

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

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

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

**Quadrangle**

**shiksha.com**  
Step Following Start Exploring

**naukrigulf.com**  
أسرع موقع للتوظيف بموا في الخليج

**brijj.com**  
FastTrackers Only

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

# Info Edge (India) Ltd.

India's Leading Online Company

July, 2013

Investee  
Companies

**meritnation**  
new school is easy

**zomato**

**mydala**  
We begin. You don't.

**policybazaar.com**  
Insurance compare kya?

**Canvera**  
preserving memories

**HAPPILY  
UNMARRIED**

# Safe harbor

---

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

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

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

All figures mentioned are for Info Edge (India) Ltd. as a standalone entity and are as on June 30, 2013 or for the quarter ended June 30, 2013, unless indicated otherwise

Q1 FY14 means the period April 1, 2013 to June 30, 2013

FY14 or FY 13-14 or FY 2014 means the Financial Year starting April 1, 2013 and ending March 31, 2014

INR M means Indian Rupees in million

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# Core strengths

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- Strong market leading internet brands
- Product, UI, Analytics and Engineering expertise
- People
- Financial strength
  - free cash, negative working capital and negligible leverage
- Nationwide sales network
- High standards of corporate governance
  - 5 out of 9 Board members independent

# Our Brands

---



India's no. 1 jobsite  
Division of Info Edge



India's leading real estate site  
Division of Info Edge



India's leading restaurant ratings  
and review site  
~58%\* owned



India's leading education site for  
school children  
~54%\* owned

\* Approximate shareholding on fully disbursed and converted basis

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# Our Brands

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**Jeevansathi.com**  
We Match Better

India's no. 3 matrimonial site  
Division of Info Edge

**policy bazaar**.com®  
compare kiya kya?

India's leading financial products  
comparison site  
~32%\* owned

**Canvera**™  
preserving memories

India's leading site for  
professional photographers  
~23 %\* owned

**shiksha.com**

India's leading education listings site  
Division of Info Edge

**mydala.com**  
We Bargain. You Gain.

Deals and discounts site with a  
merchant platform  
~47%\* owned



Designing and selling fun products  
~25 %\* owned

\* Approximate shareholding on fully disbursed and converted basis

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# Our Brands

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Other owned brands

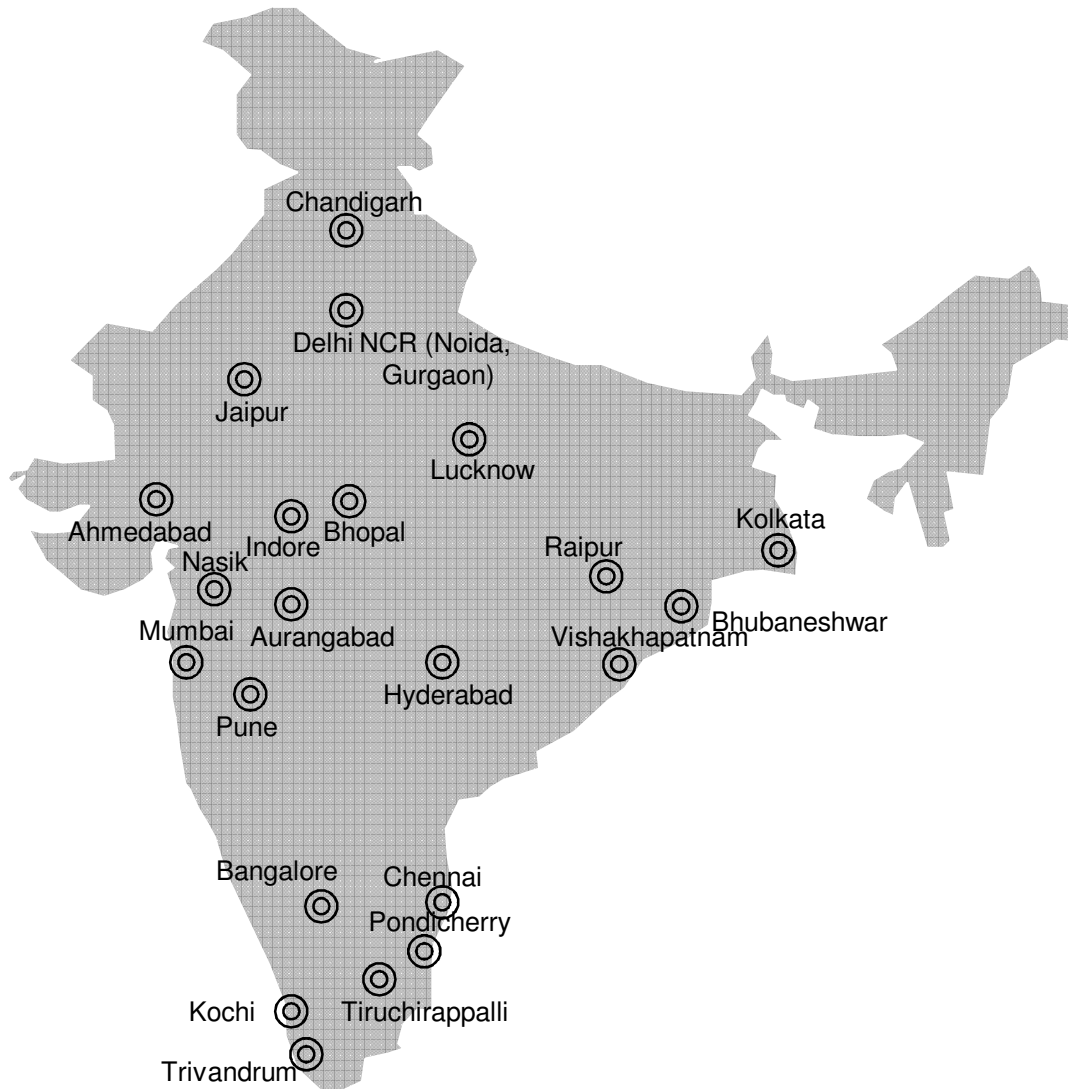


Offline brands



# Leverage nationwide sales/customer interface infrastructure

## Info Edge sales offices illustrative map



### Key Observations

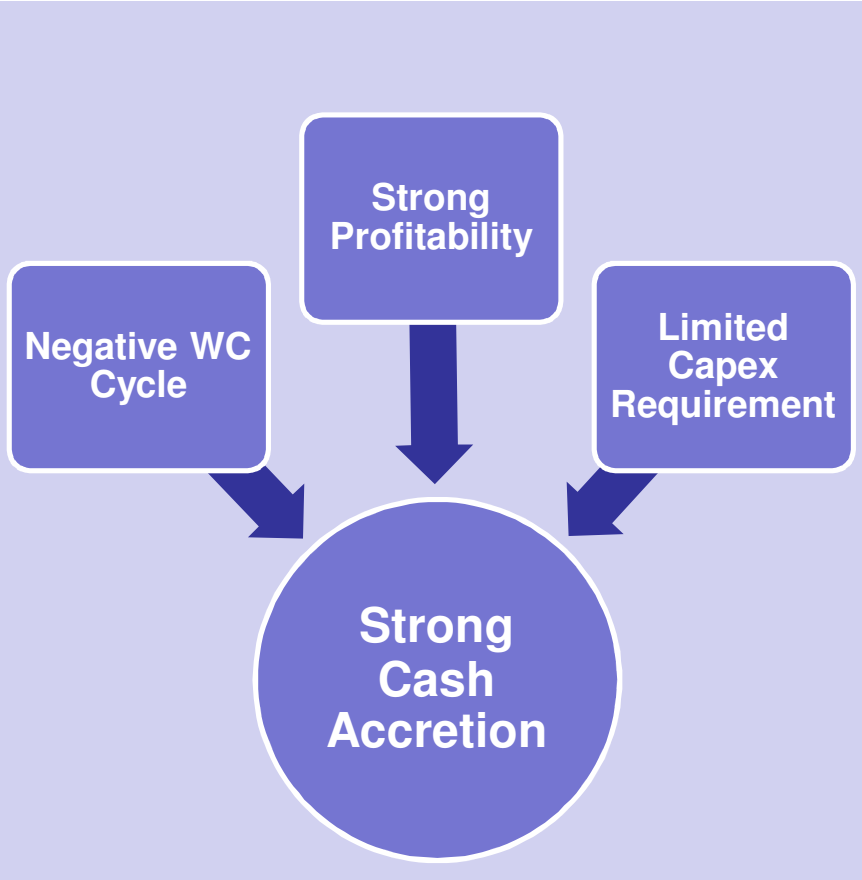
- ~ 2194 Sales/ client facing staff or 79% of the company's\* workforce
- Nation wide coverage through 53 company branch offices in 37 cities in India
- Only "dot com" player with this kind of sales organization
- Sales force efficiencies playing out

**Infrastructure being leveraged for growth**

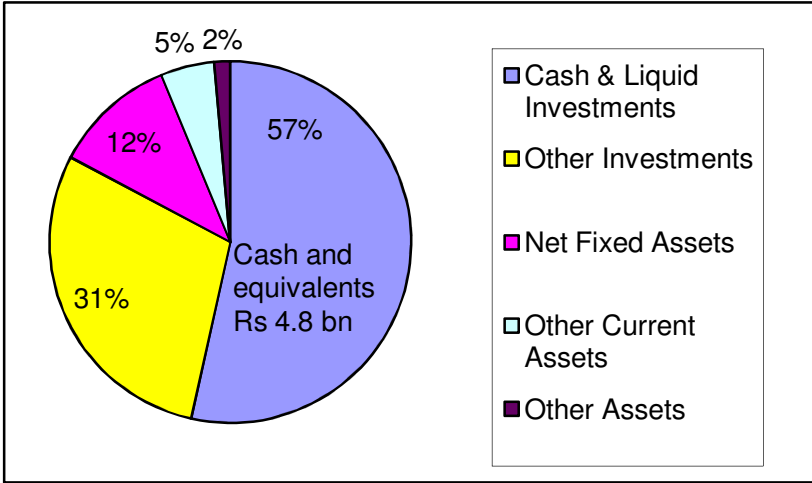
\* Including allcheckdeals, a wholly owned subsidiary

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

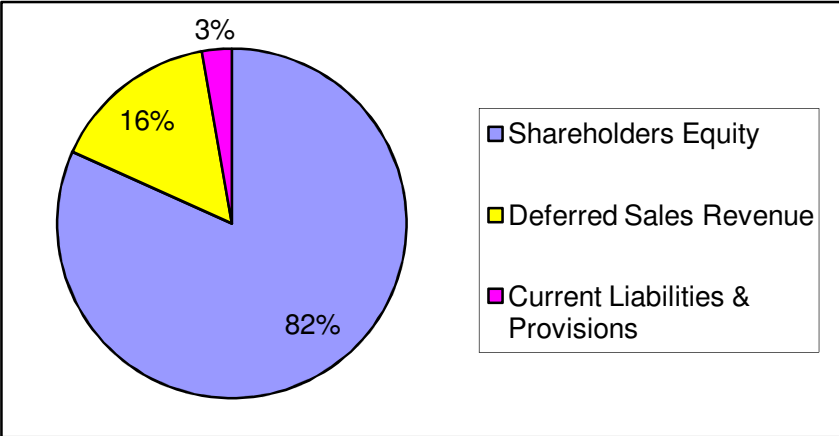
Fixed cost model and profitability has led to a strong cash accretion



### Assets



### Liabilities





# Management Team

Name and age	Qualifications	Designation/ Role	Previously worked with	Year of joining
Sanjeev Bikhchandani, 50	BA Economics St. Stephens, PGDM IIM-A	Founder and Executive Vice Chairman	Lintas, Glaxo Smith Kline	1995
Hitesh Oberoi, 41	B Tech, IIT Delhi, PGDM, IIM-B	Managing Director & CEO	HLL (Unilever)	2000
Ambarish Raghuvanshi, 51	CA, PGDBM XLRI	Group President - Finance and CFO	Bank of America and HSBC	2000
Vivek Khare, 42	M. Sc (Physics) IIT – Kanpur, PGDBA-Birla Institute of Management Technology	EVP - Corporate Development	–	2000
Vineet Singh, 41	PGDBA – IPM	EVP and Business Head - 99acres	Xerox	2000
Deepali Singh, 39	B Sc, LLB, Delhi University, PGDBA, IPM	EVP - Firstnaukri	Aptech	2000
Arif Ismail Parker, 38	BA	SVP Sales - Naukri	ITNation.com	2000
Vibhore Sharma, 38	B Sc, IGNOU	CTO – Naukri	Pioneer	2001
V Suresh, 41	BE, Masters in Management, Sathya Sai Institute of Management	EVP and National Head Sales - Naukri	Xerox	2001
Niraj Rana, 37	BSC, MBA	SVP Sales - Naukri, 36	-	2001
Harveen Bedi, 41	PGDBA-Birla Institute of Management Technology	SVP - Quadrangle	Nestle	2002
Dinesh Padmanabh Kumar, 37	MBA	SVP Sales - 99acres	Notre Advertising	2002
Manoj. P, 39	BE- University of Mysore MBA - Xavier Institute of Management and Entrepreneurship	SVP - Sales	Indian Seamless Group	2002

## Management Team contd.

Name and age	Qualifications	Designation/ Role	Previously worked with	Year of joining
Satyajit Tripathi, 39	BSc ,PGDBM	SVP Sales and Business Head – Allcheckdeals	-	2002
Sudhir Bhargava, 44	BE, MBA, FMS, Delhi University	EVP - Corporate Finance	HSBC, ICICI Bank	2006
Sharmeen Khalid, 42	MBA, IRMA	EVP - HR	Polaris	2006
Shalabh Nigam, 41	B Tech, IIT Kanpur	CTO - 99acres, Jeevansathi, Shiksha, Brijj	Baypackets	2007
Rajesh Khetarpal, 40	CA	SVP – Finance	Bharti	2007
Sumeet Singh, 39	BBA, MBA	SVP – Marketing, Corporate Communications and Alliances	CII	2007
Prakash Sangam, 37	BE, PGDM - IIM C	EVP and Business Head – Shiksha and Ad Sales	Bharti, HLL (Unilever)	2008
Nishant Pandey, 37	B Tech, IIT Delhi, MBA ISB	SVP Product Development - Naukri	Schlumberger	2008
Vivek Jain, 39	B Tech, IIT Delhi, PGDM IIM – B	EVP – Naukri Product and Analytics	Isoft, Adobe, IBM, ICICI Securities	2010
Maneesh Upadhaya, 35	B Sc, MBA, FMS, Delhi University	SVP and Business Head – Naukri FastForward	Bain & Co.	2010

