



**Justdial**<sup>TM</sup>

## Company Presentation

September 2016

SEARCH

Enter



**Justdial**<sup>TM</sup>

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 30 September, 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

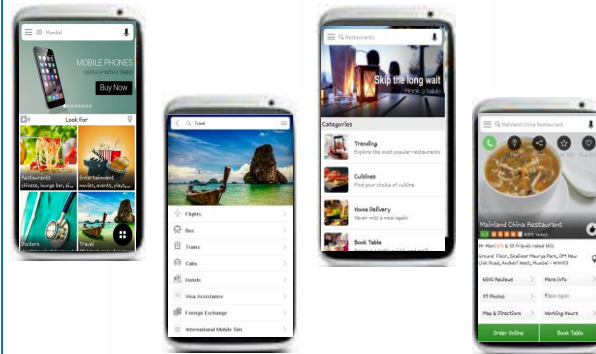
Search by company or category or product

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

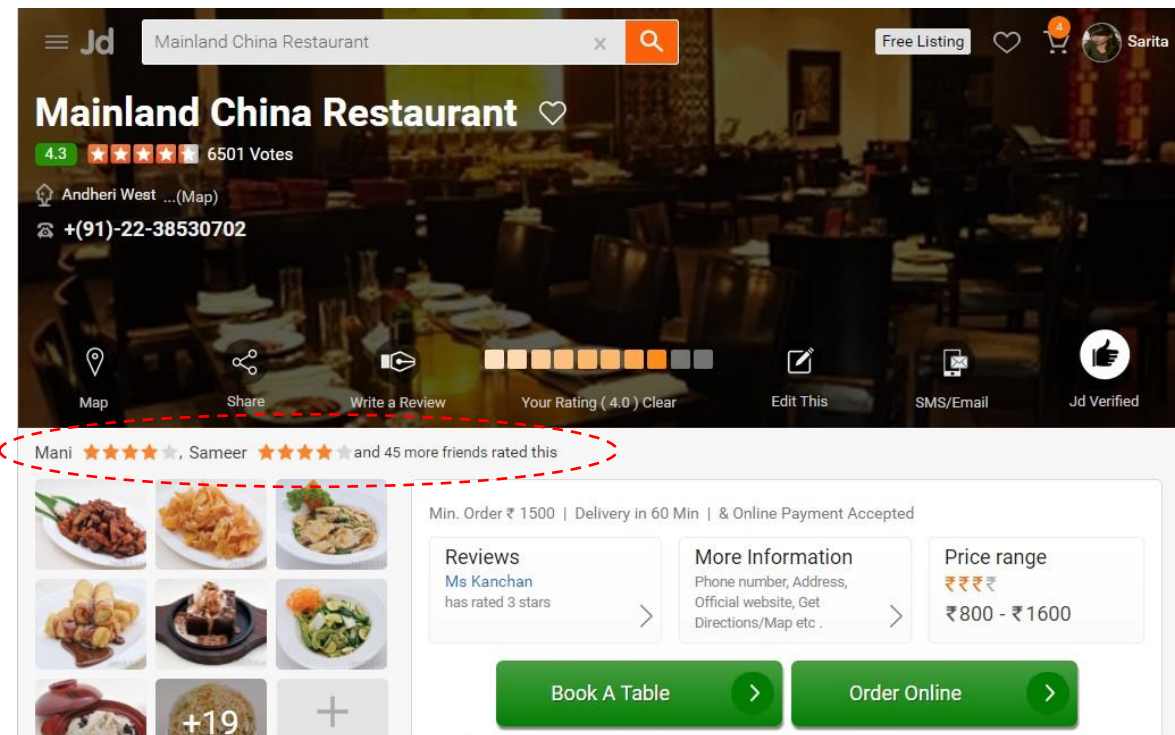
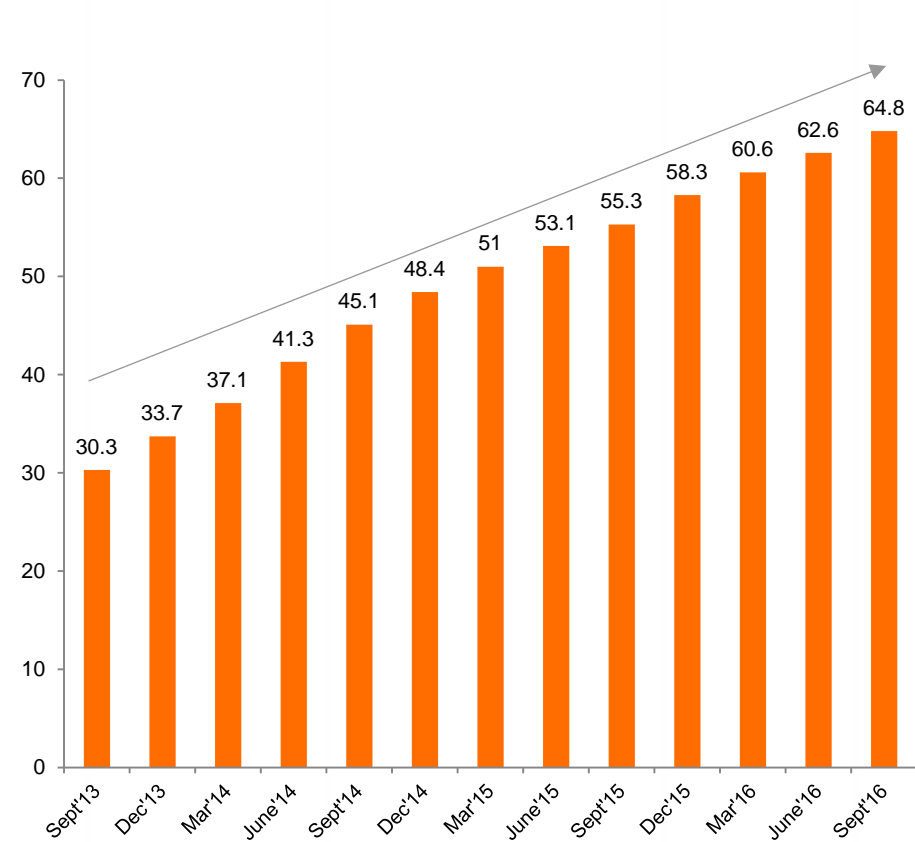
Company/ category/product searches

