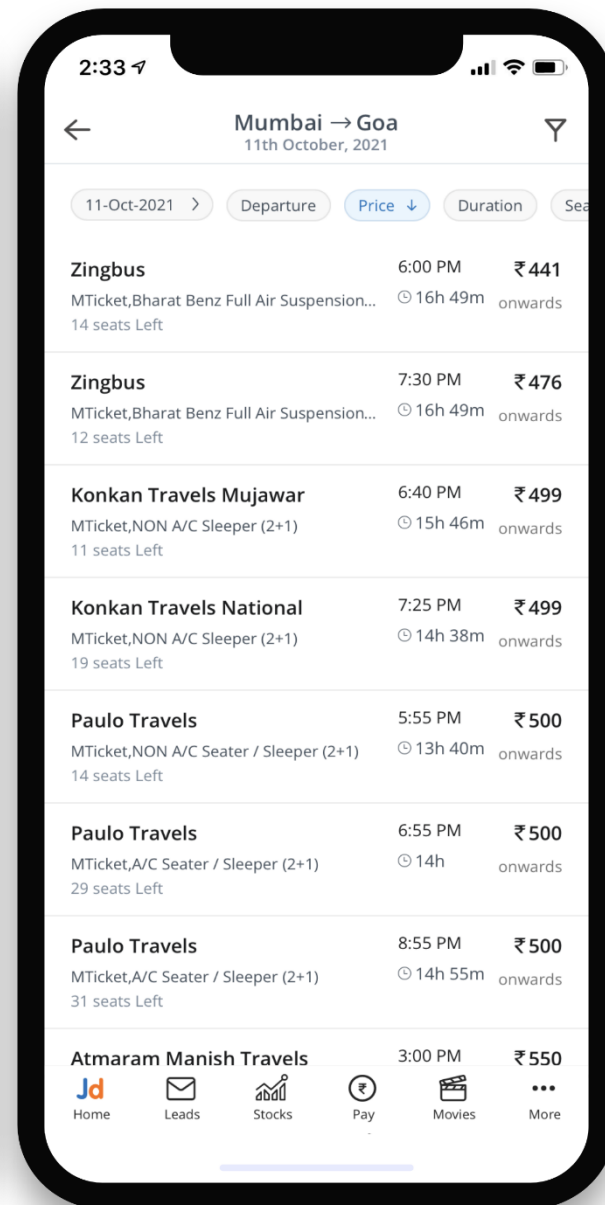
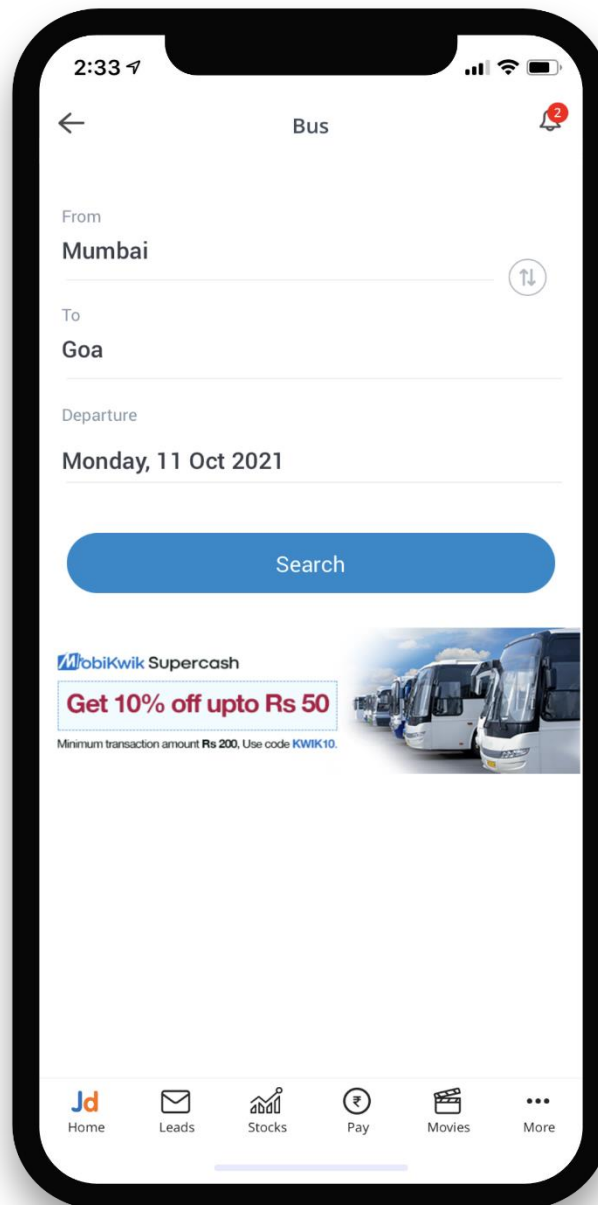
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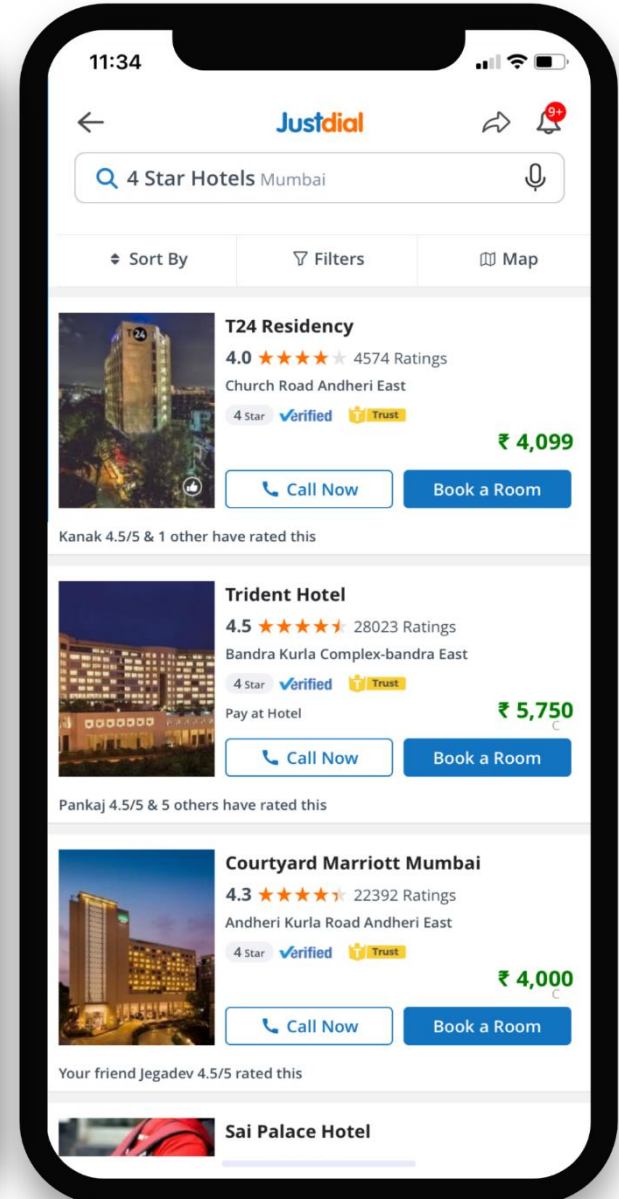
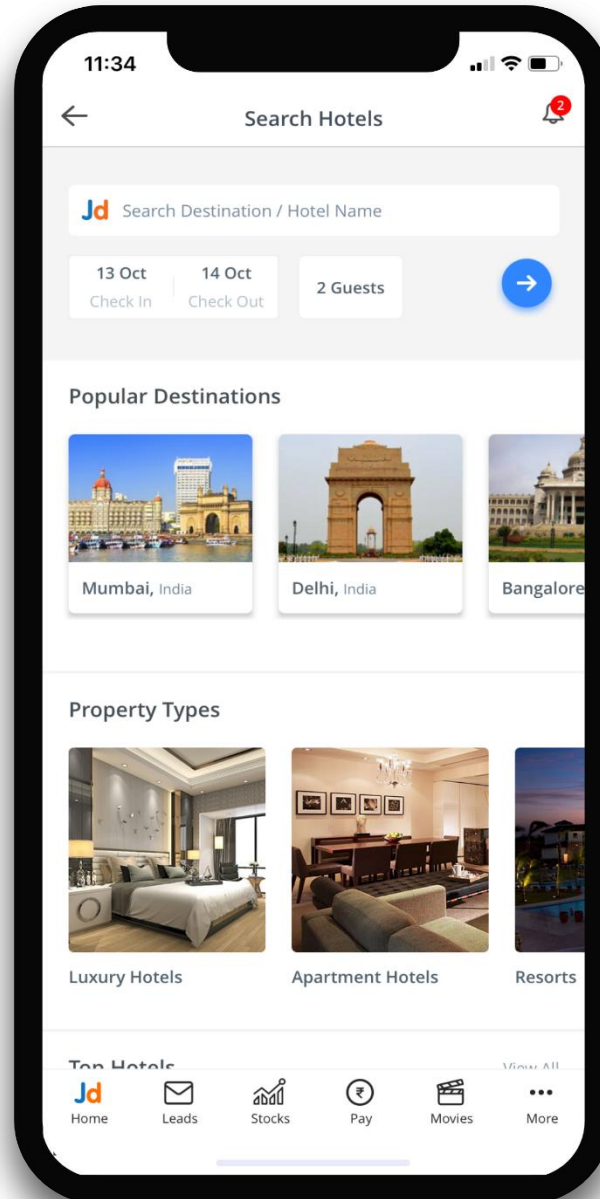
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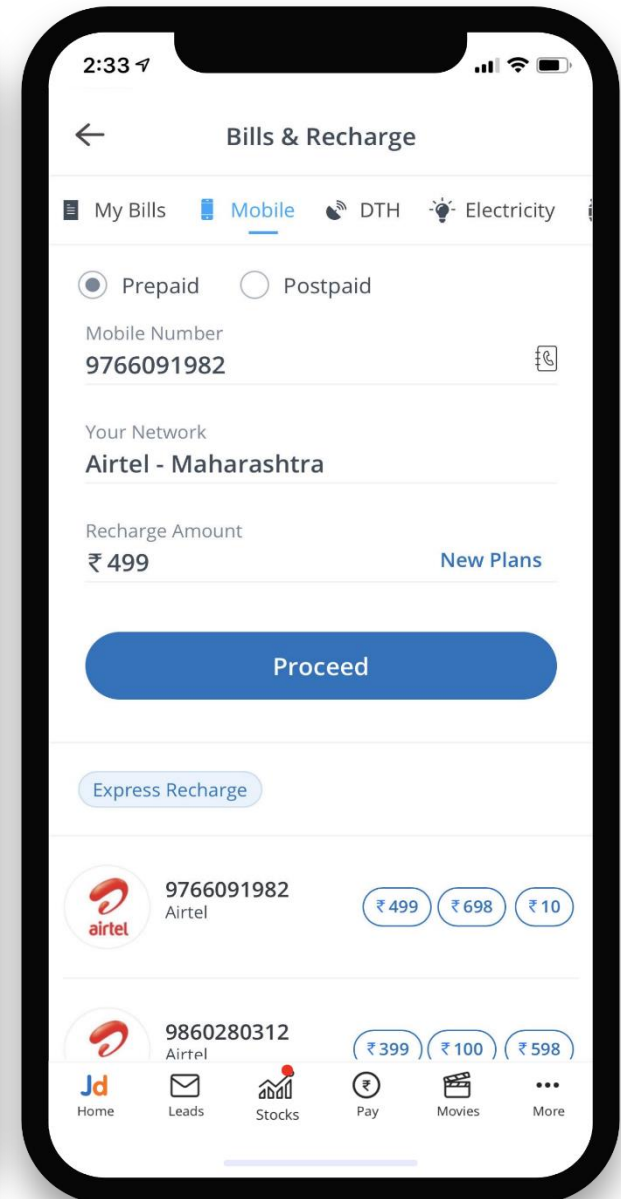
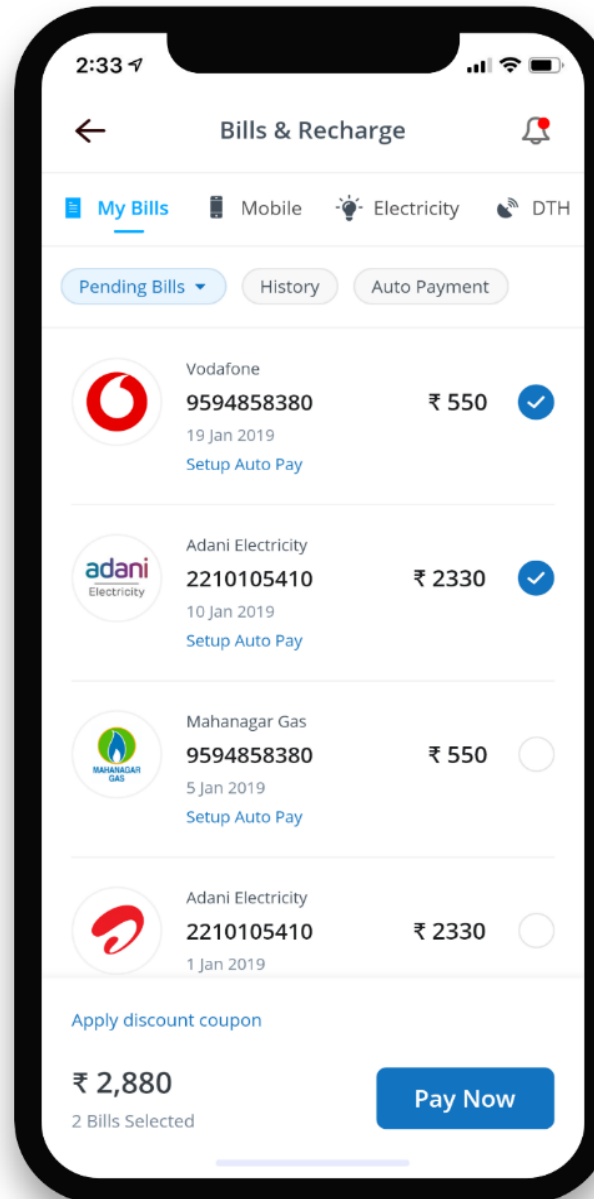
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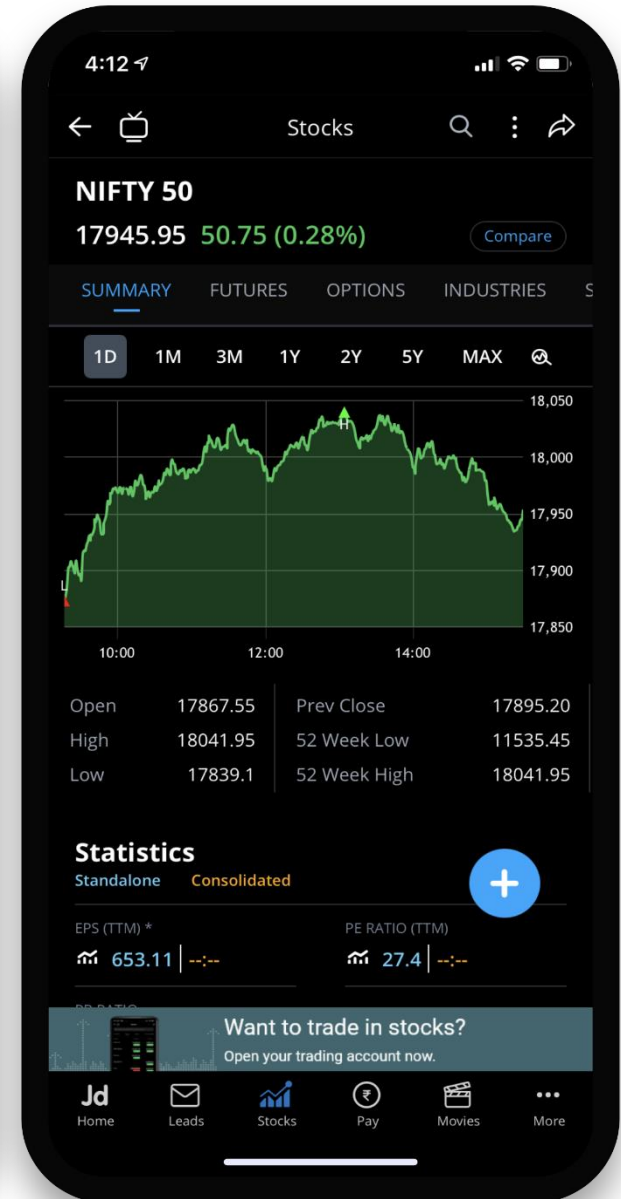
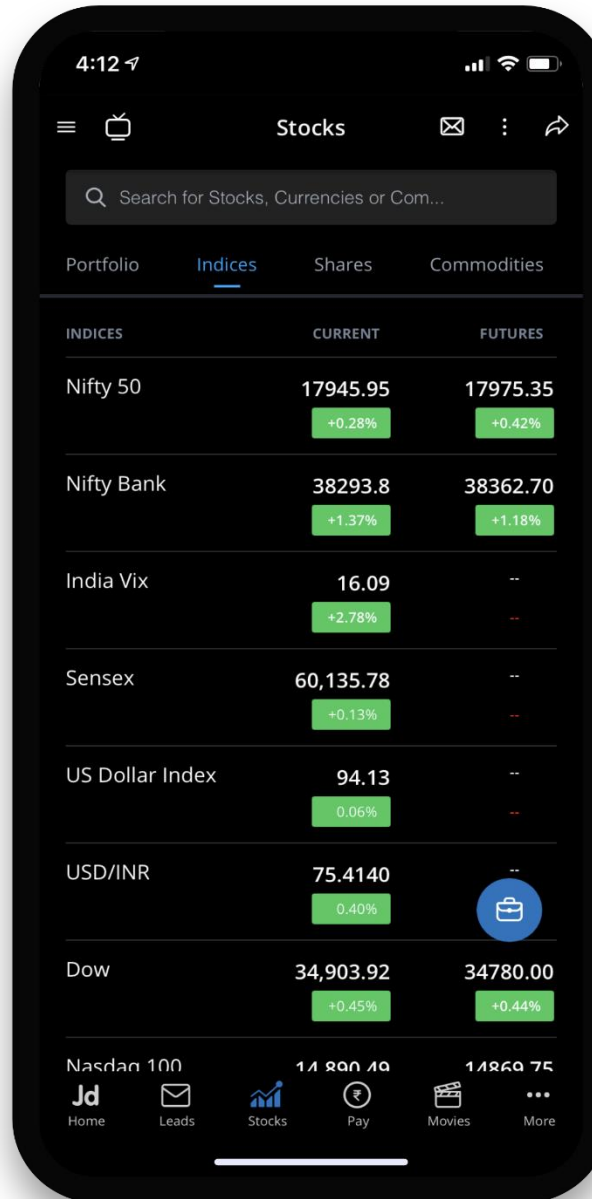
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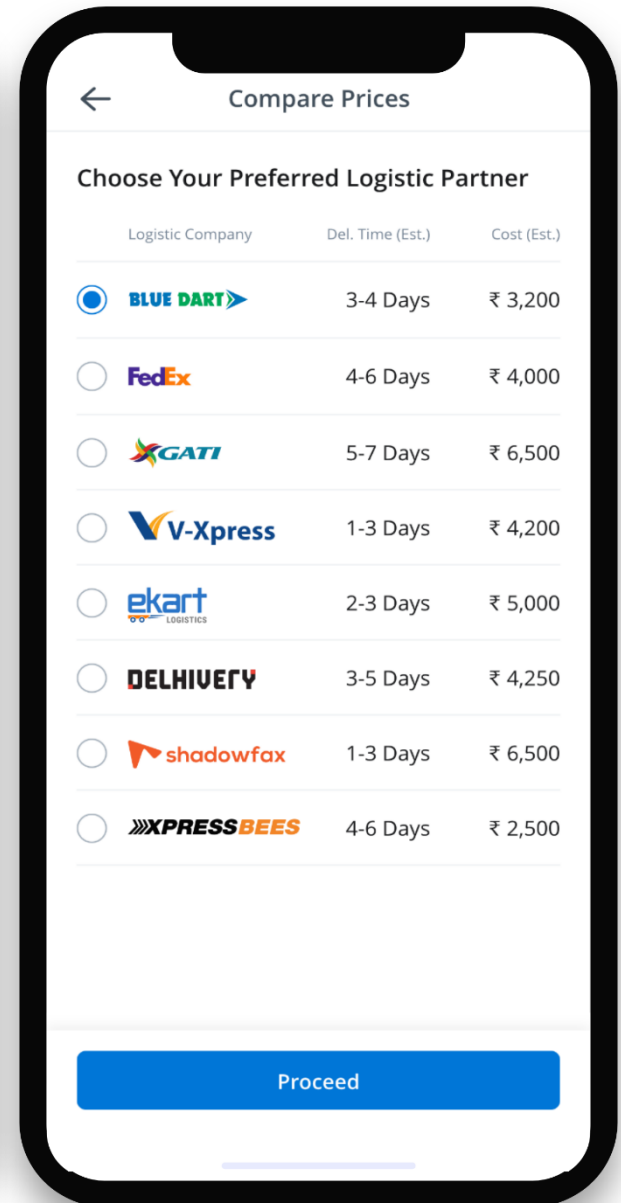