# Key features of corporate governance

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

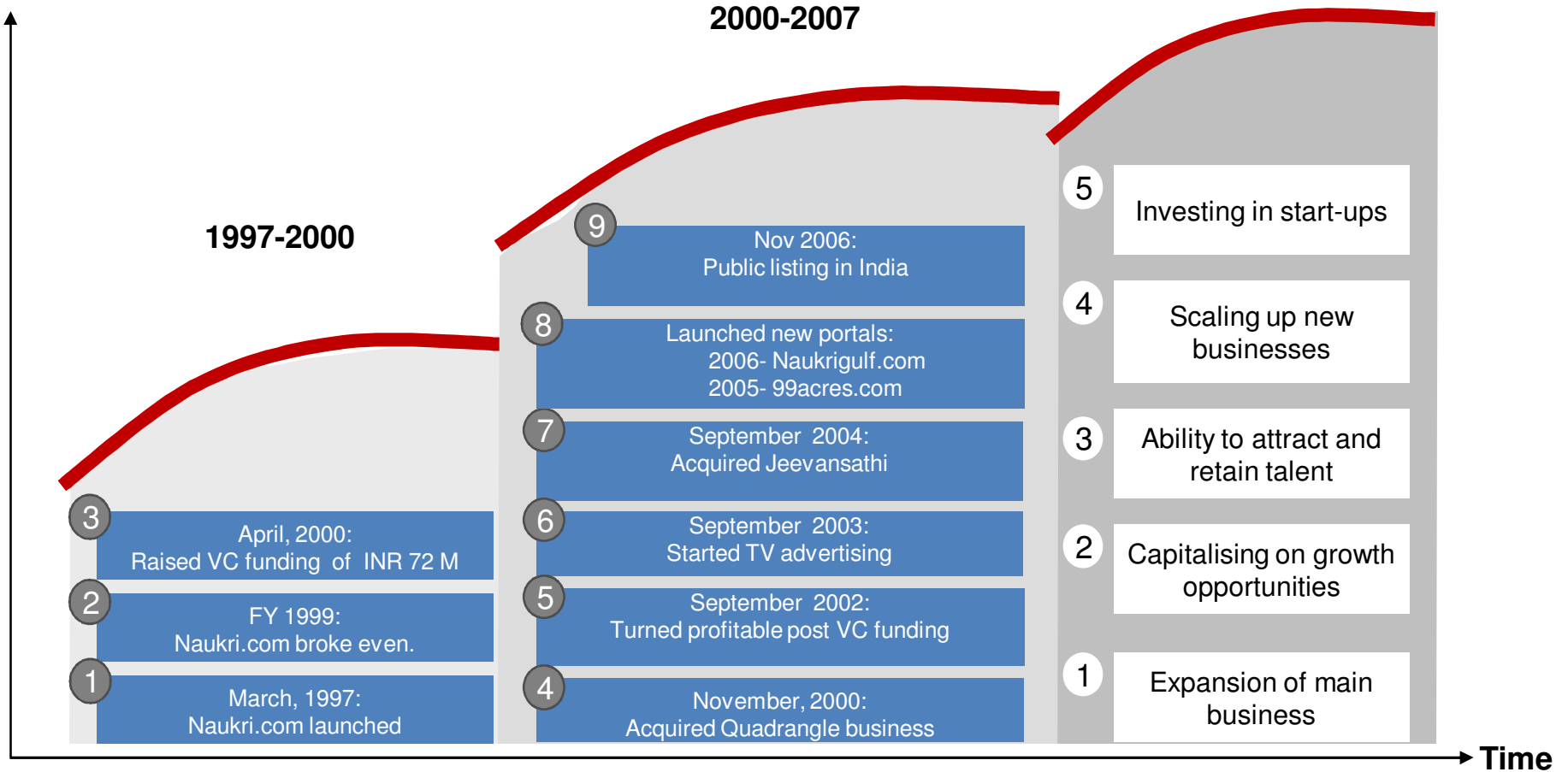
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# About Info Edge

# Milestones

Levels of Evolution

2007 onwards

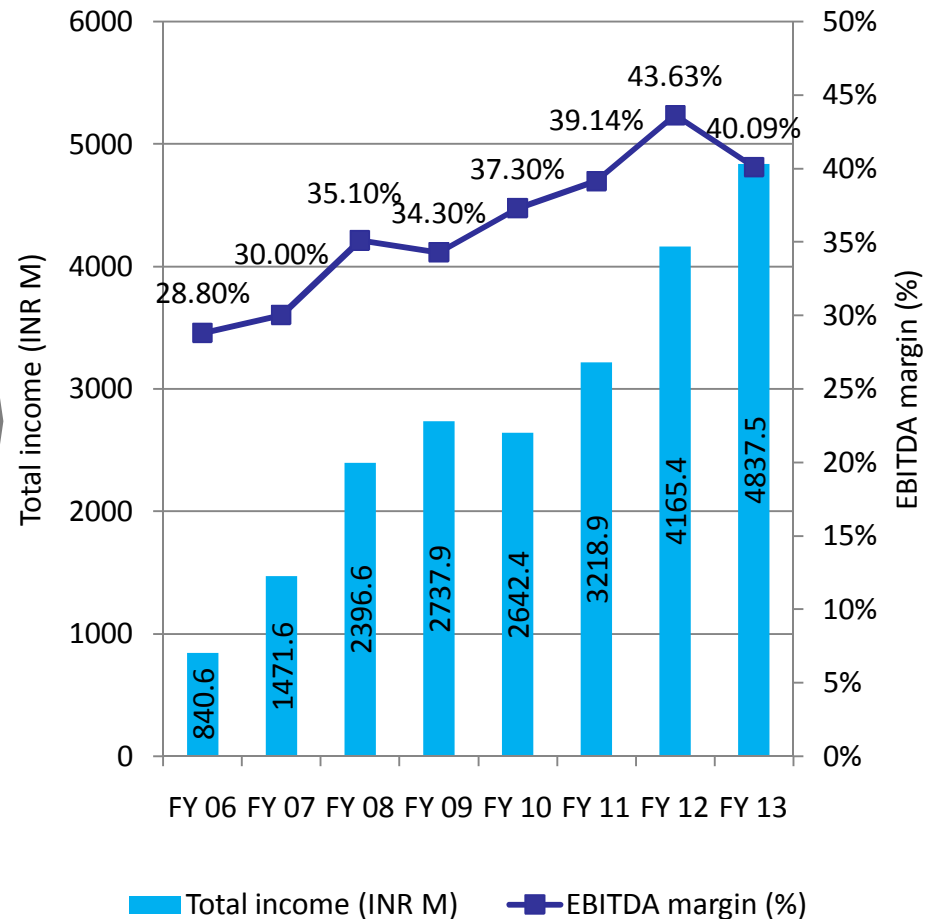


# Strong performance track record

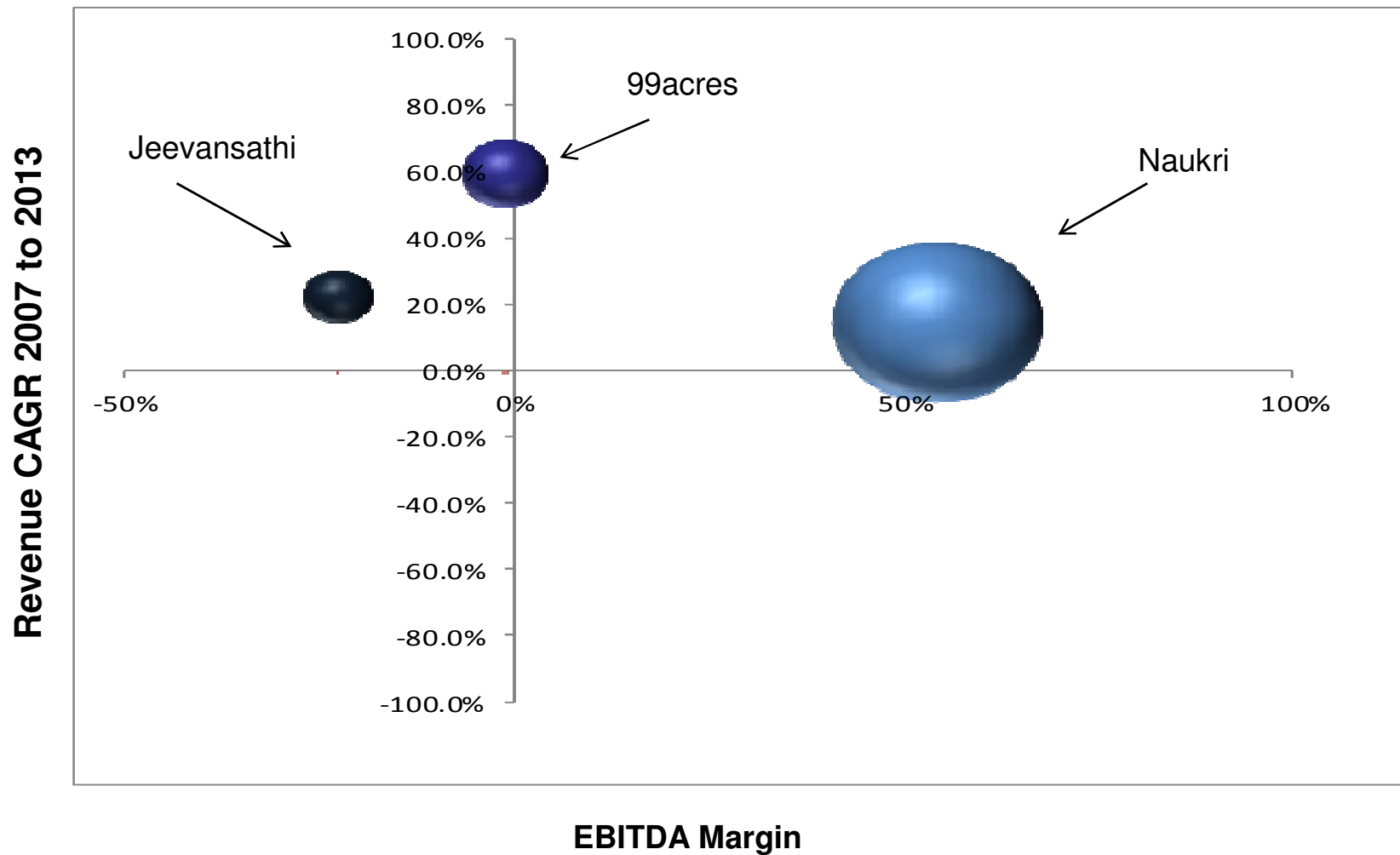
## Highlights

- India's leading online company with
  - Strong brands
  - Growing businesses
  - Experienced management team
  - Investments in internet startup ventures
- Rapid growth historically
  - Revenue CAGR of 28% over FY06-13
  - INR 4.83 billion revenue in FY 13
- ~ INR 33 billion market capitalization
- Strong cash flow generation
  - Cash & liquid assets INR 4.8 billion
  - Negative working capital
- Diversified business portfolio within the company
  - Share of revenues from verticals other than recruitment has grown from 5% in FY06 to 22.5% in FY13

**Info Edge Revenue and EBITDA margin  
(Standalone entity, 2006 – 2013)**



# Our in house business portfolio

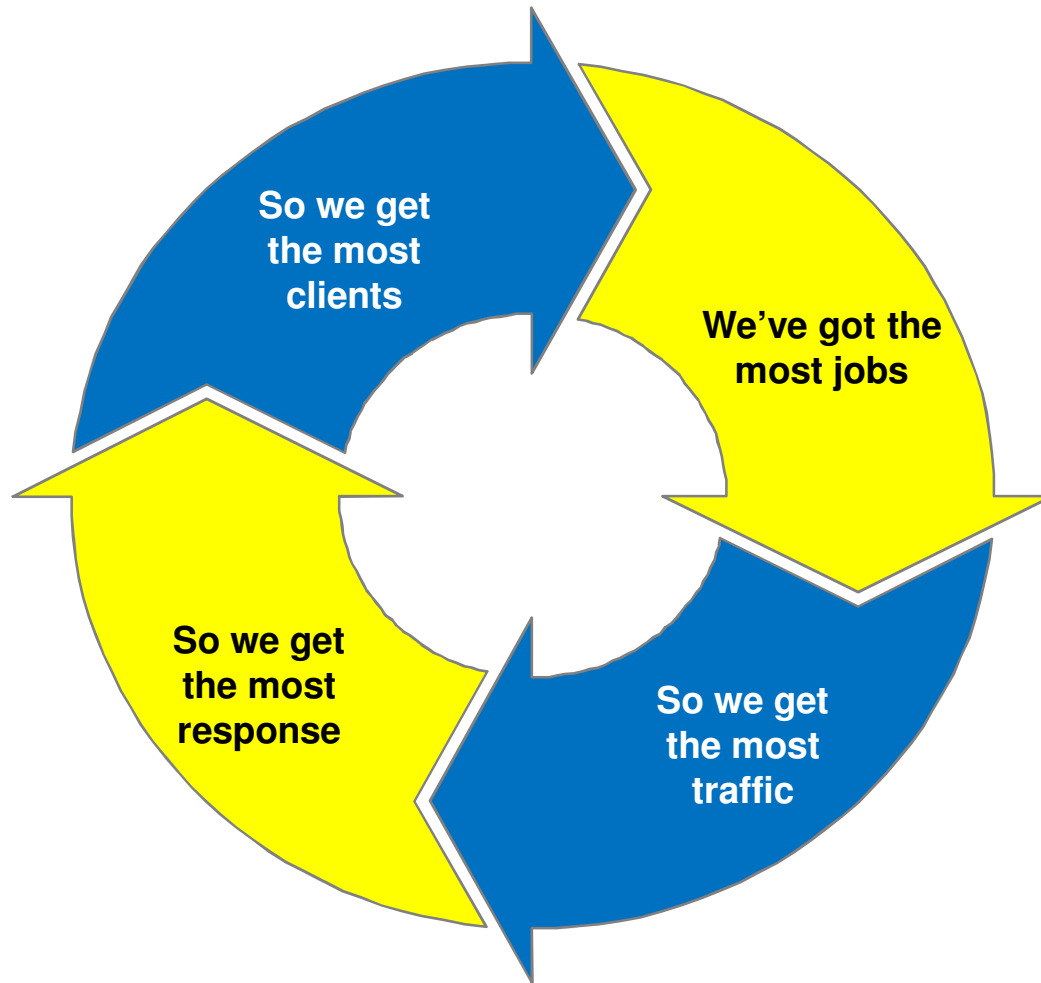


Note:- For FY07-FY13 the data for other brands has not been considered.

