

Info Edge (India) Limited

India's internet classifieds company

Jan, 2021

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This presentation contains the Company’s audited financial information as at and for the financial year ending March 31, 2020 and as at and for the month ended Jun 30, 2020. Investors should be aware that such financial information may be subject to certain adjustments during the course of audit/review and the audited/reviewed financial statements of the Company, when announced, may differ from those contained in this presentation.

In this presentation:

- All figures mentioned are for the Company as a standalone entity and are as of Dec 31, 2020 or for the quarter ended Dec 31, 2020, unless indicated otherwise.
- Q3 FY21 or Q3 FY 20-21 means the period commencing on October 01, 2020 and ending on Dec 31, 2020.
- FY21 or FY 20-21 or FY 2021 means the Financial Year starting April 1, 2020 and ending March 31, 2021.
- 1 Crore = 10 Million = 100 Lakh.

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Info Edge – Leading Online Classified Businesses in India



Online Recruitment Search engine



Online Real Estate Search Portal



Online Match making (Matrimony) Portal



Online Education Classified Portal

Investments in Technology-based Startups



Online restaurant search engine and food delivery site.

Shareholding ~19.30%*[@]



Online insurance policies marketplace.

Shareholding ~15.10%*[^]



Men's grooming range (Ustraa)

Shareholding ~30%*

Other investments include NoPaperForms (Advanced enrolments management platform, 48.10%), Univariety (Guidance on careers, admissions and tests ,39.88%), Gramophone (Agri-Inputs e-commerce, 32.91%), Shoekconnect (B2B footwear marketplace, 28.01%), Printo (Retail chain providing print and document services, 25.12%), Medcords (Health care Tech Platform, 15.76%), Shopkirana (B2B grocery delivery platform, 25.36%), Adda (Govt Job Preparation Platform, 16.97%), Shippy (Digita Logistics ecosystem, 19.04%), Legitquest (SaaS Product for intersection of Tech and Legal utilizing Machine Learning, 16.67%), GreytHR (HR & Payroll SaaS Company 21.78%), Teal (Platform for real Estate intelligence and analytics, 20.00%), Coding Ninjas (25%).

We may from time to time consider various investment / asset monetization opportunities, as we had done in past, However there can be no assurance regarding whether we will able to complete such investments / asset monetization opportunities on commercial terms acceptable to us , or at all.
No definitive documentation in connection with such investment/ montization has been executed as of date.

* Approximate shareholding on fully disbursed and converted basis as on 10th Sept, held directly or indirectly (through subsidiaries, associates or affiliates). The % shareholding may or may not translate into an equivalent economic interest on account of conditions in the investment/ shareholders agreements.

[@] Net of disposal of secondary sale with proceeds of USD 50 mn; Shareholding post the latest round of investment and dilution

[^] Represents effective economic interest held by Info Edge directly (7.59%) and indirectly though subsidiary companies – in partnership with Temasek (8.26%)

Key Financials- Past 3 years performance

All numbers in Rs MN except %

| Description | FY 18 | FY19 | FY 20 | CAGR |
|---|--------|--------|--------|-------|
| Revenues | 9,155 | 10,983 | 12,727 | 18% |
| Billing | 9,767 | 11,770 | 12,687 | 14% |
| Operating EBITDA*^ | 2,973 | 3,413 | 4,027 | 13.1% |
| Operating Margin (%)^ | 32% | 31% | 32% | |
| Operating PBT ^ | 2,814 | 3,986 | 3,190 | |
| Cash and Bank Bal # | 15,003 | 15,499 | 12,613 | |
| Net Investments in Investee Companies** | 7,687 | 5,911 | 10,810 | |
| Head Count (Nos) | 4,036 | 4,330 | 4697 | |
| Dividend Payout (% of paid up capital) | 55% | 60% | 60% | |

*IND-AS numbers for FY18-FY20; EBITDA for FY18-FY20 adjusted for non-cash charges.

** This amount represents net investment in investee companies.

^ Operating EBITDA/ Margin / PBT excludes the impact of other income , non operating and exceptional items.

Balance at standalone level and the same includes balances irrespective of duration of FD, including >1 Yr and doesn't include "Accrued Interest"

Info Edge standalone financials .

Key Financials- Annual

All numbers in Rs MN except %

| Description | FY 20 | FY19 | FY 18 | Growth FY20 Vs 19 | Growth FY19 Vs 18 |
|---------------------------|--------|--------|-------|----------------------|----------------------|
| Billing | | | | | |
| Info Edge * | 12,687 | 11,770 | 9,767 | 7.8% | 20.6% |
| - Recruitment | 9,156 | 8,475 | 7,079 | 8.0% | 19.6% |
| - 99Acres | 2,139 | 2,067 | 1,571 | 3.5% | 31.8% |
| Revenue | | | | | |
| Info Edge * | 12,727 | 10,983 | 9,155 | 15.9% | 20.0% |
| - Recruitment | 9,068 | 7,858 | 6,688 | 15.4% | 17.5% |
| - 99Acres | 2,280 | 1,920 | 1,354 | 18.8% | 42.2% |
| Operating EBITDA | | | | | |
| Info Edge * | 3,774 | 3,413 | 2,973 | 10.6% | 14.8% |
| - Recruitment | 4,914 | 4,295 | 3,759 | 14.4% | 14.1% |
| - 99Acres | 9 | (222) | (303) | | |
| Operating EBITDA % | | | | | |
| Info Edge * | 29.7% | 31% | 33% | | |
| - Recruitment | 54% | 55% | 56% | | |

* Info Edge standalone financials . Segmental data for Naukri and 99acres

Above EBITDA numbers for FY 19-20 have been readjusted for IND AS 116 to ensure comparison with FY 2018-19 numbers. Accordingly it may differ from reported numbers to that extent.

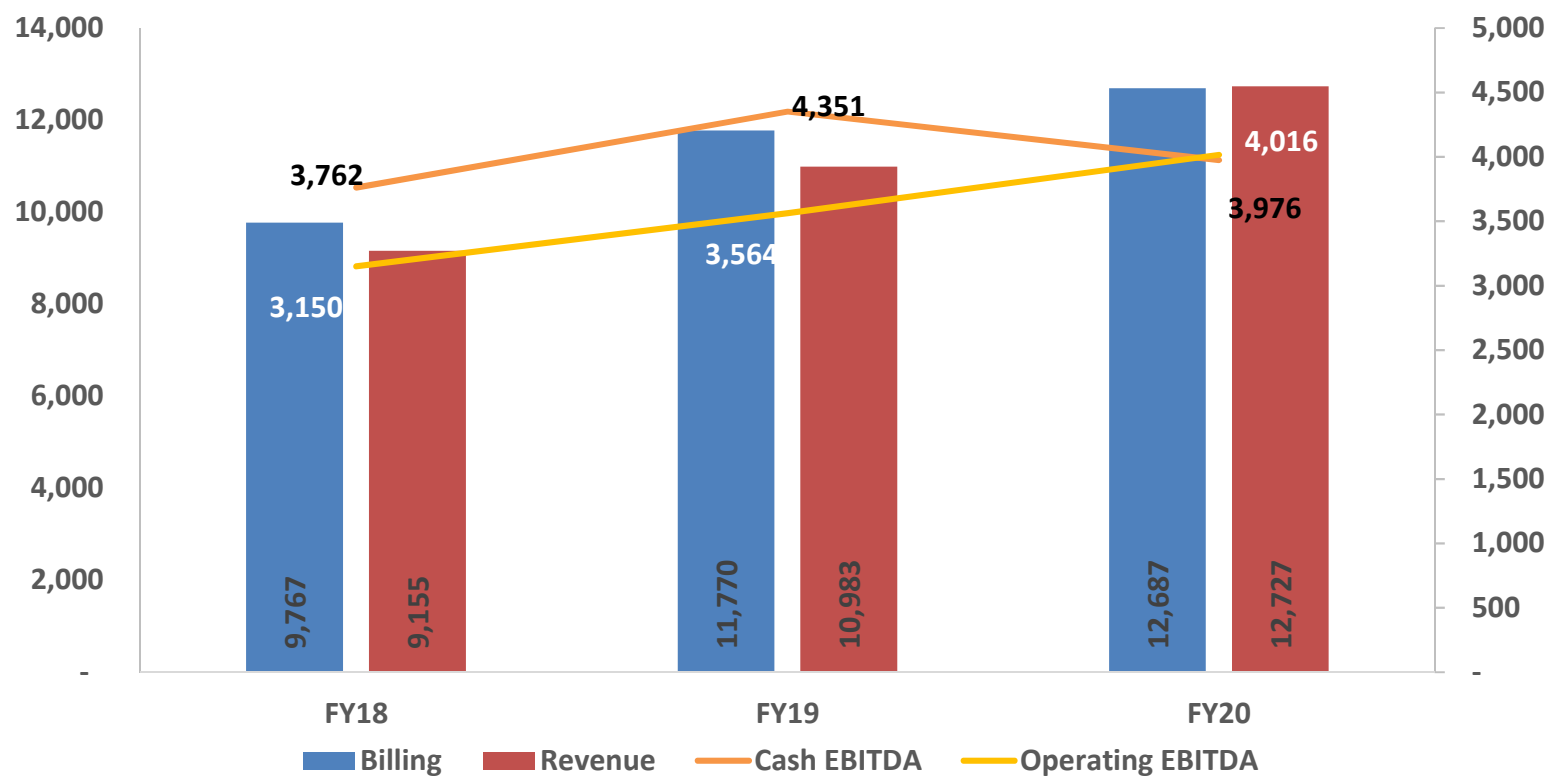
Key Financials- Qtrly Update

All numbers in Rs MN except %

| Description | Q3'21 | Q3'20 | YOY | Q2'21 | QoQ |
|---------------------------|-------|-------|--------|-------|--------|
| Billing | | | | | |
| Info Edge * | 2969 | 2999 | -1.0% | 3004 | -1.2% |
| - Recruitment | 2014 | 2100 | -4.1% | 1673 | 20.3% |
| - 99Acres | 524 | 543 | -3.5% | 467 | 12.2% |
| - JS | 261 | 223 | 17.0% | 247 | 5.6% |
| - Shiksha | 169 | 132 | 28.0% | 108 | 56.4% |
| Revenues | | | | | |
| Info Edge * | 2723 | 3205 | -15.0% | 2561 | 6.3% |
| - Recruitment | 1895 | 2302 | -17.7% | 1826 | 3.7% |
| - 99Acres | 448 | 581 | -22.9% | 363 | 23.41% |
| - JS | 246 | 213 | 15.5% | 238 | 3.3% |
| - Shiksha | 132 | 107 | 23.5% | 134 | -1.5% |
| Operating EBITDA % | | | | | |
| Info Edge * | 25.0% | 33.0% | | 20.1% | |
| - Recruitment | 56.0% | 58.0% | | 55.0% | |

Financial performance

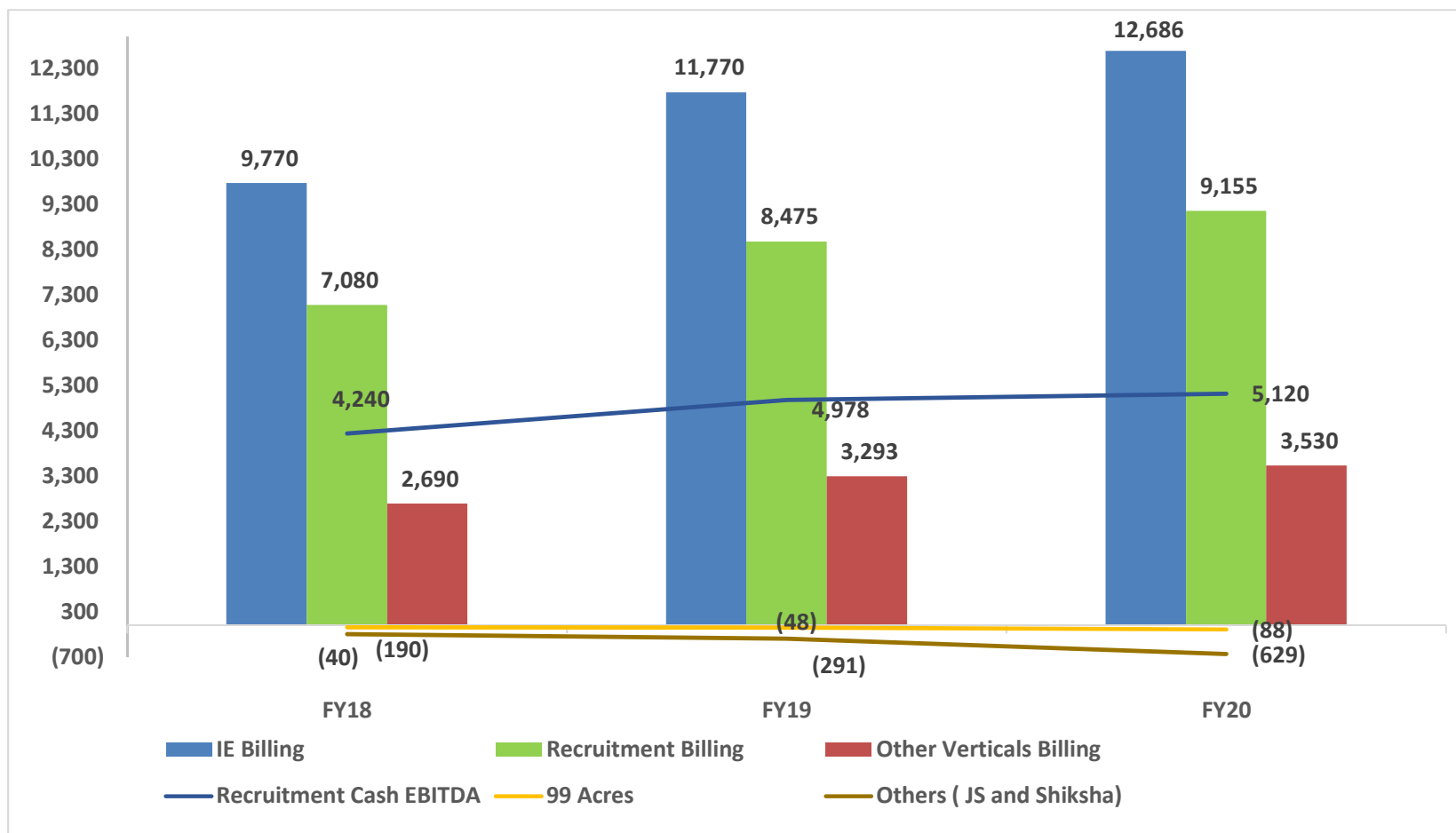
Info Edge Billing and Cash EBITDA** (Rs Mn) trend



- IND-AS numbers for FY18-FY20;
- ** Cash EBITDA: Billing – Operating expenses adjusted for non-cash ESOP charges
Info Edge standalone financials .

