

CORPORATE PRESENTATION

Jul 2022

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Q1 FY23 means the period Apr 1, 2022 to Jun 30, 2022

FY23 or FY 22-23 or FY 2023 means the Financial Year starting Apr 1, 2022 and ending Mar 31, 2023



BUSINESS OVERVIEW



COMPANY OVERVIEW

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



High user engagement, 133.5 million ratings & reviews



147.9 million quarterly unique visitors in Q1-FY23



Database of 32.8 million listings



Scalable and profitable business model



483,690 active paid campaigns



Figures as on Jun 30, 2022

KEY STRENGTHS

- ❑ First Mover Advantage in Indian Local Search Market
- ❑ Strong Brand Recognition with 147.9 million unique quarterly visitors^ in Q1 FY23 (144.8 million in Q4 FY22)
- ❑ Comprehensive database of 32.8 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 in Bengaluru



4,428 employees in tele-sales, 6,173 feet-on-street salesforce



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

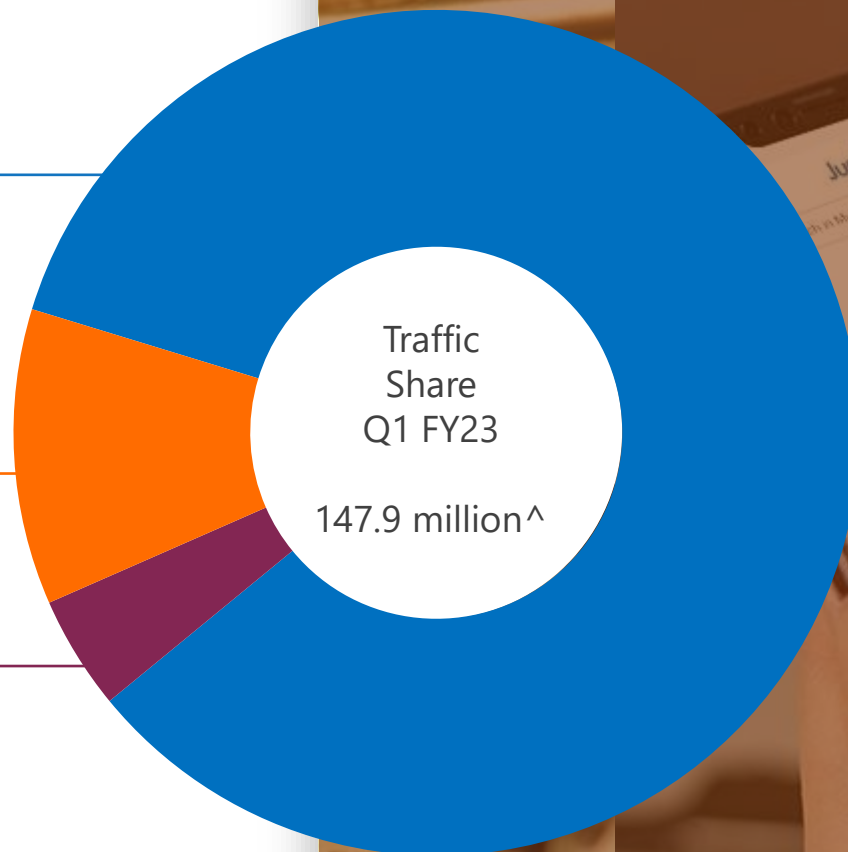


PLATFORMS

84.3%
MOBILE
Mobile Site & Apps

11.3%
DESKTOP/ PC
www.justdial.com

4.4%
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

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

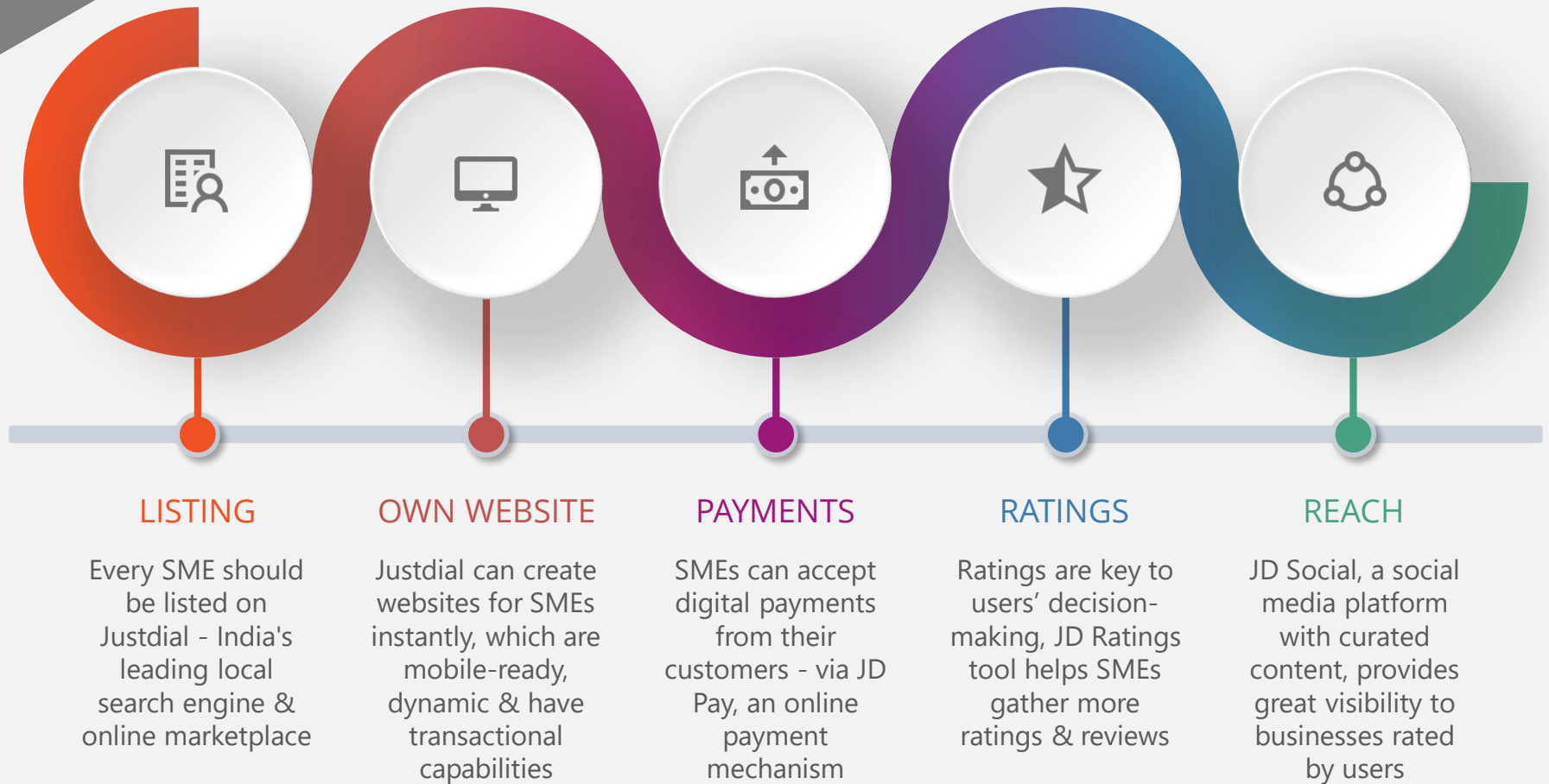
Personalized Greeting

Multiple queries in one call

Instant Email & SMS



VALUE PROPOSITION FOR SMEs



USER ENGAGEMENT



133.5 million Ratings & Reviews

Mobile-verified, unbiased ratings

Friends' Ratings

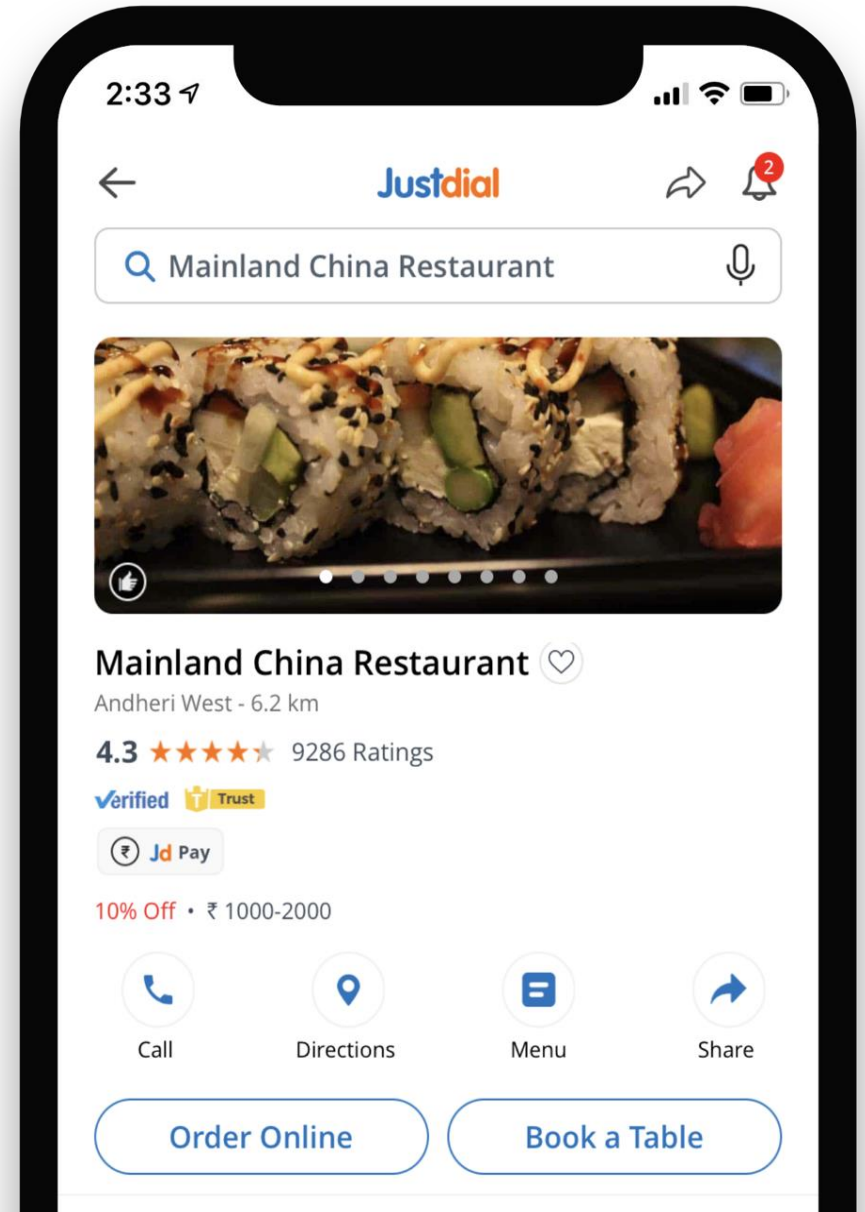
10-Point Rating Scale

Facebook & Twitter-shareable

Photos Upload with Review

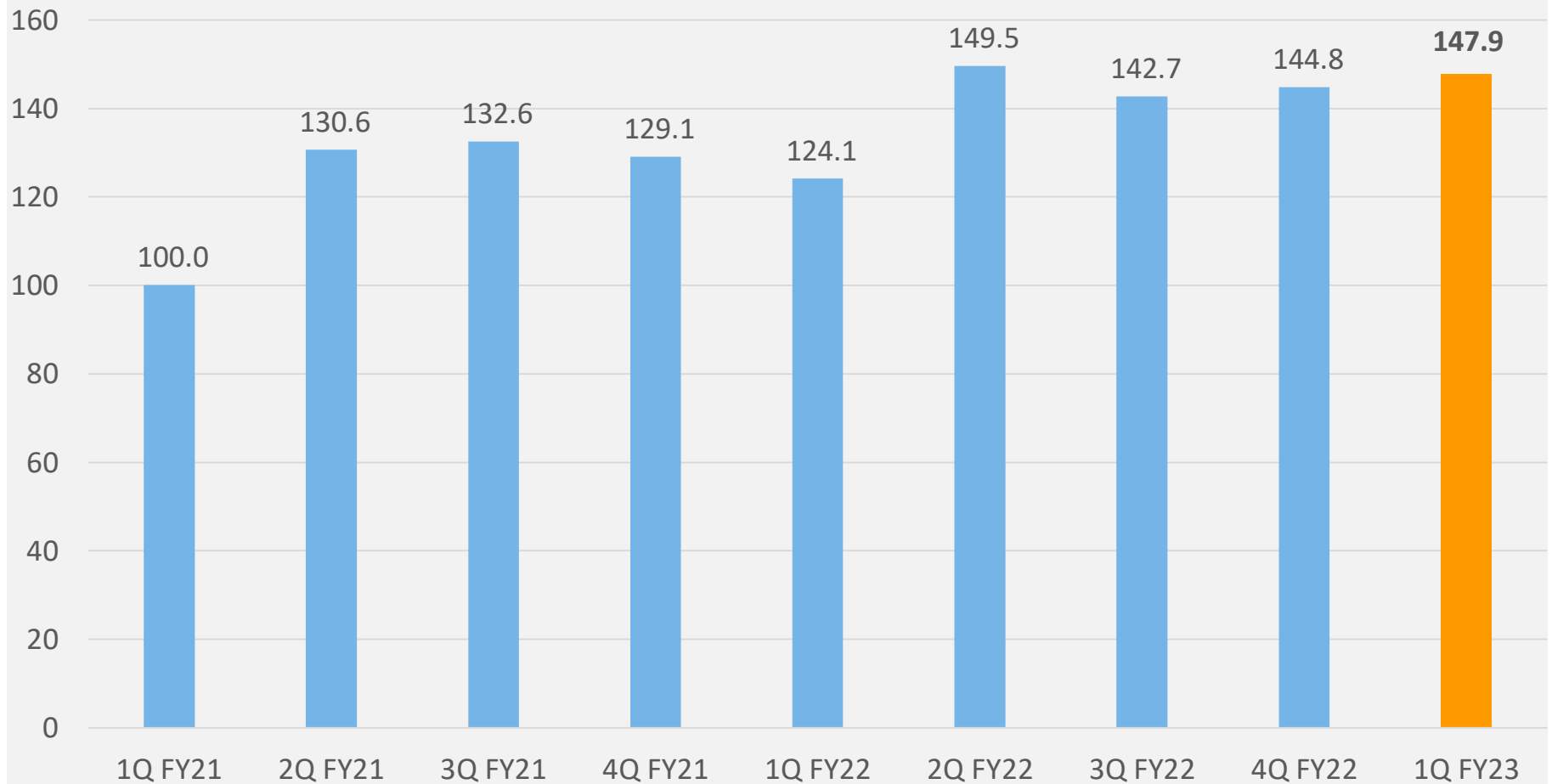
Ratings shared on JD Social

Robust Audit Mechanism

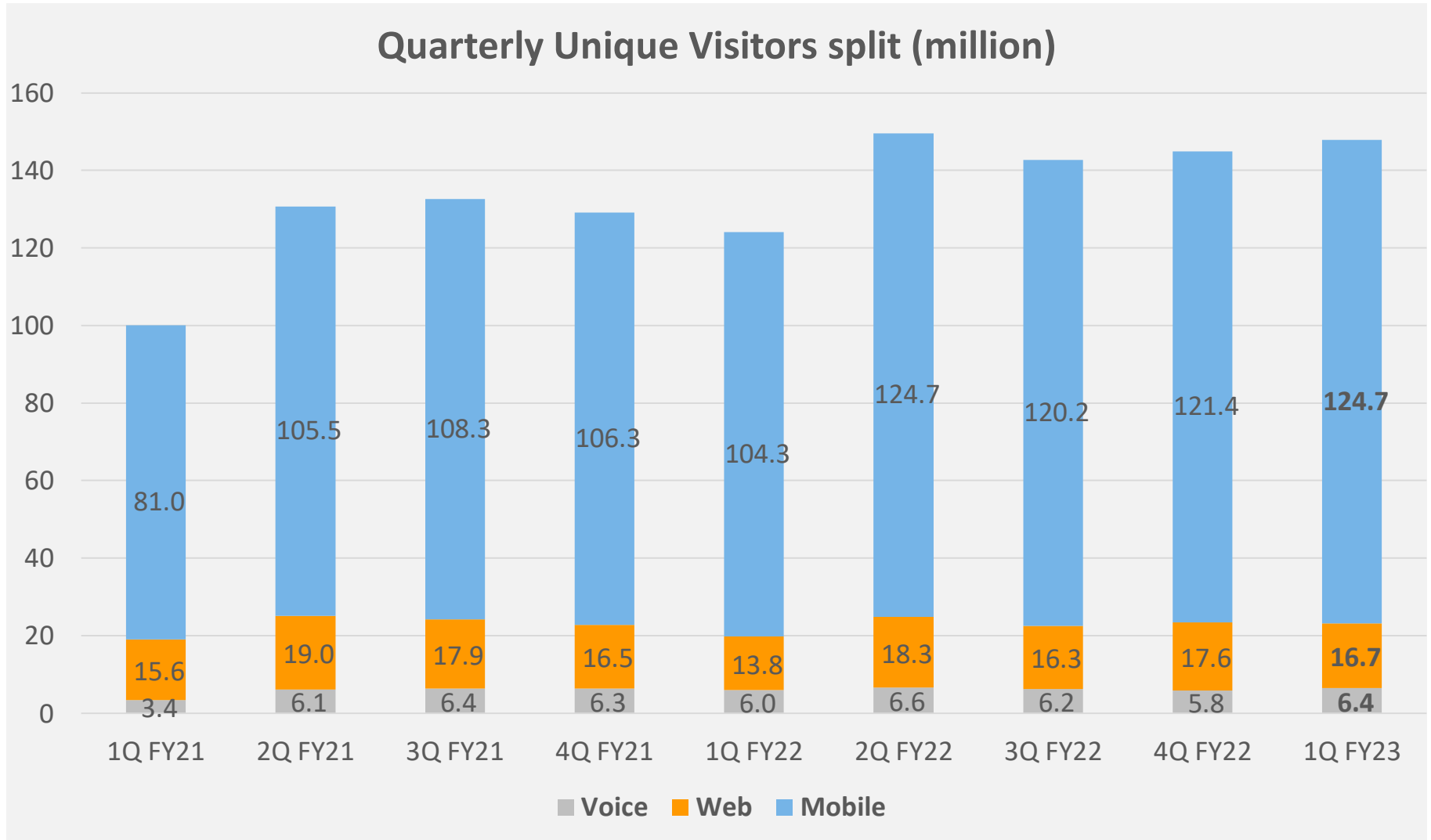


TRAFFIC/ VISITORS

Quarterly Unique Visitors (million)

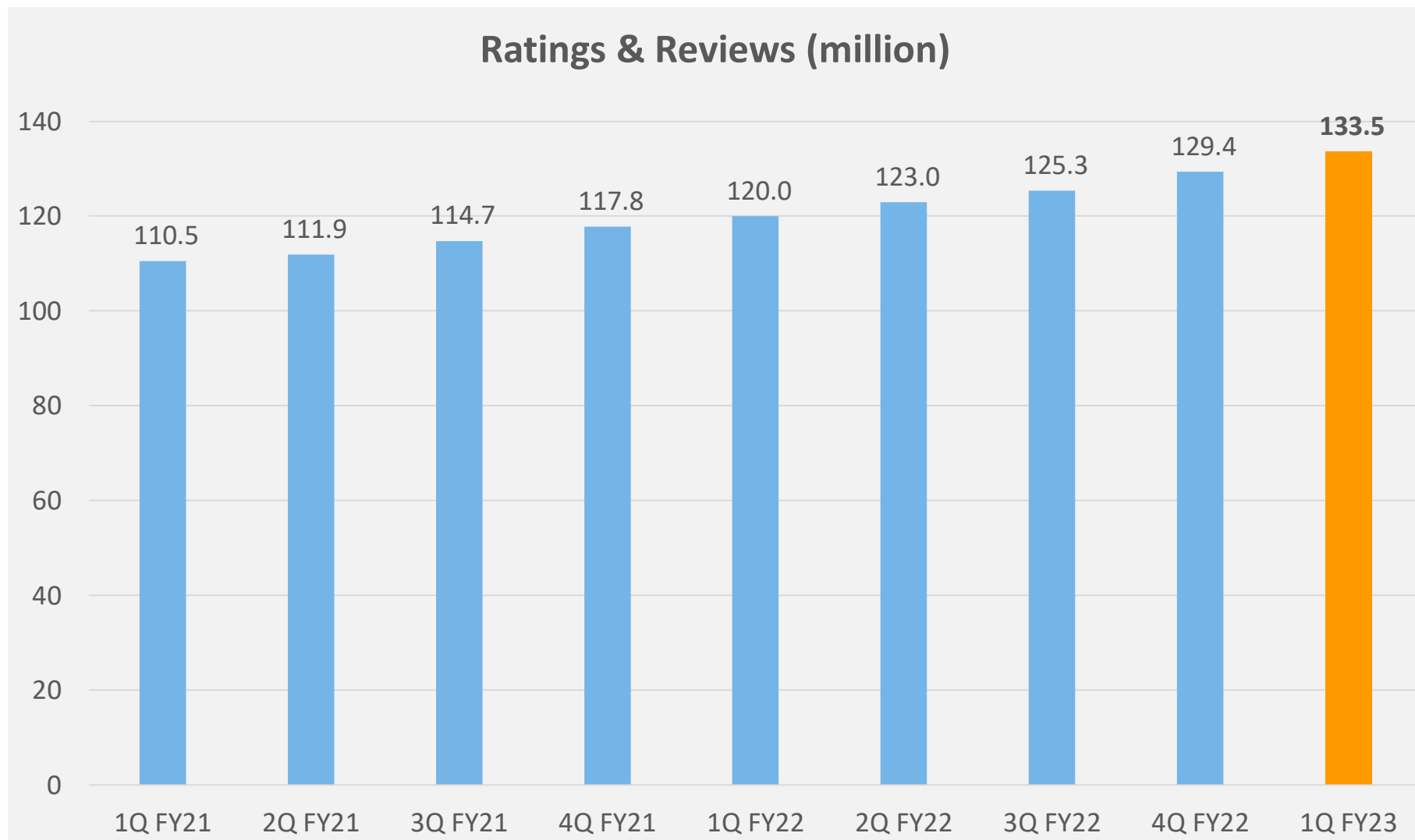


TRAFFIC/ VISITORS



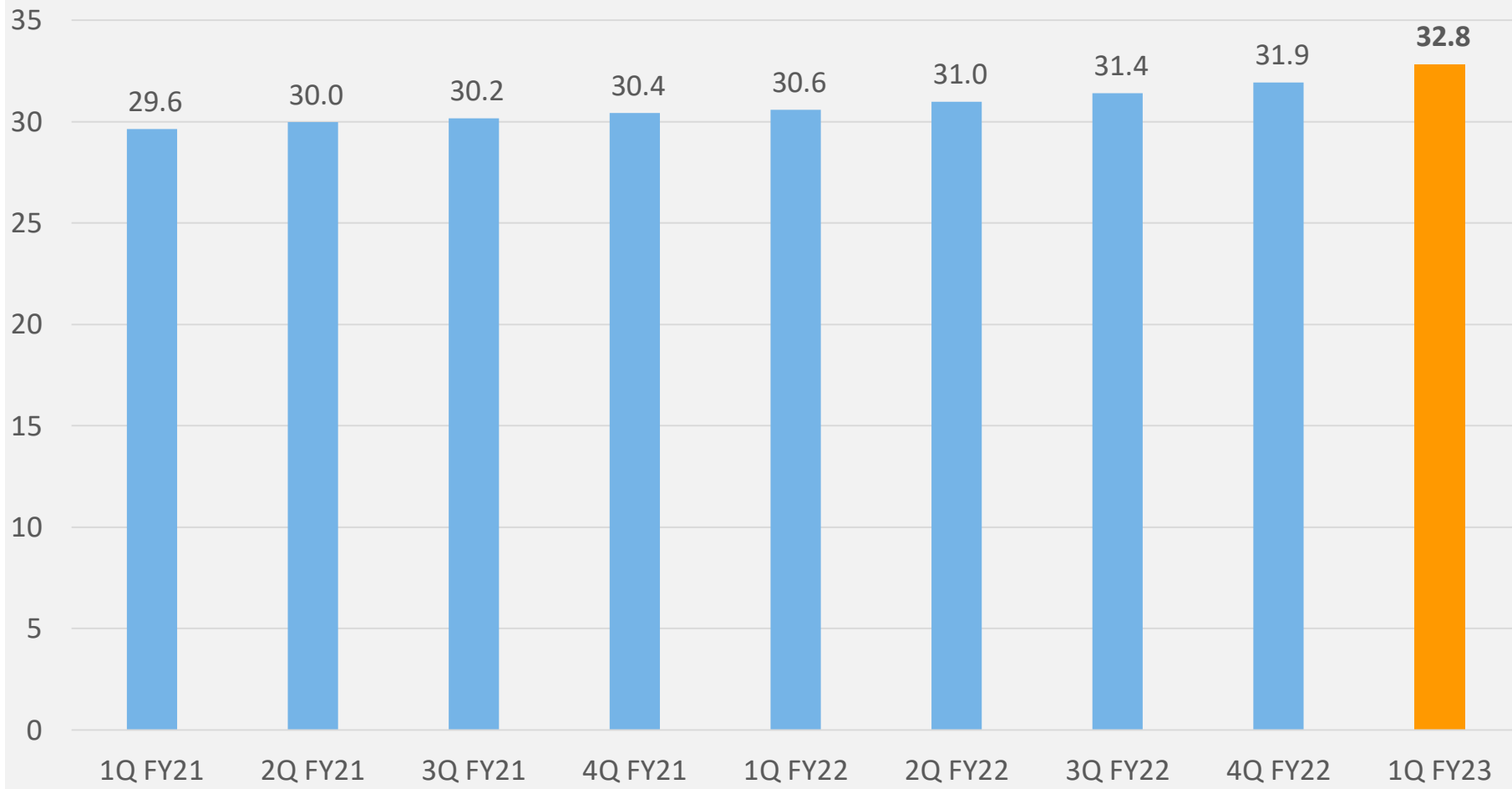
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USER ENGAGEMENT

