



JustdialTM

Company Presentation

September 2014

SEARCH

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JustdialTM

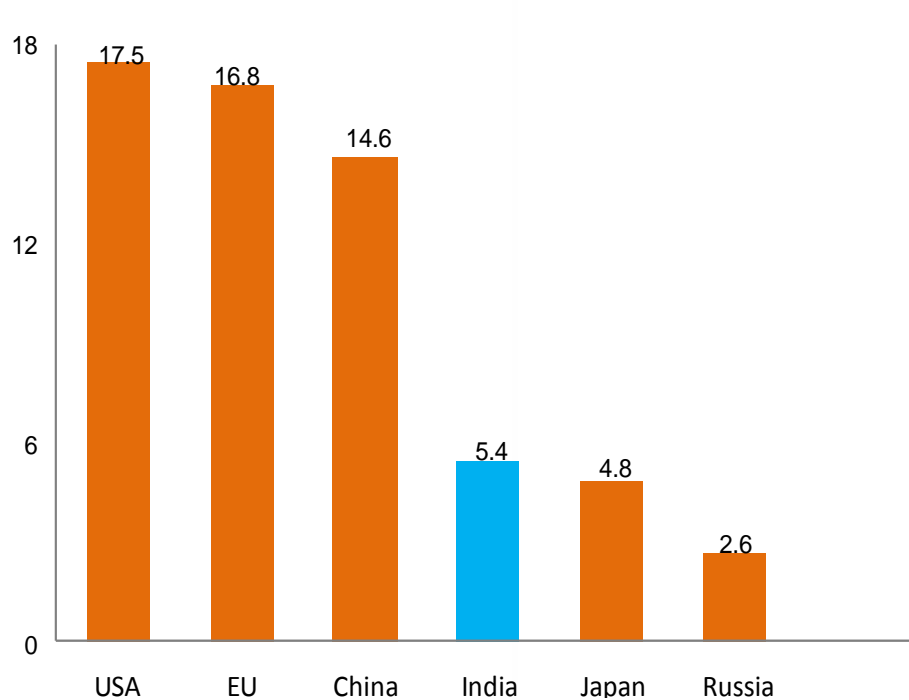
Untapped User Base – Market Potential

India: One of the Largest Consumer Economies

India : 4th Largest Economy Globally

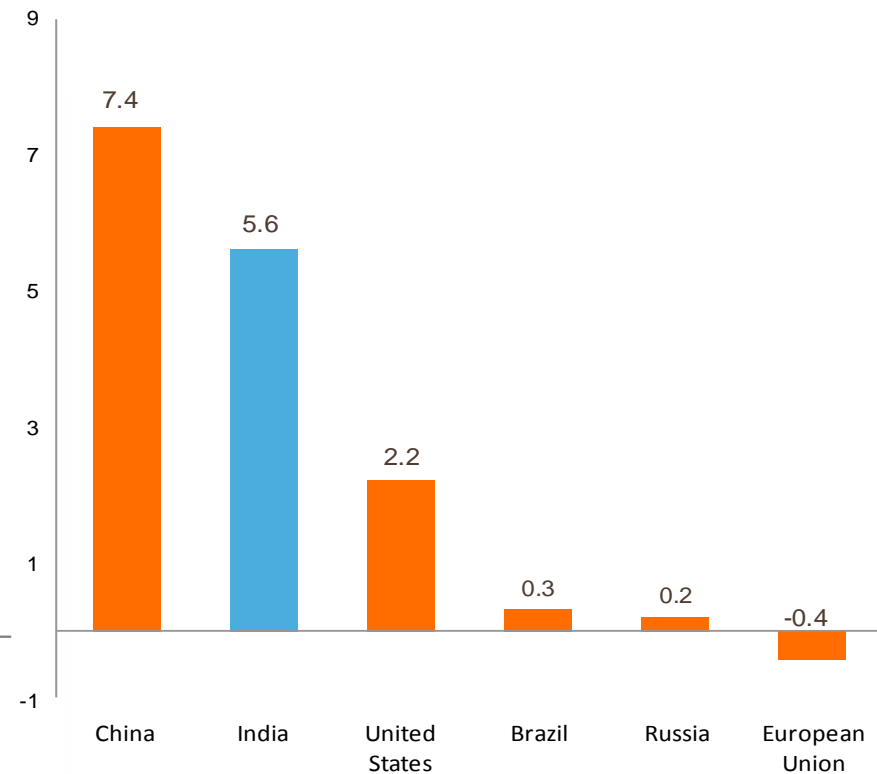
GDP at Purchasing Power Parity in 2014

US\$ Tn



India: 2nd Fastest Economic Growth

GDP Growth Estimate (2014, %)



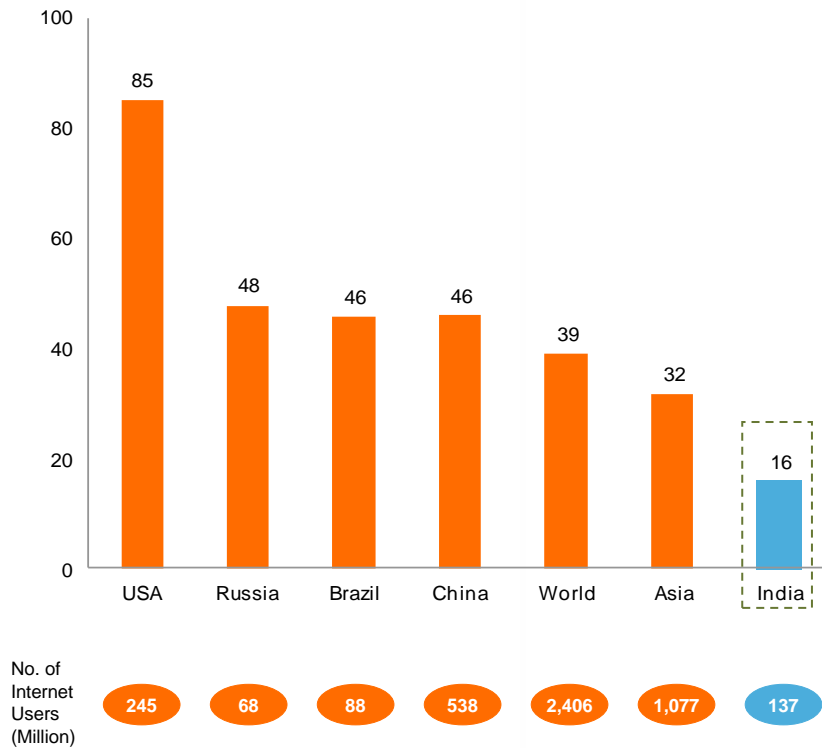
India is expected to become the world's fifth largest consumer market by 2025

Source: The World Bank data, World Economic Outlook –International Monetary Fund, 2014

