



JustdialTM

Company Presentation

June 2014

SEARCH

Enter



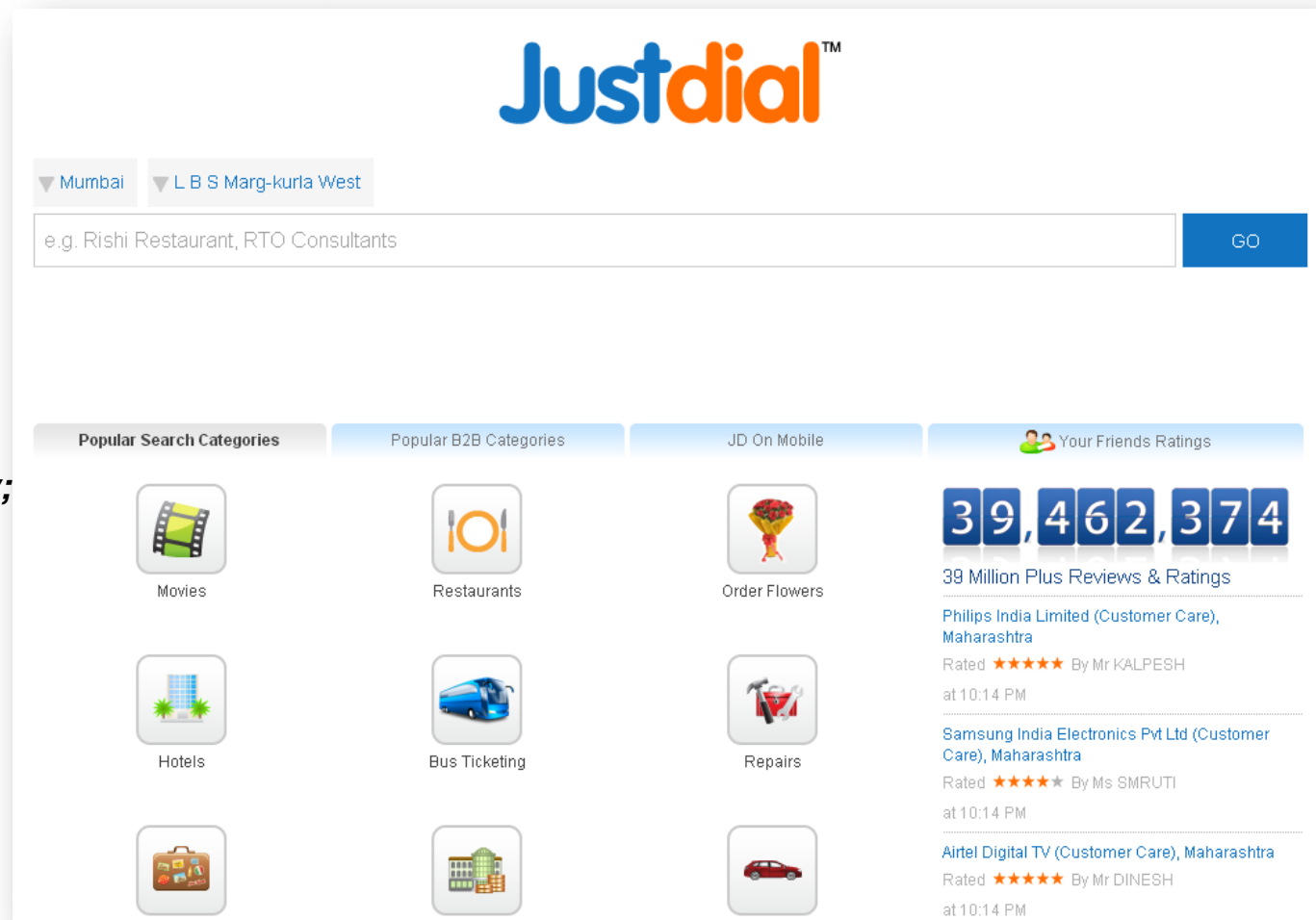
JustdialTM

Business Overview

India's Leading Local Search Engine



- ▶ **India's only 'Search Plus Transaction' Engine**
- ▶ **Currently, we have more than 39 million ratings and reviews published on the website**
- ▶ **Over 17 years of operating history; efficient and profitable business model**
- ▶ **We are a well established Indian local search brand**



