



JustdialTM

Company Presentation

March 2014

SEARCH

Enter



JustdialTM

Business Overview


India's Leading Local Search Engine



- ▶ ***We are India's leading local search engine***
- ▶ ***Approximately 1125 million searches in FY 14 from users as they are potentially making a purchase decision***
- ▶ ***We are a well established Indian local search brand***
- ▶ ***Currently, we have more than 39 million ratings and reviews published on the website***
- ▶ ***Over 16 years of operating history; efficient and profitable business model***



PC Internet



Over 58.7 million web searches per month ⁽¹⁾

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



Over 26 million searches on mobile internet and apps per month ⁽²⁾

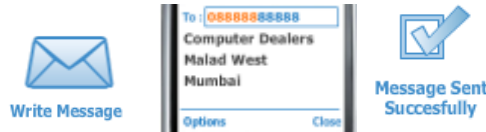
Location-based search service

Developed Android, iOS, Windows & WP7 apps


Voice/SMS

08888888888

SMS SEARCH



1 New Message From 08888888888



08888888888 Operator assisted Hotline number across India

24 hours a day, 7 days a week

Over 12 million voice searches (calls) per month ⁽³⁾

Multi-lingual support

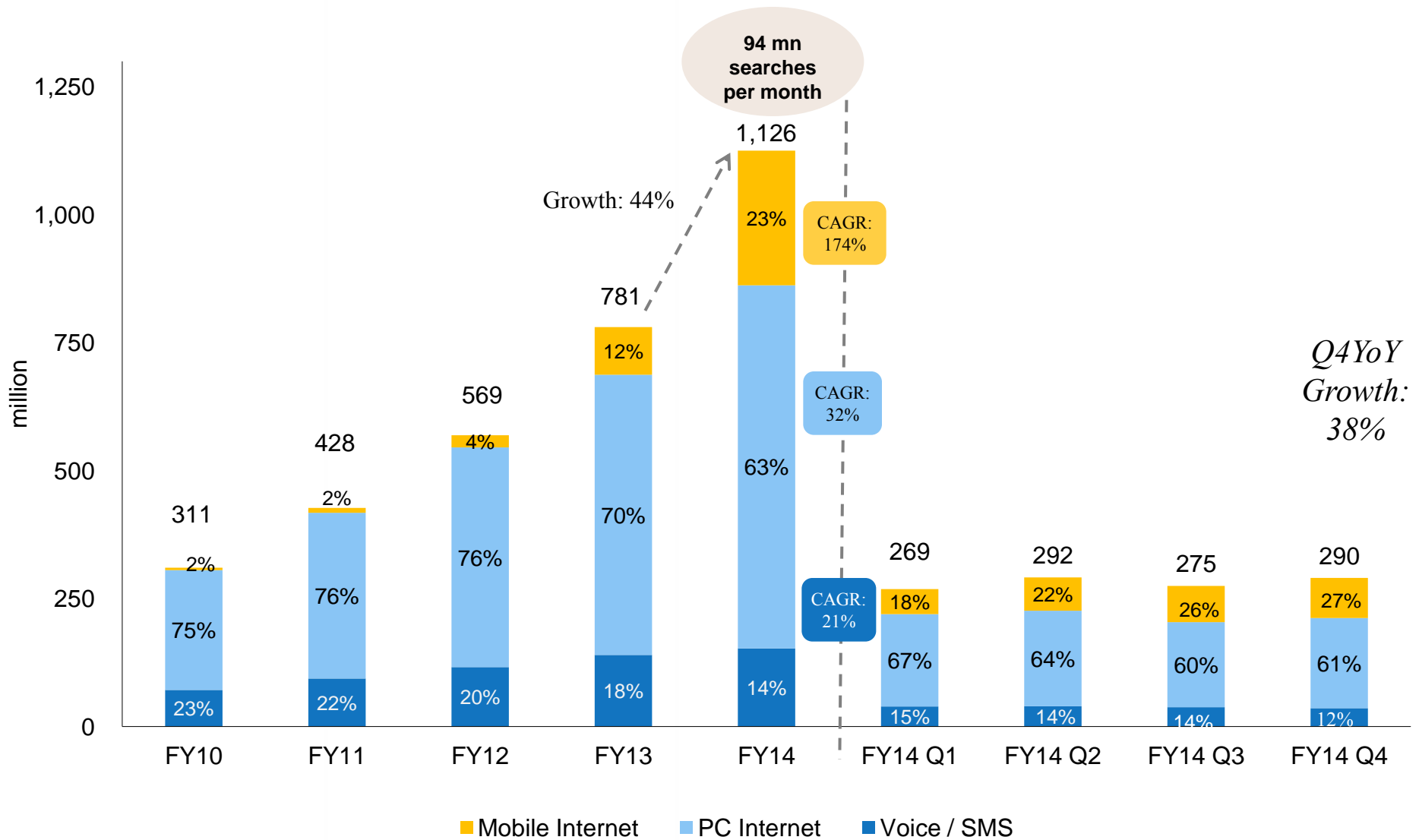
Company/ category/product searches

1. Based on 176.2 million searches for 3 months ending March 31, 2014; 58.7 million derived by dividing 176.2 million by 3