India: One of the Largest Consumer Economies

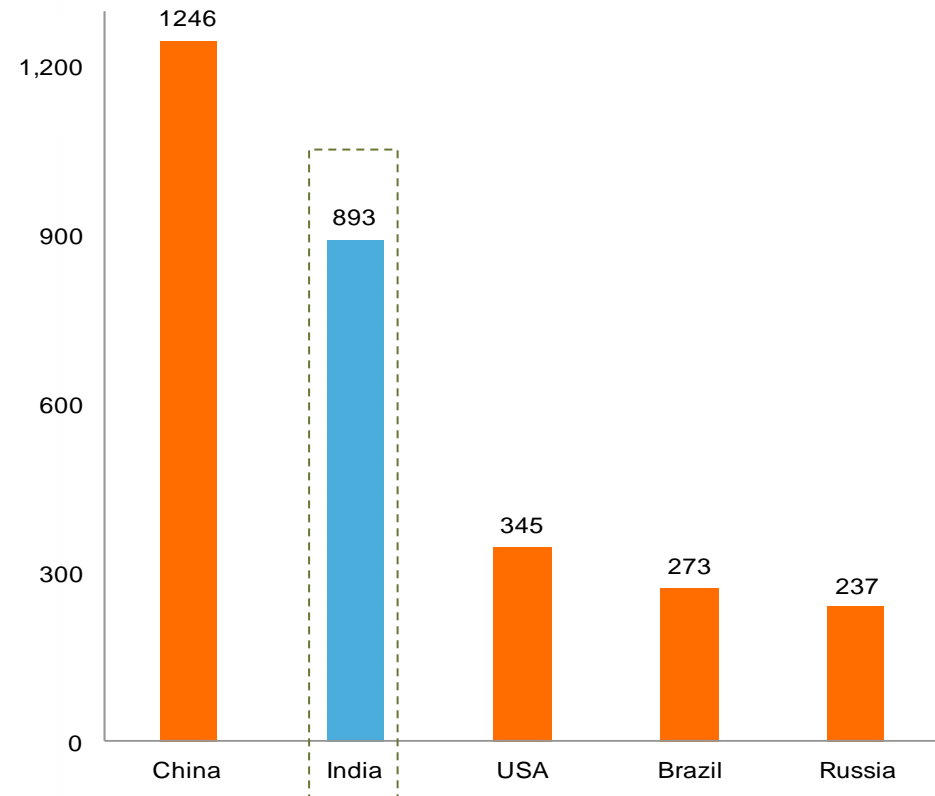
Low Internet Penetration Presents Further Upside

Internet Penetration (%), As on June 30, 2014



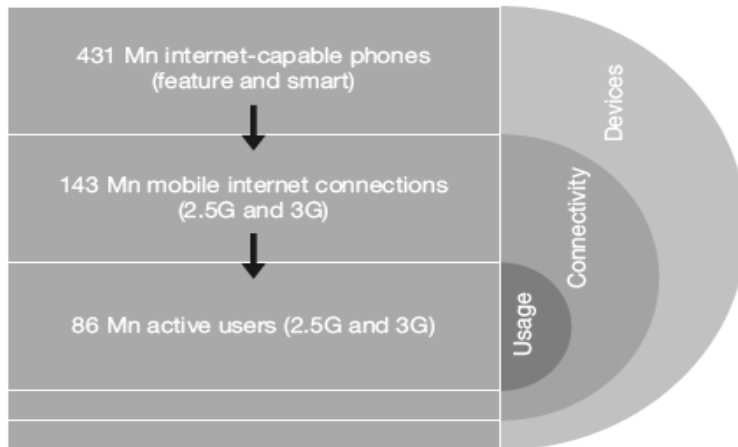
India: 2nd Largest Wireless Market Globally

Million Wireless Subscribers⁽¹⁾

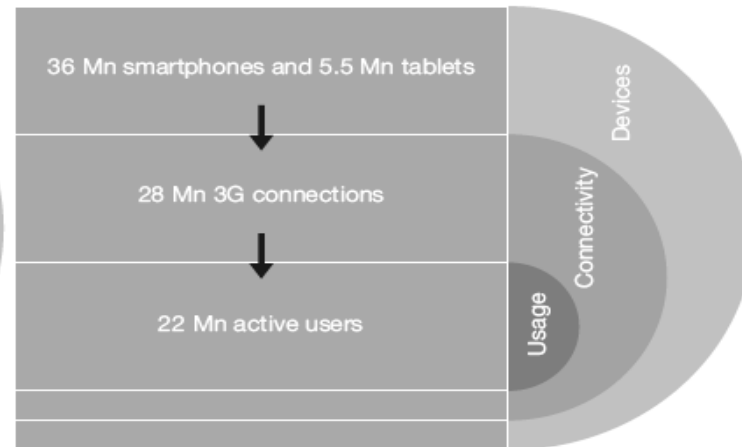


Current status of Mobile Internet usage in India

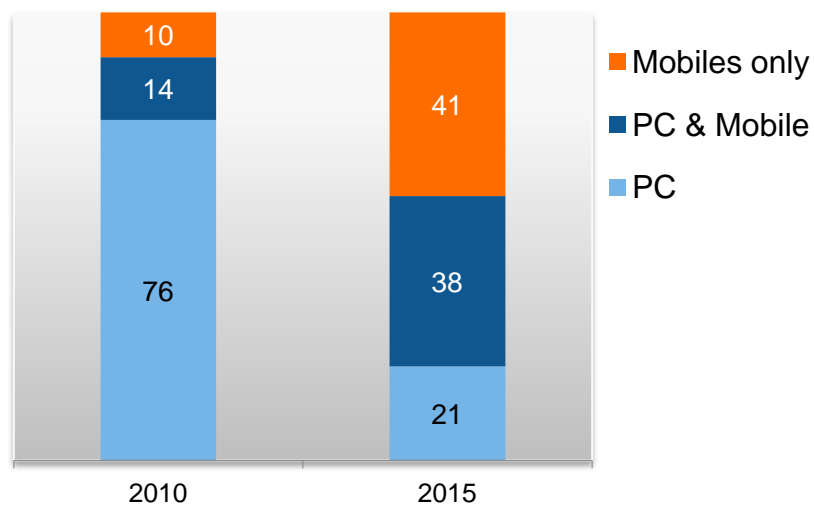
2.5G and 3G connections combined



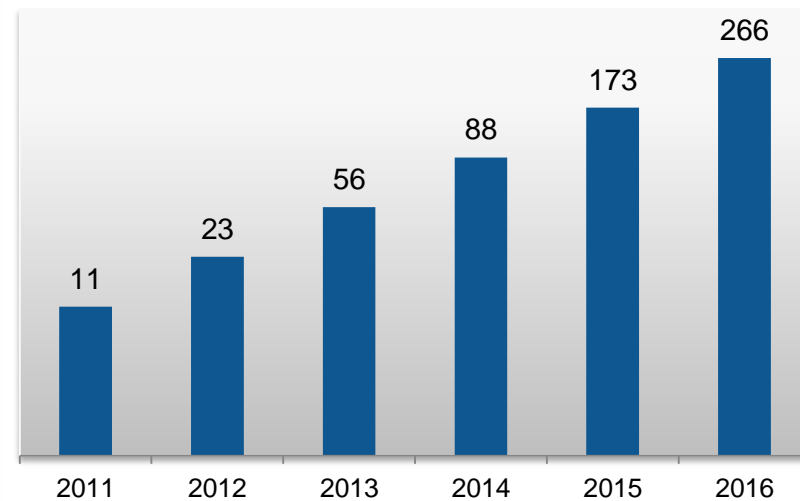
3G connections



Share of Internet Use in India (%)



3G Subscriptions in India (Mn)



