

# Info Edge (India) Ltd.

India's Leading Online Company

August , 2012

Investee  
Companies

# 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.

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All figures mentioned are for Info Edge India Ltd. as a standalone entity and are as on June 30, 2012 or for the quarter ended June 30, 2012 unless indicated otherwise

Q1 FY13 means the period April 1, 2012 to June 30, 2012

FY13 or FY 12-13 or FY 2013 means the Financial Year starting April 1, 2012 and ending March 31, 2013

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  
~47%\* owned



India's leading education site for  
school children  
~49%\* owned

\* Approximate shareholding on fully disbursed and converted basis

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# Our Brands

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



India's leading education listings site  
Division of Info



India's leading financial products  
comparison site  
~40%\* owned



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

\* Approximate shareholding on fully disbursed and converted basis

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# Our Brands

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Other owned brands



Other invested brands



A flash sale site for fashion and home products  
~40%\* owned



Content sharing platform  
~30%\* owned

Offline brands

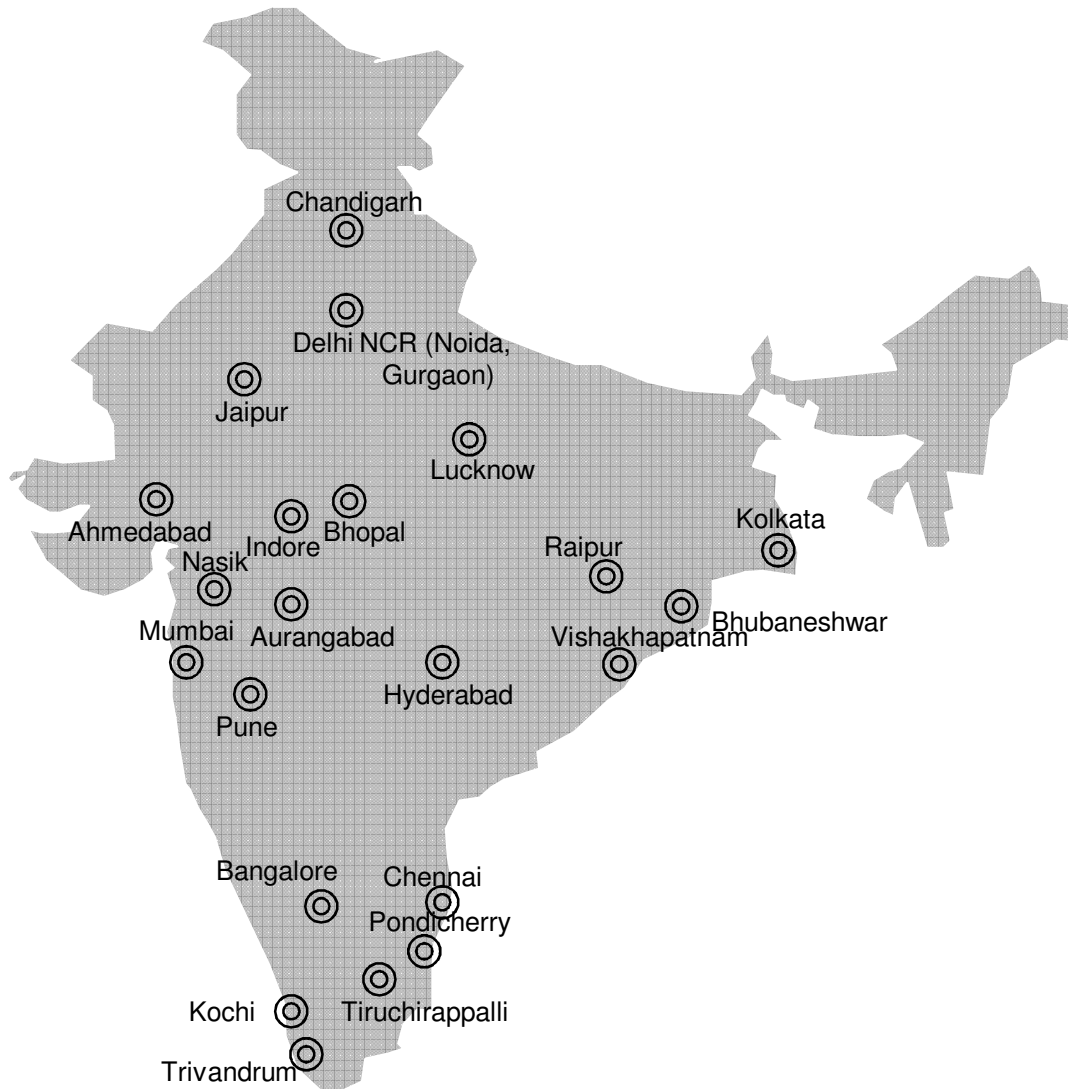


\* Approximate shareholding on fully disbursed and converted basis

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# Leveragable nationwide sales/customer interface infrastructure

## Info Edge sales offices illustrative map



### Key Observations

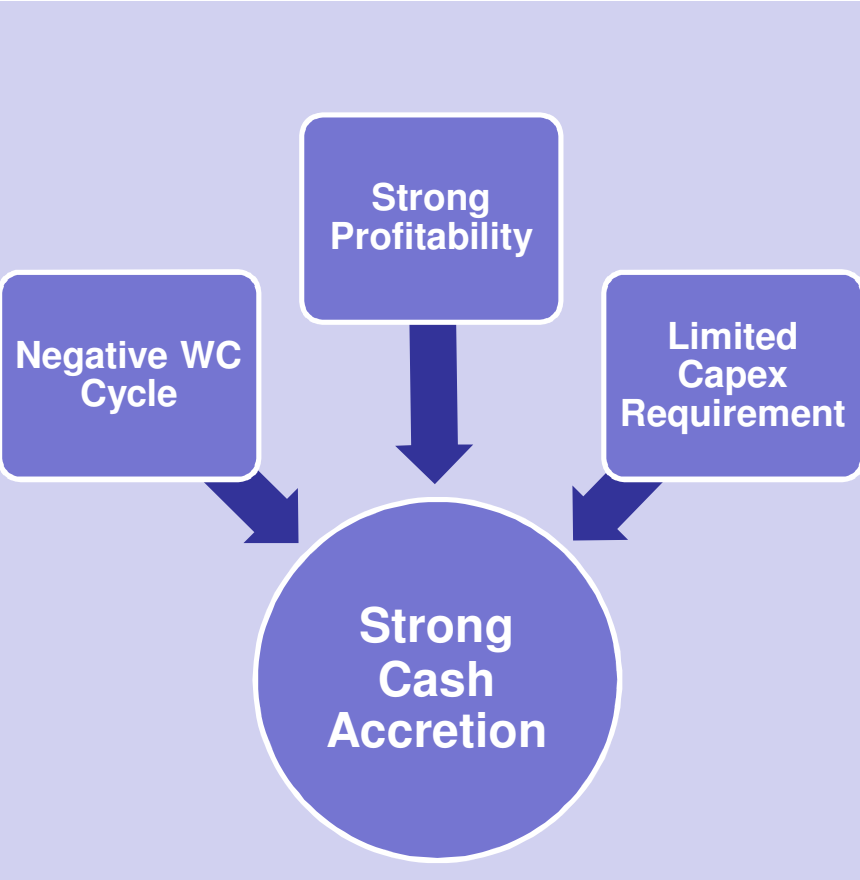
- ~ 1925 Sales/ client facing staff or 78% of the company's\* workforce
- Nation wide coverage through 55 company branch offices in 32 cities in India
- Only “dot com” player with this kind of sales organization
- Sales force efficiencies playing out ....

**Infrastructure being leveraged for growth**

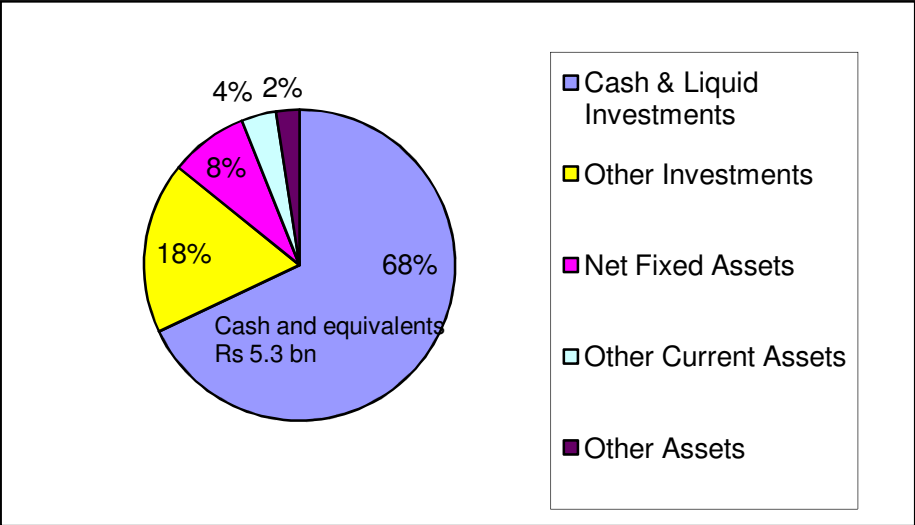
\* Including allcheckdeals, a wholly owned subsidiary

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

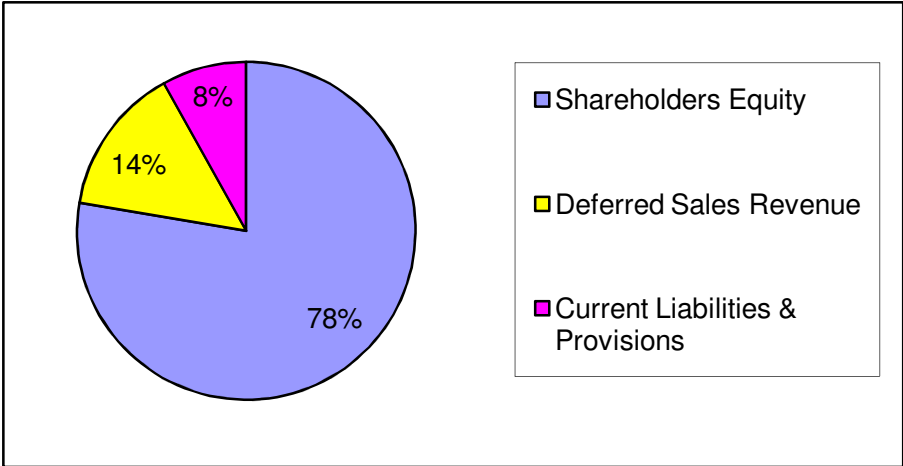
Fixed cost model and profitability has led to a strong cash accretion



### Assets



### Liabilities





# Management Team

Name and age	Qualifications	Designation/ Role	Previously worked with	Year of joining
Sanjeev Bikhchandani, 49	BA Economics St. Stephens, PGDM IIM-A	Founder and Executive Vice Chairman	Lintas, Glaxo Smith Kline	1995
Hitesh Oberoi, 40	B Tech, IIT Delhi, PGDM, IIM-B	Managing Director & CEO	HLL (Unilever)	2000
Ambarish Raghuvanshi, 50	CA, PGDBM XLRI	Group President - Finance and CFO	Bank of America and HSBC	2000
Vivek Khare, 41	M. Sc (Physics) IIT – Kanpur, PGDBA-Birla Institute of Management Technology	EVP - Corporate Development	–	2000
Vineet Singh, 40	PGDBA – IPM	EVP and Business Head - 99acres	Xerox	2000
Deepali Singh, 38	B Sc, LLB, Delhi University, PGDBA, IPM	EVP - Firstnaukri	Aptech	2000
Arif Ismail Parker, 37	BA	SVP Sales - Naukri	ITNation.com	2000
Vibhore Sharma, 38	B Sc, IGNOU	CTO – Naukri	Pioneer	2001
V Suresh, 40	BE, Masters in Management, Sathya Sai Institute of Management	EVP and National Head Sales - Naukri	Xerox	2001
Niraj Rana, 36	BSC, MBA	SVP Sales - Naukri, 36	-	2001
Harveen Bedi, 40	PGDBA-Birla Institute of Management Technology	SVP - Quadrangle	Nestle	2002
Dinesh Padmanabh Kumar, 36	MBA	SVP Sales - 99acres	Notre Advertising	2002
Manoj. P, 38	BE- University of Mysore MBA - Xavier Institute of Management and Entrepreneurship	SVP - Sales	Indian Seamless Group	2002

