

#### February 18, 2021

To

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

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. - "Kotak's Flagship Conference" on Friday, February 19, 2021 organised by Kotak Securities Limited.

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

# Just Dial Limited – Investors Meeting – February 19, 2021

Sr.	Name of the Participants	
<b>No.</b>	Alchemy Capital Management Pvt. Ltd.	
2	Amundi Asset Management	
3	Avendus Wealth Management Private Limited	
4	Bajaj Allianz Life Insurance Co. Ltd	
5	Baring Private Equity Partners (India) Pvt. Ltd.	
6	Birla Sun Life Insurance Co. Ltd.	
7	Chanakya Wealth Creation	
8	Hill Fort LLP	
9		
10	HSBC Global Asset Management (India) Pvt. Ltd. ICICI Prudential Asset Management Co. Ltd.	
11	ICICI Prudential Life Insurance Co. Ltd.	
12		
13	IIFL Asset Management Limited  Khazanah Nasional	
14		
15	Kotak Group Lion Global Investors	
16	Malabar Investment Advisors Private Limited	
17	Mondrian Investment Partners Limited	
18	New Horizon Investments	
19	New Mark Advisors LLP	
20		
21	Nikko Global Asset Management (Singapore) Ltd.	
22	Ocean Dial Asset Management Ltd. Old Bridge Capital Management Pvt. Ltd.	
23		
24	Quantum Asset Management Co. Pvt. Ltd.	
25	Sameeksha Capital Private Ltd.	
26	Samsung Asset Management	
27	Skerryvore Asset Management Steinberg India Advisors	
28	Sundaram Asset Management	
29	Tata AIA Life Insurance Co. Ltd.	
30	Tata Asset Management Ltd.	
31	Tokio Marine Asset Management International Pte. Ltd.	
32	Tree Line	
33	TVF Capital	
34	·	
	UTI Asset Management Co. Ltd.	
35	White Oak Capital	

# **CORPORATE PRESENTATION**

January 2021



#### 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.

Q3 FY21 means the period Oct 1, 2020 to Dec 31, 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

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 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, 2Q FY21 and 3Q FY21, we had 100 million (declined 35.9% YoY), 130.6 million (declined 19% YoY) and 132.6 million (declined 15.6% YoY) quarterly unique visitors, respectively. Organic traffic has recovered steadily from COVID-19 impact and advertising spends are gradually resuming. With lockdown easing and impact of COVID-19 abating, monetization has been on an improving trajectory. 3Q FY21 Collections grew 22% QoQ (down 13.6% YoY). Consequently, deferred revenue witnessed 9.2% QoQ increase to Rs 3.05 billion, as on 31 Dec 2020. Overall, monthly monetization currently stands at ~80% 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 reevaluating and optimizing all costs (despite ~30% YoY decline in revenue for 9M FY20, adjusted EBITDA margin of 29.9% delivered) and focusing even more on automated processes to enable it to emerge stronger from the impact of COVID-19.







unique visitors in Q3-FY21



Database of 30.2 million listings

Scalable and profitable business model



453,800 active paid campaigns

Figures as on Dec 31, 2020



## KEY STRENGTHS

First Mover Advantage in Indian Local Search Market Strong Brand Recognition with 132.6 million unique quarterly visitors<sup>^</sup> in Q3 FY21 (130.6 million in Q2 FY21) Comprehensive database of 30.2 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 and R&D division in Bengaluru

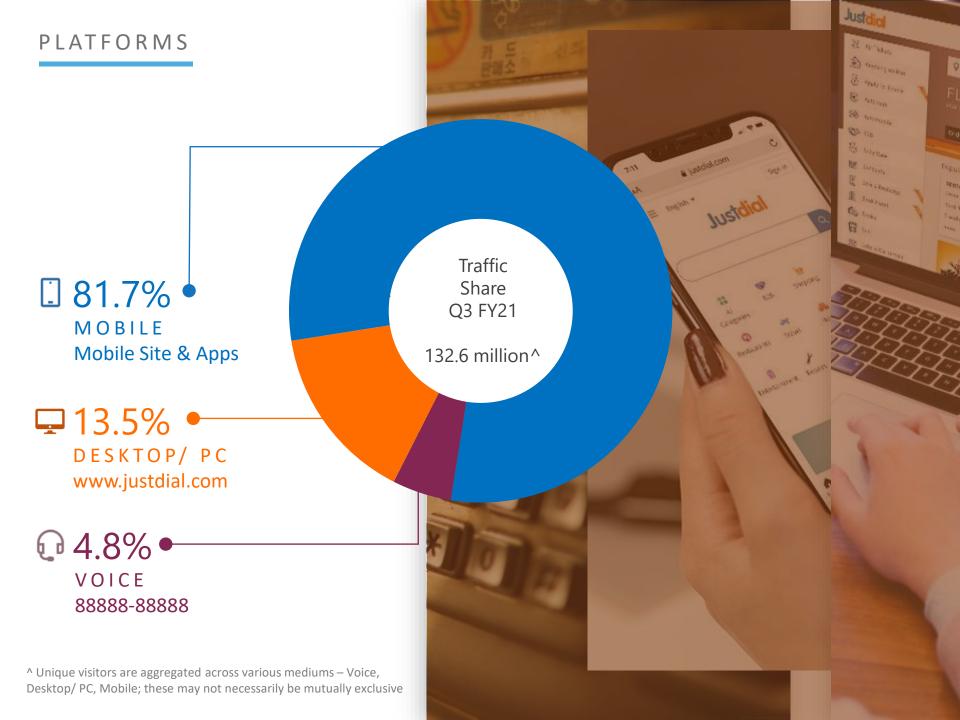


3,429 employees in tele-sales, 5,060 feet-on-street salesforce



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

JD Social

Maps & directions

Location-based search service

Ratings & Reviews

Friends' Ratings

Favorites

Search Plus



# WEBSITE

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



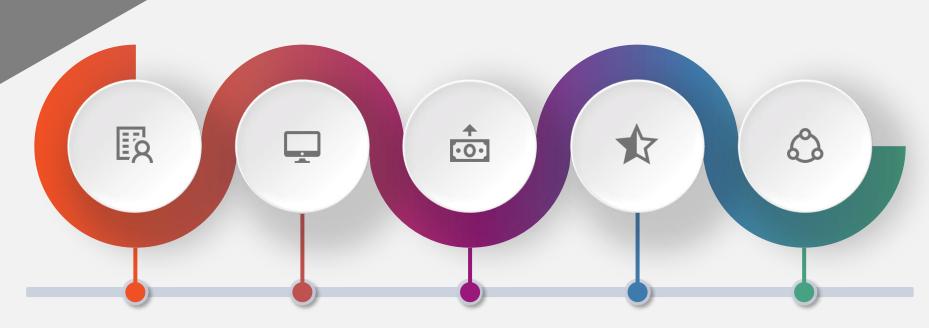
# VOICE



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' decisionmaking, 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



