

CORPORATE PRESENTATION

October 2020



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Q2 FY21 means the period Jun 1, 2020 to Sep 30, 2020

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

- ❑ As a result of lockdown imposed by the Government in March 2020 owing to COVID-19, the Company moved to Work-from-Home (WFH) for all employees. Post lockdown relaxations, Company has opened its offices across India with limited workforce in line with Government's directives issued from time to time.
- ❑ To optimize discretionary costs, Company had curtailed its advertising spends (both digital and non-digital) from April 2020. Majority of traffic is presently coming organically (without advertising). For 1Q FY21 and 2Q FY21, we had 100 million (declined 35.9% YoY) and 130.6 million (declined 19% YoY) quarterly unique visitors, respectively. Organic traffic has recovered well from COVID-19 impact and is growing steadily. On a like-for-like basis, current organic traffic run-rate is ~14% higher versus pre-COVID levels which augurs well for the business.
- ❑ In order to assist SMEs in these unprecedented times, the Company had launched various offers on its paid campaigns during the period, including better discounts, flexibility in activation of their campaign (post lockdown), better payment terms, etc. As a result, the Company was able to arrest COVID-19 impact on 1Q FY21 monetization (Collections) to a decline of 52% YoY and 43% QoQ. With lockdown easing, monetization has further improved and 2Q FY21 Collections (down 28% YoY) grew 41% QoQ. Overall, monetization currently stands at ~75% of pre-COVID levels which is reasonably healthy considering the severe impact COVID-19 has had on SMEs.
- ❑ While prioritizing safety and well-being of its employees, the Company is extensively leveraging technology for its operations. While the Company has a strong Balance Sheet and robust cash position, the Company is re-evaluating and optimizing all costs (despite 32% YoY decline in revenue, adjusted EBITDA margin of 28.5% delivered in 1Q FY21 and 32.6% in 2Q FY21) and focusing even more on automated processes to enable it to successfully navigate the ongoing uncertainties and emerge stronger.



BUSINESS OVERVIEW

COMPANY OVERVIEW

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



High user engagement, 111.9 million ratings & reviews



130.6 million quarterly unique visitors in Q2-FY21



Database of 30 million listings



Scalable and profitable business model



448,600 active paid campaigns



Figures as on Sep 30, 2020

KEY STRENGTHS

- ❑ First Mover Advantage in Indian Local Search Market
- ❑ Strong Brand Recognition with 130.6 million unique quarterly visitors^ in Q2 FY21 (100 million in Q1 FY21)
- ❑ Comprehensive database of 30 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



3,138 employees in tele-sales, 4,524 feet-on-street salesforce




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

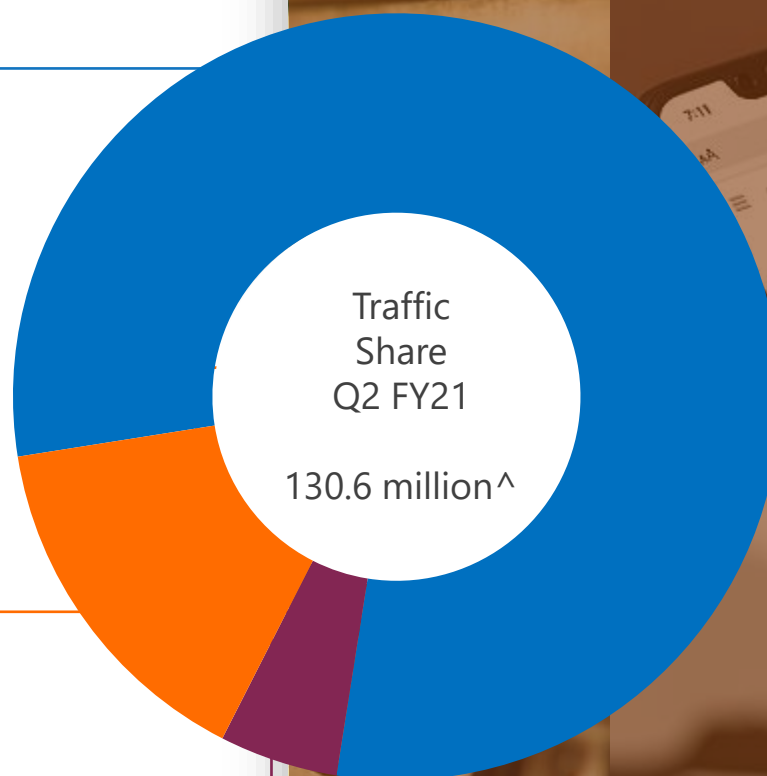


PLATFORMS

 **80.8%**
MOBILE
Mobile Site & Apps

 **14.5%**
DESKTOP/ PC
www.justdial.com

 **4.7%**
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

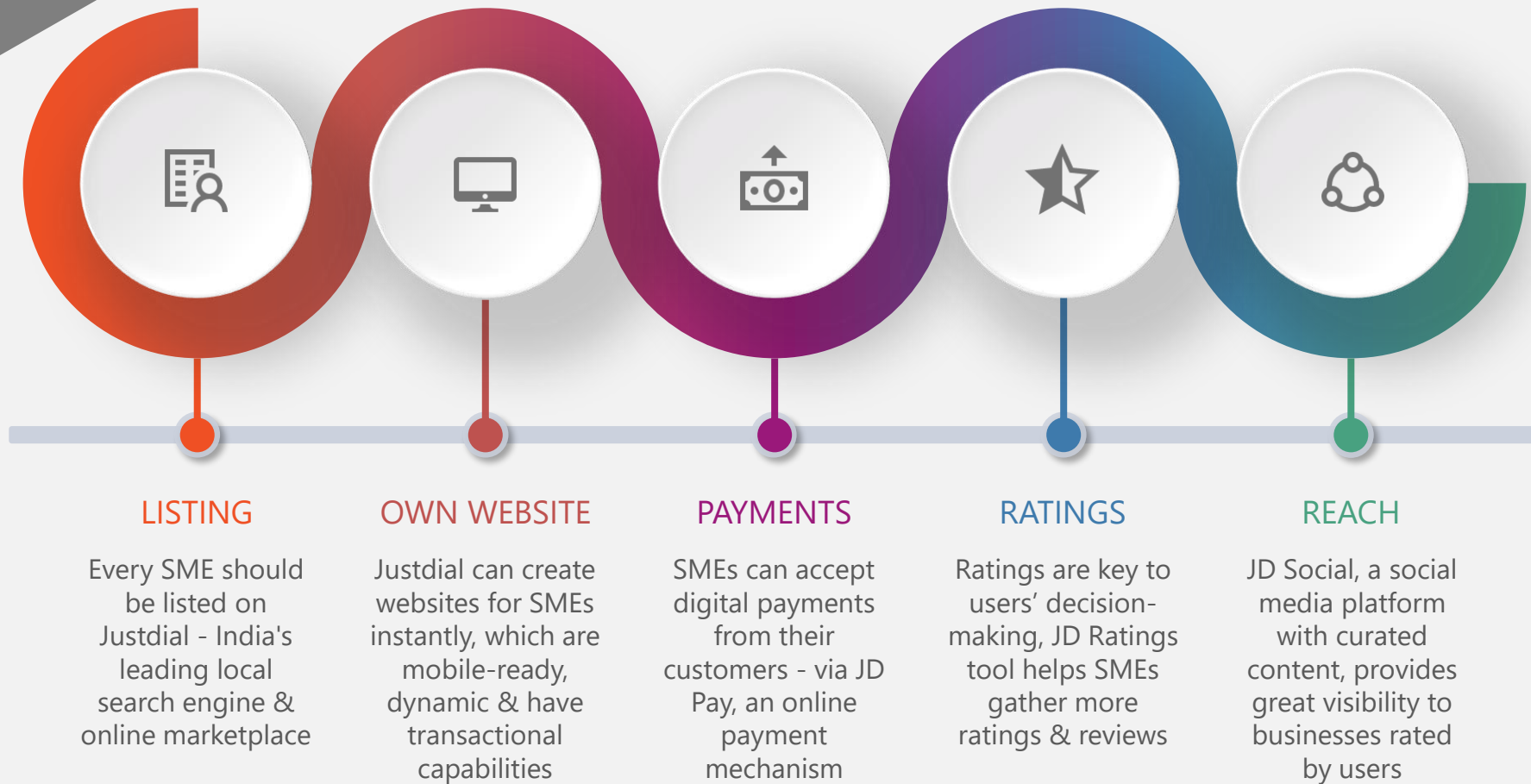
Personalized Greeting

Multiple queries in one call

Instant Email & SMS



VALUE PROPOSITION FOR SMEs



USER ENGAGEMENT



111.9 million Ratings & Reviews

Mobile-verified, unbiased ratings

Friends' Ratings

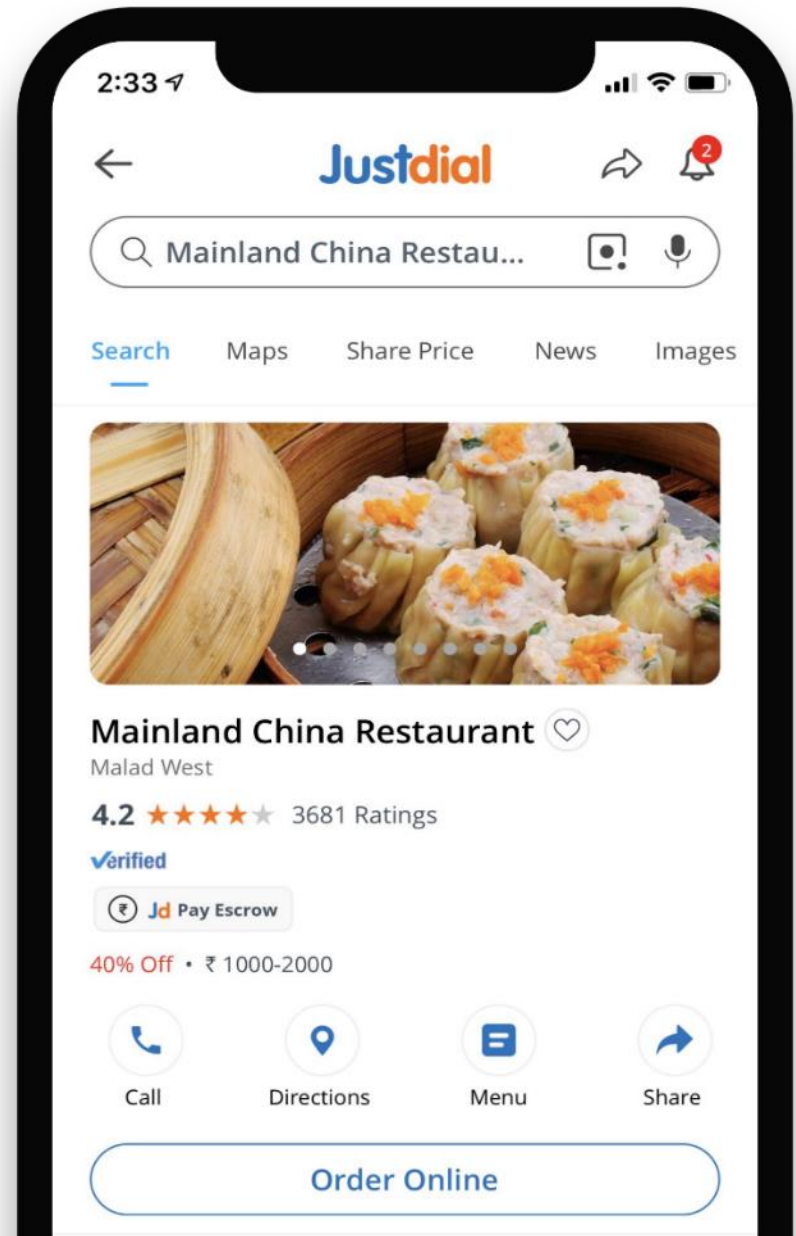
10-Point Rating Scale

Facebook & Twitter-shareable

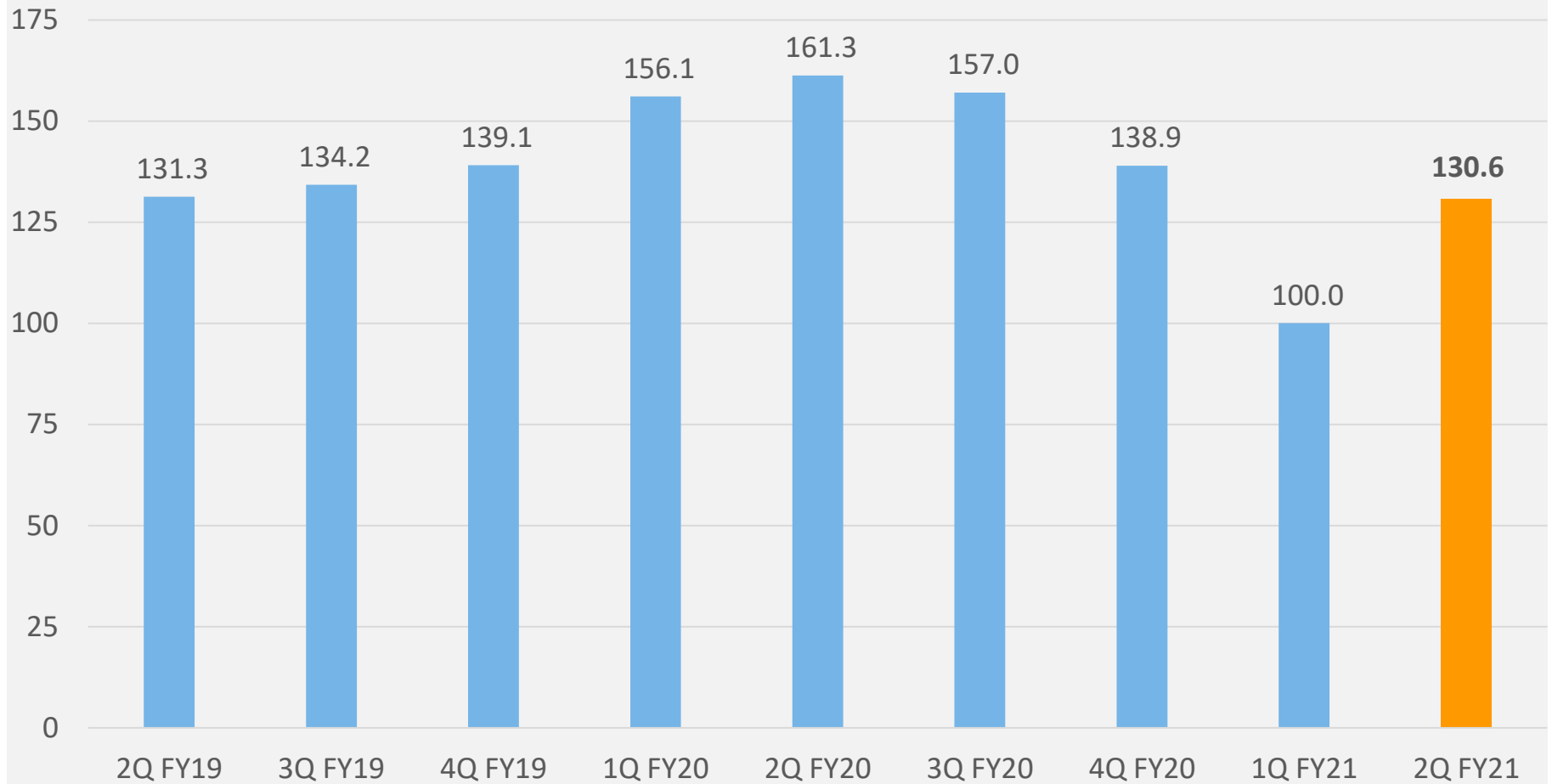
Photos Upload with Review

Ratings shared on JD Social

Robust Audit Mechanism

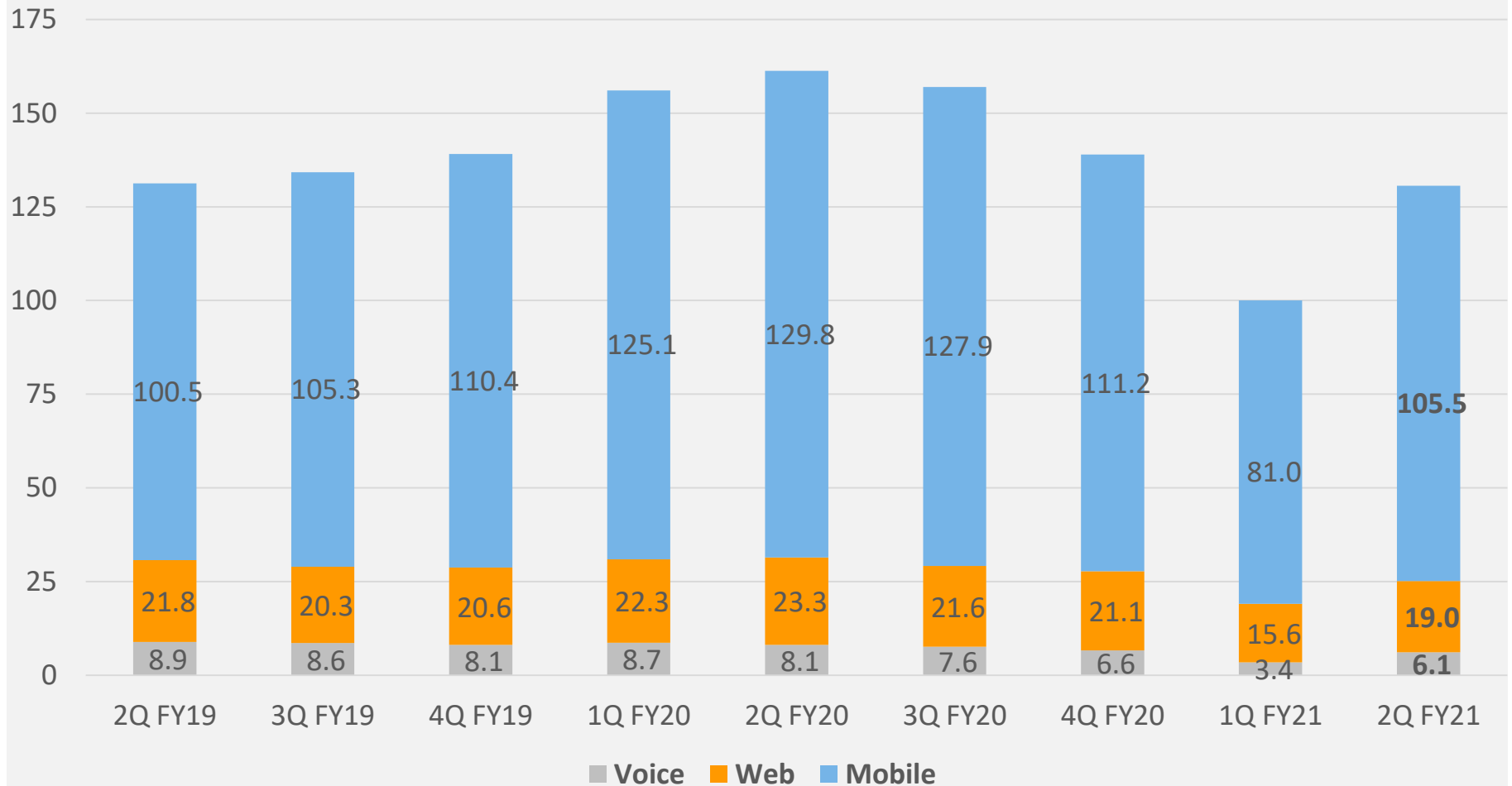


Quarterly Unique Visitors (million)



TRAFFIC / VISITORS

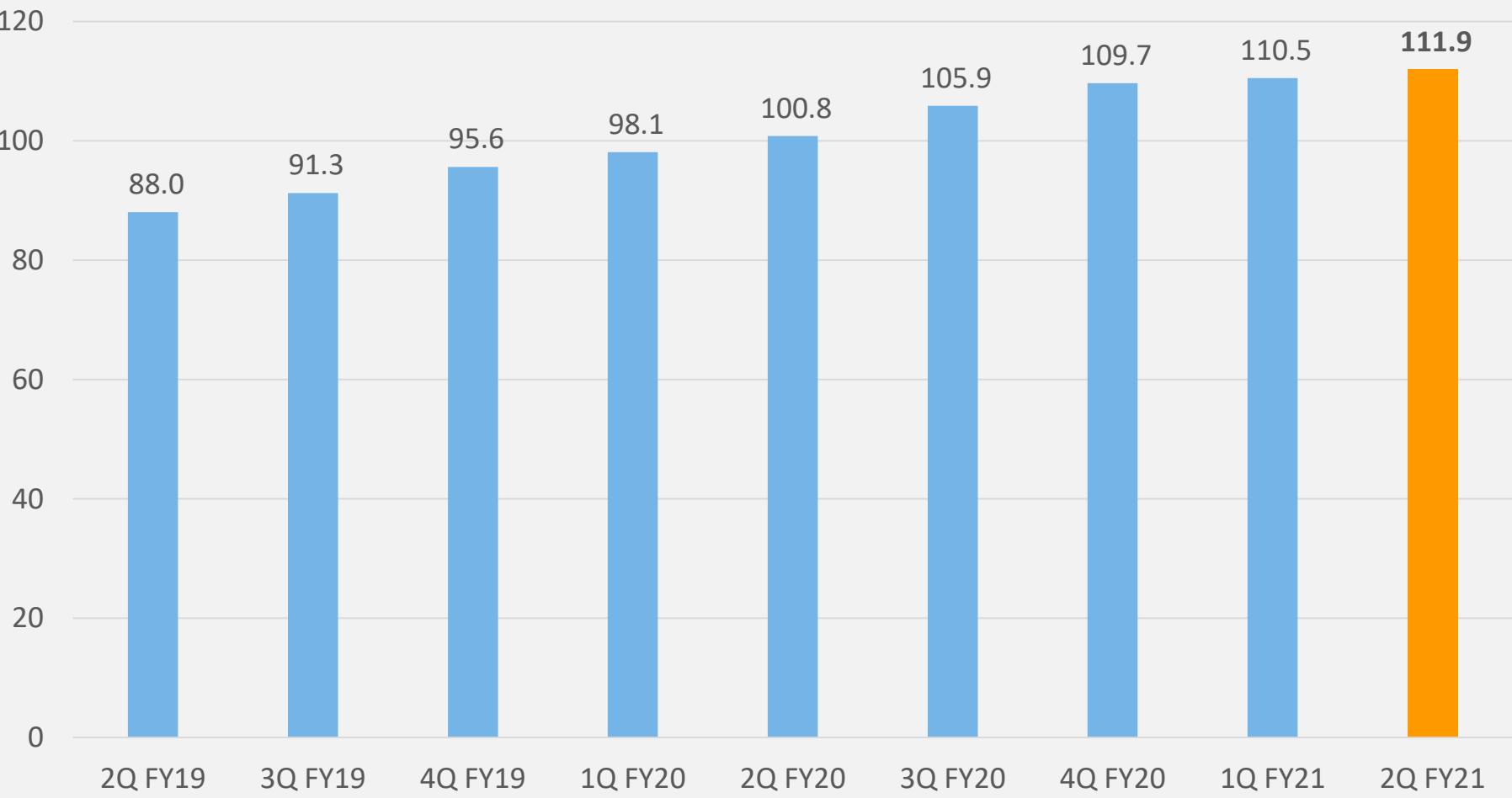
Quarterly Unique Visitors split (million)



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

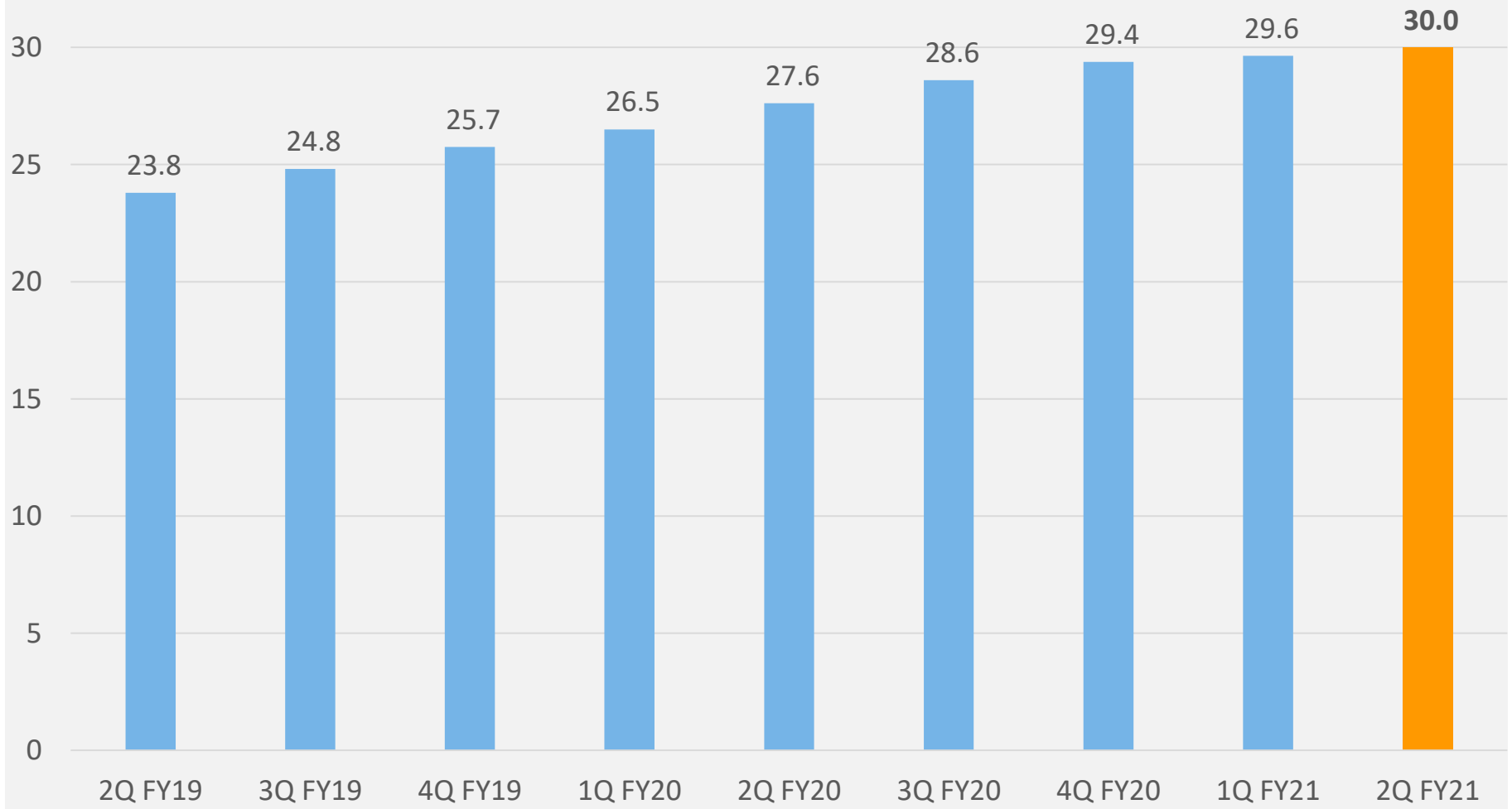
USER ENGAGEMENT

Ratings & Reviews (million)

