

Info Edge (India) Limited

September, 2014

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All figures mentioned are for Info Edge (India) Ltd. as a standalone entity and are as on June 30, 2014 or for the quarter ended June 30, 2014, unless indicated otherwise

Q1 FY15 means the period April 1, 2014 to June 30, 2014

FY15 or FY 14-15 or FY 2015 means the Financial Year starting April 1, 2014 and ending March 31, 2015

INR M means Indian Rupees in million

India's internet classifieds company

Our online businesses



India's no. 1 jobsite
Division of Info Edge



India's leading real estate site
Division of Info Edge



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



India's leading education listings site
Division of Info Edge



Job site focused on the
Gulf market

Strategic investments



zomato.com

India's leading restaurant ratings and review site

Shareholding ~50%*



policy bazaar.com®
compare kiya kya?

India's leading financial products comparison site

Shareholding ~23%*



Canvera™
preserving memories

India's leading site for professional photographers

Shareholding ~32 %*



meritnation.com
school made easy

India's leading education site for school children

Shareholding ~56%*



mydala.com
We Bargain. You Gain.

Deals and discounts site with a merchant platform

Shareholding ~47%*



Designing and selling fun products

Shareholding ~27 %*

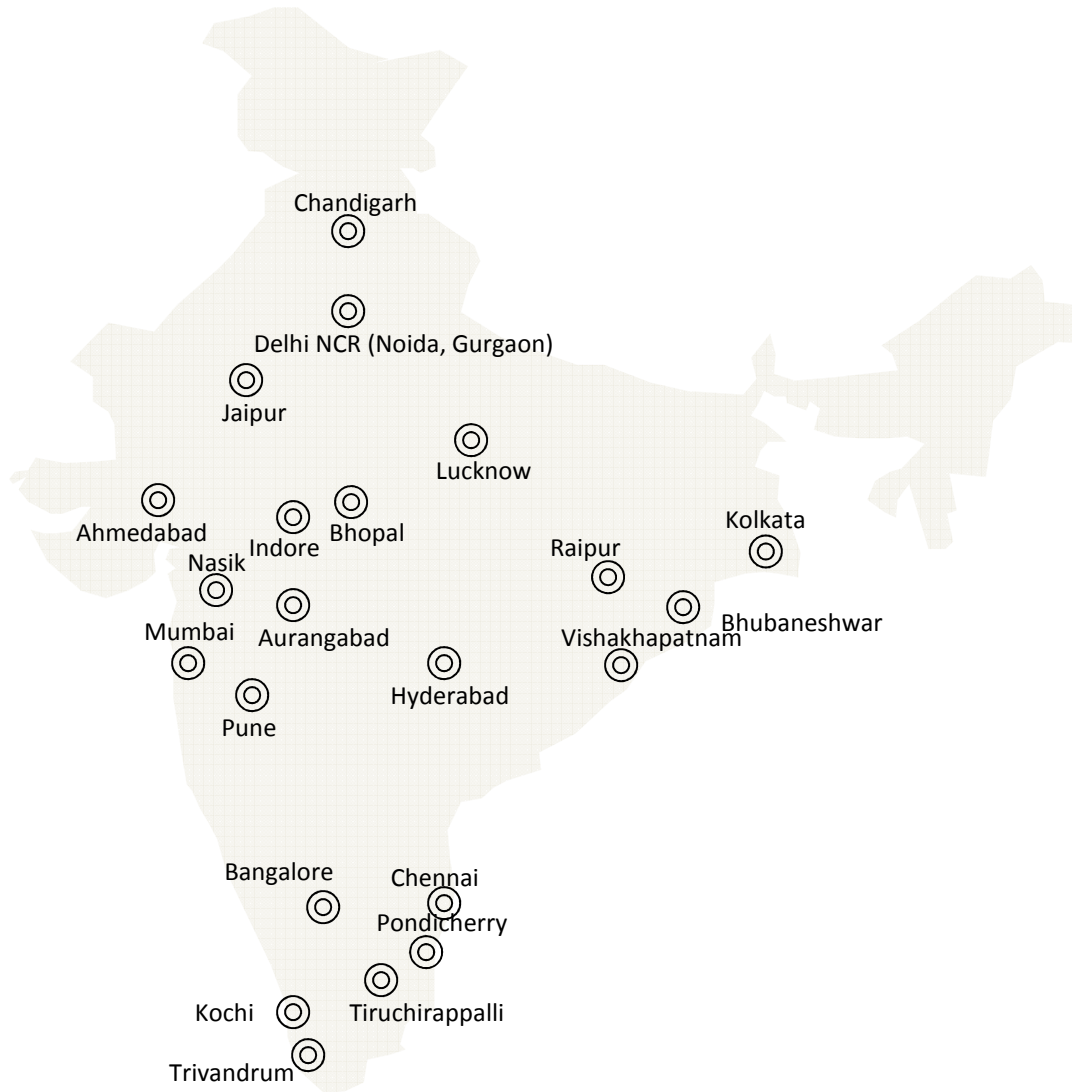
* Approximate shareholding on fully disbursed and converted basis

Several of our brands are market leaders

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

Nationwide sales/customer interface infrastructure

Info Edge sales offices illustrative map



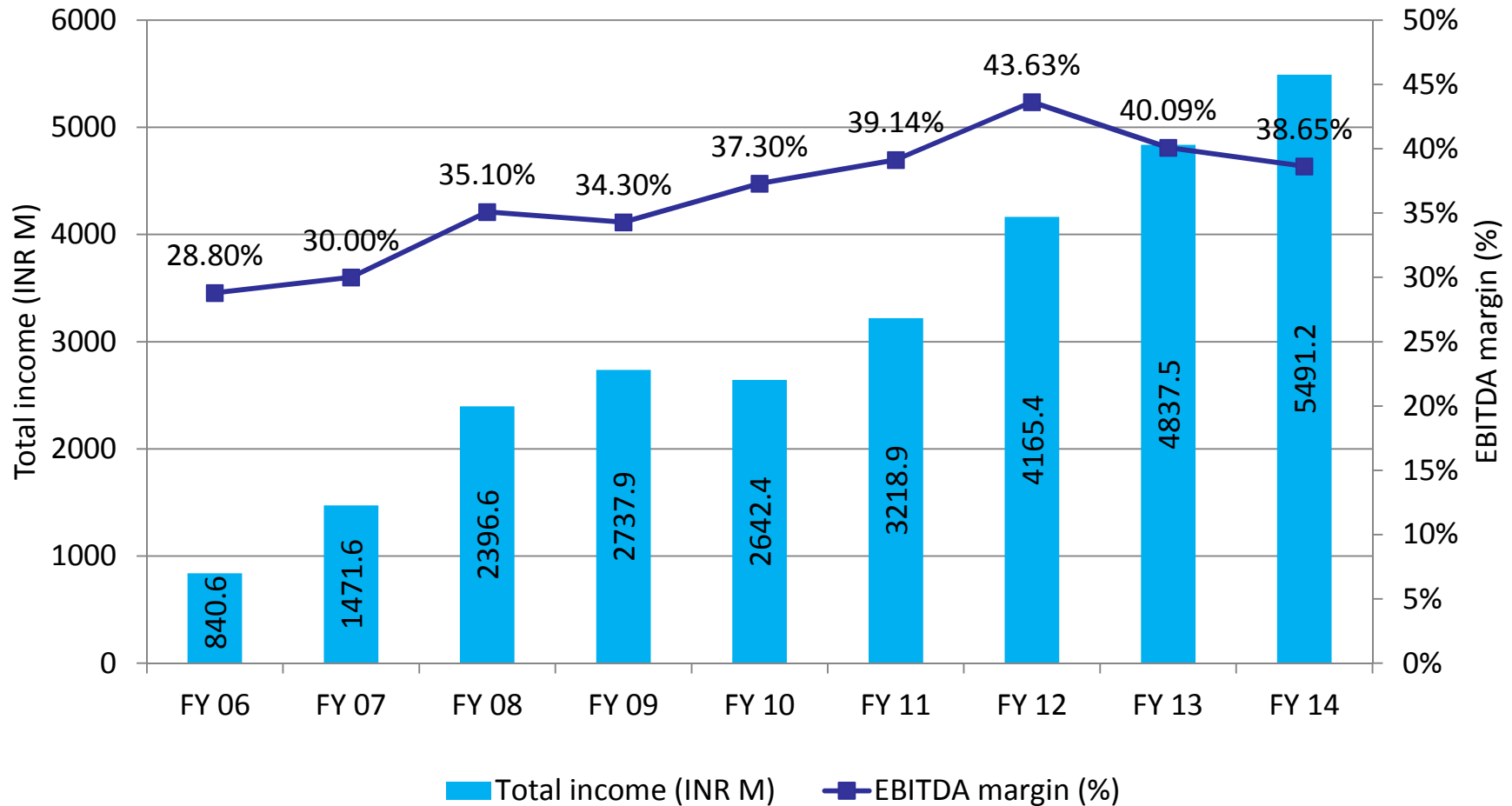
Key Observations

- ~ 2600 sales/ servicing/ client facing staff or 76% 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

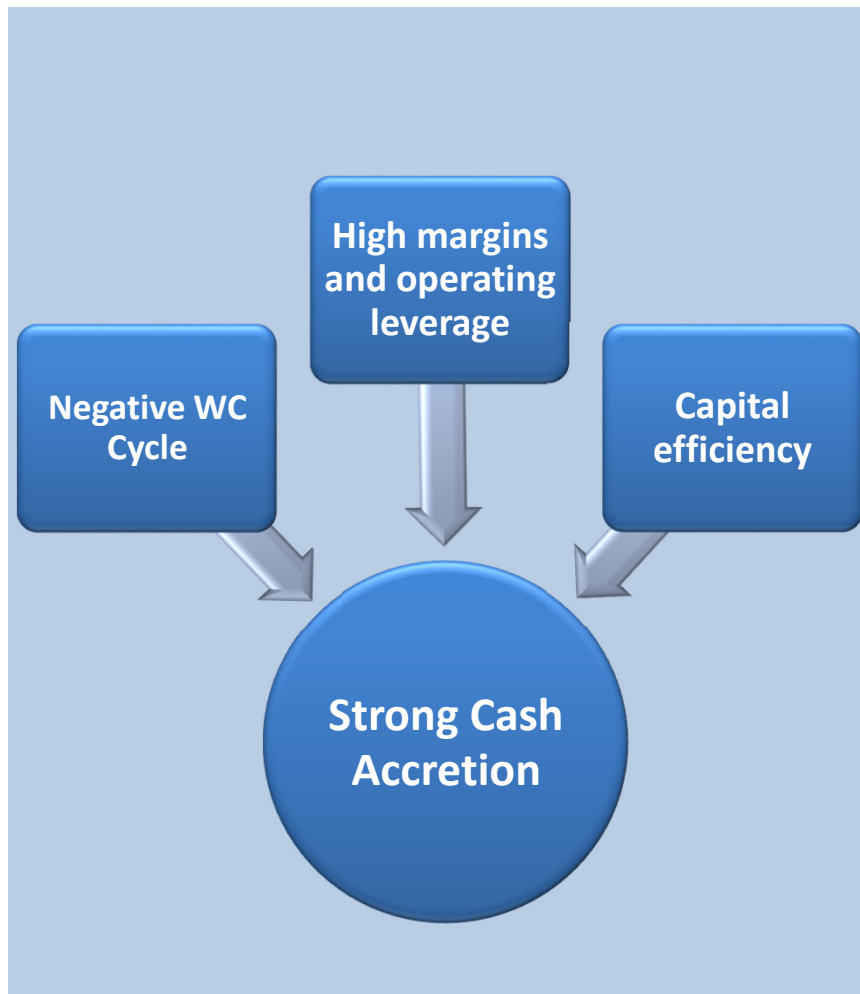
* Including allcheckdeals, a wholly owned subsidiary

Strong financial performance track record: Consistent growth in Revenue and EBITDA Margin since FY06

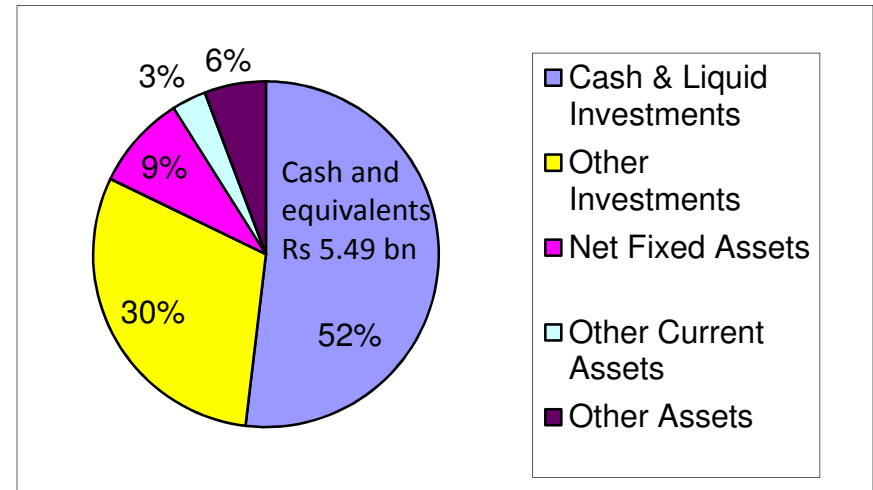
Total Income and EBITDA margin for the standalone entity, 2006 – 2014