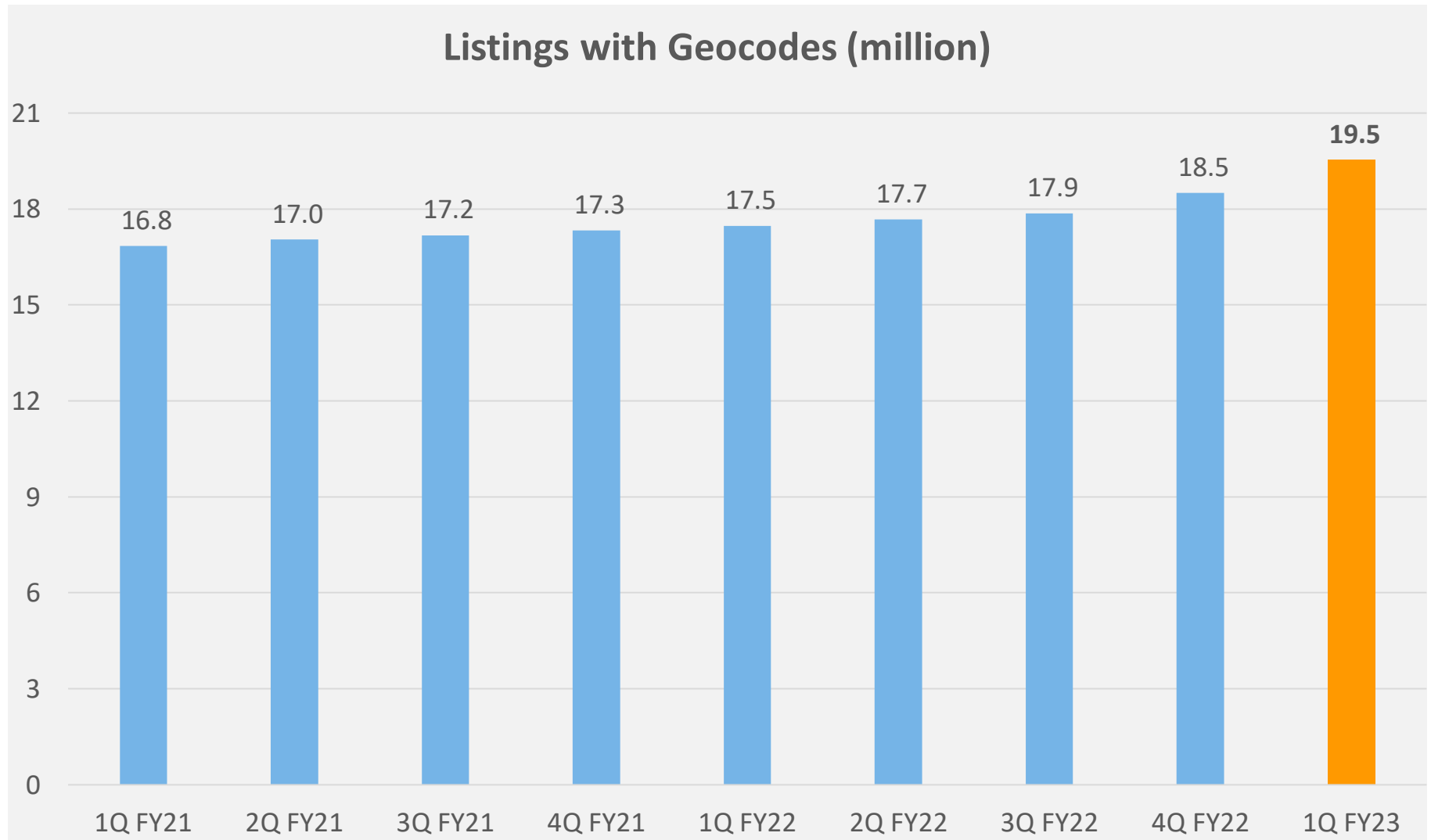


DATA ENRICHMENT

Active Listings - period end (million)

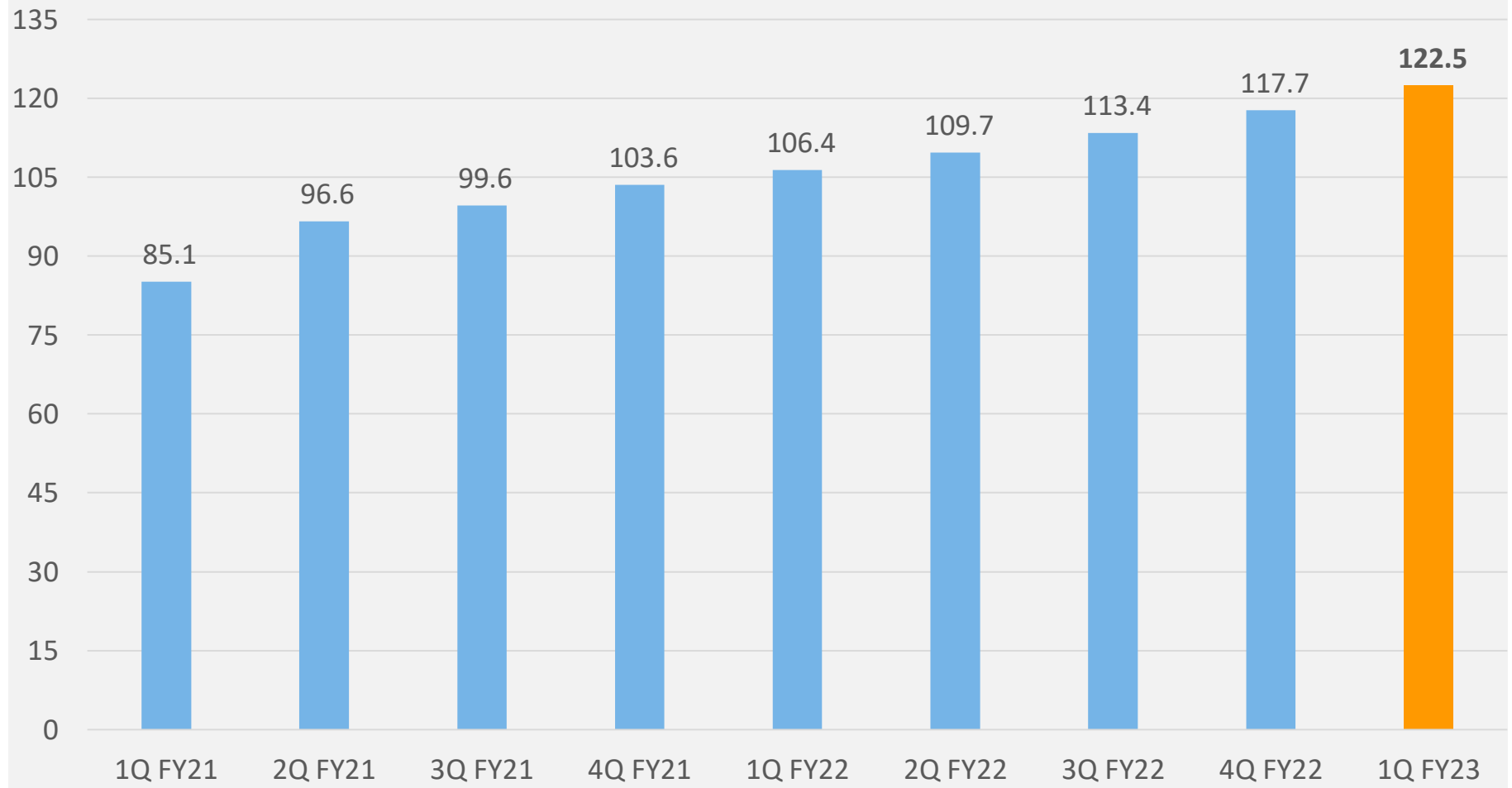


DATA ENRICHMENT



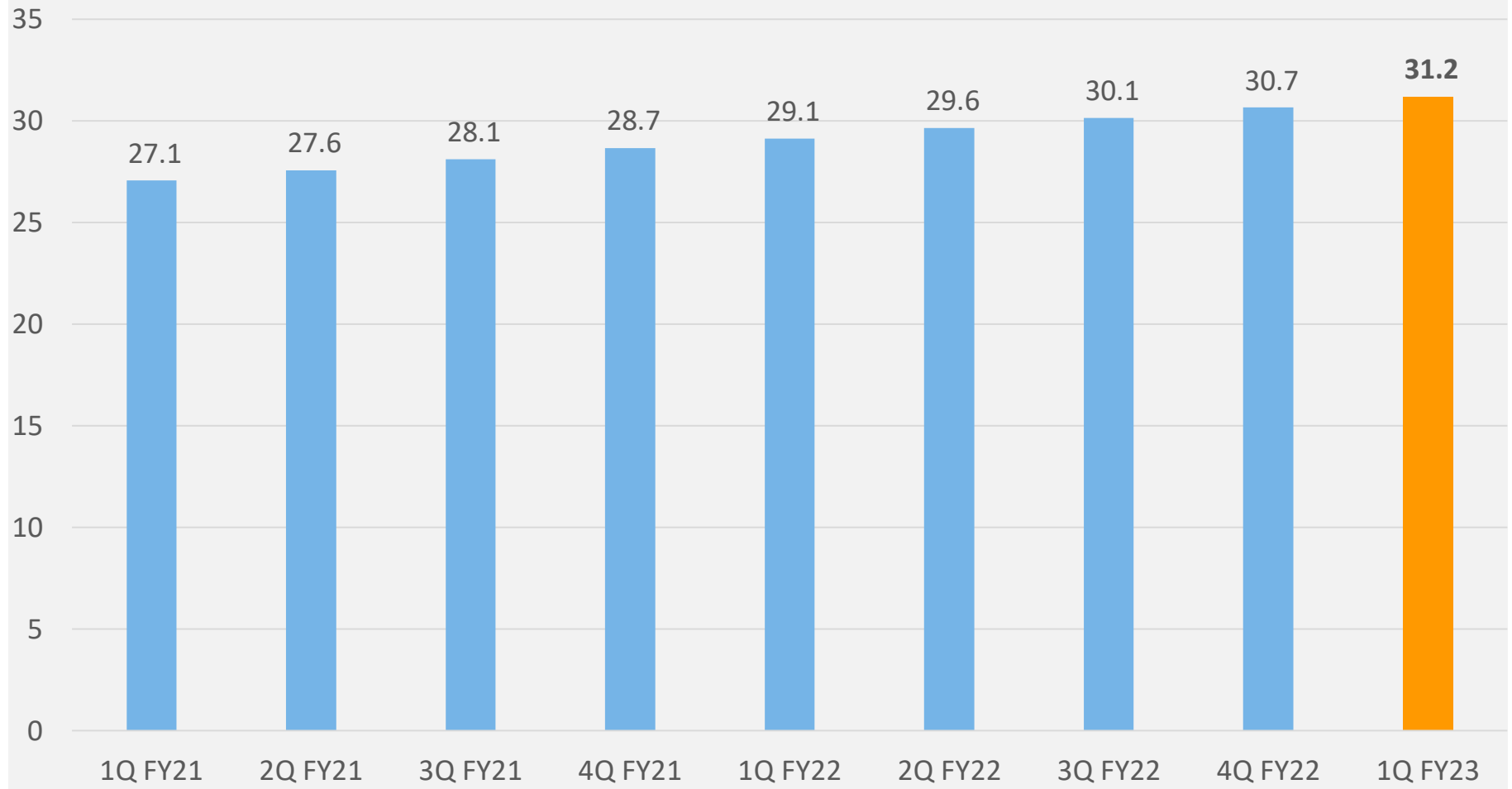
DATA ENRICHMENT

Images in Active Listings (million)



MOBILE APPS

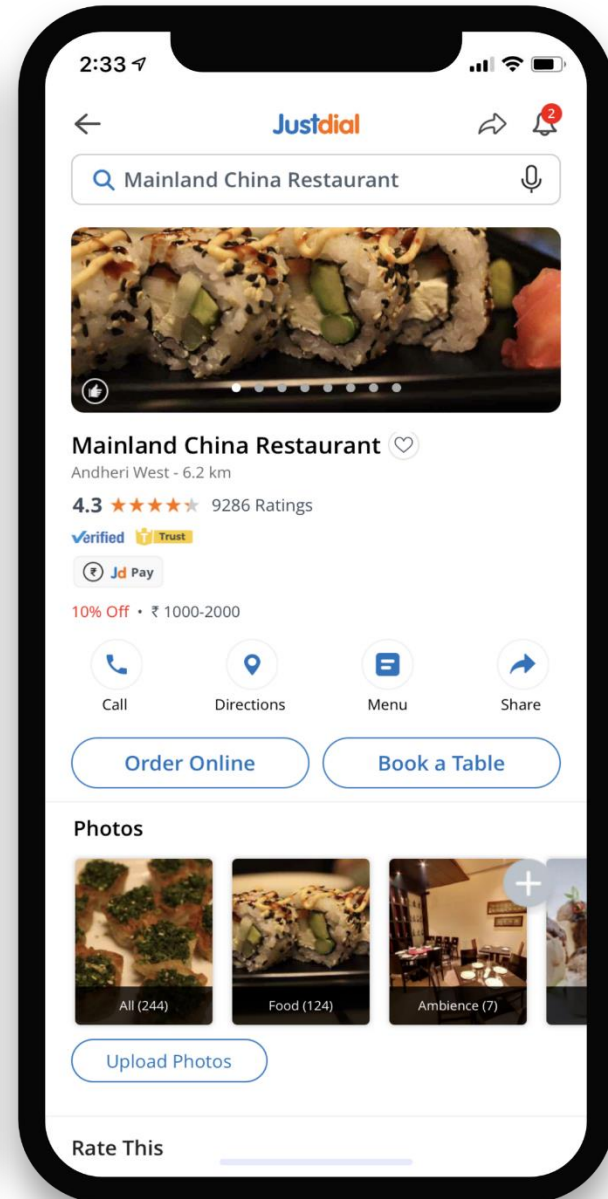
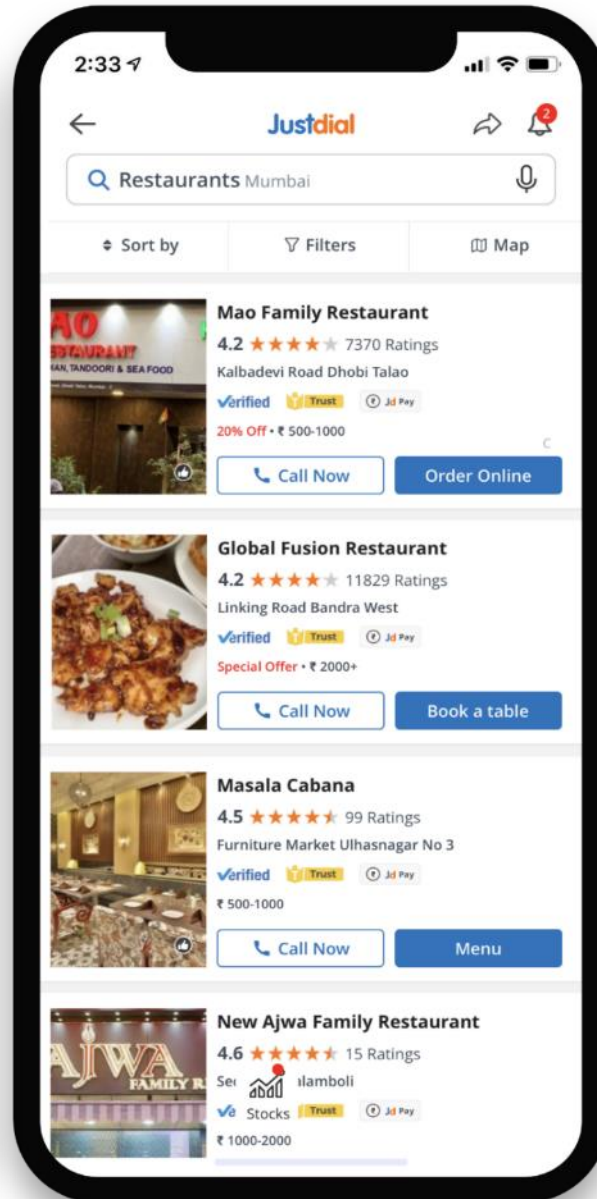
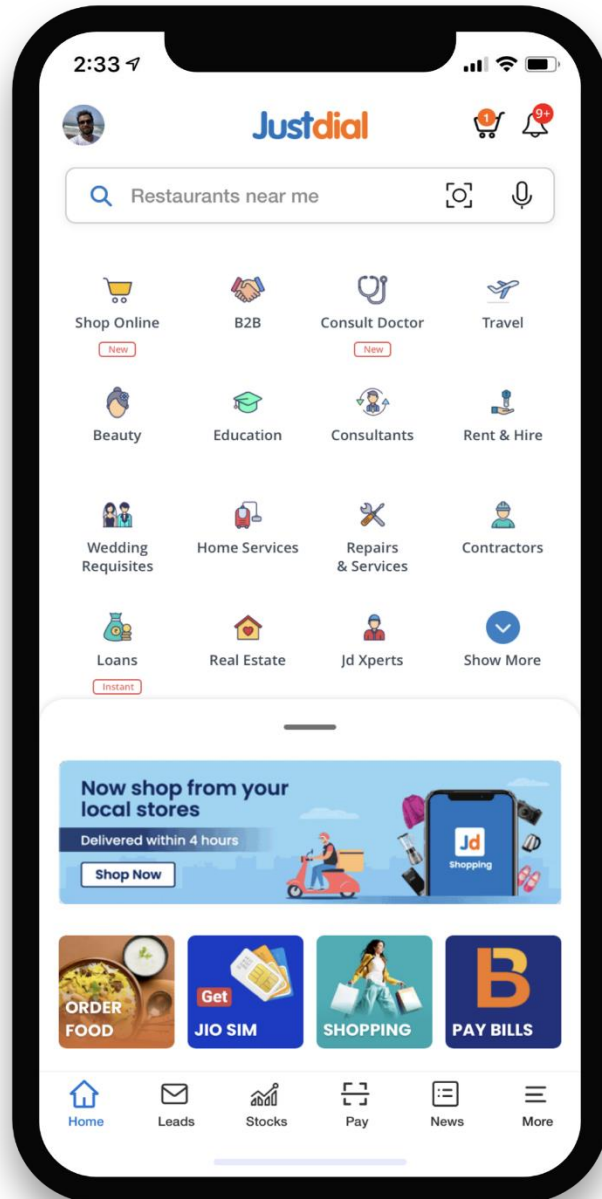
Cumulative JD App Downloads (million)



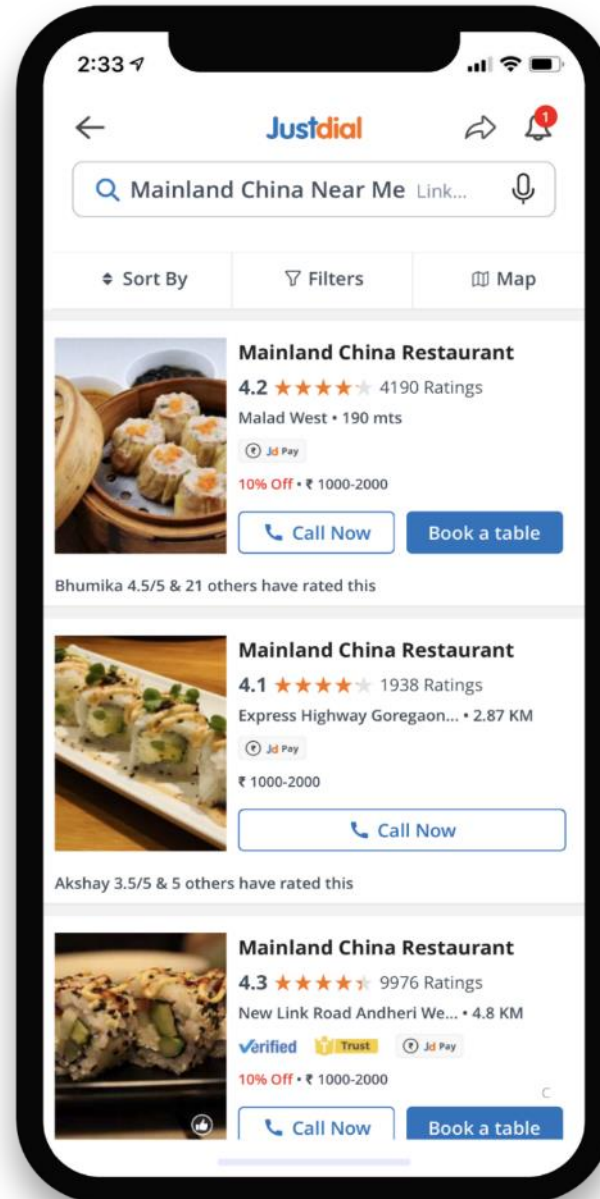
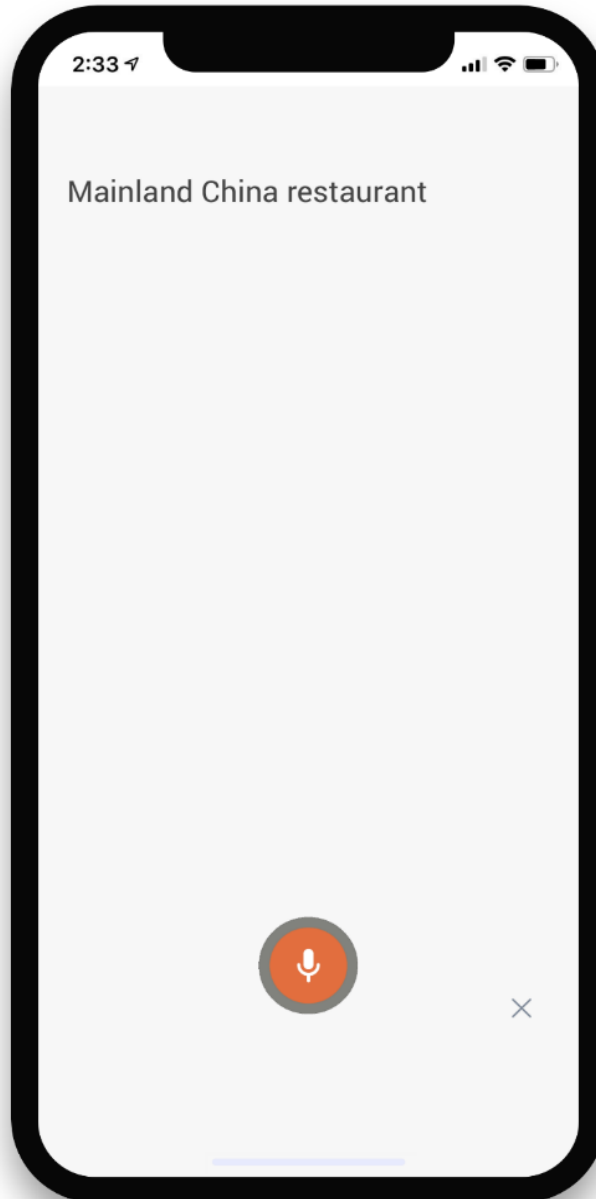


