

CORPORATE PRESENTATION

May 2018



India's No.1 local search engine

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

Q4 FY18 means the period Jan 1, 2018 to Mar 31, 2018

FY18 or FY 17-18 or FY 2018 means the Financial Year starting Apr 1, 2017 and ending Mar 31, 2018



BUSINESS OVERVIEW

COMPANY OVERVIEW

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



High user engagement, ~82 million ratings & reviews



~112 million quarterly unique visitors in Q4 FY18



Database of 21.8 million listings



Scalable and profitable business model



~445,100 active paid campaigns



Figures as on Mar 31, 2018

KEY STRENGTHS

- ❑ First Mover Advantage in Indian Local Search Market
- ❑ Strong Brand Recognition with ~112 million unique quarterly visitors^ in Q4 FY18
- ❑ Comprehensive database of 21.8 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

^ 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



4,057 employees in tele-sales, 4,073 feet-on-street sales force




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

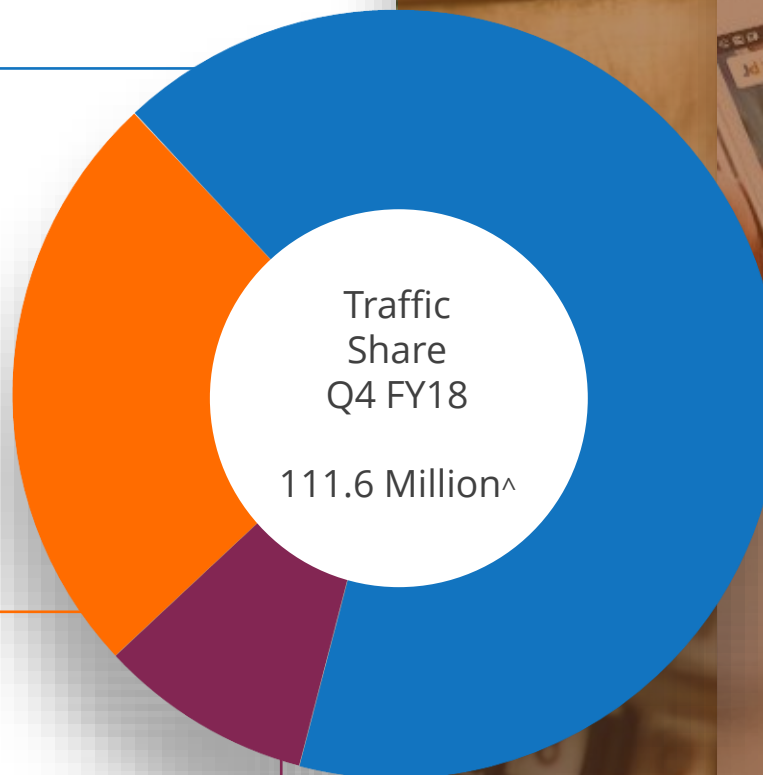


PLATFORMS

 **71%**
MOBILE
Mobile site & Apps

 **21%**
DESKTOP/ PC
www.justdial.com

 **8%**
VOICE
88888-88888