## Management Team contd.

Name and age	Qualifications	Designation/ Role	Previously worked with	Year of joining
Satyajit Tripathi, 39	BSc ,PGDBM	SVP Sales and Business Head – Allcheckdeals	-	2002
Sudhir Bhargava, 43	BE, MBA, FMS, Delhi University	EVP - Corporate Finance	HSBC, ICICI Bank	2006
Sharmeen Khalid, 41	MBA, IRMA	EVP - HR	Polaris	2006
Amit Gupta, 36	CS, LLB	Company Secretary	Indraprastha Gas Ltd	2006
Shalabh Nigam, 40	B Tech, IIT Kanpur	CTO - 99acres, Jeevansathi, Shiksha, Brijj	Baypackets	2007
Rajesh Khetarpal, 39	CA	SVP – Finance	Bharti	2007
Sumeet Singh, 38	BBA, MBA	SVP – Marketing, Corporate Communications and Alliances	CII	2007
Prakash Sangam, 36	BE, PGDM - IIM C	EVP and Business Head – Shiksha and Ad Sales	Bharti, HLL (Unilever)	2008
Nishant Pandey, 36	B Tech IIT, MBA ISB	SVP Product Development - Naukri	Schlumberger	2008
Vivek Jain, 38	B Tech, IIT Delhi, PGDM IIM – B	EVP – Naukri Product and Analytics	Isoft, Adobe, IBM, ICICI Securities	2010
Rohit Manghnani, 37	B Com, MBA, FMS, Delhi University	SVP and Business Head - Jeevansathi	Home Shop 18	2010
Maneesh Upadhaya, 34	B Sc, MBA, FMS, Delhi University	SVP and Business Head – Naukri FastForward	Bain & Co.	2010

# Key features of corporate governance

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

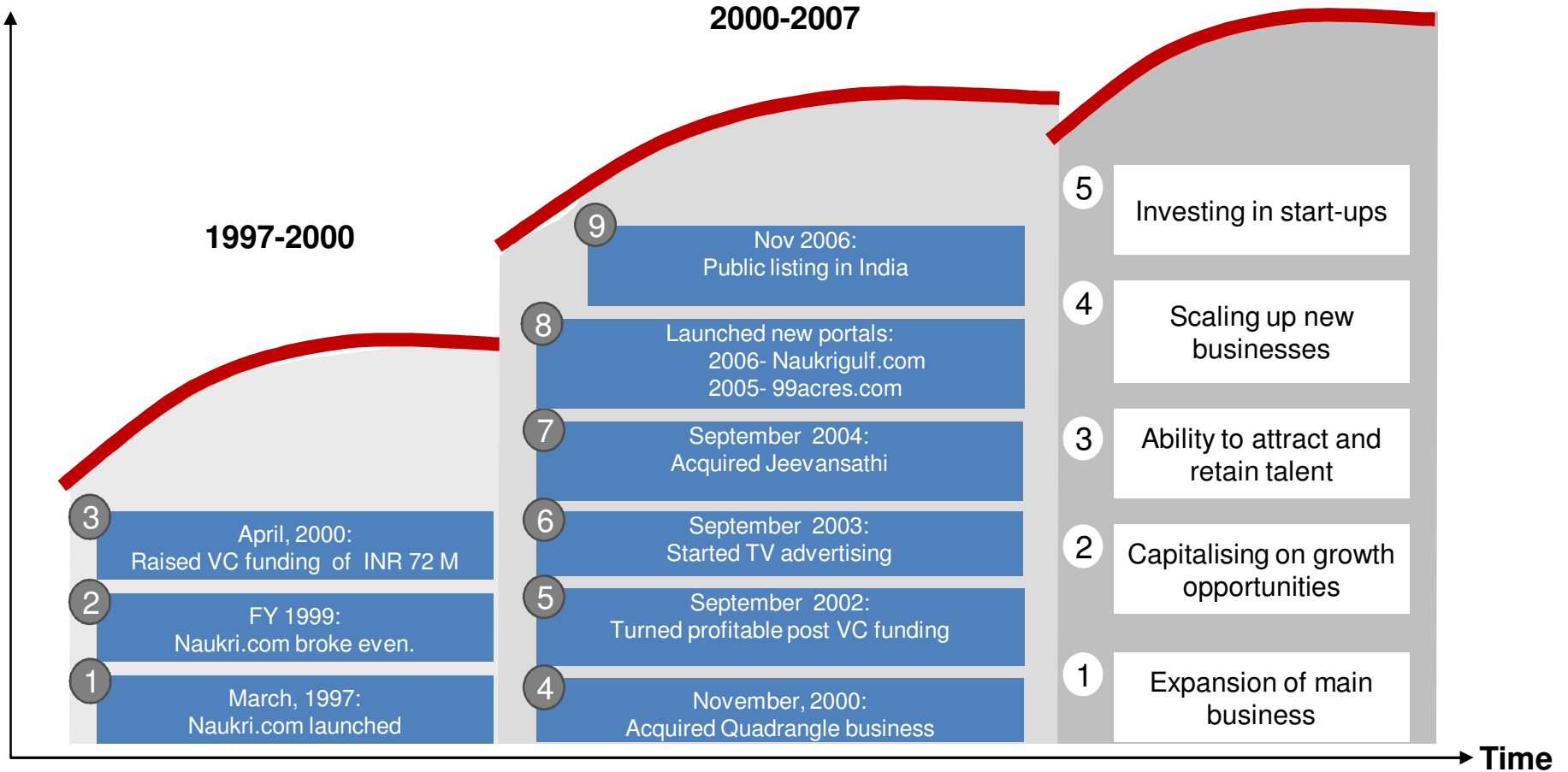
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# About Info Edge

# Milestones

Levels of Evolution

2007 onwards

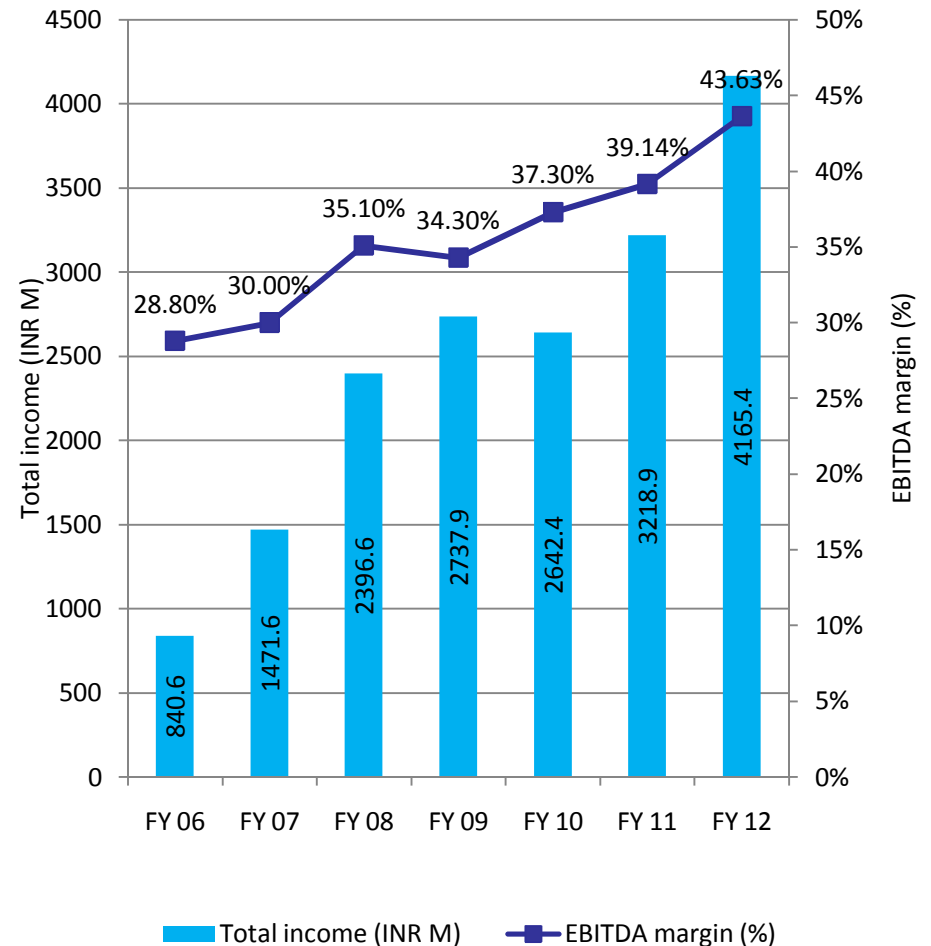


# Strong performance track record

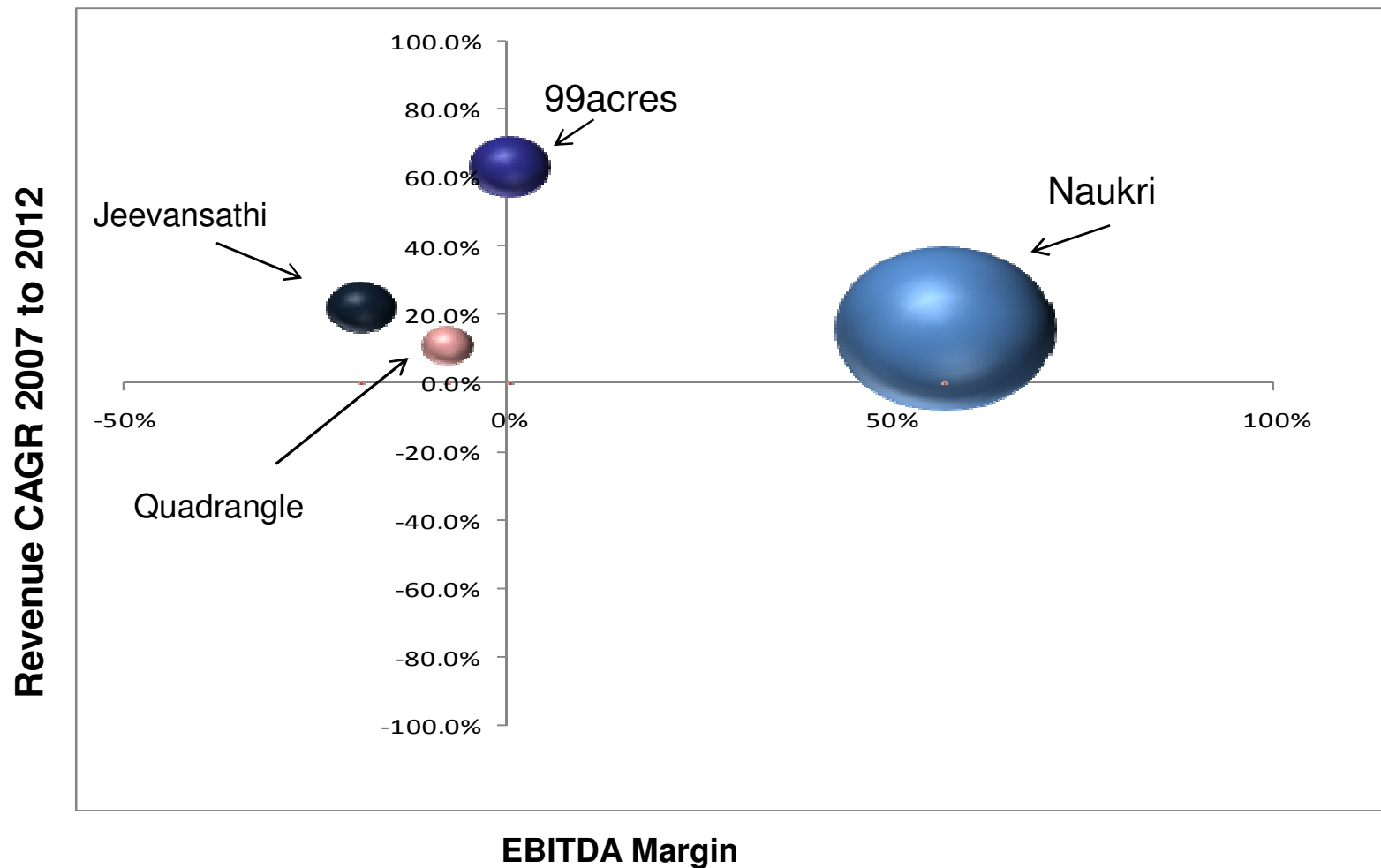
## Highlights

- India's leading online company with
  - Strong brands
  - Growing businesses
  - Experienced management team
  - Investments in internet startup ventures
- Rapid growth historically
  - Revenue CAGR of 31% over FY06-12
  - INR 4.16 billion revenue in FY2012
- ~ INR 36 billion market capitalization
- Strong cash flow generation
  - Cash & liquid assets INR 5.3 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 19% in FY12