PRODUCT OVERVIEW

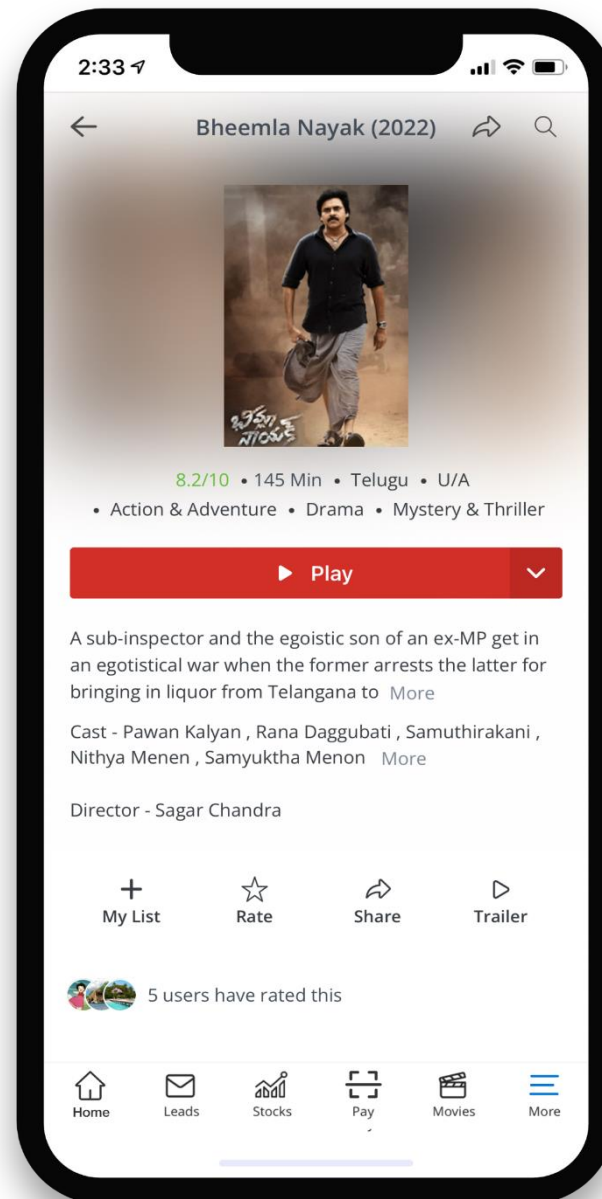
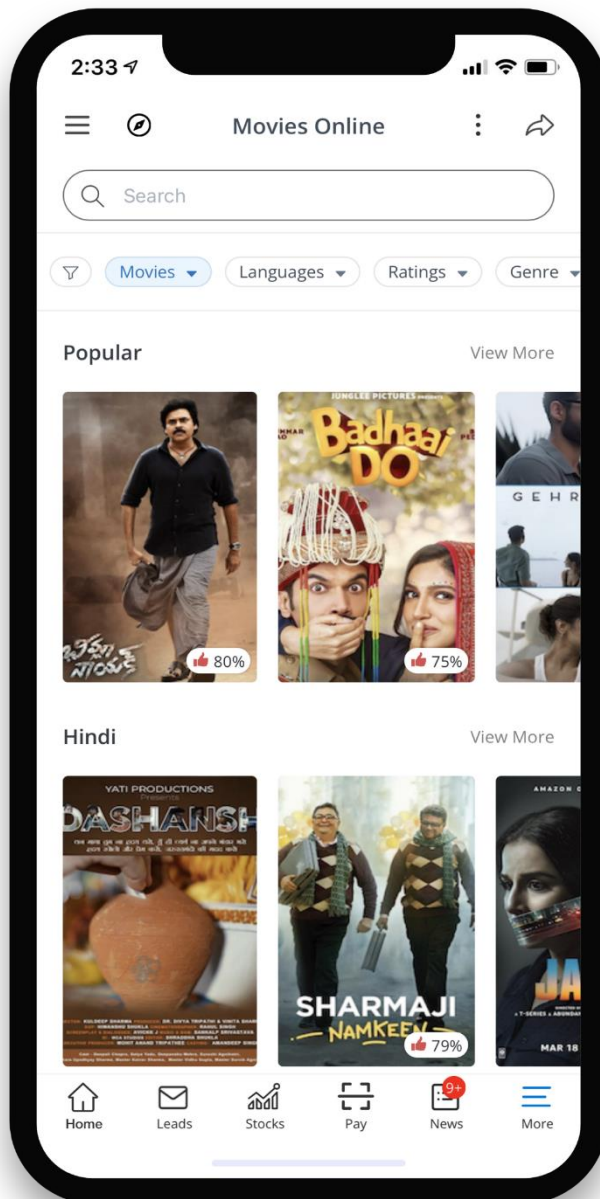
JD - MOBILE

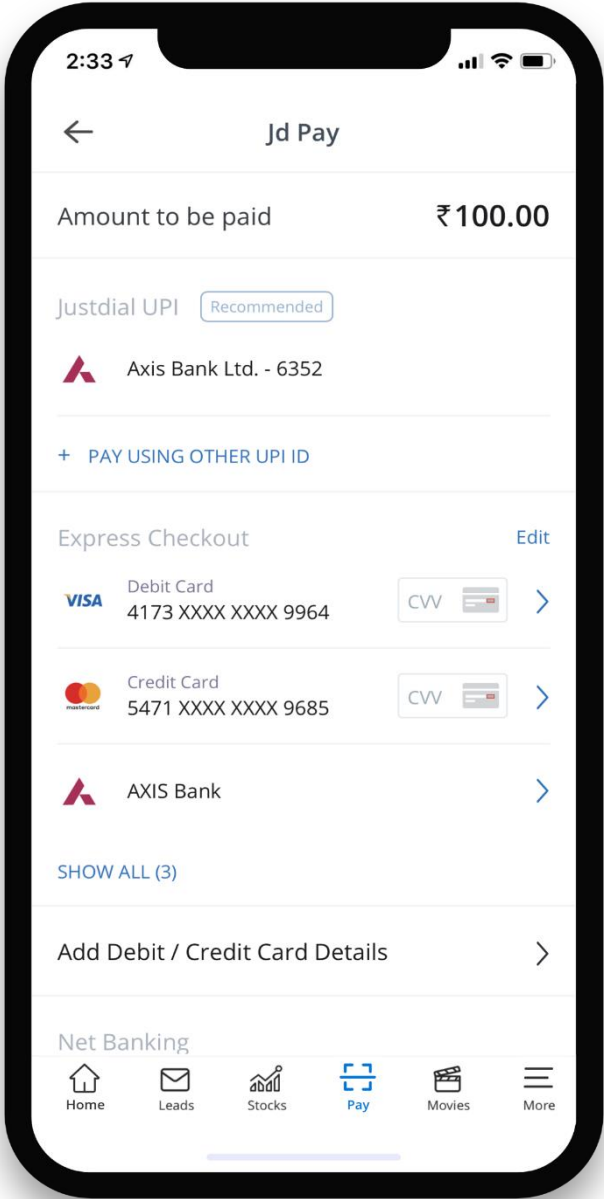
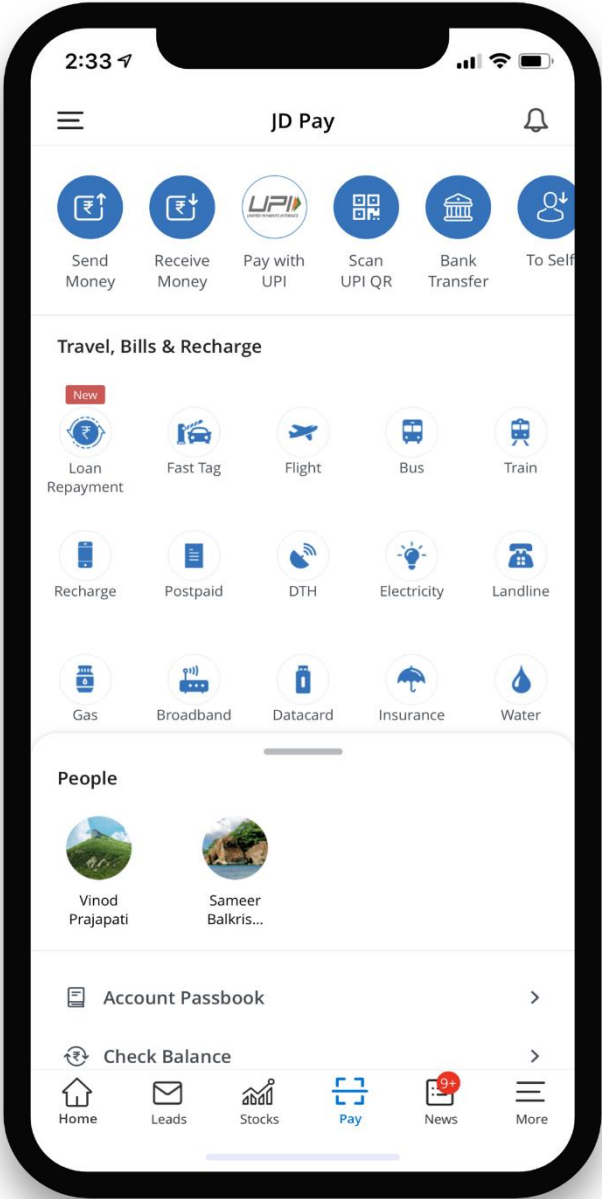


VOICE SEARCH



MOVIES ONLINE





BEYOND SEARCH



JD Shopping

Flight Tickets

Train Tickets

Bus Tickets

Hotel Bookings

Bills & Recharge

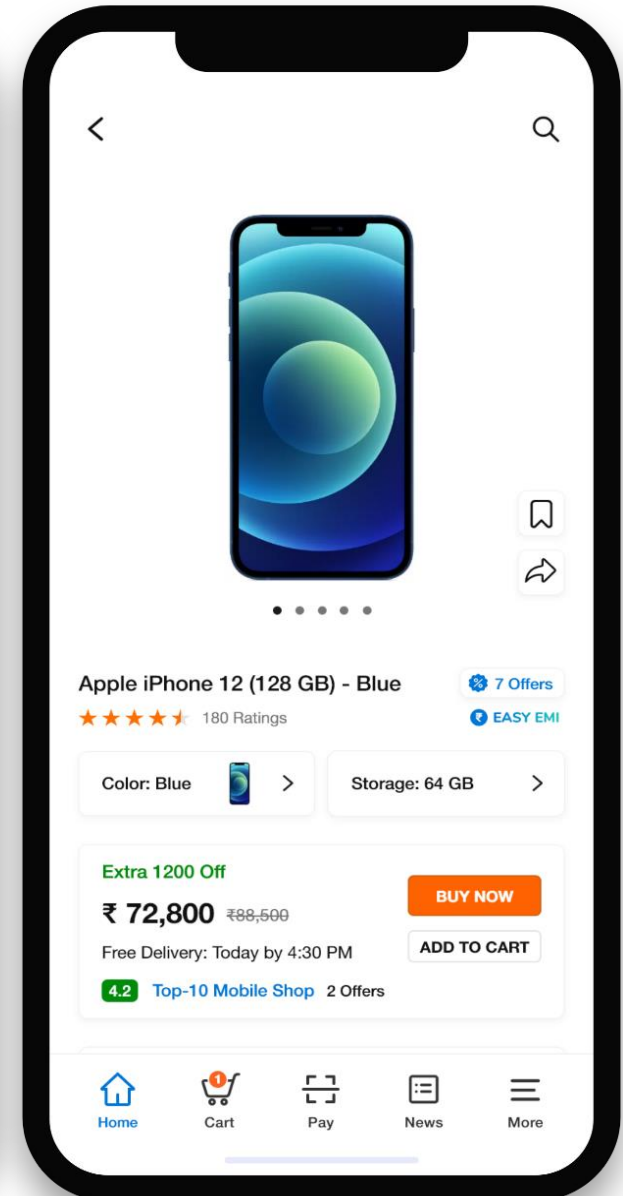
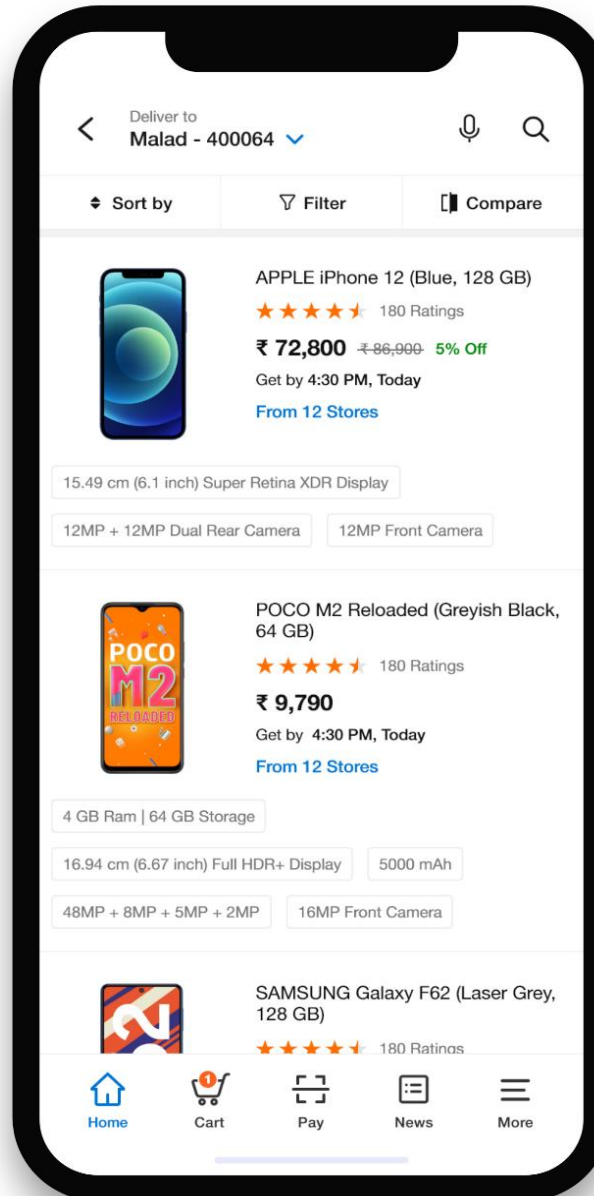
Stocks

Logistics

Augmented Reality

Pay via UPI

... and many more.



