



JustdialTM

Company Presentation

March 2017

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, 2017

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

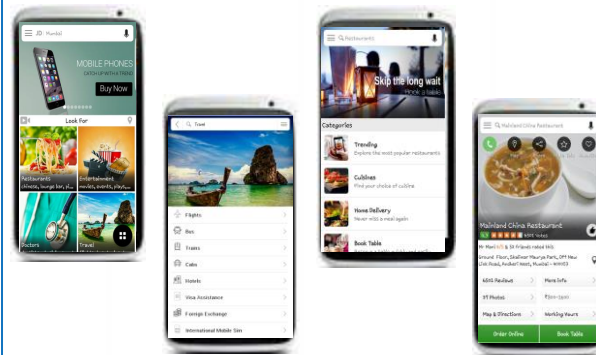
Search by company or category or product

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

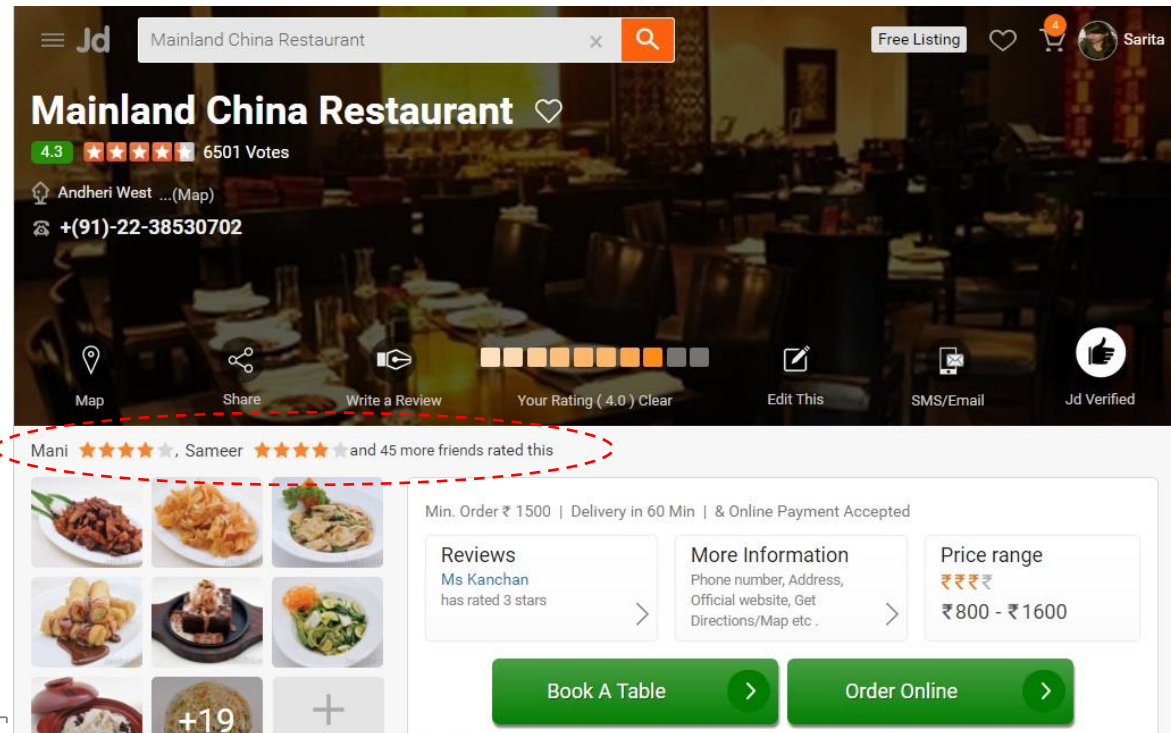
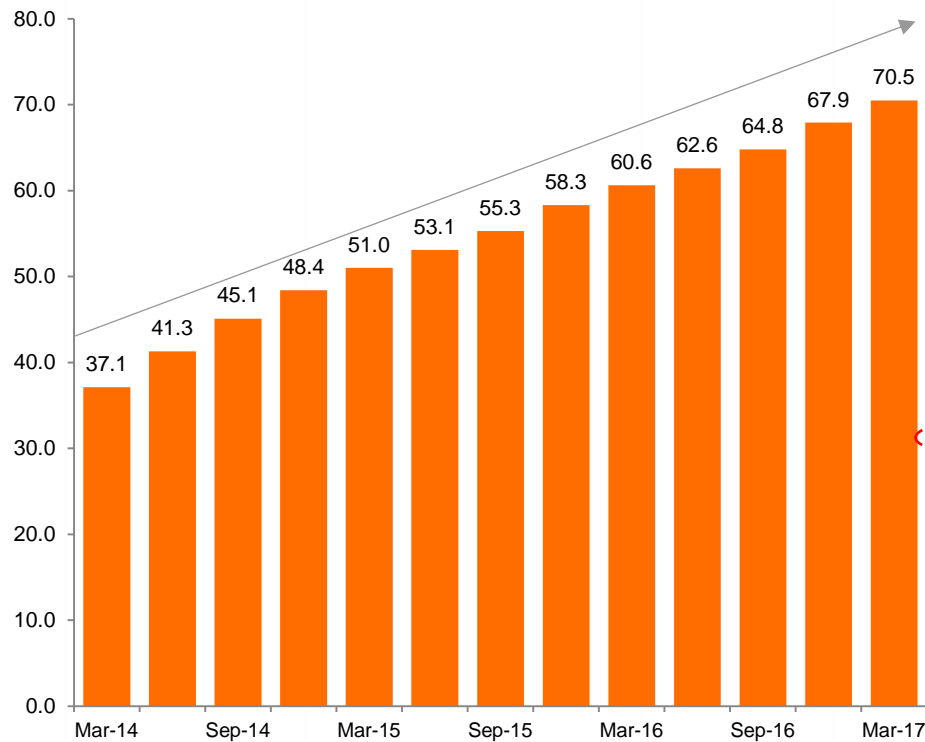
Company/ category/product searches

