

November 28, 2017

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 investor meeting viz. **Nomura India Corporate Day 2017** to be held November 28, 2017.

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


Sachin Jain
Company Secretary



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

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Just Dial Limited – Investors Meeting November 28, 2017.

Sr. No.	Name
1	AllianceBernstein HK Ltd
2	Ballingal Investment Advisors Ltd
3	Doric Capital Corporation Hong Kong
4	East Capital
5	Gavekal Capital Ltd
6	GMT Capital Corp
7	Highbridge Capital Mgmt (HK)
8	Janchor Partners Ltd
9	Lombard OdierDarierHentsch Hong Kong
10	Mirae Asset Global Investments Hong Kong
11	Oxbow Capital Management (HK) Ltd
12	Samsung Asset Management Hong Kong
13	Tree Line Advisors (Hong Kong) Ltd

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CORPORATE PRESENTATION

November 2017



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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 FY18 means the period Jul 1, 2017 to Sep 30, 2017

FY18 or FY 17-18 or FY 2018 means the Financial Year starting Apr 1, 2017 and ending Mar 31, 2018

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



High user engagement, 76.1 million ratings & reviews



~105 million quarterly unique visitors in Q2 FY18



Database of 19.8 Million Listings



Scalable and profitable business model



~439,700 Active Paid Campaigns



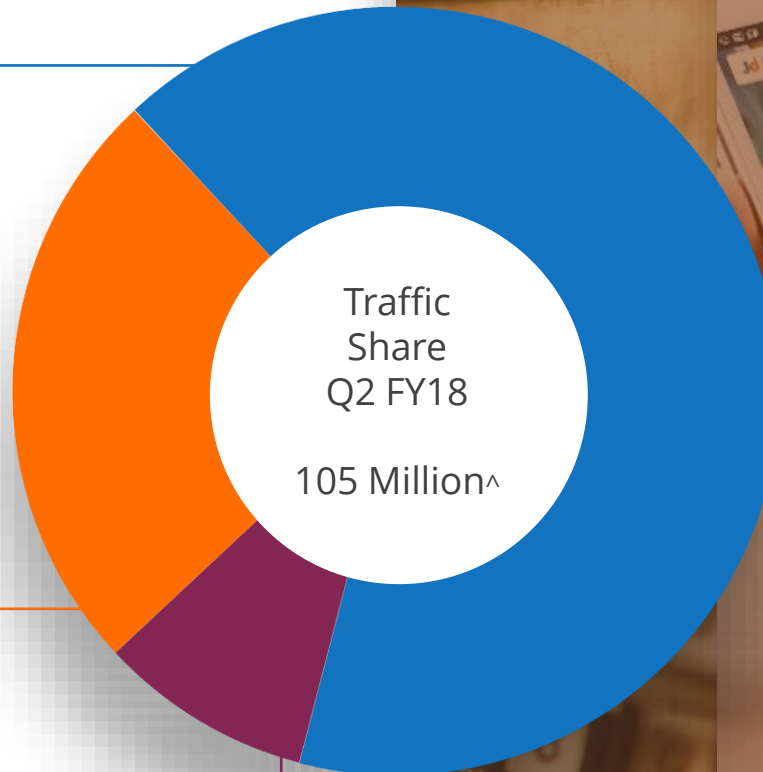
Figures as on Sep 30, 2017

PLATFORMS

 **66%**
MOBILE
Mobile site & Apps

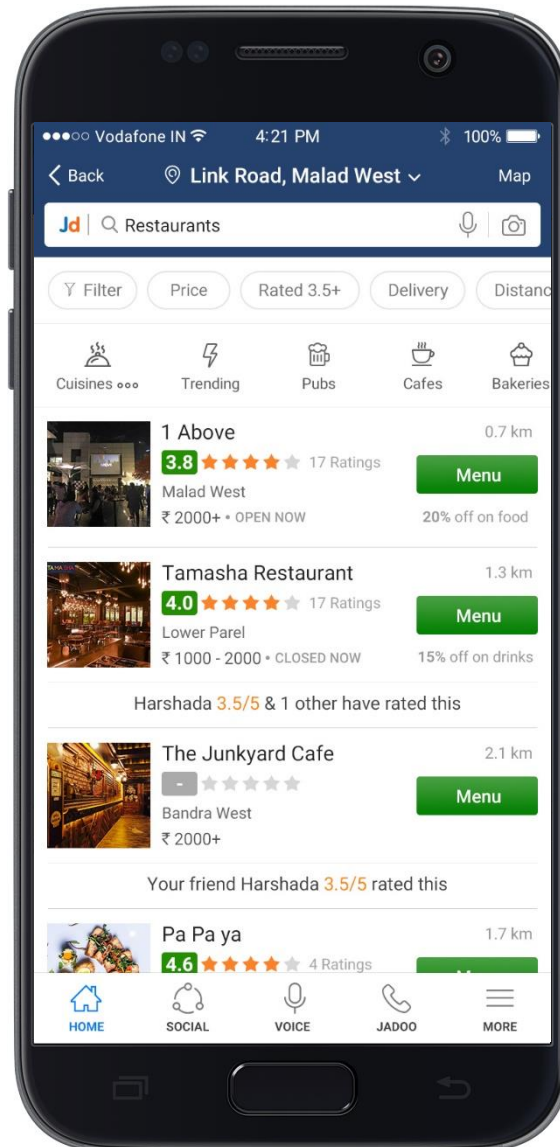
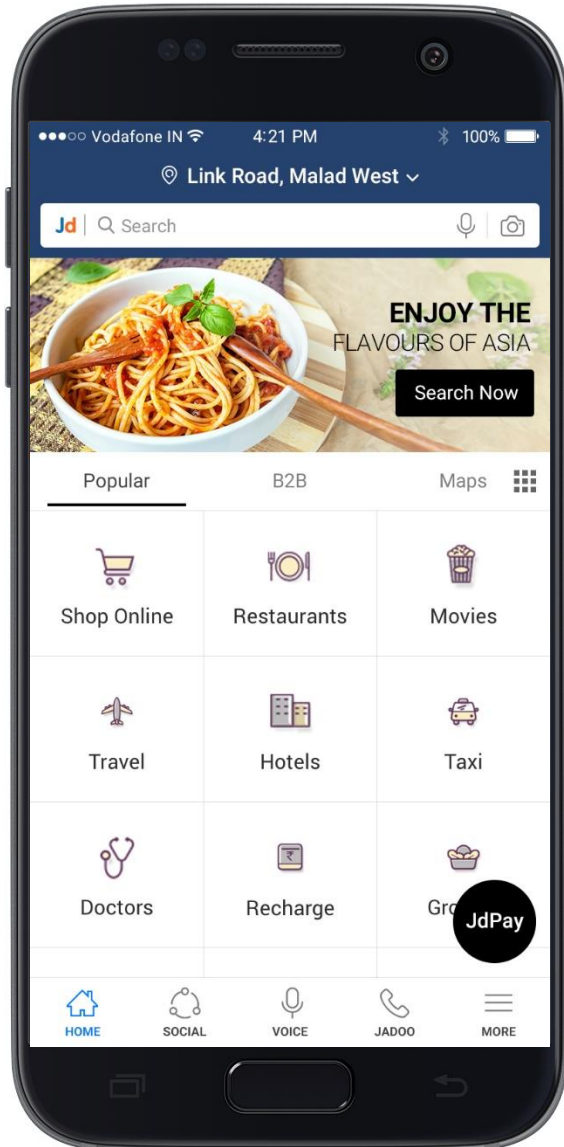
 **25%**
DESKTOP/ PC
www.justdial.com

 **9%**
VOICE
88888-88888

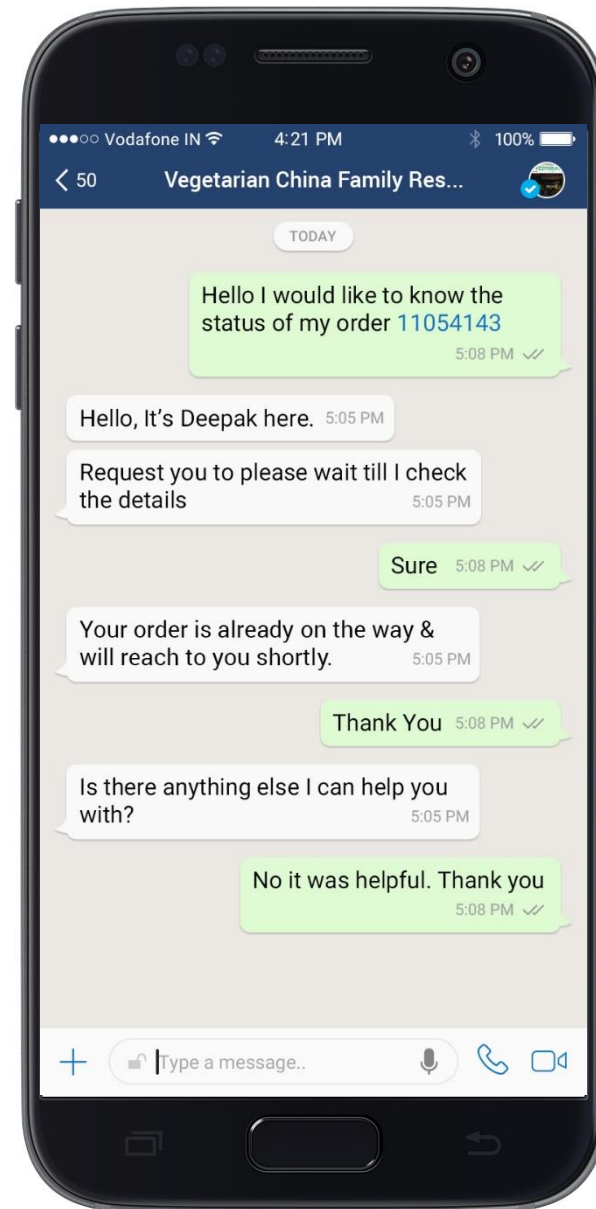
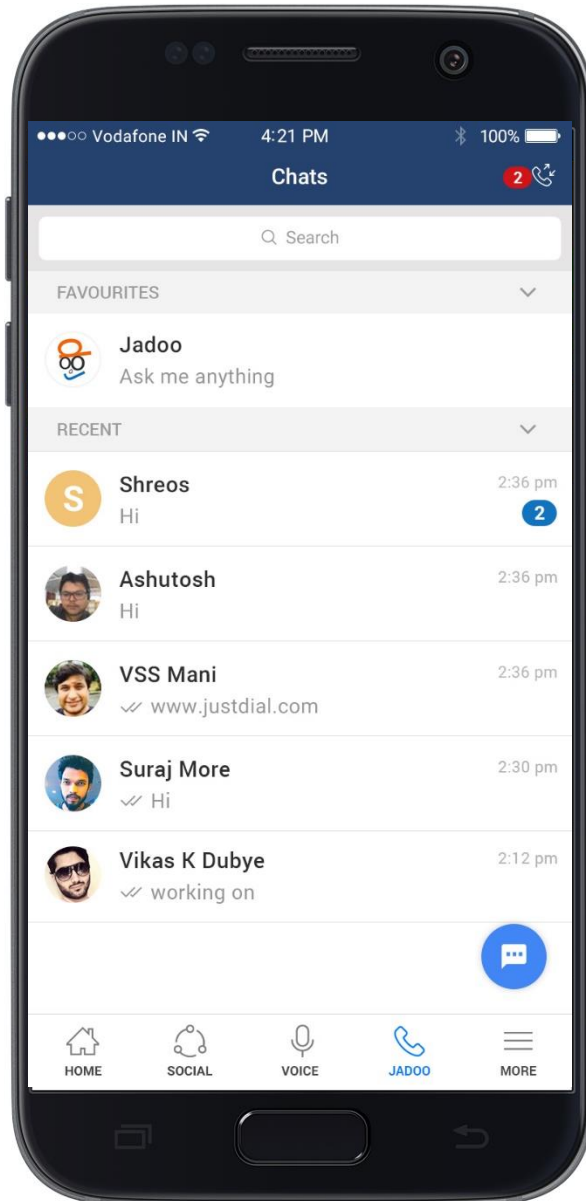


^ Unique visitors are aggregated across various mediums – Voice, Desktop/ PC, Mobile; these may not necessarily be mutually exclusive