# We are a business of the virtuous circle

---

Example : Naukri.com



## Imperatives

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



# Business drivers - internal

---

## Naukri

- Sustaining traffic share (gained in the 2008 – 2010 slowdown)
- Garner higher market share in this slowdown
- Share of internet in recruitment spend growing
- Specific product innovations to combat the threat of LinkedIn.com and semantic search (Trovix) from Monster – made small acquisitions (Toostep and Makesense) in FY 13 with competent teams to improve offering. Rollouts expected over 6 to 12 months.
- Reap gains from sales team efficiencies – Restructuring, ERP, newer sales channels
- Develop and leverage social media and mobile apps
- Continue to invest in brand, sales team, customer service, tech product innovation, people

## 99acres

- Benefit from increasing share of internet in the real estate advertising market
- Product innovation and site improvements
- Improve sales coverage across cities
- Increase traffic share
- Continue to improve the user experience










## Jeevansathi

- Leverage the IP built over last 5 years through increased investment in brand building
- Tweaking the business model to scale up business by increasing growth rate over the next 3 – 4 years
- Continued investment in analytics /algorithms

## New brands

- Grow Shiksha & FirstNaukri
- Naukrigulf- Ride the gradual recovery in the Middle East
- Invested in potential big businesses for the future - Zomato, Meritnation, Policybazaar, Mydala, Canvera, Happily Unmarried, Allcheckdeals
  - Majority stake taken in Meritnation and Zomato in Q4 FY 13
- Actively explore more opportunities (startups, M&A)

# Business drivers - external

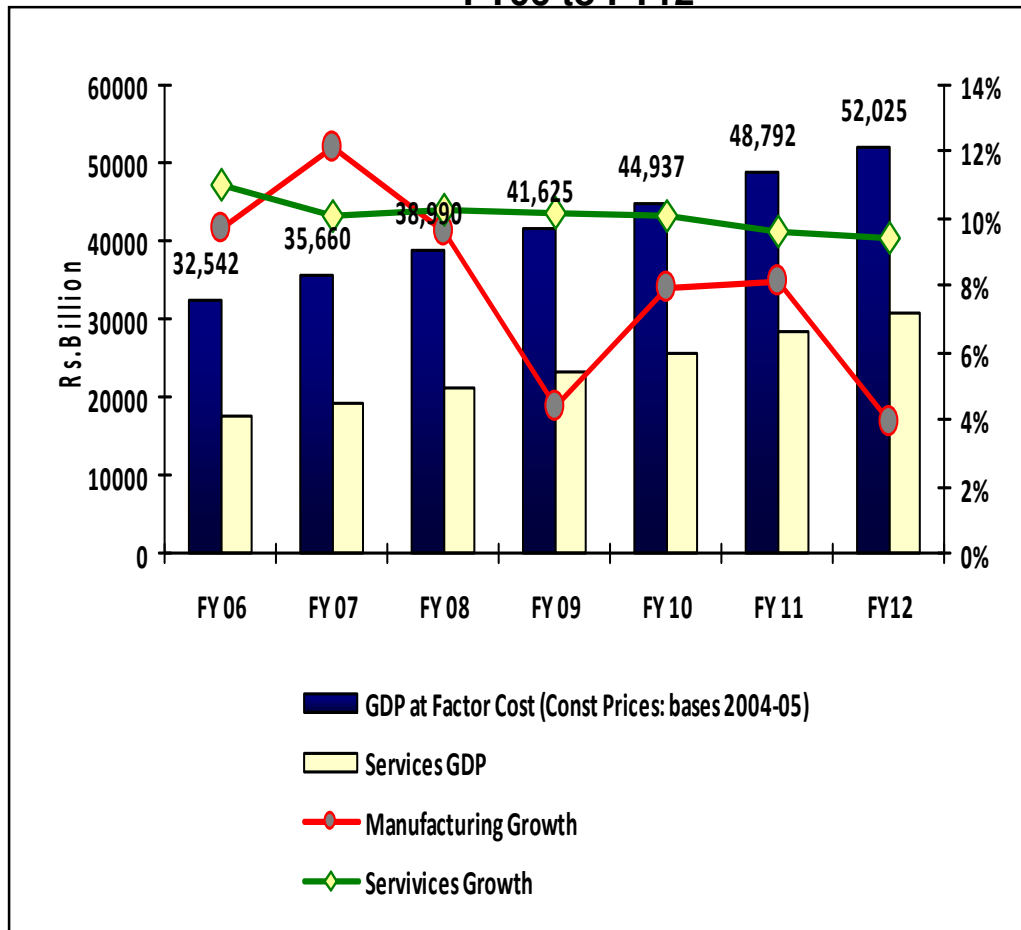
	Business cycle and Economic Environment	Demographics and GDP per capita	Internet penetration	Competition
 <b>naukri.com</b> India's No. 1 Job Site	✓		✓	✓
 <b>Quadrangle</b>	✓		✓	✓
 <b>naukrigulf.com</b> أسرع موقع للتوظيف نموًا في الخليج	✓			✓
 <b>brijj.com</b> BETA Bringing People			✓	✓
 <b>Firstnaukri.com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

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# Environment

# Business cycle and economic environment

India's GDP grew at a CAGR of ~8% from FY06 to FY12

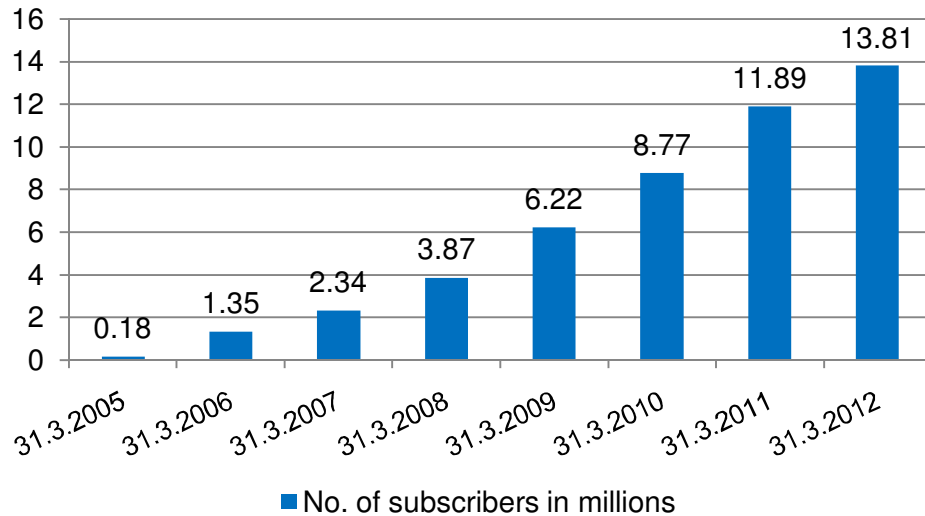


## Highlights

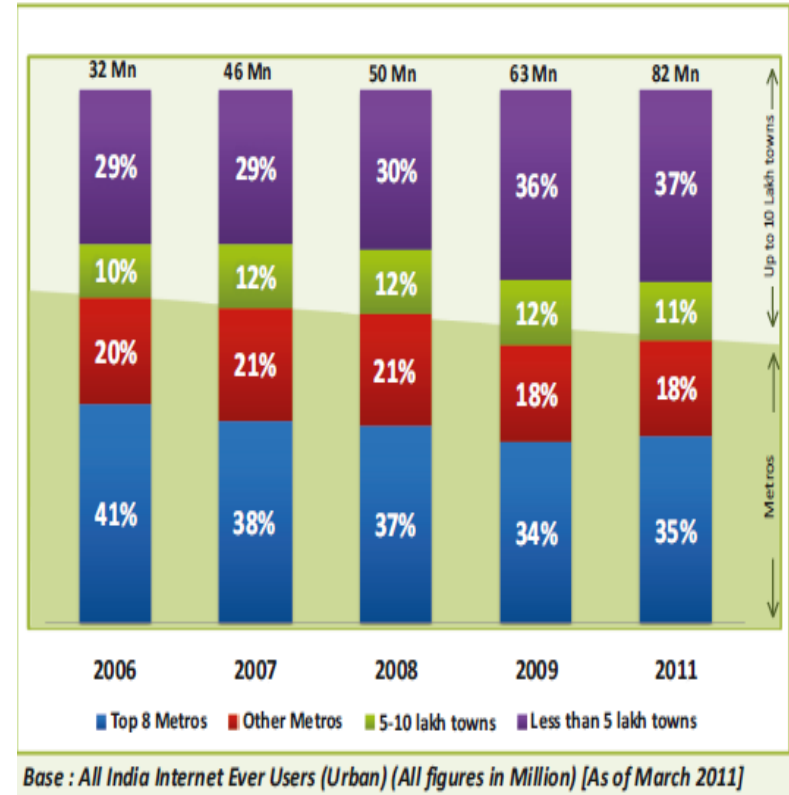
- Indian economy slowed to 6.5% GDP growth in FY11-12.
- Estimates for FY12-13 at 5.5% and for FY 13-14 at ~5.5%
- Service sector has in the past grown fast, however it may witness some slowdown due to lower growth in IT services
- IT services witnessing headwinds due to slowdown in US/ Europe
- India had staged a faster recovery in 2010-11 post the meltdown of 2008-10 versus rest of the world
- India estimated to be a \$4 trillion economy by 2019

# Internet penetration

**Growth of broadband in India**



- India's Internet consumer profile mix is changing to broadband and heavier usage
- About 1.92 mn subscribers added in 2011-12, a growth rate of 16%
- Multiple internet users may access the internet through a single broadband connection



## Spread of the internet increasing

- From 5% in 2000 to 37% in 2011, internet has made an impact in lives of small towns
- Smaller towns have overtaken Top 8 Metros in internet usage (indicates that internet's reach is spreading to smaller towns)

# Internet Impact on Young India

India is among the world's youngest nations with a median age of 26 years

- 65% of Indian population estimated to be below 35 years of age
- India will see 70 million new entrants to its workforce over the next 5 years

India currently has about 120 million internet users- third largest in the world

Likely to have 330 million to 370 million internet users in 2015- second largest and the largest in terms of incremental growth

- Declining costs of Internet access and mobile devices
- 55% of aggregate user base in 2015 expected to access internet from a mobile or tablet device

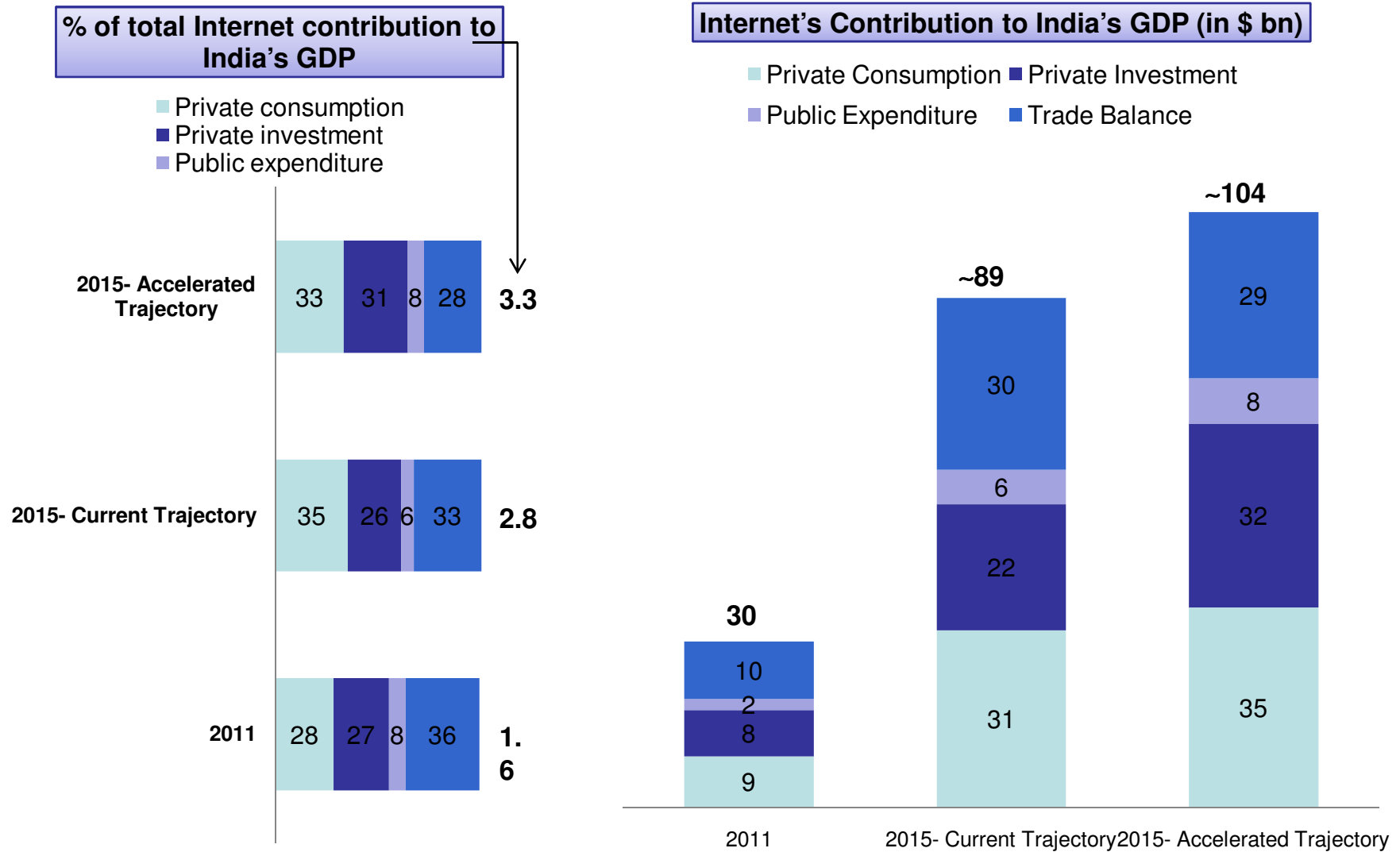
Economic contribution from Internet in India can be potentially doubled from 1.6% of GDP currently to 2.8 to 3.3% by 2015

- Internet-related economy expected to be bigger than education and as big as healthcare sector in terms of current GDP share

Internet's effect on the Indian economy goes well beyond iGDP

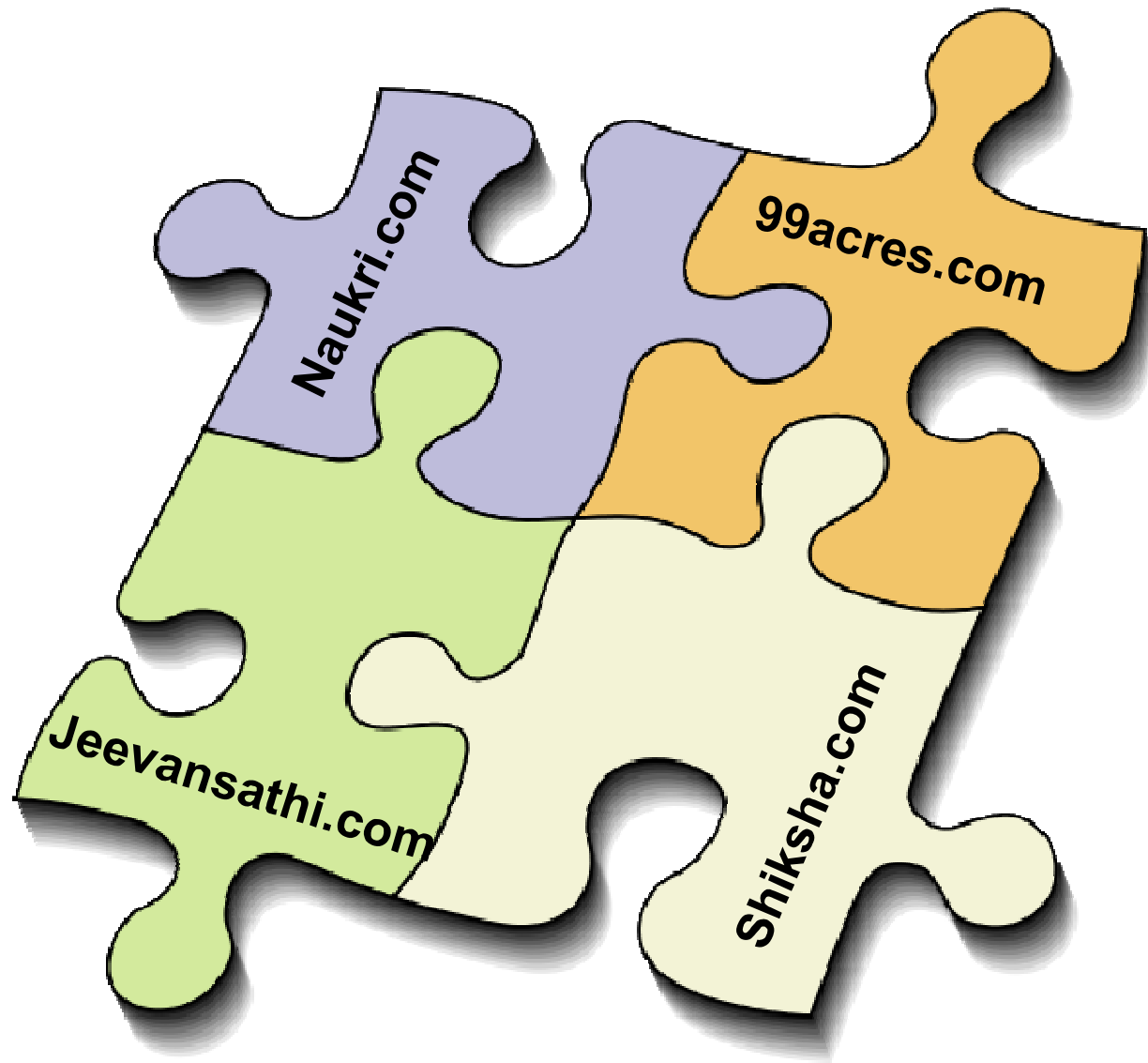
- Current levels of internet-related expenditure estimated to create about 6 million direct and indirect jobs
- As the direct impact of the internet on India's GDP has the potential to treble by 2015, an additional 16 million jobs could be created

# India has the potential to treble its iGDP to \$100bn in 2015 from \$30bn today



# In house businesses

---





# Naukri

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

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

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

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

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<b>ITES/BPO/COM</b>	ACS of India Datamatics Financial Encore Capital Group iEnergizer Respondez <b>New</b> Shell Business Service Centre <b>New</b> Sapient	<b>Petroleum/Energy</b> Adani Group <b>New</b>

**Resume Services** Sample CV

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

**Get jobs in your inbox**

Get the best Jobs matching your search preferences delivered in your inbox for free!