2. Based on 78.1 million searches for 3 months ending March 31, 2014; 26 million derived by dividing 78.1 million by 3

3. Based on 36.1 million visits for 3 months ending March 31, 2014; 12 million derived by dividing 36.1 million by 3

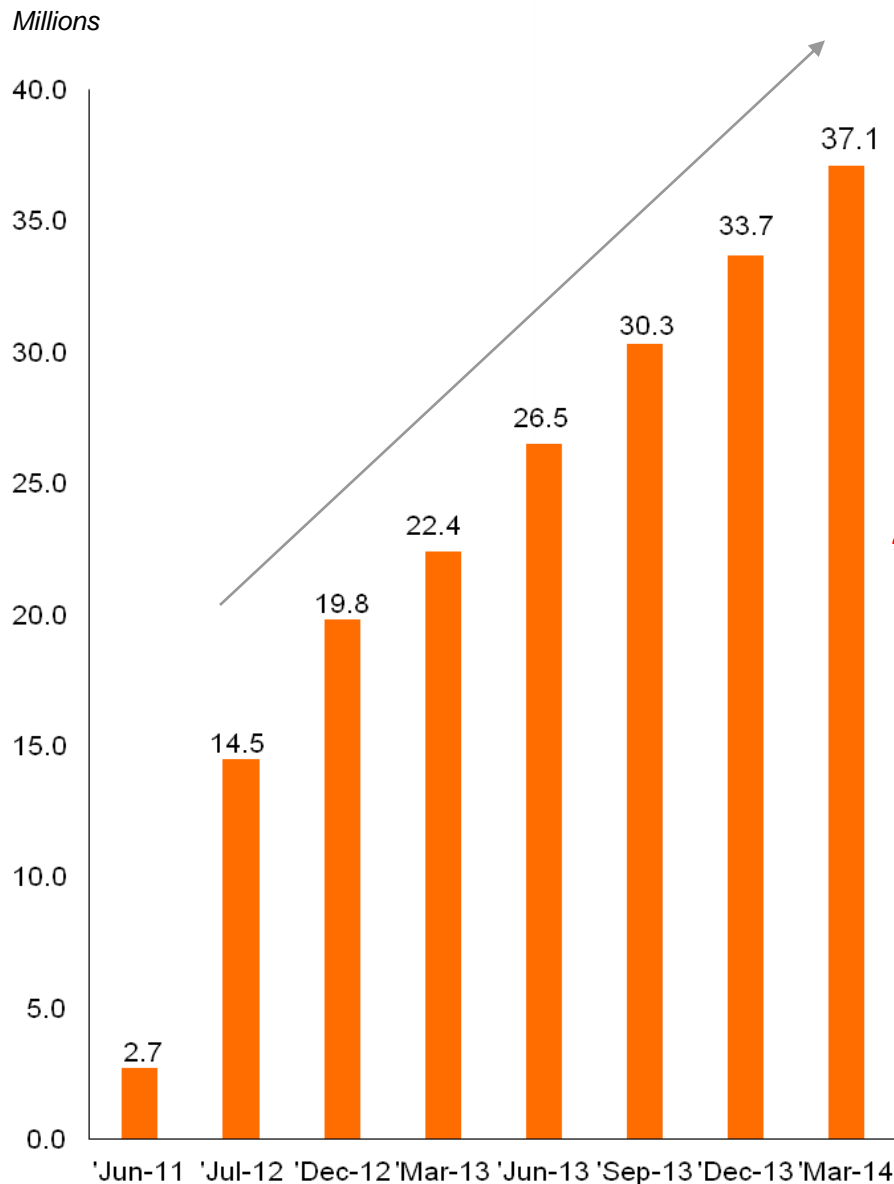
India's Leading Local Search Engine – Searches



Voice, PC and Mobile Internet 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

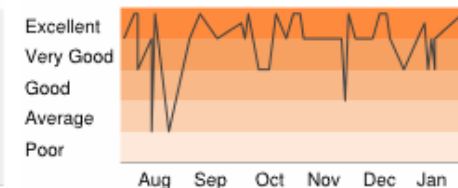
Like they say some of the best things come with the worst covers, this place will shock you if you consider just its surroundings. A thankfully small but dingy lane with slums and cheap hotels around will lead you here but once you get there, you will be greeted by the fine...[more](#)

[View All Ratings](#)

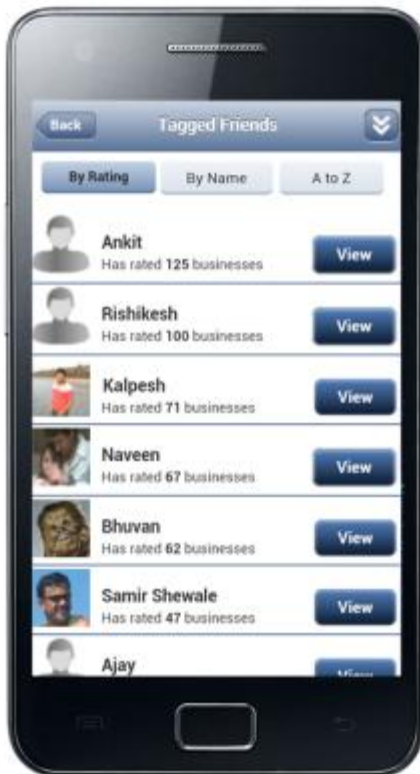
Overall Ratings (331) ★★★★★

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

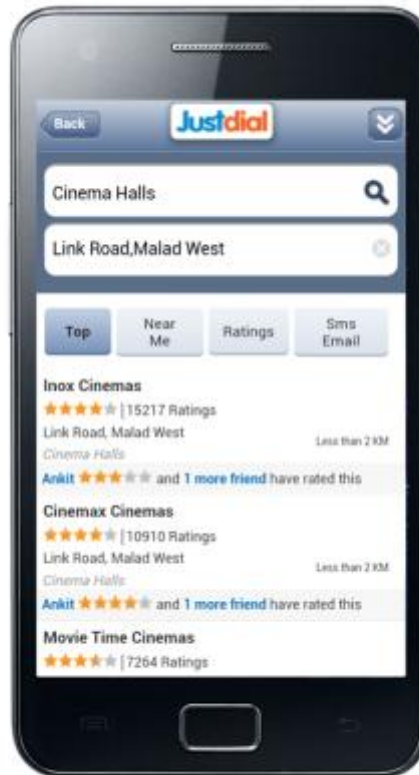
Ratings Over Time



Justdial –Smart Phone Application With A Unique Social Interface



Tag



Search



Rate & Review

New Products and Services – Search Plus

Justdial

Order Food Online

The Lazio Pizza & Pasta 3.2 ★★★★★ | Very Good | 14 Ratings

(022) 49170211
Mia Road, Thane - 401107

SPECIAL OFFER
ORDER FOOD

[Edit this Listing](#) | [View on Map](#) | [Rate This](#) | [SMS / Email](#) | [Share with friends](#)

Order Food Online | Reviews & ratings | Photos | More Info

Select Menu Category ▾ Filter Menu

Sandwiches Veg

Mumbai Toasty	₹95.00	Add
Grilled Vegetables	₹80.00	Add
Chili Paneer	₹80.00	Add
Vegetable Club	₹110.00	Add
Garden Fresh	₹90.00	Add
Corn & Spinach Sandwich	₹100.00	Add
Paneer Bhuri Sandwich	₹80.00	Add

Sandwich Non Veg

Egg & Mustard Mayo	₹70.00	Add
Chunky Tuna & Tomato	₹120.00	Add

Order Summary Minimum Order ₹ 110

Currently, you have not added any items to your cart.

