



Welcome to the world of...

**Justdial**<sup>®</sup>

**DOWNLOAD THE JUSTDIAL APP NOW**

## COMPANY OVERVIEW

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



High user engagement, 114.7 million ratings & reviews



132.6 million quarterly unique visitors in Q3-FY21



Database of 30.2 million listings



Scalable and profitable business model

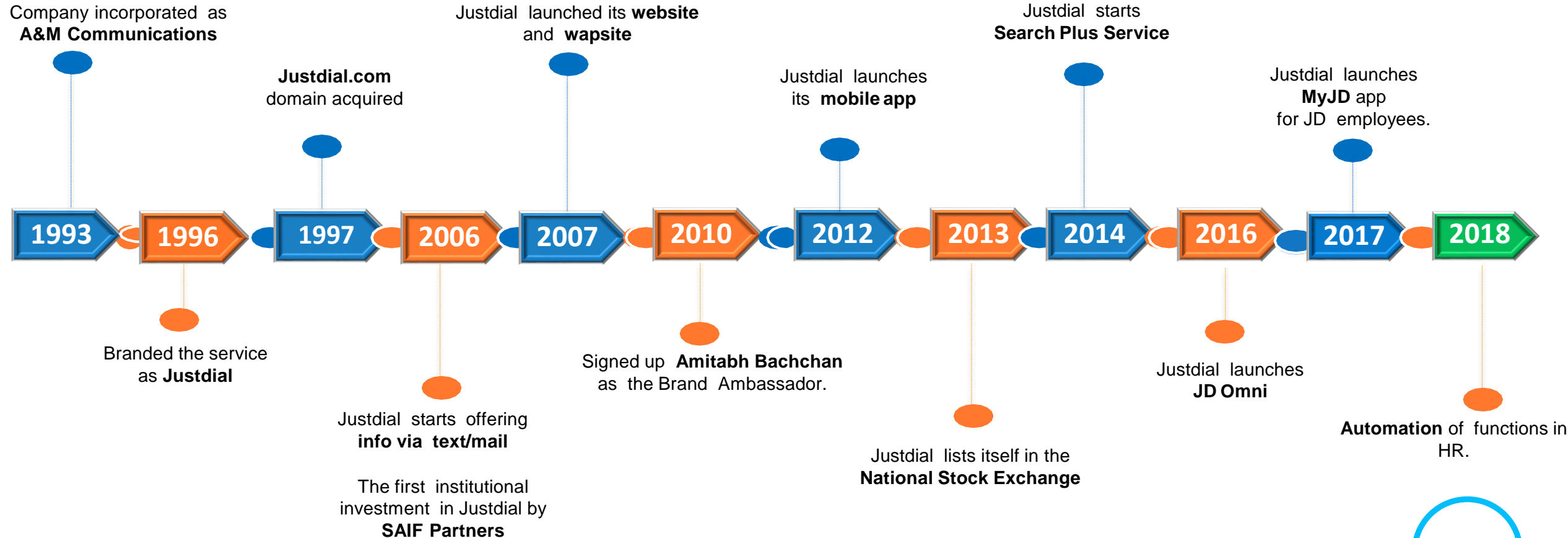


453,800 active paid campaigns



Figures as on Dec 31, 2020

# Justdial Pioneering the field of Local Search for 25 Years



*Employing experts in the field, Justdial have developed robust search engine platform, the application of which is not just limited to search.*

*The platform integrates a diverse range of features and options to make it more engaging and attract more users.*

## NATIONWIDE PRESENCE



Nationwide coverage, branches in 11 cities across India



Corporate Headquarters in Mumbai, Technology operations and R&D division in Bengaluru




Overall Employee count 10,700+  
3,400+ employees in tele-sales,  
4,500 feet-on-street salesforce



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

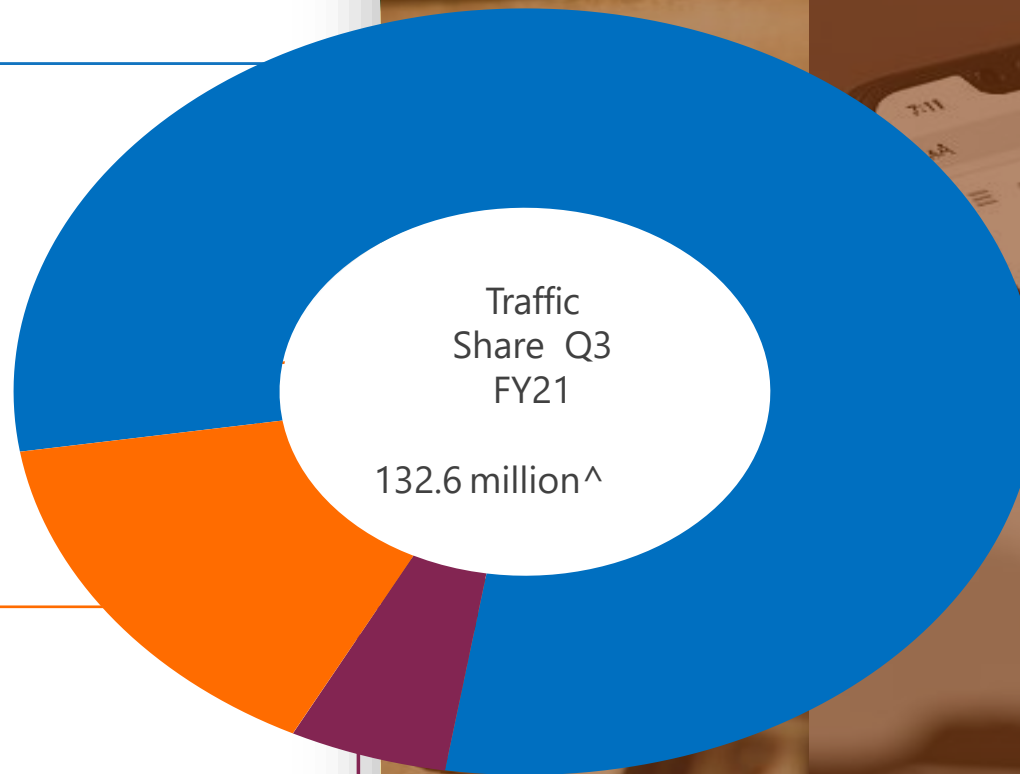


## Justdial a MULTIP L A T F O R M Service

 **81.7%**  
MOBILE  
Mobile Site & Apps

 **13.5%**  
DESKTOP/ PC  
[www.justdial.com](http://www.justdial.com)

 **4.8%**  
VOICE 88888-  
88888



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



# MOBILE

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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

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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