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Job Listings

Banner Ad

Resume Database

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

Search All Jobs Rs. 15 Lakh + Jobs **New** Fraud Alert

Keywords: Sr. Executive - Conference Sales Location: Delhi

1-1 of 1 Jobs Found

**Franchise India Holdings Limited**

**Sr. Executive - Conference Sales (2-5 yrs.)**

Delhi

Making outbound tele-calls on the existing/new database to generate Conference Sales. Manage and update client database on a regular basis & also aggress...

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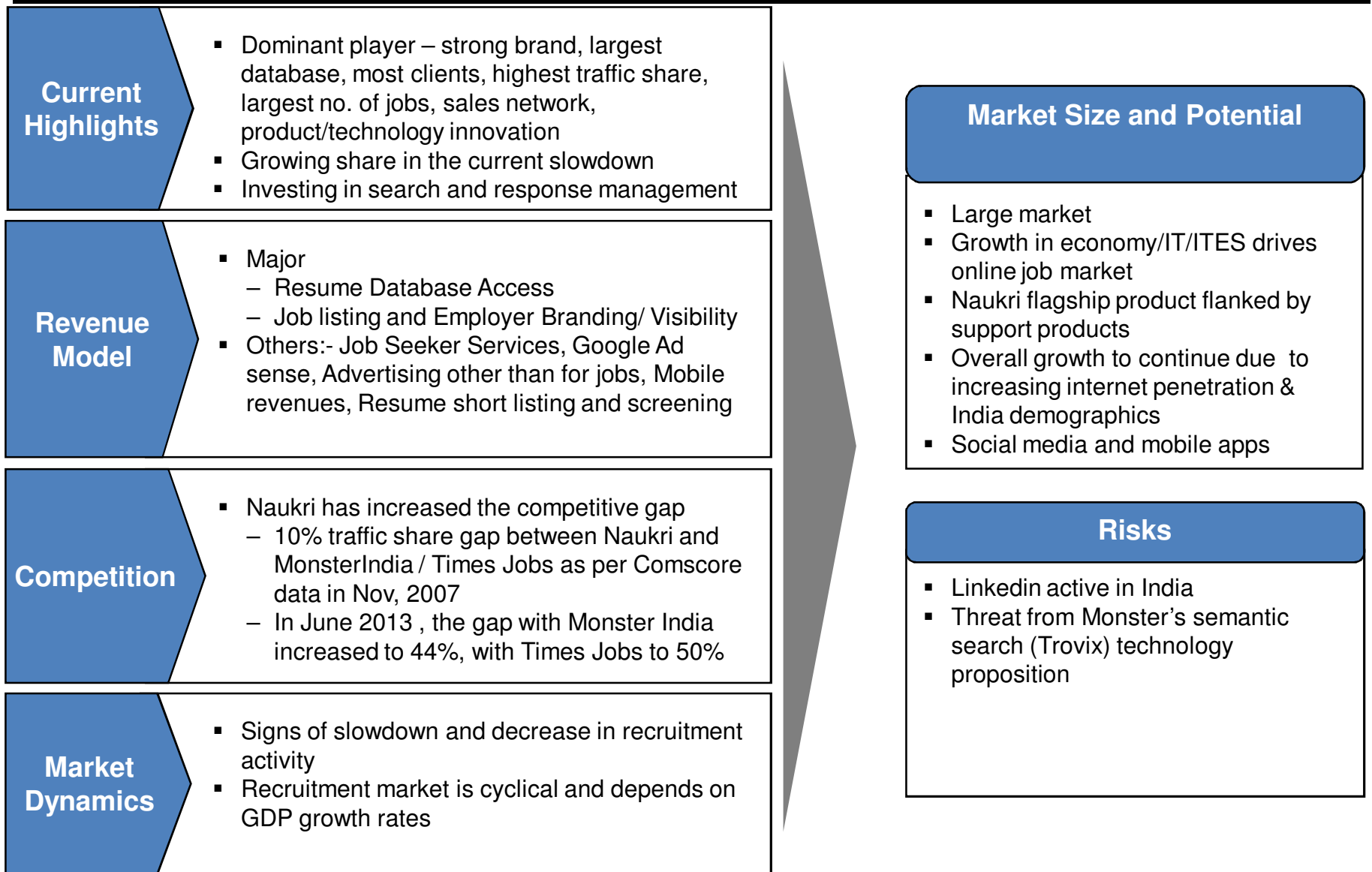
**Search Our Database**

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

**Mobile Solutions**

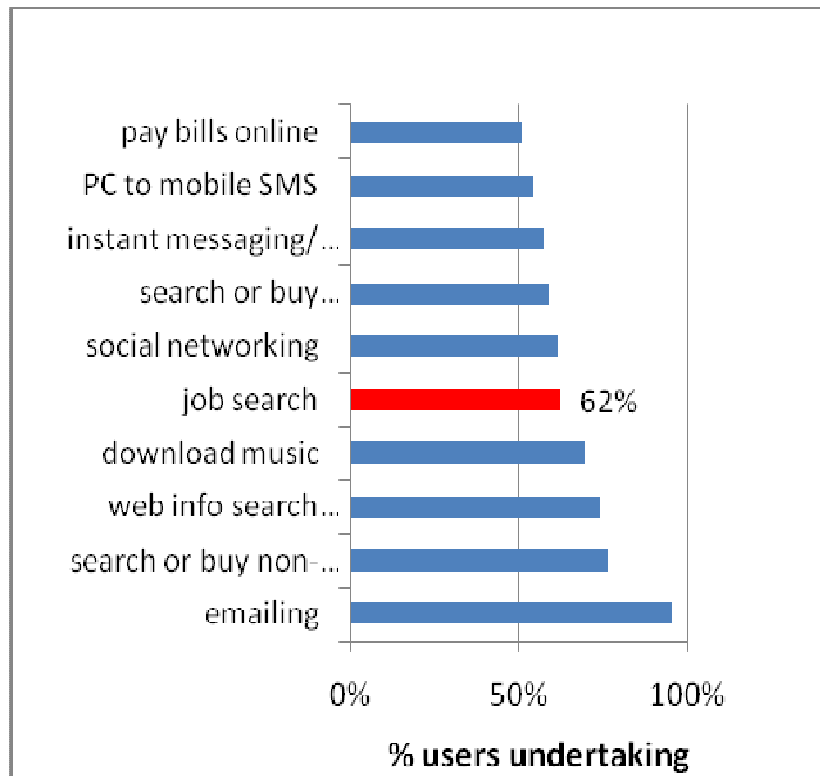
- Innovative recruitment solutions now on the mobile.
- Hire the right, relevant candidates almost instantly through SMS.

# Naukri - Overview



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

A popular online activity



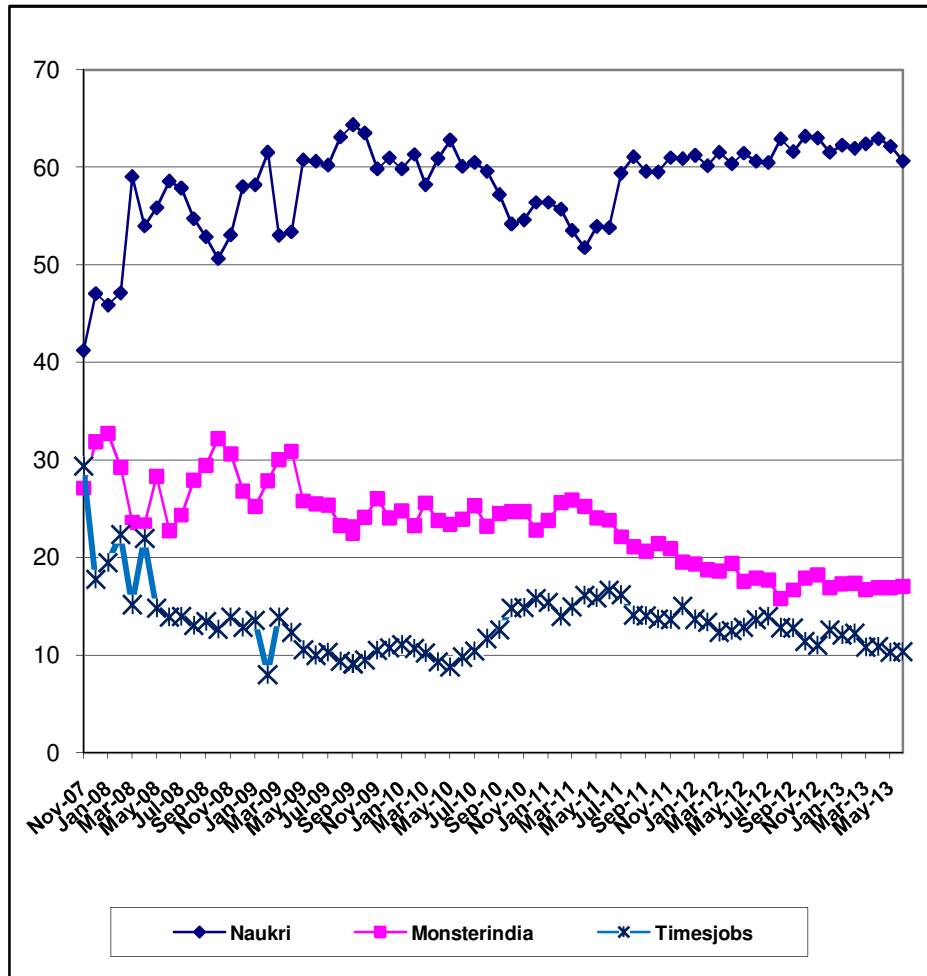
Some of the most used websites in India



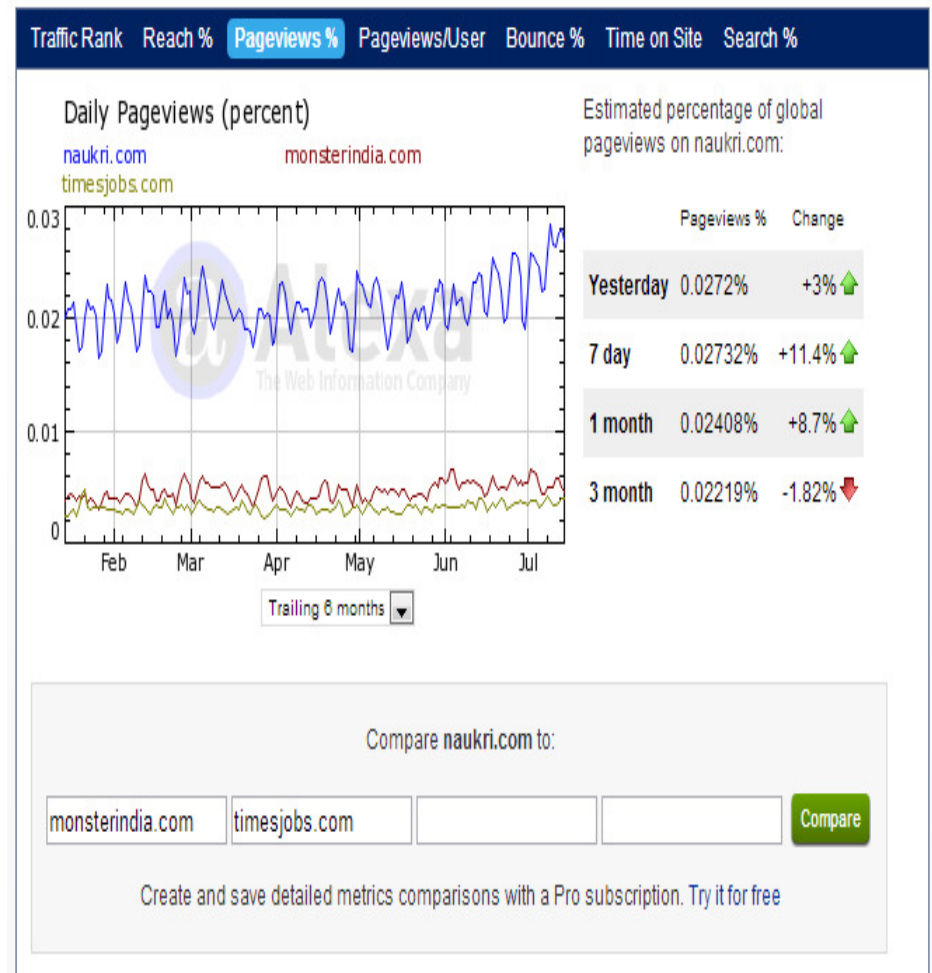
- Job Search is a popular activity on the Internet in India
- Naukri is one of India's most used websites

# Naukri is a clear # 1 with ~60% traffic-share for over 9 consecutive quarters

Traffic share of various recruitment sites based on data from Comscore



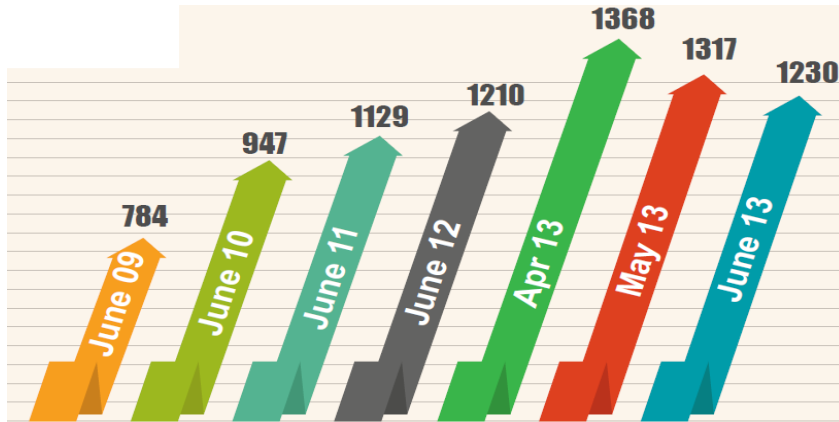
Traffic share of various recruitment sites from Alexa.com