Billing and Cash EBITDA

Segmental Billing and Cash EBITDA** (Rs Mn) trend

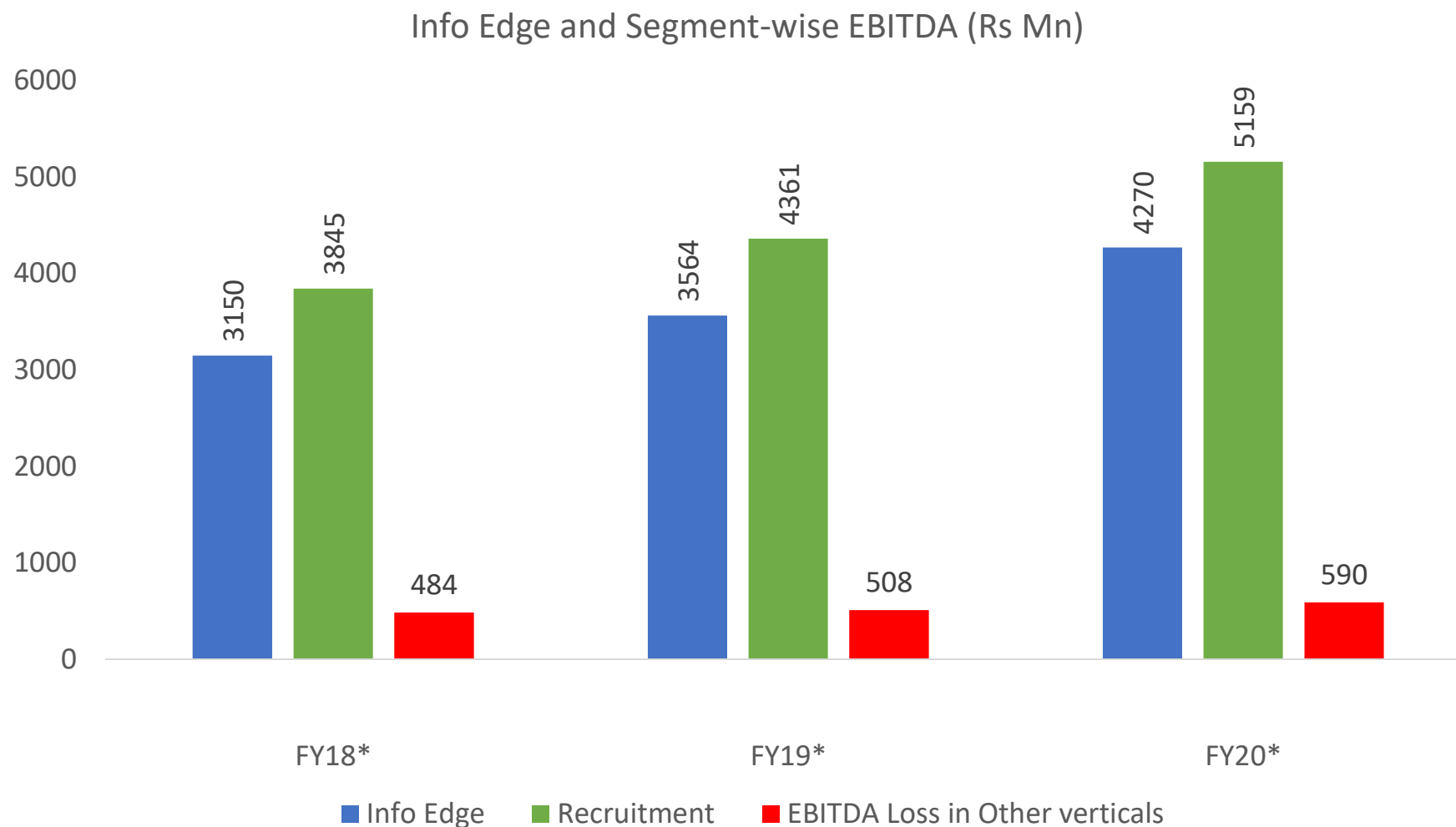


* IND-AS numbers for FY18-FY20; Segmental data for Naukri and other verticals

** Cash EBITDA: Billing – Operating expenses adjusted for non-cash ESOP charges

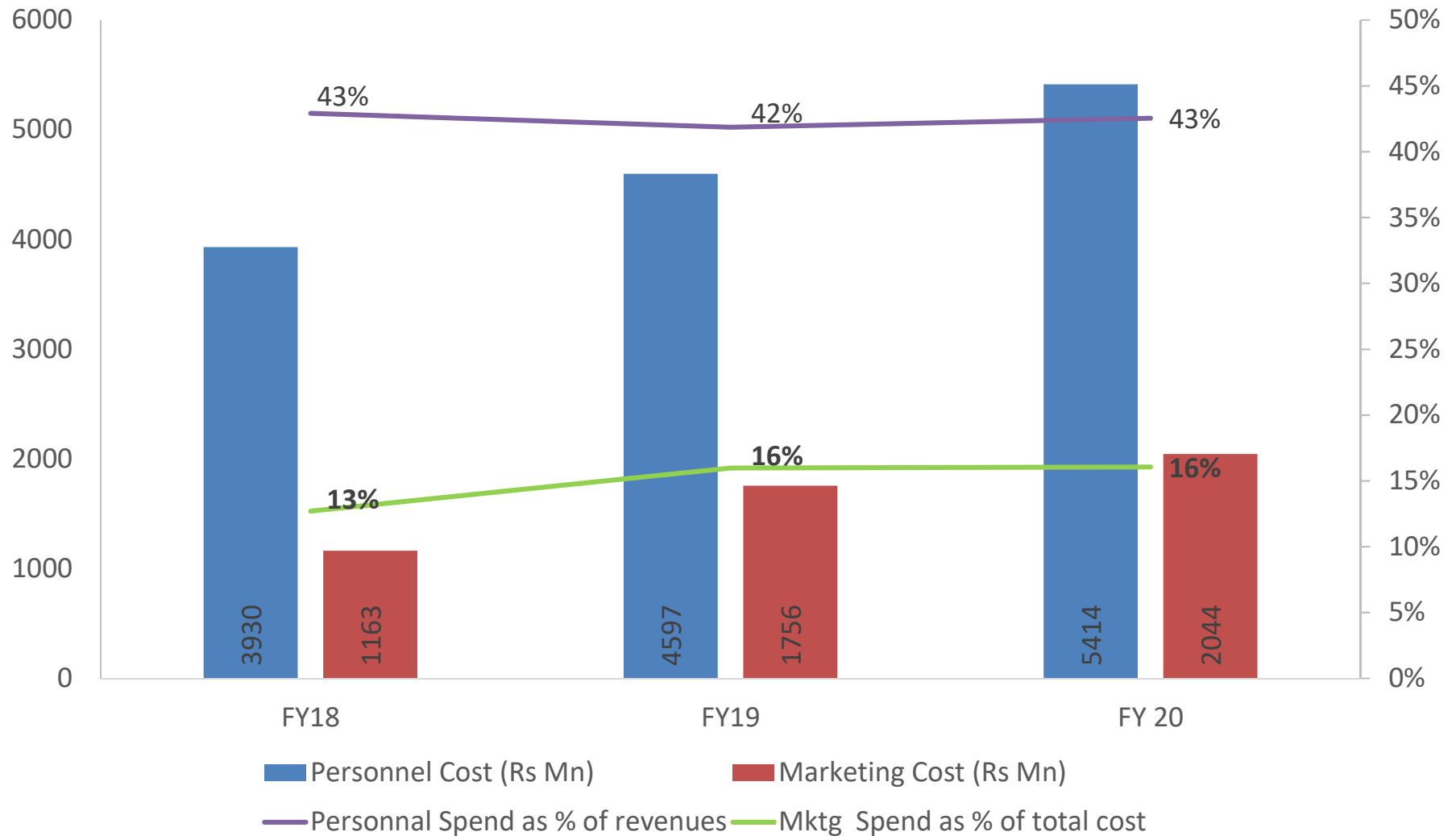
Info Edge standalone financials

Operating EBITDA



- * FY18– FY20 in the charts above are based on IND-AS numbers; rest all years which are as per I GAAP
- *Above EBITDA numbers for FY 19-20 have been readjusted for IND AS 116 to ensure comparison with FY 2018-19 numbers. Accordingly it may differ from reported numbers to that extent.*
- EBITDA for FY18-FY20 adjusted for non-cash charges
- *Info Edge standalone financials.*

People, Brand and IP - Key Value Drivers for Info Edge

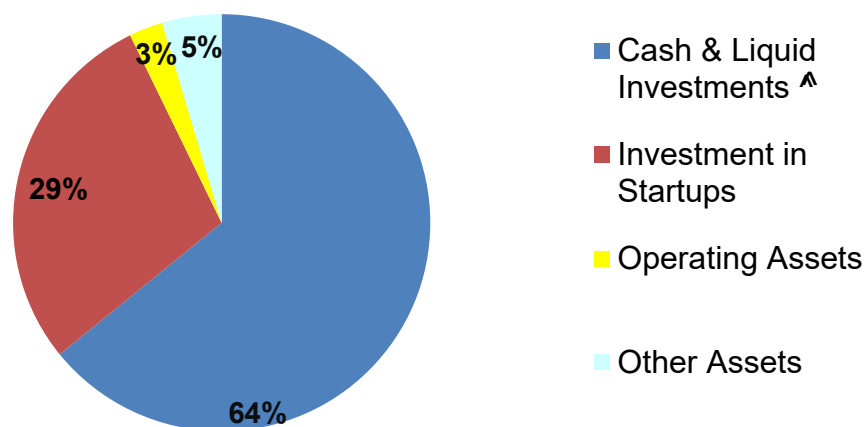


- Manpower and marketing constitute ~84% of our total standalone expenses
- Consistent investment in marketing efforts and IP creation leading to a strong network effect , platform and brand presence for Info Edge across verticals.
- *Info Edge standalone financials*

Assets and funds Allocation

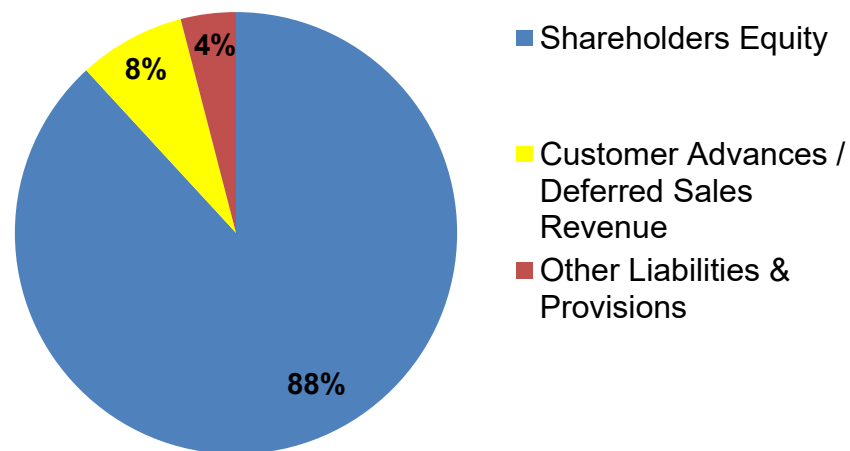
As of Dec 31, 2020 #

Assets



Total: 50,855 Mn

Liabilities



Total: 50,855 Mn #

- High margins due to operational leverage
- Strong cash generation due to high margins.

- Upfront payments in subscription model results in negative working capital
- Negative working capital many times more than operating fixed assets

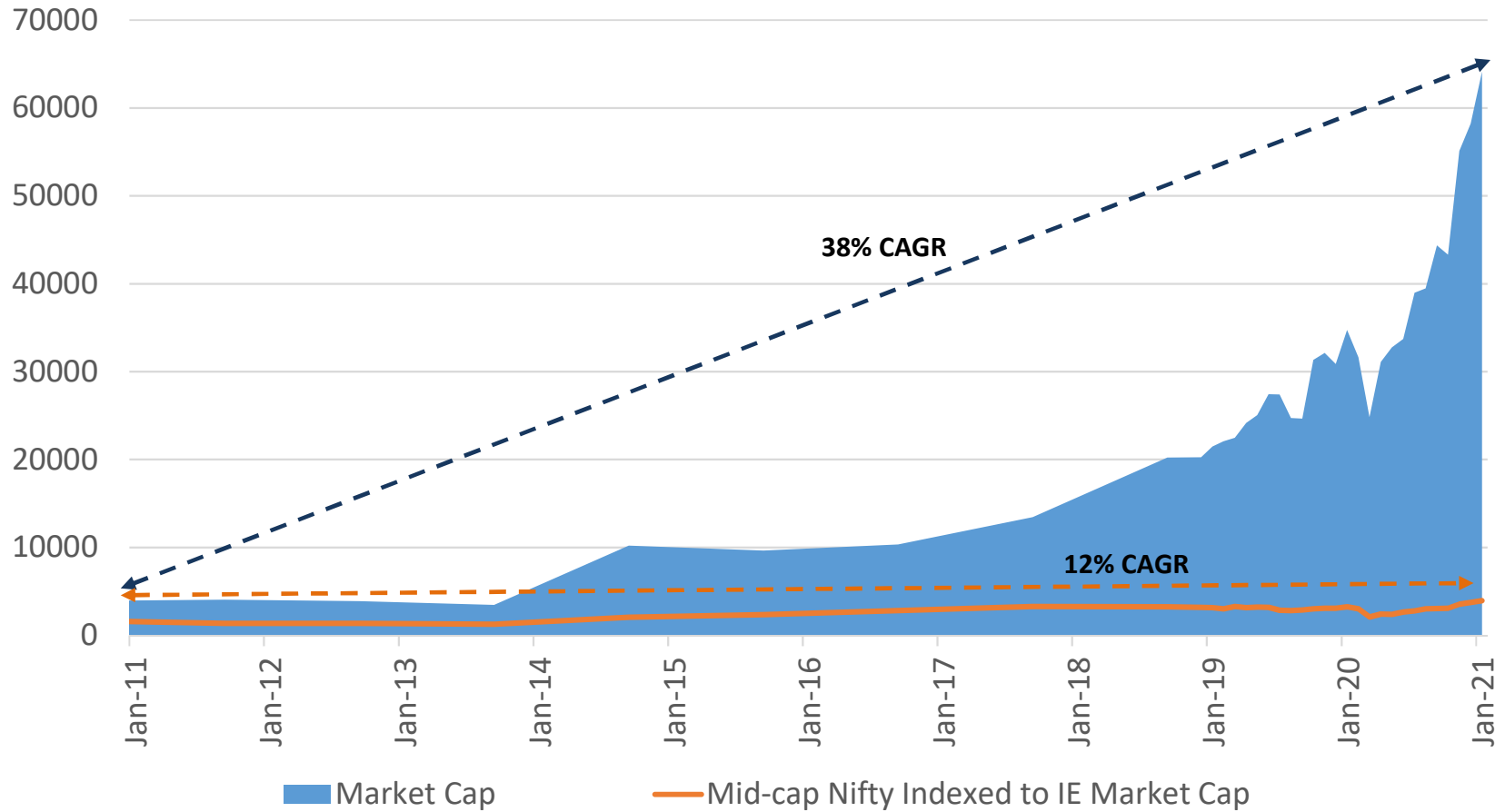
[^]Cash and Liquid Investments include Cash / bank balance with WOS & AIF.
Investments in startup include IIM Jobs

IE Venture Fund - AIF

- Floated an AIF Class II Fund, in Jan'20 duly registered by SEBI, to fund investments unrelated to the core operating entity.
- An efficient setup for future fund raising and regulatory standpoint.
- Proposed corpus of the fund is Rs 7500 MN (around USD 100Mn). IEIL and its WOS in their capacity as LP, committed 3500 MN. A Contribution Agreement with Mac Ritchie Investments Pvt Limited (Wholly owned subsidiary of Temasek Holding Pvt Limited) for a contribution commitment of Rs 375 Cr has been signed.
- WOS of IEIL are the GP to this fund.

Market cap performance

Info Edge historical market cap trend (Rs Mn) and Nifty Mid-cap relative trend



Corporate Governance- Cornerstone to our value system

- Independent Directors forms majority of the Board
- Non- Executive Chairman
- Statutory Audit performed by EY
- Internal Audit performed by an external firm
- Audit committee comprises only of Independent Directors
- Formal dividend policy (15% to 40% of standalone PAT)
- Whistle blower mechanism through an Independent External Ombudsman
- Proactive on all disclosures to Stock Exchanges

Board of Directors

Whole time

Sanjeev Bikhchandani (57)

Founder and Executive Vice Chairman

BA Econ. St. Stephen's.

PGDM IIM-A

Previously with GlaxoSmithKline

Hitesh Oberoi (48)

Managing Director and CEO

B.Tech IIT Delhi,

PGDM IIM-B

Previously with HLL (Unilever)

Chintan Thakkar (54)

Whole-time Director and CFO

Chartered Accountant

Previously with Computer Associates, India

Non Executive

Kapil Kapoor (56)

Chairman & Non Executive Director

B.A.Econ, PGDM IIM-A

Previously COO (Global Business Development), Timex Group

Independent

Saurabh Srivastava (74)

Non Executive Director

B.Tech IIT Kanpur,

M.Sc Harvard

Founder IIS Infotech

(Now Xansa)

NASSCOM, TIE, IAN, IVCA

Bala Deshpande (54)

Independent Director

MA Econ., MMS JBIMS

Sr. MD, New Enterprise Associates (NEA)

Sharad Malik (57)

Independent Director

B Tech IIT-D, MS, PhD, University of California

Chair-(Deptt. of Electrical Engineering), Princeton University

Geeta Mathur (54)

Independent Director,

Chairman, Audit Committee

Chartered Accountant

Associated with ICICI Bank, Helpage India, IPE Global.

Naresh Gupta (54)

Independent Director

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

Previously MD, Adobe India

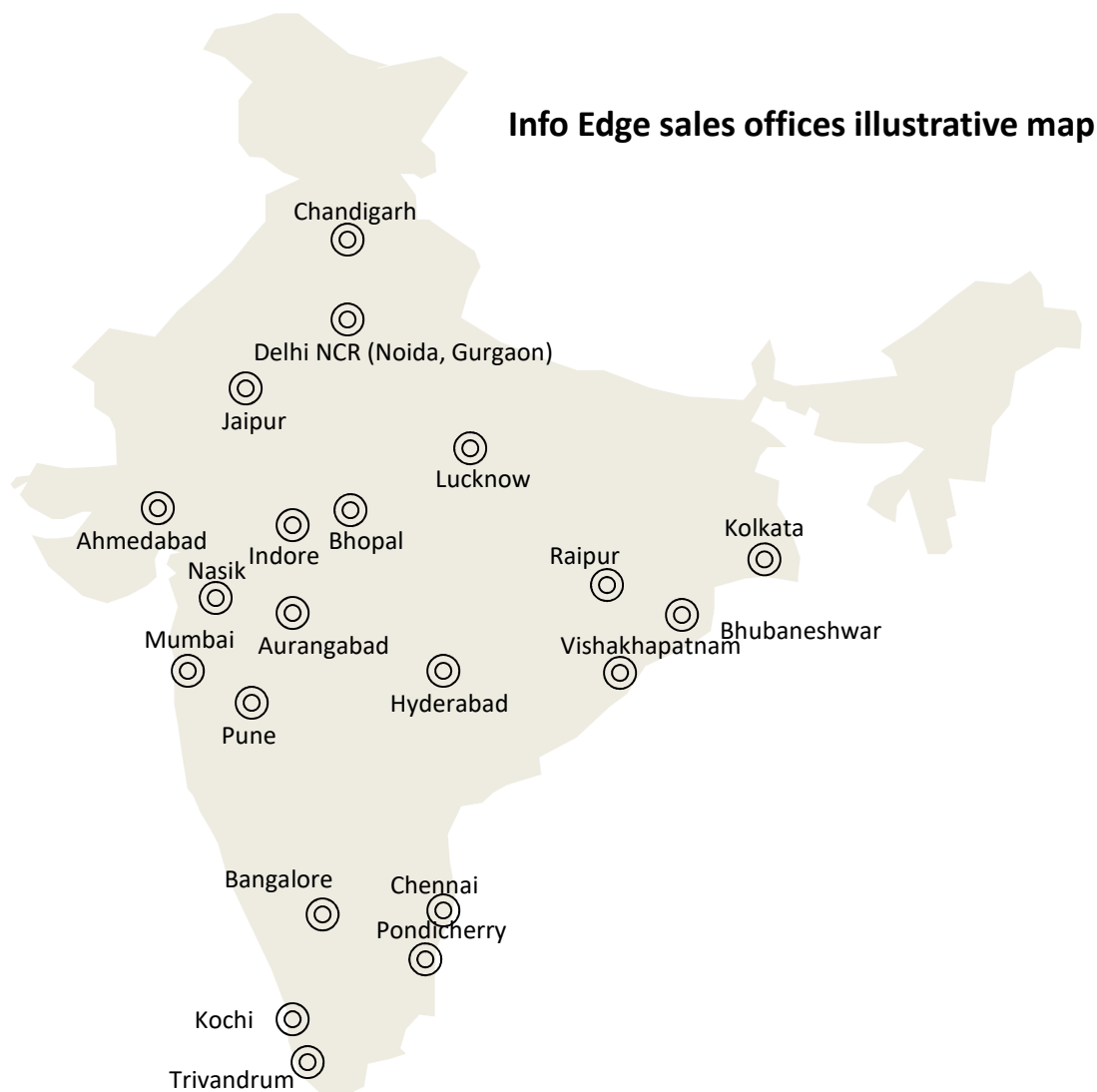
Ashish Gupta (54)

Independent Director

B Tech IIT-K, Doctorate from Stanford University

Founder Tavant Technologies, Jungle; Amazon

Nationwide sales/customer interface infrastructure

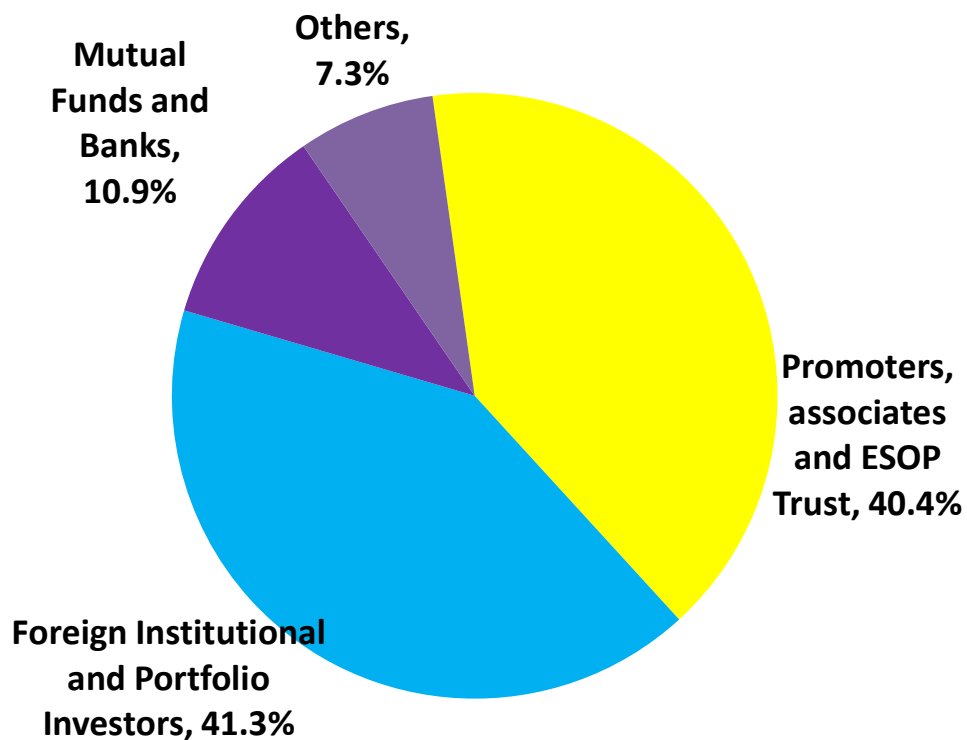


Geographical Spread as on date

- Nation wide coverage through 75 company branch offices in 46 cities in India
- 2840 sales/ servicing/ client facing staff or 63% of the company's workforce of 4465.

