

# Info Edge (India) Ltd.

## India's Online Classified Company

Helping People & Businesses Meet

# Safe harbor

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Statements contained in this presentation concerning our growth prospects may constitute forward-looking statements. The Company believes that its expectations are reasonable and are based on reasonable assumptions. However, such forward looking statements by their nature involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, intense competition in the businesses we operate in including those factors which may affect our cost advantage, wage increases, our ability to attract and retain highly skilled professionals, client concentration, disruptions in telecommunication networks, disruptive technology, liability for damages on any of our contracts/ subscriptions, withdrawal of governmental fiscal incentives, political instability, unauthorized use of our intellectual property and general economic conditions affecting our industry. The Company does not undertake to update any forward-looking statement that may be made from time to time by or on behalf of the company.

The equity shares of the Company are regulated by the laws of India. Please refer to the applicable laws of your jurisdictions before dealing in equity shares of the Company.

“The equity shares of the Company have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the “Securities Act”) or with any securities regulatory authority of any state or other jurisdiction of the United States and may not be offered, sold, pledged or otherwise transferred except (1) in accordance with Rule 144A under the Securities Act to a person that the holder and any person acting on its behalf reasonably believes is a Qualified Institutional Buyer within the meaning of Rule 144A purchasing for its own account or for the account of a Qualified Institutional Buyer in a transaction meeting the requirements of Rule 144A, (2) in an offshore transaction in accordance with Rule 903 or Rule 904 of regulations under the Securities Act, (3) pursuant to an exemption from registration under the Securities Act provided by Rule 144 thereunder (if available) or (4) pursuant to an effective registration statement under the Securities Act, in each case in accordance with any applicable securities laws of the states of the United States. No representation can be made as to the availability of the exemption provided by Rule 144 under the Securities Act for re-sales of these equity shares.”

All financial figures mentioned are as on September 30, 2011 or for the quarter ended September 30, 2011 unless indicated otherwise

Q2 FY12 means the period July 1, 2011 to September 30, 2011

FY12 or FY 11-12 or FY 2012 means the Financial Year starting April 1, 2011 and ending March 31, 2012

INR M means Indian Rupees in million

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“Helping Businesses and People Meet”

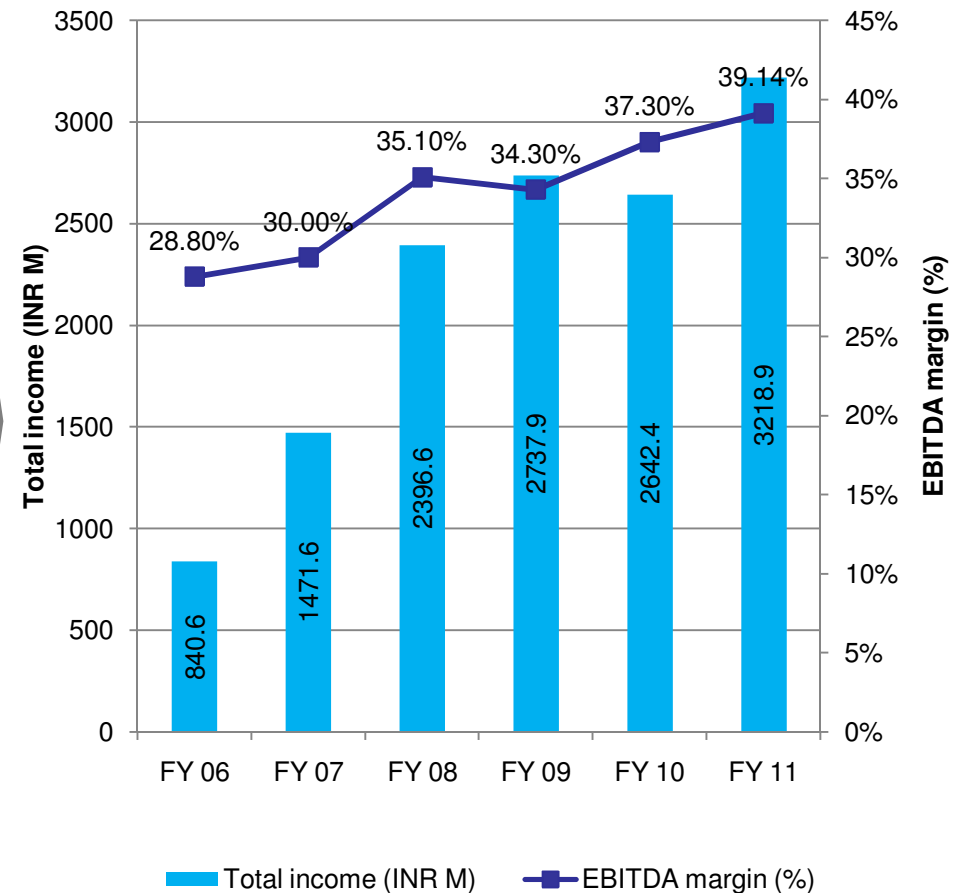
India’s premier on-line  
classifieds company in  
recruitment, matrimony, real estate and  
education

# Strong performance track record

## Highlights

- An online classifieds company with
  - Strong brands
  - Experienced management team
- Rapid growth historically
  - Revenue CAGR of 31% over FY06-11
  - INR 3.22 billion revenue in FY2011
- ~ INR 40 billion market capitalization
- Strong cash flow generation
  - Cash & liquid assets INR 4.5 billion
  - Negative working capital
- Diversified business portfolio
  - Share of revenues from verticals other than recruitment has grown from 5% in FY06 to 17% in FY11
  - Investing in start up ventures in the Indian internet space

Info Edge Revenue and EBITDA margin  
(2006 – 2011)



# Our brands

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 **naukrigulf.com**



**Firstnaukri.com**  
A jobsite for campus hiring!

**brijj.com**  
Bringing People

 **naukri.com**  
India's No. 1 Job Site

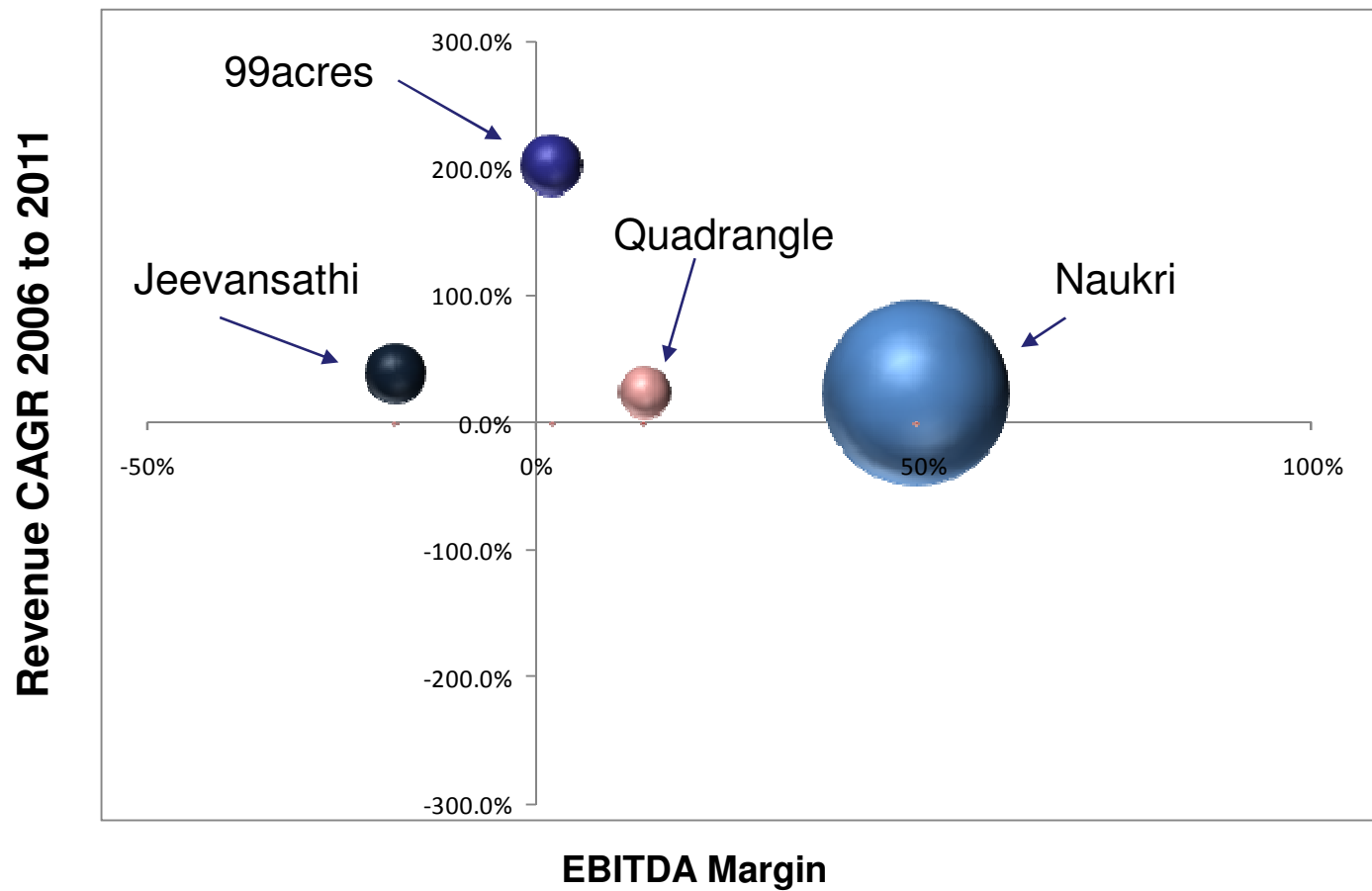
**Jeevasathi.com**  
We Match Better

**shiksha.com**

 **99acres.com**  
Buy, Rent, Sell

 **allcheckdeals.com**  
Property deals made Simple & Transparent

# Our portfolio



Note:- For FY06-FY11 the data for other brands has not been considered.

# Virtuous circle

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Example : Naukri.com

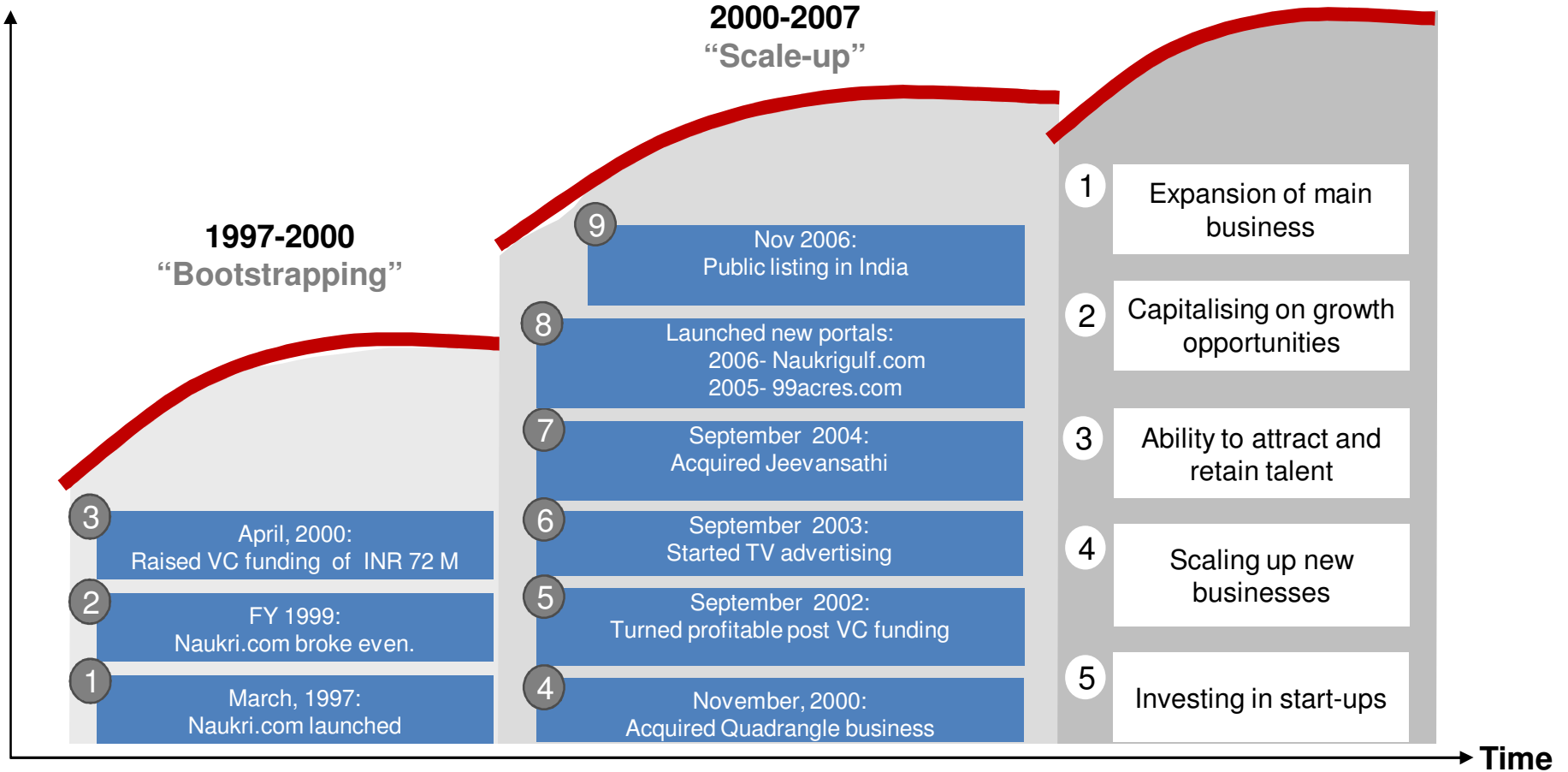


## Imperatives

- Hire and retain quality talent
- Product and technology innovation
- Superior sales and service execution
- Build the brand

# Milestones

Levels of Evolution





# Key drivers of success

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## Naukri

- Consolidate traffic share gained over the last 30 months
  - Garner higher market share as growth continues
  - Specific product innovations to combat the threat of Linked In and semantic search (Trovix) from Monster
  - Reap gains from sales team efficiencies – Restructuring, ERP, newer sales channels
  - Develop and leverage social media and mobile apps
  - Continue to invest in brand, sales team, customer service, tech product innovation, people
- 

## Jeevansathi

- Leverage the IP built over last 3 years through increased investment in brand building
  - Scale up business by increasing growth rate from current 10-15% in the next 3 – 5 years
  - Continued investment in analytics /algorithms
- 

