



JustdialTM

Company Presentation

September 2014

SEARCH

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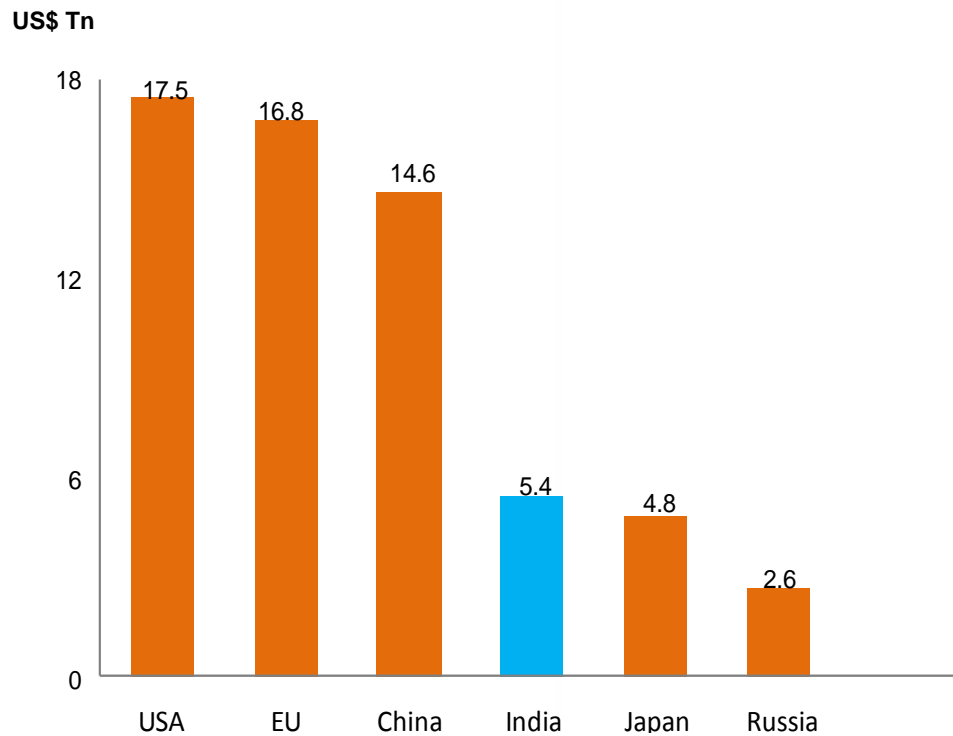
JustdialTM

Untapped User Base – Market Potential

India: One of the Largest Consumer Economies

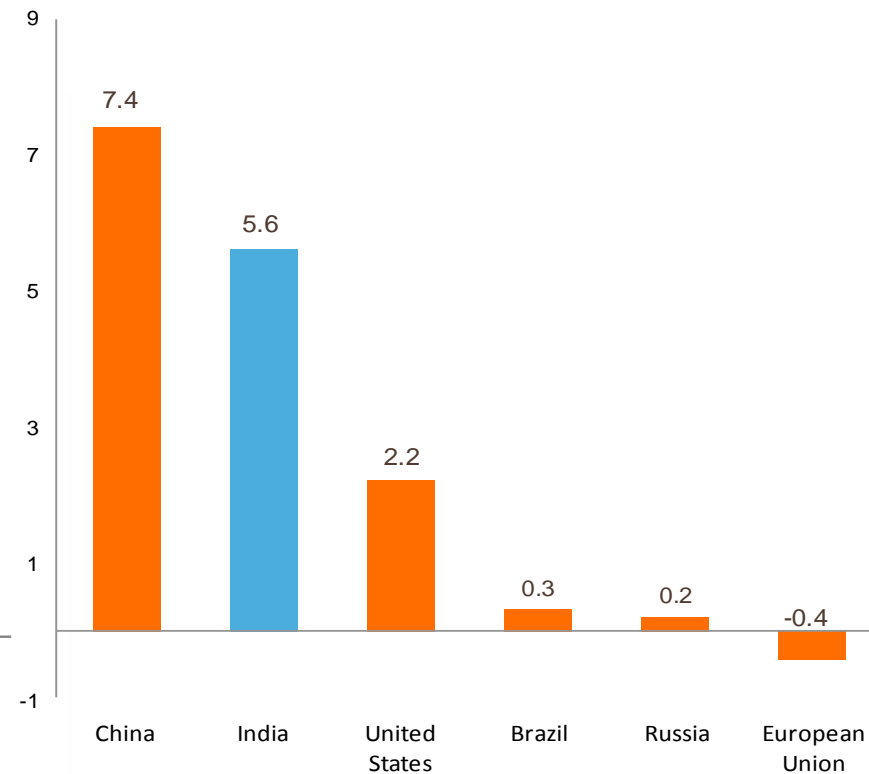
India : 4th Largest Economy Globally

GDP at Purchasing Power Parity in 2014



India: 2nd Fastest Economic Growth

GDP Growth Estimate (2014, %)

