



JustdialTM

Company Presentation

March 2016

SEARCH

Enter



JustdialTM

Business Overview

Company Overview



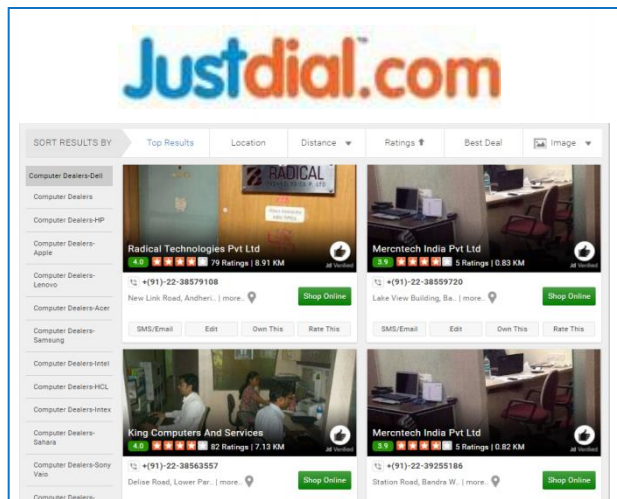
Notes

1. Unique visitors are considered across various mediums – Voice, PC Internet, Mobile Internet – these may not necessarily be mutually exclusive.
2. As on 31 March, 2016

Justdial Everywhere: Connecting With Users Anytime, Anywhere



PC Internet



User friendly features

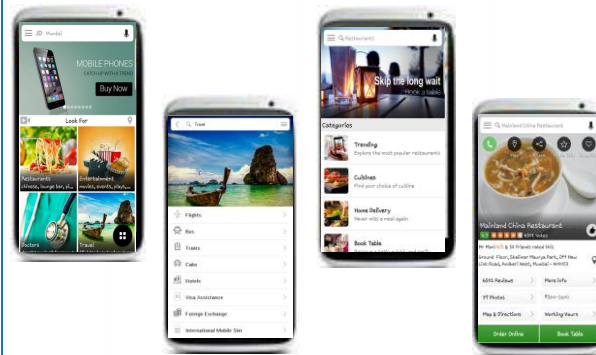
- Predictive auto-suggest
- Maps, directions, operating hours, logos, pictures, videos
- Ratings and reviews

Search by company or category or product

Popular category searches

Mobile Internet & Apps

t.justdial.com



Location-based search service

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

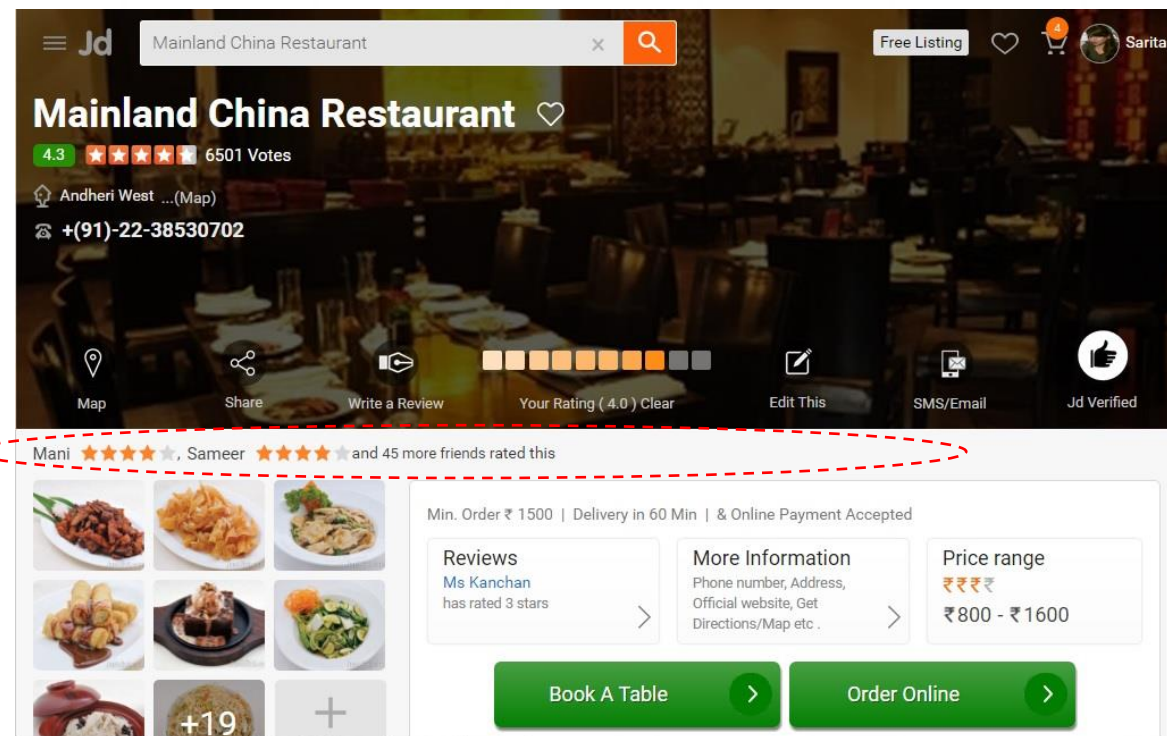
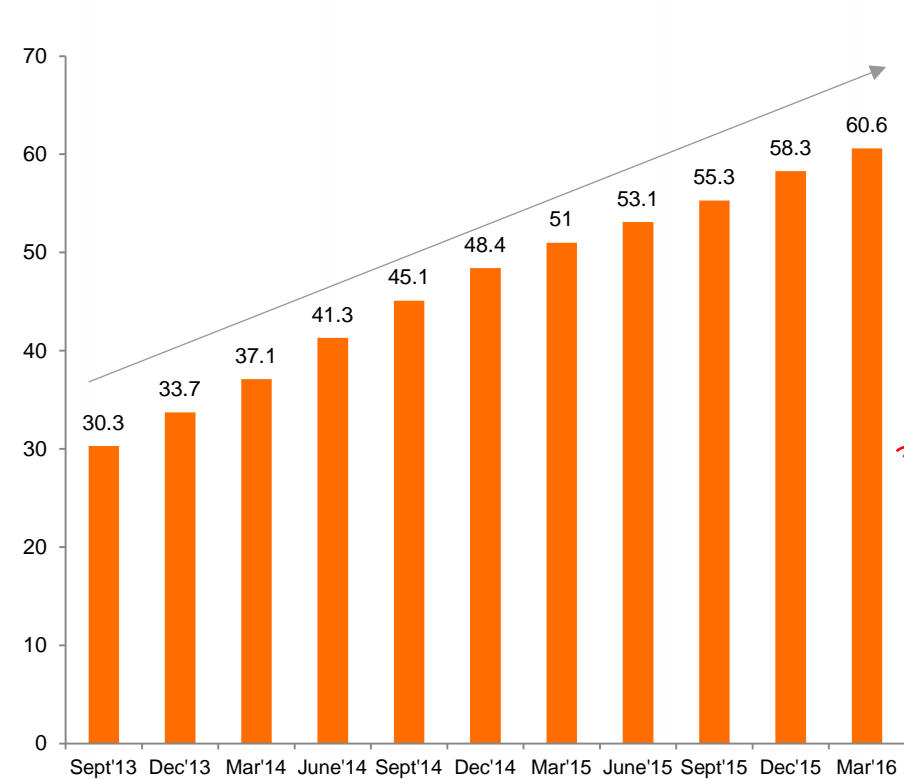
Multi-lingual support