## 99acres

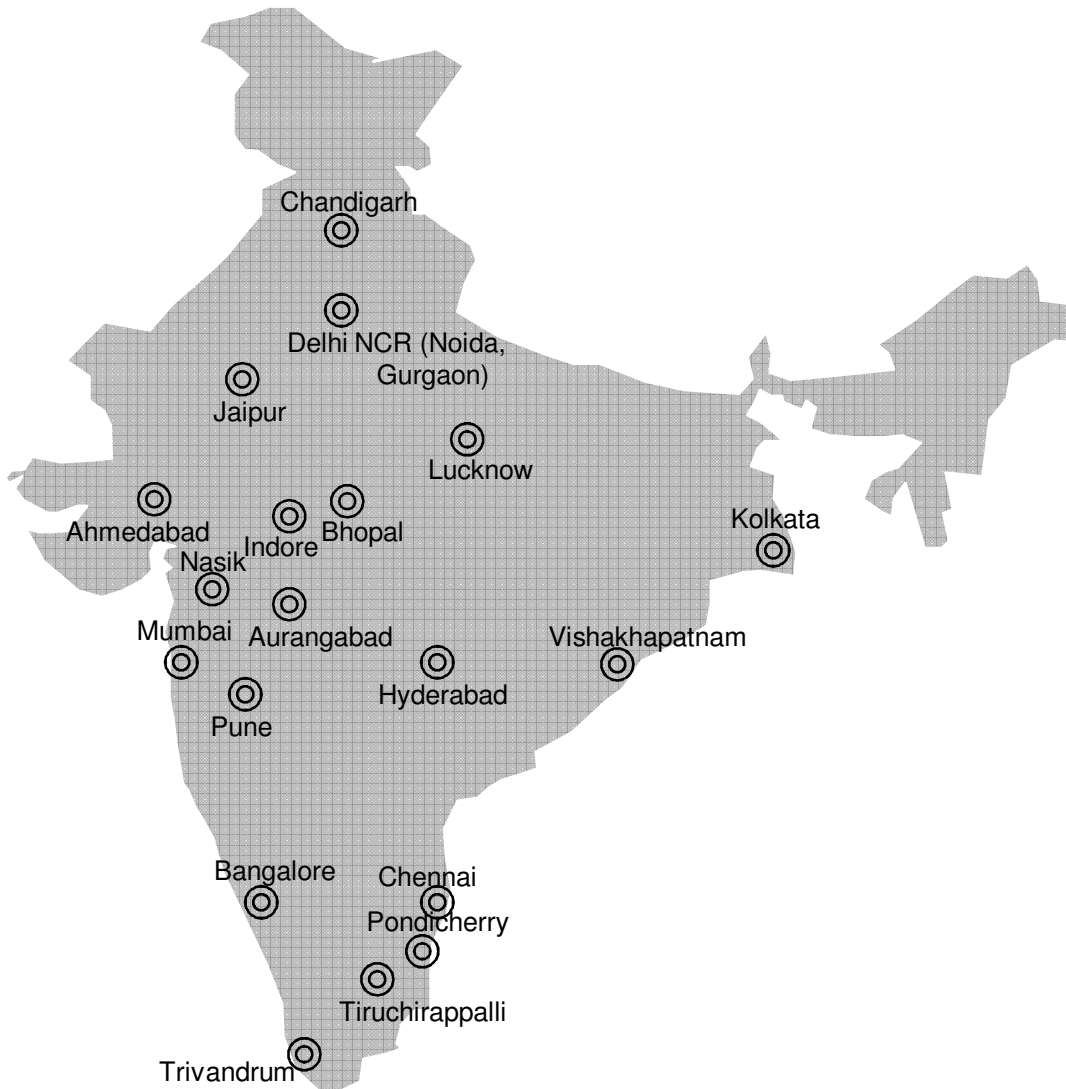
- Market witnessing growth – activity in most real estate clusters
  - Product innovation and evangelizing the space concept
  - Increase traffic share and monetize traffic share gains of last 2 years
  - Continue to improve the user experience
- 

## New brands

- Evangelize the value proposition of Shiksha & FirstNaukri
  - Naukrigulf- Ride the gradual recovery in the Middle East
  - Invest in potential big businesses for the future - Meritnation, Allcheckdeals, Policybazaar, Zomato, Mydala, 99labels
  - Actively explore more opportunities (startups, M&A)
  - Revamp Brijj.com
-

# Leveragable sales/customer interface infrastructure

## Info Edge Sales Offices illustrative map



### Key Observations

- ~ 1630 Sales/ client facing staff or 78% of the company's\* workforce
- Nation wide coverage through 51 company branch offices in 32 cities in India
- Only "dot com" player with this kind of sales organization
- Sales force efficiencies playing out ....










**Infrastructure being leveraged for growth**

\* Including allcheckdeals, a wholly owned subsidiary

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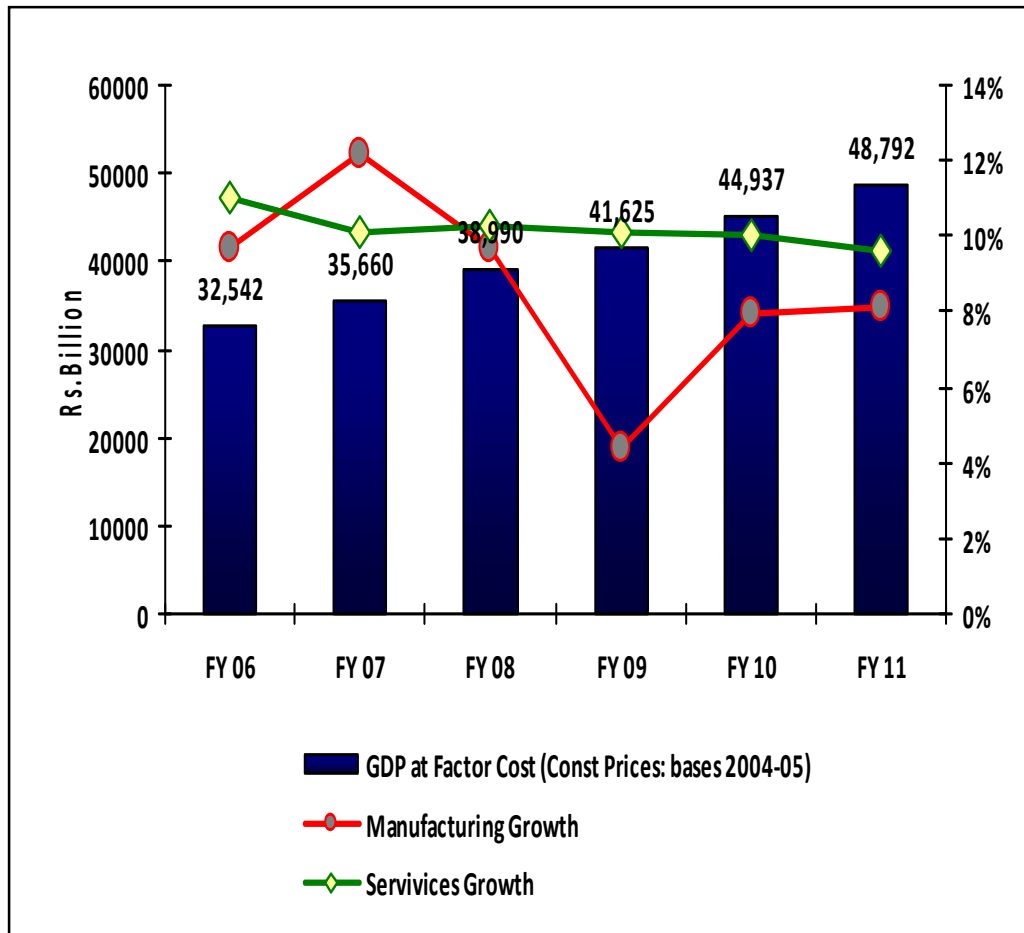
# Environment

# Environment overview

	Business cycle and Economic Environment	Demographics and GDP per capita	Internet penetration	Competition
 <b>naukri.com</b> India's No. 1 Job Site	✓		✓	✓
 <b>Quadrangle</b>	✓		✓	✓
 <b>naukri gulf.com</b>	✓			✓
 <b>brijj.com</b> BETA Bringing People			✓	✓
 <b>Firstnaukri.com</b> A jobsite for campus hiring!		✓	✓	✓
 <b>Jeevansathi.com</b> We Match Better		✓	✓	✓
 <b>99acres.com</b> Buy, Rent, Sell	✓		✓	✓
 <b>allcheckdeals.com</b> Property deals made Simple & Transparent	✓		✓	✓
 <b>shiksha.com</b>		✓	✓	✓

# Business cycle and economic environment

## India's GDP growth ~8%



## Highlights

- India had staged a recovery in 2010-11 post the meltdown of 2008-10.
- Indian recovery faster than rest of the world.
- India's GDP CAGR(%) of 6.2% from 1991-2008, in sharp contrast to the developed world
- Indian economy estimated to have clocked ~8.5% GDP growth in FY 10-11
- India estimated to be a \$4 trillion economy by 2019.
- Government planning to pump \$100 billion into infrastructure development, thereby creating a cascade of jobs
- Service sector growing fast helped by growth in IT services

# Demographics

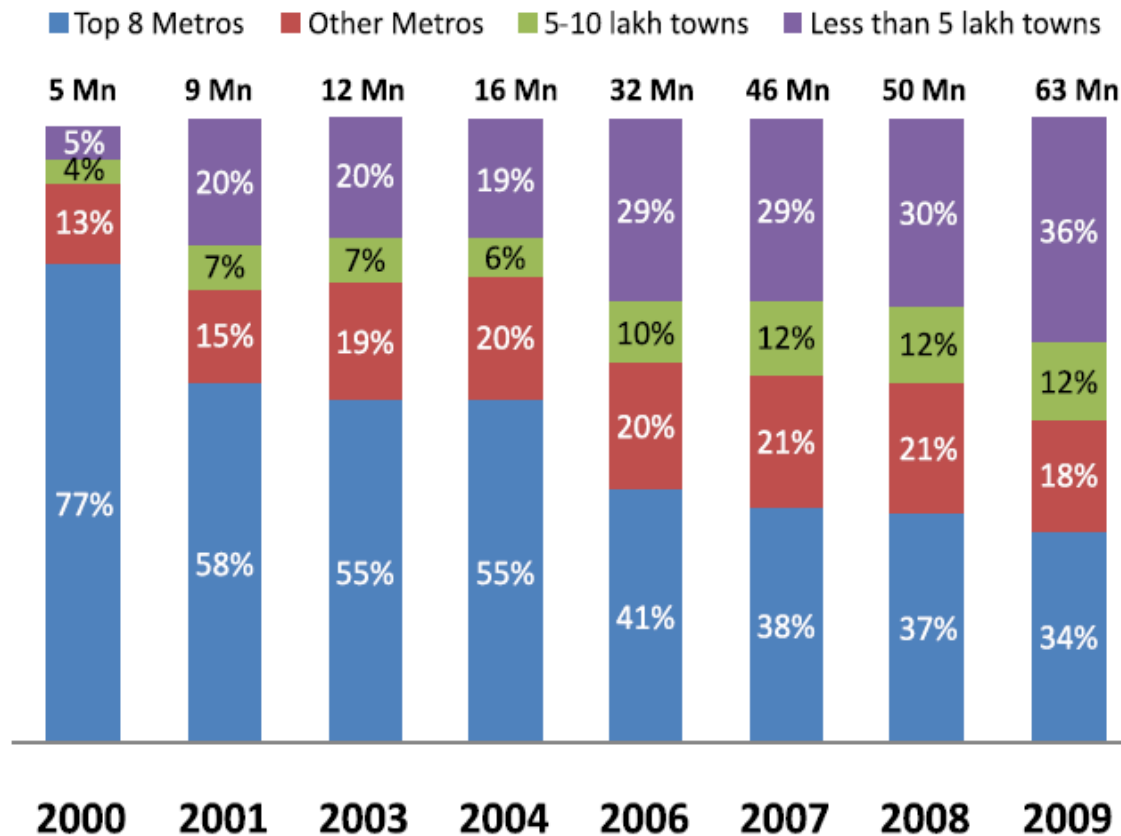


## Highlights

- India is among the world's youngest nations with a median age of 26 years.
- 65% of Indian population estimated to be below 35 years of age
- Youth population (15-35) of India is growing at a rapid rate
- According to the World Fact Book, India is projected to have 70% of its population in the working class category by 2030.
- India will see 70 million new entrants to its workforce over the next 5 years.

# Internet penetration (1/2)

Base: All India Internet Ever Users (Urban)  
(All figures in Million)

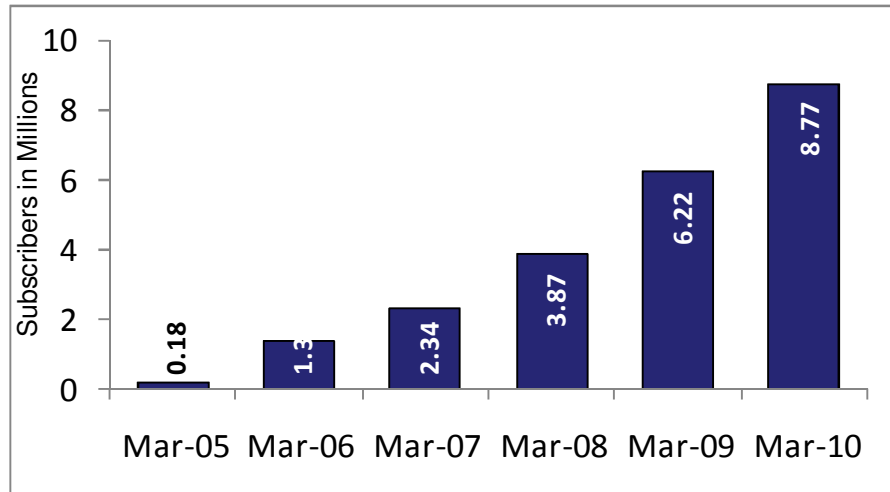


## Highlights

- From 5% in 2000 to 36% in 2009, internet has made an impact in lives of small towns.
- Given the continuous growth of internet users over the years, the smaller towns have overtaken Top 8 Metros in internet usage (indicates that internet has reached to rural masses in India).
- Government initiatives of e-kiosks and increasing number of cyber cafes has created interest among small town people.