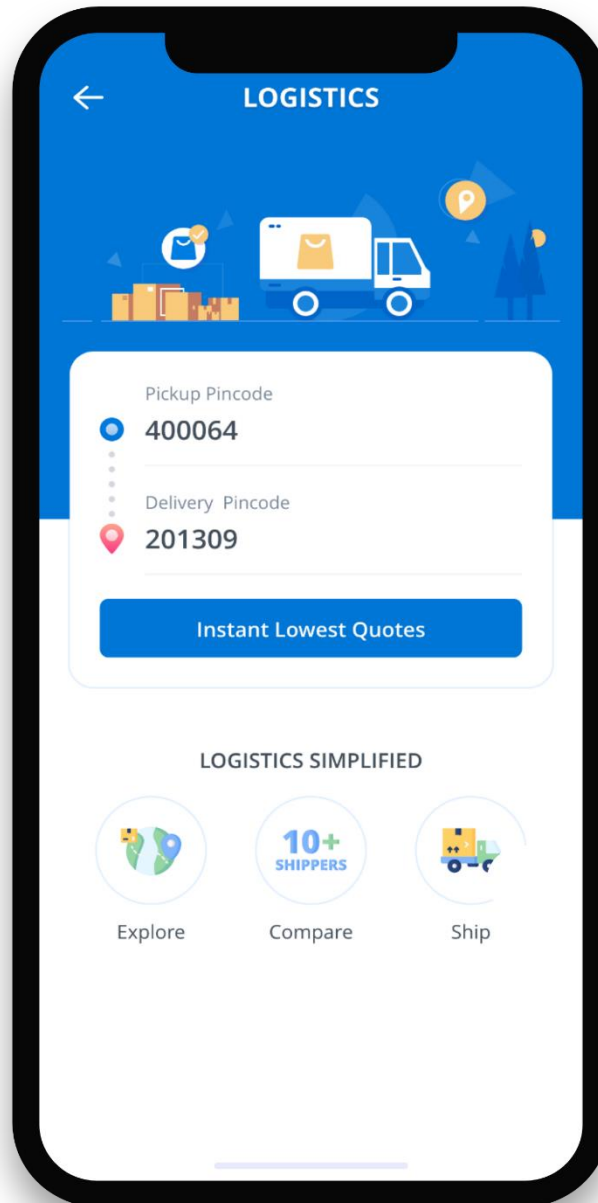
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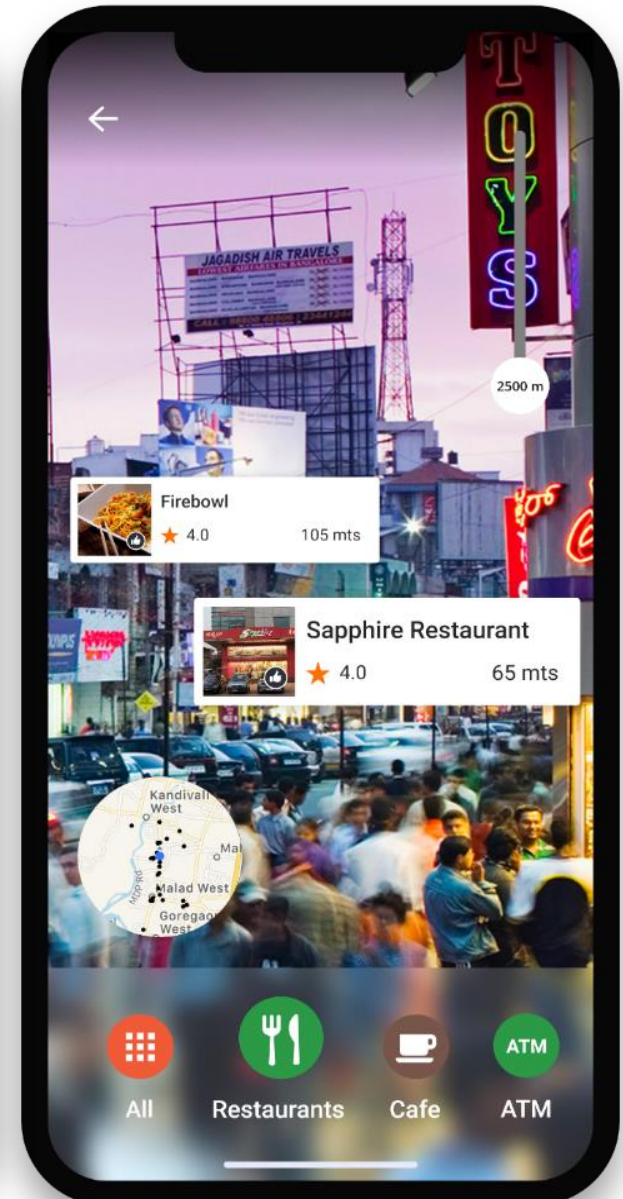
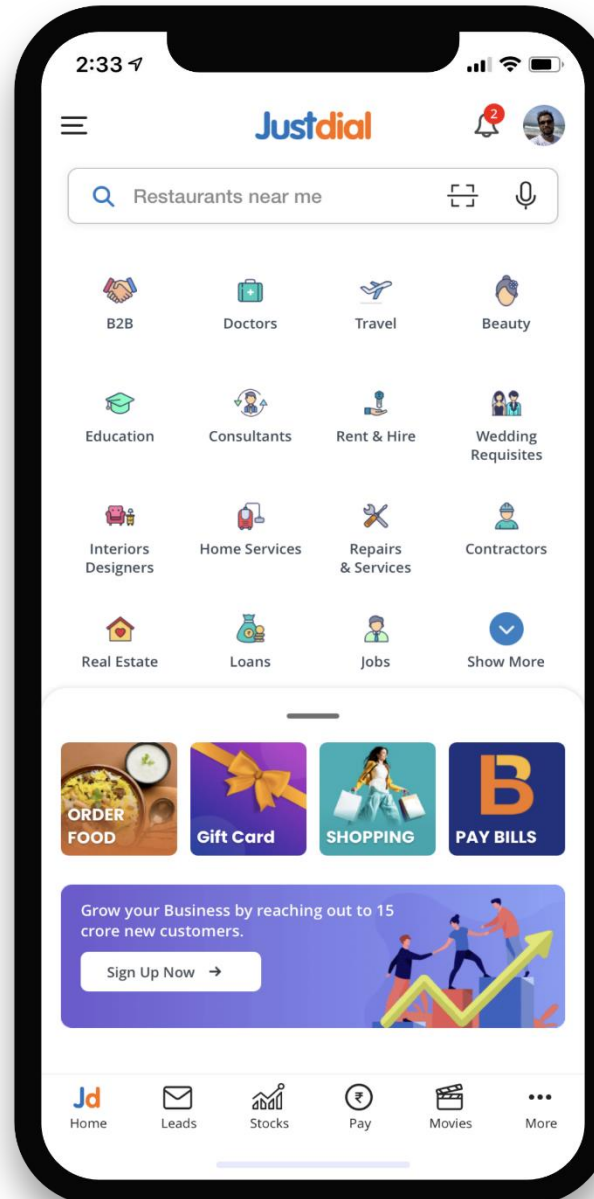
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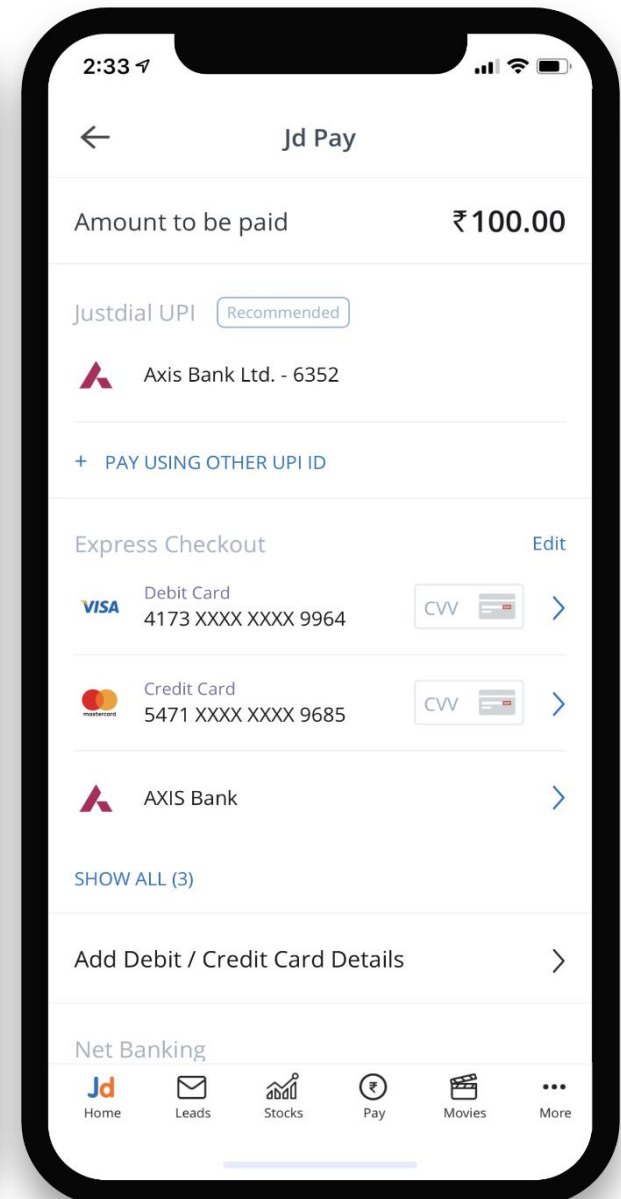
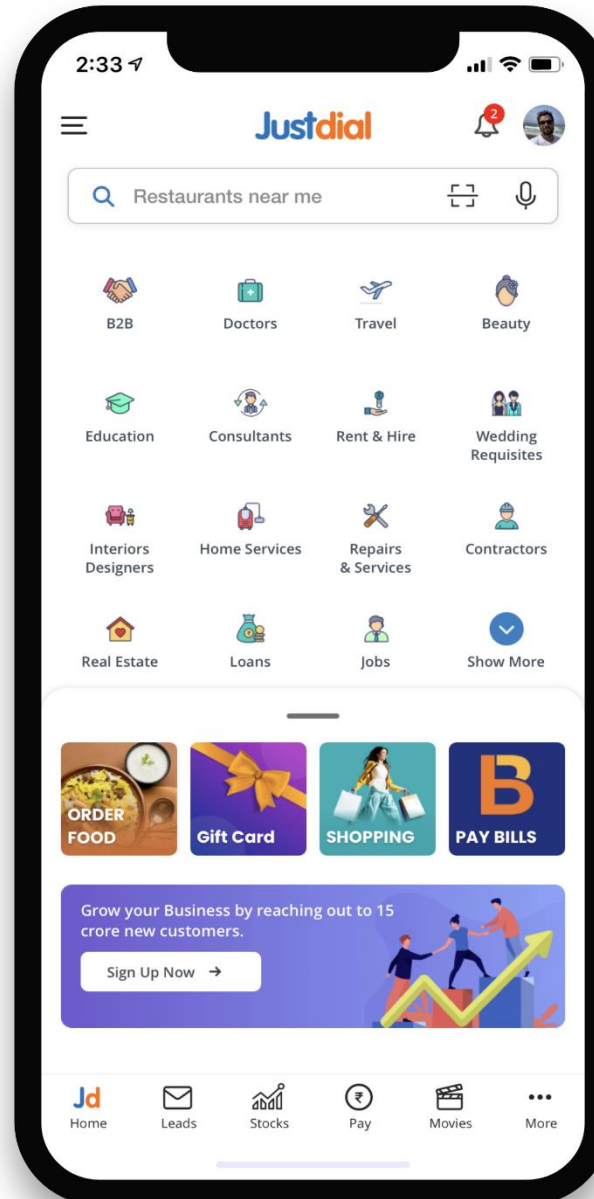
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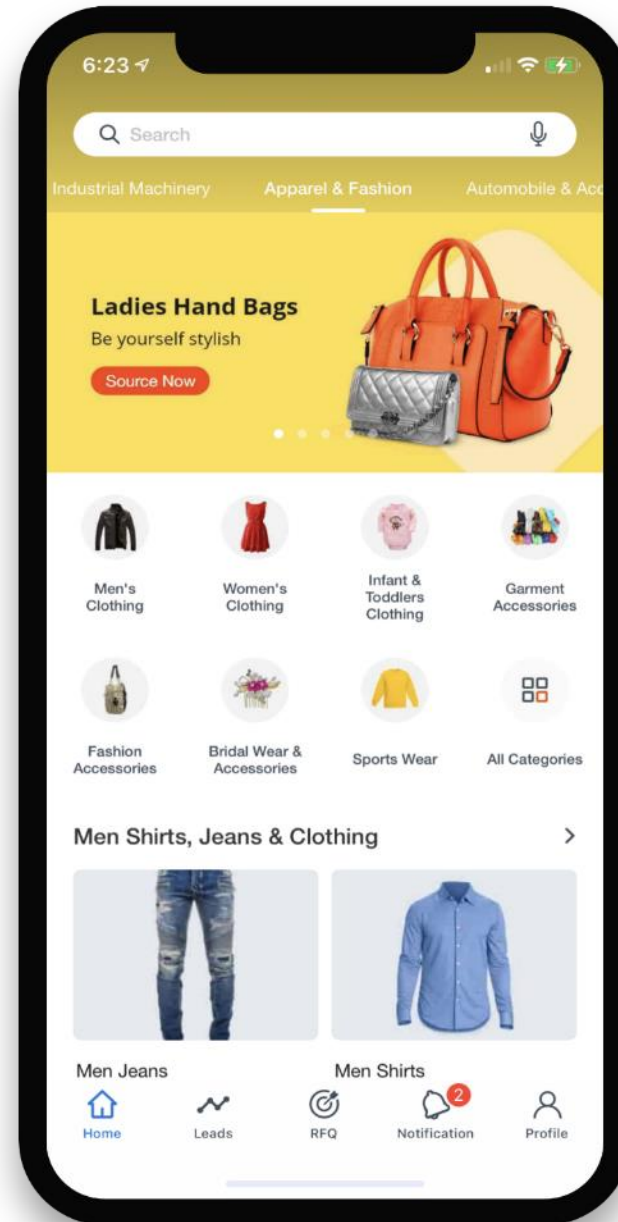
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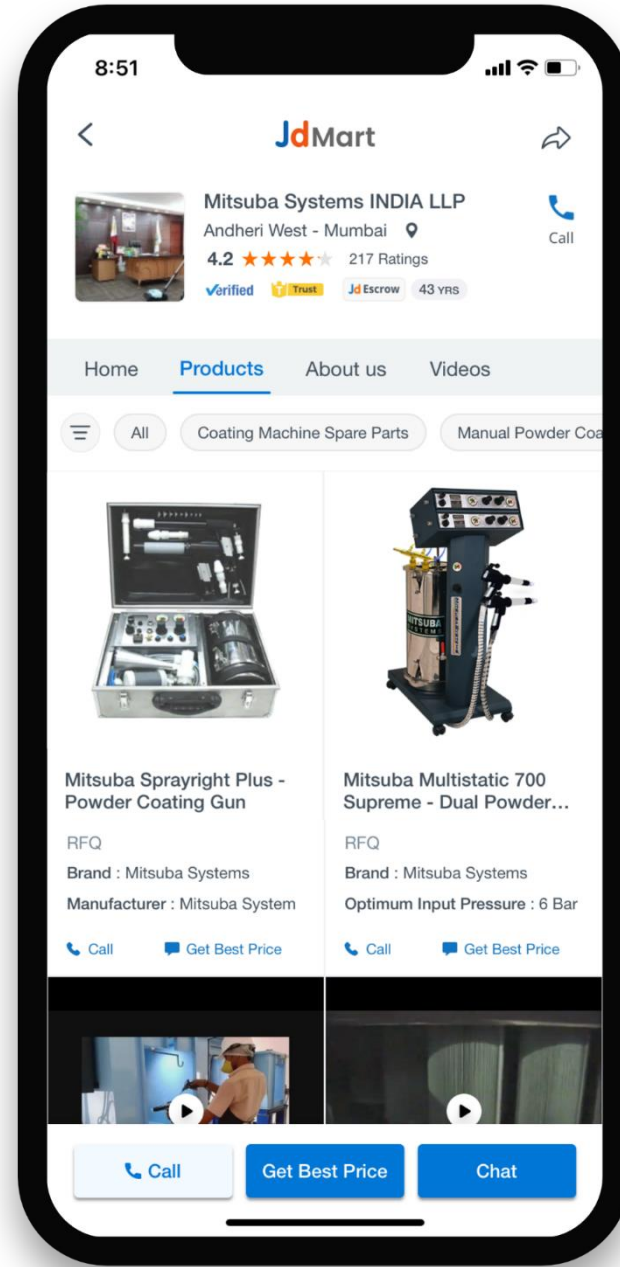
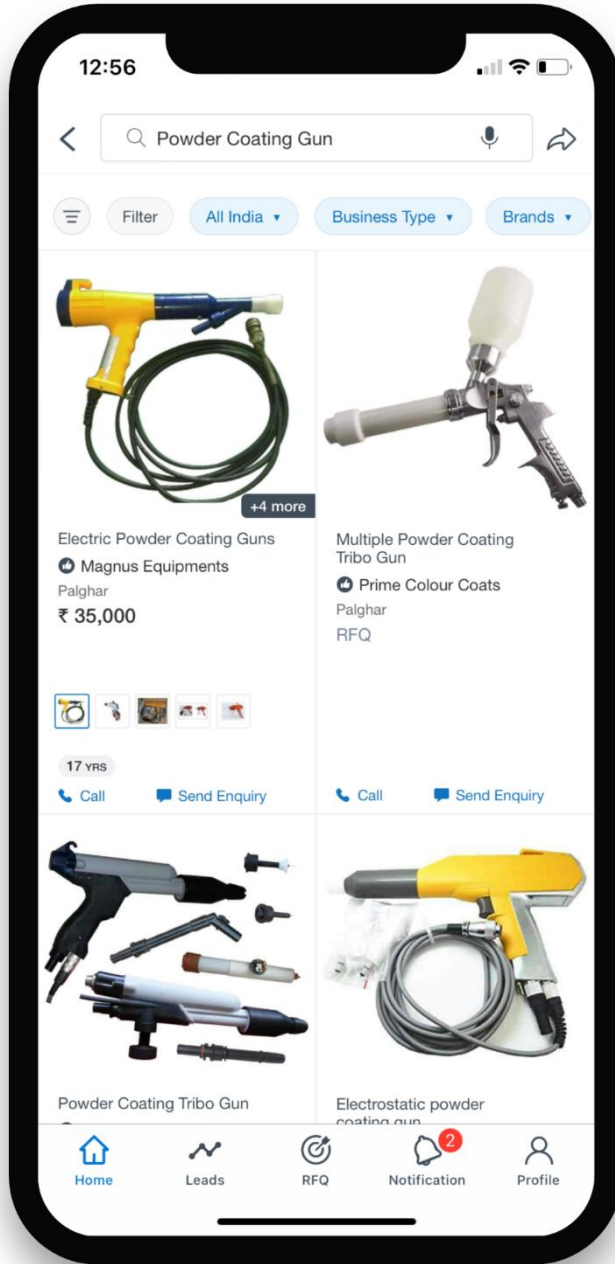


