

December 3, 2020

To

<b>BSE Limited</b> Department of Corporate Services Listing Department P J Towers, Dalal Street, Mumbai – 400001 <i>Scrip Code: 535648</i>	<b>National Stock Exchange of India Limited</b> Listing Department Exchange Plaza, Plot no. C/1, G Block, Bandra-Kurla Complex, Bandra (East), Mumbai – 400051 <i>Scrip Symbol: JUSTDIAL</i>	<b>Metropolitan Stock Exchange of India Limited</b> 4 <sup>th</sup> Floor, Vibgyor Towers, Plot No. C 62, G Block, Opp. Trident Hotel, Bandra Kurla Complex, Bandra (East), Mumbai – 400098 <i>Scrip Symbol: JUSTDIAL</i>
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Dear Sir/Madam,

**Sub.: Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Intimation of Investor Calls**

In accordance with the provisions of the Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we would like to inform that the representative(s) of the Company shall attend investors meeting viz. – “the Edelweiss IT MidCap e-Conference - Techolution: The Squeeze-up Cycle 2.0” on Friday, December 4, 2020 organised by Edelweiss.

The Schedule may undergo change due to exigencies on part of Investor/Company.

List of participants and copy of presentation to be shared with investors are enclosed.

This is for your information and records please.

Thanking You,

Yours truly,

**For Just Dial Limited**

**Manan Udani**  
**Company Secretary**

**Encl: As above**

**Just Dial Limited**

CIN: L74140MH1993PLC150054

Registered & Corporate Office : Palm Court Building M, 501/B, 5th Floor, New Link Road, Besides Goregaon Sports Complex, Malad West, Mumbai - 400064

Tel. : 022-28884060 / 66976666 • Fax : 022-28823789

Mumbai, Delhi, Kolkata, Chennai, Bangalore, Pune, Hyderabad, Ahmedabad, Coimbatore, Jaipur and Chandigarh

☎ 088888-88888 | [www.justdial.com](http://www.justdial.com)

**Just Dial Limited – Investors Meeting – December 4, 2020**

<b>Sr. No.</b>	<b>Name of the Participants</b>
1	Aditya Birla Sun Life Insurance Company Ltd
2	Bajaj Allianz Life Insurance Company Ltd
3	Banyan Capital
4	Baroda Mutual Fund
5	Bharti AXA Life Insurance Company Ltd
6	BOI Axa MF
7	Carnelian AIF
8	Edelweiss Group
9	Girik Capital
10	Helios Capital Management Pte Ltd
11	ICICI Prudential Asset Management Co. Ltd
12	IDBI Federal Life Insurance
13	Karma Capital Management LLC
14	Mahindra Asset Management Co. Pvt. Ltd
15	Malabar Investments
16	Max Life Insurance Co. Ltd
17	Motilal Oswal Asset Management Company Ltd
18	Oneup Finance
19	Reliance Capital Asset Management Limited
20	Sageone Capital
21	Sameeksha Capital Private Limited
22	Sundaram Asset Management Company Ltd
23	Tata Investment Corporation Limited
24	UTI Mutual Fund
25	Value Quest
26	Zeus Capital

# CORPORATE PRESENTATION

October 2020

**Justdial**<sup>®</sup>

India's No.1 local search engine

## 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 assumes any obligation to update any forward -looking statements or to confirm these forward-looking statements to the Company's actual results.

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

Q2 FY21 means the period Jun 1, 2020 to Sep 30, 2020

FY21 or FY 20-21 or FY 2021 means the Financial Year starting Apr 1, 2020 and ending Mar 31, 2021

## COVID-19 IMPACT & RESPONSE

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- ❑ As a result of lockdown imposed by the Government in March 2020 owing to COVID-19, the Company moved to Work-from-Home (WFH) for all employees. Post lockdown relaxations, Company has opened its offices across India with limited workforce in line with Government's directives issued from time to time.
- ❑ To optimize discretionary costs, Company had curtailed its advertising spends (both digital and non-digital) from April 2020. Majority of traffic is presently coming organically (without advertising). For 1Q FY21 and 2Q FY21, we had 100 million (declined 35.9% YoY) and 130.6 million (declined 19% YoY) quarterly unique visitors, respectively. Organic traffic has recovered well from COVID-19 impact and is growing steadily. On a like-for-like basis, current organic traffic run-rate is ~14% higher versus pre-COVID levels which augurs well for the business.
- ❑ In order to assist SMEs in these unprecedented times, the Company had launched various offers on its paid campaigns during the period, including better discounts, flexibility in activation of their campaign (post lockdown), better payment terms, etc. As a result, the Company was able to arrest COVID-19 impact on 1Q FY21 monetization (Collections) to a decline of 52% YoY and 43% QoQ. With lockdown easing, monetization has further improved and 2Q FY21 Collections (down 28% YoY) grew 41% QoQ. Overall, monetization currently stands at ~75% of pre-COVID levels which is reasonably healthy considering the severe impact COVID-19 has had on SMEs.
- ❑ While prioritizing safety and well-being of its employees, the Company is extensively leveraging technology for its operations. While the Company has a strong Balance Sheet and robust cash position, the Company is re-evaluating and optimizing all costs (despite 32% YoY decline in revenue, adjusted EBITDA margin of 28.5% delivered in 1Q FY21 and 32.6% in 2Q FY21) and focusing even more on automated processes to enable it to successfully navigate the ongoing uncertainties and emerge stronger.



# BUSINESS OVERVIEW



# COMPANY OVERVIEW

Justdial's services connect sellers of products & services with potential buyers/ users



High user engagement, 111.9 million ratings & reviews



130.6 million quarterly unique visitors in Q2-FY21



Database of 30 million listings



Scalable and profitable business model



448,600 active paid campaigns



Figures as on Sep 30, 2020



## KEY STRENGTHS

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- ❑ First Mover Advantage in Indian Local Search Market
- ❑ Strong Brand Recognition with 130.6 million unique quarterly visitors^ in Q2 FY21 (100 million in Q1 FY21)
- ❑ Comprehensive database of 30 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

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





# NATIONWIDE PRESENCE



Nationwide coverage, branches in 11 cities across India



Corporate Headquarters in Mumbai, Technology operations and R&D division in Bengaluru



3,138 employees in tele-sales, 4,524 feet-on-street salesforce




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

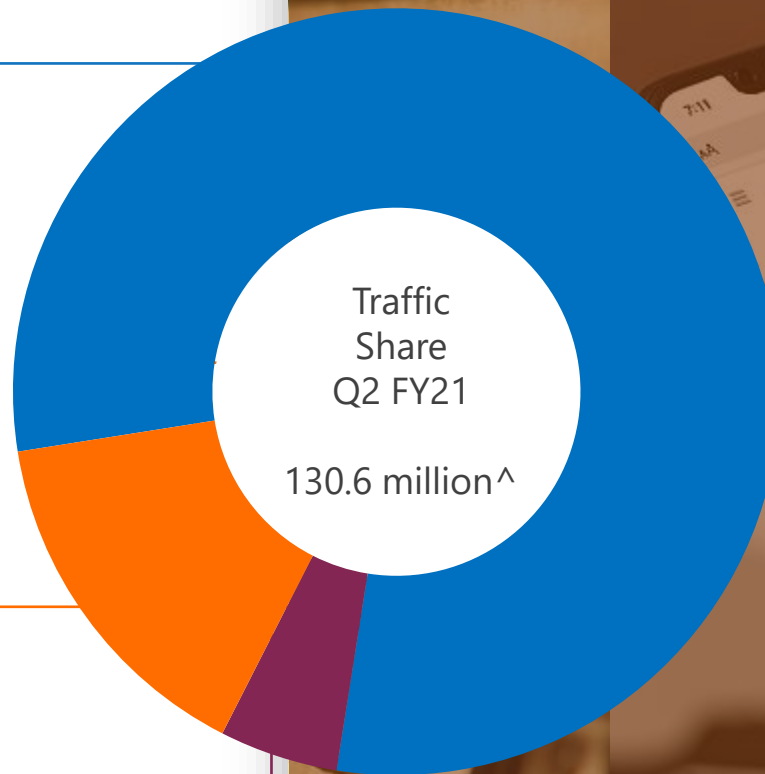


# PLATFORMS

 **80.8%**  
MOBILE  
Mobile Site & Apps

 **14.5%**  
DESKTOP/ PC  
[www.justdial.com](http://www.justdial.com)

 **4.7%**  
VOICE  
88888-88888



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# MOBILE

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Android & iOS Apps

Predictive Auto-Suggest

Company, Category, Product Search

Map View of Category Search

Location Detection

Voice Search

App Notifications

JD Pay

JD Social

Maps & directions

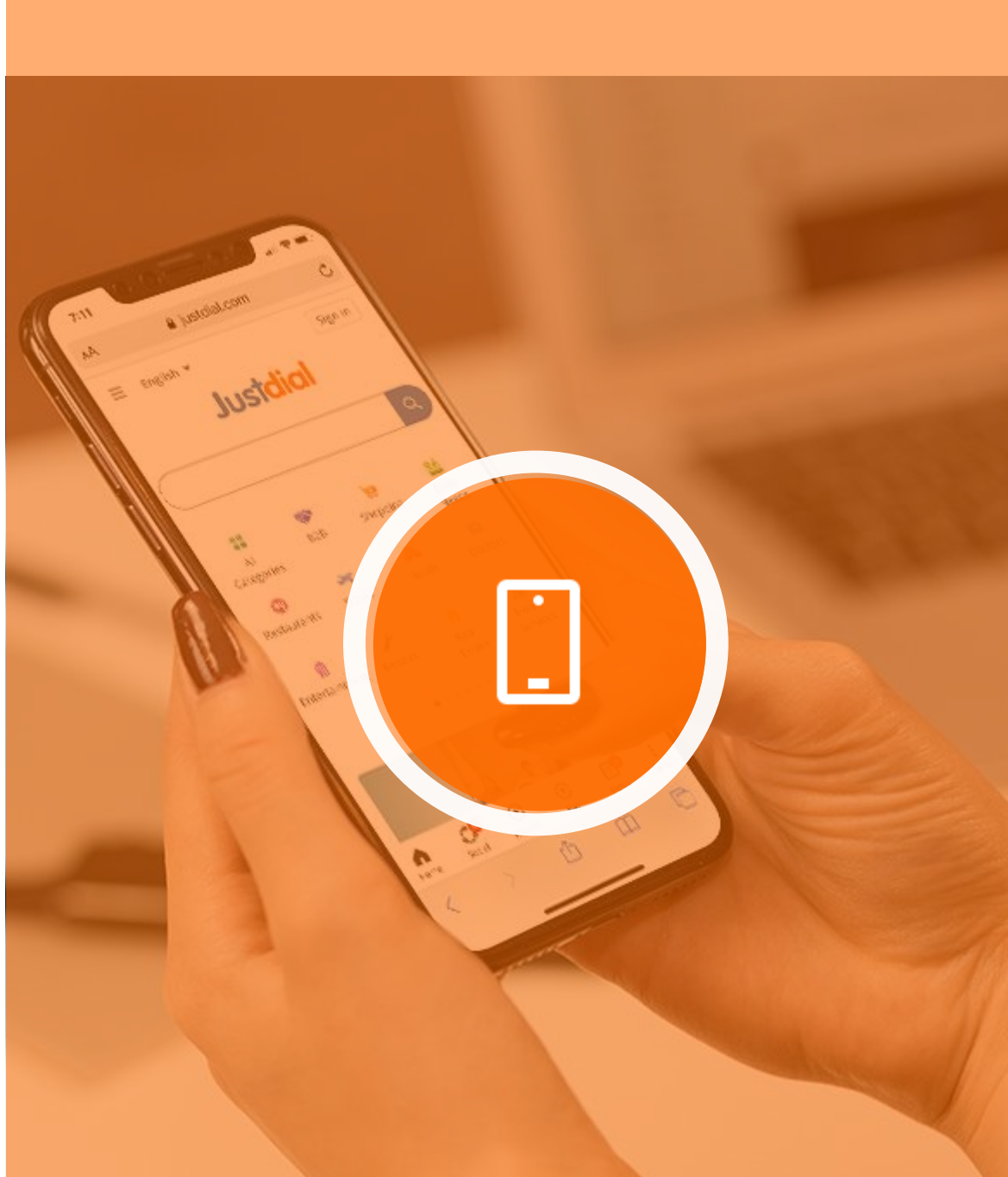
Location-based search service

Ratings & Reviews

Friends' Ratings

Favorites

Search Plus



# WEBSITE

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Predictive Auto-Suggest

Company, Category, Product Search

Location Detection

Maps & directions

Operating hours

Business logos

Pictures & videos

Ratings & reviews

Friends' Ratings

Favorites

Search Plus

Popular Category Searches





# VOICE

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 888888-888888

Operator-assisted Hotline Number

One number across India

24 Hours a day x 7 Days a week

Multi-lingual support

Zero-ring Pickup

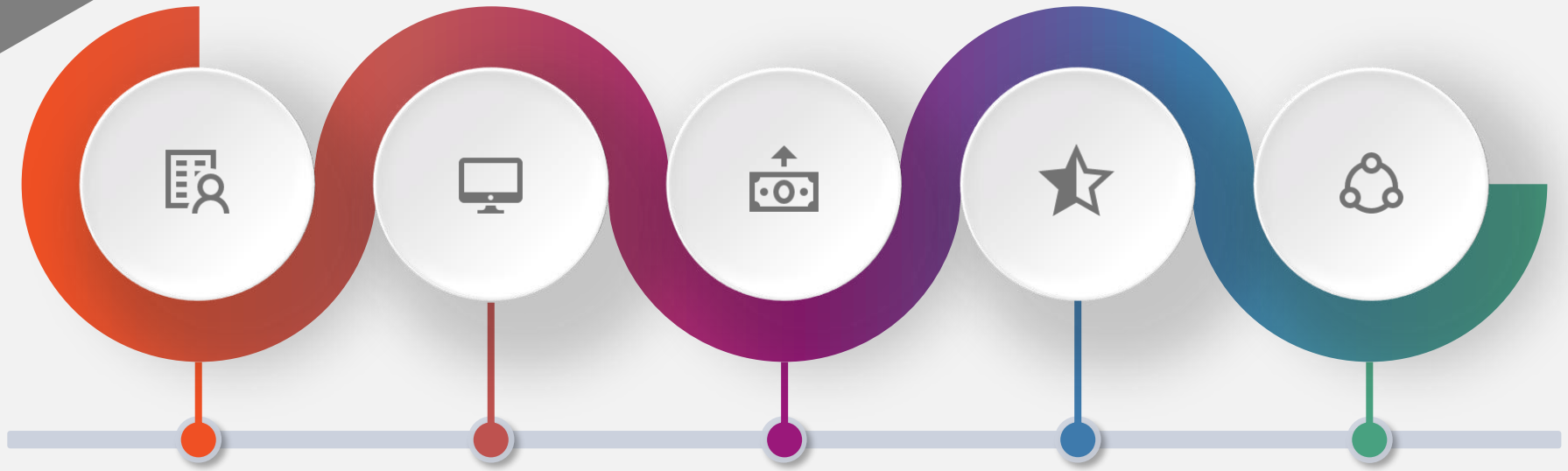
Personalized Greeting

Multiple queries in one call

Instant Email & SMS



# 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' decision-making, JD Ratings tool helps SMEs gather more ratings & reviews

## REACH

JD Social, a social media platform with curated content, provides great visibility to businesses rated by users

# USER ENGAGEMENT



111.9 million Ratings & Reviews

Mobile-verified, unbiased ratings

Friends' Ratings

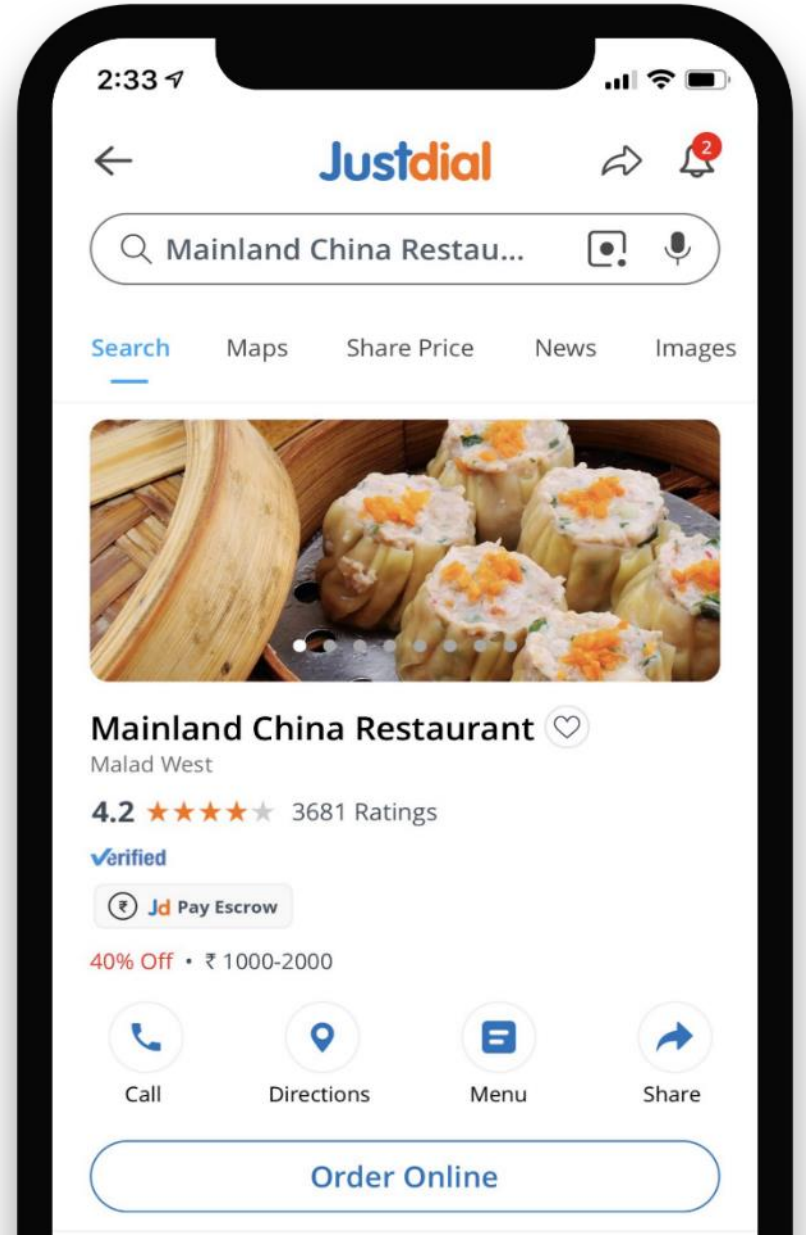
10-Point Rating Scale

Facebook & Twitter-shareable

Photos Upload with Review

Ratings shared on JD Social

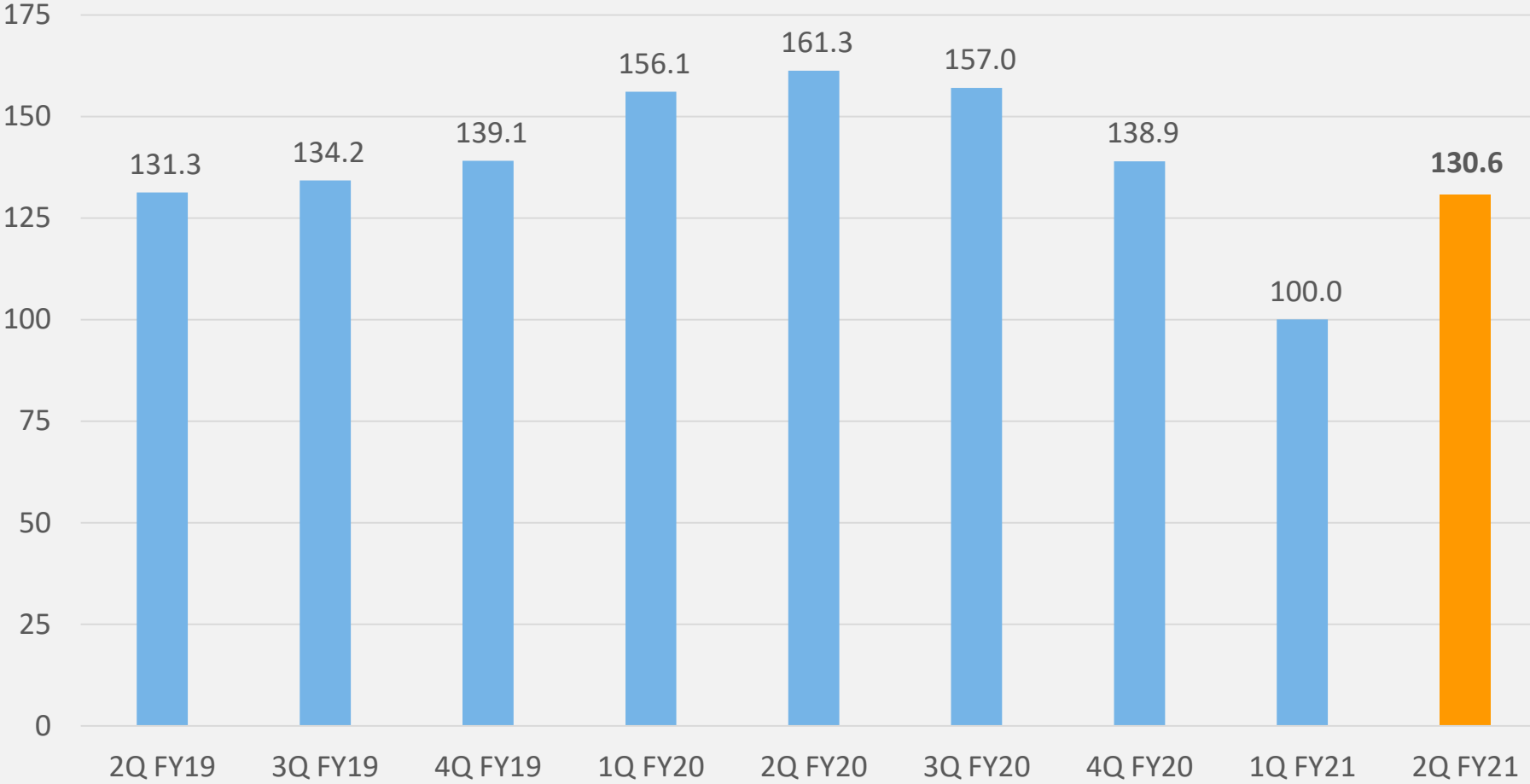
Robust Audit Mechanism





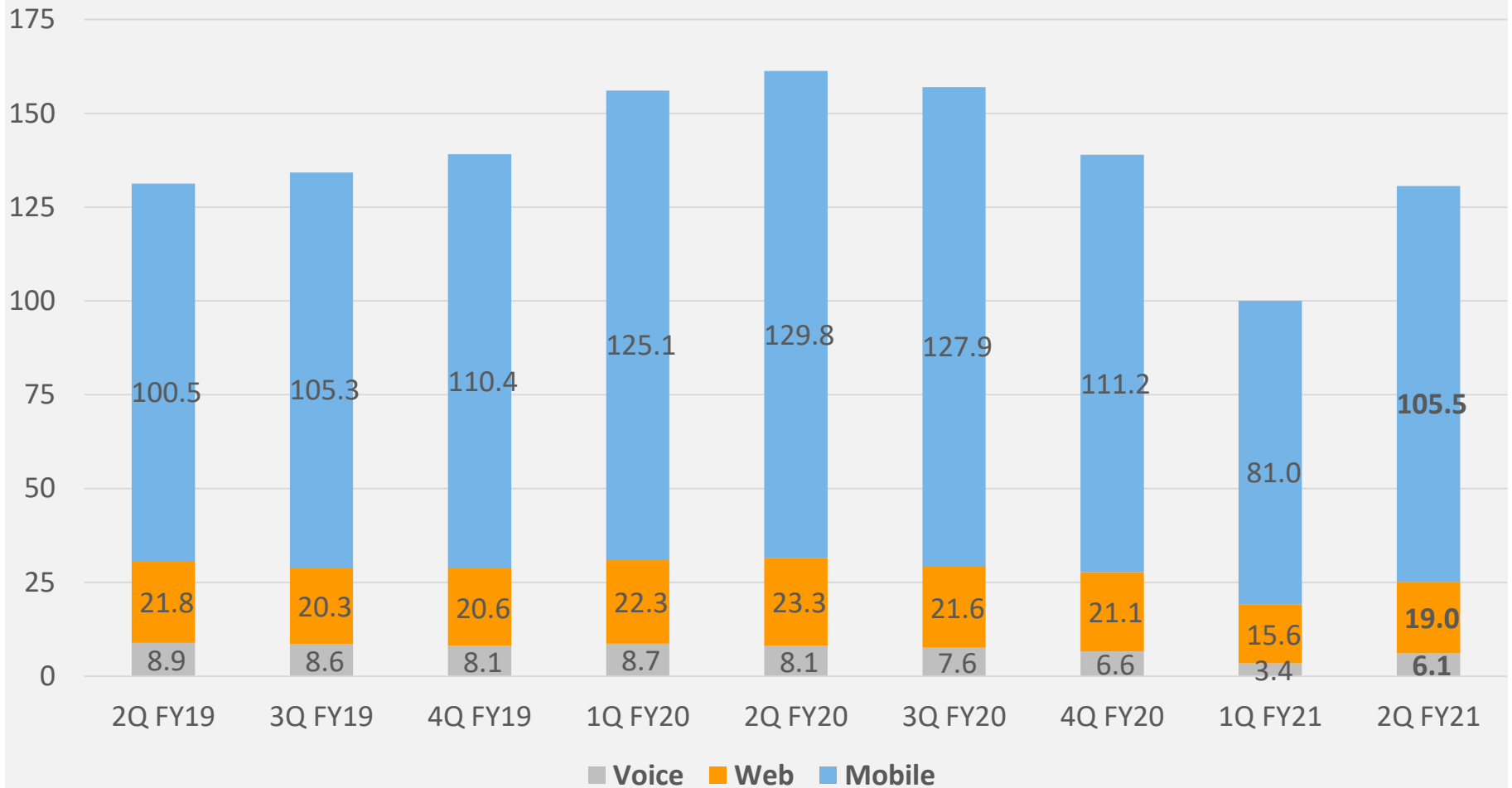
TRAFFIC / VISITORS

Quarterly Unique Visitors (million)



# TRAFFIC / VISITORS

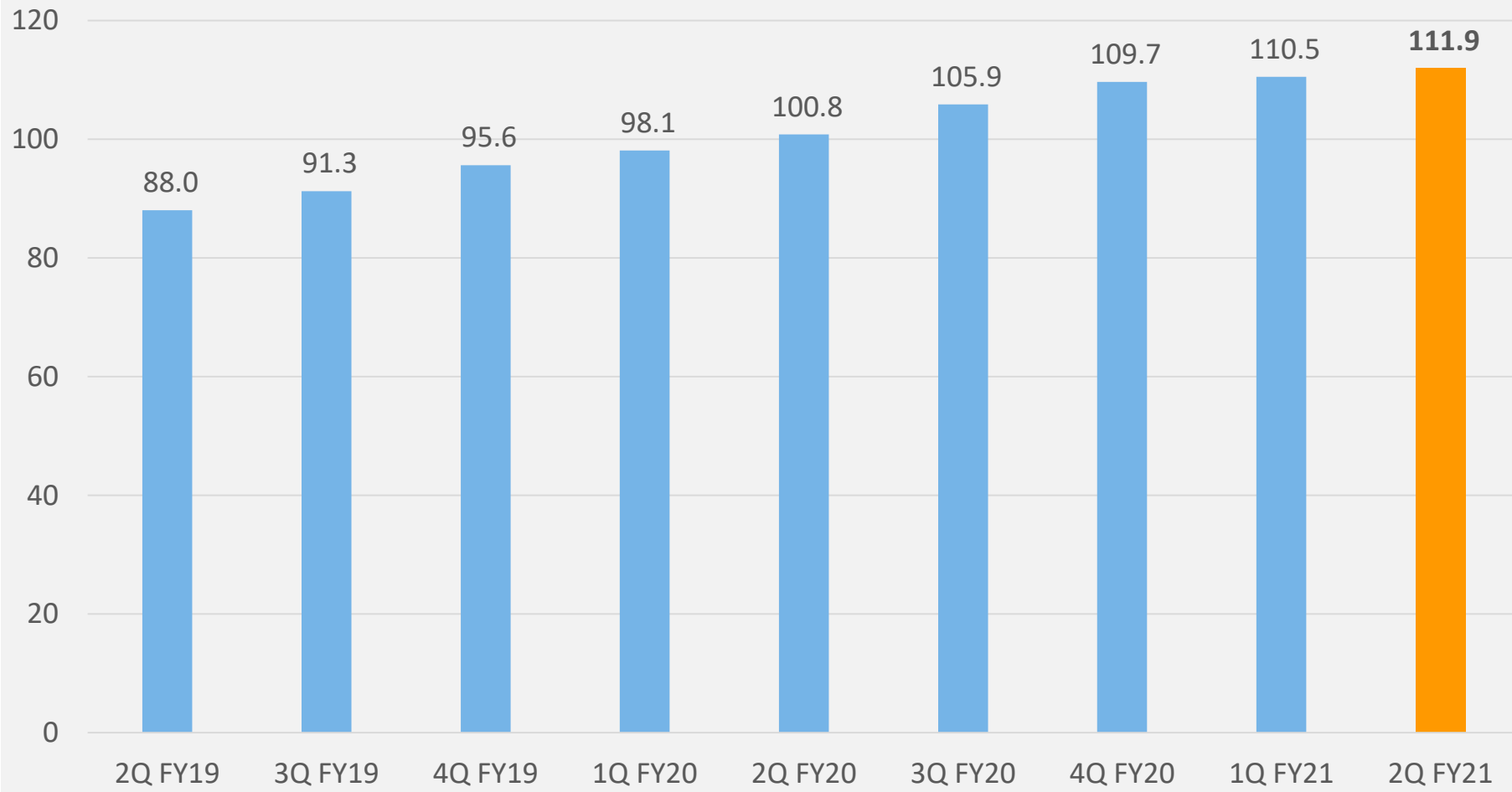
## Quarterly Unique Visitors split (million)