Search Plus

# User Community and Reviews Drive Engagement

## Reviews and Ratings

Millions

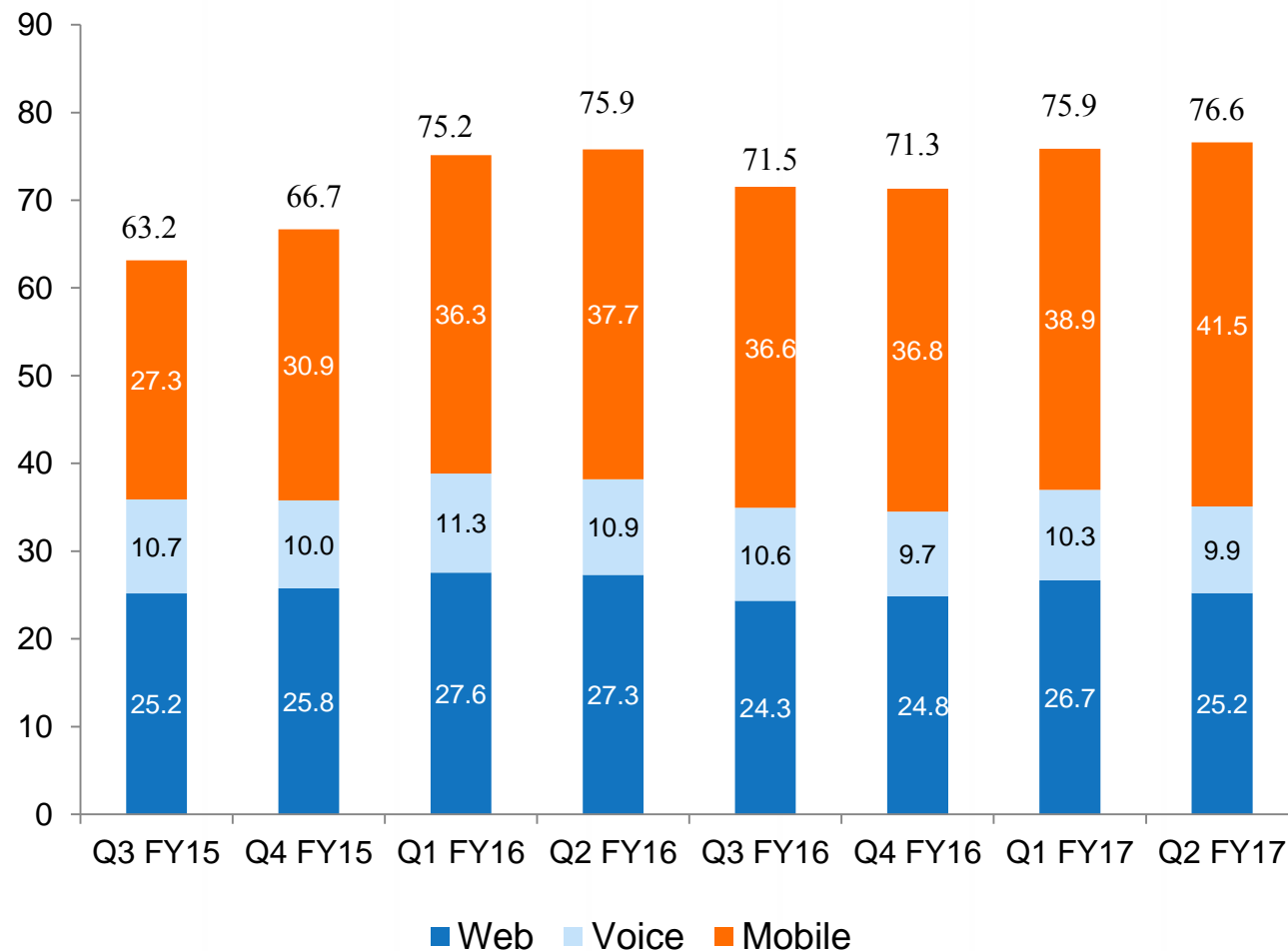


Special focus on **Friend's Reviews & Ratings**

# Unique Visitors



in million



Voice, PC and Mobile – Unique Visitors

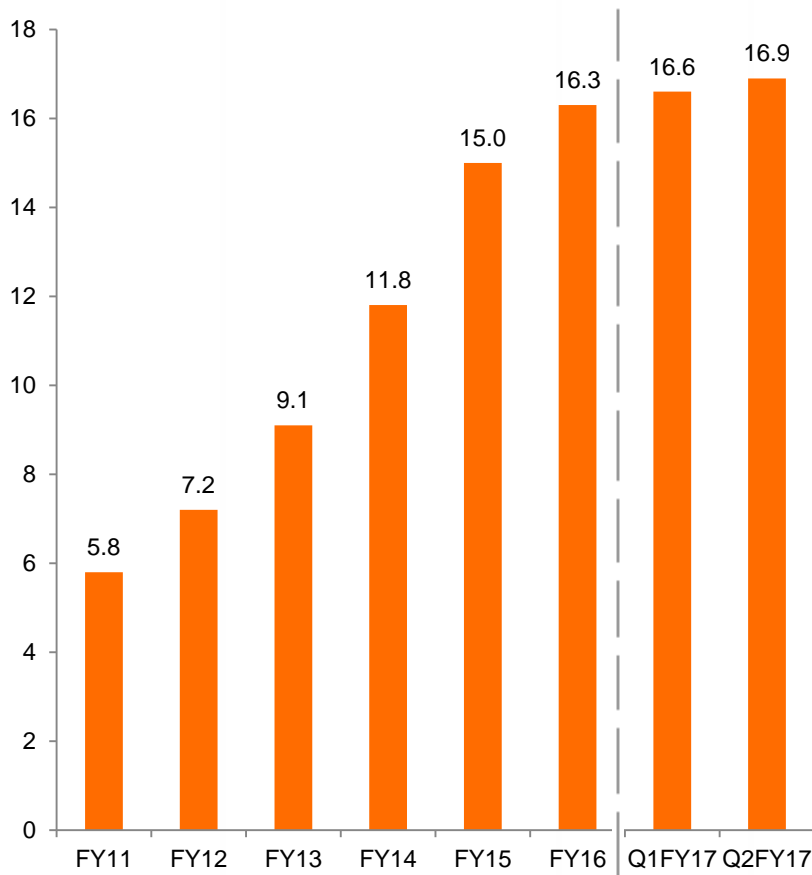
Total Unique Visitors are considered across various mediums – Voice, PC Internet, Mobile Internet – these may not necessarily be mutually exclusive.