Source: McKinsey Report | Avendus Report

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JustdialTM

Business Overview

Company Overview



Notes

1. Based on FY14 average
2. As on 30 September, 2014

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

m.justdial.com



Location-based search service

Developed Android, iOS, Windows & WP7 apps

Voice/SMS

08888888888

SMS SEARCH



Write Message



Message Sent Successfully



1 New Message From
08888888888



08888888888 Operator assisted Hotline number across India

24 hours a day, 7 days a week

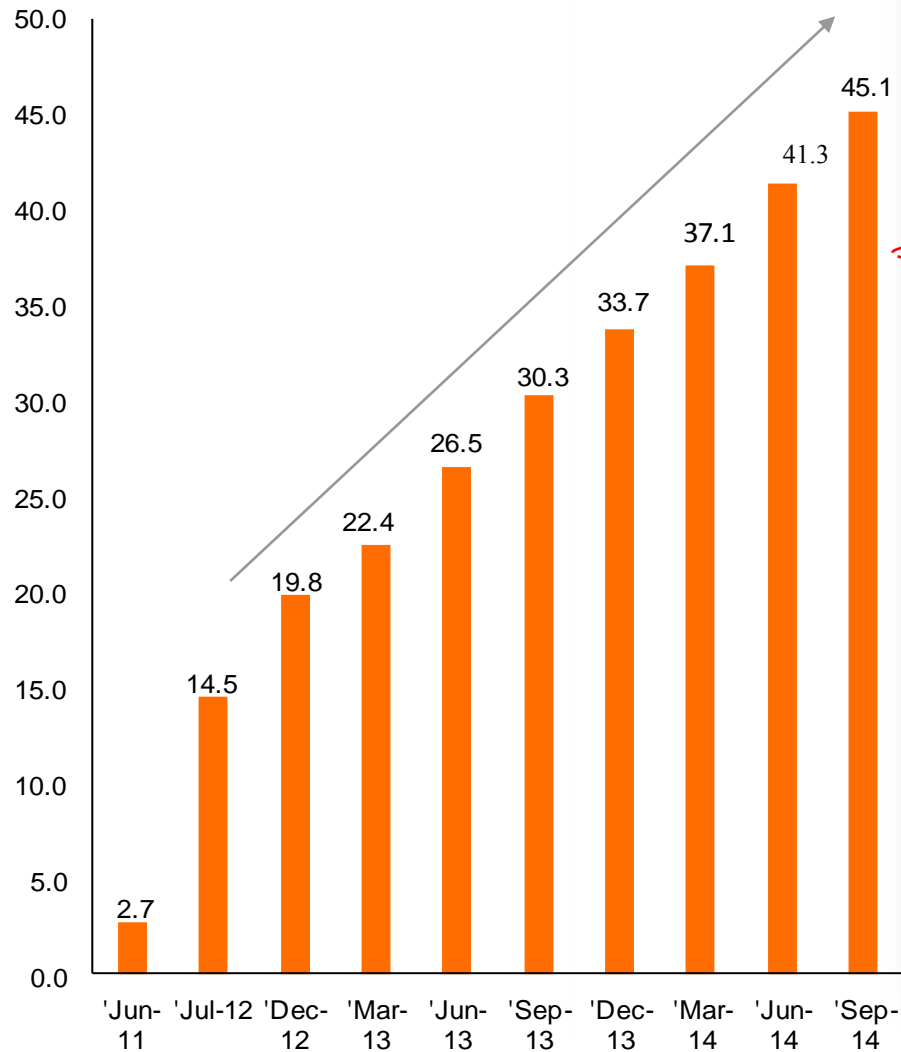
Multi-lingual support

Company/ category/product searches

User Community and Reviews Drive Engagement

Reviews and Ratings

Millions



Laughing Cavalier Restaurant

Click here to read reviews

+ (91)-22-71042607

Fobez Tower, Ramchandra Lane, Malad West, Kanchpada, Mumbai - 400064

Send Enquiry by Email

Listed in: Home Delivery Restaurants, Fast Food | More...

Est. in N/A

350 Ratings

JD Verified

SMS / Email Edit Own This Rate it

BOOK A TABLE

ORDER ONLINE

Delivery in 45 mins

You ★★★★★, Dhiren ★★★★★, Srinivas ★★★★★ and 2 more friends rated this

All Ratings (350) Friends Ratings (4) My Ratings (1)

Showing all Reviews & Ratings (Undo this) | Rate & Review

Overall Ratings (350) ★★★★★

Excellent	43.7 %
Very Good	38.6 %
Good	11.1 %
Average	4 %
Poor	2.6 %

Ratings Over Time

May Jun Jul Aug Sep Oct

Seema ★★★★★

seem*****@gmail.com | 99*****143

14th Aug, 2014

Served with soda water instead of plain water, uncooked lasagne,

Simran ★★★★★

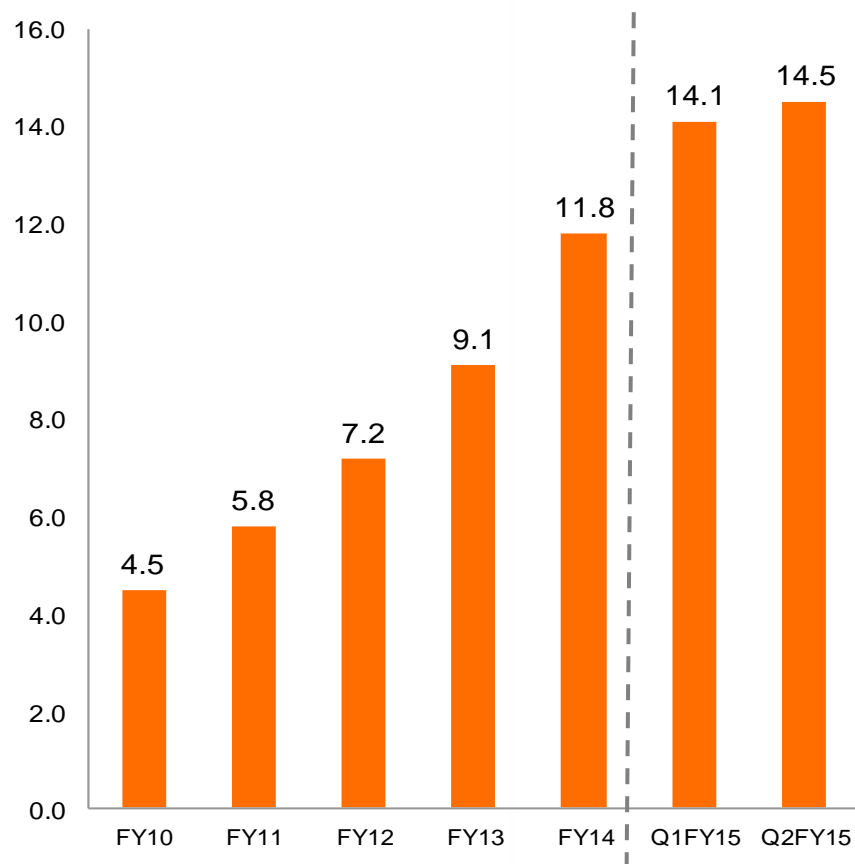
98*****480

26th Nov, 2013

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 fineness and majesty you wouldn't expect in an area like Malad. Quite private and posh! You enter the compound to a form of a raging bull amidst a clean and neat open dining area, lit quite well with a lantern show. As you enter the main dining area, the see through kitchen area and the warm lighting all around you instantly makes you hungry! Being a first timer here, I decide to go slow and the very first item a drink called Scarlet Sin instantly bowled me over. With just the right flavours and mix, it was so refreshing that I had to order another in a jiffy. The food was darned good too amongst other things, I remember the Stuff Potato and Chicken Gillafi Sheek to be especially yummy. Loved the Pollo Labadar too! Awesome pizzas What's more, they even served us a complimentary dessert (Custard pie) because one of the dishes took a tad bit longer than usual (even though we weren't complaining!) Impressed! If you are in the areas of the shopping malls at Malad, this place shouldn't be missed.