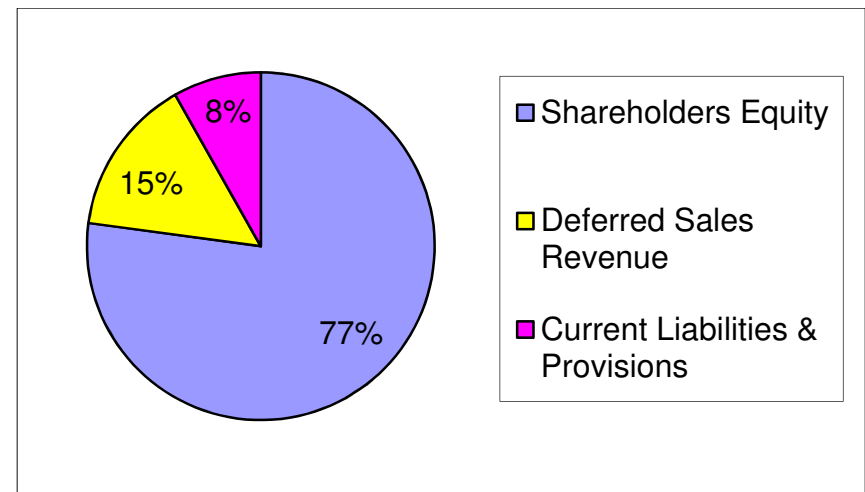
Capital efficiency, high EBITDA margins and negative working capital have led to a strong balance sheet



Assets



Liabilities



As of June 30, 2014

Board of Directors

Whole time

Sanjeev Bikhchandani (51)

Founder and Executive Vice
Chairman

BA Econ. St. Stephen's.

PGDM IIM-A

Previously with GlaxoSmithKline

Hitesh Oberoi (42)

Managing Director and CEO

B.Tech IIT Delhi,

PGDM IIM-B

Previously with HLL (Unilever)

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 (47)

Independent Director

B Tech IIT Kanpur, Ph.D, University
of Maryland

MD, Adobe India

Bala Deshpande (48)

Independent Director

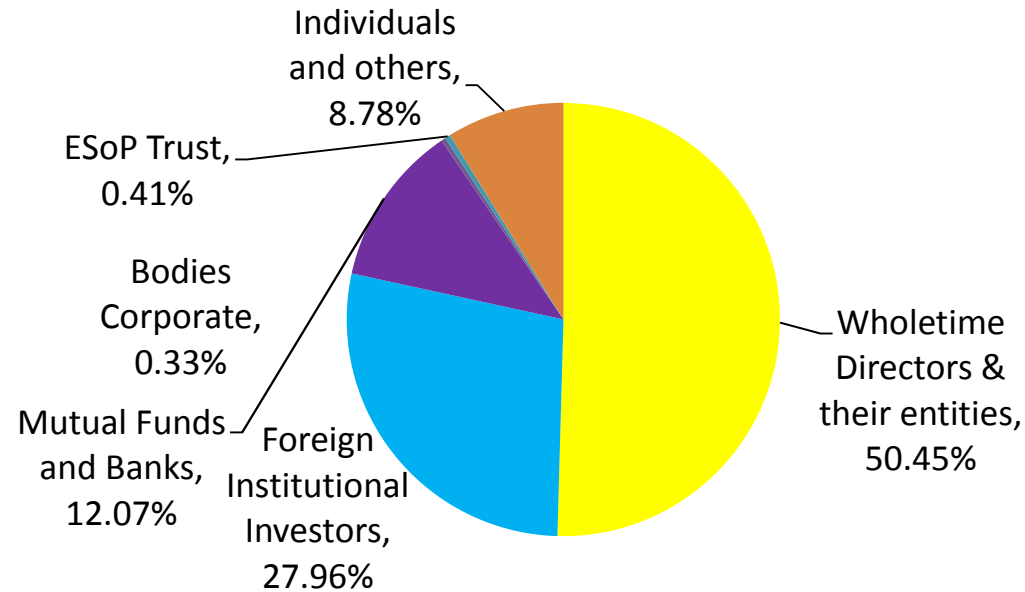
MA Econ., MMS JBIMS

Sr. MD, New Enterprise
Associates (NEA)

Corporate governance

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

> 50% shareholding is with the Founding management group and ~28% with FIIs (as of June 30, 2014)



HDFC Mutual Fund	7.71%
Nalanda India Equity Fund	3.51%
Small Cap World Fund Inc (Capital Group)	2.98%
Reliance Mutual Fund	2.50%
T Rowe Price	1.88%
FID Funds	1.73%
Matthews	1.46%
Acacia	1.46%
SBI Mutual Fund	1.16%

Founders committed to growing the company

Total number of issued and paid up shares of Rs 10 each are 109.18 million (post 1:1 bonus in Sept, 2010 and 1:1 bonus in Jun, 2012)

Naukri



[Home](#)
[Search Jobs](#)
[Search Recruiters](#)
[Post Resume](#)
[Jobseeker Login](#)
[FastForward](#)
[Learning](#)
[More](#)
[Employer's Zone](#)
[Buy Online](#)

[Search All Jobs](#)
[NaukriPremium Jobs](#)
[PSU/Government Jobs](#)
[International Jobs](#)
[Fraud Alert!](#)

Keywords, Skills, Designation

Location

Job Category

Exp.

Salary Expectation

 -

In Lakhs per Annum

[Public Sector Jobs](#) | [IT Jobs](#) | [BPO Jobs](#) | [Sales Jobs](#) | [Finance Jobs](#) | [Marketing Jobs](#) | [Engineering Jobs](#) | [More...](#)
[Jobs in Delhi](#) | [Jobs in Mumbai](#) | [Jobs in Bangalore](#) | [Jobs in Hyderabad](#) | [Jobs in Pune](#) | [Jobs in Chennai](#) | [More...](#)

[Register with Naukri](#)
[Login](#)

Email ID:

Re-enter Email ID:

Password:

I agree to the Terms and Conditions of Naukri.com

Top Employers

INDIA SYSTEM & TECHNOLOGY LAB JOBS

ERICSSON IS HIRING LTE / 3G RESOURCES

APPLY HERE

Apply Now

Best Places to Work

All Sectors | Information Technology | Manufacturing | Services

Information Tech.

[ChipDsg/Semicond.](#)
 Broadcom
 Calsoft Labs,
 An Alten Company

Emerson IT Solutions **New**
 Espire Infolabs
 Geometric
 Goldman Sachs
 Headstrong **New**
 Hewlett Packard

INTAS Pharma **New**
 Lupin Limited
 Medreich **New**
 MICRO LABS
 Mylan Laboratories
 Philins

Get Jobs without Registration

Specify your criteria and

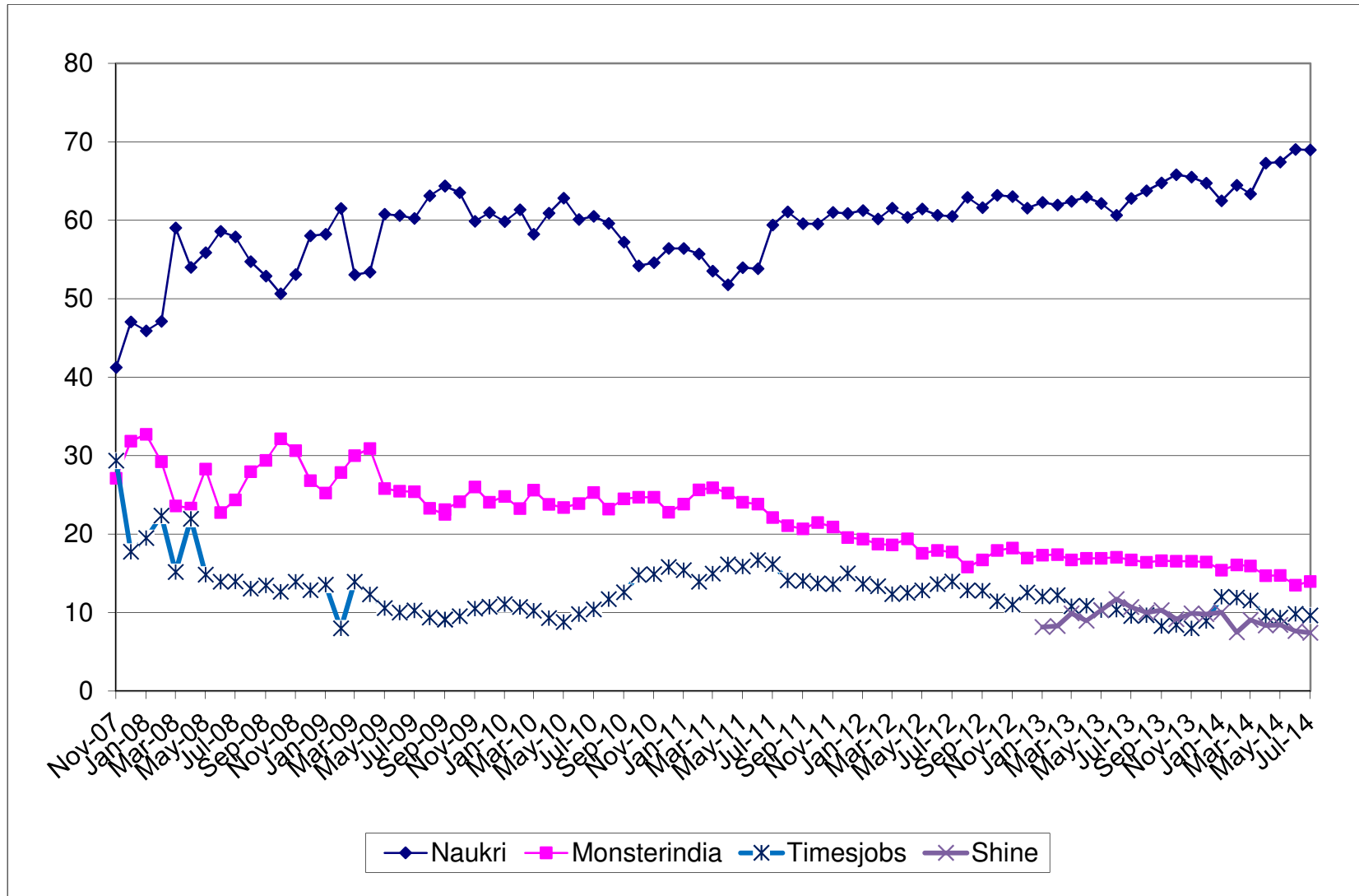
- Regularly receive jobs of your choice
- Be the first to apply for these jobs
- Stay updated about the job market

[Create a new Job Alert](#)

Naukri is the dominant leader in the online job market

- Approximately 69% traffic share (Source www.comscore.com)
- Over 120,000 to 130,000 job listings on the site at any point
- 38 million resumes
- 12,000+ avg. resumes added daily in Q1 FY 14-15
- Over 116,000 resumes modified daily in Q1 FY 14-15
- Daily
 - resume searches 600,000 to 800,000
 - 5 to 7 million resume contacts by recruiters
- Over 23,700 job seekers availed premium services in Q1 FY 14-15 (95,000 in FY 13-14)
- 30,800 clients in Q1 FY 14-15 (51,000 clients in FY 13-14)

