

Info Edge (India) Limited

India's internet classifieds company

Nov, 2020

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This presentation is not a prospectus, a statement in lieu of a prospectus, an offering circular, an advertisement or an offer document under the Companies Act, 2013, the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, each as amended, or any other applicable law in India.

This presentation contains the Company’s audited financial information as at and for the financial year ending March 31, 2020 and as at and for the month ended Jun 30, 2020. Investors should be aware that such financial information may be subject to certain adjustments during the course of audit/review and the audited/reviewed financial statements of the Company, when announced, may differ from those contained in this presentation.

In this presentation:

- All figures mentioned are for the Company as a standalone entity and are as of Sep 30, 2020 or for the quarter ended Sep 30, 2020, unless indicated otherwise.
- Q2 FY21 or Q2 FY 20-21 means the period commencing on July 01, 2020 and ending on Sep 30, 2020.
- FY21 or FY 20-21 or FY 2021 means the Financial Year starting April 1, 2020 and ending March 31, 2021.
- 1 Crore = 10 Million = 100 Lakh.

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Info Edge – Leading Online Classified Businesses in India



Online Recruitment Search engine



Online Real Estate Search Portal



Online Match making (Matrimony) Portal



Online Education Classified Portal

Investments in Technology-based Startups



Online restaurant search engine and food delivery site.

Shareholding ~22.20%*[@]



Online insurance policies marketplace.

Shareholding ~15.1%*[^]



Men's grooming range (Ustraa)

Shareholding ~30%*

Other investments include NoPaperForms (Advanced enrolments management platform, 48.10%), Univariety (Guidance on careers, admissions and tests ,37.9%), Gramophone (Agri-Inputs e-commerce, 33.2%), Shoekonnnect (B2B footwear marketplace, 28.22%), Printo (Retail chain providing print and document services, 25.1%), Medcords (Health care Tech Platform, 15.7%), Shopkirana (B2B grocery delivery platform, 25.3%), Adda (Govt Job Preparation Platform, 16.97%), Shipy (Digital Logistics ecosystem, 10.00%), Legitquest (SaaS Product for intersection of Tech and Legal utilizing Machine Learning, 16.67%), GreytHR (HR & Payroll SaaS Company 20.25%), Teal (Platform for real Estate intelligence and analytics, 20.00%), Coding Ninjas (25%), Qyuki (New Media Company, 5.36), Dotpe (7.48%), Truemed (17.80%), Fanbuff Esports India Limited (20%), Rusk Media Pvt Ltd (10%) and Bulbulive Shopping network Pvt Ltd (17.82%).

We may from time to time consider various investment / asset monetization opportunities, as we had done in past, However there can be no assurance regarding whether we will be able to complete such investments / asset monetization opportunities on commercial terms acceptable to us , or at all.

No definitive documentation in connection with such investment/ monetization has been executed as of date.

* Approximate shareholding on fully disbursed and converted basis as on 10th Sept, 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.

[@] Net of disposal of secondary sale with proceeds of USD 50 mn; Shareholding post the latest round of investment and dilution

[^] Represents effective economic interest held by Info Edge directly (7.59%) and indirectly through subsidiary companies – in partnership with Temasek (8.26%)

Key Financials- Past 3 years performance

All numbers in Rs MN except %

Description	FY 18	FY19	FY 20	CAGR
Revenues	9,155	10,983	12,727	18%
Billing	9,767	11,770	12,687	14%
Operating EBITDA*^	2,973	3,413	4,027	13.1%
Operating Margin (%)^	32%	31%	32%	
Operating PBT ^	2,814	3,986	3,190	
Cash and Bank Bal #	15,003	15,499	12,613	
Net Investments in Investee Companies**	7,687	5,911	10,810	
Head Count (Nos)	4,036	4,330	4697	
Dividend Payout (% of paid up capital)	55%	60%	60%	

*IND-AS numbers for FY18-FY20; EBITDA for FY18-FY20 adjusted for non-cash charges.

** This amount represents net investment in investee companies.

^ Operating EBITDA/ Margin / PBT excludes the impact of other income , non operating and exceptional items.

Balance at standalone level and the same includes balances irrespective of duration of FD, including >1 Yr and doesn't include "Accrued Interest"

Info Edge standalone financials .

Key Financials- Annual

All numbers in Rs MN except %

Description	FY 20	FY19	FY 18	Growth FY20 Vs 19	Growth FY19 Vs 18
Billing					
Info Edge *	12,687	11,770	9,767	7.8%	20.6%
- Recruitment	9,156	8,475	7,079	8.0%	19.6%
- 99Acres	2,139	2,067	1,571	3.5%	31.8%
Revenue					
Info Edge *	12,727	10,983	9,155	15.9%	20.0%
- Recruitment	9,068	7,858	6,688	15.4%	17.5%
- 99Acres	2,280	1,920	1,354	18.8%	42.2%
Operating EBITDA					
Info Edge *	3,774	3,413	2,973	10.6%	14.8%
- Recruitment	4,914	4,295	3,759	14.4%	14.1%
- 99Acres	9	(222)	(303)		
Operating EBITDA %					
Info Edge *	29.7%	31%	33%		
- Recruitment	54%	55%	56%		

* Info Edge standalone financials . Segmental data for Naukri and 99acres

Above EBITDA numbers for FY 19-20 have been readjusted for IND AS 116 to ensure comparison with FY 2018-19 numbers. Accordingly it may differ from reported numbers to that extent.

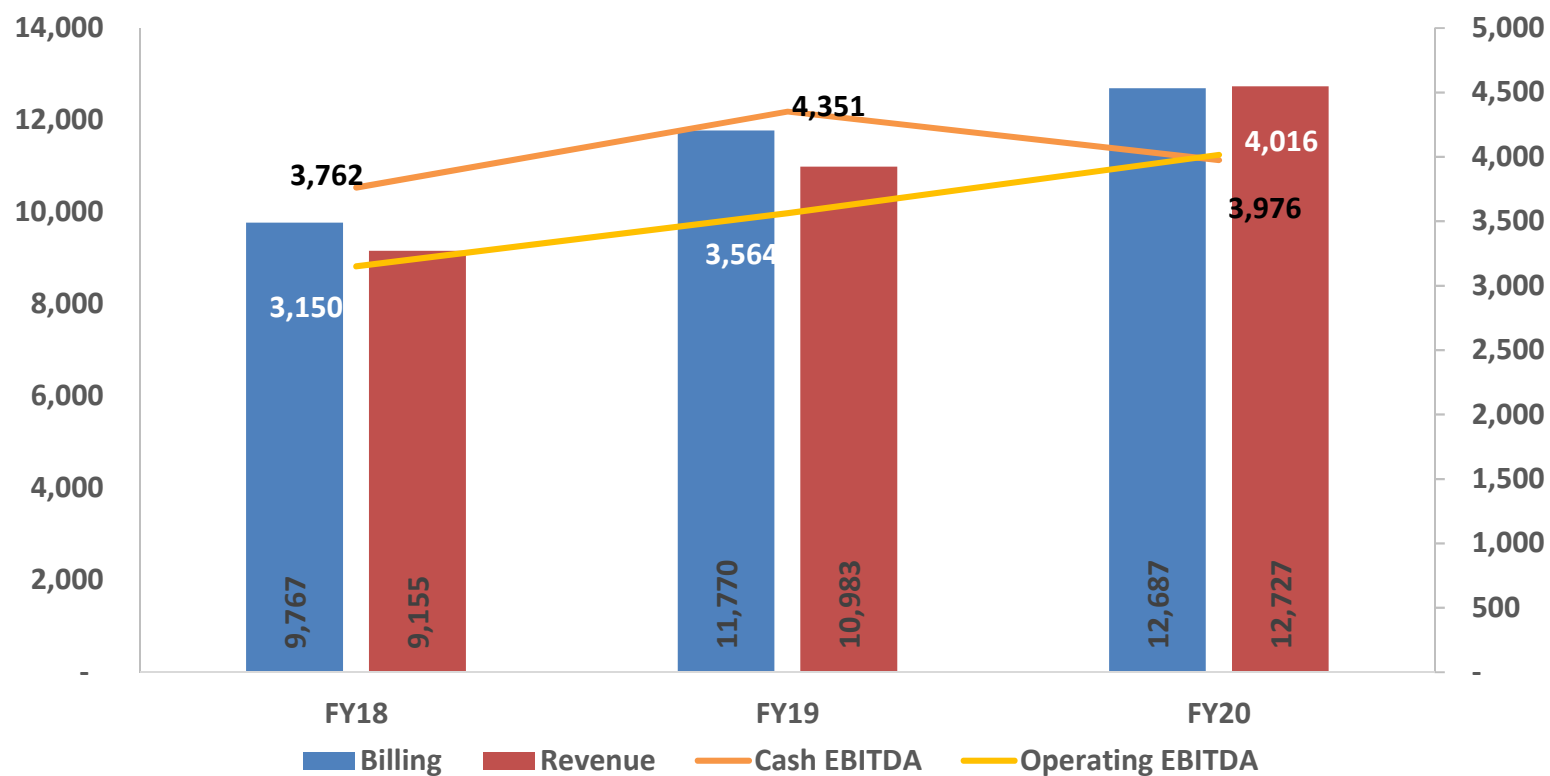
Key Financials- Qtrly Update

All numbers in Rs MN except %

Description	Q2'21	Q2'20	YOY	Q1'21	QoQ
Billing					
Info Edge *	2495	3005	-17.0%	1886	32.3%
- Recruitment	1673	2098	-20.2%	1403	19.3%
- 99Acres	467	605	-22.9%	140	232.9%
- JS	247	20.8	18.6%	228	8.2%
- Shiksha	108	94	15.2%	115	-6.2%
Revenues					
Info Edge *	2561	3166	-19.1%	2801	-8.6%
- Recruitment	1826	2264	-19.3%	2002	-8.8%
- 99Acres	363	570	-36.3%	425	-14.5%
- JS	238	208	14.4%	225	5.4%
- Shiksha	134	125	7.7%	149	-10.1%
Operating EBITDA %					
Info Edge *	20.1%	31.4%		37%	
- Recruitment	55.0%	54.7%		60%	

Financial performance

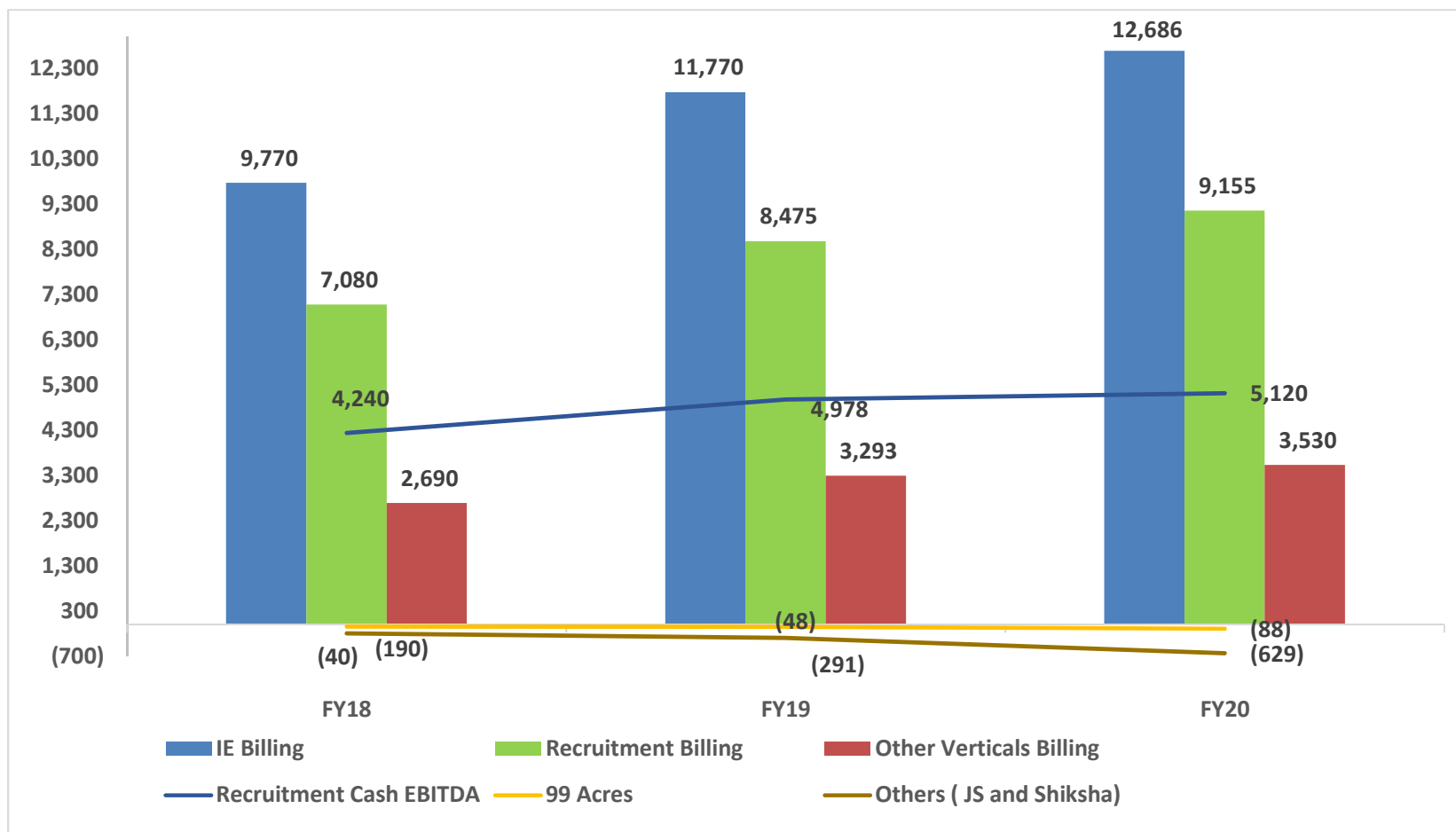
Info Edge Billing and Cash EBITDA** (Rs Mn) trend



- IND-AS numbers for FY18-FY20;
- ** Cash EBITDA: Billing – Operating expenses adjusted for non-cash ESOP charges
Info Edge standalone financials.

Billing and Cash EBITDA

Segmental Billing and Cash EBITDA** (Rs Mn) trend

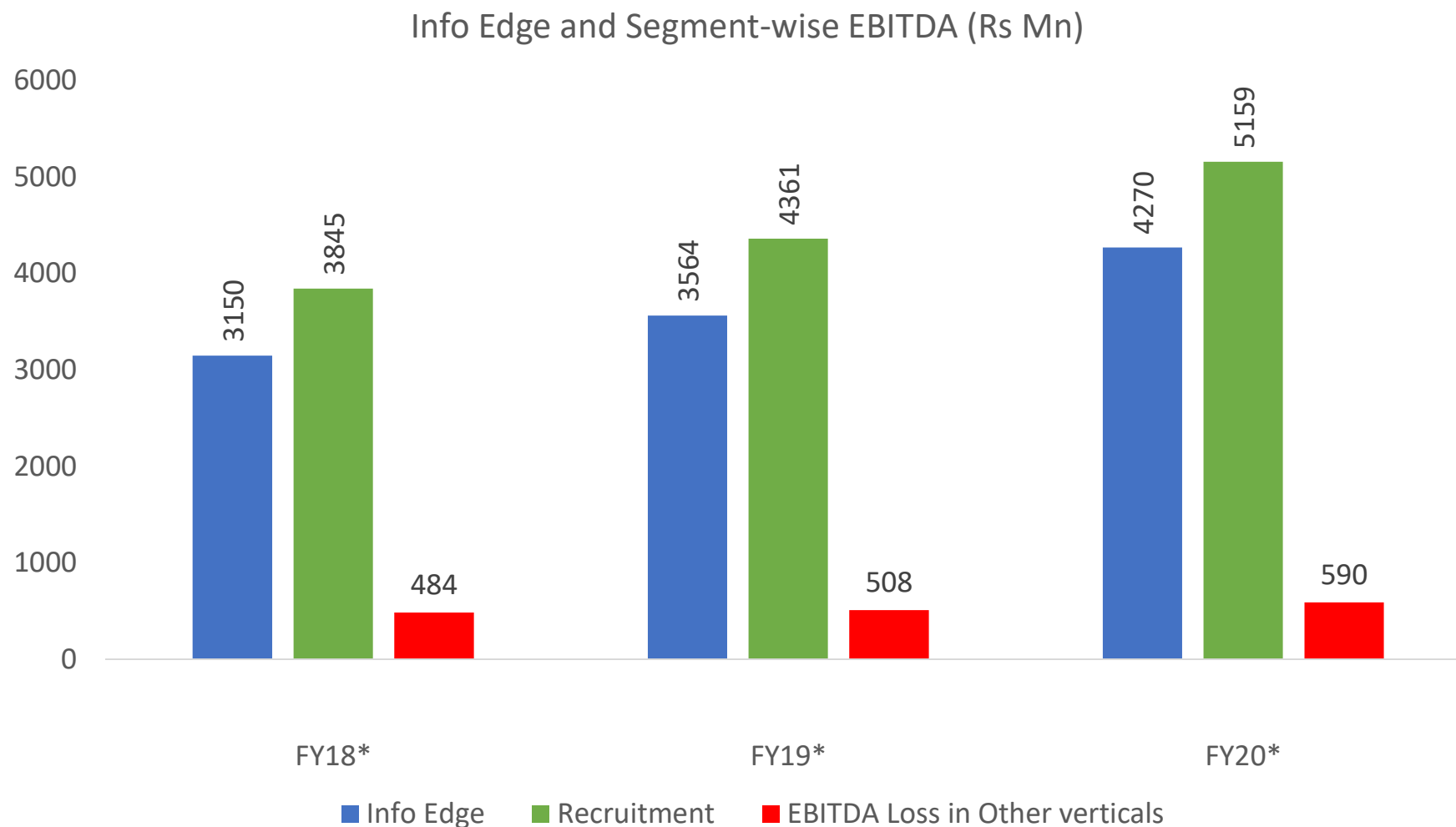


* IND-AS numbers for FY18-FY20; Segmental data for Naukri and other verticals

** Cash EBITDA: Billing – Operating expenses adjusted for non-cash ESOP charges

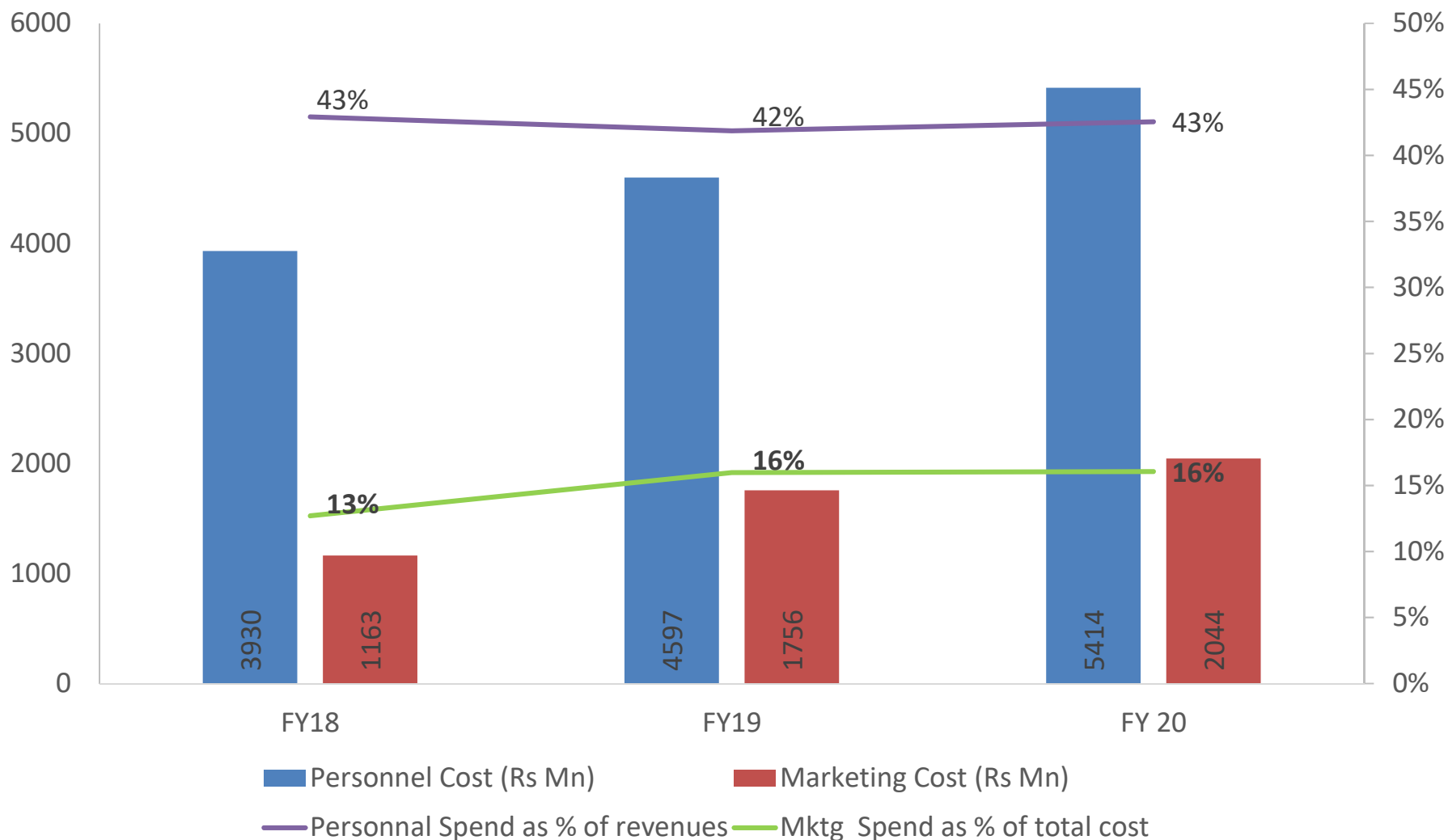
Info Edge standalone financials

Operating EBITDA



- * FY18– FY20 in the charts above are based on IND-AS numbers; rest all years which are as per I GAAP
- *Above EBITDA numbers for FY 19-20 have been readjusted for IND AS 116 to ensure comparison with FY 2018-19 numbers. Accordingly it may differ from reported numbers to that extent.*
- EBITDA for FY18-FY20 adjusted for non-cash charges
- *Info Edge standalone financials.*