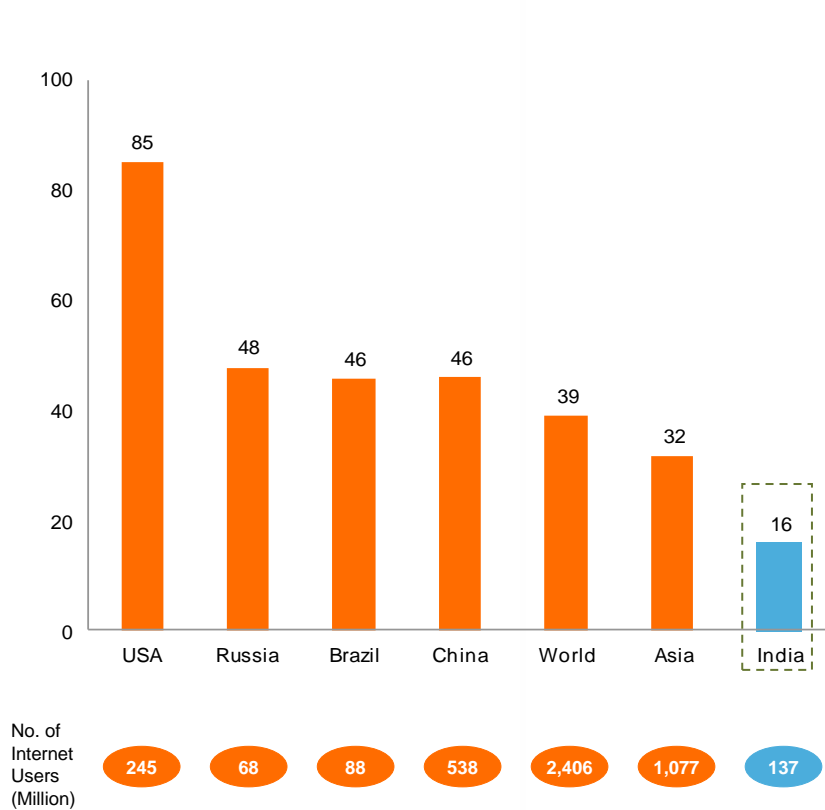


India is expected to become the world's fifth largest consumer market by 2025

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

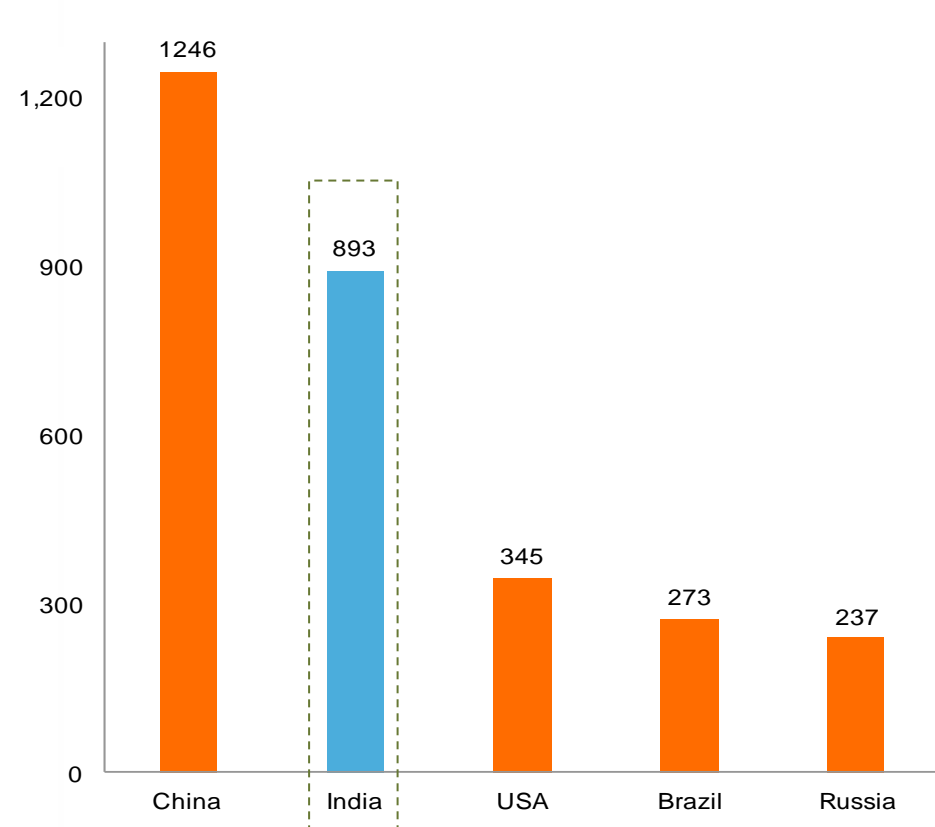
Low Internet Penetration Presents Further Upside

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

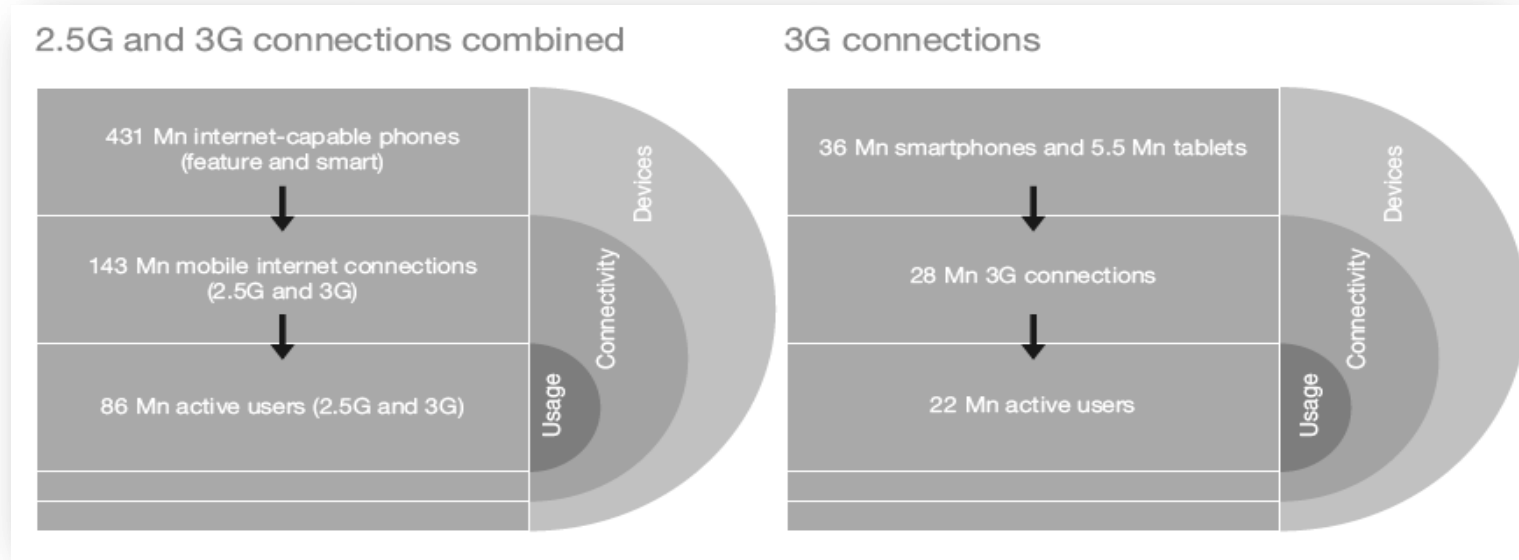


India: 2nd Largest Wireless Market Globally

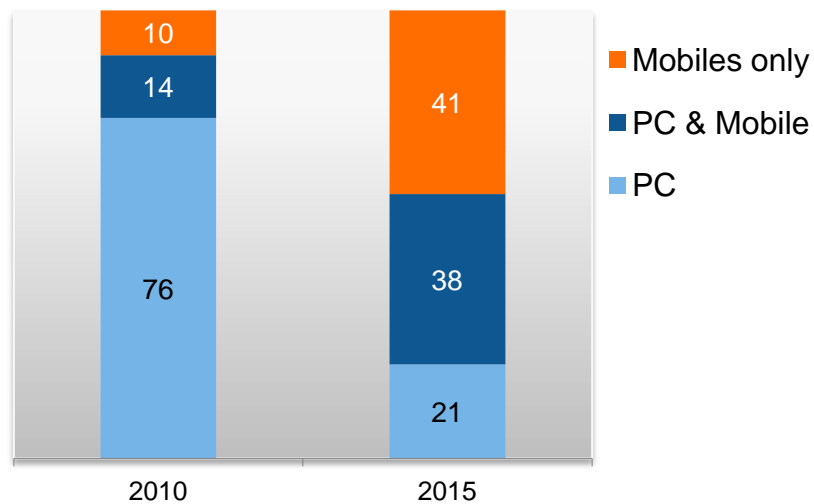
Million Wireless Subscribers⁽¹⁾



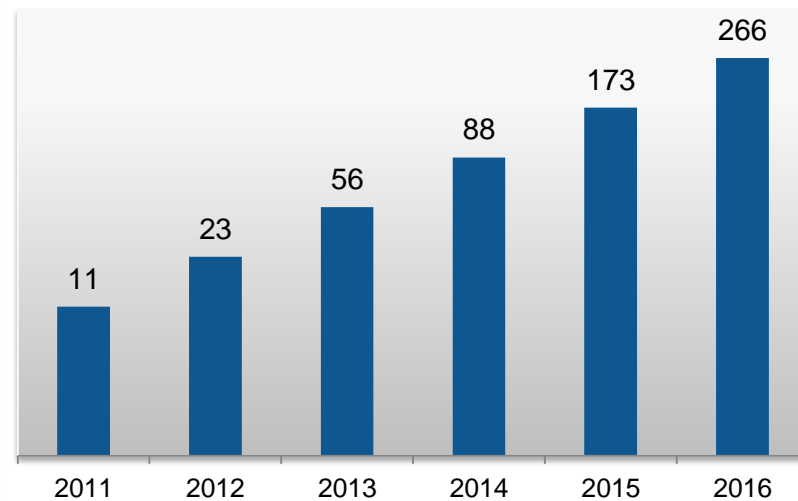
Source: www.internetworldstats.com/stats.htm



