

August 28, 2018

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

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 of the Company will attend investors meeting viz. **14th Annual Global Investor Conference India Rising** on August 28, 2018 at Mumbai.

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 in the above conferences are attached.

This is for your information and records please.

Thanking You,

Yours faithfully,

For Just Dial Limited



Abhishek Bansal
Chief Financial Officer



Just Dial Limited

CIN NO: 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 / 39808795 • Fax : 022-28893789

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

☎ 88888-88888 | www.justdial.com

Just Dial Limited – Investors Meeting - August 28, 2018.

Sr. No.	Name of the Participants
1	Alder Capital
2	Aubrey Capital Management
3	Bajaj Allianz Life Insurance
4	Baring Private Equity Partners India
5	Birla Mutual Fund
6	Columbia Wanger
7	Composite Capital Management
8	Dalton Investments
9	Doric Capital
10	East Capital
11	Edelweiss Mutual Fund (ARB)
12	Emkay PMS
13	Fuh Hwa Securities Investment Trust Co
14	General Atlantic
15	GMO Emerging Markets
16	Helios Capital
17	ICICI Prudential Life Insurance
18	Ishana Capital Limited
19	Karst Peak Capital Limited
20	Kora Capital
21	Lucky Investment Managers
22	Mirae Asset Management India
23	MK - Ventures
24	Motilal Oswal AMC
25	New Mark Capital
26	Oxbow Capital Management
27	Pabrai Investment Funds
28	Param Capital
29	Progress Capital Pte Ltd
30	Safe Enterprise
31	SBI Mutual Fund
32	Steinberg India Opportunities Fund
33	Swiss Asia
34	Tata Asset Management
35	Tree Line Advisors
36	White Oak Capital
37	Zaaba Capital