Most Ordered Items

1. Tomato Aloo Kebab (Veg)	₹95.00	Add
2. Carbonara (Non Veg)	₹140.00	Add
3. Pesto Omelet Salad	₹100.00	Add
4. Chicken Hawaiian Salad	₹150.00	Add
5. Vegetable club	₹110.00	Add
6. Non Veg Club of Club	₹170.00	Add
7. D.Tori, Basil, Fennel, Lemons, Ginger, Orange, Juice, Mint Leaf	₹60.00	Add
8. Cheese Pizza	₹70.00	Add

Order Wine Online

Living Liquidz 4.0 ★★★★★ | Very Good | 166 Ratings

(022) 30004000
New Link Road, Andheri West, Mumbai - 400053
[www.livingliquidz.com](#)

SPECIAL OFFER
ORDER ONLINE

[Edit this Listing](#) | [View on Map](#) | [Rate This](#) | [SMS / Email](#) | [Share with friends](#)

Order Online | Reviews & ratings | More Info

Select Menu Category ▾ Filter Menu

Beers Mild Domestic

Fosters Mild	₹80.00	Add
Fosters Car	₹80.00	Add
Harman India Lager	₹100.00	Add
Second Brewster Cranberry	₹100.00	Add
Kingfisher Ultra	₹80.00	Add
Little Devils Golden Ale	₹17.00	Add
Kingfisher Mild Car	₹17.00	Add
Kingfisher Mild	₹17.00	Add
Miller Highlife Beer	₹17.00	Add
Cansing Beer	₹17.00	Add
Tuborg Green Beer	₹17.00	Add

Order Summary Minimum Order ₹ 80

Currently, you have not added any items to your cart.

Most Ordered Items

1. Harman India Lager	₹100.00	Add
2. Budweiser Magnum Strong	₹110.00	Add
3. Sata Pilsener	₹75.00	Add
4. Budweiser Domestic	₹60.00	Add
5. Budweiser Dry	₹25.00	Add
6. Budweiser Cream	₹300.00	Add
7. Budweiser Cream	₹100.00	Add
8. Budweiser Cream	₹100.00	Add

Confirmation

☐ I agree to Terms of Use
☐ I certify that I am of legal drinking age in this state/province

[Yes To Proceed](#)

Book A Table

Mainland China Restaurant 4.2 ★★★★★ | Excellent | 1430 Ratings

(022) 32469633
Mia Road, Thane - 400004
[www.splendide.in](#)

ORDER FOOD
BOOK A TABLE

[Edit this Listing](#)

Book A Table
Mainland China Restaurant (Mia Road West)

Name: Sonia
Mobile No: +91 9852736297
Email: sonia.joshi@justdial.com
Date: 01-11-2013 Time: Select
No of Persons: 2

[Submit](#)

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

Order Food Online | Reviews & ratings | Photos | More Info

Select Menu Category ▾ Filter Menu

Dish Items

Wokburn Vegetable	₹210.00	Add
Wokburn Chicken	₹210.00	Add
Shanghai Spring Rolls Vegetable	₹210.00	Add
Shanghai Spring Rolls Chicken	₹210.00	Add
Sau Rait Vegetable	₹210.00	Add
Sau Rait Chicken	₹210.00	Add

Order Summary Minimum Order ₹ 420

Currently, you have not added any items to your cart.

Most Ordered Items

1. Wokburn Vegetable	₹210.00	Add
2. Wokburn Chicken	₹210.00	Add
3. Wokburn Chicken	₹210.00	Add

Shopfront (Online Marketplace)

Samsung Galaxy S4 White [GT-I9500] MRP: ₹ 40690

★★★★★ 3 Ratings

Brand Name: SAMSUNG Series: Galaxy
Color: White Operating System: Android
Dimensions: 136.6 X 69.6 X 7.9 Mm Weight: 130 Gm
Camera Pixels: 13 Megapixels Display Resolution: 1920 X 1080

Sort Results By | **Top Results** | Location | Distance | User Ratings

Mittal Enterprises 4.1 ★★★★★ | Excellent | 126 ratings
(022) 67689822
Goregaon East | More...
-MRP- ₹ 40690-
₹ 36921
[BUY NOW](#)
✓ Same day Delivery
✓ Cash on Delivery
✓ Credit / Debit Cards
✓ Manufacturers warranty

Mac Electronics 4.2 ★★★★★ | Excellent | 74 ratings
(022) 67732661
Thane West | More...
-MRP- ₹ 40690-
₹ 38188
[BUY NOW](#)
✓ Same day Delivery
✓ Cash on Delivery
✓ Credit / Debit Cards
✓ Manufacturers warranty
✓ More...

New Products and Services – Search Plus

Justdial

Book A Doctor's Appointment Online

Mumbai > Cardiothoracic Surgeons > Dr. Reshma Ramchandra Rao

Dr. Reshma Ramchandra Rao 5.0 ★★★★★ | Excellent | 645 Ratings

(022) 61612407
Anupama Apartment, Flat No. 2 Near Radha Krishna School Chincholi, Malad West, Mumbai- 400064
www.drreshmarao.com

BOOK APPOINTMENT

Dr. Rao Reshma: M.B.B.S., M.S. (General Surgery) M. Ch. (Cardiothoracic)

Dr. Rao Reshma is available at the following locations

- Bandra West**
Holy Family Hospital & Medical Research Center
Monday, Tuesday | 10:00 AM to 1:00 PM
- Malad West**
Zenith Hospital
Wednesday | 02:00 PM to 6:30 PM
- Mulund West**
Fortis Hospital
Thursday, Friday, Saturday | 02:00 PM to 6:30 PM



Pharmacy - Order Online

Ganesh Pharmacy 3.5 ★★★★★ | Very Good | 2 Ratings

9987996046
Shop No 5, Near Justdial, Link Road, Malad West, Mumbai - 400064

ORDER ONLINE

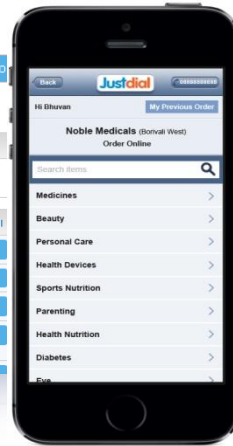
Order Online | Reviews & ratings | More Info

Select Menu Category: e.g Rantac (150 Mg), Clean & Clear Fairness Cream

Categories: Medicines, Beauty, Personal & Baby Care, Sports Nutrition, Elderly & Patient Care, Women Care, Diabetes

Ordered Items: Currently, you have not added any items to your cart.

