

SEARCH

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JustdialTM

Company Presentation

August 2013

SEARCH

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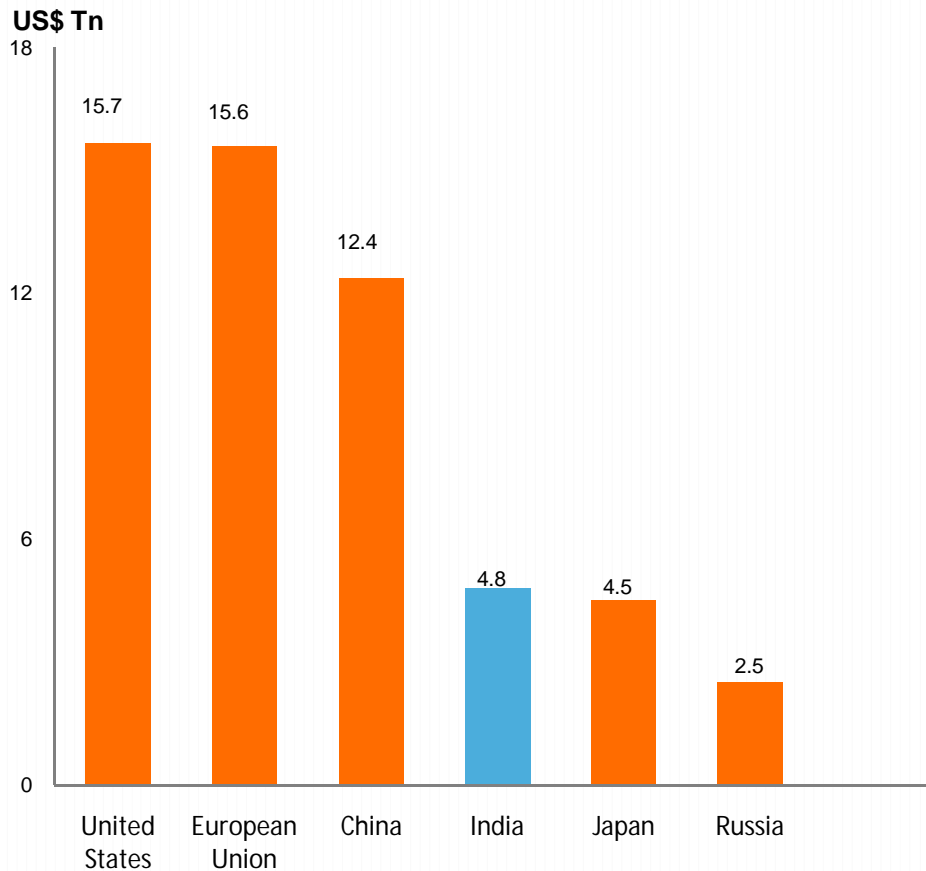
JustdialTM

Untapped User Base

India: One of the Largest Consumer Economies

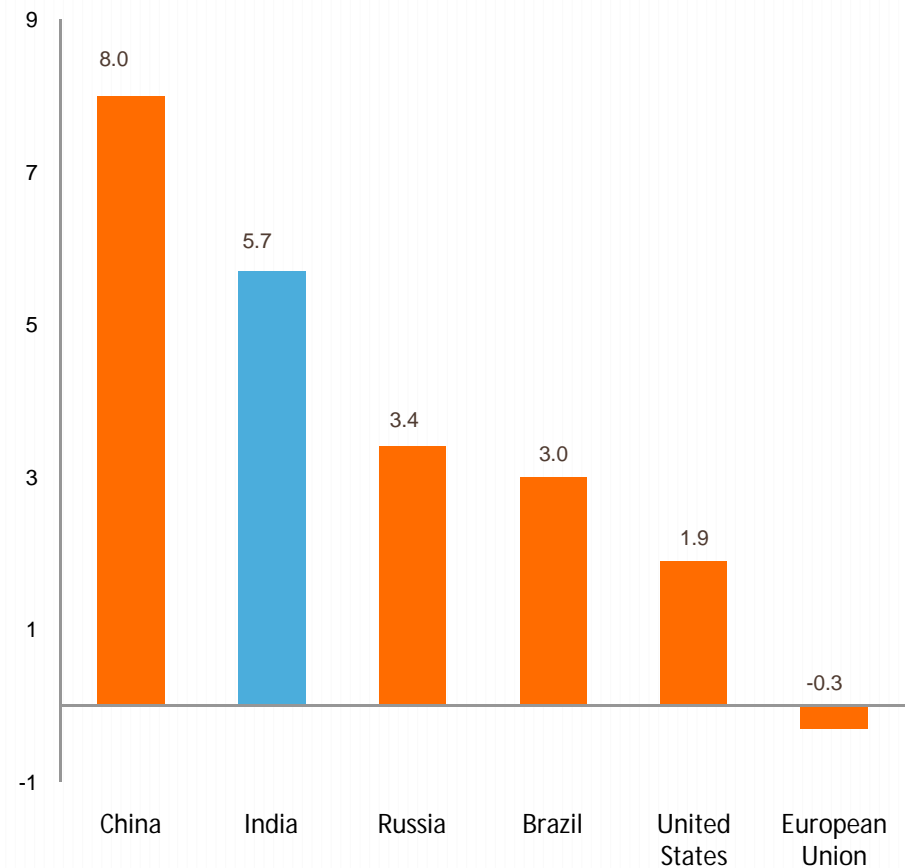
India : 4th Largest Economy Globally

GDP (PPP) : US\$ 4.8 Tn
GDP at Purchasing Power Parity in 2012



India: 2nd Fastest Economic Growth

GDP Growth Estimate (2013, %)

