

Info Edge (India) Limited

India's internet classifieds company

Aug, 2015

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All figures mentioned are for Info Edge (India) Ltd. as a standalone entity and are as of June 30, 2015 or for the quarter ended June 30, 2015, unless indicated otherwise

Q1 FY16 or Q1 FY15 - 16 means the period April 1, 2015 to June 30, 2015

FY16 or FY 15-16 or FY 2016 means the Financial Year starting April 1, 2015 and ending March 31, 2016

INR M means Indian Rupees in million

Our online businesses



India's no. 1 jobsite
Division of Info Edge



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



Job site focused on the
Gulf market



India's leading real estate site
Division of Info Edge



India's leading education listings site
Division of Info Edge

Strategic investments



zomato.com

India's leading restaurant ratings and review site
Shareholding ~50%*



meritnation.com
school made easy

India's leading education site for school children
Shareholding ~59%*



mydala.com
We Bargain. You Gain.

Deals and discounts site with a merchant platform
Shareholding ~45%*



policybazaar.com[®]
compare kiya kya?

India's leading financial products comparison site
Shareholding ~18%*



Canvera™
preserving memories

India's leading site for professional photographers
Shareholding ~36 %*



Designing and selling fun products
Shareholding ~37 %*

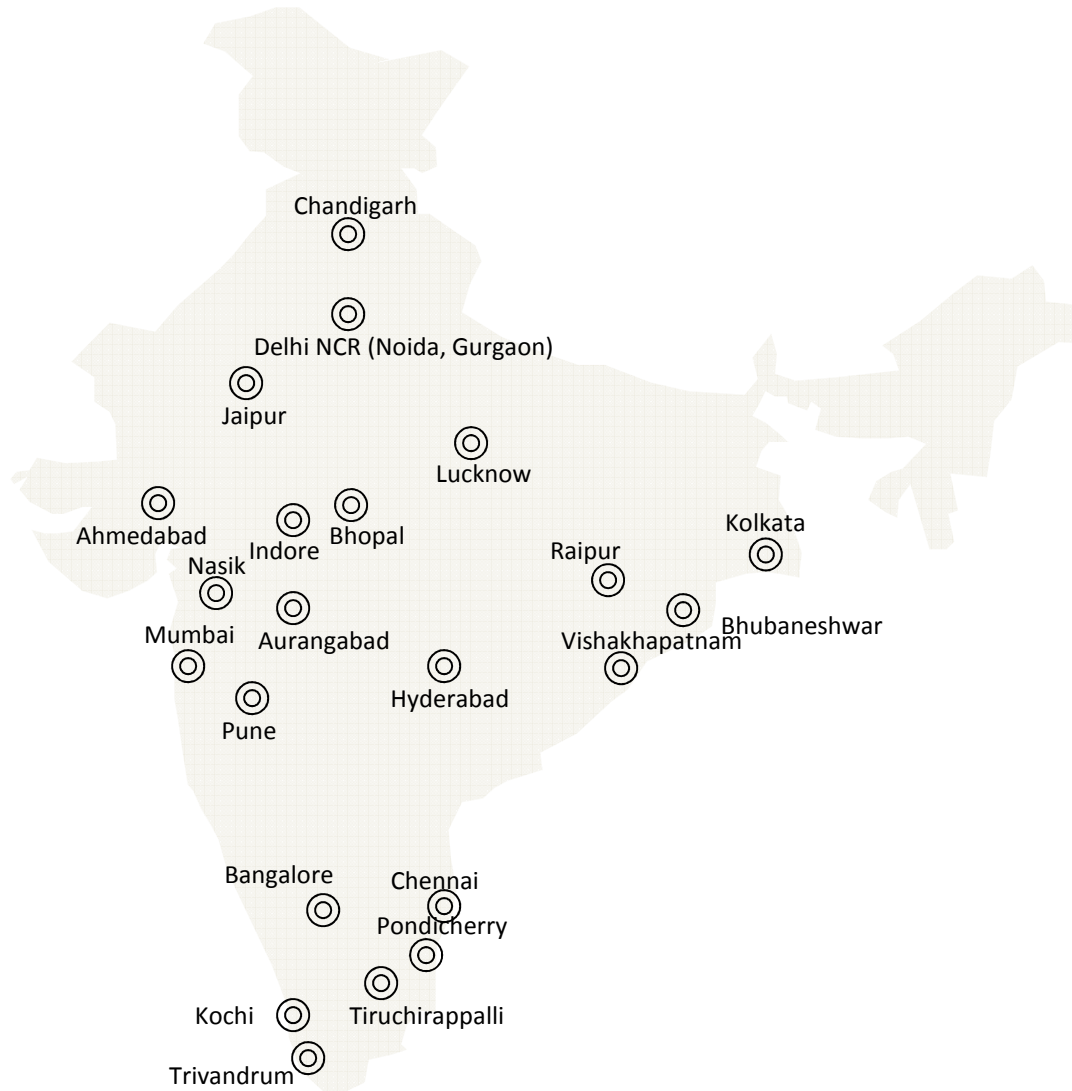
* Approximate shareholding on fully disbursed and converted basis, held directly or indirectly (through subsidiaries, associates or affiliates) as of July 31, 2015

Our brands are market leaders

- Internal businesses
 - Naukri
 - 99acres
 - Shiksha
- Strategic investments
 - Zomato
 - Policybazaar
 - Meritnation
 - Canvera
 - Mydala

Nationwide sales/customer interface infrastructure

Info Edge sales offices illustrative map



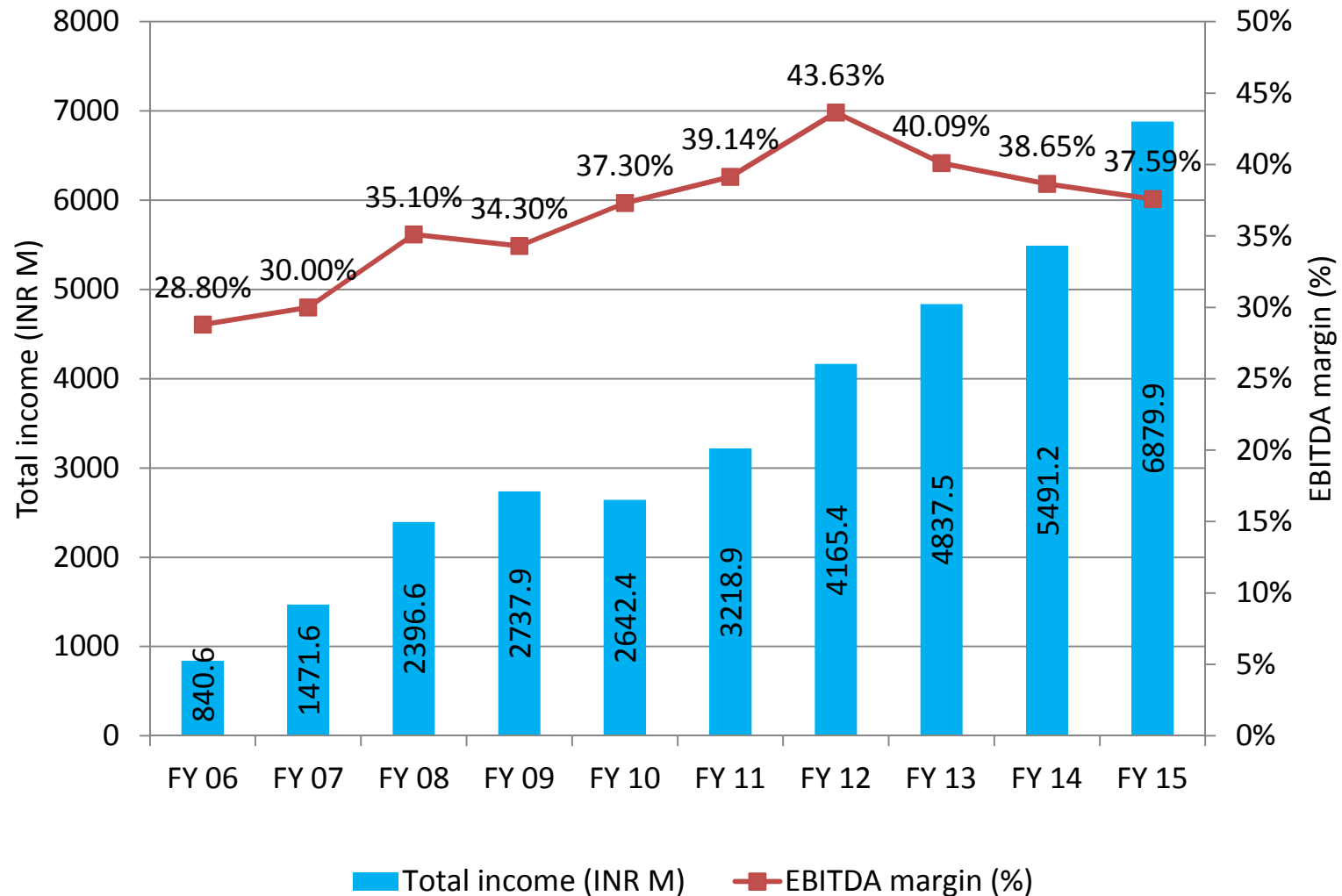
Key Observations

- Nation wide coverage through 62 company branch offices in 43 cities in India
- ~ 2780 sales/ servicing/ client facing staff or 69% of the company's* workforce of ~4049
- Only “dot com” player with this kind of sales organization

* Including allcheckdeals, a wholly owned subsidiary

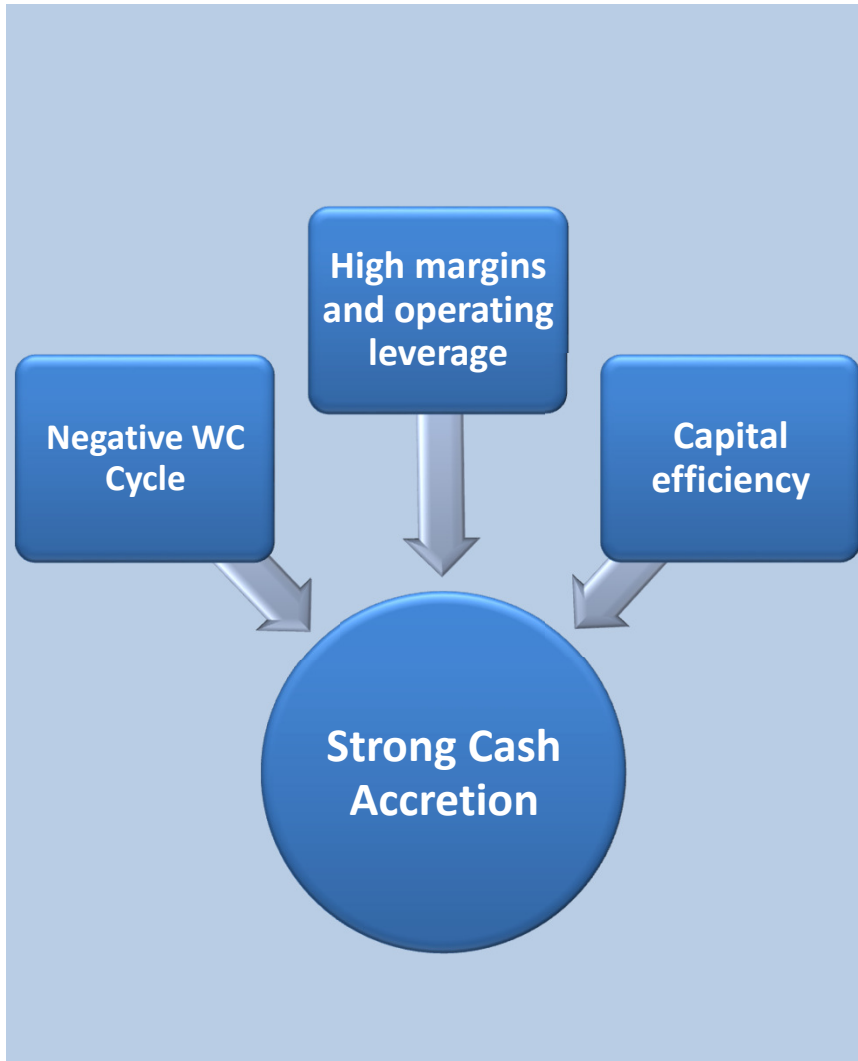
Strong financial performance track record

Total Income and EBITDA margin for the standalone entity, 2006 – 2015

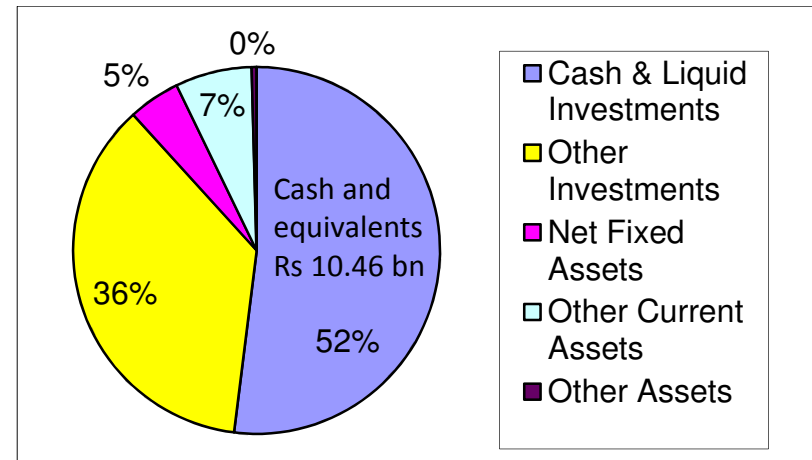


Margins could decline in FY 16 on account of continued investments in 99 acres

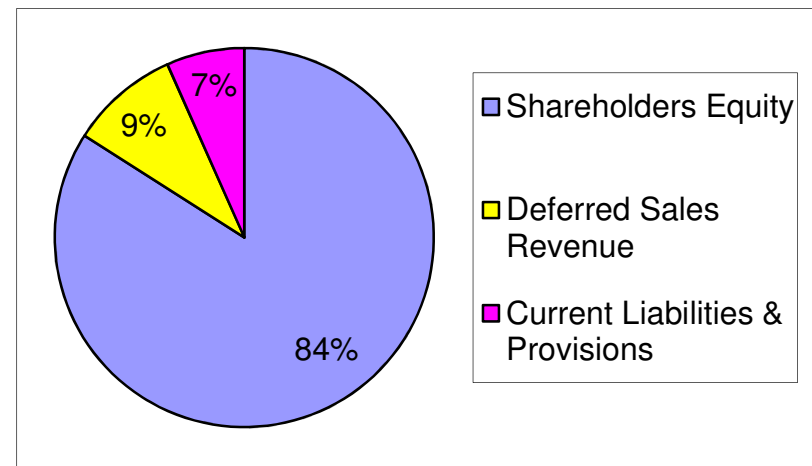
Capital efficiency, high EBITDA margins and negative working capital have led to a strong balance sheet



Assets



Liabilities



As of June 30, 2015

Board of Directors

Whole time

Sanjeev Bikhchandani (52)

Founder and Executive Vice
Chairman

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

Previously with GlaxoSmithKline

Hitesh Oberoi (43)

Managing Director and CEO

B.Tech IIT Delhi,
PGDM IIM-B

Previously with HLL (Unilever)

Chintan Thakkar (48)

Director and CFO

Chartered Accountant
Previously with Computer
Associates, India

Non Executive

Kapil Kapoor (50)

Chairman & Non Executive
Director

B.A.Econ, PGDM IIM-A

Previously COO (Global Business
Development), Timex Group

Independent

Saurabh Srivastava (69)

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

Arun Duggal (68)

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

Bala Deshpande (49)

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

Naresh Gupta (48)

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

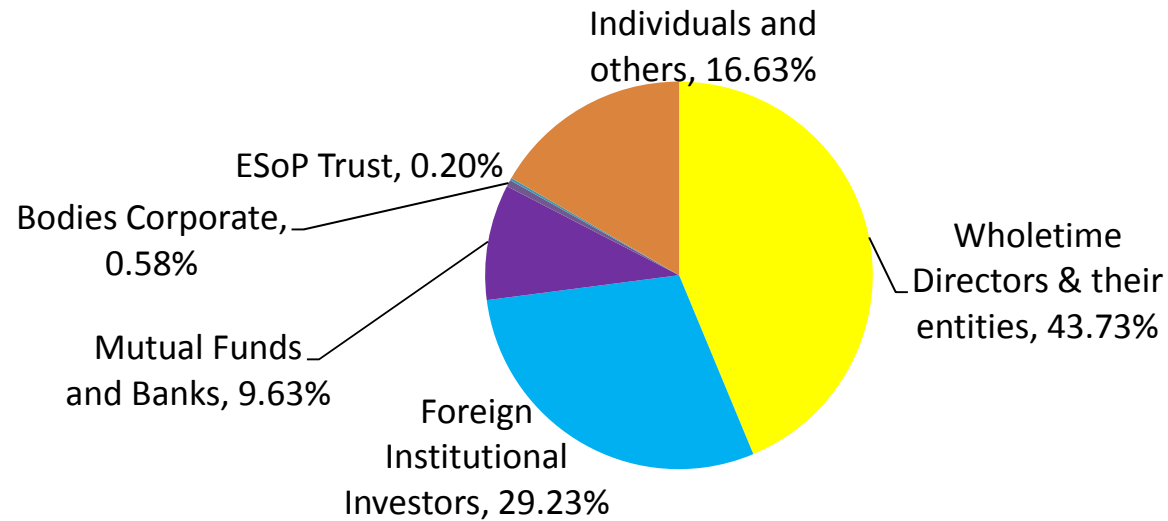
Sharad Malik (51)

Independent Director
B Tech IIT-D, MS, PhD, University
of California
Chair-(Deptt. of Electrical
Engineering), Princeton University

Corporate governance

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

~44% shareholding is with the Founding management group and ~29% with FIIs (as of June 30, 2015)



HDFC Mutual Fund	3.34%
Nalanda India Equity Fund	3.20%
Aranda Investments (Mauritius) Ltd.	2.72%
Matthews	2.55%
Reliance Mutual Fund	2.47%
Amansa Holdings Pvt Ltd.	2.24%
FIL Investment (Mauritius) Ltd.	1.35%
Axis Mutual Fund	1.14%
WF Asian Smaller Companies Fund	1.14%
Emerging Markets Growth Fund Inc	1.07%
Capital Group	0.92%
T Rowe Price	0.79%