People, Brand and IP - Key Value Drivers for Info Edge

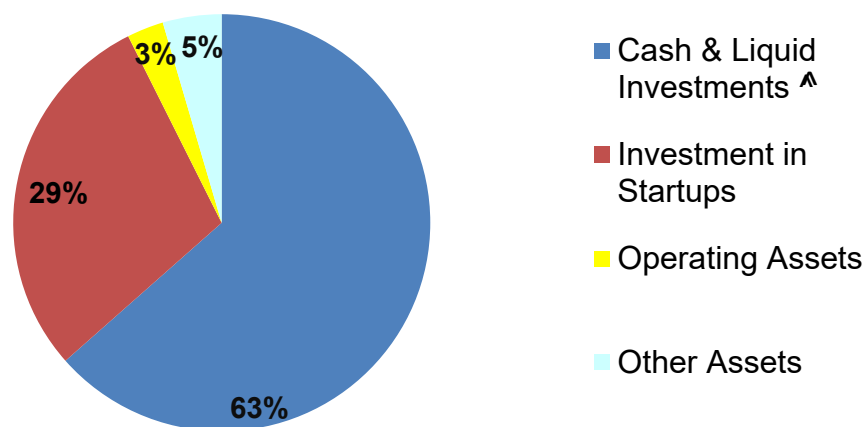


- Manpower and marketing constitute ~84% of our total standalone expenses
- Consistent investment in marketing efforts and IP creation leading to a strong network effect , platform and brand presence for Info Edge across verticals.
- *Info Edge standalone financials*

Assets and funds Allocation

As of Sep 30, 2020 #

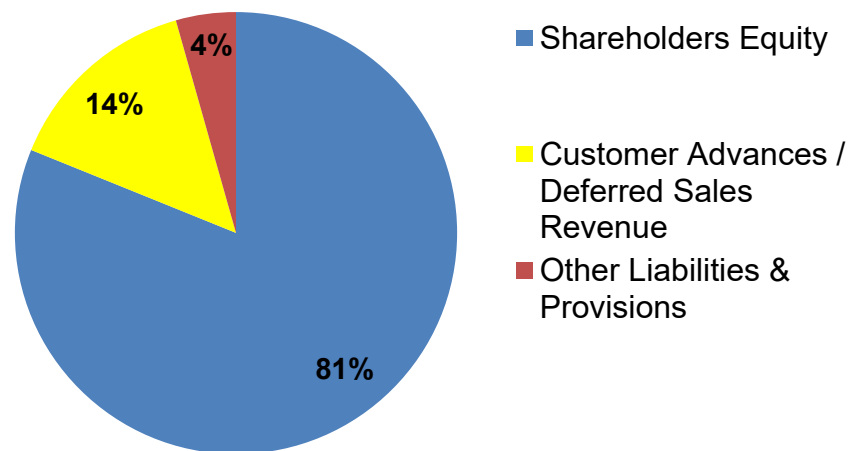
Assets



Total: 50,012 Mn

- High margins due to operational leverage
- Strong cash generation due to high margins.

Liabilities



Total: 50,012 Mn #

- Upfront payments in subscription model results in negative working capital
- Negative working capital many times more than operating fixed assets

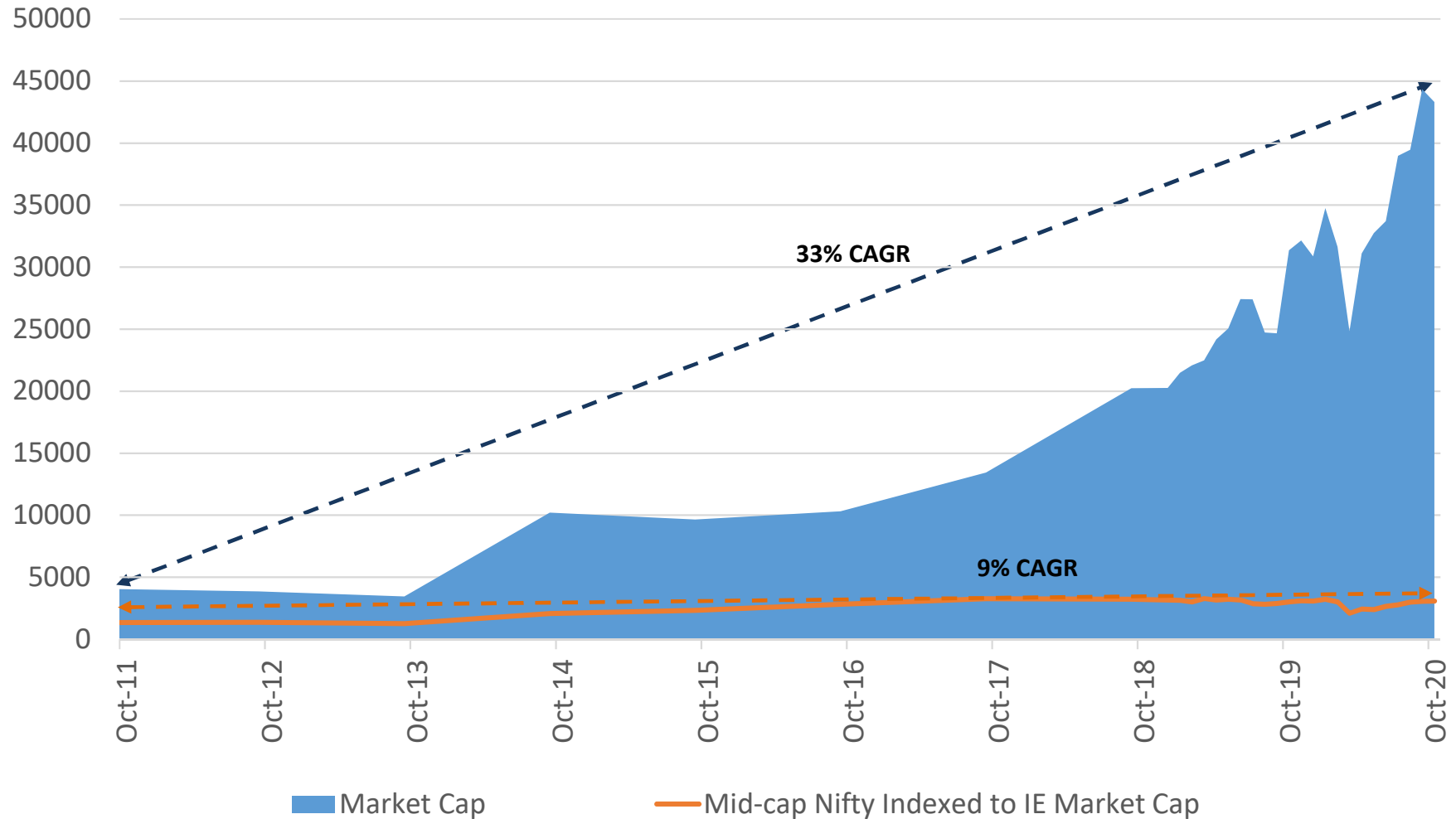
^Cash and Liquid Investments include Cash / bank balance with WOS & AIF.
Investments in startup include IIM Jobs

IE Venture Fund - AIF

- Floated an AIF Class II Fund, in Jan'20 duly registered by SEBI, to fund investments unrelated to the core operating entity.
- An efficient setup for future fund raising and regulatory standpoint.
- Proposed corpus of the fund is Rs 7500 MN (around USD 100Mn). IEIL and its WOS in their capacity as LP, committed 3500 MN and out of this has already disbursed Rs 1500 MN till date.
- Investments through the fund (till 30th October'20) , 995MN- Dotpe Pvt Ltd ,Qyuki Digital Media Pvt Ltd, Intellihealth Solutions Pvt Ltd ,Fanbuff Esports India Pvt Ltd , Ruskmedia, First Hive, Bulbullive shopping network pte ltd.
- WOS of IEIL are the GP to this fund.

Market cap performance

Info Edge historical market cap trend (Rs Mn) and Nifty Mid-cap relative trend



Corporate Governance- Cornerstone to our value system

- Independent Directors forms majority of the Board
- Non- Executive Chairman
- Statutory Audit performed by EY
- Internal Audit performed by an external firm
- Audit committee comprises only of Independent Directors
- Formal dividend policy (15% to 40% of standalone PAT)
- Whistle blower mechanism through an Independent External Ombudsman
- Proactive on all disclosures to Stock Exchanges

Board of Directors

Whole time

Sanjeev Bikhchandani (57)

Founder and Executive Vice Chairman

BA Econ. St. Stephen's.

PGDM IIM-A

Previously with GlaxoSmithKline

Hitesh Oberoi (48)

Managing Director and CEO

B.Tech IIT Delhi,

PGDM IIM-B

Previously with HLL (Unilever)

Chintan Thakkar (53)

Whole-time Director and CFO

Chartered Accountant

Previously with Computer Associates, India

Non Executive

Kapil Kapoor (56)

Chairman & Non Executive Director

B.A.Econ, PGDM IIM-A

Previously COO (Global Business Development), Timex Group

Independent

Saurabh Srivastava (74)

Non Executive Director

B.Tech IIT Kanpur,

M.Sc Harvard

Founder IIS Infotech

(Now Xansa)

NASSCOM, TIE, IAN, IVCA

Naresh Gupta (54)

Independent Director

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

Previously MD, Adobe India

Bala Deshpande (54)

Independent Director

MA Econ., MMS JBIMS

Sr. MD, New Enterprise Associates (NEA)

Ashish Gupta (53)

Independent Director

B Tech IIT-K, Doctorate from Stanford University

Founder Tavant Technologies, Jungle; Amazon

Sharad Malik (56)

Independent Director

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

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

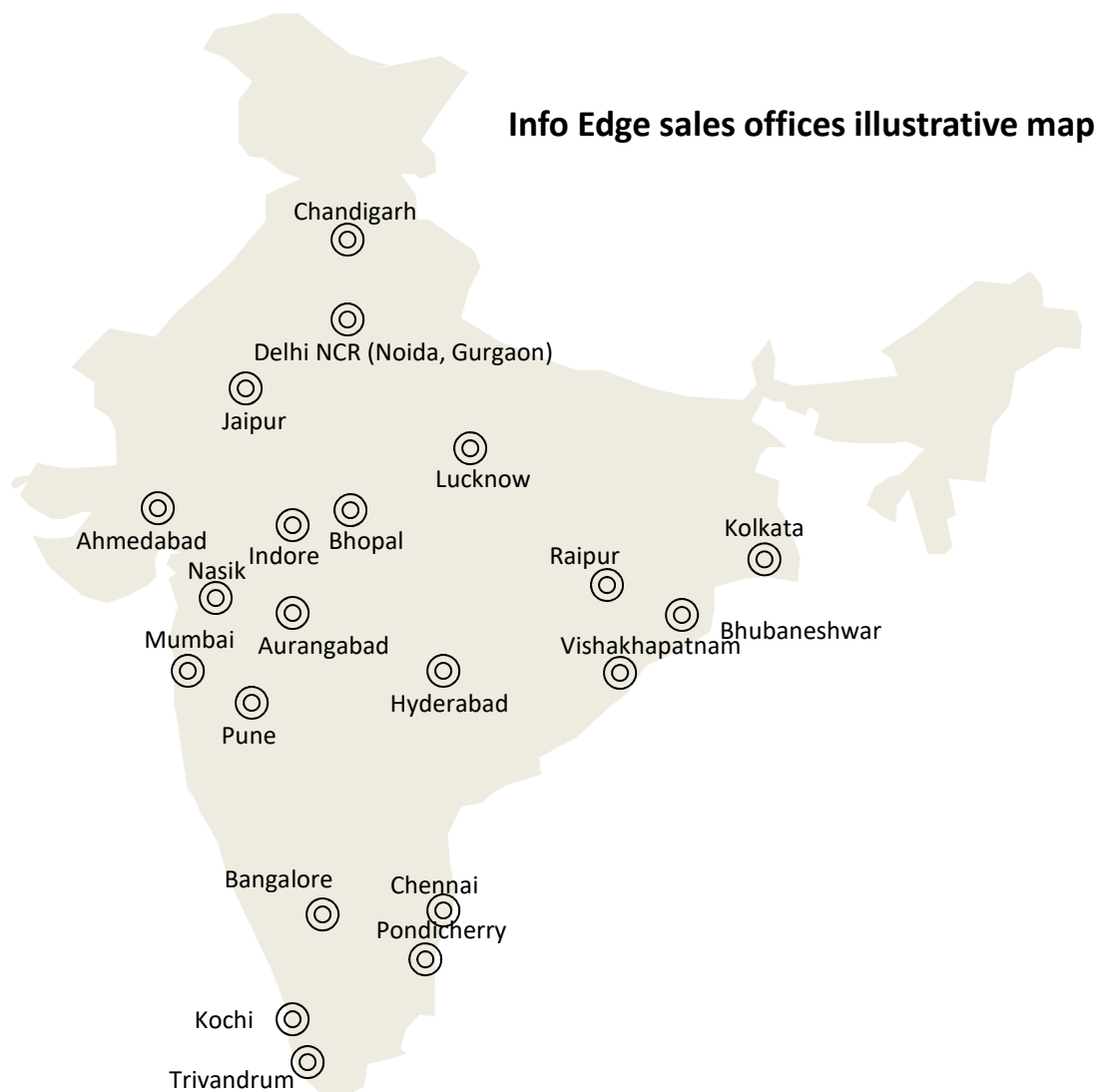
Geeta Mathur (53)

Independent Director

Chartered Accountant

Associated with ICICI Bank, Helpage India, IPE Global.

Nationwide sales/customer interface infrastructure

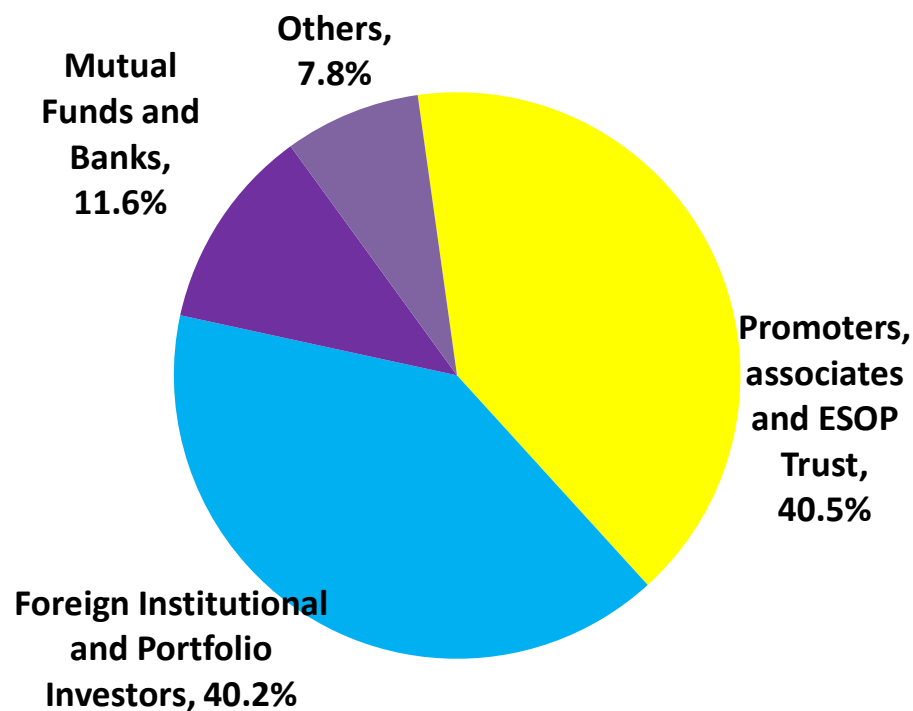


Geographical Spread as on date

- Nation wide coverage through 75 company branch offices in 46 cities in India
- 2959 sales/ servicing/ client facing staff or 66% of the company's workforce of 4478.

Shareholding

As of 25th Oct, 2020



Mutual Funds/ FPIs/ FIIs/ Banks	% Holding
Axis Mutual Fund + Schroders	6.43%
Ward Ferry	3.53%
Nalanda	3.00%
Vanguard	1.74%
Matthews	1.52%
Goldman Sachs EM Fund	1.50%
UTI -various	1.38%
Amansa	1.33%
Ishares	1.29%
Stewart	1.28%
ICICI Prudential	1.14%
Arisaig	1.11%
SBI	1.05%
Wasatch - various	0.88%
Franklin Templeton MF	0.87%
Postal Life Insurance Fund	0.52%
Veritas Funds Plc	0.52%
Aditya Birla MF	0.52%
Govt Pension Fund Global	0.51%

Total number of issued and paid up shares of Rs 10 each are 128.5 million (post 1:1 bonus in Sept, 2010, 1:1 bonus in Jun, 2012 and dilution (QIP) in Sept, 2014 and Aug, 2020)

Naukri

The screenshot displays the Naukri.com website interface. At the top left is the Naukri.com logo with the tagline "India's No.1 Job Site". The main navigation bar includes "JOBS" (highlighted), "RECRUITERS", "COMPANIES", "SERVICES", "MORE", "LOGIN", "NOTIFICATIONS", "Employer Zone", and "Buy Online". Below this is a secondary navigation bar with categories: "All Jobs", "IIT/IIM Jobs", "Govt. Jobs", "International Jobs", and "Walk-in Jobs".

