



JustdialTM

Company Presentation

June 2016

SEARCH

Enter



JustdialTM

Business Overview

Company Overview



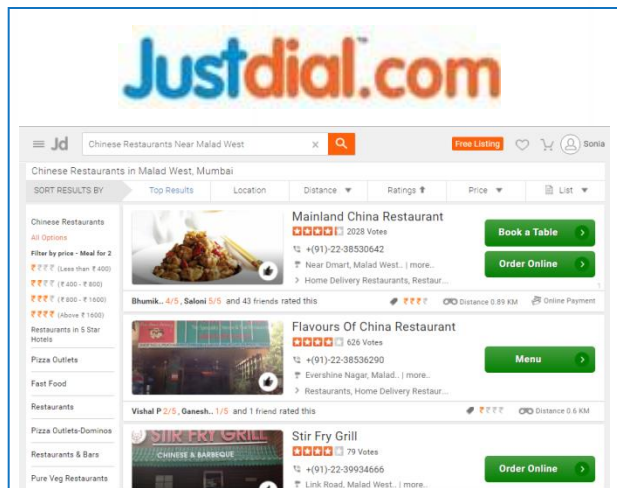
Notes

1. Unique visitors are considered across various mediums – Voice, PC Internet, Mobile Internet – these may not necessarily be mutually exclusive.
2. As on 30 June, 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

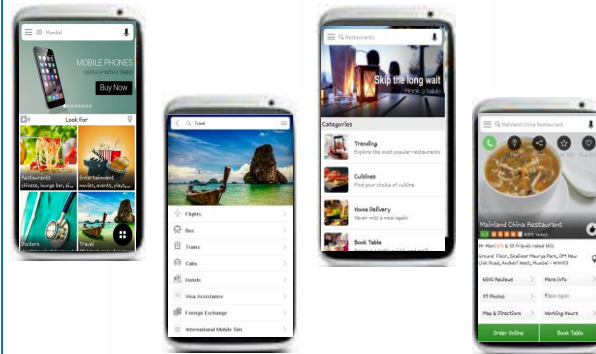
Search by company or category or product

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

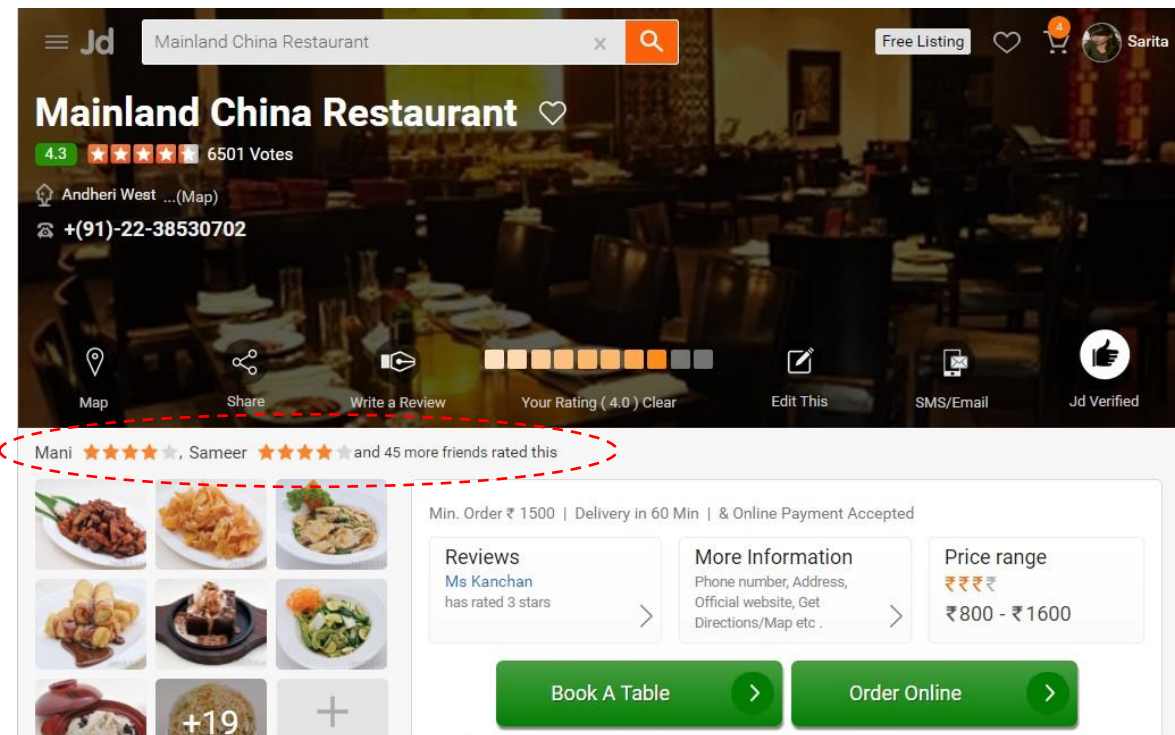
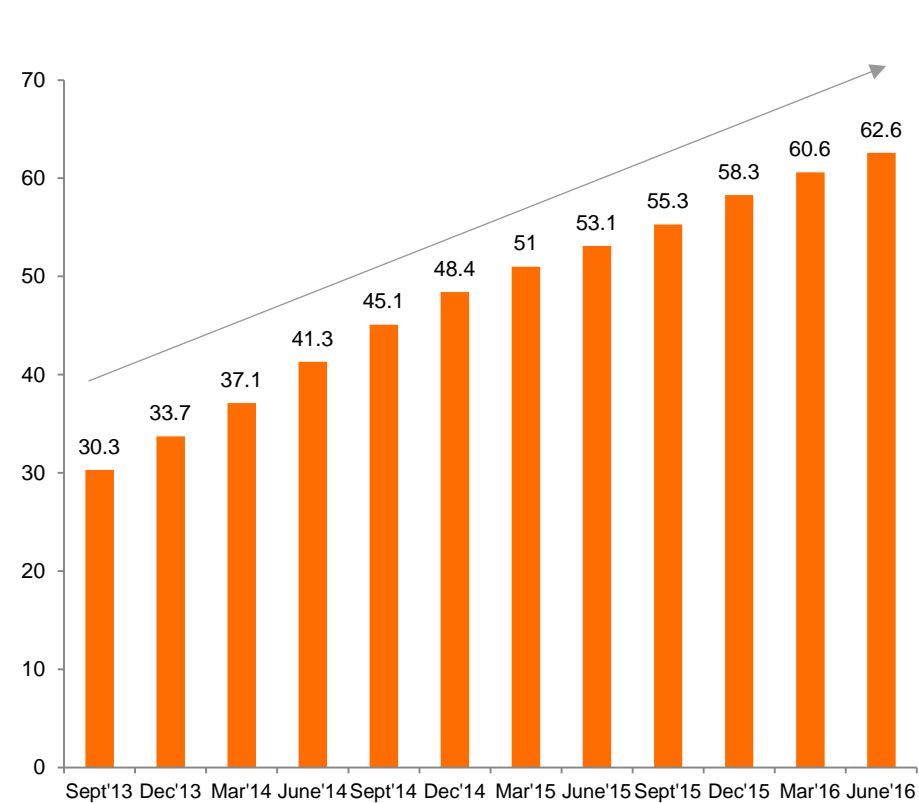
Company/ category/product searches