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

MOBILE



Android, iOS & Windows 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

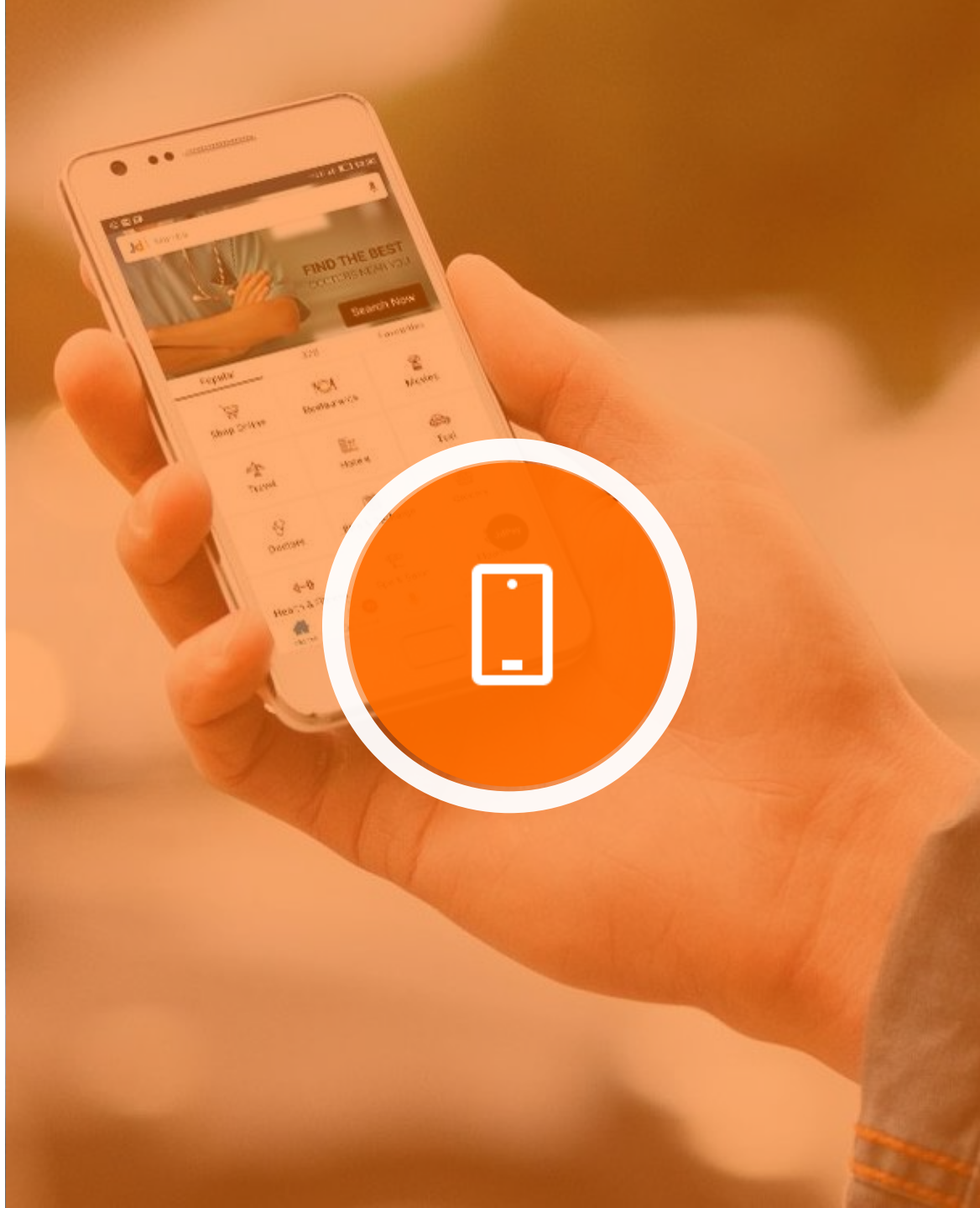
Location-based search service

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

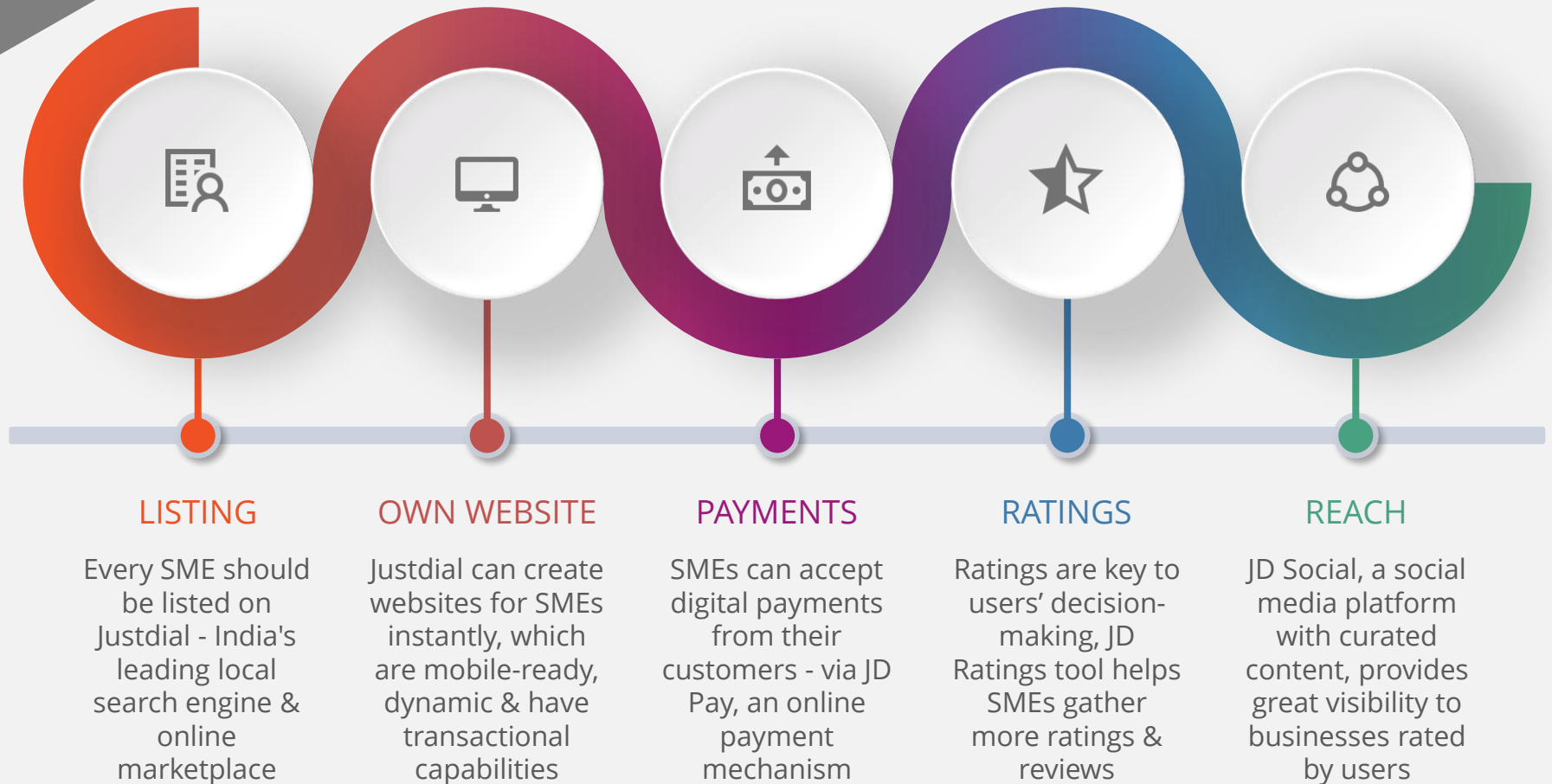
Personalized Greeting

Multiple queries in one call

Instant Email & SMS



VALUE PROPOSITION FOR SMEs



USER ENGAGEMENT



~82 Million Ratings & Reviews

Mobile-verified, unbiased ratings

Friends' Ratings

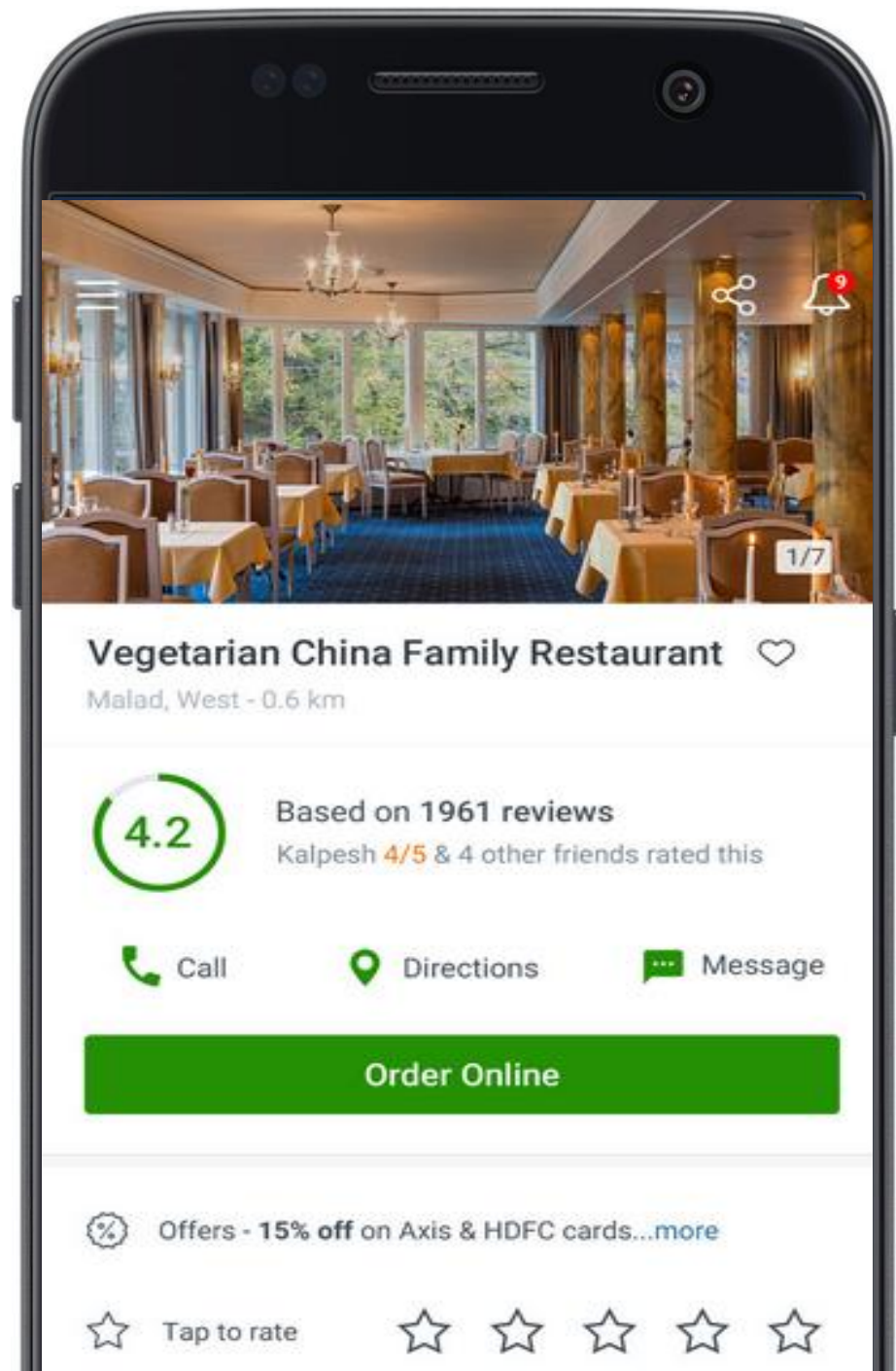
10-Point Rating Scale

Facebook & Twitter Shareable

Photo Upload with Review

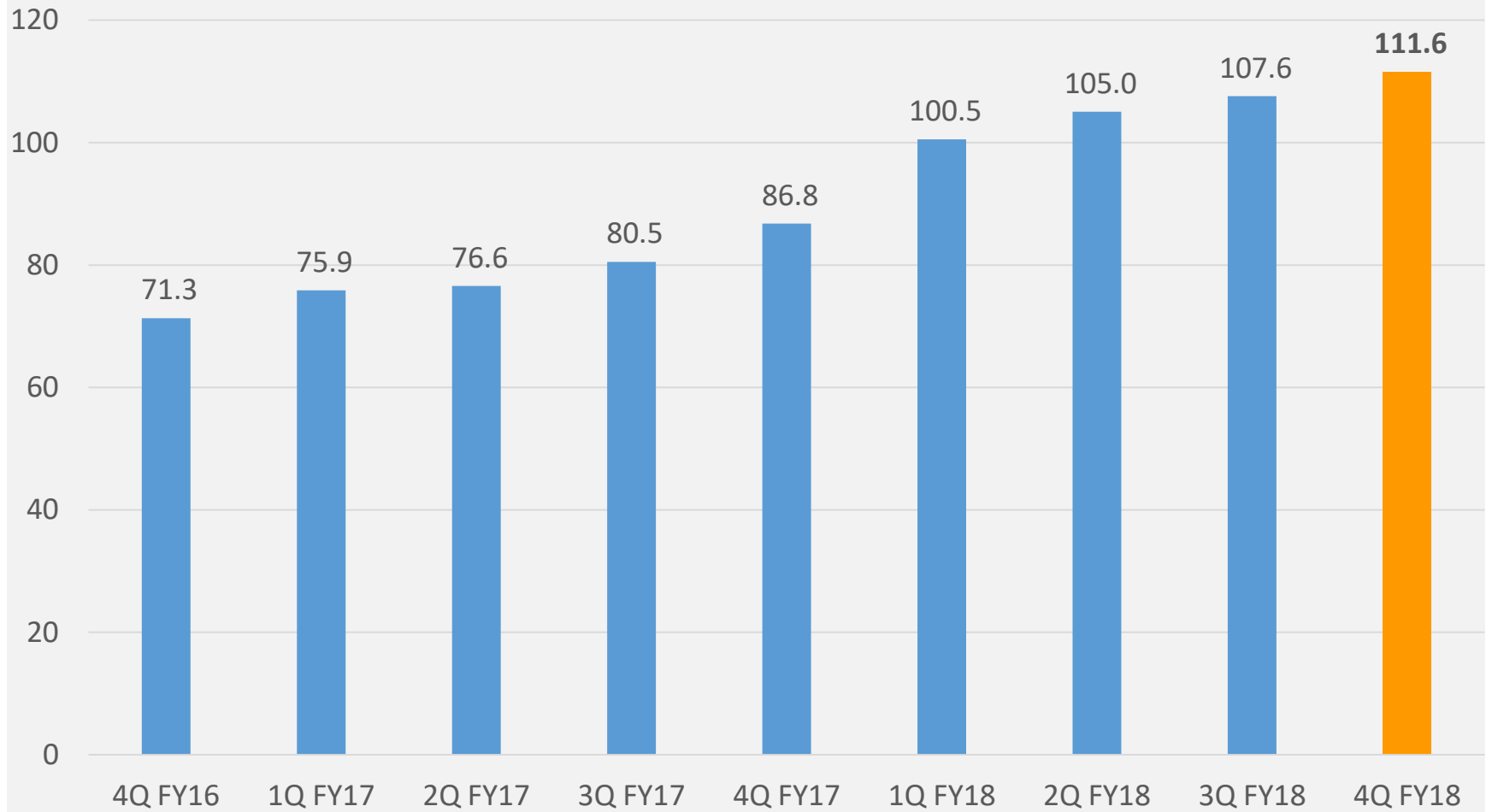
Ratings shared on JD Social

Robust Audit Mechanism

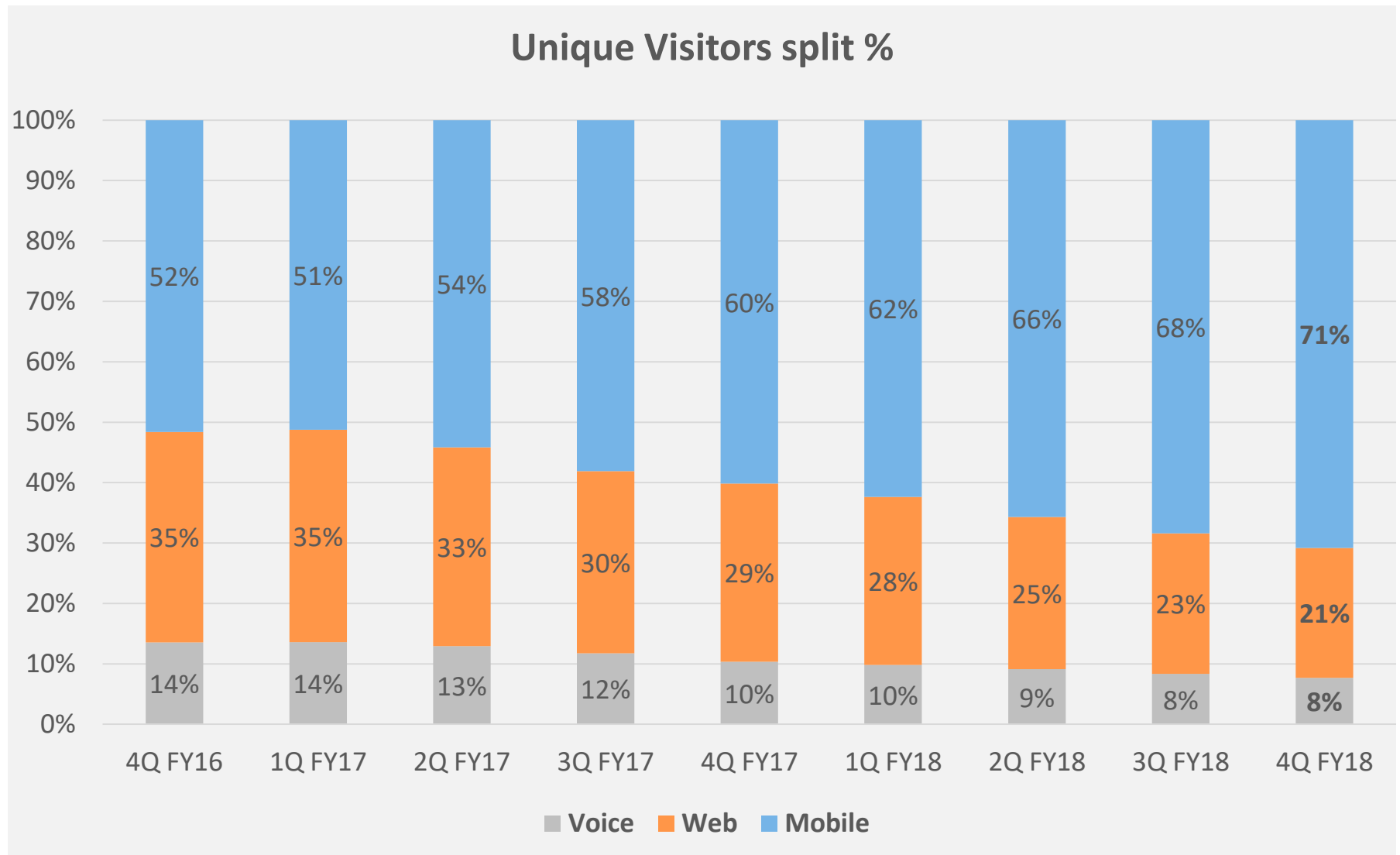


TRAFFIC / VISITORS

Unique Visitors (million)



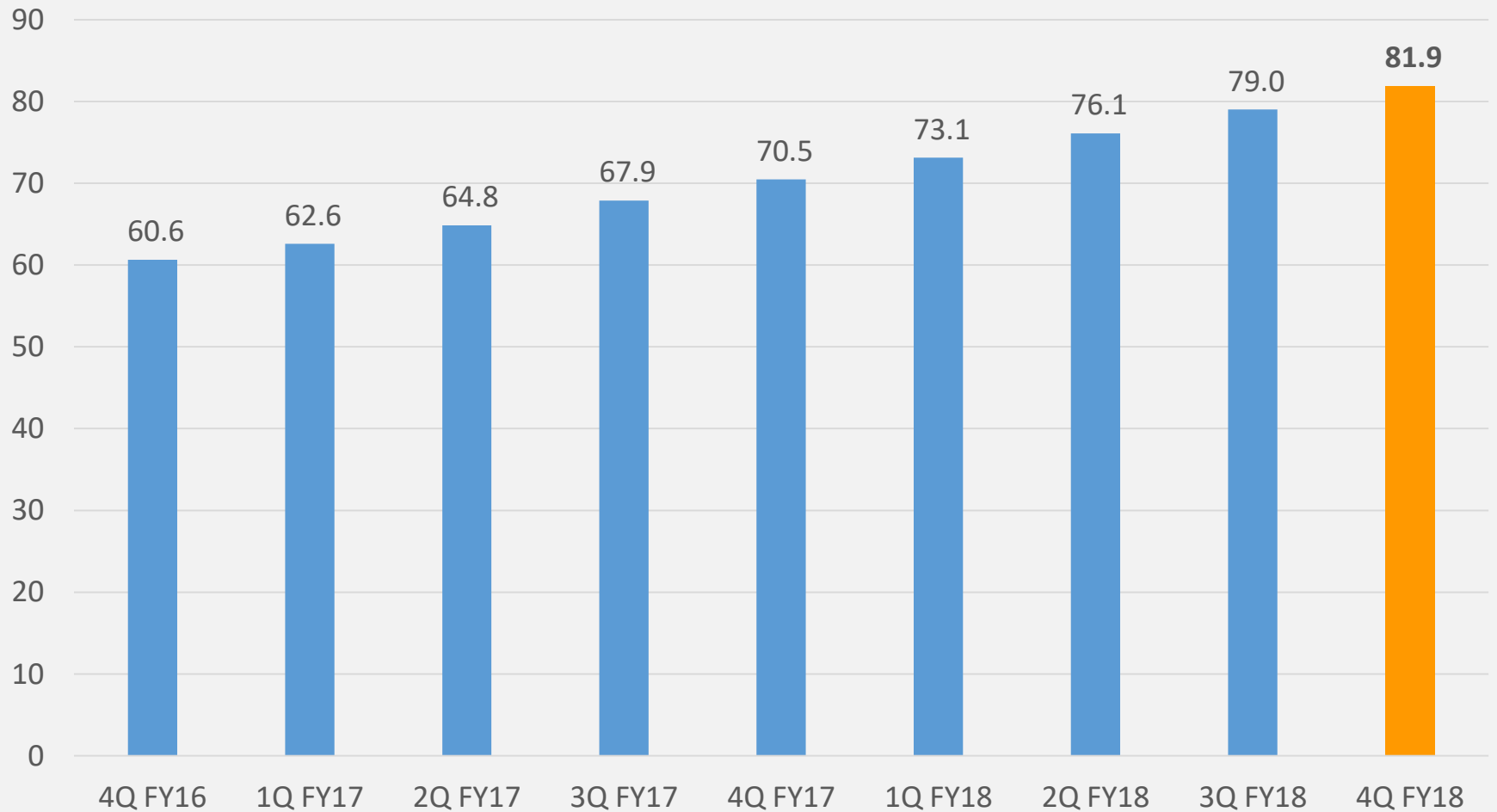
TRAFFIC / VISITORS



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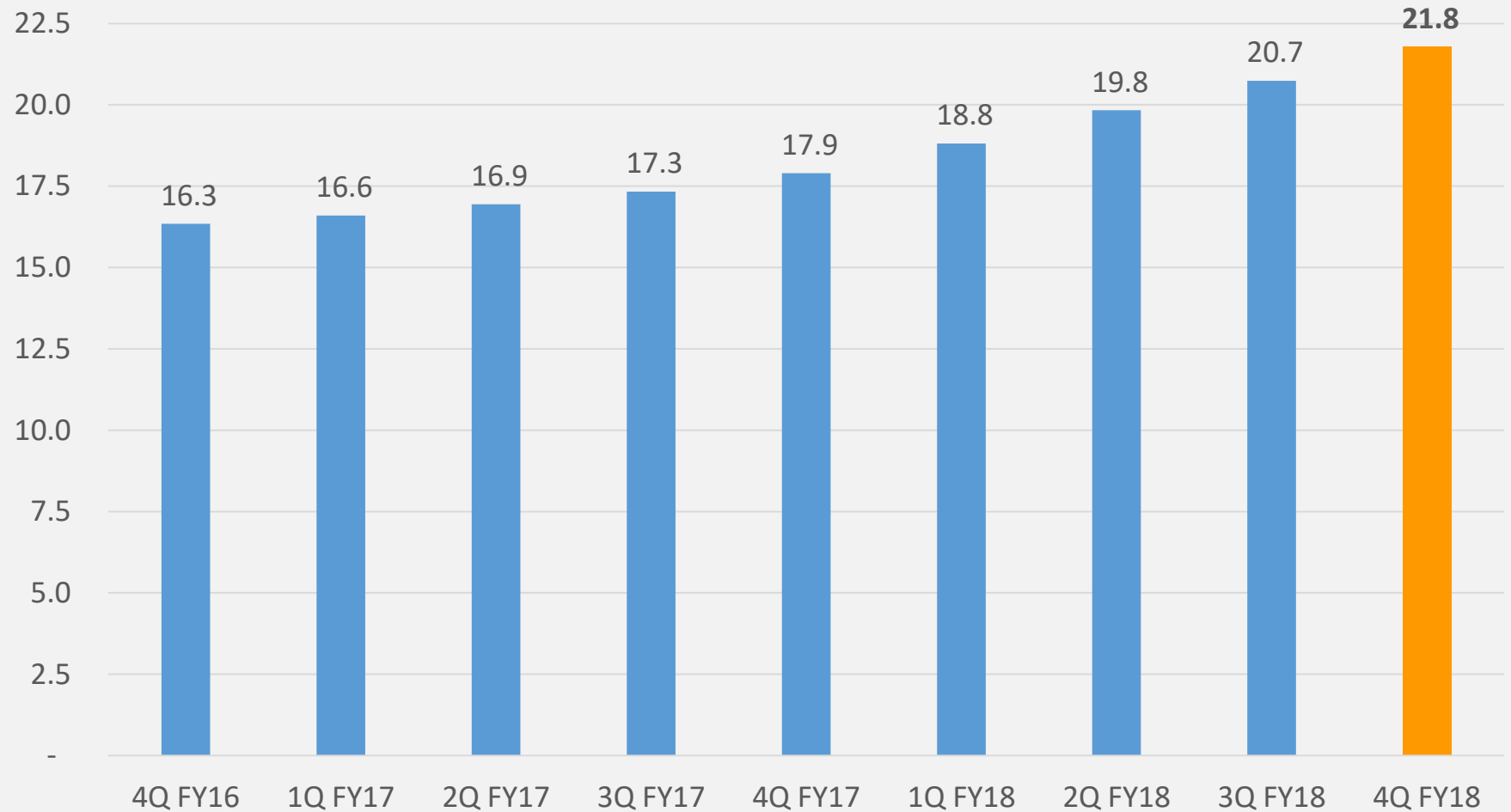
USER ENGAGEMENT

Ratings & Reviews (million)



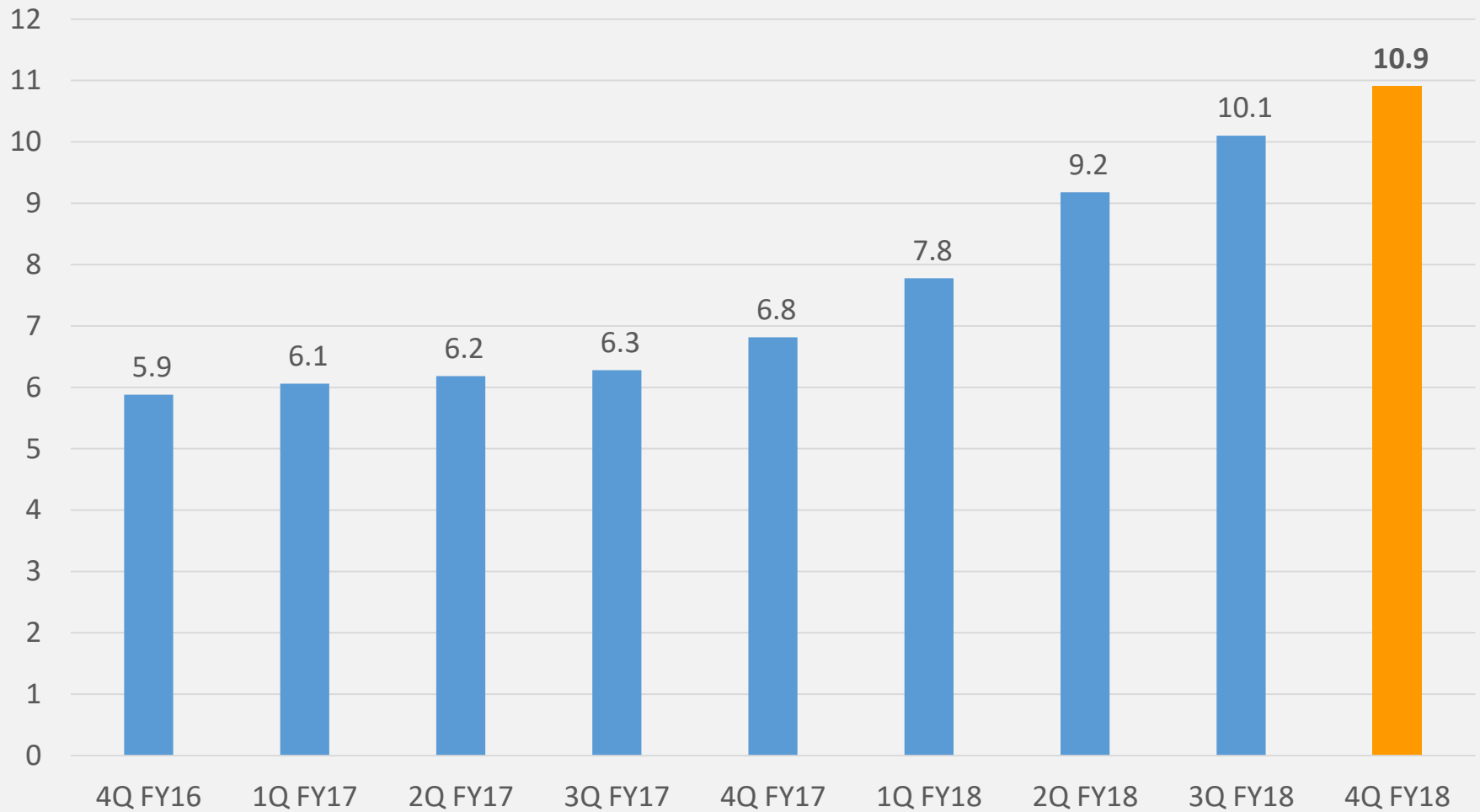
DATA ENRICHMENT

Active Listings - period end (million)

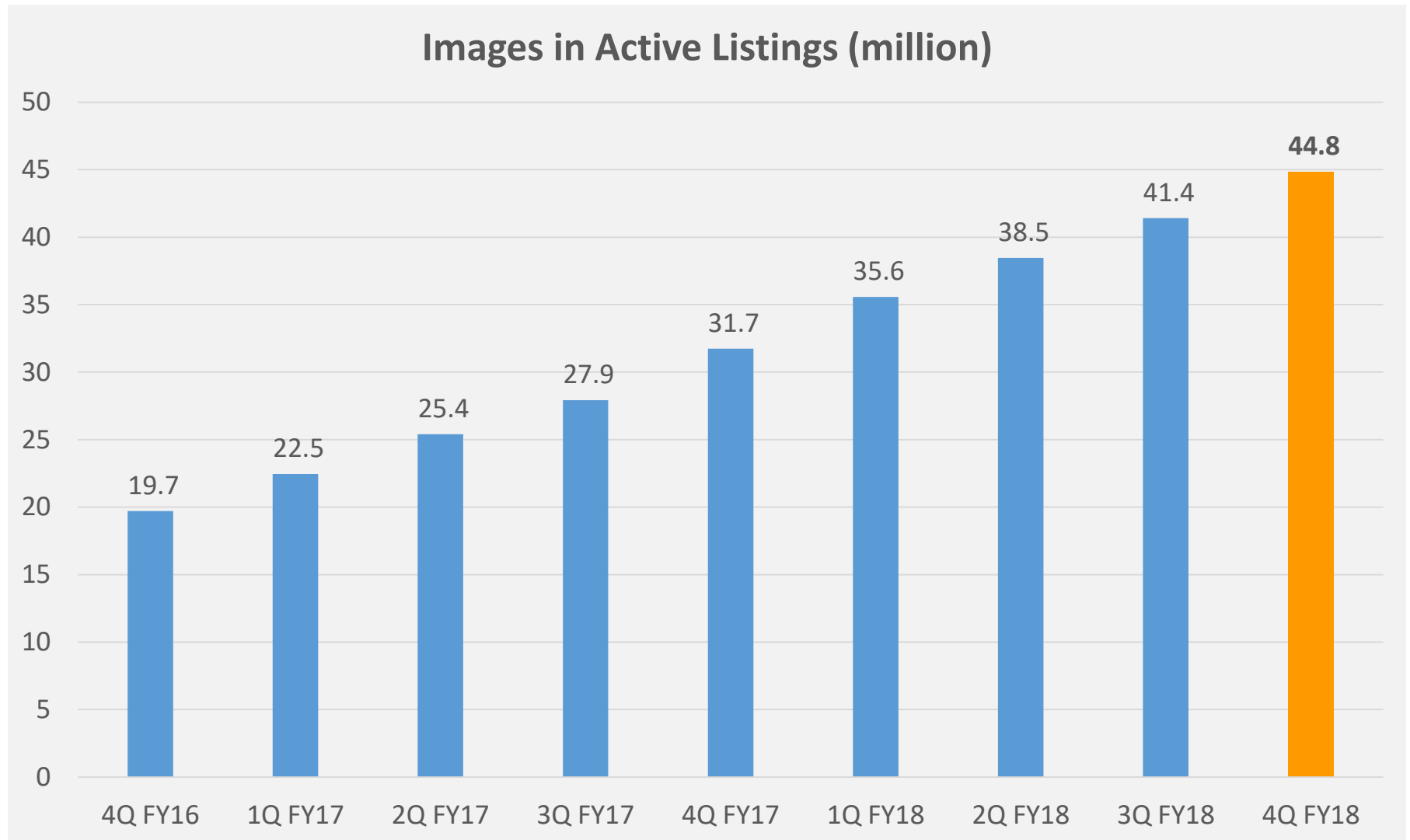


DATA ENRICHMENT

Listings with Geocodes (million)