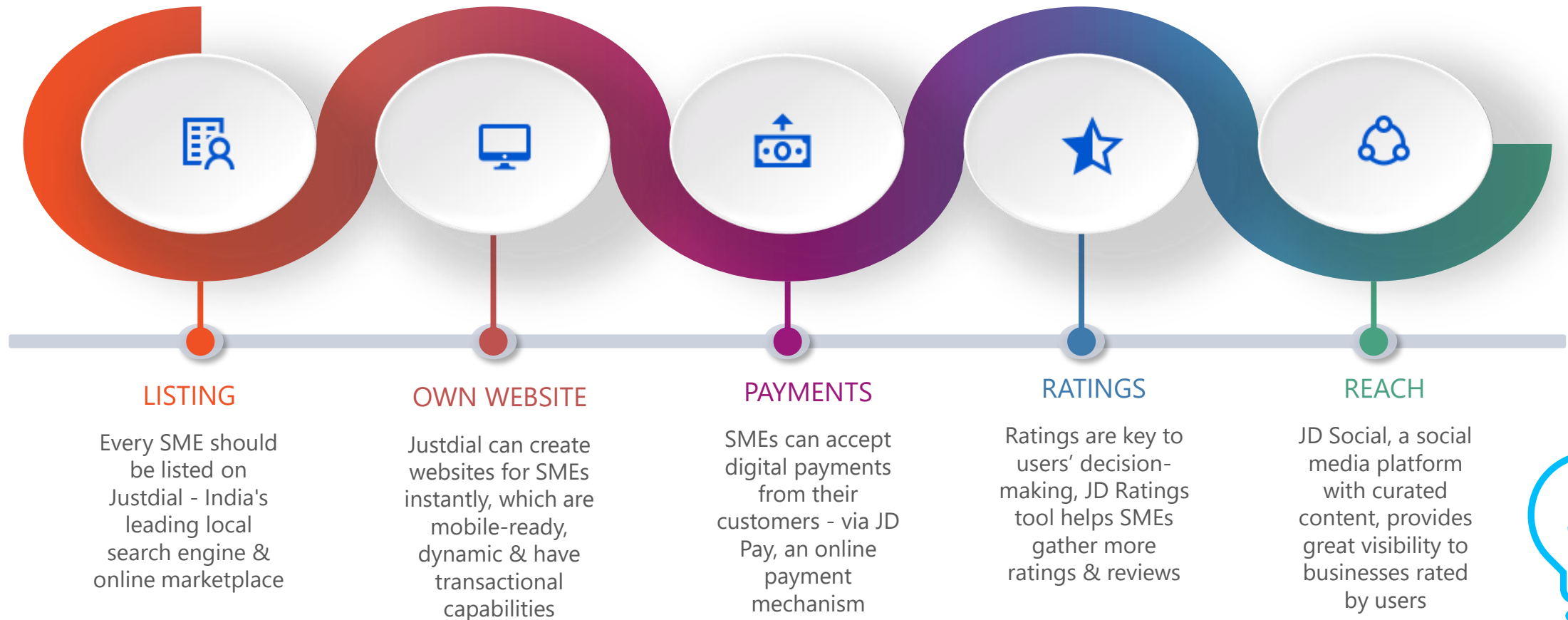


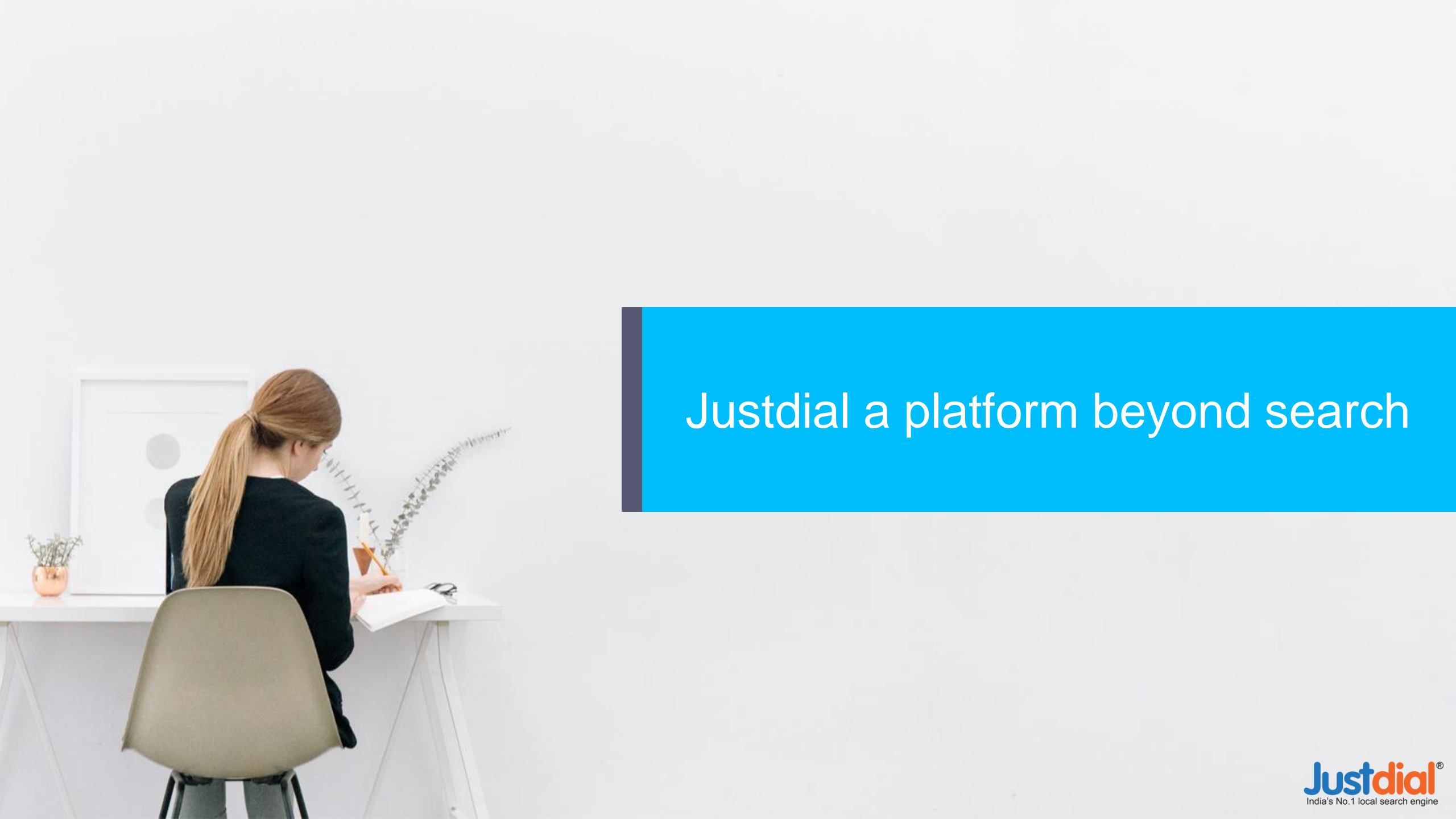


What do we do

# What do we do

## Help businesses grow...





Justdial a platform beyond search

# A platform beyond search...transact



Shop Online



Book a hotel



Book a table



Order food online



Air Tickets



Bus Bookings



Railway Bookings



Movie Tickets



Bills & Recharge



Book a doctor's  
appointment



Order Medicines  
online



Cabs & Car Rentals



Order Grocery

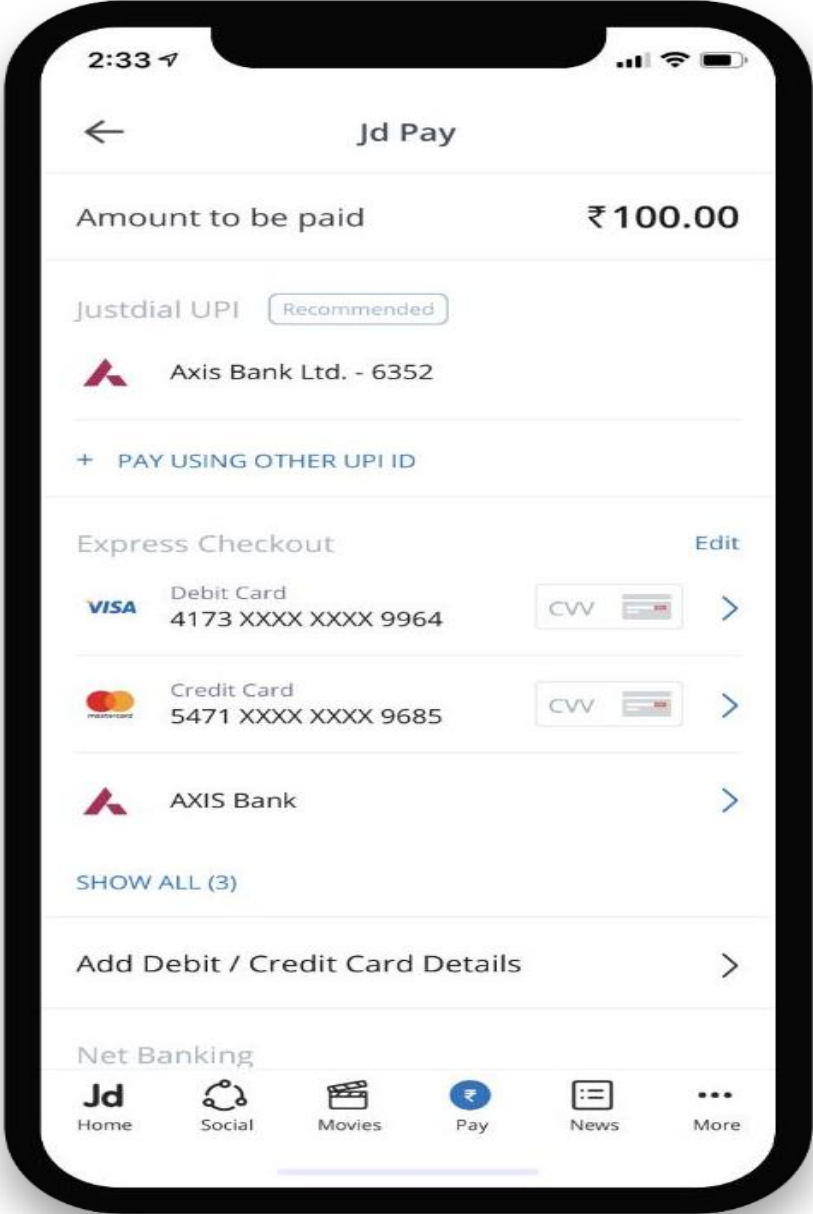
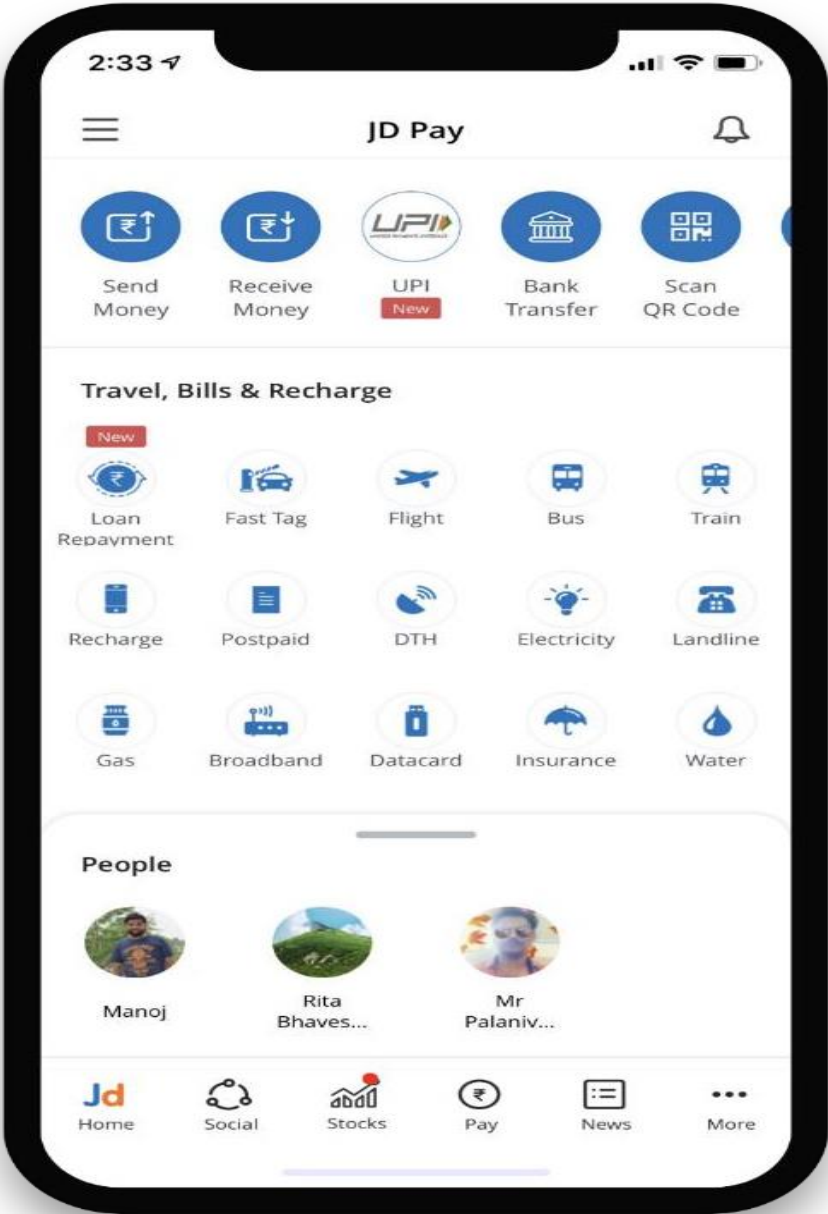