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

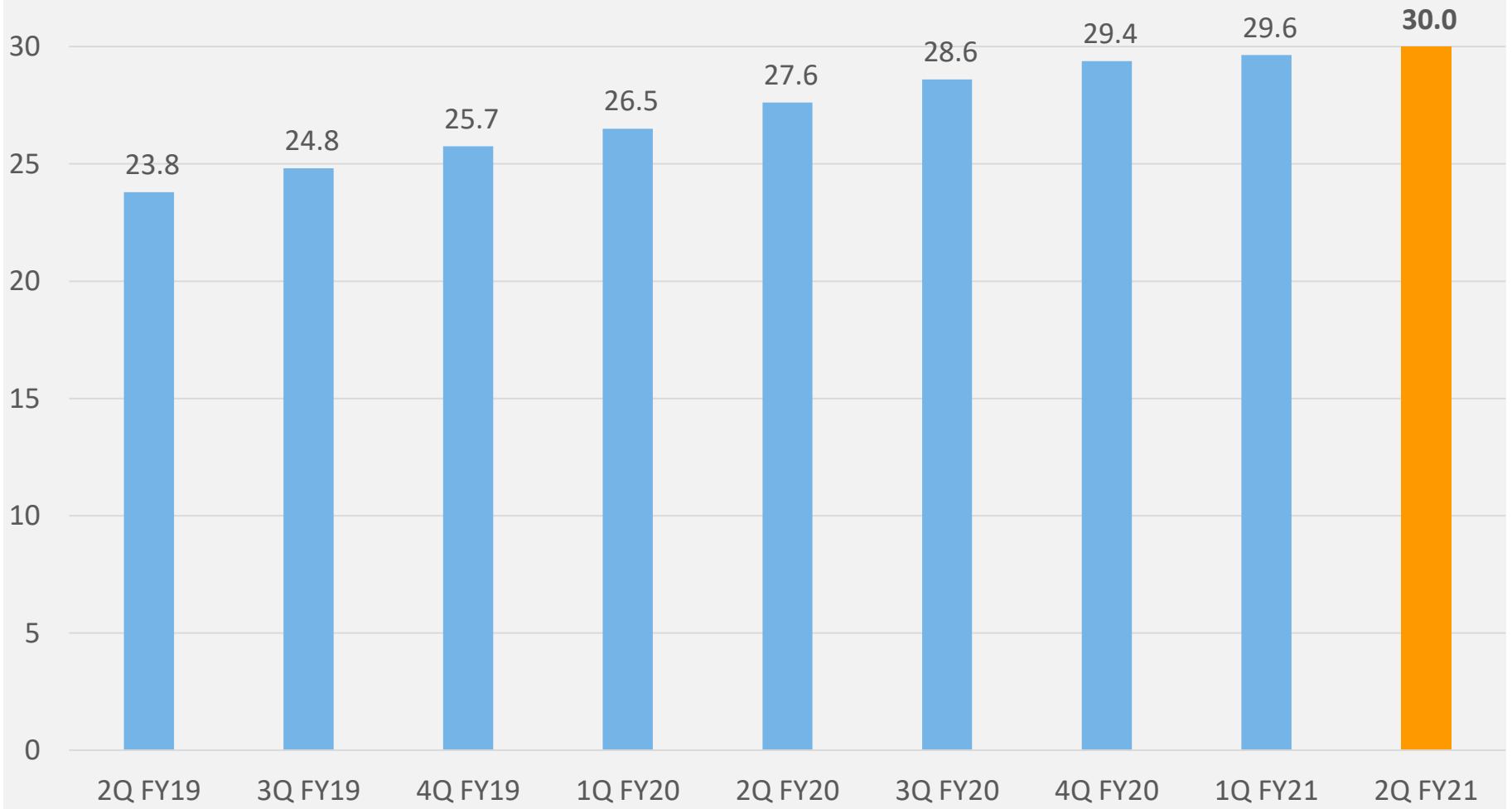
# USER ENGAGEMENT

## Ratings & Reviews (million)



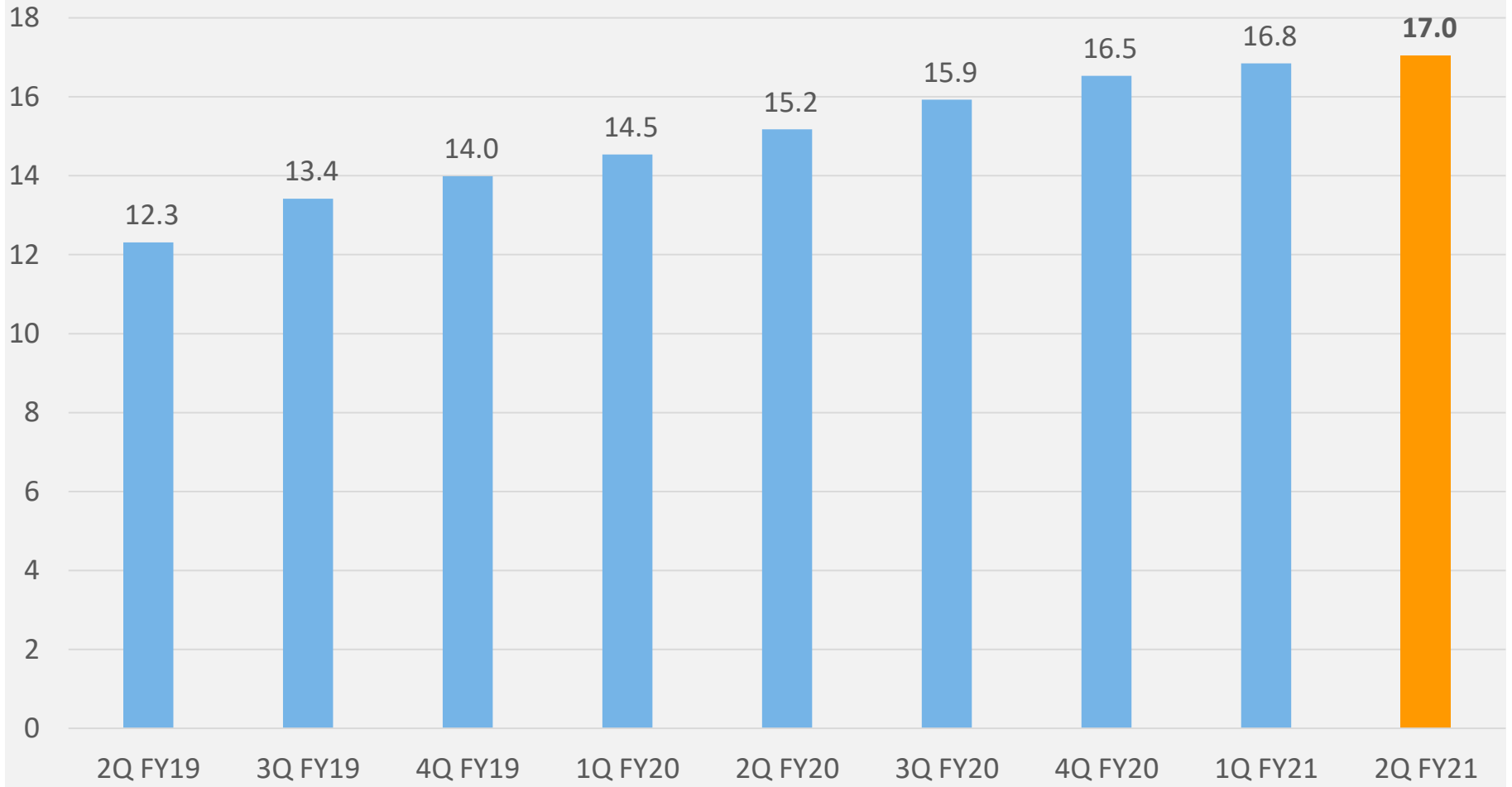
# DATA ENRICHMENT

## Active Listings - period end (million)



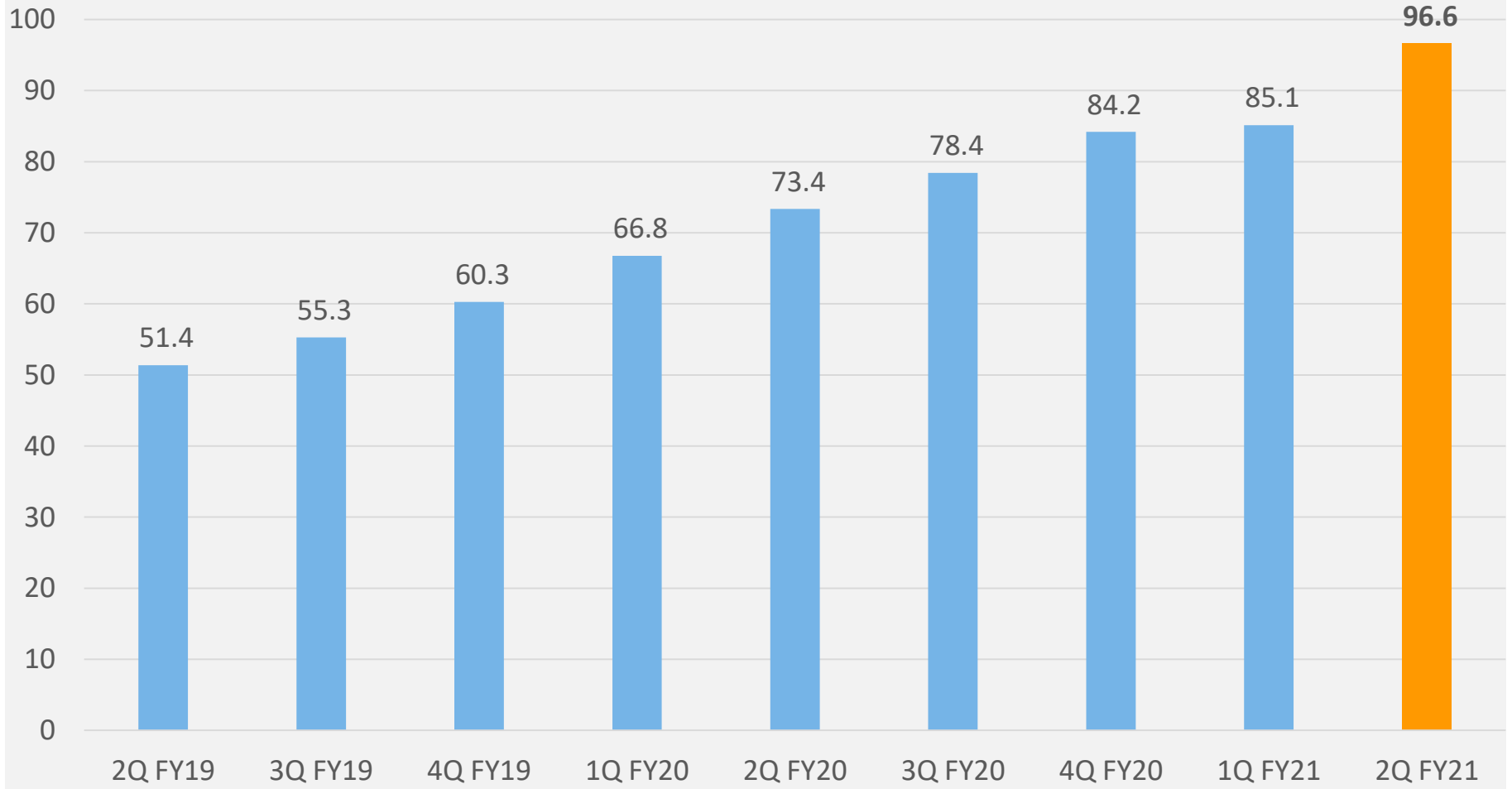
# DATA ENRICHMENT

## Listings with Geocodes (million)



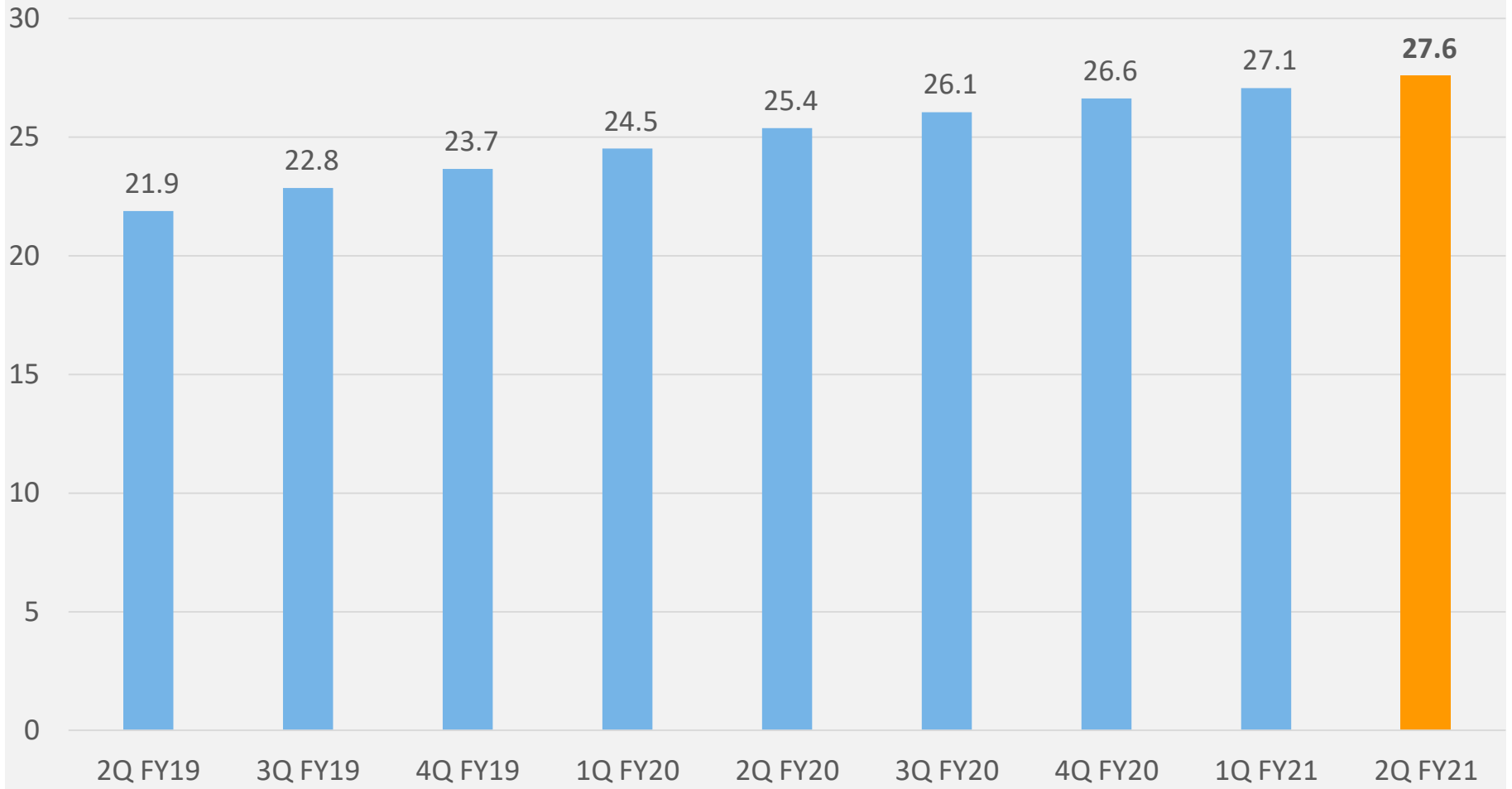
## DATA ENRICHMENT

### Images in Active Listings (million)



# MOBILE APPS

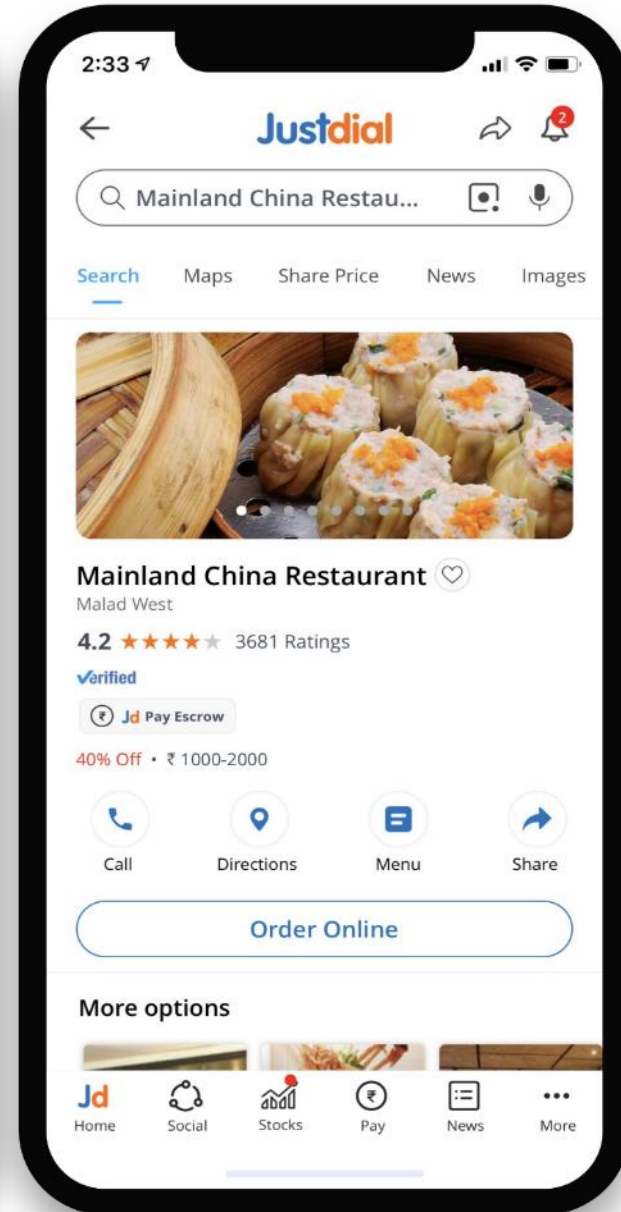
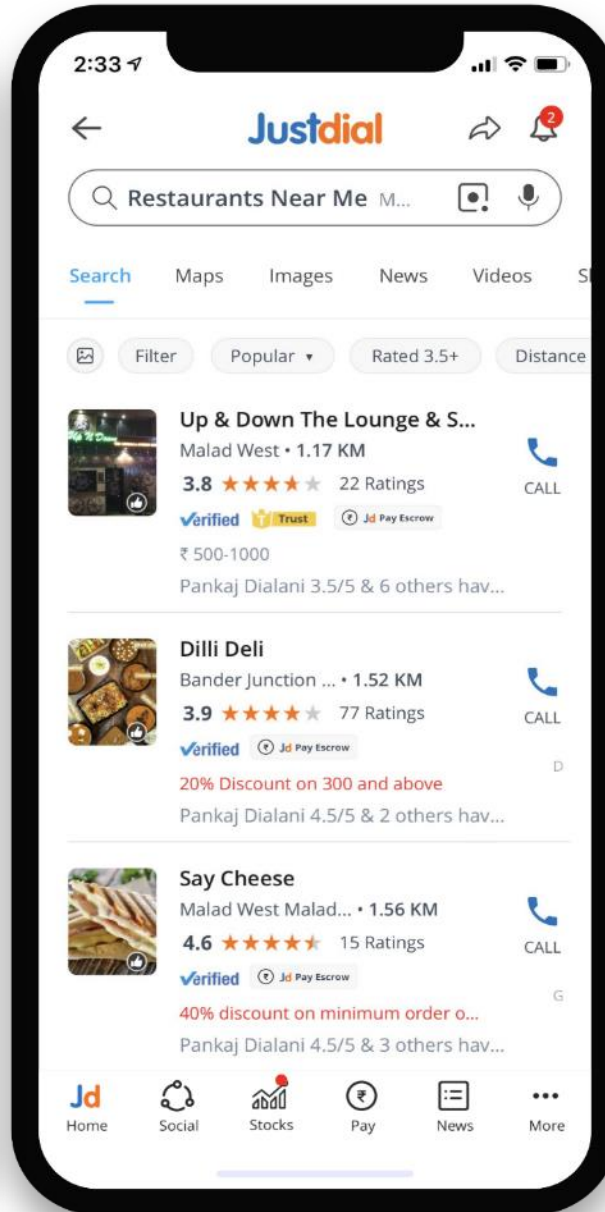
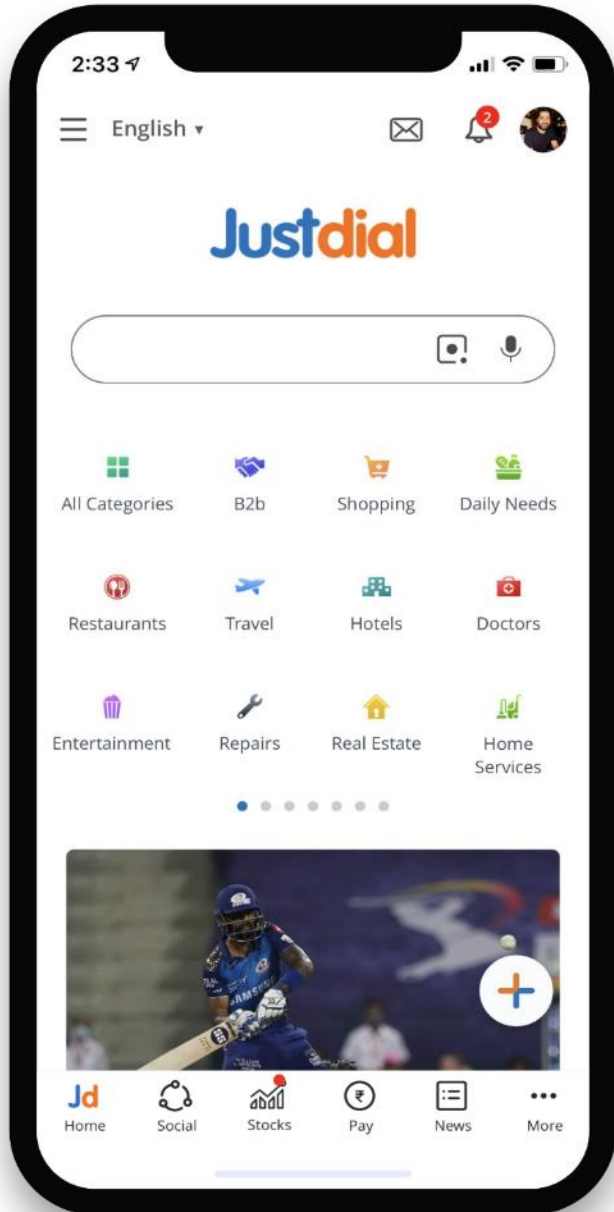
## Cumulative App Downloads (million)



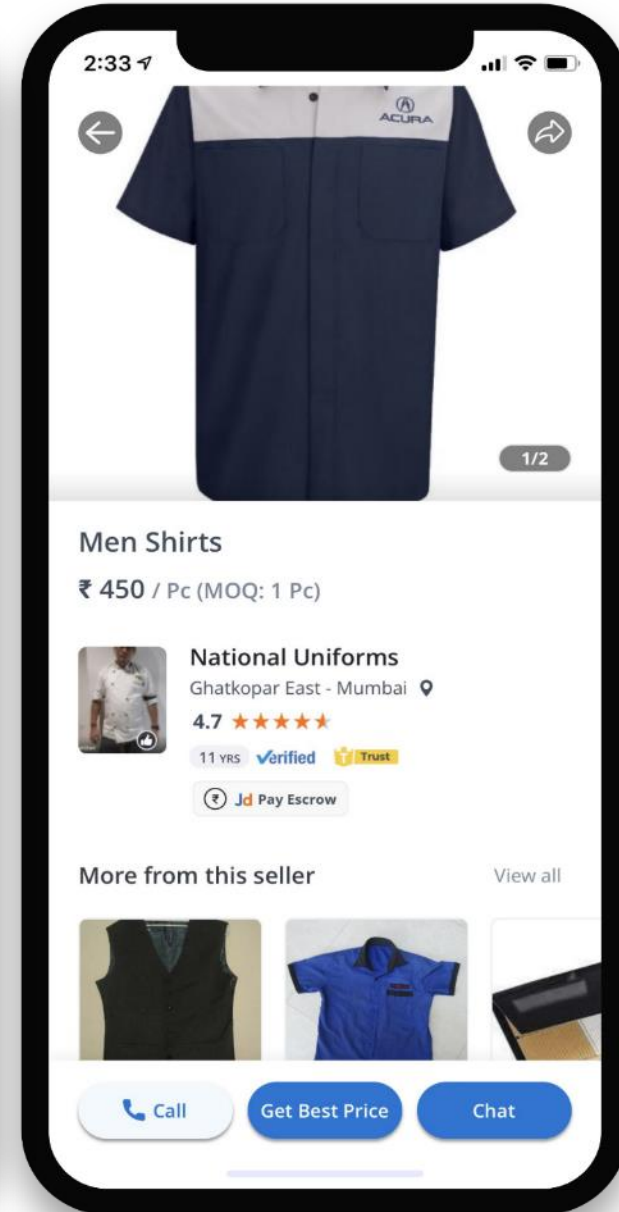
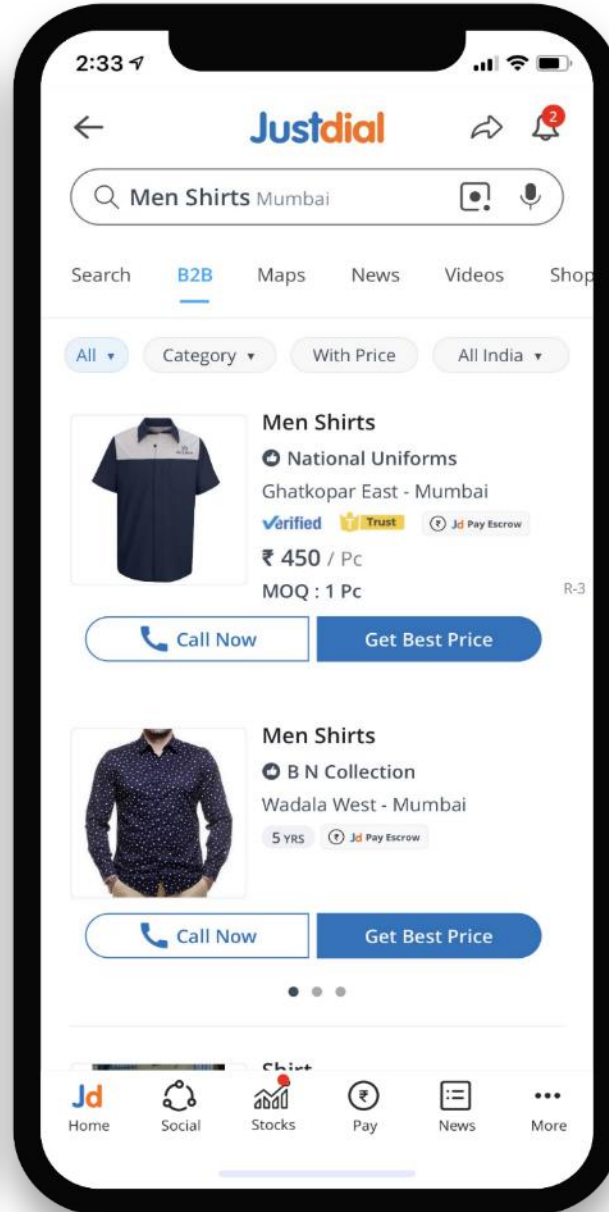
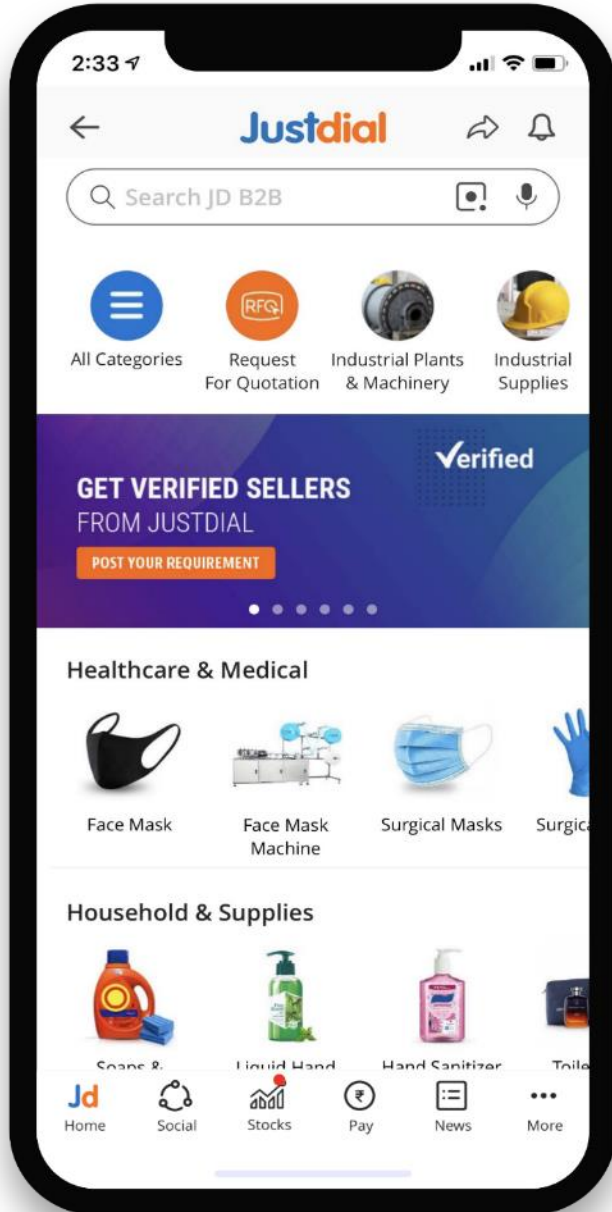