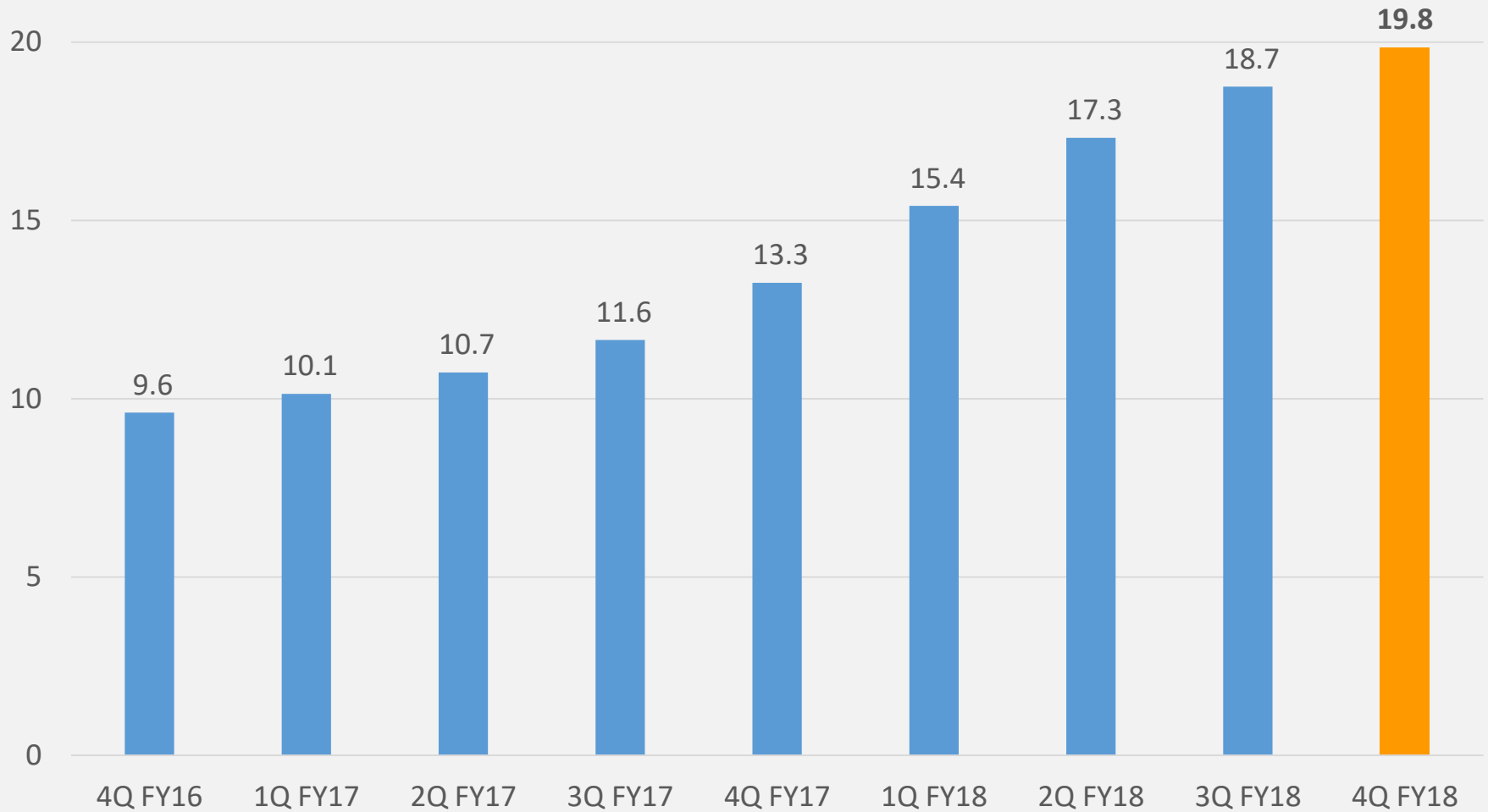


DATA ENRICHMENT



MOBILE APPS

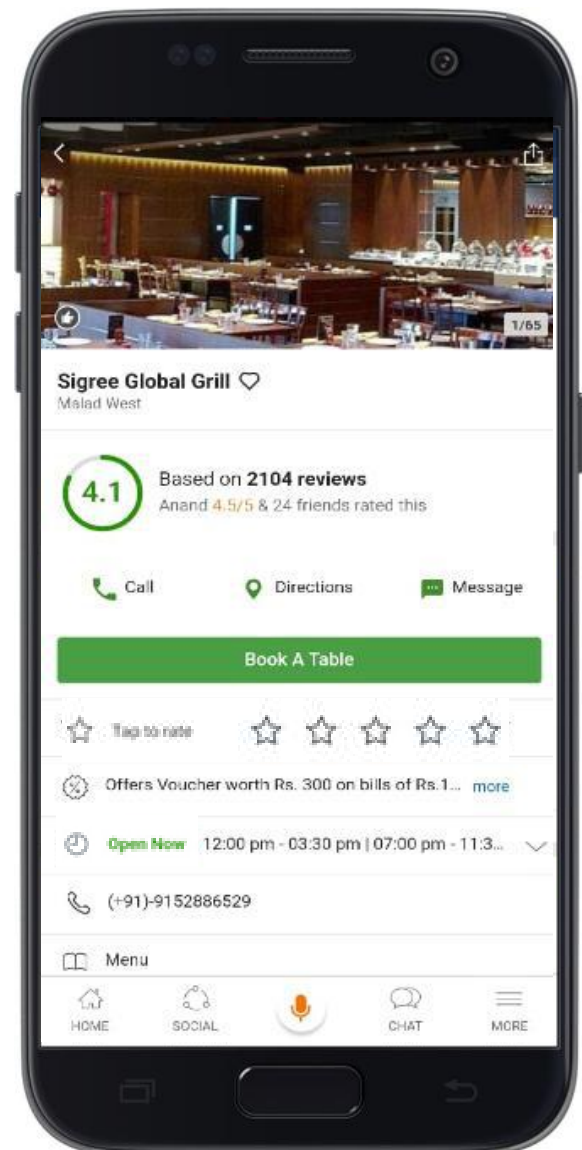
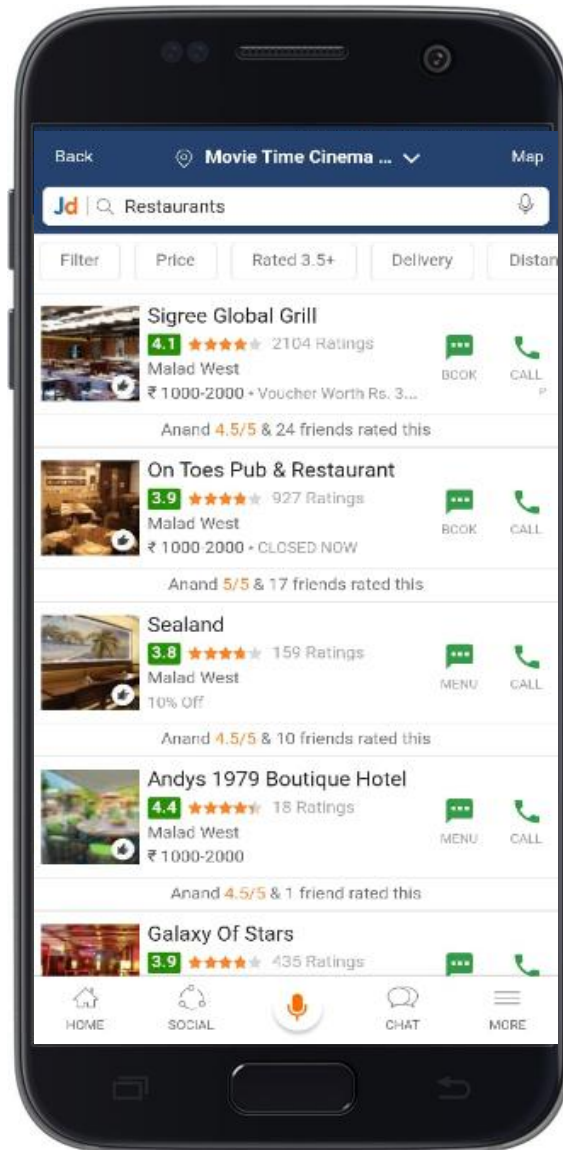
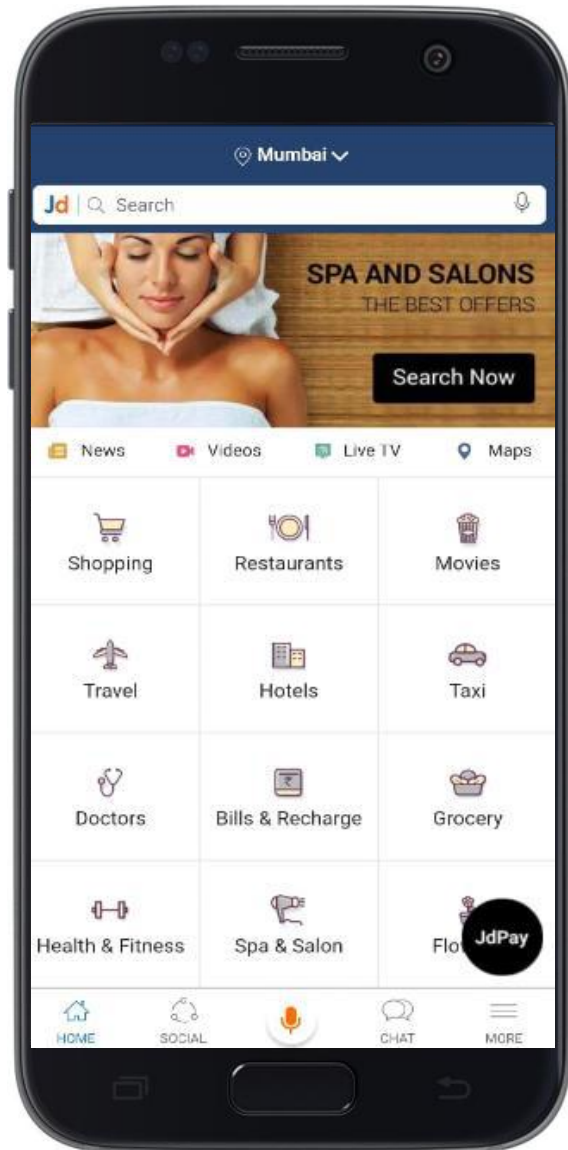
Cumulative App Downloads (million)





PRODUCT OVERVIEW

JD - MOBILE



BEYOND SEARCH

Price Comparison

Hail a Cab

Flight Tickets

Train Tickets

Bus Tickets

Hotel Bookings

Bills & Recharge

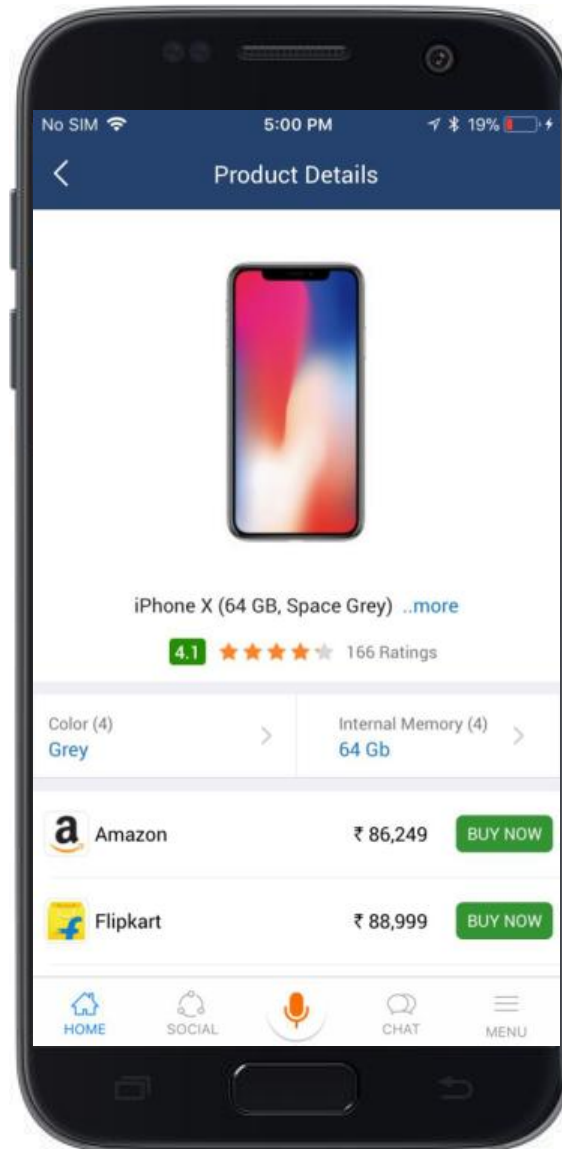
Movie Tickets

Flowers

Loans

Wallet Options

... and many more.



BEYOND SEARCH

Price Comparison



Hail a Cab

Flight Tickets

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Bus Tickets

Hotel Bookings

Bills & Recharge

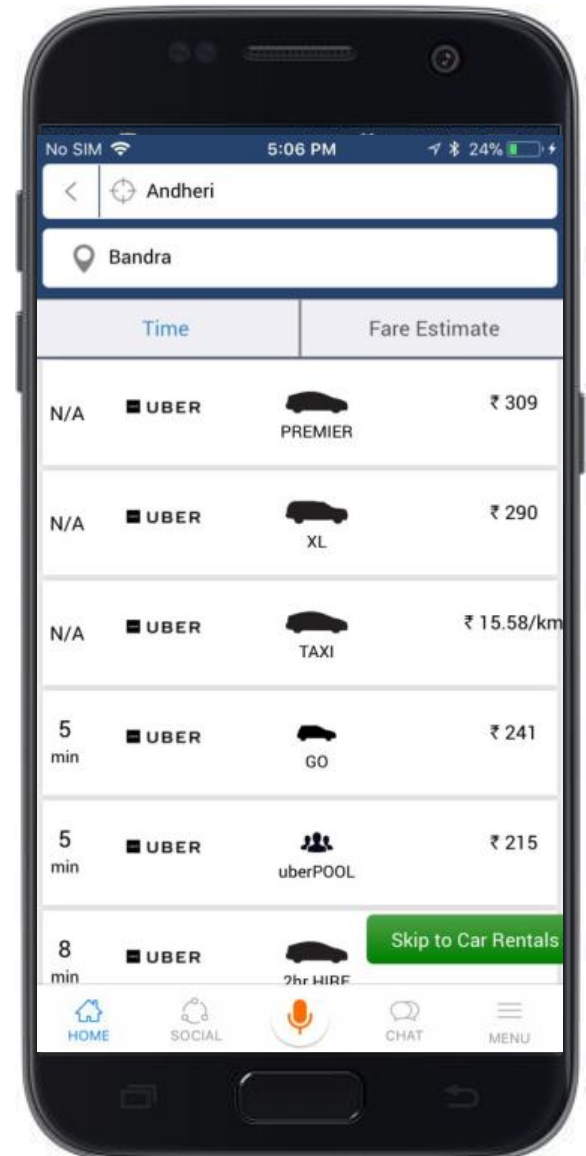
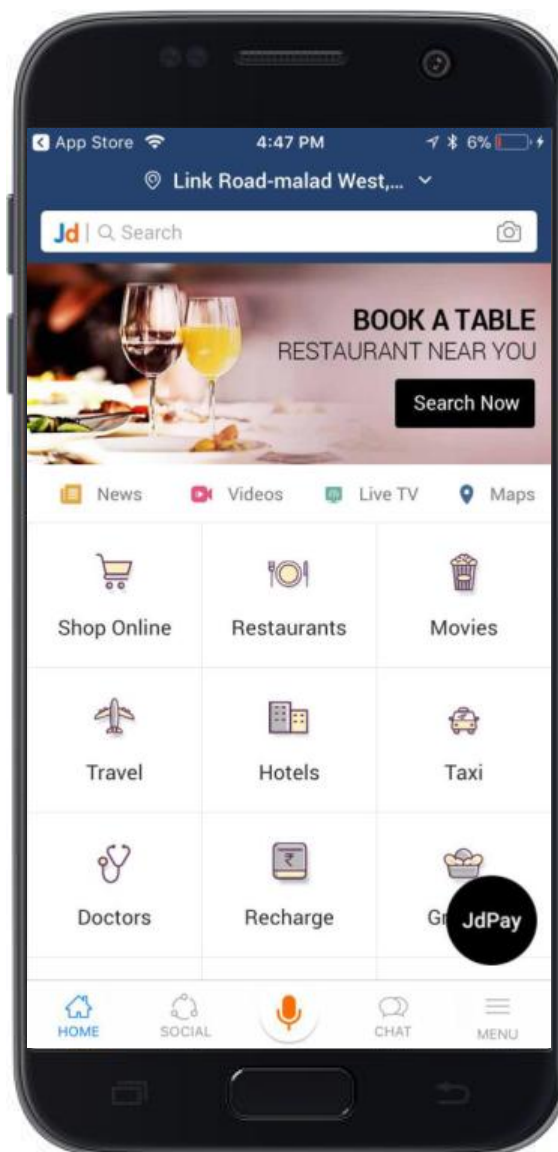
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BEYOND SEARCH