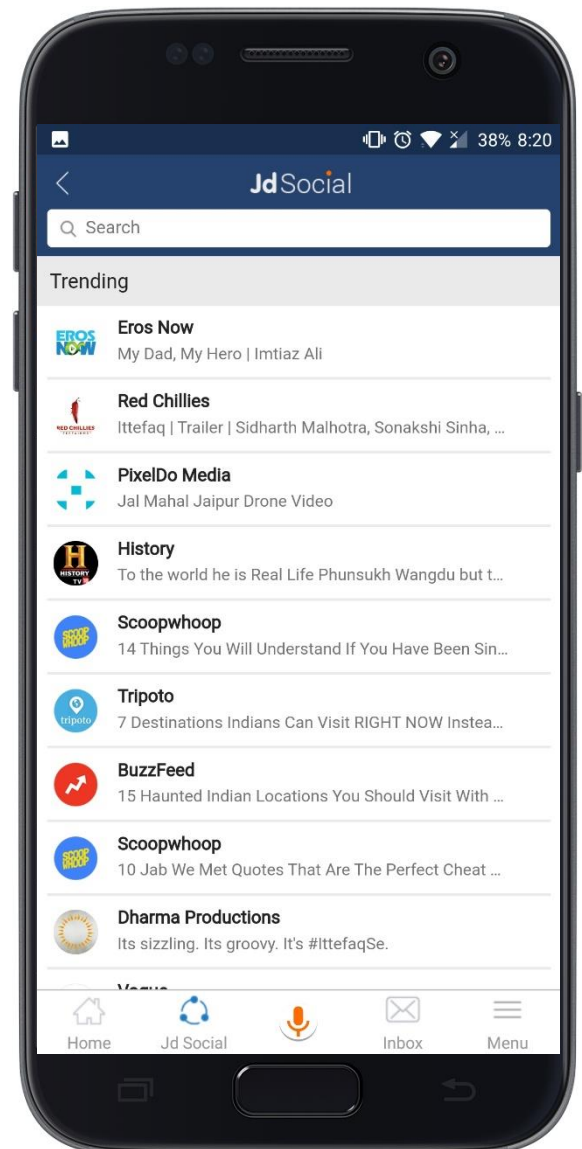
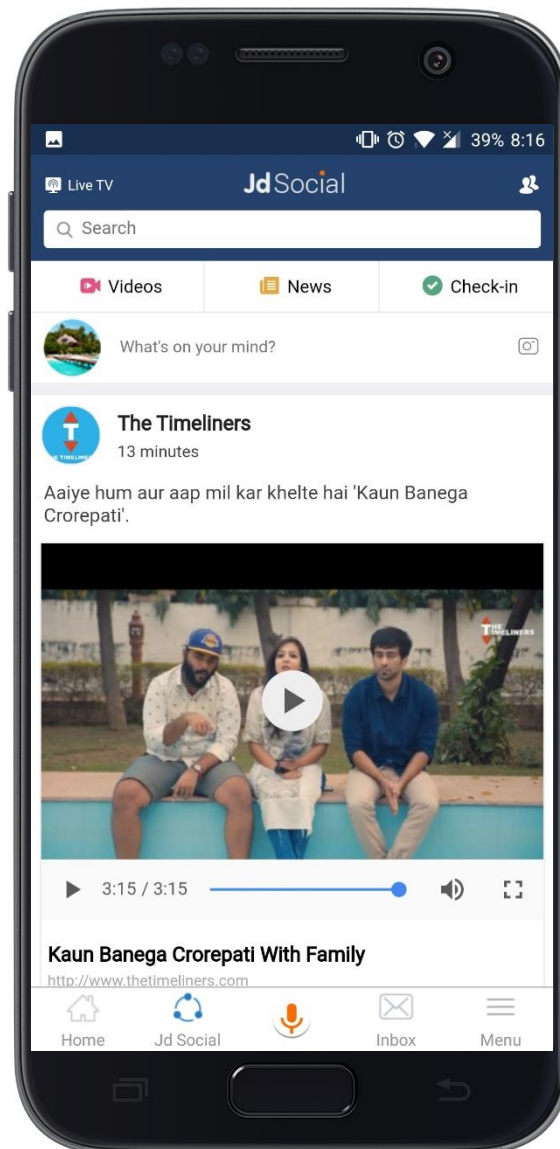
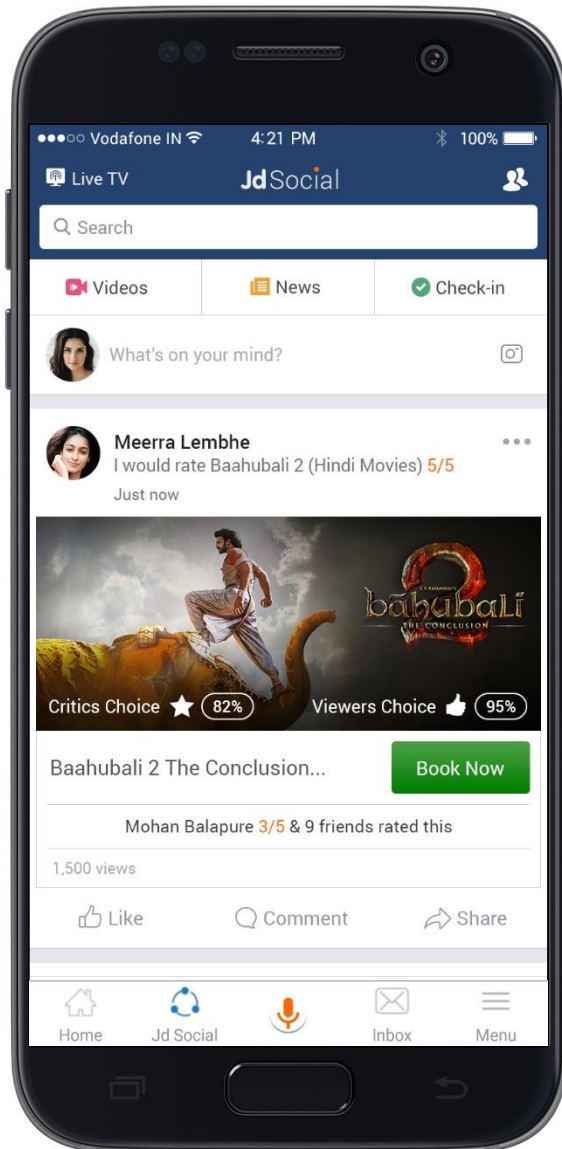
Newer App – Better design, Chat messenger integrated; Rollout in 2 weeks

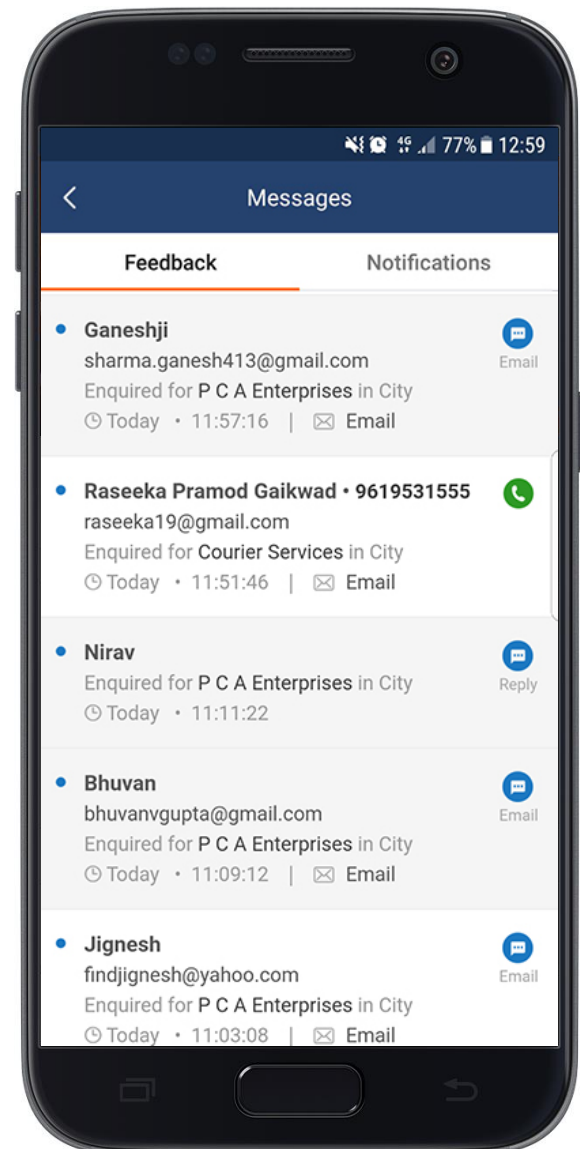
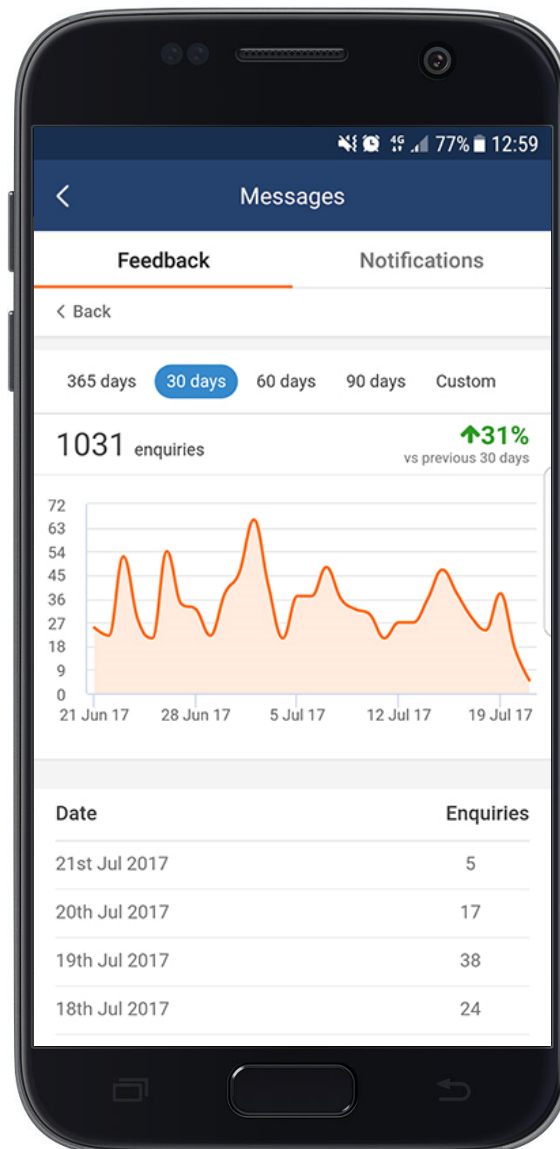
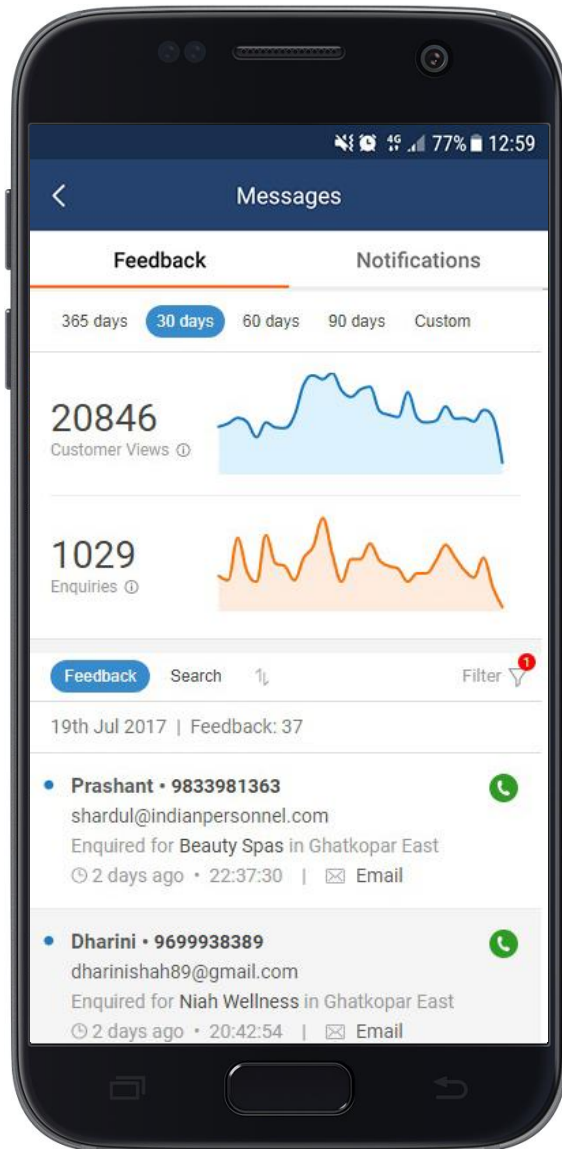