114.7 million Ratings & Reviews

Mobile-verified, unbiased ratings

Friends' Ratings

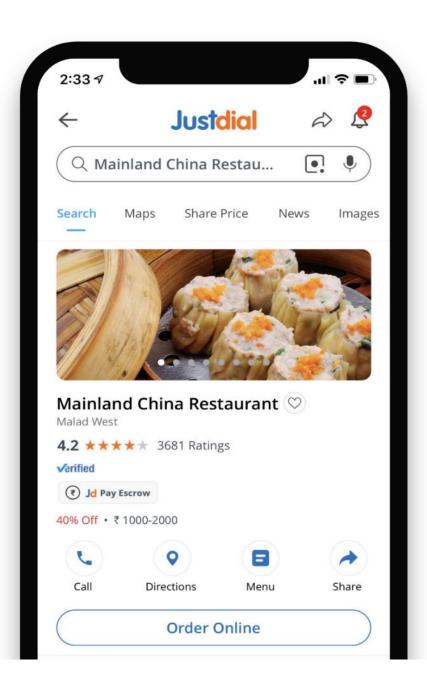
10-Point Rating Scale

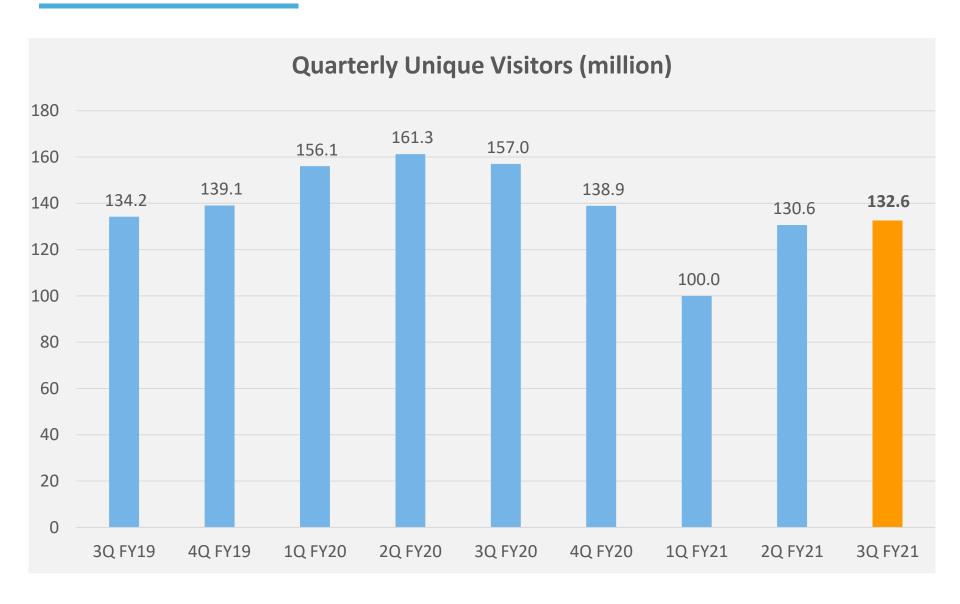
Facebook & Twitter-shareable

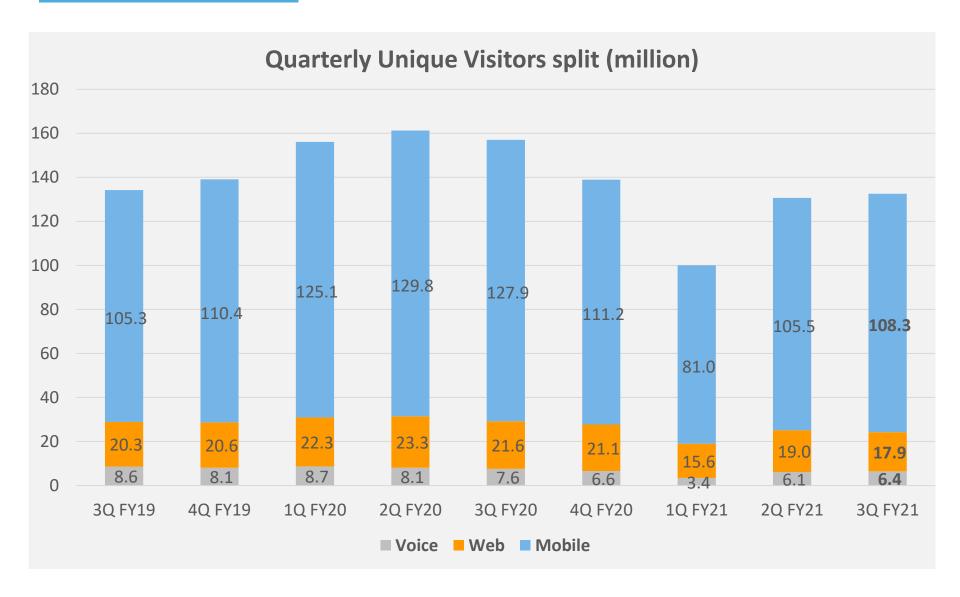
Photos Upload with Review

Ratings shared on JD Social

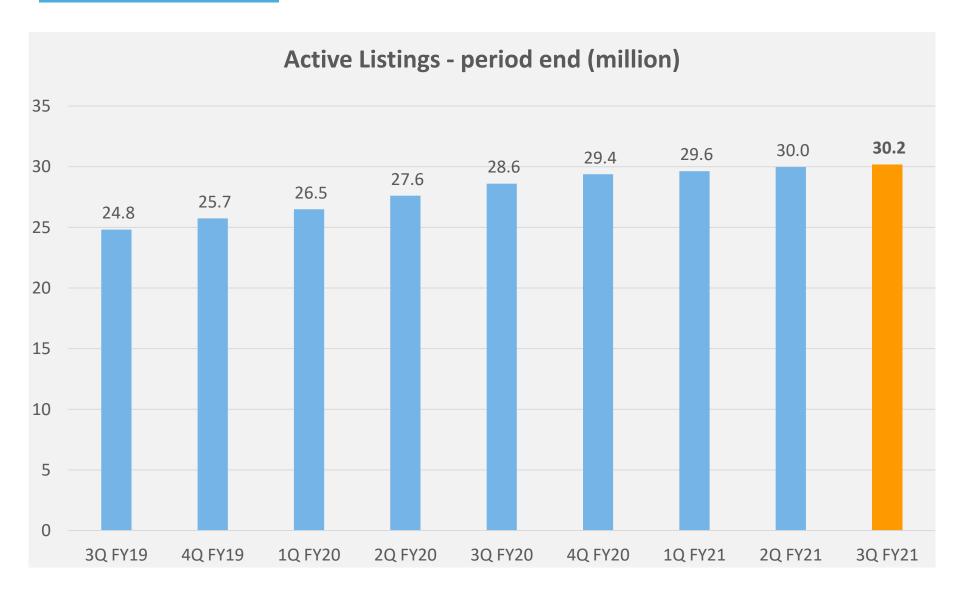
Robust Audit Mechanism

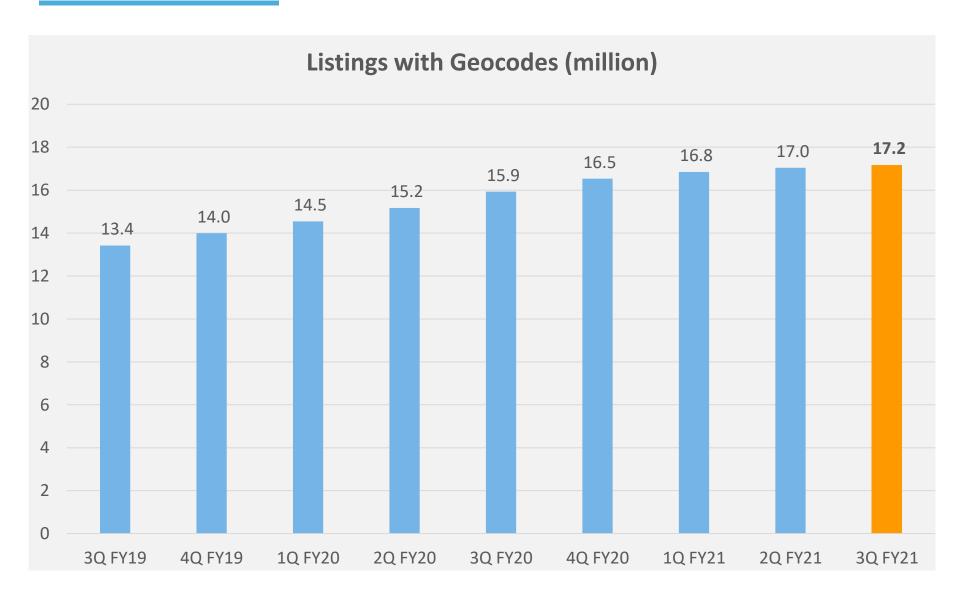


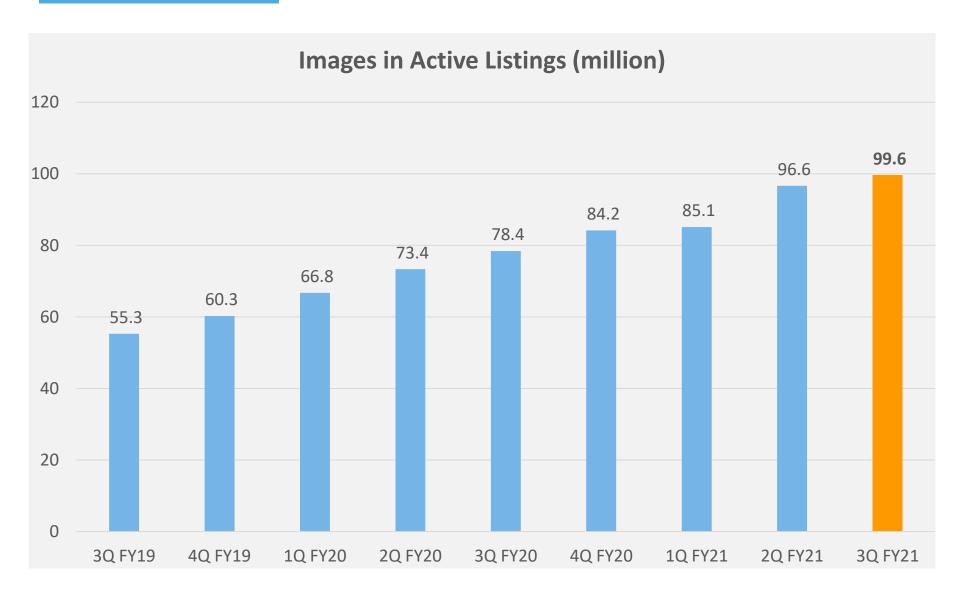


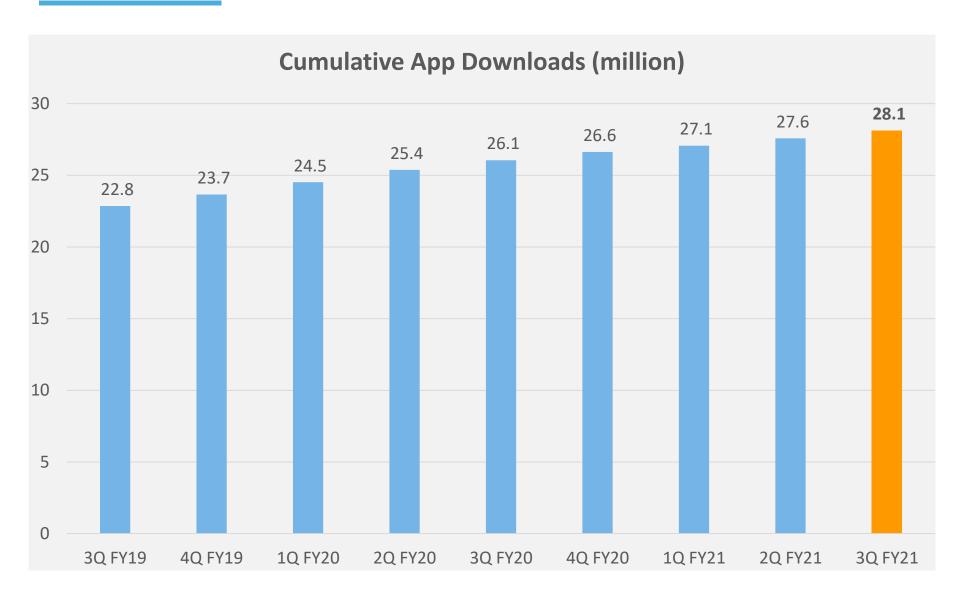




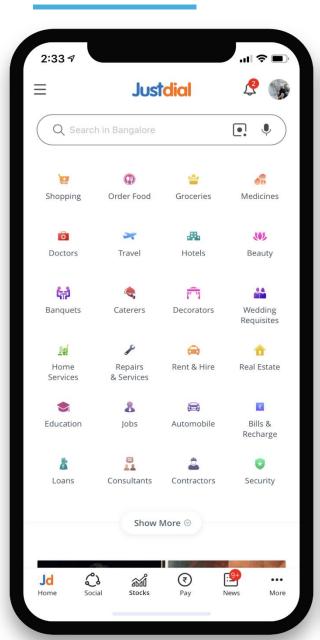


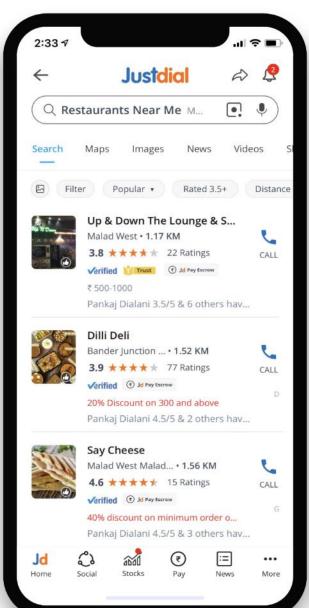


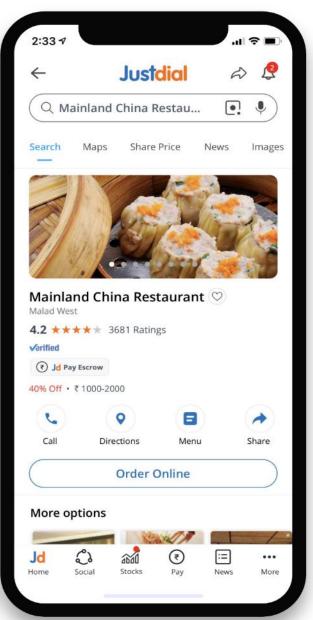


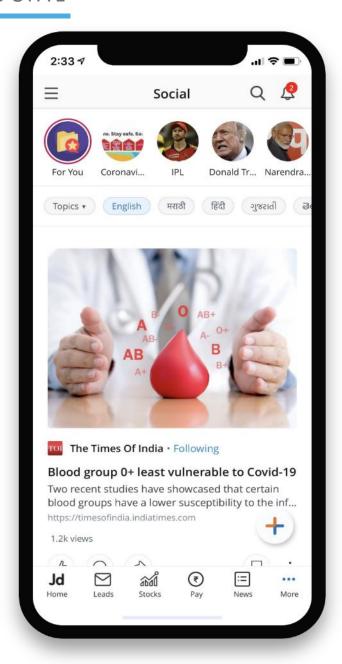


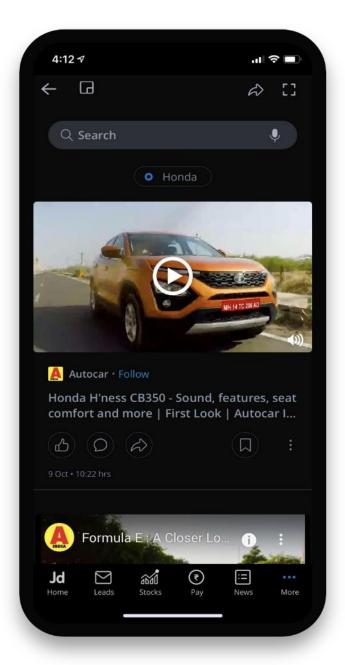




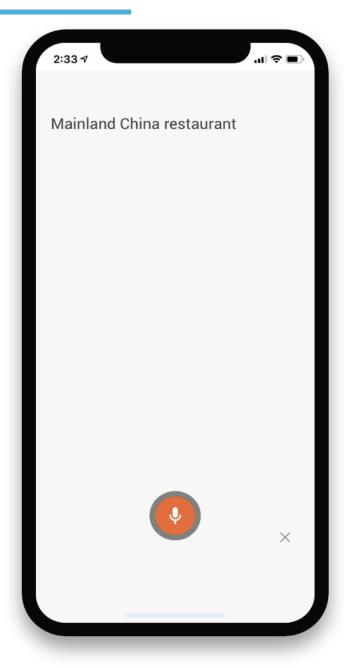


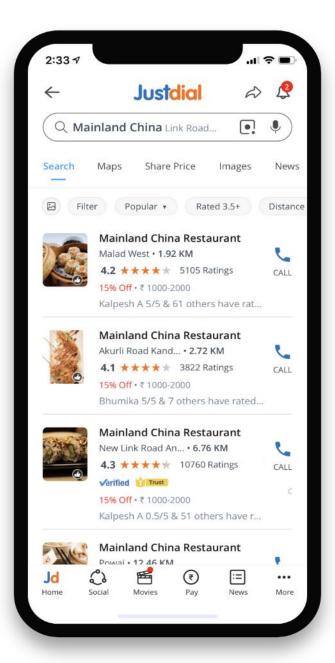






# VOICE SEARCH





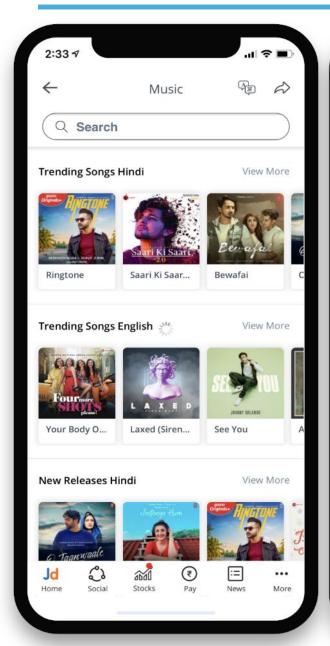
# NEWS / LIVE TV

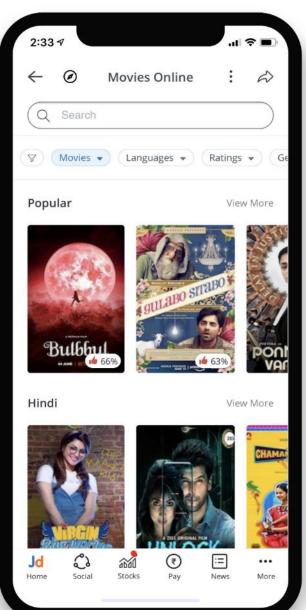


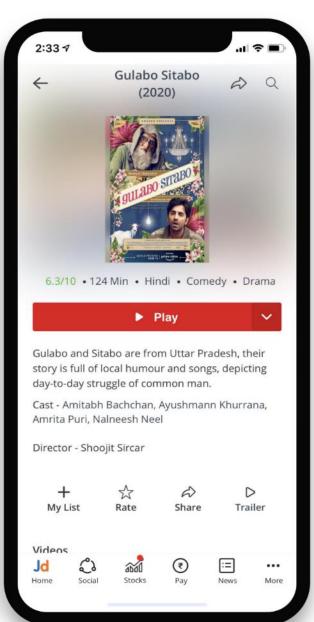


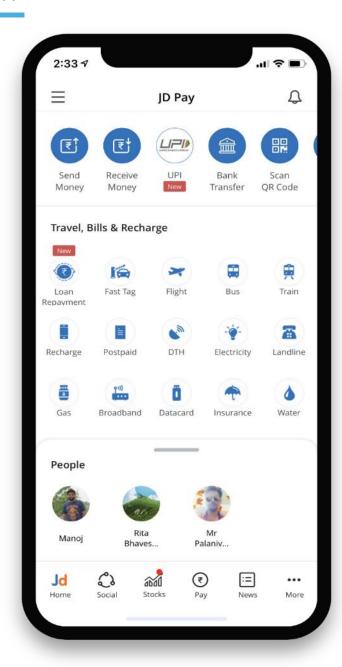


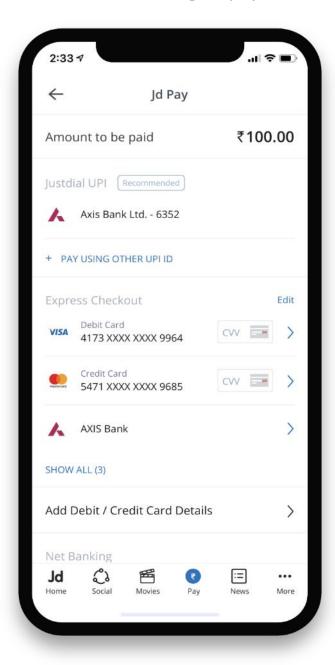