Founders committed to growing the company

Total number of issued and paid up shares of Rs 10 each are 120.41 million (post 1:1 bonus in Sept, 2010, 1:1 bonus in Jun, 2012 and dilution (QIP) in Sept, 2014)

Naukri

All Jobs

IIT/IIM Jobs

Govt. Jobs

International Jobs

Skills, Designations, Companies

Location

Experience ▾

Salary ▾

Search

Advanced Search

Enter Email ID to Register

Create Password

I agree to the [Terms and Conditions](#)

Post your CV

Browse Jobs

All Jobs

Jobs by Company

Jobs by Category

Jobs by Location

Jobs by Designation

Jobs by Skill

JOIN HCL

VIVO

 **Cognizant**

**IndiGo IGT ITQ
IGH IGAT**

click to apply

Get best matched jobs on your email. No registration needed

Create a Job Alert

Top Employers



Best Places to Work

All Sectors

Information Technology

Manufacturing

Services

Information Technology

ION Trading

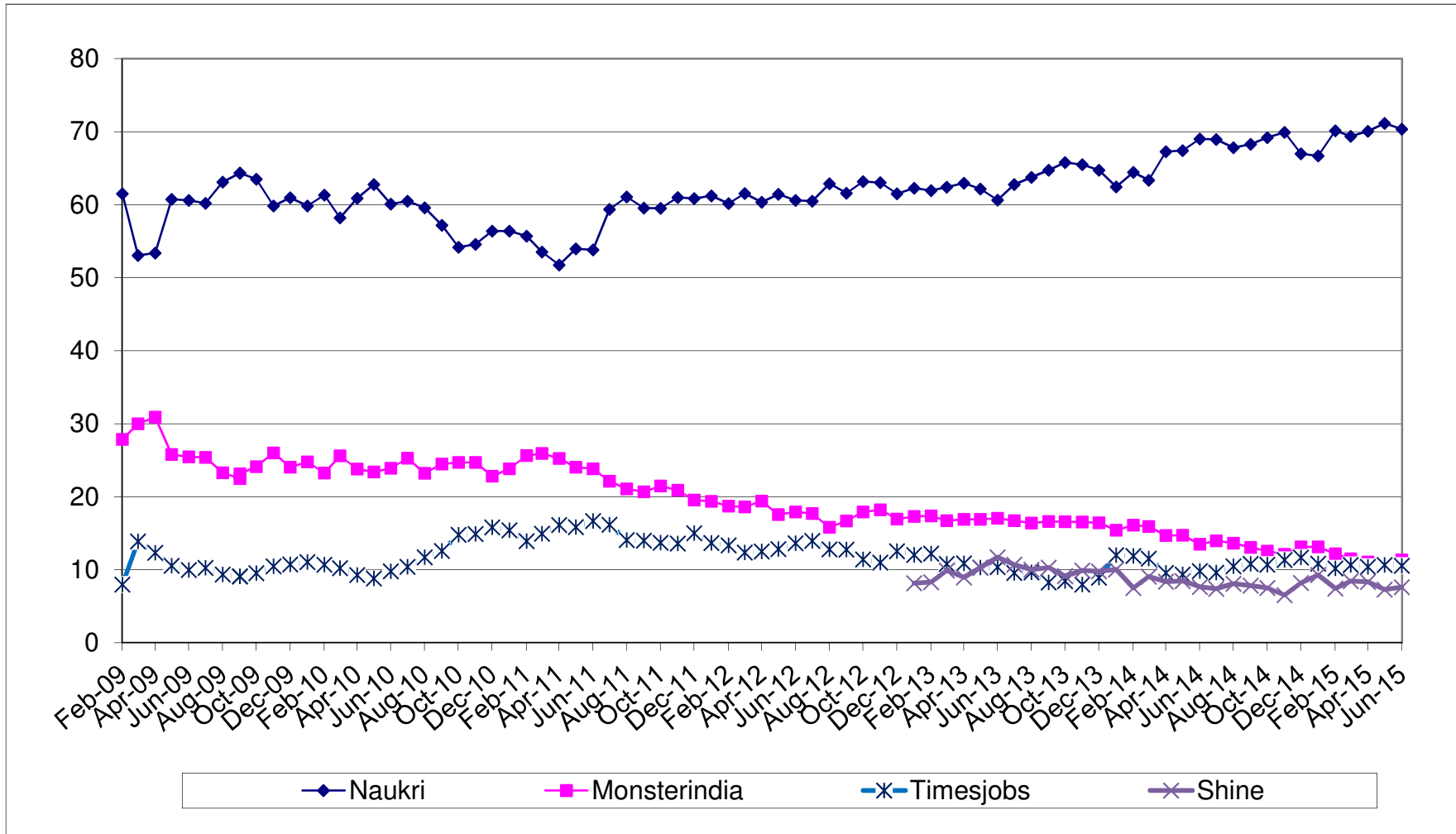
SRL Limited

naukri
FASTFORWARD
Speed Up Your Career

Naukri is the dominant leader in the online job market

- Over 70% traffic share in Q1 FY 15-16 (Source : comScore)
- 180,000+ jobs and 42 million resumes on the site
- In Q1 FY 15-16
 - 12,600+ avg. resumes added daily
 - 166,000+ resumes modified daily
 - Typically between 650,000 and 850,000 resume searches daily
 - 6 to 8 million resume contacts by recruiters daily
 - Over 26,000 job seekers availed premium services
- 33,700 clients in Q1 FY 15-16 vs 31,000 in Q1 FY 14-15
- 57,500 clients in FY 14-15 vs 51,000 clients in FY 13-14

Dominant traffic share

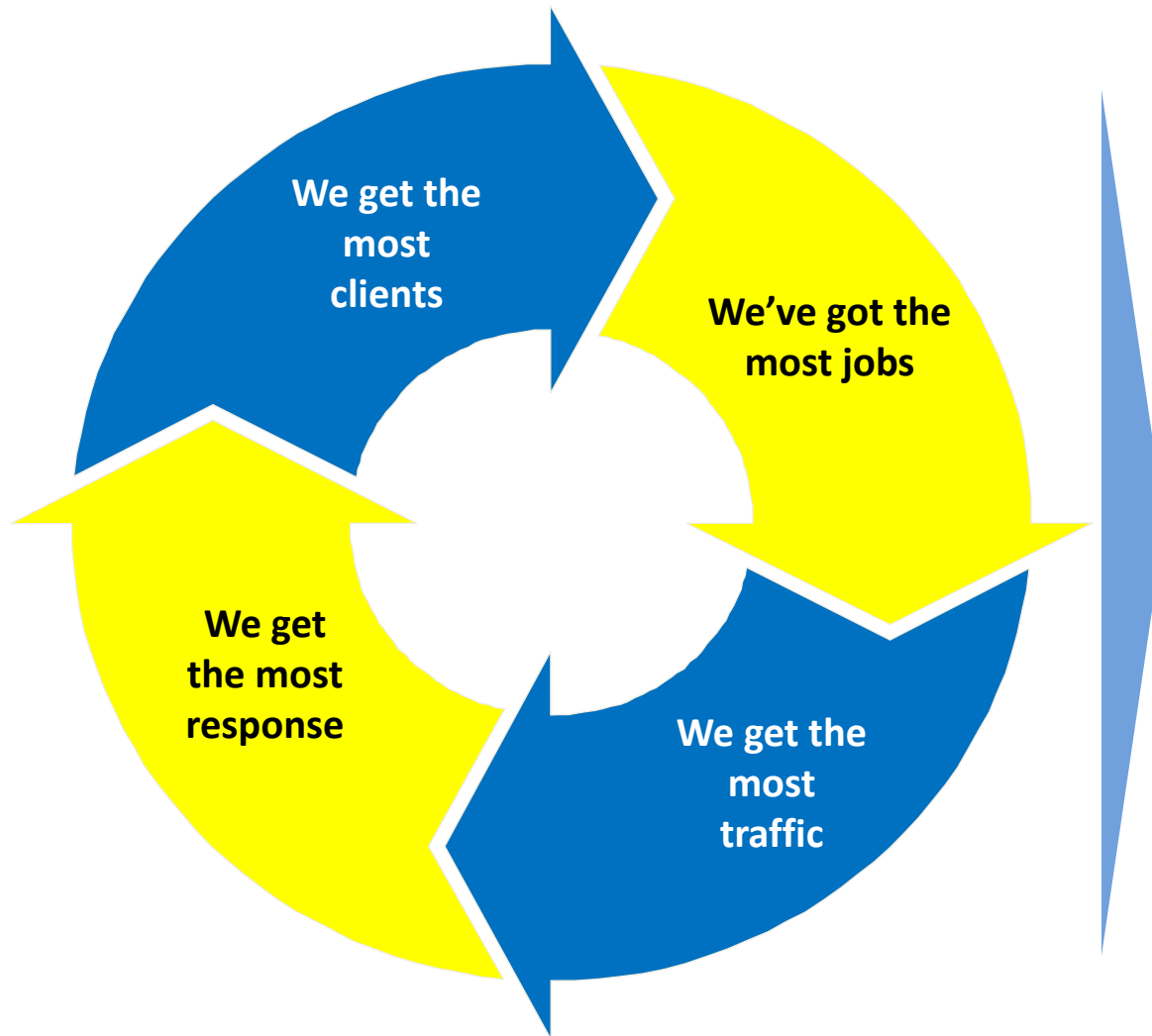


Source: comScore (excludes traffic from mobile and tablets)

Above chart excludes LinkedIn since traffic may not pertain to jobs

~54% of the total sessions for Naukri, in Q1 FY 15-16, through mobile, Source : Google Analytics

Naukri is a business of the virtuous circle



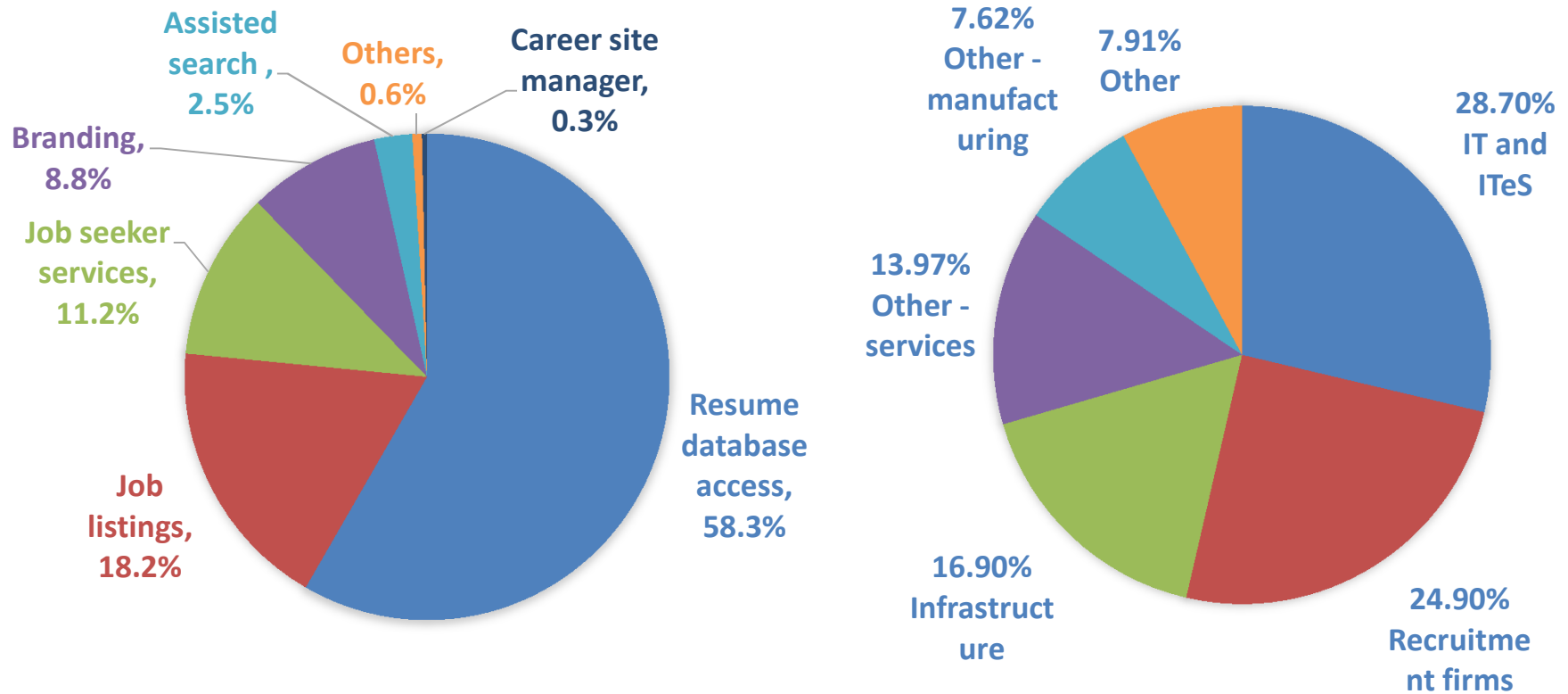
Benefits

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

Revenue sources in FY 14-15

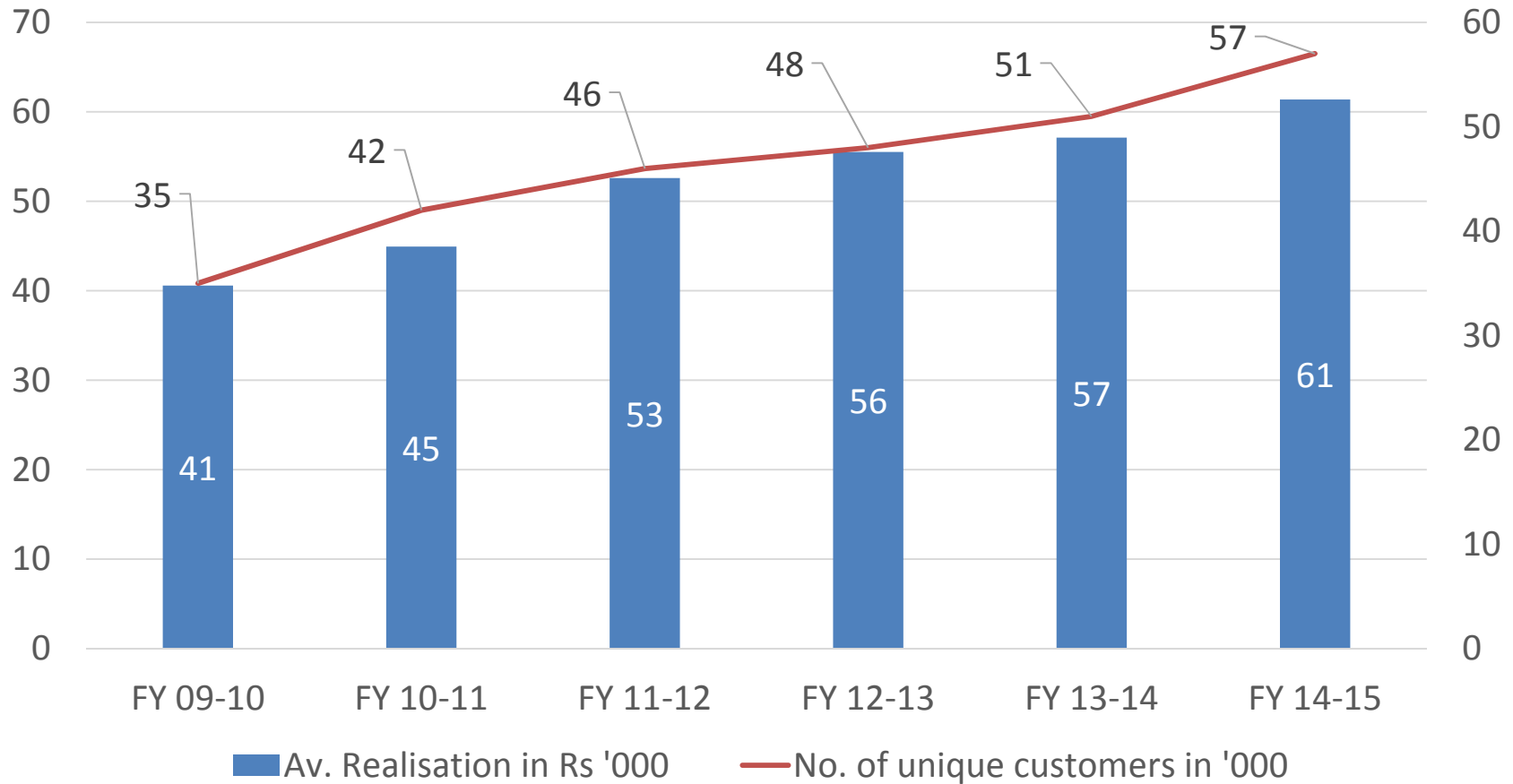
- B2B revenues about 90% (from Recruiters)
 - Resume database access
 - Job listing (response management)
 - Employer branding (visibility)
 - Career site manager
 - Others - Resume short listing and screening, campus recruitment
 - Non recruitment advertising (other than for jobs)
- B2C about 10%
 -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

Breakup of revenue by product type and industry in FY 14-15



Assuming 50% of the revenue from Recruitment firms is from IT industry, then IT and ITeS is about 40%

Revenue per client



Strategy

New products for recruiters

- Career site manager, response management tools and applicant tracking system
- Employee referral tool
- Recruiter profile

Mobile

- App for Android, iOS
- HTML5 site

Superior search

- Semantic search
- Job seeker experience better and faster
- Use of analytics to improve matching

Customer service

- Responsive customer service
- Solution based approach

Products/ features launched in FY 14-15

Career site and Response management

- Powers career site for recruiters and corporates
- Helps manage responses from various sources

Recruiter profile

- A Recruiter can create a personal profile on Naukri website
- Job seekers can choose to follow him/ her