Share of Internet Use in India (%)



3G Subscriptions in India (Mn)



Source: McKinsey Report | Avendus Report

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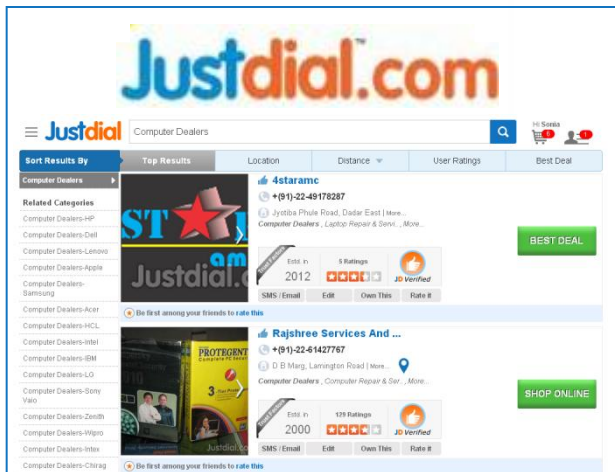
Business Overview



Notes

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

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



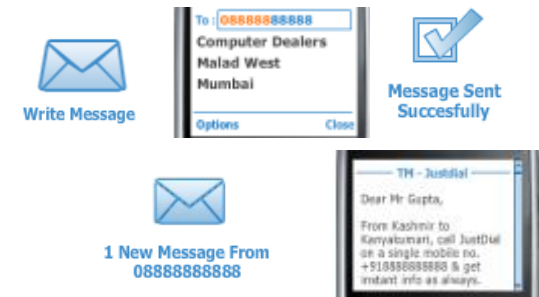
Location-based search service

Developed Android, iOS, Windows & WP7 apps

Voice/SMS

08888888888

SMS SEARCH



08888888888 Operator assisted Hotline number across India

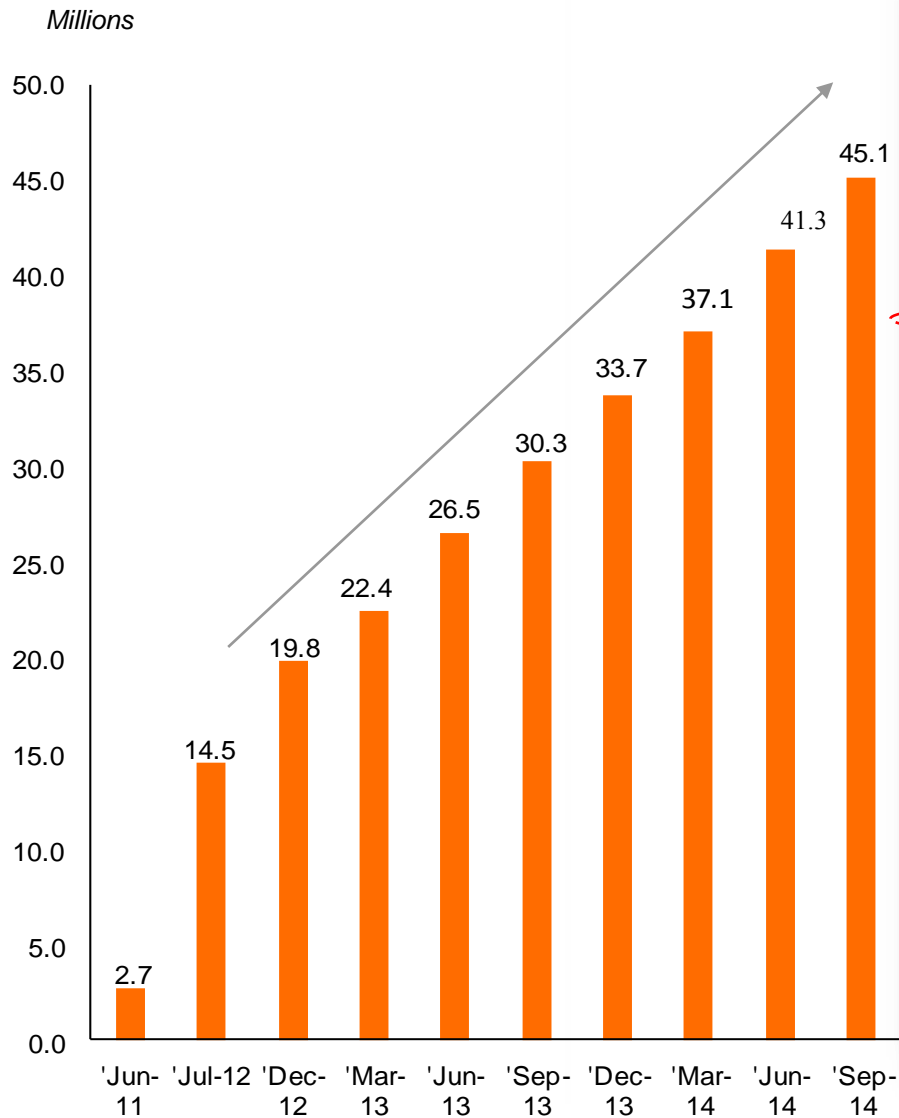
24 hours a day, 7 days a week

Multi-lingual support

Company/ category/product searches

User Community and Reviews Drive Engagement

Reviews and Ratings



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...

350 Ratings
 JD Verified

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%

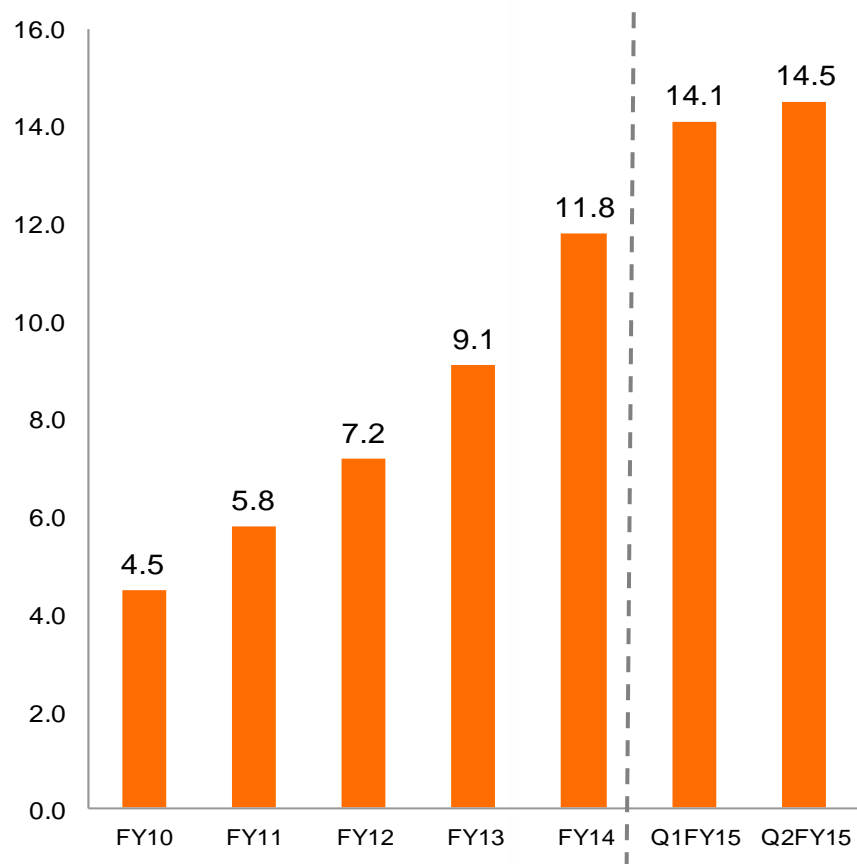
Ratings Over Time

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.