# RADIO / MOVIES ONLINE













## **Price Comparison**

Hail a Cab

Flight Tickets

**Train Tickets** 

**Bus Tickets** 

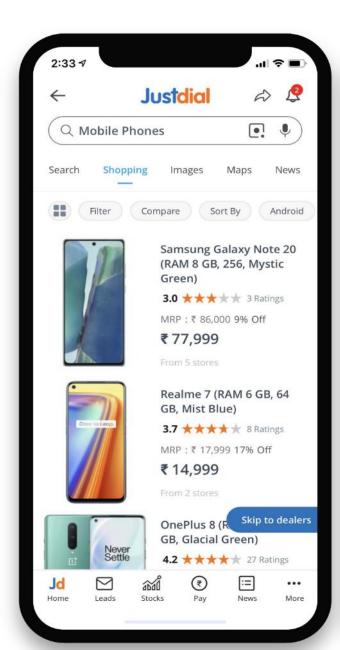
**Hotel Bookings** 

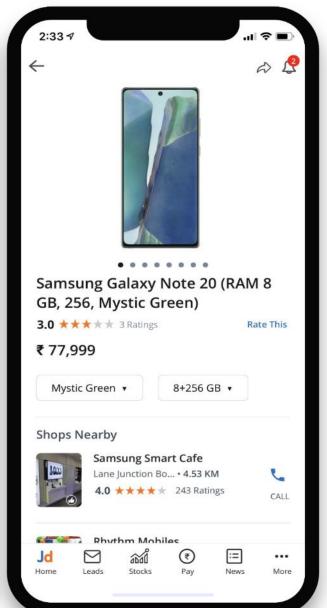
Bills & Recharge

**Stocks** 

**Augmented Reality** 

Pay via UPI





## **Price Comparison**



## Hail a Cab

Flight Tickets

**Train Tickets** 

**Bus Tickets** 

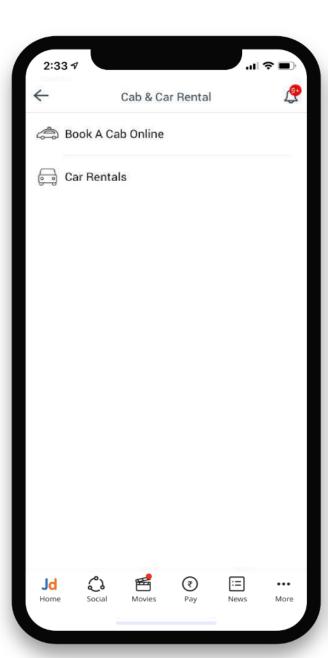
**Hotel Bookings** 

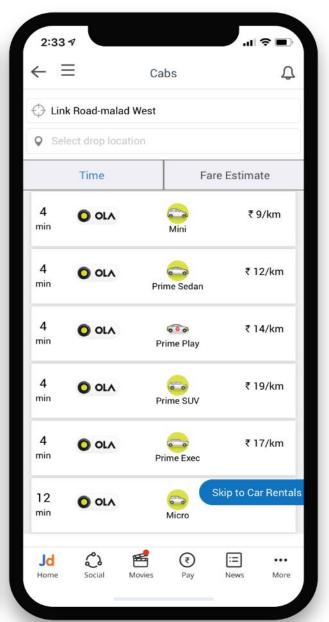
Bills & Recharge

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**Price Comparison** 

Hail a Cab



## Flight Tickets

**Train Tickets** 

**Bus Tickets** 

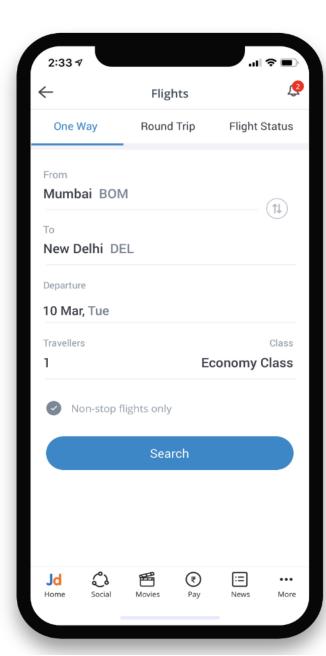
**Hotel Bookings** 

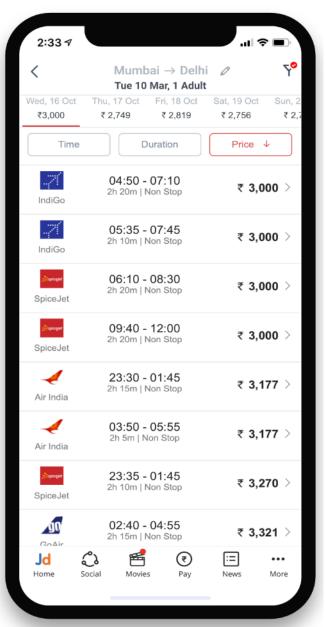
Bills & Recharge

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Pay via UPI





**Price Comparison** 

Hail a Cab

Flight Tickets



## **Train Tickets**

**Bus Tickets** 

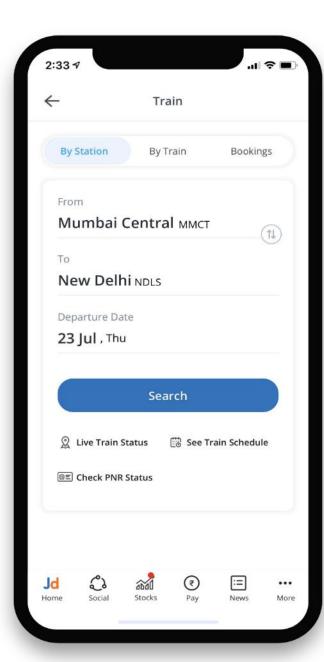
**Hotel Bookings** 

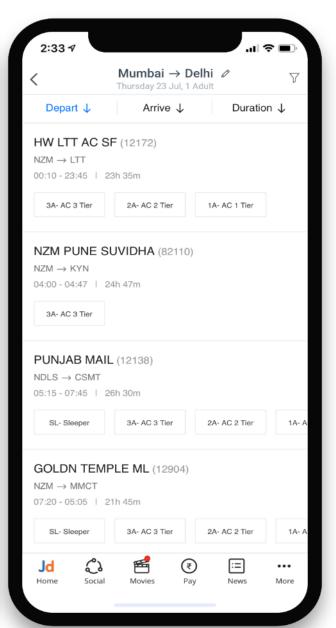