Top 10 Items Ordered:
1. Divo Asanti Natural Bristles Round Brush
2. Divo Hair Dye Brush-Single
3. Futuro Slim Silhouette Elbow Support
4. Garnier White Complete Night Cream (Reno)



Schedule A Lab Test Online

Thyrocare Aarogyam Centre 3.7 ★★★★★ | Very Good | 63 Ratings

(022) 31920545
Shop No 3, Sankalp Building, Near Kalpita Enclave, Koldongri, Sahar Road, Andheri East, Mumbai - 400069

SCHEDULE TEST

Schedule Test | Reviews & ratings | More Info

Select Category: Filter Menu

Aarogyam Profiles

- AAROGYAM 1.1 = Liver Profile + Lipid Profile + Renal Profile + Iron deficiency + Thyroid Profile (View Tests) ₹ 450.00
- AAROGYAM 1.2 = Liver Profile + Lipid Profile + Renal Profile + Iron deficiency + Thyroid Profile + Diabetic Screening + Complete Hemogram (View Tests) ₹ 700.00
- AAROGYAM 1.3 = Liver Profile + Lipid Profile + Renal Profile + Iron deficiency + Thyroid Profile + Diabetic Screening + Complete Hemogram + Vitamin Profile + Testosterone (View Tests) ₹ 1700.00
- AAROGYAM 1.4 = Liver Profile + Lipid Profile + Renal Profile + Iron deficiency + Thyroid Profile + Diabetic Screening + Complete Hemogram + Vitamin Profile + Testosterone + Cardiac Risk Makers + Electrolyte Profile (View Tests) ₹ 2000.00
- AAROGYAM 1.6 = Liver Profile + Lipid Profile + Renal Profile + Iron deficiency + Thyroid Profile + Diabetic Screening + Complete Hemogram + Vitamin Profile + Testosterone + Cardiac Risk Makers + Electrolyte Profile + Arthritis Profile + (View Tests) ₹ 2200.00

Test Summary

Test: AAROGYAM 1.1 Total Price: ₹ 450.00

Checkout

Order Flowers Online

Flowers & Gifts Track Order | Login

SHOP BY CATEGORY: Arrangements, Best Seller, Cakes, Chocolates, Combos, Flowers, Gift Articles, Greeting Cards, Hampers, Soft Toys

Best Seller

- 12 Baby Pink** MRP: ₹ 599 Buy Now
- Abundance of Love** MRP: ₹ 849 Buy Now
- Always & Forever** MRP: ₹ 1199 Buy Now
- Anthurium Plant N**
- Asiatic Lilies**
- Authentic Love**

New Products and Services – Search Plus

Justdial

Reverse Auction

Mumbai Area Hi Arpeeta

Justdial Mobile Phone Dealers Samsung GO

Get lowest quotes from multiple vendors
Samsung Galaxy Golden [GT-I9230] Skip This

MRP: ₹51900.00 ★★★★★ | 5 Ratings

Name* Arpeeta

Mobile* +91 9967798689

Email arpeeta_k@yahoo.in

Delivery Area*

Select your preference to receive LOWEST PRICE quotes
☒ SMS / Email ☐ SMS ☐ Email

SUBMIT

Key Features:

Brand Name:	SAMSUNG	Series:	Galaxy
Form Factor:	Bar	Operating System:	Android
Dimension:	118.0 X 59.5 X 15.8 Mm	External Memory:	Upto 64 GB

Courier Pick-Up

Mumbai Courier Services > Fedex Services India Pvt Ltd

Fedex Services India Pvt Ltd Click here to read reviews

+91-22-49182006

Al 16, Ground Floor, Kamdar Shopping Center, Opposite Railway Station, Tejpal Road, Vile Parle East, Mumbai - 400057

Send Enquiry by Email

Listed in: Domestic Courier Services, Courier Services | More...

COURIER PICKUP

Upload photos

COURIER PICKUP

Domestic International

Pickup Details
Please fill in the details for your pickup below

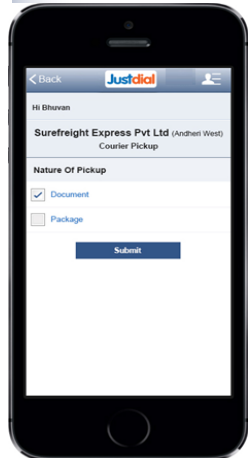
Courier Type* ☒ Document ☐ Package

Pickup Date* Today

Courier To

City* e.g. Goa, Agra

Pin Code* e.g. 400064



Laundry Pick-Up

Jd Raju Cleaners (Dahisar) (Laundry Pickup) Hi Sankalp Logout

Pickup Details
Please fill in the details for your pickup below

No. of Clothes* 16

Pickup Date* 07 Apr 14 Pickup Time* 12:30 PM

Name* Sankalp

Bldg/Apartment* A/403, Shilvalaya

Street/Location* Link Road

Area* Rawalpada-Dahisar East

Pincode* 400068

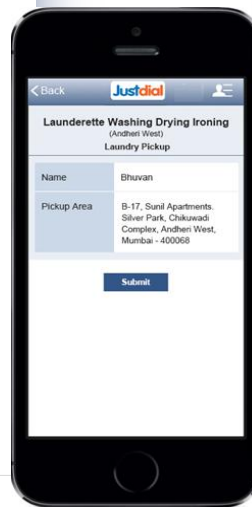
Nearest Landmark Police Station

Email sankalp.jd@gmail.com

Mobile* 9768924573

* Marked fields are mandatory

Submit



Book Bus Tickets

Jd Plan Your Trip Bus Your Booking History | Hi Sankalp | Logout

Mumbai → Goa | 2312 seats found Make This Round Trip?