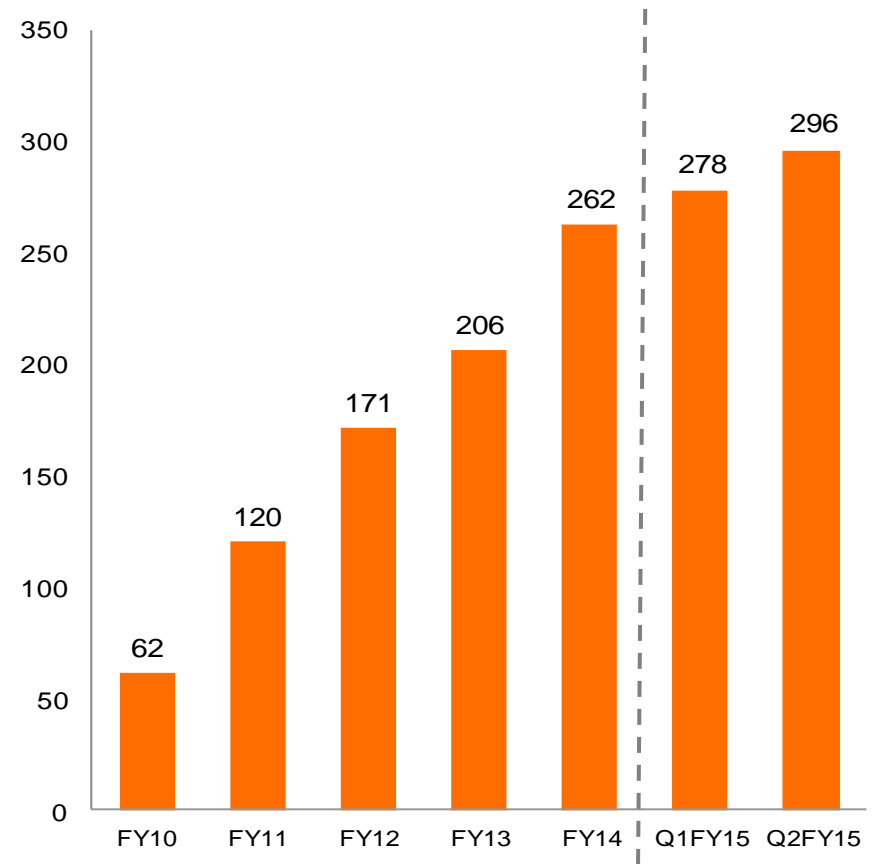
Total Business Listings*

Million



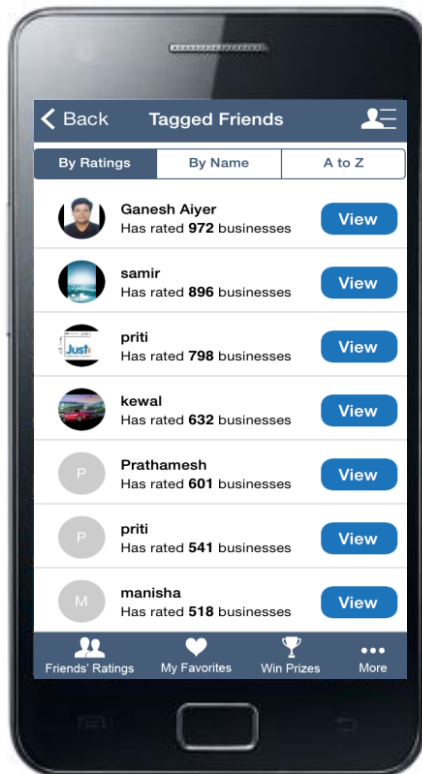
Paid Campaigns*

'000

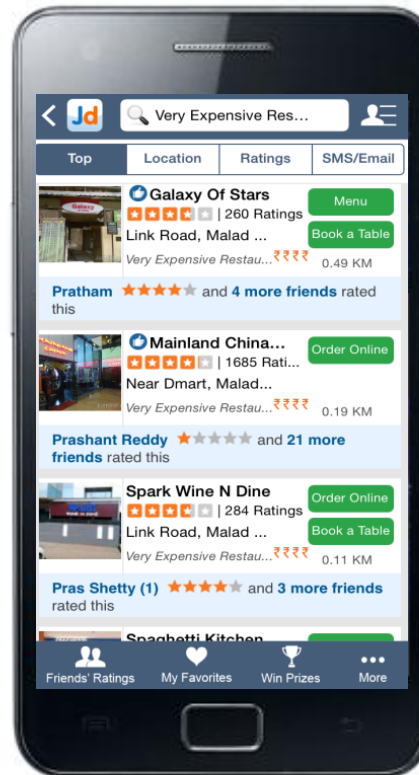




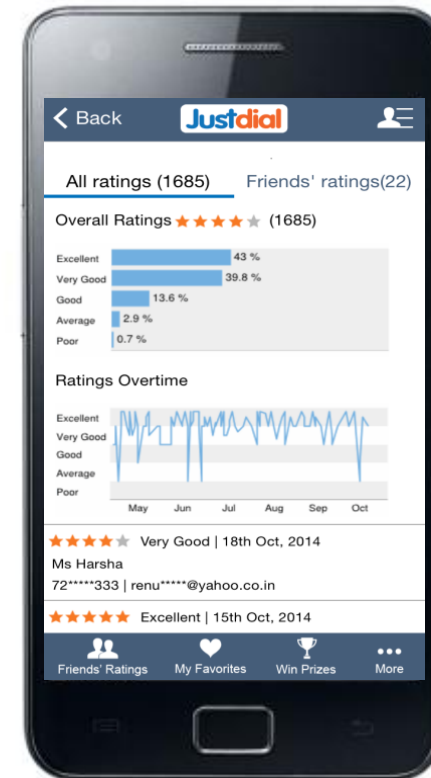
Justdial – Smart Phone Application With A Unique Social Interface