Source: Comscore.com, Alexa.com

# Hiring growth rate has slowed in current slowdown

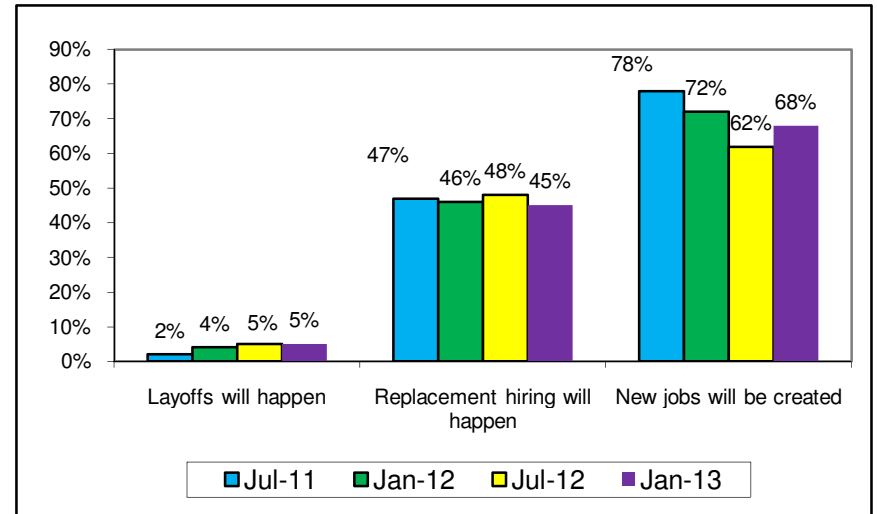
**Naukri Job Speak Index**



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

- Naukri Job Speak Index is an in-house index based on utilisation of listings on the site
- The index went past the July, 2008 base of 1,000 in Q4 FY11 and has continued at those levels in Q1 FY14

**Naukri hiring survey**



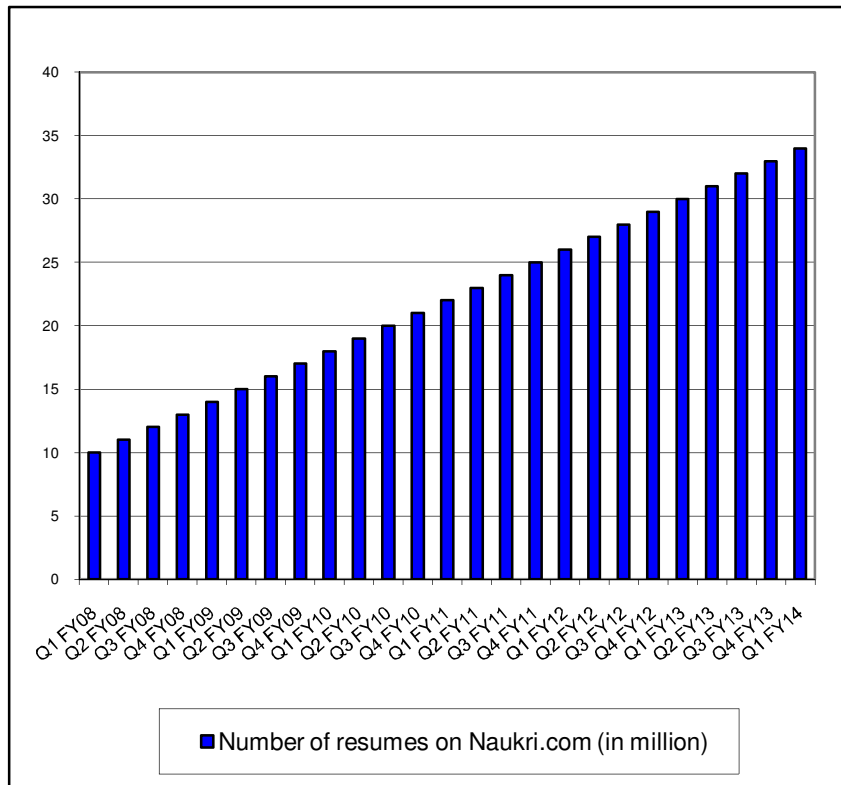
- Survey of recruiters conducted by Info Edge India Limited:

- ✓ January 2013 (sample size ~1100)
- ✓ July, 2012 (sample size ~ 1000)
- ✓ January 2012 (sample size ~1000)
- ✓ July 2011 (sample size ~950)

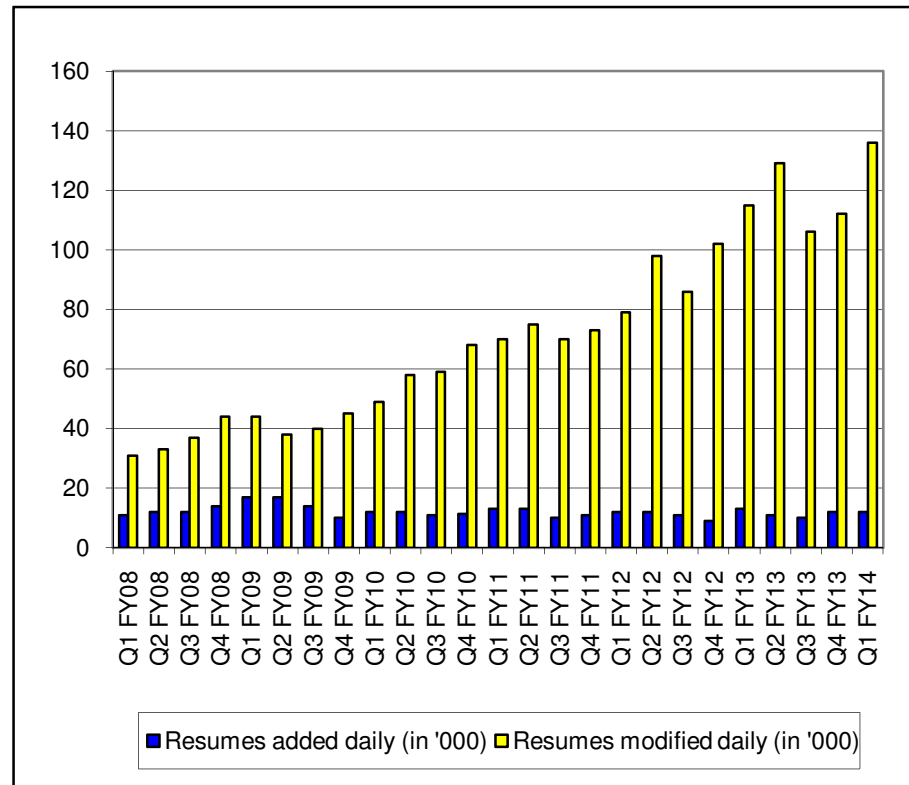
Slowdown in the hiring market – Naukri gaining share – competitive position improving

# Naukri.com has performed on operational metrics

**Number of candidate resumes has grown consistently**



**Average daily resumes added and modified**



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



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



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



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



- Professional networking site
- Site being re-positioned based on skill groups

# 99acres

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**Posted By:**  All  Dealer  Builder  Individual

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Sector 6, Noida

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

**99acres Exclusive Property**

JAYPEE GREENS @ SEC 131 / 133, NOIDA

**Hurry!! Last Chance to Book Prime Plots**

**HOT INVESTMENT OPPURTUNITY STARTING @ 58 LACS\***

**10% Down Payment Discount**

MKT. by **Better Option Propmart**  
9650772299 / 9650833337

Real Estate in India: Ahmedabad, Bangalore, Chandigarh, Chennai, Coimbatore, Delhi / NCR, Goa, Hyderabad, Jaipur, Kochi, Kolkata, Mumbai, Nagpur, Pune

99acres Links: National Home, Residential Property, Commercial Property, Services in India, New Projects, Advertise your property, Search Dealers, Get Alerts

Buy Our Services: Home Finance, Search Buyers, Browse Properties in India, Archived Properties, Top Real Estate Searches, Search Dealers, Useful Links

Company: About Us, Contact Us, Terms & Conditions, Request Info, Feedback, Report a problem, Testimonials, Privacy Policy

Our Partners: Naukri.com - Jobs in India, Naukigulf.com - Jobs in middle east, Jeevansathi.com - Matchmaking, A2knauli - GSA on Career, Eng.com - Professional Networking, Shaikhs.com - Education Career Info, Policybazaar.com - Insurance India, Meritnation.com - Online Educational Assessment

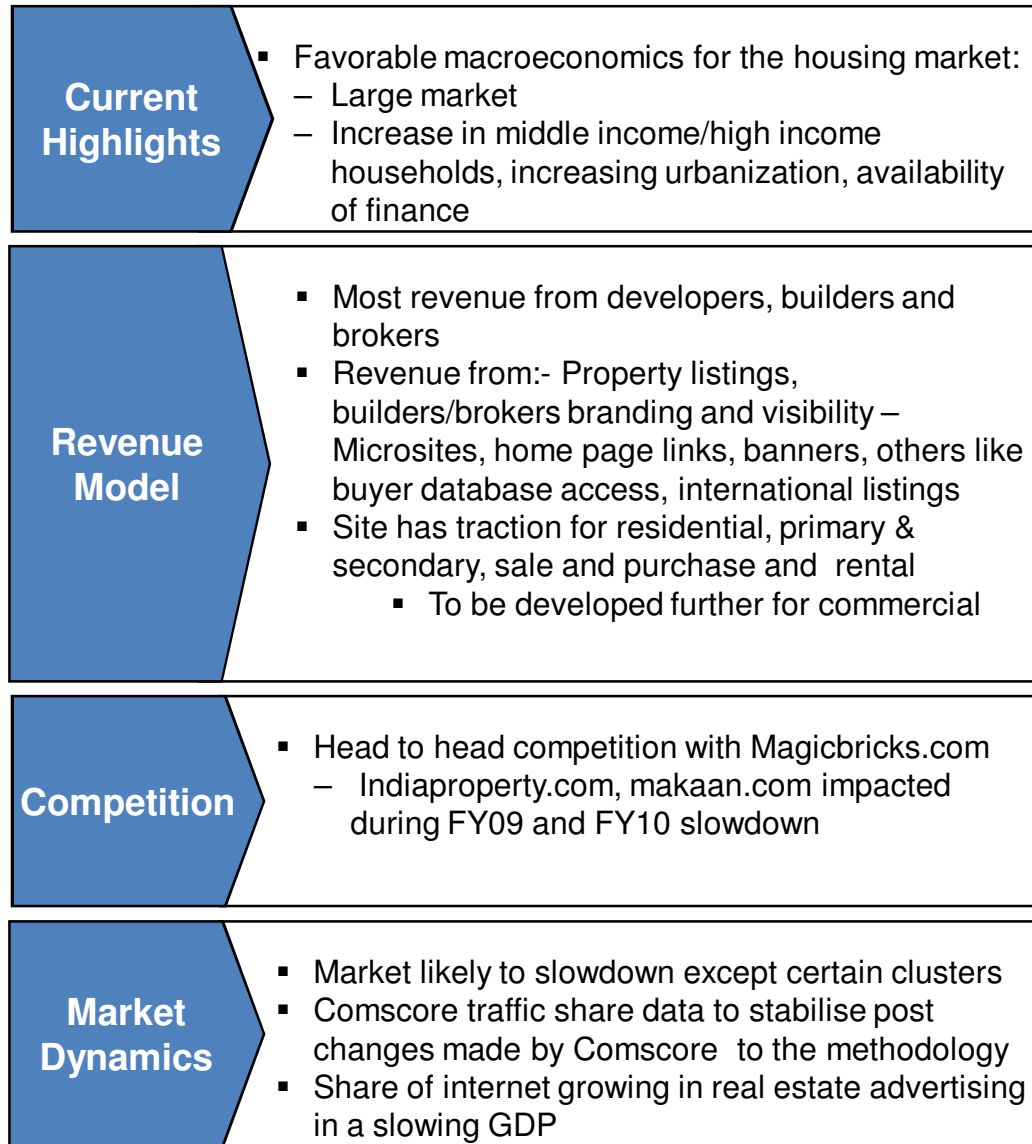
All rights reserved - Info Edge (India) Ltd.  
A Naukri.com Group Company

Banner Ad  
Panels

Banner Ad



# 99acres : Overview



## Opportunities & Market Potential

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

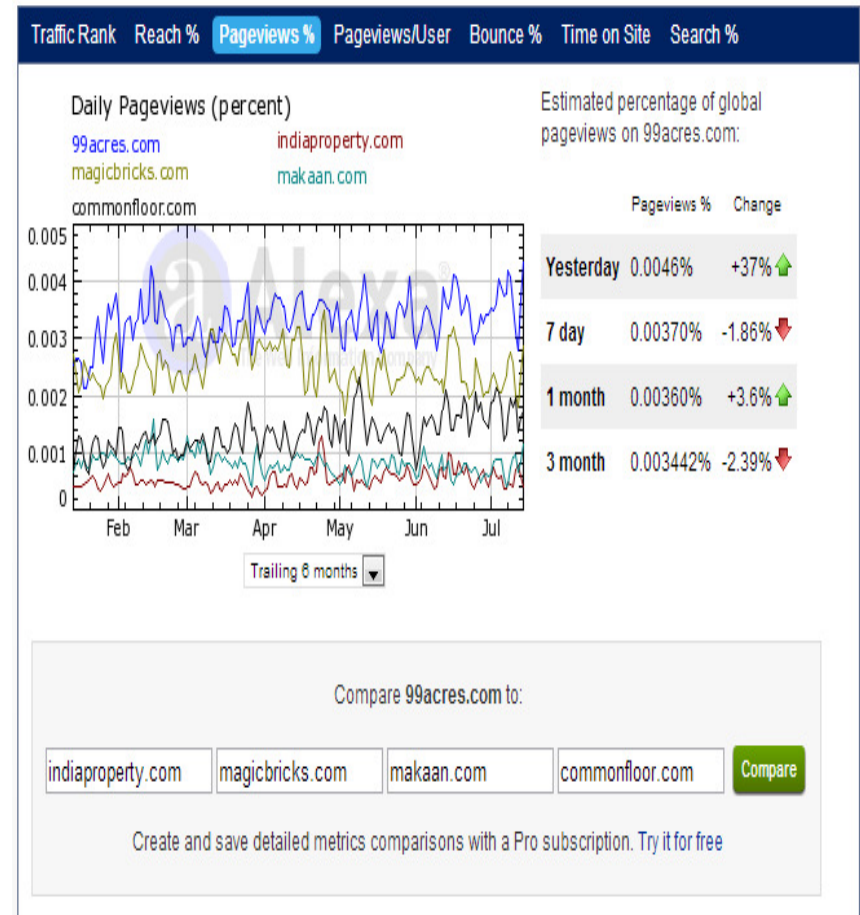
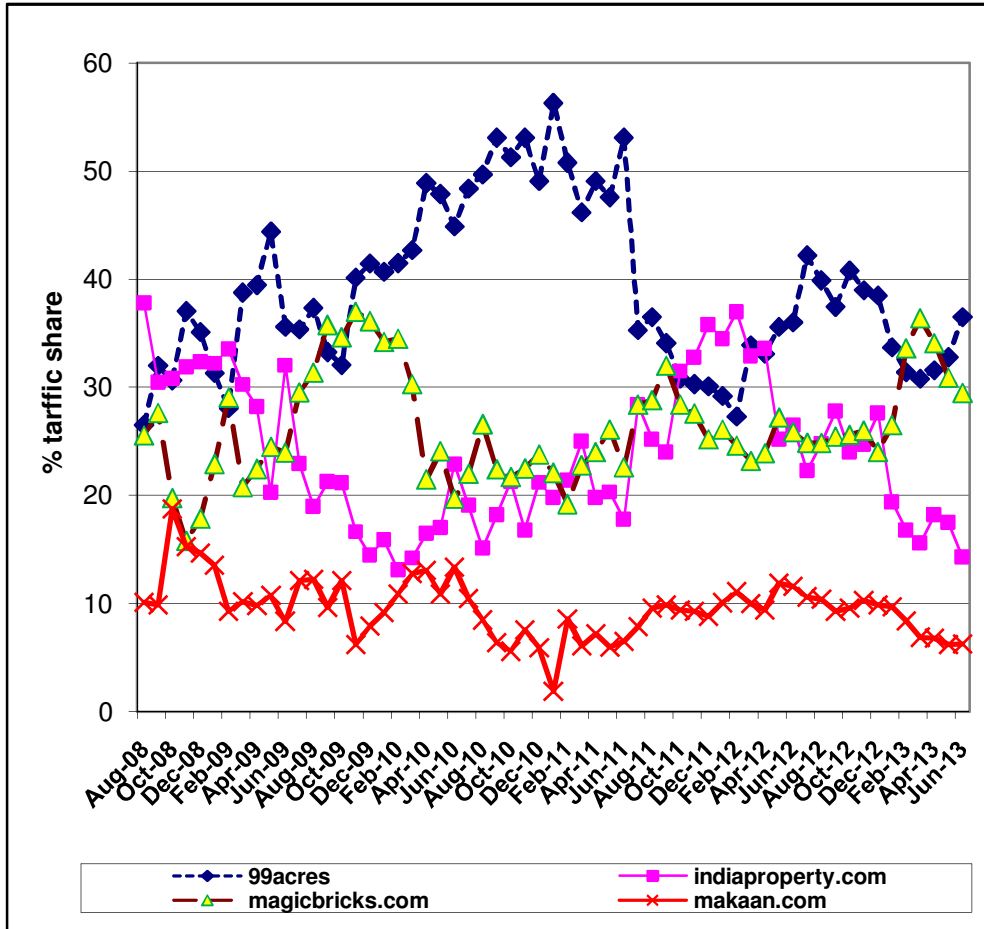
## Risks

