

January 10, 2025

То

BSE Limited	National Stock Exchange of	Metropolitan Stock Exchange of India
PJ Towers,	India Limited	Limited
Dalal Street,	Exchange Plaza, Plot no. C/1,	205(A), 2 <sup>nd</sup> Floor,
Mumbai - 400001	G Block, Bandra-Kurla Complex,	Piramal Agastya Corporate Park,
Scrip Code: 535648	Bandra (East), Mumbai - 400051	L.B.S Road, Kurla (West), Mumbai - 400070
	Trading Symbol: JUSTDIAL	Scrip Symbol: JUSTDIAL

Dear Sir/Madam,

# Sub: Investor presentation on Unaudited Financial Results for the quarter ended December 31, 2024

The presentation to analysts / investors on the financial performance of the Company for Financial Results of the Company for the quarter ended December 31, 2024 is enclosed herewith.

Kindly take the same on record.

Thanking you,

Yours truly,

For Just Dial Limited

Manan Udani Company Secretary

Encl: as above

# **CORPORATE PRESENTATION**

January 2025



#### DISCLAIMER

This Presentation has been prepared by Just Dial Limited ("Just Dial") for investors, shareholders, analysts and other relevant stakeholders, solely for informational purposes. The information set out in this Presentation, including business overview, traffic related numbers, products related information, historical financial performance and any forecasts should not be considered as advice or a recommendation to investors or potential investors in relation to holding, purchasing or selling securities or other financial products. Before acting on any information, you should consider the appropriateness of the information having regard to these matters, any relevant offer document and in particular, you should seek independent financial advice.

This presentation may contain forecasts/ forward looking statements based on facts, expectations, and/or past figures relating to the business, financial performance and results of the Company. As with all forward-looking statements, forecasts are connected with known and unknown risks, uncertainties and other factors that may cause the actual results to deviate significantly from the forecast. Readers are cautioned not to place undue reliance on these forward looking statements. Forecasts prepared by the third parties, or data or evaluations used by third parties and mentioned in this communication, may be inappropriate, incomplete, or falsified. Neither the Company or any of its subsidiaries or any of its Directors, officers or employees thereof, provide any assurance that the assumptions underlying such forward-looking statements are fully free from errors nor do any of them accept any responsibility for the future accuracy of the opinions expressed in the Presentation or the actual occurrence of the forecasted developments. Neither the Company nor its Directors or officers assume any obligation to update any forward-looking statements or to confirm these forward-looking statements to the Company's actual results.

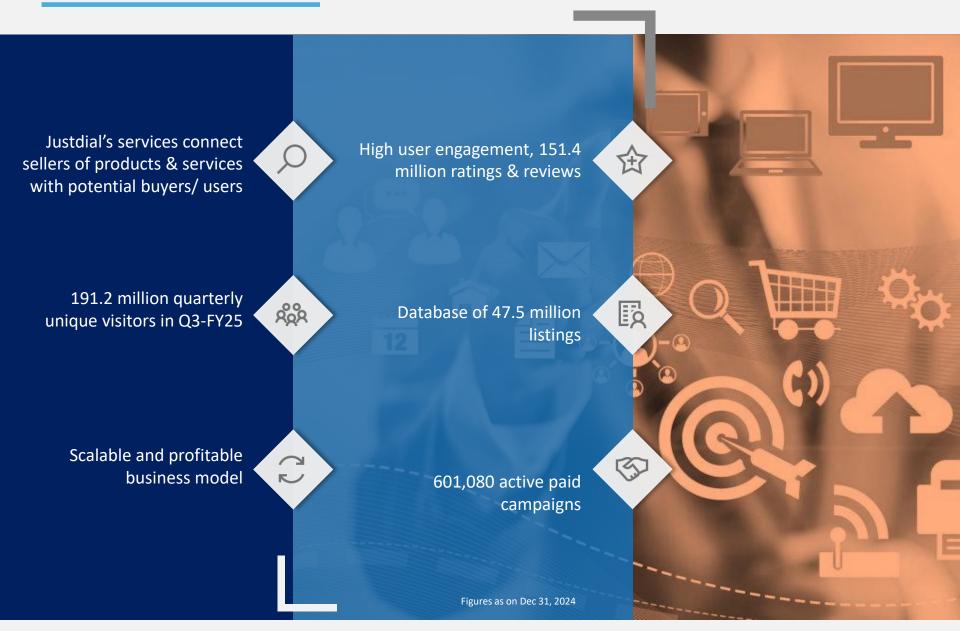
The contents of this presentation are confidential, and they must not be copied, distributed, disseminated, published or reproduced, in whole or in part, or disclosed by recipients directly or indirectly to any other person. Just Dial makes no representation or warranty as to the accuracy or completeness of this information and shall not have any liability for any representations (expressed or implied) regarding information contained in, or for any omissions from, this information or any other written or oral communications transmitted to the recipient in the course of its evaluation of the Company.

Any information provided in this presentation is subject to change without notice.

Q3 FY25 means the period Oct 1, 2024 to Dec 31, 2024 FY25 or FY 24-25 or FY 2025 means the Financial Year starting Apr 1, 2024 and ending Mar 31, 2025



## COMPANY OVERVIEW



#### **KEY STRENGTHS**

First Mover Advantage in Indian Local Search Market
 Strong Brand Recognition with 191.2 million unique quarterly visitors^ in Q3 FY25 (198.0 million in Q2 FY25)
 Comprehensive database of 47.5 million listings
 Attractive Value Proposition For Local SMEs
 Experience and Expertise in Local Indian Market

Advanced and Scalable Technology Platform

- ☐ Efficient & Profitable Business Model
- ☐ Strong & Experienced Management Team
- ☐ Strong Financial Profile, Prepaid Model

<sup>^</sup> Unique visitors are aggregated across various mediums – Voice, Desktop/ PC, Mobile; these may not necessarily be mutually exclusive



# NATION WIDE PRESENCE



Nationwide coverage, branches in 11 cities across India



Corporate Headquarters in Mumbai, Technology operations in Bengaluru

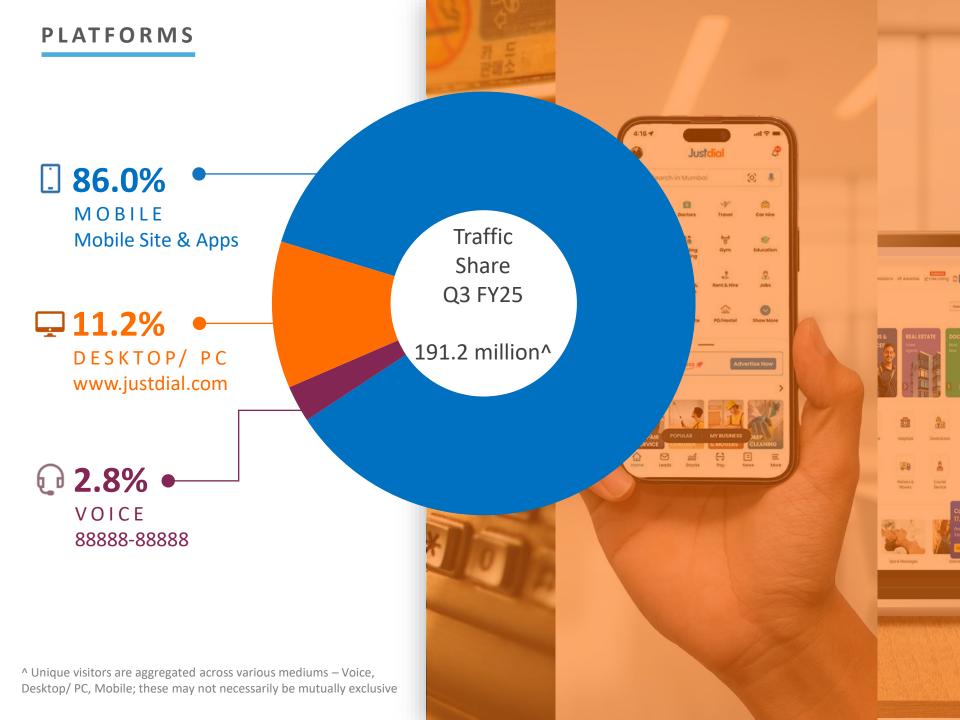


4,478 employees in tele-sales, 5,287 feet-on-street salesforce



On-the-ground presence in 250+ cities pan India, covering 11,000+ pin codes





#### MOBILE





Android & iOS Apps

Predictive Auto-Suggest

Company, Category, Product Search

Map View of Category Search

**Location Detection** 

Voice Search

**App Notifications** 

JD Pay

Maps & directions

Location-based search service

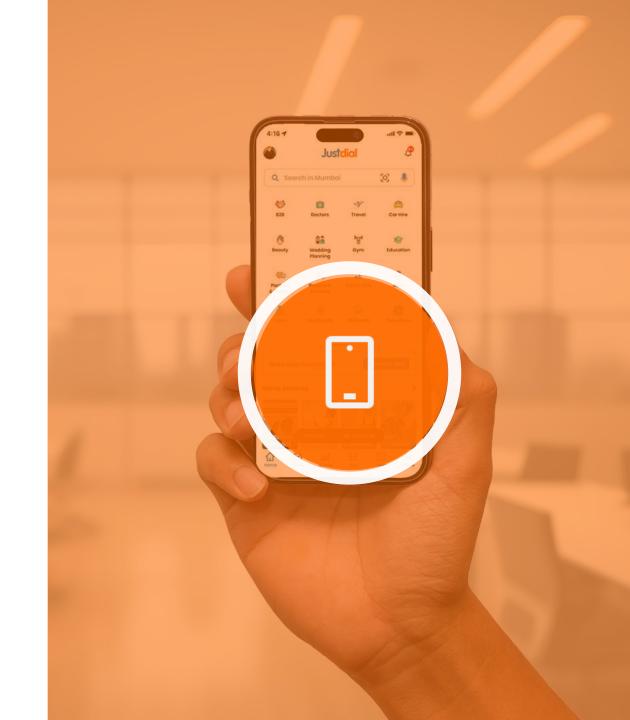
Ratings & Reviews

Friends' Ratings

Real-time Performance tags for listings

Catalogues

Search Plus



#### WEBSITE

Predictive Auto-Suggest

Company, Category, Product Search

**Location Detection** 

Maps & directions

Operating hours

Business logos

Pictures & videos

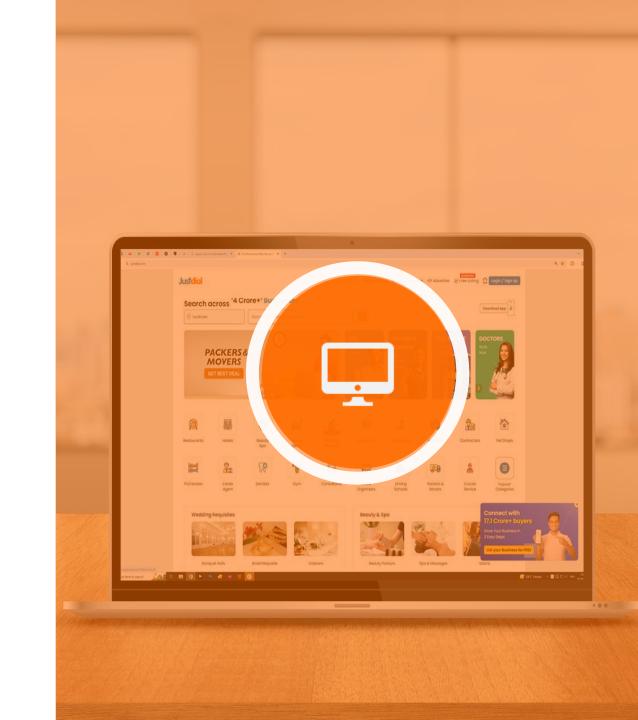
Ratings & reviews

Friends' Ratings

Catalogues

Search Plus

Popular Category Searches



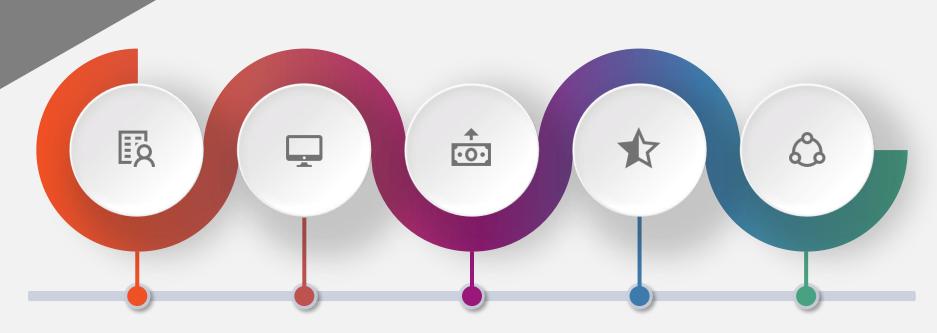
# VOICE



Operator-assisted Hotline Number
One number across India
24 Hours a day x 7 Days a week
Multi-lingual support
Zero-ring Pickup
Personalized Greeting
Multiple queries in one call
Instant WhatsApp, SMS & Email