Bills & Recharge

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Pay via UPI





**Price Comparison** 

Hail a Cab

Flight Tickets

**Train Tickets** 



#### **Bus Tickets**

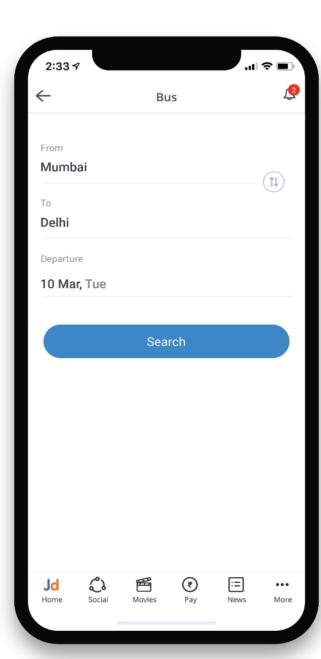
**Hotel Bookings** 

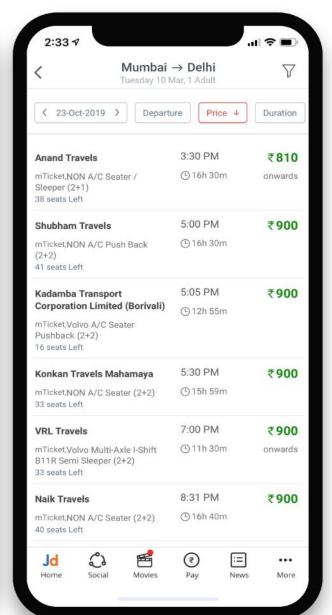
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**Price Comparison** 

Hail a Cab

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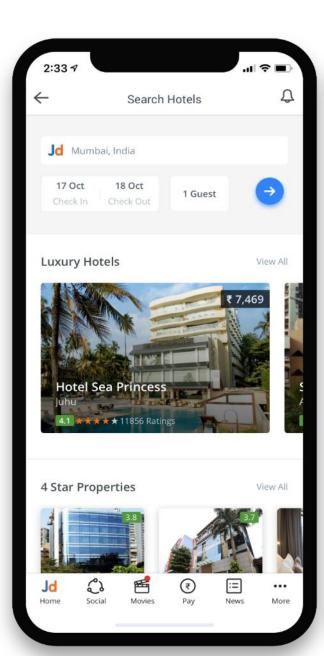
# **Hotel Bookings**

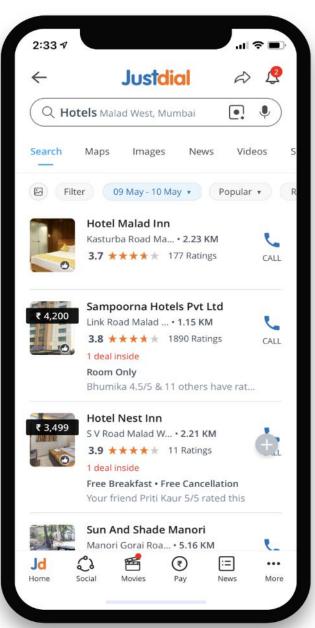
Bills & Recharge

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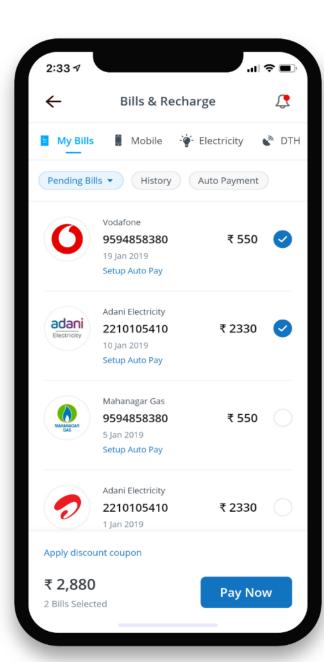


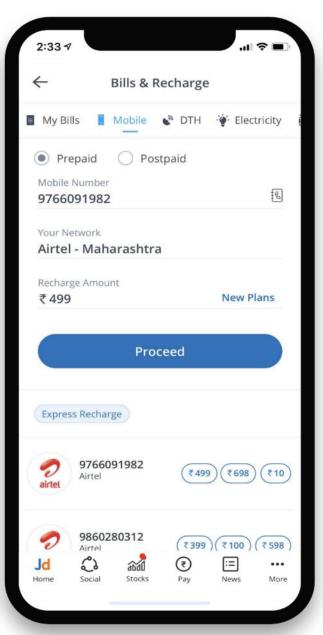
## Bills & Recharge

**Stocks** 

**Augmented Reality** 

Pay via UPI





#### BEYOND SEARCH

**Price Comparison** 

Hail a Cab

Flight Tickets

**Train Tickets** 

**Bus Tickets** 

**Hotel Bookings** 

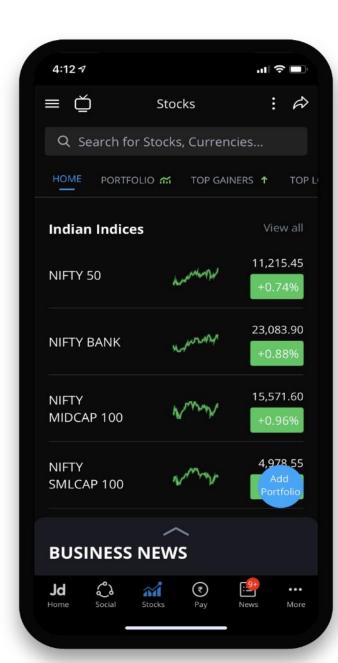
Bills & Recharge

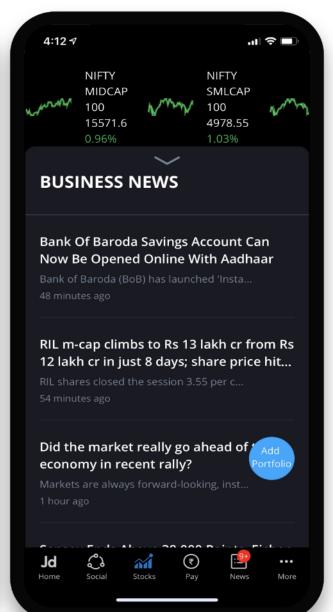


**Augmented Reality** 

Pay via UPI

... and many more.