Insurance



Apply for Loans





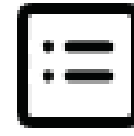
# A platform beyond search...content



Social



Cricket



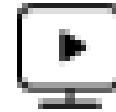
News



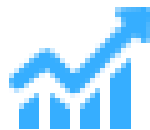
Social



Music



Videos



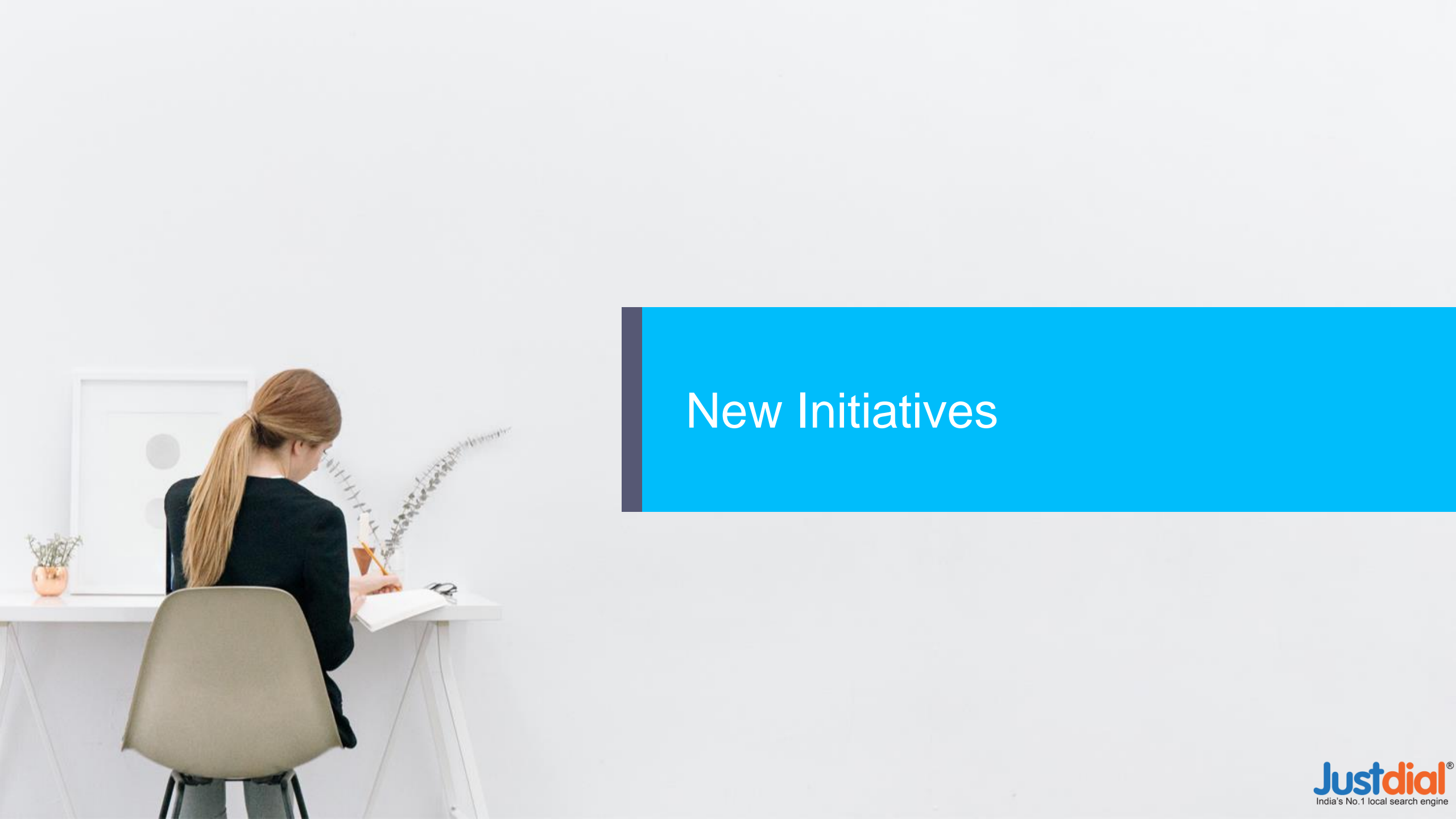
Stock Quotes



Radio

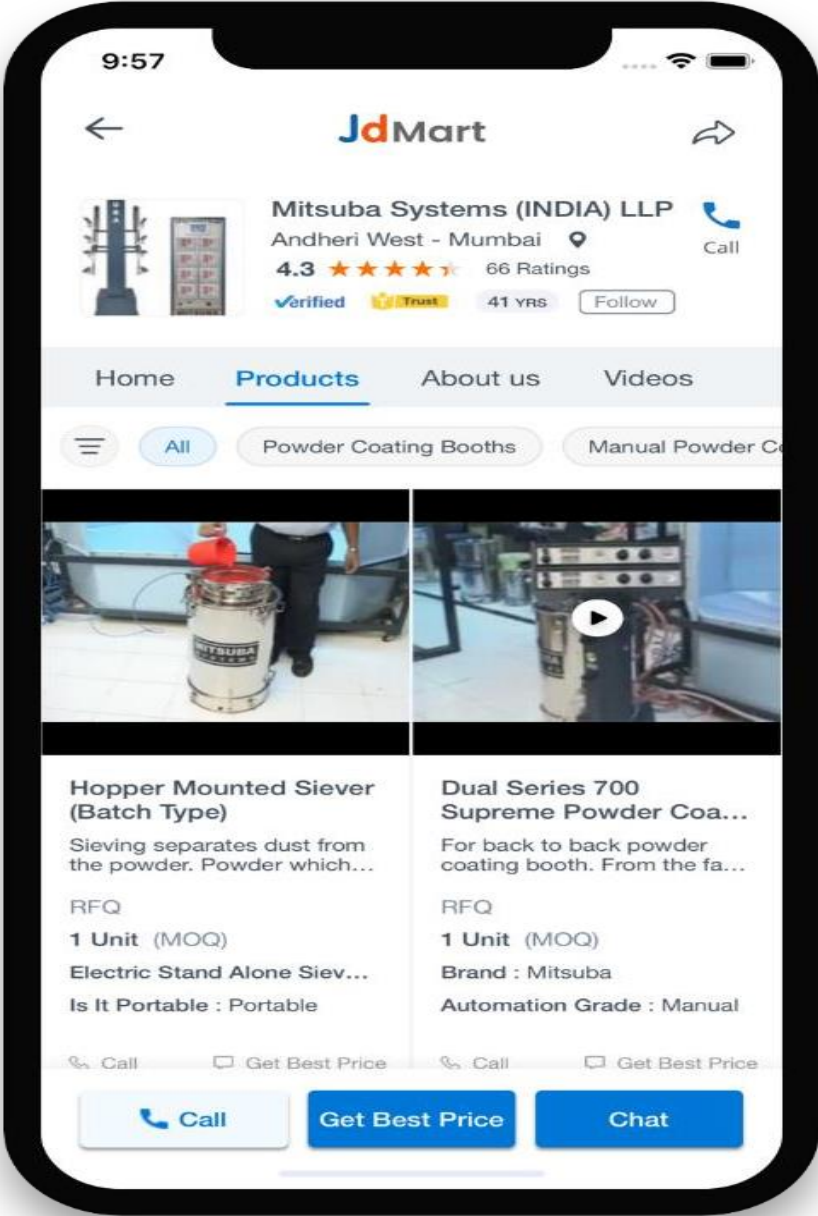
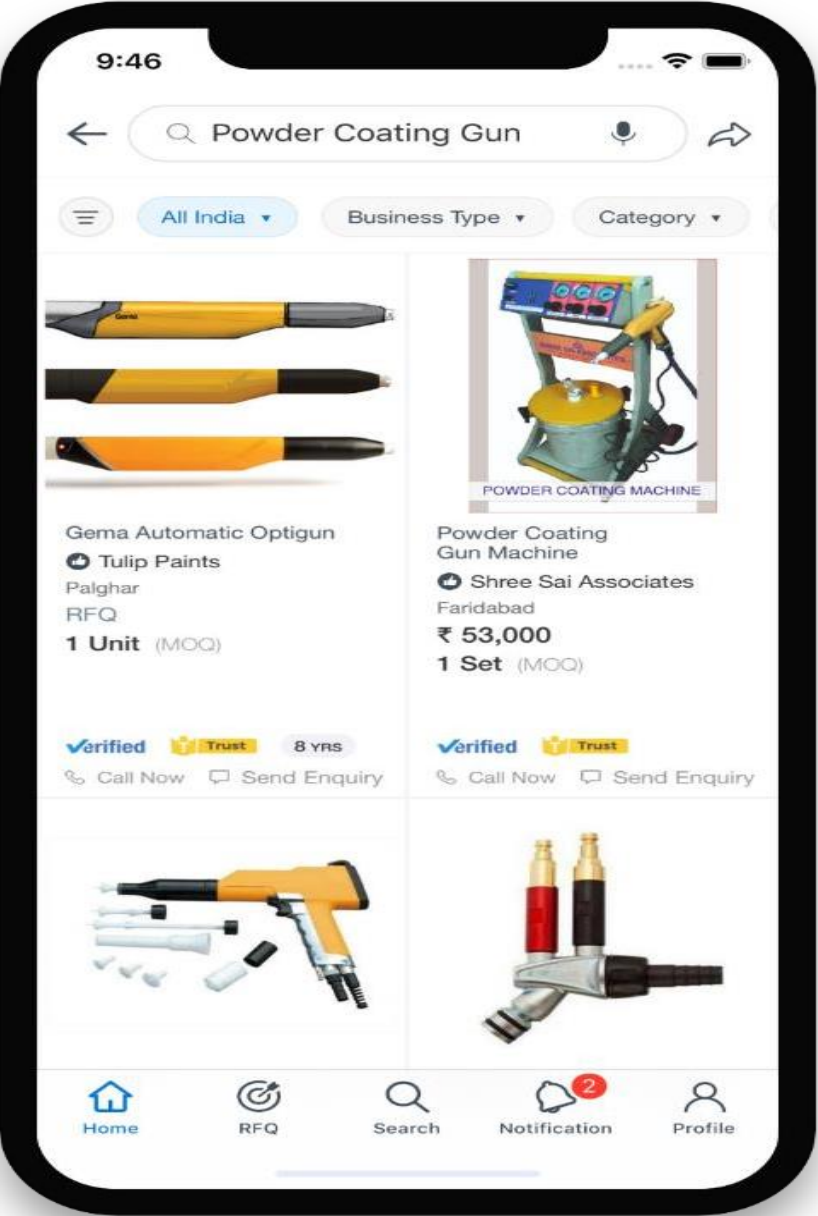