BEYOND SEARCH

JD Shopping



Flight Tickets

Train Tickets

Bus Tickets

Hotel Bookings

Bills & Recharge

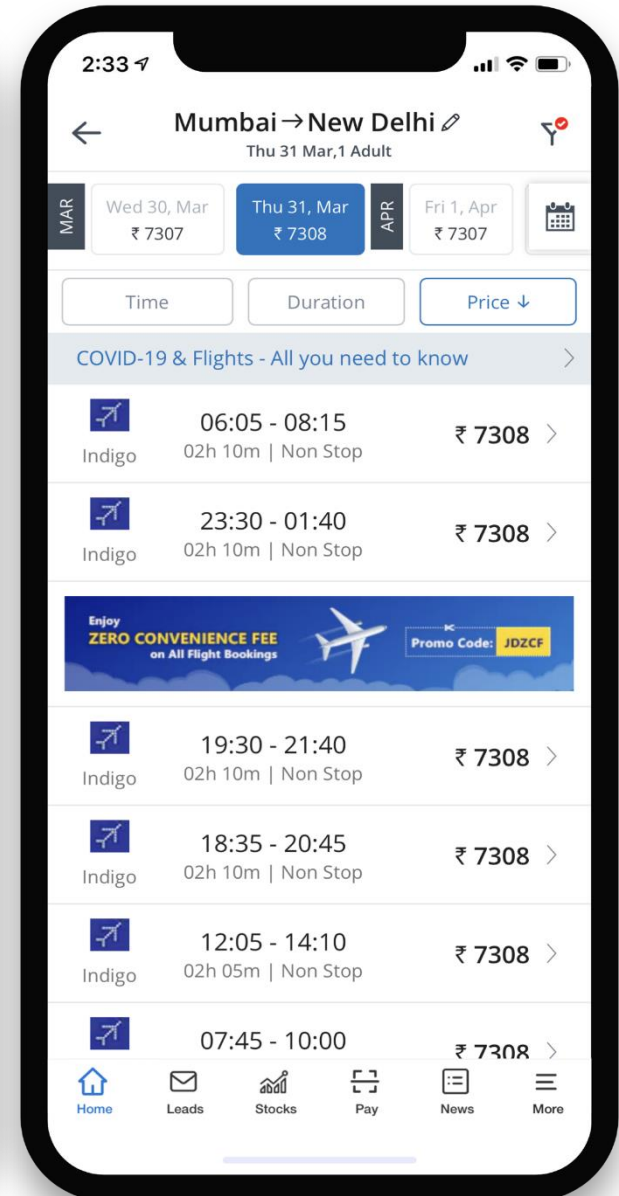
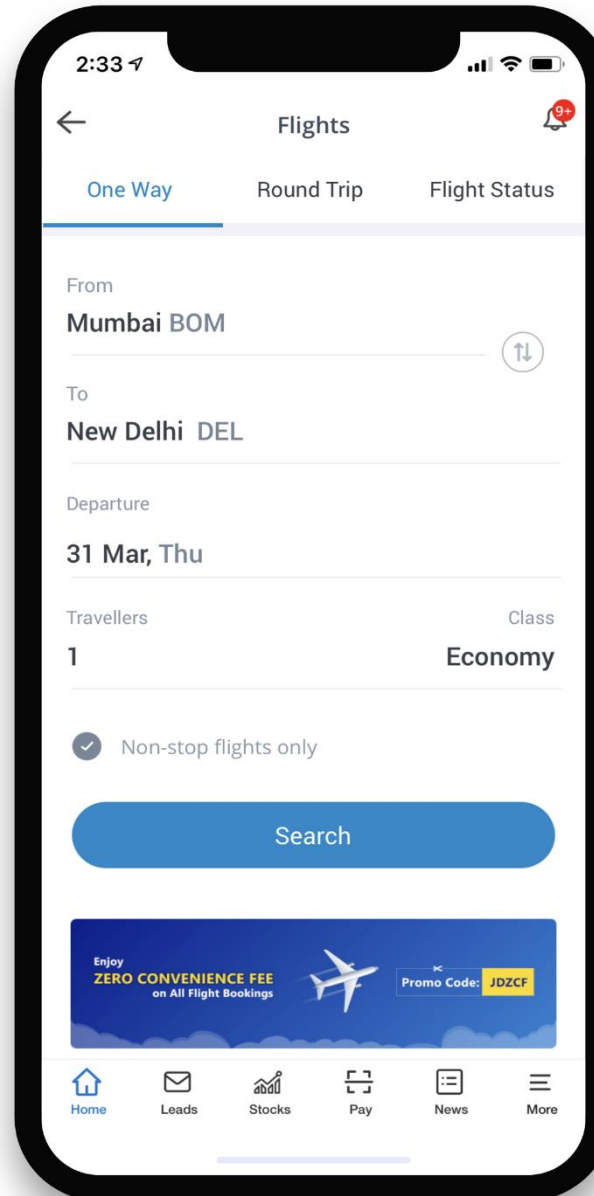
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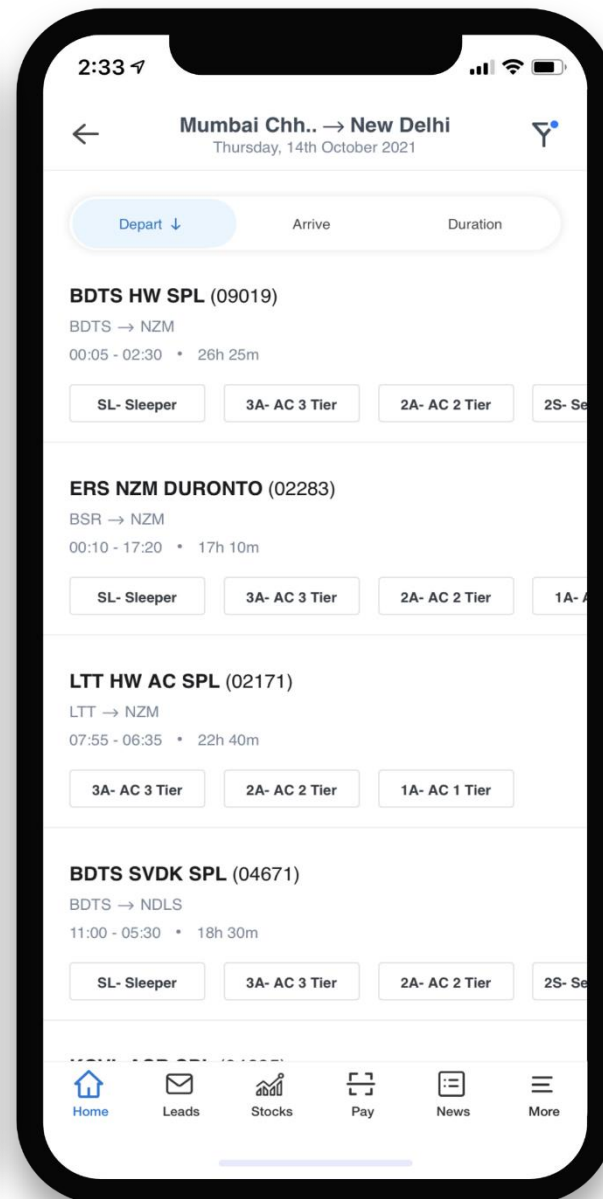
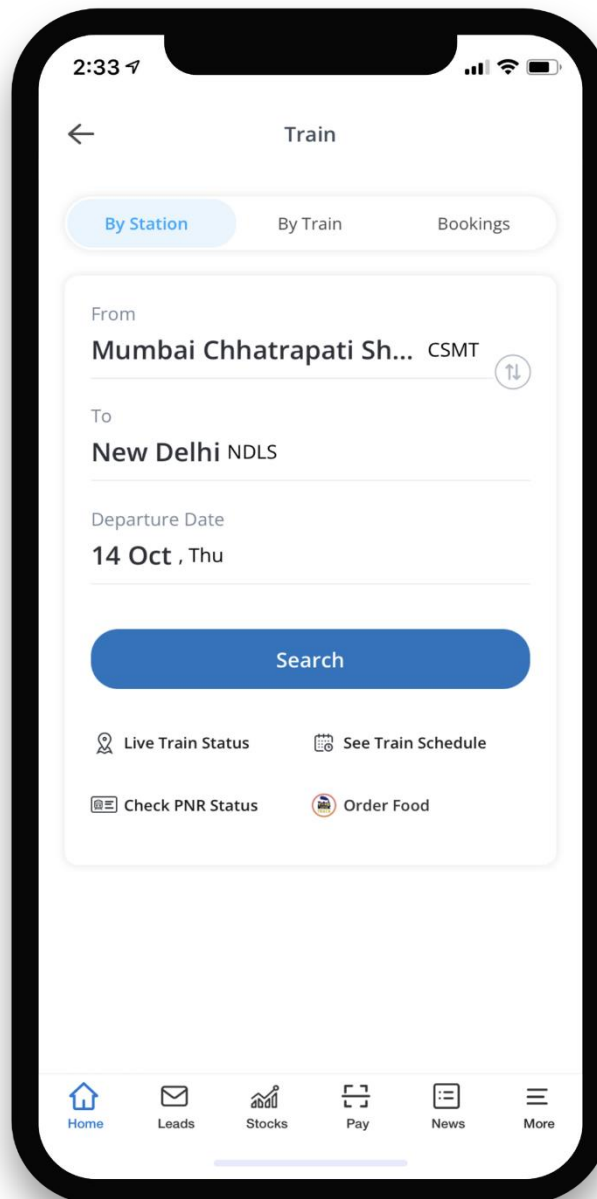
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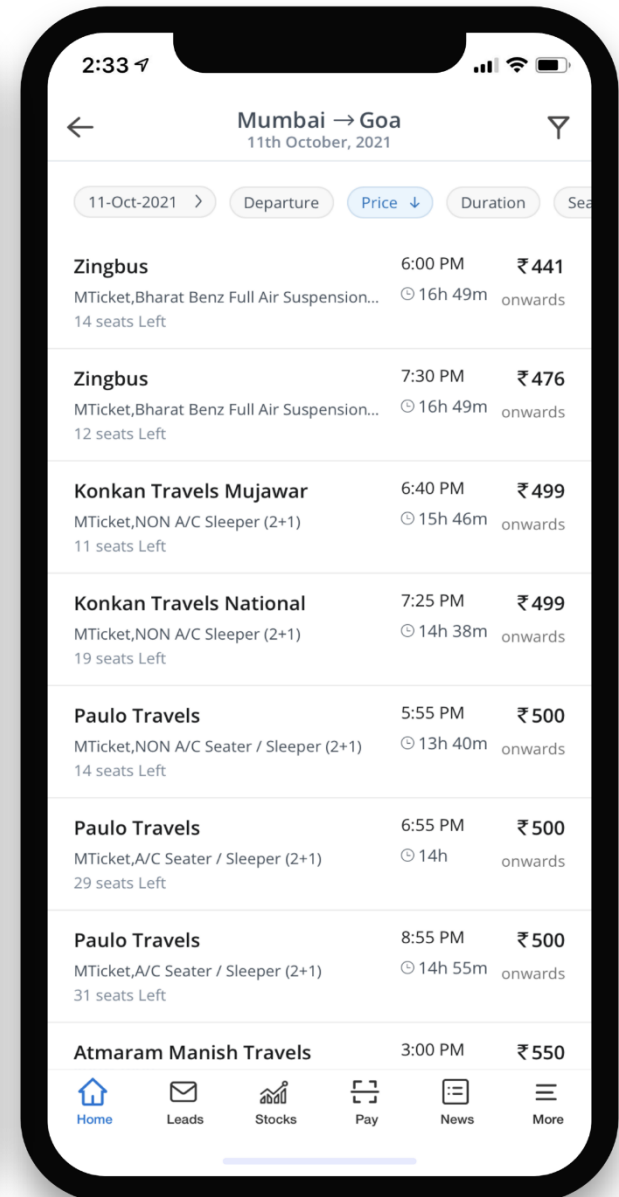
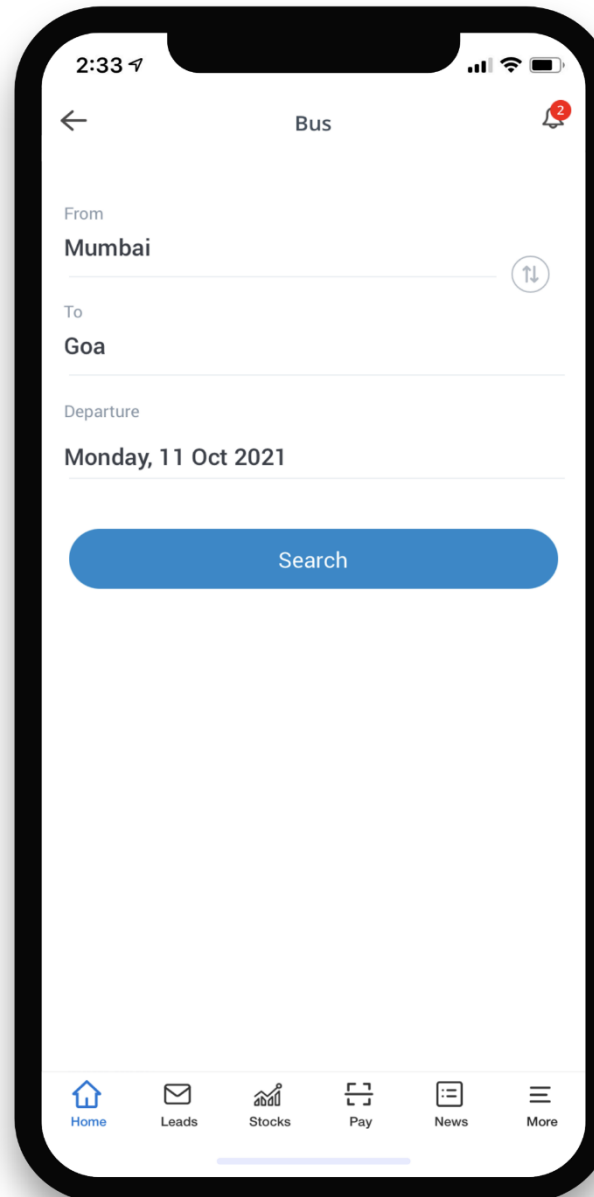
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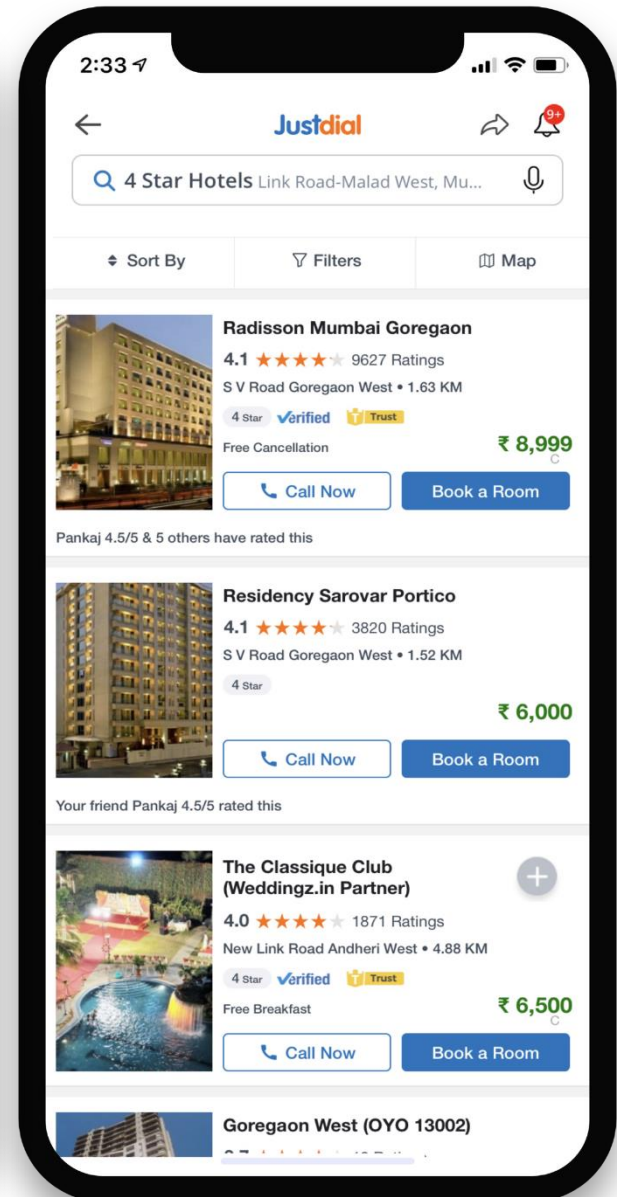
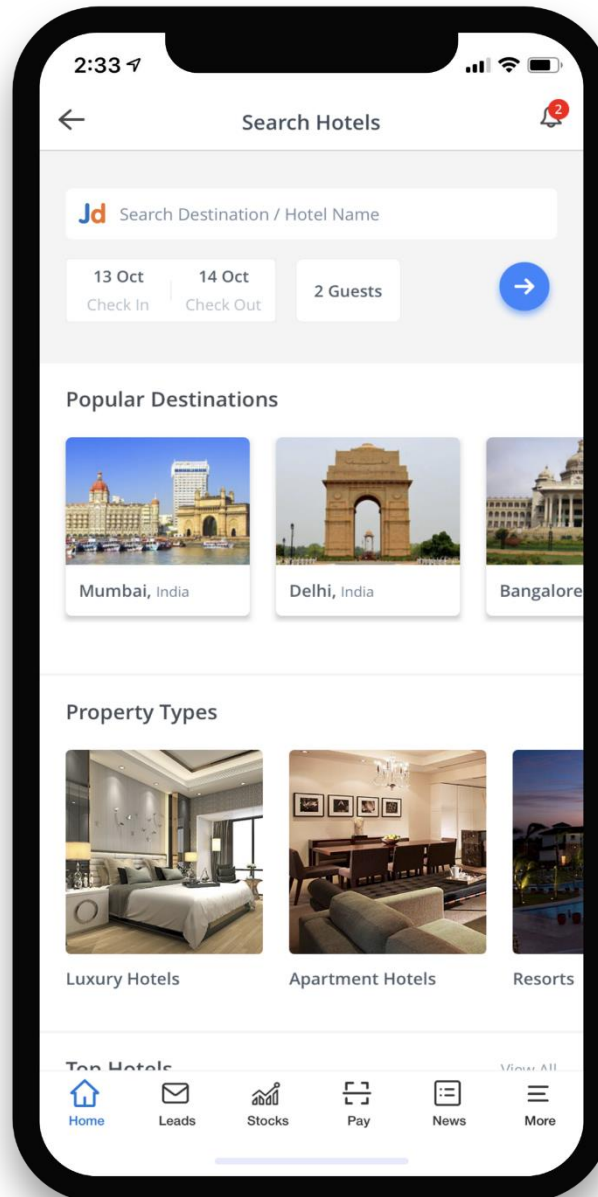
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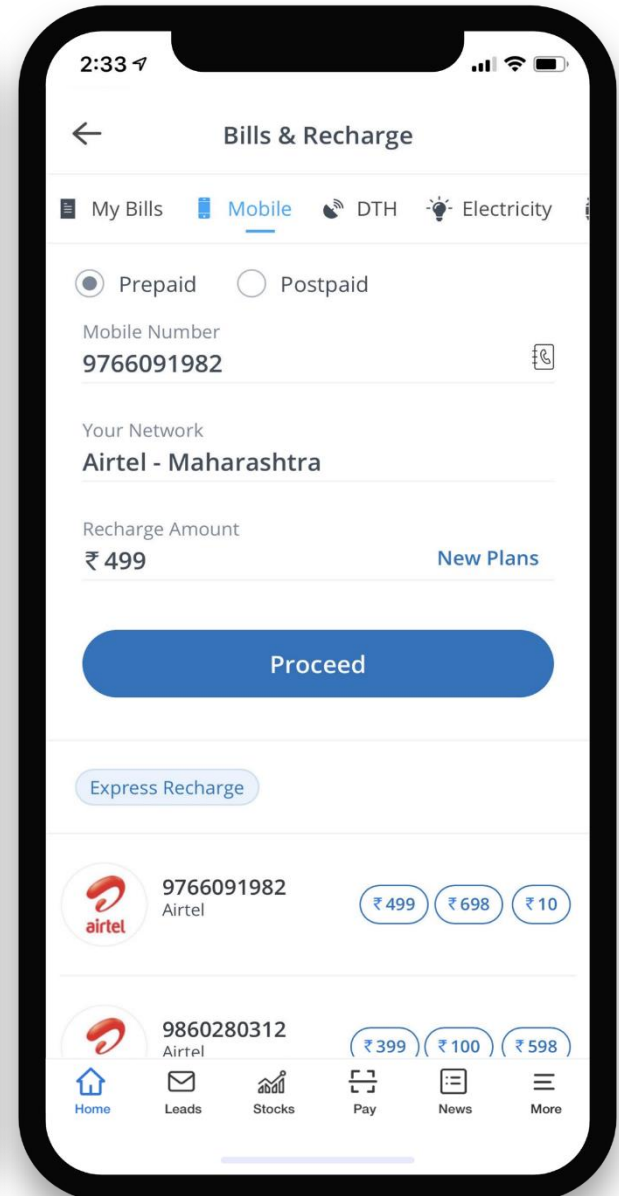
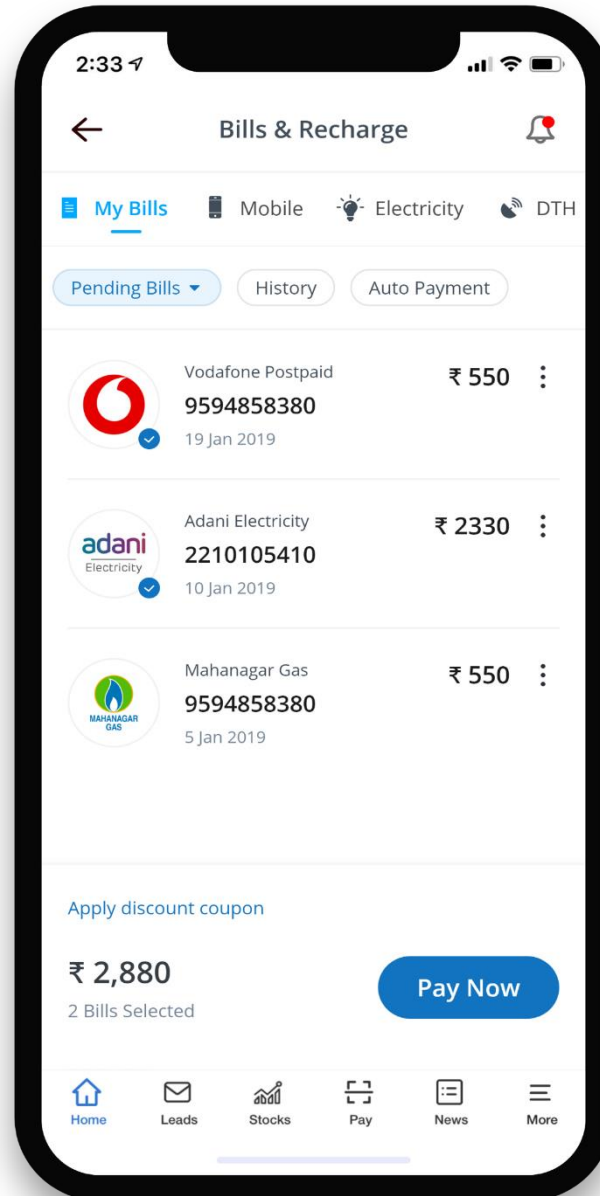
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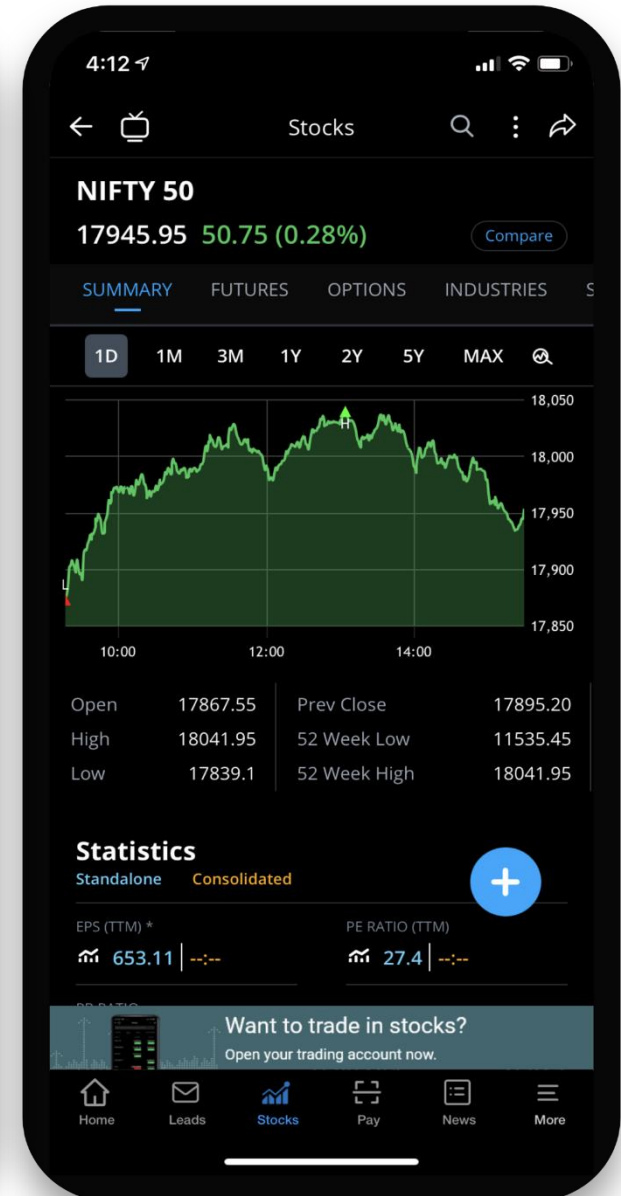
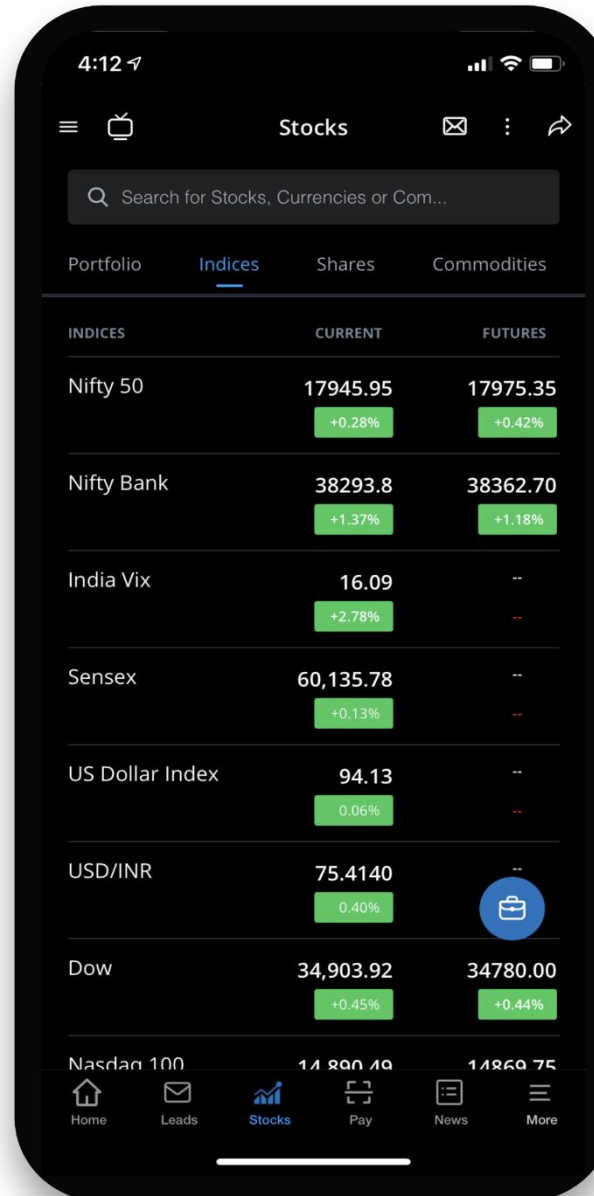
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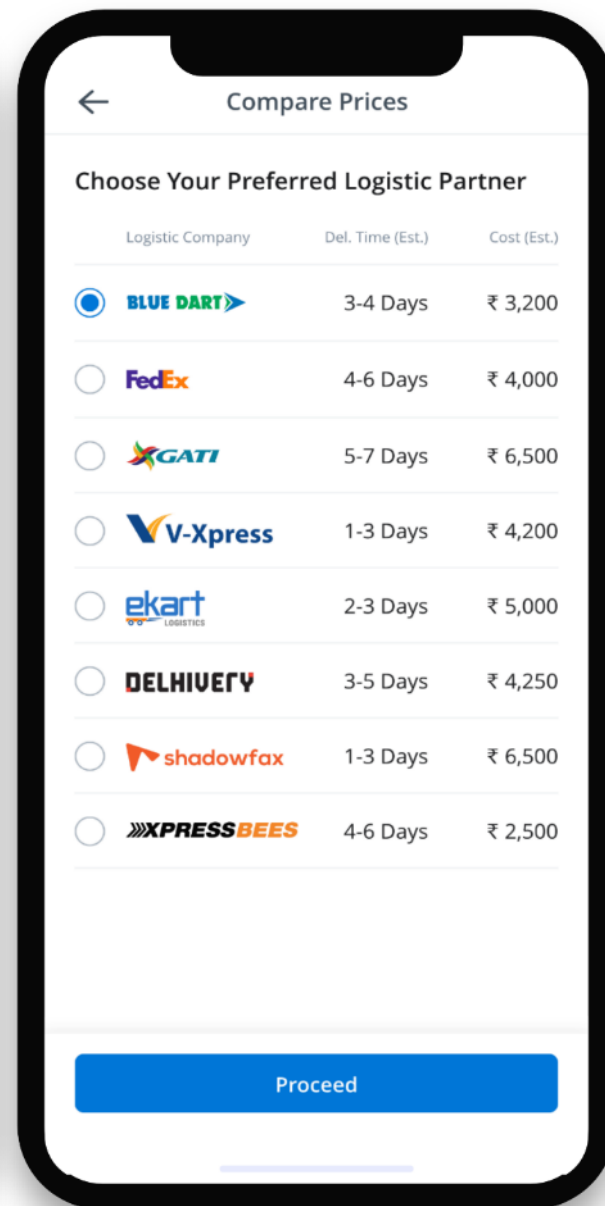
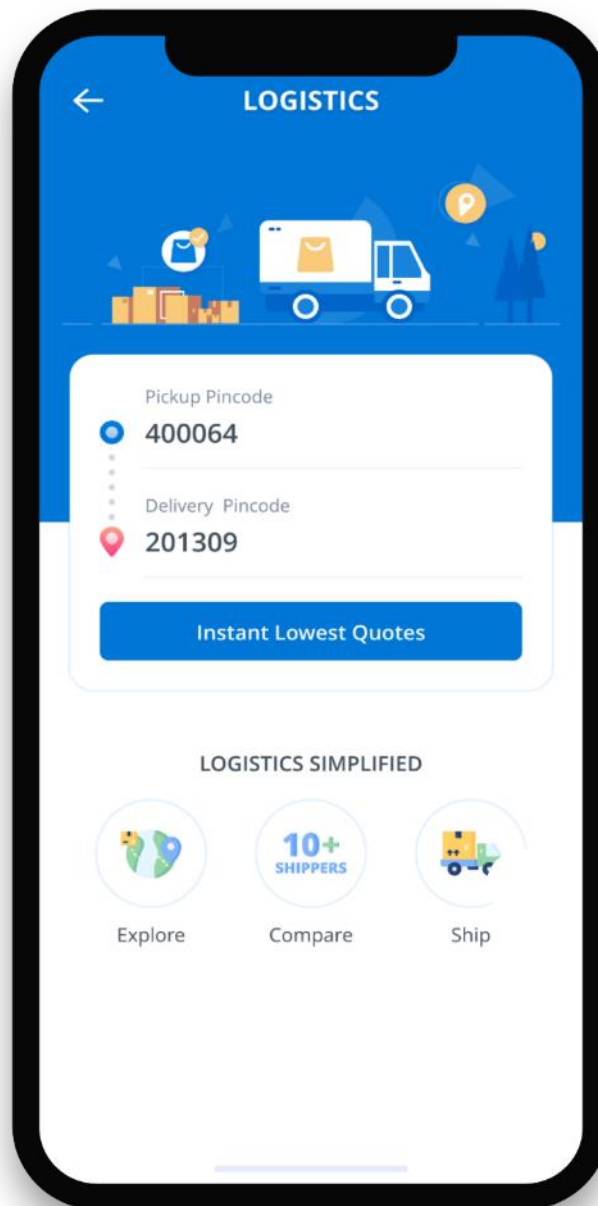
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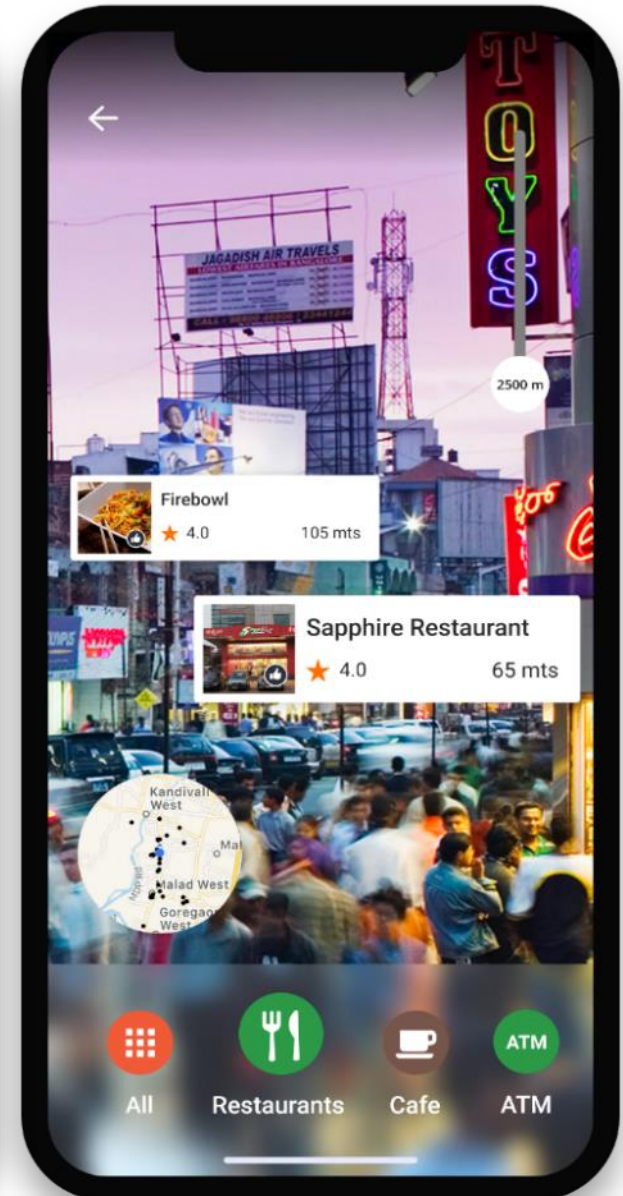
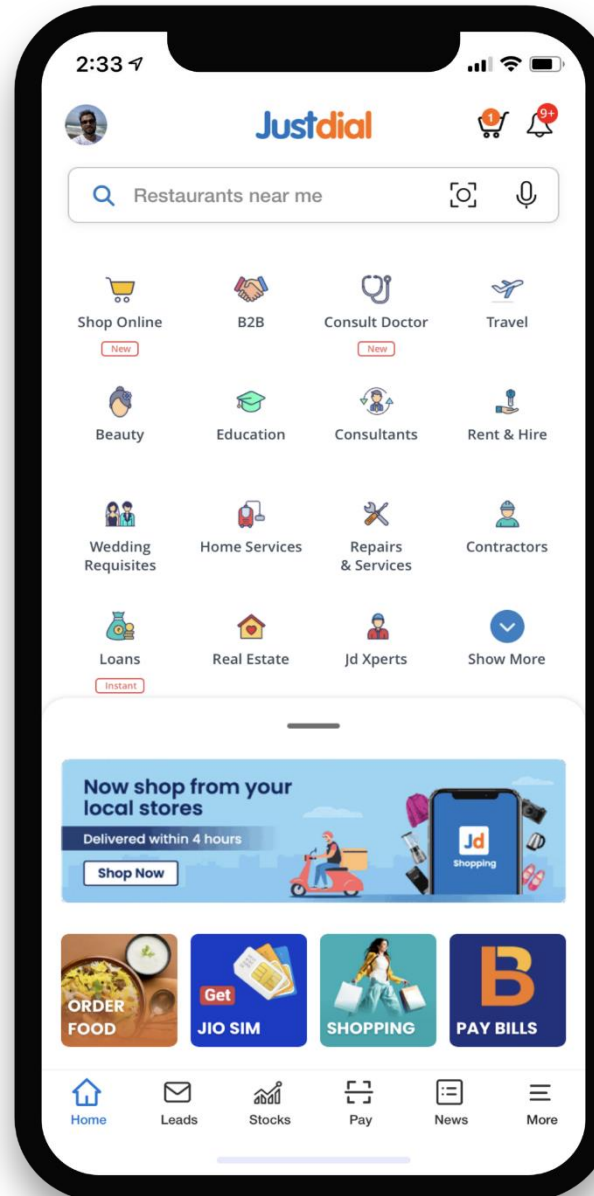
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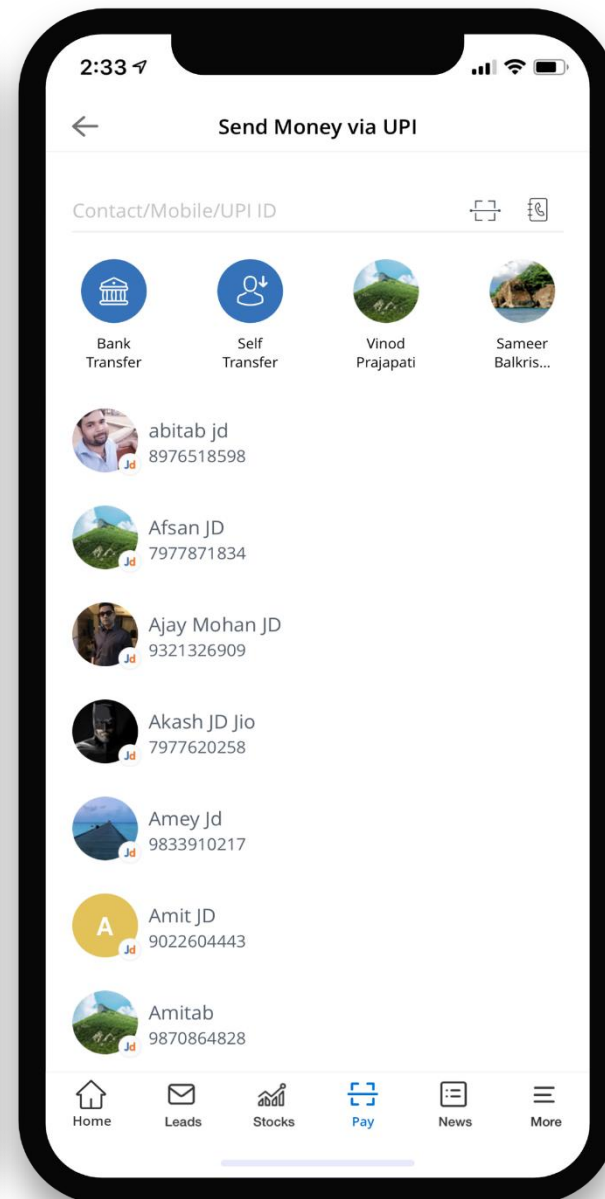
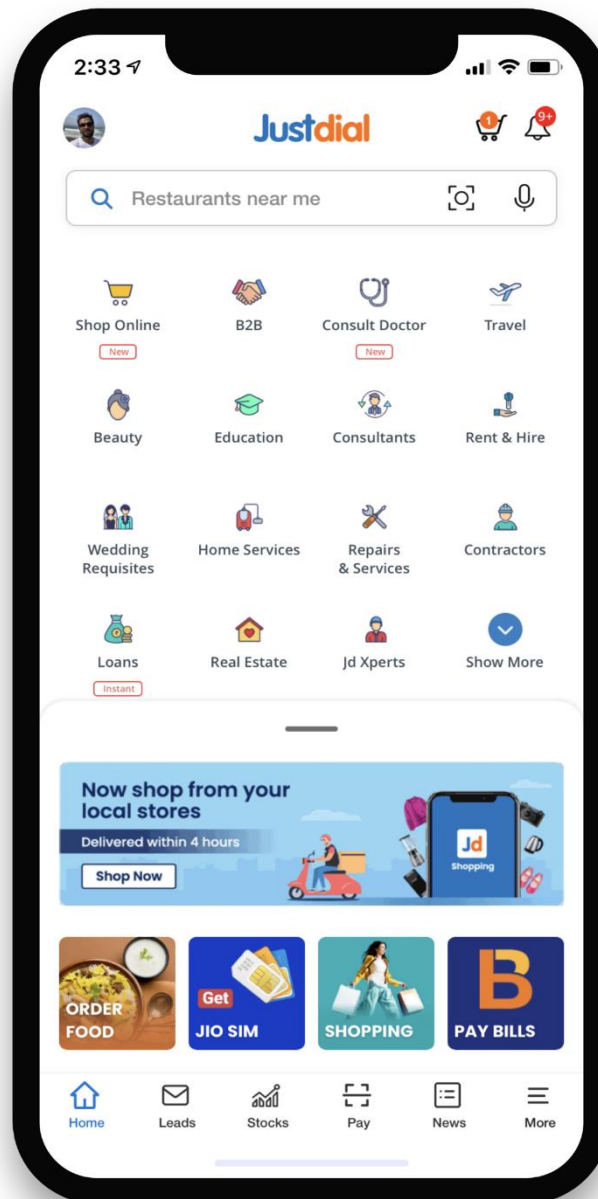
Logistics