Real-time Messenger to connect users & businesses via JD App

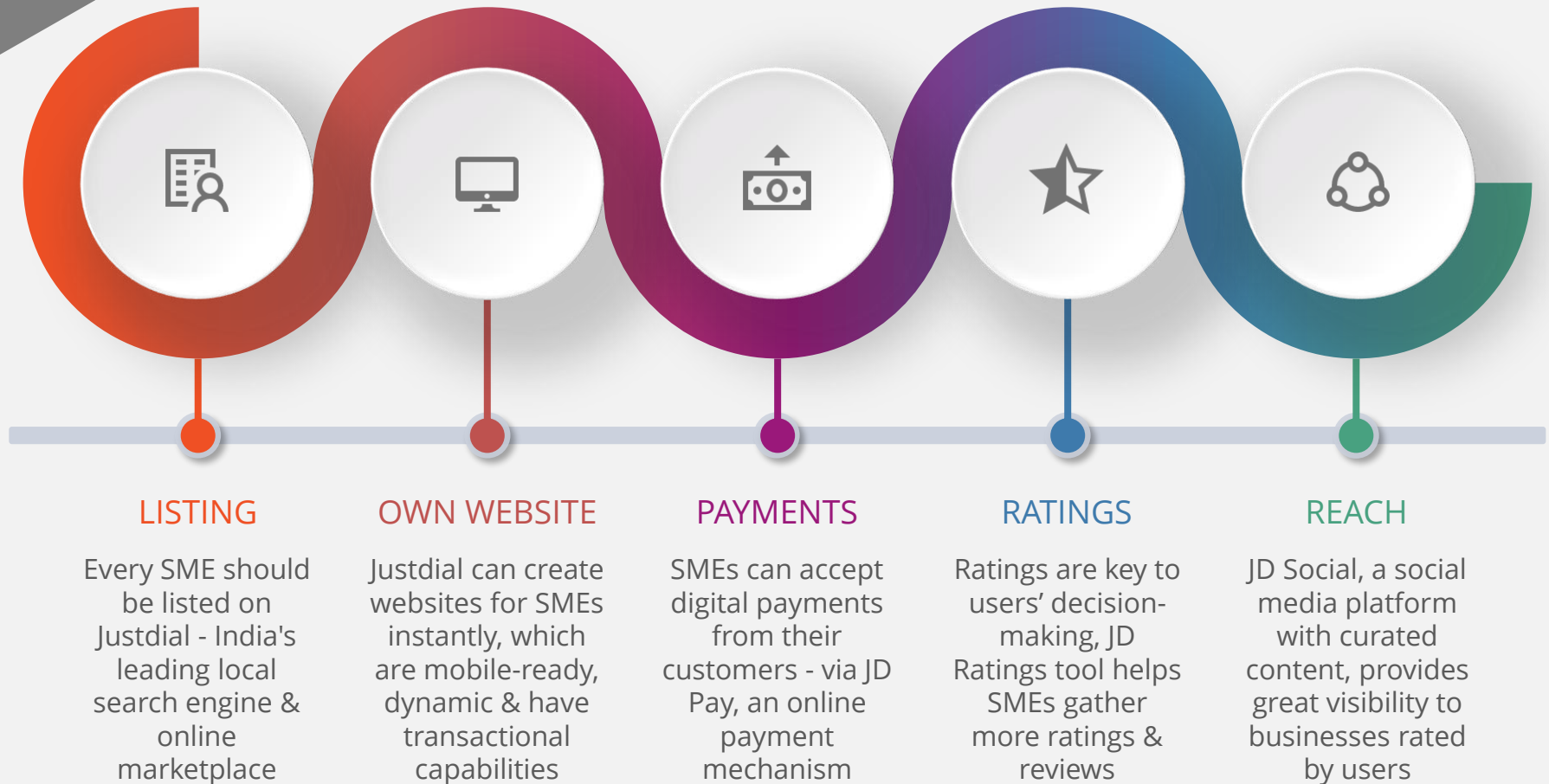


JD Social – Live TV, News feed integration; curated content, video auto-play



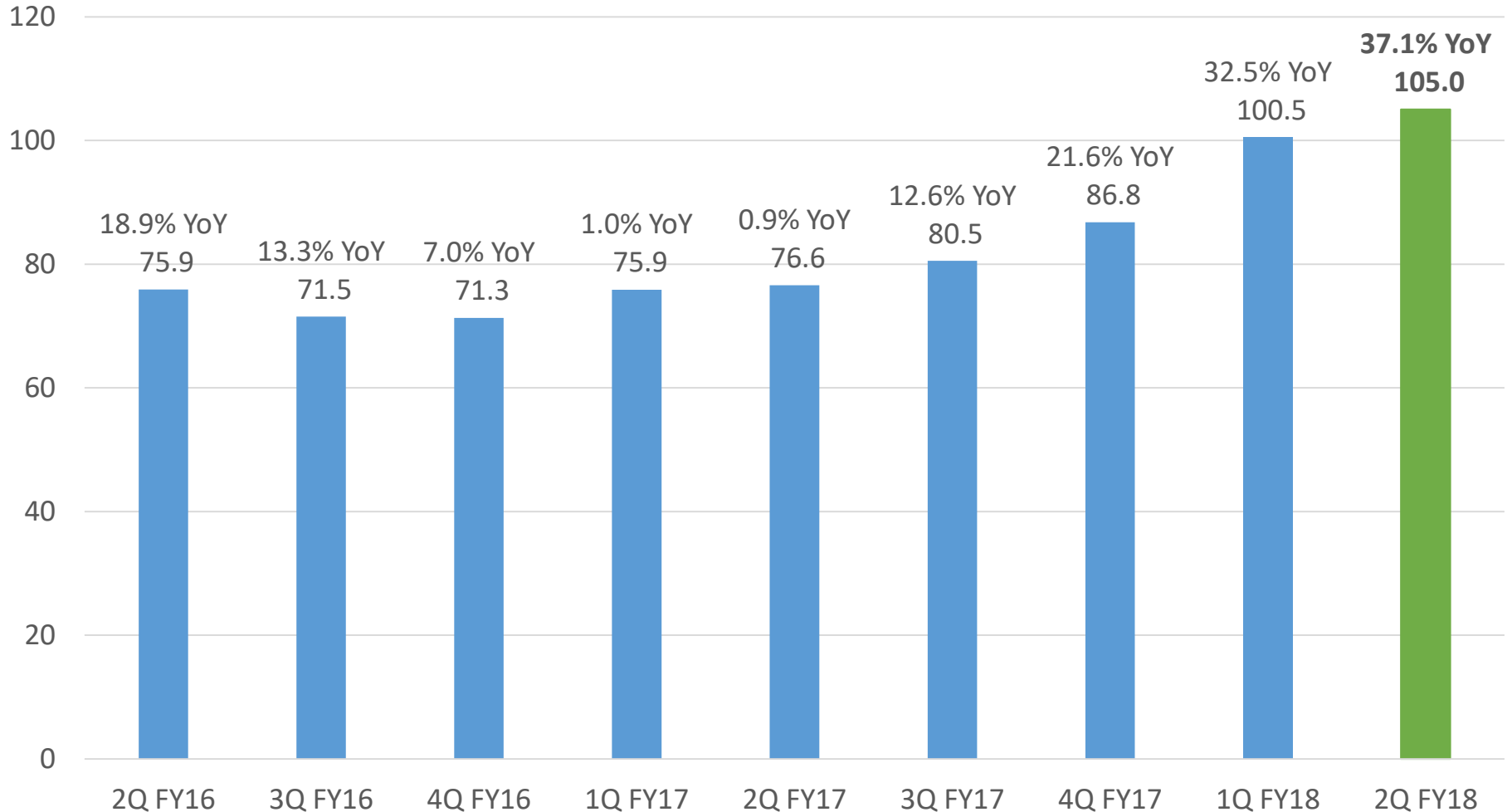


VALUE PROPOSITION FOR SMEs



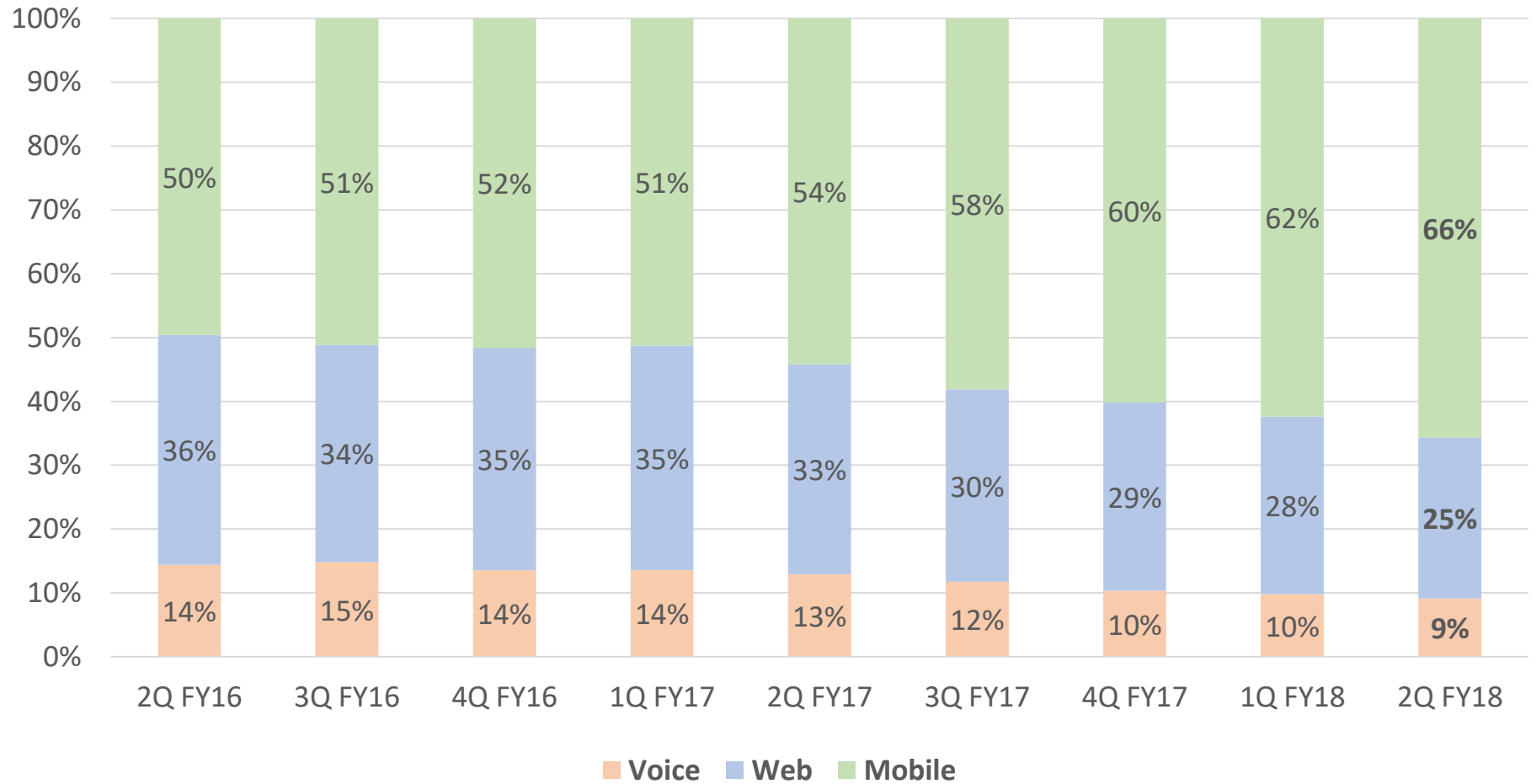
2Q FY17 - Traffic up 37% YoY, stood at 105 mn unique quarterly visitors

Unique Visitors (mn)



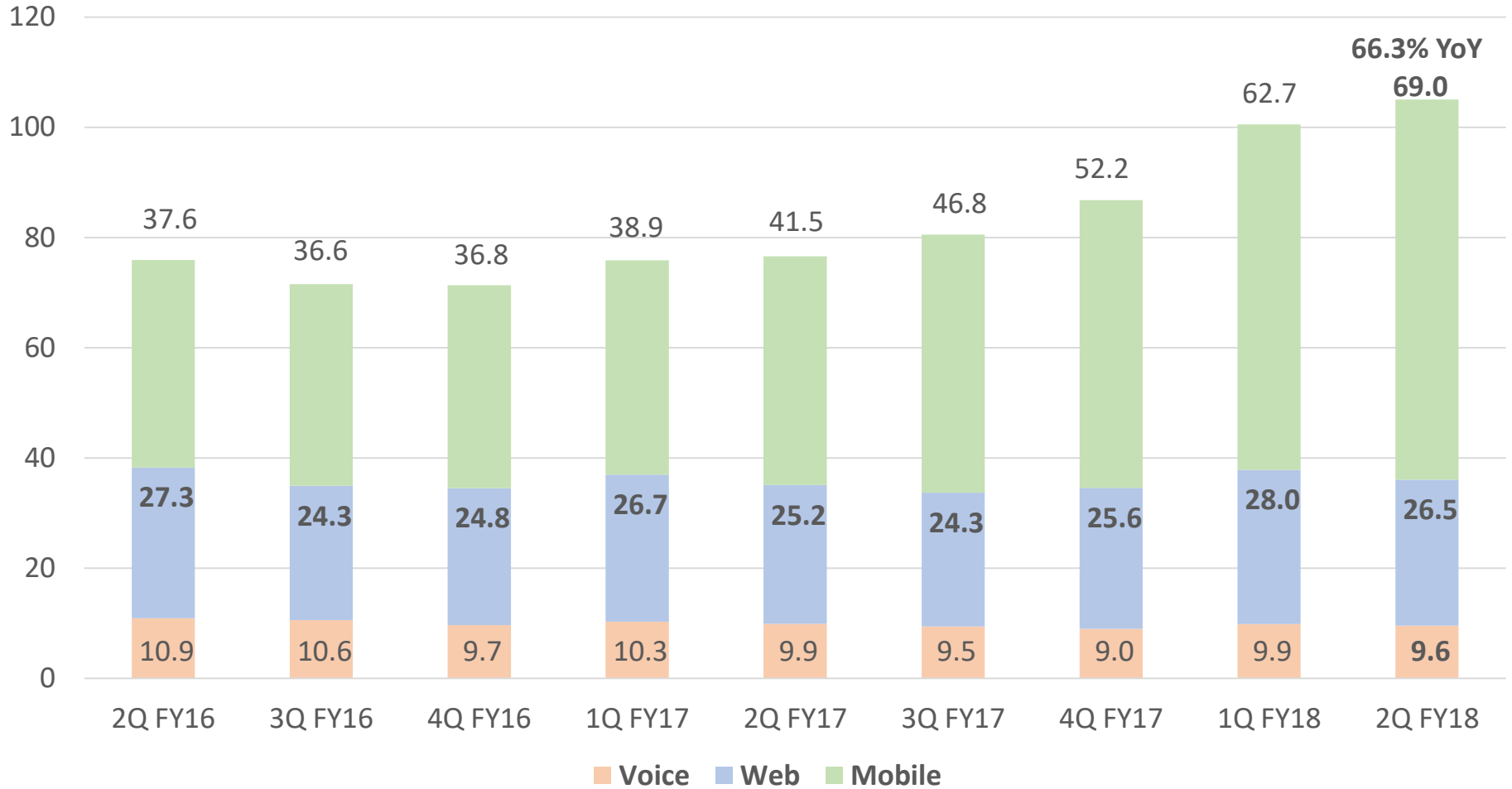
Share of mobile continues to increase, now stands at 66%