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CORPORATE PRESENTATION

August 2018



COMPANY OVERVIEW

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



High user engagement, 85.1 million ratings & reviews



125.2 million quarterly unique visitors in Q1 FY19



Database of 22.7 million listings



Scalable and profitable business model



~452,900 active paid campaigns




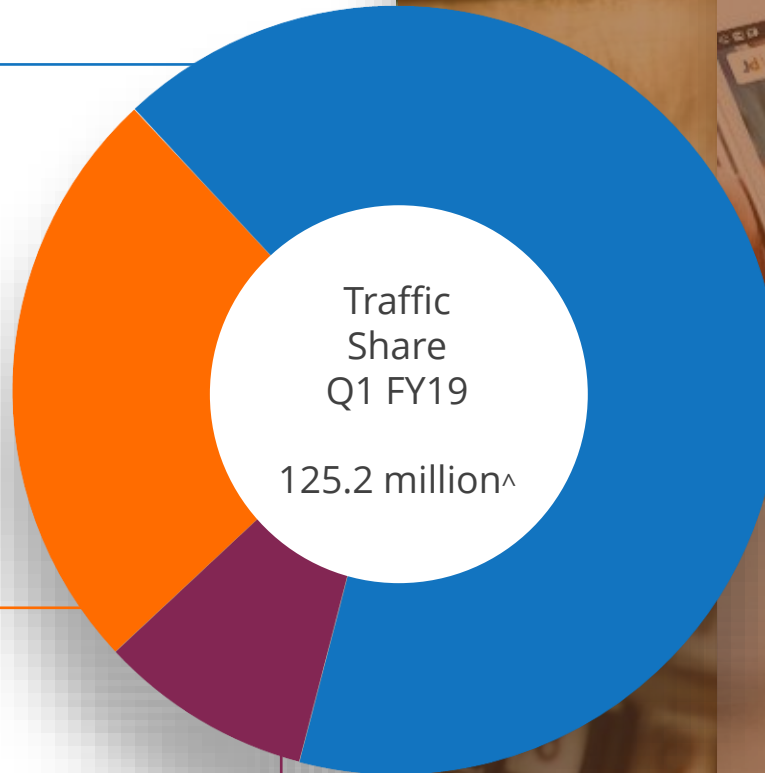
Figures as on Jun 30, 2018

PLATFORMS

 **74%**
MOBILE
Mobile site & Apps

 **19%**
DESKTOP/ PC
www.justdial.com

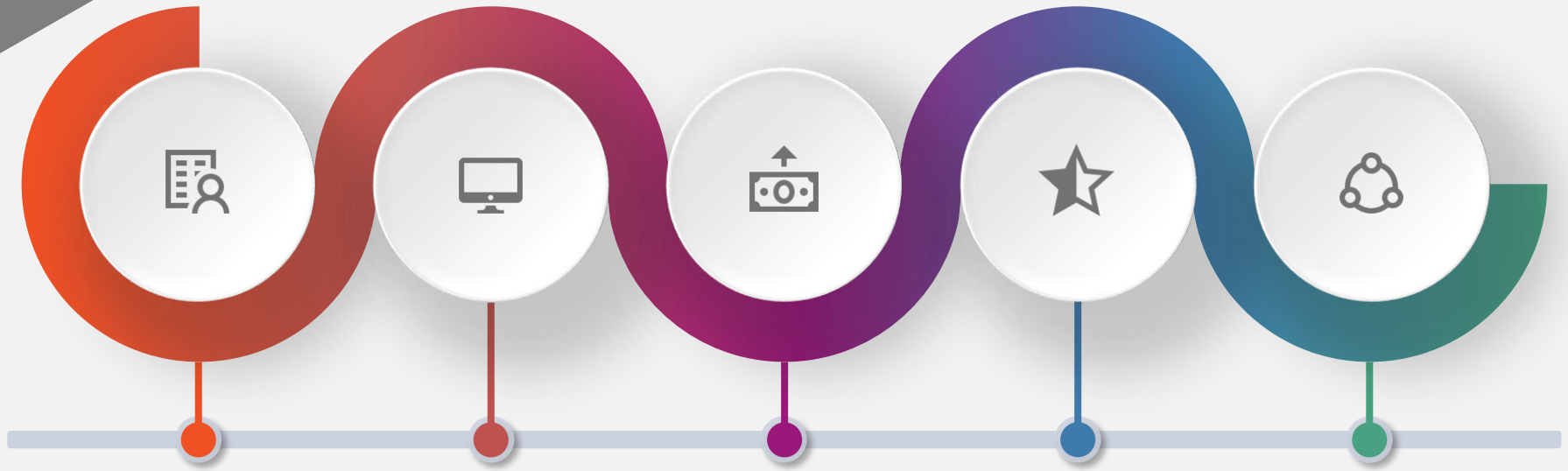
 **7%**
VOICE
88888-88888