# VALUE PROPOSITION FOR SMEs



#### **LISTING**

Every SME should be listed on Justdial - India's leading local search engine & online marketplace

#### **OWN WEBSITE**

Justdial can create websites for SMEs instantly, which are mobile-ready, dynamic & have transactional capabilities

#### **PAYMENTS**

SMEs can accept digital payments from their customers - via JD Pay, an online payment mechanism

#### **RATINGS**

Ratings are key to users' decisionmaking, JD Ratings tool helps SMEs gather more ratings & reviews

#### **REACH**

With curated content including Cataloguing, Deals & Vouchers, Service Cards and Analytics, JD platform provides great visibility to businesses

#### **USER ENGAGEMENT**



151.4 million Ratings & Reviews

Mobile-verified, unbiased ratings

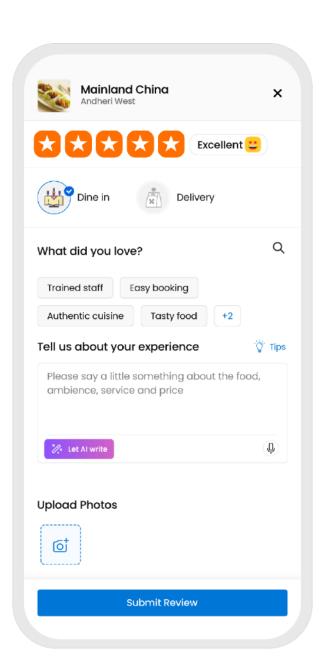
Intelligent tags to capture experiences

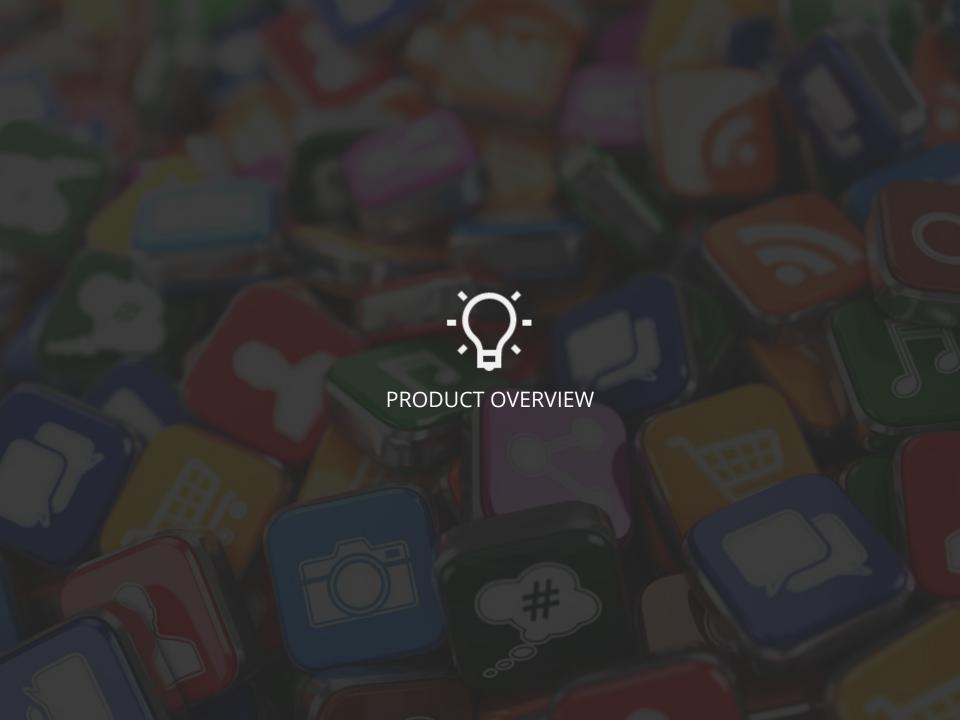
Friends' Ratings

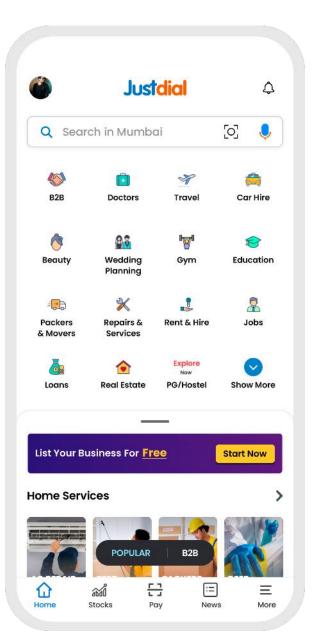
5-Point Rating Scale

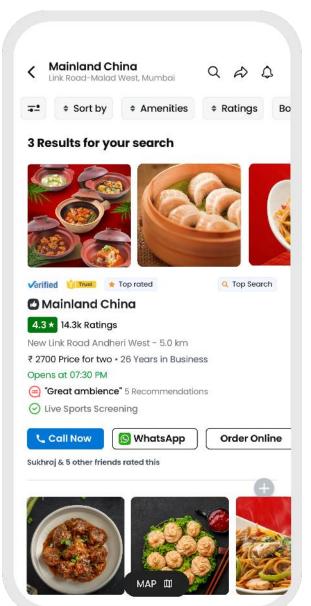
Photos Upload with Review

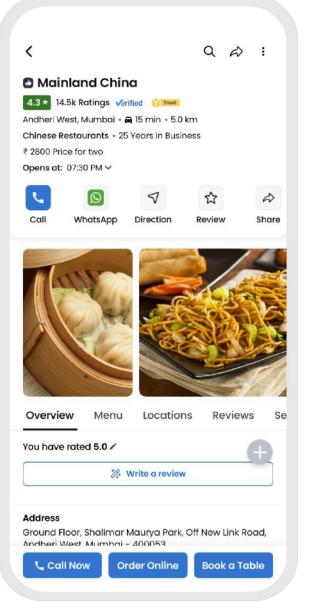
Robust Audit Mechanism

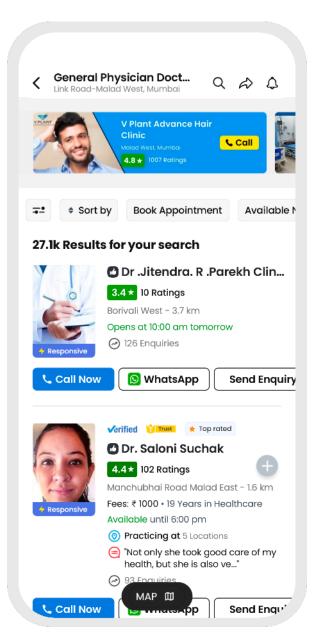


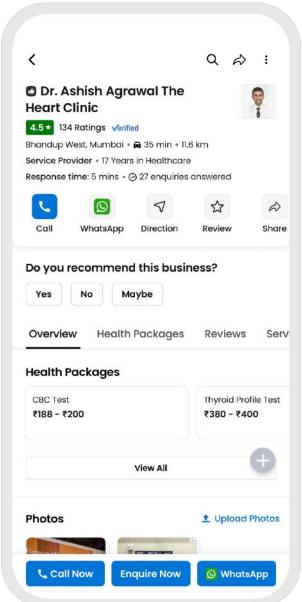


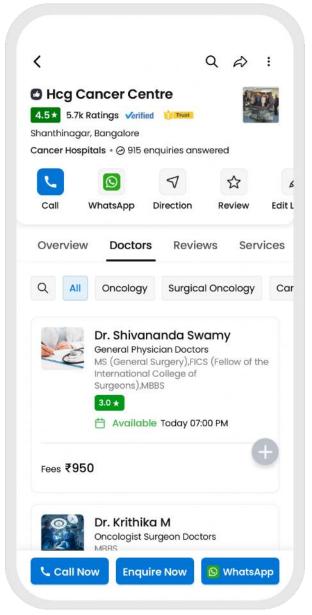


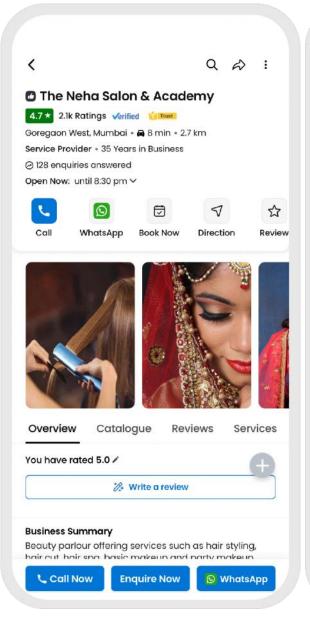


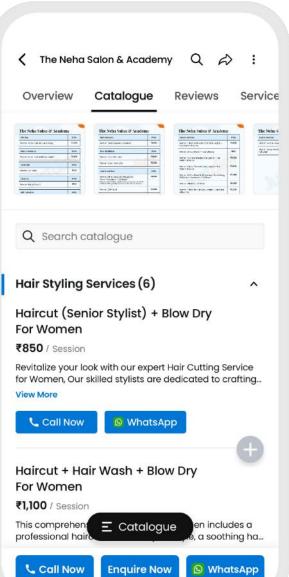


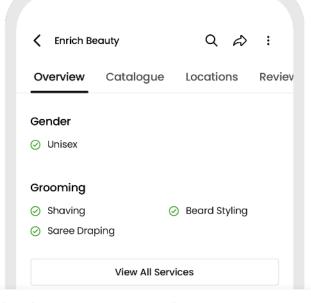












#### **Highlights from the Business**







Hair Straightening Hair Rebonding

Hair Colour

#### **Key Insights**

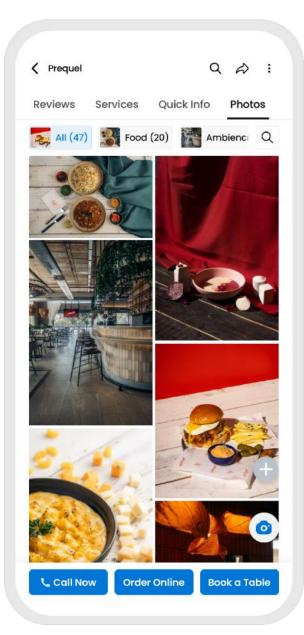


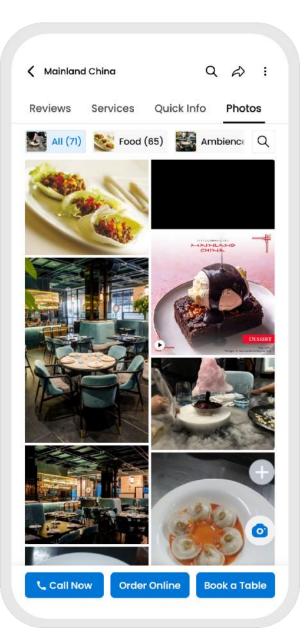
Friendly and professional staff

📞 Call Now

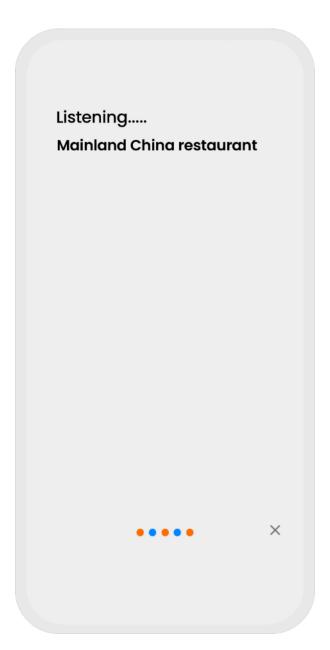
**Enquire Now** 

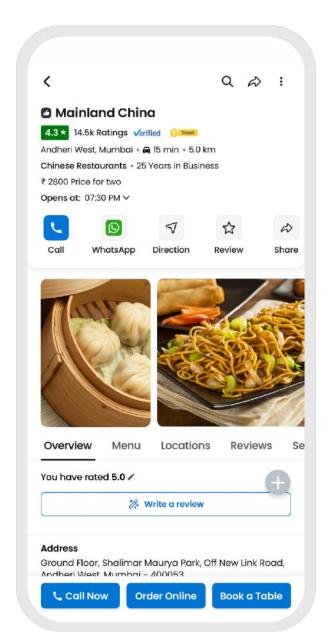
WhatsApp



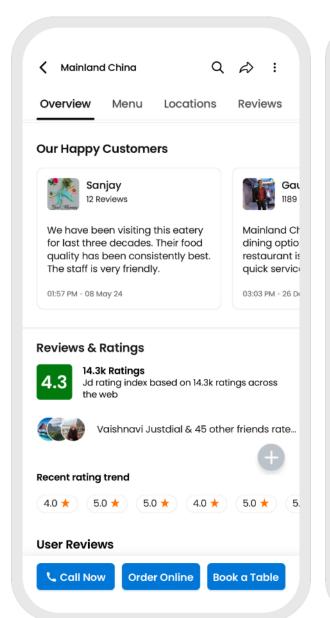


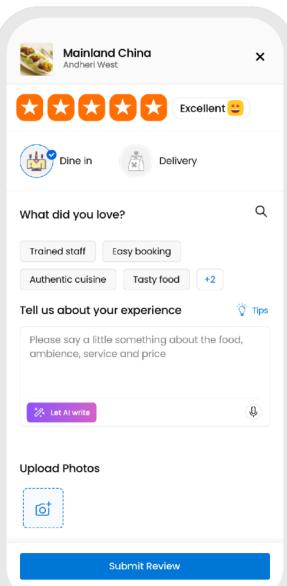


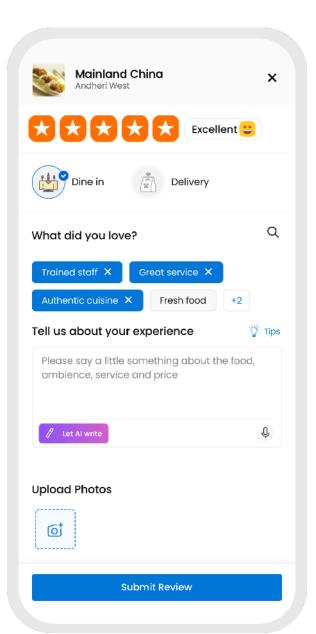




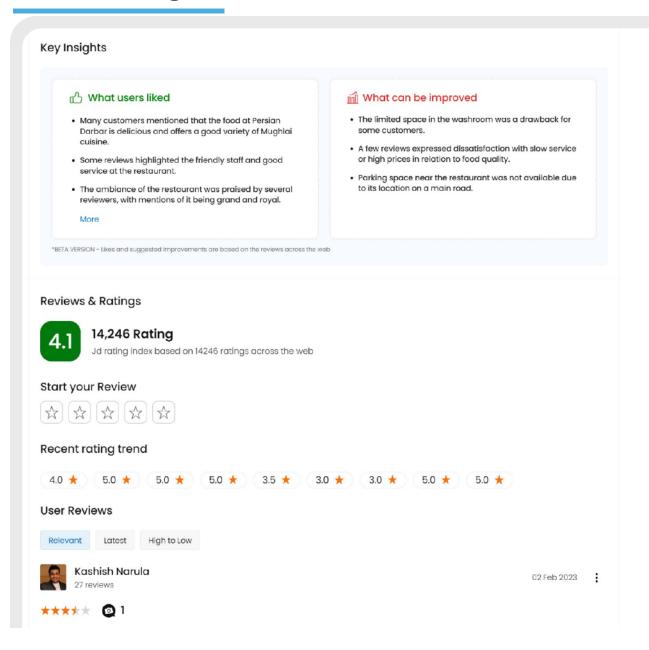
## **Enhanced Ratings & Reviews System**

