

Info Edge (India) Limited

India's internet classifieds company

May, 2017

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Data, numbers and statements made are what the company or investee company believes are a reasonable representation of the respective business(es).

All figures mentioned are for Info Edge (India) Ltd. as a standalone entity and are as of Mar 31, 2017 or for the quarter ended Mar 31, 2017, unless indicated otherwise and based on I GAAP financial numbers

Q4 FY17 or Q4 FY16 - 17 means the period Jan 1, 2017 to Mar 31, 2017

FY17 or FY 16-17 or FY 2017 means the Financial Year starting April 1, 2016 and ending March 31, 2017

1 Crore = 10 Million = 100 Lakh

Our internal businesses



Dominant market leader



India's leading real estate site



Number 3 but fastest growing



India's leading education listings site



Job site focused on the Gulf market



Executive search

Strategic investments



zomato.com

India's leading restaurant ratings and review site

Shareholding ~46%*



meritnation.com
school made easy

Supplementary online learning platform for K12 and Entrance Exams

Shareholding ~59%*



mydala.com
We Bargain. You Gain.

Deals and discounts site

Shareholding ~42%*



policybazaar.com®
compare kiya kya?

India's leading insurance comparison site

Shareholding ~10%*^



Canvera™
preserving memories

India's leading site for prints and photobooks

Shareholding ~57%*



Men's grooming range (Ustraa) and creative/fun products

Shareholding ~48 %*

* Approximate shareholding on fully disbursed and converted basis, held directly or indirectly (through subsidiaries, associates or affiliates). The % shareholding may or may not translate into an equivalent economic interest on account of conditions in the investment/ shareholders agreements.
^ being Info Edge's proportionate share of economic interest. Info Edge's 50.01% subsidiary, Makesense holds nearly 20% of Policybazaar in association with Temasek. Temasek had infused a total of Rs 134 Crore for its 49.99% stake in Oct, 2015

Strategic investments contd.



STAY HOME, BEAUTIFUL!

On demand, at home, beauty related services

Shareholding ~39%*



SAAS based solutions for tour and activity operators

Shareholding ~26%*



Technology enabled employment solutions for informal sector workers

Shareholding ~29%*



Rare Media Company

Field sales force management solutions for enterprises

Shareholding ~35%*



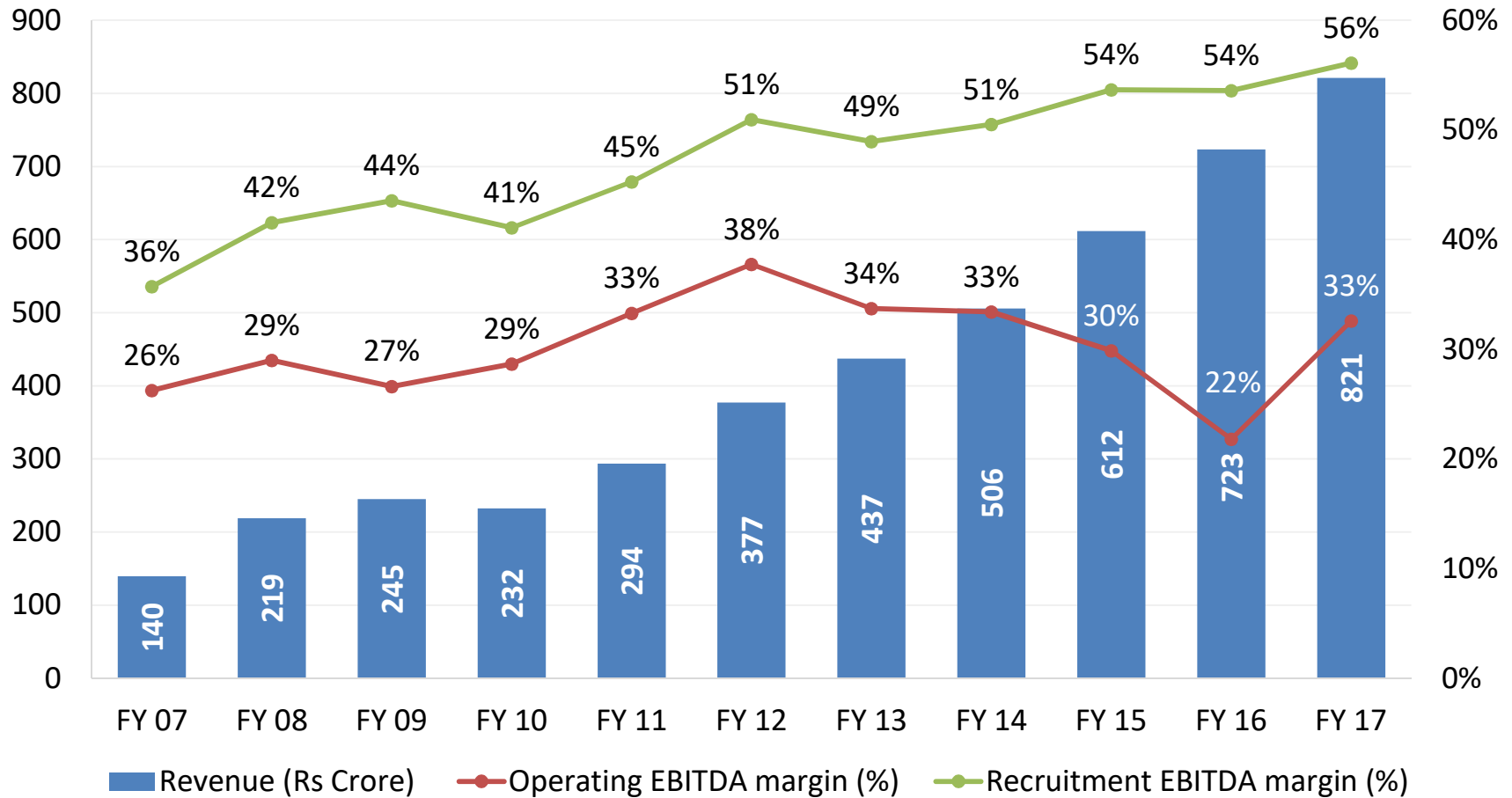
Cross platform sharable collaborative phonebook app

Shareholding ~15%*

* Approximate shareholding on fully disbursed and converted basis, held directly or indirectly (through subsidiaries, associates or affiliates)

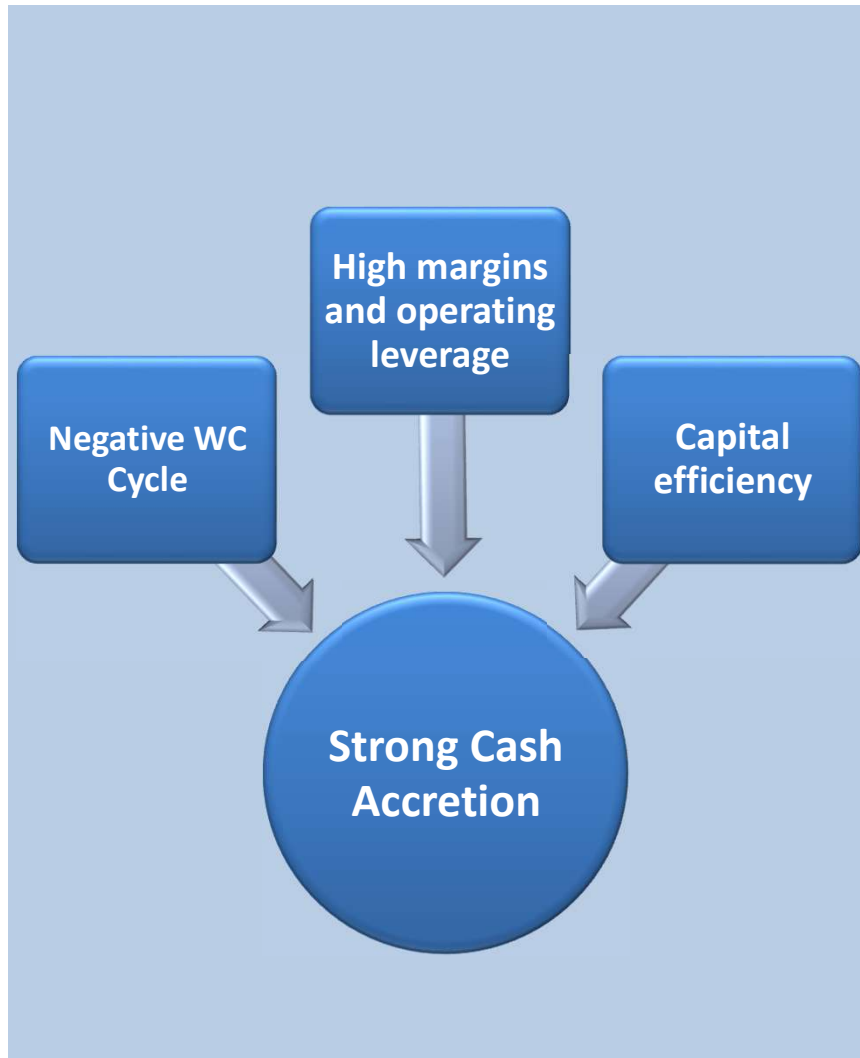
Financial performance track record

Revenue and Operating EBITDA margin for the standalone entity, 2007 – 2017

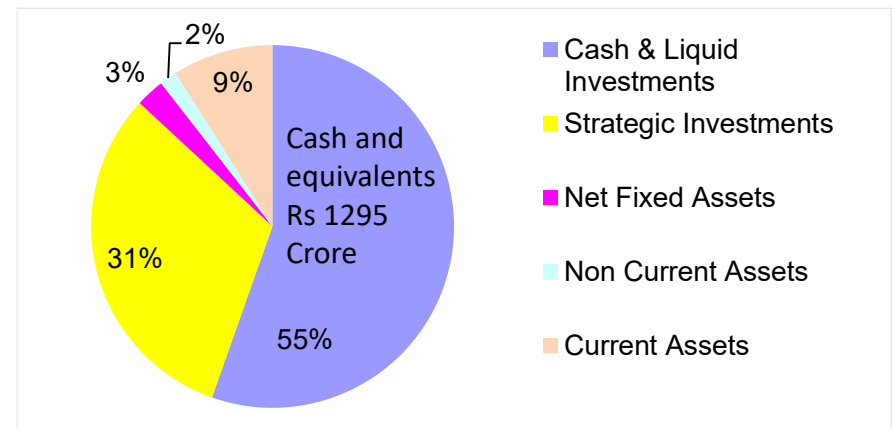


Margins declined during FY 14 -16 mainly on account of increased investments in 99acres

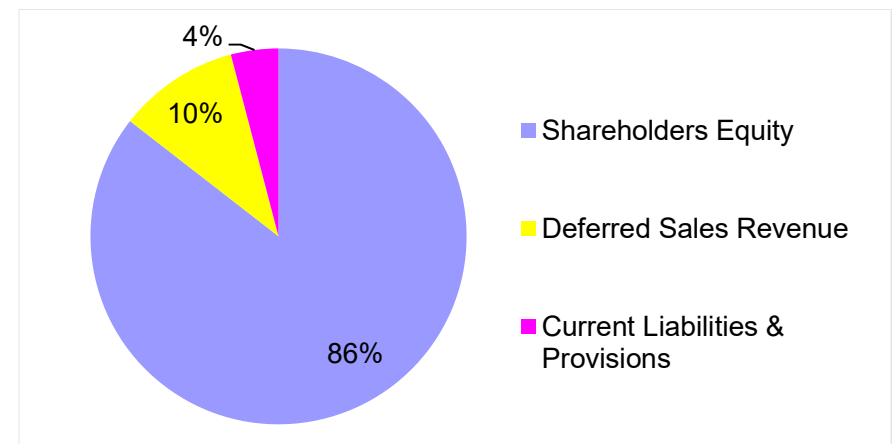
Strong balance sheet, negative working capital and negligible leverage



Assets – 55% Cash



Liabilities – Negligible leverage



As of Mar 31, 2017

Corporate governance

- Independent Directors are a majority on the Board
- Separation of Chairman and CEO role
- Non Executive Chairman
- Statutory Audit performed by PWC
- Internal Audit performed by an external firm
- Audit committee comprises of only Independent Directors
- Disclosure of quarterly balance sheet and cash flow statements though not mandatory in India
- Formal dividend policy (15 to 40% of standalone PAT)
- Whistle blower mechanism

Board of Directors

Whole time

Sanjeev Bikhchandani (53)

Founder and Executive Vice
Chairman

BA Econ. St. Stephen's.
PGDM IIM-A

Previously with GlaxoSmithKline

Hitesh Oberoi (44)

Managing Director and CEO

B.Tech IIT Delhi,
PGDM IIM-B

Previously with HLL (Unilever)

Chintan Thakkar (50)

Director and CFO

Chartered Accountant
Previously with Computer
Associates, India

Non Executive

Kapil Kapoor (52)

Chairman & Non Executive
Director

B.A.Econ, PGDM IIM-A

Previously COO (Global Business
Development), Timex Group

Independent

Saurabh Srivastava (71)

Independent Director

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

Arun Duggal (70)

Independent Director

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

Bala Deshpande (50)

Independent Director

MA Econ., MMS JBIMS

Sr. MD, New Enterprise
Associates (NEA)

Naresh Gupta (50)

Independent Director

B Tech IIT Kanpur, Ph.D, University
of Maryland

Previously MD, Adobe India

Sharad Malik (53)

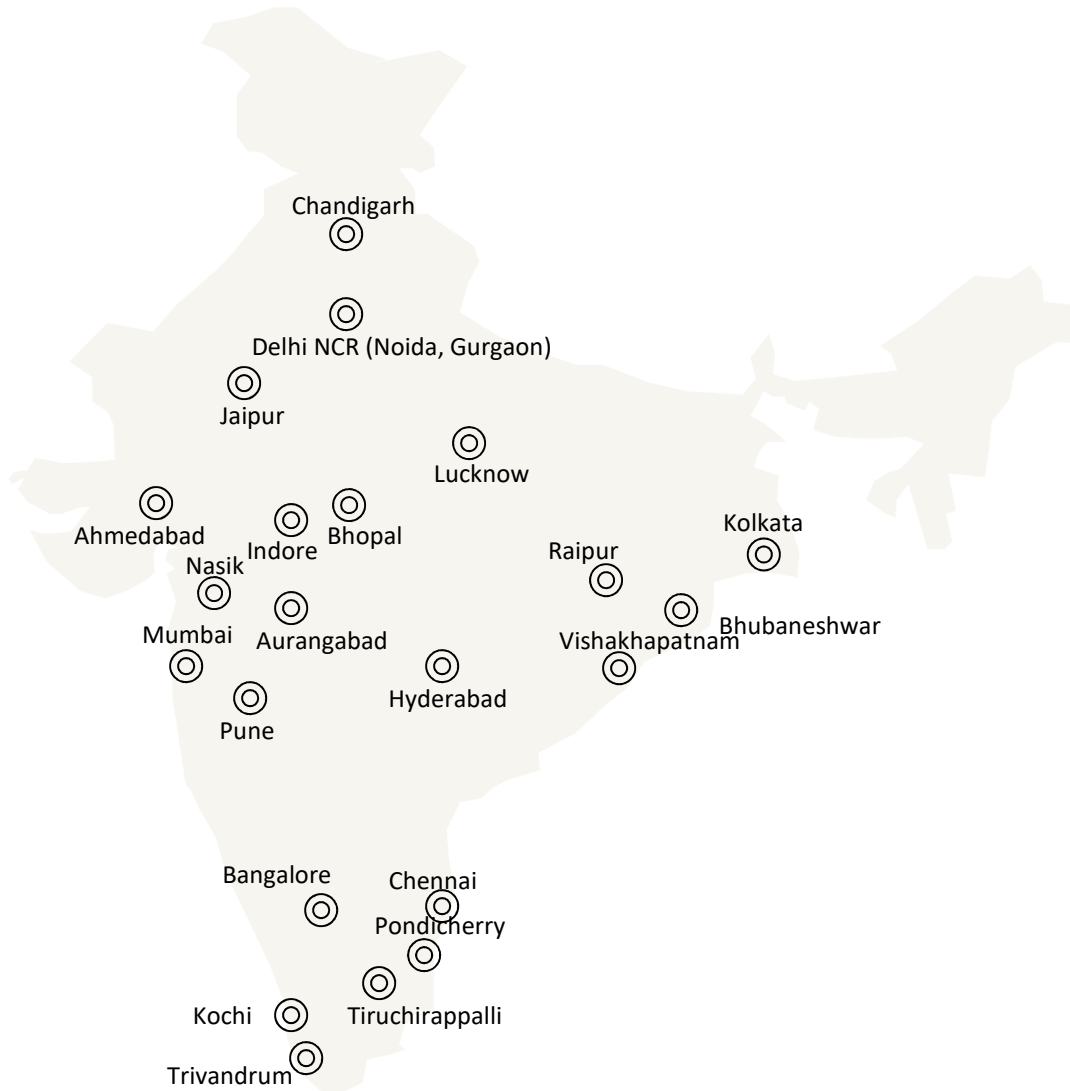
Independent Director

B Tech IIT-D, MS, PhD, University
of California

Chair-(Deptt. of Electrical
Engineering), Princeton University

Nationwide sales/customer interface infrastructure

Info Edge sales offices illustrative map

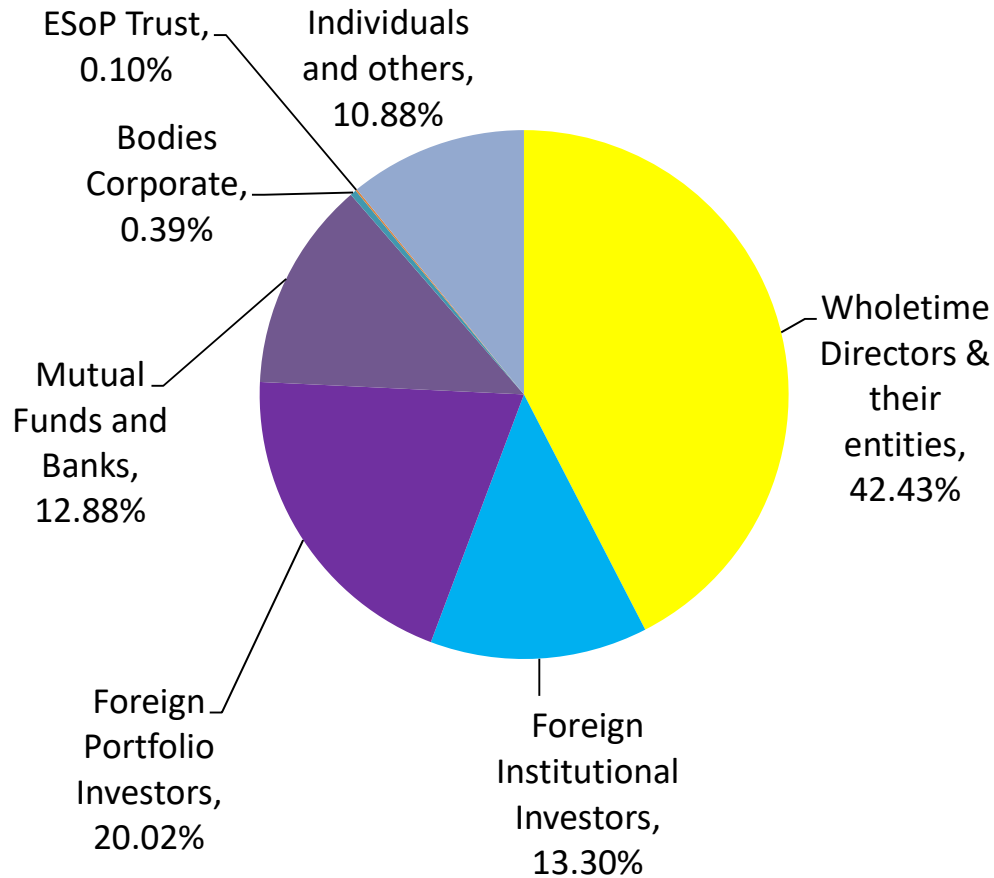


Key Observations

- Nation wide coverage through 69 company branch offices in 44 cities in India
- ~ 2817 sales/ servicing/ client facing staff or 70% of the company's* workforce of ~4012

* Including allcheckdeals, a wholly owned subsidiary

~43% shareholding is with the Founding management group and ~46% with Institutional Investors (as of Mar 31, 2017)



HDFC Mutual Fund	3.61%
Amansa Holdings	3.30%
Ward Ferry Asian Fund	3.25%
Nalanda India Equity Fund	3.18%
Aranda Investments (Mauritius)	2.70%
Matthews	2.67%
Acacia	2.48%
Axis Mutual Fund	2.13%
ICICI Prudential Mutual Fund	2.06%
SBI Mutual Fund	1.99%
Goldman Sachs EM Fund	1.75%
Vanguard	1.36%
Morgan Stanley (Mauritius)	1.18%
Capital Group	1.11%
FIL Investment (Mauritius)	0.90%

Total number of issued and paid up shares of Rs 10 each are 12.11 Crore (post 1:1 bonus in Sept, 2010, 1:1 bonus in Jun, 2012 and dilution (QIP) in Sept, 2014)

Naukri

All Jobs

IIT/IIM Jobs

Govt. Jobs

International Jobs

Search Jobs

Search

New to Naukri?

