

# CORPORATE PRESENTATION

November 2017



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Q2 FY18 means the period Jul 1, 2017 to Sep 30, 2017

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



## BUSINESS OVERVIEW



## KEY STRENGTHS

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- ❑ First Mover Advantage in Indian Local Search Market
- ❑ Strong Brand Recognition with 105 million+ unique quarterly visitors^ in Q2 FY18
- ❑ Comprehensive database of 19.8 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



3,951 employees in tele-sales, 3,546 feet-on-street sales force



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





# PLATFORMS



**66%**

MOBILE

Mobile site & Apps



**25%**

DESKTOP/ PC

[www.justdial.com](http://www.justdial.com)



**9%**

VOICE

88888-88888

Traffic  
Share  
Q2 FY18

105 Million^

^ 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

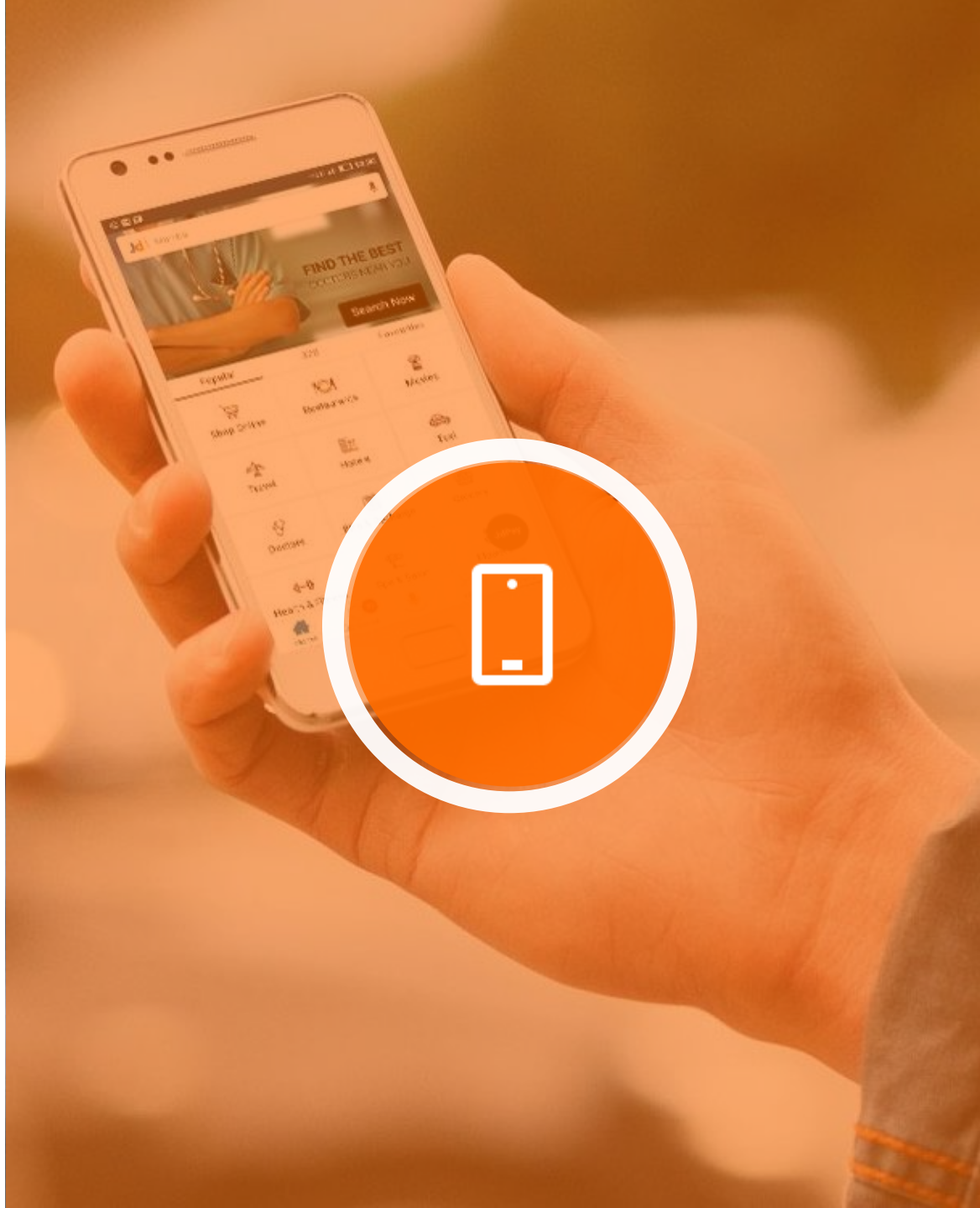
Location-based search service

Ratings & Reviews

Friends' Ratings

Favorites

Search Plus





# WEBSITE

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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

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 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