## BEYOND SEARCH

Price Comparison

Hail a Cab

Flight Tickets

Train Tickets

**Bus Tickets** 

**Hotel Bookings** 

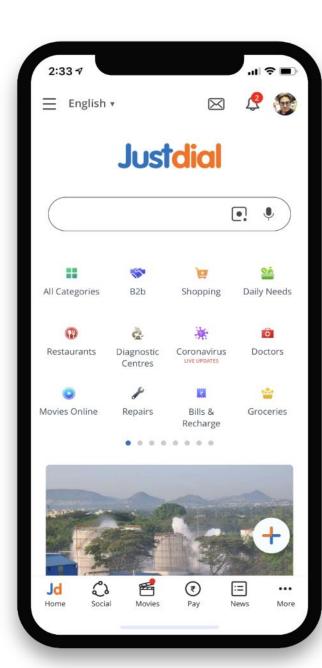
Bills & Recharge

Stocks



Pay via UPI

... and many more.





#### BEYOND SEARCH

**Price Comparison** 

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Train Tickets

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Bills & Recharge

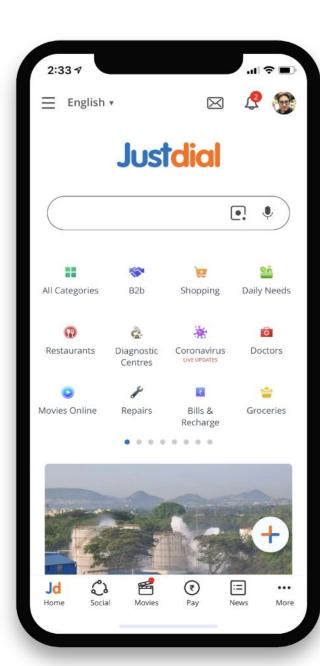
Stocks

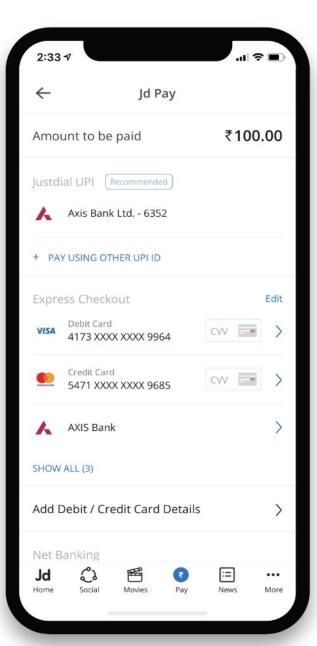
**Augmented Reality** 



#### Pay via UPI

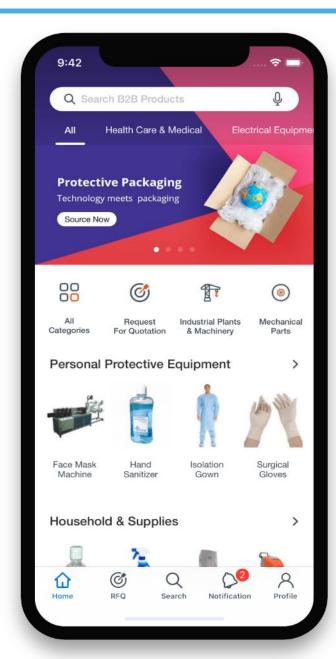
... and many more.

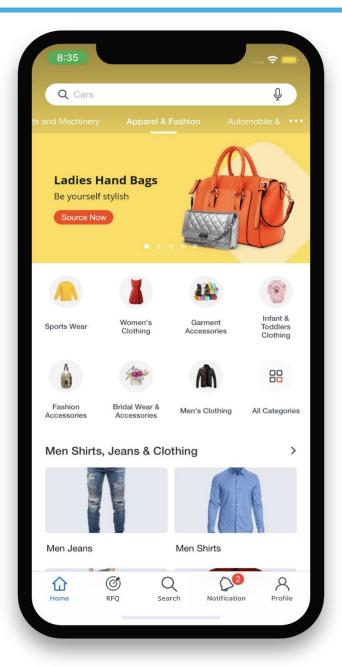


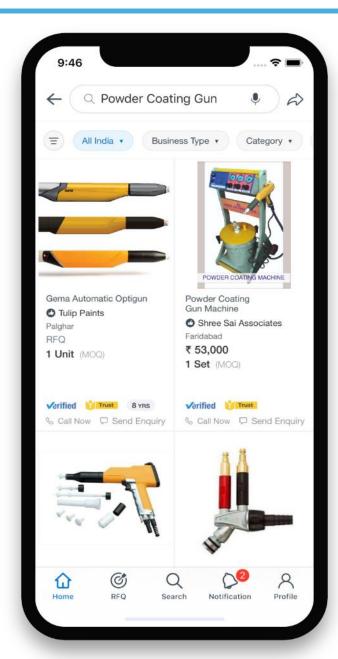


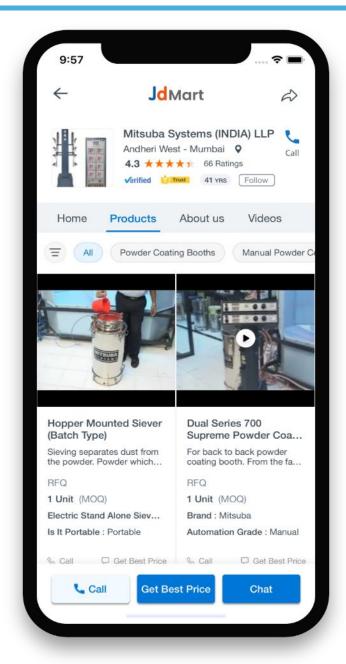


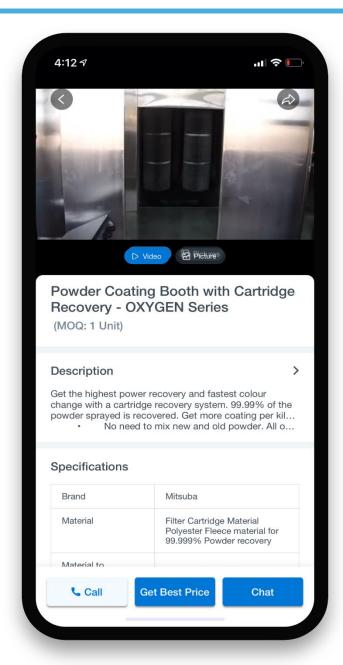
## JD Mart - Exclusive B2B Platform, a New Wholesale Experience