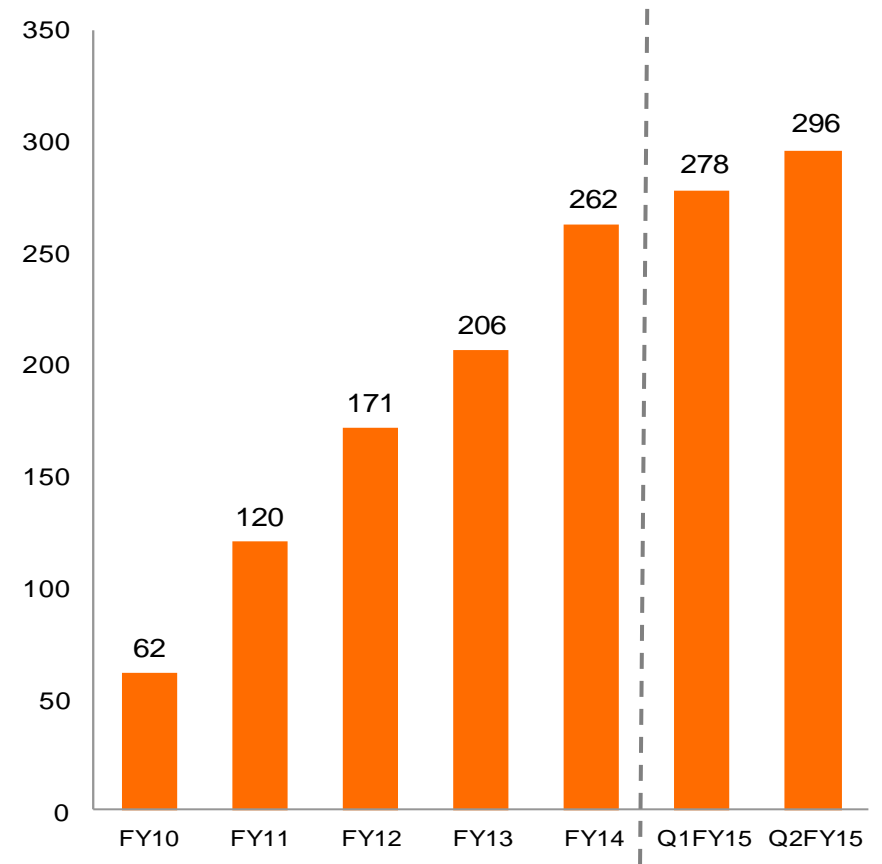
Total Business Listings*

Million



Paid Campaigns*

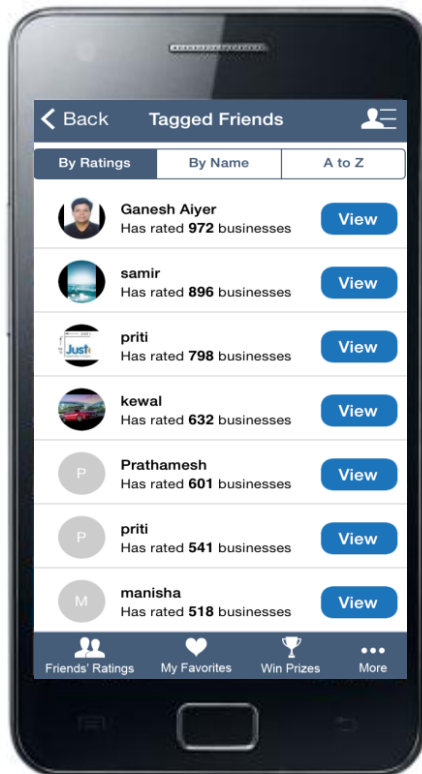
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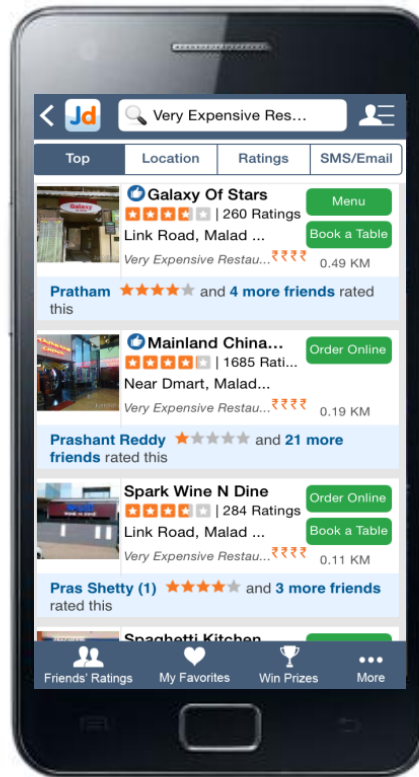
Multiple Strategies for Growth



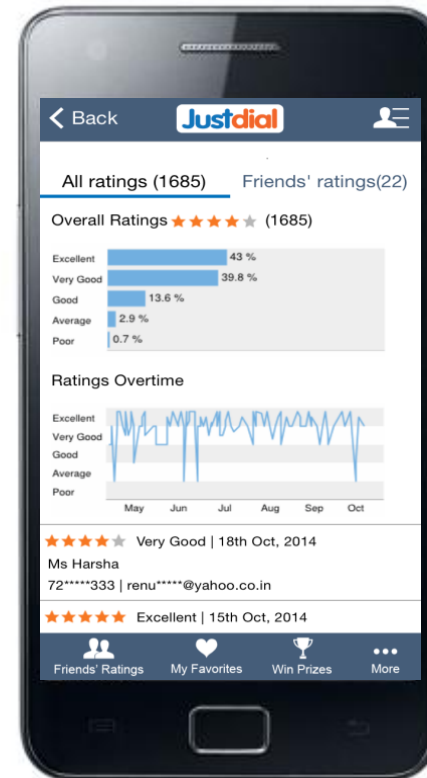
Justdial –Smart Phone Application With A Unique Social Interface



