

July 31, 2020

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 4 th Floor, Vibgyor Towers, Plot No. C 62, G Block, Opp. Trident Hotel, Bandra Kurla Complex, Bandra (East), Mumbai – 400098 <i>Scrip Symbol: JUSTDIAL</i>
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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 1st quarter ended June 30, 2020.

We request you to take the same on record.

Thanking You,

Yours truly,

For Just Dial Limited

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

July 2020



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

Q1 FY21 means the period Apr 1, 2020 to Jun 30, 2020

FY21 or FY 20-21 or FY 2021 means the Financial Year starting Apr 1, 2020 and ending Mar 31, 2021

COVID-19 IMPACT & RESPONSE

- ❑ As a result of lockdown imposed by the Government owing to COVID-19, the Company closed its offices from March 23, 2020 and moved to Work-from-Home (WFH) for all employees. Post lockdown relaxations, Company has opened its offices across India with limited workforce in line with Government's directives issued from time to time.
- ❑ To optimize discretionary costs, Company had curtailed its advertising spends (both digital and non-digital) from Apr-20. For the month of Apr-20, average daily traffic declined ~48% versus Feb-20 (pre-COVID period) levels. For the month of Jul-20, average daily traffic was down ~12% versus Feb-20 levels. However, since majority of traffic is presently coming organically (without advertising), on a like-for-like basis, Jul-20 organic traffic has surpassed pre-COVID levels (Feb-20). Overall, for 1Q FY21, quarterly unique visitors declined 36% YoY and 28% QoQ to 100 million visitors.
- ❑ In order to assist SMEs in these unprecedented times, the Company launched various offers on its paid campaigns during the period, including better discounts, flexibility in activation of their campaign (post lockdown), better payment terms, etc. As a result, the Company was able to arrest COVID-19 impact on 1Q FY21 monetization (Collections) to a decline of 52% YoY and 43% QoQ. With lockdown easing, monetization is improving and the impact of any revised lockdown/ restrictions in certain geographies is being monitored.
- ❑ While prioritizing safety and well-being of its employees, the Company is extensively leveraging technology for its operations. While the Company has a strong Balance Sheet and robust cash position, the Company is re-evaluating and optimizing all costs and focusing even more on automated processes to enable it to successfully navigate the ongoing uncertainties and emerge stronger.



BUSINESS OVERVIEW

COMPANY OVERVIEW

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



High user engagement, 110.5 million ratings & reviews



100 million quarterly unique visitors in Q1-FY21



Database of 29.6 million listings



Scalable and profitable business model



444,934 active paid campaigns



Figures as on Jun 30, 2020

KEY STRENGTHS

- ❑ First Mover Advantage in Indian Local Search Market
- ❑ Strong Brand Recognition with 100 million unique quarterly visitors^ in Q1 FY21 (138.9 million in Q4 FY20)
- ❑ Comprehensive database of 29.6 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



3,413 employees in tele-sales, 4,687 feet-on-street salesforce




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

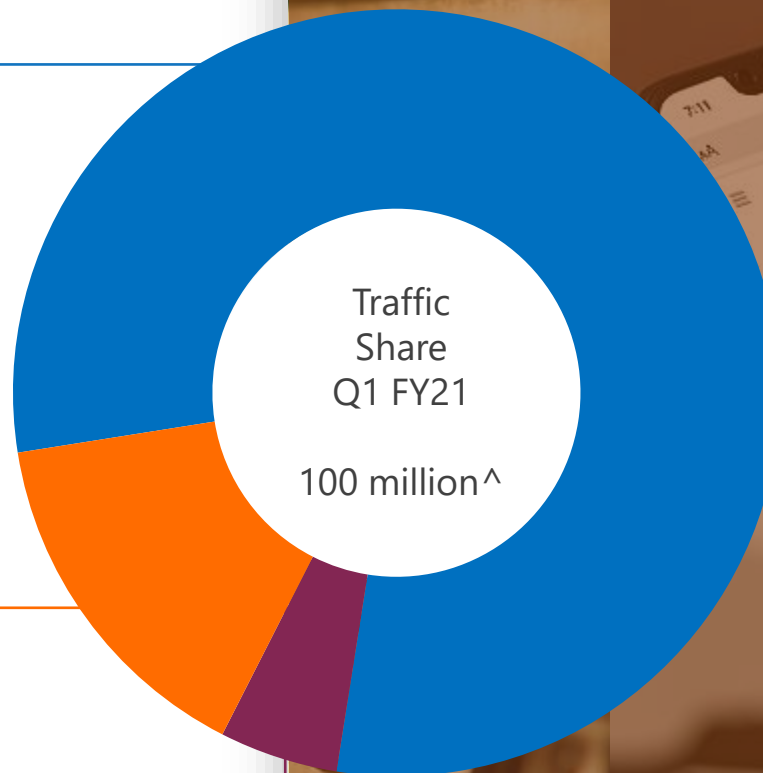


PLATFORMS

 **81%**
MOBILE
Mobile Site & Apps

 **16%**
DESKTOP/ PC
www.justdial.com

 **3%**
VOICE
88888-88888



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

MOBILE



Android & iOS Apps

Predictive Auto-Suggest

Company, Category, Product Search

Map View of Category Search

Location Detection

Voice Search

App Notifications

JD Pay

JD Social

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

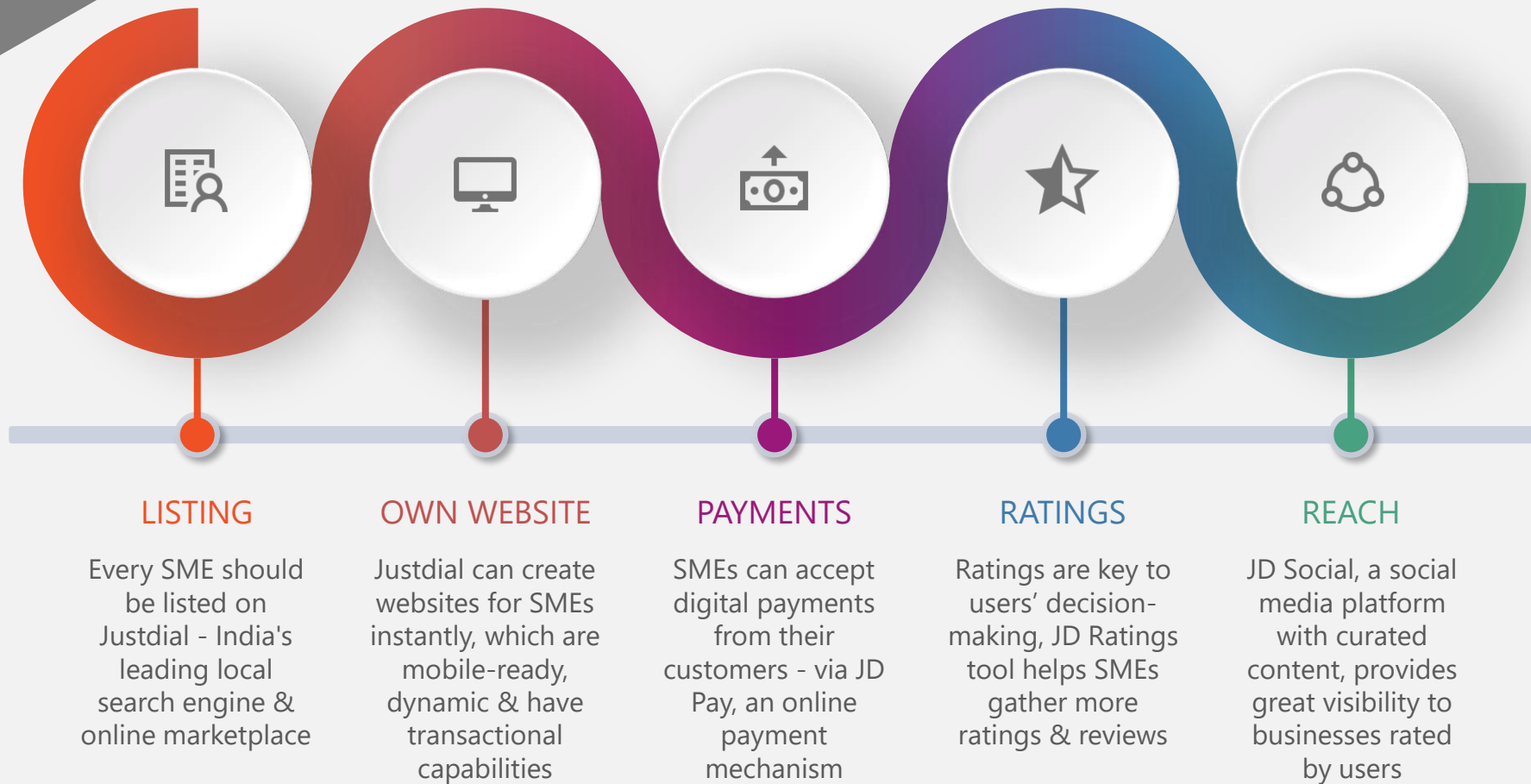
Personalized Greeting

Multiple queries in one call

Instant Email & SMS



VALUE PROPOSITION FOR SMEs



USER ENGAGEMENT



110.5 million Ratings & Reviews

Mobile-verified, unbiased ratings

Friends' Ratings

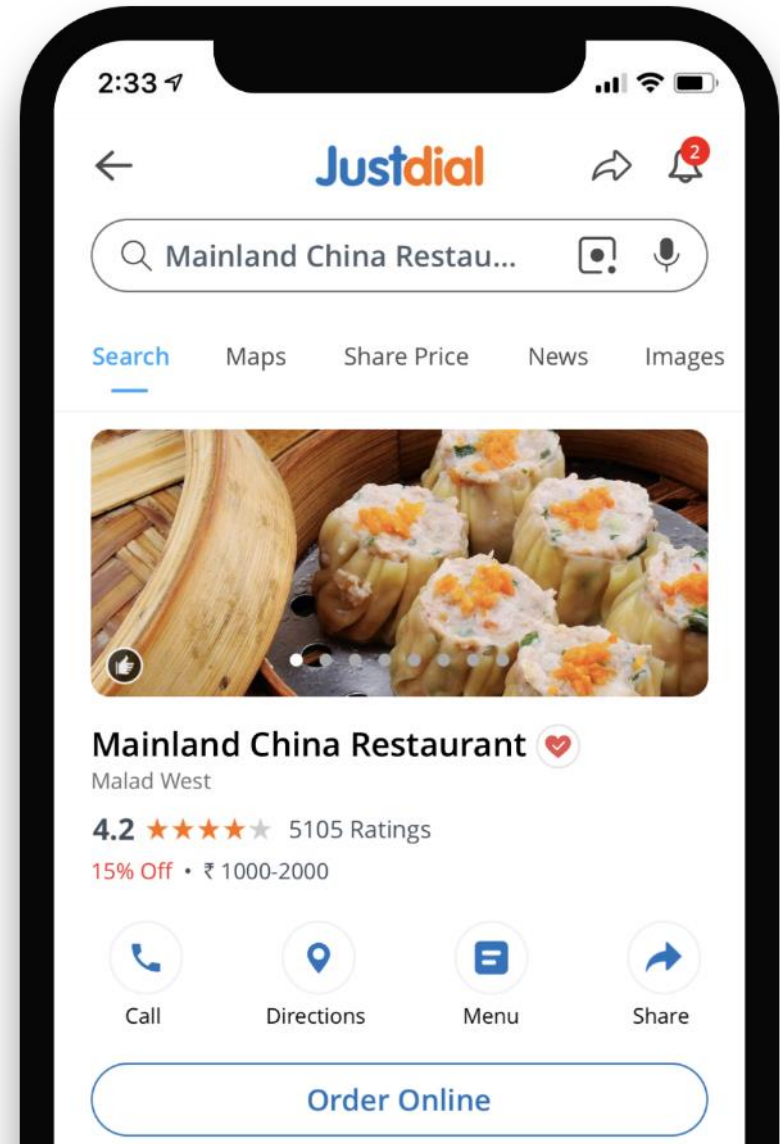
10-Point Rating Scale

Facebook & Twitter-shareable

Photos Upload with Review

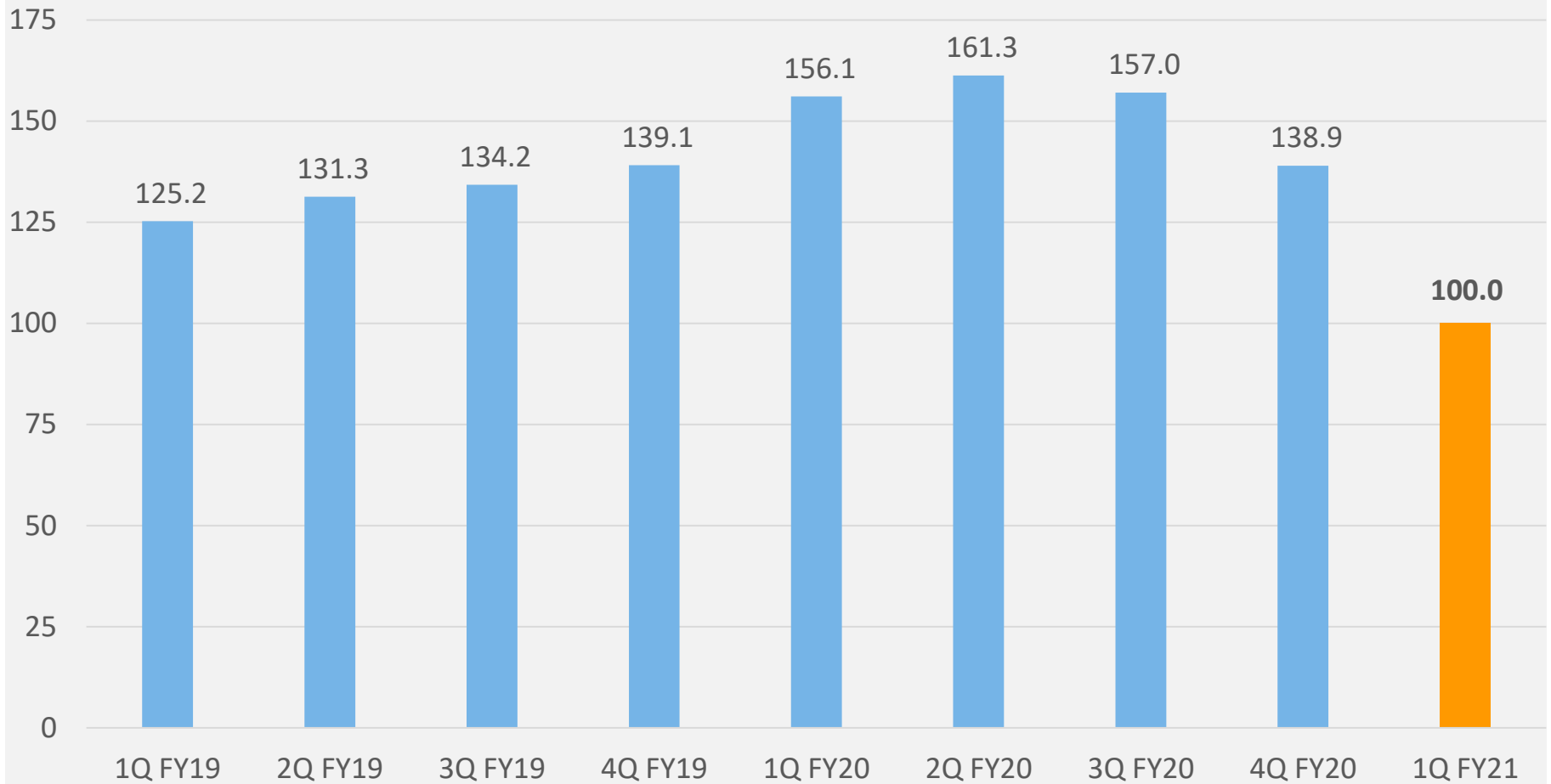
Ratings shared on JD Social

Robust Audit Mechanism

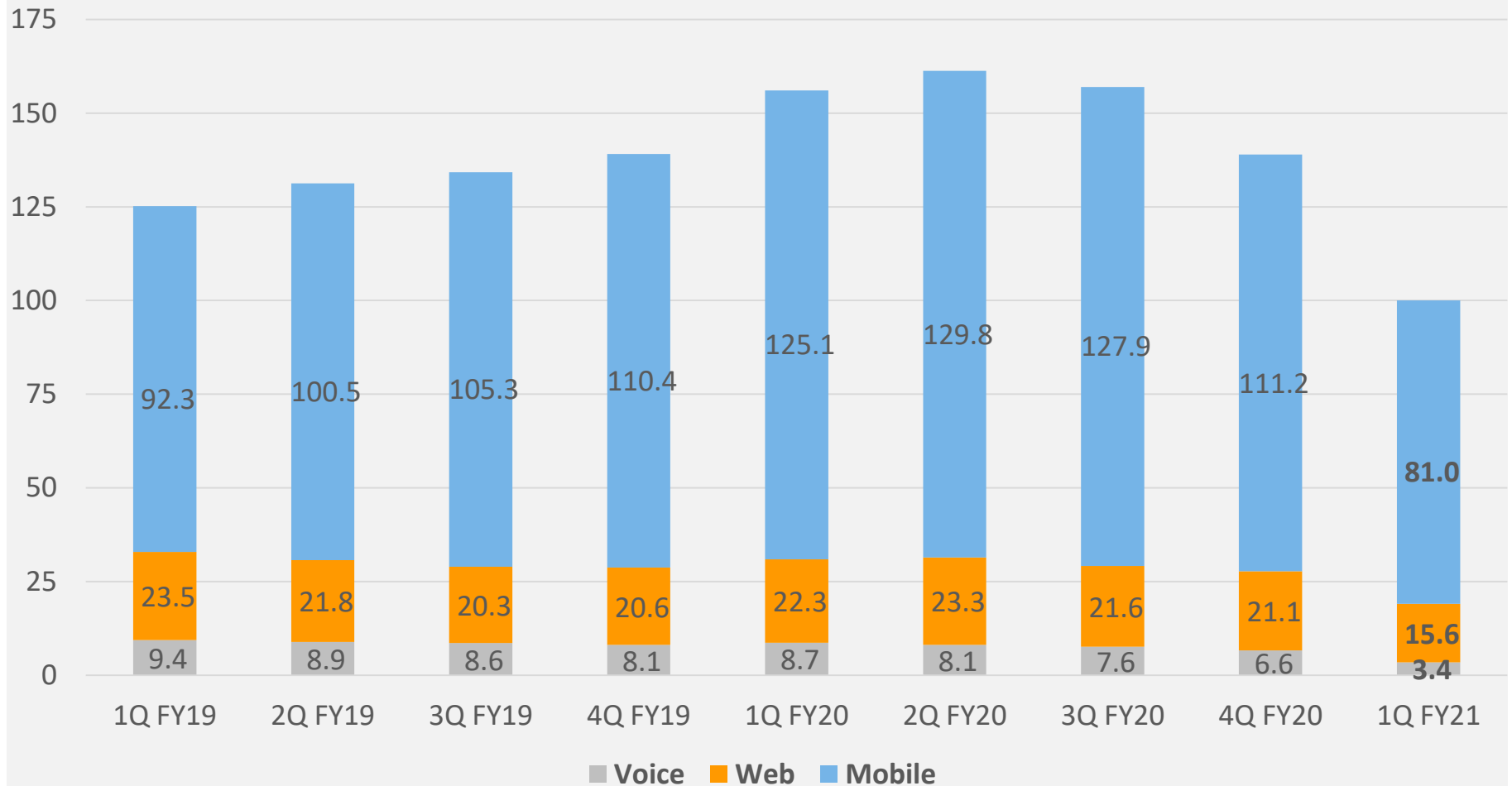


TRAFFIC / VISITORS

Quarterly Unique Visitors (million)