Company/ category/product searches

User Community and Reviews Drive Engagement

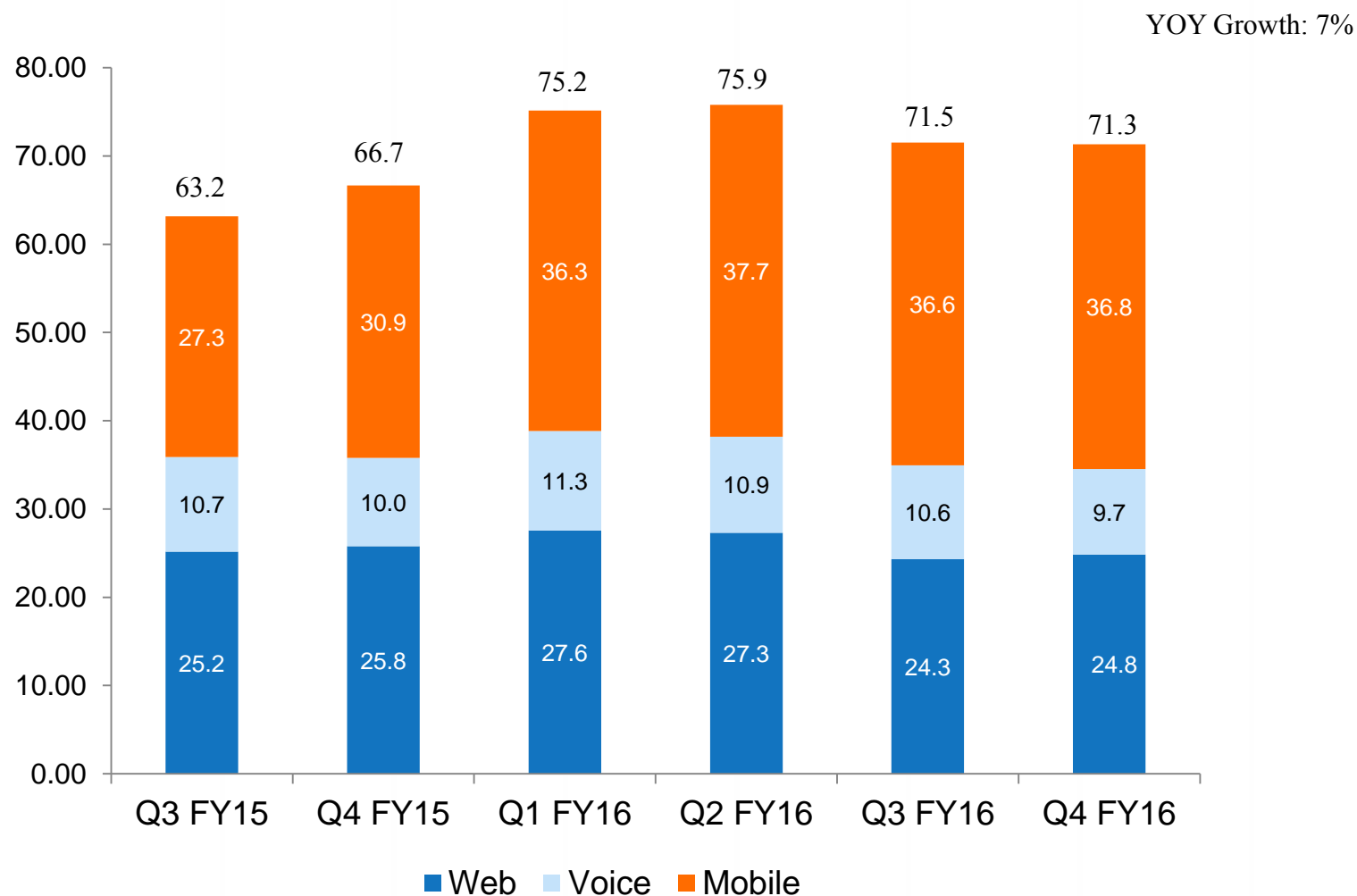
Reviews and Ratings

Millions



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

Unique Visitors

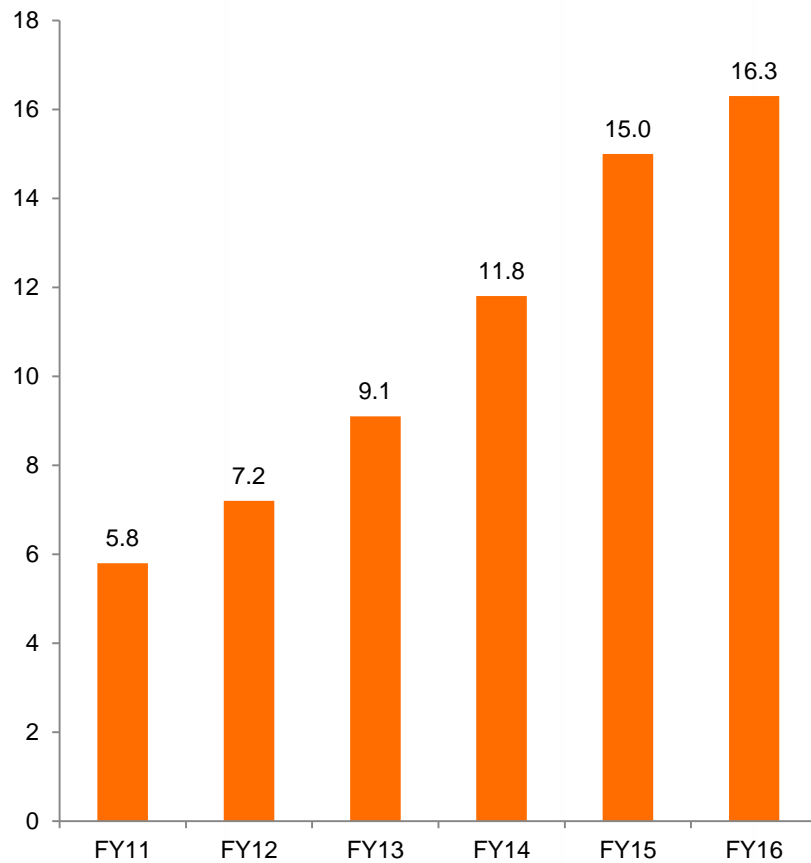


Voice, PC and Mobile – Unique Visitors

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

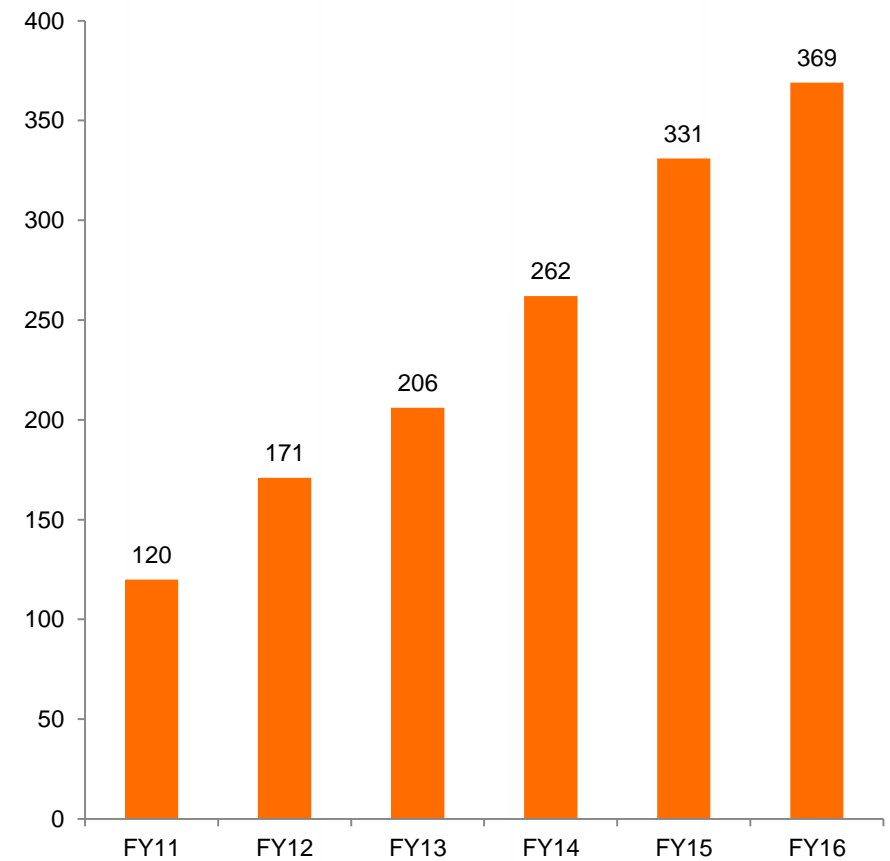
Total Business Listings

Million



Paid Campaigns

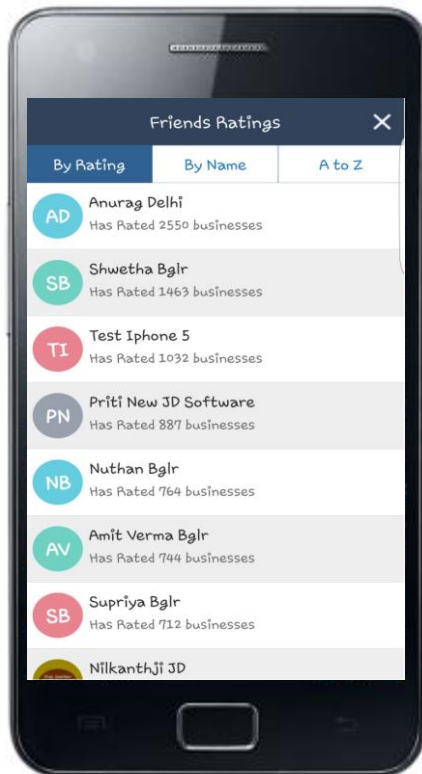