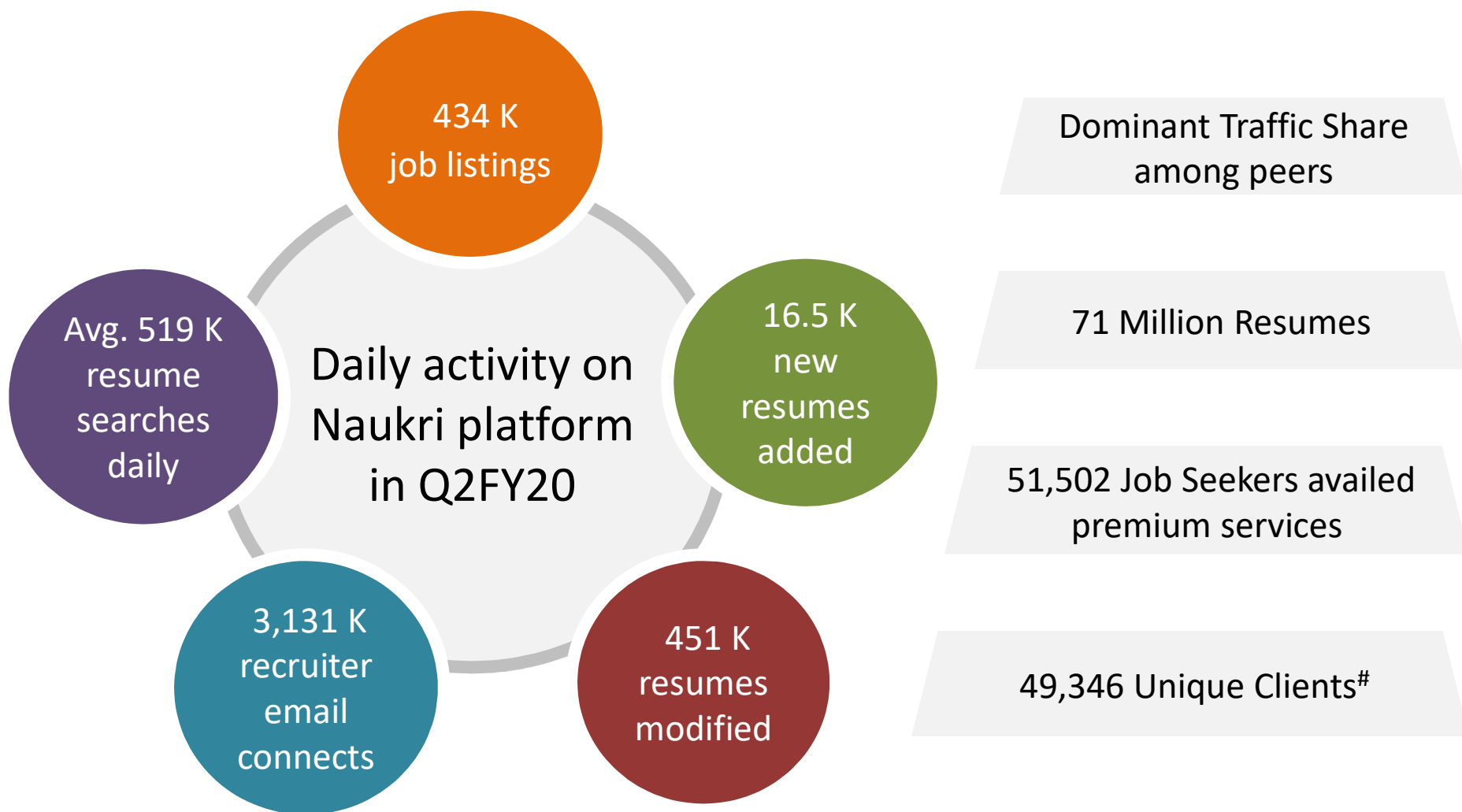
The main content area is divided into several sections:

- Search Jobs:** A search bar with a "Search" button.
- Recent Searches:** A list of recent searches including "java programmer- 186 new jobs" and "investor relation- 135 new jobs".
- Recommended Jobs:** A section showing 27 recommended jobs, with a featured job: "Head Public Relations - Technology - MNC PR Firm, Bangalore" (12-18 Years, Bengaluru/Bangalore). A "View All Jobs" link is provided.
- New to Naukri?:** A section with a "Register with us" button, an "or" separator, and an "Upload CV" button. It specifies "Max 2 MB, doc, docx, rtf, pdf" and "We will fill your details".

Below the main content area, there are several promotional and utility elements:

- HIRING** and **APPLY NOW** buttons.
- Logos for **Shell**, **genpact**, and **Synechron**.
- Top Employers:** A section featuring the **virtusa** logo.
- Best Places to Work:** A section with tabs for "All Sectors", "Information Technology", "Manufacturing", and "Services".
- Get best matched jobs on your email. No registration needed.** A promotional message with a **Create a Job Alert** button.

Key operating metrics for Naukri

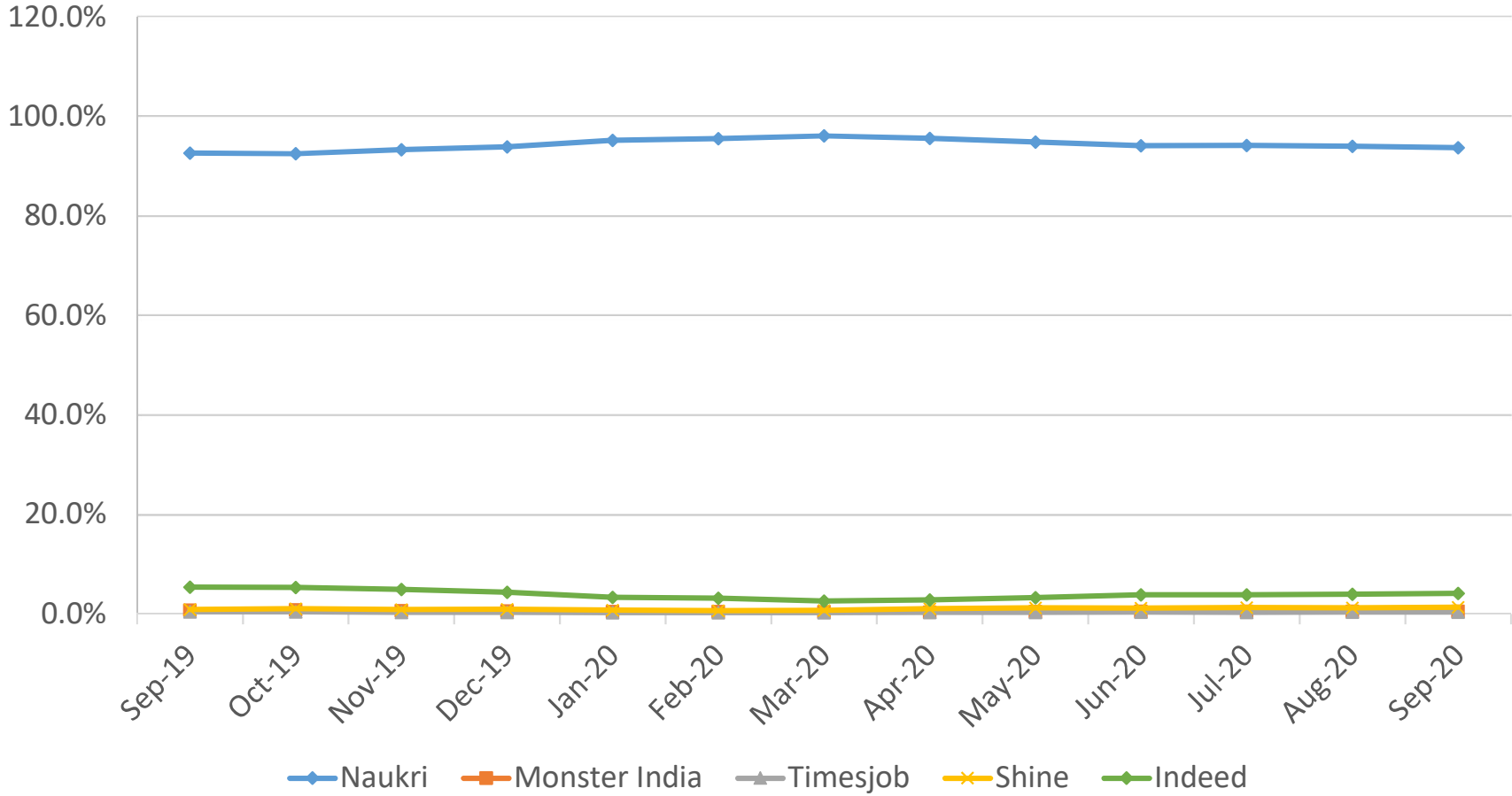


* Comparison among traditional job-boards (excludes LinkedIn and Indeed)

Based on IND-AS revenue

Naukri traffic share among traditional job sites

Overall traffic (from desktops, web mobile& app) on time spent

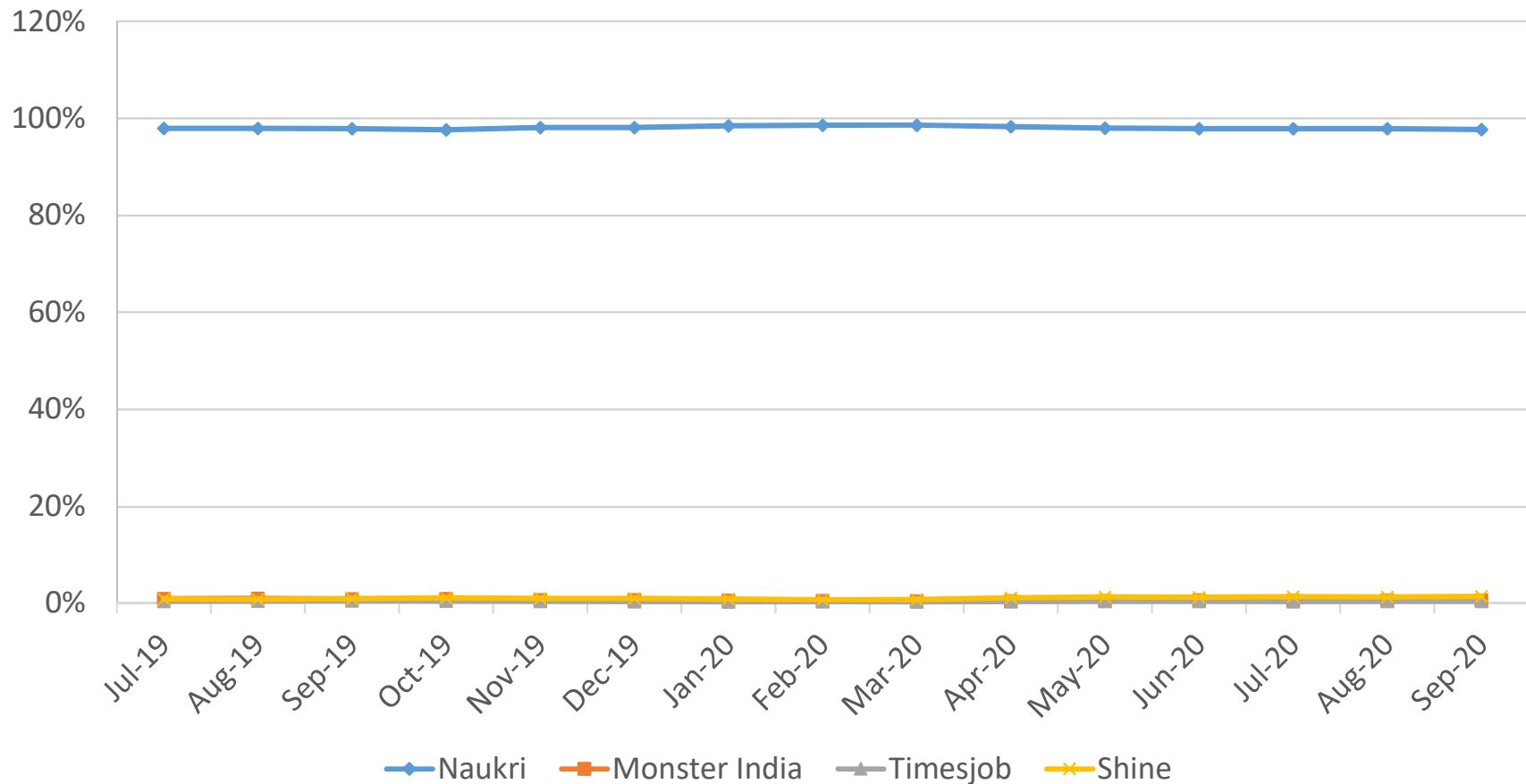


Source: SimilarWeb

Above chart excludes LinkedIn since much of the traffic may not pertain to jobs
 Similarweb revised the algorithm for calculating time share through app in Q3'20

Naukri traffic share among traditional job sites

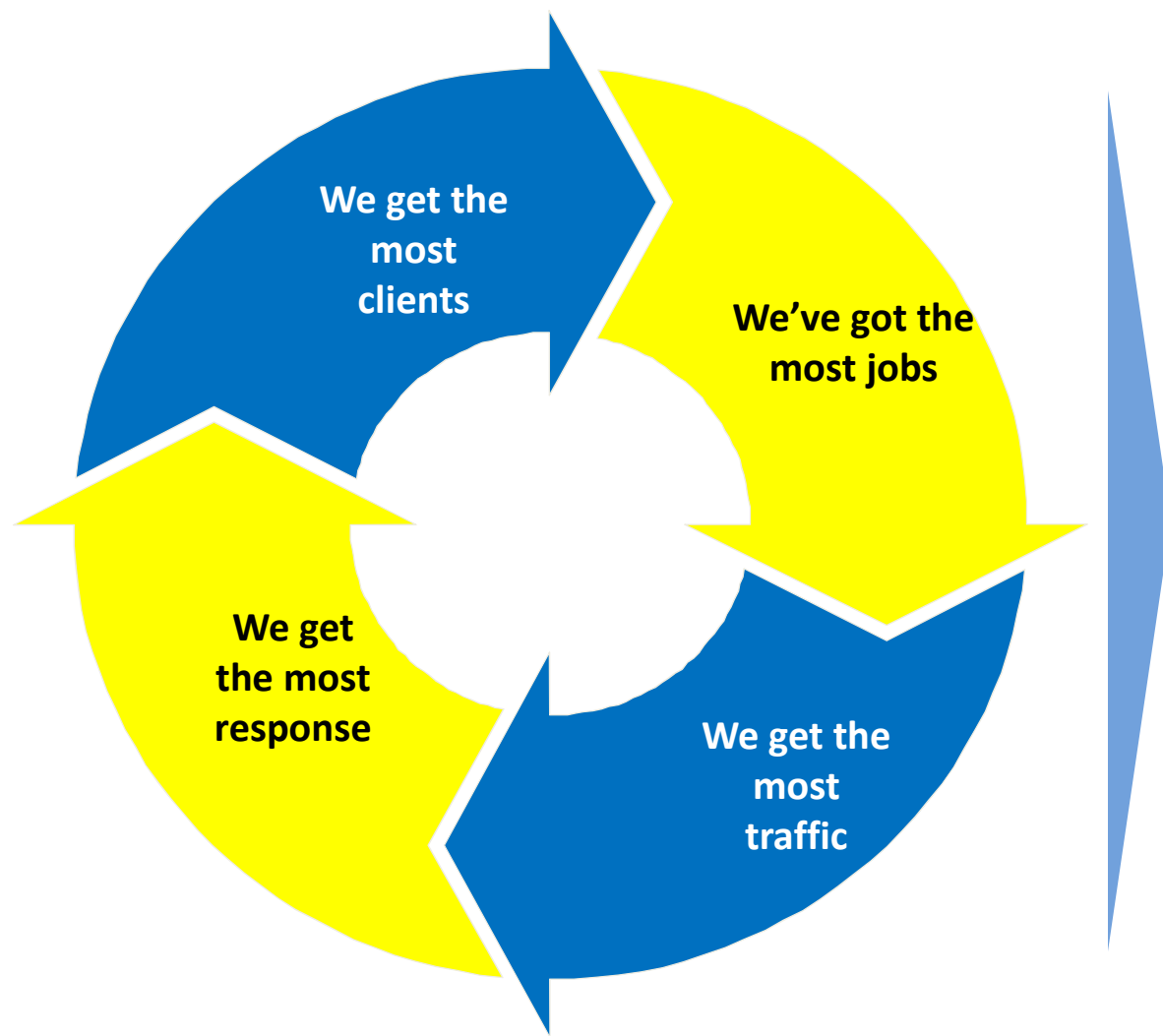
Overall traffic (from desktops, web mobile& app) on time spent



Source: SimilarWeb

Above chart excludes LinkedIn since much of the traffic may not pertain to jobs
Similarweb revised the algorithm for calculating time share through app in Q3'20

Naukri is a business of the virtuous circle



Benefits

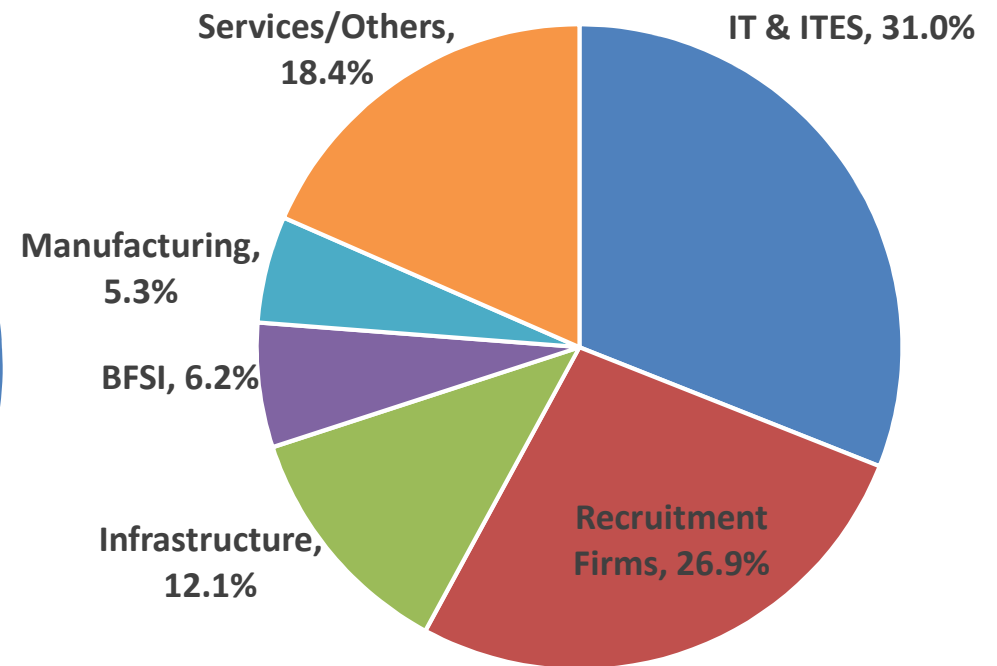
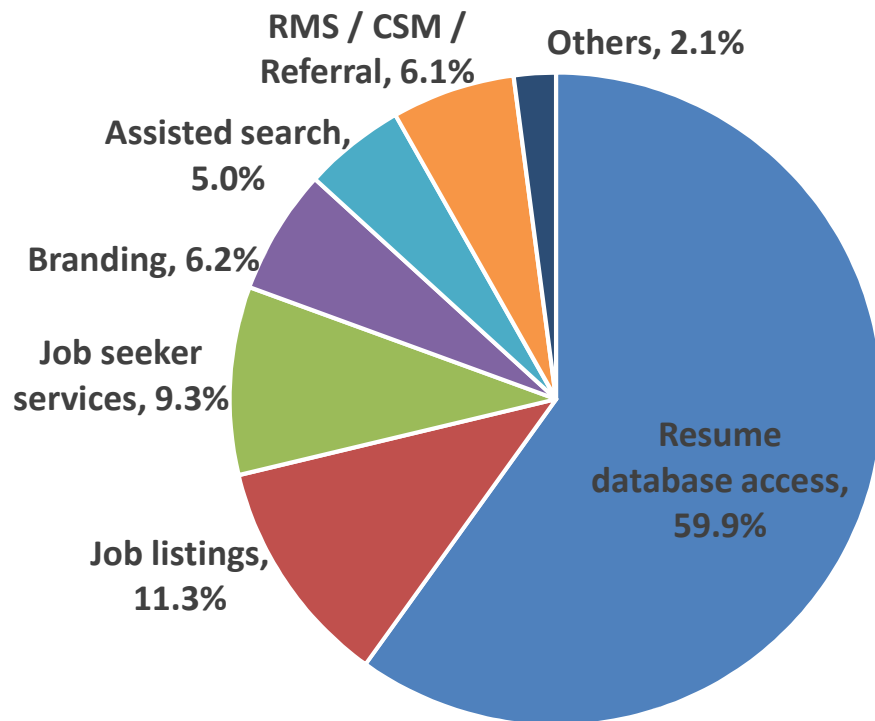
- Naukri has over 100% of industry profits enabling greater investment in
 - Product innovation
 - Engineering
 - Brand support
 - Sales network
 - Servicing back office
 - Superior talent

Revenue sources for Naukri

- B2B revenues (as on date) comprise ~90% of overall Naukri revenue and includes:
 - Resume database access
 - Job Posting (response management)
 - Employer branding (visibility)
 - RMS
 - eHire - Resume short listing and Walk-ins
- B2C includes revenue from
 - Job seeker services