Unique Visitors split %



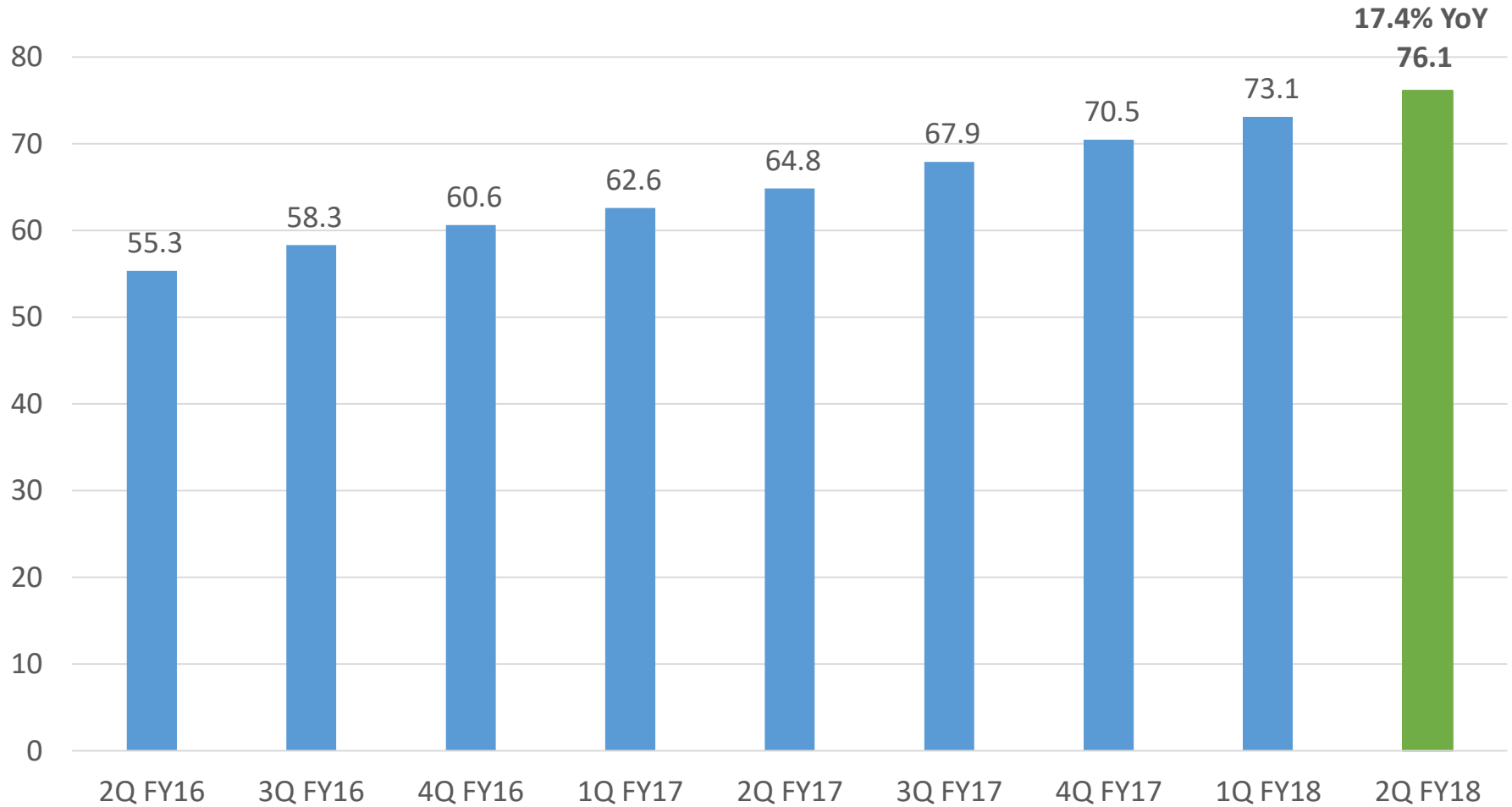
Growth in traffic driven by mobile, desktop & voice traffic flattish

Unique Visitors split



Steady growth in user ratings & reviews

Ratings & Reviews (mn)