Referral hiring

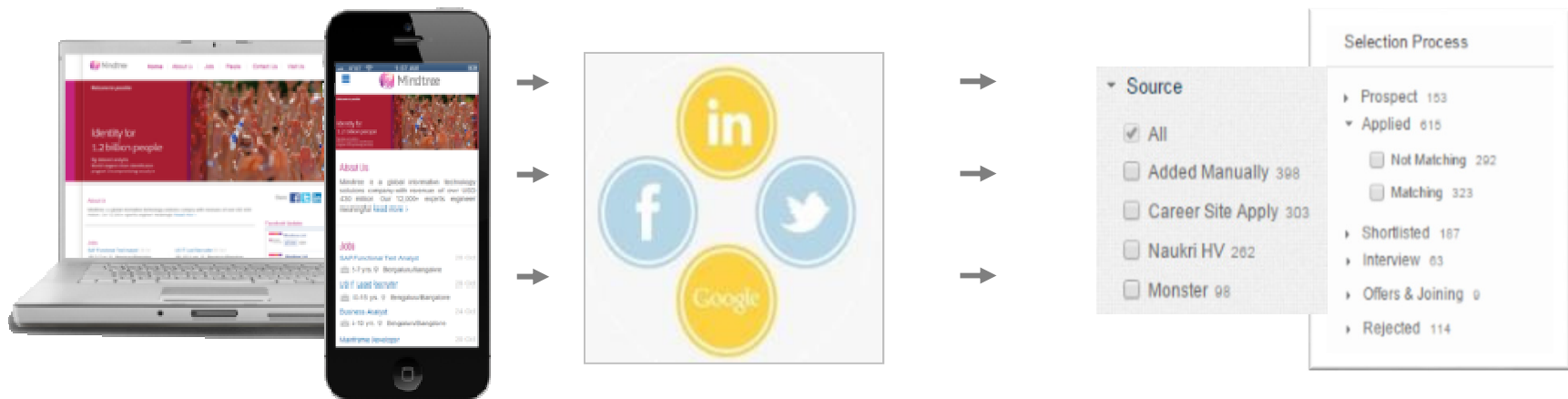
- A job posted on Naukri can be propagated to a employee's social networks
- Employee has to merely click buttons in a mail

Semantic search

- Better search results for job seekers
- Improved and optimized based on searches by recruiters

Career site manager (CSM)

Helps power the career tab of a corporate website and manage response



Career Link on website

+ Mobile ready career site

Social Recruiting

+ Search Engine Optimization

Application Tracking System

+ Searchable CV database

Sold to over 1300 recruiters (including corporates) in FY 14-15

Additional capabilities and features being added and variants launched

Few clients of CSM

MARKS &
SPENCER

 **IKYA**
THE POWER OF BEING ONE

 **XL Dynamics**
Solutions Unlimited



 **CareerNet**
CONSULTING

MetricStream

NIIT


**INVESTORS
CLINIC**
Property • Peace • Prosperity



**JUBILANT
FOODWORKS**

 **alp consulting**
Happy people. Better productivity.

Network 18

PAYU

 **Fortis**

 **MSN**
LABORATORIES LTD.

 **MAX
LIFE**
INSURANCE

 **BRITANNIA**
Eat Healthy. Think Better

 **HDFC**
STANDARD LIFE

 **tsi**
GLOBAL COMPANIES

**Tech
Mahindra**

BAJAJ | Allianz

 **Mindtree**

 **Adecco**

AON Hewitt

 **NH**

 **lifestyle**
YOUR STYLE. YOUR STORE.

 **Dabur**

Mobile an important source of traffic

About 54% sessions in Q1 FY 15-16 (vs 50% sessions in Q4 FY 14-15) from mobile

Android app

25% of total Naukri sessions

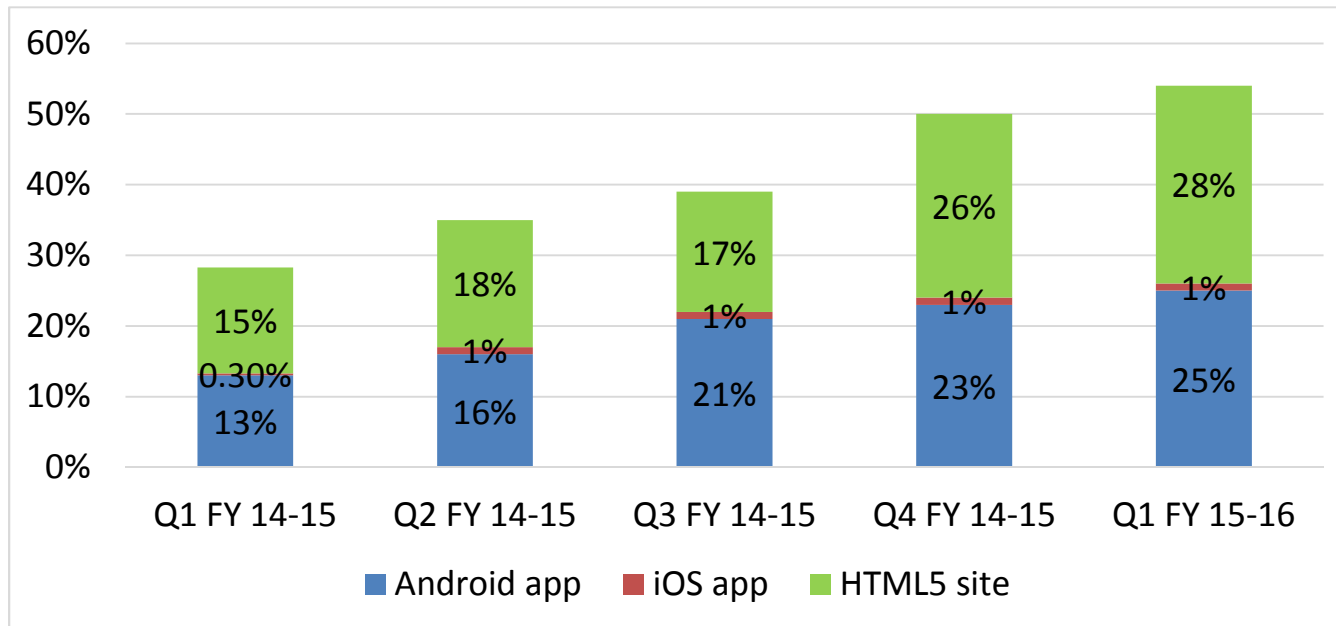
iOS app

1% of total Naukri sessions

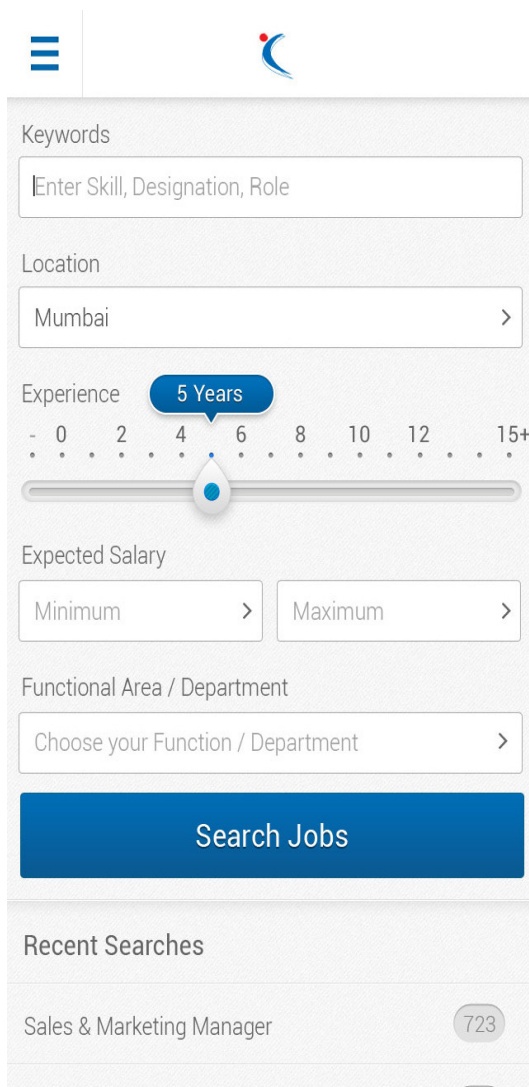
HTML5 site

28% of total Naukri sessions

Trend over five quarters



The App and HTML5 site



Keywords
Enter Skill, Designation, Role

Location
Mumbai

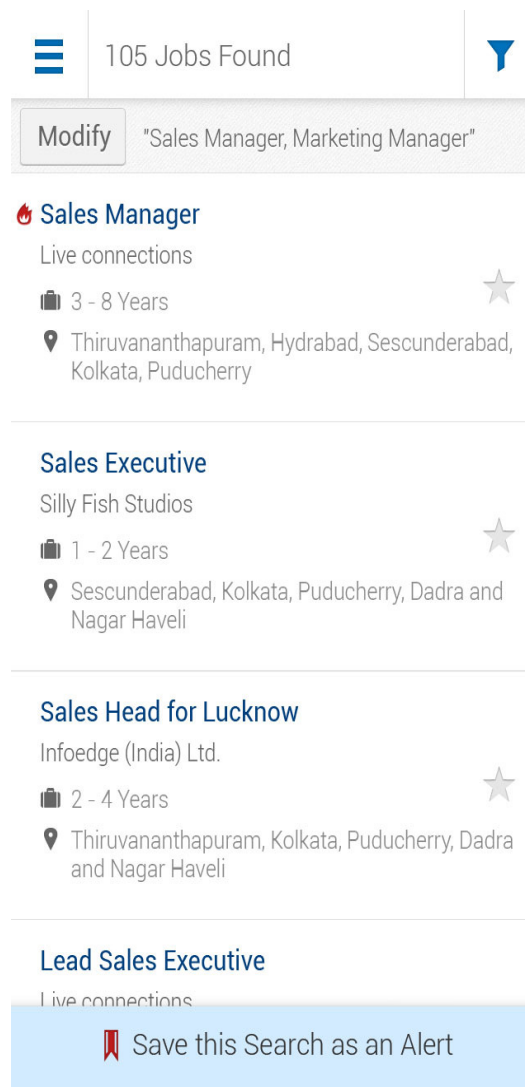
Experience
5 Years
- 0 2 4 6 8 10 12 15+

Expected Salary
Minimum Maximum

Functional Area / Department
Choose your Function / Department

Search Jobs

Recent Searches
Sales & Marketing Manager (723)



105 Jobs Found

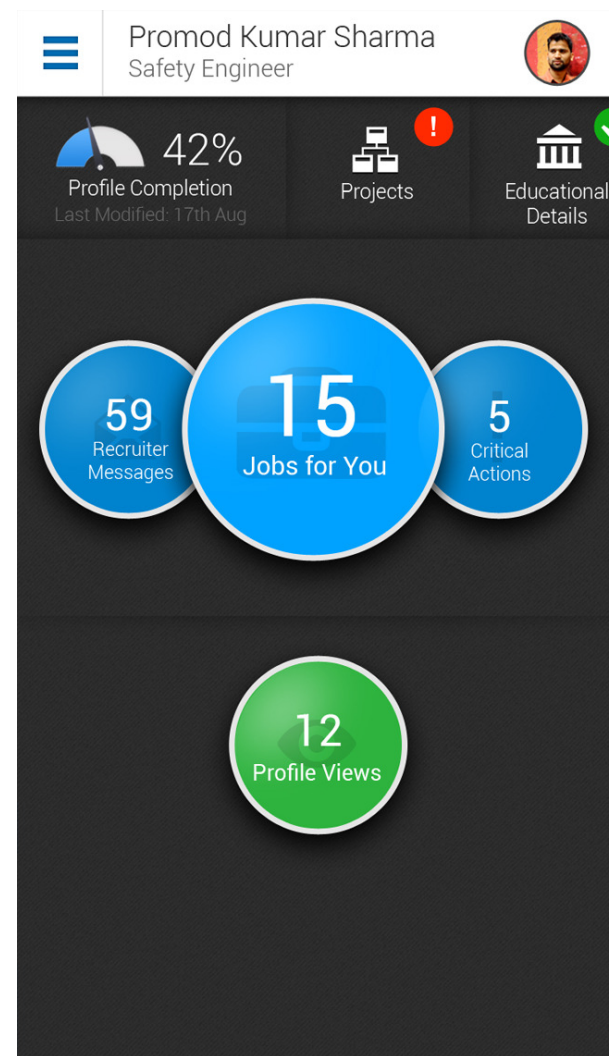
Modify "Sales Manager, Marketing Manager"

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

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

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

Lead Sales Executive
Live connections
Save this Search as an Alert



Promod Kumar Sharma
Safety Engineer

Profile Completion 42%
Last Modified: 17th Aug

Projects

Educational Details

59 Recruiter Messages

15 Jobs for You

5 Critical Actions

12 Profile Views

Competition

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

Some international job sites

Name of the website	Revenue	No. of profiles/resumes in mn	No. of unique clients	Approx Market Cap
51job.com* (China)	USD 305 mn	75	338,000	USD 1.90 bn
Seek.com^ (Australia)	AUD 241 mn	4.2	-	AUD 5.52 bn
Recruit# (Japan)	@JPY 12,999 (in 100 million)	-	-	JPY 2.21 tn
Info Edge# (Recruitment)	INR 4448 mn	41	57,000	INR 100 bn (for the company)

* Annual report/ presentation for year ended December 31, 2014

^ Domestic revenue from Australia as per annual report / presentation for year ended June 30, 2014

financial nos./ presentation for year ended March 31, 2015

@ of which about 23% from recruitment

As of March 31, 2015, 1 USD = 1.31 AUD = 119.96 JPY = INR 62.33

99acres

Buy Resale Projects Rent Commercial Dealers Deals

All Residential ▾ Type Location or Project/Society or Keyword

MAP SEARCH SEARCH

VERIFIED
PROPERTY LISTINGS

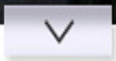
 VERIFIED

Actual Property Images
Genuine Contact Details



Property Gallery

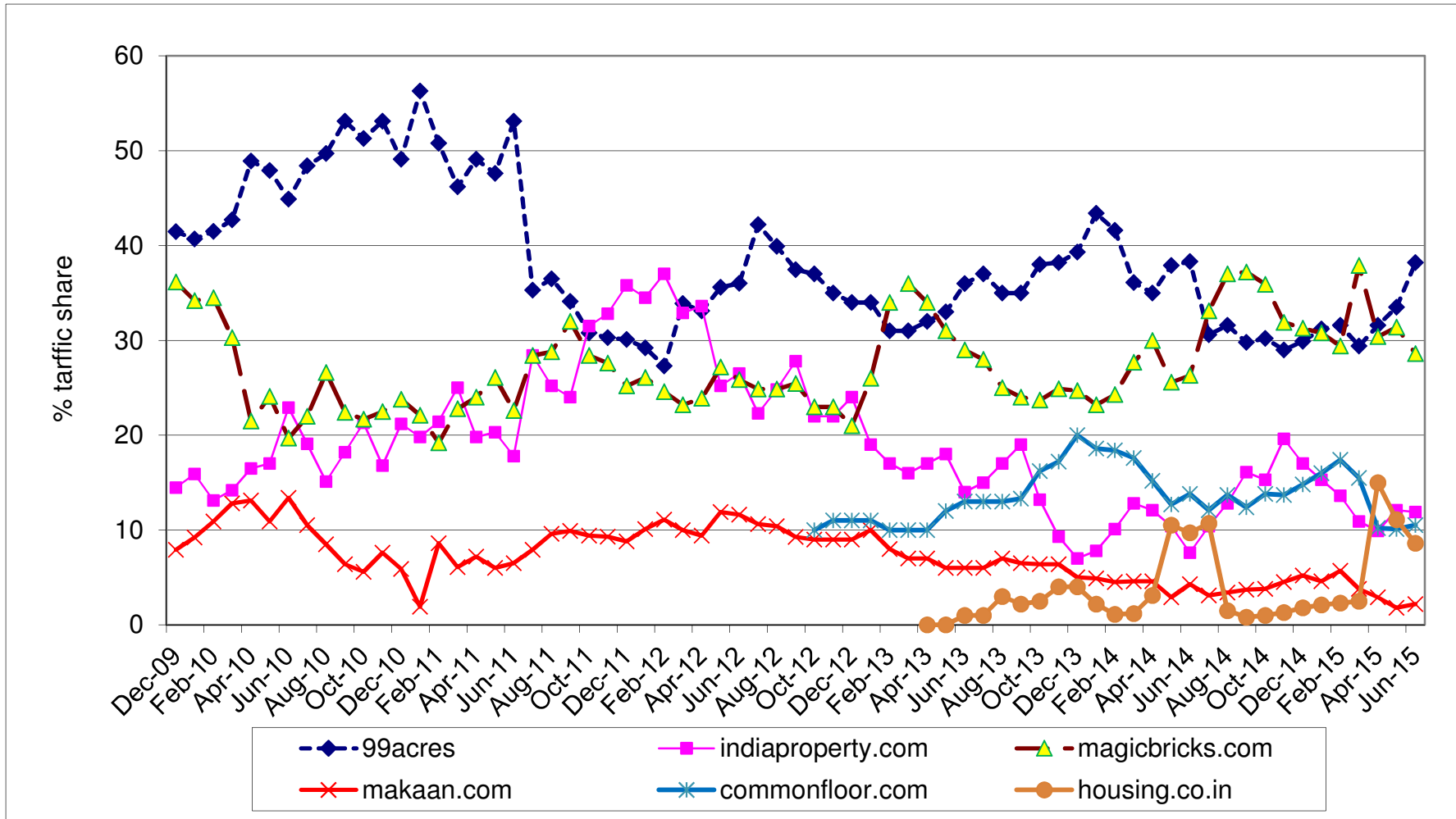
Featured New Projects



Online real estate business - India

- Real estate estimated to be the largest advertising category in print
- Our estimate of spend on online real estate portals was INR 3.0 bn in FY 14-15
- 99acres, a leader amongst 6 players
 - Google and local classifieds sites (like olx and quikr) also compete for this market
- Access through mobile increasing

Traffic share – Evolving in to a two horse race



Source : comScore.com (excludes traffic from mobile and tablets)

Change in traffic share around June, 2011 on account of tagging of site/ change in methodology by comScore

~45% of the total sessions for 99acres, in Q1 FY15-16, through mobile. Source : Google Analytics