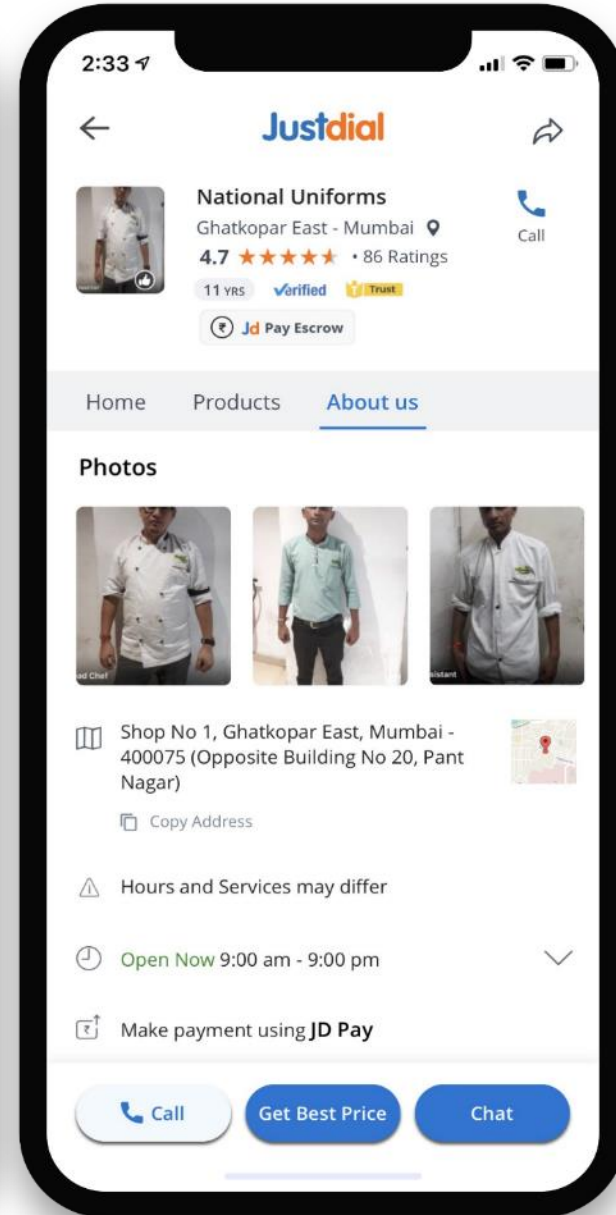
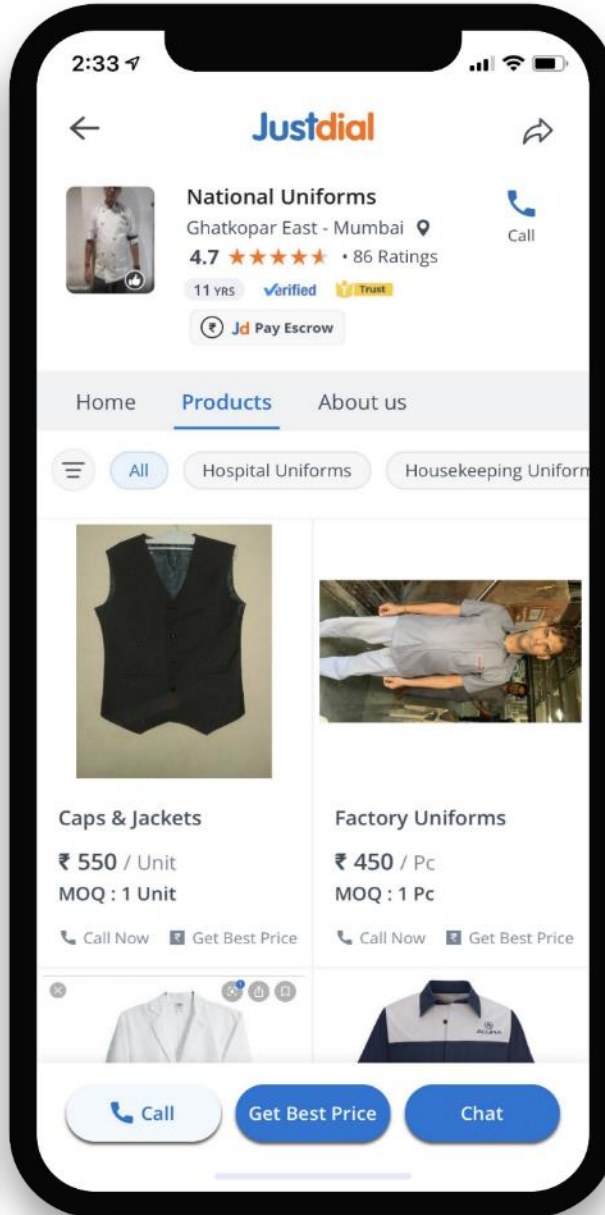
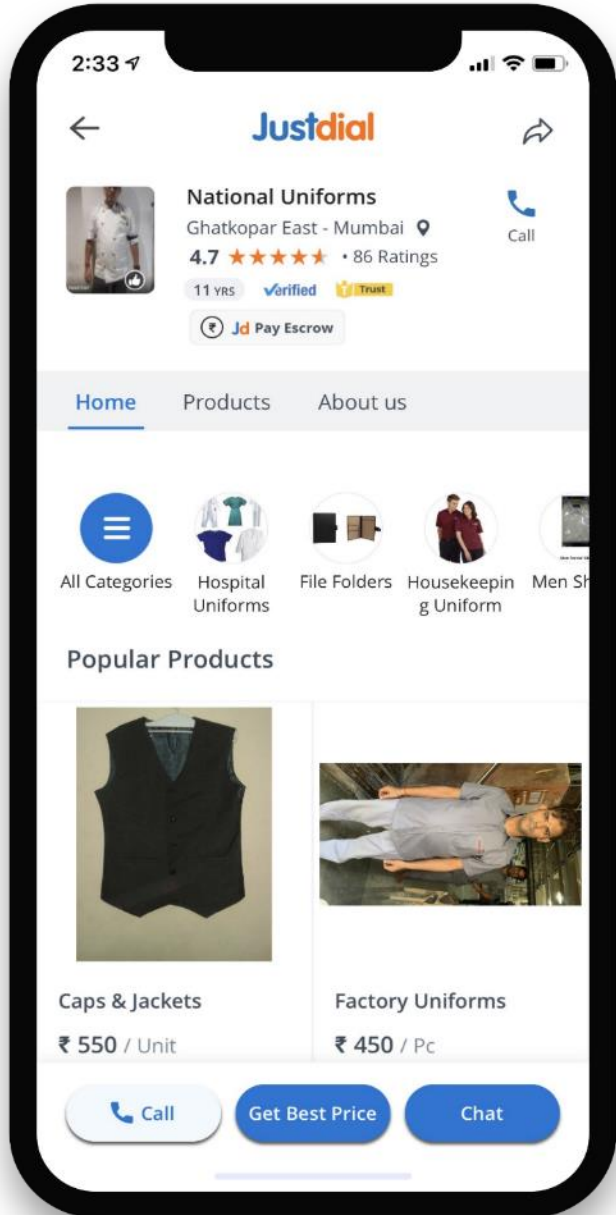
## PRODUCT OVERVIEW



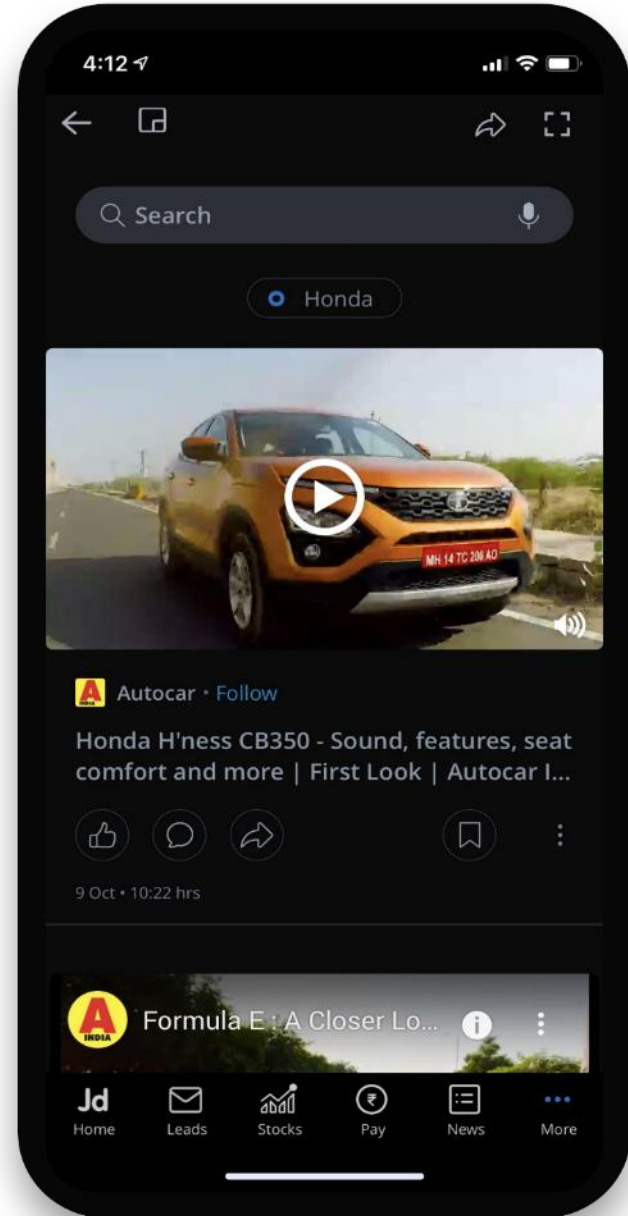
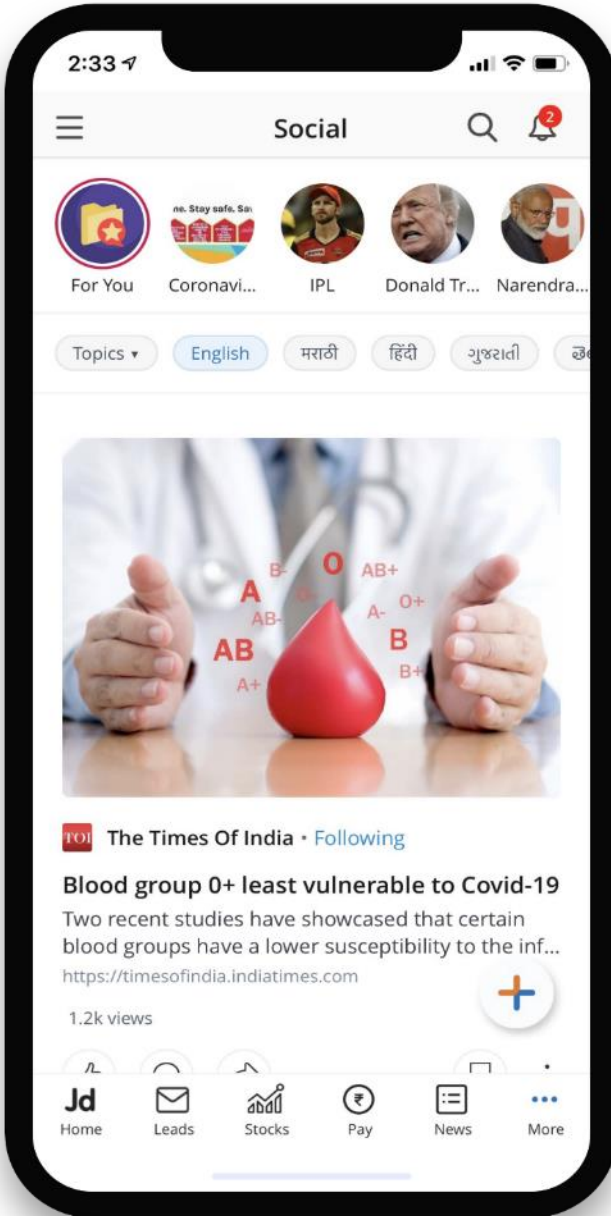
# B2B - PRODUCTS



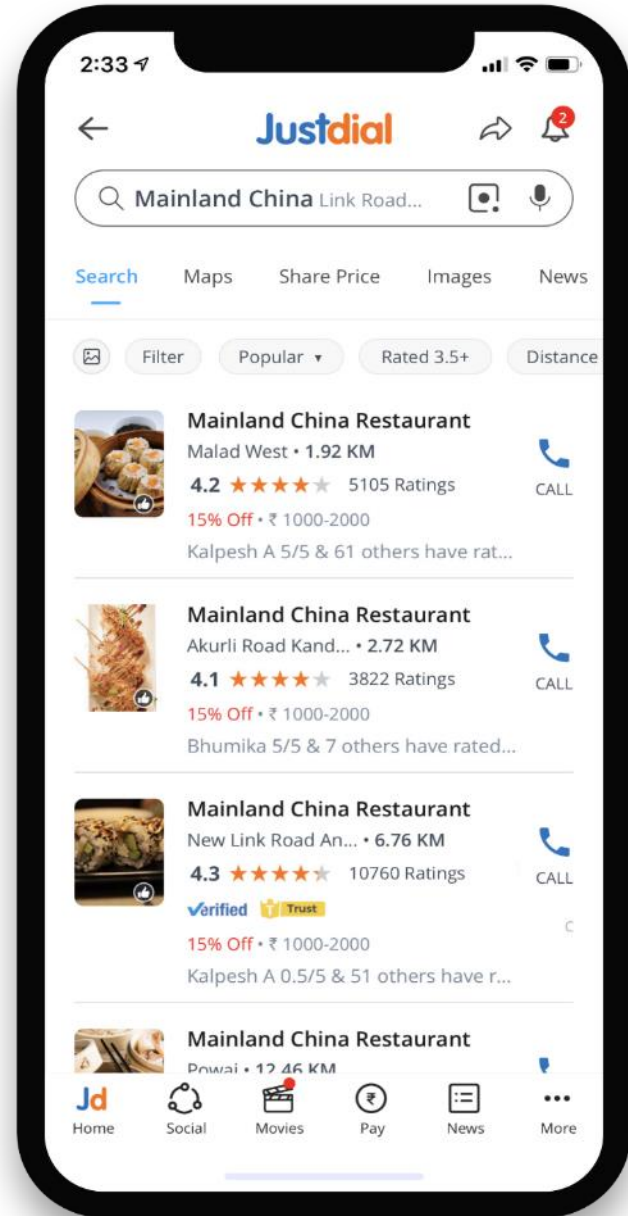
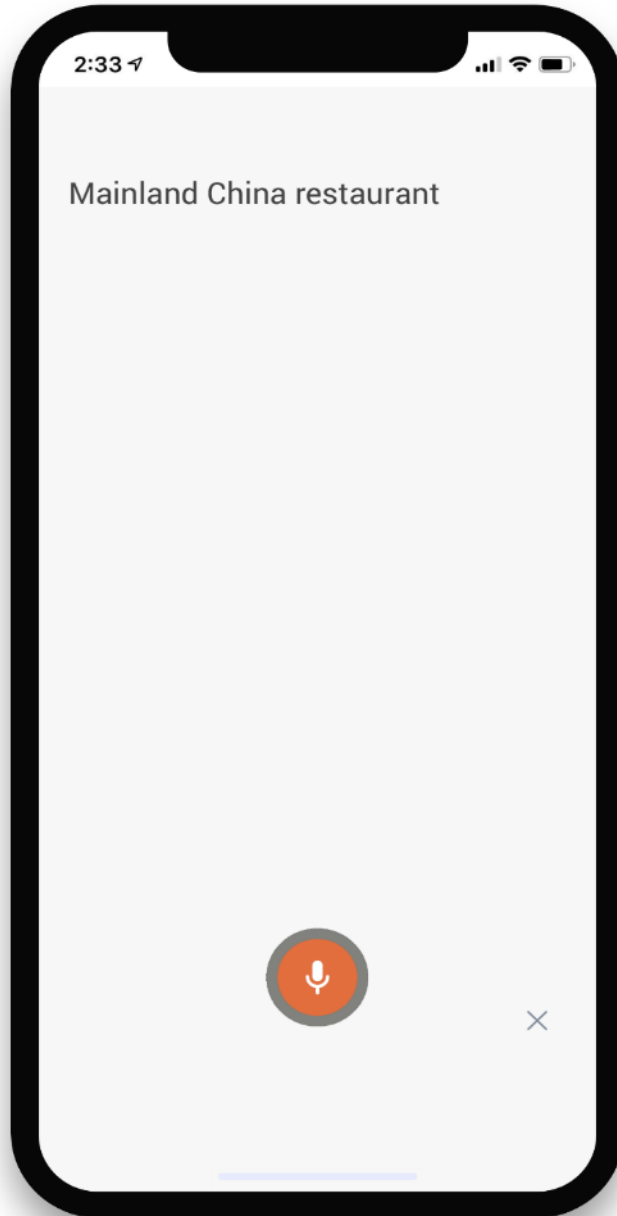
# B2B – SELLER DETAILS

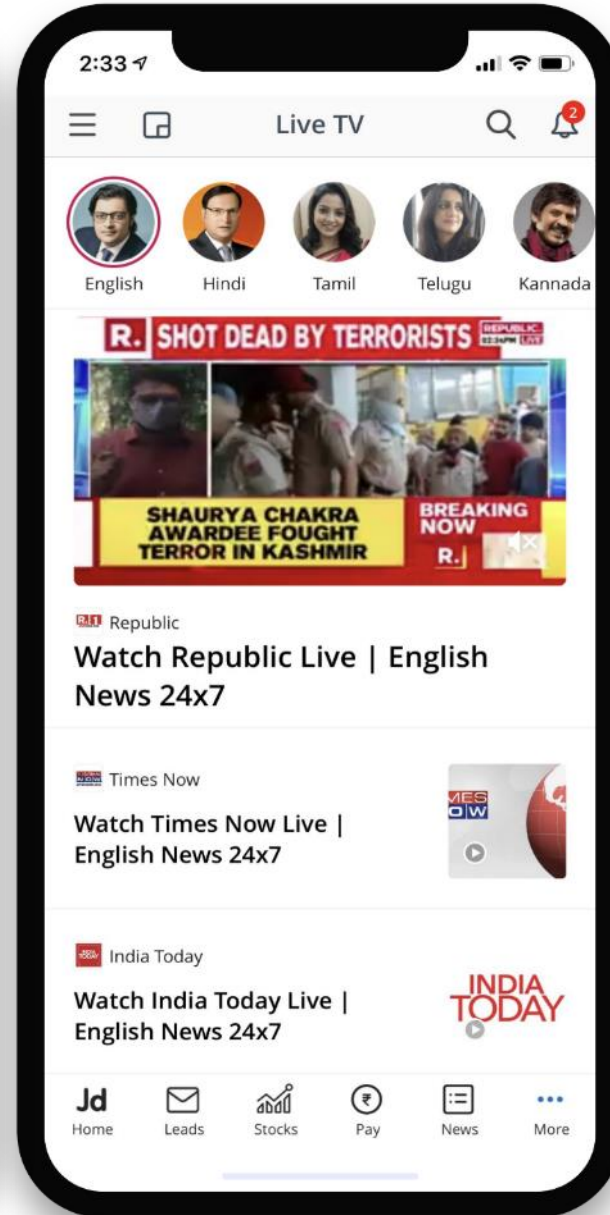
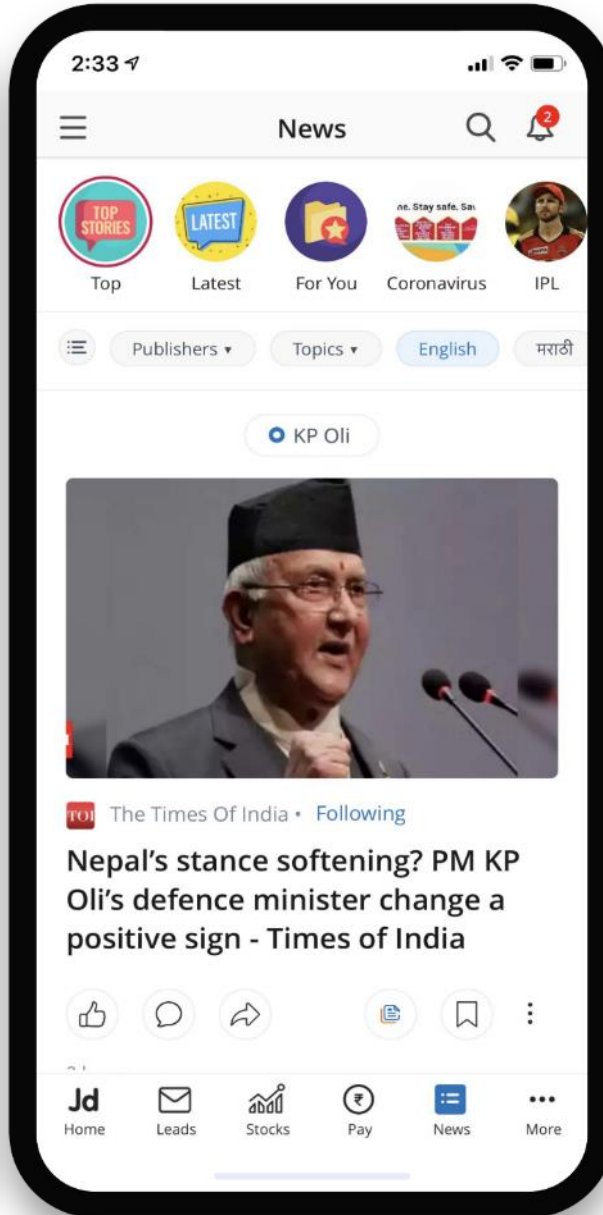






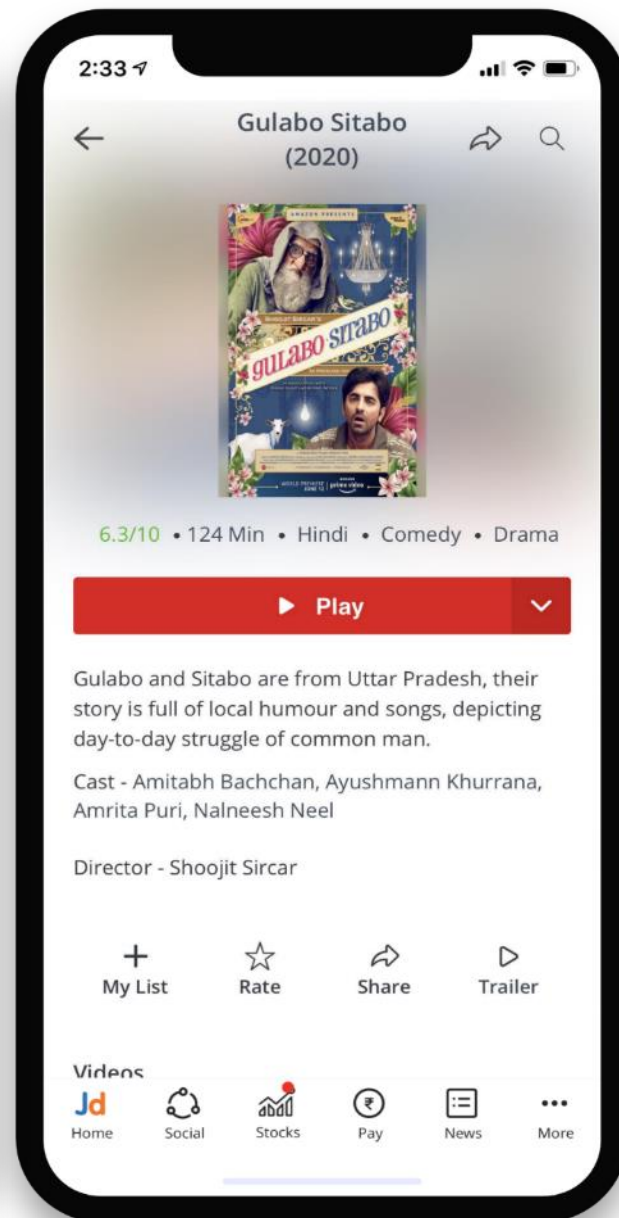
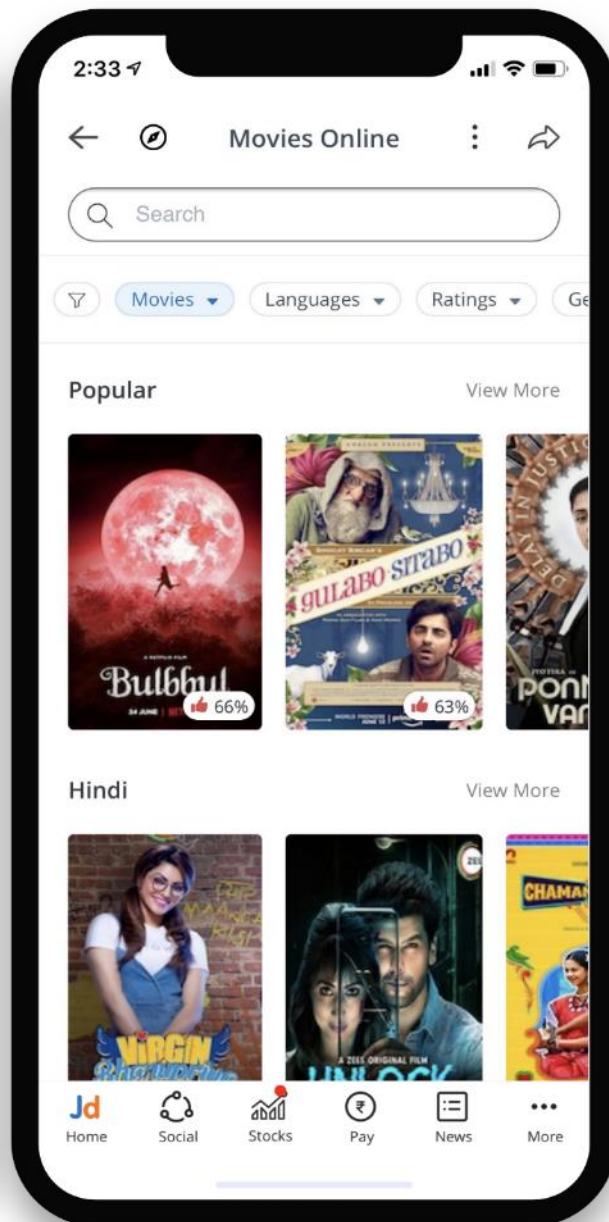
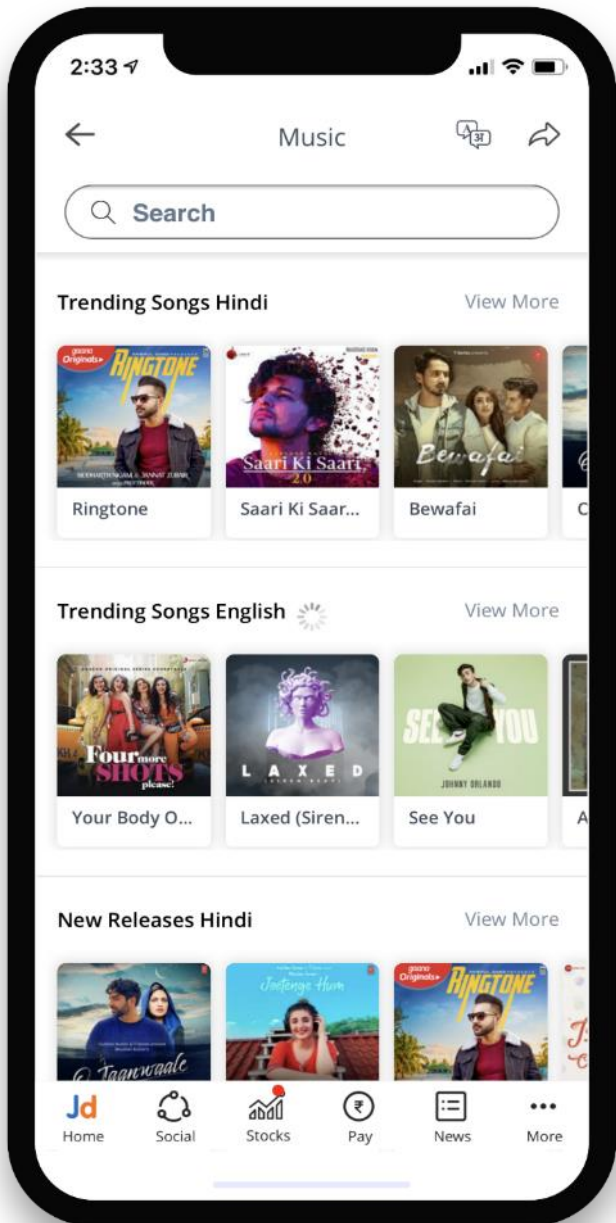
# VOICE SEARCH