NEW INITIATIVES

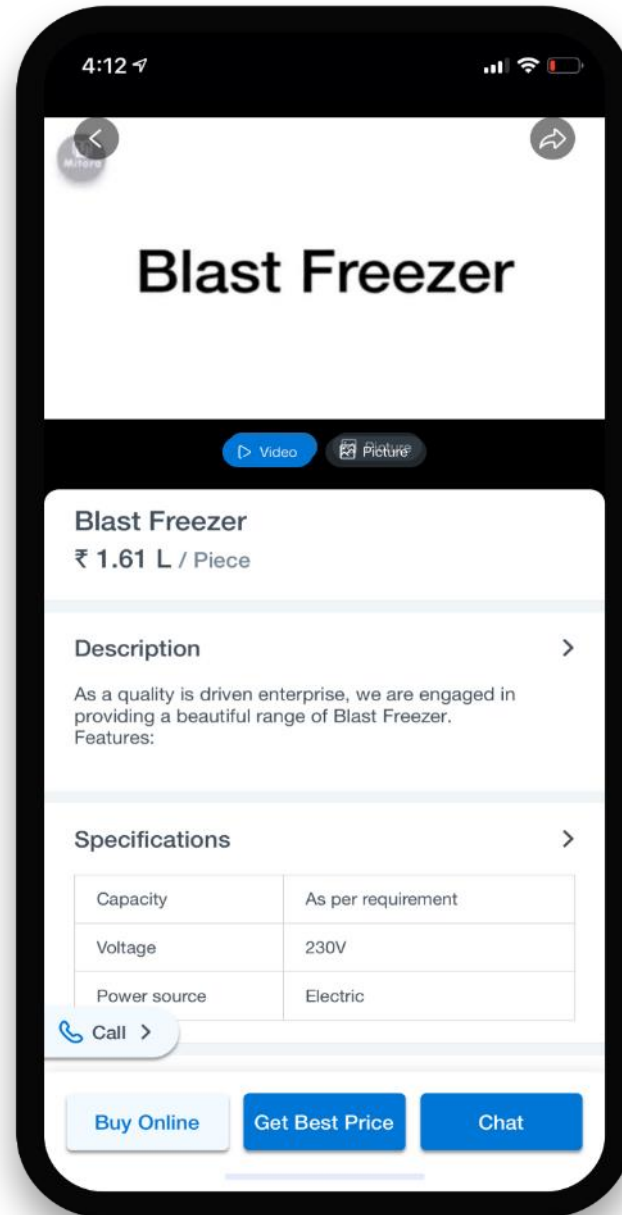
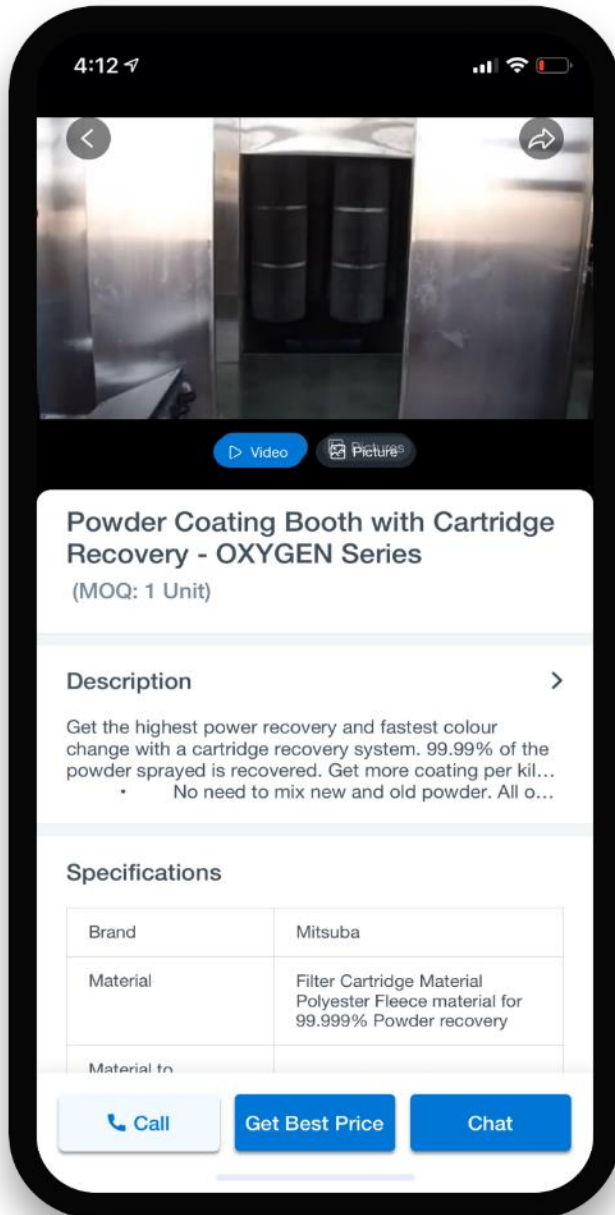
JD Mart – Exclusive B2B Platform, a New Wholesale Experience



