

**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**  
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**brijj.com**  
FastTrackers Only

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A jobsite for campus hiring!

# Info Edge (India) Ltd.

India's Leading Online Company

May, 2014

Investee  
Companies

**meritnation**  
now school is easy

**zomato**

**mydala**  
We begin, You Gain

**policybazaar.com**  
Insurance compare kya?

**Canvera**  
preserving memories

**HAPPILY UNMARRIED**



# Safe harbor

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Statements contained in this presentation concerning our growth prospects may constitute forward-looking statements. The Company believes that its expectations are reasonable and are based on reasonable assumptions. However, such forward looking statements by their nature involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, intense competition in the businesses we operate in 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 March 31, 2014 or for the quarter ended March 31, 2014, unless indicated otherwise

Q4 FY14 means the period Jan 1, 2014 to March 31, 2014

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

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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  
~50%\* owned



India's leading education site for  
school children  
~56%\* owned

\* Approximate shareholding on fully disbursed and converted basis

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# Our Brands

---

**Jeevasathi.com**  
We Match Better

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

**policybazaar.com**  
compare kiya kya?

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

**Canvera**™  
preserving memories

India's leading site for  
professional photographers  
~32 %\* 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

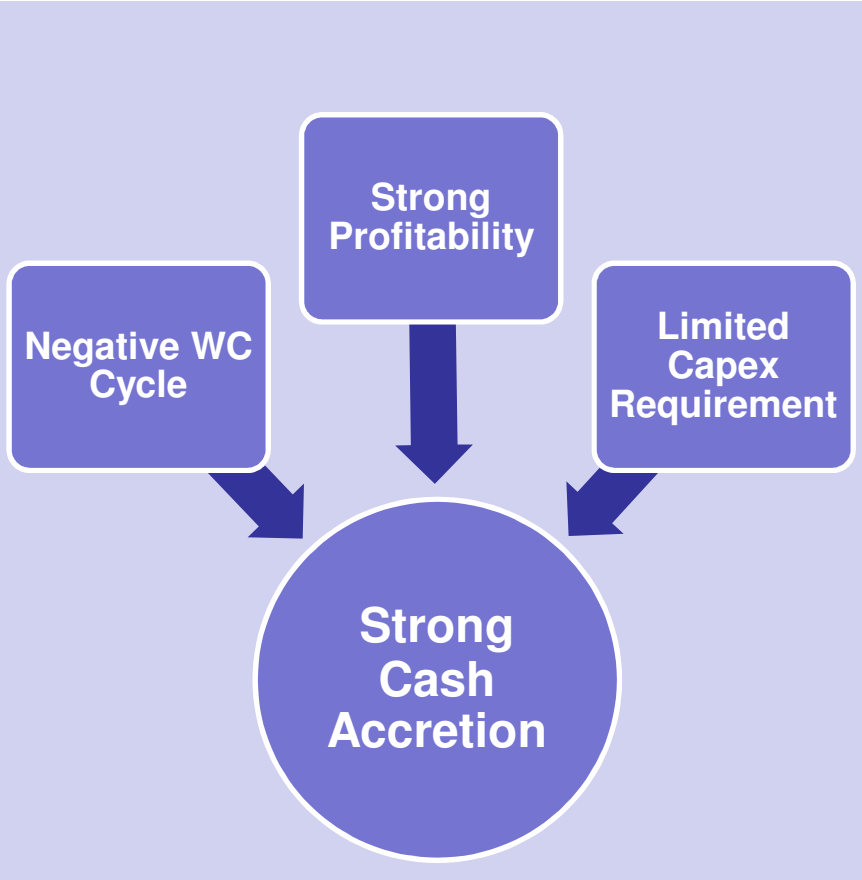
- ~ 2176\* Sales/ client facing staff or 72% of the company's\* workforce
- Nation wide coverage through 56 company branch offices in 42 cities in India
- Only “dot com” player with this kind of sales organization
- Sales force efficiencies playing out

**Infrastructure being leveraged for growth**

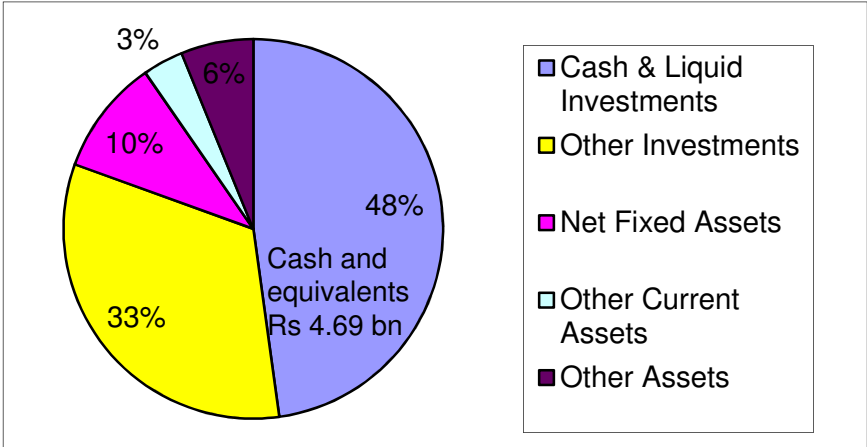
\* Including allcheckdeals, a wholly owned subsidiary

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

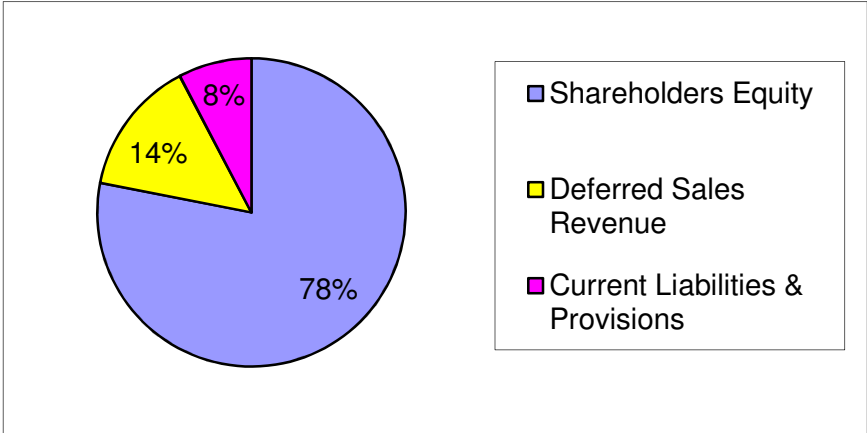
Fixed cost model and profitability has led to a strong cash accretion



## 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, 52	CA, PGDBM XLRI	Group President - Finance and CFO	Bank of America and HSBC	2000
Vivek Khare, 43	M. Sc (Physics) IIT – Kanpur, PGDBA-Birla Institute of Management Technology	EVP - Corporate Development	–	2000
Vineet Singh, 42	PGDBA – IPM	EVP and Business Head - 99acres	Xerox	2000
Deepali Singh, 40	B Sc, LLB, Delhi University, PGDBA, IPM	EVP - Firstnaukri	Aptech	2000
Arif Ismail Parker, 39	BA	SVP Sales - Naukri	ITNation.com	2000
Vibhore Sharma, 39	B Sc, IGNOU	CTO – Naukri	Pioneer	2001
V Suresh, 42	BE, Masters in Management, Sathya Sai Institute of Management	EVP and National Head Sales - Naukri	Xerox	2001
Niraj Rana, 38	BSC, MBA	SVP Sales - Naukri, 36	-	2001
Harveen Bedi, 42	PGDBA-Birla Institute of Management Technology	SVP - Quadrangle	Nestle	2002
Dinesh Padmanabh Kumar, 38	MBA	SVP Sales - 99acres	Notre Advertising	2002
Manoj. P, 40	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, 40	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	Baypackets	2007
Rajesh Khetarpal, 41	CA	SVP – Finance	Bharti	2007
Sumeet Singh, 40	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, 38	B Tech, IIT Delhi, MBA ISB	SVP Product Development - Naukri	Schlumberger	2008
Vivek Jain, 40	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
Murlee M Jain, 36	CS, LLB	AVP – Secretarial Company Secretary	Apollo Tyres	2013
Chintan Thakkar, 47	CA	CFO – Designate	Computer Associates	2014



# 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
- Formal dividend policy announced



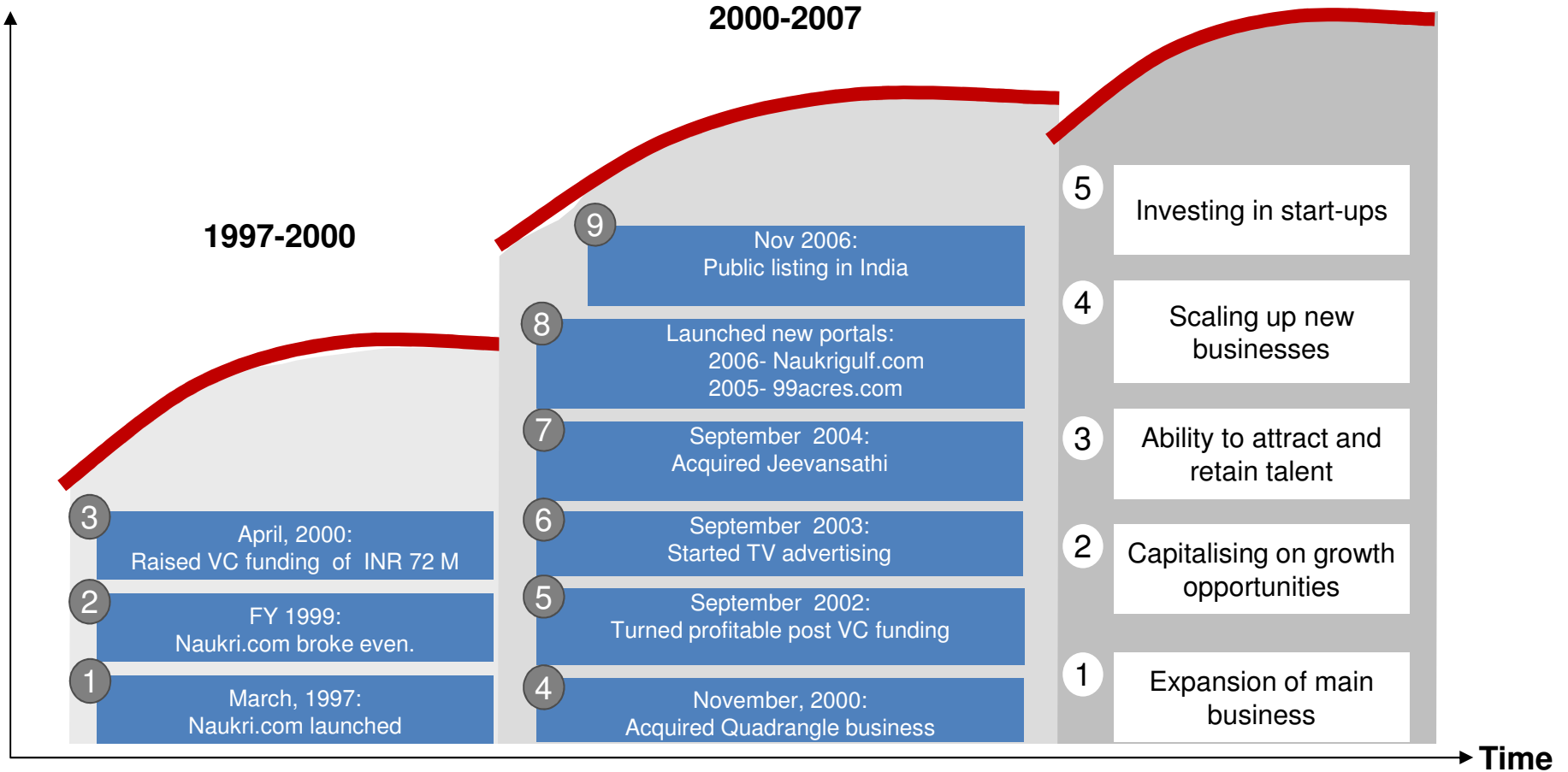
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# About Info Edge