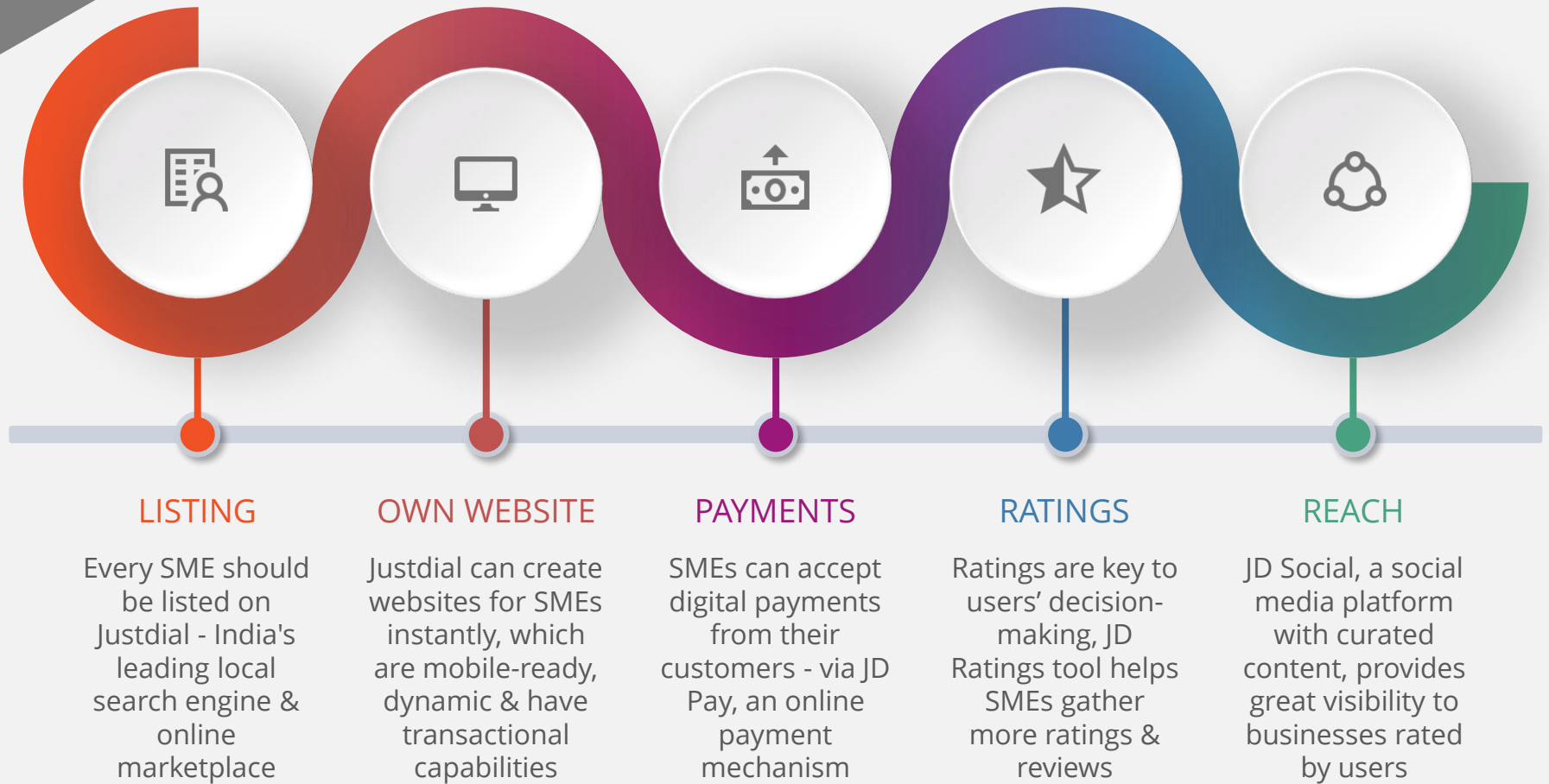
Personalized Greeting

Multiple queries in one call

Instant Email & SMS



# VALUE PROPOSITION FOR SMEs



# USER ENGAGEMENT



76.1 Million Ratings & Reviews

Mobile-verified, unbiased ratings

Friends' Ratings

10-Point Rating Scale

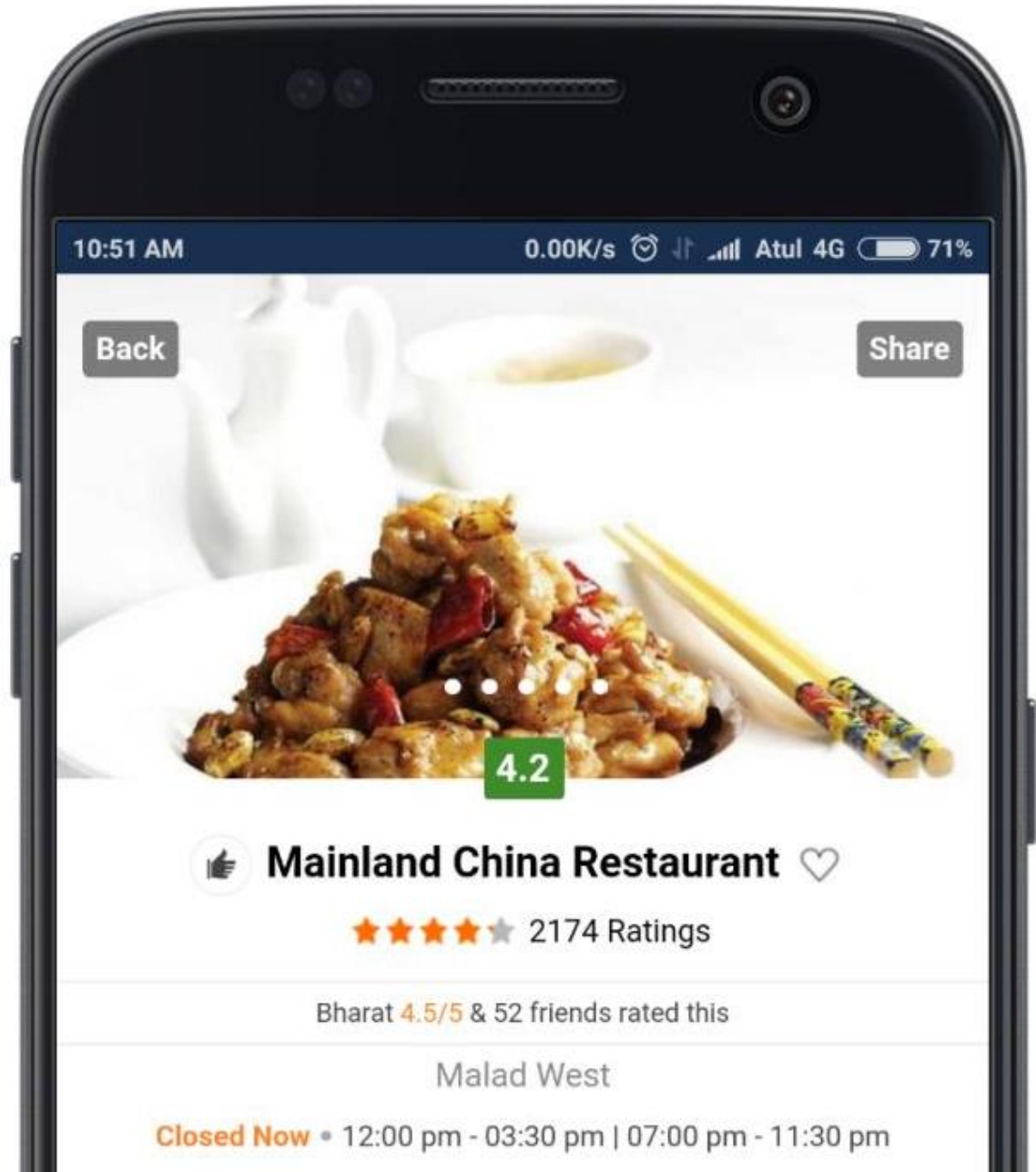
Facebook & Twitter Shareable

Photo Upload with Review

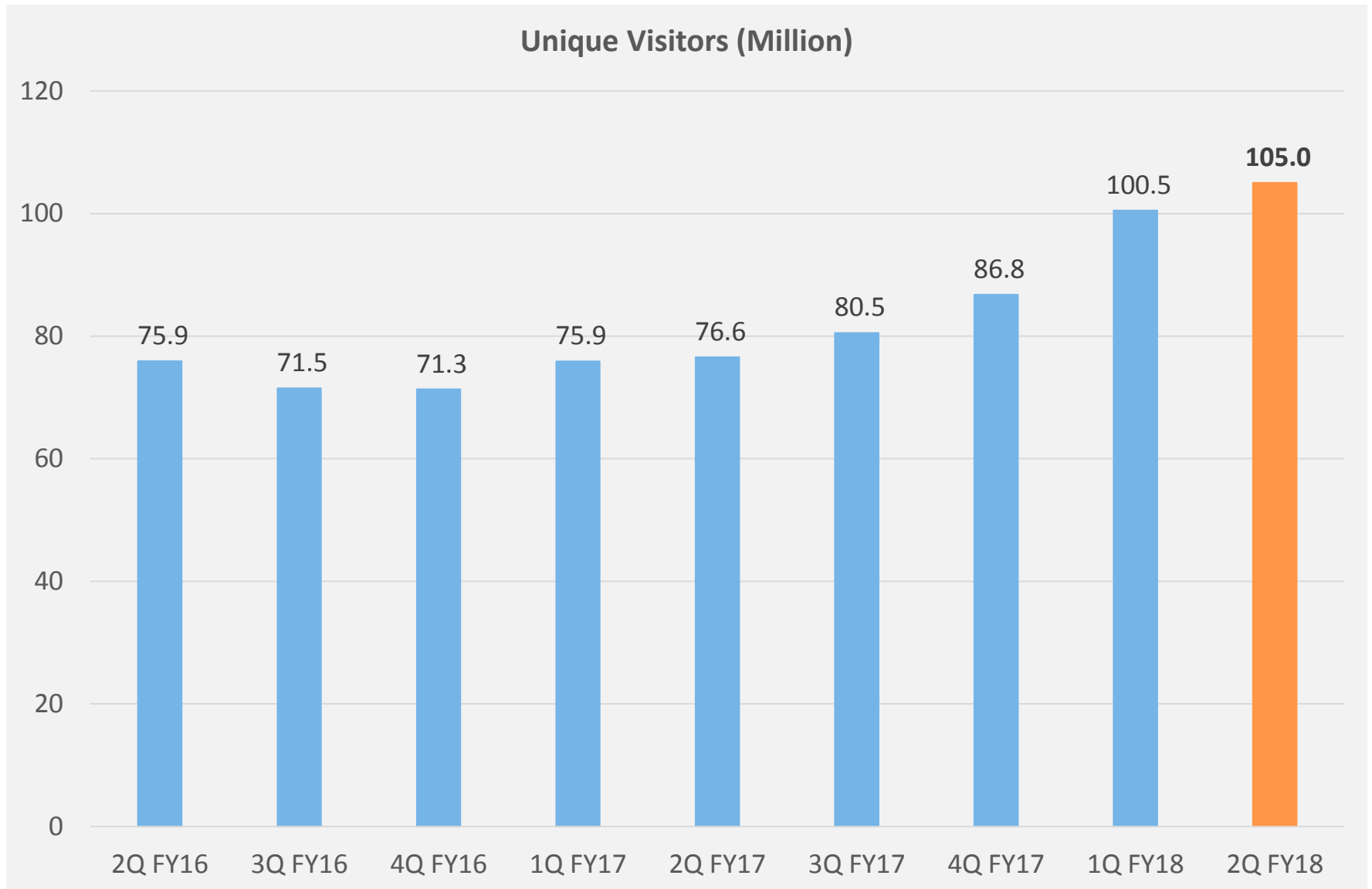
Ratings shared on JD Social

Ratings distribution over time

Robust Audit Mechanism

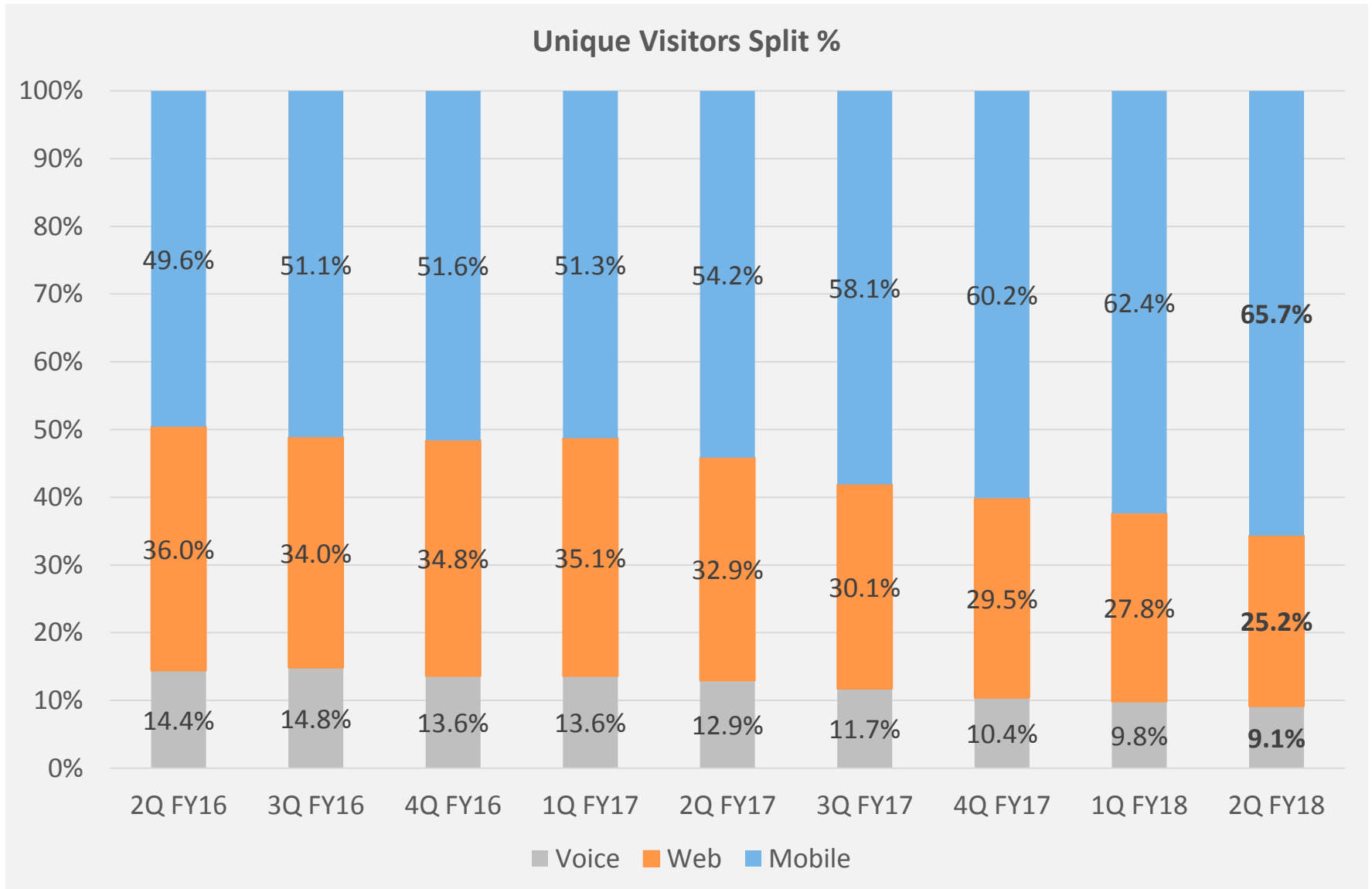


## TRAFFIC / VISITORS



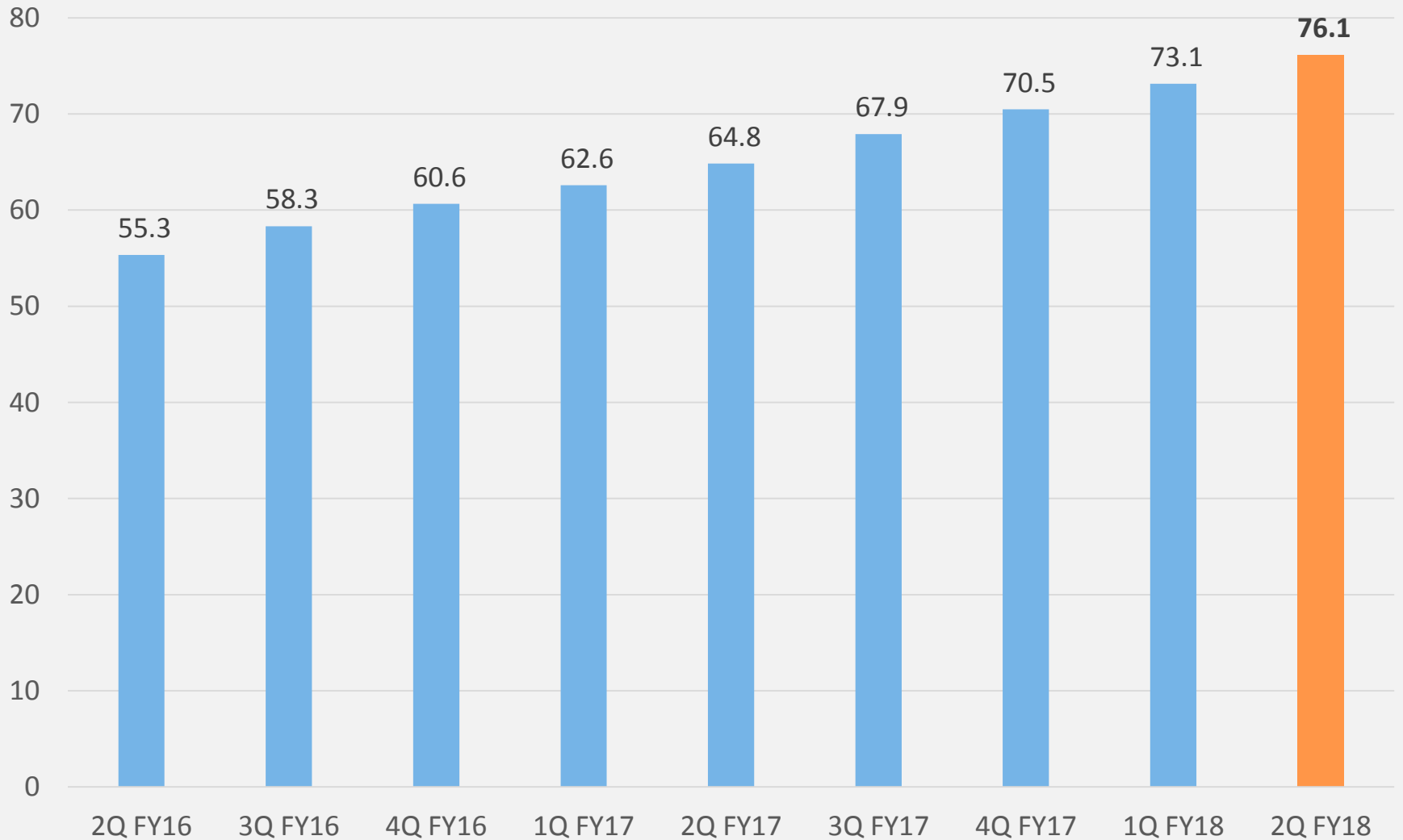


## TRAFFIC / VISITORS



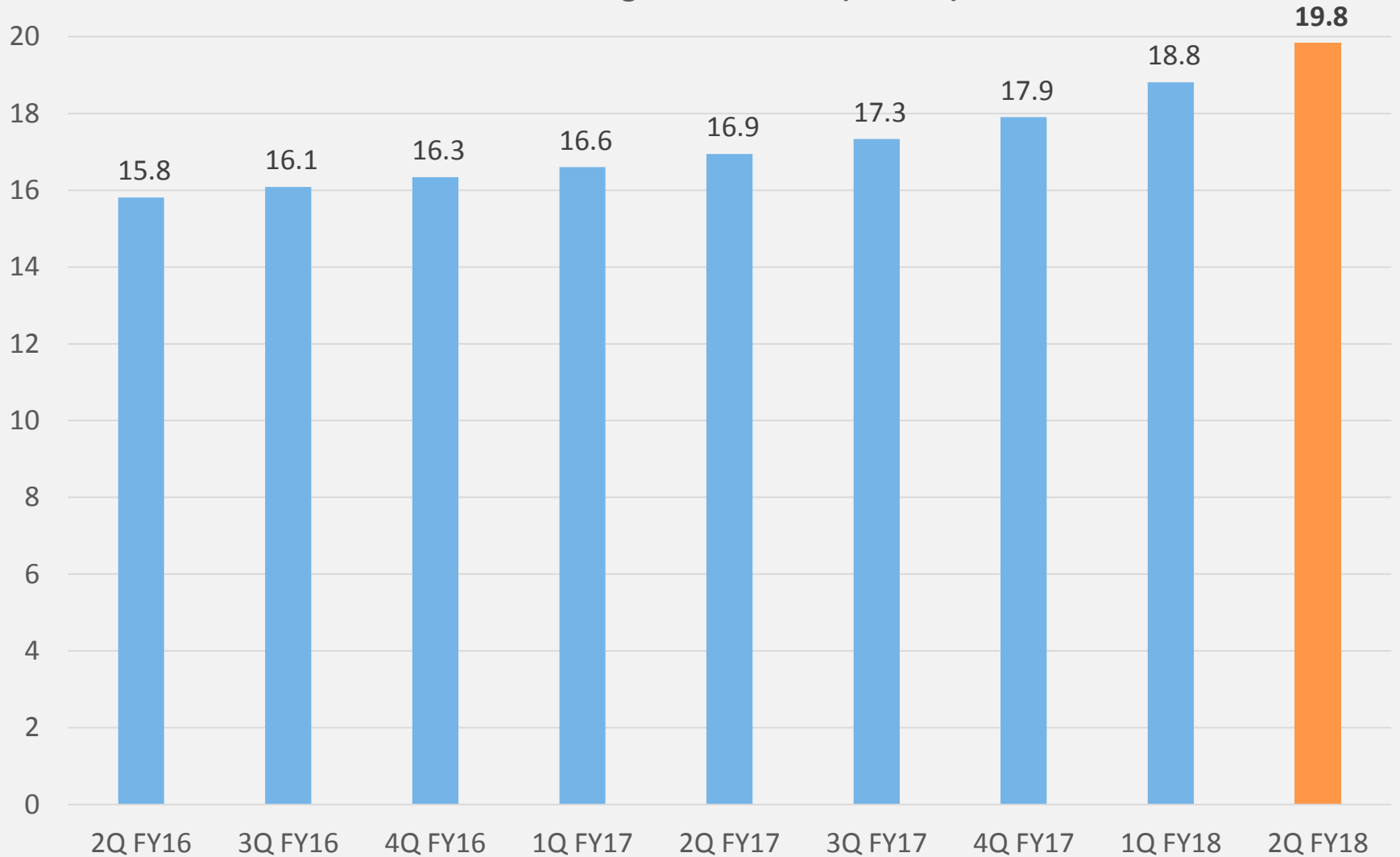
## USER ENGAGEMENT

Ratings & Reviews (Million)



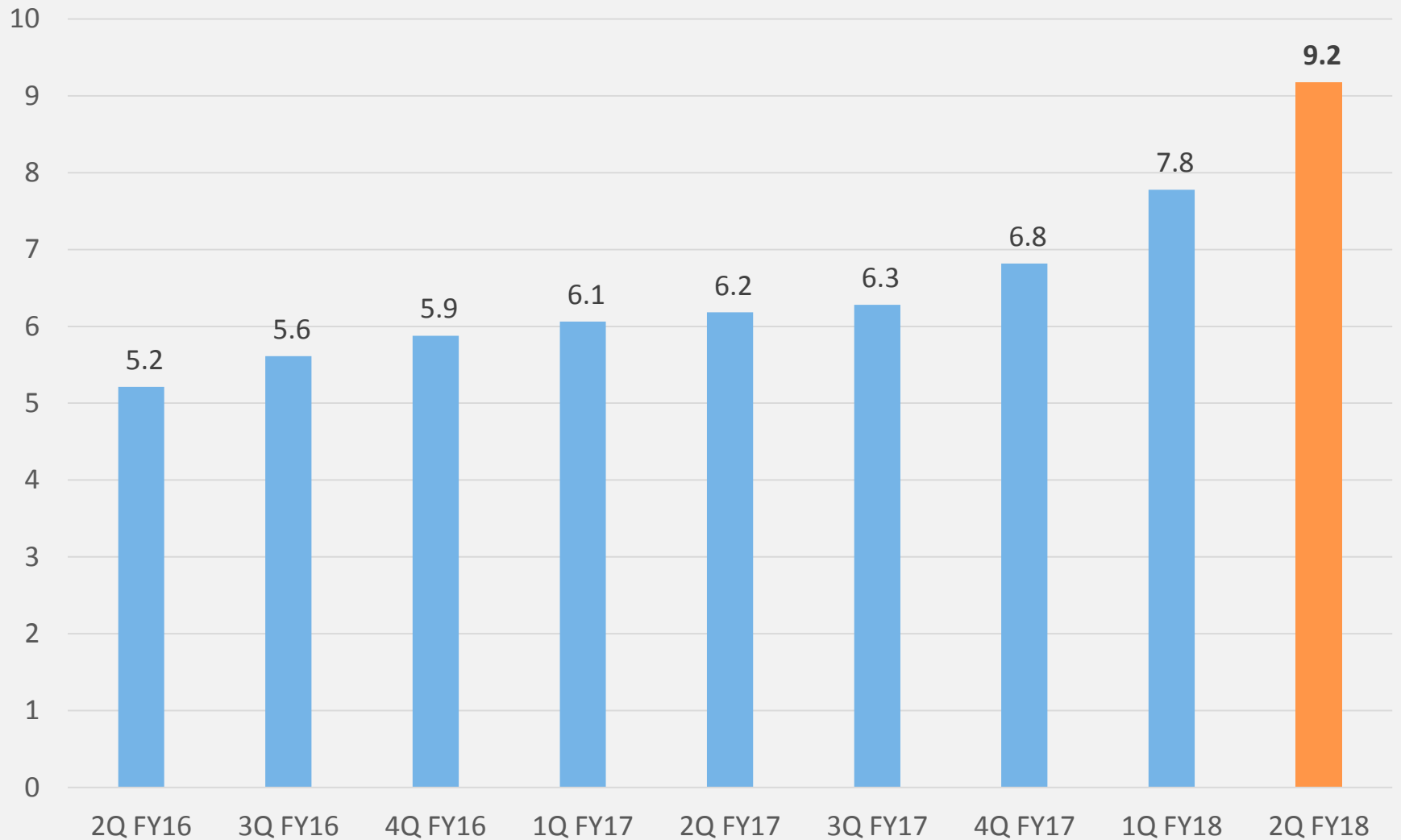
## DATA ENRICHMENT

Active Listings - Period End (Million)



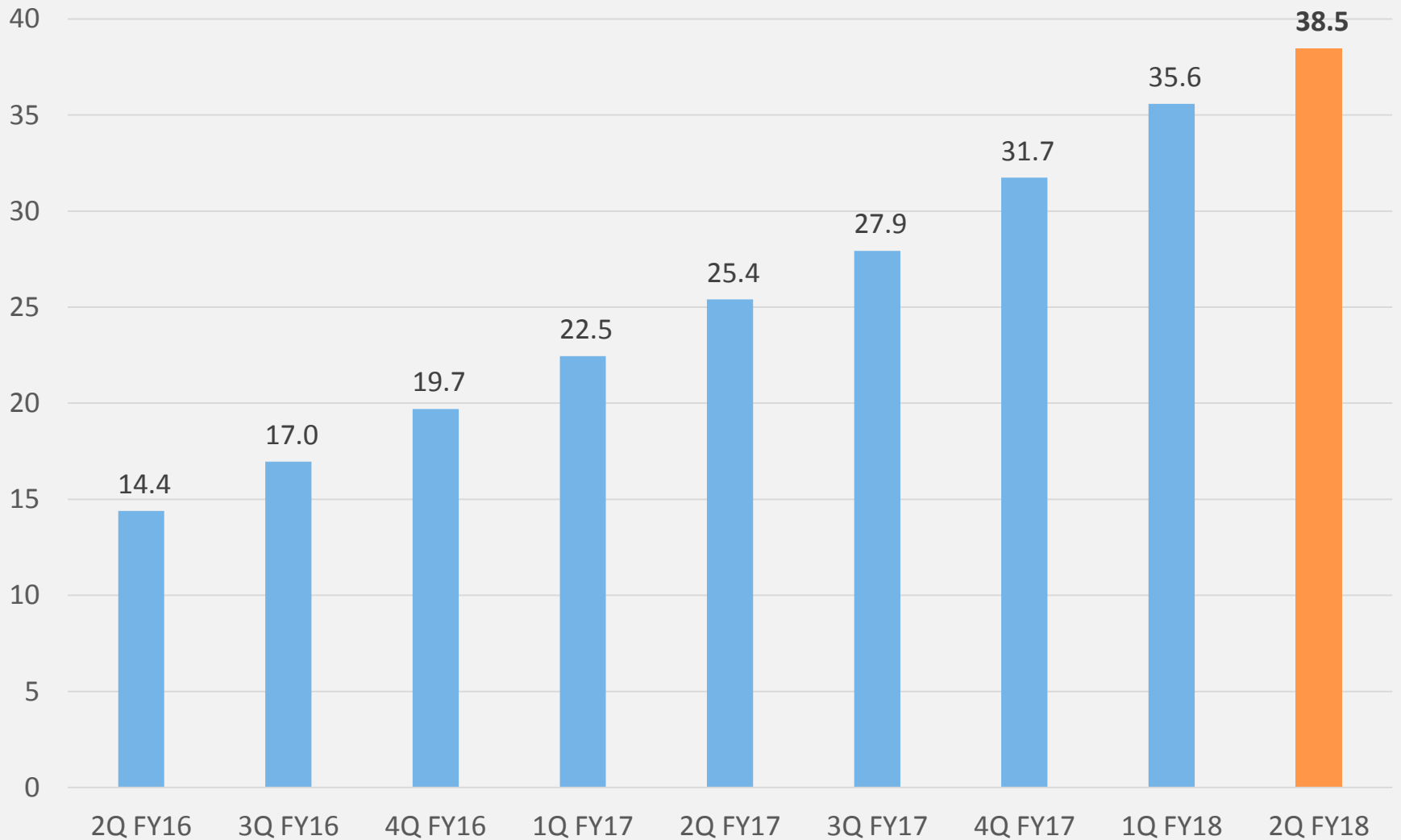
## DATA ENRICHMENT

Listings with Geocodes (Million)