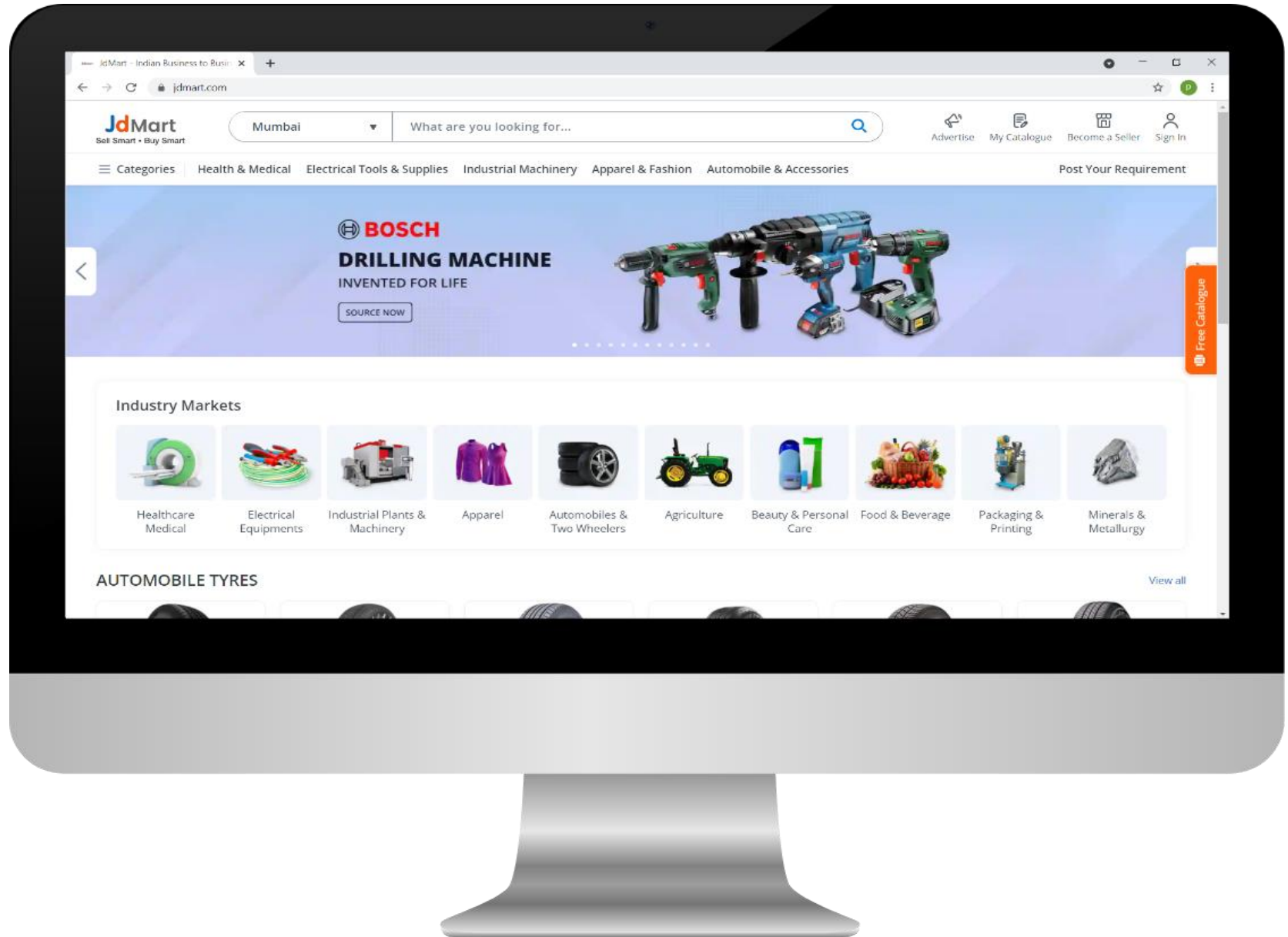
JD Mart – Exclusive B2B Platform, a New Wholesale Experience



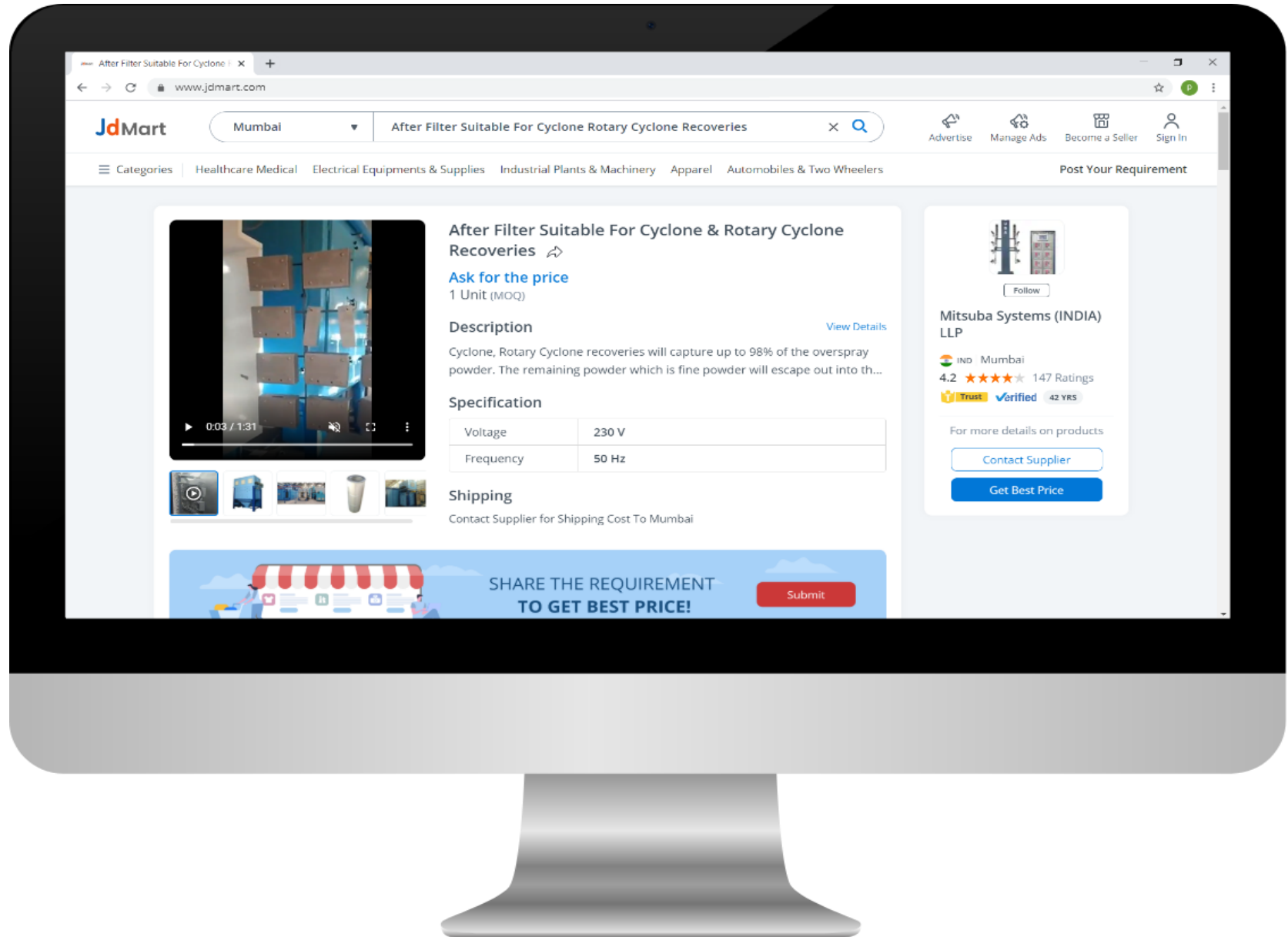
JD Mart – Exclusive B2B Platform, a New Wholesale Experience



JD Mart – Exclusive B2B Platform, a New Wholesale Experience



JD Mart – Exclusive B2B Platform, a New Wholesale Experience



JD MART - PRODUCT STACK

Product



Marketplace



Logistics



Lending

Buyers



Retailers



Business



Industrial
Buyers



Turnkey Project
Managers

Explore



Search



Discover



RFQ By
Bulk Upload



RFQ By
Product Name

Search



Auto
Complete



Voice
Search



Barcode
Scan



Image
Search

JD MART - PRODUCT STACK

Content



Product Catalogue



Images



Videos



Specification



Description



Price



MOQ



Years in Business

Transact



RFQ



Buy Online



Send Enquiry



Call



Chat



Reverse Auction



Web & App Notification

Protection & Certification



Jd Pay Escrow



Verified



Trust



Trade Assurance

Seller Tools



Catalogue Management
(Mobile & Desktop)



Real Time Lead Management

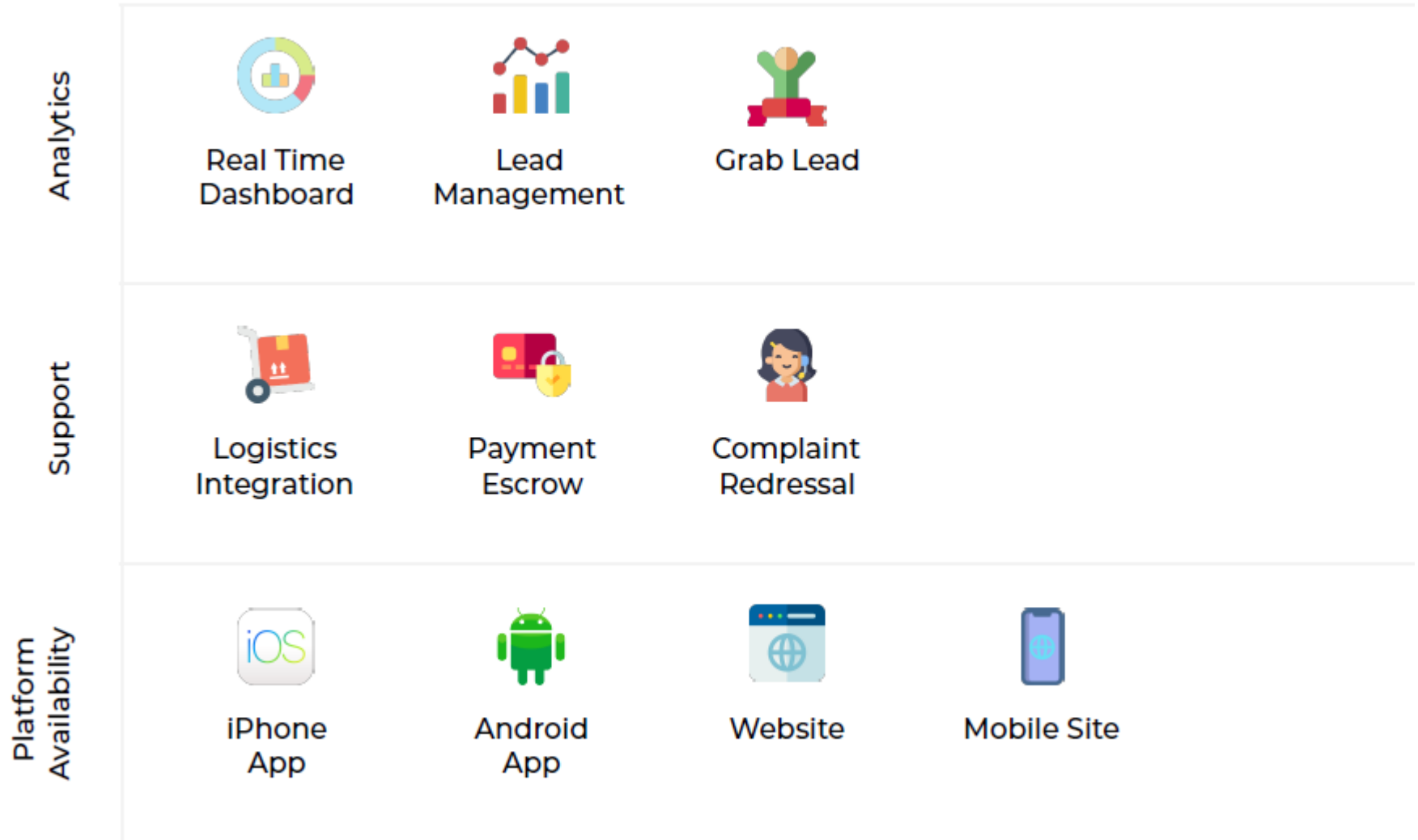


Manage RFQ

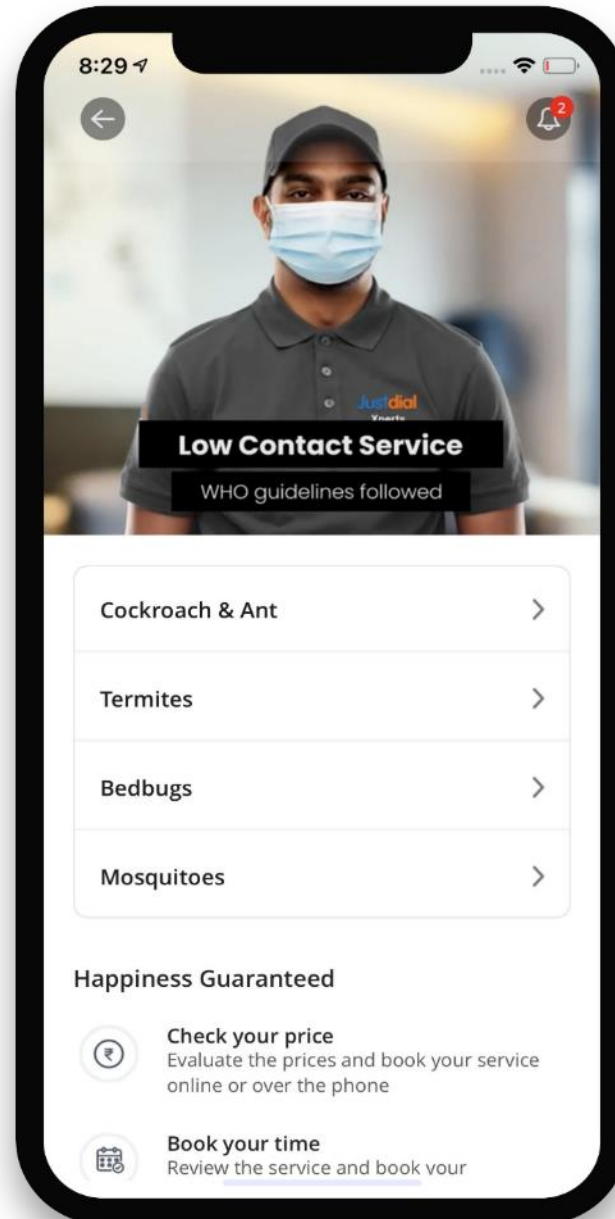
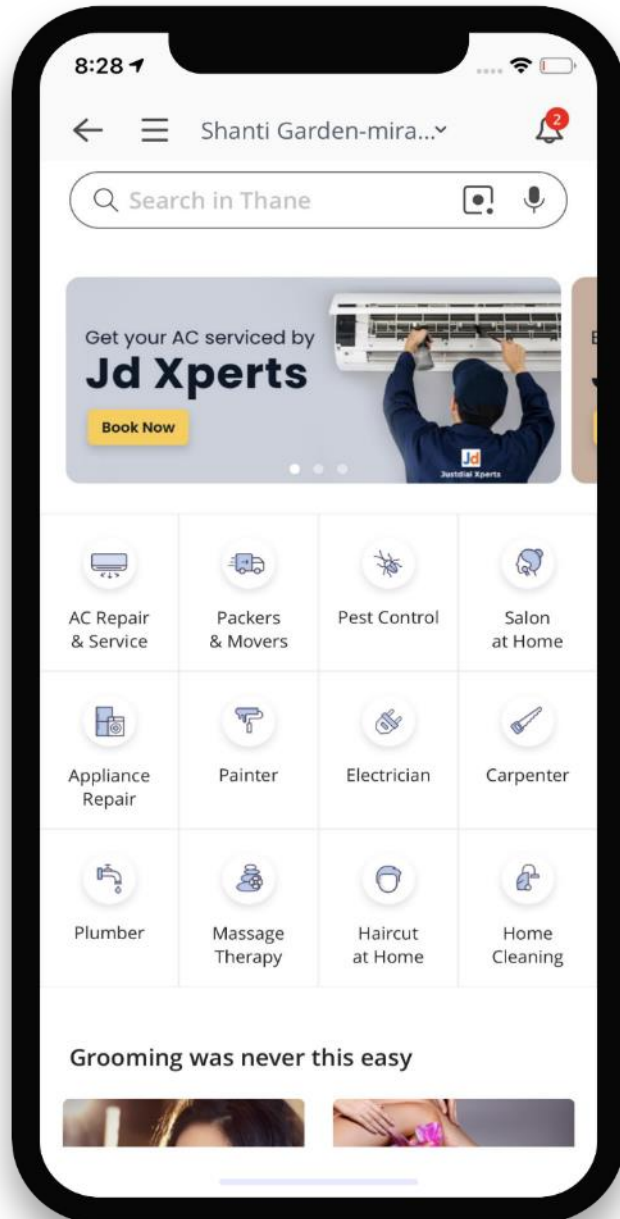