*Tag
Friends*



*Search &
Transact*

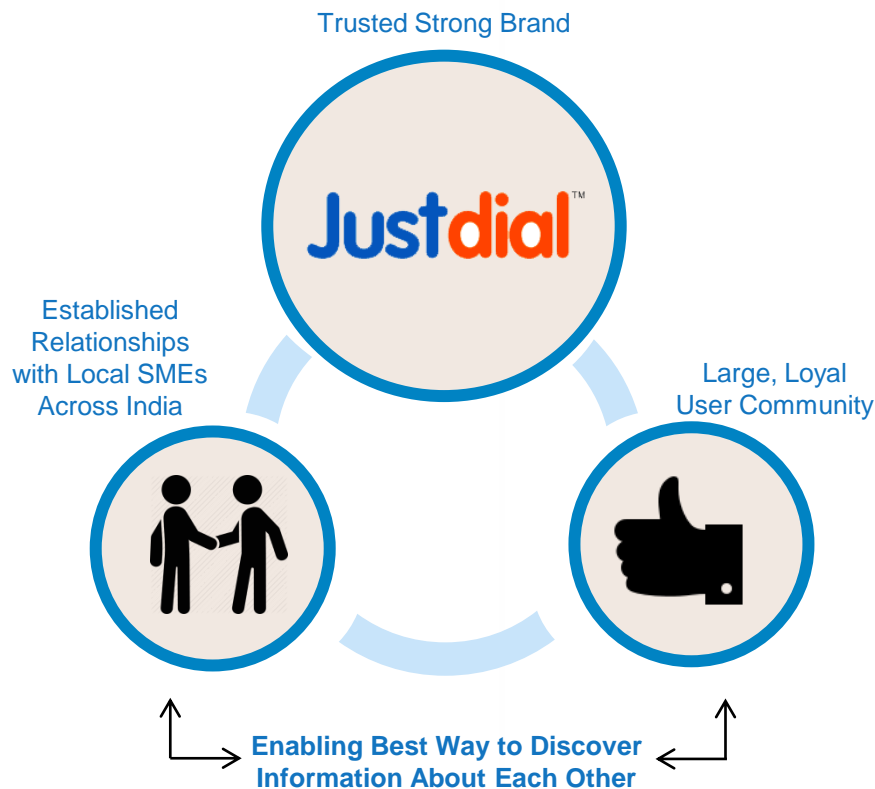


Rate & Review

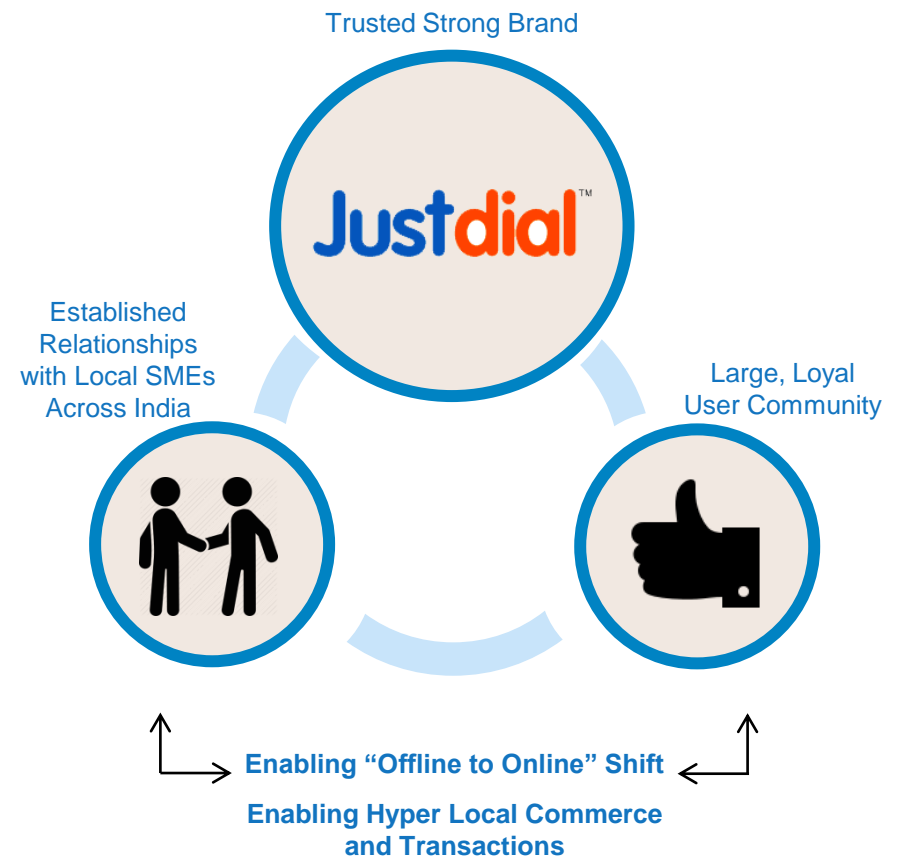
Search Plus – A natural extension of our core search business



Leveraging The Three Cornerstones of Our Success to Do More



“Three Clicks to Find”



“Three Clicks to Transact”

Products and Services – Search Plus

Justdial

Book Hotels



Plan Your Trip | Flight | Hotel | Train | Bus | Your Booking History | Hi Addi | Logout

30 Hotels available in Panchgani, India

Check-in: 15-Aug-2014 (Fri) | Check-out: 16-Aug-2014 (Sat) | Nights: 1 | Rooms: 1 | No. of People: 1 Adult, 0 Children

Filter Search: Reset | Popularity | Price | Star Rating | User Rating

30 Hotels

Price Range: ₹ 590 - ₹ 5704

Hotel Type: Show All | 1 Star Hotel | 2 Star Hotel | 3 star Hotel | 4 Star Hotel | 5 Star Hotel

JD User Rating: Show All | 1 star | 2 stars | 3 stars | 4 stars | 5 stars

Locations: Show All Locations | Mahabaleshwar Ho. (20) | Main Road (3) | Panchgani Ho. (2) | Wai (2) | Mahabaleshwar Ho. (1) | Satara Ho. (1)

Hotel Dwarka - Pure Veg
1 Star Hotel | 16 Ratings | ₹ 1973 Per Room Per Night | **BOOK NOW**

Grand Resort
2 Star Hotel | 18 Ratings | ₹ 3307 Per Room Per Night | **BOOK NOW**

Hotel Maharaja Residency
1 Star Hotel | 6 Ratings | ₹ 1759 Per Room Per Night | **BOOK NOW**

Cloud Green
2 Star Hotel | 18 Ratings | ₹ 2299 Per Room Per Night | **BOOK NOW**



Book Movie Tickets



Justdial | Movies | Hi Sarita

Upcoming & Currently Showing Movies Near You

Movies | Cinemas

Which movie would you like to see?

Select a Movie:

Select a Date:

Di Prakash Baba Amte The Real Hero (Marathi Movie)
Critics Rating: | User Ratings: | **Book**

Bang Bang (Hindi Movie)
Critics Rating: | User Ratings: | **Book**

Haider (Hindi Movie)
Critics Rating: | User Ratings: | **Book**

Sonali Cable (Hindi Movie)
Critics Rating: | User Ratings: | **Book**

Pyaar Vahi Love Story
Critics Rating: | User Ratings: | **Book**

Book A Doctors' Appointment



Mumbai | Cardiothoracic Surgeons | Dr. Reshma Ramchandra Rao

Dr. Reshma Ramchandra Rao | 5.0 | 645 Ratings | Excellent | **BOOK APPOINTMENT**

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

Book Appointment | More Info | Reviews & Ratings | Photos & Videos

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



Restaurant Reservation/ Ordering



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

(022) 49170211 | Mira 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	564
Onion Veggie	₹90.00	565
Chili Paneer	₹90.00	564
Vegetable Club	₹110.00	565
Garden Fresh	₹90.00	564
Com & Spinach Sandwich	₹100.00	565
Paneer Bhuri Sandwich	₹90.00	564

Sandwich Non Veg

Egg & Mayonaisse Mayo	₹70.00	565
Cherry Tuna & Tomato	₹120.00	564

Order Summary | Minimum Order ₹100

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

Most Ordered Items

1. Tomato Anulika (Veg)	₹85.00	565
2. Customized (Non veg)	₹140.00	565
3. Pesto Cream Salad	₹100.00	565
4. Chicken Hawaiian Salad	₹150.00	565
5. Vegetable club	₹110.00	565
6. Non Veg Club of Club	₹170.00	565
7. D.Tos, Basil, Tomato, Lemon, Ginger, Onion, Juice, Mint Leaf	₹60.00	565
8. Cheese Pizza	₹70.00	565



Products and Services – Search Plus

Justdial

Pharmacy Online



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

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

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

ORDER ONLINE

Order Online | Reviews & ratings | More Info

Search Item : 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)



Order Flowers

Jd Flowers & Gifts | Track Order | Order History | Hi Sonia

SHOP BY CATEGORY

- Cakes
- Candles
- Chocolates
- Coffee Mug
- Combo
- Flowers
- Jewellery And Wearables
- Novelty Gift
- Personal Care
- Plants
- Printed Cushions
- Soft Toys And Figures
- Sweets And Dry Fruits

Search flowers, gifts and hampers

Flowers

- 12 Baby Pink
MRP : ₹649
[Buy Now](#)
- 12 White Carnations
MRP : ₹649
[Buy Now](#)
- 15 Pink Carnations
MRP : ₹799
[Buy Now](#)

Book a Cab / Bus



Jd Plan Your Trip | Your Booking History | Hi Sonia

Bus

From: e.g. Mumbai

To: e.g. Ahmedabad

Date of Journey: Select | Date of Return (Optional): Select

[Search Buses](#)

Shop Online



Justdial | iPhone 5S 16GB Space Grey

MRP: ₹53500

brand name: Apple | color: Space Grey | operating system: iOS 7 | screen size: 4 inches

series: iPhone 5S | form factor: Touchscreen | type: GSM | weight: 112 gm

Sort Results By

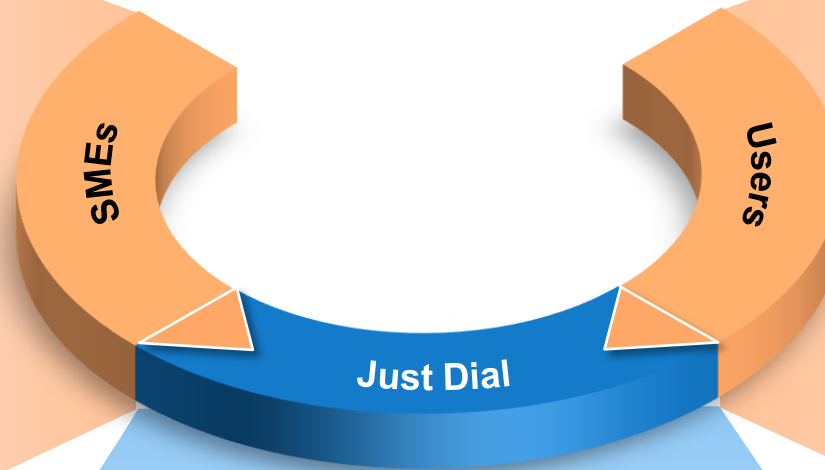
- Price
- Location
- Best Price
- User Ratings