**Info Edge Revenue and EBITDA margin  
(Standalone entity, 2006 – 2012)**



# Our in house business portfolio

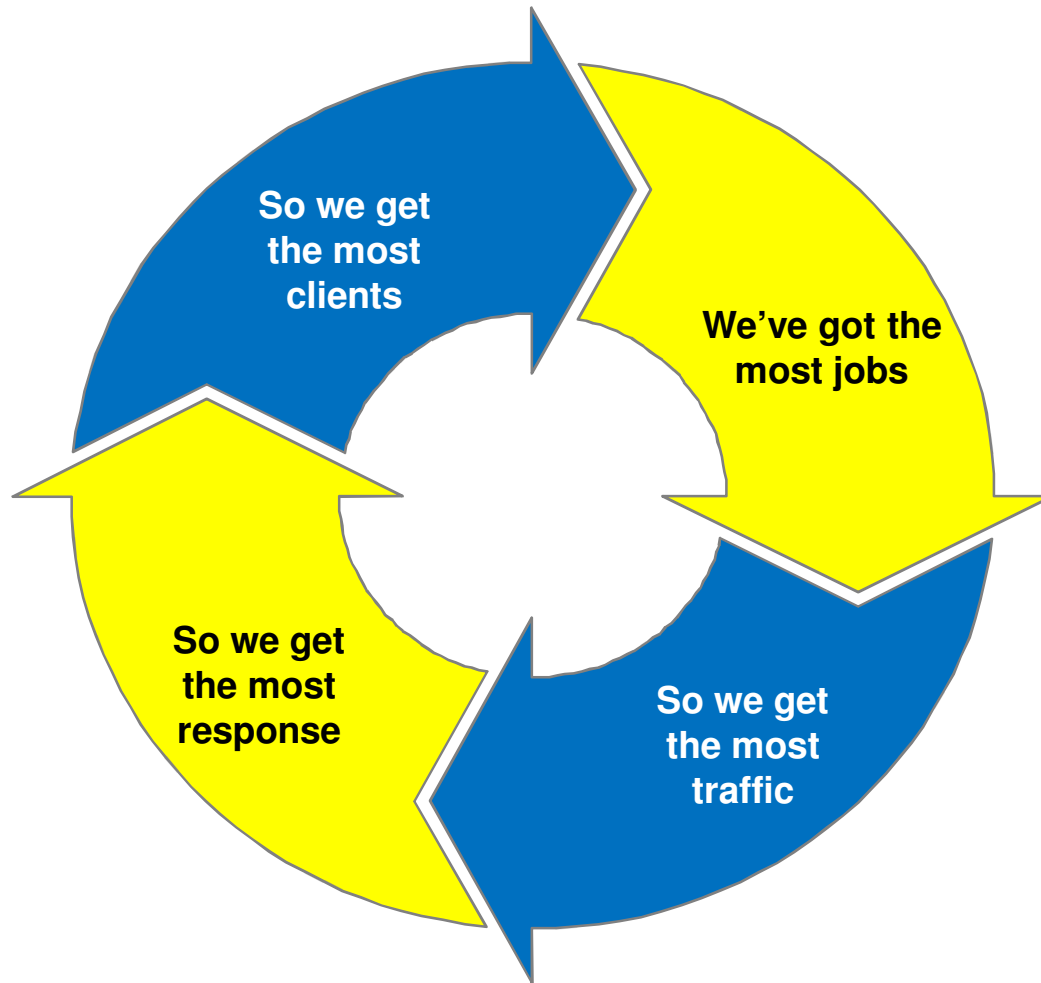


Note:- For FY07-FY12 the data for other brands has not been considered.

# 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



# Business drivers - internal

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## Naukri

- Sustaining traffic share (gained in the 2008 – 2010 slowdown)
- Garner higher market share as slowdown hits
- Share of internet in recruitment spend growing
- Specific product innovations to combat the threat of LinkedIn.com 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
- Make small acquisitions to strengthen offering

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## 99acres

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

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## Jeevansathi










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

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## New brands

- Evangelize the value proposition of Shiksha & FirstNaukri
- Naukrigulf- Ride the gradual recovery in the Middle East
- Invested in potential big businesses for the future - Meritnation, Allcheckdeals, Policybazaar, Zomato, Mydala, 99labels
- Actively explore more opportunities (startups, M&A)
- Brijj.com being remodeled around skills

# Business drivers - external

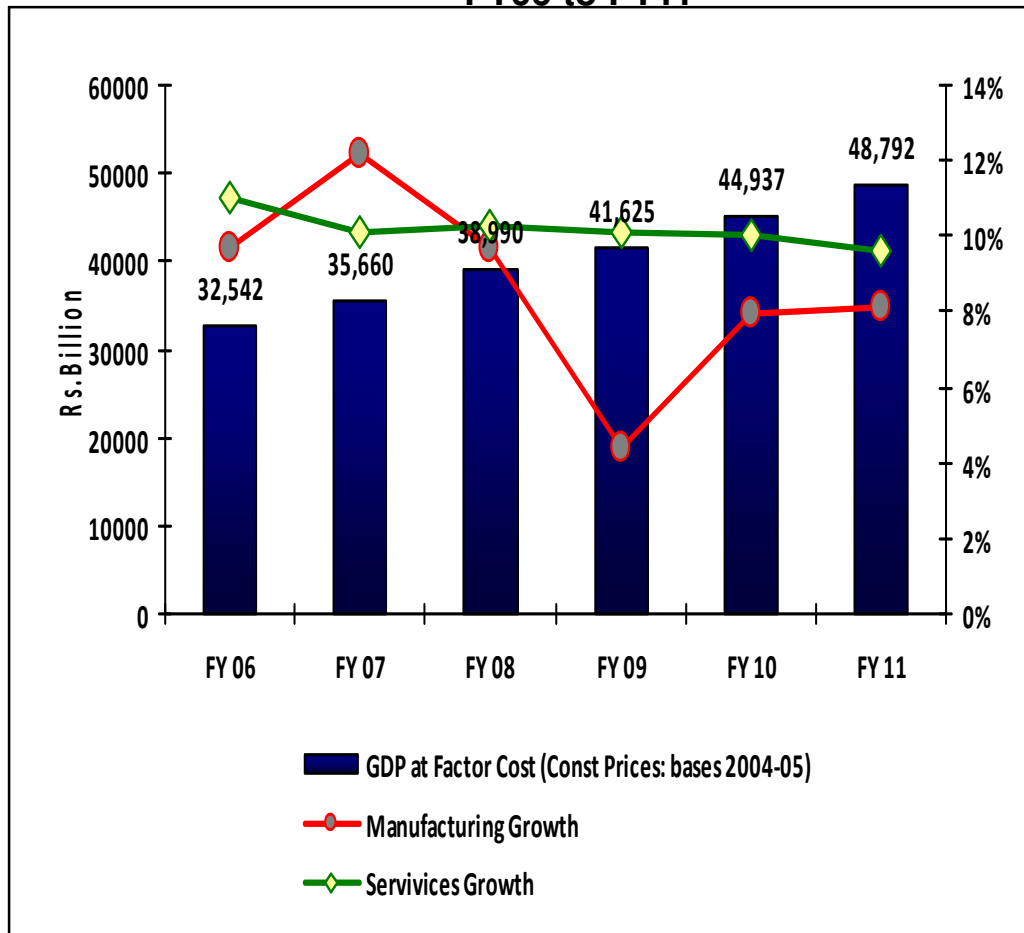
	Business cycle and Economic Environment	Demographics and GDP per capita	Internet penetration	Competition
 <b>naukri.com</b> India's No. 1 Job Site	✓		✓	✓
 <b>Quadrangle</b>	✓		✓	✓
 <b>naukrigulf.com</b> أسرع موقع للتوظيف نموًا في الخليج	✓			✓
 <b>brijj.com</b> BETA Bringing People			✓	✓
 <b>Firstnaukri.com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

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# Environment

# Business cycle and economic environment

India's GDP grew at a CAGR of ~8% from FY06 to FY11



## Highlights

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

# Demographics

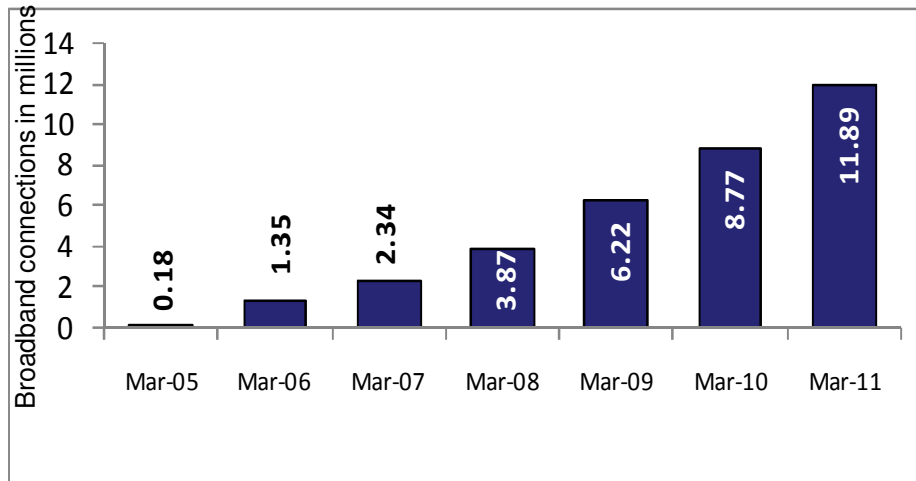


## Highlights

- 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 rapid rate
- 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)

**Growth of broadband in India**

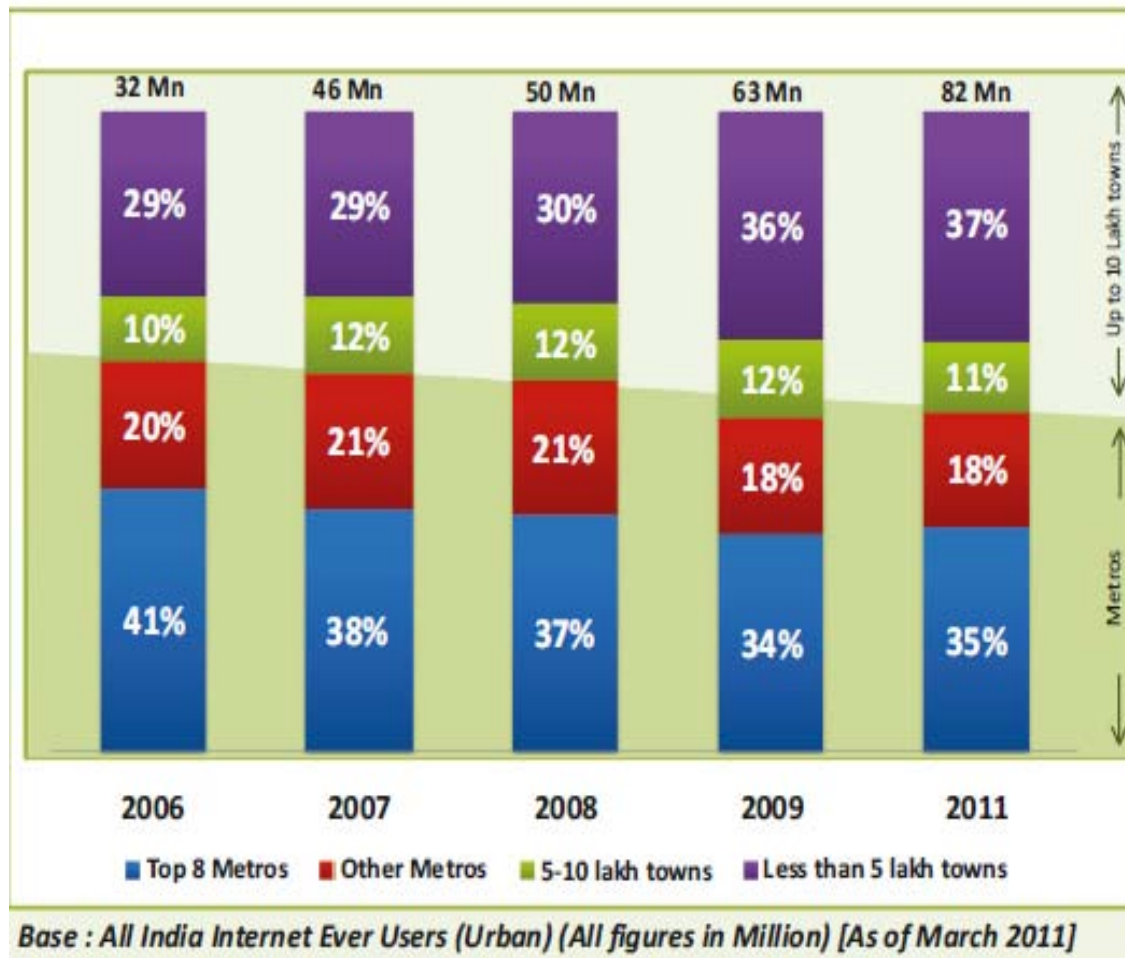


- India's Internet consumer profile mix is changing to broadband and heavier usage
- About 3.12 mn subscribers added in 2010-11, a growth rate of 35.6%
- Multiple internet users may access the internet through a single broadband connection