# Attractive Value Proposition for Local SMEs



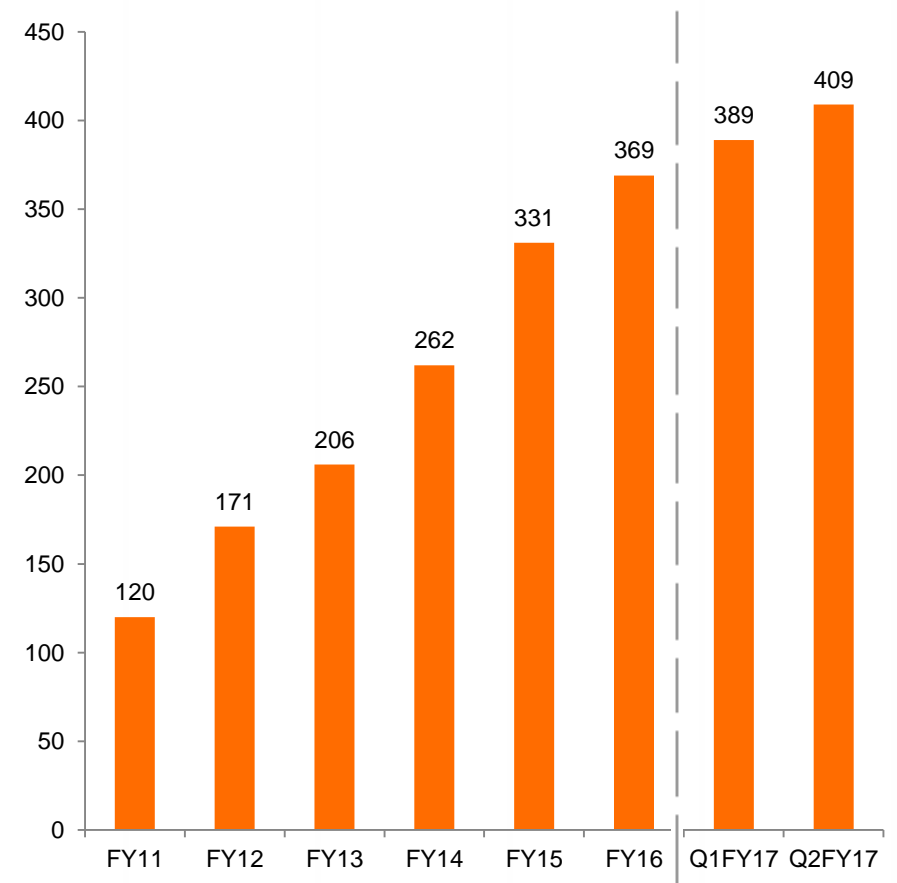
## Total Business Listings

Million



## Paid Campaigns

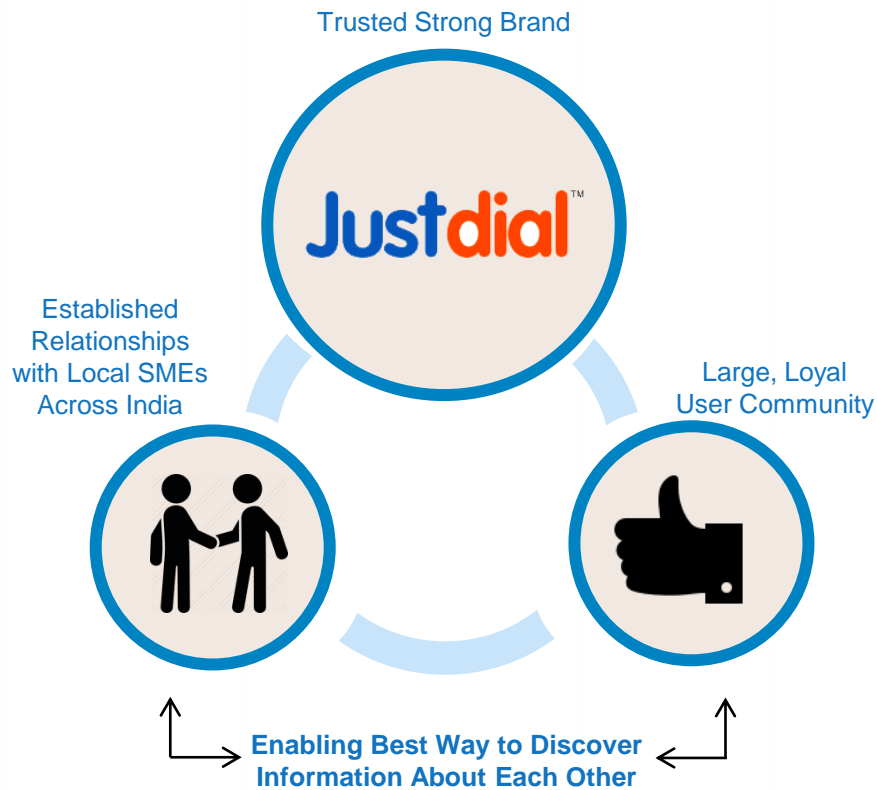
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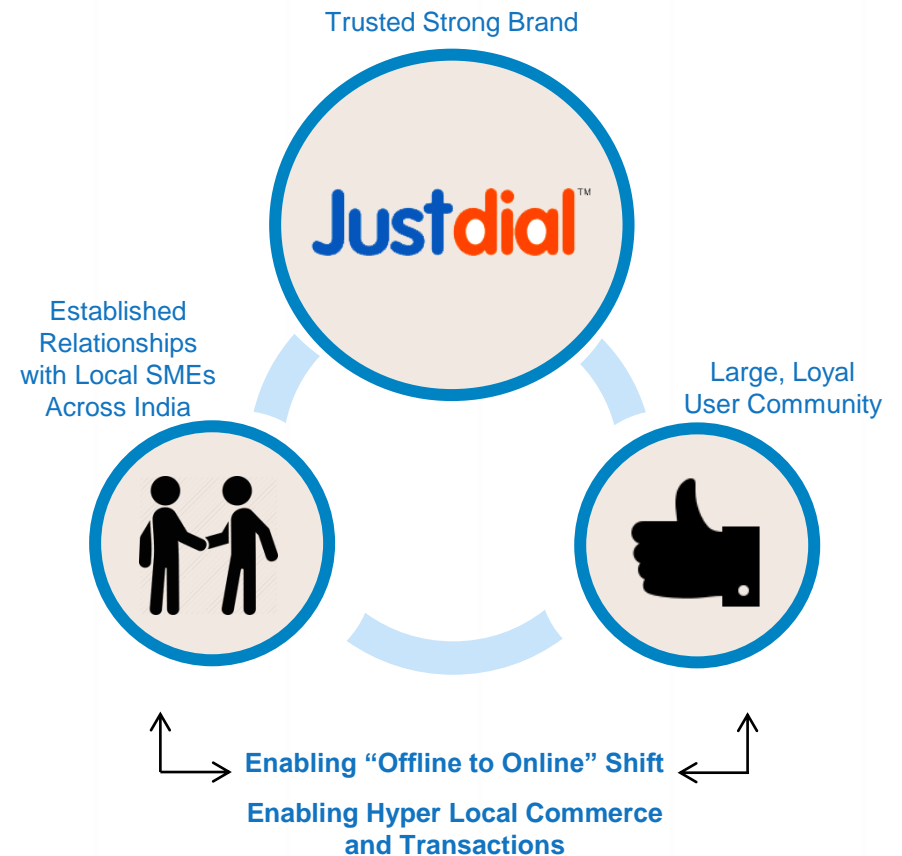
# Search Plus – A natural extension of our core search business



## Leveraging The Three Cornerstones of Our Success to Do More



**“Three Clicks to Find”**



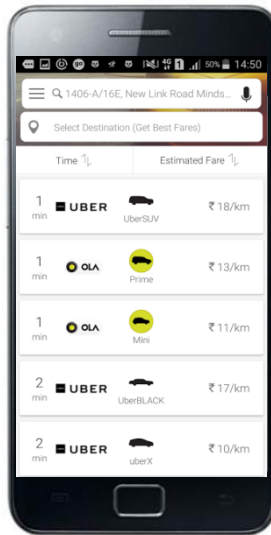
**“Three Clicks to Transact”**



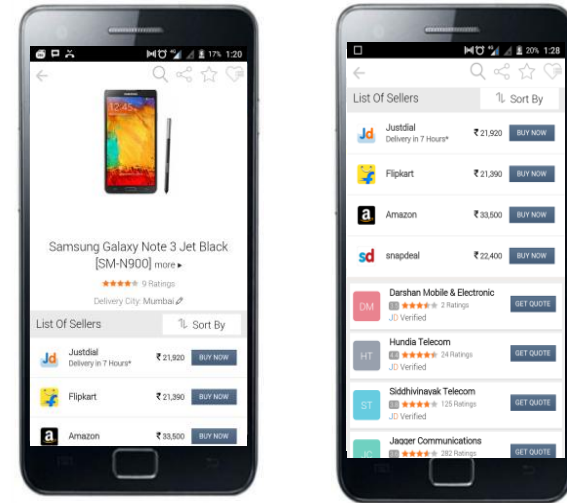
- Order Food
- Book A Table
- Book A Doctor's Appointment
- Order Grocery
- Order Medicines/ Pharmacy
- Order Books
- Diagnostics
- Shopfront / Shop Online
- Flight Tickets
- Order Flowers
- Laundry Pick-up
- Courier Pick-up
- Car Servicing
- AC Servicing
- Water Purifier Servicing
- Mineral Water Order
- 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
- FOREX