Search Plus

User Community and Reviews Drive Engagement

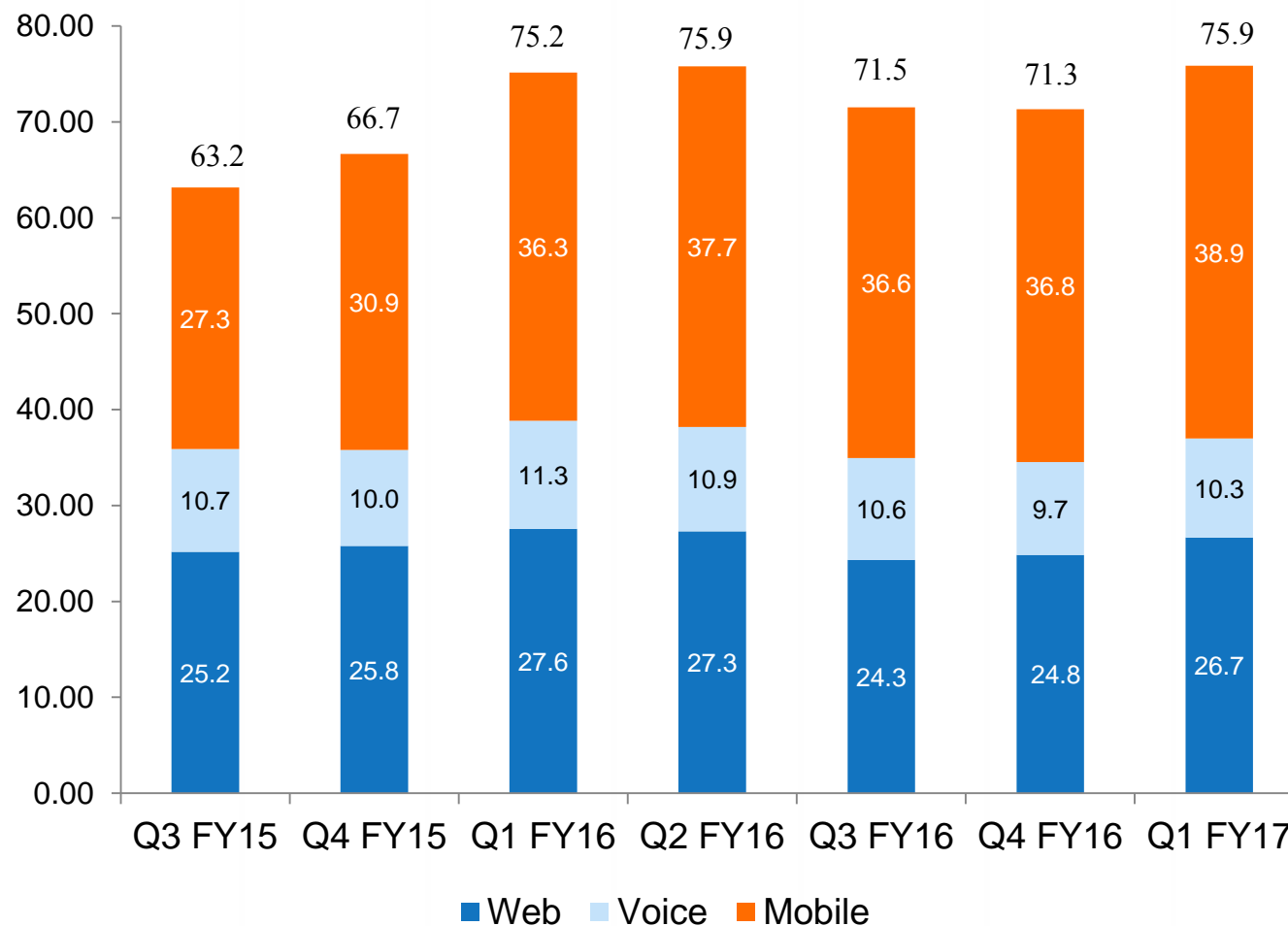
Reviews and Ratings

Millions



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

Unique Visitors

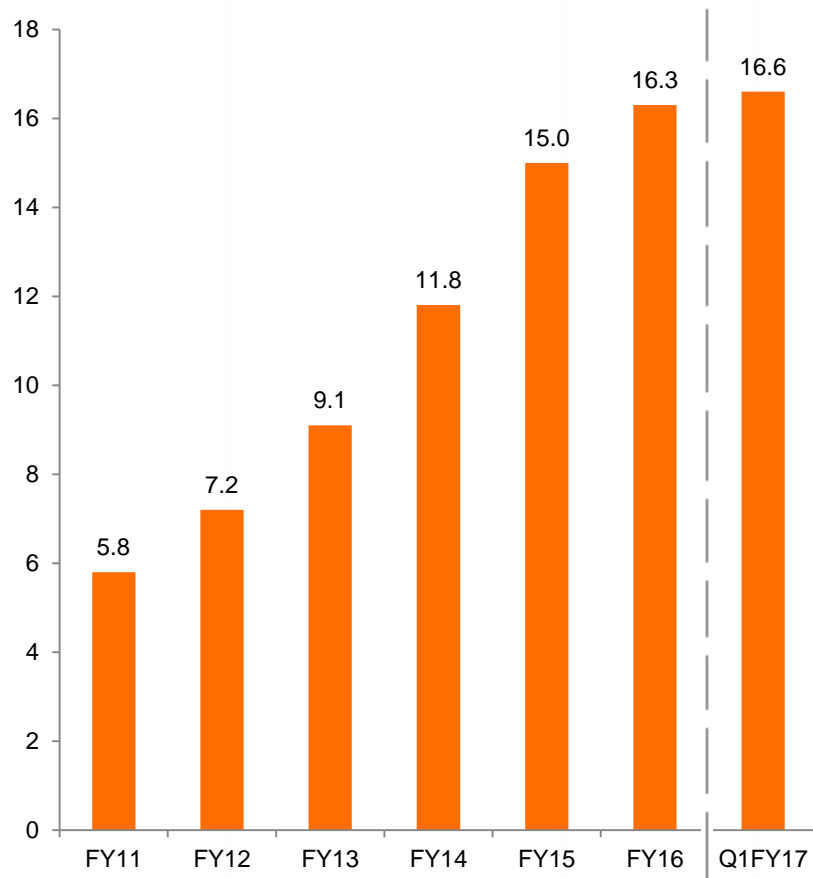


Voice, PC and Mobile – Unique Visitors

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

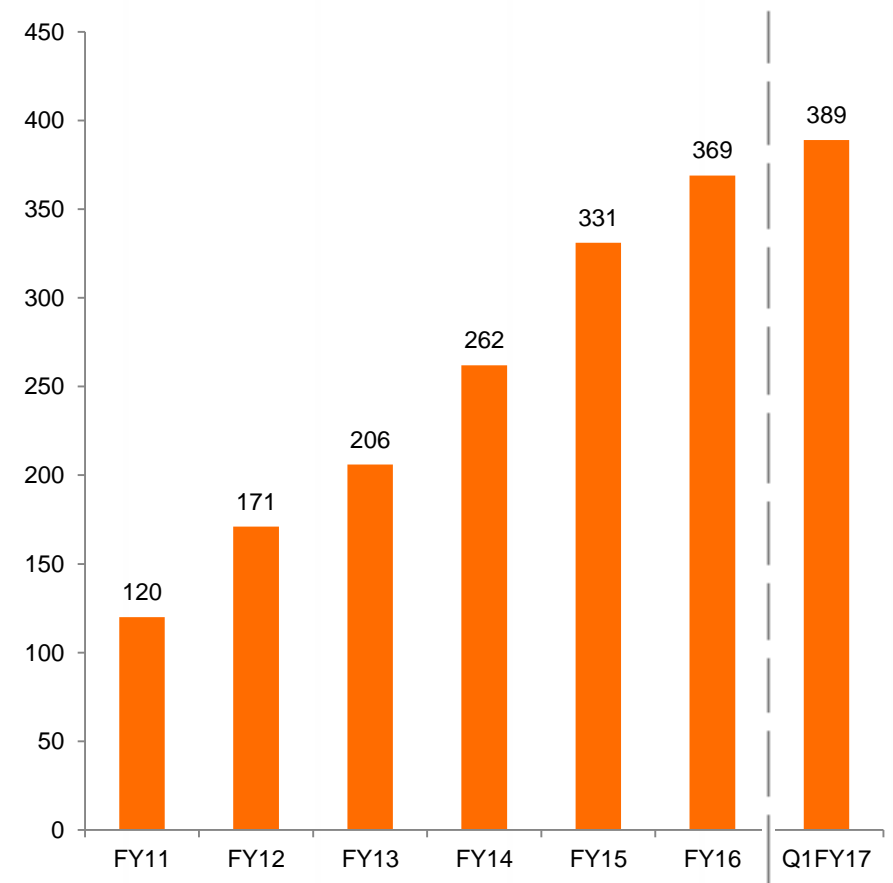
Total Business Listings

Million

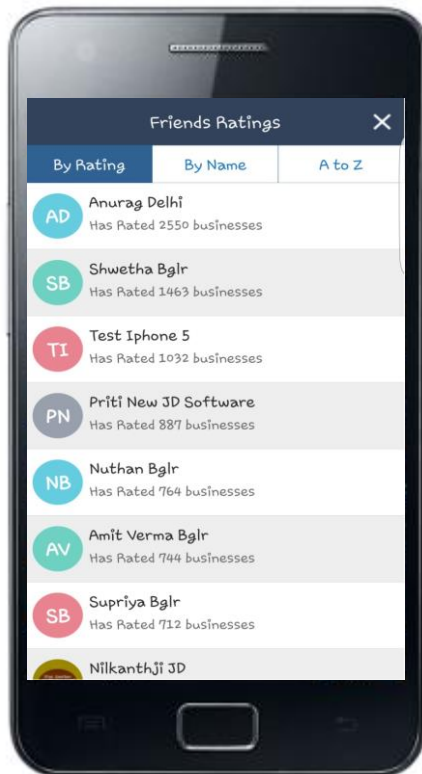


Paid Campaigns