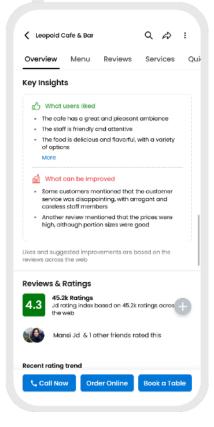


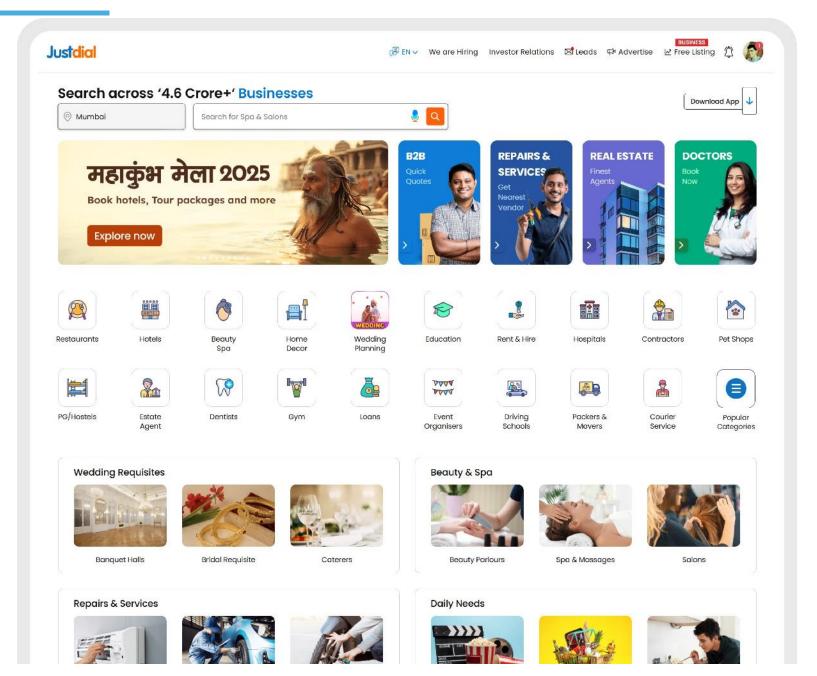




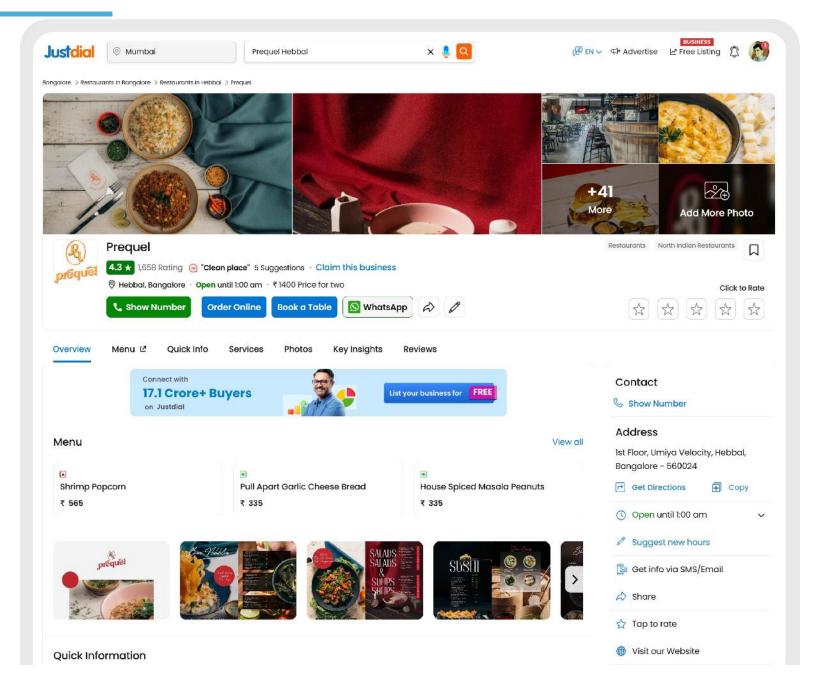
## Review Insights

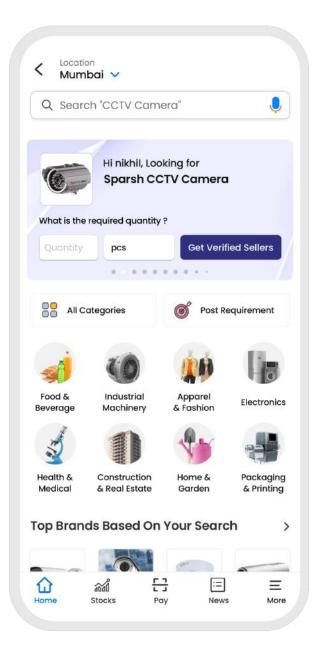


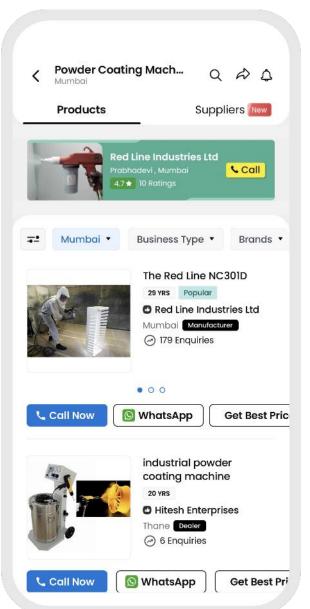


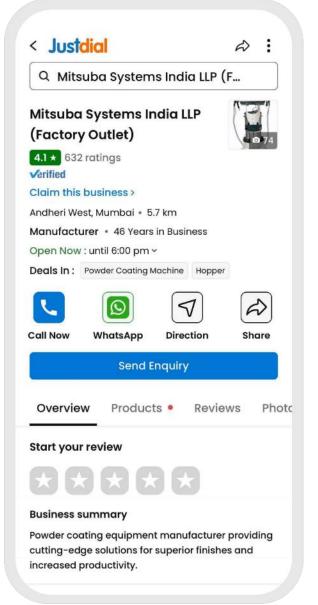


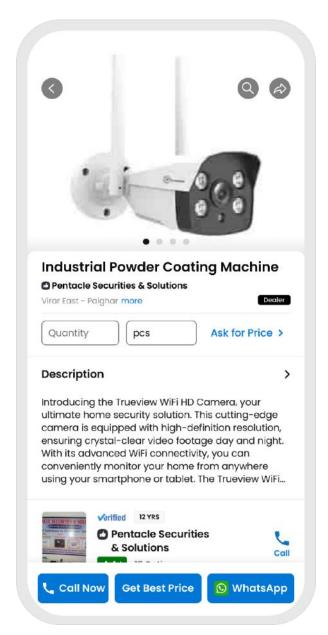
#### JD Website

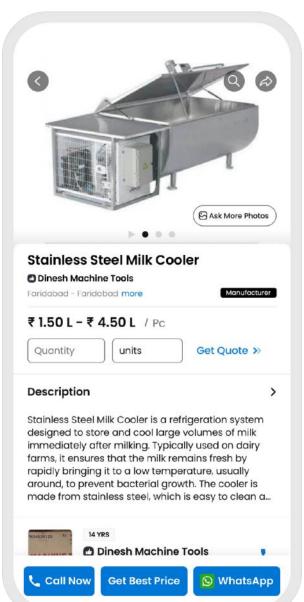


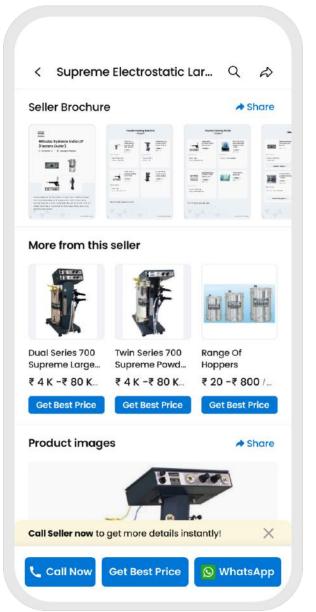


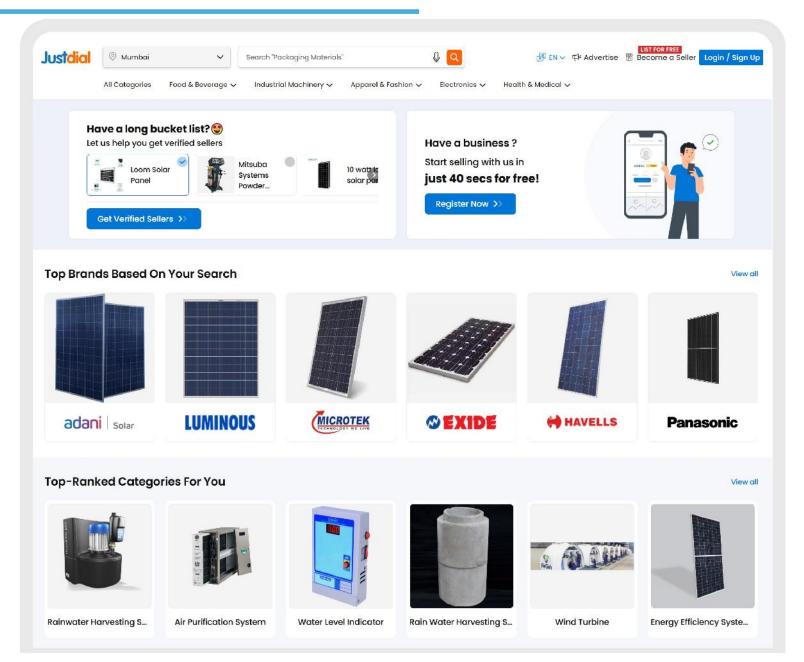


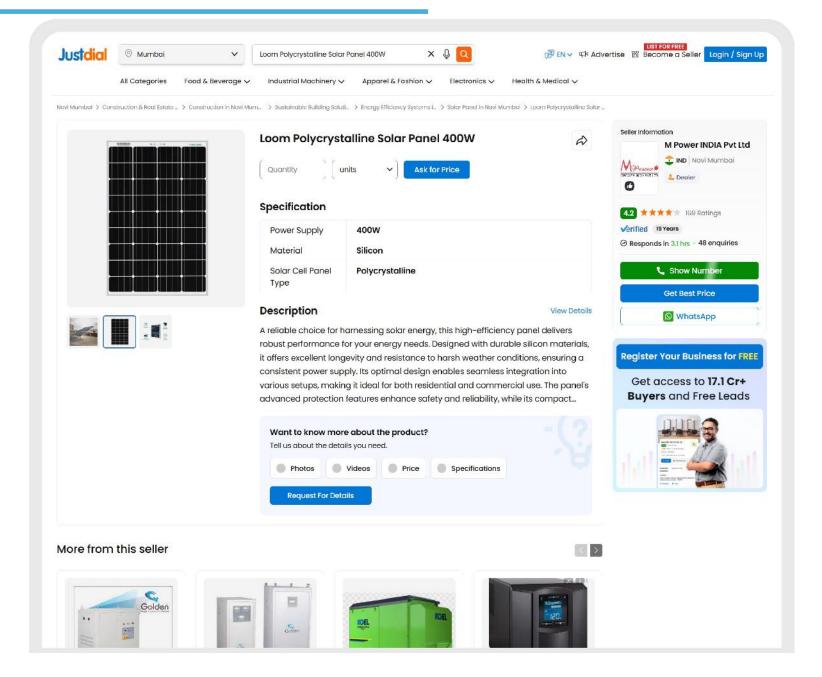


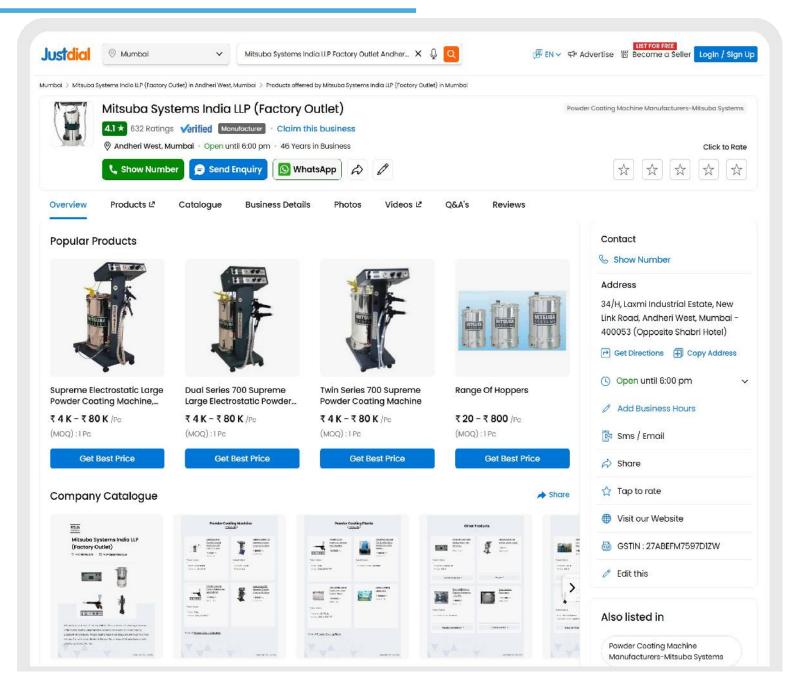




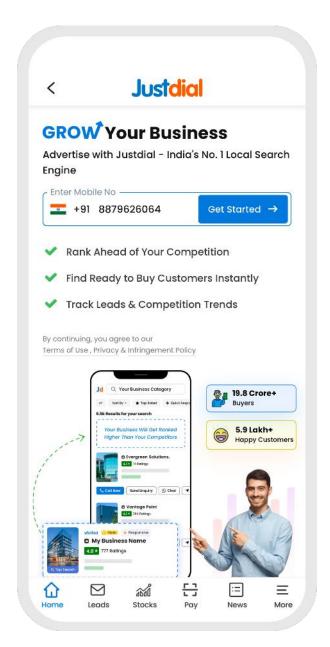


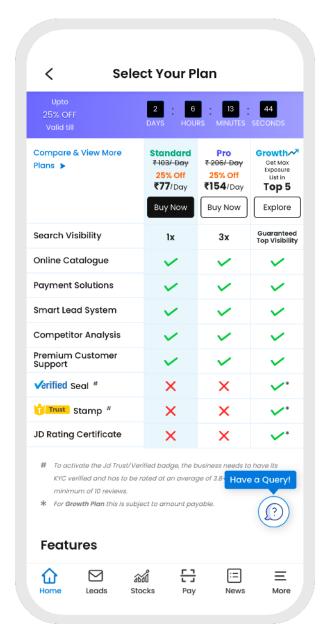




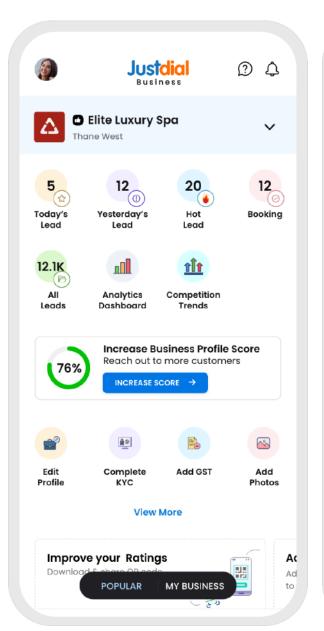


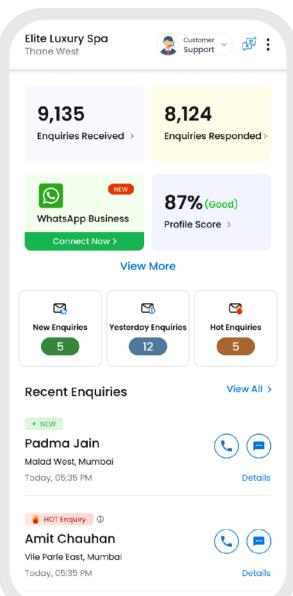
## Self-Sign-up for SMEs to start paid campaign