99acres business model



Revenue Model

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

Some approx. numbers for 99 acres

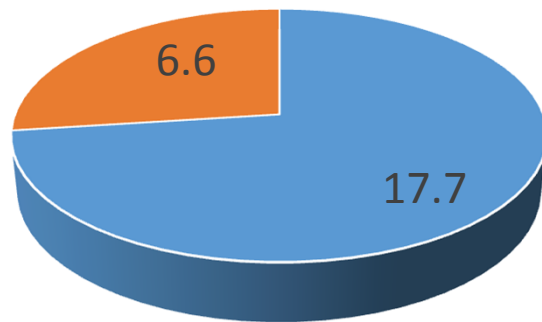
(as of July 21, 2015)

- **Total projects 1,05,000** (under construction or ready to move in)
- **Total listings were 8.40 lac of which owner listings were 2.60 lac**
 - Residential 7.38 lac
 - Commercial 1.02 lac

Since end April/ early May, 2015 project listing stays live for 4 months (vs 2 months earlier) and rental listing for 2 months

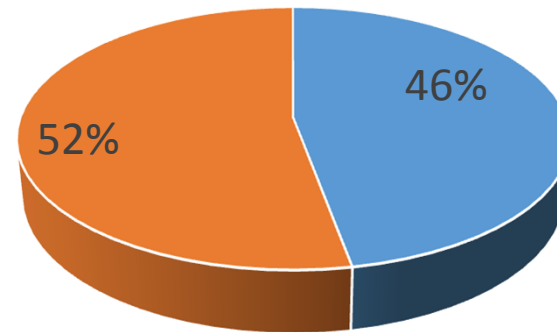
In FY 14-15

No. of customers in '000



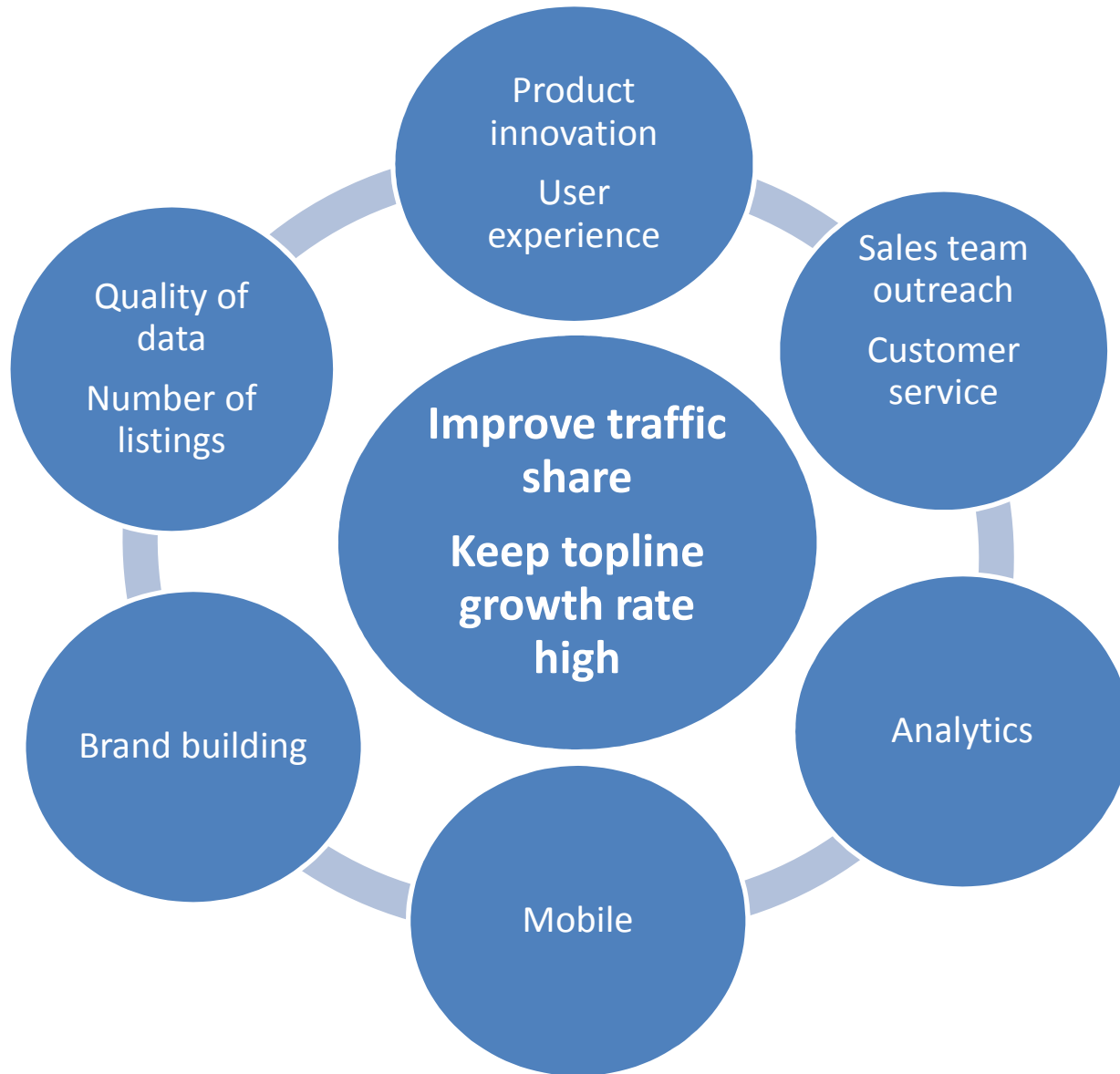
■ Agent/Broker ■ Builder

Revenue breakup by customer type



■ Agent/Broker ■ Builder

99acres's strategy



Products/ features launched in FY 14-15

Price trends

- Price trends launched basis listings data on the site

New projects platform launched

- Showcasing new projects which is a large market

Mobile app launched

- For android and iOS

Verified listings

- Verification of listings to improve quality of data

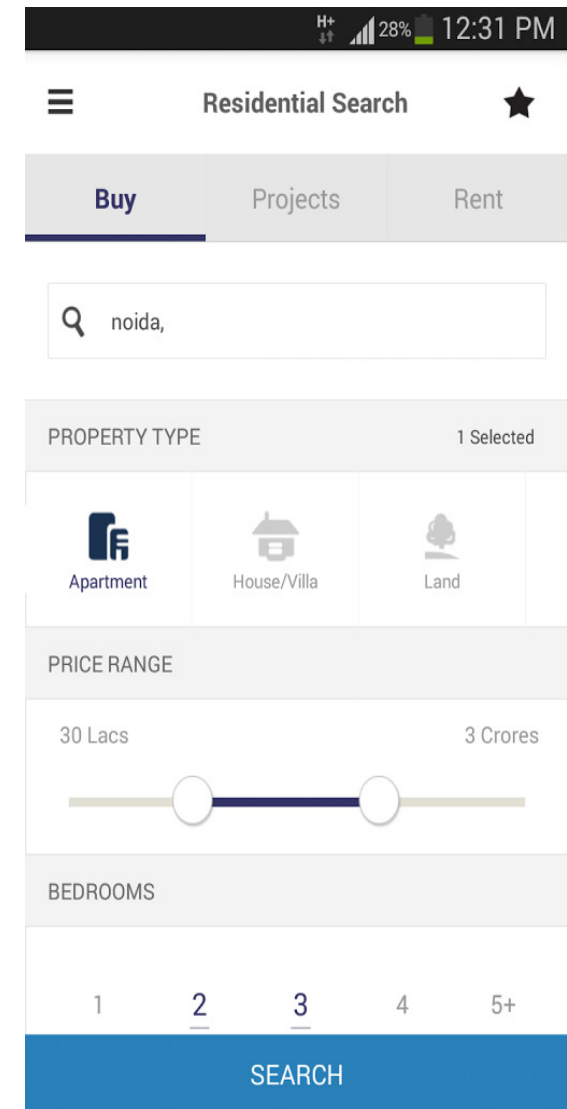
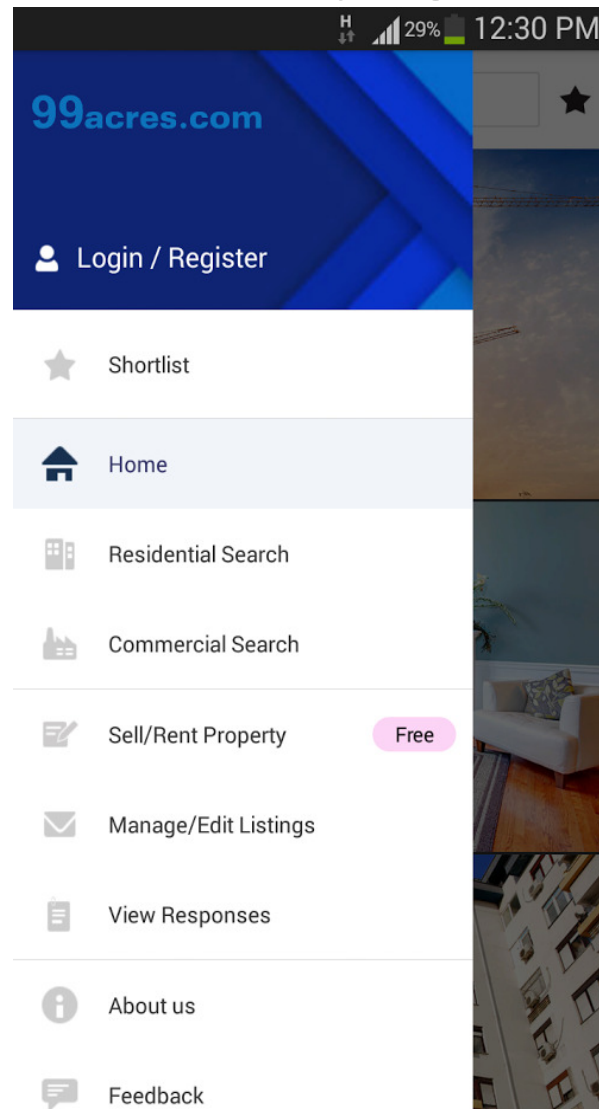
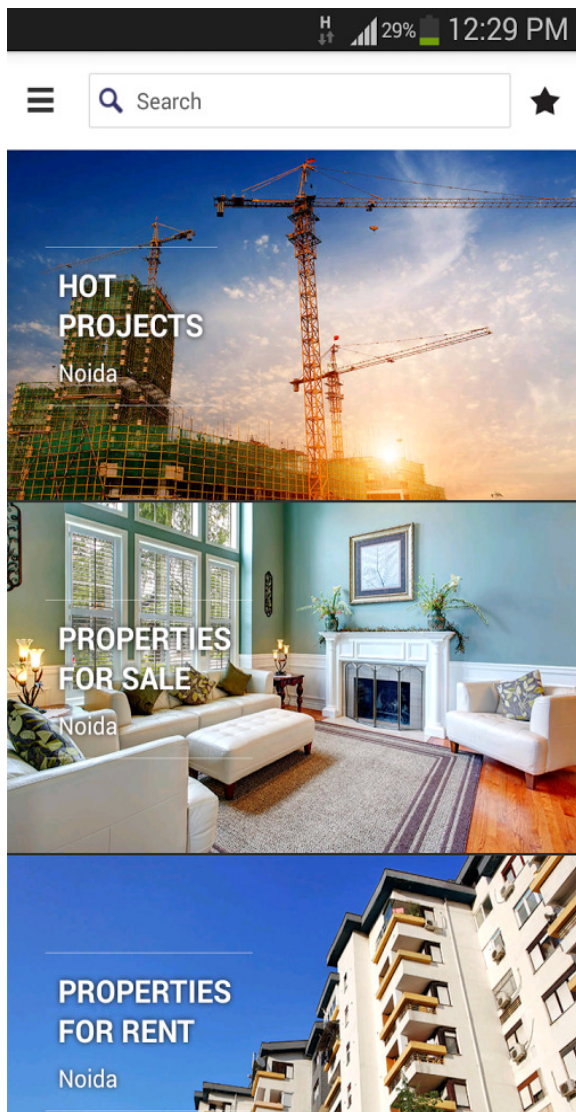
Map based search

- Across many cities in India

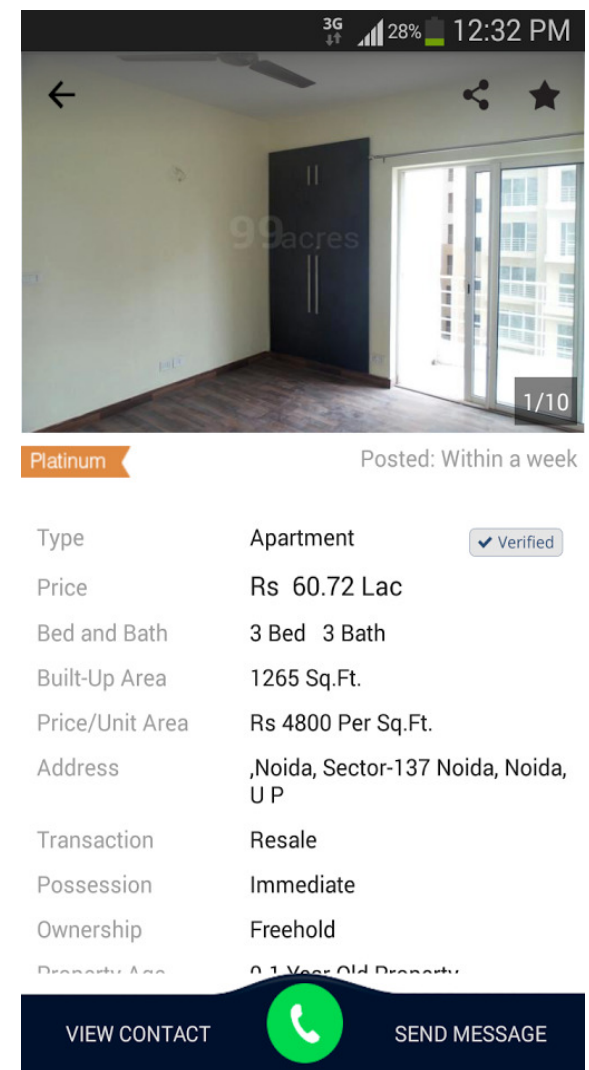
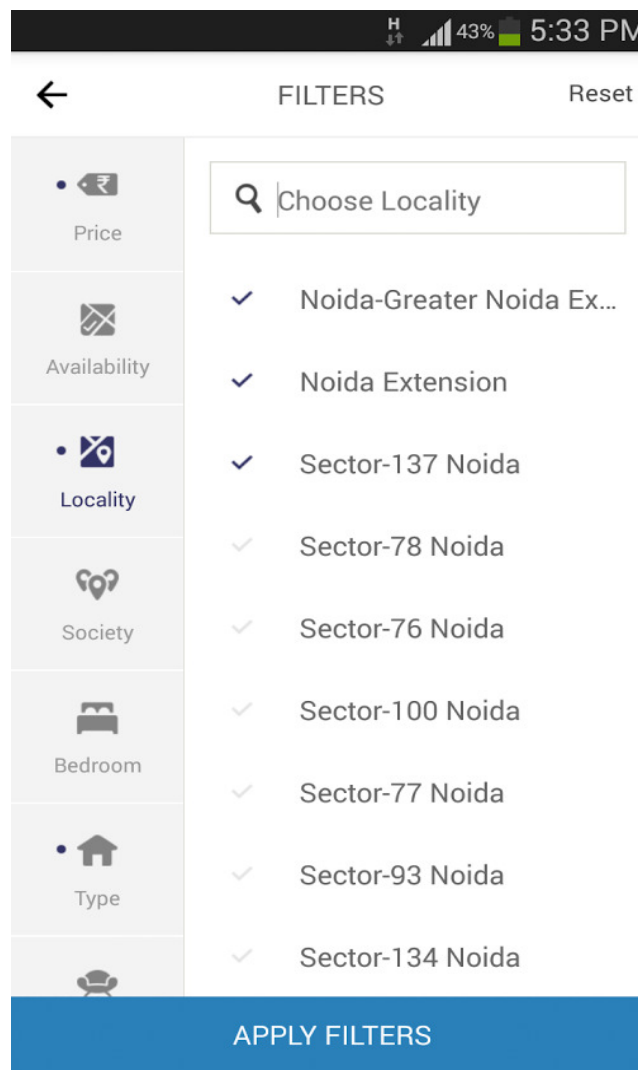
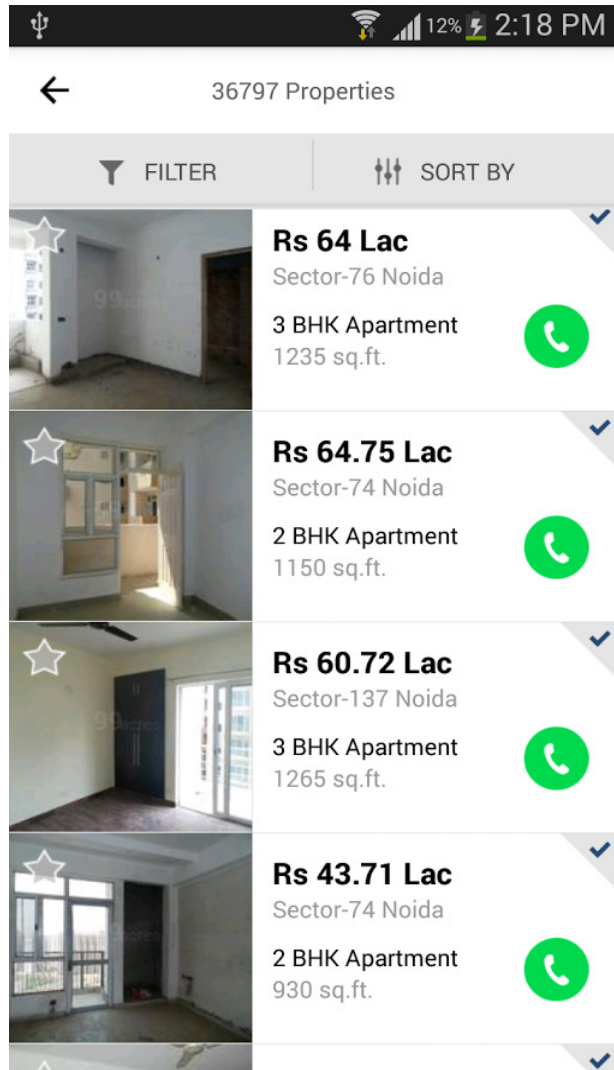
Lead management system