## DATA ENRICHMENT

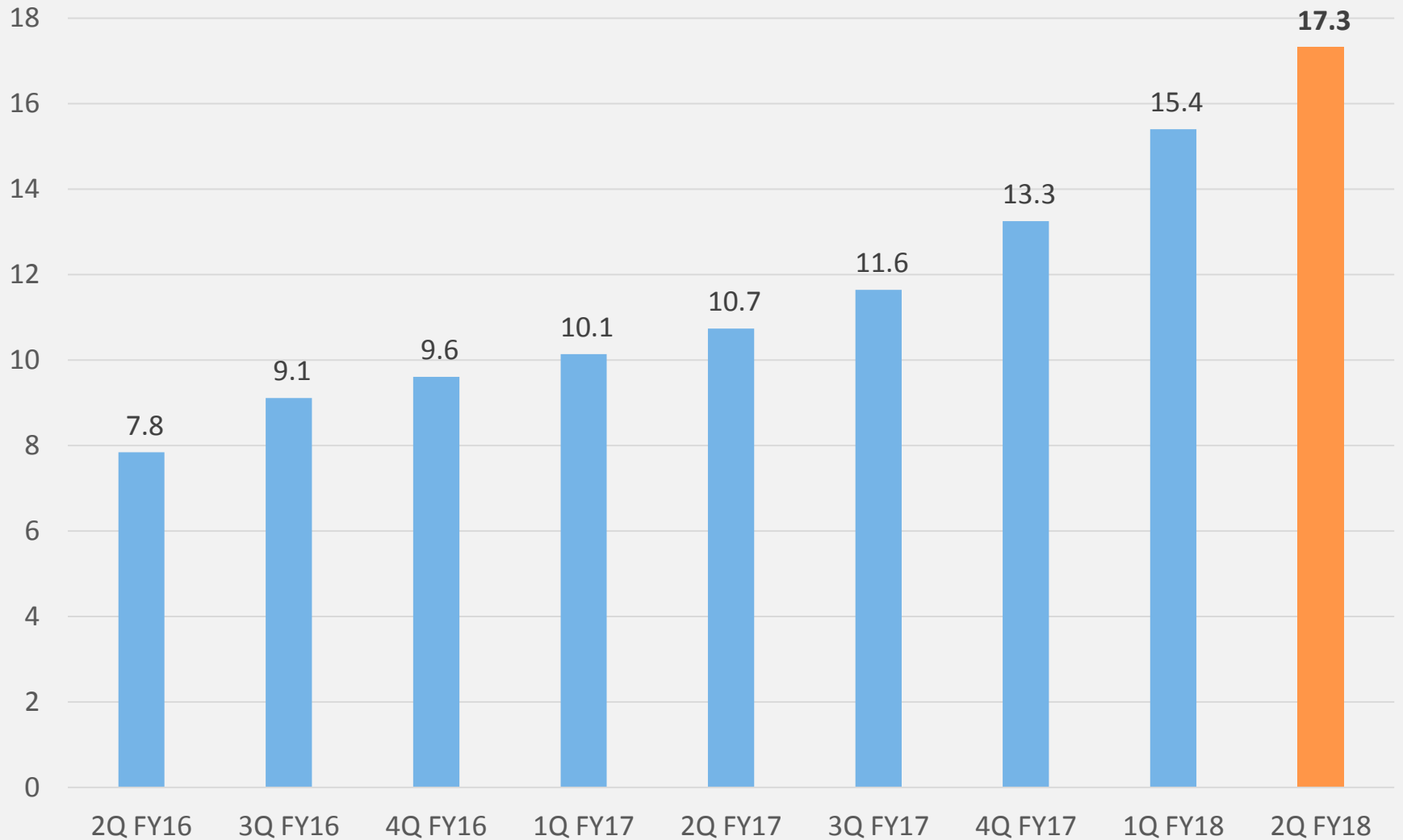
Images in Active Listings (Million)





## MOBILE APPS

Cumulative App Downloads (Million)

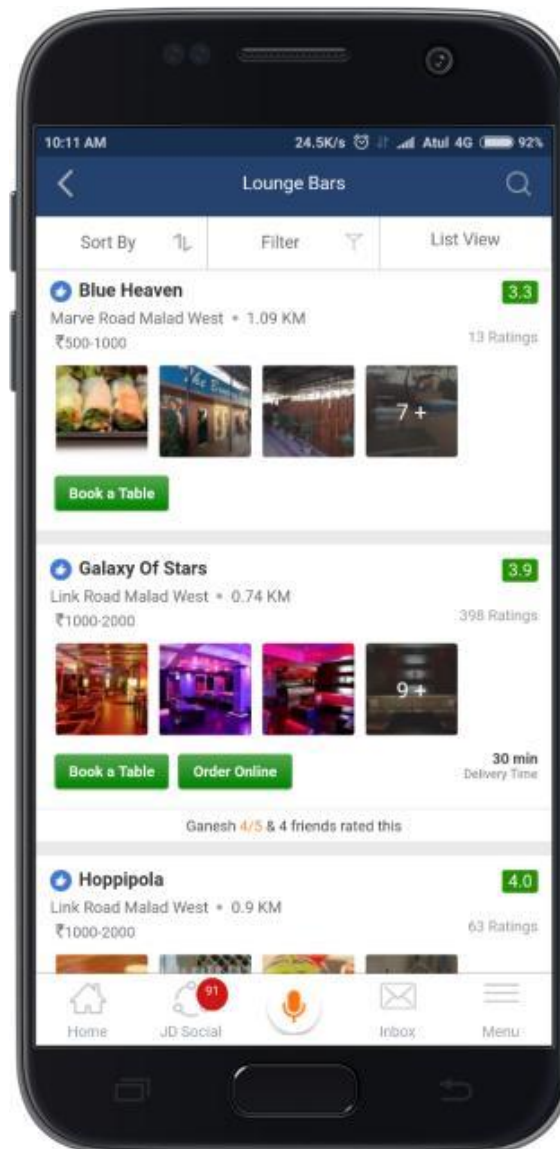
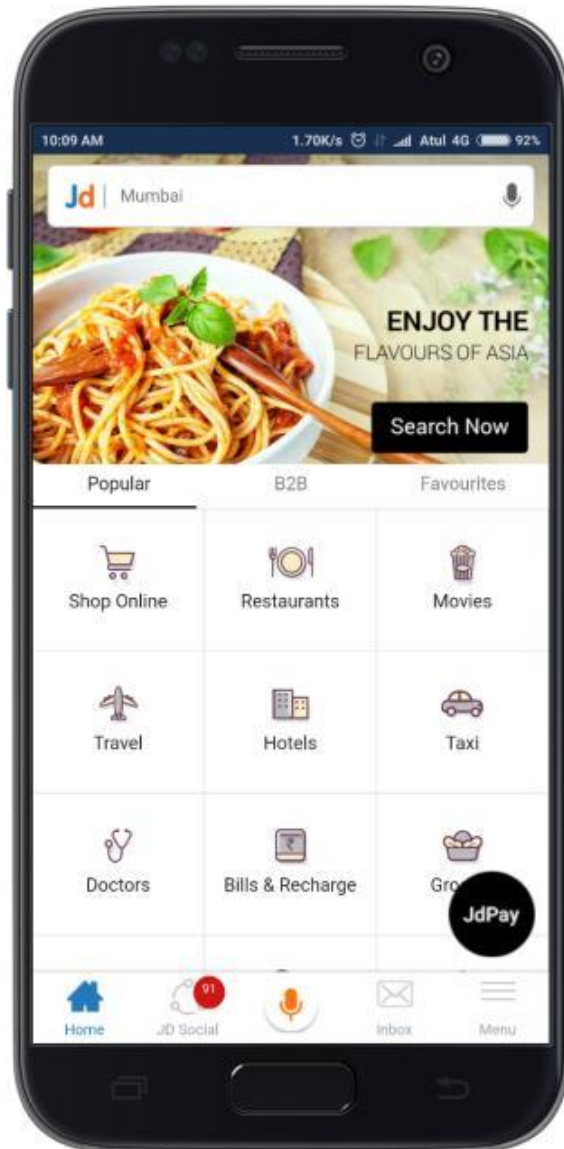




## PRODUCT OVERVIEW

# JD LITE APP

Ultra light, Fast, Downloads within seconds



# BEYOND SEARCH

## Price Comparison

Hail a Cab

Grocery

Flight Tickets

Train Tickets

Bus Tickets

Hotel Bookings

Bills & Recharge

Movie Tickets

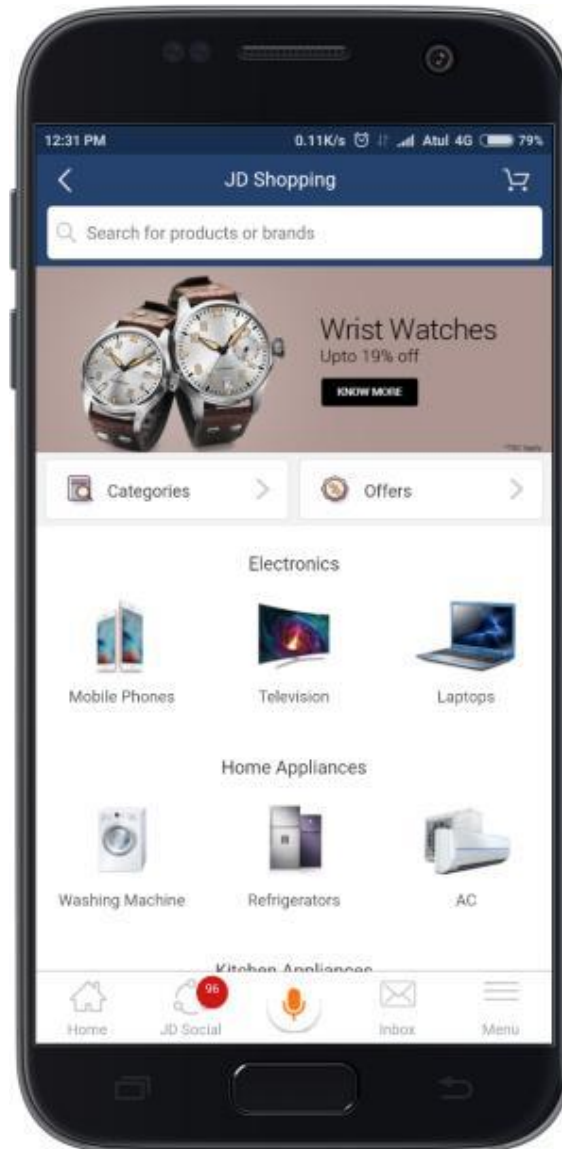
Flowers

Insurance

Loans

Wallet Options

... and many more.



# BEYOND SEARCH

Price Comparison



Hail a Cab

Grocery

Flight Tickets

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Bus Tickets

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Movie Tickets

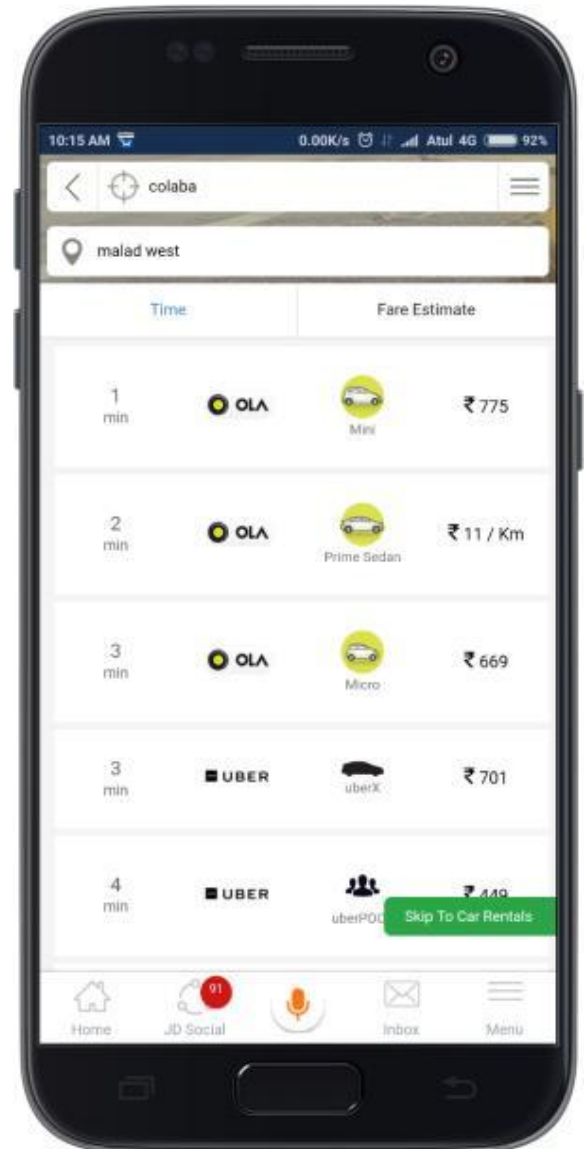
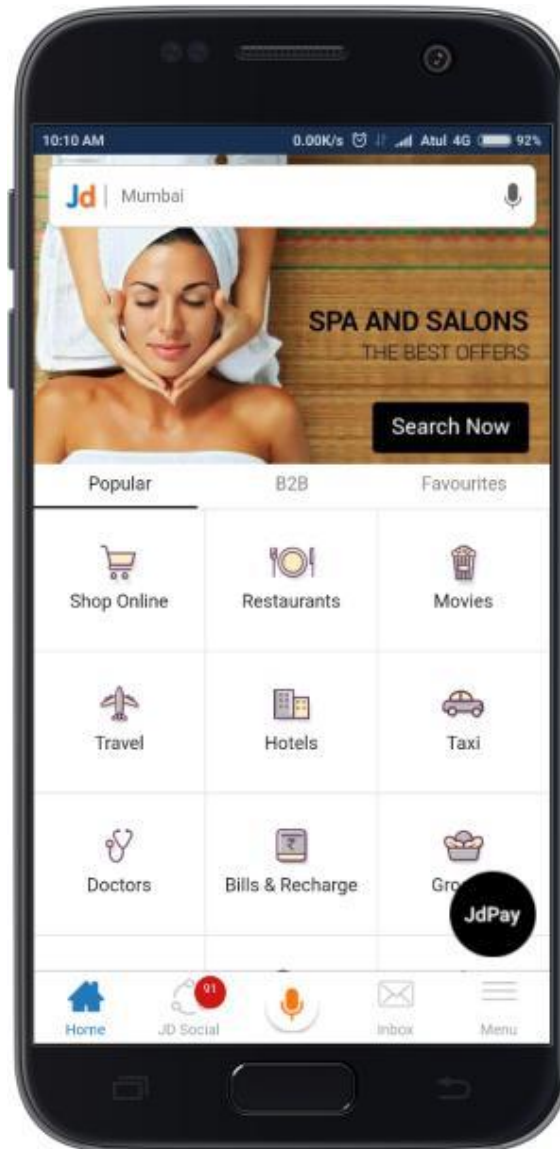
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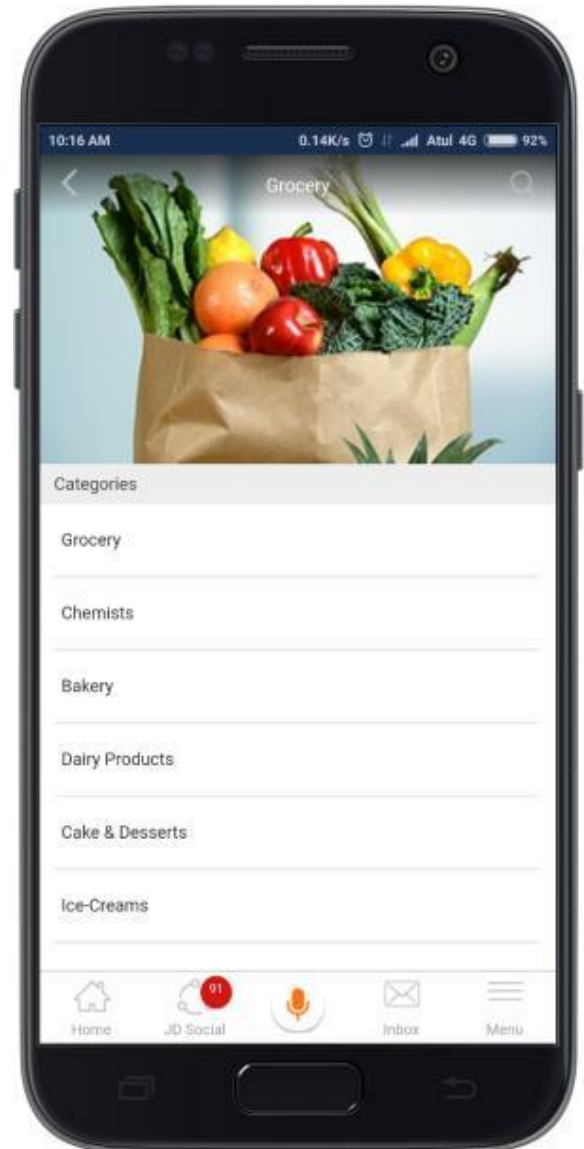
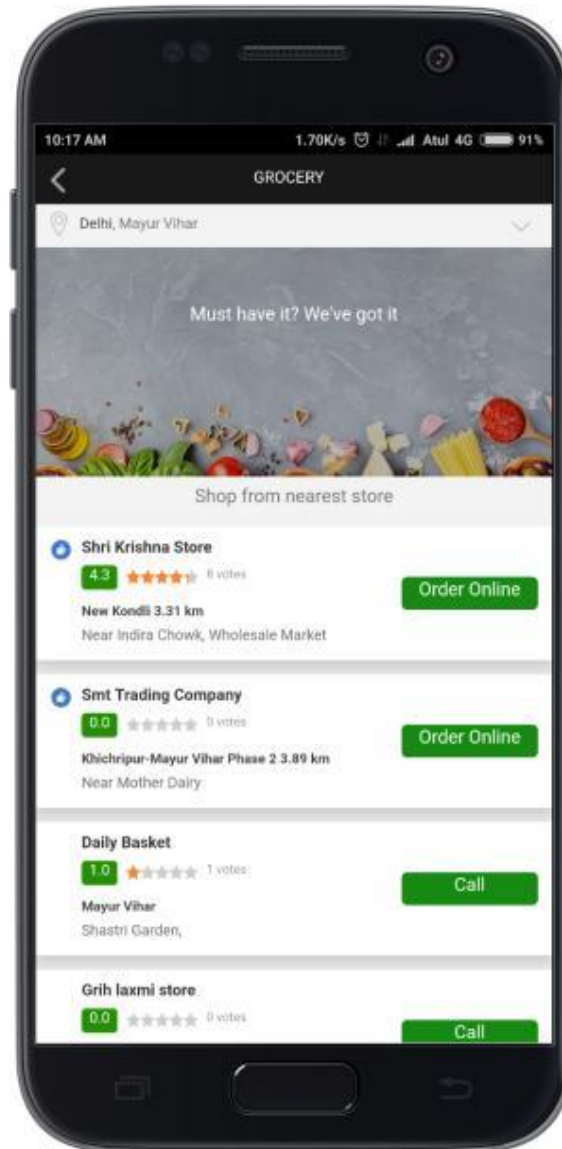
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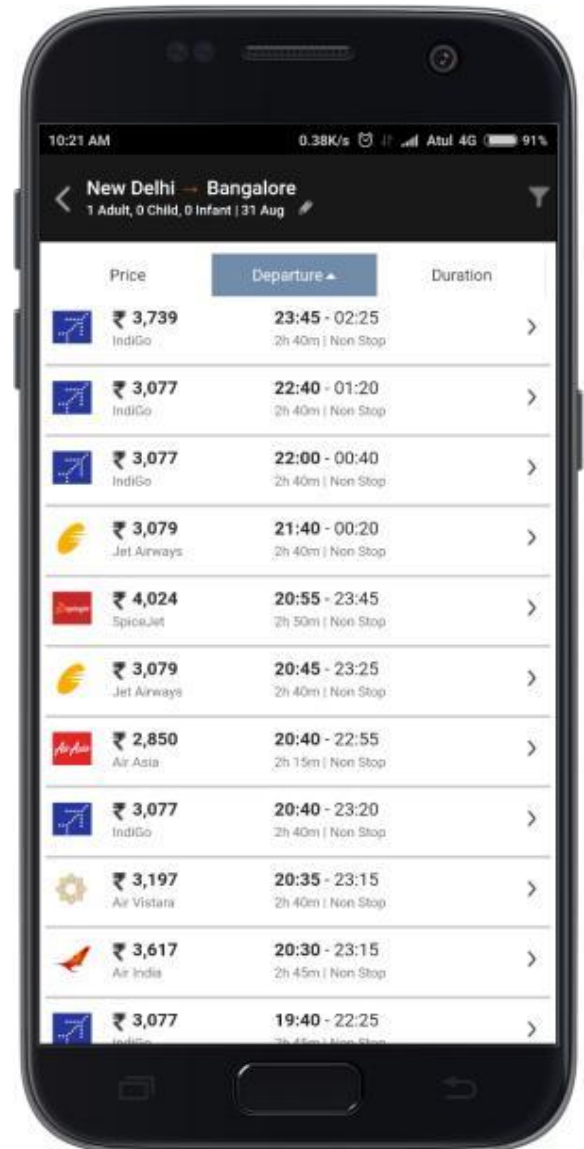
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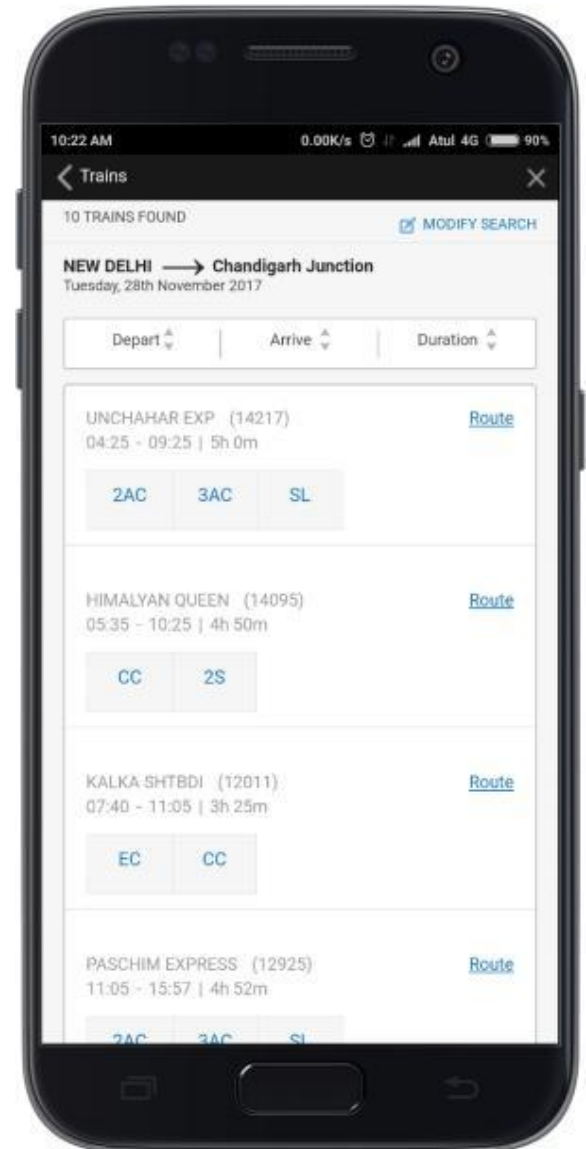
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 **Bus Tickets**