08-Apr-2014 Modify Search

Travels Bus Type Boarding Points Dropping Points

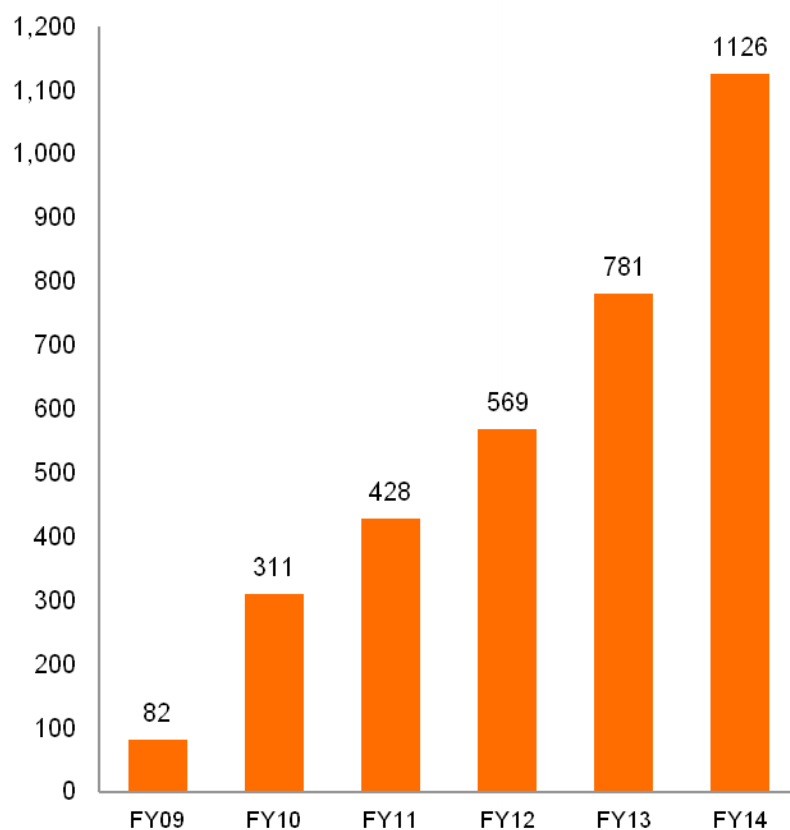
Travels	Bus Type	Dep	Arr	Hrs	Seats	mTkt Fare	
Neeta Tours And Travels	DEP →	6:45 AM	41 Available	Y	₹ 700 / 800	View Seats	
Volvo A/C Multi Axle (2+2)	ARR ←	8:30 PM	13h 45m				
Neeta Tours And Travels	DEP →	6:45 AM	41 Available	Y	₹ 700 / 800	View Seats	
Volvo A/C Multi Axle (2+2)	ARR ←	9:00 PM	14h 15m				
Neeta Tours And Travels	DEP →	2:30 PM	40 Available	Y	₹ 600 / 700 / 800	View Seats	
Mercedes Benz A/C (2+2)	ARR ←	6:30 AM	16h				
Neeta Tours And Travels	DEP →	2:30 PM	40 Available	Y	₹ 600 / 700 / 800	View Seats	
Mercedes Benz A/C (2+2)	ARR ←	6:00 AM	15h 30m				