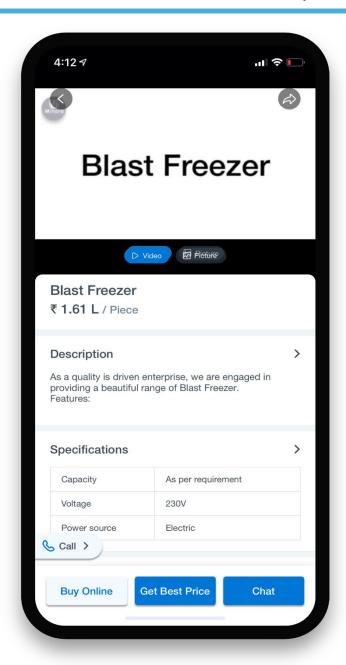




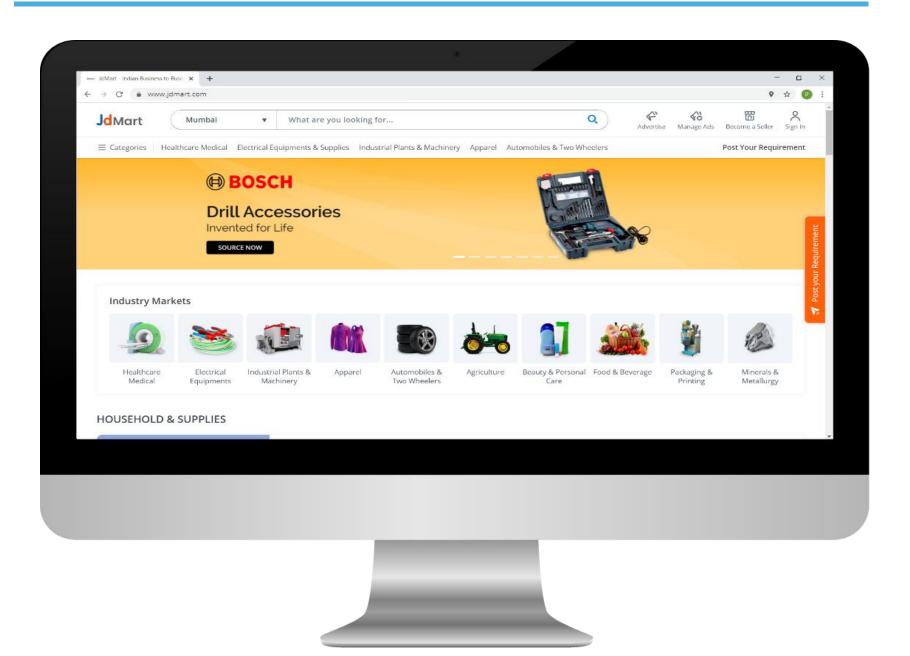




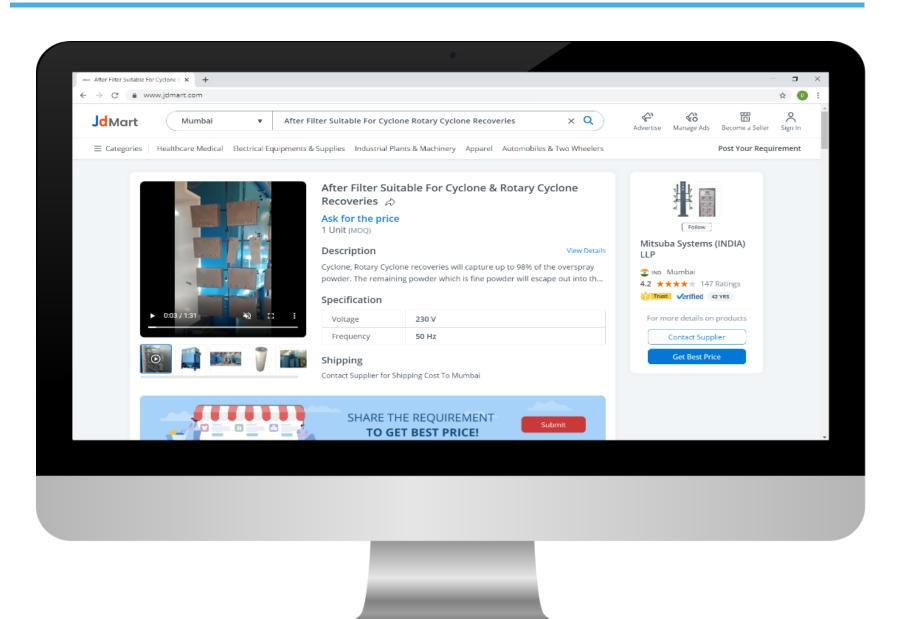


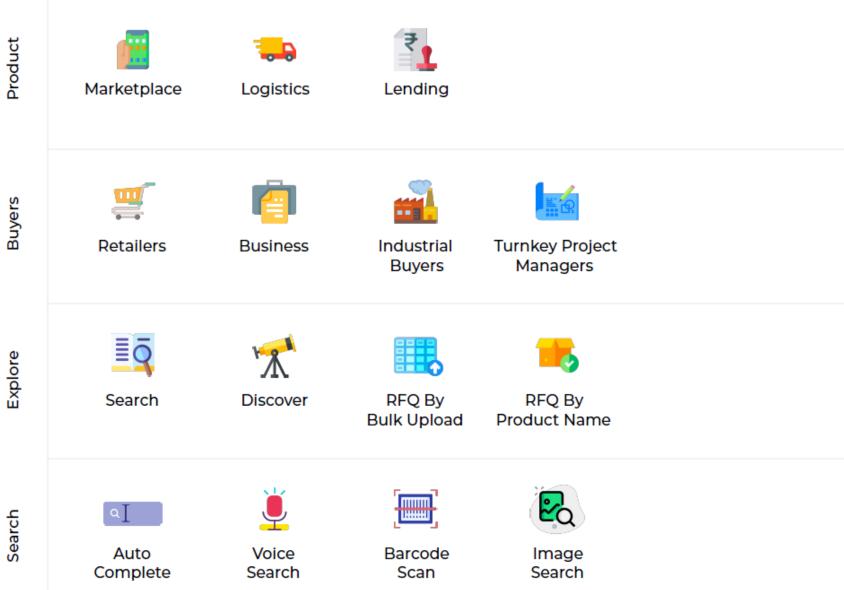


# JD Mart - Exclusive B2B Platform, a New Wholesale Experience



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





Analytics

Support

Platform Availability



Real Time Dashboard



Lead Management



**Grab Lead** 



Logistics Integration



Payment Escrow



Complaint Redressal



iPhone App



Android App

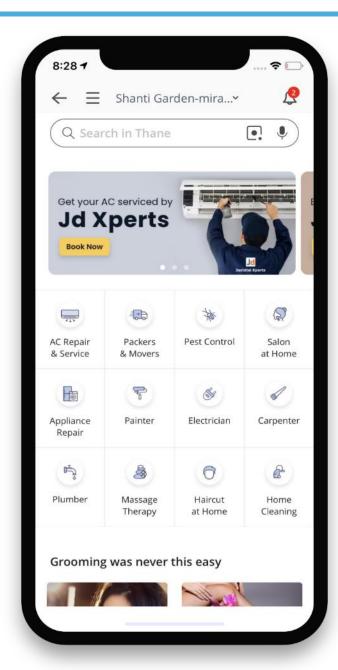


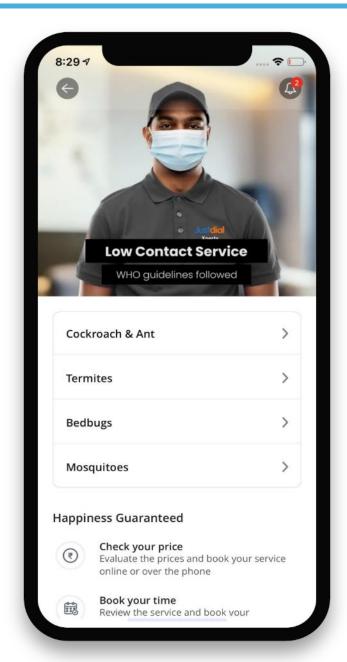
Website

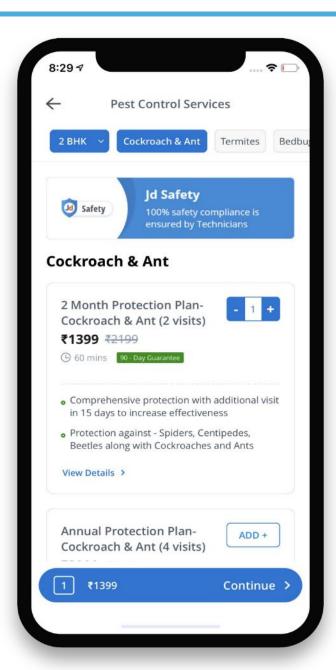


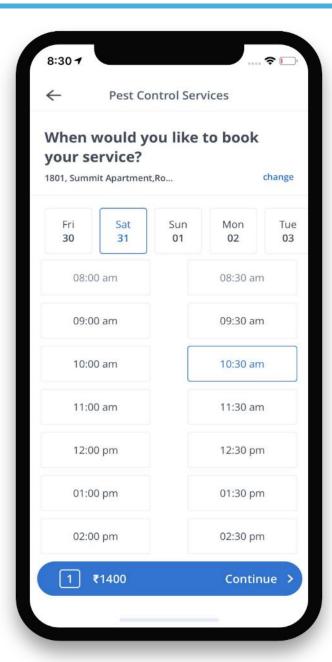
Mobile Site

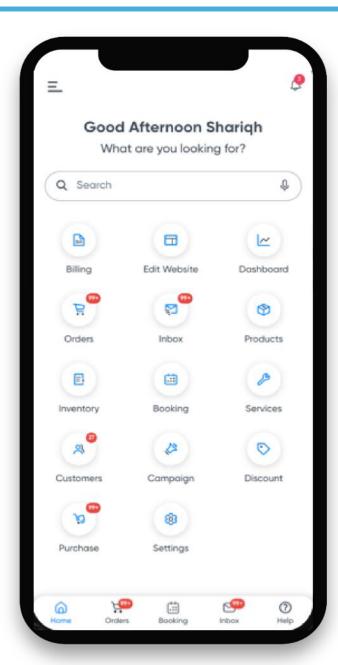
#### JD XPERTS - ONE STOP SOLUTION FOR ON-DEMAND SERVICES

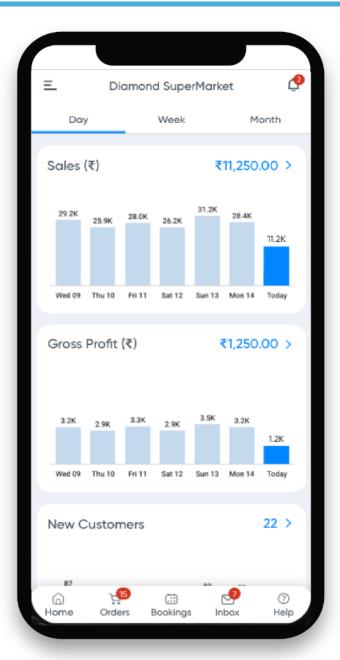


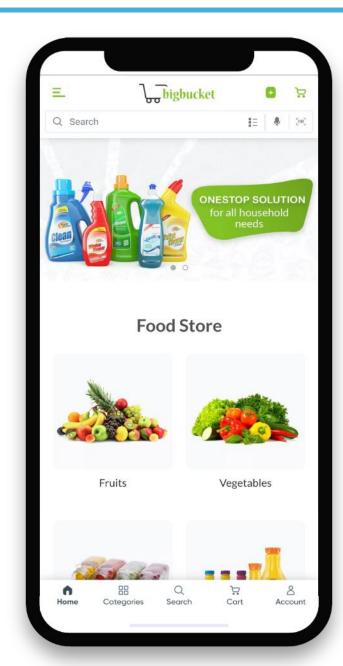


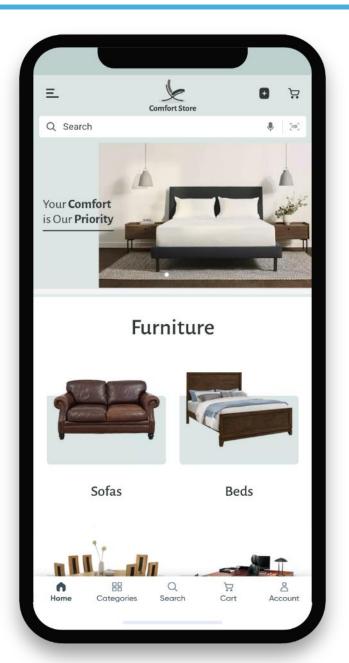
























Pwerful Search



Cart & Checkout



Prefilled Address & Payment



Discount/ Coupon Code



Wishlist



Reviews & Rating



Web & Mobile Billing System



Barcode Scanners & Receipt Printers



Realtime Dashboard



Order Management



Inventory & Purchase Management



Export Invoices to Tally



Physical Store



Web & Mobile Store



Android App



iOS App



Lite Apps (PWA)



Sell on WhatsApp



Facebook Store



Google Shopping



Marketplace







Add Products via Barcode



16 Million Product Catalogue Library



Create Custom Product



















Jd Pay

UPI

Credit Debit Card

Wallets

Net Banking

COD

Send Online Payment Links

Store Credit (Khata)