Hotel Bookings

Bills & Recharge

Movie Tickets

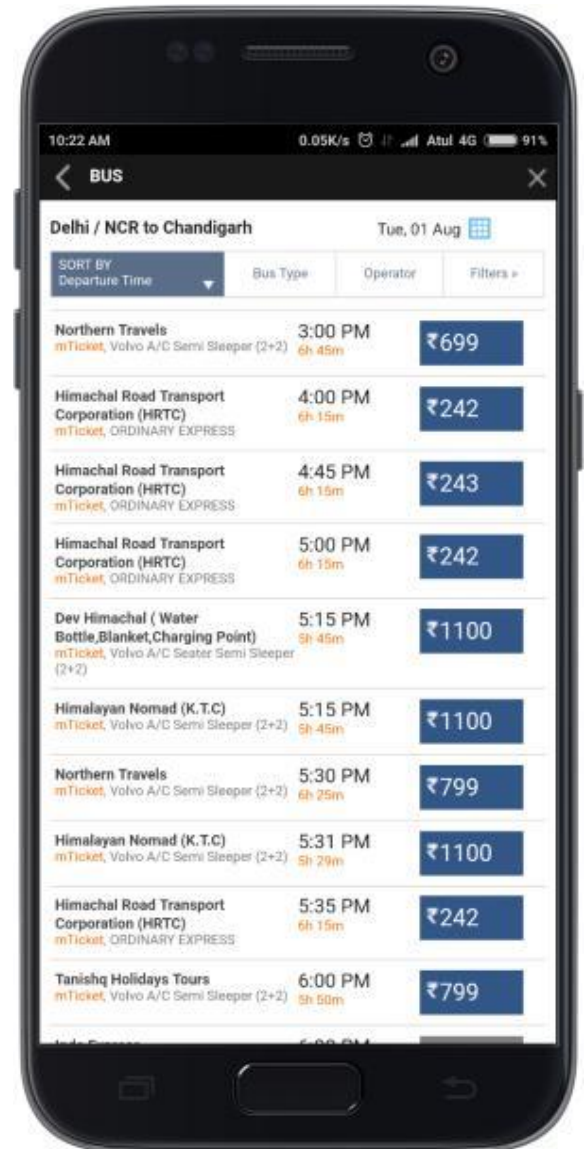
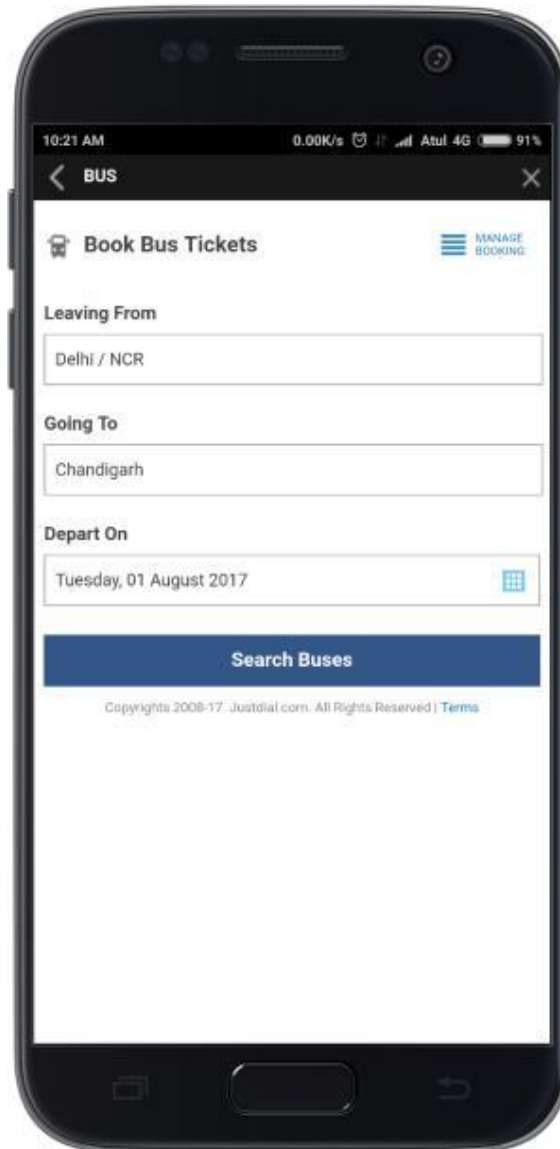
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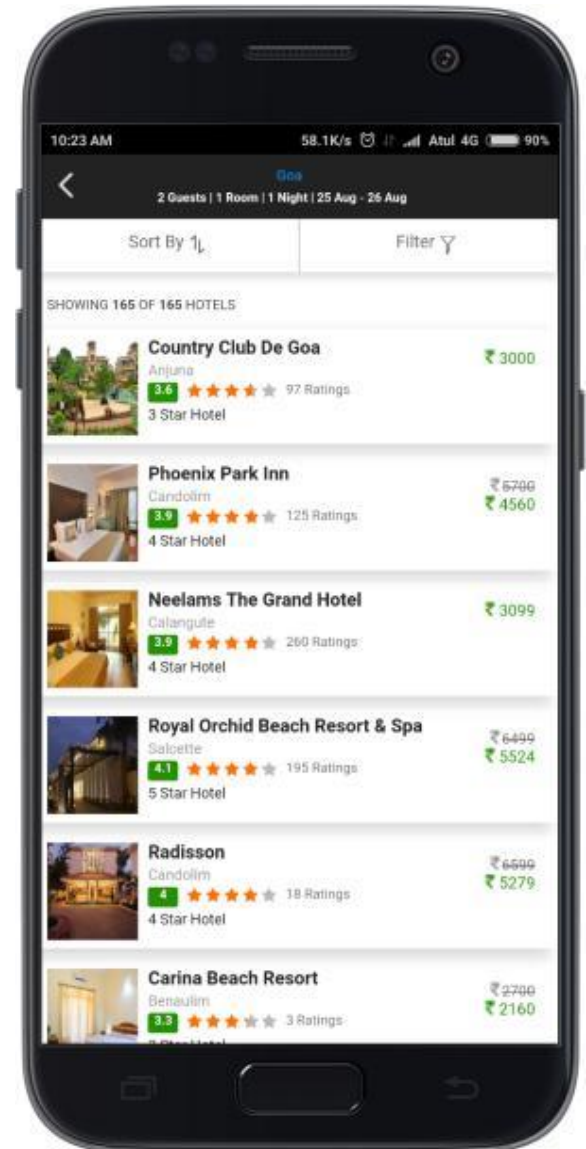
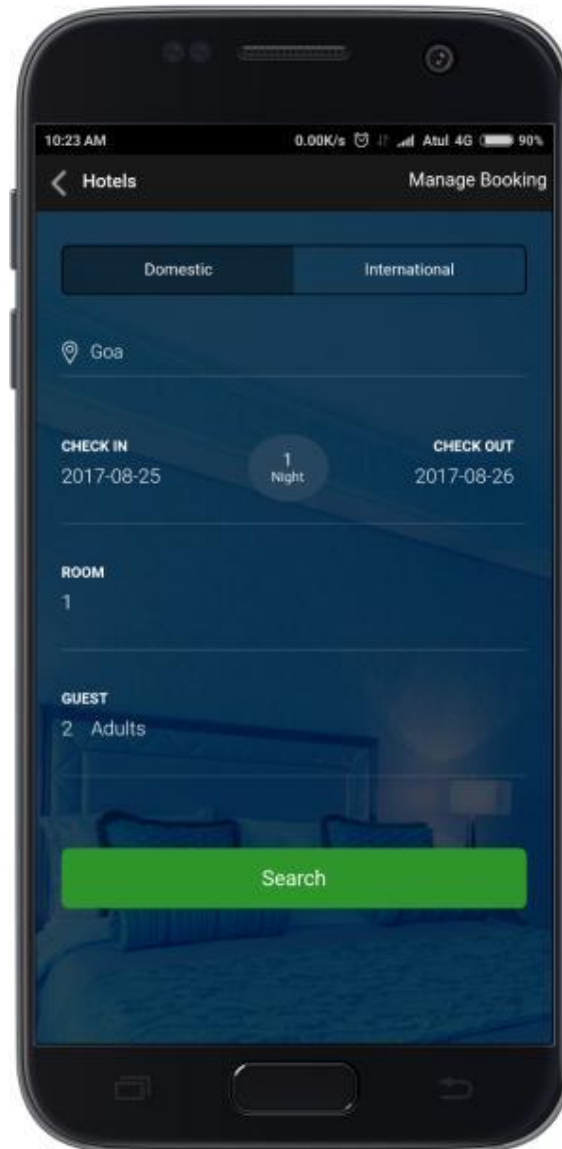
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 **Bills & Recharge**

Movie Tickets

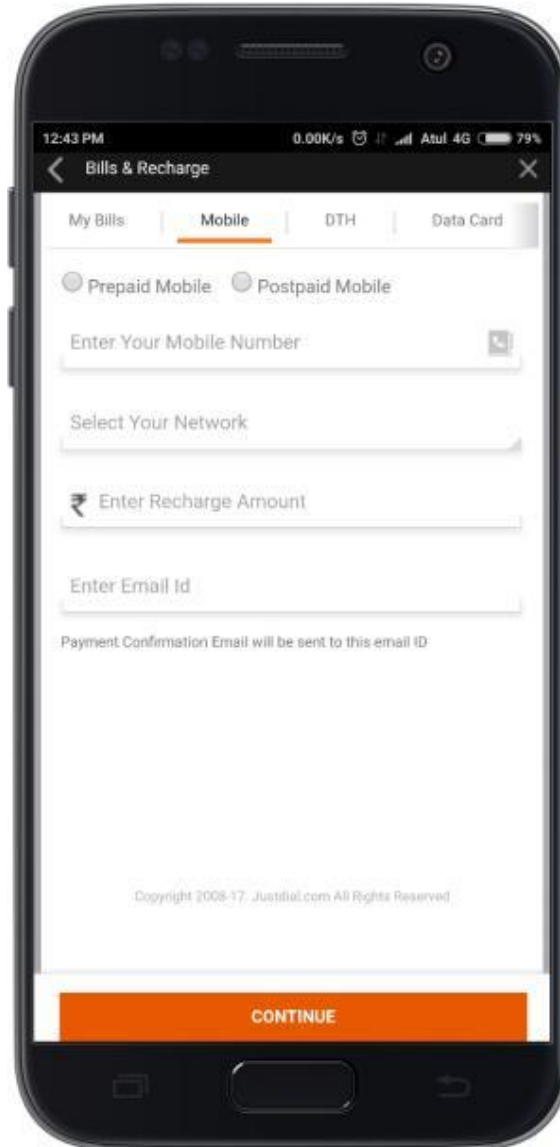
Flowers

Insurance

Loans

Wallet Options

... and many more.



12:43 PM 0.00K/s Atul 4G 79%

< Bills & Recharge X

My Bills | **Mobile** | DTH | Data Card

☐ Prepaid Mobile ☐ Postpaid Mobile

Enter Your Mobile Number

Select Your Network

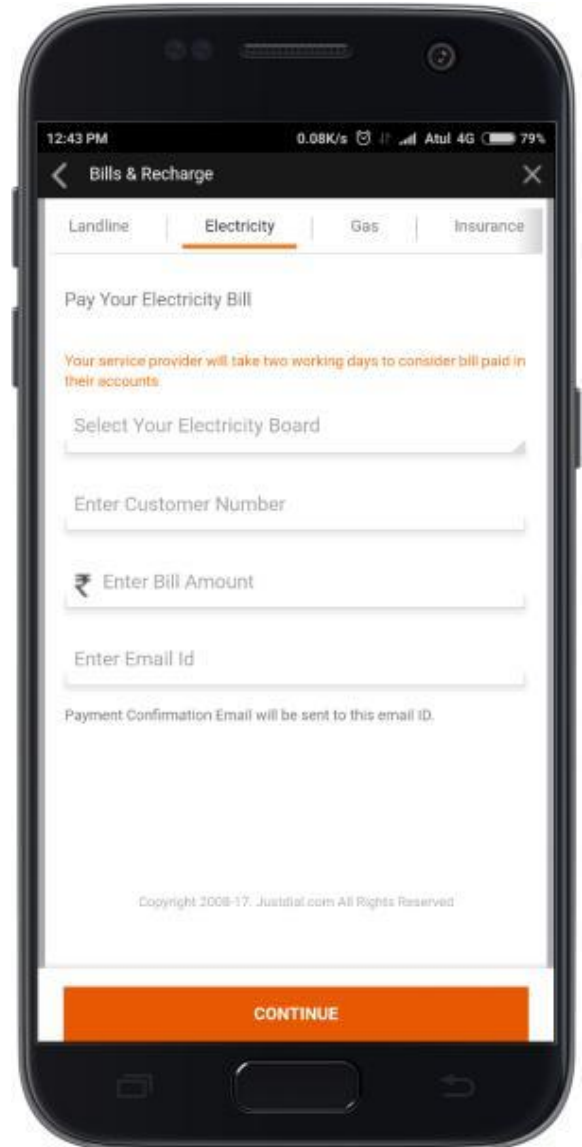
₹ Enter Recharge Amount

Enter Email Id

Payment Confirmation Email will be sent to this email id.

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CONTINUE



12:43 PM 0.08K/s Atul 4G 79%

< Bills & Recharge X

Landline | **Electricity** | Gas | Insurance

Pay Your Electricity Bill

Your service provider will take two working days to consider bill paid in their accounts.

Select Your Electricity Board

Enter Customer Number

₹ Enter Bill Amount

Enter Email Id

Payment Confirmation Email will be sent to this email id.