Search Plus

User Community and Reviews Drive Engagement

Reviews and Ratings

Millions

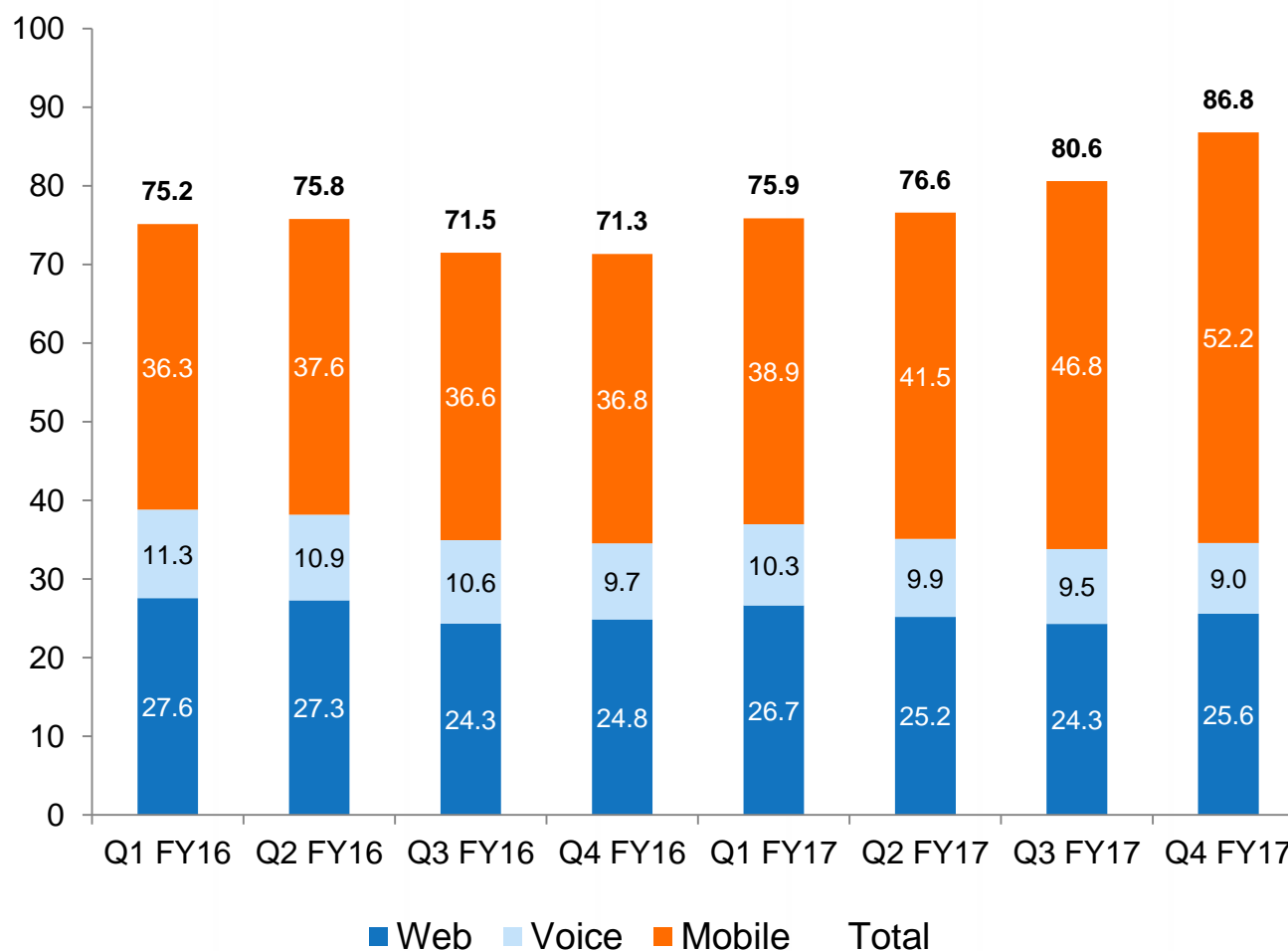


Special focus on **Friend's Reviews & Ratings**

Unique Visitors



in million

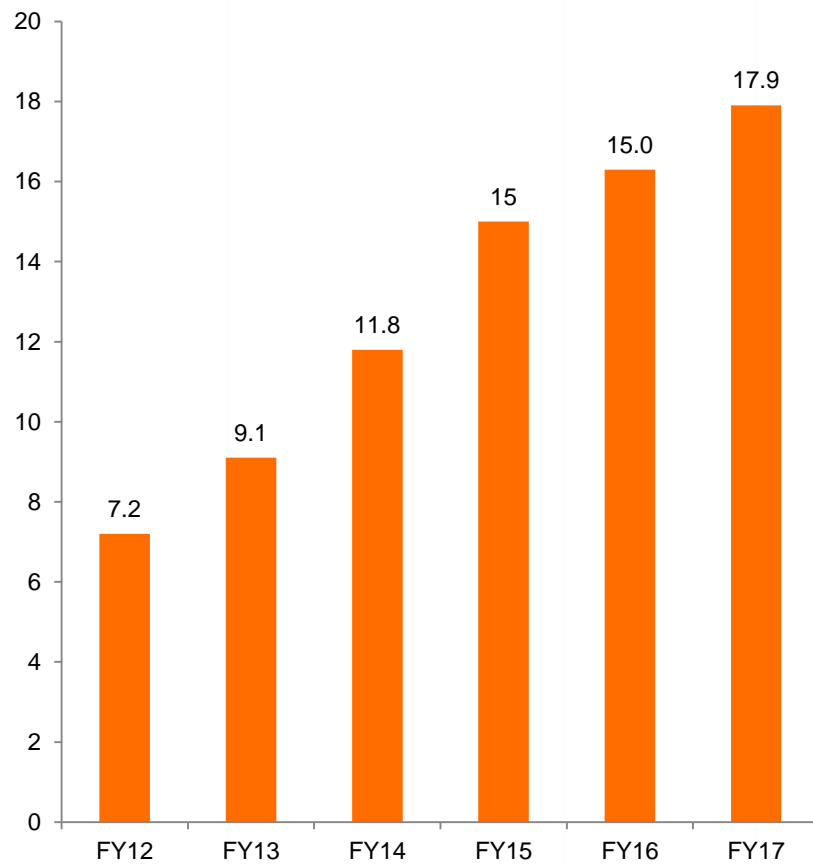


Voice, PC and Mobile – Unique Visitors

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