# Products and Services – Search Plus

## Hail a Cab



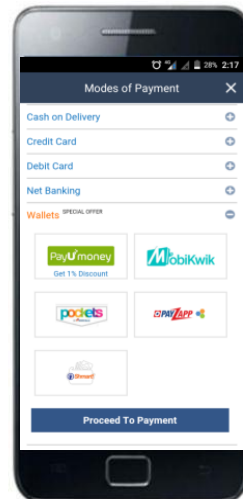
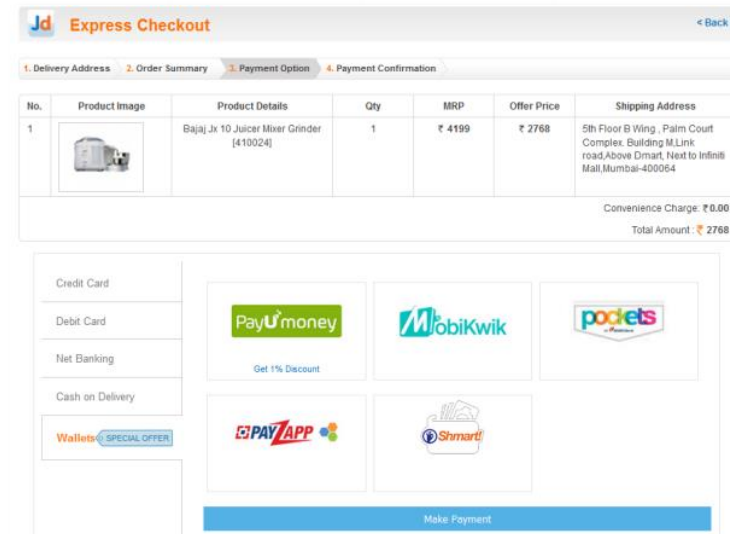
## Shop Online



## Order Grocery

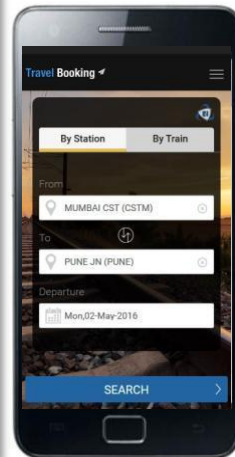
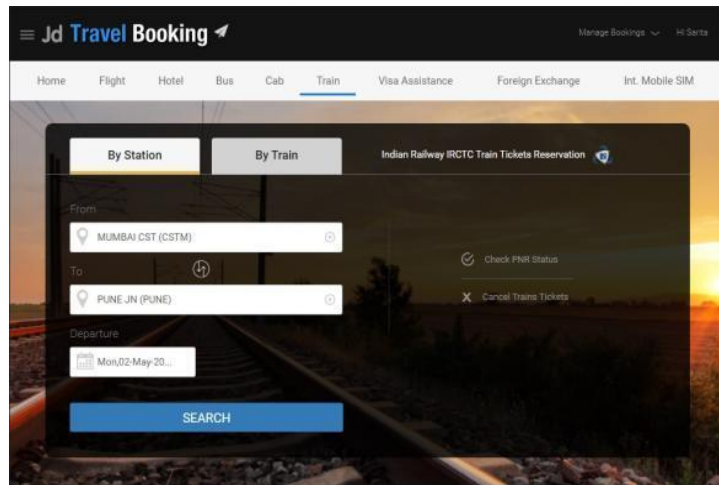


## Options of Wallets for Payment

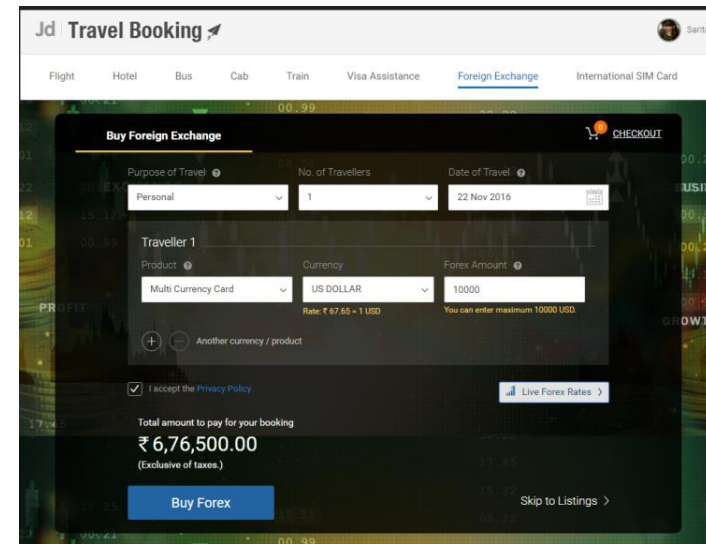


# Products and Services – Search Plus

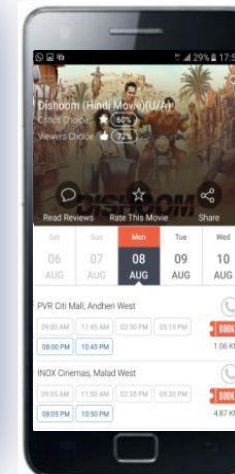
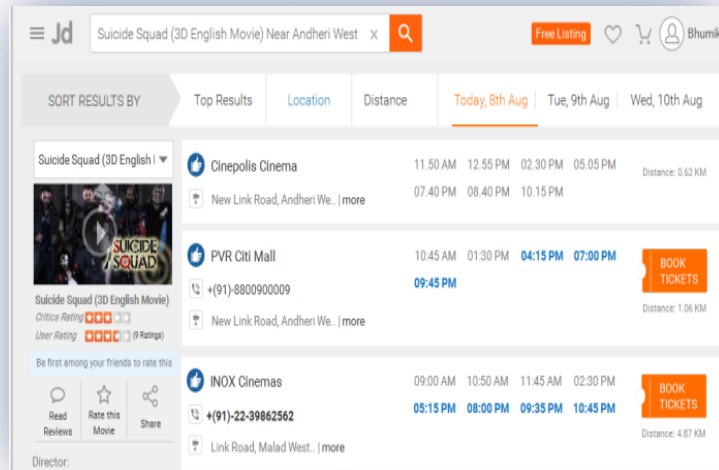
## Book Train Tickets



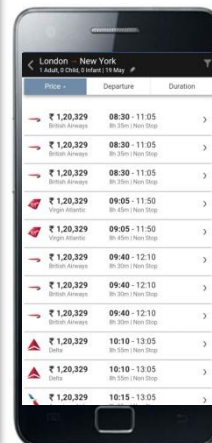
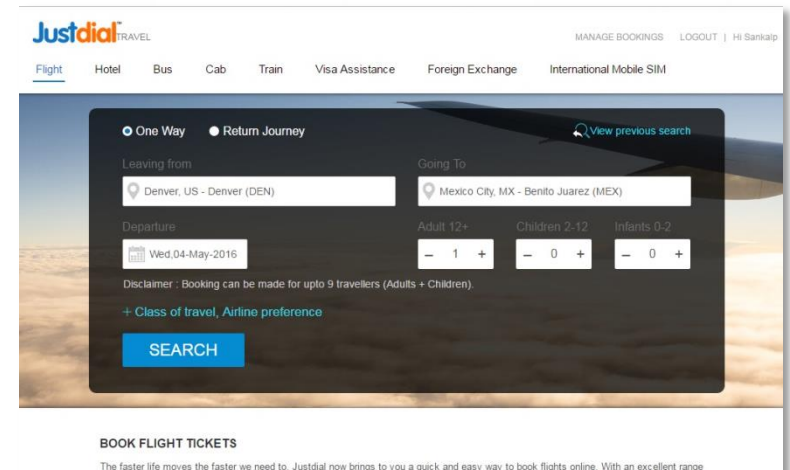
## Foreign Exchange