*Tag
Friends*

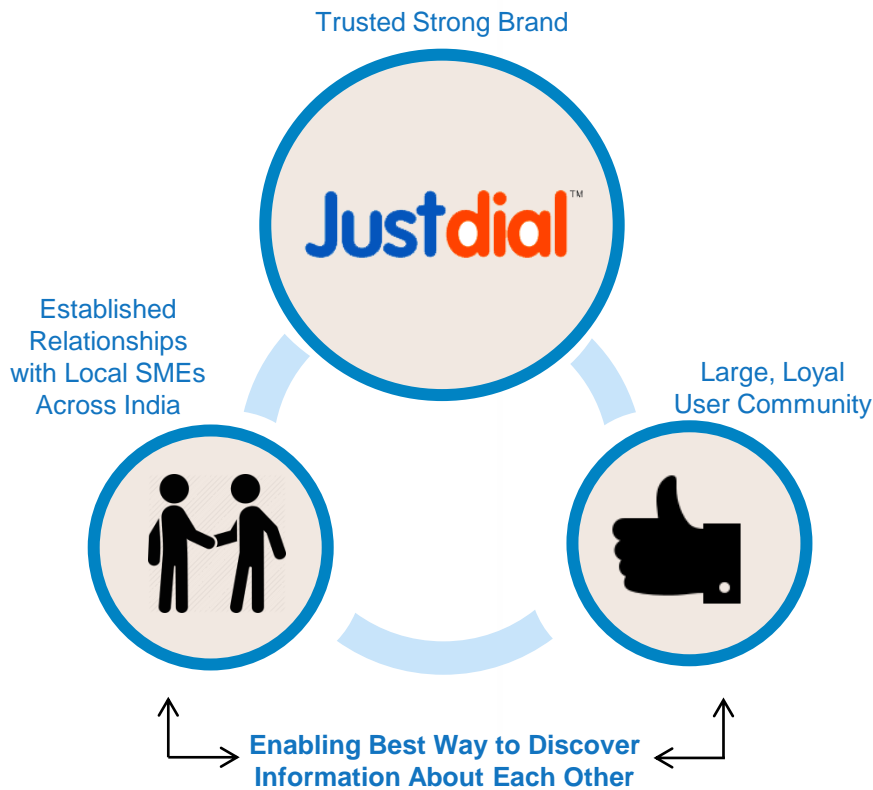


*Search &
Transact*



Rate & Review

Leveraging The Three Cornerstones of Our Success to Do More



“Three Clicks to Find”



“Three Clicks to Transact”

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 | [Modify Search](#)

Filter Search | [Reset](#) | Popularity | Price | Star Rating | User Rating

30 Hotels

Price Range: ₹ 690 - ₹ 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 Star | 3 Star | 4 Star | 5 Star

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

Hotel Name	Star Rating	Price (Per Room Per Night)	Book Now
Hotel Dwarka - Pure Veg 1 Star Hotel 16 Ratings Mahabaleshwar Ho., Mahabaleshwar. Get Rs 100 Voucher Free for Entry at "On Wheels" Amusement Park. Panchgani. If Carry the Hotel Booking Voucher to the Amusement Park to avail the Discount!!!	1 Star	₹ 1973	BOOK NOW
Grand Resort 2 Star Hotel 18 Ratings Mahabaleshwar Ho., Mahabaleshwar. Get Rs 100 Voucher Free for Entry at "On Wheels" Amusement Park. Panchgani. If Carry the Hotel Booking Voucher to the Amusement Park to avail the Discount!!!	2 Star	₹ 3307	BOOK NOW
Hotel Maharaja Residency 1 Star Hotel 16 Ratings Mahabaleshwar Ho., Mahabaleshwar. Get Rs 100 Voucher Free for Entry at "On Wheels" Amusement Park. Panchgani. If Carry the Hotel Booking Voucher to the Amusement Park to avail the Discount!!!	1 Star	₹ 1759	BOOK NOW
Cloud Green 2 Star Hotel 18 Ratings Mahabaleshwar Ho., Mahabaleshwar. Get Rs 100 Voucher Free for Entry at "On Wheels" Amusement Park. Panchgani. If Carry the Hotel Booking Voucher to the Amusement Park to avail the Discount!!!	2 Star	₹ 2299	BOOK NOW



Book Movie Tickets



Justdial Movies | Hi Sarita

Upcoming & Currently Showing Movies Near You

Which movie would you like to see?
Select a Movie:
Select a Date:

Movie Title	Genre	Book
Di Prakash Babu Antle The Real Hero (Marathi Movie)	Marathi	Book
Bang Bang (Hindi Movie)	Hindi	Book
Haider (Hindi Movie)	Hindi	Book
Sonali Cable (Hindi Movie)	Hindi	Book
Pyaar-Vai Love Story	Marathi	Book

Book A Doctors' Appointment



Mumbai | Cardiothoracic Surgeons | Dr. Reshma Ramchandra Rao

Dr. Reshma Ramchandra Rao | 5.0 | Excellent | 645 Ratings | [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 | 02:00PM to 6:30 PM
- Mulund West**: Fortis Hospital | Thursday, Friday, Saturday | 02:00PM to 6:30 PM



Restaurant Reservation/ Ordering



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

(022) 49170211 | Mira Road, Thane - 401107 | [SPECIAL OFFER](#) | [ORDER FOOD](#)

Order Food Online | Reviews & ratings | Photos | More Info

Select Menu Category: Sandwiches Veg

Item	Price	Book
Mumbai Toasty	₹95.00	Book
Onion Vegetables	₹90.00	Book
Chili Paneer	₹90.00	Book
Vegetable Club	₹110.00	Book
Garden Fresh	₹90.00	Book
Com & Spinach Sandwich	₹190.00	Book
Paneer Bhaji Sandwich	₹90.00	Book

Sandwich Non Veg

Item	Price	Book
Egg & Mastard Mayo	₹70.00	Book
Chesty Tuna & Tomato	₹130.00	Book

Order Summary | Minimum Order: ₹100

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

Most Ordered Items

- Torvato Arakikara Veg | ₹05.00
- Carbonara (Non veg) | ₹140.00
- Pasta Cheek Dated | ₹100.00
- Chicken Hawaiian Dated | ₹150.00
- Vegetable club | ₹110.00
- Nice Veg Club of Club | ₹170.00
- T. Top, Garlic, Fennel, Lemon, Ginger, Orange Juice, Mint Leaf | ₹60.00
- Cheese Pizza | ₹70.00



Products and Services – Search Plus



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

Select Menu Category

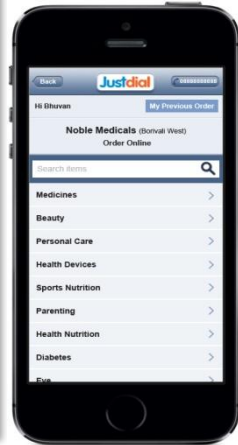
Categories

- 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

- Divo Asanti Natural Bristles Round Brush
- Divo Hair Dye Brush-Single
- Futuro Slim Silhouette Elbow Support
- Garnier White Complete Night Cream (Reno)



Book a Cab / Bus



Jd Plan Your Trip | Your Booking History | Hi Sonia

Bus | Cab | Flight COMING SOON | Hotel | Train COMING SOON

From: e.g. Mumbai
To: e.g. Ahmedabad
Date of Journey: Select | Date of Return (Optional): Select

Search Buses

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

Shop Online



Justdial | iPhone 5S 16GB Space Grey | MRP: ₹53500

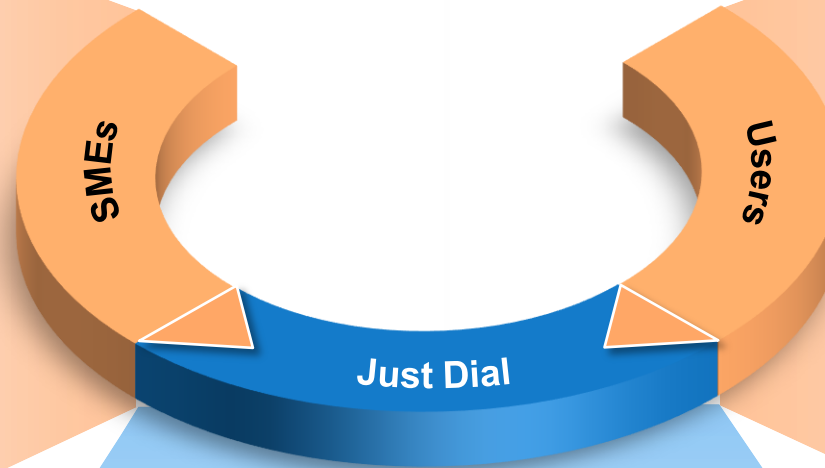
brand name: Apple | series: iPhone 5S
color: Space Grey | form factor: Touchscreen
operating system: iOS 7 | type: GSM
screen size: 4 Inches | weight: 112 gm