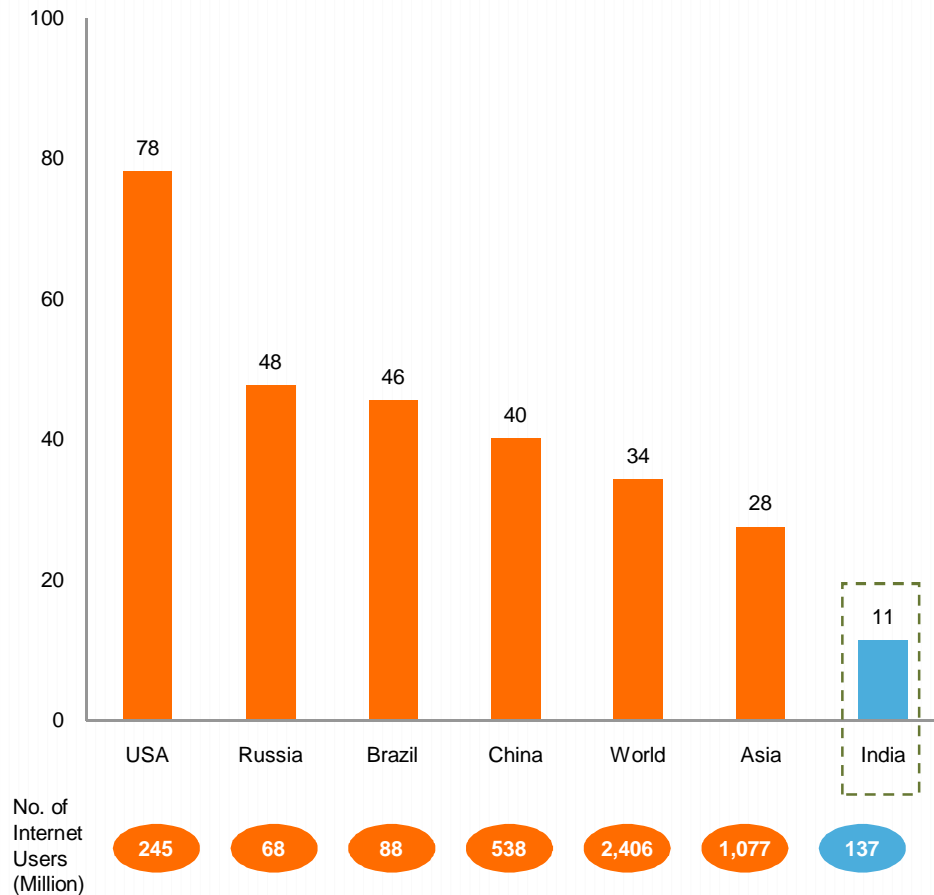


India is expected to become the world's fifth largest consumer market by 2025

India: Least Penetrated Internet/ Mobile Markets with Growth Potential

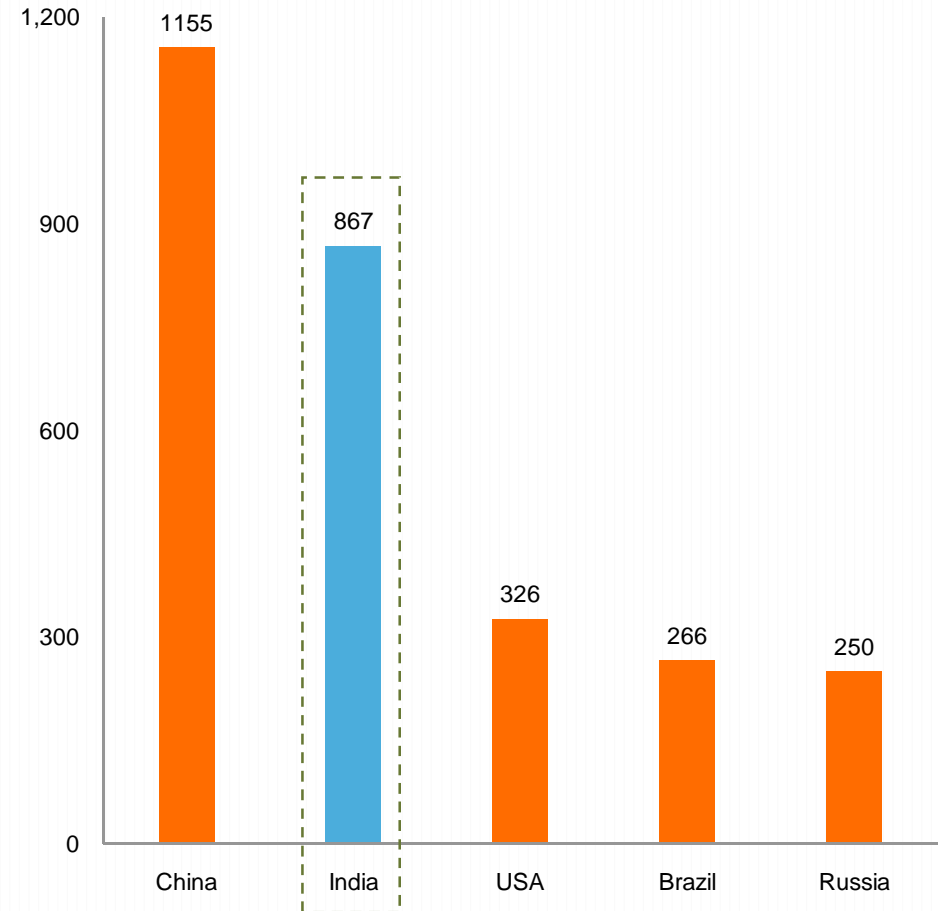
Low Internet Penetration Presents Further Upside

Internet Penetration (%), As on June 30, 2012



India: 2nd Largest Wireless Market Globally

Million Wireless Subscribers⁽¹⁾



Source: Internet World Stats, Regulator Websites and annual filings of public companies

1. Data as of April 30 2013 for India and China; as of June 30, 2013 for Brazil; as of September 30, 2012 for Russia and as of December 31, 2012 for USA

SEARCH

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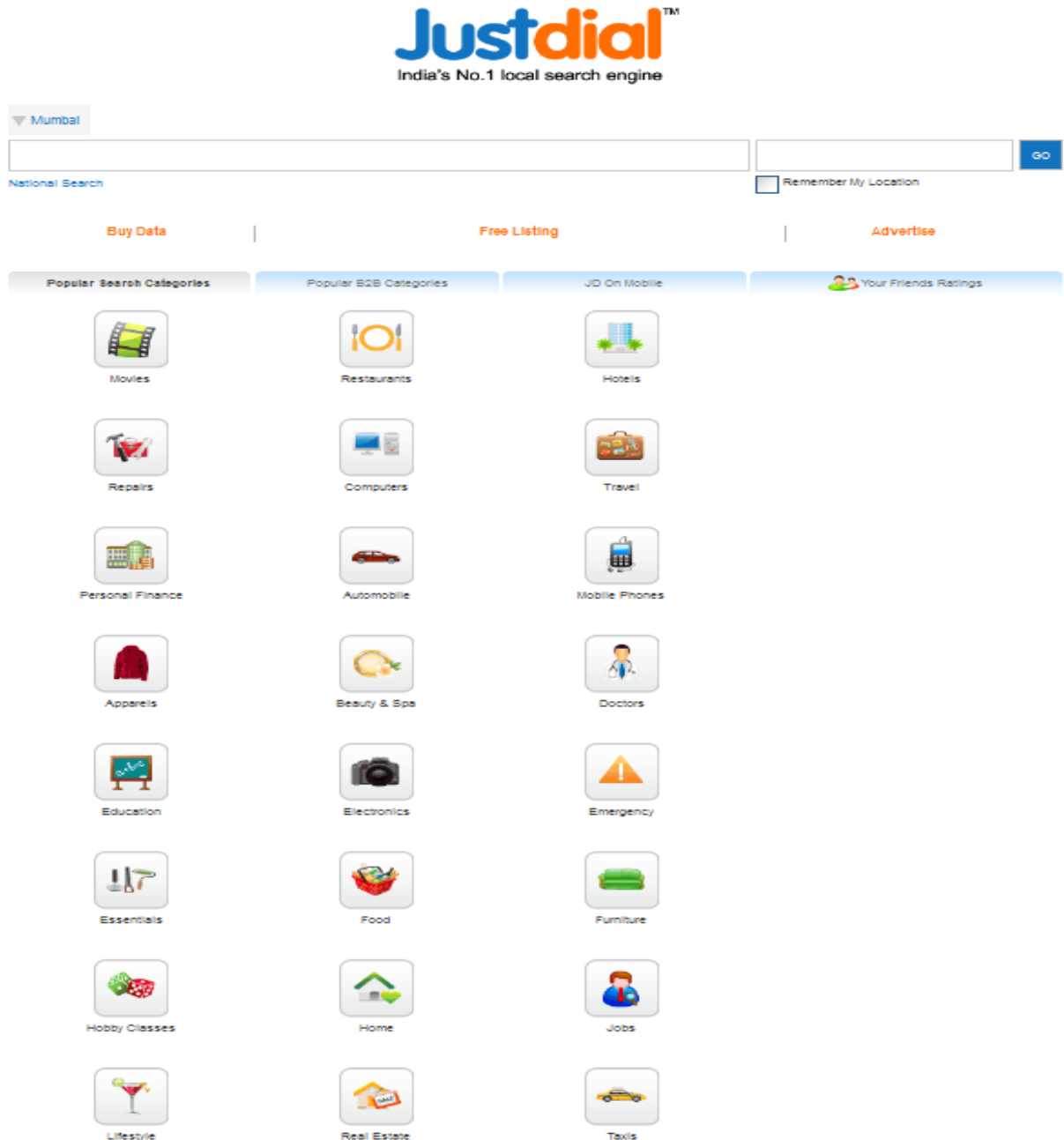
JustdialTM

Business Overview

India's Leading Local Search Engine

Justdial™

- ▶ ***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 approximately 28 million ratings and reviews published on the website***
- ▶ ***Over 16 years of operating history; efficient and profitable business model***



PC Internet

Over 18.8 million web visits per month ⁽¹⁾

User friendly features

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

Search by company or category

Popular category searches

Mobile Internet

m.justdial.com

Over 6.5 million visits on mobile internet and apps per month ⁽²⁾

Location-based search service

Developed android and iPhone app and are in the process developing apps for Windows 7

