

For Immediate Release

Just Dial Limited announces Q2FY14 results

Just Dial Ltd's operating revenue in Q2 FY14 increased by 29% (Y-o-Y) to ₹112.66crore

Operating EBITDA margin Q2FY14 expanded 3% to 31%(Y-o-Y)

Net Profit in Q2FY14 increased by 98% to ₹28.66crore(Y-o-Y) with Net Profit Margin of 24%

Mumbai, October 25, 2013: Just Dial Ltd, India's No.1 local search engine, announced its unaudited financial results for the second quarter ended September 30, 2013.

Quarterly Results – Comparison of Q2FY14 results Vs Q2FY13

- Operating revenue increased by 29% to ₹112.66 crore(Y-o-Y)from ₹87.63crore
- Operating EBIDTA increased by 43% to ₹35.23crore(Y-o-Y)from ₹24.72crore
- Operating EBIDTA margin increased to 31% in Q2FY14 as compared to 28% in Q2FY13.
- Net Profit increased by 98% to ₹28.66crore(Y-o-Y) from ₹14.48crore.
- Our Net Profit margin was 24% in Q2FY14 as compared to 16% in Q2FY13.
- Cash and Investments totaling to ₹572crore as at September 30, 2013 as compared to ₹453crore as at September 30, 2012.

Operational Performance

Search metrics:

Total usage/searches : We received approximately 122.6 million usage (representing PC/Mobile internet visits) from the users of our search services in Q2FY14 as compared to 90.3 million in Q2FY13, representing a Y-o-Y growth of 36% which resulted in approximately 291.8 million searches in Q2FY14 as compared to 202.6 million in Q2FY13, representing a Y-o-Y growth of 44%.

Table 1- Usage data (in million)

	Q2FY14	Q2FY13	Growth %(Y-o-Y)
PC Internet visits	58.4	45.6	28%
Mobile Internet visits	24.3	9.1	168%
Voice	39.8	35.3	13%
Others - SMS	0.1	0.3	-68%
Total Usage (million)	122.6	90.3	36%

Table 2- Searches data (in million)

	Q2FY14	Q2FY13	Growth %(Y-o-Y)
PC Internet searches	186.7	147.3	27%
Mobile Internet searches	65.2	19.7	231%
Voice searches	39.8	35.3	13%
Others – SMS searches	0.1	0.3	-68%
Total Searches (million)	291.8	202.6	44%

- **Internet platform (both PC & Mobile) contributed 68%** of total usage in Q2FY14 Vs 61% in Q2FY13. Mobile internet visits contributed to 20% of total usage in Q2FY14 Vs 10% in Q2FY13.
- As of September 30, 2013, we were conducting approximately 238,650 campaigns for our paid advertisers as compared to 187,784 campaigns as of September 30, 2012, representing a Y-o-Y growth of 27%.
- As of September 30, 2013 our database consisted of approximately 10.1 million listings as compared to 8.2 million listings as of September 30, 2012, representing a Y-o-Y growth of 23%.
- The company is building an online transaction platform focused on services, in addition to search and discovery of service providers. During the most recent quarter, the company has already launched or has made progress in building products focused on:
 - Restaurant food order & table reservation
 - Wine order
 - Movie/event ticketing
 - Cab booking
 - Doctor's appointment
 - Grocery order
 - Flower delivery order
- The company also plans to launch a comprehensive **price discovery engine** along with **an online platform for various goods**. For businesses, this online platform will provide



India's No.1 local search engine

an opportunity to get discovered and open up an additional channel of distribution. To clarify, JustDial will not be engaged in e-commerce directly but will instead focus on connecting its customers with local merchants, and will allow consumers to browse catalogues and place orders online. JustDial will not be involved in fulfillment of products or services, nor will it build warehouses or own any inventory.

- As of September 30, 2013 we had 8,213 employees.
- The Company has been included in the BSE 500 Index from July 17 onwards.

Mr. V.S.S. Mani, MD & CEO, Just Dial Ltd said: “We continue to witness robust revenue growth and margin expansion in Q2. As part of our strategy to provide users with convenience & ease of performing online transactions we are in the process of developing various products in the transaction enablement space. We hope to launch some of these in the next few quarters”

About Just Dial Ltd

Just Dial Limited (‘the Company’) provides local search related services to users in India through multiple platforms such as the internet, mobile internet, over the telephone (voice) and text (SMS).

The equity shares of the Company are listed on The National Stock Exchange of India Limited, The BSE Limited and MCX Stock Exchange Limited on June 5, 2013.