Movies Online



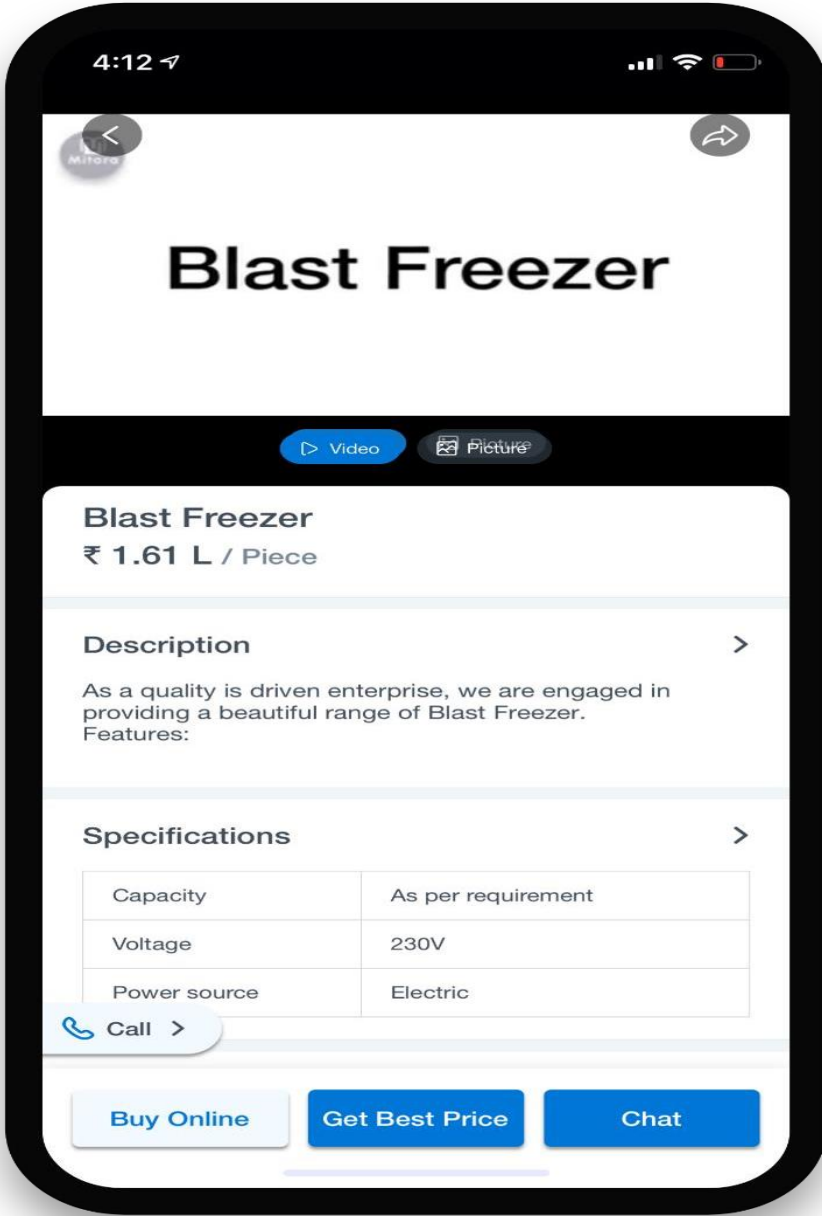
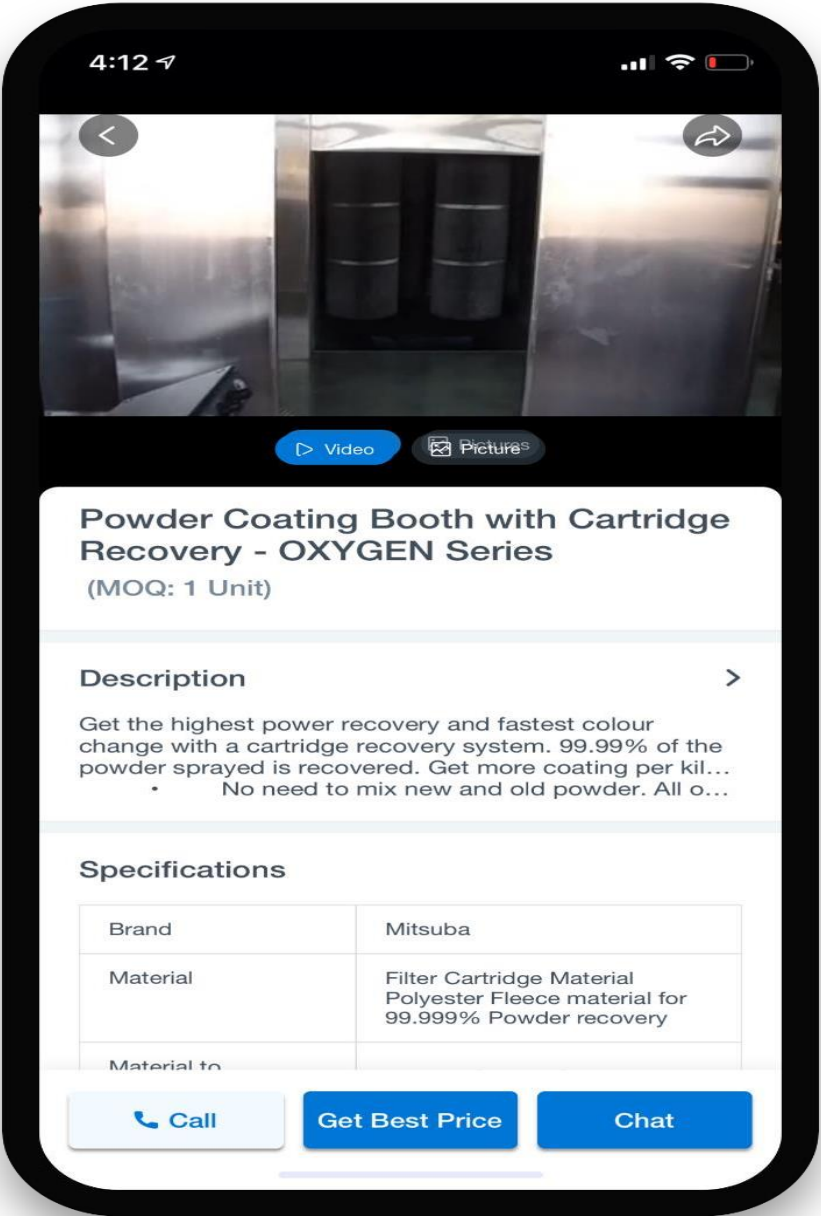
# New Initiatives

# JD Mart – Exclusive B2B Platform, a New Wholesale Experience

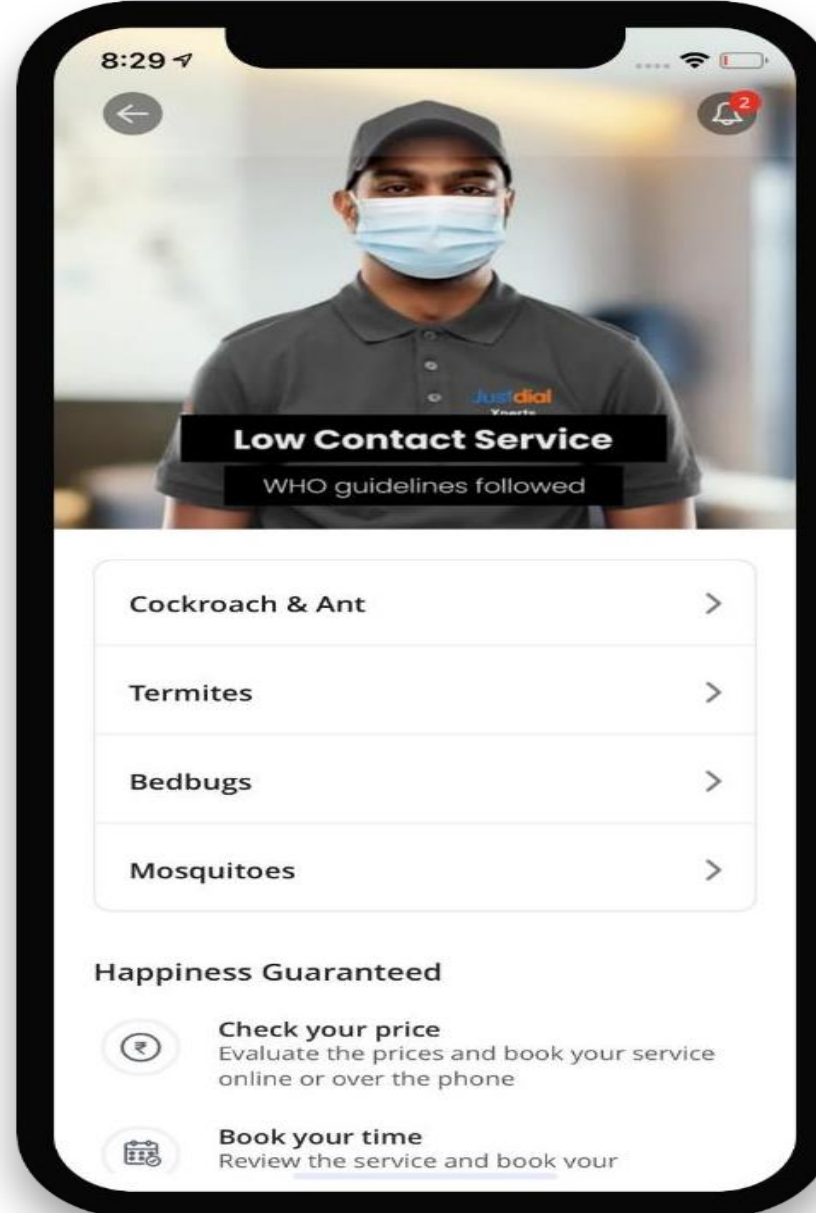
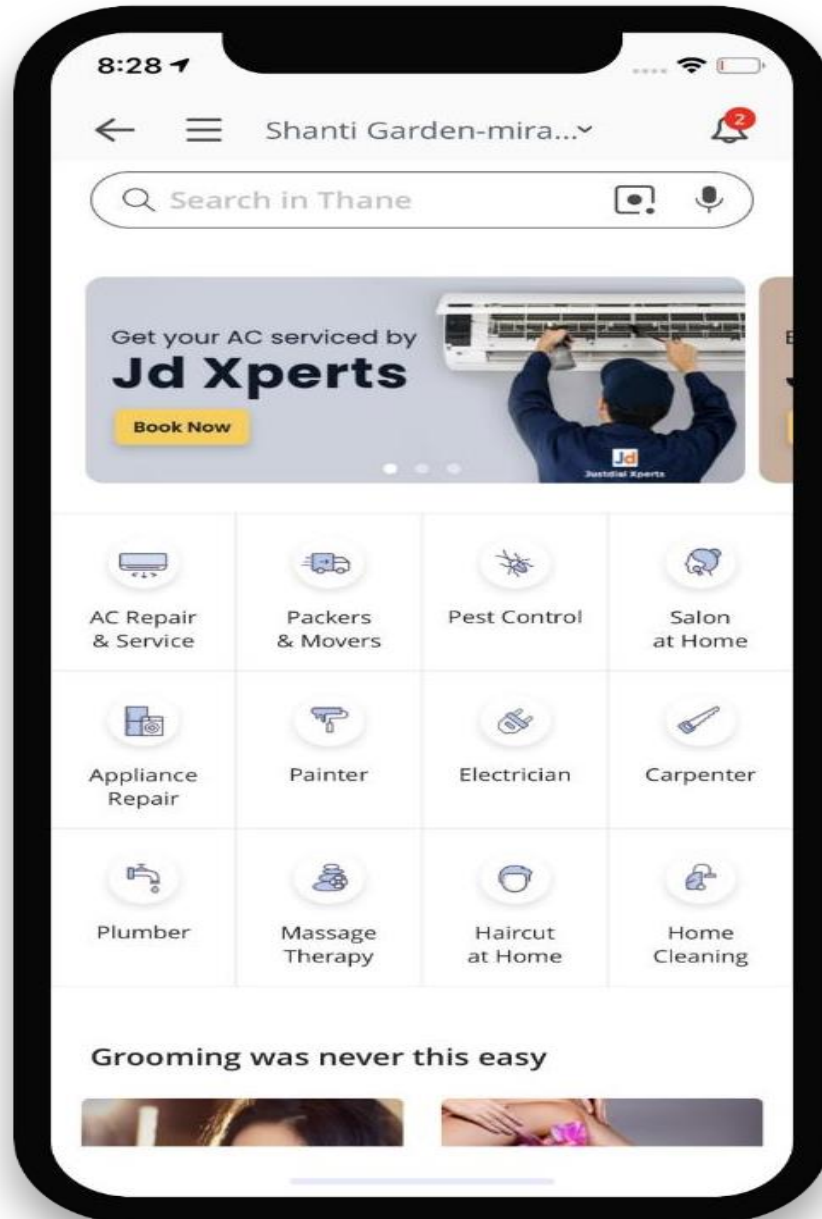