Register with us

or

Upload CV

Max 2 MB, doc, docx, rtf, pdf

We will fill your details

Get best matched Jobs on your Email. No Registration needed

CREATE JOB ALERT

APPLY NOW

BEST EMPLOYER OF THE YEAR 2017



WALK INS FOR VOICE SUPPORT

Hadoop / Big Data

Get best matched jobs on your email. No registration needed

Create a Job Alert

Top Employers

virtusa | POLARIS

LTI

Job Location :
Chennai / Hyderabad / Bangalore

Best Places to Work

All Sectors

Information Technology

Manufacturing

Services

Information Technology

Intellect Design Arena

ION Trading

Jekson Vision Private Limited

Kaar Technologies

Larsen & Toubro Technology Centre

Torrent Power

Air Compressors

ELGI EQUIPMENTS LTD

ChipDsg/Semicond.

Calsoft Labs, An Alten Company

Infocision

naukri FASTFORWARD
Speed up Your Career

Naukri Resume Score - Free

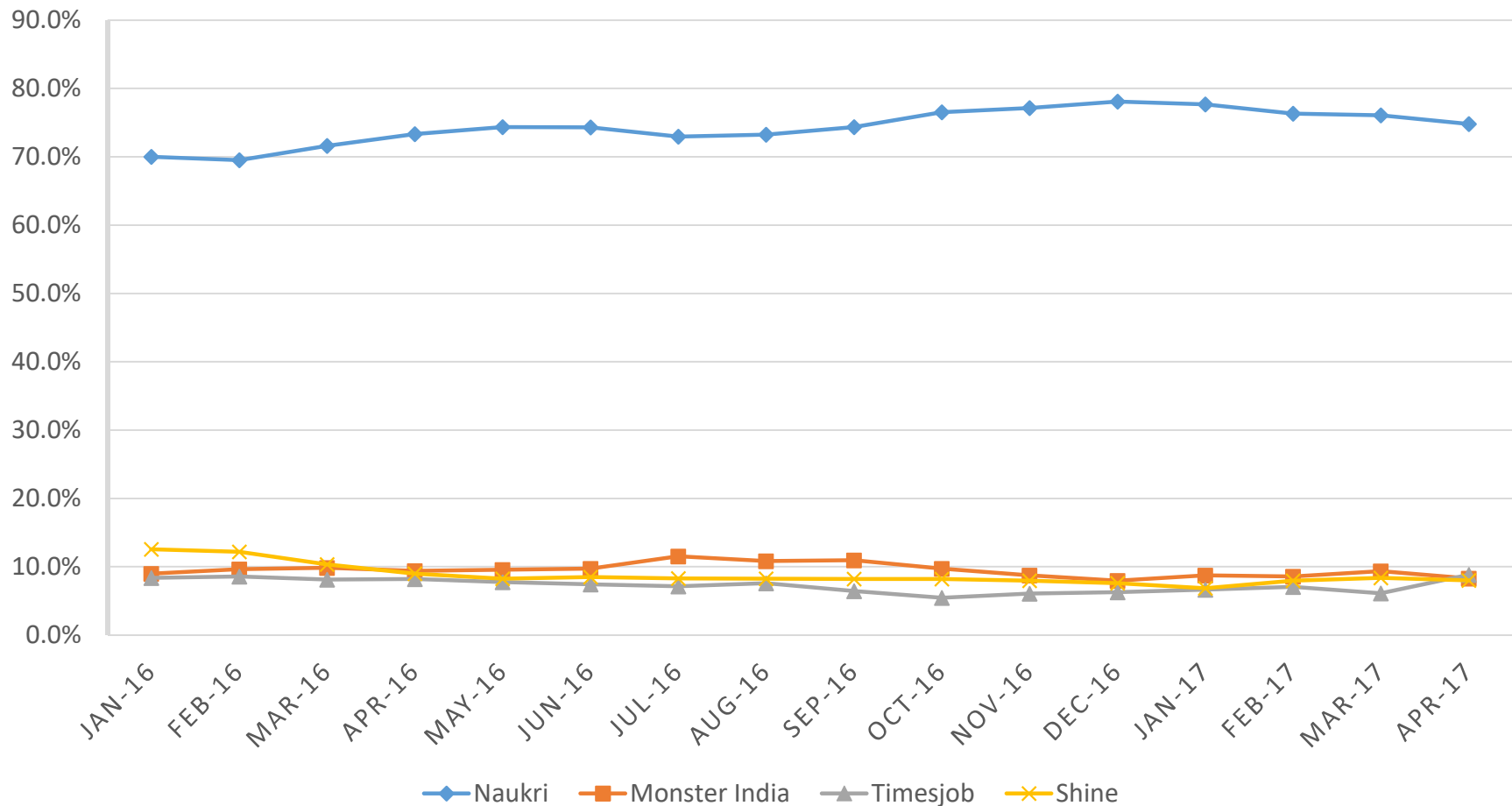
Get your FREE resume feedback report and know the improvement areas in your

Naukri is the dominant leader in the online job market

- During or end of, Q4 FY 16-17
 - ~75% traffic share in April, 2017 (Source : SimilarWeb)
 - 310,000 to 390,000 job listings (on a given day)
 - ~5.1 Crore resumes
 - 15,500+ avg. resumes added daily
 - 245,000+ resumes modified daily
 - 800,000 to 970,000 resume searches daily
 - 75 to 100 lakh resume contacts by recruiters daily
 - ~ 38,500 job seekers availed premium services
- 39,000 clients in Q4 FY 16-17 vs 36,300 in Q4 FY 15-16
- 65,500 clients in FY 16-17 vs 61,000 in FY 15-16

Naukri has dominant traffic share

Overall traffic (including mobile but not app) based on page views



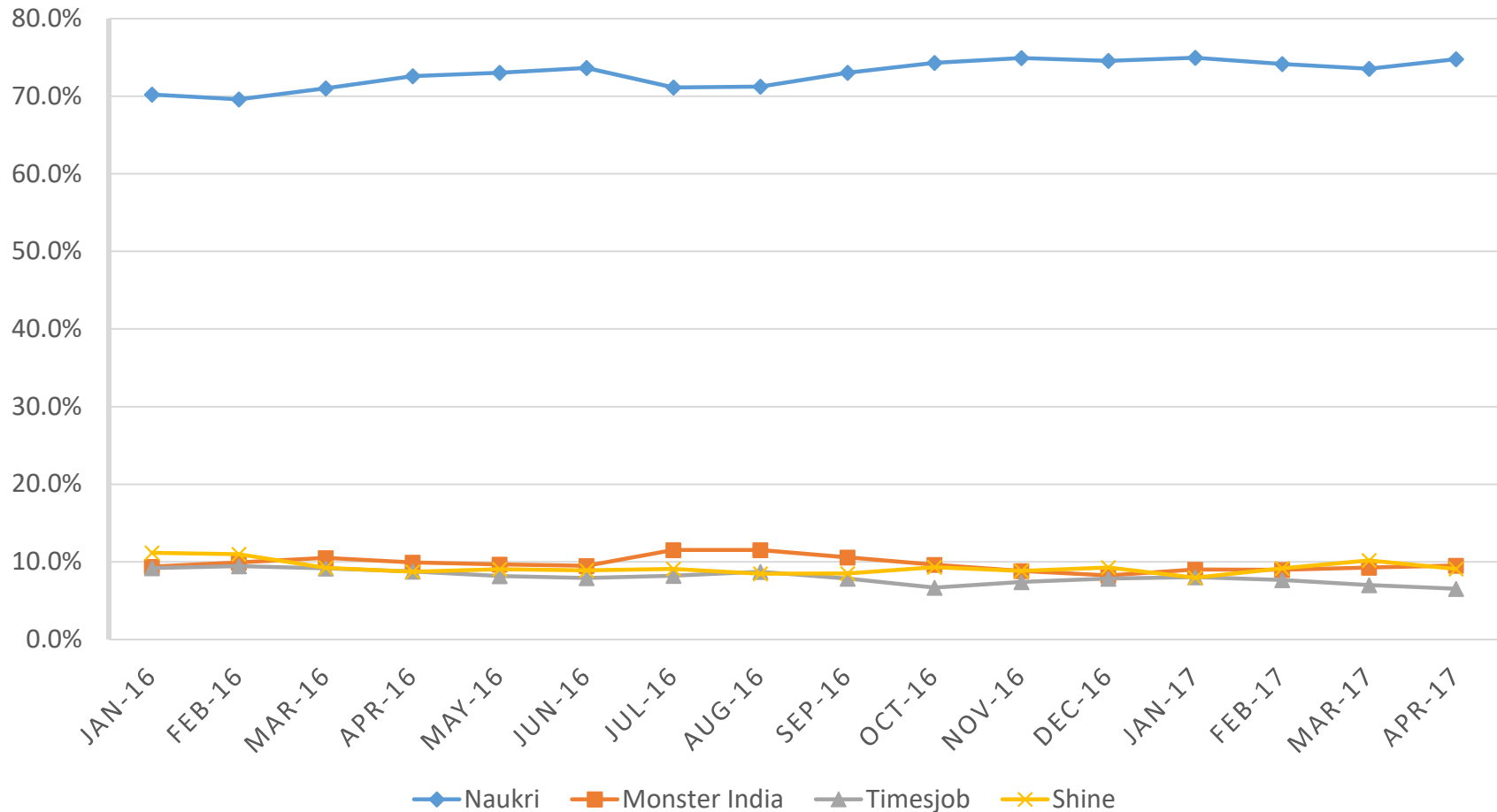
Source: SimilarWeb

Above chart excludes LinkedIn since much of the traffic may not pertain to jobs

~66% of the total sessions for Naukri, in Q4 FY 16-17, through mobile, Source : Google Analytics

Naukri has dominant traffic share

Overall traffic (including mobile but not app) based on time spent

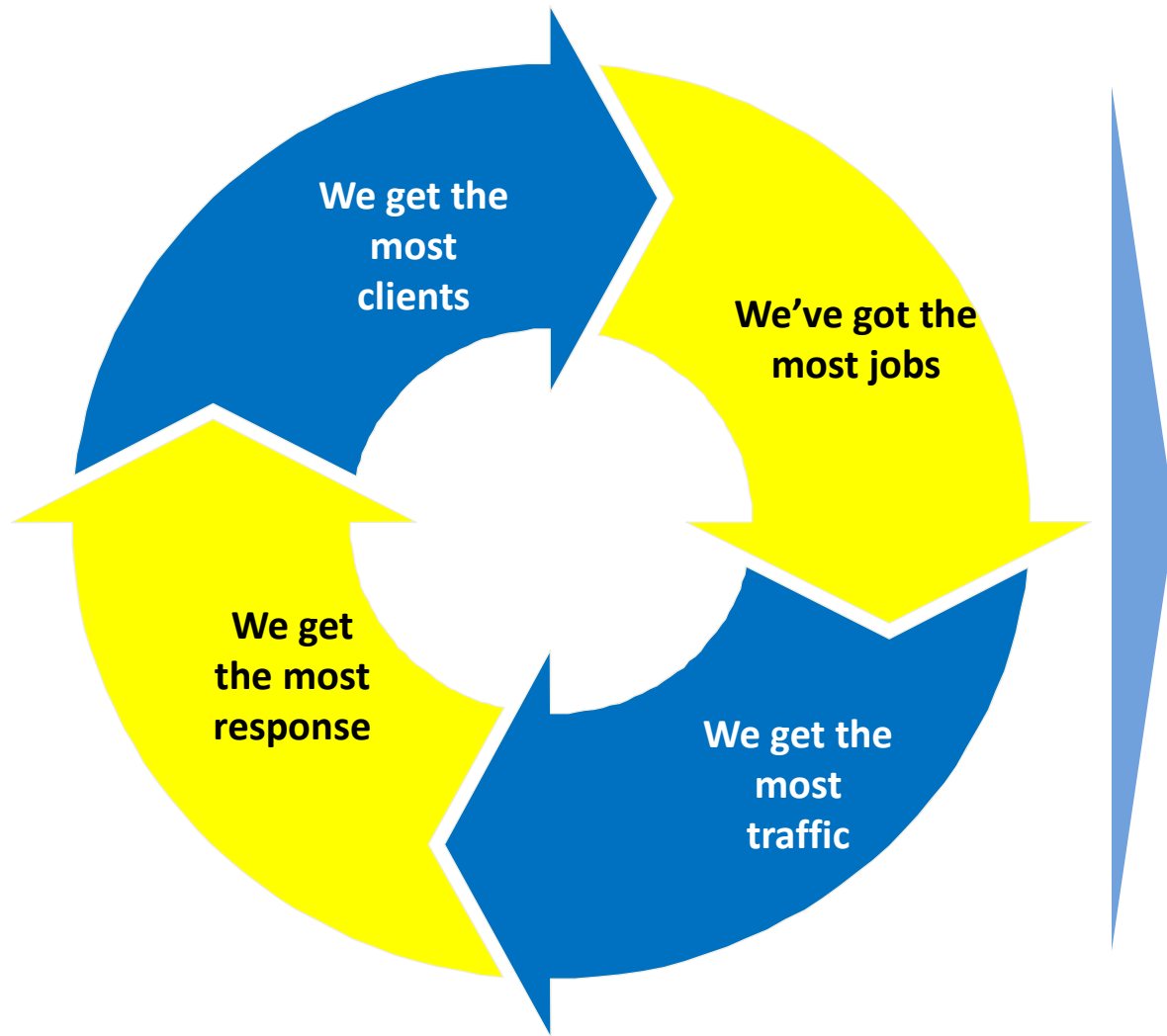


Source: SimilarWeb

Above chart excludes LinkedIn since much of the traffic may not pertain to jobs

~66% of the total sessions for Naukri, in Q4 FY 16-17, through mobile, Source : Google Analytics

Naukri is a business of the virtuous circle



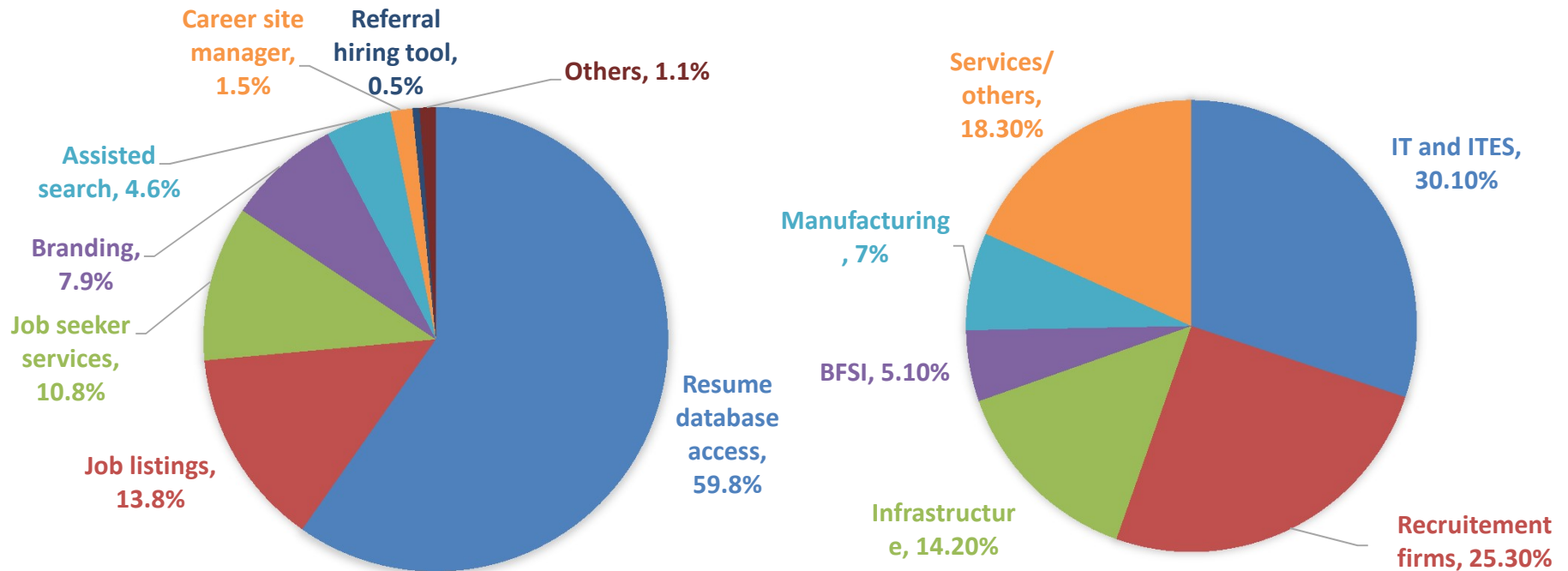
Benefits

- Naukri has over 100% of industry profits enabling greater investment in
 - Product innovation
 - Engineering
 - Brand support
 - Sales network
 - Servicing back office
 - Superior talent

Revenue sources

- B2B revenues about 90% (from Recruiters)
 - Resume database access
 - Job listing (response management)
 - Employer branding (visibility)
 - Career site manager
 - Others - Resume short listing and screening, campus recruitment
 - Non recruitment advertising (other than for jobs)
- B2C about 10%
 - Job seeker services

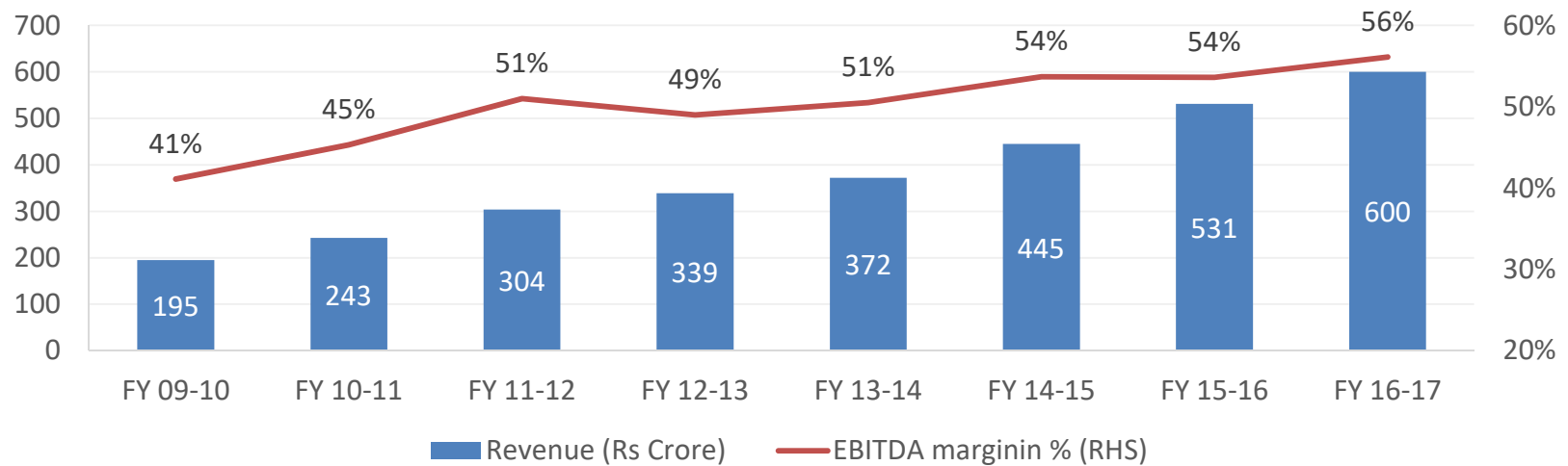
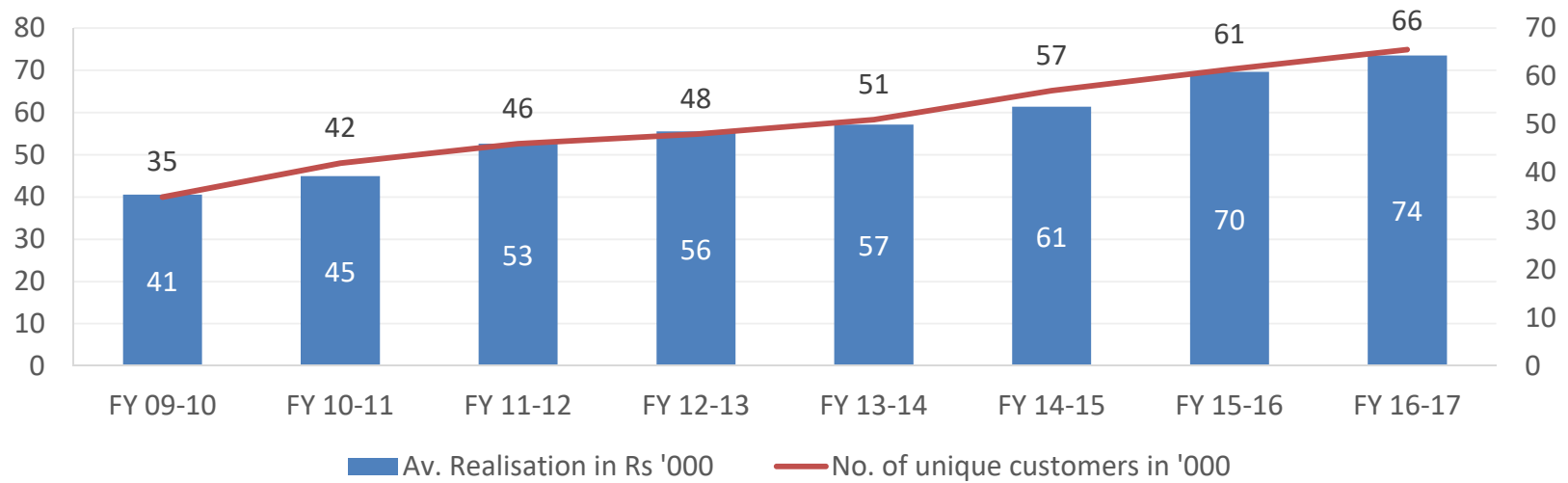
Breakup of revenue by product type and industry in FY 16-17