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 **Flight Tickets**

Train Tickets

Bus Tickets

Hotel Bookings

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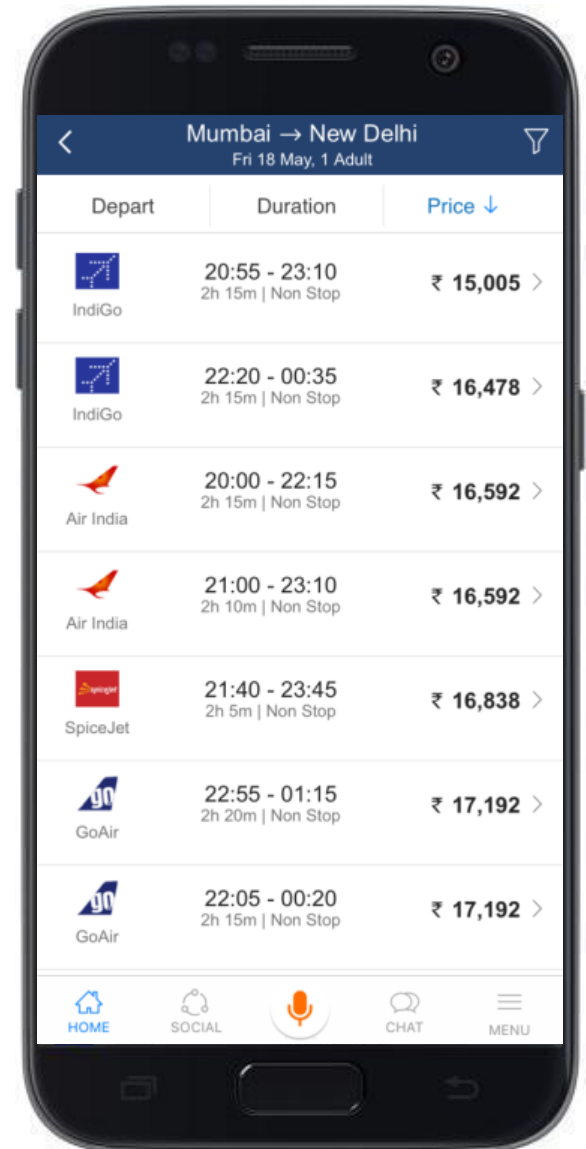
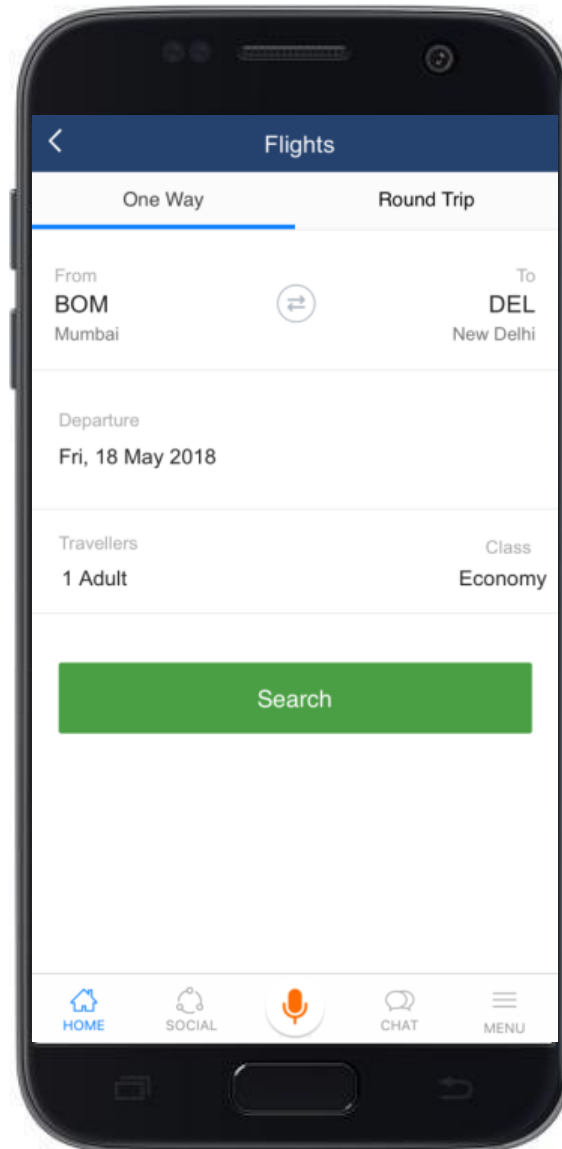
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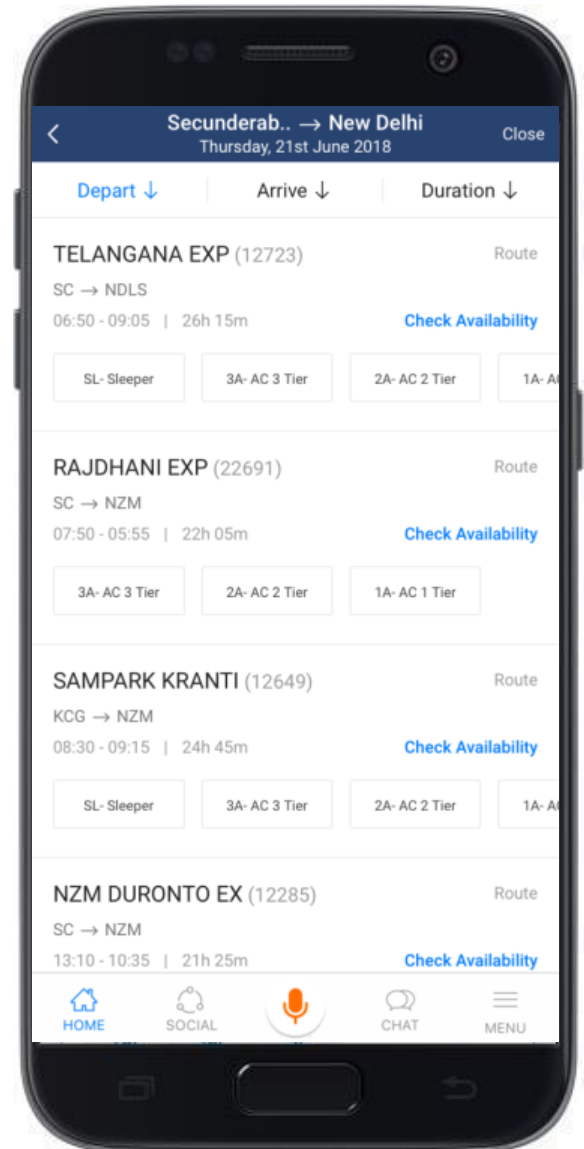
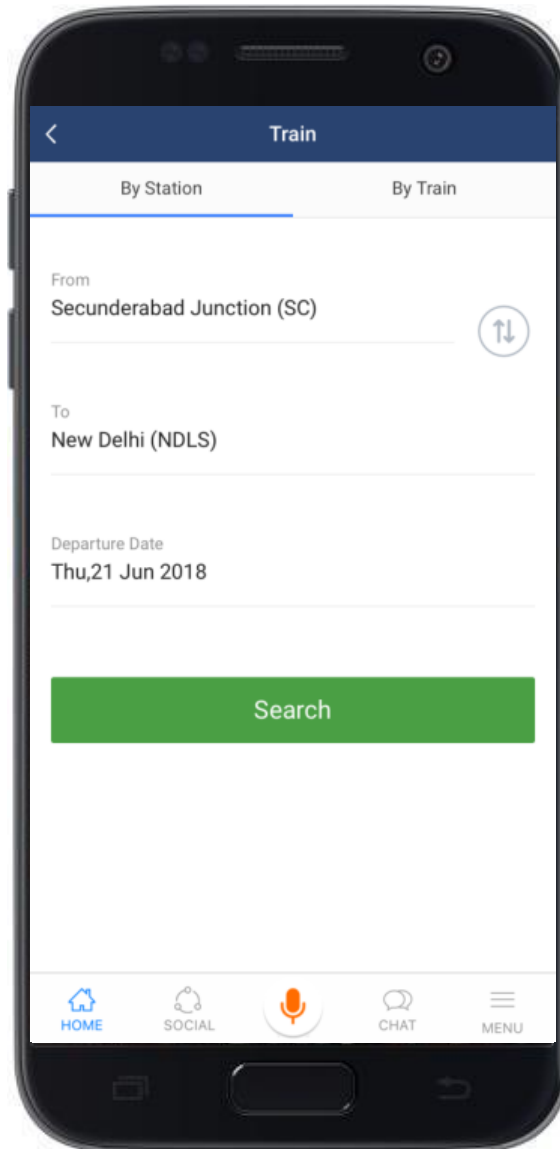
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Bills & Recharge

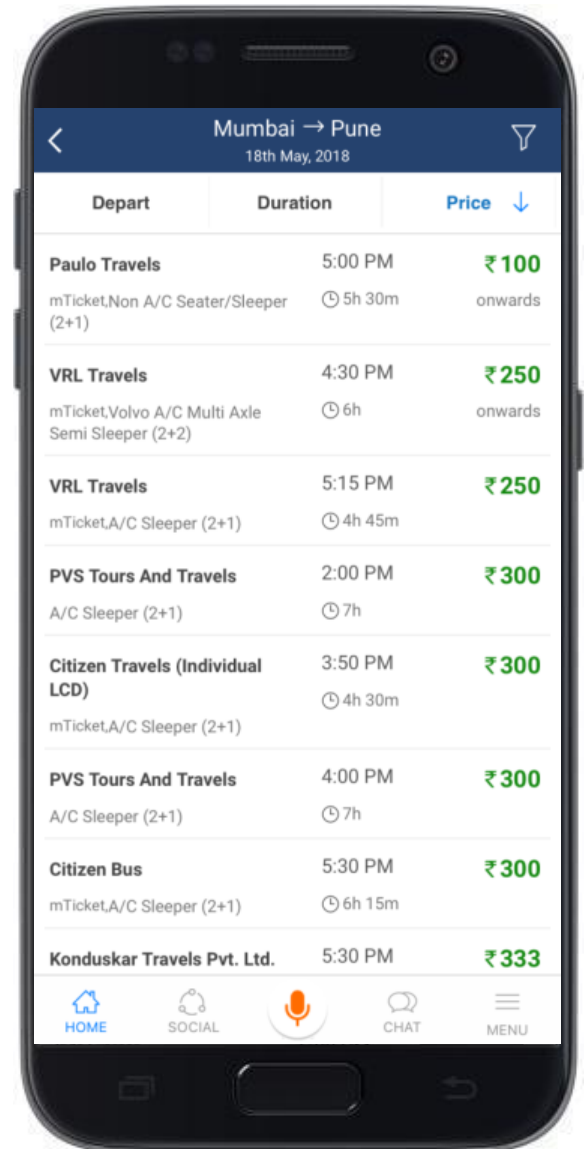
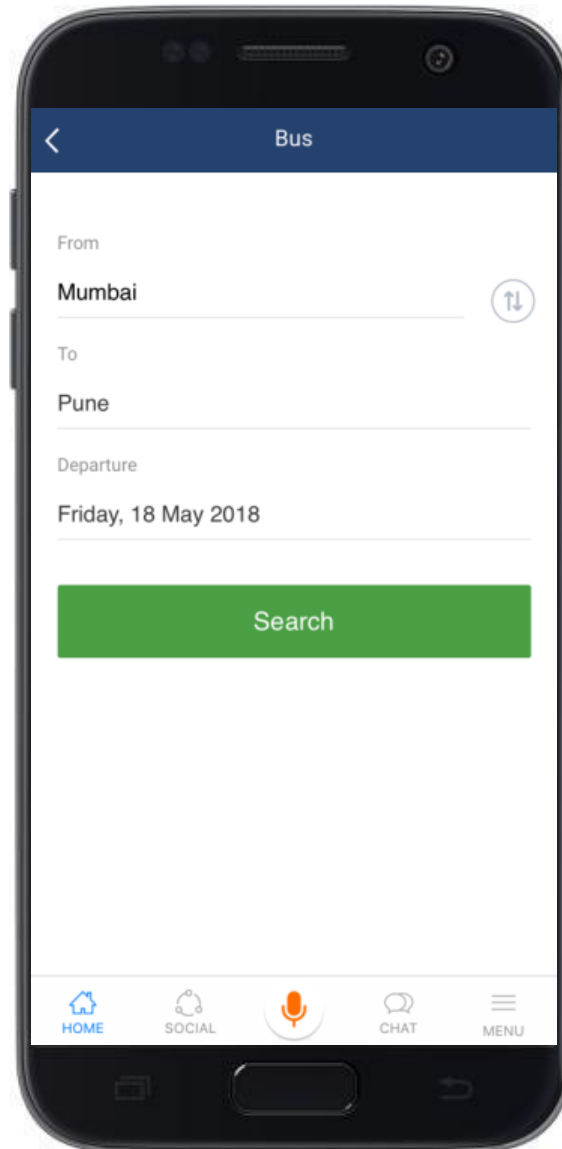
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Bills & Recharge

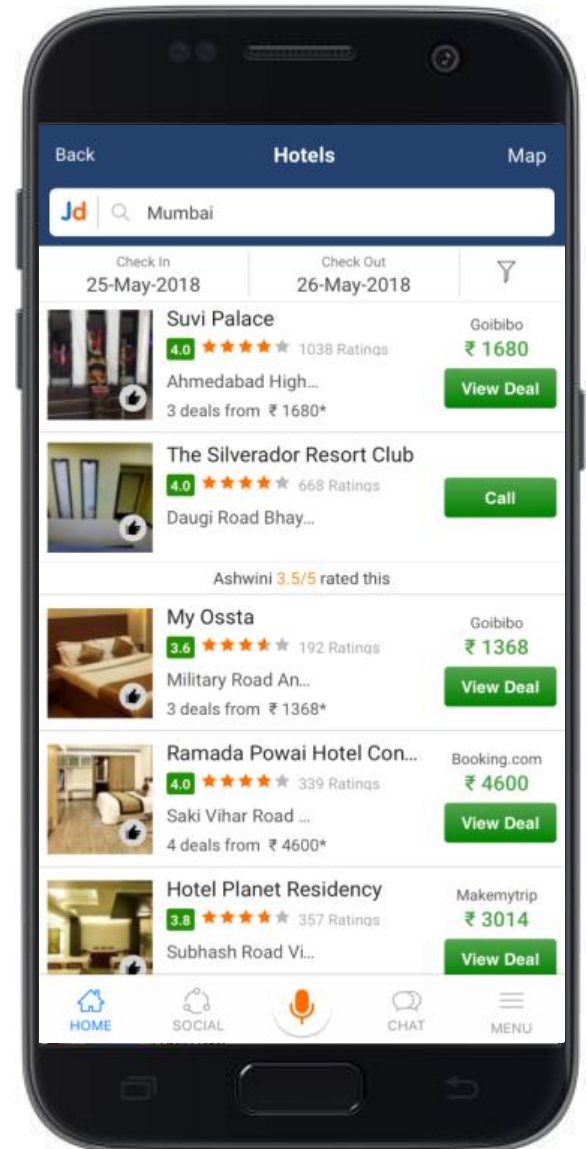
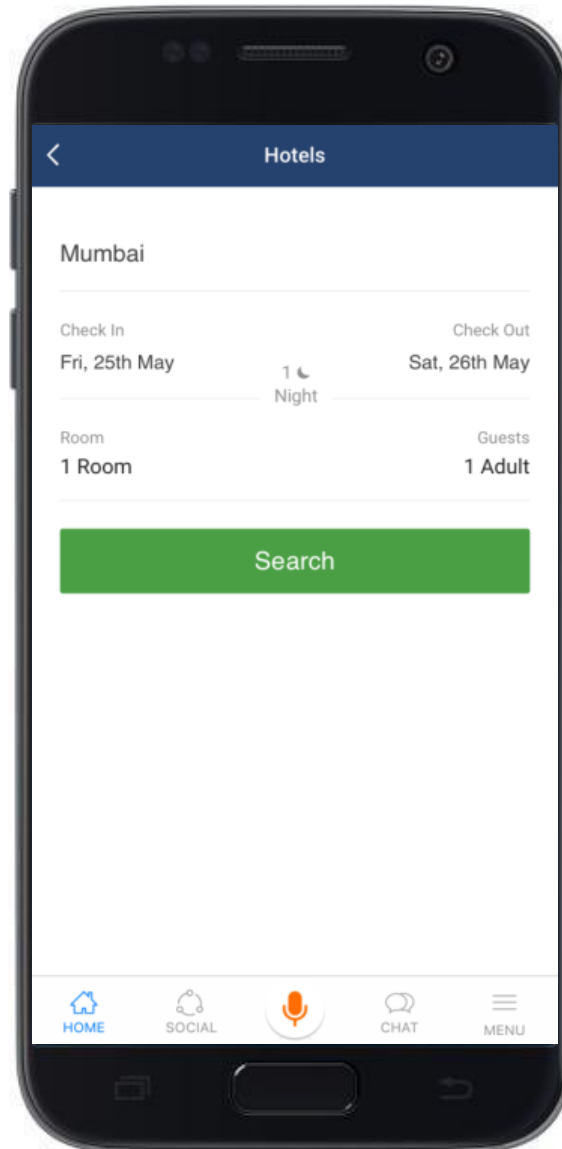
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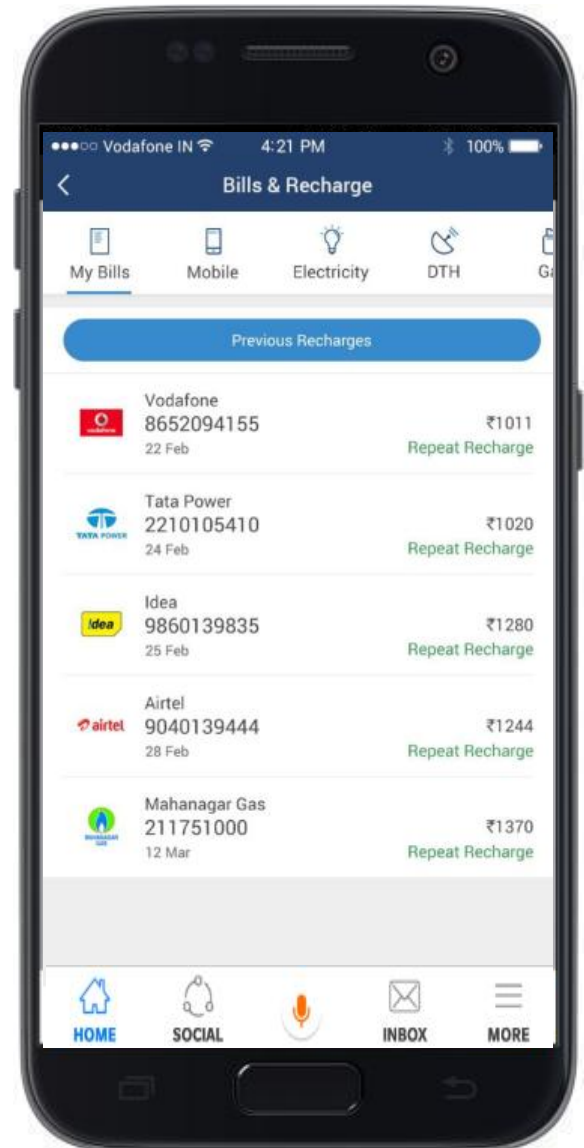
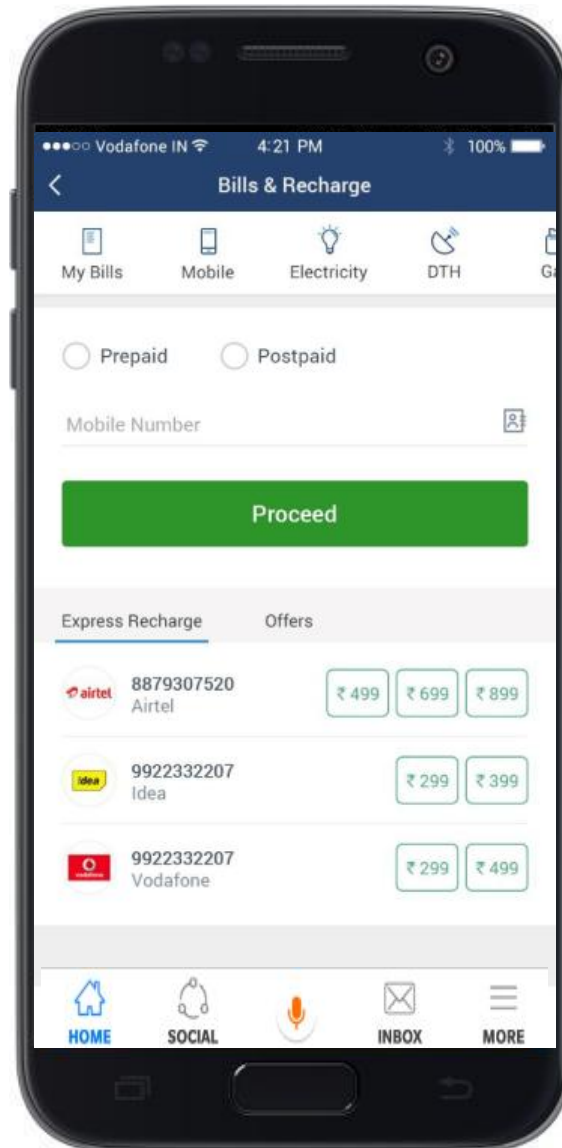
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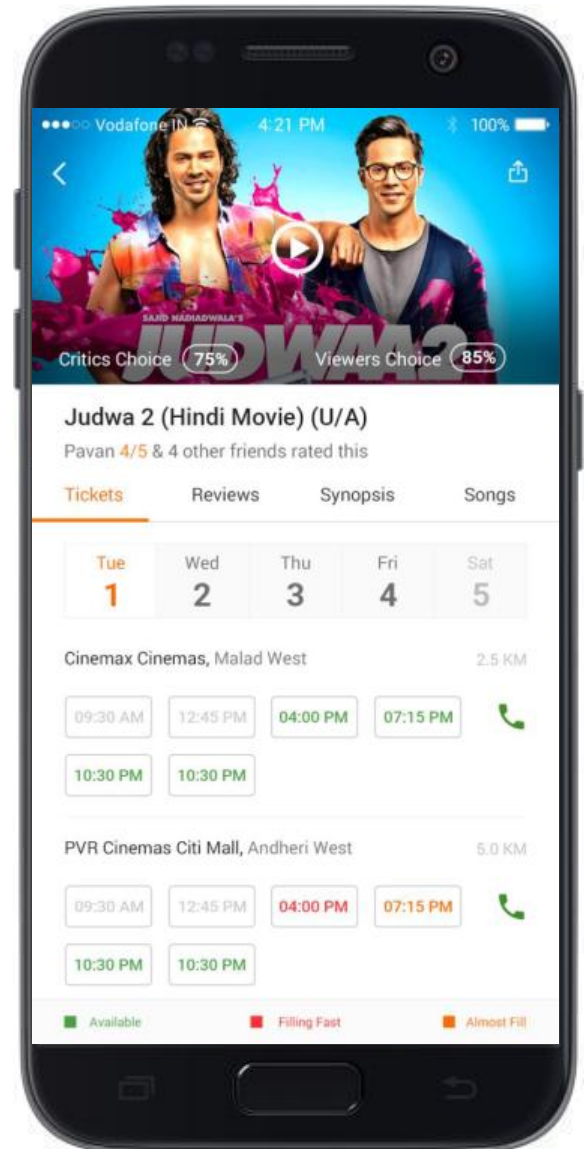
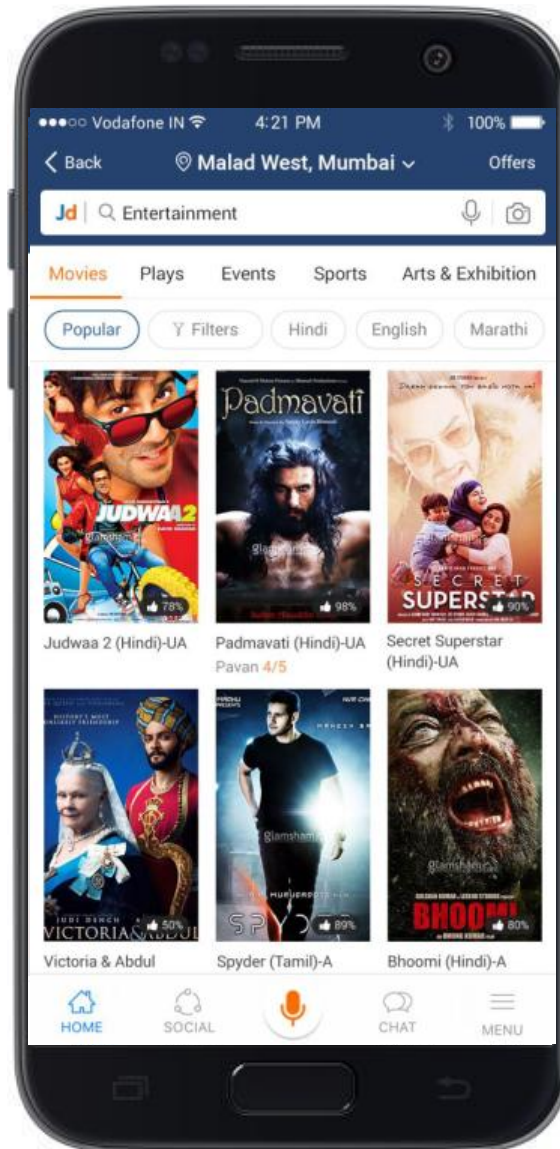
● **Movie Tickets**