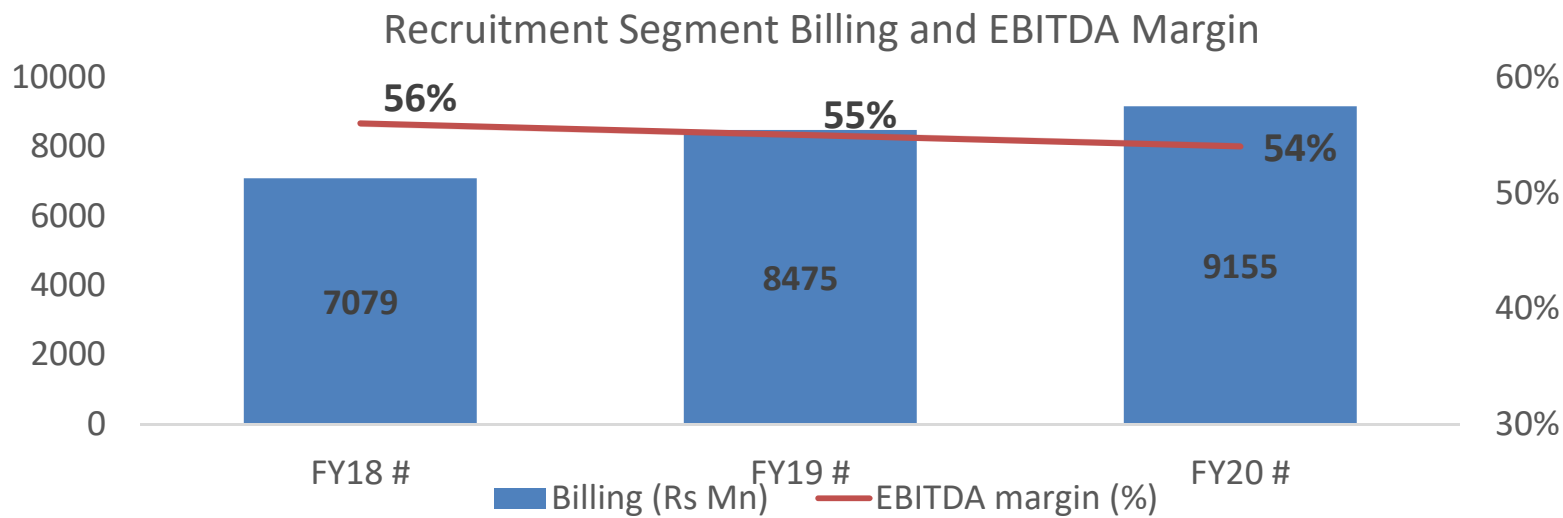
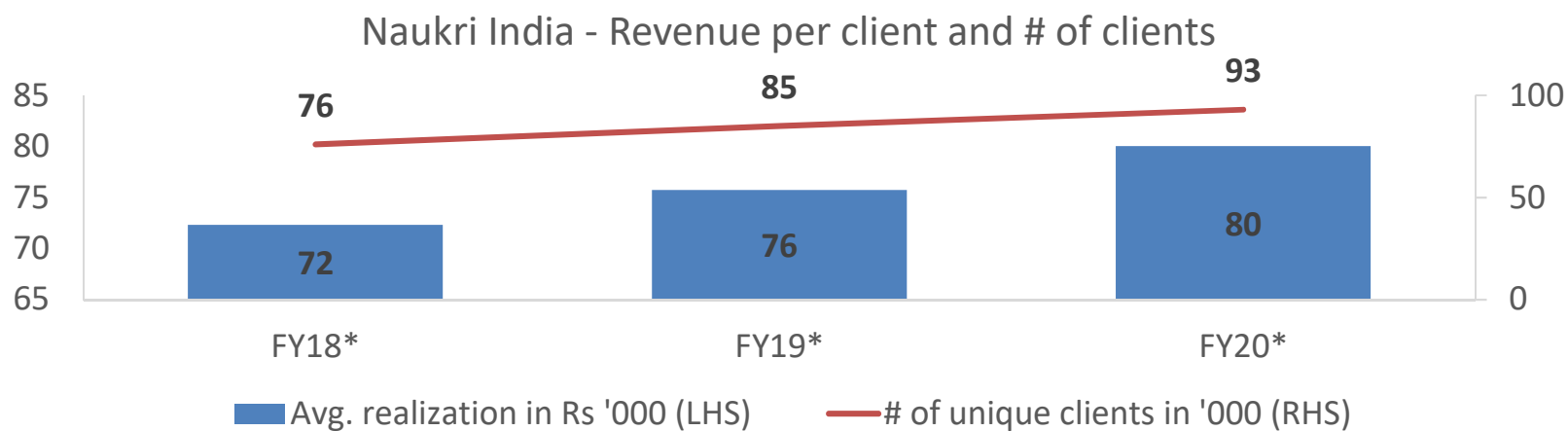
Breakdown of revenue by Product and Industry

Data for trailing 12 months to Sep 2020



~50% of consultants caters to IT/ ITES industry. Accordingly, IT and ITes contributes ~42-44% of overall revenues.

Increasing realization per unique client with increasing number of customers



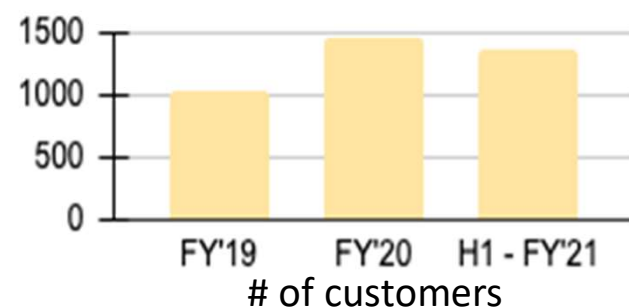
• # FY18 – FY20 numbers as per IND-AS. Above numbers are segmental business numbers for Naukri..

Naukri Investment strategy



iimjobs.com

- iimjobs.com is India's leading recruitment platform for management professionals
- Hirst.com is an exclusive recruitment platform for premium technology talent
- All iimjobs products are now completely sold through the naukri sales team
- 3.25 million registered users (1.9mn on iimjobs and 1.4mn on hirst)
- Over 25k jobs posted every month; Over 2.2 million applications / month
- Consistent billing growth of 20% for last 3 FY.
 - FY'18 – Rs 149 Mn
 - FY'19 – Rs 182 Mn
 - FY'20 – Rs 218 Mn



New GTM approach for Naukri.



naukri
hiring suite

Evolve to new age recruitment solutions

From Campus to Corner Office hiring
Bouquet of solutions to meet all your hiring needs

Resdex | Job Posting | RMS | eHire |
Employer Branding | Firstnaukri | iimjobs | hirst

99acres

99acres India's No.1 Property Portal

ALL INDIA ▾

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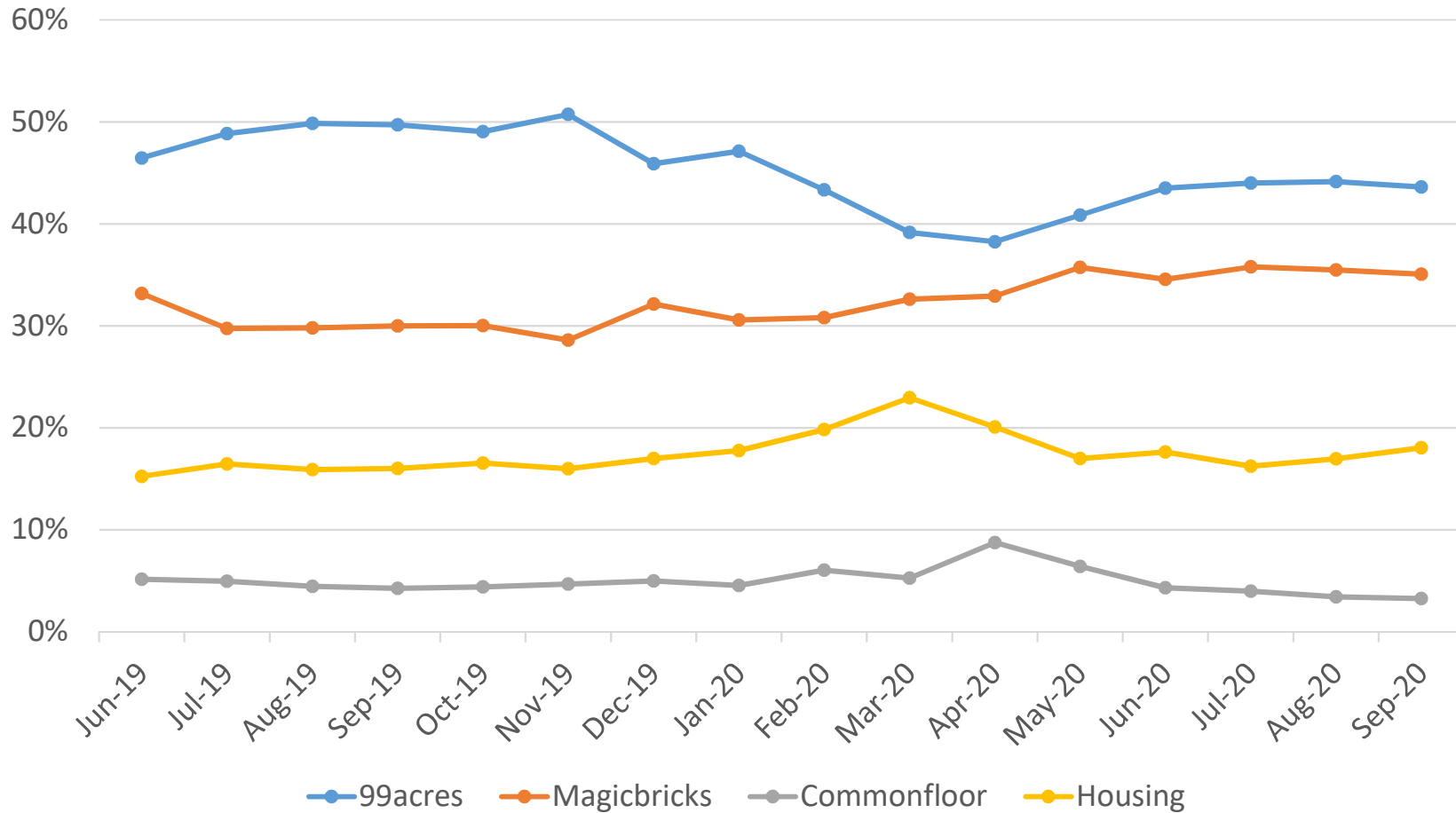
<p>BOOK YOUR DREAM ADOBE IN THE HEART of Dubai Pay After Handover</p>	<p>INVEST IN DUBAI FOR LUXURY APARTMENTS for Prices contact 971562998939</p>	<p>SPRING VALLEY DEW KATARA HILLS Bhopal @ 18.26 lakhs onwards</p>	<p>AVINASI NAYA RA Ready to r Apartment</p>
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Online Real Estate marketing business in India

- Real estate is one of the largest spender on advertising in print media
- Our estimate of spend on online real estate portals is about Rs 6.0-7.0 bn in FY 19-20 (excluding Google and Facebook)
- 99acres, a leader in this category
 - Google, Facebook and local classifieds sites (like Olx and Quikr) also compete for this market
- Access through mobile app increasing consistently

99acres traffic share

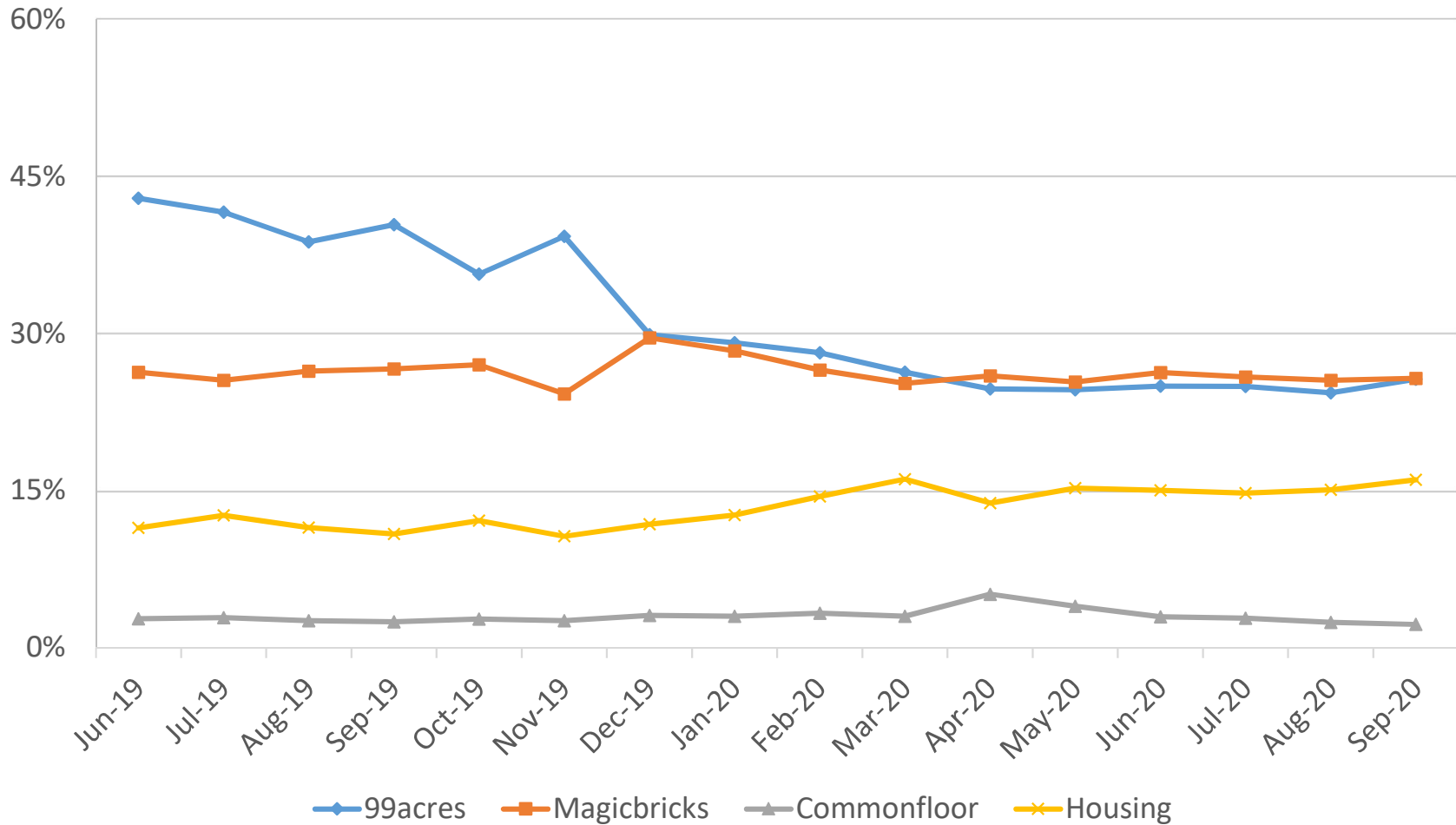
Overall traffic (from desktops & laptops, web mobile) based on time share



Source: SimilarWeb

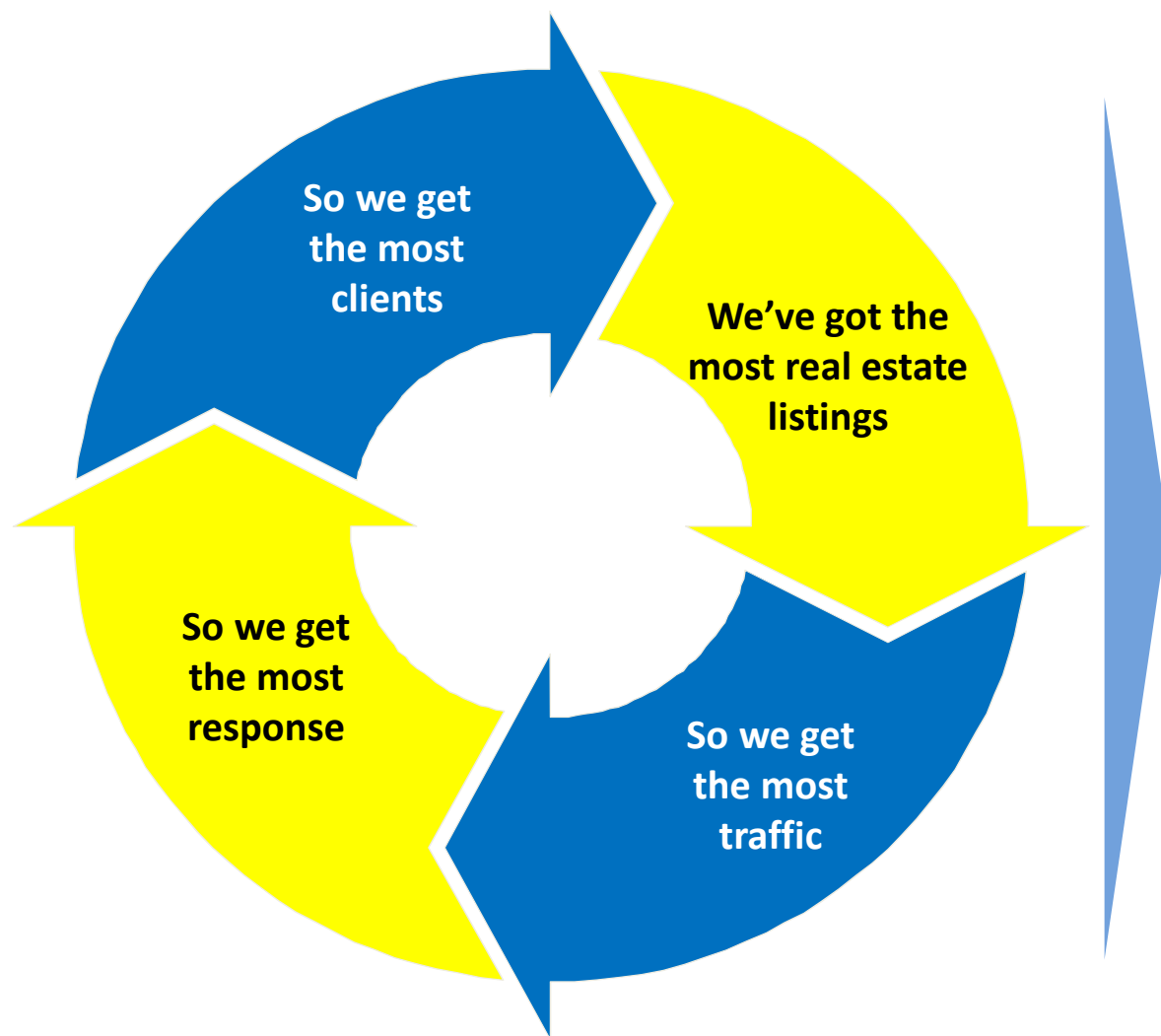
99acres traffic share

Overall traffic (from desktops & laptops, web mobile and App)



Source: SimilarWeb

99acres business model



Revenue Model

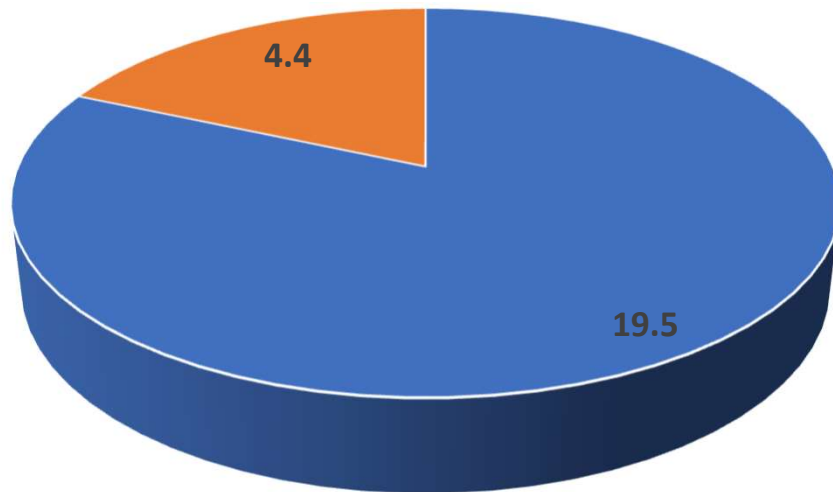
- Projects
 - Listings
 - Featured listings
 - Microsites
 - Email campaigns
 - Banner Ads
- Re-sale
 - Listings
 - Featured listings
- Rental
 - Listings
 - Featured listings

Key business metrics for 99acres (Q2)

- **As of Sep 30, 2020**
 - Total projects 1,74,468 + (under construction or ready-to-move-in)
 - Total listings 9,30,972 (including 4,39,153 owner listings)
 - Residential 7,83,523
 - Commercial 1,47,449