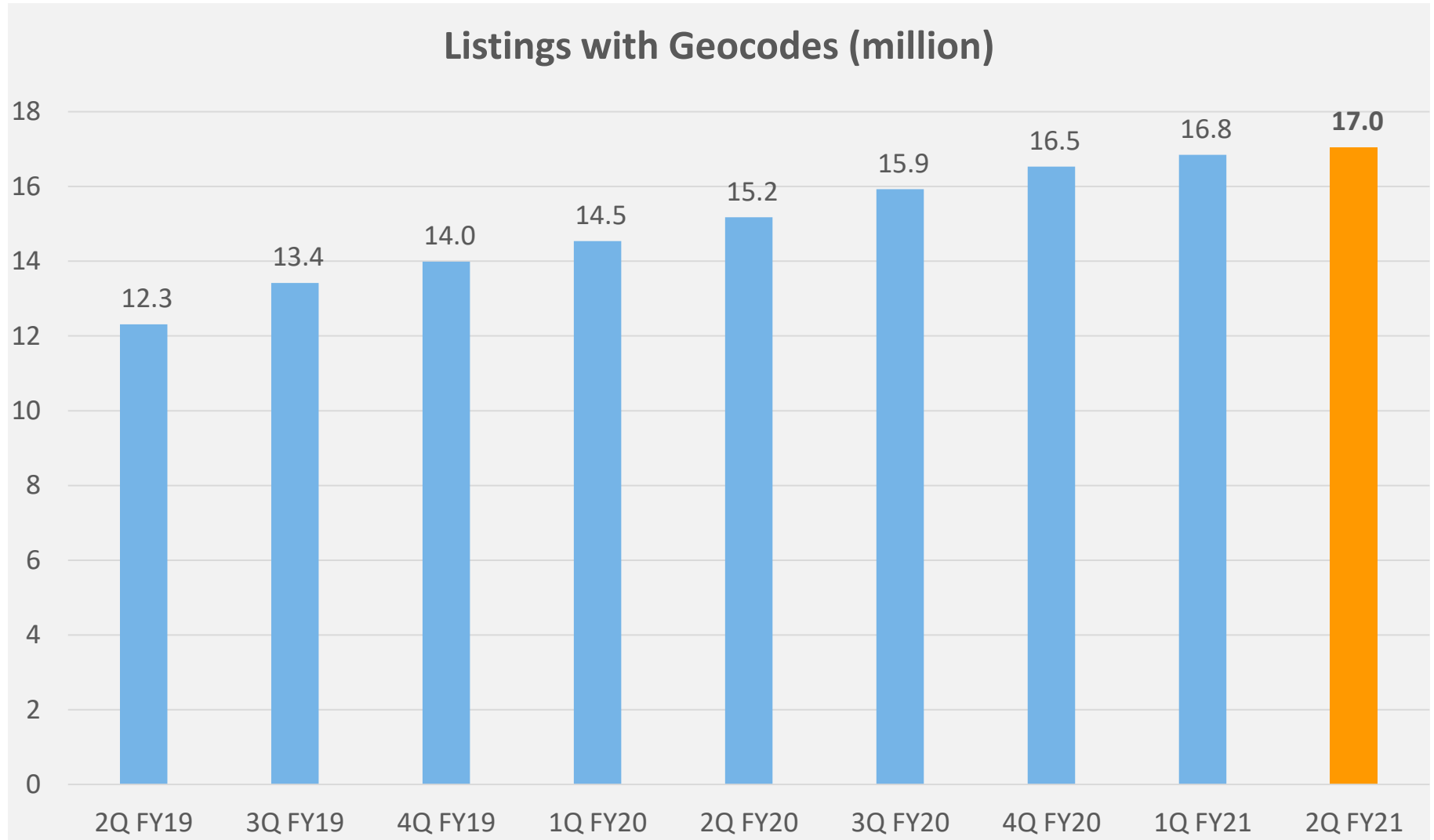


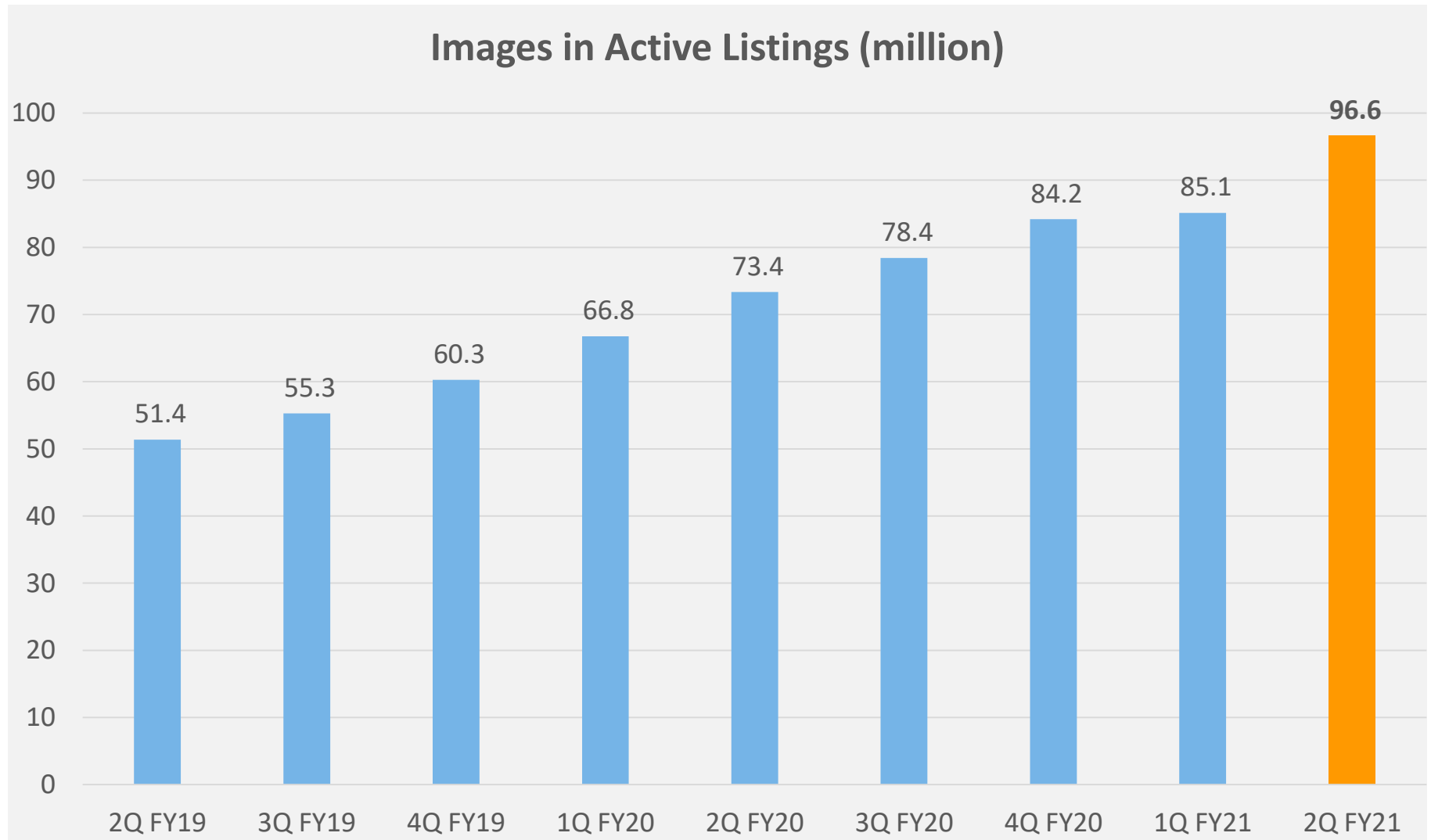
DATA ENRICHMENT

Active Listings - period end (million)



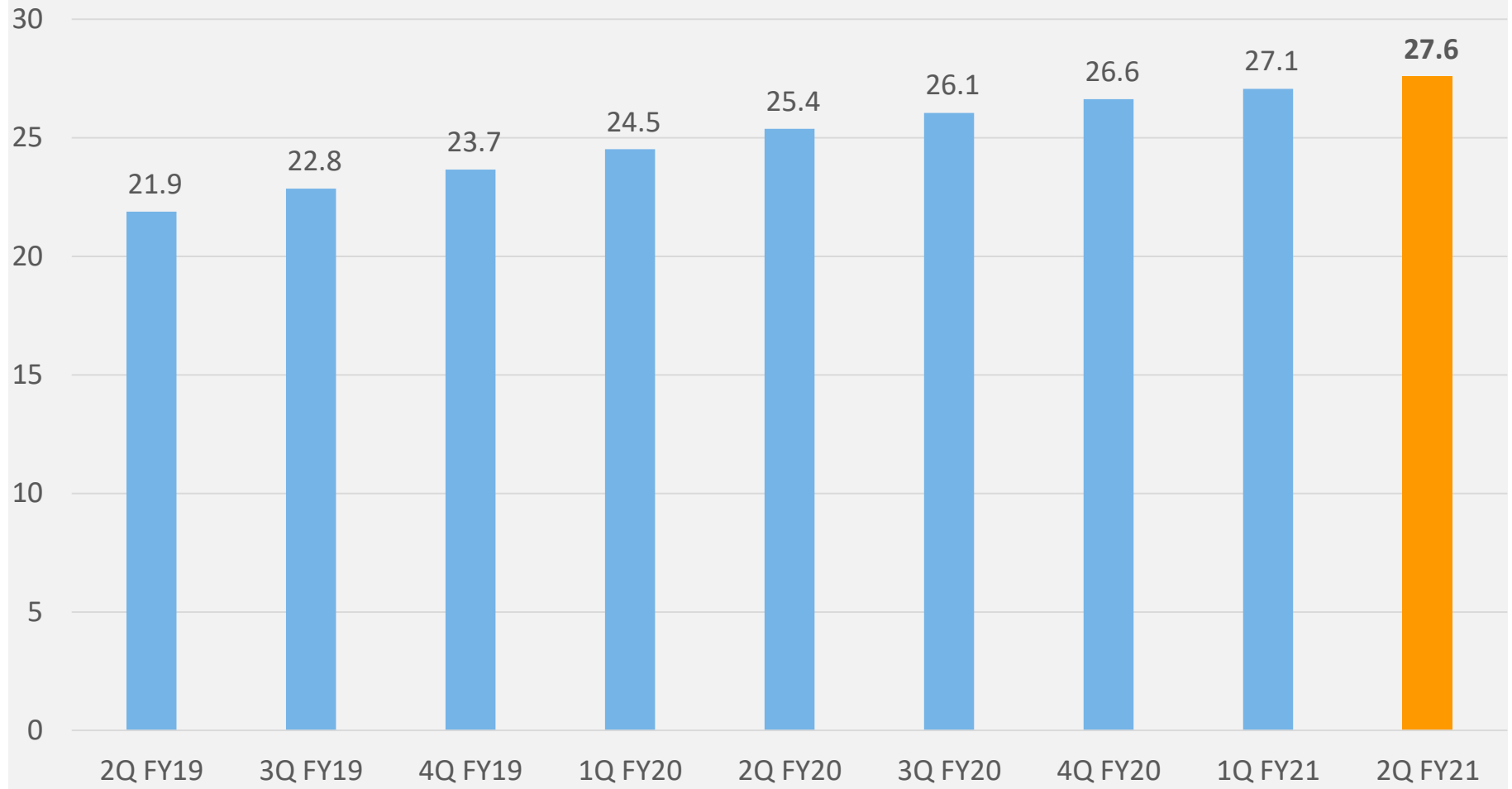
DATA ENRICHMENT





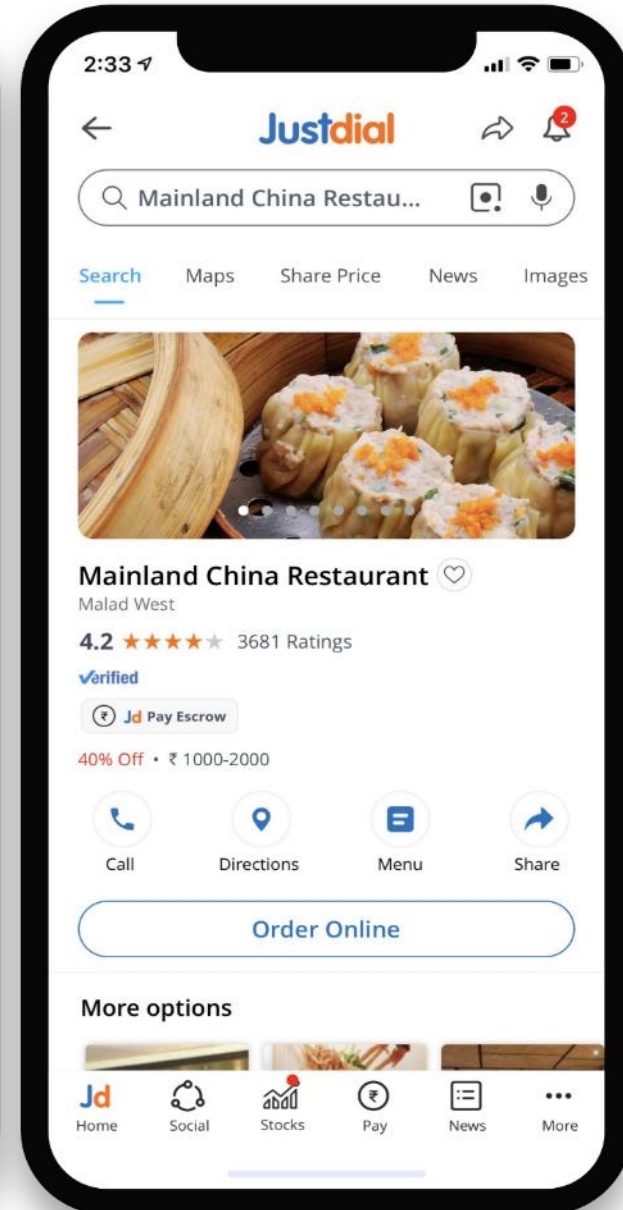
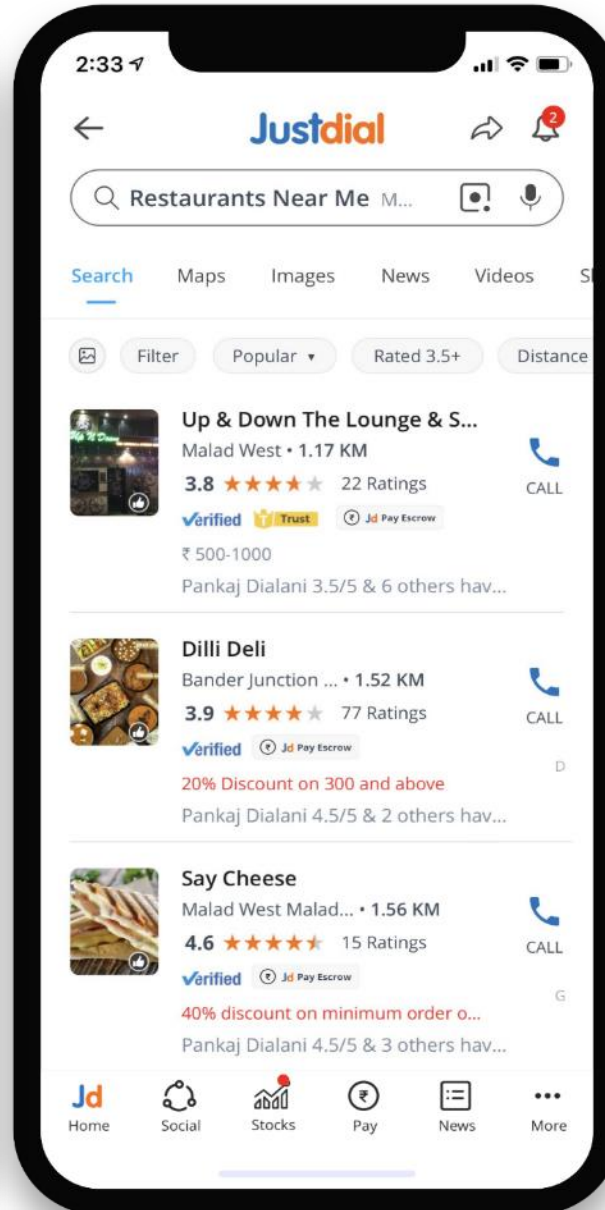
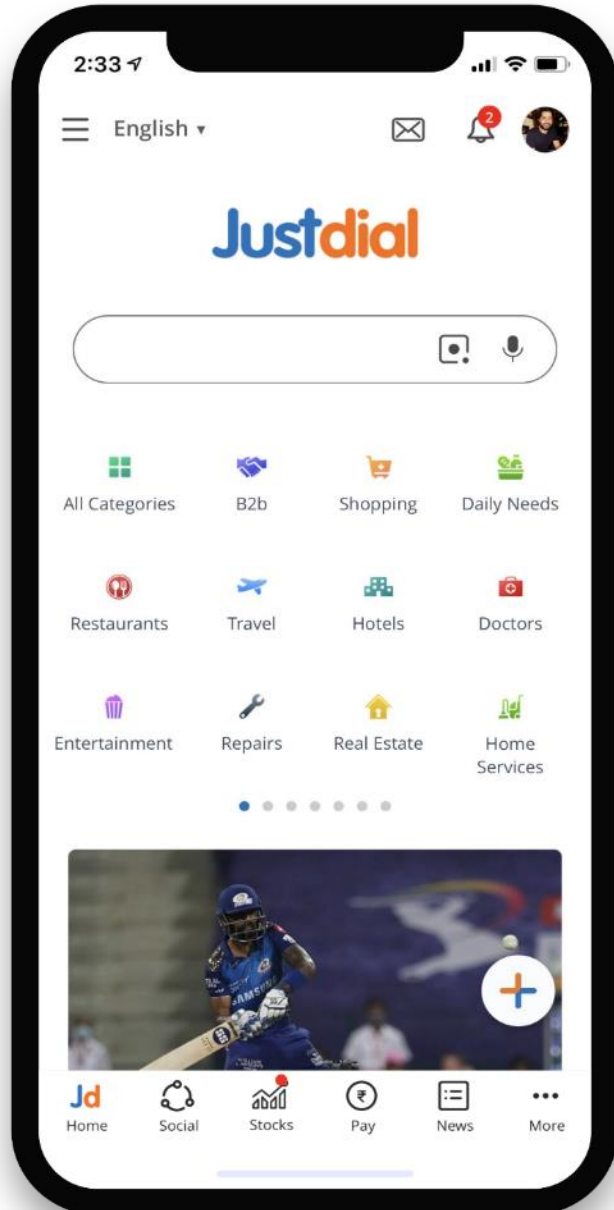
MOBILE APPS

Cumulative App Downloads (million)

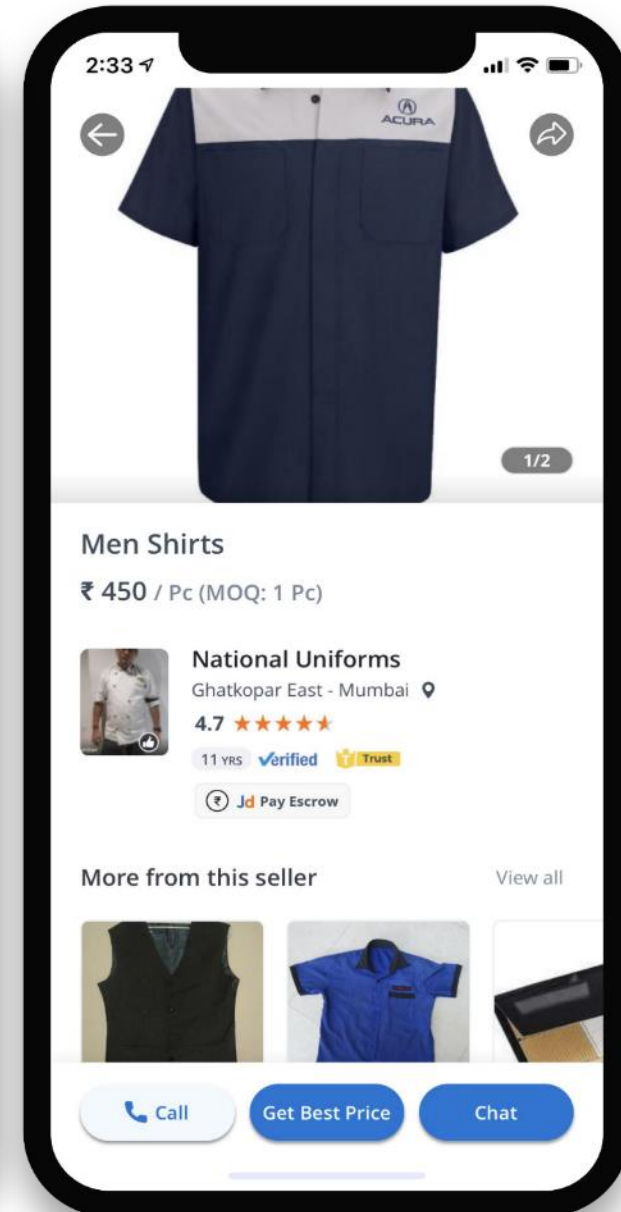
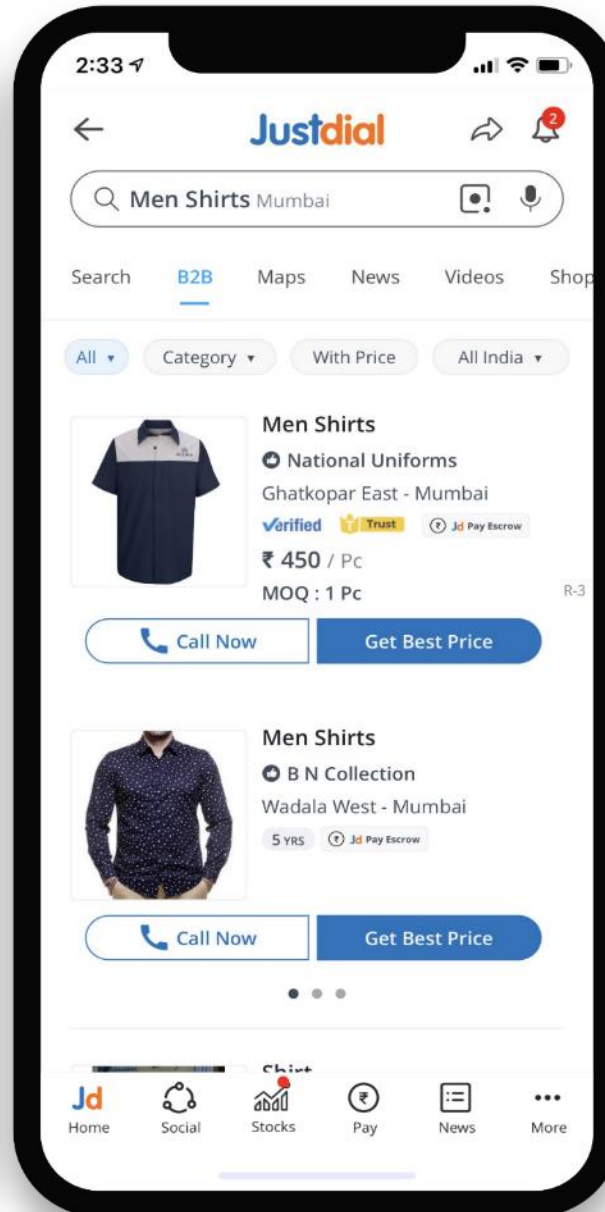
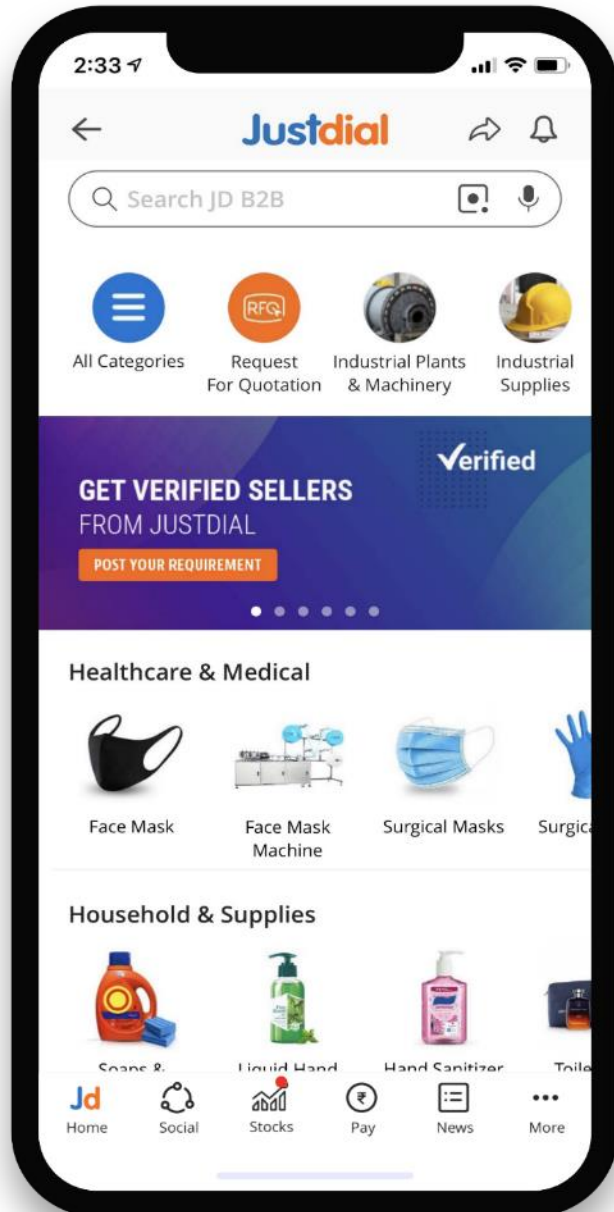