Chat With Buyers

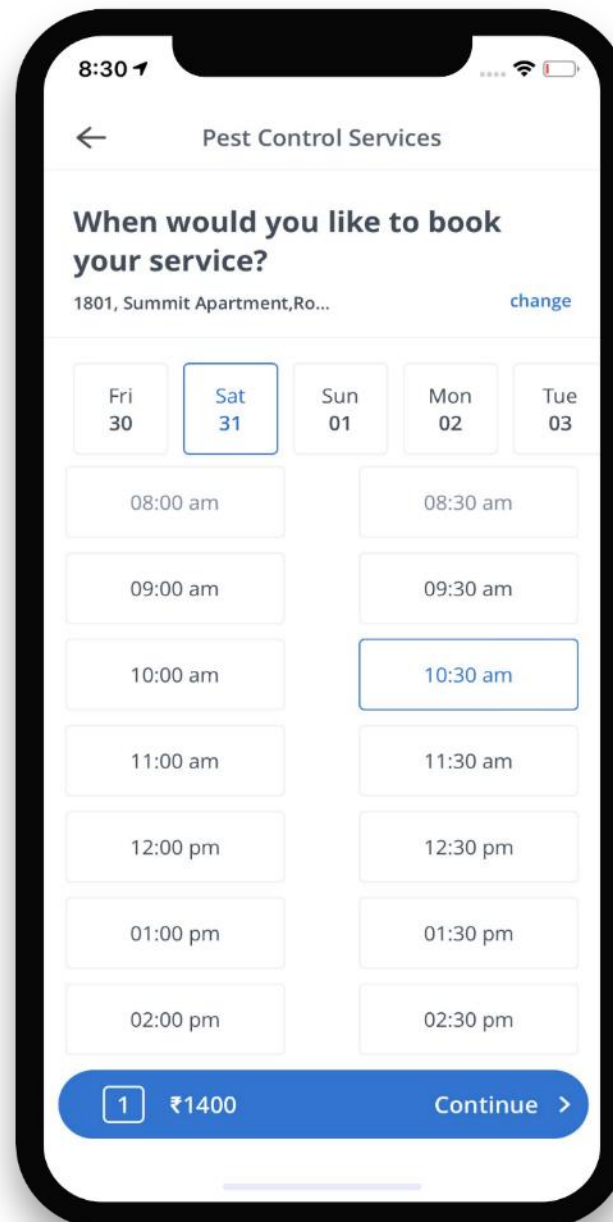
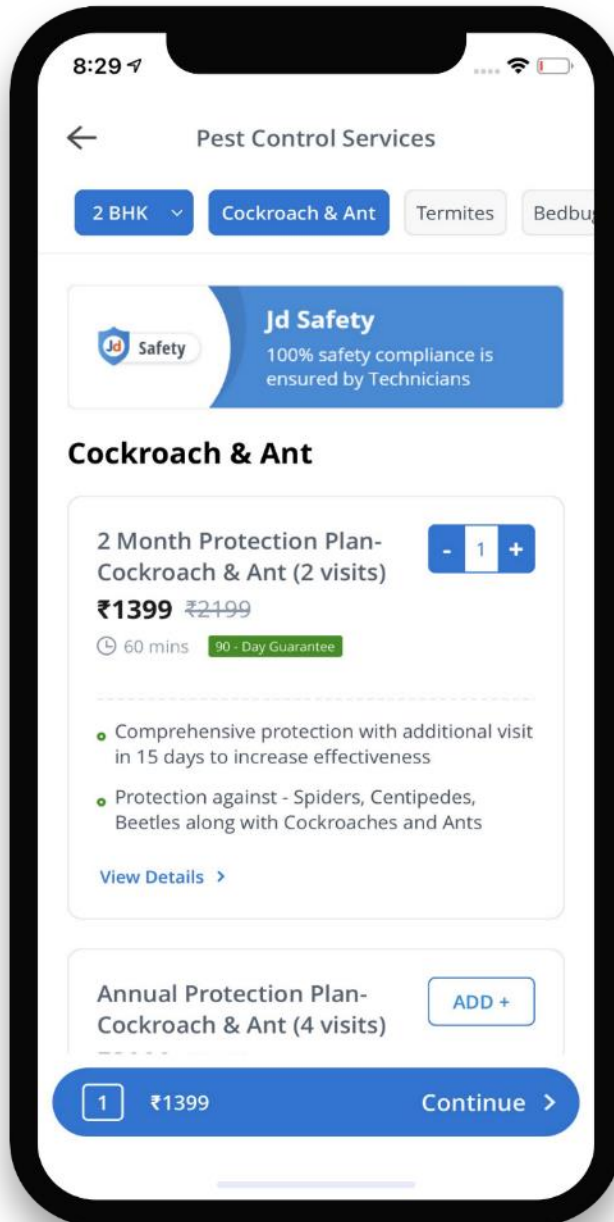
JD MART - PRODUCT STACK



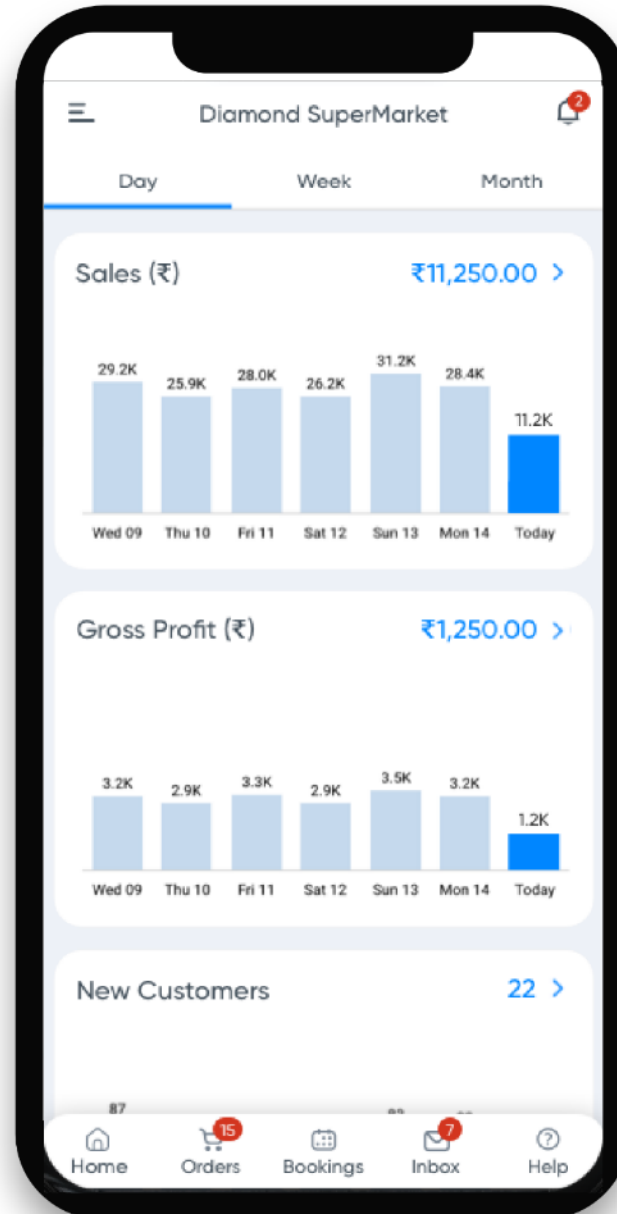
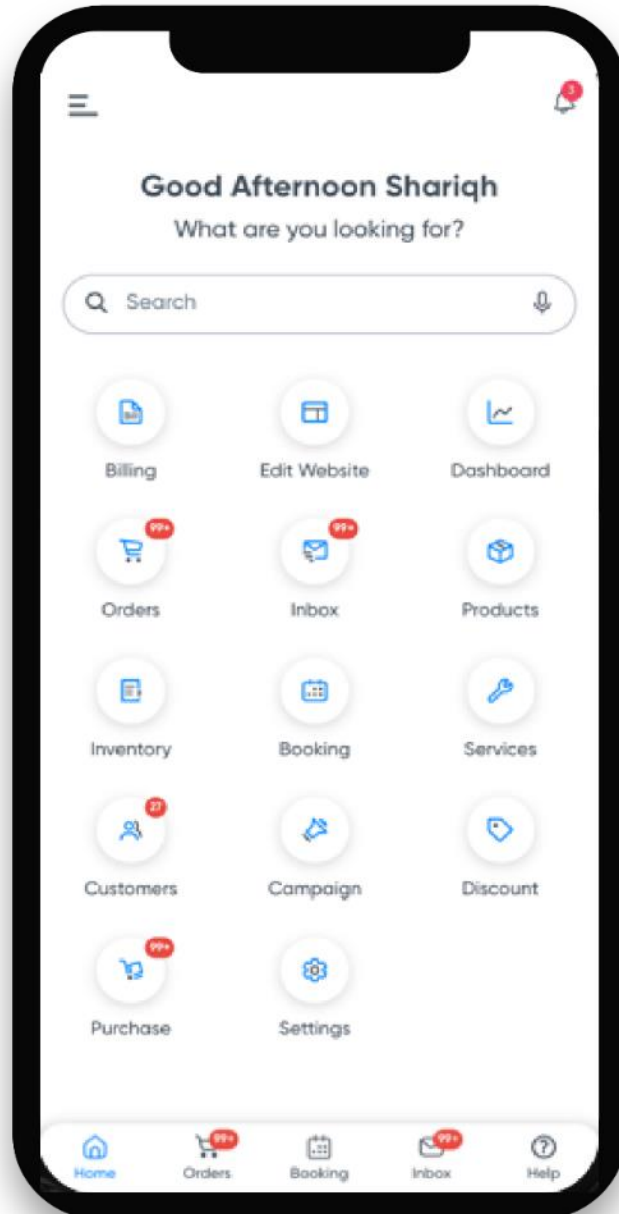
JD XPERTS – ONE STOP SOLUTION FOR ON-DEMAND SERVICES



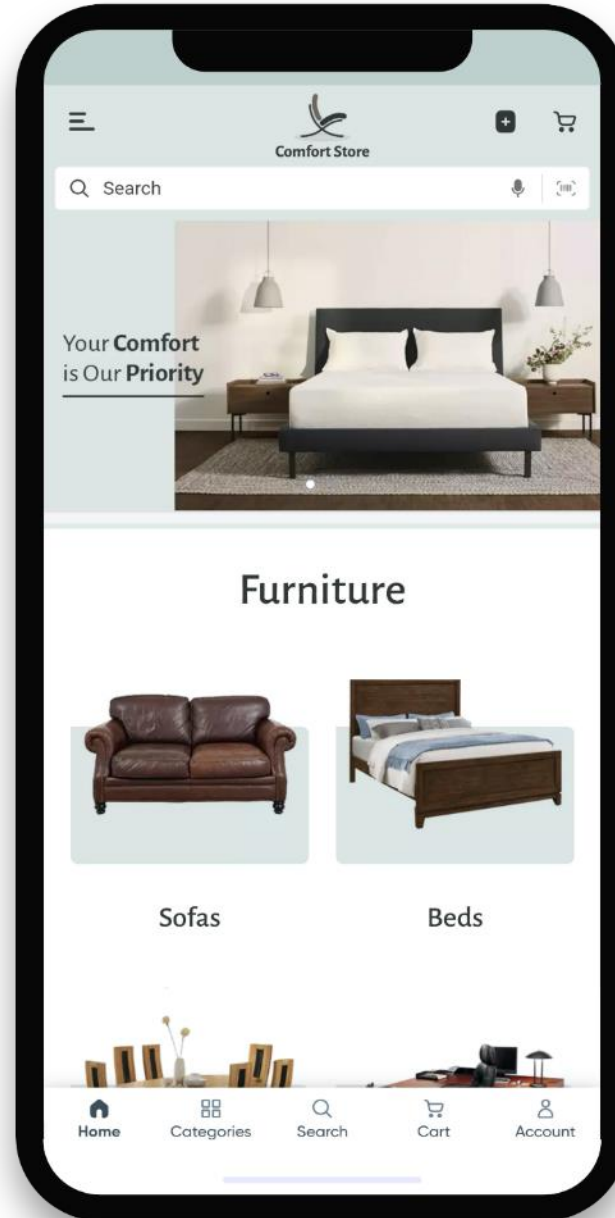
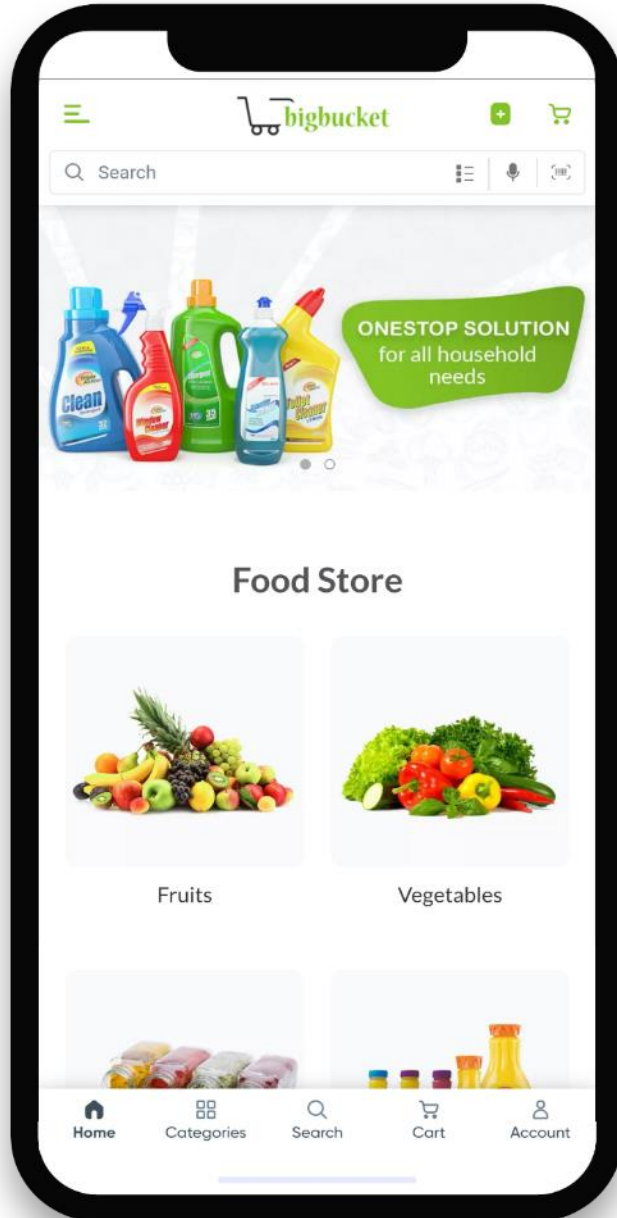
JD XPERTS – ONE STOP SOLUTION FOR ON-DEMAND SERVICES






