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... and many more.



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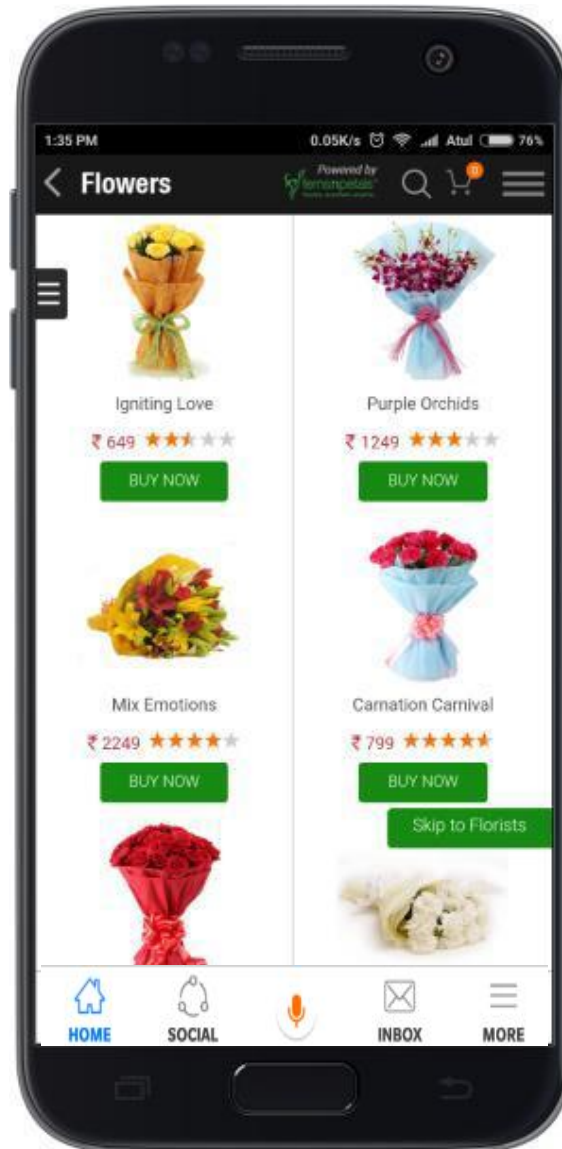
Movie Tickets

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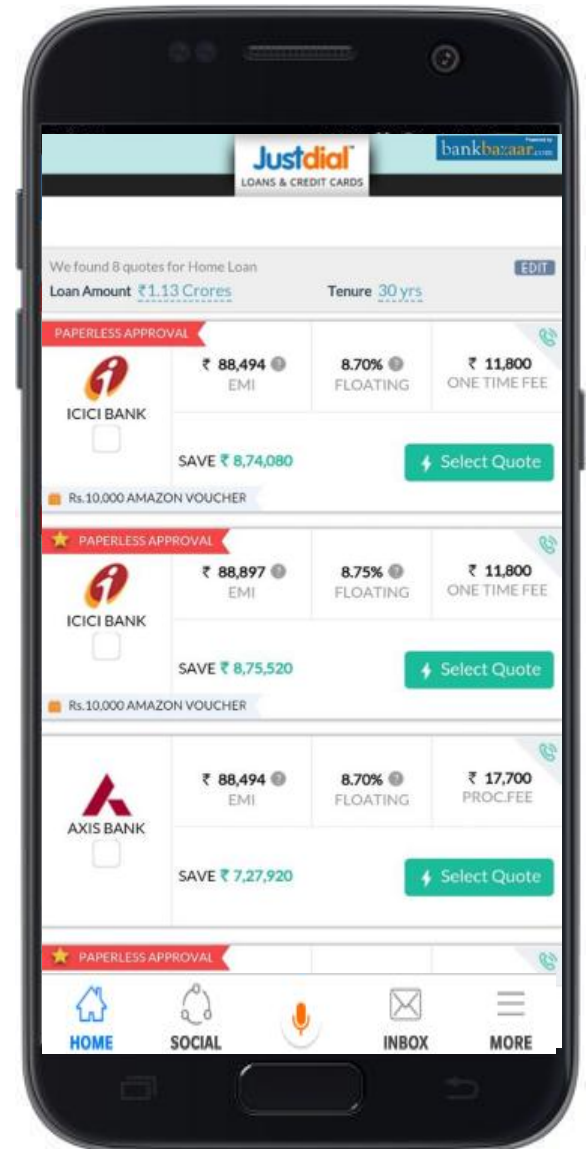
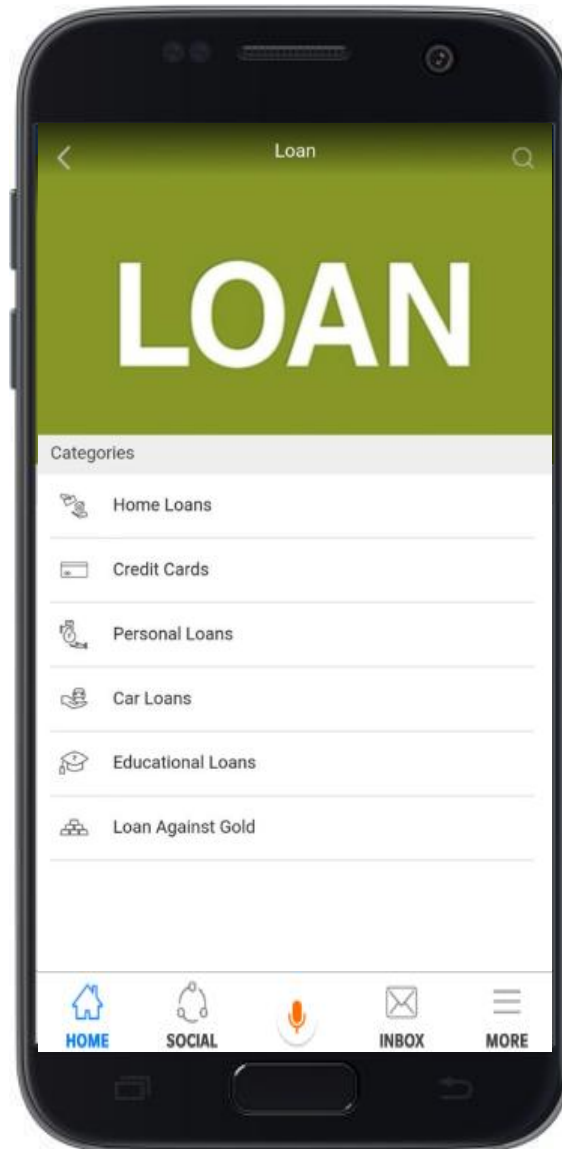
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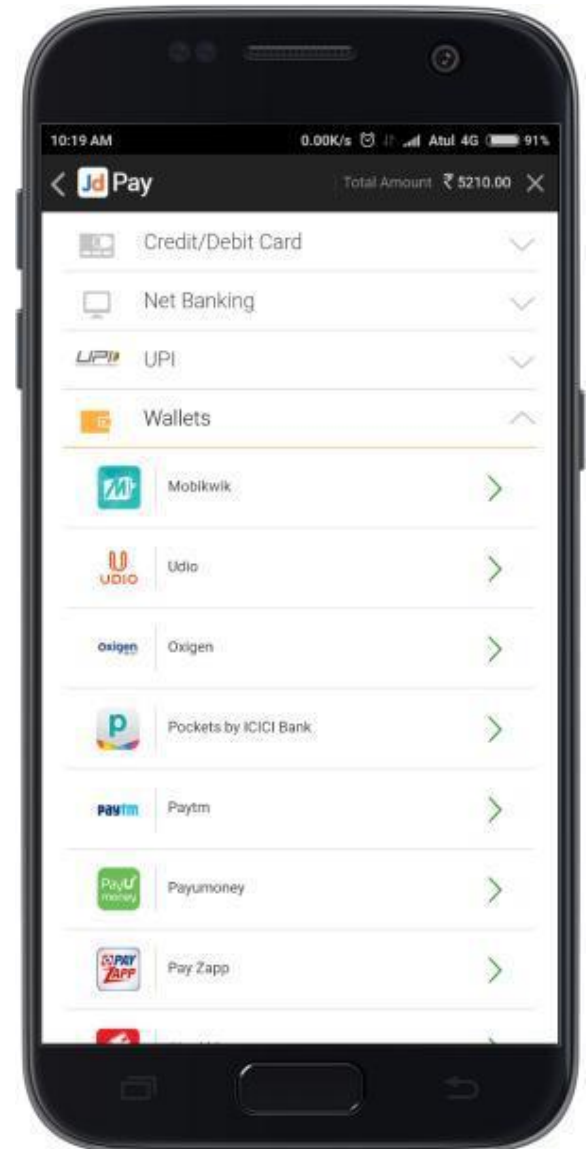
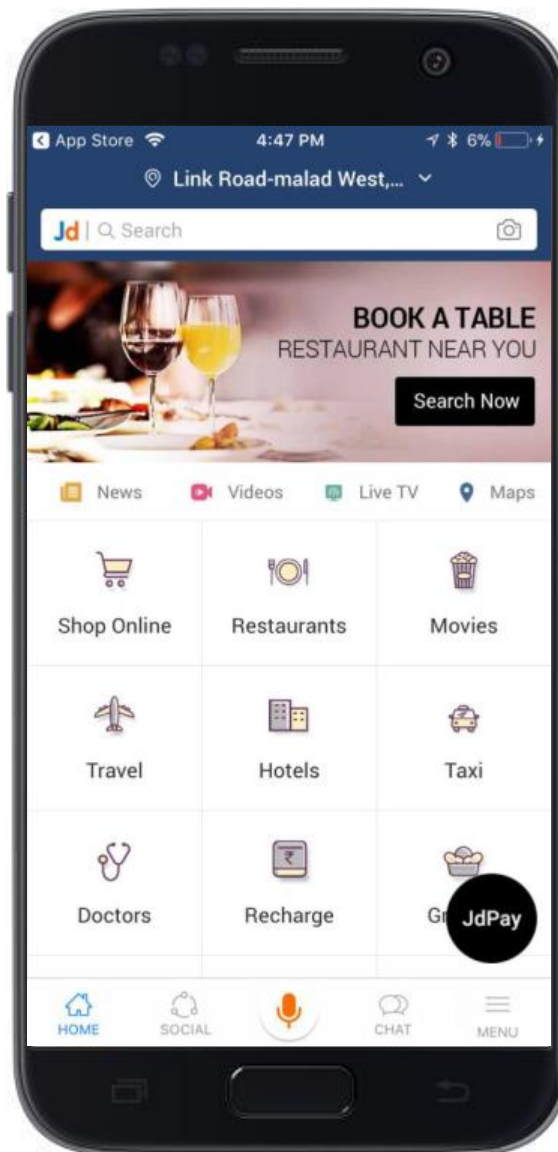
Movie Tickets

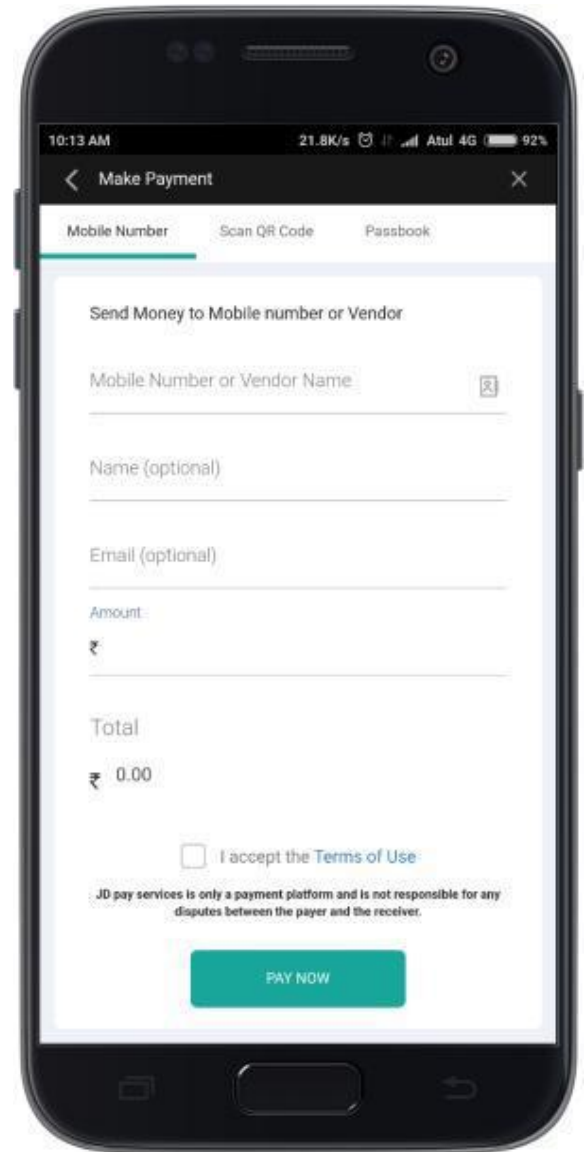
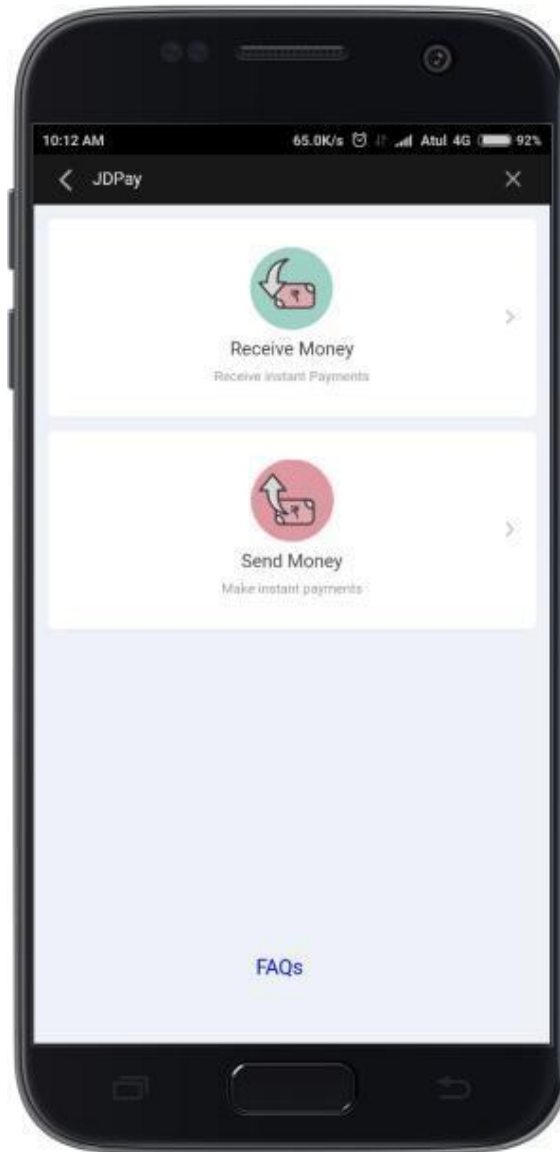
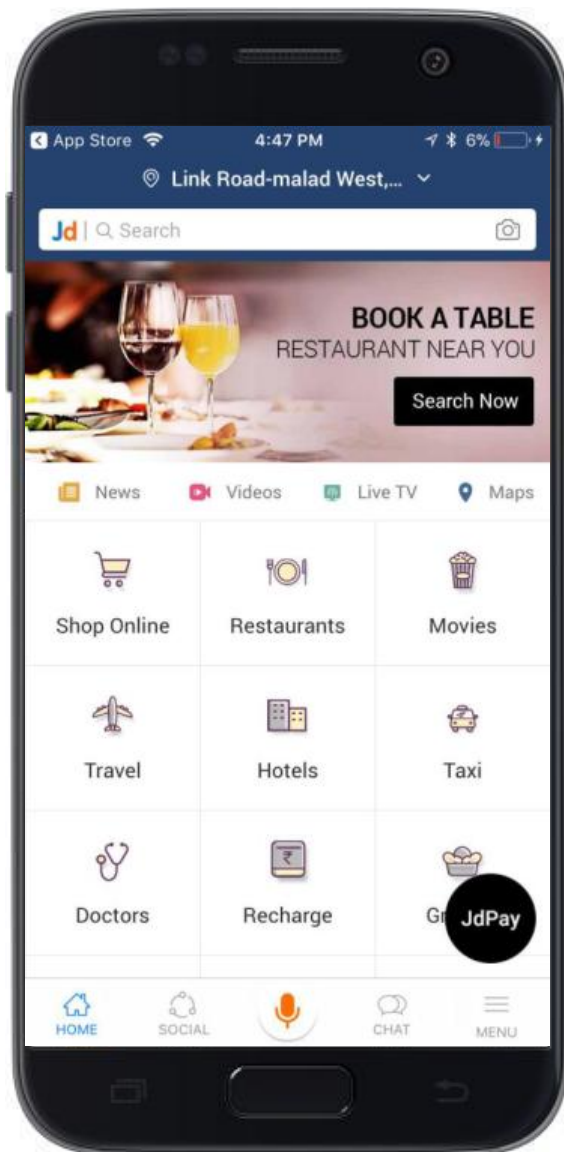
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Loans

