

# Info Edge (India) Ltd.

India's Online Classified Company

Helping People & Businesses Meet

# 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 including those factors which may affect our cost advantage, wage increases, our ability to attract and retain highly skilled professionals, client concentration, disruptions in telecommunication networks, disruptive technology, liability for damages on any of our contracts/ subscriptions, withdrawal of governmental fiscal incentives, political instability, 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 Financial figures mentioned are as on March 31, 2011 or for the quarter ended March 31, 2011 unless indicated otherwise

Q4 FY11 means the period Jan 1, 2011 to March 31, 2011

FY11 or FY 10-11 or FY 2011 means the Financial Year starting April 1, 2010 and ending March 31, 2011

INR M means Indian Rupees in million

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Helping Businesses and People Meet+

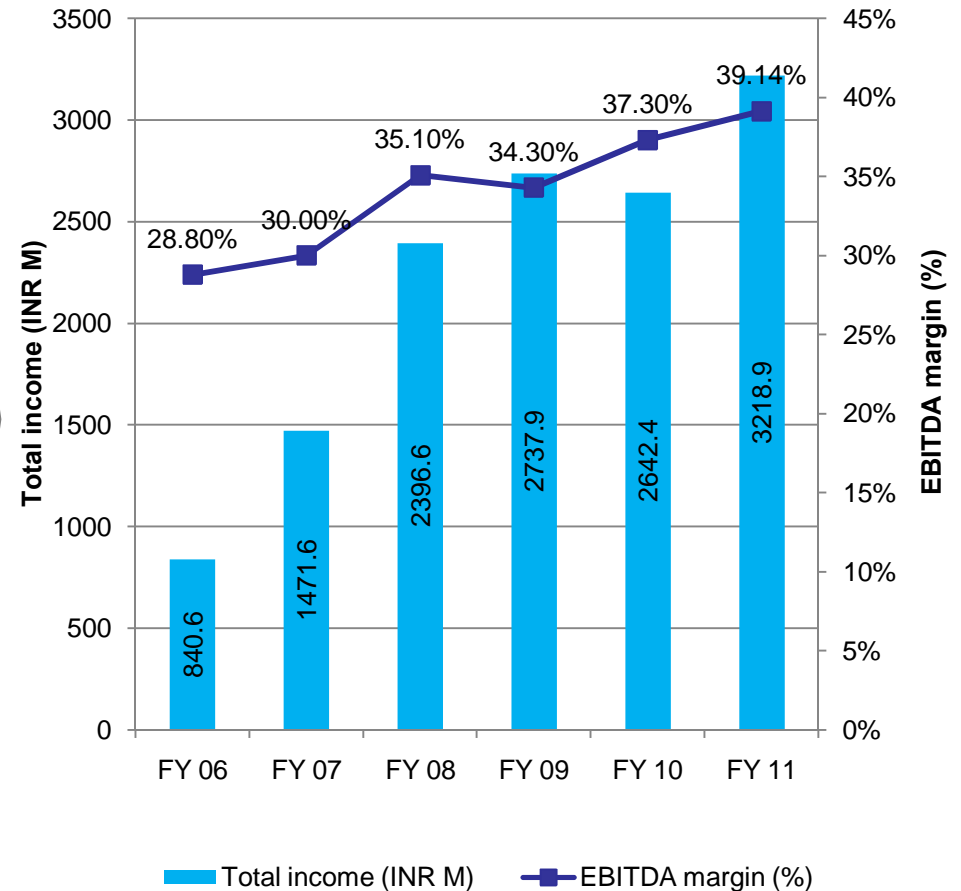
India's premier on-line  
classifieds company in  
recruitment, matrimony, real estate and  
education

# Strong performance track record

## Highlights

- An online classifieds company with
  - Strong brands
  - Experienced management team
  - Capitalising on growth
- Rapid growth historically
  - Revenue CAGR of 31% over FY06-11
  - INR 3.22 billion revenue in FY2011
- ~ INR 36 billion market capitalization
- Strong cash flow generation
  - Cash & liquid assets INR 4.5 billion
  - Negative working capital
- Diversified business portfolio
  - Share of revenues from verticals other than recruitment has grown from 5% in FY06 to 17% in FY11

Info Edge Revenue and EBITDA margin (2006 – 2011)



# Our brands

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naukrigulf.com



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

**brijj.com**  
Empowering Professionals

naukri.com<sup>®</sup>  
India's No. 1 Job Site

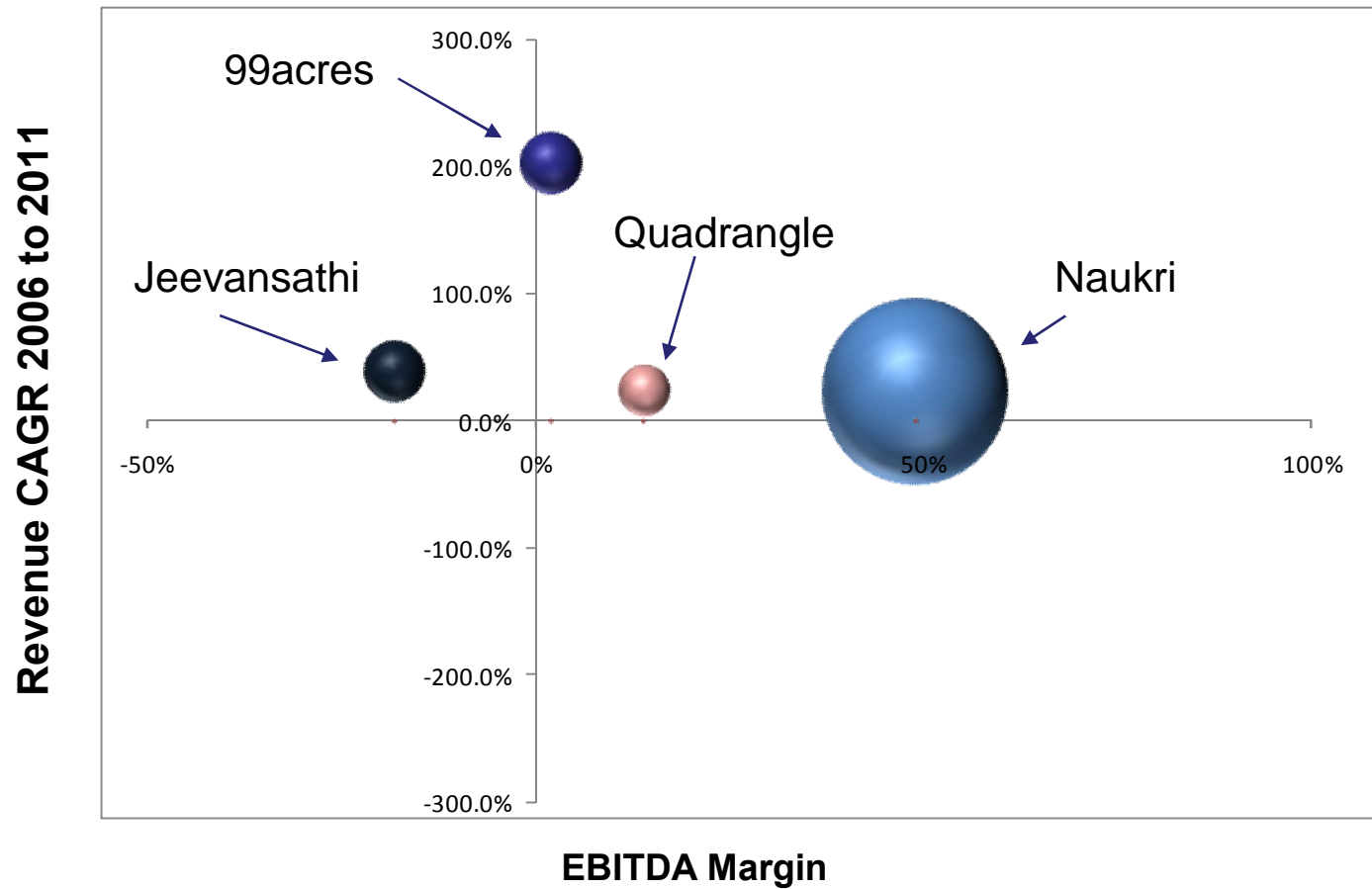
**Jeevasathi.com**  
We Match Better

**shiksha.com**

99acres.com<sup>®</sup>  
Buy, Rent, Sell

allcheckdeals.com<sup>™</sup>  
Property deals made Simple & Transparent

# Our portfolio



Note:- For FY06-FY11 the data for other brands has not been considered.

# Virtuous circle

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Example : Naukri.com

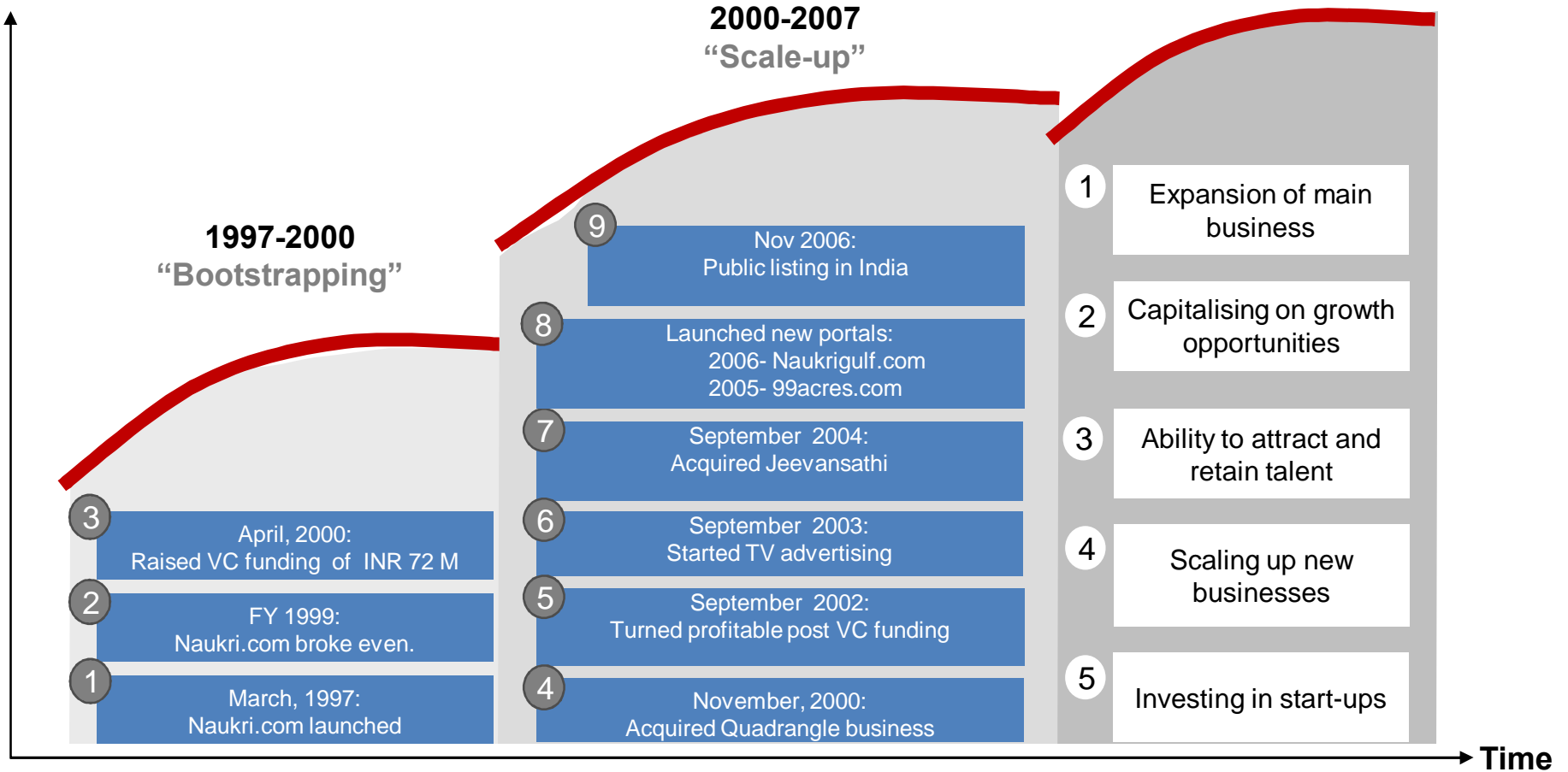


## Imperatives

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

# Milestones

Levels of Evolution





# Key drivers of success

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## Naukri

- Consolidate traffic share gained over the last 30 months
  - Garner higher market share as growth is coming back
  - Specific product innovations to combat the threat of Linked In and semantic search (Trovix) from Monster
  - Reap gains from sales team efficiencies . Restructuring, ERP, newer sales channels
  - Develop and leverage social media and mobile apps
  - Continue to invest in brand, sales team, customer service, tech product innovation, people
- 

## Jeevansathi

- Leverage the IP built over last 3 years through increased investment in brand building
  - Scale up business by increasing growth rate from current 10-15% in the next 3 . 5 years
  - Continued investment in analytics /algorithms
- 