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

Popular category searches

Mobile Internet

m.justdial.com



Location-based search service

Developed Android, iOS, Windows & WP7 apps

Voice/SMS

08888888888

SMS SEARCH



Write Message



Message Sent Successfully



1 New Message From
08888888888



08888888888 Operator assisted Hotline number across India

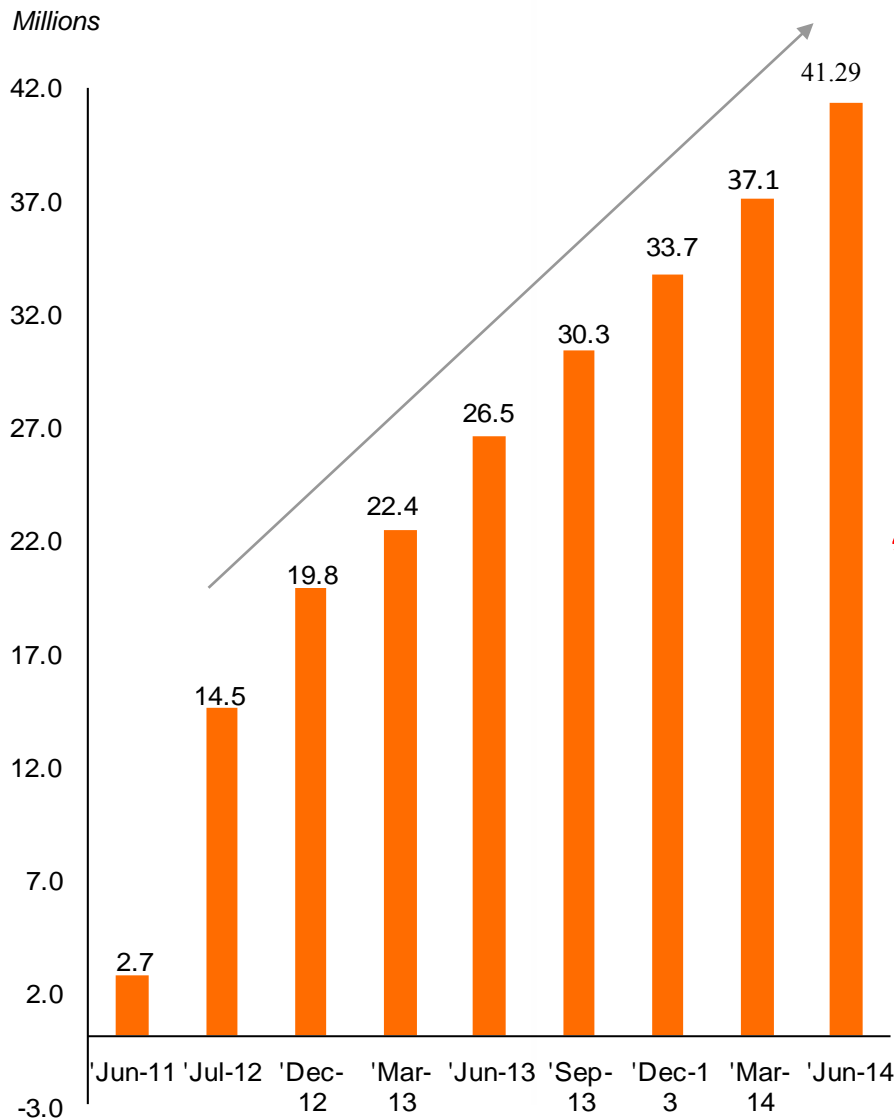
24 hours a day, 7 days a week

Multi-lingual support

Company/ category/product searches

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

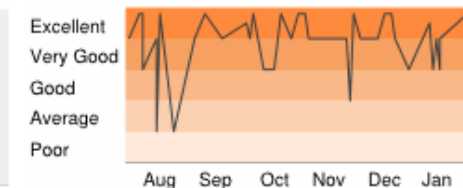
Like they say some of the best things come with the worst covers, this place will shock you if you consider just its surroundings. A thankfully small but dingy lane with slums and cheap hotels around will lead you here but once you get there, you will be greeted by the finene...[more](#)

[View All Ratings](#)