Shareholding

As of 28th Jan, 2021



| <i>MFs/ FPIs/ FILs/ Banks</i> | <i>% Holding</i> |
|--------------------------------------|-------------------------|
| Axis Mutual Fund + Schroders | 6.03% |
| Ward Ferry | 3.11% |
| Nalanda | 3.00% |
| Vanguard | 1.84% |
| Matthews | 1.65% |
| Ishares | 1.47% |
| Amansa | 1.31% |
| UTI -various | 1.27% |
| Stewart | 1.26% |
| Goldman Sachs EM Fund | 1.26% |
| Arisaig | 1.14% |
| Nordea | 0.95% |
| Franklin Templeton MF | 0.86% |
| Wasatch - various | 0.85% |
| SBI | 0.81% |
| ICICI Prudential | 0.77% |
| Govt Pension Fund Global | 0.58% |
| Postal Life Insurance Fund | 0.52% |
| Veritas Funds Plc | 0.52% |

Total number of issued and paid up shares of Rs 10 each are 128.5 million (post 1:1 bonus in Sept, 2010, 1:1 bonus in Jun, 2012 and dilution (QIP) in Sept, 2014 and Aug, 2020)

Naukri

The screenshot displays the Naukri.com website interface. At the top left is the Naukri.com logo with the tagline "India's No.1 Job Site". The main navigation bar includes "JOBS" (highlighted), "RECRUITERS", "COMPANIES", "SERVICES", "MORE", "LOGIN", and "NOTIFICATIONS". On the right side, there are links for "Employer Zone" and "Buy Online".

Below the navigation bar, there are tabs for "All Jobs", "IIT/IIM Jobs", "Govt. Jobs", "International Jobs", and "Walk-in Jobs". The "All Jobs" tab is selected.

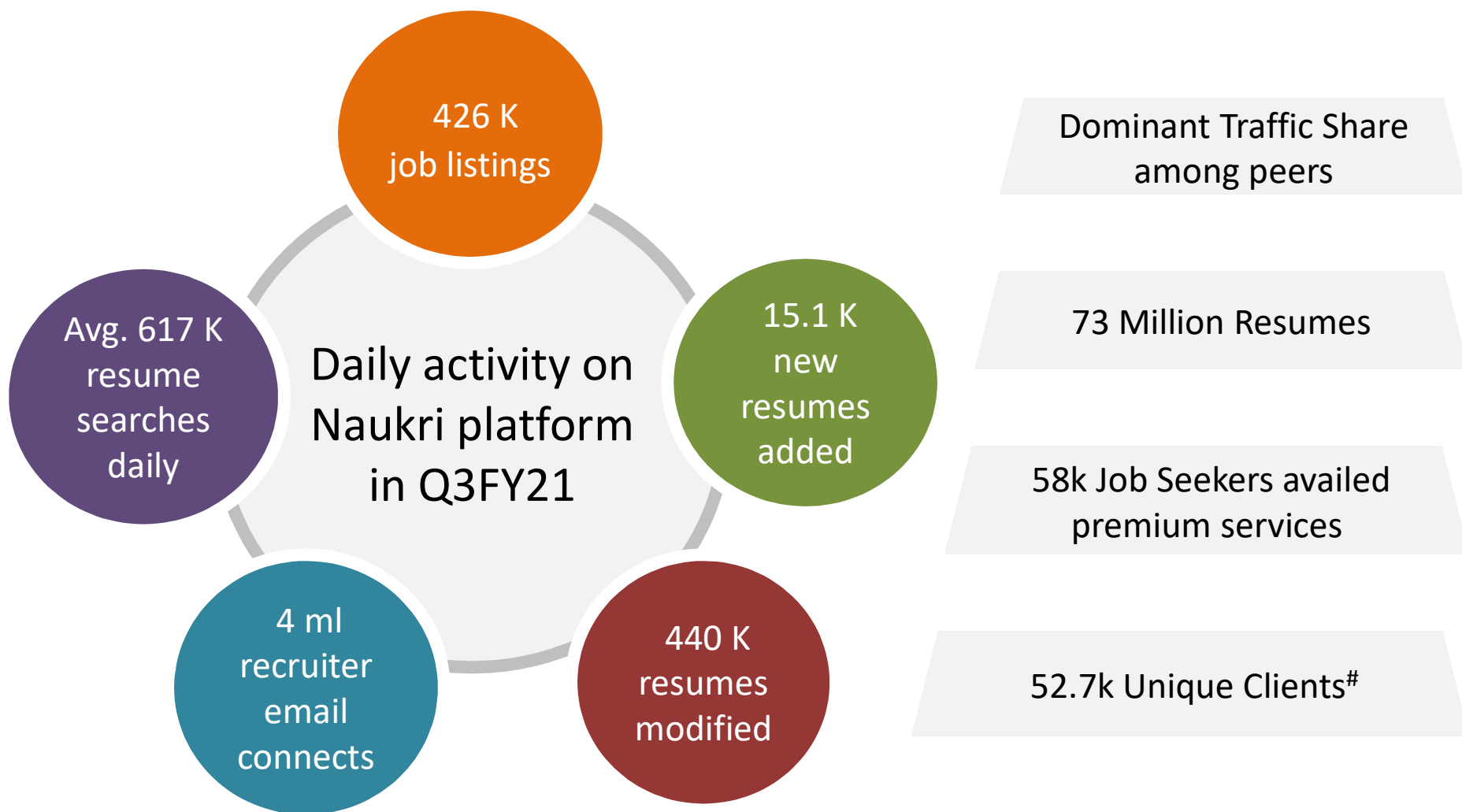
The main content area is divided into several sections:

- Search Jobs:** A search bar with the text "Search Jobs" and a blue "Search" button.
- Recent Searches:** A list of recent searches including "java programmer- 186 new jobs" and "investor relation- 135 new jobs".
- Recommended Jobs:** A section titled "Recommended Jobs 27" featuring a job listing for "Head Public Relations - Technology - MNC PR Firm, Bangalore" with "12-18 Years" experience in "Bengaluru/Bangalore". A "View All Jobs" link is provided below.
- New to Naukri?:** A section with an orange "Register with us" button, an "or" separator, and a blue "Upload CV" button. Below the "Upload CV" button, it specifies "Max 2 MB, doc, docx, rtf, pdf" and "We will fill your details".

At the bottom of the page, there are several promotional and utility elements:

- Buttons for "HIRING" and "APPLY NOW".
- Logos for "Shell", "genpact", and "Synchro".
- A section for "Top Employers" featuring the "virtusa" logo.
- A section for "Best Places to Work" with tabs for "All Sectors", "Information Technology", "Manufacturing", and "Services".
- A green button labeled "Create a Job Alert" with the text "Get best matched jobs on your email. No registration needed" above it.

Key operating metrics for Naukri

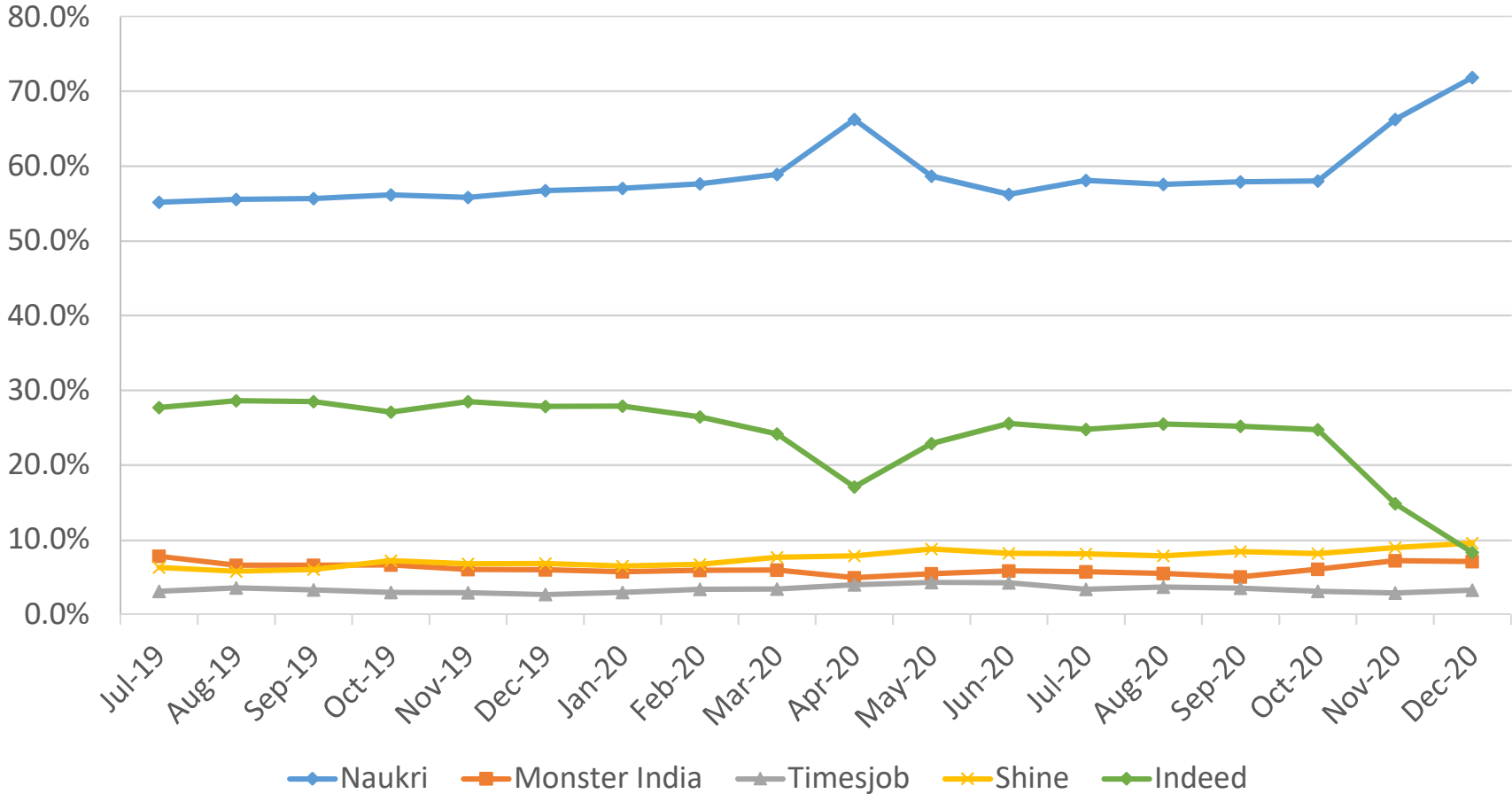


* Comparison among traditional job-boards (excludes LinkedIn and Indeed)

Based on IND-AS revenue

Naukri traffic share among traditional job sites

Overall traffic (from desktops, laptops and web mobile)

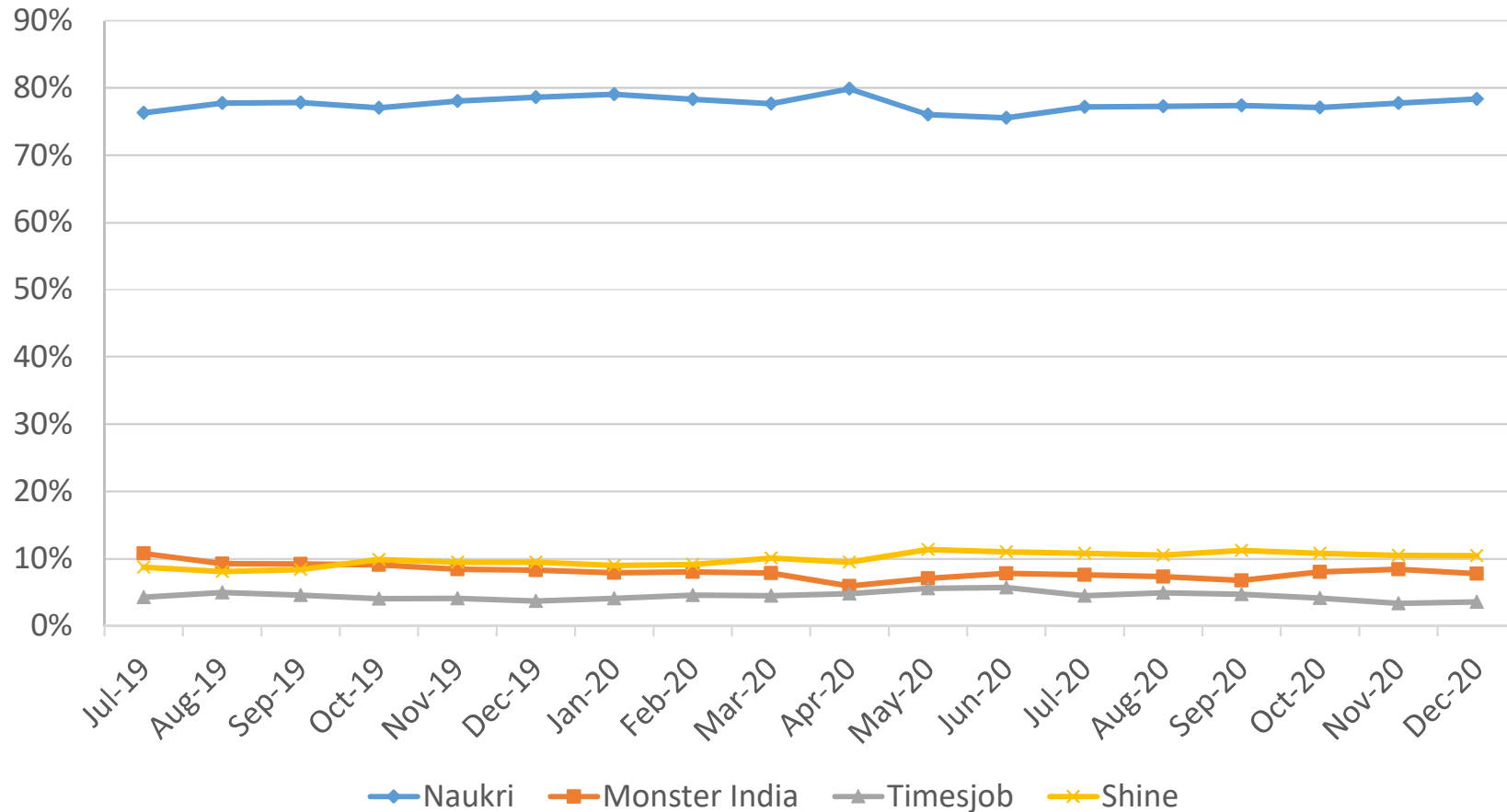


Source: SimilarWeb

Above chart excludes LinkedIn since much of the traffic may not pertain to jobs
 Similarweb revised the algorithm for calculating time share through app in Q3'20
 Similarweb stopped reporting the traffic data generated from mobile app since Q3'21.

Naukri traffic share among traditional job sites

Overall traffic (from desktops, laptops & web mobile)



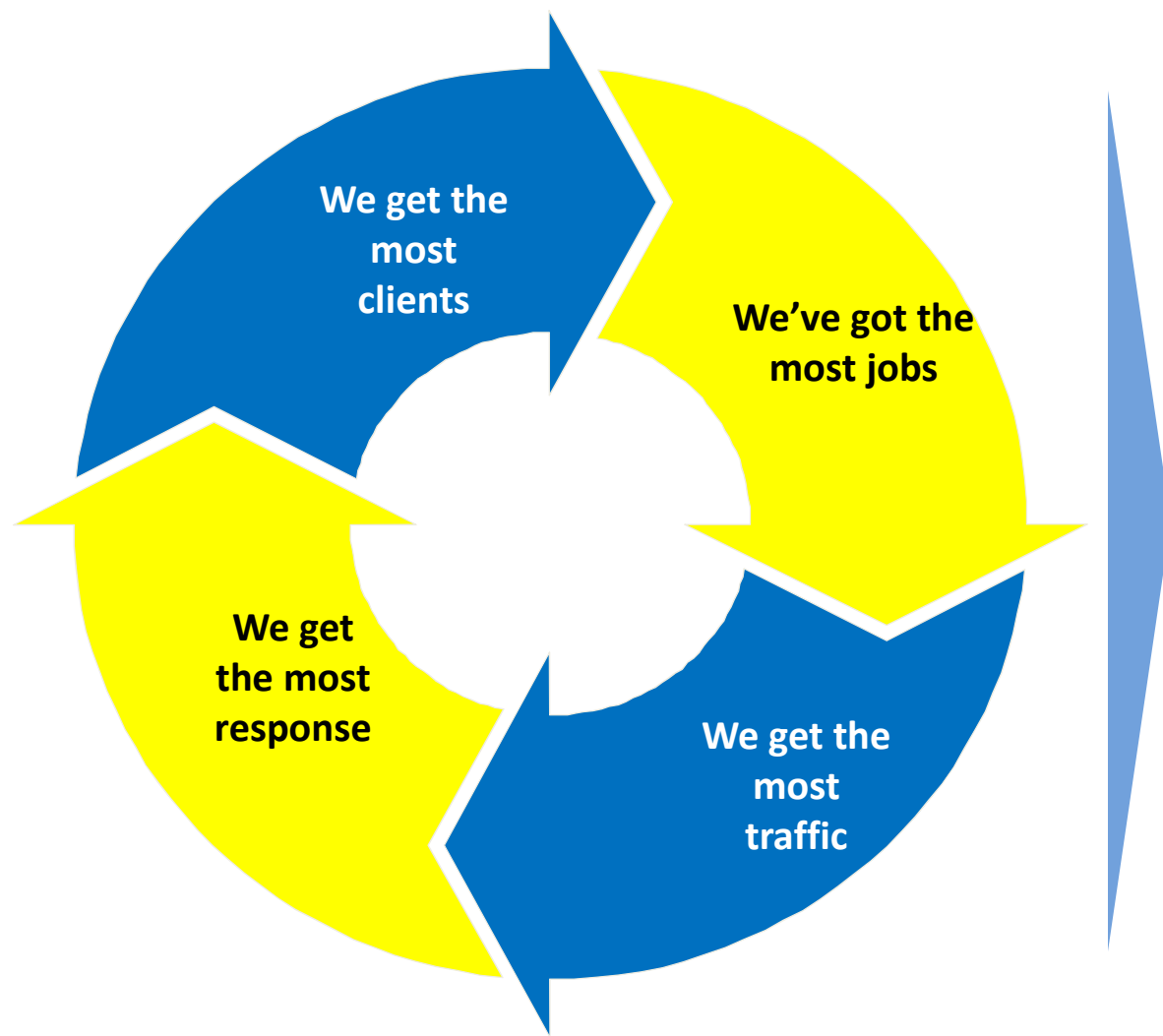
Source: SimilarWeb

Above chart excludes LinkedIn since much of the traffic may not pertain to jobs

Similarweb revised the algorithm for calculating time share through app in Q3'20

Similarweb stopped reporting the traffic data generated from mobile app since Q3'21.