## 99acres

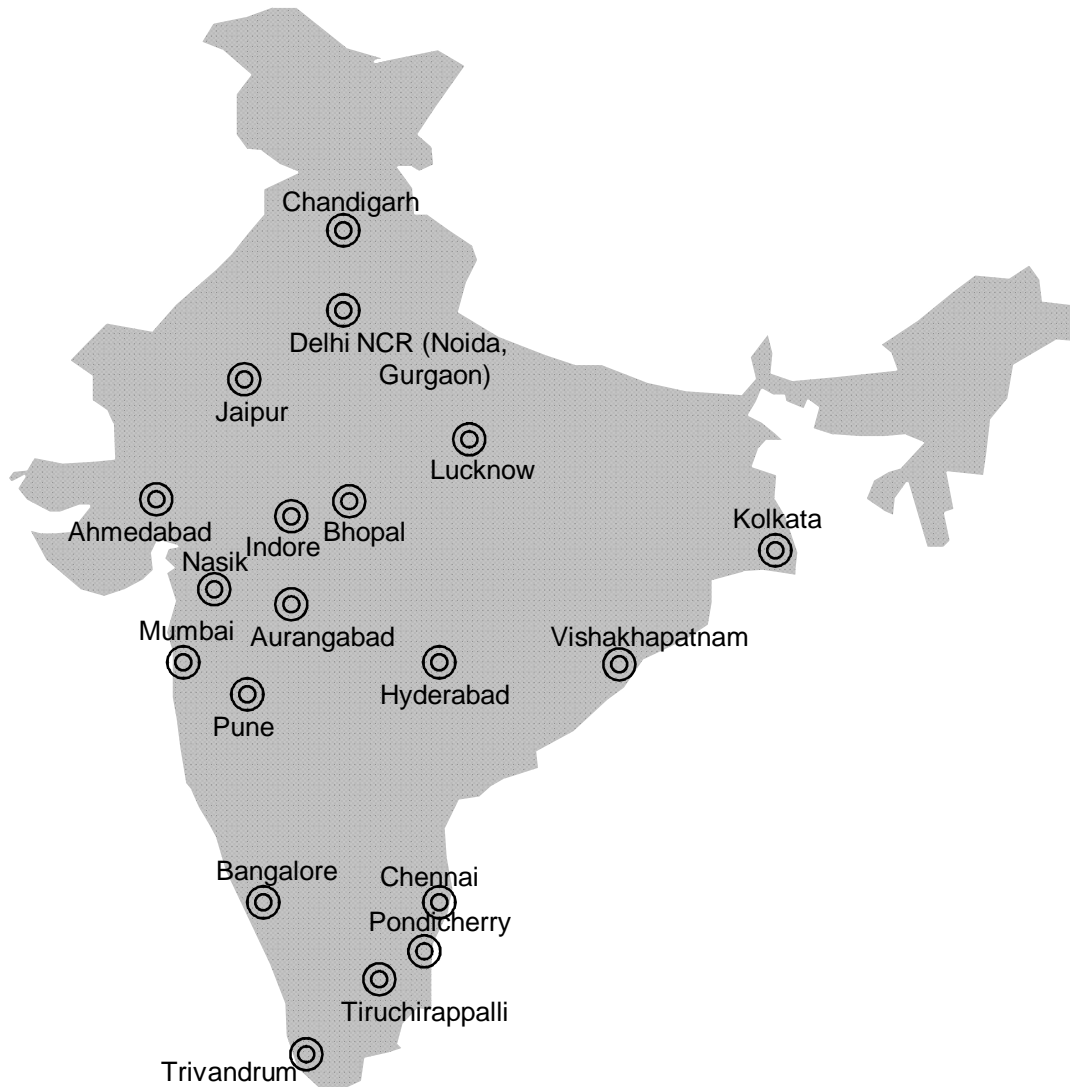
- Market witnessing growth . activity in most real estate clusters
  - Product innovation and evangelizing the space concept
  - Increase traffic share and monetize traffic share gains of last 2 years
  - Continue to improve the user experience
- 

## New brands

- Evangelize the value proposition of Shiksha & FirstNaukri
  - Naukrigulf- Ride the gradual recovery in the Middle East
  - Invest in potential big businesses for the future - Meritnation, Allcheckdeals, Policy Bazaar, Zomato, Mydala
  - Actively explore more opportunities (startups, M&A)
  - Improve traction and engagement on Brijj.com
-

# Leveragable sales/customer interface infrastructure

## Info Edge Sales Offices illustrative Map



### Key Observations










- ~ 1470 Sales/ client facing staff or 77% of the company's workforce
- Nation wide coverage through 48 company branch offices in 31 cities in India
- Only % of com+player with this kind of sales organization
- Sales force efficiencies playing out 0 .

Infrastructure being leveraged for Growth

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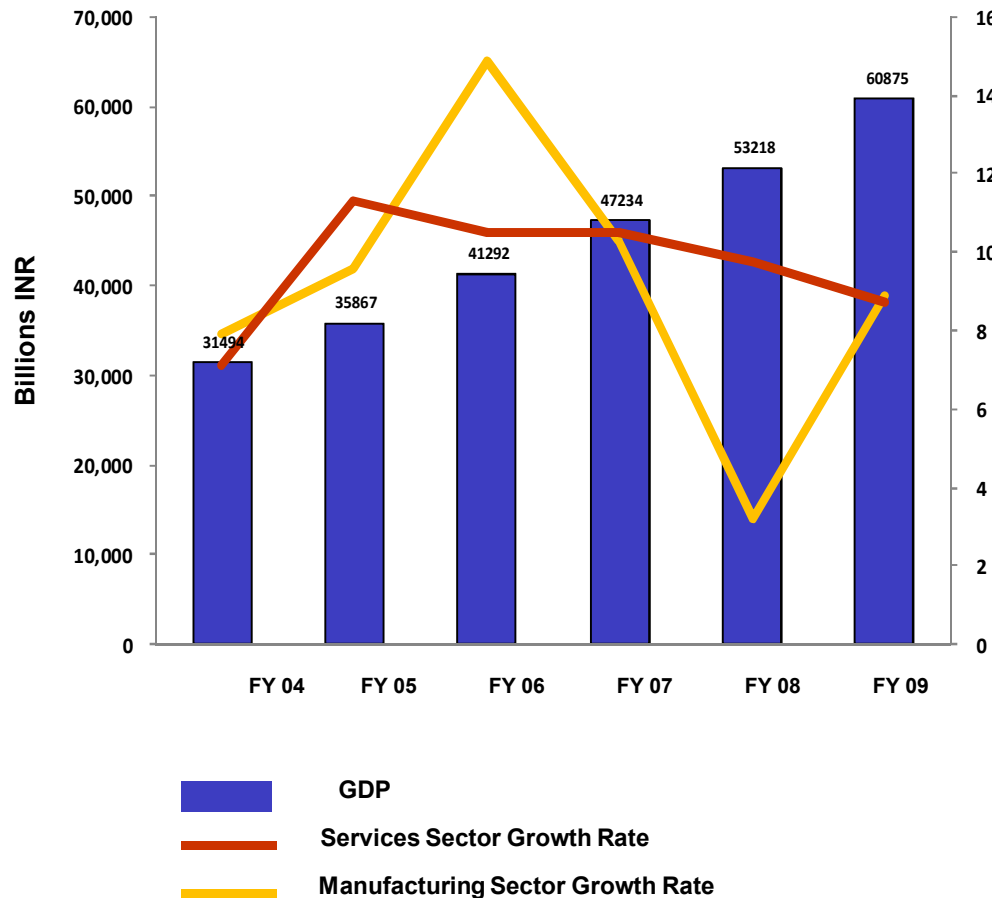
# Environment

# Environment overview

|   | Business cycle and Economic Environment | Demographics and GDP per capita | Internet penetration | Competition |
|---|---|---------------------------------|----------------------|-------------|
| <br>India's No. 1 Job Site                     | ✓                                       |                                 | ✓                    | ✓           |
|    | ✓                                       |                                 | ✓                    | ✓           |
|    | ✓                                       |                                 |                      | ✓           |
| <br>BETA<br>Bringing People                    |   |                                 | ✓                    | ✓           |
| <br>A jobsite for campus hiring!              |   | ✓                               | ✓                    | ✓           |
| <br>We Match Better                          |   | ✓                               | ✓                    | ✓           |
| <br>Buy, Rent, Sell                          | ✓                                       |                                 | ✓                    | ✓           |
| <br>Property deals made Simple & Transparent | ✓                                       |                                 | ✓                    | ✓           |
|    |   | ✓                               | ✓                    | ✓           |

# Business cycle and economic environment

India's GDP growth ~8%



## Highlights

- India has staged a recovery in 2010-11 post the meltdown of 2008-10.
- Indian recovery faster than rest of the world.
- India's GDP CAGR(%) of 6.2% from 1991-2008, in sharp contrast to the developed world
- Indian economy estimated to have clocked ~8.5% GDP growth in FY 10-11
- India estimated to be a \$4 trillion economy by 2019.
- Government planning to pump \$100 billion into infrastructure development, thereby creating a cascade of jobs
- Service sector growing fast helped by growth in IT services

# Demographics

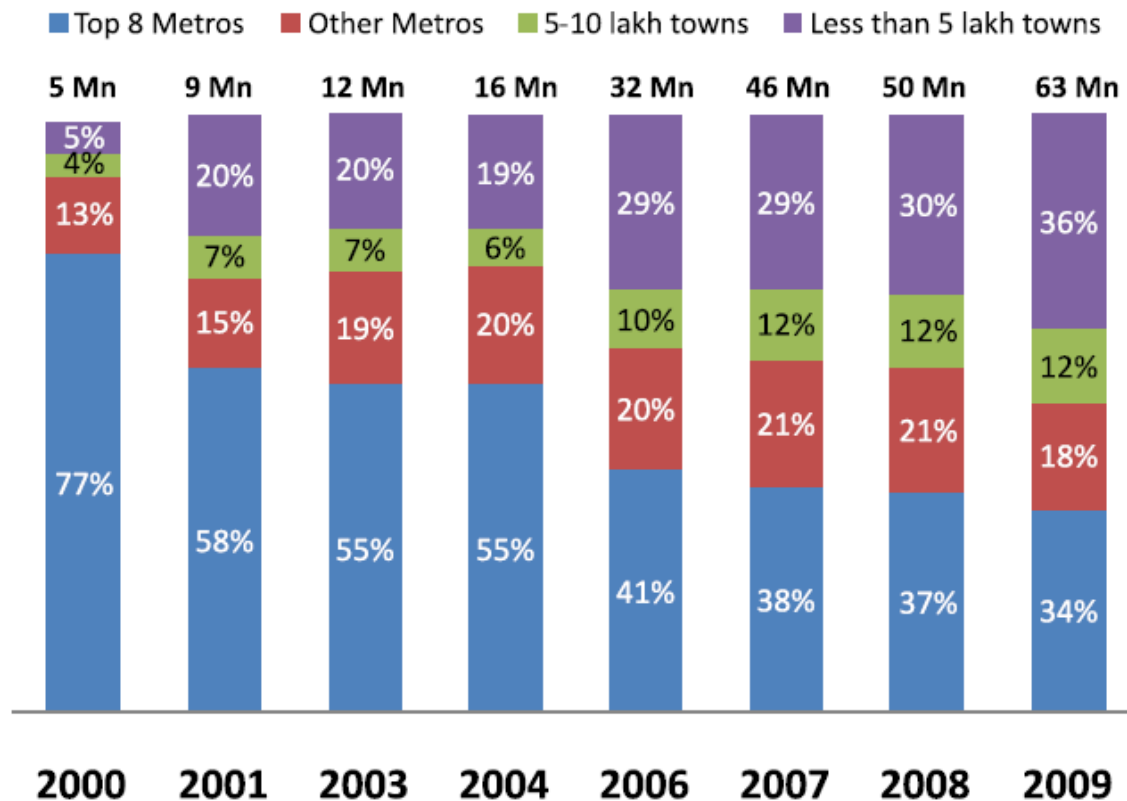


## Highlights

- 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
- Youth population(15-35) of India is growing at a rate of almost 37.9%.
- According to the World Fact Book, India is projected to have 70% of its population in the working class category by 2030.
- India will see 70 million new entrants to its workforce over the next 5 years.