# Milestones

Levels of Evolution

2007 onwards

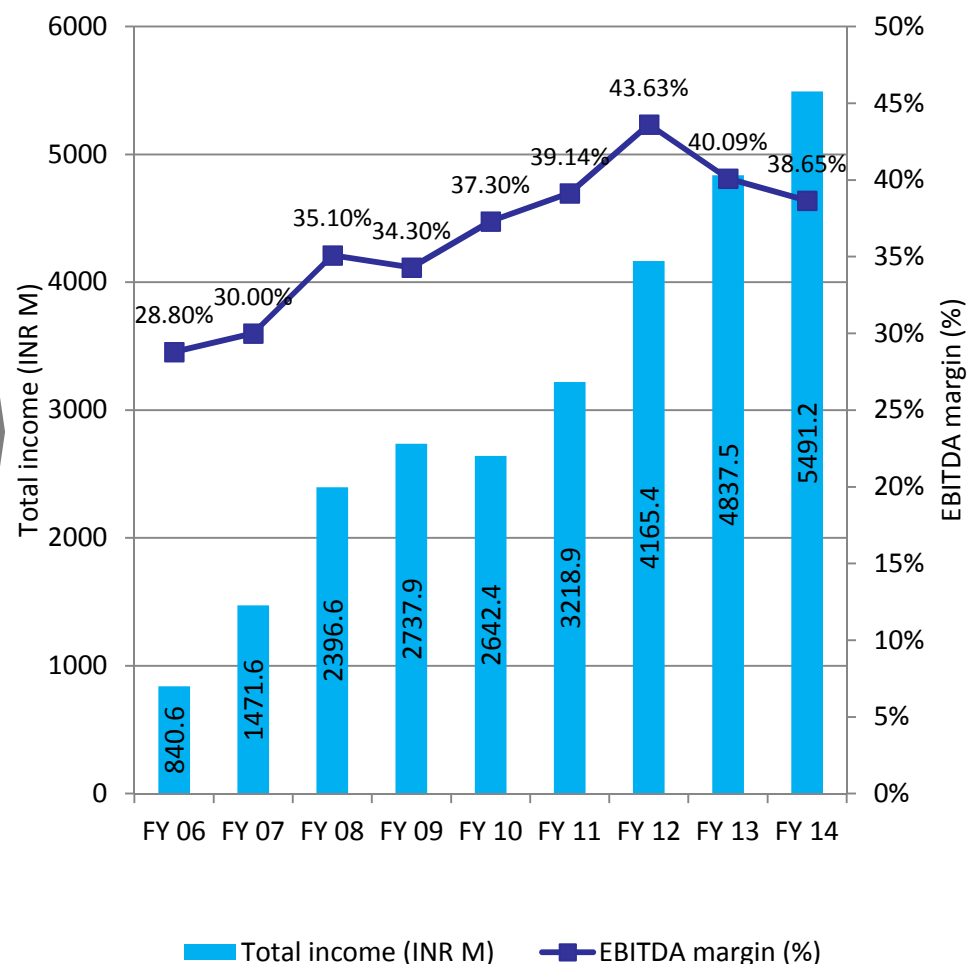


# Strong performance track record

## Highlights

- India's leading online company with
  - Strong brands
  - Growing businesses
  - Experienced management team
  - Investments in internet startup ventures
    - INR 3.71 bn invested over 5 years
- Rapid growth historically
  - Revenue CAGR of 26% over FY06-14
  - INR 5.49 billion revenue in FY 14
- ~ INR 67.5 billion market capitalization
- Strong cash flow generation
  - Cash & liquid assets INR 4.69 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 26.5% in FY14

**Info Edge Revenue and EBITDA margin  
(Standalone entity, 2006 – 2014)**

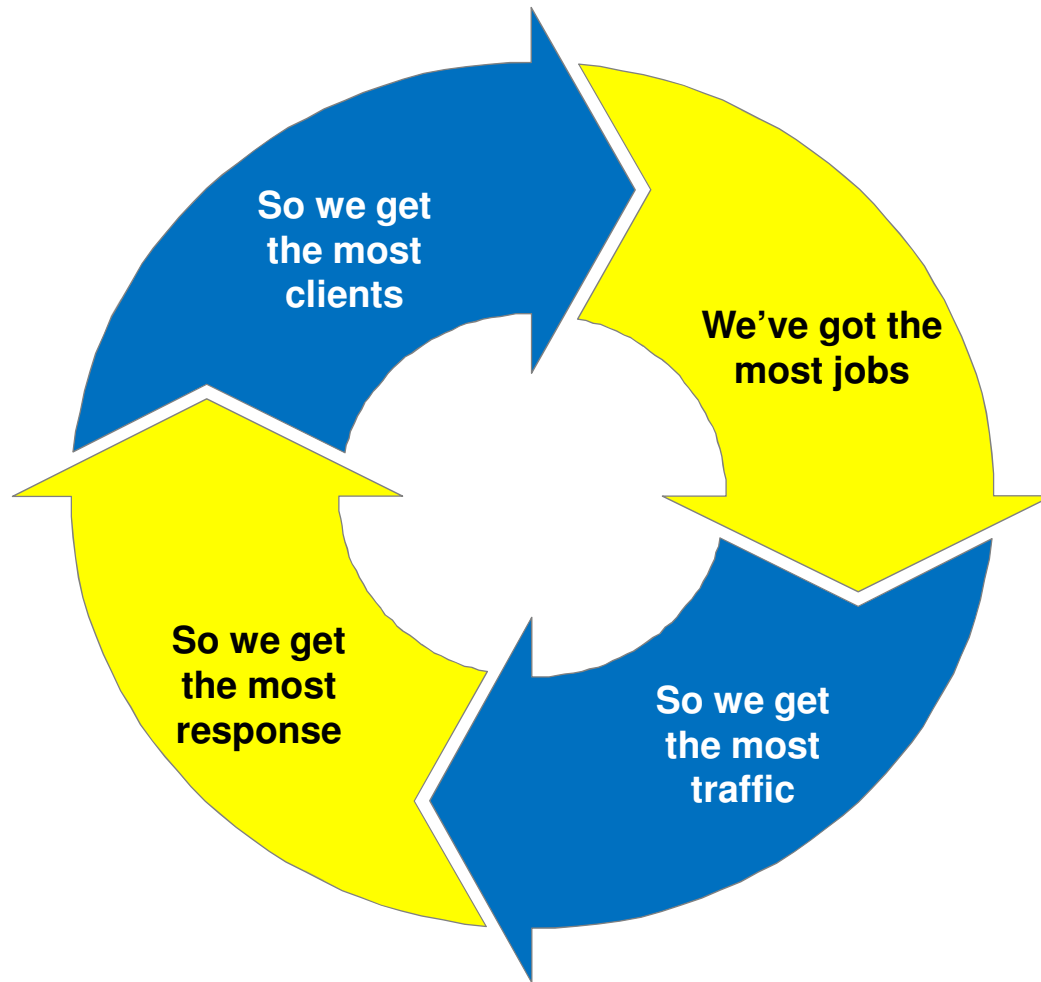




# We are a business of the virtuous circle

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Example : Naukri.com



## Imperatives

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



# Internal business drivers and updates

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## Naukri

- Share of internet in recruitment spend continues to grow
  - Garnering higher market share in this slowdown
  - Specific product innovations to combat the threat of LinkedIn.com – Recruiter Profile launched. Referral hiring and semantic search rolled out (part of acquisitions viz. Toostep and Makesense) plus other products like Career Site Manager
  - Leverage mobile (Android and iOS app launched), mobile traffic about 22% of the total traffic
  - 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 to increase traffic share
  - Improve sales coverage across cities
  - Continue to improve the user experience – pricing trends, photos and videos, Android App launched. Verified listings and map based search launched in Delhi NCR, to be expanded to other cities
  - Leverage mobile (Android and iOS app launched), mobile traffic about 25% of total traffic
- 

## 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 & Naukrigulf
  - Naukrigulf- Riding the recovery in the Middle East
  - Invested in potential big businesses for the future - Zomato, Meritnation, Policybazaar, Mydala, Canvera, Happily Unmarried, Allcheckdeals
  - Actively explore opportunities (startups, M&A)
-





## Business drivers - external

	Business cycle and Economic Environment	Demographics and GDP per capita	Internet penetration	Competition
 India's No.1 Job Site	✓		✓	✓
	✓		✓	✓
 أسرع موقع للتوظيف نموًا في الخليج	✓			✓
 BETA Bringing People			✓	✓
 A jobsite for campus hiring!		✓	✓	✓
 We Match Better		✓	✓	✓
 Buy, Rent, Sell	✓		✓	✓
 Property deals made Simple & Transparent	✓		✓	✓
		✓	✓	✓



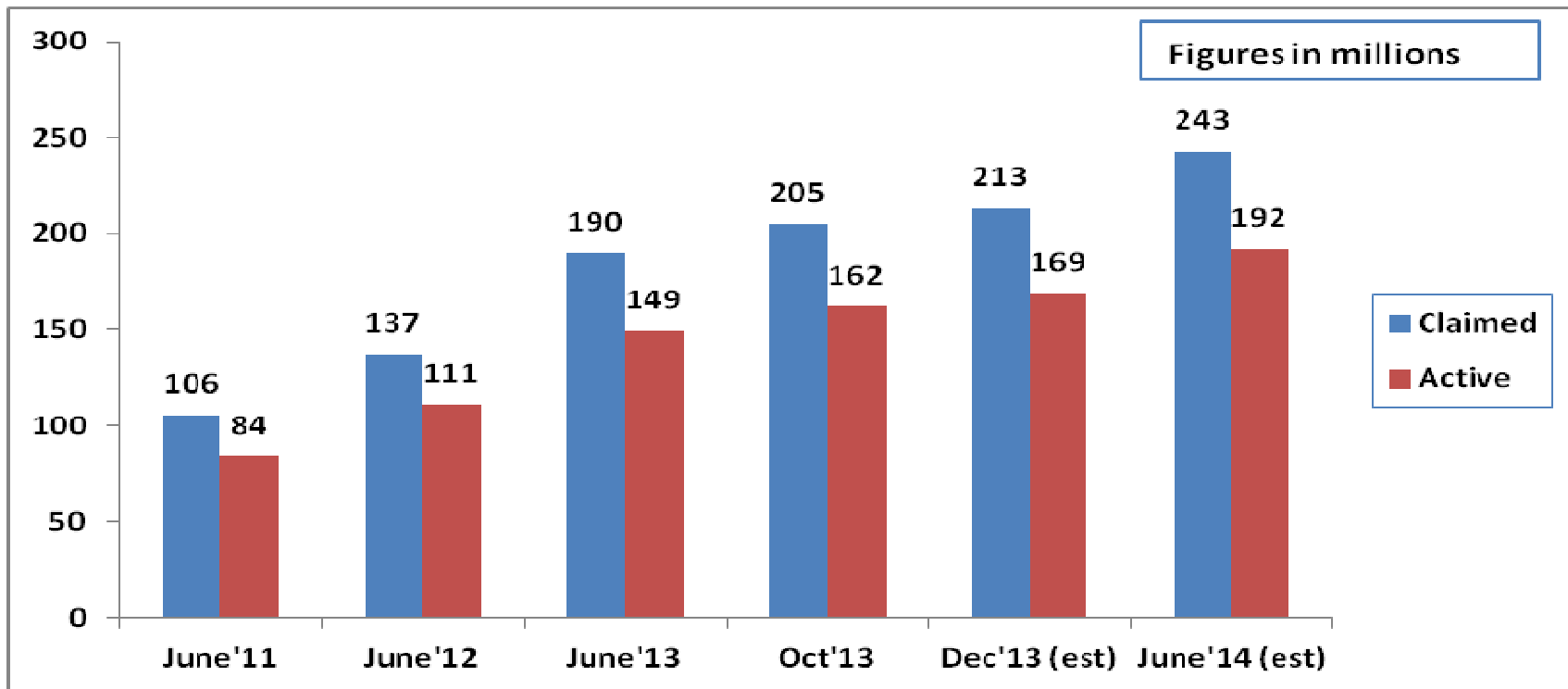
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# Internet in India