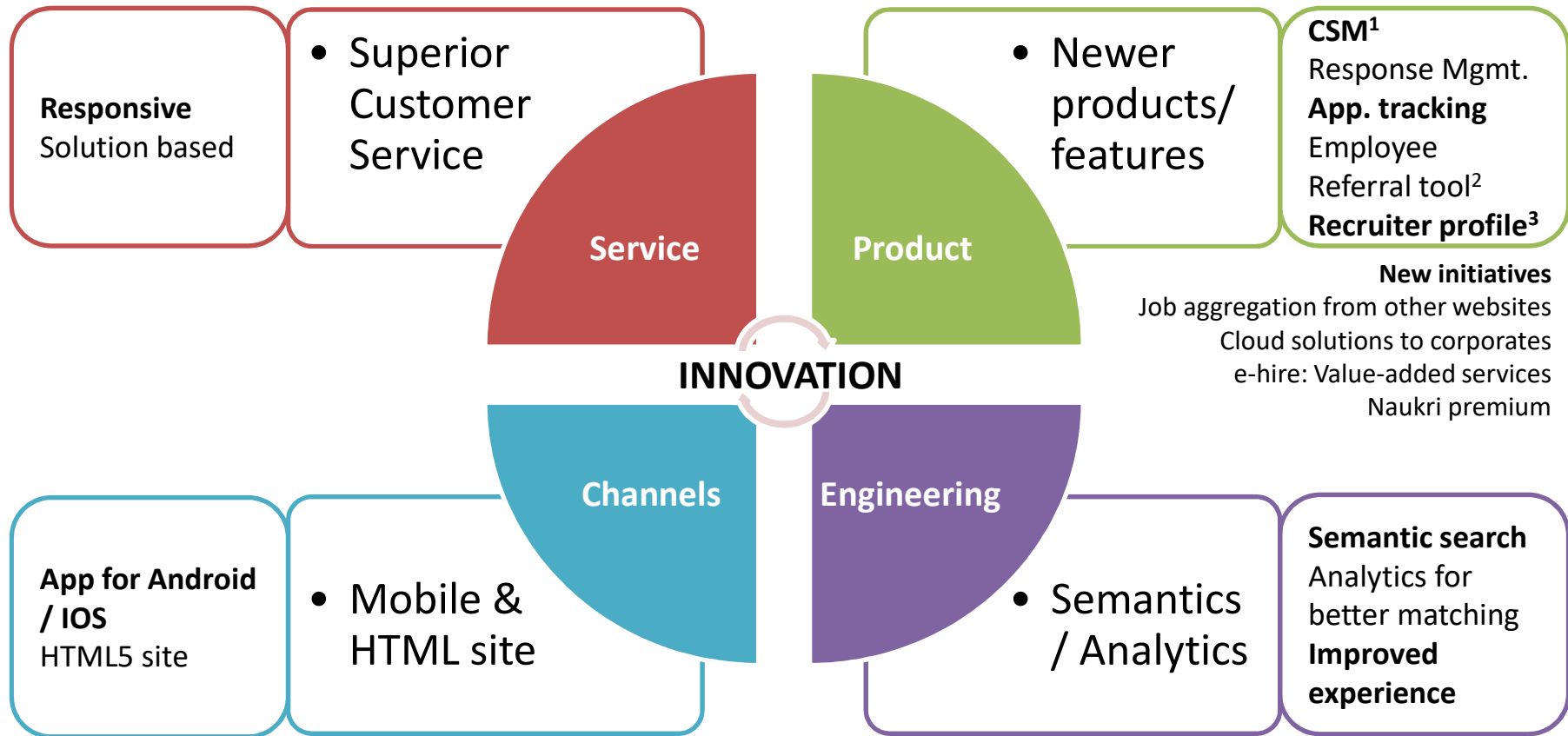
Assuming 50% of the revenue from Recruitment firms is from IT industry, then IT and ITeS is about 42%

BFSI is banking, financial services and insurance

Revenue per client growing with increasing number of clients



4-pronged strategy for Naukri.com



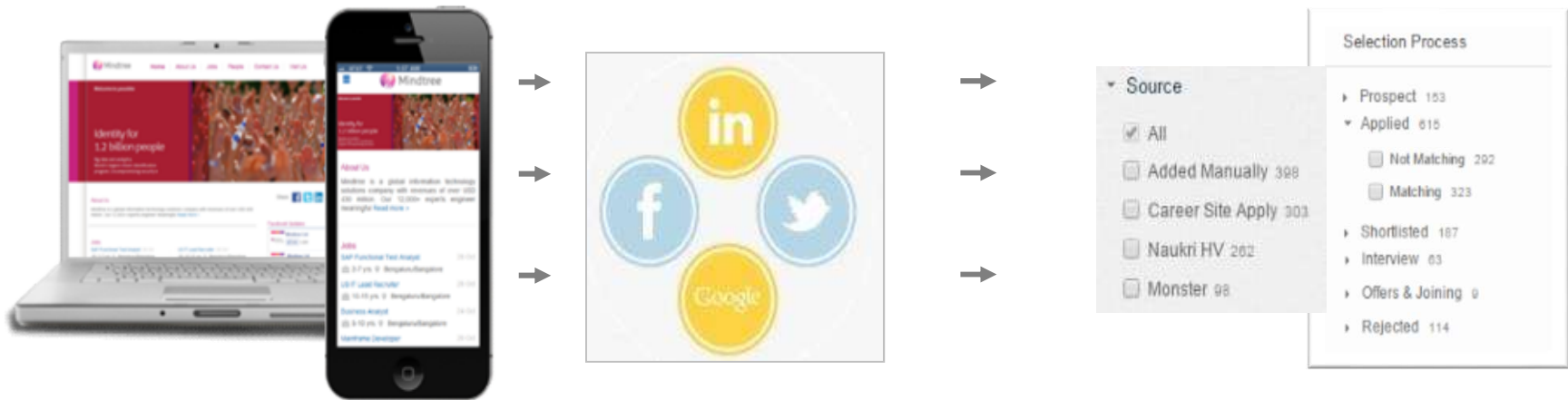
1 Career Site Manager, 2,500+ clients in FY16017 (vs. 1,600 clients in FY15-16)

2 Employees can submit direct or social media referrals; Over 188,000 employees registered

3 Over 200,000 profiles already exist

New initiatives - Career site manager (CSM)

Powers a recruiters end-to-end recruitment process



Career Link on website

+ Mobile ready career site

Social Recruiting

+ Search Engine Optimization

Application Tracking System

+ Searchable CV database

Sold to over 2,500 recruiters (including corporates) in FY 16-17 (vs. 1,600 in FY15-16)
Additional capabilities & features added and variants being launched

Illustrative list of CSM clients



Recruiter profile

Platform for public profiles of HR professionals and recruitment consultants



Jobseekers can
'FOLLOW'
Recruiter Updates

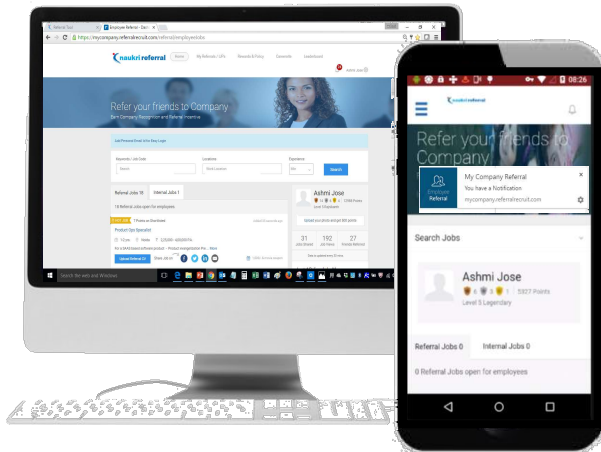
Keep jobseekers
informed of recruiter's
Active Jobs

Help Build recruiter's
personal database

Over 200,000 recruiter profiles on www.naukri.com

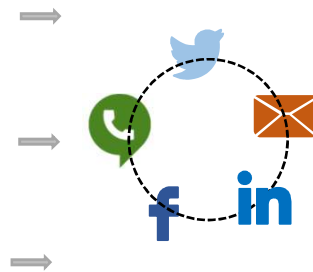
Naukri Referral Hiring Tool

End to end employee referral management and automation



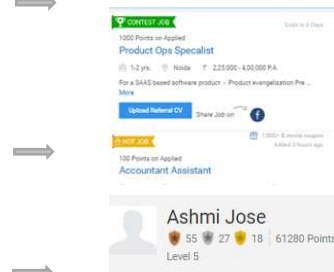
Mobile Ready Employee Referral Site

- + Referral Mobile app
- + Internal Job Postings



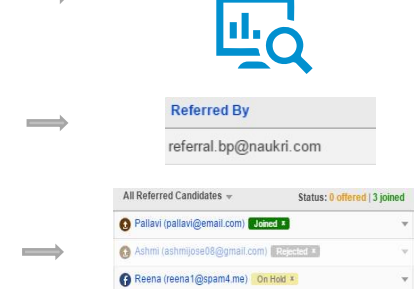
Social Media Referrals

- + Referrals from Employees' networks



Employee Engagement - Gamification

- + Real Time Notifications to Employees



Integrated Referral Tracking

- + Automated Job Postings & Payout Reporting

Sold to 900+ clients in FY 16-17
1,88,000+ employees registered as of March 31, 2017

Mobile an important source of traffic

About 66% of the sessions in Q4 FY 16-17 (vs 56% sessions in Q4 FY 15-16) from mobile

Android app

29% of total Naukri sessions

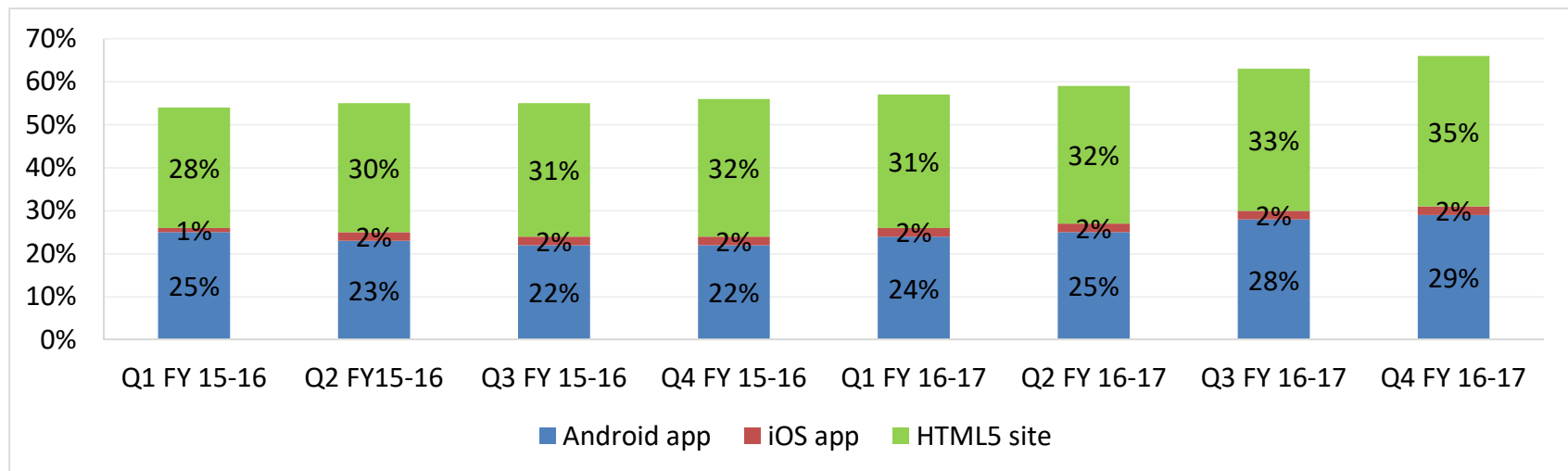
iOS app

2% of total Naukri sessions

HTML5 site

35% of total Naukri sessions

Trend over eight quarters



The App and HTML5 site

Keywords
Enter Skill, Designation, Role

Location
Mumbai

Experience
5 Years
- 0 2 4 6 8 10 12 15+

Expected Salary
Minimum Maximum

Functional Area / Department
Choose your Function / Department

Search Jobs

Recent Searches
Sales & Marketing Manager (723)

105 Jobs Found

Modify "Sales Manager, Marketing Manager"

Sales Manager
Live connections
3 - 8 Years
Thiruvananthapuram, Hyderabad, Secunderabad, Kolkata, Puducherry

Sales Executive
Silly Fish Studios
1 - 2 Years
Secunderabad, Kolkata, Puducherry, Dadra and Nagar Haveli

Sales Head for Lucknow
Infoedge (India) Ltd.
2 - 4 Years
Thiruvananthapuram, Kolkata, Puducherry, Dadra and Nagar Haveli

Lead Sales Executive
Live connections
Save this Search as an Alert

Promod Kumar Sharma
Safety Engineer

Profile Completion 42%
Last Modified: 17th Aug

Projects

Educational Details

59 Recruiter Messages

15 Jobs for You

5 Critical Actions

12 Profile Views

Competition

- Local job boards
 - Indeed.co.in
 - Monsterindia.com
 - Timesjobs.com
 - Shine.com
- LinkedIn
 - Solves a different problem
- Continuous innovation and improvements in product and service is the key to counter competition

Some international comparisons

Name of the website	Approx. revenue from recruitment (in USD mn) @	No. of profiles/resumes in mn	No. of unique clients	Approx. Market Cap of the company (in USD bn)**
51job.com* (China)	341	103	460,000	2.55
Seek.com^ (Australia)	233	5	-	4.56
Recruit# (Japan)	3,636	-	-	28.90
Info Edge	93	51	65,500	1.62

* Annual report/ presentation for year ended December 31, 2016

^ Domestic revenue from Australia New Zealand as per annual report / presentation for year ended June 30, 2016

financial nos./ corporate presentation for year ended March 31, 2017, total revenue of Recruit is USD 16.5 bn of which 3.6 bn (mentioned above) is HR media

** as of May 26, 2017

@ Revenue converted basis 1 USD = 1.35 AUD = 111.50 JPY = INR 64.60 being exchange rates as of May 26, 2017

99acres

Buy Rent Projects Commercial Dealers

All Residential ▾

Type Location or Project/Society or Keyword

SEARCH

MAP SEARCH



List your property just in few steps on 99acres mobile app



REAL ESTATE CATEGORY

99acres
India's No.1 Property Portal

Get the App

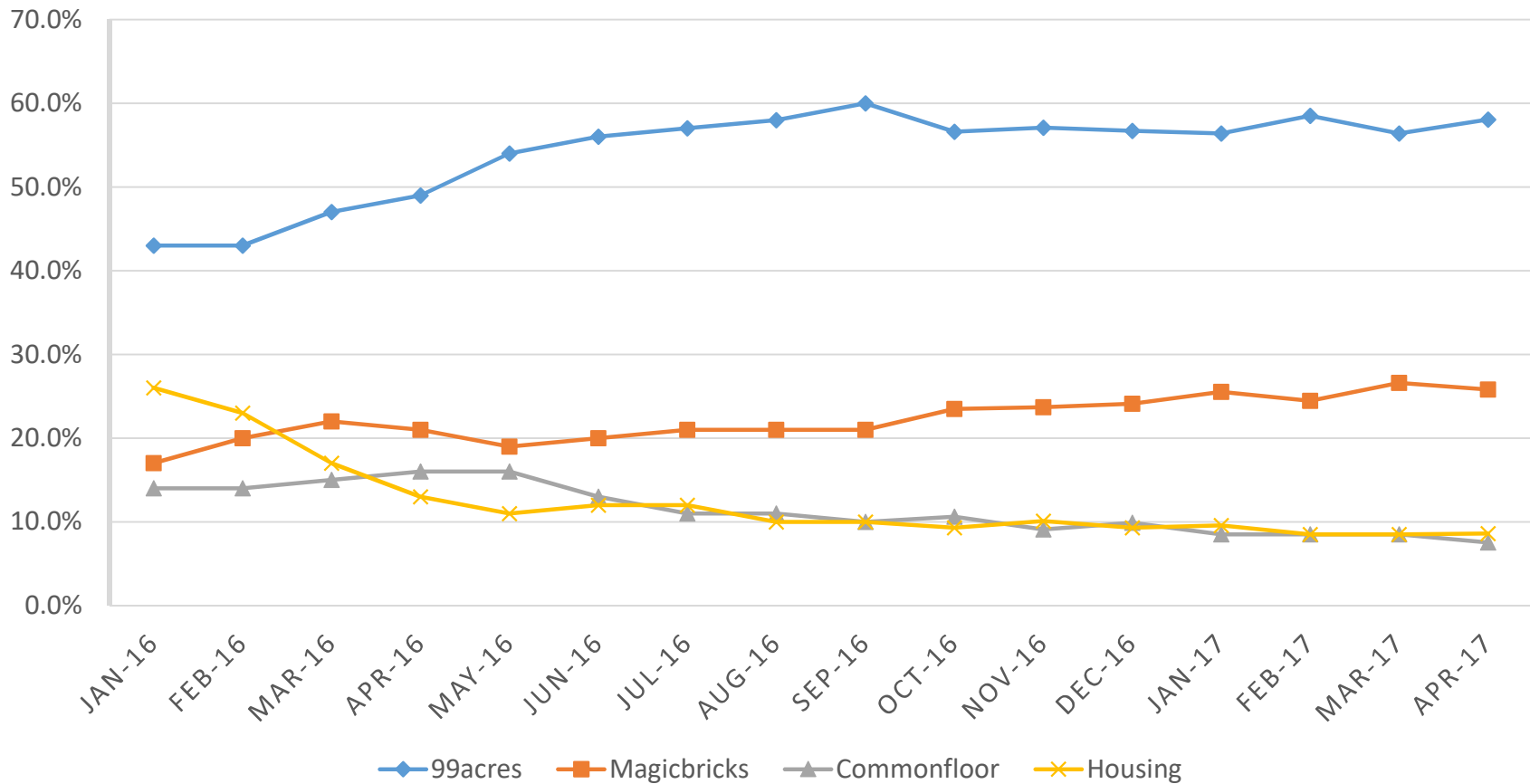
Explore Real Estate in India

Online real estate business - India

- Real estate estimated to be one of the large advertising category in print (~Rs 2000 Crore in FY 16-17)
- Our estimate of spend on online real estate portals was about Rs 350 Crore in FY 16-17 (excluding Google and Facebook)
- 99acres, a leader amongst 6 players
 - Google and local classifieds sites (like olx and quikr) also compete for this market
- Access through mobile increasing (nearly 60% of the sessions in Q4 through mobile vs 52% in Q4 last year)

Traffic share – 99acres pulling ahead

Overall traffic (including mobile) based on page views

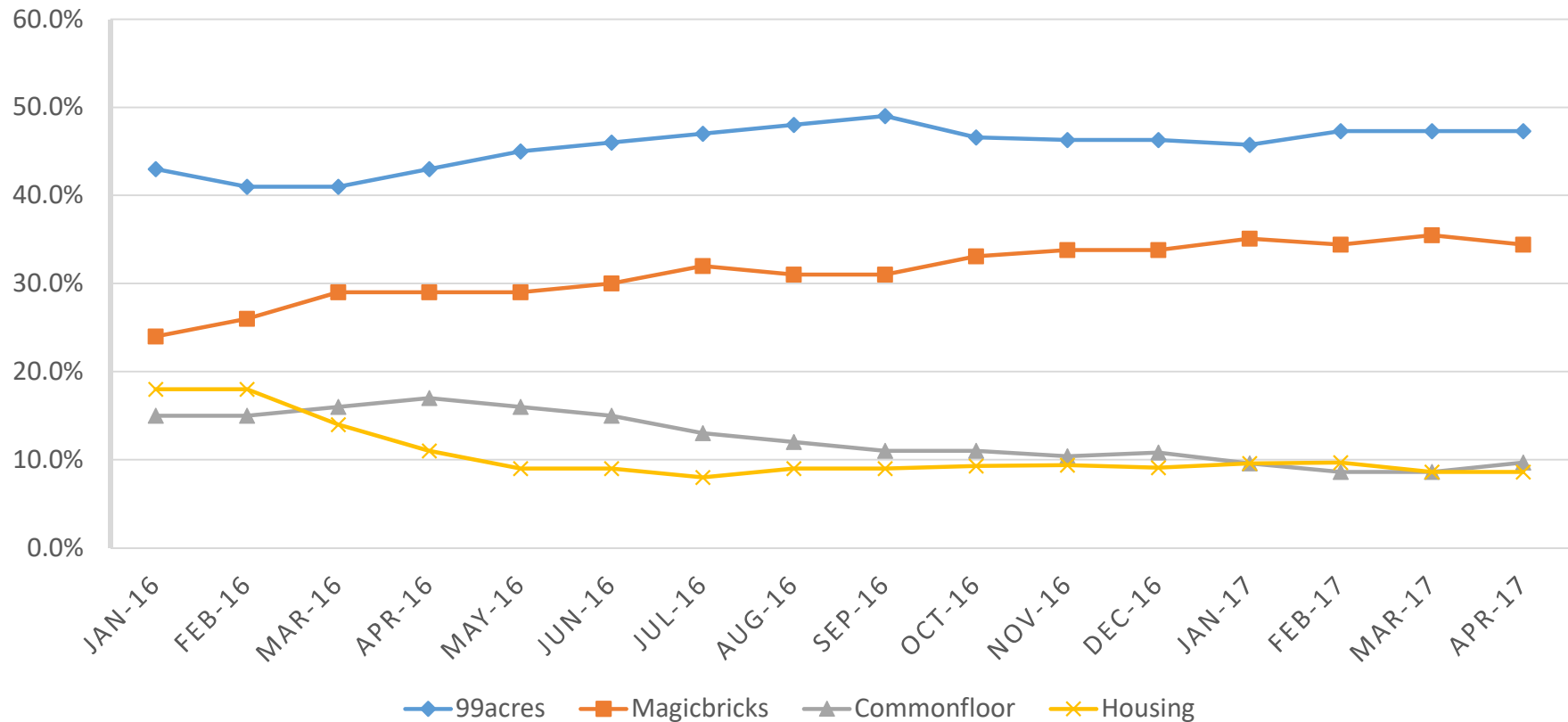


Source: SimilarWeb

~60% of the total sessions for 99acres, in Q4 FY16-17, through mobile. Source: Google Analytics

Traffic share – 99acres pulling ahead

Overall traffic (including mobile) based on time spent



Source: SimilarWeb

~60% of the total sessions for 99acres, in Q4 FY16-17, through mobile. Source: Google Analytics

Status of competition

- 99acres and Magicbricks are the two serious players in classifieds sites category
- Housing was taken over by Proptiger (an agency) and REA Group reportedly invested in the company
- Indiahomes saw a management and investor exit, not much activity
- Commonfloor was taken over by Quikr

Post 2015, competitive activity has declined significantly. No substantial impact / activity yet post above mentioned consolidations.

