

CORPORATE PRESENTATION

May 2021



India's No.1 local search engine

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Q4 FY21 means the period Jan 1, 2021 to Mar 31, 2021

FY21 or FY 20-21 or FY 2021 means the Financial Year starting Apr 1, 2020 and ending Mar 31, 2021

COVID-19 IMPACT & RESPONSE

- ❑ Owing to second wave of COVID-19 being witnessed across the country, which is more virulent than the first wave witnessed in 2020, the Company has moved to Work-from-Home (WFH) for employees in line with respective State Government's directives. The Company has taken various measures to prioritize safety and well-being of its employees, and is closely monitoring the impact of the second wave.
- ❑ To optimize discretionary costs, Company had curtailed its advertising spends (both digital & non-digital) from Apr-20. During FY21, we spent Rs 6.8 Crores on advertising versus ~Rs 66 Crores spent in FY20. In FY21, bulk of traffic came organically (without advertising). For 4Q FY21 and FY21, we had 129.1 million (declined 7.1% YoY) and average 123.1 million (declined 19.7% YoY) quarterly unique visitors, respectively. Our advertising spends resumed/ accelerated from Mar-Apr 2021 in order to promote our newly launched B2B platform, JD Mart. Our IPL 2021 campaign has resulted in great branding and awareness about JD Mart among businesses
- ❑ With lockdown easing and impact of COVID-19 abating post the first wave, monetization had been on an improving trajectory. 4Q FY21 monetization stood at ~85% of pre-COVID levels. Due to reasonably healthy year-end Collections, deferred revenue stood at Rs 330.3 Crores as on 31 Mar 2021, down 1.7% YoY, up 8.2% QoQ.
- ❑ With acceleration of COVID-19 resulting in lockdowns/ restrictions across the country in the last 4-6 weeks, with obvious impact on SME businesses, Company is closely monitoring the impact of the same. In long term, Justdial's JD and JD Mart platforms are likely to be key beneficiaries of rising internet adoption among SMEs to take their business online to get customers and to also run their business efficiently via use of technology.



BUSINESS OVERVIEW

COMPANY OVERVIEW

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



High user engagement, 117.8 million ratings & reviews



129.1 million quarterly unique visitors in Q4-FY21



Database of 30.4 million listings



Scalable and profitable business model



457,360 active paid campaigns



Figures as on Mar 31, 2021

KEY STRENGTHS

- ❑ First Mover Advantage in Indian Local Search Market
- ❑ Strong Brand Recognition with 129.1 million unique quarterly visitors^ in Q4 FY21 (132.6 million in Q3 FY21)
- ❑ Comprehensive database of 30.4 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 and R&D division in Bengaluru



3,464 employees in tele-sales, 4,829 feet-on-street salesforce



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

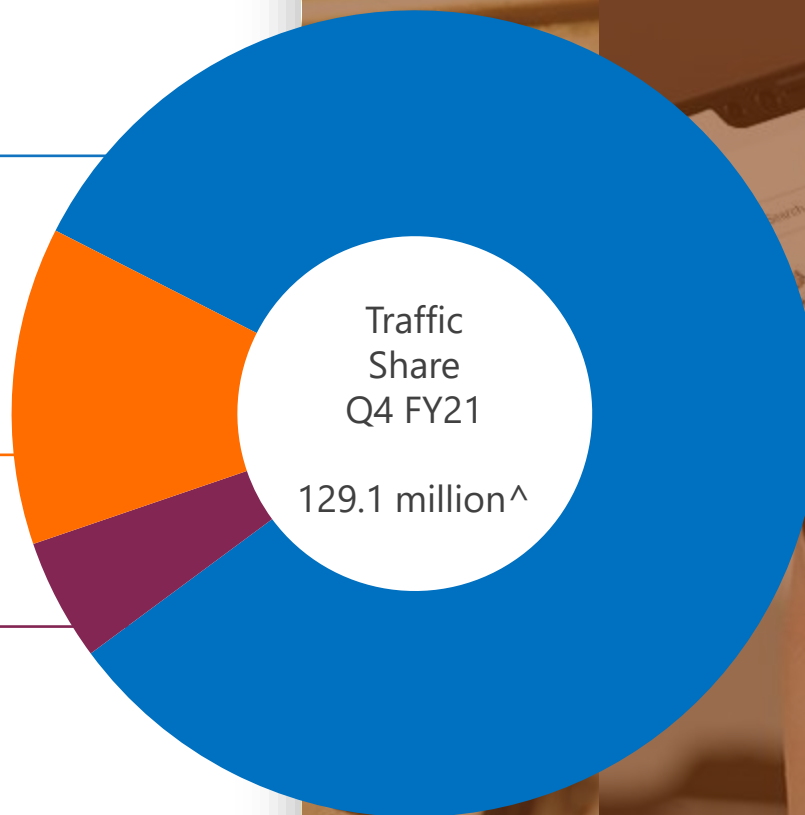


PLATFORMS

82.4%
MOBILE
Mobile Site & Apps

12.7%
DESKTOP/ PC
www.justdial.com

4.9%
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

JD Social

Maps & directions

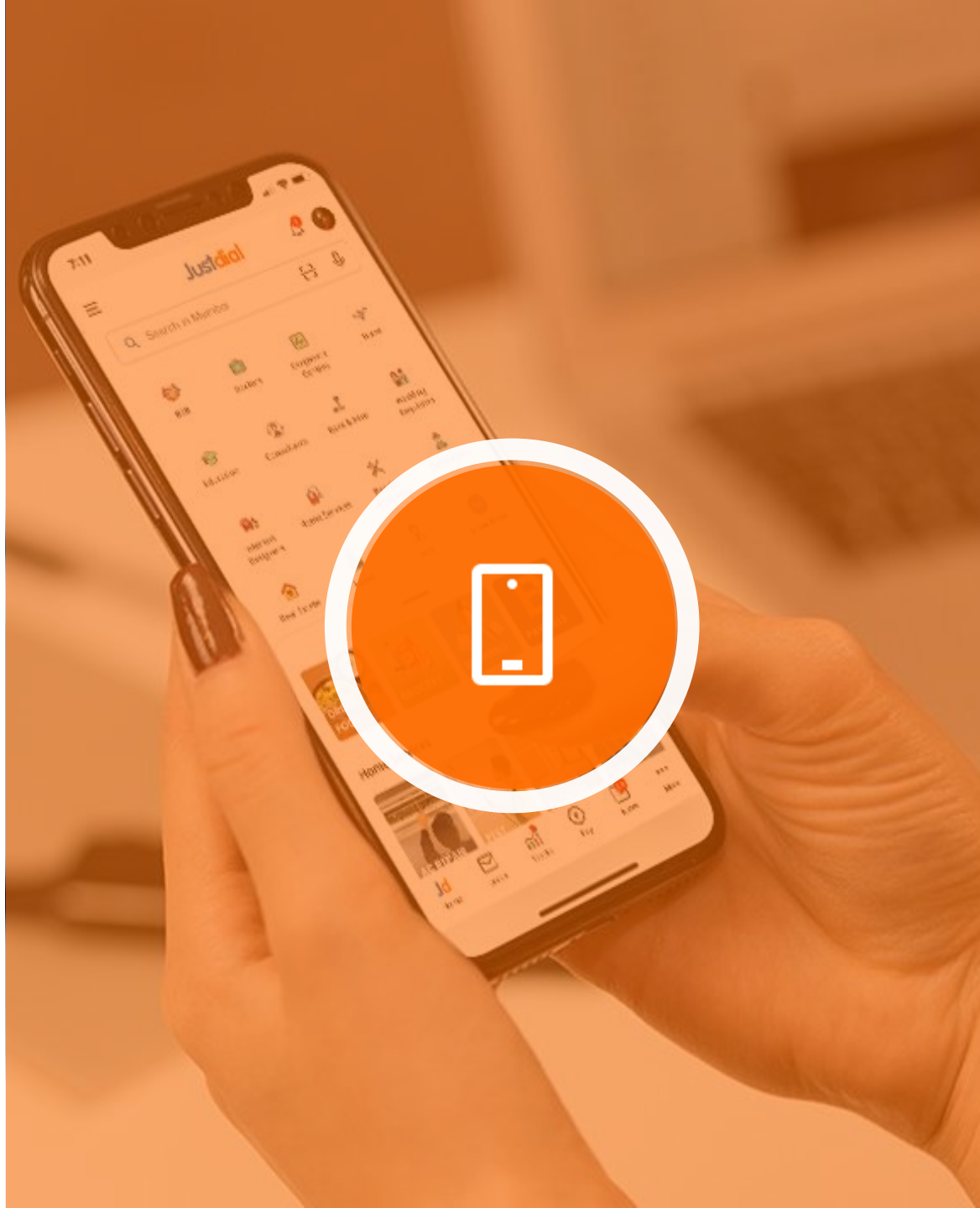
Location-based search service

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

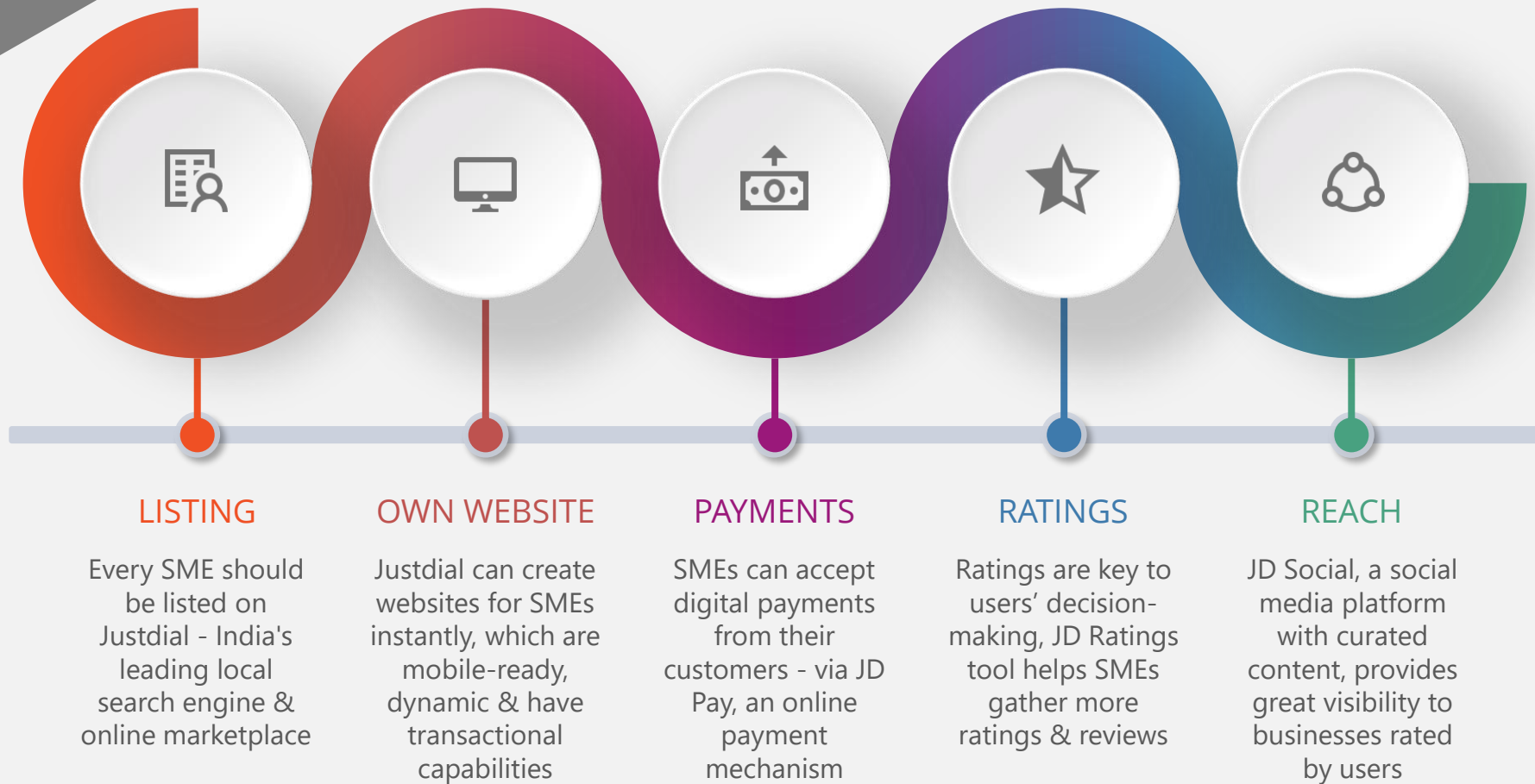
Personalized Greeting

Multiple queries in one call

Instant Email & SMS



VALUE PROPOSITION FOR SMEs



USER ENGAGEMENT



117.8 million Ratings & Reviews

Mobile-verified, unbiased ratings

Friends' Ratings

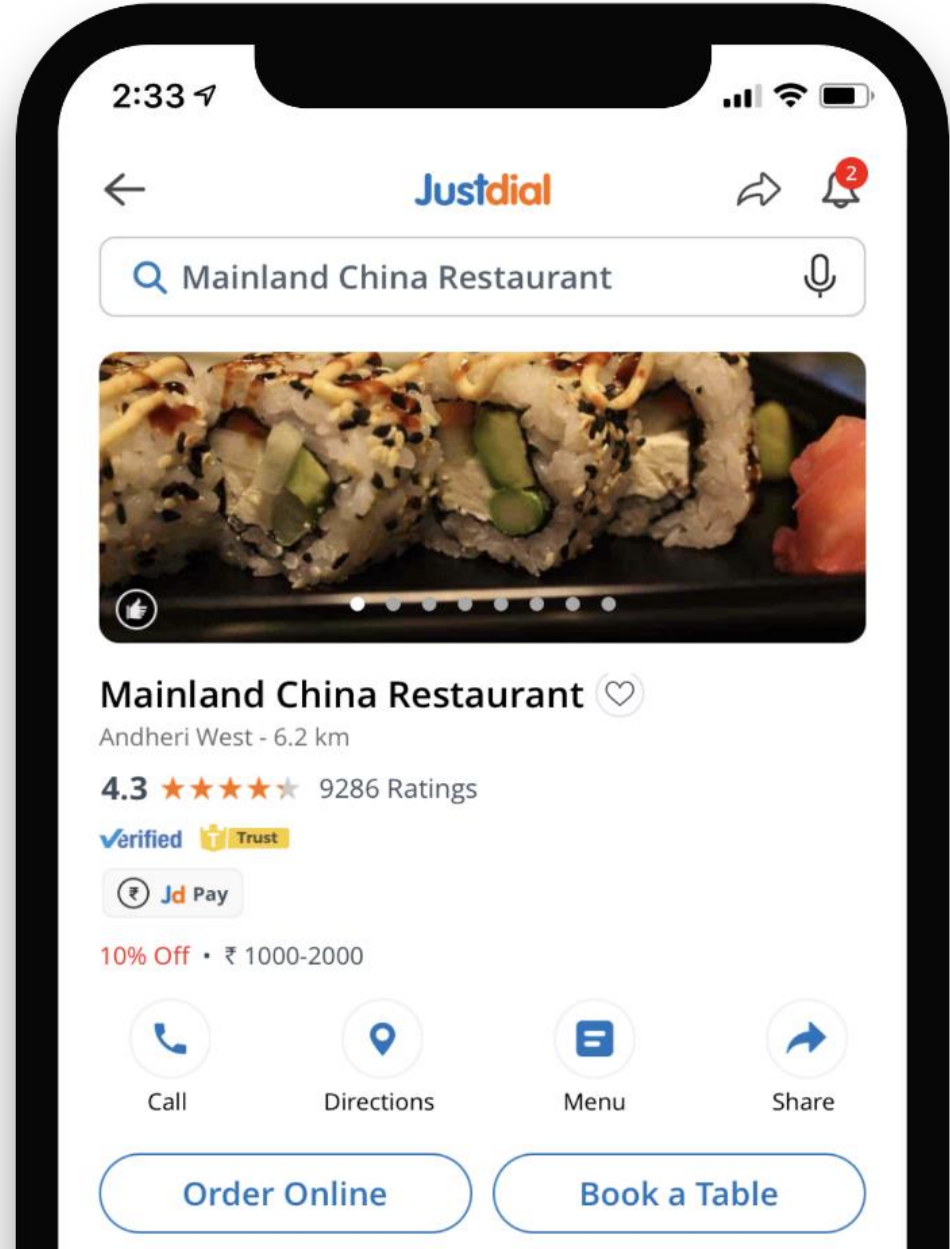
10-Point Rating Scale

Facebook & Twitter-shareable

Photos Upload with Review

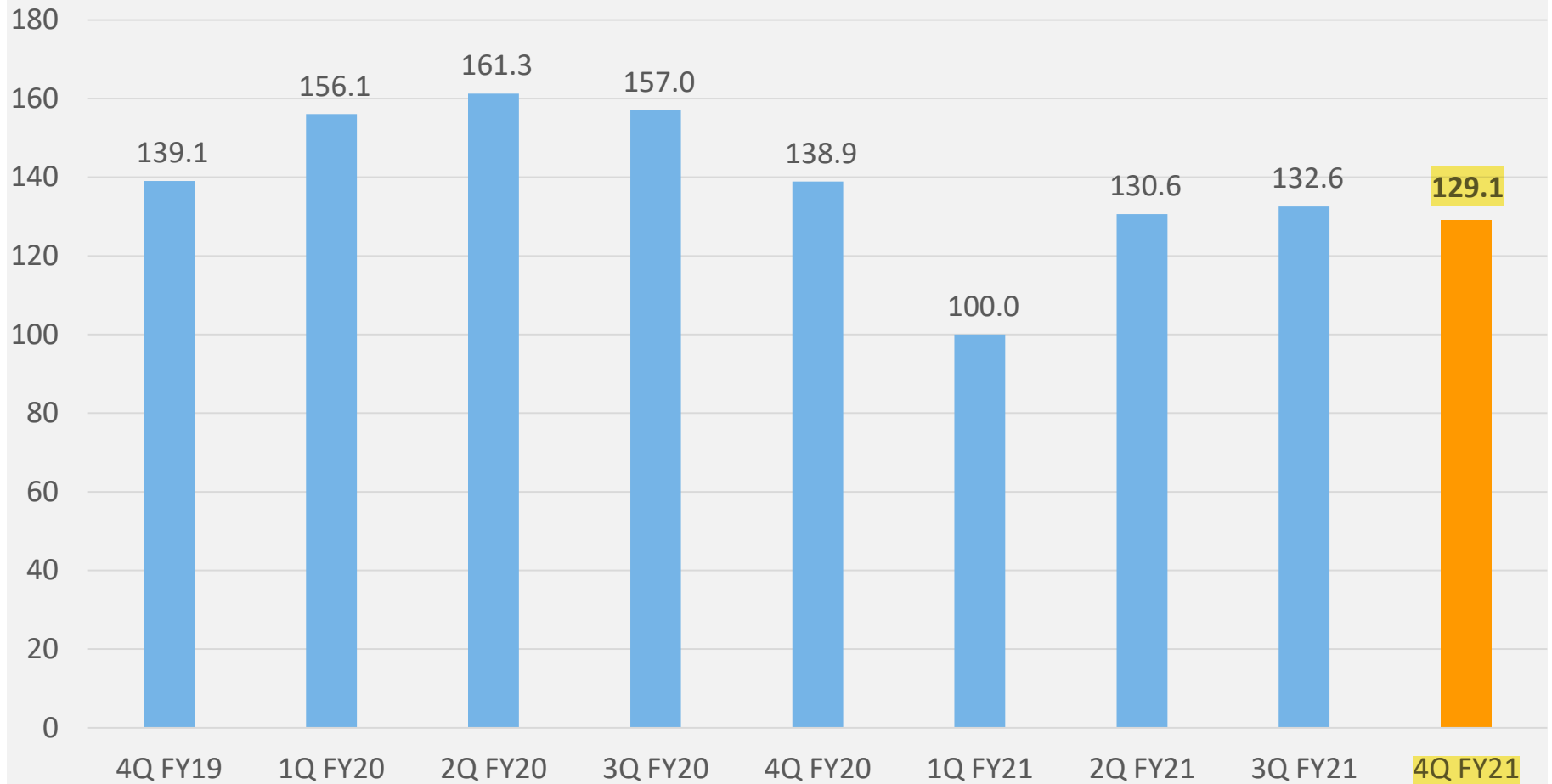
Ratings shared on JD Social

Robust Audit Mechanism



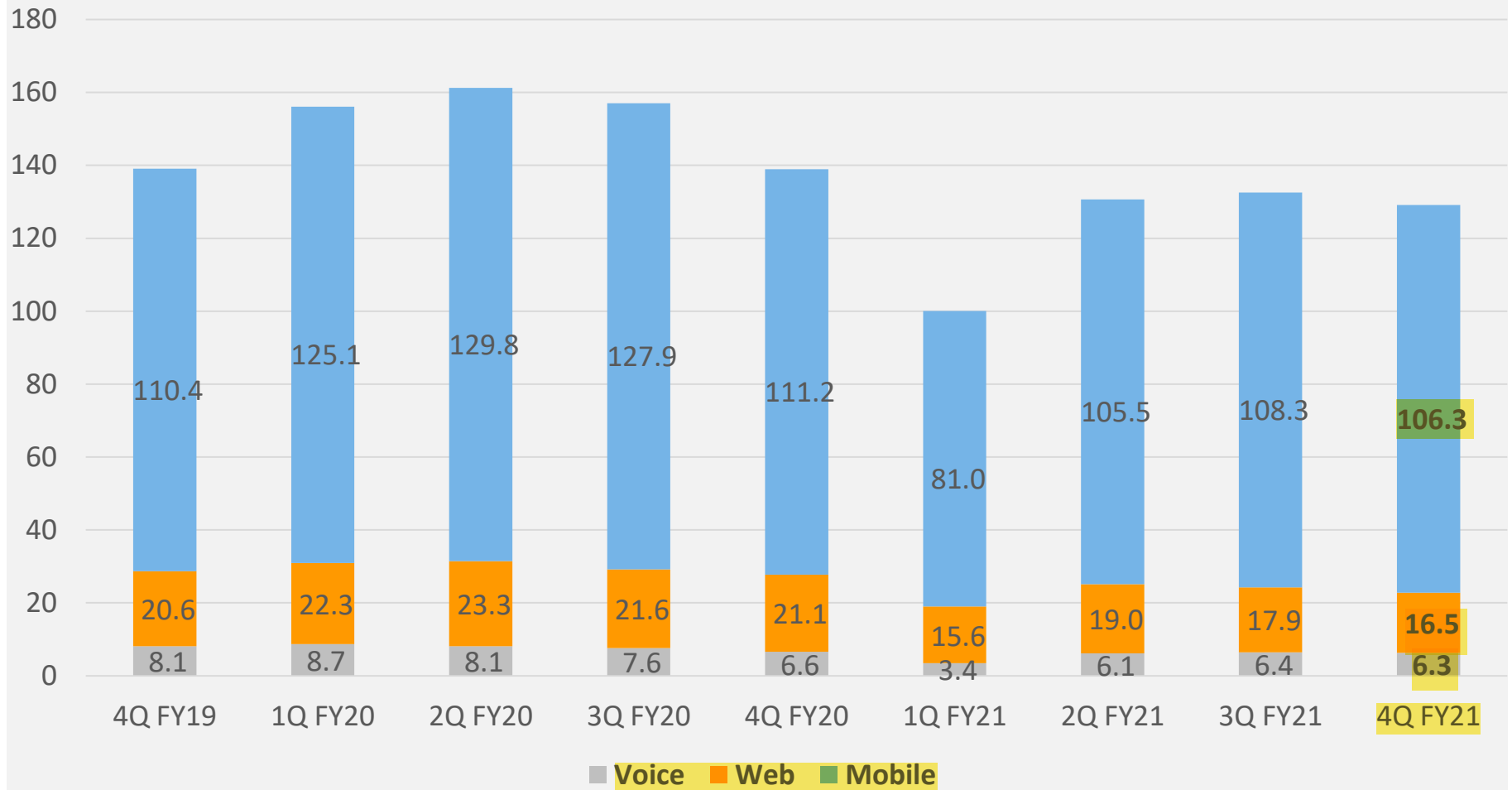
TRAFFIC / VISITORS

Quarterly Unique Visitors (million)



TRAFFIC / VISITORS

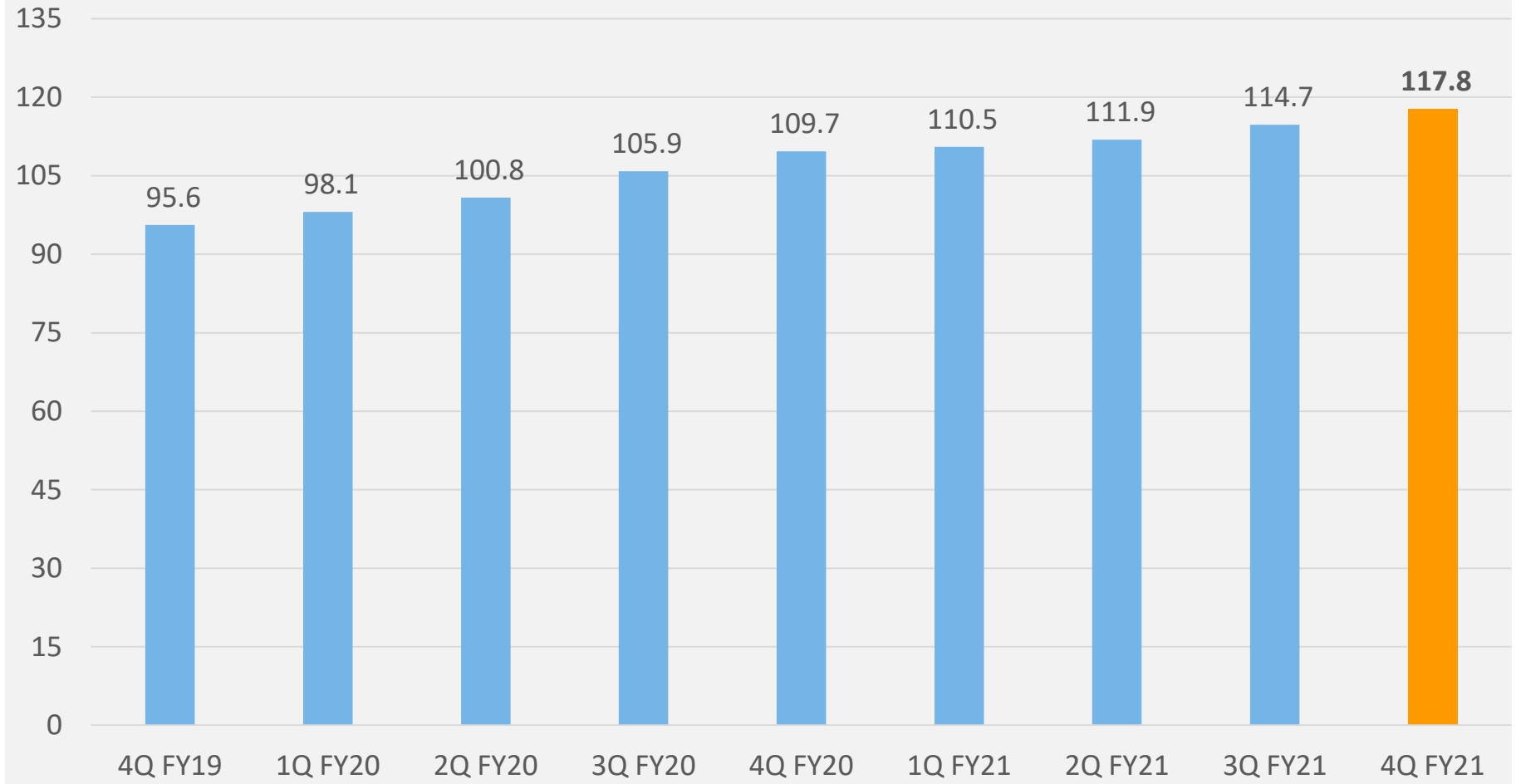
Quarterly Unique Visitors split (million)