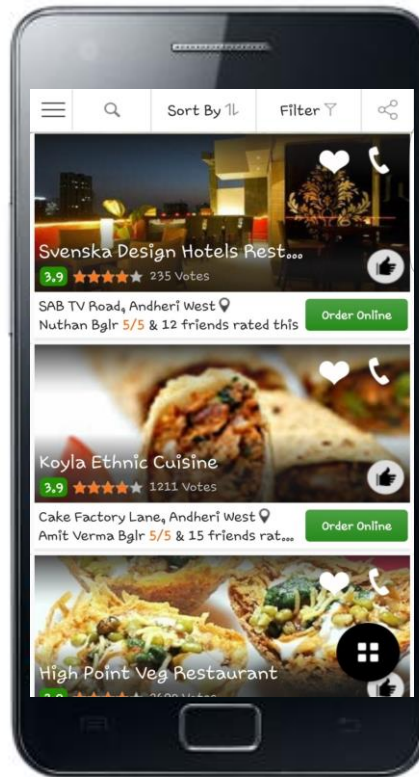
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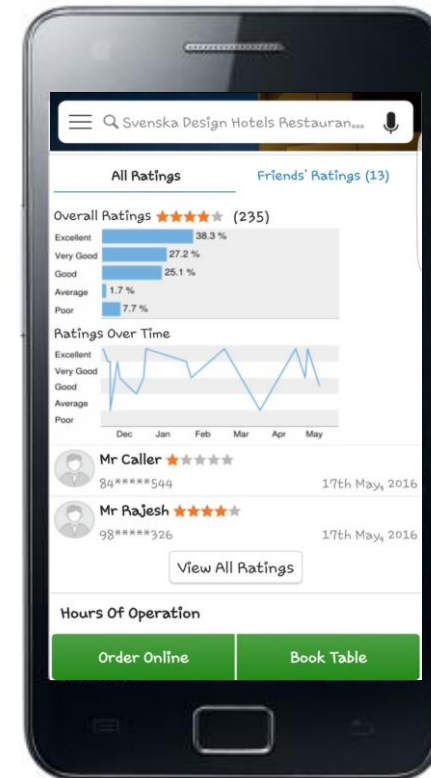
Justdial –Smart Phone Application With A Unique Social Interface



*Tag
Friends*



*Search &
Transact*

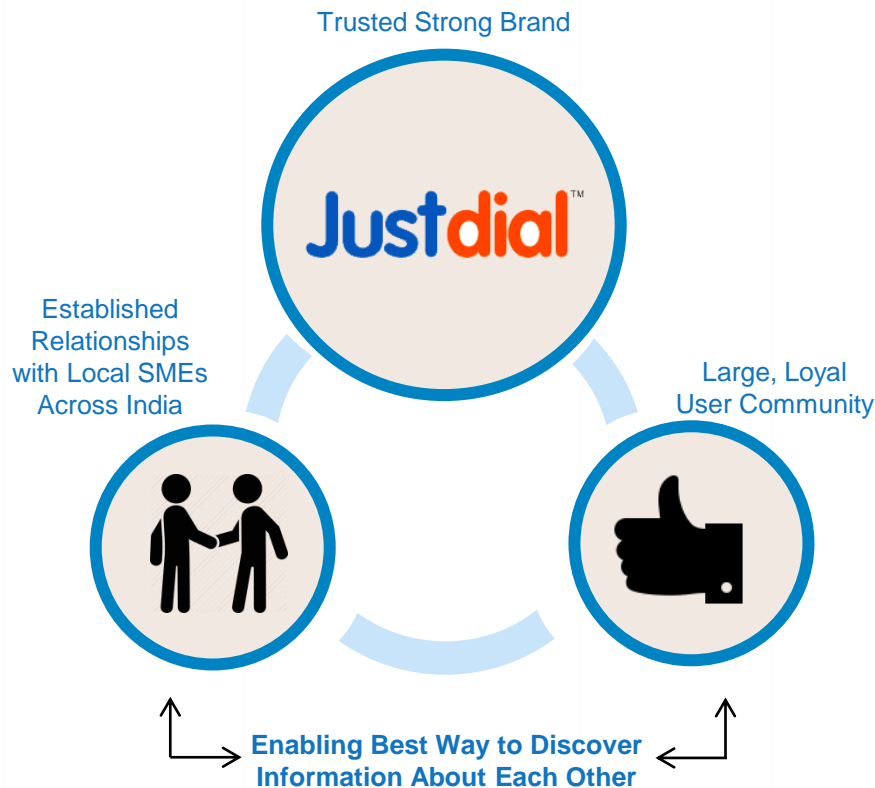


Rate & Review

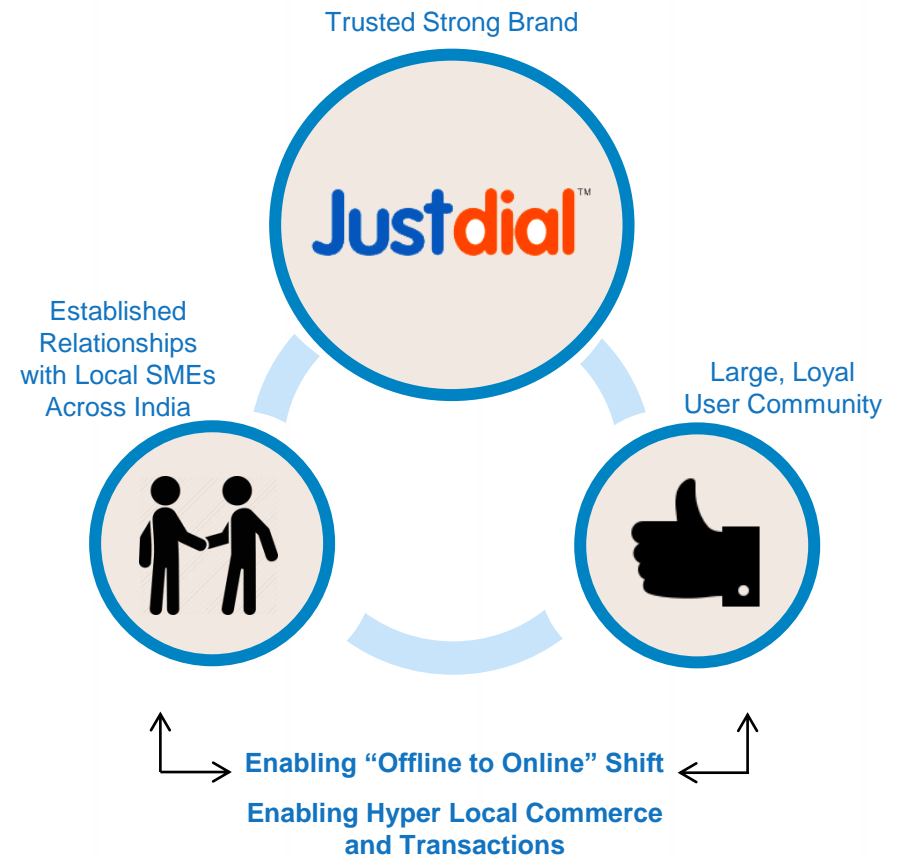
Search Plus – A natural extension of our core search business



Leveraging The Three Cornerstones of Our Success to Do More



“Three Clicks to Find”