99acres business model



Revenue Model

- Listing and Branding/ Visibility advertisements
 - Paid by agents and developers
 - Currently free to individuals
- Others:- Microsites, home page links, Google Ad sense, advertising other than for real estate, buyer database access, international listings

Some approx. numbers for 99 acres

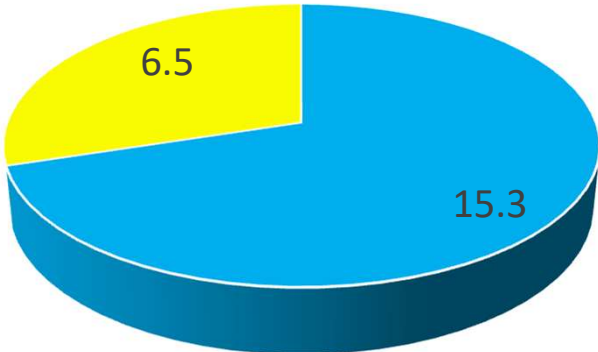
- As of Mar 31, 2017
 - Total projects 1.37 lakh* (under construction or ready to move in)
 - Total listings** 7.26 lakh of which owner listings were 2.70 lakh
 - Residential 6.14 lakh
 - Commercial 1.12 lakh

*1 lakh = 100,000

**Typically, listings stay live for 2 months

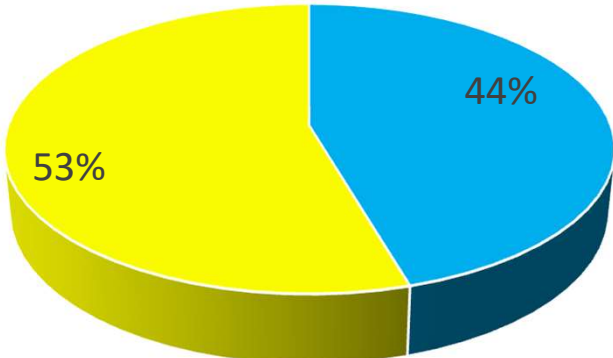
In FY 16-17

No. of customers in '000



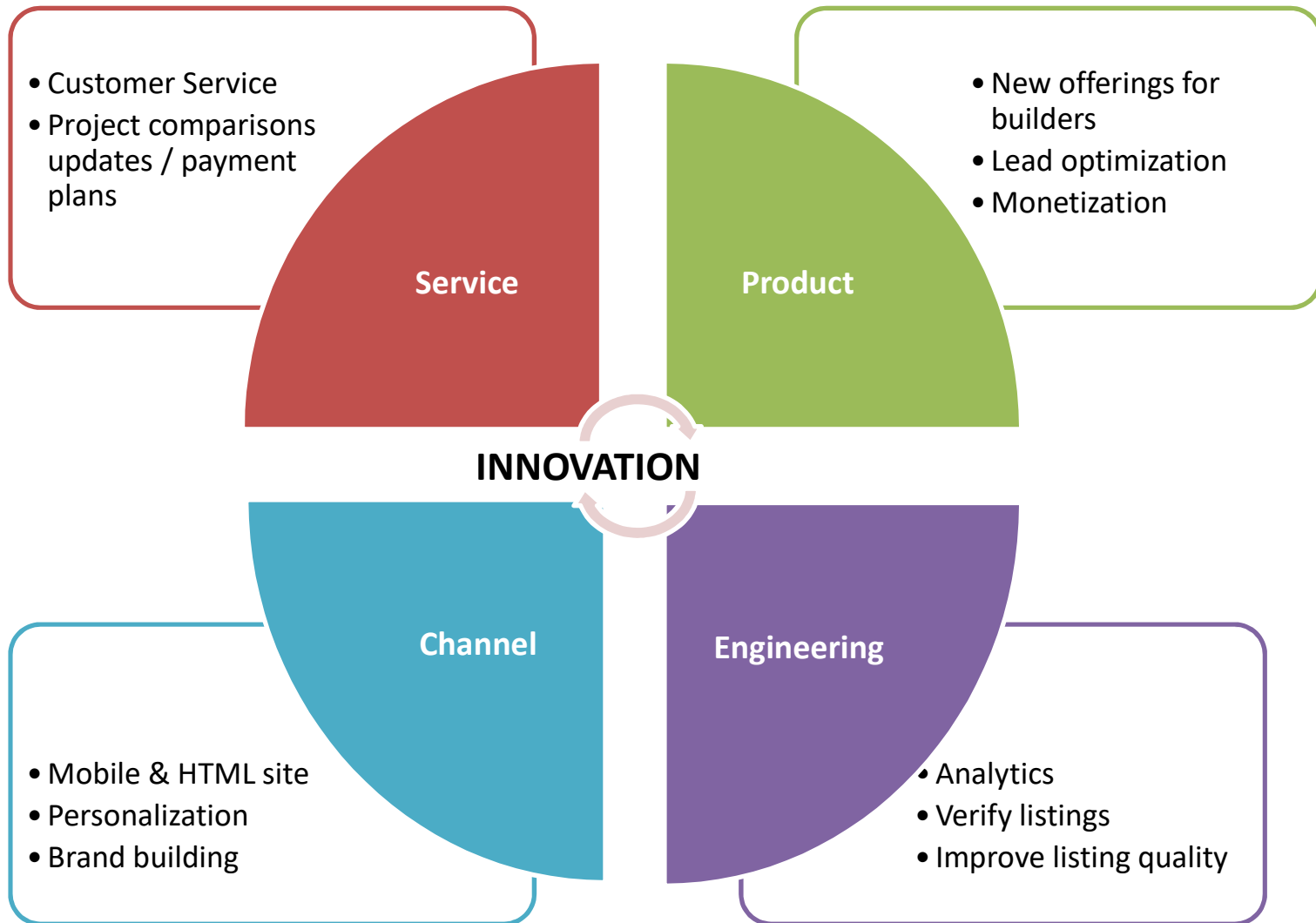
■ BROKER ■ BUILDER

Revenue breakup by customer type



■ BROKER ■ BUILDER

99acres –strategy



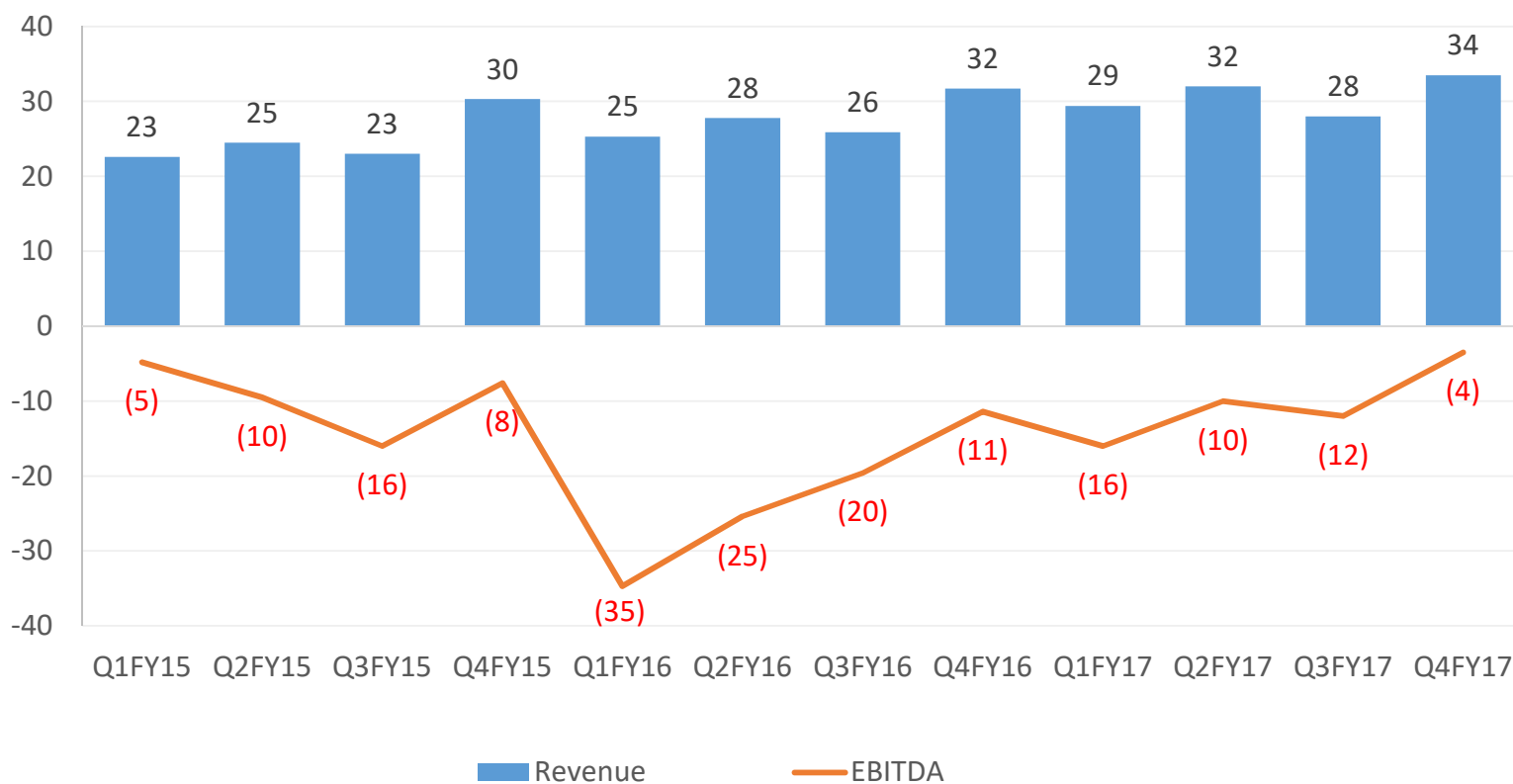
Strategic Focus – Keep taking traffic share from other players, maintain high top-line growth high

What is working well for 99acres

- **Leadership position** maintained - traffic share for 99acres has started to further improve in last one year
 - **Increased investments** in product aesthetics/data quality/marketing ensuring quality and innovation and customer retention
- **Listings growth** intact amidst poor markets
 - During FY17, real estate industry continued to be weak and listings declined during Nov and Dec, 2016 due to demonetization (of high denomination notes)
 - Traffic which had declined in Nov, 2016 was restored by Mar, 2017
- **Competition finding difficult to invest**
 - PE-backed competition facing funding constraints
 - No capital raise in last 12-15 months (as per publicly available sources) except reported infusion of funds by REA in Proptiger upon acquisition of Housing
 - With significantly less inventory, these players are finding it difficult to convert the traffic
- The company has a **war chest** for investment into 99acres and would use it when 99acres requires aggressive investments

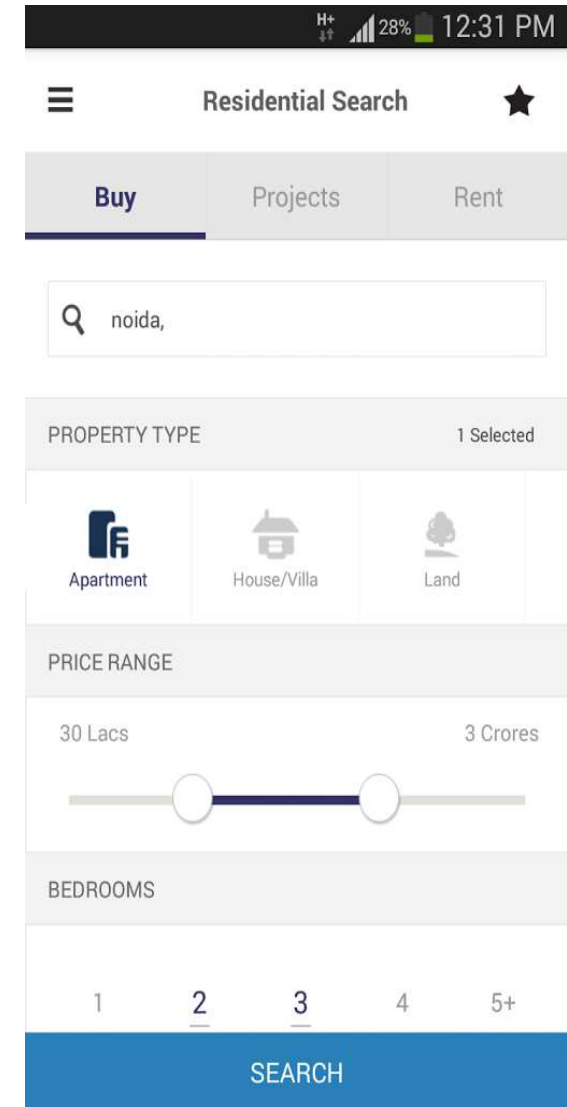
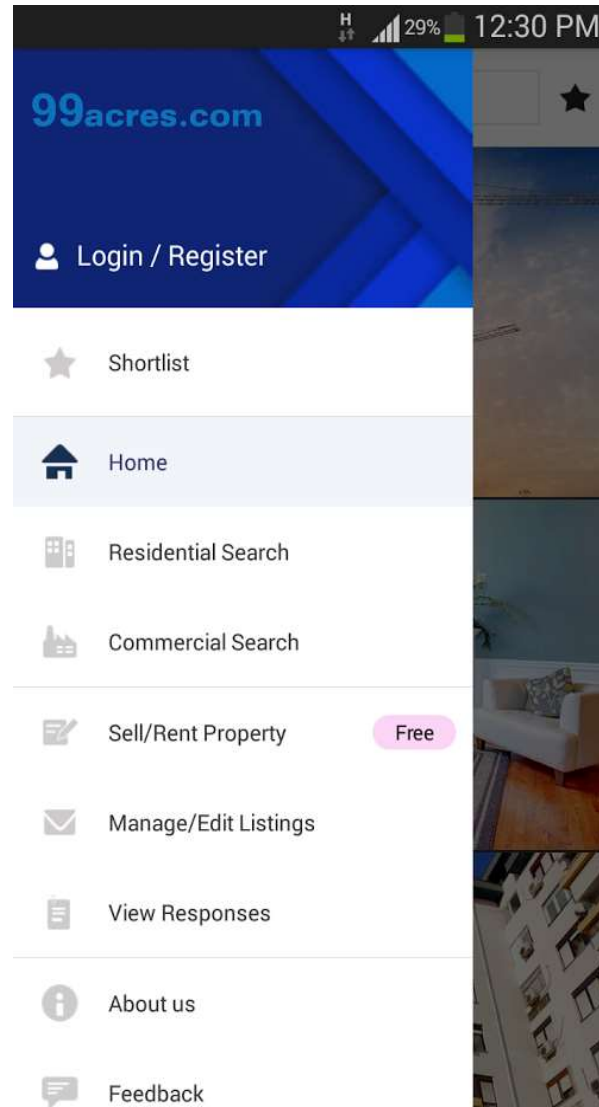
99acres Financials

Revenue and EBITDA trend for 99acres (Rs Crore)

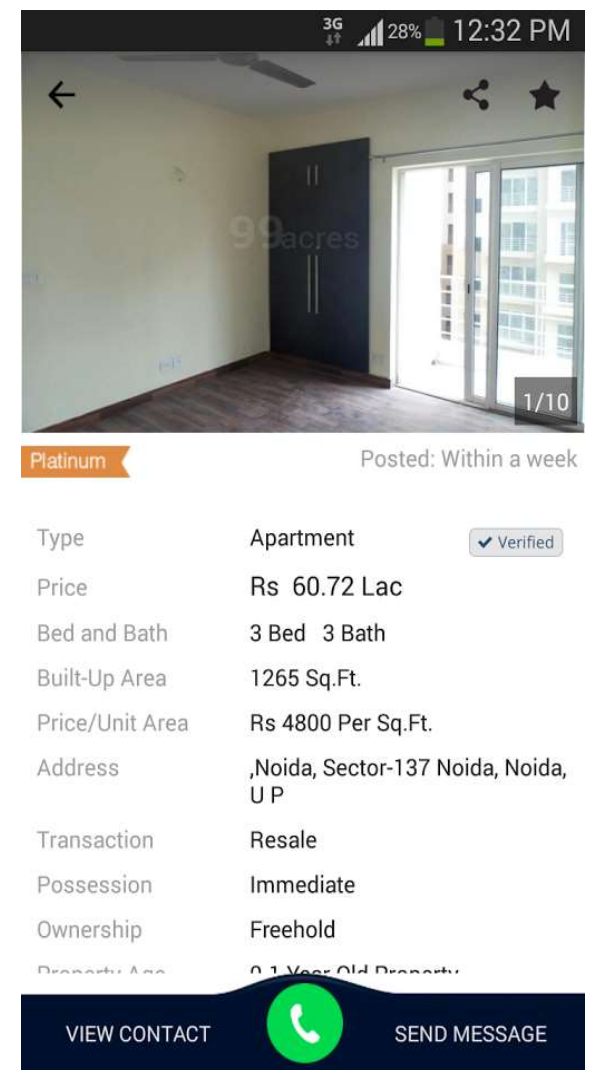
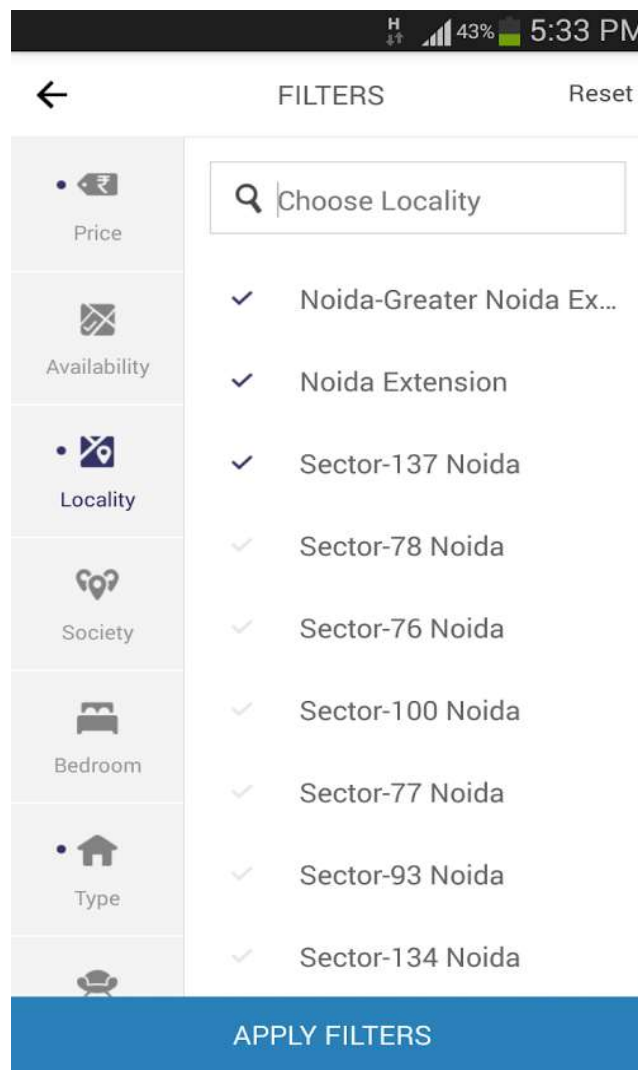
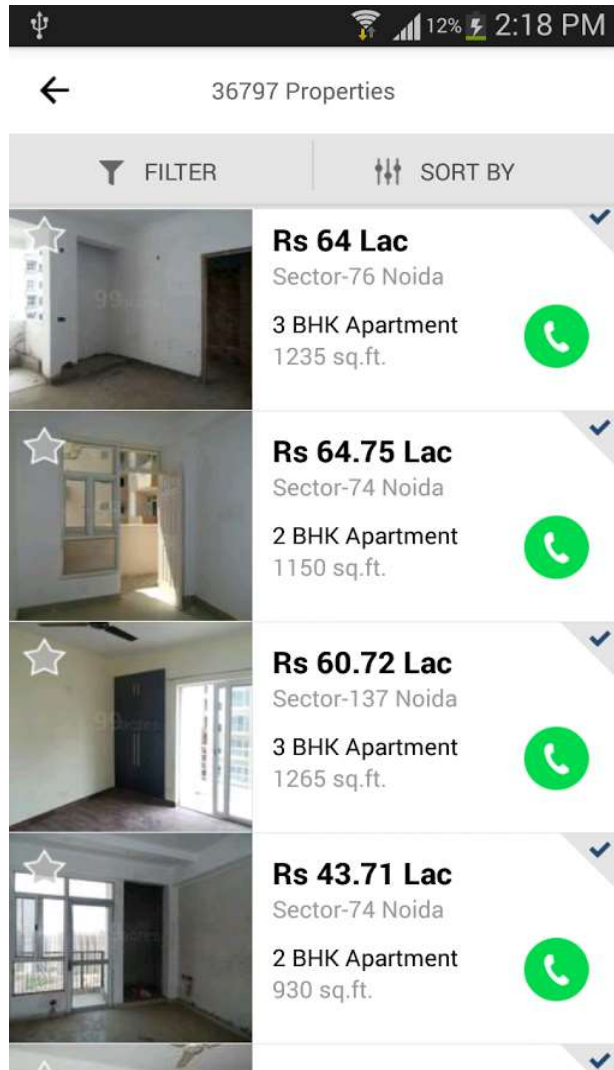