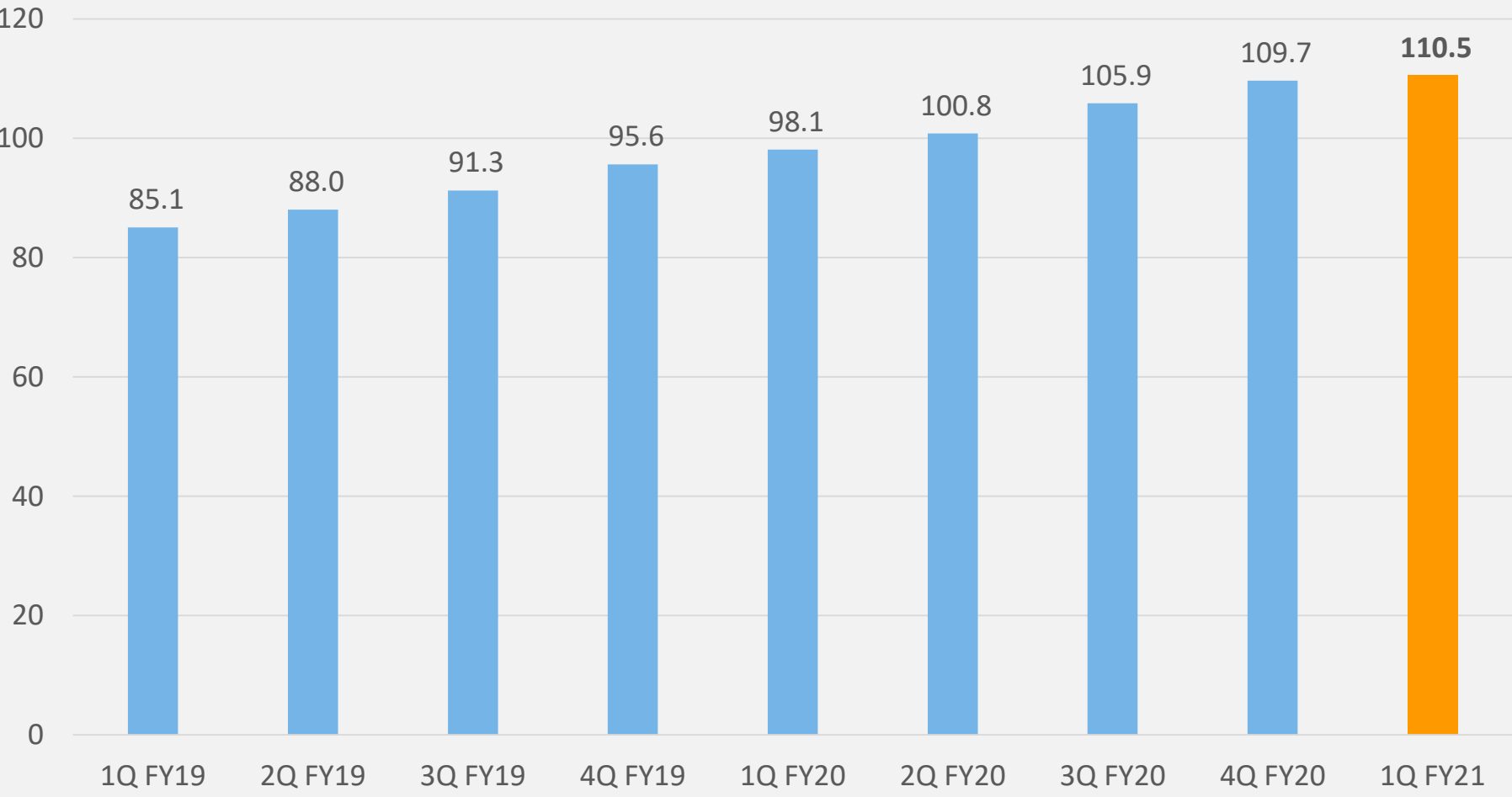
Quarterly Unique Visitors split (million)



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

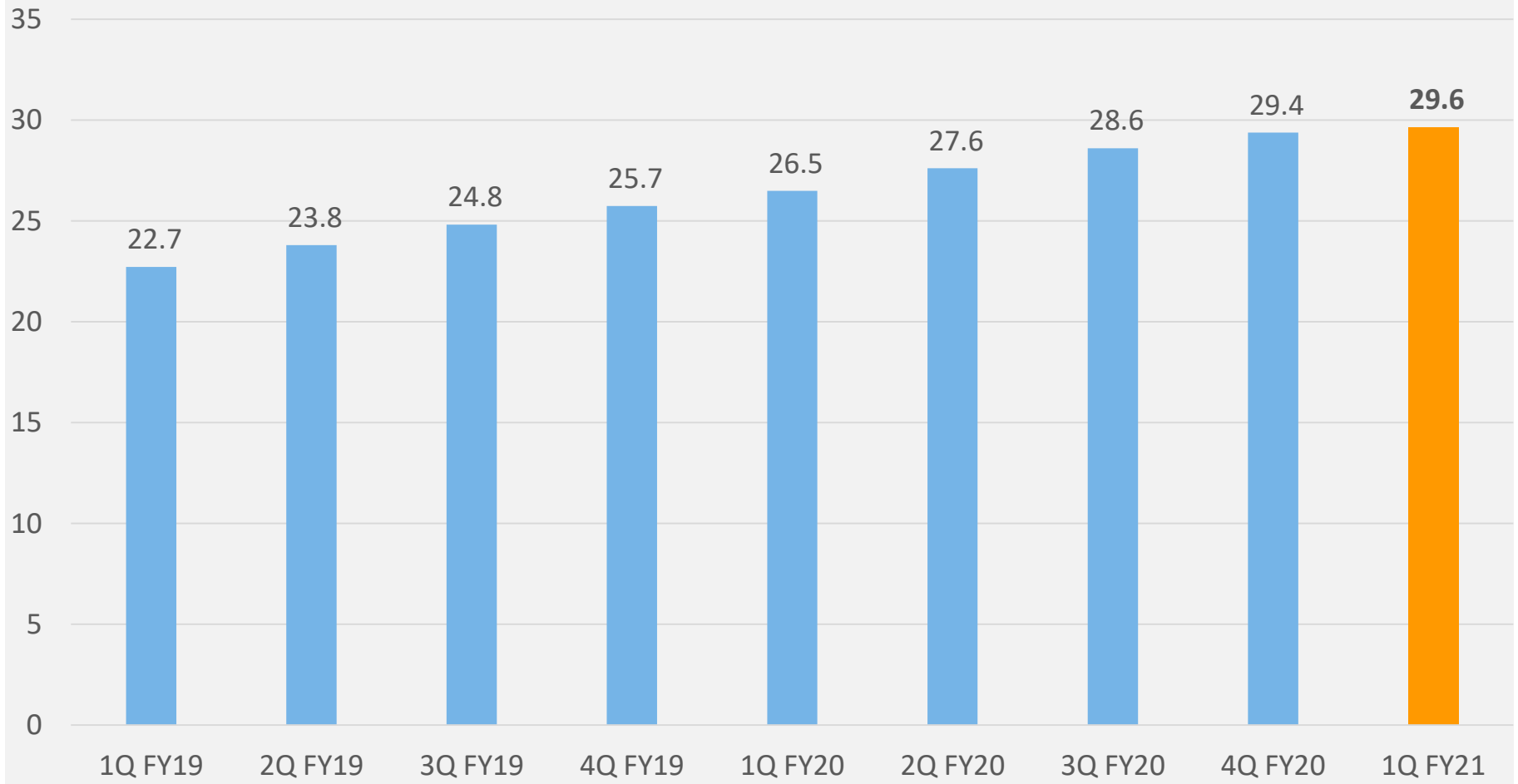
USER ENGAGEMENT

Ratings & Reviews (million)

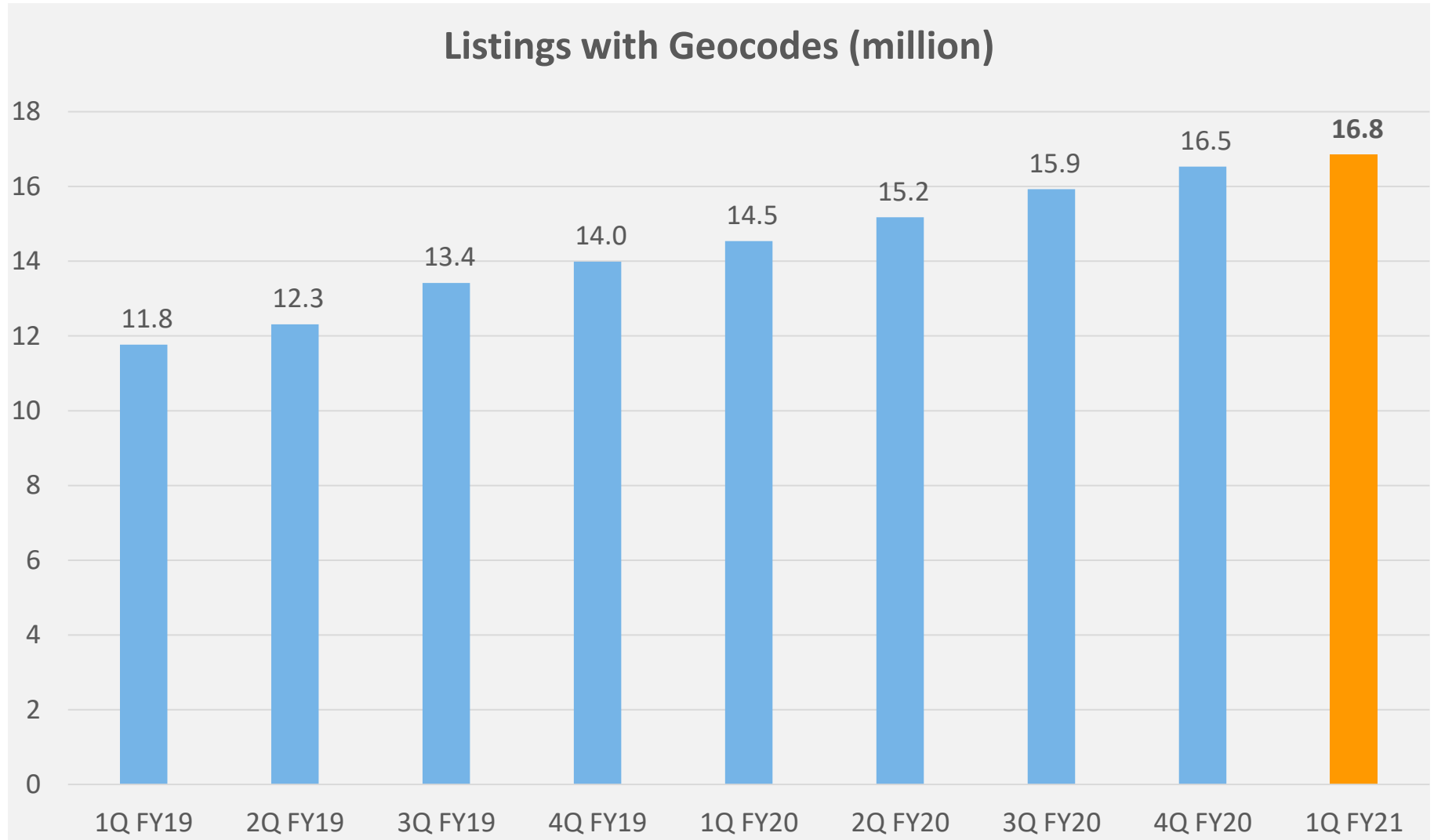


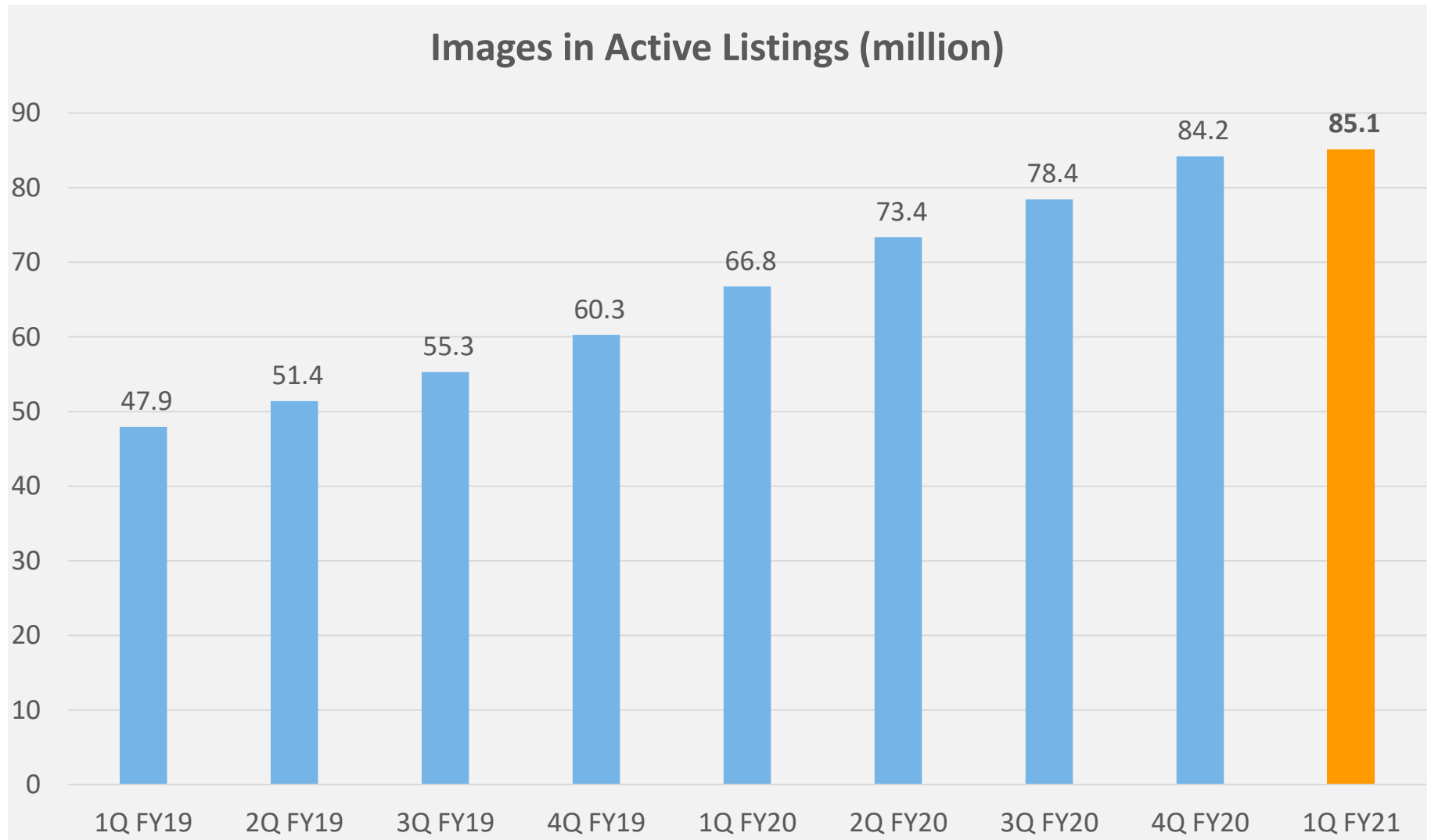
DATA ENRICHMENT

Active Listings - period end (million)



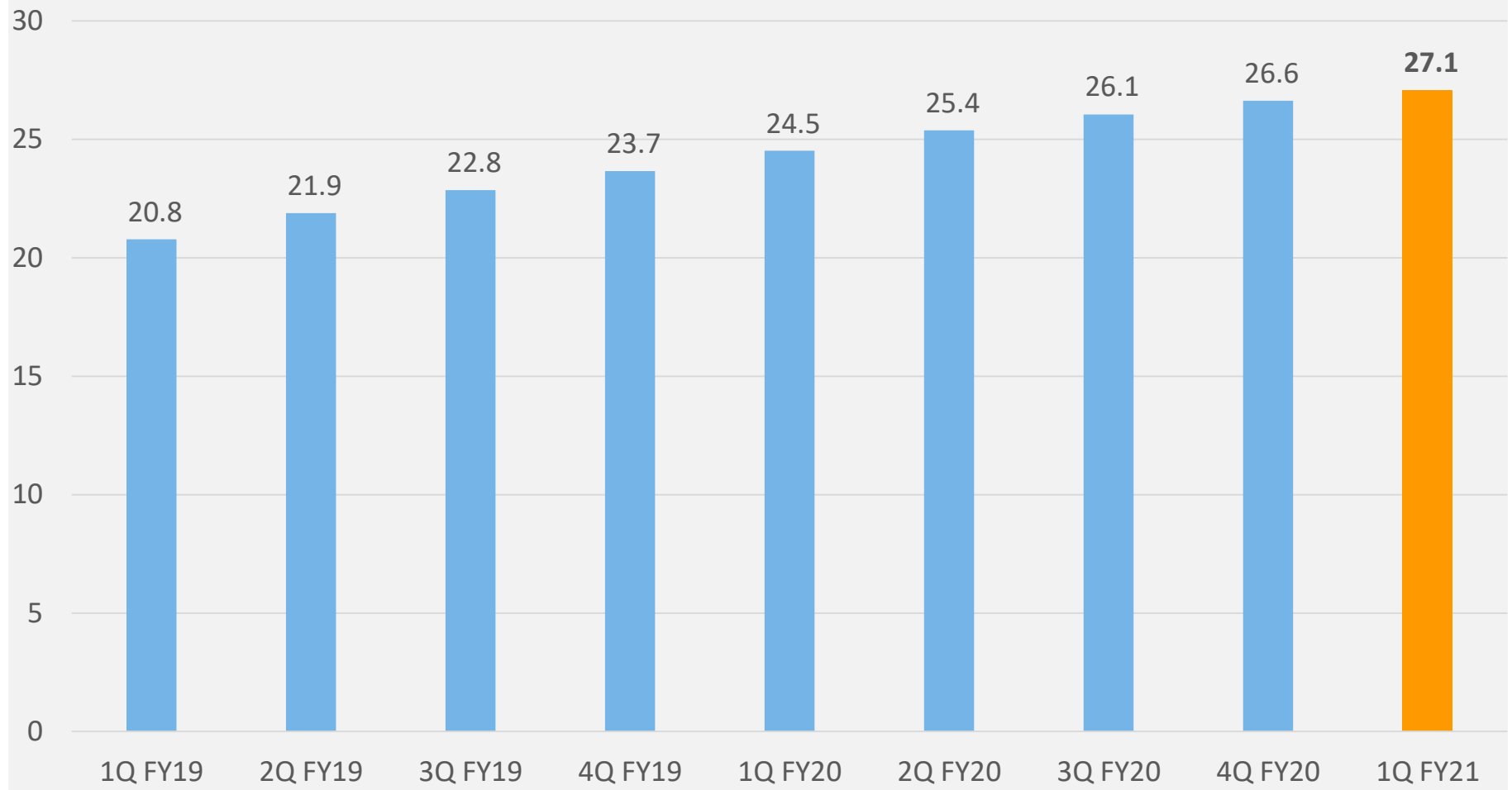
DATA ENRICHMENT





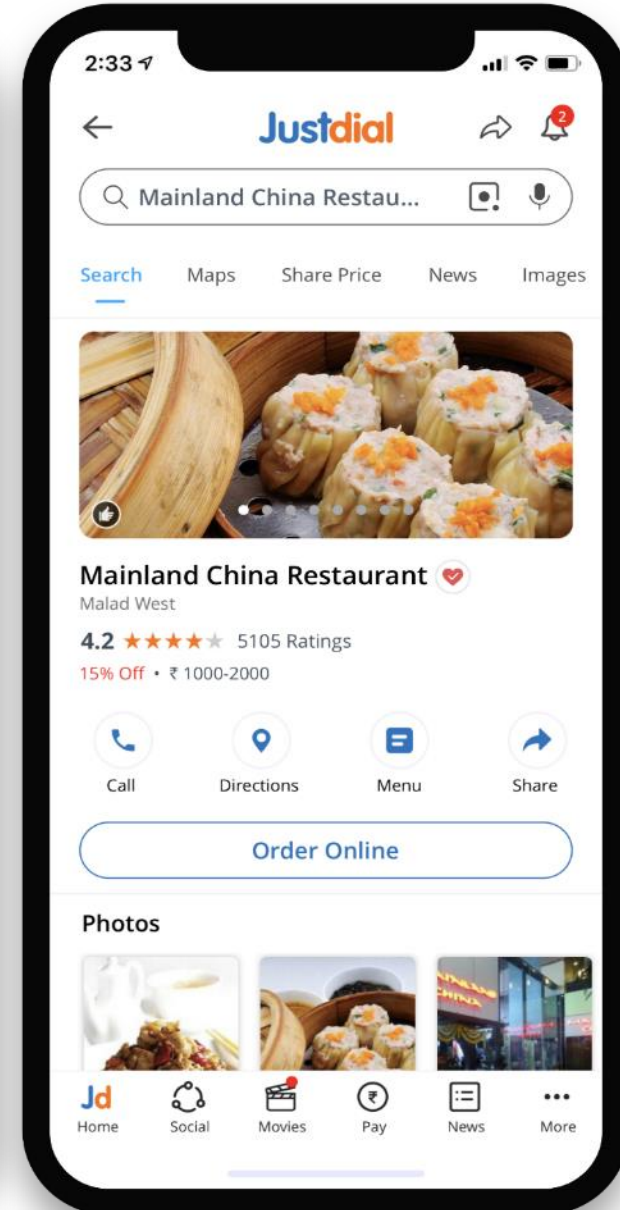
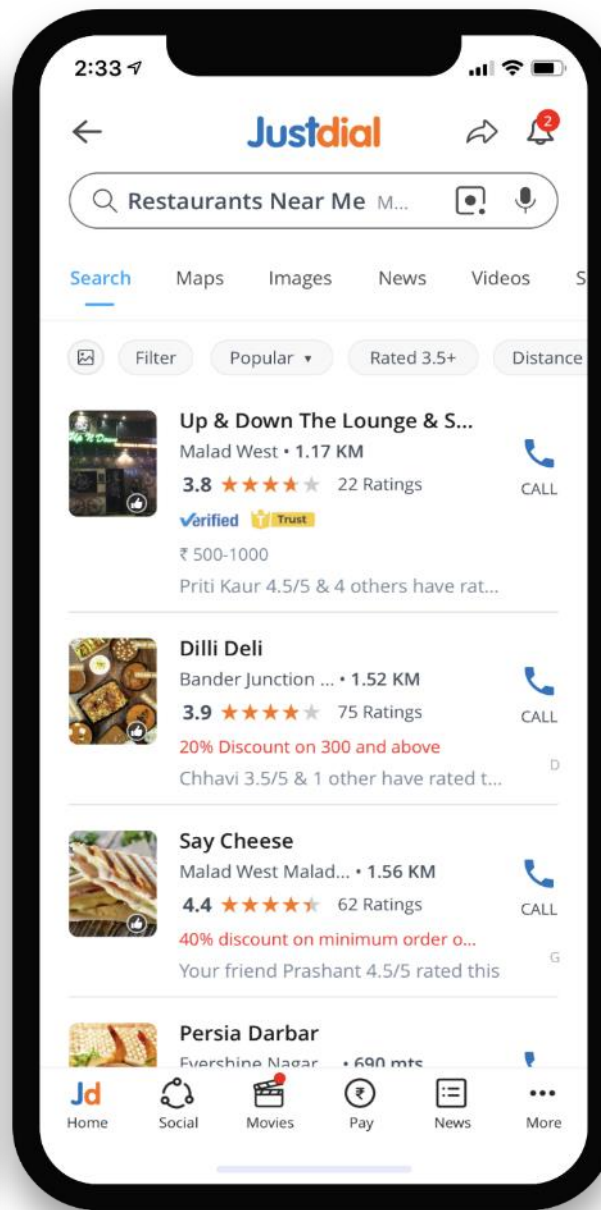
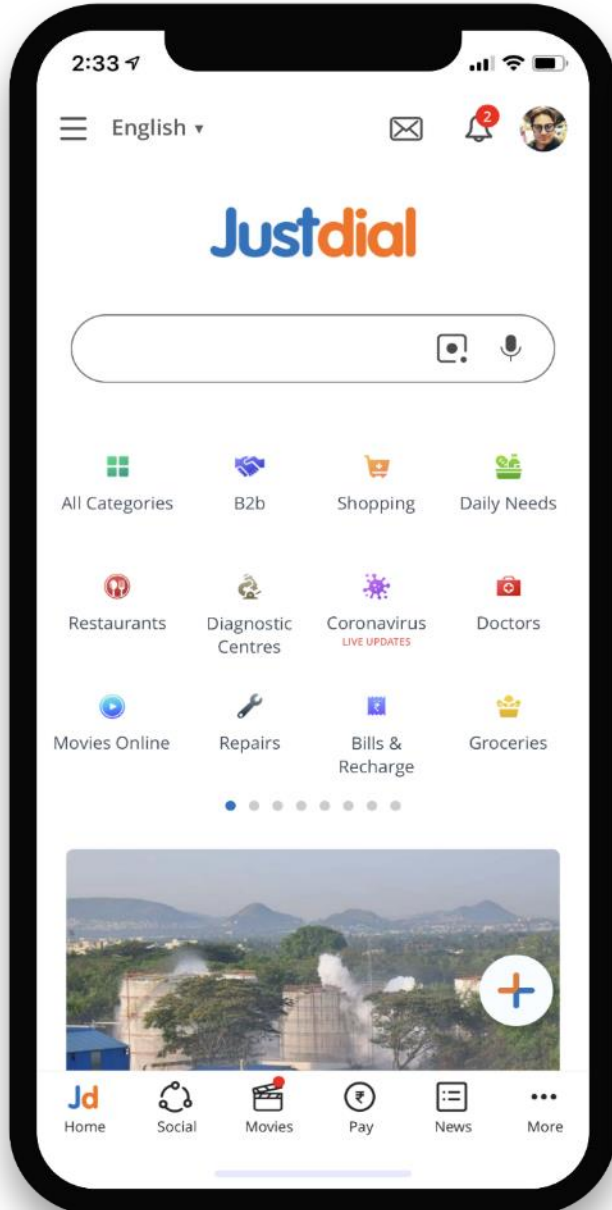
MOBILE APPS