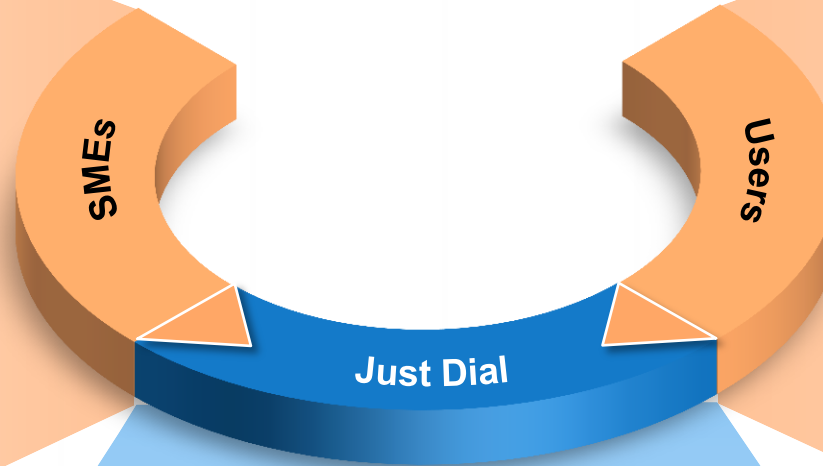
## Book Movie Tickets



## 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

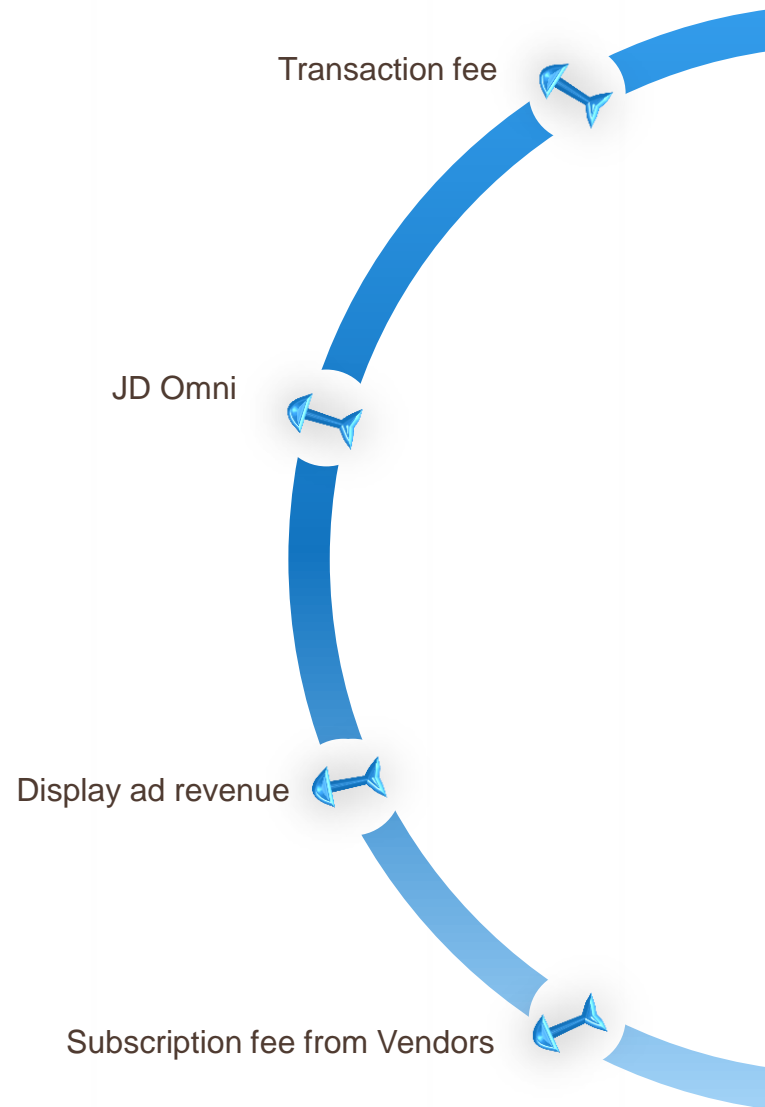


- Choose vendor in local neighborhood for product of choice
- Convenience of 'master app', look no further
- Personalized door-step service experience
- Real-time price discovery

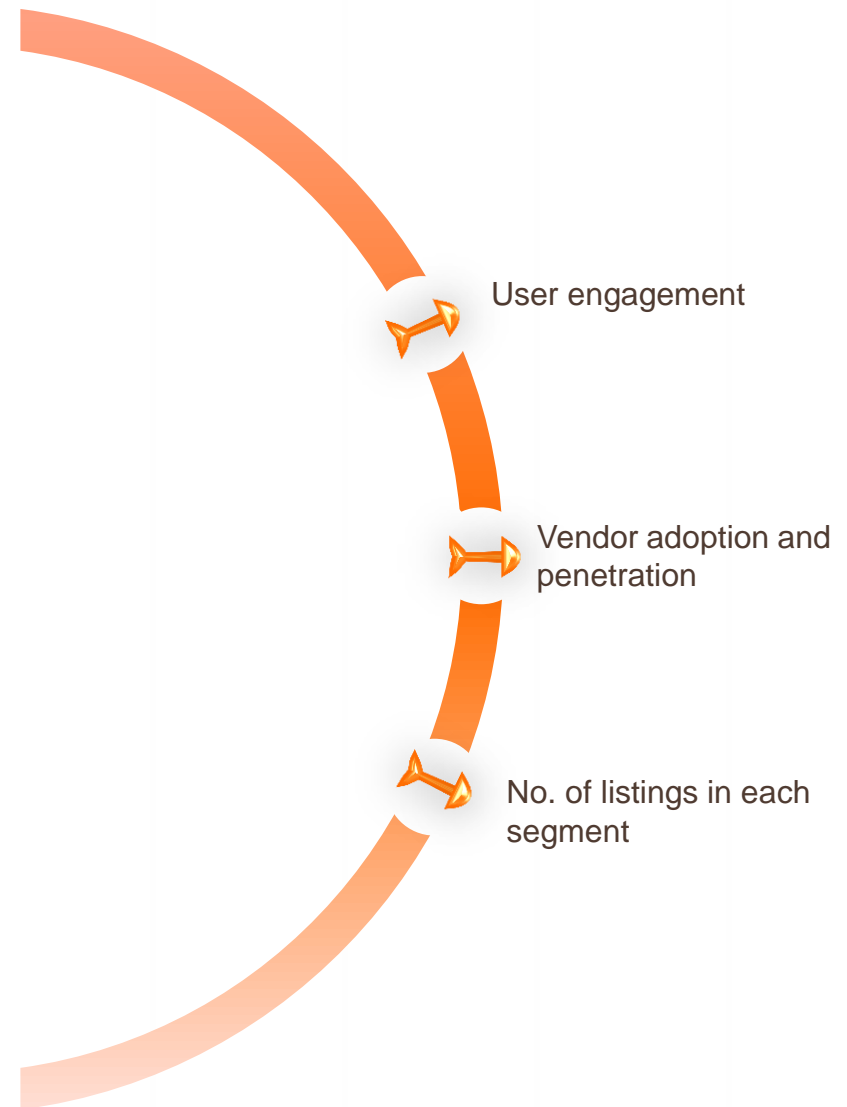
- Increased engagement and stickiness of users
- Increase in monetization streams from SMEs
- Natural extension of core search business

# The Search Plus Model

## New Revenue Streams



## Near Term Areas of Focus



JD Omni enables businesses to be online and ecommerce ready with the ability to control everything from supply chain to customer management.