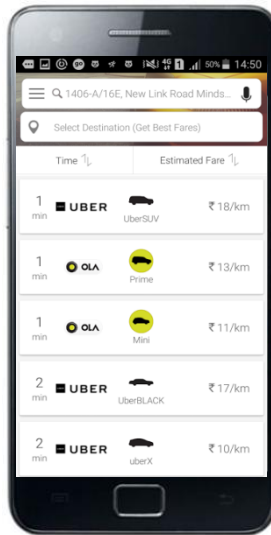


“Three Clicks to Transact”

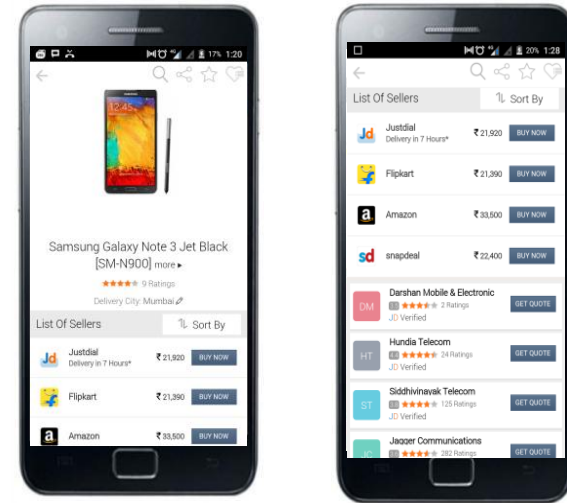
- Order Food
- Book A Table
- Book A Doctor's Appointment
- Order Grocery
- Order Medicines/ Pharmacy
- Order Books
- Diagnostics
- Shopfront / Shop Online
- Flight Tickets
- Order Flowers
- Laundry Pick-up
- Courier Pick-up
- Car Servicing
- AC Servicing
- Water Purifier Servicing
- Mineral Water Order
- 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

Products and Services – Search Plus

Hail a Cab



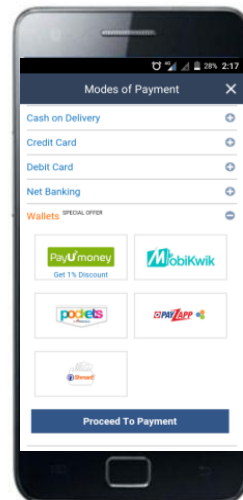
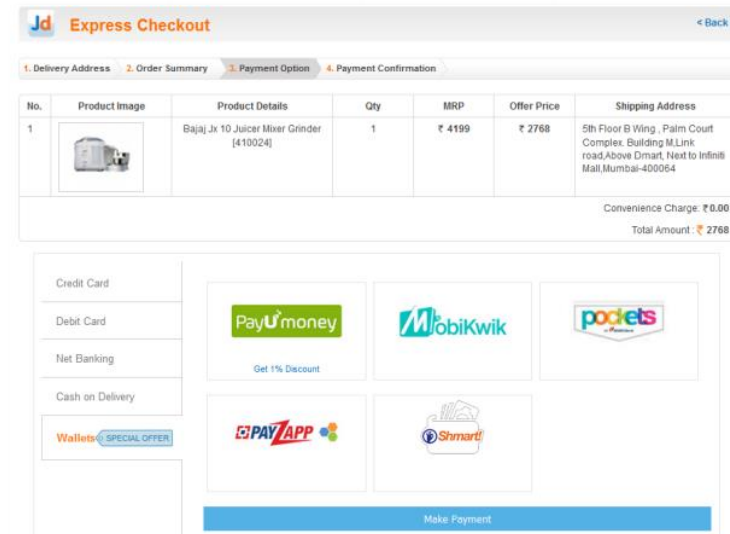
Shop Online



Order Grocery

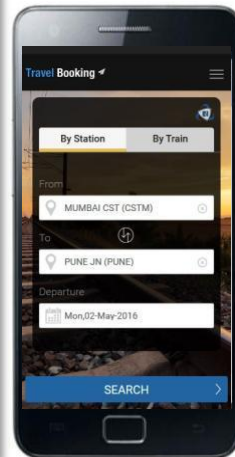
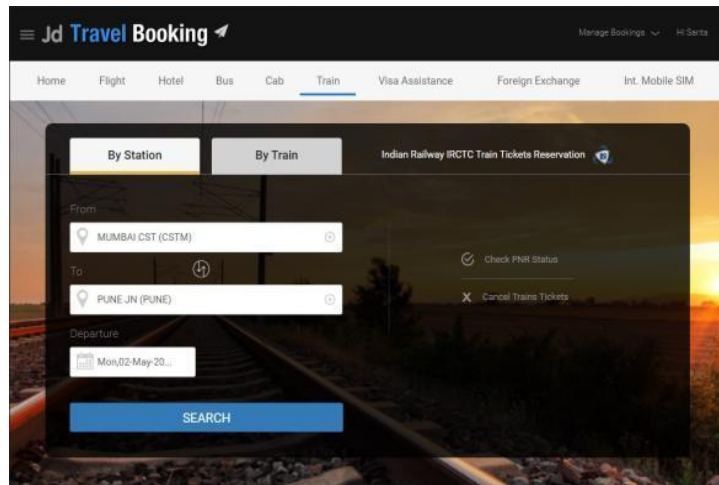


Options of Wallets for Payment

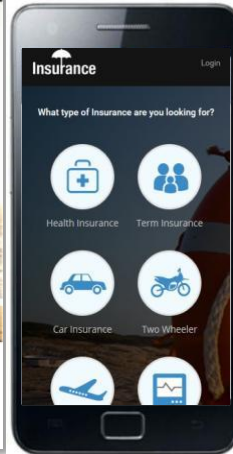
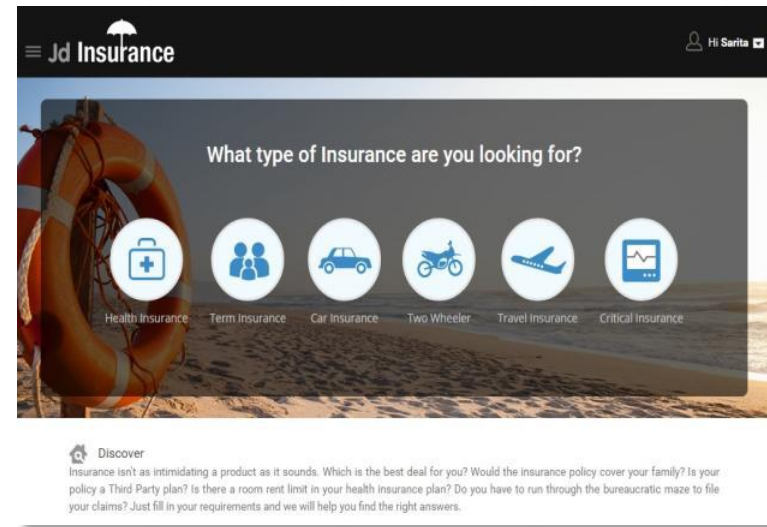


Products and Services – Search Plus

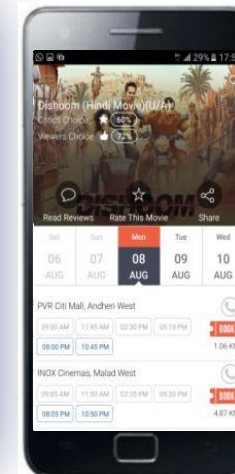
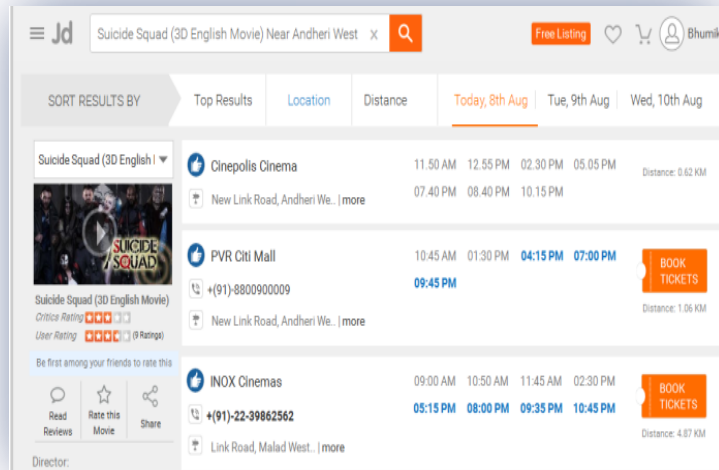
Book Train Tickets