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CONTINUE

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Price Comparison

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 **Movie Tickets**

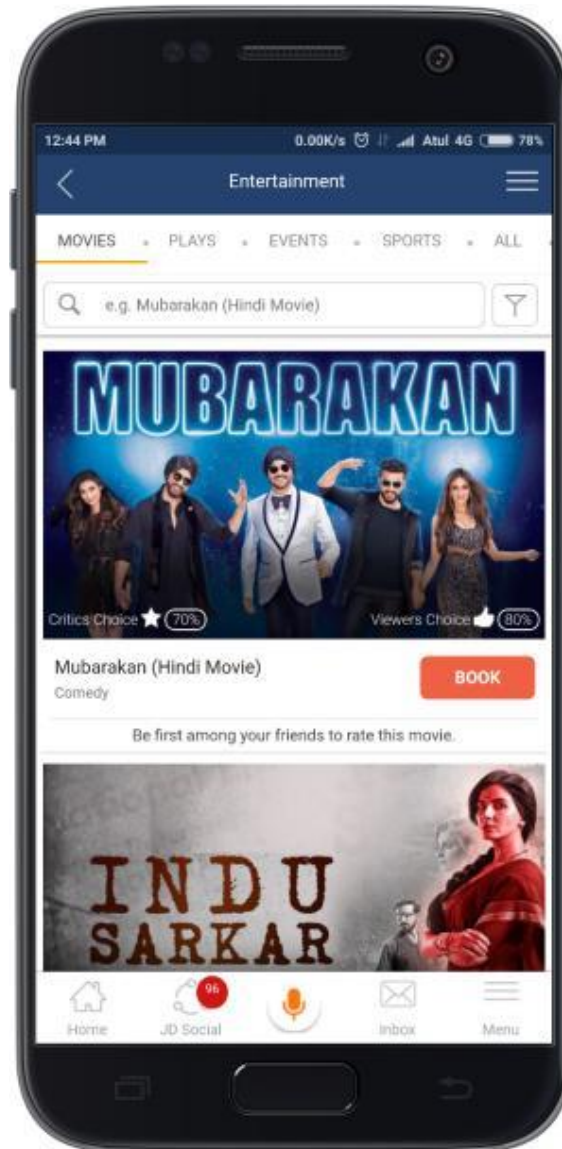
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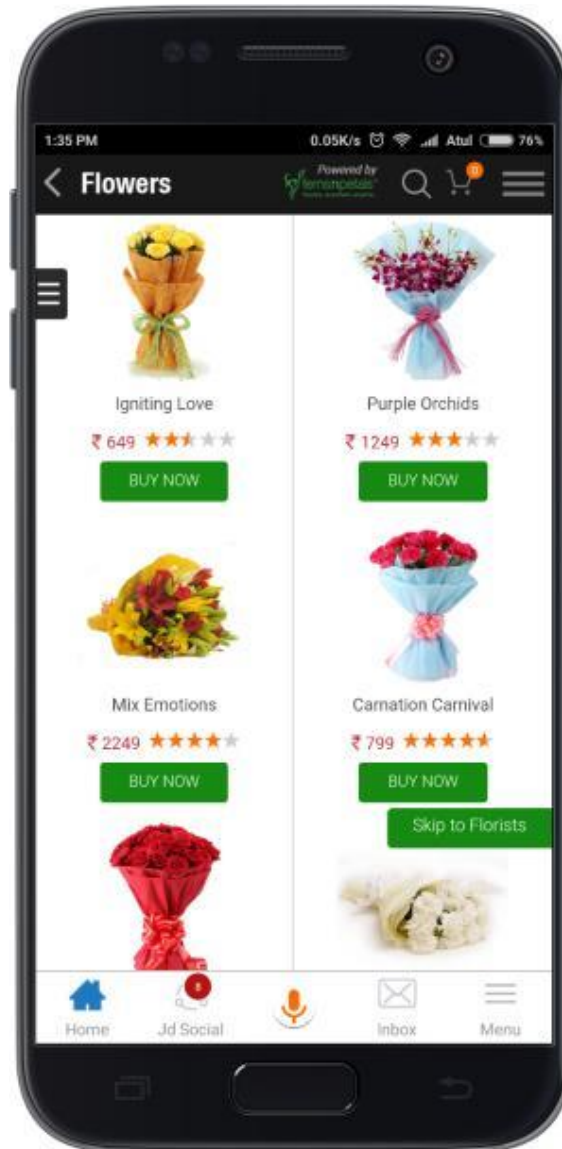
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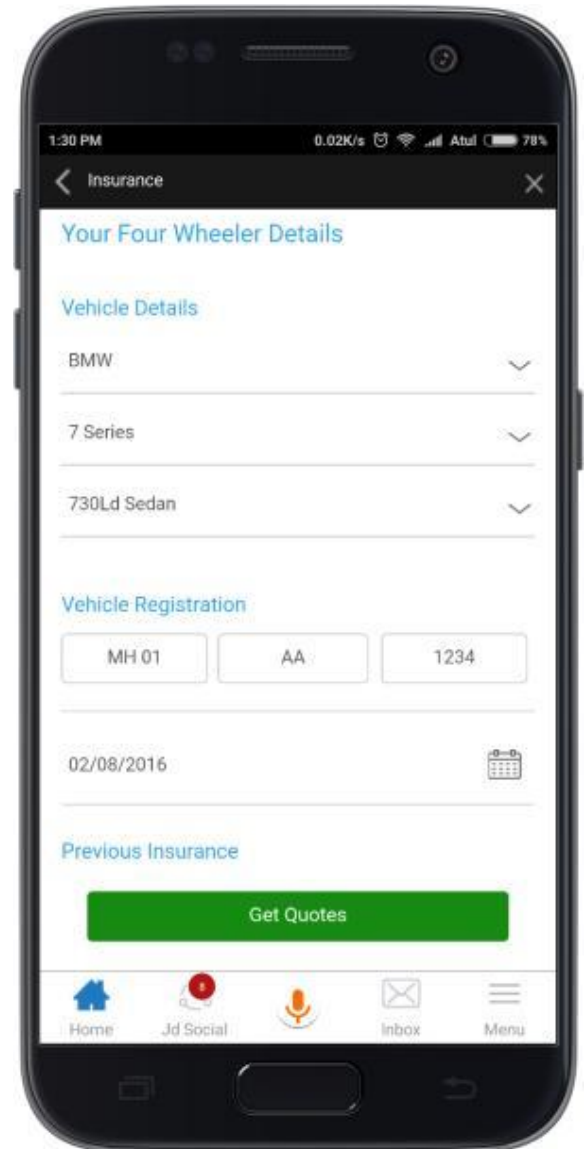
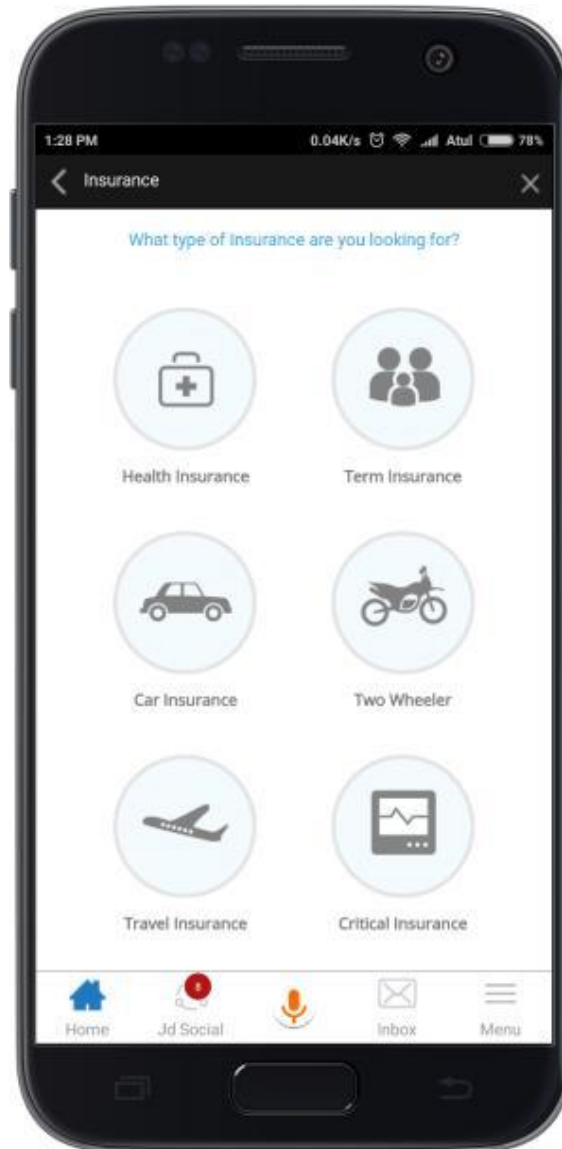
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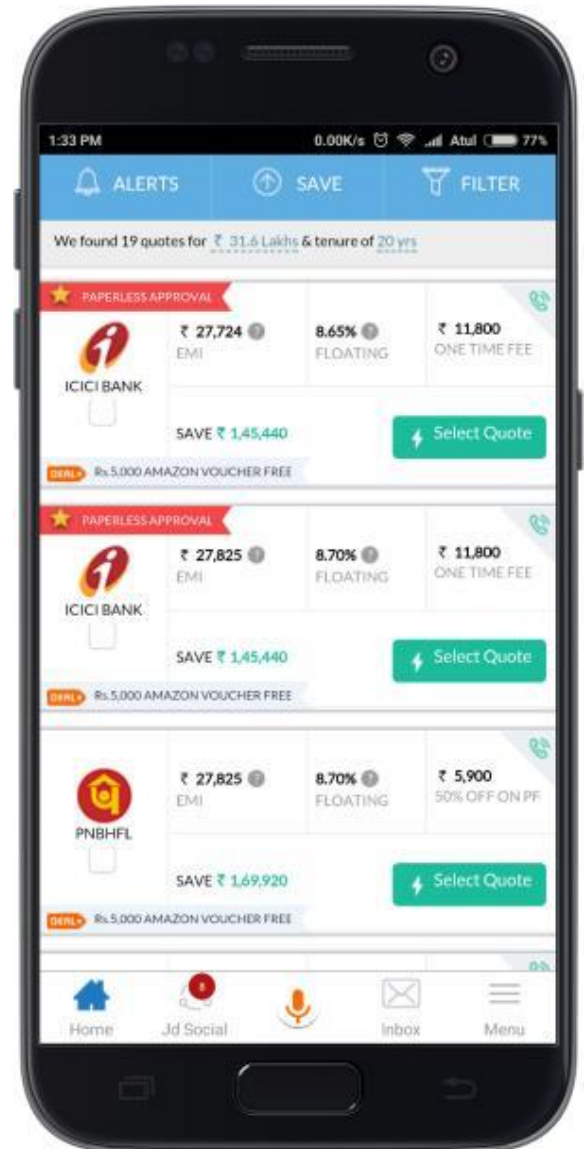
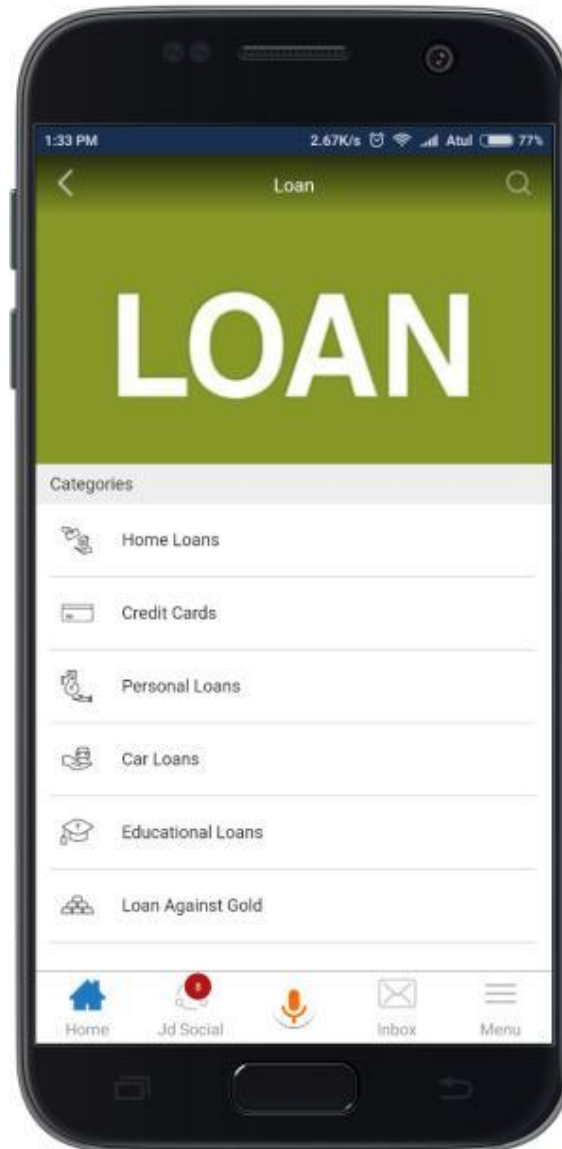
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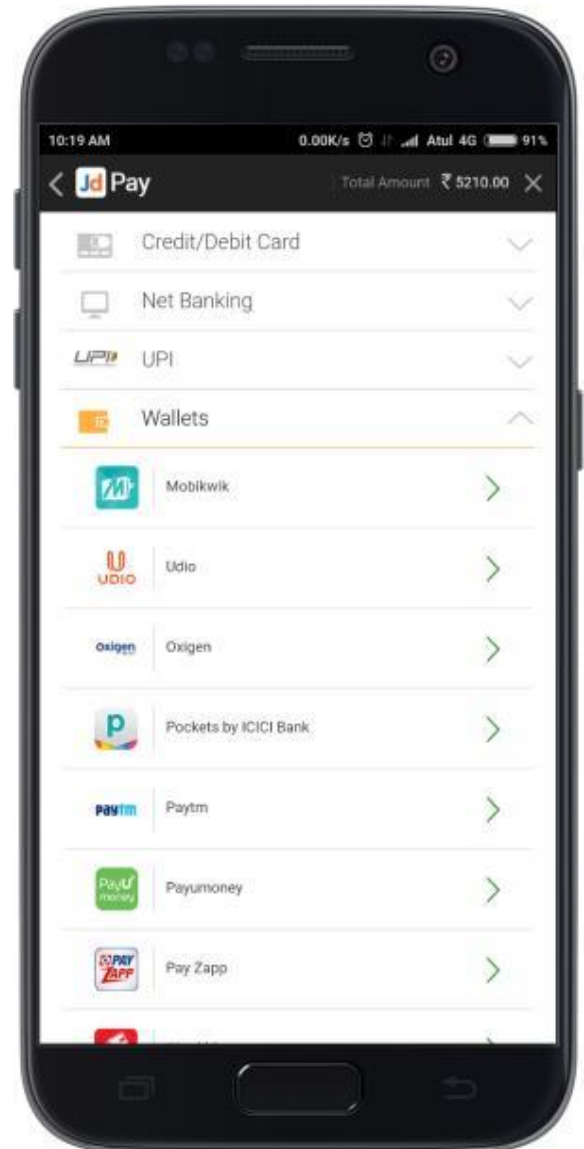
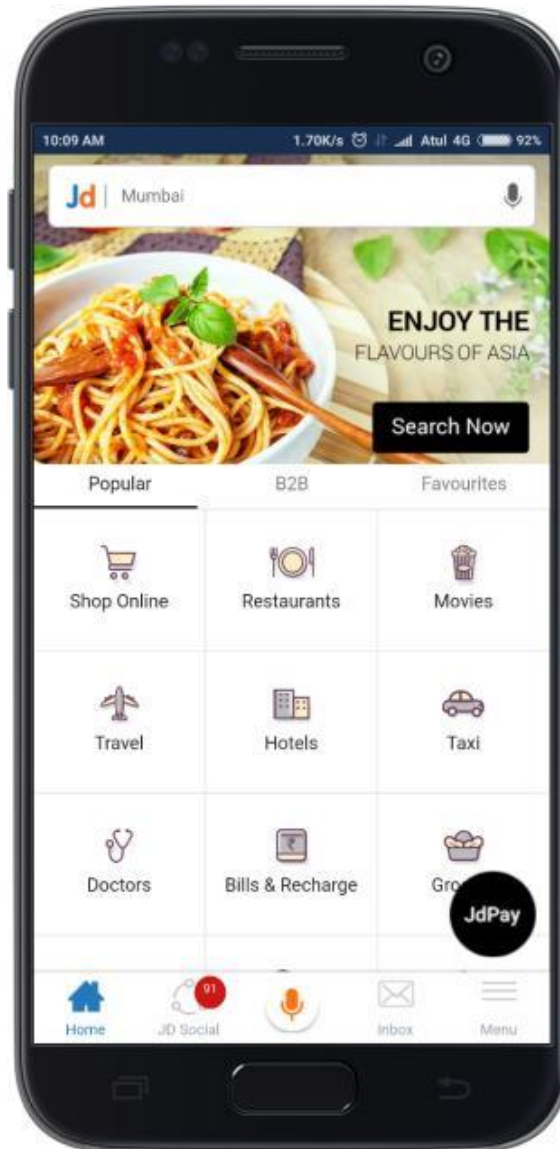
Insurance