 **Wallet Options**

... and many more.

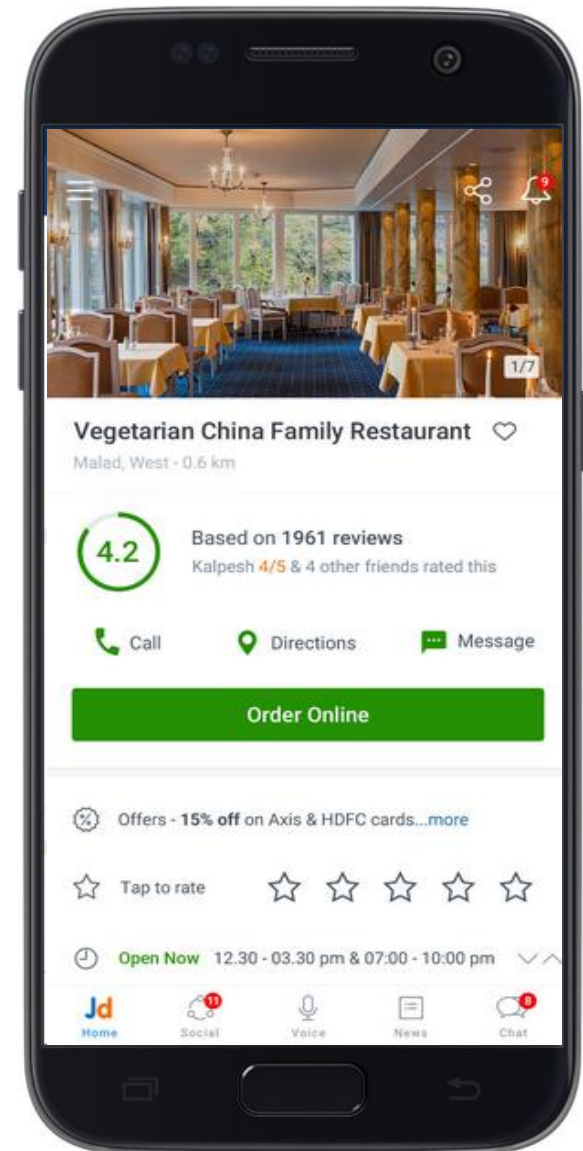
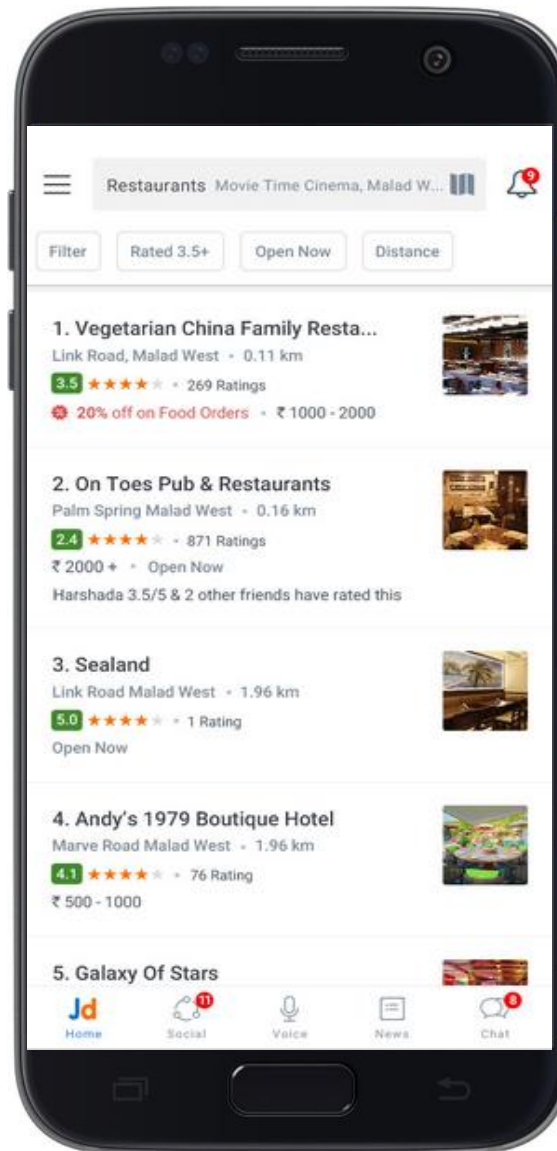
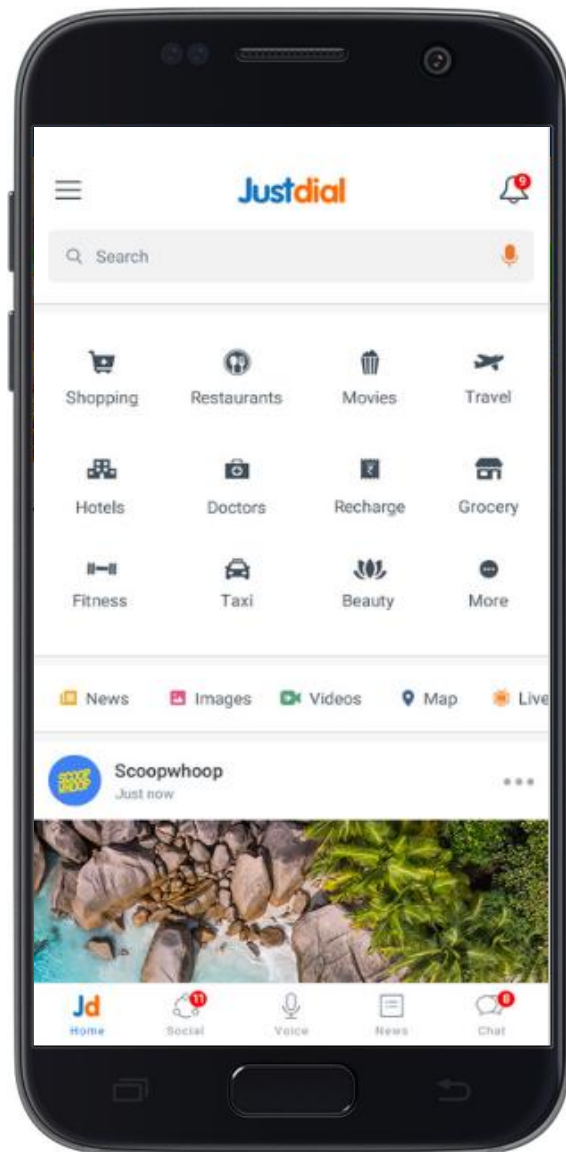


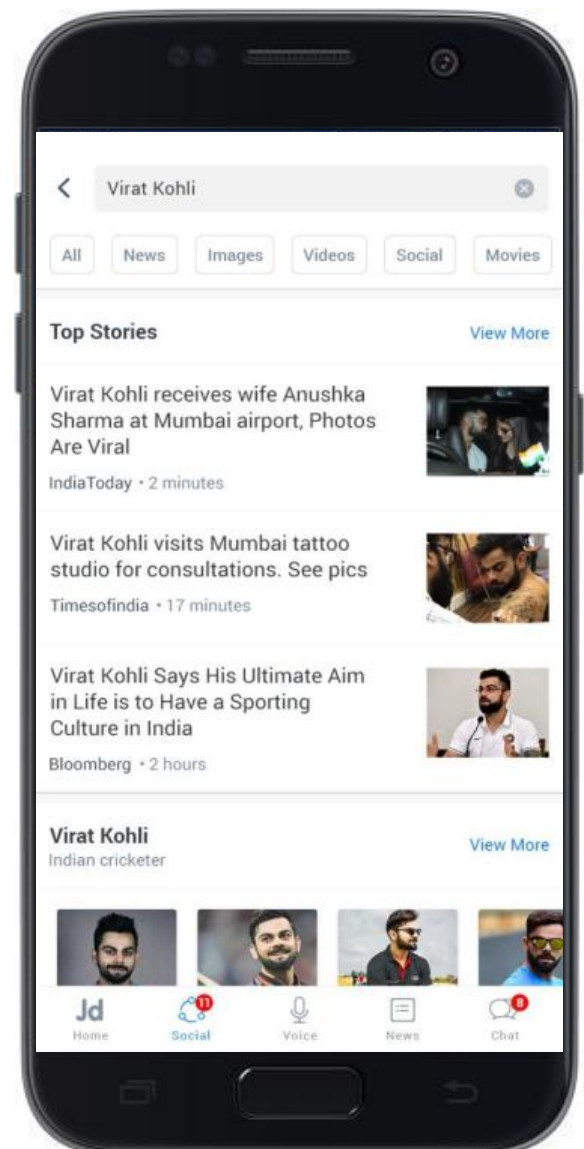
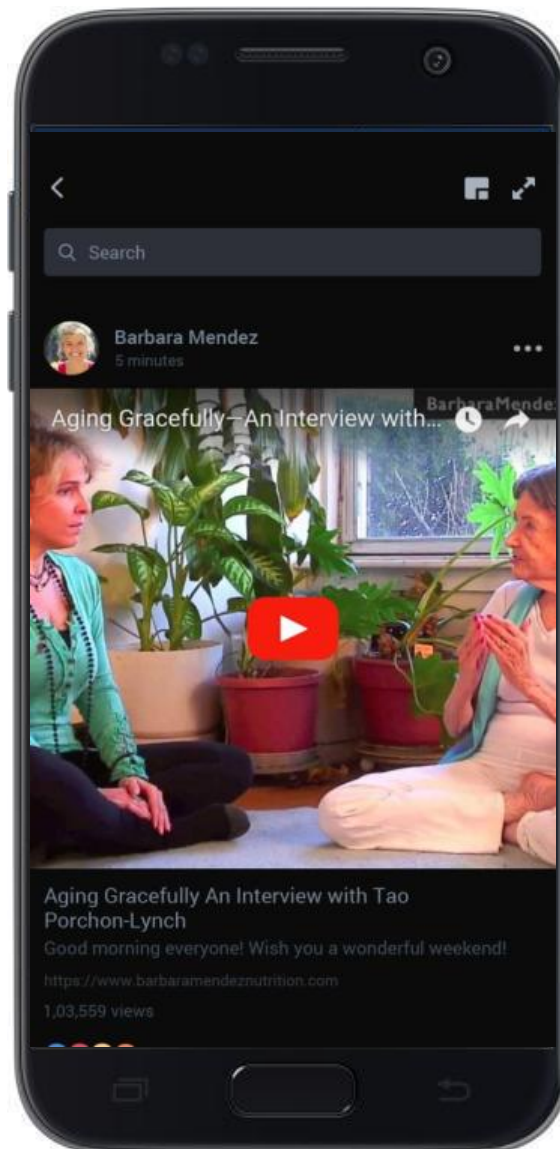
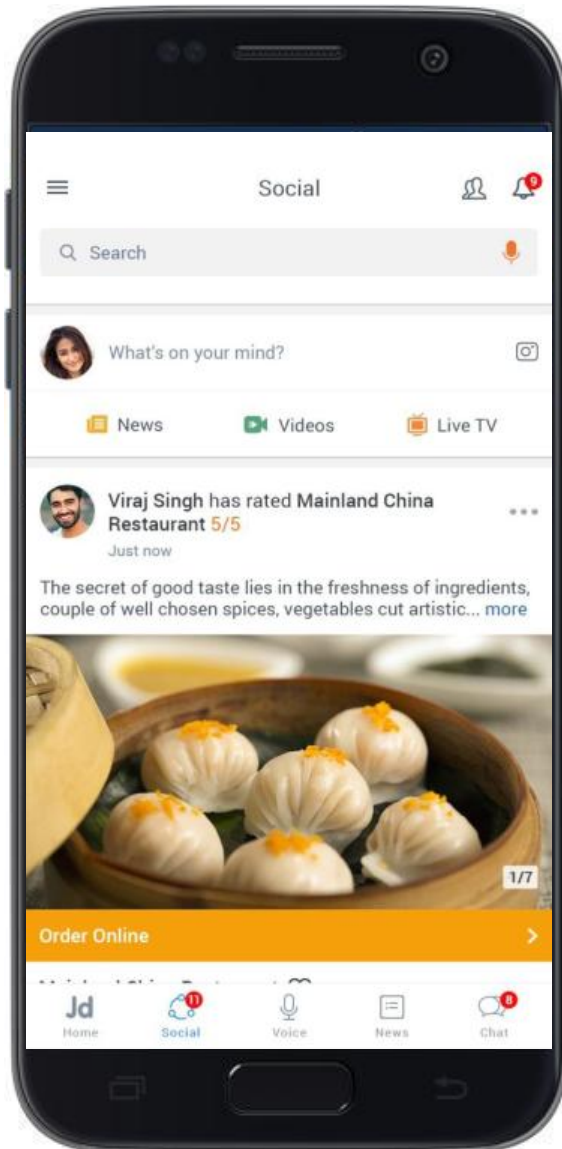