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



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

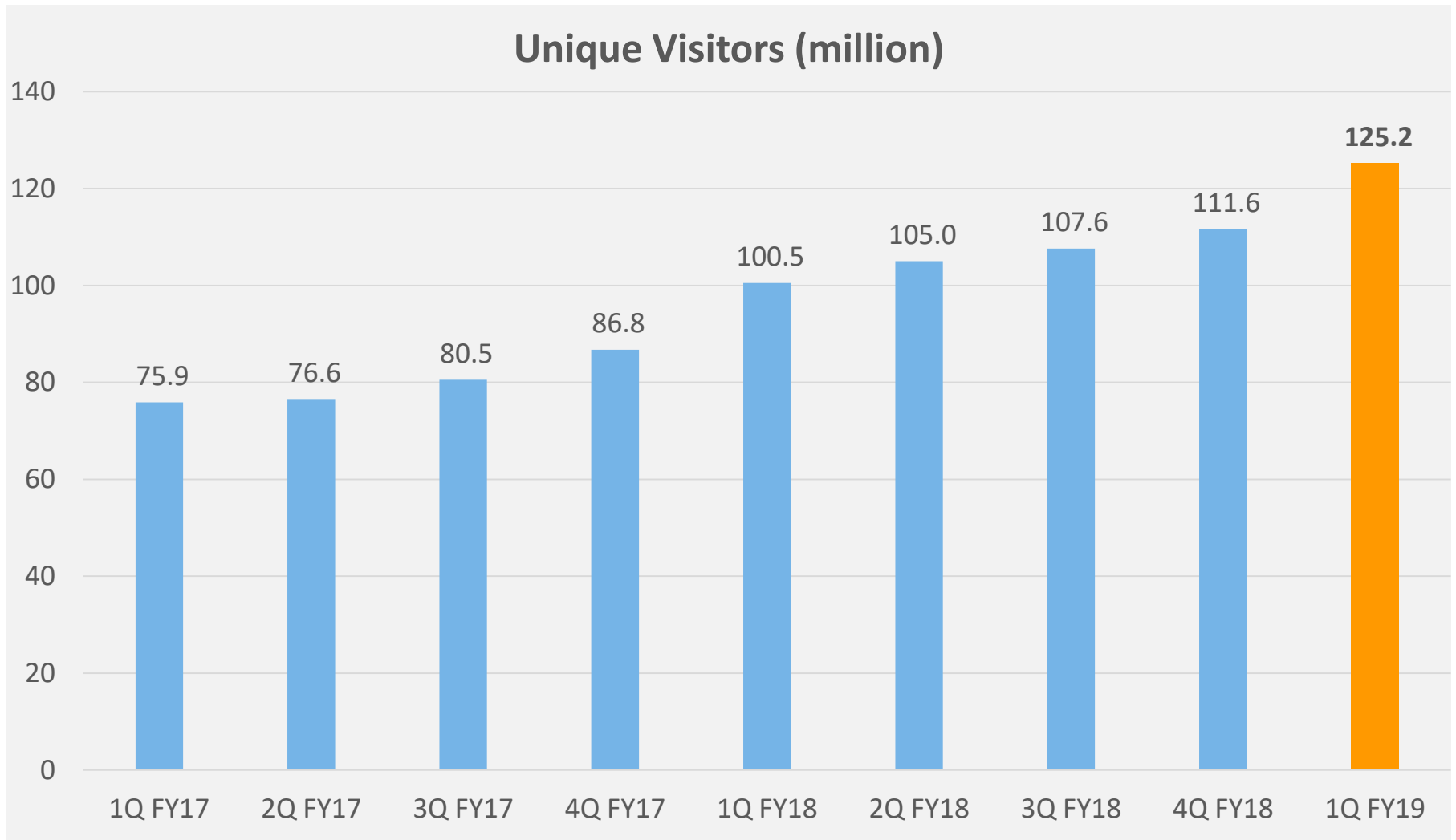
RATINGS

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

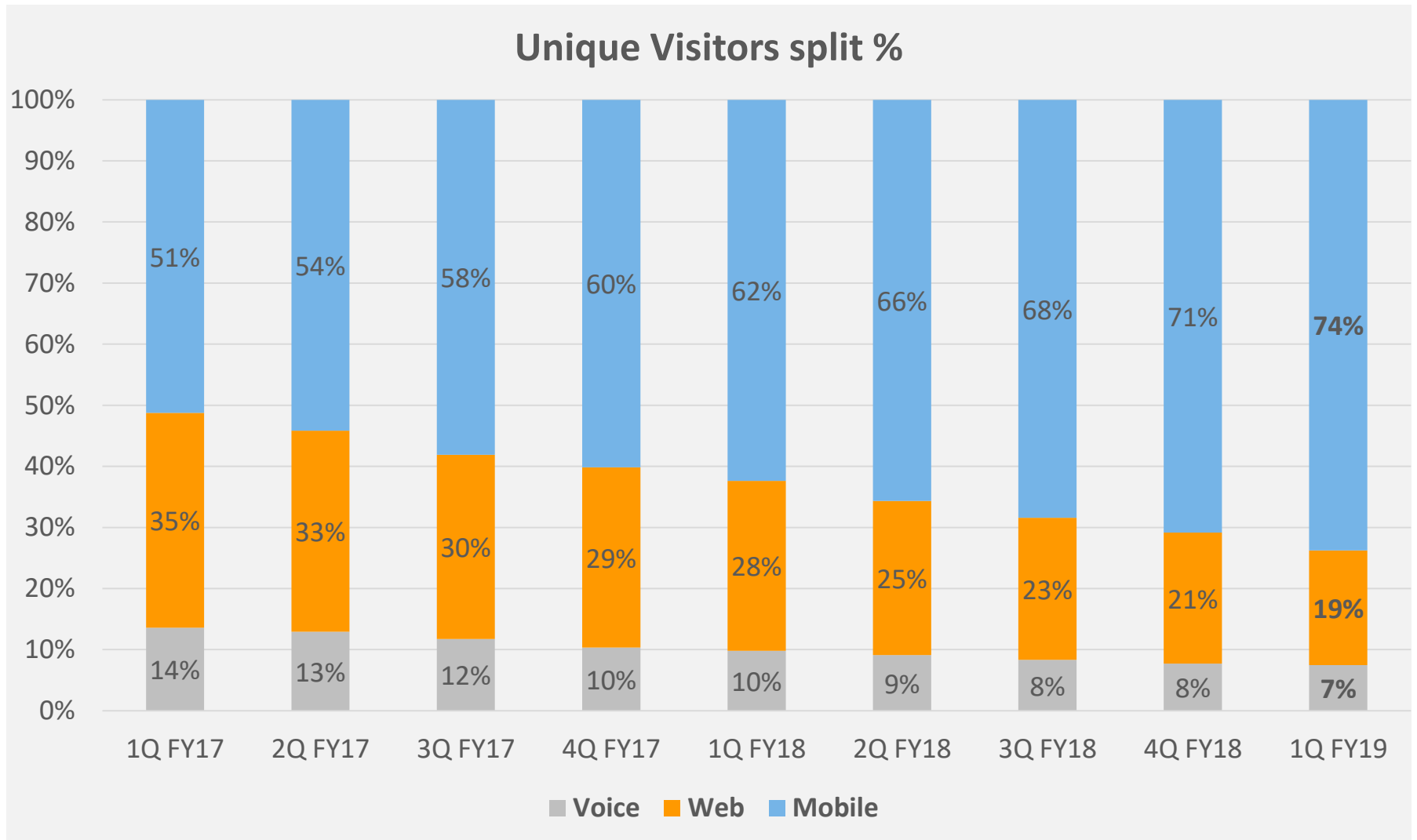
REACH

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

TRAFFIC / VISITORS



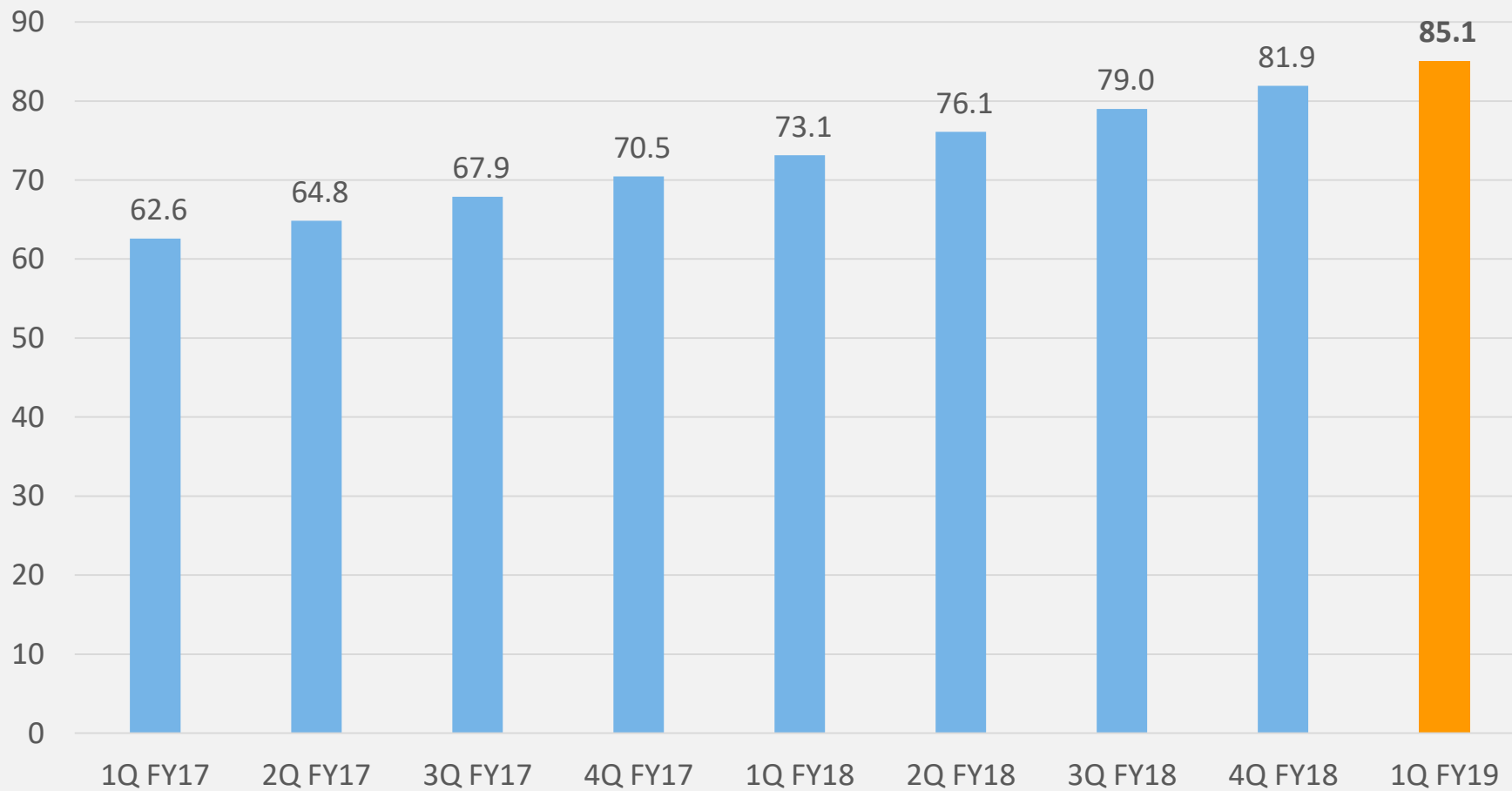
TRAFFIC / VISITORS



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

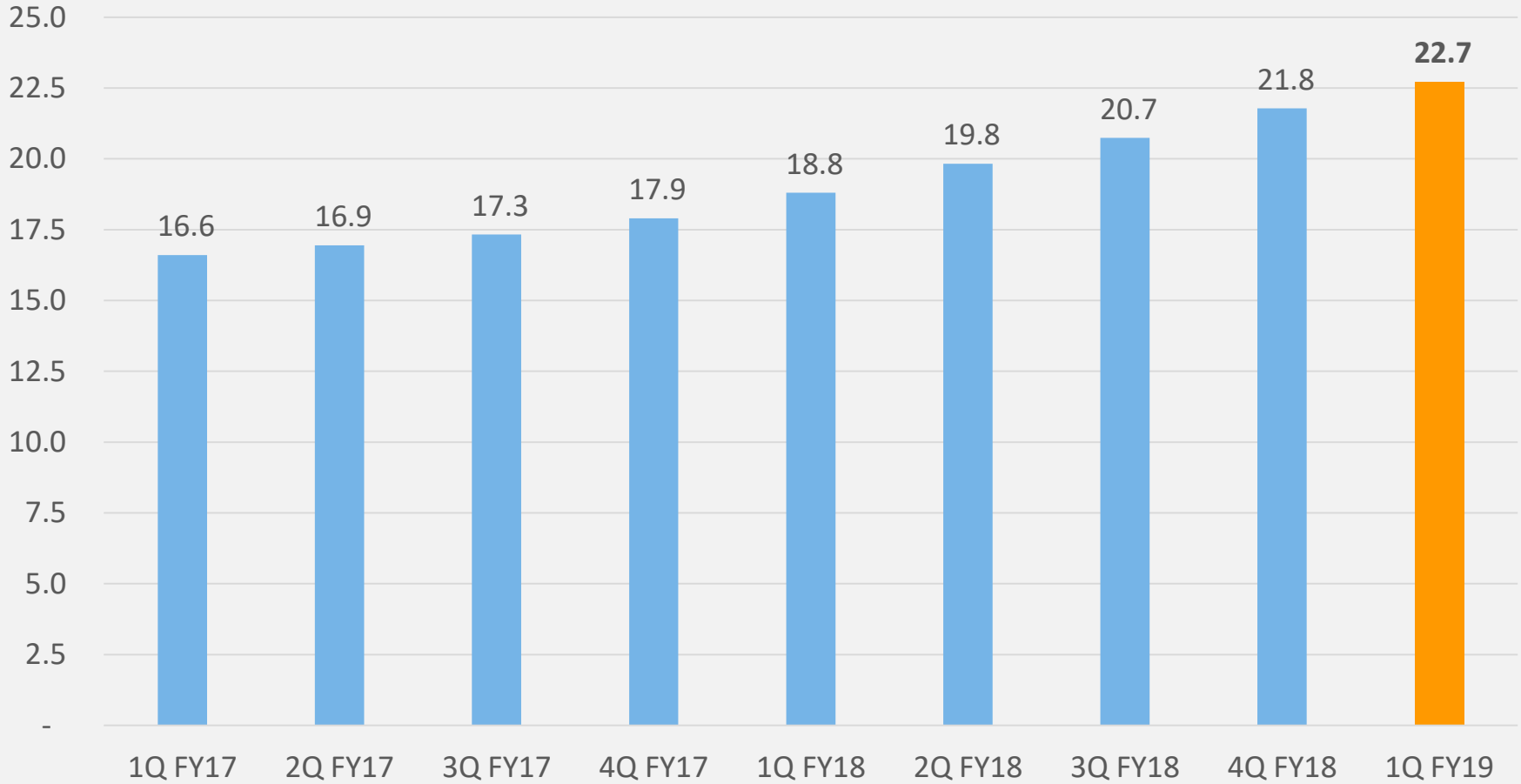
USER ENGAGEMENT

Ratings & Reviews (million)



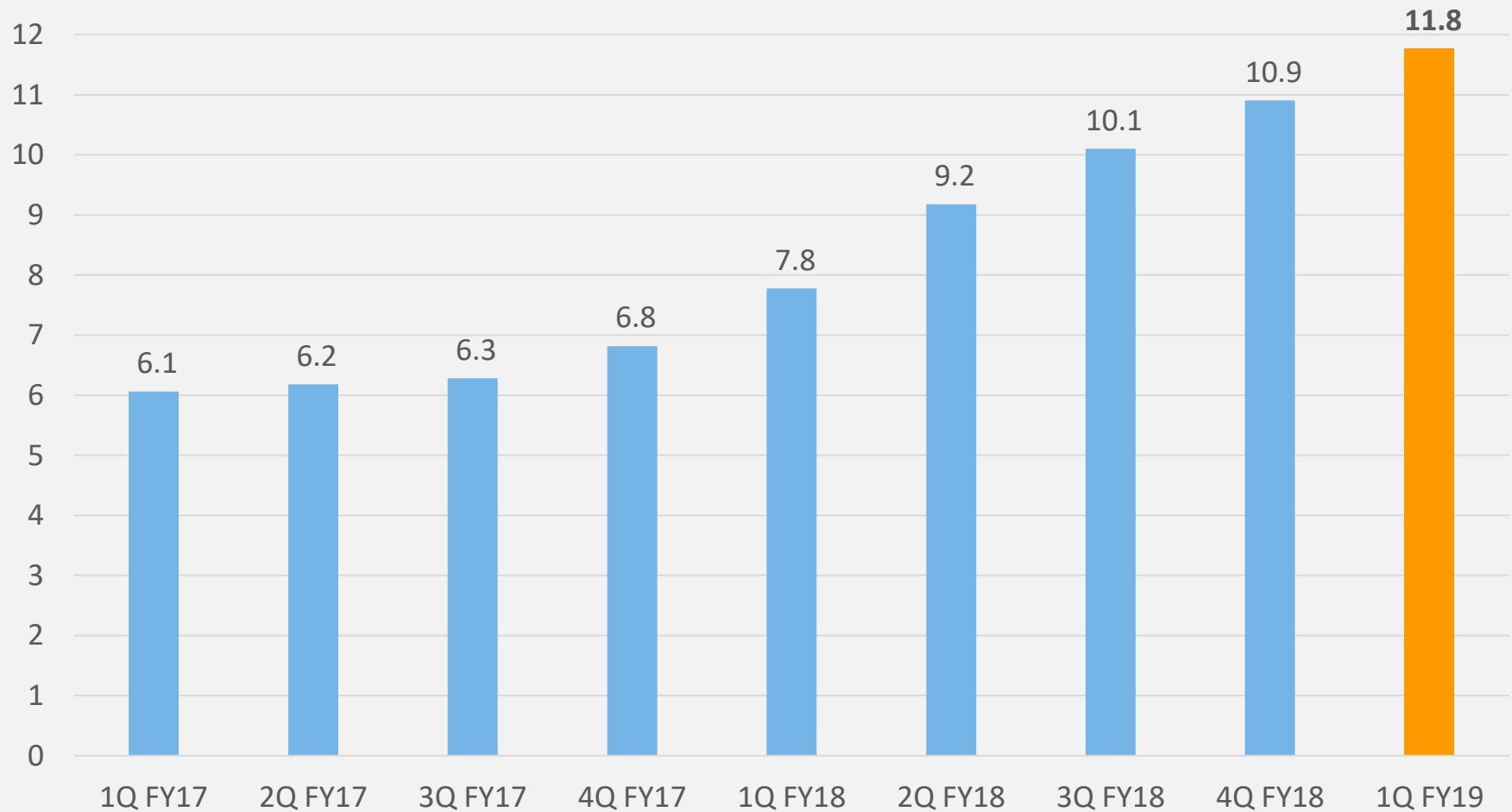
DATA ENRICHMENT

Active Listings - period end (million)