# Rapidly growing internet user base

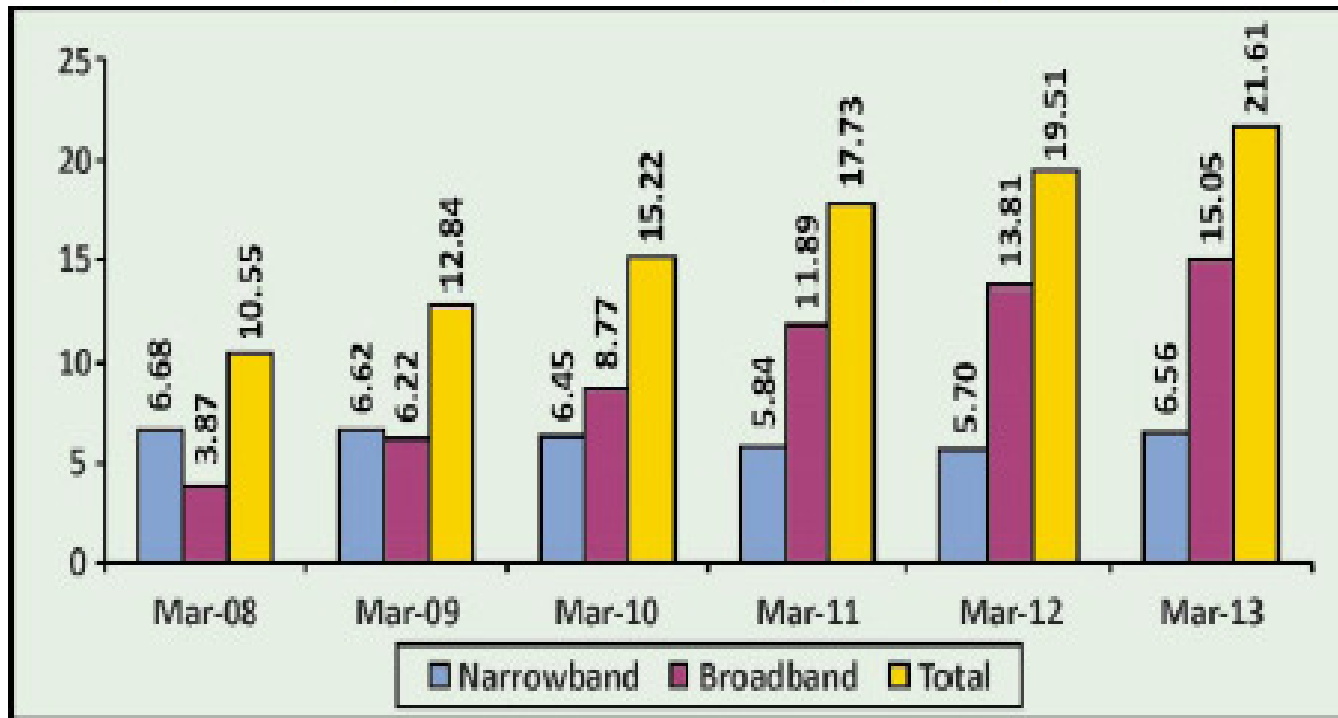
About 200 million internet users as of Oct, 2013

- Internet users grew at a CAGR of 32% between 2000-2012
- Access through mobile and wireless increasing rapidly



Source : [www.iamai.in](http://www.iamai.in)

# Penetration of broadband increasing



Source : TRAI annual report 2012-13

Narrowband defined as speeds < 256 kbps and Broadband defined as speeds > 256 kbps

- Multiple internet users may access the internet through a single broadband connection

# 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

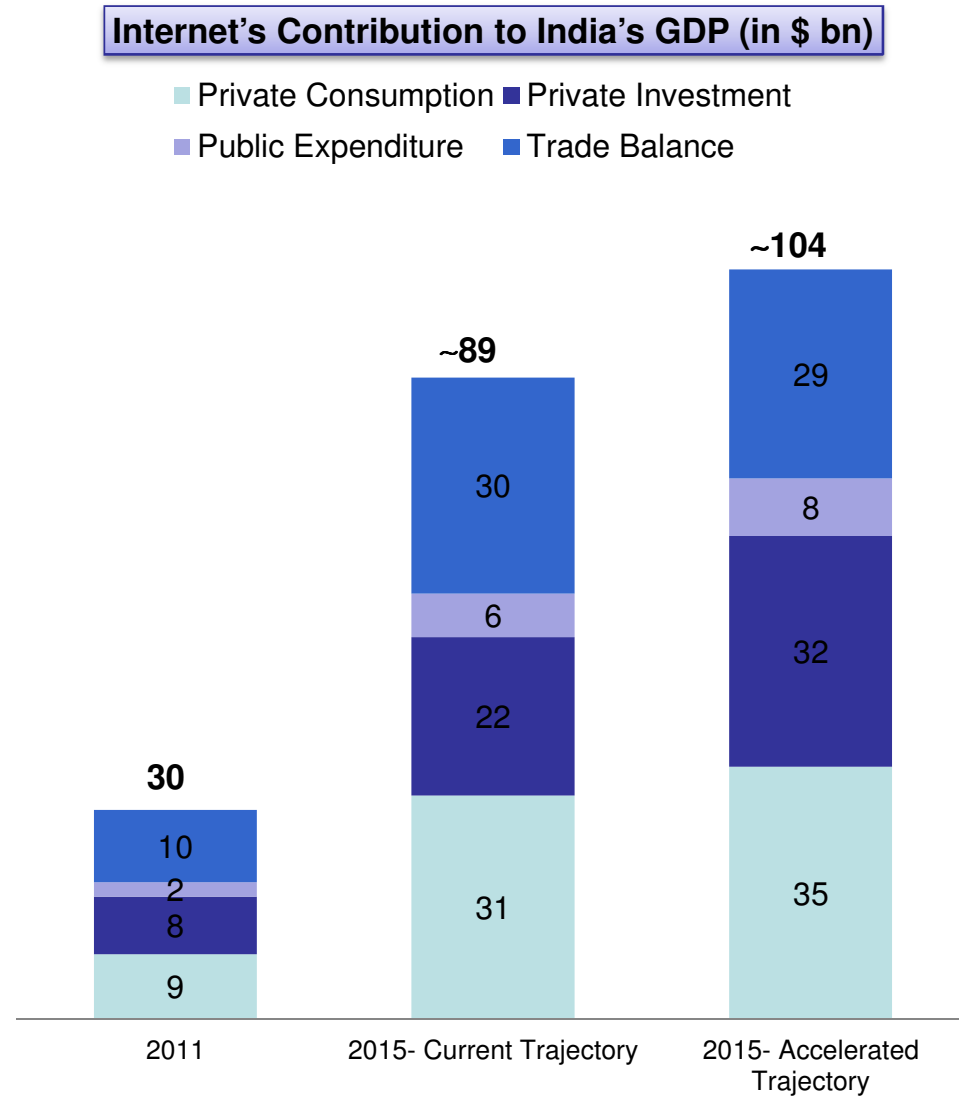
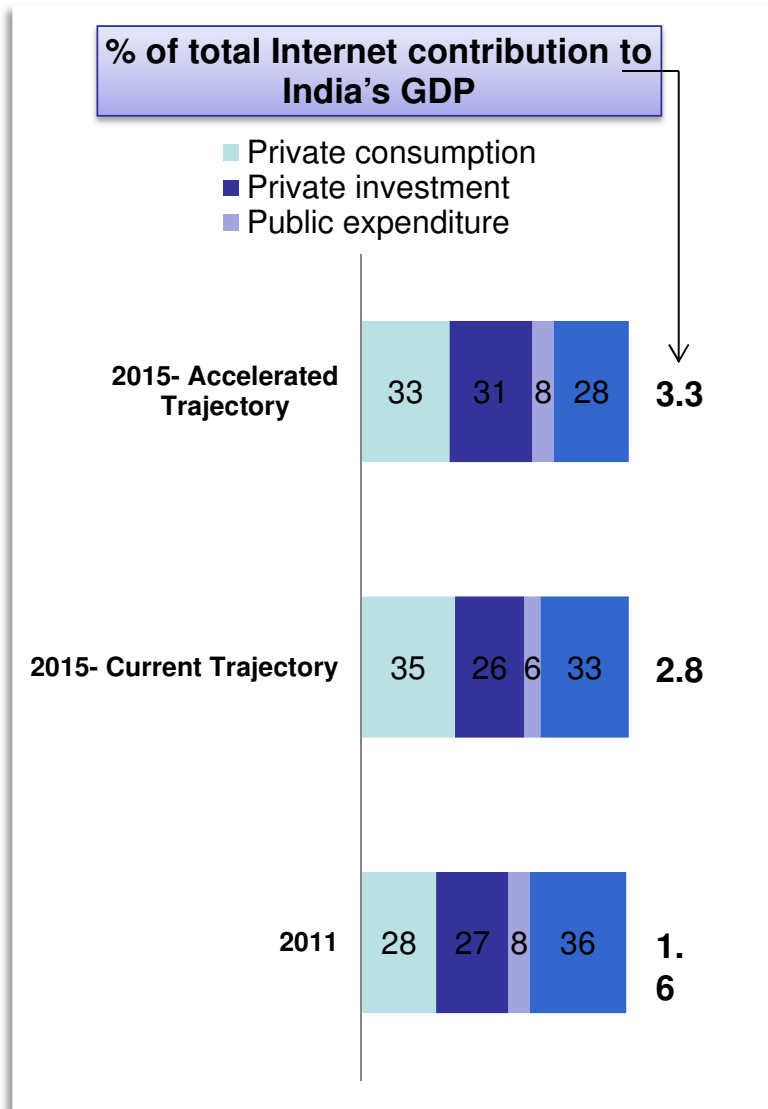
Economic contribution from Internet in India can be potentially doubled from 1.6% of GDP currently to 2.8 to 3.3% by 2015