Track Record of Consistent Growth



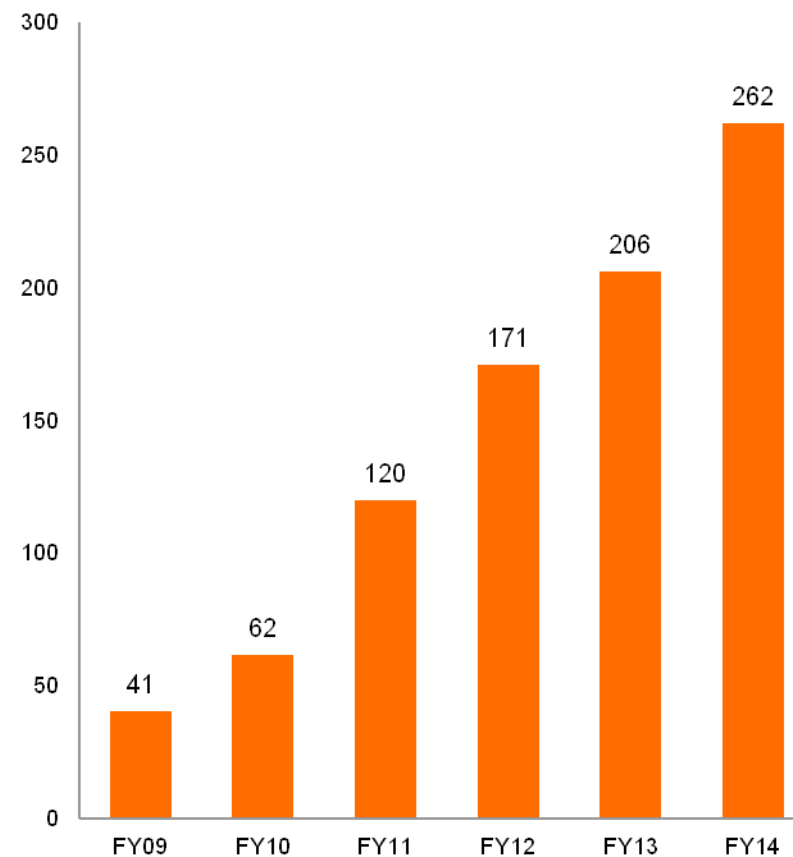
Total Searches

Million



Paid Campaigns*

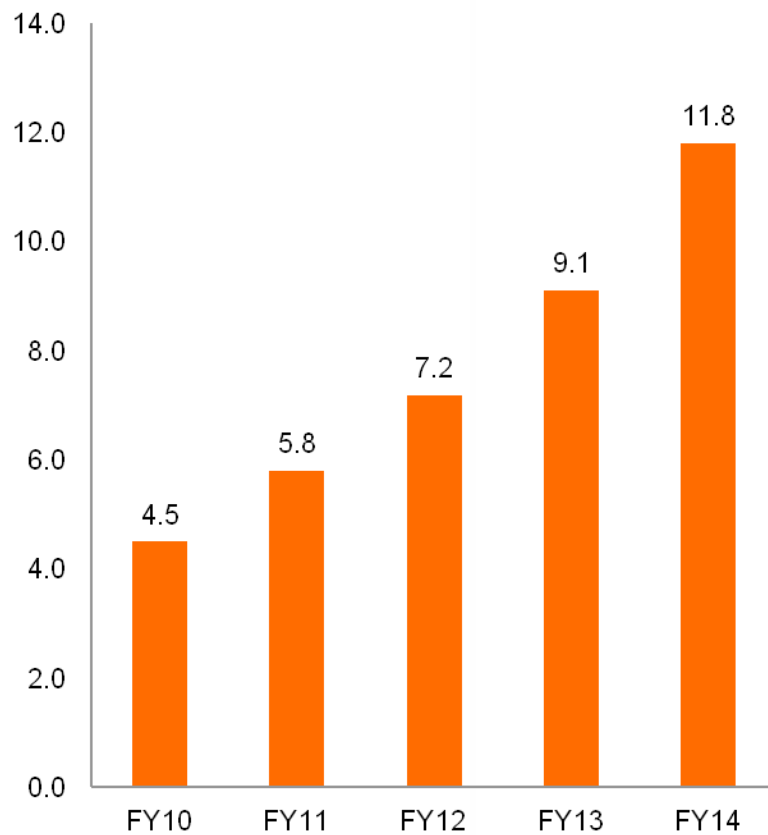
'000s



* Data for Campaigns is as on end date of the time-frame mentioned

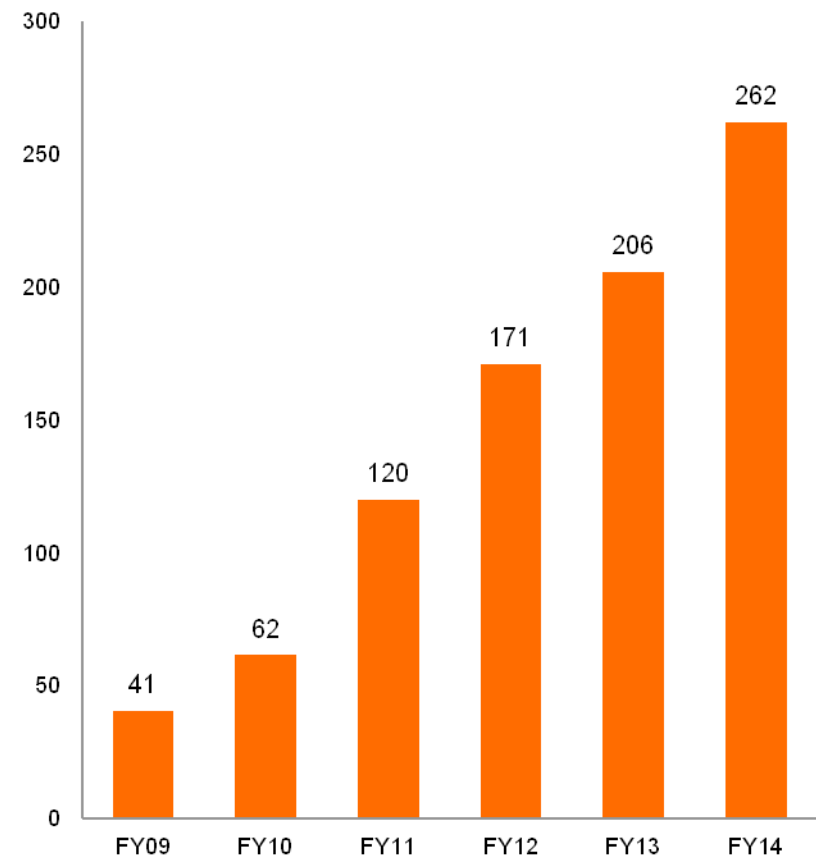
Total Business Listings*

Million



Paid Campaigns*

'000





Experienced Management Team



V. S. S. Mani

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



Sandipan Chattopadhyay

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



V. Krishnan

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



Ramkumar Krishnamachari

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



Shreos Roy Chowdhury

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



Koora Srinivas

*Deputy Chief Financial Officer
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



	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 March 31, 2014 highlights:

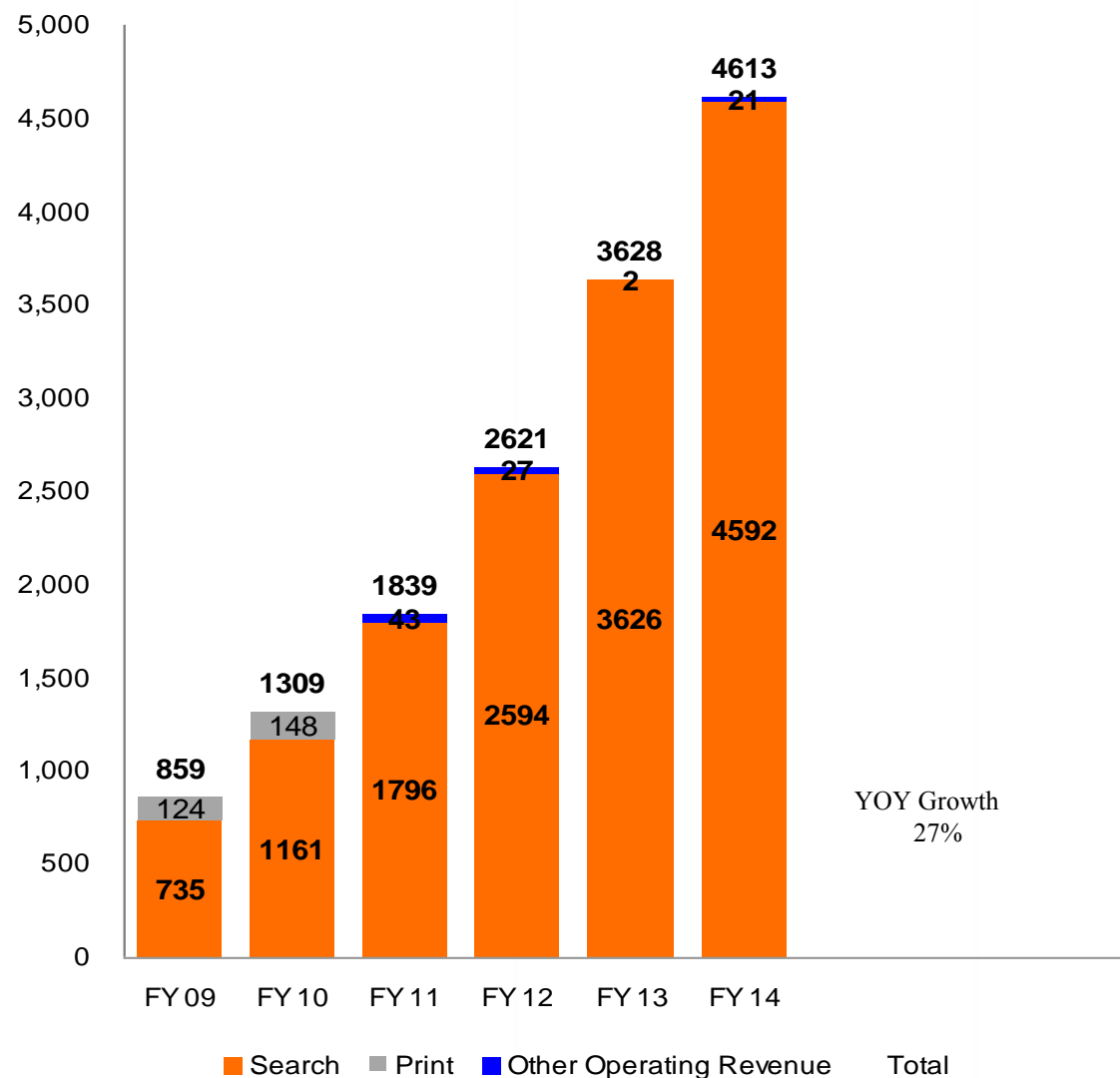
- ▶ Total operating revenue: INR 1,242 MM
- ▶ Operating EBITDA margin at 30% for quarter ending March 31, 2014
- ▶ Net Income margin at 25% for quarter ending March 31, 2014