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

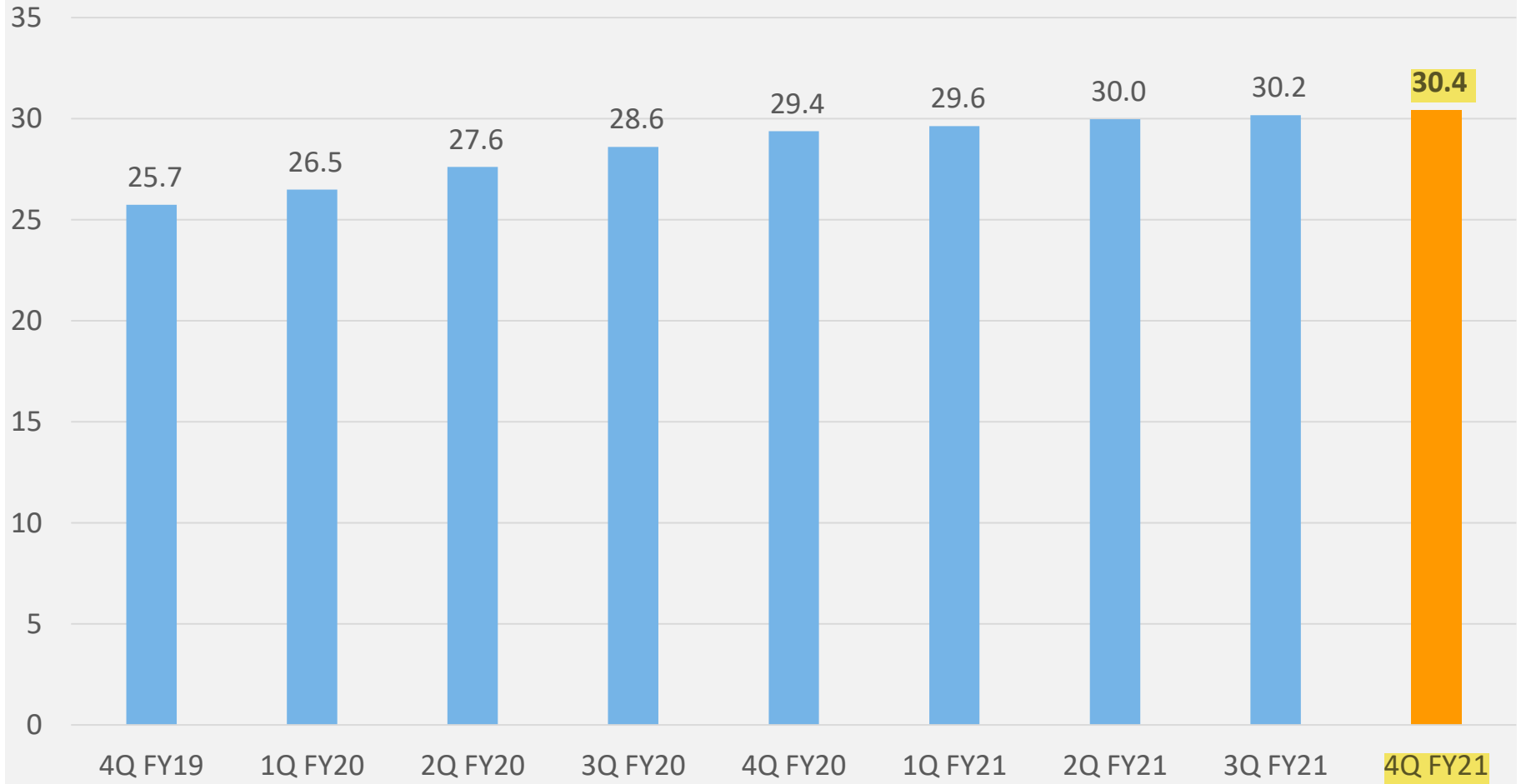
USER ENGAGEMENT

Ratings & Reviews (million)

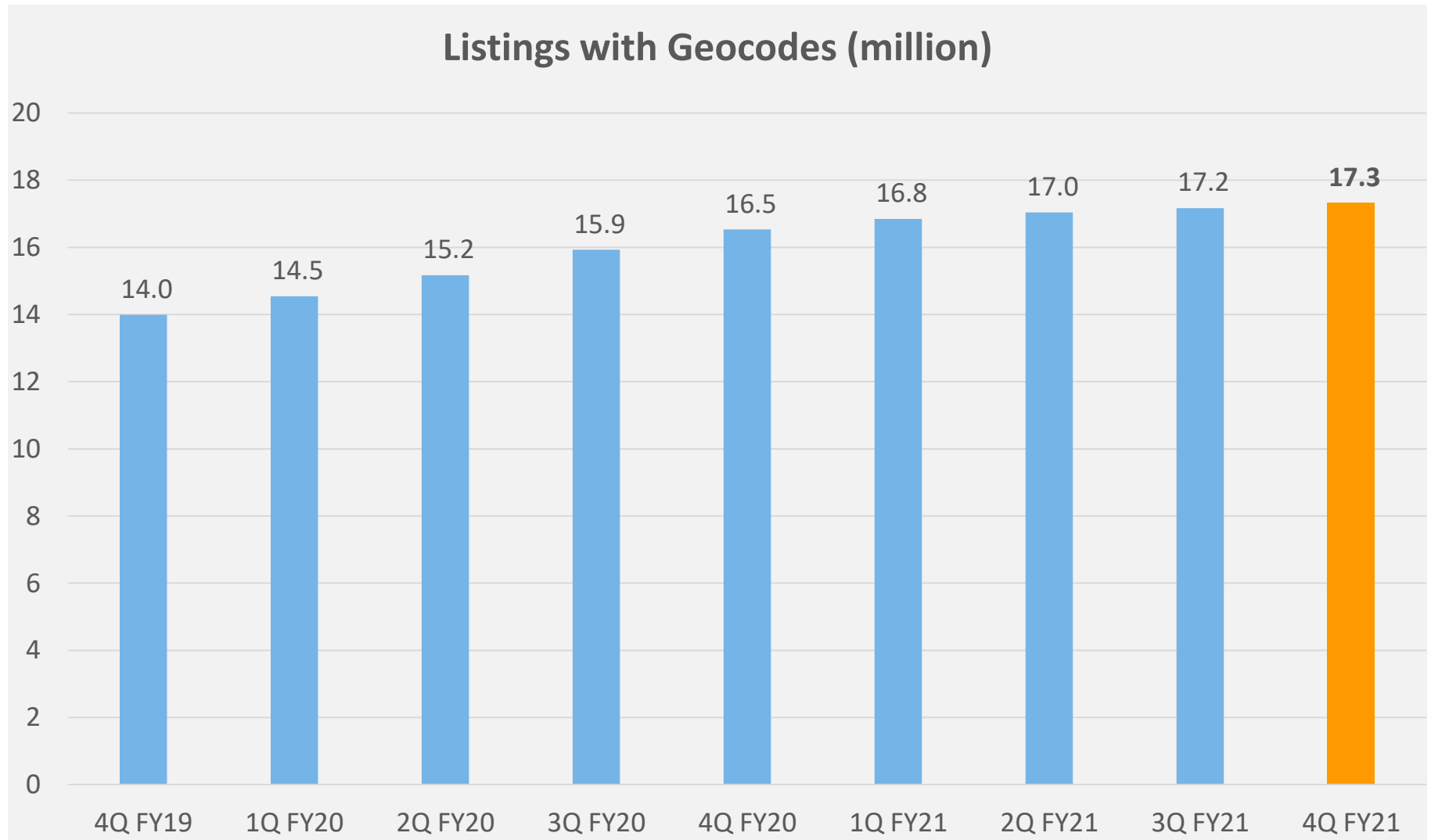


DATA ENRICHMENT

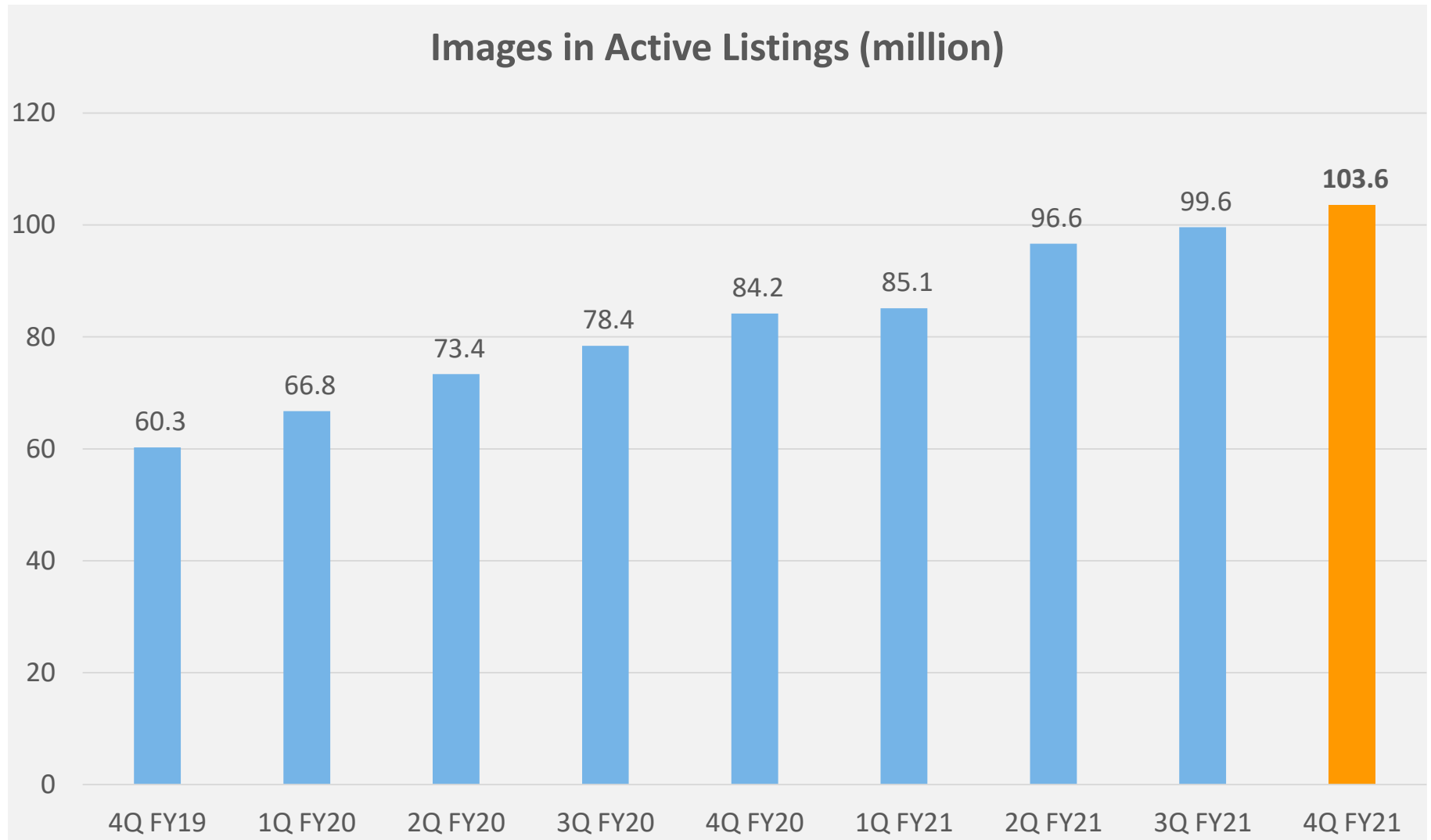
Active Listings - period end (million)



DATA ENRICHMENT

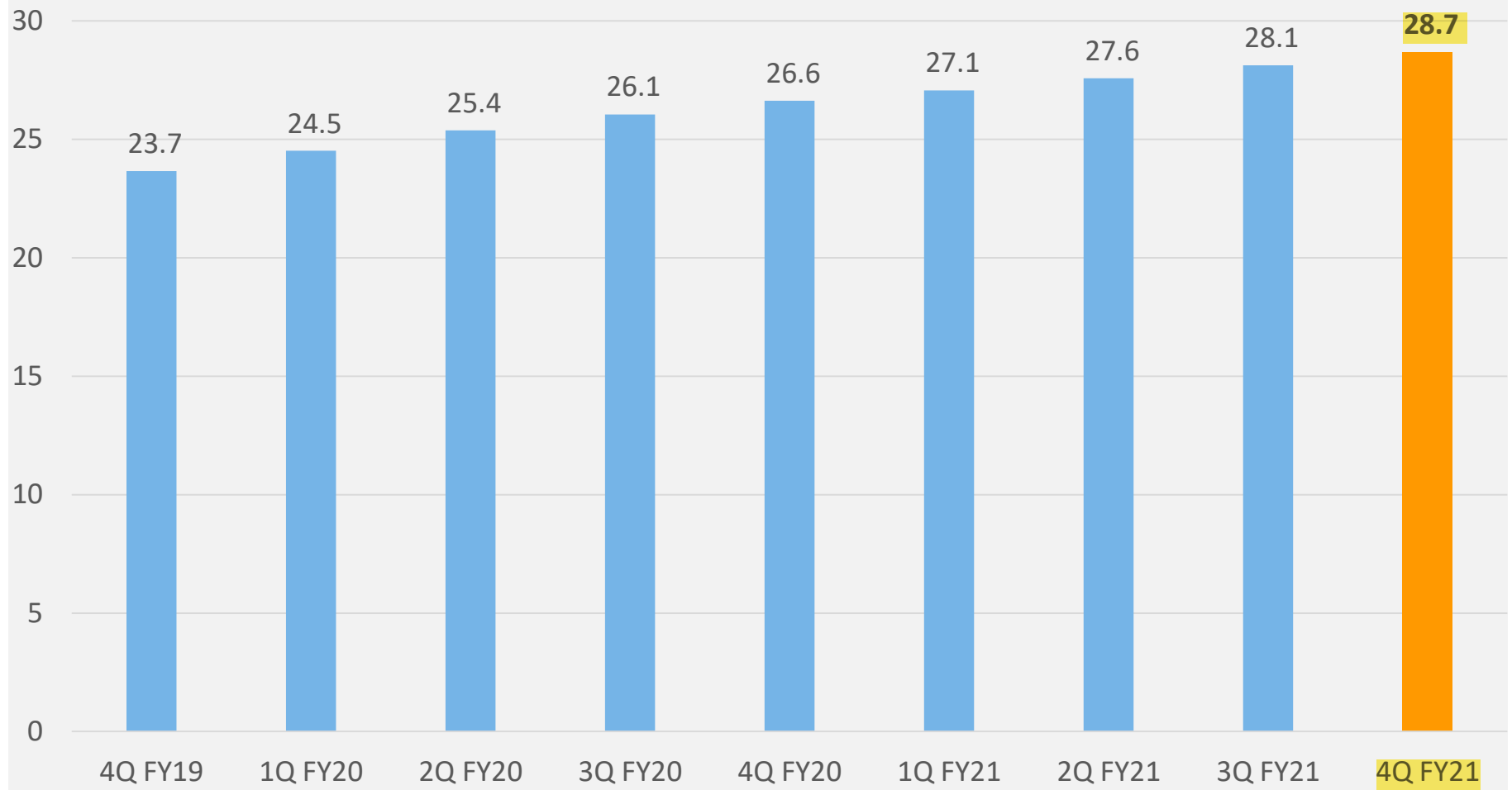


DATA ENRICHMENT



MOBILE APPS

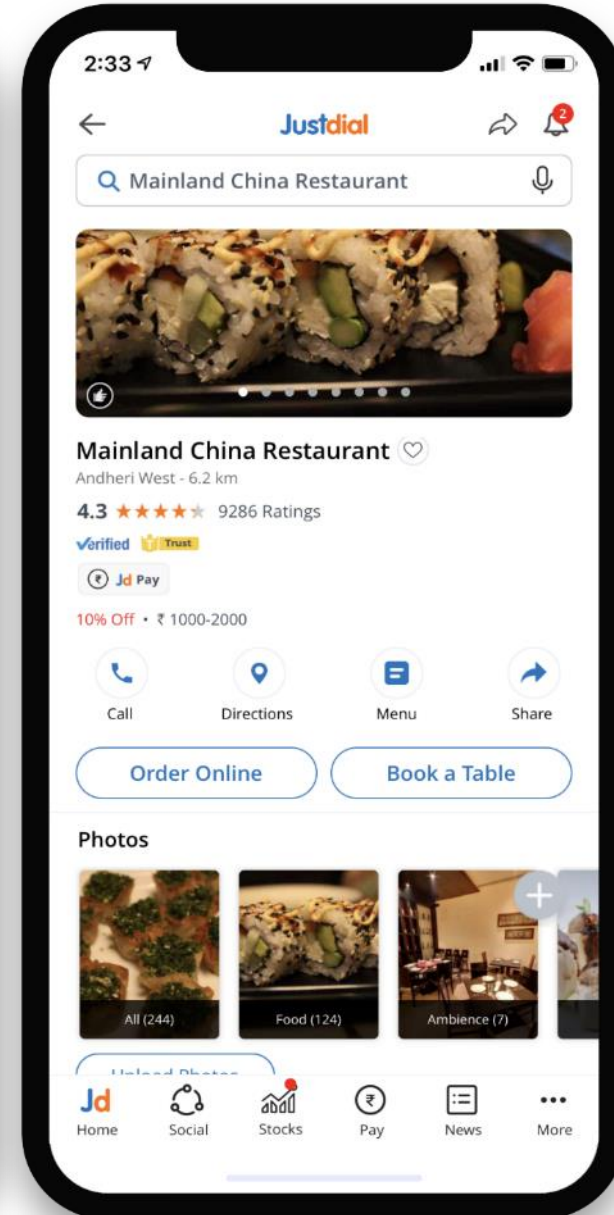
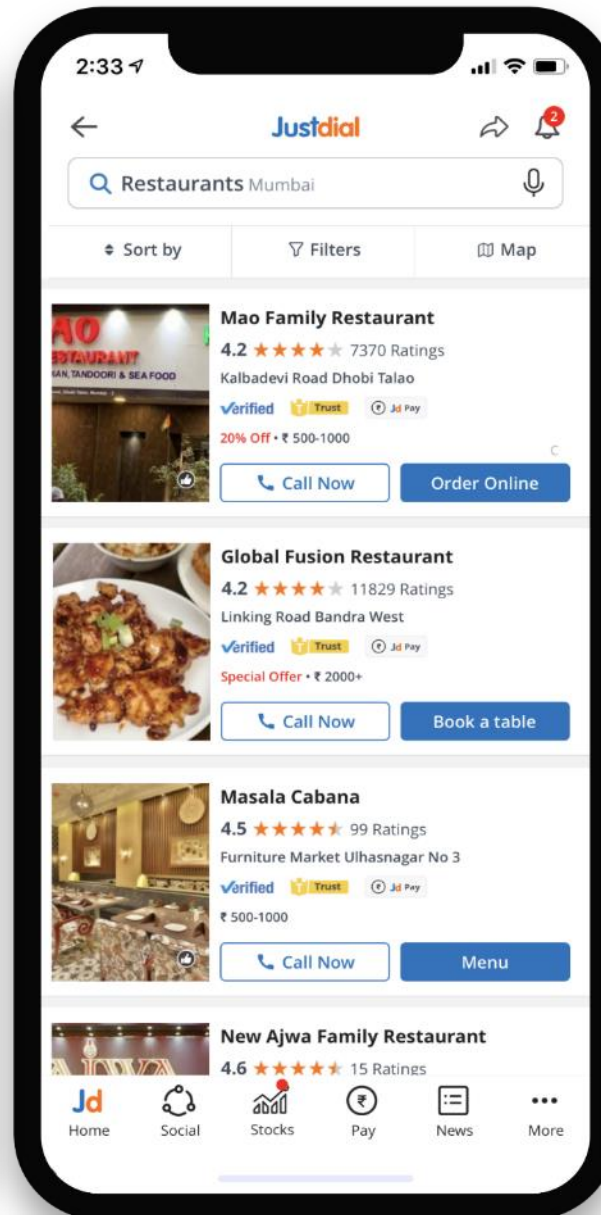
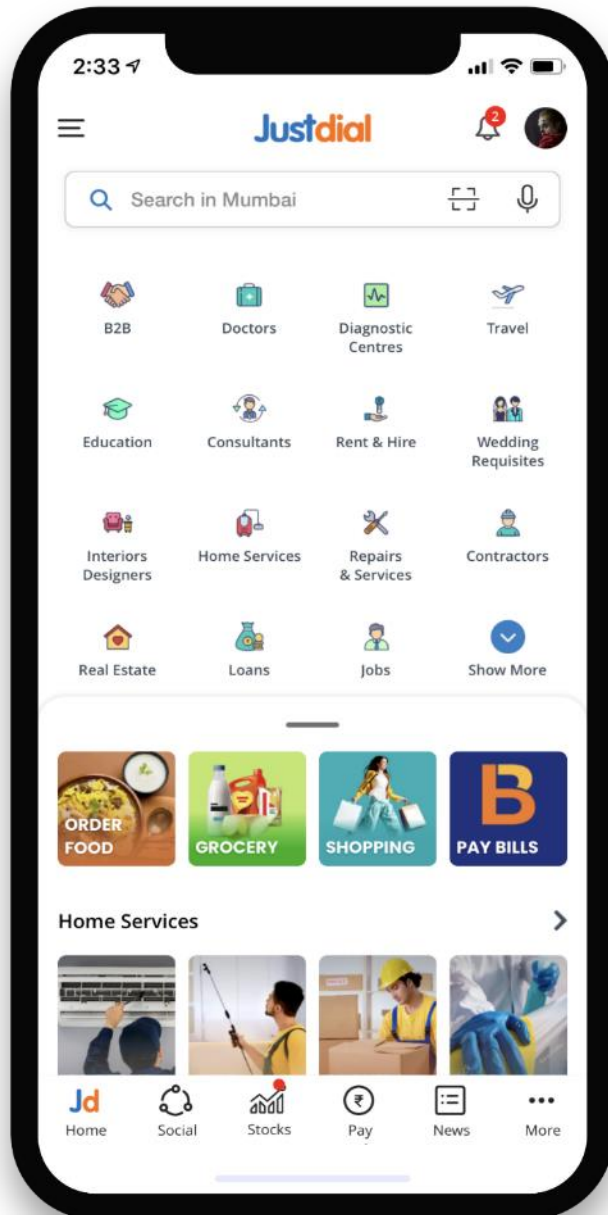
Cumulative JD App Downloads (million)



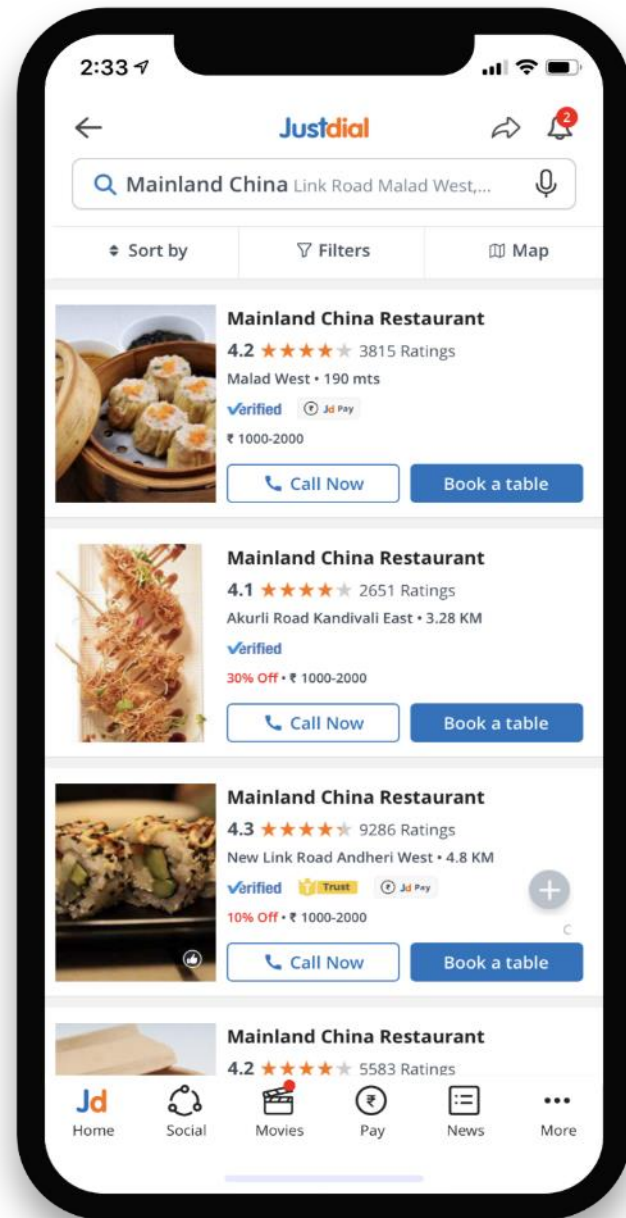
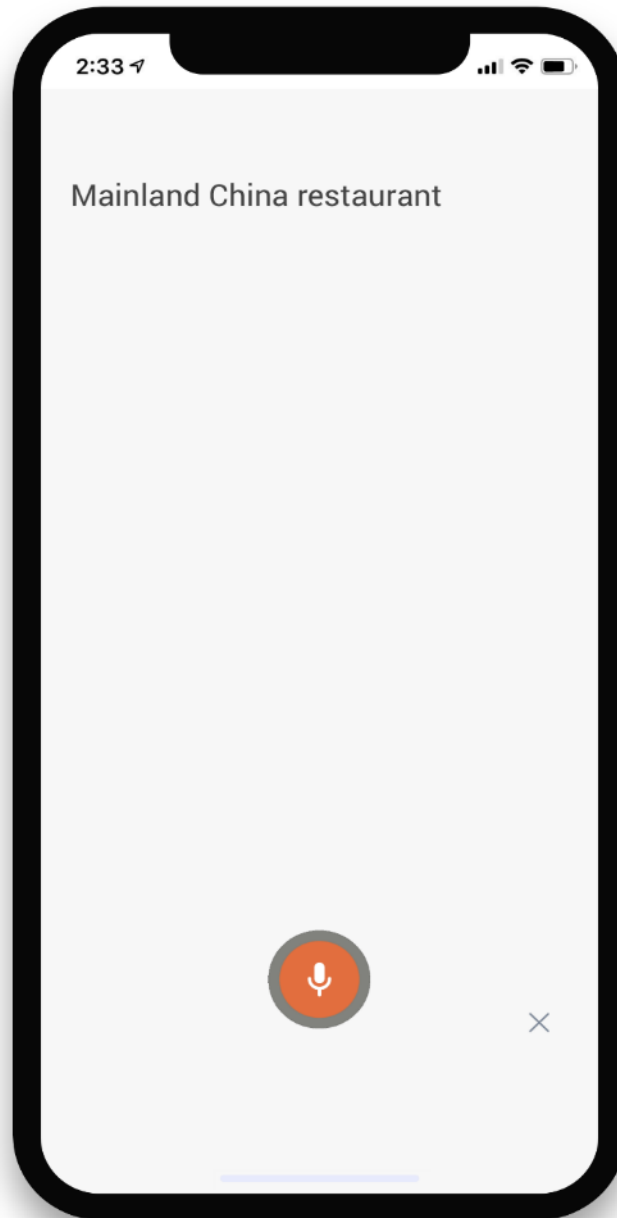