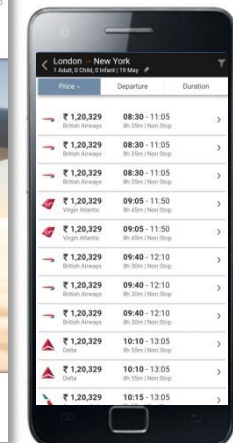
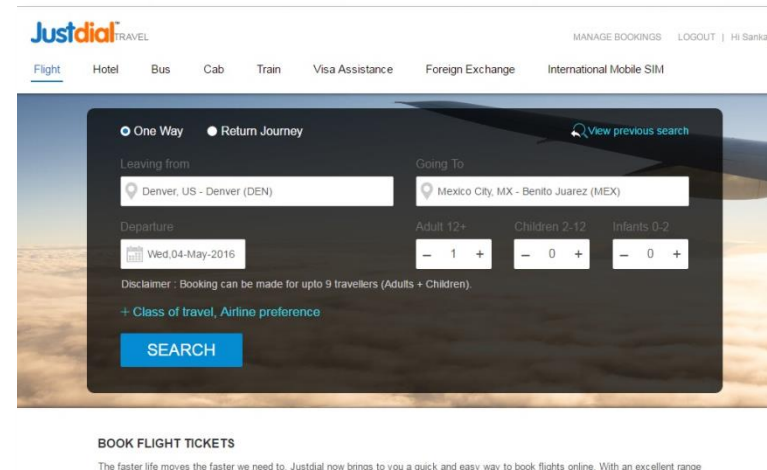
Insurance



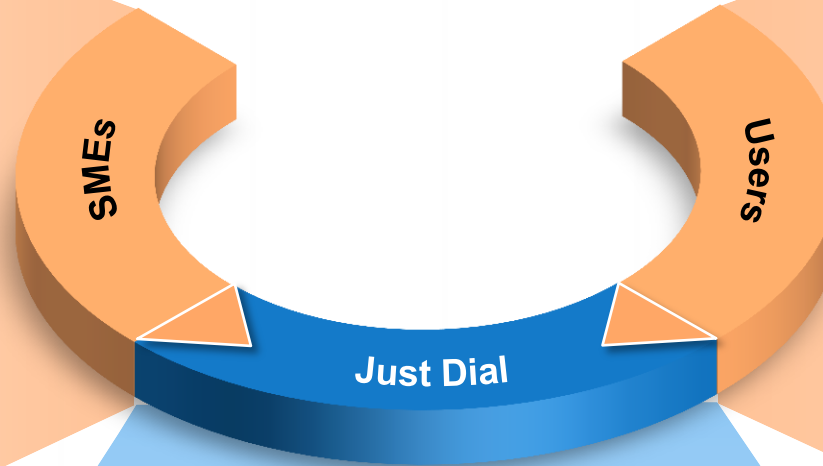
Book Movie Tickets



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

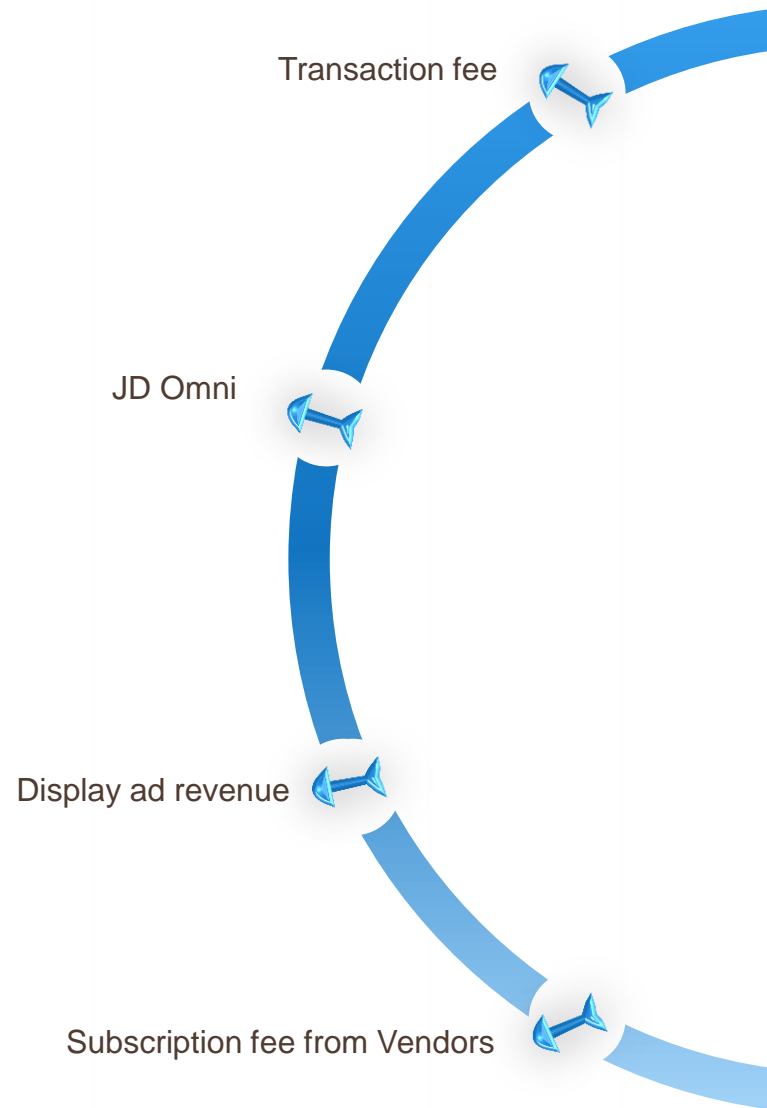


- Choose vendor in local neighborhood for product of choice
- Convenience of 'master app', look no further
- Personalized door-step service experience
- Real-time price discovery

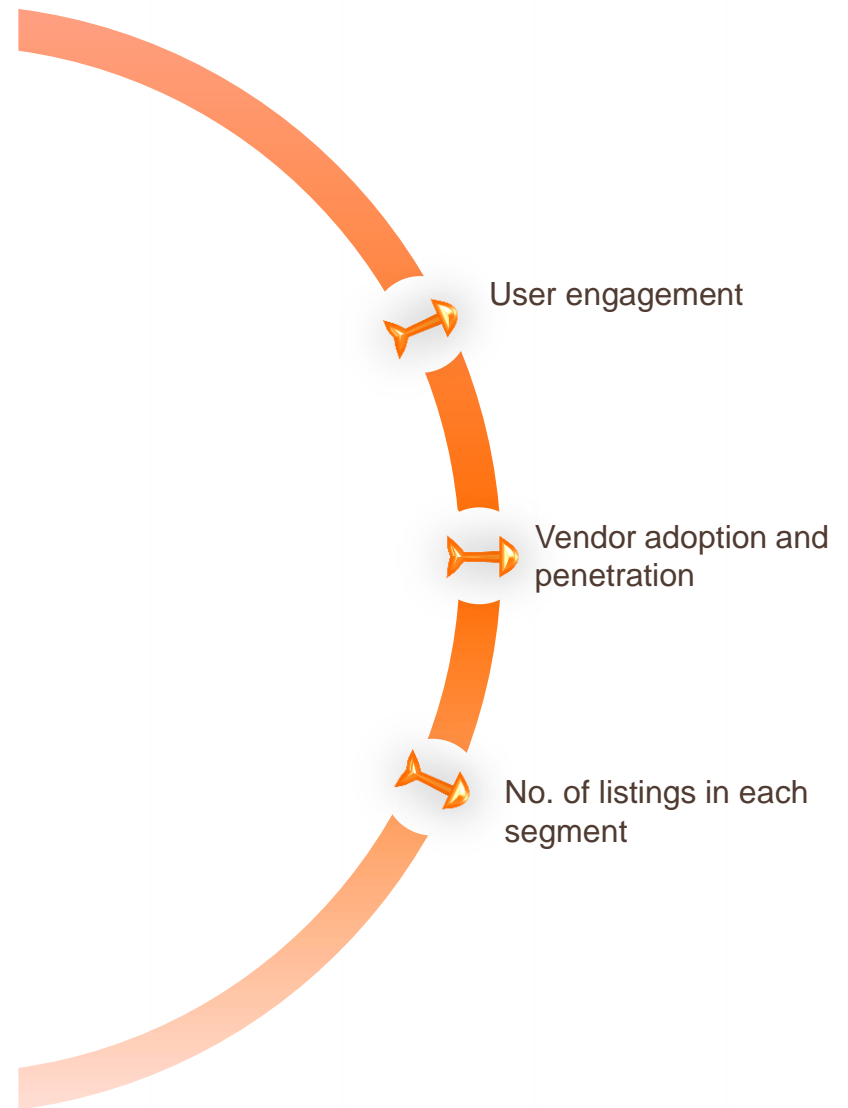
- Increased engagement and stickiness of users
- Increase in monetization streams from SMEs
- Natural extension of core search business

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

SJ

Sri jayamangalam shop & save ...