Loans

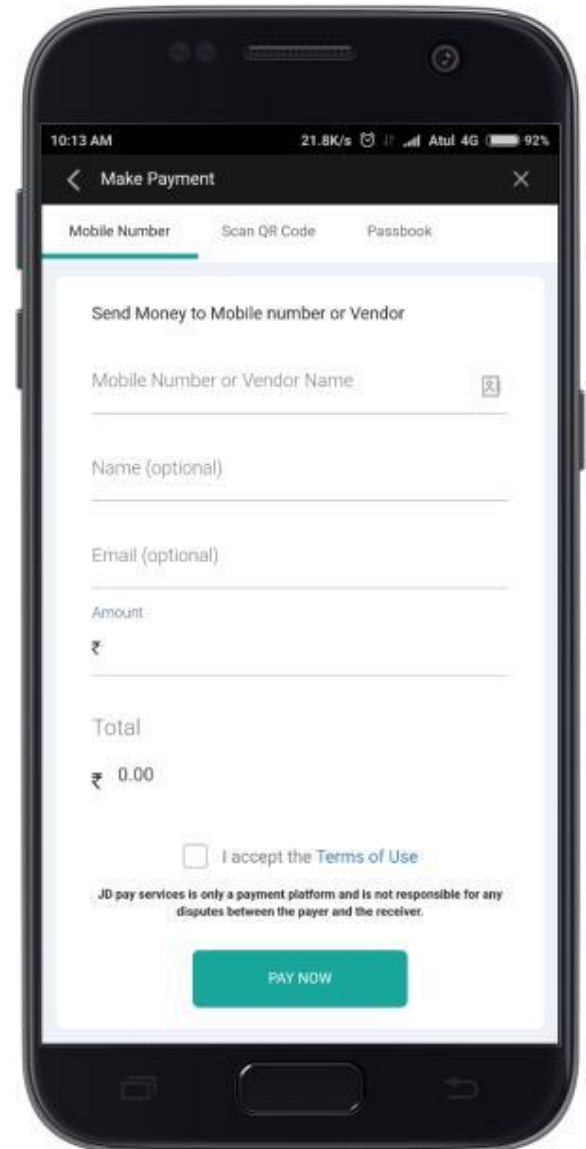
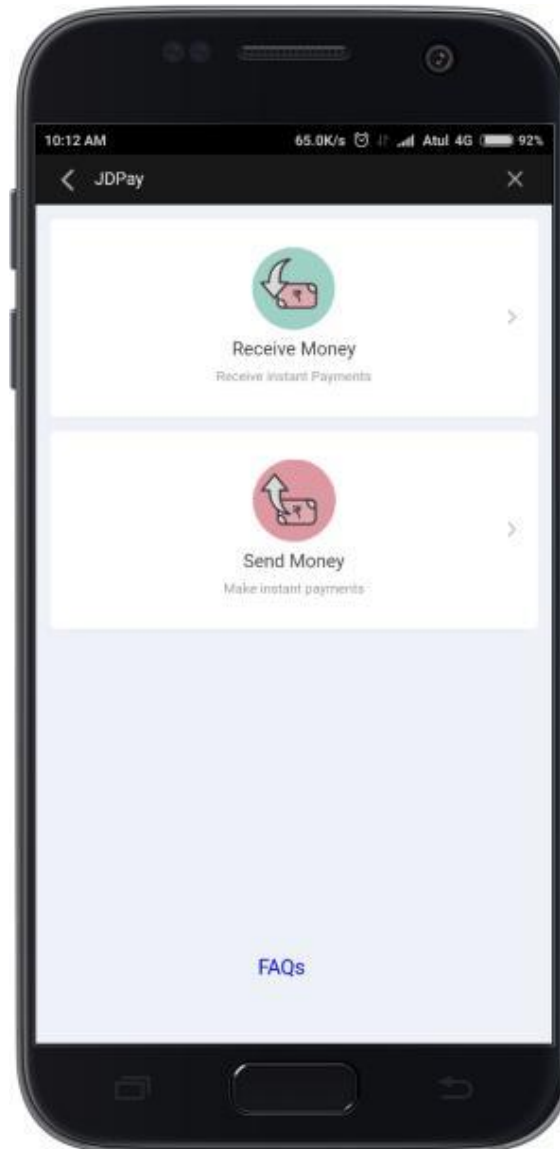
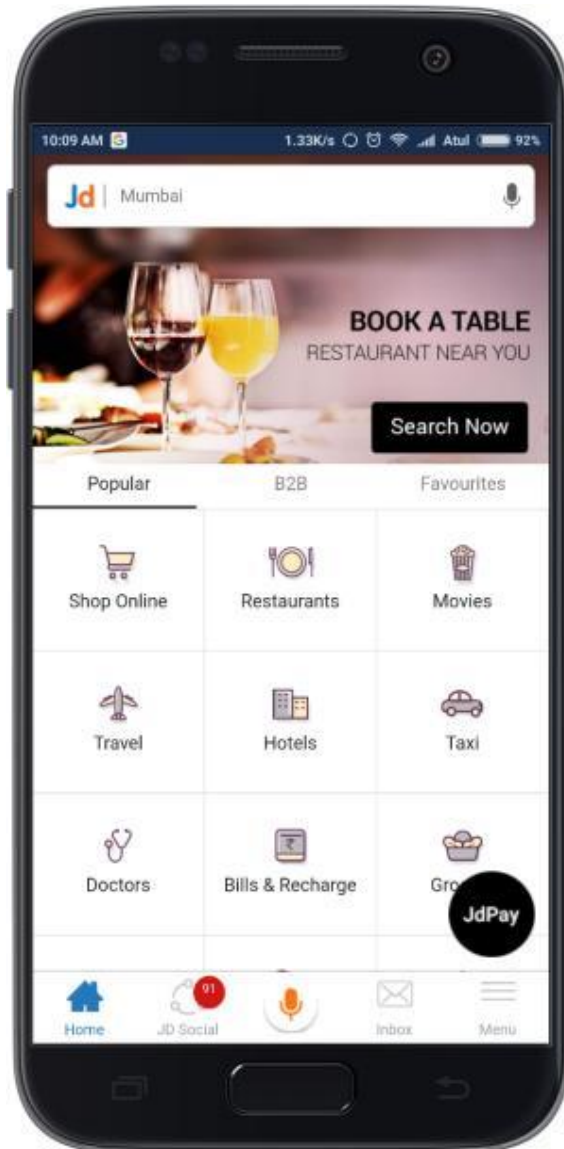


Wallet Options

... and many more.





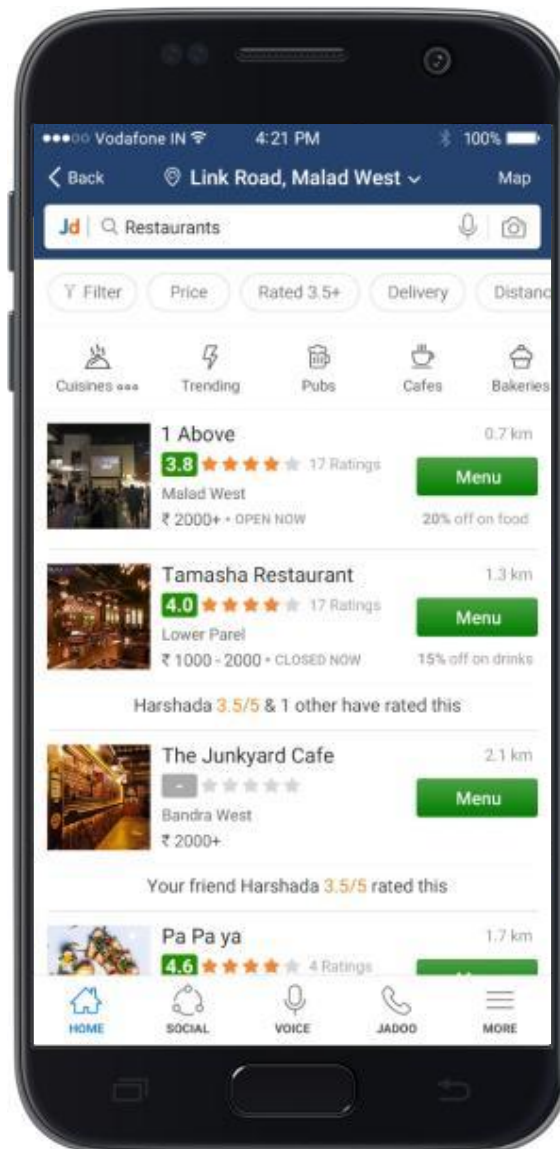
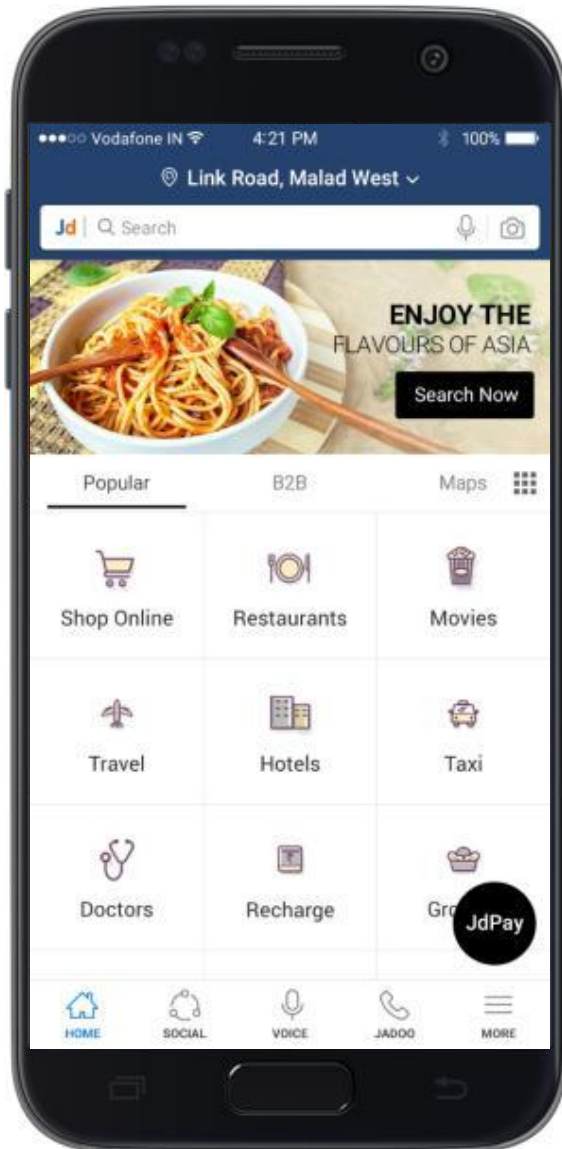


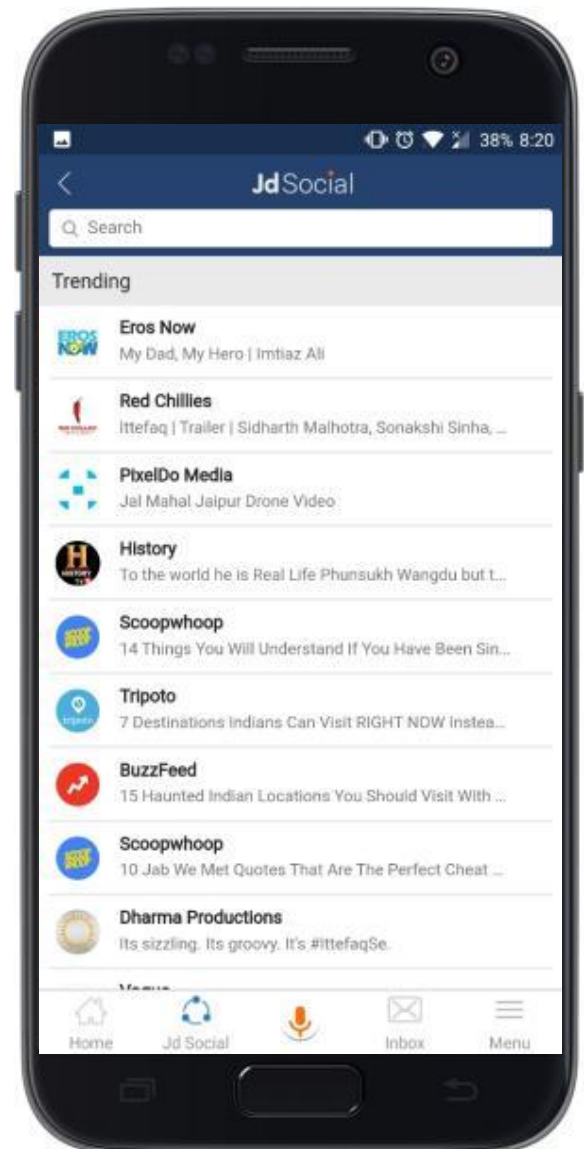
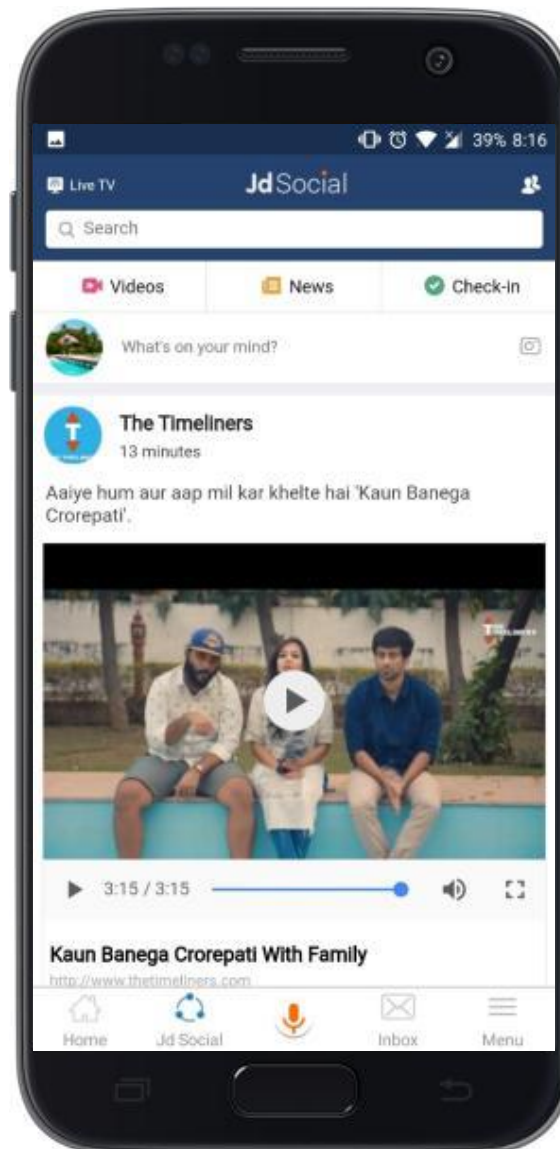
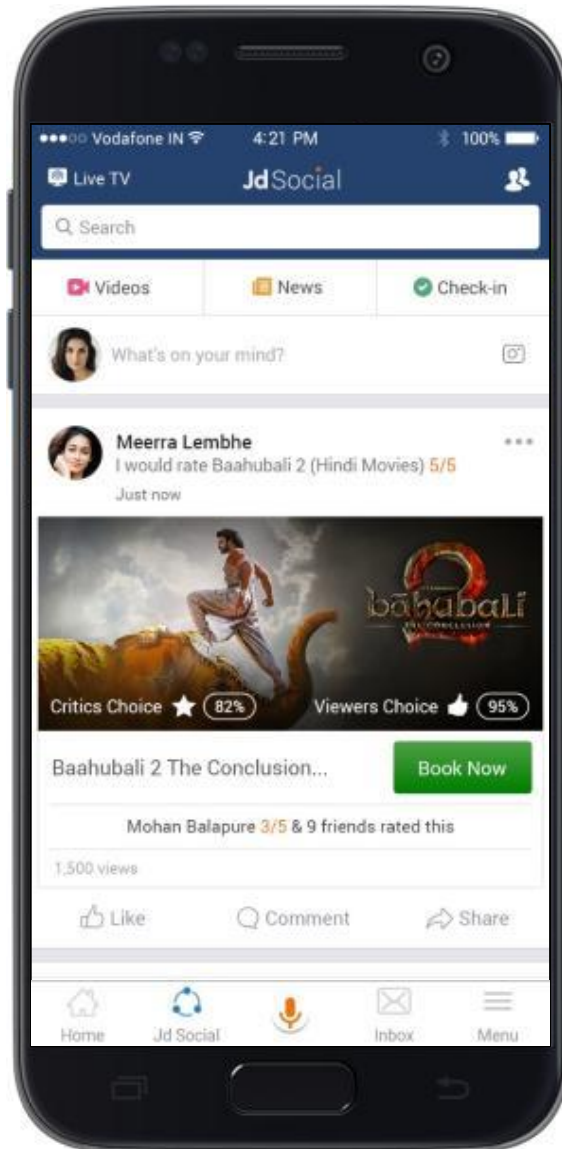




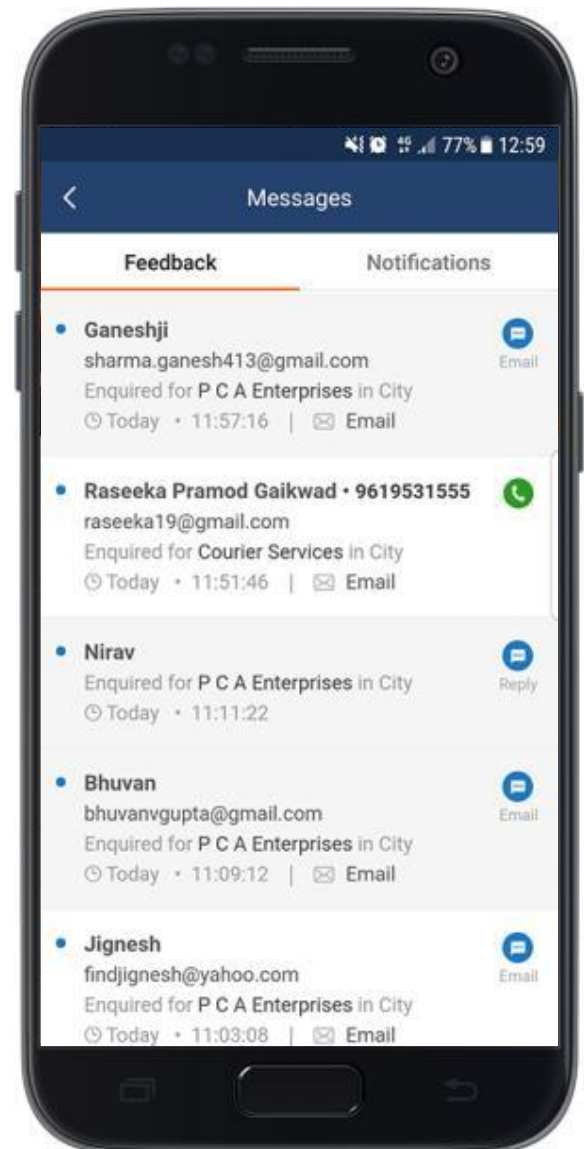
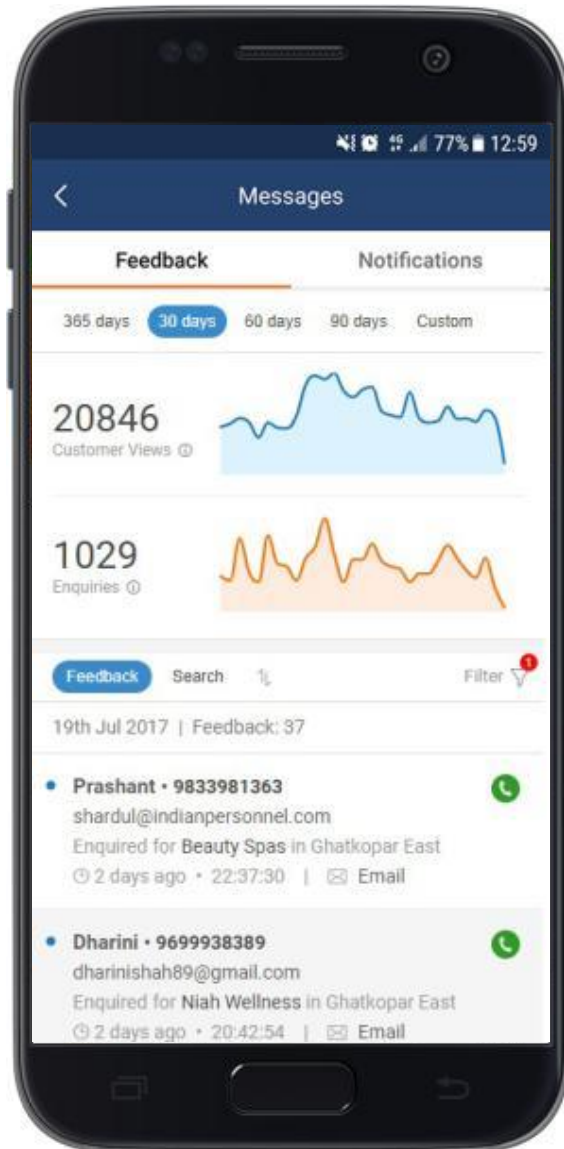
## NEW PRODUCT INITIATIVES