Overall Ratings (331) ★★★★★

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

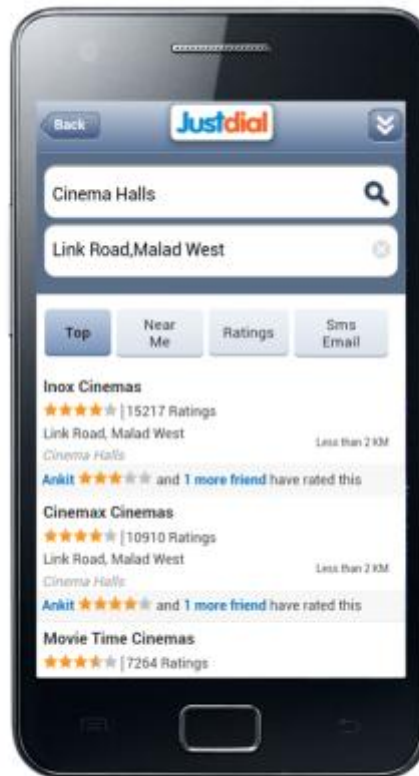
Ratings Over Time



Justdial –Smart Phone Application With A Unique Social Interface



Tag



Search





Rate & Review

Products and Services – Search Plus

Justdial

Book A Cab

 **Plan Your Trip** Manage Bookings | Hi Richansh ▾



Pick up Location:
Malad West - BEST Colony

Drop Location:
Airport - International - Chatrapati Shivaji Domestic Terminus

Date:
Thu, 31 Jul 2014

Time:
04:45 PM

1. Contact Details

2. Pickup Details

3. Booking Summary

4. Confirmation

EasyCabs

Thu, 31 Jul 2014 04:45 PM

City: Mumbai


Pickup Location: M 501 Palm street BEST Colony Malad west, Mumbai 400064

Drop Location: Chatrapati shivaji Domestic Terminus Airport - international, Mumbai

Confirm

By clicking on Confirm you agree to [Terms & Conditions](#) for a Book Cab

Book Hotels

 **Plan Your Trip** Flight Hotel Train Bus Your Booking History | Hi Aditi | Logout

30 Hotels available in Panchgani, India

Check-in: 15-Aug-2014 (Fri) | Check-out: 16-Aug-2014 (Sat) | Nights: 1 | Rooms: 1 | No. of People: 1 Adult, 0 Children

[Modify Search](#)

Filter Search [Reset](#)

30 Hotels


Price Range: ₹ 690 - ₹ 5704


Hotel Type: ☒ Show All | ☐ 1 Star Hotel | ☐ 2 Star Hotel | ☐ 3 star Hotel | ☐ 4 Star Hotel | ☐ 5 Star Hotel


JD User Rating: ☒ Show All | ☐ ★ | ☐ ★★ | ☐ ★★★ | ☐ ★★★★ | ☐ ★★★★★


Locations: ☒ Show All Locations | ☐ Mahabaleshwar Ho (20) | ☐ Main Road (3) | ☐ Panchgani Ho (3) | ☐ Wai (2) | ☐ Mahabaleshwar HO (1) | ☐ Satara Ho (1)

Popularity | Price | Star Rating | User Rating


**Hotel Dwarka - Pure Veg**
1 Star Hotel | 16 Ratings
Mahabaleshwar Ho, Mahabaleshwar
Get Rs 100 Voucher Free for Entry at "On Wheels" Amusement Park Panchgani!! Carry the Hotel Booking Voucher to the Amusement Park to avail the Discount!!!
₹ 1973 Per Room Per Night **BOOK NOW**

**Grand Resort**
2 Star Hotel | 18 Ratings
Mahabaleshwar Ho, Mahabaleshwar
Get Rs 100 Voucher Free for Entry at "On Wheels" Amusement Park Panchgani!! Carry the Hotel Booking Voucher to the Amusement Park to avail the Discount!!!
₹ 3307 Per Room Per Night **BOOK NOW**

**Hotel Maharaja Residency**
1 Star Hotel | 6 Ratings
Mahabaleshwar Ho, Mahabaleshwar
Get Rs 100 Voucher Free for Entry at "On Wheels" Amusement Park Panchgani!! Carry the Hotel Booking Voucher to the Amusement Park to avail the Discount!!!
₹ 1759 Per Room Per Night **BOOK NOW**

**Cloud Green**
2 Star Hotel
Mahabaleshwar Ho, Mahabaleshwar
Get Rs 100 Voucher Free for Entry at "On Wheels" Amusement Park Panchgani!! Carry the Hotel Booking Voucher to the Amusement Park to avail the Discount!!!
₹ 2299 Per Room Per Night **BOOK NOW**

Book Movie Tickets

 Mumbai ▾ Area ▾ Hi Sankalp ▾


Mumbai ▾ Movies


Movies Near You


Movies | Cinemas


Select a Movie ▾


Select a Date ▾


**Humpty Sharma Ki Dulhania**
(Hindi Movie) **Book**

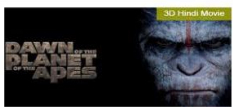
**Lai Bhaari**
(Marathi Movie) **Book**


**Dawn Of The Planet Of The Apes**
(3D English Movie) **Book**

**Ek Villain**
(Hindi Movie) **Book**


**Haunted House**
(5d English Movie) **Book**

**Bobby Jasoos**
(Hindi Movie) **Book**

**Dawn Of The Planet Of The Apes**
(3D Hindi Movie) **Book**

**Asylum**
(5D English Movie) **Book**

Order Mineral Water

 **Yash Enterprises** (Vitava-Kalwa) Hi Rishikesh ▾

Delivery Details

Please fill in the details for delivery below

Order Type* ☒ New Order ☐ Refill

No. of Cans* (20 liters)