# Internet penetration (1/2)

**Base: All India Internet Ever Users (Urban)  
(All figures in Million)**

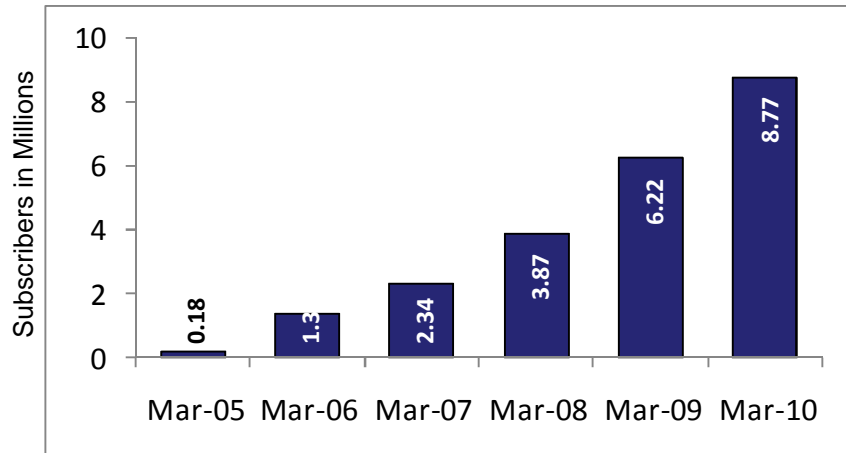


## Highlights

- From 5% in 2000 to 36% in 2009, internet has made an impact in lives of small towns.
- Given the continuous growth of internet users over the years, the smaller towns have overtaken Top 8 Metros in Internet Usage (indicates that internet has reached to rural masses in India).
- Government initiatives of e-kiosks and increasing number of cyber cafes has created interest among small town people.

# Internet penetration (2/2)

**Growth Picture of Broadband in India**



- India's Internet consumer profile mix is changing to broadband and heavier usage
- About 2.55 subscribers added in 2009-10 with growth rate of 40.99%
- Government of India plans 250 M broadband connections by 2012

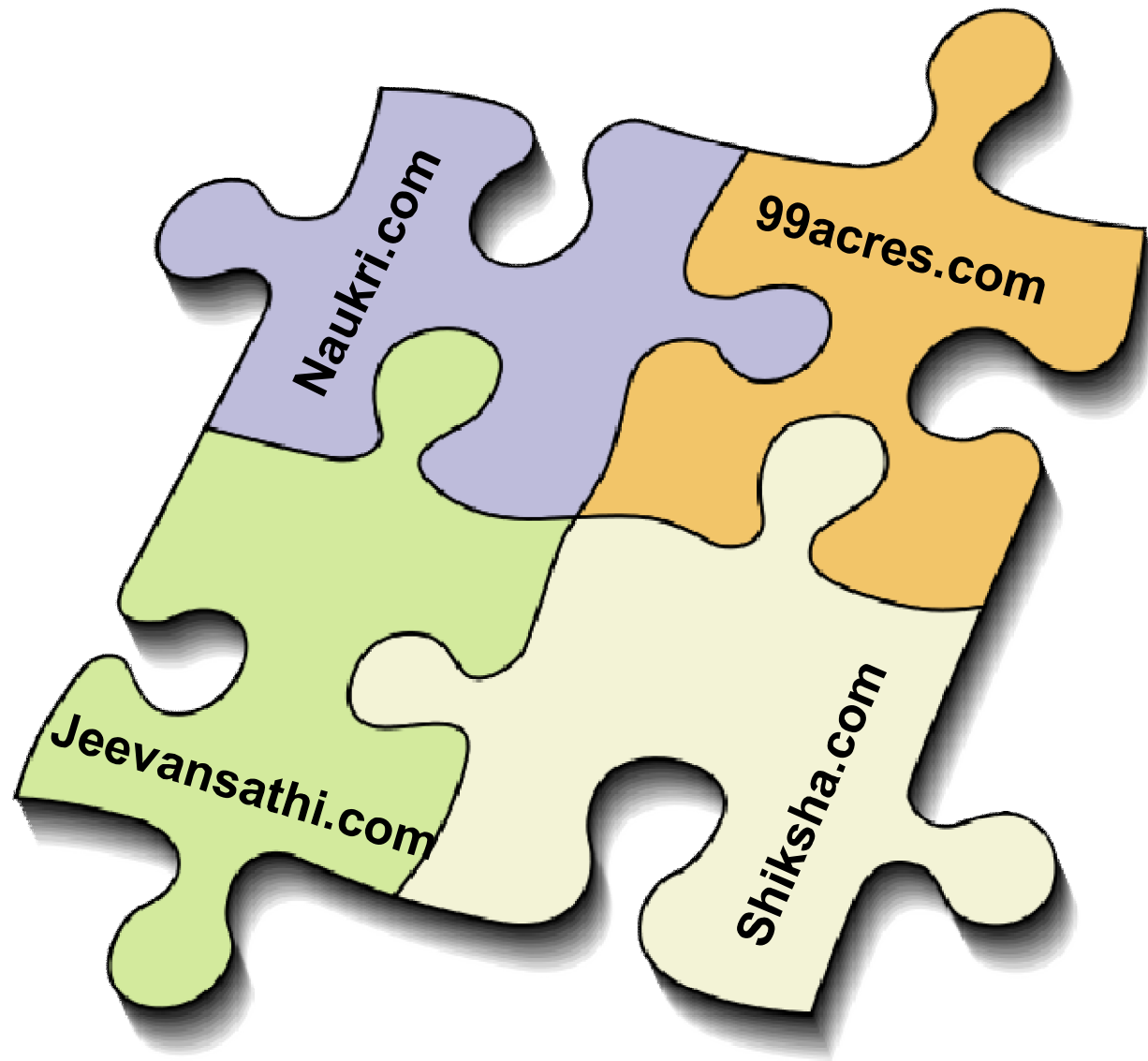
## Implications for Info Edge

- Significant user base coupled with headroom for growth.
- Penetration of broadband increasing.
- Mobile phone penetration already exceeds 600M . with 3G expected to explode for high end applications.
- Broadband users engage in multiple internet activities on a daily basis.
- Penetration of wireless in telecom has enabled a growth of 0.06 per cent of the GDP in India whereas it has contributed 0.04 per cent of GDP in China.



# Businesses

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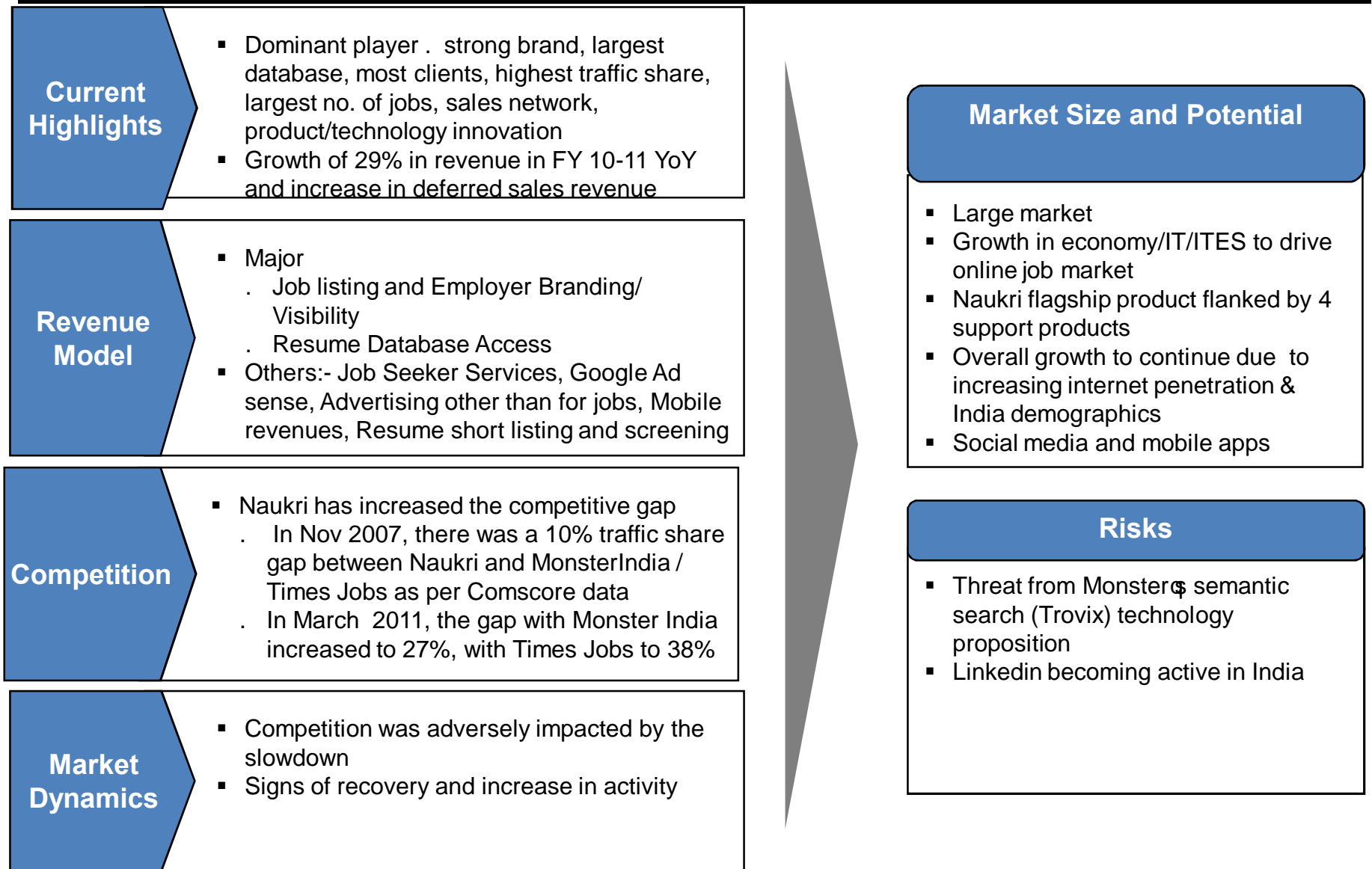
# Naukri

The screenshot shows the Naukri.com homepage with several key areas highlighted by red circles and labeled with blue arrows:

- Panels:** Points to the top navigation bar and search filters.
- Job Seeker Services:** Points to the 'New Job Seeker?' section, which includes a 'Post your Resume' button and a list of services: Resume Display, Resume Development, and Resume Flash.
- Resume Database:** Points to the 'Resume Services' section, which lists 'Resume Display', 'Resume Development', and 'Resume Flash'.
- Banner Ad:** Points to a banner advertisement for 'Planman HR' with the text 'When it comes to HR, My complete the Circle'.
- Job Listings:** Points to a job listing for 'Sr. Executive - Conference Sales' at 'Franchise India Holdings Limited'.

The website layout includes a top navigation bar with links for Search Jobs, Post Resume, Jobseeker Login, Resume Services, Education, and More. Below this is a search bar with filters for salary (Rs. 15 Lakh + Jobs New) and a location field. The main content area is divided into sections for Top Employers (listing companies like Patni, Larsen & Toubro, Sungard, Deloitte, and Novartis), Best Places to Work (listing various IT and manufacturing companies), and Resume Services. A 'New Job Seeker?' section offers a 'Post your Resume' button and a list of services. A 'Banner Ad' for Planman HR is also visible. The bottom section features a 'Job Listings' area with a job listing for 'Sr. Executive - Conference Sales' and a 'Resume Services' section.

# Naukri - Overview



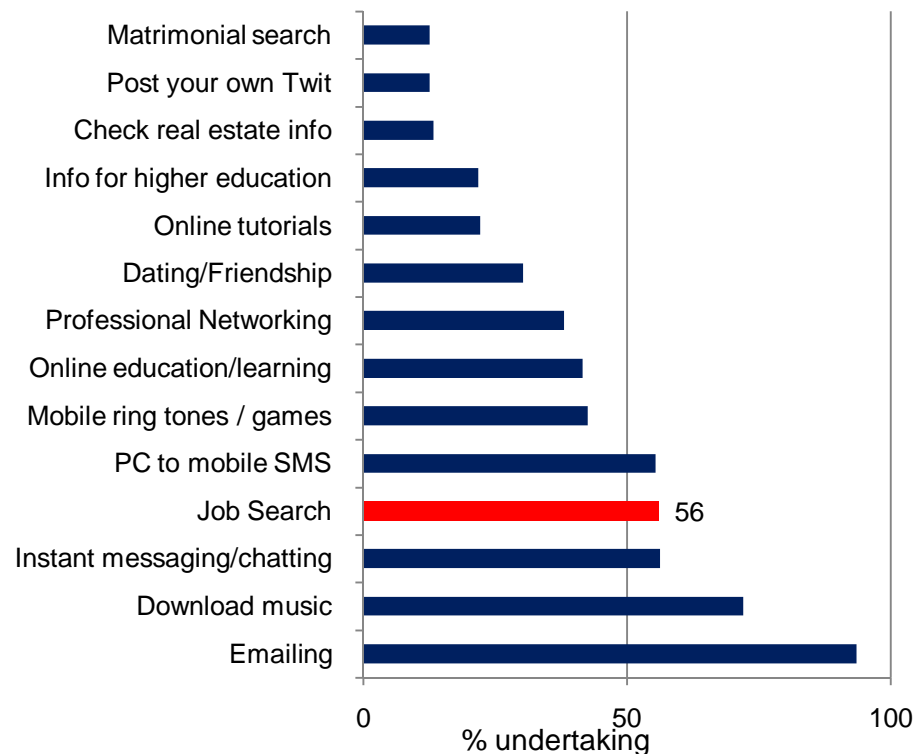
# The Indian job market is a US\$ 1 billion opportunity