## Growing market for Info Edge

- Internet users estimated at 100 to 120 million
- Significant user base coupled with headroom for growth
- Penetration of broadband increasing
- Mobile phone connections exceed 900 M
- 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

## Internet penetration (2/2)

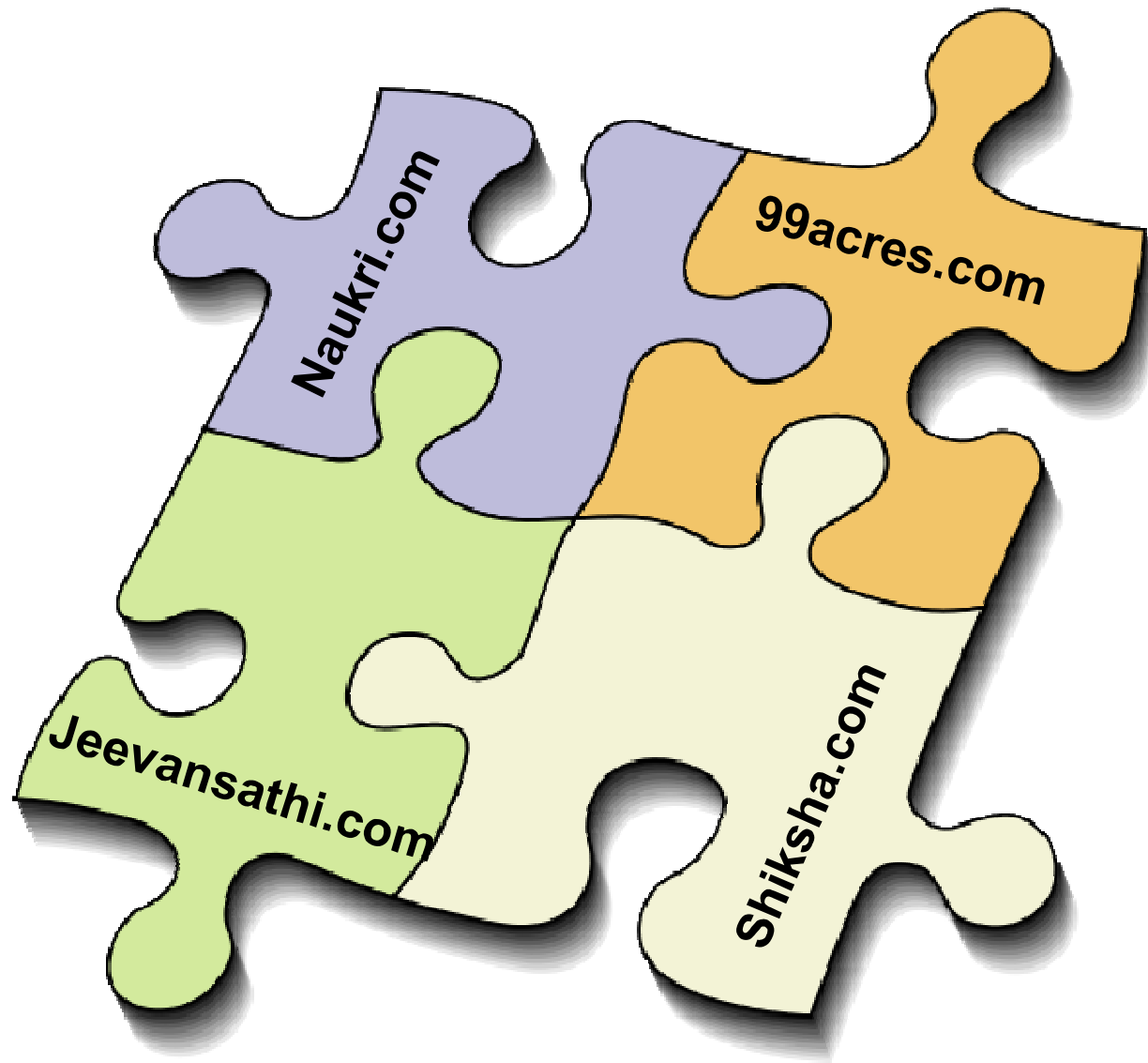


### Spread of the internet increasing

- From 5% in 2000 to 37% in 2011, 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 is reaching to rural masses in India)
- Government initiatives of e-kiosks and increasing number of cyber cafes has created interest among small town people

# In house businesses

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# Naukri

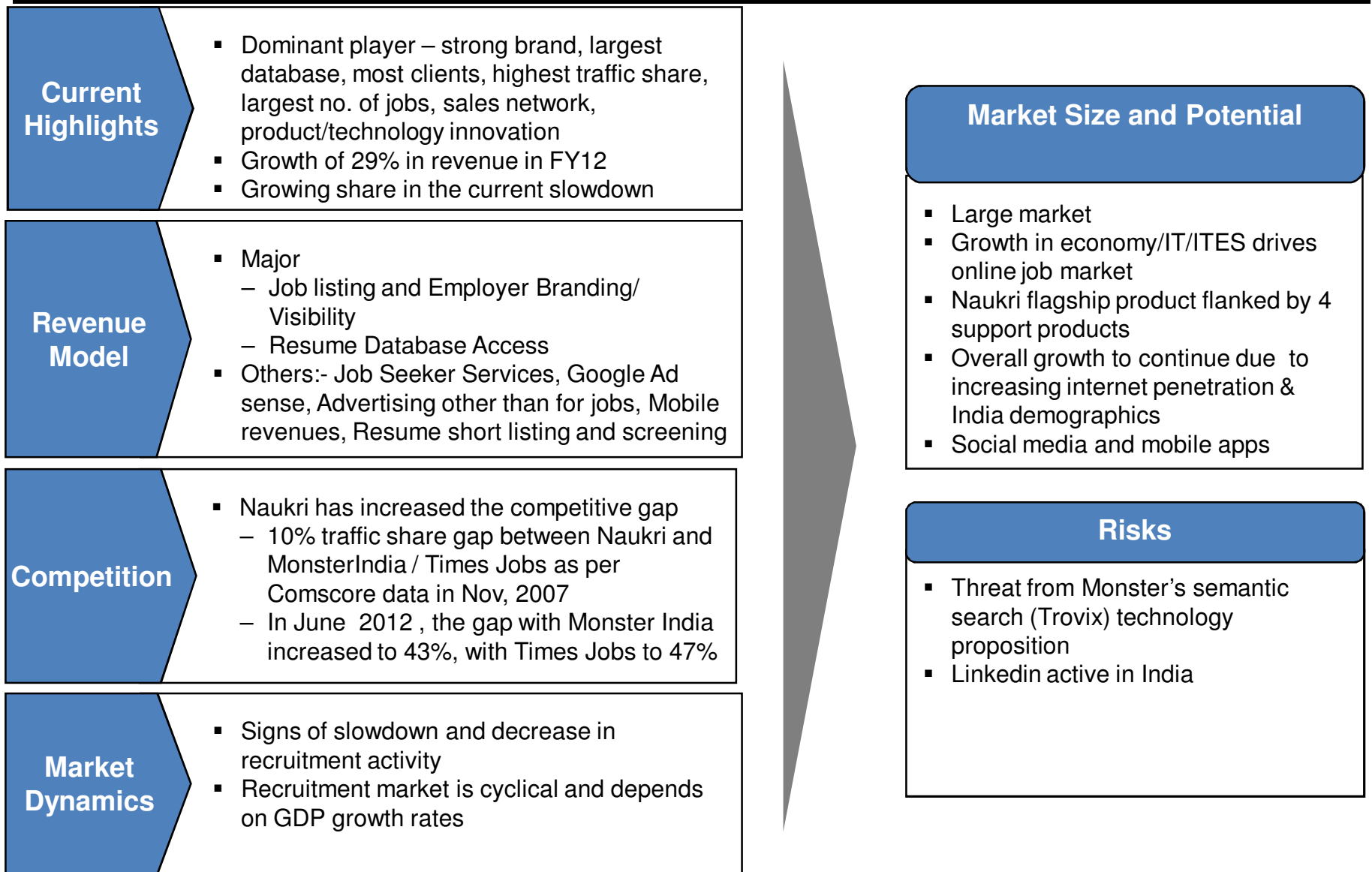
The screenshot shows the Naukri.com homepage. At the top, there is a navigation bar with 'Login to view recommended jobs for you' and 'Recruiters from USA, call Toll Free # 866-557-3340'. Below this is the Naukri.com logo and a tagline 'India's No.1 Job Site'. A secondary navigation bar includes 'Search Jobs', 'Post Resume', 'Jobseeker Login', 'Resume Services', 'Education', and 'More'. A search bar is present with 'Search All Jobs', 'Rs. 15 Lakh + Jobs New', and a 'Fraud Alert' link.

Key elements are highlighted with red circles and labeled:

- Panels:** Points to the top navigation and search area.
- Job Seeker Services:** Points to the 'New Job Seeker?' section, which includes benefits like reaching out to 35,000+ recruiters and getting relevant jobs in the inbox.
- Resume Database:** Points to the 'Resume Services' section, which offers 'Resume Display', 'Resume Development', and 'Resume Flash'.
- Job Listings:** Points to the 'Top Employers' and 'Best Places to Work' sections, which list various companies and sectors.
- Banner Ad:** Points to a 'Platinum HR' banner advertisement.

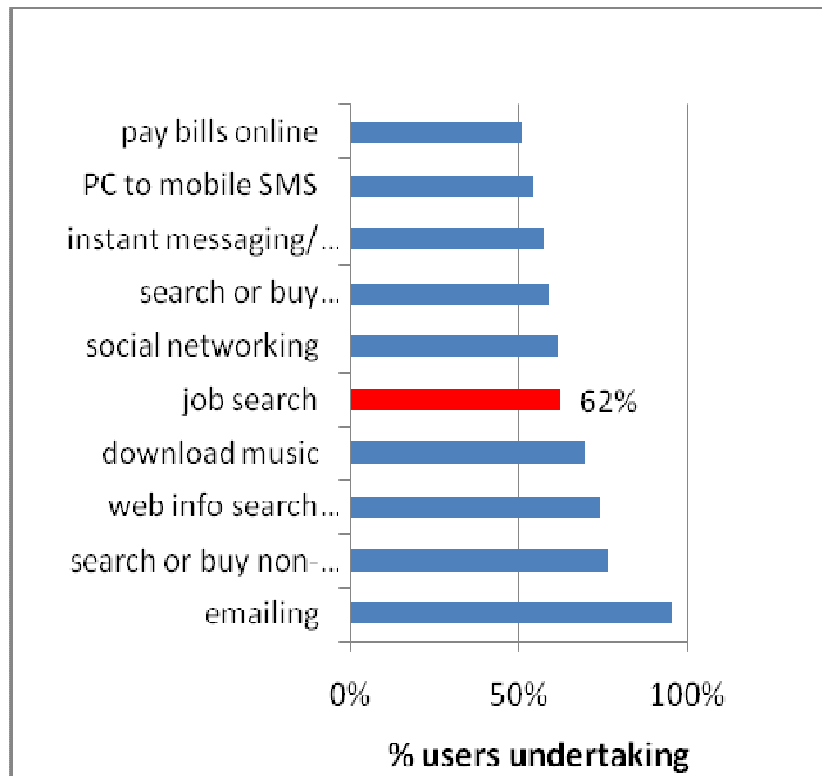
The bottom section of the page shows a 'Job Listings' area with a search filter for '1-1 of 1 Jobs Found' and a job listing for 'Sr. Executive - Conference Sales'. It also features 'Sponsored Links', 'Resume Services', and an 'Employer's Login' section.