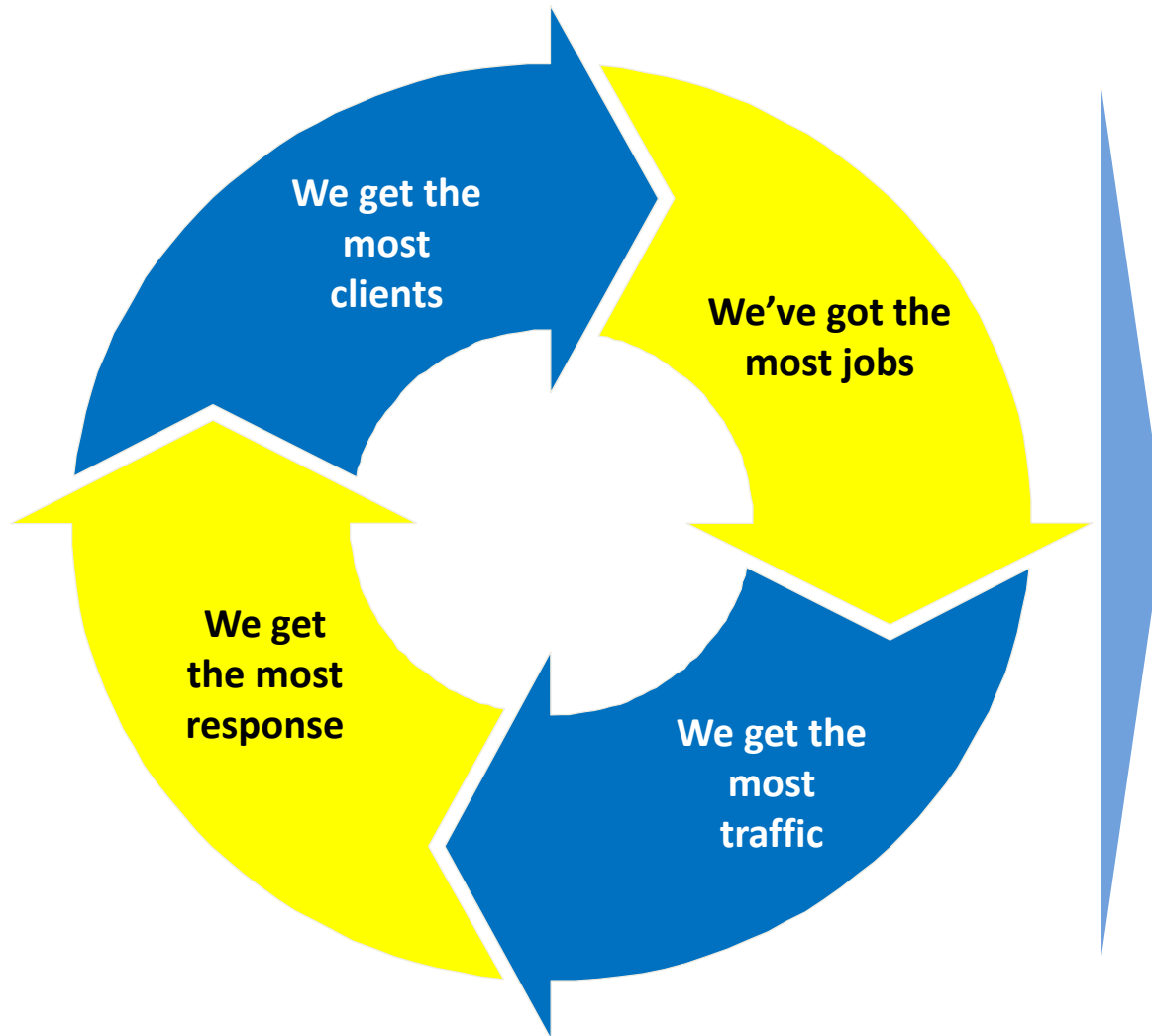
Dominant traffic share



~30% of the total traffic through mobile (not captured in the above data which is only for PC's and laptops)
Excludes LinkedIn since traffic may not pertain to jobs

Source: Comscore.com

Naukri is a business of the virtuous circle



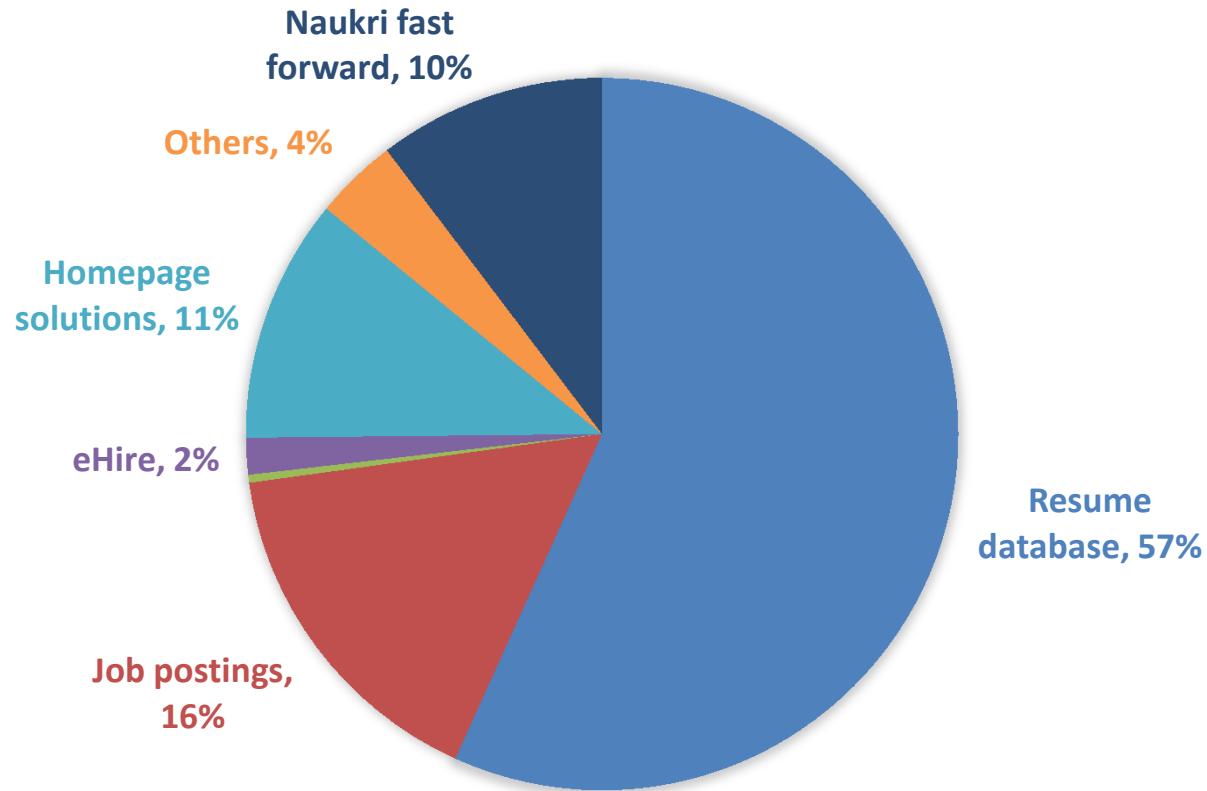
Benefits

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

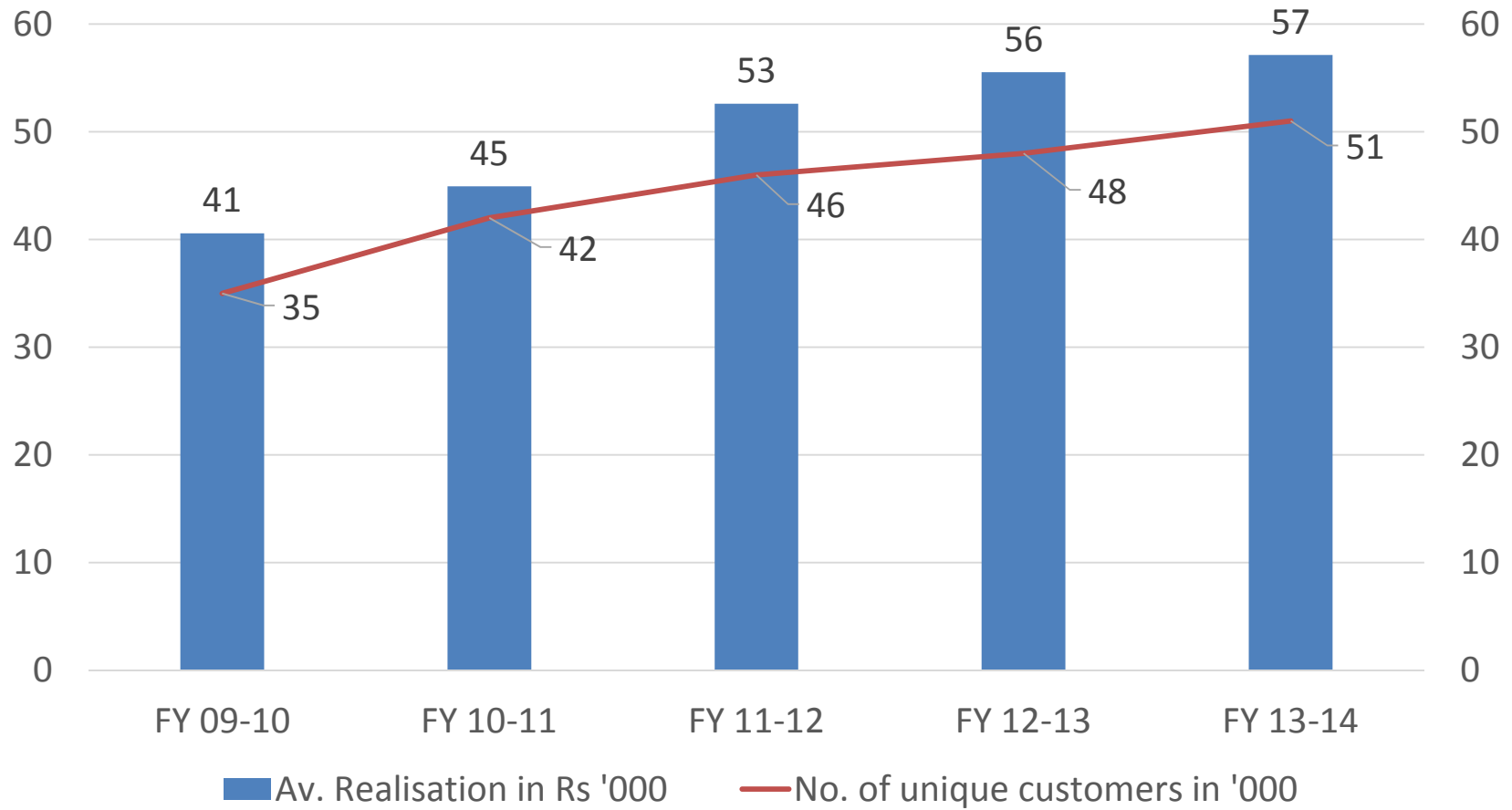
Revenue sources in FY 13-14

- B2B revenues (from Recruiters 90%)
 - Resume Database Access
 - Job listing/ response management
 - Employer Branding/ Visibility
 - Other - Resume short listing and screening, career site manager, campus recruitment
 - Non recruitment advertising other than for jobs
- B2C about 10%
 - Job Seeker Services

Breakup of revenue by product type in FY 13-14



Revenue per client



Strategy

New products for recruiters

- Career site manager and response management tools
- Employee referral tool
- Recruiter profile

Mobile

- Products for mobile
- App for Android, iOS
- HTML5 site

Superior search

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

Customer service

- Responsive customer service

Recent products/ features launched

Career site and Response management

- Powers career site for recruiters and corporates
- Develop response / recruitment management

Recruiter profile

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

Referral hiring

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

Semantic search

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

Screenshot of Career Site Manager

The screenshot shows a web browser window with the URL `careers.sourcivity.com/jobs/`. The page features the SOURCIVITY logo and a navigation menu with links for Home, Why join us?, Jobs, Life, Contact Us, and Sourcivity.com. Below the navigation is a search bar with four main categories: Keyskills, Designation; Desired Location; Experience; and Expected Salary. Each category has a corresponding input field or dropdown menu. A blue Search button is located to the right of these fields. Below the search bar, the page is divided into two main sections. The left section, titled 'Jobs (1-11 out of 11)', lists three job openings: 'Senior Php Developer' (06 Feb, 2-4 yrs, Bengaluru/Bangalore), 'Urgent Opening for Senior B2B Outbound IT Sales Executive' (05 Feb, 2-4 yrs, Bengaluru/Bangalore), and 'Receptionist' (05 Feb, 2-4 yrs, Ahmedabad). The right section, titled 'Jobs by Location', shows a list of locations with their respective job counts: Bangalore (8), Ahmedabad (1), Delhi (1), and Hyderabad (1). Below this, the 'Jobs by Role' section lists roles with their counts: Datawarehousing Technician (3), Software Developer (2), Sales Executive/Officer (1), and Features Content Developer (1).

careers.sourcivity.com/jobs/

SOURCIVITY Home | Why join us? | **Jobs** | Life | Contact Us | Sourcivity.com

Keyskills, Designation: Enter your areas of expertise
Desired Location: Where you wish to work
Experience: Select
Expected Salary: Min Max

Search

Jobs (1-11 out of 11)

Senior Php Developer 06 Feb
2-4 yrs. Bengaluru/Bangalore
Job involves developing cutting edge web applications in PHP and managing day to day ...[view more](#)