- 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

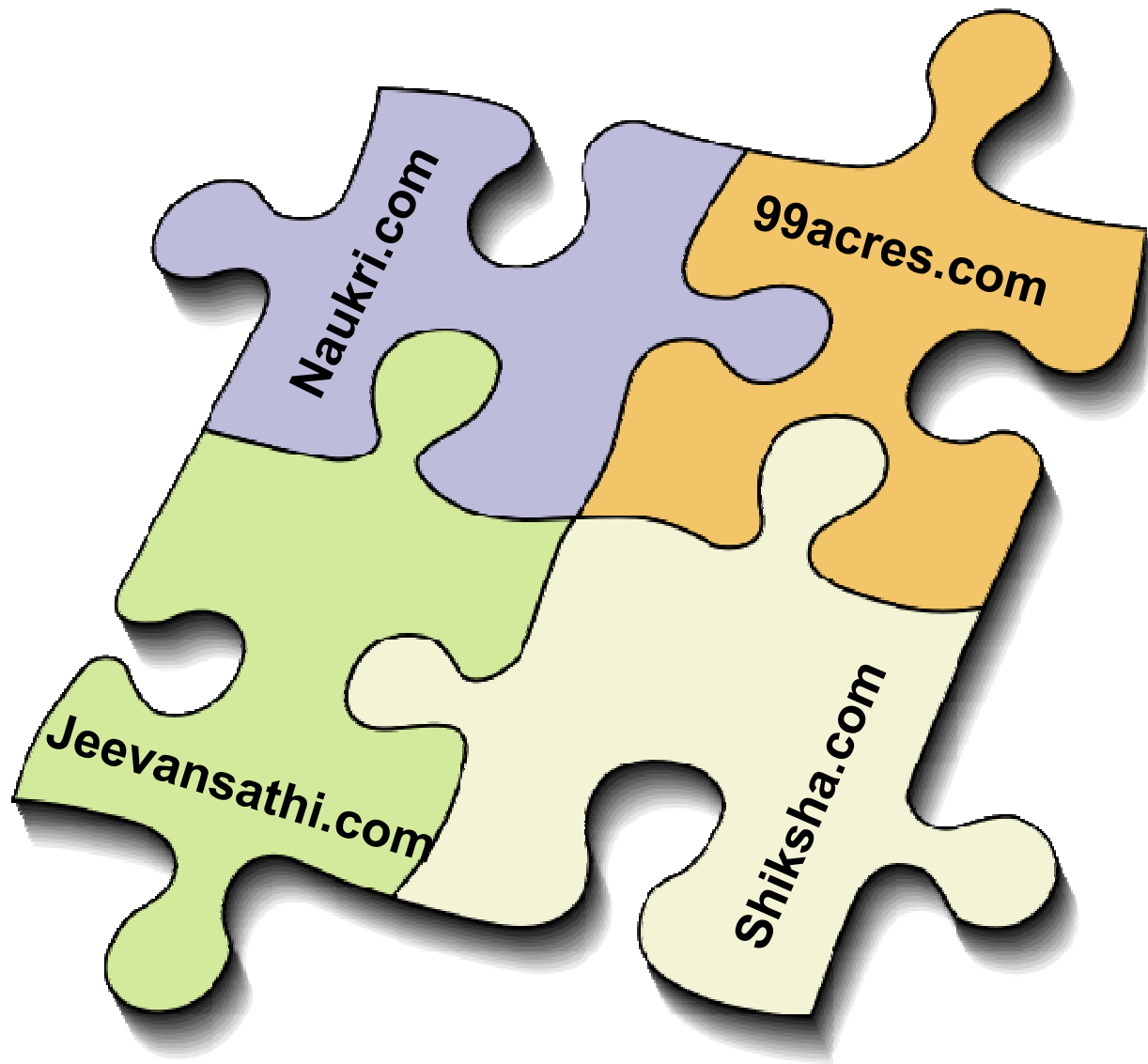
# India has the potential to treble its iGDP to \$100bn in 2015 from \$30bn today





# In house businesses

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# Naukri

The screenshot shows the Naukri.com homepage with several key sections highlighted:

- Panels:** A red circle highlights the navigation and search panels at the top, including the 'Search All Jobs' button, search filters (Keywords, Location, Functional Area, Exp., Salary Expectation), and the 'New Job Seeker?' sidebar with options like 'Reach out to more than 35000 recruiters' and a 'Post your Resume' button.
- Job Seeker Services:** A red circle highlights the 'Resume Services' section, which includes 'Resume Display', 'Resume Development', and 'Resume Flash'.
- Resume Database:** A red circle highlights the 'Resume Services' section, which includes 'Resume Display', 'Resume Development', and 'Resume Flash'.
- Banner Ad:** A red circle highlights a banner advertisement for 'Plarman HR' with the text 'When it comes to HR, We complete the Circle'.
- Job Listings:** A red circle highlights a job listing for 'Sr. Executive - Conference Sales' at 'Franchise India Holdings Limited'.

Other visible sections include 'Top Employers' (listing companies like Patni, Larsen & Toubro, Sungard, Deloitte, Novartis), 'Best Places to Work' (listing sectors like Information Tech, Manufacturing, Services), and 'Employer's Login'.



# Naukri - Overview

## Current Highlights

- Dominant player – strong brand, largest database, most clients, highest traffic share, largest no. of jobs, sales network, product/technology innovation
- Growing share in the current slowdown
- Investing in search and response management
- Recent product/ feature launches - Recruiter profile, referral hiring, semantic search, Android and iOS App (mobile) and Career Site Manager

## Revenue Model

- Major
  - Resume Database Access
  - Job listing and Employer Branding/ Visibility
- Others:- Job Seeker Services, Google Ad sense, Advertising other than for jobs, Mobile revenues, Resume short listing and screening

## Competition

- Naukri has increased the competitive gap
  - Large traffic share gap between Naukri and MonsterIndia / Times Jobs (as per Comscore data)

## Market Dynamics

- Slowdown and decrease in recruitment activity
- Recruitment market is cyclical and depends on GDP growth rates
- IT sector seems stable

## Market Size and Potential

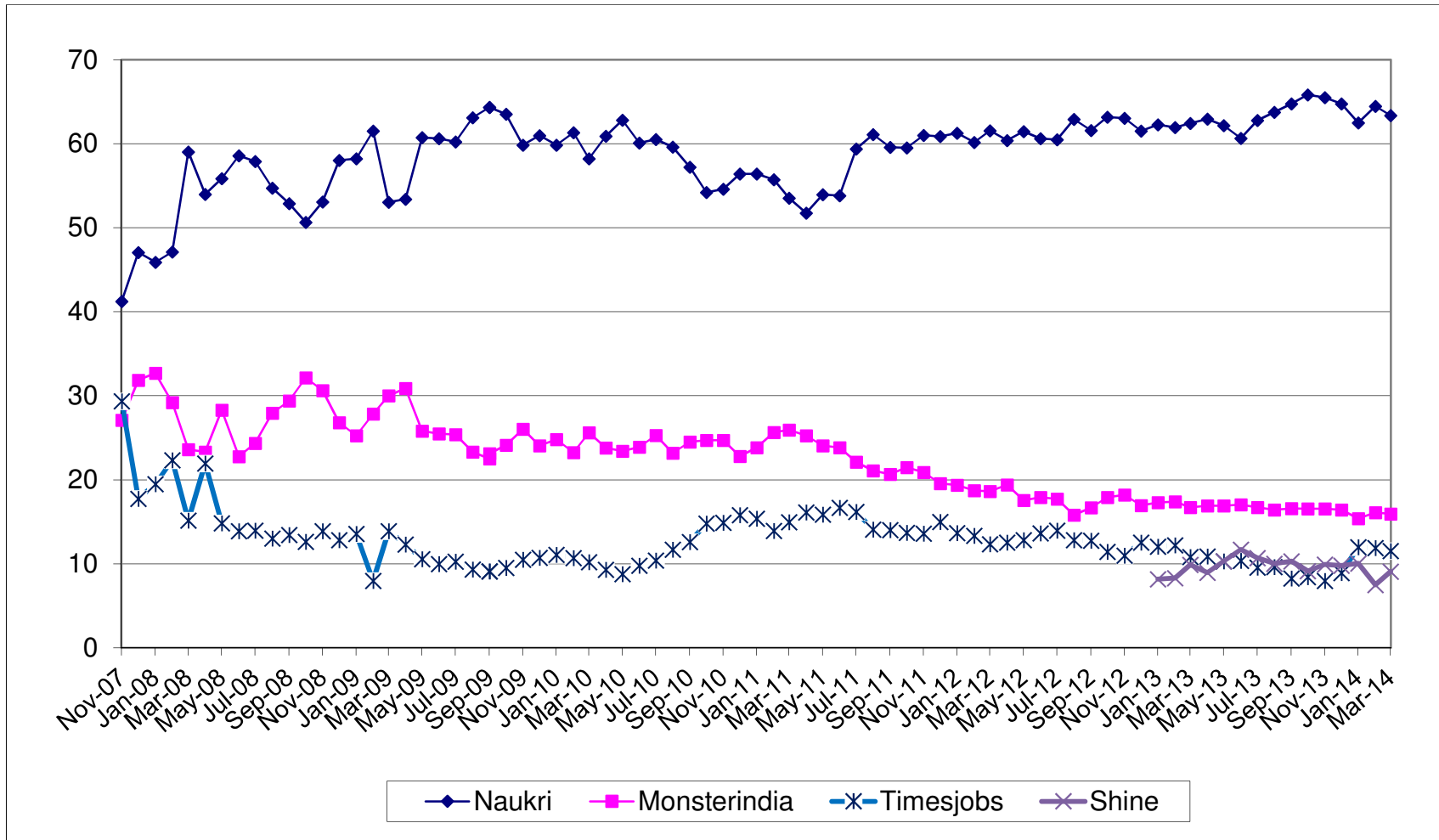
- Large market
- Growth in economy/IT/ITES drives online job market
- Naukri flagship product flanked by support products
- Overall growth to continue due to increasing internet penetration & India demographics
- Social media and mobile apps

## Risks

- LinkedIn active in India

# Naukri is a clear # 1 with > 60% traffic-share

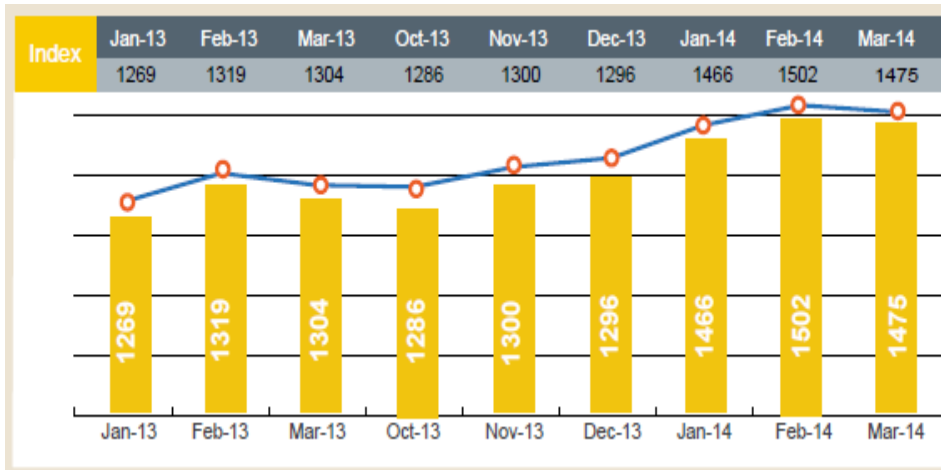
Traffic share of various recruitment sites based on data from Comscore



22% of the total traffic through mobile (not captured in the above data which is only for PC's and laptops)

# Hiring growth rate expected to improve

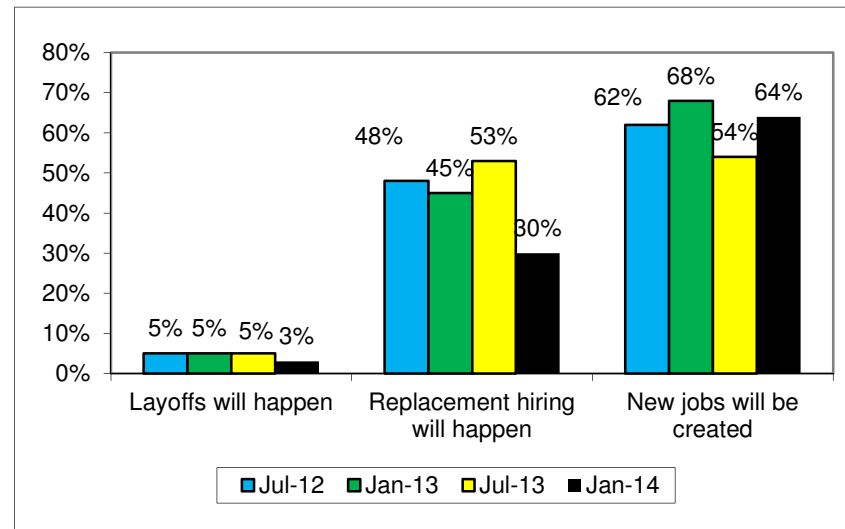
## Naukri Job Speak Index



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 been trending up

## Naukri hiring survey



- Survey of recruiters conducted by Info Edge India Limited:

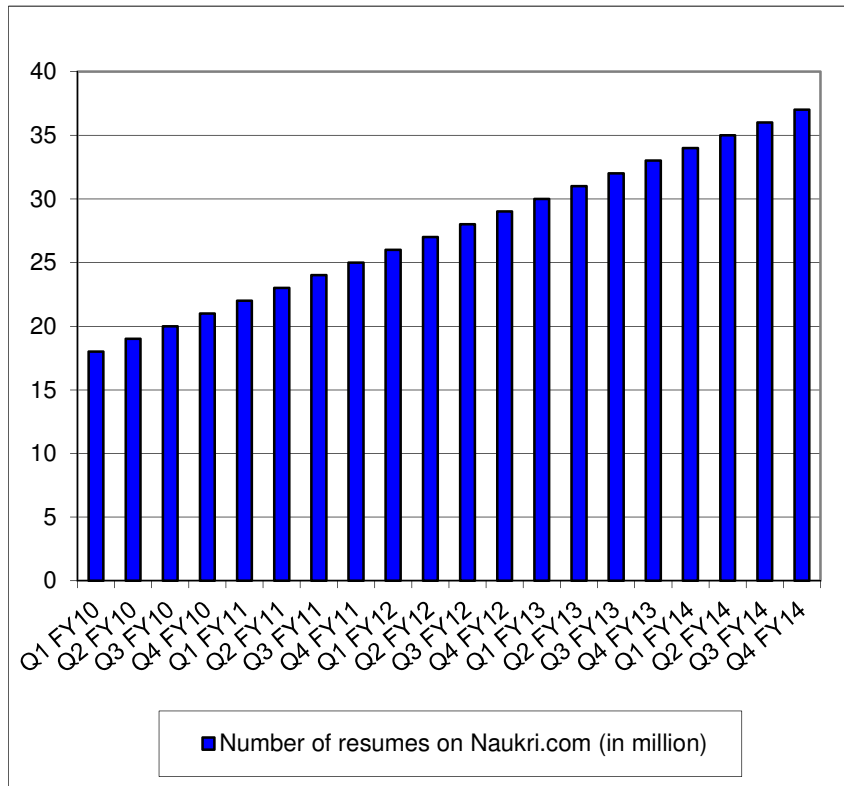
- ✓ January, 2014 (sample size ~800)
- ✓ July, 2013 (sample size ~1100)
- ✓ January 2013 (sample size ~1100)
- ✓ July, 2012 (sample size ~1000)

Hiring market expected to revive – Naukri has dominant share – to benefit with higher GDP growth rate

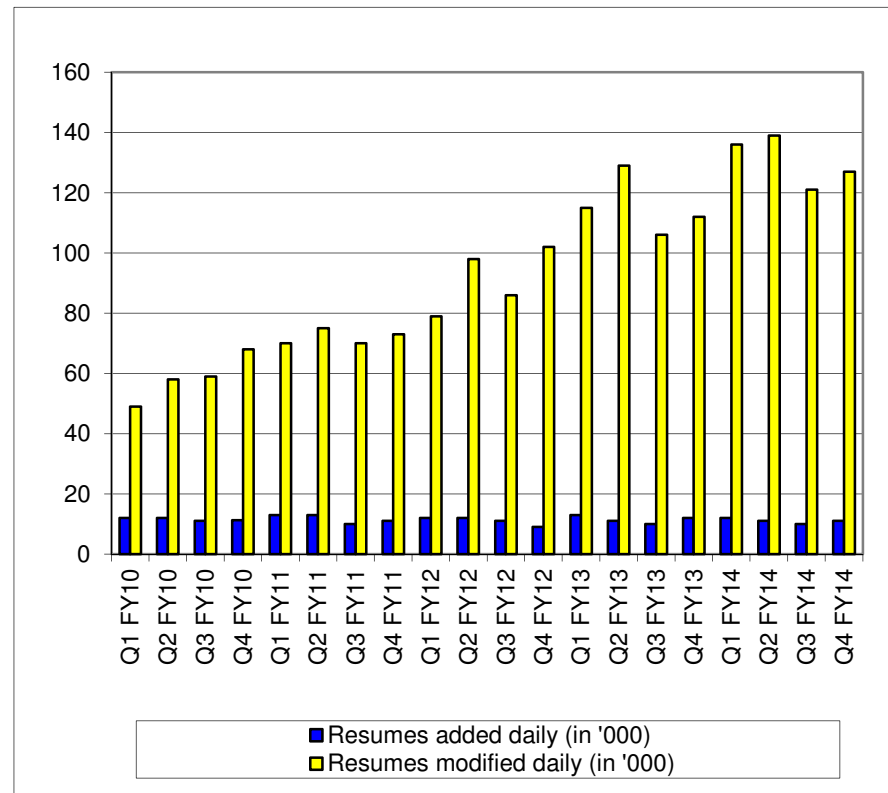


# Naukri.com has performed on operational metrics

### 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



- 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



- 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



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



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

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

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

**Posted By:**  All |  Dealer |  Builder |  Individual

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  - 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 Kensington PARK**  
@ SEC 131 / 133, NOIDA

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HOT INVESTMENT OPPURTUNITY  
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Banner Ad  
Panels

Banner Ad



# 99acres : Overview

## Current Highlights

- Favorable macroeconomics for the housing market:
  - Large market
  - Increase in middle income/high income households, increasing urbanization, availability of finance
- Recently launched - Locality based price trends, photos and videos for localities, Android app, verification services and map based search in Delhi NCR

## Revenue Model

- Most revenue from developers, builders and brokers
- Revenue from:- Property listings, builders/brokers branding and visibility – Microsites, home page links, banners, others like buyer database access, international listings
- Site has traction for residential, primary & secondary, sale and purchase and rental

## Competition

- Head to head competition with Magicbricks.com
  - Other real estate sites Indiaproperty.com, makaan.com, commonfloor.com and housing.co.in
  - Local classifieds sites like OLX and Quikr

## Market Dynamics

- Share of internet growing in real estate advertising market
- Newer business models and fast changing market landscape

## Opportunities & Market Potential

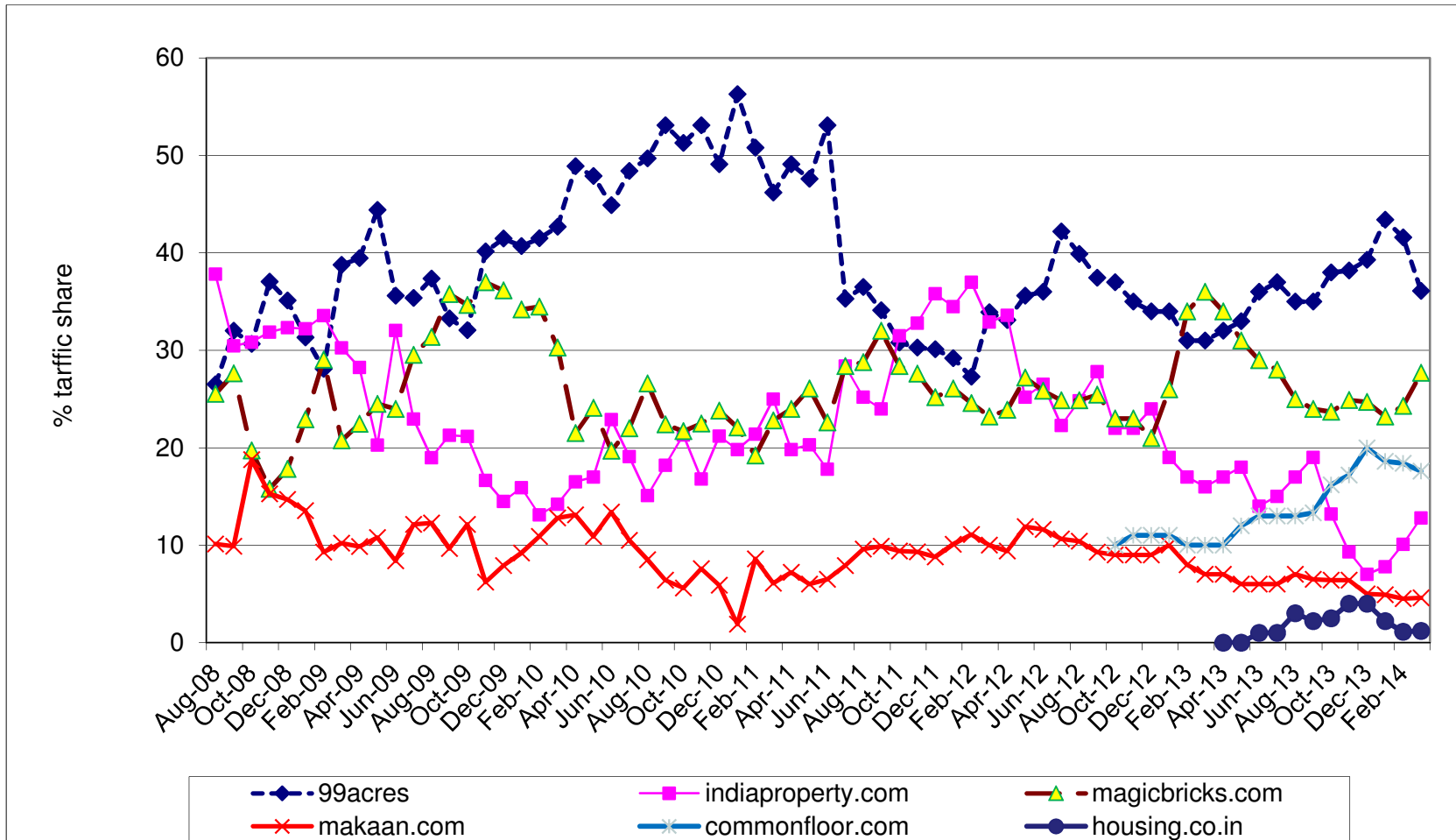
- Significant potential to gain from non housing market / commercial real estate as well
- Opportunity in the primary property market.
  - Indian cities and suburbs witnessing lot of construction
- Mobile a big opportunity
  - 25% traffic from mobile

## Risks

- Quality of listings

# 99acres is the leading brand in its segment

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



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

25% of the total traffic through mobile (not captured in the above data which is only for PC's and laptops)





# 99acres addresses a growing market


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## Market drivers


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

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a naukri.com venture



**starting 3.5 Cr onwards**

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  
      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


**MGF 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
- 526 transactions closed in FY14
- Business model being reassessed

# Jeevansathi

Search

Live Help | Membership Options | Success Stories | Register Now

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

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

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

Search by profile id | Advanced Search

Exclusive Privacy Features,  
Intelligent matching,  
Millions of Profiles

Existing User - Login Now

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

"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

Advertisement

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

Call Chat E-mail  
**Prospective Matches**

JS Home Page

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

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

My Jeevansathi | My Contacts | My Profile | Membership

Quick Search: Bride, Select a Religion, Select a Mother tongue, Select a Caste, 21 Yrs to 35 Yrs, 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	eVista	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 eVista 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 online small players

## Market Dynamics

- Online payments can be made only via credit cards – Credit card penetration an 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