Sort Results By: Price | Location | Best Price | User Ratings

Hunda Telecom | +91-22-61632392 | MRP: ₹53500 | ₹42500 | BUY NOW

Abracadabra | +91-22-61612713 | MRP: ₹53500 | ₹48000 | BUY NOW

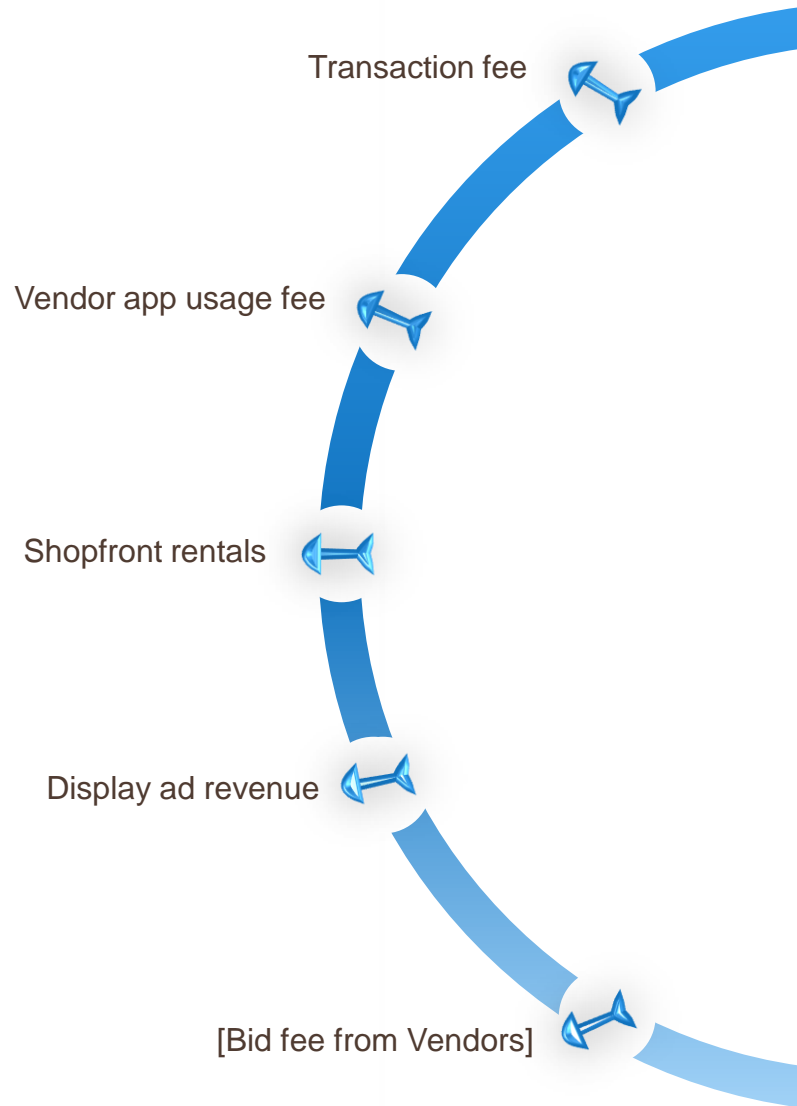
- Enable O2O transformation
- App to better manage business
- Shop front for customer acquisition in local markets
- Enhance trust online (via JD guarantee)
- Leverage existing hyper local delivery network



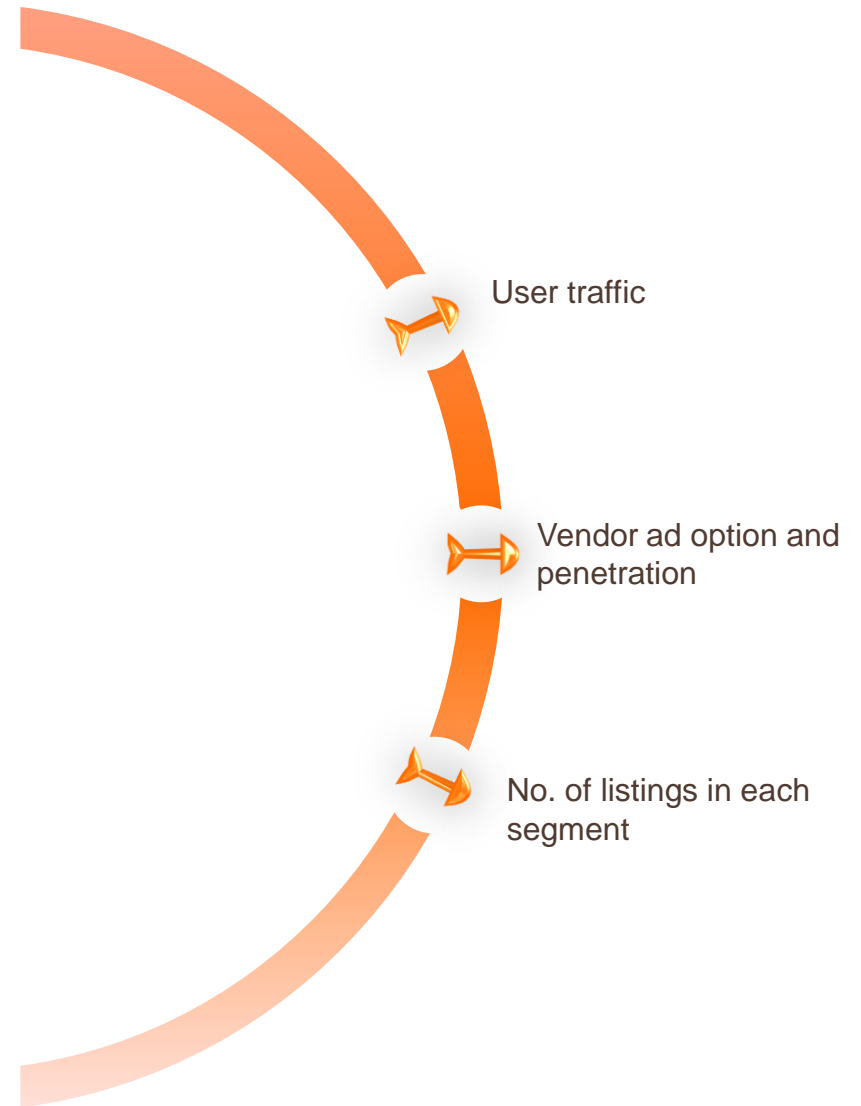
- Choose vendor in local neighborhood for product of choice
- Convenience of 'master app', look no further
- Personalized door-step service experience
- Real-time price discovery