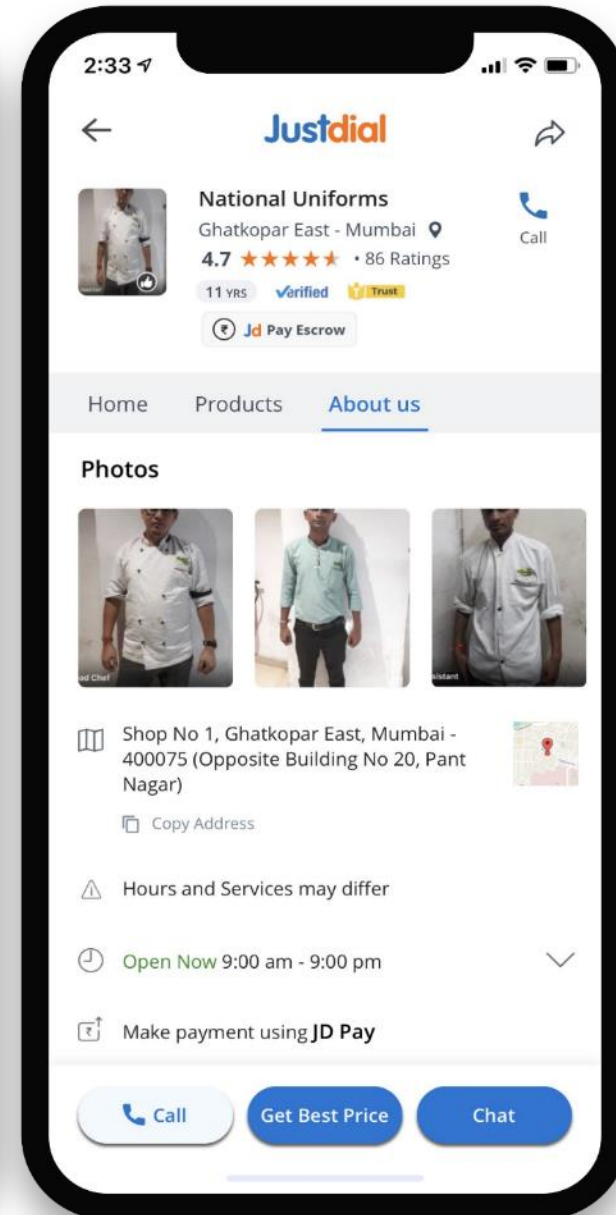
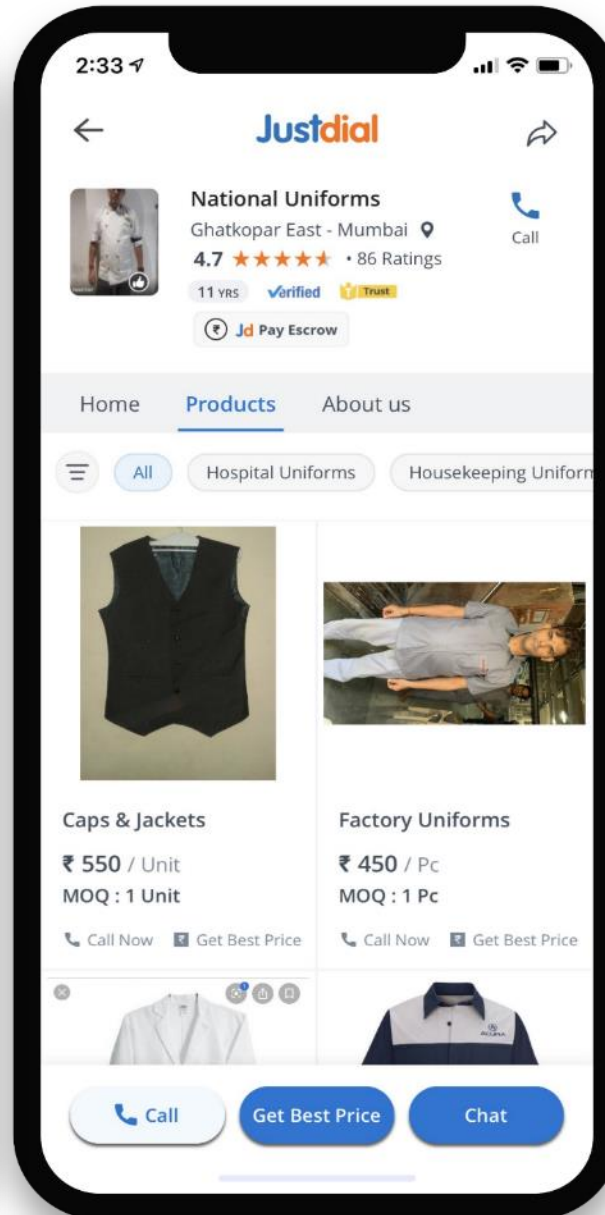
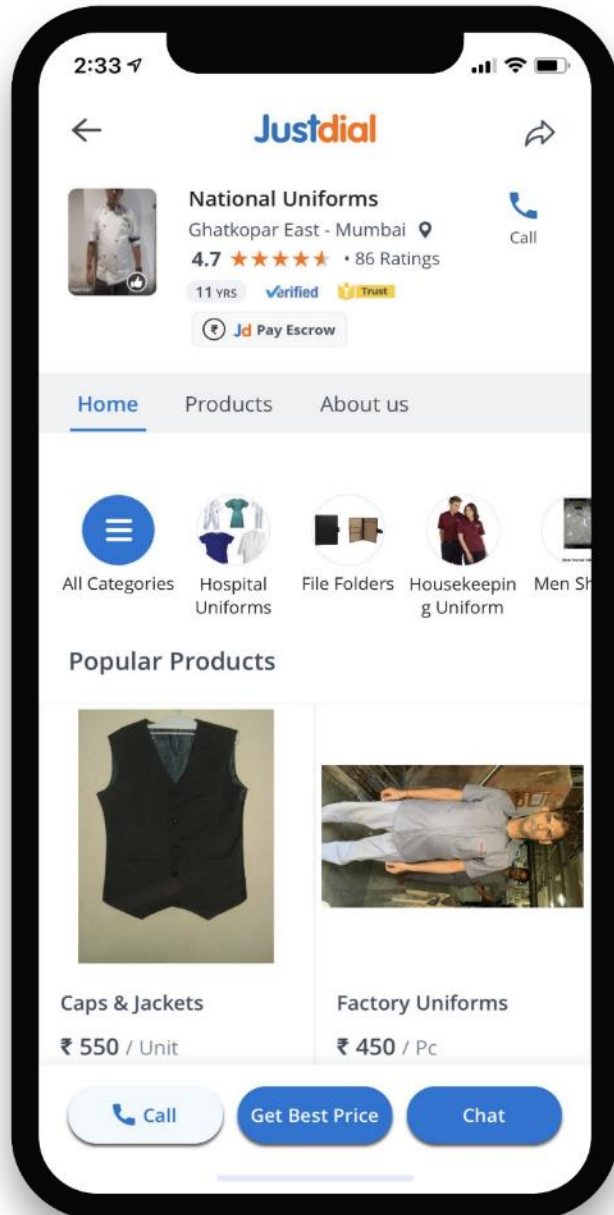
PRODUCT OVERVIEW

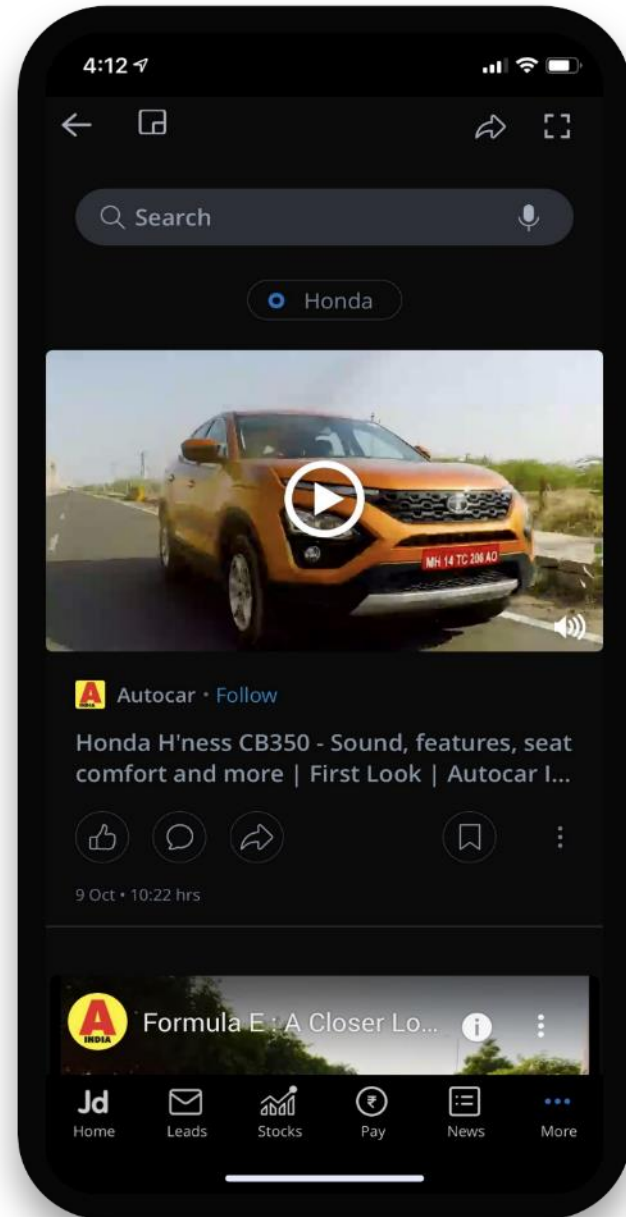
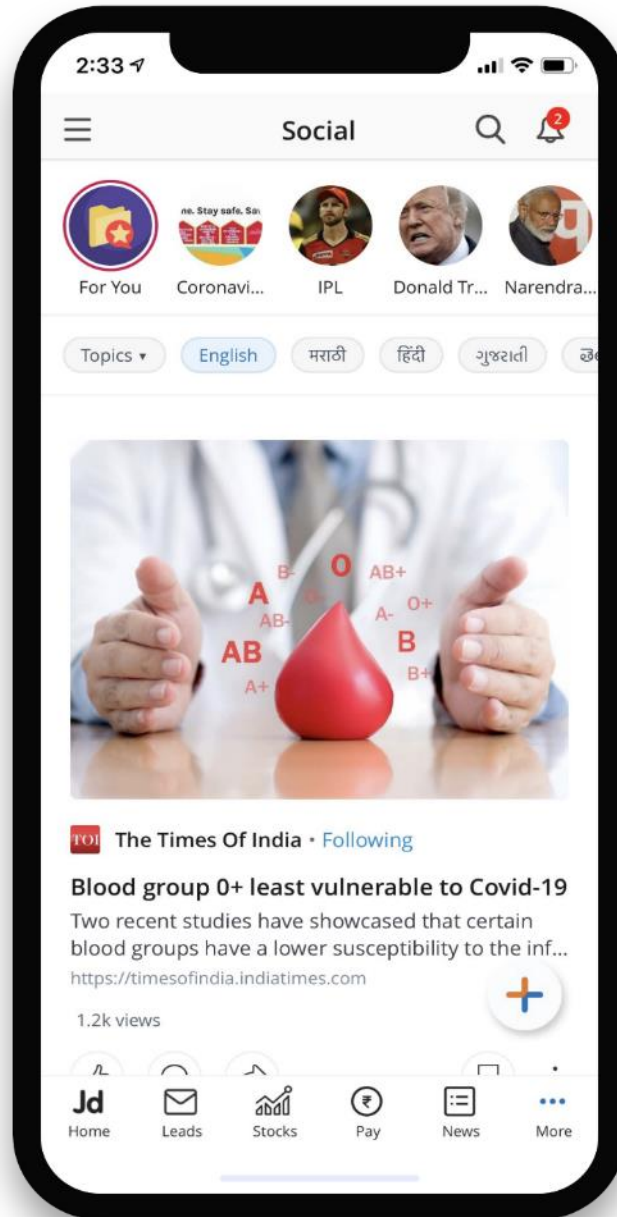


B2B - PRODUCTS

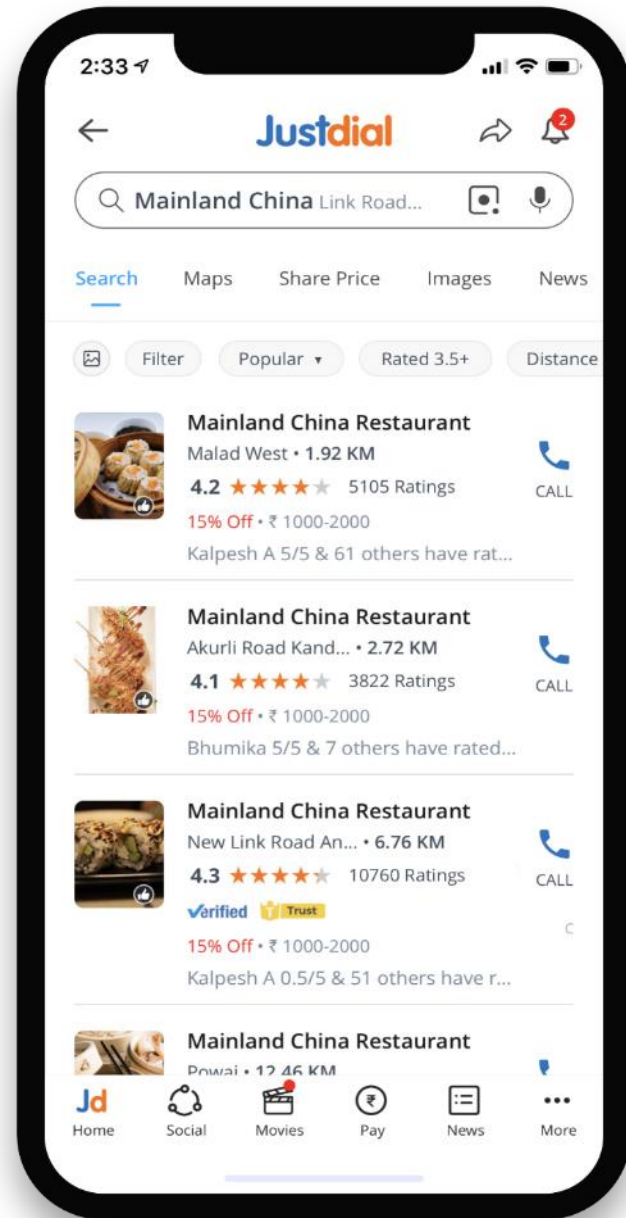
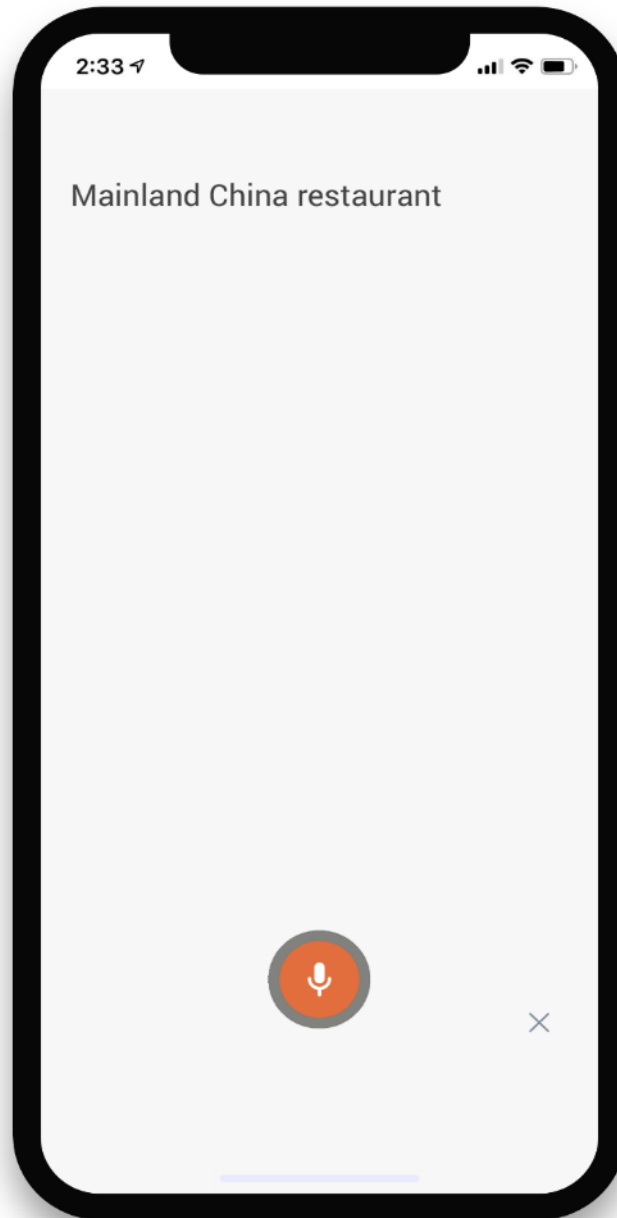


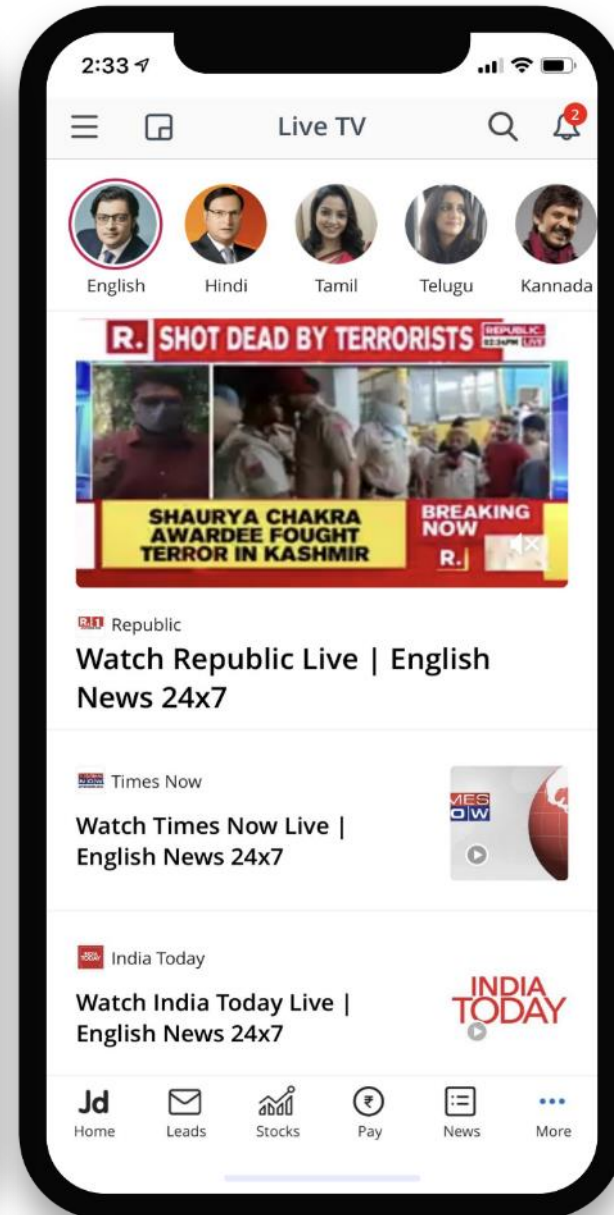
B2B – SELLER DETAILS



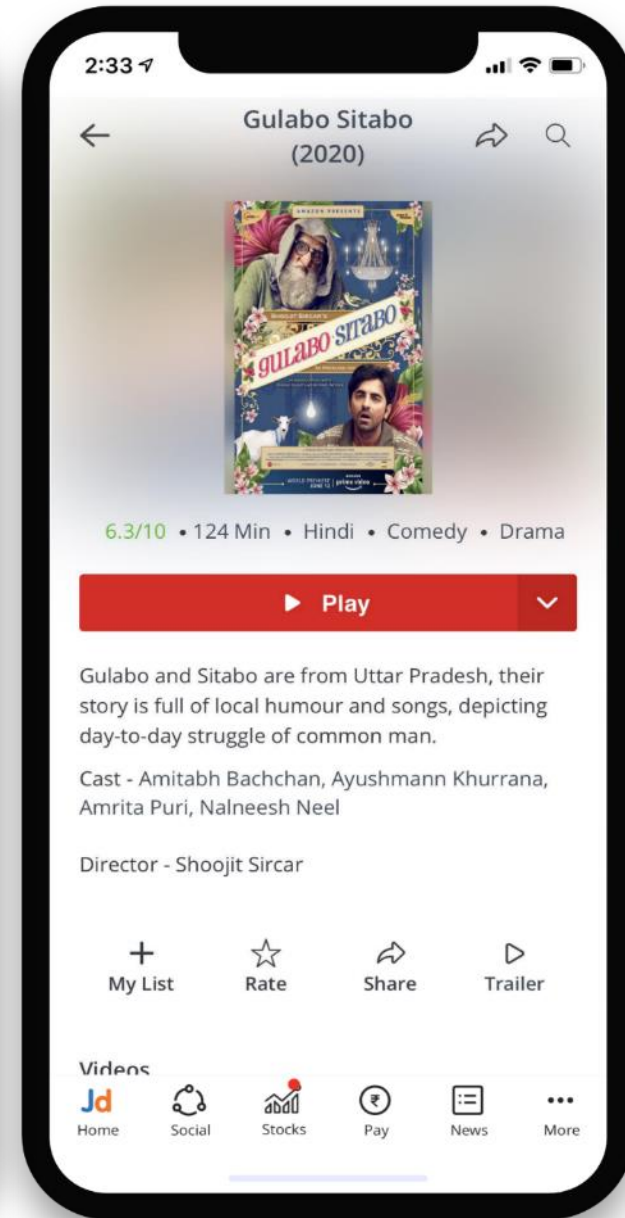
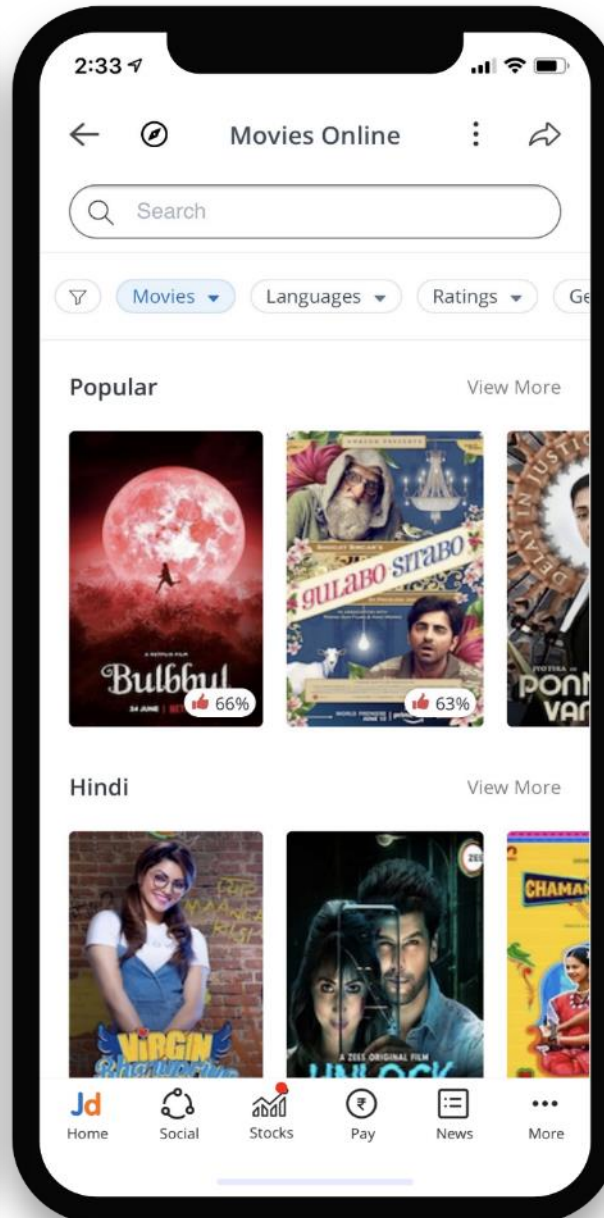
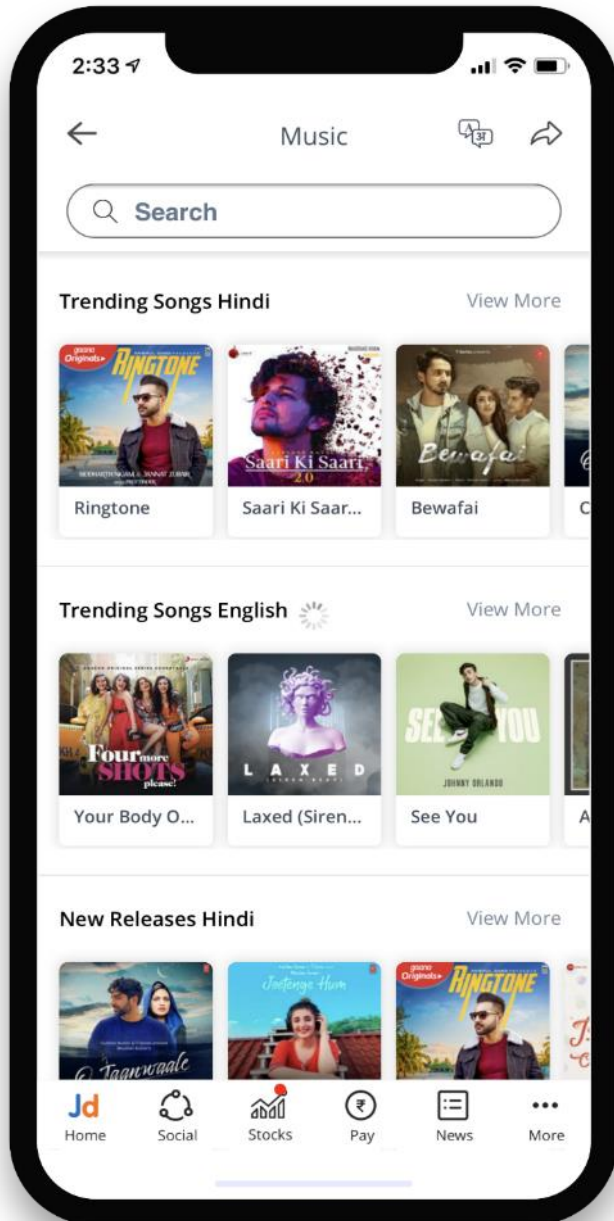