Cumulative App Downloads (million)

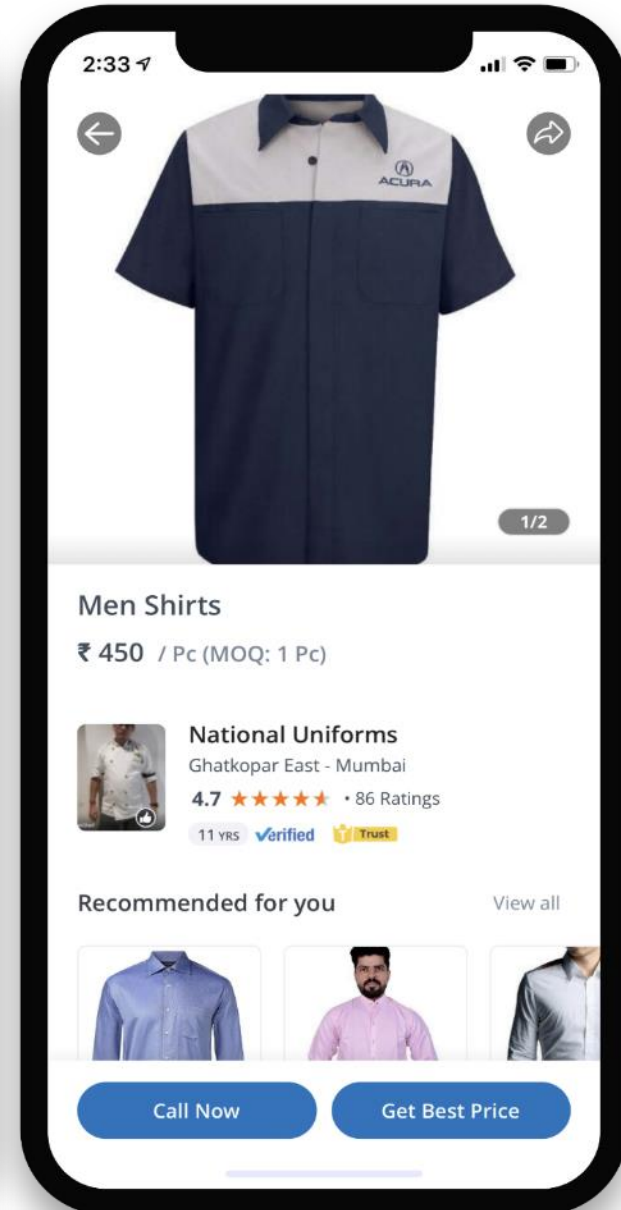
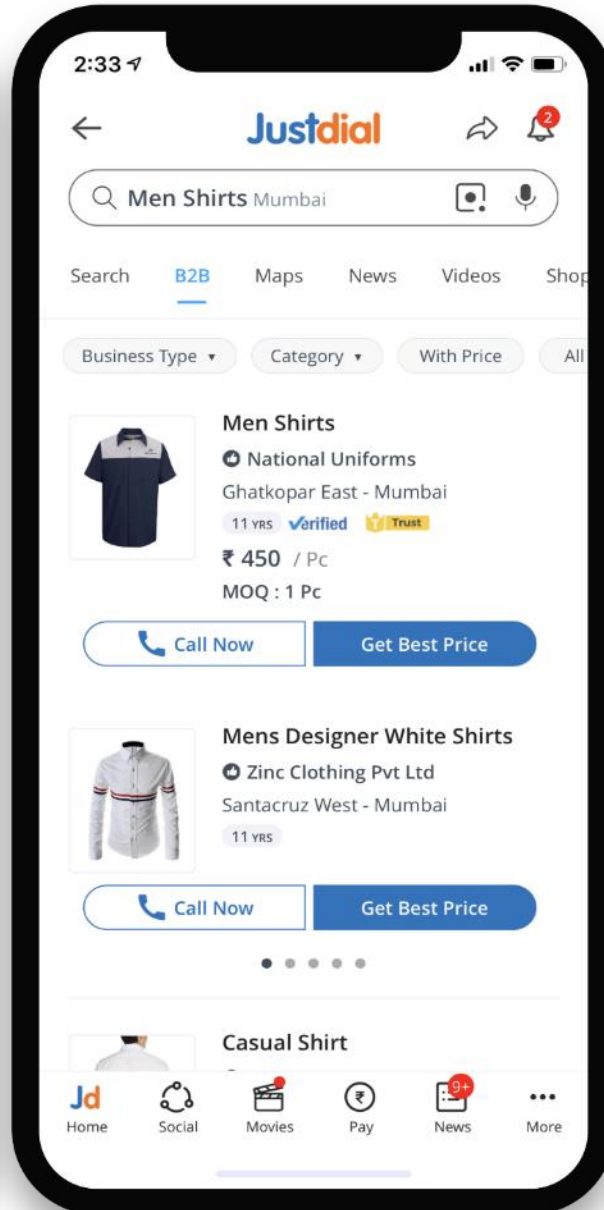
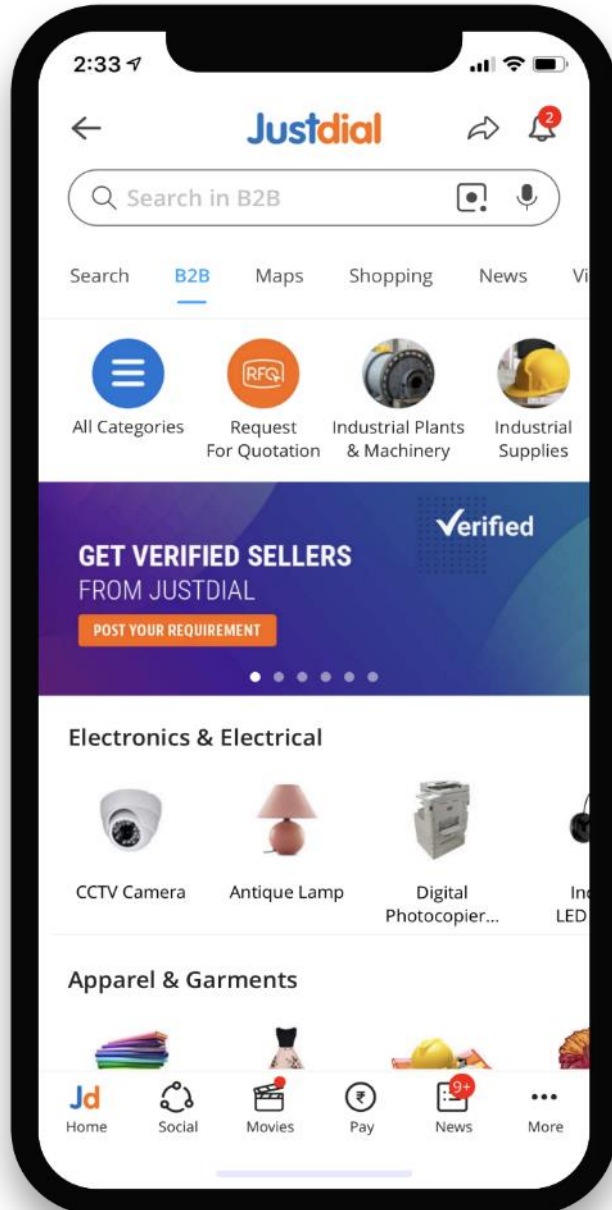




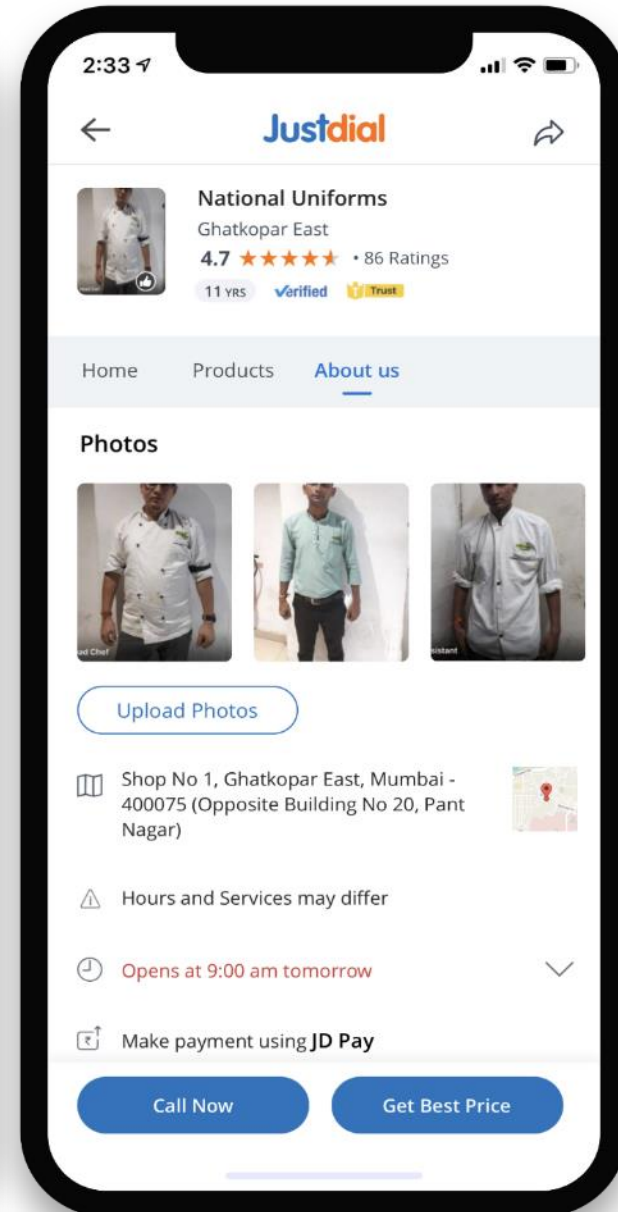
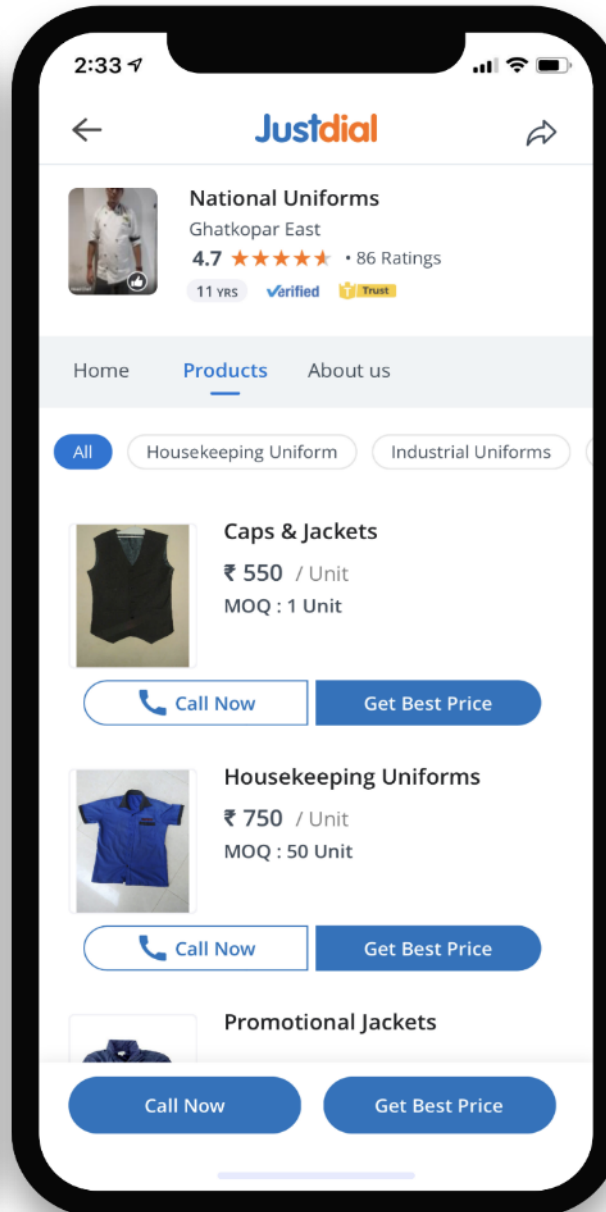
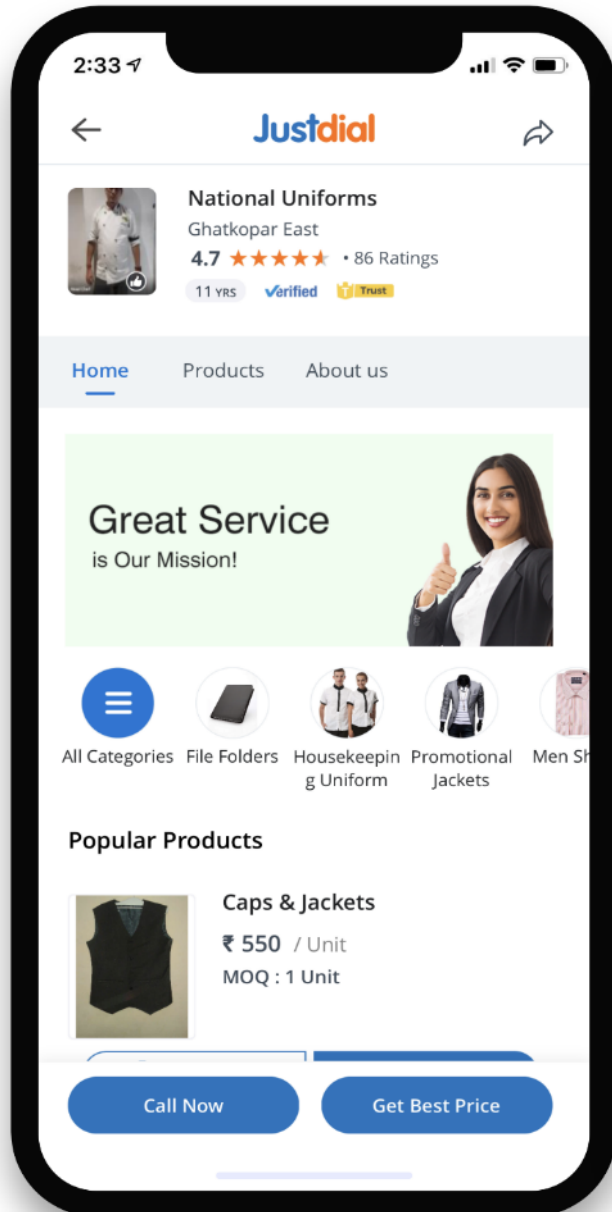
PRODUCT OVERVIEW

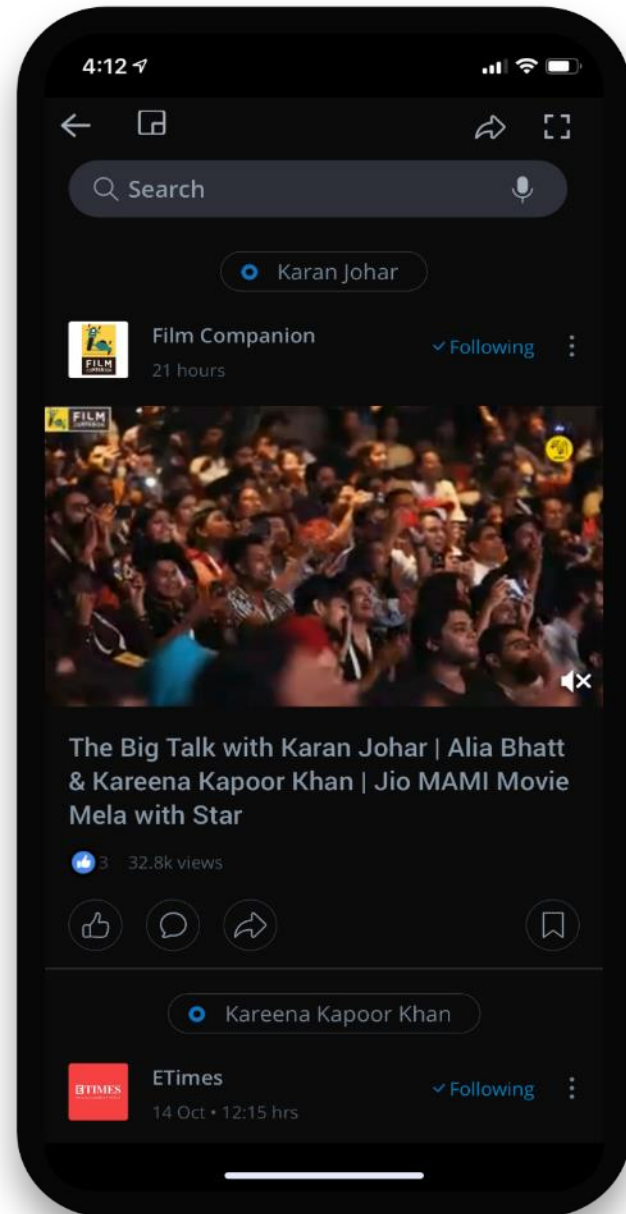
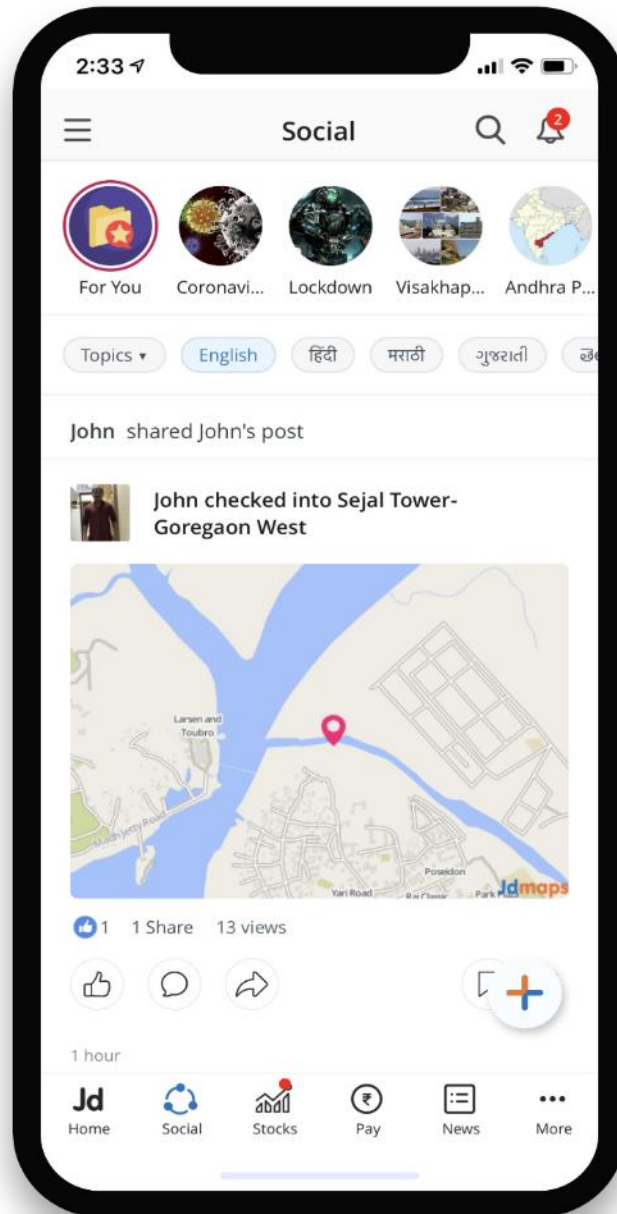