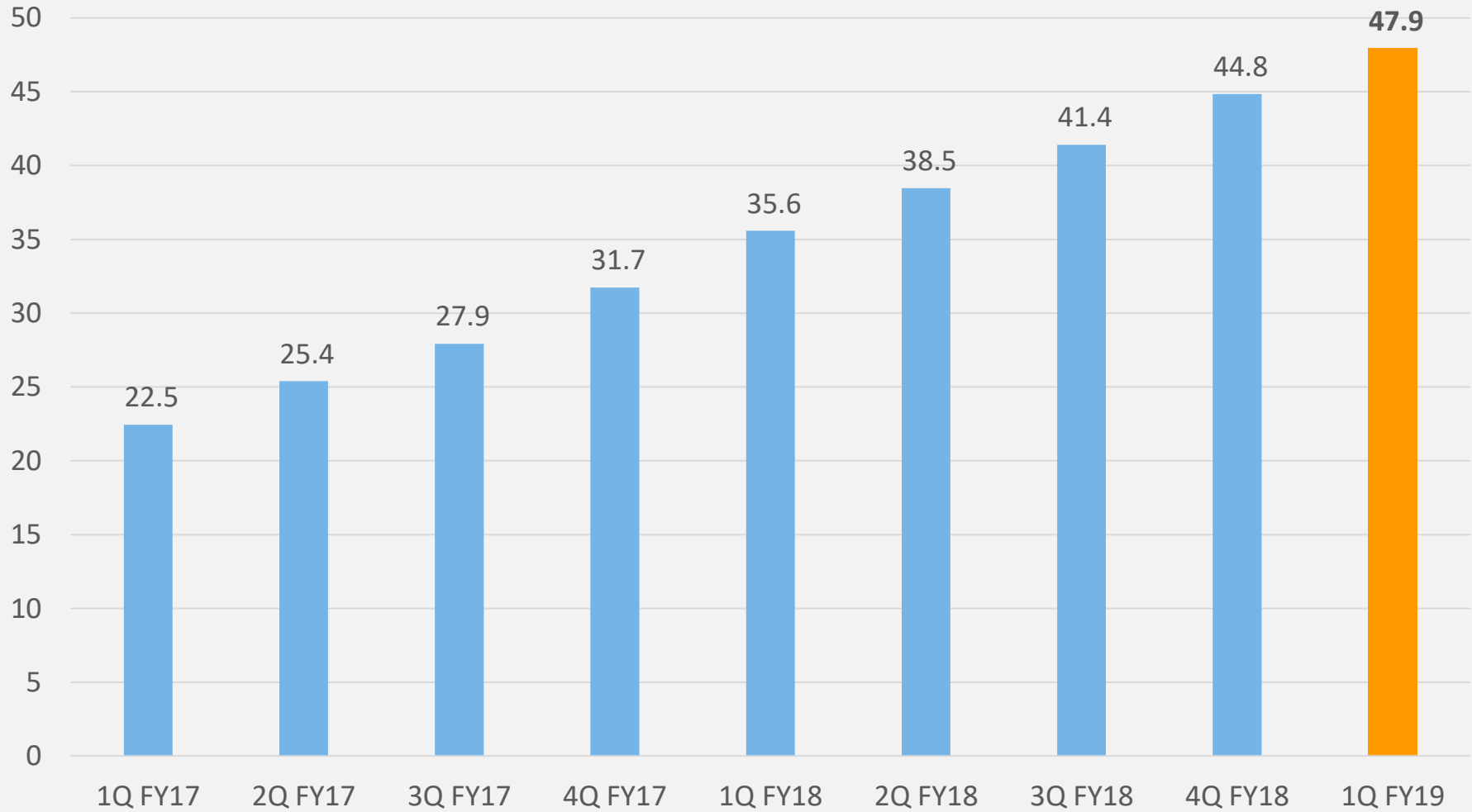
DATA ENRICHMENT

Listings with Geocodes (million)



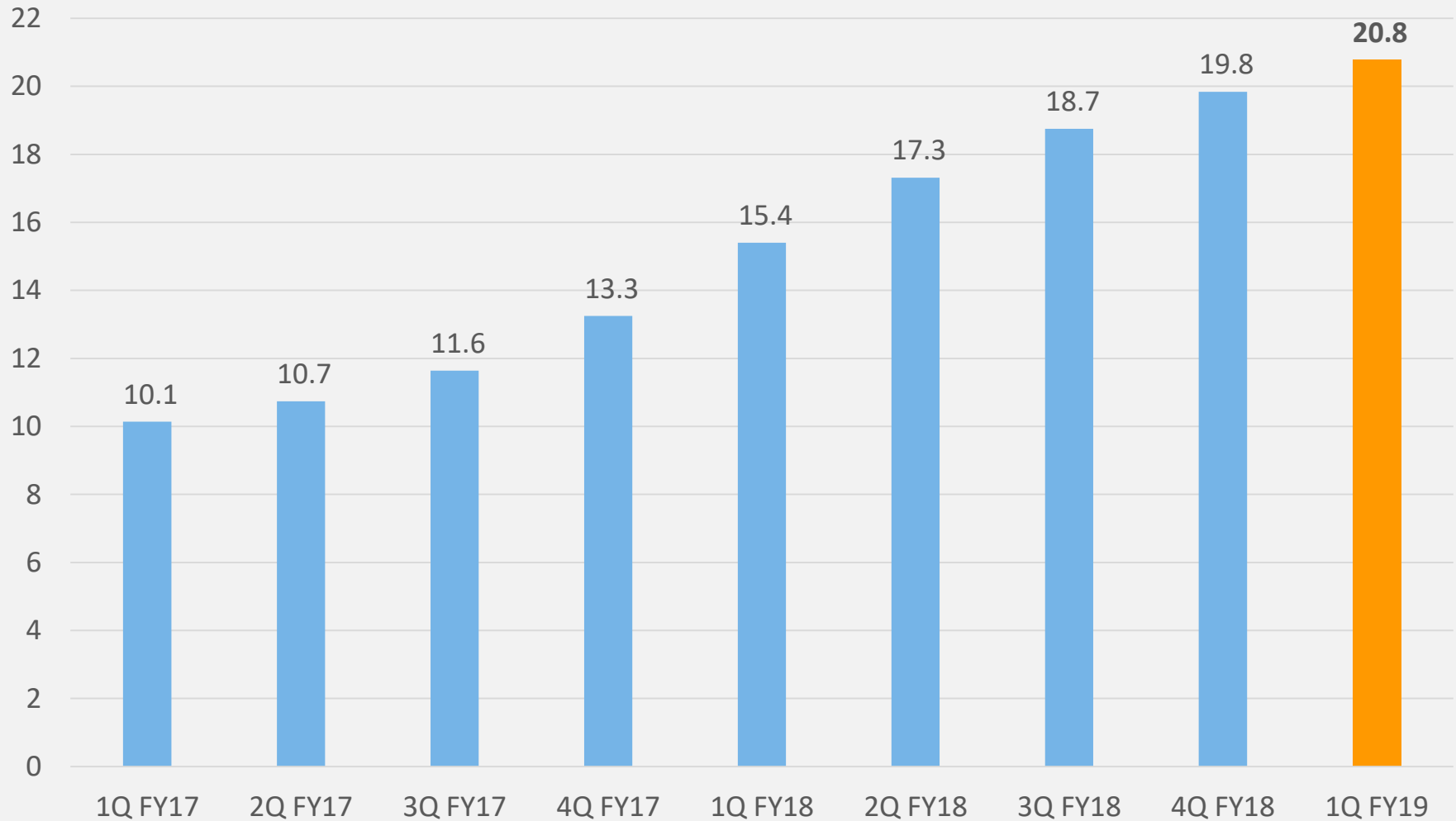
DATA ENRICHMENT

Images in Active Listings (million)