Naukri is a business of the virtuous circle



Benefits

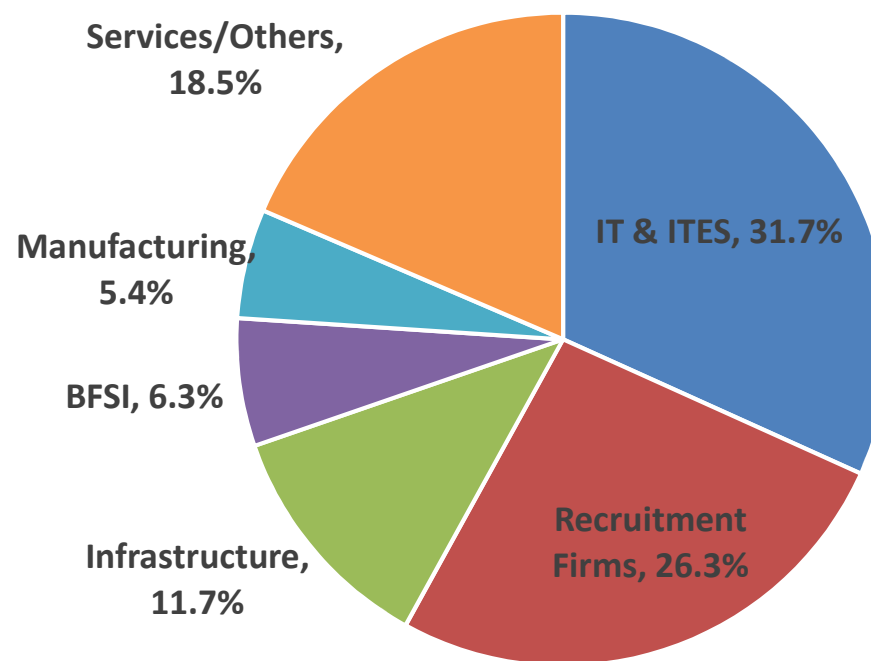
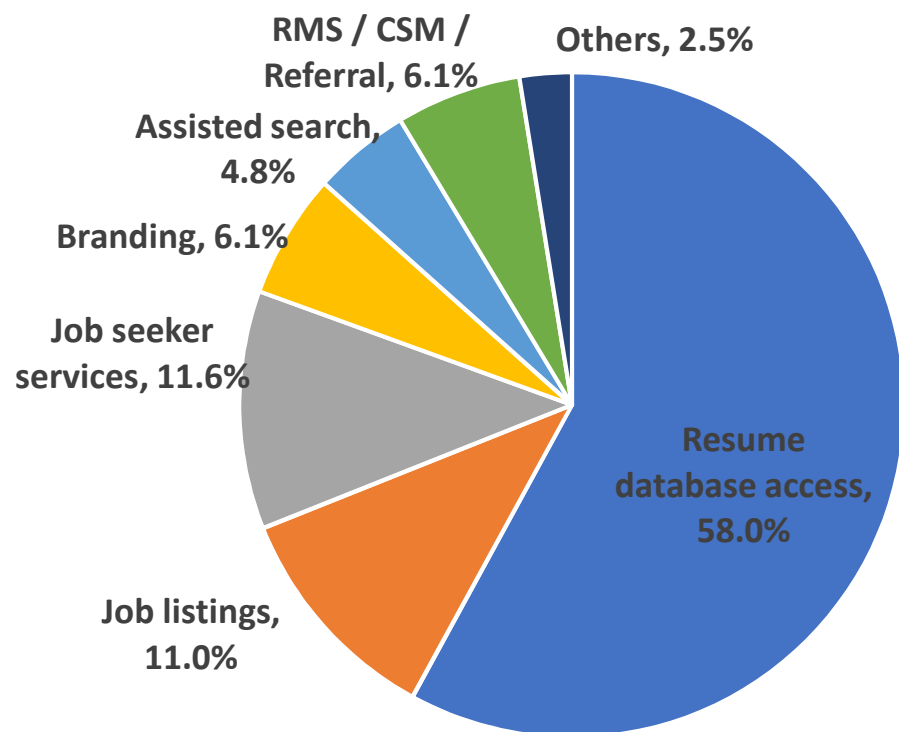
- Naukri has over 100% of industry profits enabling greater investment in
 - Product innovation
 - Engineering
 - Brand support
 - Sales network
 - Servicing back office
 - Superior talent

Revenue sources for Naukri

- B2B revenues (as on date) comprise ~90% of overall Naukri revenue and includes:
 - Resume database access
 - Job Posting (response management)
 - Employer branding (visibility)
 - RMS
 - eHire - Resume short listing and Walk-ins
- B2C includes revenue from
 - Job seeker services

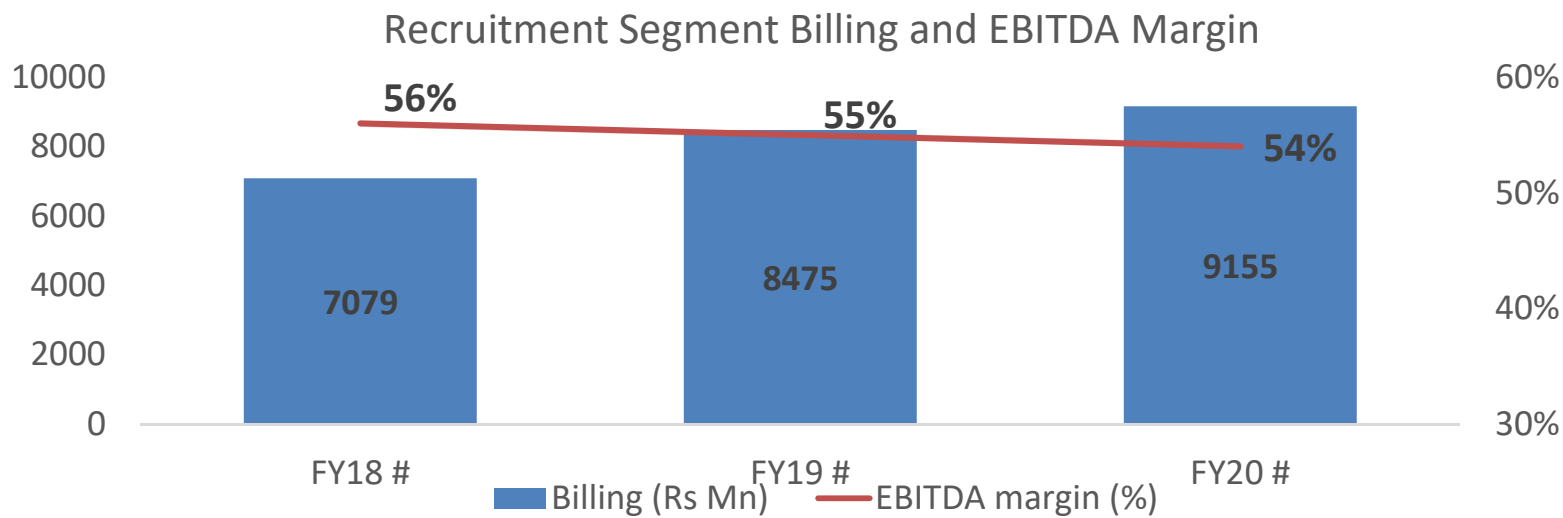
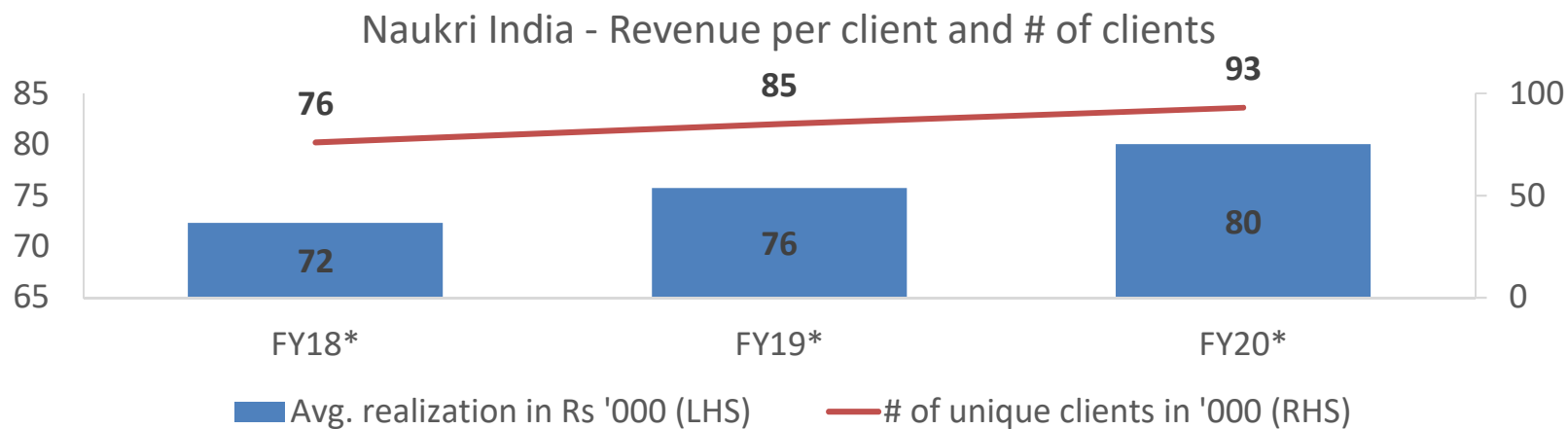
Breakdown of revenue by Product and Industry

Data for trailing 12 months to Dec 2020



~50% of consultants caters to IT/ ITES industry. Accordingly, IT and ITes contributes ~42-44% of overall revenues.

Increasing realization per unique client with increasing number of customers



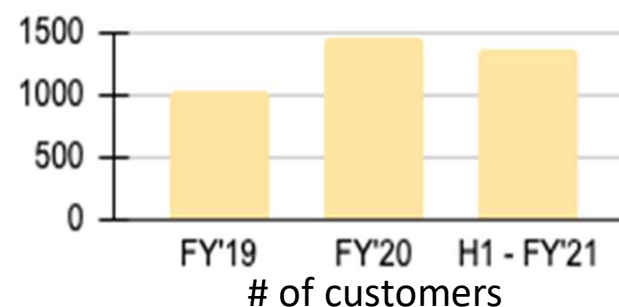
• # FY18 – FY20 numbers as per IND-AS. Above numbers are segmental business numbers for Naukri..

Naukri Investment strategy

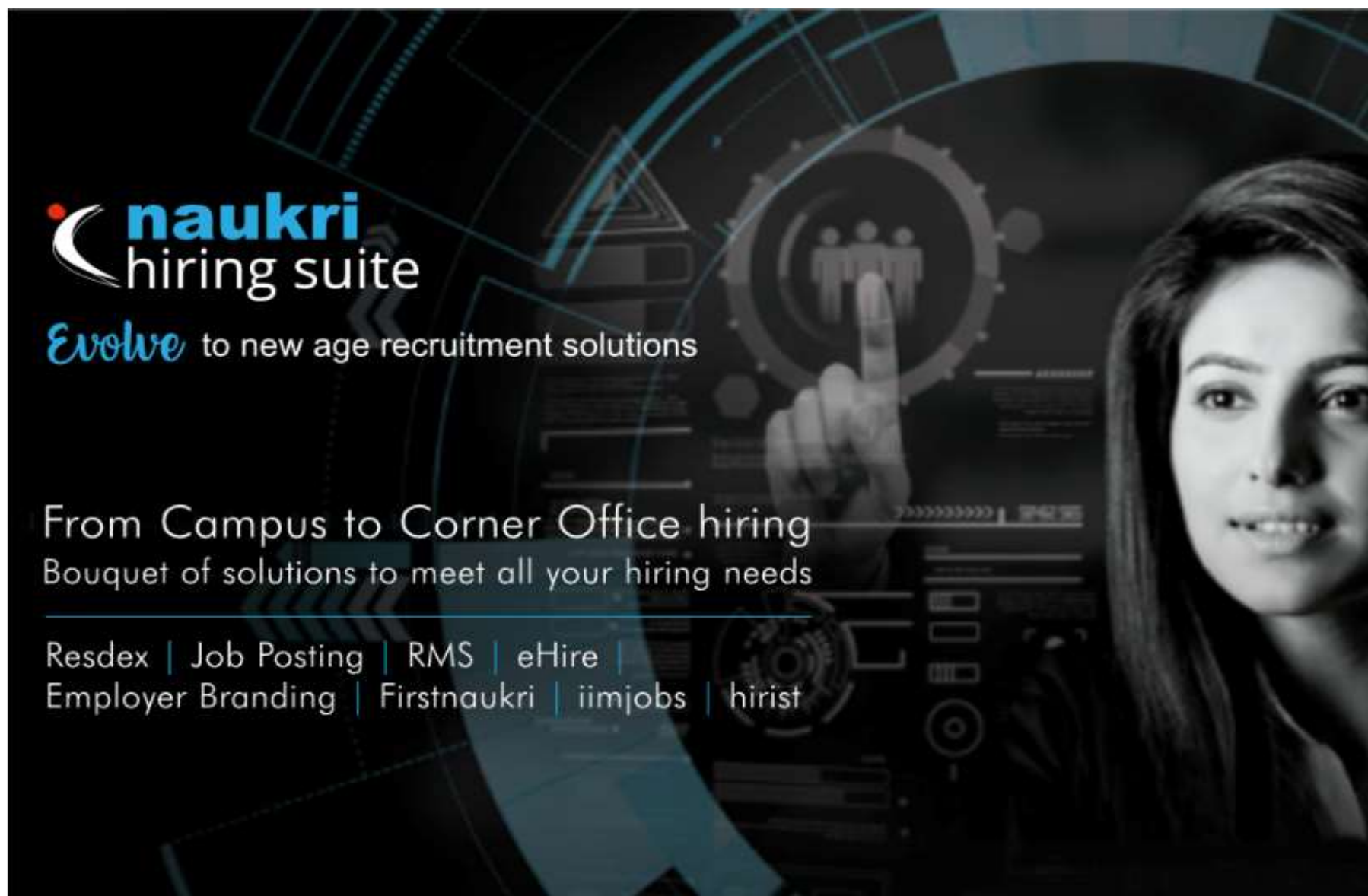


iimjobs.com

- iimjobs.com is India's leading recruitment platform for management professionals
- Hirst.com is an exclusive recruitment platform for premium technology talent
- All iimjobs products are now completely sold through the naukri sales team
- 3.25 million registered users (1.9mn on iimjobs and 1.4mn on hirst)
- Over 25k jobs posted every month; Over 2.2 million applications / month
- Consistent billing growth of 20% for last 3 FY.
 - FY'18 – Rs 149 Mn
 - FY'19 – Rs 182 Mn
 - FY'20 – Rs 218 Mn



New GTM approach for Naukri.



naukri
hiring suite

Evolve to new age recruitment solutions

From Campus to Corner Office hiring
Bouquet of solutions to meet all your hiring needs

Resdex | Job Posting | RMS | eHire |
Employer Branding | Firstnaukri | iimjobs | hirst

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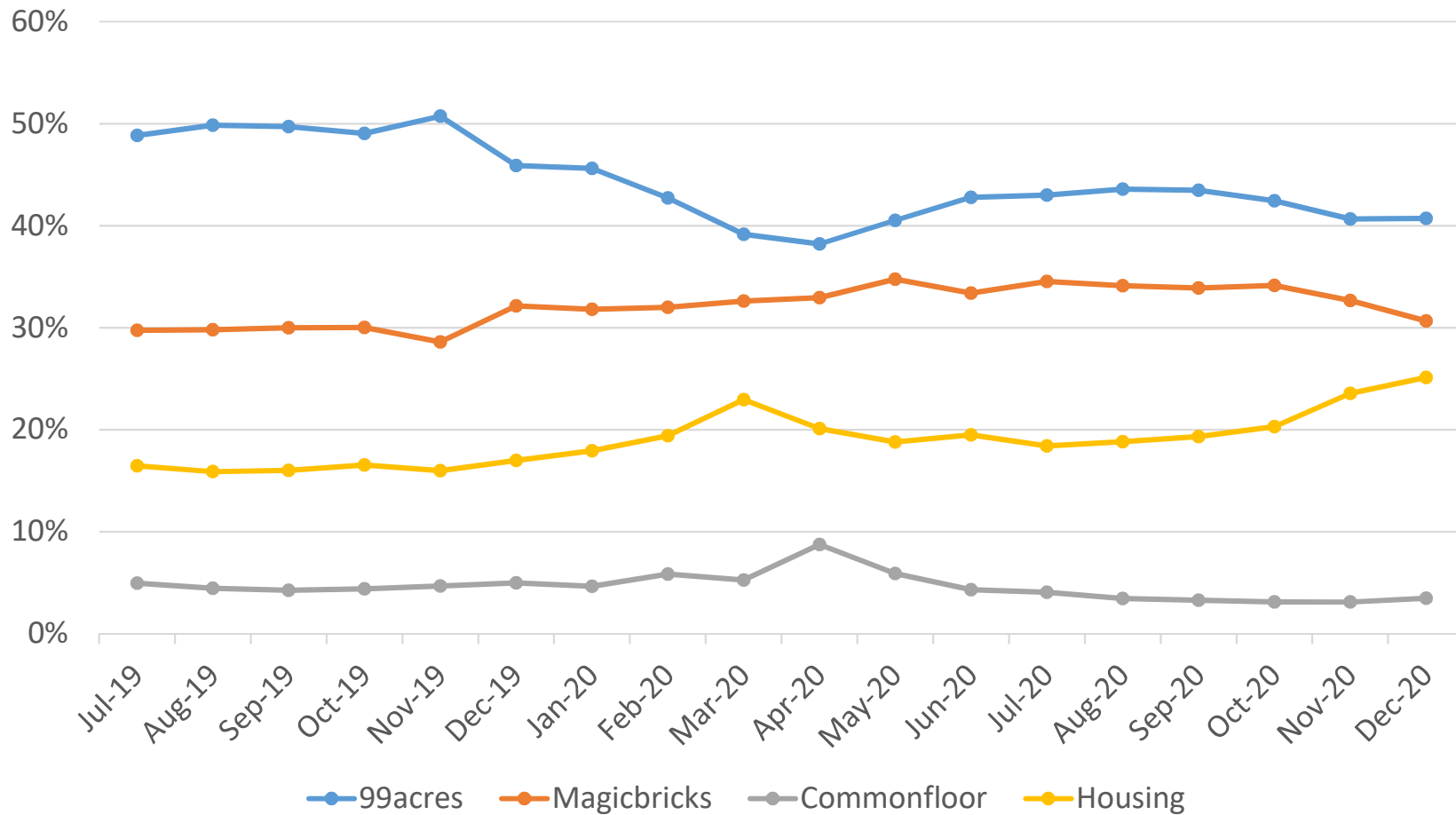
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|--|--|---|---|--|
| | <p>BOOK YOUR DREAM ADOBE IN THE HEART of Dubai Pay After Handover</p> | <p>INVEST IN DUBAI FOR LUXURY APARTMENTS for Prices contact 971562998939</p> | <p>SPRING VALLEY DEW KATARA HILLS Bhopal @ 18.26 lakhs onwards</p> | <p>AVINASI NAYA RA Ready to r Apartment</p> |
|--|--|---|---|--|

Online Real Estate marketing business in India

- Real estate is one of the largest spender on advertising in print media
- Our estimate of spend on online real estate portals is about Rs 6.0-7.0 bn in FY 19-20 (excluding Google and Facebook)
- 99acres, a leader in this category
 - Google, Facebook and local classifieds sites (like Olx and Quikr) also compete for this market
- Access through mobile app increasing consistently

99acres traffic share

Overall traffic (from desktops & laptops, web mobile)



Source: SimilarWeb

Similarweb stopped reporting the traffic data generated from mobile app since Q3'21.