Voice/SMS

08888888888

SMS SEARCH

Write Message

Message Sent Successfully

1 New Message From 08888888888

08888888888 Operator assisted Hotline number across India

24 hours a day, 7 days a week

Over 13 million voice searches (calls) per month ⁽³⁾

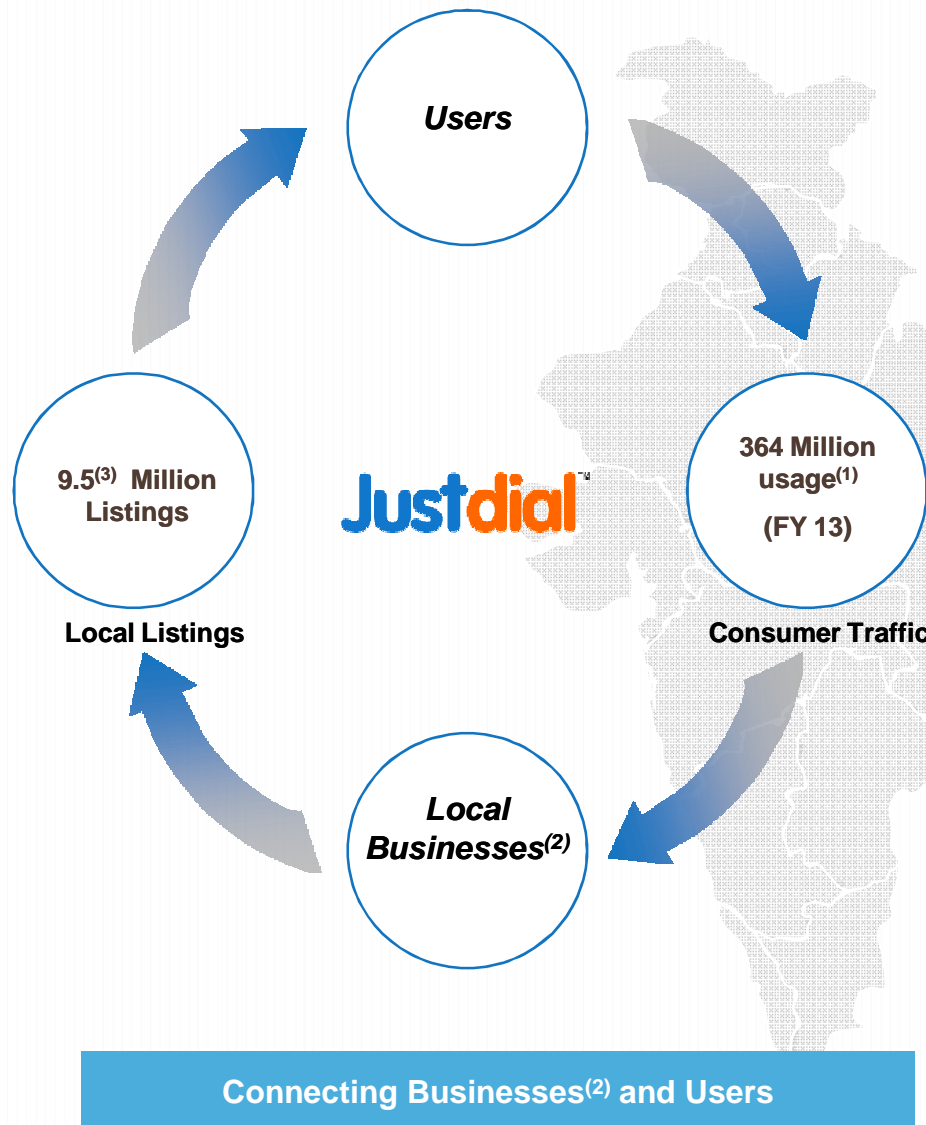
Multi-lingual support

Company and category searches

1. Based on 56.4 million visits for 3 months ending June 30, 2013; 18.8 million derived by dividing 56.4 million by 3

2. Based on 19.5 million visits for 3 months ending June 30, 2013; 6.5 million derived by dividing 19.5 million by 3

3. Based on 39.3 million visits for 3 months ending June 30, 2013; 13 million derived by dividing 39.3 million by 3



Why Users Utilize Justdial

- ▶ Free
- ▶ Multi-platform access
- ▶ Fast
- ▶ Enhanced user experience
- ▶ Local
- ▶ Updated Listings
- ▶ Popular Categories
- ▶ Relevant to Users' Everyday Activities

Why Businesses⁽²⁾ Utilize Justdial

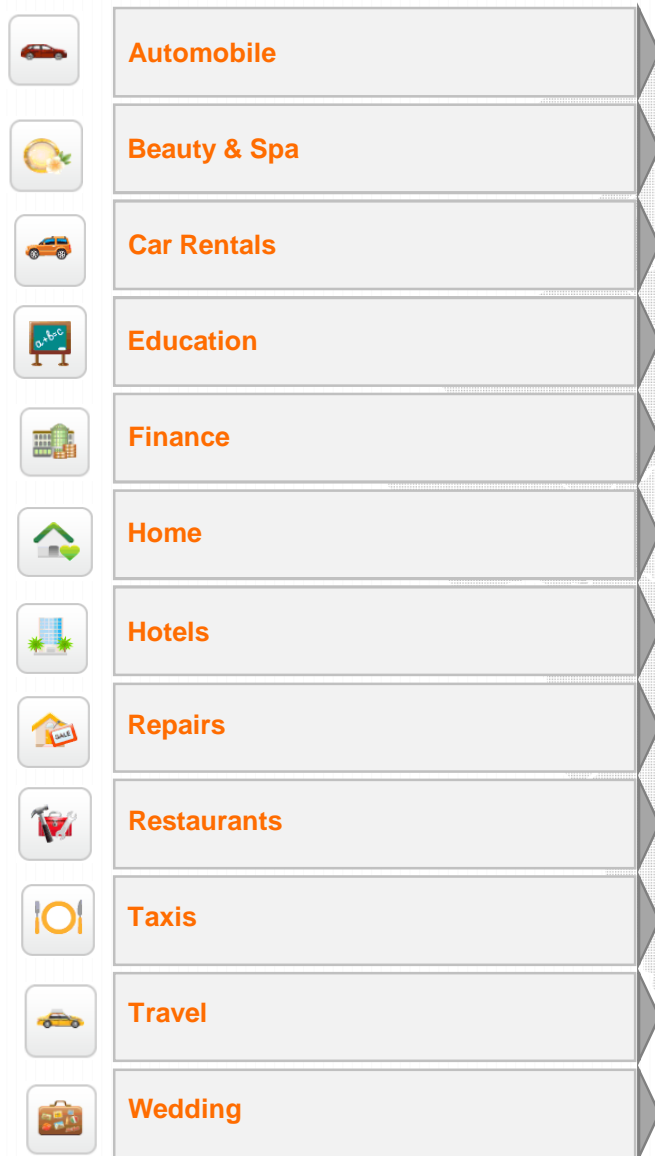
- ▶ Cost effective
- ▶ Market campaigns
- ▶ At the point of making the purchase decision
- ▶ Creates direct and personal relationships
- ▶ Strong branding

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

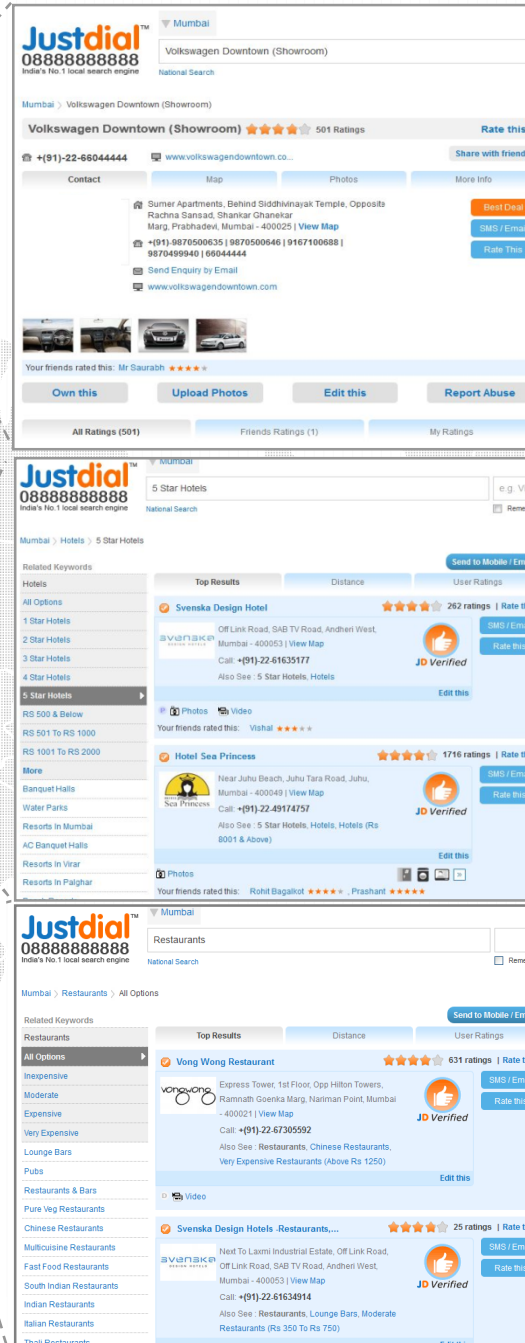
2. Businesses include SMEs and larger enterprises/businesses

3. As of June 30, 2013

Relevant to Users' Everyday Activities



More...



Local
Updated Listings
Popular Categories

Provides Access to Millions of SMEs and User Reviews

Justdial
08888888888
India's No.1 local search engine

Mumbai
Where In Mumbai?
Restaurants
Lower Parel
GO

Mumbai > Restaurants > All Options

Related Keywords
Restaurants
All Options
Inexpensive
Moderate
Expensive
Very Expensive
Pizza Outlets
Pure Veg Restaurants
Fast Food Restaurants
Lounge Bars
Chinese Restaurants
Restaurants & Bars

Copper Chimney Restaurant
4240 ratings | Rate this
12 A, Lotus Court, Ground Floor, Near Nehru Planetarium & Atria Mall, Opposite Tata Showroom, Dr Annie Besant Road, Worli, Mumbai - 400018 | View Map
Call: (022) 42124212
Also See: Restaurants, Restaurants & Bars, Expensive Restaurants (Rs 750 To Rs 1250)

Sponsored Links
Shamrock Bar & Grill (Under Renovation) ★★★★★
Andheri-West, Mumbai - 400053
(022) 61632141
Sheesha Sky Lounge Gold ★★★★★
Juhu, Mumbai - 400049
(022) 67308689
Pratap Lunch Home ★★★★★
Fort, Mumbai - 400001
(022) 61616880
Kareem's Restaurant ★★★★★
Mahim, Mumbai - 400016
(022) 67303604
Jafferbhais Delhi Darbar Restaurant ★★★★★
Grant Road, Mumbai - 400007

1 Options to Specify Search

2 Paid Advertisers Prioritized in Search Results

Gum Care Dental Clinic ★★★★★ 23 Ratings
Rate this
Share with friend

+ (91)-22-61630865 www.gumcare.in

Contact Map Photos More Info

202, Sushmore, 323 Linking Road, Khar West, Mumbai - 400052 | View Map
+ (91)-22-61630865
Send Enquiry by Email
www.gumcare.in

JD Verified

Special Offer
SMS / Email
Rate This

Own this Upload Photos Edit this Report Abuse

All Ratings (23)

Rating	Percentage
Excellent	65.2 %
Very Good	21.7 %
Good	13.1 %
Average	0 %
Poor	0 %

Ratings Over Time

Month	Excellent	Very Good	Good	Average	Poor
Nov	65.2 %	21.7 %	13.1 %	0 %	0 %
Dec	65.2 %	21.7 %	13.1 %	0 %	0 %
Jan	65.2 %	21.7 %	13.1 %	0 %	0 %
Feb	65.2 %	21.7 %	13.1 %	0 %	0 %

3 Contact and other details of SMEs

4 Click to get Contact Details by SMS/Email

5 Justdial Periodically Verifies - Helps to Ensure Accuracy of Information for Campaigns

6 Reviews and Ratings: User Generated Content

SMEs pay fees to run search-led advertising campaigns

SMEs can choose from a variety of advertising packages

Helping Local Commerce Across India

florist in worli

Web Images Maps More Search tools

About 197,000 results (0.18 seconds)

[Florists in Worli, Mumbai, Florist Hotel 5 Star, India | Justdial](#)
www.justdial.com/Mumbai/florists-%3Cnear%3E-worli
Florists in Worli, Mumbai Find Florist Hotel 5 Star Phone Numbers, Addresses, Best Deals, Reviews. Call 08888888888 for Florists in Worli, Mumbai and more ...