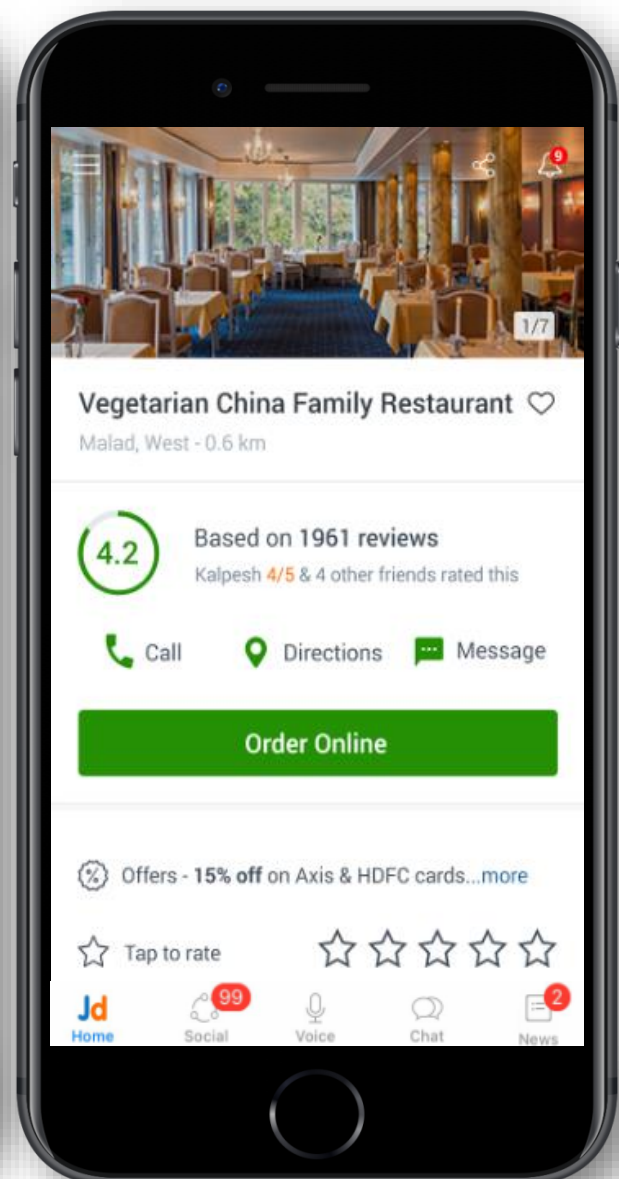
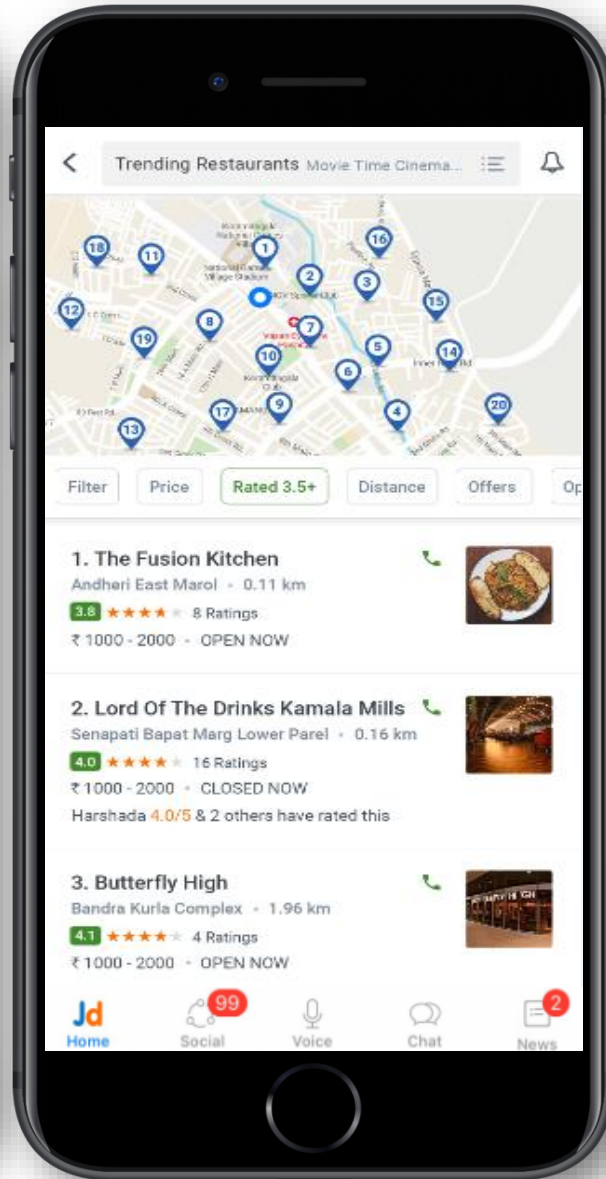
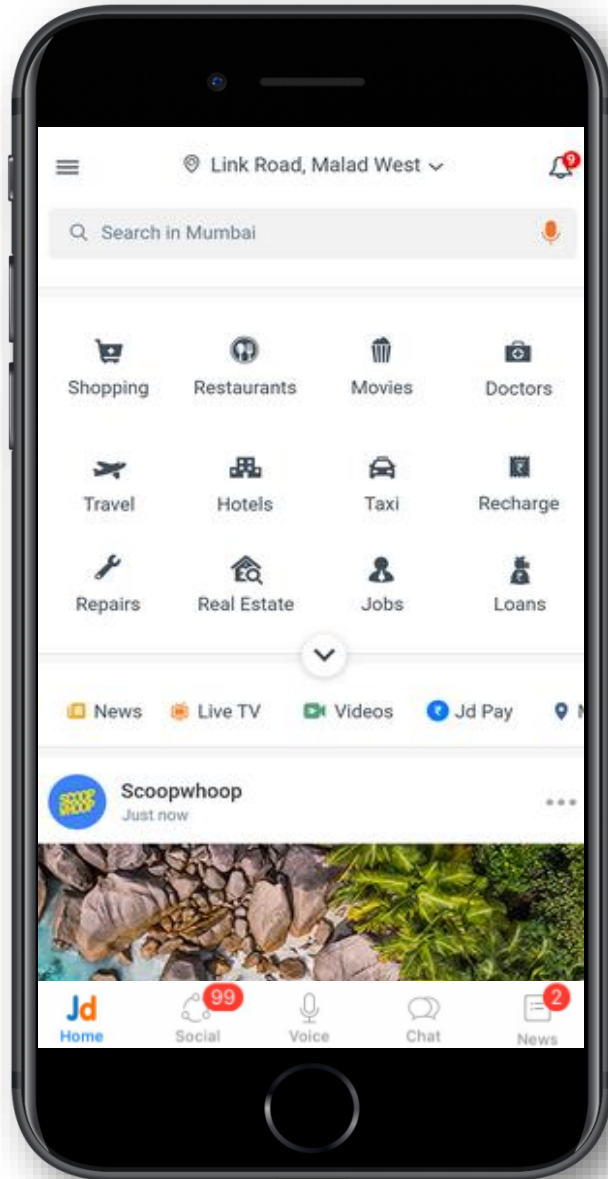


MOBILE APPS

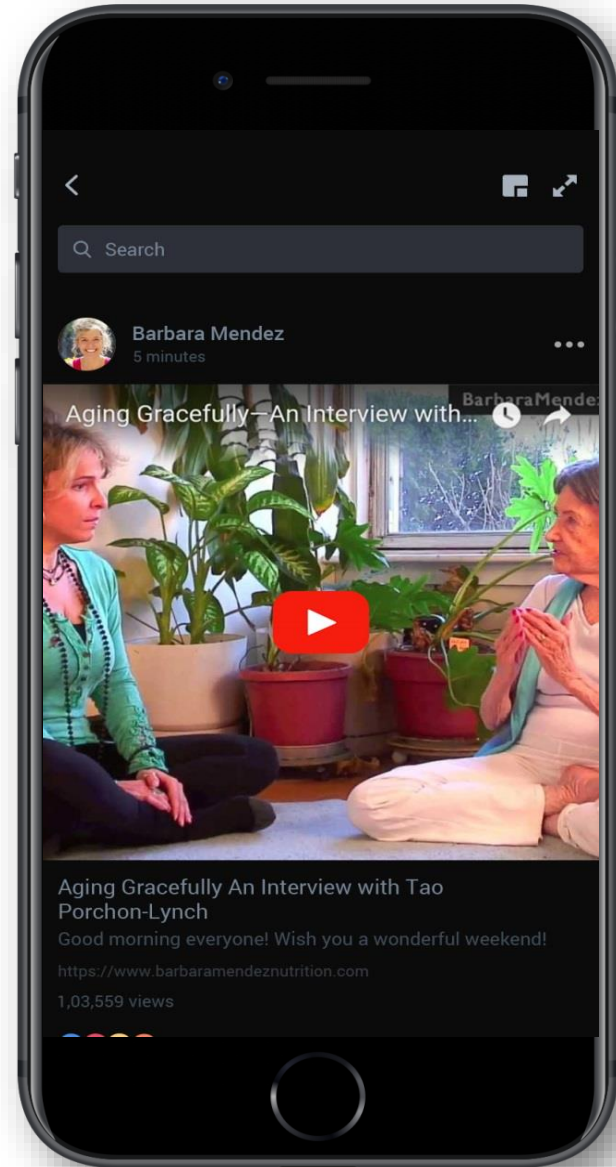
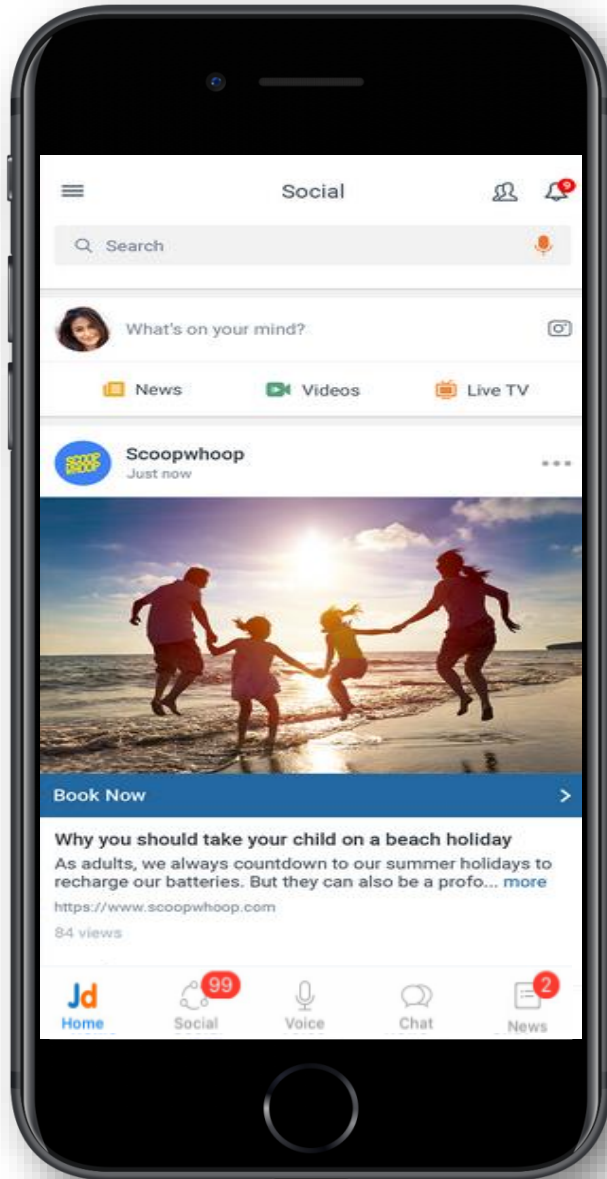
Cumulative App Downloads (million)