# Naukri - Overview



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

A popular online activity



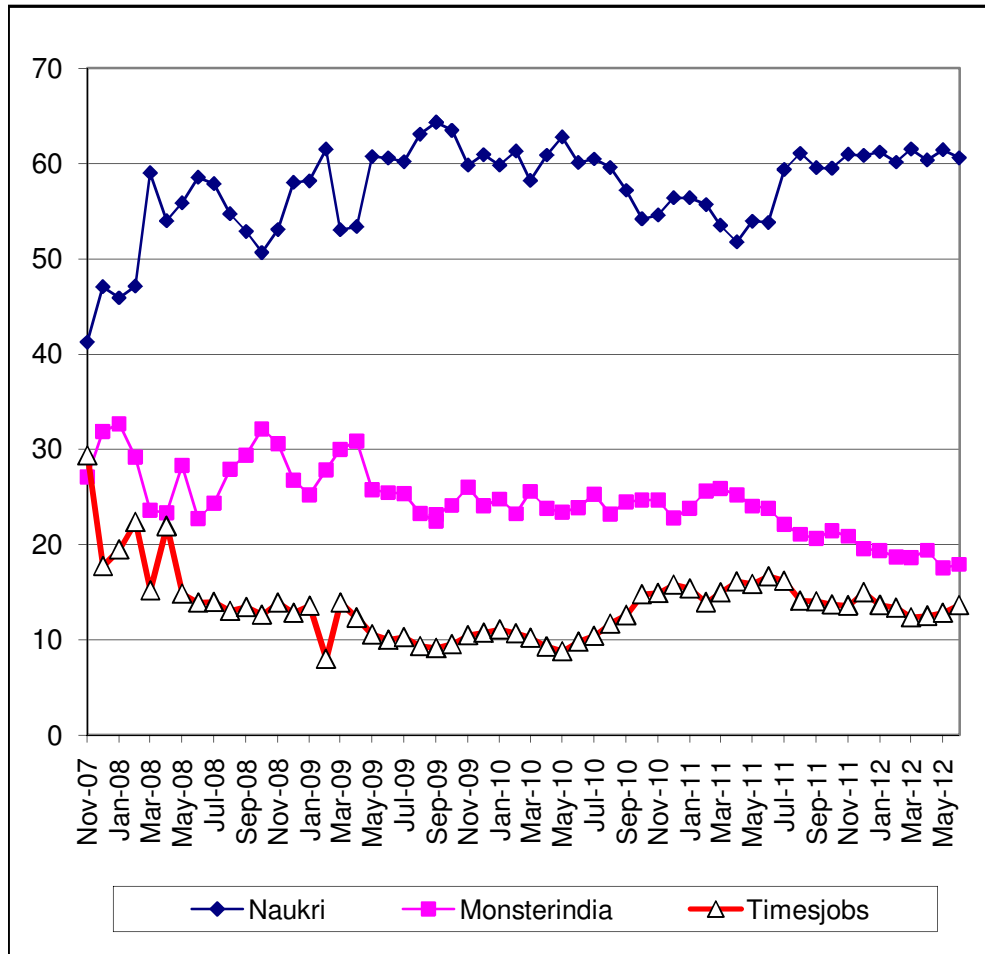
Some of the most used websites in India



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

# Naukri has gained market-share and is a clear # 1 with ~60% traffic-share

Traffic share of various recruitment sites based on data from Comscore



Traffic share of various recruitment sites from Alexa.com



Source: Comscore.com, Alexa.com

# Hiring growth rate may be slowing

## Naukri Job Speak Index

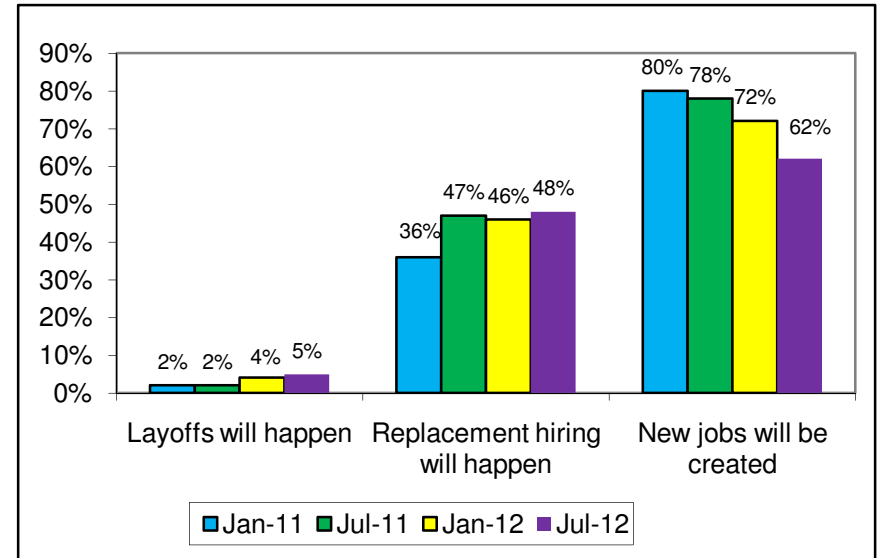


Total no. of new jobs posted in July 2008 was scaled to 1000. Index for subsequent months is relative to July 08.

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

- Naukri Job Speak Index is an in-house index based on utilisation of listings on the site
- The index went past the July, 2008 base of 1,000 in Q4 FY11 and has continued at those levels in Q1 FY13

## Naukri hiring survey



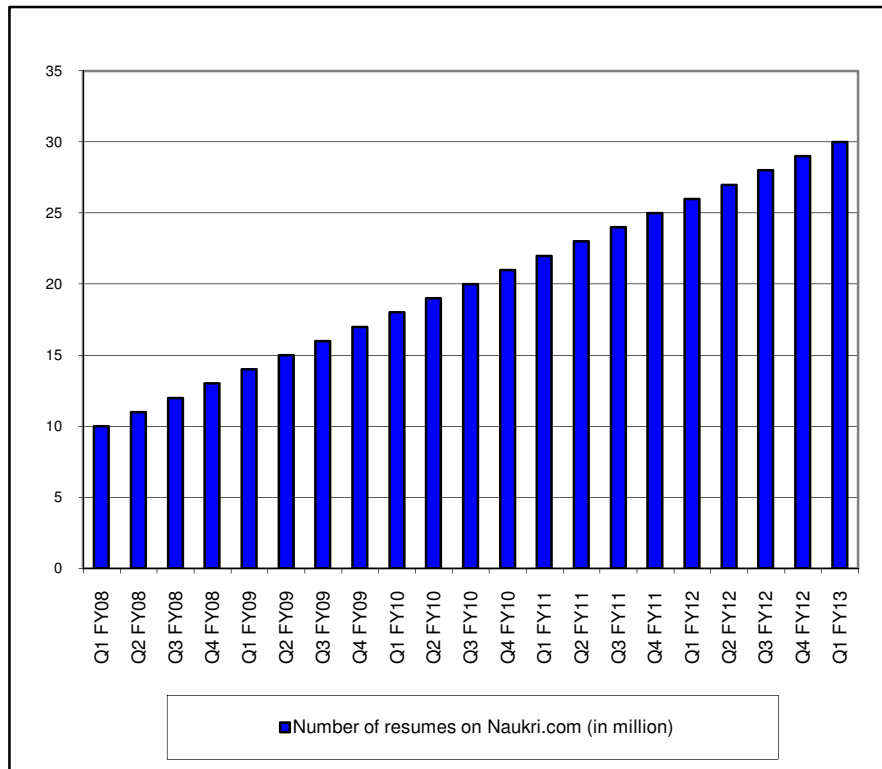
- Survey of recruiters conducted by Info Edge India Limited:

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

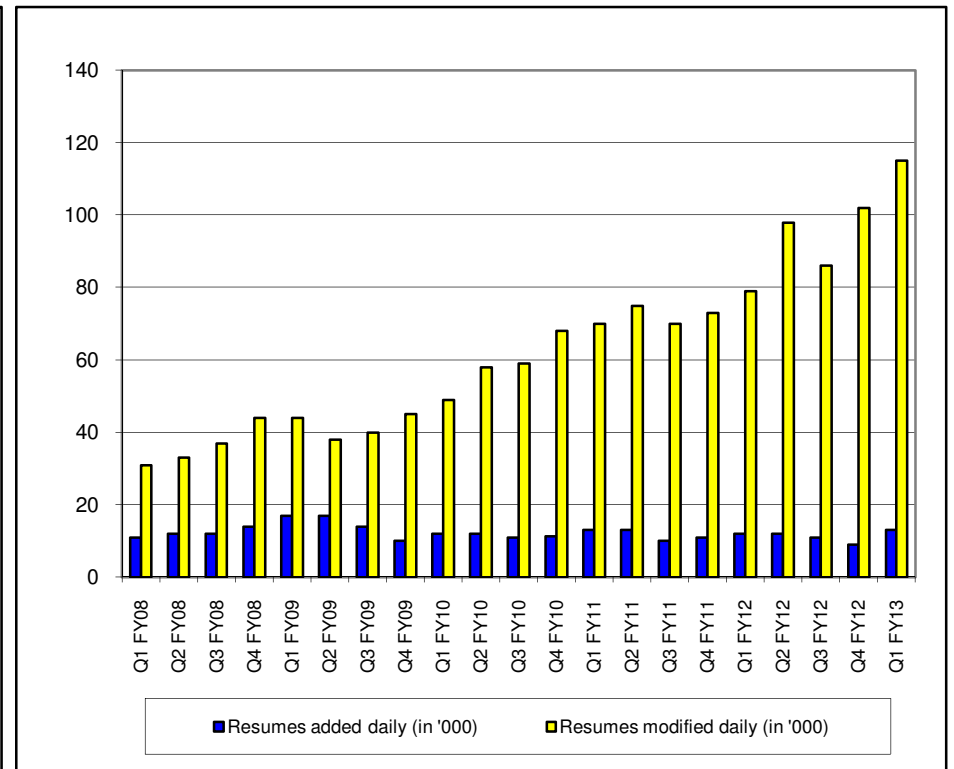
Slowdown in the hiring market – Naukri gaining share – competitive position improving

# 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



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



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



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



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

# 99acres

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  - 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

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Banner Ad  
Panels

Banner Ad



# 99acres : Overview

<b>Current Highlights</b>	<ul style="list-style-type: none"><li>▪ Favorable macroeconomics for the housing market:<ul style="list-style-type: none"><li>– Increase in middle income/high income households, Increasing urbanization, availability of finance</li></ul></li></ul>
<b>Revenue Model</b>	<ul style="list-style-type: none"><li>▪ Most revenue from developers, builders and brokers</li><li>▪ Revenue from:- Property listings, builders/brokers branding and visibility – Microsites, home page links, banners, others like buyer database access, international listings</li><li>▪ Site has traction for residential, primary &amp; secondary, sale and purchase and rental<ul style="list-style-type: none"><li>▪ To be developed further for commercial</li></ul></li></ul>
<b>Competition</b>	<ul style="list-style-type: none"><li>▪ Head to head competition with Magicbricks.com<ul style="list-style-type: none"><li>– Indiaproperty.com, makaan.com impacted during FY09 and FY10 slowdown</li><li>– 99acres establishing lead in traffic share</li></ul></li></ul>
<b>Market Dynamics</b>	<ul style="list-style-type: none"><li>▪ Market likely to slowdown except certain clusters</li><li>▪ Comscore traffic share data to stabilise post changes made by Comscore to the methodology</li><li>▪ Share of internet growing in real estate advertising in a slowing GDP</li></ul>

## Opportunities & Market Potential

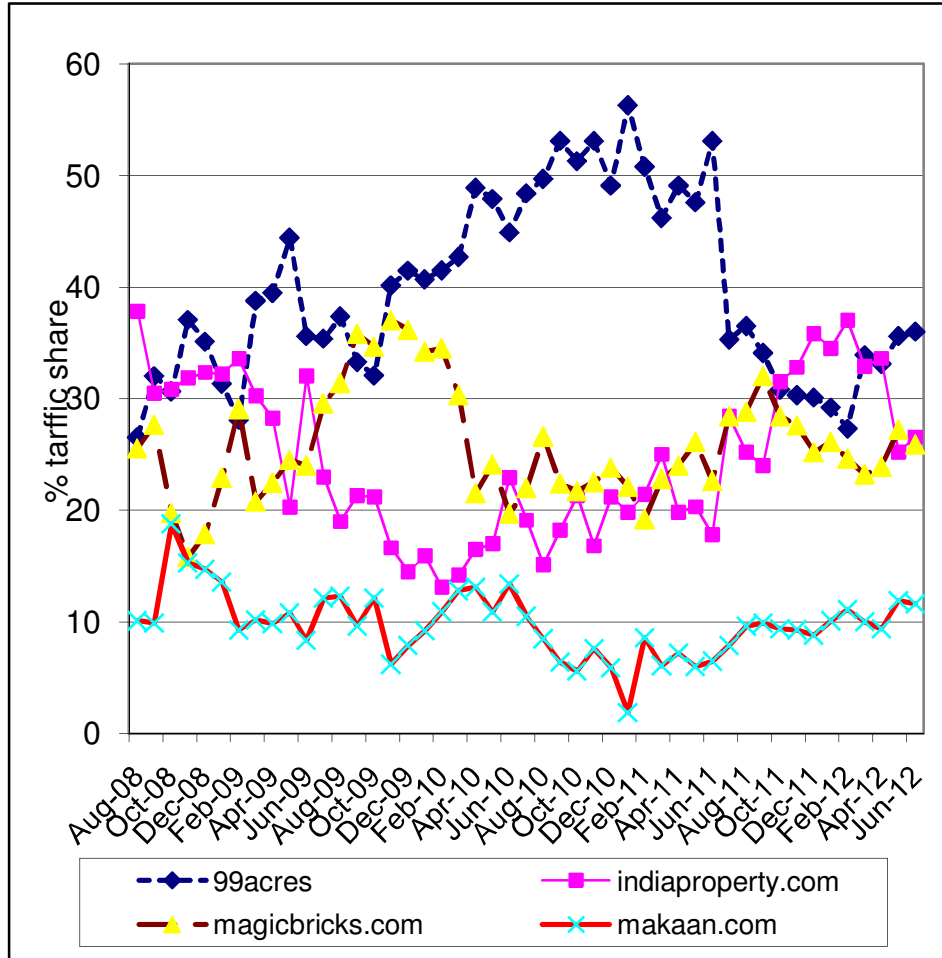
- Significant potential to gain from non housing market / commercial real estate as well
- Opportunity in the primary property market.
  - Indian cities and suburbs witnessing lot of construction