**Key features of Omni are:**

- Choose your own domain name
- Transaction capable website with Payment gateway integration
- Android/iOS App that customers can download
- POS
- Delivery tracker
- Inventory management system
- One click PO
- Vendor management
- Customer credits
- Promotions
- HR payroll
- Accounting



# JD Omni for Products

Zio Basket

Cart

Home > Grocery & Gourmet

Grocery & Gourmet

- Breakfast & Cereals
- Baby Care Products
- Meat & Poultry
- Bread Dairy Eggs
- Bakery
- Beverage
- Personal Care
- Condiments & Baking
- Household
- Snacks & Packaged Food
- Grocery
- Fruits
- Vegetables

Filters

BRAND

- ☐ Loose
- ☐ Patanjali
- ☐ Catch
- ☐ Garnier
- ☐ Aashirvaad

- Beauty
- Baby Care
- Home & Kitchen
- Office Products
- Health & Personal Care

Showing 2717 results

Sort : Newest First

Brooke Bond Red Label Tea
250 gm
₹ 78 ₹ 80 2% OFF

+ ADD

Saffola Active Cooking Oil
1 ltr
₹ 129 ₹ 130 0.8% OFF

+ ADD

Horlicks Chocolate Delight (sodexo)
1 kg
₹ 375 ₹ 380 1% OFF

+ ADD

24 Mantra Organic Wheat Flour Premium Wheat ...
1 kg
₹ 53 ₹ 55 3% OFF

+ ADD

Maggi Cuppa Mania Y Masala Noodles
70 gm
₹ 38 ₹ 40 5% OFF

+ ADD

Aashirvaad Atta Sugar Release Control
5 kg
₹ 250 ₹ 260 3% OFF

+ ADD

Aashirvaad Atta Sugar Release Control
1 kg
₹ 51 ₹ 53 3% OFF

+ ADD

Oxylife Natural Radiance 5 Cream Bleach
9 gm
₹ 36 ₹ 37 2% OFF

+ ADD

Bambino Roasted Vermicelli
200 gm
₹ 23 ₹ 24 4% OFF

+ ADD

Kesh Pari Herbal Hair Wash
120 gm
₹ 96 ₹ 99 3% OFF

+ ADD

Marua Atta
500 gm
₹ 29 ₹ 36 19% OFF

+ ADD

Marua Atta
250 gm
₹ 15 ₹ 18 16% OFF

+ ADD

100% SECURE PAYMENTS

All major types of credit & debit cards accepted

TRACK YOUR ORDERS

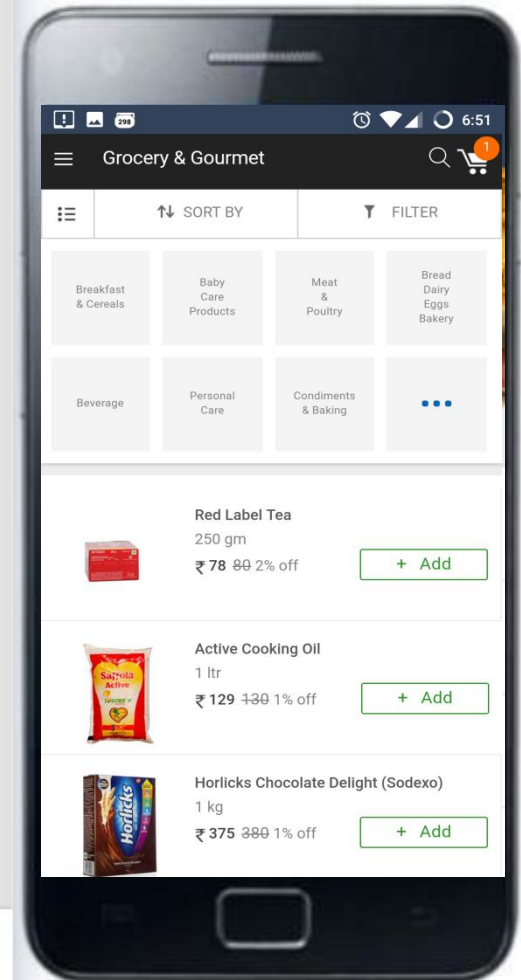
Track the delivery status of your placed orders online

NEED HELP ?

Got a question ? Look no further, contact us on 8252555000

SHOP ON THE GO

Download the app and get notified about exciting offers.







SEARCH

Enter



**Justdial**<sup>TM</sup>

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

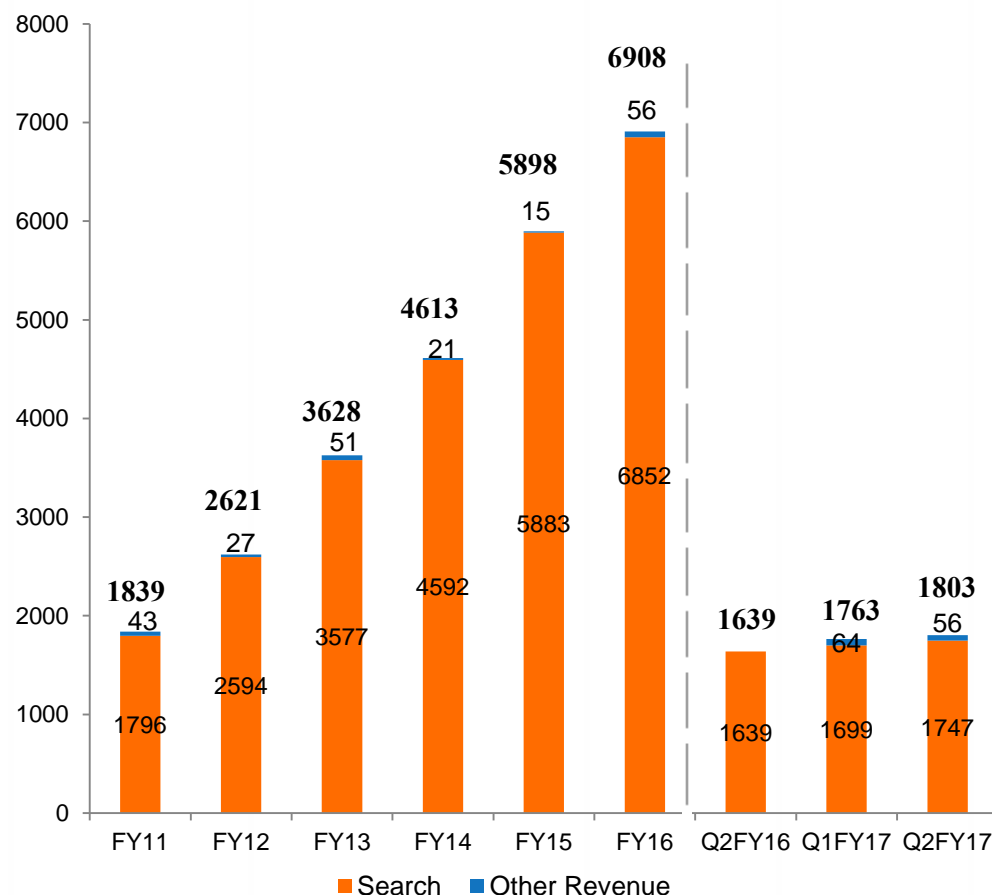
## **Quarter ended September 30, 2016 highlights:**