JD - MOBILE



JD SOCIAL



EFFICIENT & PROFITABLE BUSINESS MODEL

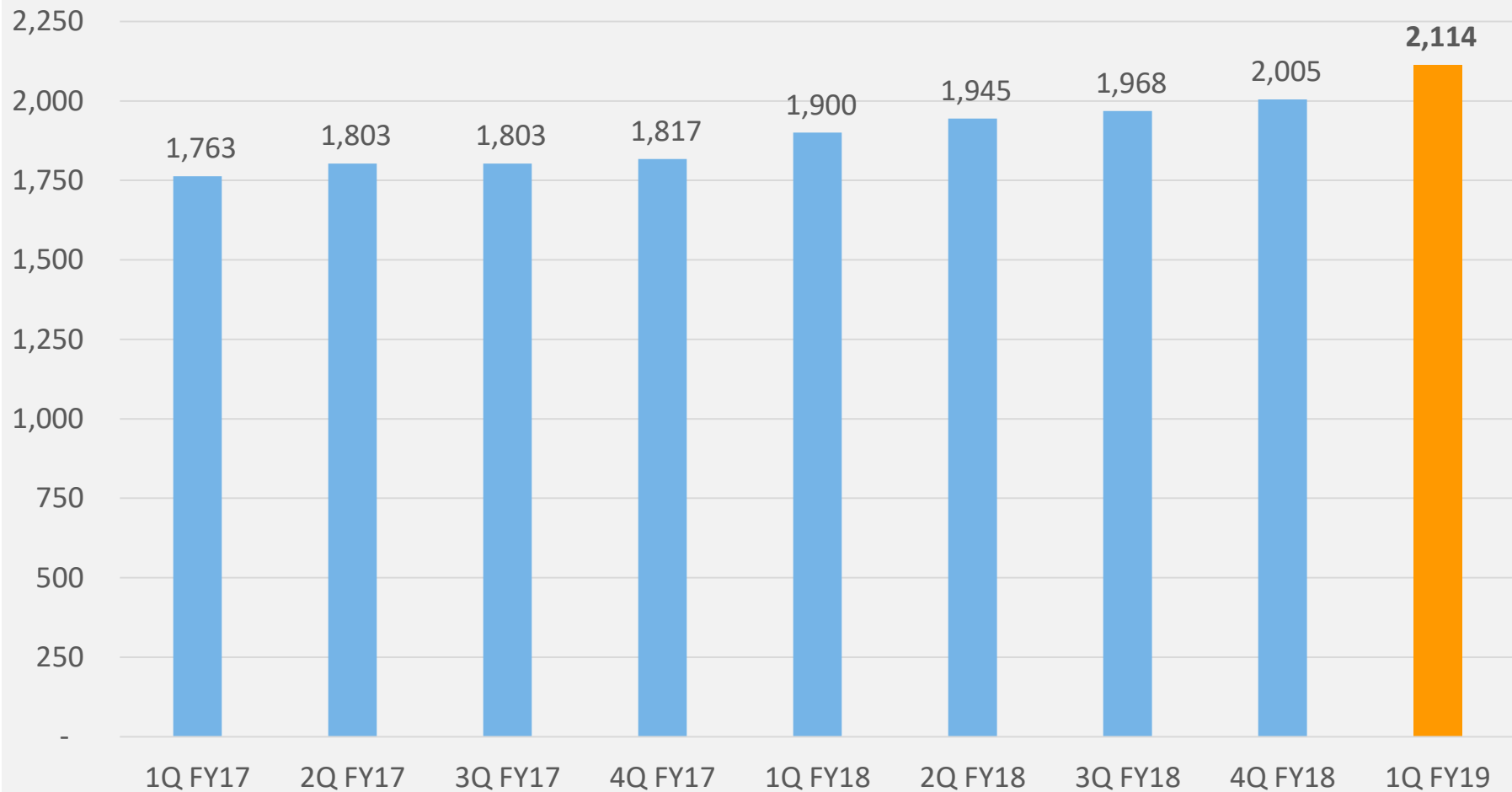
- Paid Advertisers pay fixed monthly or annual fees to run search-led advertising campaigns for their businesses on Justdial's platforms
- Various premium (Platinum, Diamond, Gold) & non-premium packages available which determine placements in search results
- Multiple factors determine pricing, such as business categories of advertiser, geographies targeted, type of package
- Add-on products such as website banner, framed Justdial Ratings Certificate, own website, JD Pay, JD Ratings, etc. available
- Advertisers can pay annual amount upfront or through monthly payment plans, ability to manage campaign online
- Justdial also runs multi-city/ national campaigns for pan-India advertisers
- Sales team comprises of 4,285 employees in tele-sales, 1,480 feet-on-street (marketing), and 3,025 feet-on-street (JDAs - Just Dial Ambassadors) as on Q1 FY19



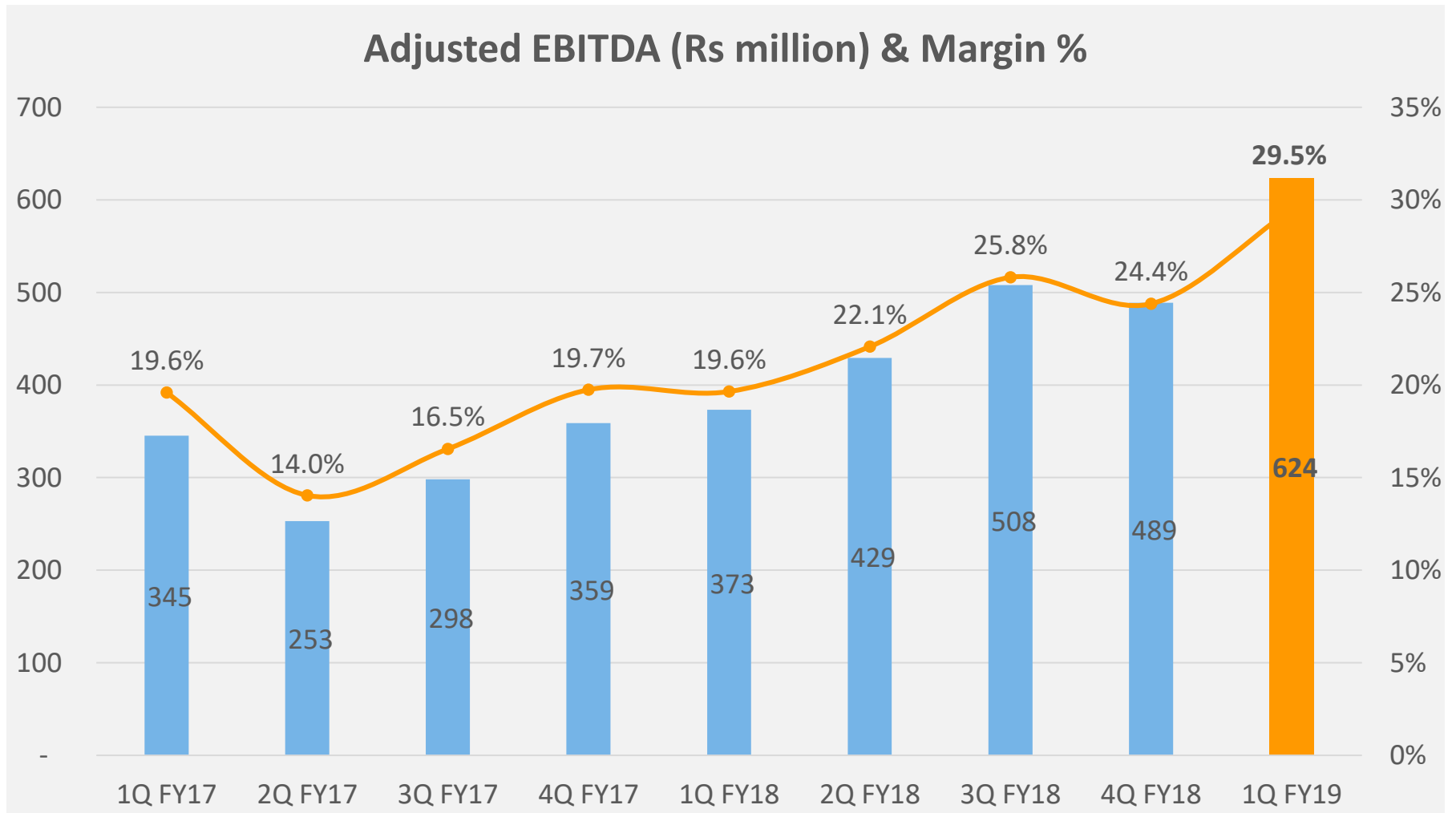
KEY
BUSINESS
ATTRIBUTES

REVENUE

Operating Revenue (Rs million)