- Quality of listings

# 99acres is a leading brand in its segment

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

Traffic share of various real estate sites from Alexa



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

# 99acres addresses a growing market


---

## Market drivers

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

# Allcheckdeals.com

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



Property deals made Simple & Transparent  
a naukri.com venture

**DLF BUILDING INDIA** starting 3.5 Cr onwards

**DLF Capital Greens**

India : 0999999 8663  
1860 500 5559  
USA : 1-646-367-2921  
UK : 44-208-819-3959

Residential Commercial Corporate Leasing
Refer & Win Rewards Scheme

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

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

City\* Budget\* Bedrooms  
  Min To Max     New Projects only

**Refine Results**  You can select Multiple Options


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

**New Residential Projects in Delhi (19)**

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

« Previous **1** 2 Next »


**DLF Capital Green - III**  
Delhi



Location : Shivaji Marg  
Plans : 4 Bedroom Apartments


**Commonwealth Games Village**  
Delhi

Hot Deal



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

**Vasant Vihar** Builder Floor  
Delhi



Location : Vasant Vihar  
Plans : 5 Bedroom

**Enquiry Form**

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

Name\*:

Email\*:

**EXCLUSIVE PROPERTY EXCLUSIVELY FOR YOU**

- Real estate brokerage business
  - A subsidiary of Info Edge (India) Limited
- Commission based revenue model
  - Determined on transaction value
- Focus on primary residential market
  - Large parts of Indian cities/ suburbs getting built
- Growing middle class and higher disposable income
  - Need for transactional ease
- 242 transactions closed in Q1 FY14
- Coverage in 12 cities

# Jeevansathi

Search

Live Help | Membership Options | Success Stories | Register Now

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

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

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

Existing User - Login Now

Email ID/User ID  
Password  
 Remember me  
**Login** [Forgot Password?](#)  
[New User? Register Now!](#)

Exclusive Privacy Features,  
Intelligent matching,  
Millions of Profiles

"When I saw her profile for the first time, I decided to initiate contact with her. By God's grace, everything has moved smoothly and positively between us. Thanks to Jeevansathi.com."  
**Abhijeet weds Zaara** [Success Story](#)

1 **Register** Create your matrimonial profile to receive matches  
2 **Search** By your criteria of Caste, Religion, Manglik status  
3 **Contact** View contact details & contact by mail, Chat, SMS

**Register Free**

Matched by Jeevansathi.com

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

Advertisement  
Call Chat E-mail  
**Prospective Matches**

JS Home Page

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

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

My Jeevansathi | My Contacts | My Profile | Membership

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

My saved searches | Desired partner profile matches | Members looking for me | Search by profile id | Advanced Search

**Membership Options**

Choose Service → Choose Payment Mode → Secure Payment

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

Services eVidya Value

JS Membership Options page

# Jeevansathi : Overview

## Current Highlights

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

## Revenue Model

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

## Competition

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

## Market Dynamics

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

## Opportunities & Market Potential

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

## Risks

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

# Shiksha

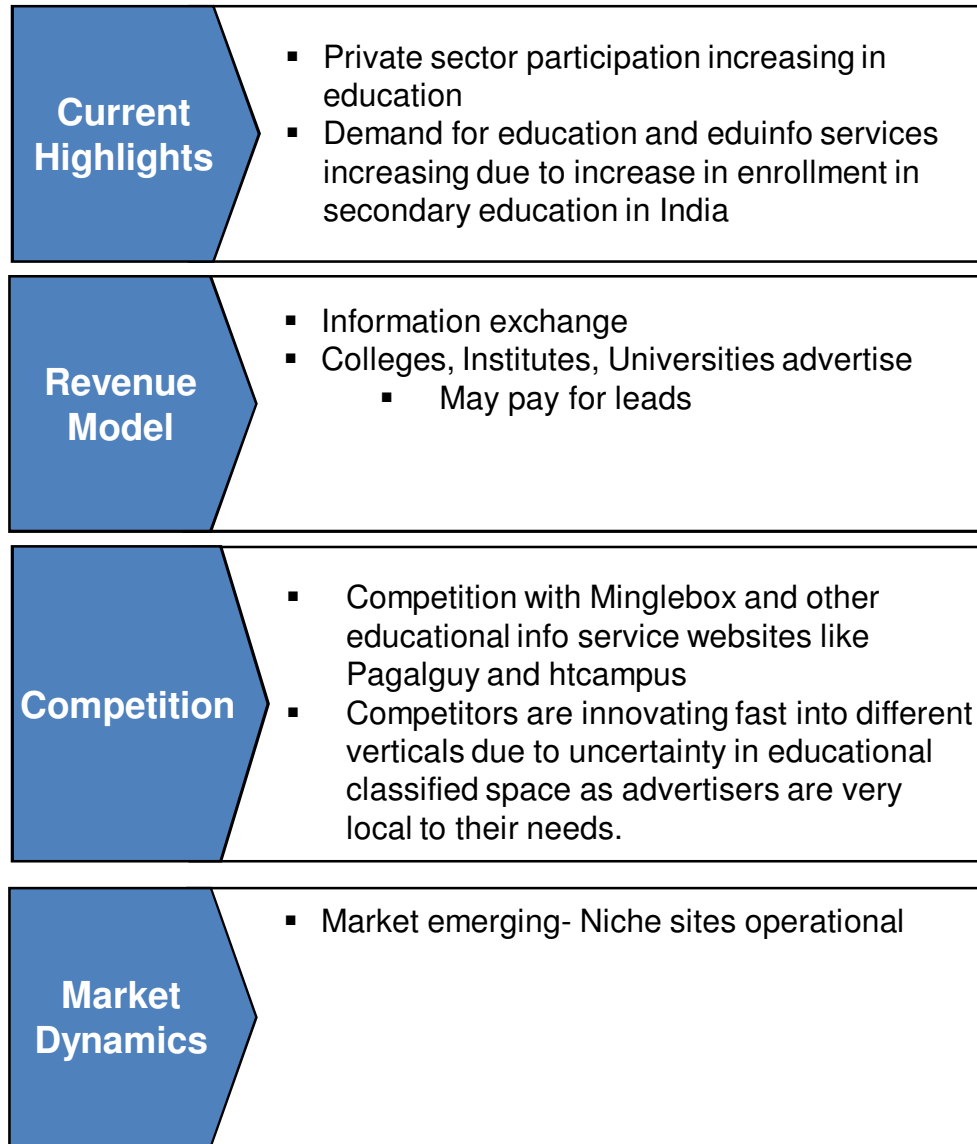
Space for education providers

Banner Ad

Institutes outside India: Call Toll Free #1800-717-1094

The screenshot shows the Shiksha.com website interface. At the top, there is a header with the naukri.com logo and a login area for registered users. Below the header, there are several banners, including one for 'STUDY IN NEW ZEALAND' and another for 'VIT Business School'. The main content area is divided into several sections: 'Search Institutes & Courses', 'Browse Institutes & Courses', 'Featured Institutes', and 'Shiksha Cafe'. The 'Shiksha Cafe' section is highlighted with a red circle and labeled 'User generated content'. It includes a form for asking questions and a list of recent questions and answers.

# Shiksha : Overview



## Opportunities & Market Potential

- Total spend on online classifieds, by Education, in India is estimated at Rs. 700 M while total advertisement spend is estimated at ~ Rs. 25 Bn.
- Largest category in print advertising

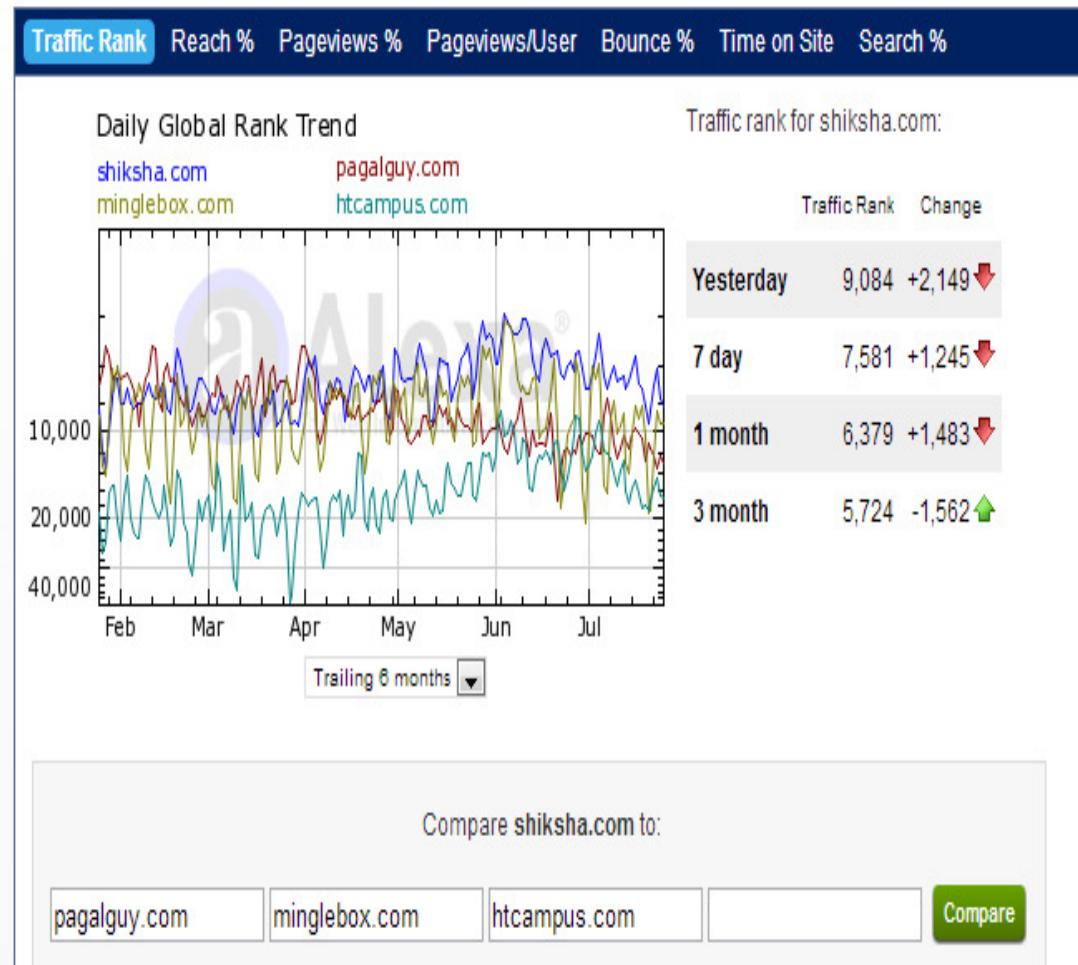
## Risks

- Adoption of the medium



# Shiksha : Competitive scenario and traffic share

## Traffic comparison



## Key Features of Shiksha

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

### Opportunity:

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

### Advantages:

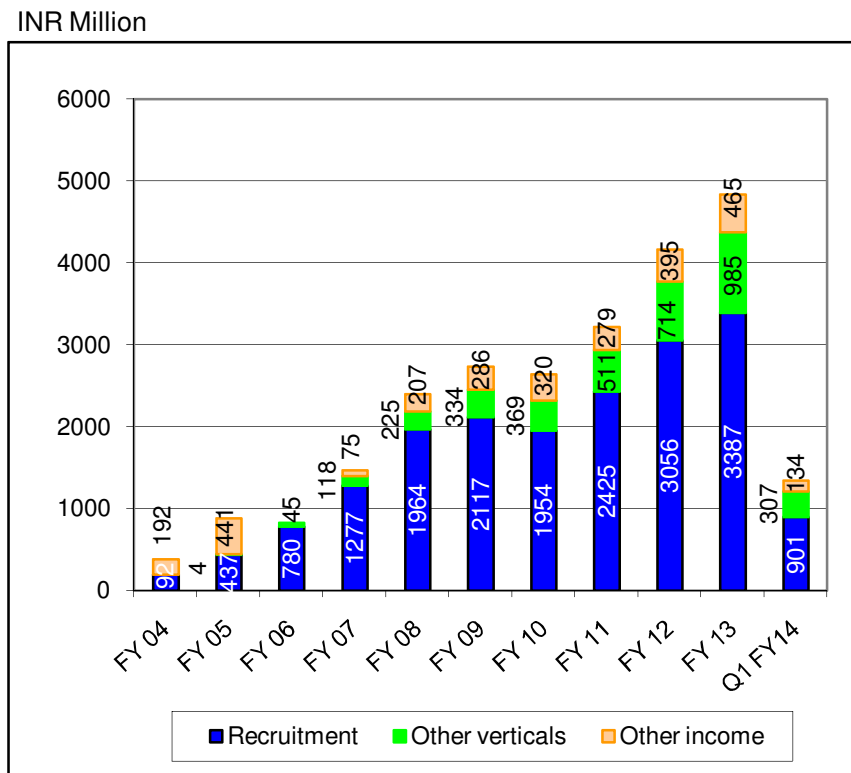
- Advertising spend in print bigger than real estate
- Unlikely to be affected in a slowdown

---

# **Company Financials (Standalone)**

# Consistent long-term growth in Revenue / Profitability

## Revenue trend

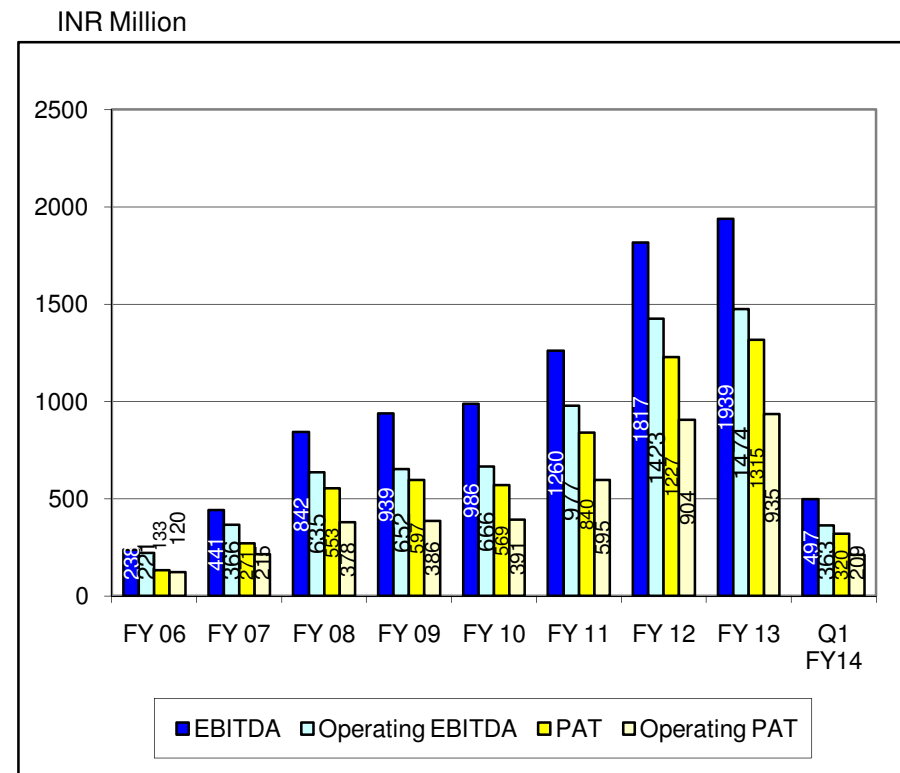


In Q1 FY 14, Recruitment was 75% and Other Verticals 25% of the standalone Operating Revenue of Rs 1,208 mn