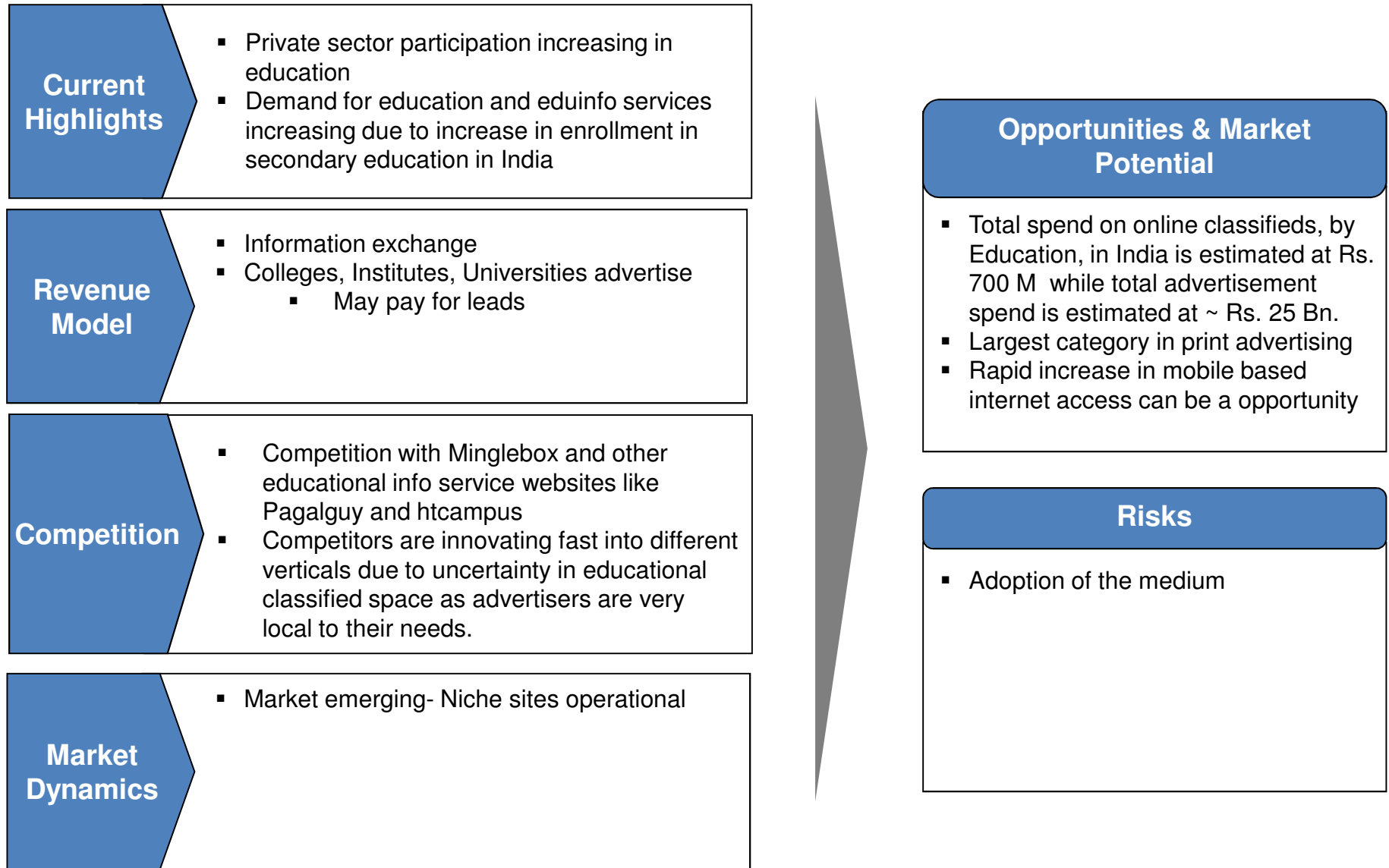
Banner Ad

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

The screenshot displays the Shiksha.com website interface. At the top, there is a navigation bar with a search bar and a 'Search' button. Below the navigation bar, there are several banners and advertisements, including 'STUDY IN NEW ZEALAND', 'SRMCEM', and 'VIT Business School'. The main content area is divided into several sections: 'Search Institutes & Courses' with a search bar, 'Browse Institutes & Courses' with a list of categories, 'Featured Institutes' with logos of various institutions, and 'Shiksha Cafe' with a form for asking questions and a list of user-generated content. The 'Shiksha Cafe' section is circled in red, and an arrow points to it with the text 'User generated content'. The 'VIT Business School' banner is also circled in red. The 'STUDY IN NEW ZEALAND' banner is circled in blue. The 'SRMCEM' banner is circled in red. The 'Shiksha Cafe' form is circled in red. The 'Shiksha Cafe' list of user-generated content is circled in red. The 'Shiksha Cafe' form is circled in red. The 'Shiksha Cafe' list of user-generated content is circled in red.



# Shiksha : Overview





# Shiksha : Key features

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- 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



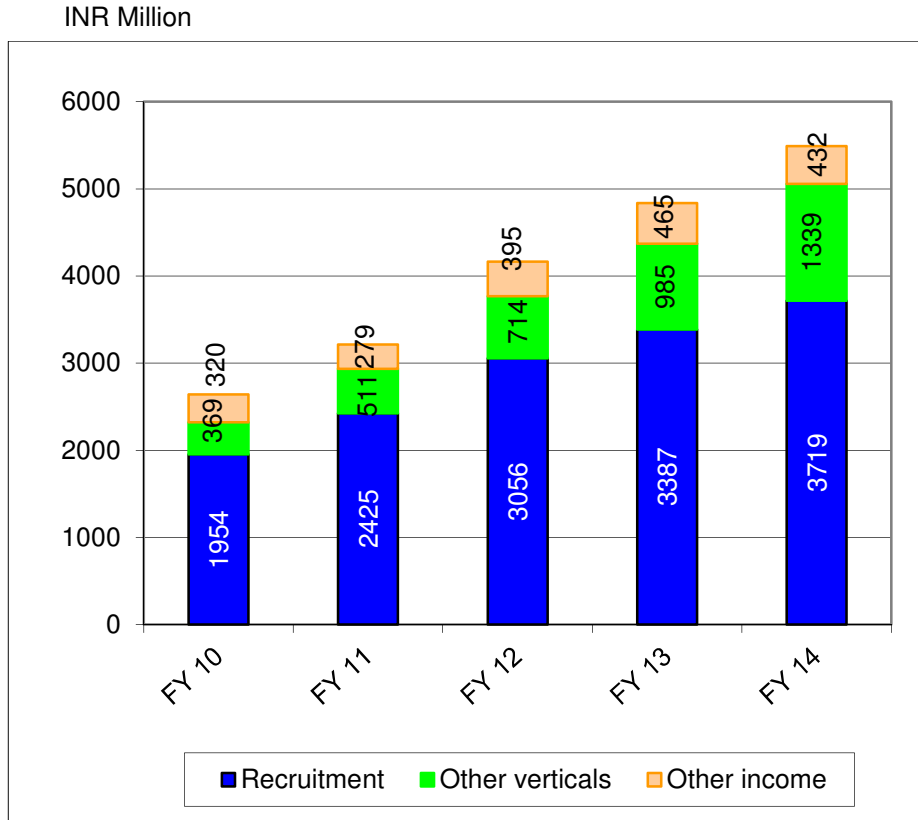
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# **Company Financials (Standalone)**



# Consistent long-term growth in Revenue / Profitability

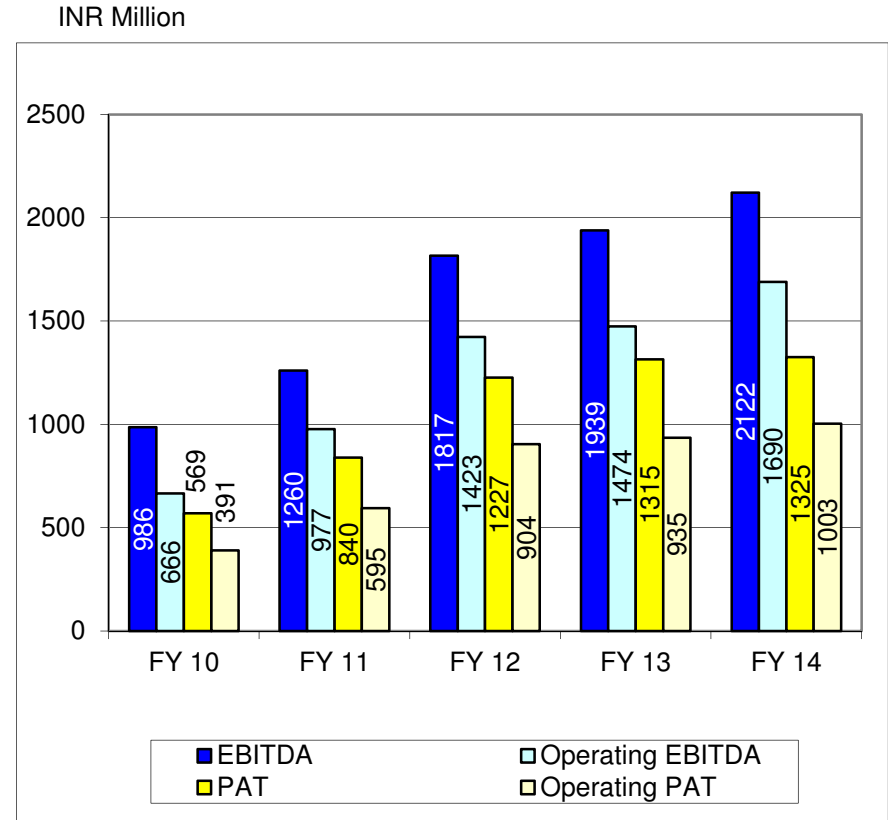
## Revenue trend



In FY 14, Recruitment was 73.5% and Other Verticals 26.5% of the standalone Operating Revenue of Rs 5,058 mn

In FY 14, on a consolidated basis, Operating Revenue was Rs 5,672 mn (Rs 5,058 mn on standalone basis) and PAT Rs 897 mn (Rs 1,325 mn on standalone basis excluding the write off of Rs 26 mn and lease equalization charge of Rs 61 mn) on account of losses in investee companies

## Profitability

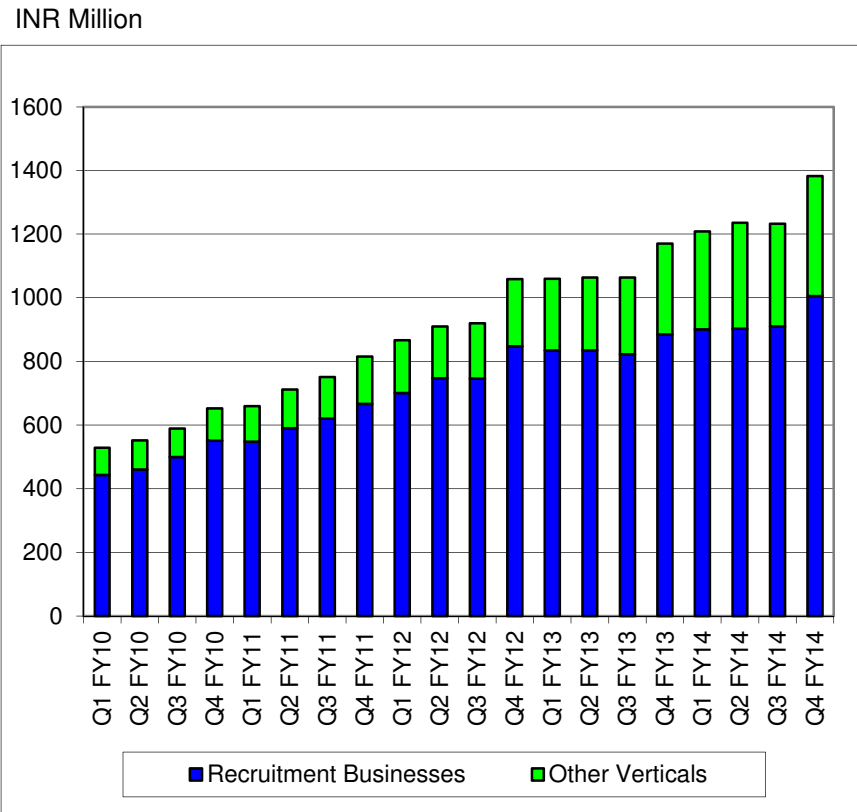


PAT and Operating PAT in FY 14 above, excludes the write off of Rs 26 mn and non cash lease equalisation charge of Rs 61 mn