Track Orders Contact Us

STORE


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

Search

CHECKOUT

Featured Products

AMUL Cheese Spread



₹ 75

200 gm


-

1

+

ADD TO

BRITANNIA Bourbon Biscuit



₹ 20

100 gm


-

1

+

ADD TO

CADBURY Oreo Original Chocolate Sandwich Biscuits



₹ 30

150 gm


-

1

+

ADD TO

BRITANNIA Slimz Cheese Slices



₹ 80

100 gm


-

1

+


ADD TO

GO Pizza Cheese




₹ 99

AMUL Cheese Cubes




₹ 101

NESTLE Nescafe Classic Coffee



₹ 415

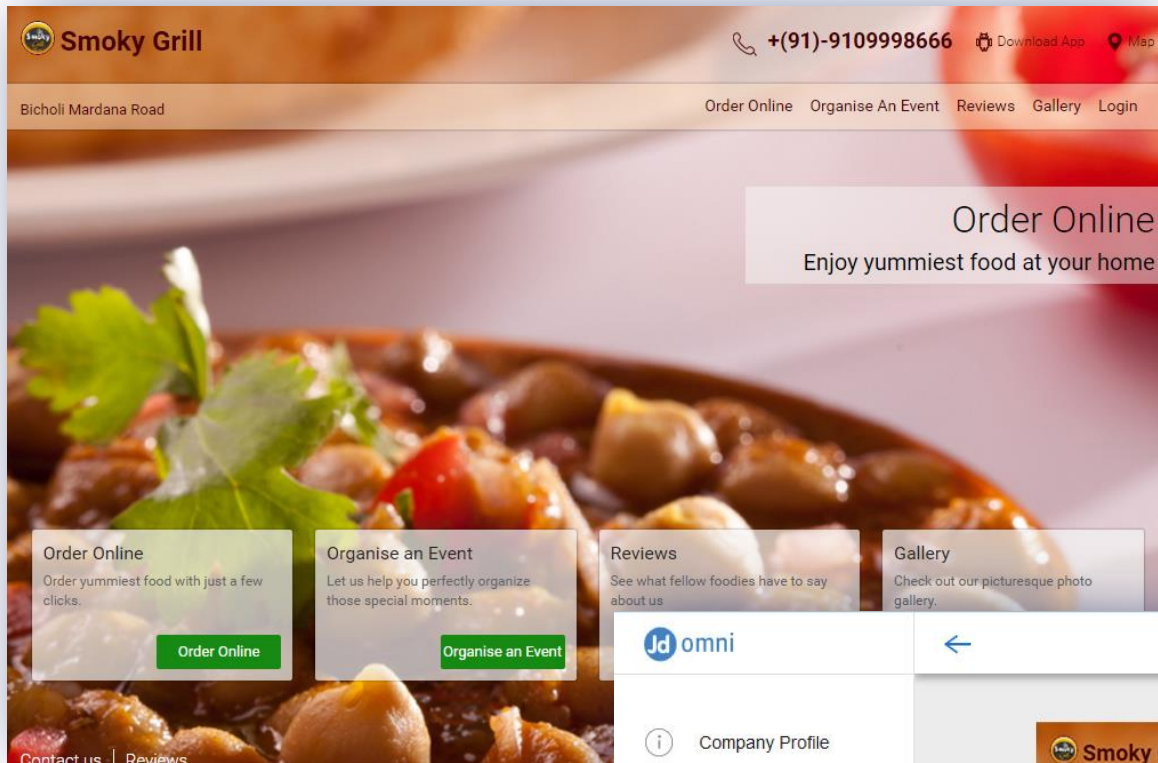
SUGARLESS BLISS Digestive Vanilla Butter Cookies



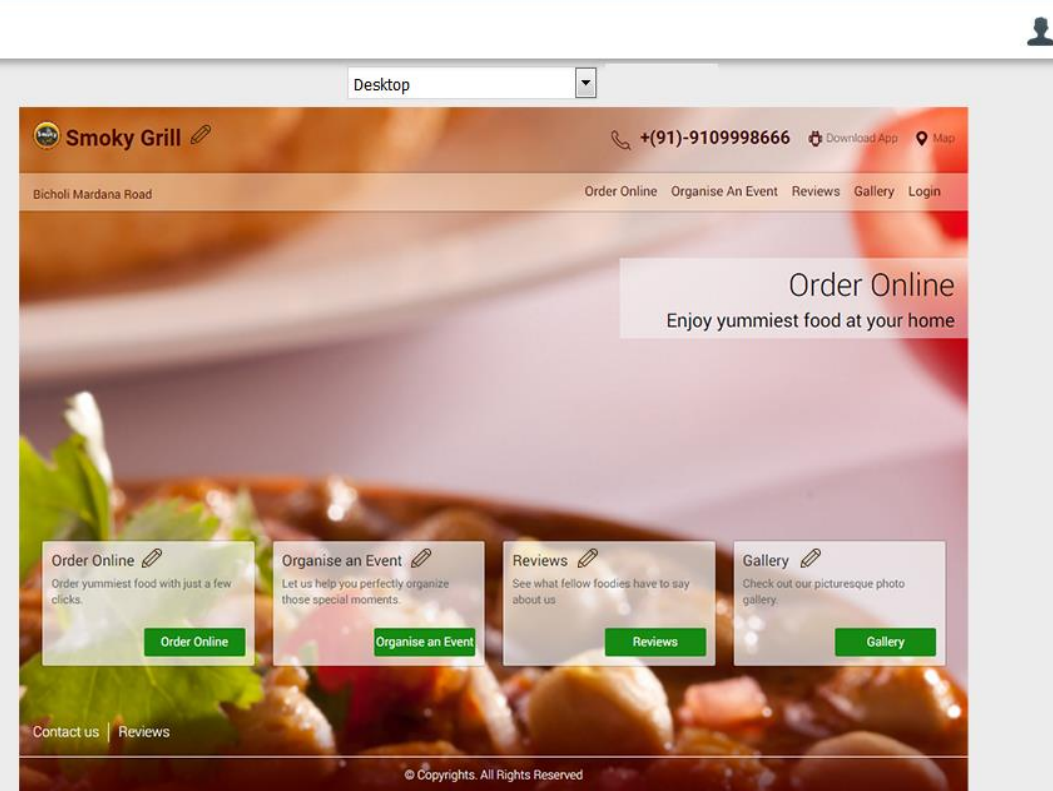
₹ 155

16

JD Omni for Services



- Jd omni**
- Company Profile
 - Menu Editor
 - Manage Orders
 - Preview**
 - Testimonials



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 June 30, 2016 highlights:

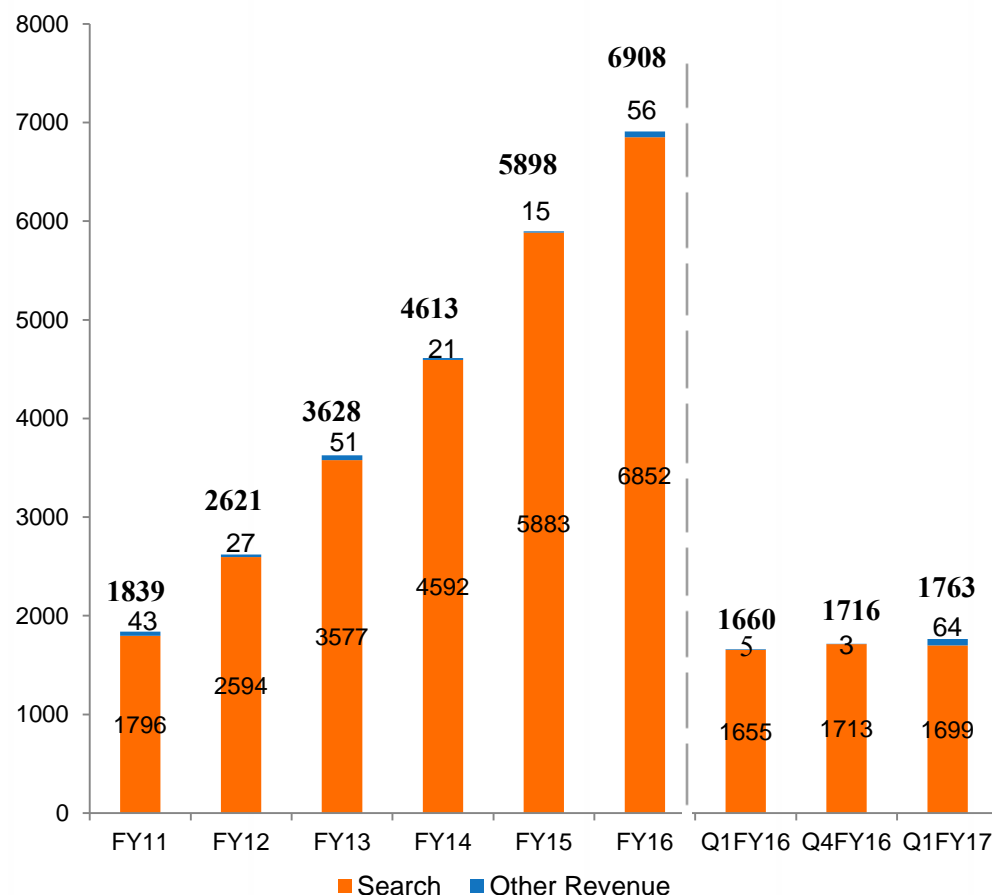
- ▶ Total operating revenue: INR 1,763 MM
- ▶ Adjusted Operating EBITDA margin at 20% for quarter ended June 30, 2016*
- ▶ PAT margin at 19% for quarter ended June 30, 2016

* Note: Adjusted Operating EBIDTA is after ESOP expenses of Rs. 5.28crore during the quarter

Operating Revenue

INR Mn

YOY growth: 6%

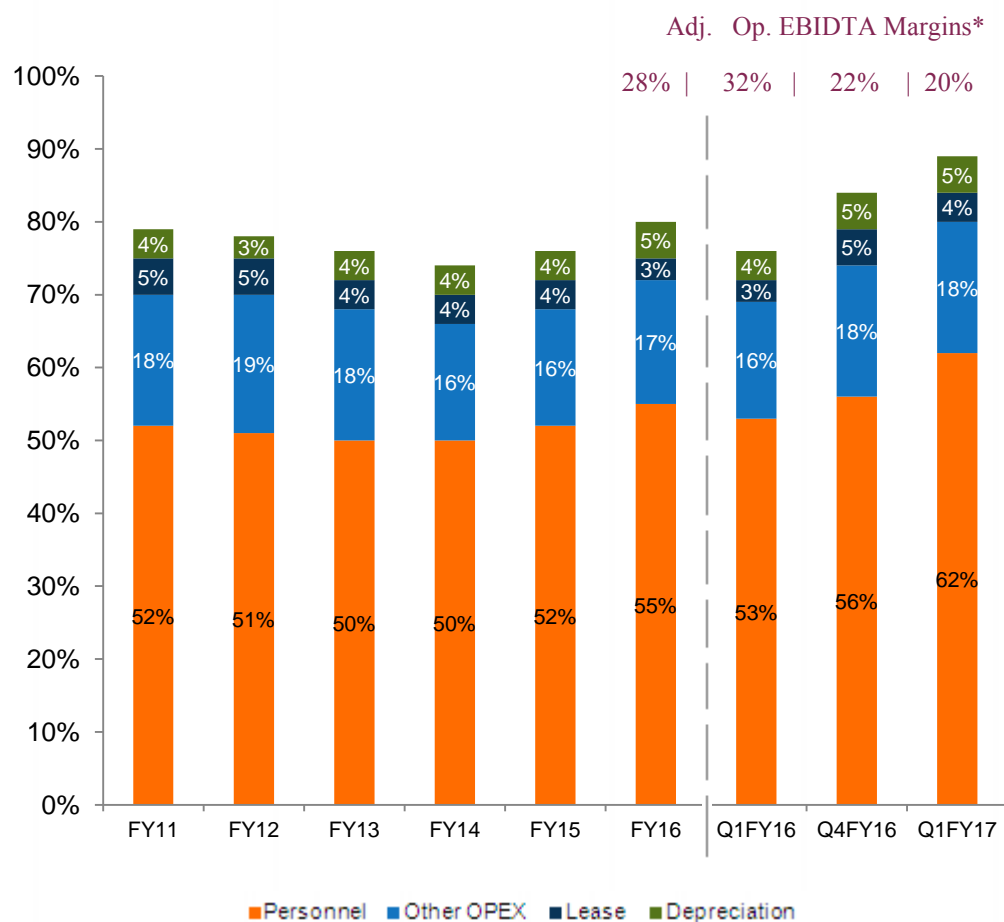


Key Business Model Attributes

- ▶ 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
- ▶ 4,017 tele-sales executives and 1,373 feet on street selling to SMEs and 2,062 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

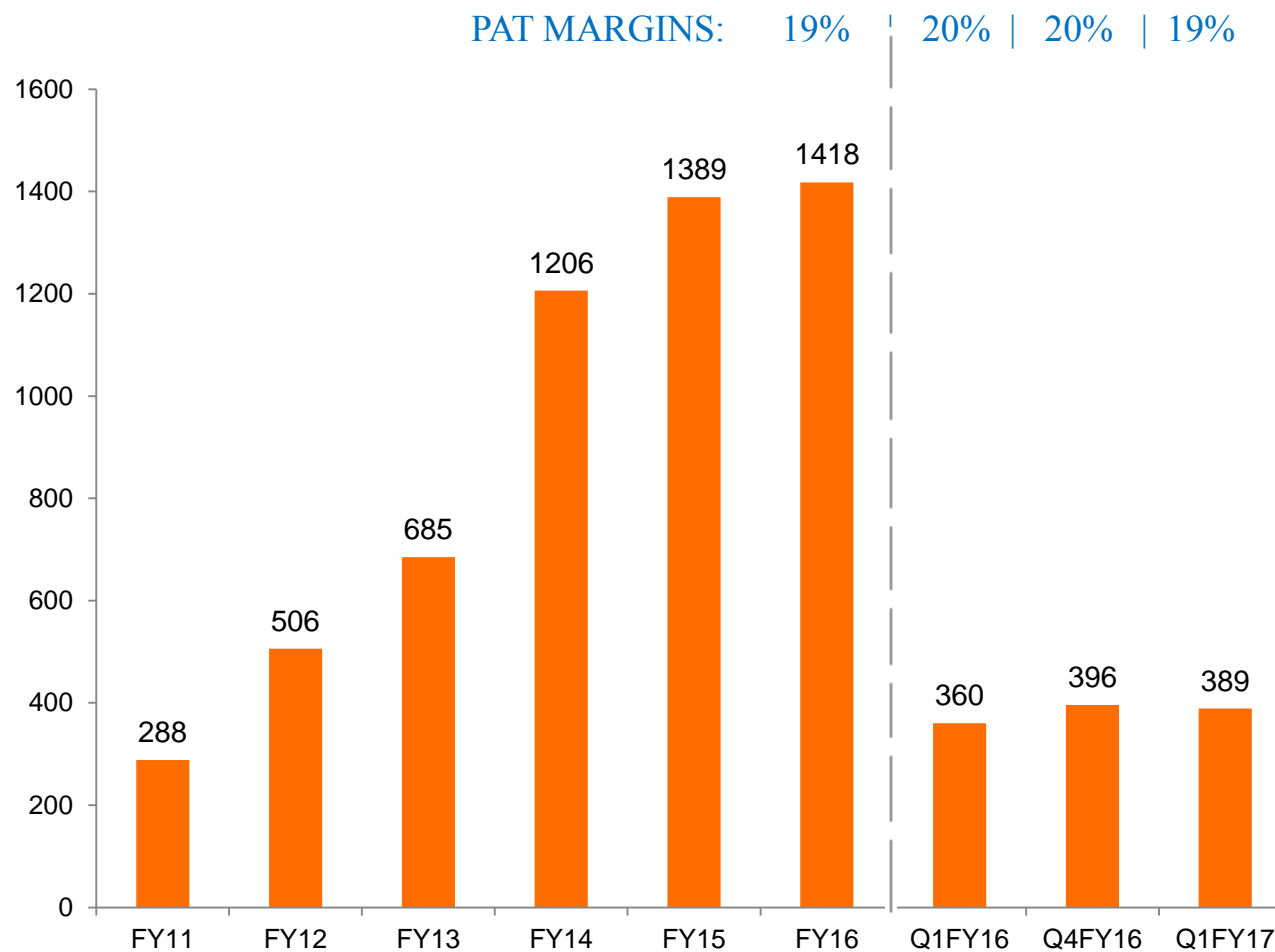
* Note: Operating EBIDTA is adjusted for ESOP expenses and one time spends