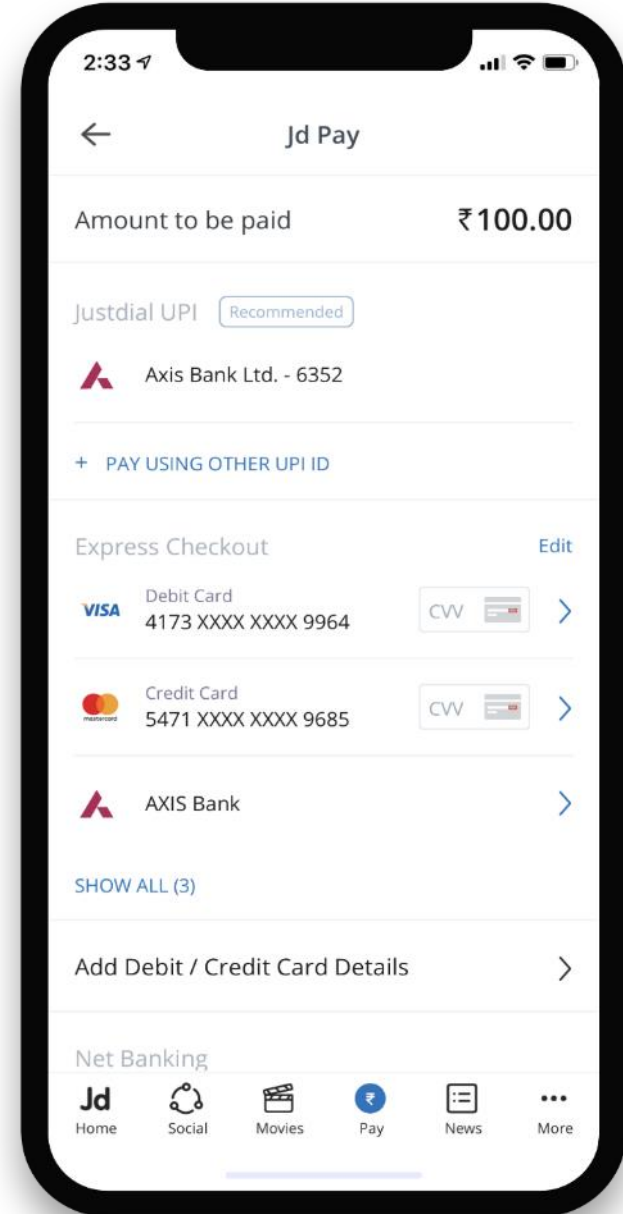
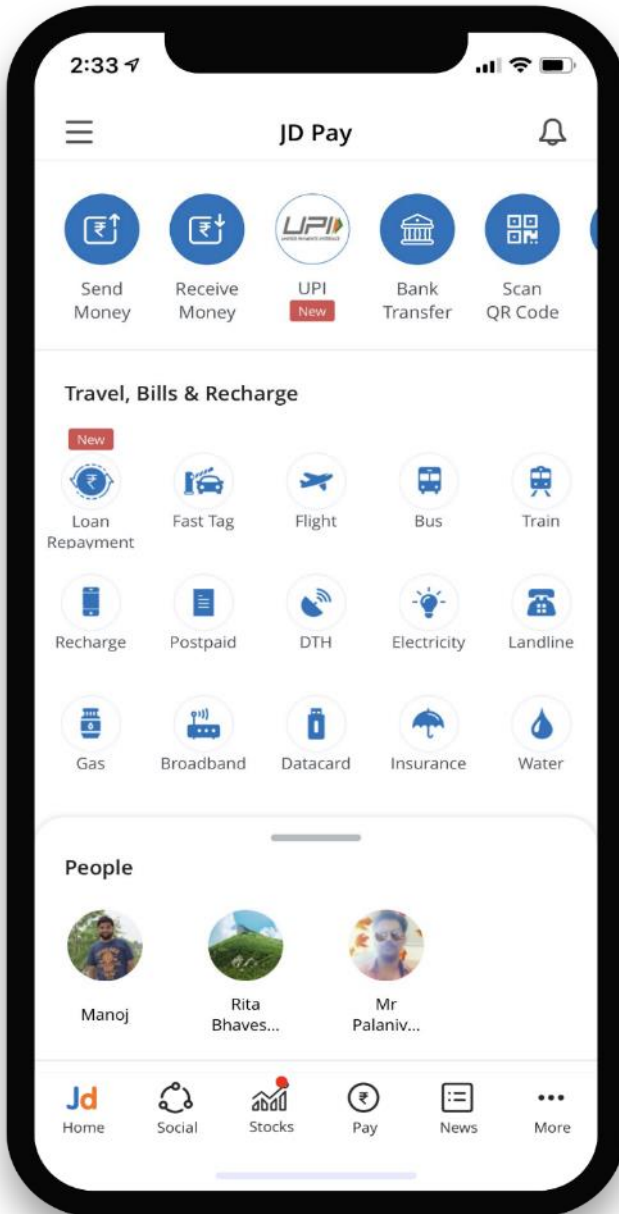






# RADIO / MOVIES ONLINE





# BEYOND SEARCH

## Price Comparison

Hail a Cab

Flight Tickets

Train Tickets

Bus Tickets

Hotel Bookings

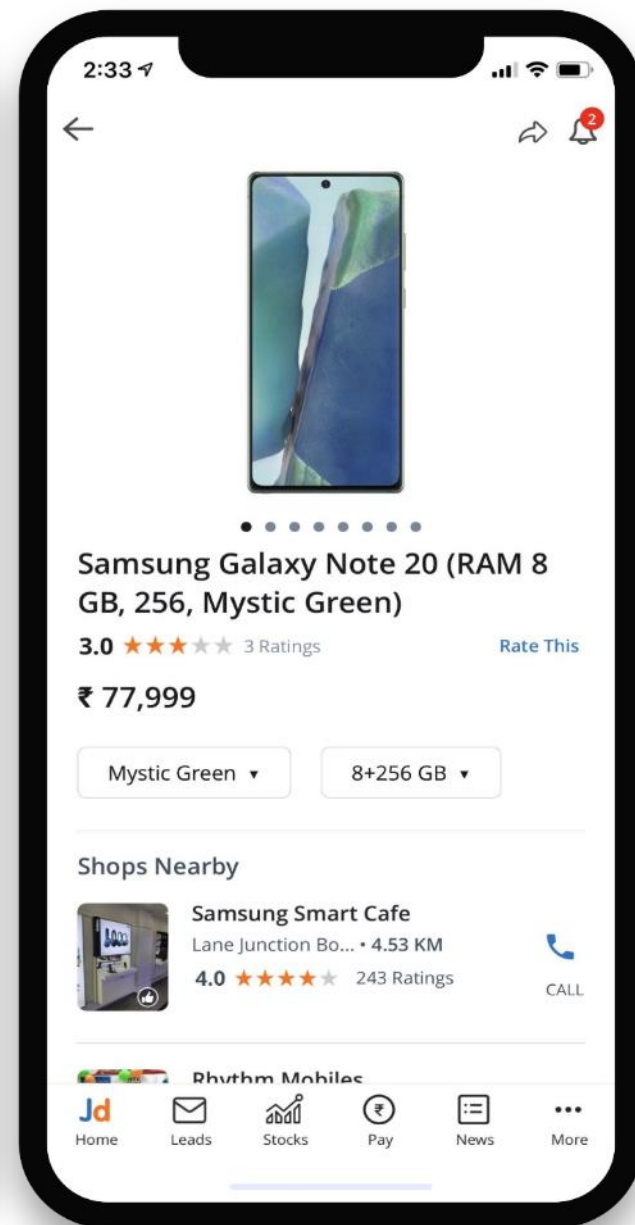
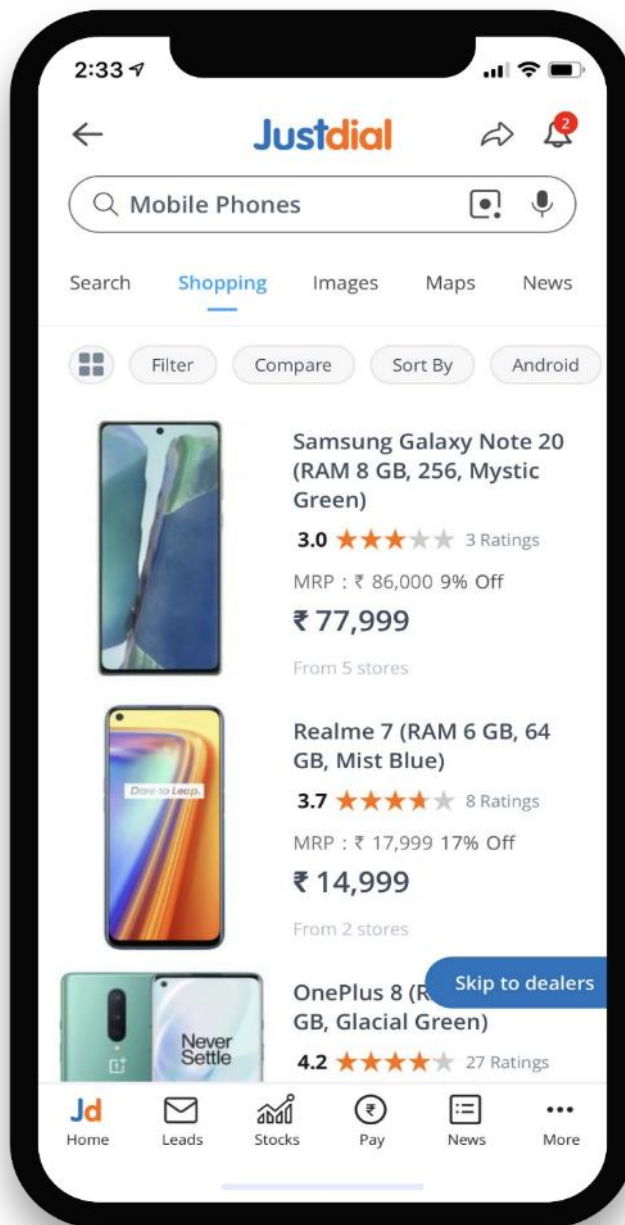
Bills & Recharge

Stocks

Augmented Reality

Pay via UPI

... and many more.