## Internet penetration (2/2)

**Growth of broadband in India**



- India's Internet consumer profile mix is changing to broadband and heavier usage
- About 2.55 mn subscribers added in 2009-10 with growth rate of 40.99%

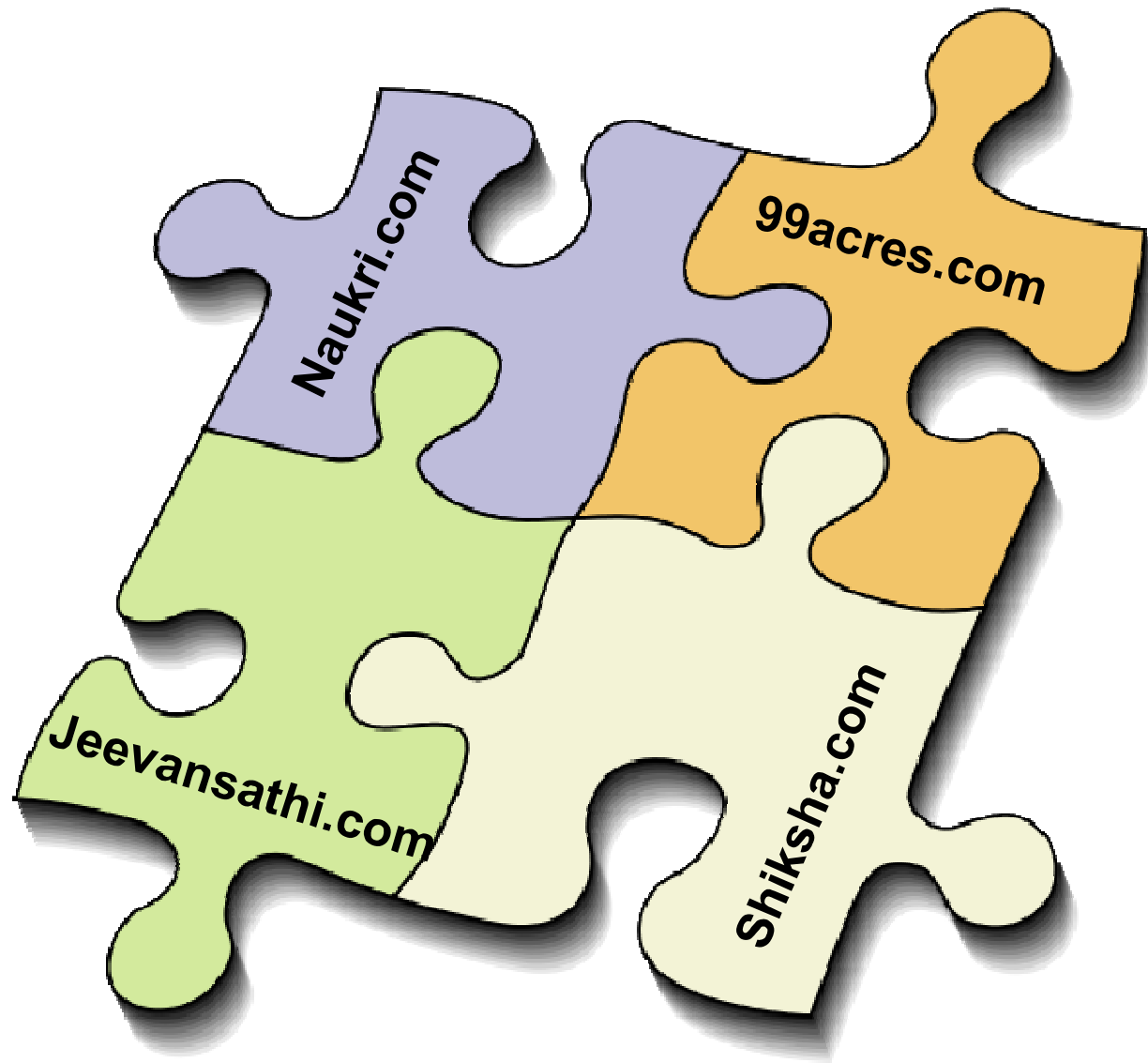
### Implications for Info Edge

- Significant user base coupled with headroom for growth.
- Penetration of broadband increasing.
- Mobile phone connections exceed 680 M.
- Broadband users engage in multiple internet activities on a daily basis.
- Penetration of wireless in telecom has enabled a growth of 0.06 per cent of the GDP in India whereas it has contributed 0.04 per cent of GDP in China.



# Businesses

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# Naukri

Login to view recommended jobs for you Recruiters from USA, call Toll Free # 866-557-3340

**naukri.com**  
India's No.1 Job Site

With 1.6 to 5 years exp. Pune/Gurgaon **Passing out in 2010** **Work with India's No.1 Job Site**

Search Jobs Post Resume Jobseeker Login Resume Services Education More Employer's Zone Buy Online

Panels

Search All Jobs Rs. 15 Lakh + Jobs **New** [Fraud Alert](#)

**Keywords** Location  
Type your Skills, Designation etc. Type City name where you want to work

**Functional Area** **Exp.** **Salary Expectation**  
Select Exp. Min - Max **Search**

Browse jobs by: Public Sector, Company, Pharma/Biotech, Construction/Engg, IT, HR, BPO/KPO, Telecom, More...

**New Job Seeker?**

- Reach out to more than 35000 recruiters
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**Post your Resume**

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10th & 11th April

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**SUNGARD**

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**Apply Now**

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**To Apply Click here**

**Best Places to Work**

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<b>Information Tech.</b>	Infogain ITC Infotech KPIT Cummins Ness Technologies <b>New</b> Nihilent Technologies <b>New</b> Patni Persistent Systems Polaris Pyxis Systems <b>New</b> Q3 Technologies Quickstart Global Rawabit Technology Limited <b>New</b>	Emcure <b>New</b> INTAS Pharma Jubilant Organosys Lupin Limited Manipal Healthcare <b>New</b> MICRO LABS Panacea Biotec Piramal Healthcare Quest Diagnostics RanbaxyLabsLtd Strides Arcolab Sun Pharma Surya Pharma USV Limited Zydus Cadila <b>New</b>
<b>ITES/BPO/COM</b>	ACS of India Datamatics Financial Encore Capital Group iEnergizer Respondez <b>New</b> Shell Business Service Centre <b>New</b> Sapient	<b>Petroleum/Energy</b> Adani Group <b>New</b>

**Resume Services** Sample CV

- Resume Display**  
Let 50,000 recruiters see your resume
- Resume Development**  
Get a resume that gets you interview calls
- Resume Flash**  
Maximize your resume's visibility

**Get jobs in your inbox**

Get the best Jobs matching your search preferences delivered in your inbox for free!  
[Create Job Messenger](#)

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Job Listings

**naukri.com**  
India's No.1 Job Site

Search All Jobs Rs. 15 Lakh + Jobs **New** [Fraud Alert](#)

**Keywords** Location  
Skill Date Date  
Date

**Functional Area** **Exp.** **Salary Expectation**  
Select Date Date 6 - 10 **Search**

1-1 of 1 Jobs Found

**Refine Results**

By Posted Date: 15 Days (1)

By Role: Sr. Executive - Conference Sales (2-5 yrs.)  
Corporate Sales - Sales Exec. (100%)  
View similar jobs | Save | More Actions

By Industry: Advertising/PR/MR/Events (1)

By Employer: Company Jobs (1)

**Sponsored Links**

Public Relations  
Agency Specializes in Media Relations  
www.dashmedpr.com

Communications Vacancies  
Job vacancies for business communicators - monthly newsletter  
www.cb.uk.com

**Appraisal Tip #4 from**

**Resume Services**

Banner Ad

**naukri.com**  
India's No.1 Job Site

Try Recruitment Solutions for FREE

- Source the best talent from a database of over 10 million searchable resumes.
- Enhance your reach by publishing your jobs in leading print publications who we have partnered with.
- Manage and simplify your recruitment process using our responsive management tools.

**Buy Now**

**Employer's Login**

Username:   
Password:   
**Sign In**  
[Forgot Password?](#)  
[New Clients - Register Now](#)

Contact us or Request Information  
From US: 1 866 557 3340, Ext 9 (Toll Free)  
From IN: +91 886 626 2323, Ext 9 (Toll Free)  
From INDIA: 8860 590 5556, 91 120 4041700

**Post a Job**

- Post a job in easy steps and start receiving applications the same day
- Save time and receive most relevant response using our intelligent filter technology.

**Manage Responses**

- Create your very own centralized database of resumes, accessible from anywhere.
- Shortlisting made easier. See the most relevant resumes first.

**Search Our Database**

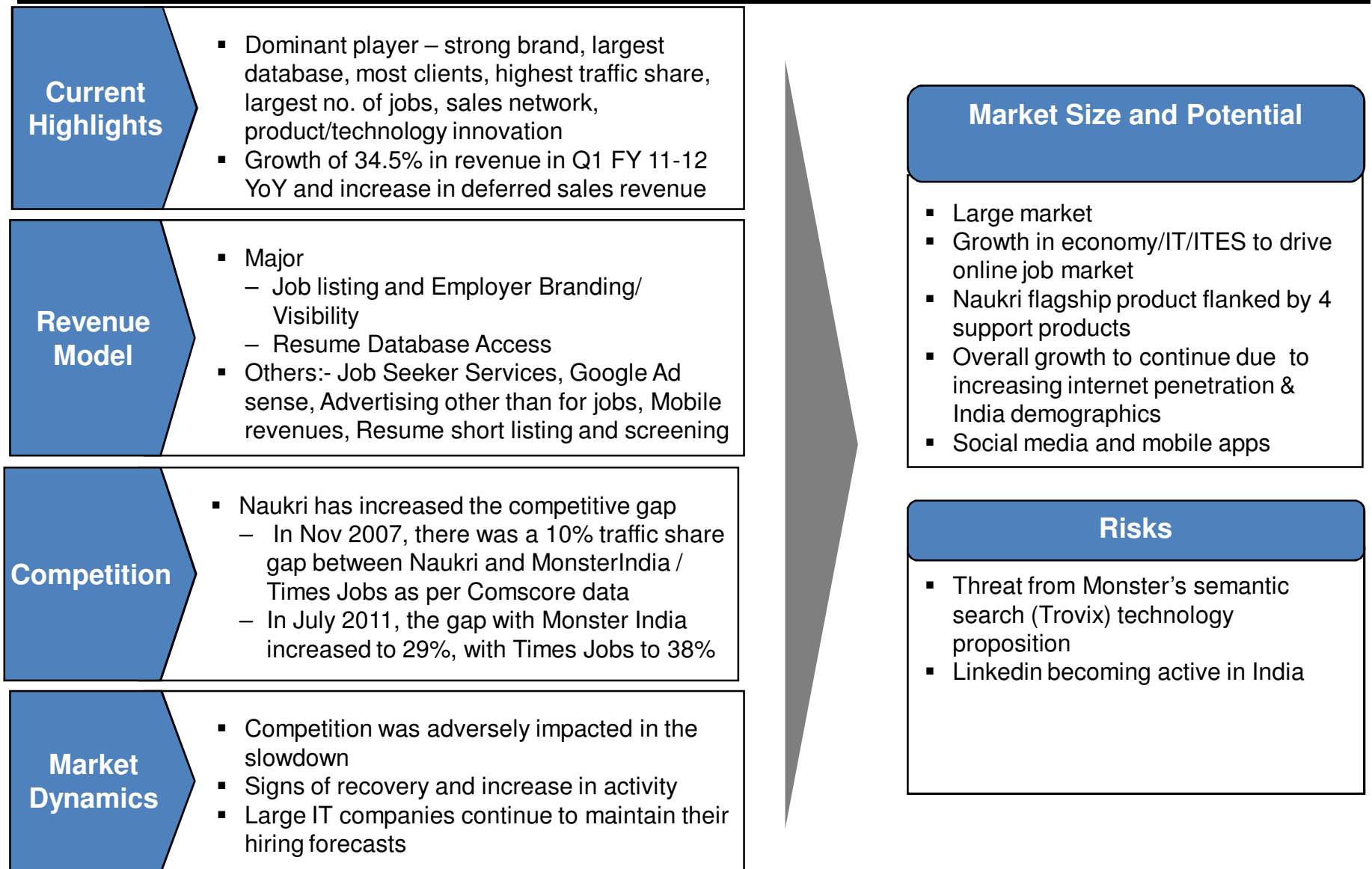
- Largest online database with more than 10 million searchable resumes.
- Find the right candidates easily and quickly through our powerful Search Engine.

**Mobile Solutions**

- Innovative recruitment solutions now on the mobile.
- Hire the right, relevant candidates almost instantly through SMS.

Resume Database

# Naukri - Overview



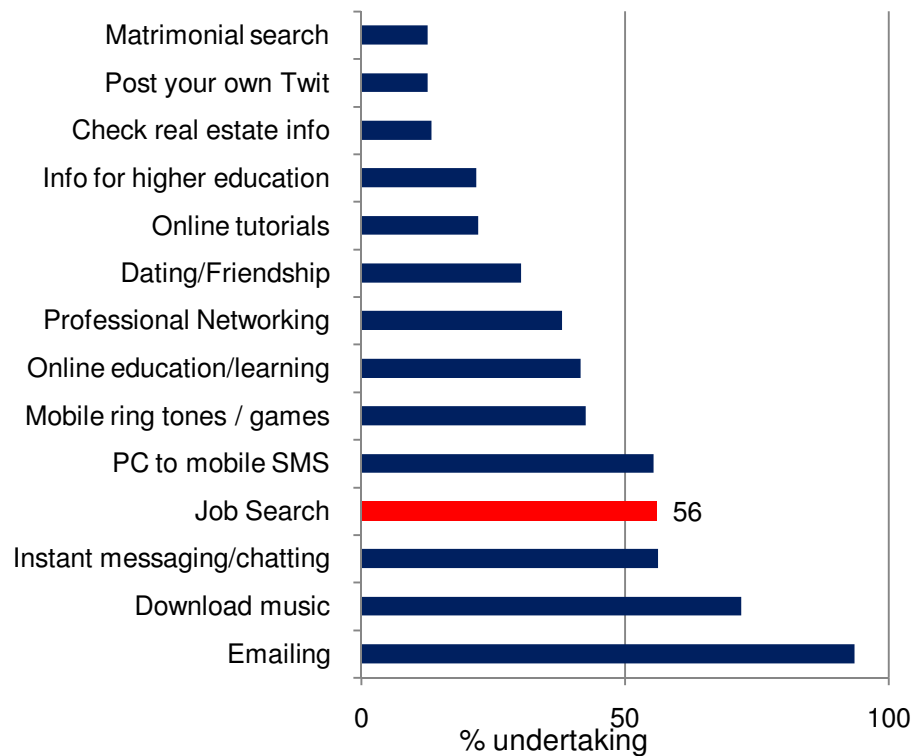
# The Indian job market is a US\$ 1 billion opportunity

## Indian job search market overview

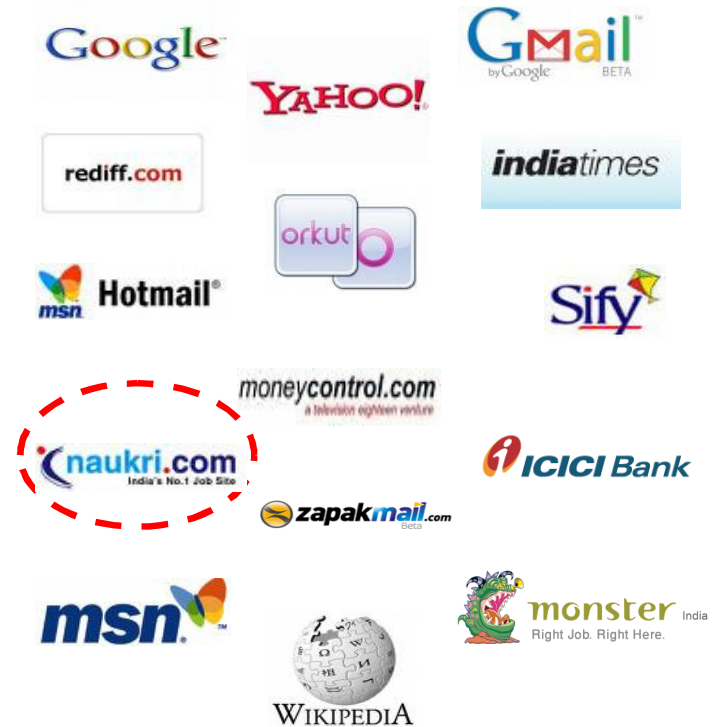
Key Components	Trends and Outlook	Sectoral Employment Trends	E-recruitment Trends
<ul style="list-style-type: none"> <li>▪ Types of Recruitment Channels:                             <ul style="list-style-type: none"> <li>- Employee referrals</li> <li>- Recruitment Agencies</li> <li>- Print</li> <li>- E-recruitment</li> <li>- Others</li> </ul> </li> <li>▪ Largest Market share ⇔ Recruitment Agencies</li> <li>▪ Market share of Print is declining while that of E-recruitment is growing</li> <li>▪ 10-12% jobs are generated online of which 75% can be found in other distribution channels ~ Print, Recruitment Agencies</li> </ul>	<ul style="list-style-type: none"> <li>▪ Stimulus Packages generated 20% new jobs (white collar and blue collar) in Oct'09-Jan'10.</li> <li>▪ Net Employment Outlook one of the highest in the world</li> <li>▪ India has over 350 universities and 17,600 colleges</li> <li>▪ Over 2.1 Mn Graduates every year</li> </ul>	<ul style="list-style-type: none"> <li>▪ Top 5 sectors which recorded highest growth in job-creation (white collar and blue collar) in Oct'09-Jan'10:                             <ul style="list-style-type: none"> <li>- Academics</li> <li>- Advertising/Event Management</li> <li>- IT/Hardware</li> <li>- Research/ Consultancy</li> <li>- Engineering</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ The estimated Market-size had increased from INR 1450 M (2005-06) to INR 5060 M (2008-09), a 36% CAGR</li> <li>▪ The online job-seeking population has logged an increase of a 30.76% CAGR, from 6 M ( 2005-06) to 30 M (2010-11). Expected to reach 100 M by 2020</li> <li>▪ Significant usage and contribution comes from Recruitment Consultants</li> <li>▪ IT / ITeS Sectors have the largest job-listings &gt; 24%</li> </ul>