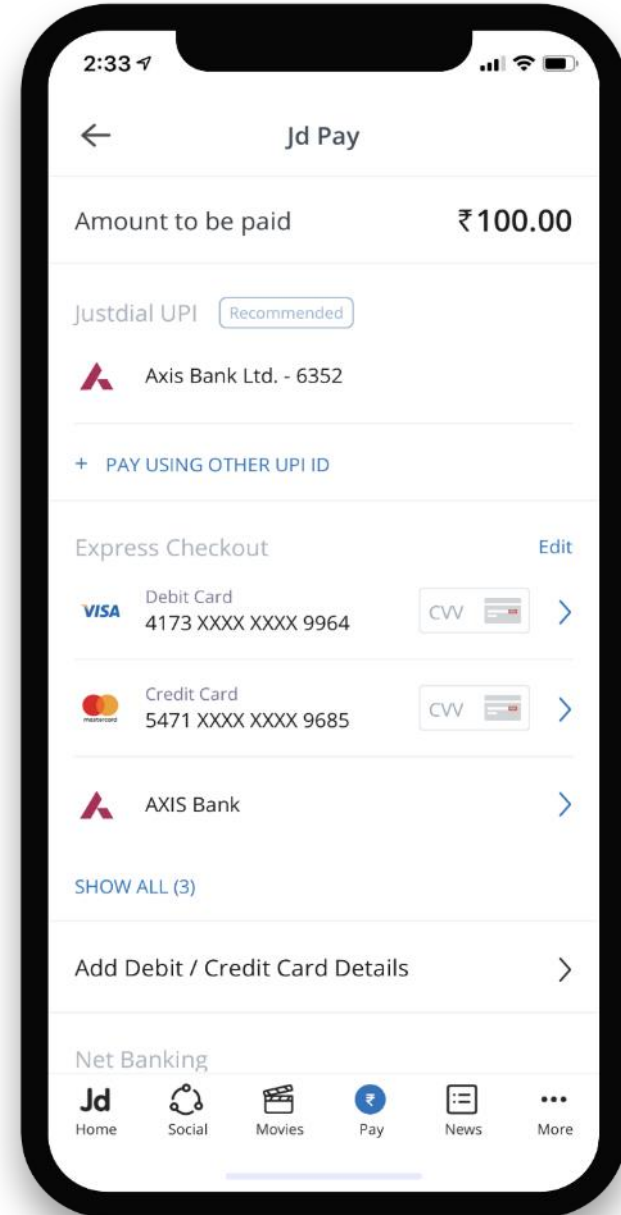
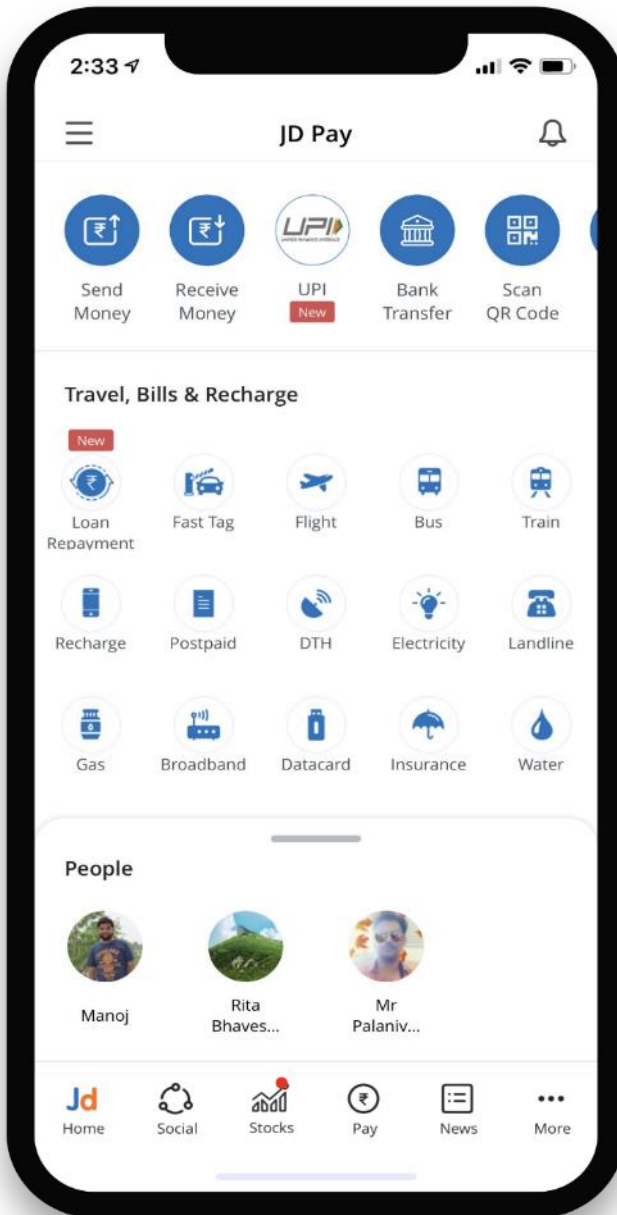
VOICE SEARCH





RADIO / MOVIES ONLINE





BEYOND SEARCH

Price Comparison

Hail a Cab

Flight Tickets

Train Tickets

Bus Tickets

Hotel Bookings

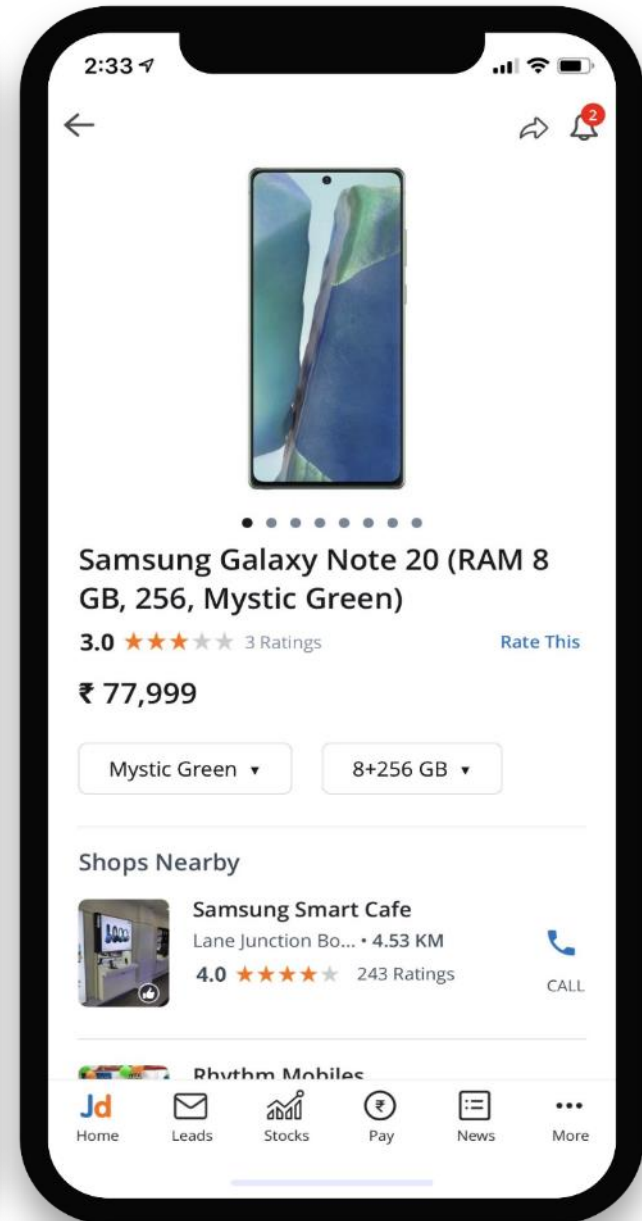
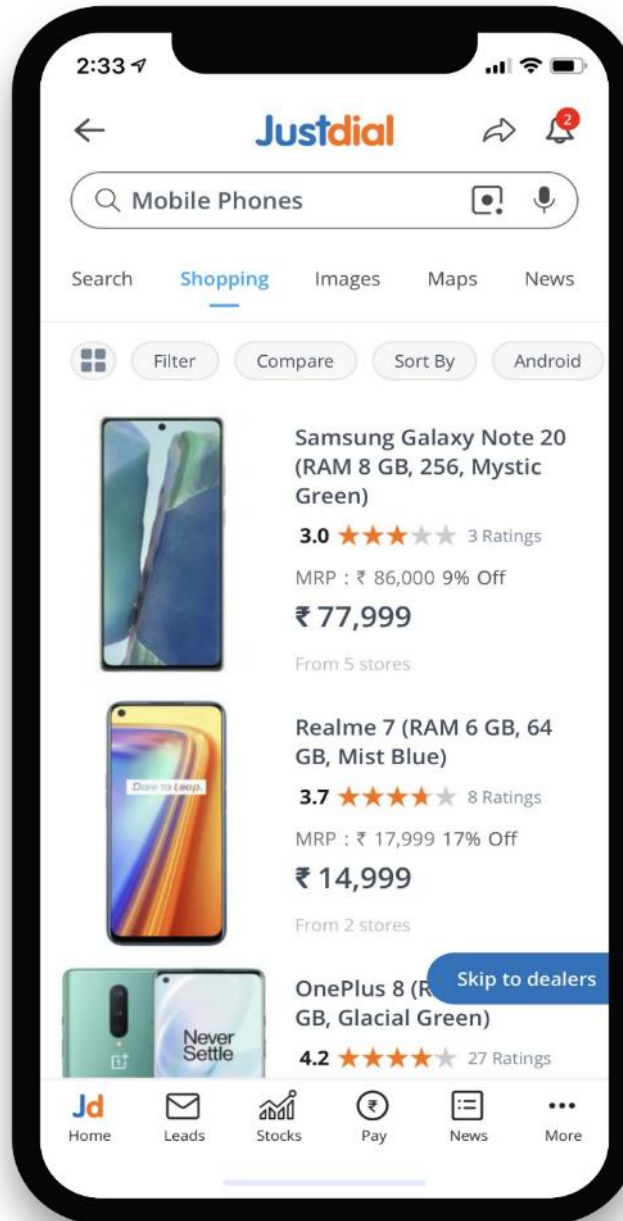
Bills & Recharge

Stocks

Augmented Reality

Pay via UPI

... and many more.



BEYOND SEARCH

Price Comparison



Hail a Cab

Flight Tickets

Train Tickets

Bus Tickets

Hotel Bookings

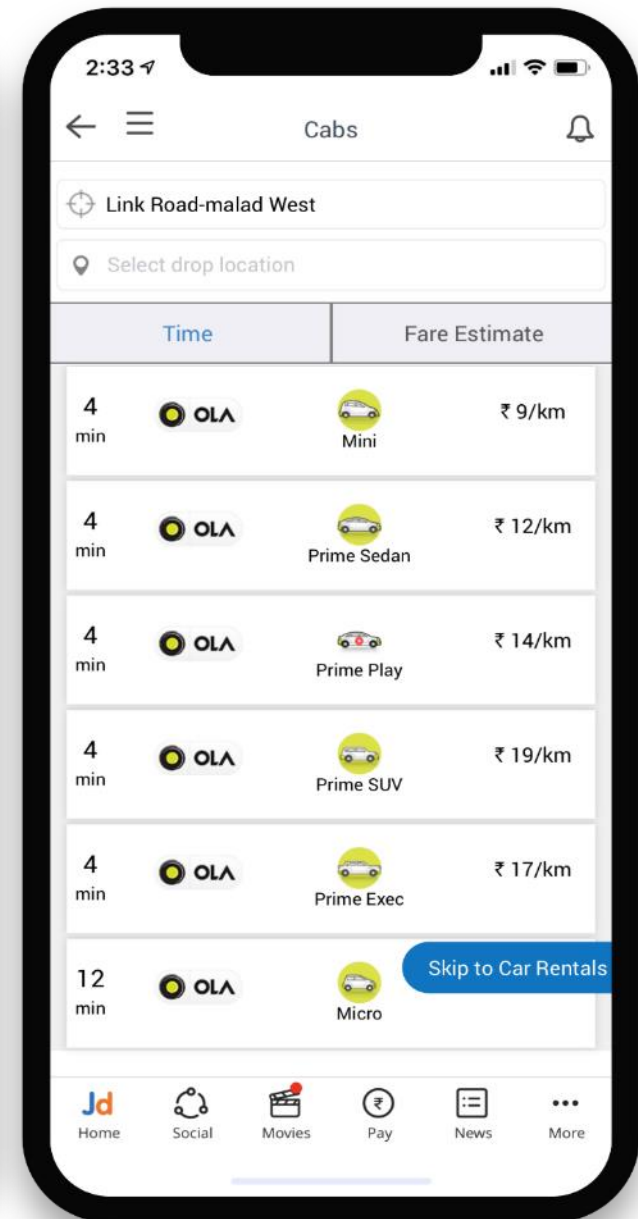
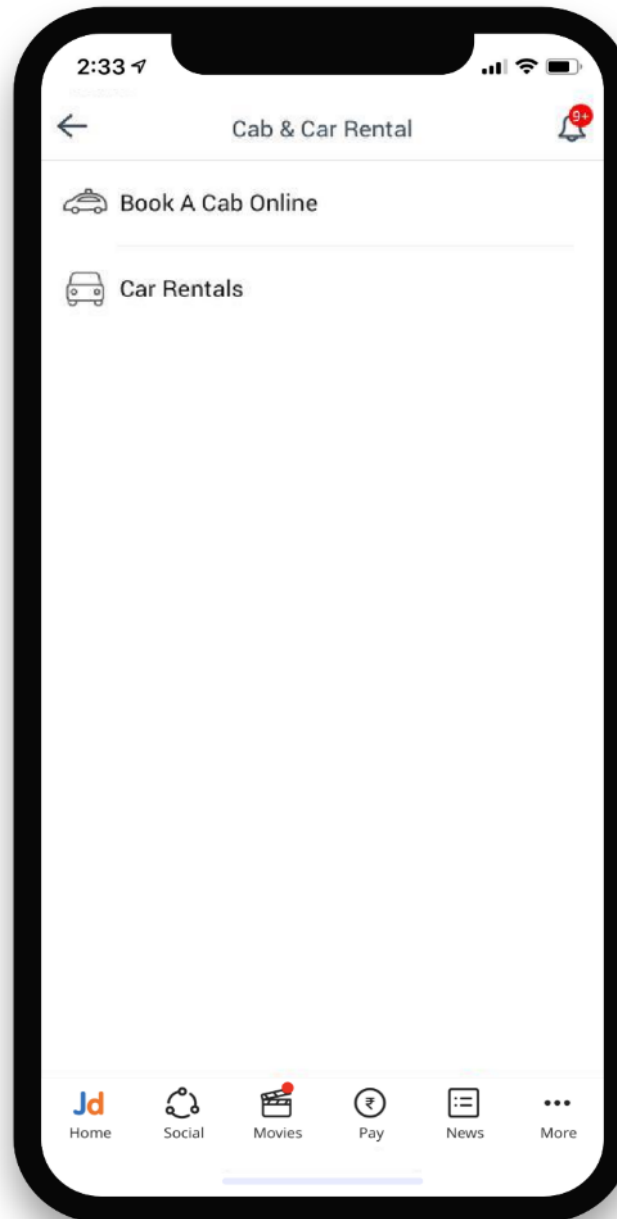
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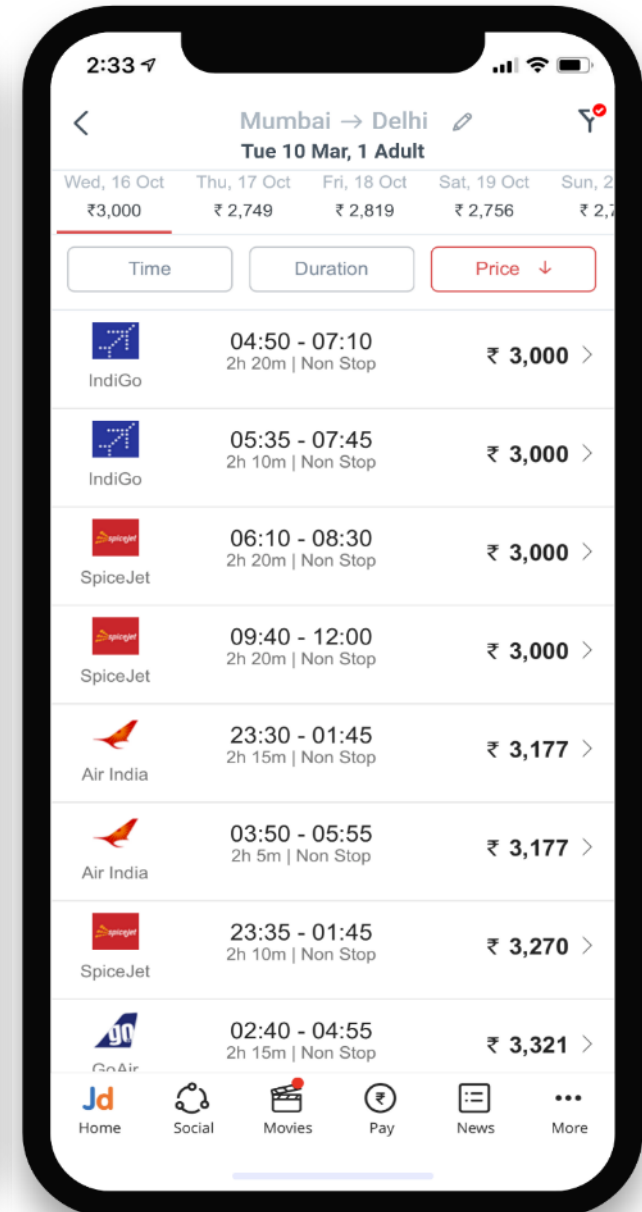
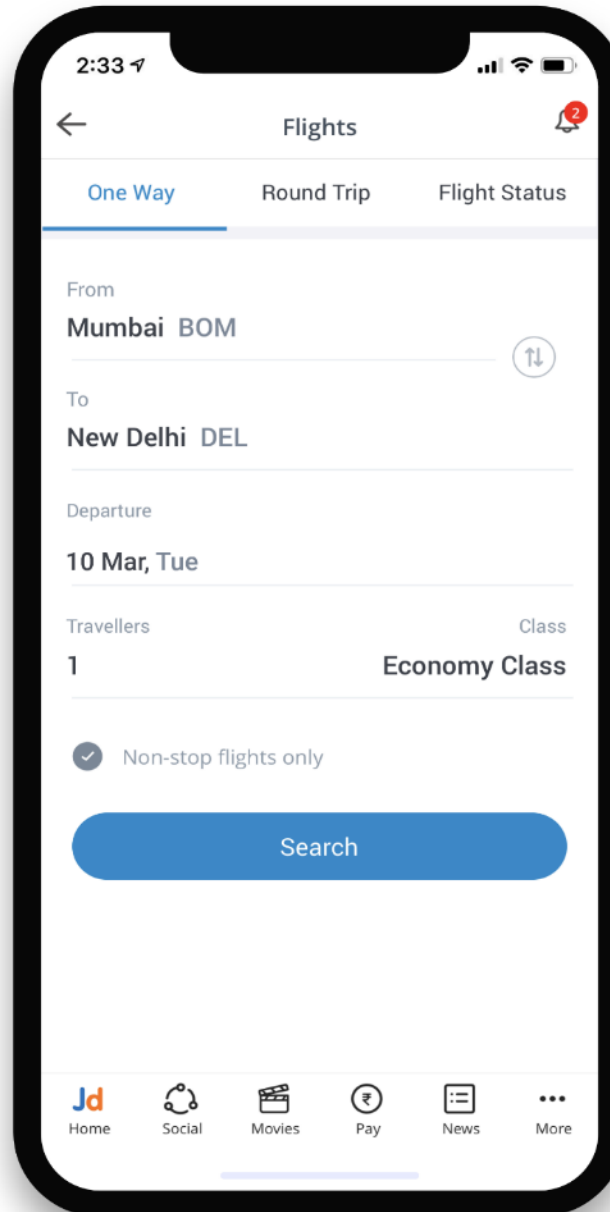
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 **Train Tickets**

Bus Tickets

Hotel Bookings

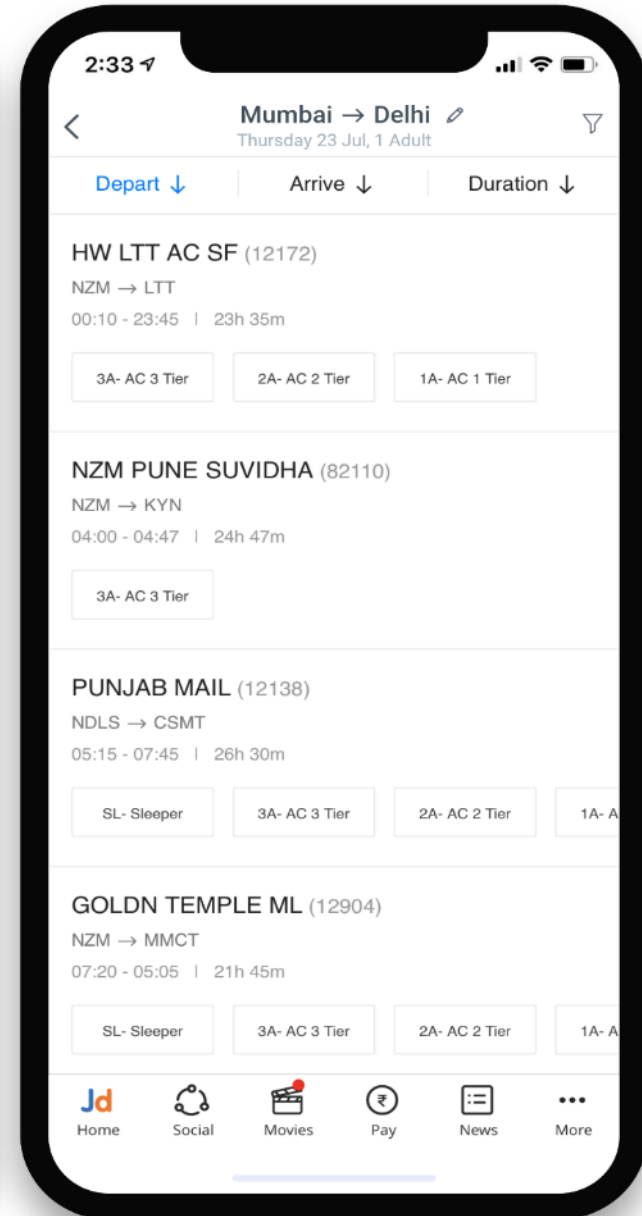
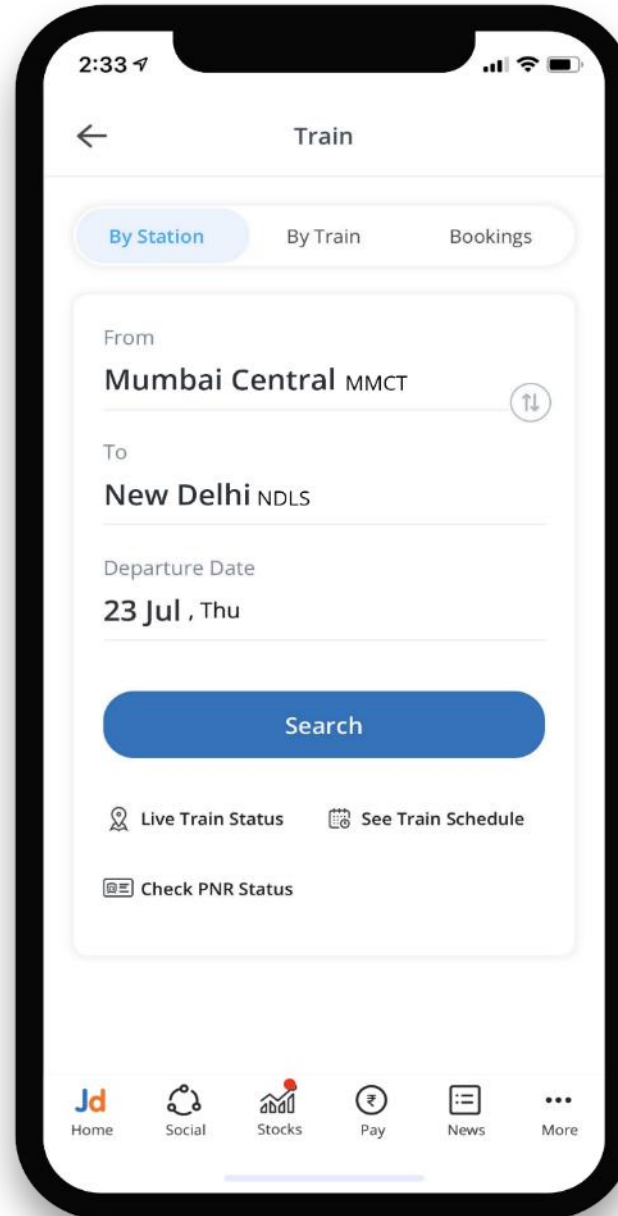
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 **Bus Tickets**