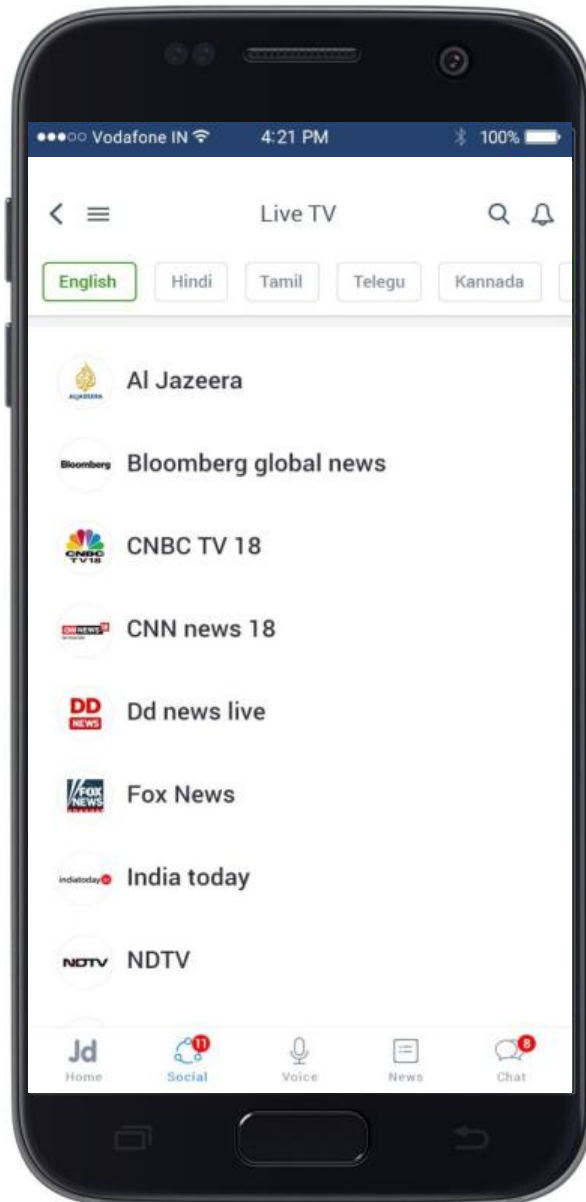


NEW PRODUCT INITIATIVES

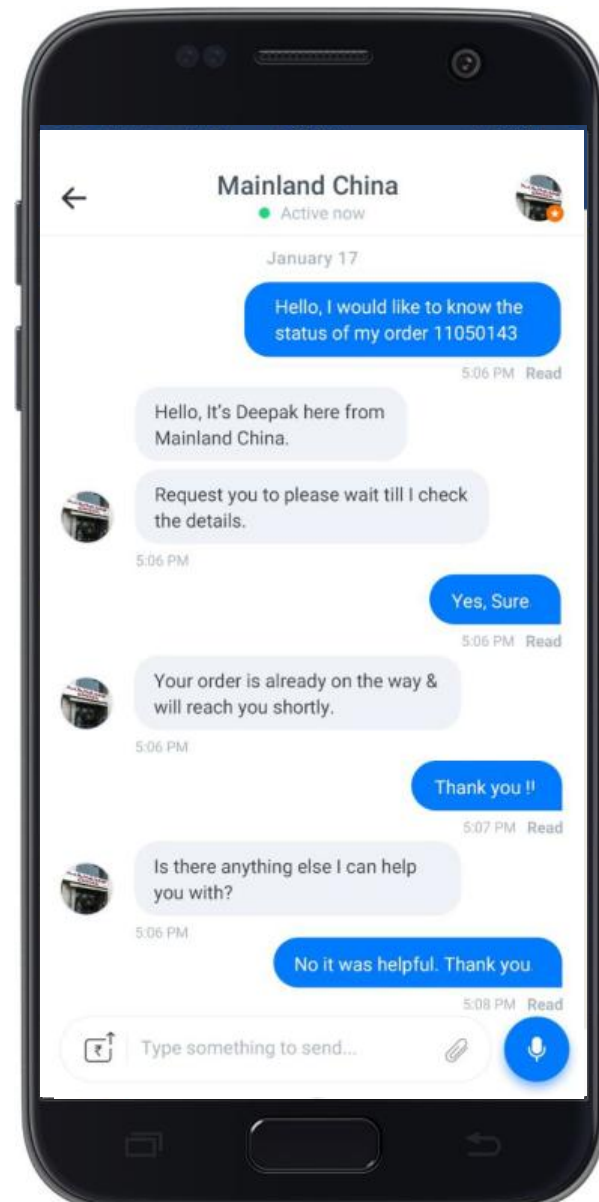
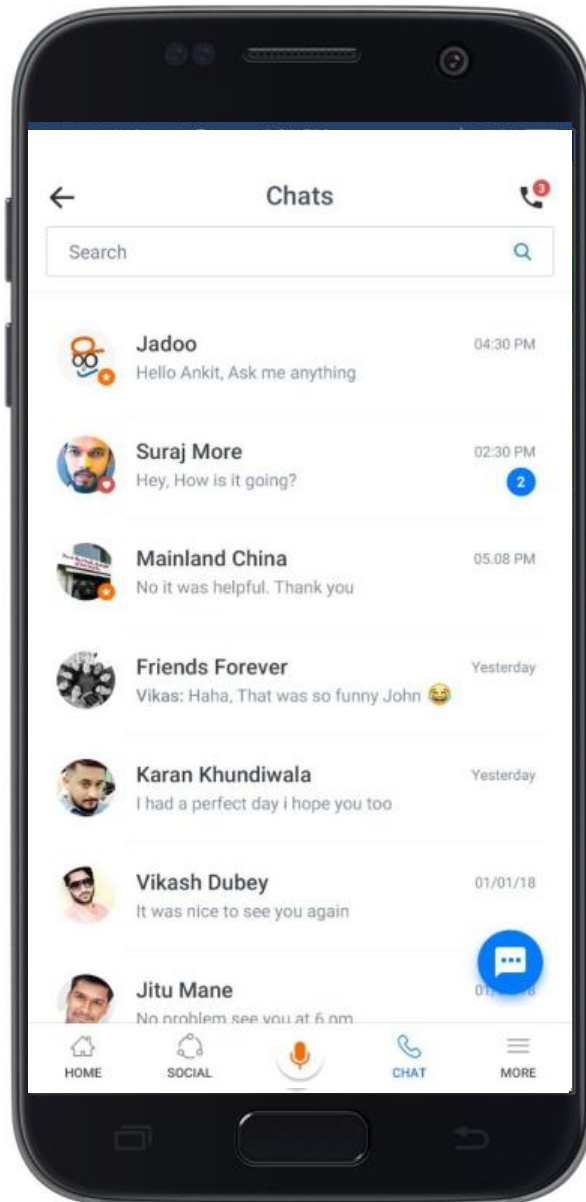
REVAMPED DESIGN







CHAT MESSENGER





FINANCIAL OVERVIEW

EFFICIENT & PROFITABLE BUSINESS MODEL

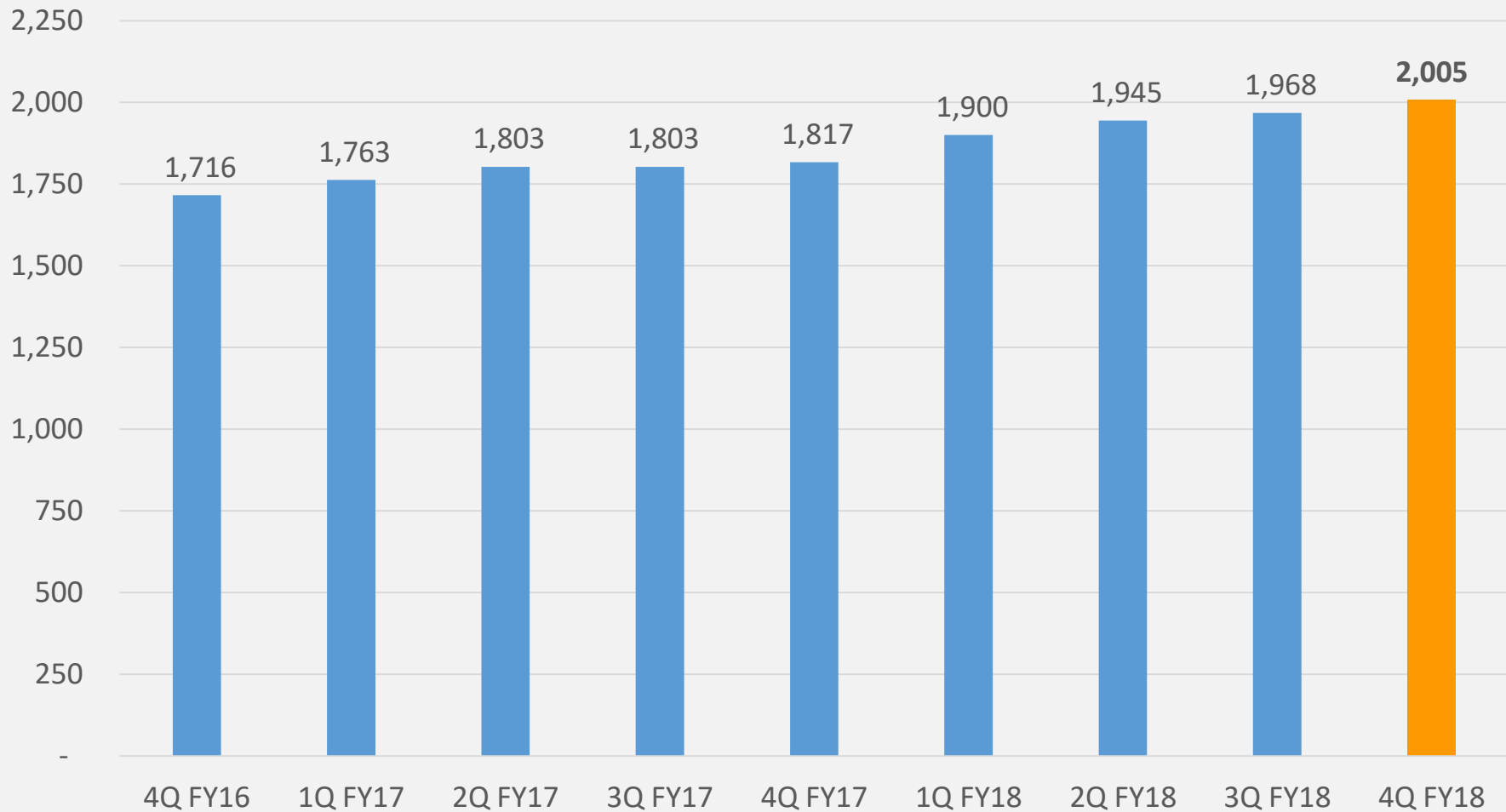
- Paid Advertisers pay fixed monthly or annual fees to run search-led advertising campaigns for their businesses on Justdial's platforms
- Various premium (Platinum, Diamond, Gold) & non-premium packages available which determine placements in search results
- Multiple factors determine pricing, such as business categories of advertiser, geographies targeted, type of package
- Add-on products such as website banner, framed Justdial Ratings Certificate, own website, JD Pay, JD Ratings, etc. available
- Advertisers can pay annual amount upfront or through monthly payment plans, ability to manage campaign online
- Justdial also runs multi-city/ national campaigns for pan-India advertisers
- Sales team comprises of 4,057 employees in tele-sales, 1,410 feet-on-street (marketing), and 2,663 feet-on-street (JDAs - Just Dial Ambassadors) as on Q4 FY18



KEY
BUSINESS
ATTRIBUTES

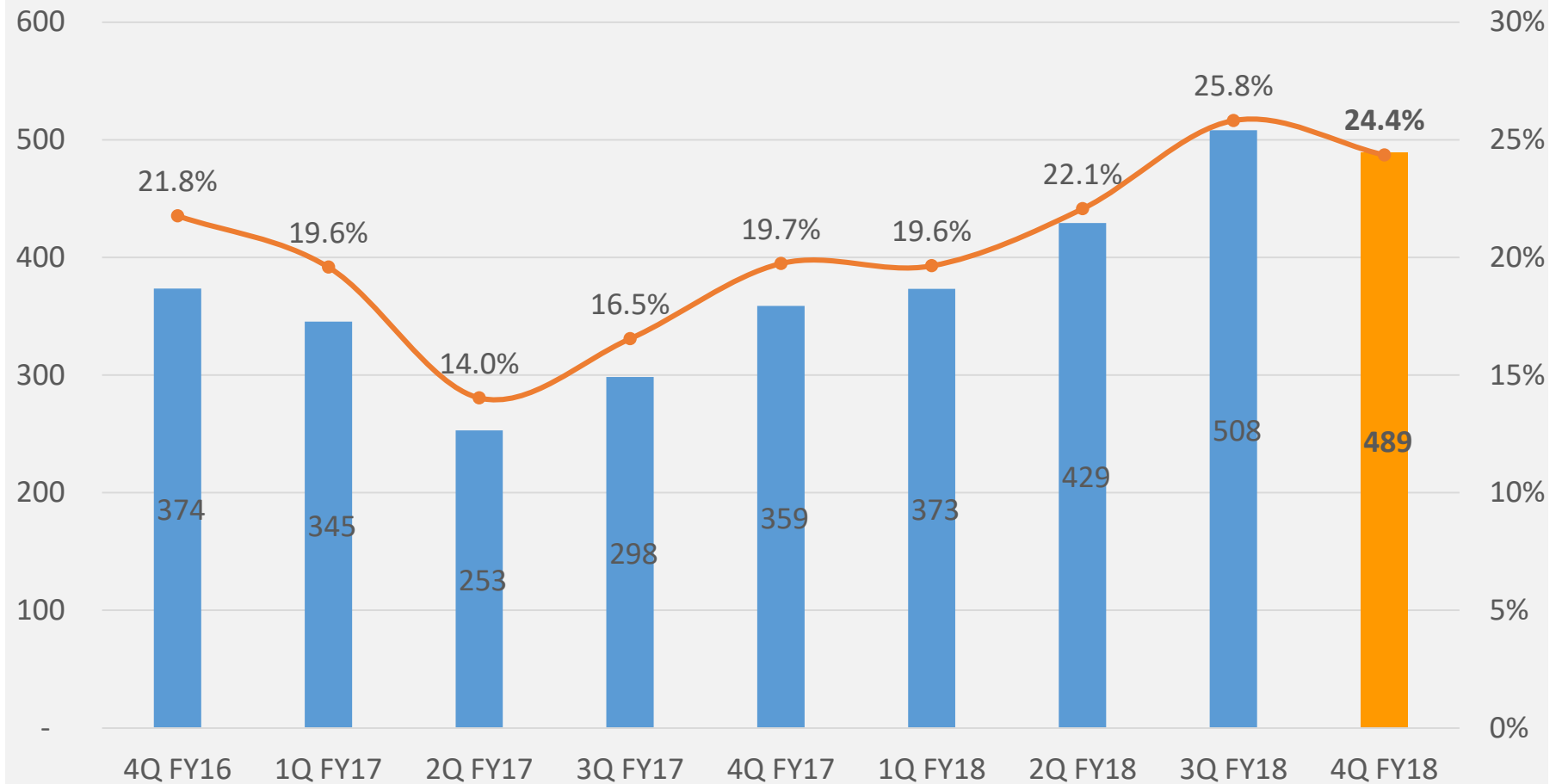
REVENUE

Operating Revenue (Rs. million)



OPERATING MARGIN

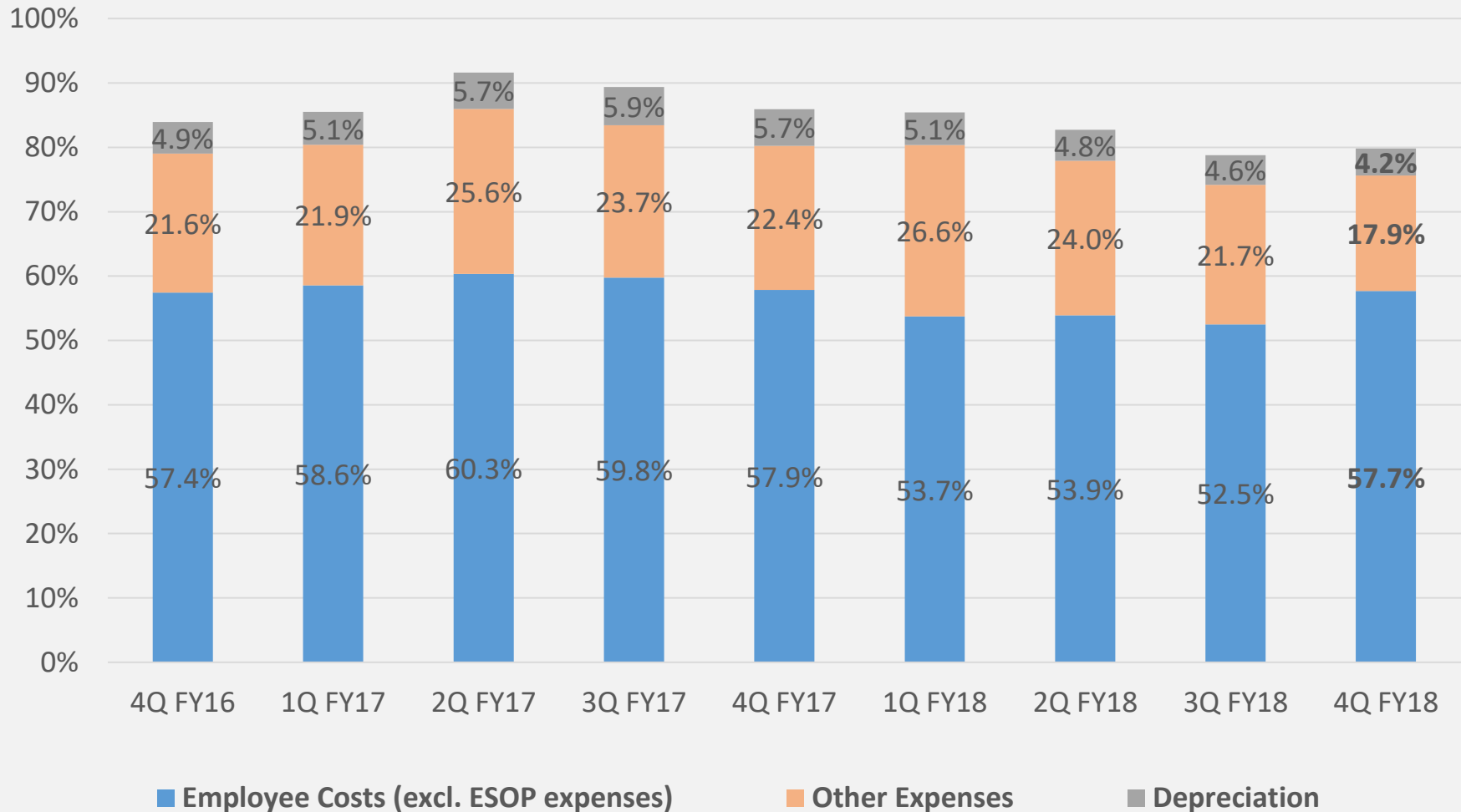
Adjusted EBITDA (Rs. millions) & Margin %



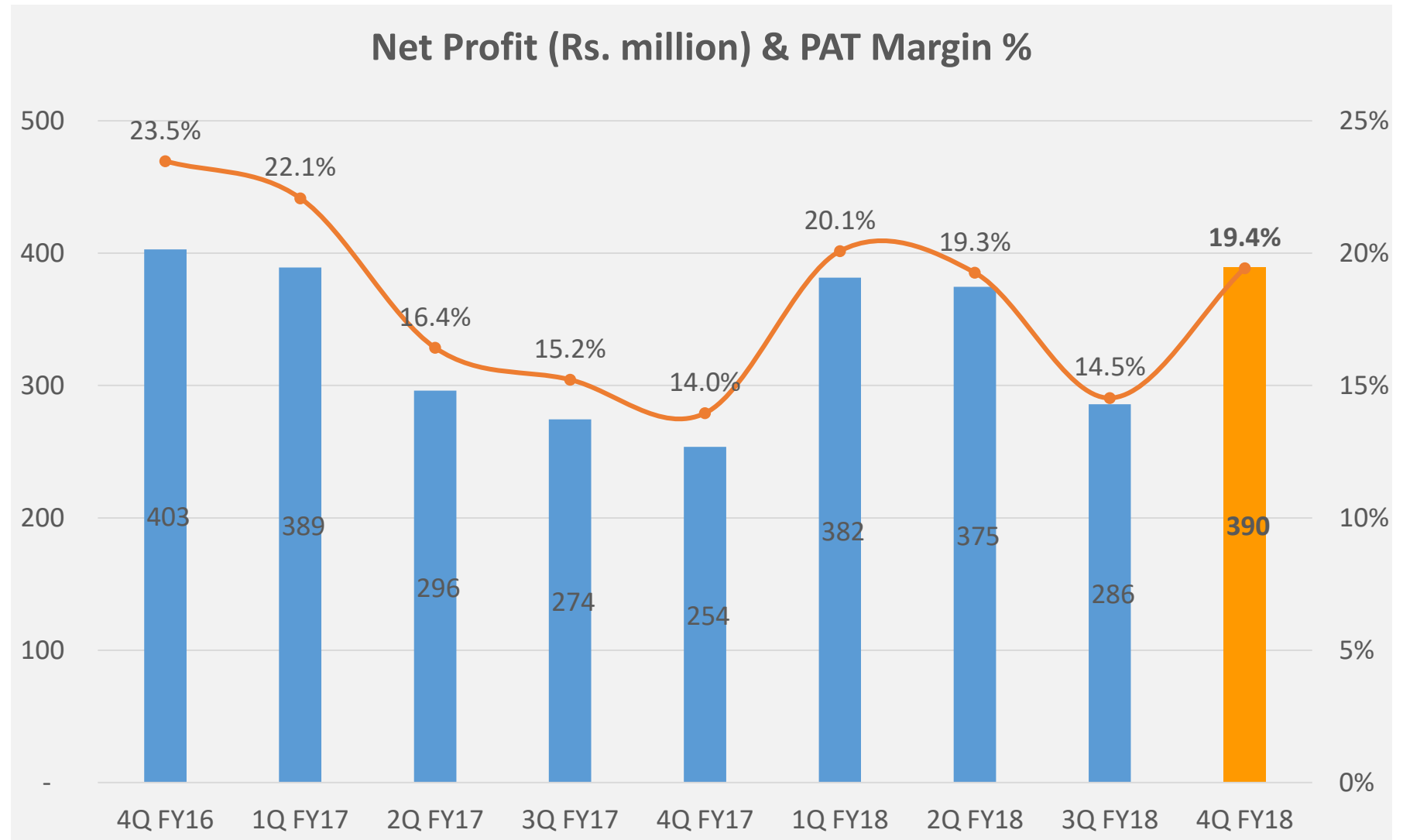
Note: Adjusted Op. EBIDTA adjusted for ESOP & one time expenses