# Online job search is a popular activity and Naukri has the dominant position

**A popular online activity**



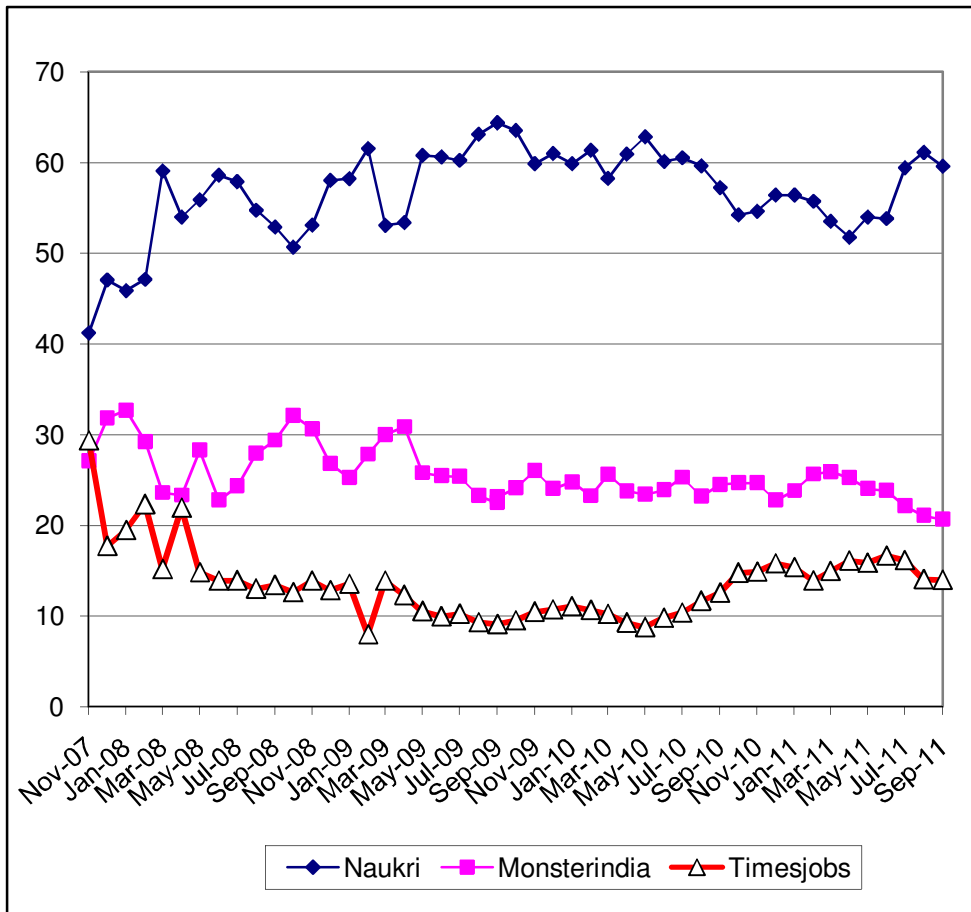
**Most used websites in India**



- Job Search is a popular activity on the Internet in India
- Naukri is one of India's most used websites

# Naukri has gained market-share and is a clear # 1 with ~55% traffic-share

Traffic share of various recruitment sites from Comscore



Traffic share of various recruitment sites from Alexa.com



Source: Comscore.com, Alexa.com

# Hiring is back

## Naukri Job Speak Index ( New Jobs)

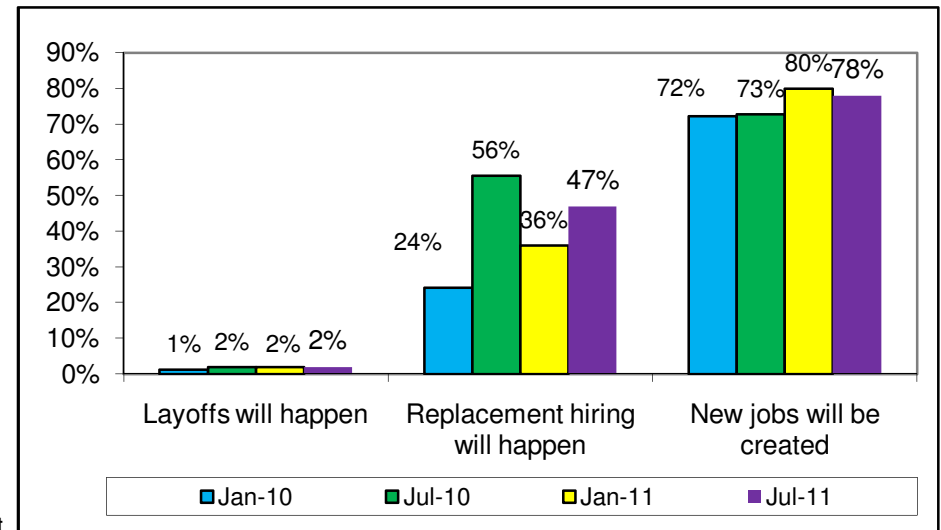


Total no. of new jobs posted in July 2008 was scaled to 1000. Index for subsequent months is relative to July 08.

Total no. of new jobs posted in July 2008 was scaled to 1000. Index for subsequent months is relative to July 08.

- Naukri Job Speak Index is an in-house index based on utilisation of listings on the site
- The index went past the July, 2008 base of 1,000 in Q4 FY11 and continued at those levels in Q2 FY12 indicating sustained demand

## Naukri hiring survey

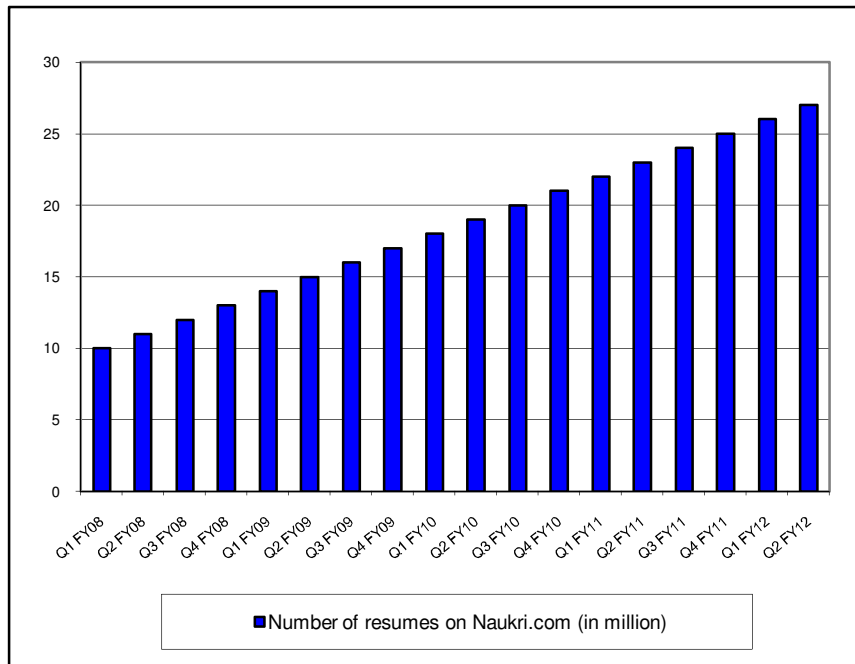


- Survey of recruiters conducted by Info Edge India Limited:

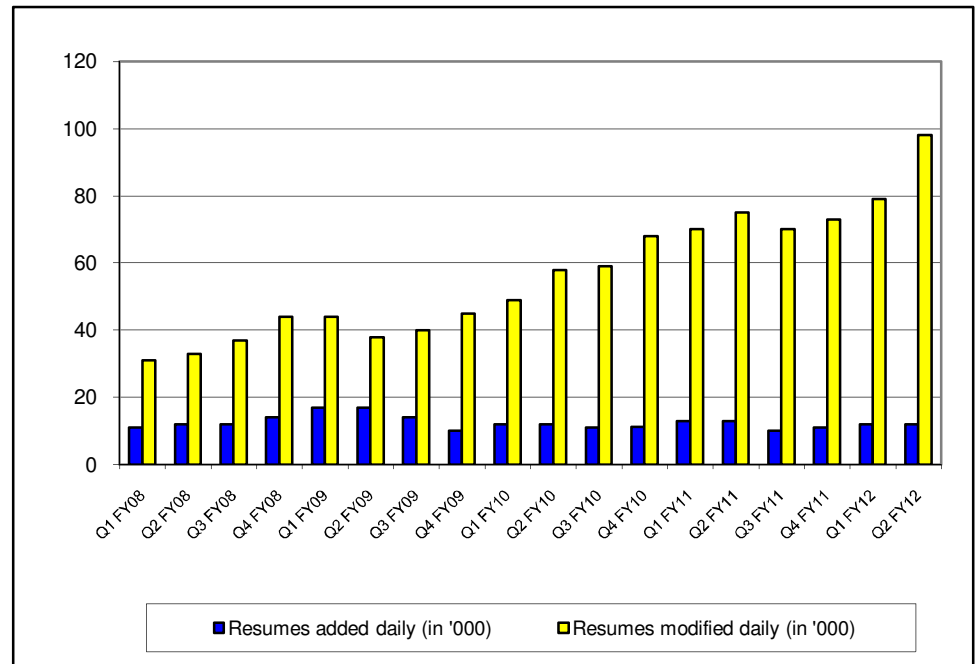
- ✓ July 2011 (sample size ~950)
- ✓ January 2011 (sample size ~1000)
- ✓ July 2010 (sample size of ~700)
- ✓ January 2010 (sample size of ~900)

# Naukri.com has performed on key-metrics

**Number of candidate resumes has grown consistently**



**Average daily resumes added and modified**





# Naukri is supported by four recruitment offerings thereby creating a full service in the jobs space



- Offline placement services for middle & senior management
- Revenues based on success fee model
- Complements online model



- Focuses on hiring of fresher graduates from campus
- Launched commercially in FY 10-11
- Campus hiring is a fast growing segment in India
- Potential seen for shift from offline to online



- Focus on jobs in the Middle-East market
- Used by job seekers from various nationalities
- Large addressable market currently using print medium
- Supported by office in Dubai, Bahrain, Riyadh, Saudi Arabia and Abu Dhabi



- Professional networking site
- Site being re-positioned

# 99acres

Welcome Guest, [Sign in](#) to manage account

[Home](#) | [Ahmedabad](#) | [Bangalore](#) | [Chandigarh](#) | [Chennai](#) | [Coimbatore](#) | **Delhi / NCR** | [Goa](#) | [Hyderabad](#) | [Jaipur](#) | [Kochi](#) | [Kolkata](#) | [Mumbai](#) | [Nagpur](#) | [Pune](#)

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**Search Properties To:**  Buy  Rent  PG

**Property Type:** All Residential **Price Range (Rs.):** INR **Bedroom:** Select

**City:** Delhi / NCR (All) **Keyword:** Eg: Locality, Builder, Project

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Sector 6, Noida

**Featured Projects - Delhi / NCR**

- Residential Apartment**
  - Hansmukhi Garden Estate - Dehradun
  - Era Divine Court - Faridabad
  - ORS Royal Residency - Sec-89 - Faridabad
  - Sai Vatika - Faridabad
  - Crossings Republik (Ready To Move) - Ghaziabad
  - KDP Grand Savanna - Ghaziabad
  - DesignArch eHomes - Greater Noida
  - Jaypee Sports City - Greater Noida
  - Jaypee Sports City - Greater Noida
- Residential Apartment Contd.**
  - Supertech Eco Village - Noida Ext. **New**
  - Amrapali Smart City - Noida Extension
  - Amrapali Smart City - Noida Extension **New**
  - Casa Royale - Noida Extension
  - Supertech Eco Village - Noida Extension
  - Prateek Laurel - Noida Sec 120
  - Jaypee Kensington Heights - Noida Sec 131
  - Eldeco Sharanam - Noida sector 107
  - Eldeco Sharanam - Noida sector 107 **New**
  - Amrapali Silicon City - Noida - Sector 76

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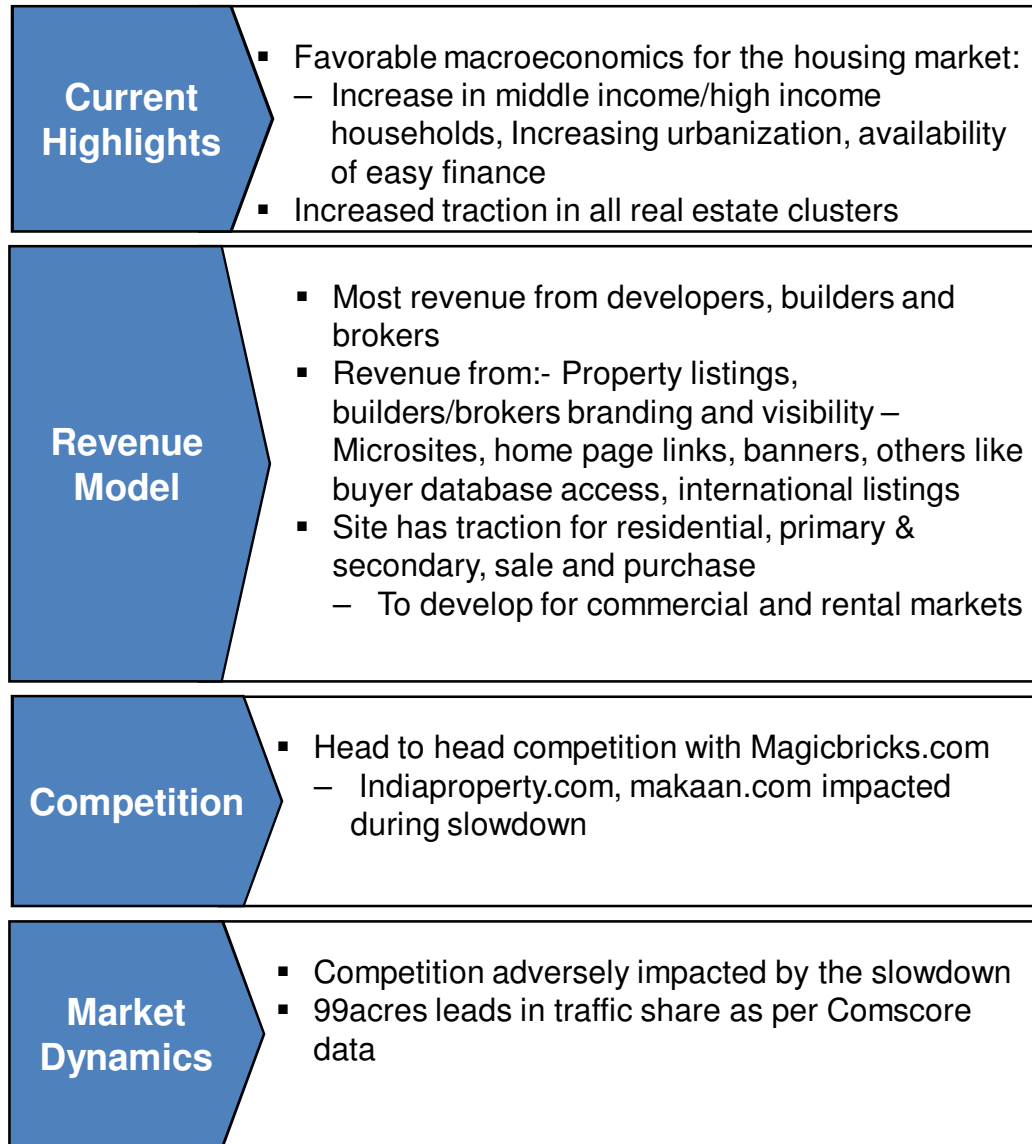
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Banner Ad  
Panels