[24 Hours Florists in Worli, Mumbai, Florist 24 Hours, India | Justdial](#)
www.justdial.com/Mumbai/24-hours-florists-%3Cnear%3E-worli
24 Hours Florists in Worli, Mumbai Find Florist 24 Hours Phone Numbers, ...

[Flowers to Mumbai Worli, Cakes to Mumbai Worli, Florists in Mumbai ...](#)
www.flowersmumbaicity.com/mumbai_worli.htm
We do home delivery of Flowers to Mumbai Worli, sending Flowers to Mumbai Worli , Flowers in Mumbai Worli, cakes to Mumbai Worli, Send Flowers to Mumbai ...

Justdial™
08888888888
India's No.1 local search engine

Mumbai

Florists Worli GO

☐ Remember My Location

Mumbai > Florists

Related Keywords

Florists

Florist Home Delivery
24 Hours Florists
Florists For All India
Chocolate Bouquet Dealers
Florists With Cake
Flower Shops
Florists For International
Florists Domestic
Balloon Bouquet
Dry Flower Dealers
Flower Wholesalers
Clay Pot Dealers
Florists With Soft Toys
Florists For Corporates
Florists For Wedding Decoration

Top Results Distance User Ratings Best Deal

Fleur Florists 30 ratings | Rate this

14, Veer Mahal Chs, Opp Centre Point, Near Parel Post Office, Dr Ambedkar Road, LAL Baug-Parel, Mumbai - 400012 | View Map

Call: **+(91)-22-61427471**

Also See : Florists, Florist Home Delivery, 24 Hours Florists

JD Verified

Best Deal SMS / Email Rate this

Photos Video

Bloomingdale Florist 13 ratings | Rate this

42/B Turs View, Opp Nehru Exhibition Centre, Sheth Motilal Sanghi Marg, Worli, Mumbai - 400018 | View Map

Call: **+(91)-22-67307029**

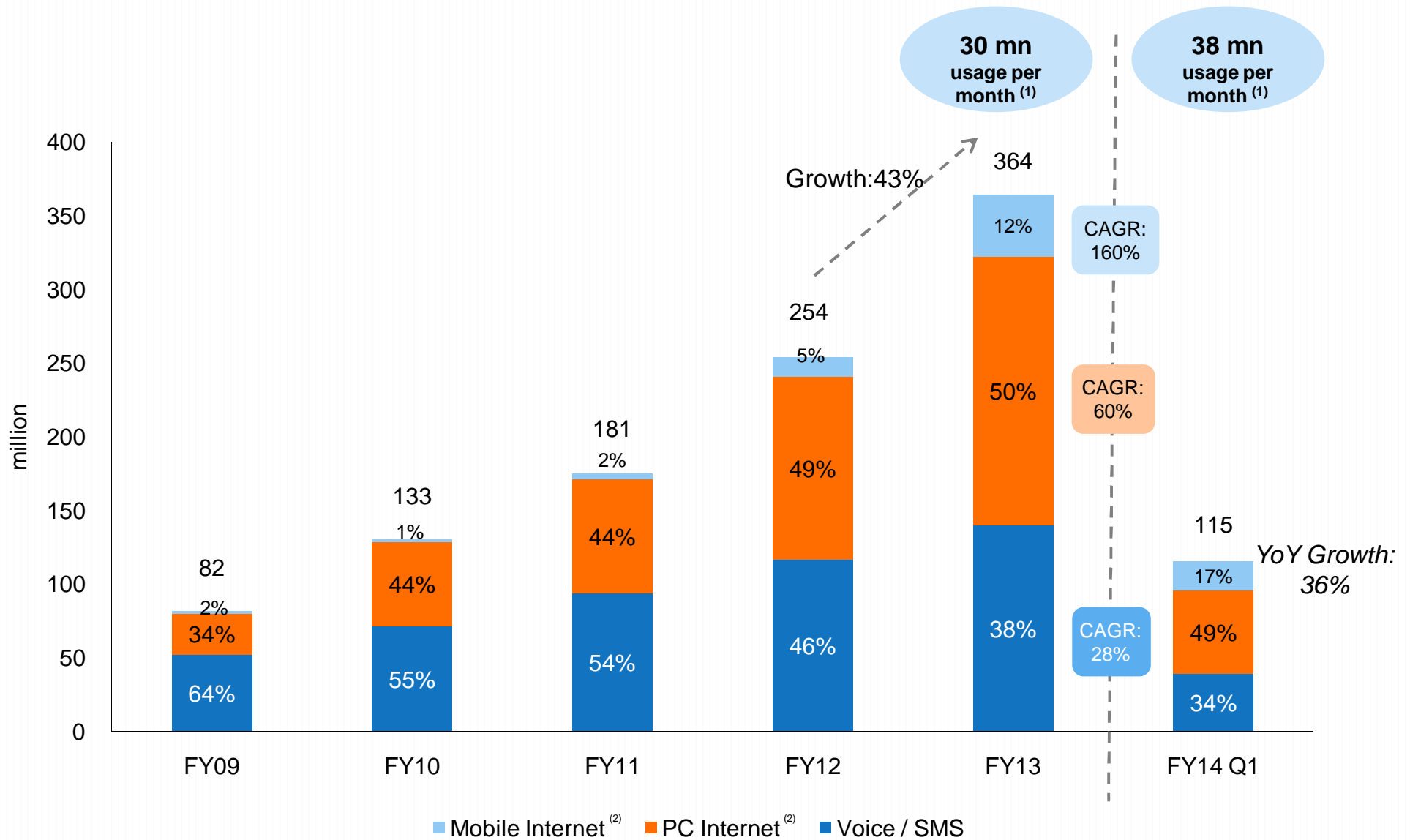
Also See : Florists, Florist Home Delivery, Florists With Cake

JD Verified

Best Deal SMS / Email Rate this

Sponsored Links

India's Leading Local Search Engine



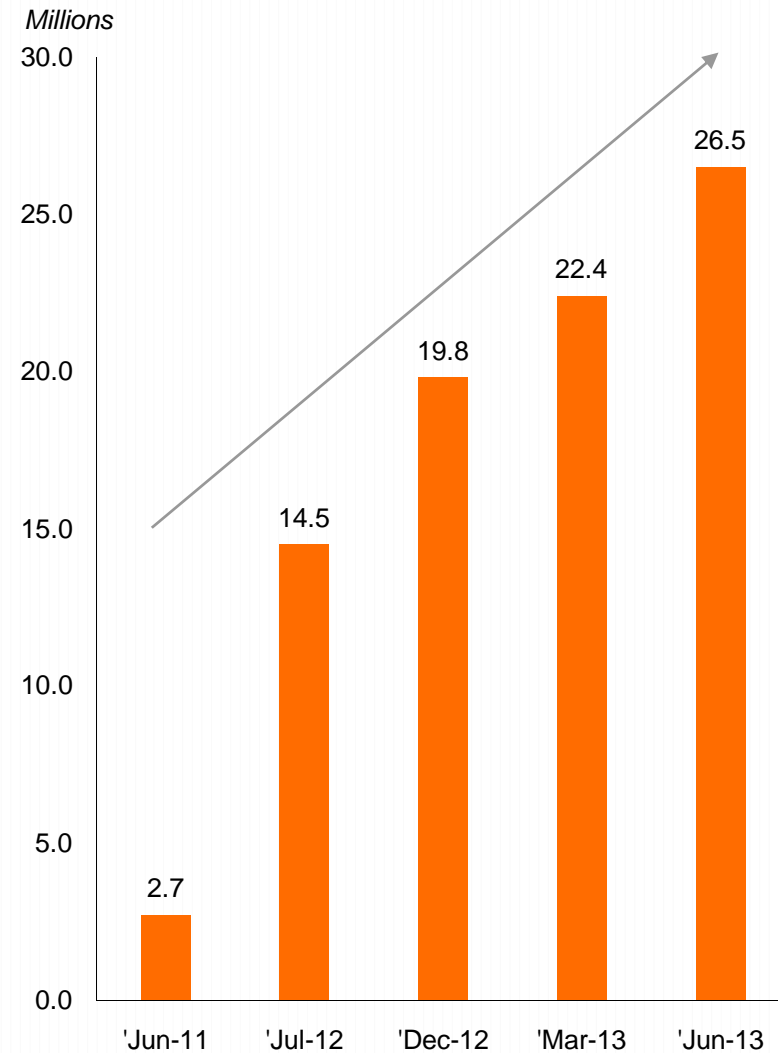
PC and Mobile Internet Usage

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 38 million by dividing 115 by 3