USER ENGAGEMENT



76.1 Million Ratings & Reviews

Mobile-verified, unbiased ratings

Friends' Ratings

10-Point Rating Scale

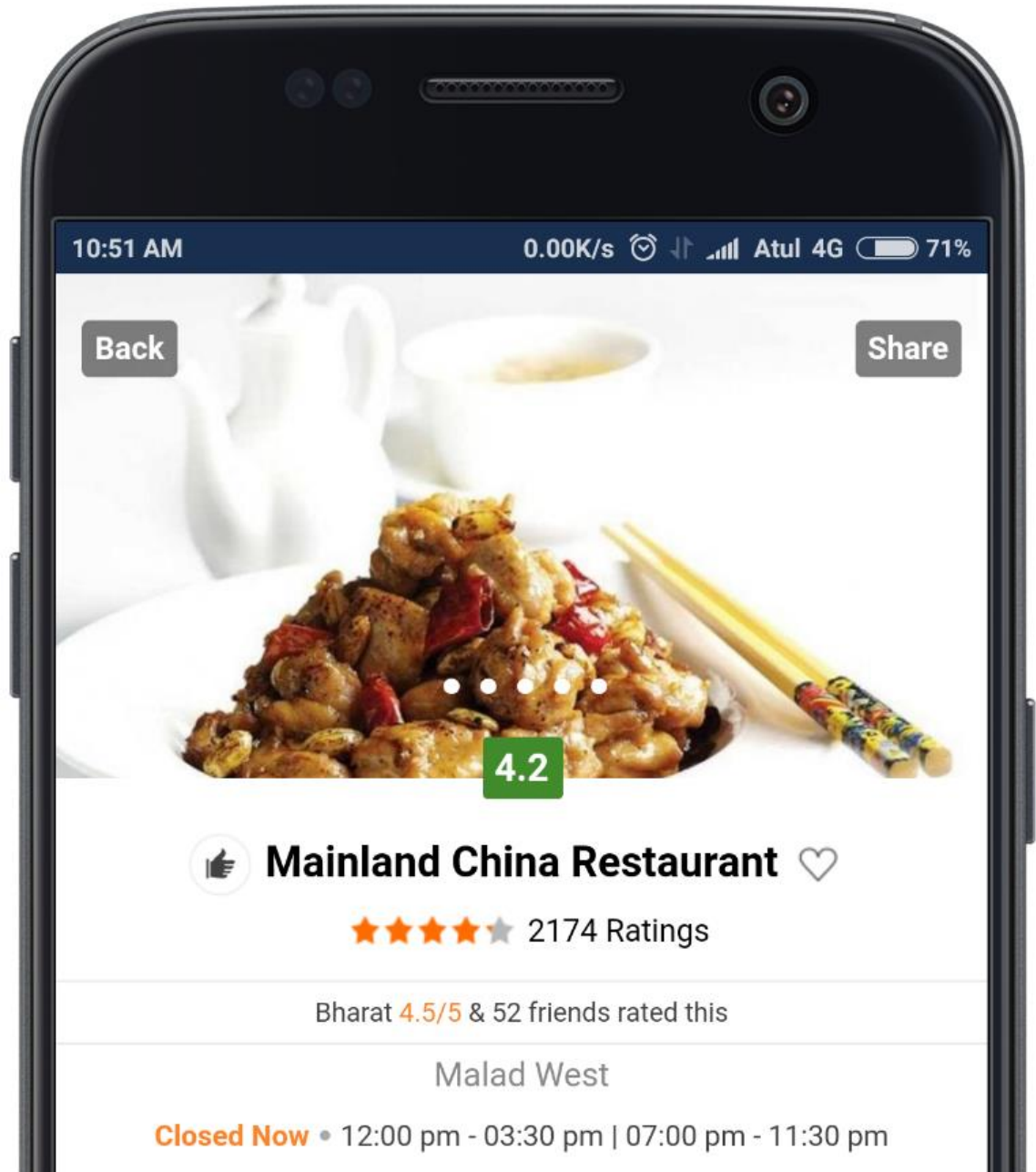
Facebook & Twitter Shareable

Photo Upload with Review

Ratings shared on JD Social

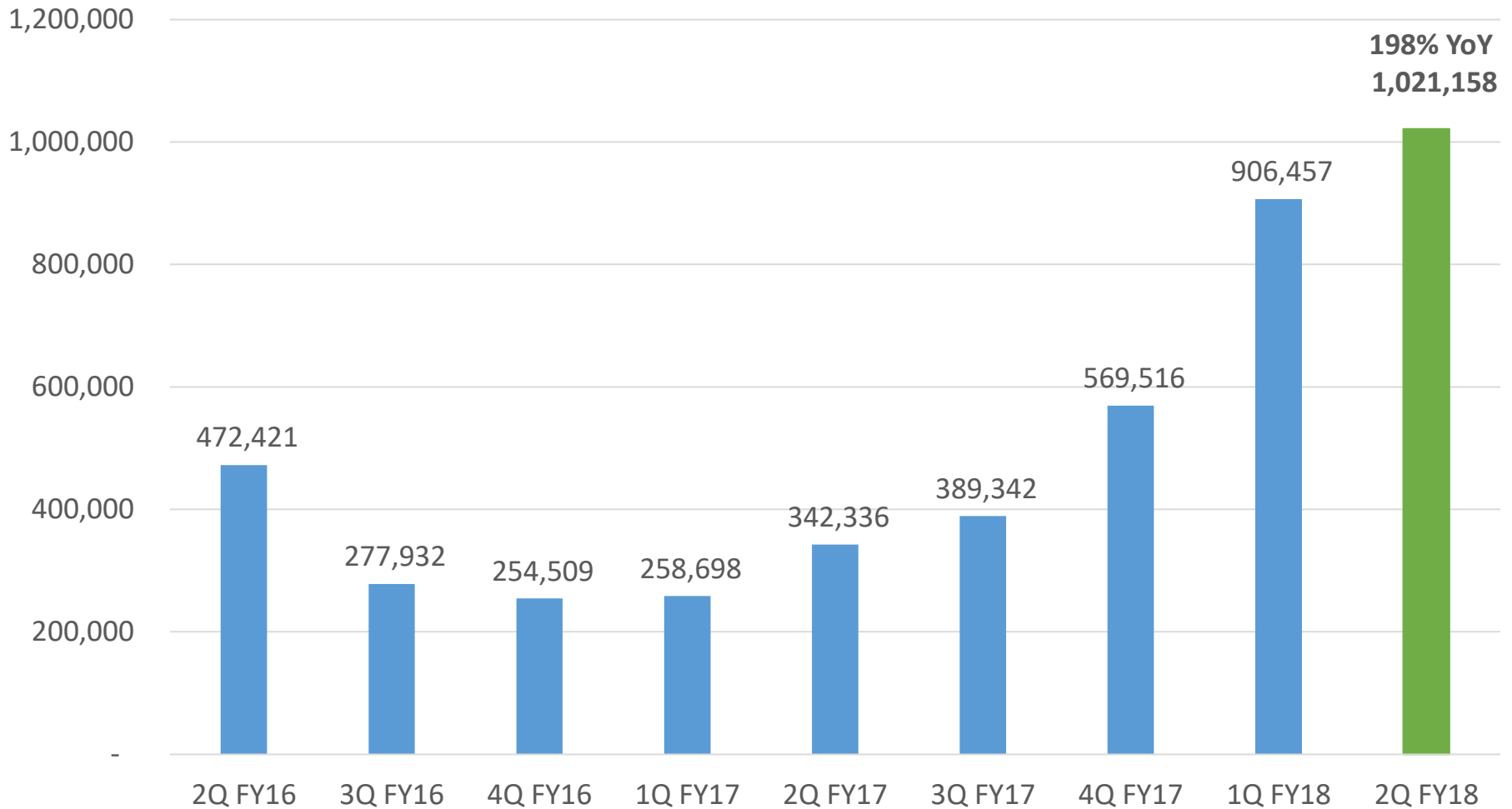
Ratings distribution over time

Robust Audit Mechanism



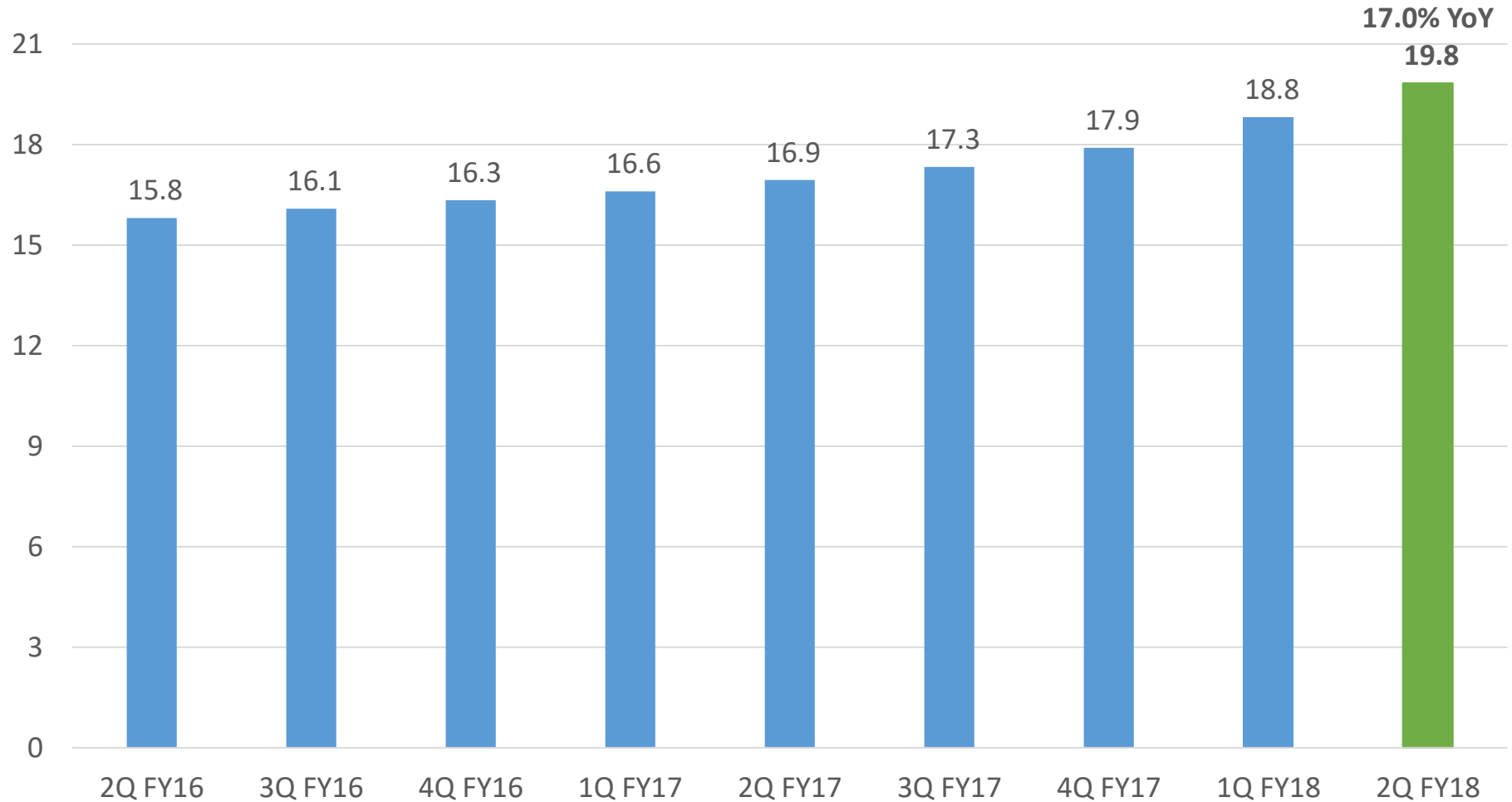
Over a million new listings added during the quarter

Listings Additions (net)



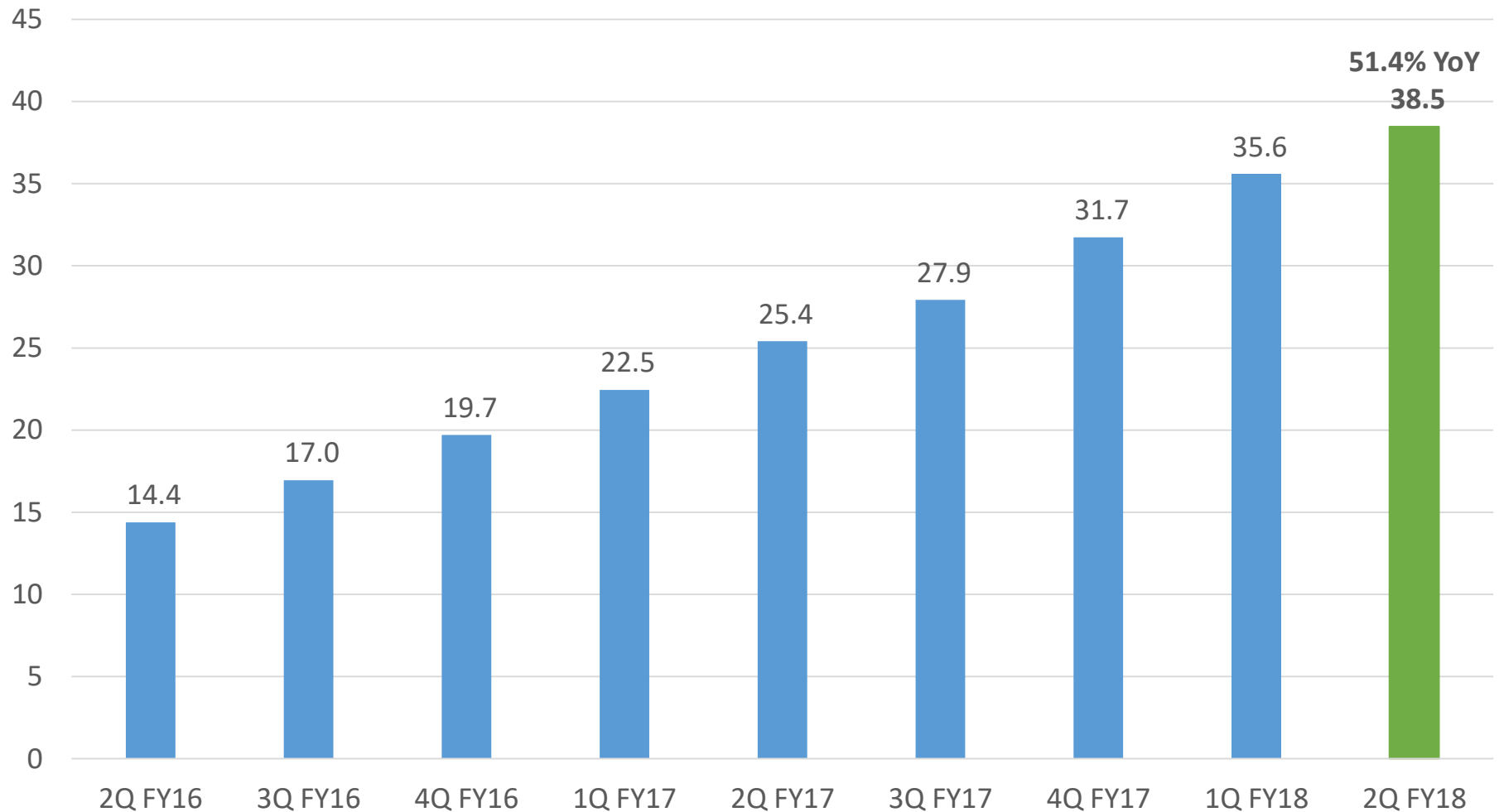
Database has now crossed 20 million listings

Active Listings - period end (mn)



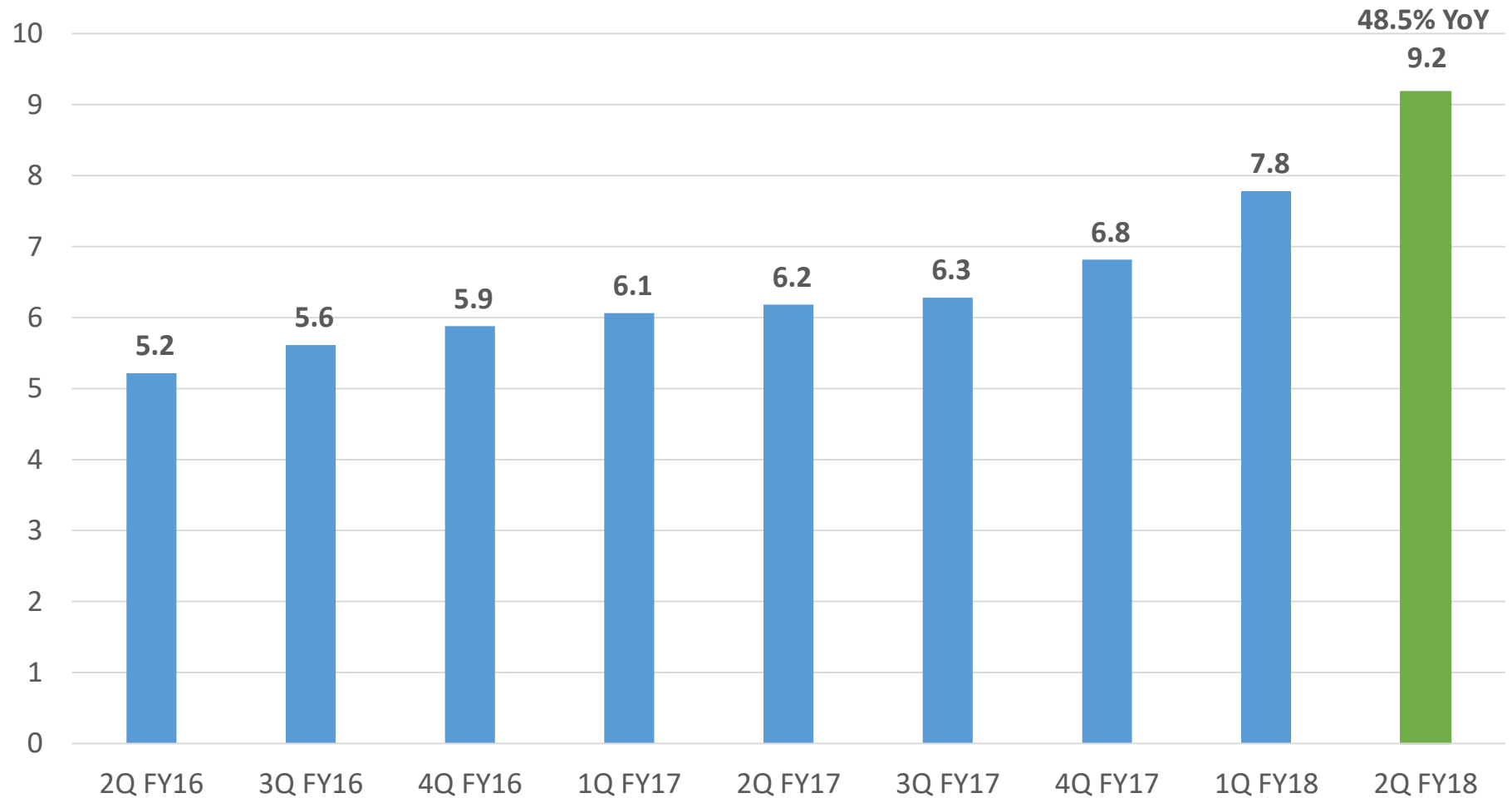
Content enrichment – 3 million images added

Images in Active Listings (mn)