Delivery Date* 16 Jul 14 | Delivery Time* Select ▾

Name* rishikesh

Bldg/Apartment* e.g. Sandeep Residency

Street/Location* e.g. Silver Park

Area* e.g. Malad West

Pincode* e.g. 400064

Nearest Landmark* e.g. Opp HDFC Atm

Email* rishibhise@gmail.com

Mobile* 9833486886

Landline* e.g. 022 - e.g. 28888888

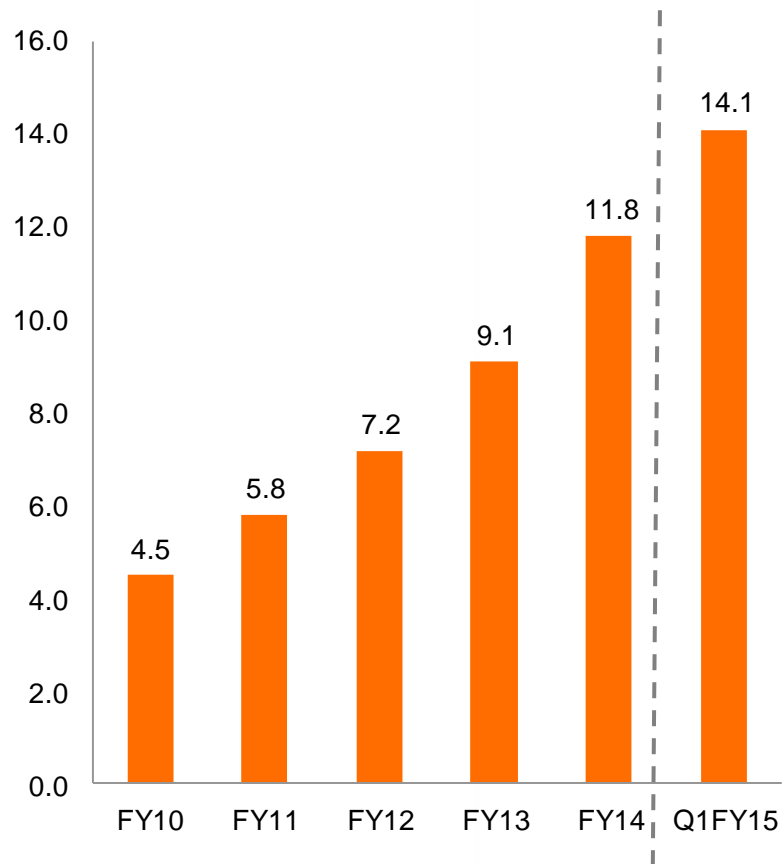
Special Instruction

* Marked fields are mandatory

Submit

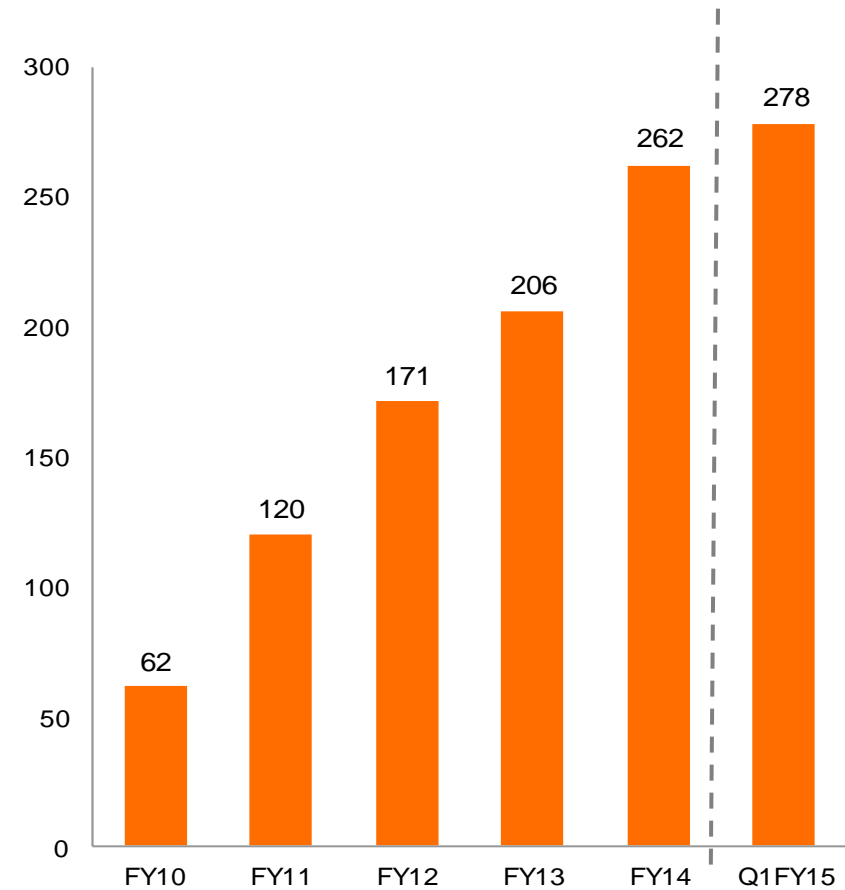
Total Business Listings*

Million



Paid Campaigns*

'000



Multiple Strategies for Growth



Experienced Management Team



V. S. S. Mani

*Founder, Managing Director & CEO
Years of Experience : 26 years in the field
of media and local search services*



Sandipan Chattopadhyay

*Chief Technology Officer
Years of Experience : 17 years in field
of technology*



V. Krishnan

*Chief Operating Officer
Years of Experience : 21 years in the field
of strategic planning and execution*



Ramkumar Krishnamachari

*Chief Financial Officer
Years of Experience : 23 years in the
field of finance and accounting*



Shreos Roy Chowdhury

*Chief Technical Architect
Years of Experience : 17 years in the field
of technology*



Koora Srinivas

*Deputy Chief Financial Officer
Years of Experience : 14 years in the
field of finance and accounting*