2. Represents visits

User Community and Reviews Drive Engagement

Reviews and Ratings



Mumbai > California Pizza Kitchen

California Pizza Kitchen ★★★★★ 1072 Ratings [Rate this](#)

+ (91)-22-65588888 [www.jsmcorp.in](#) [Share with friends](#)

Contact Map Photos Menu More Info Biz Info

3 North Avenue, Maker Maxity, Next To Family Court, Bandra Kurla Complex, Bandra East, Mumbai - 400051 | [View Map](#)

+ (91)-22-65588888 | 65606560

[Send Enquiry by Email](#)

[www.jsmcorp.in](#)

[Best Deal](#)

[SMS / Email](#)

[Rate This](#)

Also Listed In

[Pizza Home Delivery Services](#)

[Restaurants & Bars](#)

[Italian Restaurants](#)

[Expensive Italian Restaurants \(Rs 750 To Rs 1250\)](#)

Own this Upload Photos Edit this Report Abuse

All Ratings (1072) Friends Ratings My Ratings

Overall Ratings (1072) ★★★★★

Rating	Percentage
Excellent	28.5 %
Very Good	46.8 %
Good	20.1 %
Average	4.1 %
Poor	0.5 %

Ratings Over Time

Excellent

Very Good

Good

Average

Poor

Oct Nov Dec Jan Feb Mar

Mr Siddharth ★★★★★

sidd*****@yahoo.com | 90*****030

8 Hours Ago

Very Good

Home > Tag Your Friends

Prashant

Tag Your Friends

My Ratings (2)

My Friends Ratings

Tag Your Friends

[Edit Profile](#)

[Change Password](#)

[Logout](#)

Pizza Home Delivery Service

California PIZZA KITCHEN

00:23 00:30

Featured Ratings

Cs ★★★★★

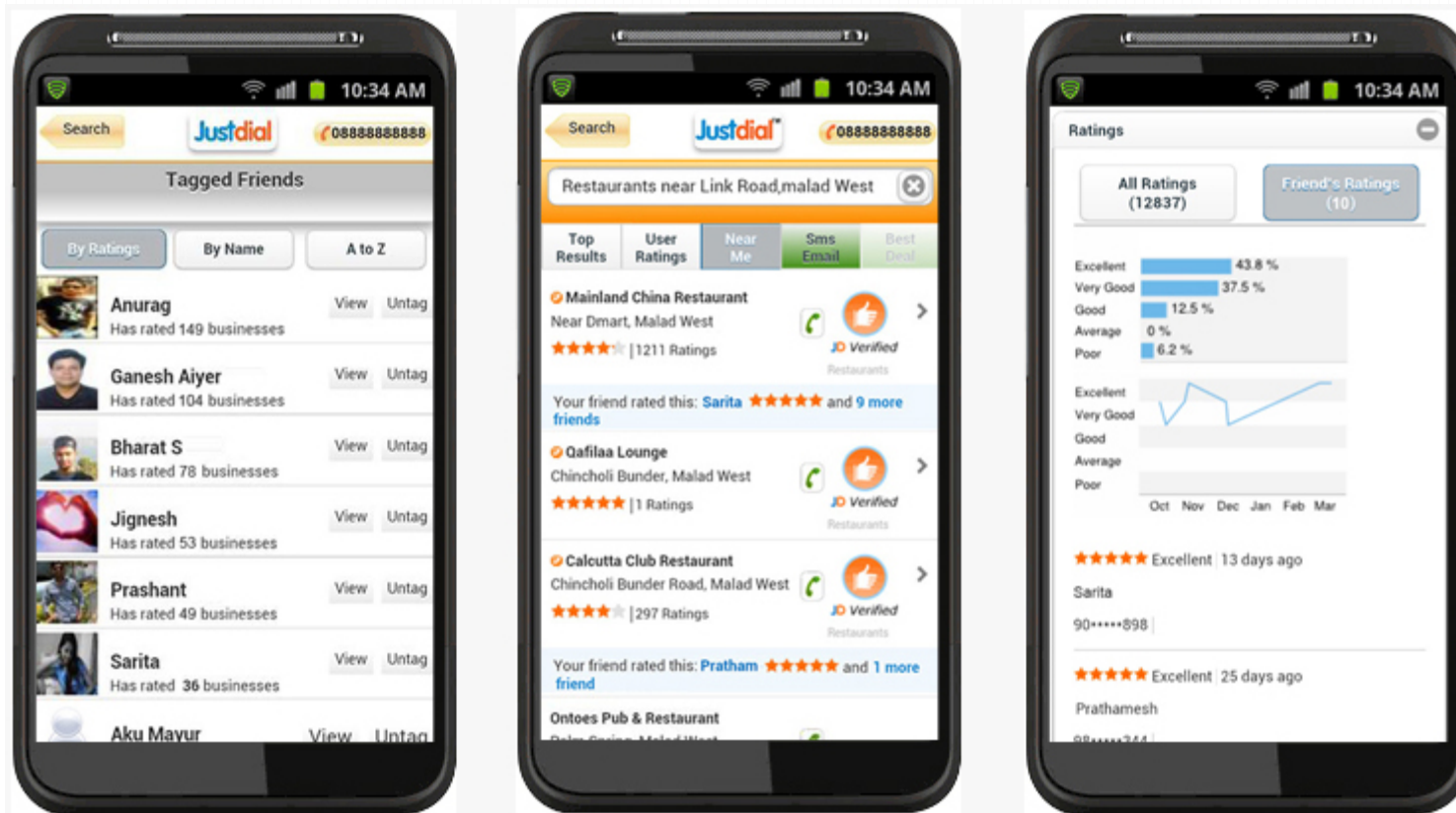
Love the ambiance and pizzas they serve.

Dyal ★★★★★

"Another Amrki Peezzaa Place", I sighed. I couldn't have been more misin. [More](#)

Prashantvaghani ★★★★★

Justdial –Smart Phone Application With A Unique Social Interface



Tag

Search

Rate & Review

New Products and Services

Order Food Online

Mumbai > The Lazio Pizza & Pasta > Menu [Rate this](#)

☎ + (91)-22-49170211 [Tweet](#) 0 [Like](#) 0

Menu Category	Speciality	All	Search Menu
All	Union + Tomatoes + Mushroom + Jalapeno		
Sandwiches Veg	Spicy, Tangy & Fun Cheese + Tomatoes + Mushroom + Jalapeno + Paprika	₹ 100.00	+
Sandwich Non Veg			
Choose Your Arabic Mezze (200 Gms)	Bbq Fungi Mozzarella, dried Mushrooms, Indo-BBQ sauce, Spring Onion	₹ 100.00	+
Veg Starter			
Non Veg Starter			
Burger Roll			
Refreshing Beverages (per Glass)			
Pizza Veg 1	Pizza Veg 3	Price	Order
Pizza Veg 2	Paneer Tikka Tandoor Cooked Paneer + Onion tomatoes + Coriander + Bell Peppers	₹ 130.00	+
Pizza Veg 3	Italian Verduce Cheese, black olives, American Corn, Jalapeno with fresh Zucchini and sun dried Tomatoes	₹ 130.00	+
Pizza Veg Lazio Spc	Vegitable Delight Mozzarella, our famous plum tomato sauce with broccoli, onion, Zucchini and Mushroom	₹ 130.00	+
Pizza Non Veg 1	Shezwan Paneer Onion, bell pepper + shezwan	₹ 130.00	+
Pizza Non Veg 2			
Pizza Non Veg 3	Pizza Veg Lazio Spc	Price	Order
Pizza Non Veg Lazio Special	Lazio Sp. 4 Cheese Pizza Mozzarella, parmesan English Cheddar Gauda with chilli oil	₹ 140.00	+
Pasta	Pizza De Sicilliana Tomato sauce, Mozzarella, cajun spices, grilled vegetables, melted mozzarella. Ready to eat	₹ 140.00	+

Order Summary
[Edit Delivery Details](#)
1. Paneer Tikka
Regular 7 inch (Size) ₹ 130.00
Double Cheese (Cheese) ₹ 30.00
₹ 160.00 x 1 = ₹ 160.00
[Edit](#) [Delete](#)
Sub Total = ₹ 160.00
Delivery Charges : = Nil
Service Tax : = Nil
Value Added Tax : = Nil
Total = ₹ 160.00
Minimum Order ₹ 100 [Proceed To Order](#) [Cancel](#)

Book Doctors Appointments⁽¹⁾

« Back **Dr. Rao Reshma** Hi Bhuvan | Logout
M.B.B.S., M. S. (General Surgery), M. Ch. (Cardiothoracic)
Book Appointment

Fortis Hospital: Opp D Mart, Mulund Goregaon Link Road, Mulund West, Mumbai - 400080
Available on: Monday, Tuesday, Wednesday, Thursday, Friday, Saturday | 02:00 PM - 06:30 PM

Select a date from the calendar to book an appointment with **Dr. Rao Reshma**

☐ Not Available
☒ Available
☐ Fully Booked

February 2013

M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	Today	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

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Book A Table⁽¹⁾

Justdial™ Mumbai
08888888888
India's No.1 local search engine

Mumbai > Mainland China Restaurant

Where in Mumbai?
Mainland China Restaurant
Malad West. 80
☐ Remember My Location

Book A Table
Mainland China Restaurant (Malad West)