Banner Ad

# 99acres : Overview



## Opportunities & Market Potential

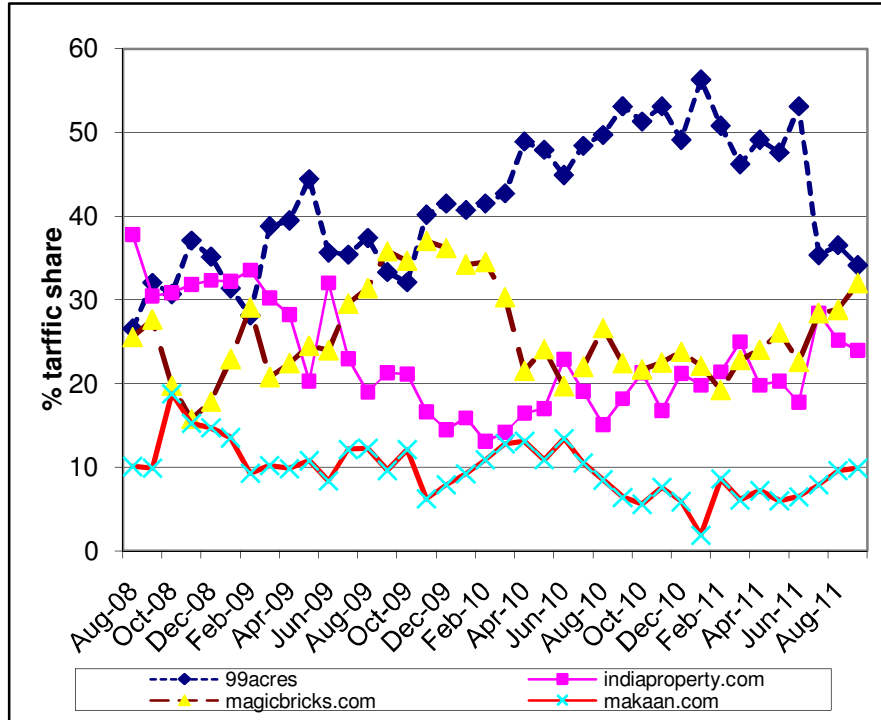
- Significant potential to gain from non housing market / commercial real estate
- Opportunity in the primary property market.
  - Indian cities and suburbs witnessing lot of construction

## Risks

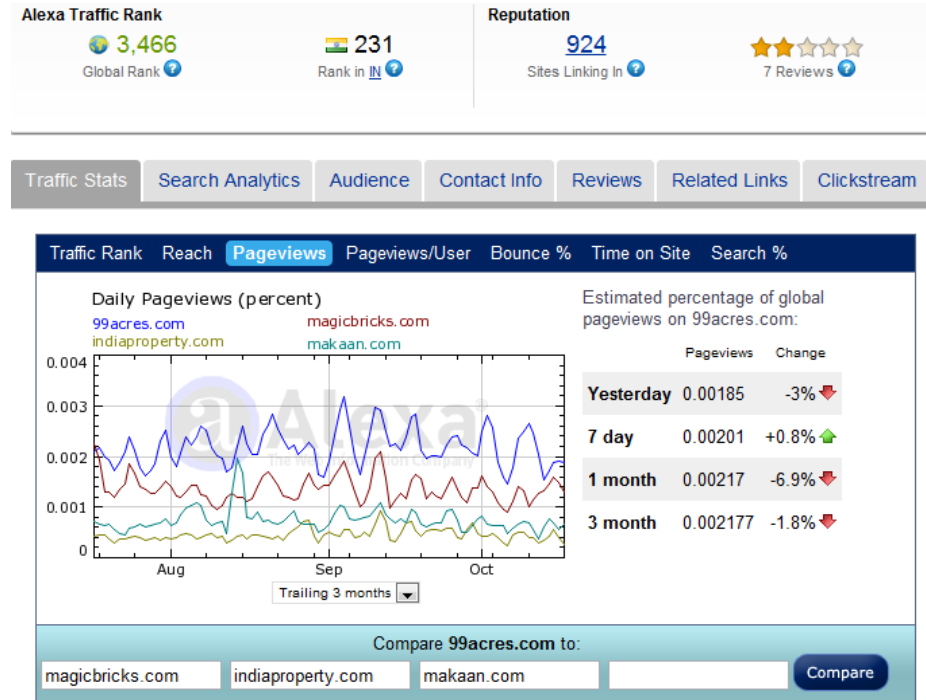
- Quality of listings

# 99acres has emerged to be the largest brand in its segment

Traffic share of various real estate sites based on Comscore data\*



Traffic share of various real estate sites from Alexa



Leading traffic share amongst all the real estate sites

\* Change in traffic share on account of tagging of site/ change in methodology by Comscore

# 99acres is currently gaining traffic share


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## Market drivers


- Rising disposable incomes, financing terms and growing population
- Powerful demographic impetus, infrastructural development, IT/ITES Industry, increasing urbanisation
- Growing economy, increased commercial activity
- Growing middle class, consumerism, macro economic policy decisions such as allowing FDI

# Allcheckdeals.com

Delhi Property, Delhi Real Estate Home | About Us | Contact Us | Site Map | Live Chat



Property deals made Simple & Transparent  
a naukri.com venture



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1860 500 5559  
USA : 1-646-367-2921  
UK : 44-208-819-3959

Residential Commercial Corporate Leasing
Refer & Win
Rewards Scheme

**Browse New Projects** Search Properties on Map (New / Resale)

Gurgaon Noida **Delhi** Mumbai Bangalore Chennai Kolkata Pune  
Hyderabad Goa Kochi Chandigarh More Cities ▾

City\* Budget\* Bedrooms  
      New Projects only

**Refine Results** You can select Multiple Options


<p><b>Locality:</b></p> <p><input type="checkbox"/> Vasant Vihar (3) <input type="checkbox"/> Shivaji Marg (3) <input type="checkbox"/> Defence Colony (2)</p> <p><input type="checkbox"/> Golf Links (2) <input type="checkbox"/> Subash Nagar (1) <input type="checkbox"/> Civil Lines (1)</p> <p><input type="checkbox"/> Okhla (1) <input type="checkbox"/> NH-24 (1) <a href="#">More Localities ▾</a></p>	<p><b>Budget:</b></p> <p><input type="checkbox"/> 0 - 25 Lac <input type="checkbox"/> 25 - 40 Lac</p> <p><input type="checkbox"/> 40 - 60 Lac <input type="checkbox"/> 60 - 90 Lac</p> <p><input type="checkbox"/> 90 Lac - 1.5 Cr <input type="checkbox"/> &gt; 1.5 Cr</p>	<p><b>Bedrooms:</b></p> <p><input type="checkbox"/> 2 BR <input type="checkbox"/> 3 BR</p> <p><input type="checkbox"/> 4 BR <input type="checkbox"/> 5 BR</p> <p><input type="checkbox"/> &gt; 5 BR</p>
---	---	---

**New Residential Projects in Delhi (19)** See on Map

Showing results for: Locality: All Budget: All Bedroom: All [Clear All](#)

« Previous 1 2 Next »


**DLF Capital Green - III**  
Delhi



**Location :** Shivaji Marg  
**Plans :** 4 Bedroom Apartments


**Commonwealth Games Village**  
Delhi

**Hot Deal**



**Location :** National Highway - 24  
**Plans :** 2, 3, 4 & 5 bedroom apartments

**Vasant Vihar Builder Floor**  
Delhi



**Location :** Vasant Vihar  
**Plans :** 5 Bedroom

Enquiry Form

Thanks for showing your interest in **Delhi**.  
Please register in the form below and our Sales Team will contact you shortly.

Name\*:

Email\*:

EXCLUSIVE PROPERTY EXCLUSIVELY FOR YOU

7 star

Download PDF

- Real estate brokerage business
  - A subsidiary of Info Edge (India) Limited
- Commission based revenue model
  - Determined on transaction value
- Focus on primary residential market
  - Large parts of Indian cities/ suburbs getting built
- Growing middle class and higher disposable income
  - Need for transactional ease
- 370 transactions closed in Q2 FY12
- Coverage in 12 cities

# Jeevansathi

Search

Live Help | Membership Options | Success Stories | Register Now

Call us on **1-800-419-6299 (Toll-Free)**

**Jeevansathi.com**  
Indian Matrimonials - We Match Better

Quick Search: Bride, 21 Yrs to 35 Yrs, Select a Religion, Select a Mother tongue, Select a Caste, Select a Marital Status, Select a City/Country,  With photos only **Search**

Existing User - Login Now

1 **Register** Create your matrimonial profile to receive matches

2 **Search** By your criteria of Caste, Religion, Manglik status

3 **Contact** View contact details & contact by mail, Chat, SMS

**Register Free**

Matched by Jeevansathi.com

Shivali weds VYX1665 | Deepa weds Kaustubh | XVA9874 weds Abhishek | Flavian Quadros weds Savio D'souza

Call Chat E-mail  
**Prospective Matches**

JS Home Page

Hi Guest, Login | Register | Live Help | Home | Membership | Success Stories | Contact us

**Jeevansathi.com**  
Indian Matrimonials - We Match Better

My Jeevansathi | My Contacts | My Profile | Membership

Quick Search: Bride, 21 Yrs to 35 Yrs, Select a Religion, Select a Mother tongue, Select a Caste, Select a Marital Status, Select a City/Country,  With photos only **Search**

Membership Options

Choose Service → Choose Payment Mode → Secure Payment

Benefits	Free Member	eVidya	Value
Create Profile, Create Album, Define Partner Profile, Search and Express Interest	✓	✓	✓
Contact Members	X	✓	✓
View Contact Details of accepted members	X	✓	✓
Send Messages along with your Contact Details	X	✓	✓
Start Online Chat	X	✓	✓
Contact instantly with Direct Calls	X	✓	✓
Let others see your contact details	X	X	✓
Feature in special searches for members with contact details visible	X	X	✓

Services eVidya Value

JS Membership Options page

# Jeevansathi : Overview

## Current Highlights

- The matrimonial market in India is highly fragmented
- It presents a fundamentally large opportunity, unlike the West the dominant form continues to be “arranged” marriages by parental consent

## Revenue Model

- Website
  - Free to list
  - Free to search
  - Free to express interest
  - Free to express others expression of interest
  - Pay to get contact details
- Offline centres (14 centres operational)
  - Walk in sales for matching services

## Competition

- Bharatmatrimony.com leads the market
- Jeevansathi is #3
- Competition with Shaadi, Simplymarry and lot of small players online.

## Market Dynamics

- Online payments can be made only via credit cards – Credit card penetration issue
- The moment user finds a partner, he or she has no reason to visit the site again - One time transaction

## Opportunities & Market Potential

- Around 450 million people in India are below the age of 21 – Young population
- The dominant tradition is that of arranged marriages– Socio-Cultural factors
- Rapid Internet growth and broadband penetration

## Risks

- Lot of players entering market with specific focus on communities in India
- More players depend on traditional sources like marriage houses, print and relatives contacts.