Urgent Opening for Senior B2B Outbound IT Sales Executive 05 Feb
2-4 yrs. Bengaluru/Bangalore
Job involves 1. Acting as the key liasion for corporate clients in US and Europe ...[view more](#)

Receptionist 05 Feb
2-4 yrs. Ahmedabad

Jobs by Location

Bangalore 8 | Ahmedabad 1 | Delhi 1
Hyderabad 1

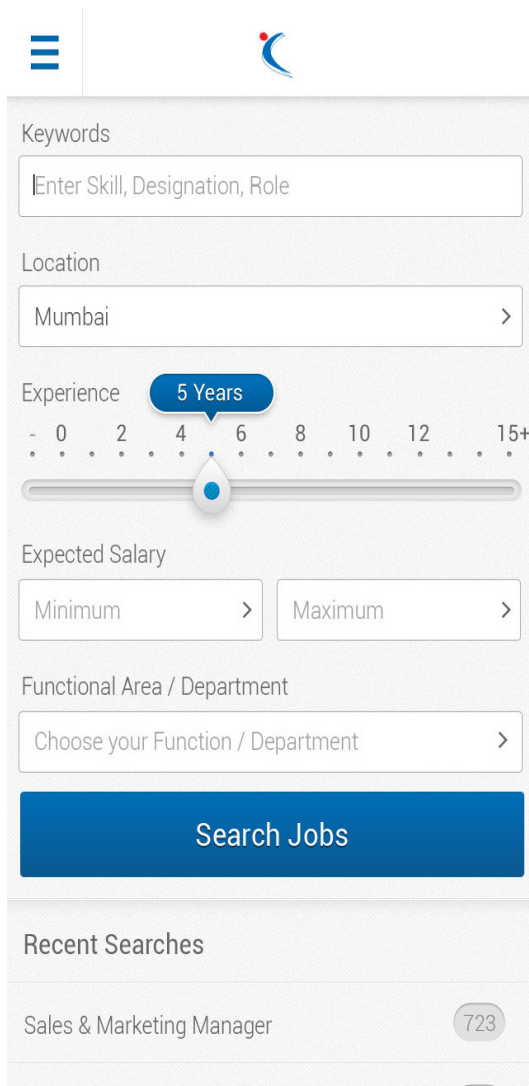
Jobs by Role

Datawarehousing Technician 3
Software Developer 2
Sales Executive/Officer 1
Features Content Developer 1

Mobile an increasingly important source of traffic

- About 30% traffic in Q1 FY 14-15 from mobile
 - Growing about 1% a month
- We are mobile ready
 - HTML5 site
 - App for Android
 - App for iOS

The App and HTML5 site



Keywords
Enter Skill, Designation, Role

Location
Mumbai

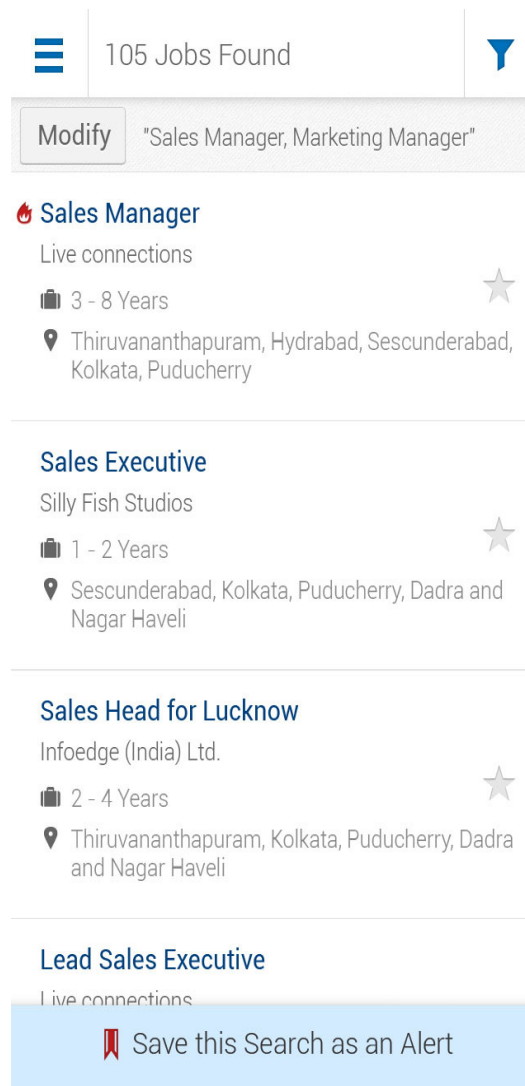
Experience
5 Years
- 0 2 4 6 8 10 12 15+

Expected Salary
Minimum Maximum

Functional Area / Department
Choose your Function / Department

Search Jobs

Recent Searches
Sales & Marketing Manager (723)



105 Jobs Found

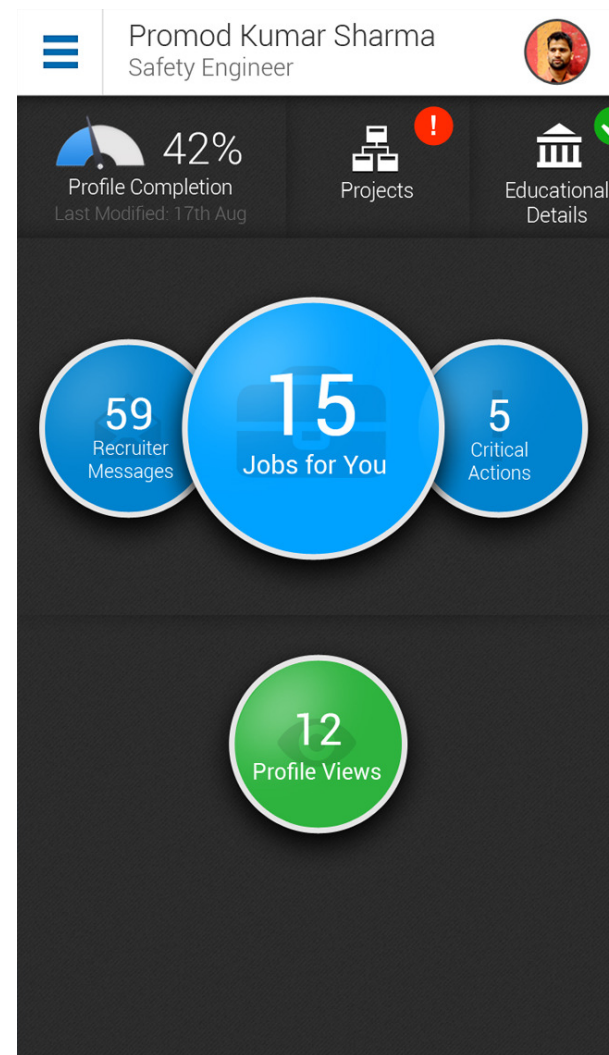
Modify "Sales Manager, Marketing Manager"

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

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

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

Lead Sales Executive
Live connections
Save this Search as an Alert



Promod Kumar Sharma
Safety Engineer

Profile Completion 42%
Last Modified: 17th Aug

Projects

Educational Details

59 Recruiter Messages

15 Jobs for You

5 Critical Actions

12 Profile Views

Share of mobile traffic

Android app

13% of total Naukri traffic

2.1 million downloads

191 overall ranking on the play store

iOS app

0.3% of total Naukri traffic

63,000 downloads

68 overall ranking on the app store

HTML5 site

15% of total Naukri traffic

Data as of July, 2014

Ranking as per www.appannie.com

Competition

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

Some international job site's

Name of the website	Revenue	No. of resumes in mn	No. of unique clients	Market Cap
51job.com* (China)	USD 277 mn	64	334,000	USD 2.07 bn
Seek.com^ (Australia)	AUD 234 mn	3.3	-	AUD 5.52 bn
Recruit# (Japan)	@JPY 10,492 (100 million)	-	-	unlisted

* Annual report/ presentation for year ended December 31, 2013

^ Domestic revenue from Australia as per annual report / presentation for year ended June 30, 2013

financial nos./ presentation for year ended March 31, 2014

@ of which 18% from recruitment

As of July 9, 2014, 1 USD = 1.06 AUD = 101.67 JPY

99 acres

Toll Free 1800 41 99099 Monday - Saturday 9:30AM to 6:00PM IST



99acres.com
 is against
 discriminatory practices
 in housing

Call Now 9250406150

[Sell / Rent Property FREE](#) | [Ask & Answer](#) | [Mobile NEW](#) | [Property Alerts](#) | [Buy Our Services](#) | [Home Finance](#)

[Residential](#) | [Projects 12131](#) | [Commercial](#) | [Dealers](#)

Looking to: **BUY** | [RENT / PG](#)

All Properties | Projects Only

All Residential | Noida | Eg: Locality, Builder, Project

Min Price | To | Max Price | Bedroom | Posted By - All | **Search**

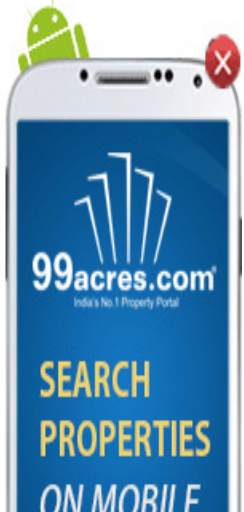
Most awaited project of **Prateek Group**
 Creating Landmarks, Setting Benchmarks

On NH-24, Siddharth Vihar, (Next to Indirapuram)

Luxurious Life
 At Affordable Price
₹ 26 Lac*
 Only

Marketed by **CRC**
 Chandgi Ram Real Estate | 9999977709

A BRAND BY **Kumar Properties** **SANCTUM** 3 & 4 BHK Super Luxury Homes at Ivory Estates, Baner [Expand](#)

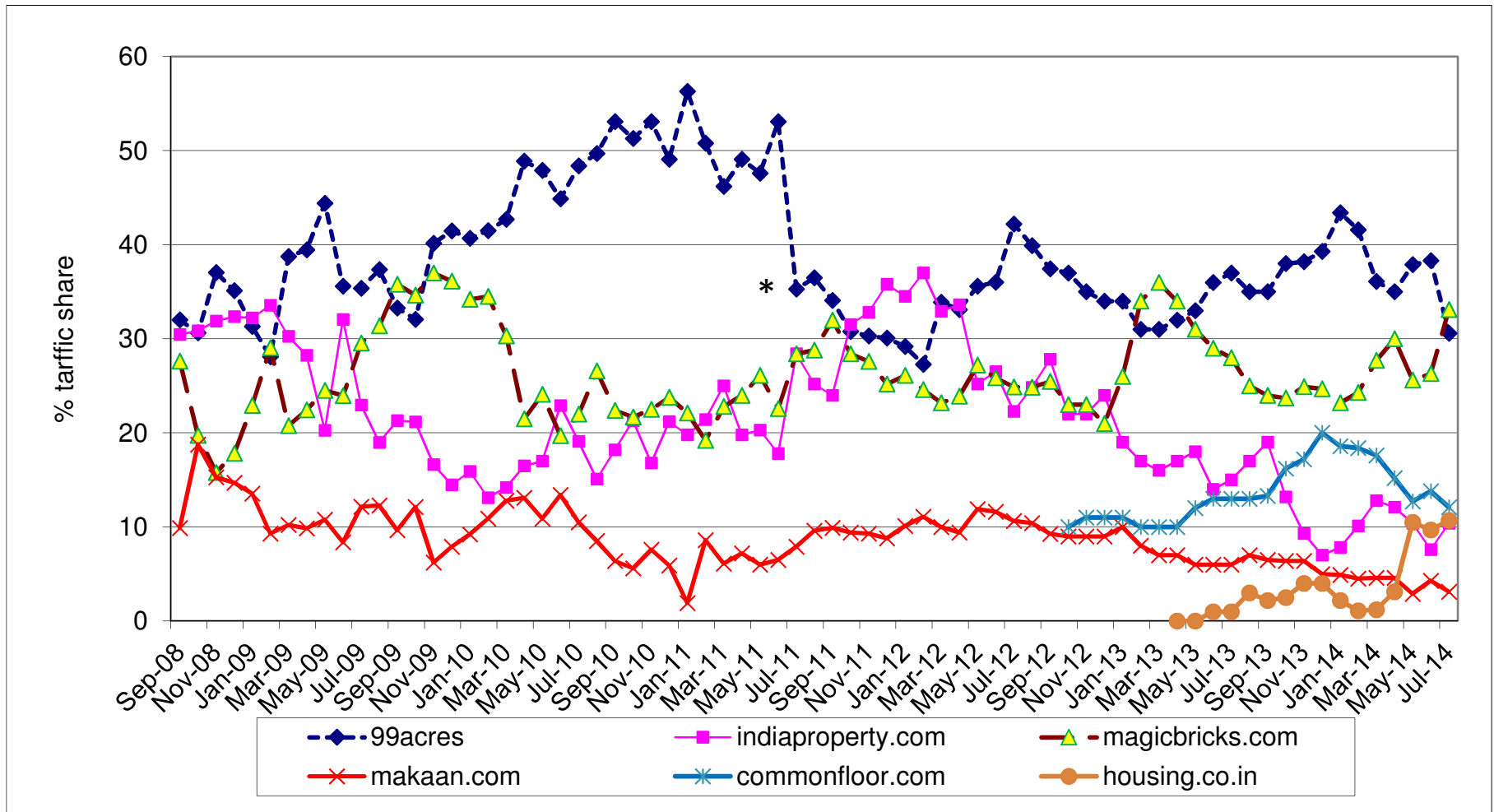


Online real estate business - India

- Real estate estimated to be the largest advertising category in print
- Our estimate for spend in online is INR 2.5 to 3.0 bn in FY 13-14
 - growing at 30 to 40% p.a.
- 99acres a leader amongst 6 players
 - Google and local classifieds sites (like olx and quikr) also compete for this market
- Access through mobile will increase rapidly