Shipyaari (Couries Aggregator)

Swiggy Genie Integration

Dunzo Hyperlocal

Local Delivery Boy

Buy Online, Pickup in Store







Email



SMS



App Notification



Browser Notification

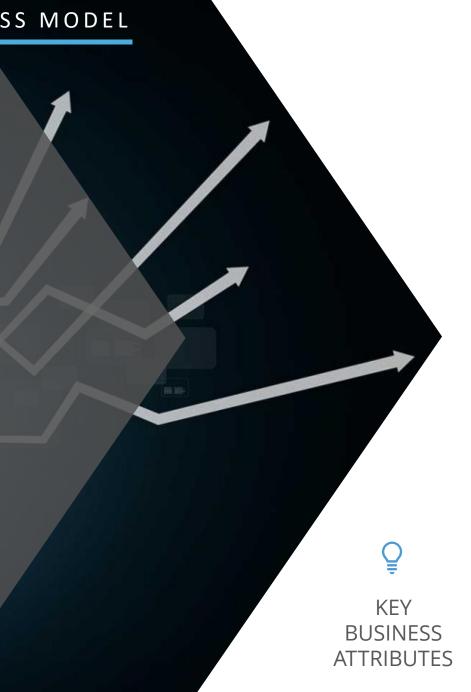


Chat

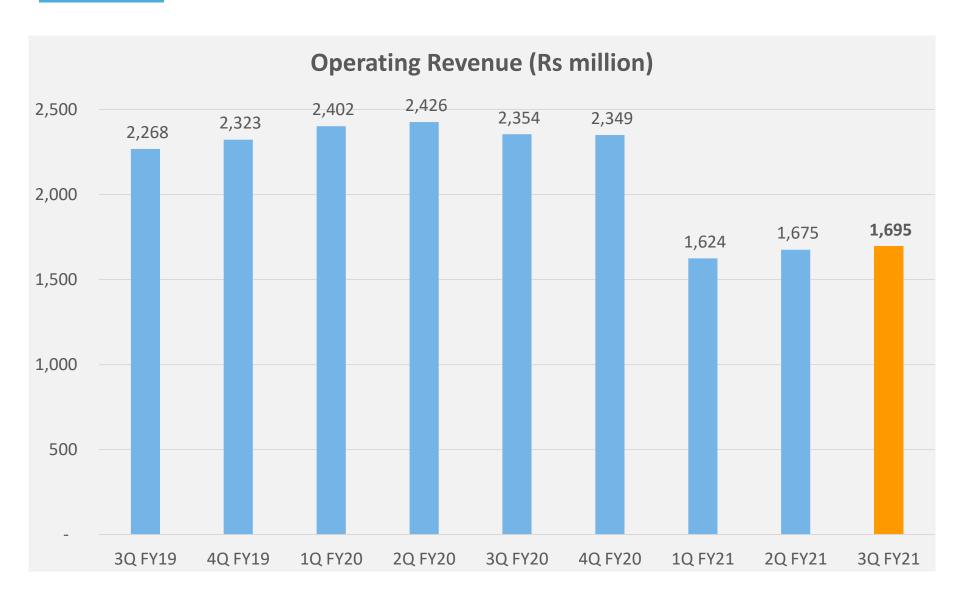


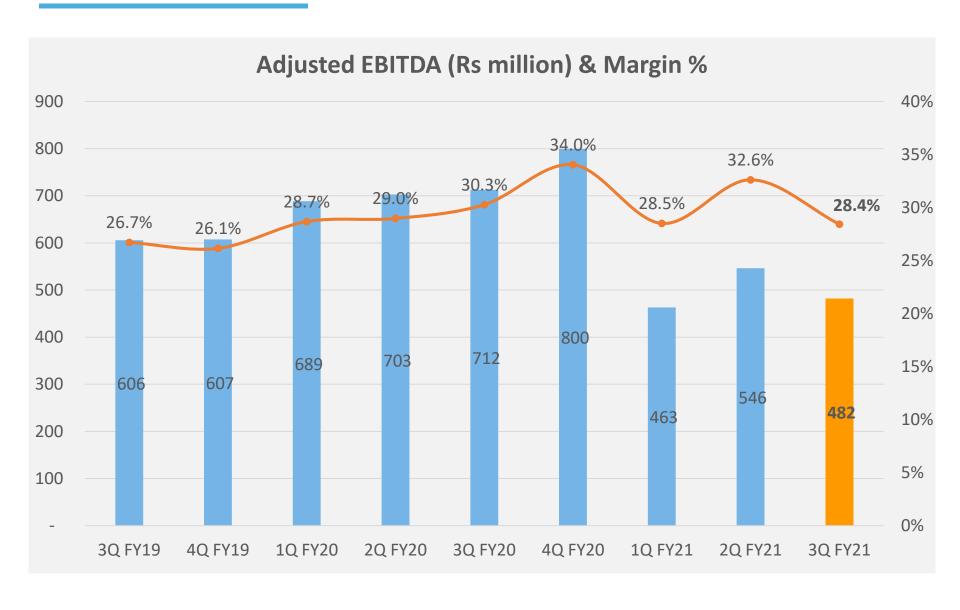
## EFFICIENT & PROFITABLE BUSINESS MODEL

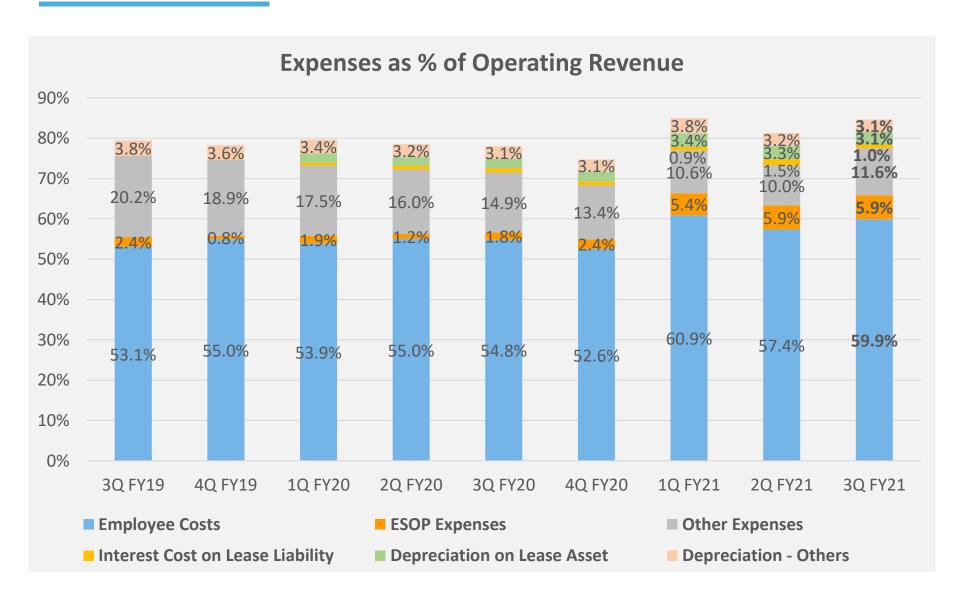
- Paid Advertisers pay a fixed fee to run searchled advertising campaigns for their businesses on Justdial's platforms
- Various premium & non-premium listing packages available which determine placements in search results
- Multiple factors determine pricing, such as business categories of advertiser, 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 3,429 employees in tele-sales, 1,308 feet-on-street (marketing), and 3,752 feet-on-street (JDAs - Just Dial Ambassadors, cold calling team) as on Q3 FY21