## Indian job search market overview

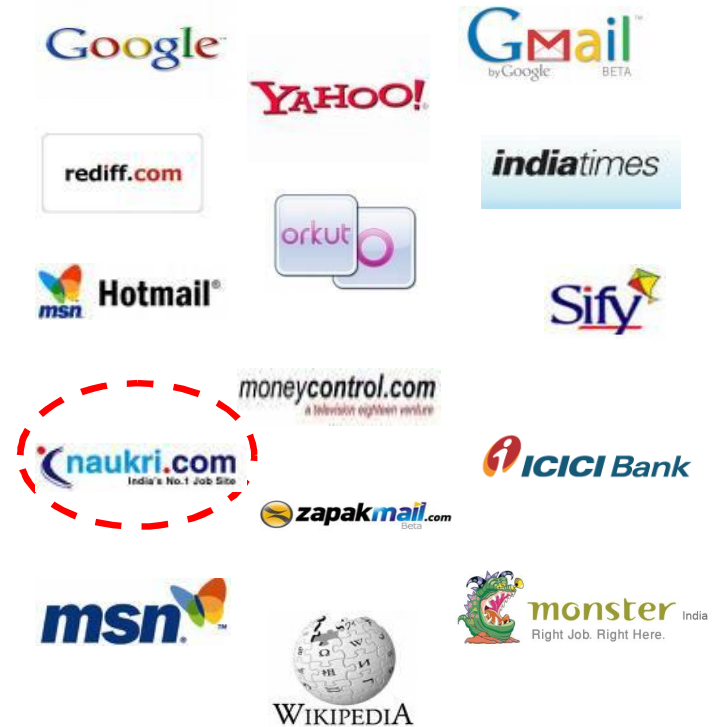
| Key Components  | Trends and Outlook   | Sectoral Employment Trends   | E-recruitment Trends  |
|---|--|--|---|
| <ul style="list-style-type: none"> <li>▪ Types of Recruitment Channels:                             <ul style="list-style-type: none"> <li>- Employee referrals</li> <li>- Recruitment Agencies</li> <li>- Print</li> <li>- E-recruitment</li> <li>- Others</li> </ul> </li> <li>▪ Largest Market share ⇔ Recruitment Agencies</li> <li>▪ Market share of Print is declining while that of E-recruitment is growing</li> <li>▪ 10-12% jobs are generated online of which 75% can be found in other distribution channels ~ Print, Recruitment Agencies</li> </ul> | <ul style="list-style-type: none"> <li>▪ Stimulus Packages generated 20% new jobs (white collar and blue collar) in Oct09-Jan10.</li> <li>▪ Net Employment Outlook one of the highest in the world</li> <li>▪ India has over 350 universities and 17,600 colleges</li> <li>▪ Over 2.1 Mn Graduates every year</li> </ul> | <ul style="list-style-type: none"> <li>▪ Top 5 sectors which recorded highest growth in job-creation (white collar and blue collar) in Oct09-Jan10:                             <ul style="list-style-type: none"> <li>- Academics</li> <li>- Advertising/Event Management</li> <li>- IT/Hardware</li> <li>- Research/ Consultancy</li> <li>- Engineering</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>▪ The estimated Market-size had increased from INR 1450 M (2005-06) to INR 5060 M (2008-09), a 36% CAGR</li> <li>▪ The online job-seeking population has logged an increase of a 30.76% CAGR, from 6 M ( 2005-06) to 30 M (2010-11). Expected to reach 100 M by 2020</li> <li>▪ Significant usage and contribution comes from Recruitment Consultants</li> <li>▪ IT / ITeS Sectors have the largest job-listings &gt; 24%</li> </ul> |

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

### A popular online activity



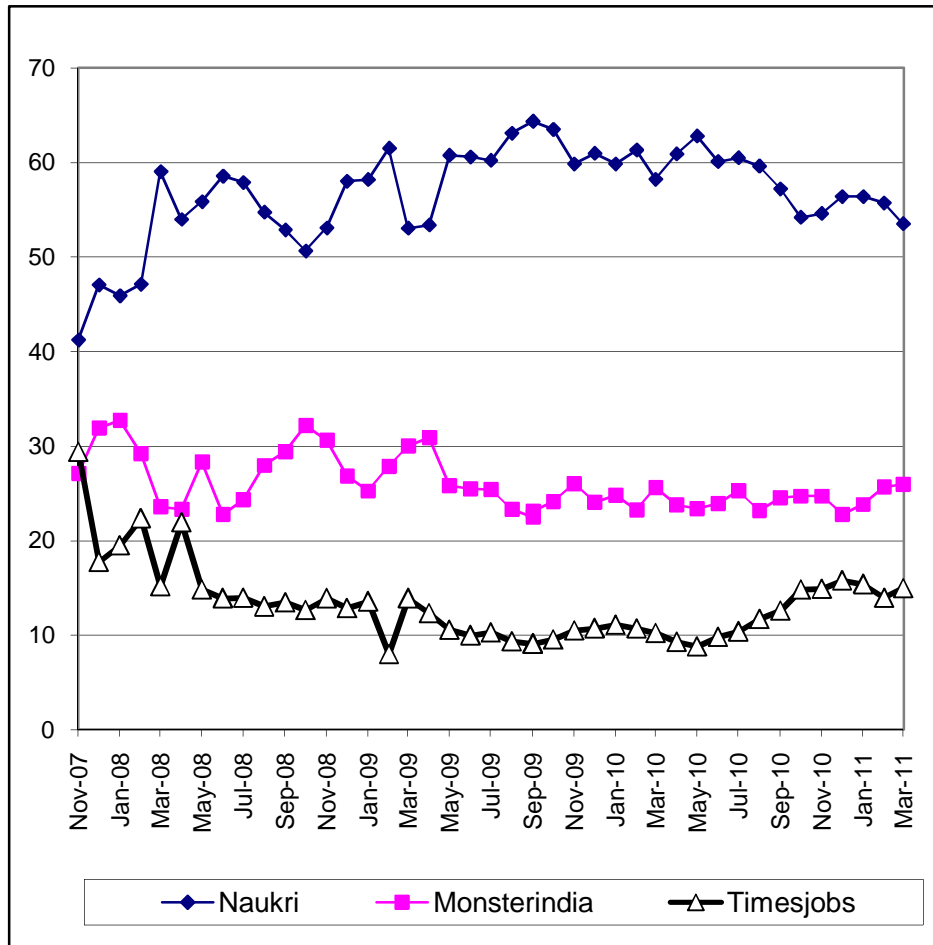
### Most used websites in India



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

# Naukri has gained market-share and is a clear # 1 with 55% traffic-share

Traffic share of various recruitment sites from Comscore



Traffic share of various recruitment sites from Alexa.com

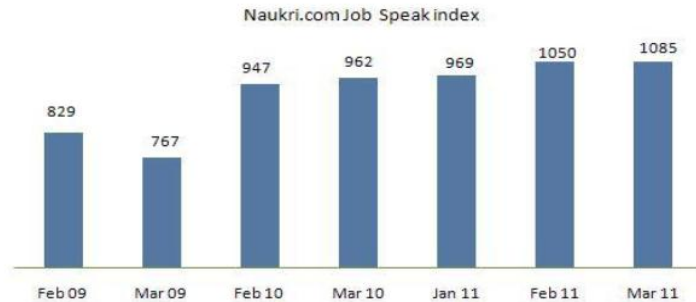


Source: Comscore.com, Alexa.com

# Hiring is back

## Naukri Job Speak Index ( New Jobs)

|       | Feb-09 | Mar-09 | Feb-10 | Mar-10 | Jan'11 | Feb-11 | Mar-11 |
|-------|--------|--------|--------|--------|--------|--------|--------|
| Index | 829    | 767    | 947    | 962    | 969    | 1050   | 1085   |

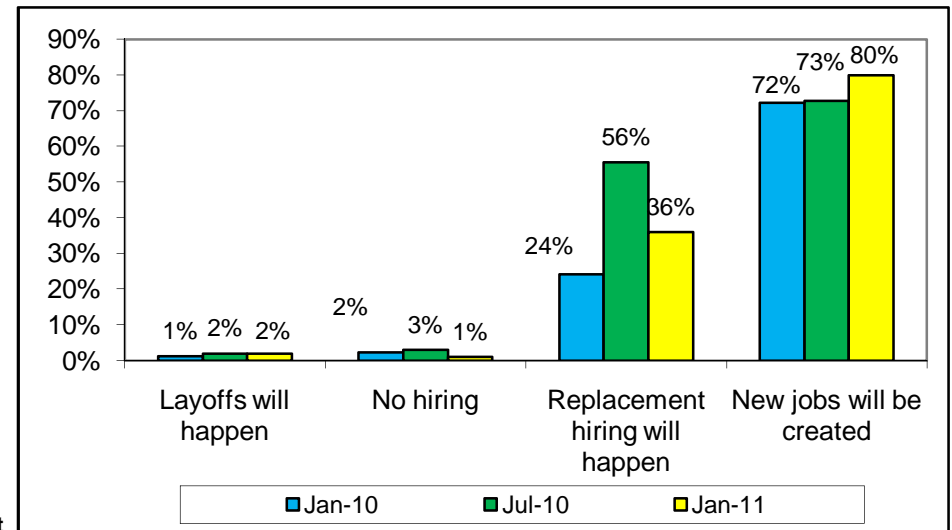


Total no. of new jobs posted in July 2008 was scaled to 1000. Index for subsequent months is relative to July 08.

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 has in Q4 FY 11 went past the July, 2008 base of 1,000 indicating improved demand

## Naukri hiring survey

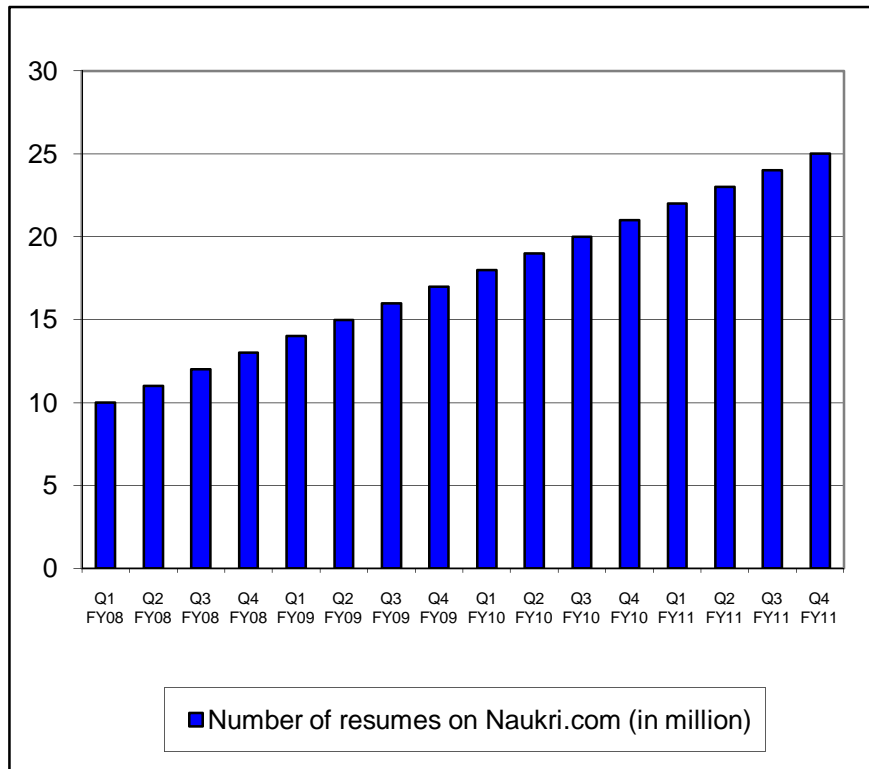


- Survey of recruiters conducted by Info Edge India Limited:

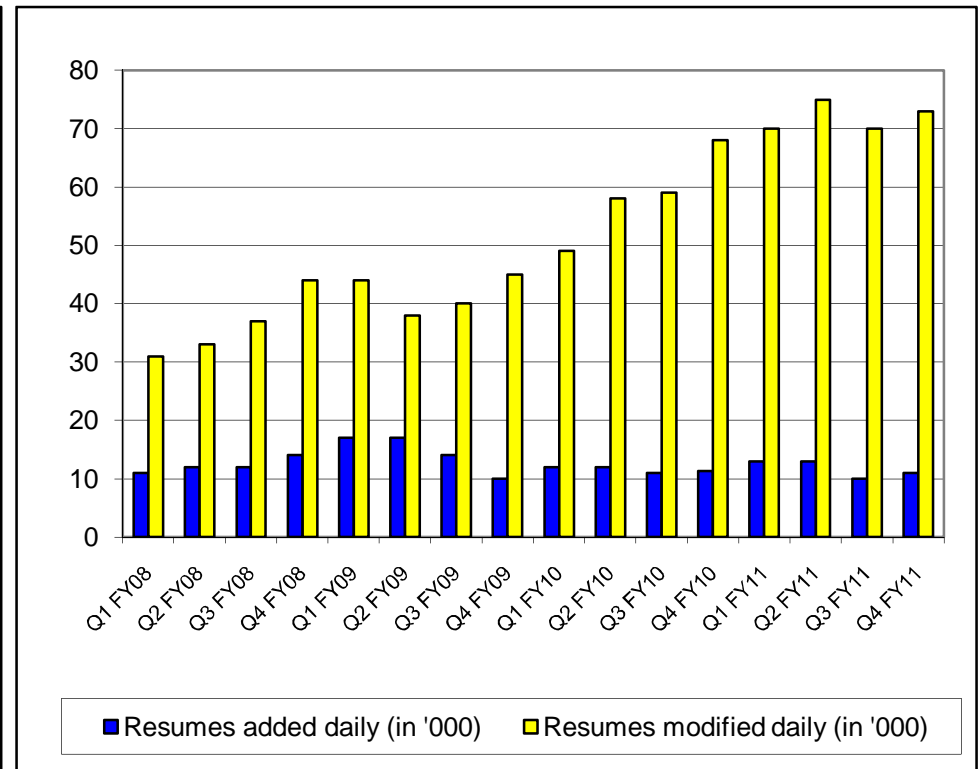
- ✓ January 2011 (sample size ~1000)
- ✓ July, 2010 (sample size of ~700)
- ✓ January 2010 (sample size of ~900)