- Monetise leads

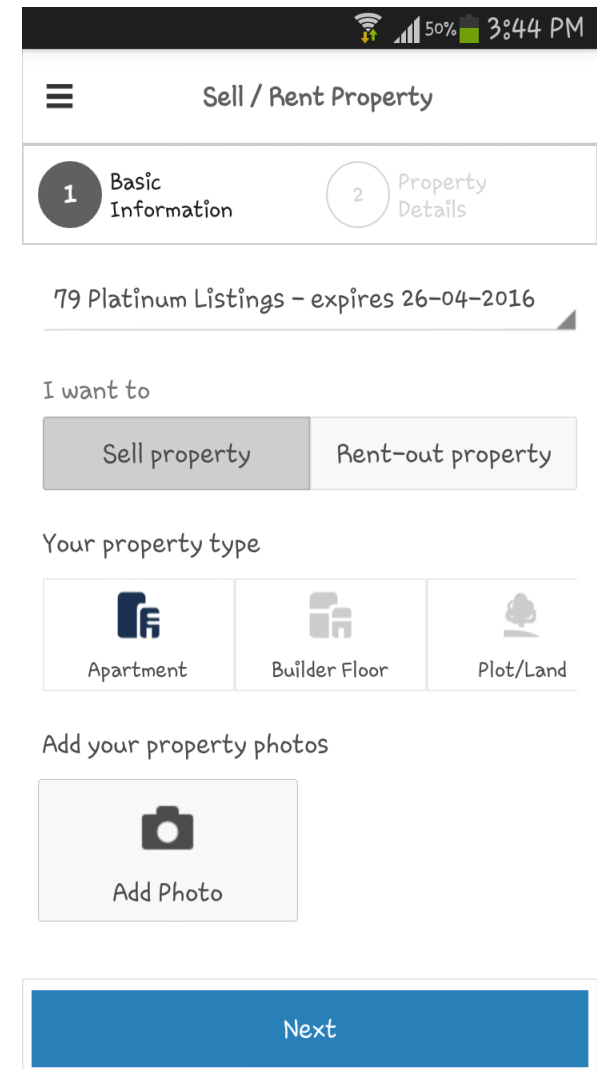
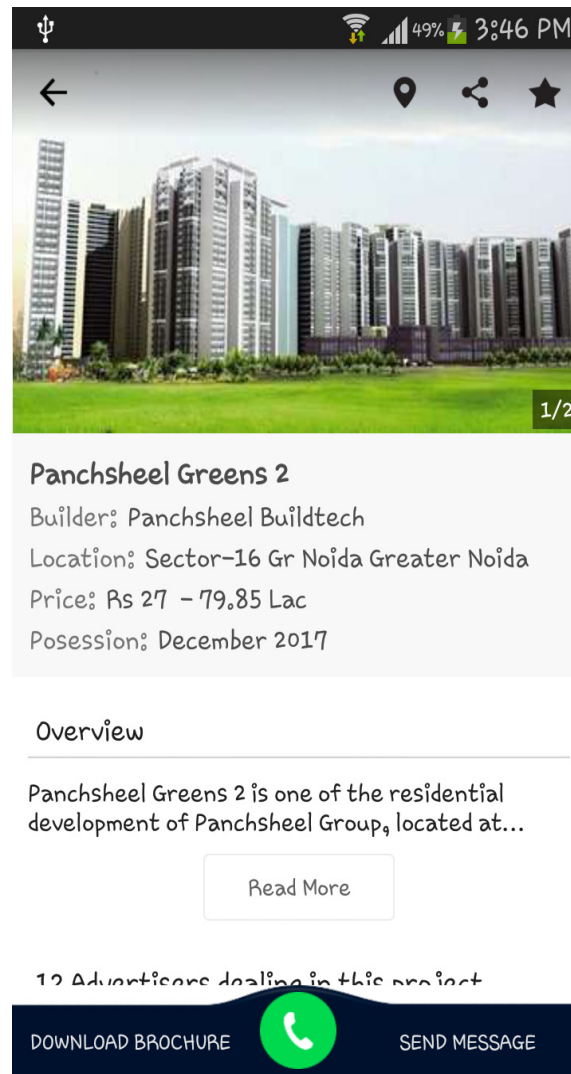
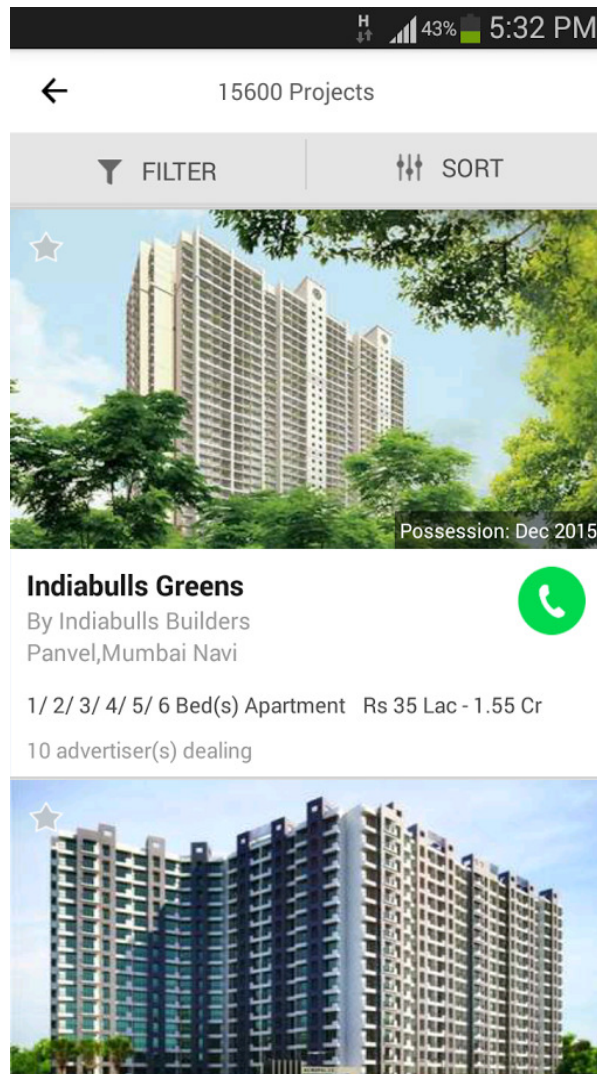
Mobile app – home screen, navigation and search page



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



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



Mobile an important source of traffic

About 45% of the sessions in Q1 FY 15-16 (vs 35% sessions in Q4 FY 14-15) from mobile

Android app

16% of total

99acres sessions

iOS app

1% of total

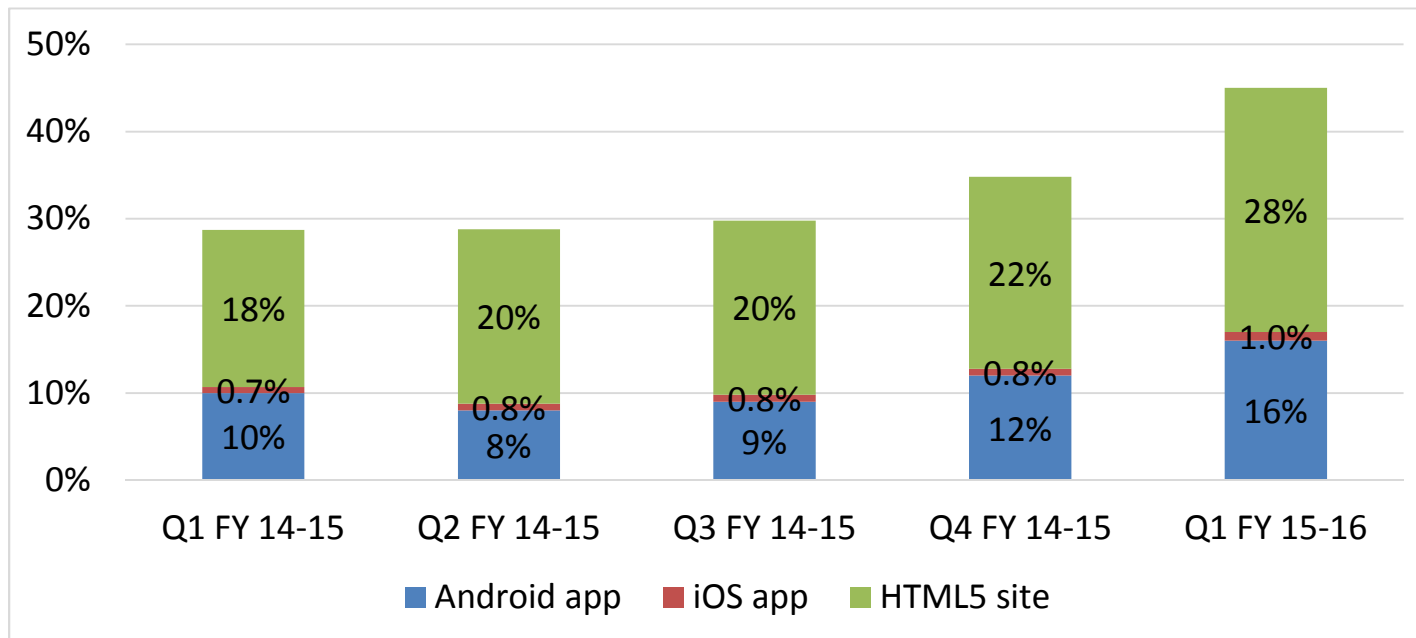
99acres sessions

HTML5 site

28% of total

99acres sessions

Trend over five quarters



Jeevansathi



[Hindi-Delhi](#) | [Marathi](#) | [Hindi-UP](#) | [Punjabi](#) | [Telugu](#) | [Bengali](#) | [Tamil](#) | [Gujarati](#) | [Kannada](#) | [Hindi-MP](#) | [Bihari](#) | [More](#) ▾

Quick
Search

Bride ▾

Religion ▾

Mother tongue ▾

Caste ▾

21 Yrs ▾ to 35 Yrs ▾

Marital Status ▾

City/State/Country ▾

With photos only

Search

[▶ Search by profile id](#) | [▶ Advanced Search](#)

Success Stories

Millions of Profiles

Safe & Secure

Paid Membership

Find a match on the basis of
Community Religion Caste Profession

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



Existing User - Login

Email ID

Password

Remember Me

Login

[Forgot Password?](#)

[New User? Register Now!](#)



1 Register

Create your
profile and start



2 Search

Find exactly the kind
of people you are



3 Contact

Email them or View
Phone Numbers to

New User?

Register FREE

Online matrimonial business - India

- Online market estimated to be INR 5 bn in FY 14-15
- Three main players – Bharat matrimony, Shaadi and Jeevansathi
- Used by
 - Those disconnected from mother communities
 - Youngsters wanting choice
- In many instances process is driven by family
- Fragmented market
 - Basis geography
 - Communities (religion, caste, sub castes)

Jeevansathi business model

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

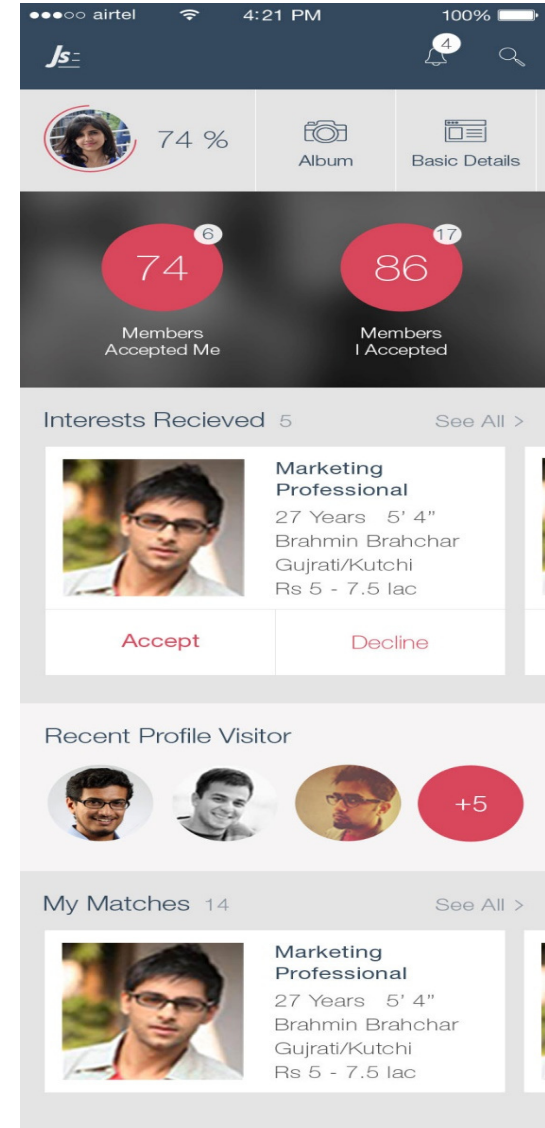
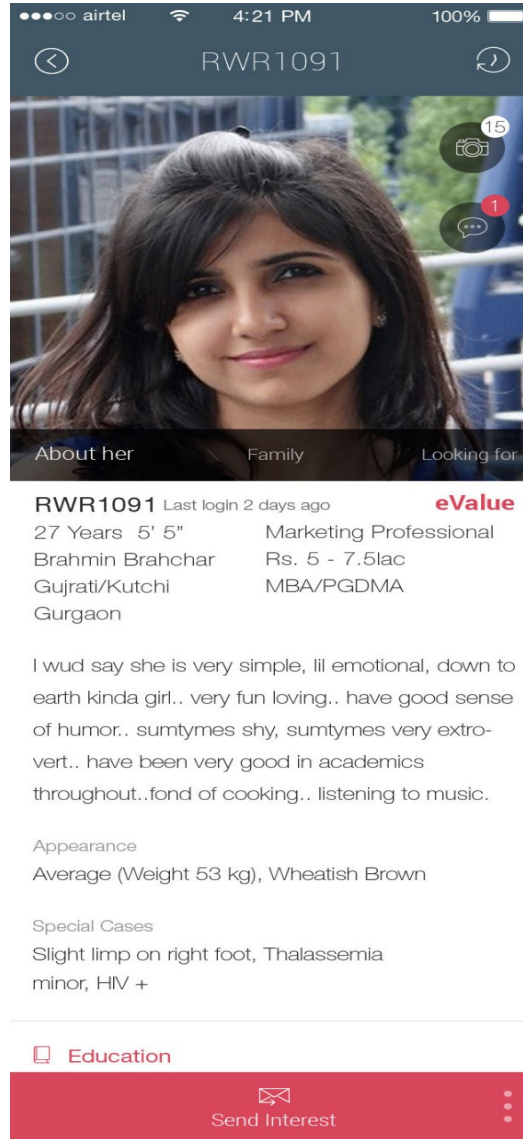
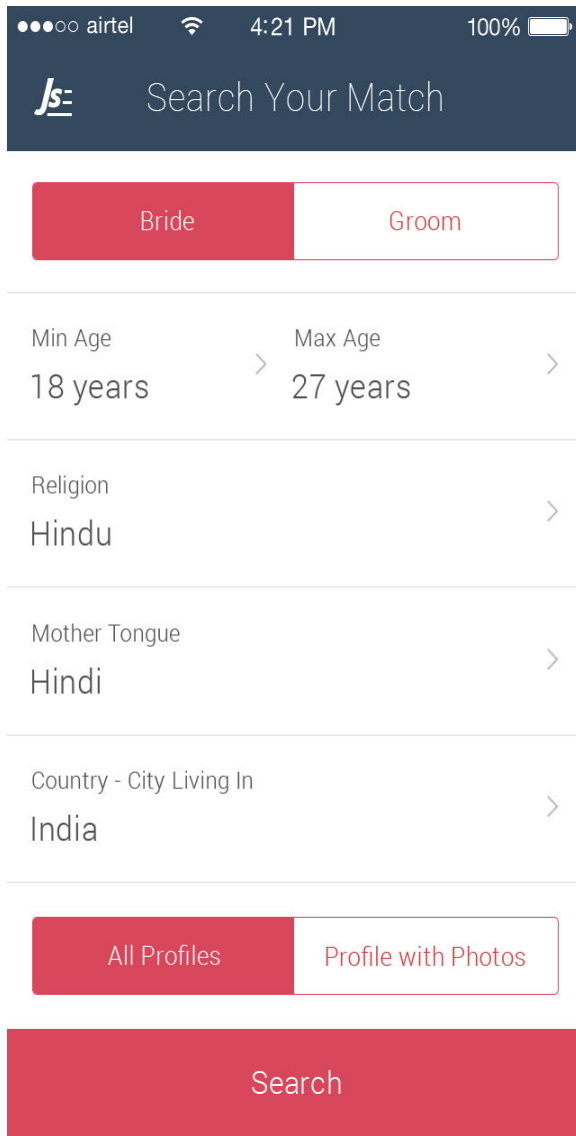
Jeevansathi imperatives

- Improve free to paid conversion rate
- Improve revenue growth rates
- Increase profile acquisitions
- Focus on key identified communities
- Leverage mobile