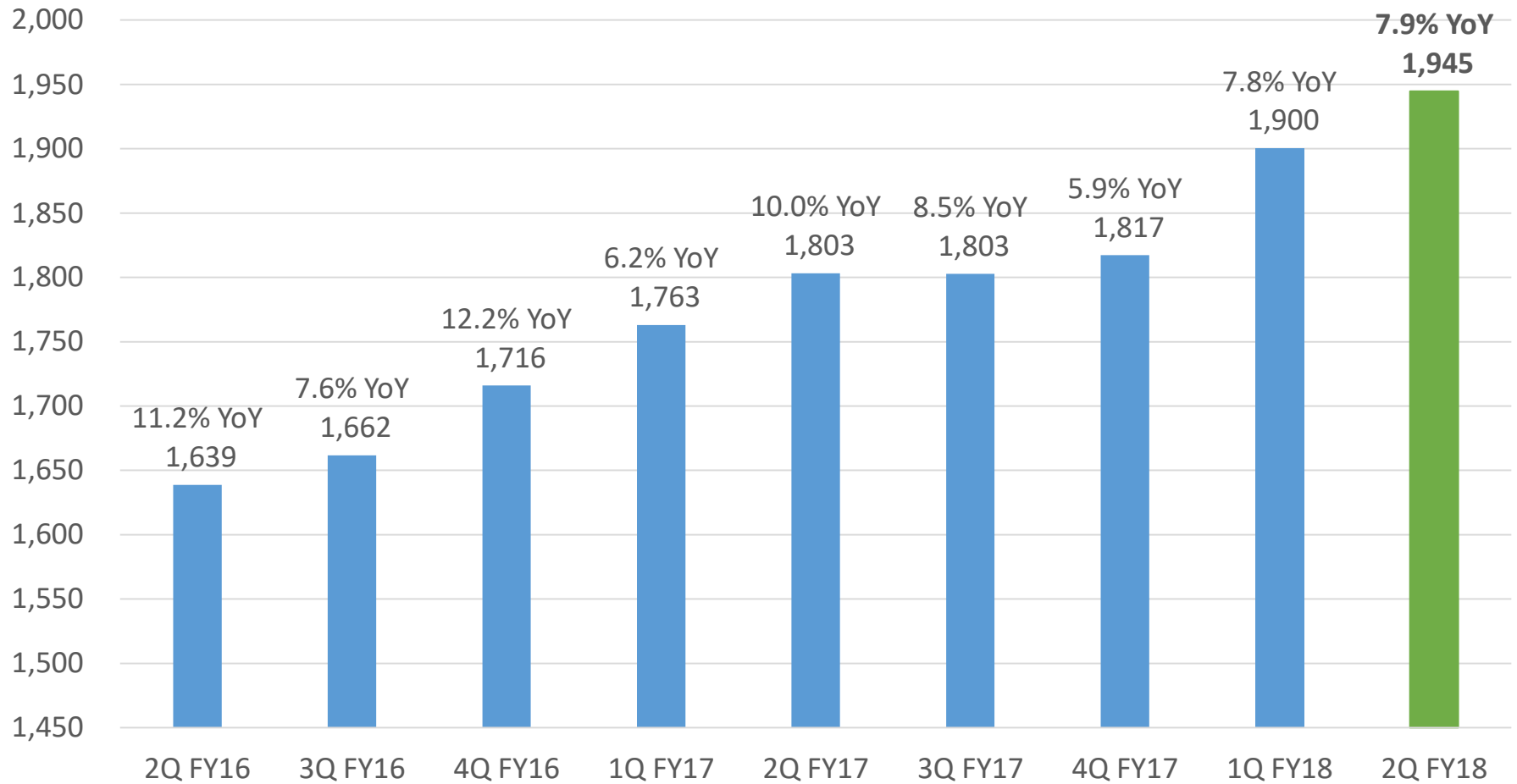
46% of listings now geocoded at building level

Listings with Geocodes (mn)



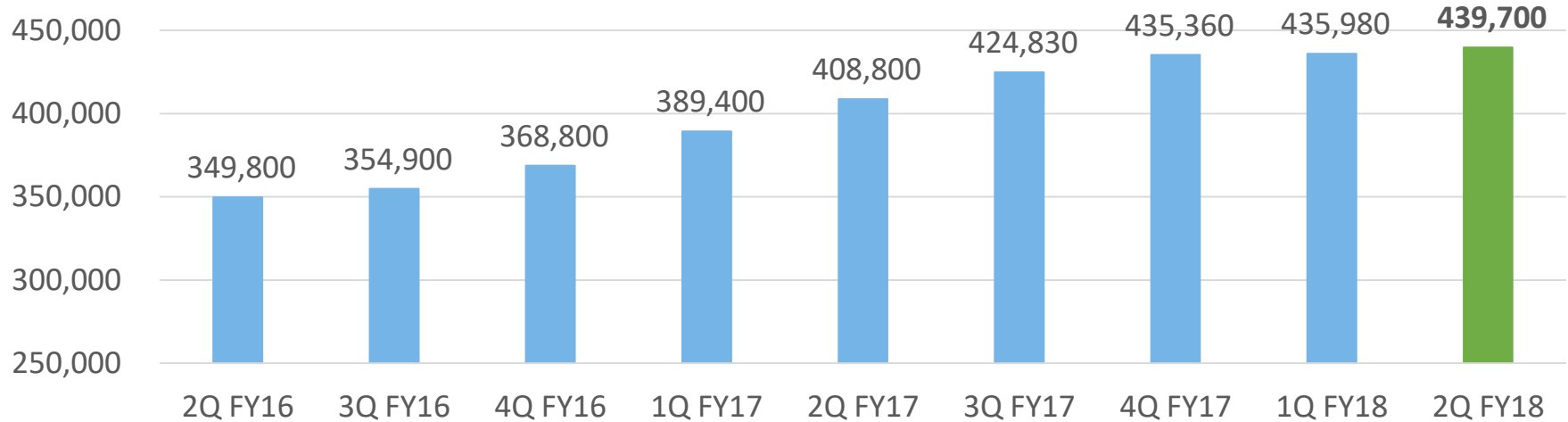
Operating revenue witnessed 7.9% YoY growth

Operating Revenue (Rs mn)

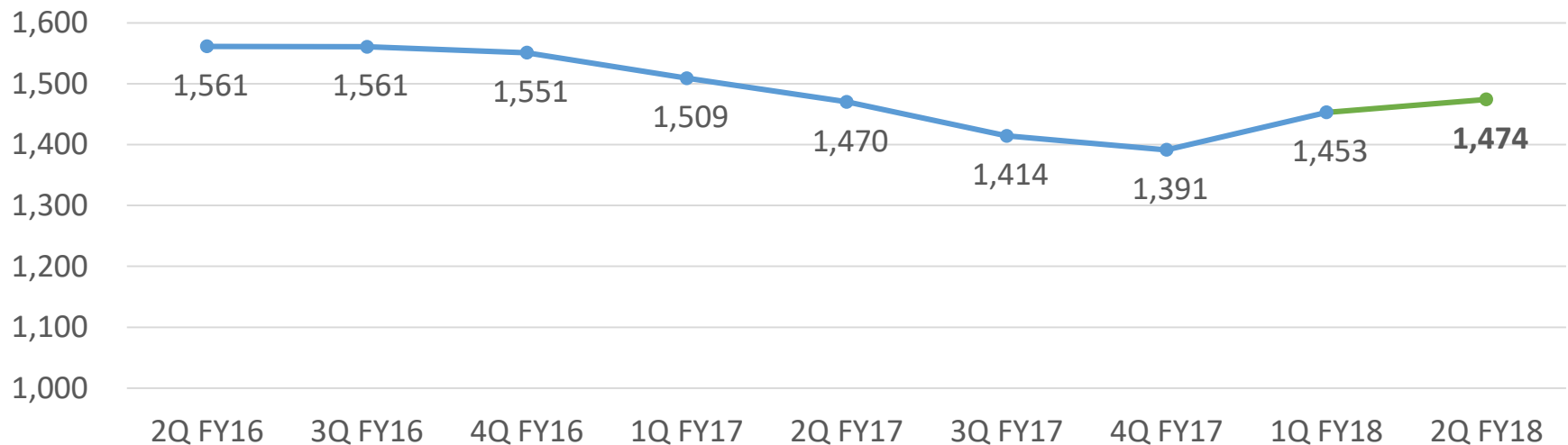


Paid campaigns 7.6% YoY growth, realizations marginally improve

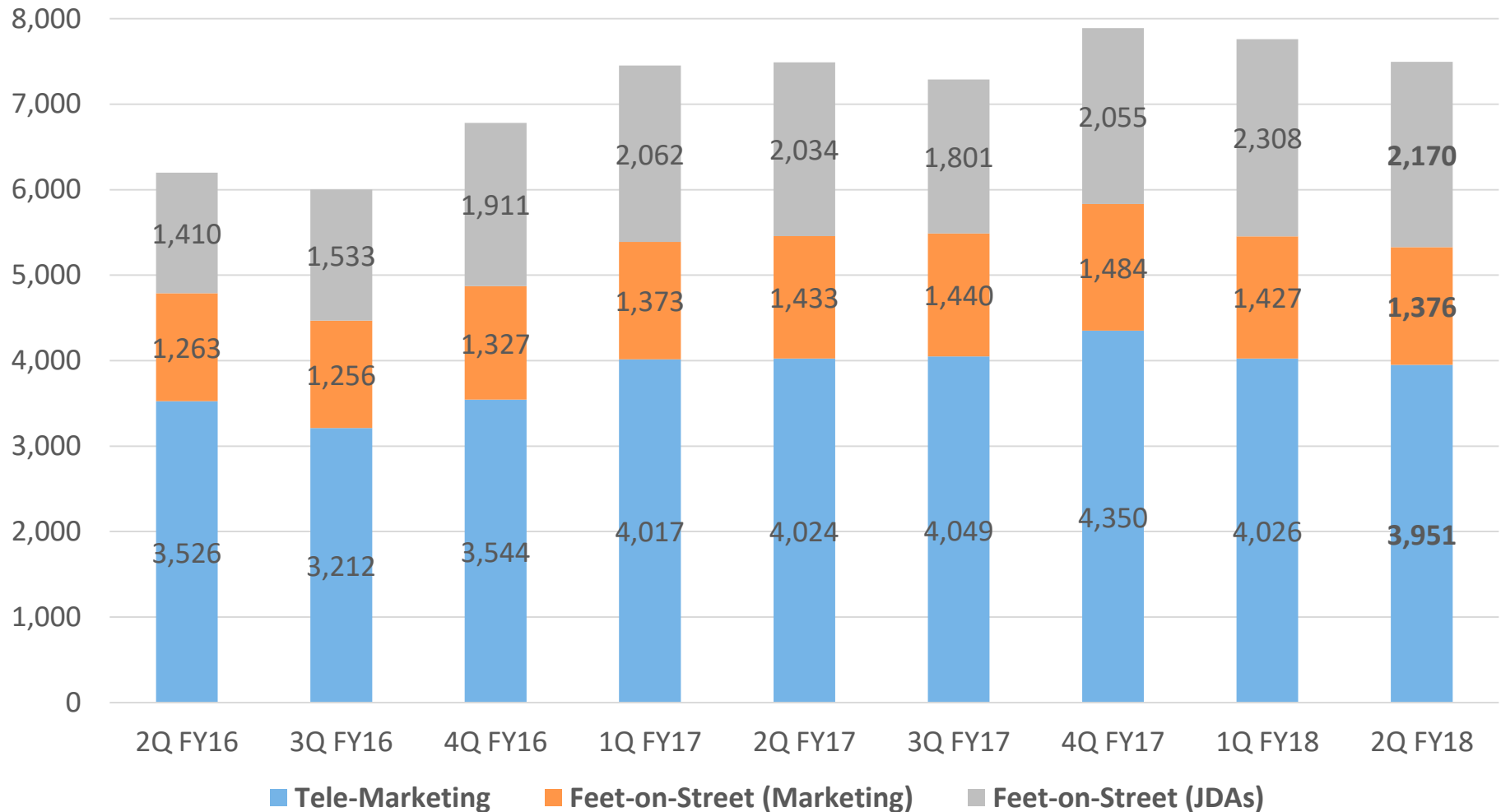
Active Paid Campaigns - period end



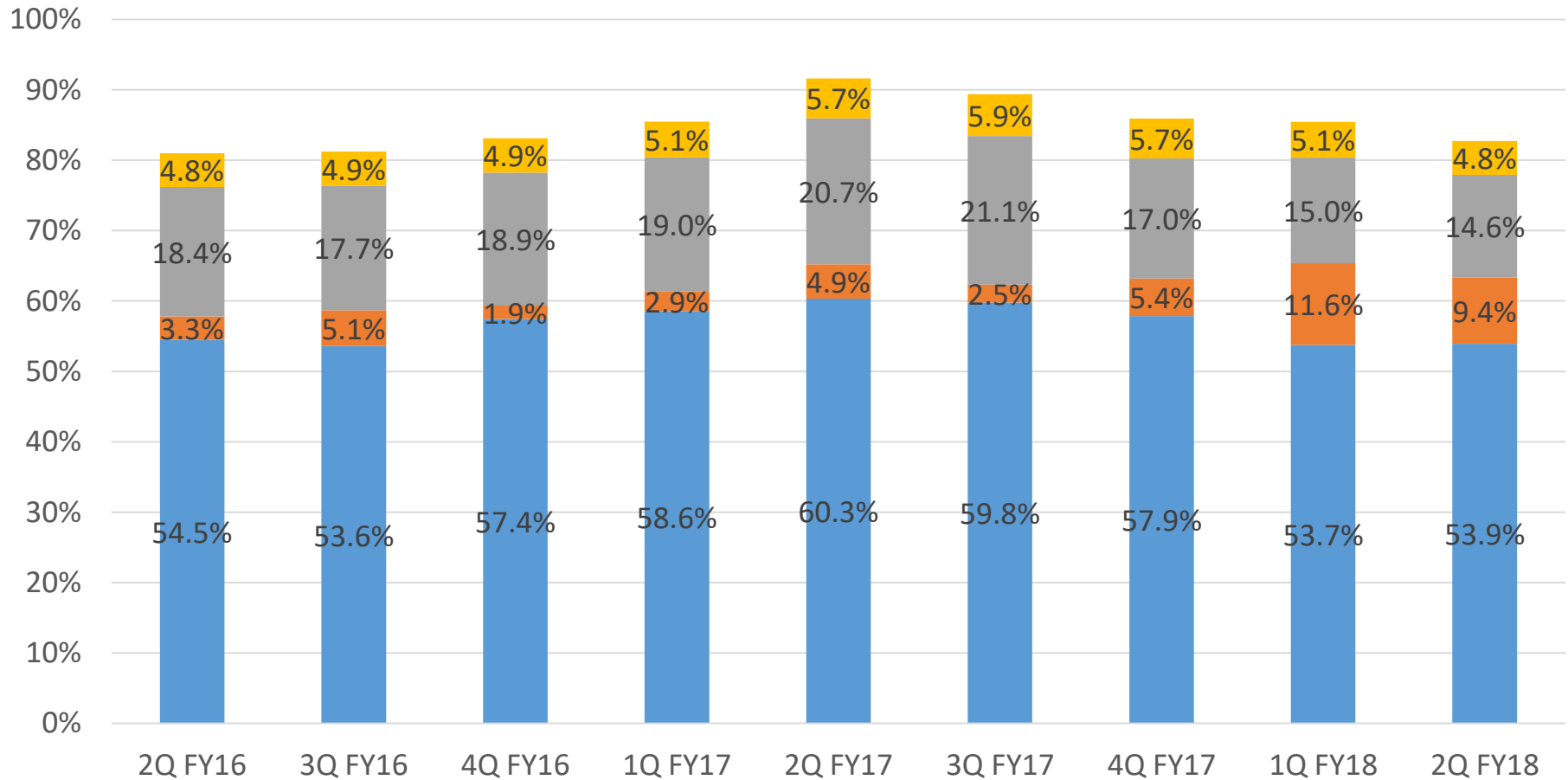
Monthly Revenue per Campaign (Rs.)