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

Profit after Tax (PAT)

INR Mn

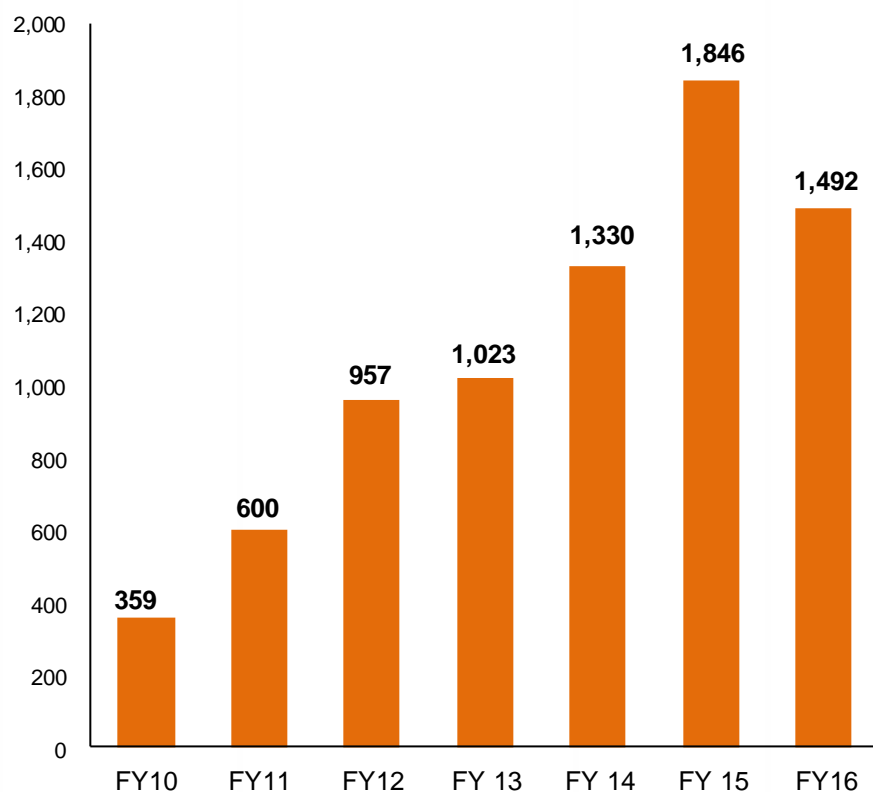
YOY growth: 8%



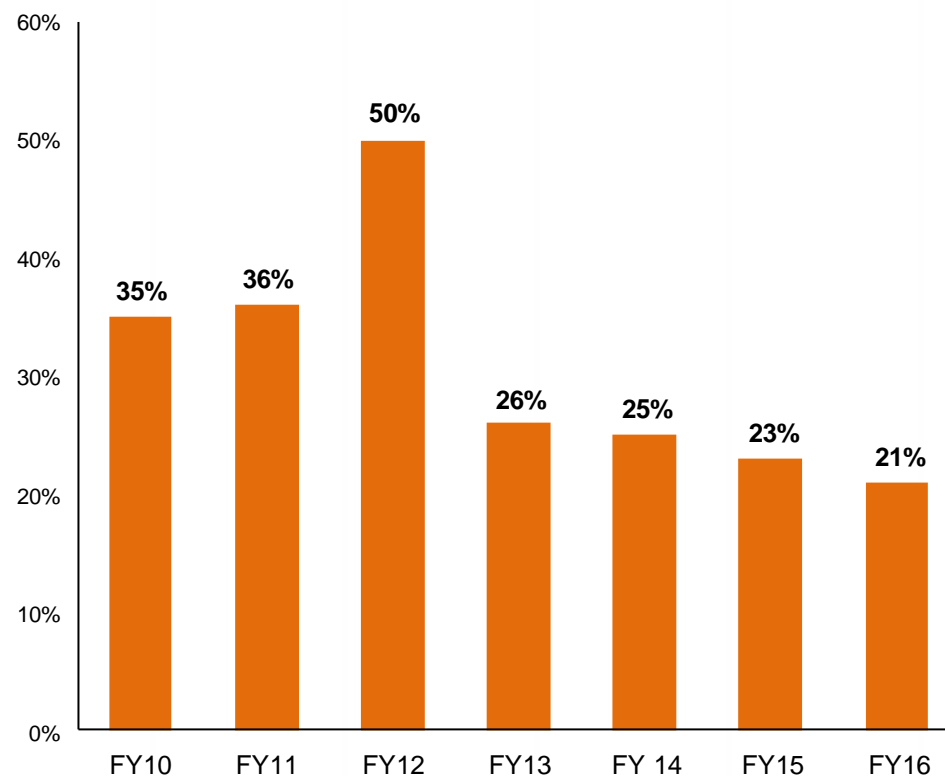
Growing Cash Flows and Return on Capital

Cash Flow from Operations

INR Mn



Return on Net Worth (RoNW)



Impact on Profit and Loss on account of Transition to Ind AS from Indian GAAP (IGAAP)



(Rs. in Lacs)

S.N o.	Particulars	Three months ended June 30, 2016			Three months ended Mar 31, 2016			Three months ended June 30, 2015		
		I GAAP	Effect of transition to Ind AS	Ind AS	I GAAP	Effect of transition to Ind AS	Ind AS	I GAAP	Effect of transition to Ind AS	Ind AS
1.	Income from operations									
	Revenue from operations	17,358	271	17,629	17,961	(801)	17,160	16,862	(260)	16,603
	Total Income from operations	17,358	271	17,629	17,961	(801)	17,160	16,862	(260)	16,603
2.	Expenses									
	a) Employee benefits expense	10,757	94	10,851	9,776	121	9,897	8,811	51	8,861
	b) Depreciation & amortisation expense	896	-	896	841	-	841	673	-	673
	c) Other expenses	3,819	33	3,852	3,685	17	3,703	3,209	14	3,222
	Total expenses	15,472	127	15,599	14,302	138	14,441	12,693	64	12,756
3.	Profit from operations before other income and finance costs (1-2)	1,886	144	2,030	3,659	(939)	2,719	4,169	(324)	3,847
4.	Other income	800	2,066	2,866	1,554	1,130	2,684	712	654	1,365
5.	Profit from operations before finance costs (3+4)	2,686	2,210	4,896	5,213	191	5,402	4,881	330	5,212
6.	Finance costs	-	-	-	-	-	-	-	-	-
7.	Profit from ordinary activities before tax (5-6)	2,686	2,210	4,896	5,213	191	5,402	4,881	330	5,212
8.	Tax expense (net)	845	158	1,003	1,680	(242)	1,438	1,564	43	1,607
9.	Net Profit for the period (7-8)	1,841	2,052	3,893	3,533	432	3,964	3,317	288	3,605
10.	Other comprehensive income	-	27	27	-	27	27	-	27	27
11.	Total comprehensive income (9+10)	1,841	2,079	3,920	3,532	459	3,991	3,317	315	3,632

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