Traffic share – Online real estate listing sites

Traffic share of various real estate sites based on data from Comscore



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

~30% of the total traffic through mobile (not captured in the above data which is only for PC's and laptops)

99acres business model



Revenue Model

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

99 acres important metrics

- About 30% traffic share in July, 2014
 - Basis Comcore data
- In FY 13-14, over
 - 18,000 paying agents
 - 4,000 paying developers
 - 0.54 million paid listings
 -And growing

99acres's two main objectives



New products launched

Price trends

- Price trends launched basis listings data on the site

New projects platform launched

- Showcasing new projects which is a large market

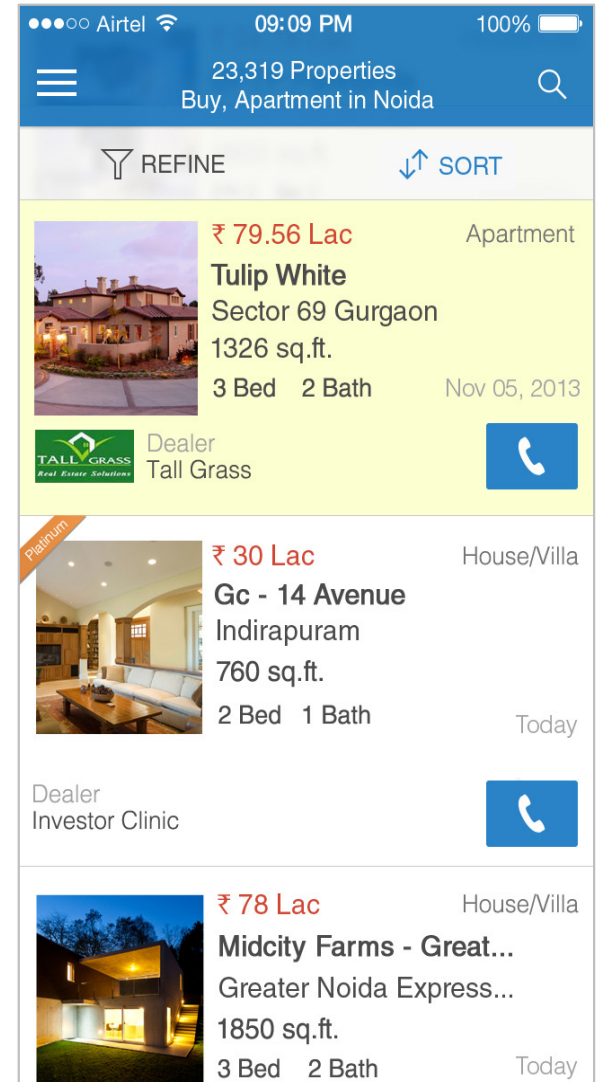
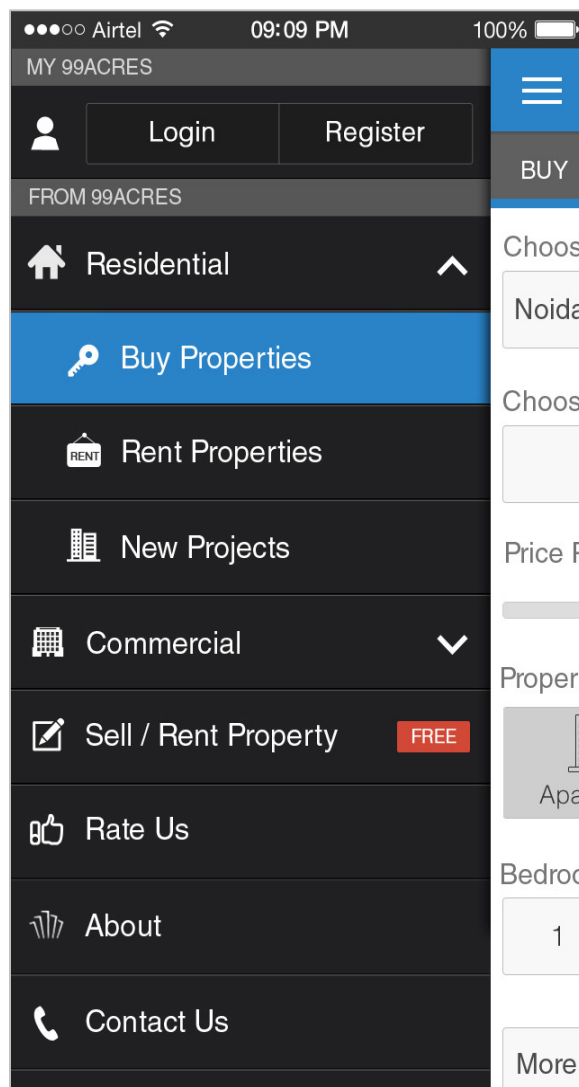
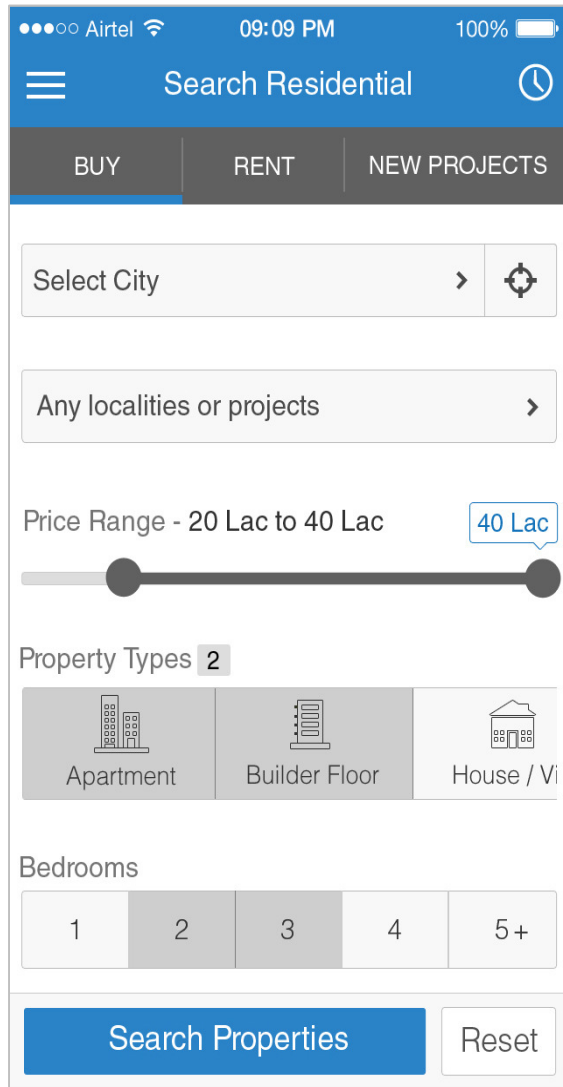
Mobile app launched

- For android and iOS

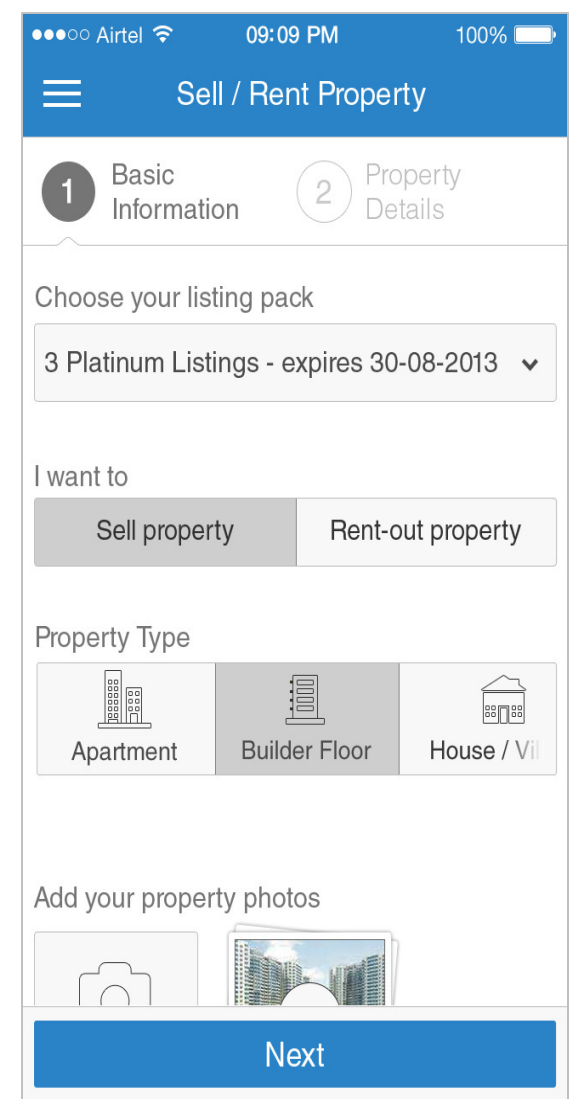
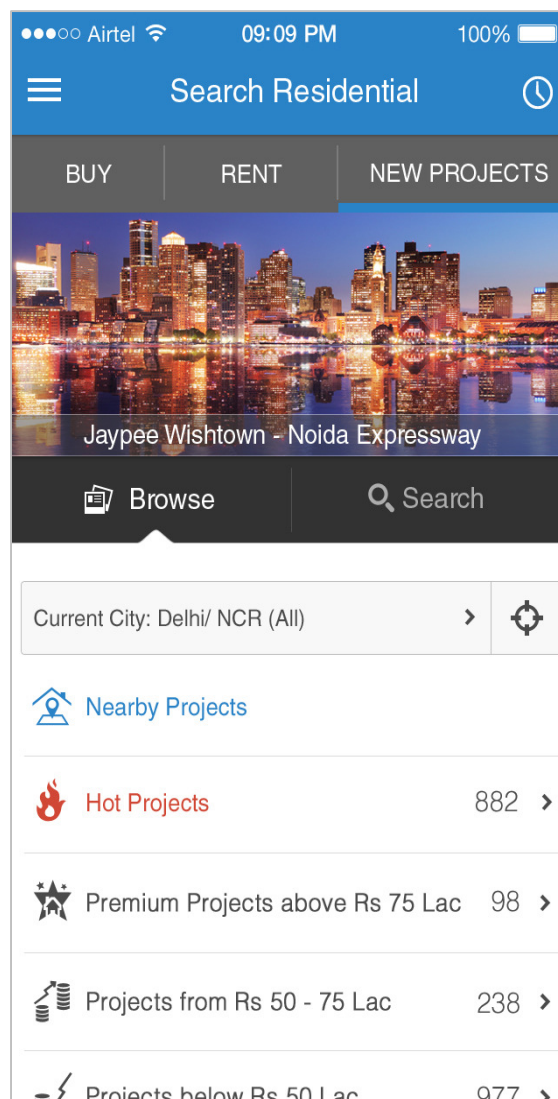
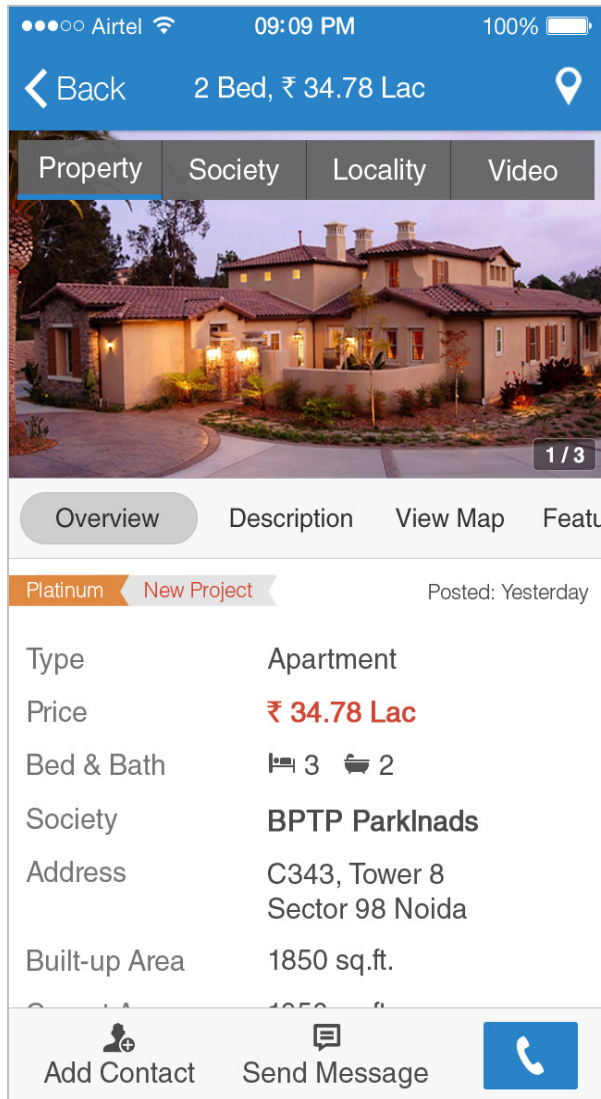
Verified listings