## Risks

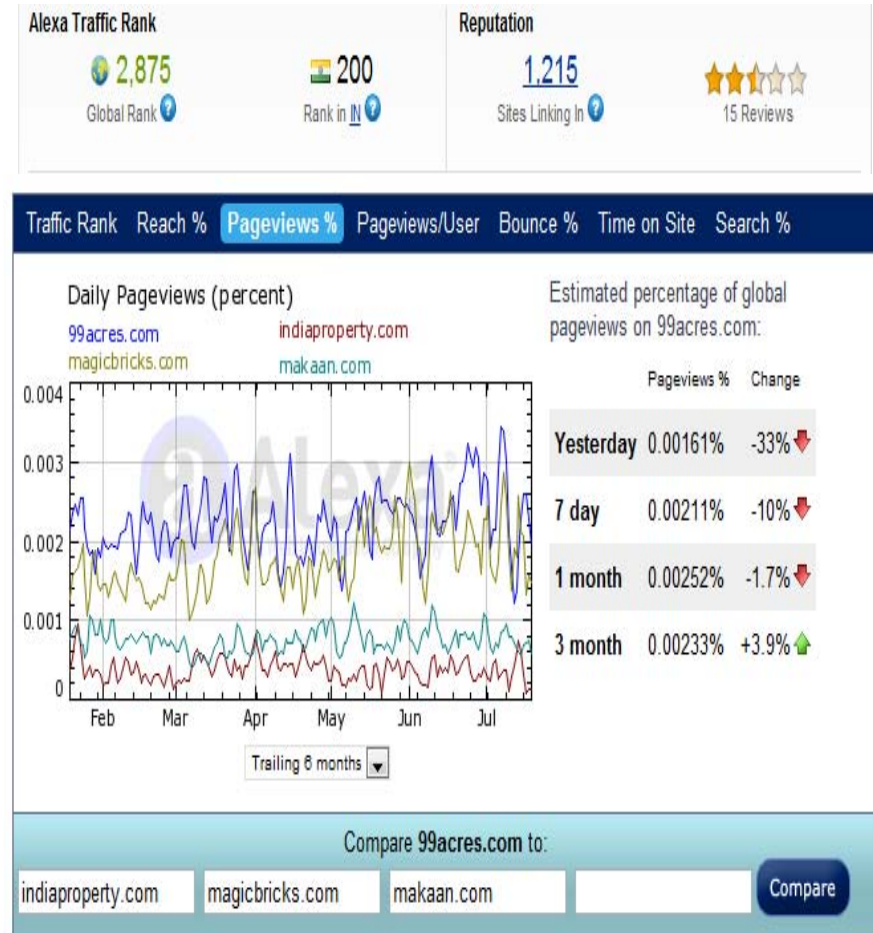
- Quality of listings

# 99acres is a leading brand in its segment

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



Traffic share of various real estate sites from Alexa



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

# 99acres addresses a growing market


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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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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
- 255 transactions closed in Q1 FY13
- Coverage in 12 cities

# Jeevansathi

Search

Live Help | Membership Options | Success Stories | Register Now

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

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

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

Existing User - Login Now

1 **Register** Create your matrimonial profile to receive matches

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

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

**Register Free**

Matched by Jeevansathi.com

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

JS Home Page

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

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

My Jeevansathi | My Contacts | My Profile | Membership

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

Membership Options

Choose Service → Choose Payment Mode → Secure Payment

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

Services: eVidya, Value

JS Membership Options page

# Jeevansathi : Overview

## Current Highlights

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

## Revenue Model

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

## Competition

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

## Market Dynamics

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

## Opportunities & Market Potential

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

## Risks

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

# Shiksha

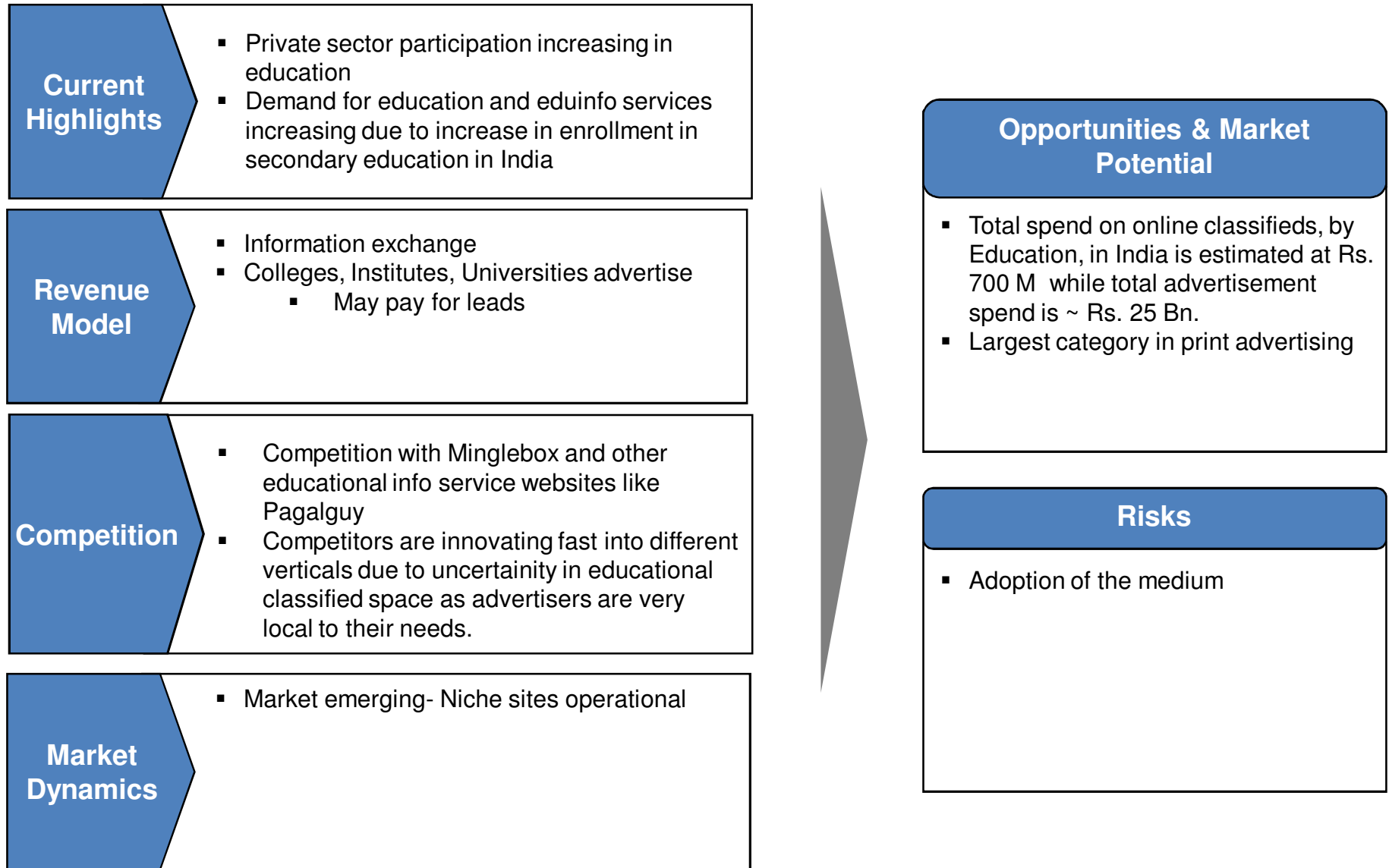
Space for education providers

Banner Ad

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

The screenshot displays the Shiksha.com website interface. At the top, there is a navigation bar with a logo for 'shiksha.com' and a tagline 'Stop Following. Start Exploring.'. Below the logo, there are several banner advertisements, including one for 'STUDY IN NEW ZEALAND' and another for 'SRMCEM'. A prominent banner for 'VIT Business School' is circled in red. The main content area features a search bar for 'Search Institutes & Courses' and a list of 'Browse Institutes & Courses' with various categories like 'Full Time MBA', 'Animation, Multimedia', etc. Below this, there is a 'Featured Institutes' section with logos for 'Shree Chanakya Education Society's Indira Group of Institutes', 'Indian School of Business Management & Administration', 'IPE INSTITUTE OF PUBLIC ENTERPRISE', and 'Sri Balaji Society'. A 'Shiksha Cafe' section is also visible, featuring a 'User generated content' area with a text input field and an 'ASK' button. The bottom left of the page contains a form titled 'Let us find an Institute for you' with fields for 'Study Preference', 'Education Interest', 'Desired Course', 'When do you plan to start?', 'Your Name', 'Email', 'Mobile No.', 'Residence Location', and a captcha. A woman carrying books is shown next to the form. The bottom right of the page shows a 'Cafe Buzz!' section with user-generated questions and answers.

# Shiksha : Overview





# Shiksha : Competitive scenario and traffic share

## Traffic comparison

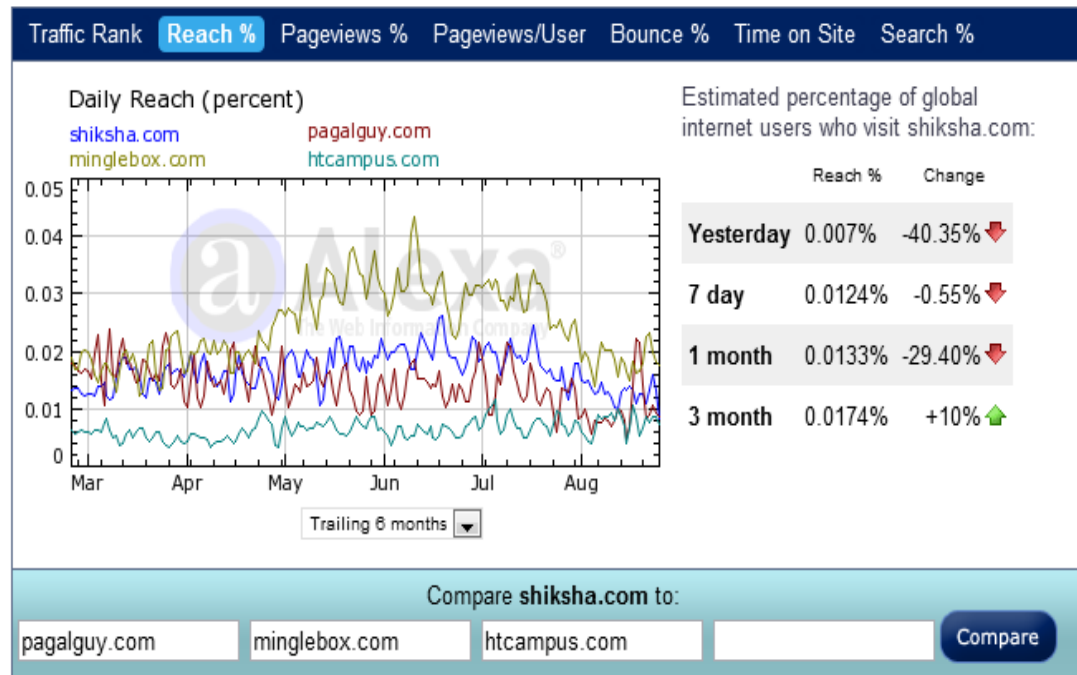
Alexa Traffic Rank **8,130** Global Rank

Rank in **IN** **704**

Reputation **1,884** Sites Linking In

(No reviews yet)

Traffic Stats Search Analytics Audience Contact Info Reviews Related Links Clickstream