99acres business model



Revenue Model

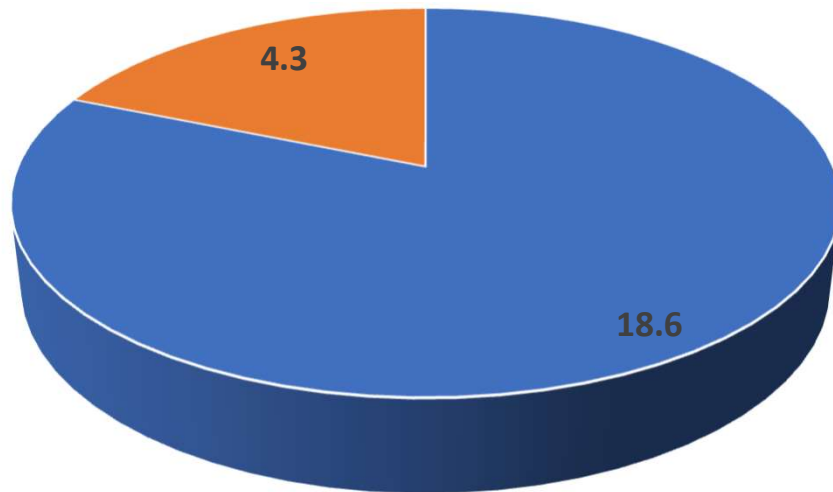
- Projects
 - Listings
 - Featured listings
 - Microsites
 - Email campaigns
 - Banner Ads
- Re-sale
 - Listings
 - Featured listings
- Rental
 - Listings
 - Featured listings

Key business metrics for 99acres (Q3)

- **As of Dec 31, 2020**
 - Total projects 1,77,200 + (under construction or ready-to-move-in)
 - Total listings 9,18,985 (including 4,32,166 owner listings)
 - Residential 7,80,813
 - Commercial 1,38,172

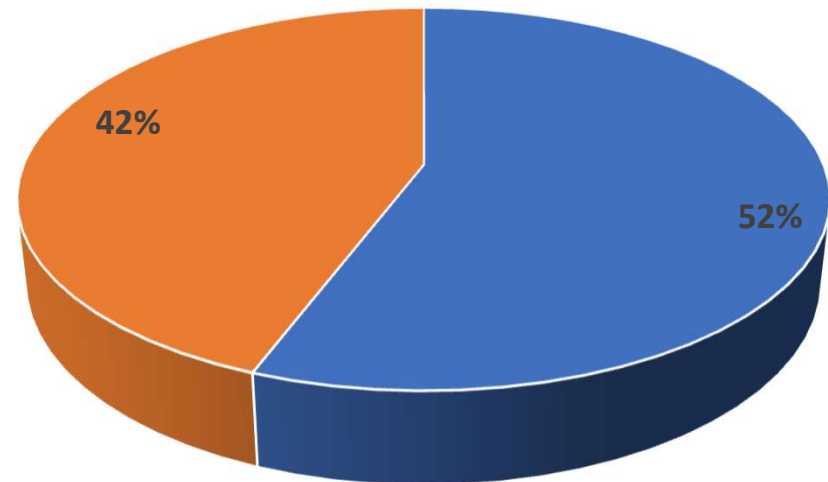
Break-down of Customers and Billing

No. of customers in '000



■ BROKER ■ BUILDER

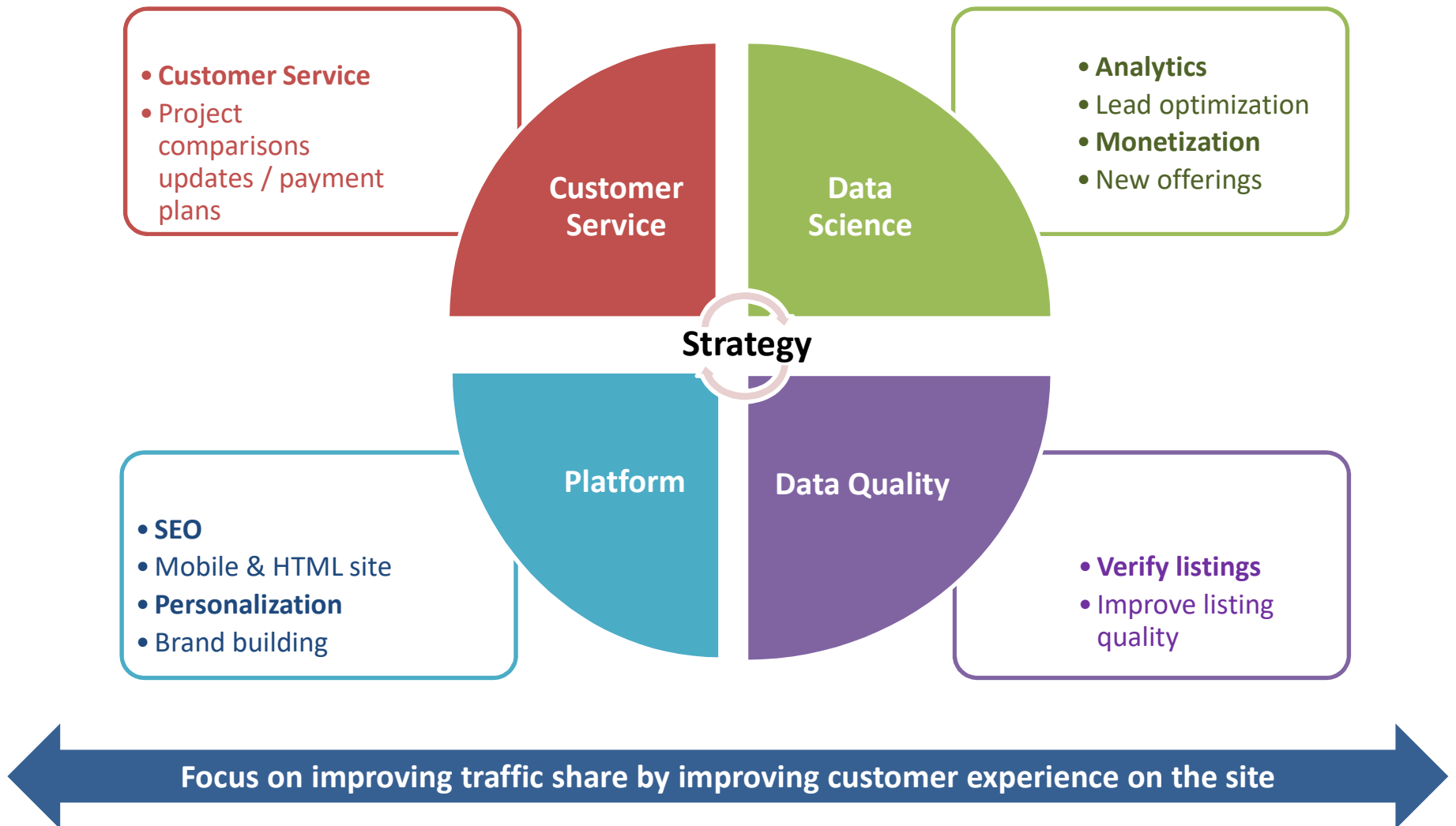
Billing breakdown by customer type



■ BROKER ■ BUILDER

Data for trailing 12 months to Dec 2020

99acres –strategy

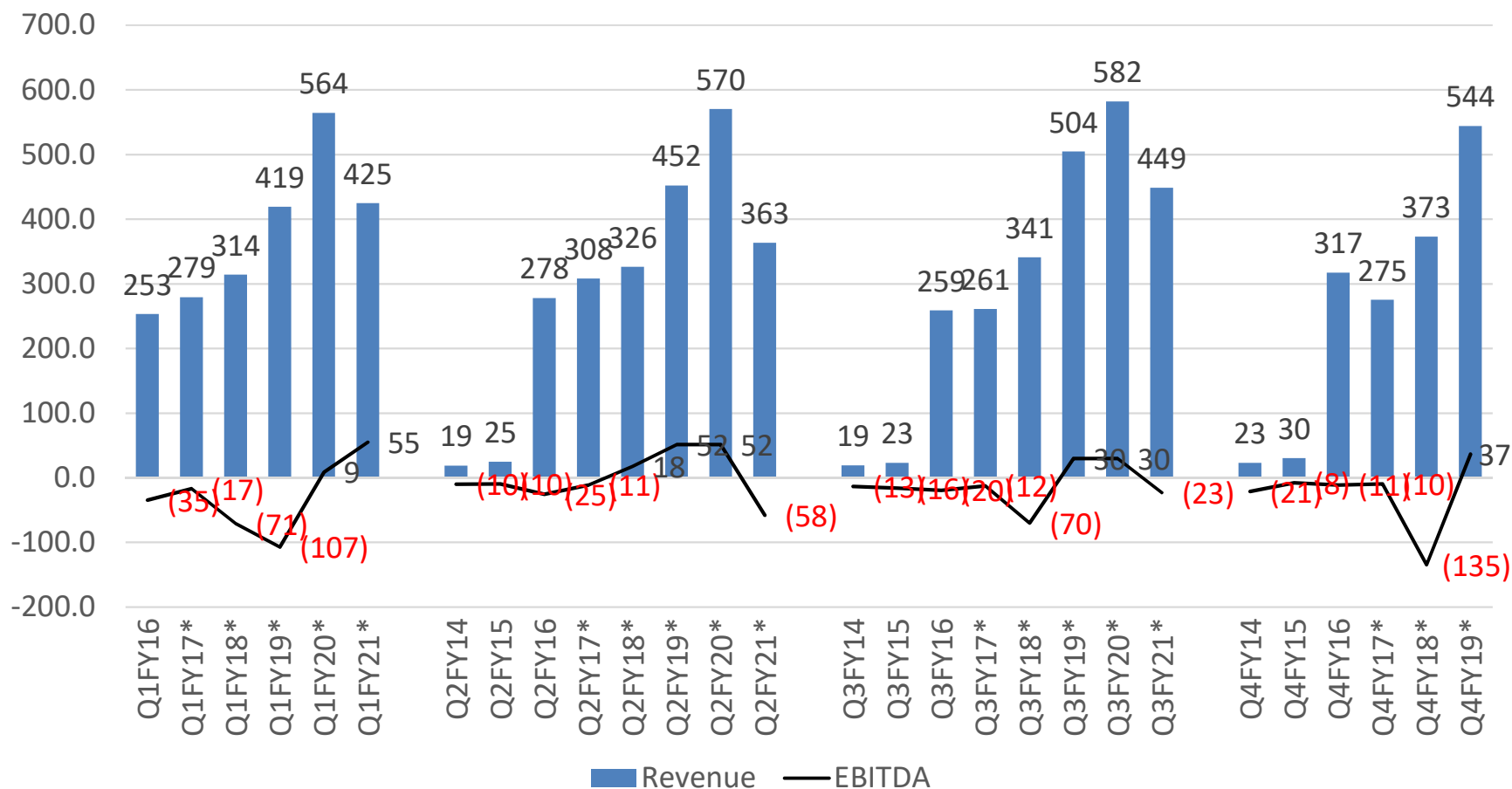


99 acres Peer Comparison

- **Leadership position maintained**
 - We have maintained highest traffic share for 99acres for past several quarters
 - To ensure data quality, innovation and customer retention, we have increased our investments in product / data quality / marketing
- **Listings growth intact**
 - Listings growth on 99acres has remained intact, primarily driven by broker segment.
- **Aggressive marketing spends by competitors**
 - Significant increase in marketing spends by competitors Magicbrick and Housing.

99 acres – Quarterly Financials

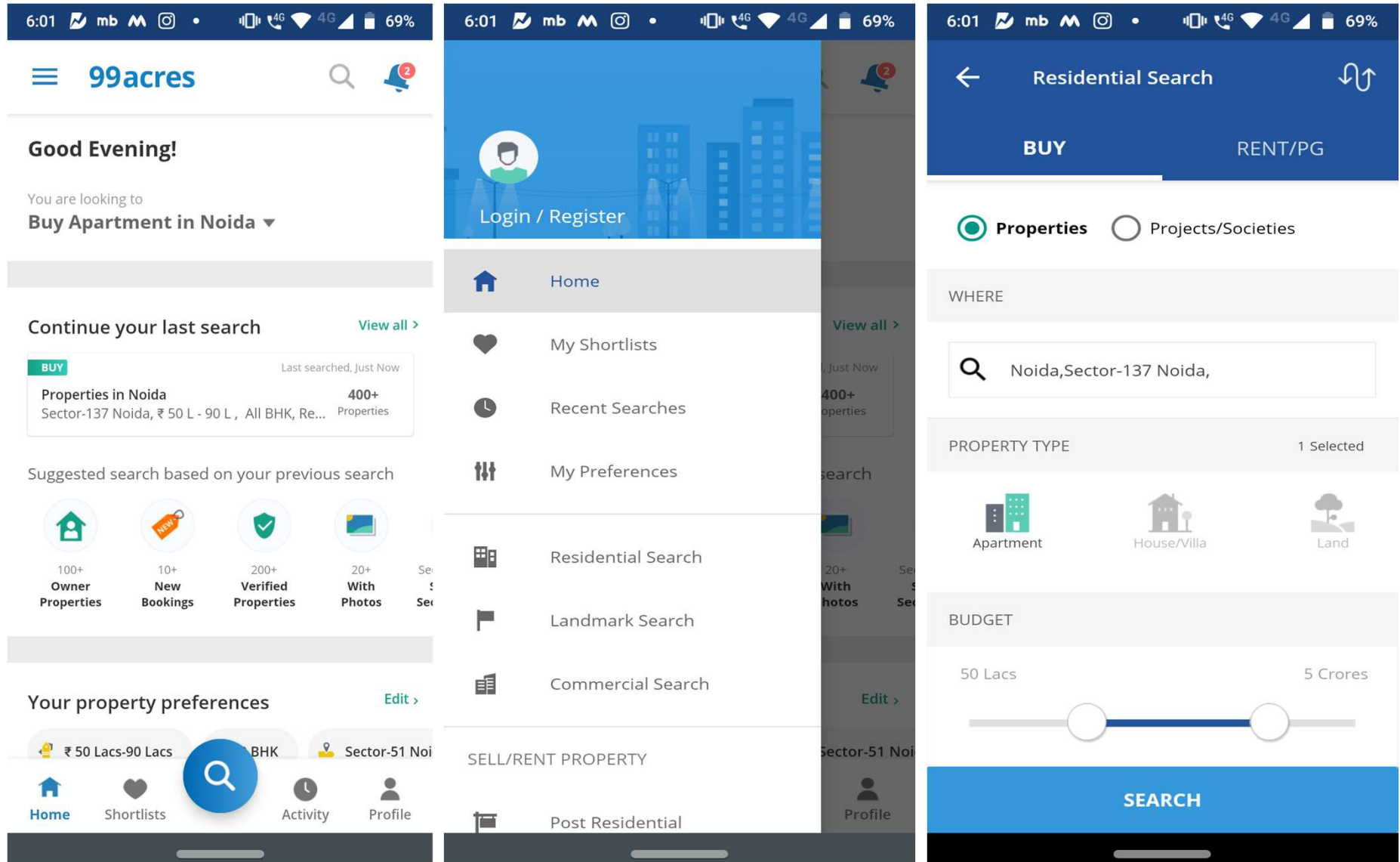
99acres Quarterly Revenue (Rs Mn) and EBITDA (Rs Mn)