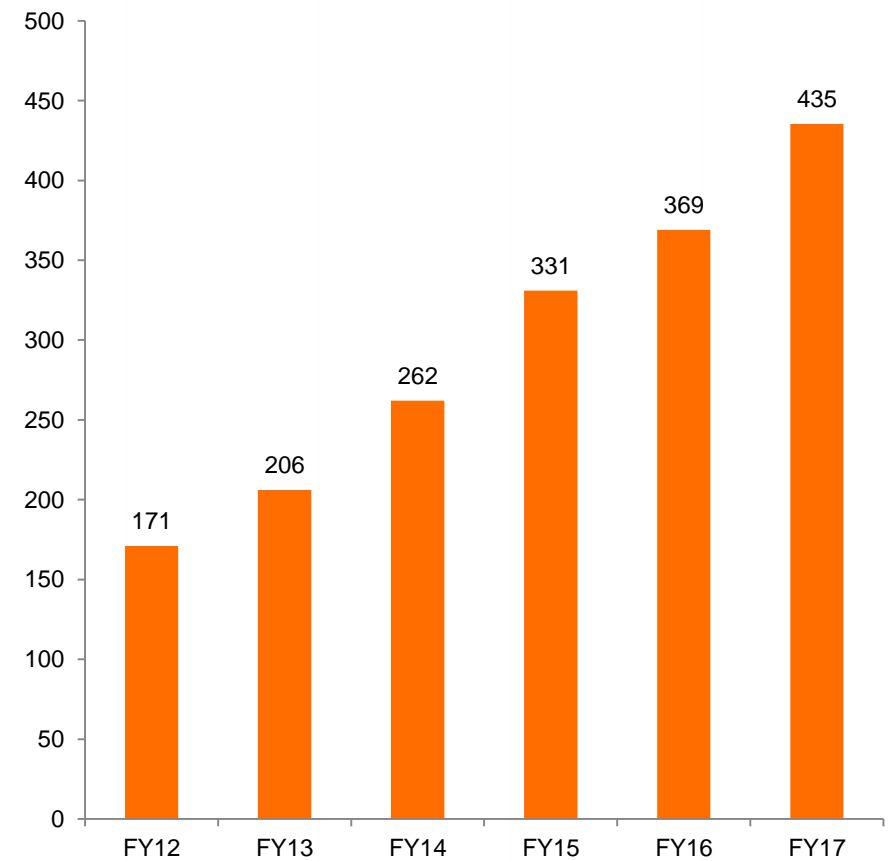
Total Business Listings

Million



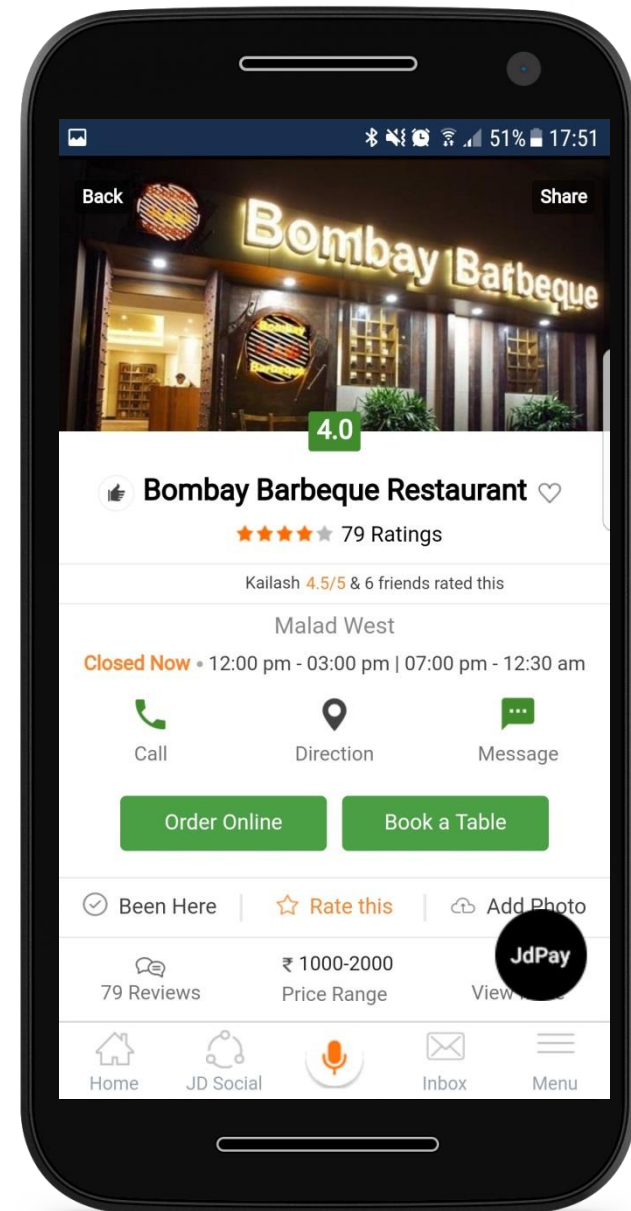
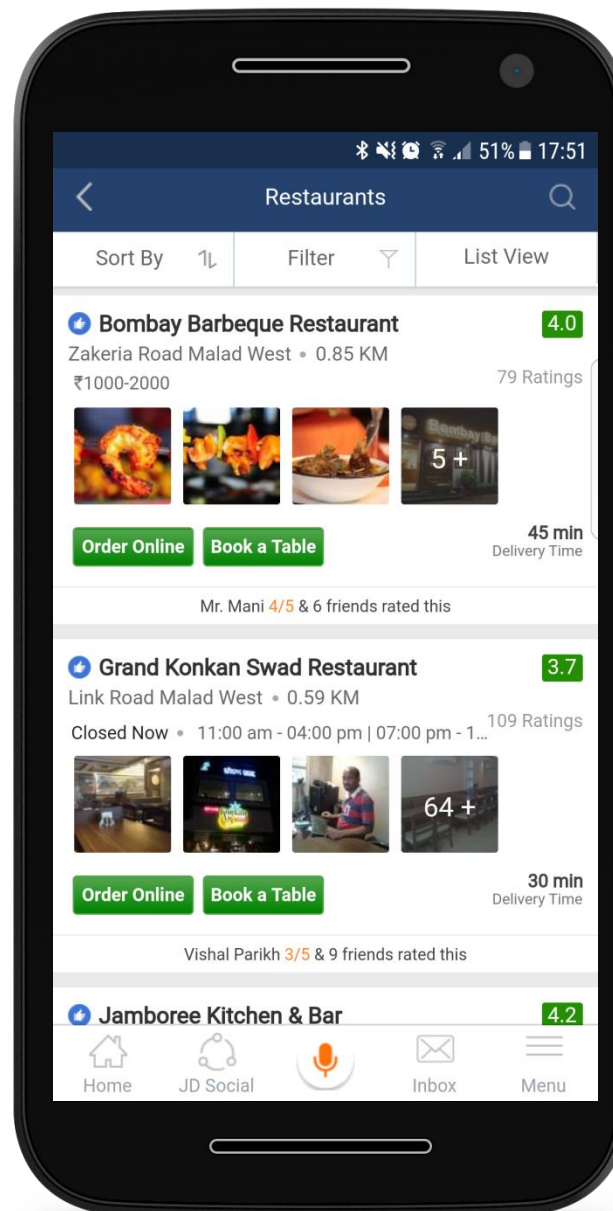
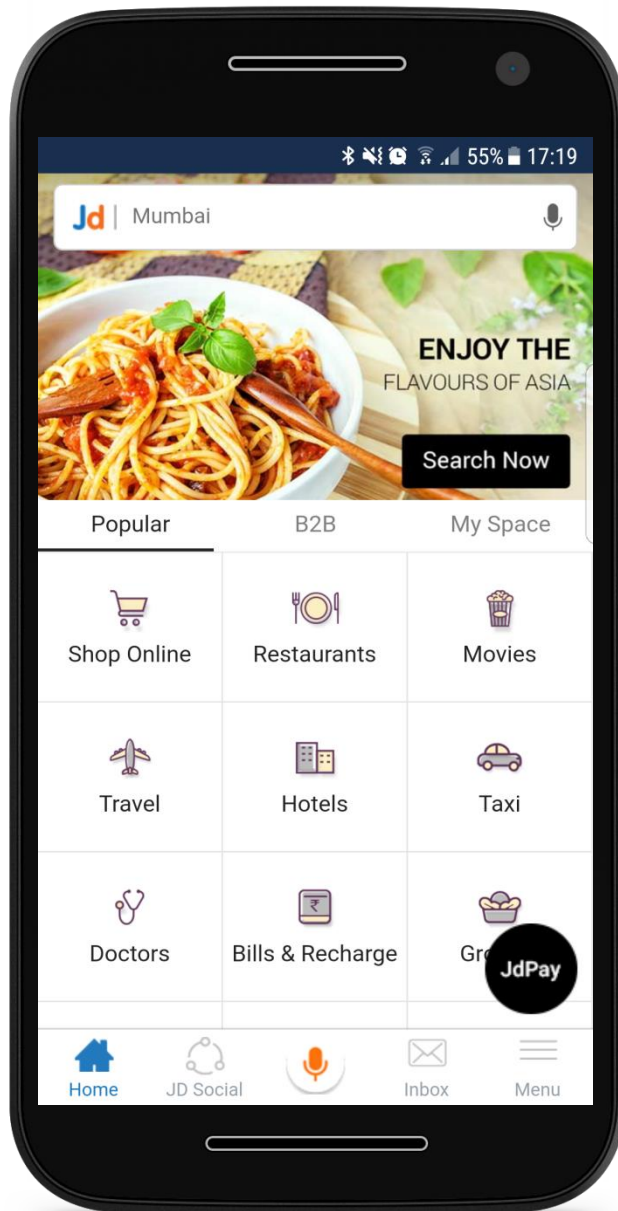
Paid Campaigns

'000

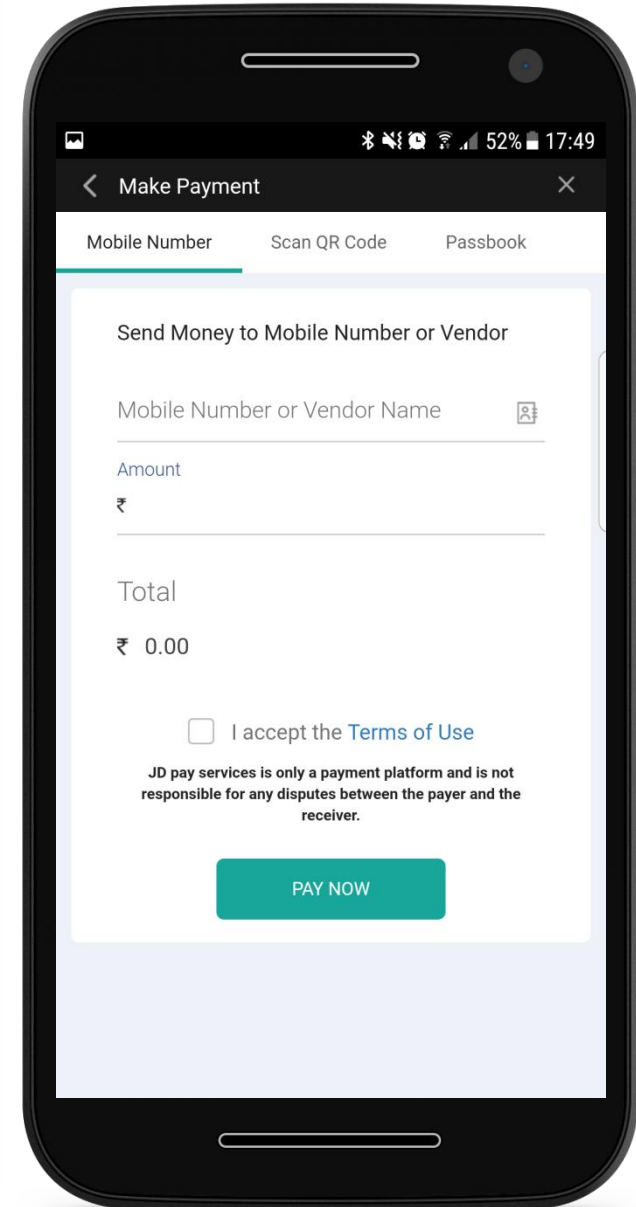
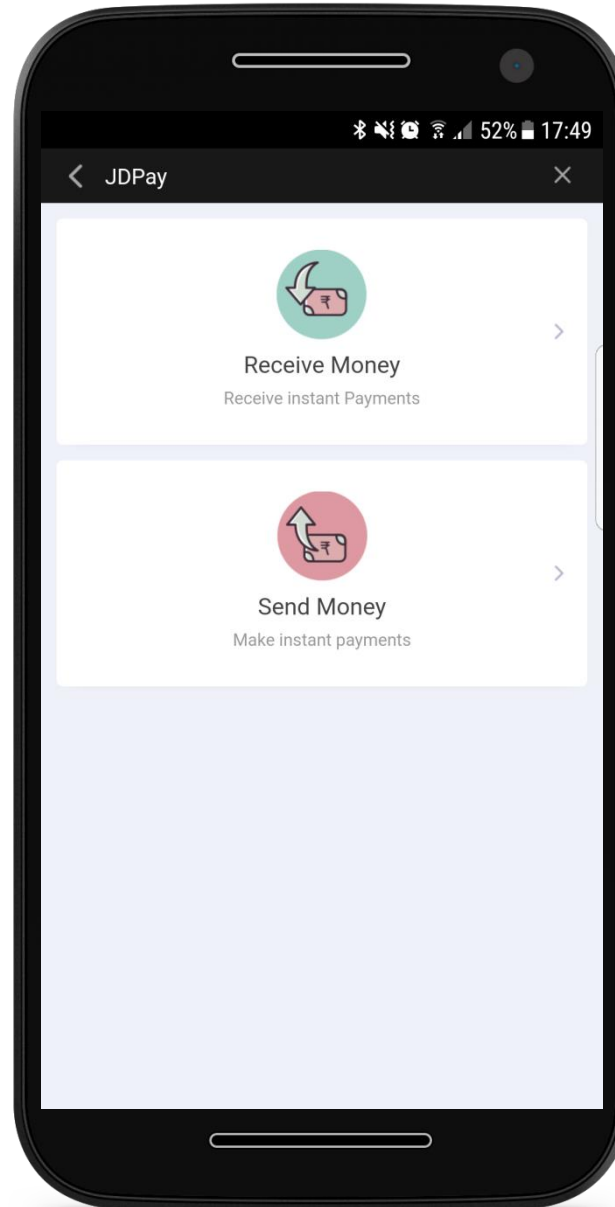
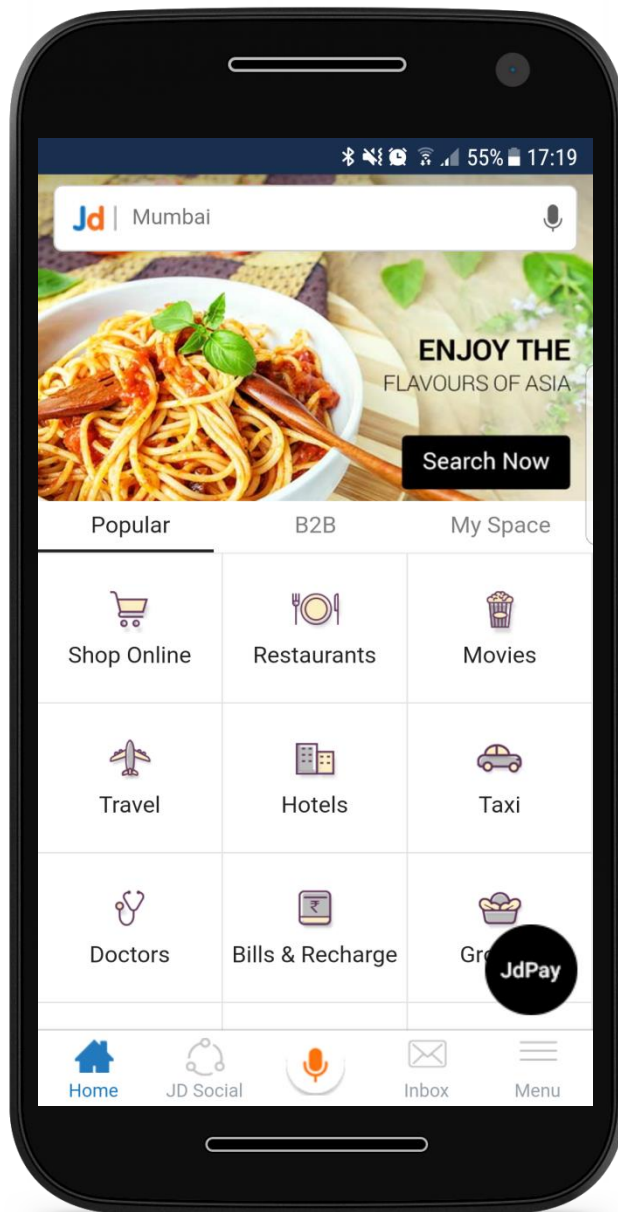