Sales Strength – Period End

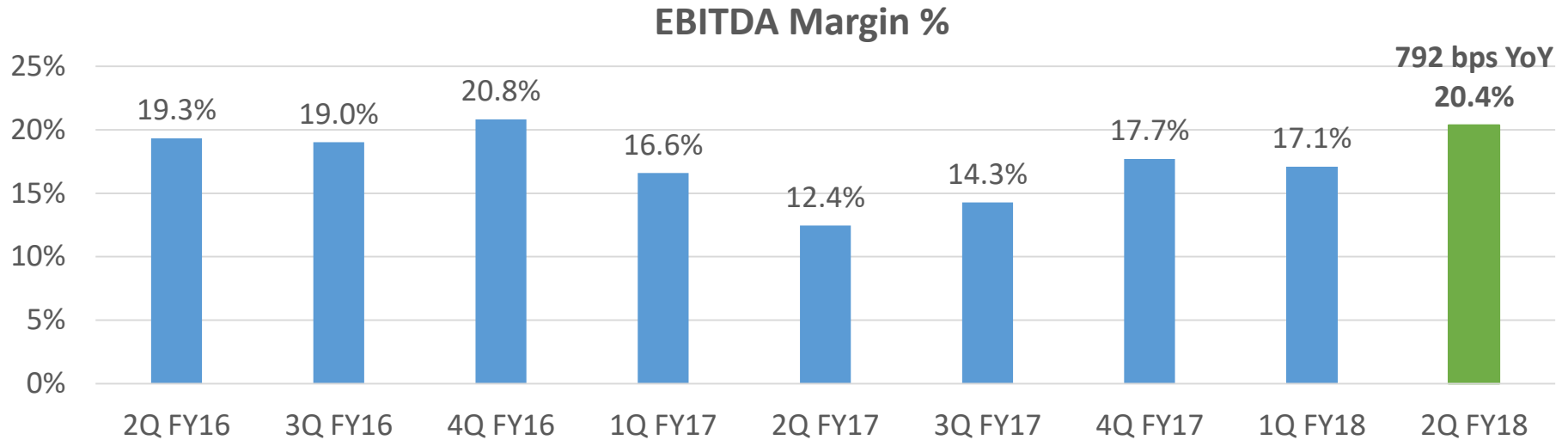


Expenses as % of Operating Revenue

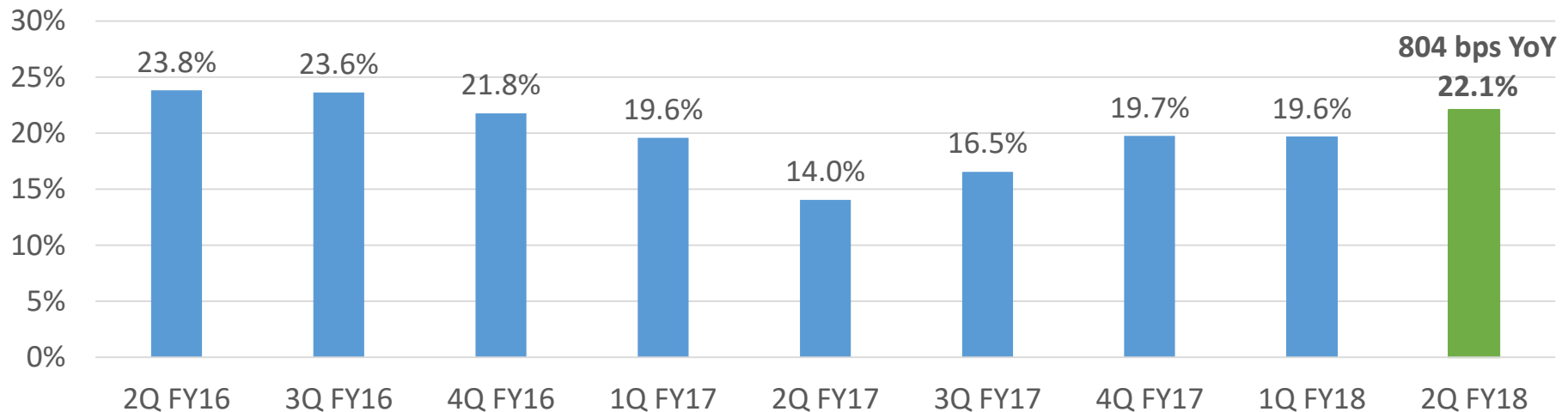


■ Employee Costs (excl. ESOP expenses)
 ■ Advertising Expenses
 ■ Other Expenses
 ■ Depreciation

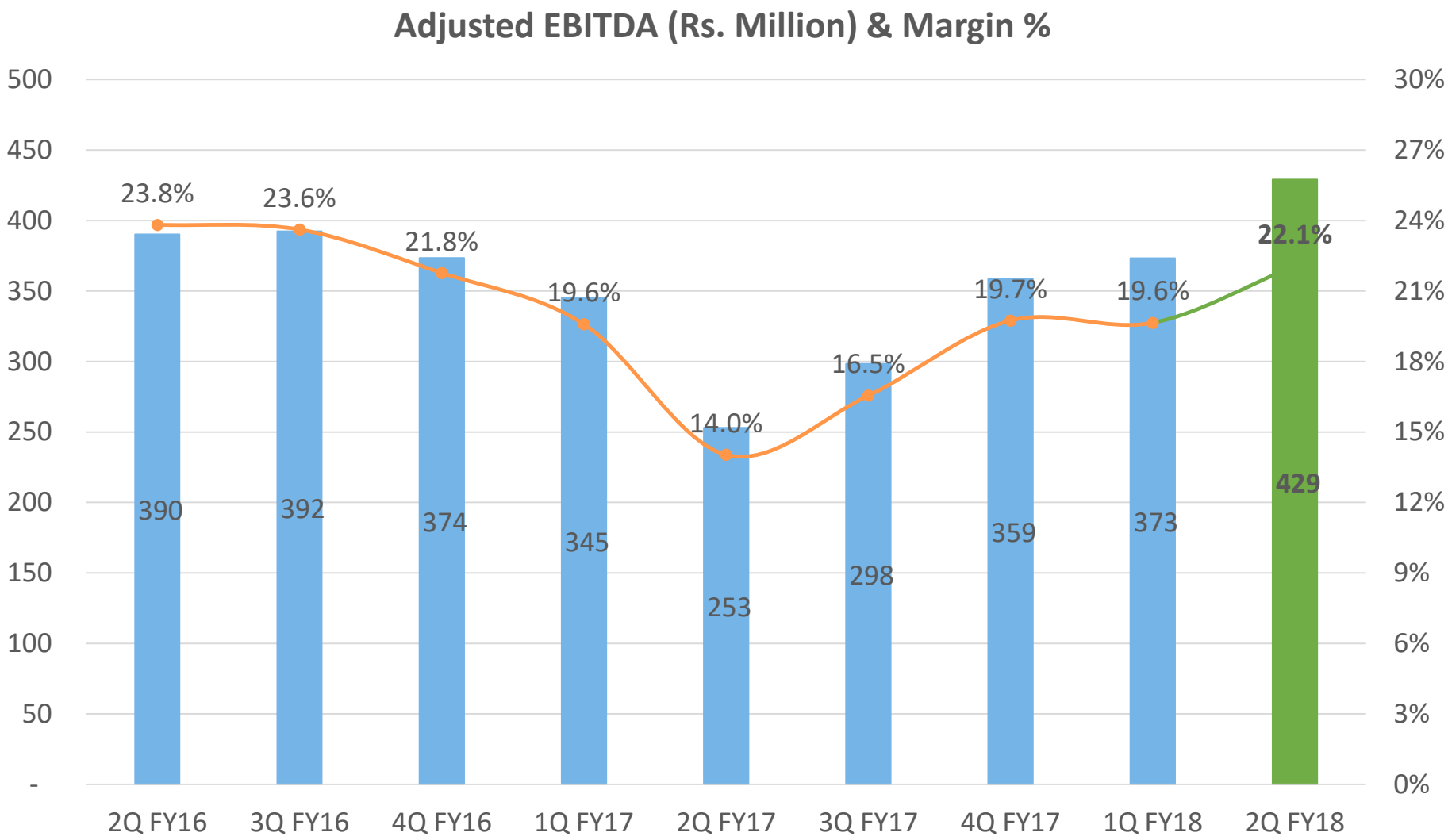
Adjusted EBITDA Margin stood at 22.1%, up 242 bps QoQ



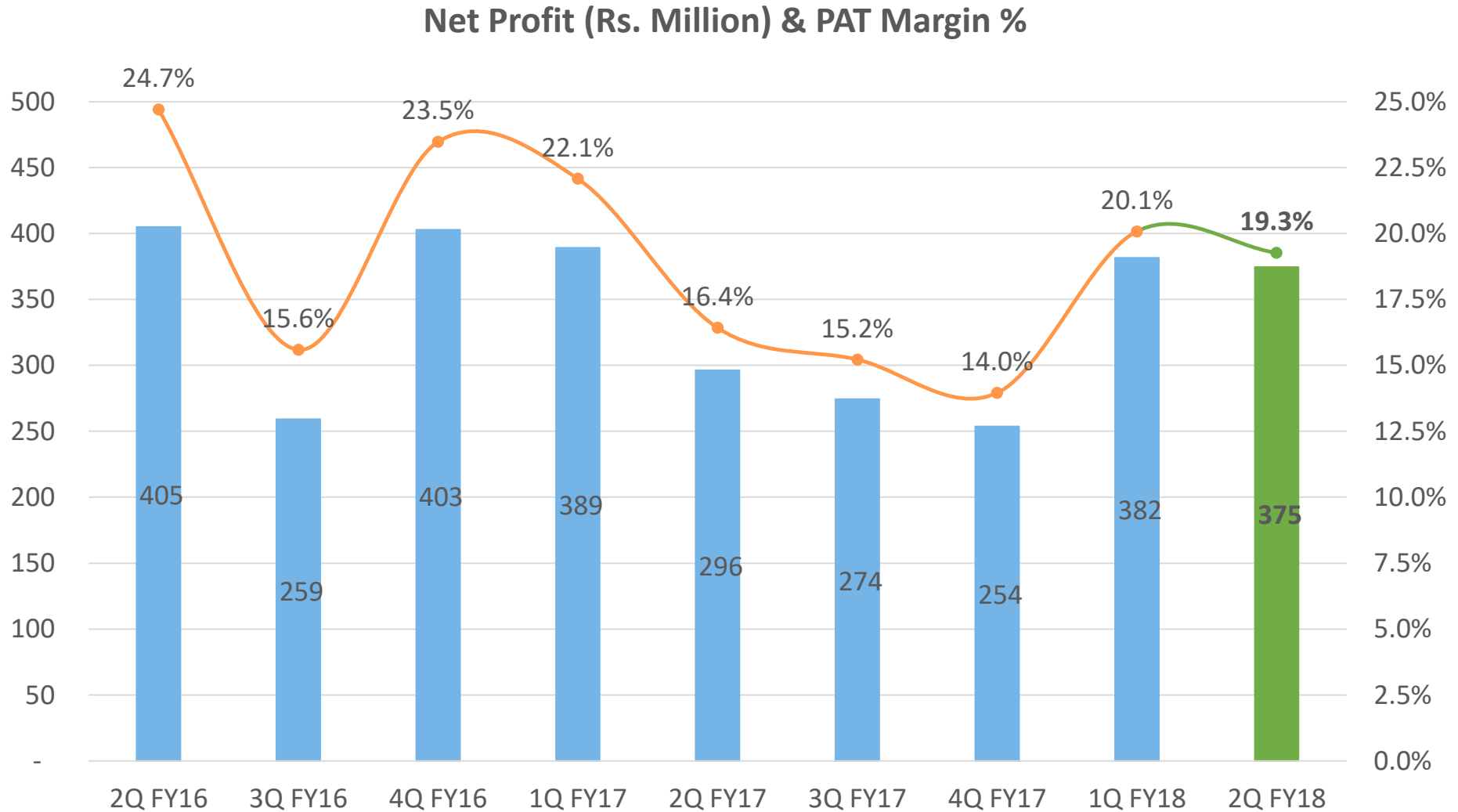
Adjusted EBITDA margin % (excl. ESOP expense)