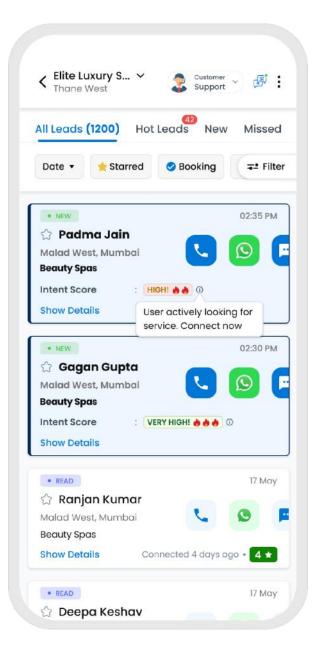




## JD Business - Dashboard for SMEs to manage campaigns

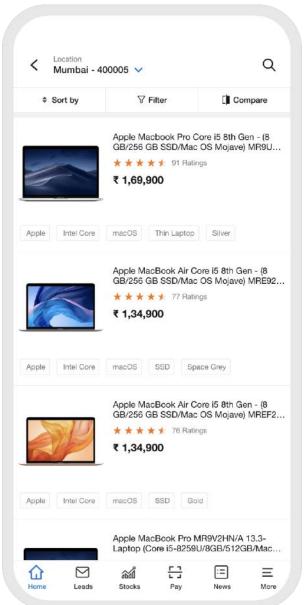




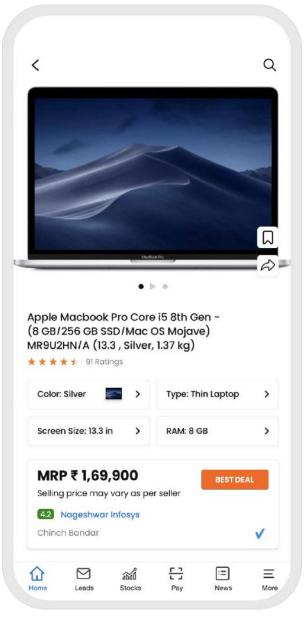


## **Beyond Search**

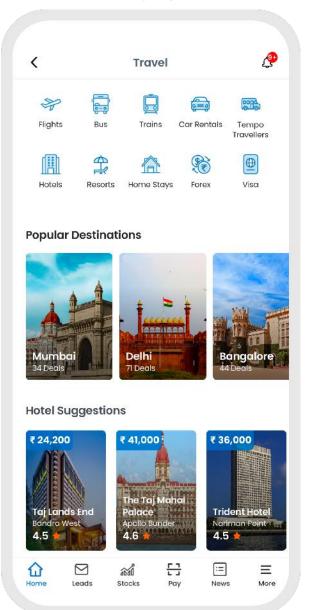
# **JD Shopping**



## **Get quotes on Products**

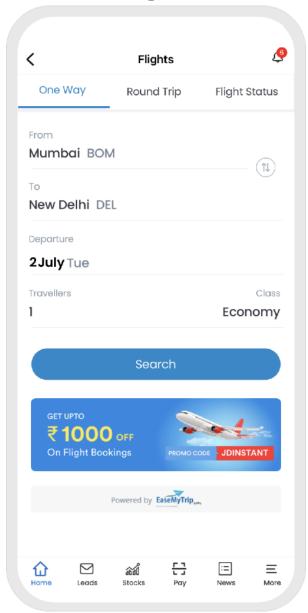


## **Travel**

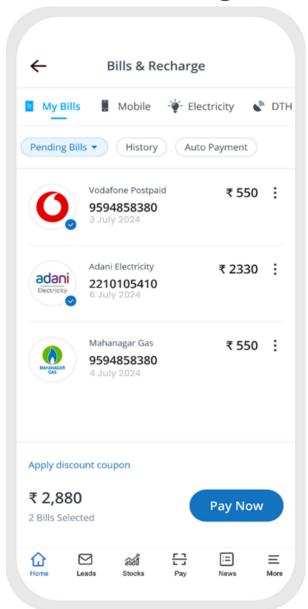


## **Beyond Search**

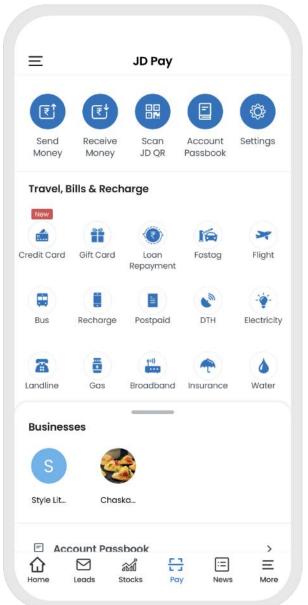
# **Flights**



## Bills & Recharge

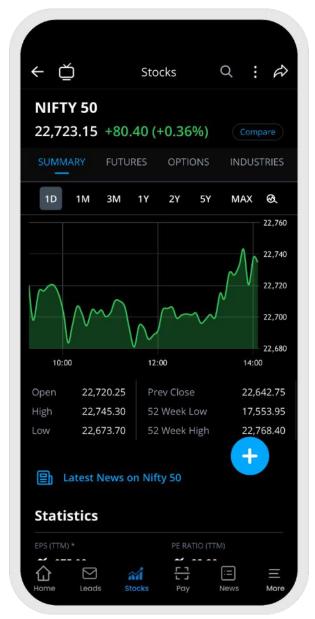


# Jd Pay

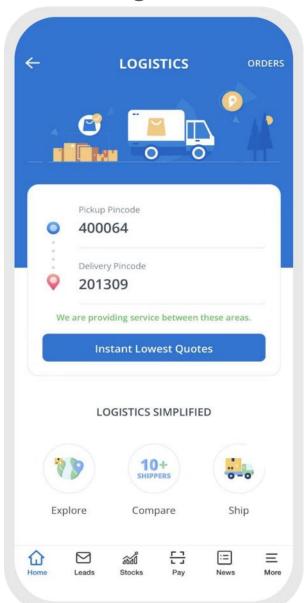


## **Beyond Search**

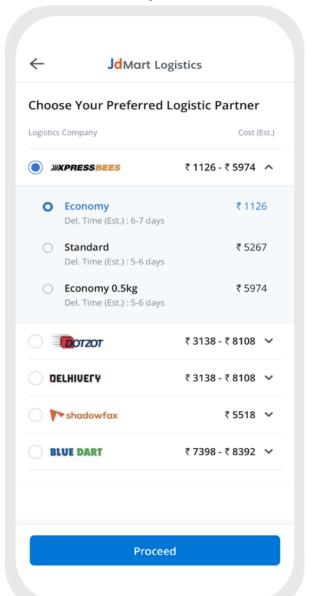
## **Stocks**



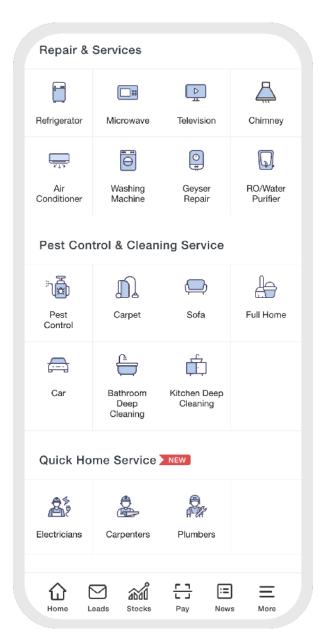
## Logistics

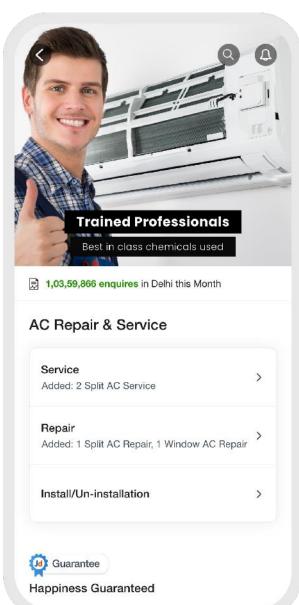


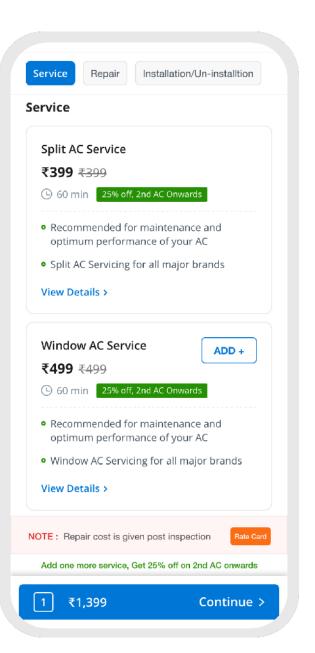
## **Get quotes**



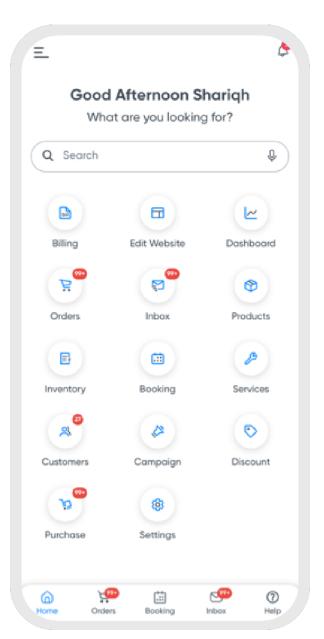
## JD Xperts - One Stop Solution for On-Demand Services

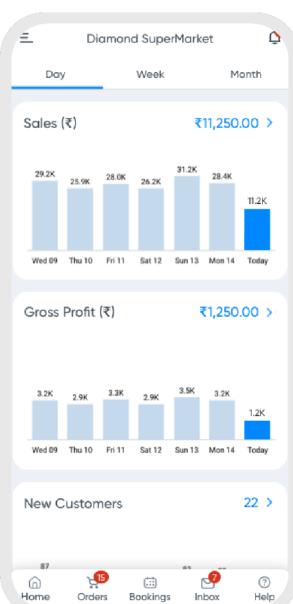


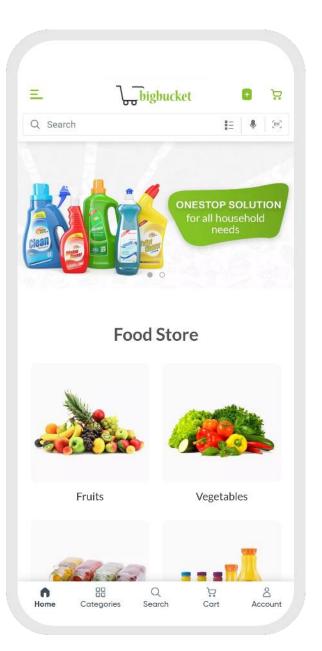




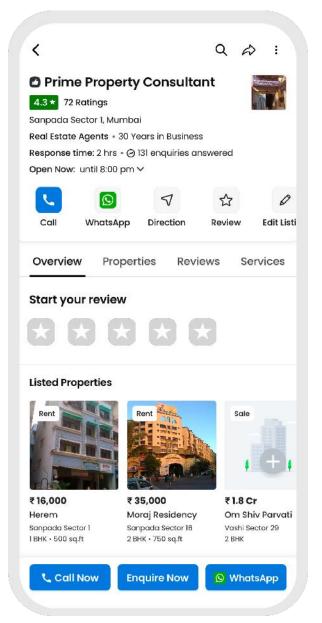