Augmented Reality



Pay via UPI

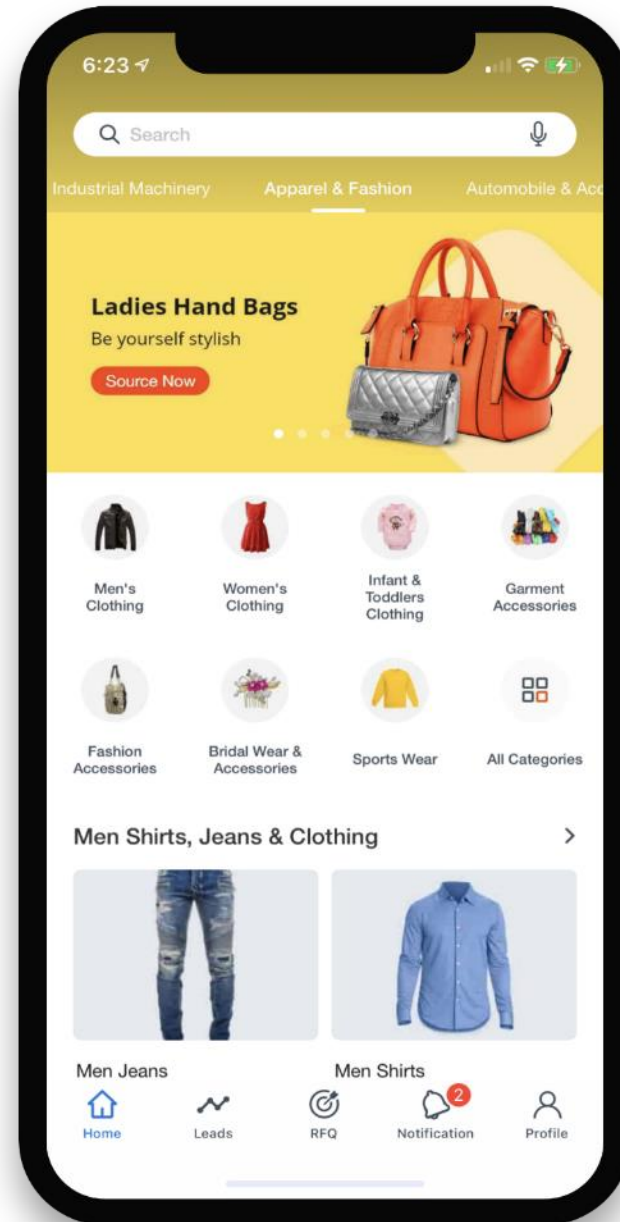
... and many more.



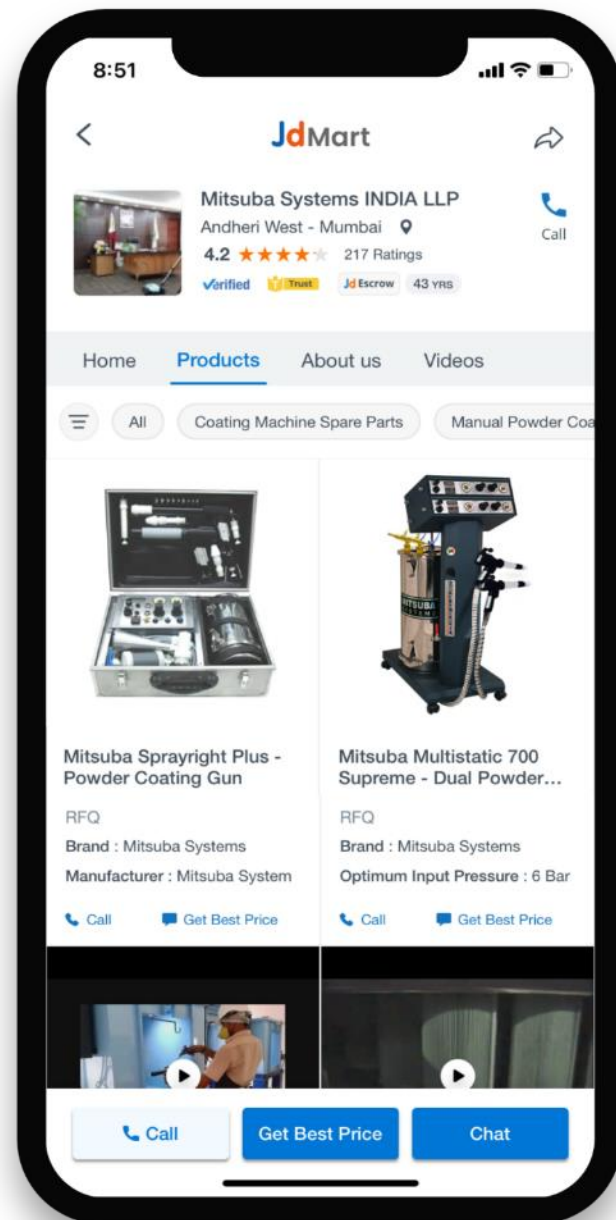
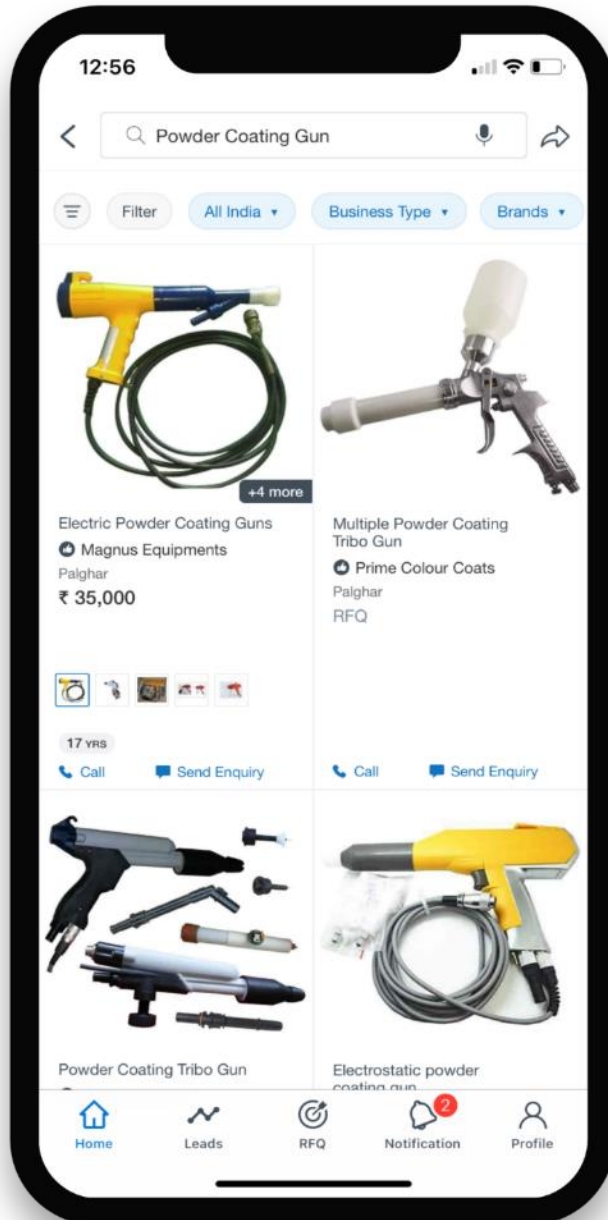


NEW INITIATIVES

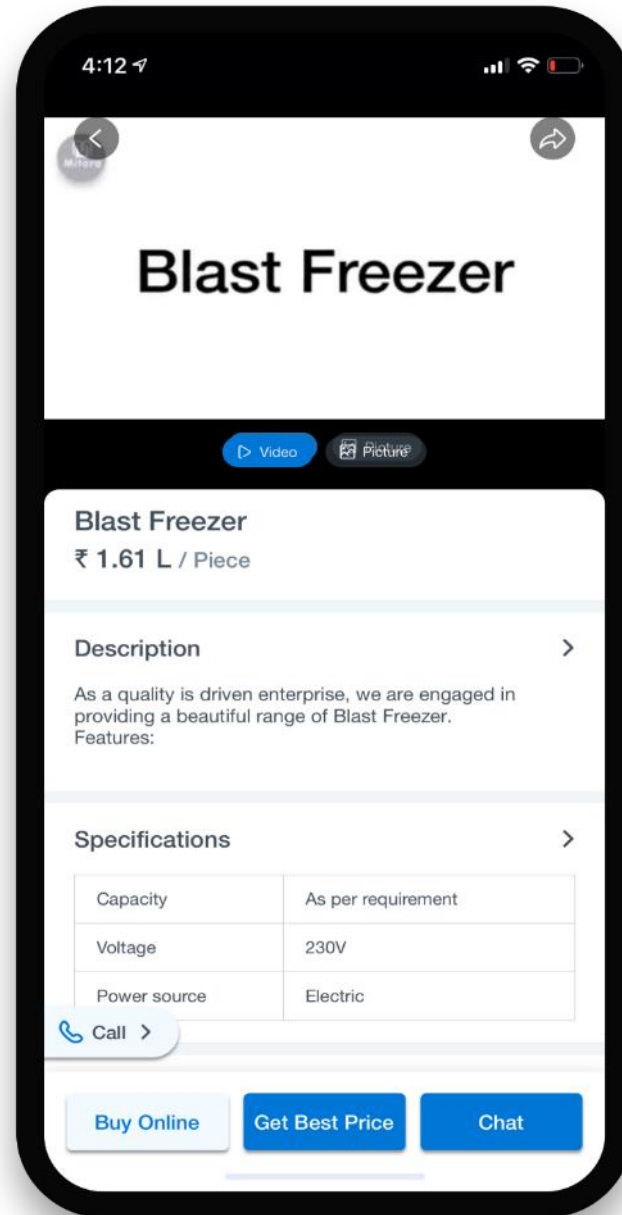
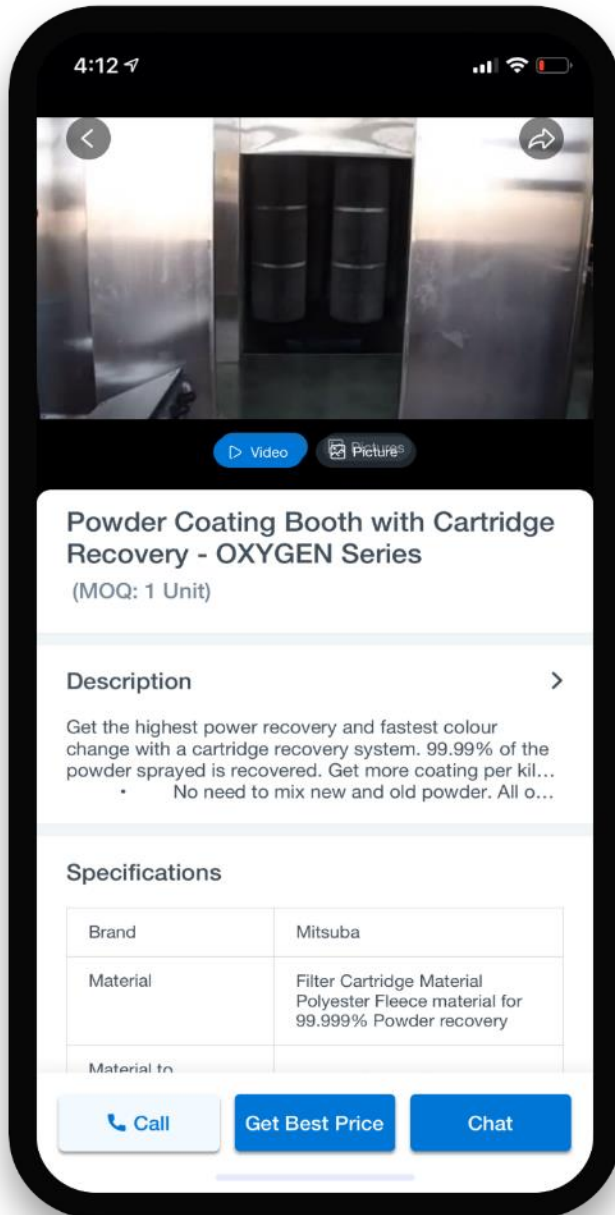
JD Mart – Exclusive B2B Platform, a New Wholesale Experience



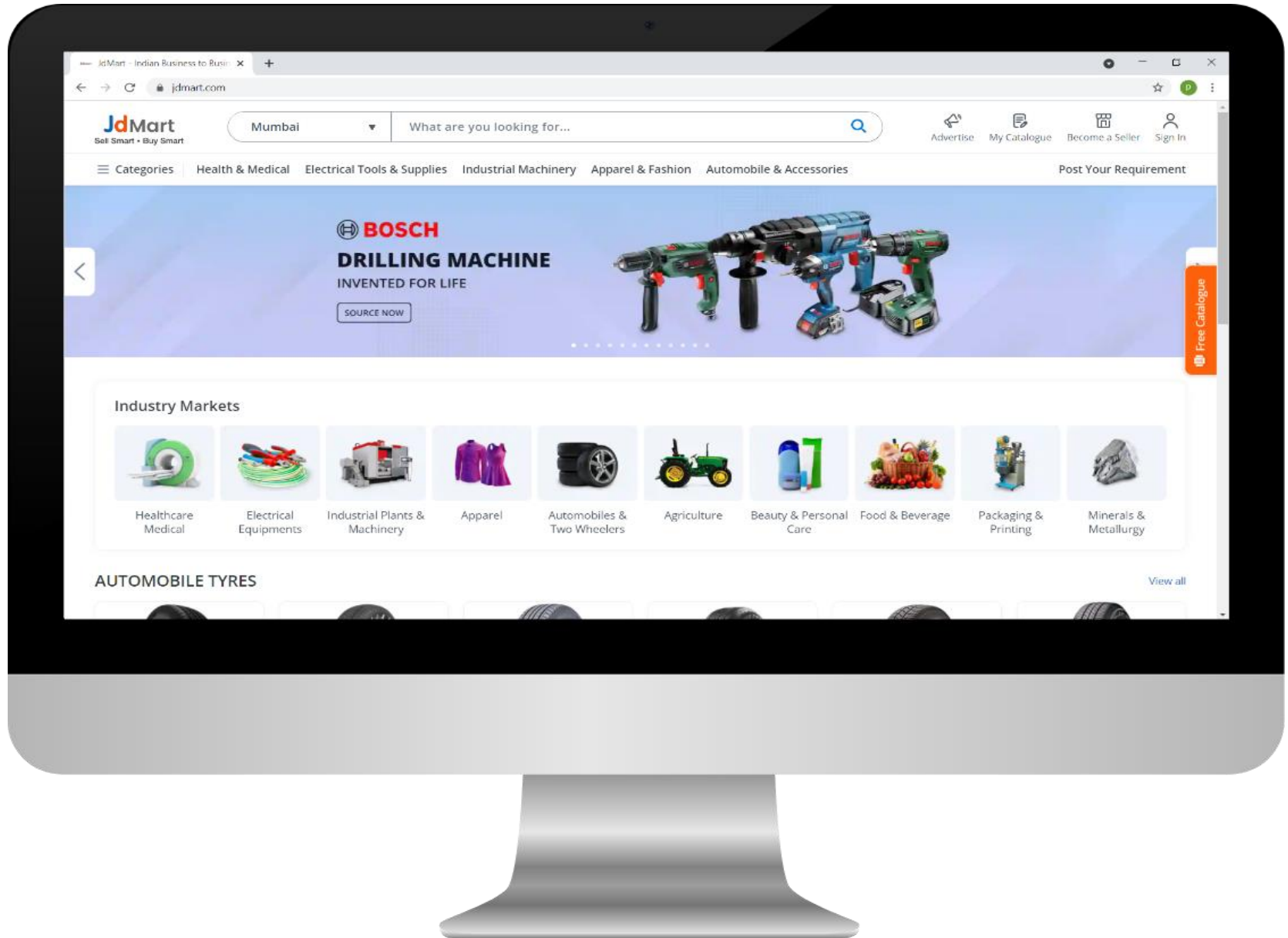
JD Mart – Exclusive B2B Platform, a New Wholesale Experience



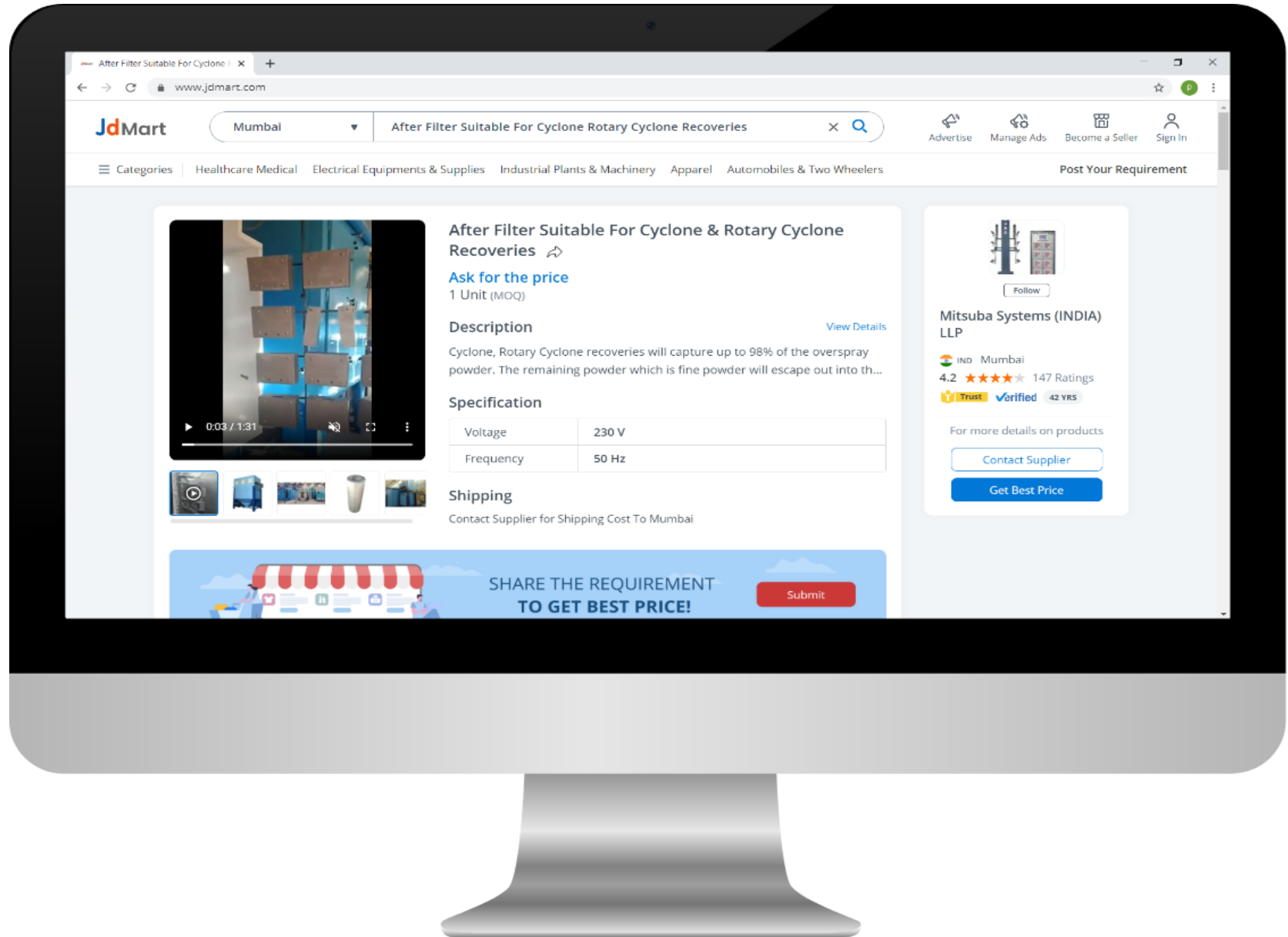
JD Mart – Exclusive B2B Platform, a New Wholesale Experience