B2B - PRODUCTS

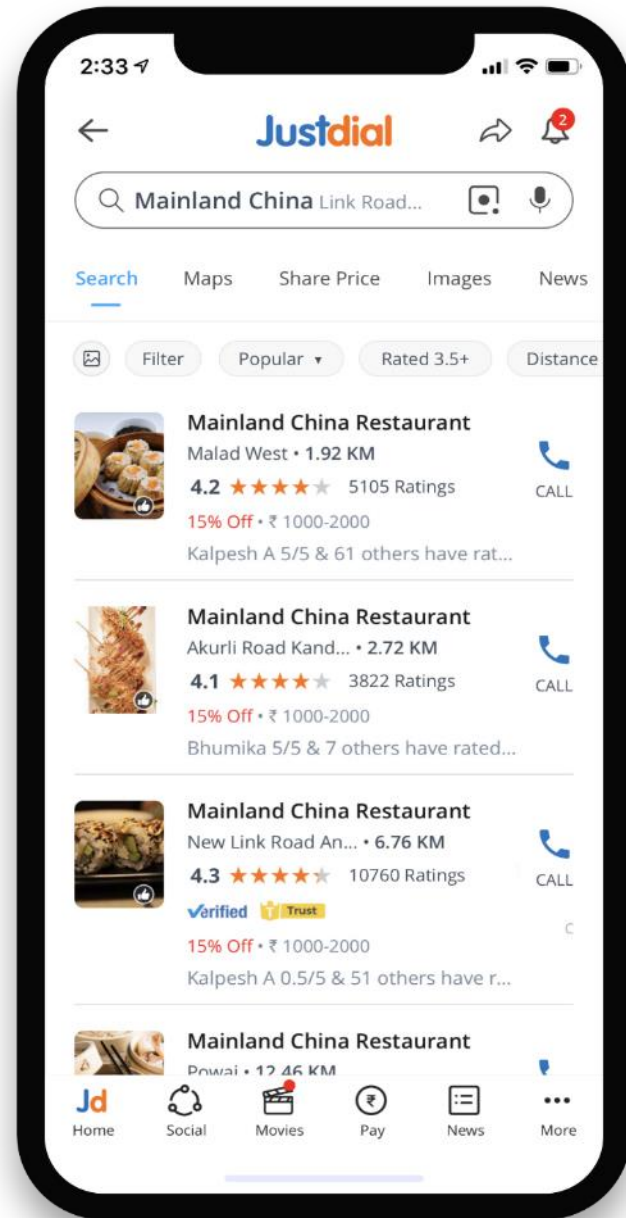
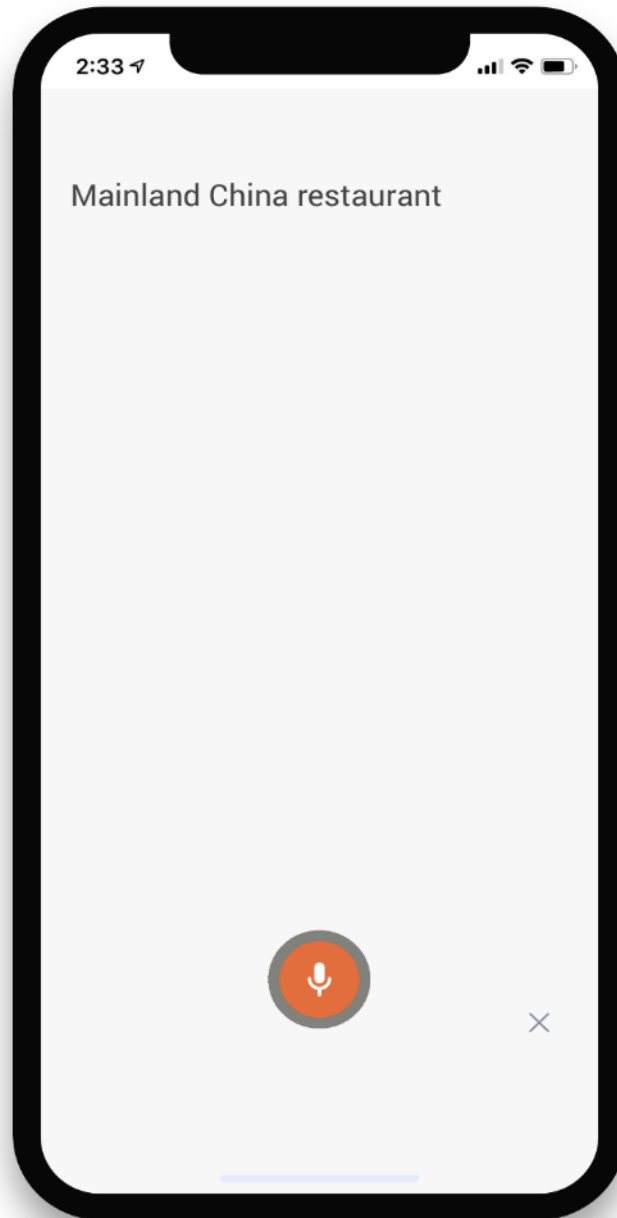


B2B – SELLER DETAILS

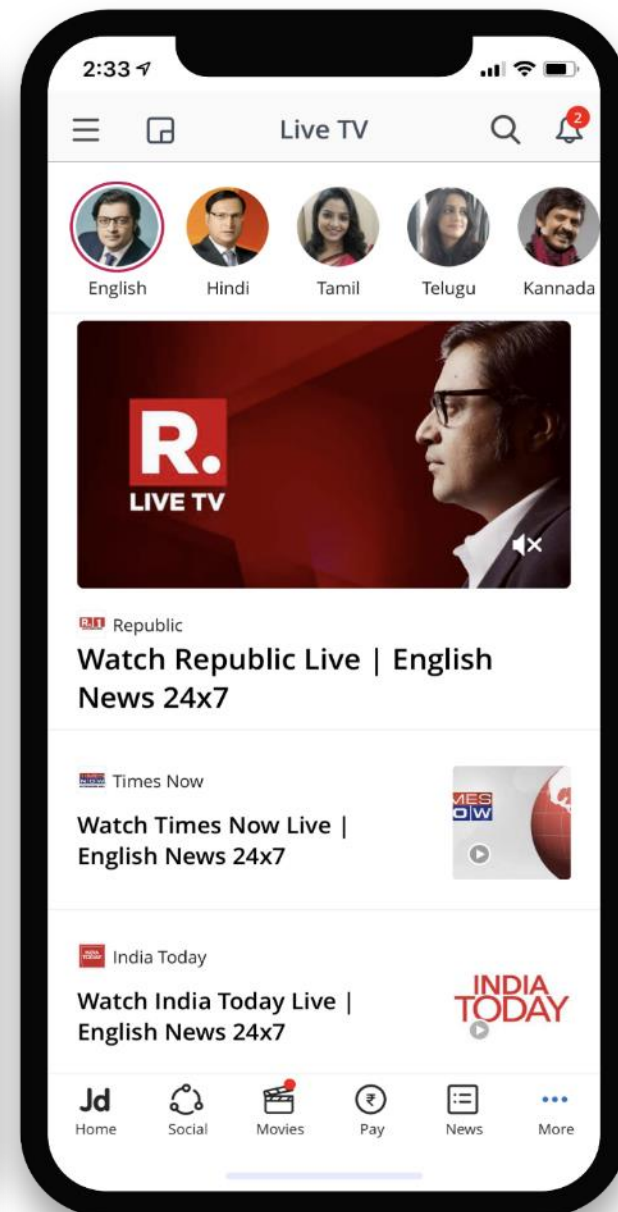
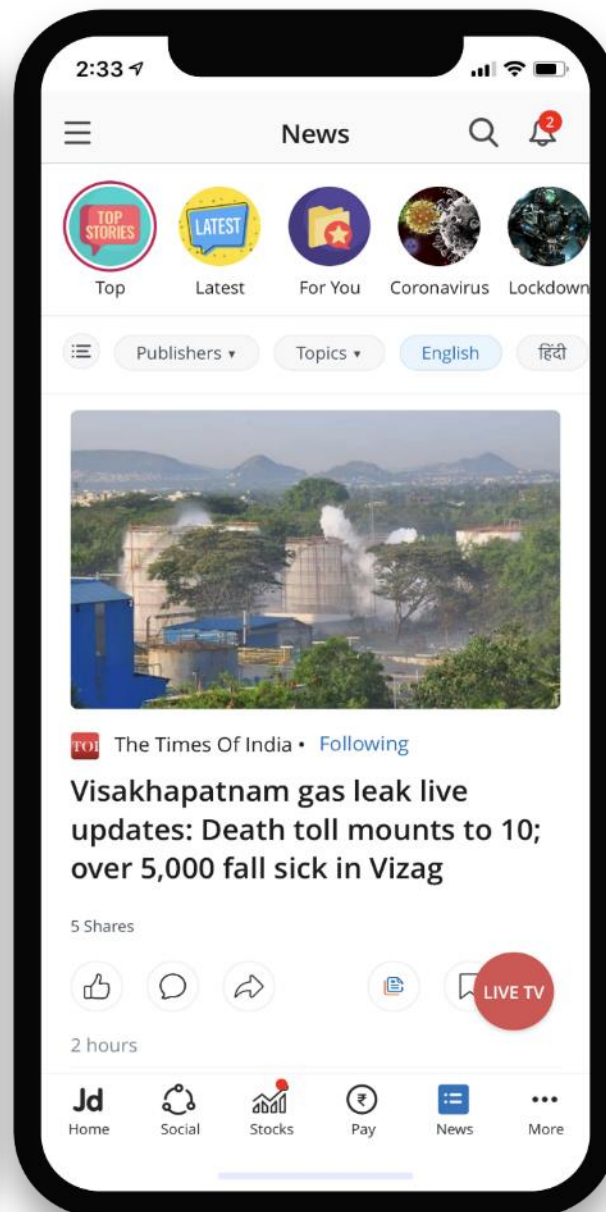
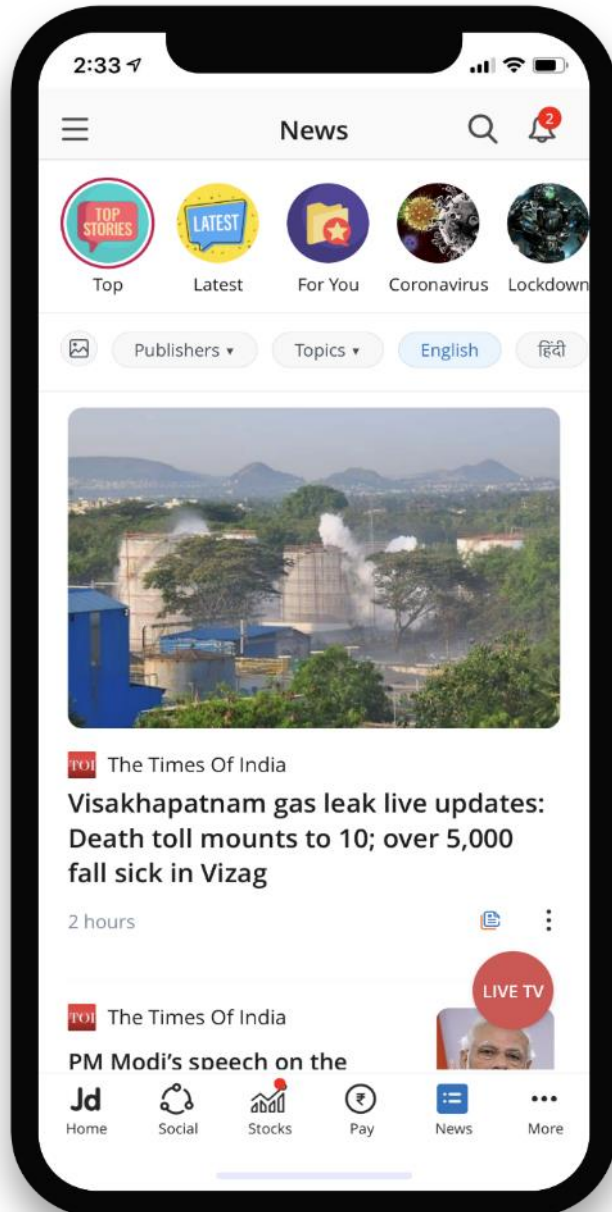




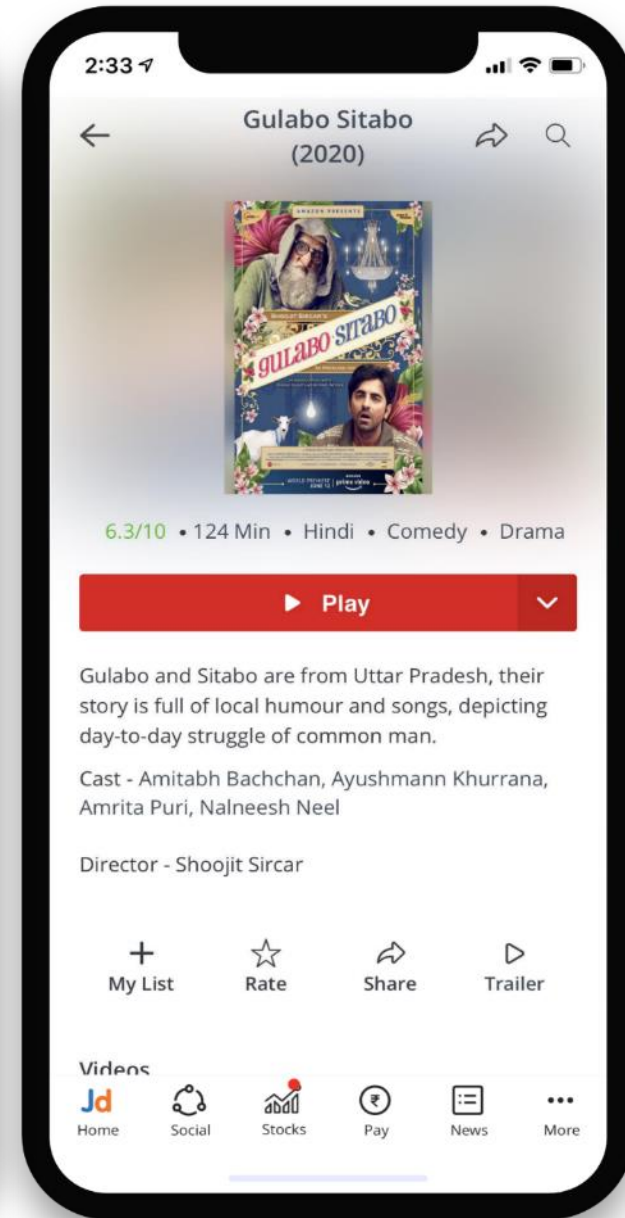
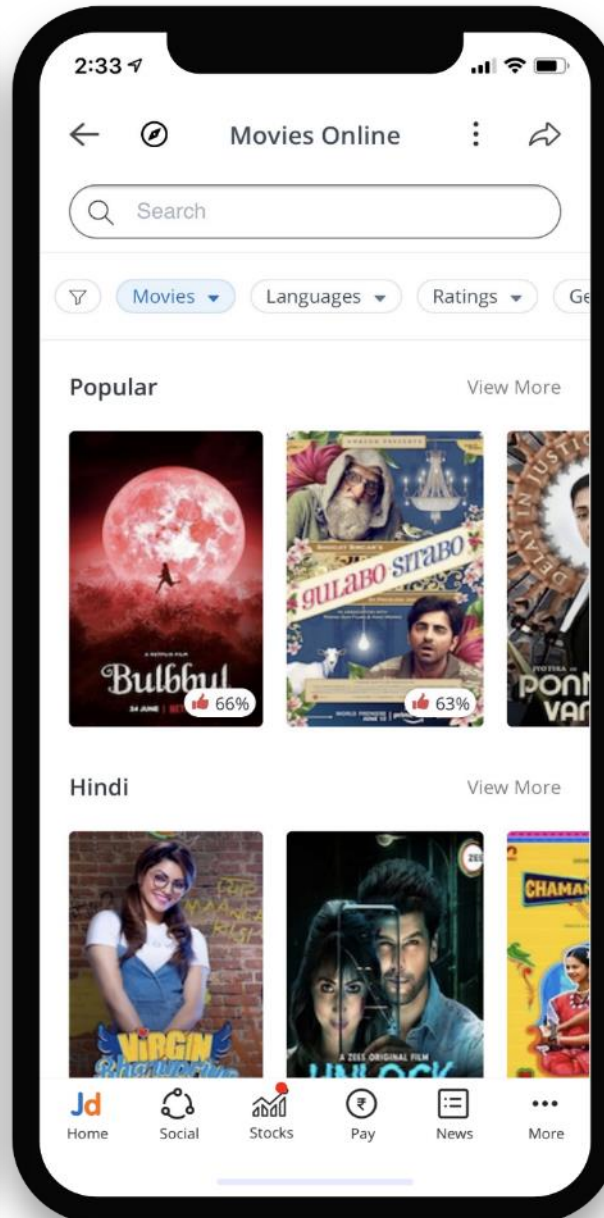
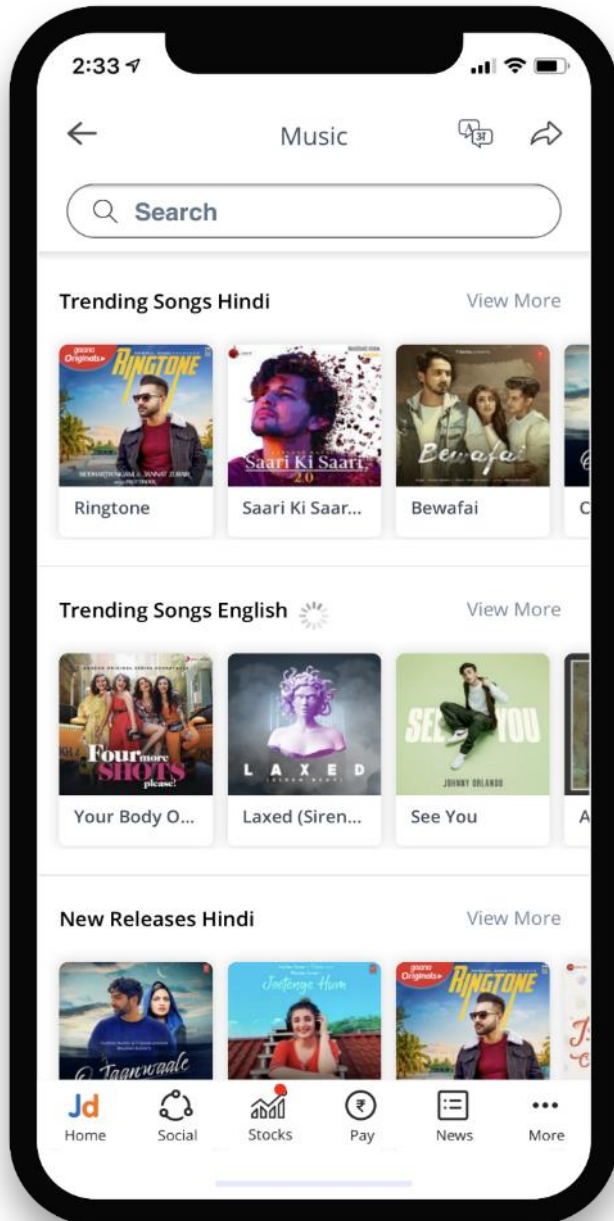
VOICE SEARCH