JD lite app – light, fast, and less than 1MB

Justdial™



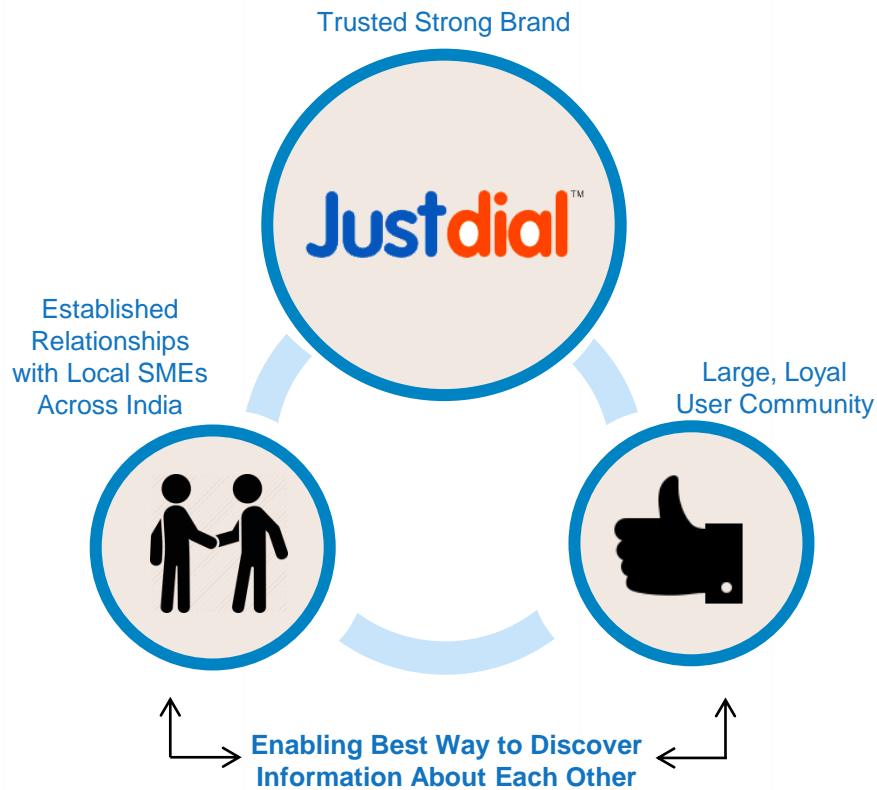
JD Pay – integrated within the App for easy payments



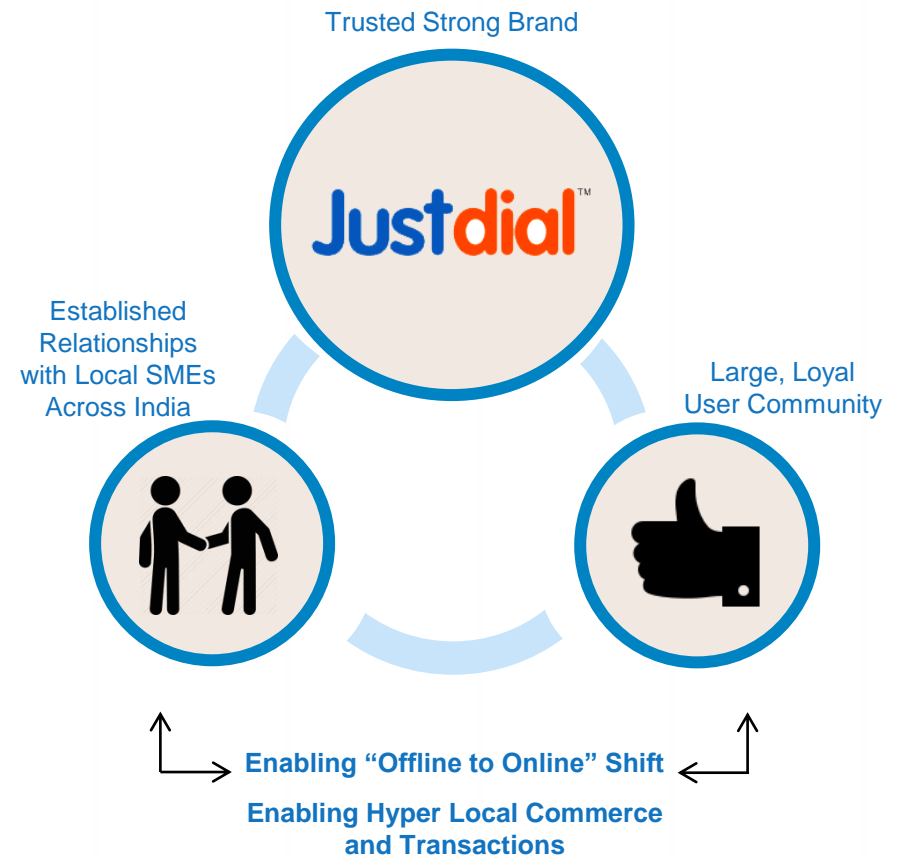
Search Plus – A natural extension of our core search business



Leveraging The Three Cornerstones of Our Success to Do More



“Three Clicks to Find”

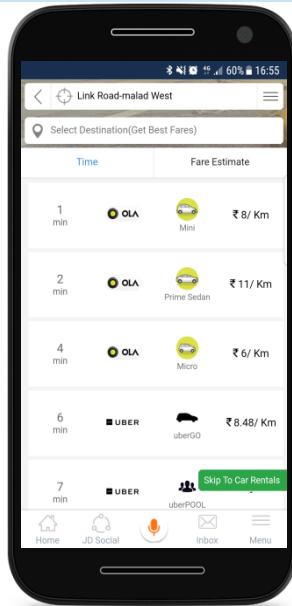


“Three Clicks to Transact”