Hotel Bookings

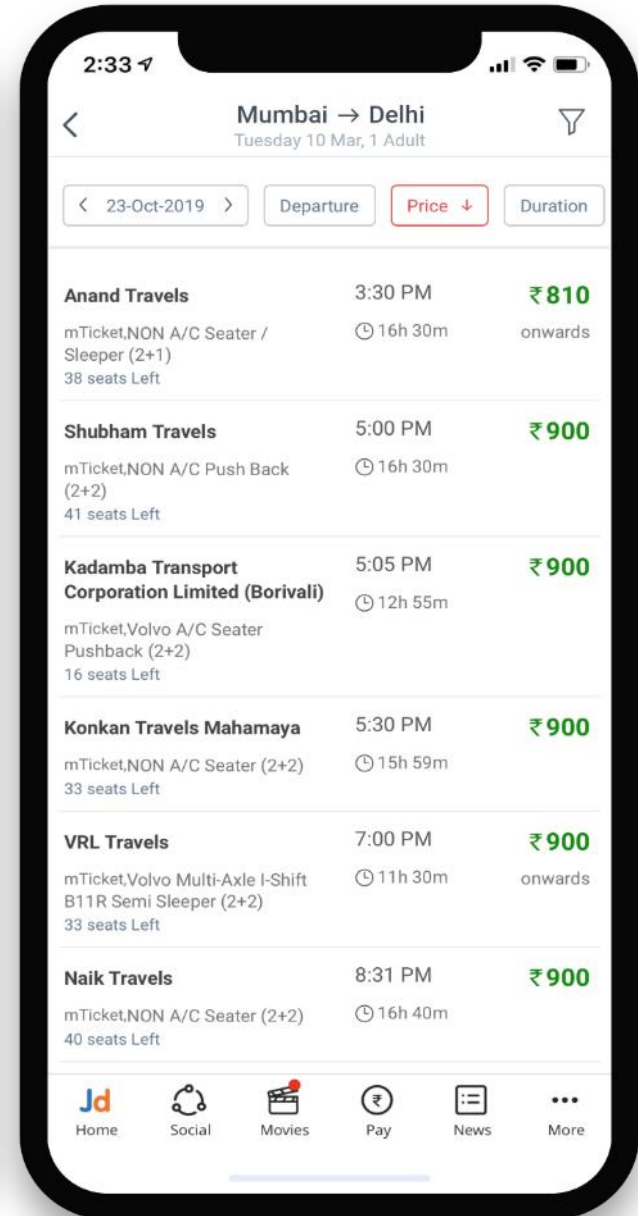
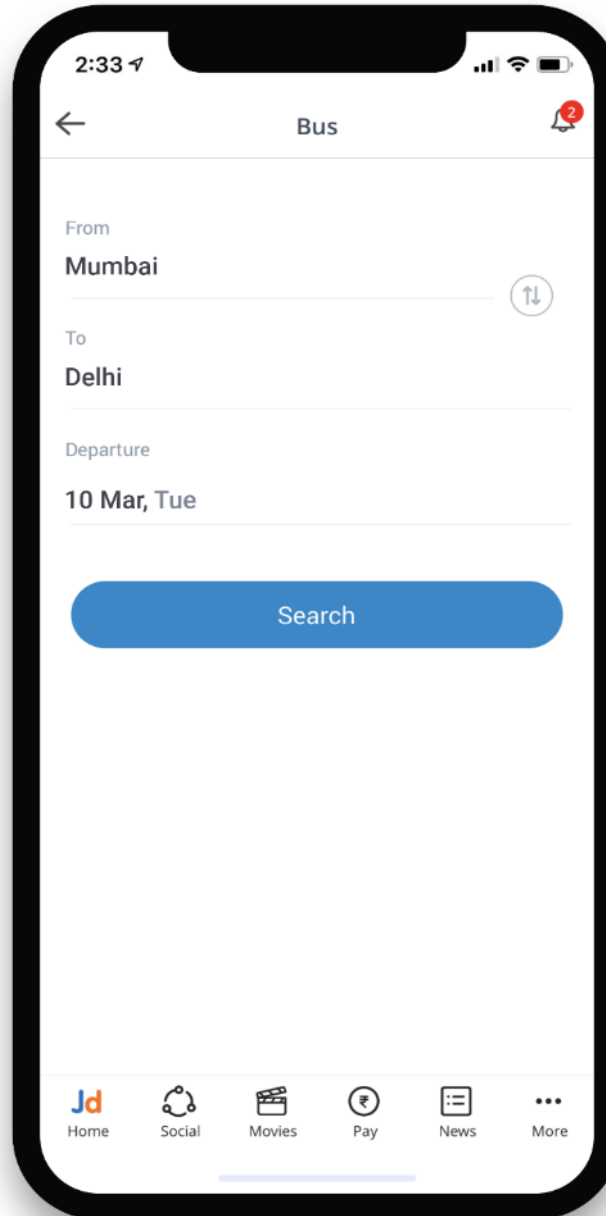
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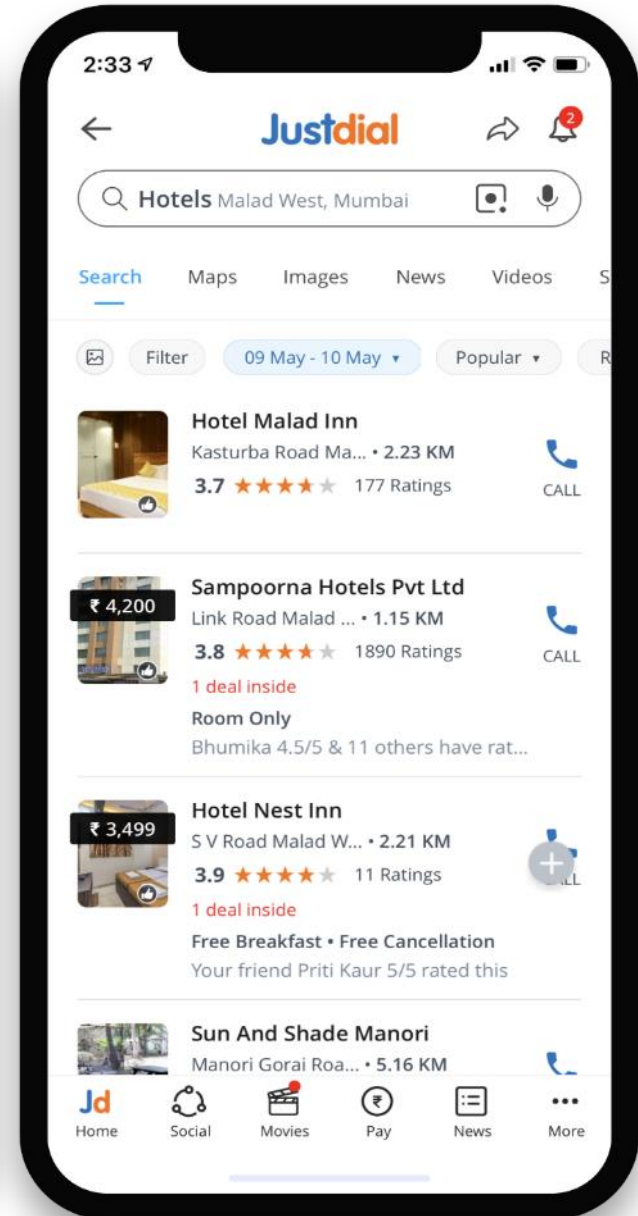
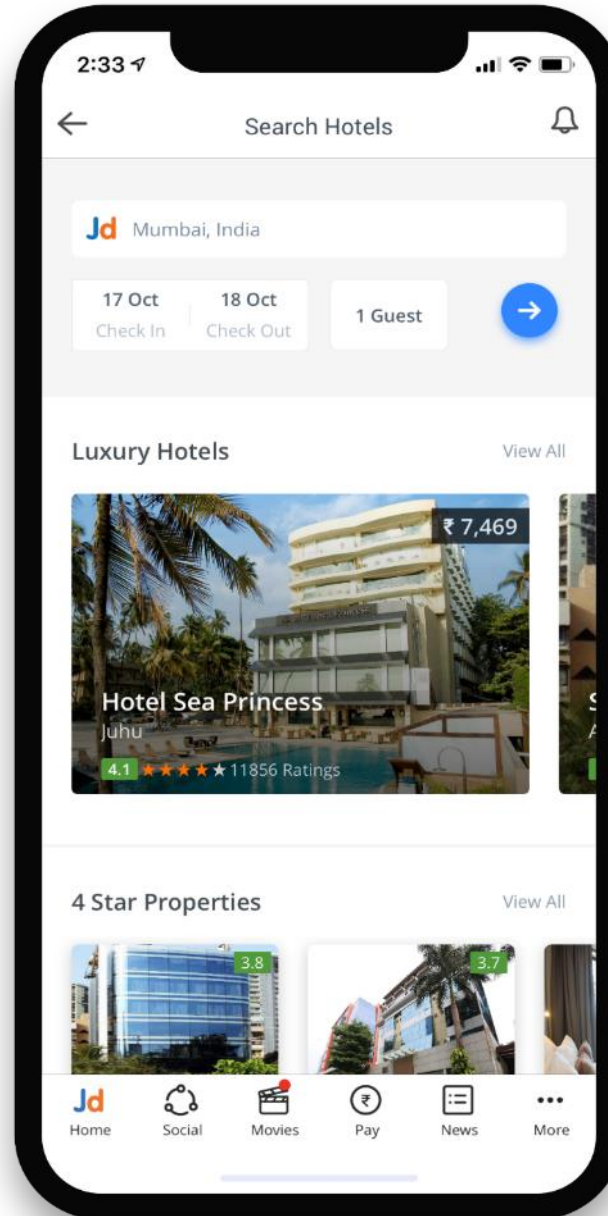
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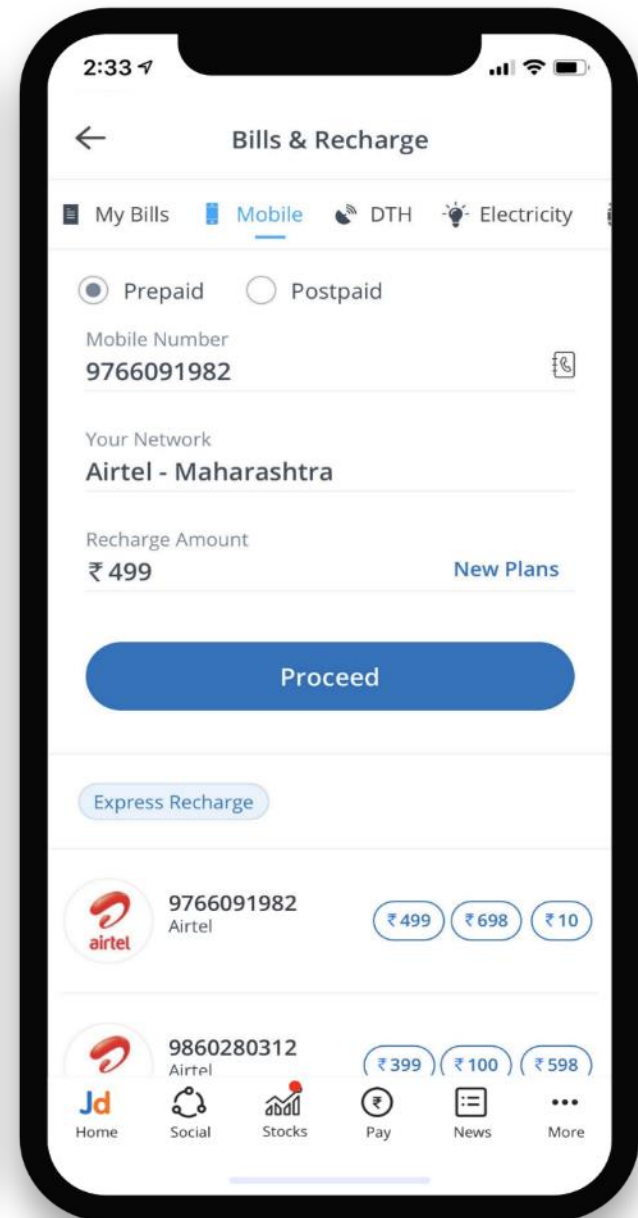
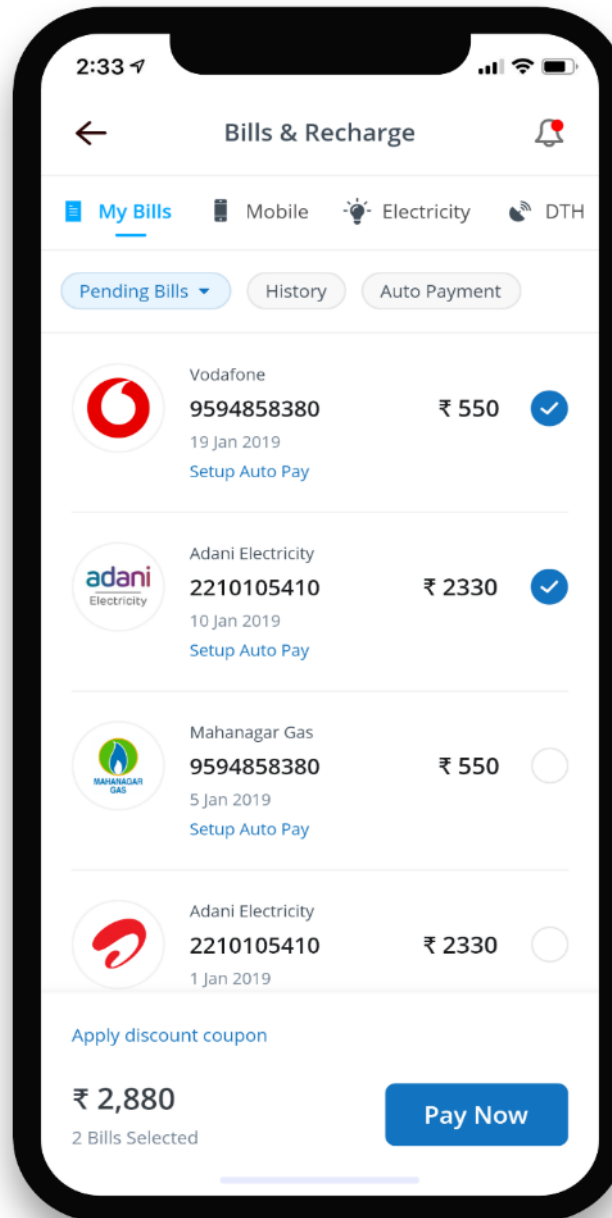
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Stocks

Augmented Reality

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... and many more.



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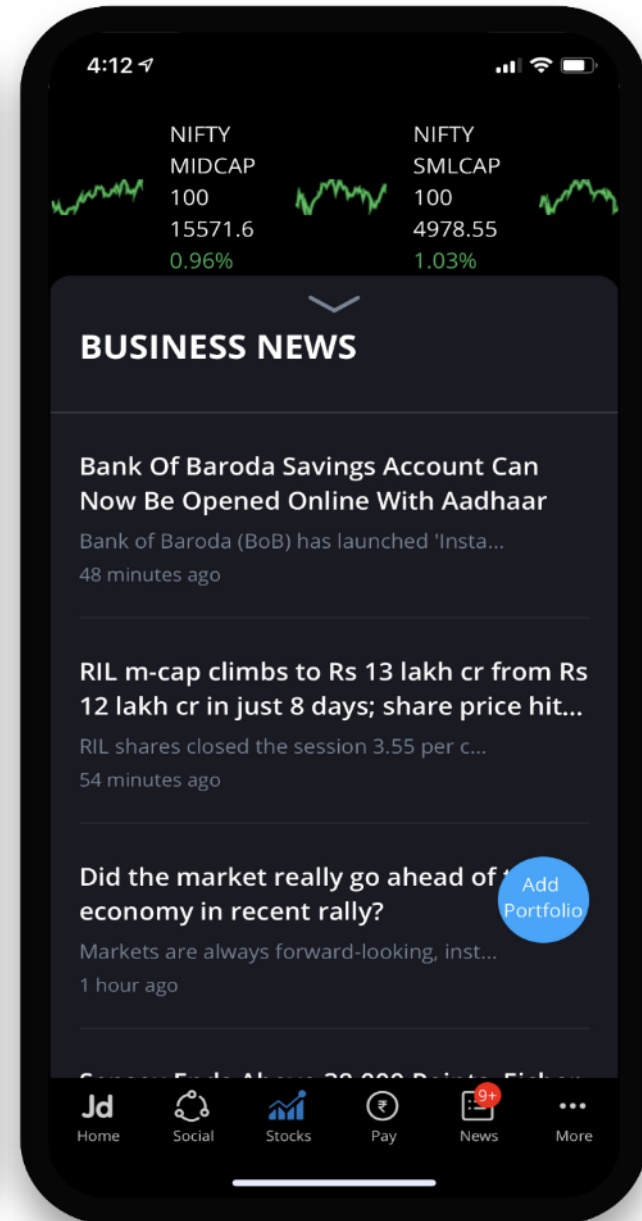
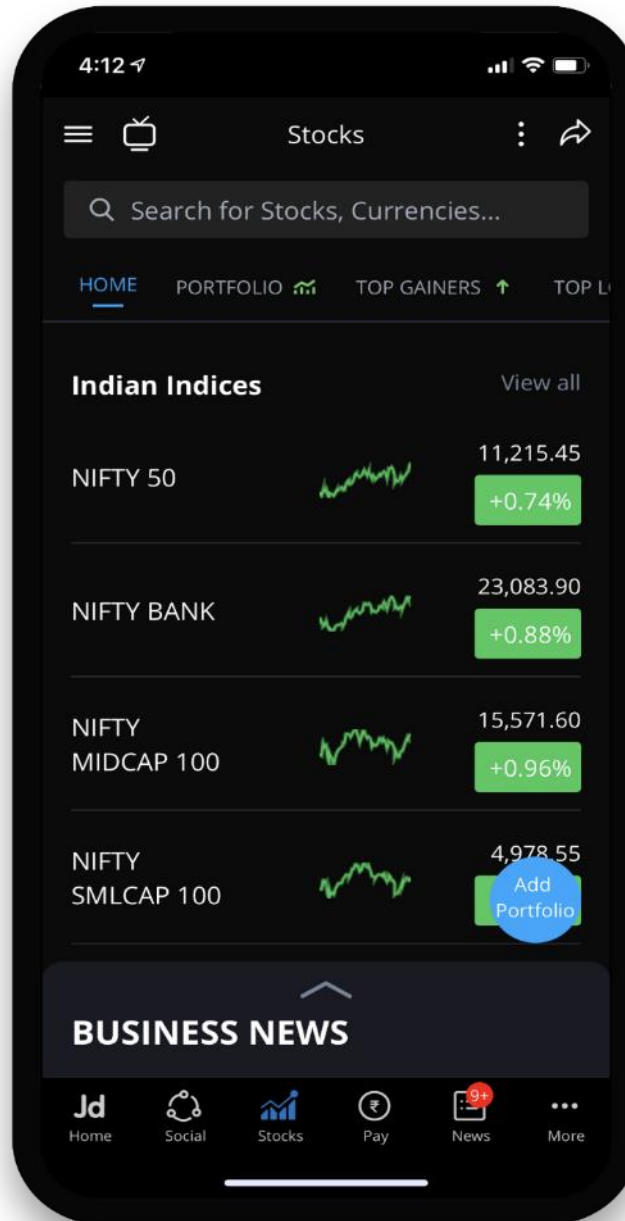
Bills & Recharge

 Stocks

Augmented Reality

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... and many more.



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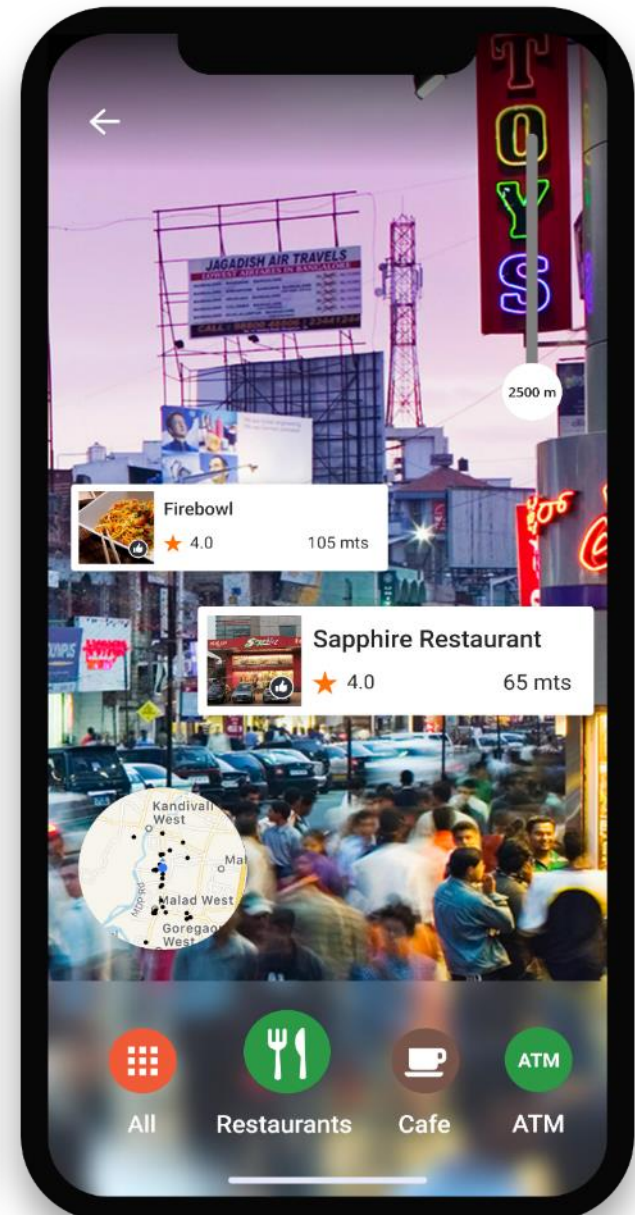
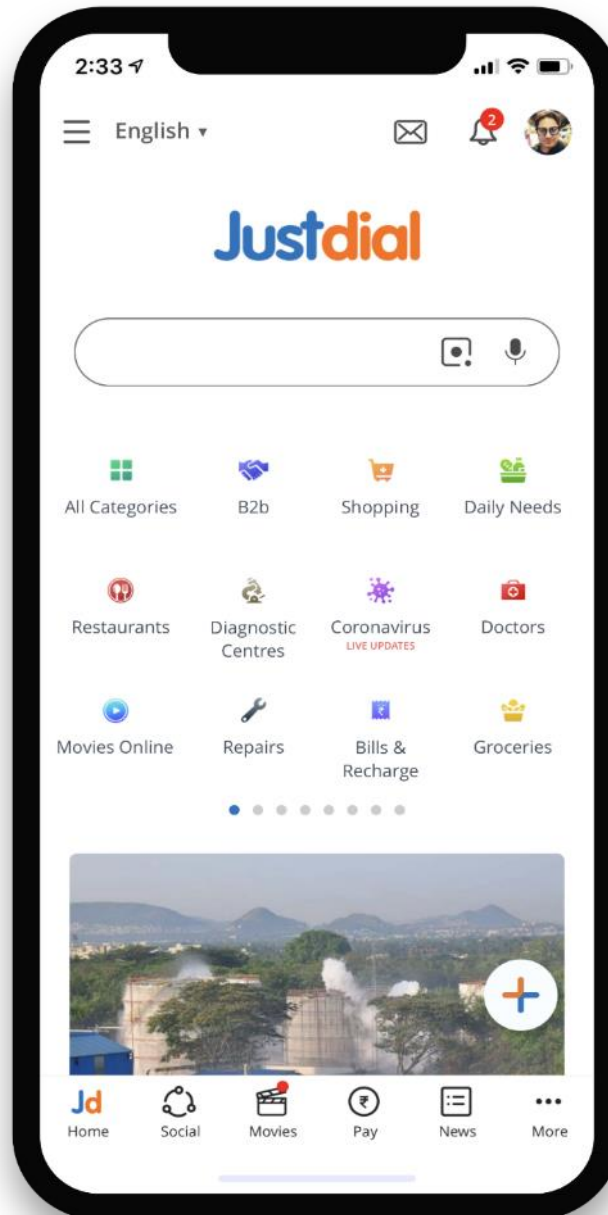
Bills & Recharge

Stocks

 **Augmented Reality**

Pay via UPI

... and many more.