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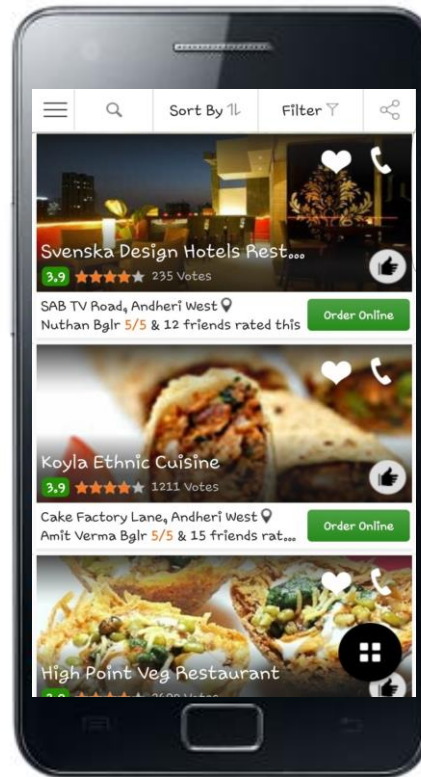
- Launch of JD Omni
- Important Updates in the Travel vertical
 - Cab Booking (Uber & Ola integration)
 - Train Tickets Booking (IRCTC integration)
- Movie Ticket Booking (new screens added)
- Loans & Insurance verticals
- UI enhanced for Search Plus verticals
(Table Reservations/ Grocery/ Order Food)
- New version of the Android App – Global
- One-Tap Payment



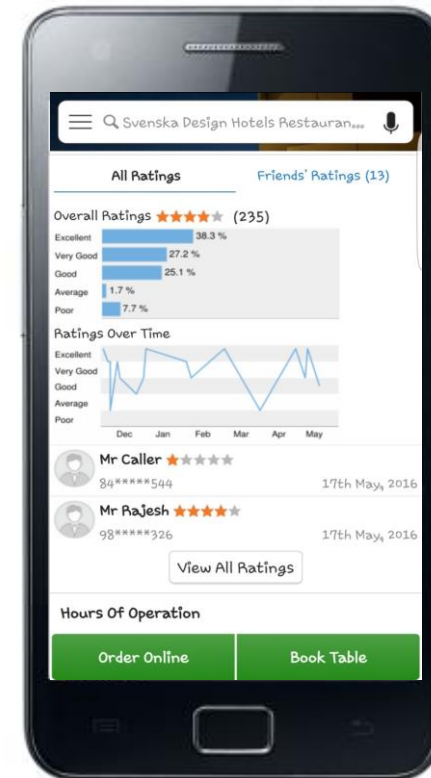
Justdial –Smart Phone Application With A Unique Social Interface