99acres cumulative EBITDA loss (management estimate) at Rs 202 Crore

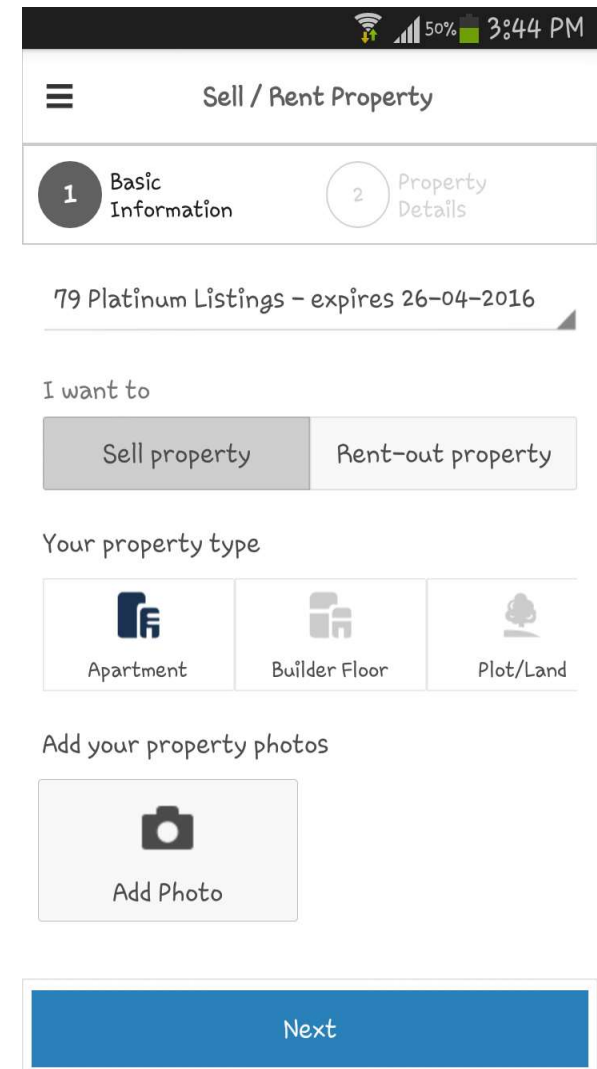
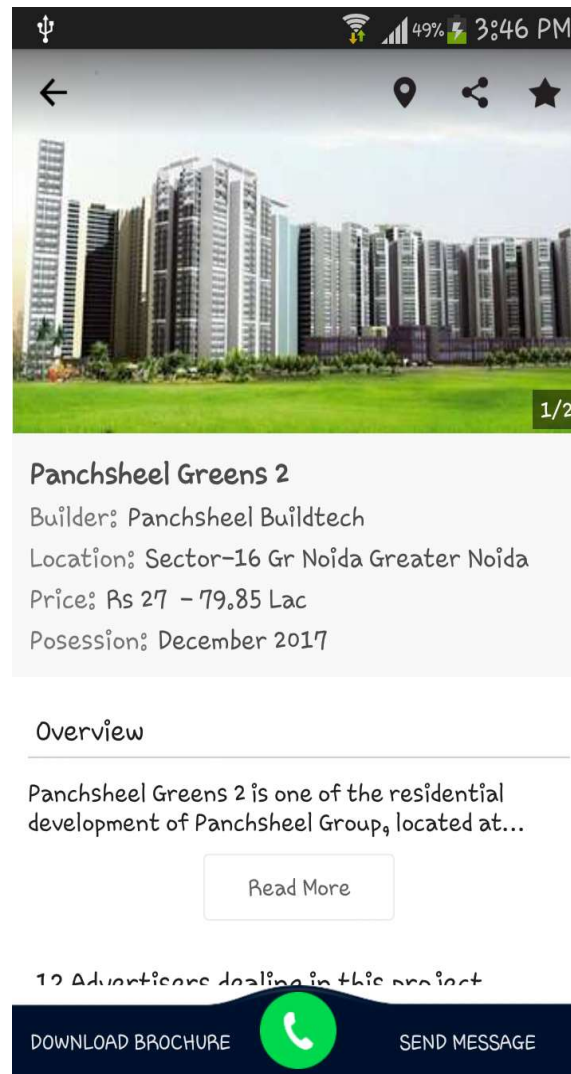
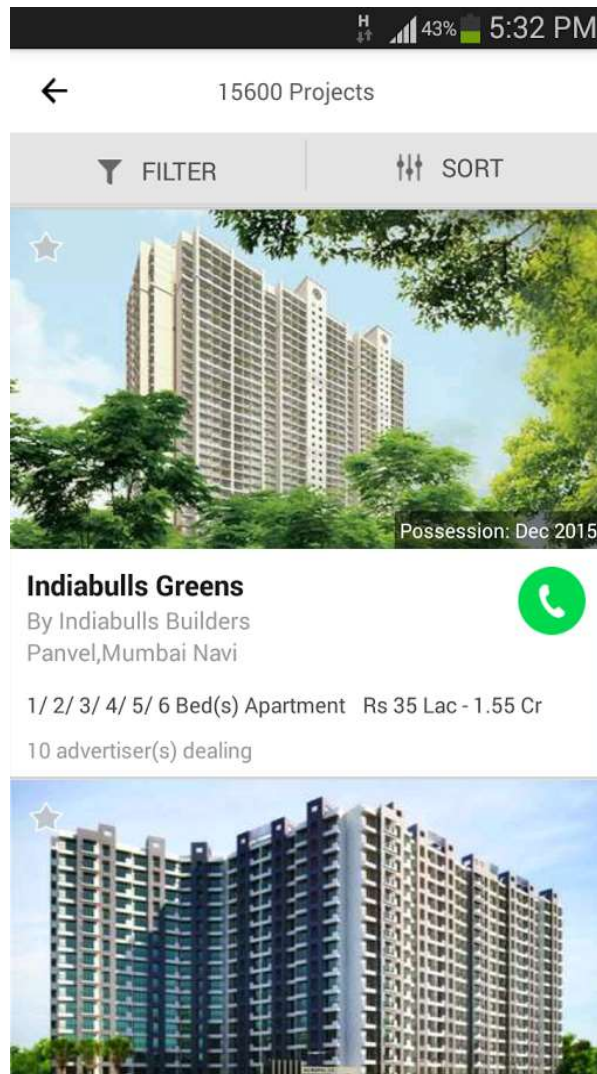
Mobile app – home screen, navigation and search page



Mobile app - Property search results page, filter page, property detail page



Mobile app – project search results page, project detail page and property posting form



Mobile an important source of traffic

About 60% of the sessions in Q4 FY 16-17 (vs 52% of the sessions in Q4 FY 15-16) from mobile

Android app

20% of total

99acres sessions

iOS app

2% of total

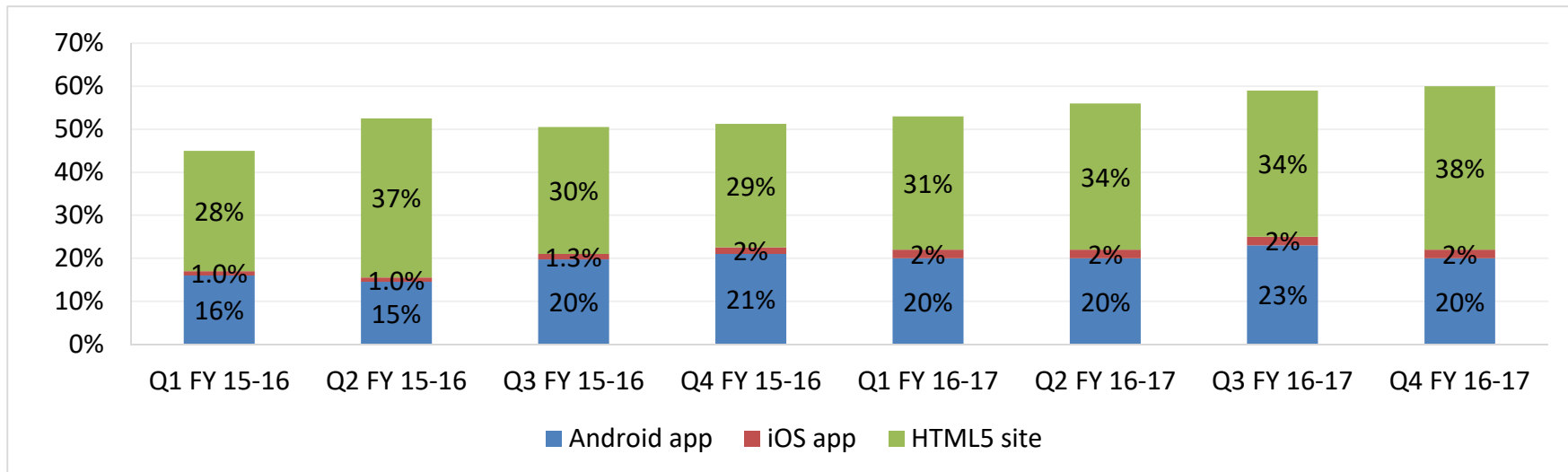
99acres sessions

HTML5 site

38% of total

99acres sessions

Trend over eight quarters



Jeevansathi



Hindi-Delhi | Marathi | Hindi-UP | Punjabi | Telugu | Bengali | Tamil | Gujarati | Kannada | Hindi-MP | Bhari | More ▾

Quick
Search

Bride ▾

Religion ▾

Mother tongue ▾

Caste ▾

21 Yrs ▾ to 35 Yrs ▾

Marital Status ▾

City/State/Country ▾

With photos only

Search

▶ Search by profile id ▶ Advanced Search

Success Stories

Millions of Profiles

Safe & Secure

Paid Membership

Find a match on the basis of
Community Religion Caste Profession

MBA's Marathi Baniya Punjabi Patil
Gujarati Jain Sikh Brahmin Tamil
Bhumihar Gupta Konkani Kshatriya
Khatri Rajput Sindhi Vaishnav Defence
Agarwal Kayastha Muslim Hindi-UP
NRI's Haryanvi Professionals Jat
Yadav Hindi-Delhi Manglik Christian
Bengali Muslim Doctors Malayalee
Software Parsi Arora Nair Bhari
Teachers Divorcee Telegu Buddhist



Existing User - Login

Email ID

Password

Remember Me

Login [Forgot Password?](#)

[New User? Register Now!](#)



1 Register

Create your
profile and start



2 Search

Find exactly the kind
of people you are



3 Contact

Email them or View
Phone Numbers to

New User?

Register FREE

Online matrimonial business - India

- Online market estimated to be Rs 600 to 650 crore in FY 16-17
- Three main players – Bharat matrimony, Shaadi and Jeevansathi
- Used by
 - Those disconnected from mother communities
 - Youngsters wanting choice
- In many instances process is driven by family
- Fragmented market
 - Basis geography
 - Communities (religion, caste, sub castes)

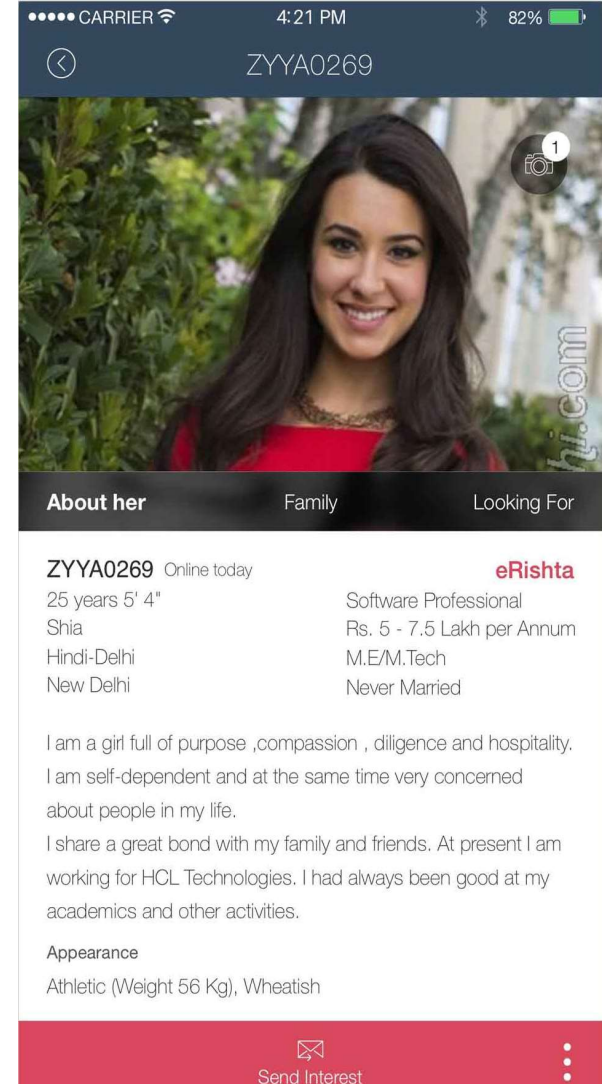
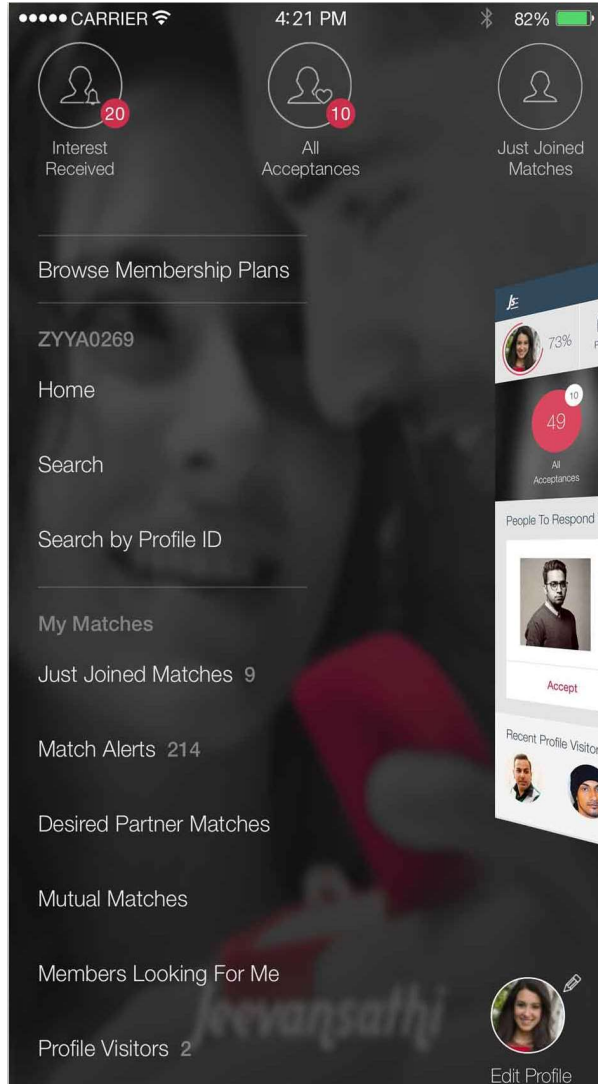
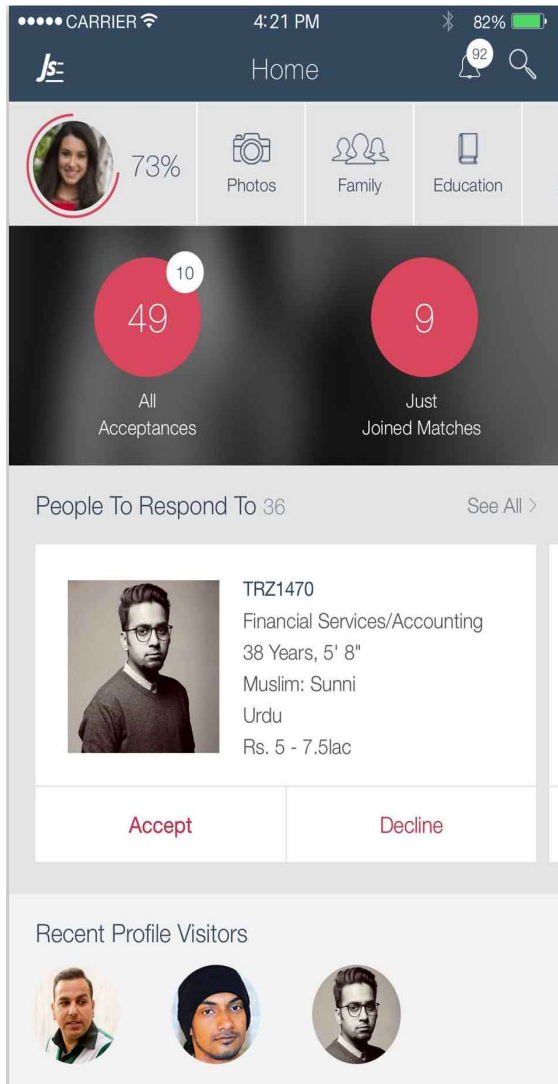
Jeevansathi business model

- **Website**
 - Free to list
 - Free to search
 - Free to express interest
 - Free to accept others expression of interest
 - Pay to get contact details
- **Offline centres** (10 centres operational)
 - Walk in sales for matching services
- **Franchise** - walk in centres