- ▶ Total operating revenue: INR 1,803 MM
- ▶ Adjusted Operating EBITDA margin at 14% for quarter ended September 30, 2016\*
- ▶ PAT margin at 14% for quarter ended September 30, 2016

\* Note: Adjusted Operating EBIDTA is after ESOP expenses of Rs. 2.86crore during the quarter

## Operating Revenue

INR Mn

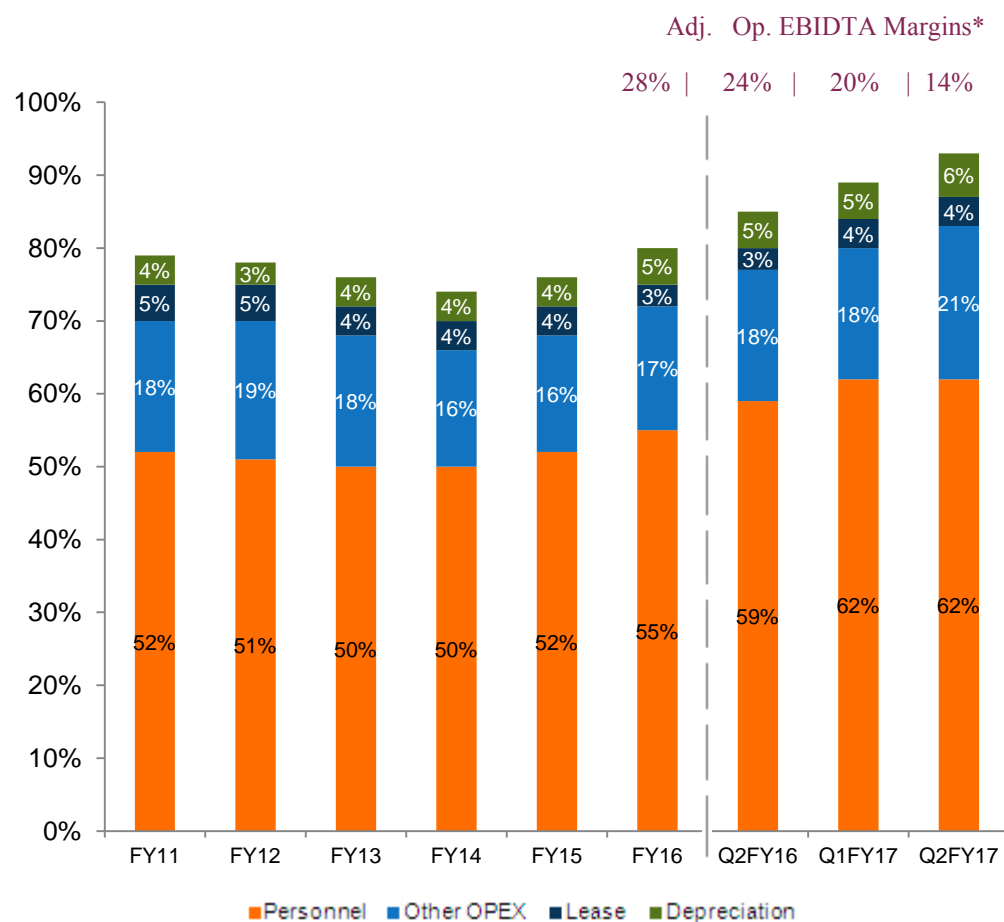


## Key Business Model Attributes

- ▶ 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
- ▶ 3,948 tele-sales executives and 1,474 feet on street selling to SMEs and 2,062 Just Dial Ambassadors (JDAs)