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

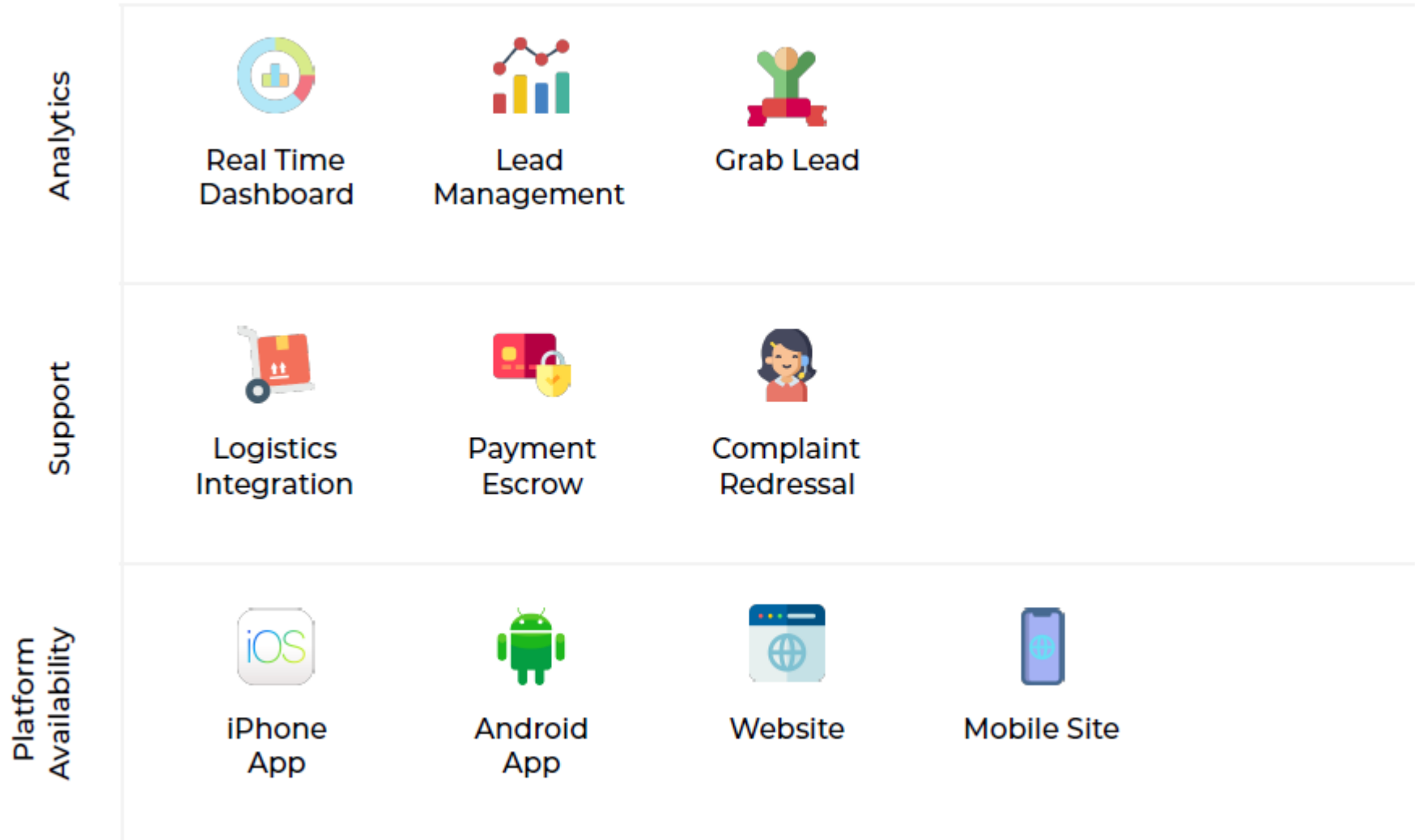


Manage RFQ

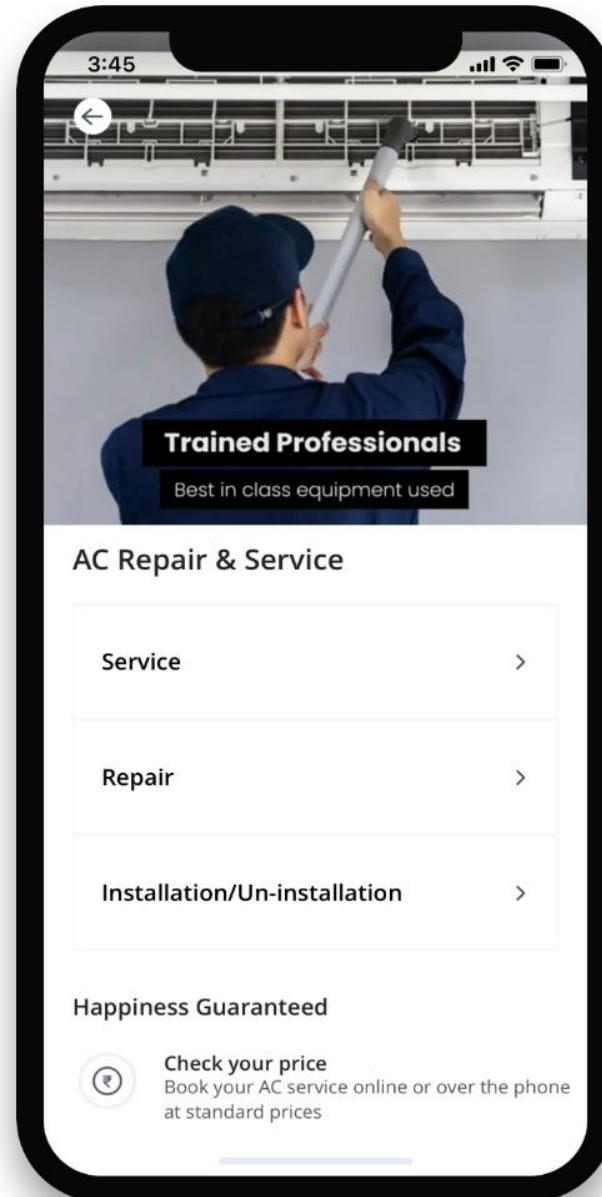
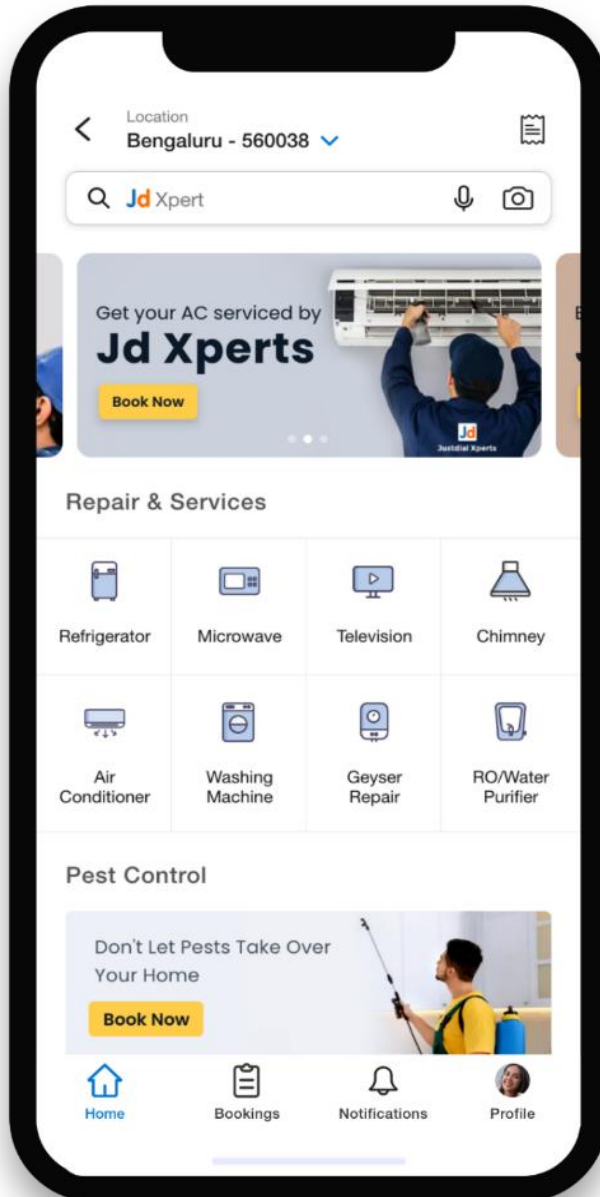


Chat With Buyers

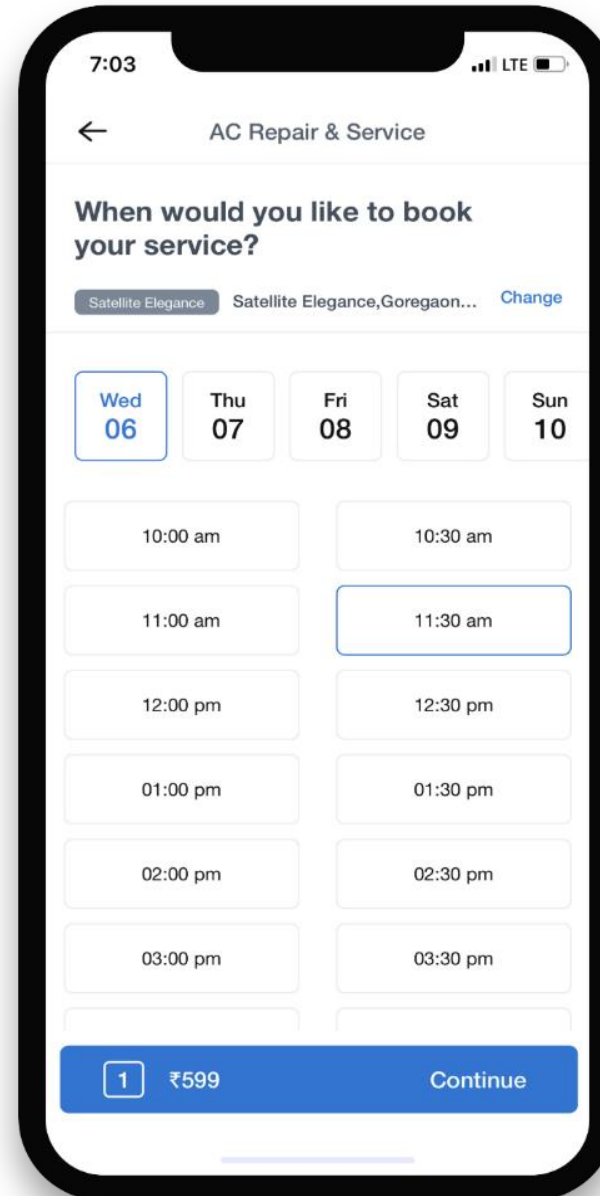
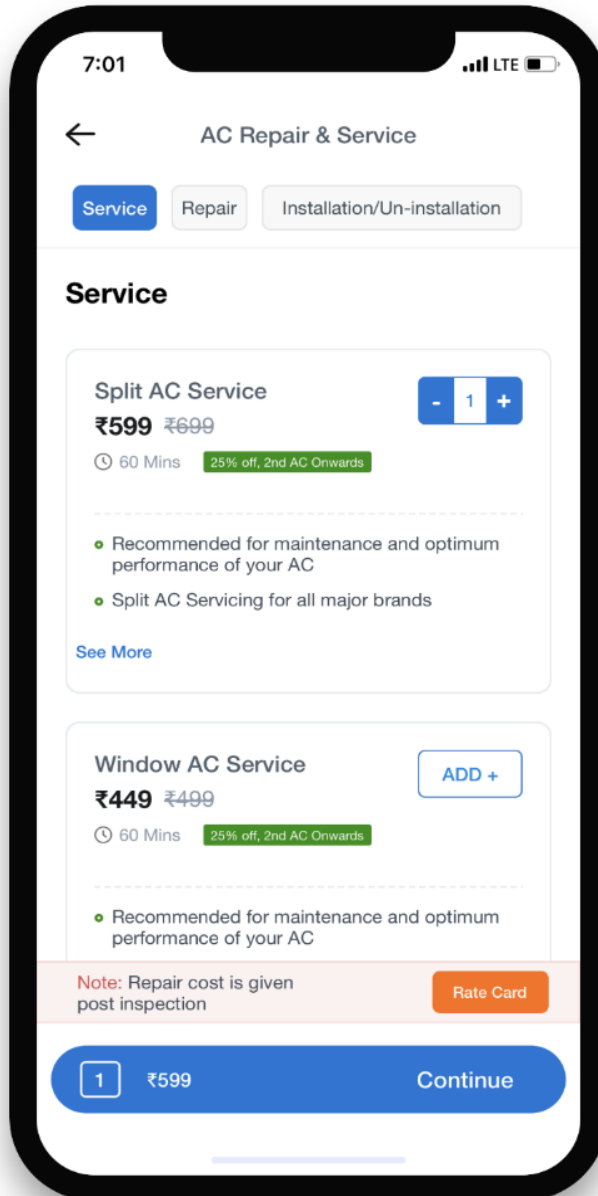
JD MART - PRODUCT STACK



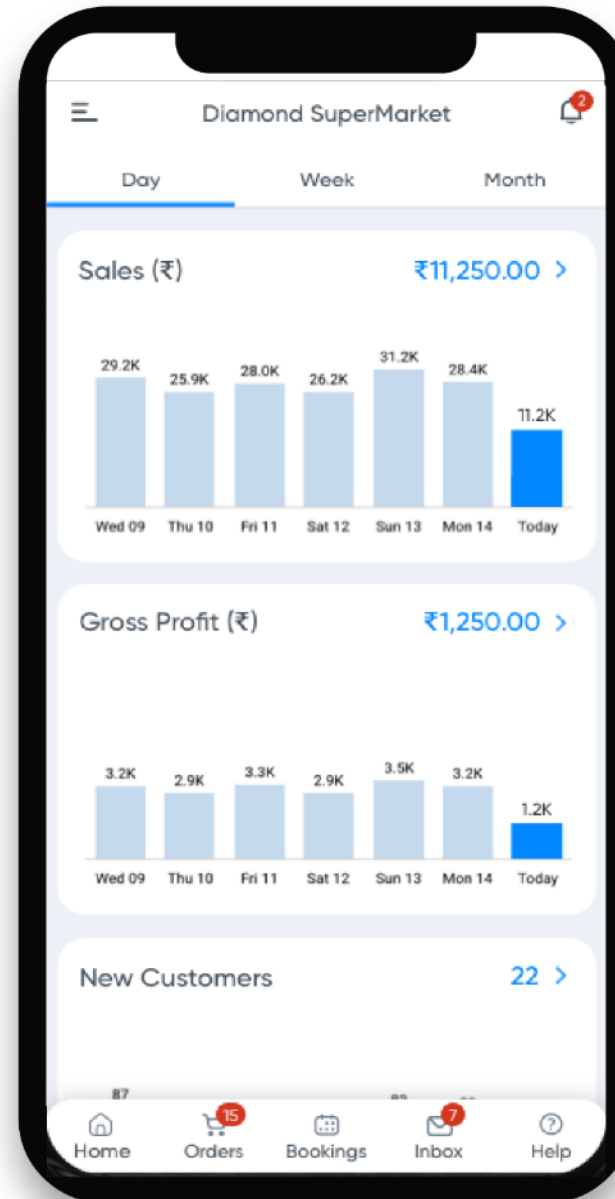
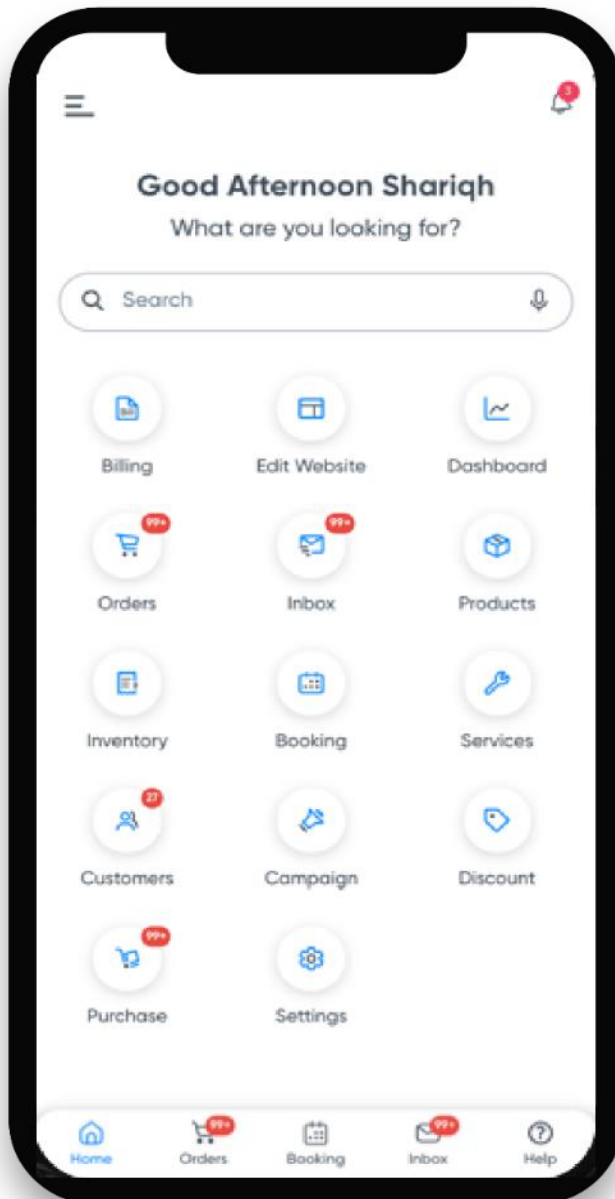
JD XPERTS – ONE STOP SOLUTION FOR ON-DEMAND SERVICES



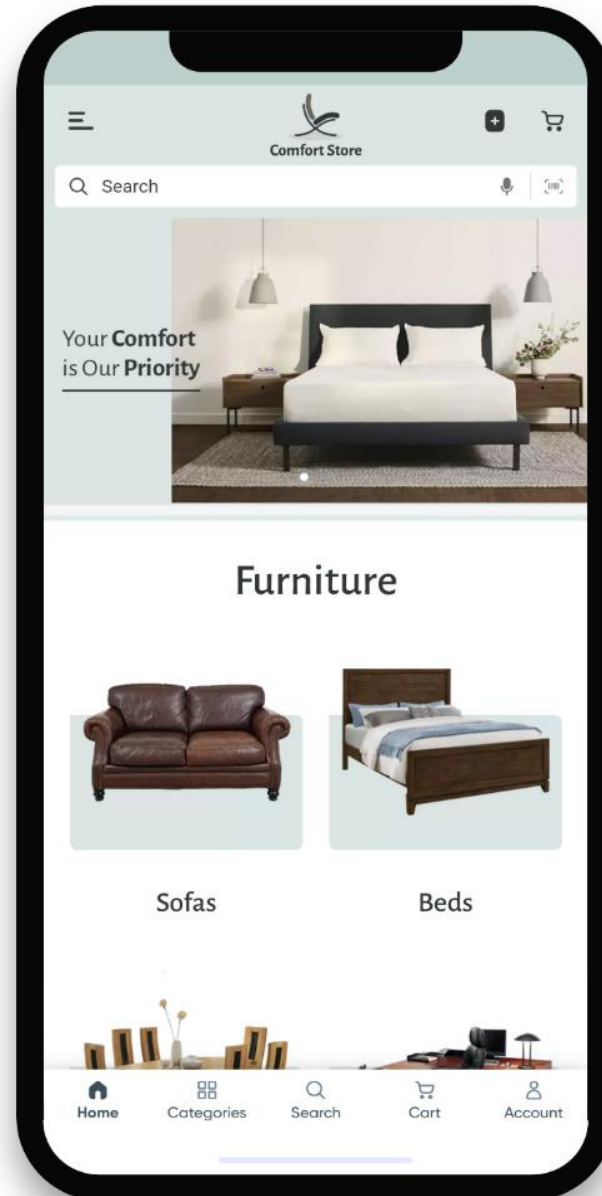
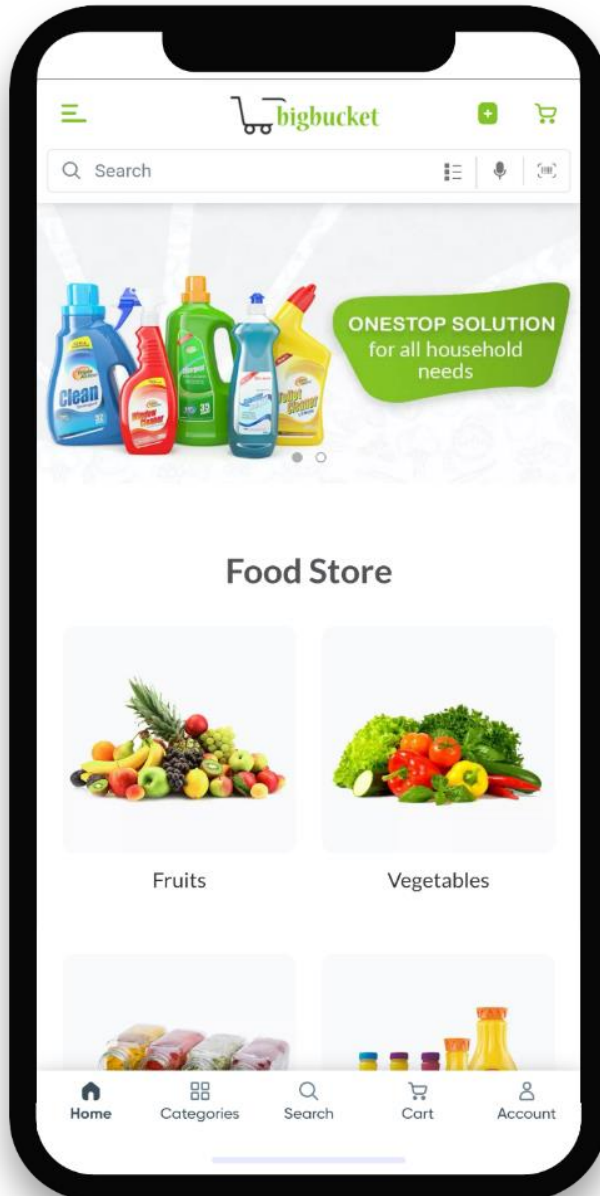
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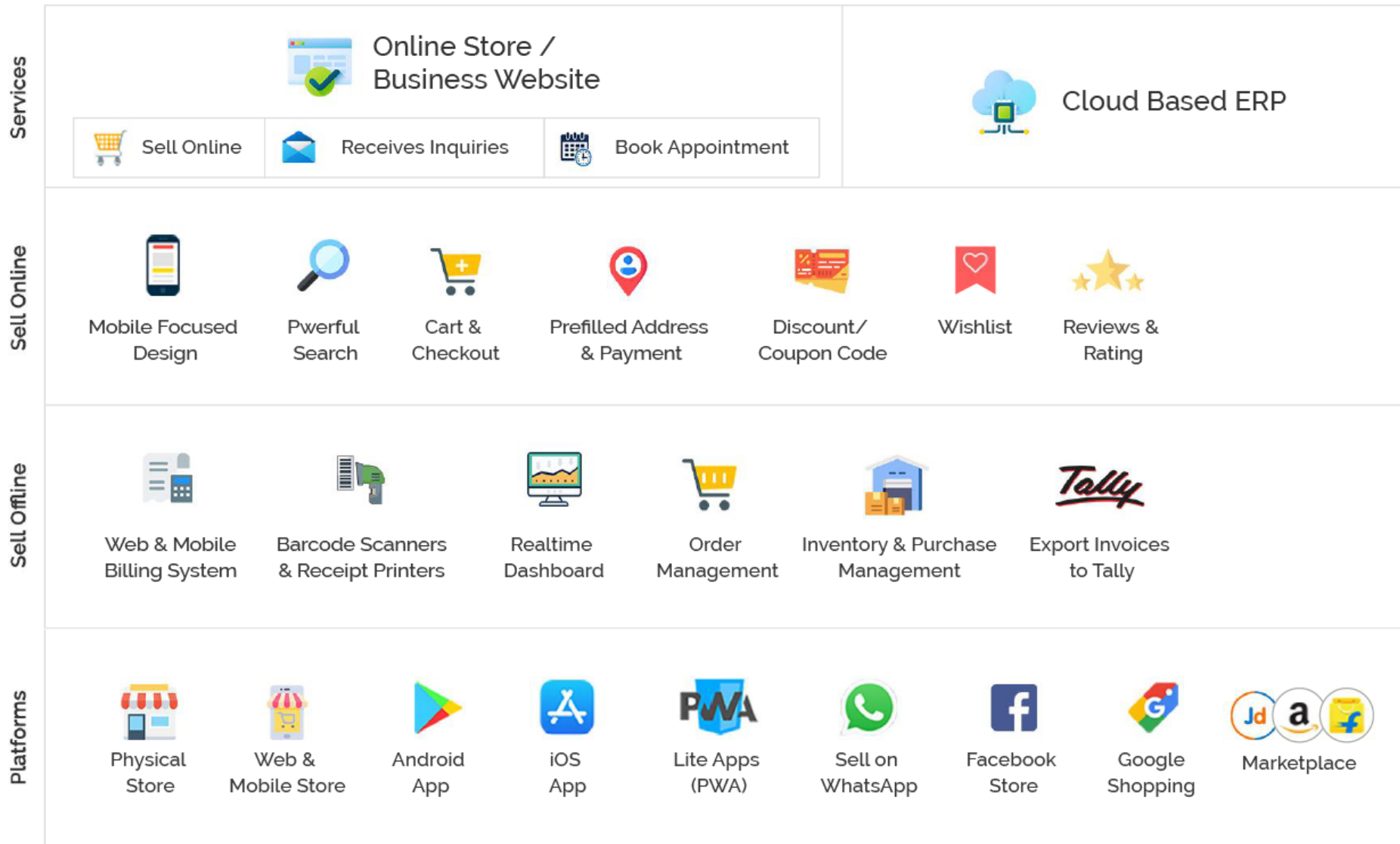
JD OMNI – Cloud-Hosted Solution for Digitalizing Businesses


