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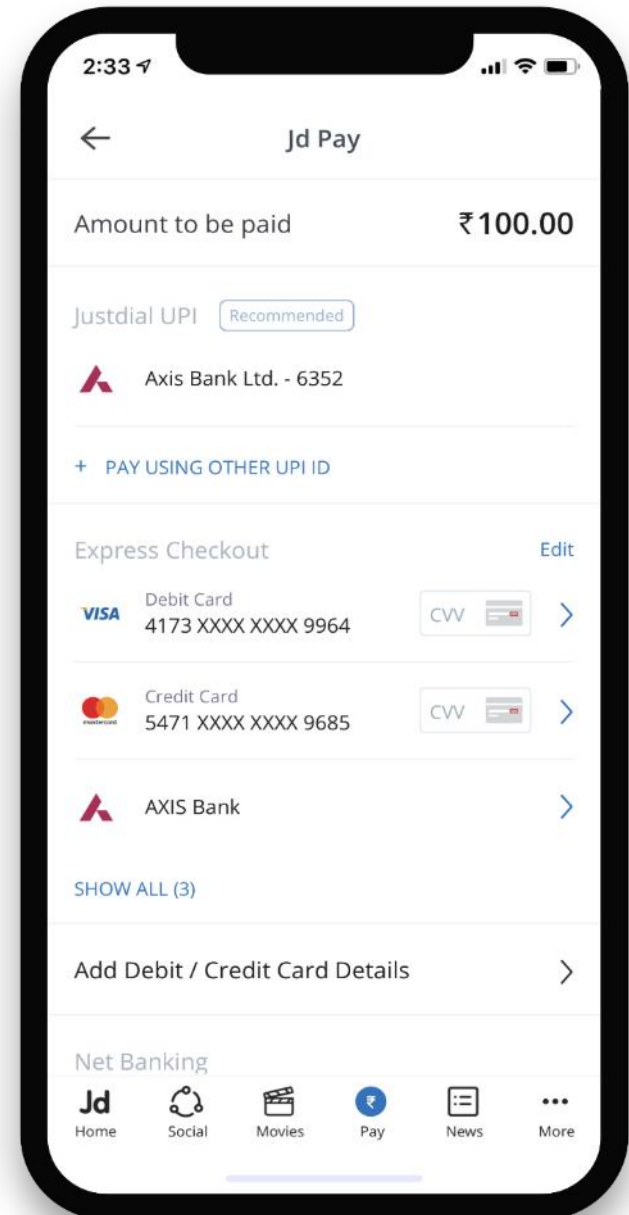
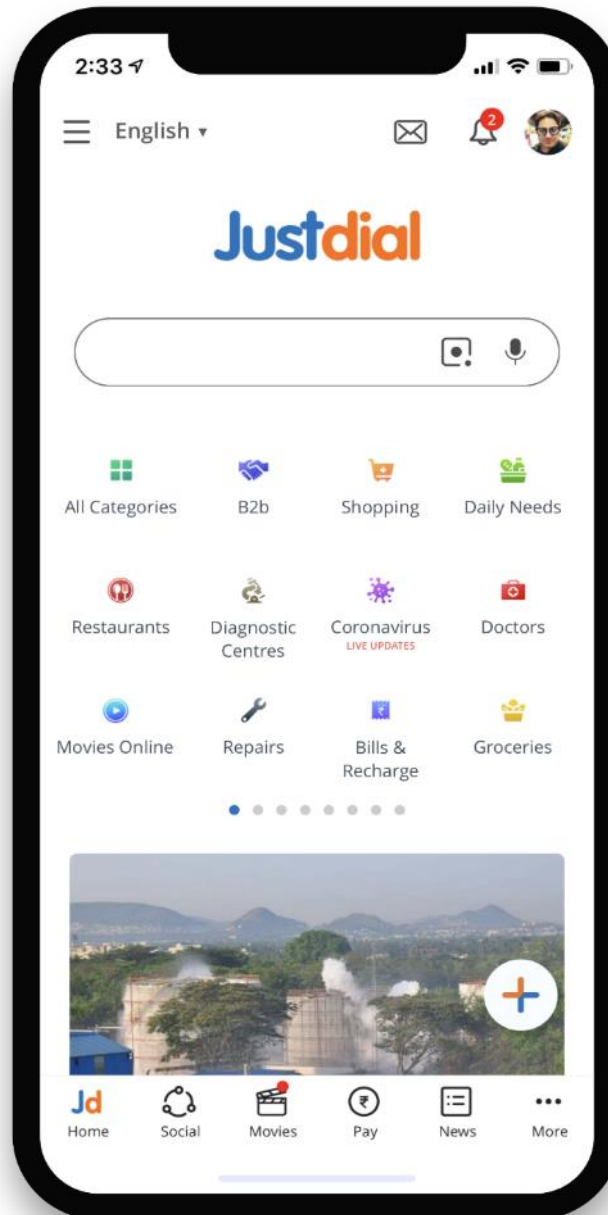
Stocks

Augmented Reality



Pay via UPI

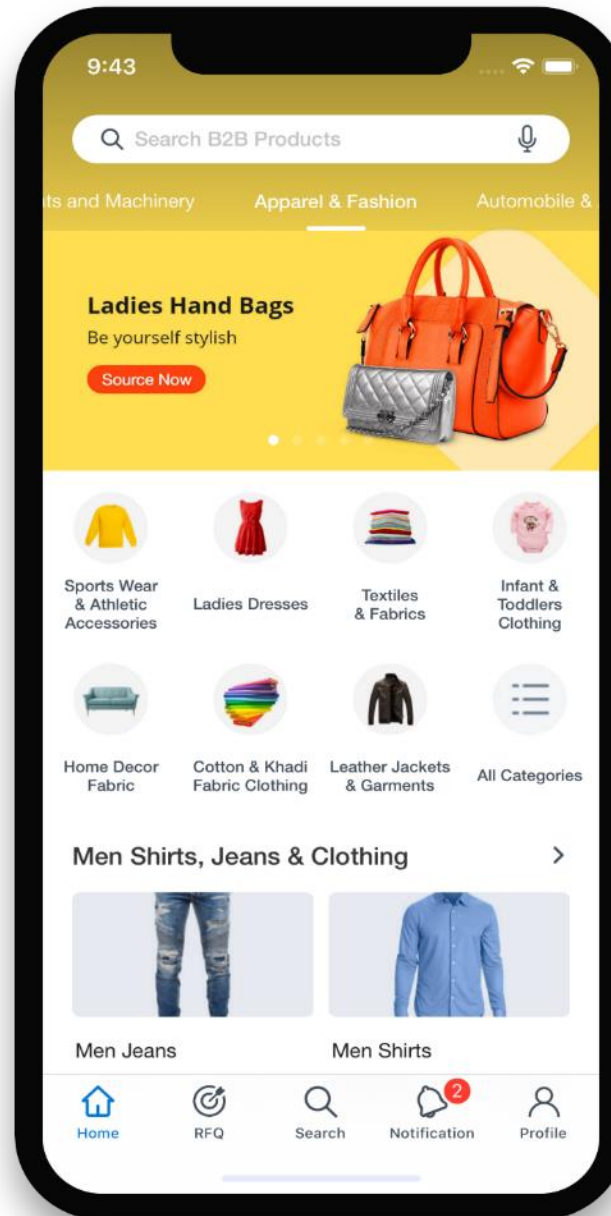
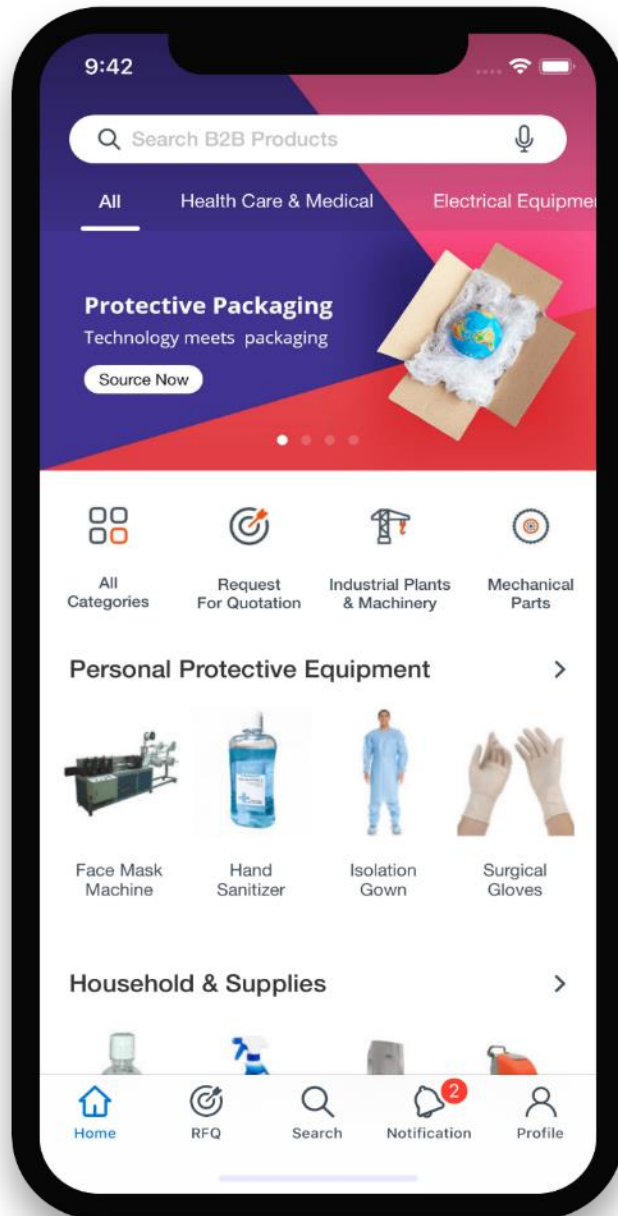
... and many more.





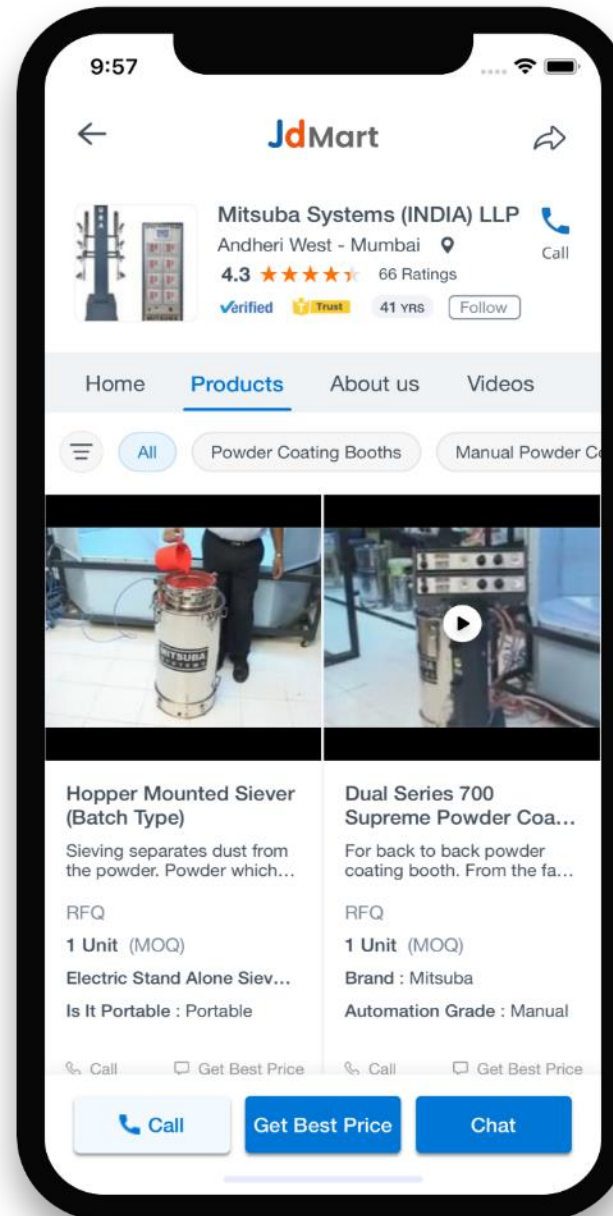
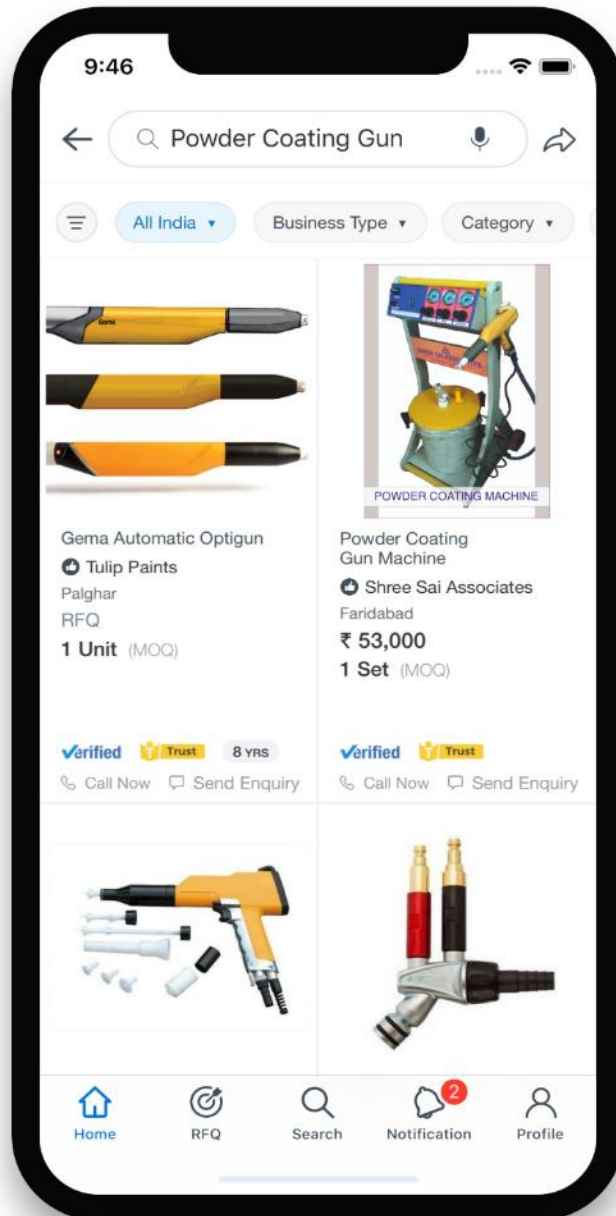
NEW INITIATIVES

JD Mart – Exclusive B2B Platform, a New Wholesale Experience



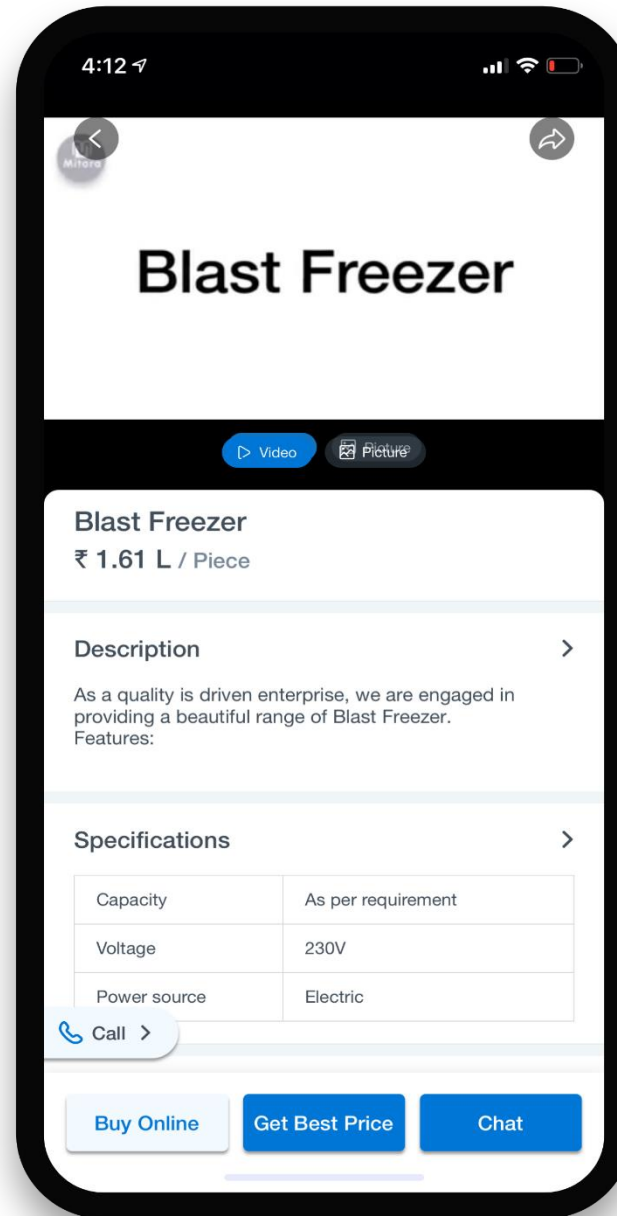
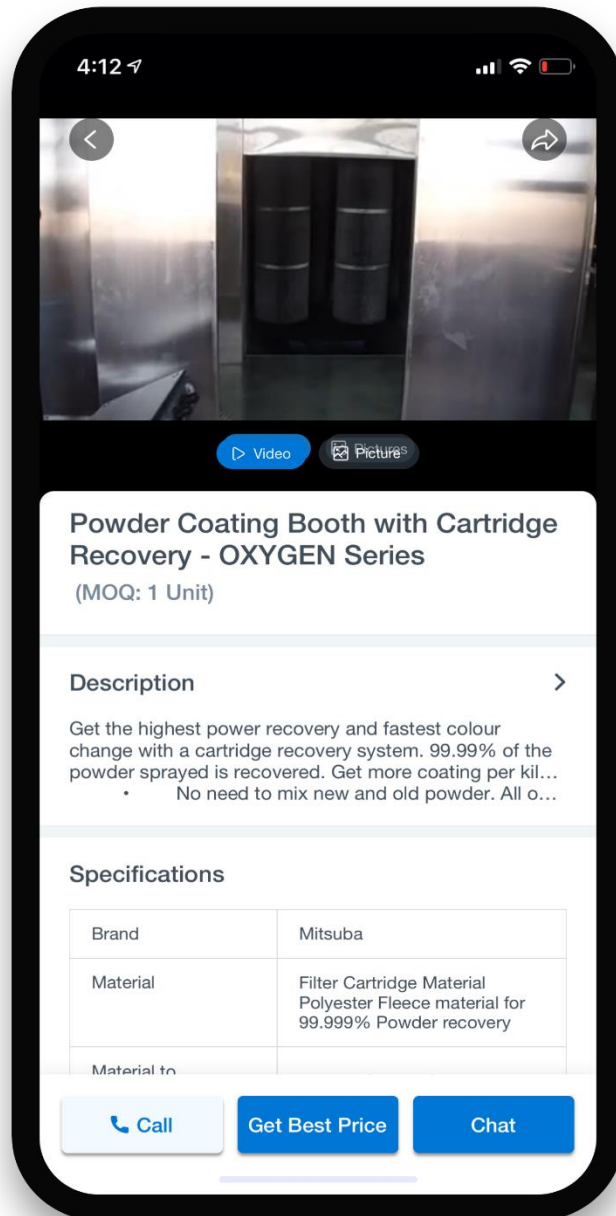
[View Demo](#)

JD Mart – Exclusive B2B Platform, a New Wholesale Experience



[View Demo](#)

JD Mart – Exclusive B2B Platform, a New Wholesale Experience



[View Demo](#)

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
















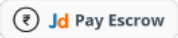









Barcode
Scan













Image
Search

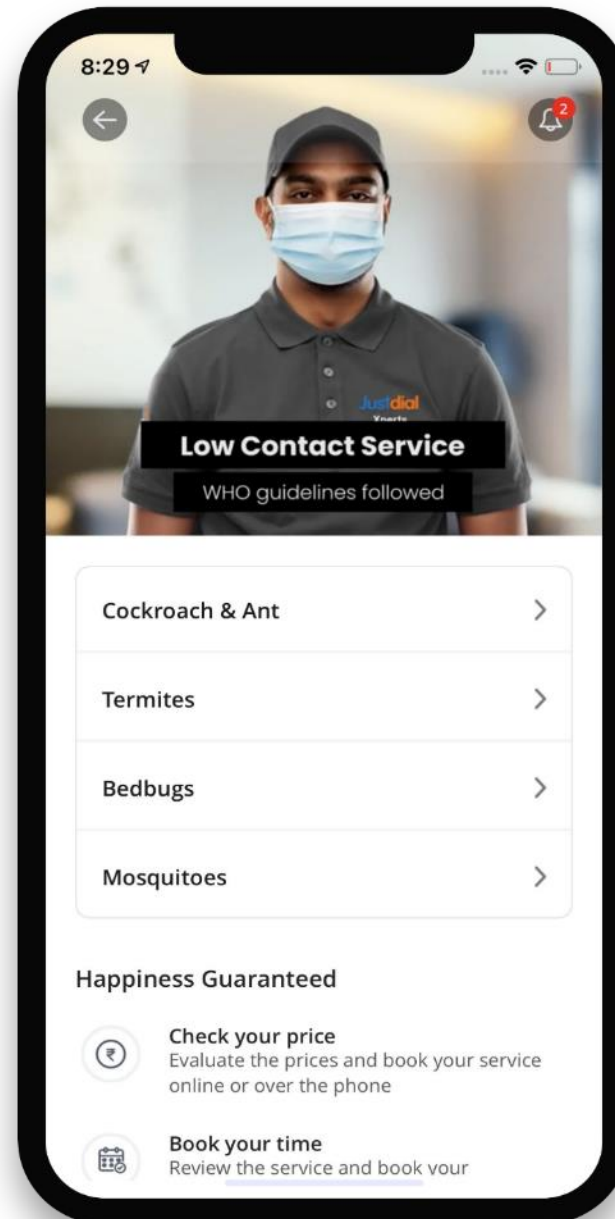
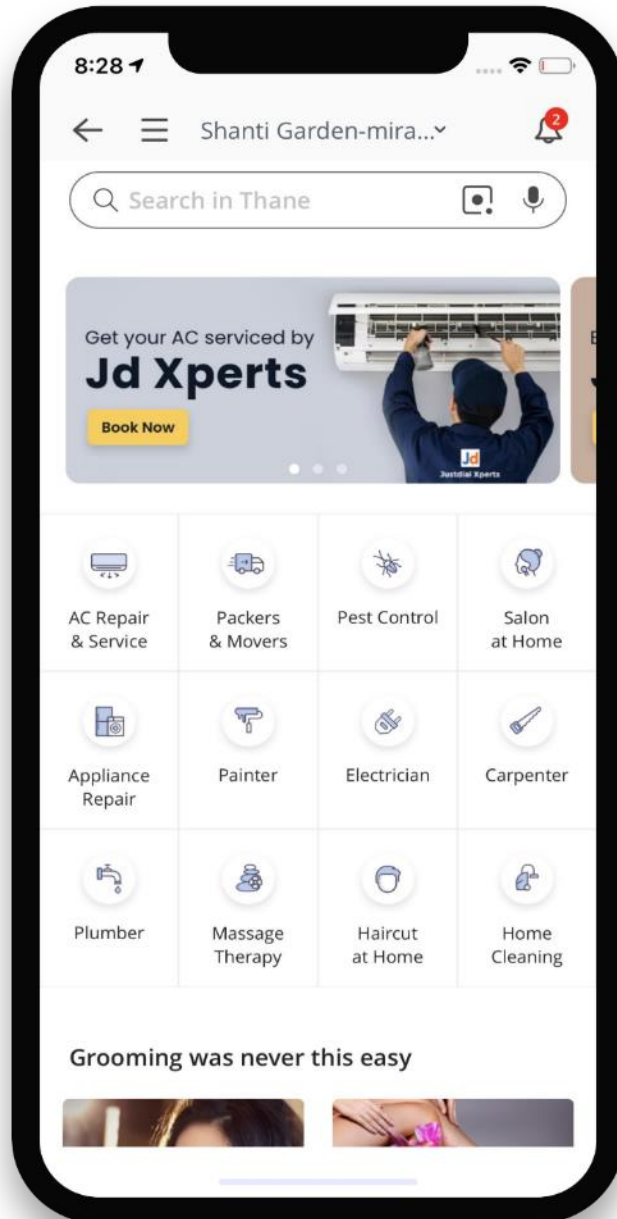
JD MART – PRODUCT STACK