JD Omni – Cloud-Hosted Solution for Digitalizing Businesses


























JD Omni – Cloud-Hosted Solution for Digitalizing Businesses



Services	<div> Online Store / Business Website</div>			<div> Cloud Based ERP</div>					
	<div> Sell Online</div>	<div> Receives Inquiries</div>	<div> Book Appointment</div>						
Sell Online	<div> Mobile Focused Design</div>	<div> Pwerful Search</div>	<div> Cart & Checkout</div>	<div> Prefilled Address & Payment</div>	<div> Discount/ Coupon Code</div>	<div> Wishlist</div>	<div> Reviews & Rating</div>		
	<div> Web & Mobile Billing System</div>	<div> Barcode Scanners & Receipt Printers</div>	<div> Realtime Dashboard</div>	<div> Order Management</div>	<div> Inventory & Purchase Management</div>	<div> Export Invoices to Tally</div>			
Platforms	<div> Physical Store</div>	<div> Web & Mobile Store</div>	<div> Android App</div>	<div> iOS App</div>	<div> Lite Apps (PWA)</div>	<div> Sell on WhatsApp</div>	<div> Facebook Store</div>	<div> Google Shopping</div>	<div> Marketplace</div>

JD OMNI – PRODUCT STACK

Product Cataloguing	 Bulk Upload CSV	 Add Products via Barcode	 16 Million Product Catalogue Library	 Create Custom Product				
Payments	 Jd Pay	 UPI	 Credit Debit Card	 Wallets	 Net Banking	 COD	 Send Online Payment Links	 Store Credit (Khata)
Fulfilment	 Shipyaari (Couries Aggregator)	 Swiggy Genie Integration	 Dunzo Hyperlocal	 Local Delivery Boy	 Buy Online, Pickup in Store			
Communication	 WhatsApp	 Email	 SMS	 App Notification	 Browser Notification	 Chat		



FINANCIAL OVERVIEW

EFFICIENT & PROFITABLE BUSINESS MODEL

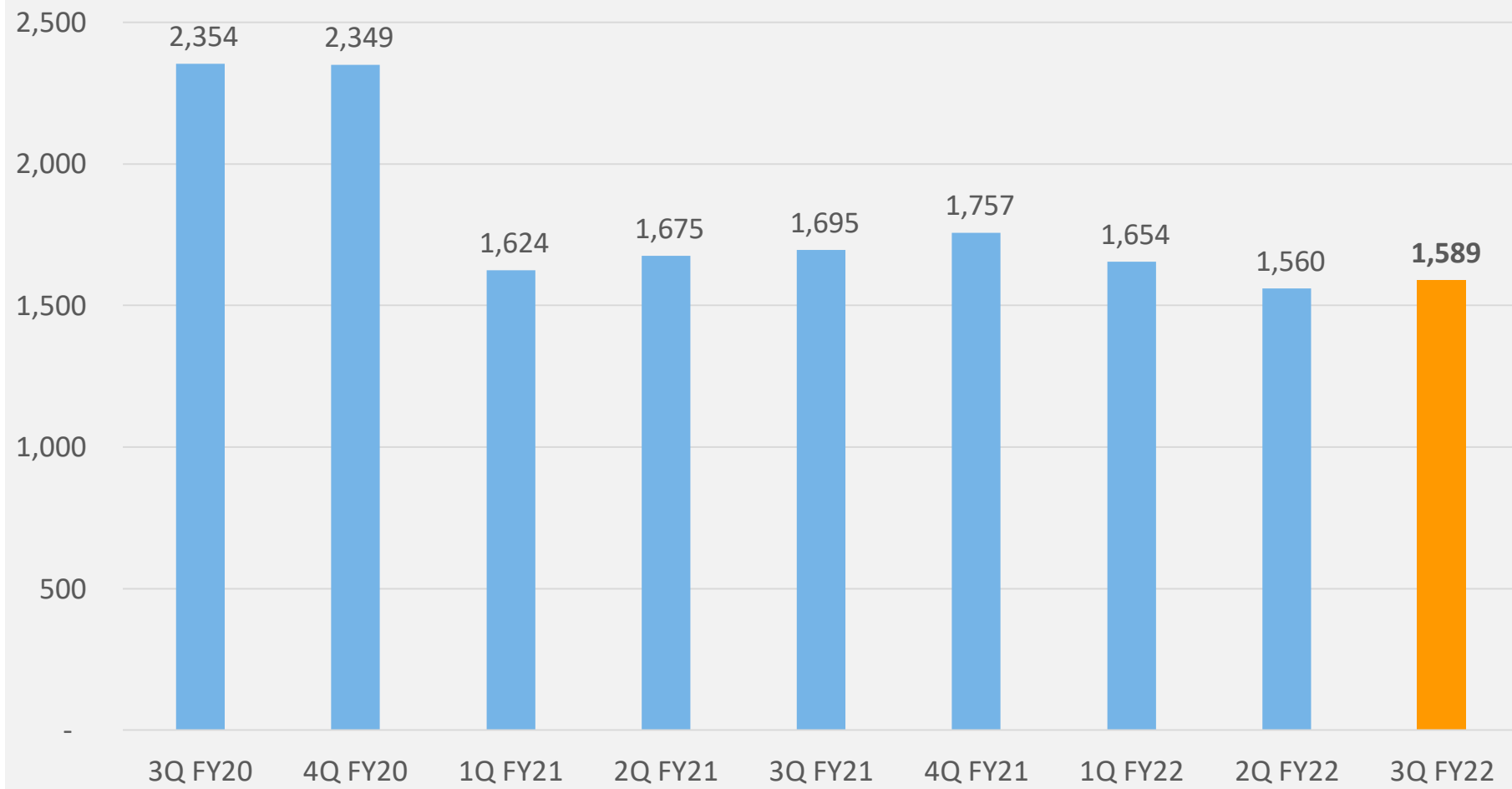
- Paid Advertisers pay a fixed fee to run search-led advertising campaigns for their businesses on Justdial's platforms
- Various premium & non-premium listing packages available which determine placements in search results
- Multiple factors determine pricing, such as business categories of advertiser, geographies targeted, type of package
- Add-on products such as banners, own website, JD Pay, JD Ratings, etc. available
- Advertisers can pay amounts either upfront or through monthly payment plans, with ability to manage campaigns online
- Justdial also runs multi-city/ national campaigns for pan-India advertisers
- Sales team comprises of 3,642 employees in tele-sales, 1,295 feet-on-street (marketing), and 3,136 feet-on-street (Cold Calling & Others) as on Q3 FY22



KEY
BUSINESS
ATTRIBUTES

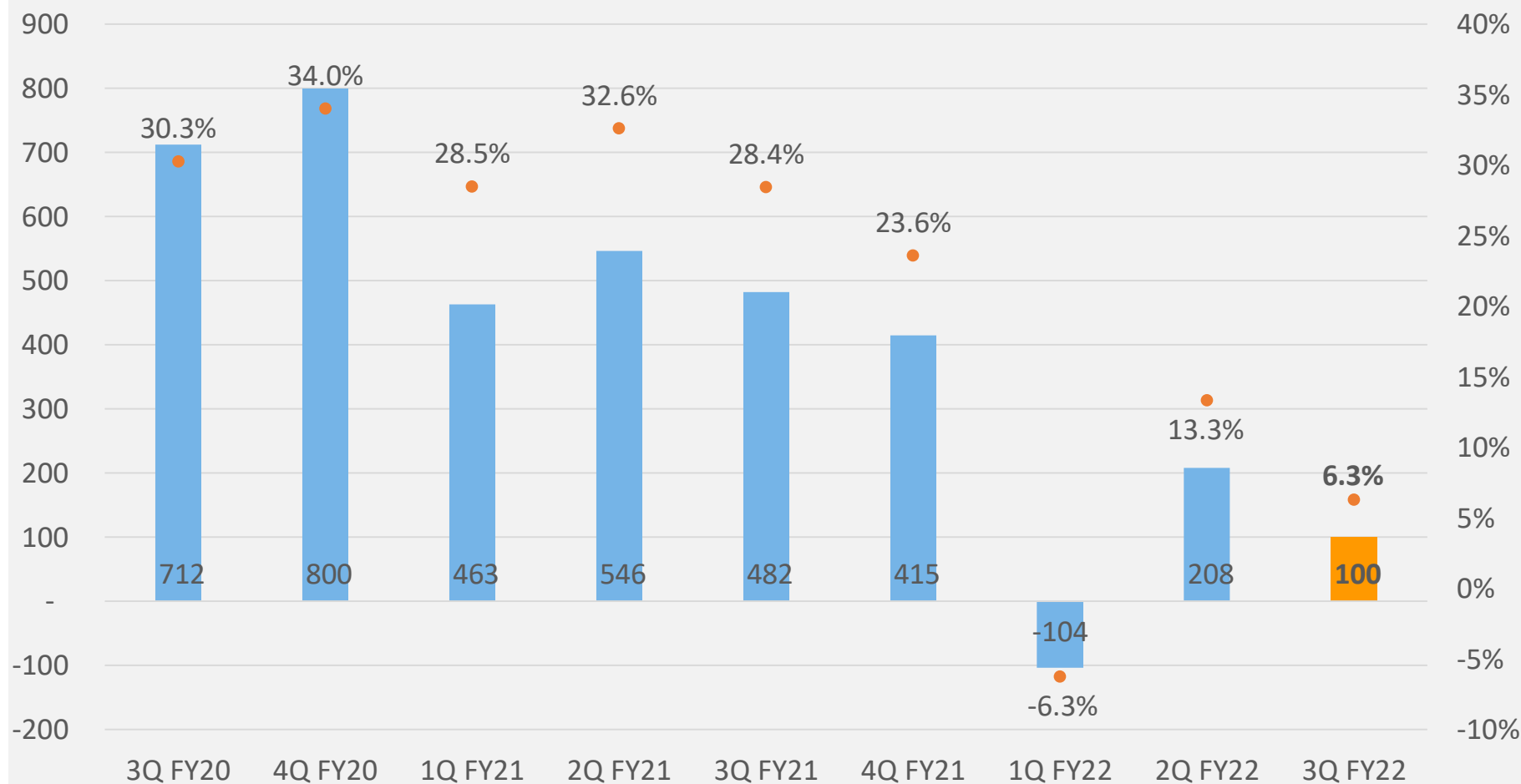
REVENUE

Operating Revenue (Rs million)



OPERATING MARGIN

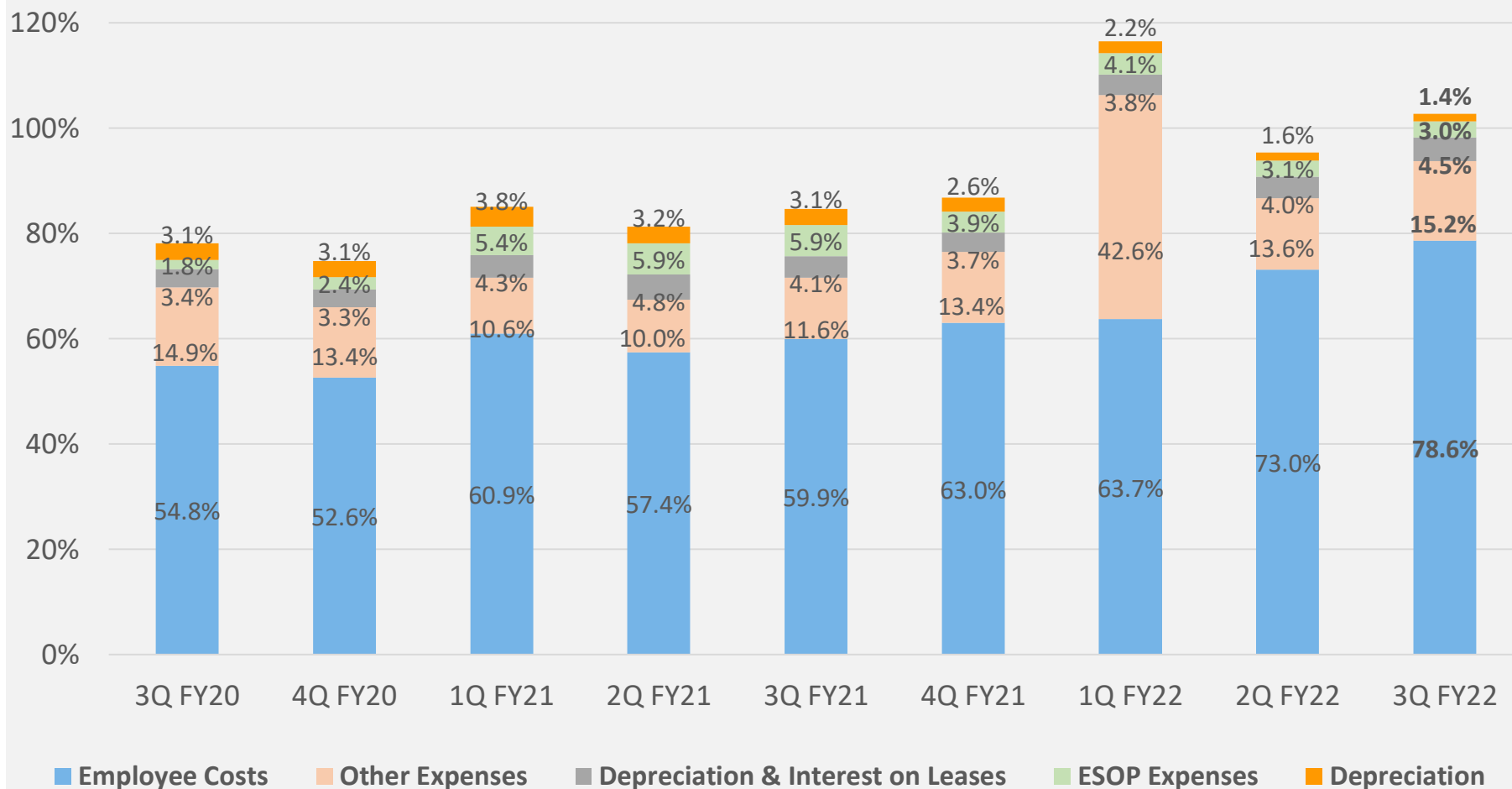
Adjusted EBITDA (Rs million) & Margin %



Note: The Company spent Rs 505.2 million on advertising and promotions during IPL in 1Q FY22.