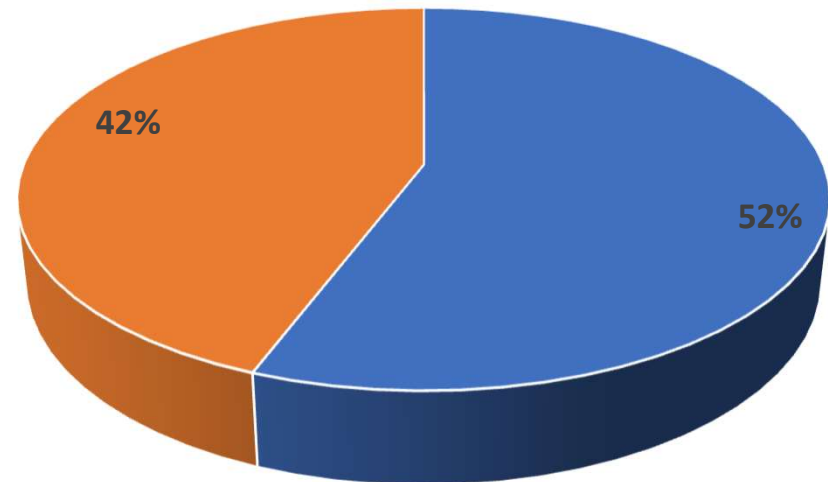
Break-down of Customers and Billing

No. of customers in '000



■ BROKER ■ BUILDER

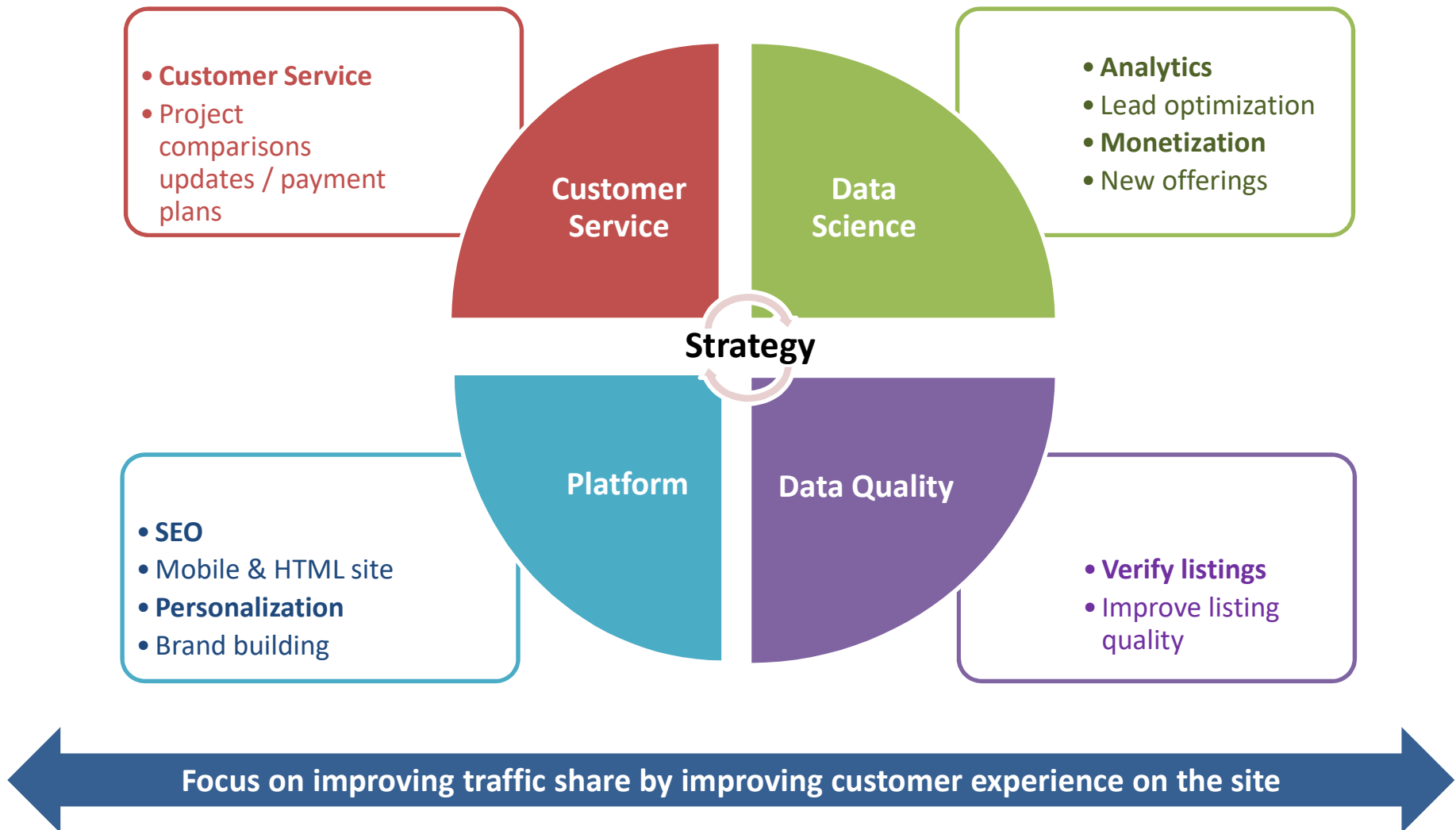
Billing breakdown by customer type



■ BROKER ■ BUILDER

Data for trailing 12 months to Sep 2020

99acres –strategy

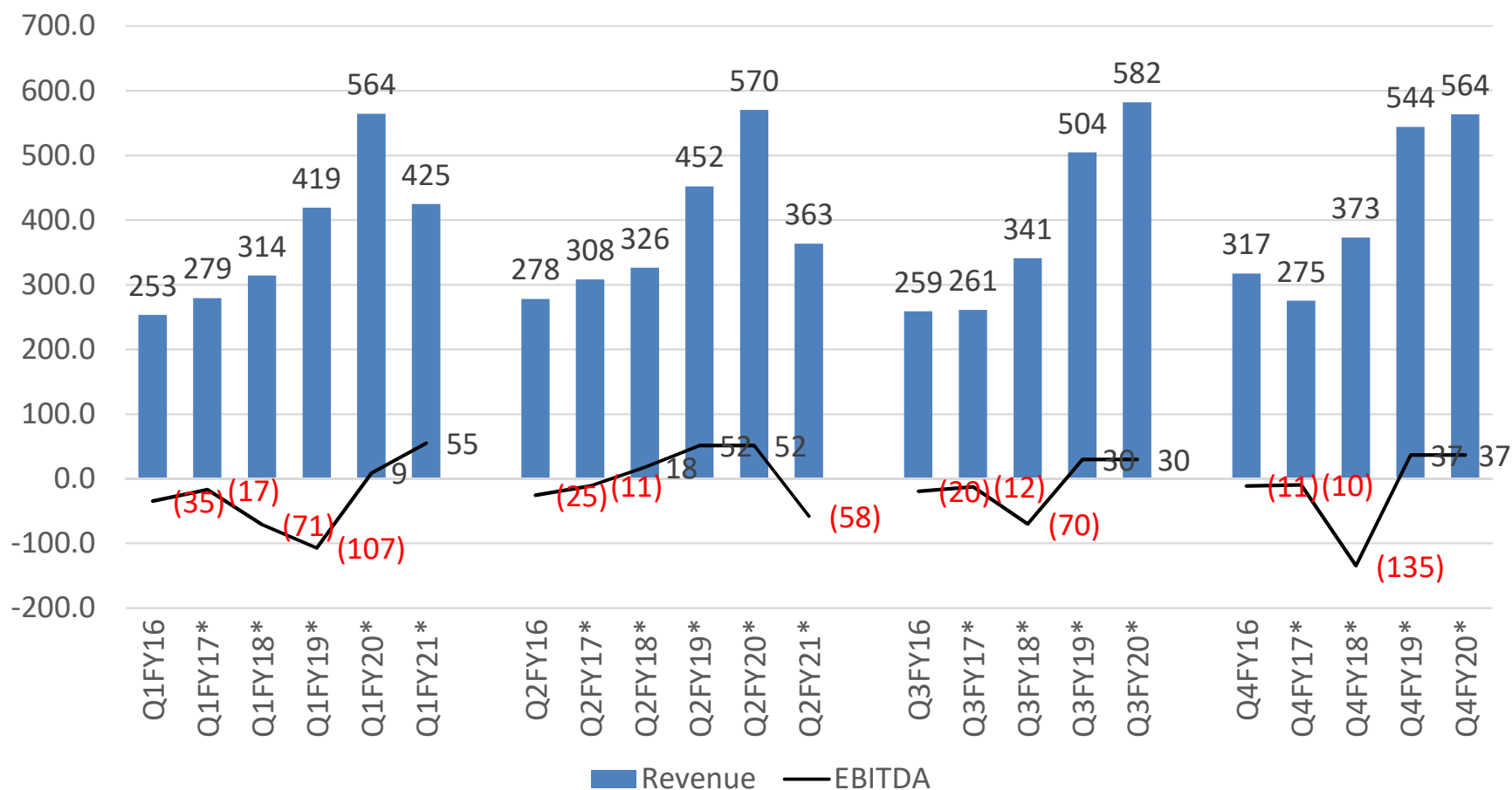


99 acres Peer Comparison

- **Leadership position maintained**
 - We have maintained highest traffic share for 99acres for past several quarters
 - To ensure data quality, innovation and customer retention, we have increased our investments in product / data quality / marketing
- **Listings growth intact**
 - Listings growth on 99acres has remained intact, primarily driven by broker segment.
- **Aggressive marketing spends by competitors**
 - Significant increase in marketing spends by competitors Magicbrick and Housing.

99 acres – Quarterly Financials

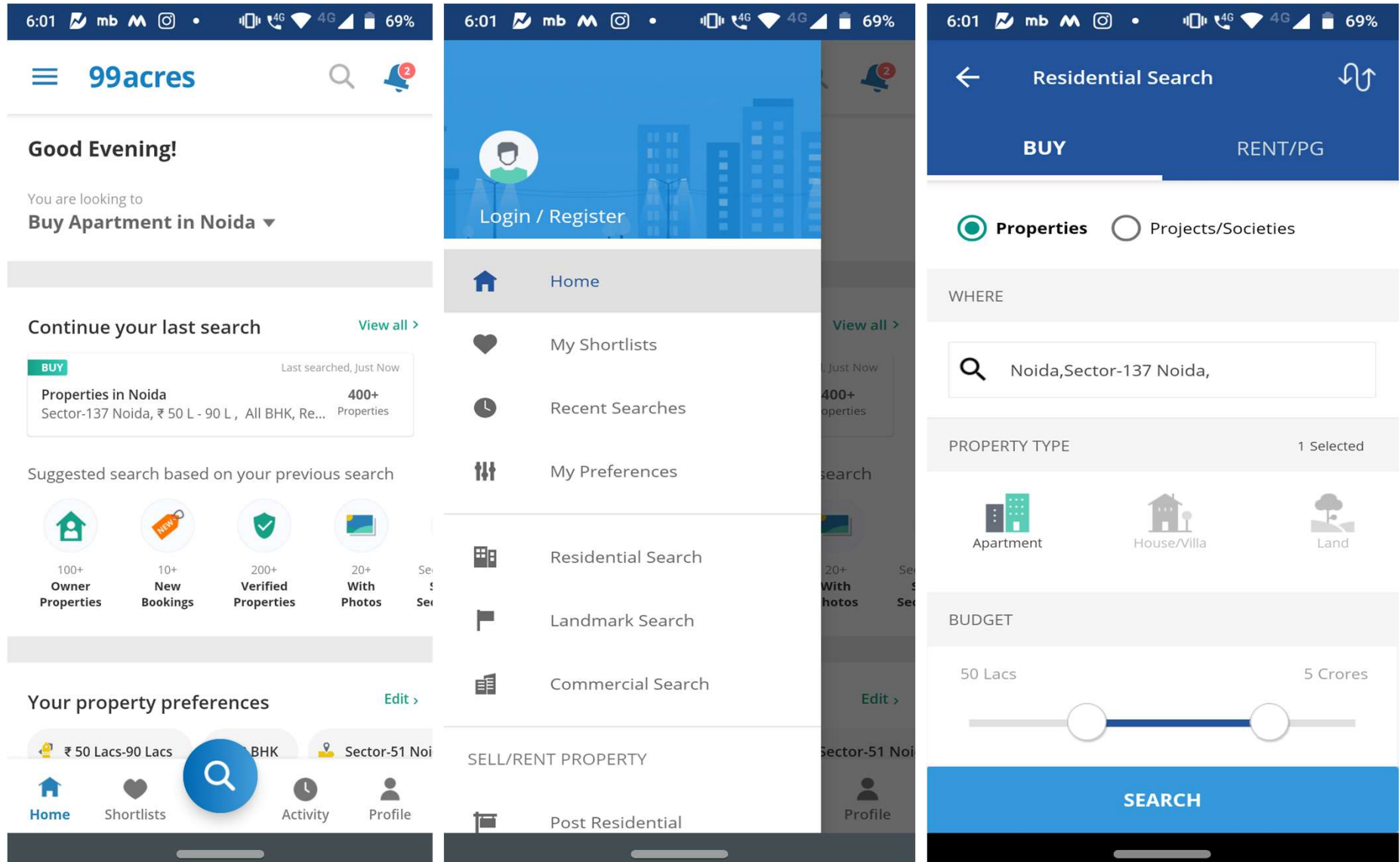
99acres Quarterly Revenue (Rs Mn) and EBITDA (Rs Mn)



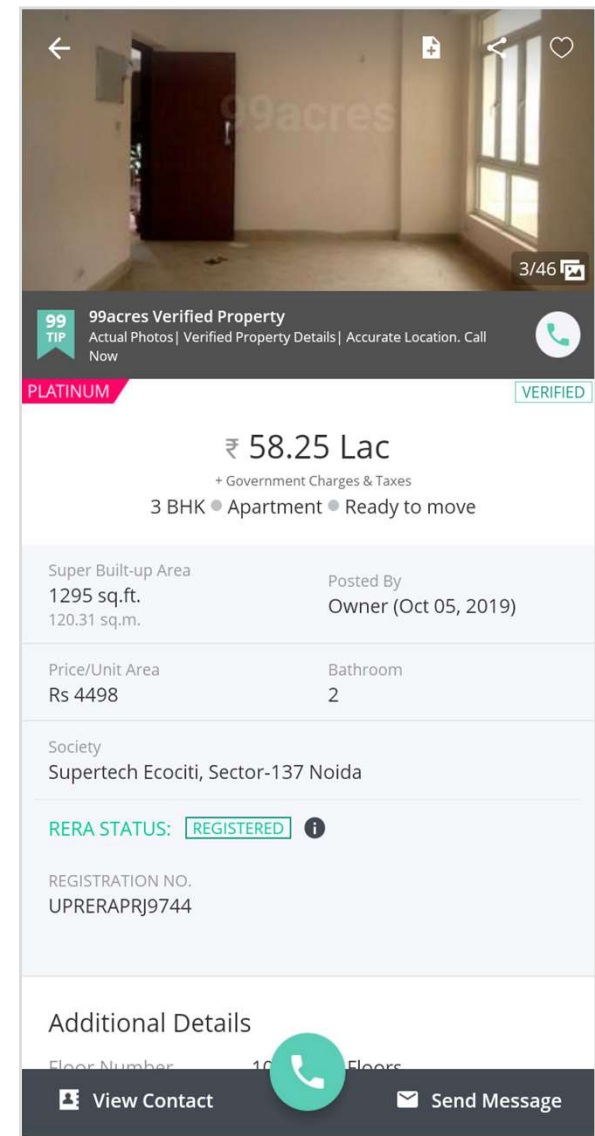
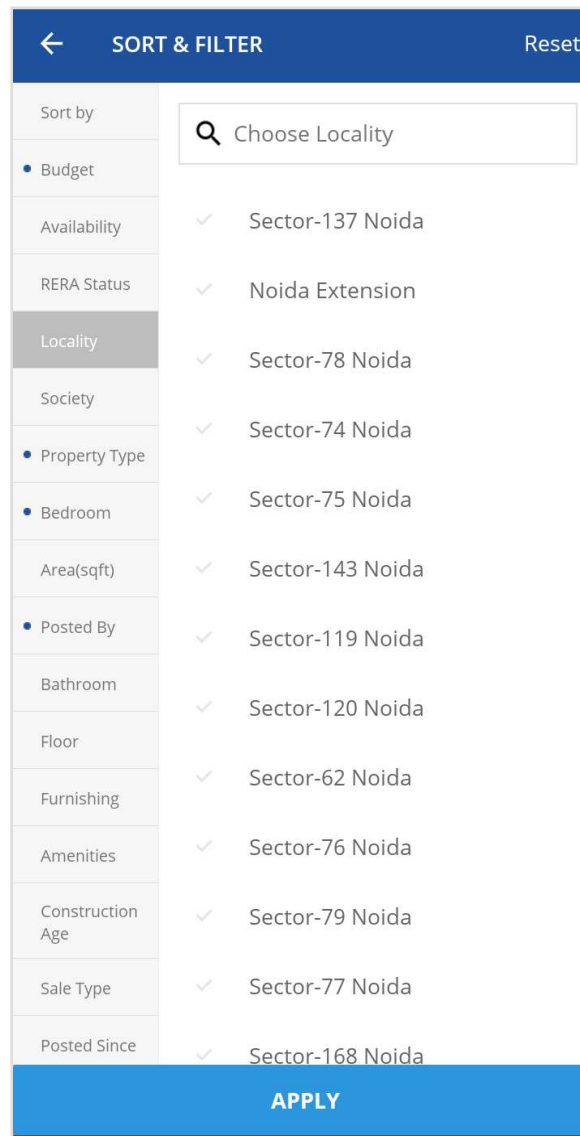
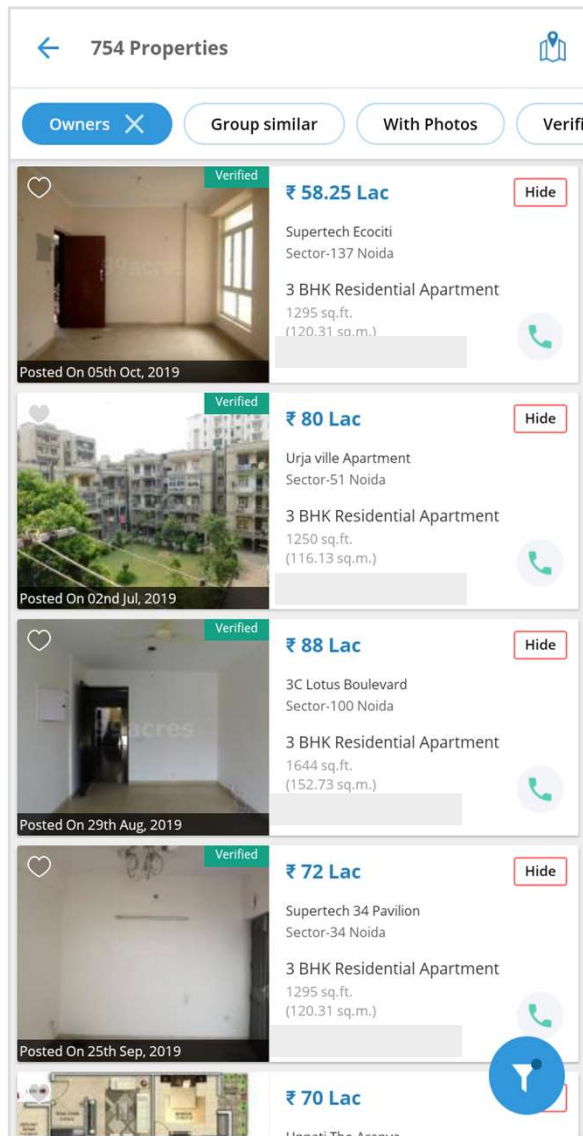
99acres cumulative cash loss (management estimate) at Rs 2599 MN. Above numbers are segmental financials for 99 Acres business.

- FY18 onwards numbers are EBITDA numbers (adjusted for non-cash ESOP charges) as per IND-AS; All others in I GAAP
- FY20 onwards EBITDA numbers includes the impact of IND AS 116.