Name: Rajesh
Mobile No: +91 9898989898
Email: rajesh@gmail.com
Date: 13-09-2013 Time: 12:00 PM
No of Persons: 5
[Submit](#)

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

Order Grocery and Staple Purchases⁽¹⁾

« Back **Godrej Natures Basket** (Bandra East) Hi sameer

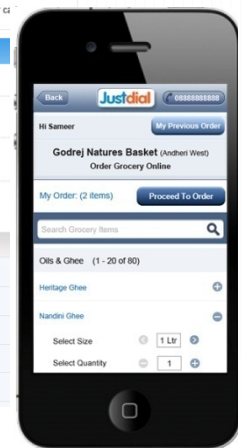
Order Grocery Online

Select Grocery Category

4th May, 2013, D'Mart

Sundrop SuperLife Advanced	5 Ltr	1	Add
Everest Turmeric Powder	100 g	1	Add
Piknik Classic Tomato Chilli	75 g	1	Add
Parle Hide & Seek Chocolate Chip	10 Kg	2	Add
Kohinoor Basmati Rice	5 Kg	1	Add
Capsicum (Shimla Mirch)	2 Kg	1	Add
Noorjahan Basmati Rice	5 Kg	1	Add
Nutella Hazelnut Cocoa Spread	350 g	1	Add
Badshah Basmati Rice	2 Kg	1	Add
Maggi Masala Noodles	600 g	1	Add
Morton Sweetcorn Cream Style Soup	400 g	1	Add

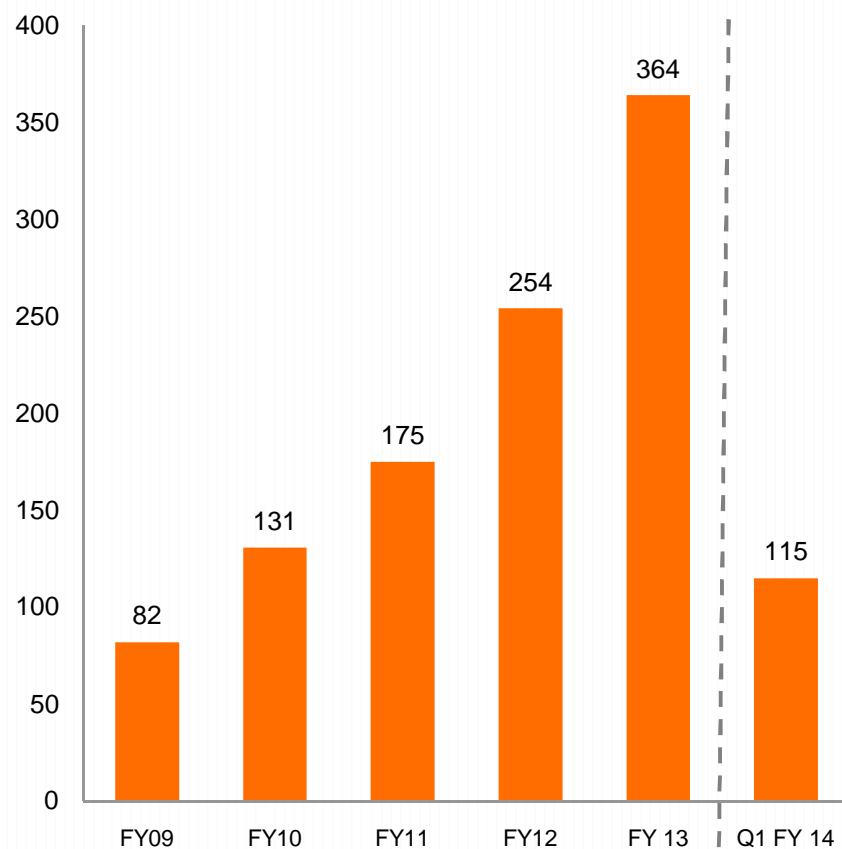
HOW IT WORKS?
Ordered Items
Currently, you have not added any items to your cart.
My Shopping Lists
All Items
24th May, 2013 | 25 Items
Godrej Nature's Basket
4th May, 2013 | 25 Items
D'Mart
1st May, 2013 | 10 Items
D'Mart
Top 10 Items Ordered
1. Parle Hide & Seek Chocolate Chip Cookies
2. Everest Tikhatal Chilli Powder
3. Lays Caribbean Hot & Sweet Chilli
4. Kelloggs Chocos
5. Dabur Honey