SEARCH

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JustdialTM

Financial Overview

We have an Efficient and Profitable Business Model

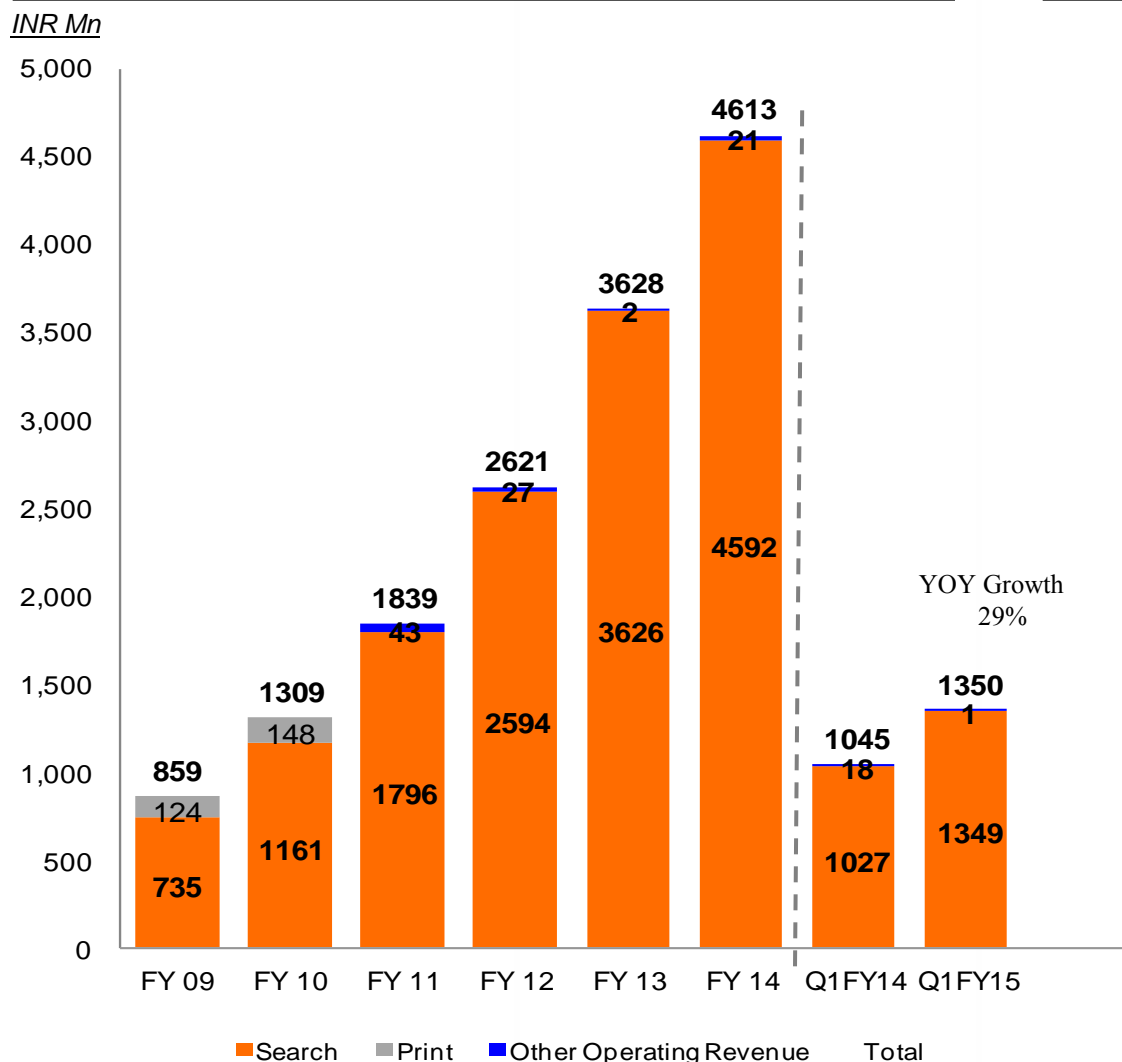


	FY2009	FY2014
Total Searches	82 MM	1125 MM
Paid Campaigns	40,500	262,150
Search Revenue	INR 735 MM	INR 4,613 MM
Operating EBIDTA	INR 79 MM	INR 1,422 MM
Operating EBIDTA Margin	9%	31%
PAT	INR 75 MM	INR 1206 MM
PAT Margin	8%	24%

Quarter ended June 30, 2014 highlights:

- ▶ Total operating revenue: INR 1,350 MM
- ▶ Operating EBITDA margin at 25% for quarter ending June 30, 2014
- ▶ PAT margin at 19% for quarter ending June 30, 2014

Operating Revenue

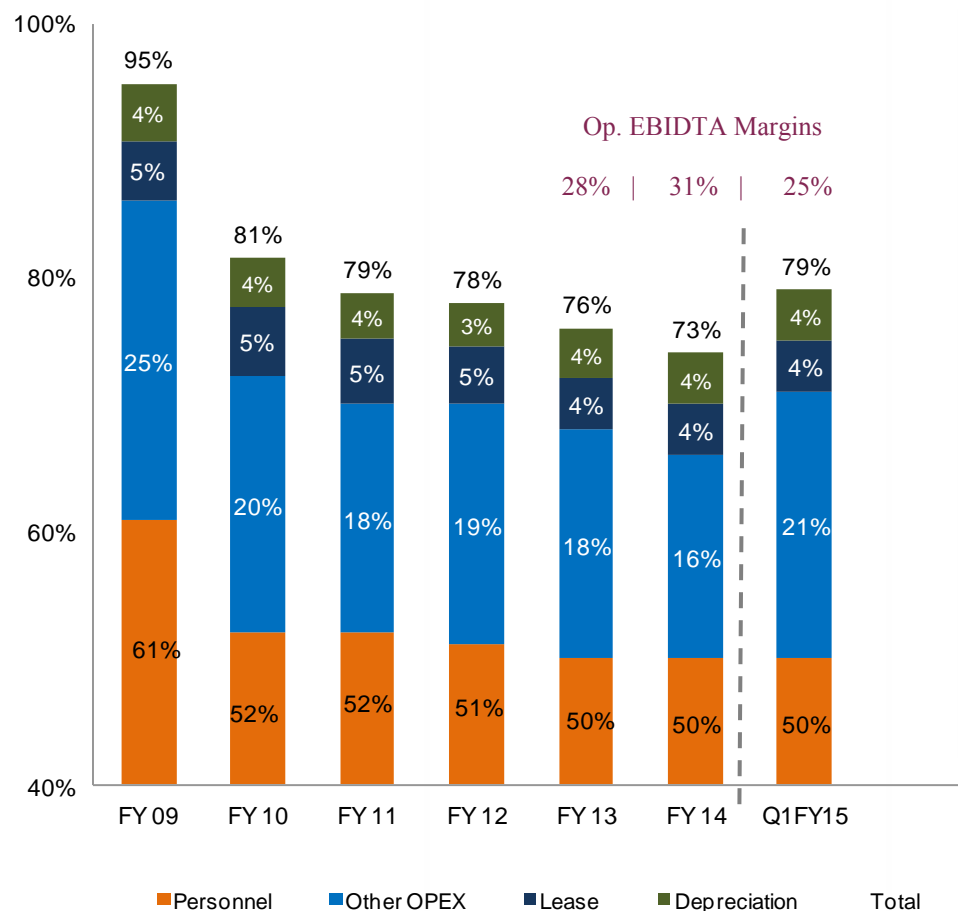


Key Business Model Attributes

- ▶ 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
- ▶ Three 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
- ▶ 3394 tele-sales executives and 1110 feet on street selling to SMEs and 1343 Just Dial Ambassadors (JDAs)