COST STRUCTURE

Expenses as % of Operating Revenue



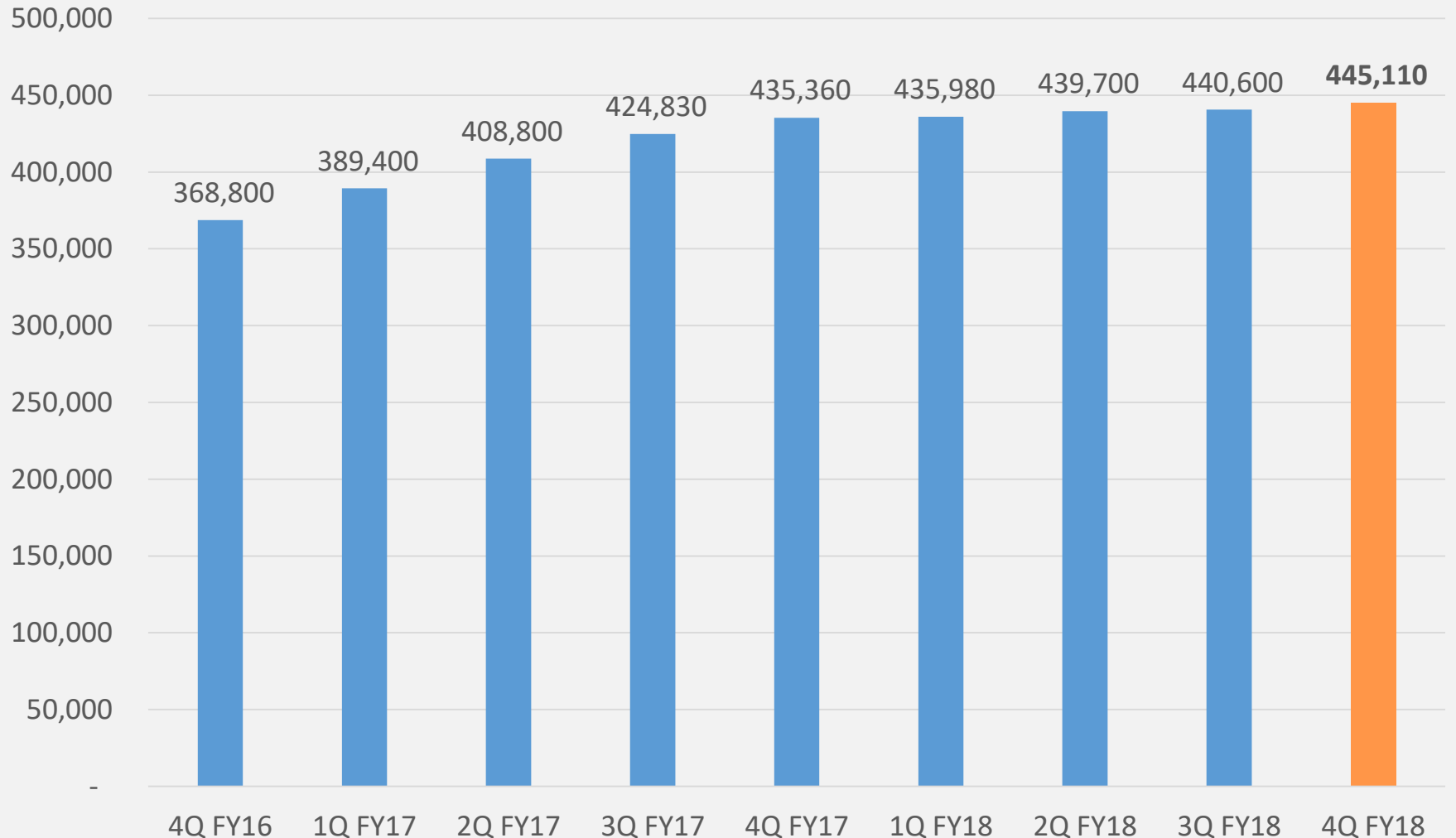
NET PROFIT MARGIN

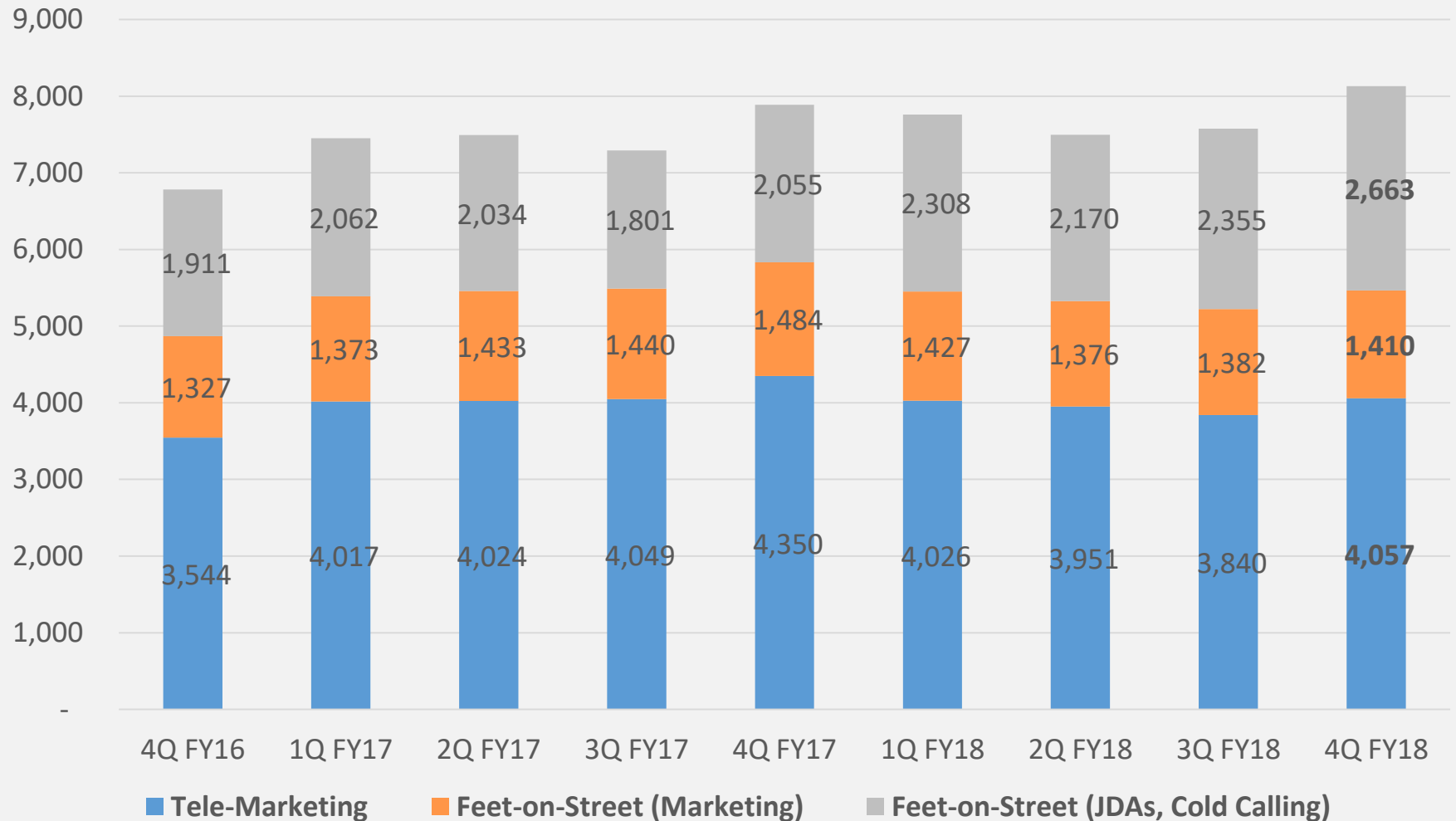


Note: PAT Margin is calculated as Net Profit (Profit After Taxes) as a percentage of Operating Revenue for the quarter

PAID CAMPAIGNS

Active Paid Campaigns - period end



Sales Strength - Period End

JUST DIAL LTD - 4Q FY18 (Quarter ended March 31, 2018) PERFORMANCE SUMMARY

| Metric | Unit | 4Q-FY18 | 4Q-FY17 | YoY change | 3Q-FY18 | QoQ change |
|--|-------------|---------|---------|------------|---------|------------|
| Operating Revenue | (₹ million) | 2,005 | 1,817 | 10.3% | 1,968 | 1.9% |
| Operating EBITDA | (₹ million) | 458 | 322 | 42.2% | 465 | -1.7% |
| Operating EBITDA Margin | % | 22.8% | 17.7% | 510 bps | 23.7% | -85 bps |
| Adjusted EBITDA (excl. ESOP exp.) | (₹ million) | 489 | 359 | 36.2% | 508 | -3.8% |
| Adjusted EBITDA Margin (excl. ESOP exp.) | % | 24.4% | 19.7% | 461 bps | 25.8% | -146 bps |
| Other Income, net | (₹ million) | 166 | 127 | 31.2% | 26 | 545.1% |
| Profit Before Taxes | (₹ million) | 540 | 346 | 56.09% | 401 | 34.55% |
| Net Profit | (₹ million) | 390 | 254 | 53.6% | 286 | 36.3% |
| Net Profit Margin | % | 19.4% | 14.0% | 548 bps | 14.5% | 490 bps |
| Unearned Revenue (period end) | (₹ million) | 3,330 | 2,743 | 21.4% | 2,852 | 16.7% |
| Cash & Investments (period end) | (₹ million) | 12,006 | 10,172 | 18.0% | 10,853 | 10.6% |

JUST DIAL LTD - 4Q FY18 (Quarter ended March 31, 2018) PERFORMANCE SUMMARY

| Metric | Unit | 4Q-FY18 | 4Q-FY17 | YoY change | 3Q-FY18 | QoQ change |
|---------------------------------------|-----------|-----------|---------|------------|---------|------------|
| Unique Visitors | (million) | 111.6 | 86.8 | 28.6% | 107.6 | 3.7% |
| - Mobile | (million) | 79.0 | 52.2 | 51.4% | 73.6 | 7.3% |
| - Desktop/ PC | (million) | 24.0 | 25.6 | -6.3% | 25.0 | -4.2% |
| - Voice | (million) | 8.6 | 9.0 | -4.4% | 9.0 | -4.2% |
| | | | | | | |
| - Mobile | % share | 70.8% | 60.2% | 1066 bps | 68.4% | 241 bps |
| - Desktop/ PC | % share | 21.5% | 29.5% | -801 bps | 23.3% | -177 bps |
| - Voice | % share | 7.7% | 10.4% | -265 bps | 8.3% | -64 bps |
| | | | | | | |
| Total Listings (period end) | (million) | 21.8 | 17.9 | 21.7% | 20.7 | 5.0% |
| Net Listings Addition | | 1,044,435 | 569,516 | 83.4% | 908,973 | 14.9% |
| Total Images in Listings (period end) | (million) | 44.8 | 31.7 | 41.3% | 41.4 | 8.3% |
| Listings with Geocodes (period end) | (million) | 10.9 | 6.8 | 60.0% | 10.1 | 8.0% |
| Ratings & Reviews | (million) | 81.9 | 70.5 | 16.2% | 79.0 | 3.7% |
| | | | | | | |
| Paid campaigns (period end) | | 445,110 | 435,360 | 2.2% | 440,600 | 1.0% |
| | | | | | | |
| Total App Downloads (period end) | (million) | 19.8 | 13.3 | 49.7% | 18.7 | 5.8% |
| App Downloads per day | | 15,501 | 19,687 | -21.3% | 19,103 | -18.9% |
| Number of Employees (period end) | | 11,452 | 11,334 | 1.0% | 10,948 | 4.6% |

BOARD OF DIRECTORS

Executive Directors



V S S Mani

Founder, Managing Director and Chief Executive Officer of Justdial with over 30 years of experience in the field of media and local search services.



Ramani Iyer

Non-Independent, Whole-time Director with 25 years of experience, working with Justdial in the field of strategic planning and execution.



V Krishnan

Non-Independent, Whole-time Director with 25 years of experience, working with Justdial in strategic planning and execution.



B Anand

CEO of Essar Oil, previously CFO of Trafigura, with 31 years of experience in finance, strategy & investment banking. He is a Commerce graduate from Nagpur University



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 Bombay & IIM Ahmedabad.

Non-Executive Directors

Independent

Non-Independent



Pulak Prasad

Pulak is Founder & MD of Nalanda Capital and has over 26 years of experience in management consulting & investing. He holds B. Tech. from IIT Delhi and is an IIM Ahmedabad alumni.



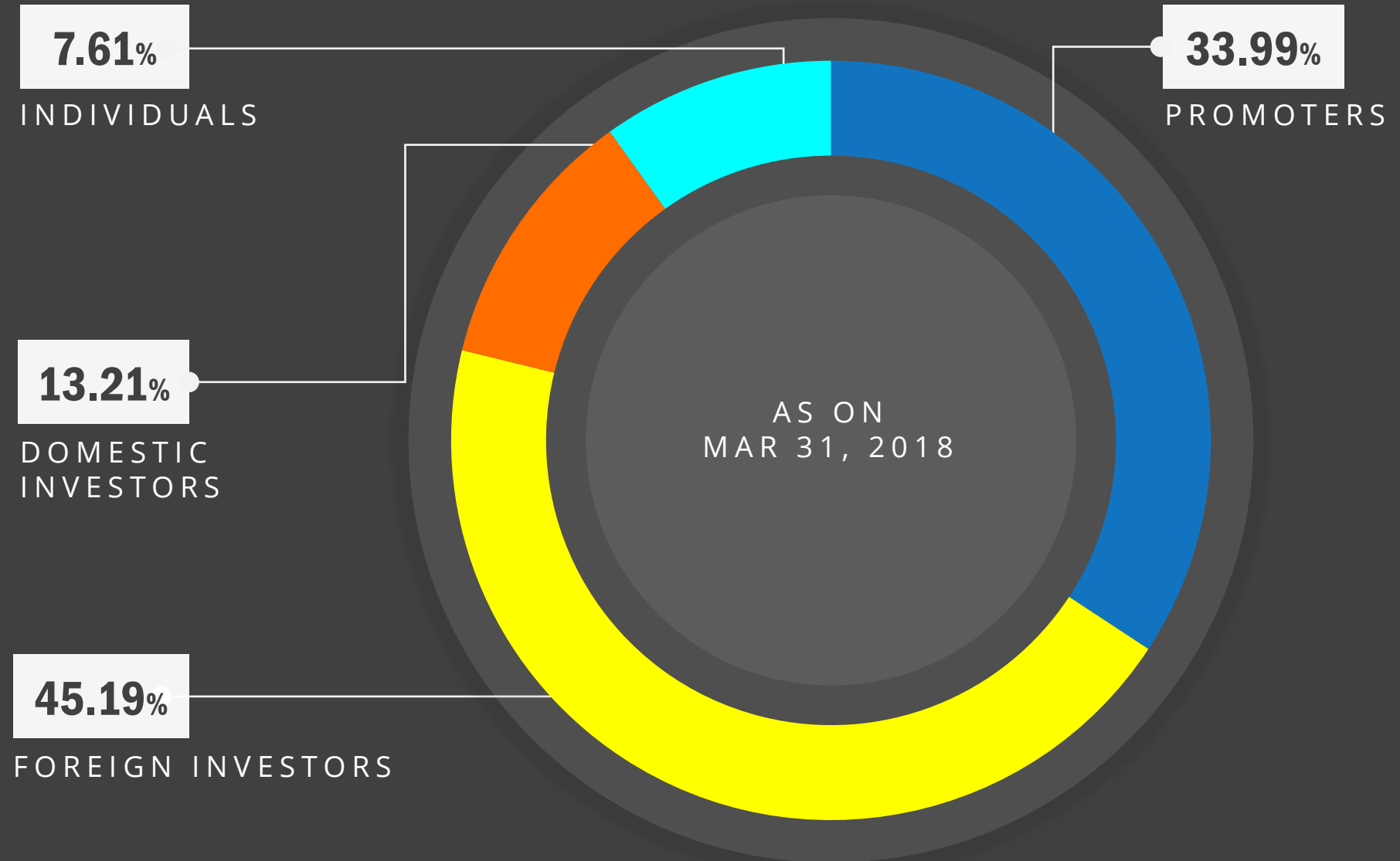
Anita Mani

She has 25 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 | 30 Years | Overall growth strategy, planning, execution & management |
| Shreos Roychowdhury | Chief Technology Officer | 21 Years | Technological Innovation and R&D |
| Abhishek Bansal | Chief Financial Officer | 9 Years | Finance, Strategy, Accounting, Treasury, Audit, Legal, Compliance & Traffic |
| Vishal Parikh | Chief Product Officer | 16 Years | Leads Product, Design & Technology teams, Project Management, Payments Product & Voice Operations |
| Sumeet Vaid | Chief Revenue Officer | 20 Years | Revenue growth & Business development |
| Rajesh Madhavan | Chief People Officer | 22 Years | Human Resource Functions |
| Jaimin Shah | Chief Technology Officer, Omni | 18 Years | Leads Omni & related products |
| Ajay Mohan | Group Vice President, Sales | 22 Years | Sales platform management, Strategic alliances, Corporate partnerships & Business expansion |
| Rakesh Ojha | Group Vice President, Sales | 23 Years | Sales & Expansion (West Region) |
| Prashant Nagar | Vice President, Sales | 18 Years | Sales & Expansion (Delhi, Just Dial Ambassadors) |
| Suhail Siddiqui | Vice President, Sales | 21 Years | Sales & Expansion (North & East Region) |
| Rajiv Nair | Vice President, Sales | 18 Years | Sales & Expansion (South Region) |
| Shwetank Dixit | Head, Database & Content | 6 Years | Database augmentation, Curation, Content enrichment |

SHAREHOLDING PATTERN



End of Presentation