*Tag
Friends*



*Search &
Transact*

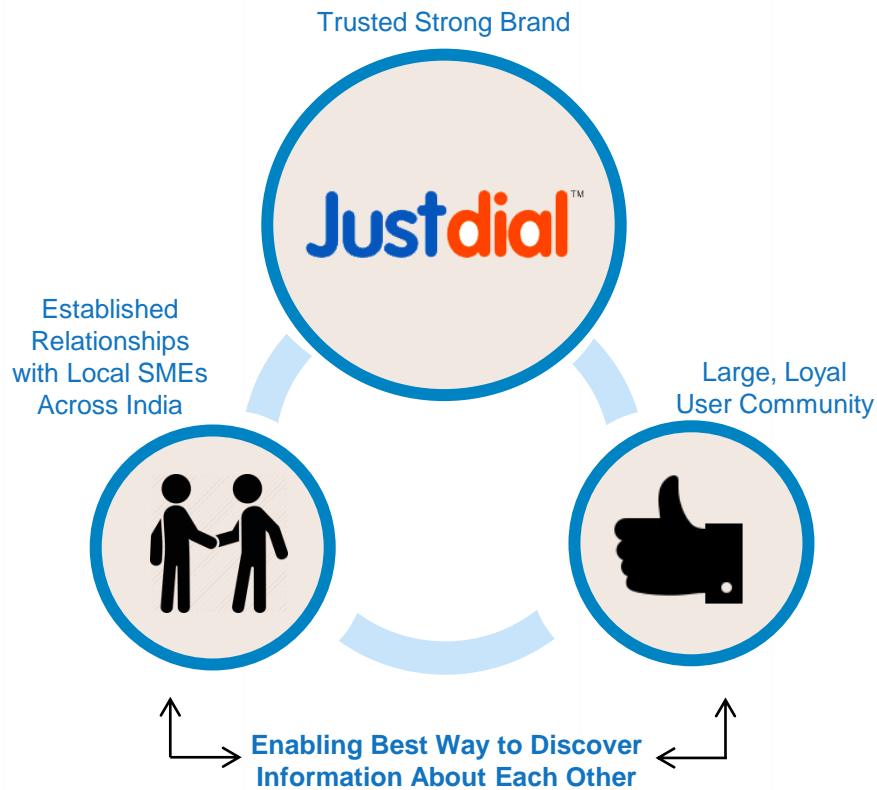


Rate & Review

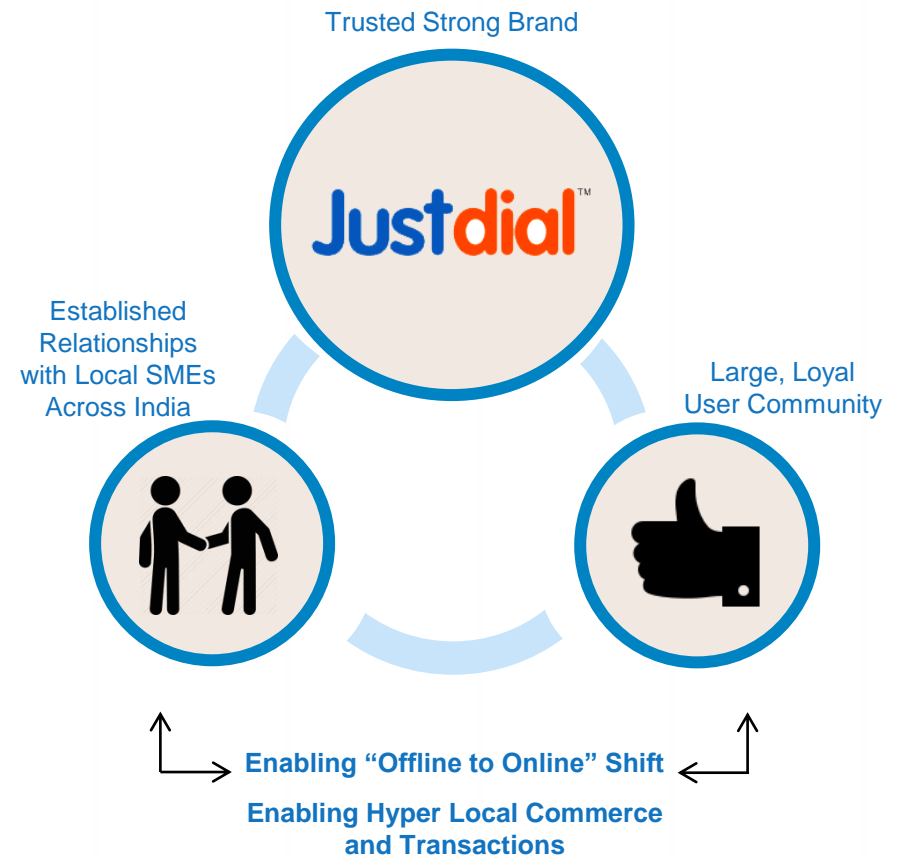
Search Plus – A natural extension of our core search business



Leveraging The Three Cornerstones of Our Success to Do More

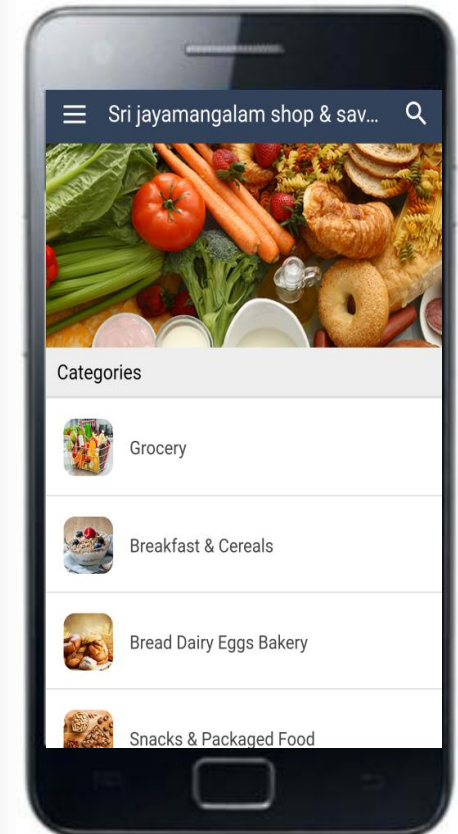
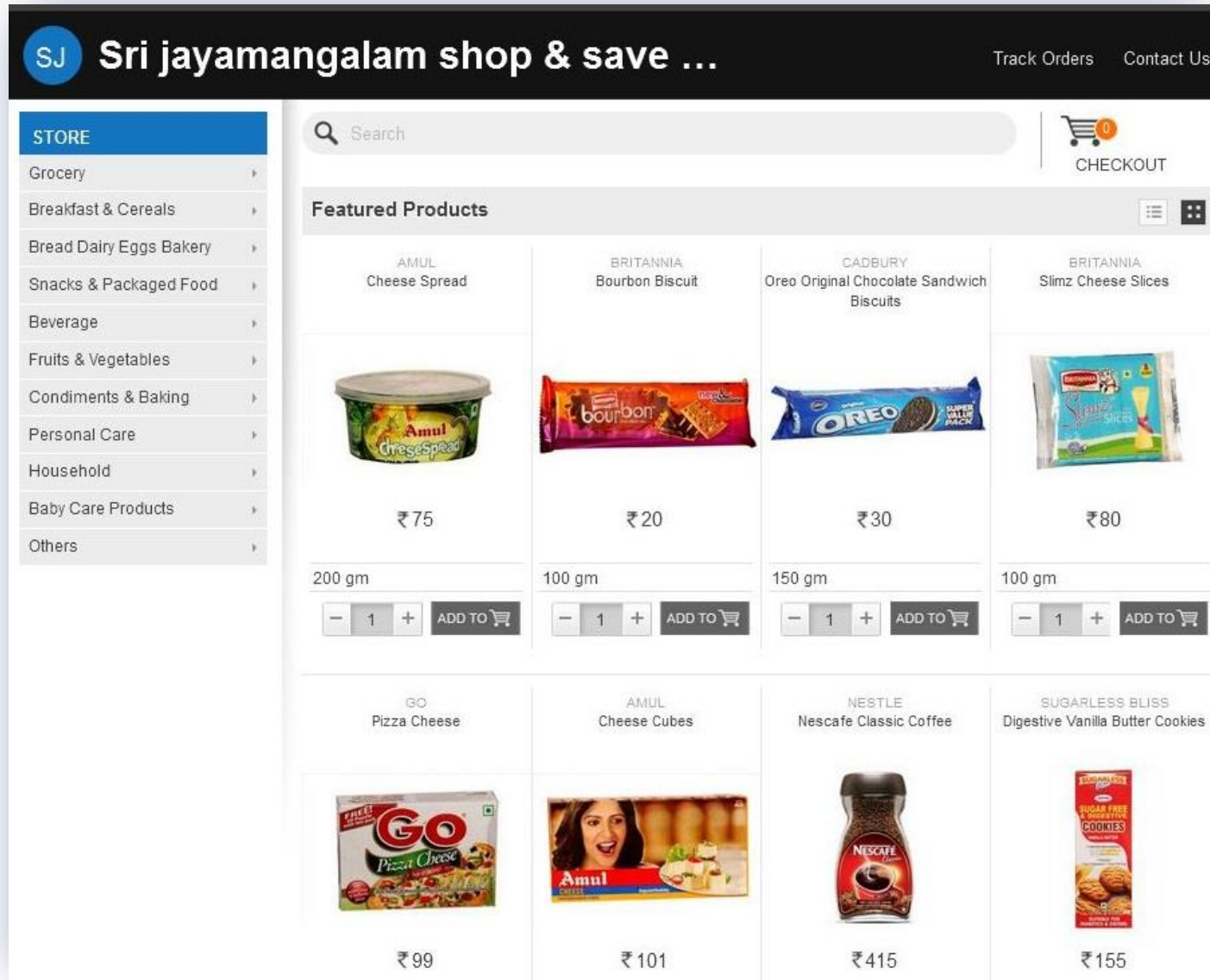


“Three Clicks to Find”



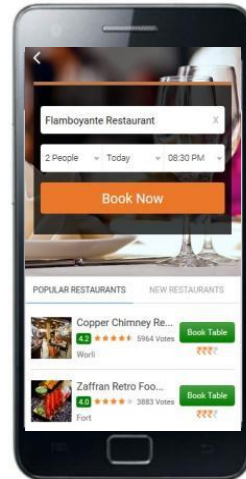
“Three Clicks to Transact”

- 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*

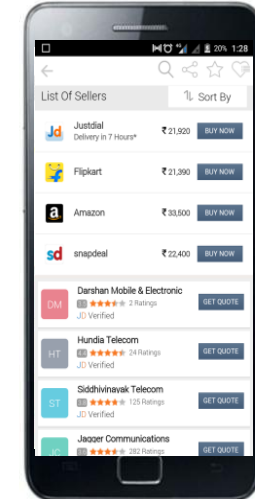


Products and Services – Search Plus

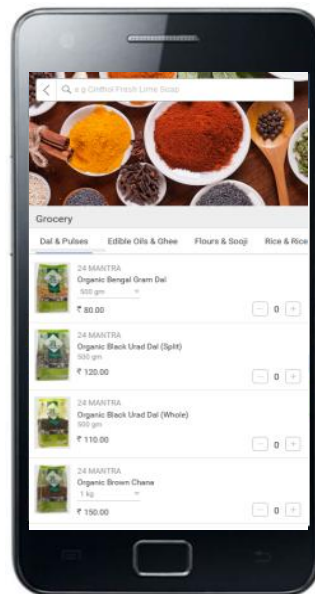
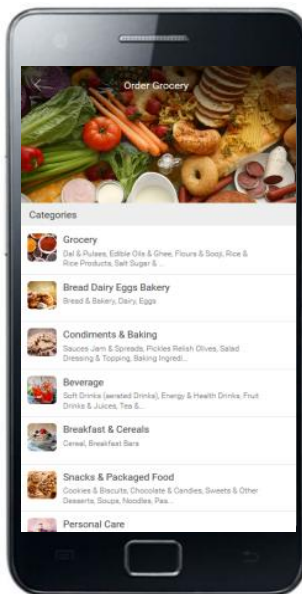
Book A Table