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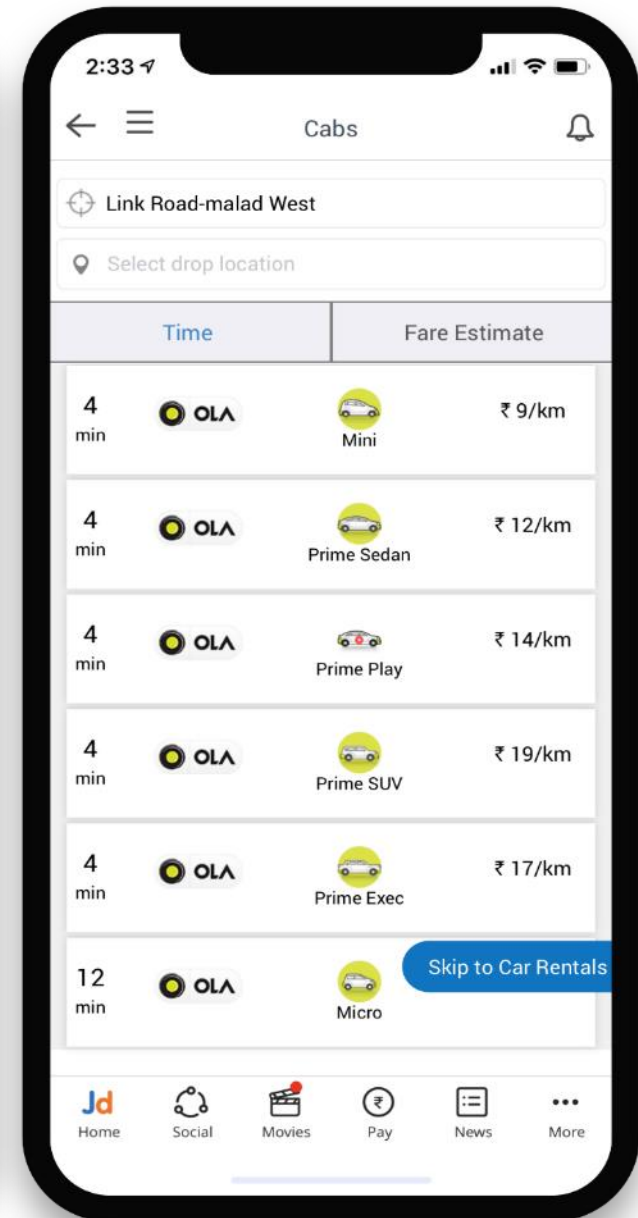
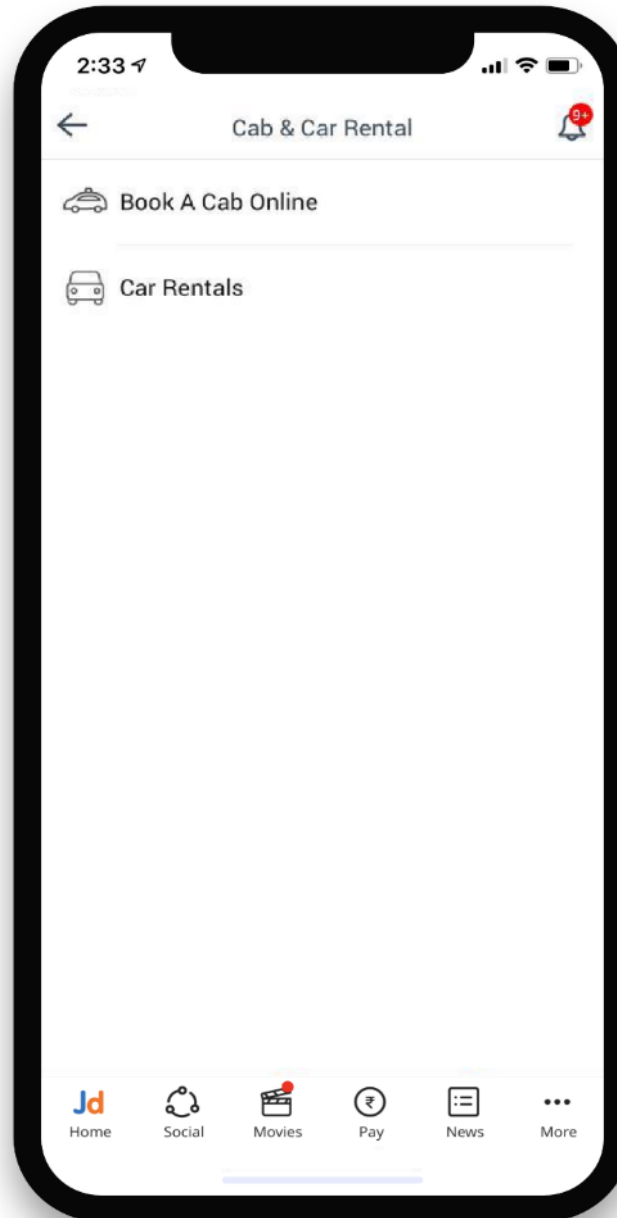
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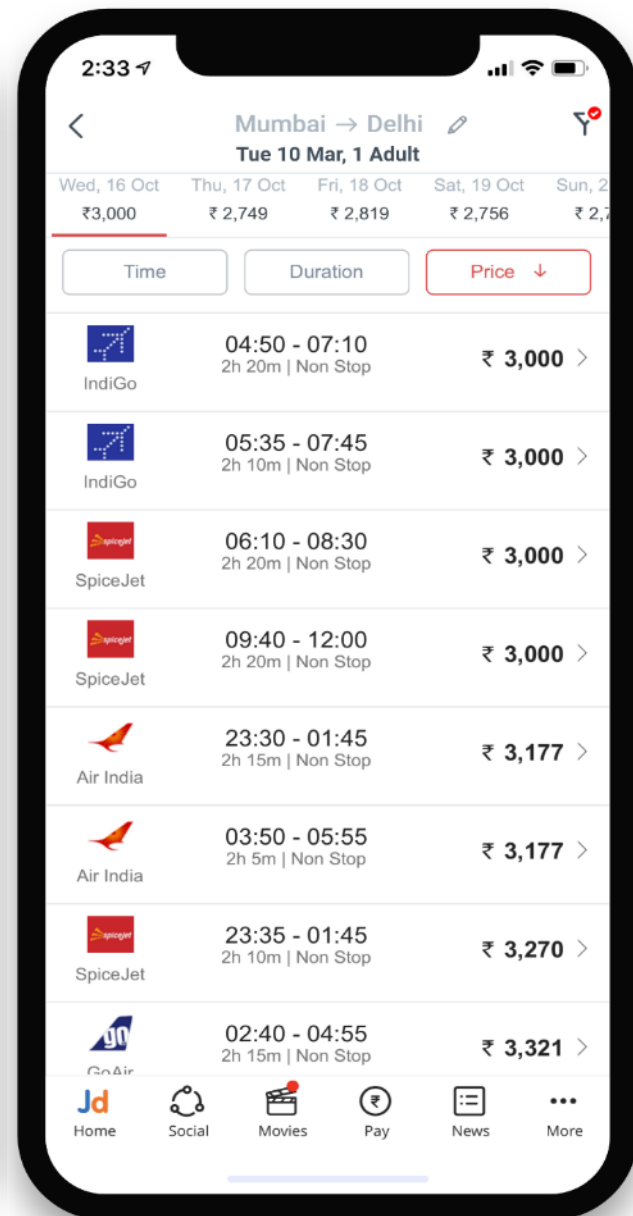
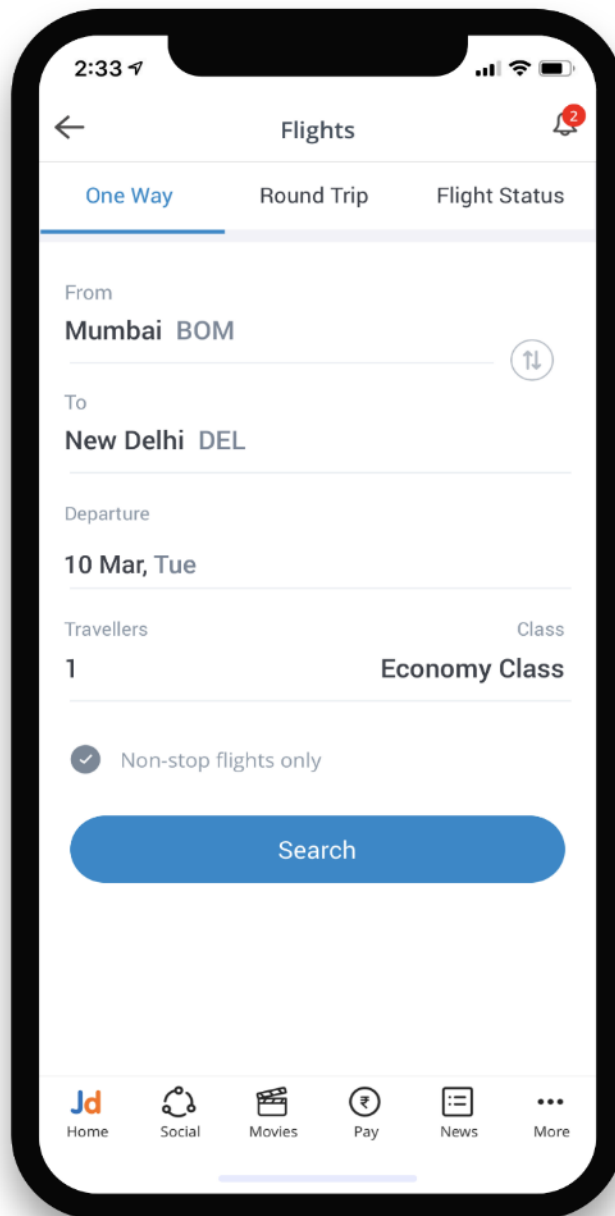
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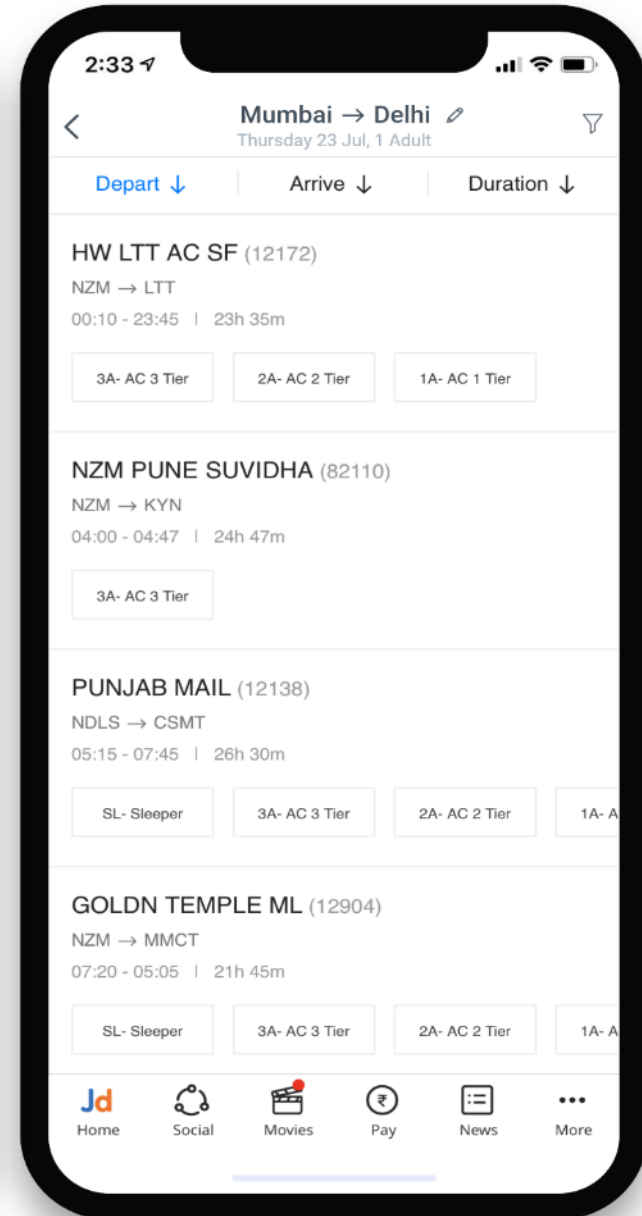
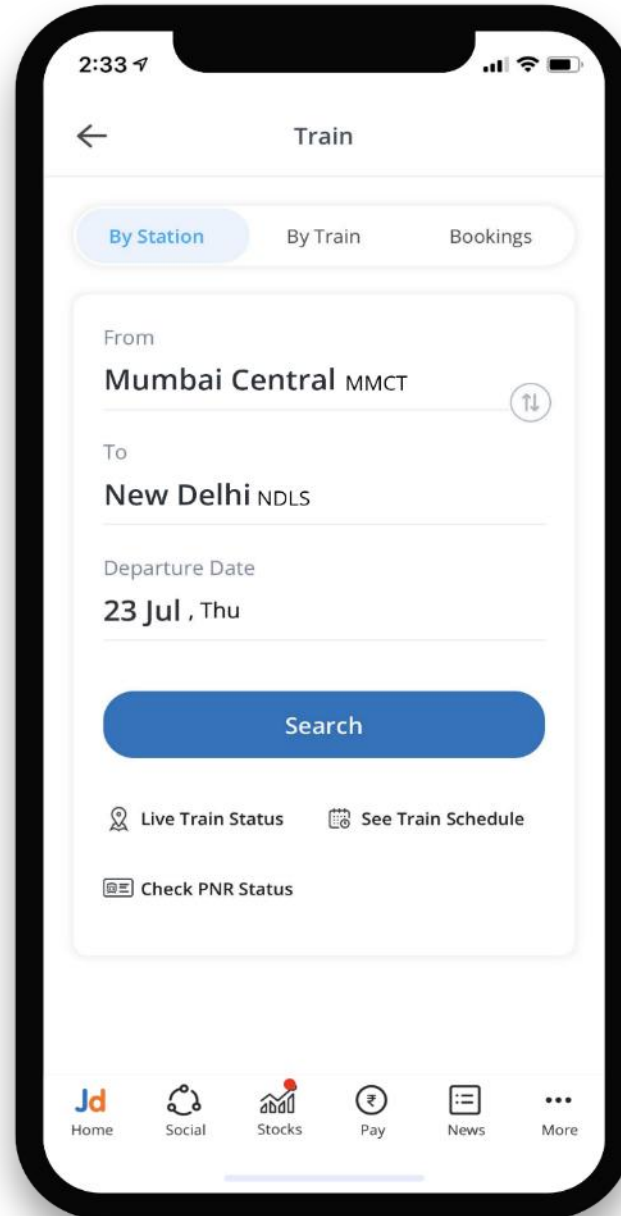
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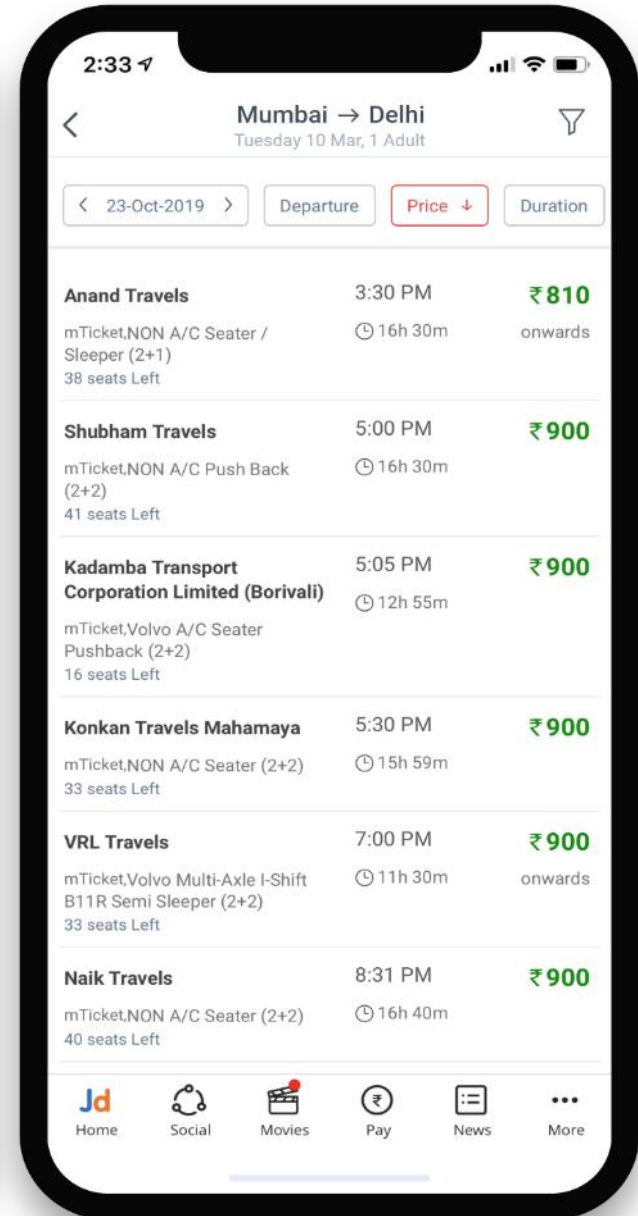
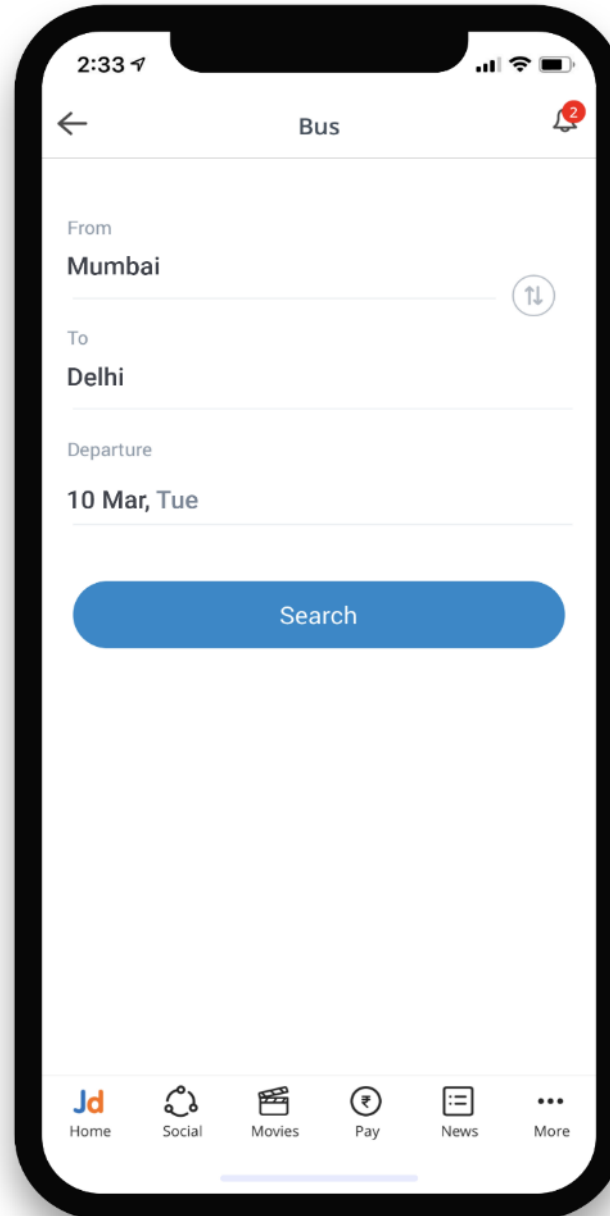
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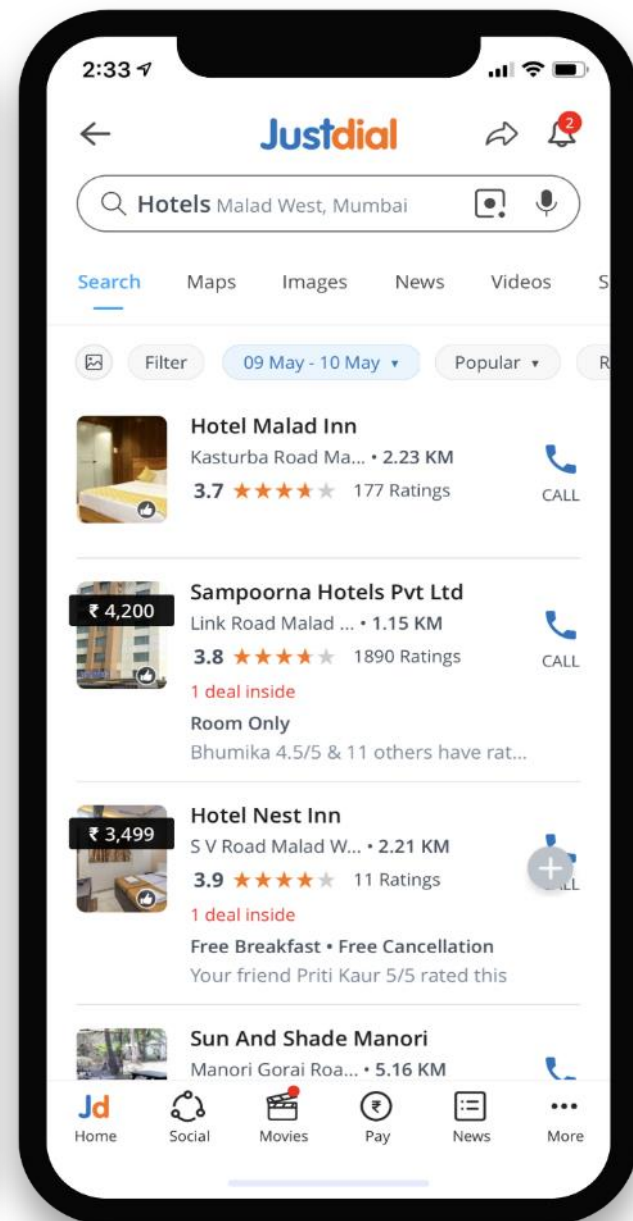
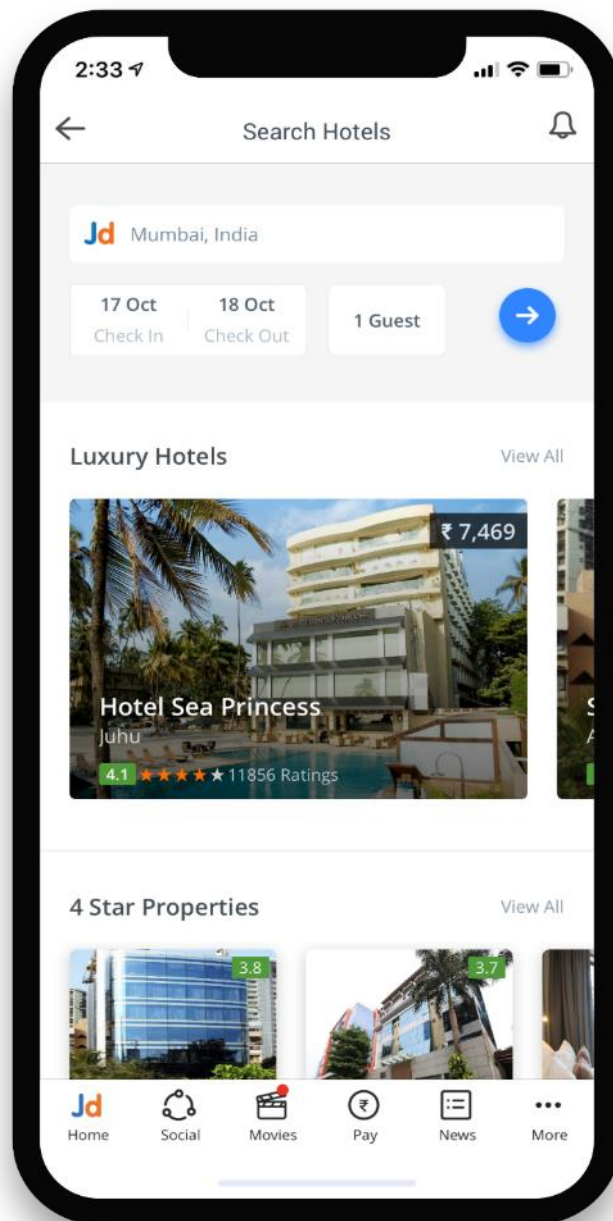
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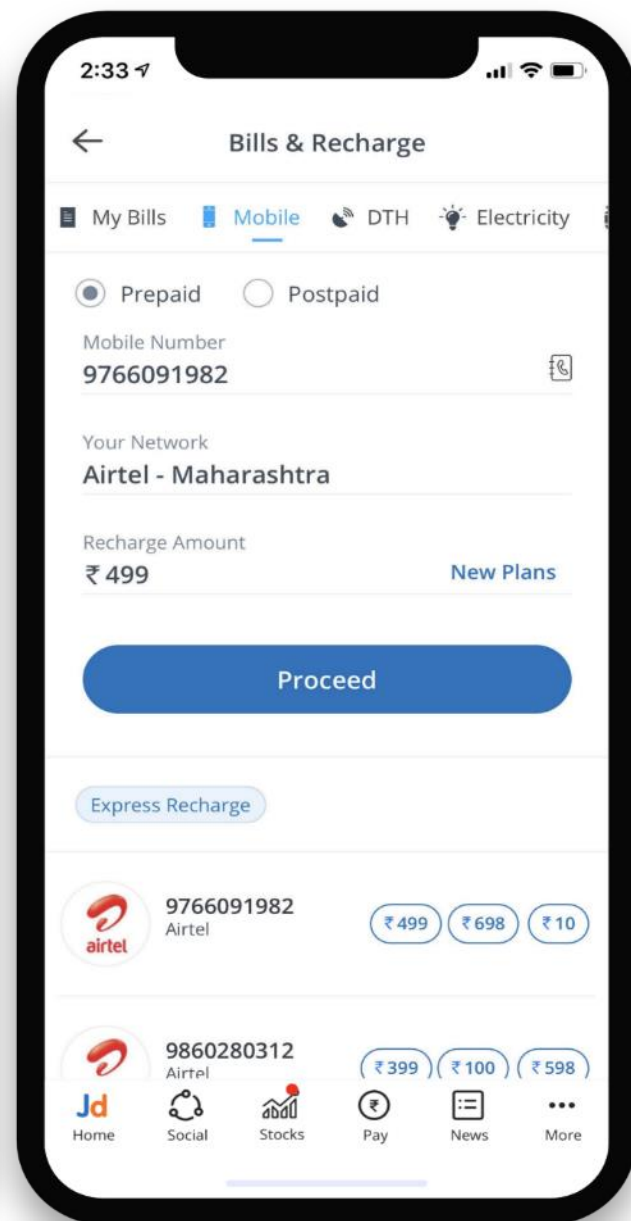
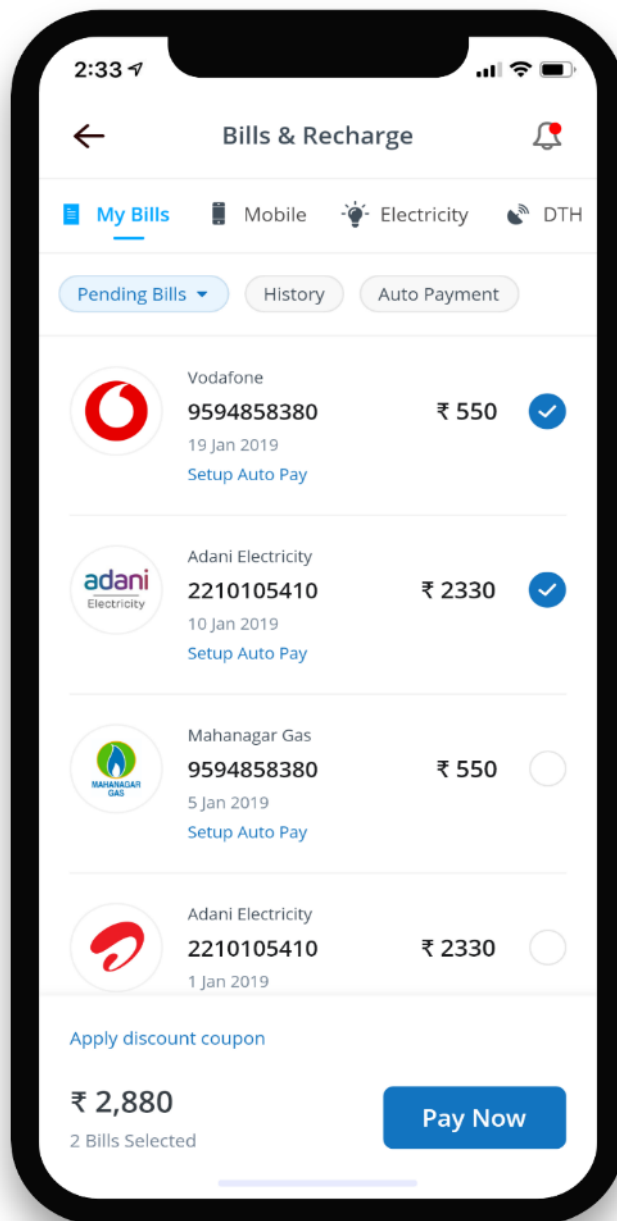
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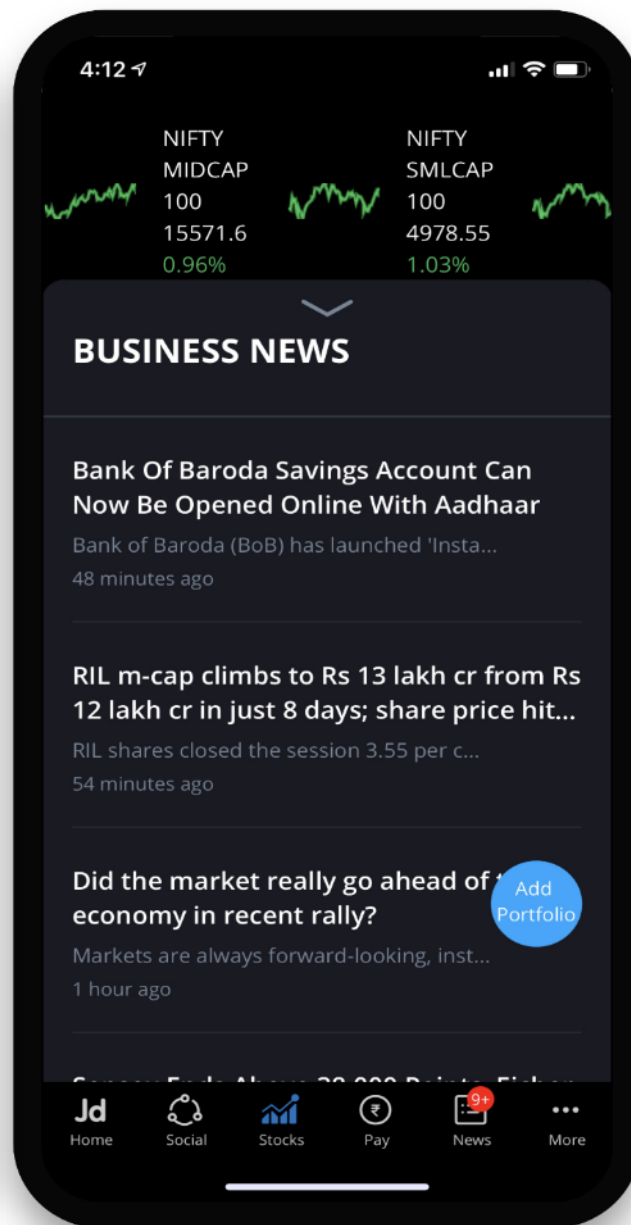
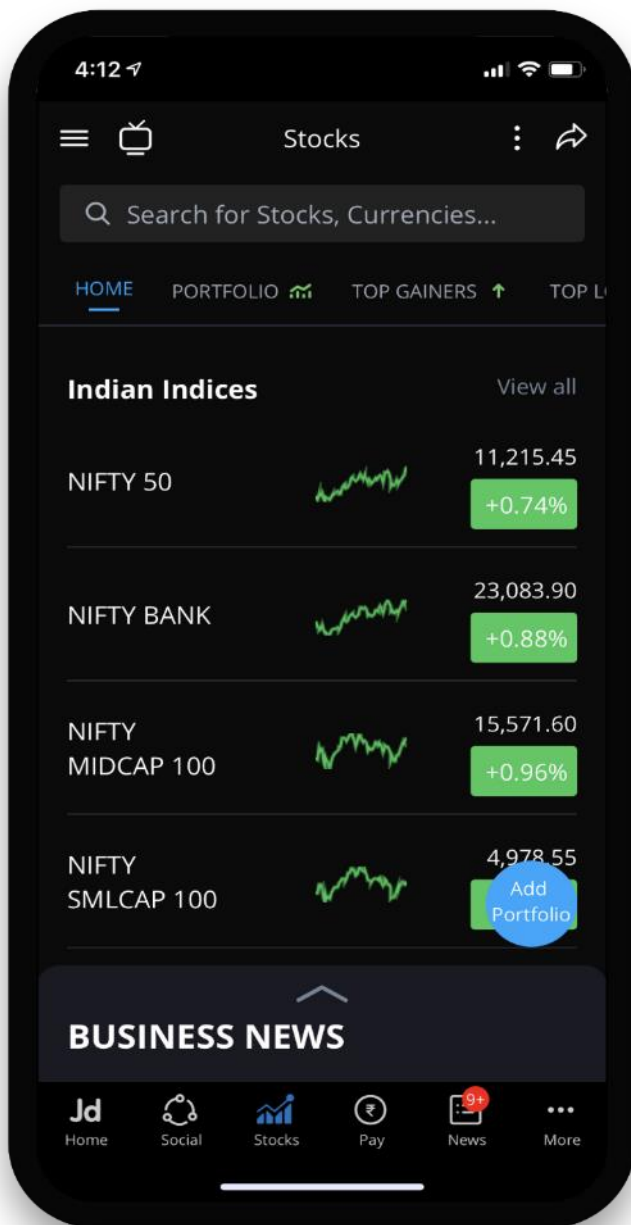
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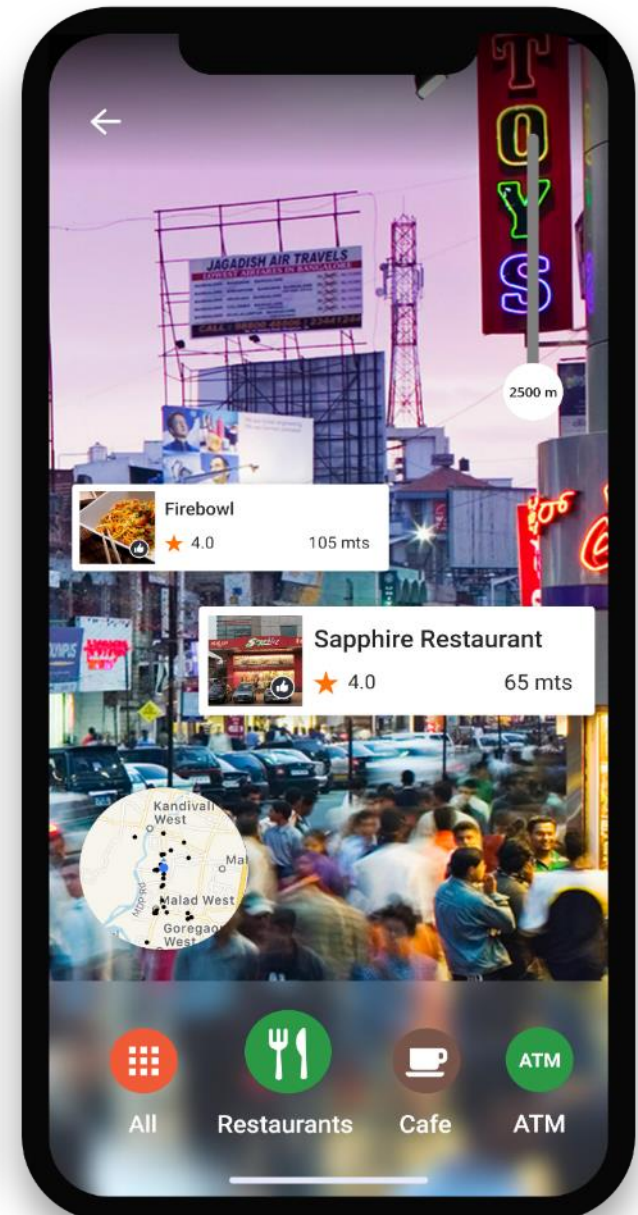
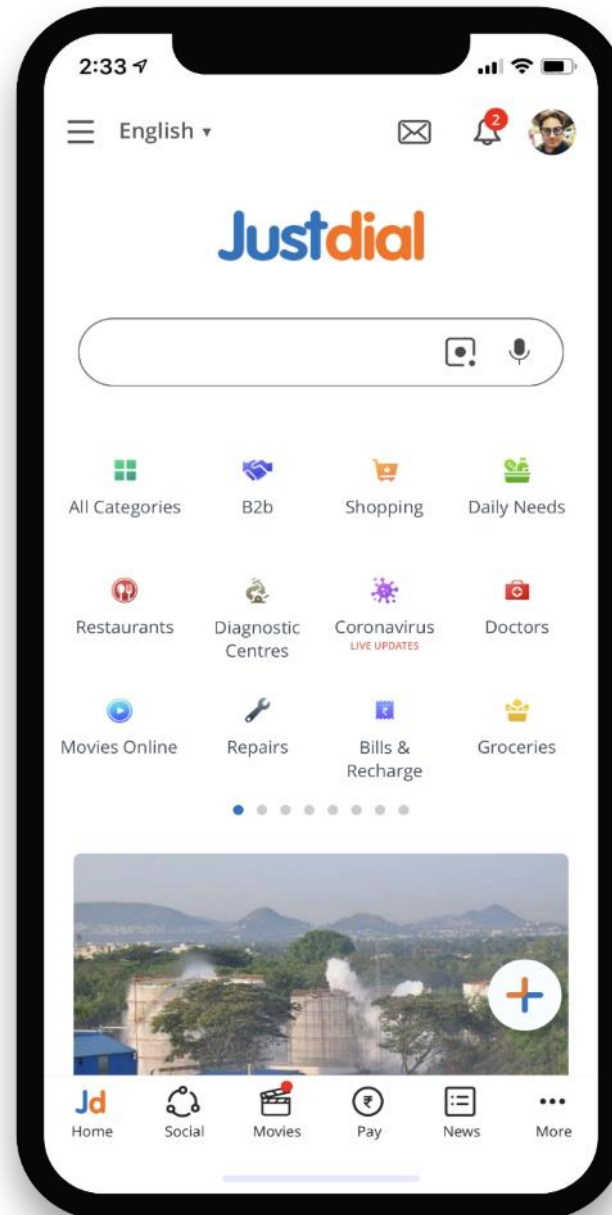
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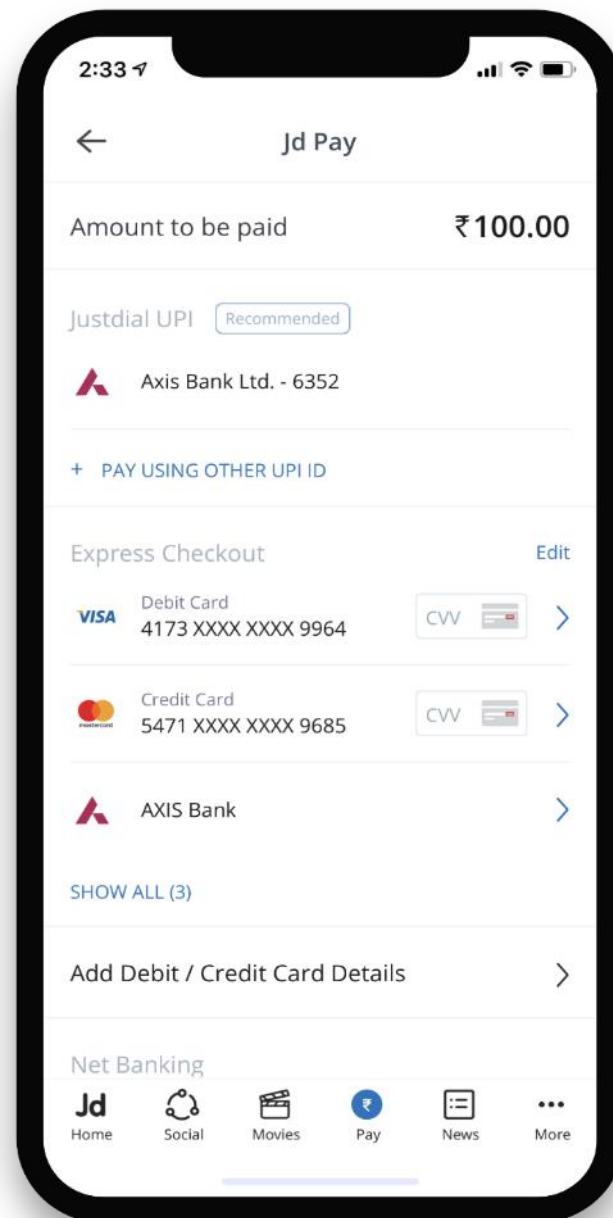
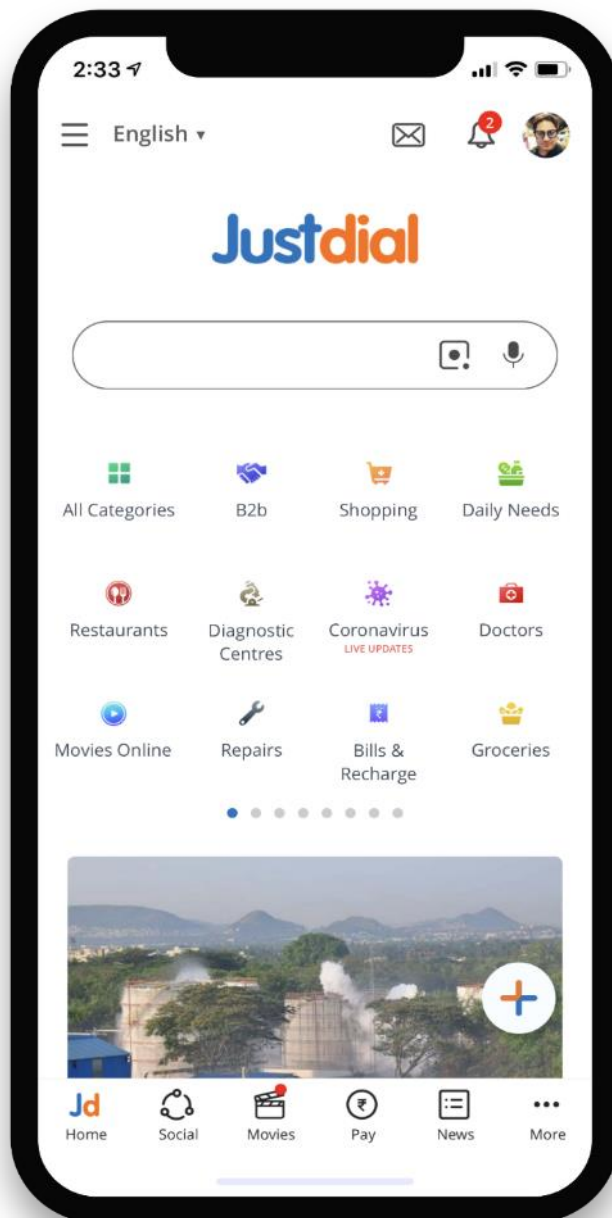
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... and many more.