Adjusted EBITDA Margin stood at 22.1%, up 242 bps QoQ

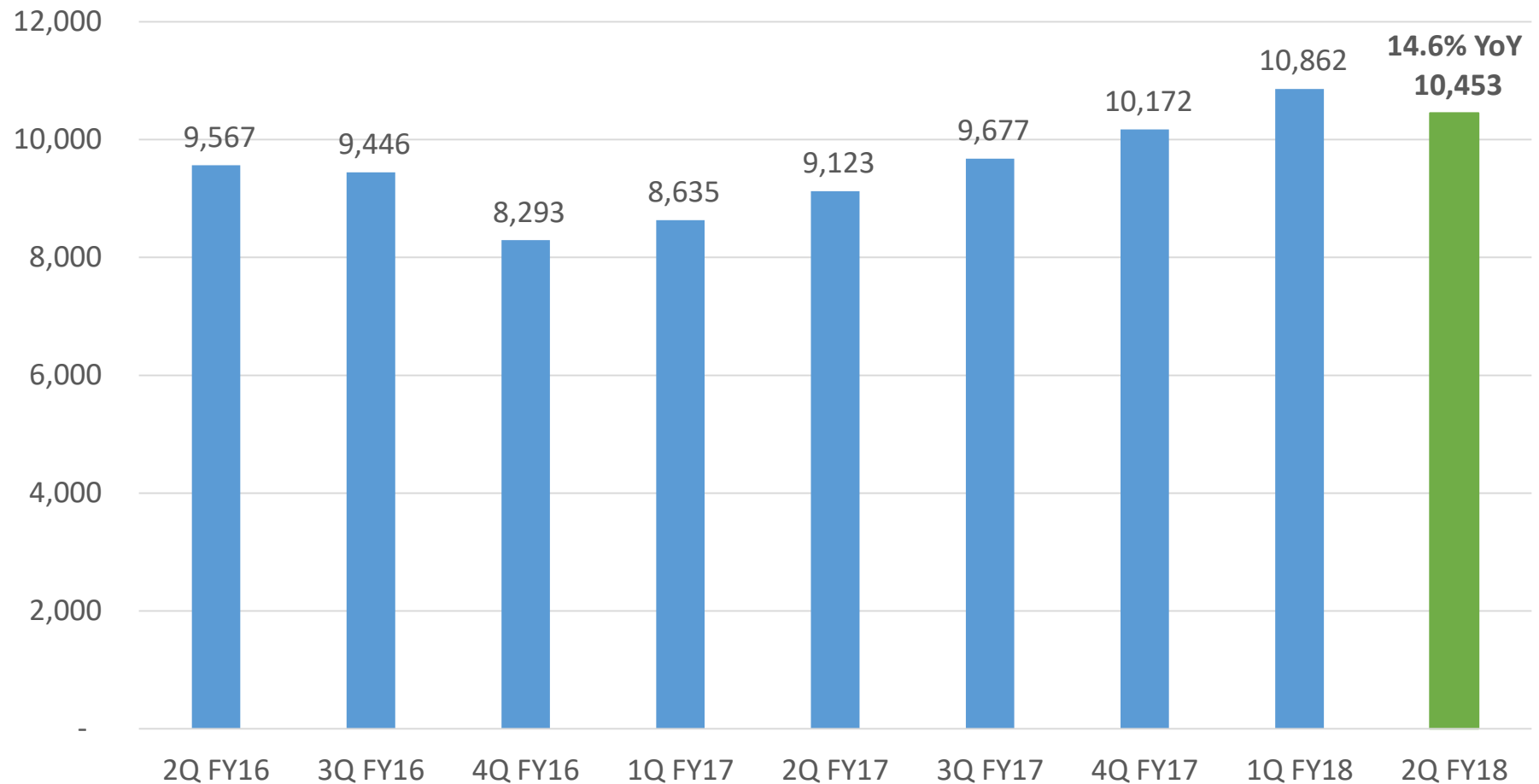


Profit Margin – sequential decline due to lower other income (Rs 20 Cr vs. Rs 26.6 Cr in 1Q)

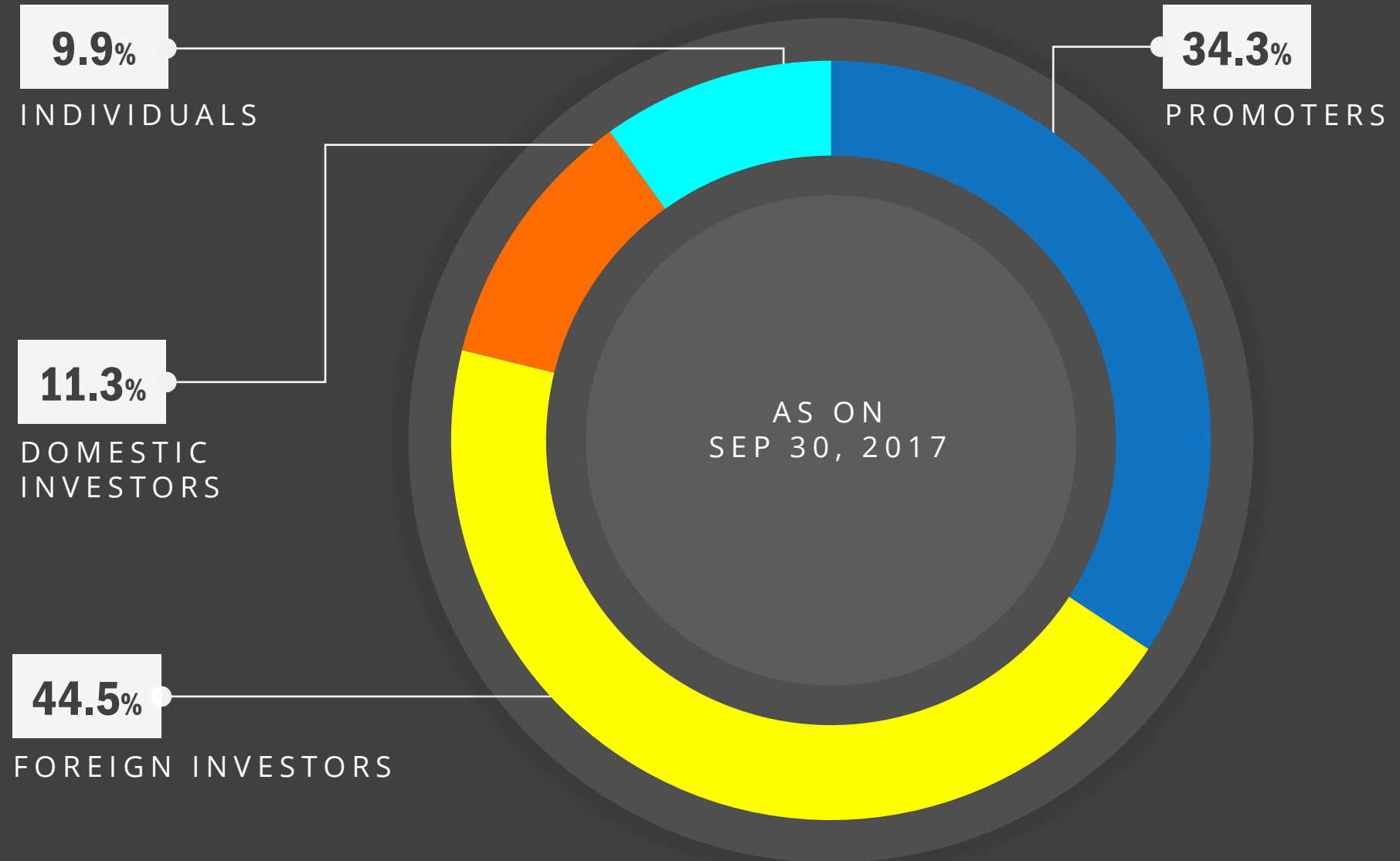


Cash on books – Rs1045 Cr; buyback for Rs84 Cr concluded @ avg. Rs374/ share

Cash & Investments (period end) (Rs mn)



SHAREHOLDING PATTERN



Executive Directors



V S S Mani

Founder, Managing Director and Chief Executive Officer of Justdial with over 29 years of experience in the field of media and local search services.



Ramani Iyer

Non-Independent, Whole-time Director with 24 years of experience, working with Justdial in the field of strategic planning and execution.



V Krishnan

Non-Independent, Whole-time Director with 24 years of experience, working with Justdial in strategic planning and execution.



B Anand

CEO of Essar Oil, previously CFO of Trafigura, with 30 years of experience in finance, strategy & investment banking. He is a Commerce graduate from Nagpur University



Sanjay Bahadur

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



Malcolm Monteiro

Malcolm is CEO Asia Pacific, DHL eCommerce & member of DHL eCommerce Management Board. He holds a degree from IIT Bombay & IIM Ahmedabad.

Non-Executive Directors

Independent

Non-Independent



Pulak Prasad

Pulak is Founder & MD of Nalanda Capital and has over 25 years of experience in management consulting & investing. He holds B. Tech. from IIT Delhi and an IIM Ahmedabad alumni.



Anita Mani

She has 21 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	29 Years	Overall growth strategy, planning, execution & management
Shreos Roychowdhury	Chief Technology Officer	20 Years	Technological Innovation and R&D
Abhishek Bansal	Chief Financial Officer	8 Years	Finance, Strategy, Accounting, Treasury, Audit, Legal, Compliance & Traffic
Vishal Parikh	Chief Product Officer	16 Years	Leads Product, Design & Technology teams, Project Management
Sumeet Vaid	Chief Revenue Officer	20 Years	Revenue growth & Business development
Rajesh Madhavan	Chief People Officer	22 Years	Human Resource Functions
Sandeep Kanchan	Chief Product Officer, Payments & Voice	21 Years	Heads Payment Products & Voice operations
Jaimin Shah	Chief Technology Officer, Omni	17 Years	Leads Omni & related products
Ajay Mohan	Group Vice President, Sales	21 Years	Sales platform management, Strategic alliances, Corporate partnerships & Business expansion
Rakesh Ojha	Group Vice President, Sales	22 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	Head, Database & Content	6 Years	Database augmentation, Curation, Content enrichment

JUST DIAL LTD - 2Q FY18 (Quarter ended September 30, 2017) PERFORMANCE SUMMARY

Metric	Unit	2Q-FY18	2Q-FY17	YoY change	1Q-FY18	QoQ change
Operating Revenue	(₹ million)	1,945	1,803	7.9%	1,900	2.3%
Operating EBITDA	(₹ million)	396	224	76.5%	325	21.9%
Operating EBITDA Margin	%	20.4%	12.4%	792 bps	17.1%	327 bps
Adjusted EBITDA (excl. ESOP exp.)	(₹ million)	429	253	69.6%	373	15.0%
Adjusted EBITDA Margin (excl. ESOP exp.)	%	22.1%	14.0%	804 bps	19.6%	242 bps
Other Income, net	(₹ million)	200	260	-22.9%	266	-24.7%
Profit Before Taxes	(₹ million)	503	382	31.6%	495	1.7%
Net Profit	(₹ million)	375	296	26.5%	382	-1.8%
Net Profit Margin	%	19.3%	16.4%	284 bps	20.1%	-82 bps
Unearned Revenue (period end)	(₹ million)	2,774	2,451	13.2%	2,904	-4.5%
Cash & Investments (period end)	(₹ million)	10,453	9,123	14.6%	10,862	-3.8%

JUST DIAL LTD - 2Q FY18 (Quarter ended September 30, 2017) PERFORMANCE SUMMARY

Metric	Unit	2Q-FY18	2Q-FY17	YoY change	1Q-FY18	QoQ change
Unique Visitors	(million)	105.0	76.6	37.1%	100.5	4.5%
- Mobile	(million)	69.0	41.5	66.3%	62.7	10.0%
- Desktop/ PC	(million)	26.5	25.2	5.1%	28.0	-5.3%
- Voice	(million)	9.6	9.9	-3.3%	9.9	-3.1%
- Mobile	% share	65.7%	54.2%	1151 bps	62.4%	331 bps
- Desktop/ PC	% share	25.2%	32.9%	-770 bps	27.8%	-260 bps
- Voice	% share	9.1%	12.9%	-381 bps	9.8%	-71 bps
Total Listings (period end)	(million)	19.8	16.9	17.0%	18.8	5.4%
Net Listings Addition		1,021,158	342,336	198.3%	906,457	12.7%
Total Images in Listings (period end)	(million)	38.5	25.4	51.4%	35.6	8.1%
Listings with Geocodes (period end)	(million)	9.2	6.2	48.5%	7.8	18.0%
Ratings & Reviews	(million)	76.1	64.8	17.4%	73.1	4.1%
Paid campaigns (period end)		439,700	408,800	7.6%	435,980	0.9%
Total App Downloads (period end)	(million)	17.3	10.7	61.3%	15.4	12.4%
App Downloads per day		23,871	8,704	174.2%	26,533	-10.0%
Number of Employees (period end)		10,892	11,799	-7.7%	11,262	-3.3%

End of Presentation