# Naukri.com has performed on key-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

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



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



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



- Professional networking site
- 4.0 million registered profiles

# 99acres

Welcome Guest, [Sign in](#) to manage account

[Home](#) | [Ahmedabad](#) | [Bangalore](#) | [Chandigarh](#) | [Chennai](#) | [Coimbatore](#) | **Delhi / NCR** | [Goa](#) | [Hyderabad](#) | [Jaipur](#) | [Kochi](#) | [Kolkata](#) | [Mumbai](#) | [Nagpur](#) | [Pune](#)

**Residential** Commercial | I am:  Builder  Dealer  Individual

[New Projects](#) [Advertise Property](#) [Search Dealers](#) [Post Requirements](#) [Buy Our Services](#) [Home Finance](#) [My99Acres](#)

**Search Properties To:**  Buy  Rent  PG

**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

[Search Properties](#) [Advanced Search](#)

42 + New Projects in Delhi

**Advertise Your Property** Free

Get response over Phone, Email, SMS

[Sell, Rent Out, Lease Your Property](#)

**Post Your Requirements** Free

Get contacted by sellers/landlords.

[Post Now](#)

**Residential Plots at Jaypee Wish Town, sector 131 Noida**

Hot Investment Opportunity starting @ 58 Lacs\*

Exclusively Marketed By – Better Option Propmart Pvt. Ltd.

Call: 9650772299 / 9650833337

**Property Gallery**

- ELDECO SHARANAM**  
Sumangalam Propmart  
Sector-107, Noida
- KDP Infrastructure**  
Sector 6, Noida

**Featured Projects - Delhi / NCR**

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

**99acres Exclusive Property**

JAYPEE GREENS @ SEC 131 / 133, NOIDA

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

HOT INVESTMENT OPPURTUNITY STARTING @ 58 LACS\*

10% Down Payment Discount

MKT. by Better Option Propmart

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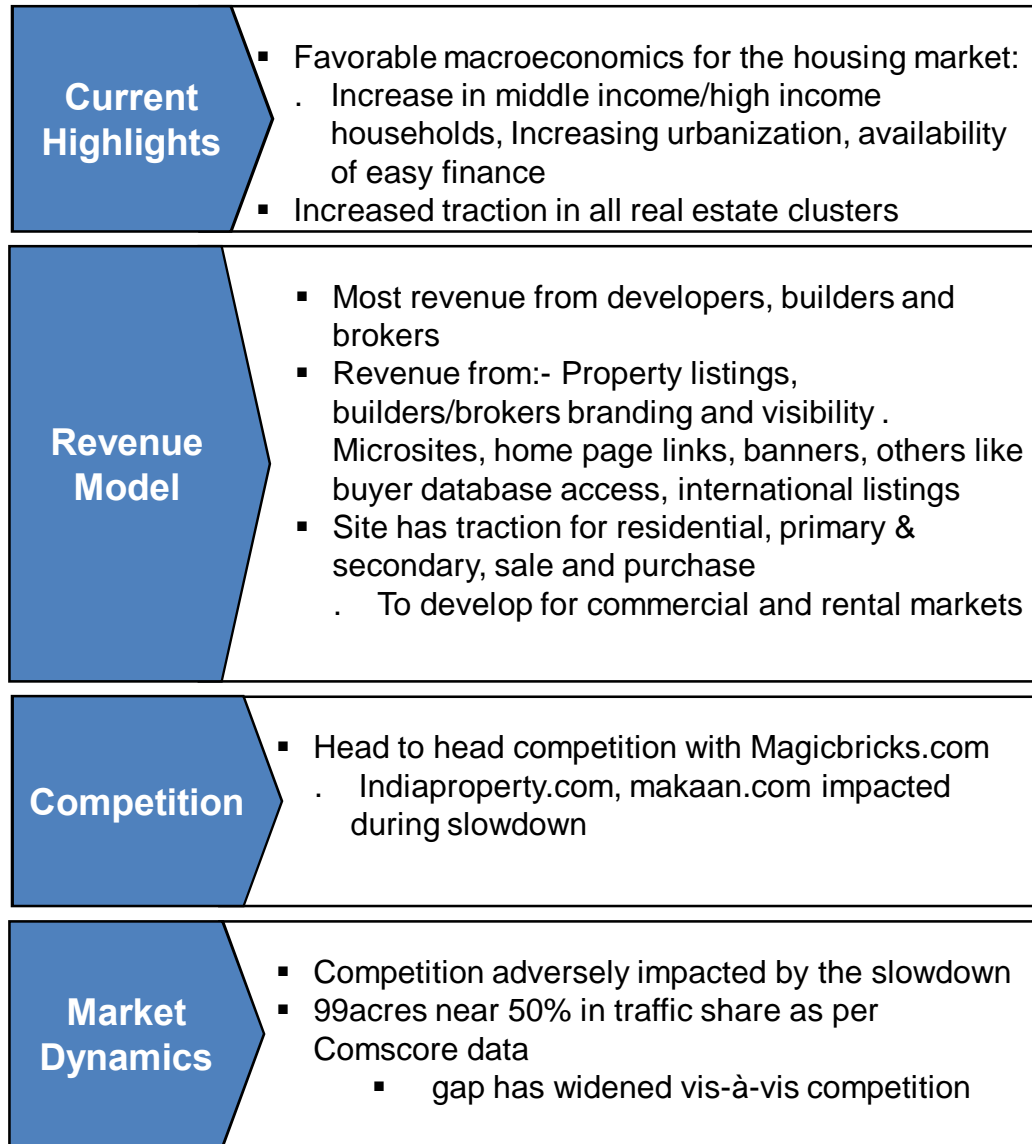
Banner Ad  
Panels

Contact for Commercial / Rented Space in Delhi/NCR  
Call:-9811164770, 9811144550  
US Ph No: 732 5938 168

starting @ 58 Lacs  
10% DP Discount  
9650833337 / 9650772299

Banner Ad

# 99acres : Overview



## Opportunities & Market Potential

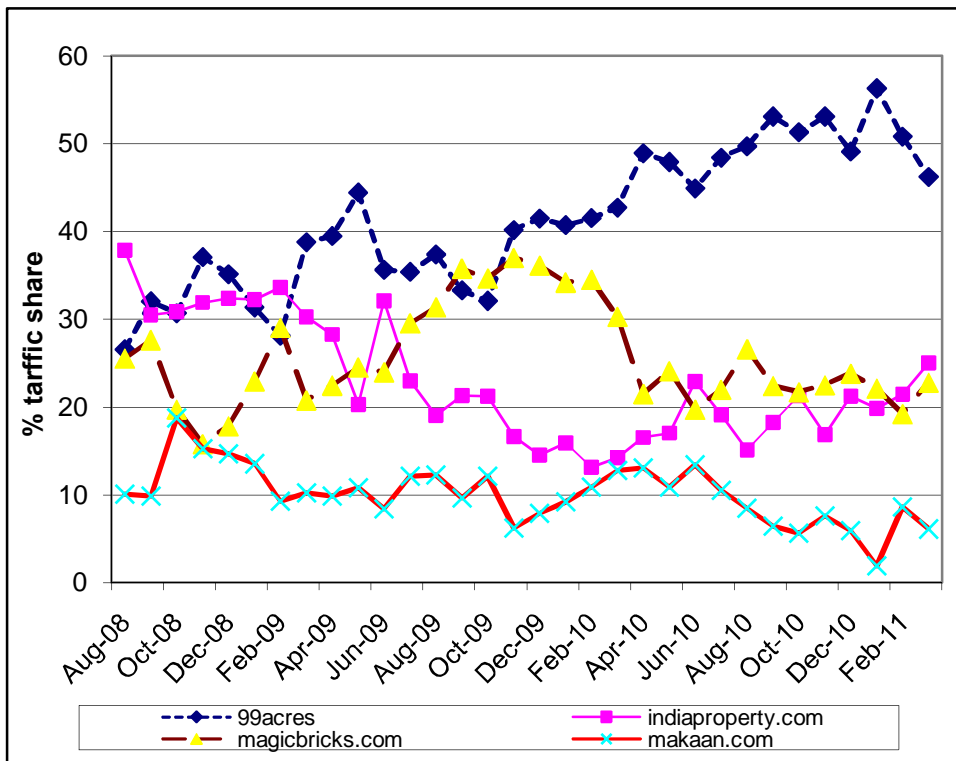
- Significant potential to gain from non housing market / commercial real estate
- Opportunity in the primary property market.
  - Indian cities and suburbs witnessing lot of construction

## Risks

- Quality of listings

# 99acres is emerging to be the largest brand in its segment

Traffic share of various Real estate sites based on Comscore data



Traffic share of various Real estate sites from Alexa



Highest traffic share amongst all the real estate sites

# 99acres is currently gaining traffic share


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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

# Allcheckdeals.com

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Property deals made Simple & Transparent  
a naukri.com venture



DLF BUILDING INDIA  
DLF Capital Greens  
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)** See on Map

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

« Previous 1 2 Next »


**DLF Capital Green - III**  
Delhi



**Location :** Shivaji Marg  
**Plans :** 4 Bedroom Apartments


**Commonwealth Games Village**  
Delhi

**Hot Deal**



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

**Vasant Vihar** Builder Floor  
Delhi



**Location :** Vasant Vihar  
**Plans :** 5 Bedroom

Enquiry Form

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

Name\*:

Email\*:

EXCLUSIVE PROPERTY EXCLUSIVELY FOR YOU

7 star

Download PDF

- 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
- 2650 transactions closed in FY 11
- Coverage in 12 cities



# Jeevansathi

Search

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

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

Existing User - Login Now

1 Register: Create your matrimonial profile to receive matches

2 Search: By your criteria of Caste, Religion, Manglik status

3 Contact: View contact details & contact by mail, Chat, SMS

Register Free

Matched by Jeevansathi.com

|                      |                     |                       |                                    |
|----------------------|---------------------|-----------------------|------------------------------------|
|                      |                     |                       |                                    |
| Shivali weds VYX1665 | Deepa weds Kaustubh | XVA9874 weds Abhishek | Flavien Quadros weds Savio D'souza |

Advertisement: Call Chat E-mail Prospective Matches

JS Home Page

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

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

Membership Options: Choose Service → Choose Payment Mode → Secure Payment

| Benefits  | Free Member | eIndia | 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: eIndia, Value