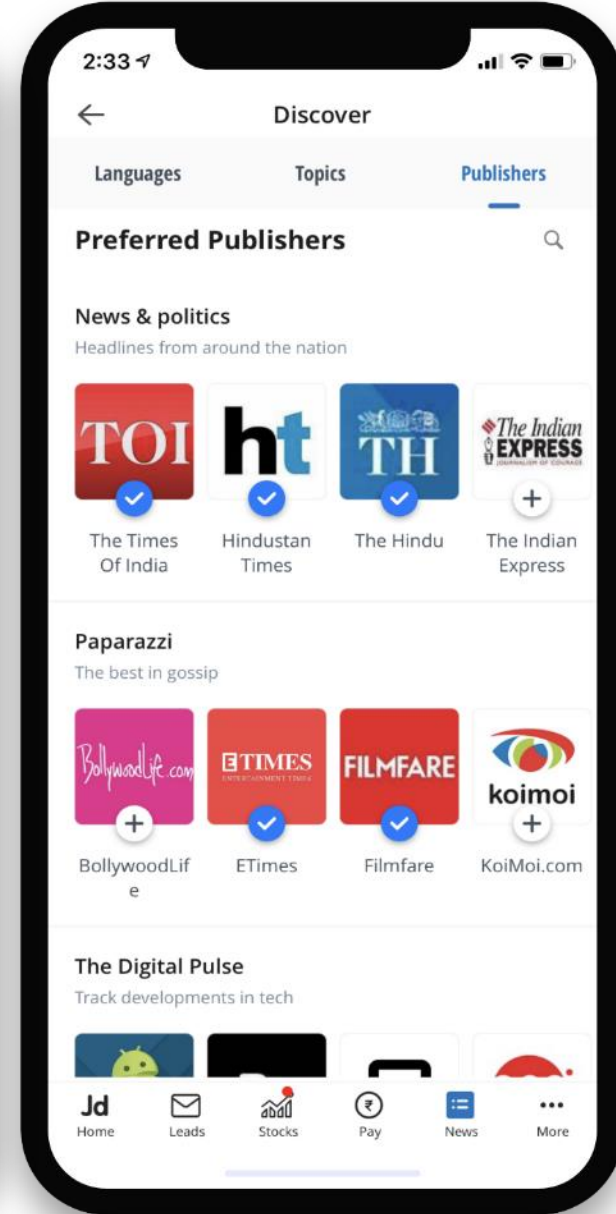
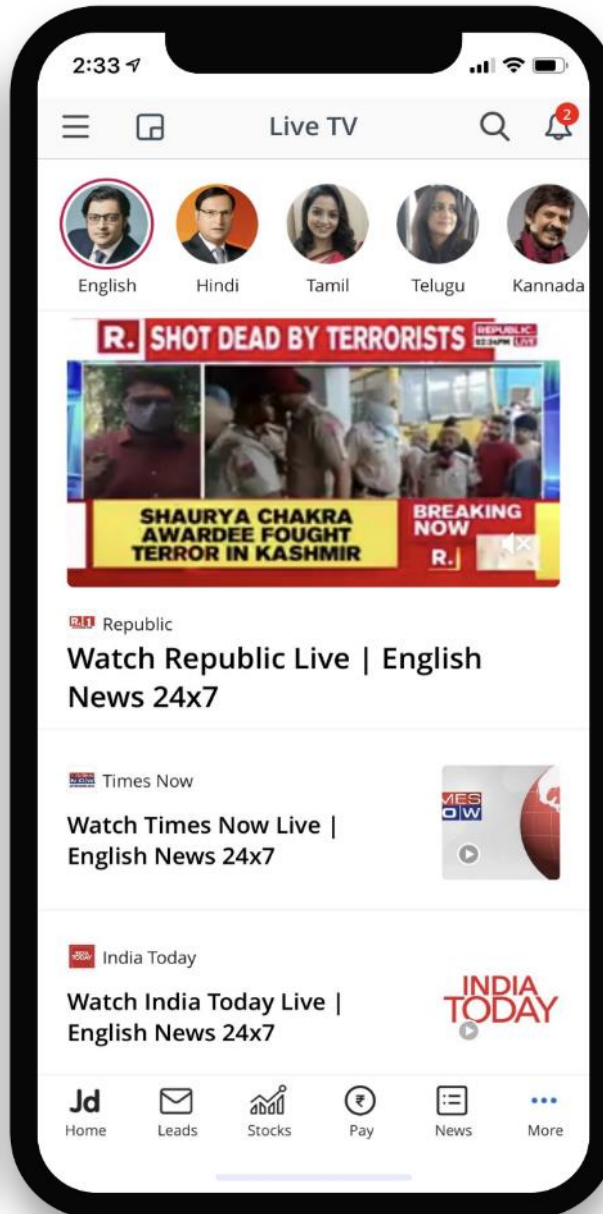
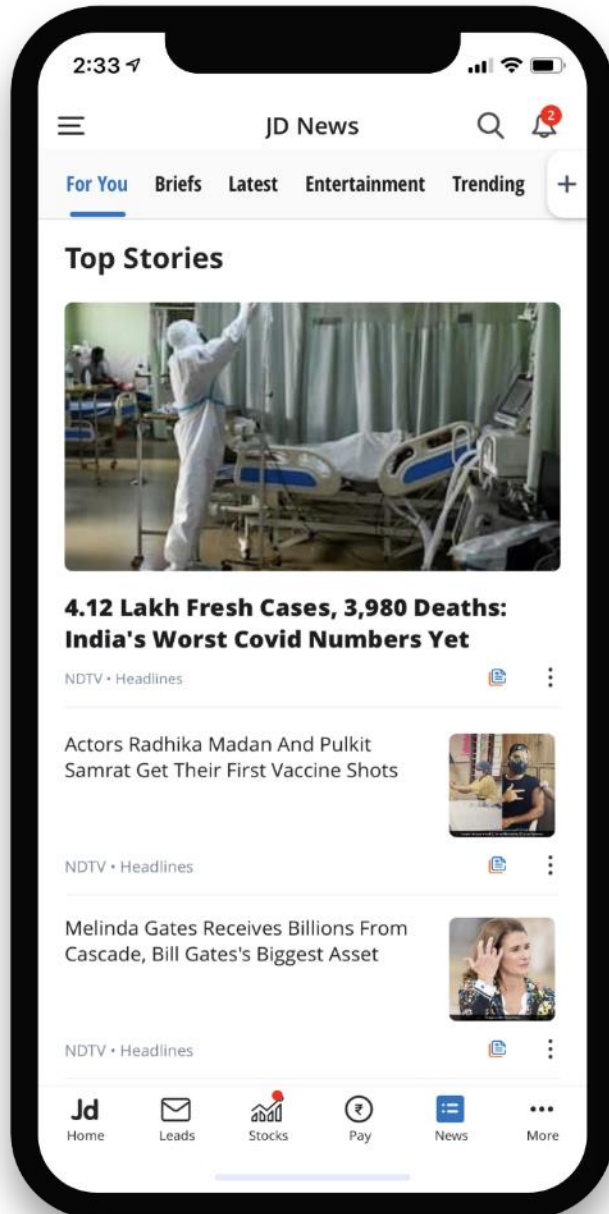
PRODUCT OVERVIEW

JD - MOBILE

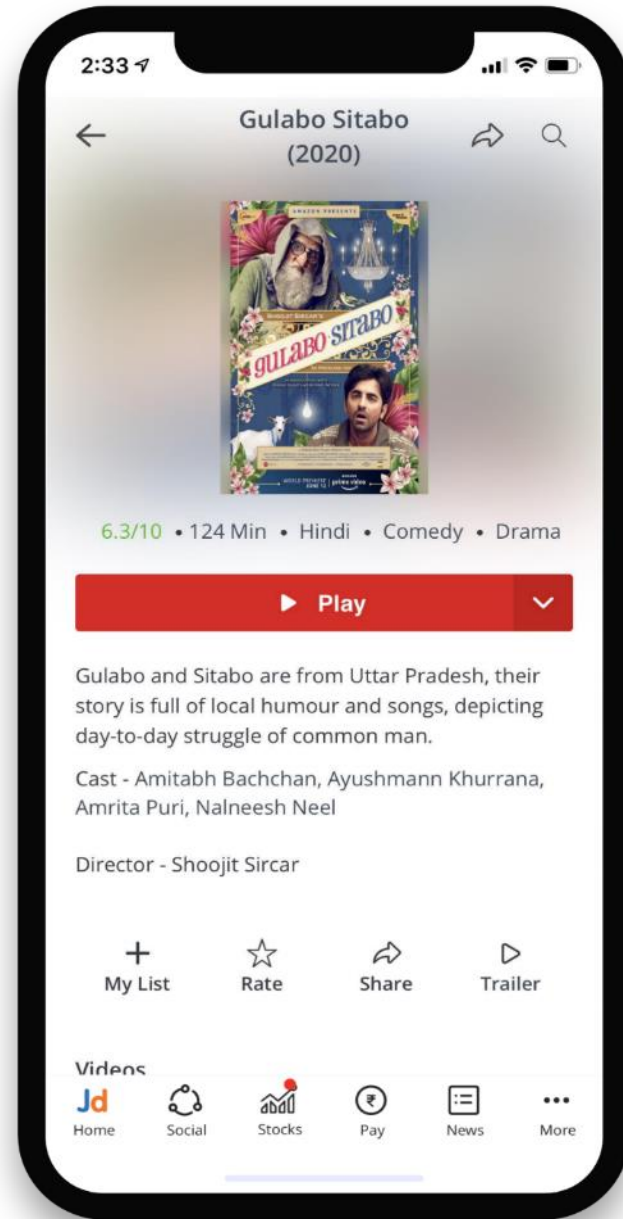
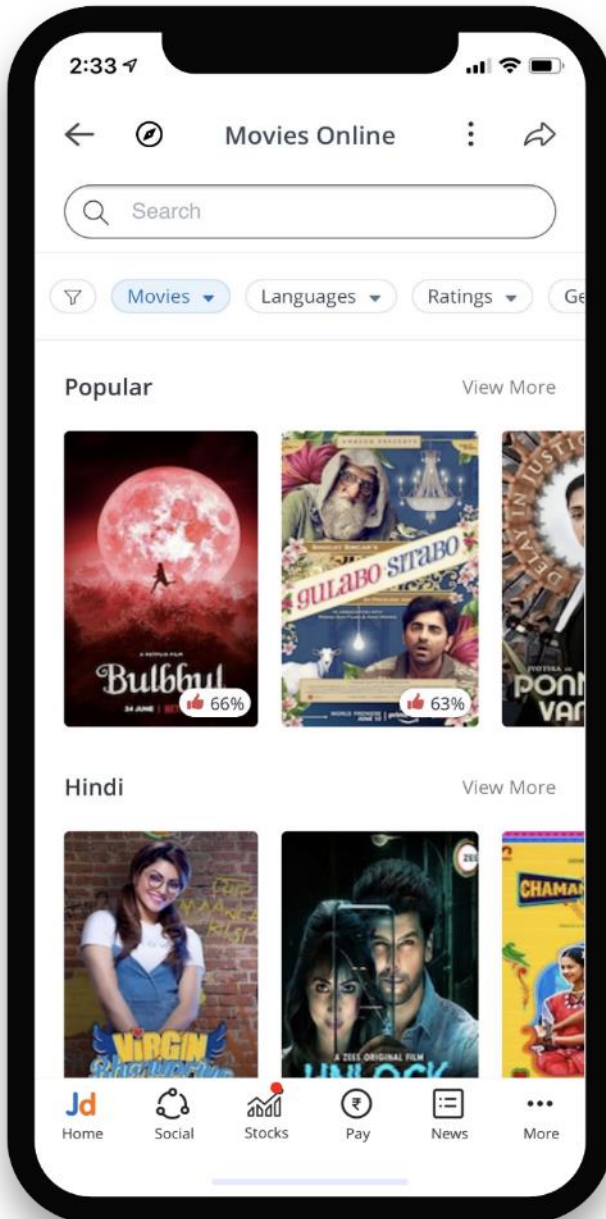


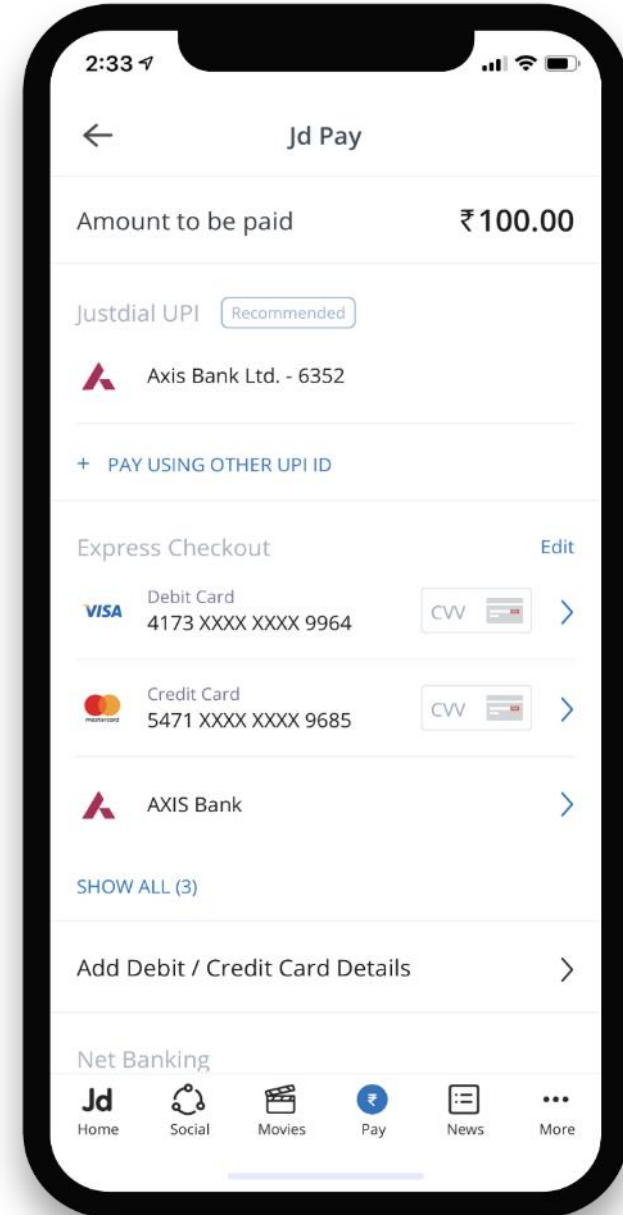
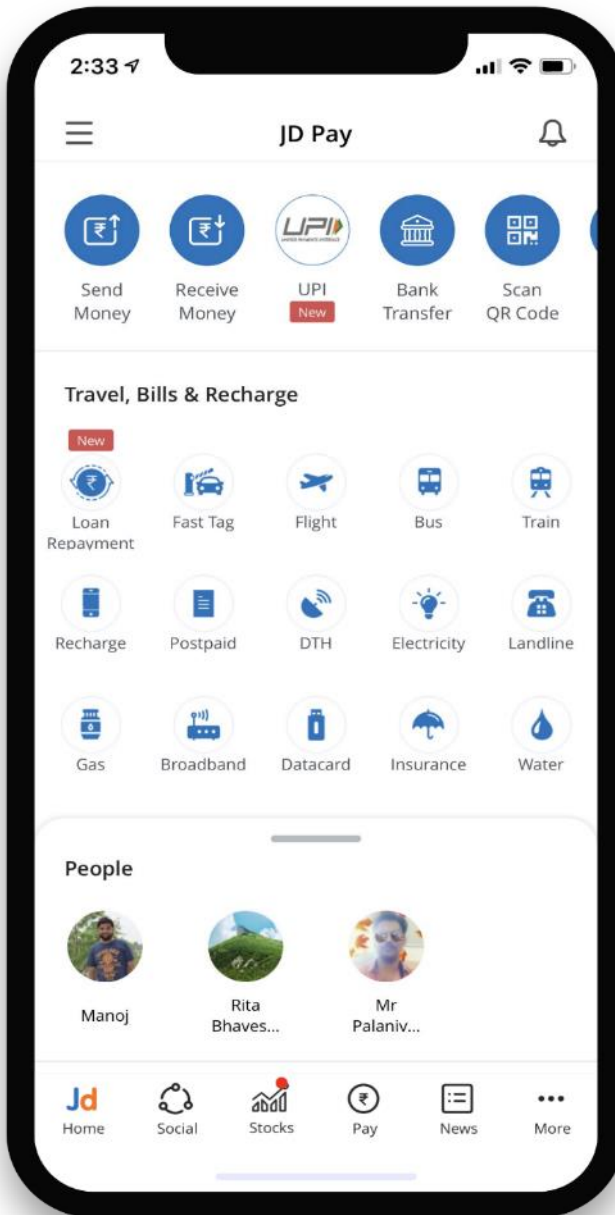
VOICE SEARCH

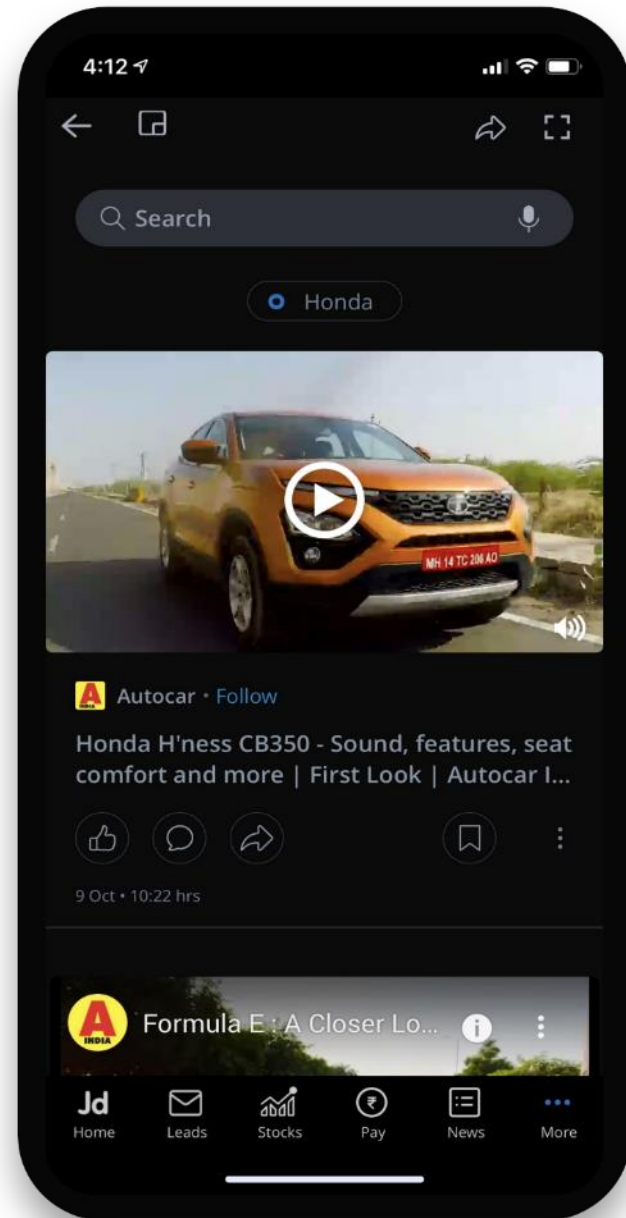
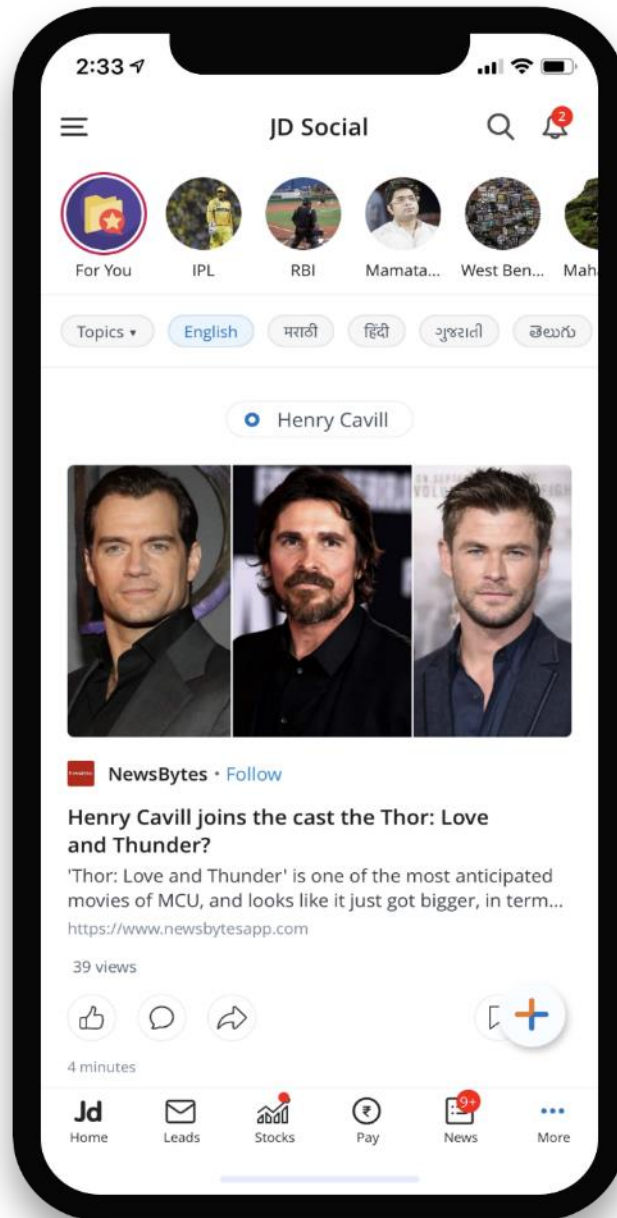




MOVIES ONLINE







BEYOND SEARCH

Price Comparison

Hail a Cab

Flight Tickets

Train Tickets

Bus Tickets

Hotel Bookings

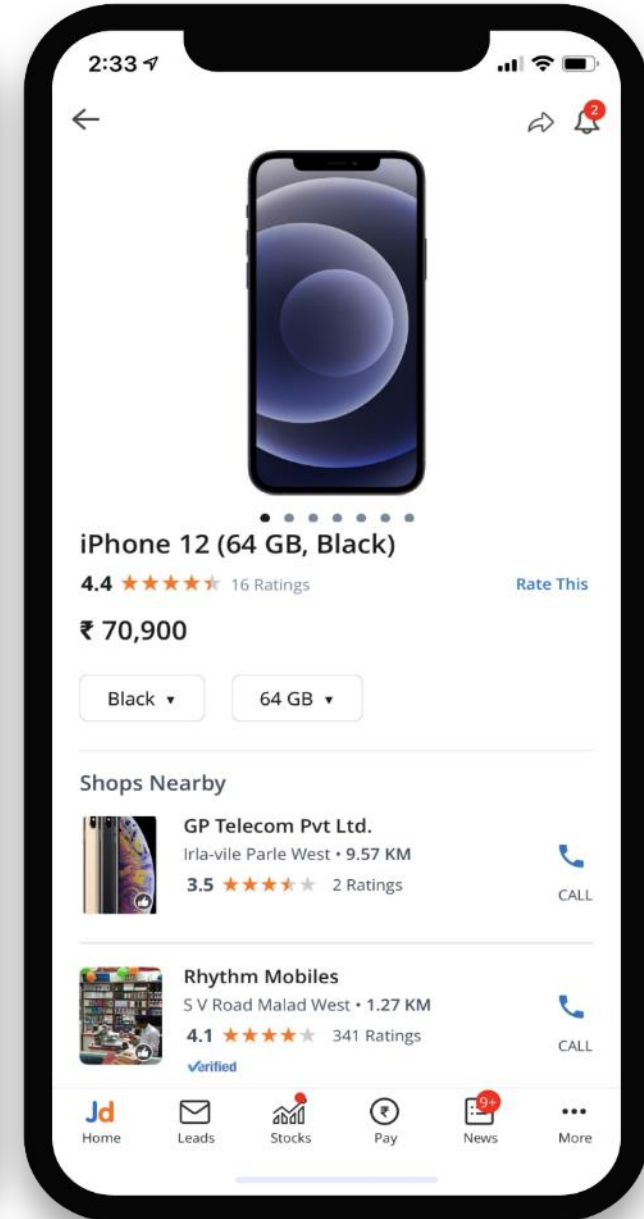
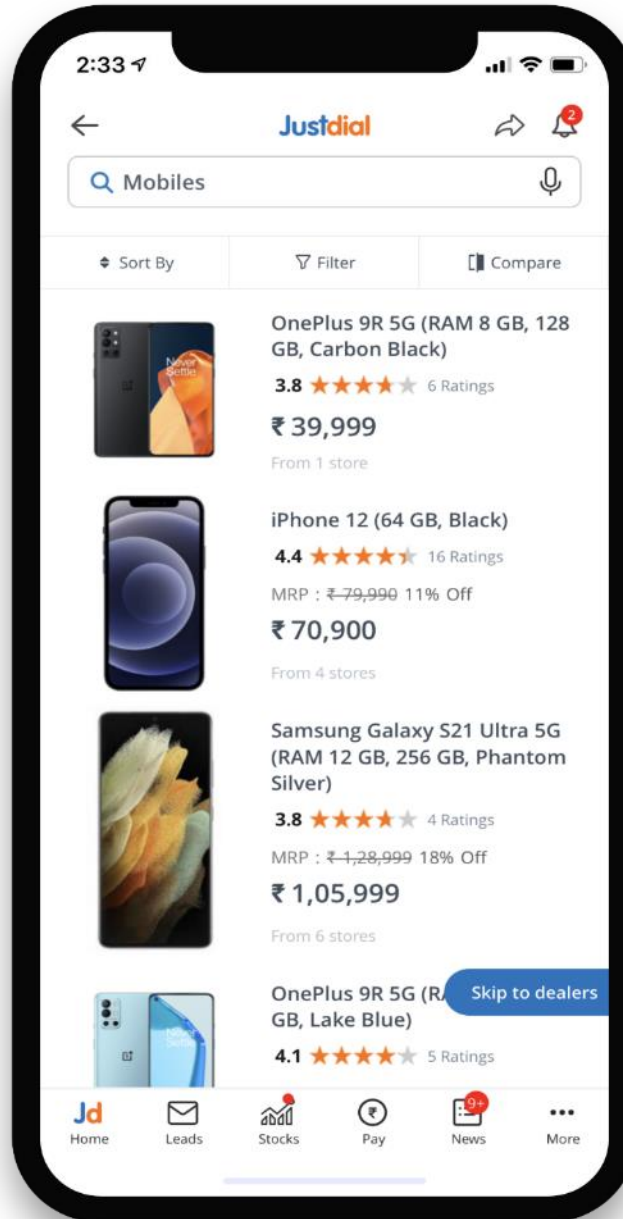
Bills & Recharge

Stocks

Augmented Reality

Pay via UPI

... and many more.