Competition

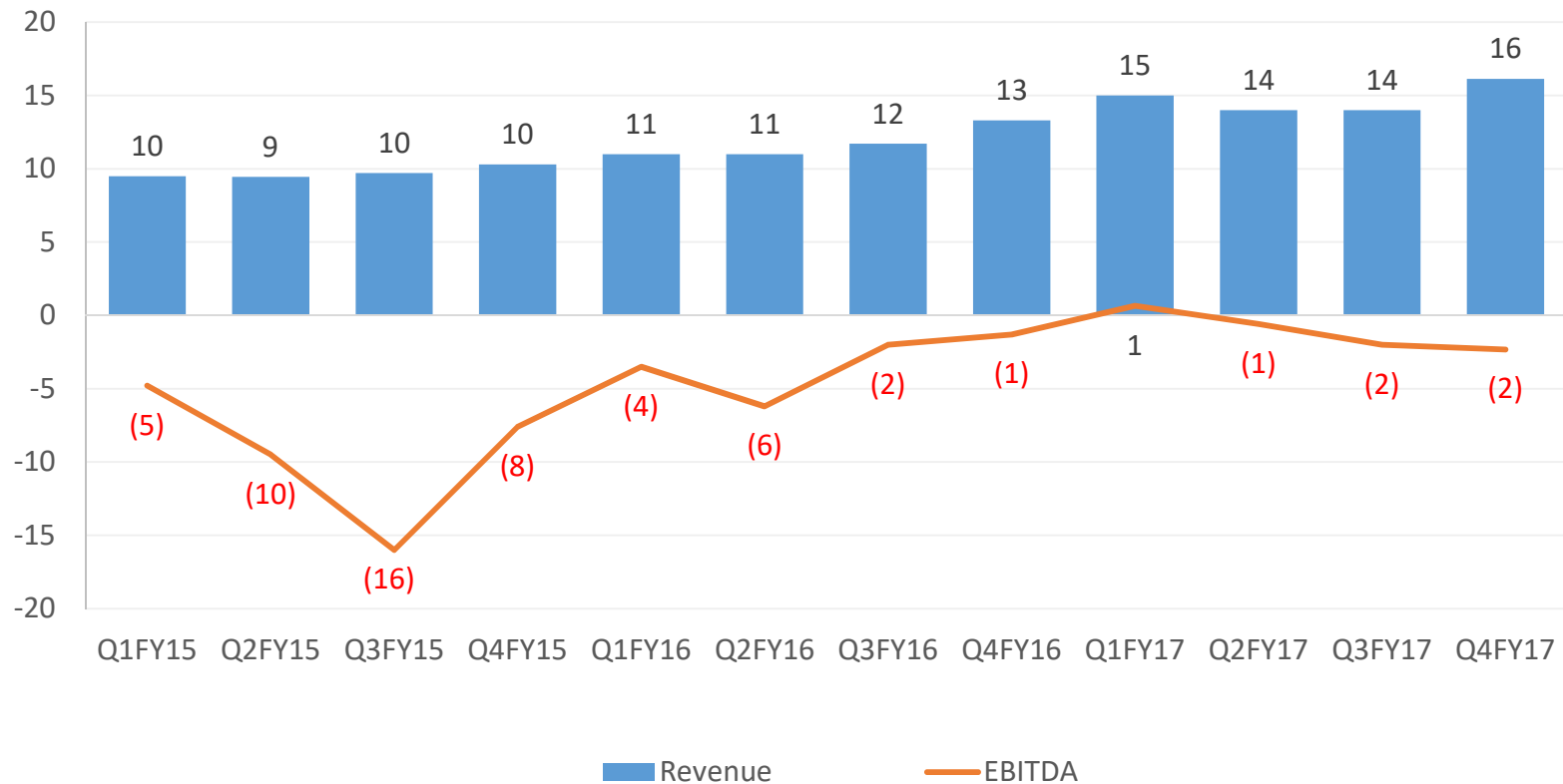
- Three main players
 - Bharatmatrimony is the leader
 - Shaadi is no. 2
 - Jeevansathi no. 3
- Bharatmatrimony dominates states in south India and non resident Indians from these states
- Shaadi leads in Gujarat and Punjab and non resident Indians from these states
- Jeevansathi leads in certain north India communities and states
- However, there are overlaps amongst sites

Mobile app



Jeevansaathi growing faster and has demonstrated break-even

Revenue and EBITDA trend for Jeevansaathi (Rs Crore)



Jeevansaathi cumulative EBITDA loss (management estimate) at Rs 59 Crore

Mobile an important source of traffic

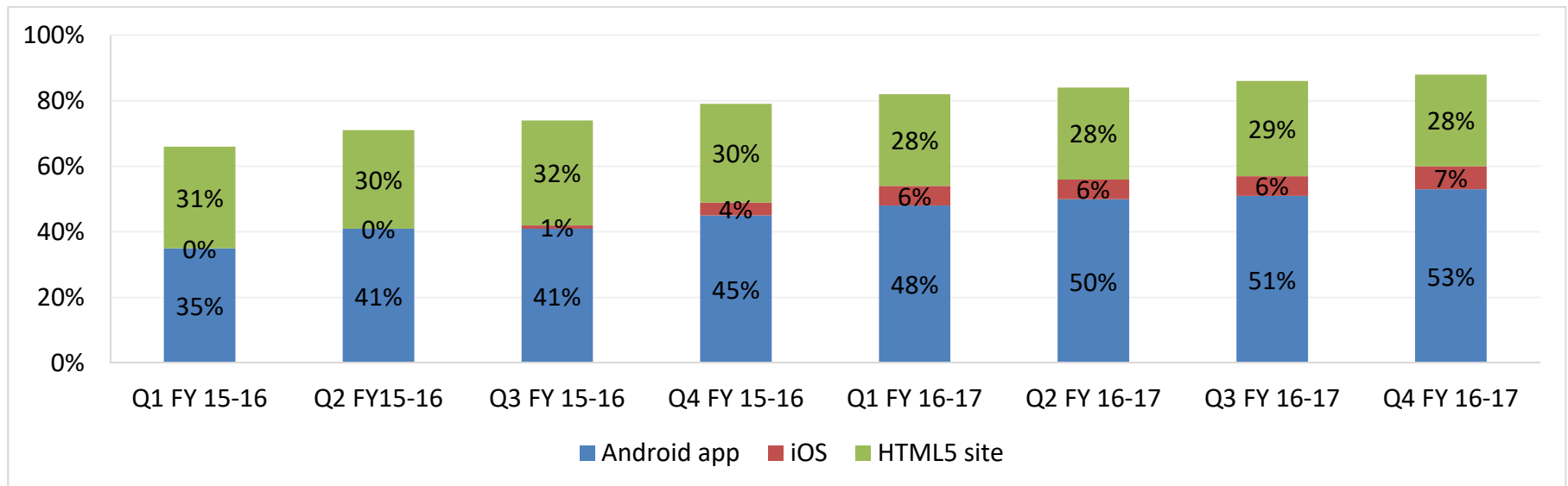
About 88% sessions in Q4 FY 16-17 (vs 79% sessions in Q4 FY 15-16) from mobile

Android app
53% of total
Jeevansathi sessions

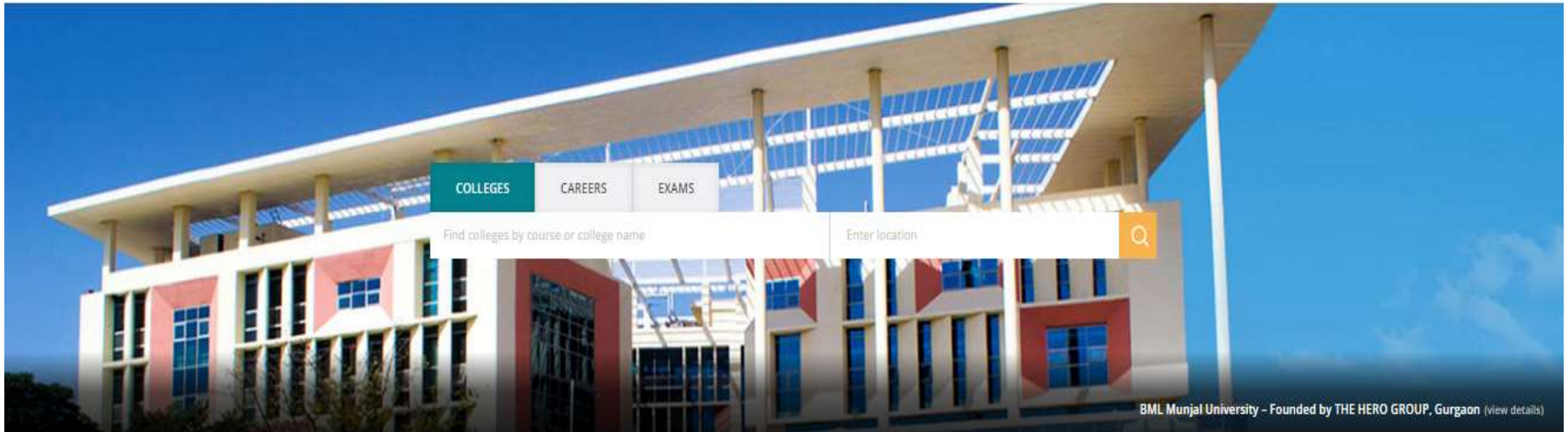
iOS app (launched on Nov 13, 2015)
7% of total
Jeevansathi sessions

HTML5 site
28% of total
Jeevansathi sessions

Trend over eight quarters



Shiksha



Featured

Alliance University
 Bengaluru
 Admissions open 2016

Kalasalingam University
 Tamil Nadu
 KAREEEE 2016 - Apply Now

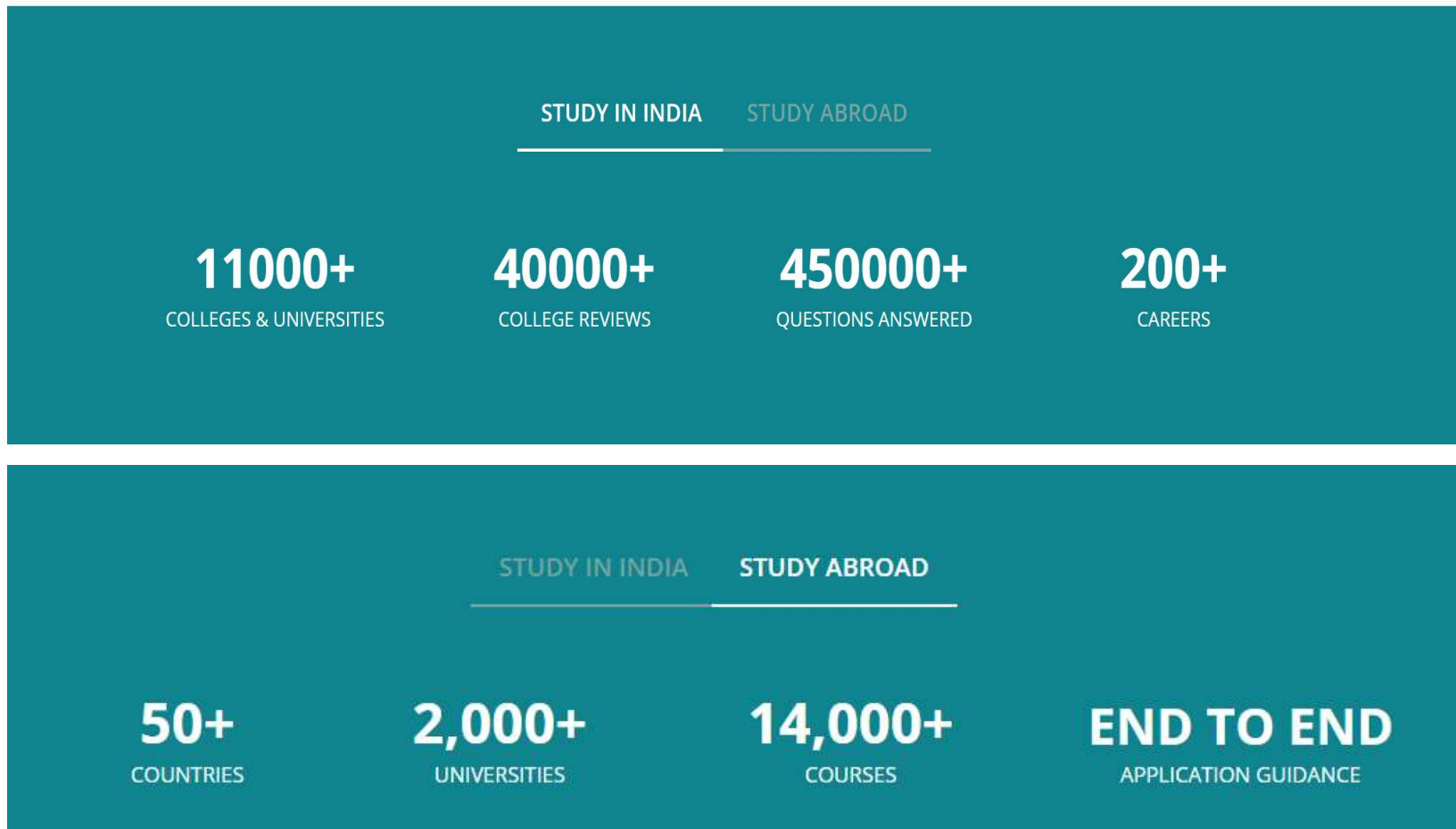
Integral University
 Lucknow | Shahjahanpur
 B.Tech/Arch/MBBS/Law - Apply

SRM University
 Solenpat, Haryana
 Admissions Open 2016

**Vel Tech Dr.RR & Dr.SR
 Technical university** Chennai
 VTUEEE2016 Apply Now

Empowering millions of students in making the right career and college decision

Shiksha – some approx. nos.



Educational classifieds business - India

- Education as a category spends amongst the highest in print
 - Spend in print estimated to be similar to real estate
- Online , School/College contact programs, Consultant commissions & fairs form bulk of remaining marketing spends by colleges and Universities
- Growing number of online players

Shiksha

A website which helps students decide undergraduate and post graduate options, by providing useful information on careers, exams, colleges & courses

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COLLEGE REVIEWS

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ASK CURRENT MBA STUDENT

Have college specific questions?



ALUMNI SALARY DATA

Wondering about your career journey post-MBA?



COMPARE COLLEGES

You always have options. Did you choose the right one?

Shiksha business model

- **Branding & advertising** solution for colleges & universities (UG, PG, post PG)
 - Both Indian and foreign entities advertise
 - Large number of Indian students go overseas for higher education
 - Estimated at ~125,000 + every year
- **Lead generation**
 - Potential student/applicants details bought by colleges and their agents
 - Full counselling service for international university partners
- **Prospective students have free access** to all information on the site (some post registration)

Authentic College Reviews

National Institute of Technology, Tiruchirappalli - Reviews (57)

Established 1964 | UGC Approved ⓘ | Deemed University ⓘ

☆ Shortlist

Filter the results

Select course



Add To Compare

Download Brochure

Sort by

Year of graduation

Sai | Batch of 2019 | Rating 4.6/5

Recommends this course

Course reviewed : B.Tech. in Civil Engineering

Good college with nice placements.

Placements : Compared to other batches, last year's placements were not up to the mark. There are 100 percent placements in CSE, ECE and mechanical. The average package is about 9 LPA for CSE, 8 LPA for ECE & EEE.

Infrastructure : Infrastructure is too good and full campus is covered under WiFi. College provides basic facilities like bank, post office, hostel, 24 hours computer center, indoor stadium, etc. inside the campus itself. They have smart classrooms and the classes are air conditioned. Quality of food is decent.

Faculty : Faculty is bad so you have to study on your own. Presently, they are using flexible curriculum. They use both chalk and board and smart class methods for teaching. There are 50 students in each section.

Is this review helpful [YES](#) | [NO](#)

Posted: 09 Nov 2016

Mallikarjun | Batch of 2018 | Rating 3.2/5

Doesn't recommend this course

Course reviewed : B.Arch

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[National Institute of Technology \(NITC\)](#)

[Birla Institute of Technology, Mesra](#)

Search similar college reviews

College Name



Are you a student or an alumni of this university?

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Q&A mobile app for expert advice

Shiksha Ask & Answer
India's largest education community

ASK
any question related to careers and education

JOIN
discussions on career choices, exam prep, college selection & more

FOLLOW EXPERTS
to never miss reliable guidance from people who matter

FOLLOW TAGS
to see latest questions and discussions basis your interest

ASK questions

JOIN discussions

FOLLOW tags & experts

SEARCH information & people

Home
What is your question?
Economics: London School of Economics
What is the eligibility criteria & admission deadline for Masters in Economics from London School of Economics if I have 85% in BBA Economics?
ANJANA BHANSALI
Expert Level 10
Professor of Business Studies, University of Oxford Business, London
Hi Puja,
Your grades are good enough but LSE is one of the toughest schools to get into. As an international student, you must give GRE and must also have a valid IELTS score. Your admissions will be done only on merit. So a

Home
What is your question?
Top Content
MBA GDP
List of GDP/PI Topics for 2016
30 Answers · 10K Followers · 100K Views
RAHUL SRIVASTAVA
Guide · Level 11
Currently pursuing MBA in IIM Bangalore
Hello Everyone,
These are some of the topics that you can prepare on for your GDP/PI
1. Net Neutrality
2. Trial by Media - justified or not?
3. Falling International crude oil prices impact on India
4. Are we heading for

Profile
FOLLOW
What are you on Law
JAGADISH BHATIA
Contributor · Level 14 | 1943 points
10 years of experience in teaching LAW
Professor at National Law University
LL.B.,LL.M from Symbiotic Law College
ABOUT ACTIVITY STATS
PERSONAL INFORMATION
Delhi
10 years' experience in teaching Law and is also a registered Lawyer. Prior to teaching I was consultant to various MNCs and was also associated with human rights NGOs. Passionate about guiding law students to the right career path.

Home
ANSWER FOLLOW
TAGS TO FOLLOW
Popular tags on shiksha
ELECTRICAL ENGINEERING
132 FOLLOWERS
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Popular tags on
ENGINEERING
86 FOLLOWERS
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Top Content
Engineering
Which is a better college between Manipal and VIT for Engineering?
3 Answers · 22 Followers · 98K Views

Campus representatives from colleges for credible advice



MBA

ENGINEERING

DESIGN

OTHER COURSES

STUDY ABROAD

COUNSELLING



Log in | Register

Home > MBA > Resources > Campus Connect

Campus Connect - Ask Current Students before making a college decision

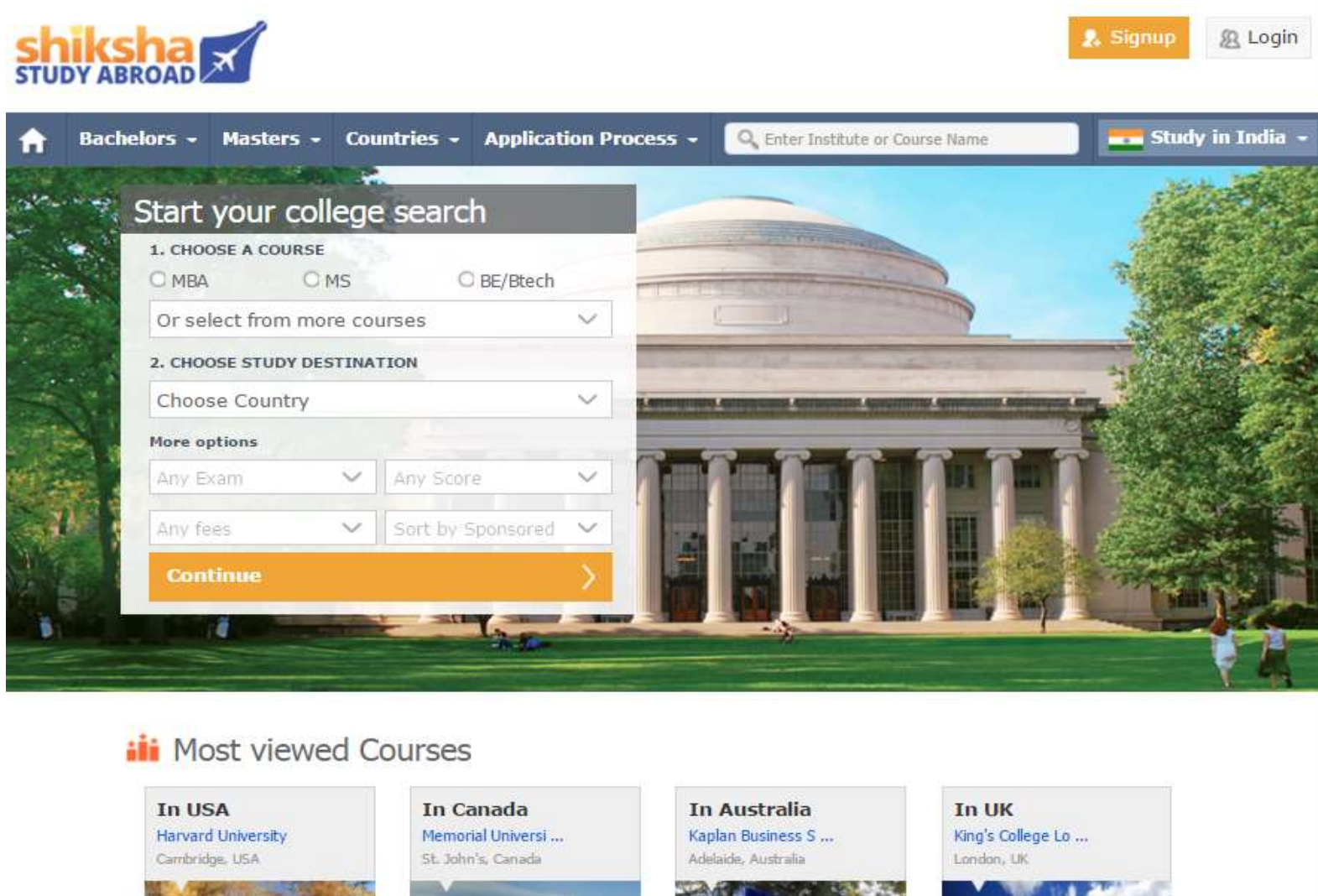
A banner image showing a group of diverse college students smiling and talking. The image is slightly blurred to make the text overlay stand out.