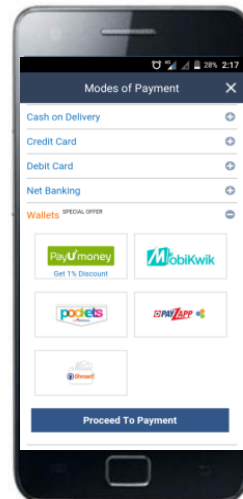
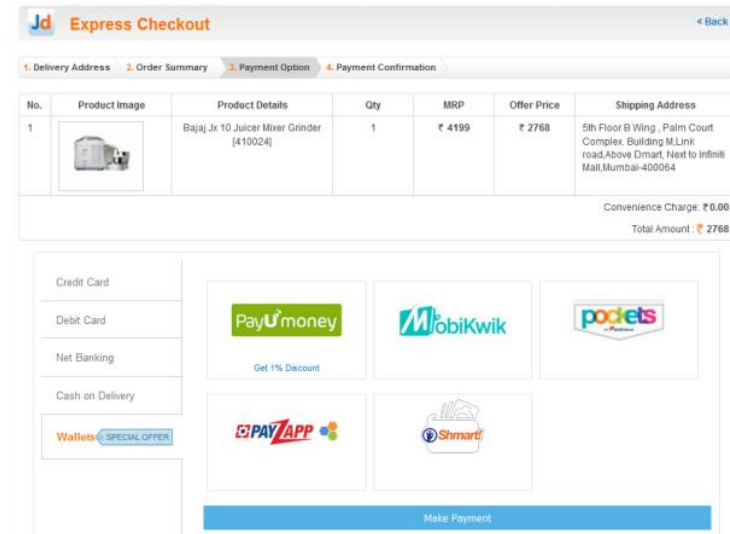
Shop Online



Order Grocery

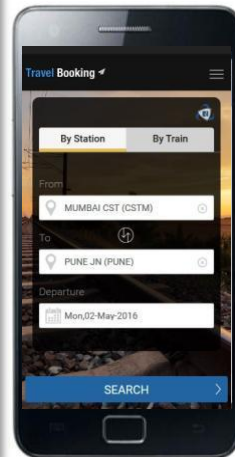
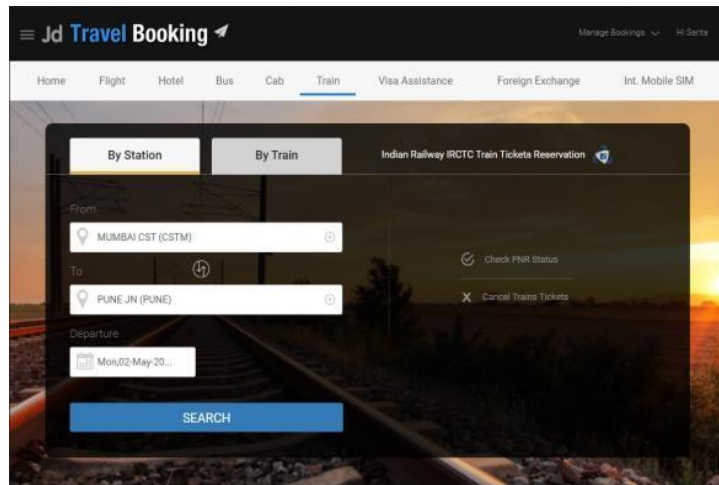


Options of Wallets for Payment

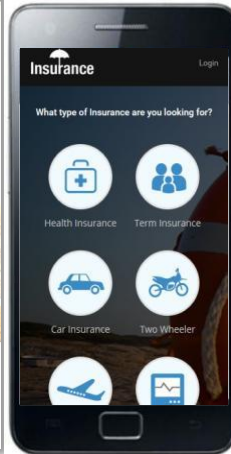
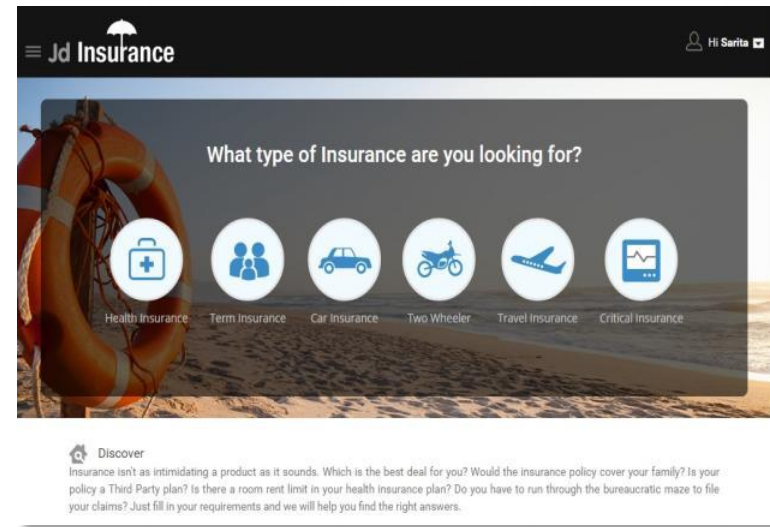


Products and Services – Search Plus

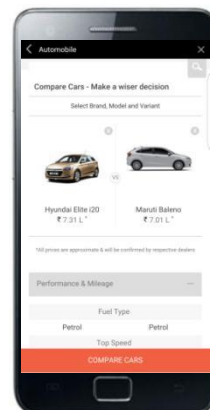
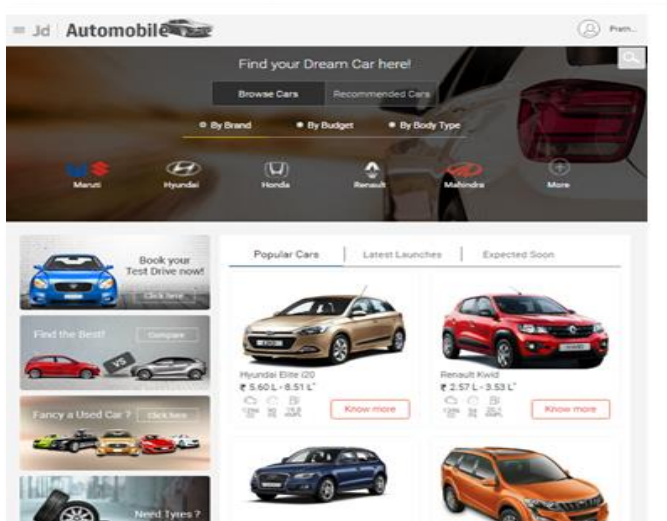
Book Train Tickets