BEYOND SEARCH

Price Comparison



Hail a Cab

Flight Tickets

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Bus Tickets

Hotel Bookings

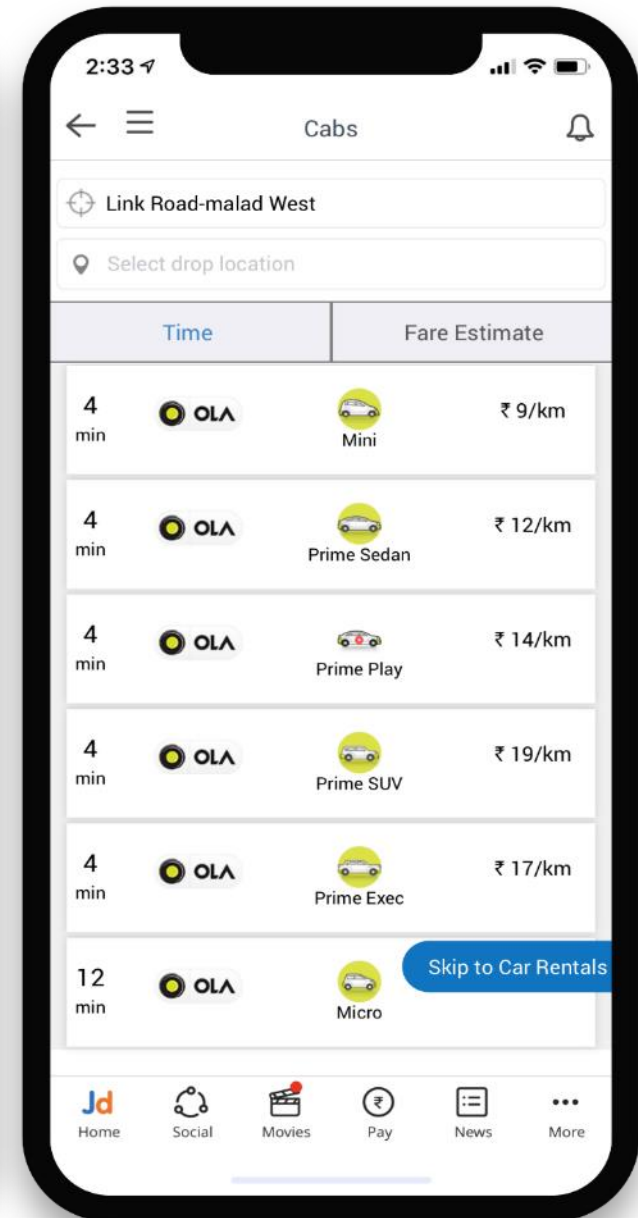
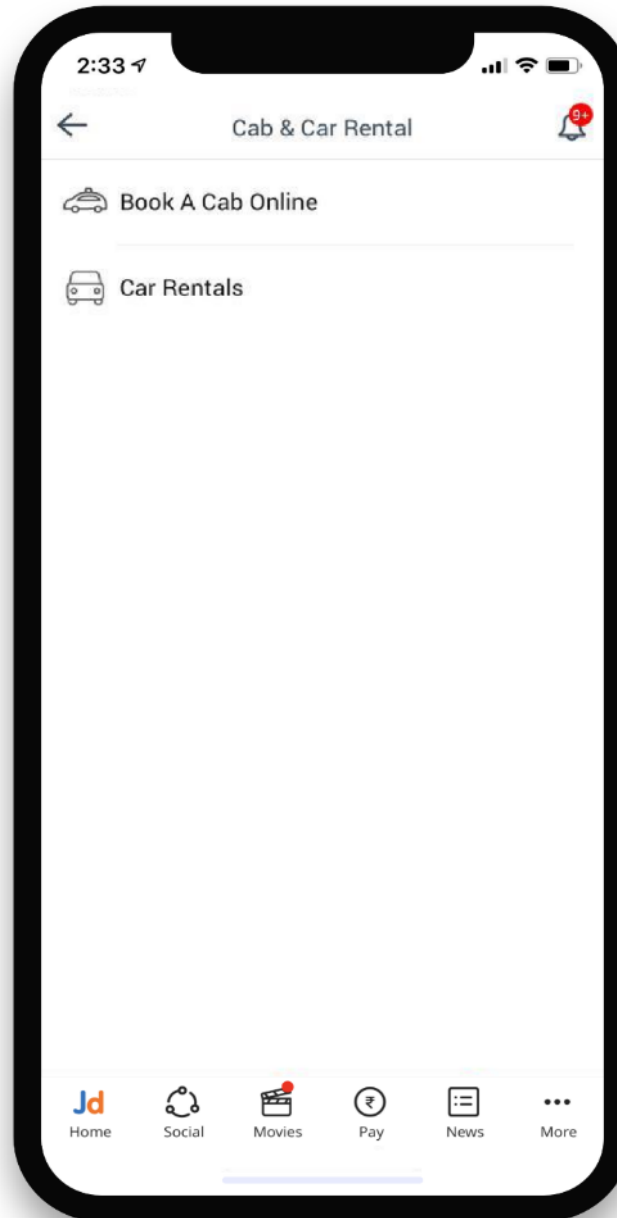
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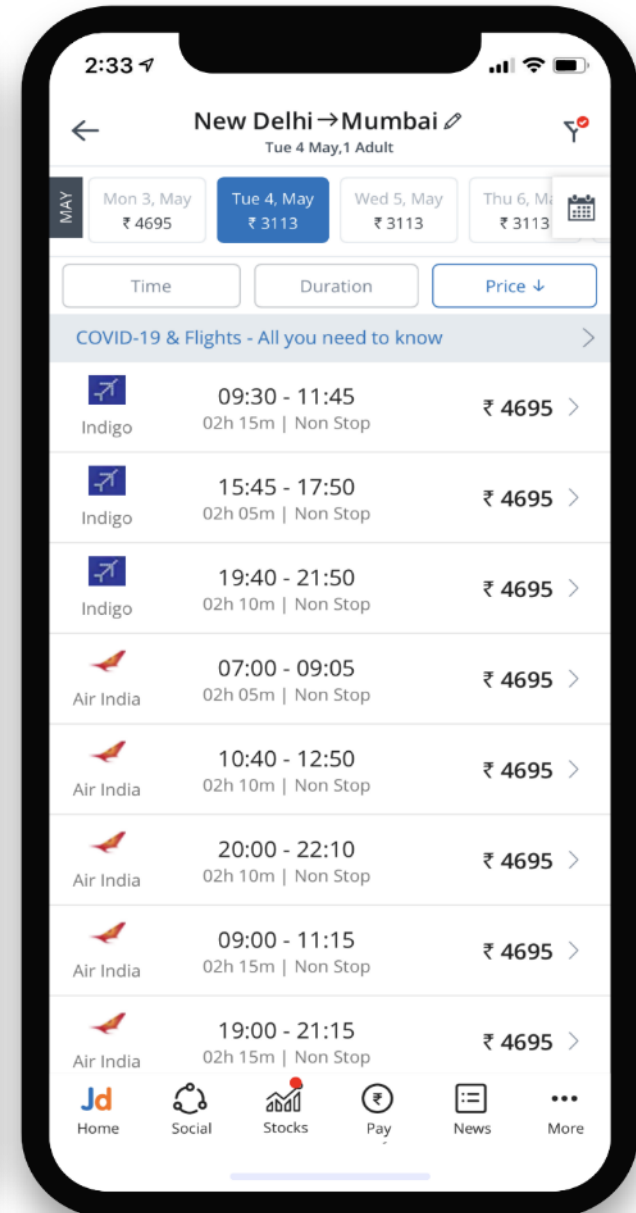
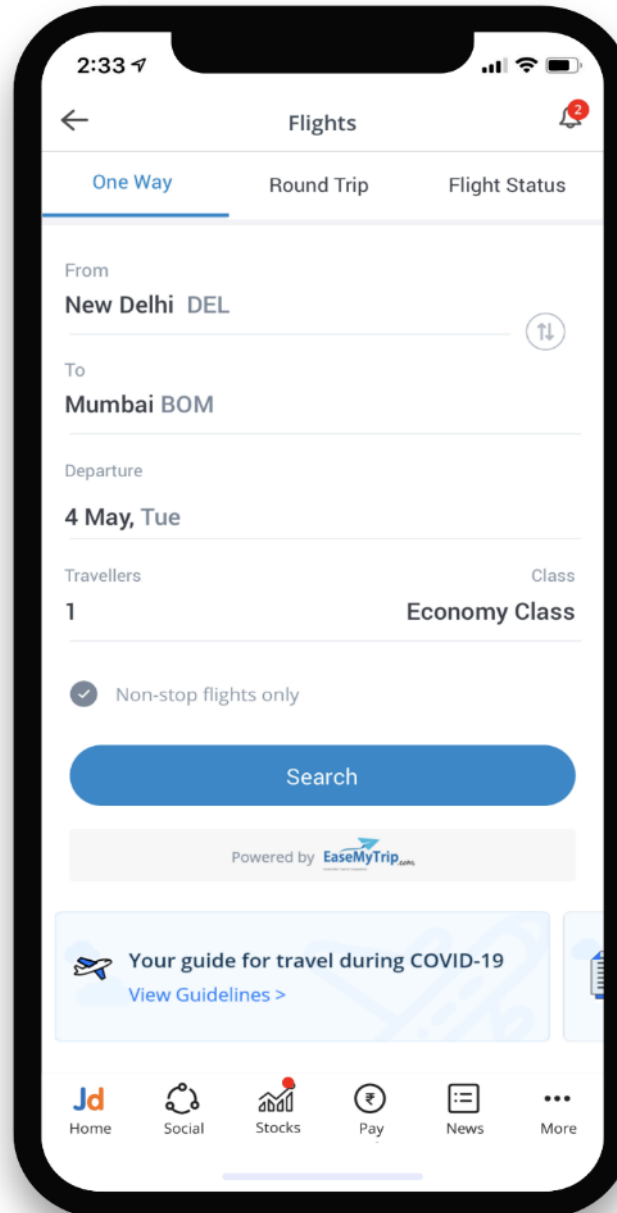
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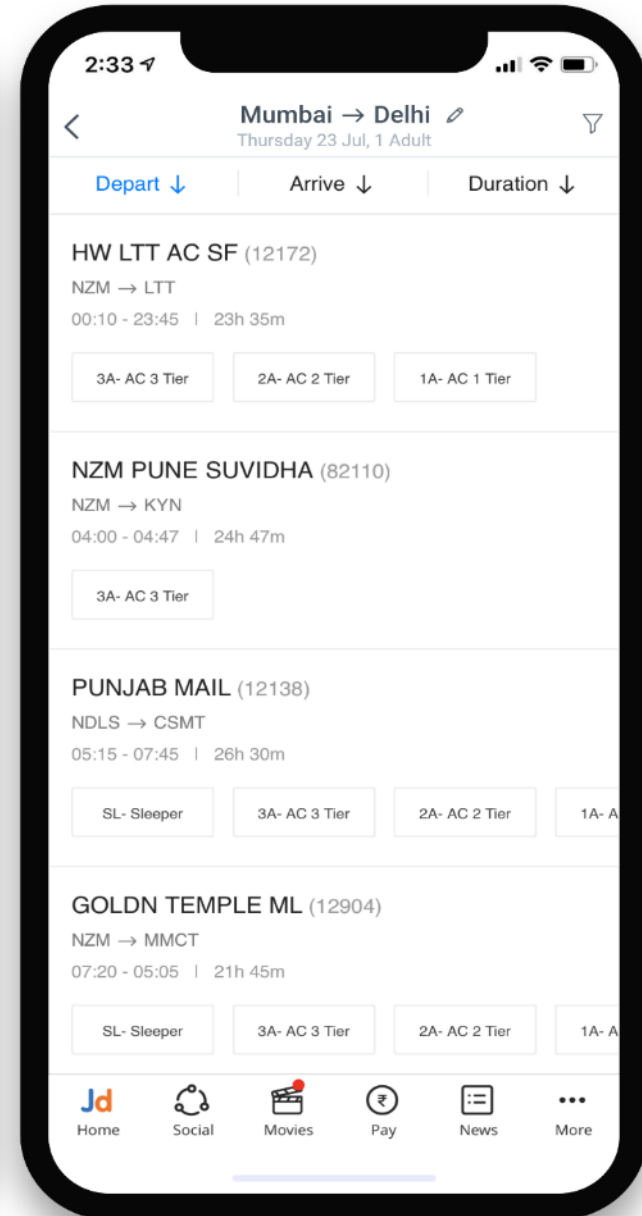
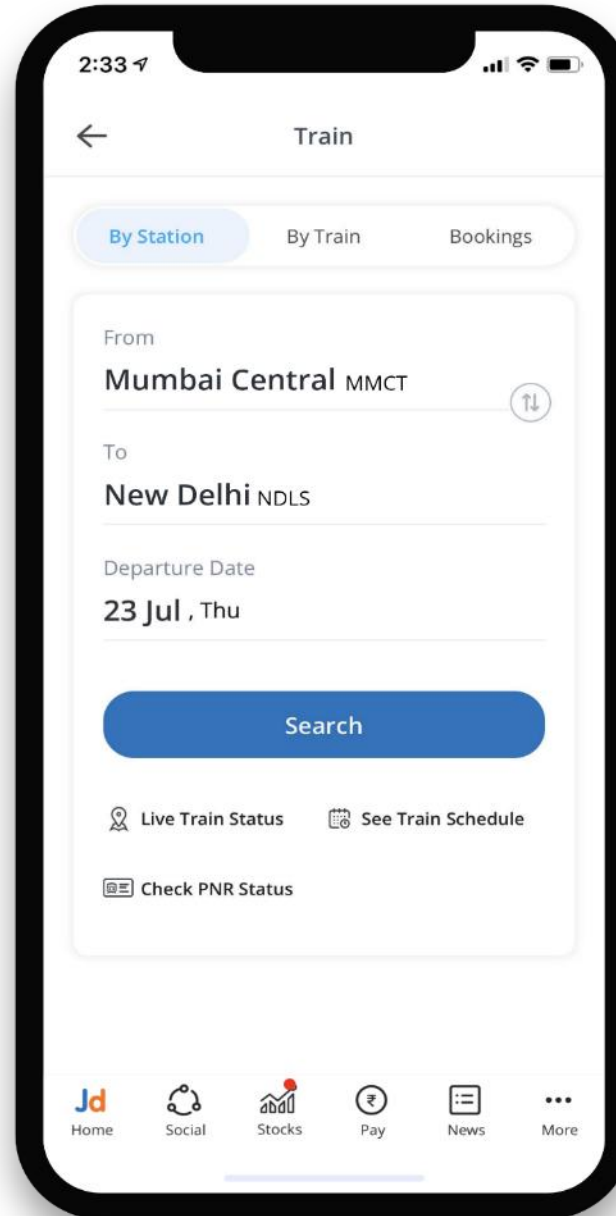
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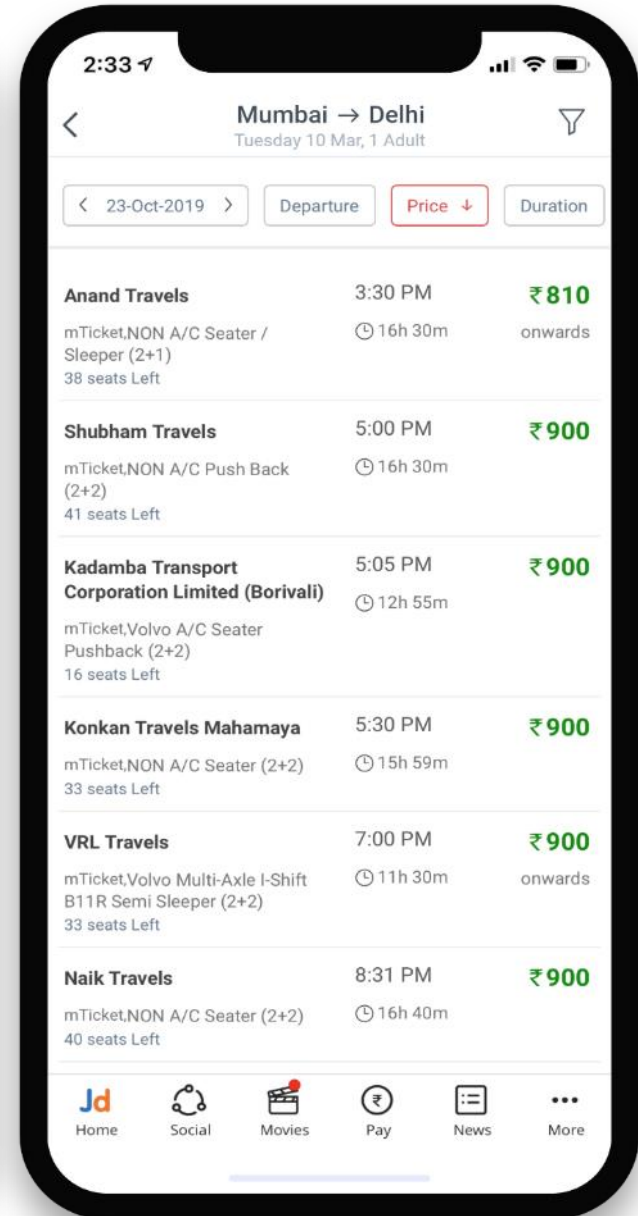
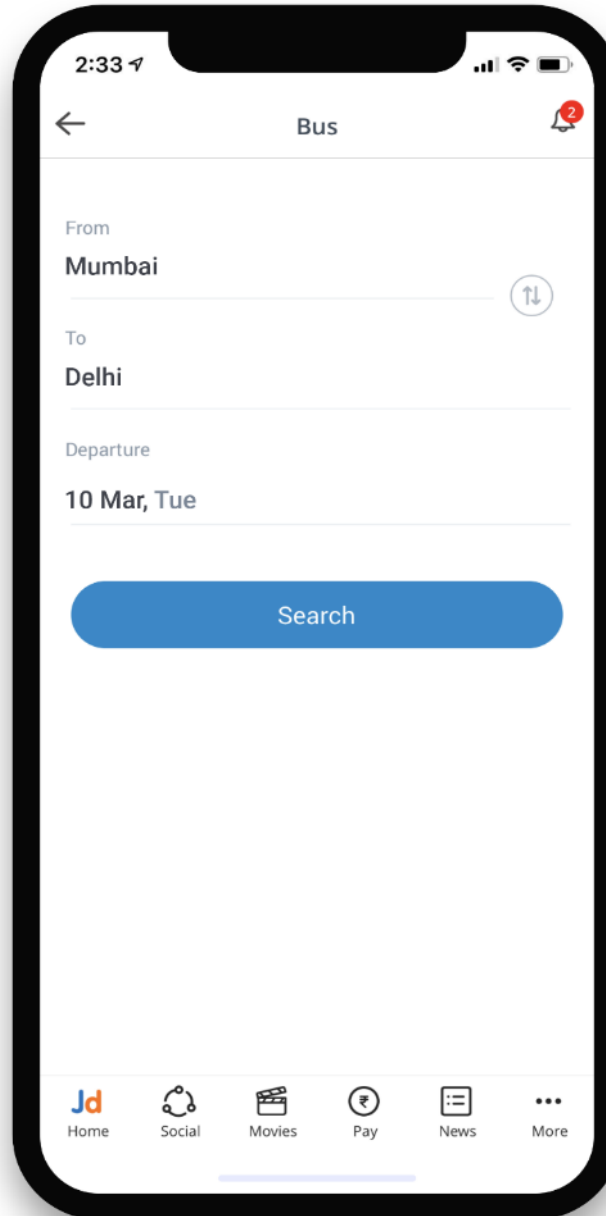
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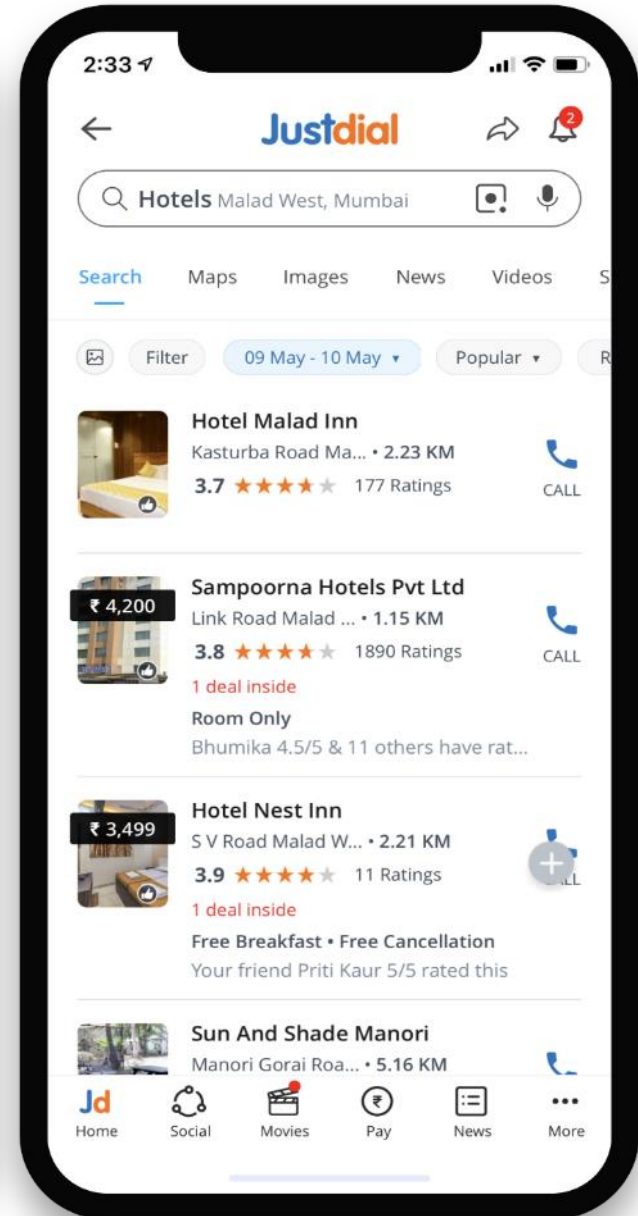
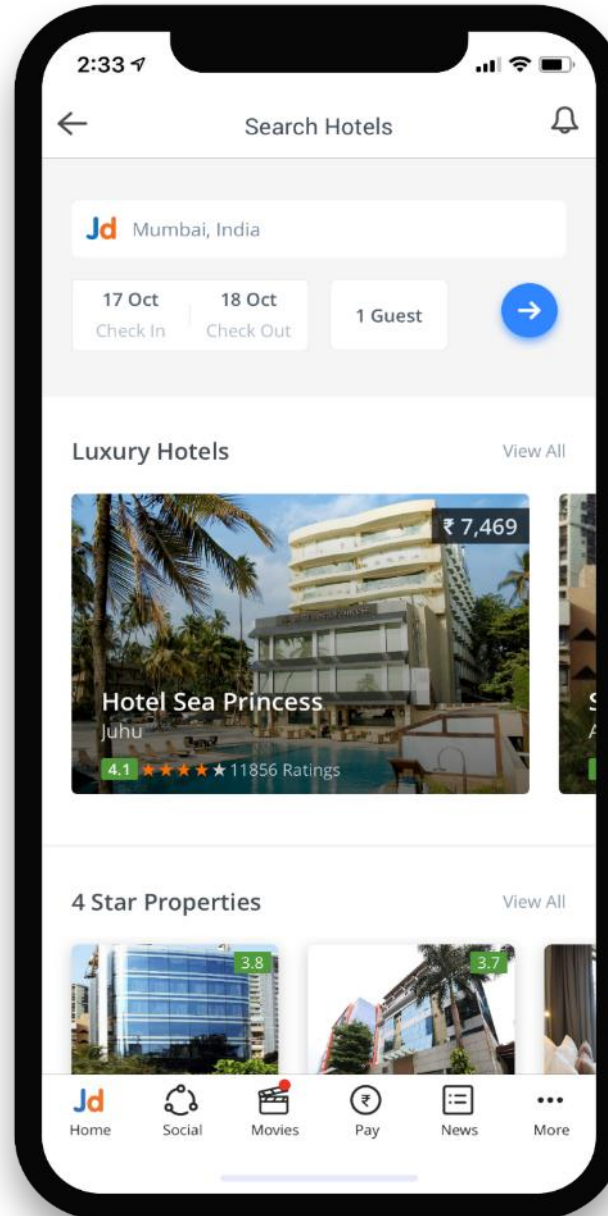
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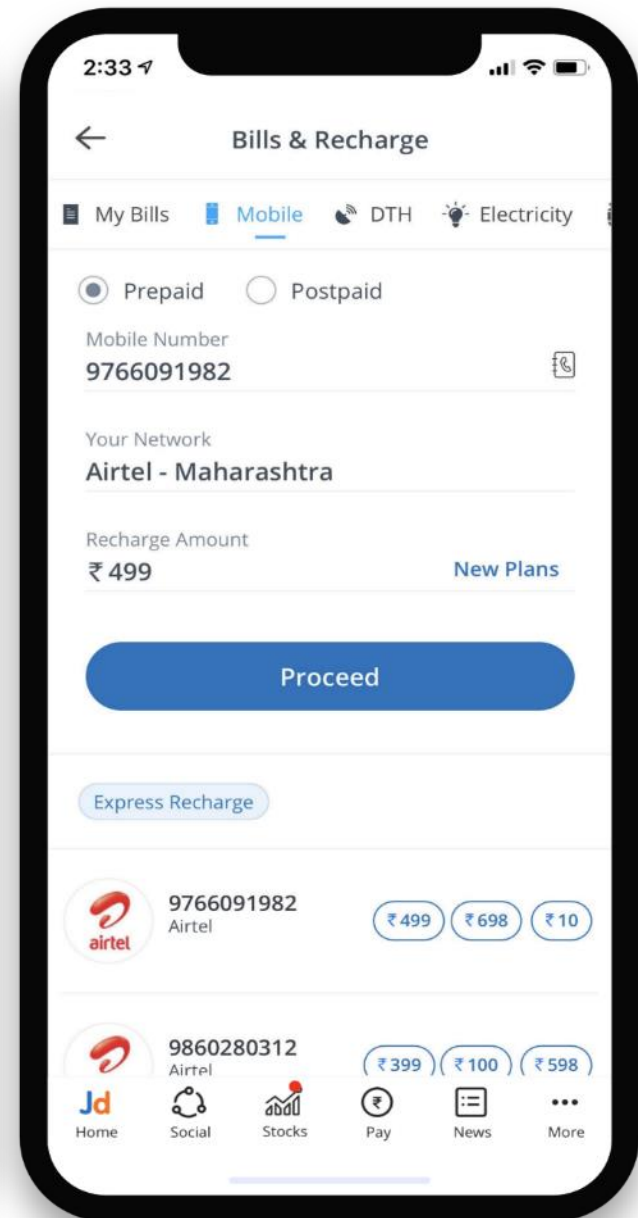
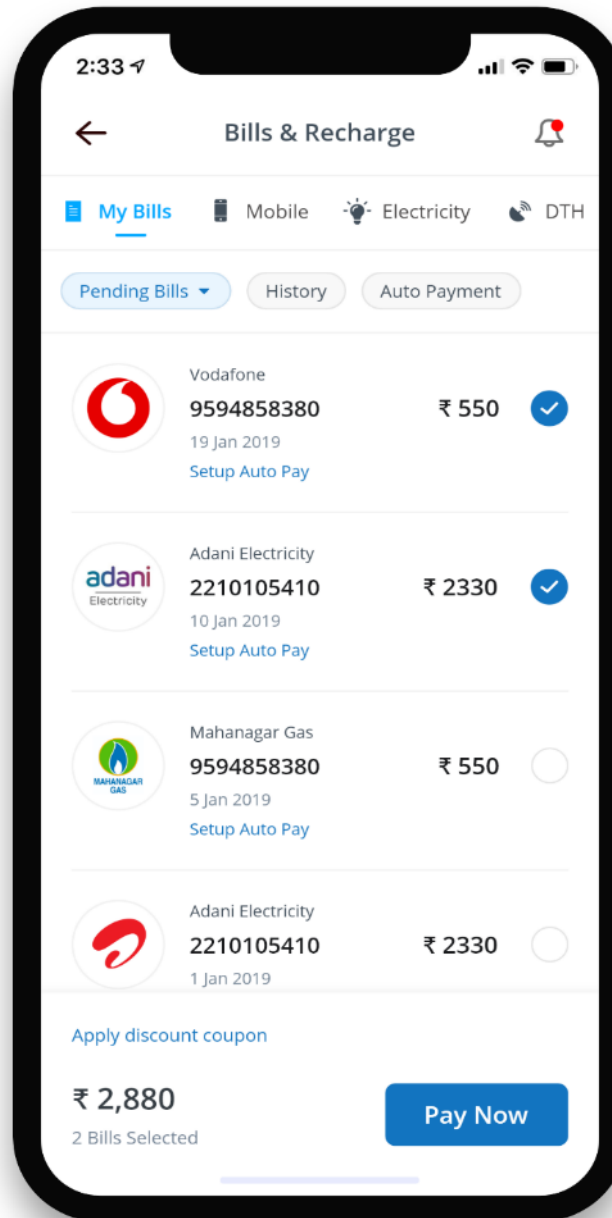
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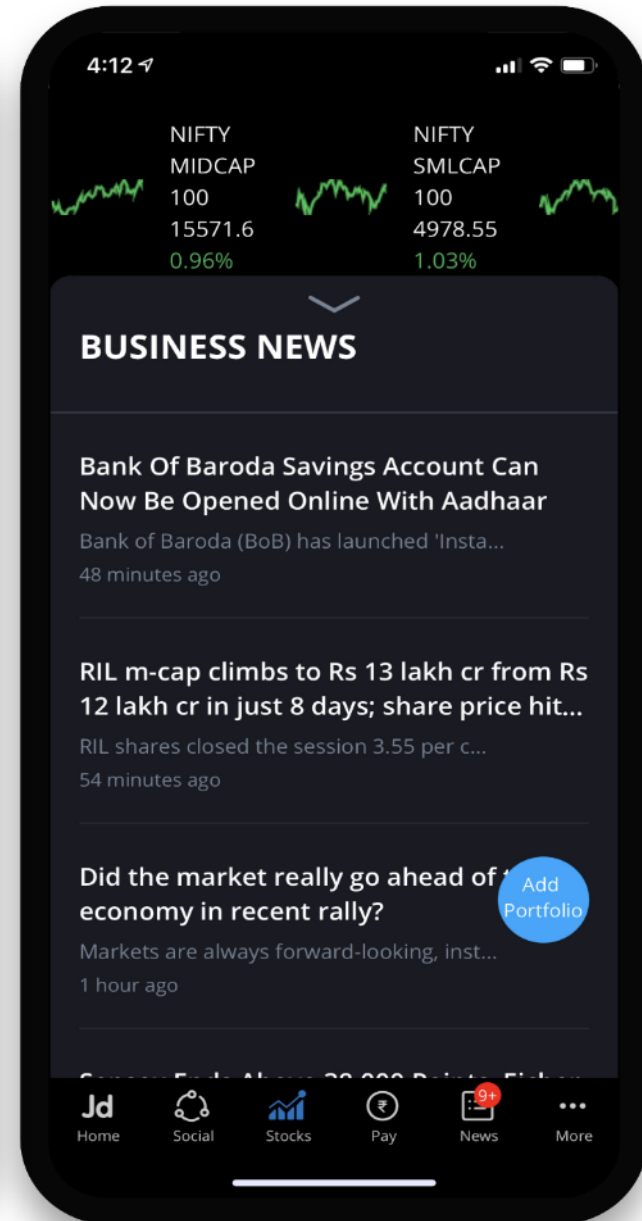
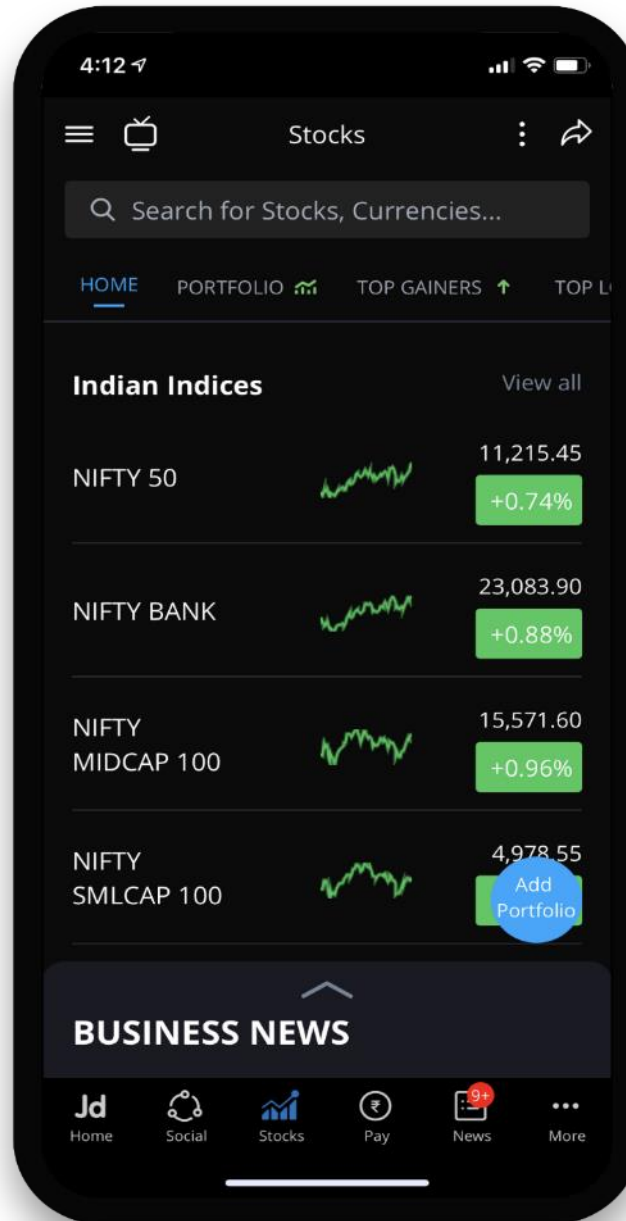
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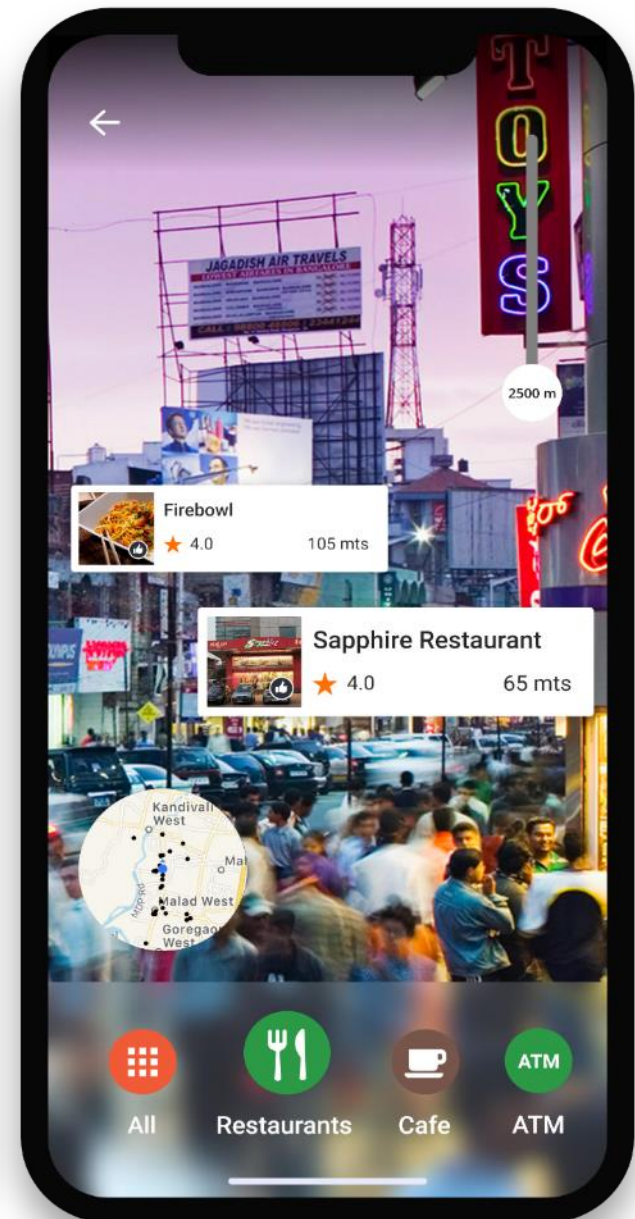
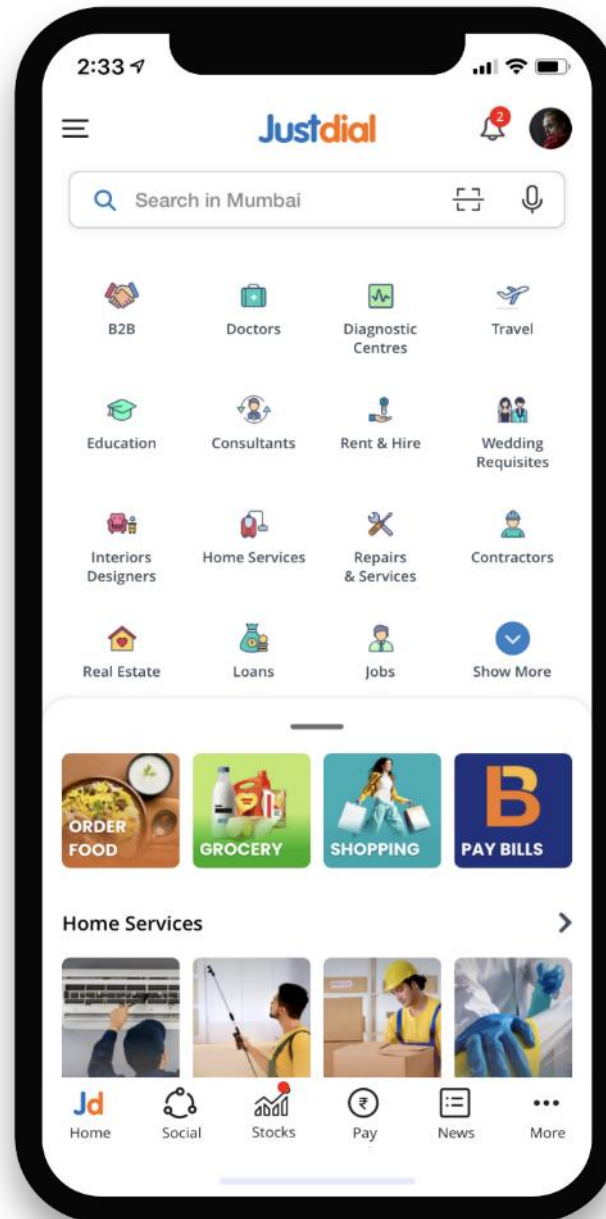
Bills & Recharge