Margin Expansion and Operating Leverage

Key Expenses as a % of Operating Revenue

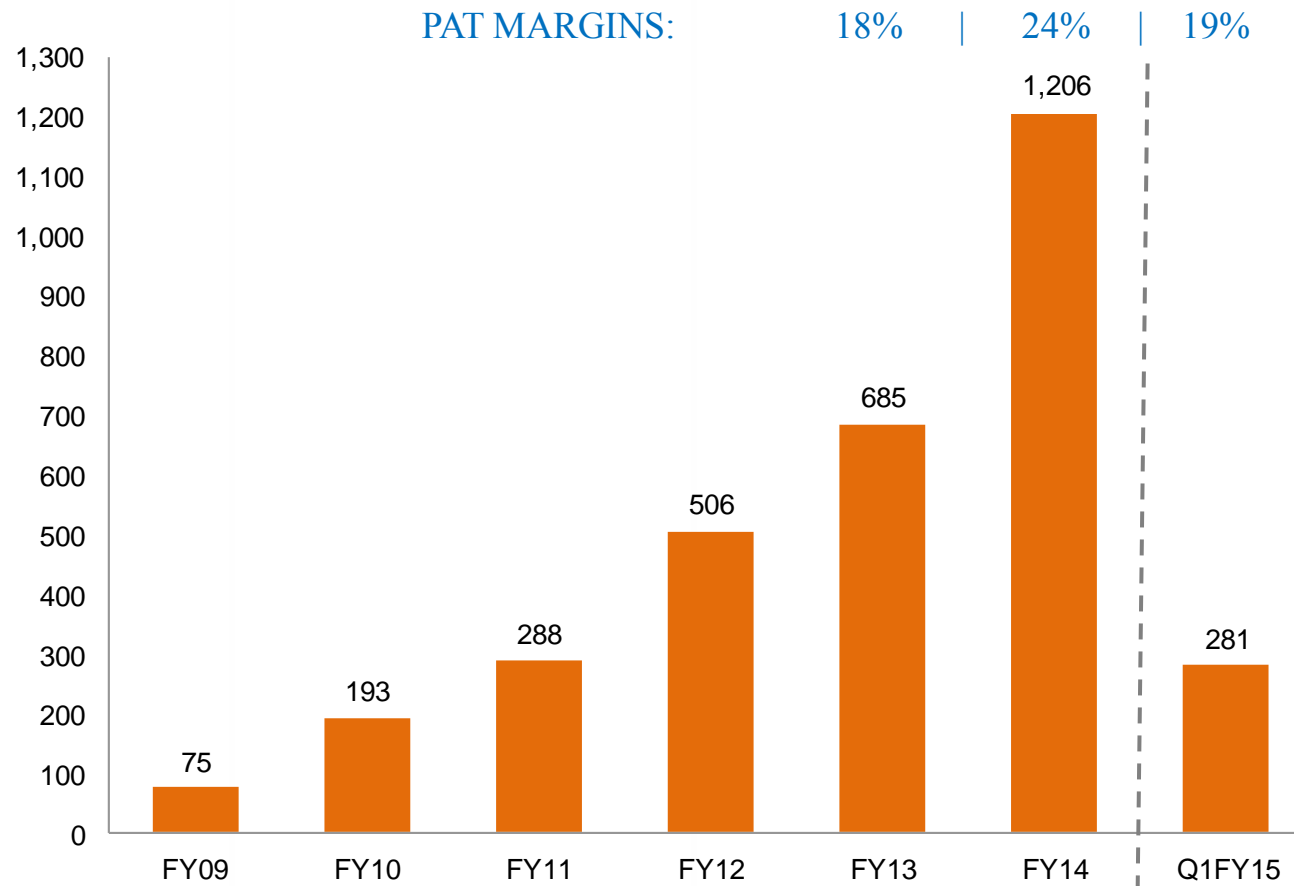


Key Drivers

- ▶ 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

Profit after Tax (PAT)