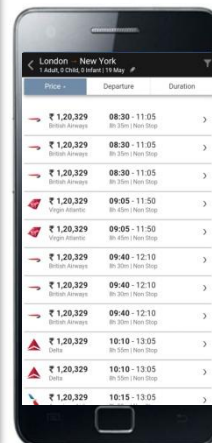
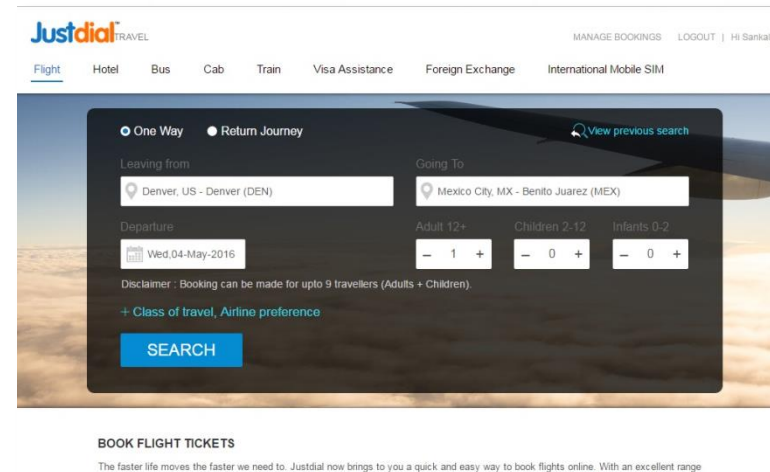
Insurance



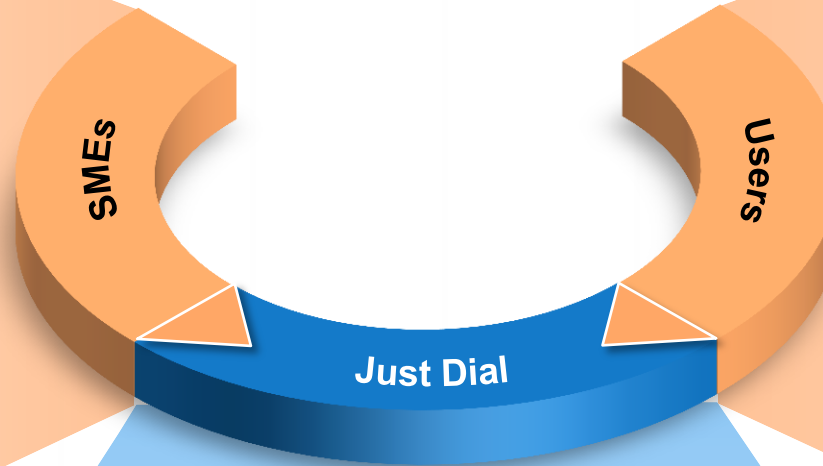
Automobile



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

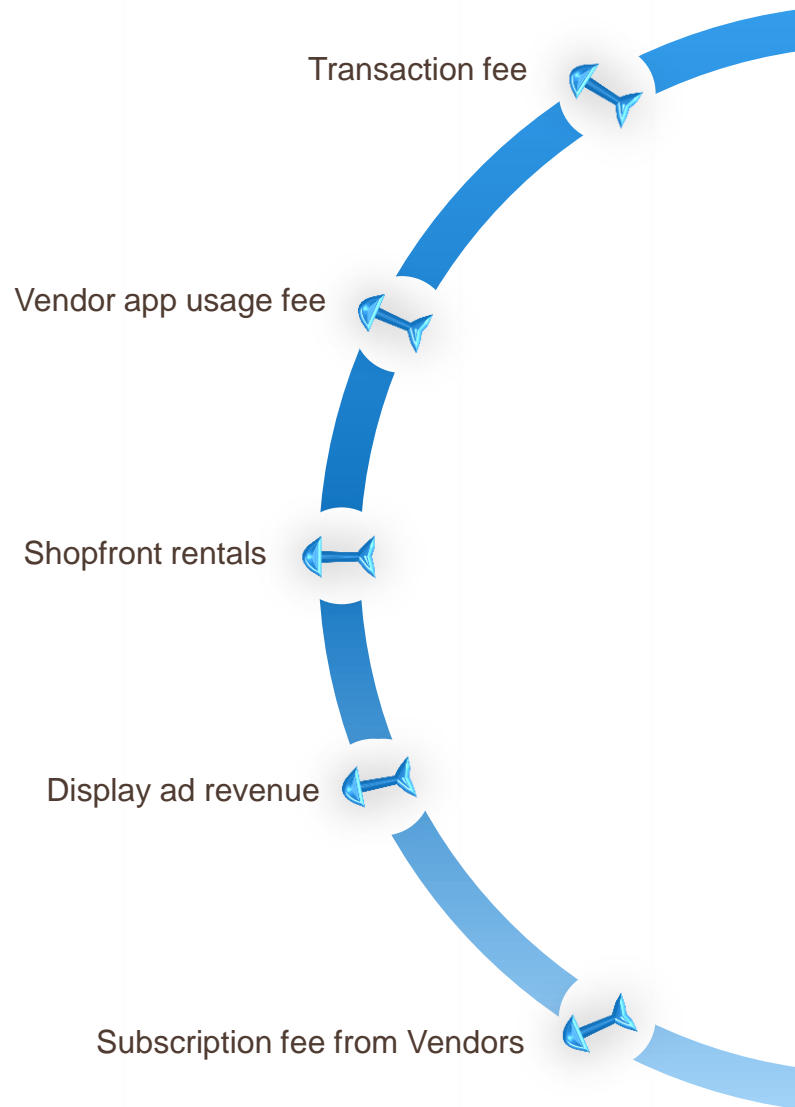


- Choose vendor in local neighborhood for product of choice
- Convenience of 'master app', look no further
- Personalized door-step service experience
- Real-time price discovery

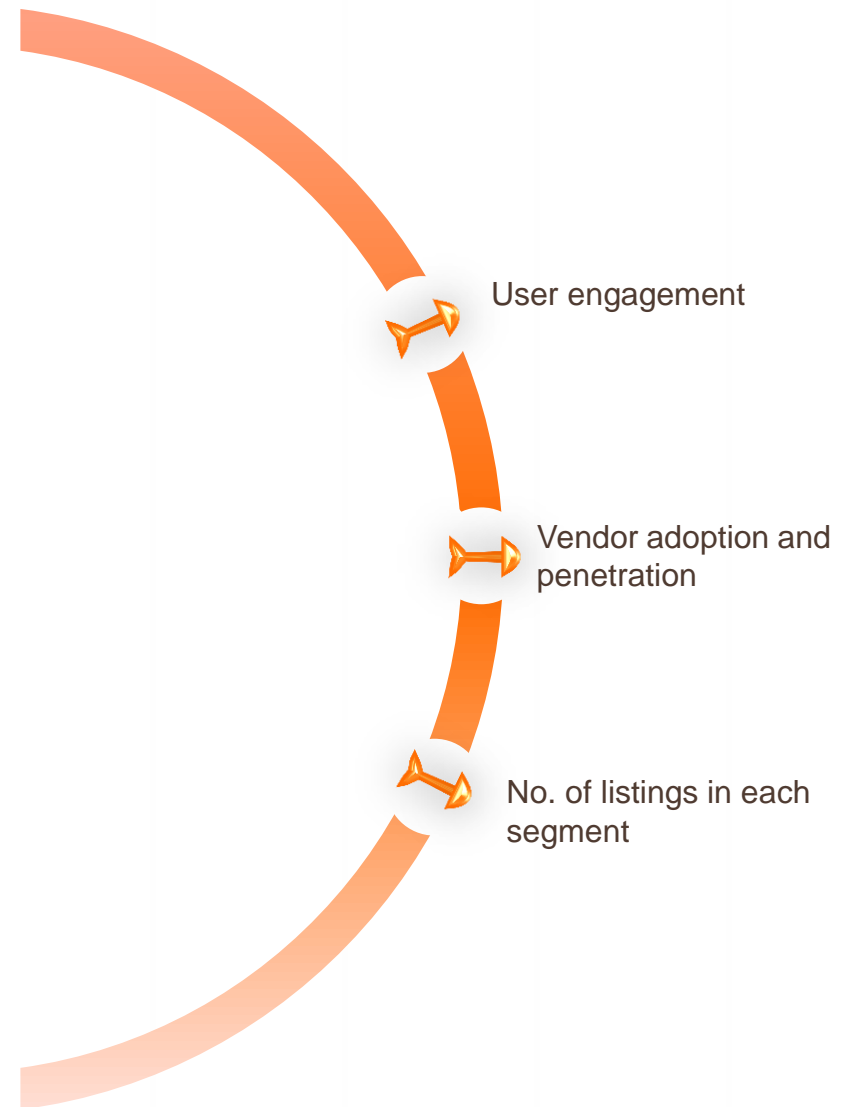
- Increased engagement and stickiness of users
- Increase in monetization streams from SMEs
- Natural extension of core search business