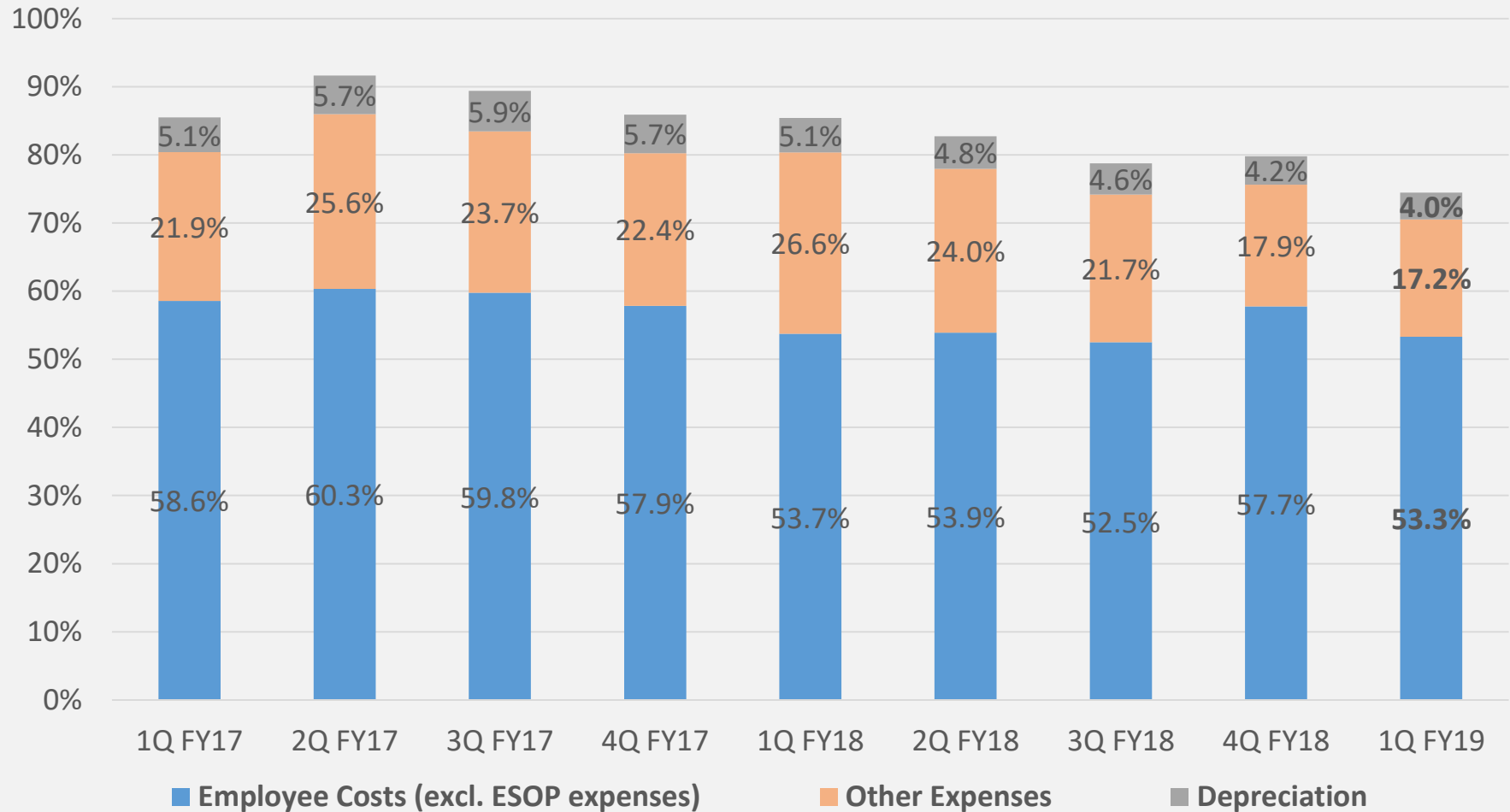
OPERATING MARGIN



Note: Adjusted EBITDA arrived after adjusting for ESOP & one-time expenses. Numbers for 1Q FY19 are based on IND AS 115. Due to application of Ind AS 115 from 1 April 2018 onwards, there has been an impact on sales incentives expense recognition. Consequently, Employee Benefit Expense for 1Q FY19 is lower by Rs26.8 million vis-à-vis the amounts if erstwhile standards were applicable.

COST STRUCTURE

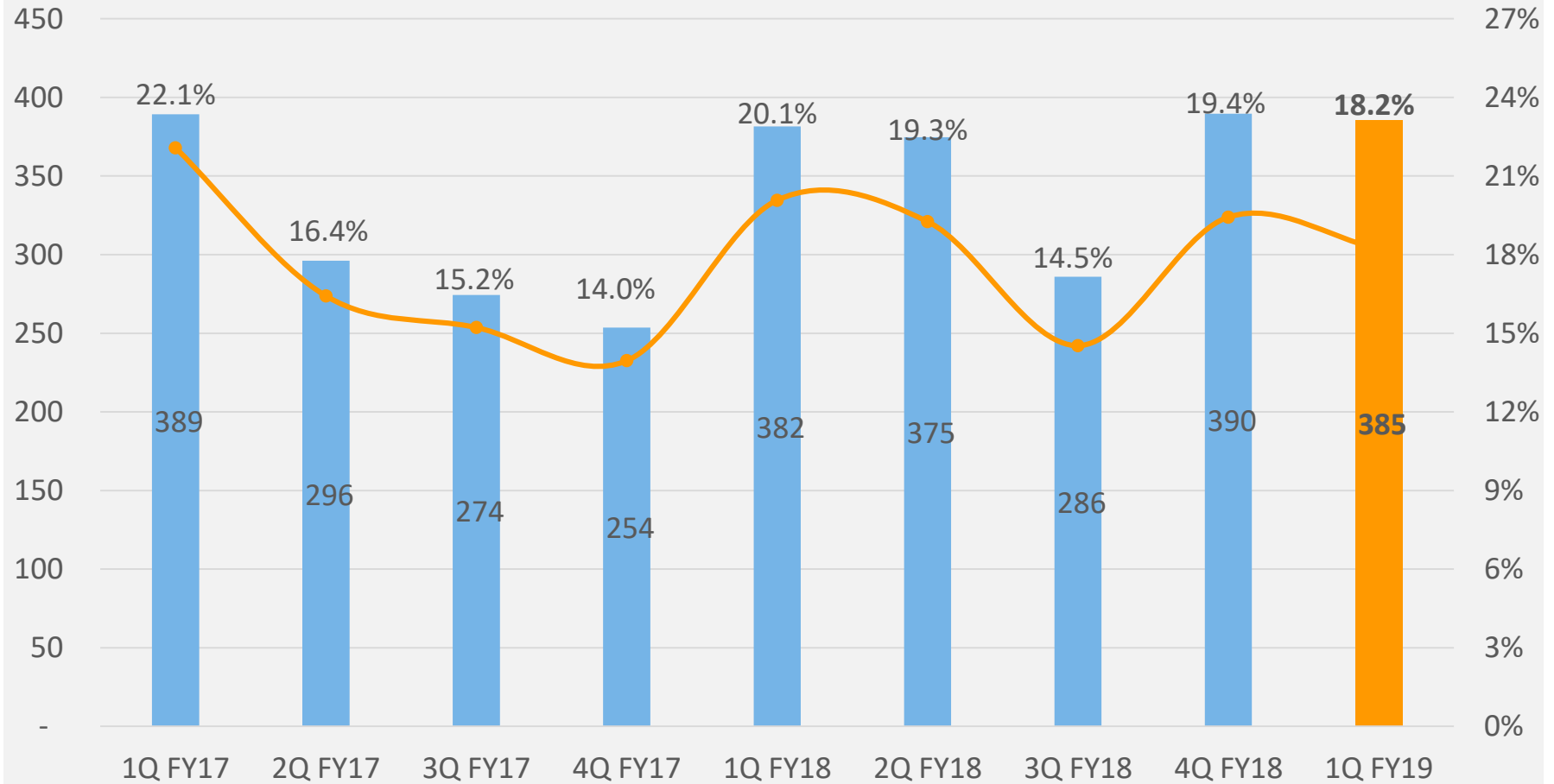
Expenses as % of Operating Revenue



Note: Numbers for 1Q FY19 are based on IND AS 115. Due to application of Ind AS 115 from 1 April 2018 onwards, there has been an impact on sales incentives expense recognition. Consequently, Employee Benefit Expense for 1Q FY19 is lower by Rs26.8 million vis-à-vis the amounts if erstwhile standards were applicable.