- Verification of listings to improve quality of data

Mobile app – navigation, search box and search results screenshots



Mobile app - property detail, new project search and property listing posting



Share of mobile traffic

Android app

10% of total
99acres traffic

0.25 million
downloads

490 overall ranking
on the play store

iOS app

0.7% of total
99acres traffic

46,000 downloads

172 overall ranking
on the app store

HTML5 site

18% of total
99acres traffic

As of July, 2014

Ranking as per www.appannie.com

Jeevansathi



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

Quick Search

<input type="text" value="Bride"/>	<input type="text" value="Select Religion"/>	<input type="text" value="Select Mother tongue"/>	<input type="text" value="Select Caste"/>
<input type="text" value="21 Yrs"/> to <input type="text" value="35 Yrs"/>	<input type="text" value="Select Marital Status"/>	<input type="text" value="Select City/Country"/>	<input checked="" type="checkbox"/> With photos only <input type="button" value="Search"/>

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

- Success Stories
- Millions of Profiles
- Safe & Secure
- Paid Membership

True stories of those brought together by Jeevansathi.com

We got in touch with each other on April 10th (Rajesh's birthday), met on April 21st in Mumbai, decided to get married on 23rd, got engaged on 27th May and finally got married on November 4th 2008. We are highly thankful to jeevansathi.com.

Rajesh weds Meena



[more stories](#)

Existing User - Login

Email ID / User ID

Password

Remember Me

[Forgot Password?](#)
[New User? Register Now!](#)

Online matrimonial business - India

- Our estimate is the online market in FY 13-14 was INR 4.5 bn
- 3 main players
- Used by
 - Those disconnected from mother communities
 - Youngsters wanting choice
- In many instances process is driven by family
- Fragmented market
 - Basis geography
 - Communities (religion, caste, sub castes)

Jeevansathi business model

- **Website**
 - Free to list
 - Free to search
 - Free to express interest
 - Free to accept others expression of interest
 - Pay to get contact details
- **Offline centres** (14 centres operational)
 - Walk in sales for matching services
- **Franchise** - walk in centres
- Being a C2C model difficult to monetize and earn profits
 - A good job done – customer is gone forever !


Jeevansathi imperatives

- Improve free to paid conversion rate
- Reduce EBITDA losses while maintaining growth rates
- Focus on key identified communities


Competition

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

Mobile app

 Search your Match

Bride Groom

18 years >  25 years >

Religion >



Mother Tongue >




Caste >

City >

Only with Photo All Profiles

SEARCH


  


 65% Profile Completion  photos  lifesty

74 ⁰⁶ Members Accepted Me

99+ ¹² Members I Accepted






Interests Received ⁰⁵

 **Marketing Professional**
27 Years 5' 4" Brahmin Brahchar
Gujrati/Kutchi Rs 5 - 7.5 lac


 **Marketing Professional**
27 Years 5' 4" Brahmin Brahchar
Gujrati/Kutchi Rs 5 - 7.5 lac


View All

Recent Profile Visitors

     +5

My Matches

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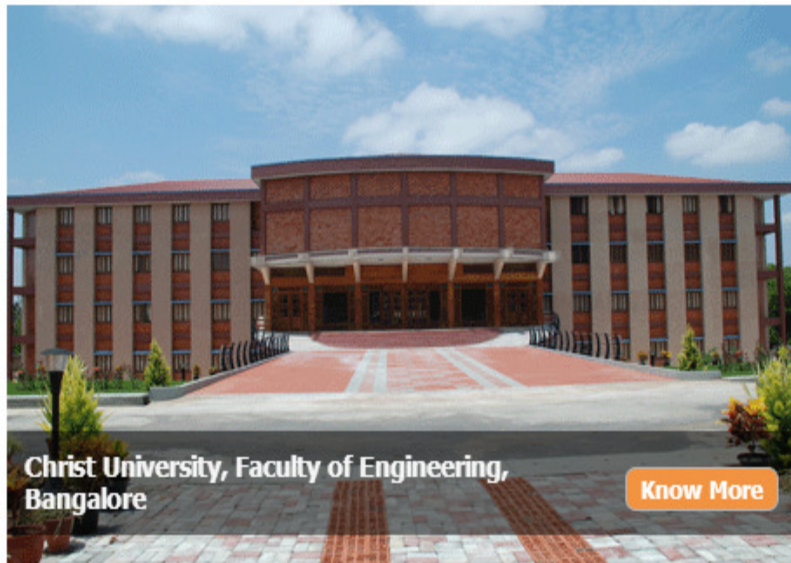
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Educational classifieds business - India

- Spend in print estimated to be over INR 2.0 bn for under graduate, post graduate and executive education market
- Few online players

Shiksha business model

- **Advertising**
 - By colleges and universities to attract applicants
 - Both Indian and foreign entities (and their agents) advertise
- **Lead sales**
 - Bought by colleges and their agents
 - A large number of Indian students go overseas for education
 - Estimated at 100,000 to 150,000 every year
 - Highly monetisable category

Shiksha strategy

Leverage leadership

- Strengthen the brand
- Improve information on colleges and courses
- Promote user generated content

Provide quality customer experience

- Assist students in exploring
- Become the default for information on education in India and overseas
- Ask and answer

New products and features

- App for mobile (Android) to be launched

Competition

- No direct competitors
- Other players include
 - Htcampus
 - Careers360
 - Pagalguy (a MBA aspirant community)

Investee companies

Portfolio status

INR Million

Investee Company	Website	Total amount invested	Approx. diluted and converted shareholding %	% of Total
Active				
Zomato Media Pvt Ltd.	www.zomato.com	1441	50%	39%
Applect Learning Systems Pvt Ltd.	www.meritnation.com	718	56%	19%
Etechaces Marketing and Consulting Pvt Ltd.	www.policybazaar.com	325	23%	9%
Kinobeo Software Pvt Ltd.	www.mydala.com	270	47%	7%
Canvera Digital Technologies Pvt Ltd.	www.canvera.com	571	32%	15%
Happily Unmarried Marketing Pvt Ltd.	www.happilyunmarried.com	54	27%	1%
Sub Total		3378		90%
Written off/ provisioned for/ exited				
Studyplaces, Inc.	www.studyplaces.com	45	13%	1%
Ninety Nine Labels Pvt Ltd.	www.99labels.com	285	47%	8%
Nogle Technologies Pvt Ltd.	www.floost.com	26	31%	1%
Sub Total		356		10%
Total		3734		100%

Investee companies financials

INR million

Investee Company	Website	Total amount invested	Approx. diluted and converted shareholding %	Operating revenue			Operating EBITDA		
				FY11-12	FY 12-13	FY 13-14	FY11-12	FY 12-13	FY 13-14
Partly owned subsidiary									
Zomato Media Pvt Ltd.	www.zomato.com	1441	50%	20.4	113.8	306.0	(72.2)	(100.3)	(413.9)
Applect Learning Systems Pvt Ltd.	www.meritnation.com	718	56%	40.7	98.2	202.8	(54.4)	(214.3)	(285.3)
Associate									
Etechaces Marketing and Consulting Pvt Ltd.	www.policybazaar.com	325	23%	537.0	868.0	1398.6	(287.6)	(490.0)	(461.5)
Kinobeo Software Pvt Ltd.	www.mydala.com	270	47%						
Canvera Digital Technologies Pvt Ltd.	www.canvera.com	571	32%						
Happily Unmarried Marketing Pvt Ltd.	www.happilyunmarried.com	54	27%						
Total		3378		598.1	1080.0	1907.4	(414.2)	(804.6)	(1160.7)

Zomato

The screenshot shows the Zomato website interface. At the top, there is a navigation bar with the Zomato logo on the left, a location dropdown set to "Delhi NCR", and buttons for "MENUS FOR CHANGE", a notification bell, and "LOGIN". Below the navigation bar, there are links for "RESTAURANTS & NIGHTLIFE", "CATERING", "MOBILE APPS", "PRINT GUIDES", and "WE'RE HIRING!". The main content area features a carousel of decorated Easter eggs. Overlaid on the carousel is a search and navigation panel. This panel includes a section titled "BROWSE RESTAURANTS / WHAT DO YOU WANT TO DO" with four options: "Get home delivery" (with a bicycle icon), "Go out for a meal" (with a fork and knife icon), "Go out for drinks" (with a cocktail glass icon), and "Visit a café or deli" (with a building icon). Below this is an "OR" separator and a "SEARCH RESTAURANTS / BY KEYWORDS" section with a search input field containing the placeholder text "Search by restaurant name, locality, cuisine or dish" and a red search button. At the bottom of the carousel, there is a "BROWSE OUR SPECIALS" section with three categories: "4/5 Star Hotels" (with a star icon), "Desserts & Bakes" (with a cake icon), and "Catering" (with a chef's hat icon). Navigation arrows are visible in the bottom left corner of the carousel.

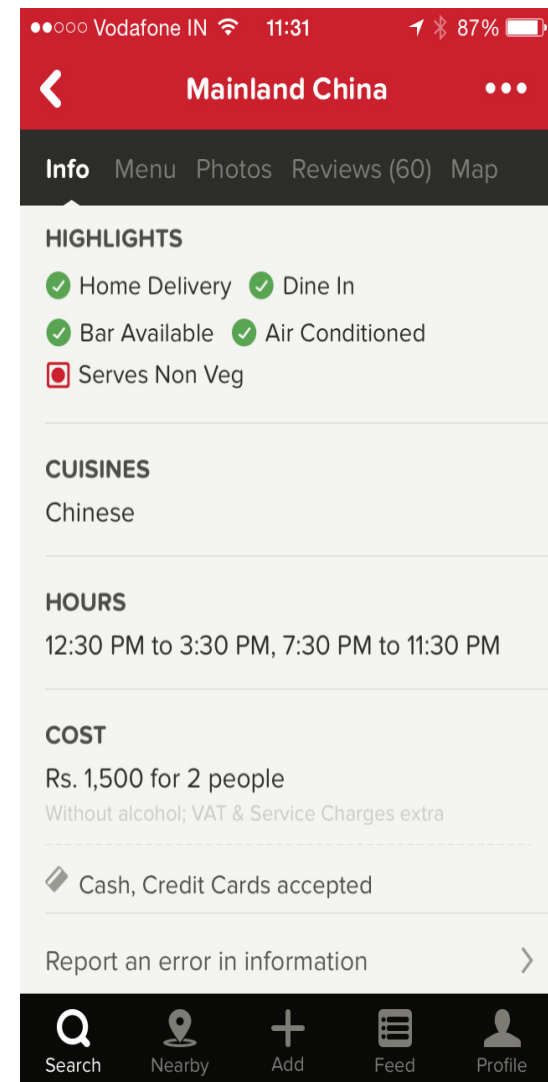
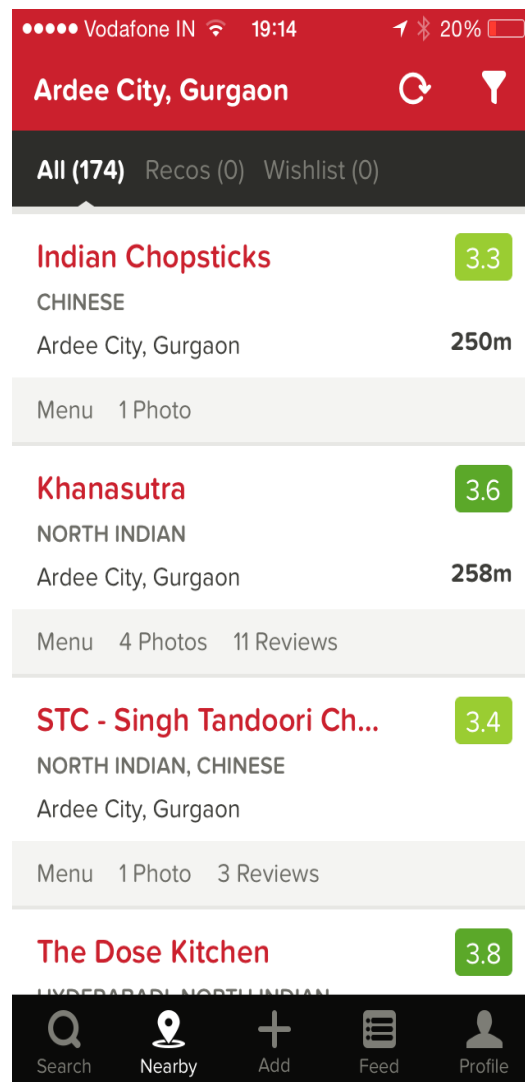
Zomato