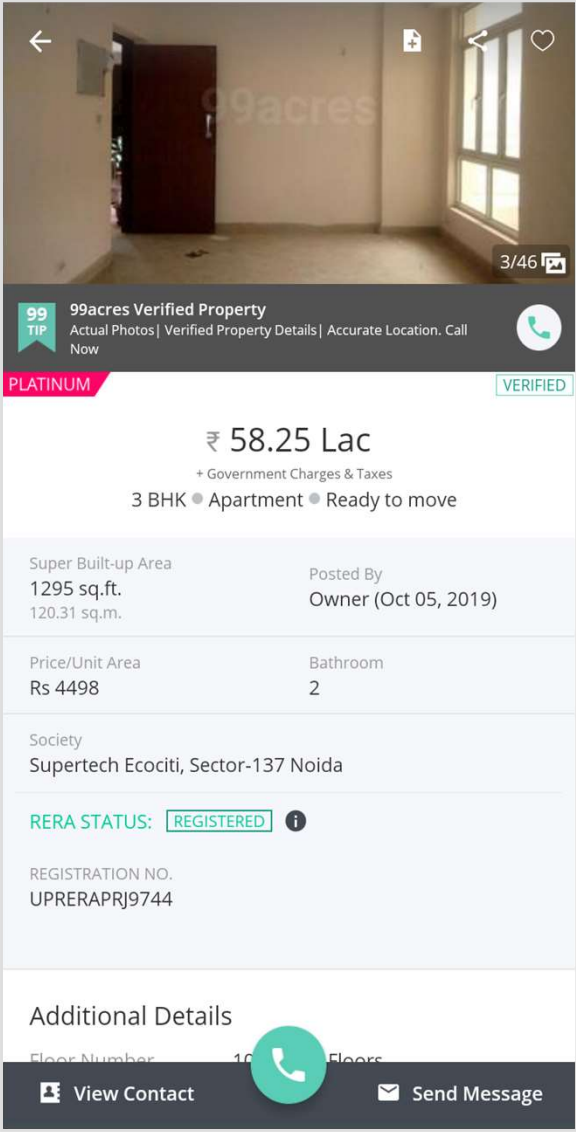
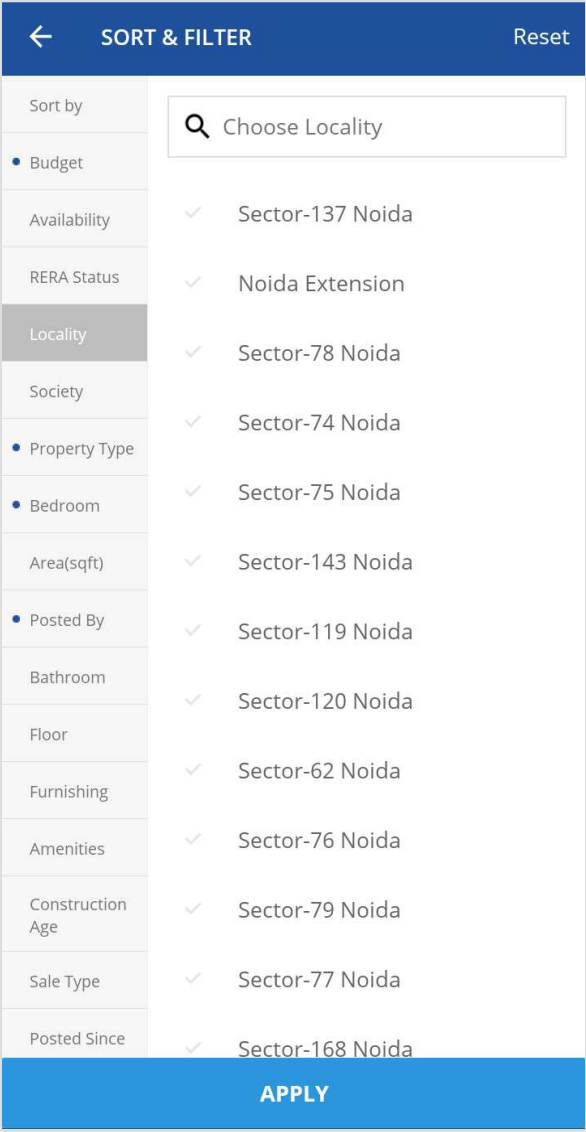
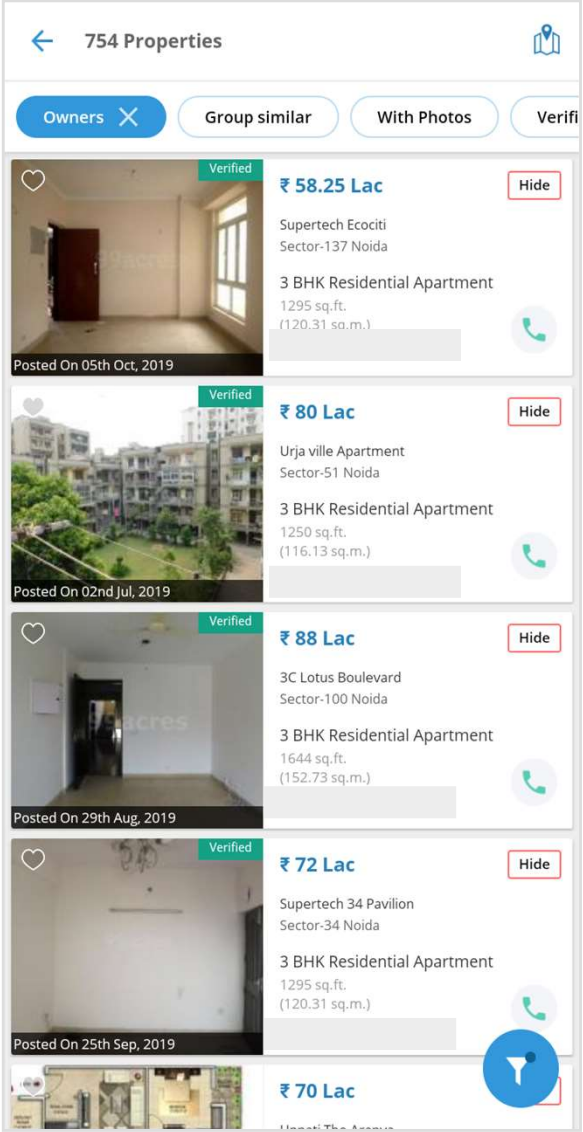
99acres cumulative cash loss (management estimate) at Rs 2622 MN. Above numbers are segmental financials for 99 Acres business.

- FY18 onwards numbers are EBITDA numbers (adjusted for non-cash ESOP charges) as per IND-AS; All others in I GAAP
- FY20 onwards EBITDA numbers includes the impact of IND AS 116.


Mobile app – home screen, navigation and search infoedge




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



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

← 232 Projects 


RERA REGISTERED




ATS Pious Hideaways
Sector-150, Noida

₹ 63 - 79.56 Lac
₹4500/Sq.Ft. Onwards

Mar 2026

3 BHK Apartment 


RERA REGISTERED




TATA Eureka Park
Sector-150, Noida

₹ 59.5 - 85.19 Lac
₹5289/Sq.Ft. Onwards

Mar 2023

2,3 BHK Apartment 


RERA REGISTERED




ATS Picturesque Reprieves
Sector-152, Noida

₹ 87.88 Lac - 1.52 Crore
₹4750/Sq.Ft. Onwards

Oct 2024

3,4 BHK Apartment 


RERA REGISTERED Seen




ATS Le Grandiose
Sector-150, Noida

₹ 74.75 Lac - 1.52 Crore
₹4600/Sq.Ft. Onwards

Dec 2022

3,4 BHK Apartment 


RERA REGISTERED




Gaur City 2 14th Avenue
Noida Extension, Noida

₹ 23.1 - 53.52 Lac
₹3100/Sq.Ft. Onwards


Ready To Move




1,2,3 BHK Apartment 


RERA REGISTERED




ACE Parkway
Sector-150, Noida

 Sort & Filter

←   





ATS Pious Hideaways
Sector-150 Noida


 **ATS Builders**


Construction status
Under Construction
Mar 2026


Builder Name
ATS Builders

 Unit Configuration
3 BHK Apartment

 Project Details
**12 Towers, 749 Units
32 Floors**



 Total Project Area
17.80 Acres
(72034.1 sq.m.) **80% Open**



 Rera Status
REGISTERED

 Rera Details
UPRERAPRJ442430
<http://up-rera.in/>


Floor Plans


| | | |
|--|--|--|
| <p>3 BHK Apartment 1400 sq.ft.(130.1 sq.m.)</p> | <p>3 BHK Apartment 1615 sq.ft.(150 sq.m.)</p> | <p>3 BHK Apartment 1675 sq.ft.(155.6 sq.m.)</p> |
|--|--|--|

 Brochure  Send Message

← **Sell / Rent Property**

 **BASIC INFORMATION**


 **PROPERTY DETAILS**


I WANT TO


Sell property


Rent-out property

YOUR PROPERTY TYPE


 Apartment

 Builder Floor

 Plot/Land


 House

ADD YOUR PROPERTY PHOTOS



+ Add Photo

YOUR PROPERTY ADDRESS

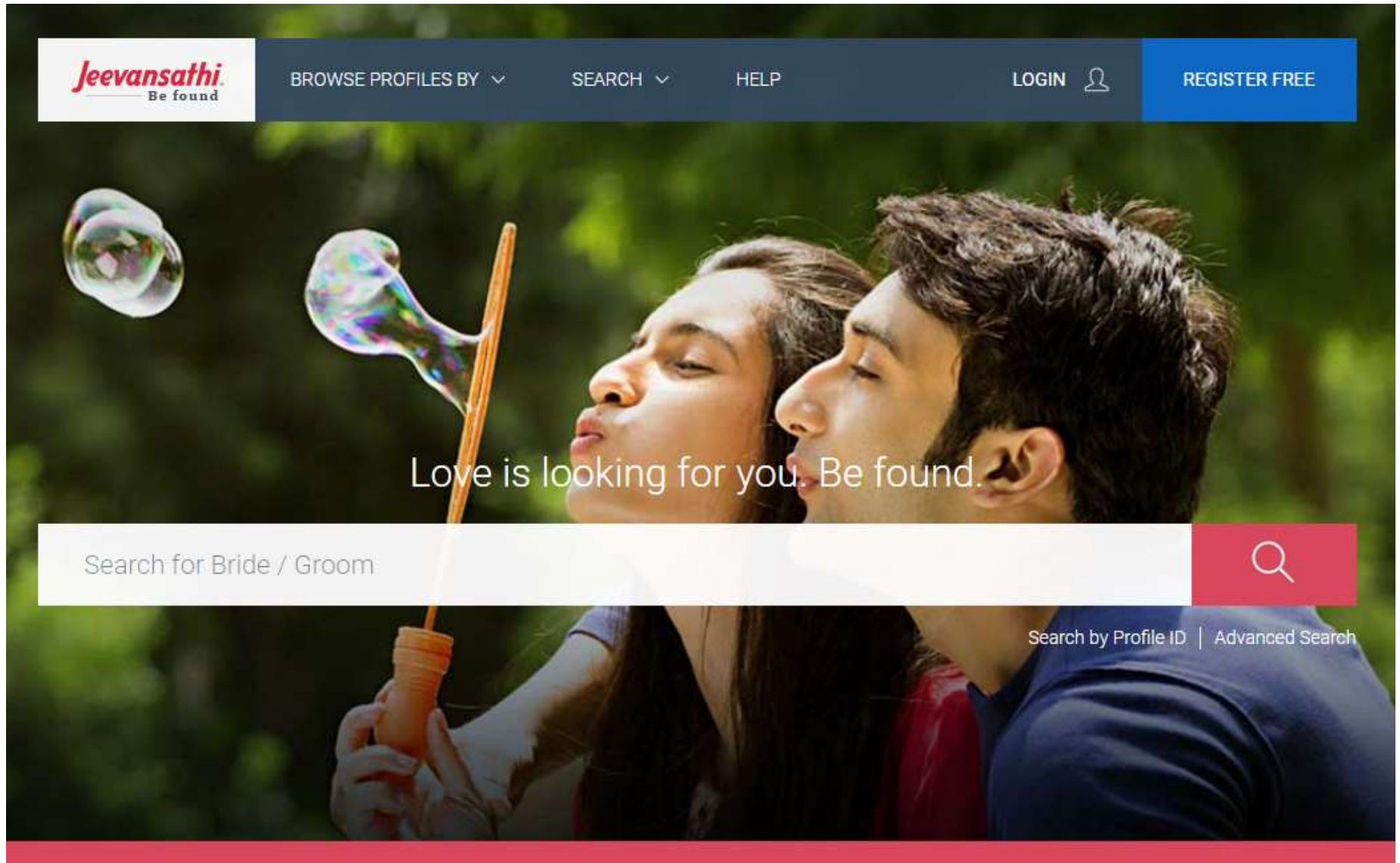
 Detect my location

City

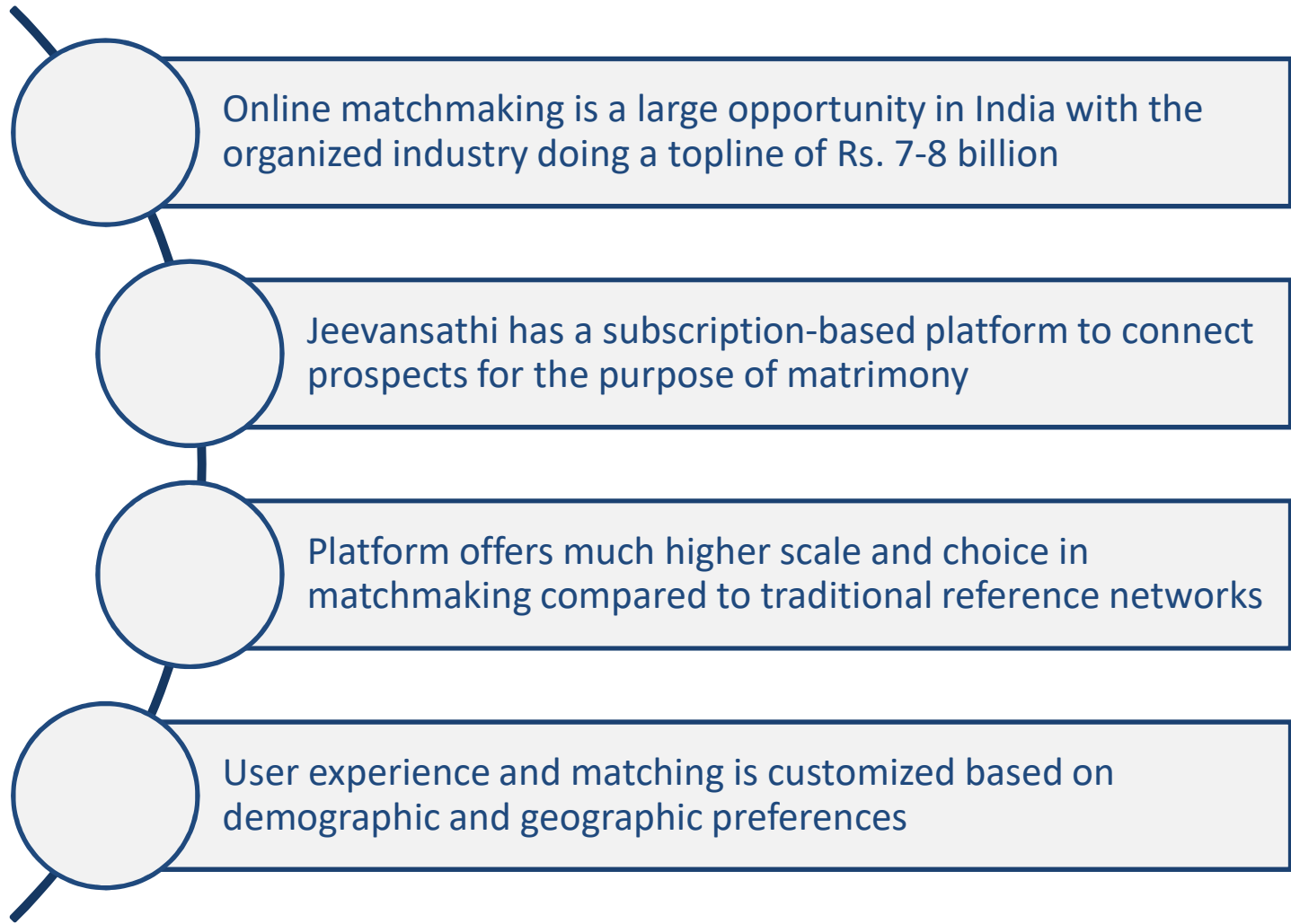
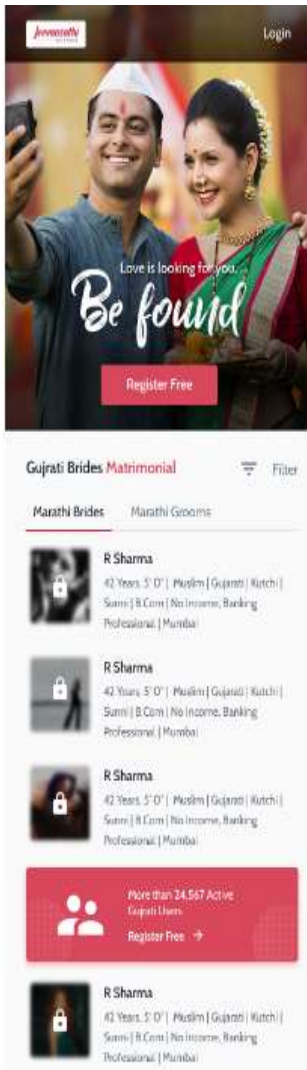
Locality

NEXT

Jeevansathi



Online matchmaking in India and the Jeevansathi Business Model



Jeevansathi leads innovation



Jeevansathi launched these features first in the industry and continues to be the leader in offering the best experience

Jeevansathi's strengths

Leadership in the North markets

- Growth supported by faster internet users growth in the North
- Solid understanding of tier 2/3 cities leading to much higher growth rates in these markets

Capital Efficient Business

- Highest sales productivity in the industry achieved through tech-led sales processes
- Highest EBITDA margins (Excl. marketing) indicates efficient operations while the business makes marketing investments for future growth

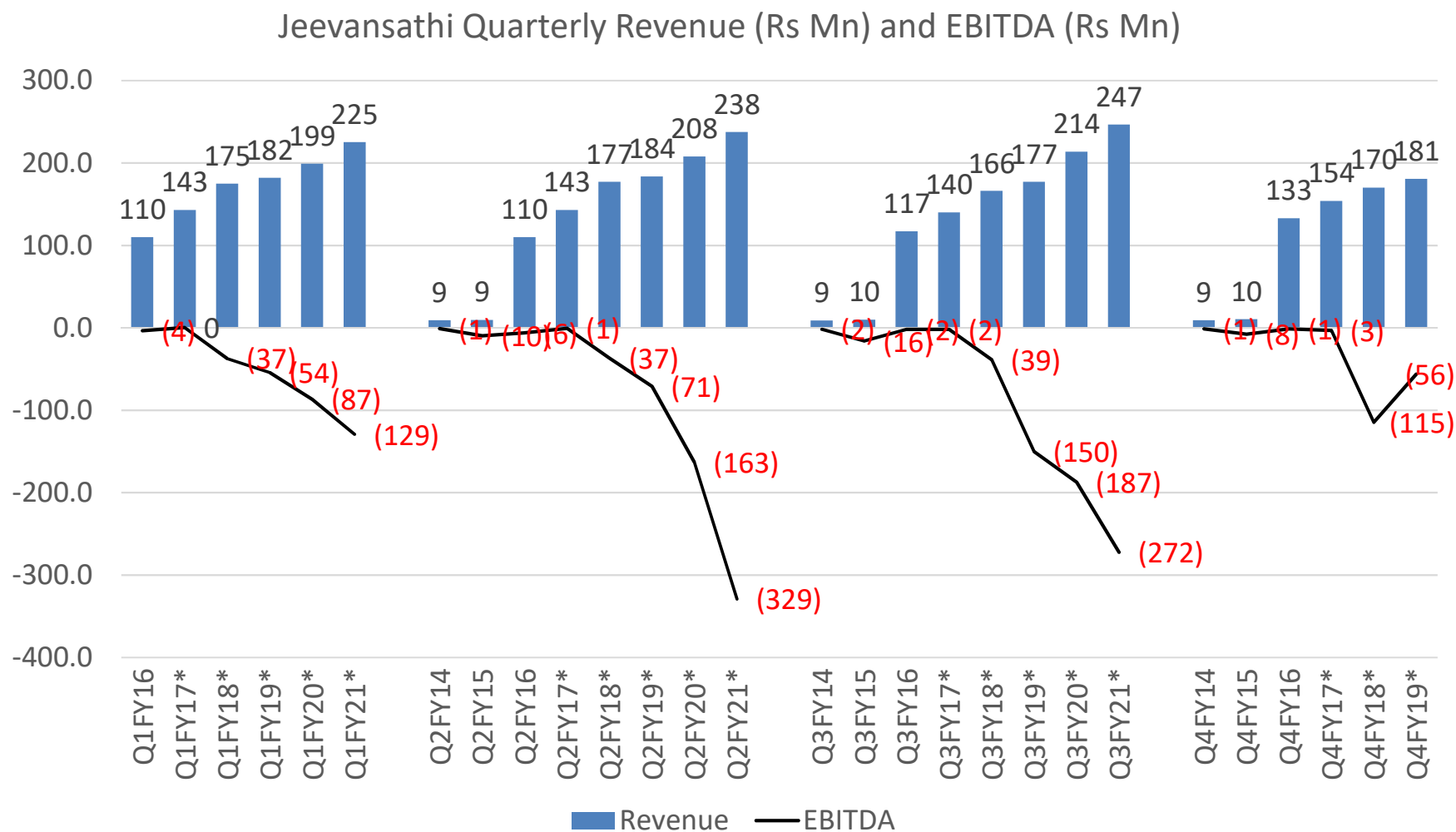
Innovation-led Product

- Industry leading features launched in the last couple of years to maintain product leadership
- Sophisticated recommendation engine based on millions of daily interactions on the platform

High App Usage

- 90%+ of user traffic and time spent is on Android & iOS apps
- Such high adoption of apps indicates user stickiness and helps increase time on site and active user base

Jeevansathi – Quarterly financials



Jeevansathi cumulative cash loss (management estimate) at Rs 2143 MN. Above numbers are segmental financials for JS business.