Top Results

Hundia Telecom
+91-22-61632392
Near Jain Temple, Thane West | More...
MRP: ₹53500
₹42500
[BUY NOW](#)

Abracadabra
+91-22-61612713
Hiranandani, Powai | More...
MRP: ₹53500
₹48000
[BUY NOW](#)

- 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

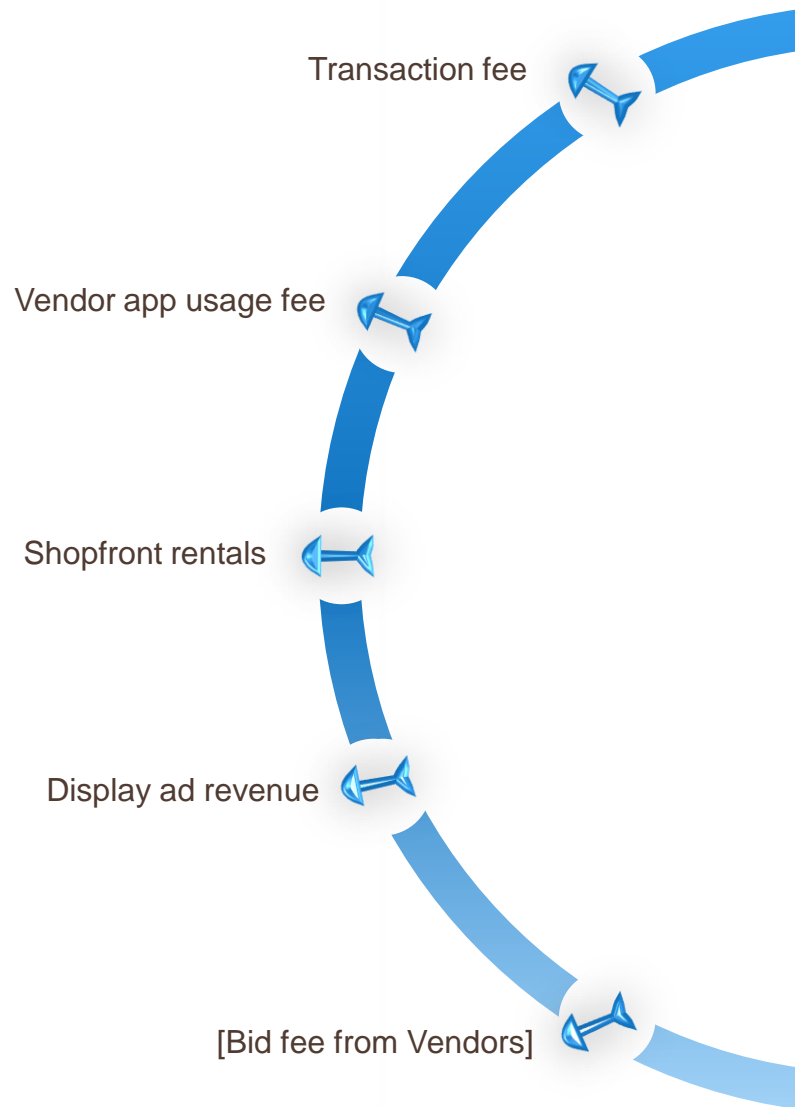


- Choose vendor in local neighborhood for product of choice
- Convenience of 'master app', look no further
- Personalized door-step service experience
- Real-time price discovery

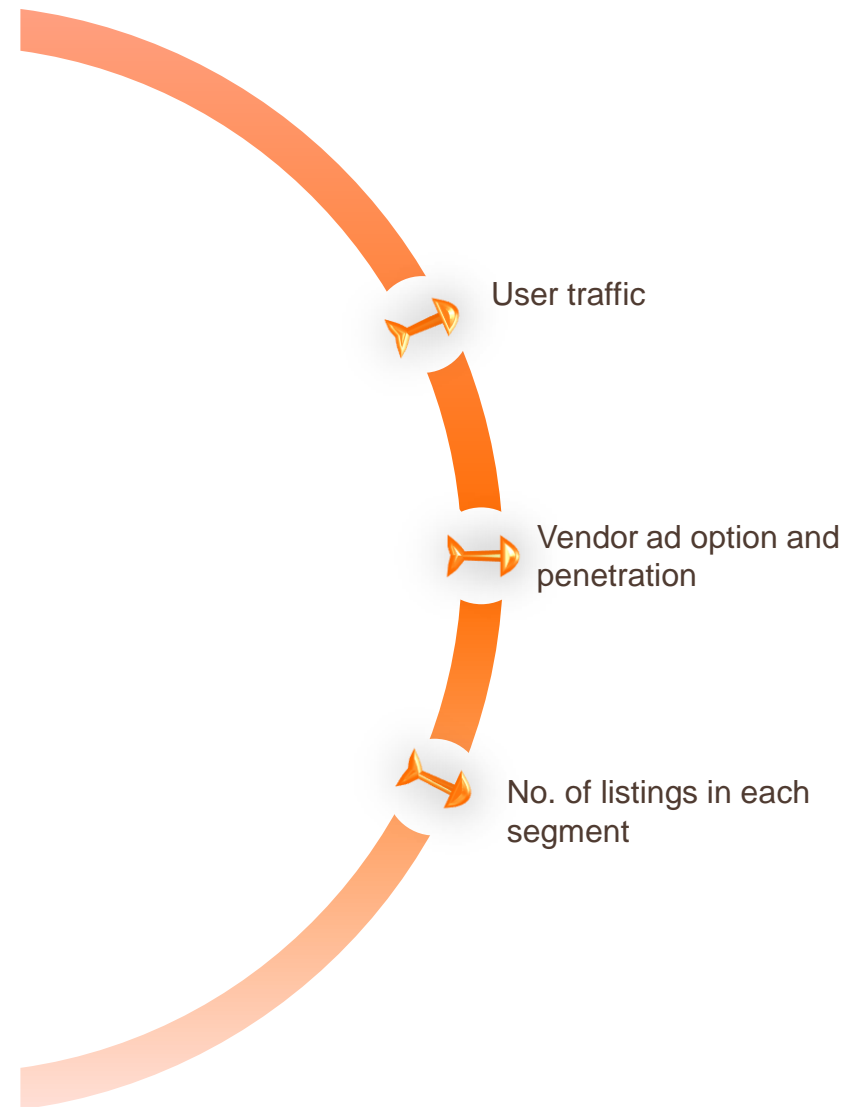
- Increased engagement and stickiness of users
- Increase in monetization streams from SMEs
- Natural extension of core search business

The Search Plus Model

New Revenue Streams



Key Metrics to Track in Near Term



Experienced Management Team



V. S. S. Mani

*Founder, Managing Director & CEO
Years of Experience : 26 years in the field
of media and local search services*



Sandipan Chattopadhyay

*Chief Technology Officer
Years of Experience : 17 years in field
of technology*



V. Krishnan

*Chief Operating Officer
Years of Experience : 21 years in the field
of strategic planning and execution*



Ramkumar Krishnamachari

*Chief Financial Officer
Years of Experience : 23 years in the
field of finance and accounting*



Shreos Roy Chowdhury

*Chief Technical Architect
Years of Experience : 17 years in the field
of technology*



Koora Srinivas

*Deputy Chief Financial Officer
Years of Experience : 14 years in the
field of finance and accounting*