Competition

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

Mobile app



Mobile an important source of traffic

About 66% sessions in Q1 FY 15-16 (vs 62% sessions in Q4 FY 14-15) from mobile

Android app

35% of total

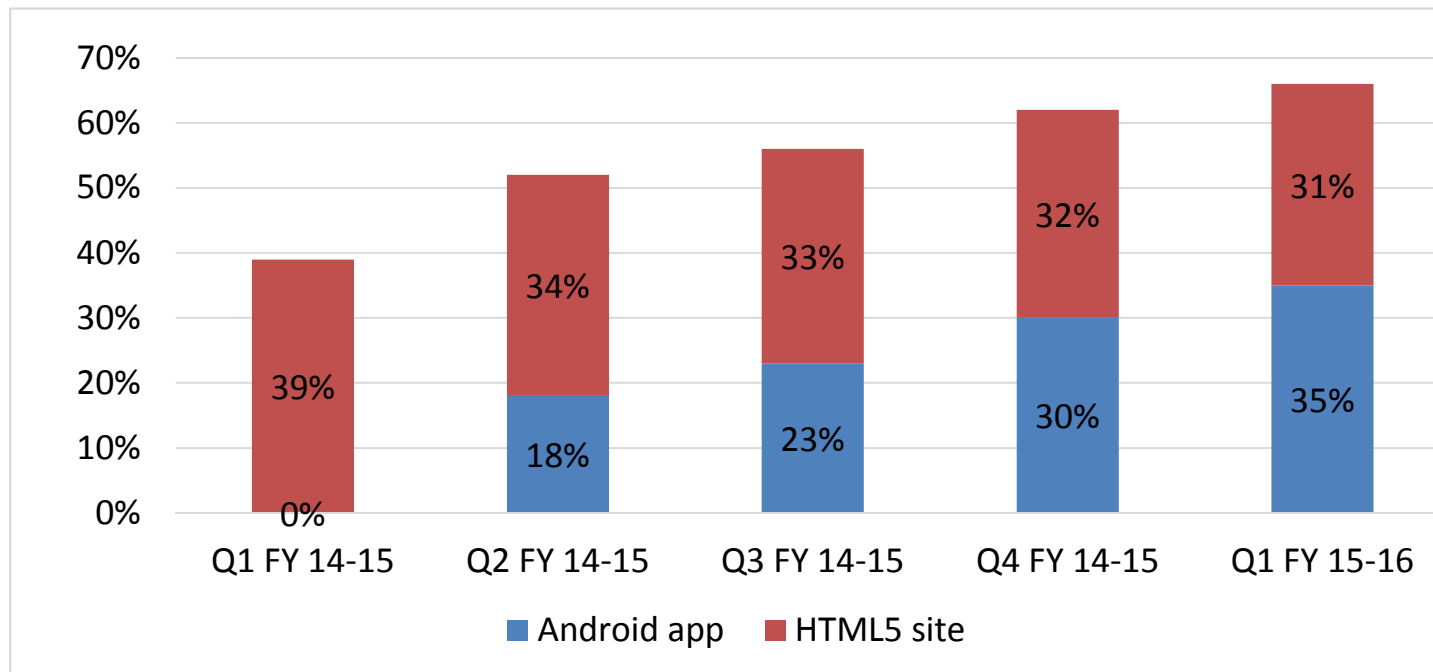
Jeevansathi sessions

HTML5 site

31% of total

Jeevansathi sessions

Trend over five quarters



Shiksha

Shiksha

- A website which helps students decide undergraduate and post graduate options
 - A repository of information on colleges and courses in India and overseas
 - Reviews of college from alumni
 - Supplemented by a QnA
 - including posing questions online to existing students in a college

Educational classifieds business - India

- Education as a category spends amongst the highest in print
 - ~ INR 3.8 bn (Source TAM Adex) in FY 14-15
 - Spend in print estimated to be similar to real estate
- Online , School/College contact programs, Consultant commissions & fairs form bulk of remaining marketing spends by colleges and Universities
- Few online players

Home page of Shiksha (Desktop)

shiksha.com
Stop Following. Start Exploring.

MANAV RACHNA
vidyanatariksha
UNIVERSITY · COLLEGES · SCHOOLS

Home | **MBA** | After 12th | All Courses | **Study Abroad** | Entrance Exams | Top Colleges | Shiksha Café | Application Forms

Enter College or Course Name **Search**

Study in India **Study Abroad**

Management
Full Time MBA | Part Time MBA | Distance MBA | BBA

Science & Engineering
BE/BTech | MTech | Agriculture & Forestry

Banking & Finance
Accounting | Banking | CA related | Commerce

Information Technology
BCA | MCA | Part Time MCA | Distance MCA | Networking

Test Preparation
Govt. Sector Examinations | Medical Exams | Engineering Exams

MBA College Reviews and Ratings
By Alumni and Current Students

Search Reviews by College Name

Popular Review Collection
Top 5 IIMs
Top 8 MBA Colleges - Mumbai [View All](#)

Shiksha Café
Connect with over 1265 experts

Make an informed career choice, ask the expert now!

Ask your question now 0 out of 140 characters

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Educatus expo 2015
The Professional Education Fair

Meet over 75 Top Universities/Colleges under one roof


Home page of Engineering

Engineering in India



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Featured Colleges for Engineering



DIT University, Dehradun [Know More](#)

View by Location

- Colleges in Delhi-NCR
- Colleges in Mumbai
- Colleges in Bangalore
- Colleges in Pune

View by entrance exams

- Colleges accepting JEE Main
- Colleges accepting JEE Adv
- Colleges accepting EAMCET
- Colleges accepting MT-CET

Predict your rank and find colleges that you can apply to:


Rank Predictors:

- [JEE MAIN 2015 Rank predictor](#)
- [JEE Advanced 2015 Rank predictor](#)
- [COMEDK 2015 Rank predictor](#)

College Predictors:

- [JEE MAIN 2015 College predictor](#)
- [COMEDK 2015 College predictor](#)
- [WBJEE 2015 College predictor](#)
- [CGPET 2015 College predictor](#)
- [KCET 2015 College predictor](#)
- [KEAM 2015 College predictor](#)
- [MPPET 2015 College predictor](#)
- [TNEA 2015 College predictor](#)

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Home page of MBA

MBA in India

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Reasons to move to the biggest North India campus
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Added 4 days ago, 68 views

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Find the best MBA college for yourself!

We need a few details from you to suggest you relevant colleges & create your free Shiksha account.

Home page for Overseas Education

shiksha
STUDY ABROAD
Stop Following. Start Exploring.

Signup Login

Home Bachelors Masters Top Countries Exams Enter Institute or Course Name Study in India

Start your college search

1. CHOOSE A COURSE

MBA MS BE/Btech

Or select from more courses

2. CHOOSE STUDY DESTINATION

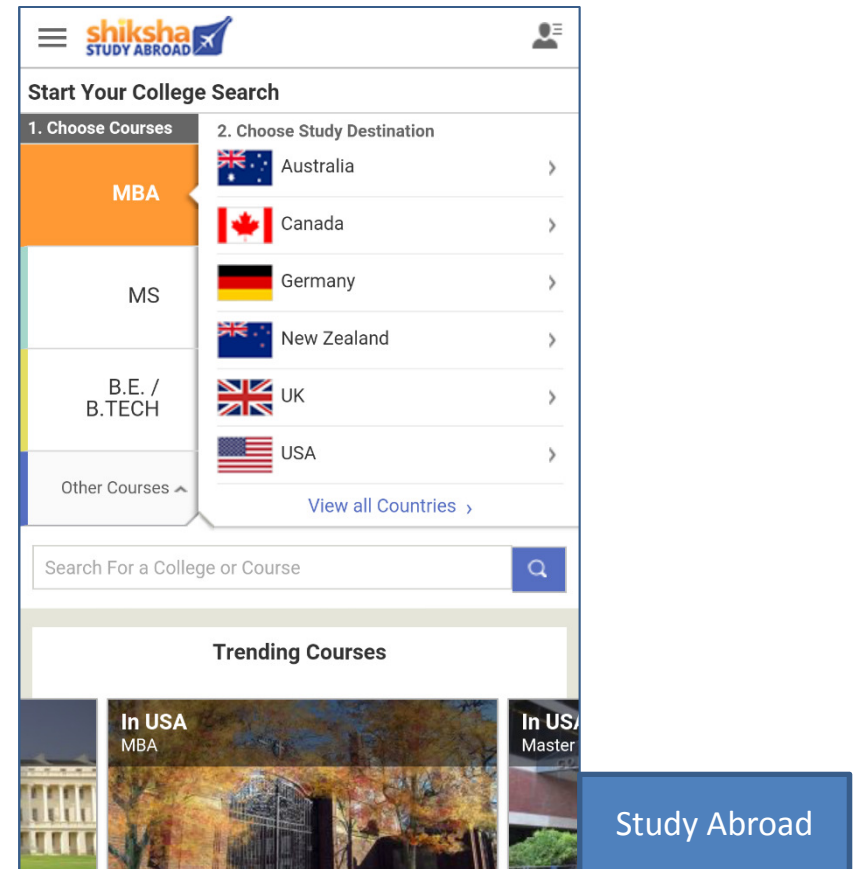
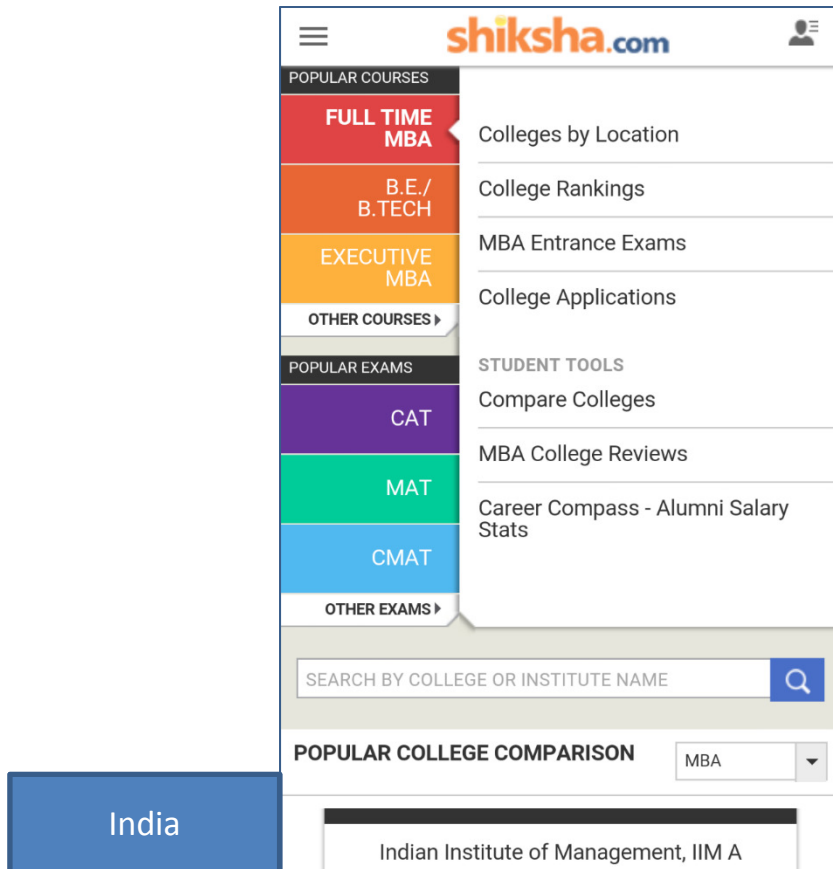
Choose Country

Continue

Quick links

Hospitality Management in Australia & Singapore | Fashion Courses in Italy | Creative Arts in UK | Nursing Courses in Canada

Mobile site



Campus Representatives from Institutes

Home Institutes Tools Rankings Exams Apply Online **New 0 My Shortlist**

Campus Connect - Ask Current Students before making a college decision

Shortlist colleges to make an informed decision

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

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

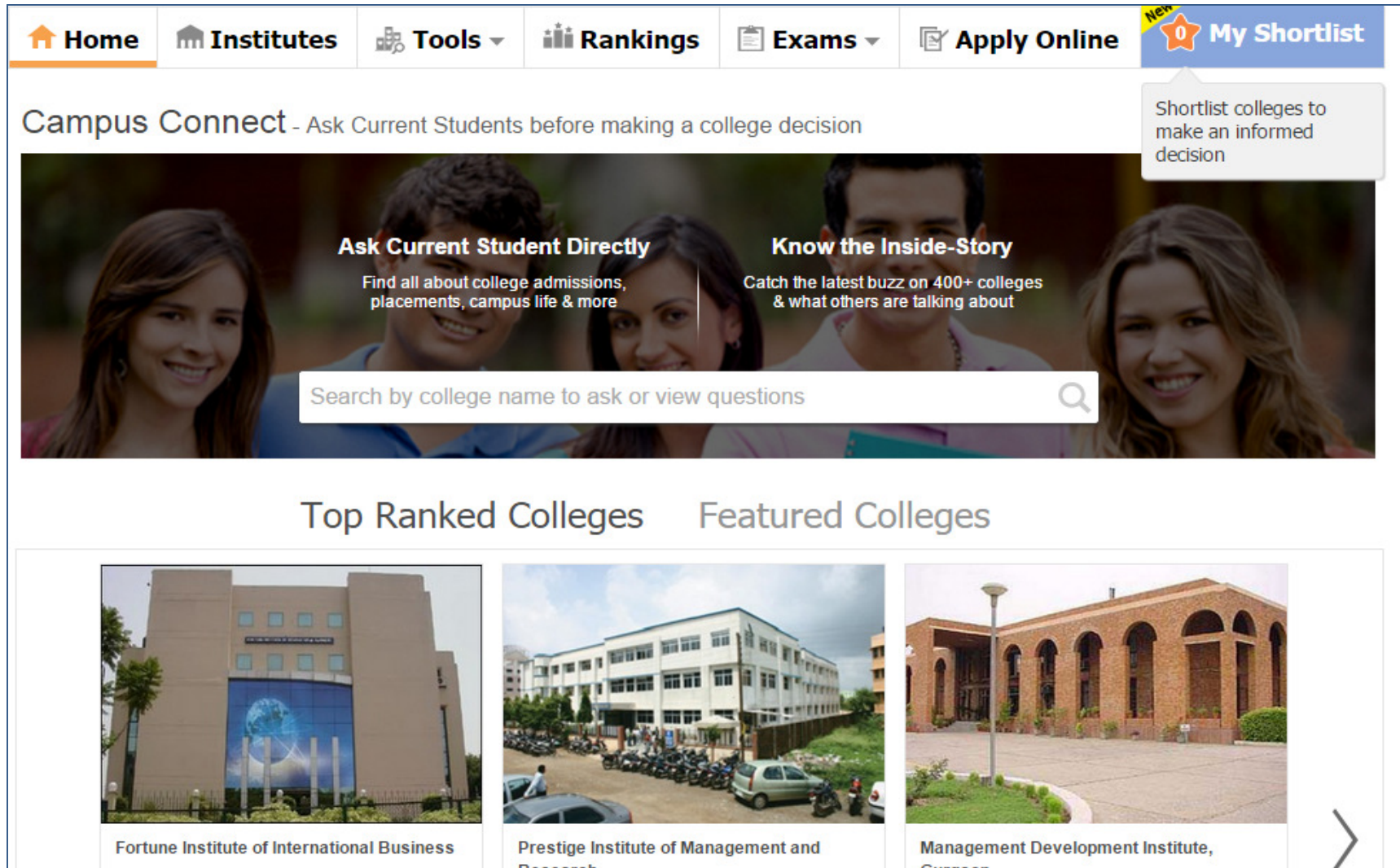
Search by college name to ask or view questions

Top Ranked Colleges Featured Colleges

Fortune Institute of International Business

Prestige Institute of Management and Research

Management Development Institute, Gurgaon



College Reviews

College Reviews

Sort: **Year of Graduation** | Recently Submitted | Highest Rating | Lowest Rating

Average Alumni Rating: **4.6/5** | **6 Students Recommend This Course**

Anonymous Class of 2016 | Rating **5/5** | Recommends This Course

The Curriculum at IIM Calcutta is best suited for people wanting to pursue career in Finance, but word of caution: You don't buy your right to have a career in Finance once you enter the college, you have to earn it. The Professors are the best in their respective fields. In short time you disbelievably gain many skills. It is a rare to find a top league school which treats you more like adults rather than students at a Boarding School.

Is this review helpful? **YES**

Worth the money	
Crowd & Campus life	
Salary & Placements	
Campus facilities	
Faculty	

Arun Class of 2014 | Rating **4.8/5** | Recommends This Course

Best place to be in for management. Best infrastructure for studies; library and sightseeing within the campus; lovely hostels and insanely good academic building. Best B school in India and is fast trending to be one of the most reputed institute in the world.