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

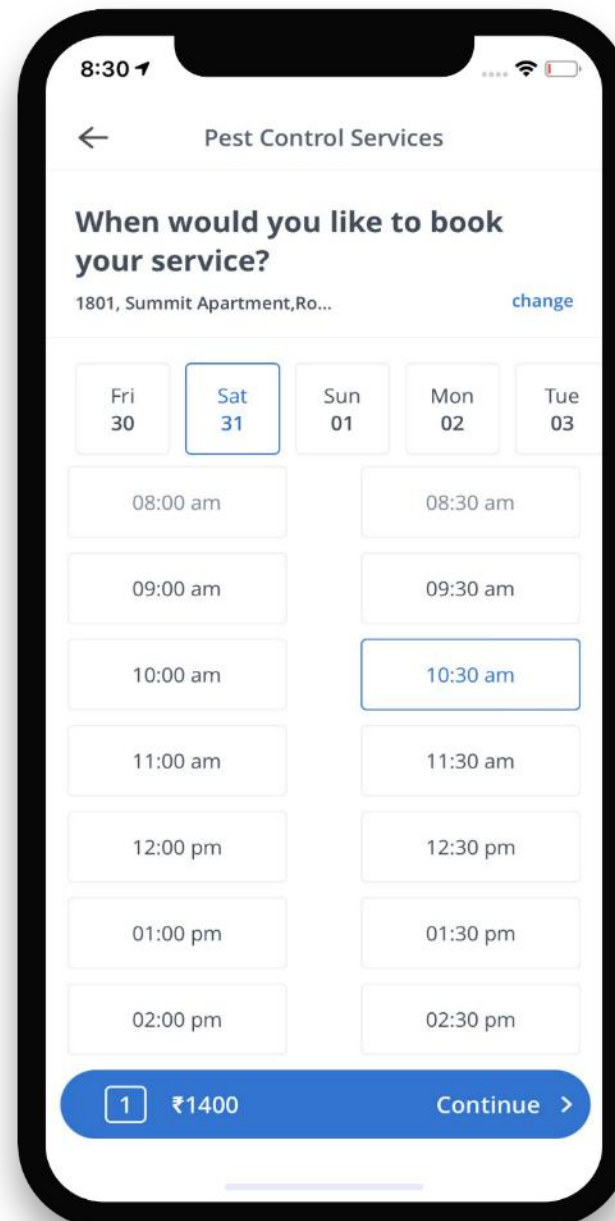
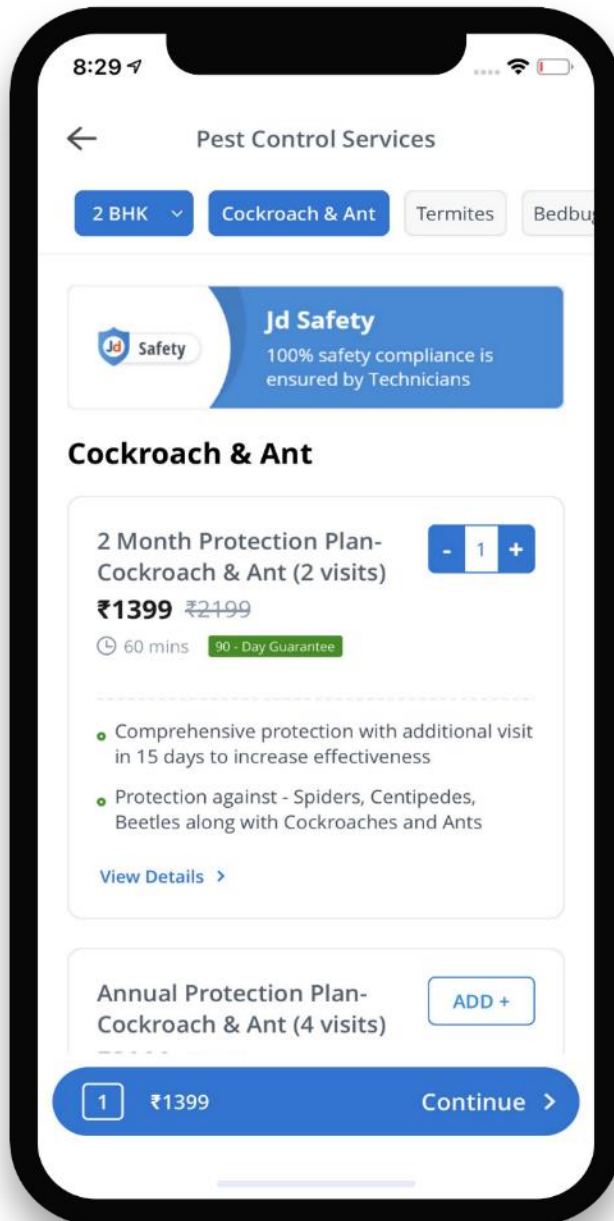
Analytics				
	Real Time Dashboard	Lead Management	Grab Lead	
Support				
	Logistics Integration	Payment Escrow	Complaint Redressal	
Platform Availability				
	iPhone App	Android App	Website	Mobile Site

JD XPERTS – ONE STOP SOLUTION FOR ON-DEMAND SERVICES



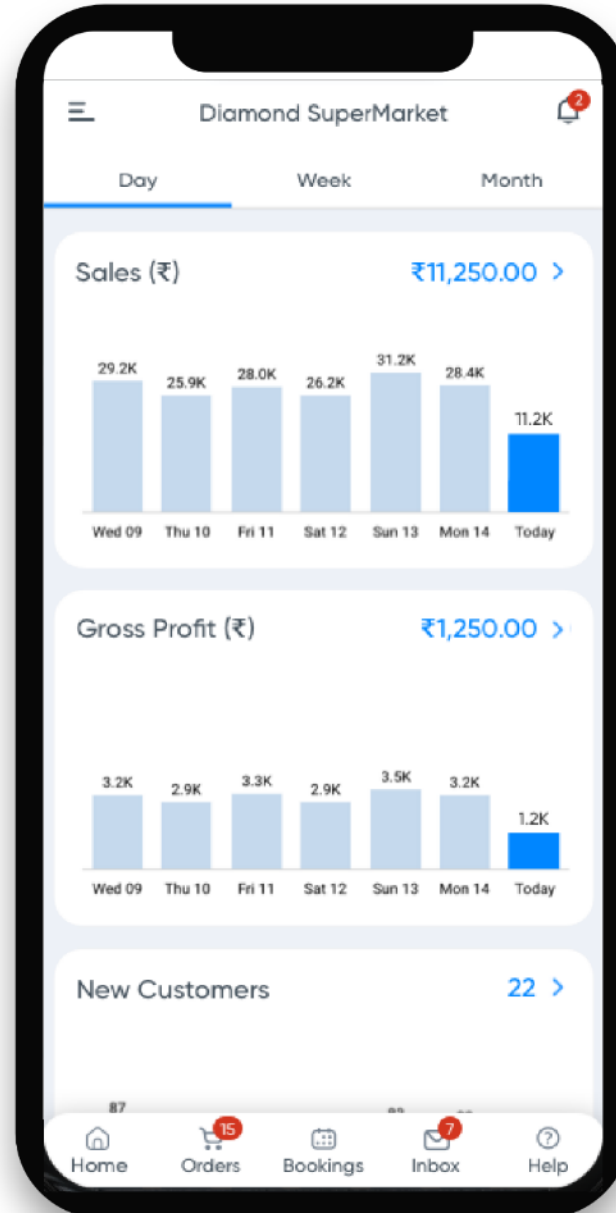
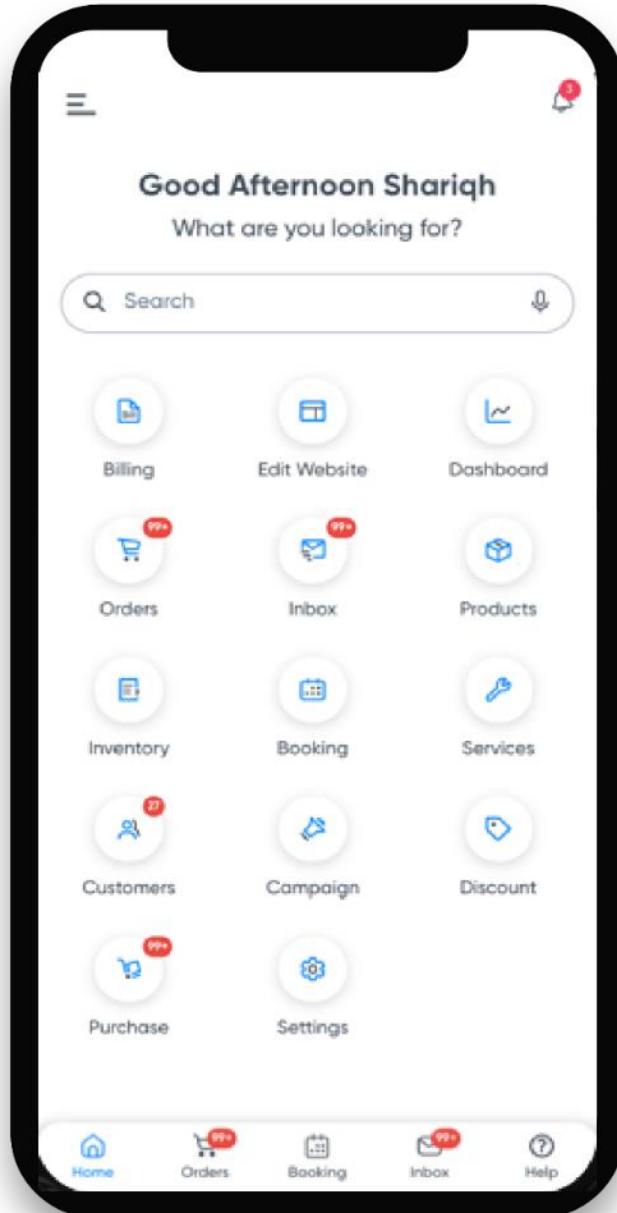
[View Demo](#)

JD XPERTS – ONE STOP SOLUTION FOR ON-DEMAND SERVICES



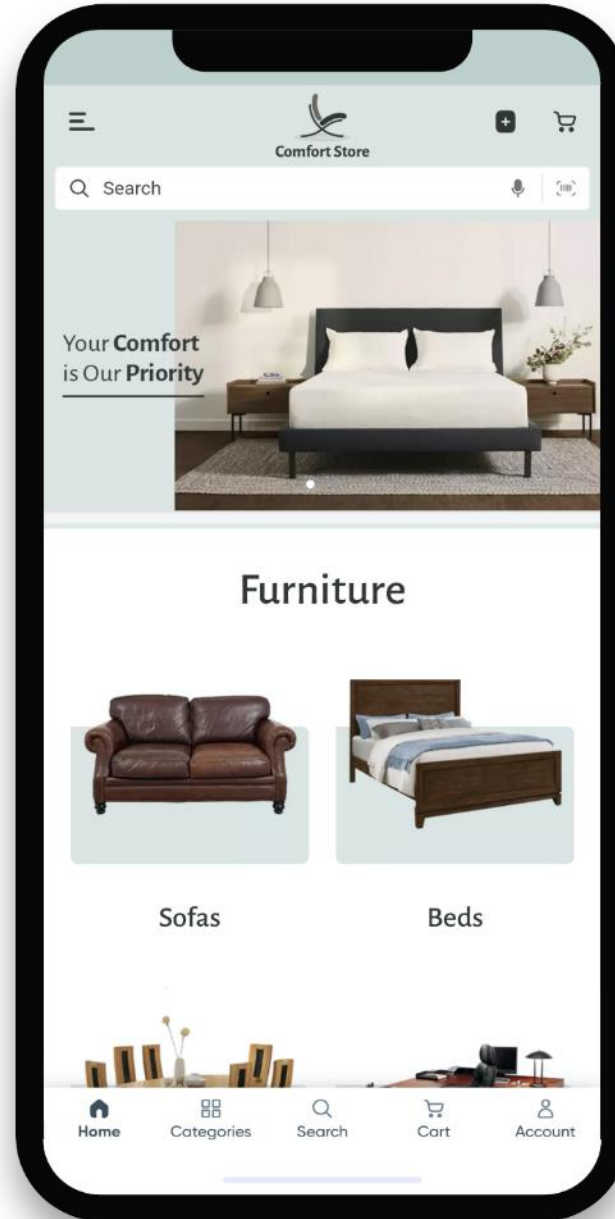
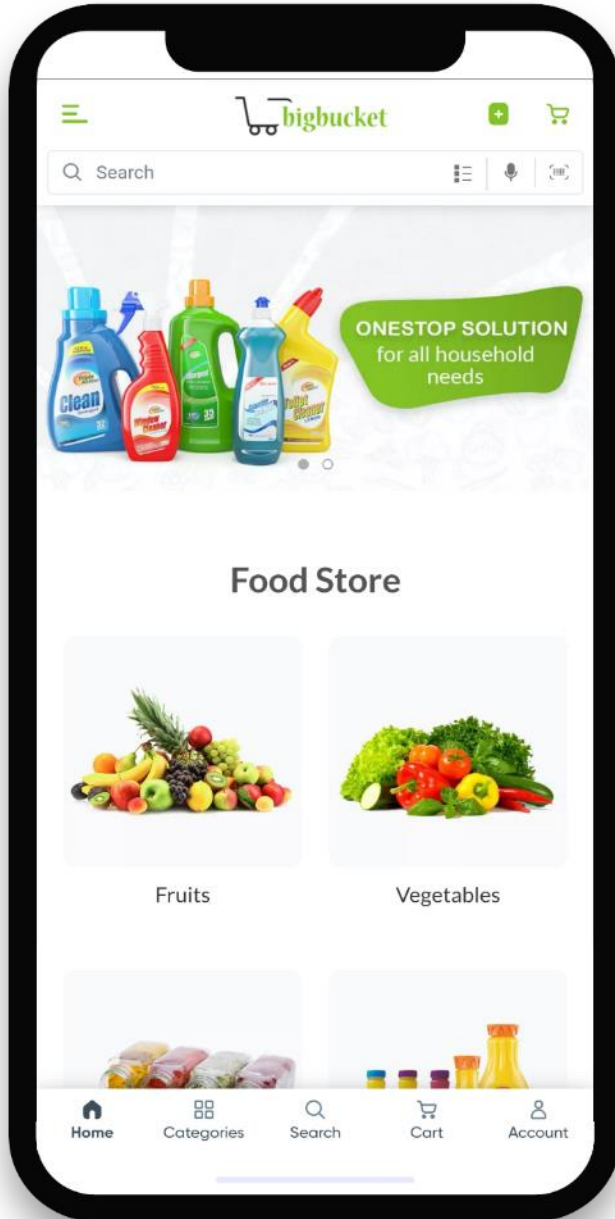
[View Demo](#)

JD Omni – Cloud-Hosted Solution for Digitalizing Businesses






























[View Demo](#)
























JD Omni – Cloud-Hosted Solution for Digitalizing Businesses



[View Demo](#)

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> Powerful 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

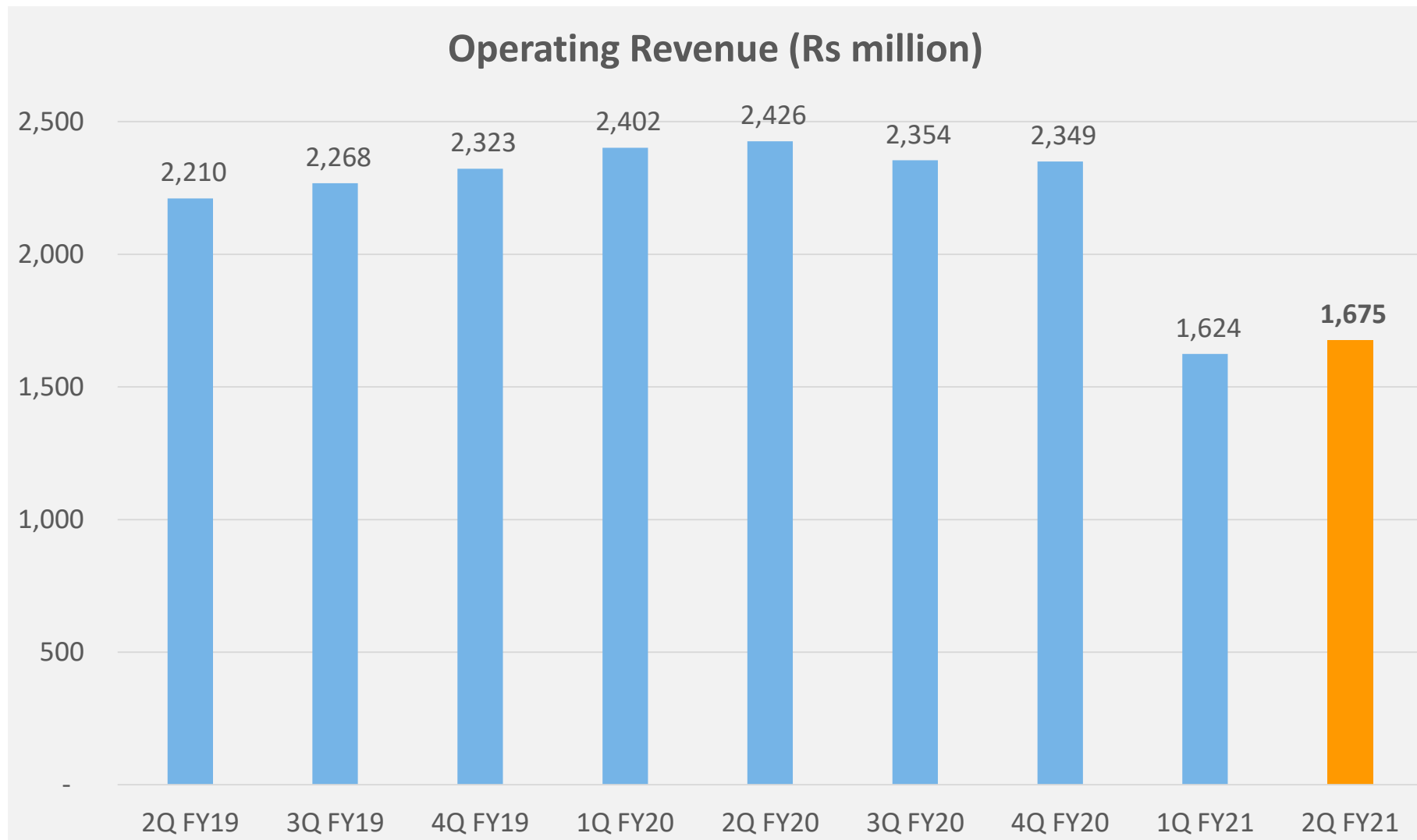
EFFICIENT & PROFITABLE BUSINESS MODEL

- 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 3,138 employees in tele-sales, 1,292 feet-on-street (marketing), and 3,232 feet-on-street (JDAs - Just Dial Ambassadors, cold calling team) as on Q2 FY21