JS Membership Options page

# Jeevansathi : Overview

## Current Highlights

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

## Revenue Model

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

## Competition

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

## Market Dynamics

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

## 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.



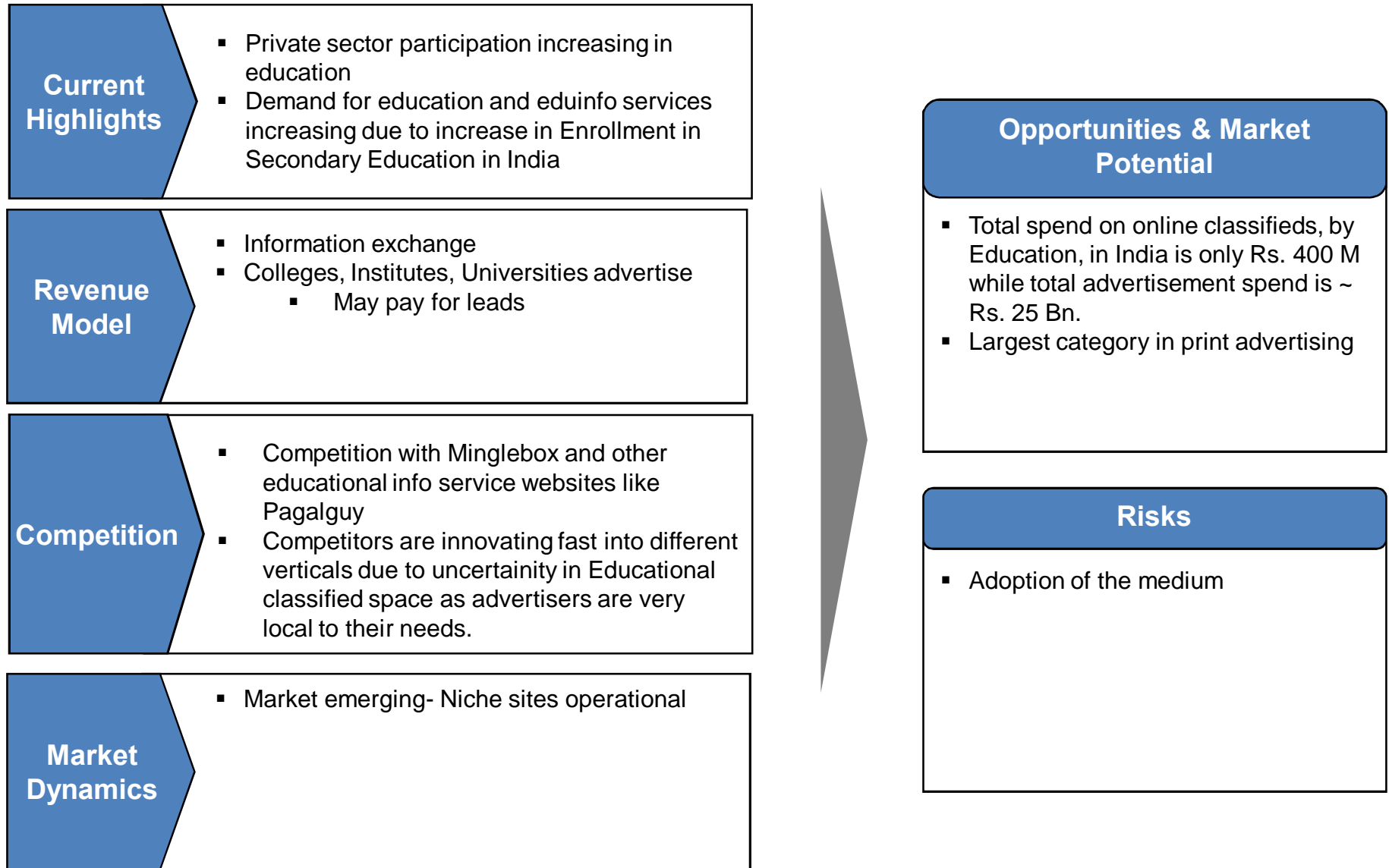
# Shiksha

Space for education providers

Banner Ad

The screenshot displays the Shiksha.com website interface. At the top, there is a navigation bar with links for Home, Ask & Answer, Admission Deadlines, Study Abroad, and Career Options. A search bar is prominently featured, with the search criteria 'fashion designing' and 'delhi-NCR' entered. Below the search bar, there are filters for 'Mode of Learning' and 'Course Level'. The search results show 'Total 25 Institutes found offering 160 Courses'. A red circle highlights the search bar area, and another red circle highlights the 'College Database' section, which lists various courses like 'Fashion Designing' and 'CAD in Fashion Designing' offered by different institutes in Delhi. Arrows from the text 'Space for education providers' and 'Banner Ad' point to the search bar and the 'College Database' section, respectively.

# Shiksha : Overview



# Shiksha : Competitive scenario and traffic share

## Traffic Comparison between Shiksha and Minglebox, a close competitor



### Key Features of Shiksha

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

### Challenges :

- 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:

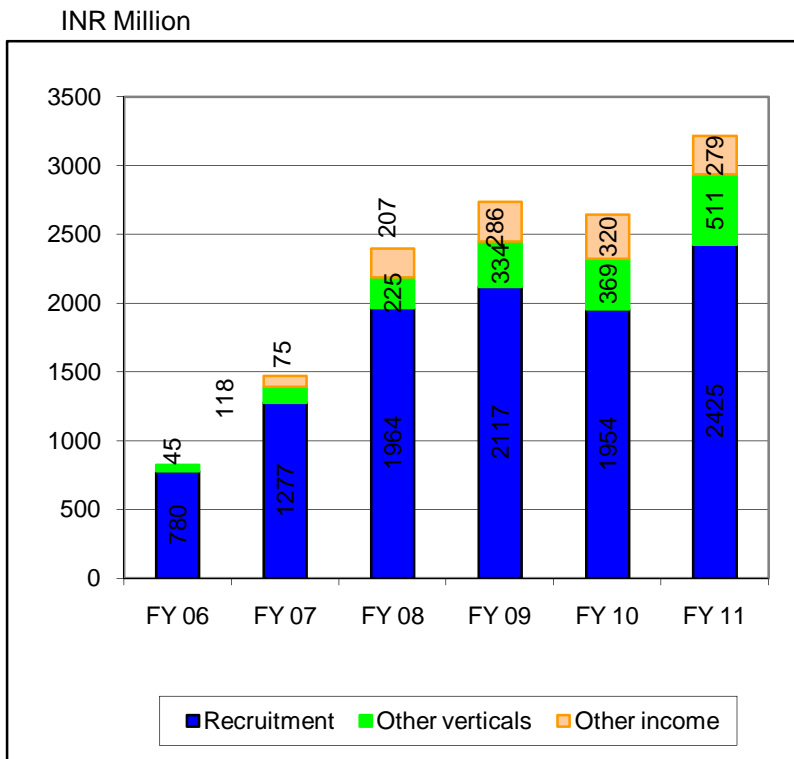
- Advertising spend bigger than real estate
- Unlikely to be affected in a slowdown

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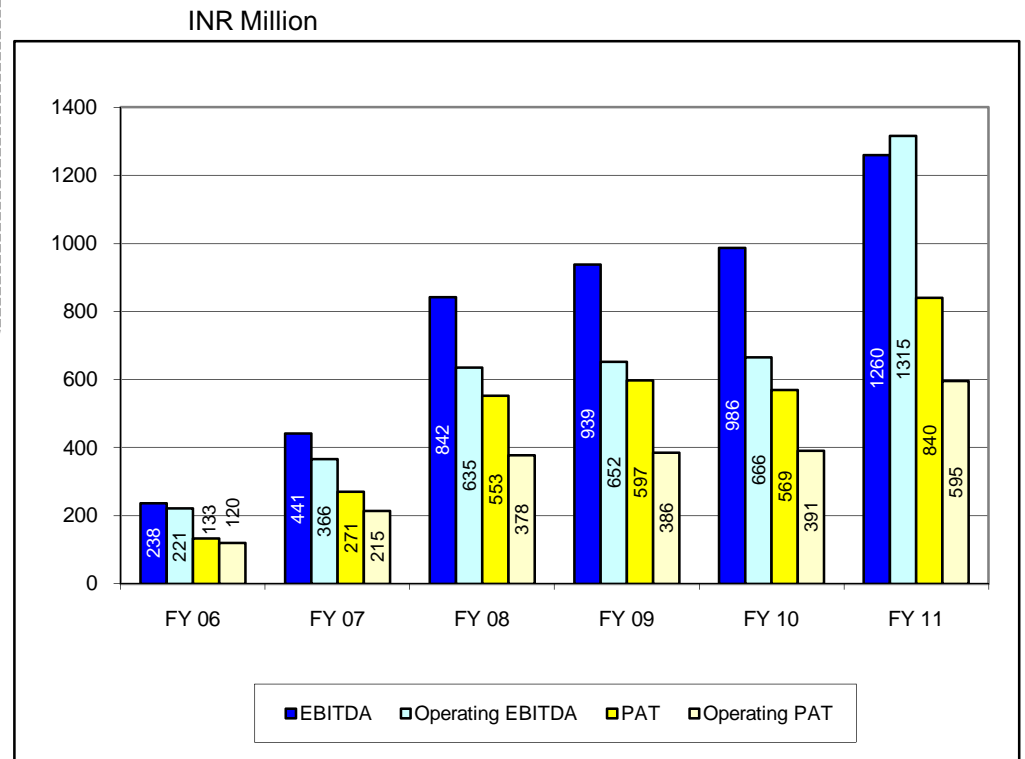
# Company Financials