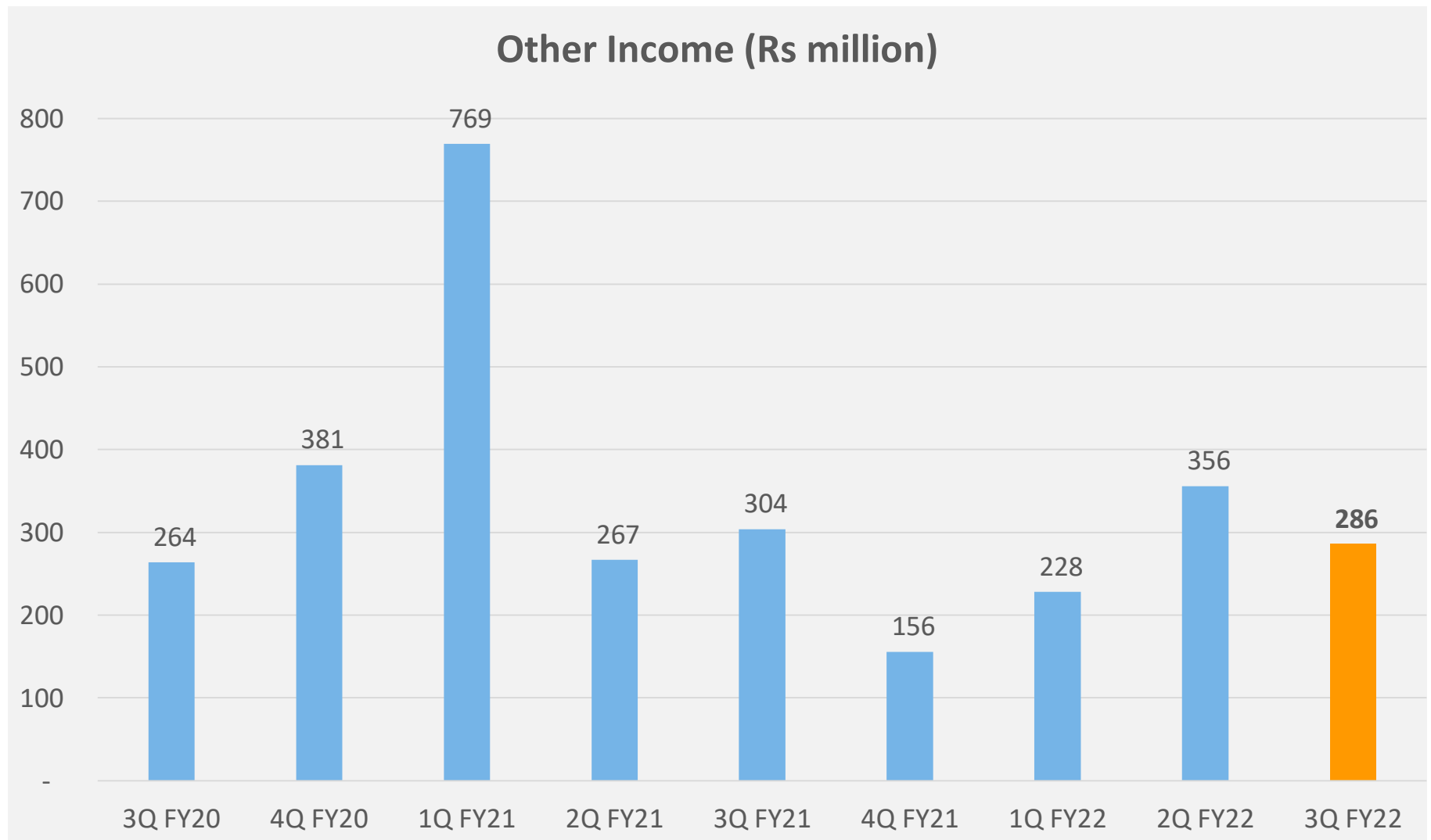
COST STRUCTURE

Expenses as % of Operating Revenue



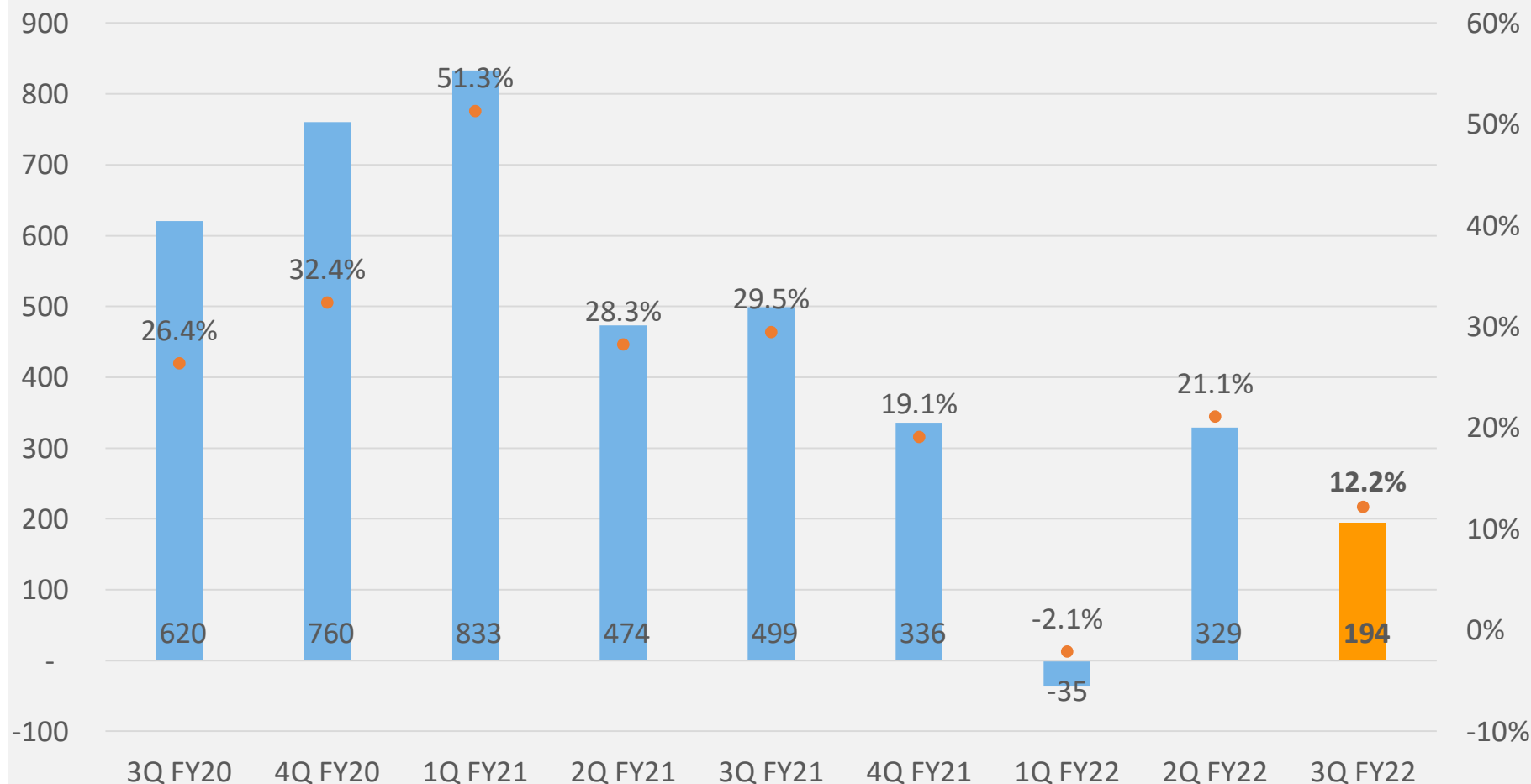
Note: Other Expenses (as % of Operating Revenue) of 42.6% in 1Q FY22 includes 30.5% of advertising and promotion spends. The Company spent Rs 505.2 million on advertising during IPL 2021.

OTHER INCOME



NET PROFIT MARGIN

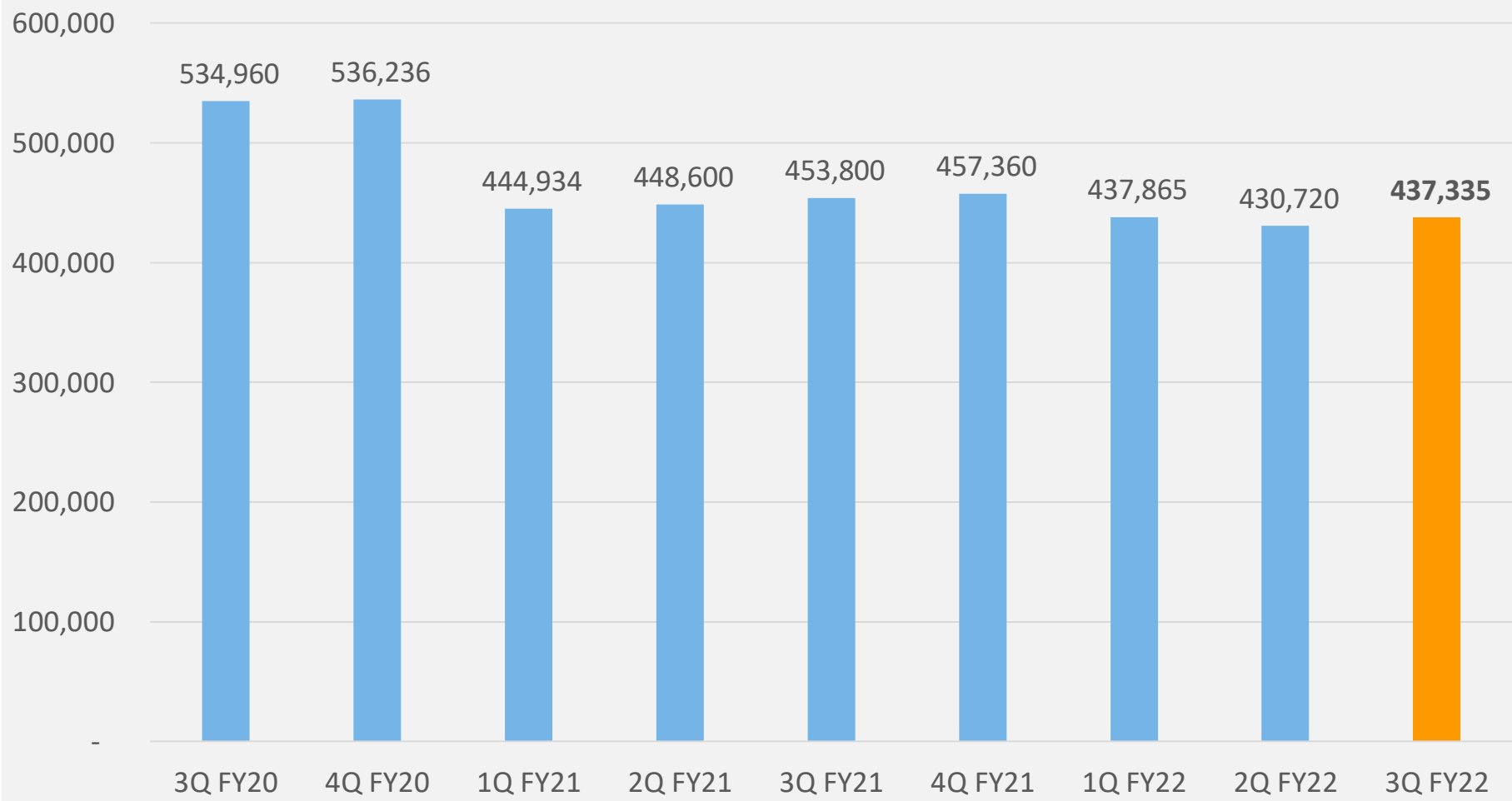
Net Profit (Rs million) & PAT Margin %



Note: 1) PAT Margin is calculated as Net Profit (Profit After Taxes) as a percentage of Operating Revenue for the quarter.

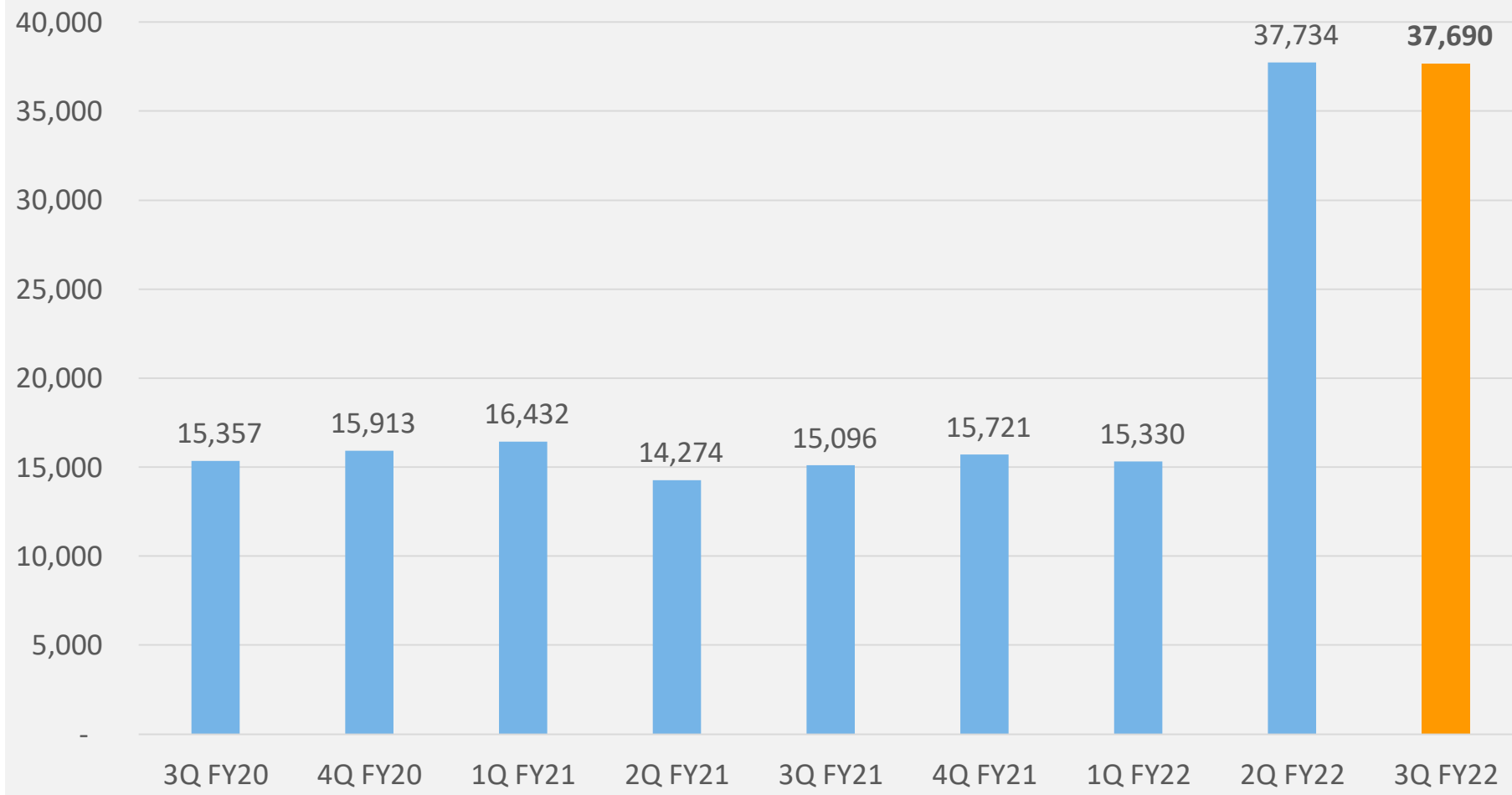
PAID CAMPAIGNS

Active Paid Campaigns - period end



CASH AND INVESTMENTS

Cash & Investments - period end (Rs million)