Track Record of Consistent Growth

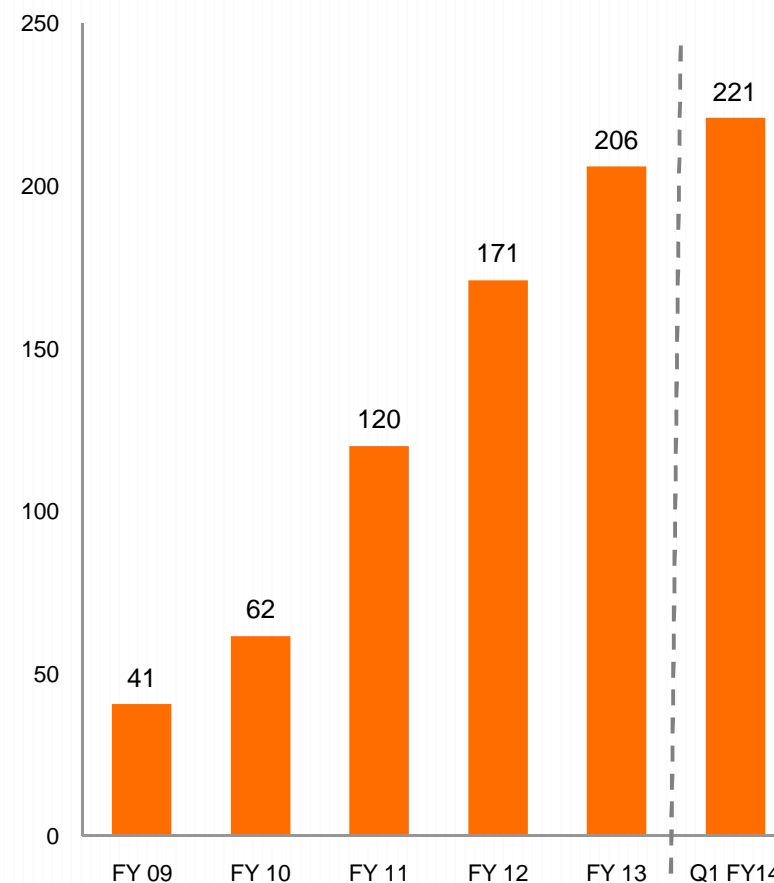
Total Usage⁽¹⁾

Million



Paid Campaigns

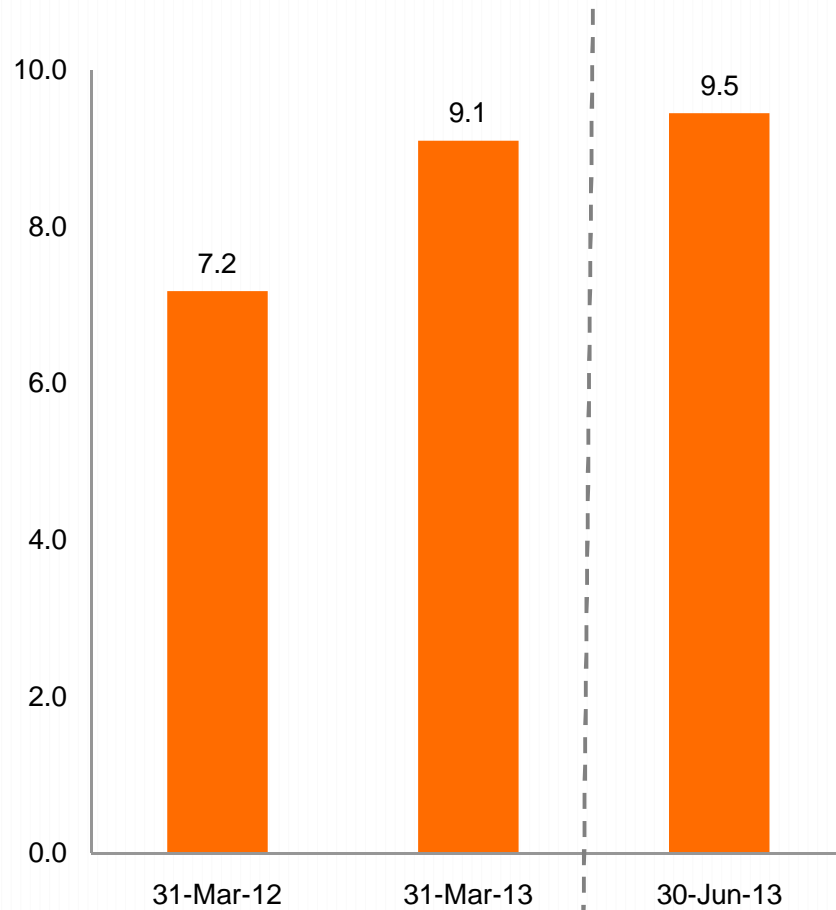
'000s



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

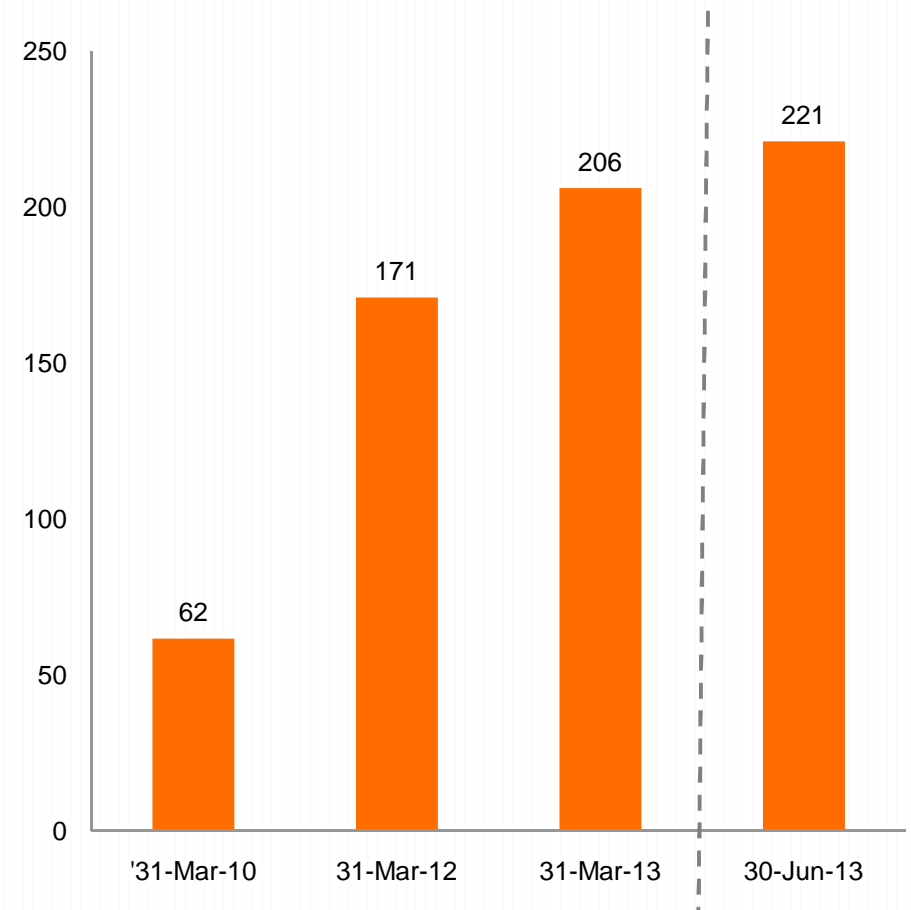
Total Business Listings

Million



Paid Campaigns

'000



Multiple Strategies for Growth





V. S. S. Mani

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



V. Krishnan

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



Shreos Roy Chowdhury

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



Sandipan Chattopadhyay

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



Ramkumar Krishnamachari

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



Koora Srinivas

*Deputy Chief Financial Officer and
Senior Vice President Human
Resources
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

Growth

- ▶ Total Usage grew from 82 MM in FY2009 to 364 MM in FY2013
- ▶ Paid Campaigns grew from 41,000 at FYE March 2009 to 206,500 at FYE March 2013
- ▶ Search Revenue grew from INR 735 MM in FY2009 to INR 3,627 MM in FY2013

Profitability

- ▶ Operating leverage driving margin expansion
- ▶ Net Income margin at 8% for FY2009 and 18% for FY2013

Efficiency

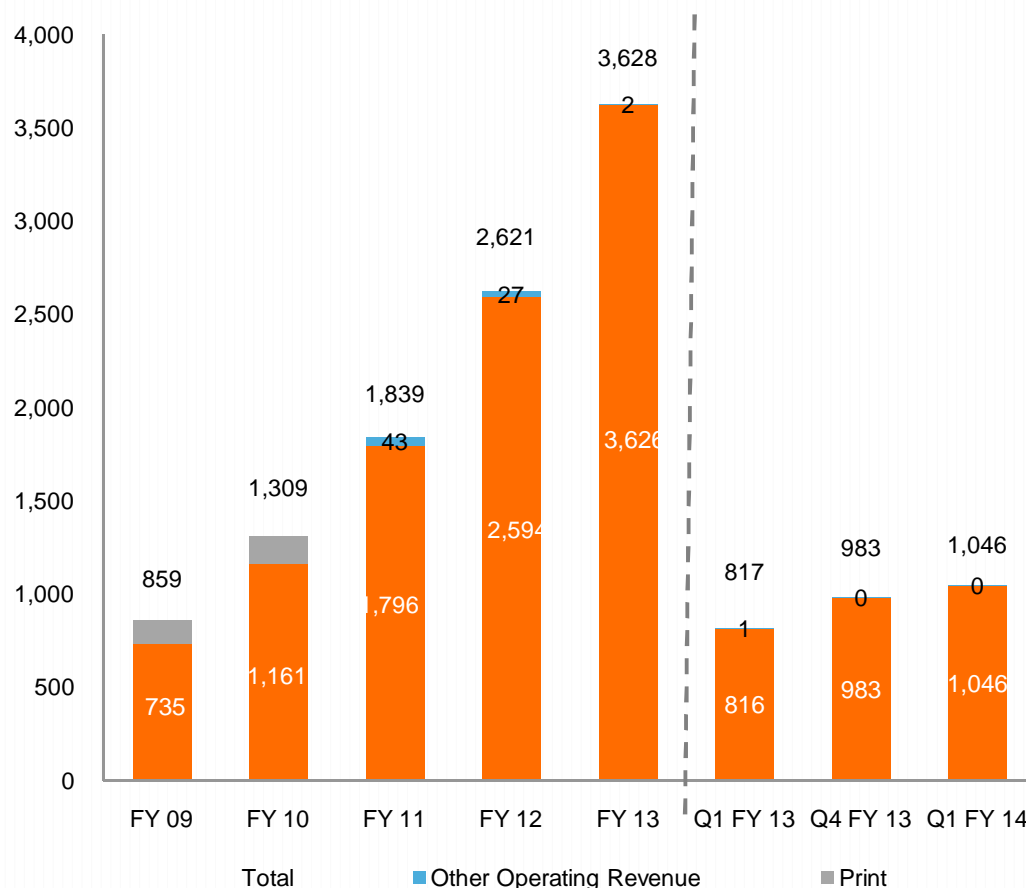
- ▶ Continuity in subscriptions and cash flows
- ▶ Negligible receivables; no long term debt
- ▶ Positive return metrics

Quarter ended June 30, 2013 highlights:

- ▶ Total revenue: INR 1,119 MM (including search revenue: INR 1,046 MM and other revenue: INR 73 MM)
- ▶ Operating EBITDA margin at 35% for 3 months ending June 30, 2013
- ▶ Net Income margin at 25% for 3 months ending June 30, 2013

Operating Revenue

INR Mn



Key Business Model Attributes

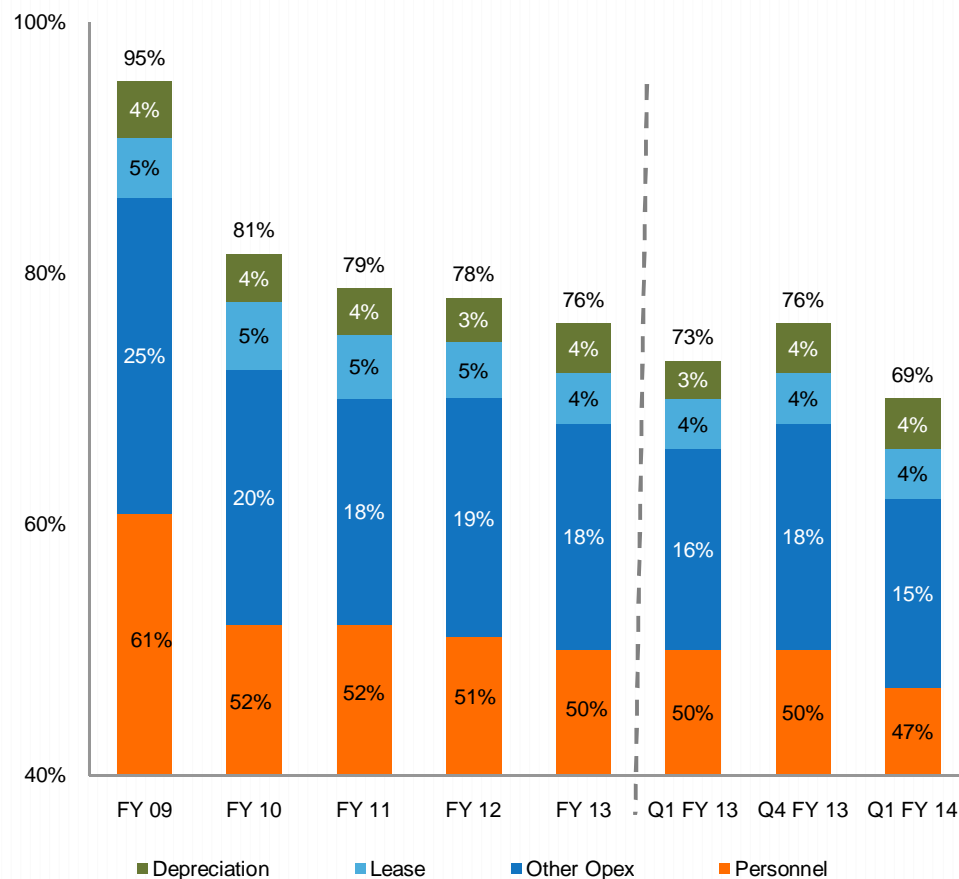
- ▶ Paid Advertisers primarily across 11 large Indian cities (Contributes substantially to all of the company's campaigns)
- ▶ Paid Advertisers pay fixed monthly or annual fees to run search-led advertising campaigns for their businesses on Justdial's platform
- ▶ Two types of premium memberships: Platinum, 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
- ▶ 2,734 tele-sales executives and 996 feet on street selling to SMEs ⁽¹⁾