- FY18 onwards numbers are EBITDA numbers (adjusted for non-cash ESOP charges) as per IND-AS; All others in I GAAP
- FY20 onwards EBITDA numbers includes the impact of IND AS 116.

shiksha MBA ▾ ENGINEERING ▾ LAW ▾ DESIGN ▾ MORE COURSES ▾ STUDY ABROAD ▾ COUNSELLING ▾ Ask Login Sign Up

COLLEGES EXAMS QUESTIONS ^{New} CAREERS

Find colleges, universities & courses Enter location **Search**

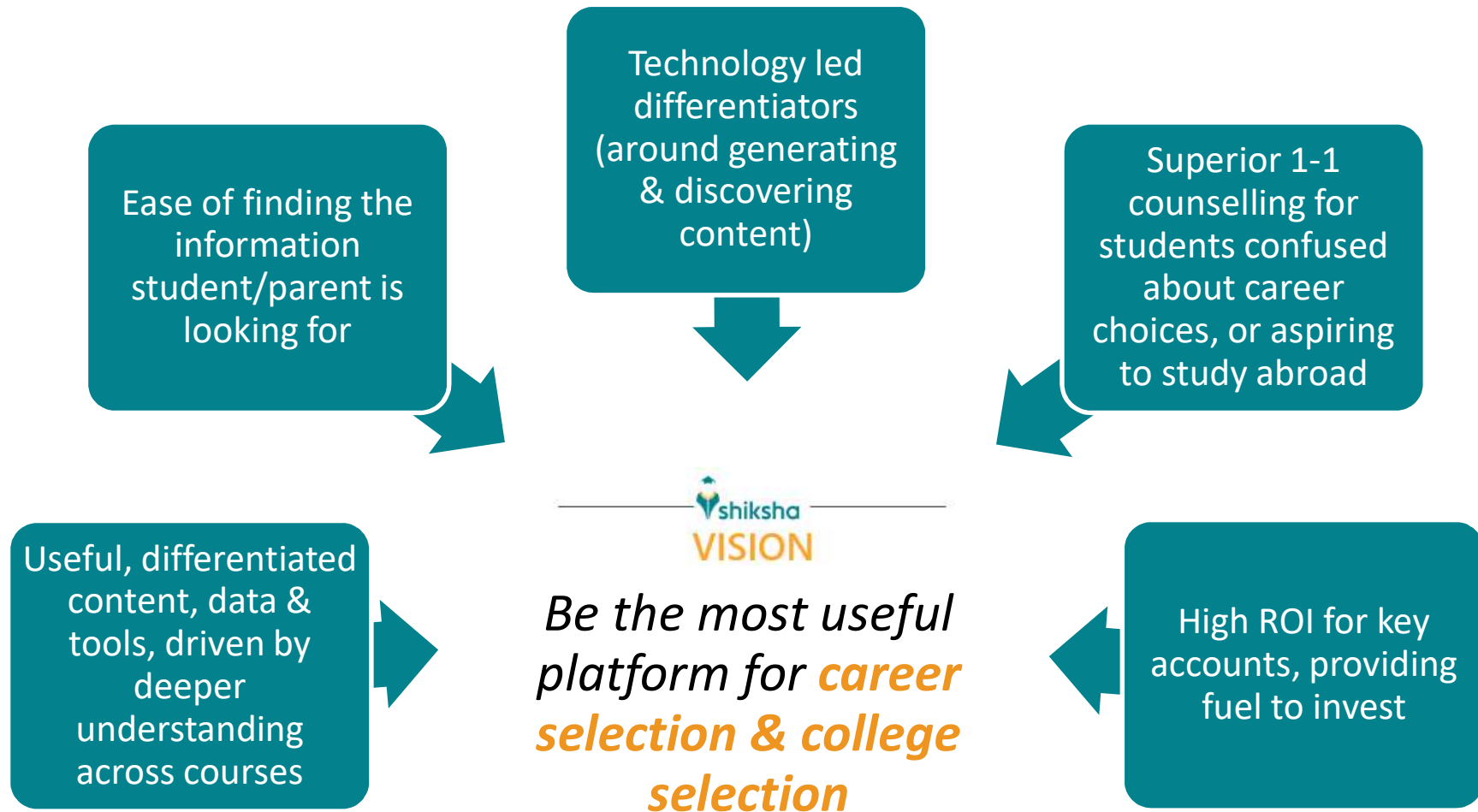
Indus Business Academy (IBA), Bangalore (view details)

Featured

| | | | | |
|--|--|--|---|---|
| Garden City University Bangalore Emphasis on Life | Birla Global University Bhubaneswar MBA Admissions 2018 | International Management Institute Kolkata 100% Placement Record | SRM Chennai Amaravati Delhi Ncr Apply Now SRMJEEE 2018 | T. A. Pai Management Institute (TAPMI) Manipal Last Date to Apply 11th Feb 18 |
|--|--|--|---|---|

A website which helps students decide undergraduate and post graduate options, by providing useful information on careers, exams, colleges & courses

Shiksha Vision & Key Enablers



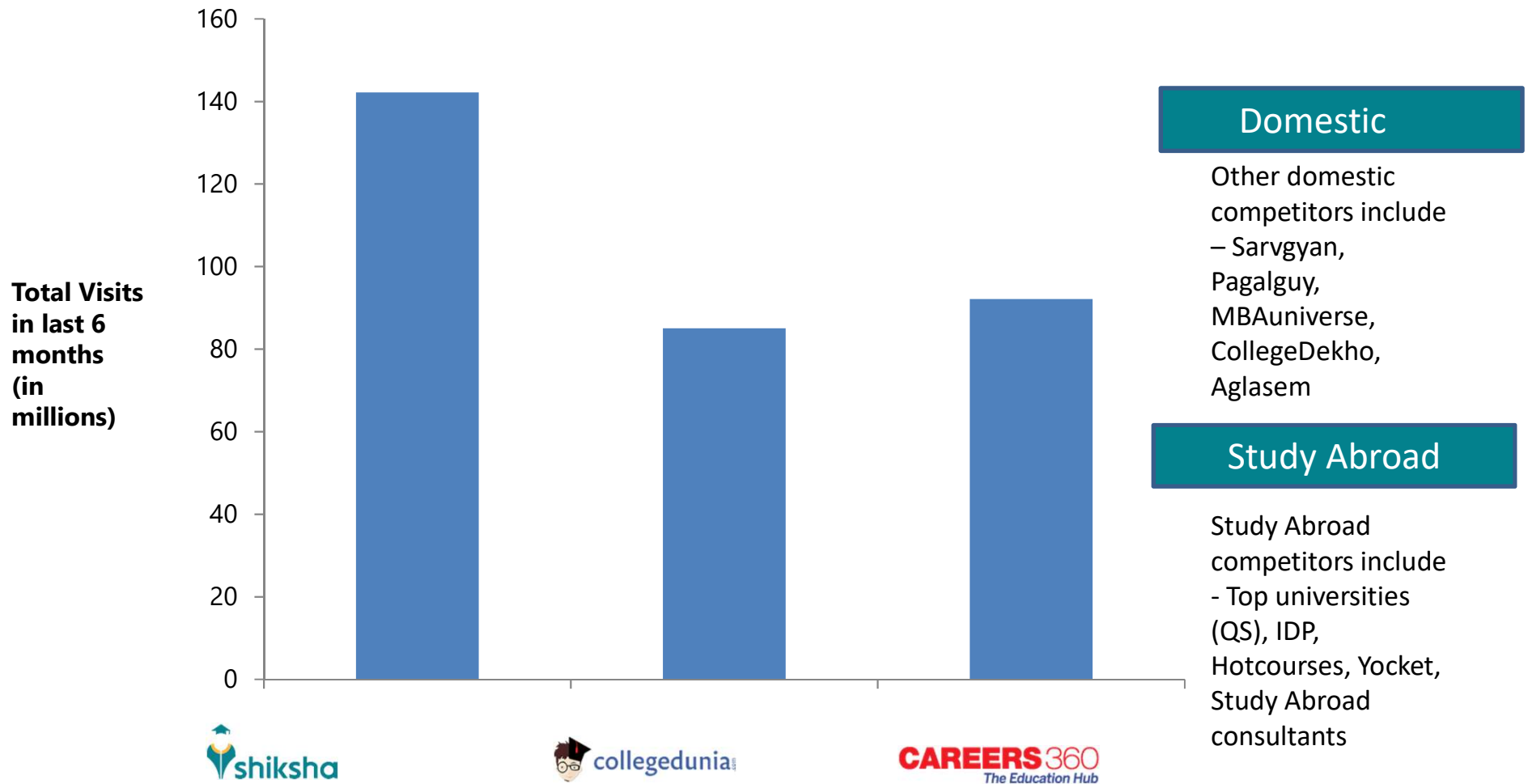
Shiksha's Strengths

Shiksha is India's largest Higher Education Classified platform



Source: Google Analytics and Internal Tracking (Feb 20-Jan 21)

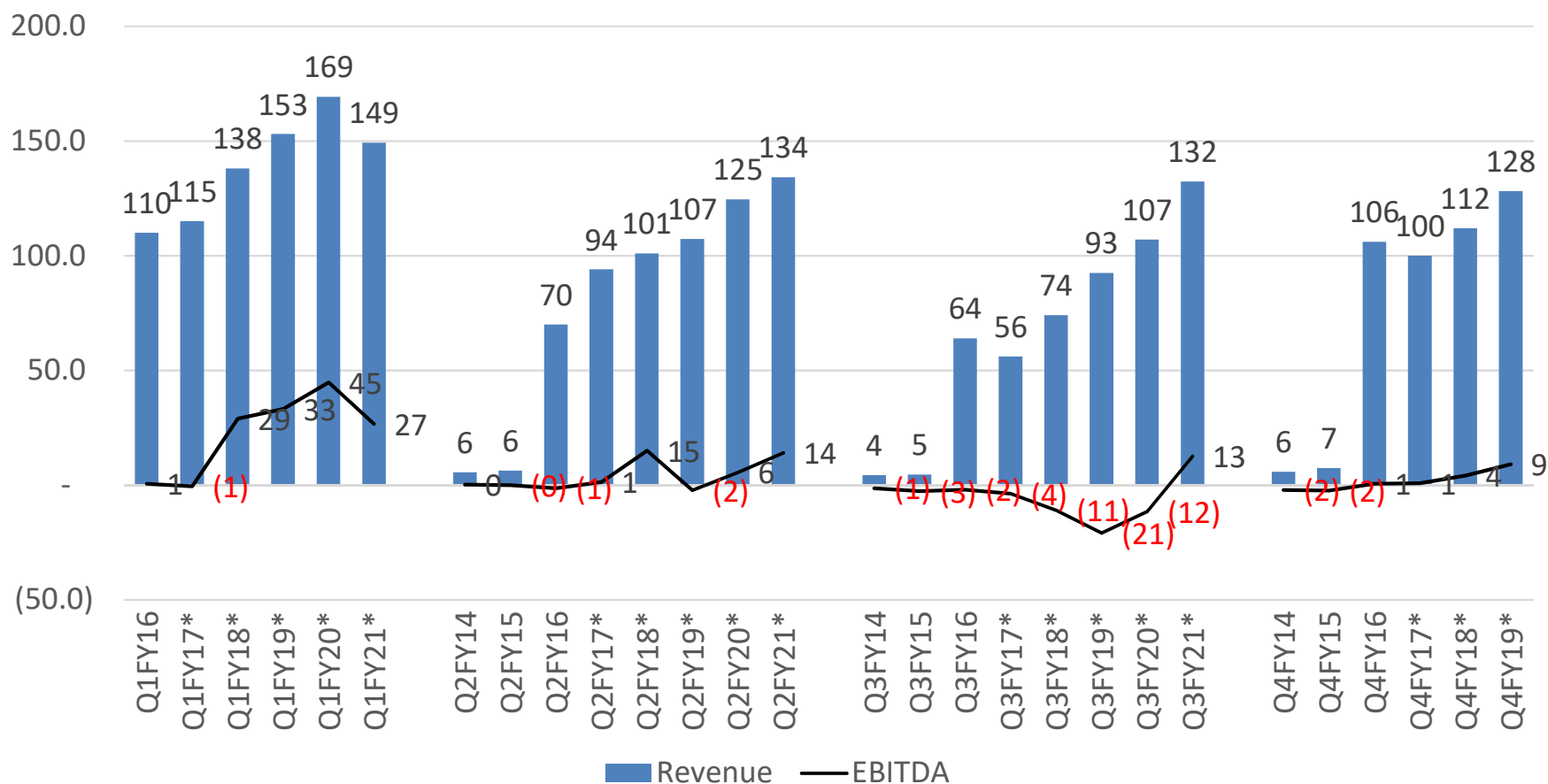
Shiksha Most Popular Website Among Students infoedge



Source: SimilarWeb Visits (July-Dec 2020)

Shiksha – Quarterly financials

Shiksha Quarterly Revenue (Rs Mn) and EBITDA (Rs Mn)



Shiksha cumulative cash loss (management estimate) at Rs 340 MN . Above numbers are segmental financials for Shiksha Business.

- FY18 onwards numbers are EBITDA numbers (adjusted for non-cash ESOP charges) as per IND-AS; All others in I GAAP
- FY20 onwards EBITDA numbers includes the impact of IND AS 116.

Investments

Investment Portfolio

| Investee Company | Website | Book value of investments as of Dec'31, 2020 (Rs Mn) | Approx. diluted and converted shareholding % (Actual) |
|---|---|---|---|
| Zomato Media Pvt Ltd. | www.zomato.com | 1,522 | 19.30 % |
| Etechaces Marketing and Consulting Pvt Ltd. | www.policybazaar.com | 5,758 | 15.10 % |
| Happily Unmarried Marketing Pvt Ltd. | www.happilyunmarried.com | 323 | 29.99%-32.71% |
| NoPaperForms Solutions Private Limited | www.nopaperforms.com | 337 | 48.10 % |
| International Educational Gateway Private Limited | https://www.university.com/ | 205 | 39.88 % |
| Agstack Technologies Private Limited | http://www.gramophone.in/ | 259 | 32.91 % |
| Bizcrum Infotech Private Limited | https://www.shoekonnnect.com | 263 | 28.01 % |
| Medcords Healthcare Solutions Private Limited | http://www.medcords.com/ | 96 | 15.76 % |
| Printo Document Services Private Limited | http://www.printo.in/ | 159 | 25.12 % |
| Shop Kirana E Trading Private Limited | http://shopkirana.com/ | 604 | 25.36 % |
| Greytip Software Private Limited | https://www.greythr.com/ | 350 | 21.78 % |
| Metis Eduventures Private Limited (Adda_247) | https://www.adda247.com/ | 280 | 16.97 % |
| Terralytics Analysis Private Limited (Teal) | https://www.tealindia.in/ | 50 | 20.00 % |
| LQ Global Services Private Limited | https://www.legitquest.com/ | 15 | 16.67 % |
| Llama Logisol Private Limited (Shipsy) | https://shipsy.in/ | 247 | 19.04 % |
| Sunrise Mentors Pvt Ltd (Coding Ninja) | https://www.codingninjas.com/ | 371 | 25.00 % |
| Investment in AIF | | 1500 | |
| Sub Total | | 12,339 | |

We may from time to time consider various investment / asset monetization opportunities, as we had done in past, However there can be no assurance regarding whether we will be able to complete such investments / asset monetization opportunities on commercial terms acceptable to us , or at all.

No definitive documentation in connection with such investment has been executed as of date.

* Net of disposal of secondary sale with proceeds of USD 50 mn; Shareholding post the latest round of investment and dilution

** Represents effective economic interest held by Info Edge directly or through its wholly owned subsidiaries (7.59%) and indirectly through a JV subsidiary with Temasek (8.26%). The amount represents Info Edge's net investment.

Written off / provisioned investments (fully/ partially) – Studyplaces, 99Labels, Nogle Technologies, Canvera Digital, Kinobeo Software Pvt. Ltd. (Mydala), Green Leaves Consumer Services (Bigstylist), Rare Media Co., Vcare TechNologies (Diro Labs) and Mint Bird Tech. (Vacationlabs), Aplect Learning (Meritnation), Wishbook, Unnati , Ideaclick (Zipserve) and Printo Document services and Pvt Limited (Partial Provision)- Total amount written off is Rs 3,339 Mn.