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

New Revenue Streams



Key Metrics to Track in Near Term





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*

SEARCH

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JustdialTM

Financial Overview

We Have an Efficient and Profitable Business Model

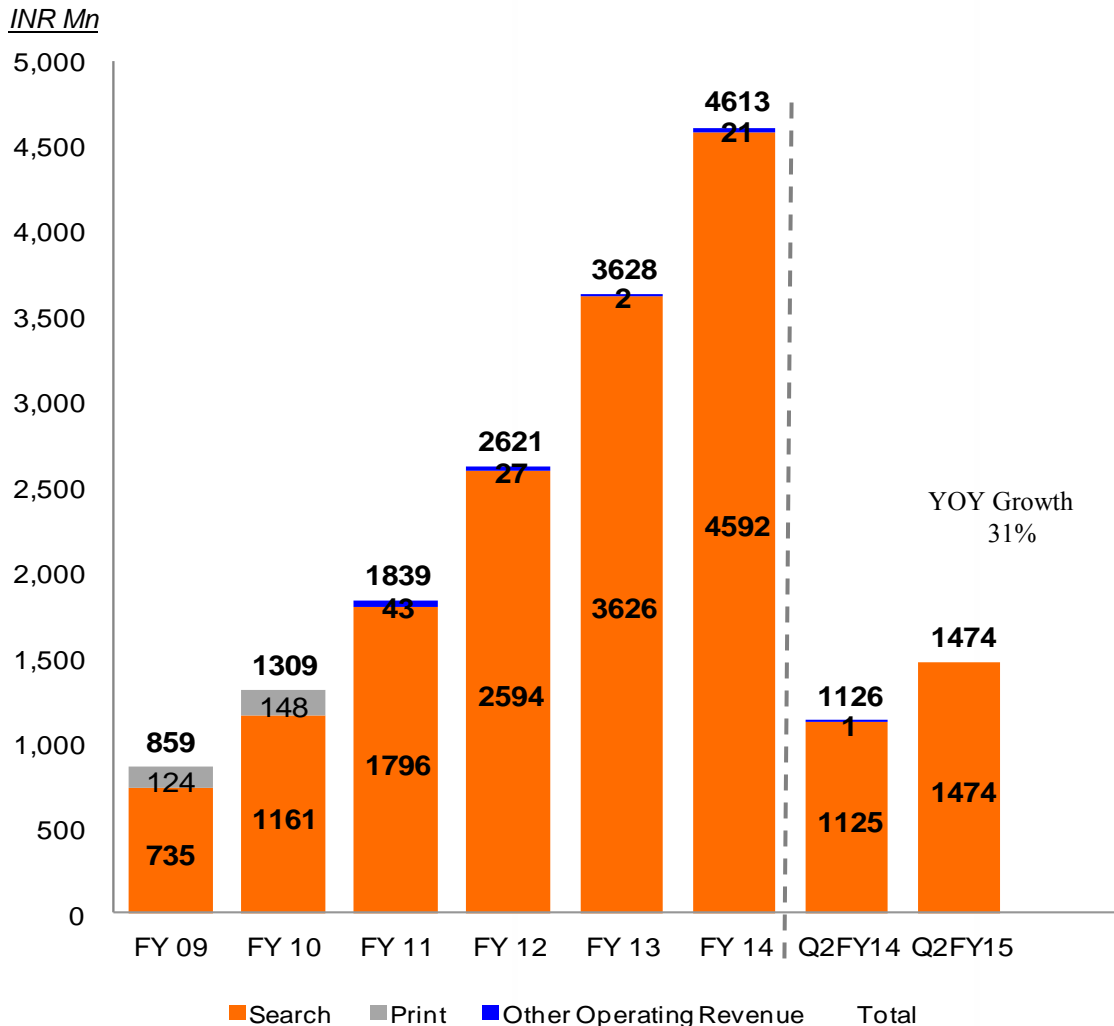
	FY2009	FY2014
Total Searches	82 MM	1126 MM
Paid Campaigns	41,000	262,150
Search Revenue	INR 735 MM	INR 4,613 MM
Operating EBIDTA	INR 79 MM	INR 1,422 MM
Operating EBIDTA Margin	9%	31%
PAT	INR 75 MM	INR 1206 MM
PAT Margin	8%	24%