The Search Plus Model

New Revenue Streams



Key Metrics to Track in Near Term



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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 March 31, 2016 highlights:

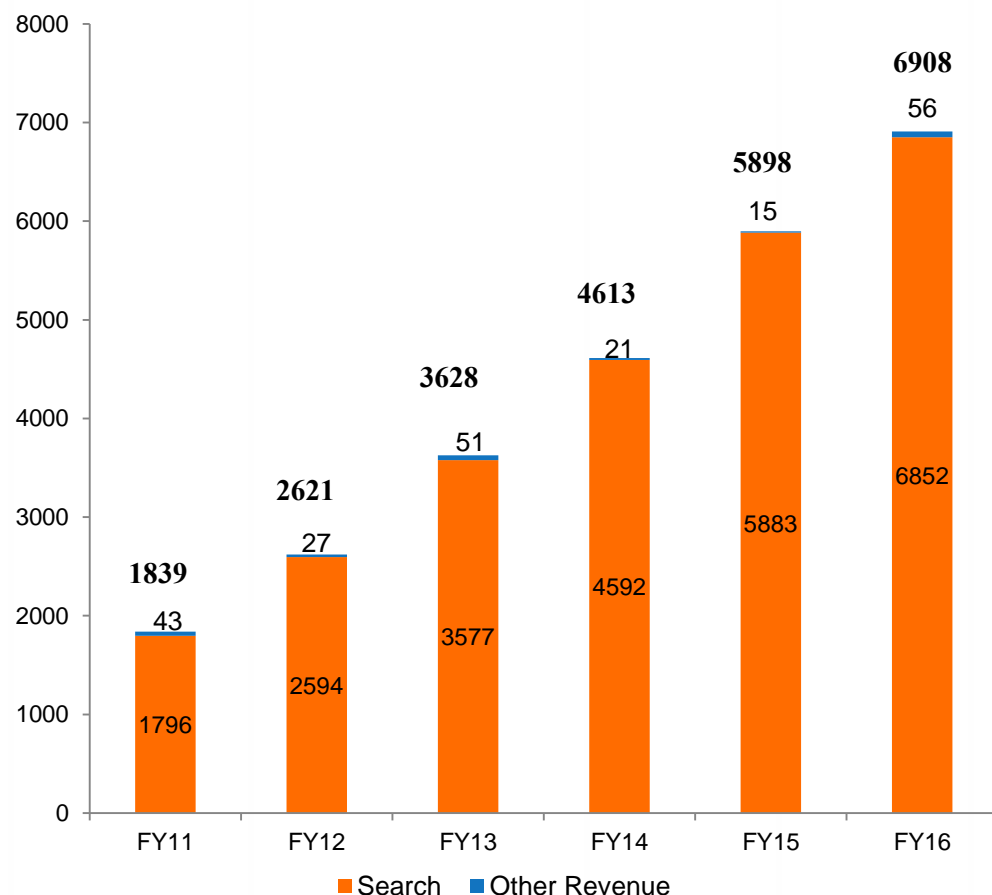
- ▶ Total operating revenue: INR 1,796 MM
- ▶ Adjusted Operating EBITDA margin at 25% for quarter ending March 31, 2016*
- ▶ PAT margin at 18% for quarter ending March 31, 2016

* Note: Adjusted Operating EBIDTA is after one-time expenses of Rs. 0.78crore during the quarter

Operating Revenue

INR Mn

YOY growth: 17 %

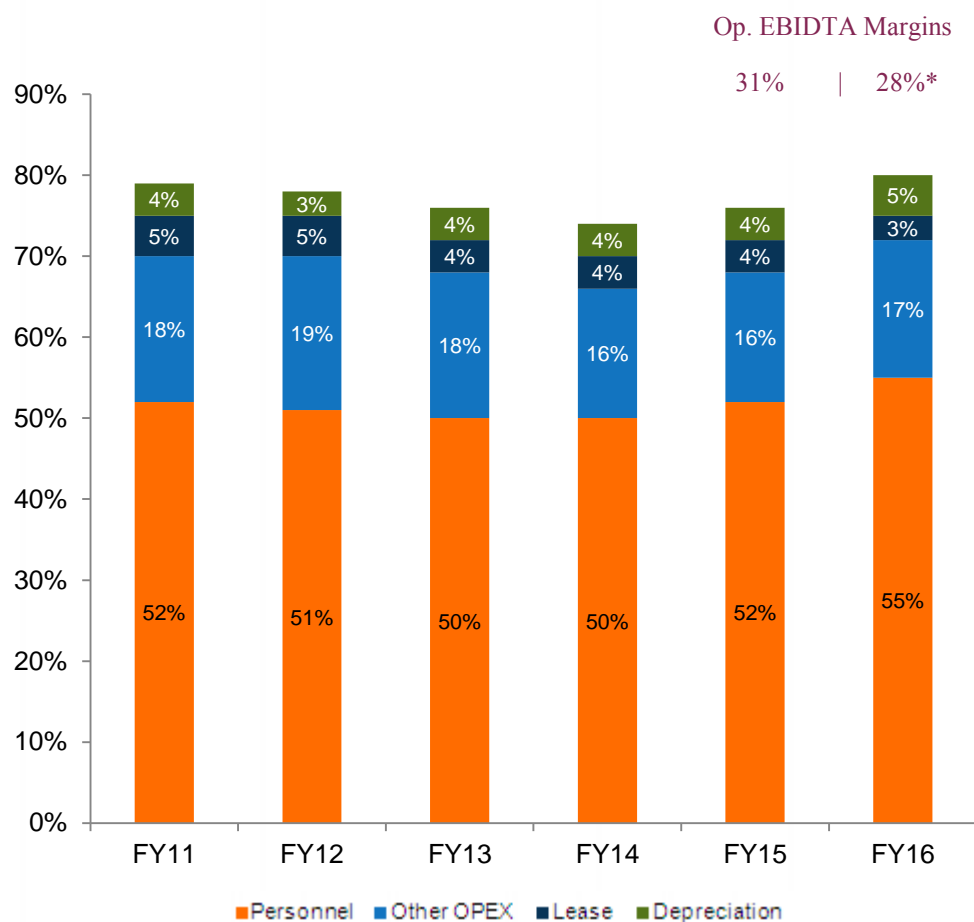


Key Business Model Attributes

- ▶ 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
- ▶ 3,544 tele-sales executives and 1,327 feet on street selling to SMEs and 1,911 Just Dial Ambassadors (JDAs)