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

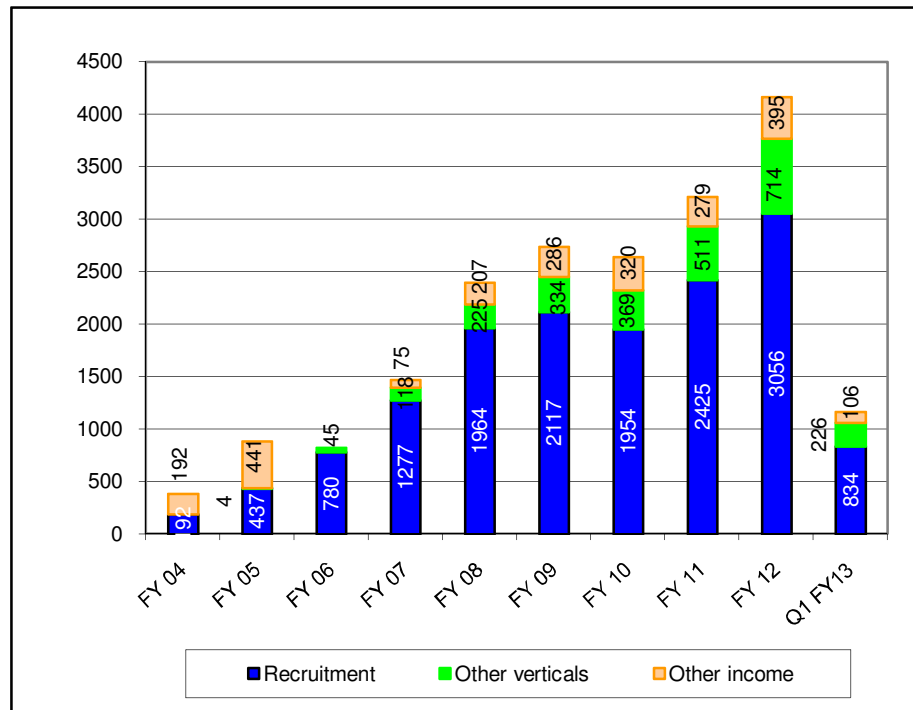
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# **Company Financials (Standalone)**

# Consistent long-term growth in Revenue / Profitability

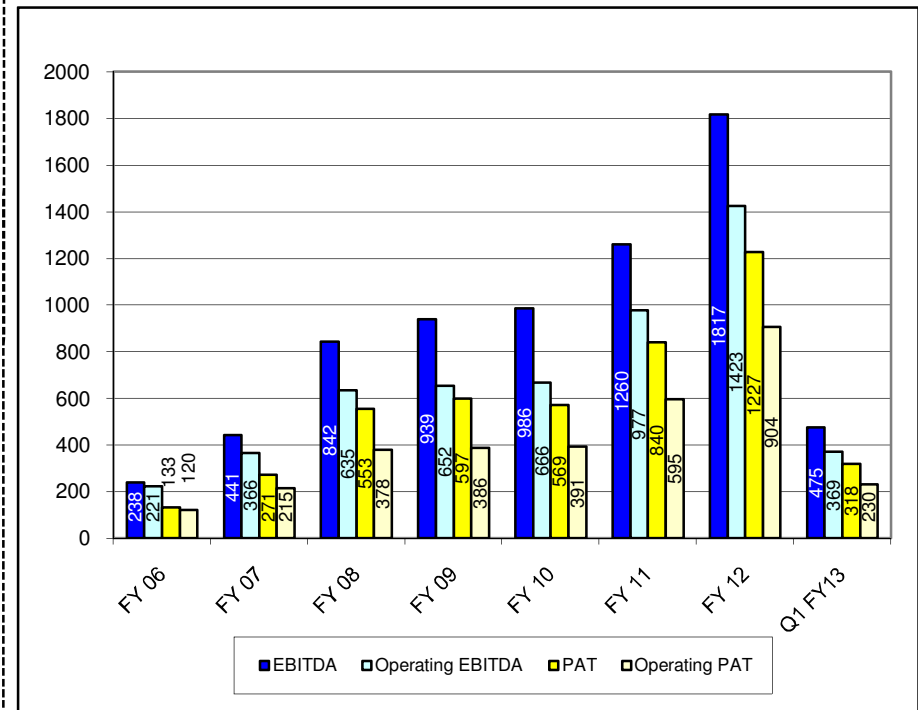
## Revenue trend

INR Million



## Profitability

INR Million



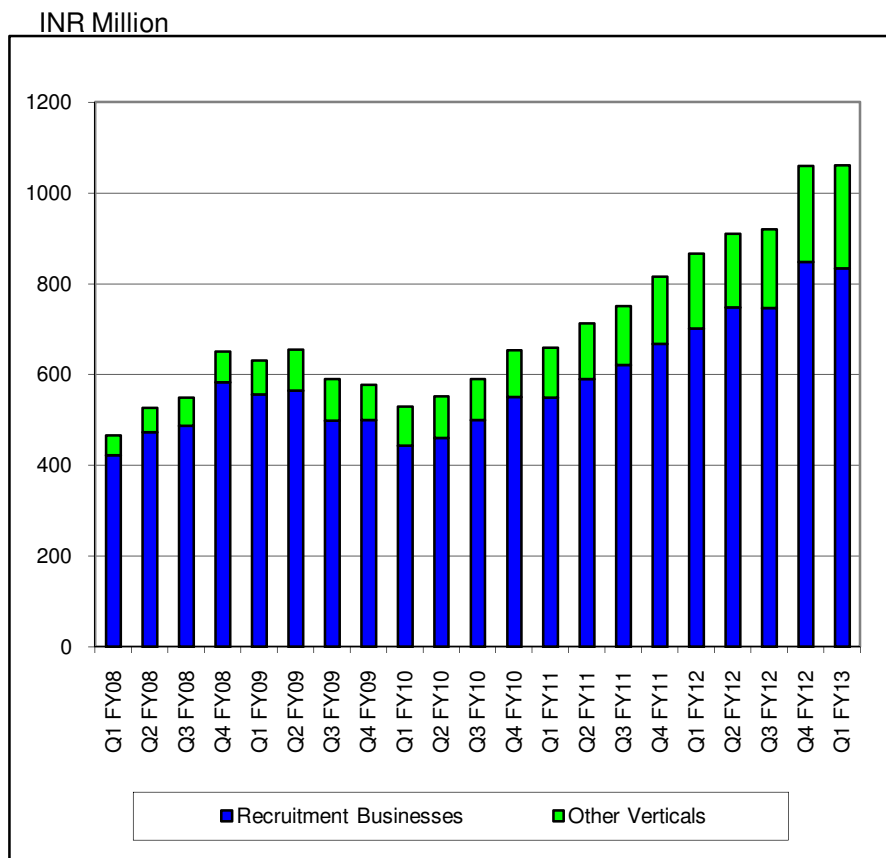
In FY 12, Recruitment was 81% and Other Verticals 19% of the standalone Operating Revenue of Rs 3,756 mn

In FY 12, on a consolidated basis, Operating Revenue was Rs 3,918 mn (Rs 3,756 mn on standalone basis) and PAT Rs 1,033 mn (Rs 1,227 mn on standalone basis) on account of losses in investee companies

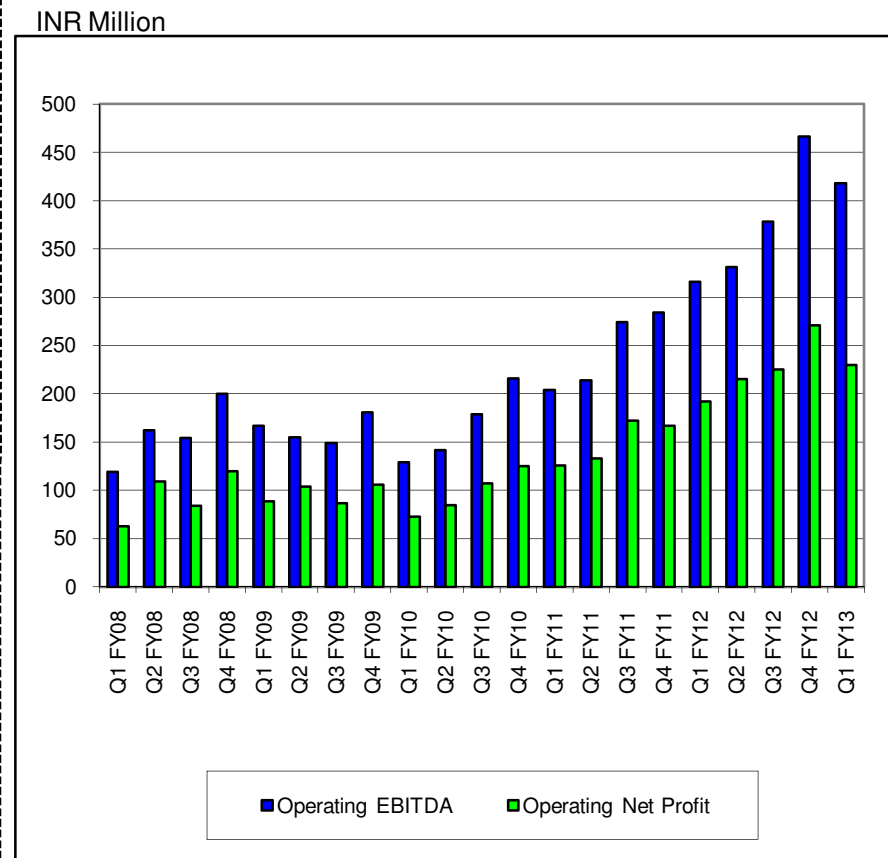
Other Income in the above chart is treasury income