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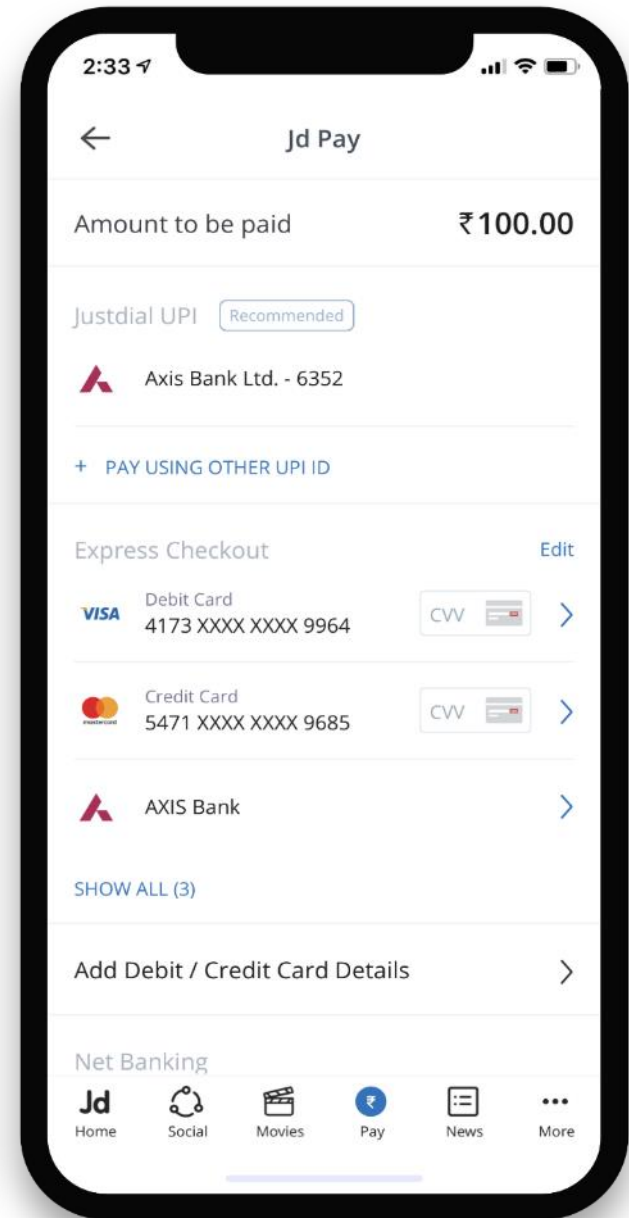
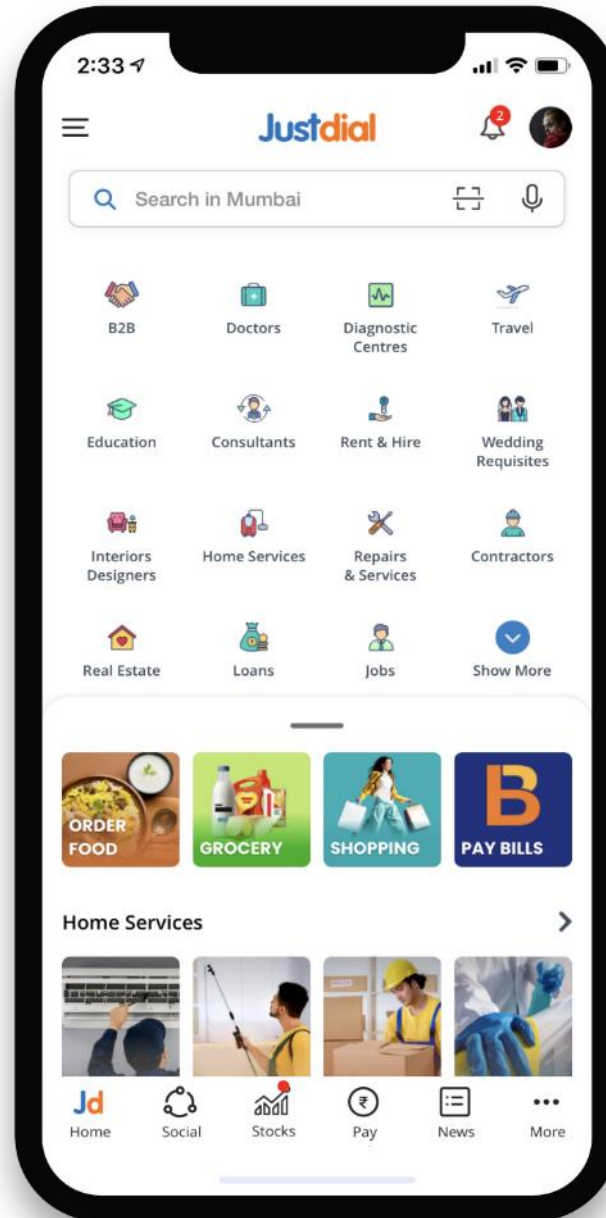
Stocks

Augmented Reality



Pay via UPI

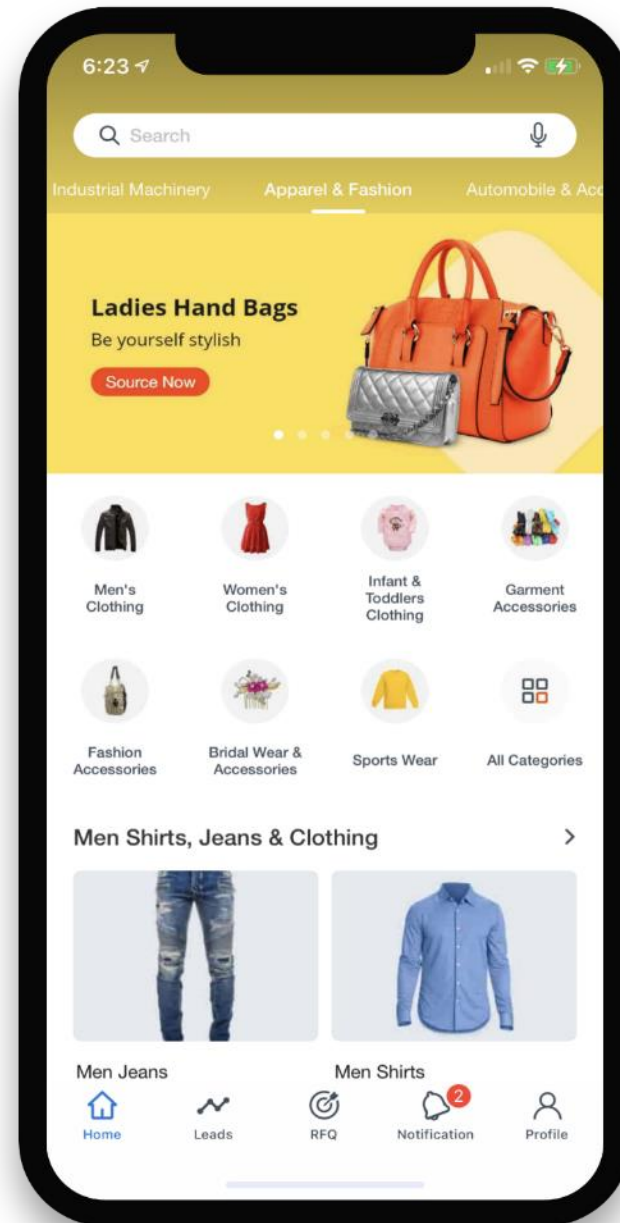
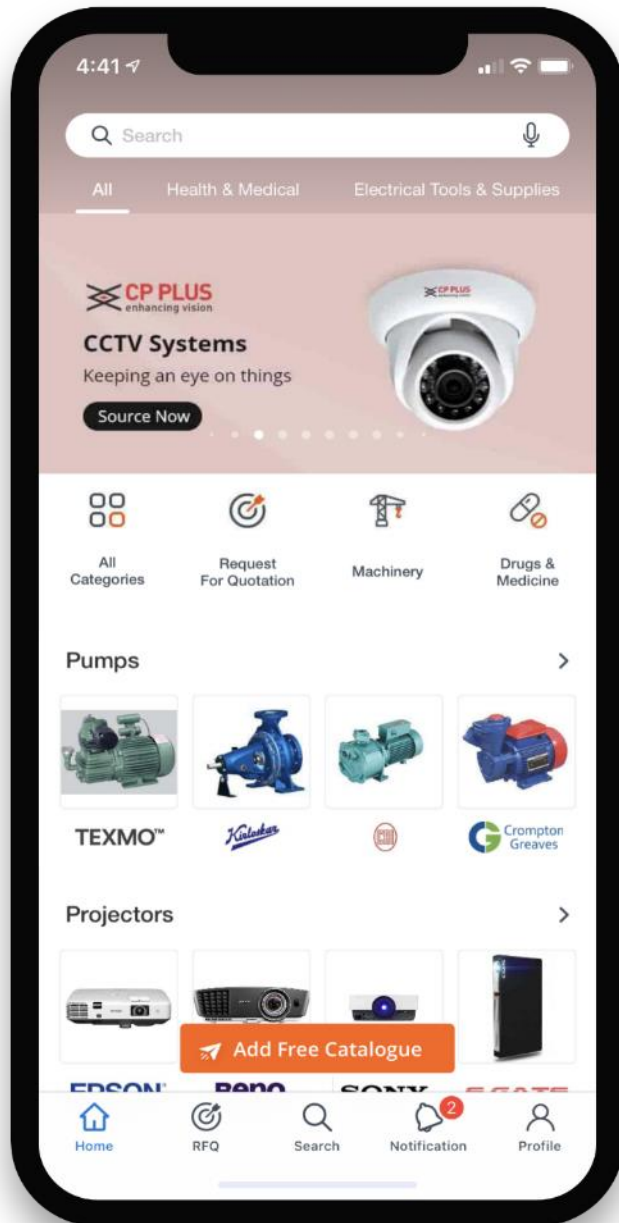
... and many more.