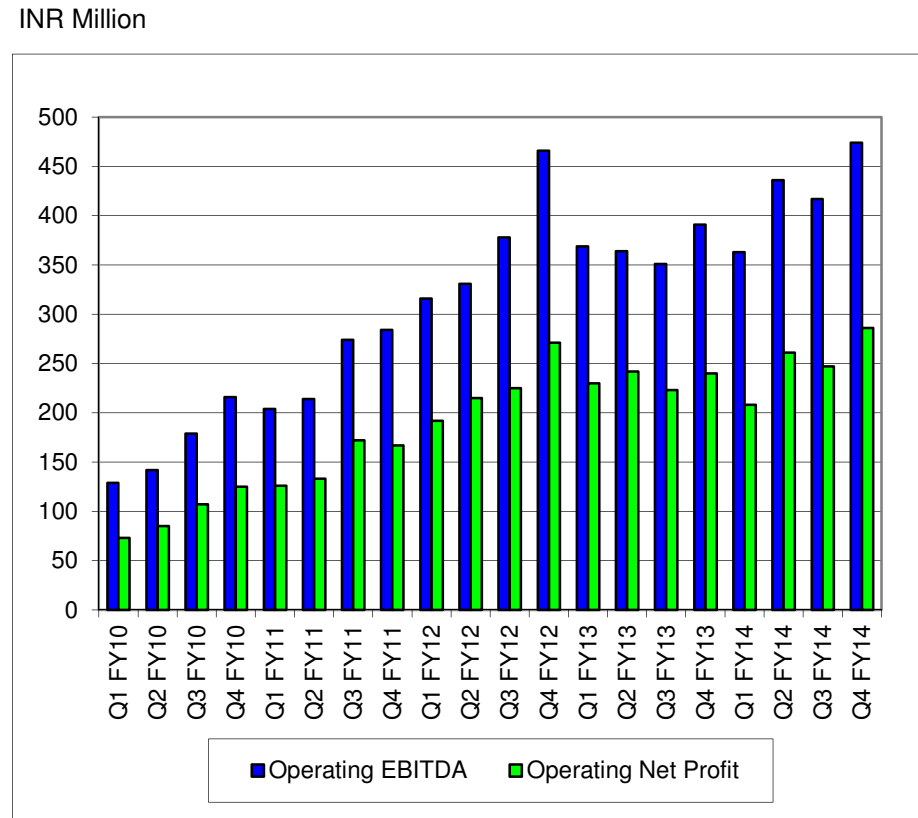
Other Income in the above chart is treasury income

# Steady growth momentum; reasonable YoY revenue growth in Q4 FY14 in a slow growth economy

**Quarterly Operating Revenue trend last 5 years**

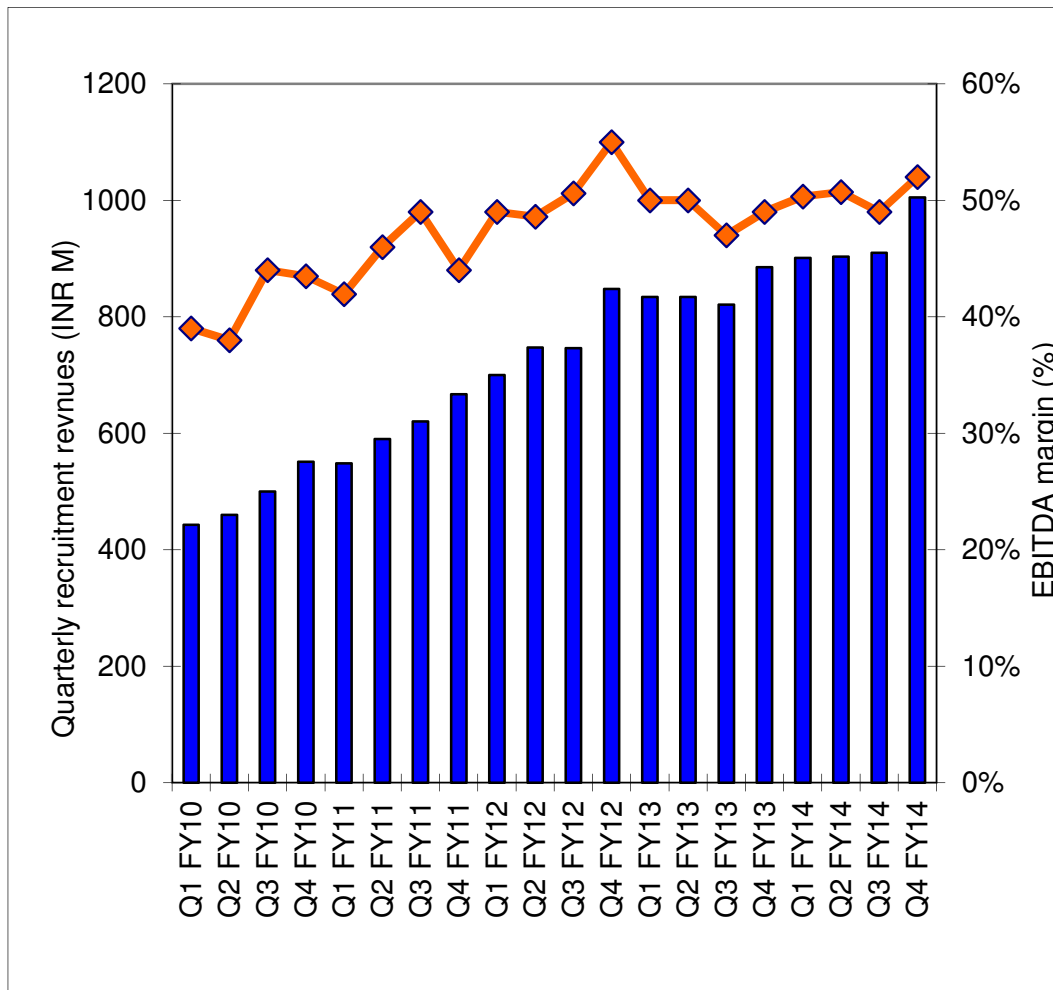


**Quarterly Operating Profitability**



Margins impacted due to ongoing investments and slowdown

# Recruitment: Profitability has been steady in the slowdown



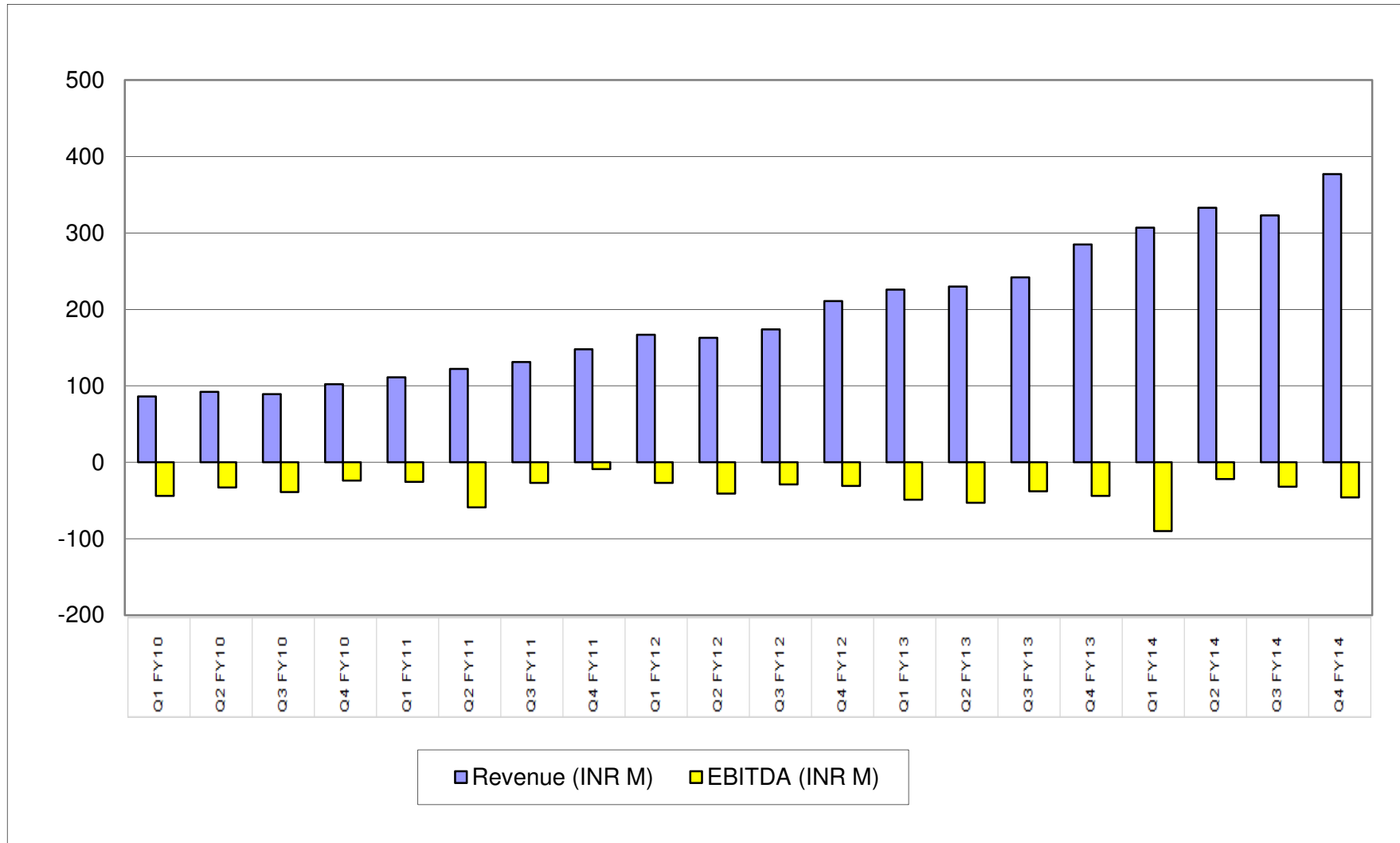
### Highlights

- 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, had declined in current slowdown
  - Expected to improve if hiring picks up
  
- Investments in product, technology and brand to continue



# Improving financial performance of Non Recruitment businesses

INR M





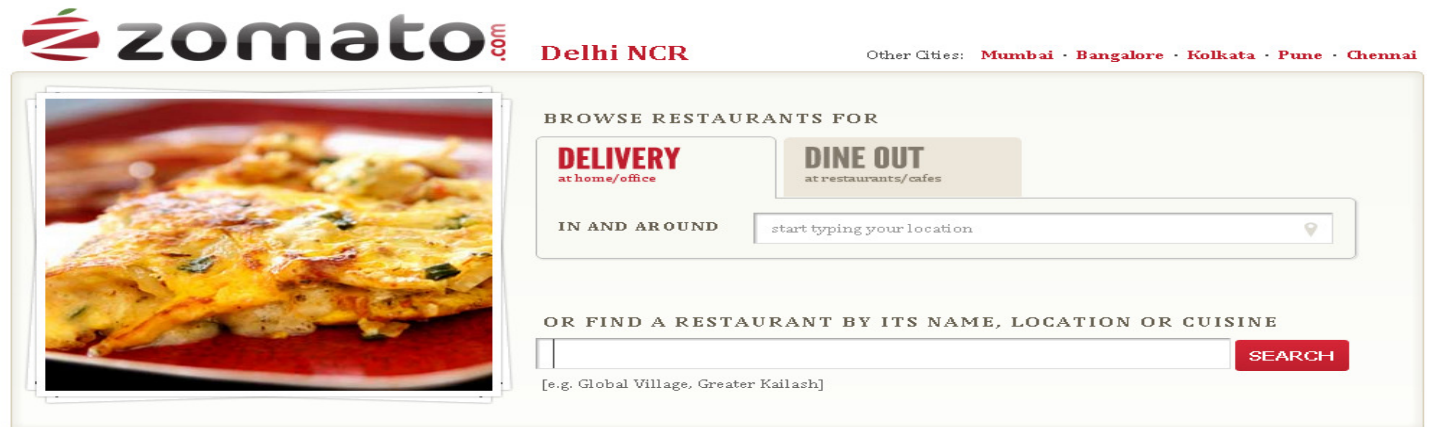
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# Investee Companies