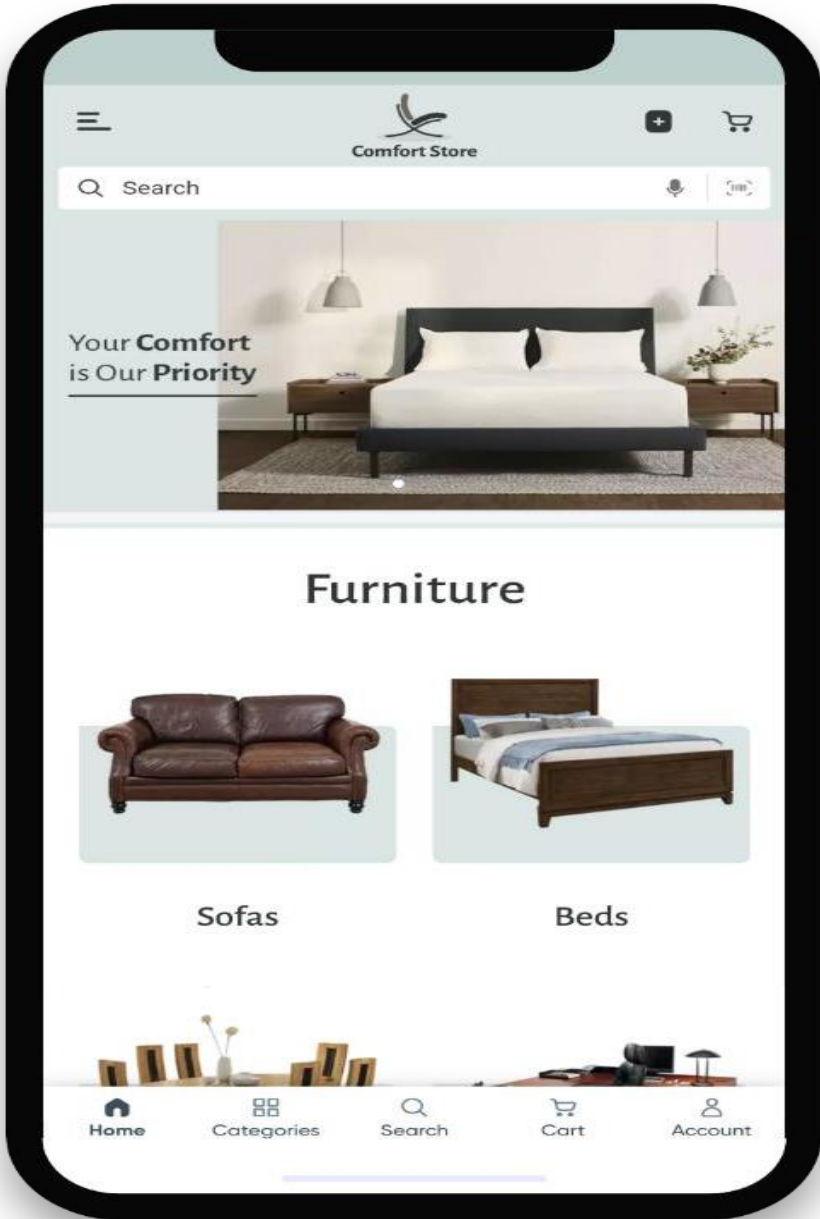
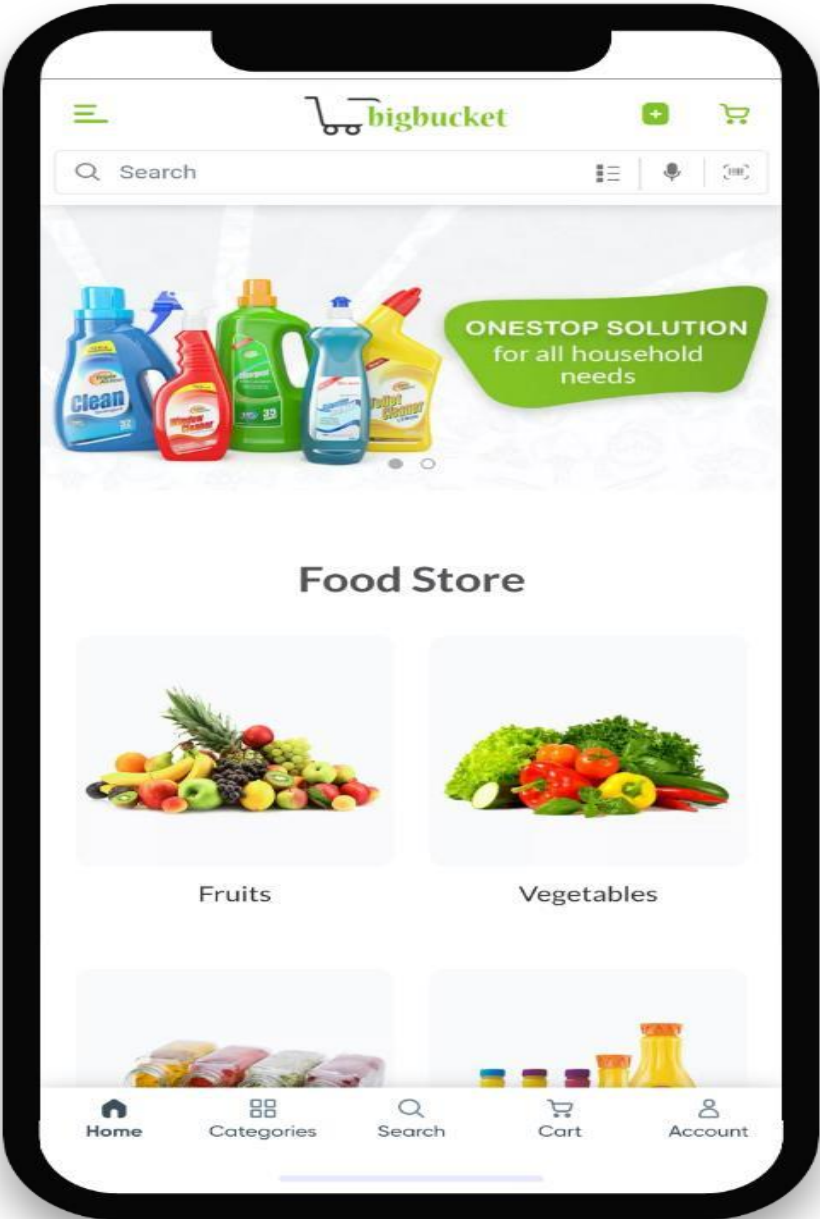
# JD Mart – Exclusive B2B Platform, a New Wholesale Experience