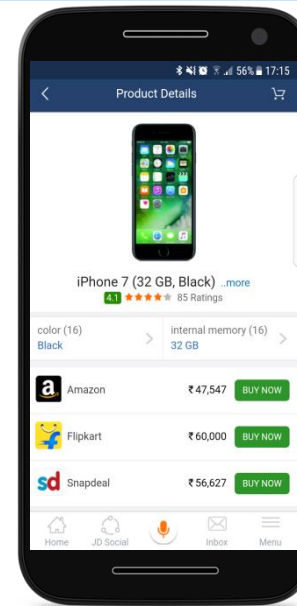
Products and Services – Search Plus

Justdial™

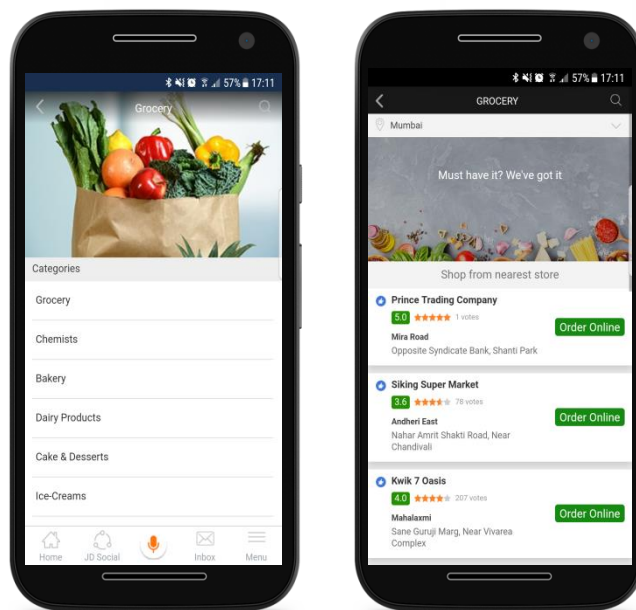
Hail a Cab



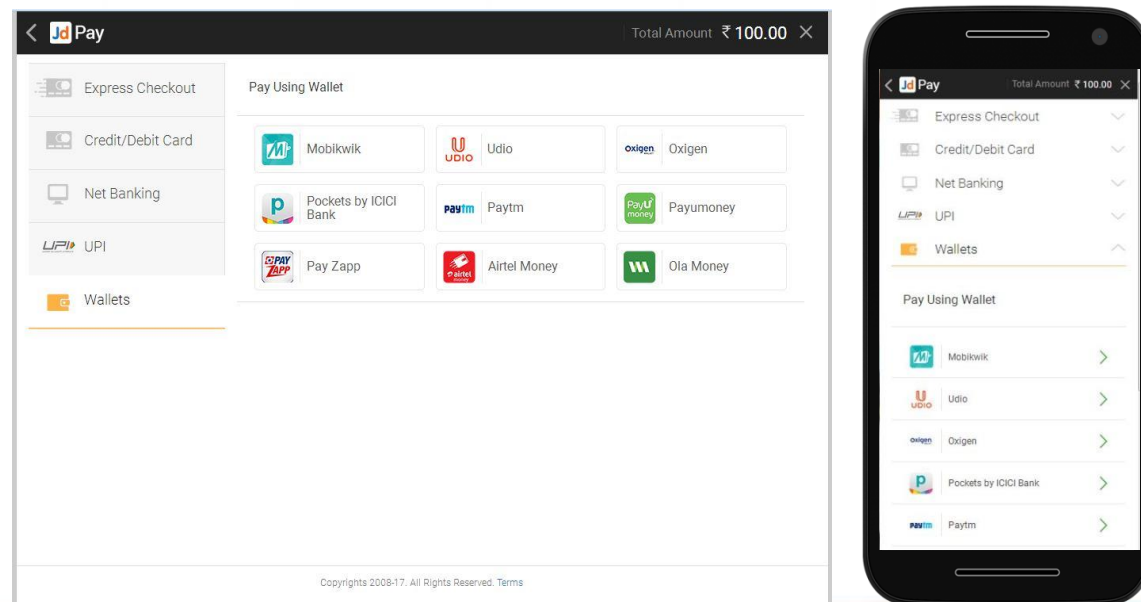
Shop Online



Order Grocery



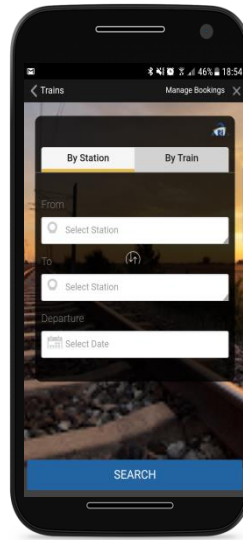
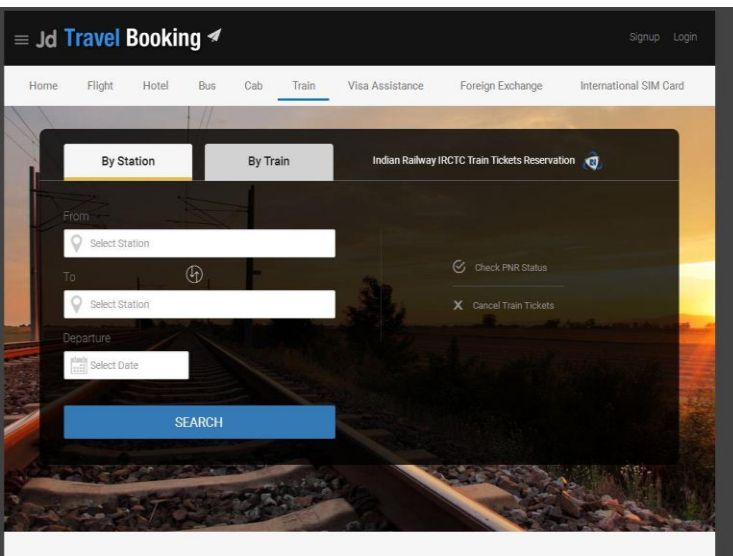
Options of Wallets for Payment



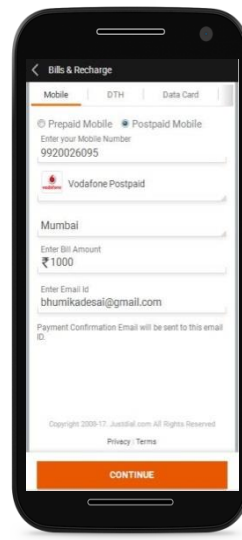
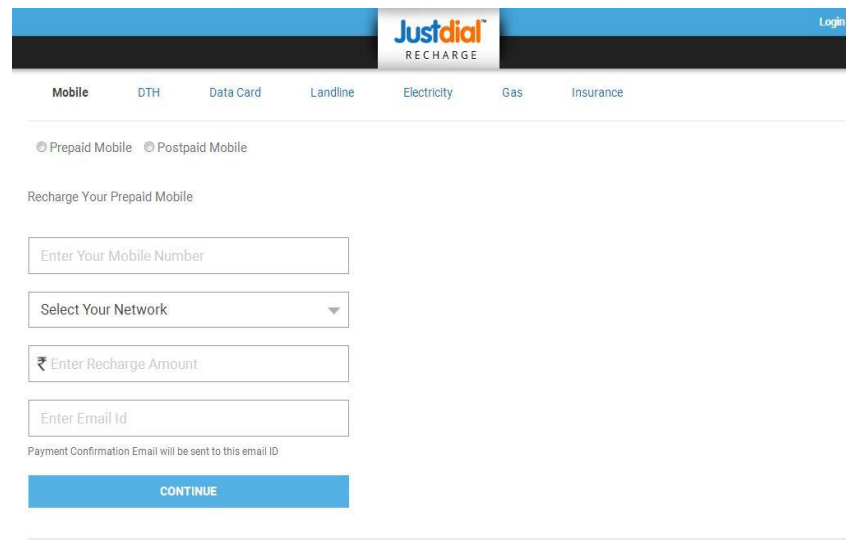
Products and Services – Search Plus



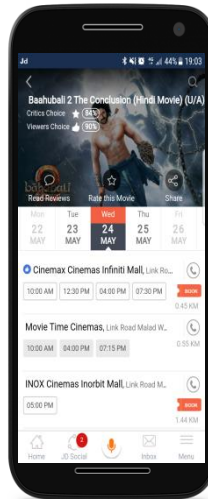
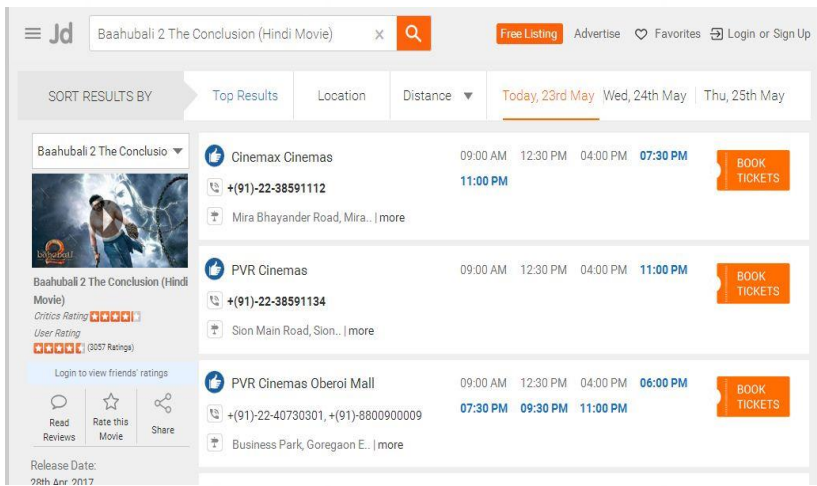
Book Train Tickets