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JustdialTM

Financial Overview

We have an Efficient and Profitable Business Model



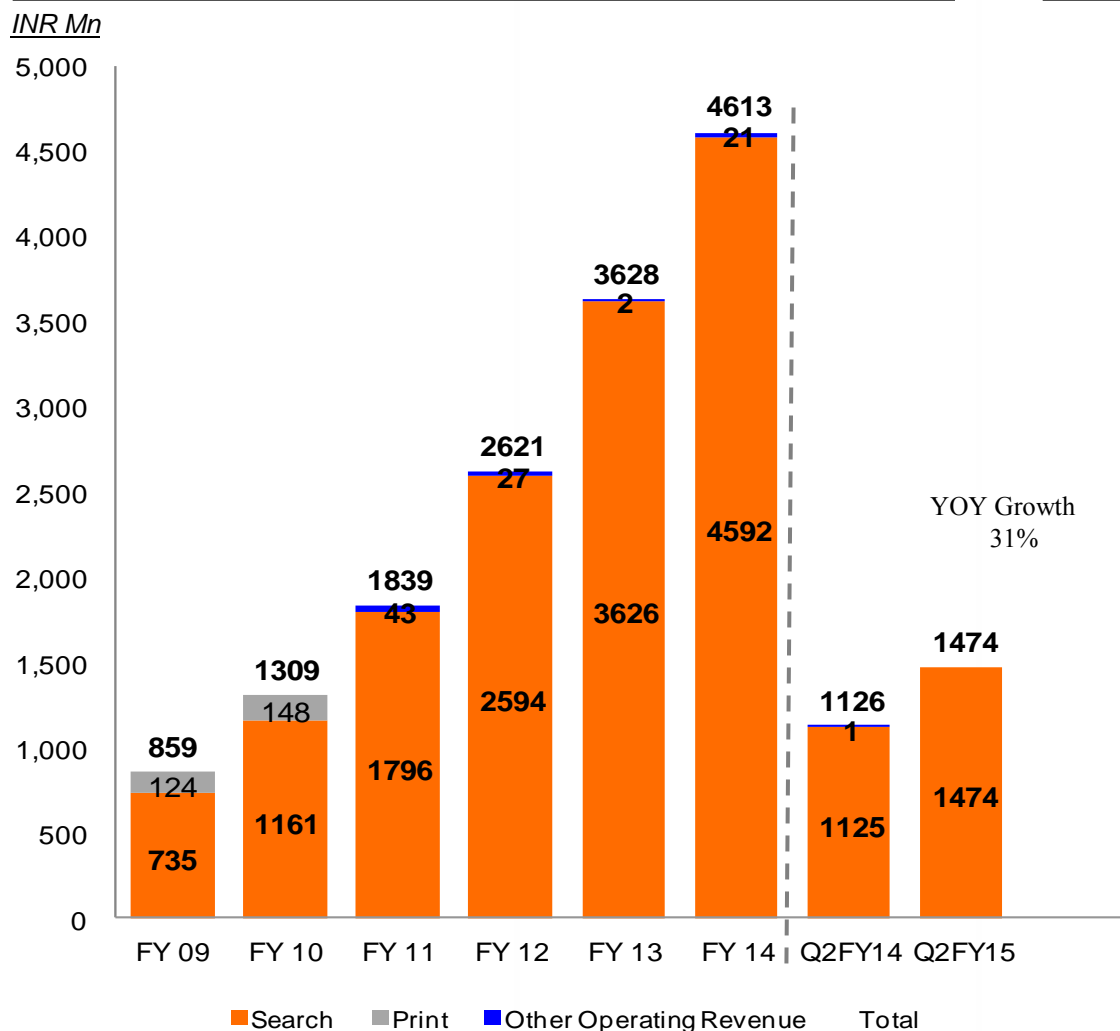
	FY2009	FY2014
Total Searches	82 MM	1125 MM
Paid Campaigns	40,500	262,150
Search Revenue	INR 735 MM	INR 4,613 MM
Operating EBIDTA	INR 79 MM	INR 1,422 MM
Operating EBIDTA Margin	9%	31%
PAT	INR 75 MM	INR 1206 MM
PAT Margin	8%	24%

Quarter ended September 30, 2014 highlights:

- ▶ Total operating revenue: INR 1,474 MM
- ▶ Adjusted Operating EBITDA margin at 31% for quarter ending September 30, 2014*
- ▶ PAT margin at 20% for quarter ending September 30, 2014

* Note: Adjusted Operating EBIDTA is excluding ESOP expenses incurred during the quarter

Operating Revenue

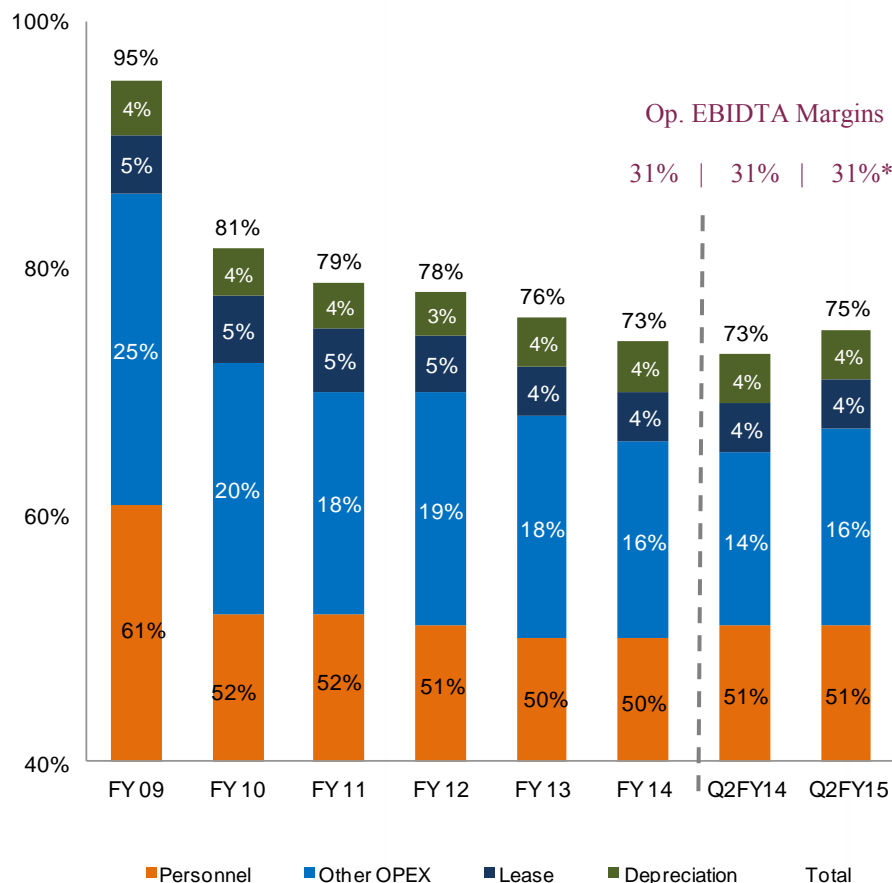


Key Business Model Attributes

- ▶ 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
- ▶ Three 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
- ▶ 3,044 tele-sales executives and 1,072 feet on street selling to SMEs and 926 Just Dial Ambassadors (JDAs)