# Margin Expansion and Operating Leverage

## Key Expenses as a % of Operating Revenue



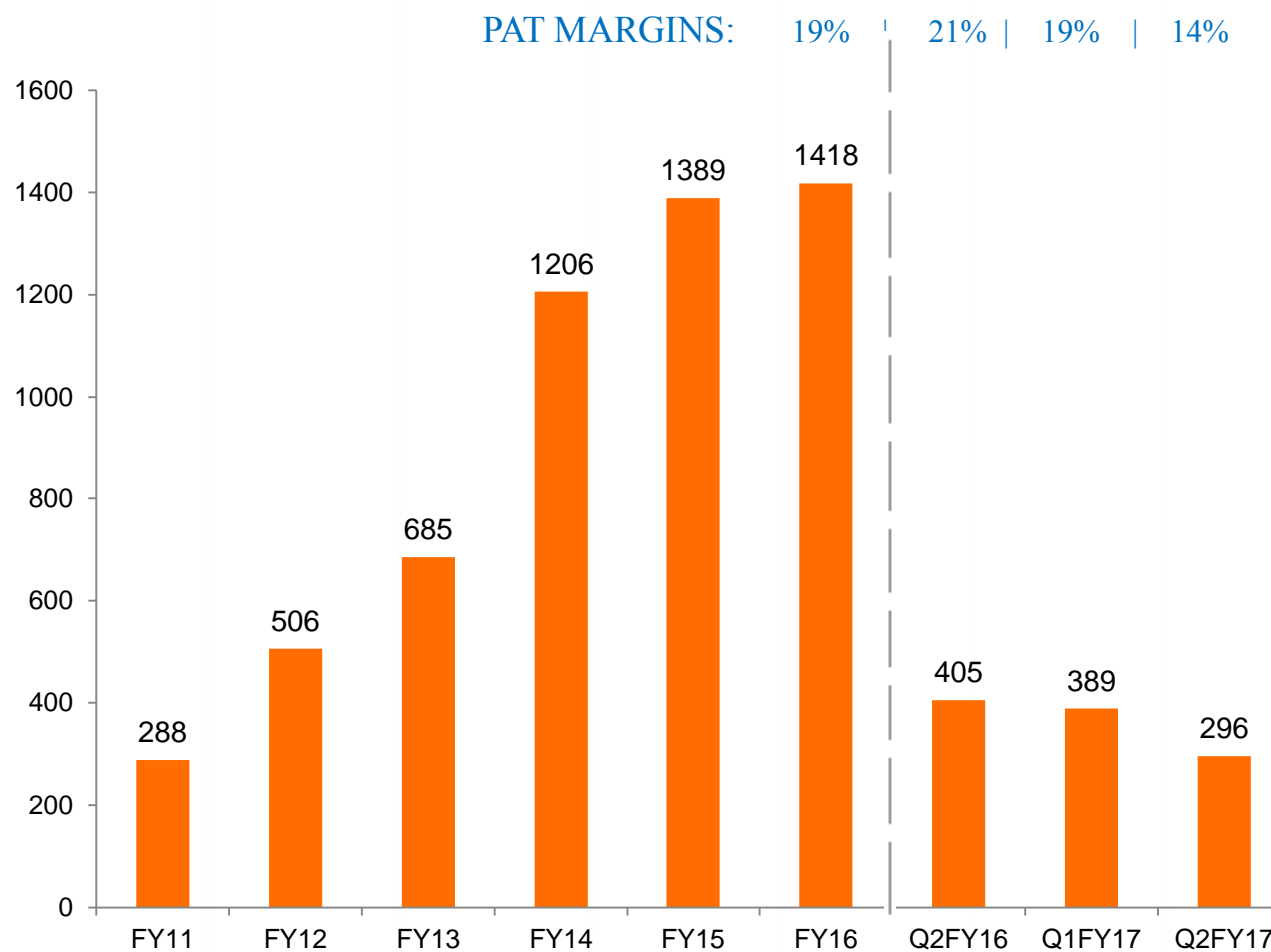
## Key Drivers

- ▶ 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

## Profit after Tax (PAT)

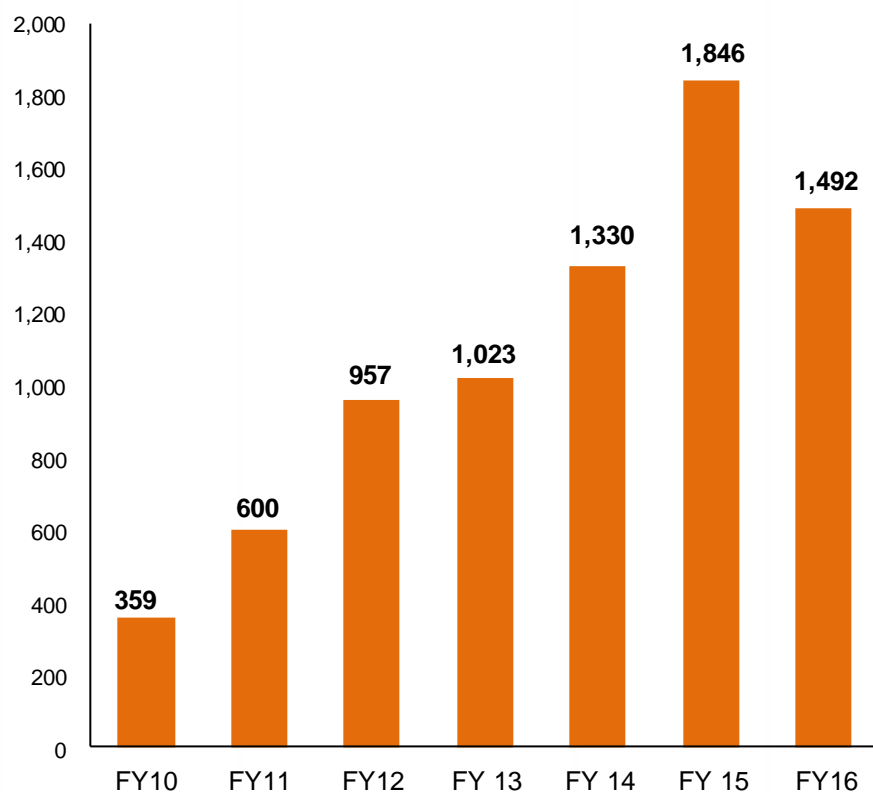
INR Mn



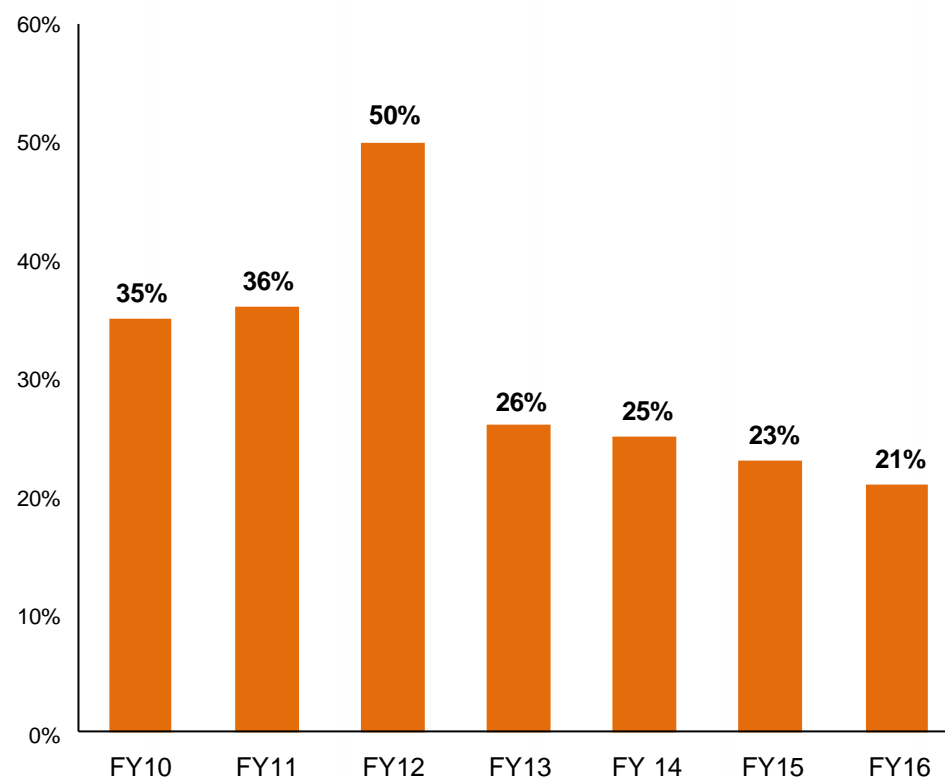
# Growing Cash Flows and Return on Capital

## Cash Flow from Operations

INR Mn



## Return on Net Worth (RoNW)



# Transition to Ind AS from Indian GAAP (IGAAP)

S No	Particulars	Three months period ended September 30, 2015		
		I GAAP	Effect of transition to Ind AS	Ind AS
<b>1</b>	<b>Income from operations</b>	-	-	-
	Revenue from operations	17,127	(741)	16,386
	<b>Total Income from operations</b>	<b>17,127</b>	<b>(741)</b>	<b>16,386</b>
<b>2</b>	<b>Expenses</b>			
	a) Employee benefits expense	9,618	49	9,667
	b) Depreciation and amortisation expense	789	-	789
	c) Other expenses	3,537	15	3,552
	<b>Total expenses</b>	<b>13,944</b>	<b>65</b>	<b>14,008</b>
<b>3</b>	<b>Profit from operations before other income and finance costs (1-2)</b>	<b>3,183</b>	<b>(806)</b>	<b>2,378</b>
<b>4</b>	Other income	2,626	10	2,636
<b>5</b>	<b>Profit from operations before finance costs (3+4)</b>	<b>5,809</b>	<b>(796)</b>	<b>5,014</b>
<b>6</b>	Finance costs	-	-	-
<b>7</b>	<b>Profit from ordinary activities before tax (5-6)</b>	<b>5,809</b>	<b>(796)</b>	<b>5,014</b>
<b>8</b>	Tax expense (net)	1,179	(213)	965
<b>9</b>	<b>Net Profit for the period (7-8)</b>	<b>4,630</b>	<b>(583)</b>	<b>4,049</b>
<b>10</b>	Other comprehensive income	-	27	27
<b>11</b>	<b>Total comprehensive income (9+10)</b>	<b>4,630</b>	<b>(555)</b>	<b>4,076</b>

**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**