JD OMNI – Cloud-Hosted Solution for Digitalizing Businesses

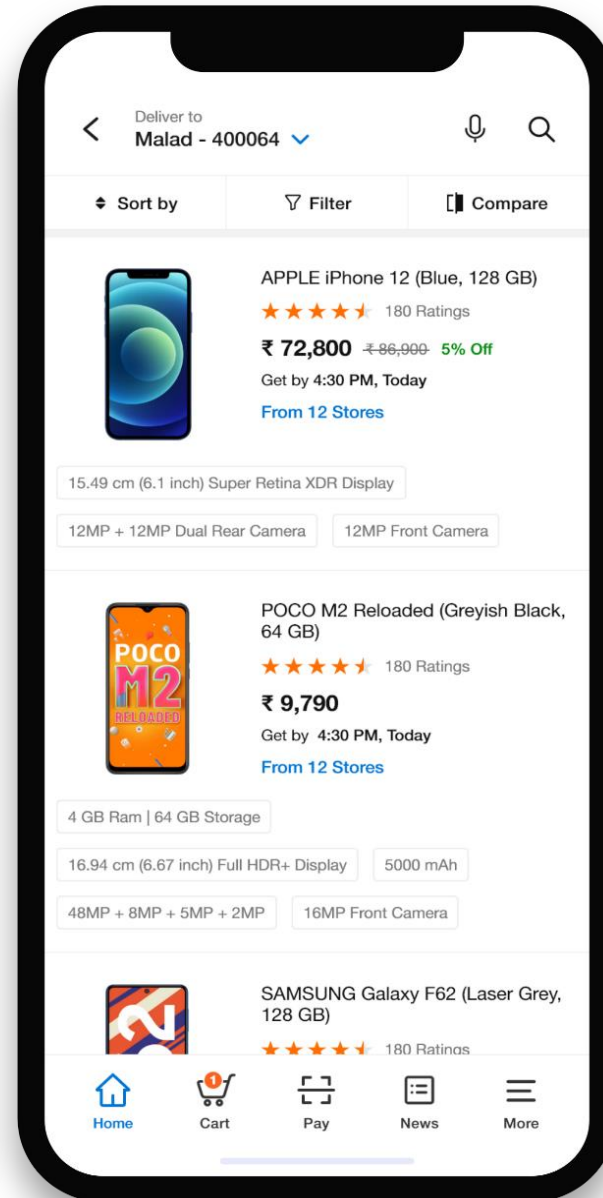
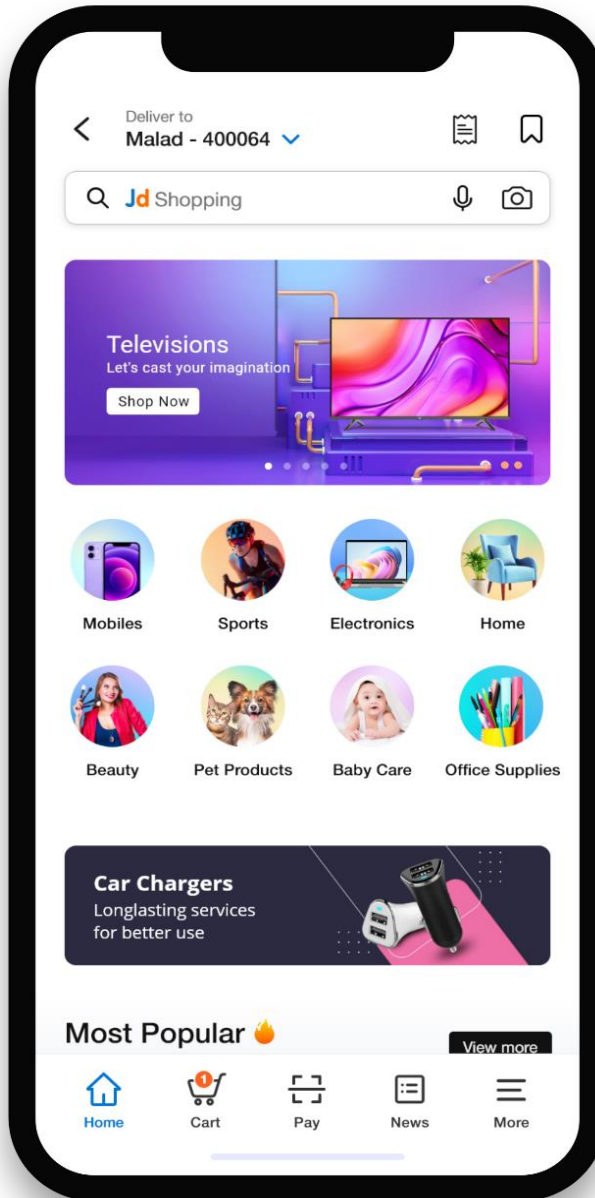


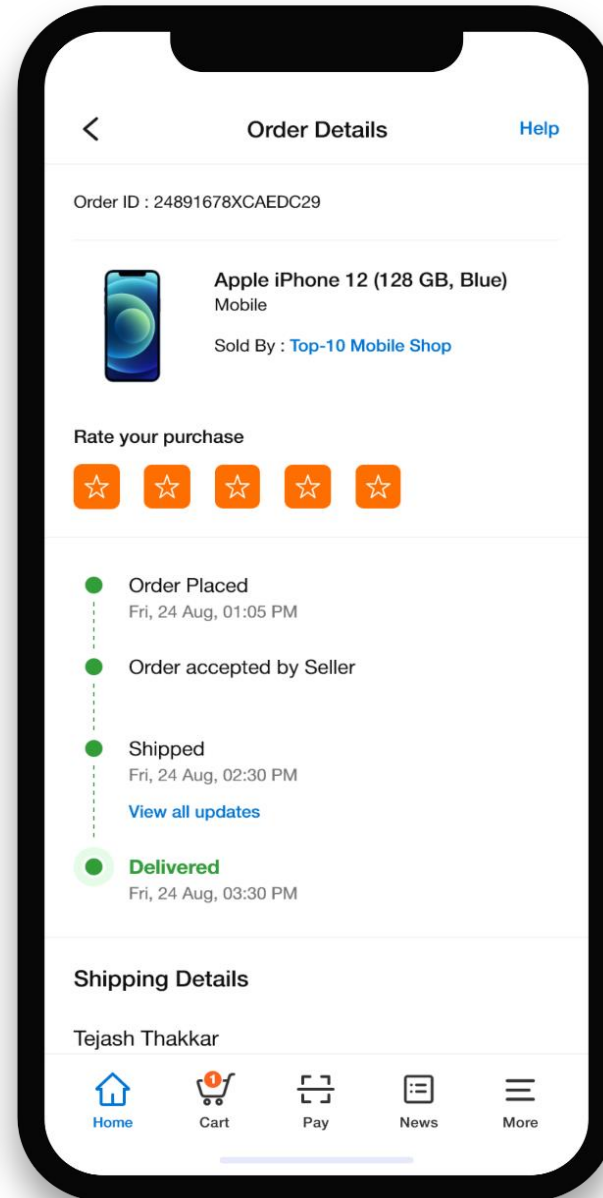
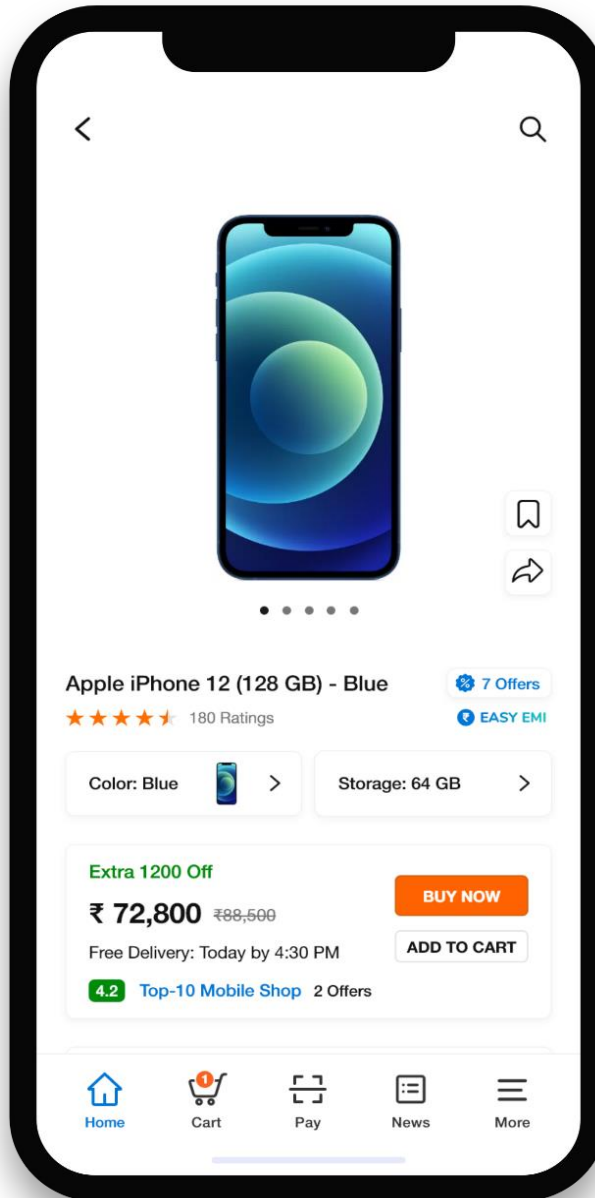
JD OMNI – PRODUCT STACK



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

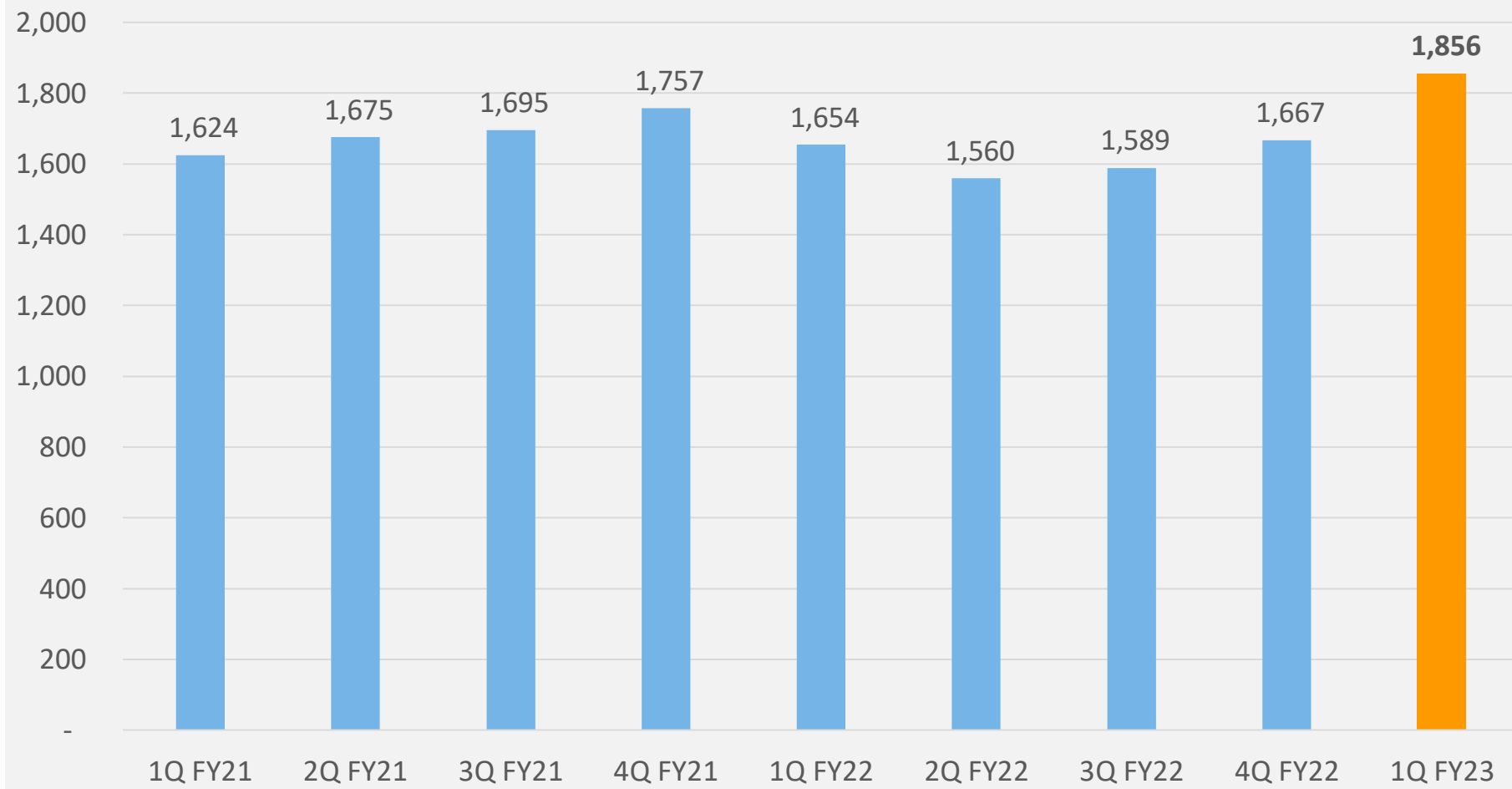
- Paid Advertisers pay a fixed fee to run search-led advertising campaigns for their businesses on Justdial's platforms
- Various premium & non-premium listing packages available which determine placements in search results
- Multiple factors determine pricing, such as business categories of advertiser, 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 4,428 employees in tele-sales, 1,699 feet-on-street (marketing), and 4,474 feet-on-street (Cold Calling & Others) as on Q1 FY23



KEY
BUSINESS
ATTRIBUTES

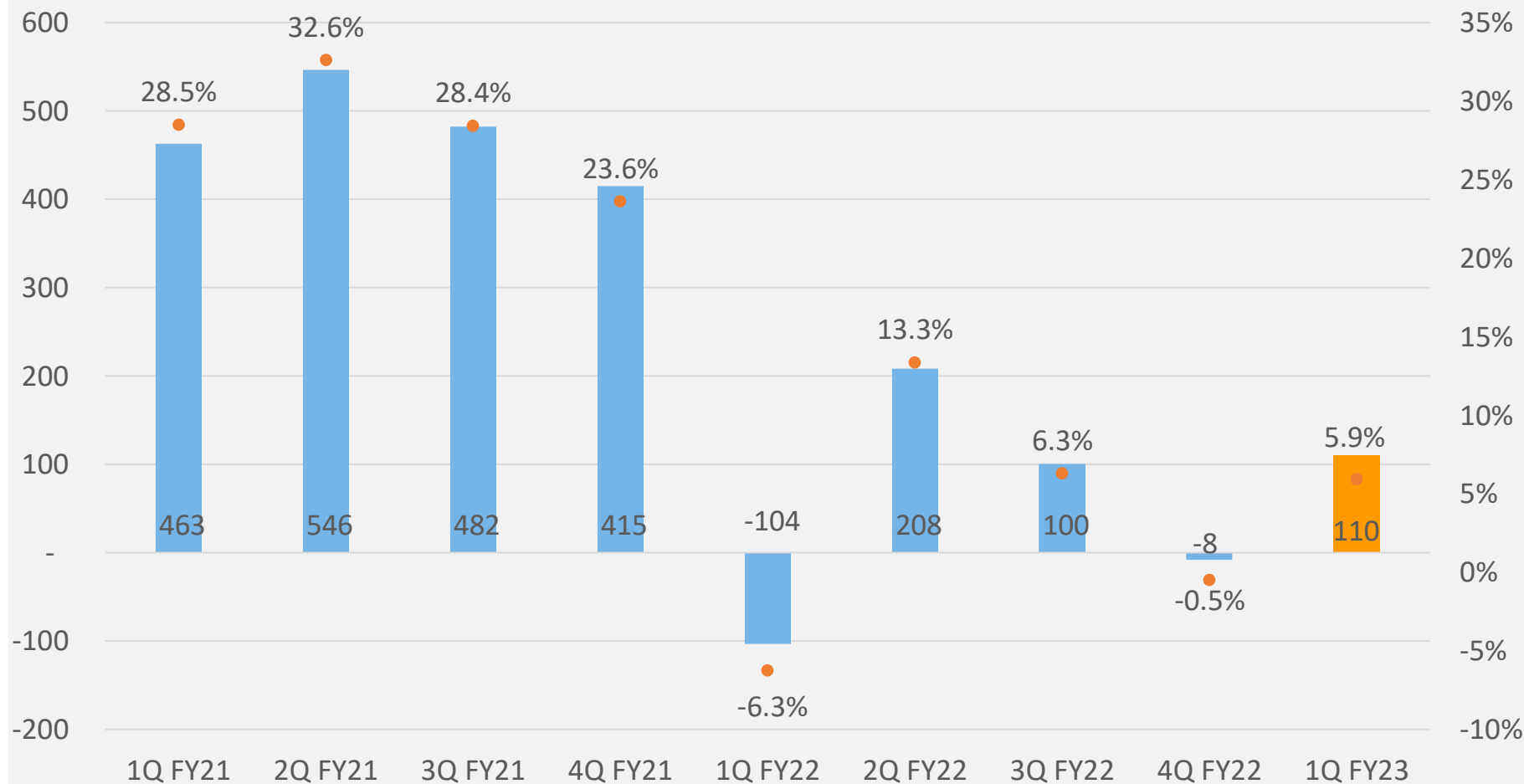
REVENUE

Operating Revenue (Rs million)



OPERATING MARGIN

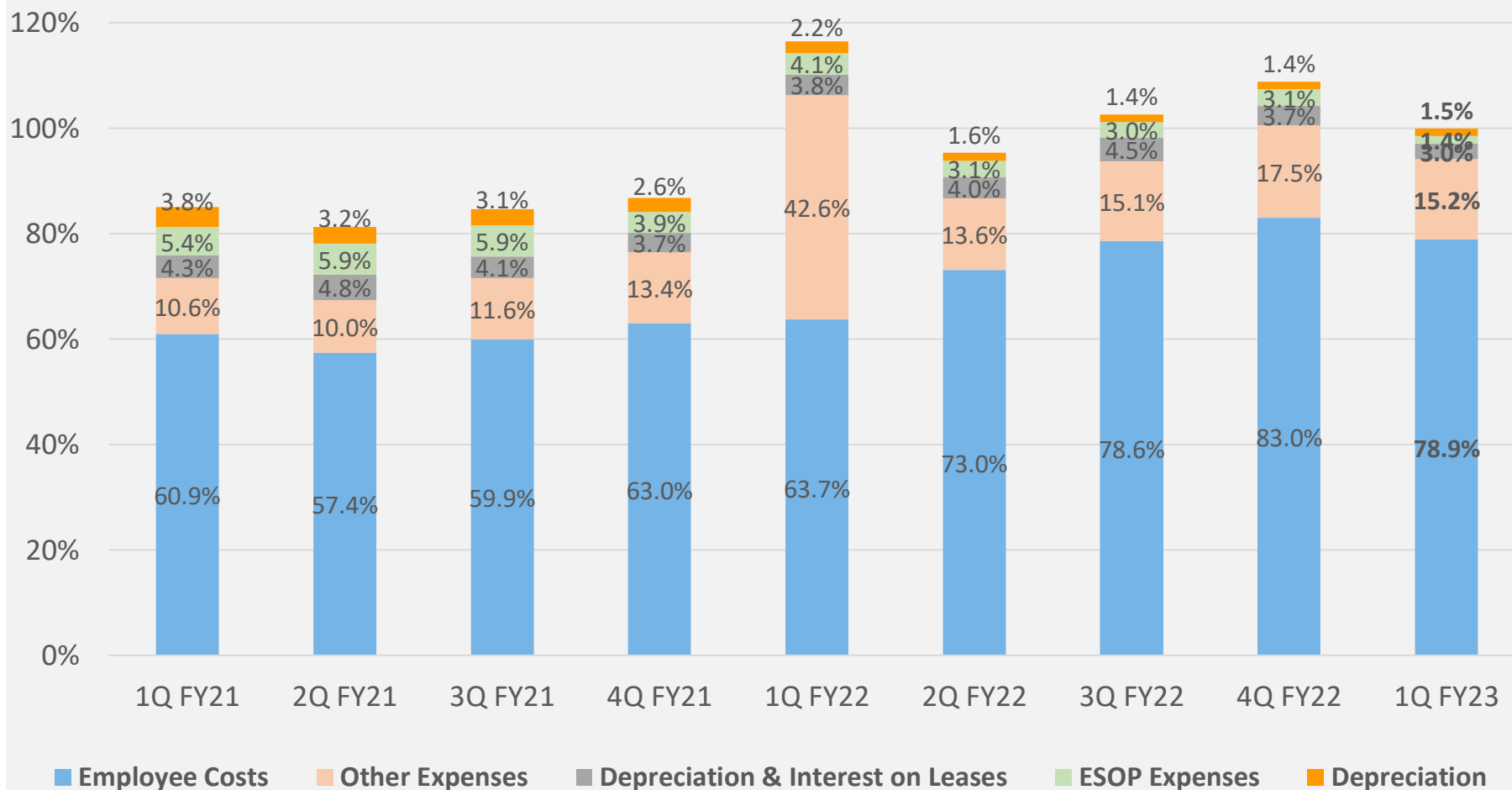
Adjusted EBITDA (Rs million) & Margin %



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

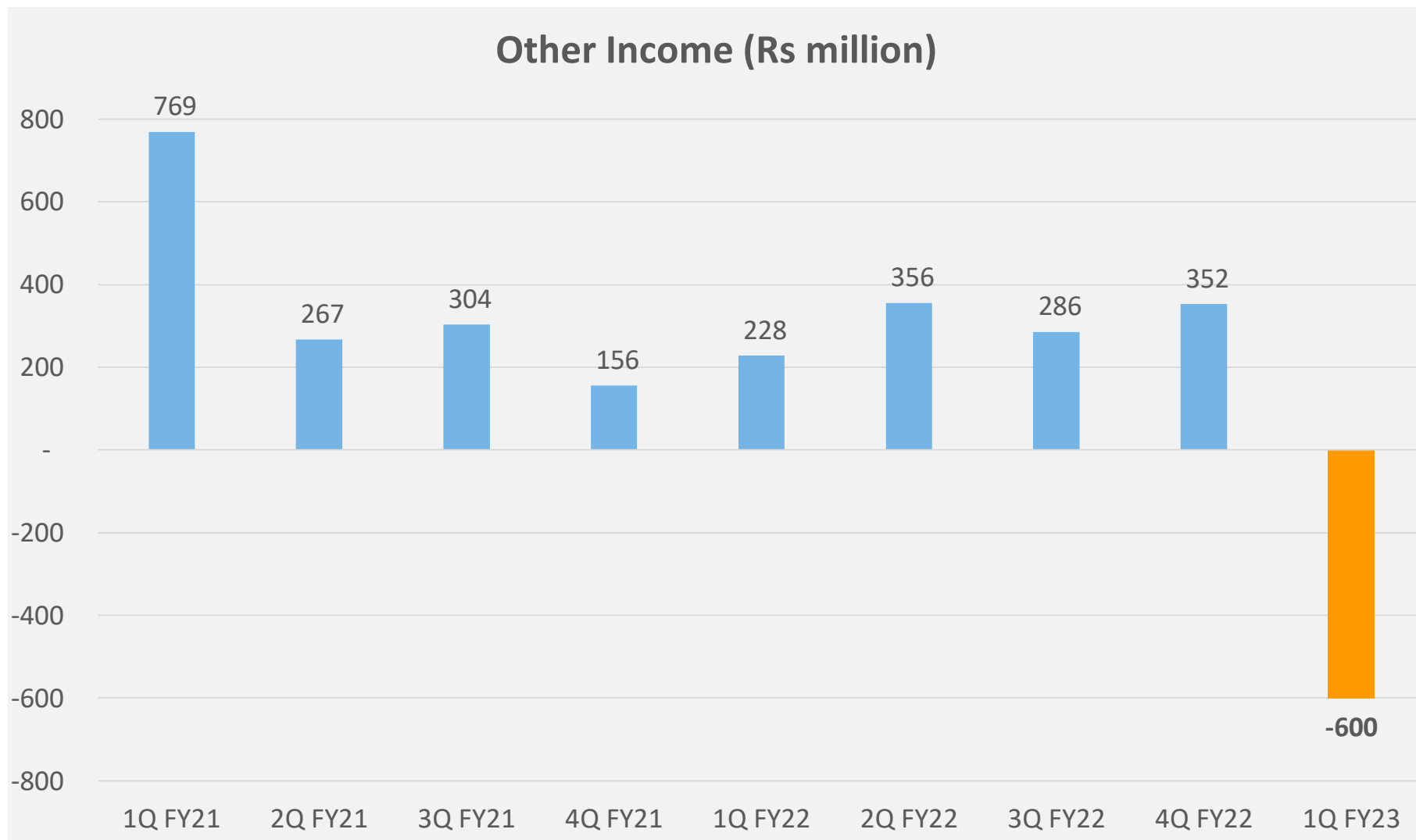
COST STRUCTURE

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.