- A clear leader in the restaurant category
 - Coverage of
 - 14 Indian cities
 - 27 cities in 11 countries including UAE, Philippines, Sri Lanka, Portugal, UK, South Africa
 - A leader in most cities
 - Planning to launch in 30 more cities across 15 more countries over the next 2 to 3 years
- About 50% traffic through mobile
 - Over 3.5 million app downloads
 - About 50% active
- Mobile traffic of over 7 million visitors per month
- Monetisation growing well
 - Profitable in India and Dubai
- Launched in Brazil, Indonesia and Turkey in Q3 FY 13-14

Zomato – business model

- Business model
 - Digitise restaurant menus, provide relevant information (including map coordinates, pictures etc)
 - Regular updation through feet on street beats
 - Generate ratings and reviews and enable picture uploads from users
 - Provide a wow user experience
 - search capabilities by location, cuisine, dish names
 - convenience through a high quality mobile app
 - Monetise through advertising by restaurants

Zomato – mobile app



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Entrance Exams

Meritnation

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

Meritnation - update

- Over 3 million visitors every month
- Increase engagement
 - practice questions
 - school pages
- Increase no. of paid users
 - tele calling
 - demo at home
 - web based video to explain benefits
- Improved
 - search
 - ask and answer
- Mobile app

Canvera



- PRODUCTS
- NEWS
- BLOG
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Exquisite Photobooks for Special Occasions

BEAUTIFUL

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Where to find Barcode number? [Click Here](#)

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Allow us to recommend one [🔍 Click Here](#)

Canvera

- B2B2C marketplace
 - connects fragmented professional photographers with consumers looking to hire photographers
- Build brand with the consumer but monetise through the professional photographer
- Products & services include:
 - Web solutions to help professional photographer build their website (SaaS)
 - Design of printed products and websites (service business that supports the product business)
 - Printed products (albums) sold to the photographer (main source of revenues)
 - Lead generation through photographer classifieds (new offering, explore monetization possibility)
- Expertise in digital imaging and printing

Canvera

- Business model
 - Photographers pay to order printed albums or photographs
 - Additional sources of monetization possible
 - Micro site
- Sales presence in 200+ cities
- New launches
 - Every printed book has a unique URL
 - Authenticity check
 - ebook readily available
 - Photographers directory basis city and location
 - May be monetisable

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Source: <https://fintalank.com/awards>. Advt no. 11/Dec 2013/1944

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₹1L	₹1L	₹1L	₹1L	₹1L	₹1L

Get ₹1.35 Lakhs for next 6 years.

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Policybazaar

- Online price comparison site
 - Mainly for insurance
 - A clear value add to individuals
- A leader in its category
- Regulated by the insurance regulator, IRDA
- A large untapped and growing market
 - A fraction (about 2%) of the Indian population is insured

Mydala



INVITE FRIENDS | MERCHANT SIGN UP | GET MY APP

FRIDAYS

SEARCH BY KEYWORD

WHAT ARE YOU LOOKING FOR? 🔍

OR BROWSE BY POPULAR CATEGORIES

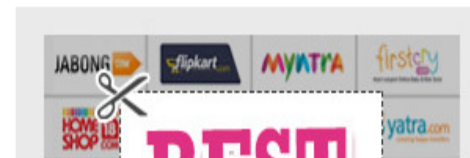
FOOD | BEAUTY | TATTOO | ONLINE COUPONS

Amazing offer on lunch combos - Buy 2 get 1 free

Featured Deals

Deals Near Me

Deal Reviews



Online Coupons

cleartrip

Rs 1000 cashback on Hotel Booking of Rs 4000 ..

Activate code

Chocholik

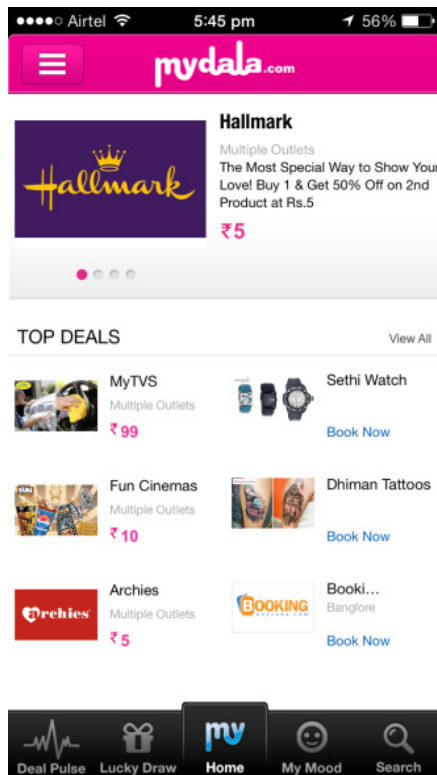
20% off on all

Mydala

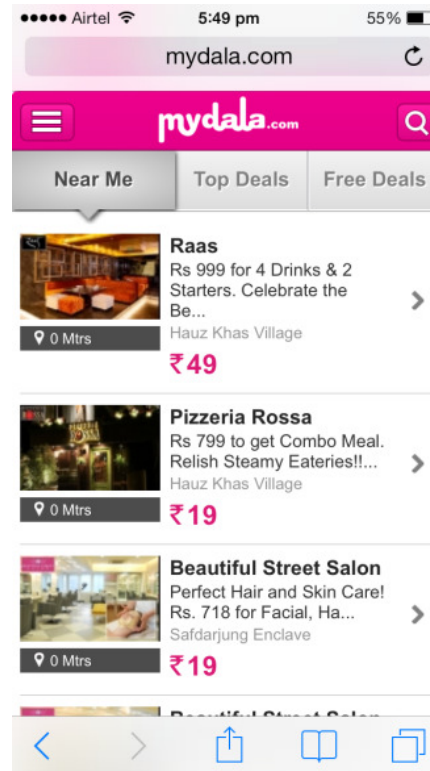
- A deals and couponing site
 - Large sales team which sources deals
 - Power deals on mobile (partner with telecom operators)
- Evolving in to a merchant marketing platform on web and mobile
 - Majority revenues from mobile
- Large addressable market

Mydala app

Mobile App



Mobile Website



Happily unmarried



ABOUT US

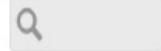
INTERNS

MUSIC IN THE HILLS

STORE LOCATOR

FIND A GIFT

MY ACCOUNT



FAQ

HOT

BAR

APPAREL

BAGS

HOME

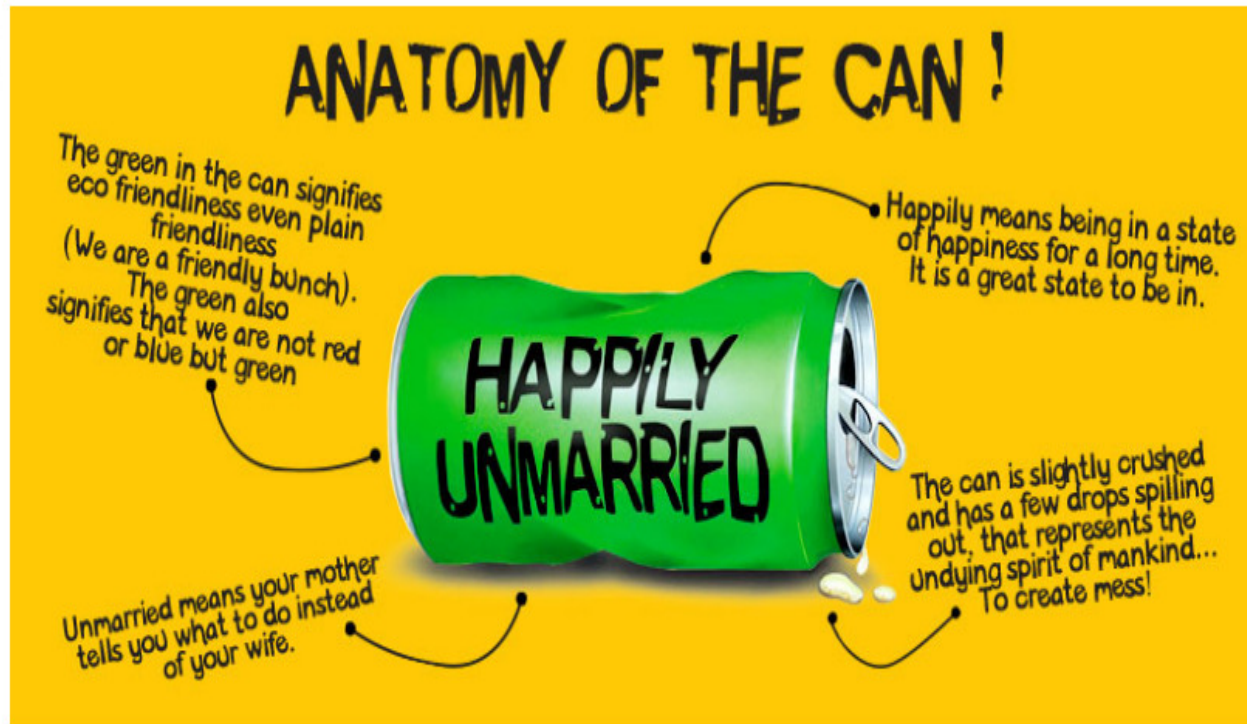
STATIONERY

UFO

OFFICE

INDIA

SALE



HEY GOOD LOOKING! THANKS FOR HITTING ON US!!

 GIFTS FOR YOUR VALENTINE

Happily Unmarried

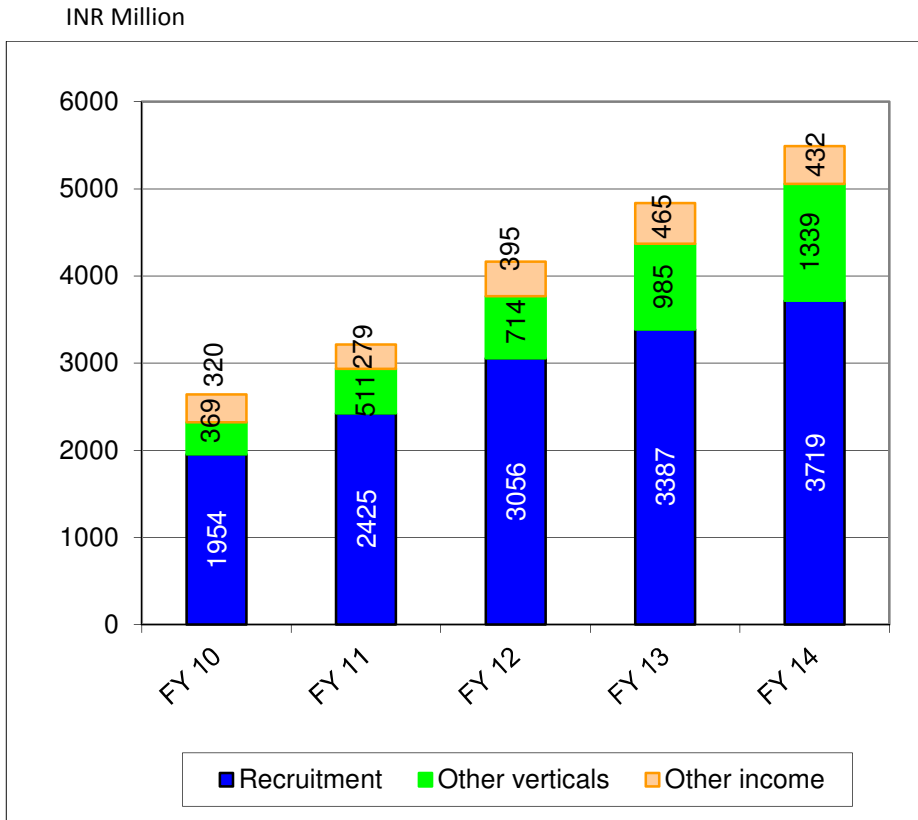
- Designs and sells fun quirky products
 - With an Indian touch
- Mainly offline sales as of now
 - Plans to scale online