Mobile app – home screen, navigation and search infoedge




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



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

← 232 Projects

- RERA REGISTERED**




ATS Pious Hideaways
Sector-150, Noida

₹ 63 - 79.56 Lac
₹4500/Sq.Ft. Onwards

Mar 2026

3 BHK Apartment
- RERA REGISTERED**




TATA Eureka Park
Sector-150, Noida

₹ 59.5 - 85.19 Lac
₹5289/Sq.Ft. Onwards

Mar 2023

2,3 BHK Apartment
- RERA REGISTERED**

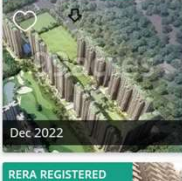


ATS Picturesque Reprieves
Sector-152, Noida

₹ 87.88 Lac - 1.52 Crore
₹4750/Sq.Ft. Onwards

Oct 2024

3,4 BHK Apartment
- RERA REGISTERED** Seen

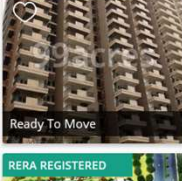


ATS Le Grandiose
Sector-150, Noida

₹ 74.75 Lac - 1.52 Crore
₹4600/Sq.Ft. Onwards

Dec 2022

3,4 BHK Apartment
- RERA REGISTERED**




Gaur City 2 14th Avenue
Noida Extension, Noida

₹ 23.1 - 53.52 Lac
₹3100/Sq.Ft. Onwards


Ready To Move

1,2,3 BHK Apartment
- RERA REGISTERED**



ACE Parkway
Sector-150, Noida

Sort & Filter



ATS Pious Hideaways
Sector-150 Noida

Construction status
Under Construction
Mar 2026

Builder Name
ATS Builders

Unit Configuration
3 BHK Apartment

Project Details
**12 Towers, 749 Units
32 Floors**

Total Project Area
17.80 Acres
(72034.1 sq.m.) **80% Open**

Rera Status
REGISTERED

Rera Details
UPRERAPRJ442430
<http://up-rera.in/>

Floor Plans

3 BHK Apartment 1400 sq.ft.(130.1 sq.m.)	3 BHK Apartment 1615 sq.ft.(150 sq.m.)	3 BHK Apartment 1675 sq.ft.(155.6 sq.m.)
--	--	--

Brochure Send Message

← Sell / Rent Property

BASIC INFORMATION > PROPERTY DETAILS

I WANT TO

Sell property Rent-out property

YOUR PROPERTY TYPE

Apartment Builder Floor Plot/Land House

ADD YOUR PROPERTY PHOTOS

+ Add Photo

YOUR PROPERTY ADDRESS

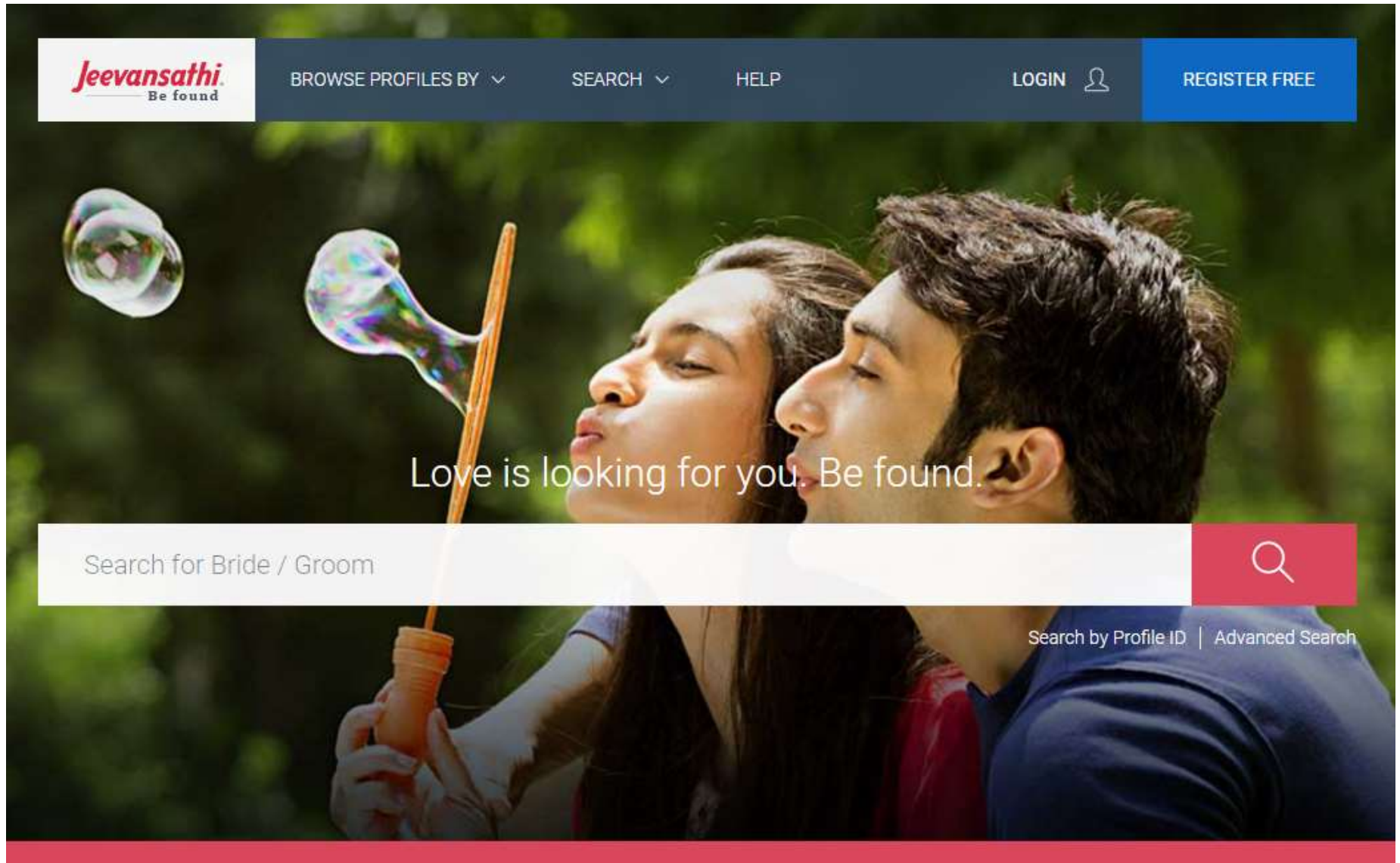
Detect my location

City

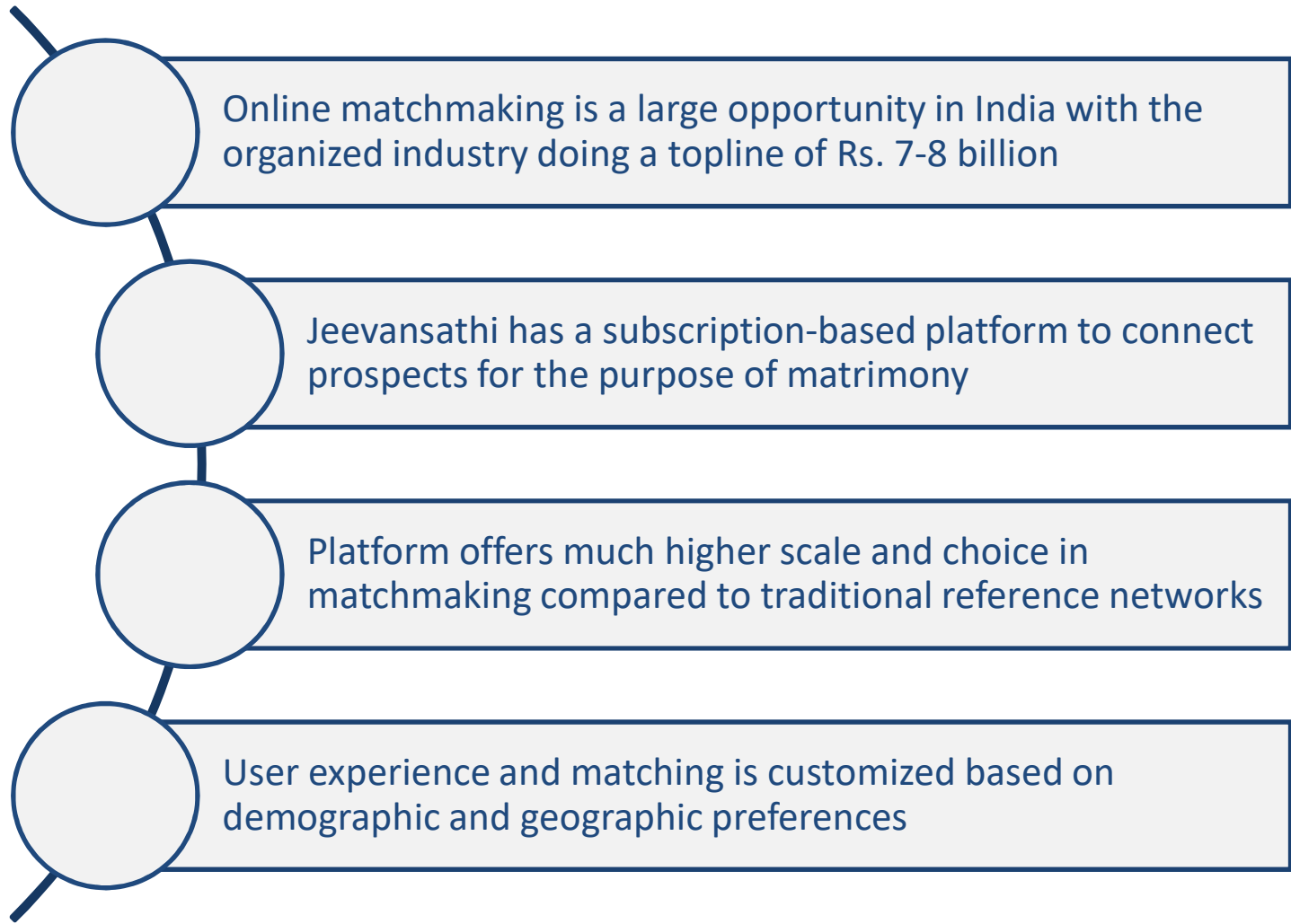
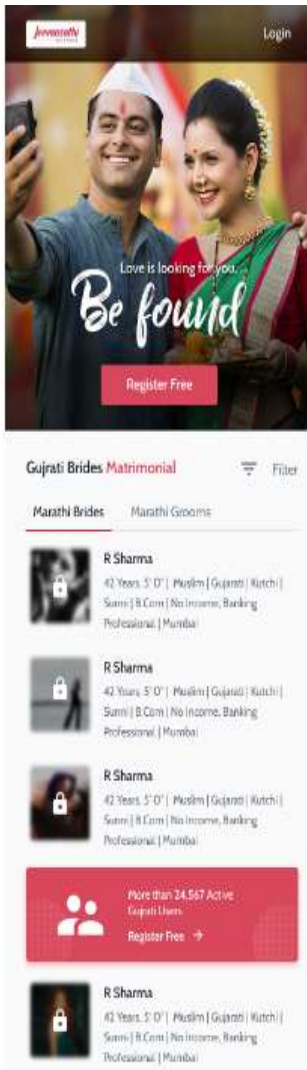
Locality

NEXT

Jeevansathi



Online matchmaking in India and the Jeevansathi Business Model



Jeevansathi leads innovation

The central diagram illustrates the core focus of Jeevansathi's innovation: **Superior User Experience**. This is supported by six key features:

- AI/ML based Recommendations
- Video/Audio Calling
- Top-rated App Experience
- Online Video-based 'Milan Samaroh' Events
- Online ID-based Verification
- Video Profiles

The surrounding screenshots demonstrate these features in action:

- Top-left:** A search results screen showing 11,768 matches for a woman's profile.
- Bottom-left:** A detailed profile view for a man, including his age (483), location (on 11 Apr 19), and details like 'Software Professional', 'Rs. 10 - 15lac', 'B.E/B.Tech', and 'Never Married'. It features 'Shortlist', 'Ignore', and 'Chat' buttons.
- Top-right:** A notification for a voice call from 'Anamika Bhargava' (YXUW5427) with the message 'Akрати Bhargava is requesting to switch to Video Call'.
- Bottom-right:** A video call in progress with 'Anamika Bhargava' on the screen and a red hang-up button.

Jeevansathi launched these features first in the industry and continues to be the leader in offering the best experience

Jeevansathi's strengths

Leadership in the North markets

- Growth supported by faster internet users growth in the North
- Solid understanding of tier 2/3 cities leading to much higher growth rates in these markets

Capital Efficient Business

- Highest sales productivity in the industry achieved through tech-led sales processes
- Highest EBITDA margins (Excl. marketing) indicates efficient operations while the business makes marketing investments for future growth

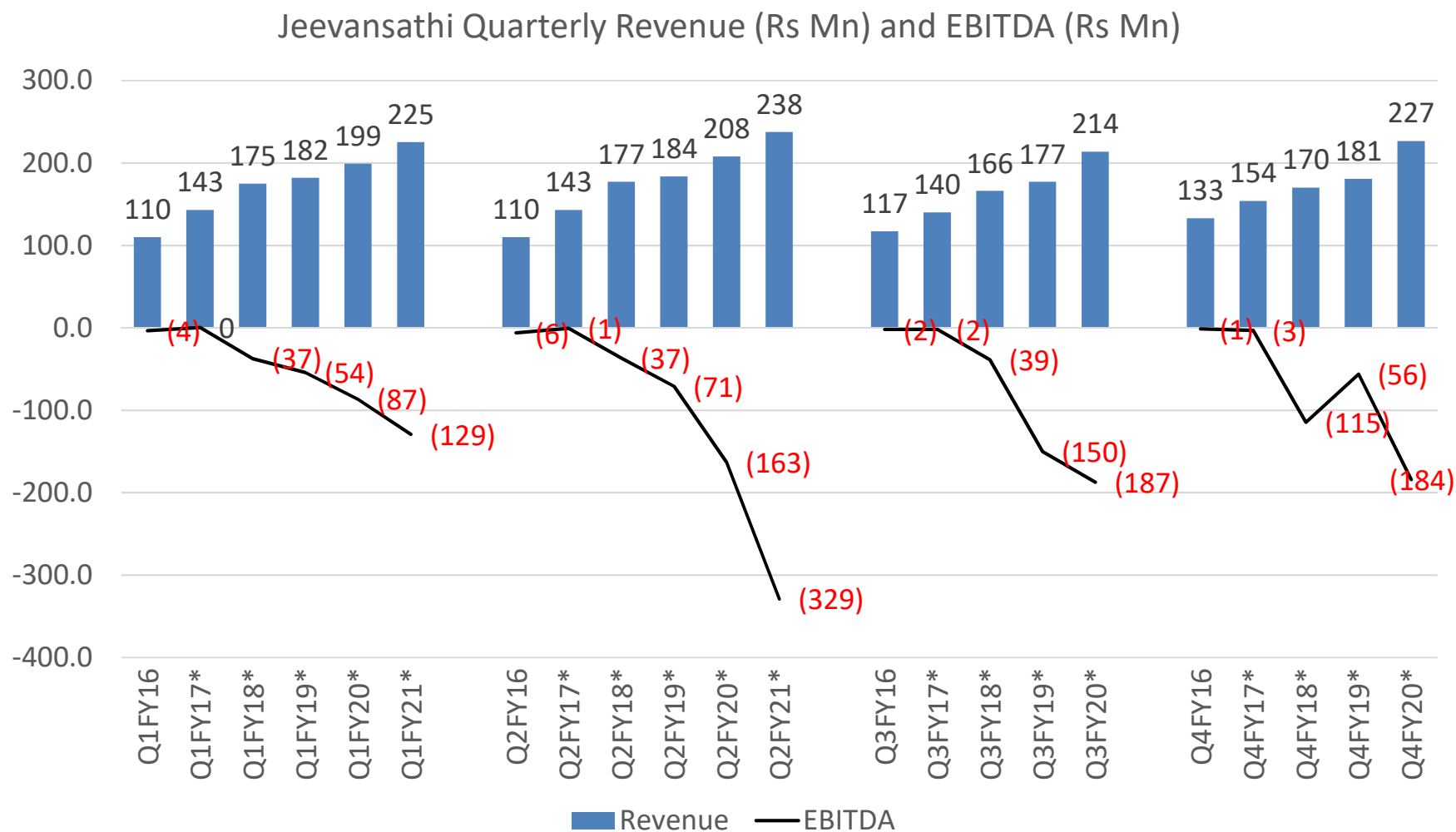
Innovation-led Product

- Industry leading features launched in the last couple of years to maintain product leadership
- Sophisticated recommendation engine based on millions of daily interactions on the platform

High App Usage

- 90%+ of user traffic and time spent is on Android & iOS apps
- Such high adoption of apps indicates user stickiness and helps increase time on site and active user base

Jeevansathi – Quarterly financials



Jeevansathi cumulative cash loss (management estimate) at Rs 1871 MN. Above numbers are segmental financials for JS business.

- FY18 onwards numbers are EBITDA numbers (adjusted for non-cash ESOP charges) as per IND-AS; All others in I GAAP
- FY20 onwards EBITDA numbers includes the impact of IND AS 116.

shiksha MBA ▾ ENGINEERING ▾ LAW ▾ DESIGN ▾ MORE COURSES ▾ STUDY ABROAD ▾ COUNSELLING ▾ [Ask](#) [Login](#) | [Sign Up](#)

COLLEGES EXAMS QUESTIONS ^{New} CAREERS

Find colleges, universities & courses Enter location **Search**

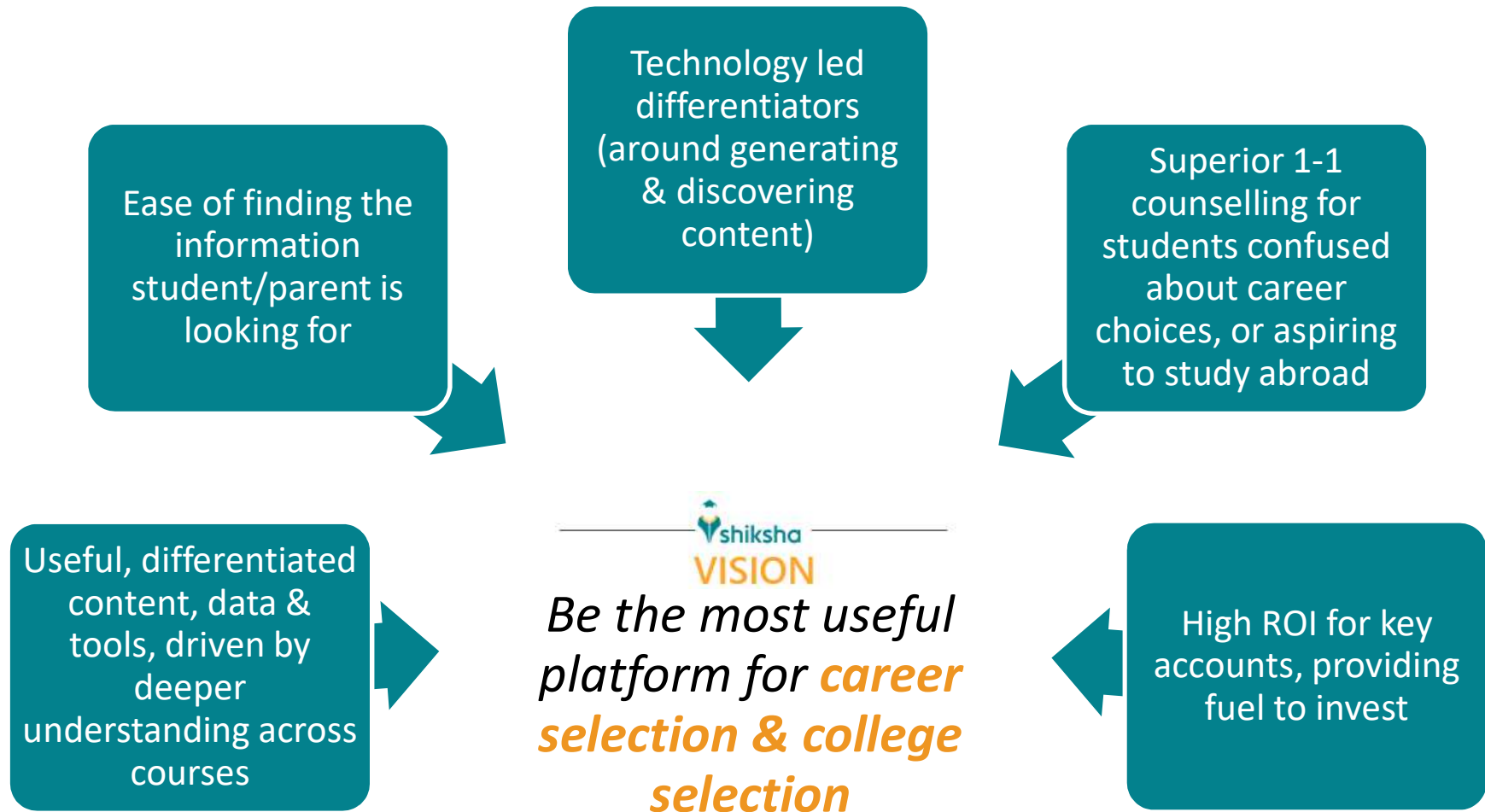
Indus Business Academy (IBA), Bangalore [\(view details\)](#)

Featured

Garden City University Bangalore Emphasis on Life	Birla Global University Bhubaneswar MBA Admissions 2018	International Management Institute Kolkata 100% Placement Record	SRM Chennai Amaravati Delhi Ncr Apply Now SRMJEEE 2018	T. A. Pai Management Institute (TAPMI) Manipal Last Date to Apply 11th Feb 18
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A website which helps students decide undergraduate and post graduate options, by providing useful information on careers, exams, colleges & courses