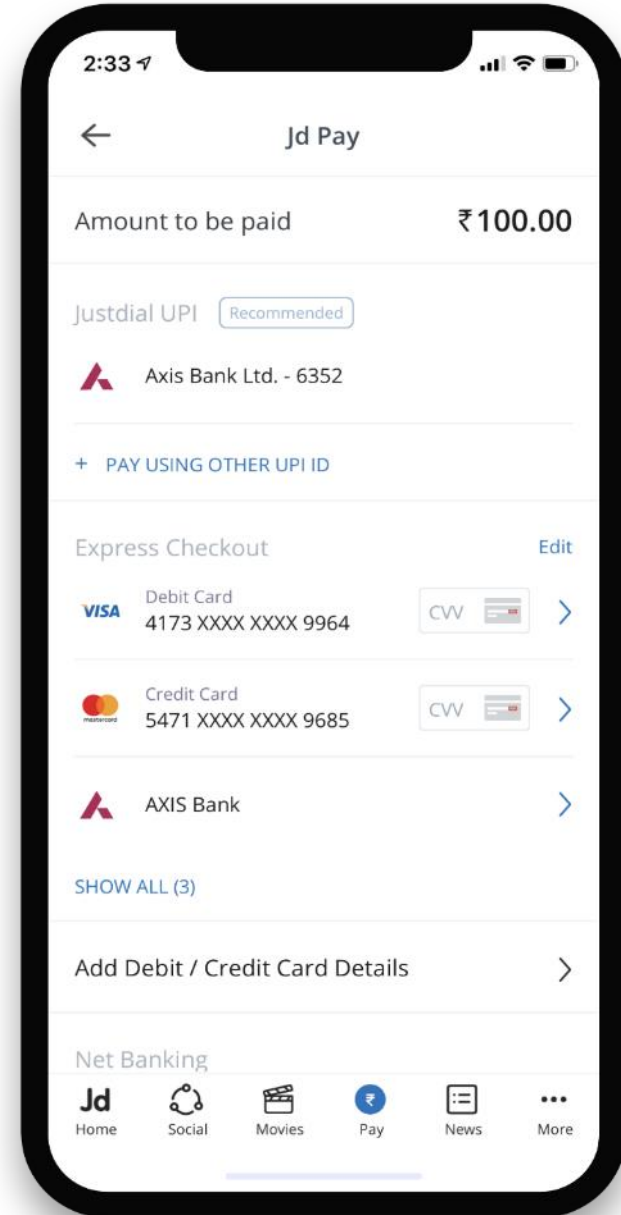
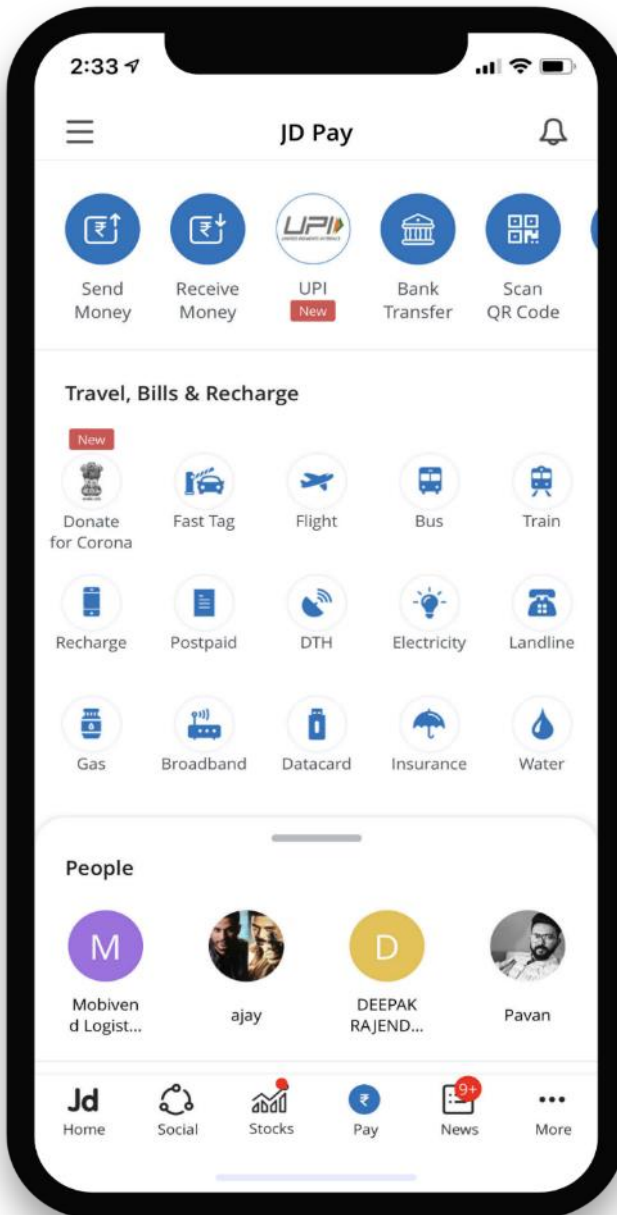


NEWS / LIVE TV



RADIO / MOVIES ONLINE





BEYOND SEARCH

Price Comparison

Hail a Cab

Flight Tickets

Train Tickets

Bus Tickets

Hotel Bookings

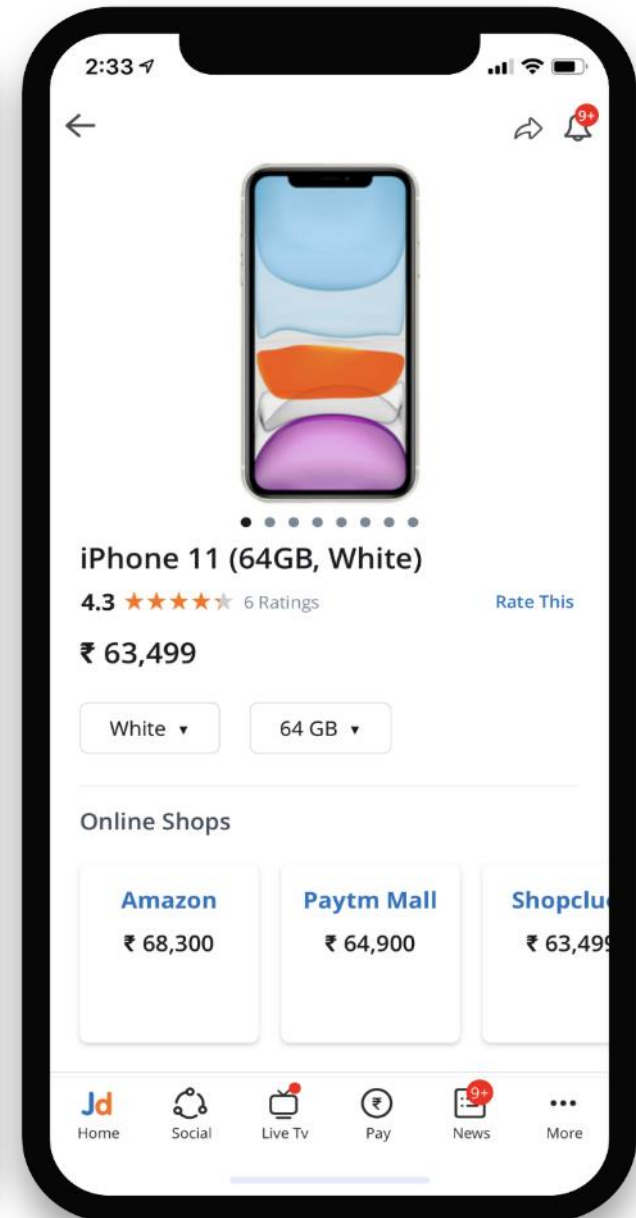
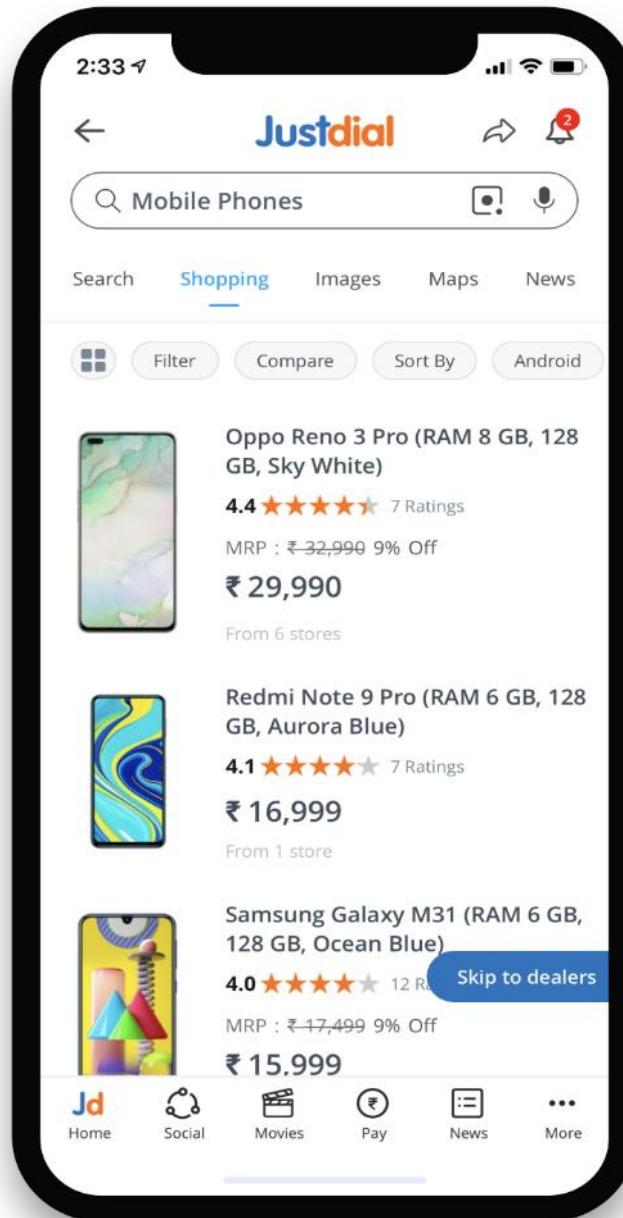
Bills & Recharge

Stocks

Augmented Reality

Pay via UPI

... and many more.



BEYOND SEARCH

Price Comparison



Hail a Cab

Flight Tickets

Train Tickets

Bus Tickets

Hotel Bookings

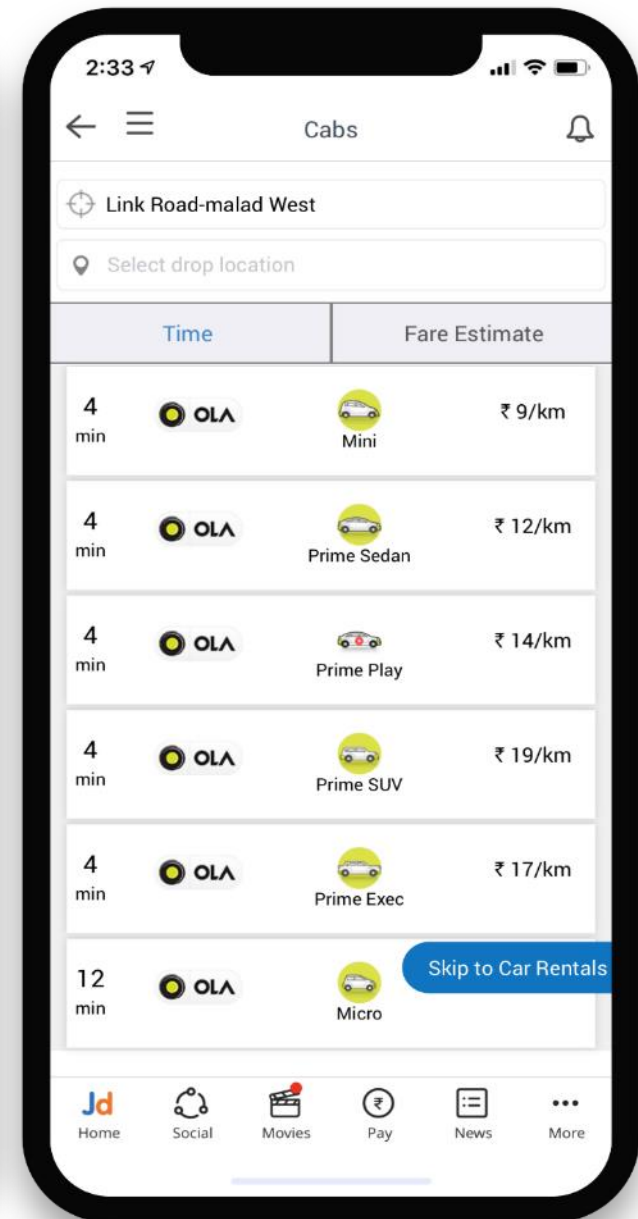
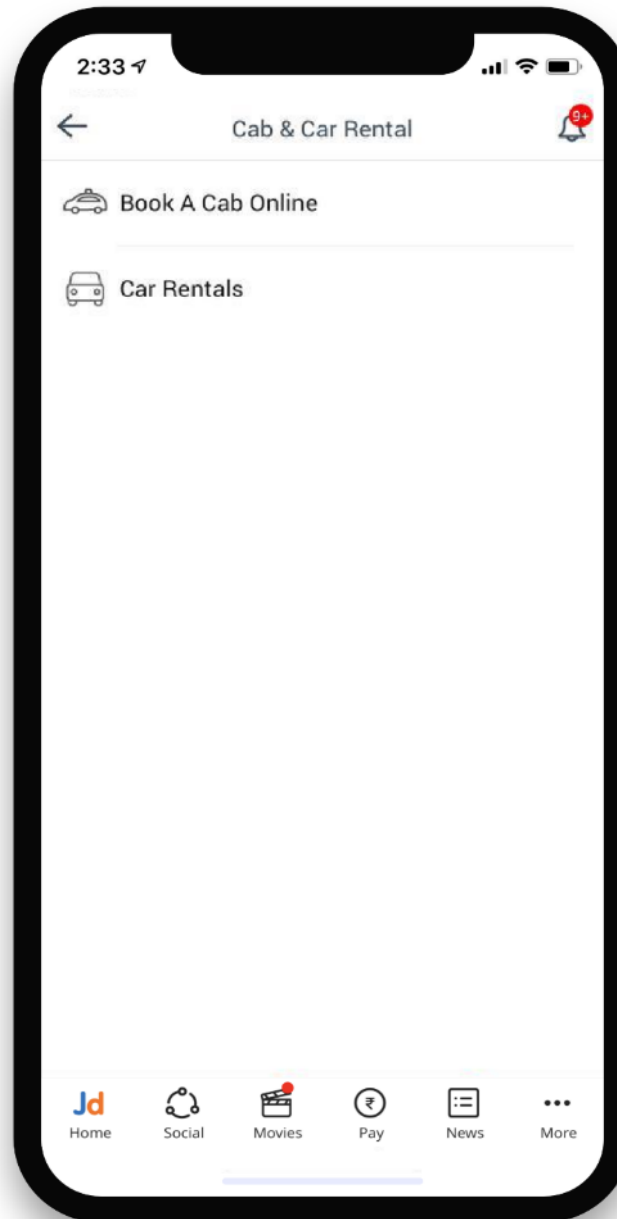
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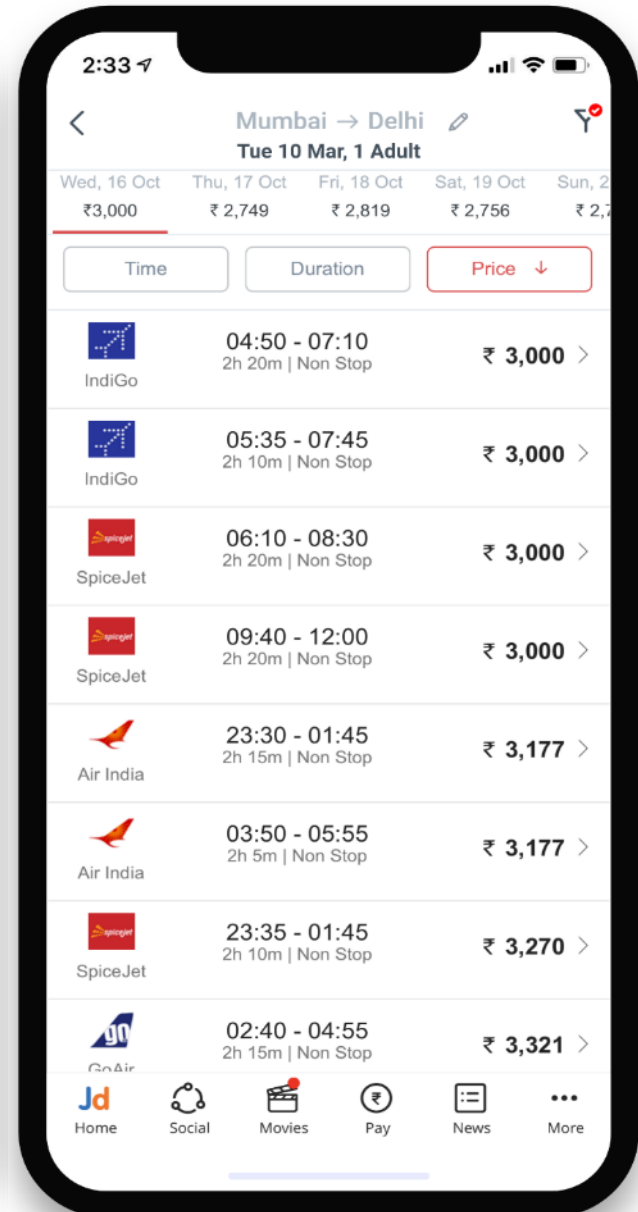
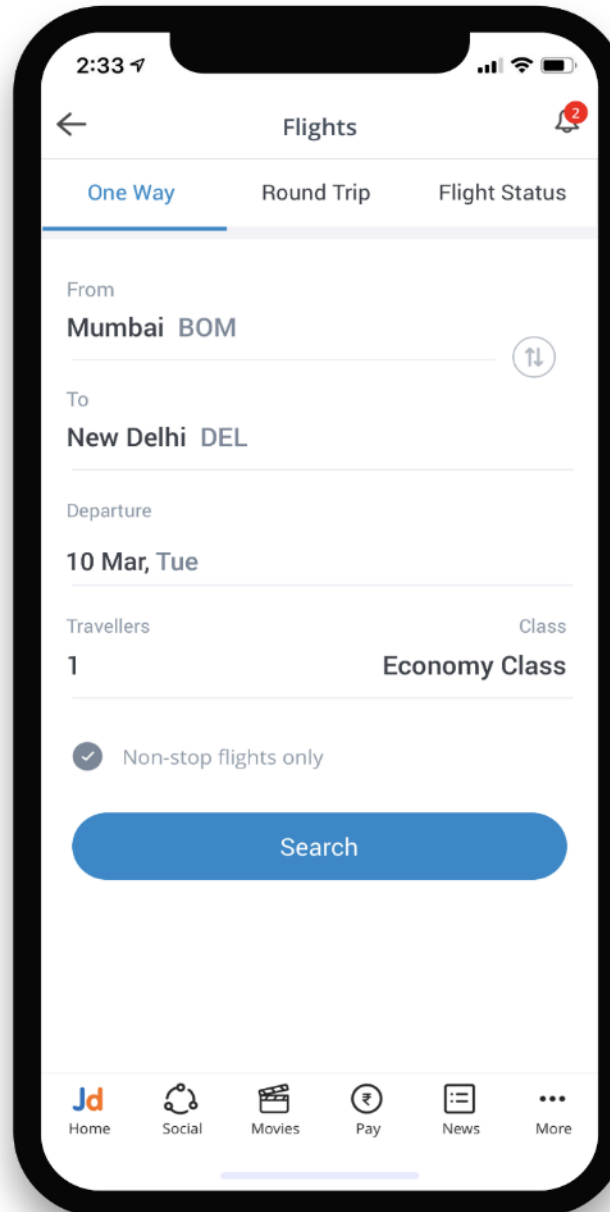
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Price Comparison

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Flight Tickets

 **Train Tickets**

Bus Tickets

Hotel Bookings

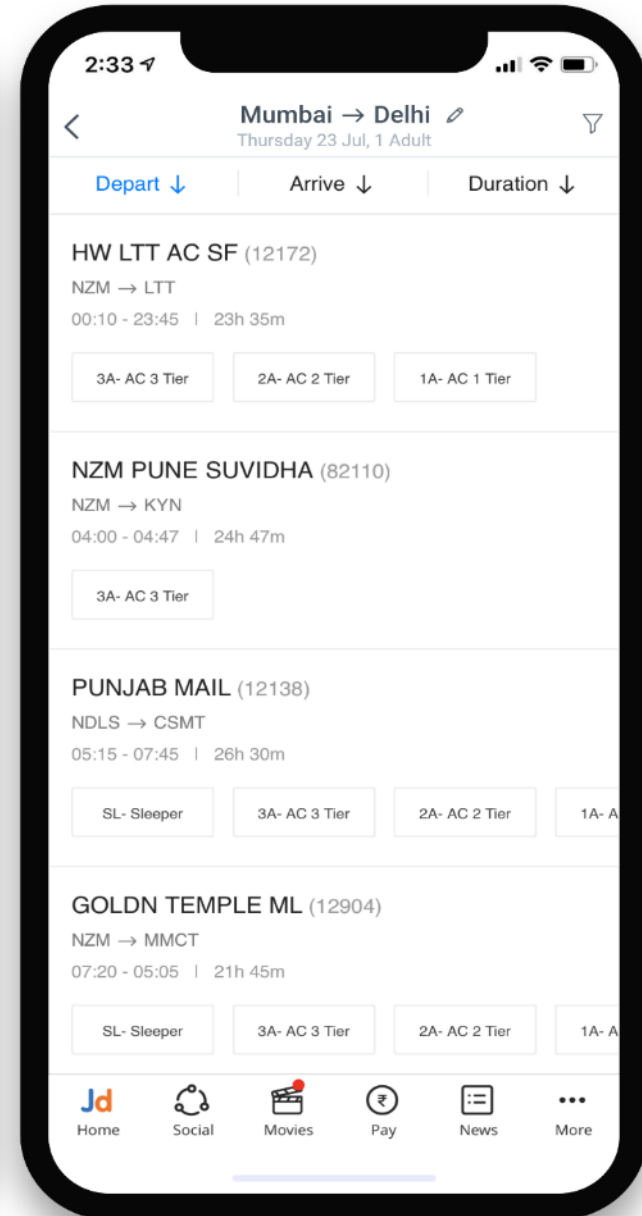
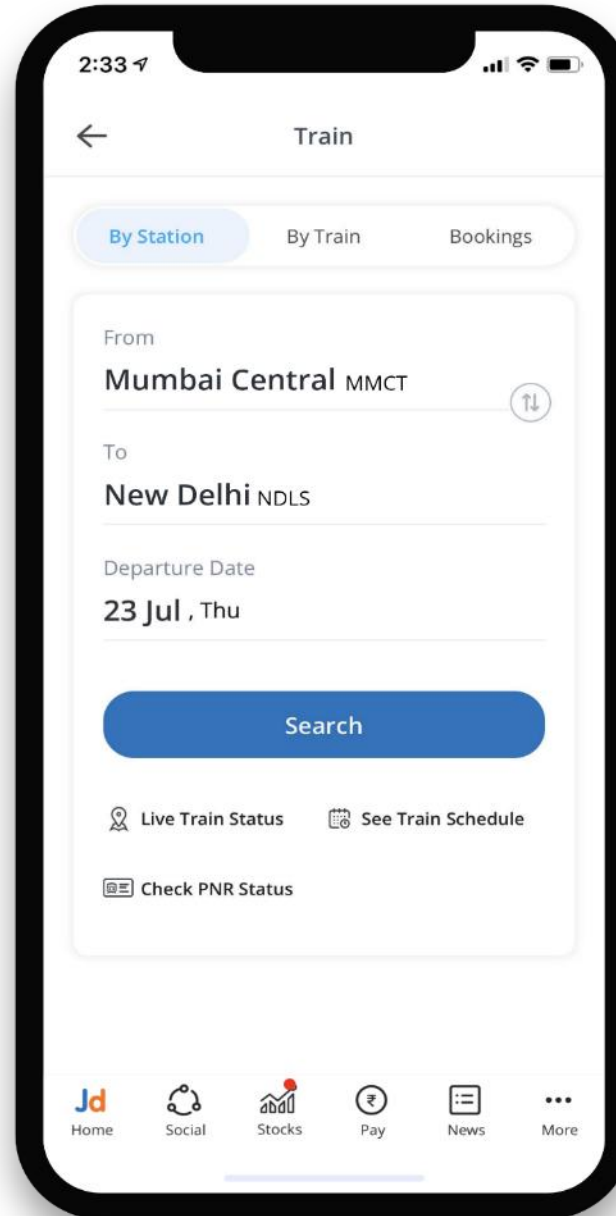
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Train Tickets