NET PROFIT MARGIN

Net Profit (Rs million) & PAT Margin %

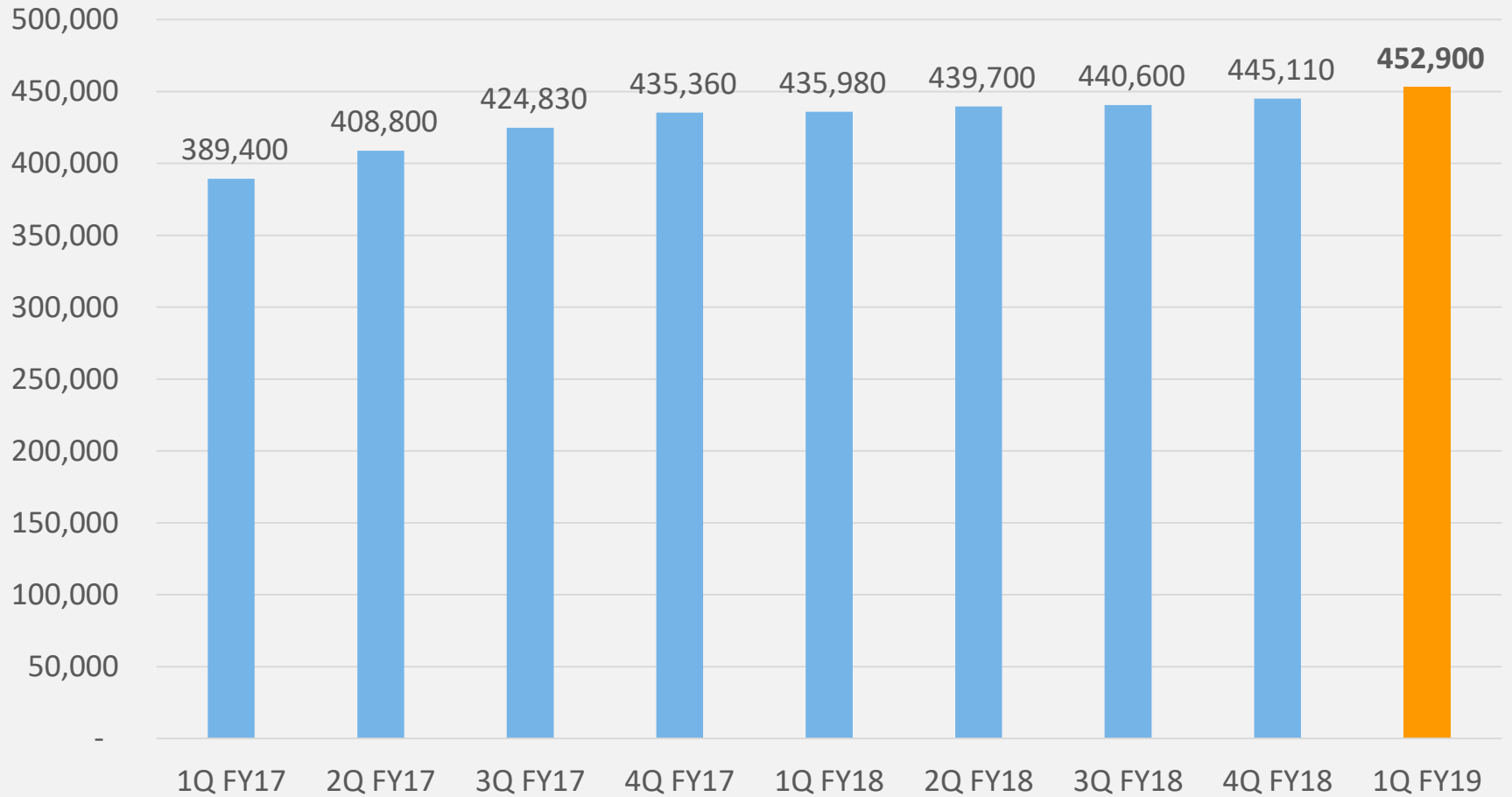


Note 1: Numbers for 1Q FY19 are based on IND AS 115. Due to application of Ind AS 115 from 1 April 2018 onwards, there has been an impact on sales incentives expense recognition. Consequently, Employee Benefit Expense for 1Q FY19 is lower by Rs26.8 million, Tax Expense is higher by Rs9.3 million & Profit after Taxes is higher by Rs17.5 million vis-à-vis the amounts if erstwhile standards were applicable.

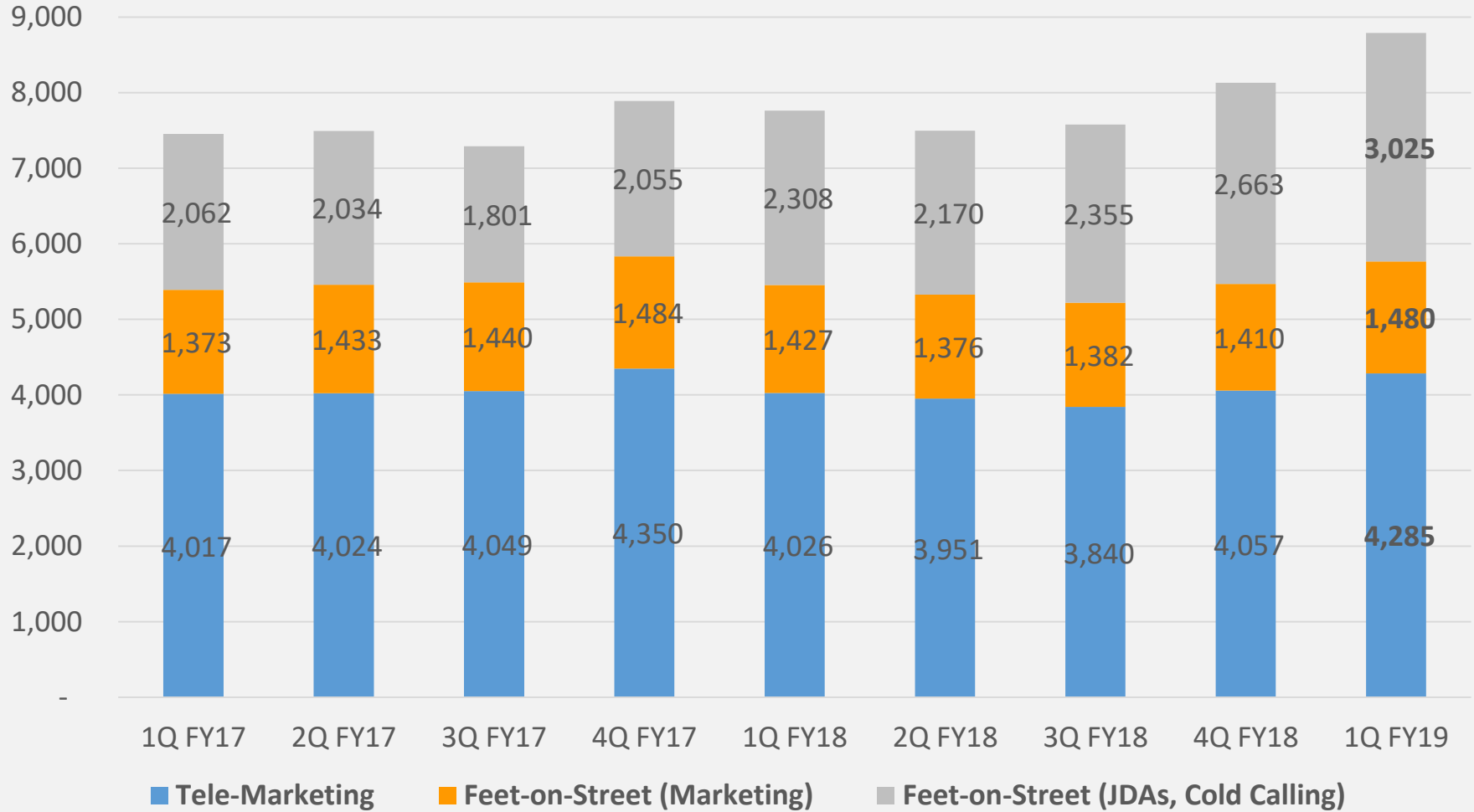
Note 2: PAT Margin is calculated as Net Profit (Profit After Taxes) as a percentage of Operating Revenue for the quarter

PAID CAMPAIGNS

Active Paid Campaigns - period end



Sales Strength - period end



LEADERSHIP TEAM

Name	Designation	Experience	Functional Areas
V S S Mani	Chief Executive Officer	30 Years	Overall growth strategy, planning, execution & management
Shreos Roychowdhury	Chief Technology Officer	21 Years	Technological Innovation and R&D
Abhishek Bansal	Chief Financial Officer	9 Years	Finance, Strategy, Accounting, Treasury, Audit, Legal, Compliance & Traffic
Vishal Parikh	Chief Product Officer	16 Years	Leads Product, Design & Technology teams, Project Management, Payments Product & Voice Operations
Sumeet Vaid	Chief Revenue Officer	20 Years	Revenue growth & Business development
Rajesh Madhavan	Chief People Officer	22 Years	Human Resource Functions
Jaimin Shah	Chief Technology Officer, Omni	18 Years	Leads Omni & related products
Ajay Mohan	Group Vice President, Sales	22 Years	Sales platform management, Strategic alliances, Corporate partnerships & Business expansion
Rakesh Ojha	Group Vice President, Sales	23 Years	Sales & Expansion (West Region)
Prashant Nagar	Vice President, Sales	18 Years	Sales & Expansion (Delhi, Just Dial Ambassadors)
Suhail Siddiqui	Vice President, Sales	21 Years	Sales & Expansion (North & East Region)
Rajiv Nair	Vice President, Sales	18 Years	Sales & Expansion (South Region)
Shwetank Dixit	AVP & Head, Database & Content	6 Years	Database augmentation, Curation & Content enrichment

DISCLAIMER

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Q1 FY19 means the period Apr 1, 2018 to Jun 30, 2018

FY19 or FY 18-19 or FY 2019 means the Financial Year starting Apr 1, 2018 and ending Mar 31, 2019