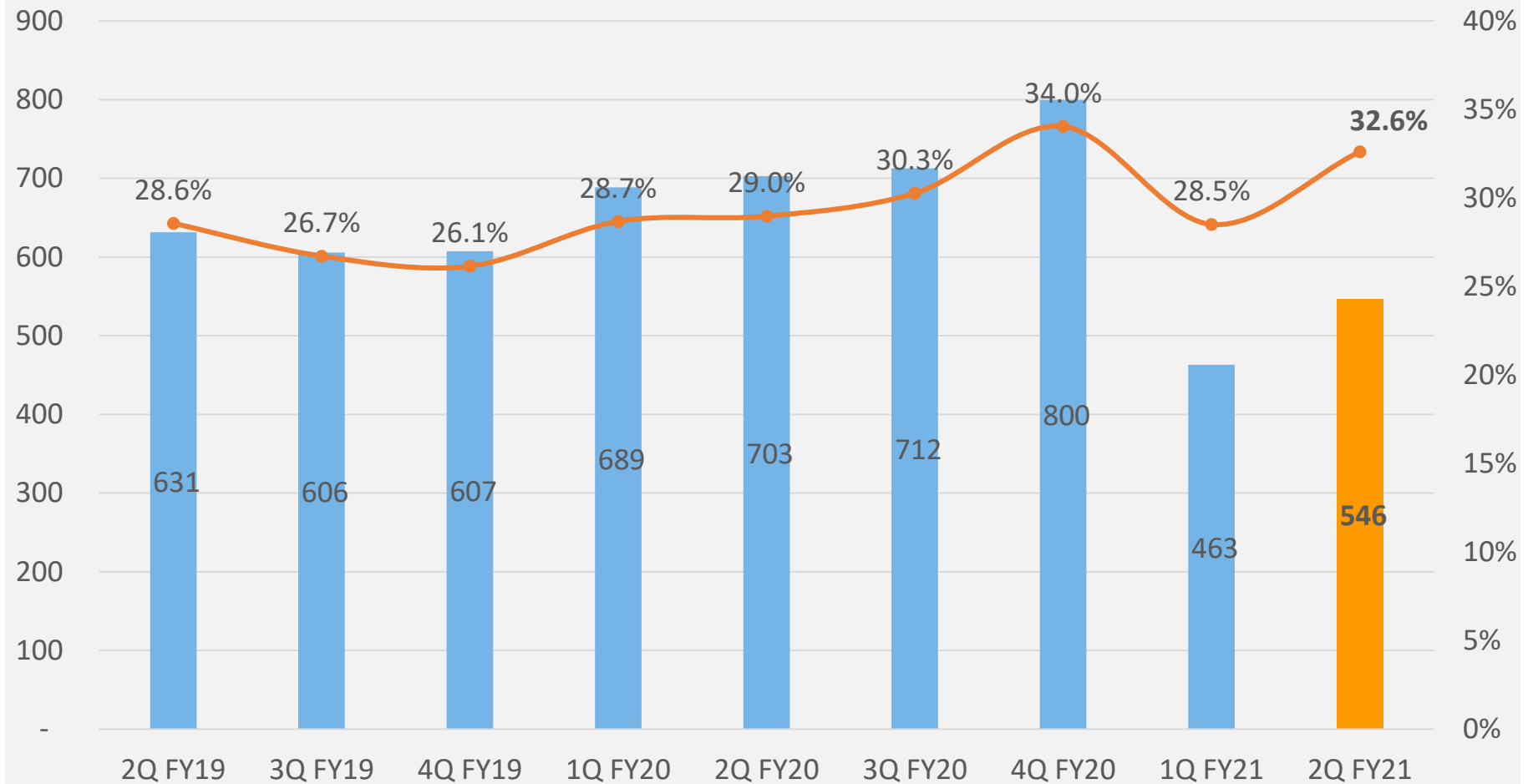
KEY
BUSINESS
ATTRIBUTES

REVENUE



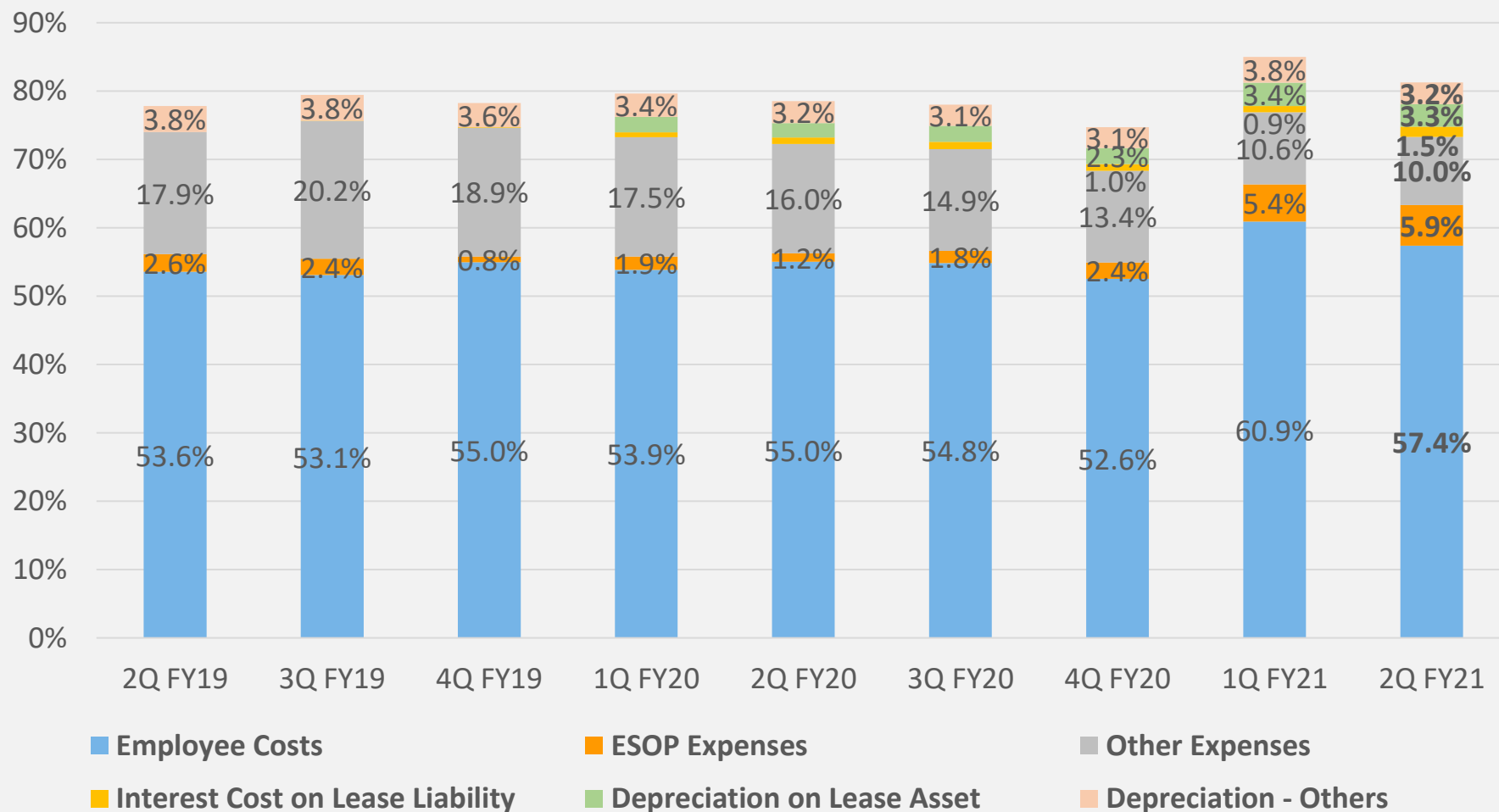
OPERATING MARGIN

Adjusted EBITDA (Rs million) & Margin %



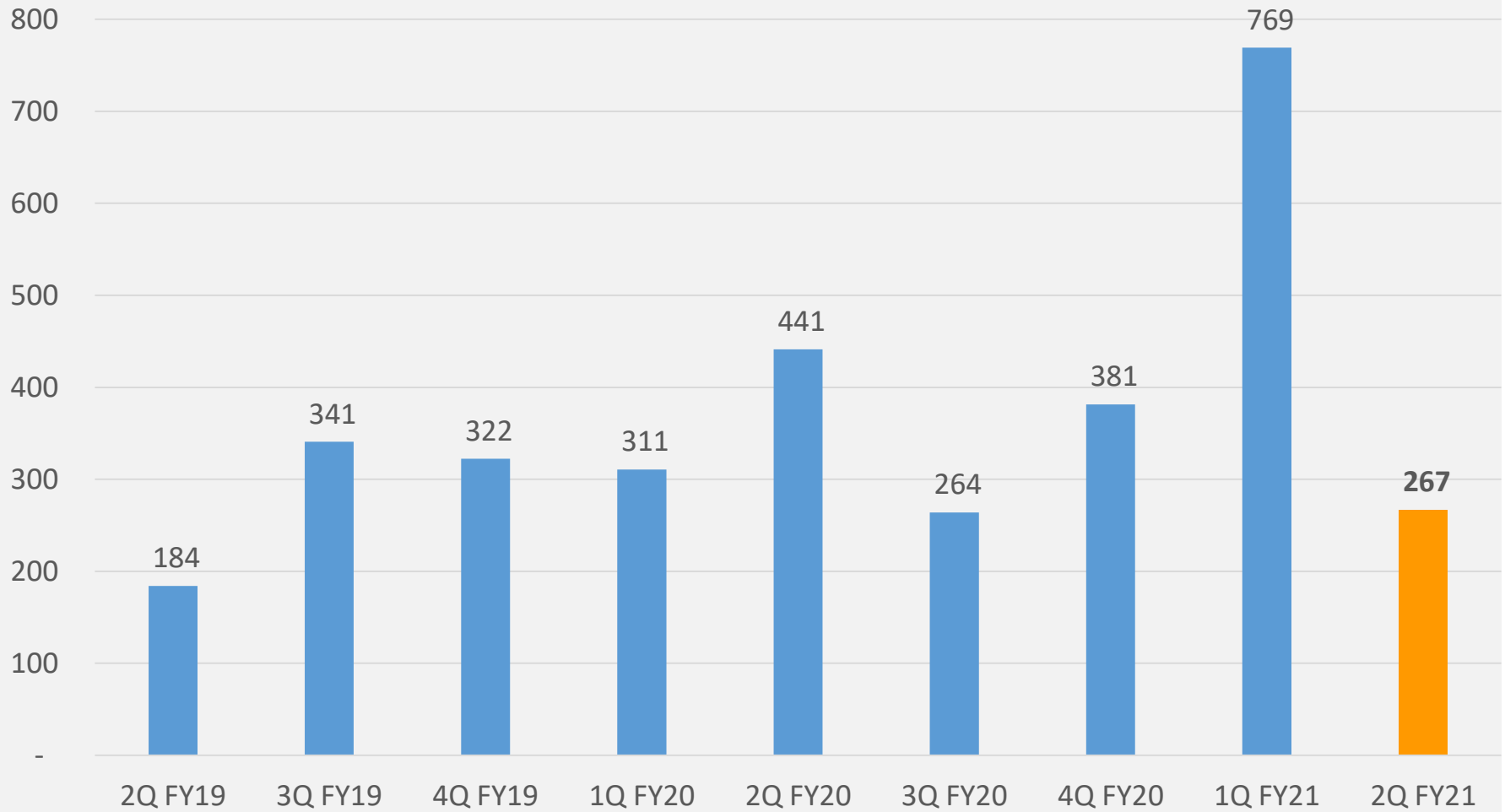
COST STRUCTURE

Expenses as % of Operating Revenue

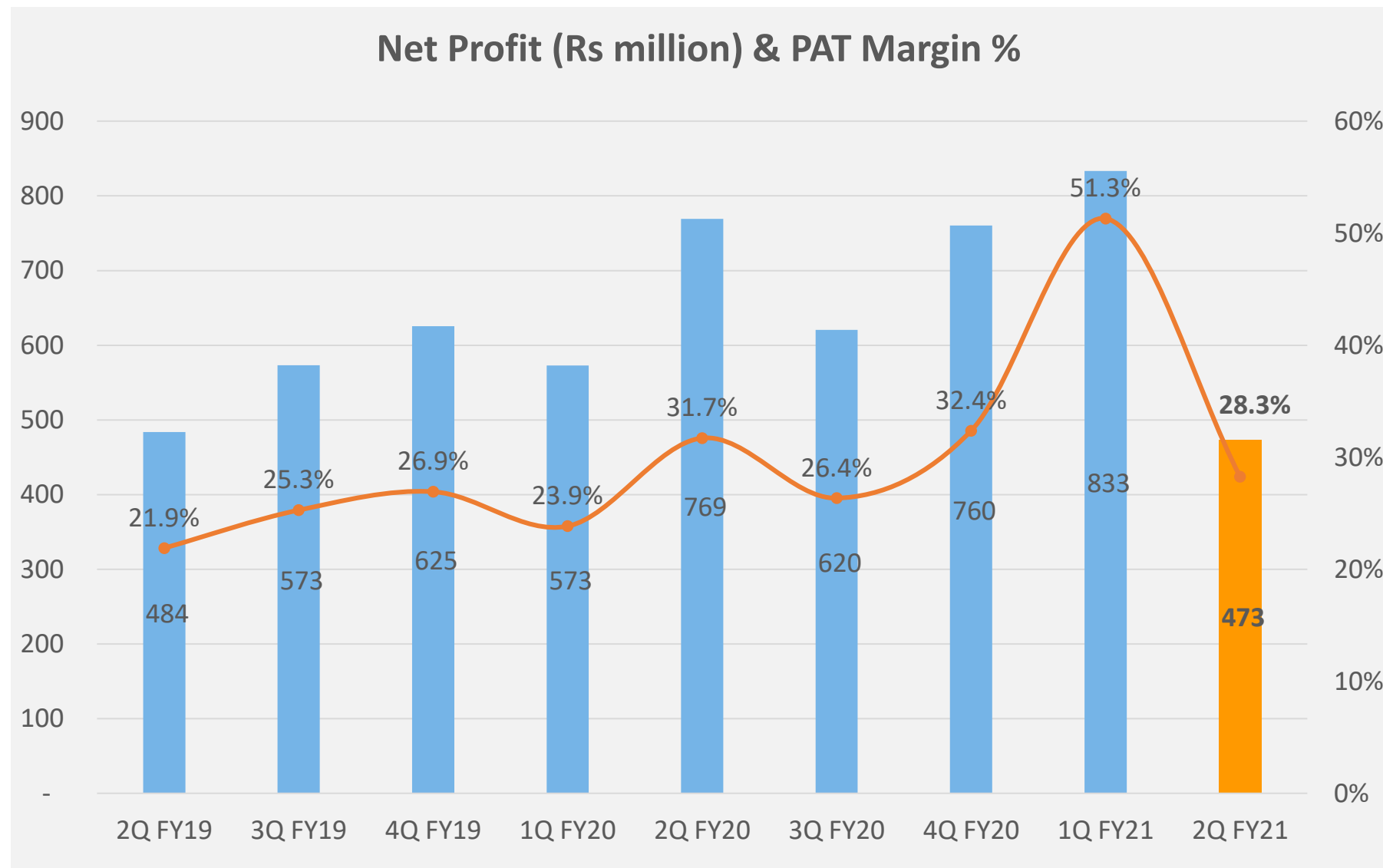


OTHER INCOME

Other Income (Rs million)



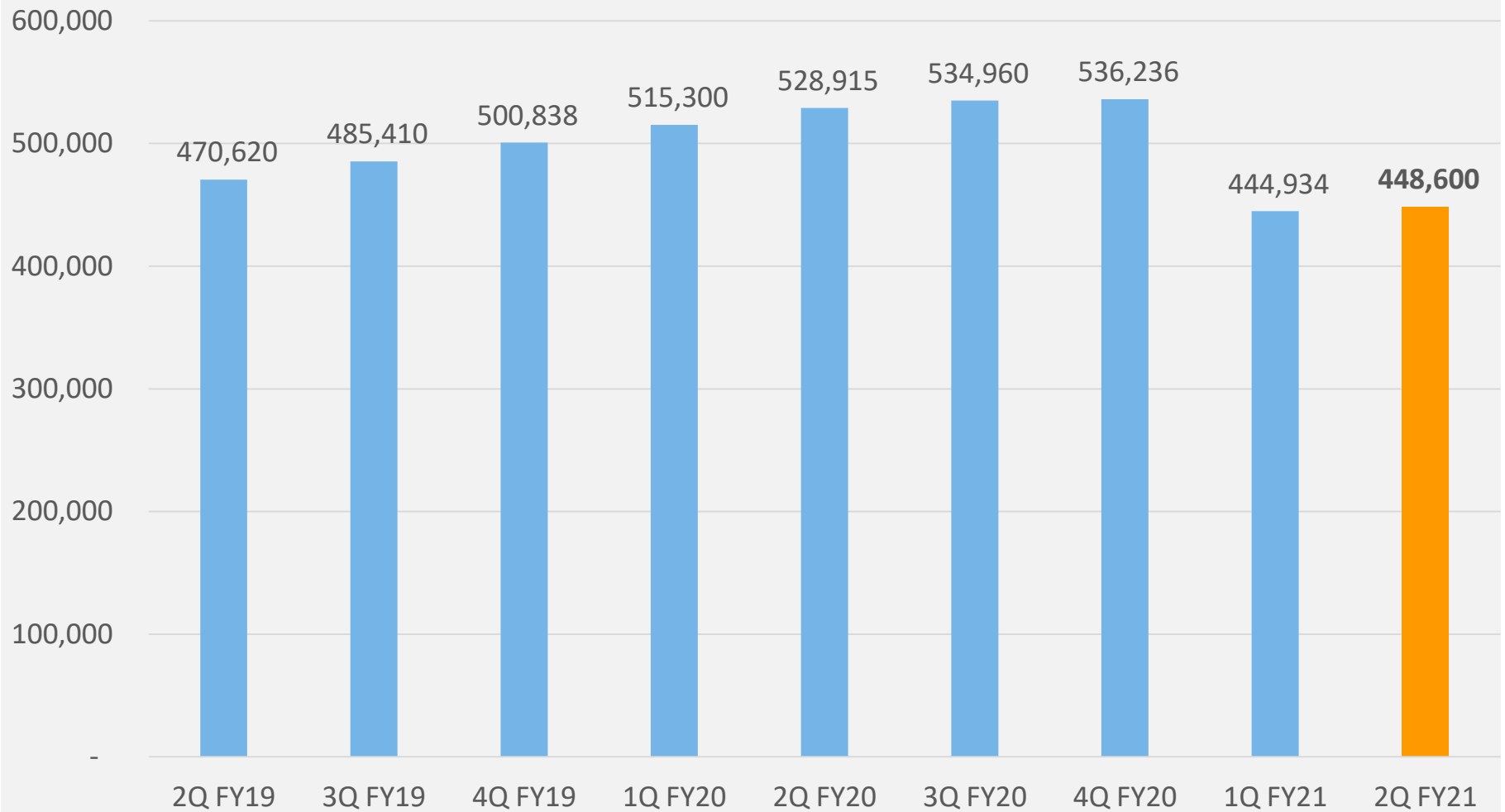
NET PROFIT MARGIN



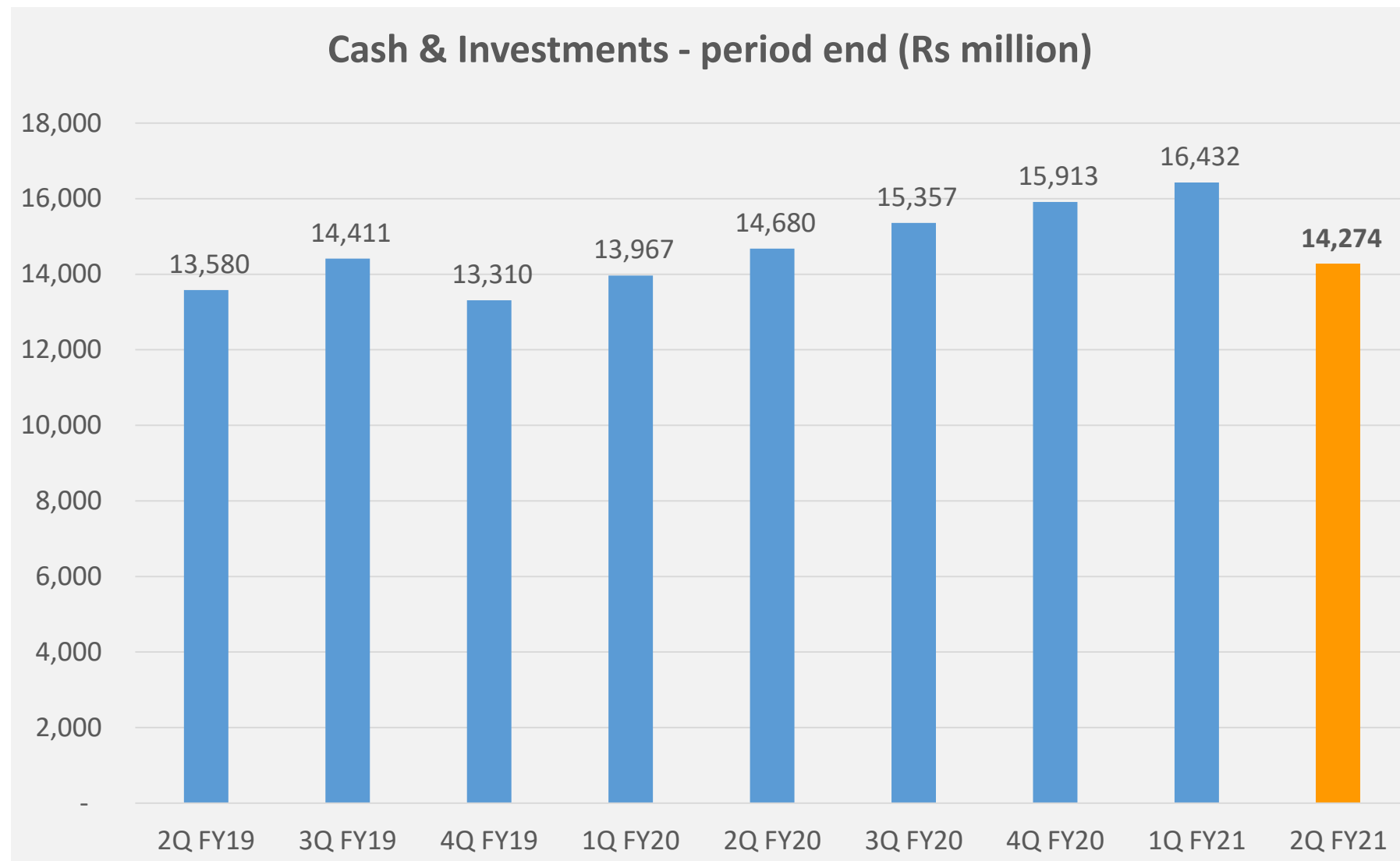
Note: PAT Margin is calculated as Net Profit (Profit After Taxes) as a percentage of Operating Revenue for the quarter.

PAID CAMPAIGNS

Active Paid Campaigns - period end



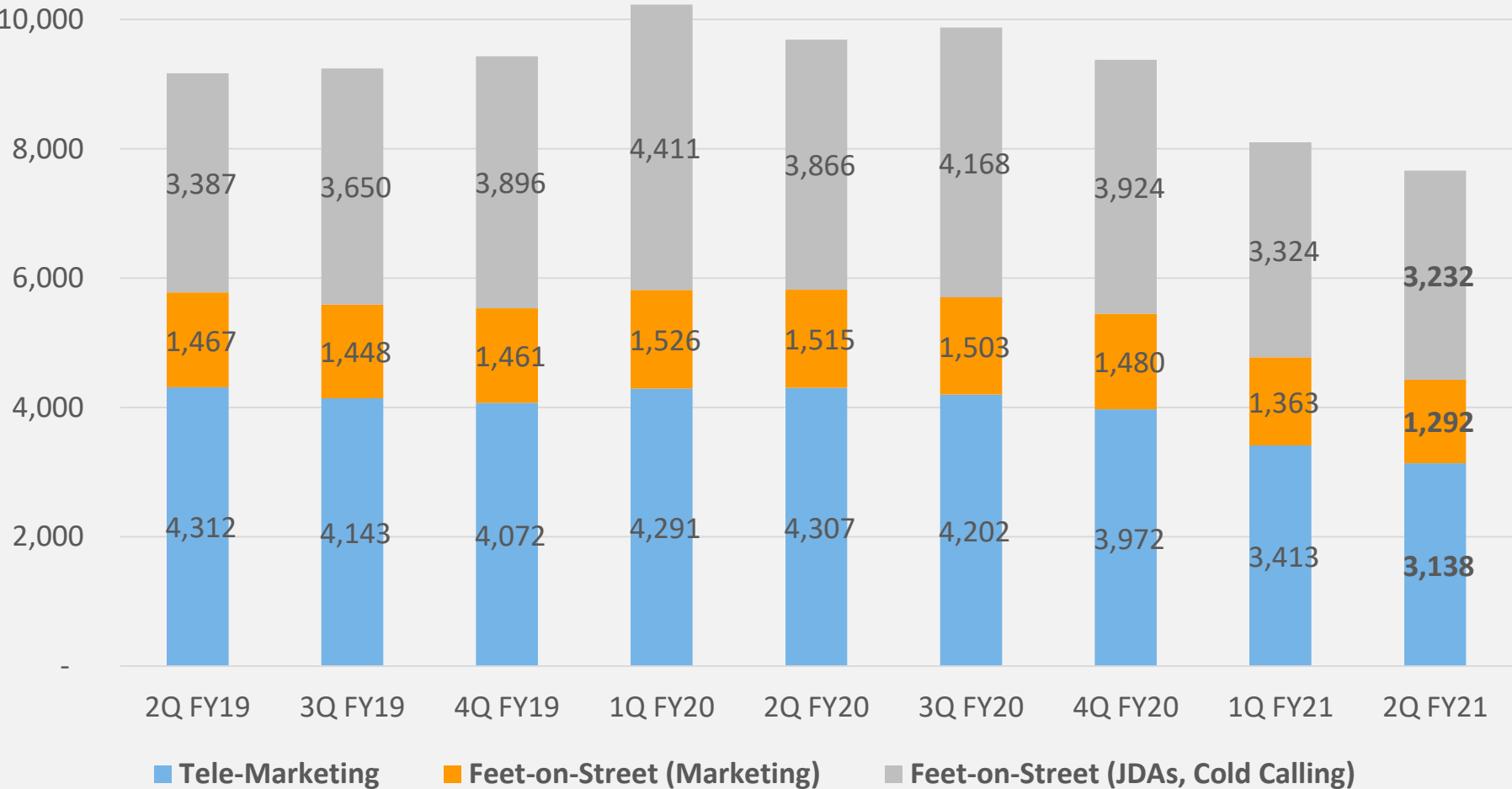
CASH AND INVESTMENTS



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 - 2Q FY21 (Quarter ended September 30, 2020) PERFORMANCE SUMMARY						
Metric	Unit	2Q FY21	2Q FY20	YoY change	1Q FY21	QoQ change
Operating Revenue	(₹ million)	1,675	2,426	-30.9%	1,624	3.1%
Operating EBITDA	(₹ million)	447	672	-33.5%	375	19.2%
Operating EBITDA Margin	%	26.7%	27.7%	-104 bps	23.1%	360 bps
Adjusted EBITDA (excl. ESOP expenses)	(₹ million)	546	703	-22.2%	463	18.0%
Adjusted EBITDA Margin (excl. ESOP expenses)	%	32.6%	29.0%	364 bps	28.5%	411 bps
Other Income, net	(₹ million)	267	441	-39.6%	769	-65.3%
Profit Before Taxes	(₹ million)	580	962	-39.6%	1,013	-42.7%
Net Profit	(₹ million)	473	769	-38.5%	833	-43.2%
Net Profit Margin	%	28.3%	31.7%	-345 bps	51.3%	-2304 bps
Unearned Revenue (period end)	(₹ million)	2,795	3,804	-26.5%	2,871	-2.6%
Cash & Investments (period end)	(₹ million)	14,274	14,680	-2.8%	16,432	-13.1%

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

JUST DIAL LTD - 2Q FY21 (Quarter ended September 30, 2020) PERFORMANCE SUMMARY						
Metric	Unit	2Q FY21	2Q FY20	YoY change	1Q FY21	QoQ change
Unique Visitors	(million)	130.6	161.3	-19.0%	100.0	30.6%
- Mobile	(million)	105.5	129.8	-18.7%	81.0	30.3%
- Desktop/ PC	(million)	19.0	23.3	-18.6%	15.6	21.7%
- Voice	(million)	6.1	8.1	-24.3%	3.4	78.8%
- Mobile	% share	80.8%	80.5%	27 bps	81.0%	-21 bps
- Desktop/ PC	% share	14.5%	14.5%	6 bps	15.6%	-106 bps
- Voice	% share	4.7%	5.0%	-33 bps	3.4%	127 bps
Total Listings (period end)	(million)	30.0	27.6	8.6%	29.6	1.1%
Net Listings Addition		340,635	1,116,042	-69.5%	258,707	31.7%
Total Images in Listings (period end)	(million)	96.6	73.4	31.7%	85.1	13.5%
Listings with Geocodes (period end)	(million)	17.0	15.2	12.3%	16.8	1.2%
Ratings & Reviews	(million)	111.9	100.8	11.0%	110.5	1.2%
Paid campaigns (period end)		448,600	528,915	-15.2%	444,934	0.8%
Total App Downloads (period end)	(million)	27.6	25.4	8.7%	27.1	1.9%
App Downloads per day		9,207	13,849	-33.5%	7,693	19.7%
Number of Employees (period end)		10,305	12,997	-20.7%	10,984	-6.2%

BOARD OF DIRECTORS

EXECUTIVE DIRECTORS

V S S Mani

Founder, Managing Director and Chief Executive Officer of Justdial with over 32 years of experience in the field of media and local search services.

Ramani Iyer

Whole-time Director with 27 years of experience, working with Justdial in the field of strategic planning and execution.

V Krishnan

Whole-time Director with 27 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 33 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 36 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 22 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 28 years of experience in Management Consulting & Investing. He holds a B. Tech. from IIT Delhi and is an IIM Ahmedabad alumni.

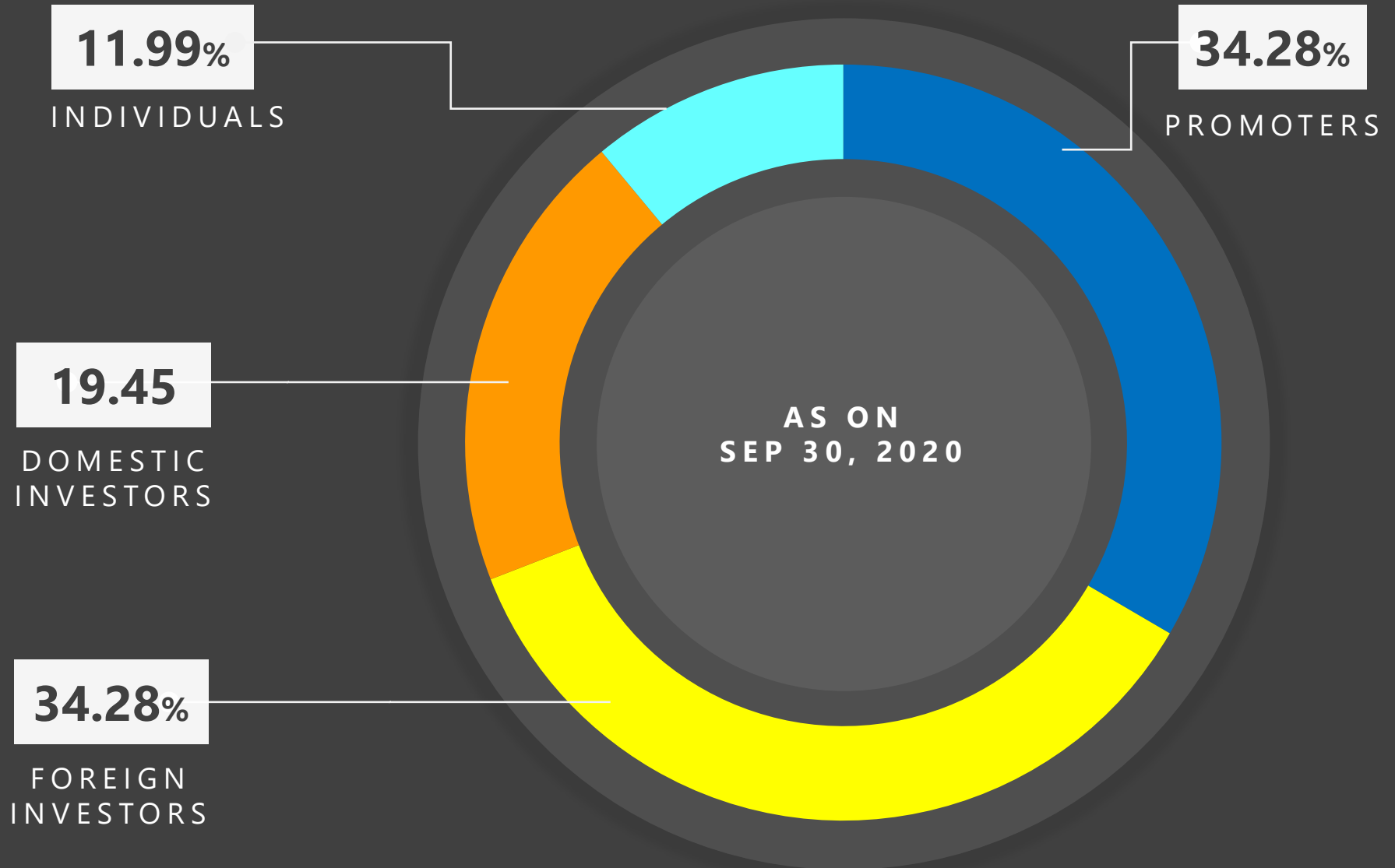
Anita Mani

Anita has 27 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	32 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	20 Years	Leads Product, Design & Technology teams, and Voice Operations
Sumeet Vaid	Chief Revenue Officer	24 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	25 Years	Sales & Expansion (West & South Region)
Prashant Nagar	Vice President, Sales	21 Years	Sales & Expansion (Delhi, Just Dial Ambassadors)
Suhail Siddiqui	Vice President, Sales	24 Years	Sales & Expansion (North & East Region)
Rajiv Nair	Vice President, Sales	22 Years	Sales & Expansion (South Region)
Shwetank Dixit	AVP & Head, Database & Content	9 Years	Database Augmentation, Curation & Content enrichment; Traffic (Organic & Inorganic)

SHAREHOLDING PATTERN



End of Presentation