 **Bus Tickets**

Hotel Bookings

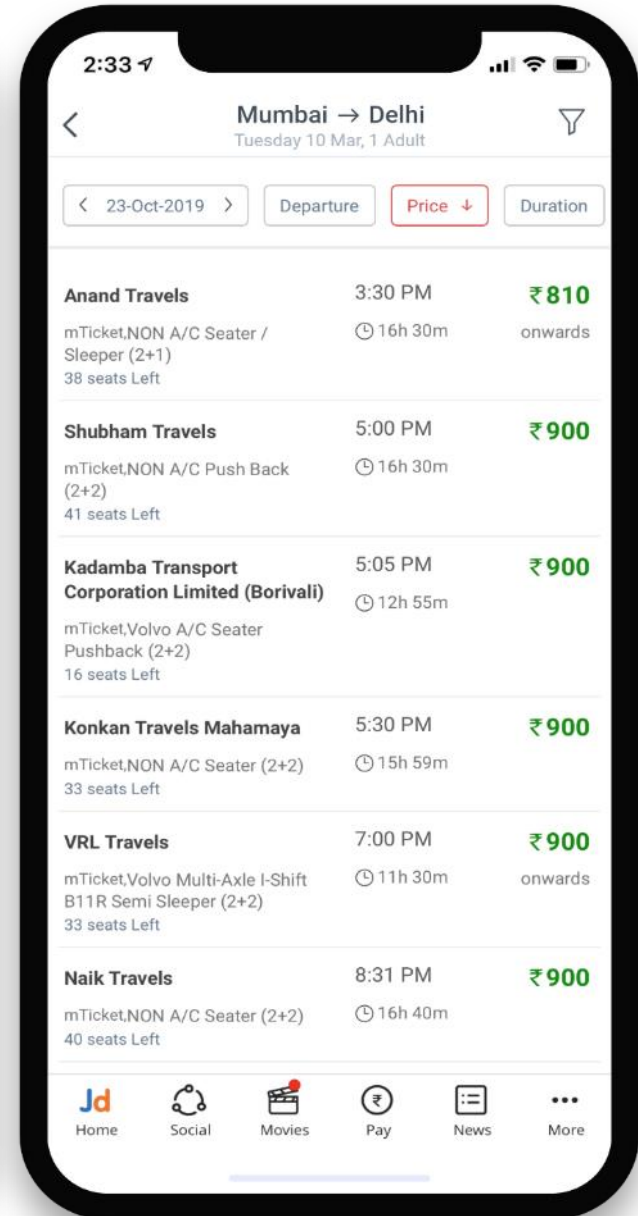
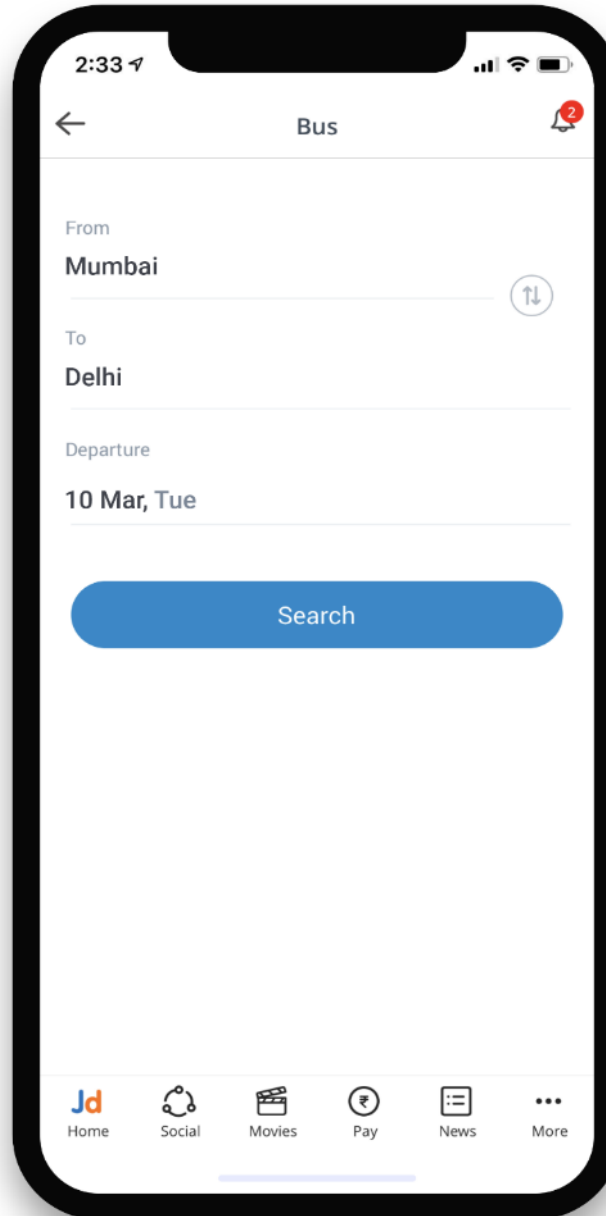
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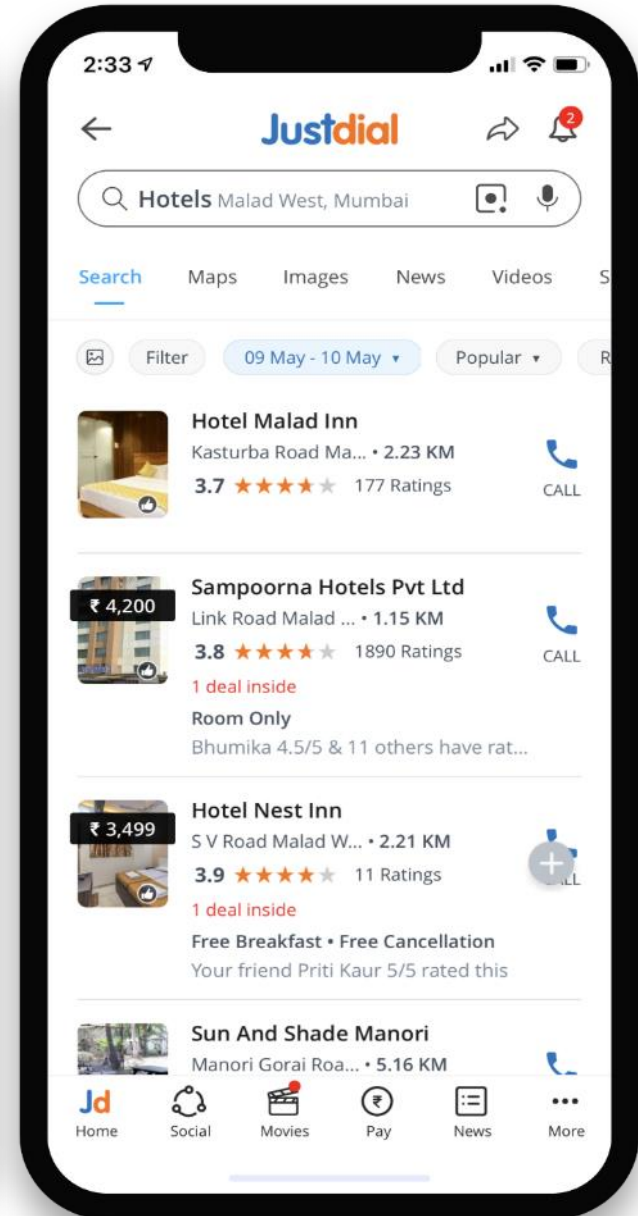
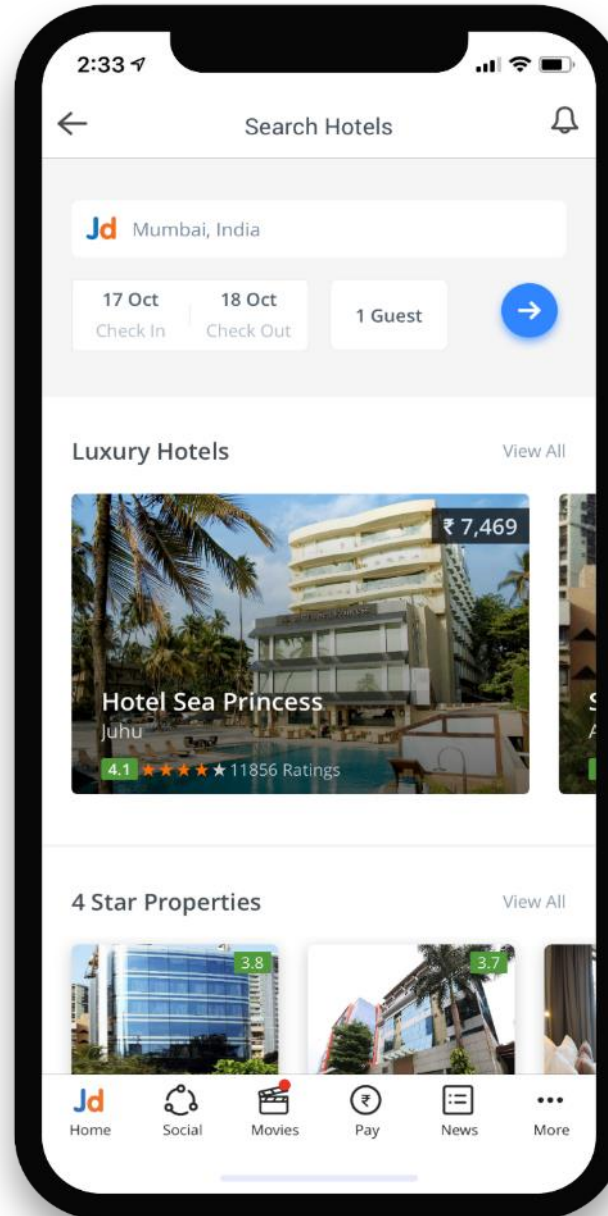
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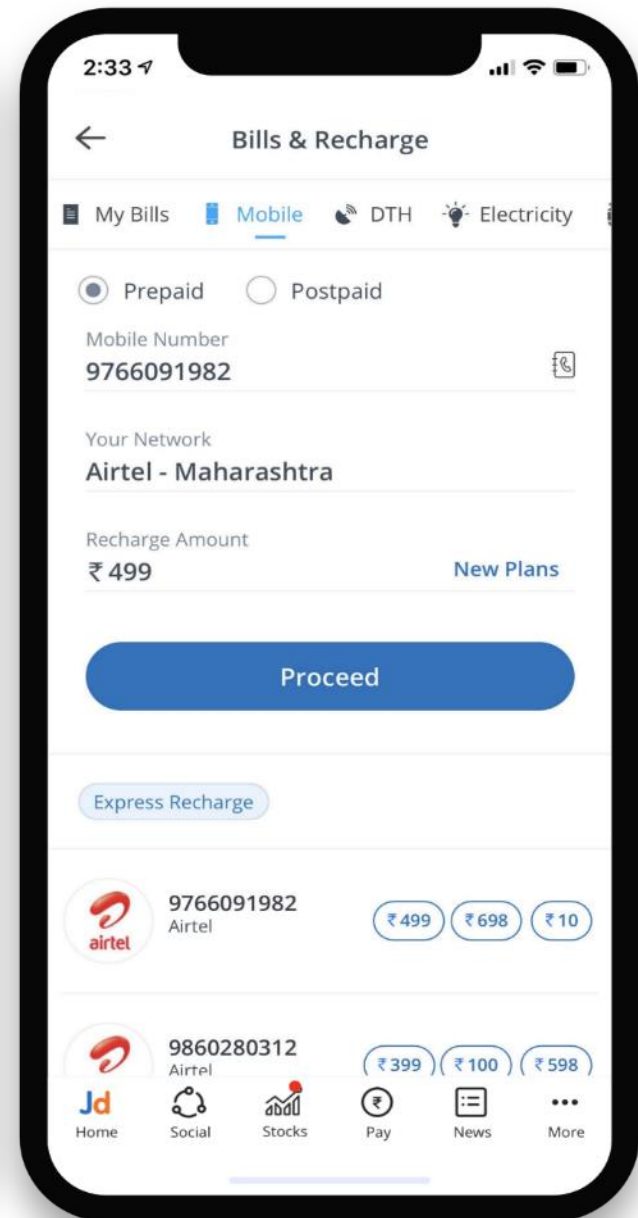
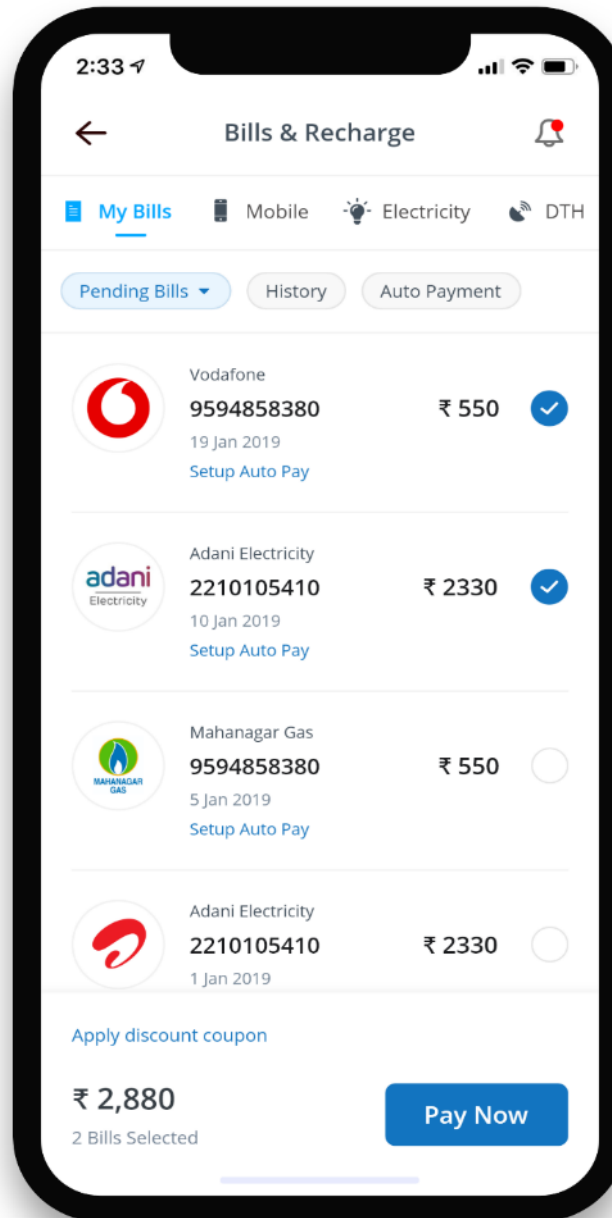
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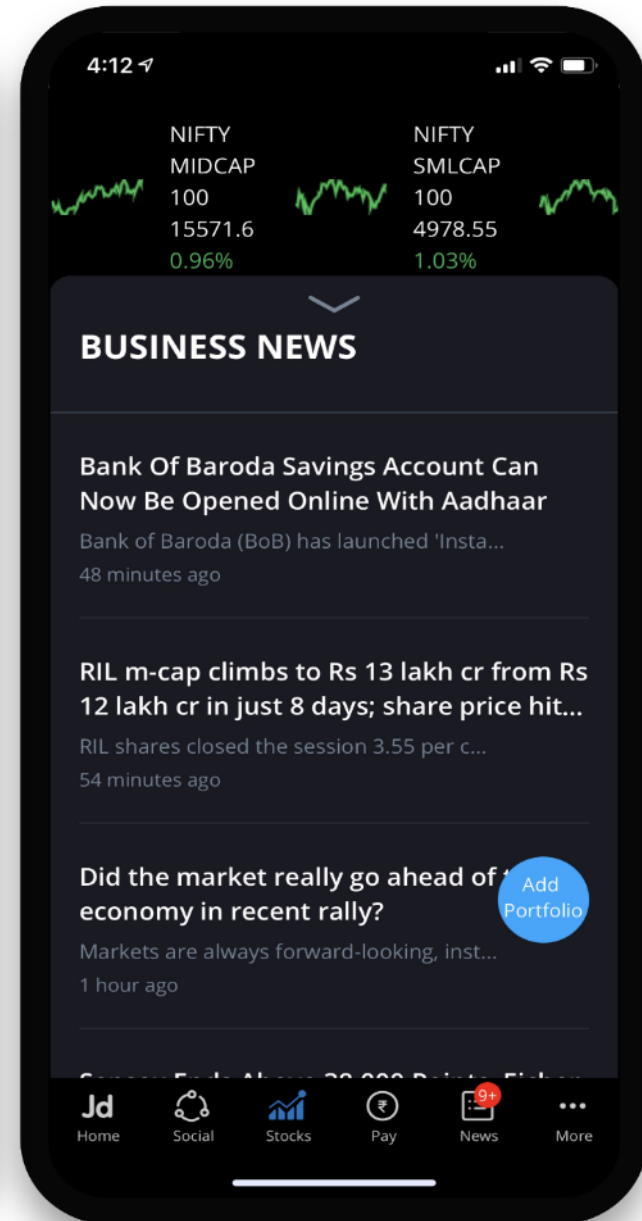
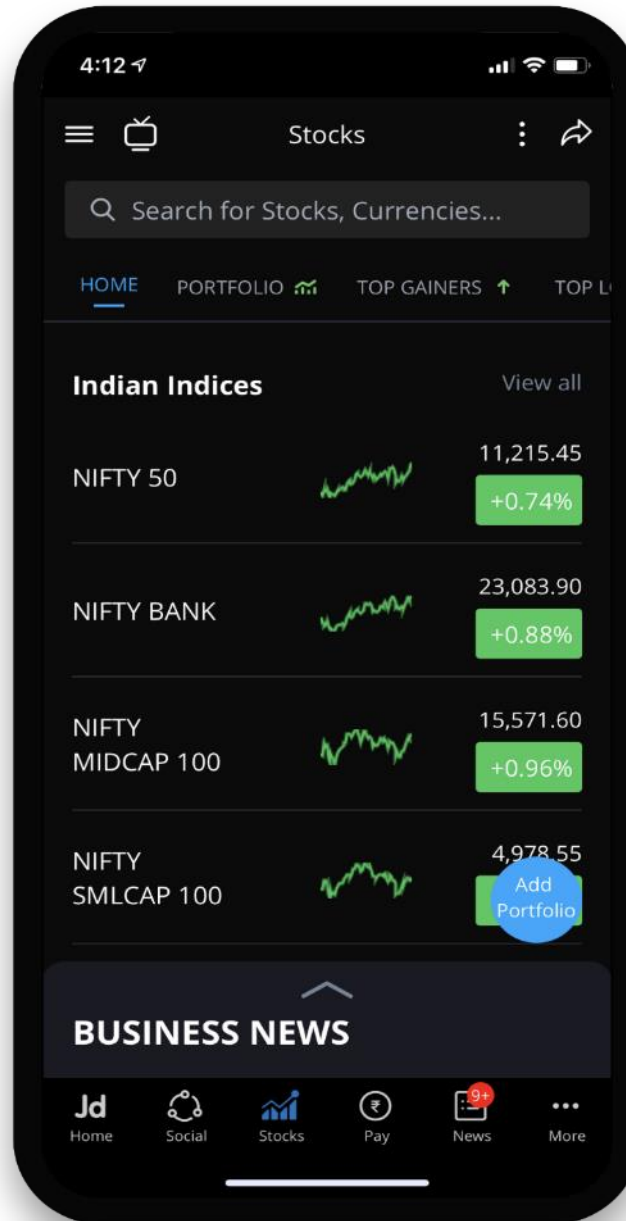
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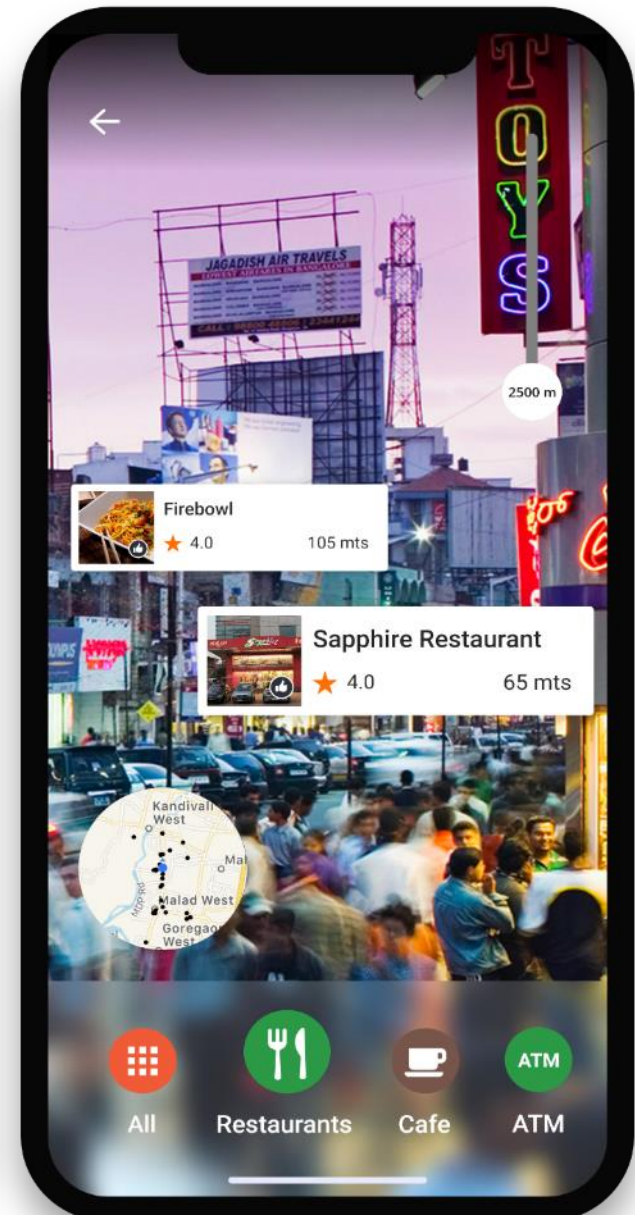
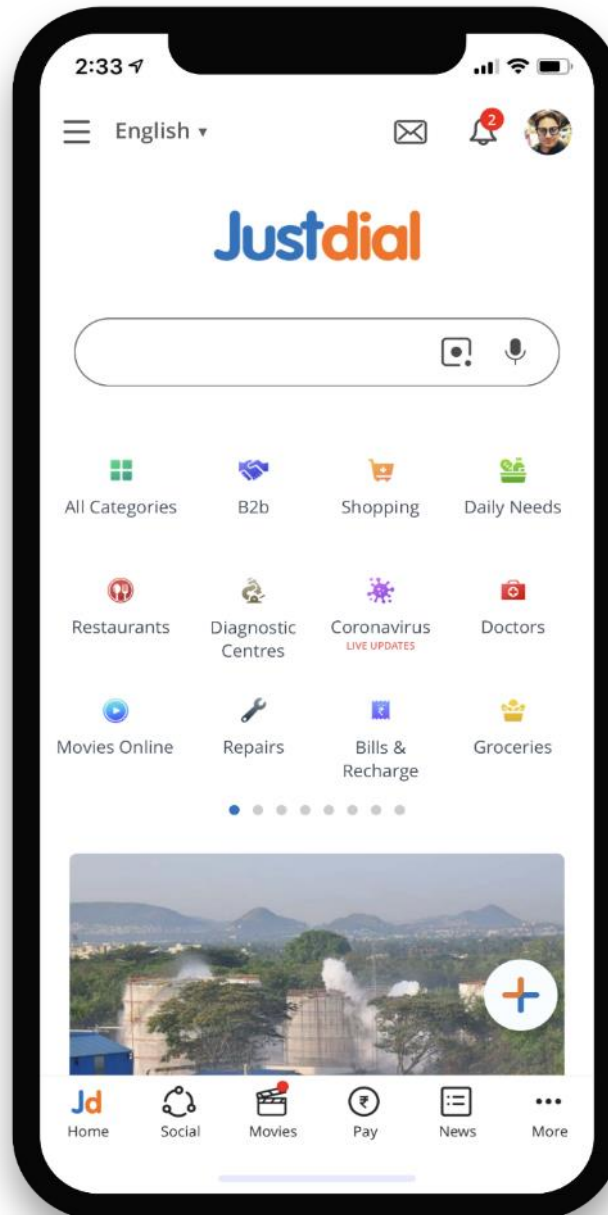
Bills & Recharge