# REVAMPED JD APP



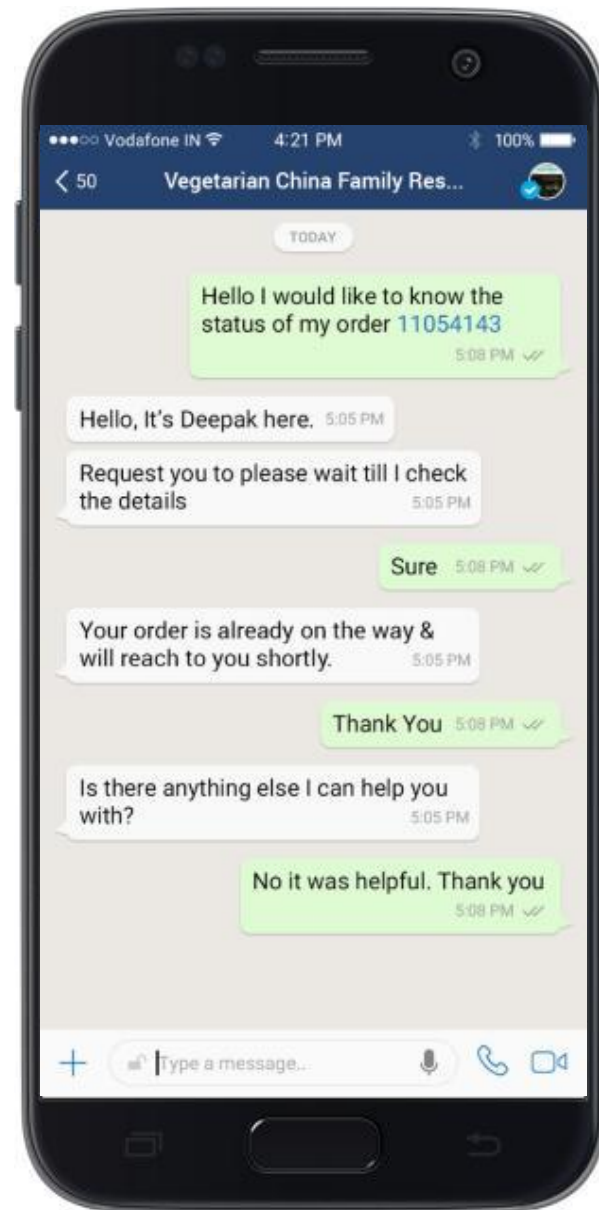
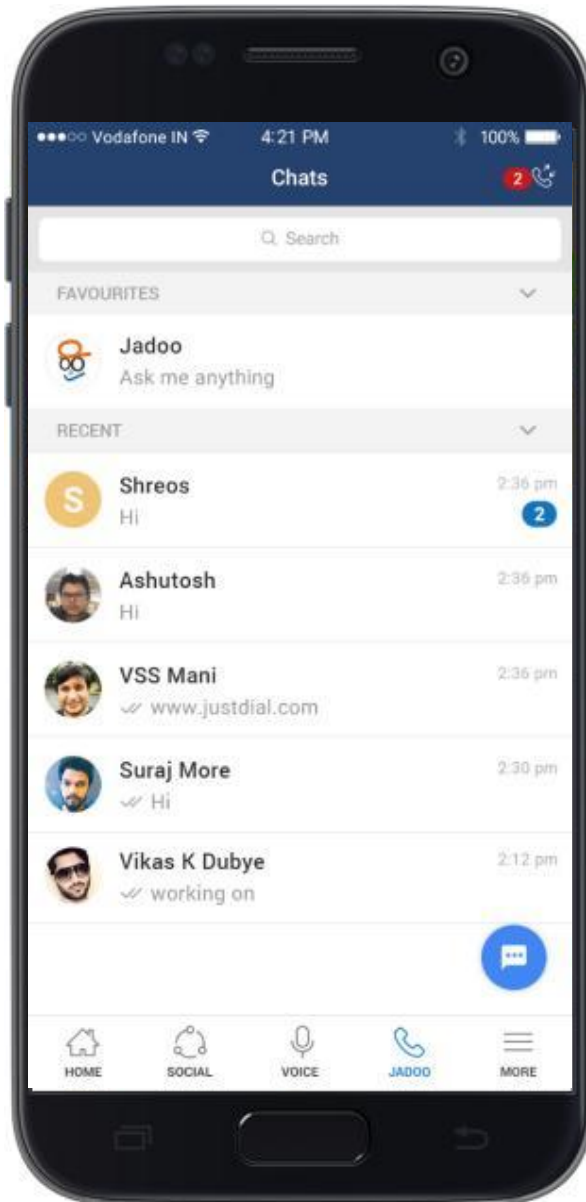


# SEARCH ANALYTICS FOR CLIENTS





# REAL-TIME 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 3,951 employees in tele-sales, 1,376 feet-on-street (marketing), and 2,170 feet-on-street (JDAs - Just Dial Ambassadors) as on Q2 FY18

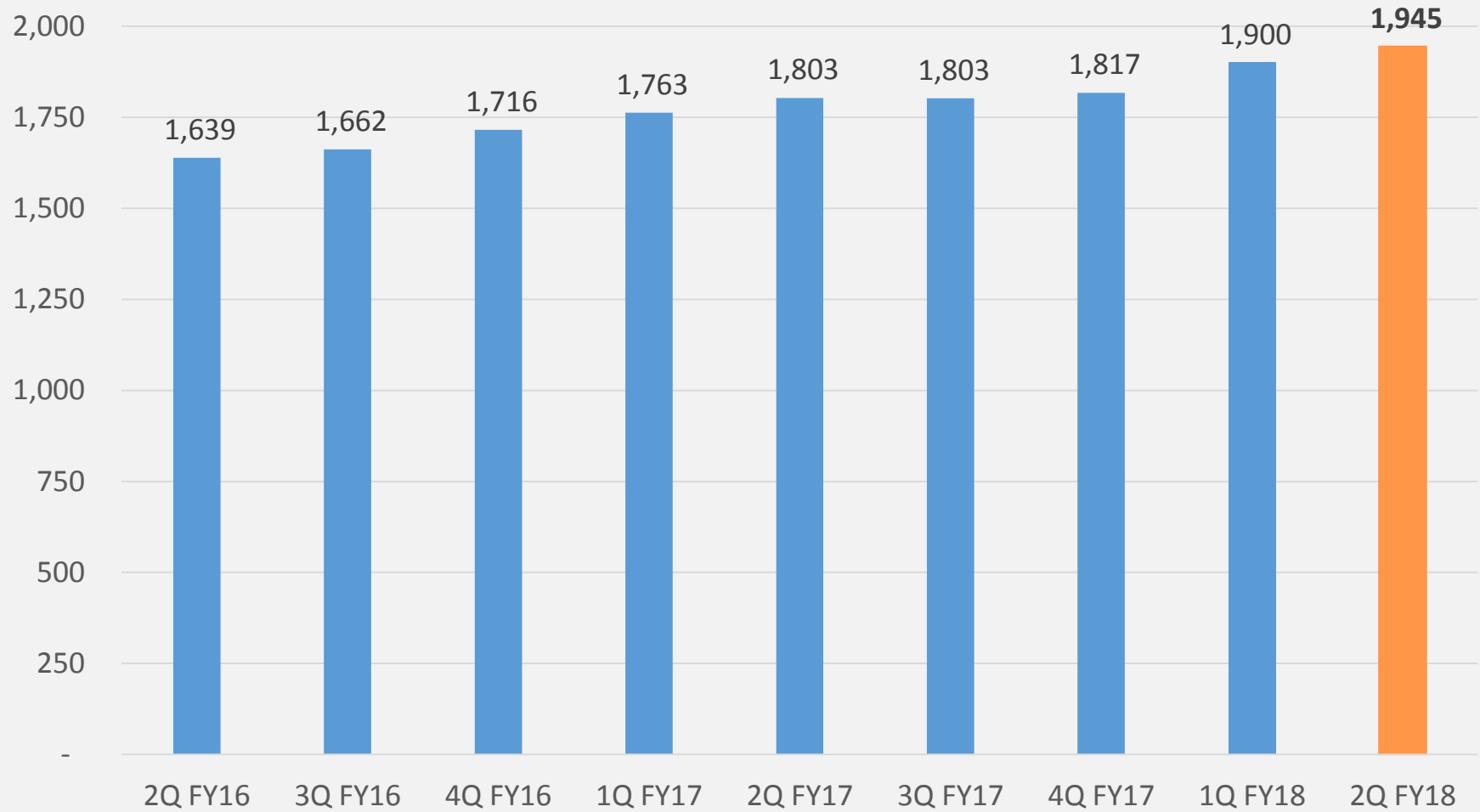


KEY  
BUSINESS  
ATTRIBUTES

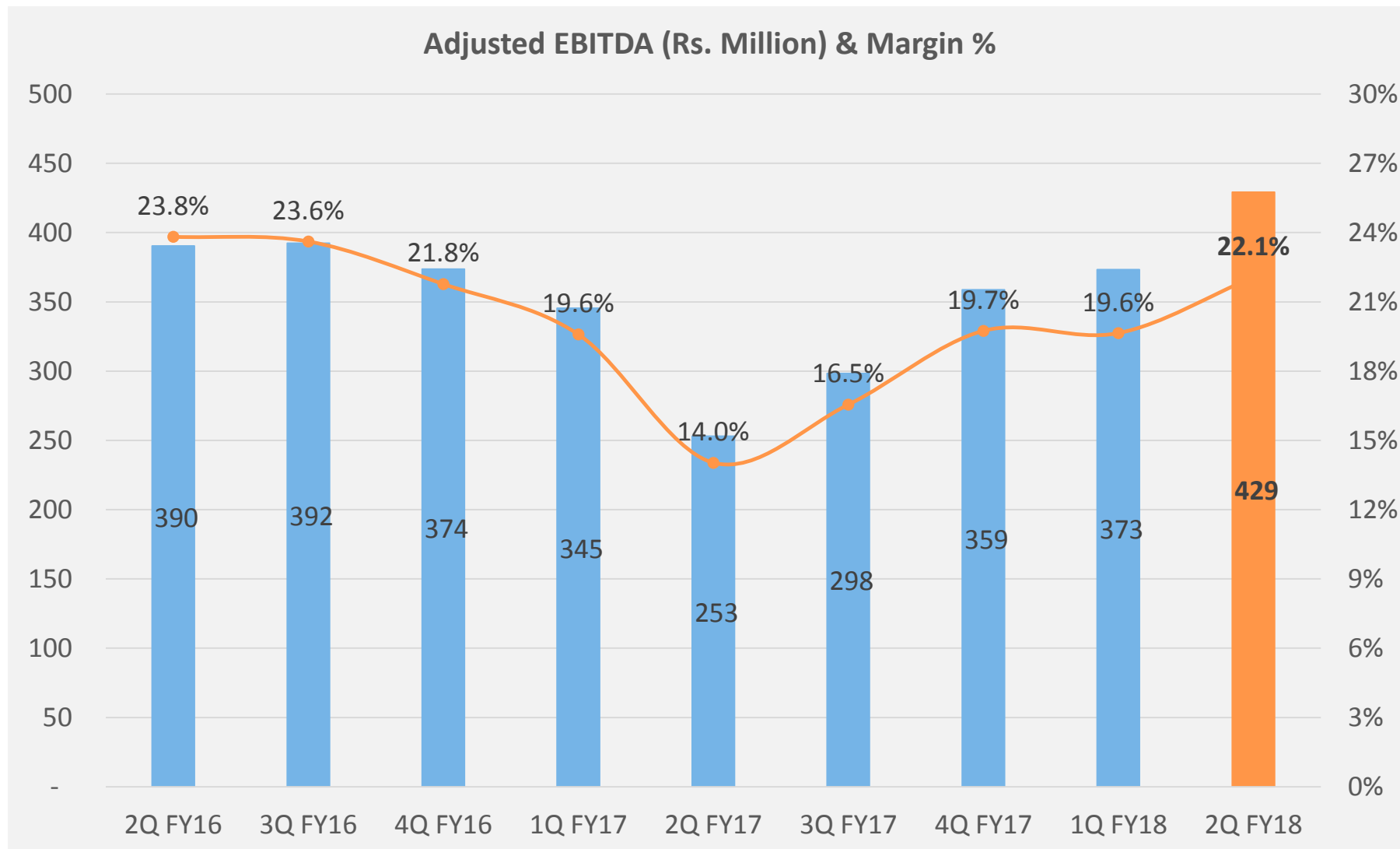


## REVENUE

Operating Revenue (Rs mn)



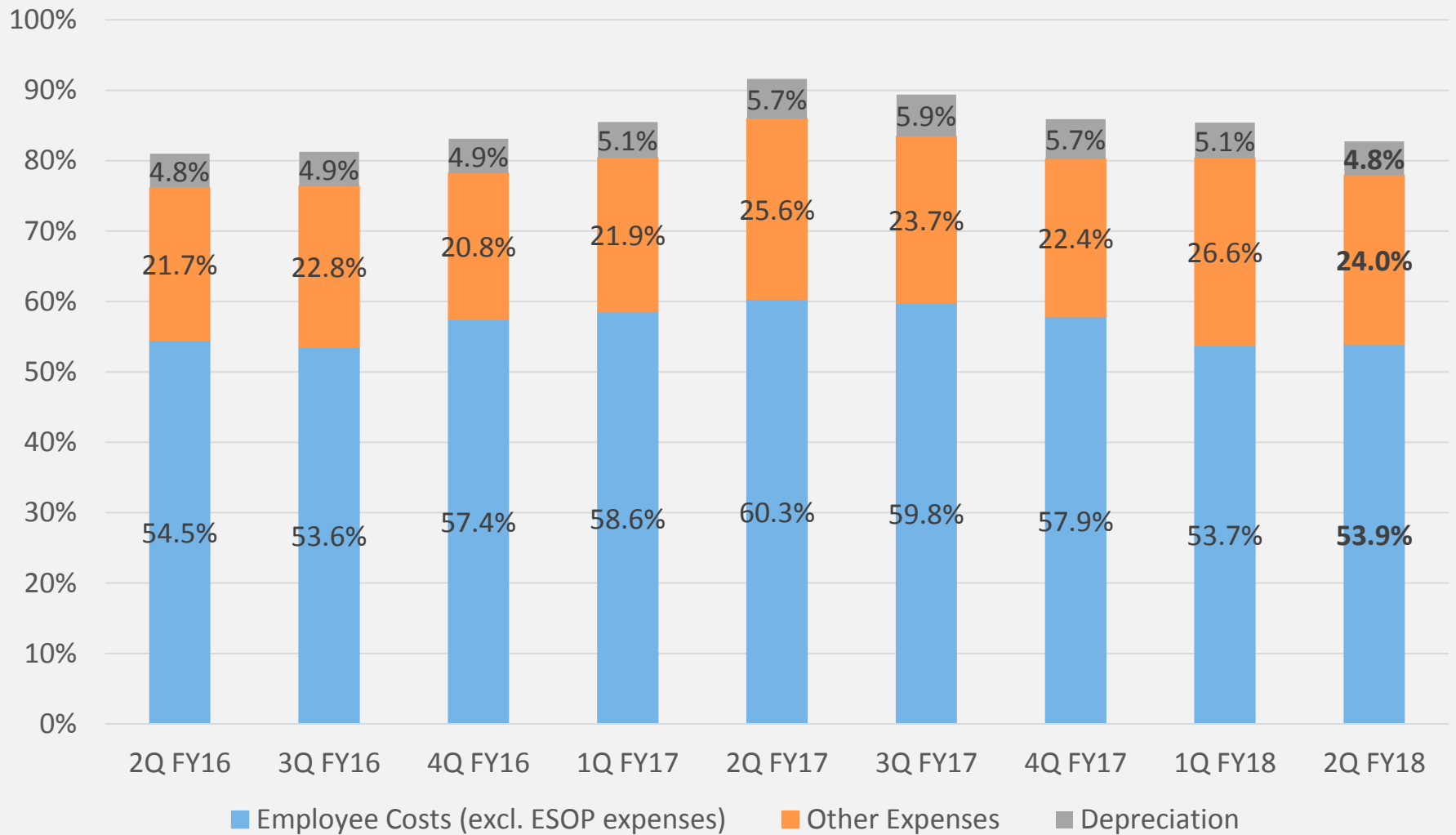
## OPERATING MARGIN



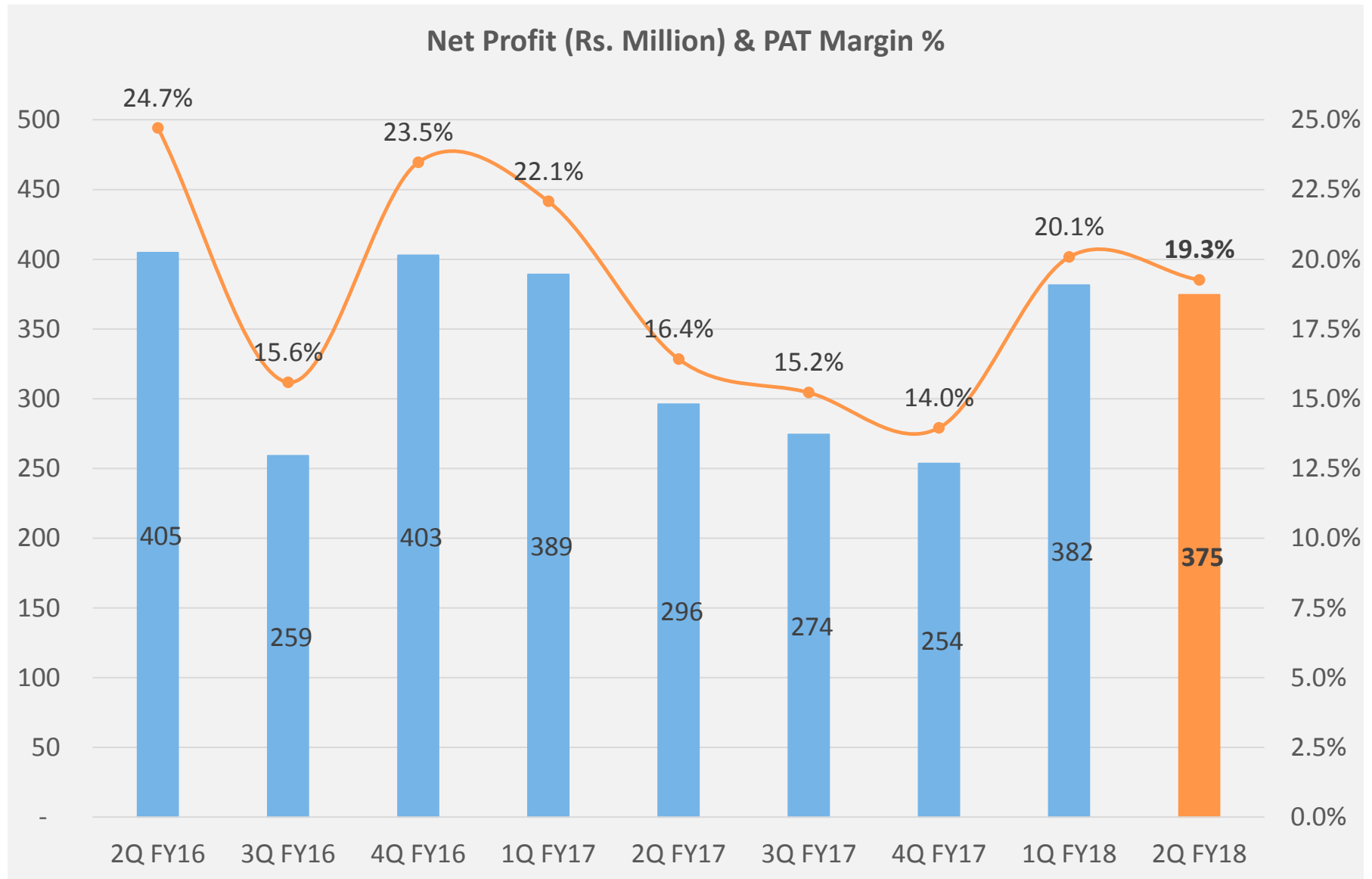
Note: Adjusted Op. EBITDA adjusted for ESOP & one time expenses. Financials up to FY15 are based on Indian GAAP, FY16 onward based on Ind AS.