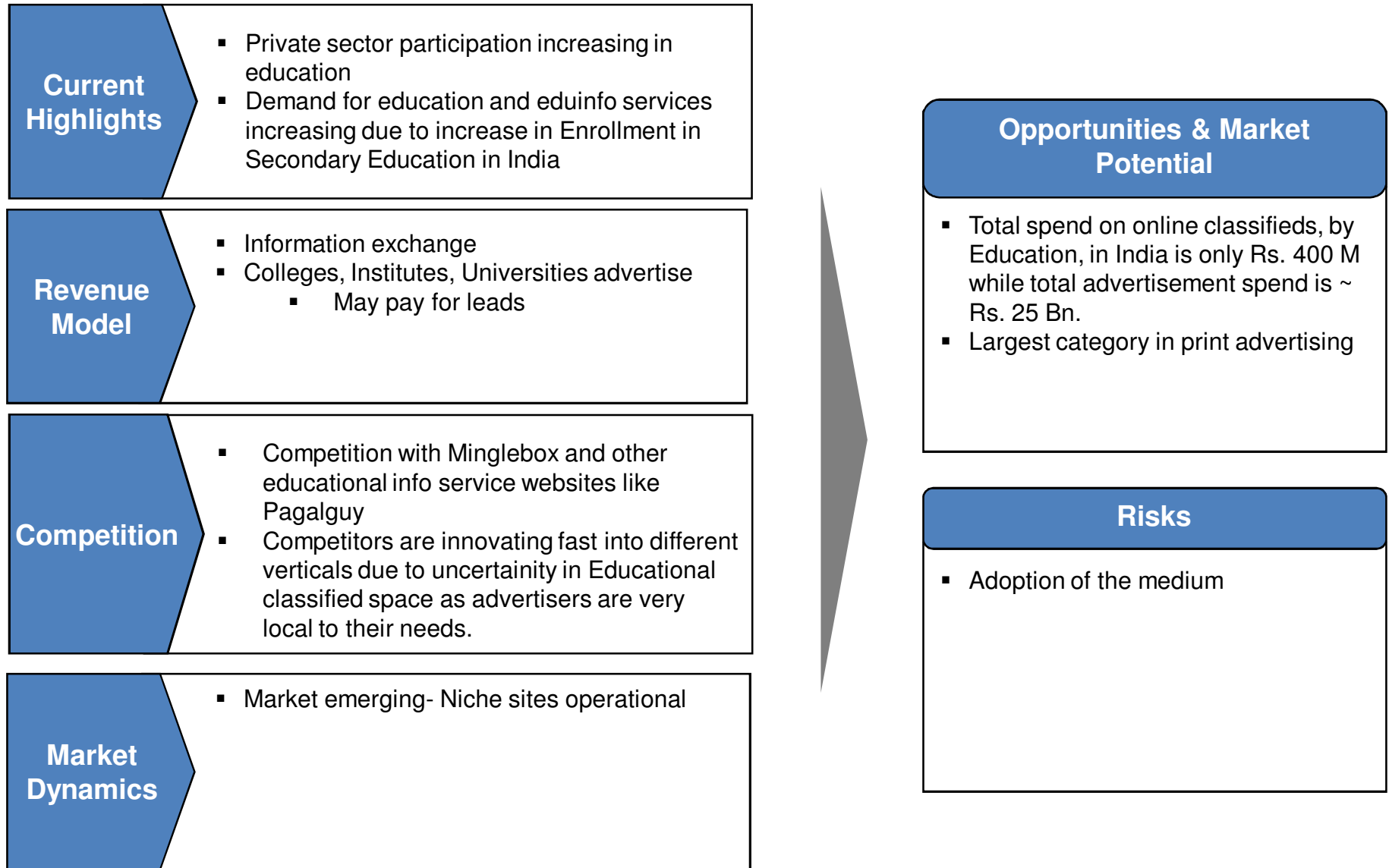
# Shiksha

Space for education providers

Banner Ad

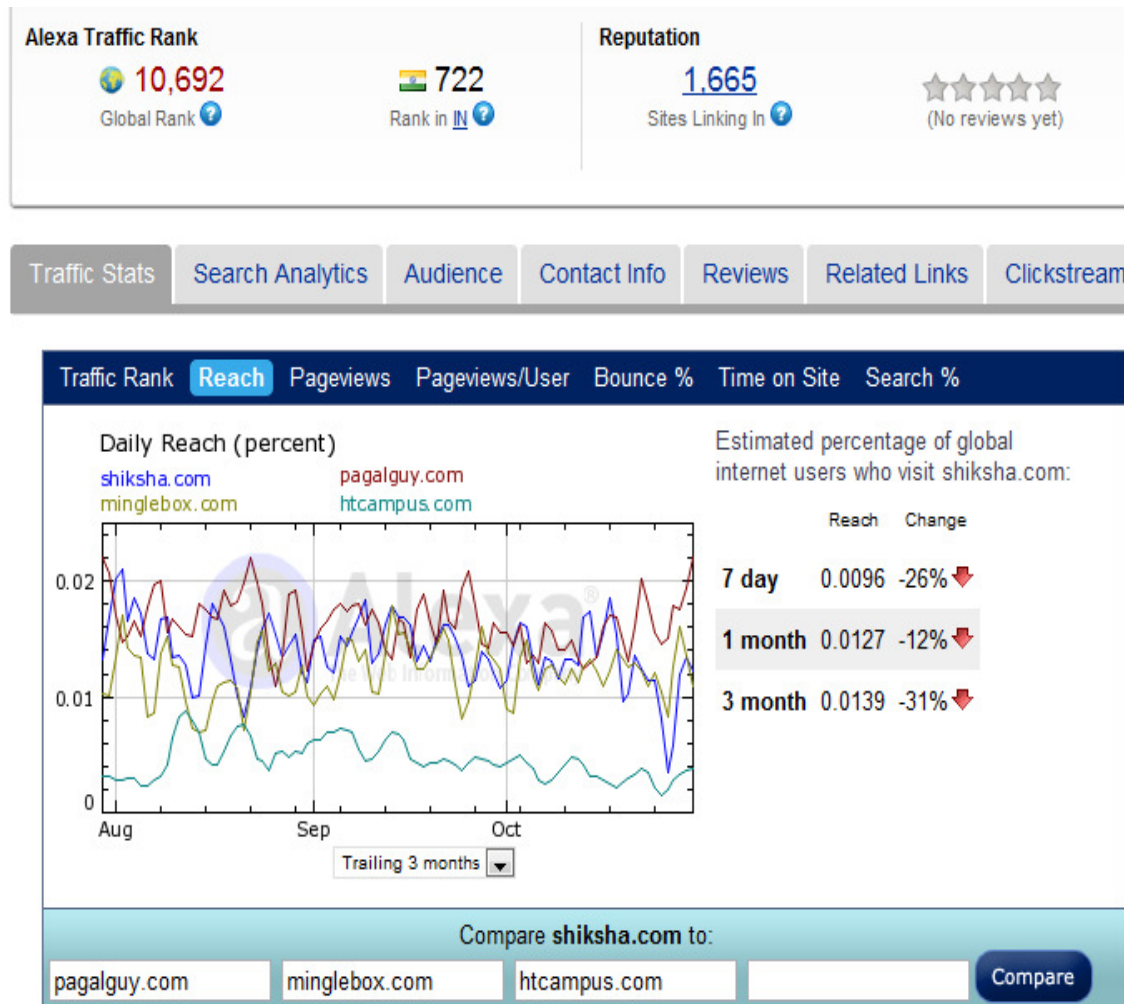
The screenshot displays the Shiksha.com website interface. At the top, there is a navigation bar with links for Home, Ask & Answer, Admission Deadlines, Study Abroad, and Career Options. A search bar is prominently featured, with the search criteria set to 'fashion designing' and 'delhi-NCR'. Below the search bar, there are filters for 'Mode of Learning' and 'Course Level'. The search results show a total of 25 institutes and 160 courses. Two specific results are highlighted with red circles: 'Delhi Institute of Fashion and Technology - New Delhi' and 'Sri Aurobindo College of Fashion and Design and Management - New Delhi'. Annotations include arrows pointing from the text 'courses and institutes here' to the search results and 'College Database' to the highlighted results.

# Shiksha : Overview



# Shiksha : Competitive scenario and traffic share

## Traffic comparison between Shiksha and Minglebox, close competitors



### Key Features of Shiksha

- Launched in May 2008
- Over 110,000 listings aggregated
- Product feedback encouraging
- Offices in 12 cities

### Challenges :

- Large market dominated by Print
- Weekly supplement in English dailies
- Three categories of Advertisers (Universities and Institutes)
  - Indian education players
  - Test Prep and Coaching institutes and
  - Overseas Universities/Colleges targeting Indian students

### Advantages:

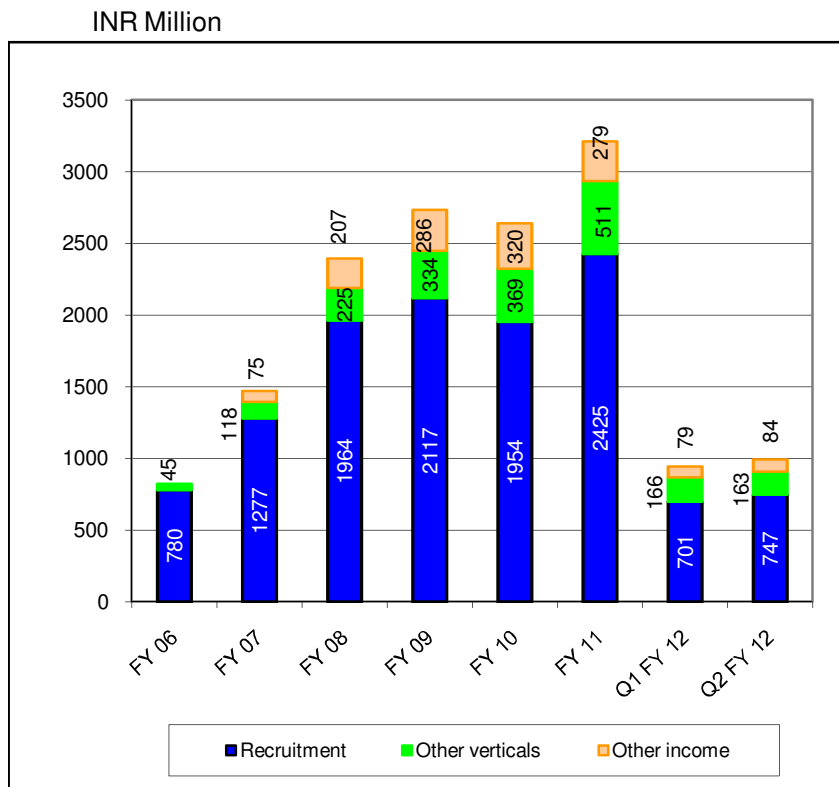
- Advertising spend in print bigger than real estate
- Unlikely to be affected in a slowdown

---

# **Company Financials (Standalone)**

# Consistent long-term growth in Revenue / Profitability

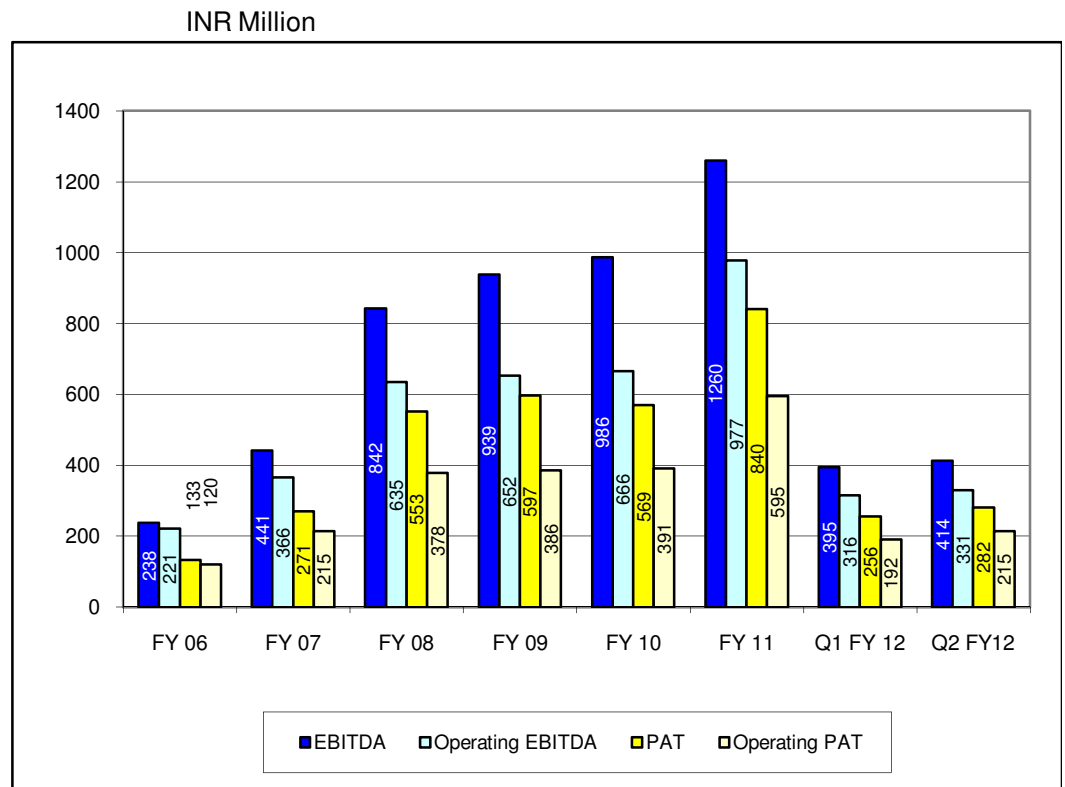
## Revenue trend



In FY 11, Recruitment was 82.6% and Other Verticals 17.4% of the standalone Operating Revenue of Rs 2,936 mn

In FY 11, on a consolidated basis, Operating Revenue was Rs 3,217 mn (Rs 2,936 on standalone basis) and PAT Rs 655 mn (Rs 840 mn on standalone basis) on account of losses in investee companies

## Profitability

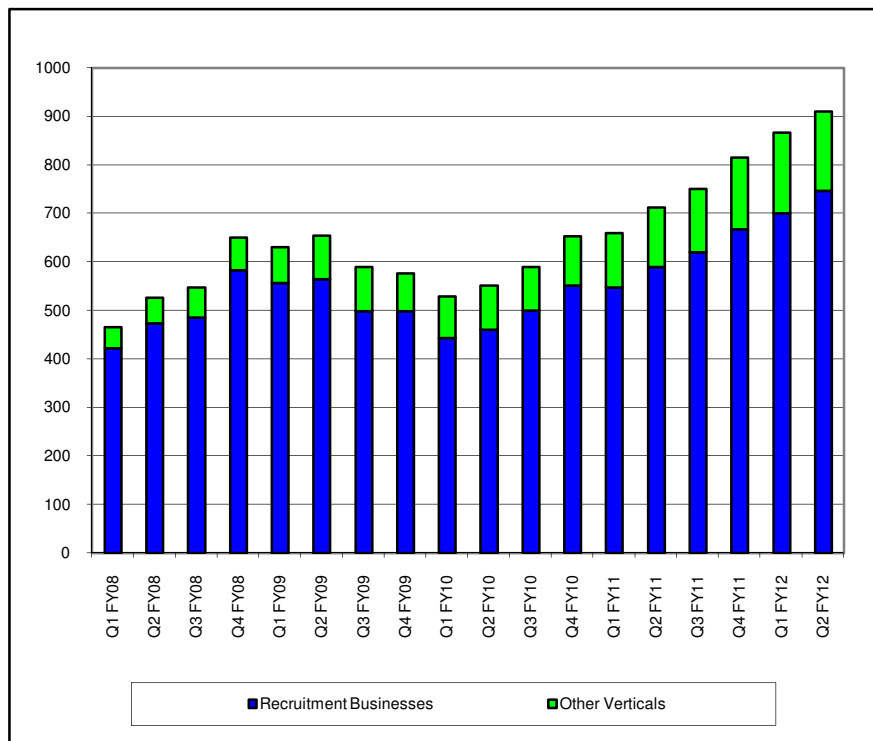


Other Income is treasury income

# Growth momentum was interrupted by slowdown; recovery witnessed in last 9 quarters

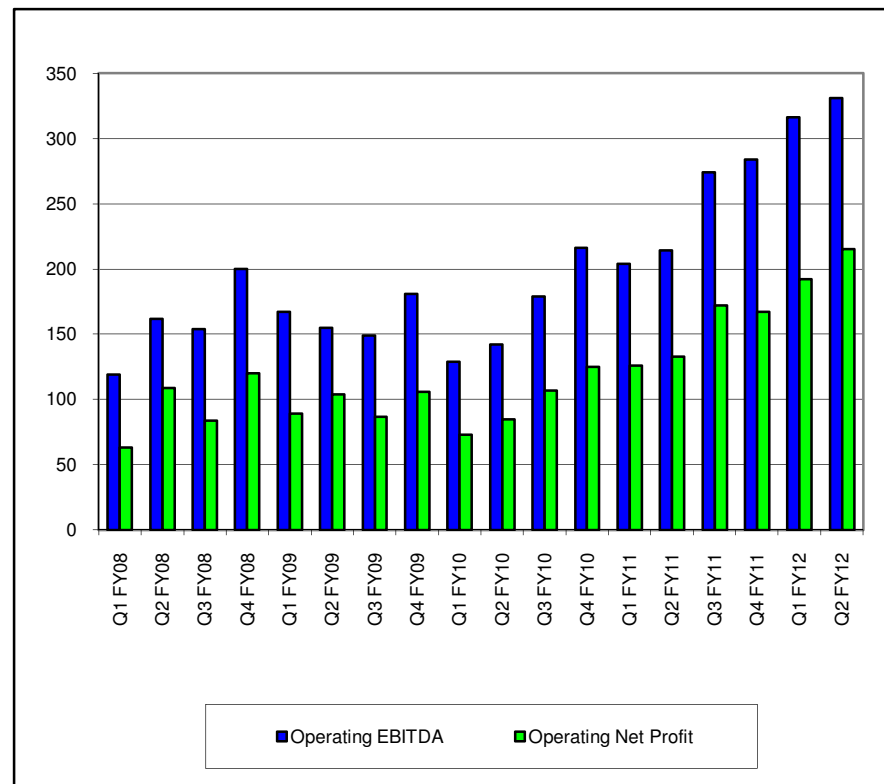
## Quarterly Operating Revenue trend last 4 years