## JD Omni - Cloud-Hosted Solution for Digitalizing Businesses

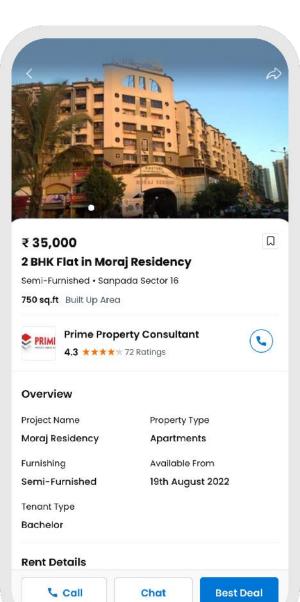


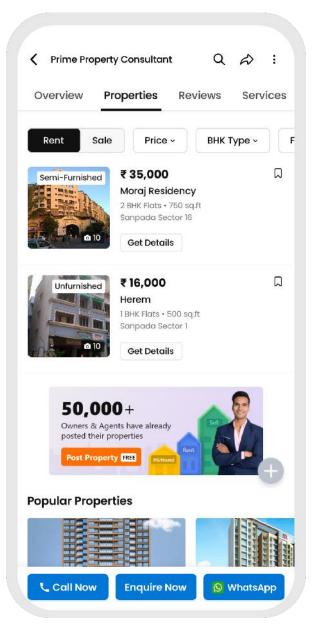




### JD Homes



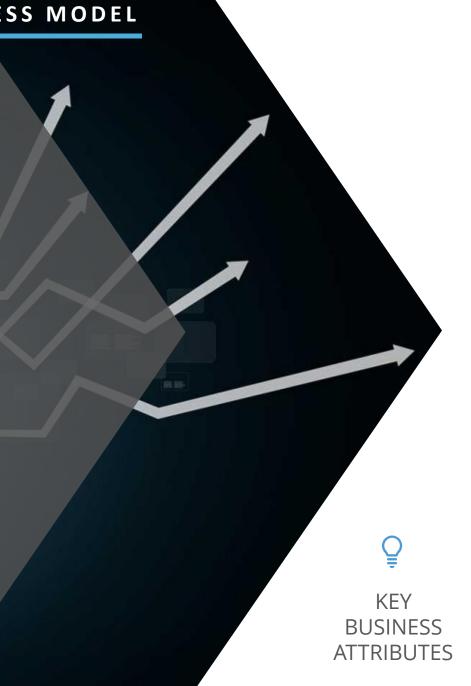




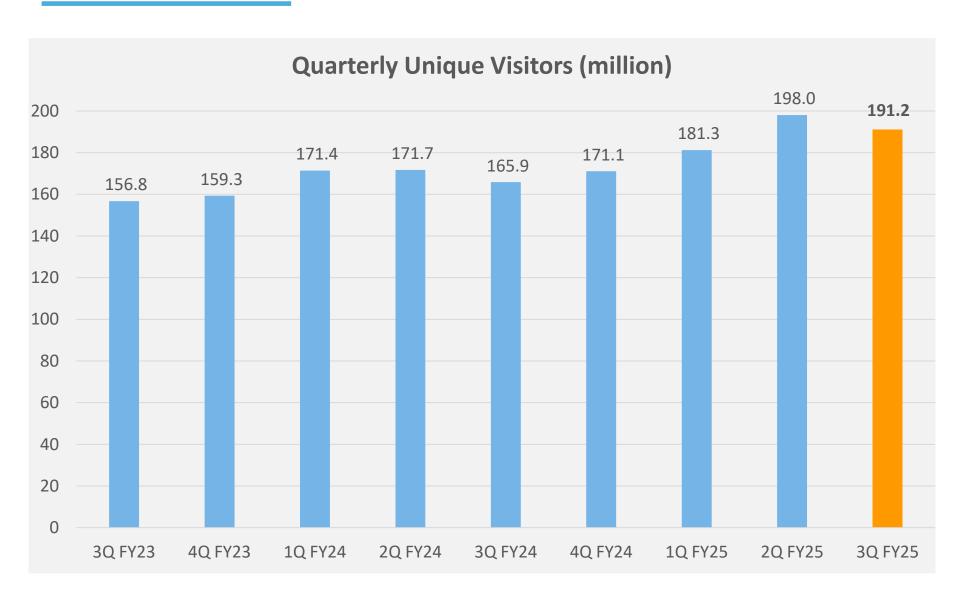


## EFFICIENT & PROFITABLE BUSINESS MODEL

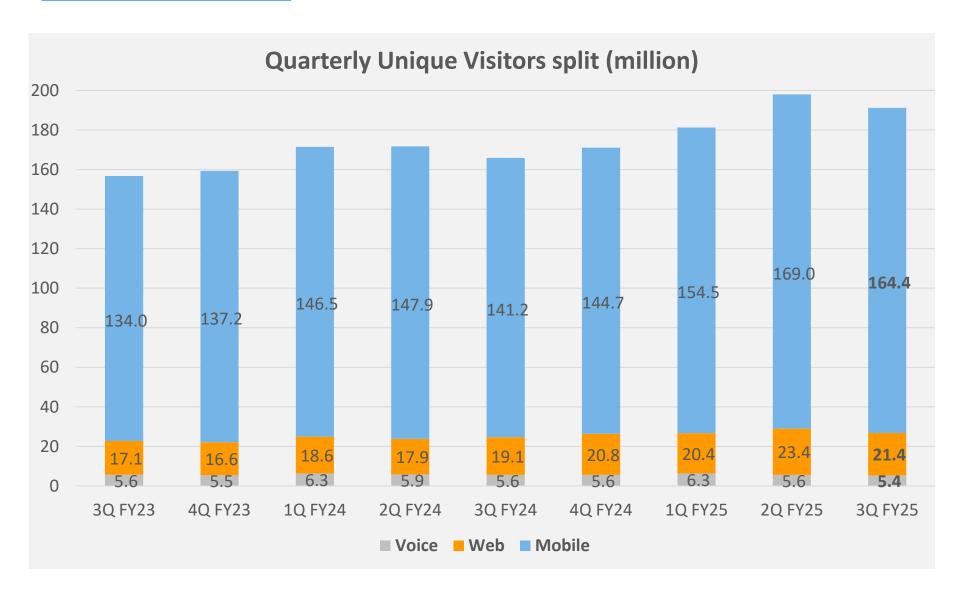
- Paid Advertisers pay a fixed fee to run searchled advertising campaigns for their businesses on Justdial's platforms
- Various premium & non-premium listing packages available which determine placements in search results
- Multiple factors determine pricing, such as business categories of advertiser, geographies targeted, type of package
- Add-on products such as banners, own website, JD Pay, JD Ratings, etc. available
- Advertisers can pay amounts either upfront or through monthly payment plans, with ability to manage campaigns online
- Justdial also runs multi-city/ national campaigns for pan-India advertisers
- Sales team comprises of 4,478 employees in tele-sales, 1,523 feet-on-street (marketing), and 3,764 feet-on-street (Cold Calling & Others) as on Q3 FY25