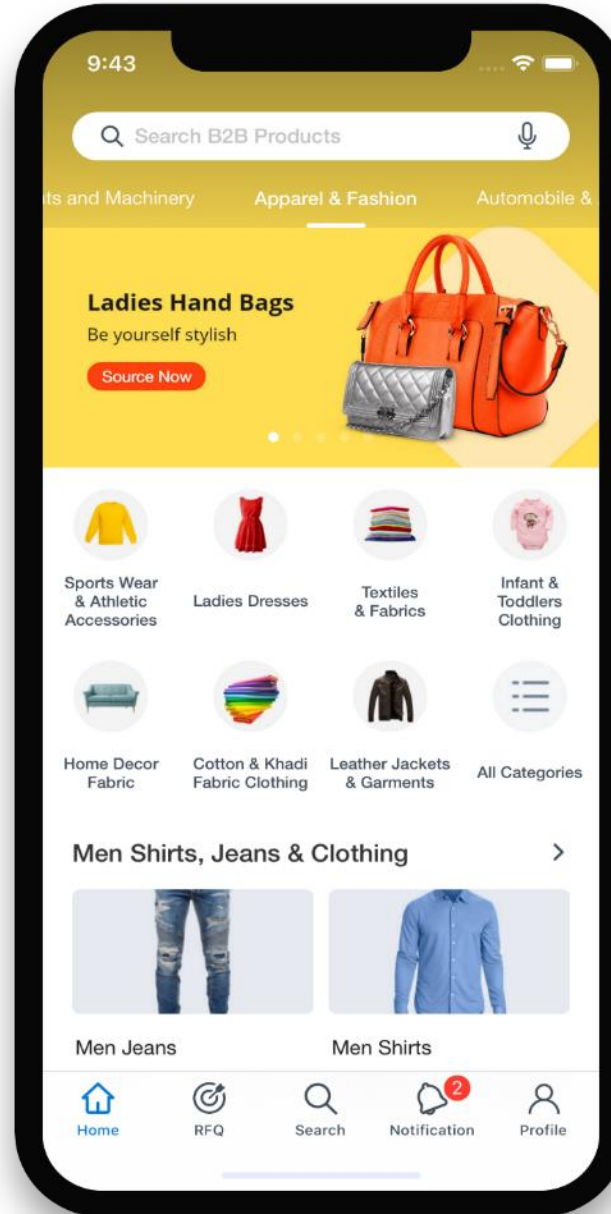
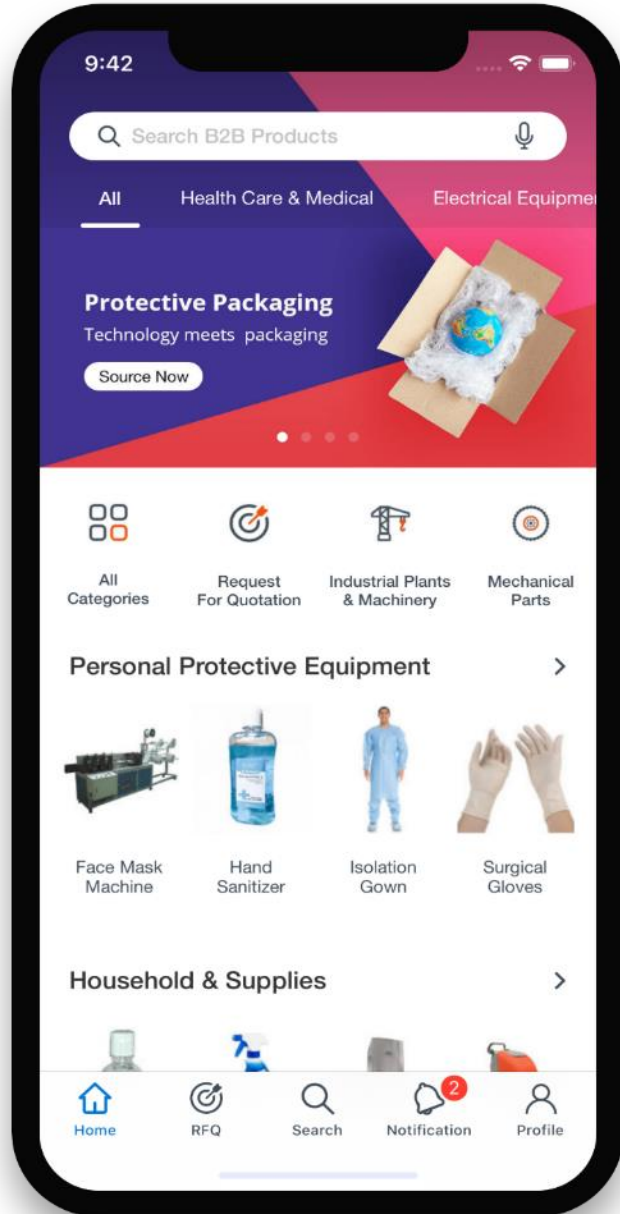




NEW INITIATIVES

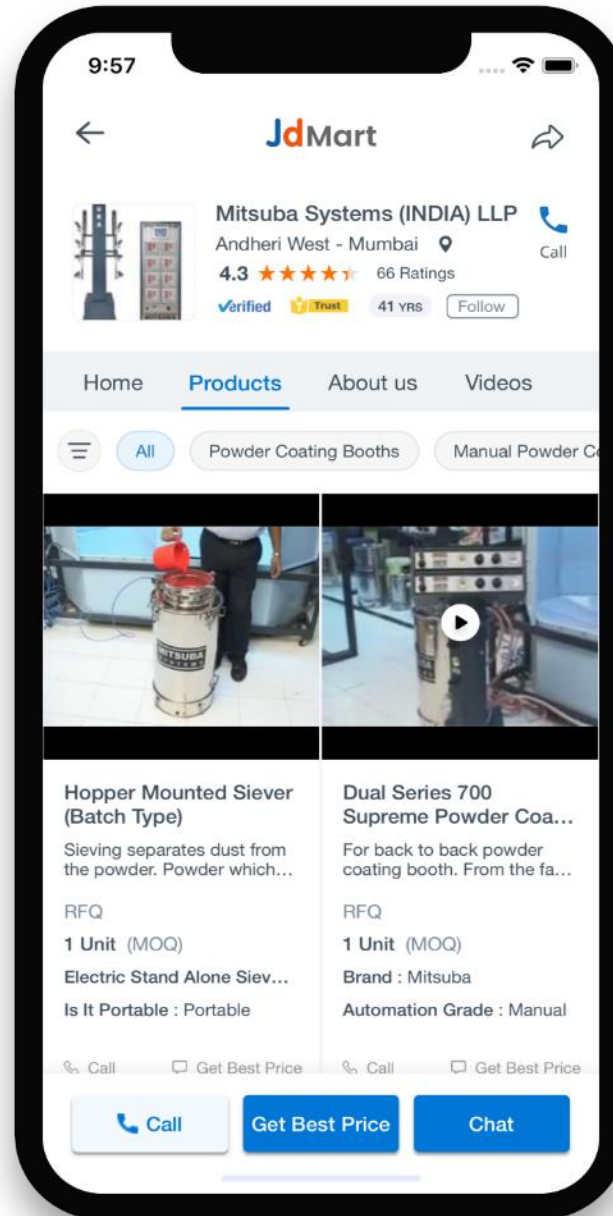
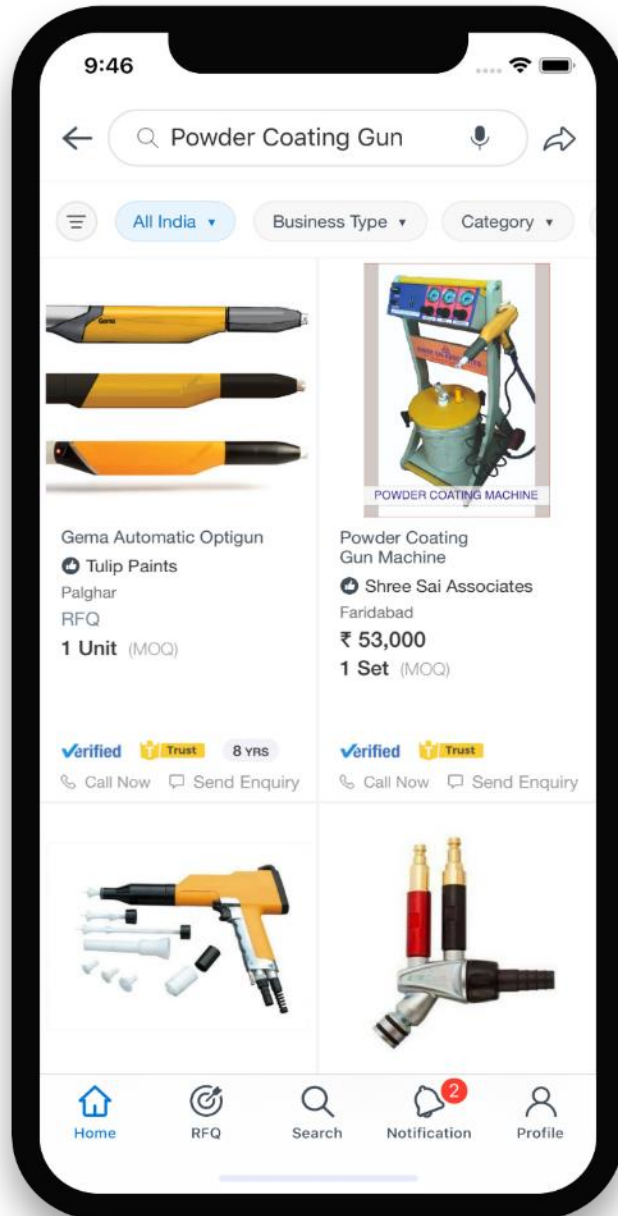


# JD Mart – Exclusive B2B Platform, a New Wholesale Experience



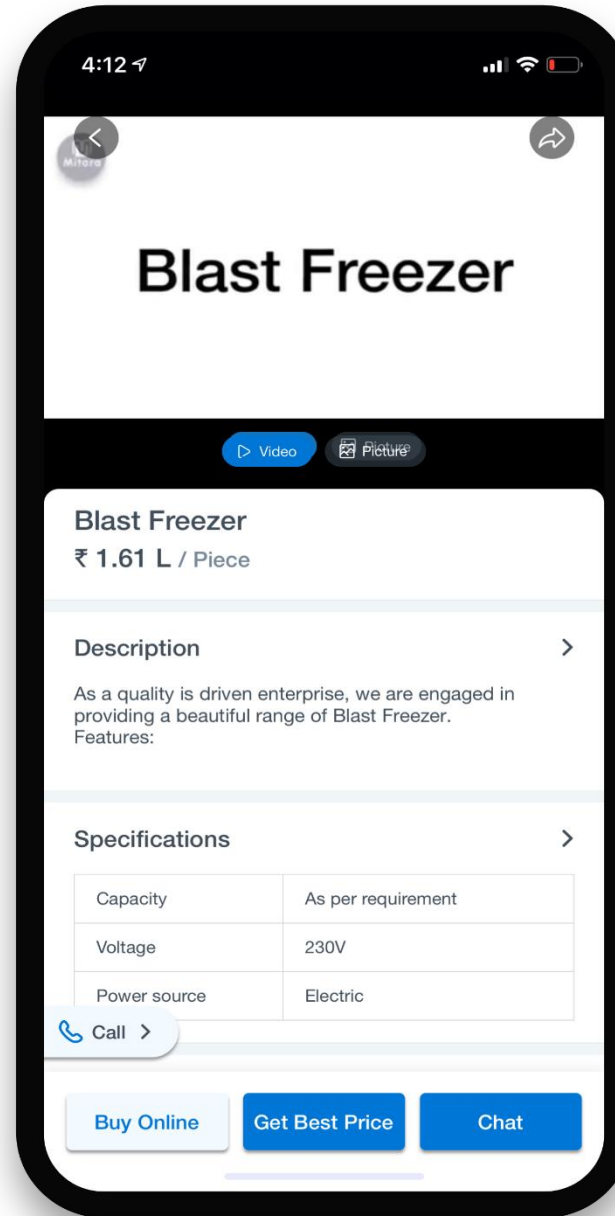
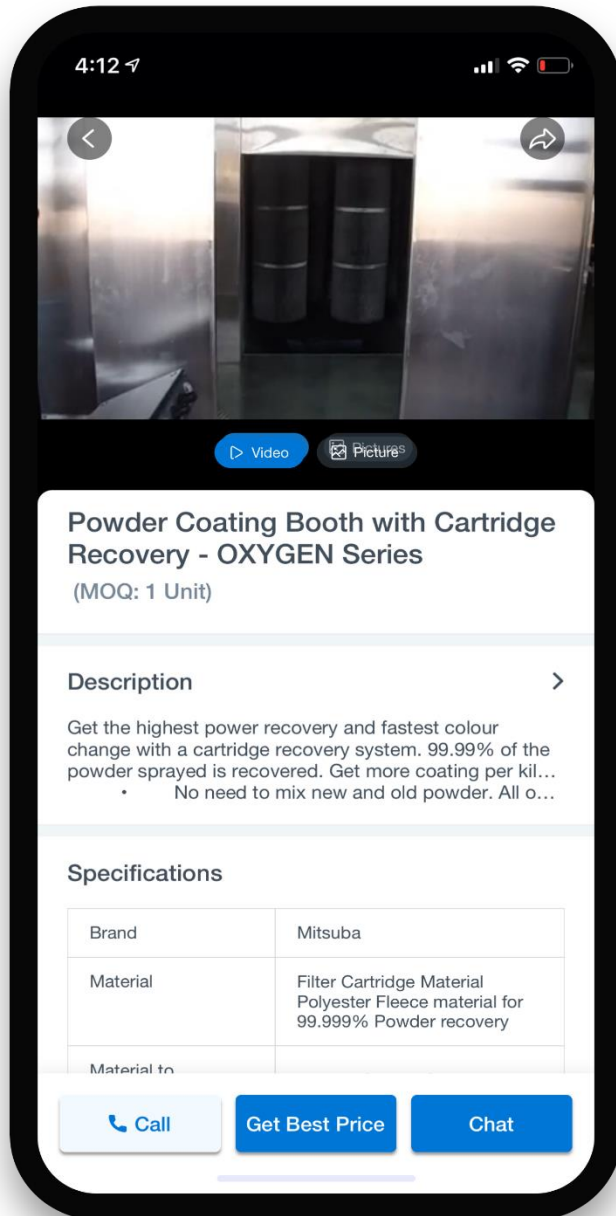
[View Demo](#)

# JD Mart – Exclusive B2B Platform, a New Wholesale Experience



[View Demo](#)

# JD Mart – Exclusive B2B Platform, a New Wholesale Experience



[View Demo](#)



# JD MART – PRODUCT STACK

Product



Marketplace



Logistics



Lending

Buyers



Retailers



Business



Industrial  
Buyers



Turnkey Project  
Managers

Explore



Search



Discover



RFQ By  
Bulk Upload



RFQ By  
Product Name

Search



Auto  
Complete



Voice  
Search


























Barcode  
Scan



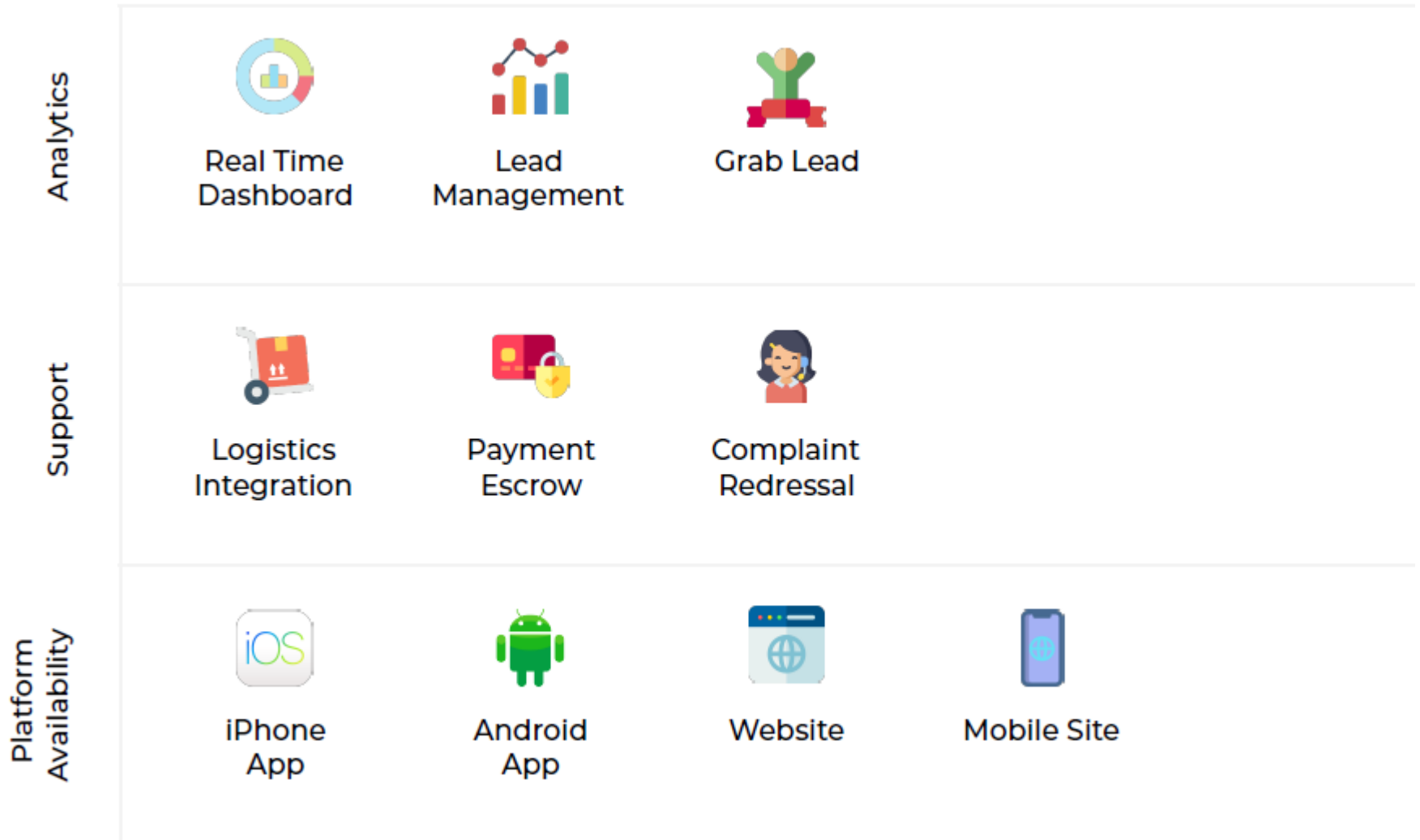
Image  
Search

# JD MART – PRODUCT STACK

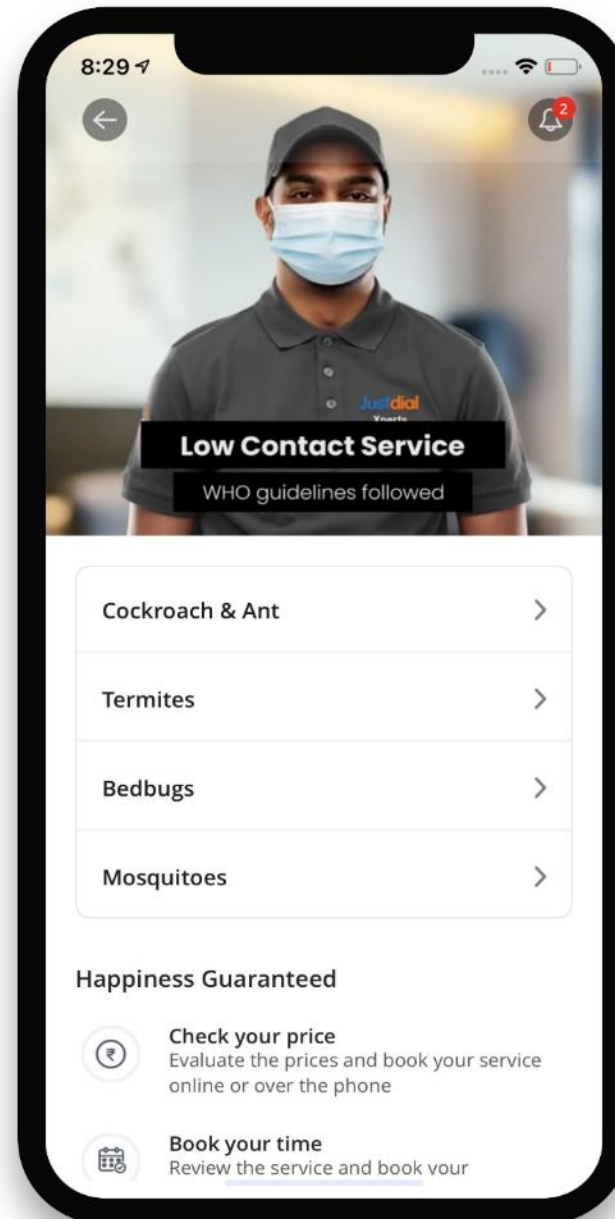
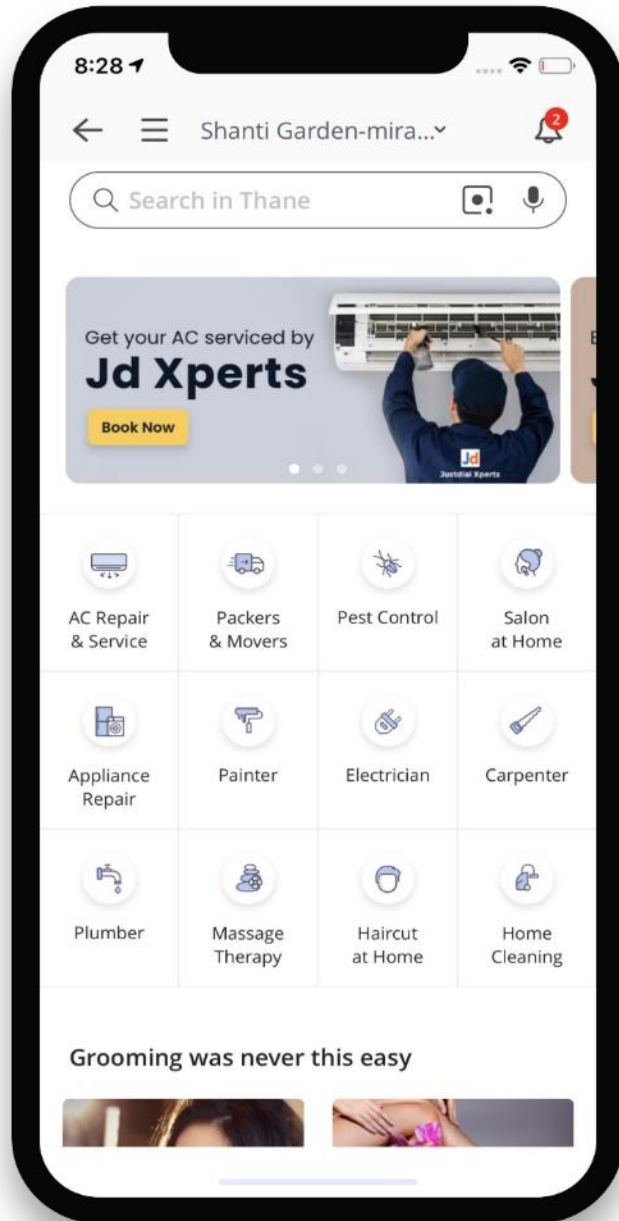
Content	 Product Catalogue	 Images	 Videos	 Specification	 Description	 Price	 MOQ	 Years in Business
Transact	 RFQ	 Buy Online	 Send Enquiry	 Call	 Chat	 Reverse Auction	 Web & App Notification	
Protection & Certification	 Jd Pay Escrow	 Verified	 Trust	 Trade Assurance				
Seller Tools	 Catalogue Management (Mobile & Desktop)		 Real Time Lead Management		 Manage RFQ		 Chat With Buyers	

# JD MART – PRODUCT STACK

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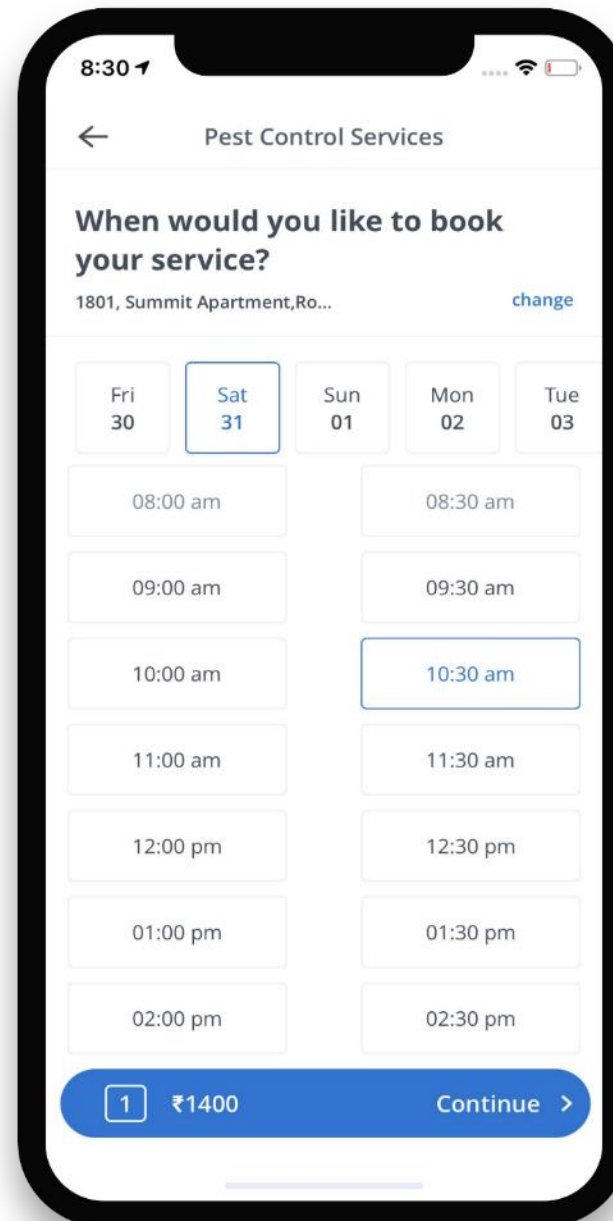
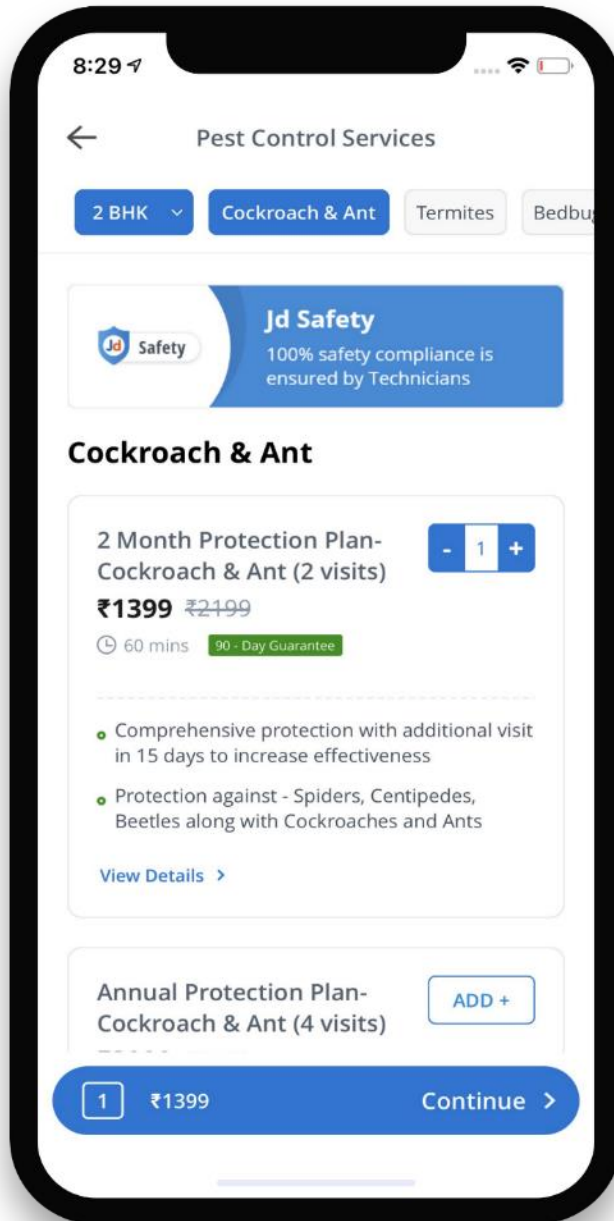