INR Million



## Quarterly Operating Profitability

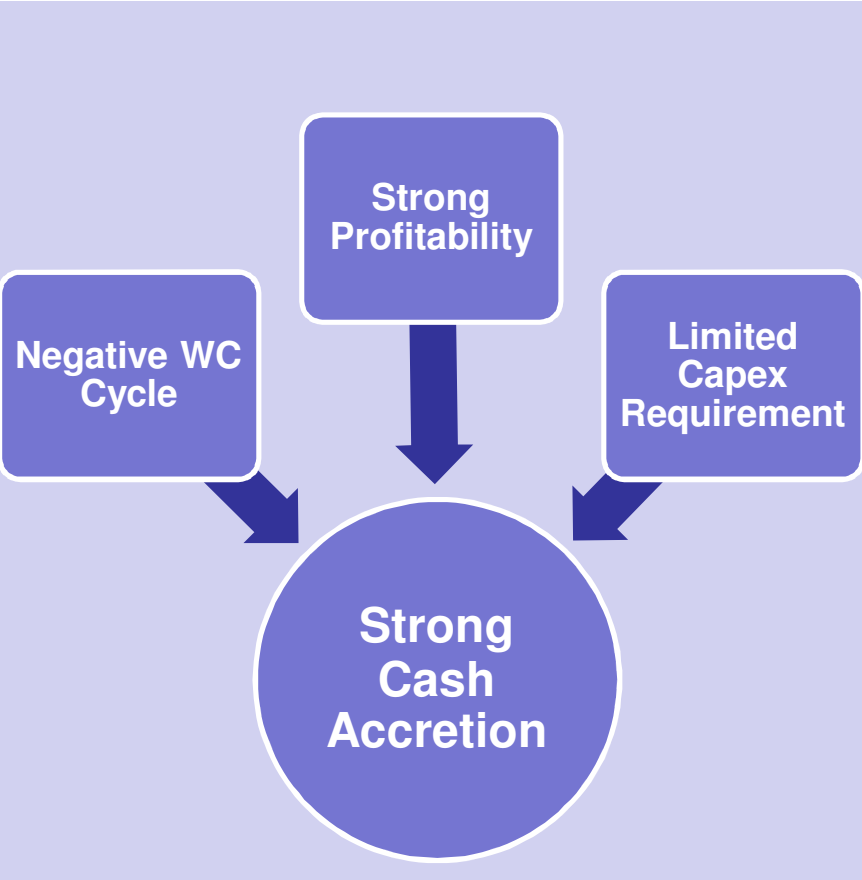
INR Million



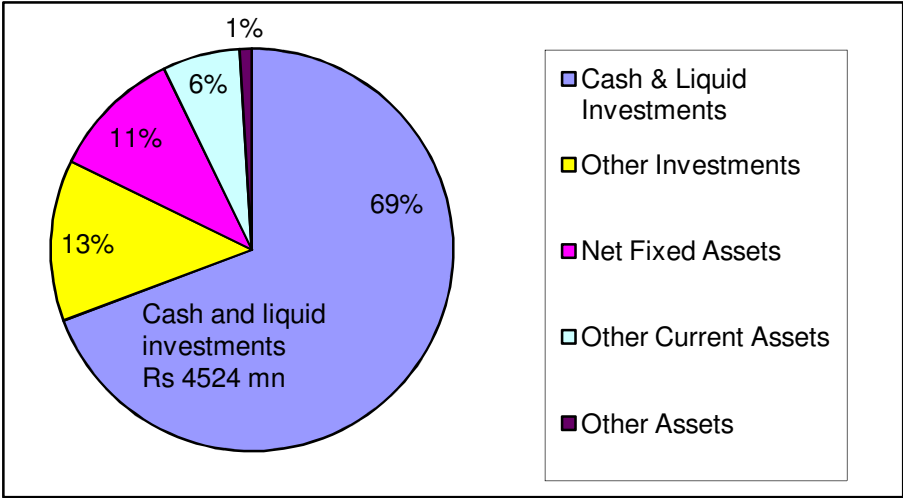
Margins sustained during the downturn and improved with the upturn

# Info Edge has always maintained a strong balance sheet and strong cash flows

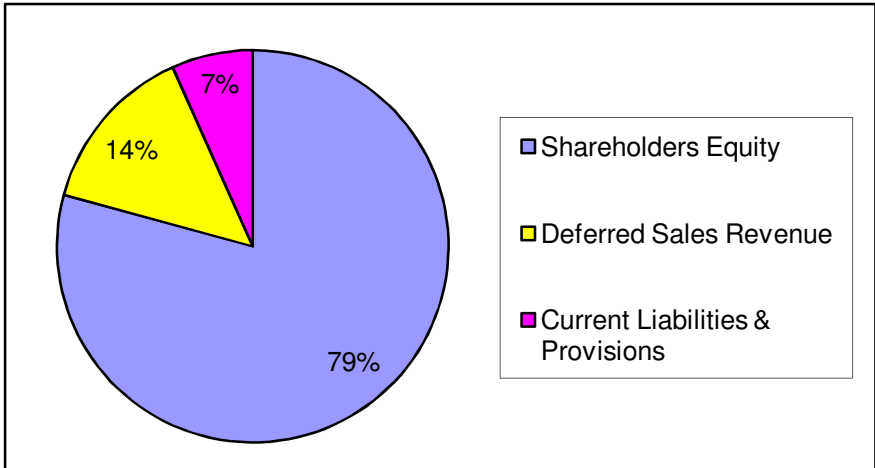
Fixed cost model and profitability has led to a strong cash accretion



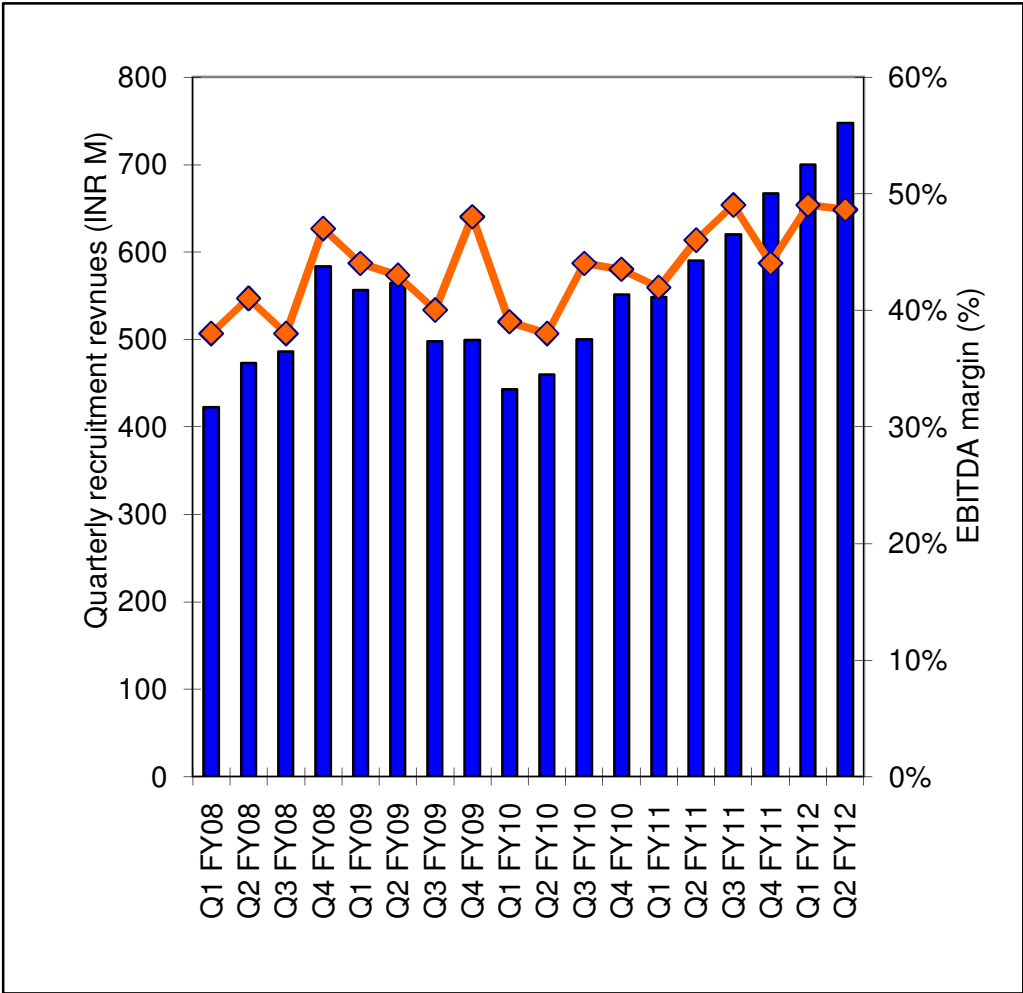
**Assets**



**Liabilities**



# Recruitment: Profitability has improved post slowdown



### Highlights

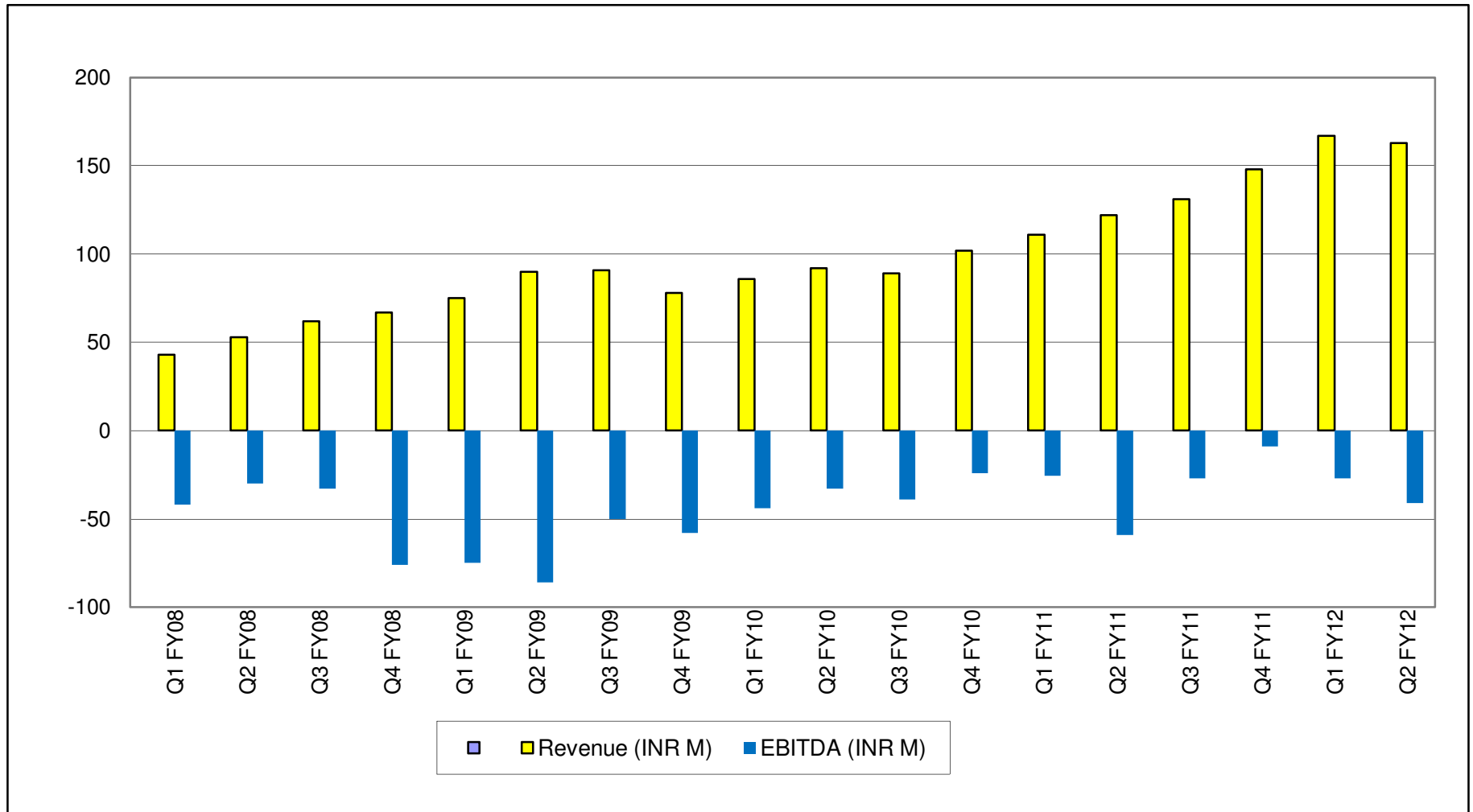
- Consistent growth in recruitment revenue for last 8 quarters.
- Revenues & margins impacted by economic slowdown in FY 09.
- Back on growth track from FY 10



# Improving financial performance of Non Recruitment businesses

## EBITDA losses contained

INR M



---

# Investee Companies

# Policybazaar.com

A naukri.com group venture

Hiring | Agent Registration | FAQs | Knowledge Base | Contact Us

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Varun Bhatia, Hyderabad

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Compare & save upto 55%  
Compare

**Investments / Pension**  
Cash in hand on maturity  
Compare

**Child Plans**  
Education Marriage Plan!!  
Compare

**Loans**  
Instant loans Personal, LAP, Home  
Compare

**Health Insurance**  
Some one pays your hospital cost  
Compare

**Term Life**  
Your family needs this  
Compare

**Investment Plans**  
Tax savings cover for life  
Compare

**Utilities**  
Broadband, Mobile DTH  
Compare

**PRODUCT OF THE MONTH**  
Anmol Jeevan  
Get the best term plan  
LIC  
LIC Anmol Jeevan  
Get the best term plan from India's most trusted insurance provider. Get protection plan with high claim settlement ratio and affordable premiums along with tax benefits.  
Know more

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Protect your Family  
Get back your premiums  
Additional protection against Permanent Total Disability\* or 18 Critical Illness\*  
know more  
AVIVA Life Insurance  
\*In case the rider opted for

**Advertisement**  
iTerm  
Get insured for ₹1 Crore in less than ₹8000/- \* p.a.  
ECON RELIGARE  
3 of our plans have received a 5 star rating from Economic Times Wealth.