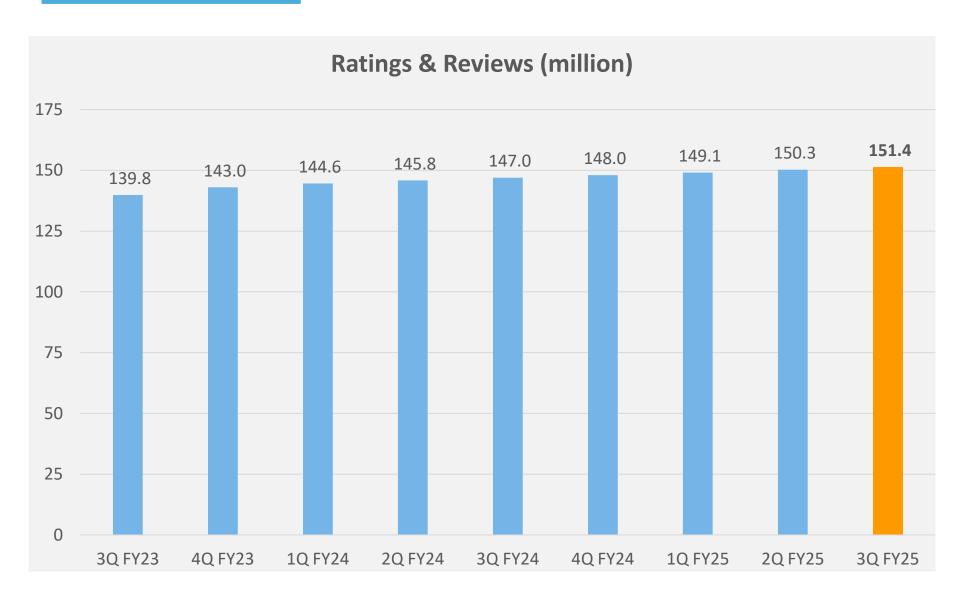
# TRAFFIC/ VISITORS



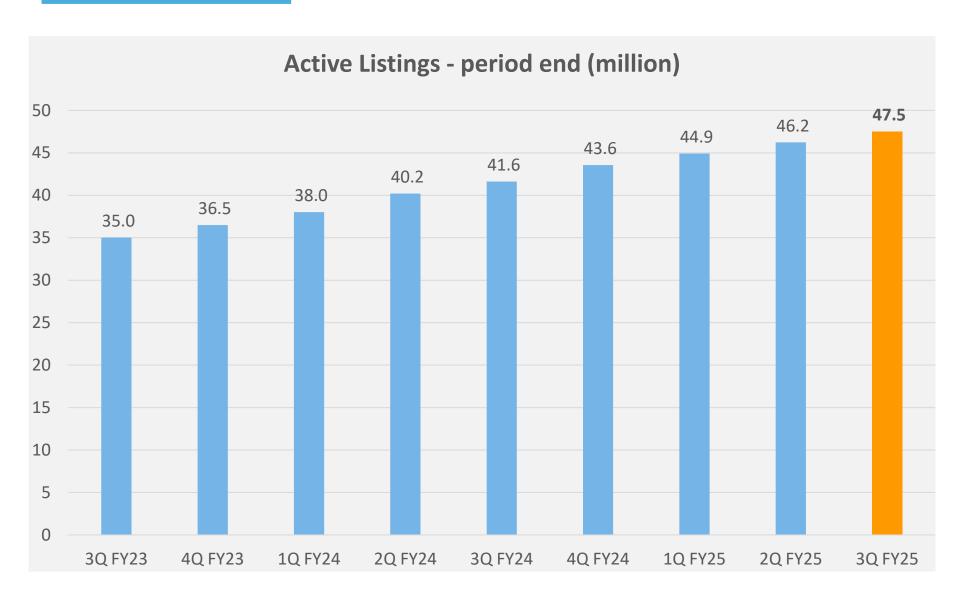
# TRAFFIC/ VISITORS



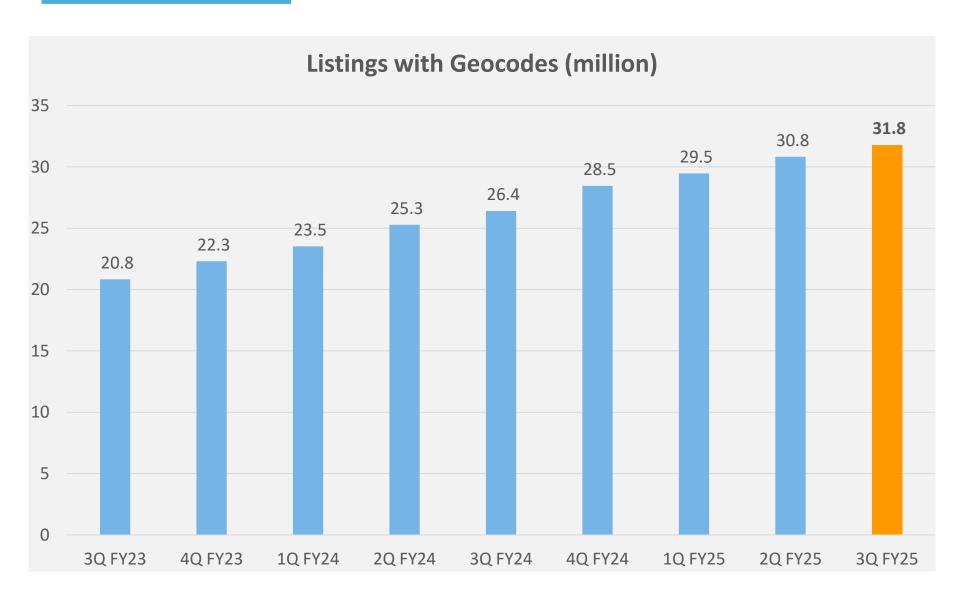
## **USER ENGAGEMENT**



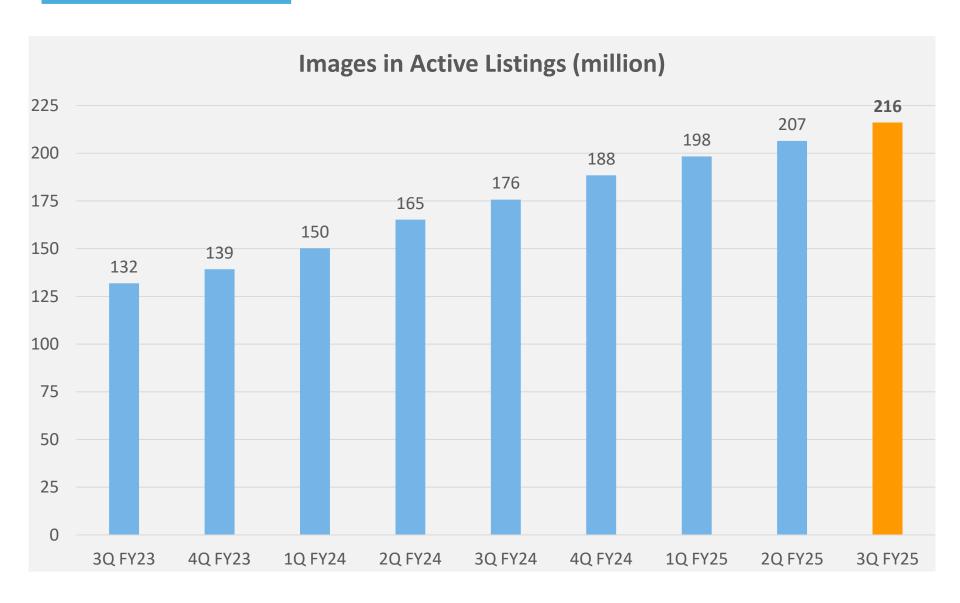
## DATA ENRICHMENT



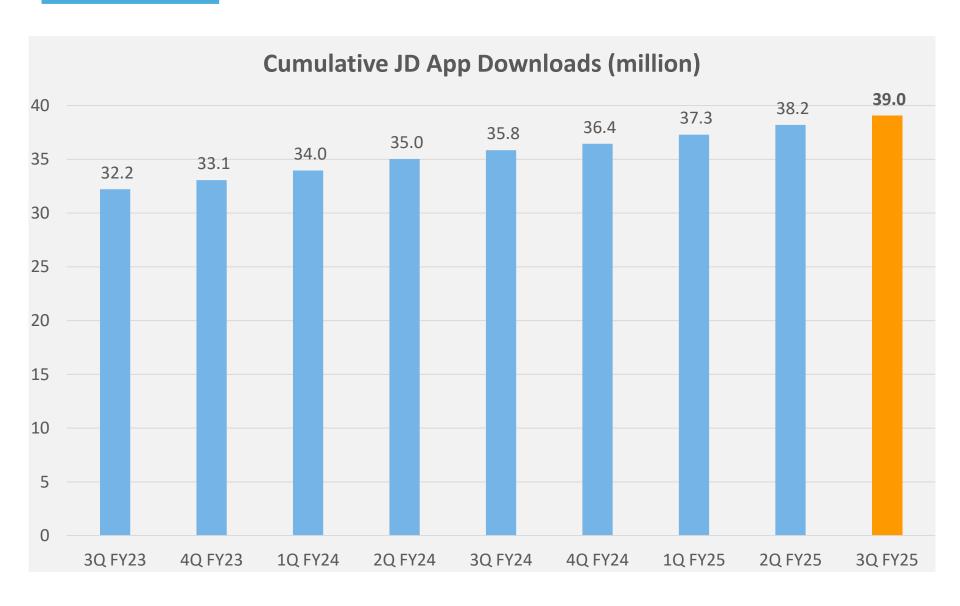
## DATA ENRICHMENT



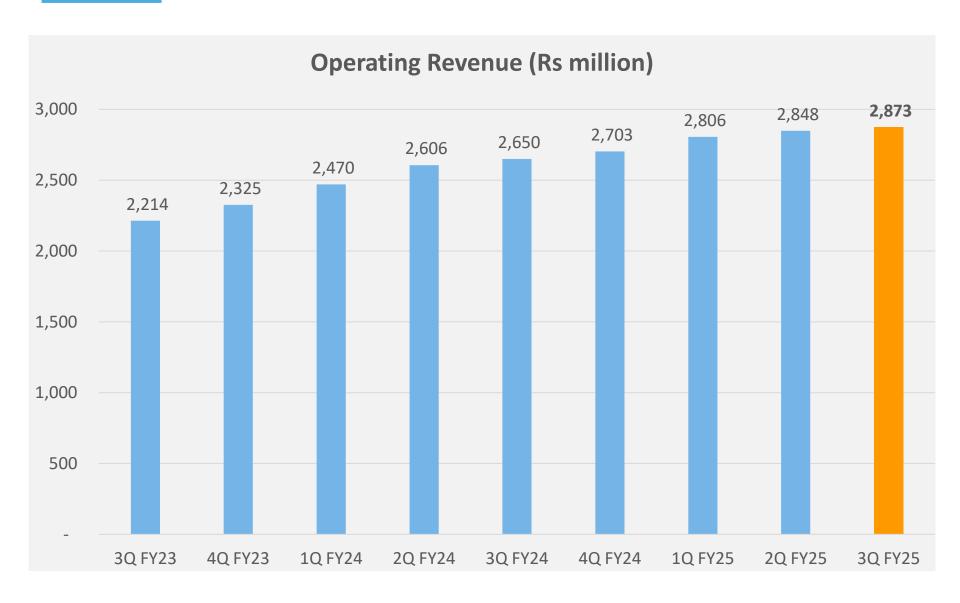
## DATA ENRICHMENT



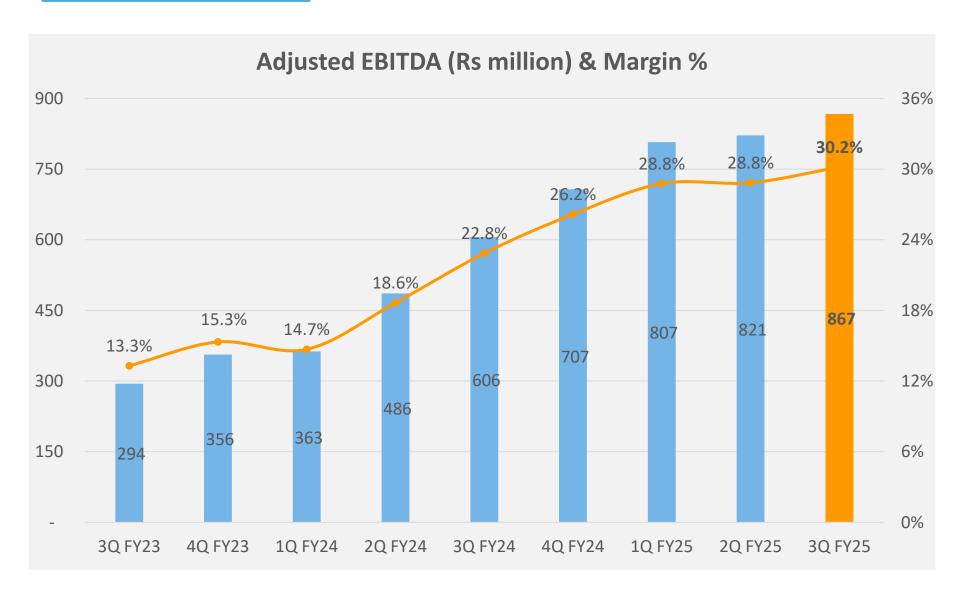
## **MOBILE APPS**



## REVENUE

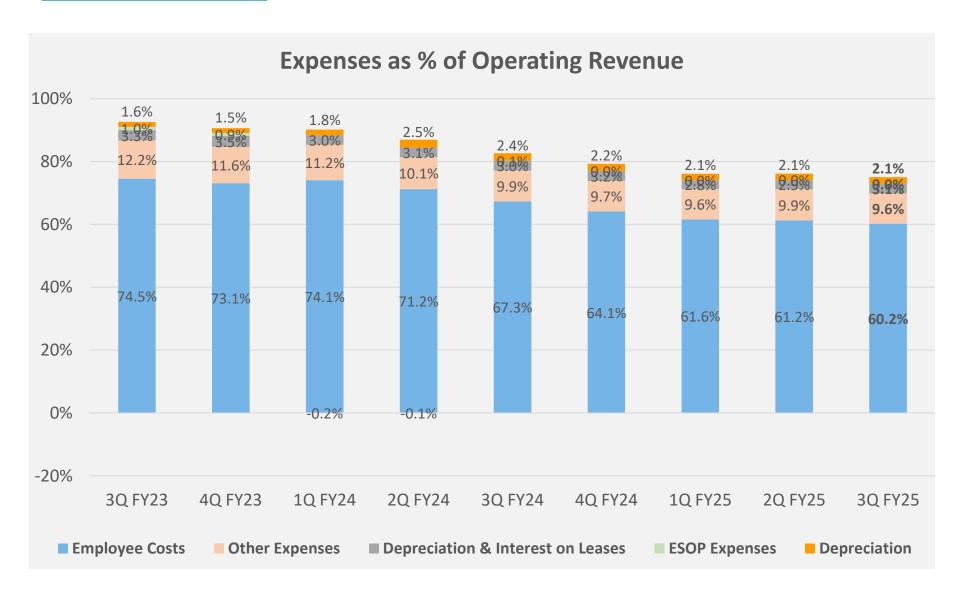


## **OPERATING MARGIN**

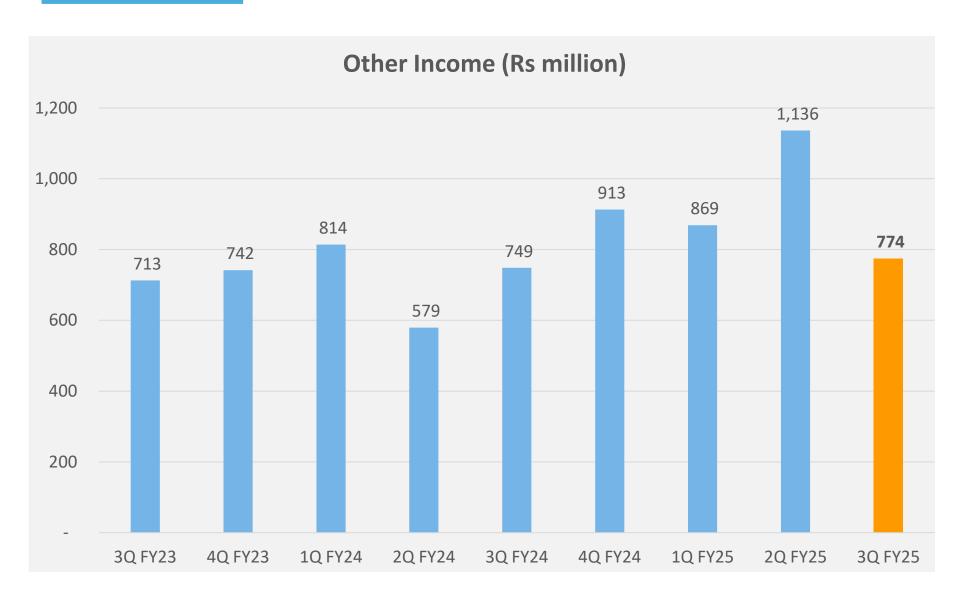