Shiksha Vision & Key Enablers

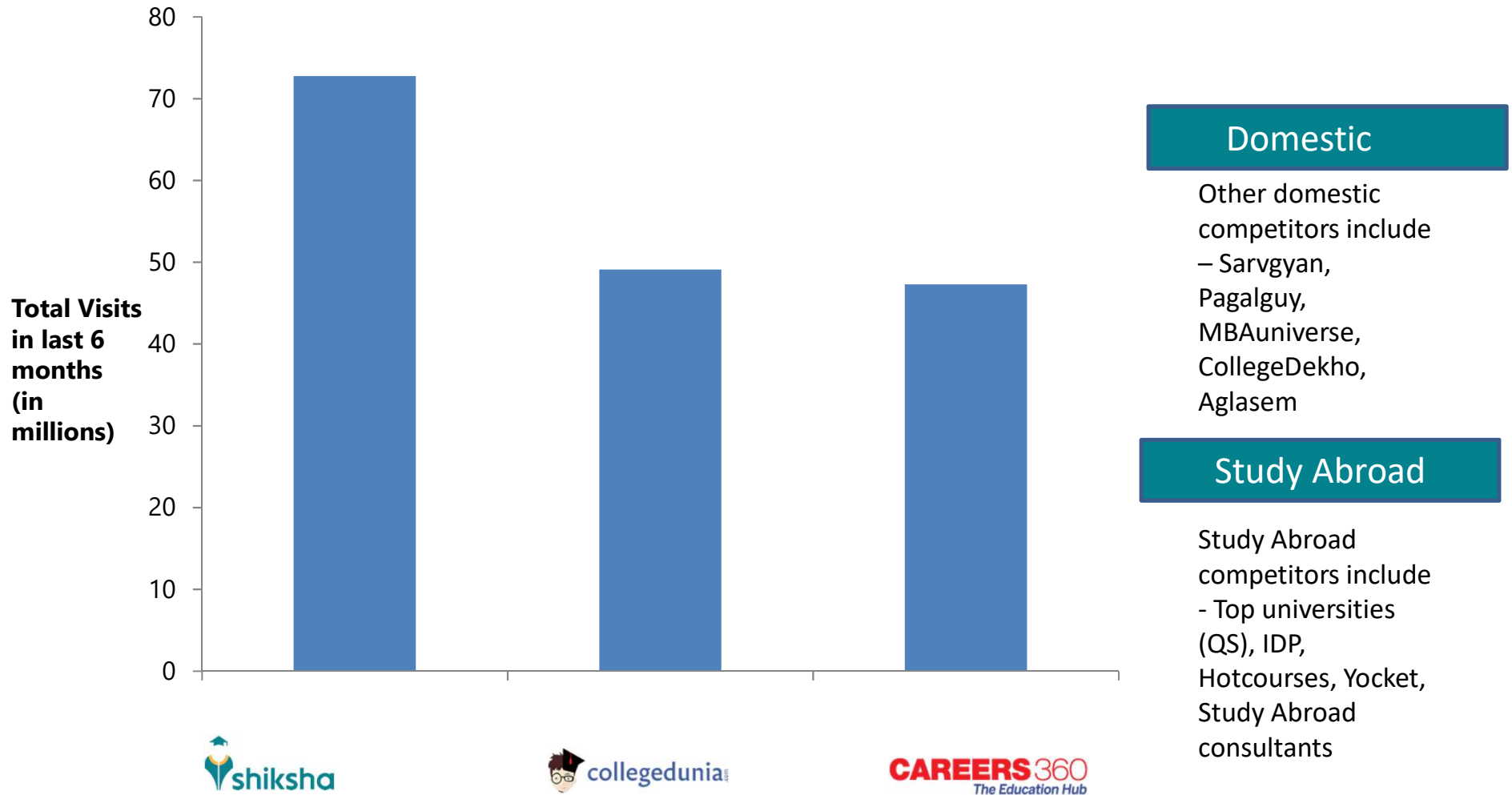


Shiksha's Strengths

Shiksha is India's largest Higher Education Classified platform

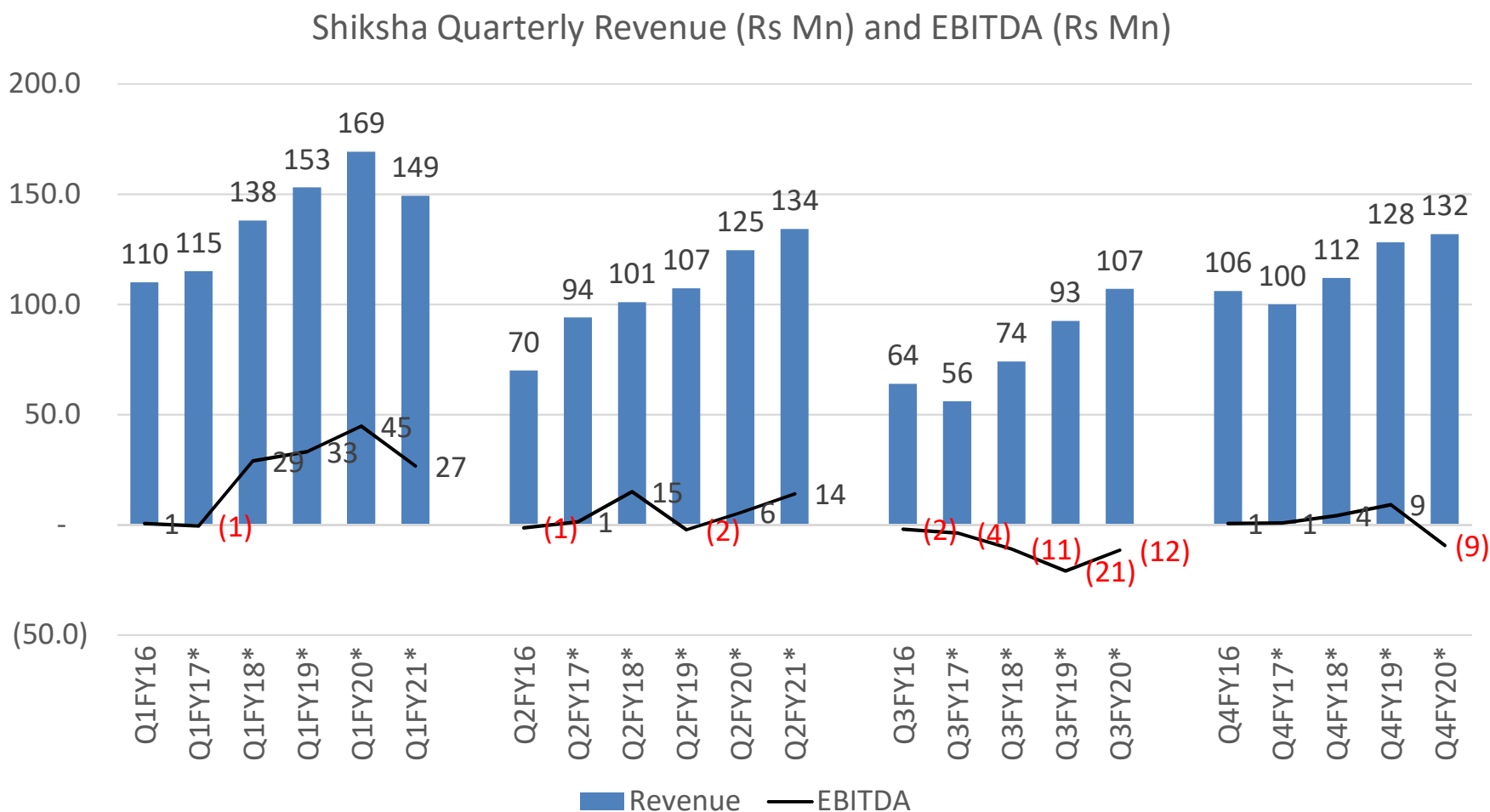


Shiksha Most Popular Website Among Students infoedge



Source: SimilarWeb Visits (May-Oct 2020)

Shiksha – Quarterly financials



Shiksha cumulative cash loss (management estimate) at Rs 353 MN . Above numbers are segmental financials for Shiksha Business.

- FY18 onwards numbers are EBITDA numbers (adjusted for non-cash ESOP charges) as per IND-AS; All others in I GAAP
- FY20 onwards EBITDA numbers includes the impact of IND AS 116.

Investments

Investment Portfolio

Investee Company	Website	Book value of investments as of Sept'30, 2020 (Rs Mn)	of Approx. diluted and converted shareholding %(Actual)
Zomato Media Pvt Ltd.	www.zomato.com	1522	22.20%
Etechaces Marketing and Consulting Pvt Ltd.	www.policybazaar.com	5,758	15.10%
Happily Unmarried Marketing Pvt Ltd.	www.happilyunmarried.com	323	29.99%-32.71%
NoPaperForms Solutions Private Limited	www.nopaperforms.com	337	48.10%
International Educational Gateway Private Limited	https://www.univariety.com/	205	37.90%
Agstack Technologies Private Limited	http://www.gramophone.in/	204	33.21%
Bizcrum Infotech Private Limited	https://www.shoekonnnect.com	260	28.22%
Medcords Healthcare Solutions Private Limited	http://www.medcords.com/	96	15.76%
Printo Document Services Private Limited	http://www.printo.in/	159	25.12%
Shop Kirana E Trading Private Limited	http://shopkirana.com/	604	25.36%
Greytip Software Private Limited	https://www.greythr.com/	350	20.25%
Metis Eduventures Private Limited (Adda_247)	https://www.adda247.com/	280	16.97%
Terralytics Analysis Private Limited (Teal)	https://www.tealindia.in/	50	20.00%
LQ Global Services Private Limited	https://www.legitquest.com/	15	16.67%
Llama Logisol Private Limited (Shipsy)	https://shipsy.in/	50	10.00%
Sunrise Mentors Pvt Ltd (Coding Ninja)	https://www.codingninjas.com/	371	25.00%
Qyuki Digital Media Private Limited	https://qyuki.com/	252	5.36%
Dotpe Private Limited	www.dotpe.in	104	7.48%
Intellihealth Solutions Private Limited	www.truemeds.in	37	17.80%
Fanbuff Esports India Private Limited	https://fanclash.gg	35	20.00%
Rusk Media Private Limited	www.ruskmedia.com	35	10.00%
Firsthive Tech corporation	-	57	
Bulbul Shopping Network Pte Ltd	-	480	17.82%
Sub Total	-	11584	

We may from time to time consider various investment / asset monetization opportunities, as we had done in past, However there can be no assurance regarding whether we will be able to complete such investments / asset monetization opportunities on commercial terms acceptable to us , or at all.

No definitive documentation in connection with such investment has been executed as of date.

* Net of disposal of secondary sale with proceeds of USD 50 mn; Shareholding post the latest round of investment and dilution

** Represents effective economic interest held by Info Edge directly or through its wholly owned subsidiaries (7.59%) and indirectly through a JV subsidiary with Temasek (8.26%). The amount represents Info Edge's net investment.

Written off / provisioned investments (fully/ partially) – Studyplaces, 99Labels, Nogle Technologies, Canvera Digital, Kinobeo Software Pvt. Ltd. (Mydala), Green Leaves Consumer Services (Bigstylist), Rare Media Co., Vcare TechNologies (Diro Labs) and Mint Bird Tech. (Vacationlabs), Aplect Learning (Meritnation), Wishbook, Unnati , Ideaclick (Zipserve) and Printo Document services and Pvt Limited (Partial Provision)- Total amount written off is Rs 3,339 Mn.

Investee companies financials

Figures in Rs Mn.

Investee Company	Website	Operating revenue			Operating EBITDA		
		FY18	FY19	FY20	FY18	FY19	FY20
Partly owned subsidiary							
Applect Learning Systems Pvt Ltd.	www.meritnation.com	308.36	347.66	245.75	(130.92)	(224.87)	(211.89)
Associate Companies	Associate Companies						
Zomato Media Pvt Ltd.	www.zomato.com						
Etechaces Marketing and Consulting Pvt Ltd.	www.policybazaar.com						
Happily Unmarried Marketing Pvt Ltd.	www.happilyunmarried.com						
Unnati Online Pvt Ltd	www.unnatihelpers.com						
VCARE Technologies Pvt. Ltd.	www.diolabs.com						
Ideaclinks Infolabs Private Ltd.	www.zippserv.com						
Kinobeo Software Pvt Ltd.	www.mydala.com	8,650.63			(1,492.06)		
Green Leaves Consumer Services Pvt. Ltd.	www.bigstylist.com		19,775.33			(26,174.74)	
Mint Bird Technologies Pvt. Ltd.	www.vacationlabs.com						
Rare Media Company Pvt. Ltd.	www.bluedolph.in						
Wishbook Infoservices Pvt Ltd	www.wishbooks.io						
NoPaperForms Solutions Private Limited	www.nopaperforms.com			38,530.19			(27,118.30)
International Educational Gateway Private Limited	www.univariety.com						
Agstack Technologies Private Limited	www.gramophone.in						
Bizcrum Infotech Private Limited	www.shoekconnect.com						
Medcords Healthcare Solutions Private Limited	www.medcords.com	N.A.					
Printo Document Services Private Limited	www.printo.in						
Shop Kirana E Trading Private Limited	www.shopkirana.com						
Greytip Software Private Limited	https://www.greythr.com/						
Metis Eduventures Private Limited	https://www.adda247.com/				N.A.		
Terralytics Analysis Private Limited	https://www.tealindia.in/						
Llama Logisol Private Limited	https://shipsy.in/		N.A.			N.A.	
LQ Global Services Private Limited	https://www.legitquest.com/						
Sunrise Mentors Private Limited	https://www.codingninjas.com/						
Total	Total	9,374.67	20,298.61	38,775.94	(1,875.13)	(26,465.59)	(27,330.19)

* FY16 - FY19 numbers are based on IND AS vs. I GAAP earlier

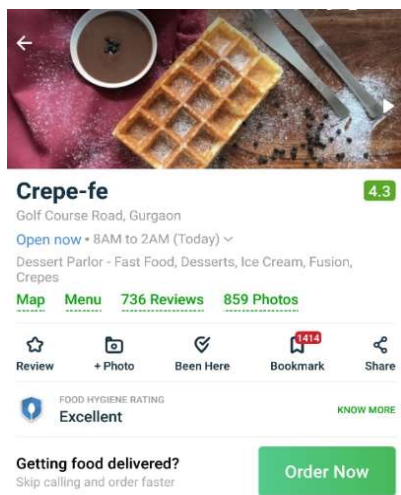
Zomato



Zomato is world's leading restaurant search, discovery and transaction platform

Zomato has three key businesses

1. Listings & Reviews



- Launched in 2008
- 1.5m+ high quality restaurant listings with up to date scanned menus, photos and user reviews

Largest restaurant reviews & ratings platform

2. Food Delivery



- Launched in 2015
- Present in India
- Hybrid delivery model – combination of self fulfilled and restaurant fulfilled orders

One of the leading food delivery players

3. Subscription Programs



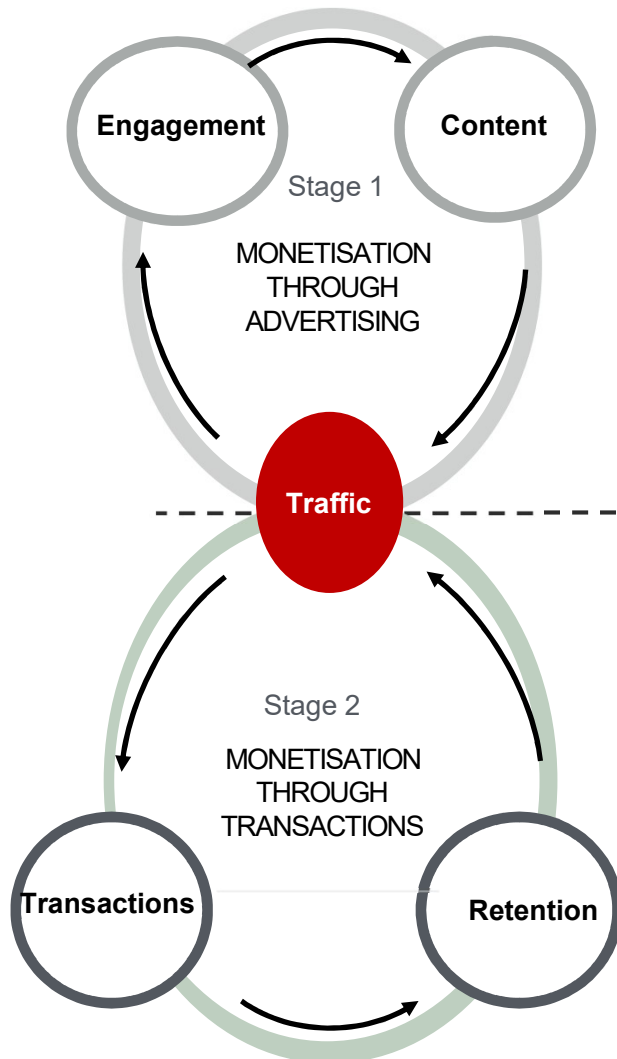
- Launched in 2017 as Zomato Gold, Re christened as Zomato Pro now.
- India and international presence
- Privileged membership programs; privileges are funded by restaurants

One of its kind, unique membership program

Other key investors in Zomato – Alipay, Sequoia, VY Capital, Temasek and Tiger Global

Growth is fuelled by two self feeding “flywheels”, that define Zomato’s unique business model

Multiple use cases across dining-out and food delivery result in strong network effects



STAGE 1 – LISTINGS AND REVIEWS



High quality, exhaustive restaurant listings (*using a combination of tech and human output*) yield large organic traffic



Users engage with the platform to write reviews and upload photos - further enriching our content



STAGE 2 - TRANSACTIONS

Traffic from search/recommendations product naturally drives transactions off-take, without having to spend on marketing and discounts



Users who transact on Zomato visit us more often than users who don't - further increasing traffic and hence adding back to the first flywheel

59

Highly interactive platform ensures high user and restaurant engagement



Bookmark

Retrieval of favorite places with a single click

Social Feed

Latest updates from friends and foodies

Reviews & Ratings

Description and rating of user experiences

Photos

High quality user generated content

Menus

Comprehensive and updated menus

Customized Collections

Trend-based, curated group of restaurants

Advanced Search

Multi-dimensional filters for targeted search

Users can also order food and reserve tables at restaurants with a click of a button

policybazaar.com
Compare. Buy. Save.
An ISO 27001:2013 certified company

LIFE INSURANCE ▾ HEALTH INSURANCE ▾ MOTOR INSURANCE ▾ OTHER INSURANCE ▾ RENEWAL SUPPORT ▾ MY ACCOUNT

India's Best Insurance Destination

- Term Life
- Health
- Life Insurance Investment
- Car
- Two Wheeler
- Travel
- Term Life 100yrs+ (New)
- Child Plans
- Retirement Solutions
- Guaranteed Plans
- Zero Commission Investment Plans
- Home Insurance

Also See : [Group Mediciam](#) [Corporate Insurance](#) [Cancer](#) Group Companies : [Free CIBIL Score \(Paisabazaar\)](#) [Etechaces](#)

PolicyBazaar

- PolicyBazaar is India's online price comparison site for insurance
 - Significant value add to individuals and Financial Institutions for policy related decision-making
- A leader in its category
 - Captures an estimated 90% share of insurance comparison & 50% of online Insurance transactions
- Huge potential in the market
 - Currently less than 4% of the Indian population is insured
- Other key investors in Policybazaar include – Softbank, Temasek, Tencent, Tiger Global

Happily Unmarried



Ustraa

- Currently at 70% of Pre covid sales. To be 100% by Dec.
- Launches in Hair care & Beard segment to strengthen portfolio. An Ayurvedic hair oil and an anti hair fall oil specifically for offline has been launched in Oct. A beard Growth supplement will be launched in Oct
- A limited Tv & Print campaign in Punjab & J&K led to a 30% increase in sale in offline stores.
- To add 500 outlets across Kerala, AP & Telangana by Dec end. This will make the number of outlets where Ustraa is present to 2500.
- Online expansion to market places like Lifestlye stores, Trell, Mens XP, Nykaa among others.

Data Security at IEIL

➤ Data Security and Privacy Policy

- Protects users data using end point security through Data Leakage prevention software (Websense DLP), Write restrictions by locking USB's, disk encryption complex password policies , vulnerability patching and anti-viruses.
- Denial of Service attack protection using Kona site defender from Akamai and Qradar.
- 24X7 monitoring using Security Operations Center
- Quarterly Information technology audits by external agencies
- Annual Penetration testing

➤ Data security Certifications.

- Certified ISO27001 (For Naukri and Jeevansaathi) , compliant to annual audits.
- PCIDSS (Payment Card Industry Data Security Standard) (For Naukri and Jeevansathi) compliant

People Development

➤ Assessment

- Defined Performance Management process which includes KRA Settings , Quarterly goal setting , mid year and full year assessments
- Established practices to capture employee concerns through annual surveys.

➤ Learning and Development

- Advanced education policy that allows Nano Degree, distance learning, E learning courses from recognized schools to eligible employees.
- 6 Months+ Online certificates and diplomas available from universities like Columbia, MIT etc.
- Short term courses designed for specific leadership needs by IIMs/ ISBs

➤ Talent Pipeline

- Campus Hire Program and Internship Programs for new hires from all premium institutes.
- Partnered with External L&D partner for need based management skill and capability development programs.

➤ ESOPs

- Grants are awarded basis role, work and performance through RSU (Restricted Stock Units) or Stock Appreciated Units.
- All Senior Management Executives and key roles in Engineering and Product teams are granted SOPs .

Contribution to Environment.