# JD XPERTS – ONE STOP SOLUTION FOR ON-DEMAND SERVICES



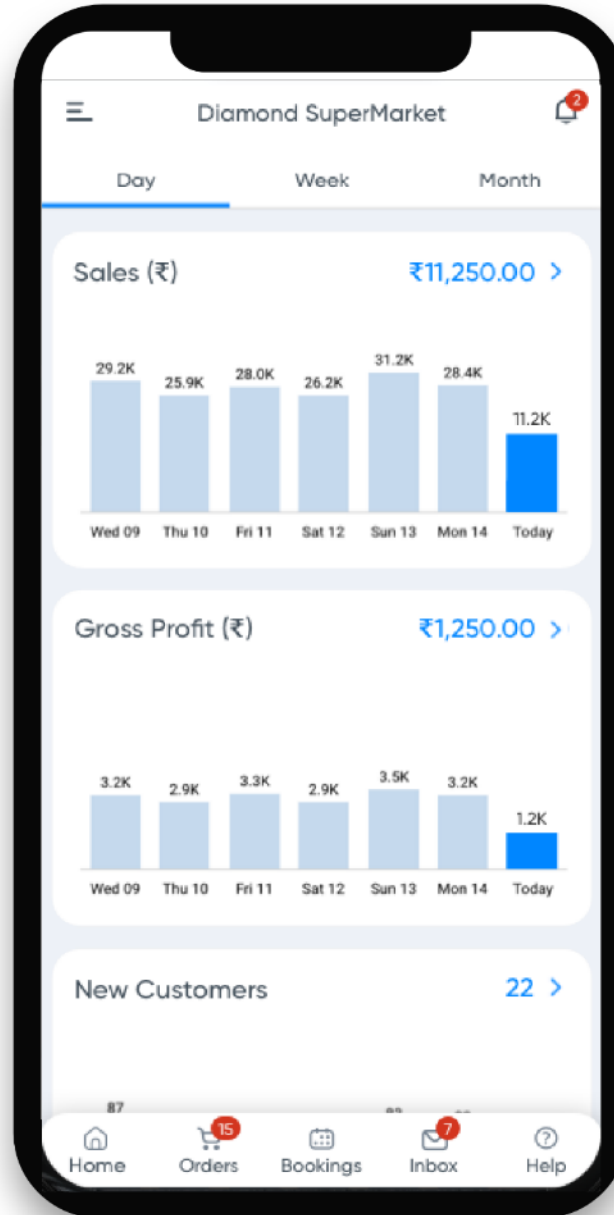
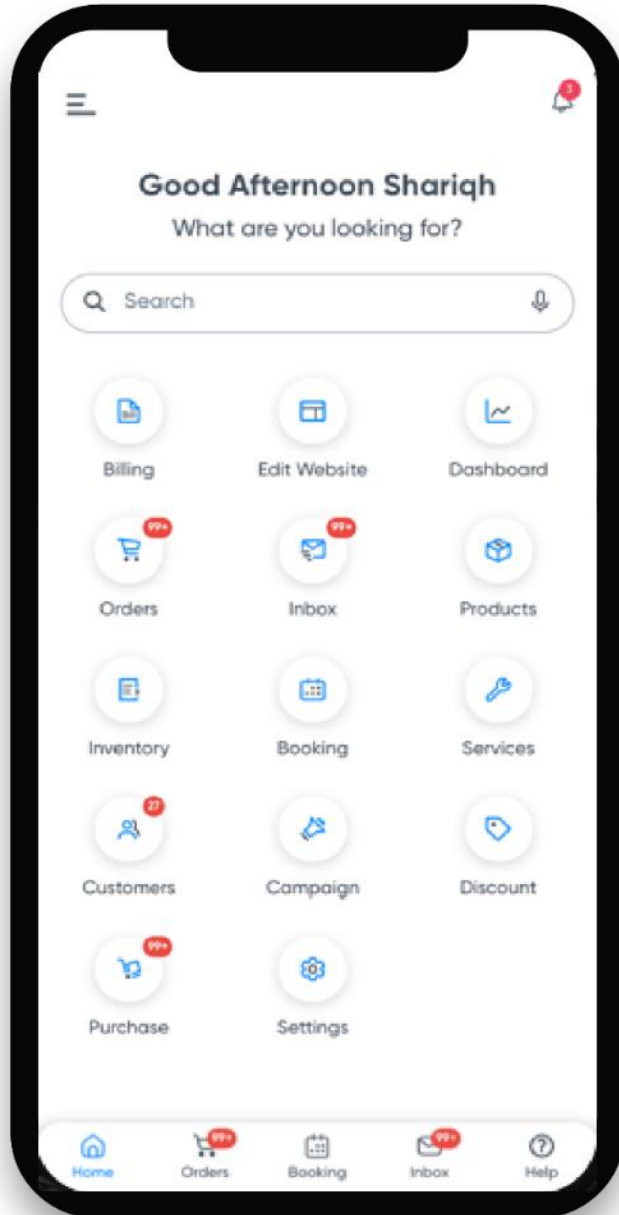
[View Demo](#)

# JD XPERTS – ONE STOP SOLUTION FOR ON-DEMAND SERVICES



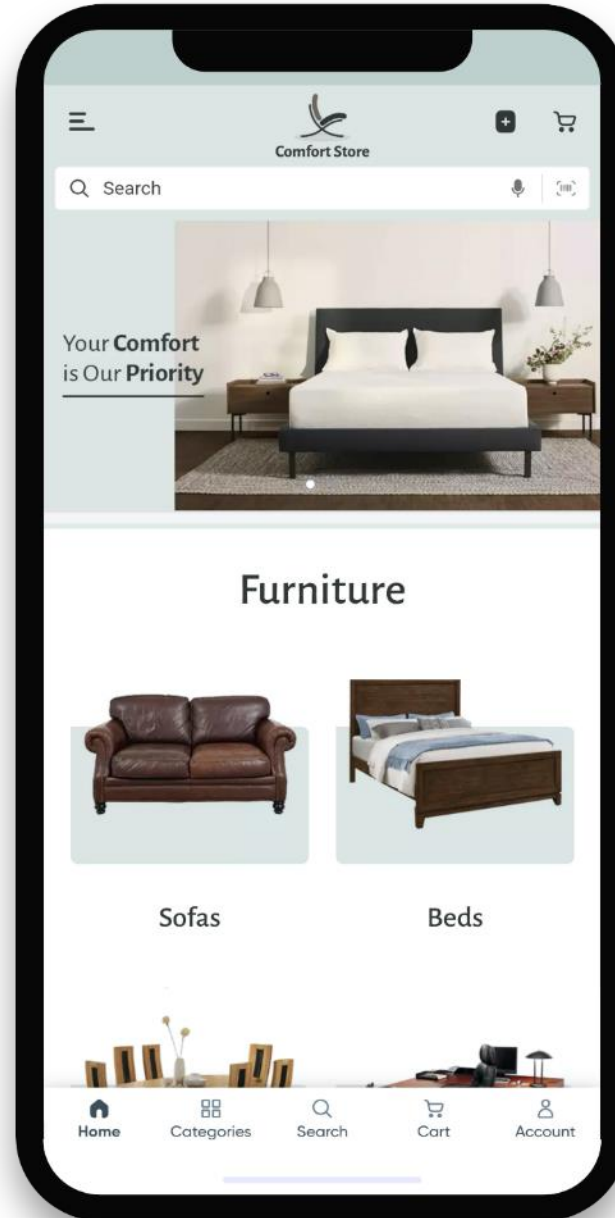
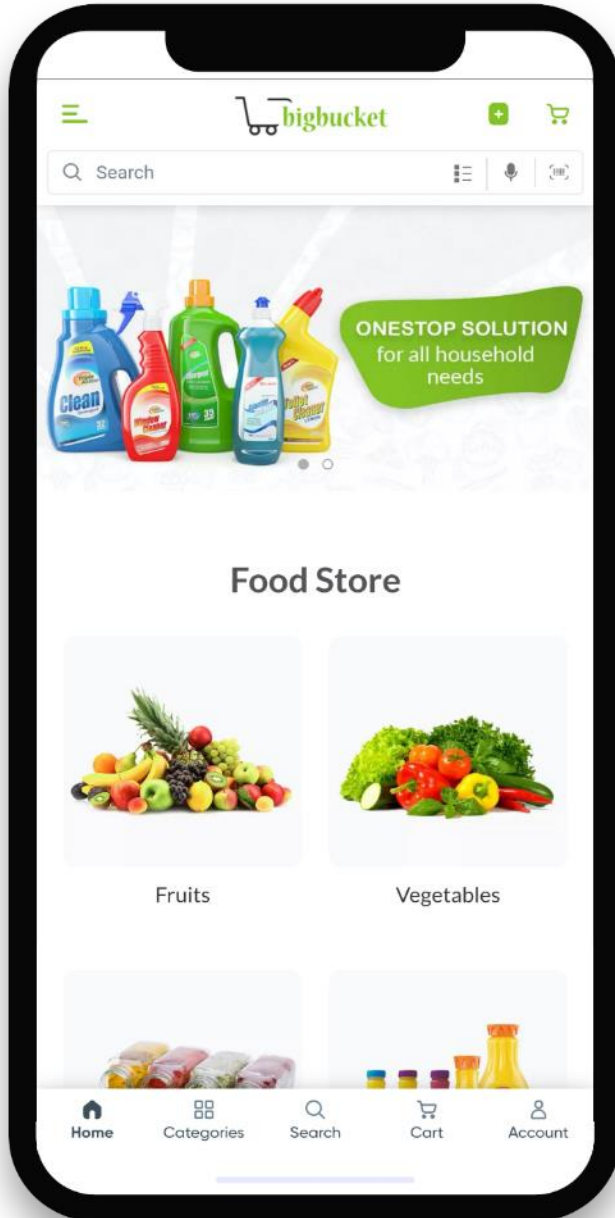
[View Demo](#)

# JD Omni – Cloud-Hosted Solution for Digitalizing Businesses



[View Demo](#)

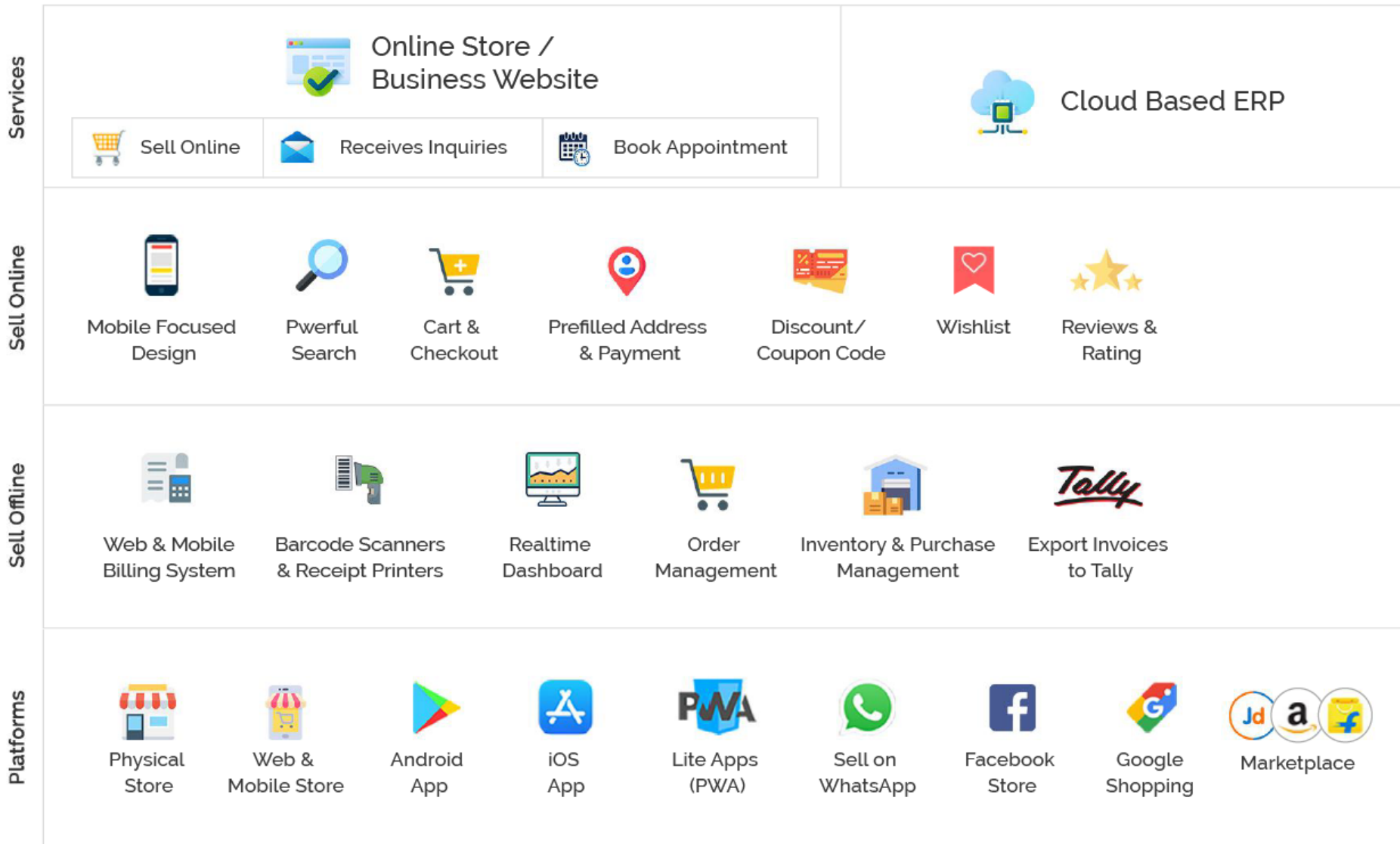
# JD Omni – Cloud-Hosted Solution for Digitalizing Businesses


























[View Demo](#)



# JD OMNI – PRODUCT STACK



# JD OMNI – PRODUCT STACK

Product Cataloguing	 Bulk Upload CSV	 Add Products via Barcode	 16 Million Product Catalogue Library	 Create Custom Product				
Payments	 Jd Pay	 UPI	 Credit Debit Card	 Wallets	 Net Banking	 COD	 Send Online Payment Links	 Store Credit (Khata)
Fulfilment	 Shipyaari (Couries Aggregator)	 Swiggy Genie Integration	 Dunzo Hyperlocal	 Local Delivery Boy	 Buy Online, Pickup in Store			
Communication	 WhatsApp	 Email	 SMS	 App Notification	 Browser Notification	 Chat		



## FINANCIAL OVERVIEW

# EFFICIENT & PROFITABLE BUSINESS MODEL

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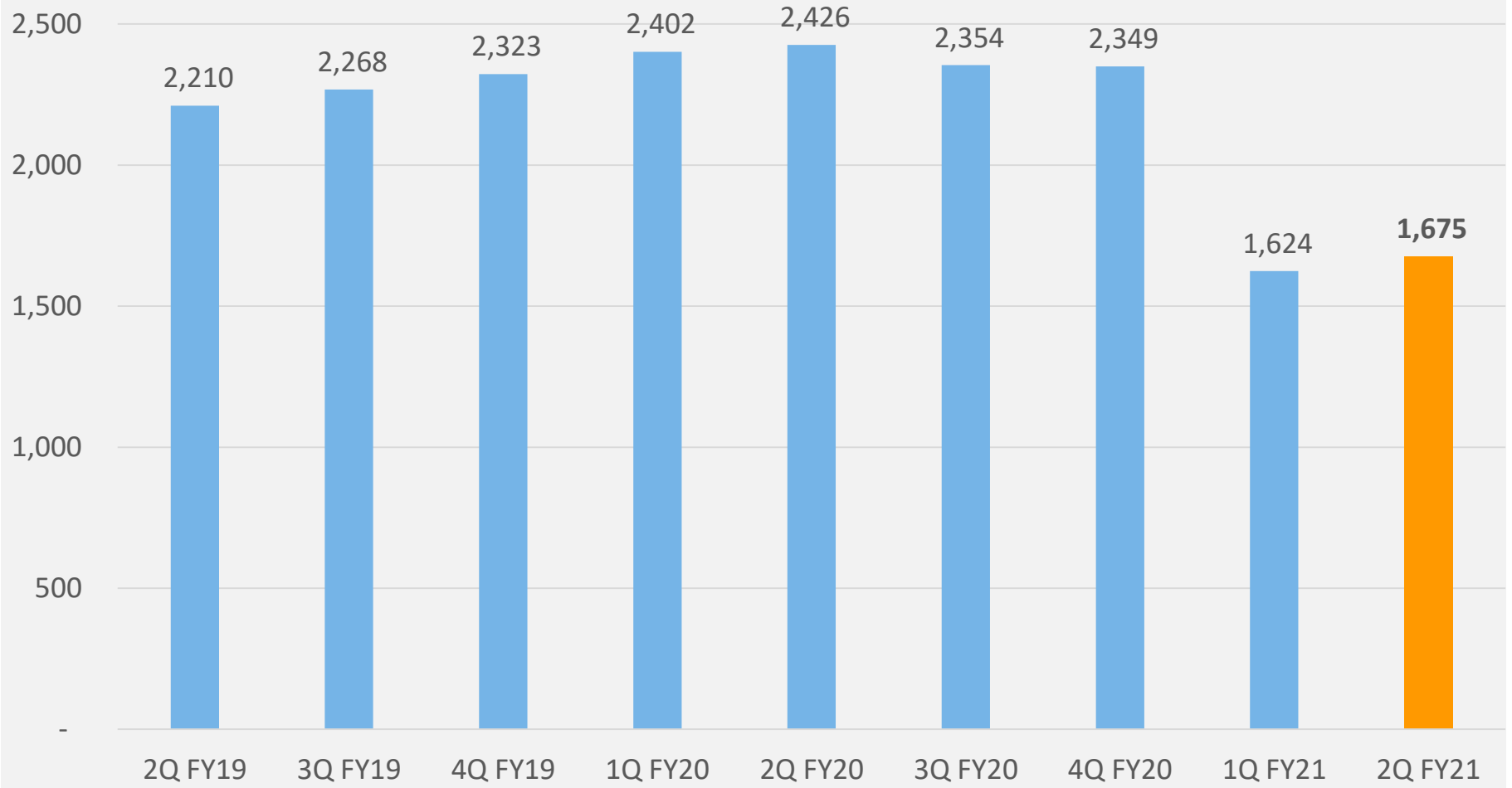
- Paid Advertisers pay a fixed fee to run searched advertising campaigns for their businesses on Justdial's platforms
- Various premium & non-premium listing packages available which determine placements in search results
- Multiple factors determine pricing, such as business categories of advertiser, 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 3,138 employees in tele-sales, 1,292 feet-on-street (marketing), and 3,232 feet-on-street (JDAs - Just Dial Ambassadors, cold calling team) as on Q2 FY21



KEY  
BUSINESS  
ATTRIBUTES

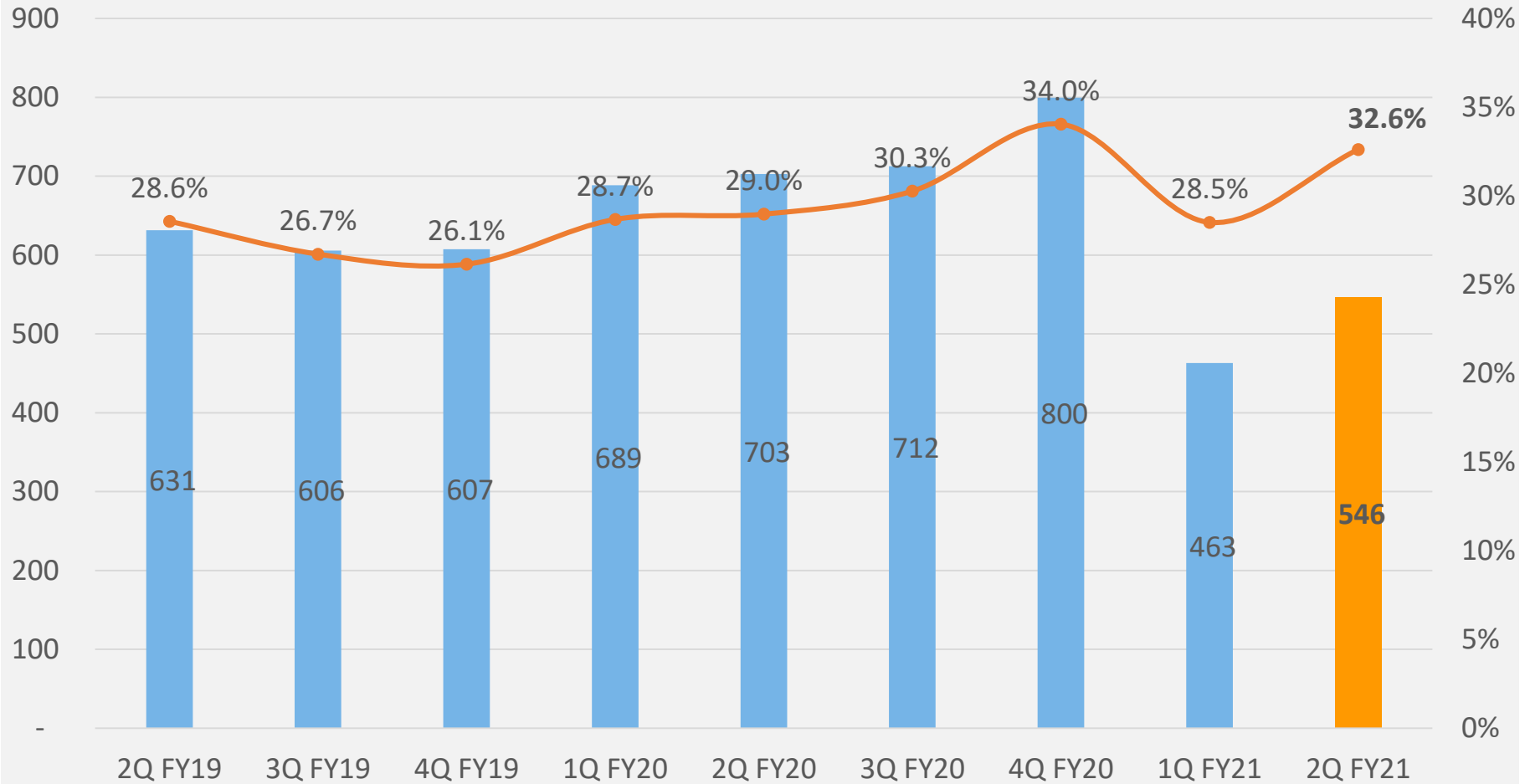
# REVENUE

## Operating Revenue (Rs million)



# OPERATING MARGIN

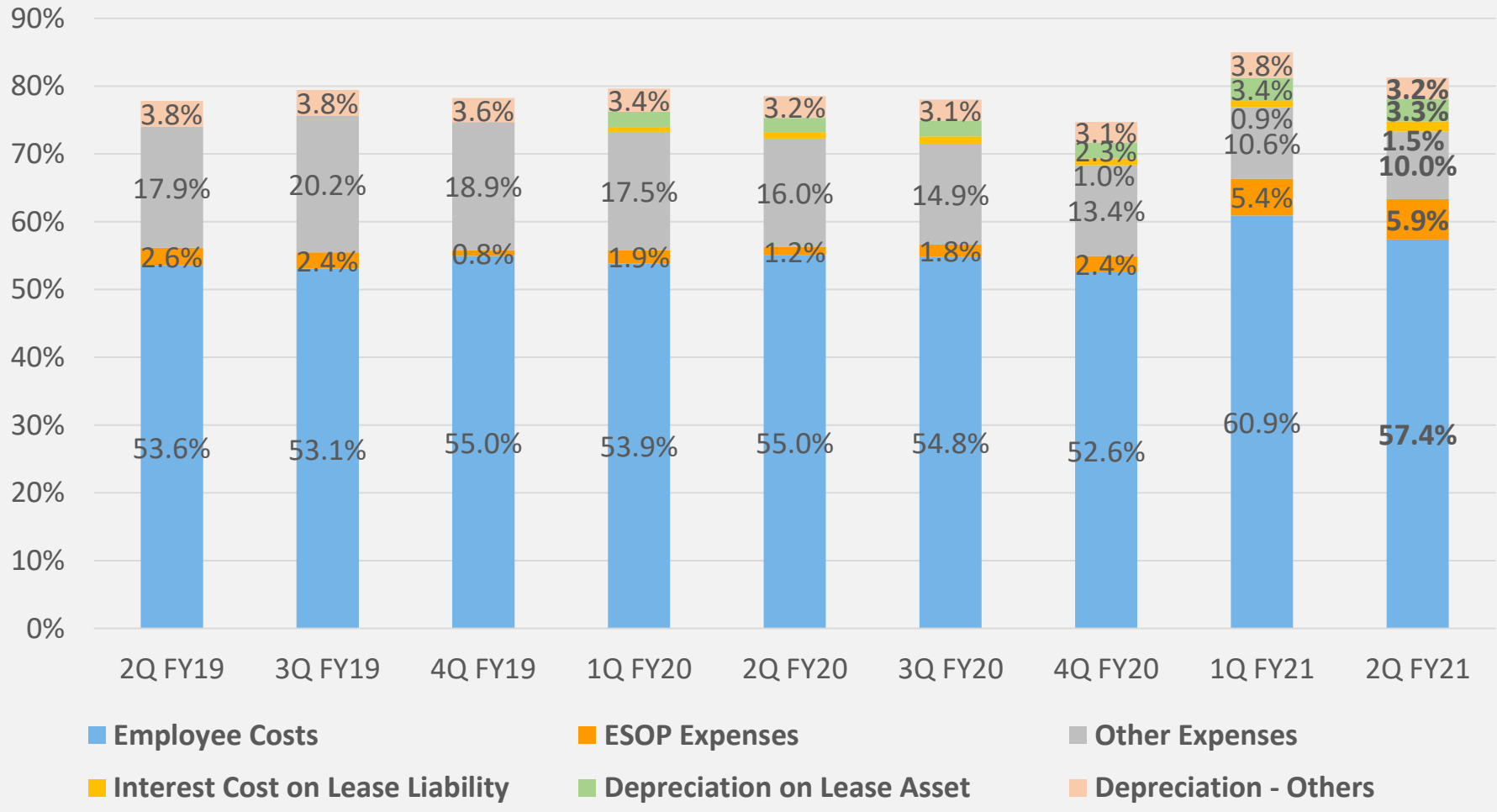
## Adjusted EBITDA (Rs million) & Margin %