Is this review helpful? **YES**

Worth the money	
Crowd & Campus life	
Salary & Placements	
Campus facilities	

Shiksha business model

- **Branding & advertising** solution by colleges & universities (UG & PG)
 - Both Indian and foreign entities advertise
 - Large number of Indian students go overseas for higher education
 - Estimated at ~100,000 + every year. Highly monetizable
- **Lead generation**
 - Potential student/applicants details bought by colleges and their agents
 - Lead qualification service for international colleges
- Prospective **students have free access** to information on the site (some post registration)

Shiksha strategy

Build differentiated & credible content

- Improved information on colleges and courses
- User generated content (Q&A with community/experts/campus reps, reviews) & interactive student tools
- Category (course) level focus

Strong mobile experience

- Full feature mobile sites for domestic & study abroad
- App for mobile (Android) to be launched

Further develop key accounts

- Innovative branding and student engagement solutions
- Value add services like lead qualification, application help
- Deeper key account management by sales team

Competition

- Careers360
- Pagalguy (a MBA aspirant community)
- HTcampus
- Minglebox
- MBA Universe
- IndiaCollegeSearch
- HotCourses India (study abroad)
- Studypotals (study abroad)

Investee companies

Portfolio status

As of July 31, 2015

Rs in million

Investee Company	Website	Total amount invested	Approx. diluted and converted shareholding %	% of Total
Active				
Zomato Media Pvt Ltd.	www.zomato.com	4838	50%	64%
Applect Learning Systems Pvt Ltd.	www.meritnation.com	968	59%	13%
Etechaces Marketing and Consulting Pvt Ltd.	www.policybazaar.com	325	18%	4%
Kinobeo Software Pvt Ltd.	www.mydala.com	270	45%	4%
Canvera Digital Technologies Pvt Ltd.	www.canvera.com	671	36%	9%
Happily Unmarried Marketing Pvt Ltd.	www.happilyunmarried.com	113	37%	1%
Mint Bird Technologies Pvt Ltd.	www.vacationlabs.com	60	26%	1%
Sub Total		7245		95%
Written off/ provisioned for/ exited				
Studyplaces, Inc.	www.studyplaces.com	45	13%	1%
Ninety Nine Labels Pvt Ltd.	www.99labels.com	285	47%	4%
Nogle Technologies Pvt Ltd.	www.floost.com	26	31%	0%
Sub Total		356		5%
Total		7601		100%

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

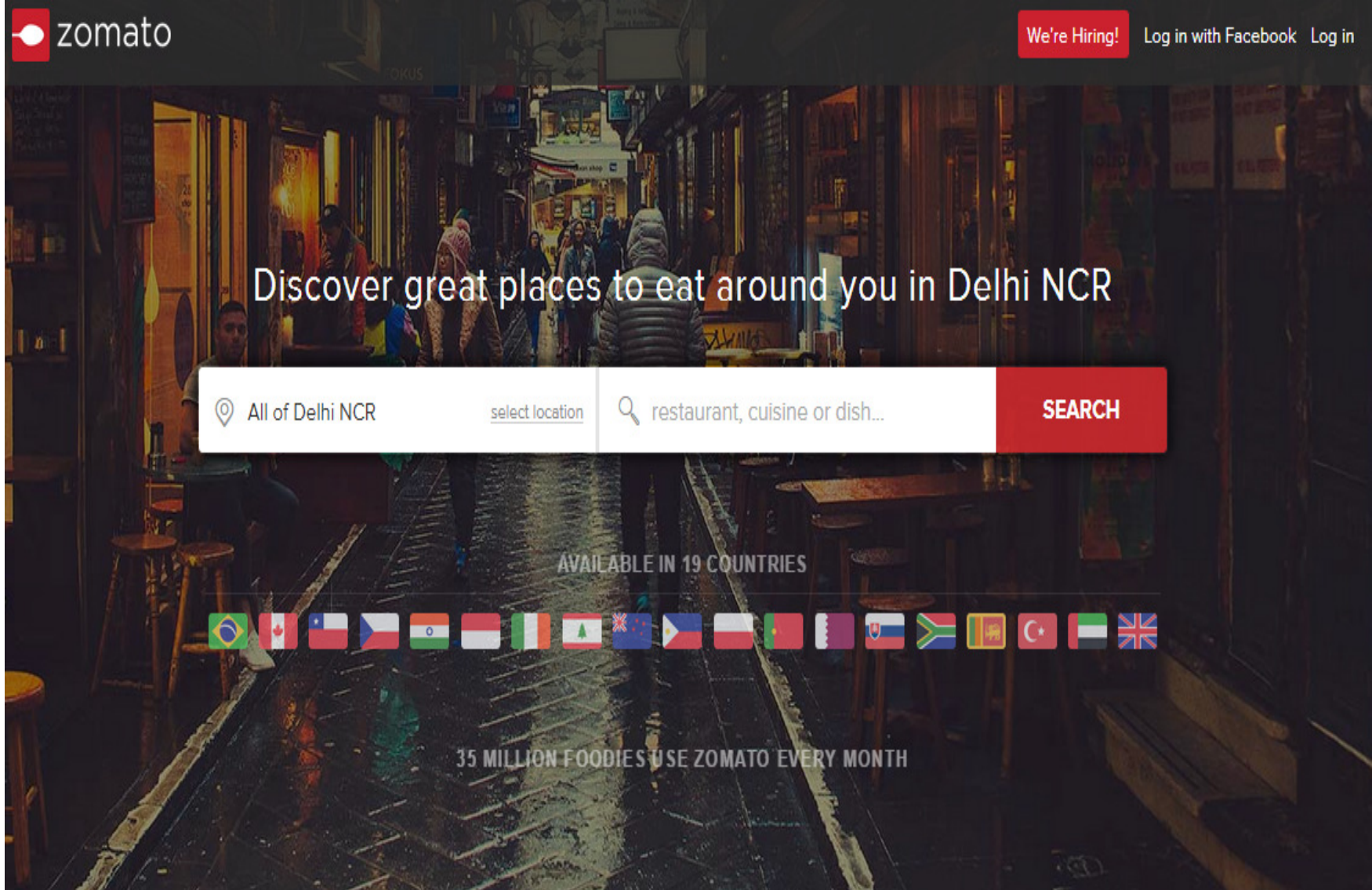
Investee companies financials

INR million

Investee Company	Website	Total amount invested	Approx. diluted and converted shareholding %	Operating revenue				Operating EBITDA			
				FY11-12	FY 12-13	FY 13-14	FY 14-15	FY11-12	FY 12-13	FY 13-14	FY 14-15
Partly owned subsidiary											
Zomato Media Pvt Ltd.	www.zomato.com	4838	50%	20.4	113.8	306.0	967.3	(72.2)	(100.3)	(413.9)	(1360.0)
Applect Learning Systems Pvt Ltd.	www.meritnation.com	968	59%	40.7	98.2	202.8	215.9	(54.4)	(214.3)	(285.3)	(227.2)
Associate											
Etechaces Marketing and Consulting Pvt Ltd.	www.policybazaar.com	325	18%	537.0	868.0	1398.6	2117.5	(287.6)	(490.0)	(461.5)	(745.2)
Kinobeo Software Pvt Ltd.	www.mydala.com	270	45%								
Canvera Digital Technologies Pvt Ltd.	www.canvera.com	671	36%								
Happily Unmarried Marketing Pvt Ltd.	www.happilyunmarried.com	113	37%								
Mint Bird Technologies Pvt Ltd.	www.vacationlabs.com	60	26%								
Total		7245		598.1	1080.0	1907.4	3300.7	(414.2)	(804.6)	(1160.7)	(2332.4)

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

Zomato



The image shows the Zomato website landing page for Delhi NCR. The background is a dark, atmospheric photograph of a narrow street in a city at night, with people walking and shops on either side. The Zomato logo is in the top left corner. In the top right, there are links for 'We're Hiring!', 'Log in with Facebook', and 'Log in'. The main headline reads 'Discover great places to eat around you in Delhi NCR'. Below this is a search bar with a location dropdown set to 'All of Delhi NCR', a search input field containing 'restaurant, cuisine or dish...', and a red 'SEARCH' button. Underneath the search bar, it says 'AVAILABLE IN 19 COUNTRIES' followed by a row of 19 country flags. At the bottom, it states '35 MILLION FOODIES USE ZOMATO EVERY MONTH'.

zomato

We're Hiring! Log in with Facebook Log in

Discover great places to eat around you in Delhi NCR

All of Delhi NCR [select location](#) restaurant, cuisine or dish... **SEARCH**

AVAILABLE IN 19 COUNTRIES

35 MILLION FOODIES USE ZOMATO EVERY MONTH

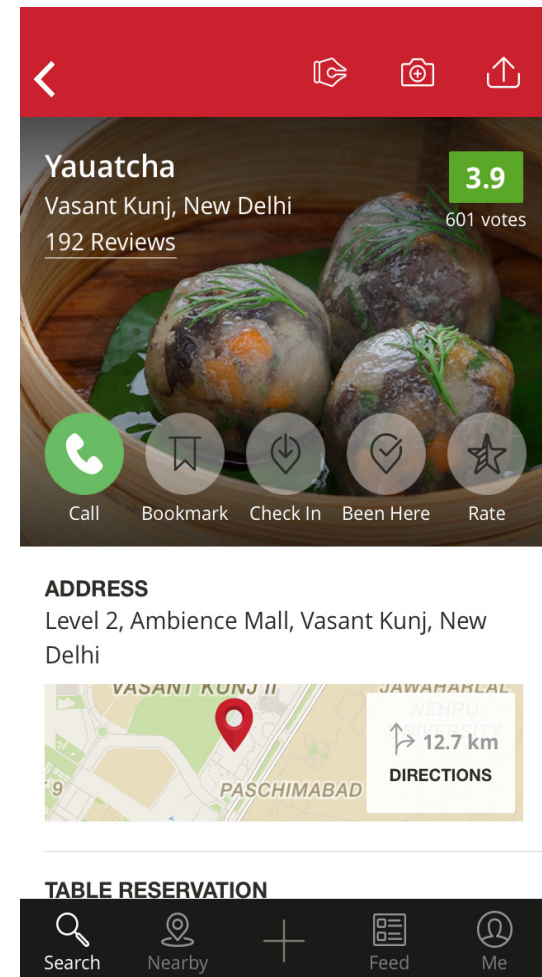
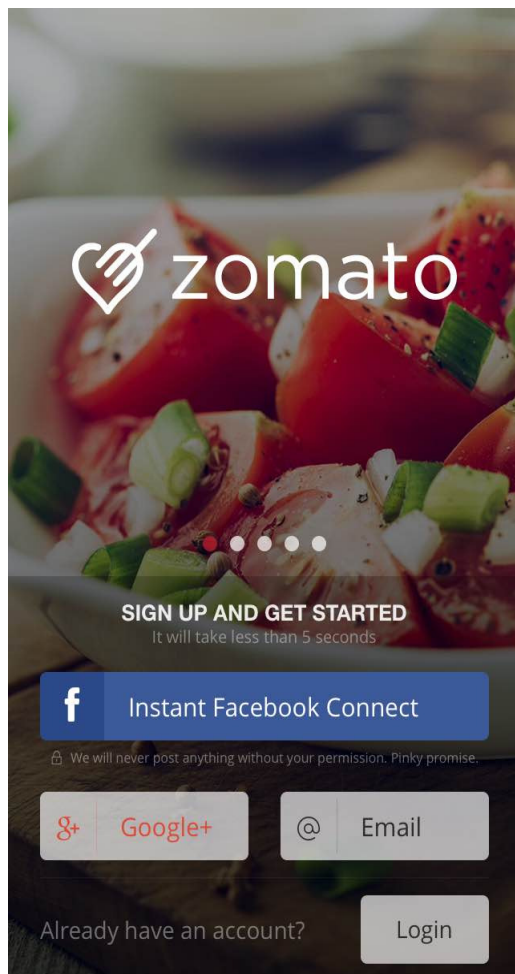
Zomato

- A clear leader in the restaurant category in India and several other countries
- Launched online food ordering in 14 Tier I and Tier II cities in India in Q1
- Presence in 22 countries
 - India, UK, Canada, Czech Republic, Slovakia, Poland, Portugal, UAE, NZ, South Africa, Turkey, Philippines, Indonesia, Italy, Brazil, Ireland, Qatar, Sri Lanka, Chile, Australia, US and Lebanon
- Over 73 million sessions in June, 2015 across web and mobile
 - ~70% sessions through mobile
- Monetisation growing well

Zomato – business model

- Business model
 - Digitise restaurant menus, provide relevant information (including map coordinates, pictures etc)
 - Regular updation through feet on street beats
 - Generate ratings and reviews and enable picture uploads from users
 - Provide a wow user experience
 - search capabilities by location, cuisine, dish names
 - convenience through a high quality mobile app
 - Monetise through advertising on the web and mobile app
 - Online food ordering launched in India in Q1
 - Delivery done by restaurant
 - Introduced a subscription product in FY 15
 - enables restaurants to upload promos, daily menus and create rich listings
 - Dine in payments (Zomato cashless) piloted in Dubai in Feb, 15

Zomato – mobile app



Policybazaar



[About](#) [Insurance](#) [Loans](#) [Help](#)

[Sign In](#)



1800-103-3999
[24x7 Toll Free]



Term Insurance



Health Insurance



Car Insurance



Investment



Two Wheeler



Critical Illness



Personal Accident



Home Insurance



Travel Insurance



Loans & Cards



Policybazaar

- Policybazaar is India's online price comparison site for insurance
 - A clear value add to individuals and Financial Institutions
- A leader in its category
 - estimated 90% share of Insurance comparison & 40% of online Insurance transactions
- A large untapped and growing market
 - A fraction (less than 4%) of the Indian population is insured

Meritnation



Like 275k Purchase
011-40705070 or Call Me

What are you looking for?

Download our Mobile App

Explore

Log In

Register

- Live Classes
- CA-CPT
- IITJEE | AIPMT
- Class XII
- Class XI
- Class X
- Class IX
- Class VIII
- Class VII
- Class VI
- Class V
- Class IV
- Class III
- Class II
- Class I



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Select Board

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Student Parent Tutor Teacher

JOIN NOW

By clicking on "JOIN NOW" you agree to our T&C

Join 8319597 happy students at Meritnation

India's largest online education portal for students from Classes I to XII

Study

Videos, Animations and Interactive Activities

Test

Unlimited Practice tests

Homework Help

Get Solutions to all your Doubts Instantly

Subjects

Math, Science, English, Hindi & more...

Boards

CBSE, ICSE, Maharashtra & more...

Entrance Exams

IITJEE, AIPMT, CPT & more...

OUR RESULTS

Meritnation Wall of Success

School made easy! Join now for FREE

FREE

access to all NCERT Solutions

Meritnation

- Supplementary online learning platform for K12
 - Proprietary content
 - Freemium model
 - Direct to consumer
- Provides free solutions mainly for
 - mathematics and science for K12 of popular national Indian curriculum's viz. CBSE and ICSE
 - Some State Board's curriculum added
- Paid product for online assessment and teaching solutions
 - provides resources to kids for self study after school
- Adding offline centres
- Test prep product for engineering and medical entrance examinations

Meritnation contd.

- Till end June, 2015
 - Over 9 million registered users
 - 1.4 million student generated questions
 - 4 million answers from experts and peers
- Over 3 million visitors every month
- ~50% of sessions in June, 2015 through mobile

Canvera

Canvera

MY CANVERA NEWS BLOG ABOUT CONTACT

Cherish your joyous moments forever with Canvera...

Find a Photographer | Get your own Canvera Photobook | Share your Photobook on Facebook

Find a Photographer

Please select a category or location to search

Location Photography Style, Occasion, Category

[All locations](#) [All categories](#)

Top Categories

- Wedding Photography
- Fashion Photography
- Kids Photography
- Commercial Photography

Photographers In Focus

Lakshya Manwani Photography

Experts Speak


Indian Wedding Photography...costs HOW MUCH?
By Arjun Kartha
[Read More](#)

Canvera Photobooks

EASY TO ORDER | DURABLE | BEAUTIFUL

Our stringent quality check ensures that each handcrafted Canvera Photobook surpasses your expectations. With a three layered packaging and shipping within a safety box, a bag and a tertiary shipping box, your memories will reach you safely and remain fresh forever.

You can select from ten different types of Photobooks with options for paper and size for every book.



Canvera

- Produces printed wedding albums for professional photographers
- Build brand with the consumer but monetise through the professional photographer
- Products & services include:
 - Printed products (albums) sold to the photographer (main source of revenue)
 - Design of printed products and websites (service business that supports the product business)
 - Web solutions to help professional photographer build their website (SaaS)
 - Lead generation through photographer classifieds (started monetization through ads in Nov, 2014)
- Expertise in digital imaging and printing

Canvera

- Business model
 - Photographers pay to order printed albums or photographs
 - Additional sources of monetization possible
 - Micro site and ad revenues from photographer classifieds
- Sales presence in 200+ cities
- New launches
 - Every printed book can now be downloaded to a mobile devices using Canvera's app and from the app shared on Facebook, WhatsApp
- Photographers directory basis city and location
 - Monetisation started Nov, 2014

Mydala



I am in Delhi NCR ▾

Invite Friends

Get my APP

Cart (0)

Log In

Need Help? Call us at 011-43444444

Discover great deals & discounts in Delhi NCR

Search 175,000+ deals & offers from 100,000+ brands



Eg. salon, gym, restaurant, tattoo, vico, flipkart coupons, saket, andheri

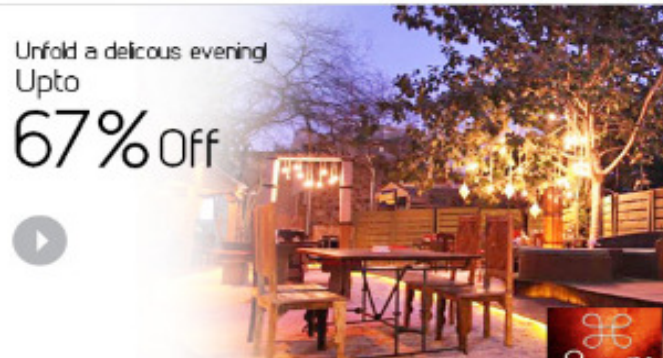
Top Selling Deals

Food and Drinks | Beauty | Health and Fitness | Tattoos | Travel | Grocery Shopping | Online Coupons | Other Categories ▾

25% Off
chinese. european &
continental food



Unfold a delicious evening
Upto
67% Off



ONLY ON APP

Starbucks
gift vouchers!