Ask Current Student Directly
Find all about college admissions, placements, campus life & more

Know the Inside-Story
Catch the latest buzz on 400+ colleges & what others are talking about

Search by college name to ask or view questions

Home page for Overseas Education



shiksha
STUDY ABROAD

Signup Login

Home Bachelors Masters Countries Application Process Enter Institute or Course Name Study in India

Start your college search

1. CHOOSE A COURSE

MBA MS BE/Btech

Or select from more courses

2. CHOOSE STUDY DESTINATION

Choose Country

More options

Any Exam Any Score

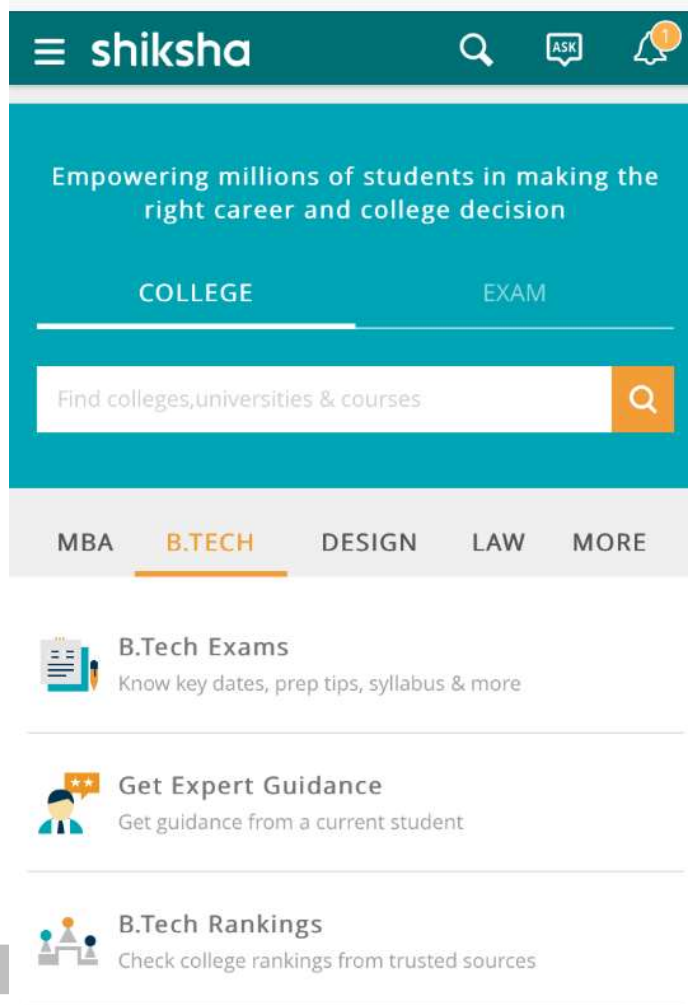
Any fees Sort by Sponsored

Continue

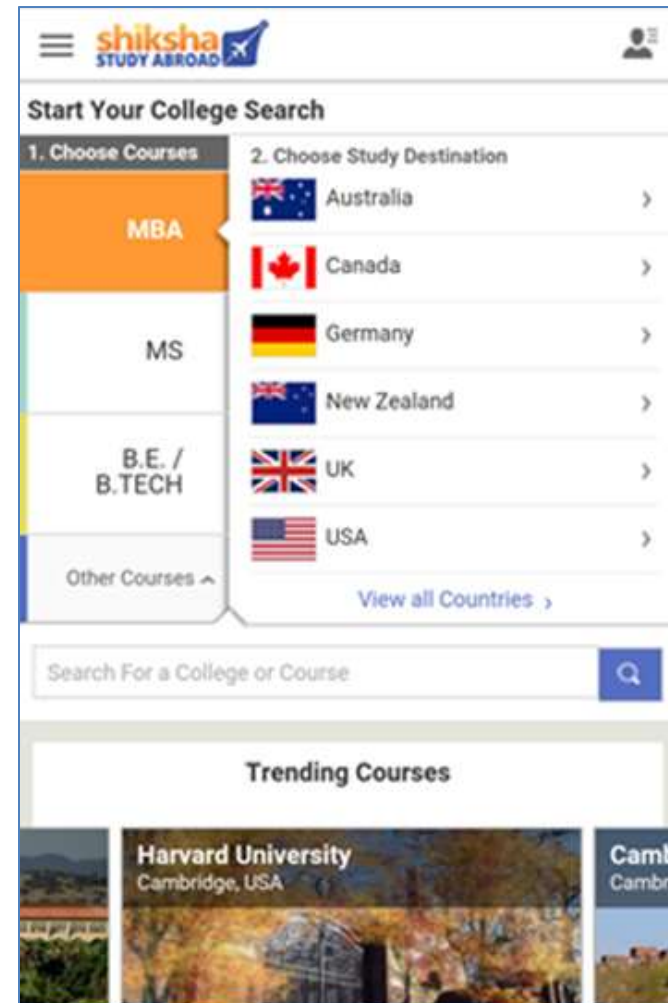
Most viewed Courses

In USA	In Canada	In Australia	In UK
Harvard University Cambridge, USA	Memorial University St. John's, Canada	Kaplan Business School Adelaide, Australia	King's College London London, UK

Mobile sites



India



Study Abroad

Competition – different for India and abroad

Domestic

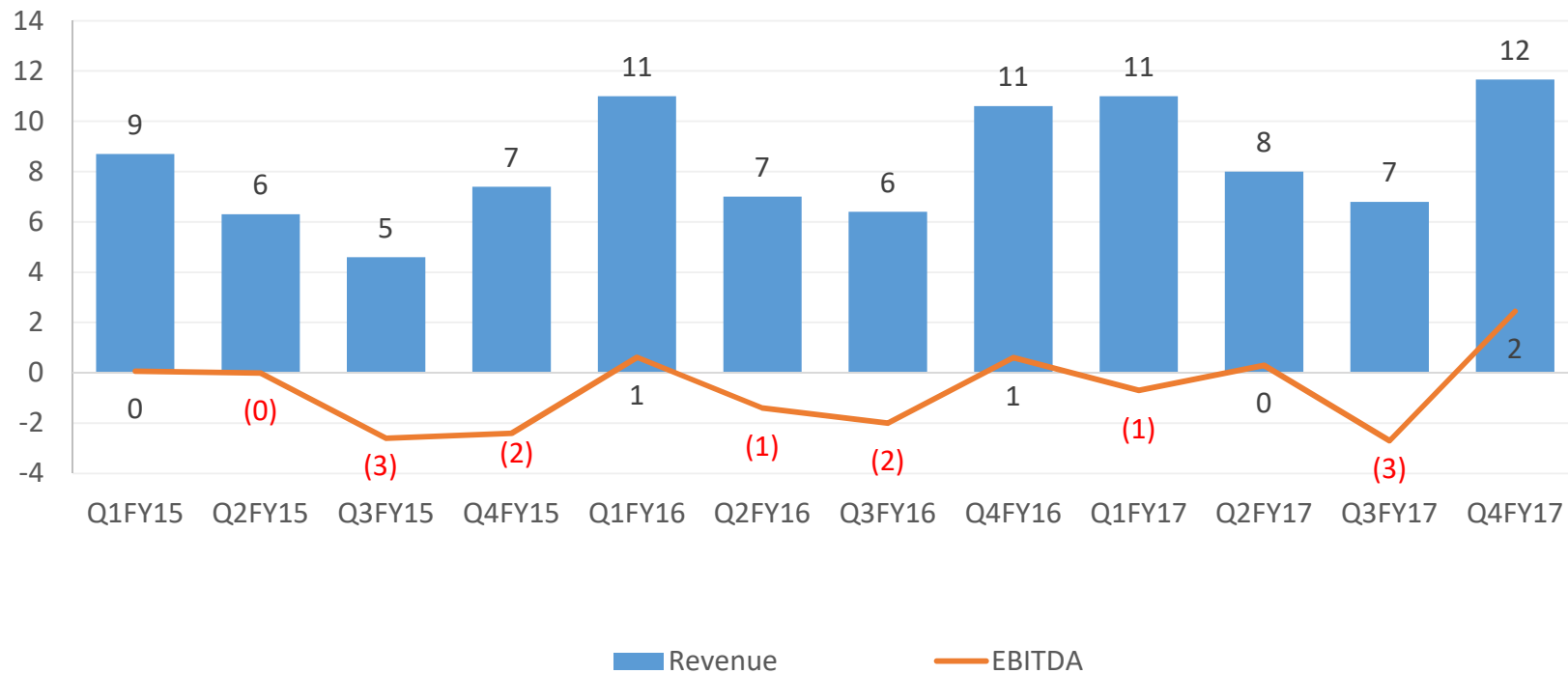
- Print Media
- Online
 - Google
 - Pagalguy
 - HTcampus
 - Minglebox
 - Careers360
 - MBA Universe
 - CollegeDekho
 - CollegeDunia
 - Sarvgyan
 - Aglasem
 - Others

Studyabroad

- Online
 - HotCourses India/ IDP
 - Studyportals
 - Masterstudies
 - Top mba / Top universities (QS)
 - Collegeboard
 - Yocket
 - Multiple Emerging start-ups
- Study Abroad consultants

Shiksha quarterly financials

Revenue and EBITDA trend for Shiksha (Rs Crore)



Shiksha cumulative EBITDA loss (management estimate) at Rs 45 Crore

Investee companies

Portfolio status

As of May 20, 2017

Investee Company	Website	Aggregate amount invested (Rs Crore)	% Holding on fully diluted basis*
Active			
Zomato Media Pvt Ltd.	www.zomato.com	484	46%
Applect Learning Systems Pvt Ltd.	www.meritnation.com	**121	59%
Etechaces Marketing and Consulting Pvt Ltd.	www.policybazaar.com	^^16	^10%
Kinobeo Software Pvt Ltd.	www.mydala.com	27	42%
Canvera Digital Technologies Pvt Ltd.	www.canvera.com	29	57%
Happily Unmarried Marketing Pvt Ltd.	www.happilyunmarried.com	22	48%
Mint Bird Technologies Pvt Ltd.	www.vacationlabs.com	6	26%
Green Leaves Consumer Services Pvt Ltd.	www.bigstylist.com	12	39%
Rare Media Company Pvt Ltd.	www.bluedolph.in	7	35%
Unnati Online Pvt Ltd	www.unnatihelpers.com	4	29%
VCare Technologies Pvt Ltd.	www.dirolabs.com	4	15%
Sub Total		732	
Written off/ exited/ provisioned			
Studyplaces, Inc.	www.studyplaces.com	5	13%
Ninety Nine Labels Pvt Ltd.	www.99labels.com	29	47%
Nogle Technologies Pvt Ltd.	www.floost.com	3	31%
Canvera Digital Technologies Pvt Ltd.	www.canvera.com	78	-
Sub Total		115	
Total		847	

* Approximate shareholding on fully disbursed and converted basis, held directly or indirectly (through subsidiaries, associates or affiliates). The % shareholding may or may not translate into an equivalent economic interest on account of conditions in the investment/ shareholders agreements.

** including Rs 24.25 Crore of loan

^^ excluding Rs 16 Crore monetized in Nov, 2015

^ being Info Edge's proportionate share of economic interest. Info Edge's 50.01% subsidiary, Makesense holds nearly 20% of Policybazaar in association with Temasek. Temasek had infused a total of Rs 134 Crore for its 49.99% stake in Oct, 2015.

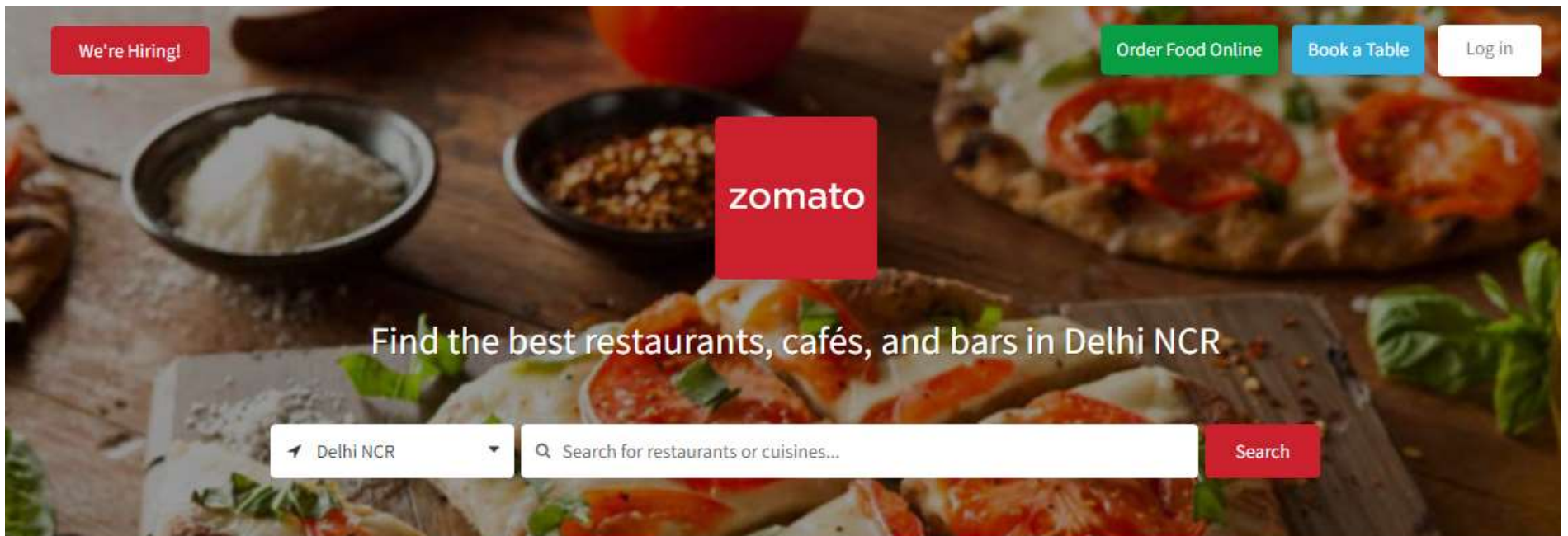
Investee companies financials

Rs. Crore

Investee Company	Operating revenue					Operating EBITDA				
	FY13	FY14	FY15	FY16	FY17	FY13	FY14	FY15	FY16*	FY17*
Partly owned subsidiary										
Meritnation	10	20	22	29	36	(21)	(29)	(23)	(42)	(23)
Canvera	30	44	54	56	49	(21)	(33)	(22)	(33)	(27)
Associate Companies										
Zomato										
Policybazaar										
Mydala										
Happily Unmarried										
Vacation Labs	68	127	255	390	579	(38)	(55)	(189)	(607)	(213)
BigStylist										
Rare Media										
Unnati										
Diro Labs										
Total	108	191	330	474	664	(80)	(116)	(233)	(682)	(263)

* FY16 and FY17 numbers are based on IND AS vs. I GAAP earlier

Zomato



Collections

Explore curated lists of top restaurants, cafes, pubs, and bars in and around Delhi NCR, based on trends



Trending this week

The most popular restaurants in town this week



Newly opened

The best new places in town

Order Food Online

From the best restaurants delivering to your doorstep

Enter your delivery location

Type delivery location here...

Detect

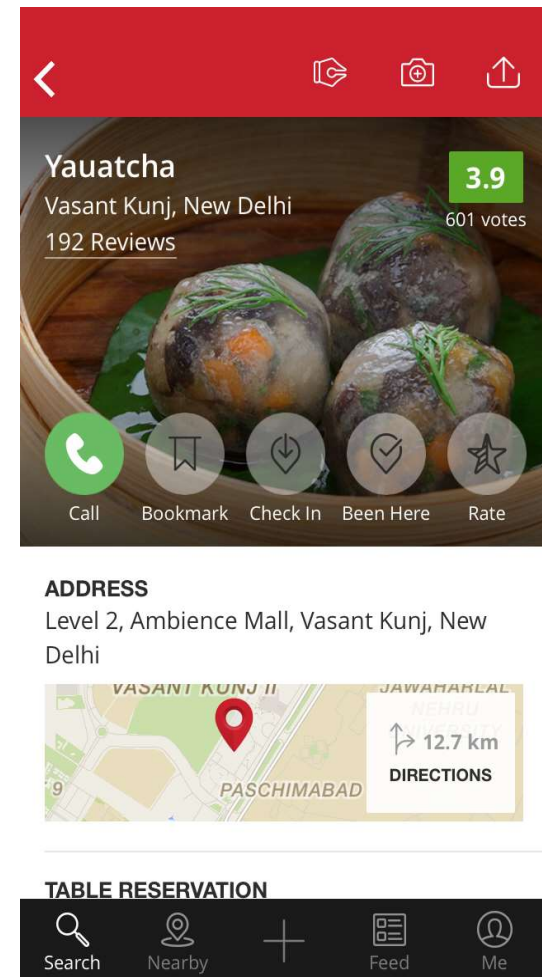
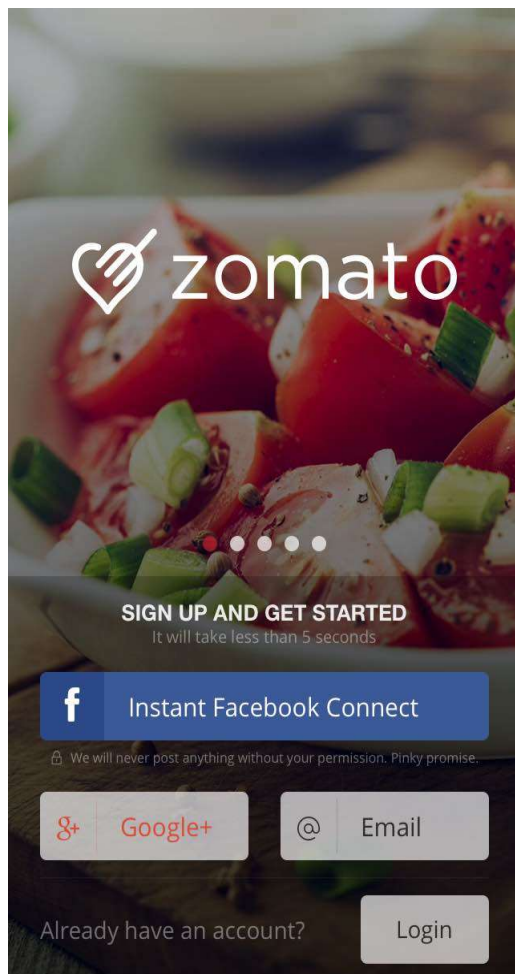
Zomato – business model

- A clear leader in the restaurant category in India and several other countries
- Presence in 23 countries
 - India, UK, Canada, Czech Republic, Slovakia, Poland, Portugal, UAE, NZ, South Africa, Turkey, Philippines, Indonesia, Italy, Brazil, Ireland, Qatar, Sri Lanka, Chile, Australia, US, Lebanon and Malaysia
 - ~120 million sessions in Mar, 2017 across web and mobile
 - >75% sessions through mobile (web and app)
 - Database of 1.27 mn restaurants across the world
- Monetisation growing well

Zomato – business model

- Business model
 - Advertising
 - Banner ads on web and mobile apps relevant to a user's search of restaurants in an area
 - Events, sponsored spots in collections and corporate tie ups
 - Digitise restaurant menus, provide relevant information (including map coordinates, pictures etc)
 - Regular updating through feet on street beats
 - Generate ratings and reviews and enable picture uploads from users
 - Provide a wow user experience
 - search capabilities by location, cuisine, dish names
 - convenience through a high quality mobile app
 - Food ordering on the web and mobile app
 - Online food ordering launched in India and UAE (Dubai & Abu Dhabi) in FY 15-16
 - Delivery done by restaurant or by Zomato's logistics partner Grab and Delhivery
 - ~2 mn orders processed in Mar, 2017
 - Table reservations active in 12 cities in India, UAE, Australia and Philippines
 - Table reservations (Zomato Book) active in 8 cities globally

Zomato – mobile app



Policybazaar



Just for You

Everything we do for our customers



Policybazaar

- Policybazaar is India's online price comparison site for insurance
 - A clear value add to individuals and Financial Institutions
- A leader in its category
 - estimated 95% share of insurance comparison & 50% of online Insurance transactions
- A large untapped and growing market
 - A fraction (less than 4%) of the Indian population is insured

Meritnation



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“ Meritnation is just simply Awesome!! :) A lot of my problems get solved when i come here... greatly blessed to have this.I have now started improving in my studies now. Thank you so much! ”

Sanchita Verma, Class X
Apeejay School



“ It gives me immense pleasure to inform you that I have got 96.5% in Class 12 Board Exams(Science). Meritnation has helped me a lot in getting 97 in Maths and 99 in economics, not to forget chemistry and english, in which I got 95 marks. From ... [Read more](#) ”

..Joyjit Chatterjee, Class XII



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Swapnil Lohani, IITJEE Advanced Qualified

Meritnation

- Supplementary online learning platform for K12 and Entrance Exams
 - Proprietary content
 - Freemium model
 - Direct to consumer
- Provides free solutions mainly for
 - mathematics and science for K12 of popular national Indian curriculum's viz. CBSE and ICSE and some State Boards
 - free solutions restricted to popular text books and user generated content
- Paid product for online assessment and teaching solutions
 - provides resources to kids for self study after school
 - Option for live online tuition classes
- Test prep product for engineering and medical entrance examinations
- Over 10 million registered users
- ~55-60% sessions through mobile

Canvera



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Get your own Canvera Photobook

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SEARCH

#DOUGRAPHY

Posters



Photo prints



Canvases



Display kits



Books



Shoot, upload, print. **Simple.**

EXPLORE

Canvera

- Print and design services for professional photographers for their album needs, primarily weddings
- Build brand with the consumers (Yougraphy)
- Products & services include:
 - Printed products (albums) sold to the photographer (main source of revenue)
 - Design of printed products and websites (service business that supports the product business)
 - Web solutions to help professional photographer build their website (SaaS)
 - Albums, books, prints for consumers (recently launched)
- Expertise in digital imaging and printing

Canvera contd.