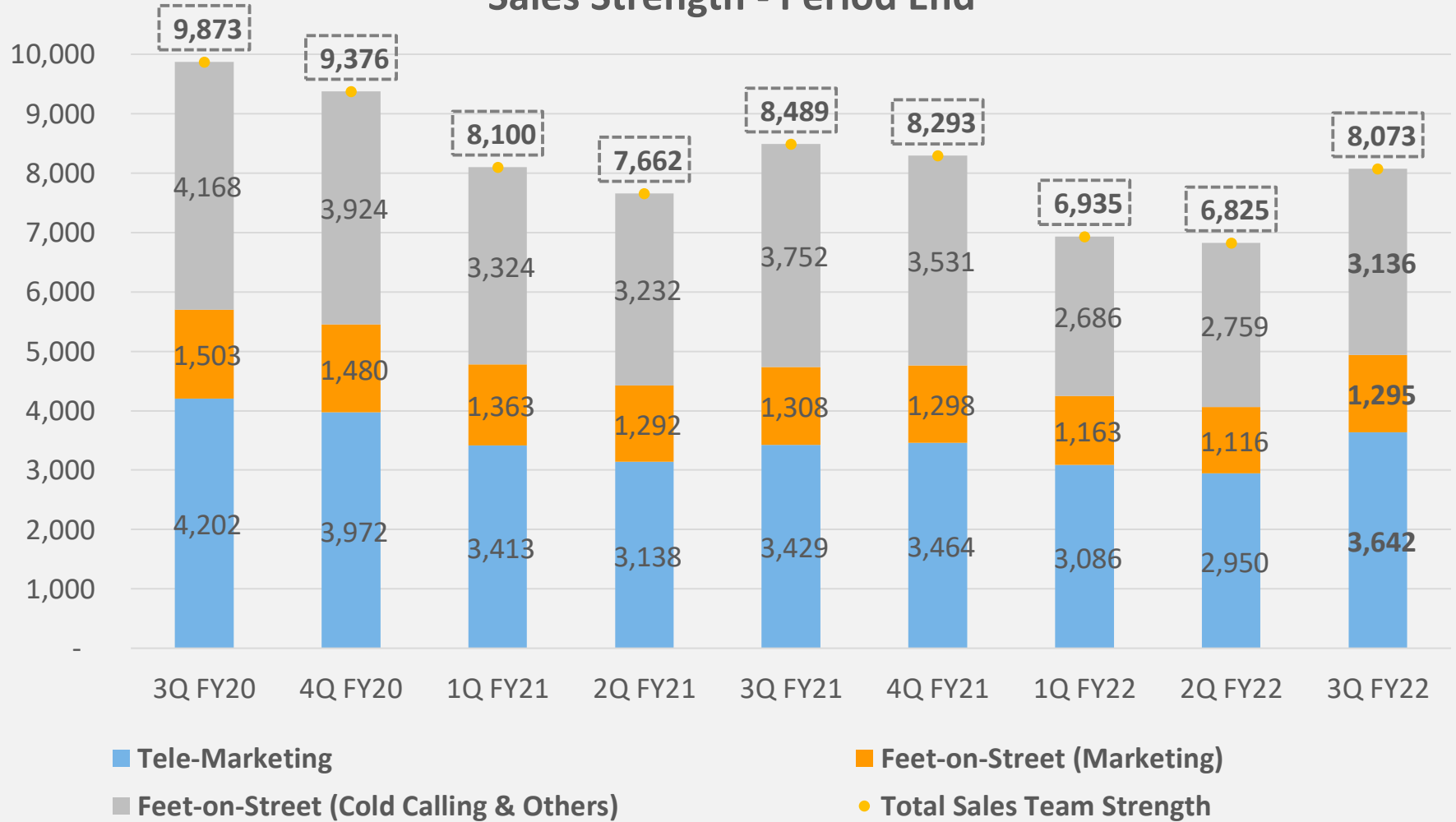


Note: 1) Increase in Cash & Investments in 2Q FY22 is on account of Rs 21.65 billion received upon preferential issue of Equity Shares to RRVL

2) 2020 Buy-back for Rs2.2bn, along with Buy-back Tax of Rs0.51bn, was concluded/ paid in 2Q FY21

SALES FORCE

Sales Strength - Period End



JUST DIAL LTD - 3Q FY22 (Quarter ended December 31, 2021) PERFORMANCE SUMMARY

Metric	Unit	3Q FY22	3Q FY21	YoY change	2Q FY22	QoQ change
Operating Revenue	(₹ million)	1,589	1,695	-6.3%	1,560	1.9%
Operating EBITDA	(₹ million)	52	381	-86.4%	160	-67.5%
Operating EBITDA Margin	%	3.3%	22.5%	-1923 bps	10.2%	-696 bps
Adjusted EBITDA (excl. ESOP expenses)	(₹ million)	100	482	-79.3%	208	-52.0%
Adjusted EBITDA Margin (excl. ESOP expenses)	%	6.3%	28.4%	-2215 bps	13.3%	-706 bps
Other Income, net	(₹ million)	286	304	-6.0%	356	-19.7%
Profit Before Taxes	(₹ million)	244	564	-56.8%	428	-43.0%
Net Profit	(₹ million)	194	499	-61.2%	329	-41.1%
Net Profit Margin	%	12.2%	29.5%	-1725 bps	21.1%	-890 bps
Unearned Revenue (period end)	(₹ million)	3,257	3,053	6.7%	3,342	-2.6%
Cash & Investments (period end)	(₹ million)	37,690	15,096	149.7%	37,734	-0.1%

Note: 1) PAT Margin is calculated as Net Profit (Profit After Taxes) as a percentage of Operating Revenue for the quarter.

2) Increase in Cash & Investments in 2Q FY22 is on account of Rs 21.65 billion received upon preferential issue of Equity Shares to RRVL

3) The Company had spent Rs 505.2 million on advertising and promotions during IPL in 1Q FY22.

JUST DIAL LTD - 3Q FY22 (Quarter ended December 31, 2021) PERFORMANCE SUMMARY						
Metric	Unit	3Q FY22	3Q FY21	YoY change	2Q FY22	QoQ change
Unique Visitors	(million)	142.7	132.6	7.7%	149.5	-4.6%
- Mobile	(million)	120.2	108.3	11.0%	124.7	-3.6%
- Desktop/ PC	(million)	16.3	17.9	-8.8%	18.3	-10.9%
- Voice	(million)	6.2	6.4	-2.9%	6.6	-5.6%
- Mobile	% share	84.2%	81.7%	253 bps	83.4%	86 bps
- Desktop/ PC	% share	11.4%	13.5%	-206 bps	12.2%	-81 bps
- Voice	% share	4.4%	4.8%	-47 bps	4.4%	-5 bps
Total Listings (period end)	(million)	31.4	30.2	4.0%	31.0	1.3%
Net Listings Addition		413,100	196,107	110.7%	405,662	1.8%
Total Images in Listings (period end)	(million)	113.4	99.6	13.8%	109.7	3.4%
Listings with Geocodes (period end)	(million)	17.9	17.2	4.1%	17.7	1.1%
Ratings & Reviews	(million)	125.3	114.7	9.2%	123.0	1.9%
Paid campaigns (period end)		437,335	453,800	-3.6%	430,720	1.5%
Total App Downloads (period end)	(million)	30.1	28.1	7.2%	29.6	1.7%
App Downloads per day		8,407	9,604	-12.5%	8,953	-6.1%
Number of Employees (period end)		11,098	11,387	-2.5%	9,852	12.6%

BOARD OF DIRECTORS

EXECUTIVE DIRECTOR

V S S Mani

VSS Mani is Founder, Managing Director and Chief Executive Officer of Justdial and has over 33 years of experience in the field of media, internet and local search services.

NON-EXECUTIVE DIRECTORS – INDEPENDENT

B Anand (Chairman)

B. Anand is CEO of TCG Group, prior to this he was CEO of Nayara Energy and CFO of Trafigura. He has 34 years of experience in large scale global enterprise leadership, operations, strategies and enterprise integration and value creation including corporate finance and investment banking. He is a Commerce graduate and an associate member of ICAI.

Sanjay Bahadur

Sanjay Bahadur is CEO of Pidilite Industries for its Global Constructions & Chemicals division and has 37 years of experience. He holds a degree from Delhi College of Engineering.

Malcolm Monteiro

Malcolm Monteiro has been part of Justdial's Board since 2011. He was CEO India, DHL eCommerce & was also a member of DHL eCommerce Management Board. He holds a degree from IIT Mumbai & is an alumni of IIM Ahmedabad.

Bhavna Thakur

Bhavna Thakur heads Capital Markets at Everstone Capital and has over 23 years of experience in Corporate Finance, Investment Banking, M&A and Capital Markets. She holds a BA LLB (Hons.) from NLSIU, Bangalore & a Masters in Law from Columbia University, New York.

Ranjit V. Pandit

Ranjit V. Pandit served as the Managing Director at General Atlantic, LLC, between 2007 and 2012 and headed the India office, where he served as the head of the firm's growth investment activities across India. He has served as an Advisory Director of General Atlantic LLC in 2013. Prior to General Atlantic, he served as the Managing Director and Chairman of McKinsey & Company in India. He is an MBA from the Wharton School at the University of Pennsylvania (USA) and holds a B.E. Degree in Electrical Engineering from VJTI, University of Bombay.

BOARD OF DIRECTORS

NON-EXECUTIVE DIRECTORS – NON-INDEPENDENT

V. Subramaniam

V. Subramaniam is the Managing Director of Reliance Retail Ventures Limited (RRVL) as well as Whole-time Director of Reliance Retail Limited, subsidiary of RRVL. He has overall 25 years of experience in the fields of Finance, Accounting and Taxation. He is a Chartered Accountant and Cost Accountant.

Dinesh Thapar

Dinesh Thapar presently serves as Chief Financial Officer of Reliance Retail Ventures Limited and its subsidiary, Reliance Retail Limited. He has experience in the field of Corporate Finance, Business Finance and Supply Chain Operations. He is a Chartered Accountant and a Gold Medalist Cost and Management Accountant. He also holds a Diploma in International Financial Reporting Standards from Association of Chartered Certified Accountants (ACCA).

Ashwin Khasgiwala

Ashwin Khasgiwala presently serves as Chief Business Operations Controller for Retail Business and associated with Reliance group for more than 15 years. He has over two decades of experience in the fields of Finance, Compliance and Accounting. He is a Chartered Accountant.

Geeta Fulwadaya

Geeta Fulwadaya has been associated with Reliance Group for over 15 years and has extensive experience in the field of corporate laws and allied matters. She is also on Board of several companies including Den Networks Limited and Hathway Cable & Datacom Limited. She is a Commerce Graduate, member of the Institute of Company Secretaries of India and a law graduate from Government Law College.

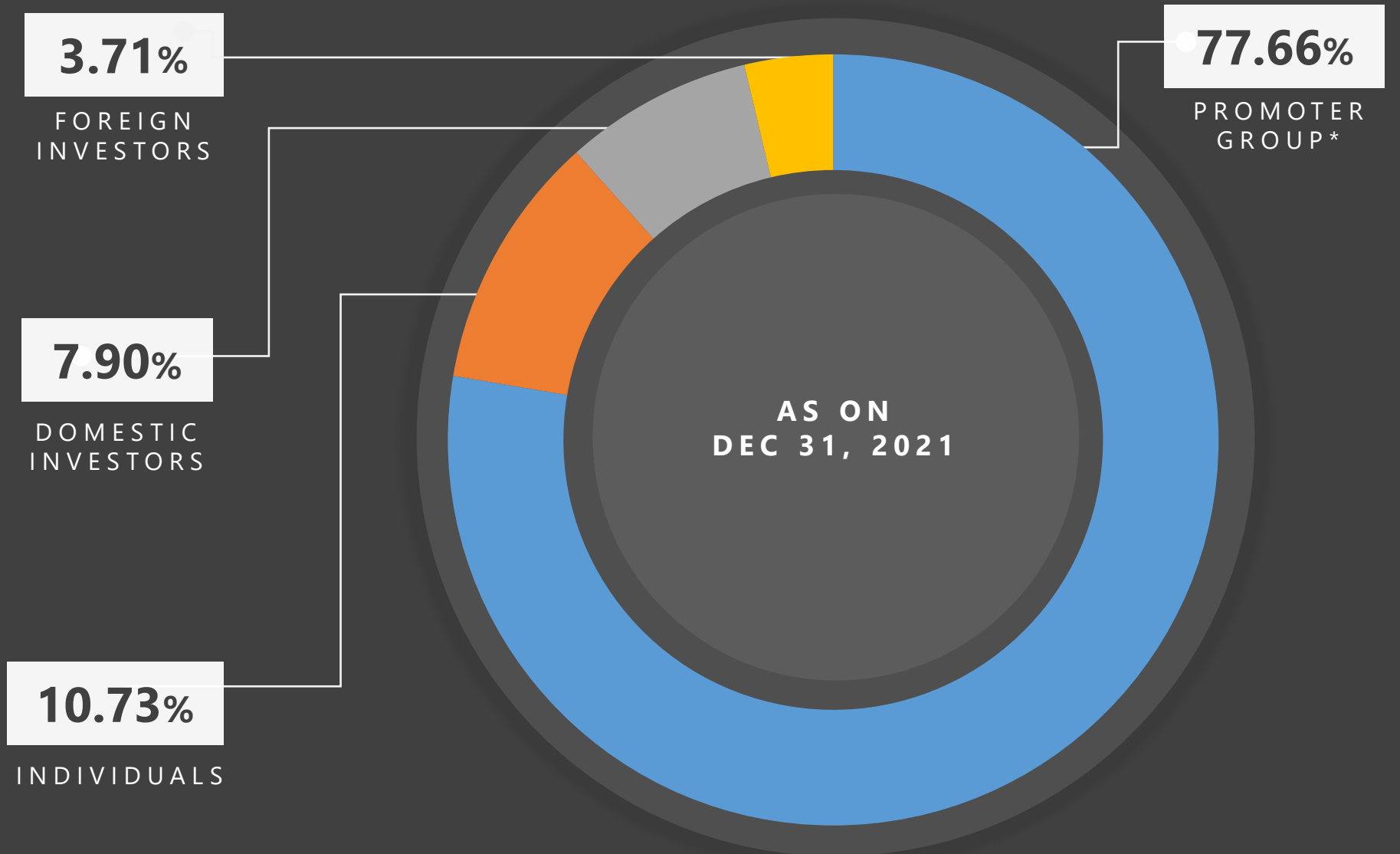
Divya Murthy

Divya Murthy has been associated with Reliance Group for over 19 years as a senior member of the central corporate legal team. She has an extensive experience in mergers, acquisitions, joint ventures, other strategic collaborations and allied matters. She is a law graduate from National Law School of India University, Bangalore and is a Member of the Bar Council of Maharashtra & Goa.

LEADERSHIP TEAM

Name	Designation	Experience	Functional Areas
V S S Mani	Chief Executive Officer	33 Years	Overall growth strategy, planning, execution & management
V Krishnan	Group President	28 Years	Growth Strategy and Business Development
Abhishek Bansal	Chief Financial Officer	13 Years	Finance, Strategy, Accounting, Treasury, Audit, Legal, Compliance & Traffic
Vishal Parikh	Chief Product Officer	21 Years	Leads Product, Design & Technology teams, IT Infra and Voice Operations
Sumeet Vaid	Chief Revenue Officer	26 Years	Revenue growth & Business development
Rajesh Madhavan	Chief People Officer	28 Years	Human Resource Functions
Prasun Kumar	Chief Marketing Officer	24 Years	Advertising & Marketing, Digital, PR, and User/Traffic Growth initiatives
Ajay Mohan	Group Vice President, Sales	26 Years	Sales platform management, Strategic alliances, Corporate partnerships & Business expansion
Rakesh Ojha	Group Vice President, Sales	26 Years	Sales & Expansion (West & South Region)
Prashant Nagar	Vice President, Sales	22 Years	Sales & Expansion (Delhi, Just Dial Ambassadors)
Suhail Siddiqui	Vice President, Sales	26 Years	Sales & Expansion (North & East Region)
Rajiv Nair	Vice President, Sales	23 Years	Sales & Expansion (South Region)
Shwetank Dixit	Vice President - Content Strategy, Operations & Analytics	10 Years	Content Augmentation, Curation & Enrichment, Business Analytics/ MIS, Traffic

SHAREHOLDING PATTERN



*Stake held by Promoter - Reliance Retail Ventures Limited (RRVL) = 66.97%

END OF PRESENTATION