In FY 13, on a consolidated basis, Operating Revenue was Rs 4,723 mn (Rs 4,372 mn on standalone basis) and PAT Rs 915 mn (Rs 1,315 mn on standalone basis excluding the write off of Rs 293 mn) on account of losses in investee companies

Other Income in the above chart is treasury income

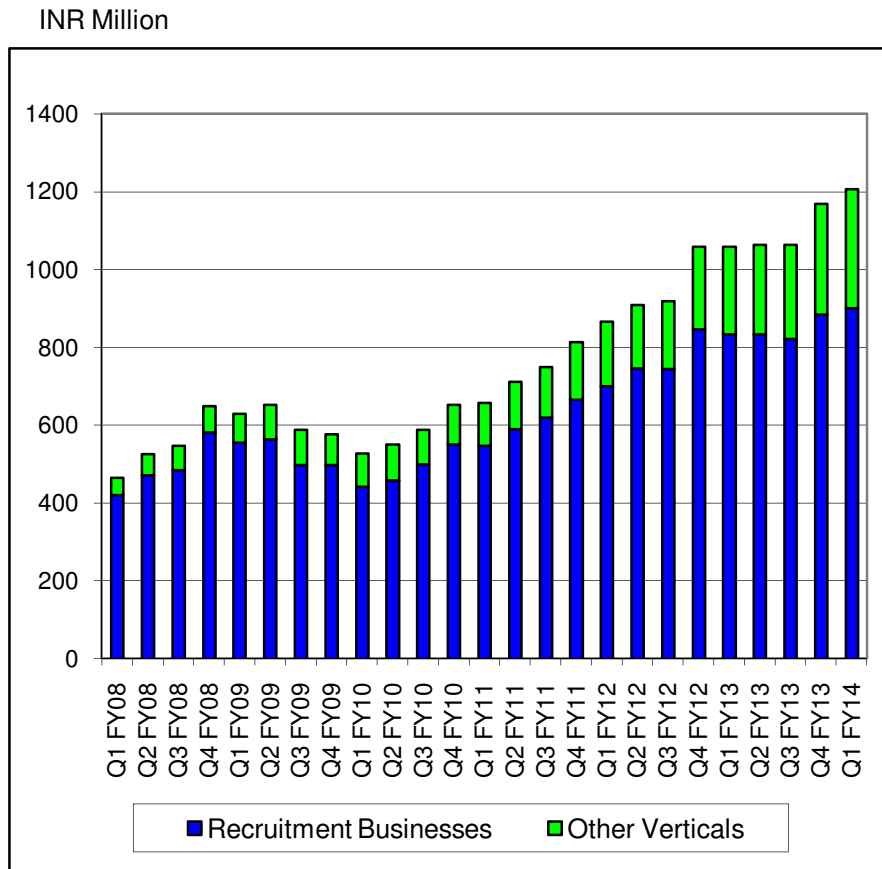
## Profitability



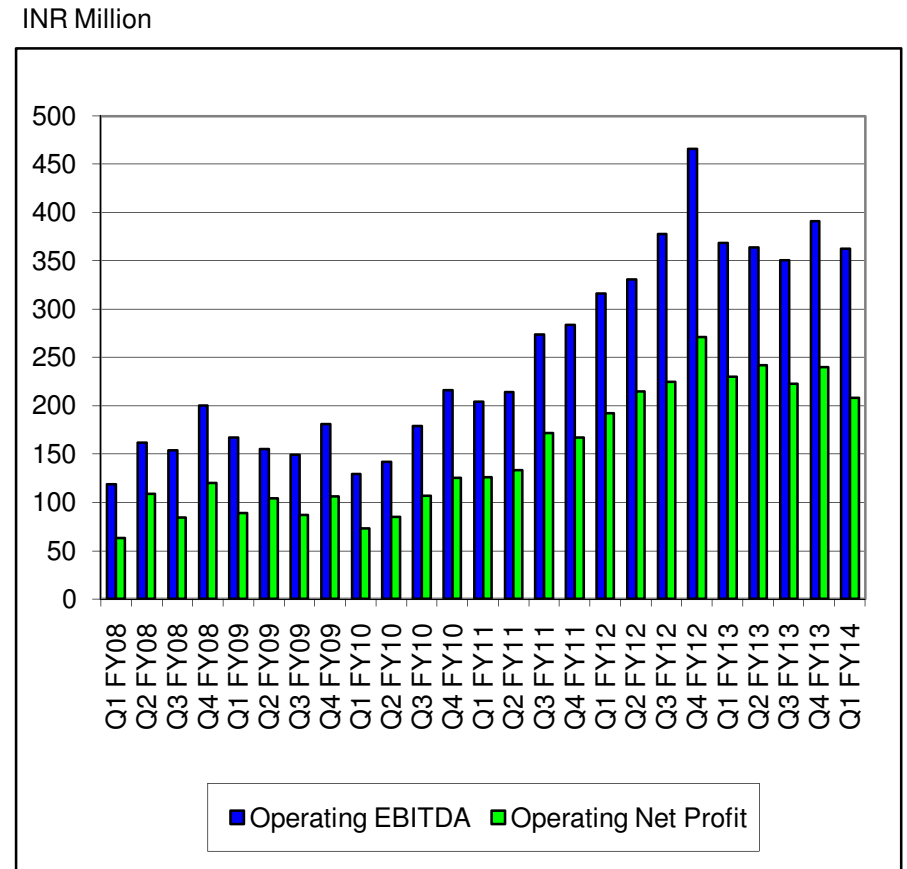
PAT and Operating PAT in Q1 FY 14 above, exclude the write off of Rs 26 mn

# Growth momentum had rebounded post 2008-09; reasonable YoY revenue growth in Q1 FY14 in a slow growth economy

**Quarterly Operating Revenue trend last 6 years**

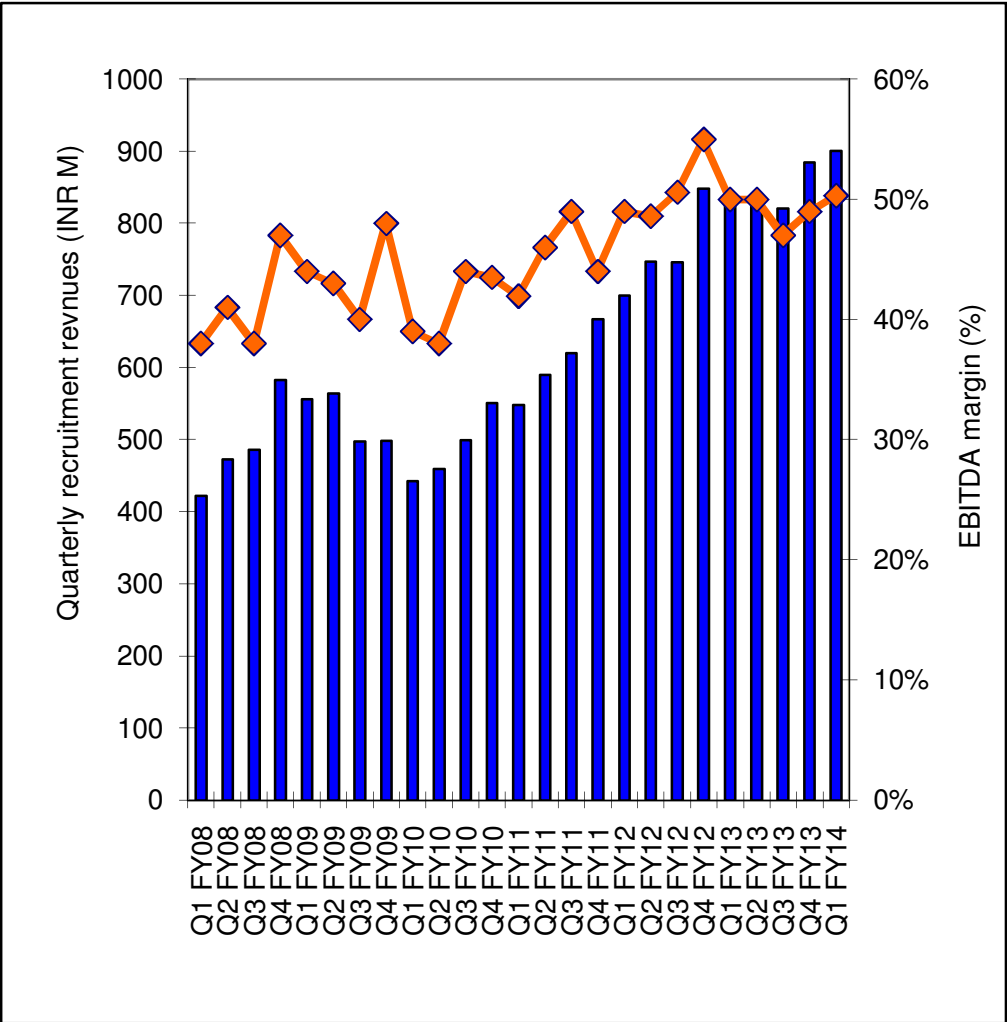


**Quarterly Operating Profitability**



Margins sustained during the downturn and improved with the upturn. impacted in this slowdown

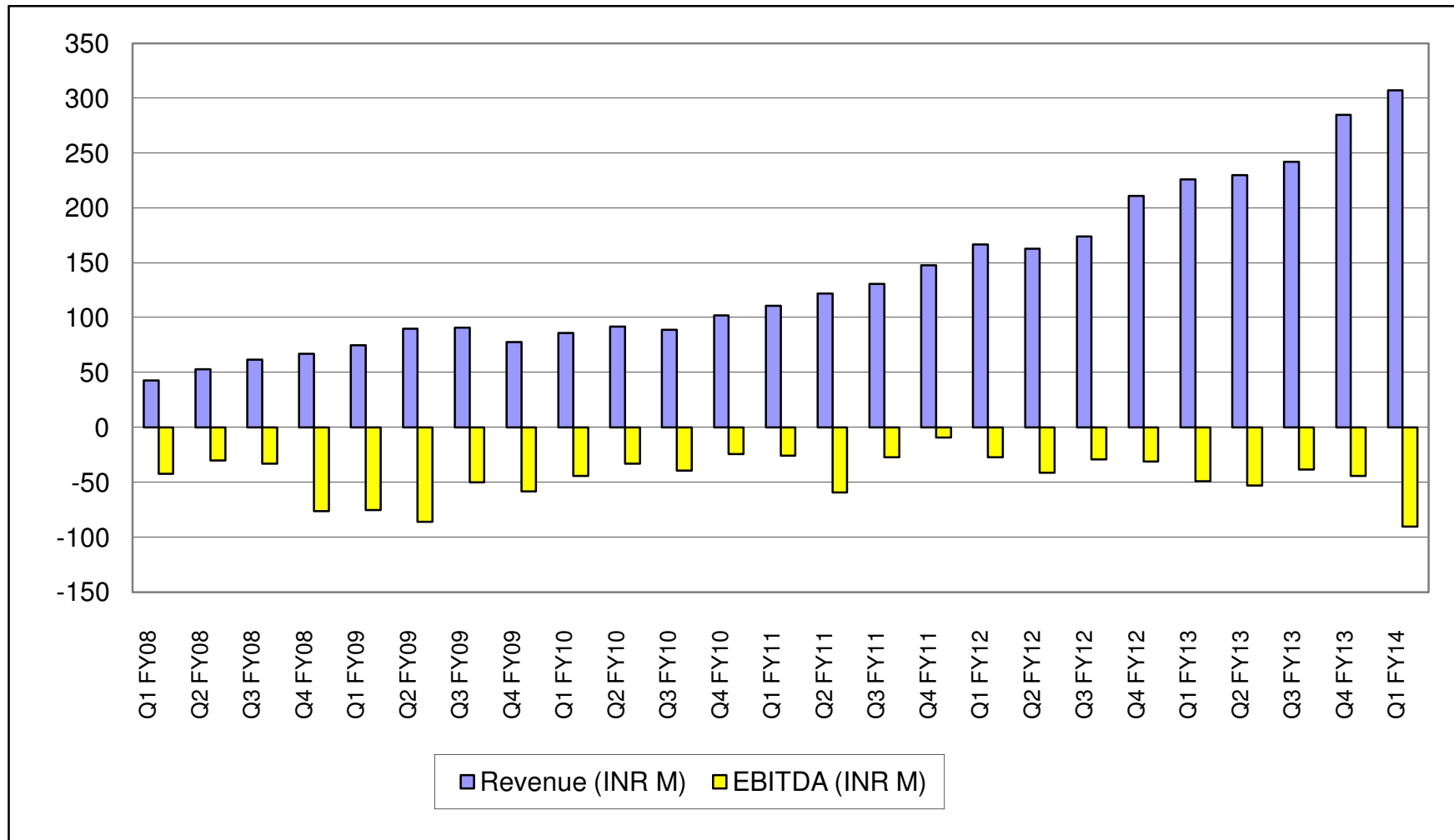
# Recruitment: Profitability had improved post 2008-09 slowdown



### Highlights

- Growth in recruitment revenue for last 12 quarters.
  - Slowdown in GDP in FY13 has impacted recruitment growth rate
  
- Revenues & margins which were impacted by economic slowdown in FY 09 were back on growth track from FY 10
  
- However, have declined in current slowdown
  
- Investments in product, technology and brand to continue

# Improving financial performance of Non Recruitment businesses



Losses have increased in Q1 FY 14 on account of increased investments mainly in people and advertising