Rapid Revenue Growth



Operating Revenue

INR Mn

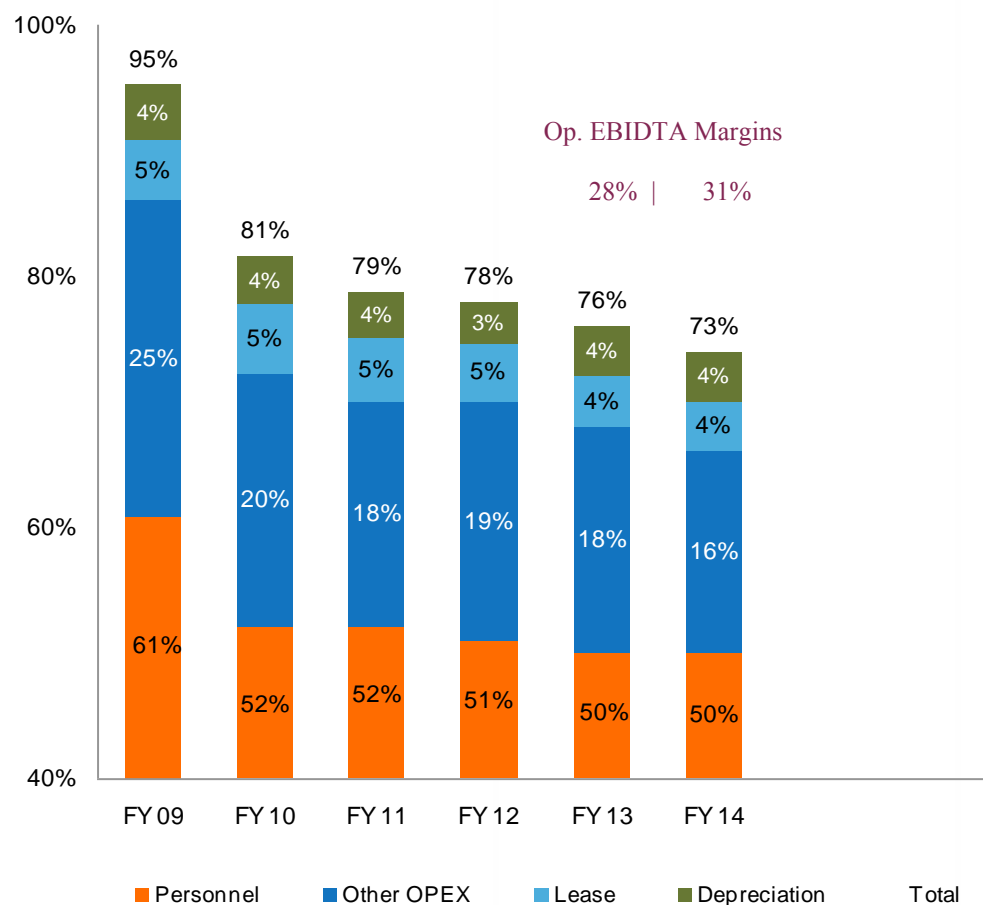


Key Business Model Attributes

- ▶ 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
- ▶ 2979 tele-sales executives and 1076 feet on street selling to SMEs ⁽¹⁾