Stocks

 **Augmented Reality**

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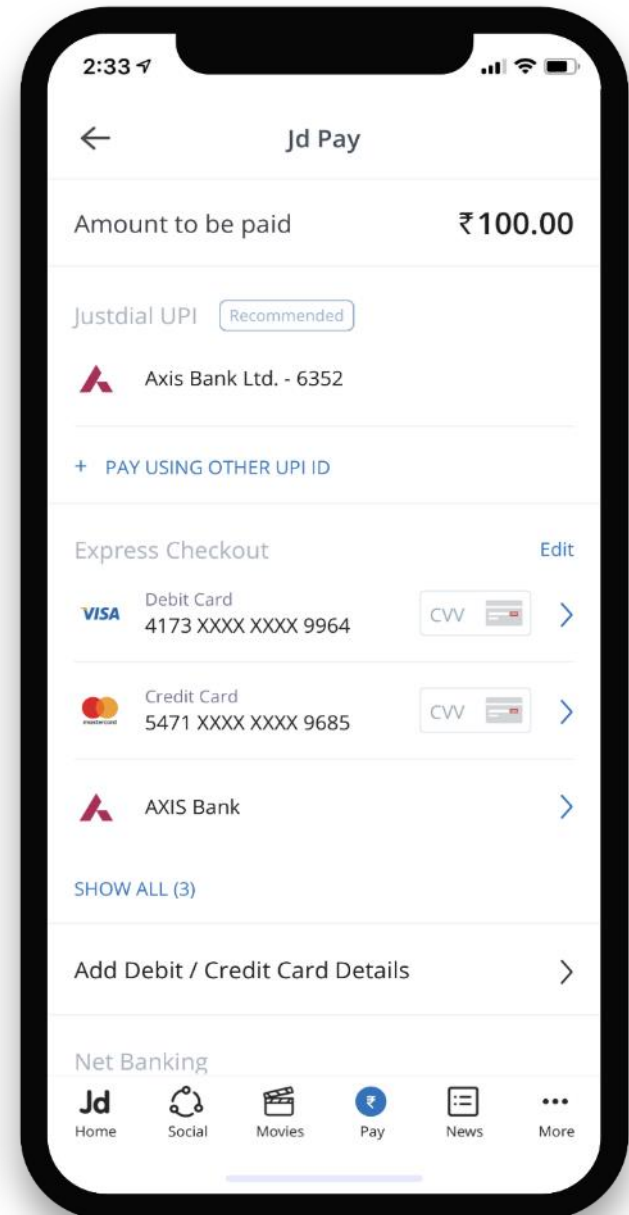
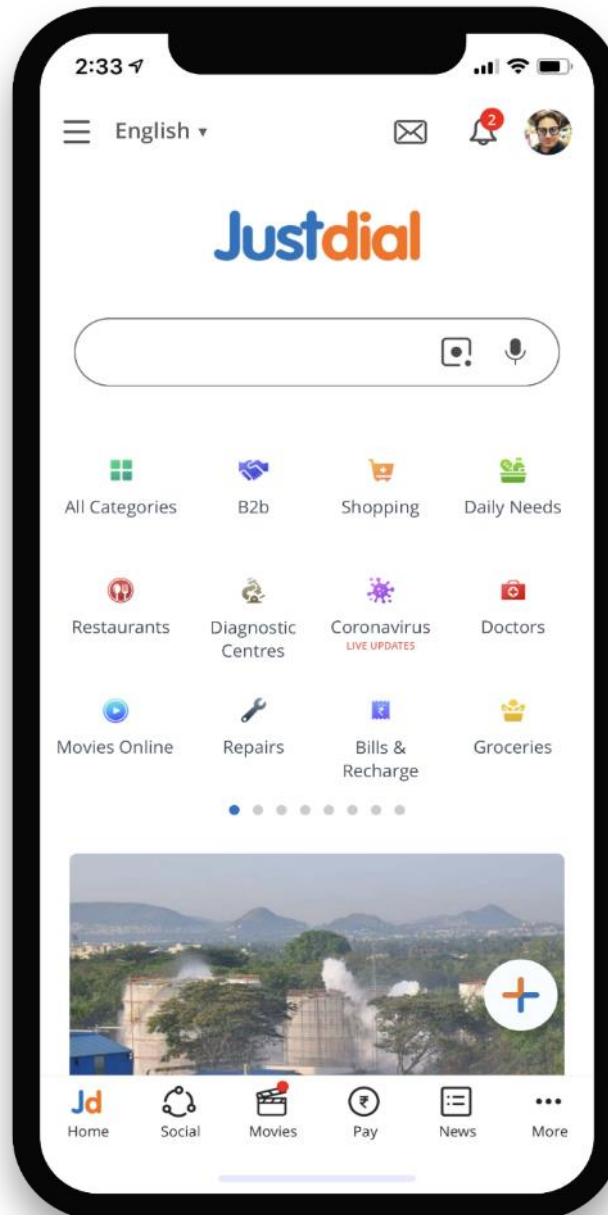
Stocks

Augmented Reality



Pay via UPI

... and many more.





FINANCIAL OVERVIEW

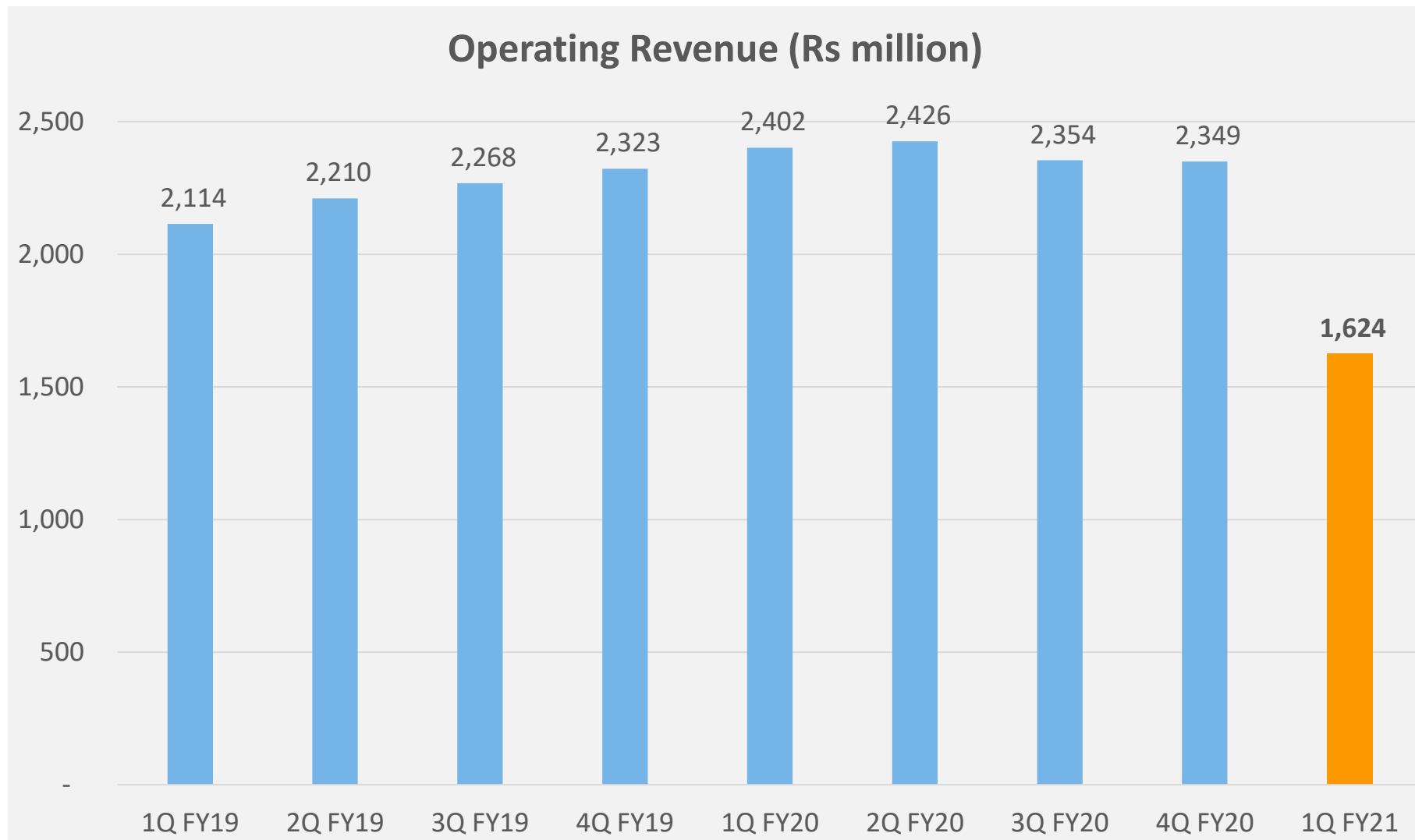
EFFICIENT & PROFITABLE BUSINESS MODEL

- 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 3,413 employees in tele-sales, 1,363 feet-on-street (marketing), and 3,324 feet-on-street (JDAs - Just Dial Ambassadors, cold calling team) as on Q1 FY21