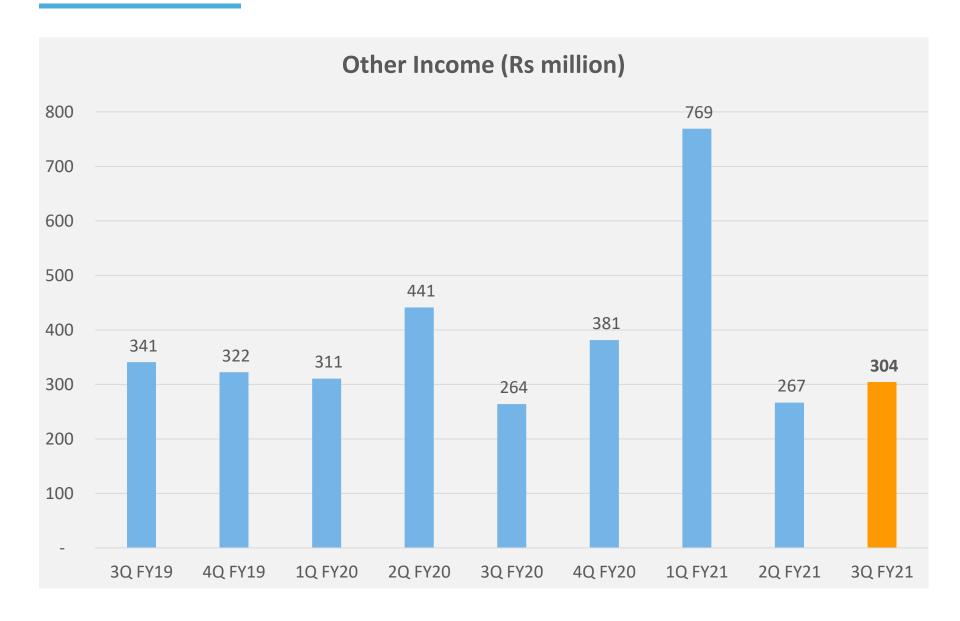


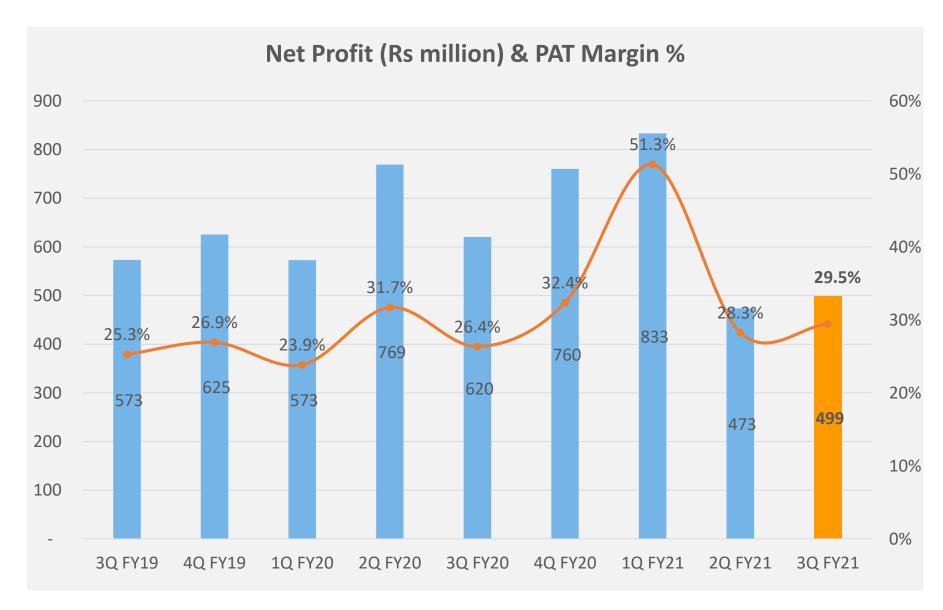
#### REVENUE



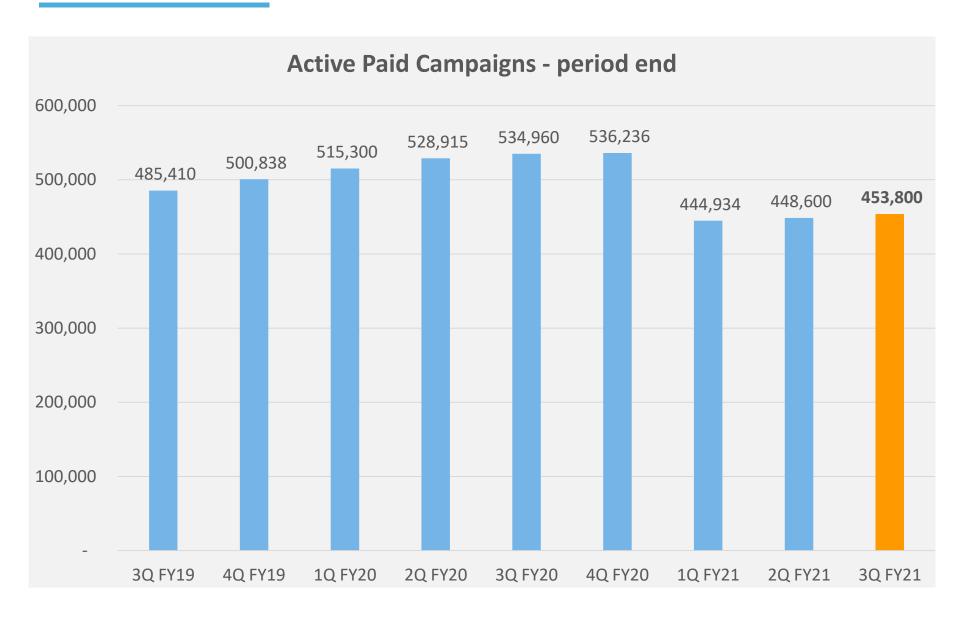


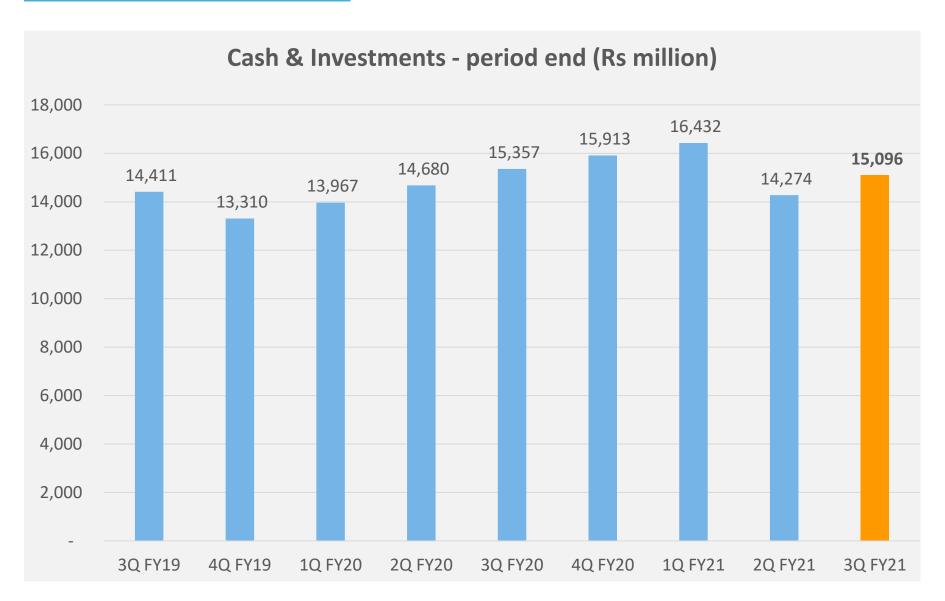




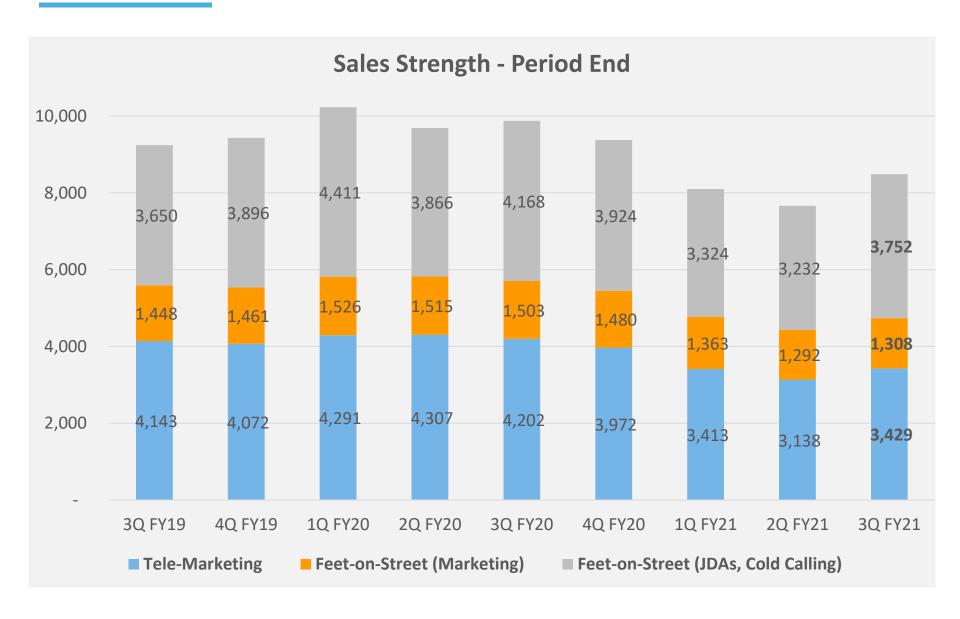


Note: PAT Margin is calculated as Net Profit (Profit After Taxes) as a percentage of Operating Revenue for the quarter.





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



JUST DIAL LTD - 3Q FY21 (Quarter ended December 31, 2020) PERFORMANCE SUMMARY						
Metric	Unit	3Q FY21	3Q FY20	YoY change	2Q FY21	QoQ change
Operating Revenue	(₹ million)	1,695	2,354	-28.0%	1,675	1.2%
Operating EBITDA	(₹ million)	381	671	-43.1%	447	-14.7%
Operating EBITDA Margin	%	22.5%	28.5%	-599 bps	26.7%	-418 bps
Adjusted EBITDA (excl. ESOP expenses)	(₹ million)	482	712	-32.3%	546	-11.8%
Adjusted EBITDA Margin (excl. ESOP expenses)	%	28.4%	30.3%	-183 bps	32.6%	-418 bps
Other Income, net	(₹ million)	304	264	15.1%	267	13.9%
Profit Before Taxes	(₹ million)	564	781	-27.7%	580	-2.8%
Net Profit	(₹ million)	499	620	-19.5%	473	5.5%
Net Profit Margin	%	29.5%	26.4%	310 bps	28.3%	119 bps
Unearned Revenue (period end)	(₹ million)	3,053	3,712	-17.7%	2,795	9.2%
Cash & Investments (period end)	(₹ million)	15,096	15,357	-1.7%	14,274	5.8%

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

JUST DIAL LTD - 3Q FY21 (Quarter ended December 31, 2020) PERFORMANCE SUMMARY						
Metric	Unit	3Q FY21	3Q FY20	YoY change	2Q FY21	QoQ change
Unique Visitors	(million)	132.6	157.0	-15.6%	130.6	1.5%
- Mobile	(million)	108.3	127.9	-15.3%	105.5	2.6%
- Desktop/ PC	(million)	17.9	21.6	-17.2%	19.0	-5.9%
- Voice	(million)	6.4	7.6	-15.8%	6.1	4.4%
- Mobile	% share	81.7%	81.4%	27 bps	80.8%	93 bps
- Desktop/ PC	% share	13.5%	13.7%	-26 bps	14.5%	-106 bps
- Voice	% share	4.8%	4.8%	-1 bps	4.7%	13 bps
Total Listings (period end)	(million)	30.2	28.6	5.5%	30.0	0.7%
Net Listings Addition		196,107	991,552	-80.2%	340,635	-42.4%
Total Images in Listings (period end)	(million)	99.6	78.4	27.0%	96.6	3.1%
Listings with Geocodes (period end)	(million)	17.2	15.9	7.8%	17.0	0.7%
Ratings & Reviews	(million)	114.7	105.9	8.4%	111.9	2.5%
Paid campaigns (period end)		453,800	534,960	-15.2%	448,600	1.2%
Total App Downloads (period end)	(million)	28.1	26.1	7.9%	27.6	2.0%
App Downloads per day		9,604	11,912	-19.4%	9,207	4.3%
Number of Employees (period end)		11,387	13,058	-12.8%	10,305	10.5%

# 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.			
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

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

# SHAREHOLDING PATTERN