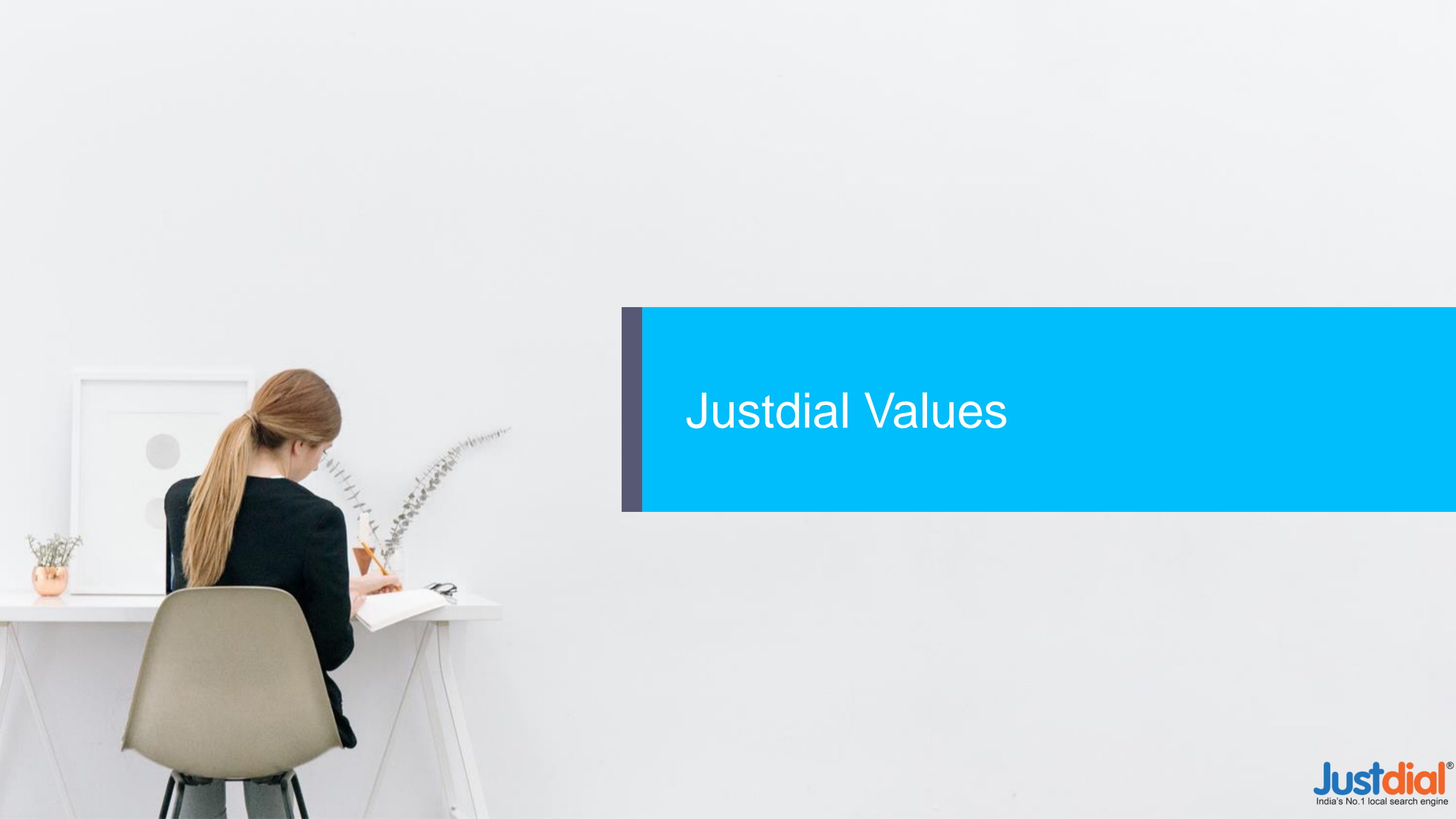


# JD XPERTS – ONE STOP SOLUTION FOR ON-DEMAND SERVICES



# JD Omni – Cloud-Hosted Solution for Digitalizing Businesses





# Justdial Values



# Justdial Values (PREFIR)

## PASSION

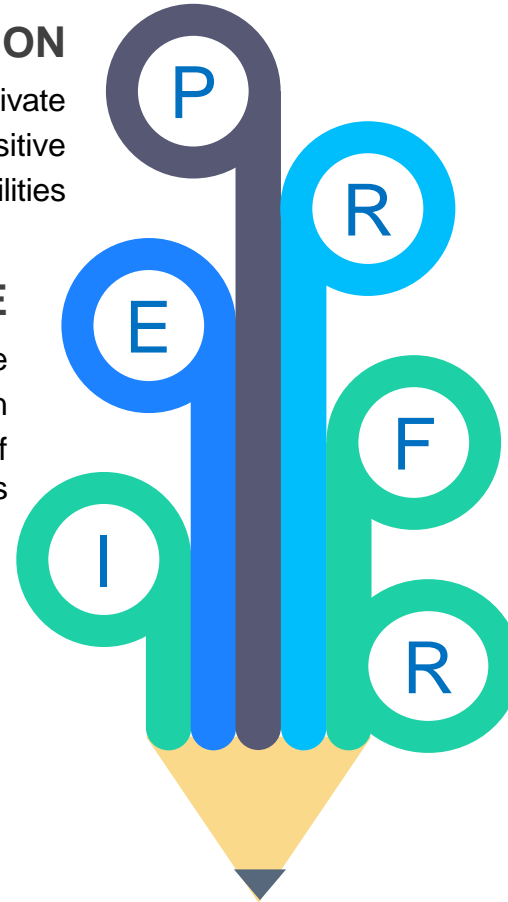
Take pride in the organization | Display drive | Inspire and motivate others | Have an intrinsic desire to learn | Work with a positive attitude | Be optimistic and leverage possibilities

## EXCELLENCE

Attract, hire, develop and retain the best talent | Continuously raise the standards | Pursue continuous improvements in processes/performance | Appreciate & value the contribution of your Associates

## INTEGRITY

Demonstrate commitment to integrity and ethics | Be ethical and honest | Adhere to moral compass | Commit yourselves to do 'right things' always



## RESPONSIVENESS

Make timely and well informed decisions | Be professional in your interactions | Have an understanding and respect for others

## FAIRNESS

Act without bias | Be transparent and ensure fairness | Ensure equality | Promote equity amidst your teams, peers and all associations

## RESPECT

Treat each Associate with dignity and respect | Communication is a two-way process thus communicate directly and openly | Cooperate and openly share knowledge and information | Seek and provide honest feedback | Practice constructive feedback for continuous improvement

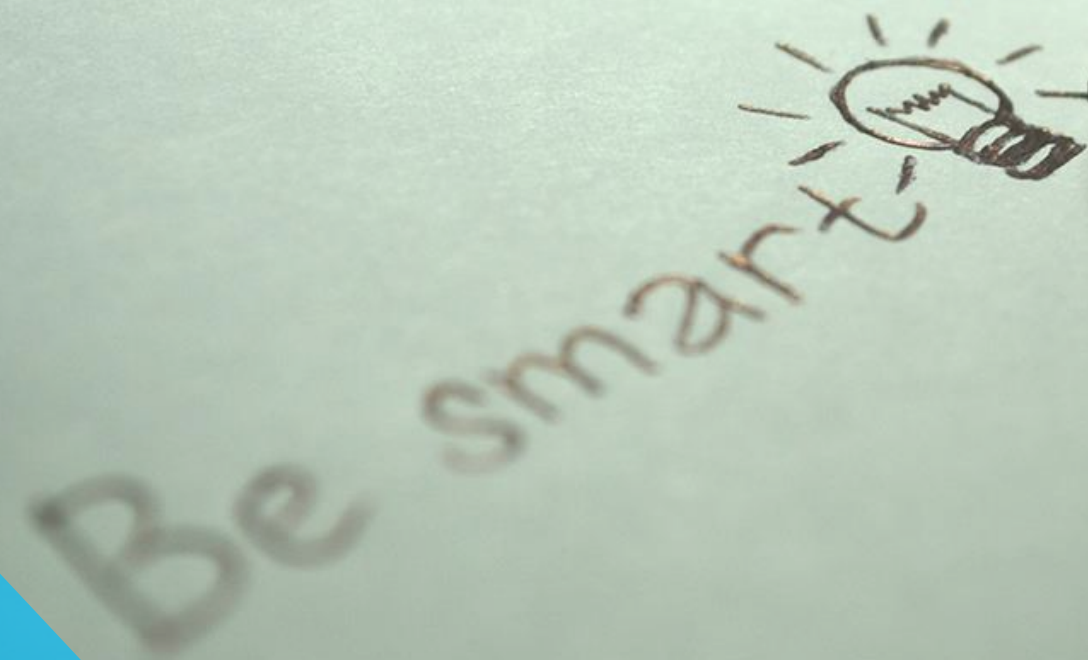
# #

*To provide fast,  
free, reliable and  
comprehensive  
information to our  
users, connecting  
buyers to sellers  
anytime, anywhere*

Justdial  
MISSION

# #

*To create long  
term shareholder  
value by  
enhancing its  
position as a  
leading local  
search service*



## Justdial VISION



# Just Dial's Business Model



# Justdial Business Model



## Reaching Out

Reaching out to more MSME's across diverse business categories and getting them listed in our system for free.

## Explaining Benefits

Post listing, we assist them in understanding benefits of Paid Listing and how it could grow their business.

## Revenue Source

Paid Listings are the main source of revenue. It comes from advertisers who take various premium and non-premium packages.

Advertisers pay fixed monthly or annual fees to run search-led advertising campaigns

## Add-On Products

Add-on products such as website banner, own website, JD Pay, JD RR, is available.



# Visionaries that built Just Dial

# Meet Our Founder



**V Krishnan**

He has been associated with the Company since its incorporation and has approximately 27 years of experience, working in the field of strategic planning and execution.

**Co-Founder & Director**



**VSS Mani**

A visionary and an experienced management professional, he has over 32 years of experience in the field of media and local search services.

**Founder and CEO**



**Ramani Iyer**

He had been associated with the Company since its incorporation and has approximately 27 years of experience, working in the field of strategic planning and execution.

**Co-Founder**



# Just Dial's Key Functions

# Just Dial's Key Functions

## Software and Product

Responsible for software development/ maintenance inline with the products being offered to the users

## Sales

Sales in Just Dial is done through multiple models. The main aim of the Sales department is to maximizing the paid listings thus generating revenue.

## Marketing

User Awareness, SEM, TVC, Promotion, PR, & Corporate Communication

## Customer Service

Responsible for providing customer support to all the customer queries and grievances raised by those who have paid listings with Justdial.

## Database

Responsible for data seeking, data collation and data integrity within Justdial.

## Voice

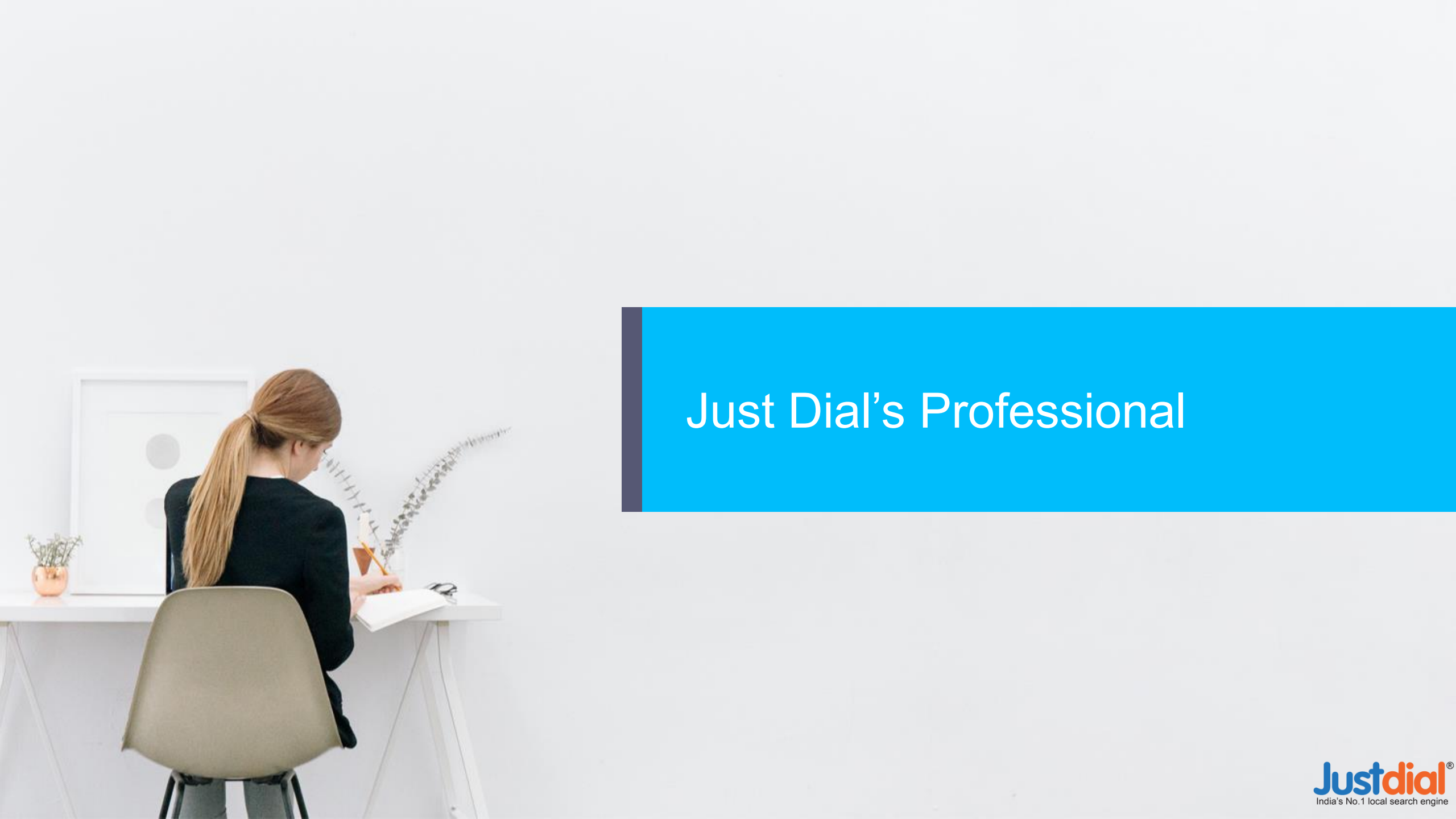
Manages the operations for promptly responding to inbound calls made by users of the Justdial services.