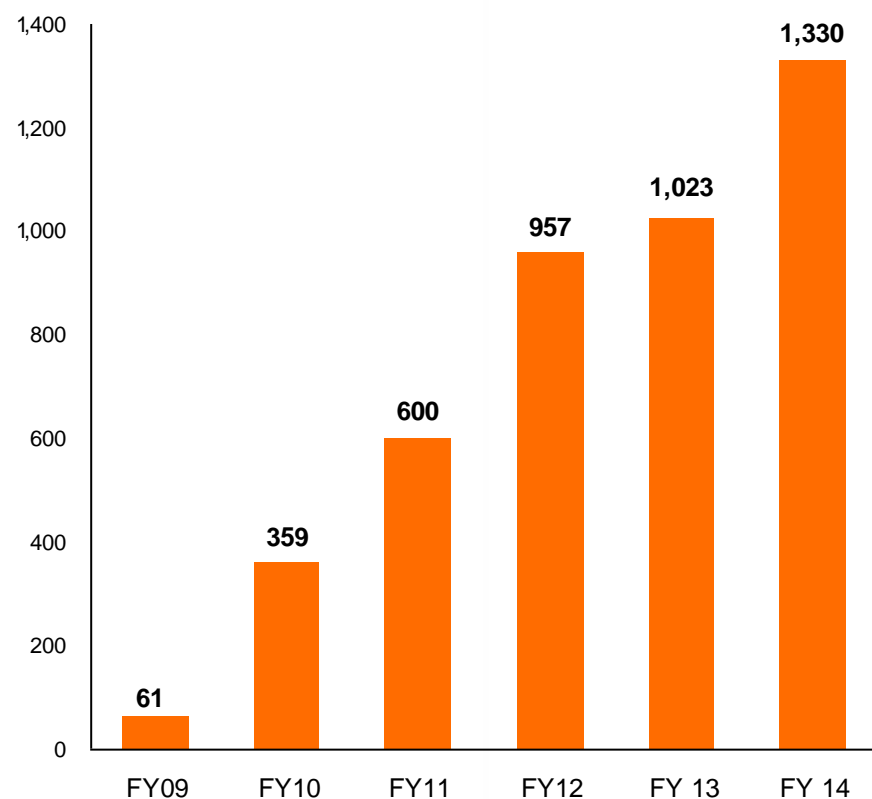
INR Mn



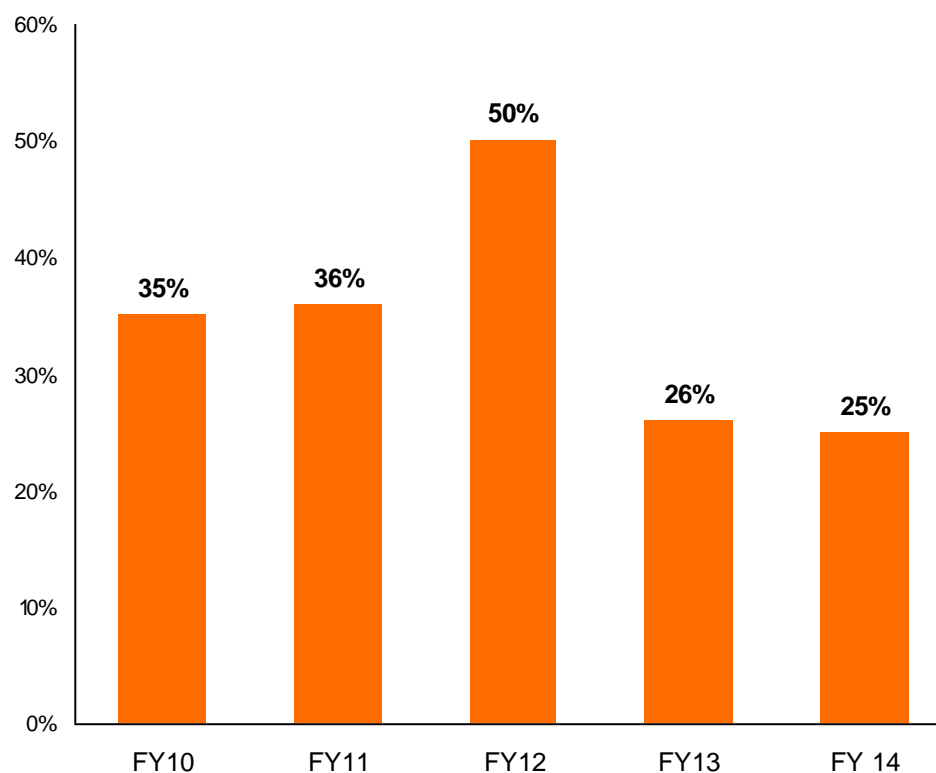
Growing Cash Flows and Return on Capital

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