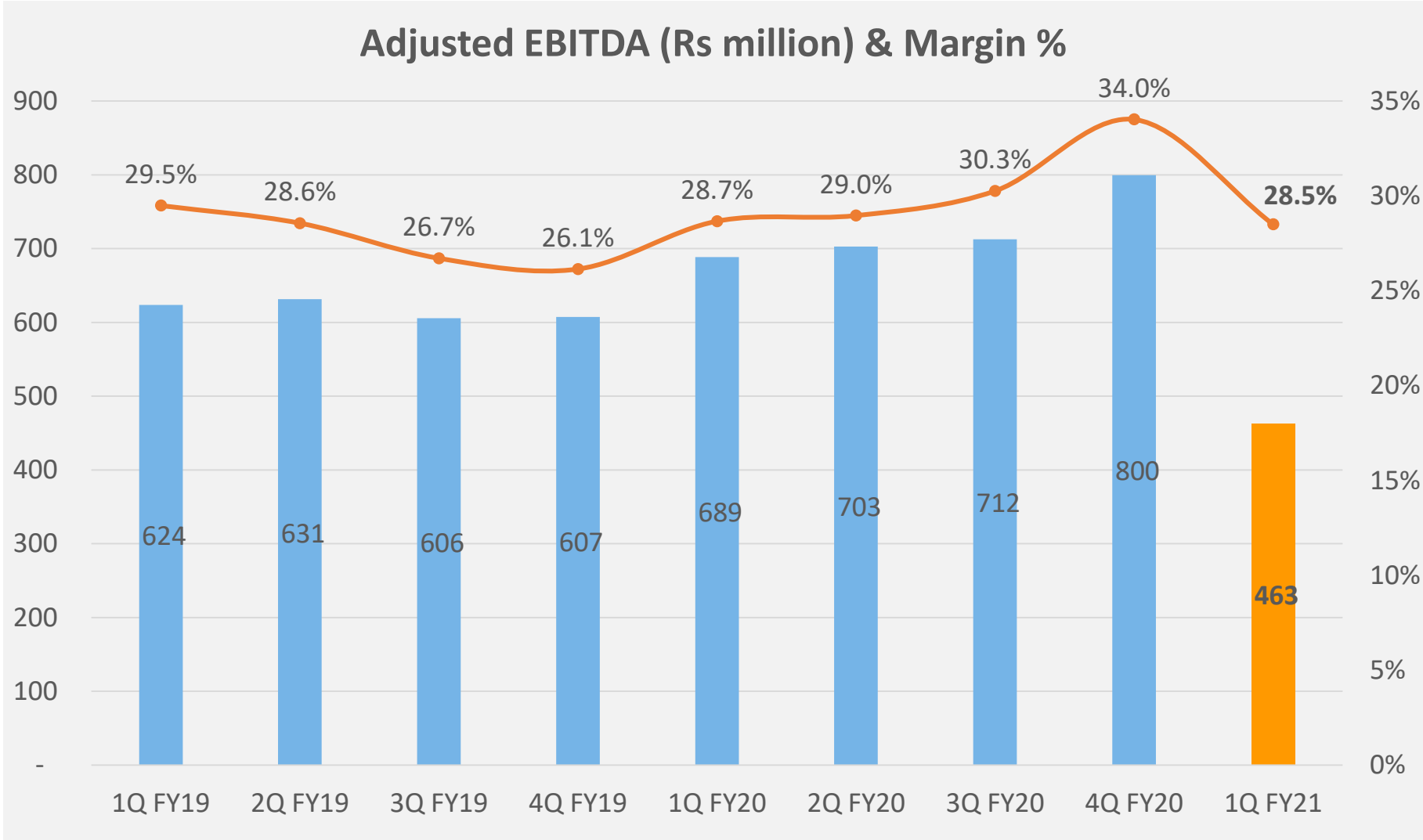
KEY
BUSINESS
ATTRIBUTES

REVENUE



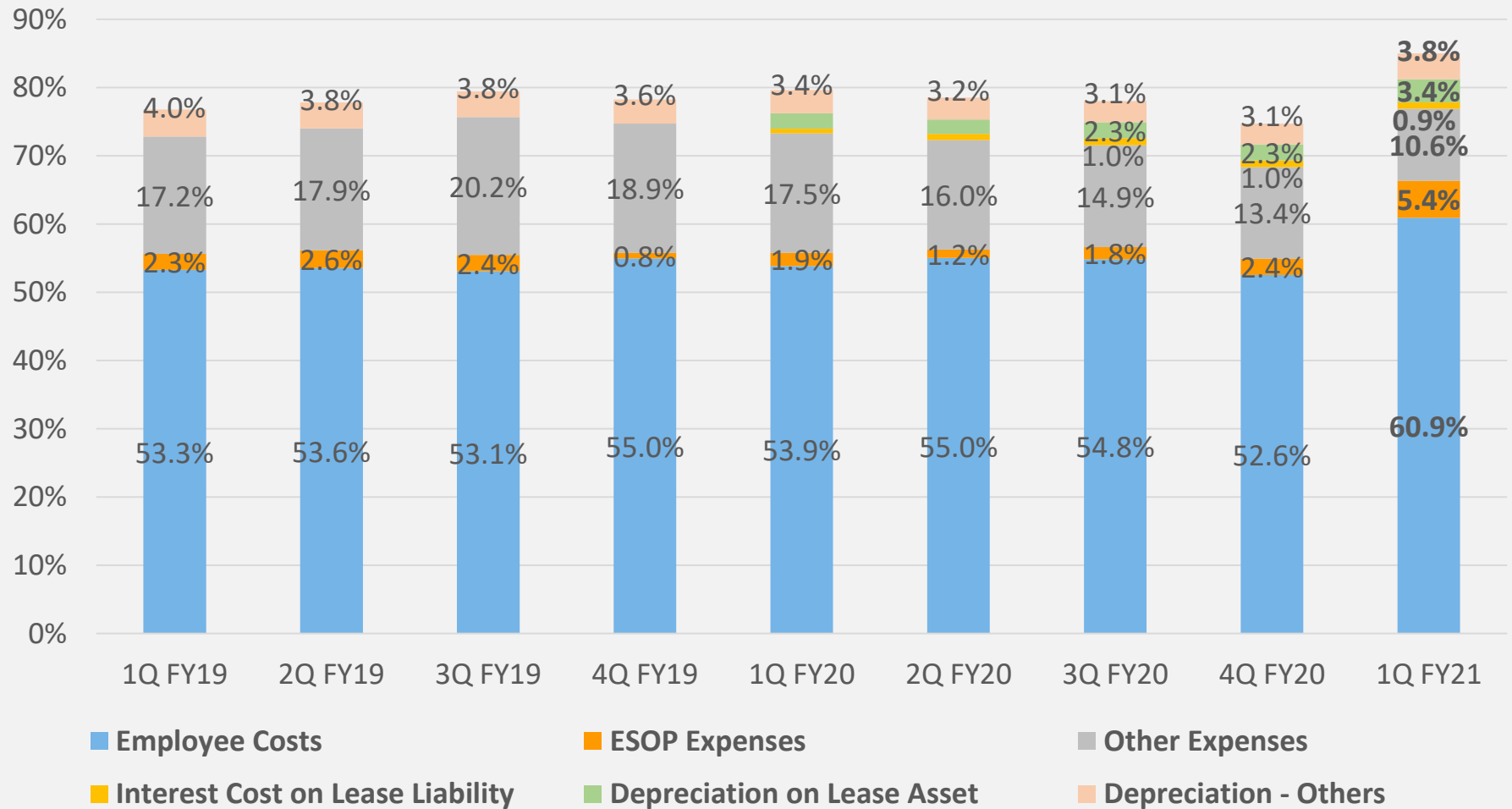
OPERATING MARGIN

Adjusted EBITDA (Rs million) & Margin %



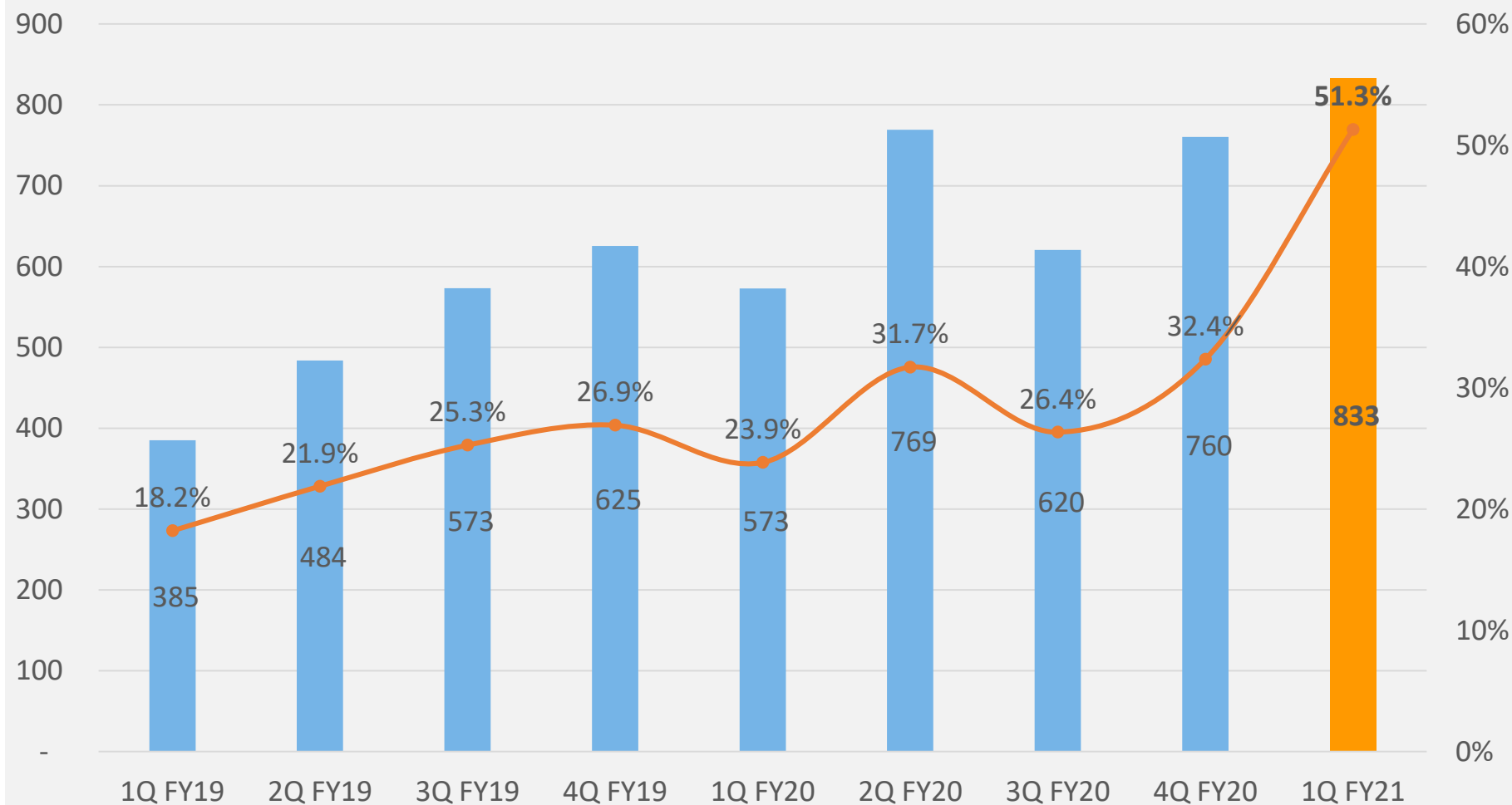
COST STRUCTURE

Expenses as % of Operating Revenue



NET PROFIT MARGIN

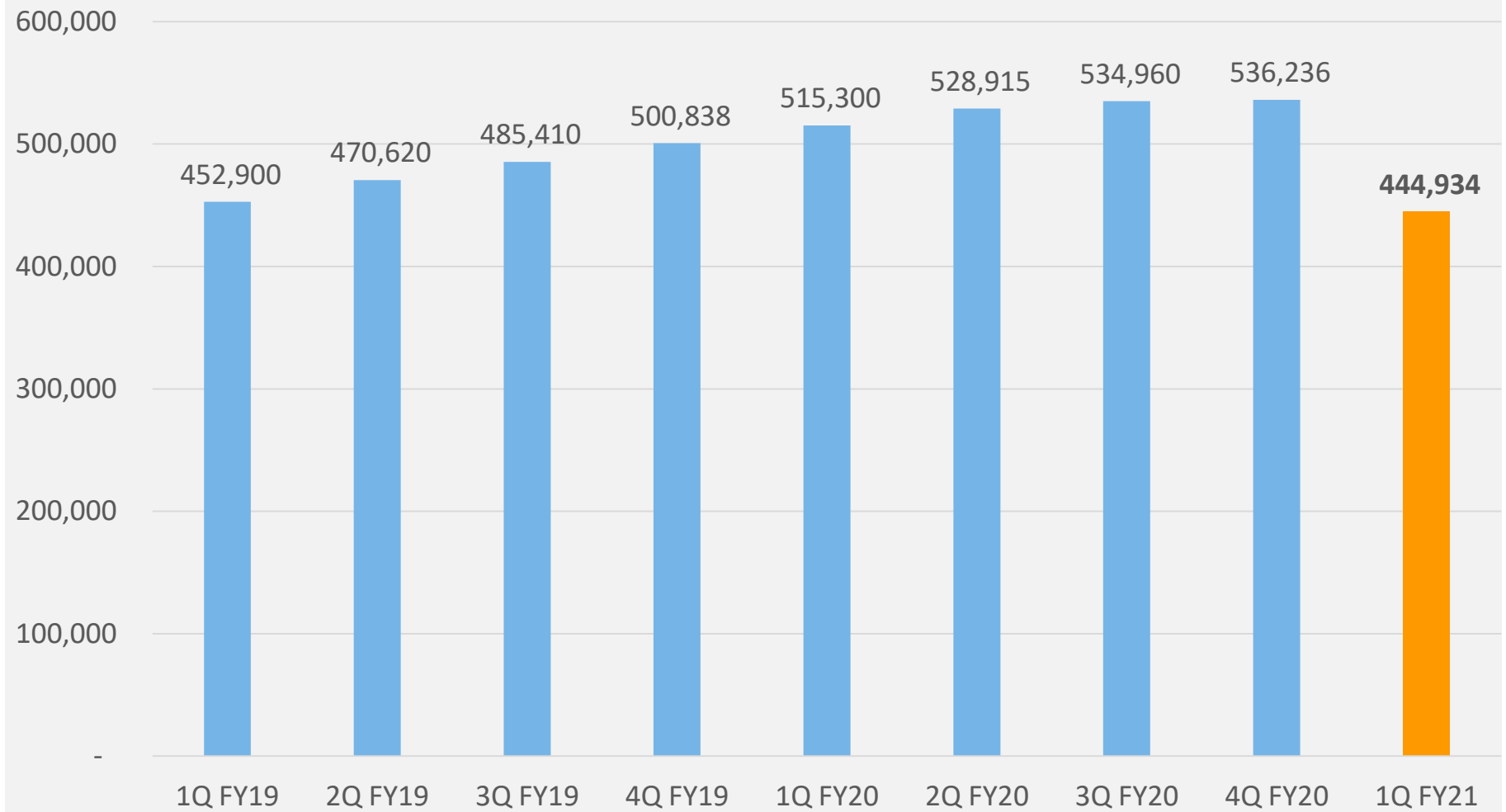
Net Profit (Rs million) & PAT Margin %



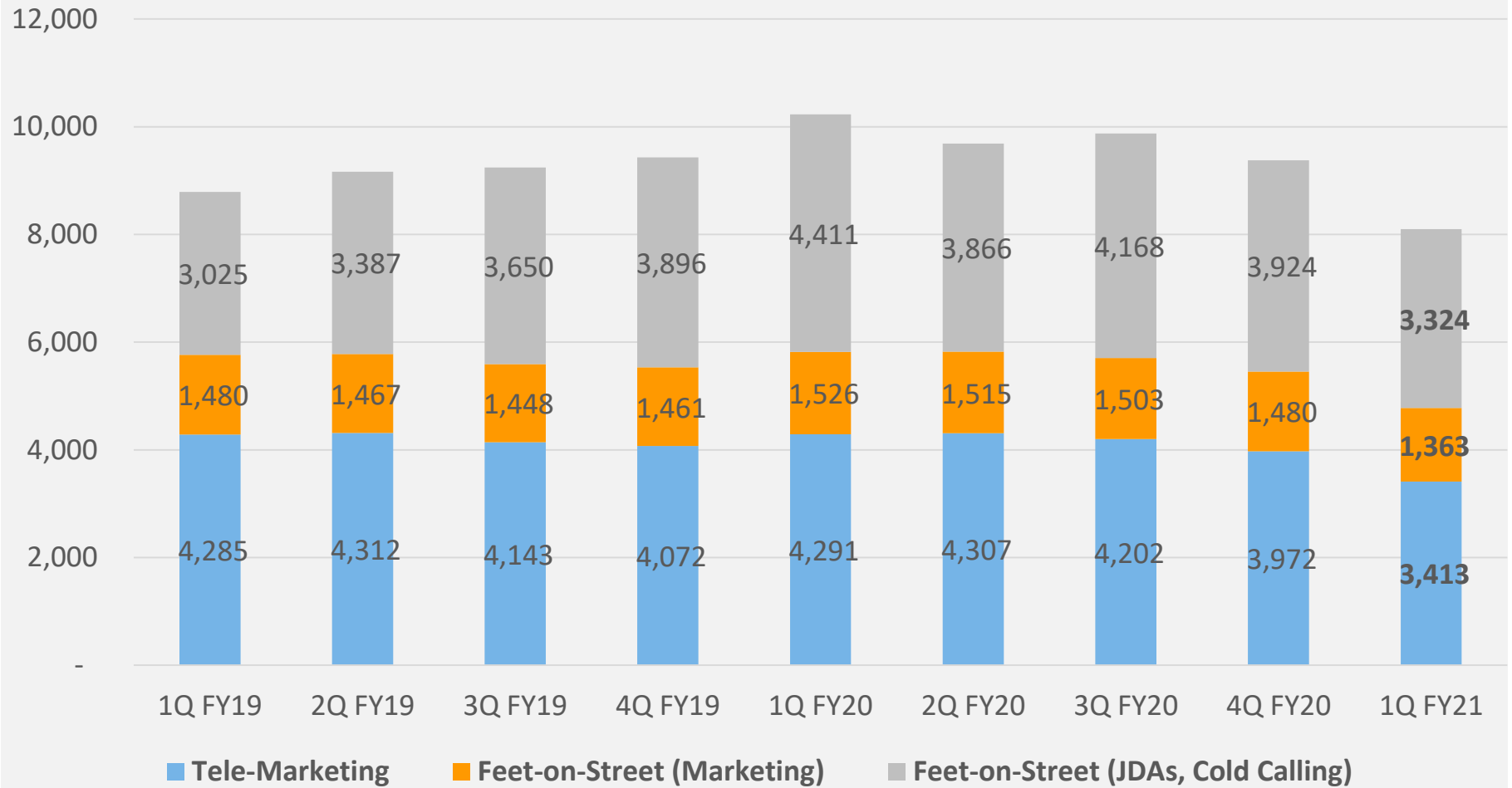
Note: PAT Margin is calculated as Net Profit (Profit After Taxes) as a percentage of Operating Revenue for the quarter.

PAID CAMPAIGNS

Active Paid Campaigns - period end



Sales Strength - Period End



JUST DIAL LTD - 1Q FY21 (Quarter ended June 30, 2020) PERFORMANCE SUMMARY

Metric	Unit	1Q FY21	1Q FY20	YoY change	4Q FY20	QoQ change
Operating Revenue	(₹ million)	1,624	2,402	-32.4%	2,349	-30.9%
Operating EBITDA	(₹ million)	375	643	-41.6%	743	-49.6%
Operating EBITDA Margin	%	23.1%	26.8%	-367 bps	31.6%	-856 bps
Adjusted EBITDA (excl. ESOP expenses)	(₹ million)	463	689	-32.8%	800	-42.1%
Adjusted EBITDA Margin (excl. ESOP expenses)	%	28.5%	28.7%	-17 bps	34.0%	-553 bps
Other Income, net	(₹ million)	769	311	147.6%	381	101.7%
Profit Before Taxes	(₹ million)	1,013	799	26.8%	975	3.9%
Net Profit	(₹ million)	833	573	45.5%	760	9.6%
Net Profit Margin	%	51.3%	23.9%	2745 bps	32.4%	1893 bps
Unearned Revenue (period end)	(₹ million)	2,871	3,991	-28.1%	3,360	-14.6%
Cash & Investments (period end)	(₹ million)	16,432	13,967	17.6%	15,913	3.3%

JUST DIAL LTD - 1Q FY21 (Quarter ended June 30, 2020) PERFORMANCE SUMMARY						
Metric	Unit	1Q FY21	1Q FY20	YoY change	4Q FY20	QoQ change
Unique Visitors	(million)	100.0	156.1	-35.9%	138.9	-28.0%
- Mobile	(million)	81.0	125.1	-35.3%	111.2	-27.2%
- Desktop/ PC	(million)	15.6	22.3	-29.9%	21.1	-26.2%
- Voice	(million)	3.4	8.7	-60.5%	6.6	-47.9%
- Mobile	% share	81.0%	80.2%	80 bps	80.1%	93 bps
- Desktop/ PC	% share	15.6%	14.3%	133 bps	15.2%	38 bps
- Voice	% share	3.4%	5.6%	-213 bps	4.7%	-131 bps
Total Listings (period end)	(million)	29.6	26.5	11.9%	29.4	0.9%
Net Listings Addition		258,707	748,259	-65.4%	776,360	-66.7%
Total Images in Listings (period end)	(million)	85.1	66.8	27.5%	84.2	1.1%
Listings with Geocodes (period end)	(million)	16.8	14.5	15.9%	16.5	1.9%
Ratings & Reviews	(million)	110.5	98.1	12.7%	109.7	0.8%
Paid campaigns (period end)		444,934	515,300	-13.7%	536,236	-17.0%
Total App Downloads (period end)	(million)	27.1	24.5	10.4%	26.6	1.6%
App Downloads per day		7,693	13,131	-41.4%	10,120	-24.0%
Number of Employees (period end)		10,984	13,601	-19.2%	12,423	-11.6%

BOARD OF DIRECTORS

EXECUTIVE DIRECTORS

V S S Mani

Founder, Managing Director and Chief Executive Officer of Justdial with over 32 years of experience in the field of media and local search services.

Ramani Iyer

Whole-time Director with 27 years of experience, working with Justdial in the field of strategic planning and execution.

V Krishnan

Whole-time Director with 27 years of experience, working with Justdial in strategic planning and execution.

Abhishek Bansal

CFO and whole-time Director of Justdial, with overall 11 years of experience and handles Finance, Strategy, Accounting, Treasury, Audit, Legal, Compliance & Traffic. He holds an MBA from IIM Bangalore and a B. Tech. in Electrical Engineering from IIT Roorkee.

NON-EXECUTIVE DIRECTORS – INDEPENDENT

B Anand

Anand is CEO of Nayara Energy, and previously was CFO of Trafigura. He has 33 years of experience in Corporate Finance, Strategy & Investment Banking. He is a Commerce graduate and an associate member of ICAI.

Sanjay Bahadur

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

Malcolm Monteiro

Malcolm is CEO India, DHL eCommerce & member of DHL eCommerce Management Board. He holds a degree from IIT Mumbai & IIM Ahmedabad.

Bhavna Thakur

Bhavna heads Capital Markets at Everstone Capital and has over 22 years of experience in Corporate Finance, Investment Banking, and Capital Markets. She holds a BA LLB (Hons.) from NLSIU, Bangalore & a Masters in Law from Columbia University, New York.

NON-EXECUTIVE DIRECTORS – NON INDEPENDENT

Pulak Prasad

Pulak is Founder & MD of Nalanda Capital and has over 28 years of experience in Management Consulting & Investing. He holds a B. Tech. from IIT Delhi and is an IIM Ahmedabad alumni.

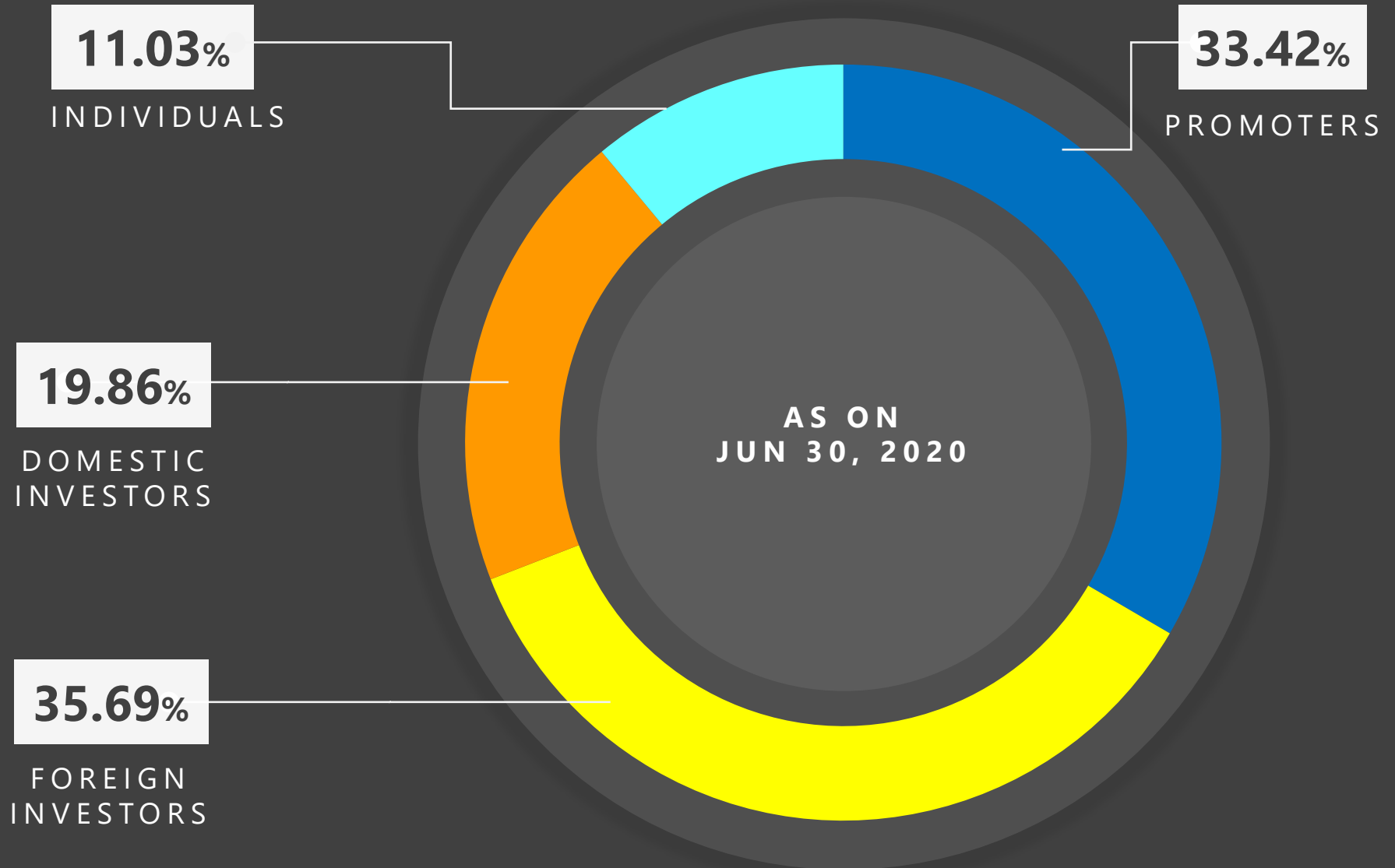
Anita Mani

Anita has 27 years of experience in the field of General Management. She is a history graduate from University of Delhi.

LEADERSHIP TEAM

Name	Designation	Experience	Functional Areas
V S S Mani	Chief Executive Officer	32 Years	Overall growth strategy, planning, execution & management
Abhishek Bansal	Chief Financial Officer	11 Years	Finance, Strategy, Accounting, Treasury, Audit, Legal, Compliance & Traffic
Vishal Parikh	Chief Product Officer	20 Years	Leads Product, Design & Technology teams, and Voice Operations
Sumeet Vaid	Chief Revenue Officer	24 Years	Revenue growth & Business development
Rajesh Madhavan	Chief People Officer	25 Years	Human Resource Functions
Ajay Mohan	Group Vice President, Sales	24 Years	Sales platform management, Strategic alliances, Corporate partnerships & Business expansion
Rakesh Ojha	Group Vice President, Sales	25 Years	Sales & Expansion (West & South Region)
Prashant Nagar	Vice President, Sales	21 Years	Sales & Expansion (Delhi, Just Dial Ambassadors)
Suhail Siddiqui	Vice President, Sales	24 Years	Sales & Expansion (North & East Region)
Rajiv Nair	Vice President, Sales	22 Years	Sales & Expansion (South Region)
Shwetank Dixit	AVP & Head, Database & Content	9 Years	Database augmentation, Curation & Content enrichment

SHAREHOLDING PATTERN



End of Presentation