Margin Expansion and Operating Leverage

Key Expenses as a % of Operating Revenue



Key Drivers

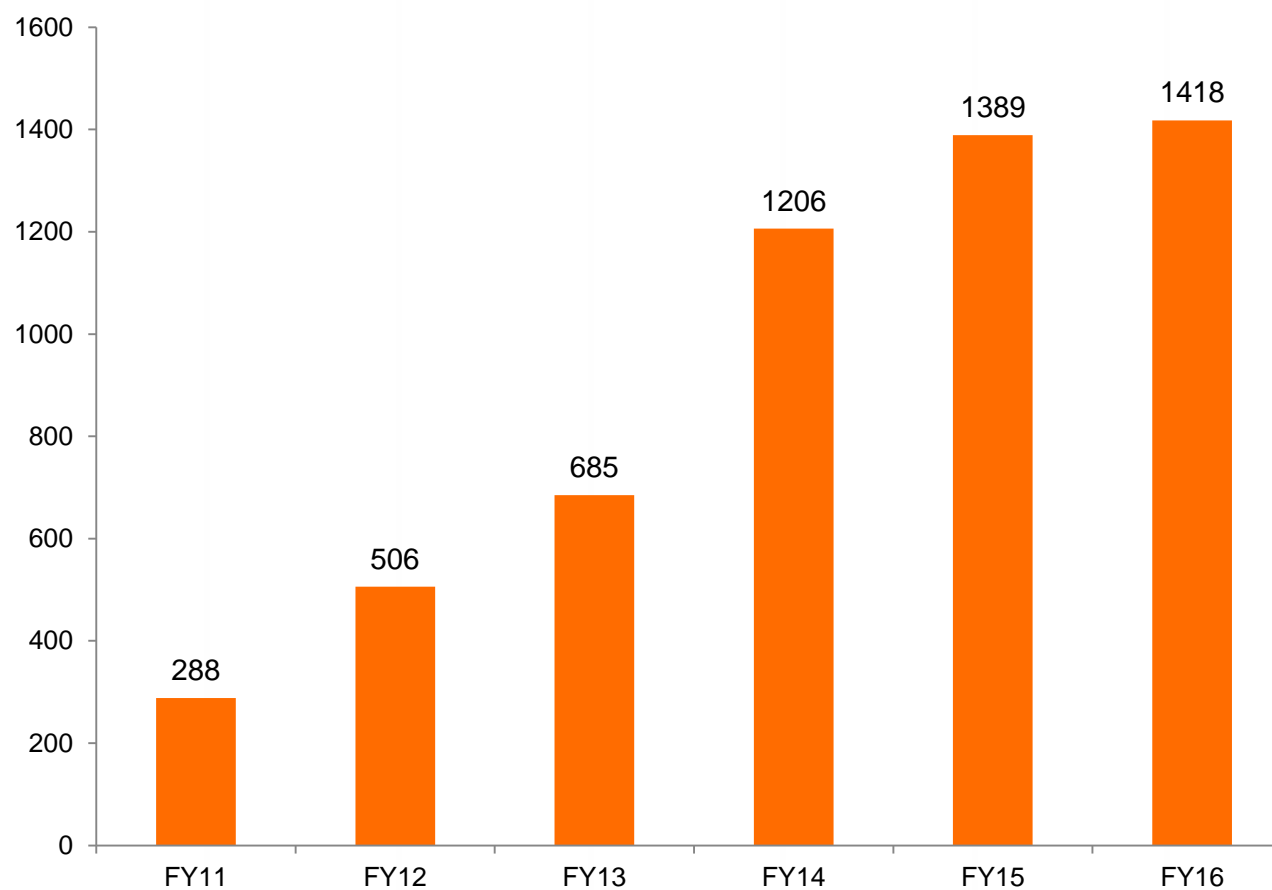
- ▶ More paid campaigns
- ▶ Improved package pricings, increasing and upgrading contracts
- ▶ Deepen and broaden SME coverage
- ▶ New categories, new products and services
- ▶ Increasing PC Internet and mobile internet usage volume
- ▶ Increased brand awareness

* Note: Operating EBIDTA for FY16 is adjusted for ESOP expenses and one time spends

Profit after Tax (PAT)

INR Mn

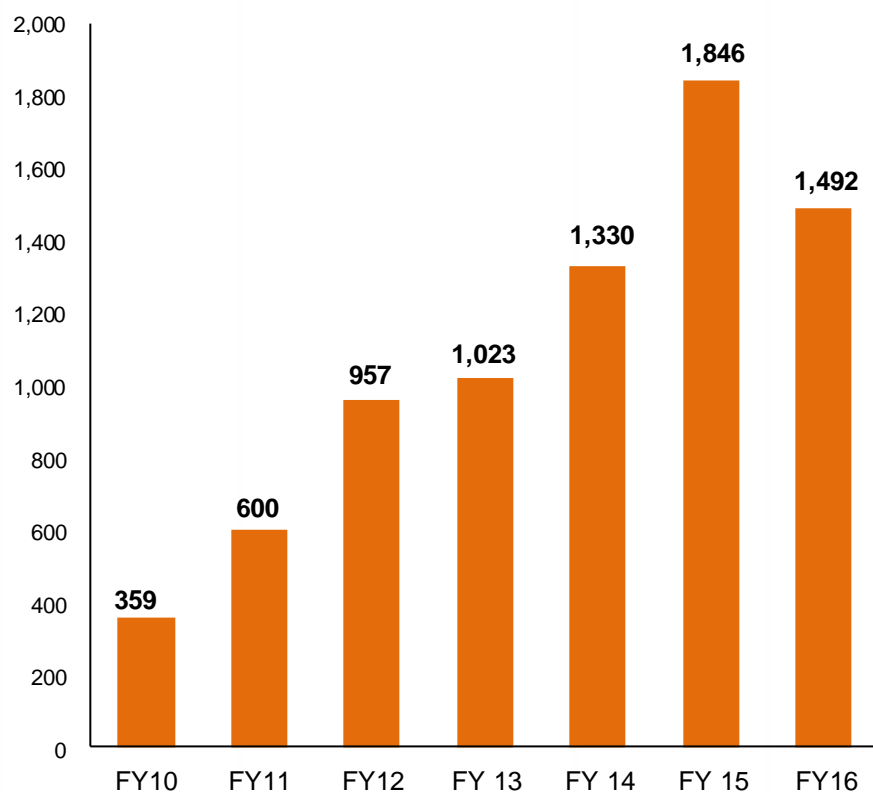
PAT MARGINS: 22% | 19%



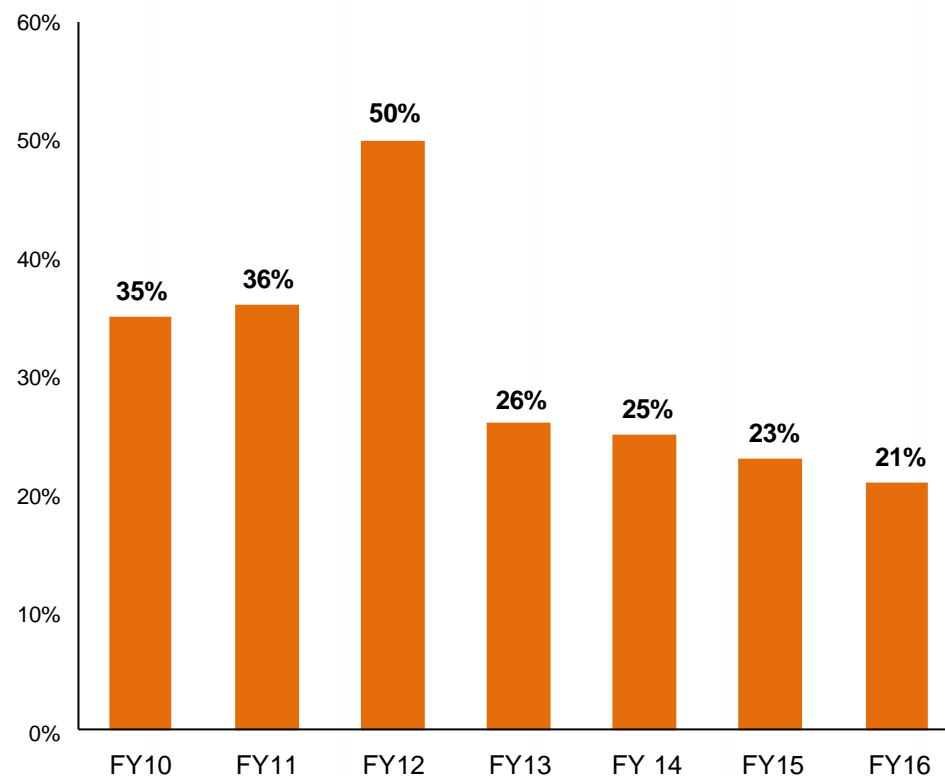
Growing Cash Flows and Return on Capital

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