**HDFC STANDARD LIFE**  
Sar Utha Ke Jiyo  
Click here to Know more  
HDFC Standard Life Insurance company Limited. Conditions apply. MC/05/2010/1190

## Etechaces

- An insurance comparison site  
[www.policybazaar.com](http://www.policybazaar.com)  
– Other financial products being added (home, personal, car, education)
- Comparison shopping of financial products

- Experienced team
- Large market with annuity income
- Invested INR 200 mm for a 49% stake
- Committed additional INR 100 mm in April, 2011 of which INR 33.3 mn disbursed

# Meritnation.com

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## Applect

### ▪ [www.meritnation.com](http://www.meritnation.com)

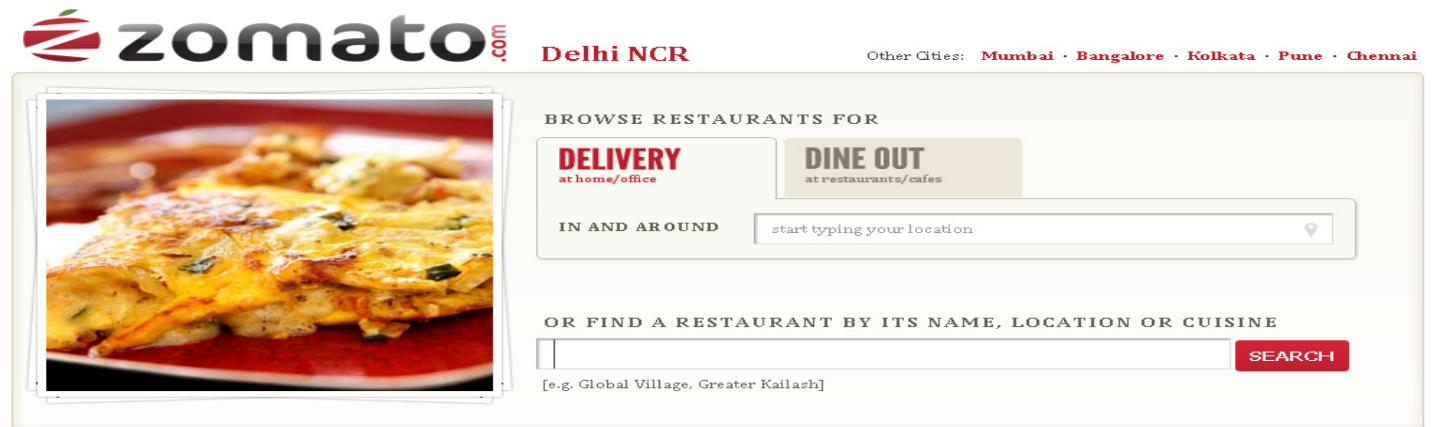
- Online educational assessment for school students.
- Provides free solutions mainly for mathematics and science for standard 6 to 12 of popular national curriculum's viz. CBSE and ICSE.
- Paid product for online assessment and teaching solutions.
- Some State Board's curriculum added.

- Team experienced in development of education content, assessment modules and delivery.

- Large addressable market.

- Invested Rs 315 mn for a ~49% stake

# Zomato.com



## Zomato

### NEWLY ADDED RESTAURANTS

**Viva Hyderabad, Hauz Khas**  
North Indian, Biryani  
Cost for two: Rs. 250

### FEATURED REVIEWS

**Desi Vibes, Sector 18, Noida**  
by **Ishan Sethi** 3 days ago



Desi Vibes is one of those restaurants I have been to many many times. The Dal Makhani is absolutely

- Website operational
  - Restaurant menu's, ratings and reviews
  - Coverage of over 10 cities including Delhi, Mumbai, Bangalore, Pune, Hyderabad
  - Revenues from advertising and lead sales

- Experienced team

- Large addressable market

- Disbursed Rs 47 mn
- Committed additional Rs 135 million

# Mydala.com

**mydala** Daily Deals for **Mumbai**  
We Bargain. You Gain.

today's deal | **new** travel deals | pan india deals | Login | log in | sign up / redeem

share this deal | invite friends and earn money

**Pay Rs 175 for Unlimited rides & games at Orama Krazy Kingdom or Orama Carnival Street. It's time for a Krazy Carnival!!**

**buy now ₹ 175/-**

Value	Discount	Savings
	71%	

34 bought

Deal is Live!  
Deal went Live with 5 bought

time left to buy **46 : 29 : 58**

Rate this Deal

**All India Deal**

Pay Rs 7999 for a Black Elemente Android 701 Tablet with 1 yr warranty worth Rs 12999.

**BLACK elemente 701 TABLET**

- 7" Multi Touch
- Android 2.1
- WiFi Enabled
- 3G Support
- 8GB Memory
- USB Slot
- Expandable upto 32GB

today's side deals

Pay Rs 229 & get any laptop skin of your choice only from Topskin. Now protect your laptop from scratches &

## Mydala

- Website operational

- A site offering discount offers/ deals/ do-it-yourself platform for merchants

- Revenues from commissions from merchants

- Experienced team

- Large addressable market

- Committed Rs 90 mn (Rs 53 million disbursed) and an additional Rs 180 million

# 99labels.com

The screenshot shows the 99labels.com website interface. At the top, there is a navigation bar with links for Home, Blog, Offers, and Club99, along with a Member Login and Get Your Free Account button. The main header features the 99labels logo and a welcome message for a guest user, stating it is the Indian pioneer in online event-based sales and providing a link to register. Below the header is a category menu with options like ALL SALES, WOMEN, MEN, KIDS/HOME, JEWELLERY/WATCHES, FRAGRANCES, GIFTS, and RAKHI SPECIAL. The main content area is titled 'Current Sales' and contains three promotional banners: 1) Tommy Hilfiger - Apparel for Women and Kids, featuring denim and offering up to 75% off, closing in 03 days. 2) W-Kurtas and Dupattas for Women, offering up to 50% off, closing in 03 days. 3) Fragrance & Deodorants, offering up to 80% off with 7-day delivery, featuring fresh stock and best prices, with a 'Shop Now' button.

## 99labels

- Website operational
  - E-commerce site offering fashion merchandise and accessories through flash sales
  - Revenues from sale of products

- Experienced team
- Expertise in sourcing

- Large addressable market

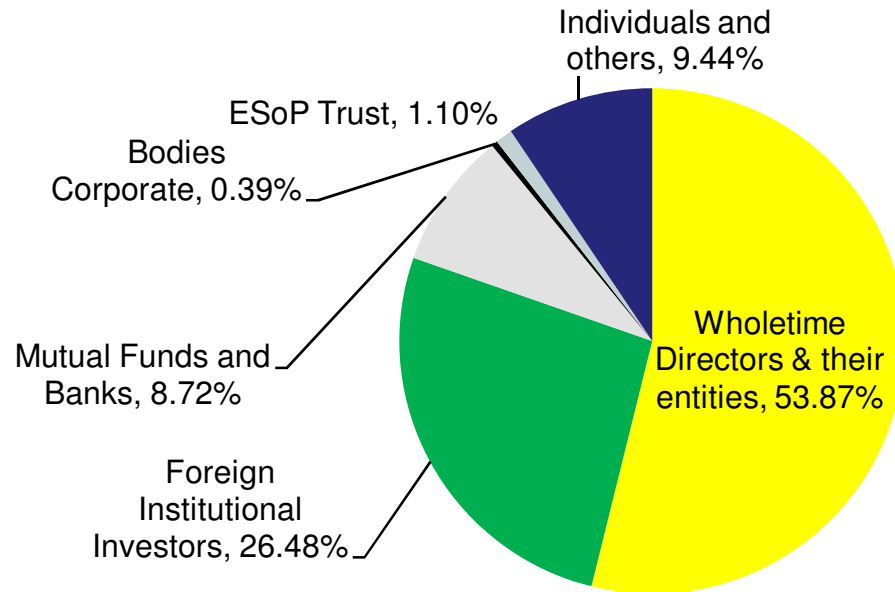
- Disbursed Rs 157 mn (including secondary)

---

# **Team and Governance**



# > 50% share-holding with the Founding management group and >26% with FIIs



Matthews	4.14%
Equinox	4.07%
Fidelity	3.45%
Reliance Mutual Fund	3.44%
Small Cap World Fund Inc (Capital Group)	2.89%
HDFC Mutual Fund	2.88%
DSP Blackrock Mutual Fund	2.19%
T Rowe Price	1.47%
Acacia	1.03%

Founders committed to growing the company

# Board of Directors

## Whole time

### **Sanjeev Bikhchandani (48)**

Founder and Executive Vice  
Chairman  
BA Econ. St. Stephen's.  
PGDM IIM-A  
Previously with GlaxoSmithKline

### **Hitesh Oberoi (39)**

Managing Director and CEO  
B.Tech IIT Delhi,  
PGDM IIM-B  
Previously with HLL (Unilever)

### **Ambarish Raghuvanshi (50)**

Group President - Finance  
and Chief Financial Officer  
CA, PGDBM XLRI  
Previously with Bank of  
America and HSBC

## Non Executive

### **Kapil Kapoor (47)**

Chairman & Non Executive  
Director  
  
B.A.Econ, PGDM IIM-A  
  
Global COO, Timex Group

## Independent

### **Saurabh Srivastava (65)**

Independent Director  
B.Tech IIT Kanpur,  
M.Sc Harvard  
Founder IIS Infotech  
(Now Xansa)  
NASSCOM, TIE

### **Arun Duggal (64)**

Independent Director  
B.Tech IIT Delhi,  
PGDM IIM-A  
Previously with  
Bank of America &  
HCL Technologies

### **Ashish Gupta (44)**

Independent Director  
B.Tech IIT Kanpur,  
Ph.D. Stanford  
Partner, Helion Venture  
Partners

### **Naresh Gupta (45)**

Independent Director  
  
B Tech IIT Kanpur, Ph.D,  
University of Maryland  
  
MD, Adobe India

### **Bala Deshpande (45)**

Independent Director  
MA Econ., MMS JBIMS  
Sr. MD, New Enterprise  
Associates (NEA)

# Management Team

---

- ❖ **Sanjeev Bikhchandani**, 48, **Founder and Executive Vice Chairman**, BA Economics St. Stephens, PGDM IIM-A. Previously with Glaxo Smith Kline. Year of joining 1995
  - ❖ **Hitesh Oberoi**, 39, **Managing Director & CEO**, B Tech, IIT Delhi PGDM, IIM-B. Previously with HLL (Unilever). Year of joining 2000
  - ❖ **Ambarish Raghuvanshi**, 50, **Group President - Finance and CFO**, CA, PGDBM XLRI, Previously with Bank of America and HSBC. Year of joining 2000
  - ❖ **Sudhir Bhargava**, 42, **EVP - Corporate Finance**, BE, MBA, FMS, Delhi University. Previously with HSBC, ICICI Bank. Year of joining 2006
  - ❖ **Vivek Khare**, 41, **EVP - Corporate Development**, M. Sc (Physics) IIT – Kanpur, PGDBA-Birla Institute of Management Technology. Year of joining 2000
  - ❖ **Shalabh Nigam**, 39, **EVP - Technology - 99acres, Jeevansathi, Shiksha, Brijj**, B Tech, IIT Kanpur. Previously with Baypackets. Joined in 2007
  - ❖ **Vibhore Sharma**, 37, **EVP - Technology and Product Development - Naukri, Firstnaukri**, B Sc, IGNOU. Previously with Pioneer. Year of joining 2001
  - ❖ **Vineet Singh**, 39, **EVP and Business Head - 99acres, Naurkigulf**, PGDBA – IPM. Previously with Xerox. Year of joining 2000
  - ❖ **V Suresh**, 39, **EVP and National Head Sales - Naukri**, BE, Masters in Management, Sathya Sai Institute of Management. Previously with Xerox. Year of joining 2001
  - ❖ **Harveen Bedi**, 40, **SVP - Quadrangle**, PGDBA-Birla Institute of Management Technology. Previously with Nestle. Year of joining 2002
  - ❖ **Vivek Jain**, 38, **SVP – Analytics and Algorithms**, B Tech, IIT Delhi, PGDM IIM – B. Previously with Isoft, Adobe, IBM, ICICI Securities. Year of joining 2010
  - ❖ **Sharmeen Khalid**, 40, **SVP - HR**, MBA, IRMA. Previously with Polaris. Year of joining 2006
  - ❖ **Prakash Sangam**, 35, **SVP and Business Head – Shiksha, Ad Sales and Mobility**, BE, PGDM - IIM C. Previously with Bharti, HLL (Unilever). Year of joining 2008
-

## Management Team contd.

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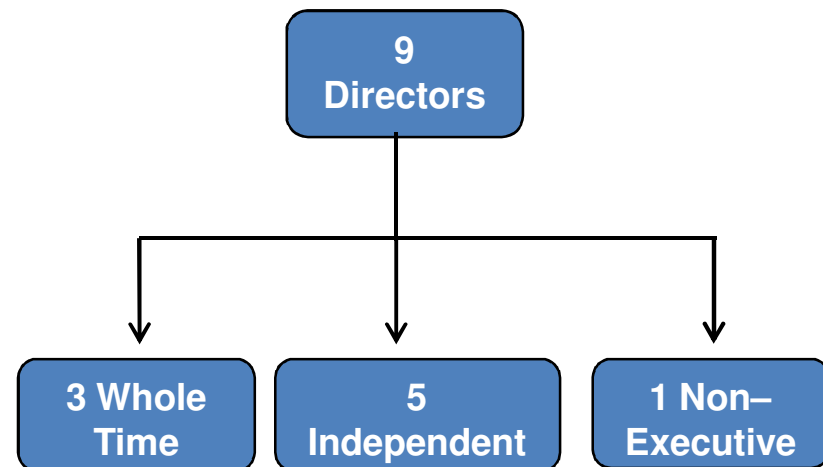
- ❖ **Rajesh Khetarpal**, 38, **SVP - Finance**, CA. Previously with Bharti. Year of joining 2007
- ❖ **Rohit Manghnani**, 36, **SVP and Business Head - Jeevansathi**, B Com, MBA, FMS, Delhi University. Previously with Home Shop 18. Year of joining 2010
- ❖ **Manoj. P**, 37, **SVP - Sales Naukri**, MBA - Xavier Institute of Management and Technology, Bangalore. Previously with Taal Software. Year of joining 2002
- ❖ **Dinesh Padmanabh Kumar**, 36, **SVP Sales - 99acres**, MBA. Previously with Notre Advtg, Year of joining 2002
- ❖ **Nishant Pandey**, 36, **SVP Product Development - Naukri**, B Tech IIT, MBA ISB. Previously with Schlumberger. Year of joining 2008
- ❖ **Arif Ismail Parker**, 36, **SVP Sales - Naukri**, BA. Previously with ITNation.com. Year of joining 2000
- ❖ **Deepali Singh**, 37, **SVP - Firstnaukri**, B Sc, LLB, Delhi University, PGDBA, IPM. Previously with Aptech, Year of joining 2000
- ❖ **Sumeet Singh**, 38, **SVP – Marketing, Corporate Communications and Alliances**, BBA, MBA. Previously with CII. Year of joining 2007
- ❖ **Maneesh Upadhaya**, 33, **SVP and Business Head – Resume Services**, B Sc, MBA, FMS, Delhi University. Previously with Bain & Co. Year of joining 2010
- ❖ **Amit Gupta**, 36, **Company Secretary**, CS, LLB, Previously with Indraprastha Gas Ltd. Year of joining 2006

# Corporate Governance

## Key Features of Governance

- Separation of Chairman and CEO role.
- Statutory Audit performed by PWC
- Internal audit performed by an external firm
- 5 Independent Directors out of 9 Directors.
- Audit committee comprises of only Independent Directors.
- Disclosure of financial statements viz. balance sheet and cash flow statements every quarter even though not mandatory.

## Governance at Info Edge



# Investor Relations Contacts

---

Name	Ambarish Raghuvanshi	Sudhir Bhargava
Designation	Group President - Finance and CFO	EVP - Corporate Finance
e mail	<a href="mailto:ambarish@naukri.com">ambarish@naukri.com</a>	<a href="mailto:sudhir.bhargava@naukri.com">sudhir.bhargava@naukri.com</a>
Telephone	+91 120 3082007	+91 120 3082006
Fax	+91 120 3082095	
Address	Info Edge (India) Limited, A 88 Sector 2, Noida - 201301, U.P., India	
Website	<a href="http://www.infoedge.in">www.infoedge.in</a>	