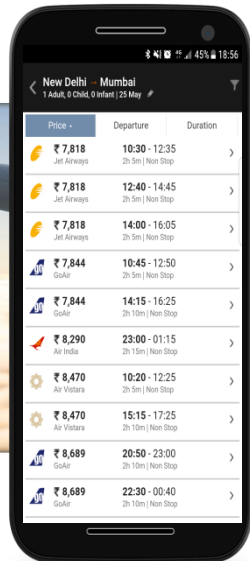
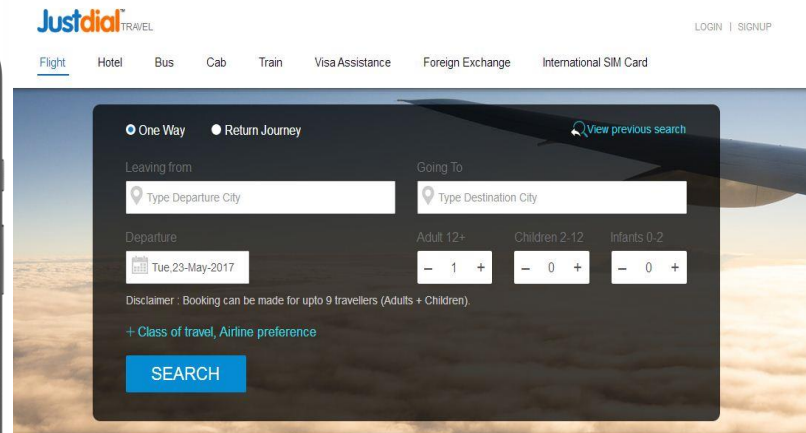
Bills & Recharge



Book Movie Tickets



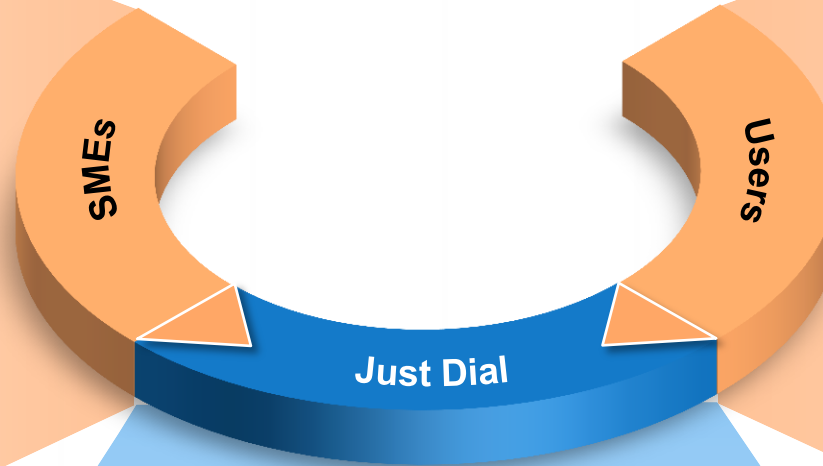
Book Flight Tickets



BOOK FLIGHT TICKETS

The faster life moves the faster we need to. Justdial now brings to you a quick and easy way to book flights online. With an excellent range of airlines to choose from, finding the flight to suit your preference and schedule just got easier. We furnish you with all the details of your flight and offer you convenience through the entire online flight booking process.

- 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

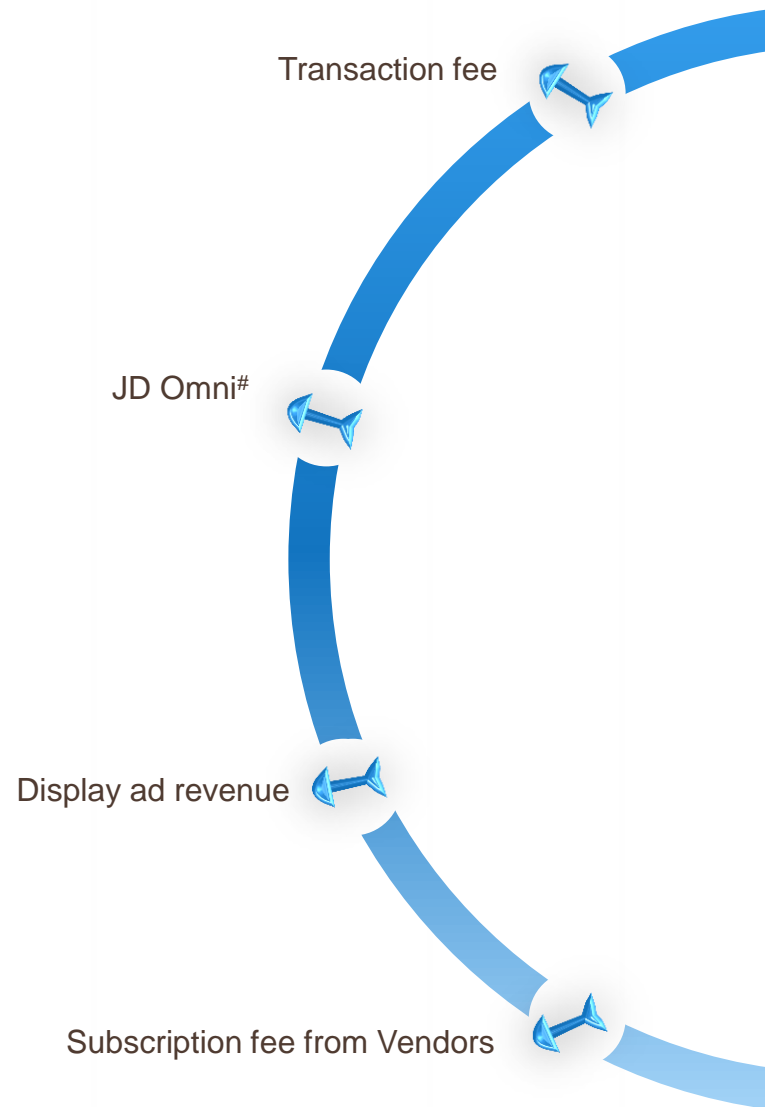


- Choose vendor in local neighborhood for product of choice
- Convenience of 'master app', look no further
- Personalized door-step service experience
- Real-time price discovery

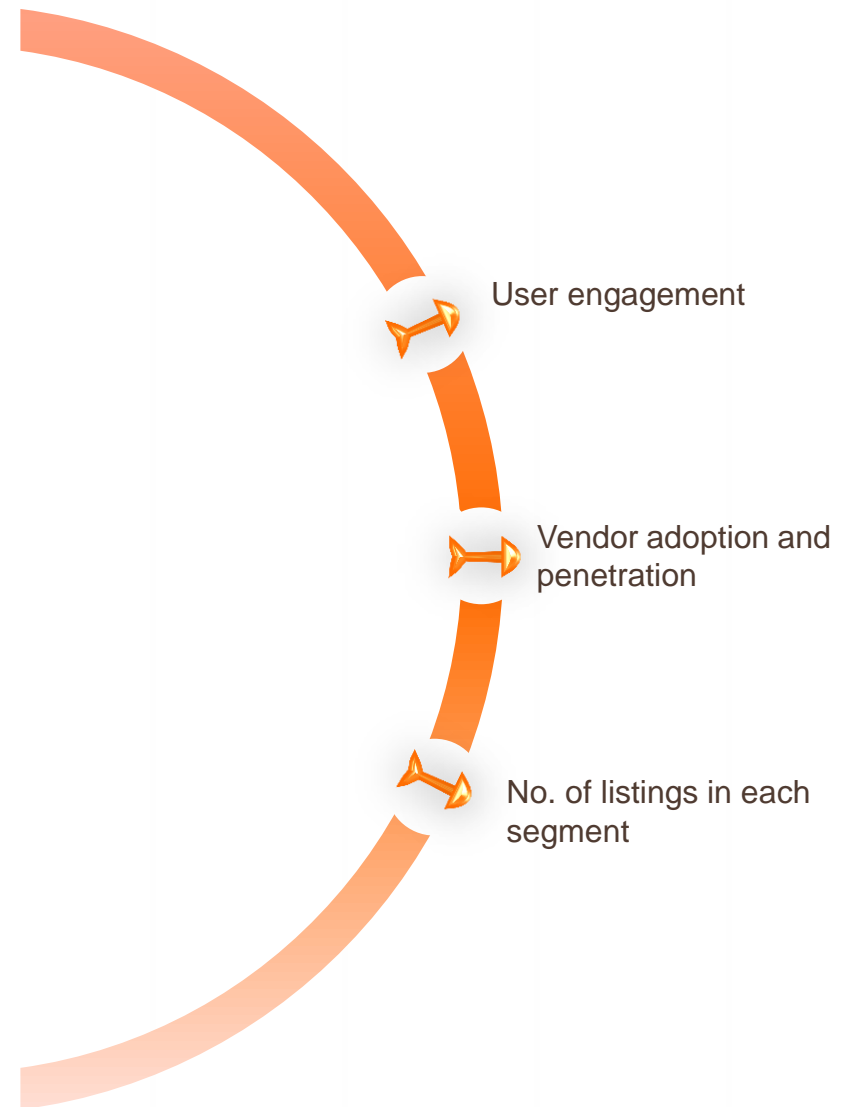
- Increased engagement and stickiness of users
- Increase in monetization streams from SMEs
- Natural extension of core search business