# Consistent long-term growth in Revenue / Profitability

## Revenue trend



## Profitability

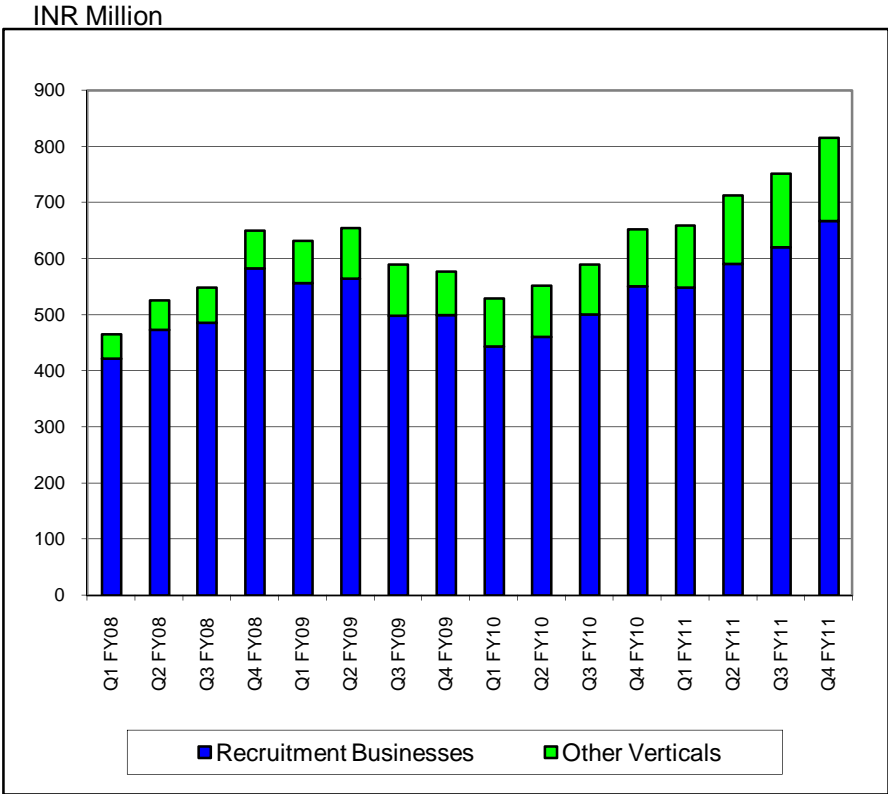


In FY 11 Recruitment was 82.6% of Operating Revenue and Other Verticals 17.4%

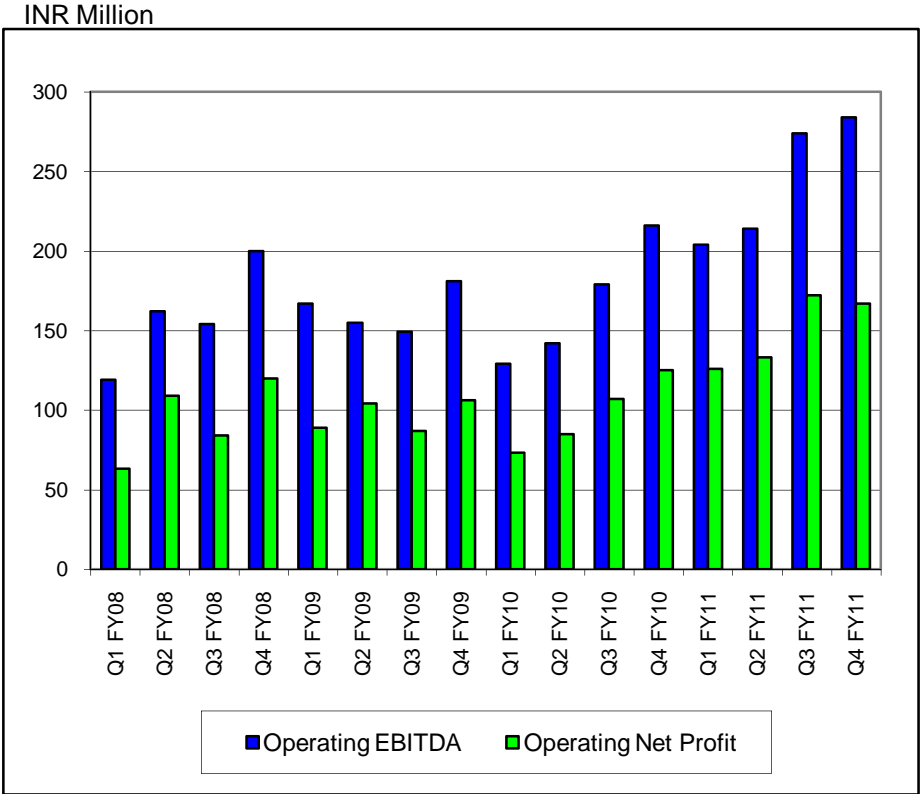
Other Income is treasury income

# Growth momentum was interrupted by slowdown; recovery witnessed in last 4 quarters

**Quarterly Operating Revenue  
Trend Last 3 Years**



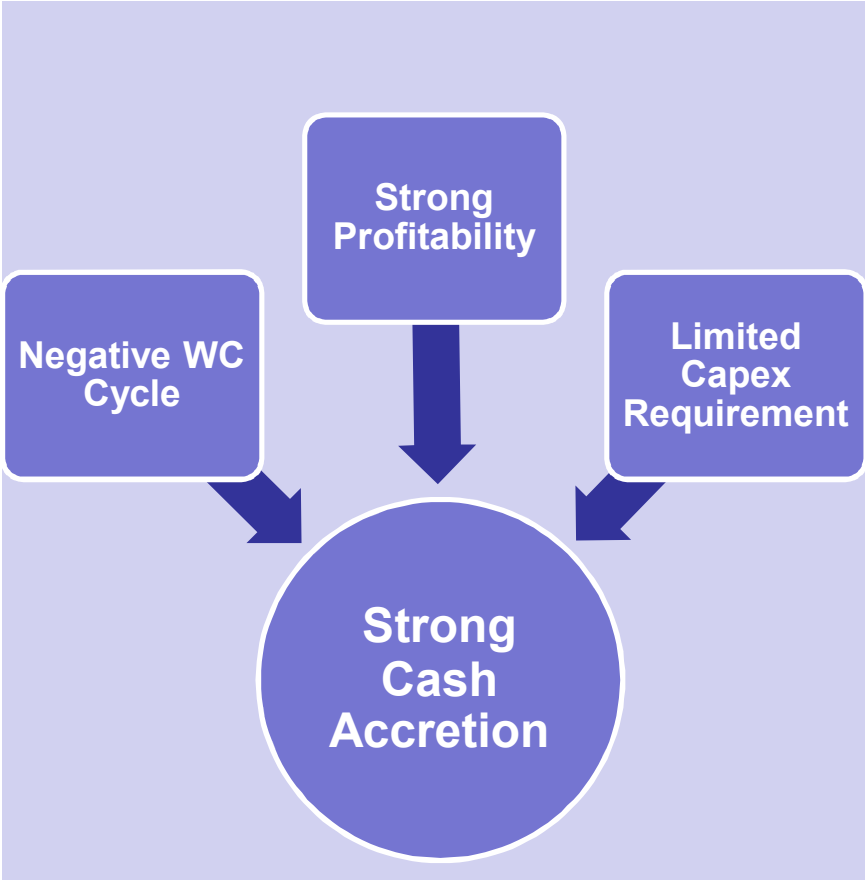
**Quarterly Operating  
Profitability**



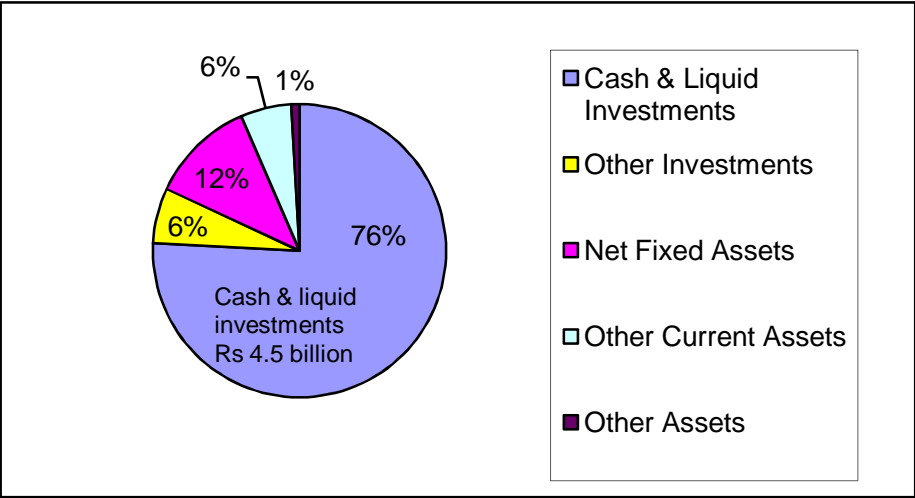
Margins sustained during the downturn and improved with the upturn

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

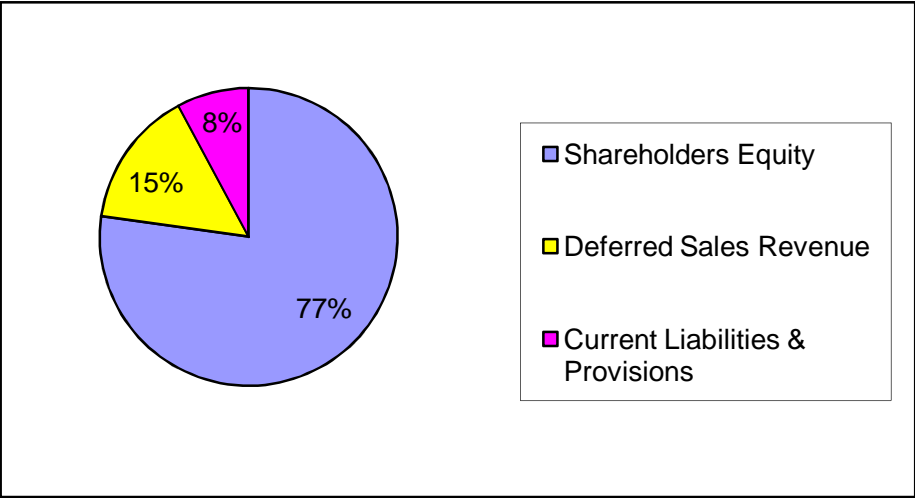
Fixed cost model and profitability has led to a strong cash accretion



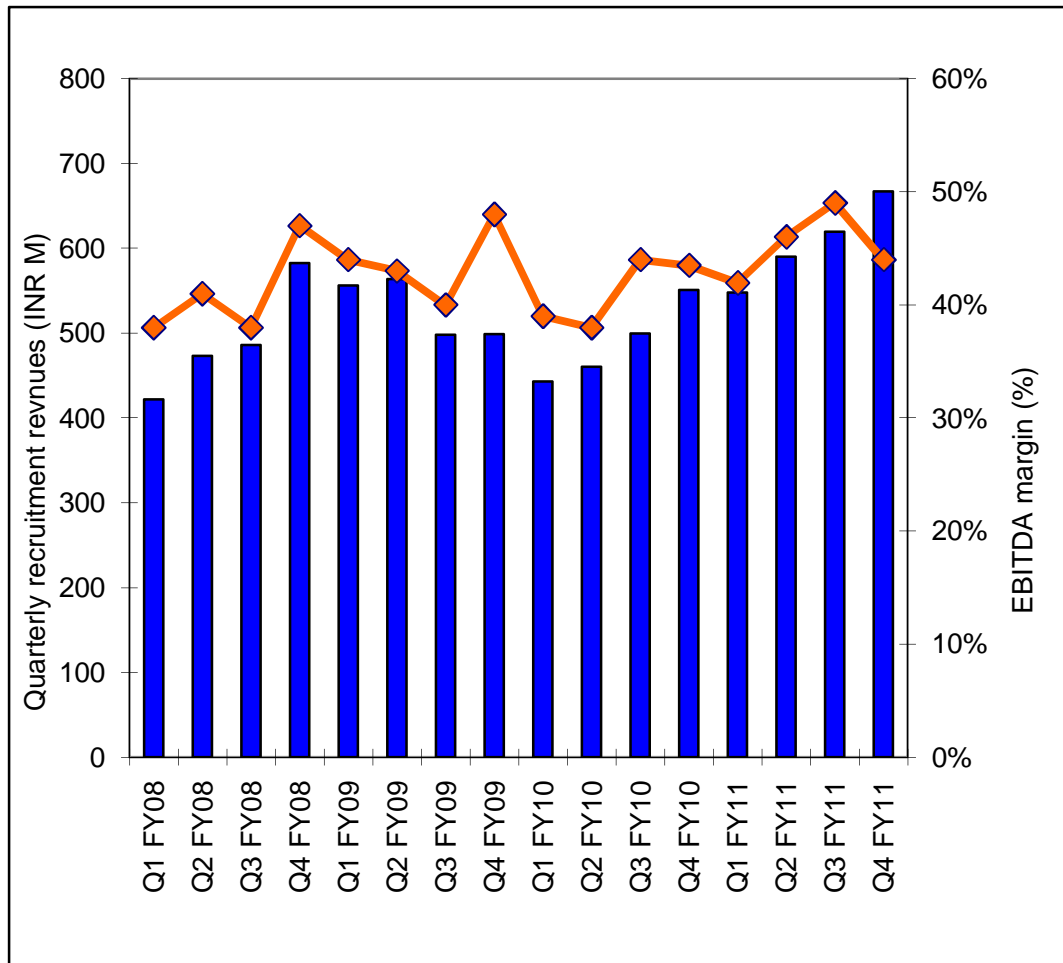
**Assets**



**Liabilities**



# Recruitment: Profitability has improved post slowdown



## Highlights

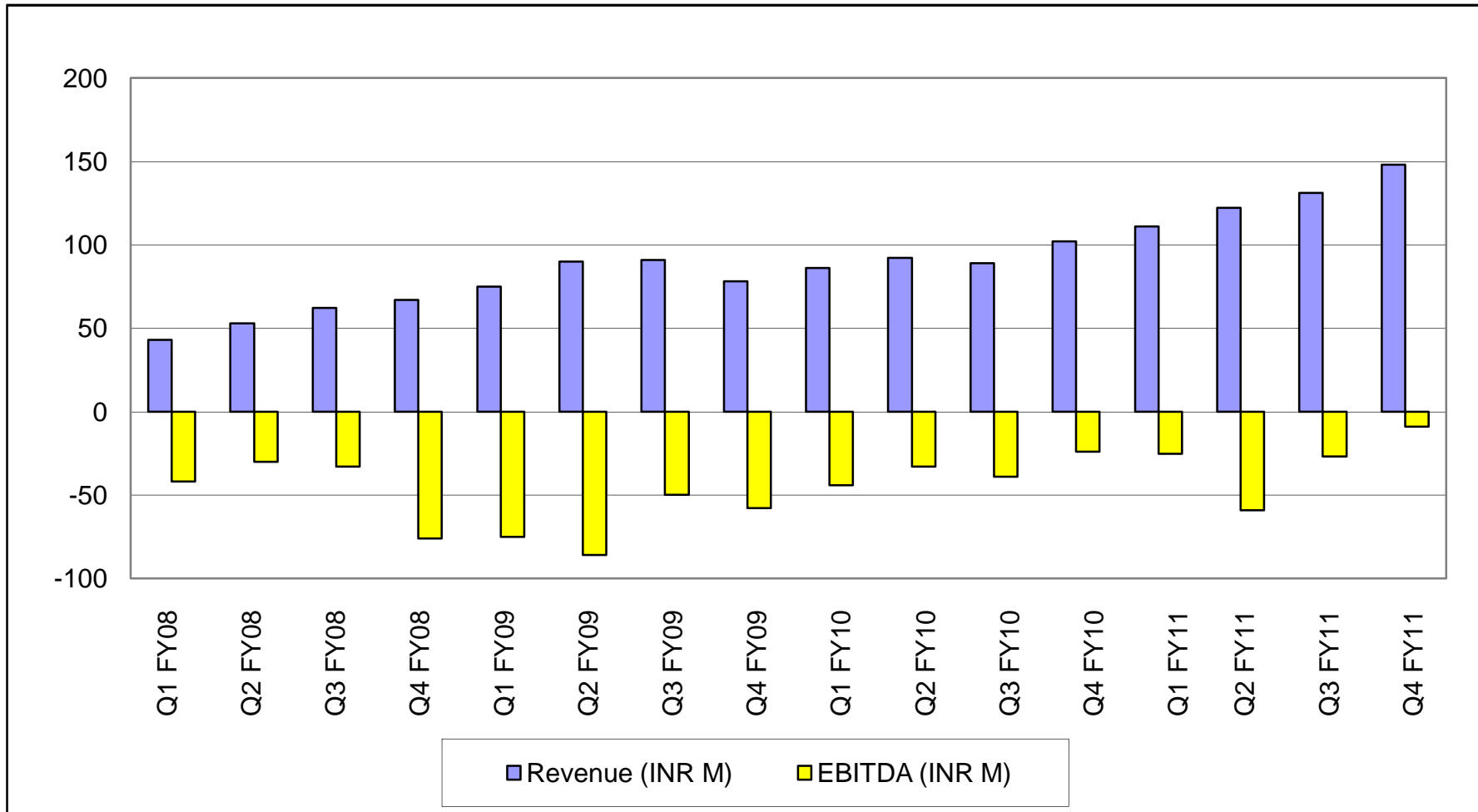
- Consistent growth in recruitment revenue for last 8 quarters.
- Revenues & margins impacted by economic slowdown in FY 09.
- Back on growth track from FY 10



# Improving financial performance of Non Recruitment Businesses

## EBITDA losses gradually declining

INR M



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# Investee Companies

# Policybazaar.com

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## 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 200 mm for a 49% stake
- Committed additional INR 100 mm in April, 2011

# Meritnation.com

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Demos & Samples Explore Meritnation