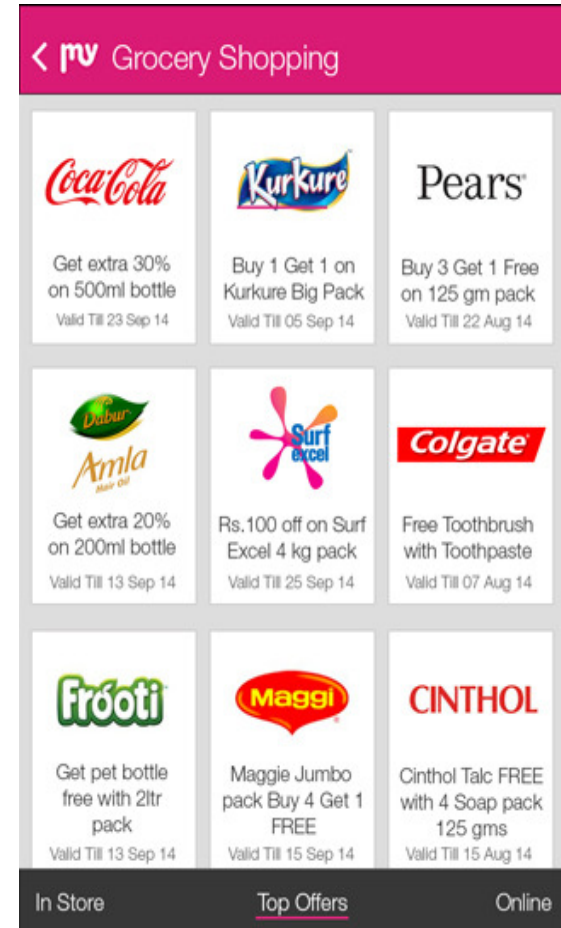
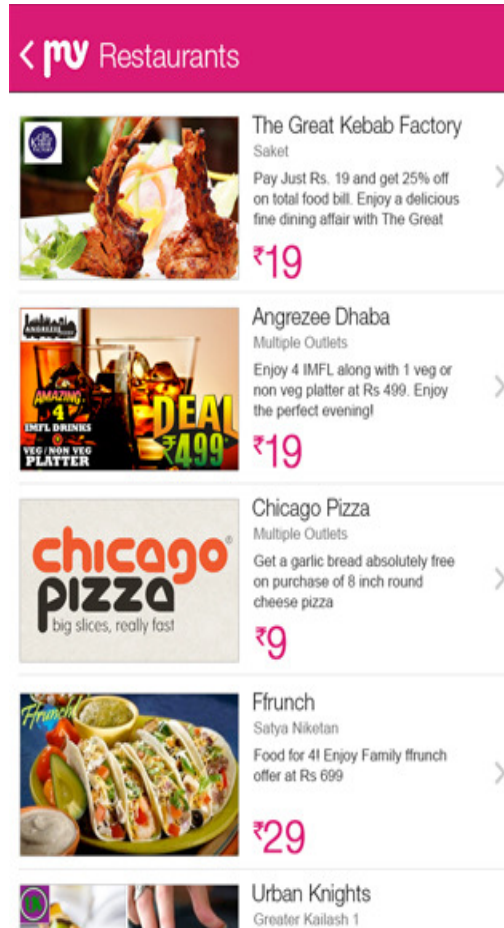
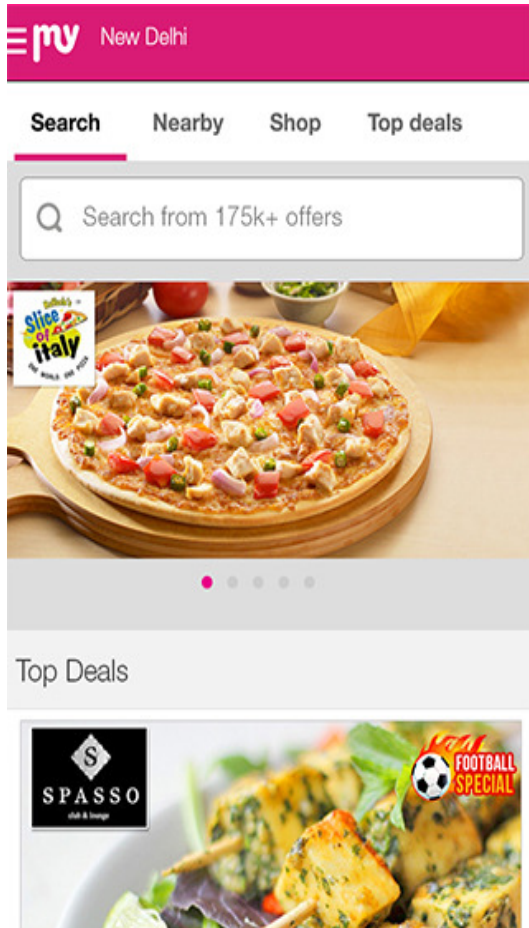
Promote
your
Business



Mydala

- A deals and couponing site
 - Large sales team which sources deals
 - Power deals on mobile (partner with telecom operators)
- Evolving in to a merchant marketing platform on web and mobile
 - Majority revenues from mobile
- Large addressable market

Mydala app



Happily unmarried



[Interns](#) | [Blog](#) | [Track Order](#) | [Store Locator](#) | [Contact Us](#)

Your search is my command!

SEARCH



Cart



Login

Shop by category

Hot

Valentine Gifts

Bar

Apparel

Phone Covers

Home

Bags

Gift Packs

Stationery

UFO

Office

A vibrant yellow advertisement for 'Jar Hai'. It features a glass jar with a red ribbon and a black label that reads 'I LOVE YOU' and 'WASTING MY WEEKENDS WITH YOU'. The jar is surrounded by colorful sticky notes with phrases like 'FEELING BLUE', 'LOVE', and 'I'M FEELING LUCKY'. The text 'KaHo na Jar Hai' is written in large, stylized letters. A pink 'CHECKOUT' button is at the bottom right. Below the main image are three small text boxes: 'Awesome Valentine Gifts', 'Introducing new bags', and 'Perfect device to serve your shots in.'

A red advertisement for 'PHONE COVERS'. It features a smartphone with a red cover. The text reads 'PHONE COVERS' and 'make your phone a superstar'.

A yellow advertisement for 'BAR ACCESSORIES'. It features several glasses and a bottle. The text reads 'BAR ACCESSORIES' and 'the true spirit of drinking'.

A blue advertisement for 'TEE SHIRTS'. It features a man and a woman wearing t-shirts. The text reads 'TEE SHIRTS'.

Hey Good looking! Thanks for hittin on us!



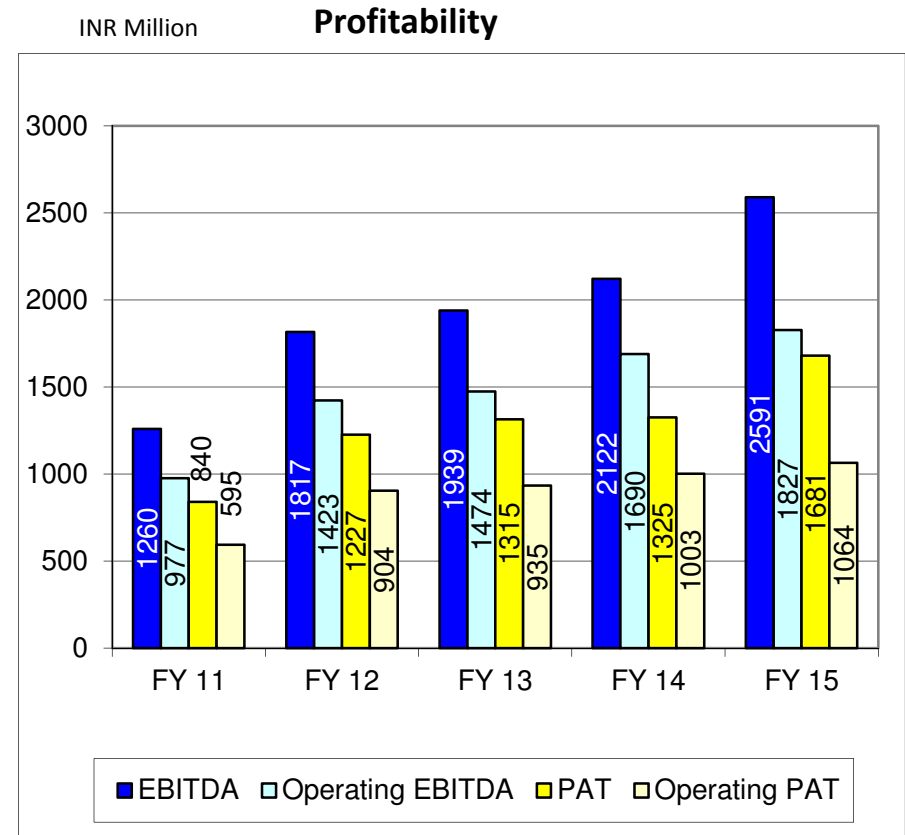
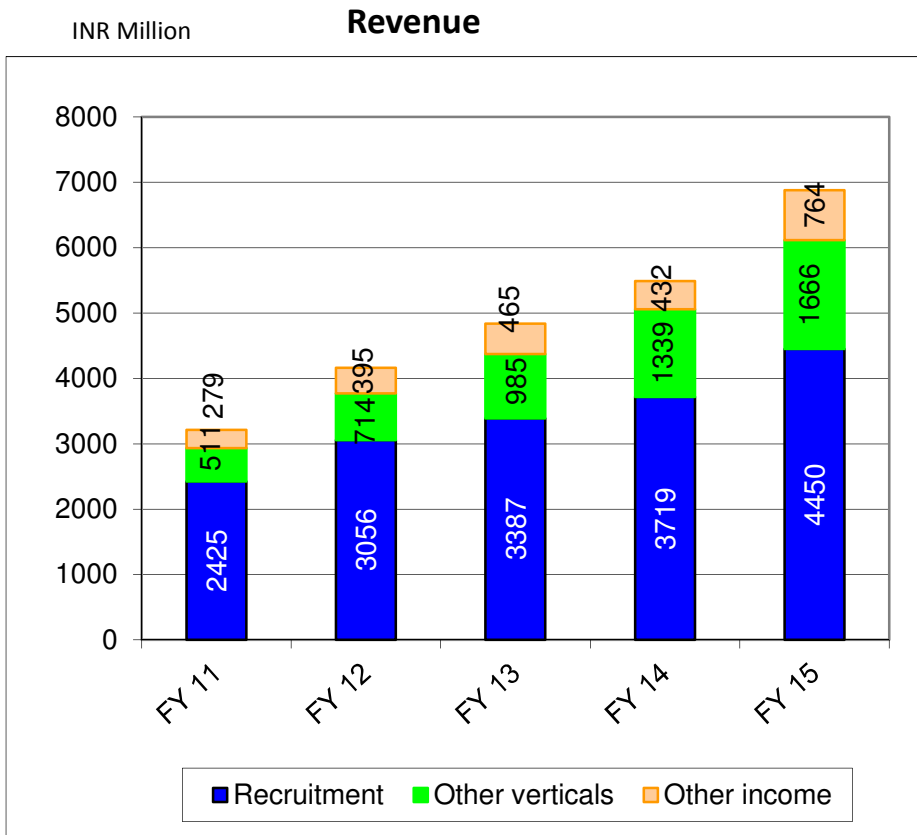
Happily Unmarried

- Designs and sells fun quirky products
 - With an Indian touch
- Mainly offline sales as of now
 - Online scaling gradually

Financials

(Standalone)

Consistent long-term growth in Revenue & Profitability



In FY 15, Recruitment was 72.7% and Other Verticals 27.3% of the standalone Operating Revenue of Rs 5,058 mn

EBITDA and PAT nos. above exclude the CSR expense of about Rs 33.8 million

In FY 15, on a consolidated basis, Operating Revenue was Rs 7,332 mn (Rs 6,116 mn on standalone basis) and PAT Rs 242 mn (Rs 1,647 mn on standalone basis) on account of losses in investee companies

Other Income in the above chart is treasury income

Investment in 99 acres could compress margins in FY 16

Team

Management Team

Name	Age	Qualifications	Designation/ Role	Previously worked with	Year of joining
Sanjeev Bikhchandani	52	BA Economics St. Stephens, PGDM IIM-A	Founder and Executive Vice Chairman	Lintas, Glaxo Smith Kline	1995
Hitesh Oberoi	43	B Tech, IIT Delhi, PGDM, IIM-B	Managing Director and CEO	HLL (Unilever)	2000
Vivek Khare	44	M. Sc (Physics) IIT – Kanpur, PGDBA-Birla Institute of Management Technology	Executive Vice President	-	2000
Deepali Singh	41	B Sc, LLB, Delhi University, PGDBA, IPM	Executive Vice President Firstnaukri	Aptech	2000
Arif Ismail Parker	40	BA	Executive Vice President- Sales	ITNation.com	2000
Vibhore Sharma	41	B Sc, IGNOU	Chief Technology Officer Naukri	Pioneer	2001
Suresh V.	43	BE, Masters in Management, Sathya Sai Institute of Management	Chief Sales Officer - Naukri.com	Xerox	2001
Neeraj Sharma	42	B.Com , PGPM	Executive Vice President- Sales	RPG Group	2001
Niraj Kumar Rana	39	BSC, MBA	Executive Vice President- Sales	-	2001
Manoj P	41	BE- University of Mysore MBA - Xavier Institute of Management and Entrepreneurship	Executive Vice President- Sales	Indian Seamless Group	2002
Harveen Singh Bedi	43	PGDBA-Birla Institute of Management Technology	Executive Vice President Quadrangle & Ehire	Nestle	2002
Dinesh P Kumar	39	MBA	Executive Vice President- Sales	Notre Advertising	2002
Satyajit Tripathi	41	BSc ,PGDBM	Executive Vice President- Sales	-	2002
Ambrish Kumar Singh	41	Btech, MBA	Senior Vice President and Head Sales Shiksha	LSI Software, Pentasoft Tech	2003
Sudhir Bhargava	46	BE, MBA, FMS, Delhi University	Executive Vice President Corporate Finance	HSBC, ICICI Bank	2006
Sharmeen Khalid	44	MBA, IRMA	Chief Human Resources Officer	Polaris	2006
Shalabh Nigam	43	B Tech, IIT Kanpur	Chief Technology Officer - Jeevansathi, 99acres, Shiksha	Baypackets	2007
Rajesh Khetarpal	44	CA	Executive Vice President- Finance	Bharti	2007
Sumeet Singh	41	BBA, MBA	Executive Vice President-Marketing,Corporate Communication and Strategic Alliances	CII	2007

Management Team contd.

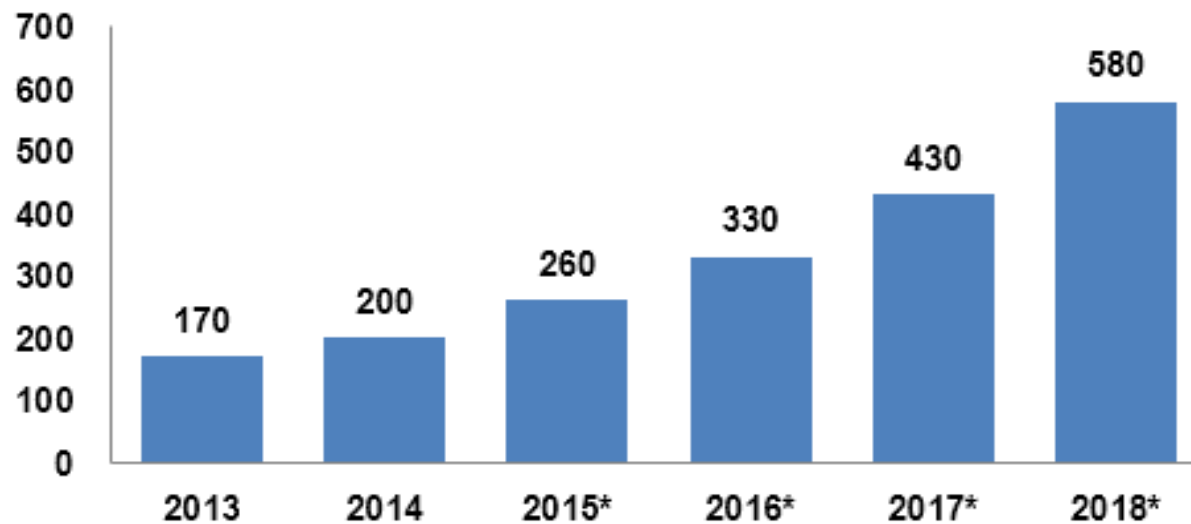
Name	Age	Qualifications	Designation/ Role	Previously worked with	Year of joining
Nishant Pandey	39	B Tech, IIT Delhi, MBA ISB	Executive Vice President- Product Development	Schlumberger	2008
Rinchan Gupta	37	BE - Comp Science	Senior Vice President Interaction Design	HP India	2008
Vivek Jain	41	B Tech, IIT Delhi, PGDM, IIM – B	Chief Product Officer-Naukri & Head-Naukri FF	Isoft, Adobe, IBM, ICICI Securities	2010
Maneesh Upadhyaya	37	B Sc, St Stephens, MBA, FMS, Delhi University	EVP & Business Head - Shiksha	HUL, Bain & Co.	2010
Tarun Aggarwal	40	B Tech, MBA IIM Ahmedabad	Executive Vice President and Business Head-Naukri Gulf	HT Media, Tech Mahindra, HCL Technologies	2010
Amit Kumar Singh	38	B Tech - IIT Kanpur, PGDBM - IIM Calcutta	Executive Vice President - Product Development	Adobe Systems, Citibank	2011
Ravi Pratap	37	B.Tech- BIT Mesra, PGDBM - IIM Bangalore	Senior Vice President Product Development	Toostep, Headstrong, Iflex	2012
Manav Rajkumar Gupta	37	B.Tech , MBA - European School of Management and Technology, Berlin	Senior Vice President Product Development	Toostep, TCS, Mittal Steels	2012
Manish Gupta	35	PhD (Mathematics) - IIT Delhi	Senior Vice President	DRDO, Innovation Labs, Citi	2012
Murlee Manohar Jain	37	Bcom, CS	Associate Vice President-Secretarial & CS	Apollo Tyres	2013
Anurag Jain	37	MBA- ISB Hyderabad, MS - Wright State University	Sr. Vice President and Product Head Shiksha	Microsoft, Nokia, Dassault Systemes	2013
Chintan Arvind Thakkar	48	CA	CFO	Computer Associates	2014
Pankaj Jain	40	B.Tech - IIT Delhi, MS- Stanford University	Executive Vice President- New Projects	Spice Online Retail, Spice Televentures, Taxila, Siebel Systems	2014
Shailesh Chandra	41	BE - Delhi College of Engg, PGDBM- IIM A	Executive Vice President	Amazon, Genpact, Indian Railways, Maruti Udyog, Indian Petrochemicals	2014
Sanjay Suri	43	MS- University of California	Executive Vice President- Engineering	Tradus, ClearSenses, Videocrux, Amazon, Oracle	2014
Narasimha Jayakumar	42	MBA- London Business School, PGDM- IIM-B, B Tech- NIT Karnataka	Chief Business Officer- 99acres.com	TV18 Home Shopping Network Ltd, Google, Expedia, Galileo Int., TAS	2015
Jatin Bery	41	MSc Corp & Int'l Finance, Durham University, MBA (IMI), BA (Hons) Economics, St.Stephen's	Executive Vice President Corporate Development	Kotak Investment Banking, Ernst & Young, JPMorgan	2015

About 10% of the total employees are covered under ESOP

Internet in India

No. of internet users

- As per TRAI, Annual Report 2013-14
 - 251.59 million as of 31.3.2014 (up 52.6%)
 - 164.81 million as of 31.3.2013
- Rapid growth expected (nos. in millions)



Note: * Forecasts. Source: BCG.

Banks/ brokerages that cover us

Firm	Analyst	Phone Number	E-mail
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B&K Securities	Sushil Sharma	+91.22.4031 7117	sushil.sharma@bksec.com
Centrum Broking	Ankit Kedia	+91.22.4215 9634	ankit.kedia@centrum.co.in
Citigroup	Gaurav Malhotra	+91.22.6631 9885	gaurav.a.malhotra@citi.com
CLSA	Ankur Rudra	+91.22.6650 5059	ankur.rudra@clsa.com
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Spark Capital	Srivathsan Ramachandran	+91.44.4344 0399	srivathsan@sparkcapital.com
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Indicative list, subject to change

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