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

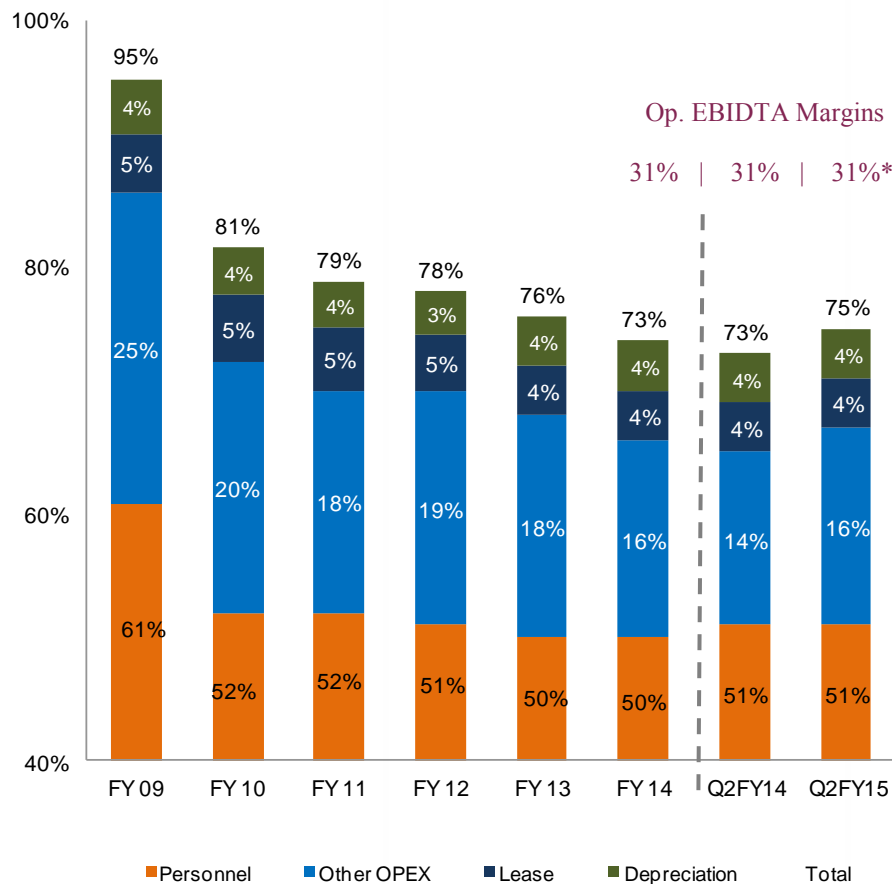


Key Business Model Attributes

- ▶ 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



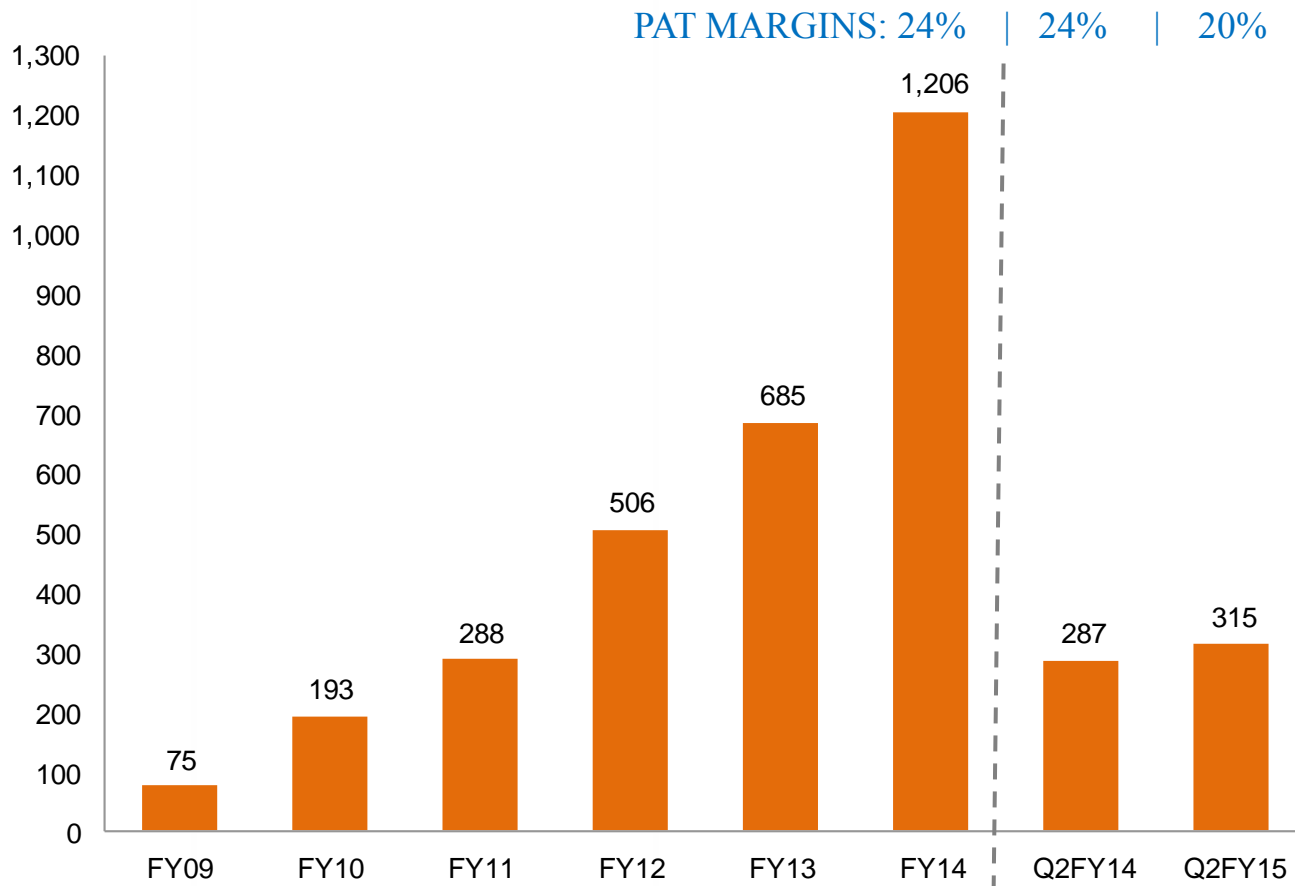
Key Drivers

- ▶ 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)

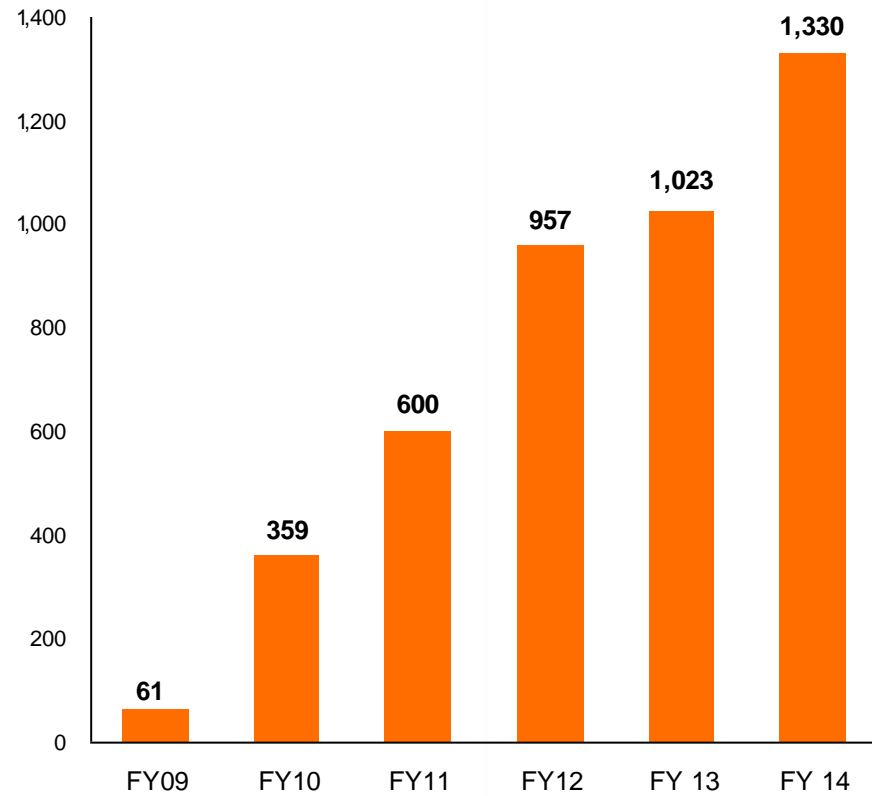
INR Mn



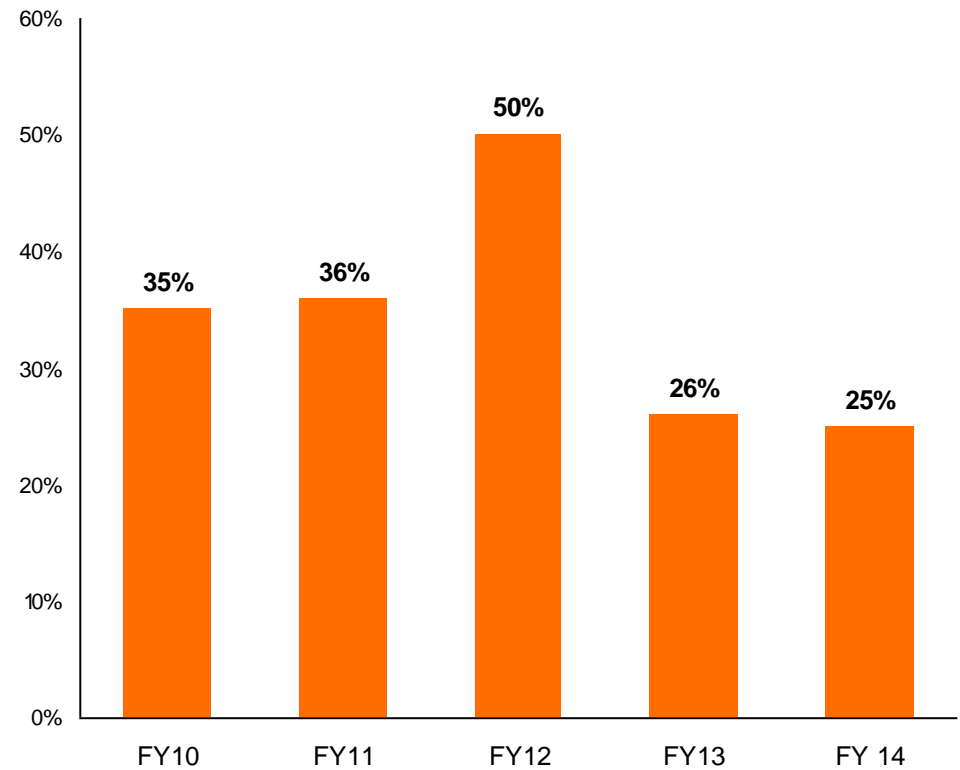
Growing Cash Flows and Return on Capital

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