## Support Function

Sales Support, IT & Telecom / Human Resources/Finance & Accounts/ Administration.











# Just Dial's Professional

# Work Hours & Week Off

In House Employees	In House Employees	In House Employees	On Field Employees
			
<b>Telemarketing IRO</b>	<b>Technology</b>	<b>Database Customer Support &amp; Other Support Functions</b>	<b>CIC / JDA BDE / ME</b>
5 days a week 9 hours daily	5 days a week 180 Hours a month	5 days a week 9 hours daily	6 days a week 8 hours daily
2 Days Week Off	2 Days Week Off	2 Days Week Off	1 Day Week Off

\* Week off's are subject to departments and its functions. It may vary basis business requirements, either standard / split offs.

**For detailed policy:-** Either log in to **myJD app / SSO** and go through policy and procedures section.

# Attendance

## Key Guidelines :

- 5 minutes grace from your shift timing allowed
- Being late continuously will result in leave deduction
- Leaving 2 hours early or coming 2 hours late will be marked as Short Leave
- More than 2 short leaves per month will result in deduction of 0.5 day leave and so on. **(Read – Late Mark Rule Policy)**

Read more about attendance policy:

**For detailed policy:-** Either log in to **myJD app / SSO** and go through policy and procedures section.

## In House Employees



Biometric attendance. Mandatory Punch in/ Punch out everyday

## Point System (BDE)



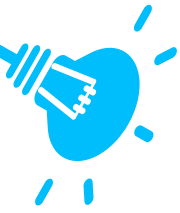
Works on a Point System based on appointments or cold call entries made in Genio

## Point System (JDA/CIC )



Works on a Point System based on Sales or entries made in Genio

# Leaves



## Privilege Leave (PL)

12 days PL /Year, for 5 Day working

18 days PL /Year, for 6 Day working

## Compensatory Off (CO)

Associates who work on an extra day / a week off / company designated holiday qualifies for an extra day off

## Sick Leave (SL) - Casual Leave (CL)

6 days of SL + 6 Days of CL in a year

( If SL is beyond 2 days, medical certificate needs to be submitted)

## Bereavement Leave (BL)

3 Days of Bereavement Leave (paid).

(It is applicable only in case of loss in family or loss of dependents. It is an one time leave, cannot be availed in parts)

## Adoption Leave (AL)

5 Days for Male employees & for female employees if the Age of child is 0 to 6 months – Max 12 weeks & if age of child 6 months and above then - 10 consecutive days.

## Maternity Leave (ML)

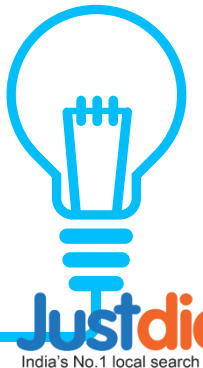
Employee is allowed Maternity leave for 8 Weeks (56days) before expected Date of Delivery and 18 Weeks (126 days) Post Delivery

## Paternity Leave (PL)

Employees can avail Paternity leave for 3 Continuous Days on the day of child birth / after child birth, but within 30 days from the date of delivery of the baby. Paternity Leave is applicable for only first 2 children

Leave Benefits

Any kind of leaves cannot be encashed, nor used against notice period.





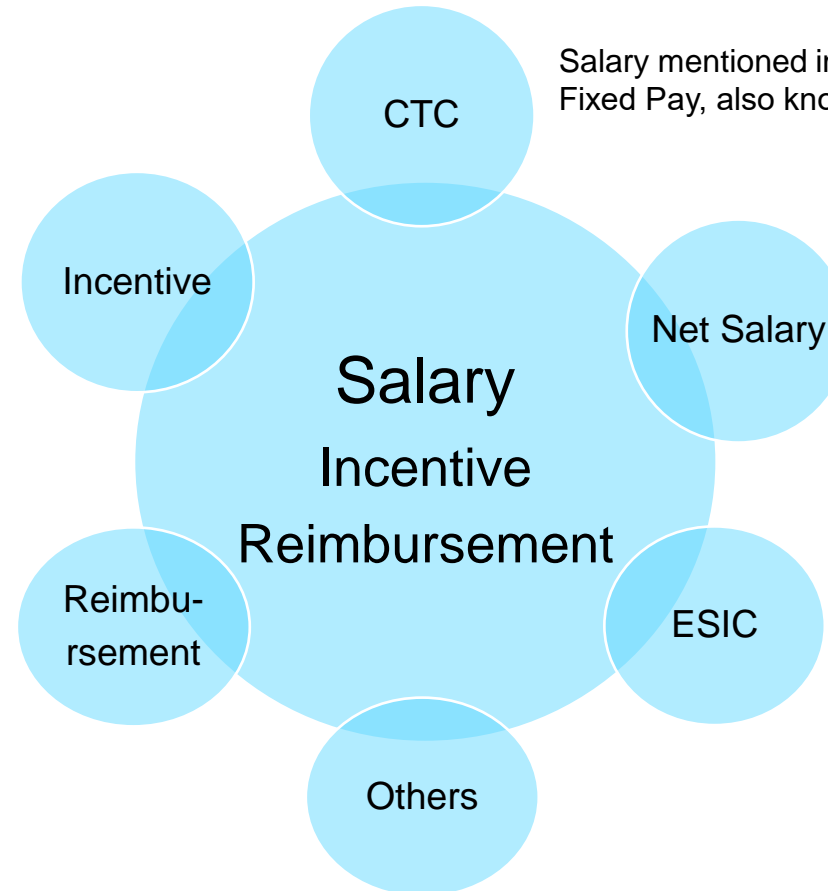
# Salary & Benefits



# Salary | Incentive | Reimbursement

Wherever **Incentives / Variable Pay** applicable for employees as in their appointment terms **or** nature of Job, such amounts are payable subject to Individual's performance & company's performance during Payout period.

Food coupons, mobile **reimbursements** or any other reimbursements which are applicable to those who either opt for them or are otherwise eligible – are all included as **part of CTC**.



Salary mentioned in the **Offer letter / Appointment Letter** is the Fixed Pay, also known as the '**Cost to Company**' (**CTC**)

**Net Salary** = (Gross **Earnings** + Statutory Bonus) – (Employee **ESIC contribution** ( if applicable) – Employee **PF contribution** ( if applicable) – Tax ( if applicable) – Any other authorised recoveries / deductions.

**Gross Salary <21k** will come under ESIC coverage  
**Basic Salary <15k** will be covered under PF for which both **Employee & Employer contribution** gets deducted from individual's monthly Salary.

Salary would be credited to your Axis Bank account by the **7th of every month**  
**Salary Slips** can be downloaded from MyJD app anytime  
**Detailing of deductions** are made available in Payslip



# Salary Structure

Annexure - Just Dial Ltd. Compensation Structure		
Employee Name		
Department		
Section		
Grade		
Designation		
Effective Date		
Fixed CTC		
Pay Structure	Monthly	Annual
<b>Fixed Components</b>		
Basic		
House Rent Allowance (HRA)		
Field Allowance		
Customer Handling Allowance		
<b>Salary (C1)</b>		
<b>Statutory Components</b>		
Employer PF Contribution		
Employer ESIC Contribution		
<b>Benefits (C2)</b>		
<b>Reimbursements</b>		
Sodexo		
Conveyance Reimbursement		
Fuel Reimbursement		
<b>Reimbursements (C3)</b>		
<b>Statutory Bonus</b>		
<b>CTC (Total C1+C2+C3 + Statutory Bonus) (a)</b>		
<b>Deductions</b>		
Employee PF Contribution		
Employee ESIC Contribution		
<b>Total Deductions (b)</b>		
<b>Net Take Home {a – b – C2}</b>		
<b>Total CTC</b>		

\*\*Salary components are department specific, it may vary dept. to dept., applicable allowances only reflects in your salary structure / Payslip.