## Applect

- Launched www.meritnation.com
  - Commenced paid services for online educational assessment.
  - Provides free solutions mainly for mathematics and science for standard 6 to 12 of popular curriculum viz. CBSE and ICSE.
  - Some State Boards curriculum added.
- Team experienced in development of education content, assessment modules and delivery.
- Large addressable market.
- Invested Rs 65 mn for a 40% stake
- Invested Rs 50 million by way of optionally convertible debenture

# Zomato.com



## Zomato

- Website operational
  - . Commenced coverage in Delhi and adding cities like Mumbai, Bangalore, Pune etc
  - . Revenues from advertising and lead sales

- Experienced team

- Large addressable market

- Committed Rs 47 mn
  - Rs 18 million disbursed

# Mydala.com

The screenshot shows the Mydala.com website interface. At the top, the logo 'mydala' is displayed with the tagline 'Daily Deals for Mumbai' and 'We Bargain. You Gain.' Below the logo is a search bar and a 'Search' button. To the right, there are links for 'Get Daily Deals' and 'Enter SMS Code'. A navigation bar contains links for 'today's deal', 'travel deals', 'pan india deals', 'Login', 'log in', and 'sign up / redeem'. Below the navigation bar, there are social media sharing icons and a link to 'invite friends and earn money'. The main content area features a large deal for 'Pay Rs 175 for Unlimited rides & games at Orama Krazy Kingdom or Orama Carnival Street. It's time for a Krazy Carnival!!'. The deal includes a 'buy now ₹ 175/-' button, a table showing 'Value', 'Discount 71%', and 'Savings', and a progress bar indicating '34 bought'. Below the progress bar, it says 'Deal is Live! Deal went Live with 5 bought' and 'time left to buy 46 : 29 : 58'. To the right of the main deal, there is a section for 'All India Deal' featuring a 'BLACK elemente 701 TABLET' for Rs 7999 with a 1-year warranty. Below this, there is a section for 'today's side deals' with a link to 'Pay Rs 229 & get any laptop skin of your choice only from TopSkin. Now protect your laptop from scratches &'. At the bottom of the screenshot, there is a 'Rate this Deal' link.

## Mydala

- Website operational
  - . a site offering discount offers/ deals
  - . revenues from commissions from merchants

▪ Experienced team

▪ Large addressable market

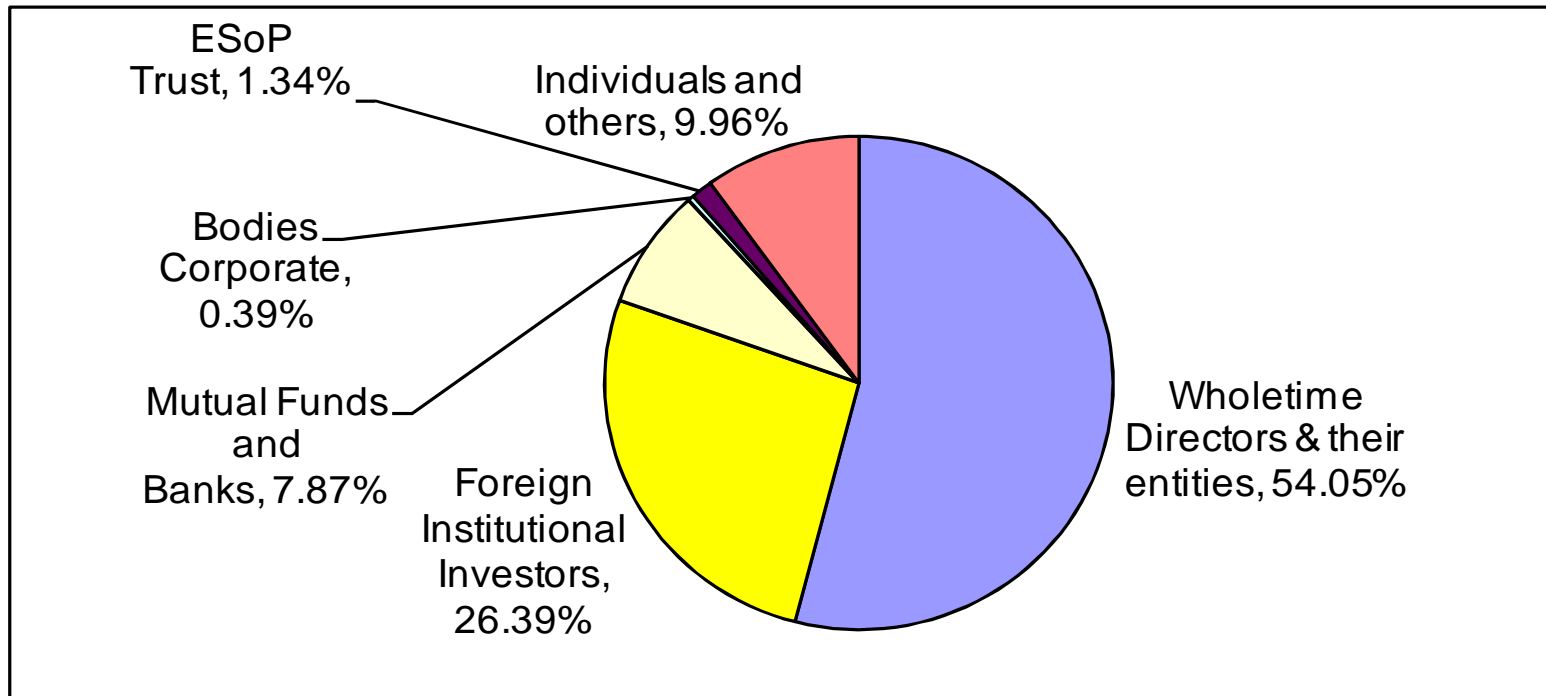
▪ Committed Rs 90 mn

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# **Team and Governance**



# > 50% share-holding with the Founding management group and ~26% with FIIs



|                           |       |
|---------------------------|-------|
| Reliance Mutual Fund      | 4.90% |
| Fidelity Funds            | 4.17% |
| Matthews                  | 4.11% |
| Equinox                   | 4.07% |
| T Rowe Price              | 2.43% |
| DSP Blackrock Mutual Fund | 2.21% |
| Acacia Partners           | 1.03% |

Founders committed to growing the company



# Board of Directors

## Whole time

### Sanjeev Bikhchandani (47)

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

### Hitesh Oberoi (38)

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

### Ambarish Raghuvanshi (49)

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

## Non Executive

### Kapil Kapoor (46)

Chairman & Non Executive  
Director  
  
B.A.Econ, PGDM IIM-A  
  
Global COO, Timex Group

## Independent

### Saurabh Srivastava (65)

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

### Arun Duggal (64)

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

### Ashish Gupta (44)

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

### Naresh Gupta (44)

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

### Bala Deshpande (44)

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

# Management Team

---

- ❖ **Sanjeev Bikhchandani**, 47, **Founder and Executive Vice Chairman**, BA Economics St. Stephens, PGDM IIM-A. Previously with Glaxo Smith Kline. Year of joining 1995
- ❖ **Hitesh Oberoi**, 38, **Managing Director & CEO**, B Tech, IIT Delhi PGDM, IIM-B. Previously with HLL (Unilever). Year of joining 2000
- ❖ **Ambarish Raghuvanshi**, 49, **Group President - Finance and CFO**, CA, PGDBM XLRI, Previously with Bank of America and HSBC. Year of joining 2000
- ❖ **Sudhir Bhargava**, 41, **EVP - Corporate Finance**, BE, MBA, FMS, Delhi University. Previously with HSBC, ICICI Bank. Year of joining 2006
- ❖ **Vivek Khare**, 40, **EVP - Corporate Development**, M. Sc (Physics) IIT – Kanpur, PGDBA-Birla Institute of Management Technology. Year of joining 2000
- ❖ **Shalabh Nigam**, 38, **EVP - Technology - 99acres, Jeevansathi, Shiksha, Brijj**, B Tech, IIT Kanpur. Previously with Baypackets. Joined in 2007
- ❖ **Vibhore Sharma**, 36, **EVP - Technology and Product Development - Naukri, Firstnaukri**, B Sc, IGNOU. Previously with Pioneer. Year of joining 2001
- ❖ **Vineet Singh**, 39, **EVP and Business Head - 99acres, Naurkigulf**, PGDBA – IPM. Previously with Xerox. Year of joining 2000
- ❖ **V Suresh**, 39, **EVP and National Head Sales - Naukri**, BE, Masters in Management, Sathya Sai Institute of Management. Previously with Xerox. Year of joining 2001
- ❖ **Harveen Bedi**, 39, **SVP - Quadrangle**, PGDBA-Birla Institute of Management Technology. Previously with Nestle. Year of joining 2002
- ❖ **Vivek Jain**, 37, **SVP – Analytics and Algorithms**, B Tech, IIT Delhi, PGDM IIM – B. Previously with Isoft, Adobe, IBM, ICICI Securities. Year of joining 2010
- ❖ **Sharmeen Khalid**, 39, **SVP - HR**, MBA, IRMA. Previously with Polaris. Year of joining 2006

# Management Team contd.

---

- ❖ **Rajesh Khetarpal**, 38, **SVP - Finance**, CA. Previously with Bharti. Year of joining 2007
- ❖ **Rohit Manghnani**, 35, **SVP and Business Head - Jeevansathi**, B Com, MBA, FMS, Delhi University. Previously with Home Shop 18. Year of joining 2010
- ❖ **Manoj. P**, 37, **SVP - Sales Naukri**, MBA - Xavier Institute of Management and Technology, Bangalore. Previously with Taal Software. Year of joining 2002
- ❖ **Dinesh Padmanabh Kumar**, 35, **SVP Sales - 99acres**, MBA. Previously with Notre Advtg, Year of joining 2002
- ❖ **Nishant Pandey**, 35, **SVP Product Development - Naukri**, B Tech IIT, MBA ISB. Previously with Schlumberger. Year of joining 2008
- ❖ **Arif Ismail Parker**, 36, **SVP Sales - Naukri**, BA. Previously with ITNation.com. Year of joining 2000
- ❖ **Prakash Sangam**, 34, **SVP and Business Head – Shiksha, Ad Sales and Mobility**, BE, PGDM - IIM C. Previously with Bharti, HLL (Unilever). Year of joining 2008
- ❖ **Deepali Singh**, 37, **SVP - Firstnaukri**, B Sc, LLB, Delhi University, PGDBA, IPM. Previously with Aptech, Year of joining 2000
- ❖ **Sumeet Singh**, 37, **SVP – Marketing, Corporate Communications and Alliances**, BBA, MBA. Previously with CII. Year of joining 2007
- ❖ **Maneesh Upadhaya**, 32, **SVP and Business Head – Resume Services**, B Sc, MBA, FMS, Delhi University. Previously with Bain & Co. Year of joining 2010
  
- ❖ **Amit Gupta**, 35, **Company Secretary**, CS, LLB, Previously with Indraprastha Gas Ltd. Year of joining 2006

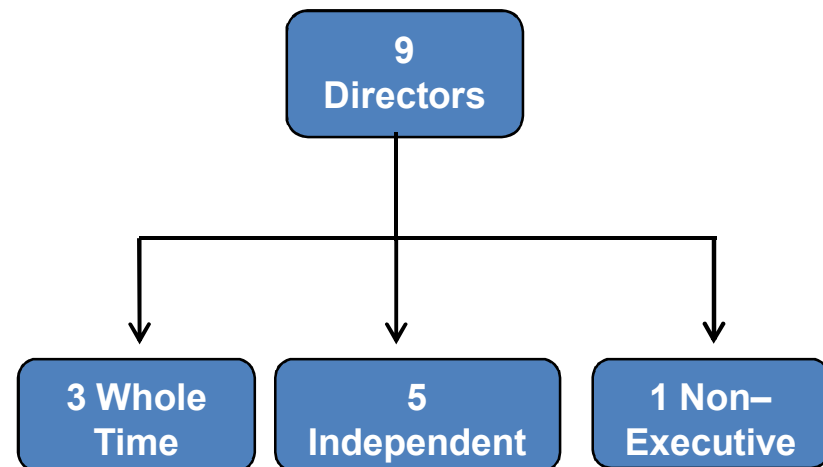
# Corporate Governance

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## Key Features of Governance

- Separation of Chairman and CEO role.
- 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.

## Governance at Info Edge



# Investor Relations Contacts

---

|             |   |  |
|-------------|---|--|
| Name        | Ambarish Raghuvanshi  | Sudhir Bhargava  |
| Designation | Group President - Finance and CFO                                     | EVP - Corporate Finance  |
| e mail      | <a href="mailto:ambarish@naukri.com">ambarish@naukri.com</a>          | <a href="mailto:sudhir.bhargava@naukri.com">sudhir.bhargava@naukri.com</a> |
| Telephone   | +91 120 3082007   | +91 120 3082006  |
| Fax         | +91 120 3082095   |  |
| Address     | Info Edge (India) Limited, A 88 Sector 2, Noida - 201301, U.P., India |  |
| Website     | <a href="http://www.infoedge.in">www.infoedge.in</a>                  |  |