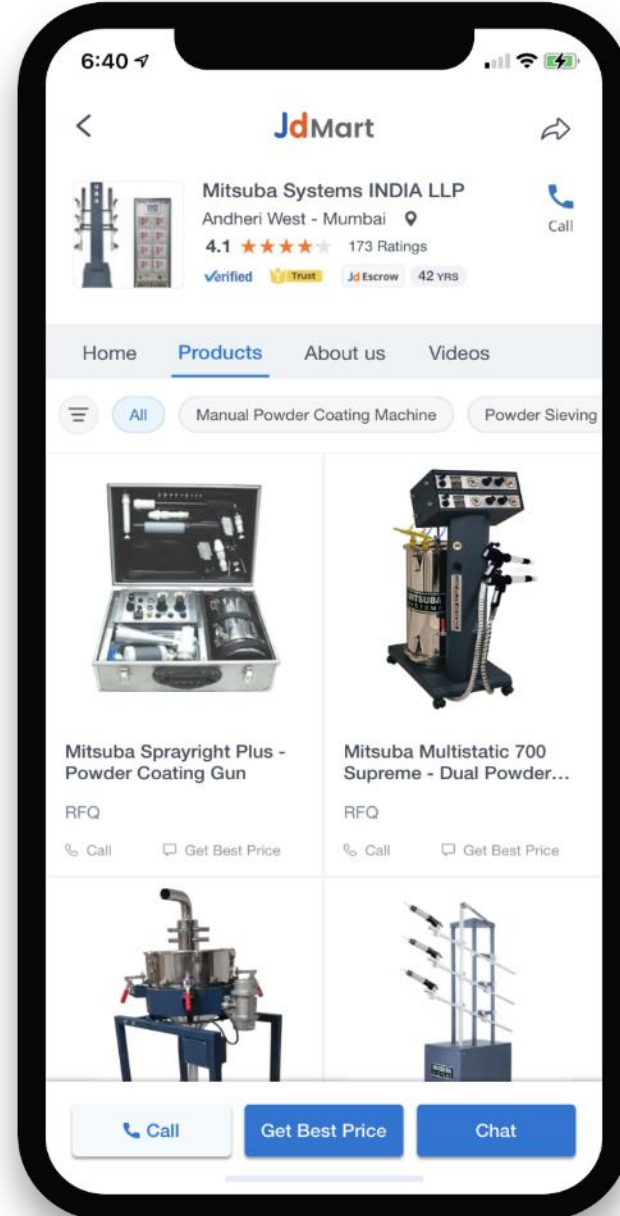
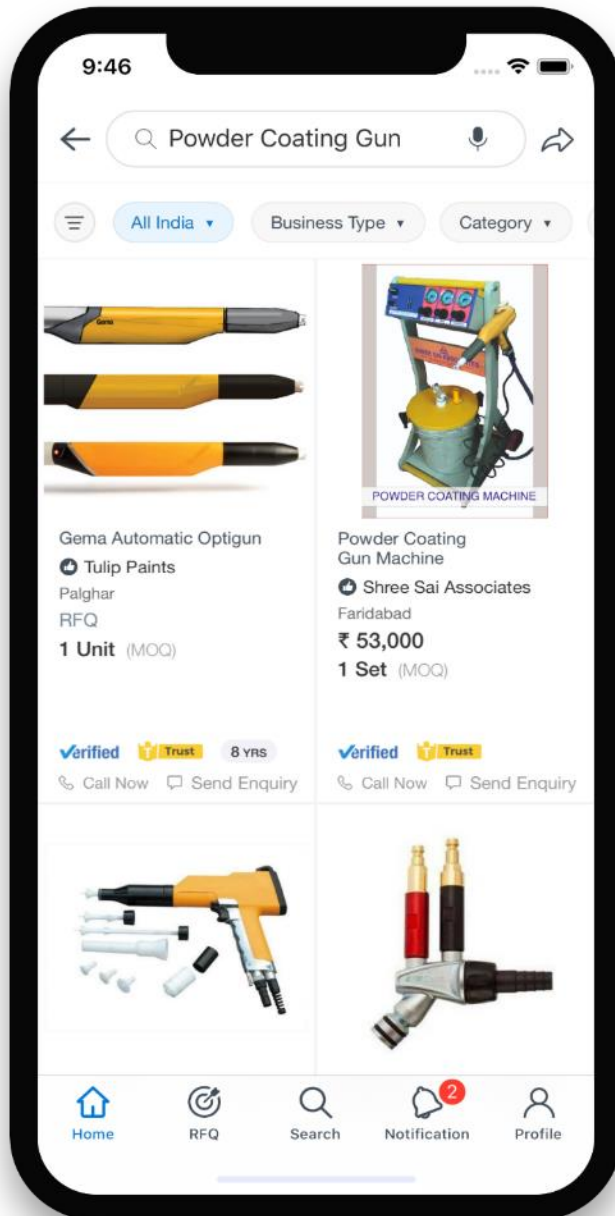


NEW INITIATIVES

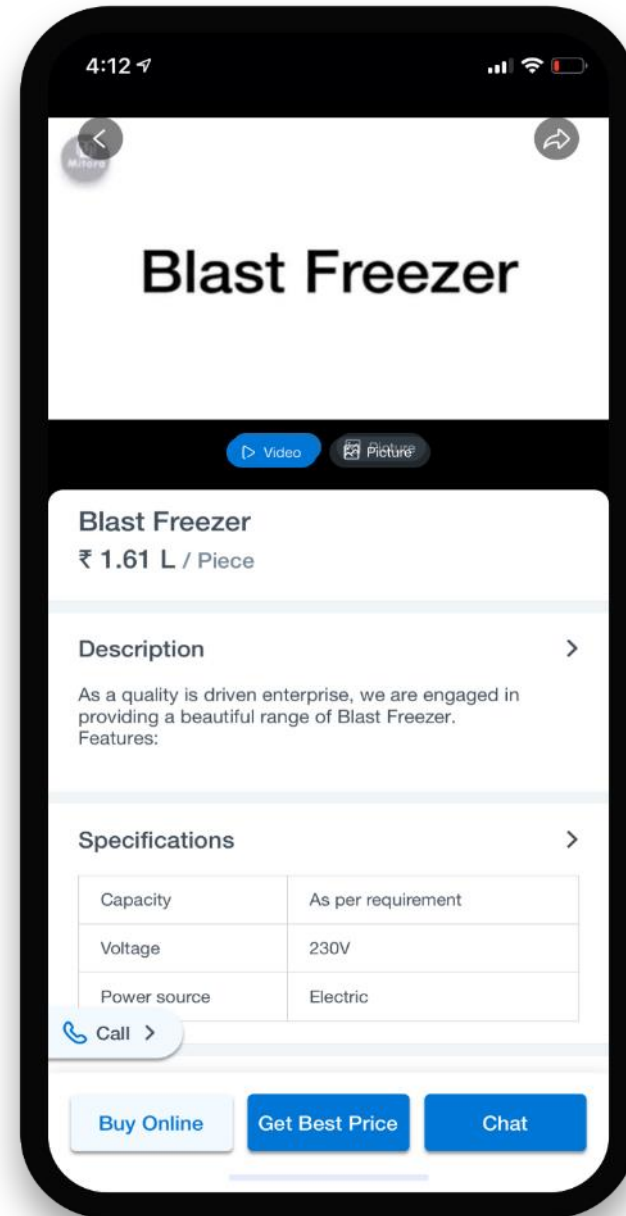
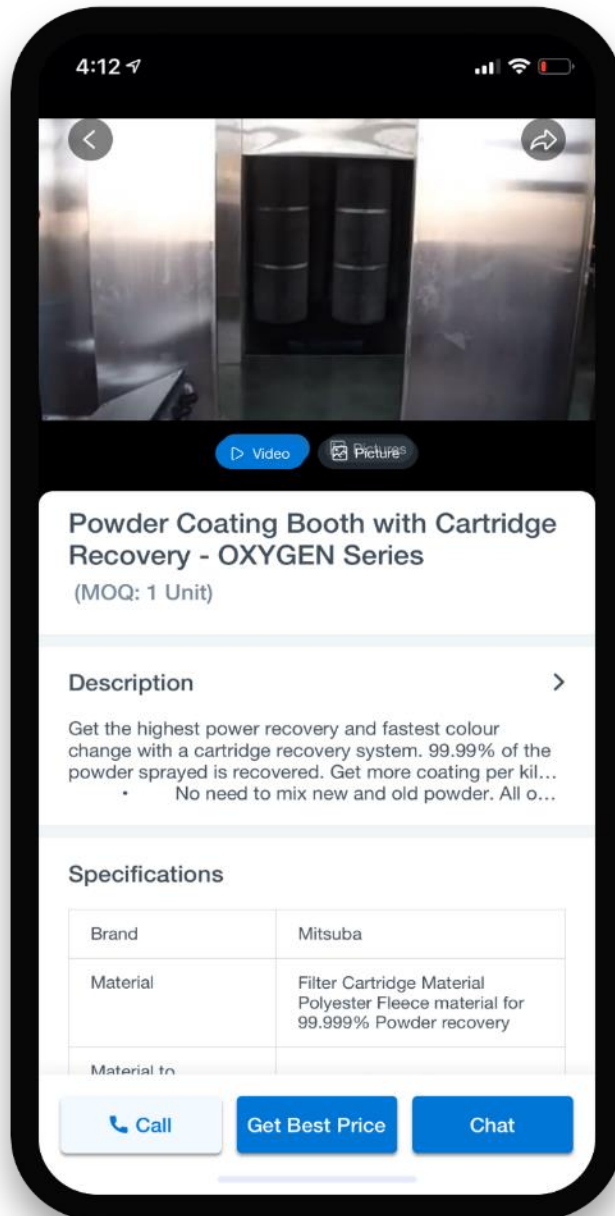
JD Mart – Exclusive B2B Platform, a New Wholesale Experience



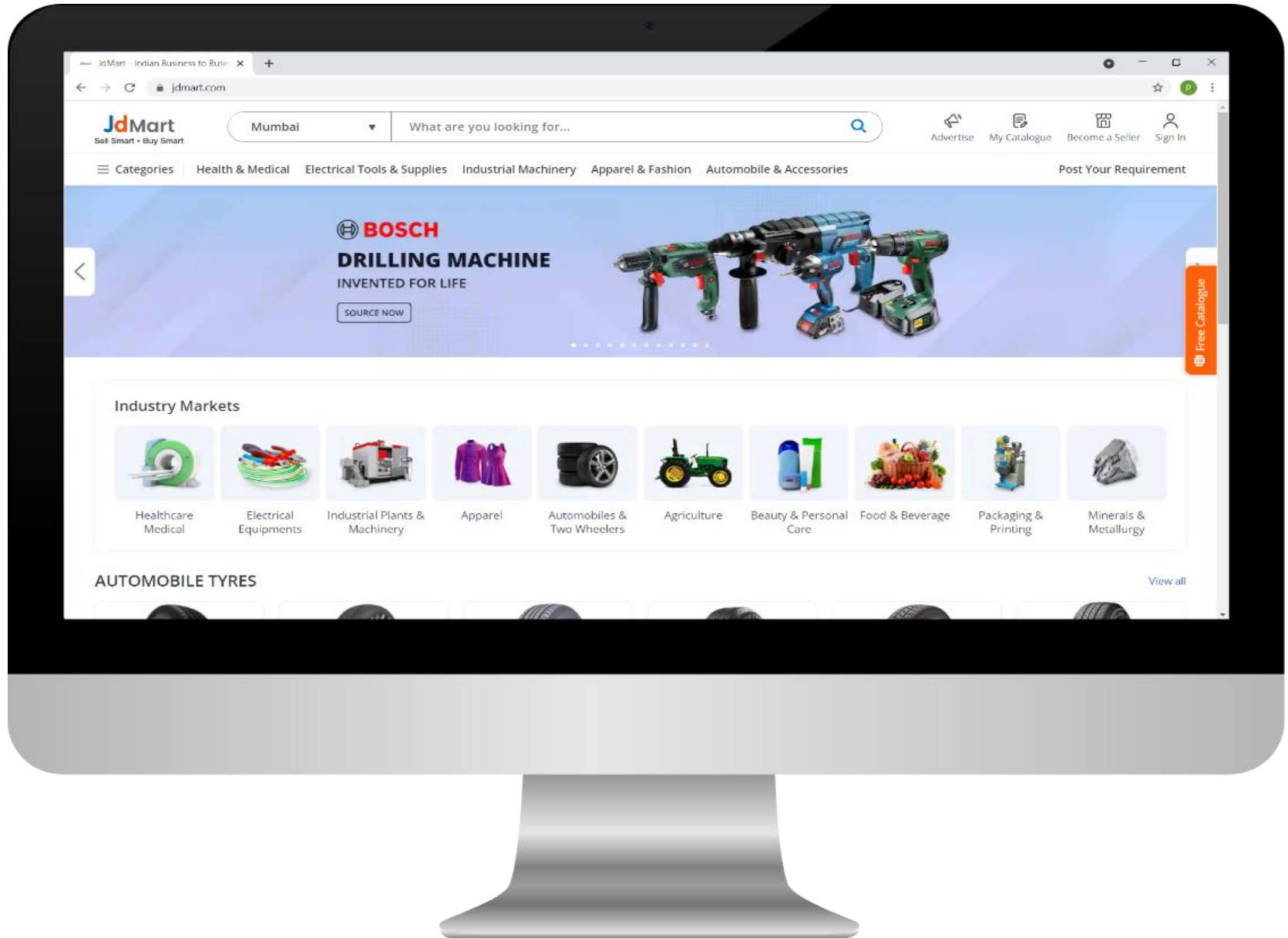
JD Mart – Exclusive B2B Platform, a New Wholesale Experience



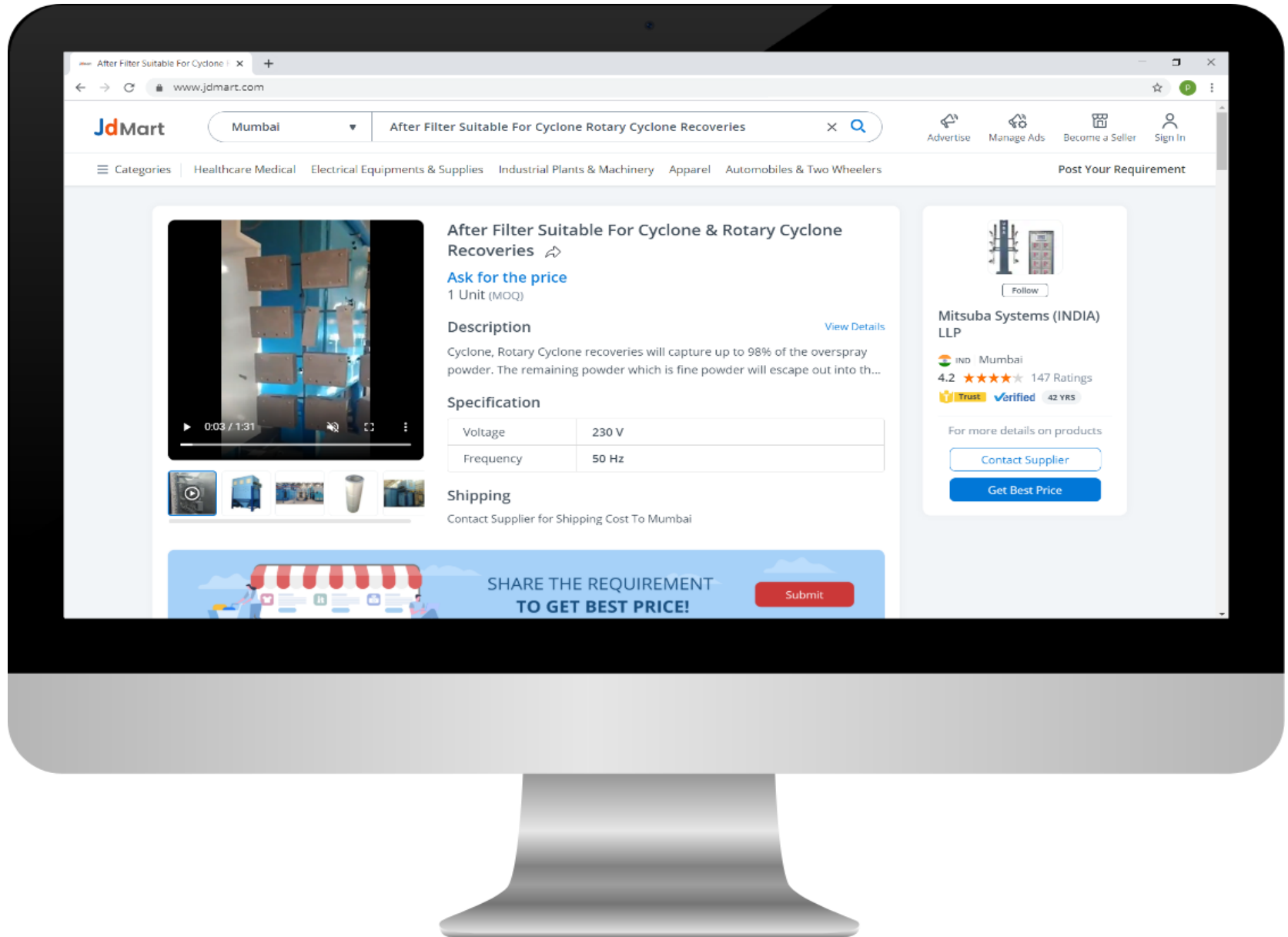
JD Mart – Exclusive B2B Platform, a New Wholesale Experience



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

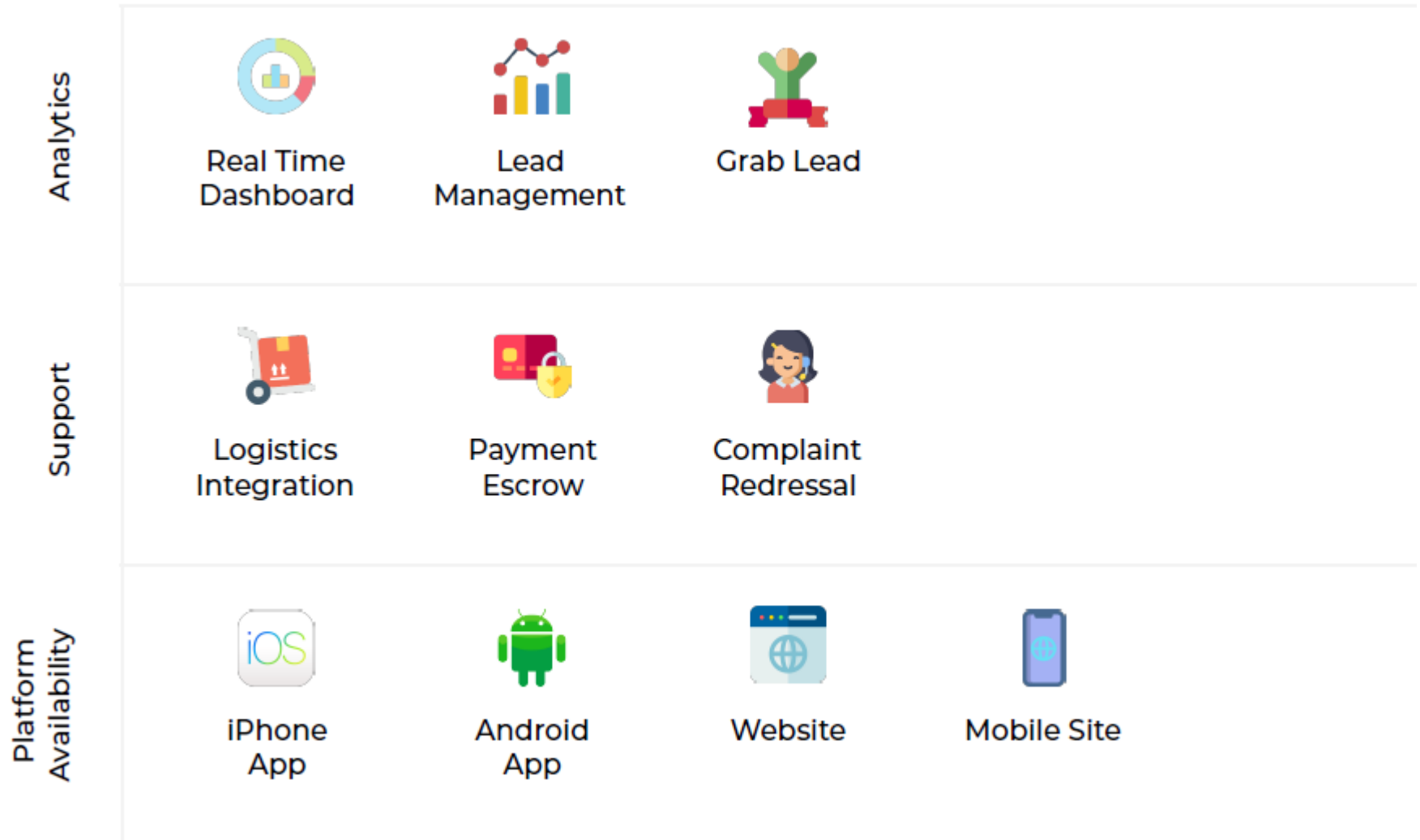


Manage RFQ

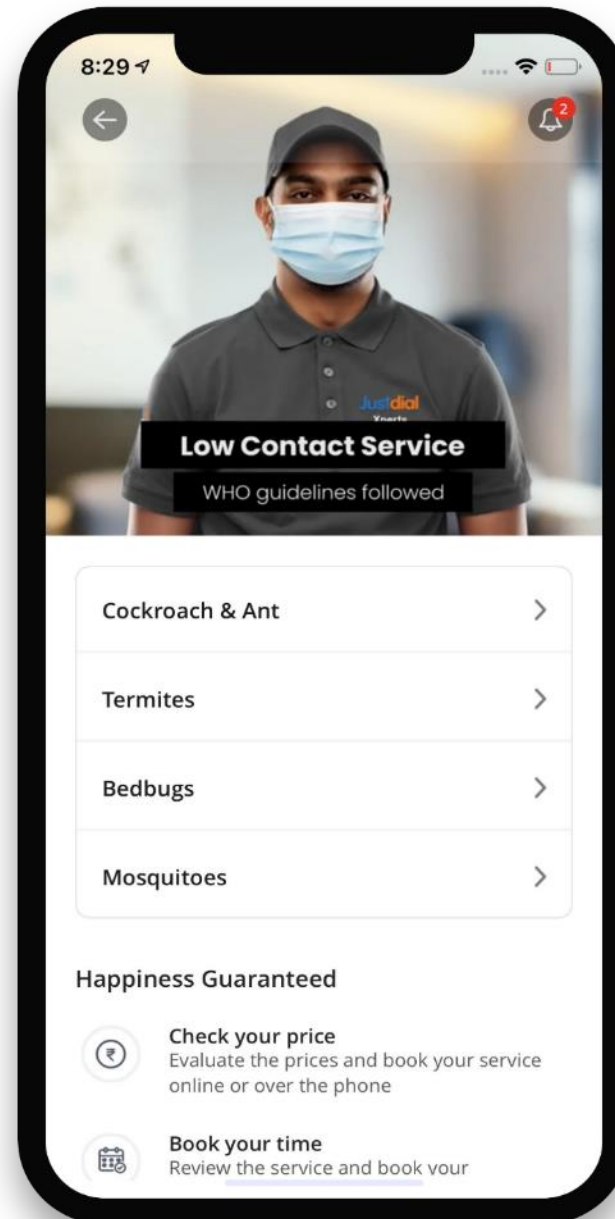
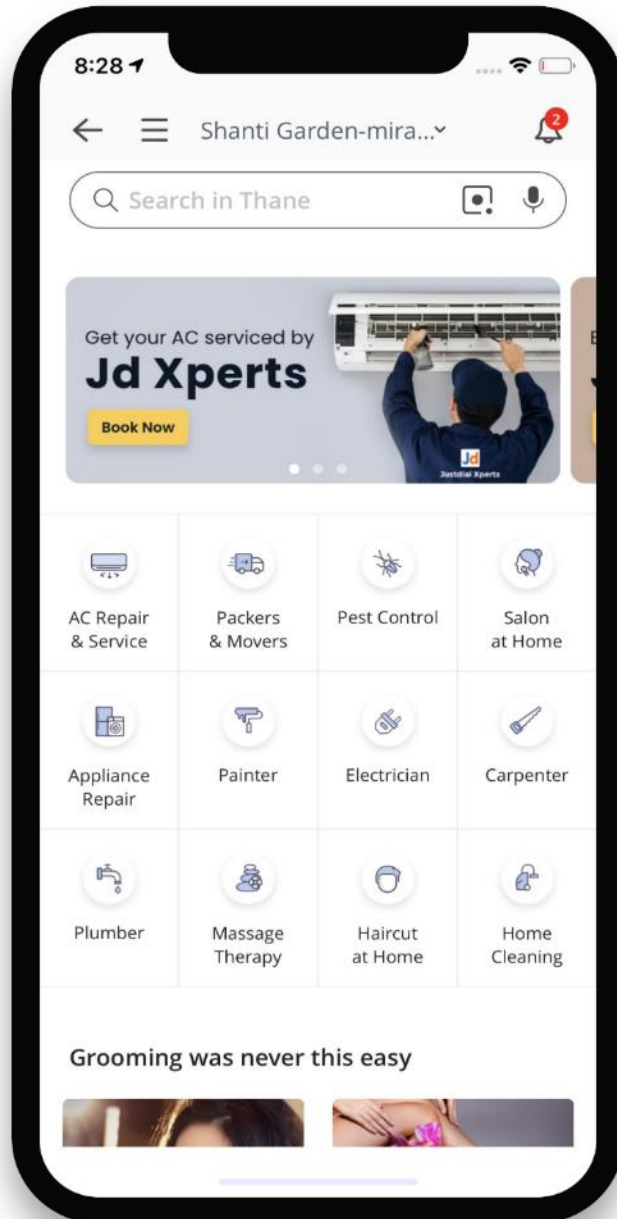


Chat With Buyers

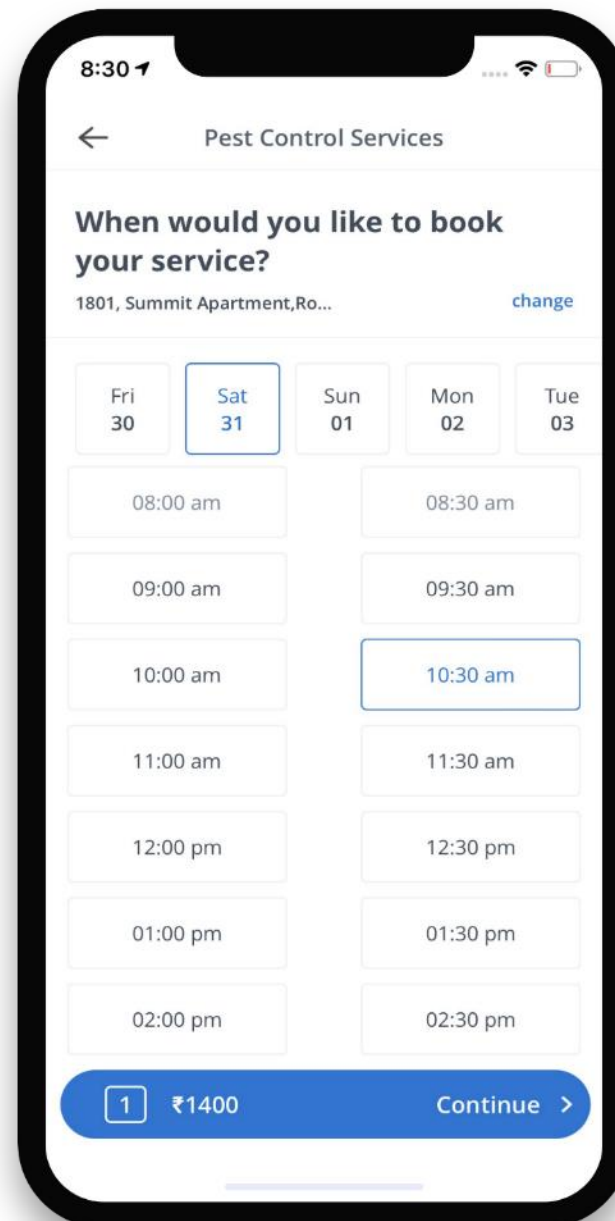
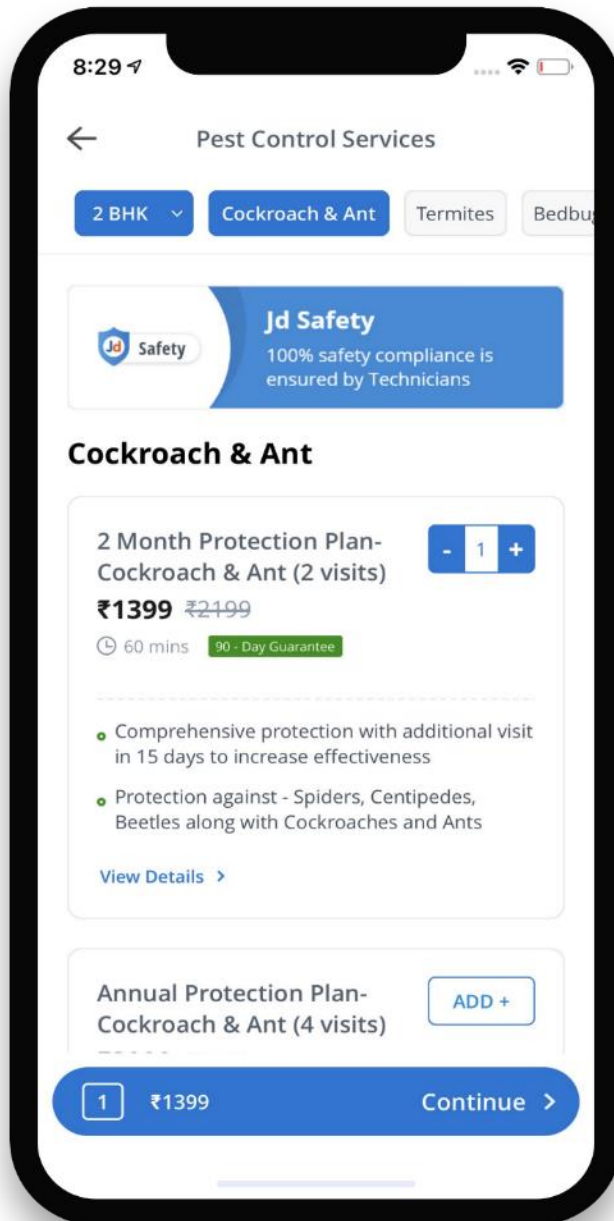
JD MART – PRODUCT STACK