Note: Adjusted EBITDA calculated after excluding non-cash ESOP Expenses from reported EBITDA

## **COST STRUCTURE**

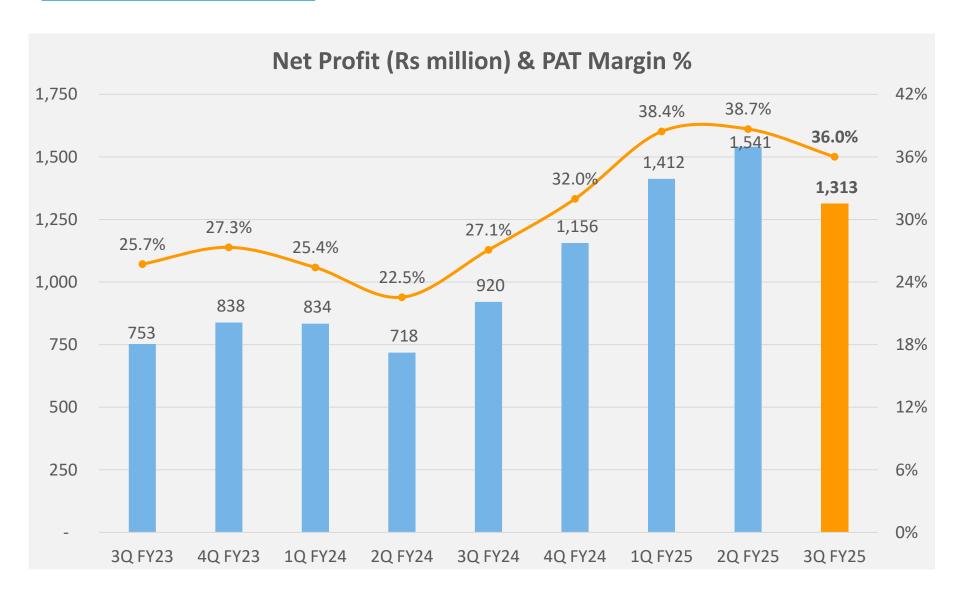


## OTHER INCOME



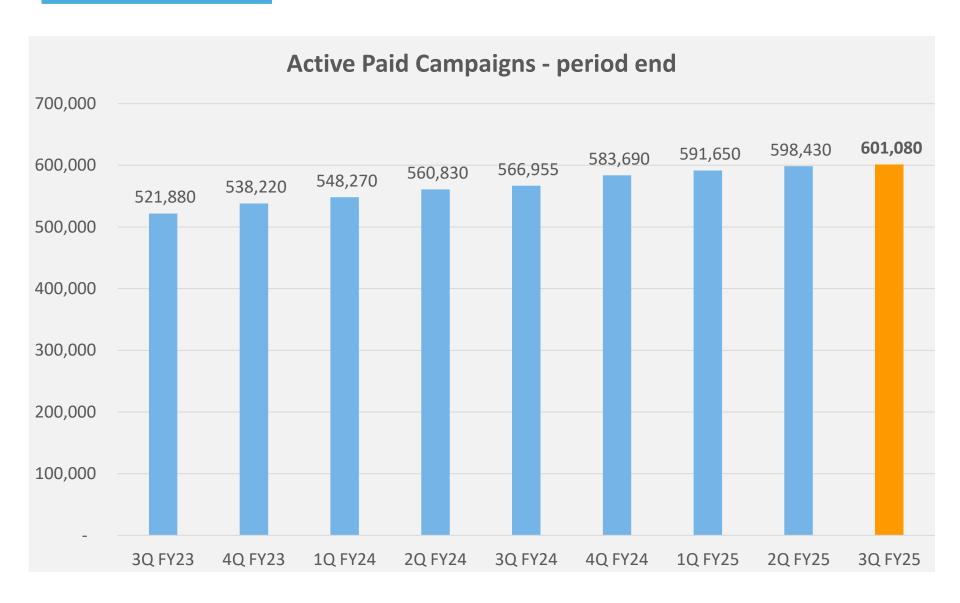
Note: Other Income primarily constitutes mark-to-market (MTM) gains on treasury portfolio, which can have high quarterly fluctuations depending on movement of bond yields during that quarter.

#### **NET PROFIT MARGIN**

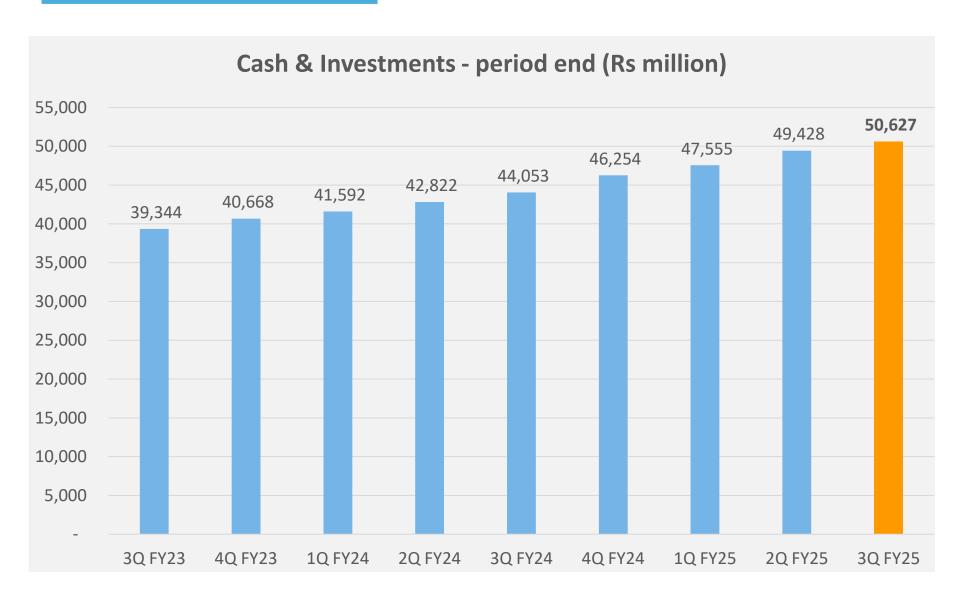


Note: Net Profit Margin is calculated as Net Profit (Profit After Taxes) as a percentage of Total Revenue (Operating Revenue + Other Income) for the period.