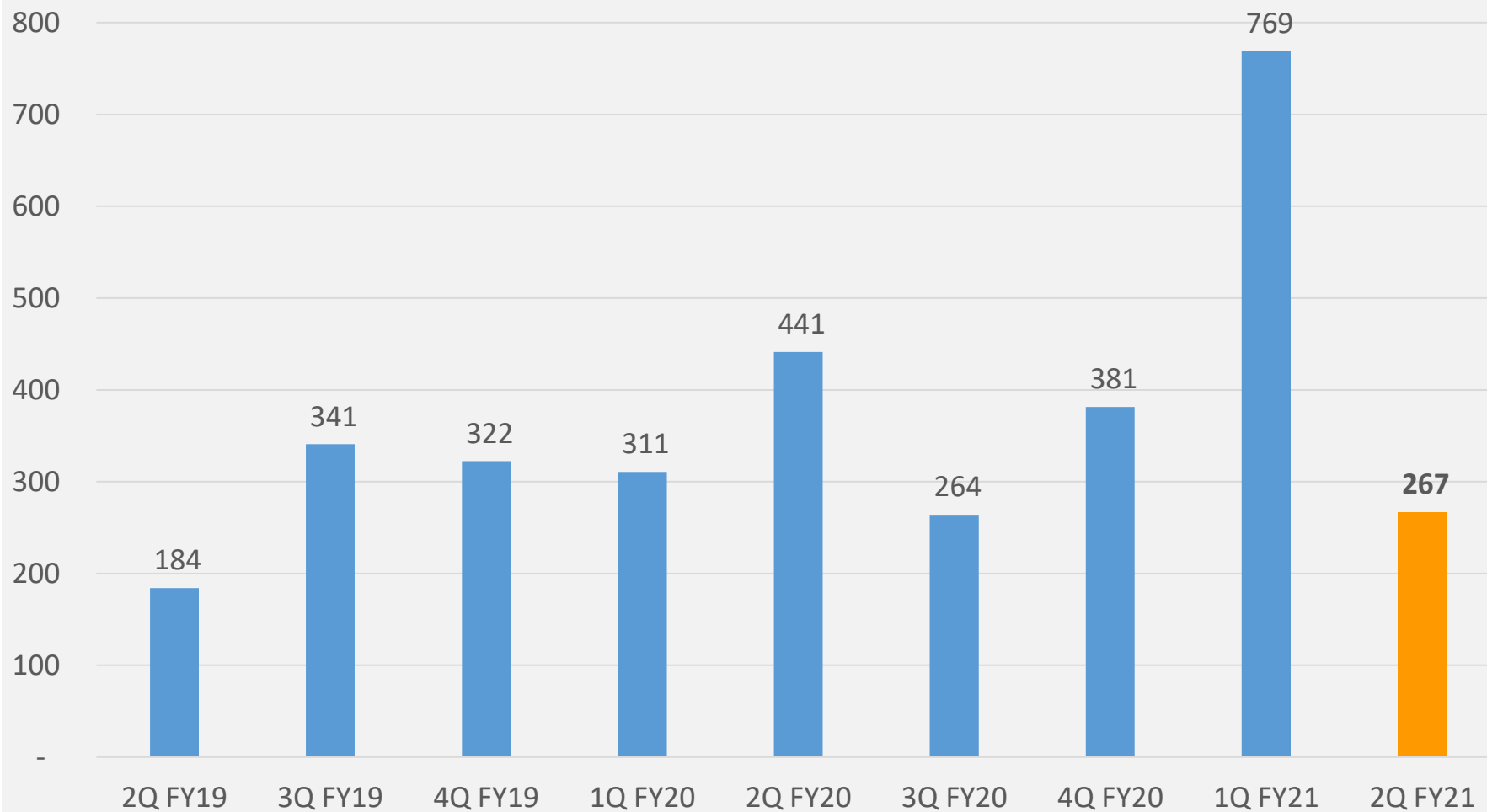
# COST STRUCTURE

## Expenses as % of Operating Revenue

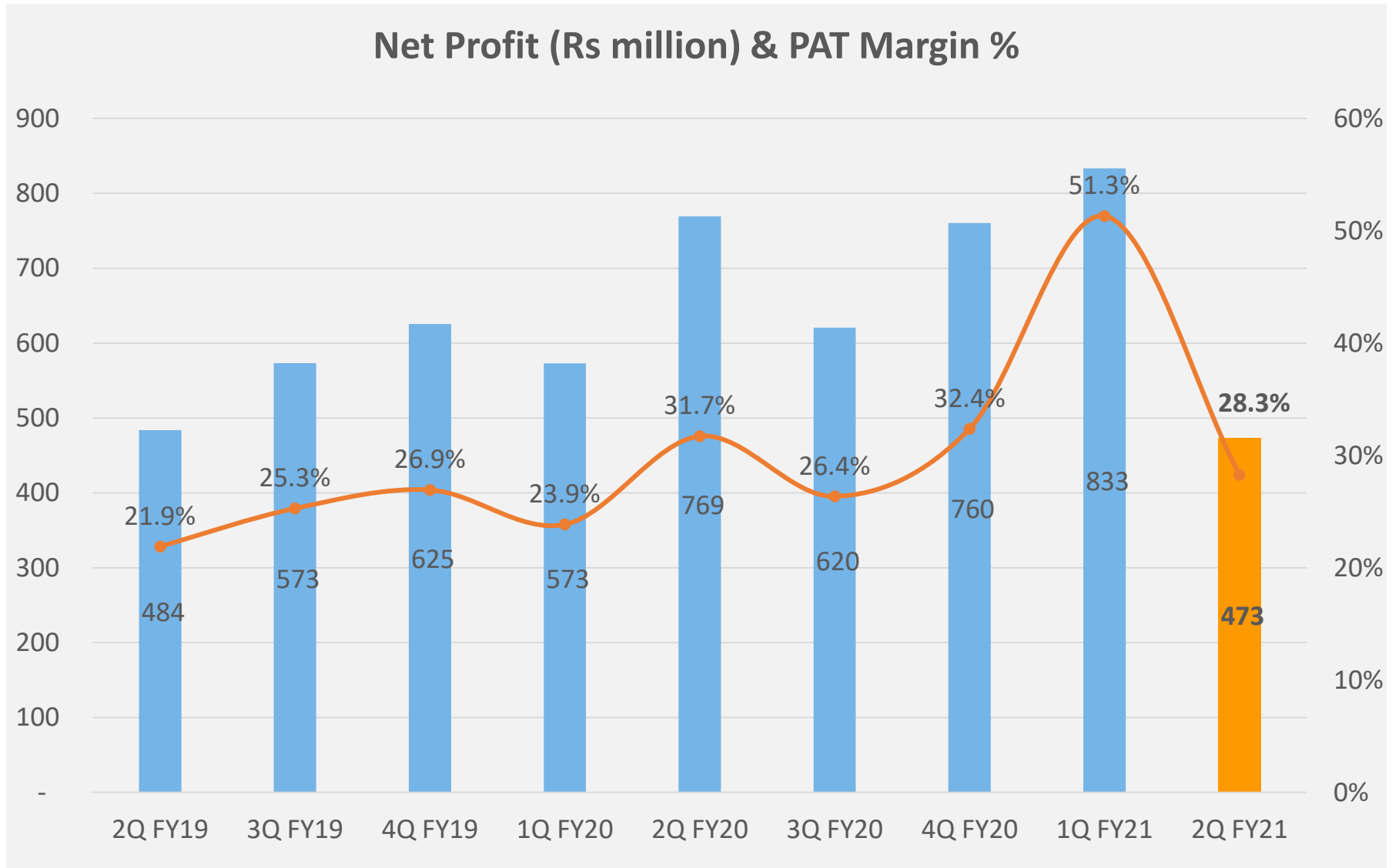


## OTHER INCOME

Other Income (Rs million)



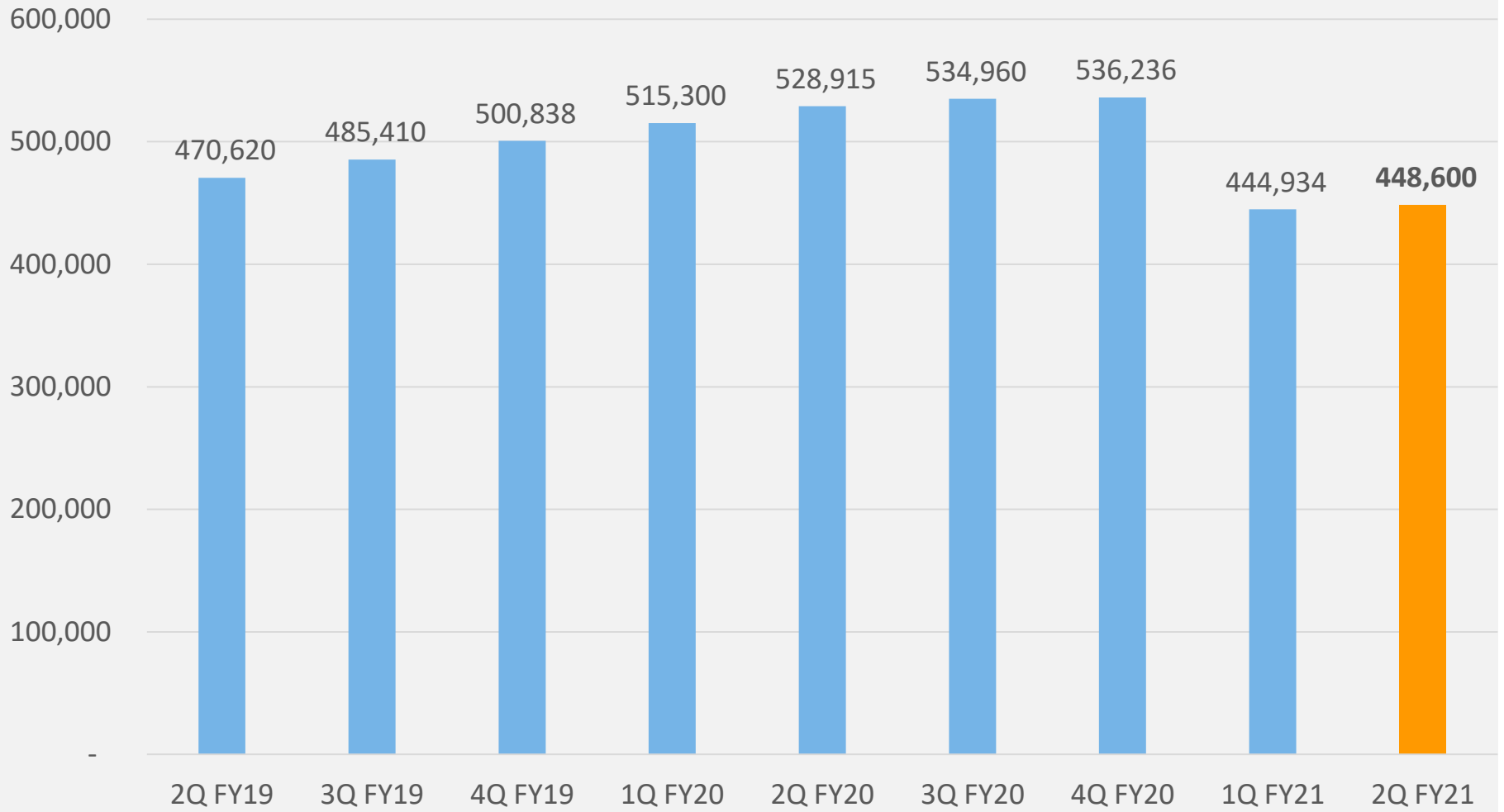
# NET PROFIT MARGIN



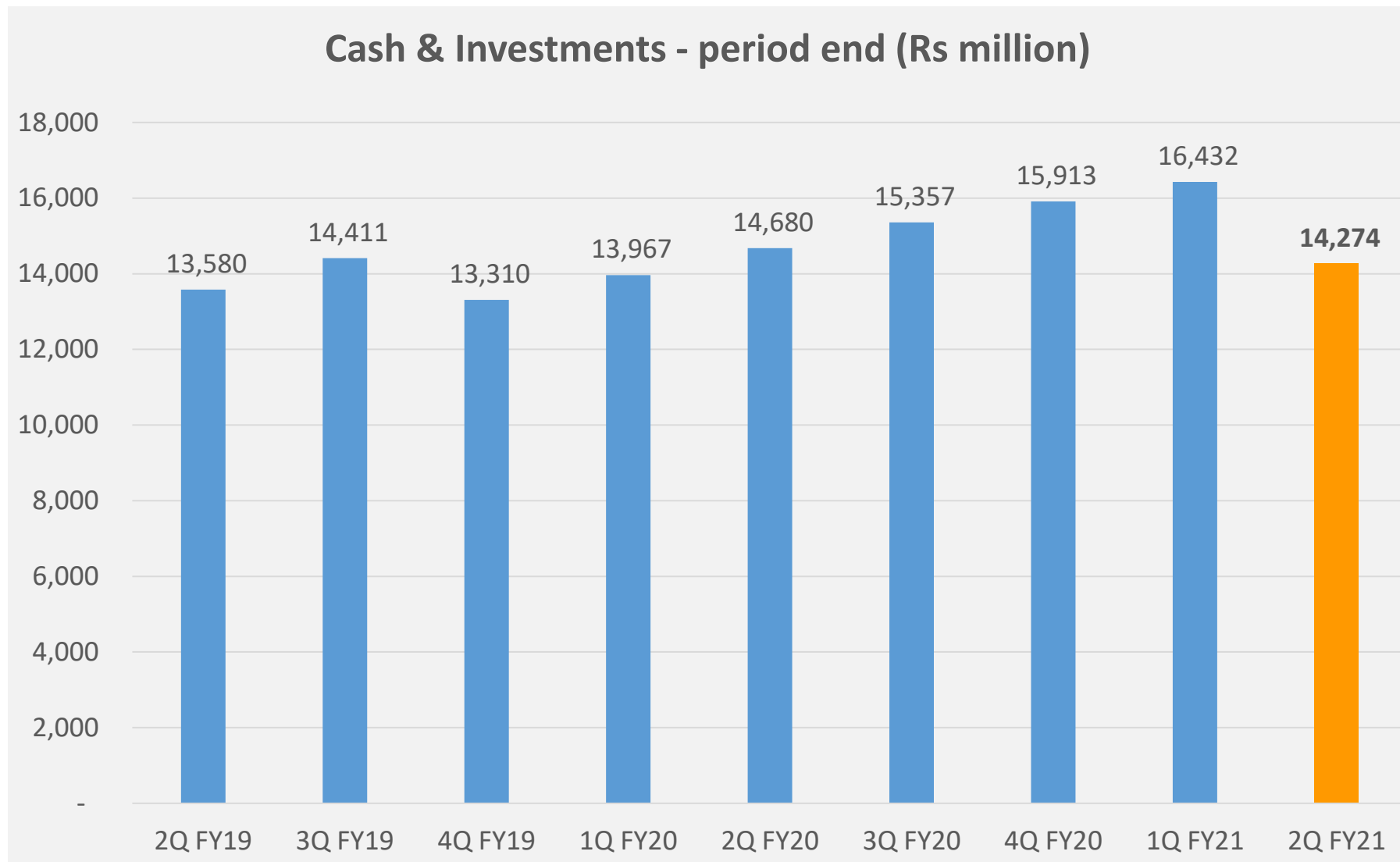
Note: PAT Margin is calculated as Net Profit (Profit After Taxes) as a percentage of Operating Revenue for the quarter.

# PAID CAMPAIGNS

## Active Paid Campaigns - period end



# CASH AND INVESTMENTS

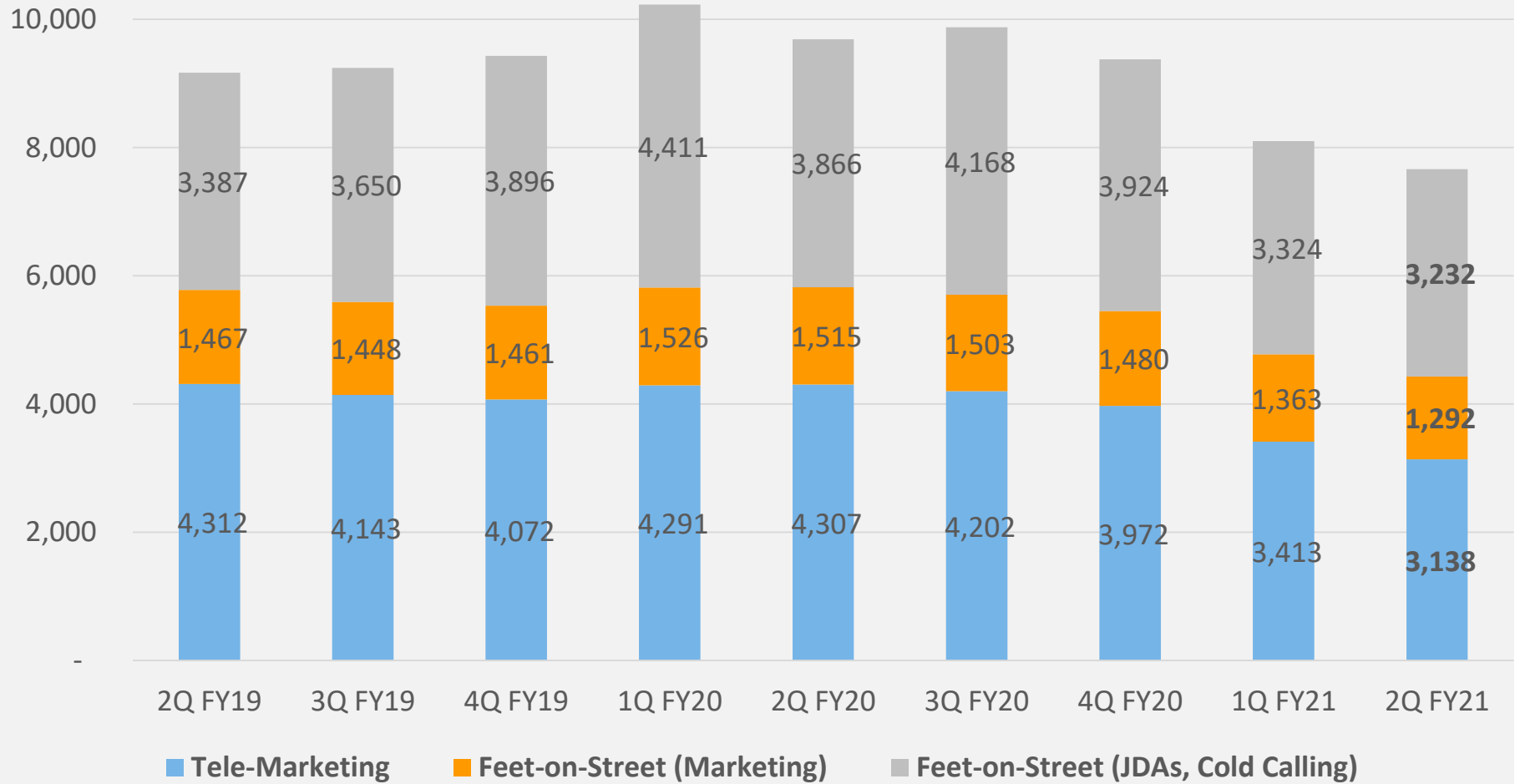


Note: 2018 Buy-back for Rs2.2bn was concluded/ paid in 4Q FY19

2020 Buy-back for Rs2.2bn, along with Buy-back Tax of Rs0.51bn, was concluded/ paid in 2Q FY21

# SALES FORCE

## Sales Strength - Period End





**JUST DIAL LTD - 2Q FY21 (Quarter ended September 30, 2020) PERFORMANCE SUMMARY**

Metric	Unit	2Q FY21	2Q FY20	YoY change	1Q FY21	QoQ change
Operating Revenue	(₹ million)	1,675	2,426	-30.9%	1,624	3.1%
Operating EBITDA	(₹ million)	447	672	-33.5%	375	19.2%
Operating EBITDA Margin	%	26.7%	27.7%	-104 bps	23.1%	360 bps
Adjusted EBITDA (excl. ESOP expenses)	(₹ million)	546	703	-22.2%	463	18.0%
Adjusted EBITDA Margin (excl. ESOP expenses)	%	32.6%	29.0%	364 bps	28.5%	411 bps
Other Income, net	(₹ million)	267	441	-39.6%	769	-65.3%
Profit Before Taxes	(₹ million)	580	962	-39.6%	1,013	-42.7%
Net Profit	(₹ million)	473	769	-38.5%	833	-43.2%
Net Profit Margin	%	28.3%	31.7%	-345 bps	51.3%	-2304 bps
Unearned Revenue (period end)	(₹ million)	2,795	3,804	-26.5%	2,871	-2.6%
Cash & Investments (period end)	(₹ million)	14,274	14,680	-2.8%	16,432	-13.1%

Note: 2020 Buy-back for Rs2.2bn, along with Buy-back Tax of Rs0.51bn, was concluded/ paid in 2Q FY21

**JUST DIAL LTD - 2Q FY21 (Quarter ended September 30, 2020) PERFORMANCE SUMMARY**

Metric	Unit	2Q FY21	2Q FY20	YoY change	1Q FY21	QoQ change
Unique Visitors	(million)	130.6	161.3	-19.0%	100.0	30.6%
- Mobile	(million)	105.5	129.8	-18.7%	81.0	30.3%
- Desktop/ PC	(million)	19.0	23.3	-18.6%	15.6	21.7%
- Voice	(million)	6.1	8.1	-24.3%	3.4	78.8%
- Mobile	% share	80.8%	80.5%	27 bps	81.0%	-21 bps
- Desktop/ PC	% share	14.5%	14.5%	6 bps	15.6%	-106 bps
- Voice	% share	4.7%	5.0%	-33 bps	3.4%	127 bps
Total Listings (period end)	(million)	30.0	27.6	8.6%	29.6	1.1%
Net Listings Addition		340,635	1,116,042	-69.5%	258,707	31.7%
Total Images in Listings (period end)	(million)	96.6	73.4	31.7%	85.1	13.5%
Listings with Geocodes (period end)	(million)	17.0	15.2	12.3%	16.8	1.2%
Ratings & Reviews	(million)	111.9	100.8	11.0%	110.5	1.2%
Paid campaigns (period end)		448,600	528,915	-15.2%	444,934	0.8%
Total App Downloads (period end)	(million)	27.6	25.4	8.7%	27.1	1.9%
App Downloads per day		9,207	13,849	-33.5%	7,693	19.7%
Number of Employees (period end)		10,305	12,997	-20.7%	10,984	-6.2%

# BOARD OF DIRECTORS

## EXECUTIVE DIRECTORS

**V S S Mani**

Founder, Managing Director and Chief Executive Officer of Justdial with over 32 years of experience in the field of media and local search services.

**Ramani Iyer**

Whole-time Director with 27 years of experience, working with Justdial in the field of strategic planning and execution.

**V Krishnan**

Whole-time Director with 27 years of experience, working with Justdial in strategic planning and execution.

**Abhishek Bansal**

CFO and whole-time Director of Justdial, with overall 12 years of experience and handles Finance, Strategy, Accounting, Treasury, Audit, Legal, Compliance & Traffic. He holds an MBA from IIM Bangalore and a B. Tech. in Electrical Engineering from IIT Roorkee.

## NON-EXECUTIVE DIRECTORS – INDEPENDENT

**B Anand**

Anand is CEO of Nayara Energy, and previously was CFO of Trafigura. He has 33 years of experience in Corporate Finance, Strategy & Investment Banking. He is a Commerce graduate and an associate member of ICAI.

**Sanjay Bahadur**

Sanjay is CEO of Pidilite Industries for its Global Constructions & Chemicals division and has 36 years of experience. He holds a degree from Delhi College of Engineering.

**Malcolm Monteiro**

Malcolm is serving on Justdial Board since August 02, 2011 and was previously CEO India, DHL eCommerce & was also a member of DHL eCommerce Management Board. He holds a degree from IIT Mumbai & IIM Ahmedabad.

**Bhavna Thakur**

Bhavna heads Capital Markets at Everstone Capital and has over 22 years of experience in Corporate Finance, Investment Banking, M&A and Capital Markets. She holds a BA LLB (Hons.) from NLSIU, Bangalore & a Masters in Law from Columbia University, New York.

## NON-EXECUTIVE DIRECTORS – NON INDEPENDENT

**Pulak Prasad**

Pulak is Founder & MD of Nalanda Capital and has over 28 years of experience in Management Consulting & Investing. He holds a B. Tech. from IIT Delhi and is an IIM Ahmedabad alumni.

**Anita Mani**

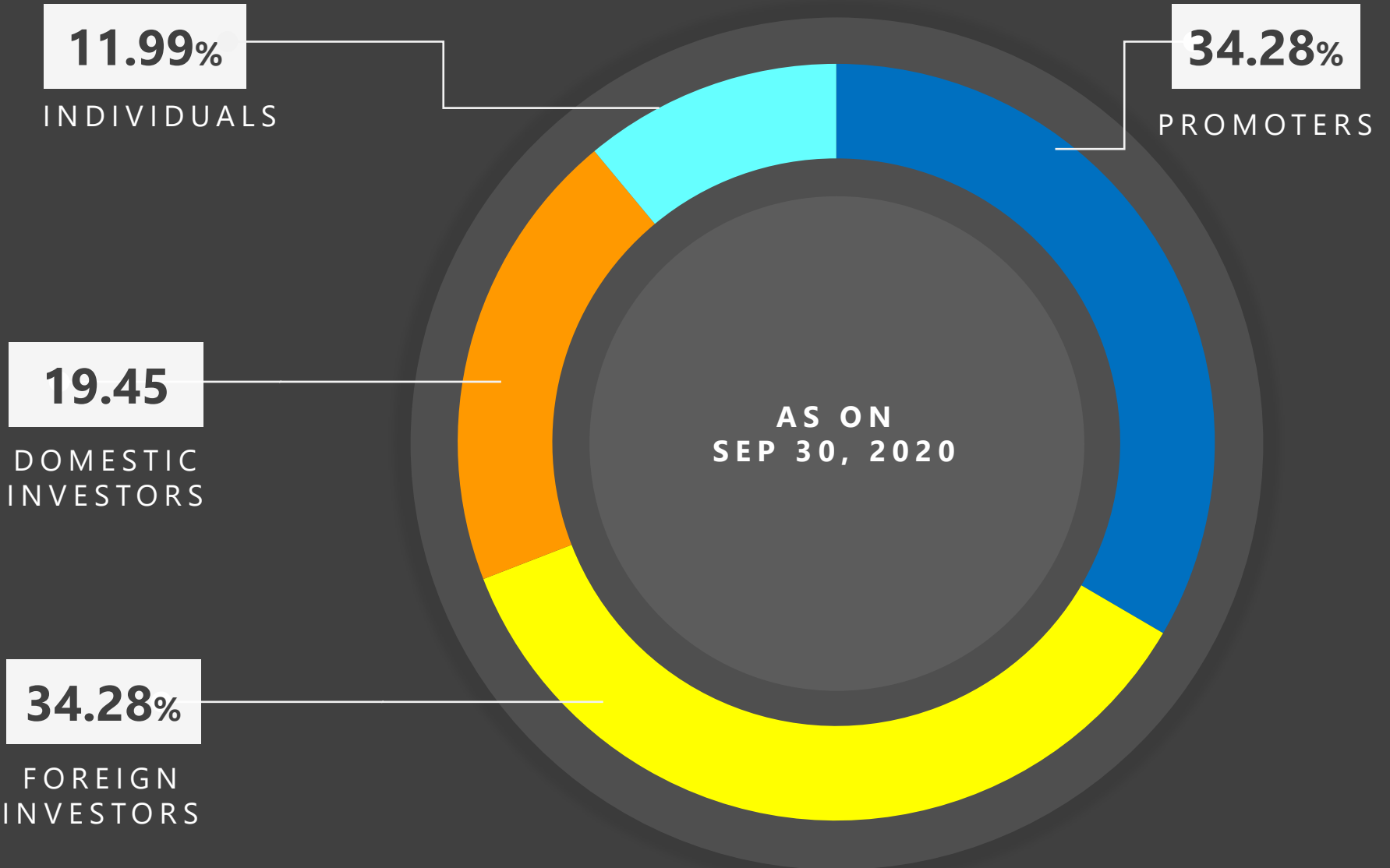
Anita has 27 years of experience in the field of General Management. She is a history graduate from University of Delhi.

# LEADERSHIP TEAM

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Name	Designation	Experience	Functional Areas
<b>V S S Mani</b>	Chief Executive Officer	32 Years	Overall growth strategy, planning, execution & management
<b>Abhishek Bansal</b>	Chief Financial Officer	12 Years	Finance, Strategy, Accounting, Treasury, Audit, Legal, Compliance & Traffic
<b>Vishal Parikh</b>	Chief Product Officer	20 Years	Leads Product, Design & Technology teams, and Voice Operations
<b>Sumeet Vaid</b>	Chief Revenue Officer	24 Years	Revenue growth & Business development
<b>Rajesh Madhavan</b>	Chief People Officer	25 Years	Human Resource Functions
<b>Ajay Mohan</b>	Group Vice President, Sales	25 Years	Sales platform management, Strategic alliances, Corporate partnerships & Business expansion
<b>Rakesh Ojha</b>	Group Vice President, Sales	25 Years	Sales & Expansion (West & South Region)
<b>Prashant Nagar</b>	Vice President, Sales	21 Years	Sales & Expansion (Delhi, Just Dial Ambassadors)
<b>Suhail Siddiqui</b>	Vice President, Sales	24 Years	Sales & Expansion (North & East Region)
<b>Rajiv Nair</b>	Vice President, Sales	22 Years	Sales & Expansion (South Region)
<b>Shwetank Dixit</b>	AVP & Head, Database & Content	9 Years	Database Augmentation, Curation & Content enrichment; Traffic (Organic & Inorganic)

# SHAREHOLDING PATTERN



End of Presentation