---

# Investee Companies

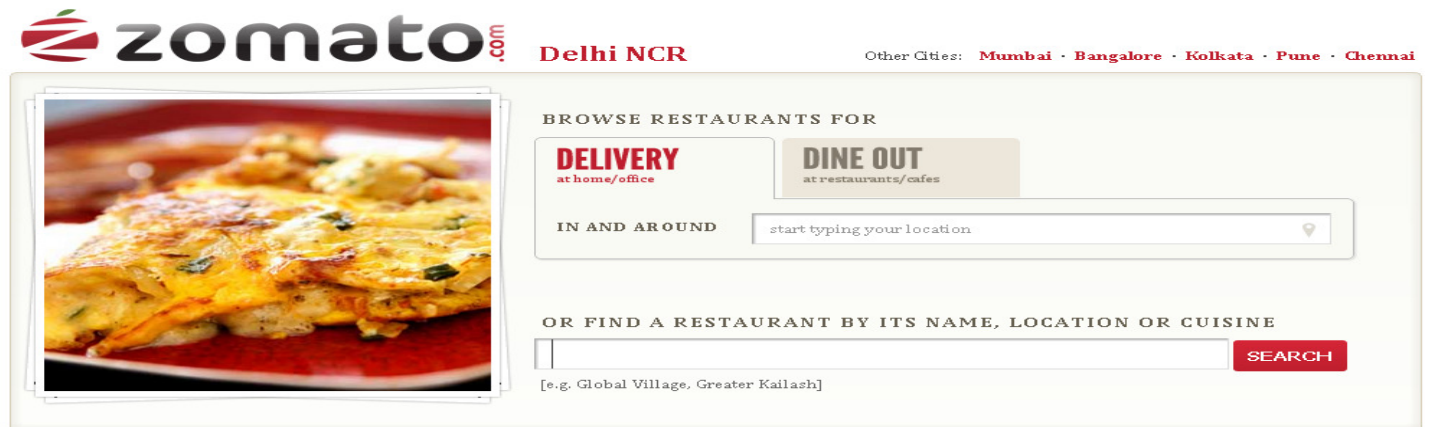
# Investee companies – amount invested and status

Rs in million

Investee Company	Website	Total amount invested	Approx. diluted and converted shareholding %	% of the total amount invested
<b>Active</b>				
Zomato Media Pvt Ltd.	<a href="http://www.zomato.com">www.zomato.com</a>	860	58%	30%
Applect Learning Systems Pvt Ltd.	<a href="http://www.meritnation.com">www.meritnation.com</a>	615	54%	22%
Etechaces Marketing and Consulting Pvt Ltd.	<a href="http://www.policbazaar.com">www.policbazaar.com</a>	325	32%	11%
Kinobeo Software Pvt Ltd.	<a href="http://www.mydala.com">www.mydala.com</a>	270	47%	10%
Canvera Digital Technologies Pvt Ltd.	<a href="http://www.canvera.com">www.canvera.com</a>	354	23%	13%
Happily Unmarried Marketing Pvt Ltd.	<a href="http://www.happilyunmarried.com">www.happilyunmarried.com</a>	50	25%	2%
<b>Sub Total</b>		<b>2474</b>		<b>87%</b>
<b>Written off/ provisioned for/ exited</b>				
Studyplaces, Inc.	<a href="http://www.studyplaces.com">www.studyplaces.com</a>	45	13%	2%
Ninety Nine Labels Pvt Ltd.	<a href="http://www.99labels.com">www.99labels.com</a>	285	47%	10%
Nogle Technologies Pvt Ltd.	<a href="http://www.floost.com">www.floost.com</a>	26	31%	1%
<b>Sub Total</b>		<b>356</b>		<b>13%</b>
<b>Total</b>		<b>2830</b>		<b>100%</b>



# Zomato.com



## Zomato

### NEWLY ADDED RESTAURANTS

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

### FEATURED REVIEWS

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



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

- Website operational
  - Restaurant menu's, ratings and reviews
  - Coverage of over 12 cities including Delhi, Mumbai, Bangalore, Pune, Hyderabad
  - Launched in UAE, Sri Lanka, UK, Qatar, Philippines, South Africa
  - Revenues from advertising and lead sales
  - Events (ticketing)

- Experienced team

- Large addressable market

- Invested ~INR 860 mn for ~ 58% stake

# Meritnation.com

Call us at 1-860-5005556 or 011-40705070

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Correspondence Test Pack: The correspondence test pack has been carefully designed to help students prepare thoroughly for their exams

Demos & Samples | Explore Meritnation

## Applect

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

- Direct to consumer freemium model
- Provides free solutions mainly for mathematics and science for standard 6 to 12 of popular national curriculum's viz. CBSE and ICSE.
- Some State Board's curriculum added.
- Paid product for online assessment and teaching solutions
- Test prep product launched for engineering and medical entrance examinations

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

- Large addressable market.

- Invested INR 615 mn for a ~54% stake

# Policybazaar.com

A naukri.com group venture

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

Happy Republic Day  
policybazaar.com  
Insurance compare kiya?

To Book your Policy  
Call 0124 457 67 77

Life Insurance | General Insurance | Money | Utilities

**'Your service is great and I loved the convenience value'**  
Varun Bhatia, Hyderabad

**Car Insurance**  
Compare & save upto 55%  
Compare

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

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

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

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

**Term Life**  
Your family needs this  
Compare

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

**Utilities**  
Broadband, Mobile DTH  
Compare

**PRODUCT OF THE MONTH**  
Anmol Jeevan  
Get the best term plan  
LIC

**SPECIAL OFFERS**  
Presenting Aviva LifeShield Advantage  
Protect your Family  
Get back your premiums  
Additional protection against Permanent Total Disability\* or 18 Critical Illness\*  
know more  
AVIVA Life Insurance

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

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

## Etechaces

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

- Experienced team
- Large market with annuity income
- Invested INR 325 mm for a ~32% stake
- Intel Capital and Inventus co-investor's

# Mydala.com

The screenshot shows the Mydala.com website interface. At the top, the logo 'mydala' is displayed with the tagline 'Daily Deals for Mumbai' and 'We Bargain. You Gain.' Below the logo is a search bar and a 'Search' button. A navigation bar contains links for 'today's deal', 'travel deals', 'pan india deals', 'Login', 'log in', and 'sign up / redeem'. A secondary navigation bar includes 'share this deal' with social media icons and 'invite friends and earn money'. The main content area features a deal for 'Pay Rs 175 for Unlimited rides & games at Orama Krazy Kingdom or Orama Carnival Street. It's time for a Krazy Carnival!!'. The deal is accompanied by images of the amusement park. A 'buy now ₹ 175/-' button is prominent. Below the button, a table shows the deal's value, discount, and savings. A progress bar indicates that 34 deals have been bought. A countdown timer shows 'time left to buy 46 : 29 : 58'. To the right, there is a section for 'All India Deal' featuring a Black Elemente Android 701 Tablet. Below that, a 'today's side deals' section is visible.

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

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

share this deal | invite friends and earn money

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

**buy now ₹ 175/-**

Value	Discount	Savings
	71%	

34 bought

Deal is Live!  
Deal went Live with 5 bought

time left to buy 46 : 29 : 58

Rate this Deal

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

**BLACK elemente 701 TABLET**

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

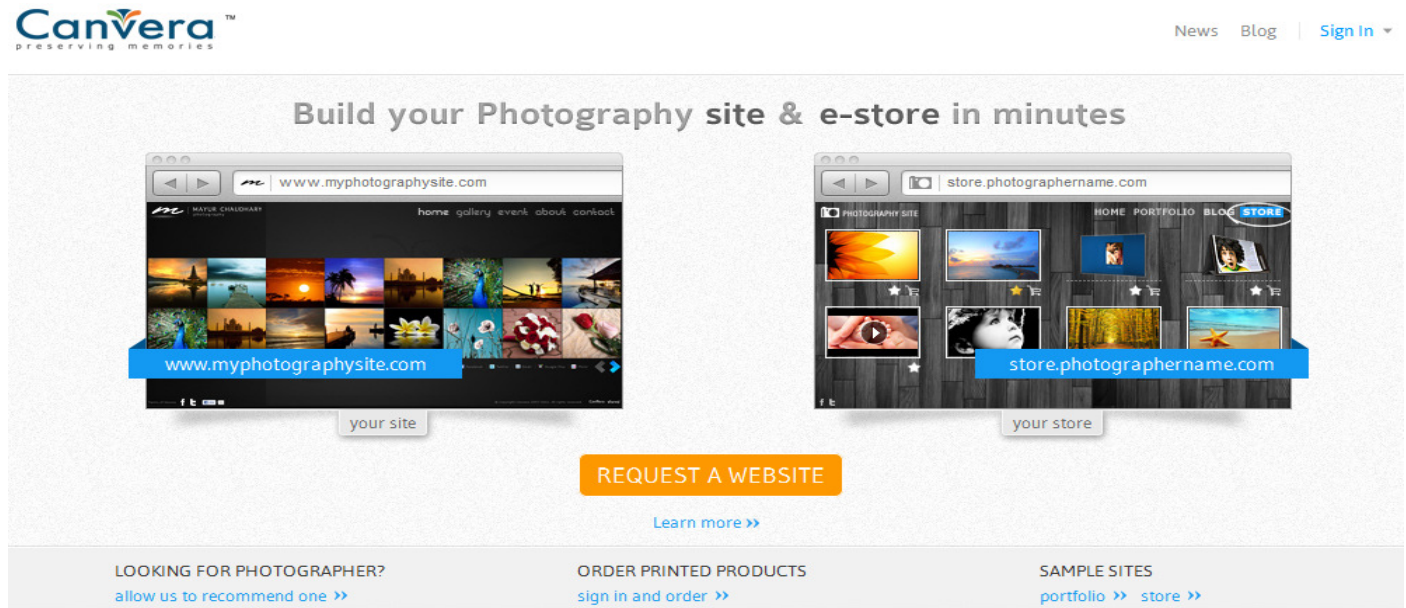
**today's side deals**

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

## Mydala

- Website operational
  - A site offering discount offers/ deals/ do-it-yourself platform for merchants
  - Revenues from commissions from merchants
  - Revenues from mobile
- Experienced team
- Large addressable market
- Invested INR 270 mn for ~47% stake

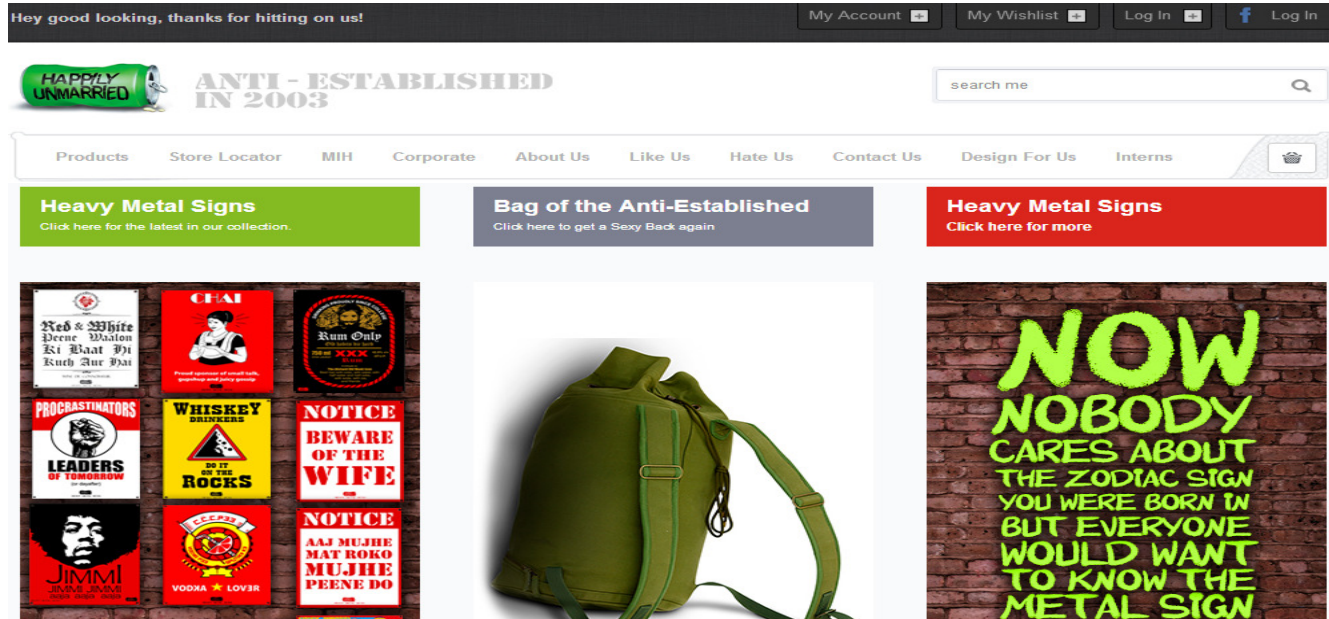
# Canvera.com



## Canvera

- Website operational since 2008
  - Solutions for professional photographers
    - Ready to use website, software and workflow for managing photographs, designing and printing quality photo books/ albums
  - Revenues from sale of printed photo books /albums
- Experienced team
- Expertise in digital imaging/ printing
- Large addressable market
- Invested INR 354 mn for ~23% stake
- May additionally purchase some secondary

# Happilyunmarried.com



Happily  
unmarried

- Website operational
  - Revenue from design and sale of fun quirky creative products

- Experienced team

- Large addressable market

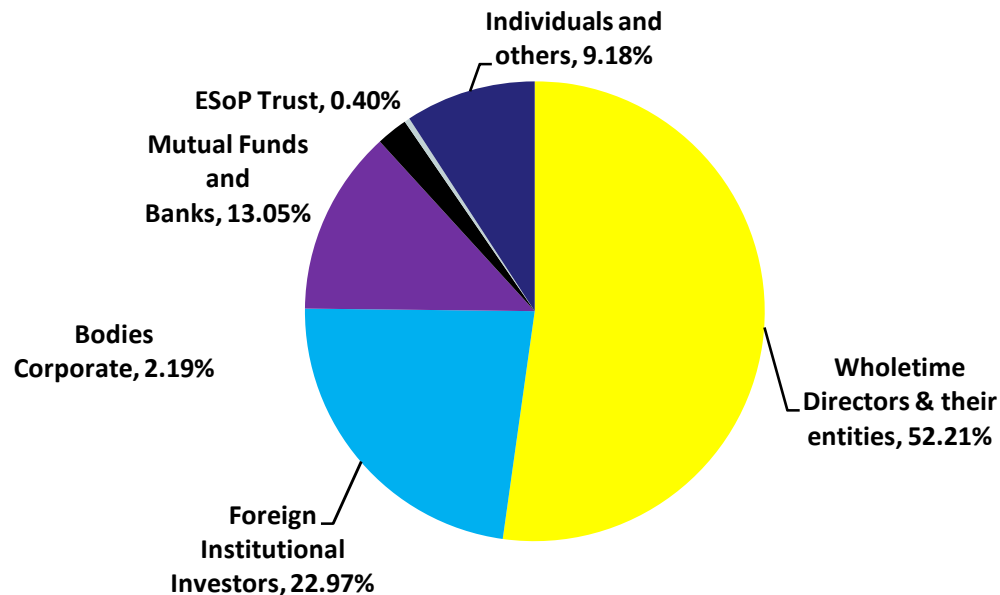
- Invested INR 50 mn for ~25% stake

- May additionally purchase some secondary

---

# Shareholding and Board

# > 50% share-holding with the Founding management group and ~23% with FIIs



HDFC Mutual Fund	5.34%
Reliance Mutual Fund	3.84%
Matthews	3.45%
Equinox	2.99%
Small Cap World Fund Inc (Capital Group)	2.89%
SBI Mutual Fund	1.97%
T Rowe Price	1.84%
FID Funds	1.73%
First State Asis Pacific Fund	1.45%
Ward Ferry Management	1.33%
DSP Blackrock Mutual Fund	1.13%

Founders committed to growing the company



# Board of Directors

## Whole time

### Sanjeev Bikhchandani (50)

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

### Hitesh Oberoi (41)

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

### Ambarish Raghuvanshi (51)

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

## Non Executive

### Kapil Kapoor (48)

Chairman & Non Executive  
Director  
  
B.A.Econ, PGDM IIM-A  
  
Previously COO (Global  
Business Development),  
Timex Group

## Independent

### Saurabh Srivastava (67)

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

### Arun Duggal (66)

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

### Ashish Gupta (46)

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

### Naresh Gupta (46)

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

### Bala Deshpande (46)

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

# Investor Relations Contacts

---

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Designation	Group President - Finance and CFO	EVP - Corporate Finance
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