Margin Expansion and Operating Leverage

Key Expenses as a % of Operating Revenue



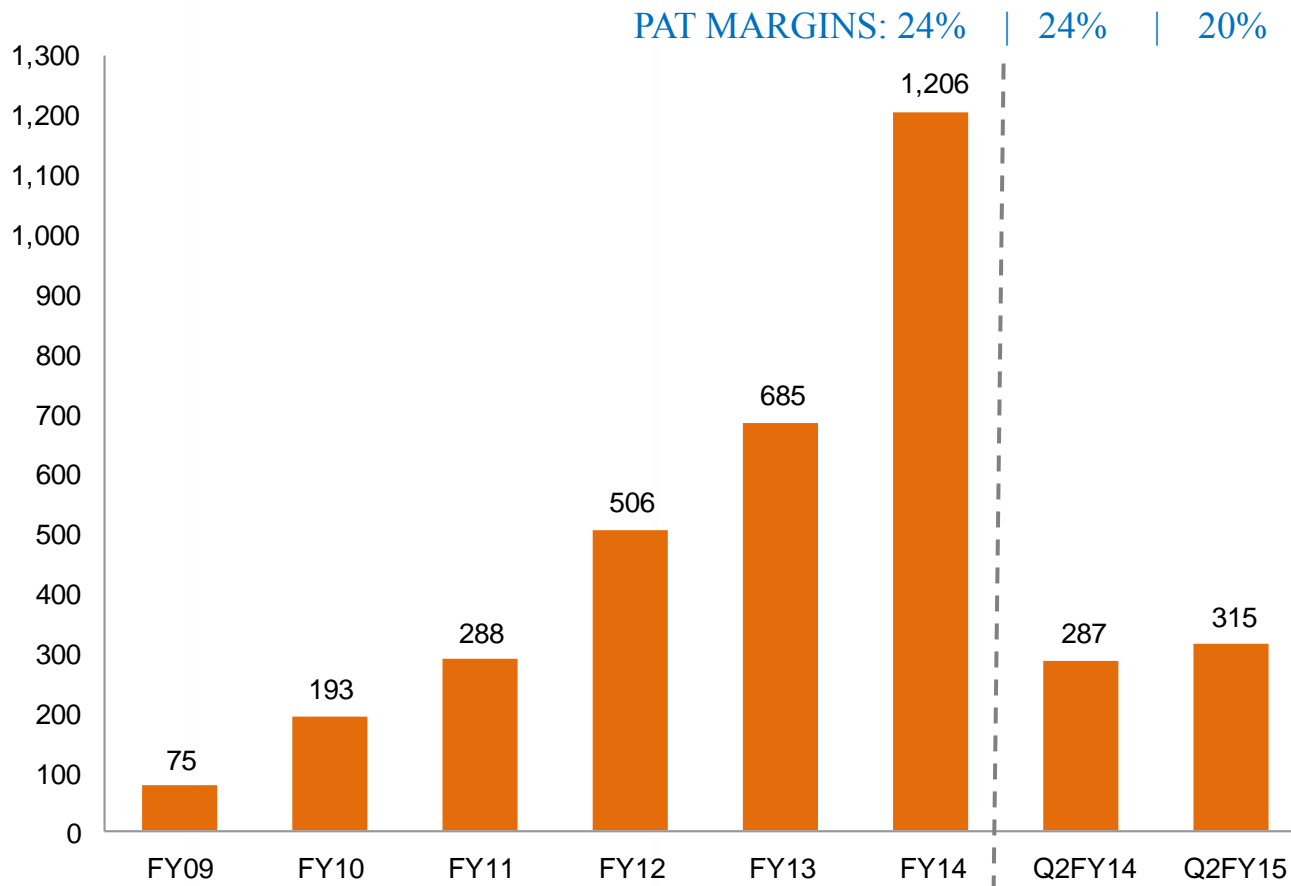
Key Drivers

- ▶ 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: For Q2FY15 Adjusted Operating EBIDTA margin excluding ESOP expenses is considered

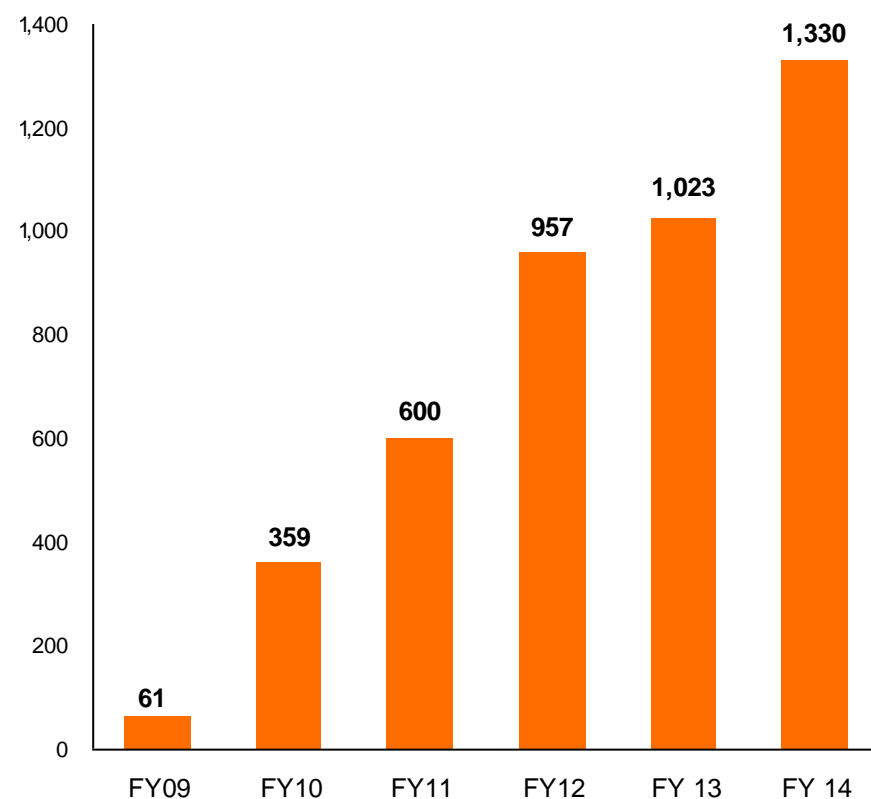
Profit after Tax (PAT)

INR Mn

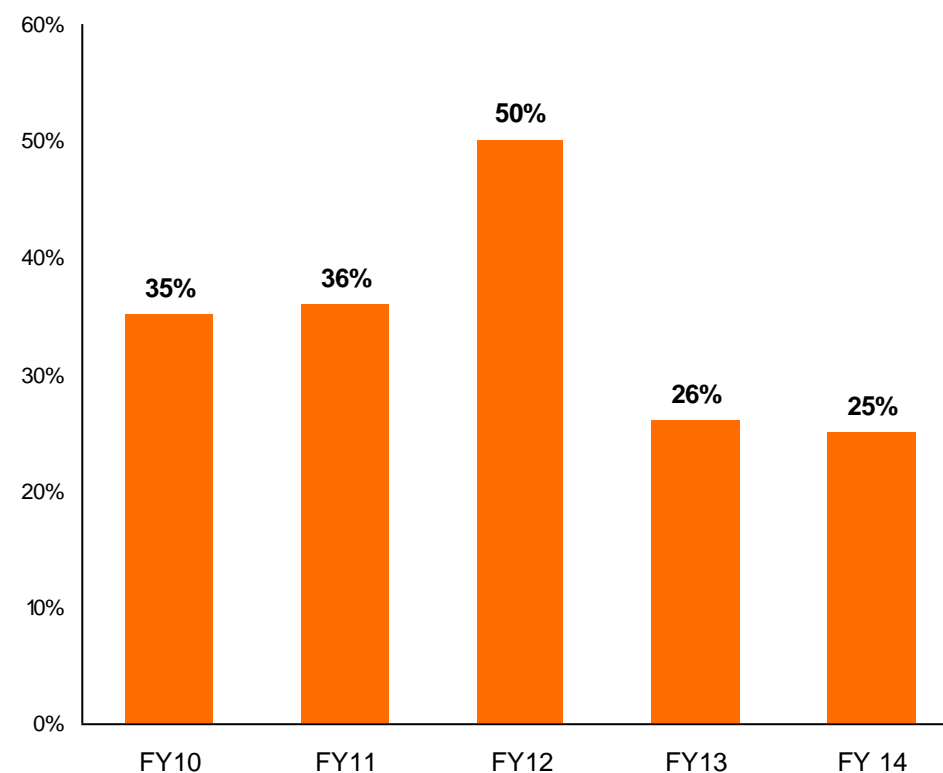


Cash Flow from Operations

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