## COST STRUCTURE

Expenses as % of Operating Revenue

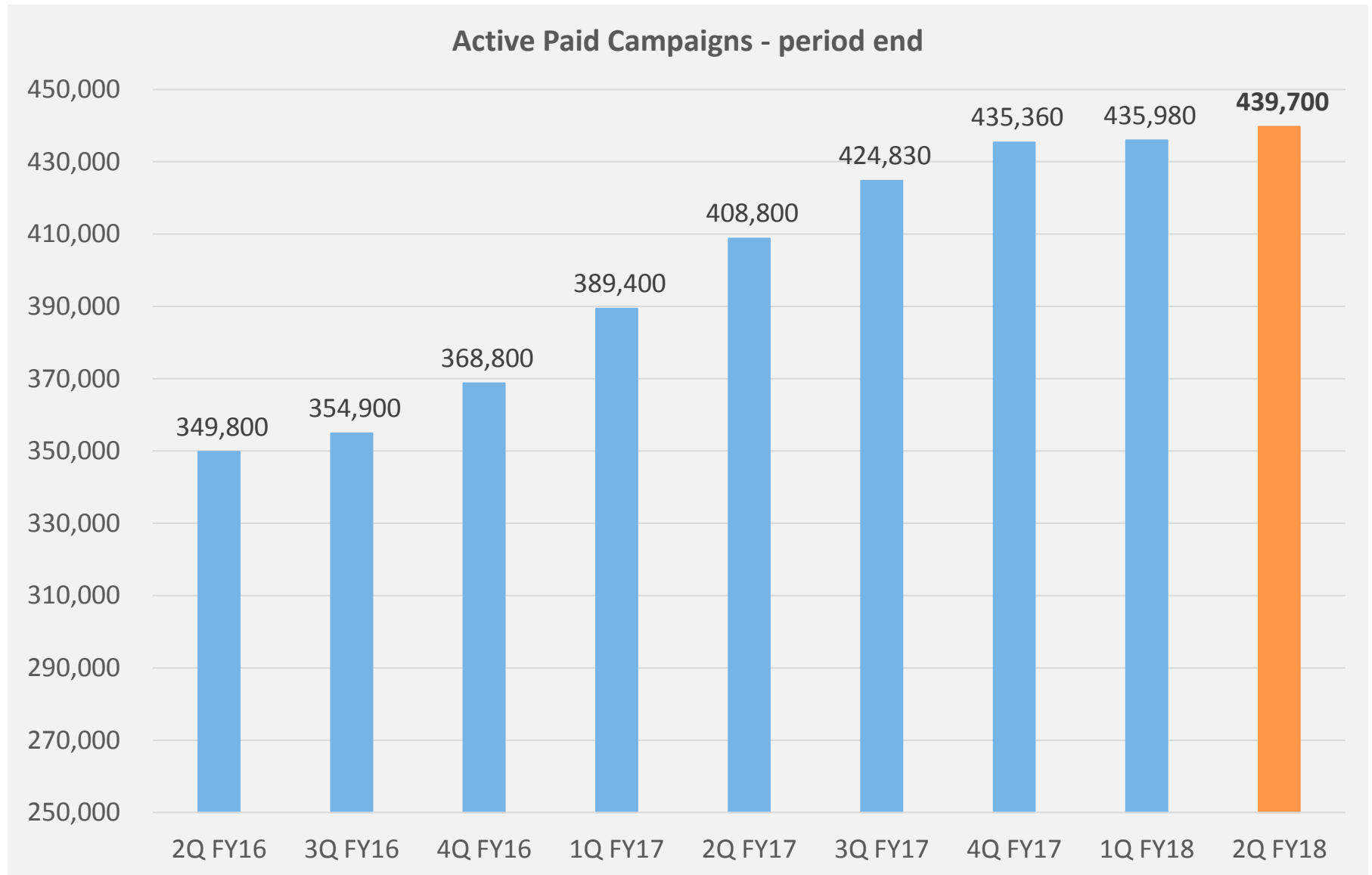


# NET PROFIT MARGIN



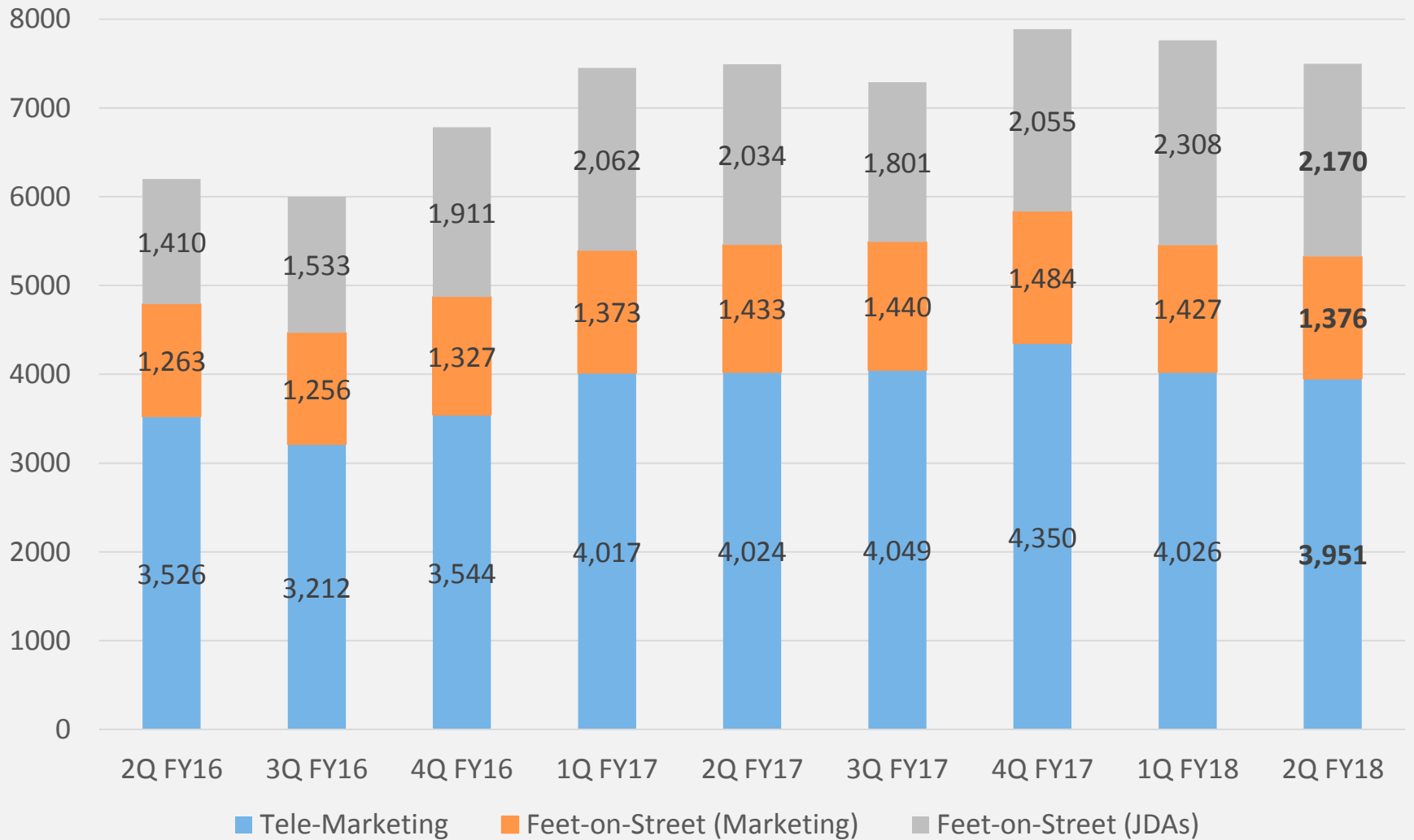
Note: PAT Margin is calculated as Net Profit (Profit After Taxes) as a percentage of Operating Revenue for the quarter

## PAID CAMPAIGNS



# SALES FORCE

Sales Strength – Period End





**JUST DIAL LTD - 2Q FY18 (Quarter ended September 30, 2017) PERFORMANCE SUMMARY**

Metric	Unit	2Q-FY18	2Q-FY17	YoY change	1Q-FY18	QoQ change
Operating Revenue	(₹ million)	1,945	1,803	7.9%	1,900	2.3%
Operating EBITDA	(₹ million)	396	224	76.5%	325	21.9%
Operating EBITDA Margin	%	20.4%	12.4%	792 bps	17.1%	327 bps
Adjusted EBITDA (excl. ESOP exp.)	(₹ million)	429	253	69.6%	373	15.0%
Adjusted EBITDA Margin (excl. ESOP exp.)	%	22.1%	14.0%	804 bps	19.6%	242 bps
Other Income, net	(₹ million)	200	260	-22.9%	266	-24.7%
Profit Before Taxes	(₹ million)	503	382	31.6%	495	1.7%
Net Profit	(₹ million)	375	296	26.5%	382	-1.8%
Net Profit Margin	%	19.3%	16.4%	284 bps	20.1%	-82 bps
Unearned Revenue (period end)	(₹ million)	2,774	2,451	13.2%	2,904	-4.5%
Cash & Investments (period end)	(₹ million)	10,453	9,123	14.6%	10,862	-3.8%

JUST DIAL LTD - 2Q FY18 (Quarter ended September 30, 2017) PERFORMANCE SUMMARY						
Metric	Unit	2Q-FY18	2Q-FY17	YoY change	1Q-FY18	QoQ change
Unique Visitors	(million)	105.0	76.6	37.1%	100.5	4.5%
- Mobile	(million)	69.0	41.5	66.3%	62.7	10.0%
- Desktop/ PC	(million)	26.5	25.2	5.1%	28.0	-5.3%
- Voice	(million)	9.6	9.9	-3.3%	9.9	-3.1%
- Mobile	% share	65.7%	54.2%	1151 bps	62.4%	331 bps
- Desktop/ PC	% share	25.2%	32.9%	-770 bps	27.8%	-260 bps
- Voice	% share	9.1%	12.9%	-381 bps	9.8%	-71 bps
Total Listings (period end)	(million)	19.8	16.9	17.0%	18.8	5.4%
Net Listings Addition		1,021,158	342,336	198.3%	906,457	12.7%
Total Images in Listings (period end)	(million)	38.5	25.4	51.4%	35.6	8.1%
Listings with Geocodes (period end)	(million)	9.2	6.2	48.5%	7.8	18.0%
Ratings & Reviews	(million)	76.1	64.8	17.4%	73.1	4.1%
Paid campaigns (period end)		439,700	408,800	7.6%	435,980	0.9%
Total App Downloads (period end)	(million)	17.3	10.7	61.3%	15.4	12.4%
App Downloads per day		23,871	8,704	174.2%	26,533	-10.0%
Number of Employees (period end)		10,892	11,799	-7.7%	11,262	-3.3%

# BOARD OF DIRECTORS

## Executive Directors



V S S Mani

Founder, Managing Director and Chief Executive Officer of Justdial with over 29 years of experience in the field of media and local search services.



Ramani Iyer

Non-Independent, Whole-time Director with 24 years of experience, working with Justdial in the field of strategic planning and execution.



V Krishnan

Non-Independent, Whole-time Director with 24 years of experience, working with Justdial in strategic planning and execution.



B Anand

CEO of Essar Oil, previously CFO of Trafigura, with 30 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 Asia Pacific, 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 25 years of experience in management consulting & investing. He holds B. Tech. from IIT Delhi and an IIM Ahmedabad alumni.



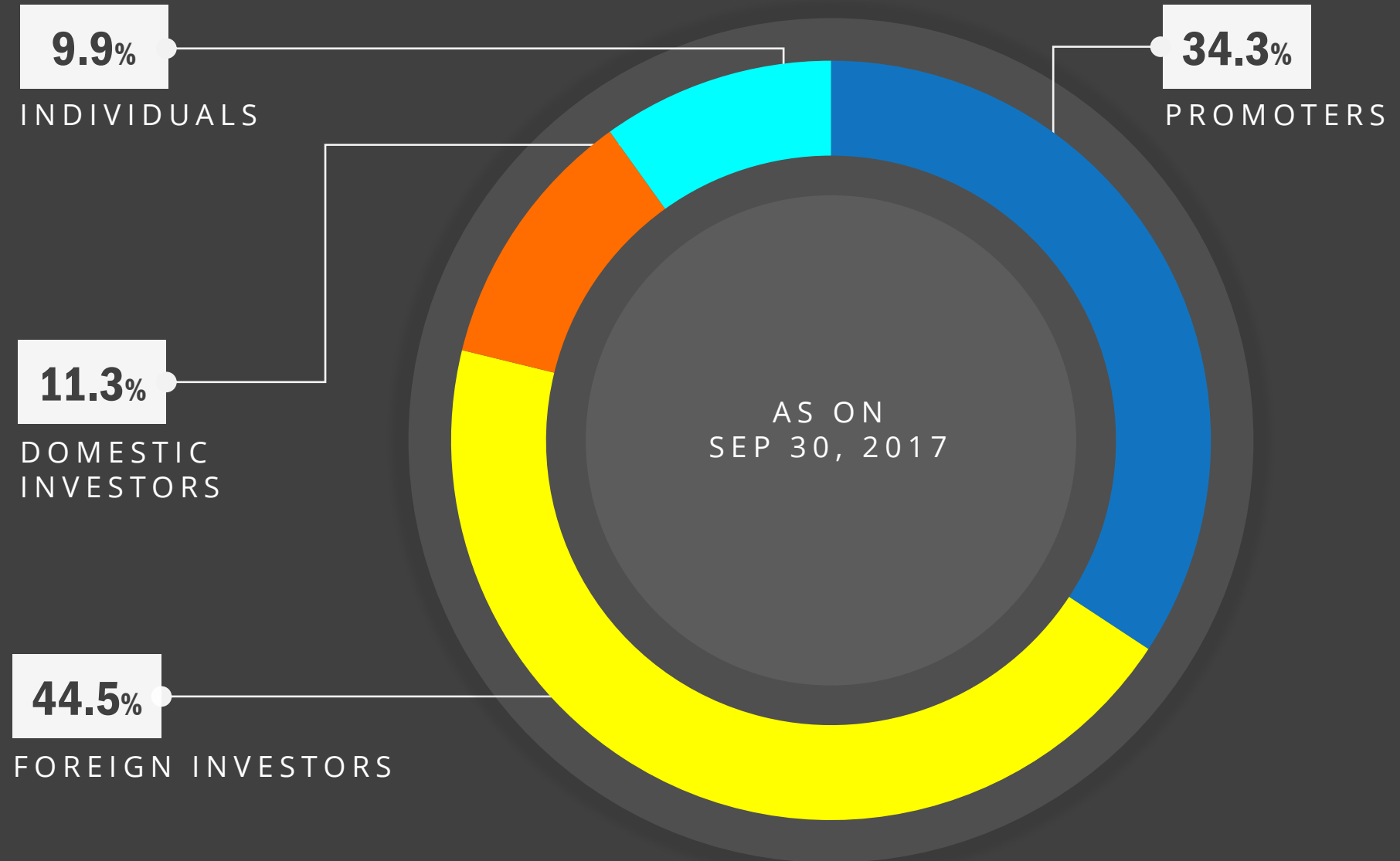
Anita Mani

She has 24 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	29 Years	Overall growth strategy, planning, execution & management
Shreos Roychowdhury	Chief Technology Officer	20 Years	Technological Innovation and R&D
Abhishek Bansal	Chief Financial Officer	8 Years	Finance, Strategy, Accounting, Treasury, Audit, Legal, Compliance & Traffic
Vishal Parikh	Chief Product Officer	16 Years	Leads Product, Design & Technology teams, Project Management
Sumeet Vaid	Chief Revenue Officer	20 Years	Revenue growth & Business development
Rajesh Madhavan	Chief People Officer	22 Years	Human Resource Functions
Sandeep Kanchan	Chief Product Officer, Payments & Voice	21 Years	Heads Payment Products & Voice operations
Jaimin Shah	Chief Technology Officer, Omni	17 Years	Leads Omni & related products
Ajay Mohan	Group Vice President, Sales	21 Years	Sales platform management, Strategic alliances, Corporate partnerships & Business expansion
Rakesh Ojha	Group Vice President, Sales	22 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