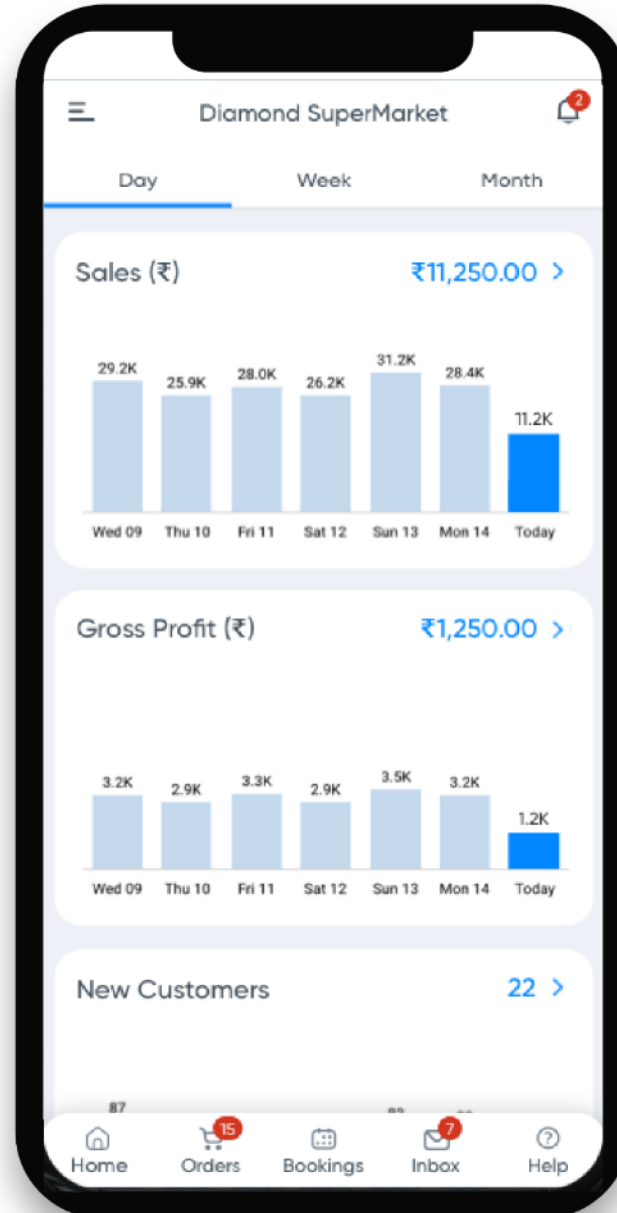
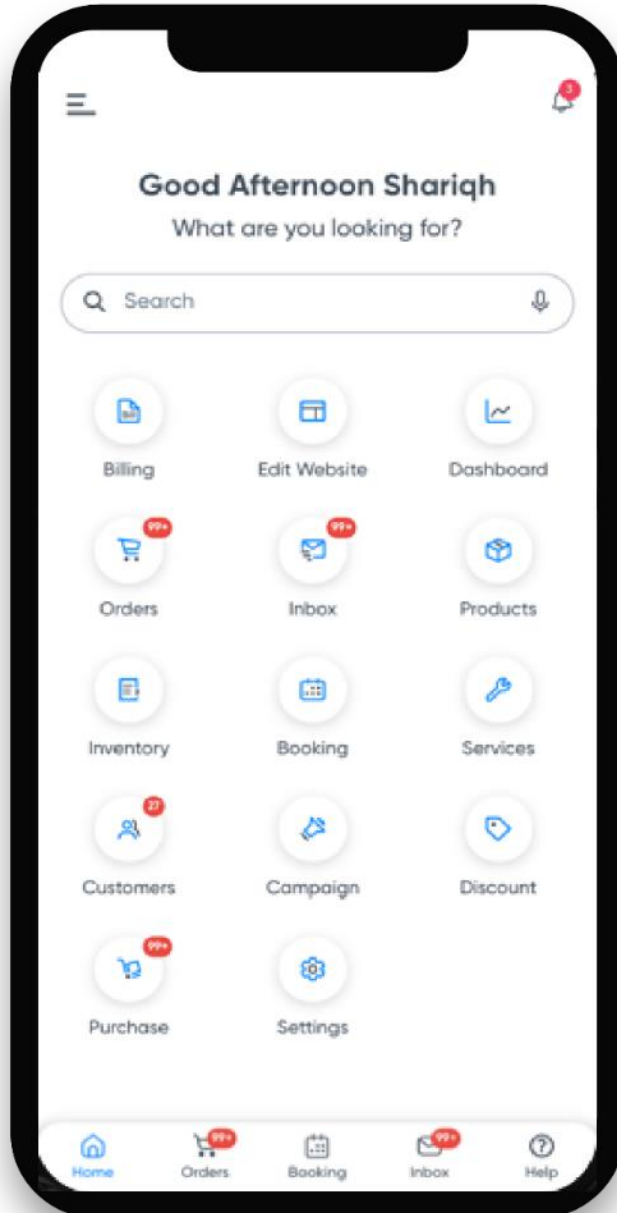
JD XPERTS – ONE STOP SOLUTION FOR ON-DEMAND SERVICES



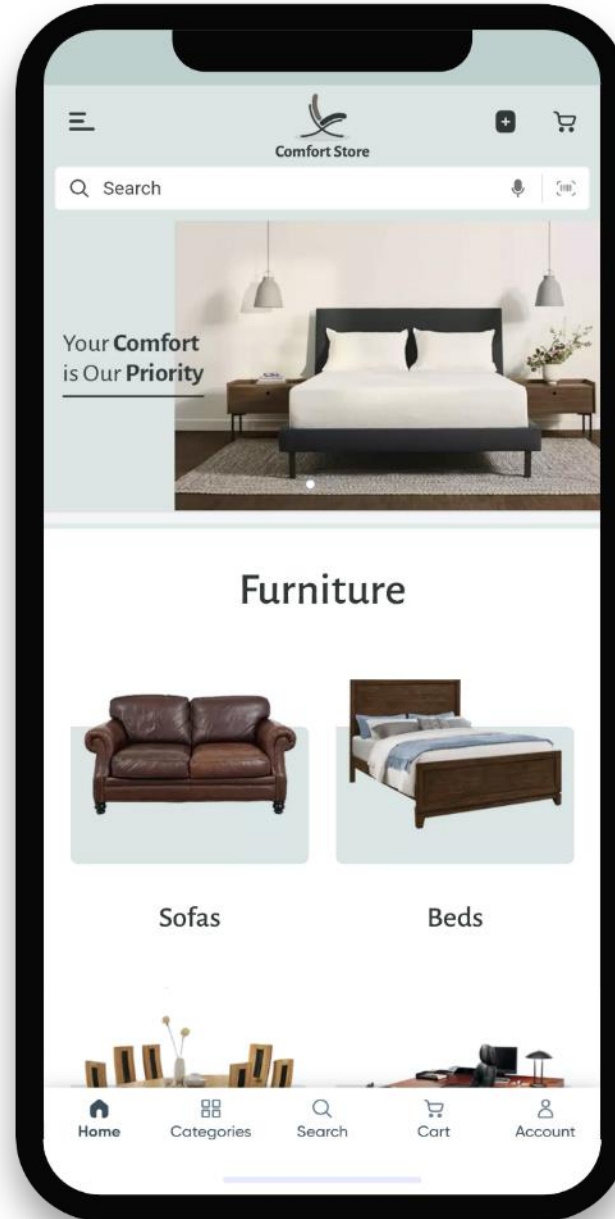
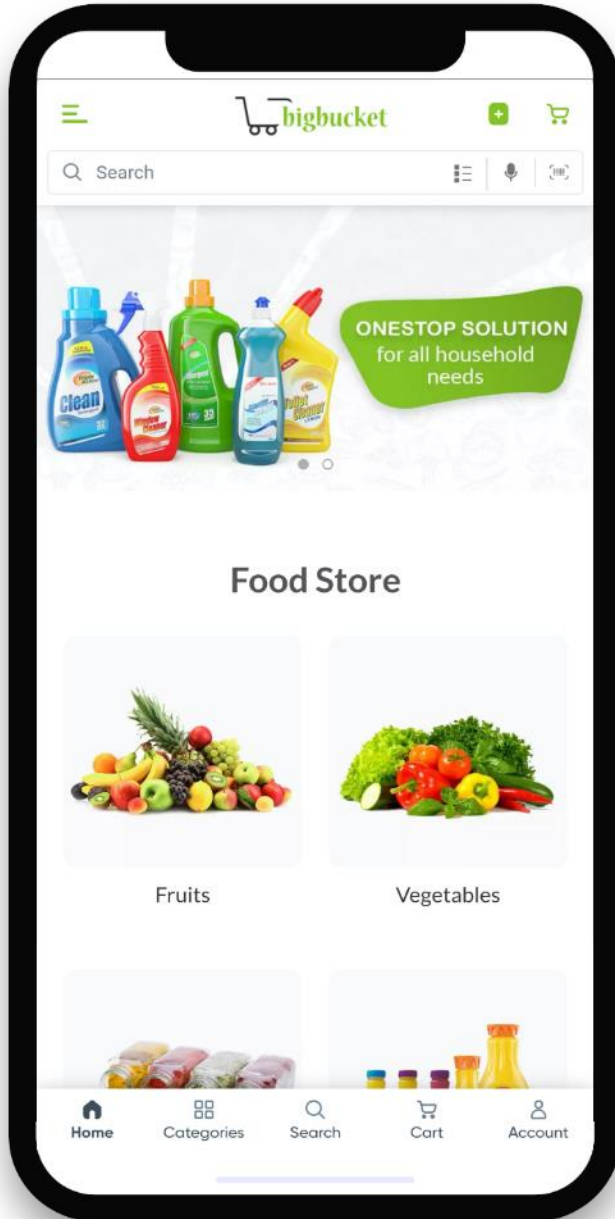
JD XPERTS – ONE STOP SOLUTION FOR ON-DEMAND SERVICES






























JD Omni – Cloud-Hosted Solution for Digitalizing Businesses


























JD Omni – Cloud-Hosted Solution for Digitalizing Businesses



| | | | | | | | | | |
|-------------|--|--|--|--|--|---|---|--|--|
| Services | <div> Online Store / Business Website</div> | | | <div> Cloud Based ERP</div> | | | | | |
| | <div> Sell Online</div> | <div> Receives Inquiries</div> | <div> Book Appointment</div> | | | | | | |
| Sell Online | <div> Mobile Focused Design</div> | <div> Pwerful Search</div> | <div> Cart & Checkout</div> | <div> Prefilled Address & Payment</div> | <div> Discount/ Coupon Code</div> | <div> Wishlist</div> | <div> Reviews & Rating</div> | | |
| | <div> Web & Mobile Billing System</div> | <div> Barcode Scanners & Receipt Printers</div> | <div> Realtime Dashboard</div> | <div> Order Management</div> | <div> Inventory & Purchase Management</div> | <div> Export Invoices to Tally</div> | | | |
| Platforms | <div> Physical Store</div> | <div> Web & Mobile Store</div> | <div> Android App</div> | <div> iOS App</div> | <div> Lite Apps (PWA)</div> | <div> Sell on WhatsApp</div> | <div> Facebook Store</div> | <div> Google Shopping</div> | <div> Marketplace</div> |

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

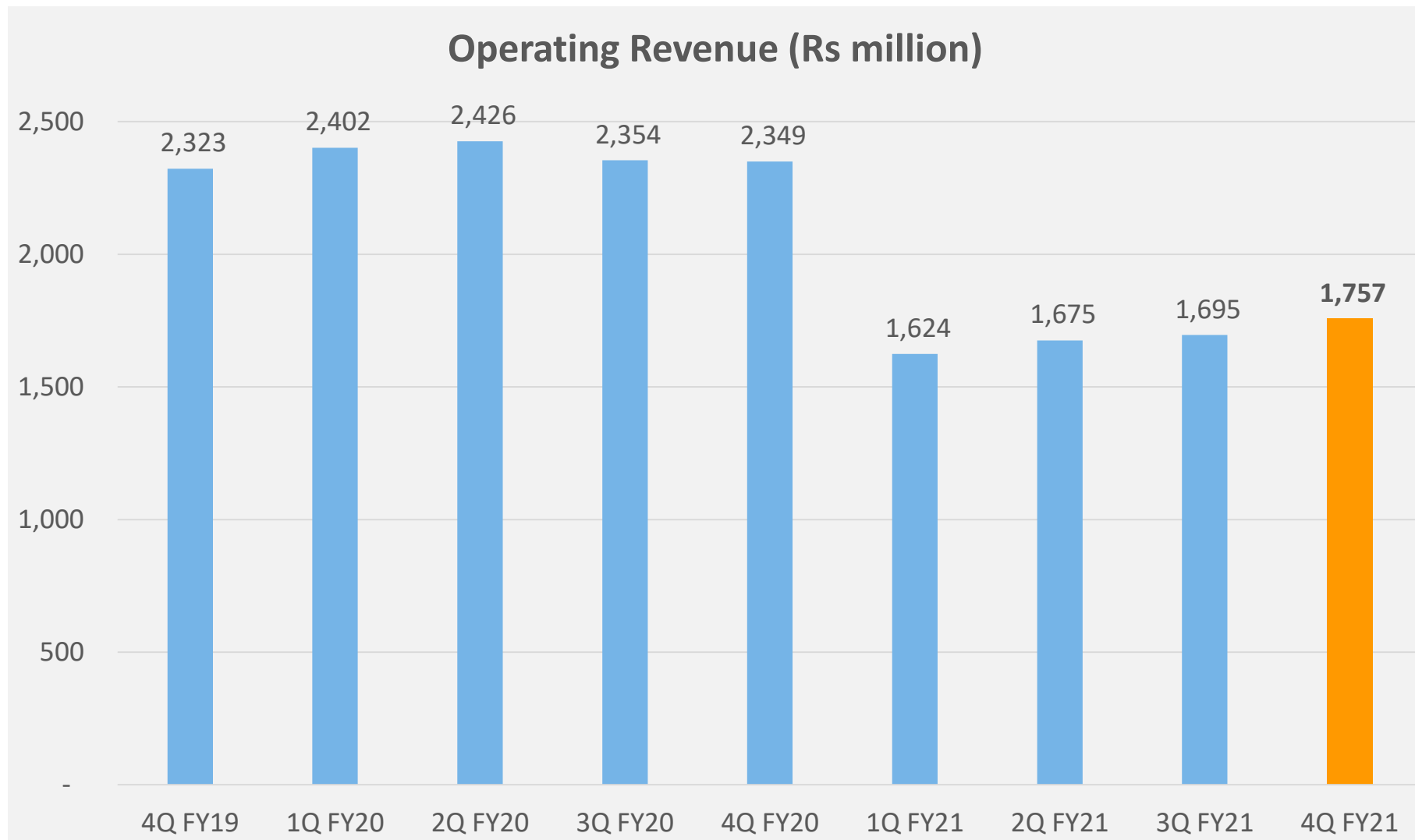
EFFICIENT & PROFITABLE BUSINESS MODEL

- 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 3,464 employees in tele-sales, 1,298 feet-on-street (marketing), and 3,531 feet-on-street (JDAs - Just Dial Ambassadors, cold calling team) as on Q4 FY21



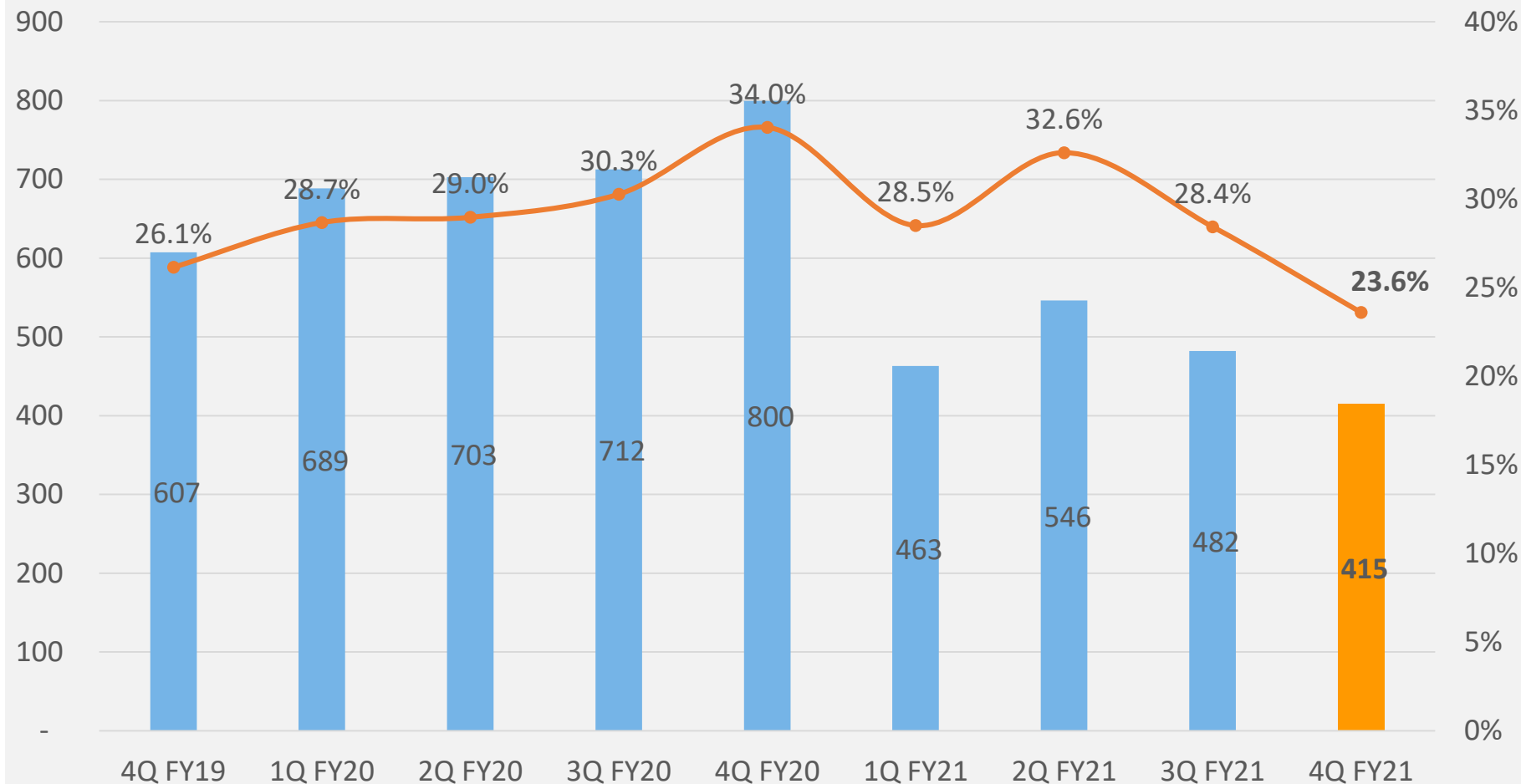
KEY
BUSINESS
ATTRIBUTES

REVENUE



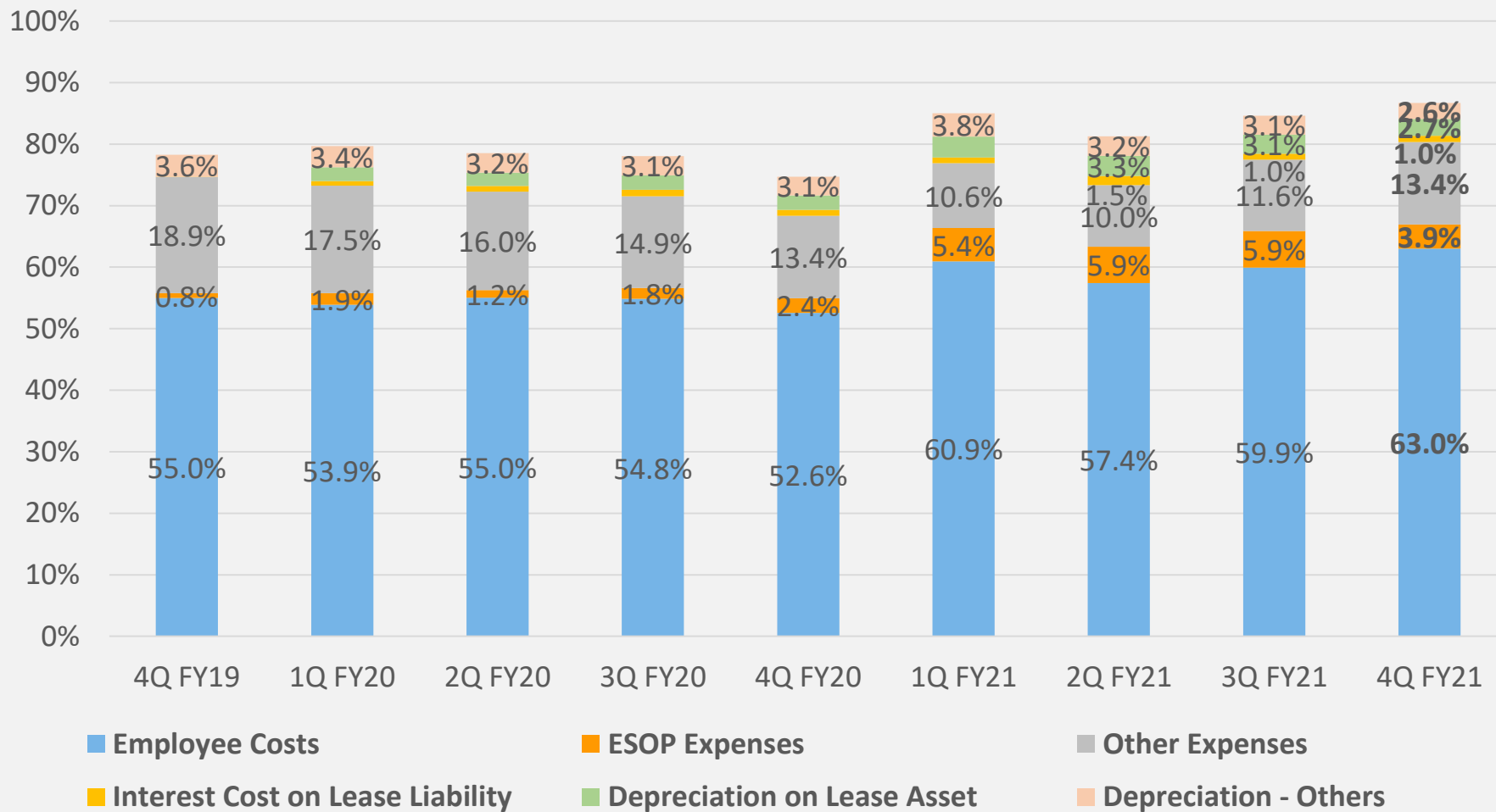
OPERATING MARGIN

Adjusted EBITDA (Rs million) & Margin %



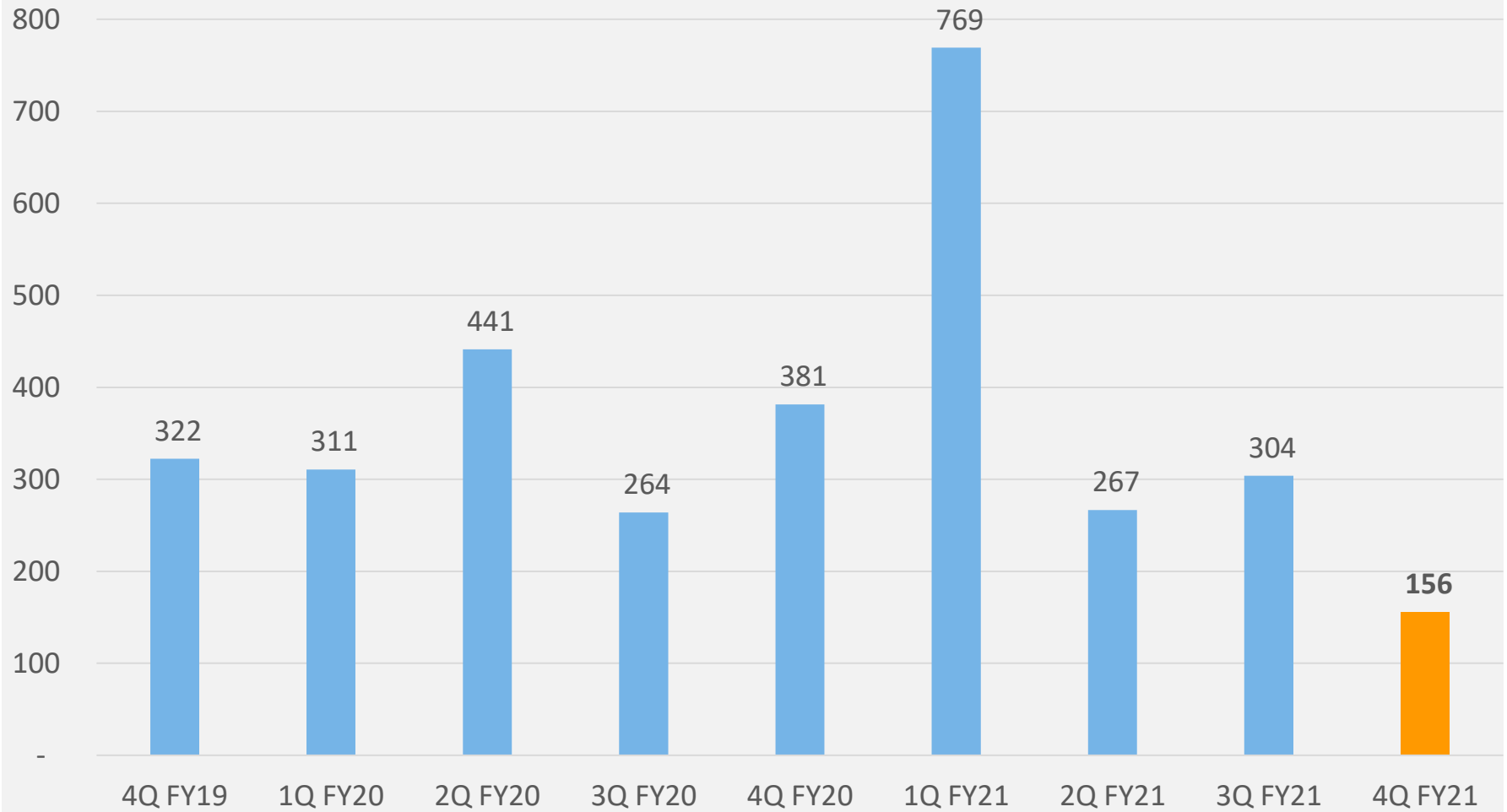
COST STRUCTURE

Expenses as % of Operating Revenue

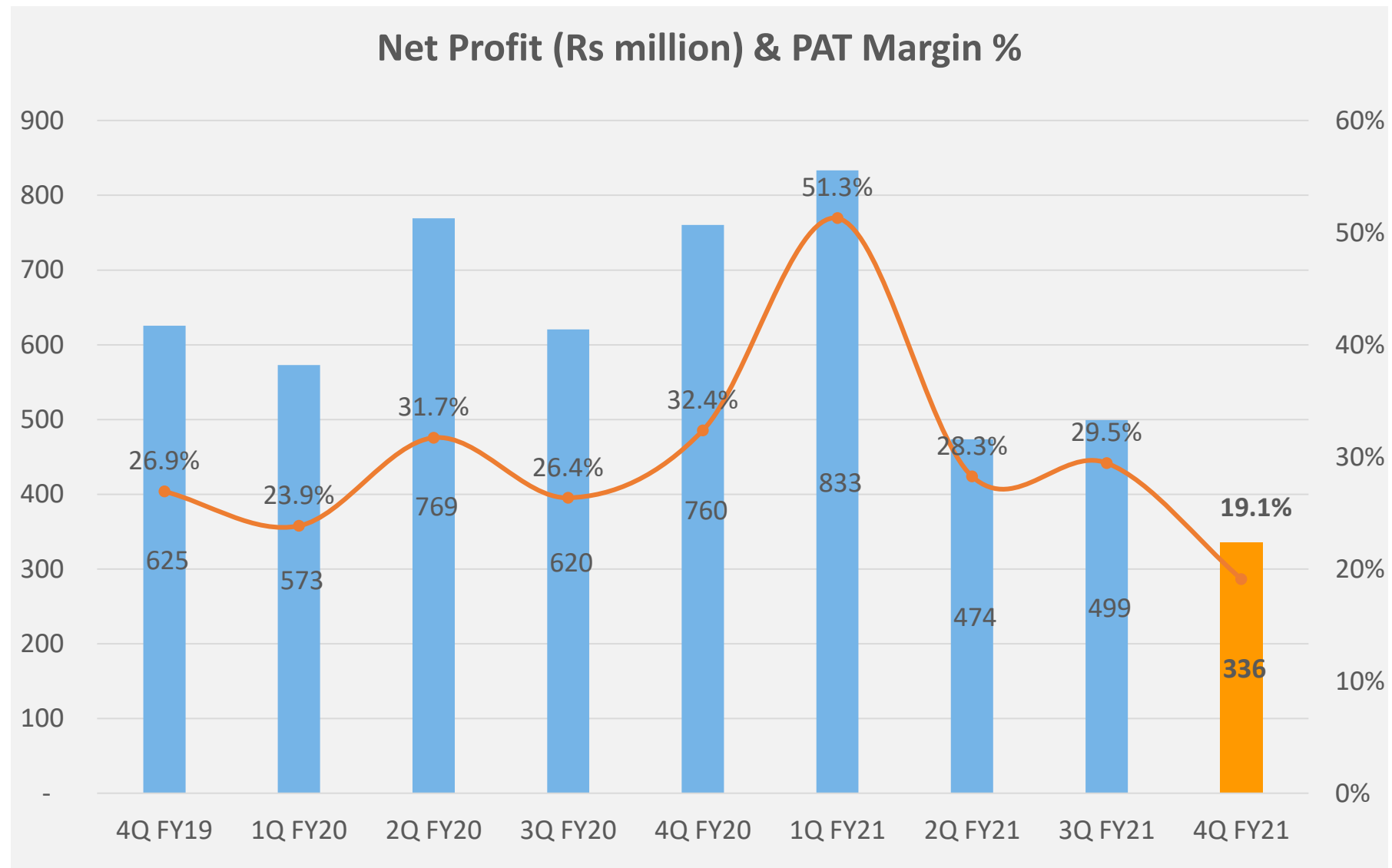


OTHER INCOME

Other Income (Rs million)