IEIL's Corporate Office

- Green Building
- Silver Certification
- By Indian Green Building Council (IGBC)



Improved Indoor Air Quality at Noida / NCR Offices –

- Outside PM 2.5 - 881, Inside PM 2.5 – 20.
- 73% Employees have advantage of cleanest air being at IEIL (3394 out of 4653 Employees)



Conserving Precious Natural Resource – Water

- 105 Nos. of Aerators in use
- **7,00,000 liters conserved / year**



Energy Conservation / Optimization

- 3200 Nos. LEDs and 22 Nos. VFDs in use
- **Optimized - 2,00,000 Units / Year**



Commitment for a Green Future

- **Electric Vehicle** - starting to use one electric vehicle for various within city travel needs
- **Electric Vehicle Charging Station** - One in place at IEIL's Noida office & another one to go live soon... to spread awareness and to encourage employees for use of EV's



Commitment for a Green Future

- **Solar Power** (50 KW Onsite) - under implementation stage - in 45 days
- **Plantation Drive** – to give back to nature, spread awareness & encourage employees for greener environment & future

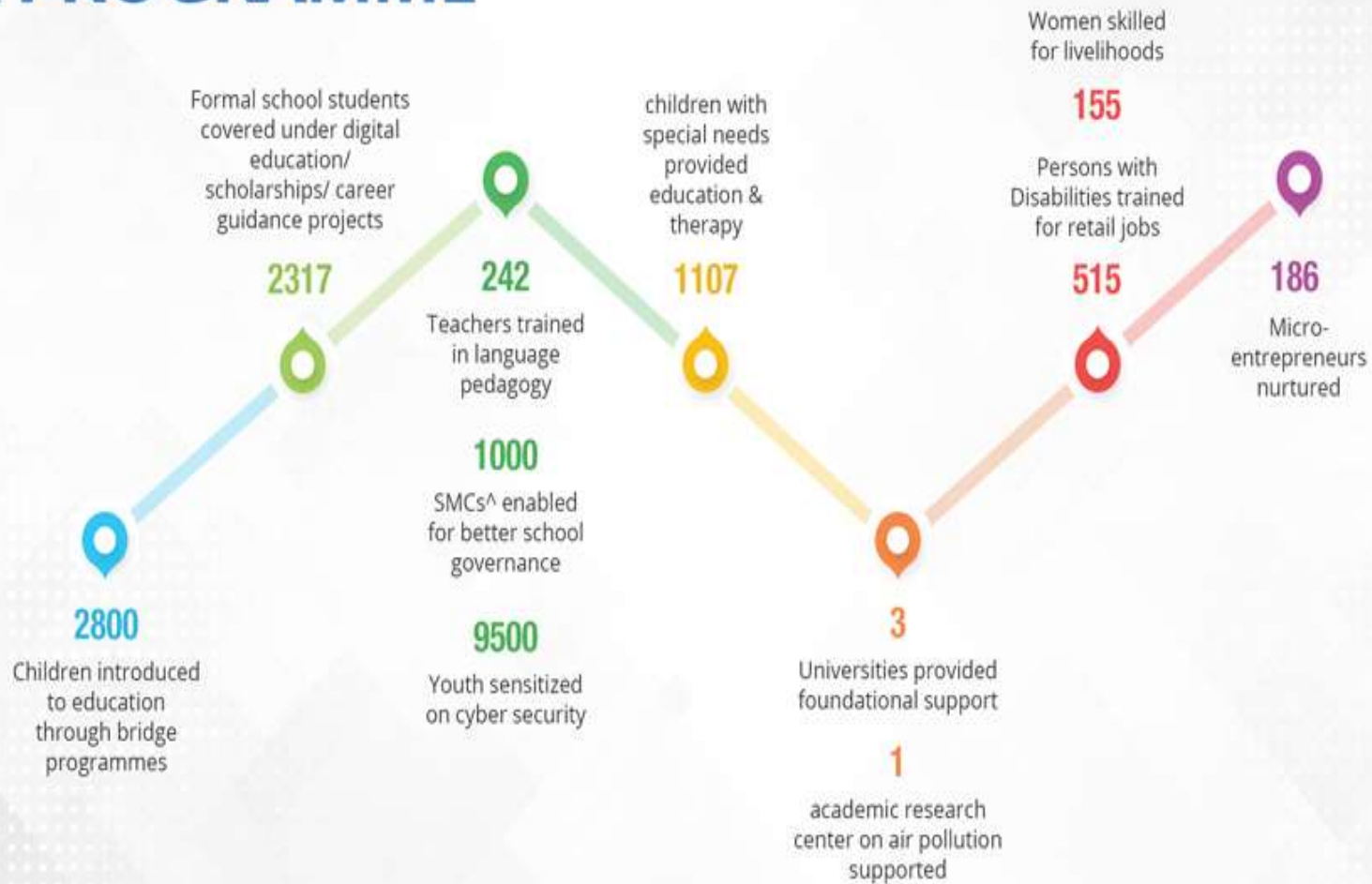


CORPORATE SOCIAL RESPONSIBILITY

Our CSR programme focuses on supporting organizations making impactful interventions at various stages across the education and employability spectrum



DIRECT IMPACT OF OUR KEY CSR PROGRAMME*



Beneficiaries of grants made from FY 2014-15 to FY 2019-20 as on March 31, 2020 | ^SMCs- School Management Committees of Delhi government schools

Team

Management Team

Name	Age	Qualification	Designation/Role	Previously worked with	Year of joining
Sanjeev Bikhchandani	56	B.A Arts&Humanities M.B.A Marketing IIM Ahmedabad	Founder And Executive Vice Chairman	Lintas, Glaxo Smith Kline	1995
Hitesh Oberoi	47	B.Tech IIT, M.B.A IIM Bangalore	Managing Director And CEO	Hindustan Lever Limited	2000
Harpuneet Singh Rekhi	40	B.Com, M.Sc Information Technology	Senior Vice President Engineering	Aspen Communications	2006
Sharmeen Khalid	48	B.Sc Biology M.B.A Marketing	Chief Human Resources Officer	Freelance Consultant	2006
Shalabh Nigam	48	B.Tech Electronics and Communication	Executive Vice President- New Projects	Baypackets Technologies	2007
Sumeet Singh	46	B.B.M, M.B.A	Chief Marketing Officer	Indian Venture Capital Association	2007
Anand Prakash Bansal	46	B.Com	Sr. Vice President Administration And Facilities	ICICI Prudential	2008
Rinchan Gupta	41	B.Tech Computer Science	Executive Vice President-User Experience & Design	HP	2008
Maneesh Upadhyaya	42	B.Sc St Stephens College, New Delhi	Chief Business Officer- 99Acres.Com	Bain & Company India Pvt Limited	2010
Vivek Jain	46	B.Tech IIT, New Delhi M.B.A (IIM), Bengaluru	Chief Business Officer- Shiksha & FF	Sel-Employed Riverbridge	2010
Rohan Mathur	36	B.Tech Information and Communication Technology (DA-IICT)	EVP & Business Head Jeevansathi.com	Cadence Design Systems	2011
Murlee Manohar Jain	42	B.Com, ICSI The Institute of Company Secretaries, Mumbai ICSI PGDBM	Senior Vice President - Secretarial & CS	APOLLO TYRES LTD	2013
Chintan Arvind Thakkar	53	CA	Director & CFO	Computer Associates	2014

Management Team

Name	Age	Qualification	Designation/Role	Previously worked with	Year of joining
Abhinav Katiyar	38	B.Tech	Senior Vice President Engineering	Healcon.com	2014
Pankaj Jain	45	B.Tech IIT Delhi MS Stanford University	Executive Vice President - Key Projects	Spice Online Retail	2014
Shailesh Chandra	46	B.E Electrical Delhi College of Engineering	Executive Vice President	Amazon	2014
Tirthankar Dutta	39	B.Tech IT West Bengal University of Technology	Senior Vice President Information Security	Expedia	2016
Nitin Bansal	43	B.Tech Computer Science IIT Delhi	Executive Vice President	One 97 Communication (PAYTM)	2017
Rajesh Kumar Aggarwal	47	CA (ICAI), CS (ICSI), B.Com (Hons) from SRCC	Executive Vice President - Finance	CITICORP FINANCE INDIA LTD	2017
Rishi Gupta	39	B.E Punjab University	Senior Vice President & Head Technology-Jeevansathi	AUGUST JEWELLERY PVT LTD	2018
Shantanu Mathur	41	B.Tech IIT M.B.A Dartmouth University	Executive Vice President – New Business	Knowlarity Communications India Pvt Ltd	2018
Vivek Aggarwal	42	B.Com(Honours) Delhi University, CA ICAI	Executive Vice President - Finance	NA	2018
Alok Vij	43	B.Com, Chaudhary Charan Singh University	Executive Vice President & Head-IT	KRONOS SOLUTIONS INDIA PRIVATE LIMITED	2019
Pawan Goyal	49	B.Tech IIT M.Sc THE UNIVERSITY OF TEXAS AT AUSTIN	Chief Business Officer - Naukri.com	adobe systems	2019
Raghavendra Kulkarni	36	B.E Arts Pune University M.B.A Purdue University	Executive Vice President	Amazon	2019
Vibhore Sharma	45		Head Tech Investments	PIONEER O LTD	2020

About 10% of the total employees are covered under ESOP

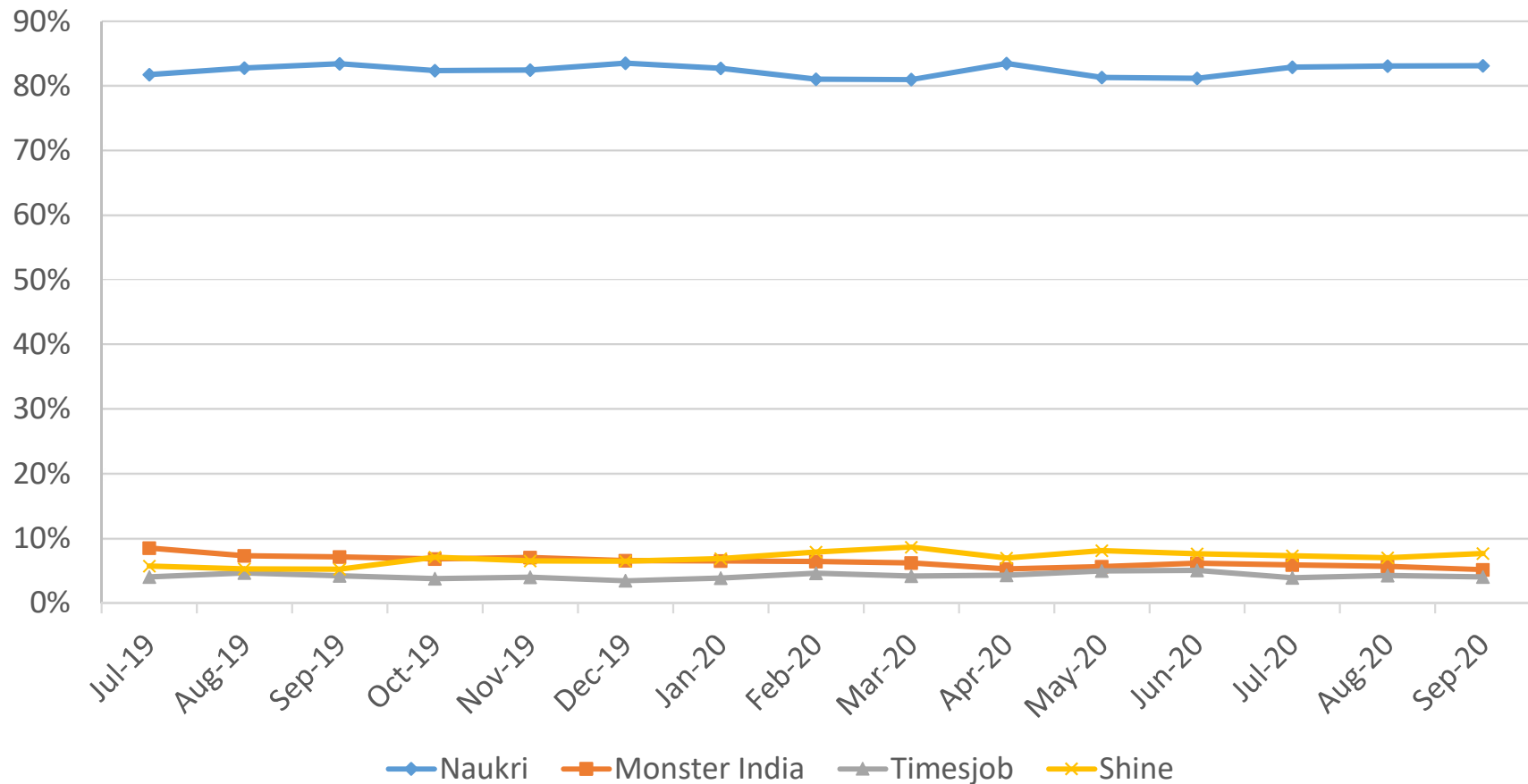
Investor relations contacts

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Annexures

Naukri has dominant traffic share

Traffic from desktops based on time spent – excluding indeed

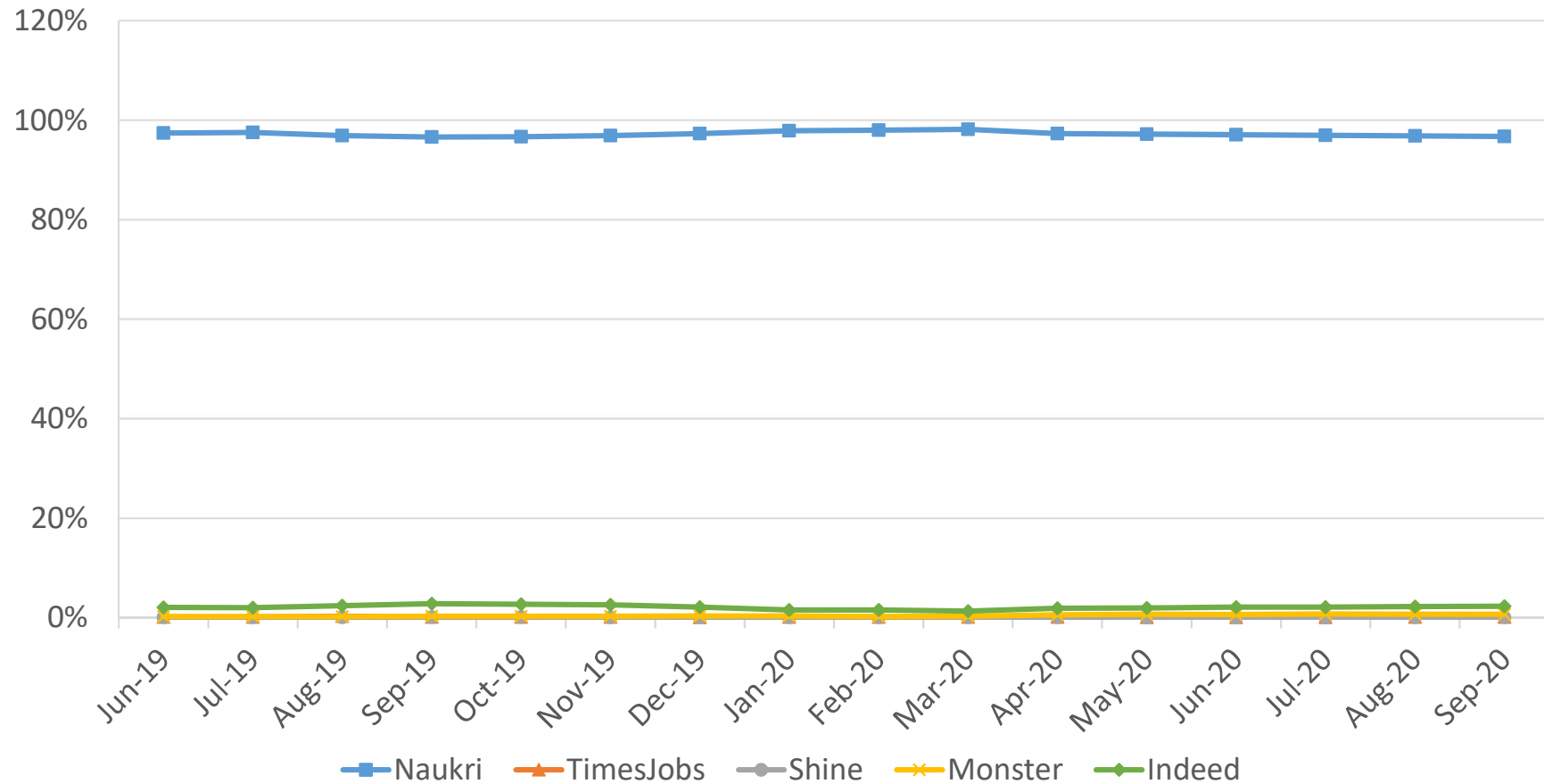


Source: SimilarWeb

Above chart excludes LinkedIn since much of the traffic may not pertain to job
 Similarweb revised the algorithm for calculating time share through app in Q3'20

Naukri has dominant traffic share

Android App traffic share based on time spent – excluding indeed



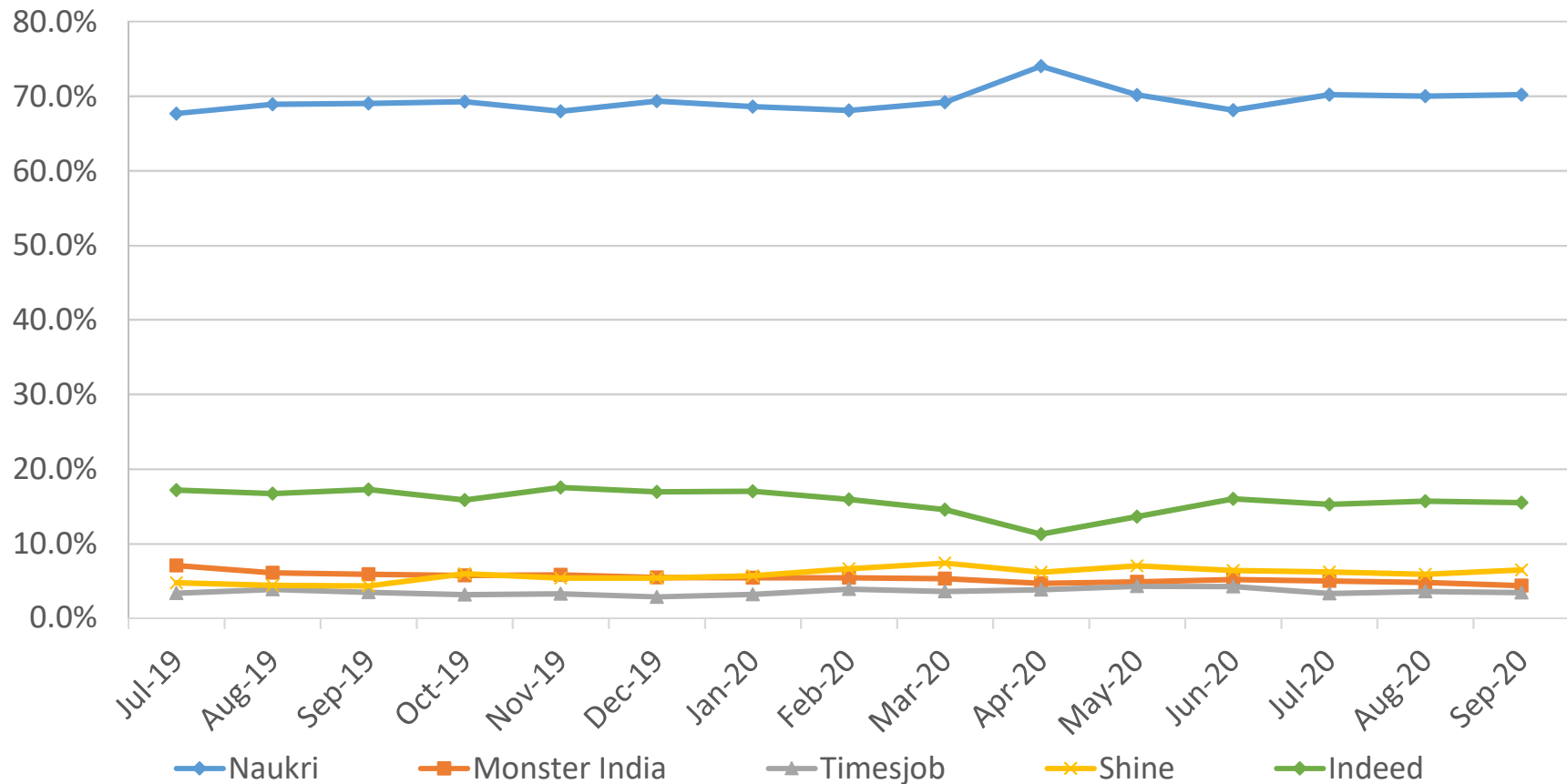
Source: SimilarWeb

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

- ~70% of Naukri's traffic comes through Android / iOS apps and mobile site
- Similarweb revised the algorithm for calculating time share through app in Q3'20

Naukri's traffic share

Naukri's Desktop traffic based on time spent – including Indeed



Source: SimilarWeb

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

Similarweb revised the algorithm for calculating time share through app in Q3'20