# Investee companies – amount invested and status

		INR Million		
Investee Company	Website	Total amount invested	Approx. diluted and converted shareholding %	% of Total
<b>Active</b>				
Zomato Media Pvt Ltd.	<a href="http://www.zomato.com">www.zomato.com</a>	1430	50%	38%
Applect Learning Systems Pvt Ltd.	<a href="http://www.meritnation.com">www.meritnation.com</a>	715	56%	19%
Etechaces Marketing and Consulting Pvt Ltd.	<a href="http://www.policbazaar.com">www.policbazaar.com</a>	325	32%	9%
Kinobeo Software Pvt Ltd.	<a href="http://www.mydala.com">www.mydala.com</a>	270	47%	7%
Canvera Digital Technologies Pvt Ltd.	<a href="http://www.canvera.com">www.canvera.com</a>	570	32%	15%
Happily Unmarried Marketing Pvt Ltd.	<a href="http://www.happilyunmarried.com">www.happilyunmarried.com</a>	50	25%	1%
<b>Sub Total</b>	-	<b>3360</b>		<b>90%</b>
<b>Written off/ provisioned for/ exited</b>				
Studyplaces, Inc.	<a href="http://www.studyplaces.com">www.studyplaces.com</a>	45	13%	1%
Ninety Nine Labels Pvt Ltd.	<a href="http://www.99labels.com">www.99labels.com</a>	285	47%	8%
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>10%</b>
<b>Total</b>		<b>3716</b>		<b>100%</b>

# Zomato.com



## Zomato

### NEWLY ADDED RESTAURANTS

**Viva Hyderabad, Hanz 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 14 Indian cities
  - Coverage of 27 cities in 11 countries
  - Revenues from advertising and lead sales
  - **Events (ticketing)**

- Experienced team

- Large addressable market
- Over 3 million mobile app downloads

- Invested ~INR 1430 mn for 50.1% stake

# Meritnation.com

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## 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 715 mn for a ~56% stake



# Policybazaar.com

A naukri.com group venture

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

Happy Republic Day  
policybazaar.com  
Insurance compare kiya?

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Call 0124 457 67 77

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**'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

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

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

share this deal | invite friends and earn money

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

**buy now ₹ 175/-**

Value	Discount	Savings
	71%	

34 bought

Deal is Live!  
Deal went Live with 5 bought

time left to buy 46 : 29 : 58

Rate this Deal

**All India Deal**

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

**BLACK elemente 701 TABLET**

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

today's side deals

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

## Mydala

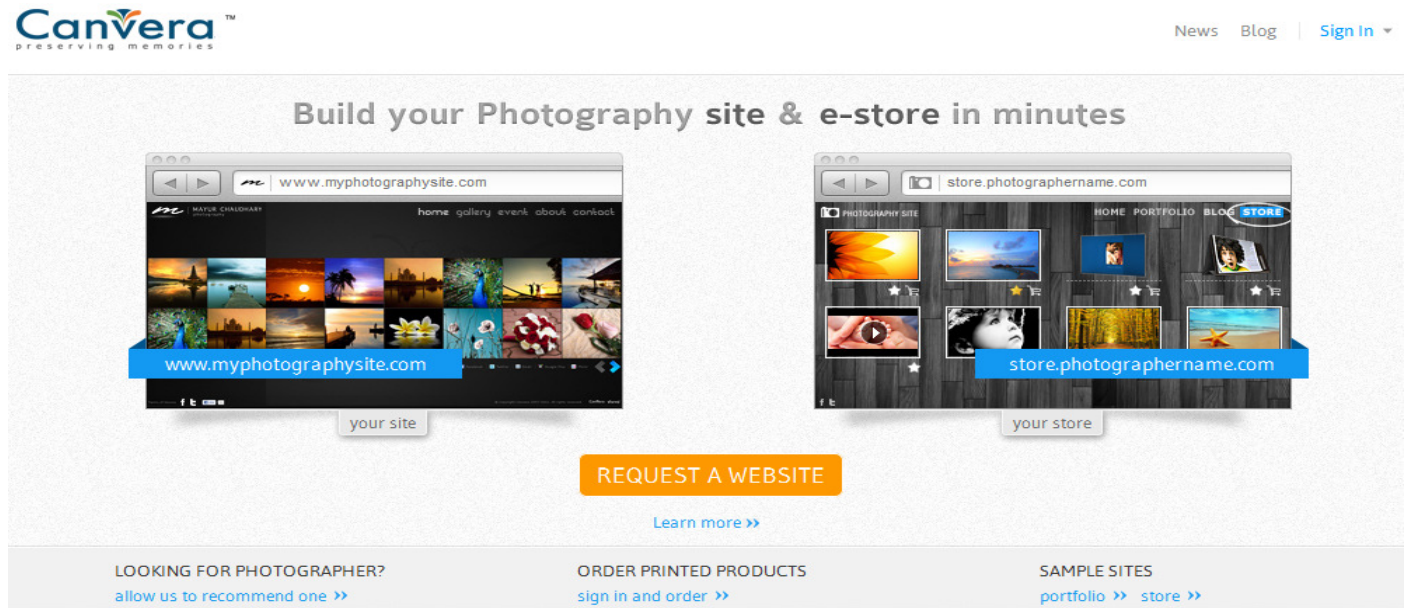
- Website operational
  - A site offering discount offers/ deals/ do-it-yourself platform for merchants
  - Revenues from commissions from merchants
  - Revenues from powering deals on mobile

- Experienced team

- Large addressable market

- Invested INR 270 mn for ~47% stake

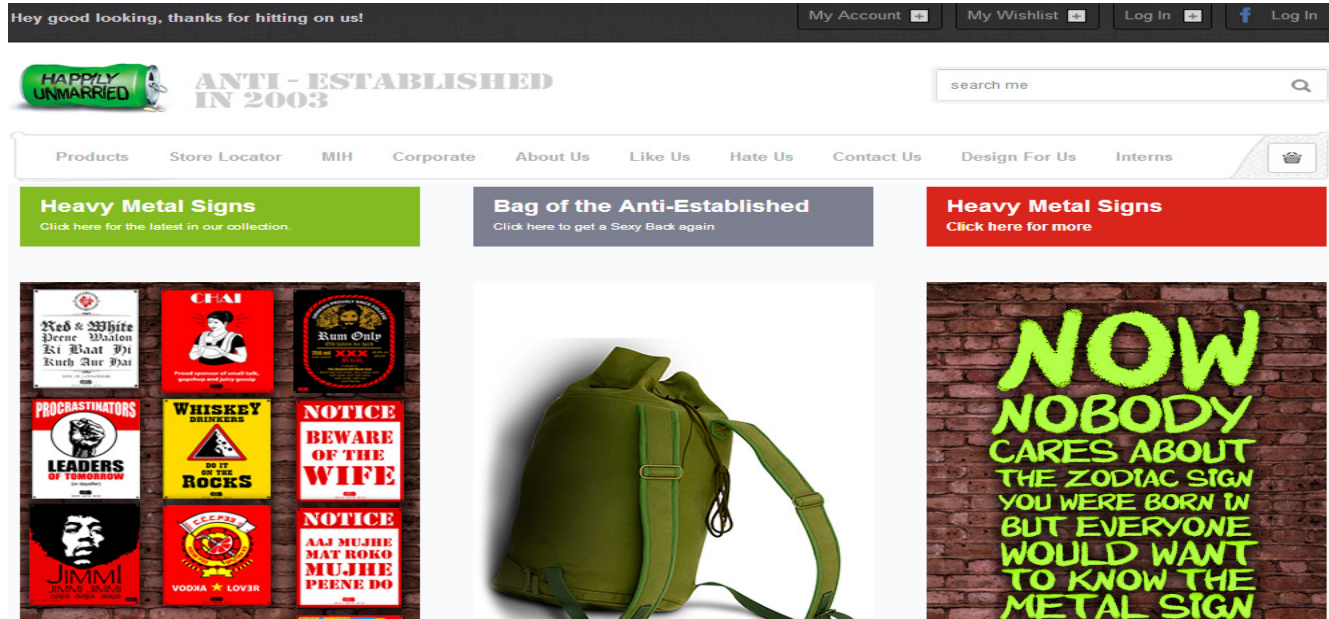
# Canvera.com



## 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 570 mn for ~32% 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

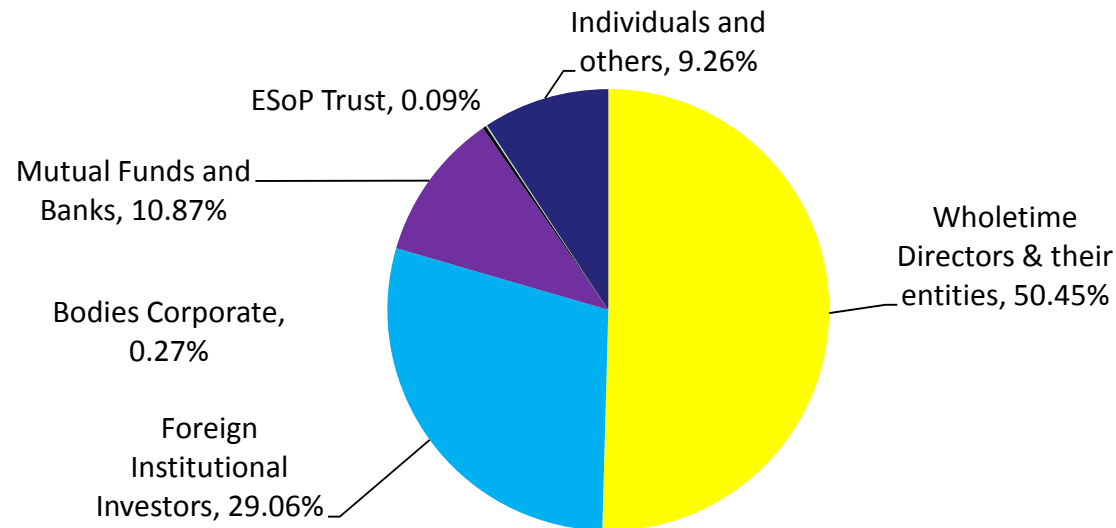
- Invested INR 50 mn for ~25% stake
- May additionally purchase some secondary



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# Shareholding and Board

# > 50% share-holding with the Founding management group and ~29% with FIIs



HDFC Mutual Fund	7.15%
Small Cap World Fund Inc (Capital Group)	3.54%
Nalanda India Equity Fund	3.53%
Reliance Mutual Fund	2.08%
Matthews	1.47%
T Rowe Price	1.97%
FID Funds	1.73%
SBI Mutual Fund	1.16%
Acacia	1.46%

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 (52)**

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

## Non Executive

### **Kapil Kapoor (49)**

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

## Independent

### **Saurabh Srivastava (68)**

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

### **Arun Duggal (67)**

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

### **Ashish Gupta (47)**

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 (47)**

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



# Investor Relations Contacts

---

Name	Chintan Thakkar	Sudhir Bhargava
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Telephone	+91 120 3082137	+91 120 3082006
Fax	+91 120 3082095	
Address	Info Edge (India) Limited, B 8, Sector 132, Noida – 201 301, Uttar Pradesh, India	
Website	<a href="http://www.infoedge.in">www.infoedge.in</a>	