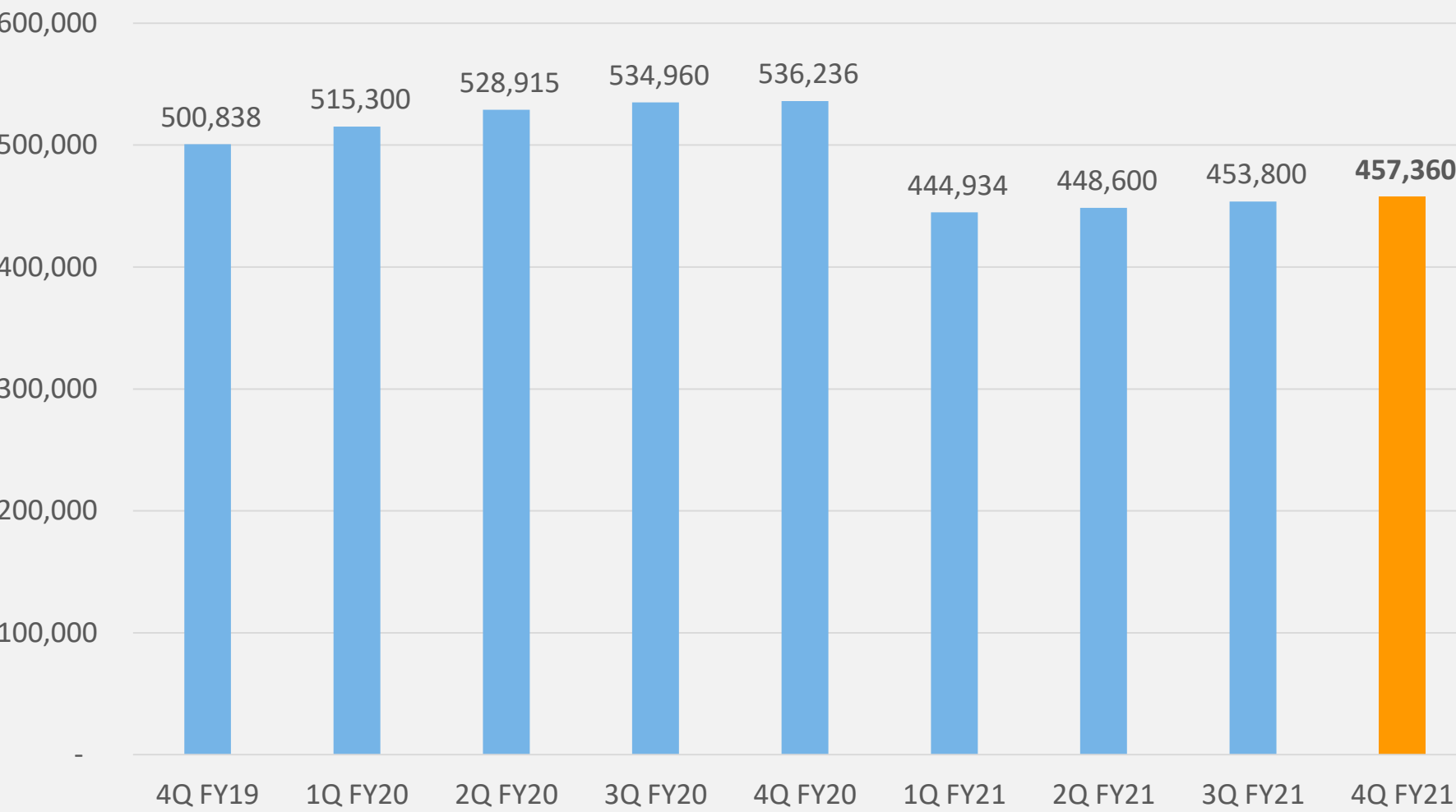
NET PROFIT MARGIN



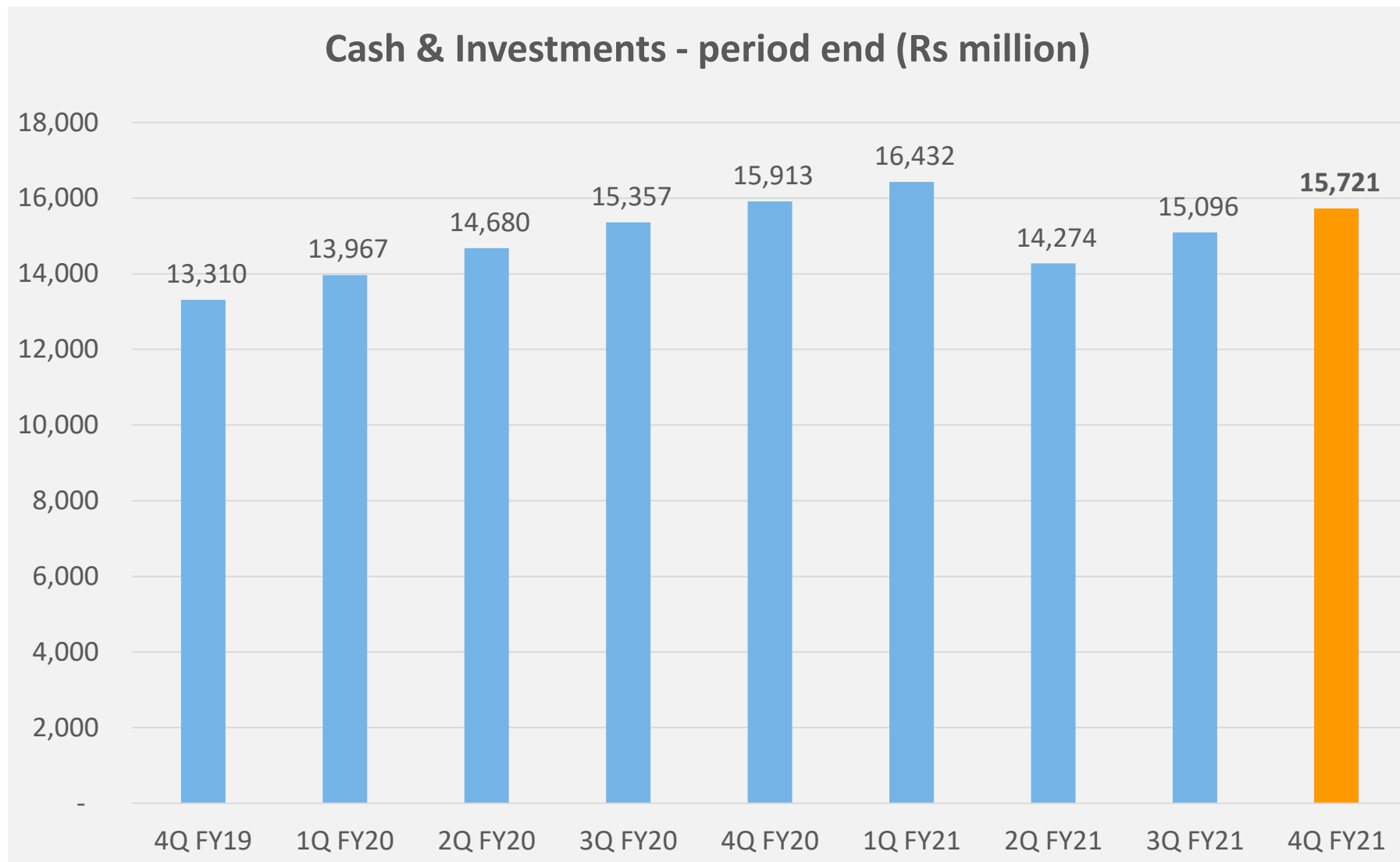
Note: PAT Margin is calculated as Net Profit (Profit After Taxes) as a percentage of Operating Revenue for the quarter.

PAID CAMPAIGNS

Active Paid Campaigns - period end



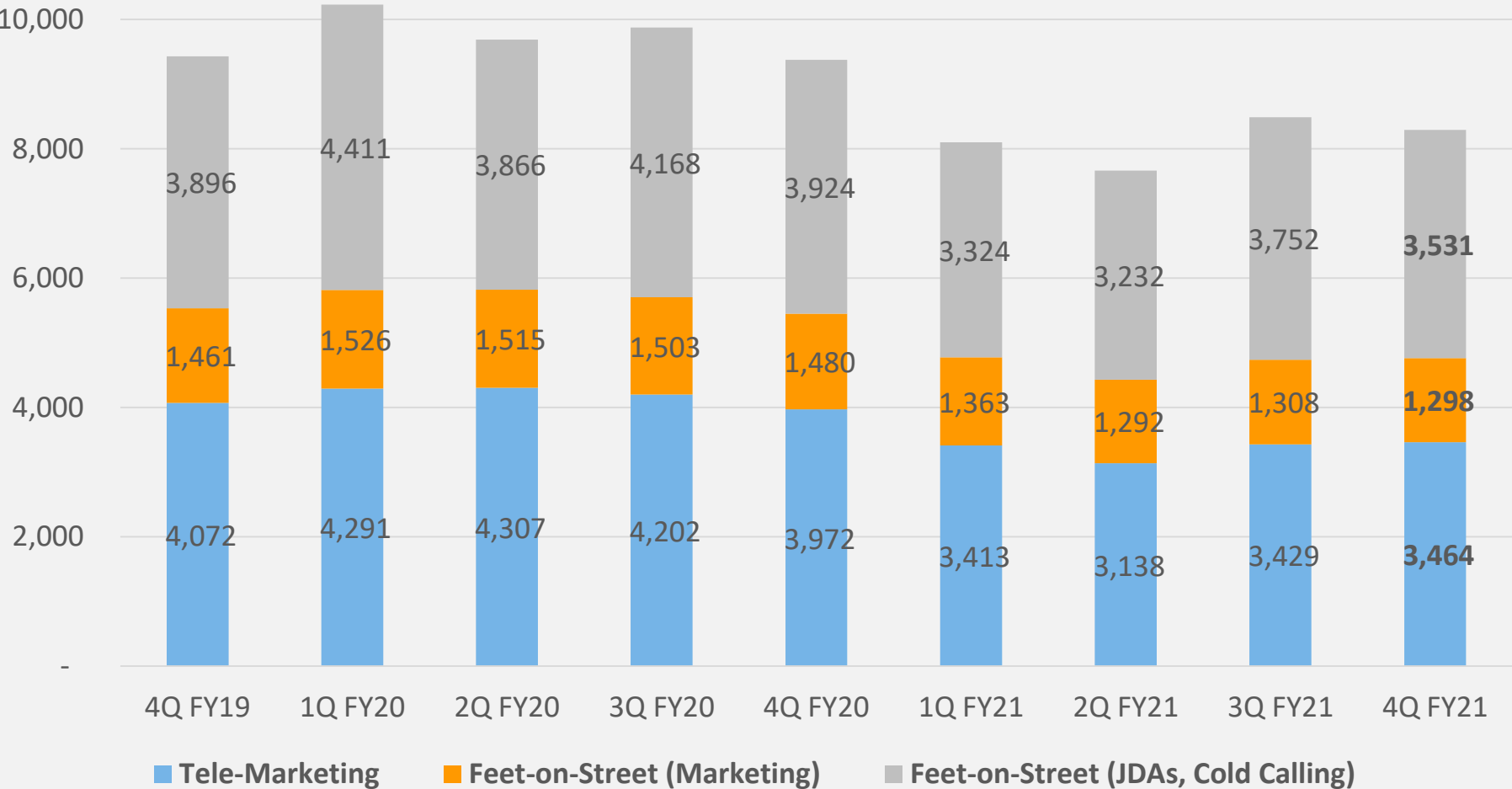
CASH AND INVESTMENTS



Note: 2018 Buy-back for Rs2.2bn was concluded/ paid in 4Q FY19

2020 Buy-back for Rs2.2bn, along with Buy-back Tax of Rs0.51bn, was concluded/ paid in 2Q FY21

Sales Strength - Period End



JUST DIAL LTD - 4Q FY21 (Quarter ended March 31, 2021) PERFORMANCE SUMMARY

| Metric | Unit | 4Q FY21 | 4Q FY20 | YoY change | 3Q FY21 | QoQ change |
|--|-------------|---------|---------|------------|---------|------------|
| Operating Revenue | (₹ million) | 1,757 | 2,349 | -25.2% | 1,695 | 3.6% |
| | | | | | | |
| Operating EBITDA | (₹ million) | 345 | 743 | -53.5% | 381 | -9.5% |
| Operating EBITDA Margin | % | 19.7% | 31.6% | -1,198 bps | 22.5% | -284 bps |
| | | | | | | |
| Adjusted EBITDA (excl. ESOP expenses) | (₹ million) | 415 | 800 | -48.1% | 482 | -14.0% |
| Adjusted EBITDA Margin (excl. ESOP expenses) | % | 23.6% | 34.0% | -1,043 bps | 28.4% | -483 bps |
| | | | | | | |
| Other Income, net | (₹ million) | 156 | 381 | -59.2% | 304 | -48.7% |
| Profit Before Taxes | (₹ million) | 389 | 975 | -60.1% | 564 | -31.0% |
| | | | | | | |
| Net Profit | (₹ million) | 336 | 760 | -55.9% | 499 | -32.8% |
| Net Profit Margin | % | 19.1% | 32.4% | -1,326 bps | 29.5% | -1,035 bps |
| | | | | | | |
| Unearned Revenue (period end) | (₹ million) | 3,303 | 3,360 | -1.7% | 3,053 | 8.2% |
| Cash & Investments (period end) | (₹ million) | 15,721 | 15,913 | -1.2% | 15,096 | 4.1% |

| JUST DIAL LTD - 4Q FY21 (Quarter ended March 31, 2021) PERFORMANCE SUMMARY | | | | | | |
|--|-----------|---------|---------|------------|---------|------------|
| Metric | Unit | 4Q FY21 | 4Q FY20 | YoY change | 3Q FY21 | QoQ change |
| Unique Visitors | (million) | 129.1 | 138.9 | -7.1% | 132.6 | -2.6% |
| - Mobile | (million) | 106.3 | 111.2 | -4.4% | 108.3 | -1.8% |
| - Desktop/ PC | (million) | 16.5 | 21.1 | -22.2% | 17.9 | -7.9% |
| - Voice | (million) | 6.3 | 6.6 | -3.9% | 6.4 | -1.2% |
| | | | | | | |
| - Mobile | % share | 82.4% | 80.1% | 231 bps | 81.7% | 66 bps |
| - Desktop/ PC | % share | 12.7% | 15.2% | -247 bps | 13.5% | -73 bps |
| - Voice | % share | 4.9% | 4.7% | 16 bps | 4.8% | 7 bps |
| | | | | | | |
| Total Listings (period end) | (million) | 30.4 | 29.4 | 3.5% | 30.2 | 0.8% |
| Net Listings Addition | | 246,774 | 776,360 | -68.2% | 196,107 | 25.8% |
| Total Images in Listings (period end) | (million) | 103.6 | 84.2 | 23.0% | 99.6 | 4.0% |
| Listings with Geocodes (period end) | (million) | 17.3 | 16.5 | 4.8% | 17.2 | 0.9% |
| Ratings & Reviews | (million) | 117.8 | 109.7 | 7.4% | 114.7 | 2.7% |
| | | | | | | |
| Paid campaigns (period end) | | 457,360 | 536,236 | -14.7% | 453,800 | 0.8% |
| | | | | | | |
| Total App Downloads (period end) | (million) | 28.7 | 26.6 | 7.7% | 28.1 | 2.0% |
| App Downloads per day | | 9,614 | 10,120 | -5.0% | 9,604 | 0.1% |
| Number of Employees (period end) | | 11,162 | 12,423 | -10.2% | 11,387 | -2.0% |

JUST DIAL LTD - FY21 (Fiscal Year ended March 31, 2021) PERFORMANCE SUMMARY

| Metric | Unit | FY21 | FY20 | YoY change | YoY% change |
|--|-------------|--------|--------|------------|-------------|
| Operating Revenue | (₹ million) | 6,752 | 9,531 | -2,779 | -29.2% |
| | | | | | |
| Operating EBITDA | (₹ million) | 1,549 | 2,729 | -1,180 | -43.3% |
| Operating EBITDA Margin | % | 22.9% | 28.6% | | -570 bps |
| | | | | | |
| Adjusted EBITDA (excl. ESOP expenses) | (₹ million) | 1,906 | 2,903 | -997 | -34.4% |
| Adjusted EBITDA Margin (excl. ESOP expenses) | % | 28.2% | 30.5% | | -223 bps |
| | | | | | |
| Other Income, net | (₹ million) | 1,495 | 1,397 | 98 | 7.0% |
| Profit Before Taxes | (₹ million) | 2,547 | 3,516 | -970 | -27.6% |
| | | | | | |
| Net Profit | (₹ million) | 2,142 | 2,723 | -581 | -21.3% |
| Net Profit Margin | % | 31.7% | 28.6% | | 315 bps |
| | | | | | |
| Unearned Revenue (period end) | (₹ million) | 3,303 | 3,360 | -58 | -1.7% |
| Cash & Investments (period end) | (₹ million) | 15,721 | 15,913 | -192 | -1.2% |

BOARD OF DIRECTORS

EXECUTIVE DIRECTORS

V S S Mani

Founder, Managing Director and Chief Executive Officer of Justdial with over 33 years of experience in the field of media and local search services.

V Krishnan

Whole-time Director with 28 years of experience, working with Justdial in strategic planning and execution.

Abhishek Bansal

CFO and whole-time Director of Justdial, with overall 12 years of experience and handles Finance, Strategy, Accounting, Treasury, Audit, Legal, Compliance & Traffic. He holds an MBA from IIM Bangalore and a B. Tech. in Electrical Engineering from IIT Roorkee.

NON-EXECUTIVE DIRECTORS – INDEPENDENT

B Anand

Anand is CEO of Nayara Energy, and previously was CFO of Trafigura. He has 34 years of experience in Corporate Finance, Strategy & Investment Banking. He is a Commerce graduate and an associate member of ICAI.

Sanjay Bahadur

Sanjay is CEO of Pidilite Industries for its Global Constructions & Chemicals division and has 37 years of experience. He holds a degree from Delhi College of Engineering.

Malcolm Monteiro

Malcolm is serving on Justdial Board since August 02, 2011 and was previously CEO India, DHL eCommerce & was also a member of DHL eCommerce Management Board. He holds a degree from IIT Mumbai & IIM Ahmedabad.

Bhavna Thakur

Bhavna heads Capital Markets at Everstone Capital and has over 23 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.

NON-EXECUTIVE DIRECTORS – NON-INDEPENDENT

Pulak Prasad

Pulak is Founder & MD of Nalanda Capital and has over 29 years of experience in Management Consulting & Investing. He holds a B. Tech. from IIT Delhi and is an IIM Ahmedabad alumni.

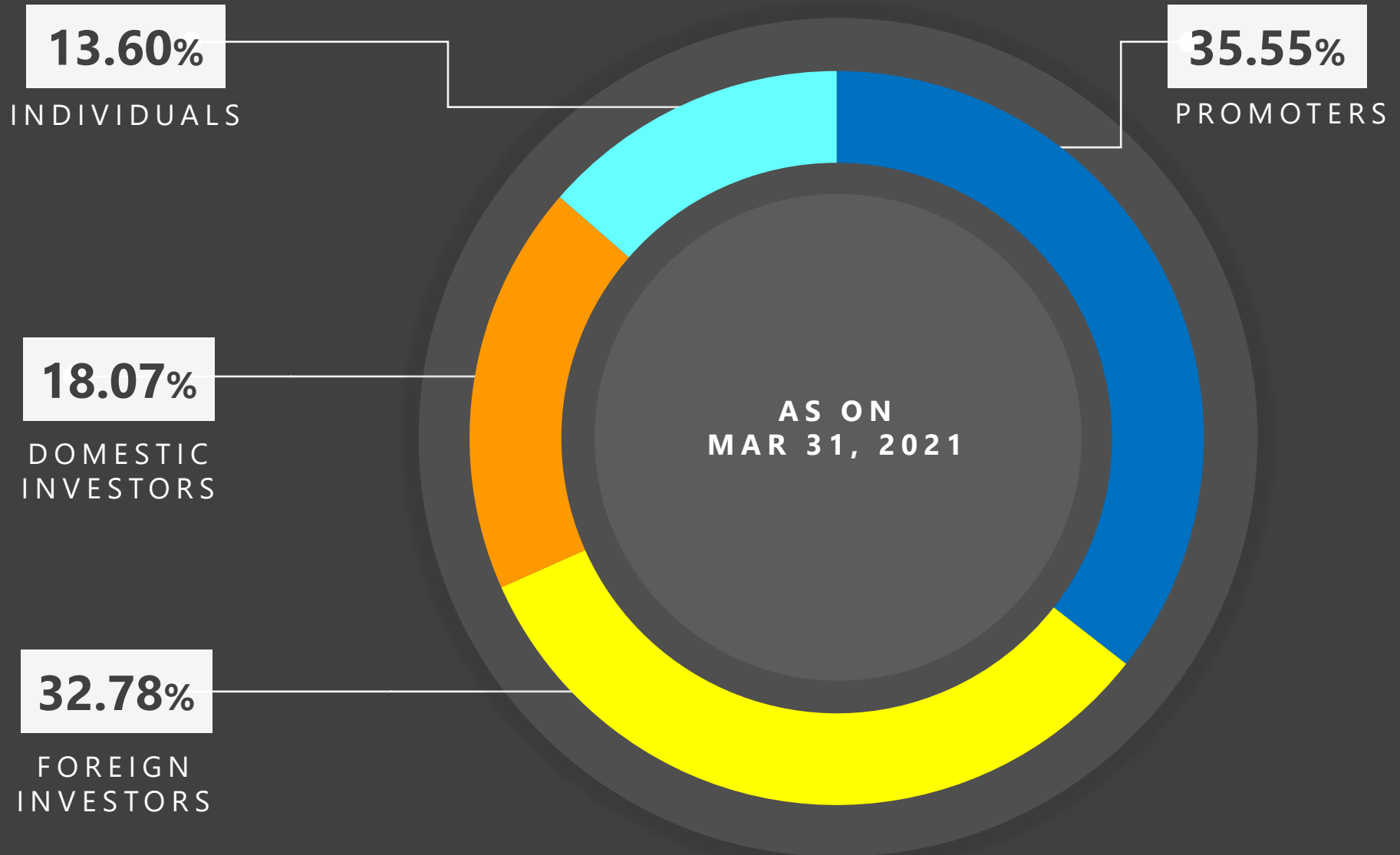
Anita Mani

Anita has 28 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 | 33 Years | Overall growth strategy, planning, execution & management |
| Abhishek Bansal | Chief Financial Officer | 12 Years | Finance, Strategy, Accounting, Treasury, Audit, Legal, Compliance & Traffic |
| Vishal Parikh | Chief Product Officer | 21 Years | Leads Product, Design & Technology teams, and Voice Operations |
| Sumeet Vaid | Chief Revenue Officer | 25 Years | Revenue growth & Business development |
| Rajesh Madhavan | Chief People Officer | 25 Years | Human Resource Functions |
| Ajay Mohan | Group Vice President, Sales | 25 Years | Sales platform management, Strategic alliances, Corporate partnerships & Business expansion |
| Rakesh Ojha | Group Vice President, Sales | 26 Years | Sales & Expansion (West & South Region) |
| Prashant Nagar | Vice President, Sales | 22 Years | Sales & Expansion (Delhi, Just Dial Ambassadors) |
| Suhail Siddiqui | Vice President, Sales | 25 Years | Sales & Expansion (North & East Region) |
| Rajiv Nair | Vice President, Sales | 23 Years | Sales & Expansion (South Region) |
| Shwetank Dixit | VP & Head, Database & Content | 10 Years | Database Augmentation, Curation & Content enrichment; Traffic (Organic & Inorganic) |

SHAREHOLDING PATTERN



END OF PRESENTATION