1. As on June 30, 2013

Quarterly numbers are limited review, others are restated financials

Margin Expansion and Operating Leverage

Key Expenses % of Operating Revenue

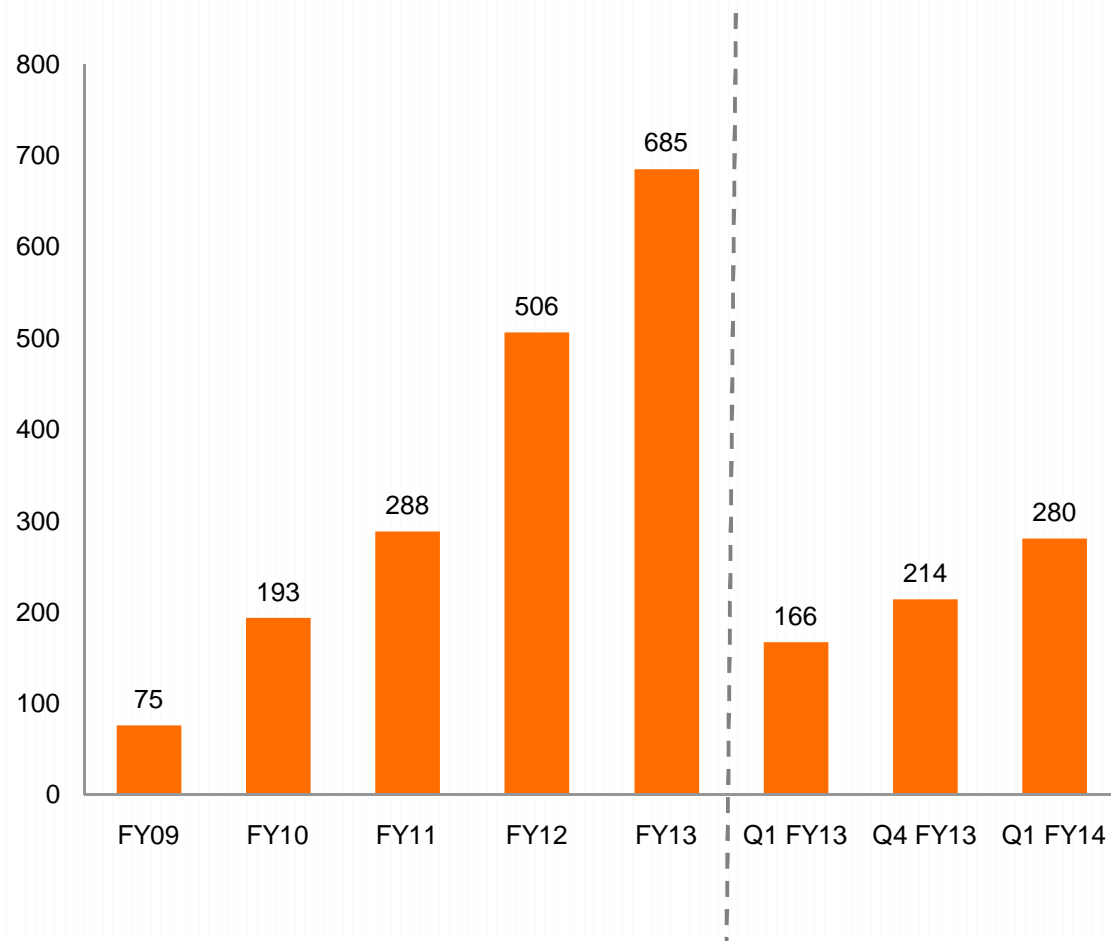


Key Drivers

- ▶ 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

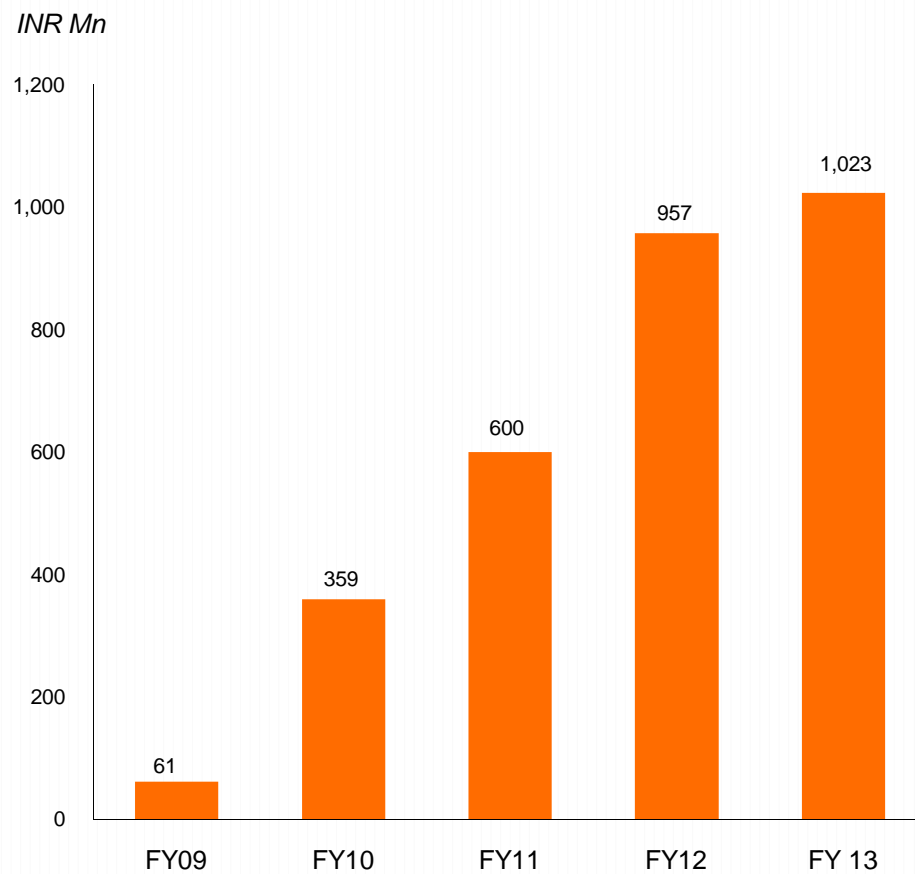
Profit after Tax (PAT)

INR Mn

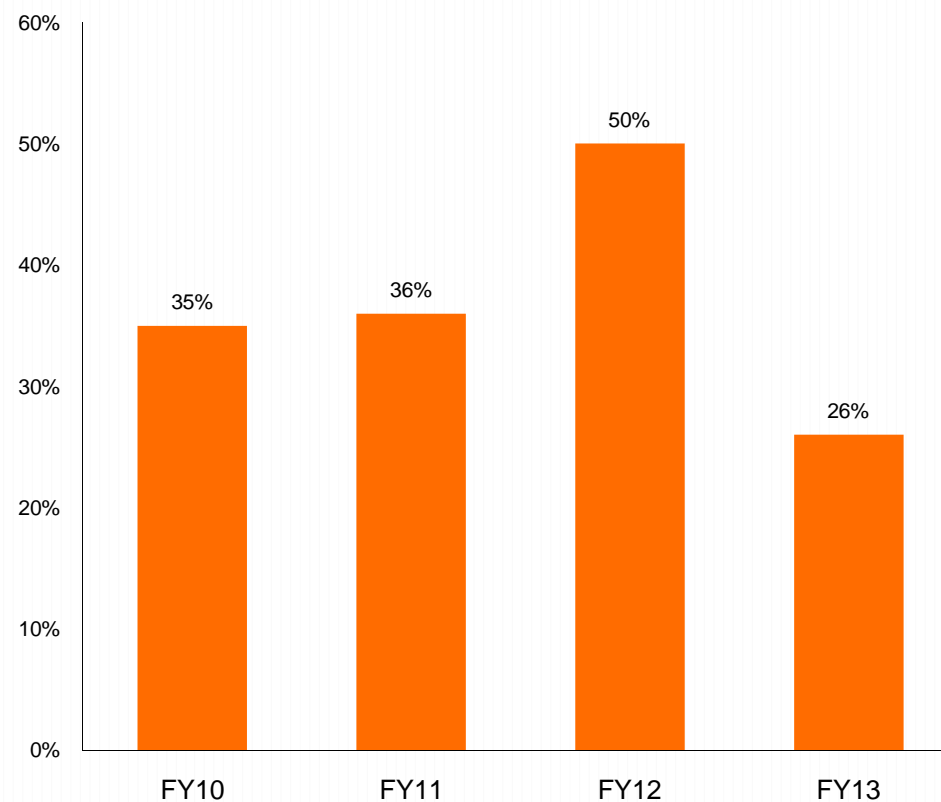


Growing Cash Flows and Return on Capital

Cash Flow from Operations



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