Margin Expansion and Operating Leverage

Key Expenses % of Operating Revenue

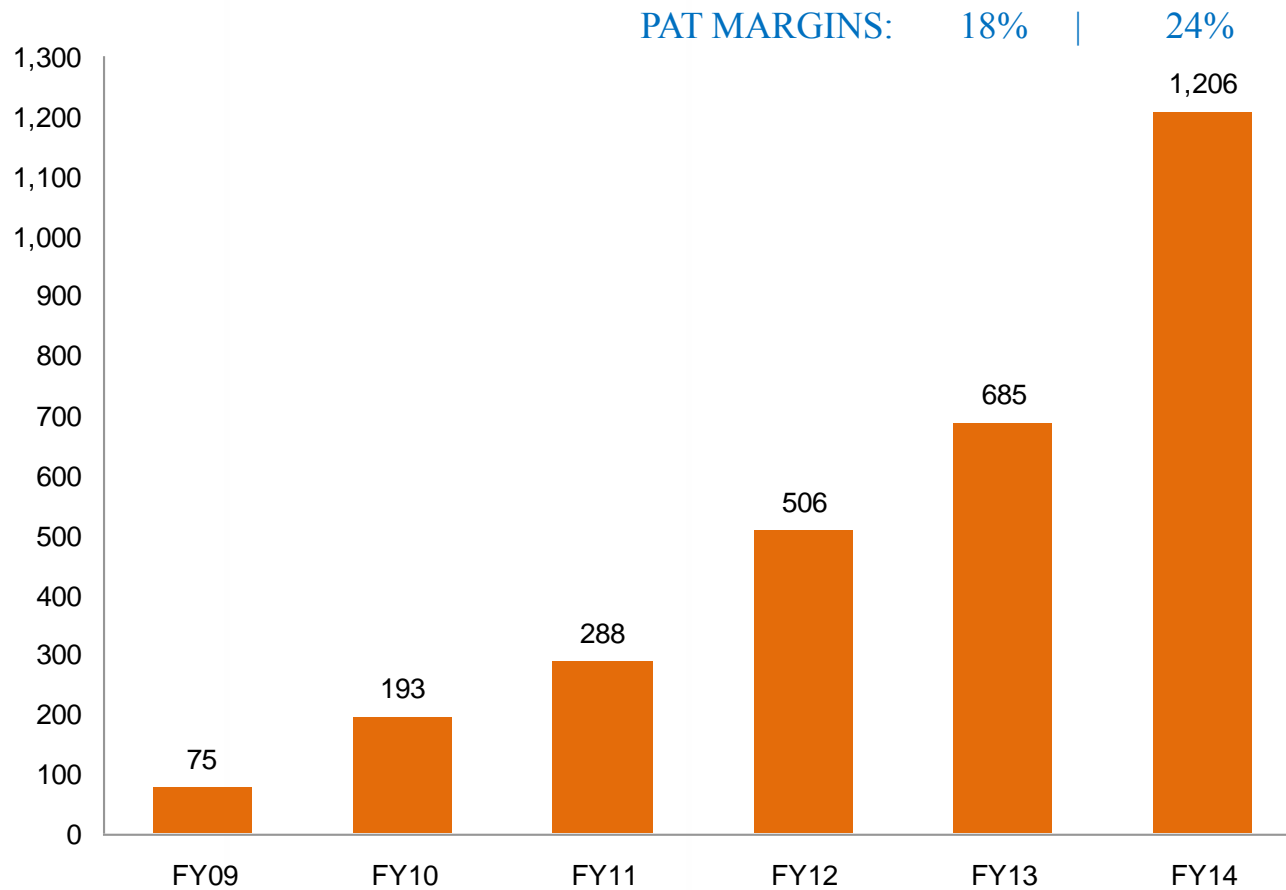


Key Drivers

- ▶ 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)

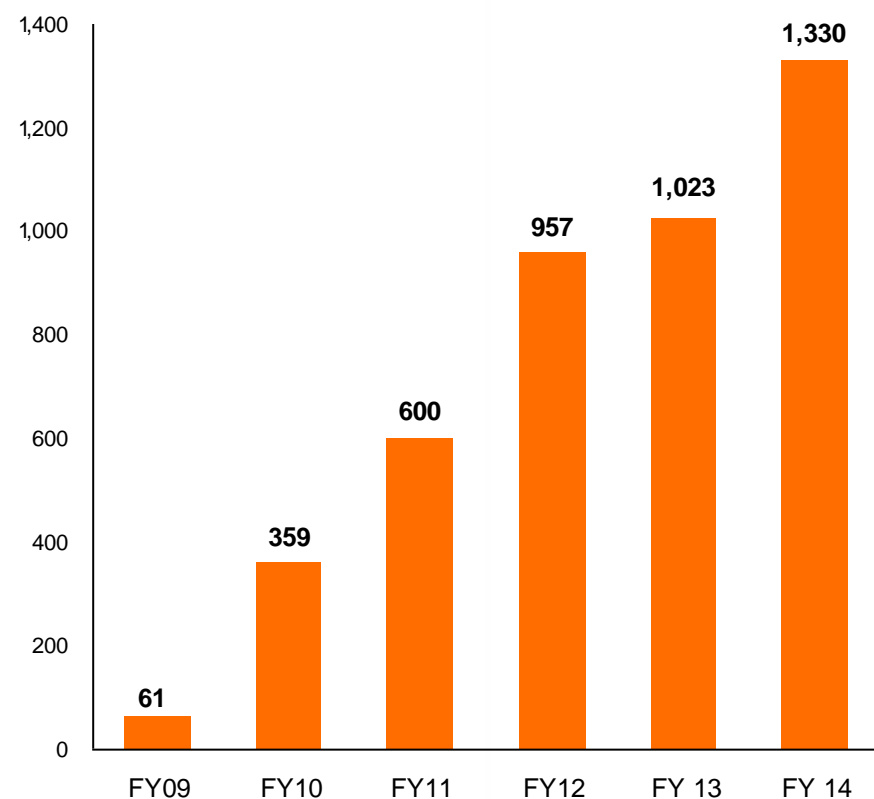
INR Mn



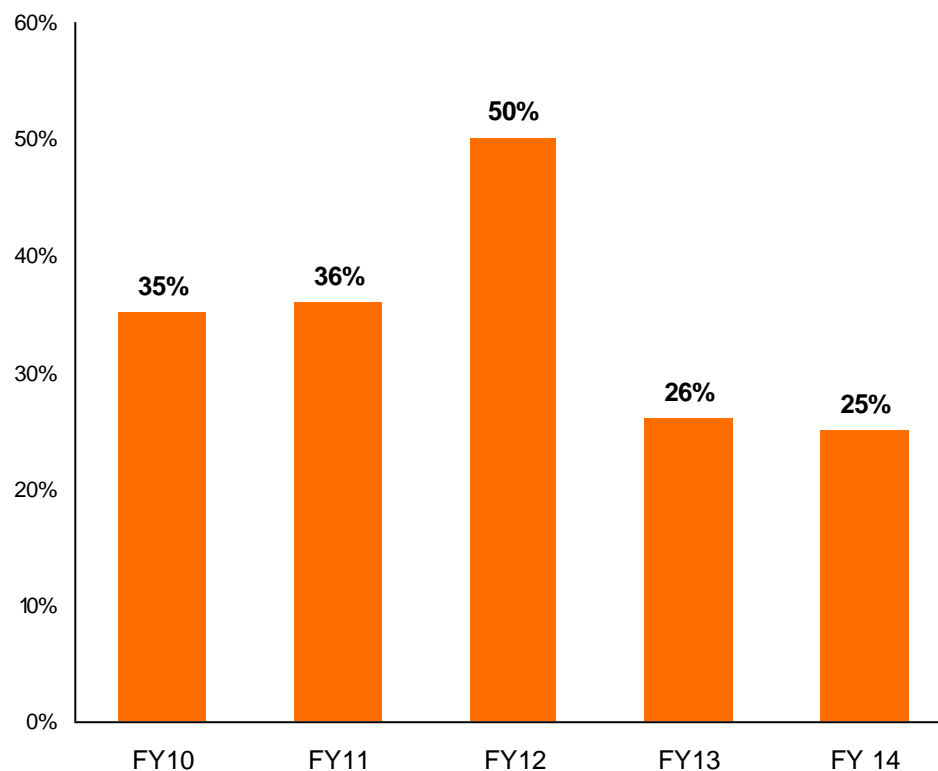
Growing Cash Flows and Return on Capital

Cash Flow from Operations

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