Financials

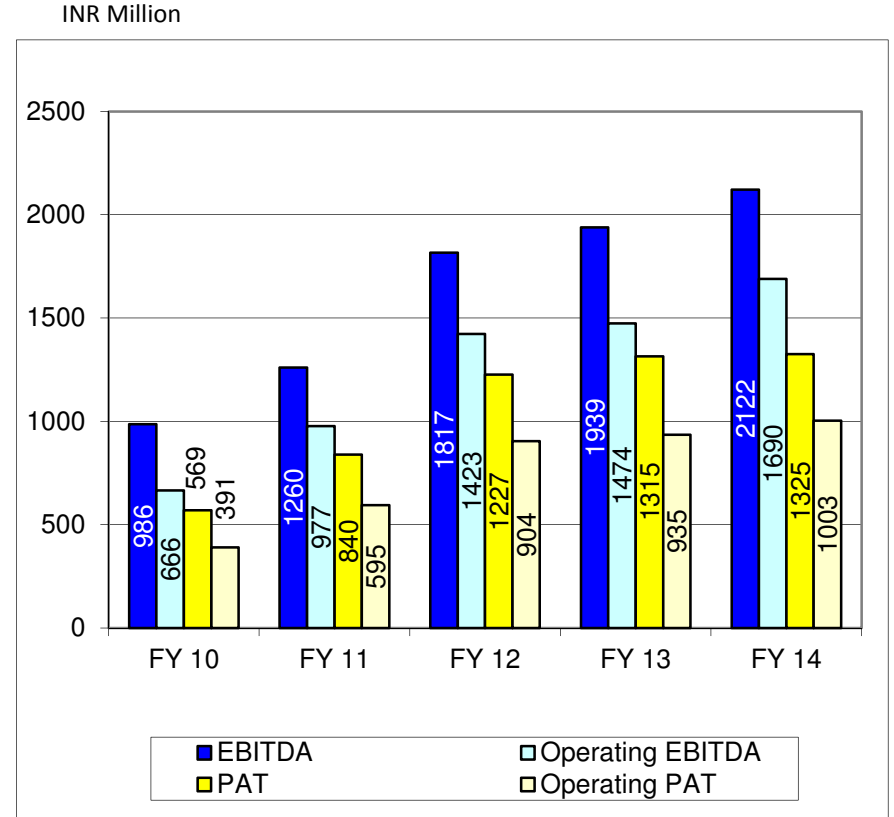
(Standalone)

Consistent long-term growth in Revenue & Profitability

Revenue



Profitability



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

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

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

Other Income in the above chart is treasury income

Team

Management Team

Name and age	Qualifications	Designation/ Role	Previously worked with	Year of joining
Sanjeev Bikhchandani, 51	BA Economics St. Stephens, PGDM IIM-A	Founder and Executive Vice Chairman	Lintas, Glaxo Smith Kline	1995
Hitesh Oberoi, 42	B Tech, IIT Delhi, PGDM, IIM-B	Managing Director & CEO	HLL (Unilever)	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, 40	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	-	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, 45	BE, MBA, FMS, Delhi University	EVP - Corporate Finance	HSBC, ICICI Bank	2006
Sharmeen Khalid, 43	MBA, IRMA	EVP - HR	Polaris	2006
Shalabh Nigam, 42	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
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, 36	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	Computer Associates	2014

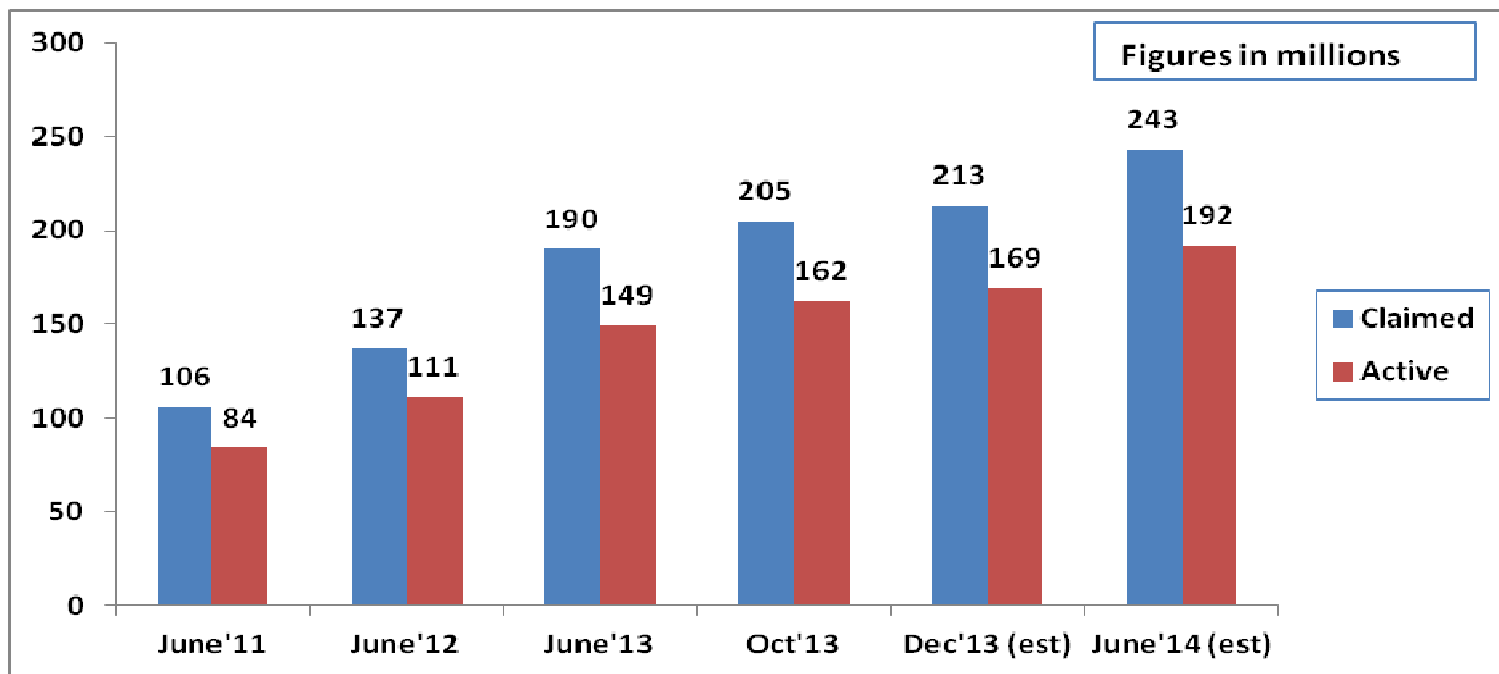
About 10% of the employees are covered under ESOP

Internet in India

Rapidly growing and access through
wireless/ mobile increasing

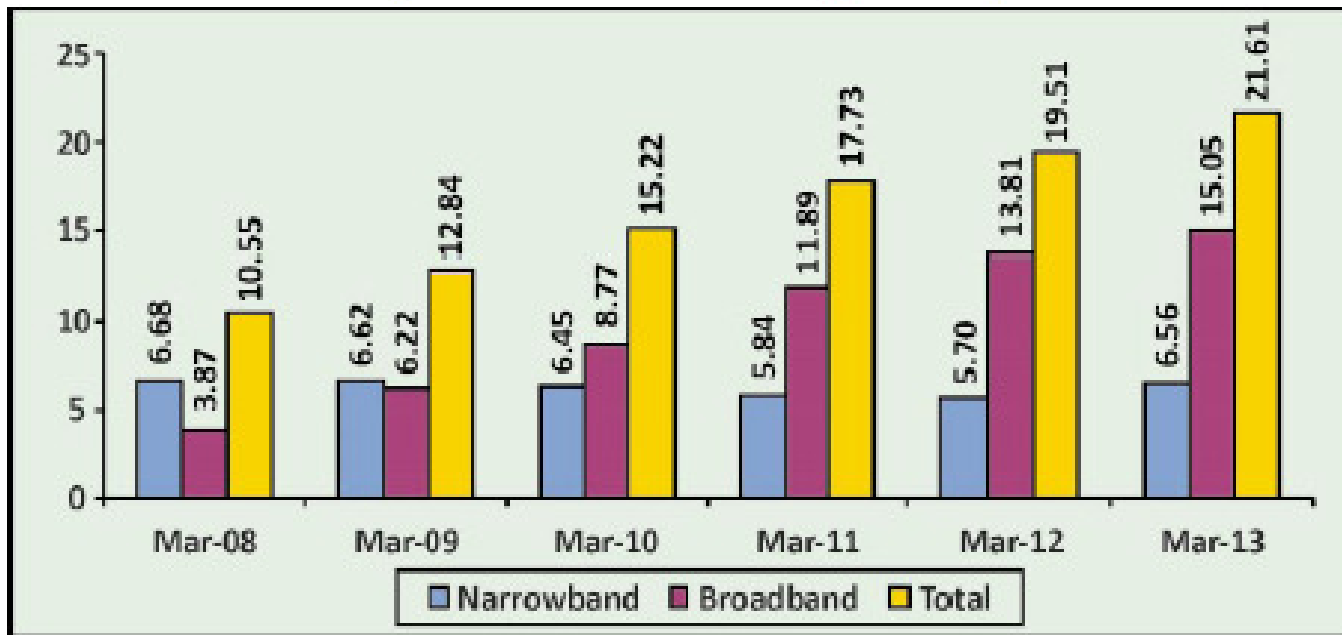
Rapidly growing internet user base

- About 200 million internet users as of Oct, 2013
 - Internet users grew at a CAGR of 32% between 2000-2012



Source : www.iamai.in

Growing broadband user base



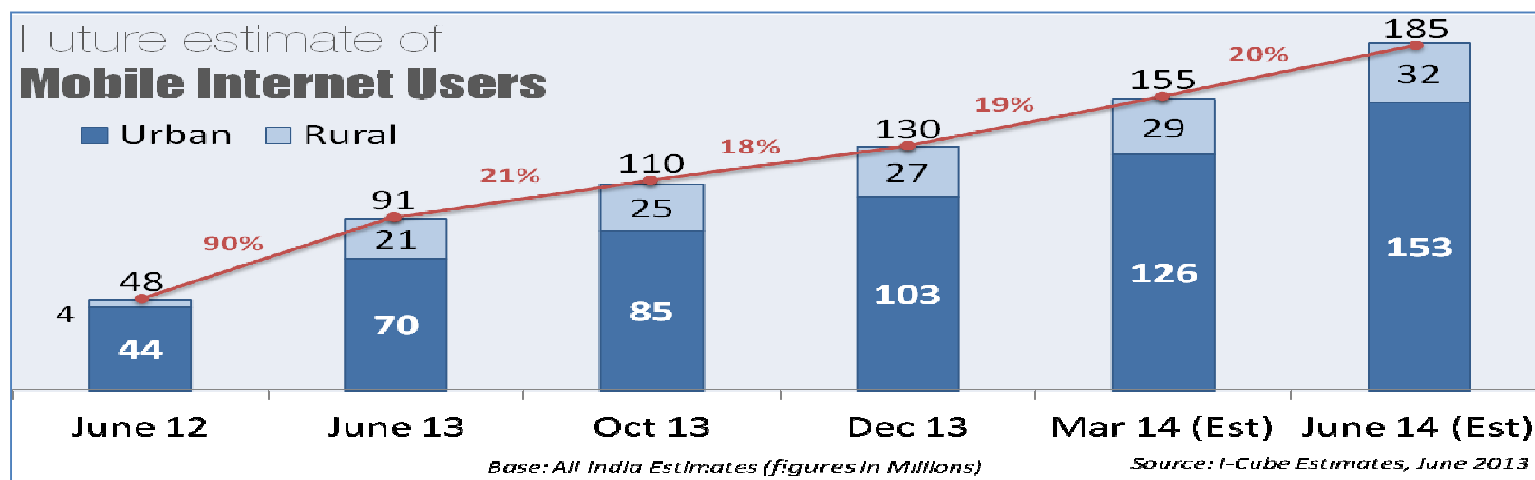
Source : TRAI annual report 2012-13

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

- As per the TRAI (Telecom Regulator) data there were 164.81 million internet subscribers as of March, 2013
 - 143.20 accessing through wireless

Mobile presents a large opportunity

- Over 900 million mobile connections
 - An estimated 100 million internet users have been added through mobile in the last 24 months
 - Affordable smartphones expanding market
 - Mobile a focus of our strategy
 - WAP site
 - Apps
 - To launch more mobile friendly features
 - E.g. map based search for real estate



Investor relations contacts

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Website	www.infoedge.in	