The Search Plus Model

New Revenue Streams



Near Term Areas of Focus



#JD Omni is being revamped and will be launched soon

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JustdialTM

Financial Overview

We have an Efficient and Profitable Business Model



	FY2011	FY2017
Paid Campaigns	120,200	4,35,360
Operating Revenue	INR 1,839 MM	INR 7,186 MM
Operating EBIDTA	INR 455 MM	INR 1,255 MM*
Operating EBIDTA Margin	25%	17%*
PAT	INR 289 MM	INR 1,213 MM
PAT Margin	15%	15%

* Note: Operating EBIDTA for FY17 is adjusted for ESOP expenses and one time spends

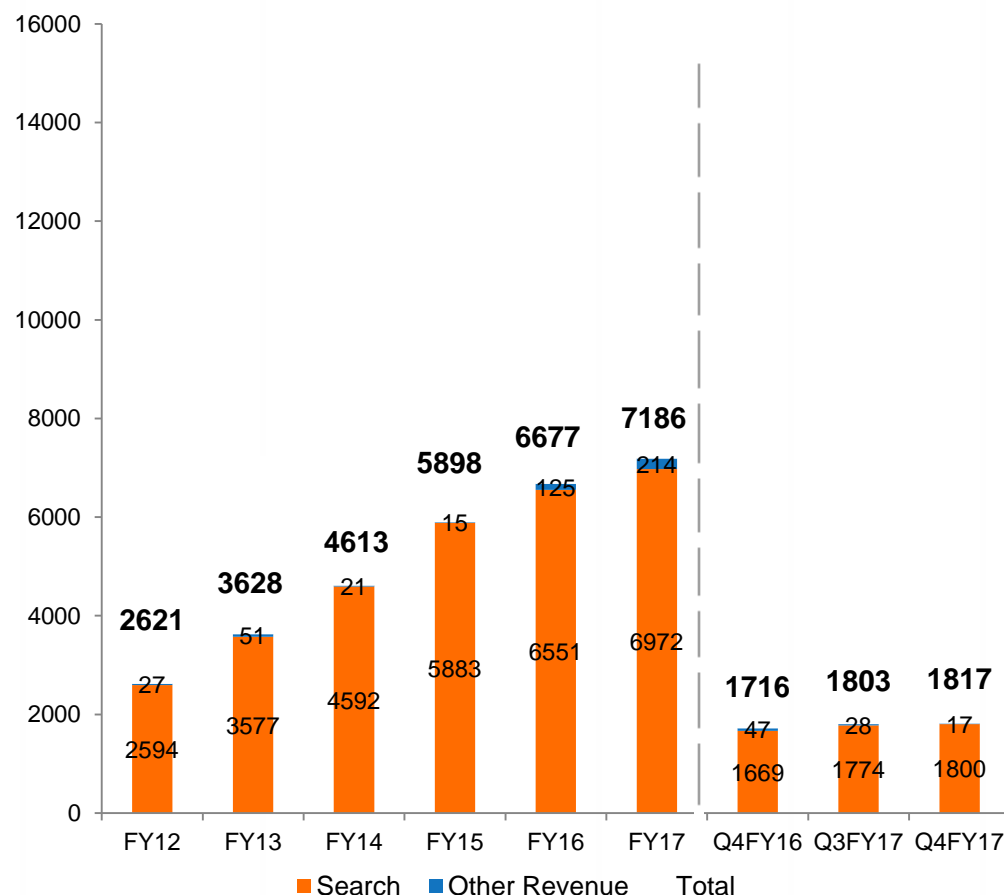
Quarter ended March 31, 2017 highlights:

- ▶ Total operating revenue: INR 1,817 MM
- ▶ Adjusted Operating EBITDA margin at 20%*
- ▶ PAT margin at 13%

* Note: Adjusted Operating EBIDTA is after ESOP expenses of Rs. 3.7crore during the quarter

Operating Revenue

INR Mn

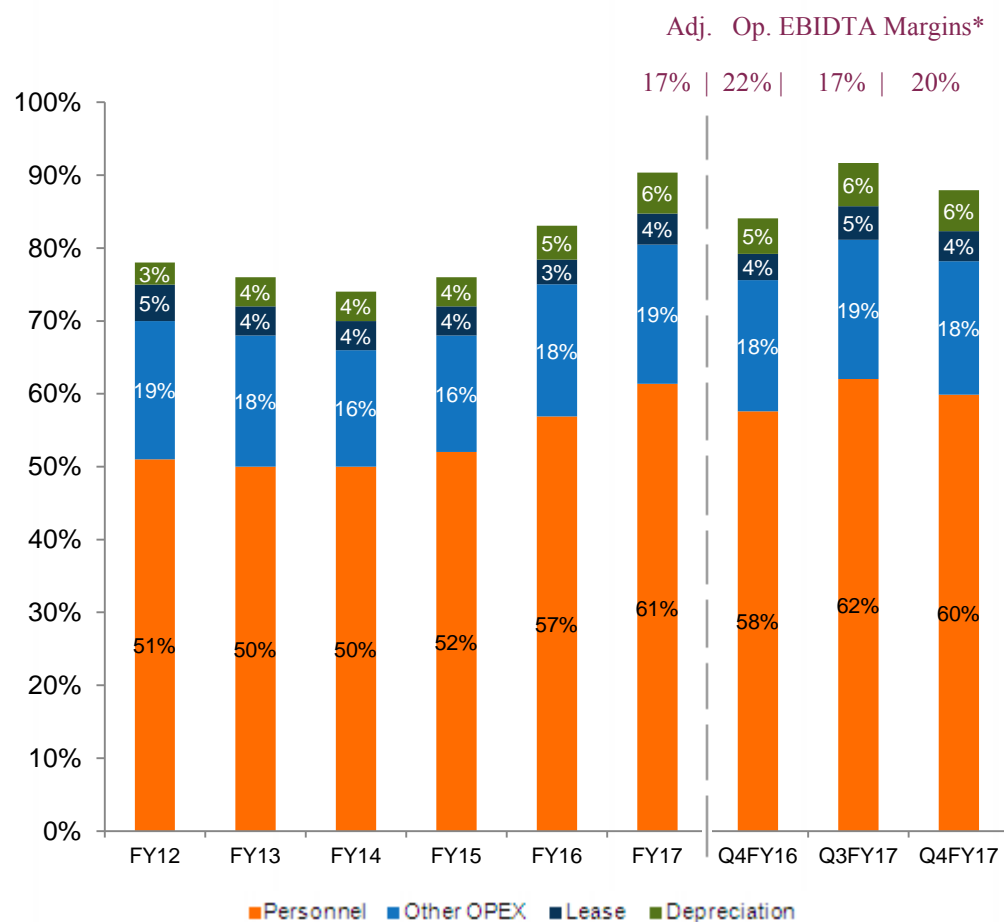


Key Business Model Attributes

- ▶ 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
- ▶ 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
- ▶ 4,350 tele-sales executives and 1,484 feet on street selling to SMEs and 2,055 Just Dial Ambassadors (JDAs)