# Growth momentum had rebounded post 2008-09; healthy operating revenue growth in Q1 FY13 in a slowing economy

### Quarterly Operating Revenue trend last 5 years

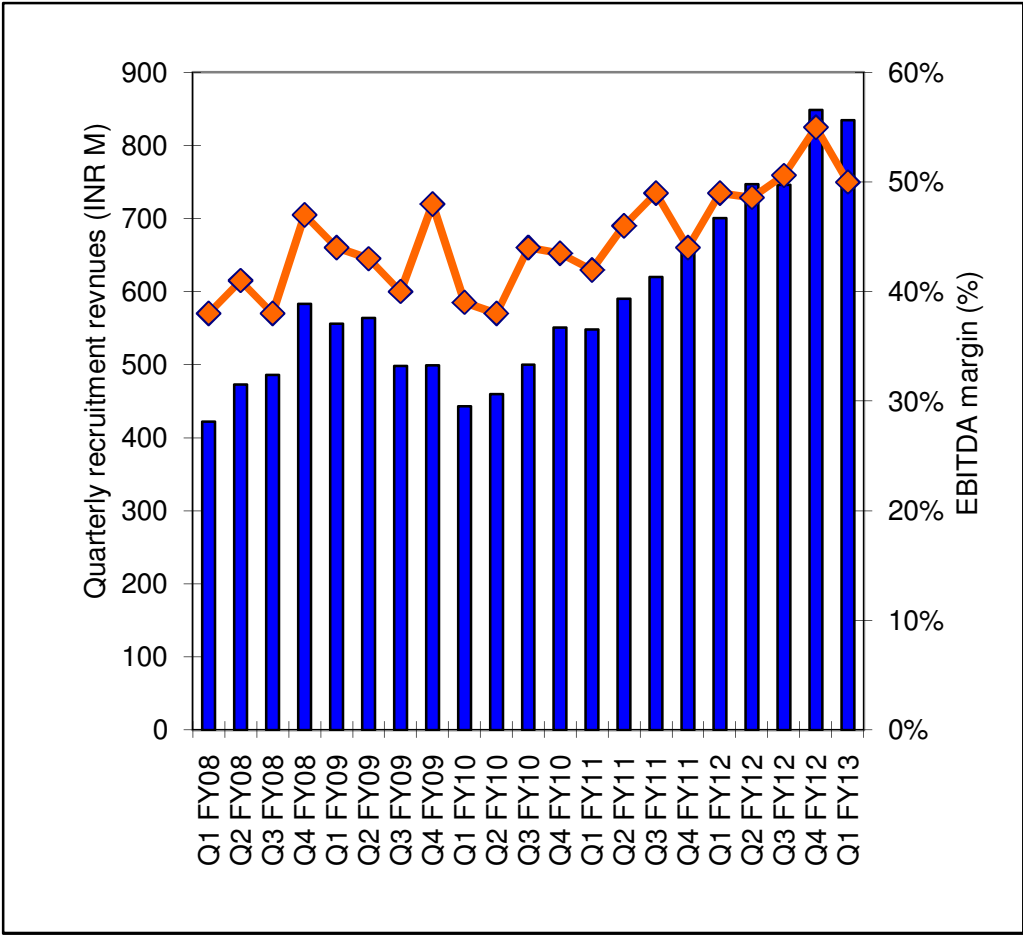


### Quarterly Operating Profitability



Margins sustained during the downturn and improved with the upturn

# Recruitment: Profitability had improved post 2008-09 slowdown



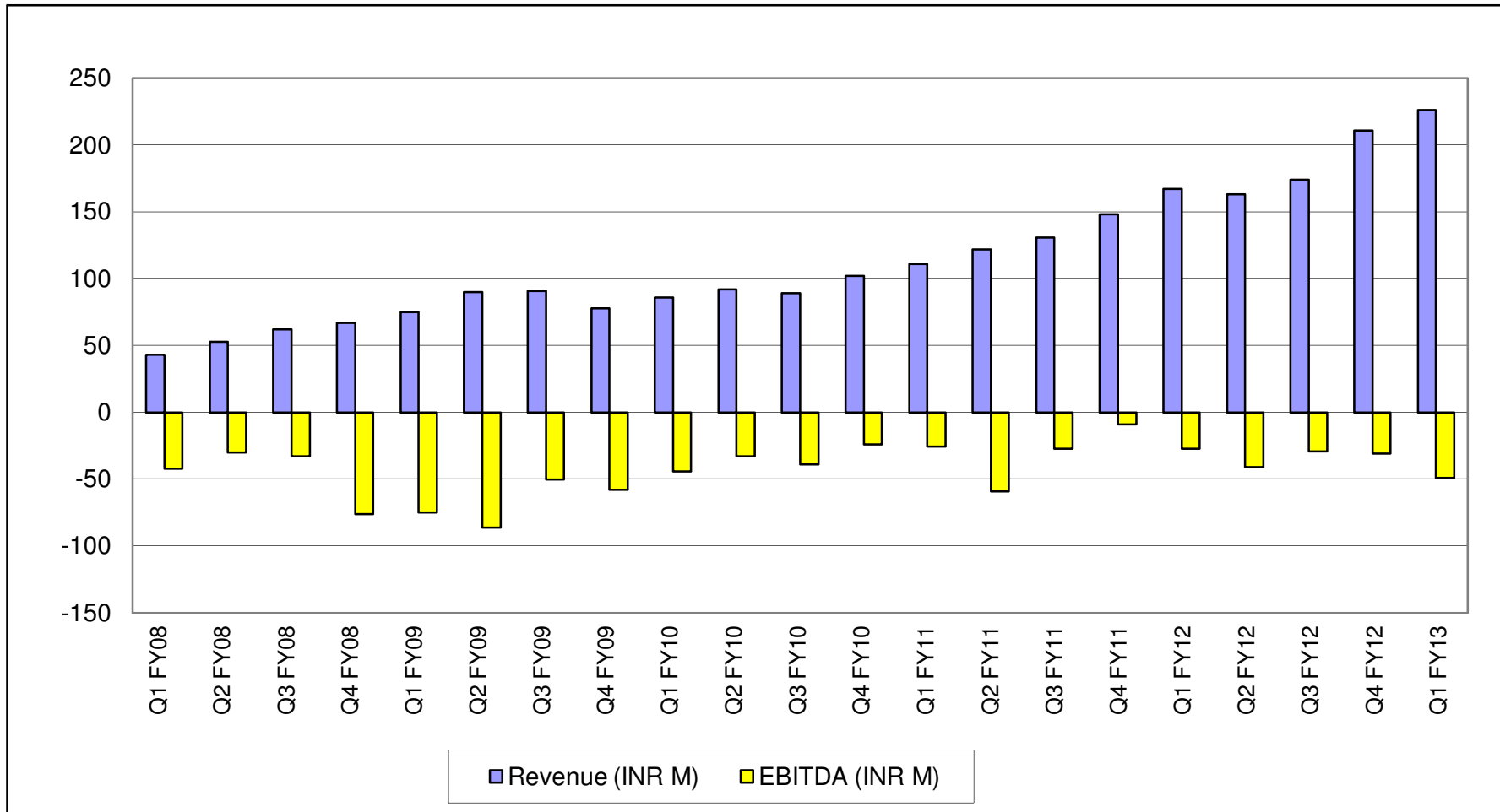
### Highlights

- Growth in recruitment revenue for last 12 quarters.
  - Slight dip in Q1
  - Slowdown in GDP in FY13 expected to impact recruitment growth rate
  
- 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 contained

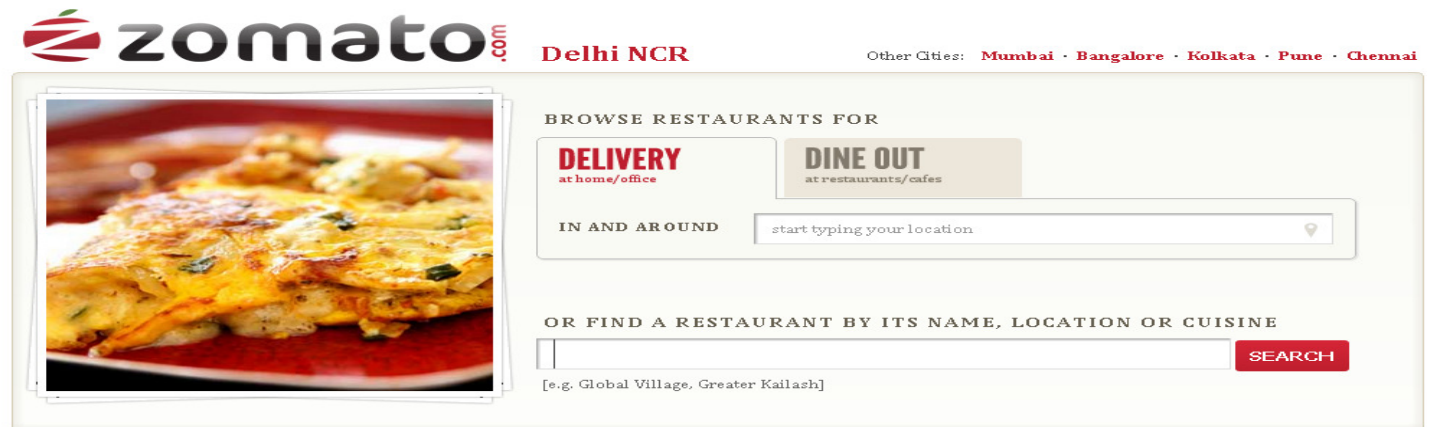
INR M



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# Investee Companies

# Zomato.com



## Zomato

### NEWLY ADDED RESTAURANTS

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

### FEATURED REVIEWS

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



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

- Website operational
  - Restaurant menu's, ratings and reviews
  - Coverage of over 10 cities including Delhi, Mumbai, Bangalore, Pune, Hyderabad
  - Revenues from advertising and lead sales
  - Events (ticketing)

- Experienced team

- Large addressable market

- Invested INR 182 mn for ~ 47% stake



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Know your personality better by taking online Personality, Aptitude & Interest tests and more

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## Applect

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

- Direct to consumer 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.

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

- Large addressable market.

- Invested INR 315 mn for a ~49% stake

# Policybazaar.com

A naukri.com group venture

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

Happy Republic Day  
policybazaar.com  
Insurance compare kiya?

To Book your Policy  
Call 0124 457 67 77

Life Insurance | General Insurance | Money | Utilities

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

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

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

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

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

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

**Term Life**  
Your family needs this  
Compare

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

**Utilities**  
Broadband, Mobile DTH  
Compare

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

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

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

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

## Etechaces

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

- Experienced team
- Large market with annuity income
- Invested INR 300 mm for a ~40% stake
- Intel Capital a co-investor

# Mydala.com

The screenshot shows the Mydala.com website interface. At the top, the logo 'mydala' is displayed with the tagline 'Daily Deals for Mumbai' and 'We Bargain. You Gain.' Below the logo is a search bar and a 'Search' button. A navigation bar contains links for 'today's deal', 'travel deals', 'pan india deals', 'Login', 'log in', and 'sign up / redeem'. A secondary navigation bar includes 'share this deal' with social media icons and 'invite friends and earn money'. The main content area features a 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 a 71% discount, '34 bought' status, and a countdown timer for '46 : 29 : 58'. To the right, there is an 'All India Deal' for a Black Elemente Android 701 Tablet with a 1-year warranty for Rs 7999. Below this, there are 'today's side deals' including a laptop skin for Rs 229. The bottom of the page has a 'Rate this Deal' link.

## Mydala

- Website operational

- A site offering discount offers/ deals/ do-it-yourself platform for merchants

- Revenues from commissions from merchants

- Experienced team

- Large addressable market

- Invested INR 270 mn for ~47% stake

# 99labels.com

The screenshot shows the 99labels.com website interface. At the top, there is a navigation bar with links for Home, Blog, Offers, and Club99, along with a Member Login and Get Your Free Account button. The main header features the 99labels logo and a welcome message for a guest user, stating it is the Indian pioneer in online event-based sales and providing a link to register. Below the header is a category menu with options: ALL SALES, WOMEN, MEN, KIDS/HOME, JEWELLERY/WATCHES, FRAGRANCES, GIFTS, and RAKHI SPECIAL. The main content area is titled 'Current Sales' and contains three promotional banners. The first banner is for Tommy Hilfiger - Apparel, featuring a denim jacket and offering up to 75% off, closing in 03 days. The second banner is for Women's W-Kurtas and Dupattas, featuring a woman in a red dress, offering up to 50% off, also closing in 03 days. The third banner is for Fragrance & Deodorants, featuring various perfume bottles, offering up to 80% off with 7-day delivery and a 'Shop Now' button.

## 99labels

- Website operational
  - E-commerce site offering fashion merchandise and accessories through flash sales
  - Revenues from sale of products

- Experienced team
- Expertise in sourcing

- Large addressable market

- Invested INR 230 mn (including secondary) for ~40% stake

# Floost.com



## Floost

- Website operational
  - A content sharing platform

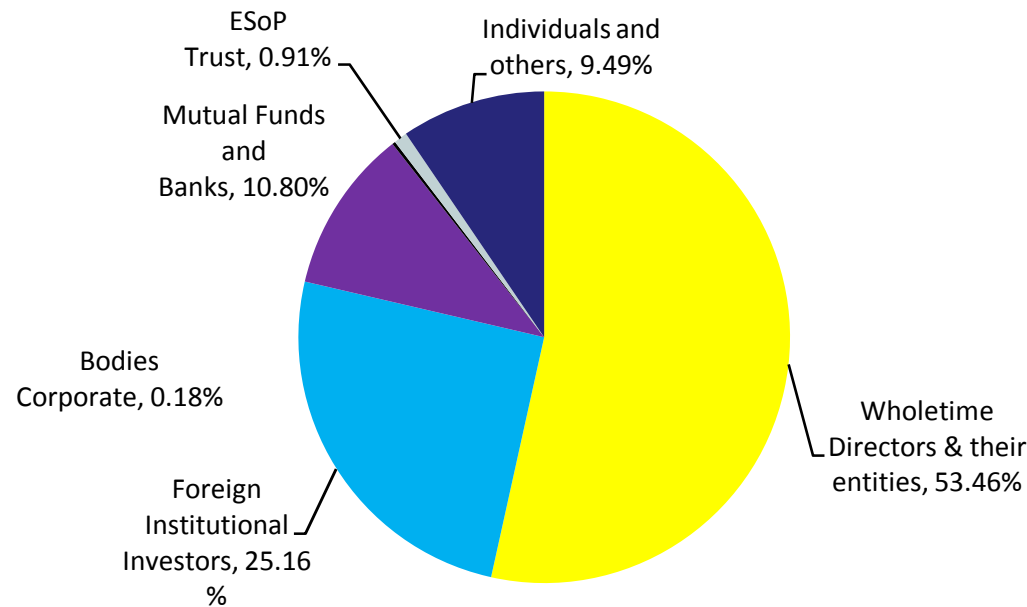
- Experienced team

- Invested INR 20 mn for ~30% stake

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# Shareholding and Board

# > 50% share-holding with the Founding management group and >25% with FIIs



HDFC Mutual Fund	4.70%
Equinox	3.83%
Reliance Mutual Fund	3.58%
Matthews	3.54%
Fidelity	2.90%
Small Cap World Fund Inc (Capital Group)	2.89%
DSP Blackrock Mutual Fund	2.13%
T Rowe Price	1.35%
Government Pension Fund	1.15%
Acacia	1.03%

Founders committed to growing the company

# Board of Directors

## Whole time

### **Sanjeev Bikhchandani (49)**

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

### **Hitesh Oberoi (40)**

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

### **Ambarish Raghuvanshi (50)**

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

## Non Executive

### **Kapil Kapoor (47)**

Chairman & Non Executive  
Director

B.A.Econ, PGDM IIM-A

COO (Global Business  
Development), Timex Group

## Independent

### **Saurabh Srivastava (66)**

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

### **Arun Duggal (65)**

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

### **Ashish Gupta (45)**

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

### **Naresh Gupta (45)**

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

### **Bala Deshpande (46)**

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



# Investor Relations Contacts

---

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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>	