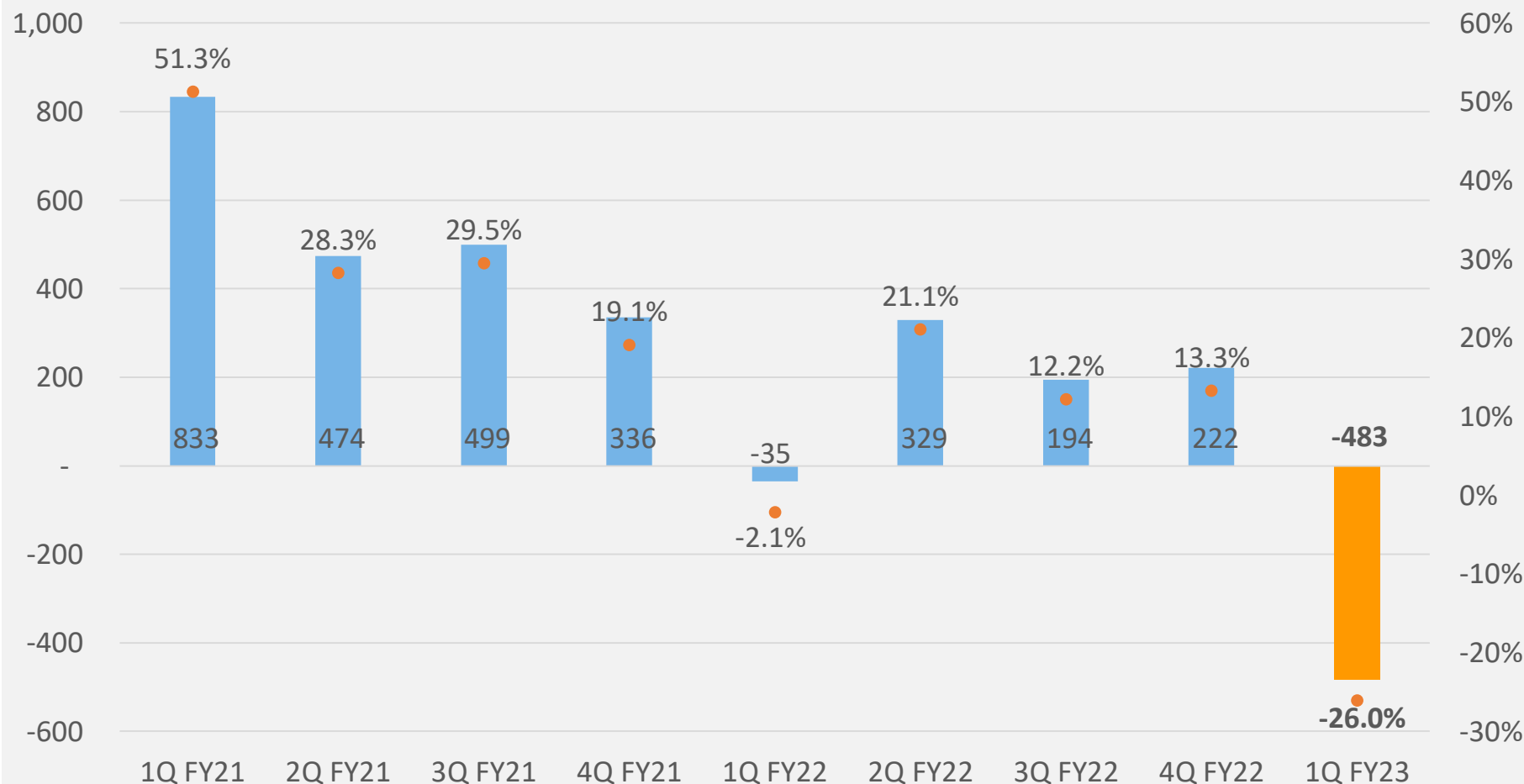
OTHER INCOME



Note: Other Income in 1Q FY23 was impacted due to mark-to-market (MTM) losses on treasury portfolio owing to significant increase in bond yields (135-150 bps QoQ for 2-3 year AAA bonds) during the quarter.

NET PROFIT MARGIN

Net Profit (Rs million) & PAT Margin %



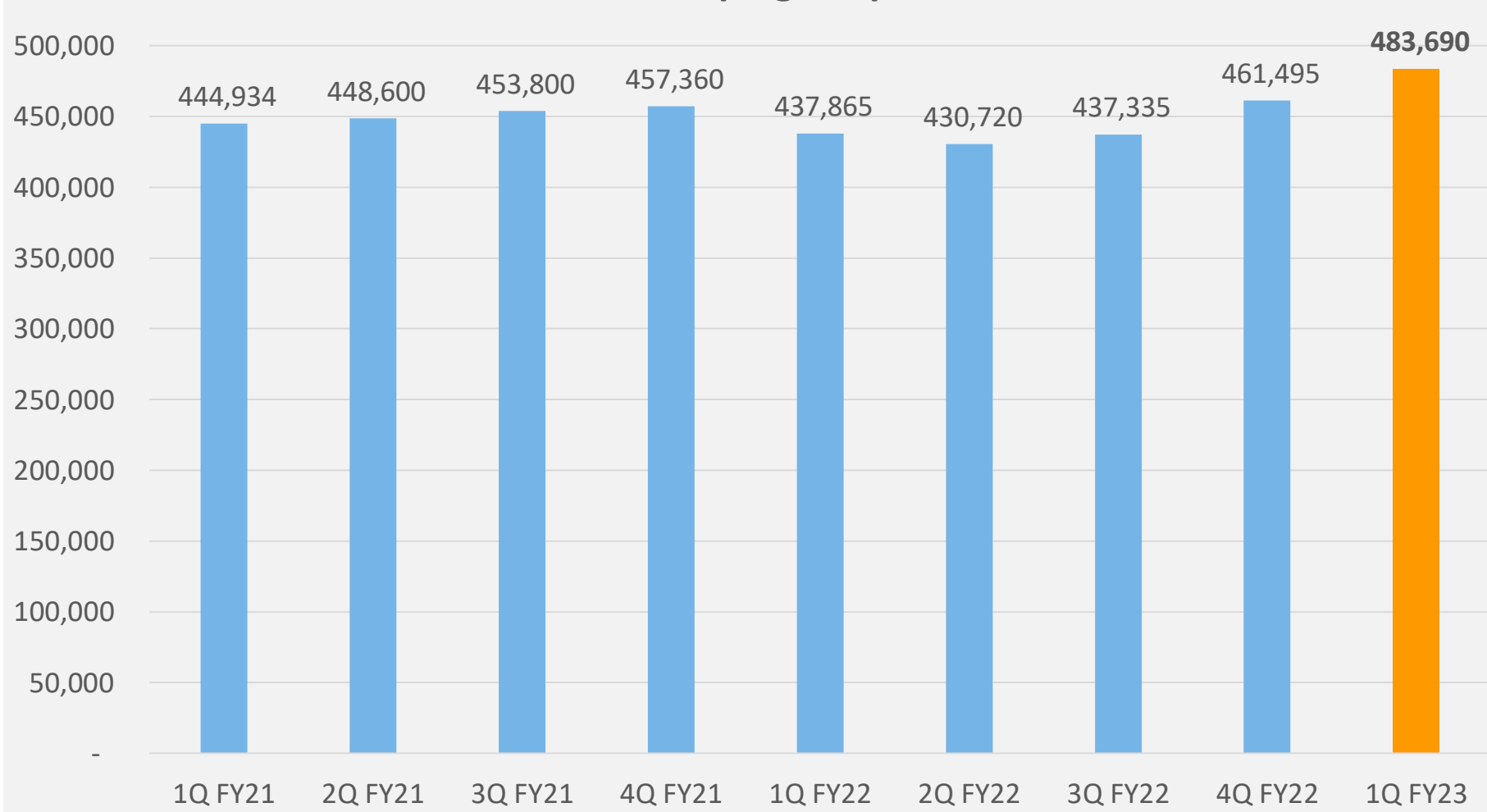
Note:

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

2) Loss during 1Q FY23 is driven by negative other income due to mark-to-market (MTM) losses on treasury portfolio owing to significant increase in bond yields (135-150 bps QoQ for 2-3 year AAA bonds) during the quarter.

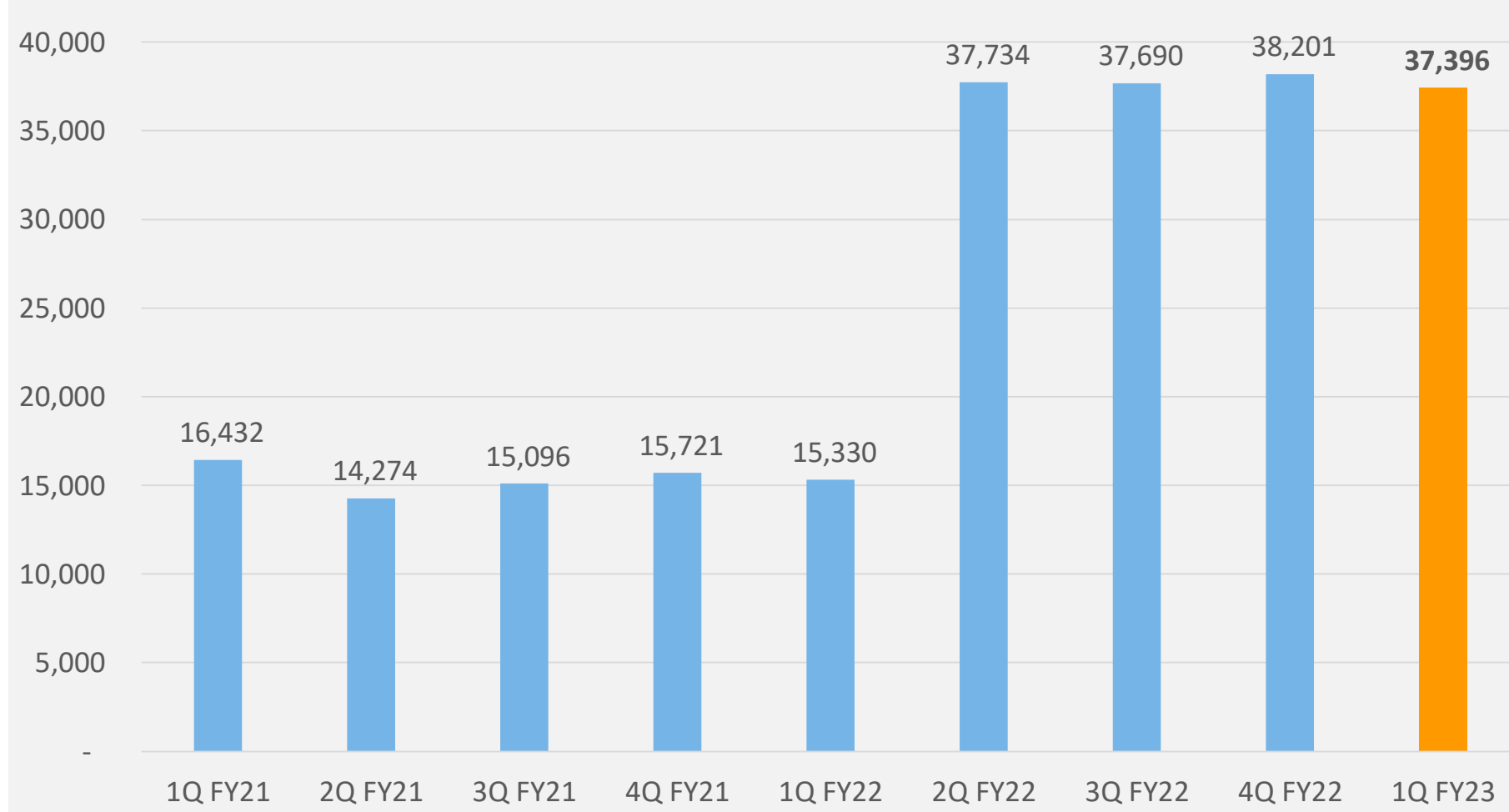
PAID CAMPAIGNS

Active Paid Campaigns - period end



CASH AND INVESTMENTS

Cash & Investments - period end (Rs million)

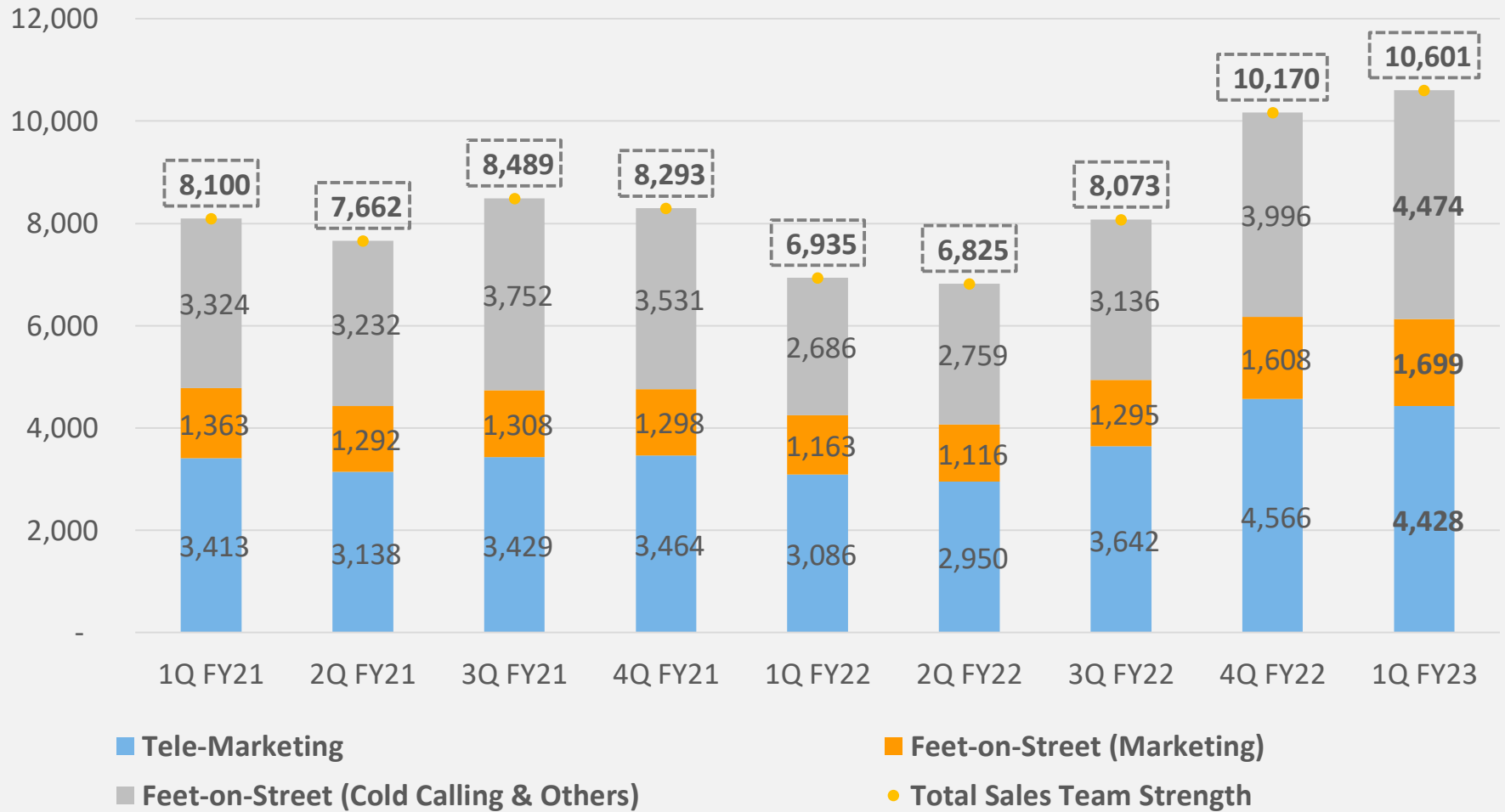


Note: 1) Increase in Cash & Investments in 2Q FY22 is on account of Rs 21.65 billion received upon preferential issue of Equity Shares to RRVL.

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 - 1Q FY23 (Quarter ended June 30, 2022) PERFORMANCE SUMMARY						
Metric	Unit	1Q FY23	1Q FY22	YoY change	4Q FY22	QoQ change
Operating Revenue	(₹ million)	1,856	1,654	12.2%	1,667	11.4%
Operating EBITDA	(₹ million)	84	-172	n.a.	-60	n.a.
Operating EBITDA Margin	%	4.5%	-10.4%	n.a.	-3.6%	n.a.
Adjusted EBITDA (excl. ESOP expenses)	(₹ million)	110	-104	n.a.	-8	n.a.
Adjusted EBITDA Margin (excl. ESOP expenses)	%	5.9%	-6.3%	n.a.	-0.5%	n.a.
Other Income, net	(₹ million)	-600	228	n.a.	352	n.a.
Profit Before Taxes	(₹ million)	-598	-44	n.a.	206	n.a.
Net Profit	(₹ million)	-483	-35	n.a.	222	n.a.
Net Profit Margin	%	-26.0%	-2.1%	n.a.	13.3%	n.a.
Unearned Revenue (period end)	(₹ million)	3,534	3,074	15.0%	3,381	4.5%
Cash & Investments (period end)	(₹ million)	37,396	15,330	143.9%	38,201	-2.1%

Note:

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

2) Loss during 1Q FY23 is driven by negative other income due to mark-to-market (MTM) losses on treasury portfolio owing to significant increase in bond yields (135-150 bps QoQ for 2-3 year AAA bonds) during the quarter.

JUST DIAL LTD - 1Q FY23 (Quarter ended June 30, 2022) PERFORMANCE SUMMARY						
Metric	Unit	1Q FY23	1Q FY22	YoY change	4Q FY22	QoQ change
Unique Visitors	(million)	147.9	124.1	19.1%	144.8	2.1%
- Mobile	(million)	124.7	104.3	19.5%	121.4	2.7%
- Desktop/ PC	(million)	16.7	13.8	21.0%	17.6	-4.9%
- Voice	(million)	6.4	6.0	7.8%	5.8	10.4%
- Mobile	% share	84.3%	84.1%	28 bps	83.8%	50 bps
- Desktop/ PC	% share	11.3%	11.1%	18 bps	12.1%	-83 bps
- Voice	% share	4.4%	4.8%	-46 bps	4.0%	33 bps
Total Listings (period end)	(million)	32.8	30.6	7.4%	31.9	2.8%
Net Listings Addition		907,228	152,116	496.4%	524,816	72.9%
Total Images in Listings (period end)	(million)	122.5	106.4	15.1%	117.7	4.0%
Listings with Geocodes (period end)	(million)	19.5	17.5	11.8%	18.5	5.6%
Ratings & Reviews	(million)	133.5	120.0	11.3%	129.4	3.2%
Paid campaigns (period end)		483,690	437,865	10.5%	461,495	4.8%
Total App Downloads (period end)	(million)	31.2	29.1	7.1%	30.7	1.8%
App Downloads per day		8,732	7,831	11.5%	8,369	4.3%
Total Employees (period end)		14,106	9,751	44.7%	13,343	5.7%
- Sales Employees (period end)		10,601	6,935	52.9%	10,170	4.2%

BOARD OF DIRECTORS

EXECUTIVE DIRECTOR

V S S Mani

VSS Mani is Founder, Managing Director and Chief Executive Officer of Justdial and has over 34 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 35 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 38 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 24 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.

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.

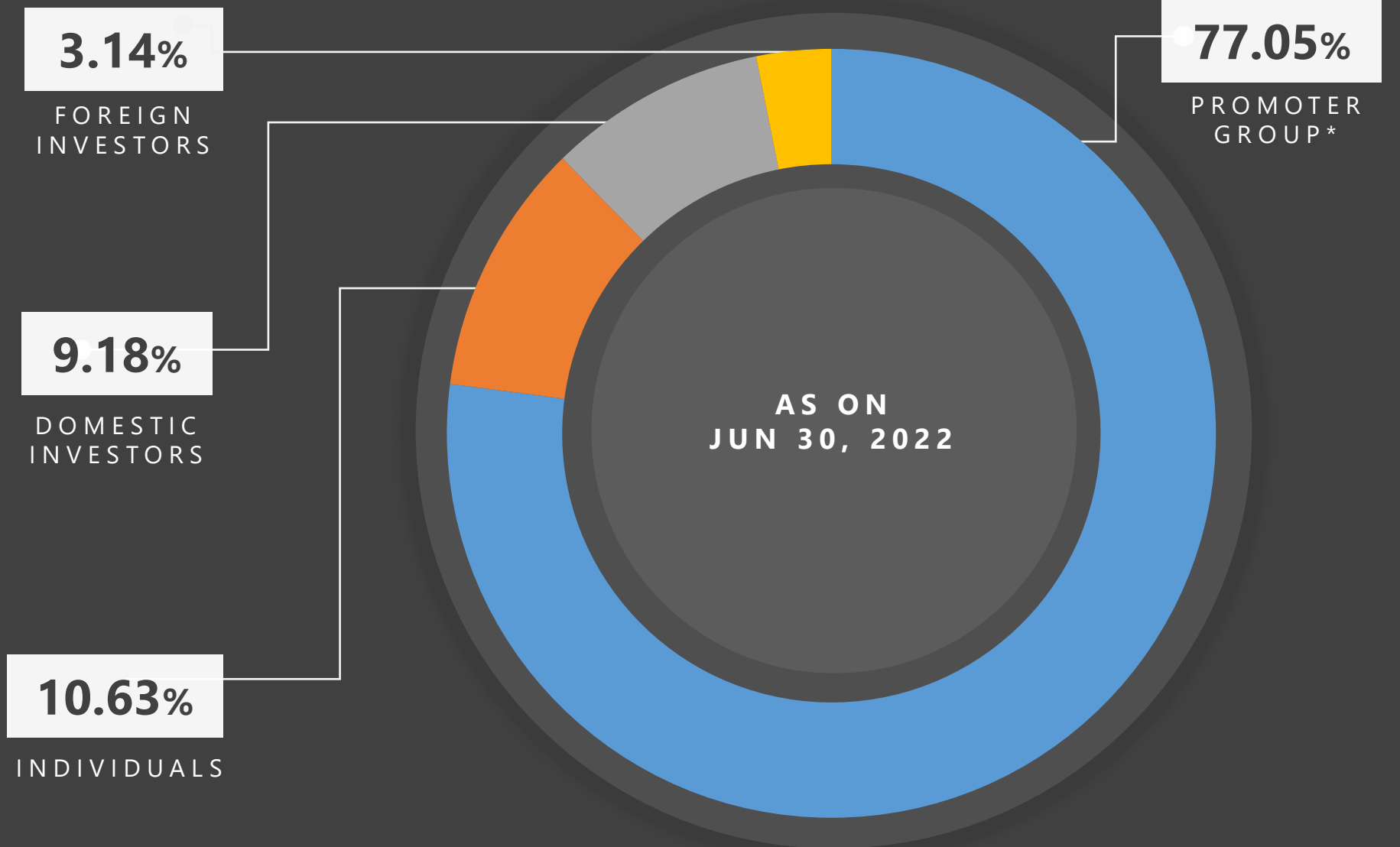
Divya Murthy

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	34 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	22 Years	Leads Product, Design & Technology teams, IT Infra and Voice Operations
Sumeet Vaid	Chief Revenue Officer	27 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	Chief Business Officer	26 Years	Sales platform management, Strategic alliances, Corporate partnerships & Business expansion
Rakesh Ojha	Chief Business Officer (West & South)	27 Years	Sales & Expansion (West & South Region)
Prashant Nagar	Chief Business Officer (Feet on Street - FOS)	23 Years	Sales & Expansion (Delhi, Feet on Street - FOS)
Suhail Siddiqui	Chief Business officer (North & East)	26 Years	Sales & Expansion (North & East Region)
Rajiv Nair	Vice President	24 Years	Sales & Expansion (South Region)
Shwetank Dixit	Vice President - Content Strategy, Operations & Analytics	11 Years	Content Augmentation, Curation & Enrichment, Business Analytics/ MIS, Traffic

SHAREHOLDING PATTERN



*Stake held by Promoter - Reliance Retail Ventures Limited (RRVL) = 66.45%

End of Presentation

Registered & Corporate Office:

Just Dial Limited, Palm Court Building M, 501/B, 5th Floor, New Link Road, Malad (W), Mumbai - 400064.

For any queries, please contact us at investors@justdial.com