Investee companies financials

Figures in Rs Mn.

| Investee Company | Website | Operating revenue | | | Operating EBITDA | | |
|---|---|-------------------|------------------|------------------|-------------------|--------------------|--------------------|
| | | FY18 | FY19 | FY20 | FY18 | FY19 | FY20 |
| Partly owned subsidiary | | | | | | | |
| Applect Learning Systems Pvt Ltd. | www.meritnation.com | 308.36 | 347.66 | 245.75 | (130.92) | (224.87) | (211.89) |
| Associate Companies | Associate Companies | | | | | | |
| Zomato Media Pvt Ltd. | www.zomato.com | | | | | | |
| Etechaces Marketing and Consulting Pvt Ltd. | www.policybazaar.com | | | | | | |
| Happily Unmarried Marketing Pvt Ltd. | www.happilyunmarried.com | | | | | | |
| Unnati Online Pvt Ltd | www.unnatihelpers.com | | | | | | |
| VCARE Technologies Pvt. Ltd. | www.diolabs.com | | | | | | |
| Ideaclicks Infolabs Private Ltd. | www.zippserv.com | | | | | | |
| Kinobeo Software Pvt Ltd. | www.mydala.com | 8,650.63 | | | (1,492.06) | | |
| Green Leaves Consumer Services Pvt. Ltd. | www.bigstylist.com | | 19,775.33 | | | (26,174.74) | |
| Mint Bird Technologies Pvt. Ltd. | www.vacationlabs.com | | | | | | |
| Rare Media Company Pvt. Ltd. | www.bluedolph.in | | | | | | |
| Wishbook Infoservices Pvt Ltd | www.wishbooks.io | | | | | | |
| NoPaperForms Solutions Private Limited | www.nopaperforms.com | | | 38,530.19 | | | (27,118.30) |
| International Educational Gateway Private Limited | www.univariety.com | | | | | | |
| Agstack Technologies Private Limited | www.gramophone.in | | | | | | |
| Bizcrum Infotech Private Limited | www.shoekconnect.com | | | | | | |
| Medcords Healthcare Solutions Private Limited | www.medcords.com | N.A. | | | | | |
| Printo Document Services Private Limited | www.printo.in | | | | | | |
| Shop Kirana E Trading Private Limited | www.shopkirana.com | | | | | | |
| Greytip Software Private Limited | https://www.greythr.com/ | | | | | | |
| Metis Eduventures Private Limited | https://www.adda247.com/ | | | | N.A. | | |
| Terralytics Analysis Private Limited | https://www.tealindia.in/ | | | | | | |
| Llama Logisol Private Limited | https://shipsy.in/ | | N.A. | | | N.A. | |
| LQ Global Services Private Limited | https://www.legitquest.com/ | | | | | | |
| Sunrise Mentors Private Limited | https://www.codingninjas.com/ | | | | | | |
| Total | Total | 9,374.67 | 20,298.61 | 38,775.94 | (1,875.13) | (26,465.59) | (27,330.19) |

* FY16 - FY19 numbers are based on IND AS vs. I GAAP earlier

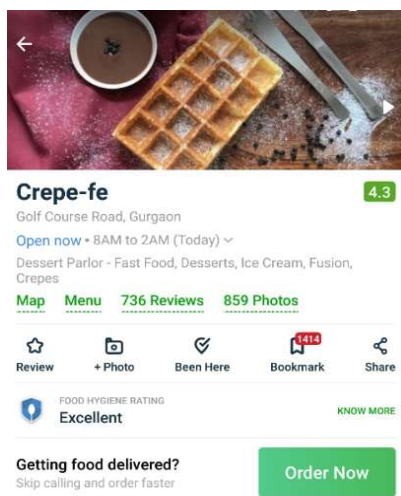
Zomato



Zomato is world's leading restaurant search, discovery and transaction platform

Zomato has three key businesses

1. Listings & Reviews



- Launched in 2008
- 1.5m+ high quality restaurant listings with up to date scanned menus, photos and user reviews

Largest restaurant reviews & ratings platform

2. Food Delivery



- Launched in 2015
- Present in India
- Hybrid delivery model – combination of self fulfilled and restaurant fulfilled orders

One of the leading food delivery players

3. Subscription Programs



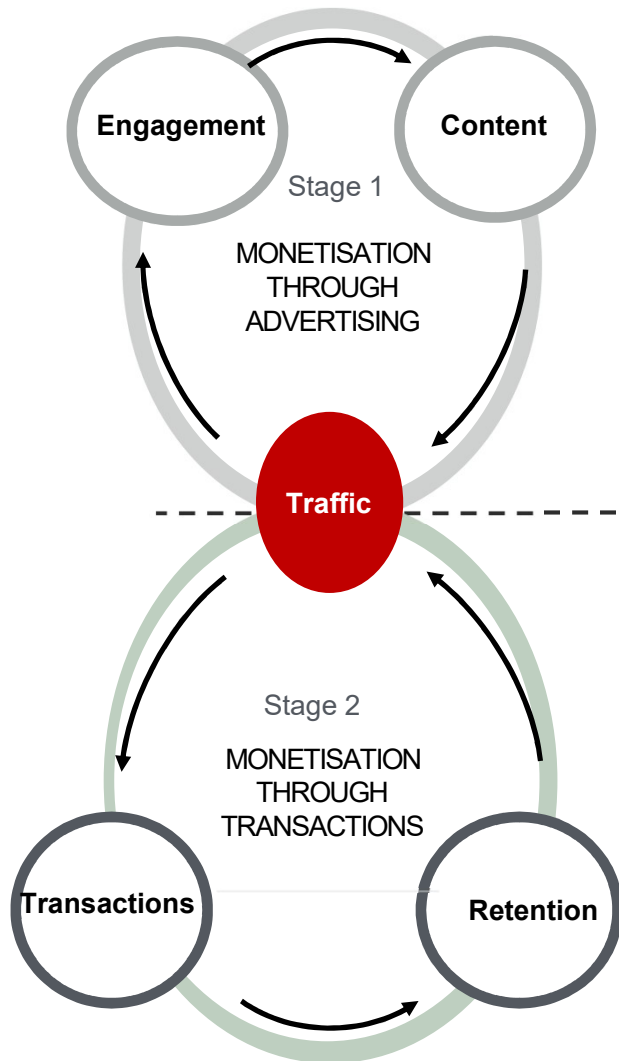
- Launched in 2017 as Zomato Gold, Re christened as Zomato Pro now.
- India and international presence
- Privileged membership programs; privileges are funded by restaurants

One of its kind, unique membership program

Other key investors in Zomato – Alipay, Sequoia, VY Capital, Temasek and Tiger Global

Growth is fuelled by two self feeding “flywheels”, that define Zomato’s unique business model

Multiple use cases across dining-out and food delivery result in strong network effects



STAGE 1 – LISTINGS AND REVIEWS

- ✓ High quality, exhaustive restaurant listings (*using a combination of tech and human output*) yield large organic traffic
- ✓ Users engage with the platform to write reviews and upload photos - further enriching our content

STAGE 2 - TRANSACTIONS

- ✓ Traffic from search/recommendations product naturally drives transactions off-take, without having to spend on marketing and discounts
- ✓ Users who transact on Zomato visit us more often than users who don't - further increasing traffic and hence adding back to the first flywheel

Highly interactive platform ensures high user and restaurant engagement



Bookmark

Retrieval of favorite places with a single click

Social Feed

Latest updates from friends and foodies

Reviews & Ratings

Description and rating of user experiences

Photos

High quality user generated content

Menus

Comprehensive and updated menus

Customized Collections

Trend-based, curated group of restaurants

Advanced Search

Multi-dimensional filters for targeted search

Users can also order food and reserve tables at restaurants with a click of a button

policybazaar.com
Compare. Buy. Save.
An ISO 27001:2013 certified company

LIFE INSURANCE ▾ HEALTH INSURANCE ▾ MOTOR INSURANCE ▾ OTHER INSURANCE ▾ RENEWAL SUPPORT ▾ MY ACCOUNT

India's Best Insurance Destination

- Term Life
- Health
- Life Insurance Investment
- Car
- Two Wheeler
- Travel
- Term Life 100yrs+ **New**
- Child Plans
- Retirement Solutions
- Guaranteed Plans
- Zero Commission Investment Plans
- Home Insurance

Also See : [Group Mediciam](#) [Corporate Insurance](#) [Cancer](#) Group Companies : [Free CIBIL Score \(Paisabazaar\)](#) [Etechaces](#)

PolicyBazaar

- PolicyBazaar is India's online price comparison site for insurance
 - Significant value add to individuals and Financial Institutions for policy related decision-making
- A leader in its category
 - Captures an estimated 90% share of insurance comparison & 50% of online Insurance transactions
- Huge potential in the market
 - Currently less than 4% of the Indian population is insured
- Other key investors in Policybazaar include – Softbank, Temasek, Tencent, Tiger Global

Happily Unmarried



Ustraa

- Currently at 90% of pre Covid monthly average.
- Attained the number with a reduced ad spend, Dec20 revenue is equal to July 2019 revenue with approx. 32 lakh less in monthly ad spend.
- To avoid over dependance on Amazon & Flipkart the Company is now selling in over 27 marketplaces/ online pharmacies.
- With a view on not depending on a single channel company is now expanding it's offline presence. Offline sale as a % of revenue is at 33% now, This number was 25% pre covid.
- Exploring marketing in South East Asia, UAE and North Africa based on our successful exports to Indonesia & Malaysia. A resource with expertise in international markets & exports has been on boarded.

Data Security at IEIL

➤ Data Security and Privacy Policy

- Protects users data using end point security through Data Leakage prevention software (Websense DLP), Write restrictions by locking USB's, disk encryption complex password policies , vulnerability patching and anti-viruses.
- Denial of Service attack protection using Kona site defender from Akamai and Qradar.
- 24X7 monitoring using Security Operations Center
- Quarterly Information technology audits by external agencies
- Annual Penetration testing

➤ Data security Certifications.

- Certified ISO27001 (For Naukri and Jeevansaathi) , compliant to annual audits.
- PCIDSS (Payment Card Industry Data Security Standard) (For Naukri and Jeevansathi)
compliant

People Development

- Assessment
 - Defined Performance Management process which includes KRA Settings , Quarterly goal setting , mid year and full year assessments
 - Established practices to capture employee concerns through annual surveys.

- Learning and Development
 - Advanced education policy that allows Nano Degree, distance learning, E learning courses from recognized schools to eligible employees.
 - 6 Months+ Online certificates and diplomas available from universities like Columbia, MIT etc.
 - Short term courses designed for specific leadership needs by IIMs/ ISBs

- Talent Pipeline
 - Campus Hire Program and Internship Programs for new hires from all premium institutes.
 - Partnered with External L&D partner for need based management skill and capability development programs.

- ESOPs
 - Grants are awarded basis role, work and performance through RSU (Restricted Stock Units) or Stock Appreciated Units.
 - All Senior Management Executives and key roles in Engineering and Product teams are granted SOPs .

Contribution to Environment.

IEIL's Corporate Office

- Green Building
- Silver Certification
- By Indian Green Building Council (IGBC)



Improved Indoor Air Quality at Noida / NCR Offices –

- Outside PM 2.5 - 881, Inside PM 2.5 – 20.
- 73% Employees have advantage of cleanest air being at IEIL (3394 out of 4653 Employees)



Conserving Precious Natural Resource – Water

- 105 Nos. of Aerators in use
- **7,00,000 liters conserved / year**



Energy Conservation / Optimization

- 3200 Nos. LEDs and 22 Nos. VFDs in use
- **Optimized - 2,00,000 Units / Year**



Commitment for a Green Future

- **Electric Vehicle** - starting to use one electric vehicle for various within city travel needs
- **Electric Vehicle Charging Station** - One in place at IEIL's Noida office & another one to go live soon... to spread awareness and to encourage employees for use of EV's



Commitment for a Green Future

- **Solar Power** (50 KW Onsite) - under implementation stage - in 45 days
- **Plantation Drive** – to give back to nature, spread awareness & encourage employees for greener environment & future

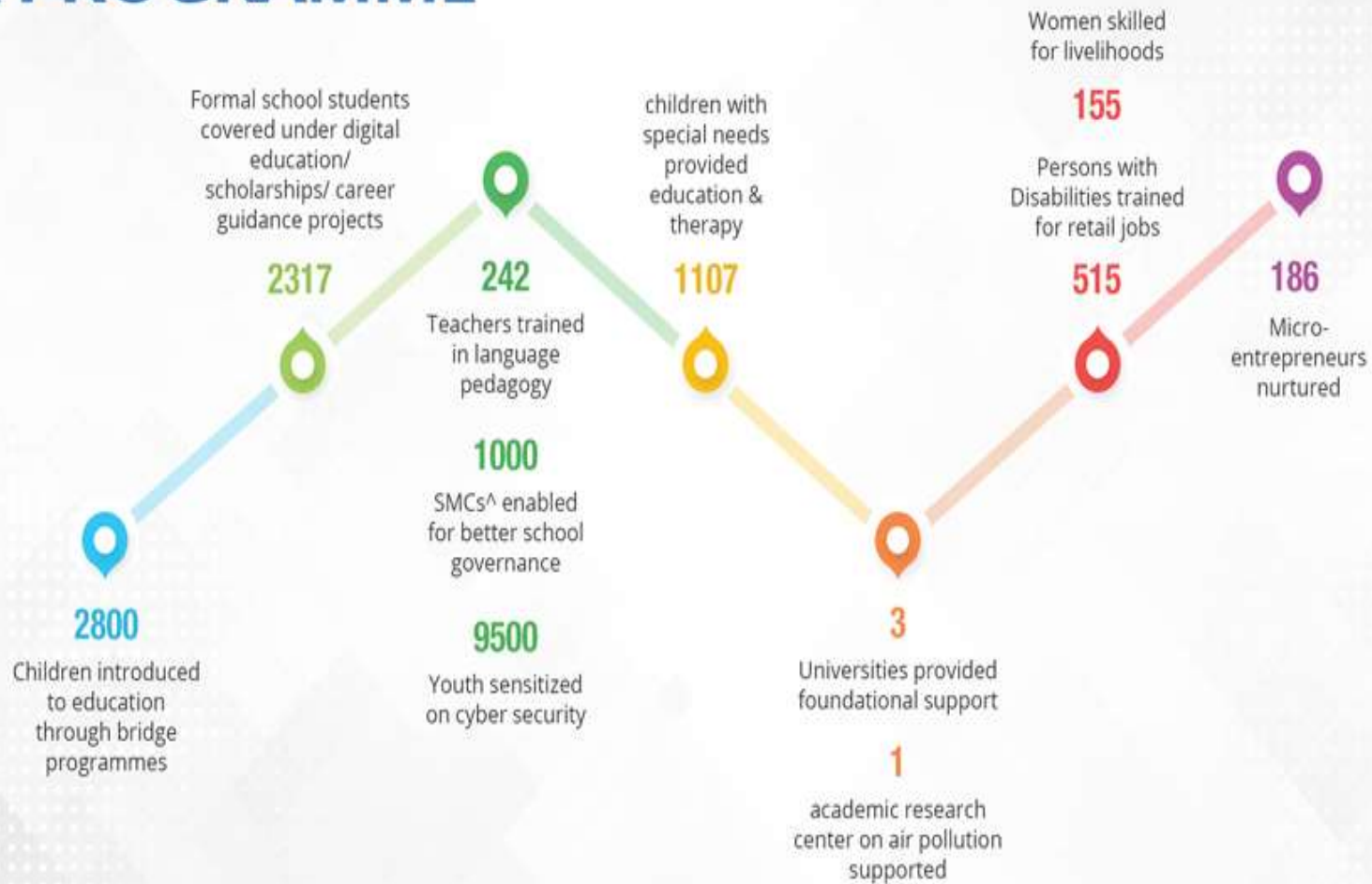


CORPORATE SOCIAL RESPONSIBILITY

Our CSR programme focuses on supporting organizations making impactful interventions at various stages across the education and employability spectrum



DIRECT IMPACT OF OUR KEY CSR PROGRAMME*



Beneficiaries of grants made from FY 2014-15 to FY 2019-20 as on March 31, 2020 | ^SMCs- School Management Committees of Delhi government schools

Team

Management Team

| Name | Age | Qualification | Designation/Role | Previously worked with | Year of joining |
|------------------------|-----|---|---|------------------------------------|-----------------|
| Sanjeev Bikhchandani | 56 | B.A Arts&Humanities M.B.A Marketing IIM Ahmedabad | Founder And Executive Vice Chairman | Lintas, Glaxo Smith Kline | 1995 |
| Hitesh Oberoi | 47 | B.Tech IIT, M.B.A IIM Bangalore | Managing Director And CEO | Hindustan Lever Limited | 2000 |
| Harpuneet Singh Rekhi | 40 | B.Com, M.Sc Information Technology | Senior Vice President Engineering | Aspen Communications | 2006 |
| Sharmeen Khalid | 48 | B.Sc Biology M.B.A Marketing | Chief Human Resources Officer | Freelance Consultant | 2006 |
| Shalabh Nigam | 48 | B.Tech Electronics and Communication | Executive Vice President- New Projects | Baypackets Technologies | 2007 |
| Sumeet Singh | 46 | B.B.M, M.B.A | Chief Marketing Officer | Indian Venture Capital Association | 2007 |
| Anand Prakash Bansal | 46 | B.Com | Sr. Vice President Administration And Facilities | ICICI Prudential | 2008 |
| Rinchan Gupta | 41 | B.Tech Computer Science | Executive Vice President-User Experience & Design | HP | 2008 |
| Maneesh Upadhyaya | 42 | B.Sc St Stephens College, New Delhi | Chief Business Officer- 99Acres.Com | Bain & Company India Pvt Limited | 2010 |
| Vivek Jain | 46 | B.Tech IIT, New Delhi M.B.A (IIM), Bengaluru | Chief Business Officer- Shiksha & FF | Sel-Employed Riverbridge | 2010 |
| Rohan Mathur | 36 | B.Tech Information and Communication Technology (DA-IICT) | EVP & Business Head Jeevansathi.com | Cadence Design Systems | 2011 |
| Murlee Manohar Jain | 42 | B.Com, ICSI The Institute of Company Secretaries, Mumbai ICSI PGDBM | Senior Vice President - Secretarial & CS | APOLLO TYRES LTD | 2013 |
| Chintan Arvind Thakkar | 53 | CA | Director & CFO | Computer Associates | 2014 |

About 10% of the total employees are covered under ESOP

Management Team

| Name | Age | Qualification | Designation/Role | Previously worked with | Year of joining |
|-----------------------|-----|---|---|---|-----------------|
| Abhinav Katiyar | 38 | B.Tech | Senior Vice President Engineering | Healcon.com | 2014 |
| Pankaj Jain | 45 | B.Tech IIT Delhi MS Stanford University | Executive Vice President - Key Projects | Spice Online Retail | 2014 |
| Shailesh Chandra | 46 | B.E Electrical Delhi College of Engineering | Executive Vice President | Amazon | 2014 |
| Tirthankar Dutta | 39 | B.Tech IT West Bengal University of Technology | Senior Vice President Information Security | Expedia | 2016 |
| Nitin Bansal | 43 | B.Tech Computer Science IIT Delhi | Executive Vice President | One 97 Communication (PAYTM) | 2017 |
| Rajesh Kumar Aggarwal | 47 | CA (ICAI), CS (ICSI), B.Com (Hons) from SRCC | Executive Vice President - Finance | CITICORP FINANCE INDIA LTD | 2017 |
| Rishi Gupta | 39 | B.E Punjab University | Senior Vice President & Head Technology-Jeevansathi | AUGUST JEWELLERY PVT LTD | 2018 |
| Shantanu Mathur | 41 | B.Tech IIT M.B.A Dartmouth University | Executive Vice President – New Business | Knowlarity Communications India Pvt Ltd | 2018 |
| Vivek Aggarwal | 42 | B.Com(Honours) Delhi University, CA ICAI | Executive Vice President - Finance | NA | 2018 |
| Alok Vij | 43 | B.Com, Chaudhary Charan Singh University | Executive Vice President & Head-IT | KRONOS SOLUTIONS INDIA PRIVATE LIMITED | 2019 |
| Pawan Goyal | 49 | B.Tech IIT M.Sc THE UNIVERSITY OF TEXAS AT AUSTIN | Chief Business Officer - Naukri.com | adobe systems | 2019 |
| Raghavendra Kulkarni | 36 | B.E Arts Pune University M.B.A Purdue University | Executive Vice President | Amazon | 2019 |
| Vibhore Sharma | 45 | | Head Tech Investments | PIONEER O LTD | 2020 |

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