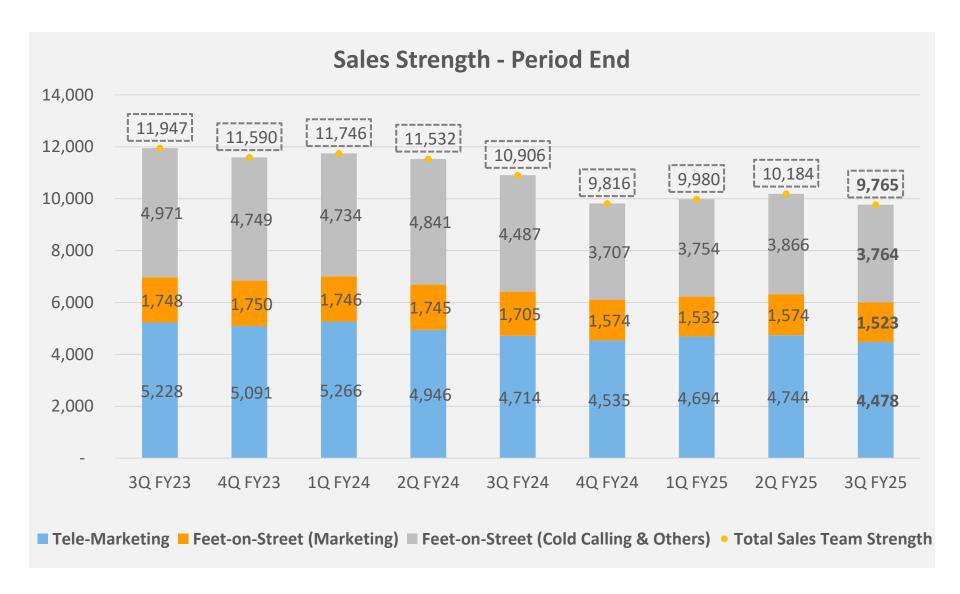
## PAID CAMPAIGNS



## CASH AND INVESTMENTS



#### SALES FORCE



JUST DIAL LTD - 3Q FY25 (Quarter ended December 31, 2024) PERFORMANCE SUMMARY							
Metric	Unit	3Q FY25	3Q FY24	YoY change	2Q FY25	QoQ change	
Operating Revenue	(₹ million)	2,873	2,650	8.4%	2,848	0.9%	
Operating EBITDA	(₹ million)	866	604	43.4%	821	5.5%	
Operating EBITDA Margin	%	30.1%	22.8%	735 bps	28.8%	133 bps	
Adjusted EBITDA (excl. ESOP expenses)	(₹ million)	867	606	43.1%	821	5.5%	
Adjusted EBITDA Margin (excl. ESOP expenses)	%	30.2%	22.8%	732 bps	28.8%	133 bps	
Other Income	(₹ million)	774	749	3.4%	1,136	-31.9%	
Profit Before Taxes	(₹ million)	1,492	1,210	23.3%	1,816	-17.8%	
Net Profit	(₹ million)	1,313	920	42.7%	1,541	-14.8%	
Net Profit Margin	%	36.0%	27.1%	893 bps	38.7%	-266 bps	
Deferred Revenue (period end)	(₹ million)	5,072	4,727	7.3%	5,155	-1.6%	
Cash & Investments (period end)	(₹ million)	50,627	44,053	14.9%	49,428	2.4%	

Note: Net Profit Margin is calculated as Net Profit (Profit After Taxes) as a percentage of Total Revenue (Operating Revenue + Other Income) for the period.

JUST DIAL LTD - 3Q FY25 (Quarter ended December 31, 2024) PERFORMANCE SUMMARY						
Metric	Unit	3Q FY25	3Q FY24	YoY change	2Q FY25	QoQ change
Unique Visitors	(million)	191.2	165.9	15.3%	198.0	-3.5%
- Mobile	(million)	164.4	141.2	16.4%	169.0	-2.7%
- Desktop/ PC	(million)	21.4	19.1	12.3%	23.4	-8.5%
- Voice	(million)	5.4	5.6	-3.8%	5.6	-4.5%
- Mobile	% share	86.0%	85.2%	85 bps	85.4%	64 bps
- Desktop/ PC	% share	11.2%	11.4%	-29 bps	11.8%	-61 bps
- Voice	% share	2.8%	3.4%	-55 bps	2.8%	-3 bps
Total Listings (period end)	(million)	47.5	41.6	14.2%	46.2	2.8%
Net Listings Addition	(	1,290,820	1,404,614	-8.1%	1,305,226	-1.1%
Total Images in Listings (period end)	(million)	216.0	175.7	23.0%	206.5	4.6%
Listings with Geocodes (period end)	(million)	31.8	26.4	20.4%	30.8	3.1%
Ratings & Reviews	(million)	151.4	147.0	3.0%	150.3	0.7%
Paid campaigns (period end)		601,080	566,955	6.0%	598,430	0.4%
Tala campalana (pensar cha)		332,333	200,000	0.072	555, 155	0,
Total App Downloads (period end)	(million)	39.0	35.8	8.9%	38.2	2.2%
App Downloads per day		6,935	7,660	-9.5%	7,377	-6.0%
Total Employees (period end)		12,676	13,954	-9.2%	13,147	-3.6%
- Sales Employees (period end)		9,765	10,906	-10.5%	10,184	-4.1%

#### BOARD OF DIRECTORS

FY	FCI	JTI\	/F D	ΙR	F٢	T	١R
$ L \wedge$		, , , , ,		411			41

V S S Mani

V S S Mani is the Founder, Managing Director and Chief Executive Officer of Justdial. With over 36 years of experience in the field of media and local search services, he has successfully steered and kept our business on the growth track, driven by technological innovation.

## INDEPENDENT DIRECTORS

K. Sudarshan

(Chairman)

K. Sudarshan is an Engineering graduate from the National Institute of Technology, Kurukshetra. He leads EMA Partners across India, Singapore & the Middle East and is part of the global firm's executive board responsible for the Marketing & Communications portfolio. Operating from Mumbai & Singapore, he has over 25 years of experience in Executive search and has led successful engagements for both Indian and multinational corporations across industry sectors and functional disciplines. He also leads the Board and CEO practice for the firm in India. He is widely networked and recognized as an industry thought leader in India. He has also written several articles in leading business media across a variety of issues encompassing general management, human resources, and academics.

Ranjit V. Pandit served as the Managing Director at General Atlantic, LLC, between 2007 and 2012 where he was the head of the firm's growth investment activities across India. He has served as an Advisory Director of General Atlantic LLC in

Ranjit V. Pandit

2013. Prior to General Atlantic, he served as the Managing Director and Chairman of McKinsey & Company in India. He has an MBA from the Wharton School at the University of Pennsylvania (USA) and holds a BE Degree in Electrical Engineering from VJTI, University of Bombay.

Bhama Krishnamurthy was Country Head and Chief General Manager, SIDBI. She has a career spanning over 35 years in IDBI (new IDBI Bank) and SIDBI, and Apox Development Bank for micro, small and medium enterprises in India sovering all

Bhama

IDBI (now IDBI Bank) and SIDBI, an Apex Development Bank for micro, small and medium enterprises in India covering all areas of development in banking operations both from policy perspectives and relating to implementation aspects. Her areas of specialisation include resource raising and management, integrated treasury operations, credit dispensation & management and risk management. She has done her Masters in Science (M.Sc.) from Mumbai University.

\_\_\_\_\_

Krishnamurthy

Professor Dipak C. Jain earned his M.Sc in Mathematical Statistics from Guwahati University and his Ph.D. in Marketing from the University of Texas at Dallas, USA. He holds a distinguished reputation as both an educator and a scholar. He assumed the role of Dean at the Kellogg School of Management, Northwestern University USA, from 2001 to 2009, and later served as Dean at INSEAD, a prominent business school located in Fontainebleau (Paris), France. Following this, he served as Director at the SASIN Graduate Institute of Business Administration, Chulalongkorn University in Bangkok, Thailand. Presently, Professor Jain holds the title of Professor of Marketing at the China Europe International Business School (CEIBS), bringing with him over 40 years of expertise in management education. He has published several articles in esteemed international journals focusing on marketing and related disciplines. Additionally, he served as the President (European) of China Europe International Business School from 2017 to 2022.

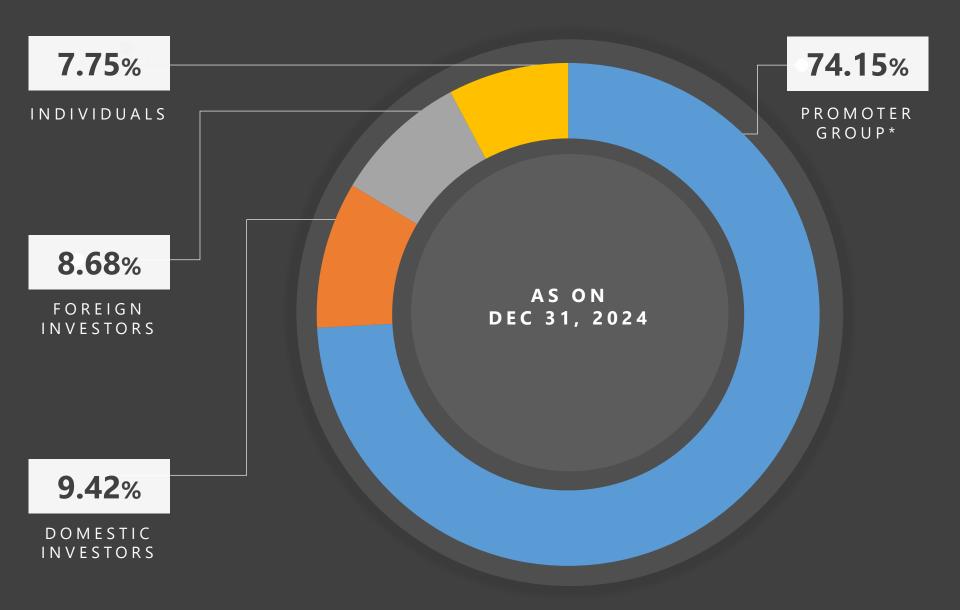
# **BOARD OF DIRECTORS**

	NON-EXECUTIVE DIRECTORS
V. Subramaniam	V. Subramaniam is a Chartered Accountant and Cost Accountant. He has over 25 years of experience in the fields of finance, accounts, taxation and business management. He has over the years served at various leadership positions in industries ranging from consumer products, petrochemicals, refining to automobiles and retail during his corporate tenure. He is currently serving as the Managing Director of Reliance Retail Ventures Limited (RRVL) as well as Whole-time Director of Reliance Retail Limited, subsidiary of RRVL.
Ashwin Khasgiwala	Ashwin Khasgiwala presently serves as the Chief Business Operations Controller for Retail Business and has been associated with Reliance Group for more than 18 years. He is a Chartered Accountant and has over two decades of experience in the fields of finance, compliance and accounting.
Geeta Fulwadaya	Geeta Fulwadaya has been associated with Reliance Group for over 15 years and has extensive experience in the field of corporate laws and allied matters. She is also on the Board of several companies, including Den Networks Limited and Hathway Cable & Datacom Limited. She is a commerce graduate and also holds a law degree from Government Law College. She is a member of the Institute of Company Secretaries of India.
Anshuman Thakur	Anshuman Thakur has completed his graduation in Economics and MBA from IIM Ahmedabad. He has 25 years of experience in corporate strategy and investment banking and has worked across diverse industries. He is currently Senior Vice President at Jio Platforms Limited and responsible for strategy and planning functions. He joined the Reliance Group in 2014 and has ever since been closely involved with the Jio and retail businesses. Prior to joining Reliance, he worked with Morgan Stanley as Head of Mergers & Acquisitions in India. He was a TMT coverage banker at Rothschild prior to his stint at Morgan Stanley. He has also worked with Arthur Andersen and Ernst & Young in the areas of corporate finance and strategy.
Dinesh Taluja	Dinesh Taluja has completed his B. Tech. from IIT Delhi and MBA from IIM Ahmedabad. He has over 18 years of experience across Investment Banking, Management Consulting & Private Equity and has worked in various roles across Credit Suisse, Standard Chartered Bank, McKinsey & Company and Peepul Capital. He was associated with Credit Suisse where he was leading their India's M&A practice. He is currently serving as the Chief Financial Officer of Reliance Retail Limited and Dy. Chief Financial Officer of Reliance Retail Ventures Limited.

# LEADERSHIP TEAM

Name	Designation	Experience	Functional Areas
V S S Mani	Managing Director & CEO	36 Years	Overall growth strategy, planning, execution & management
V Krishnan	Group President	31 Years	Growth Strategy and Business Development
Abhishek Bansal	Chief Financial Officer	16 Years	Finance, Strategy, Accounting, Treasury, Audit, Legal, Compliance & Investor Relations
Vishal Parikh	Chief Product Officer	24 Years	Leads Product, Design & Technology teams, IT Infra and Voice Operations
Shwetank Dixit	Chief Growth Officer	13 Years	Strategy, Marketing, Business Analytics, Traffic and Revenue Growth, Content Augmentation & SEO
Rakesh Ojha	Chief Business Officer (West & South)	29 Years	Sales & Expansion (West & South Region)
Prashant Nagar	Chief Business Officer (North & East)	25 Years	Sales & Expansion (North & East Region)
Ajay Mohan	Chief Business Officer	29 Years	Sales platform management, Strategic alliances, Corporate partnerships & Business expansion
Rajesh Madhavan	Chief People Officer	31 Years	Human Resource Functions
Bandan Karkidholy	Vice President & General Counsel	20 Years	Legal, Regulatory Compliances, Intellectual Property
Manan Udani	Company Secretary & Compliance Officer	16 Years	Company Secretarial and Compliances

## SHAREHOLDING PATTERN



## End of Presentation

Registered & Corporate Office:

Just Dial Limited, Palm Court Building M, 501/B, 5th Floor, New Link Road, Malad (W), Mumbai - 400064.

For any queries, please contact us at <a href="mailto:investors@justdial.com">investors@justdial.com</a>