Margin Expansion and Operating Leverage

Key Expenses as a % of Operating Revenue



Key Drivers

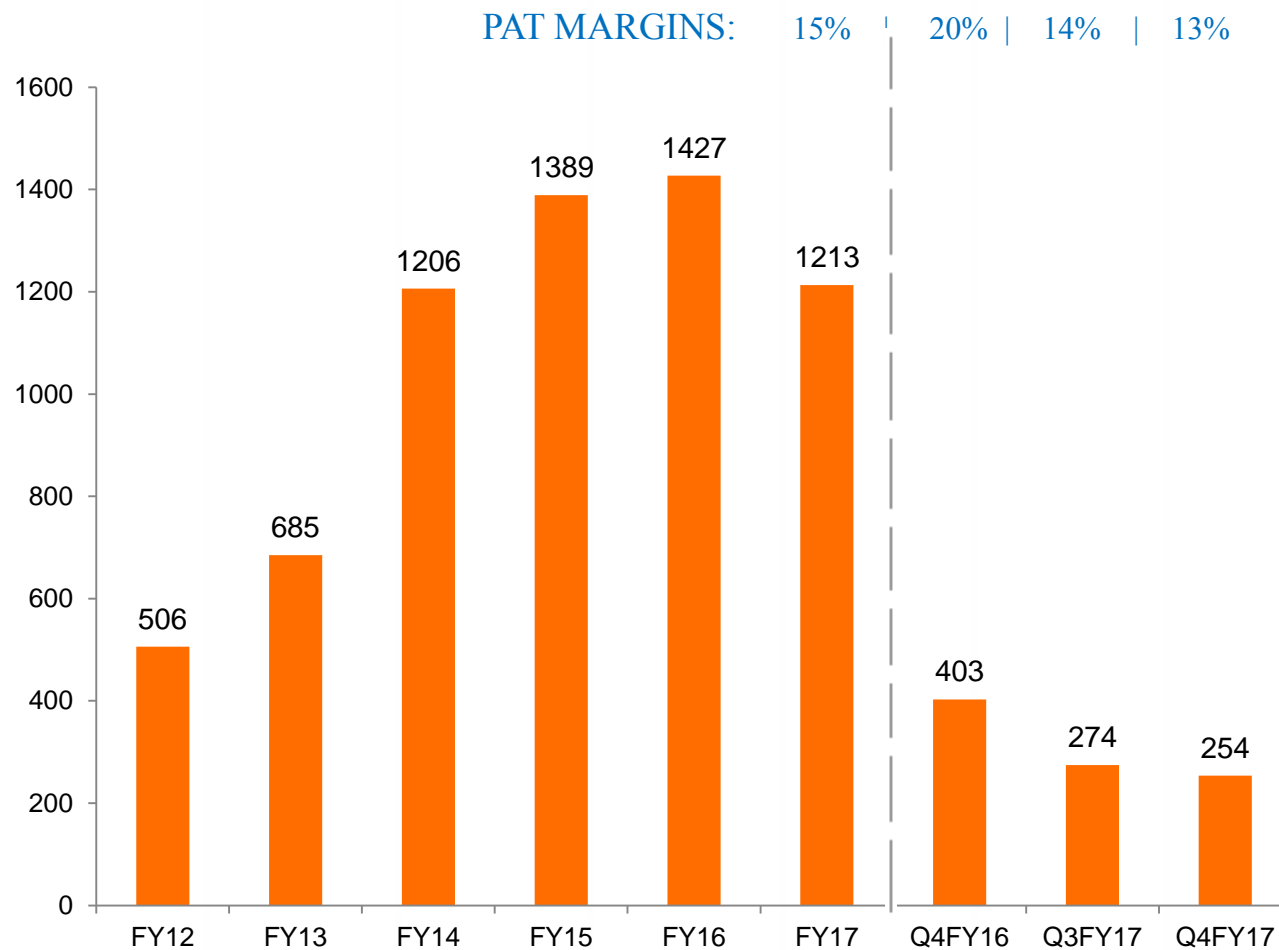
- ▶ More paid campaigns
- ▶ Improved package pricings, increasing and upgrading contracts
- ▶ Deepen and broaden SME coverage
- ▶ New categories, new products and services
- ▶ Increasing PC Internet and mobile internet usage volume
- ▶ Increased brand awareness

* Note: Adj. Operating EBIDTA excludes ESOP expenses and one time spends

Financials up to FY15 are based on Indian GAAP, while FY16 onwards are based on Ind AS

Profit after Tax (PAT)

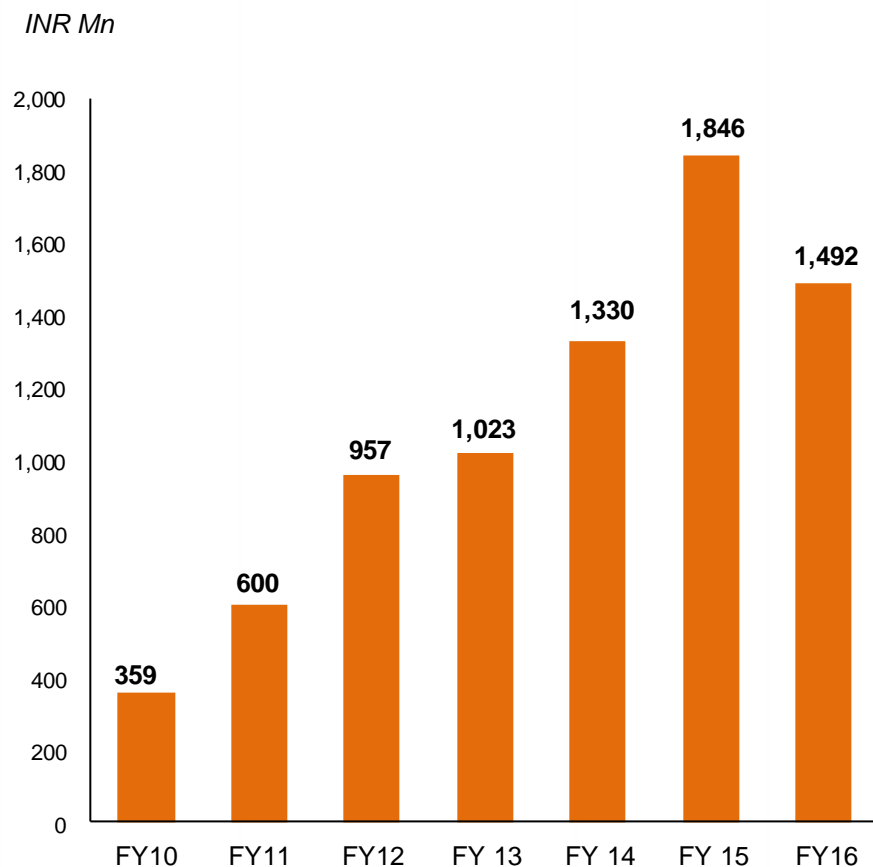
INR Mn



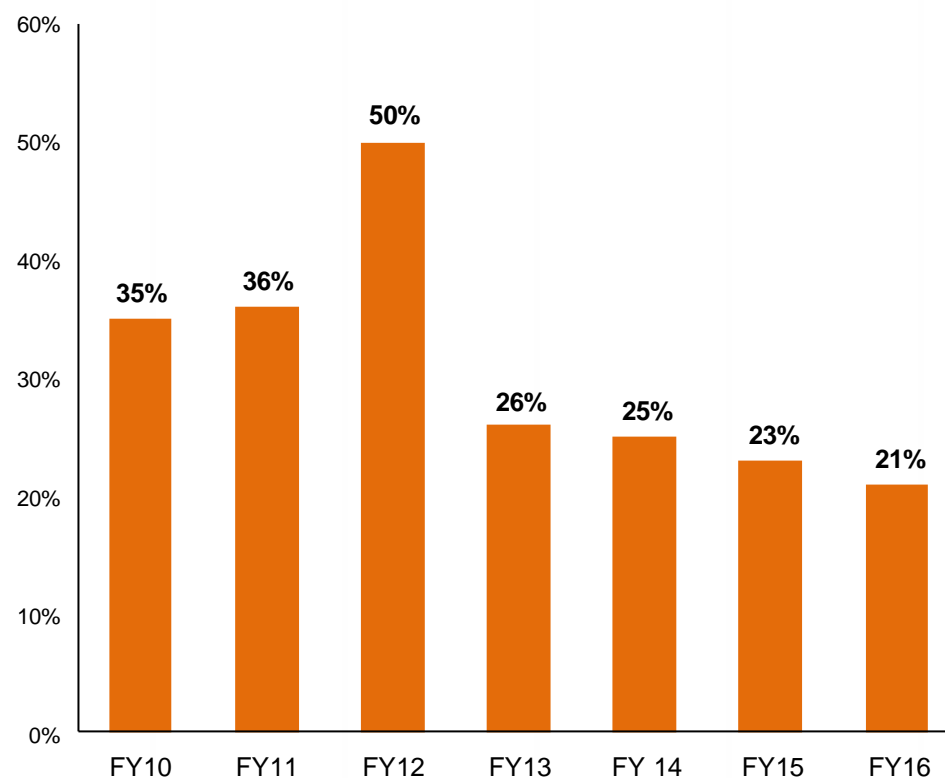
Financials up to FY15 are based on Indian GAAP, while FY16 onwards are based on Ind AS

Growing Cash Flows and Return on Capital

Cash Flow from Operations



Return on Net Worth (RoNW)



Transition to Ind AS from Indian GAAP (IGAAP)

S No.	Particulars (in INR lacs)	Year ended March 31, 2016		
		IGAAP	Effect of Transition to Ind AS	Ind AS
1	Income from operations			
	Revenue from operations	69,083	(2,317)	66,766
	Total Income from operations	69,083	(2,317)	66,766
2	Expenses			
	a) Employee benefits expense	37,741	253	37,994
	b) Depreciation and amortisation expense	3,110	-	3,110
	c) Other expenses	14,288	65	14,353
	Total expenses	55,139	318	55,457
3	Profit from operations before other income and finance costs (1-2)	13,944	(2,635)	11,309
4	Other income	5,849	2,154	8,003
5	Profit from operations before finance costs (3+4)	19,793	(481)	19,312
6	Finance costs	-	-	-
7	Profit from ordinary activities before tax (5-6)	19,793	(481)	19,312
8	Tax expense (net)	5,613	(574)	5,039
9	Net Profit for the period (7-8)	14,180	94	14,274
10	Other comprehensive income	-	110	110
11	Total comprehensive income (9+10)	14,180	204	14,384

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