- Business model
 - Photographers pay to order printed albums or photographs
 - Additional sources of monetization possible
 - Micro site and ad revenues from photographer classifieds
 - Recently introduced products for consumers
- Sales presence in 200+ cities
- New launches
 - Every printed book can now be downloaded to a mobile devices using Canvera's app and from the app shared on Facebook, WhatsApp
 - App for photographers
- Photographers directory basis city and location

Mydala



Top Selling Deals in Delhi

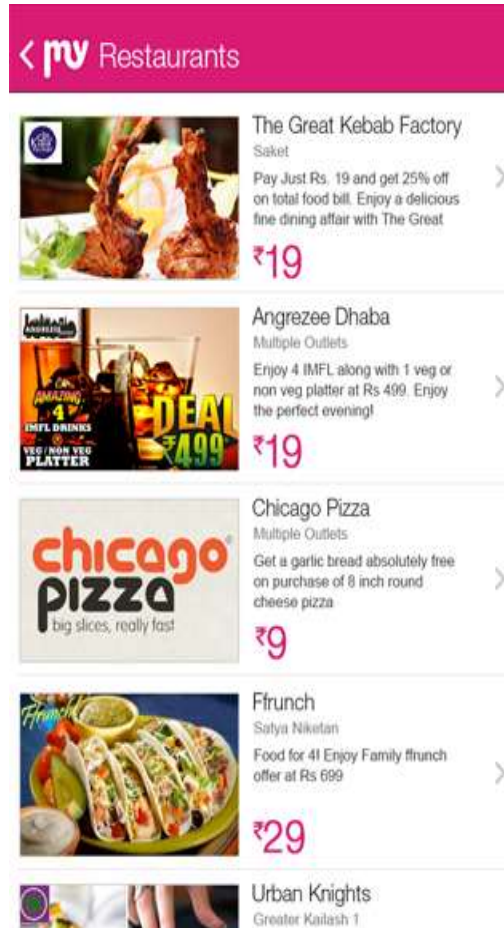
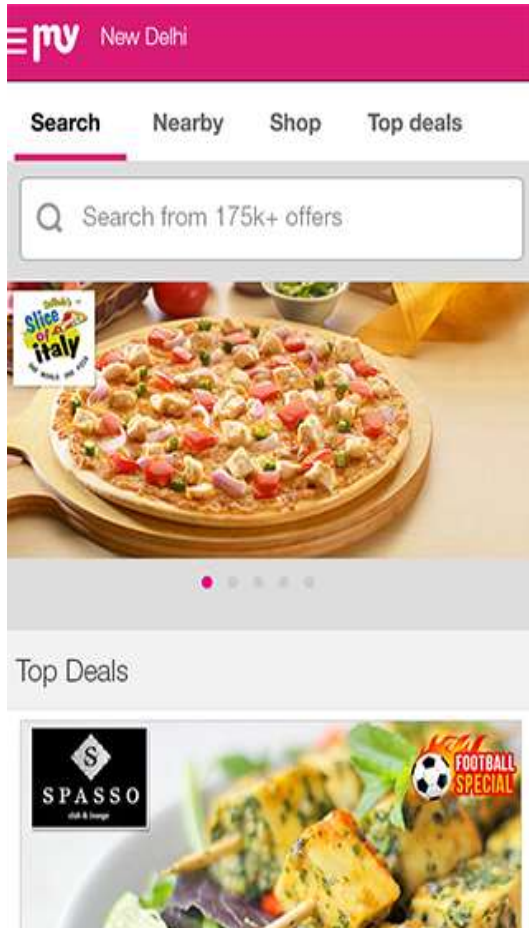
This section displays a grid of promotional deals and advertisements. At the top right of the grid, there are navigation links: 'Majun Garden', 'Travel', 'Mahiya Nagar', 'Hobbies', 'Cashback', and 'Homesite'. The grid contains several items:

- Adventure Deal:** A large image showing people rafting and hiking, with a teal diamond-shaped overlay that says 'Get ready for an action PACKED SUMMER!'.
- LAKMÉ SALON:** A deal for 'Spend ₹1000 & get a blow dry and hair wash FREE' featuring a woman getting her hair styled.
- Feel Fresh:** A deal for 'Facial, hair spa & more @ 90% off'.
- 20% off on food bill:** A deal featuring a 'Cafe' logo.
- JUXPUX:** A deal for '20% off on shakes, smoothies & more'.
- SPA-LICIOUS:** A deal for 'OFFERS FOR ULTIMATE'.
- Promote your Business:** A vertical sidebar on the right with icons for a laptop and a smartphone.
- THE BUZZ STARTS HERE! READ OUR BLOG:** A vertical sidebar with a speech bubble icon.
- REVIEW A DEAL Win FREE Gift Voucher! Click Here:** A vertical sidebar with a speech bubble icon.

Mydala

- India's largest promotion led local services marketing platform
- Vision is to make it a daily habit with consumers and businesses
- About 50 mn visitors and 5 mn transacting customers every month
- One of the largest mobile commerce platforms in India
- Large addressable market

Mydala app



Happily unmarried

HAPPILY UNMARRIED

Your search is my command

Shop By Category | New Arrivals | Hot | Gifts | Co-Branded Merchandise | USTRAA

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SAVE FOR BEER OFFER

Buy 3 products ₹ 200 off!
Buy 5 products ₹ 400 off!

BUY

BUY

50% OFF

100% CHILLED

BUY

OUR PRODUCT CATEGORIES

Bar | Apparel | Home Accessories | Bags | Stationery

Happily Unmarried

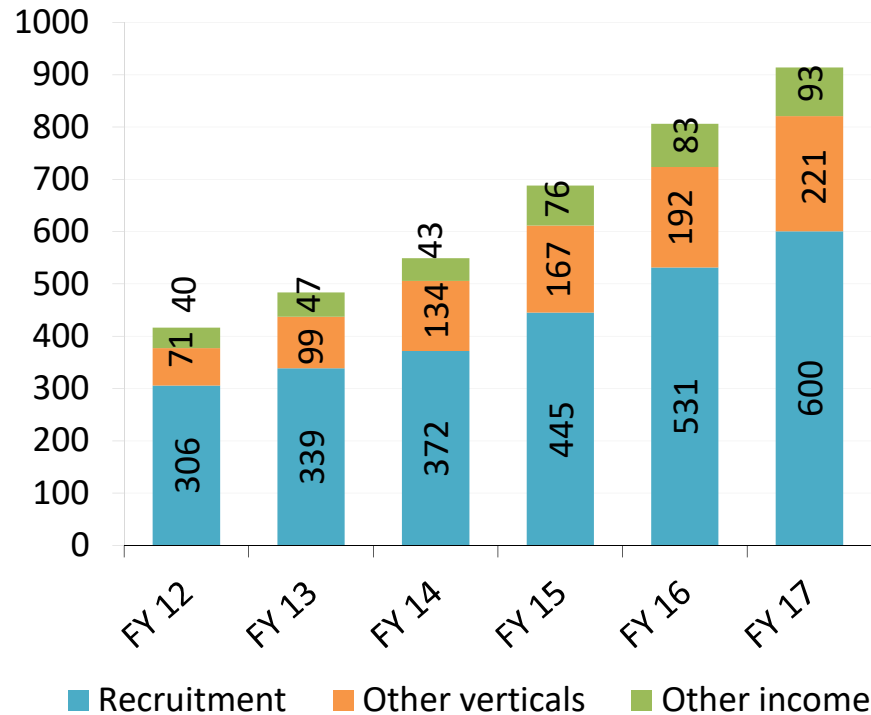
- Grooming range for men “Ustraa”
- Designs and sells fun products
 - With an Indian touch
- Proportion of online sales growing rapidly

Financials

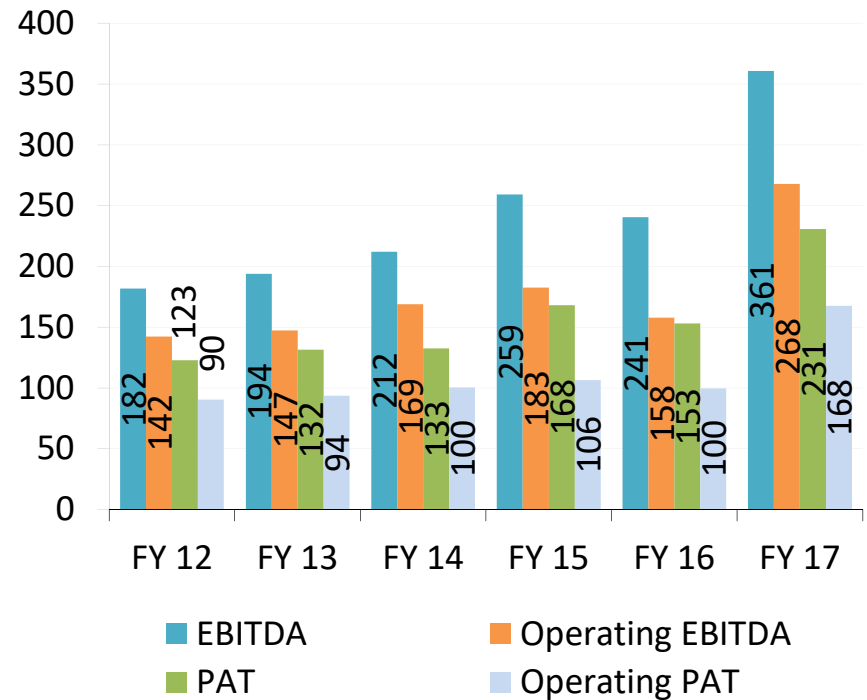
(Standalone)

Standalone Financials - Consistent long-term growth in Revenue & Profitability

Revenue (Rs Crore)



Profitability (Rs Crore)



EBITDA and PAT nos. above exclude the CSR expense of about Rs 3.8 Crore in FY 17
 Other Income in the above chart is treasury income
 Investment in 99acres has compressed margins in FY 14 to 16
 All numbers in charts as per I GAAP

Team

Management Team

Name	Age	Qualifications	Designation/ Role	Previously worked with	Year of joining
Sanjeev Bikhchandani	53	BA Economics St. Stephens, PGDM IIM-A	Founder and Executive Vice Chairman	Lintas, Glaxo Smith Kline	1995
Hitesh Oberoi	44	B Tech, IIT Delhi, PGDM, IIM-B	Managing Director and CEO	HLL (Unilever)	2000
Deepali Singh	43	B Sc, LLB, Delhi University, PGDBA, IPM	Executive Vice President Firstnaukri	Aptech	2000
Arif Ismail Parker	42	BA	Executive Vice President- Sales	ITNation.com	2000
Vibhore Sharma	42	B Sc, IGNOU	Chief Technology Officer Naukri	Pioneer	2001
Suresh V.	45	BE, Masters in Management, Sathya Sai Institute of Management	Chief Sales Officer - Naukri.com	Xerox	2001
Neeraj Sharma	44	B.Com , PGPM	Executive Vice President- Sales		2001
Niraj Kumar Rana	41	BSC, MBA	Executive Vice President- Sales	-	2001
Swati Vashistha	39	MBA	Senior Vice President Sales Systems	-	2001
Manoj P	43	BE- University of Mysore MBA - Xavier Institute of Management and Entrepreneurship	Executive Vice President- Sales	Indian Seamless Group	2002
Harveen Singh Bedi	45	PGDBA-Birla Institute of Management Technology	Executive Vice President Quadrangle & Ehire	Nestle	2002
Dinesh P Kumar	41	MBA	Executive Vice President- Sales	Notre Advertising	2002
Satyajit Yogeshchandra Tripathi	43	BSc ,PGDBM	Executive Vice President- Emerging Markets, 99acres	-	2002
Ambrish Kumar Singh	43	Btech, MBA	Executive Vice President and Head Sales & Customer Delivery Shiksha	LSI Software, Pentasoft Tech	2003
Ankur Kheterpal	43	B.Com Christ College Bengaluru	Senior Vice President IT Infrastructure	Solutions Infosystems Pvt. Ltd. , Wintech Education, Sunrise Consultancy	2005
Meetu Arora	39	PG Diploma, Computer Applications - Acharya Narendra Dev College - New Delhi	Senior Vice President Quality Assurance	Induslogic India Pvt. Ltd. , IBM Global Services, Magic Software Pvt. Ltd.	2006
Sudhir Bhargava	47	BE, MBA, FMS, Delhi University	Executive Vice President Corporate Finance	HSBC, ICICI Bank	2006
Sharmeen Khalid	45	MBA, IRMA	Chief Human Resources Officer	Polaris	2006
Shalabh Nigam	44	B Tech, IIT Kanpur	Chief Technology Officer - JS, 99acres	Baypackets	2007
Rajesh Khetarpal	44	CA	Executive Vice President- Finance	Bharti	2007
Sumeet Singh	43	BBA, MBA	Chief Marketing Officer	CII	2007
Nishant Pandey	41	B Tech, IIT Delhi, MBA ISB	Executive Vice President and Product Head Shiksha	Schlumberger	2008
Rinchan Gupta	38	BE - Comp Science	Senior Vice President User experience and Design	HP India	2008
Vivek Jain	43	B Tech, IIT Delhi, PGDM, IIM – B	Chief Product Officer-Naukri & Head-Naukri Fast Forward	Isoft, Adobe, IBM, ICICI Securities	2010

About 10% of the total employees are covered under ESOP

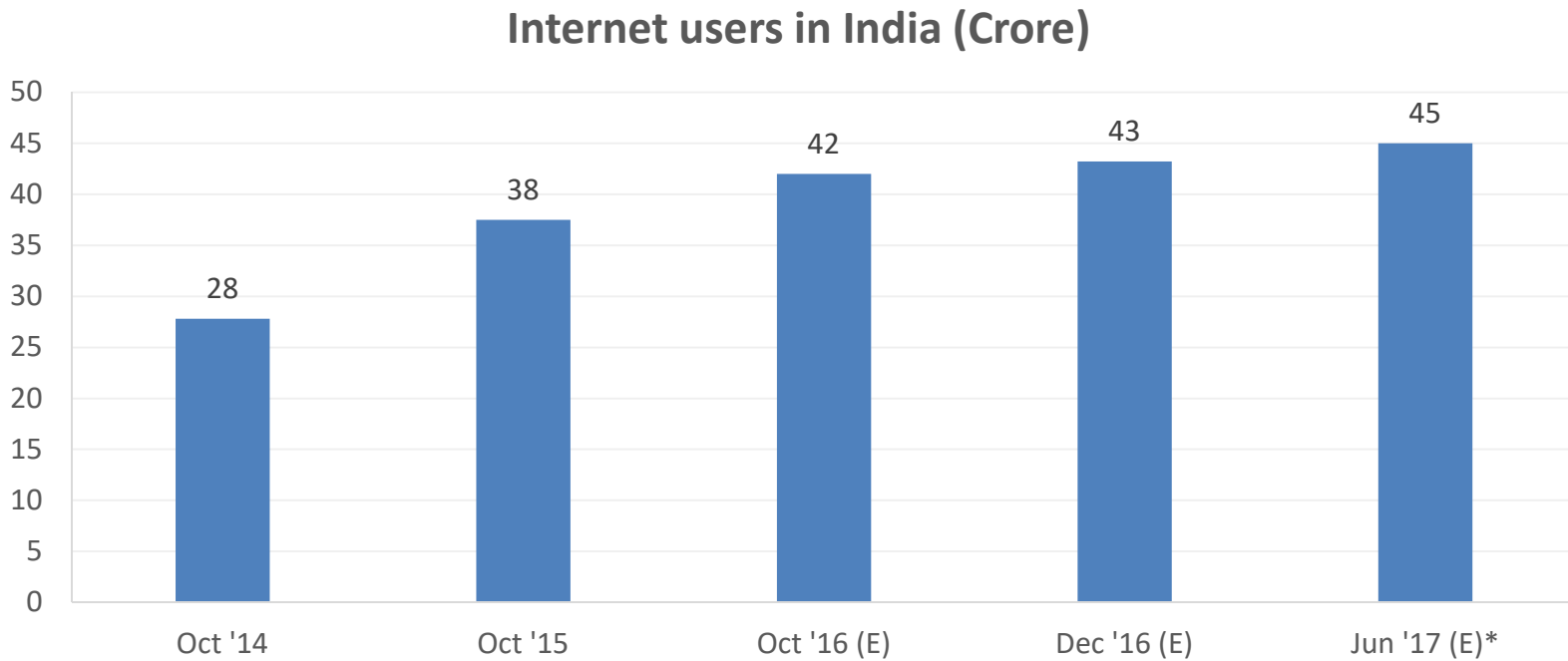
Management Team Contd.

Name	Age	Qualifications	Designation/ Role	Previously worked with	Year of joining
Maneesh Upadhyaya	38	B Sc, MBA, FMS, Delhi University	Executive Vice President & Business Head - Shiksha	Bain & Co.	2010
Tarun Aggarwal	42	Btech, MBA IIM Ahemedabad	Executive Vice President and Business Head- Naukri Gulf	HT Media, Tech Mahindra, HCL Technologies	2010
Amit Kumar Singh	40	Btech - IIT Kanpur, PGDBM - IIM Calcutta	Executive Vice President - Product Development	Adobe Systems, Citibank	2011
Jai Prakash Sharma	41	MBA Sikkim Manipal University	Senior Vice President Technical Operations	AOL Online, First Advantage, Adobe Software	2011
Rohan Mathur	33	PGDM Business Management, IIM Ahmedabad	Senior Vice President & Business Head Jeevansathi	Cadence Design Systems, Mindtree	2011
Murlee Manohar Jain	39	Bcom, CS	Associate Vice President-Secretarial & CS	Apollo Tyres	2013
Chintan Arvind Thakkar	50	CA	CFO	Computer Associates	2014
Pankaj Jain	42	B.Tech - IIT Delhi, MS- Stanford University	Executive Vice President- Key Projects	Spice Online Retail, Spice Televentures, Taxila, Siebel Systems	2014
Shailesh Chandra	43	BE - Delhi College of Engg, PGDBM- IIM A	Executive Vice President	Amazon, Genpact, Indian Railways, Maruti Udyog, Indian Petrochemicals	2014
Narasimha Jayakumar	43	MBA- London Business School, PGDM- IIM-B, B Tech- NIT Karnataka	Chief Business Officer- 99acres.com	TV18 Home Shopping Network Ltd, Google, Expedia, Galileo Int., TAS	2015
Jatin Bery	42	MSc Corp & Int'l Finance (Durham University), MBA (IMI), BA (Hons) Economics (St.Stephen's College)	Executive Vice President Corporate Development	Kotak Investment Banking, Ernst & Young, JPMorgan	2015
Sujith Nair	39	MCM, Pune University	Senior Vice President Engineering	Smriti Netcoms, C-Net Asset/ International	2015
Niraj Seth	46	B.Tech - IIT Kharagpur	Executive Vice President – Career Site Manager, Naukri	Intuit Inc., Cleartrip.com, Monster.com	2017
Nitin Bansal	40	Btech, Computer Science, IIT Delhi	Executive Vice President	Meritnation.com, Applect Learning Systems, Intel & Hughes Software Systems	2017
Pradeep Kumar Singh	39	Btech, IET Lucknow; Lucknow University; Mtech IIT Roorkee	Executive Vice President	Amazon, Adobe Systems, Novell Inc.	2017
Nitendra Rajput	42	BE, Govt. Engg College, Jabalpur; Rani Durgavati University	Senior Vice President Analytics	IBM Research	2017

About 10% of the total employees are covered under ESOP

Internet in India

Internet in India – growing at a rapid pace



Source: IAMAI, IMRB

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