# Payslip Structure

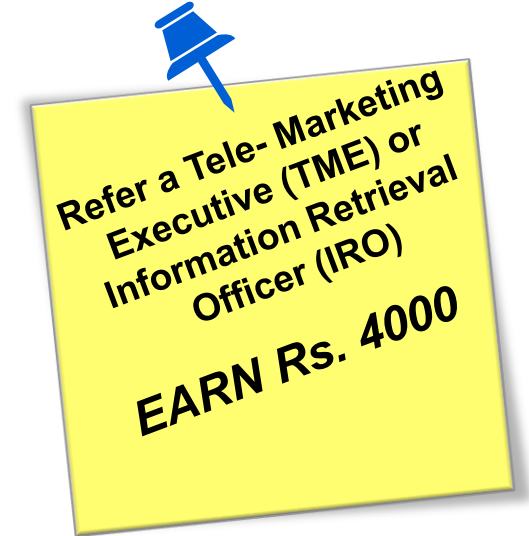
Salary Slip for the Month - XXX 20XX			
Employee Name		Department	
Employee Code		Designation	
D.O.J		Grade	
Location		Monthly CTC	
Bank a/c No.		AADHAR No.	
PAN No.		Net Days Payable	
PF No.		LOP Days	
ESIC No.		PF Employer Contribution (Rs.)	
UAN No.		ESIC Employer Contribution (Rs.)	
Earnings	Amt. (INR)	Deductions	Amt. (INR)
Basic Salary		PF Employee Contribution	
House Rent Allowance		ESIC Employee Contribution	
Conveyance Allowance		Labour Welfare Fund	
Attire Allowance		Professional Tax	
City Compensatory Allowance		Income Tax	
Data Handling Allowance		Mobile Phone Deductions	
Technical Support Allowance		Loans and Advances	
Material Handling Allowance		Miscellaneous Deductions	
Customer Handling Allowance			
Uniform Allowance			
Shift Allowance			
Outdoor Allowance			
Field Allowance			
Supervisor Allowance			
Special Allowance			
OT / Night Shift Allowance			
Arrears			
<b>Gross Earnings (1)</b>			
<b>Other Earnings</b>			
Statutory Bonus			
<b>Other Earnings (2)</b>			
<b>Total Earnings (A) = (1+2)</b>		<b>Total Deductions (B)</b>	
		<b>Total Net Payable (A - B)</b>	

## Important note:

- \* This is a system generated Payslip and hence company seal or signature not required.
- \* Your Monthly Earnings, PF, ESIC Contribution & Deductions would vary month on month depending on no. of days of attendance registered.
- \* Your Salary Credit will be "Put on Hold" if you either on Long Leave / Abscond / Pending creation of UAN.



# Buddy Referral Program and Benefits



## Who can refer?

*Any employee can refer but the payments are processed basis the Grades the BR Schemes are applicable for*

## How to refer?

*Go to MyJd App – Click Miscellaneous – Click Buddy Referral – Click Refer Your Buddy – Fill Details and Submit*

## Whom you can refer?

*Friends, Relatives, people you know well who is looking for Job.*

## How to check referral status?

*Go to MyJd App – Click Miscellaneous – Click Buddy Referral – Click Referral Status & Confirmation*





# Medical & Insurance Coverage

# Medical & Accidental Insurance



## Medical Insurance – 2021-22

Category	Coverage ( in INR)
Junior Mgmt. (Staff / Executive/Sr. Executive/AM/ DM)	75,000
Middle Mgmt. (Mgr./Sr. Mgr./AGM)	2,00,000
Senior Mgmt. (GM/AVP/VP/SVP)	4,00,000
Directors	5,00,000

- To aid medical expenses related to hospitalization due to illness, disease or injury for self, spouse and children.
- Cashless Hospitalization, Pre and Post Hospitalization coverage are benefits associated.
- Insurance Broker – Emedlife Insurance Brokers

**For detailed policy:-** Either log in to **myJD app / SSO** and go through policy and procedures section.

## Accident Insurance – 2021-22

- ✓ Personal Accident Coverage benefit is to aid medical expenses due to accident **or** in event of death of an employee.
  - ✓ It is applicable to all the employees of Just Dial and covers total / partial disablement / death due to accident.
  - ✓ **Field based employees will be covered to an extent of 10 times of their Annual Earnings, & non-field based employees will be covered to an extent of 5 times of their Annual Earnings, or minimum of Rs. 15 lakhs whichever is higher,** restricting maximum cover at 5 Cr.
- Insurance Broker – Alliance Insurance Brokers



# Insurer & TPA Contacts

- ❑ **Insurance Partner** – The New Assurance Co Ltd
- ❑ **Third Party Administrator** (TPA) - Health India Assurance TPA Pvt. Ltd.
- ❑ **Insurance Broker** – EMEDLIFE | **TPA Website** - <https://www.healthindiatpa.com>

## *How to Login to TPA website*

- ❖ Go to <https://www.healthindiatpa.com>
- ❖ Click TPA Login Icon (top right corner)
- ❖ Select Corporate Employee
- ❖ Enter Login details and click login

### Login Details:

- ❖ Username: **Employee Id@JUSTDL**
- ❖ Password: JUSTDL

**For detailed policy:-** Either log in to **myJD app / SSO** and go through policy and procedures section.



Jd Cares

# Jd Cares – Employee Online Helpdesk

Have a  
query? Drop it  
in E-Care

Jd has made it easy for you to submit your  
queries, concerns and feedback online

## E-Care Tool

- Login to SSO
- Click E-Care Icon
- Select area of concern
- Submit your Query related to either **HR / Accounts etc.**

Have a query / feedback?

Let us know, on the go.

## Employee Feedback on MyJd

myJD

Employee Feedback

Feedback Type

Select Feedback Type

Feedback / Suggestion

HR & Accounts Related (Query's & Concern)

Sexual Harassment Related

Escalations / Serious Concern

Others / Miscellaneous Concern

SUBMIT

# Prevention Of Sexual Harassment (POSH)

Just Dial is committed in providing safe, supportive and positive work environment to all employees and prohibits any form of sexual harassment.

**Sexual Harassment** is defined as “any unwelcome, sexually determined – physical, verbal or non-verbal conduct exhibited at work place, as well the extended work places”. Such act or behaviour is non-tolerable and hence company laid down guidelines and procedures under POSH policy.

The **POSH** policy elaborates on the following aspects of behavior (including but not limited to) which are prohibited at work place:

- Unwanted touching or physical contact
- Unwelcome sexual advances
- Demand or request for sexual favors
- Sexually cultured remarks
- Pornography
- Harassing conduct directed towards individual or group
- Requesting sexual favors to influence employment or growth.
- Any other unwelcome physical, verbal or non-verbal conduct of a sexual nature.

Complaints related to sexual harassment needs to be directed to ICC (Internal Complaints Committee) . Each branch has a dedicated ICC committee (please see the table below).

Aggrieved individuals can either Log in myJD app → Miscellaneous → POSH section → Report POSH OR write a mail to [posh.policy@Justdial.com](mailto:posh.policy@Justdial.com) OR reach out to any ICC members.

## To Know More about POSH:

Please Log in to my JD app → Miscellaneous → POSH Section → Know Posh / POSH Policy.

**Note:** Before reporting POSH, please ensure you / victim tell the harasser to STOP his/her behavior.



Internal Complaints Committee (ICC) - Mumbai

Name	Mobile / Contact No.	Gender	Role
Ms. Lalitha. R	9949601629	Female	Presiding Officer
Mr. Ajay Mohan	9321326909	Male	Member
Ms. Ami Khan	9920239629	Female	Member
Ms. Shilpaja Kondalkar	9029146803	Female	Independent Member

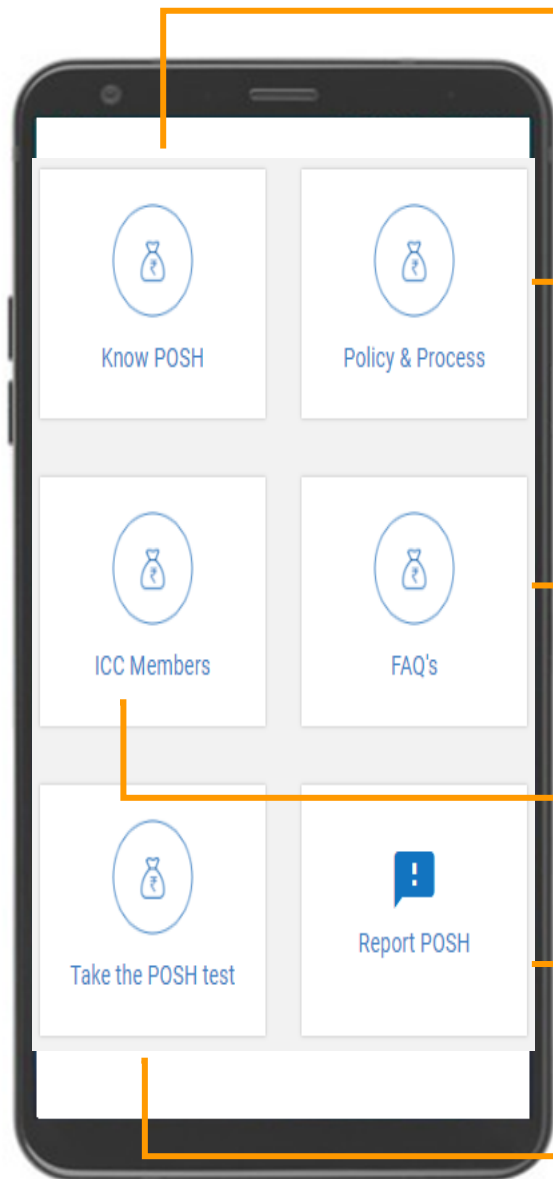
**sexual  
harassment**

**in the workplace**

UNDERSTAND PREVENT RESPOND



# POSH in MyJd app



You can watch a video about POSH to learn and be aware of

You can read the POSH Policy in detail

Questions that you may have related to POSH will be answered here

You can view the Internal Complaints Committee Member details

If you would want to REPORT a complaint, please post here

To assess your knowledge on POSH, please take this test



# Whistle Blower policy

- A whistleblower as defined by this policy is an employee of Justdial who reports an activity that he/she considers to be illegal or dishonest to one or more of the parties specified in this Policy.
- Whistleblower can report in any of the mentioned areas like Misappropriation of company assets or resources, Conflict of interest, Inappropriate sharing of confidential information, Financial fraud of any nature, Inaccurate financial reporting, Bribery & Corruption, Insider trading including instances of leak or suspected leak of Unpublished Price Sensitive Information.
- If an employee has knowledge of or a concern of illegal or dishonest fraudulent activity, the employee is to contact his/her immediate supervisor or the Chief People Officer or write to CXO@justdial.com.
- The employee must exercise sound judgment to avoid baseless allegations. An employee who intentionally files a false report of wrongdoing will be subject to discipline up to and including termination.





## myJD – JD's Digital Era!

# myJD – JD's Digital Era!

## myJd App Access

Employee Id

Password (same as SSO)

Finger Print Recognition

## myJd App Usage

- ✓ Leave & Attendance – Apply and Track
- ✓ Regularize your Attendance – Punch IN and OUT
- ✓ Refer your Buddy
- ✓ Track your leave history, leave credits and balance
- ✓ View Pay slip
- ✓ Medical Insurance Nominations, Claims, view status
- ✓ Track your Confirmation, Goals & Performance
- ✓ Provide feedback, suggestions, concerns.
- ✓ Raise Separation
- ✓ Get Notified about Surveys, HR and Corporate Communications.

## SSO Access

Employee Id

Password  
(Generated on first login)

## SSO Usage

Tax Declaration

E-Query

Update of Personal Info



***HR takes through live demo of myJD app and its features!***



... *Wish you a great career ahead*

**Justdial**<sup>®</sup>  
India's No.1 local search engine