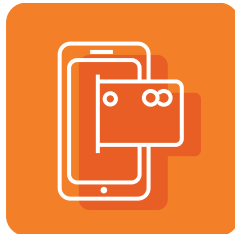




All India



Transforming businesses



What's inside...

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To learn more about the Company, visit:
<http://investor.IndiaMART.com/index.htm>

To download the IndiaMART app on your phone, scan the QR code:

IOS



ANDROID



Our FY 2020-21 performance at a glance


₹7,561 million

Total income

 +7%


₹3,282 million

EBITDA

 +94%

₹3,121 million

EBIT

 +111%


₹7,261 million

Deferred revenues

 +6%


₹2,800 million

Net profit

 +90%


₹96.1

Earnings per share

 +88%

₹3,225 million

Cash generated from operating activities

 +24%


₹6,696 million

Total revenue from operations

 +5%

₹23,654 million

Cash & investments

 +154%



Transforming BUSINESSES



Digitalisation has ushered in a new dimension of operations and value creation for businesses. As one of the fastest adopters of digital life, India has been in an advantageous position, to leapfrog into a fundamentally altered new future.

Ongoing COVID-19 Pandemic and strategic stimulus measures by Government of India to build an economically inclusive Atmanirbhar Bharat have further propelled small businesses towards digital transformation. At IndiaMART, we believe this is an opportune moment, especially for small businesses, to power India's journey towards self-reliance and reinforce the nation's economic standing in the new world order.

Our customised solutions seamlessly connect businesses with relevant suppliers, opening up new opportunities and facilitating economic formalisation. In the process, we are enabling businesses to transform the way they operate and deliver value, unlocking their true potential and helping them become the future growth engines.

CORPORATE IDENTITY

Leading transformation in an era of change

In our country's expanding and evolving digital universe, we are driving a continuous and impactful shift by bringing businesses online, and in the process creating value for all our stakeholders. With its gamechanger proposition, IndiaMART today has emerged as the largest B2B digital marketplace in India.


#BadaAasaanHai

We make doing business easier (our credo 'Bada Aasaan Hai' appropriately resonates the philosophy) by connecting buyers and suppliers across product categories and geographies in India through powerful business-enablement solutions. IndiaMART provides ease and convenience to the buyers by offering a wide assortment of products and a responsive supplier base, while offering lead generation, lead management and online payments to our suppliers.



Connecting



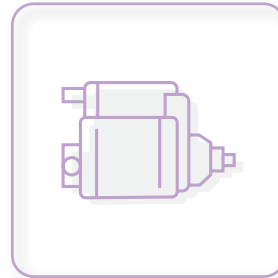
125 million+

Buyers



6.5 million+

Supplier storefronts



To



72 million+
Products & Services



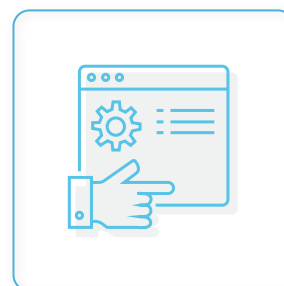
97,000+
Categories



610 million+
Enquiries



960 million+
Total traffic



Through

OUR VALUE PROPOSITION

Standing apart, staying ahead

Our business optimism comes from the competitive edge we have built over the years. With more and more businesses, including the small and medium enterprises, embracing digital, we will keep expanding our buyer and supplier network and deliver more value to our investors.

KEY COMPETITIVE STRENGTHS





WIDE-RANGING PORTFOLIO

Access to a diversified portfolio with a detailed catalogue using pictures, videos, review and ratings along with pricing and product specifications.



72 million
Products Listing
across



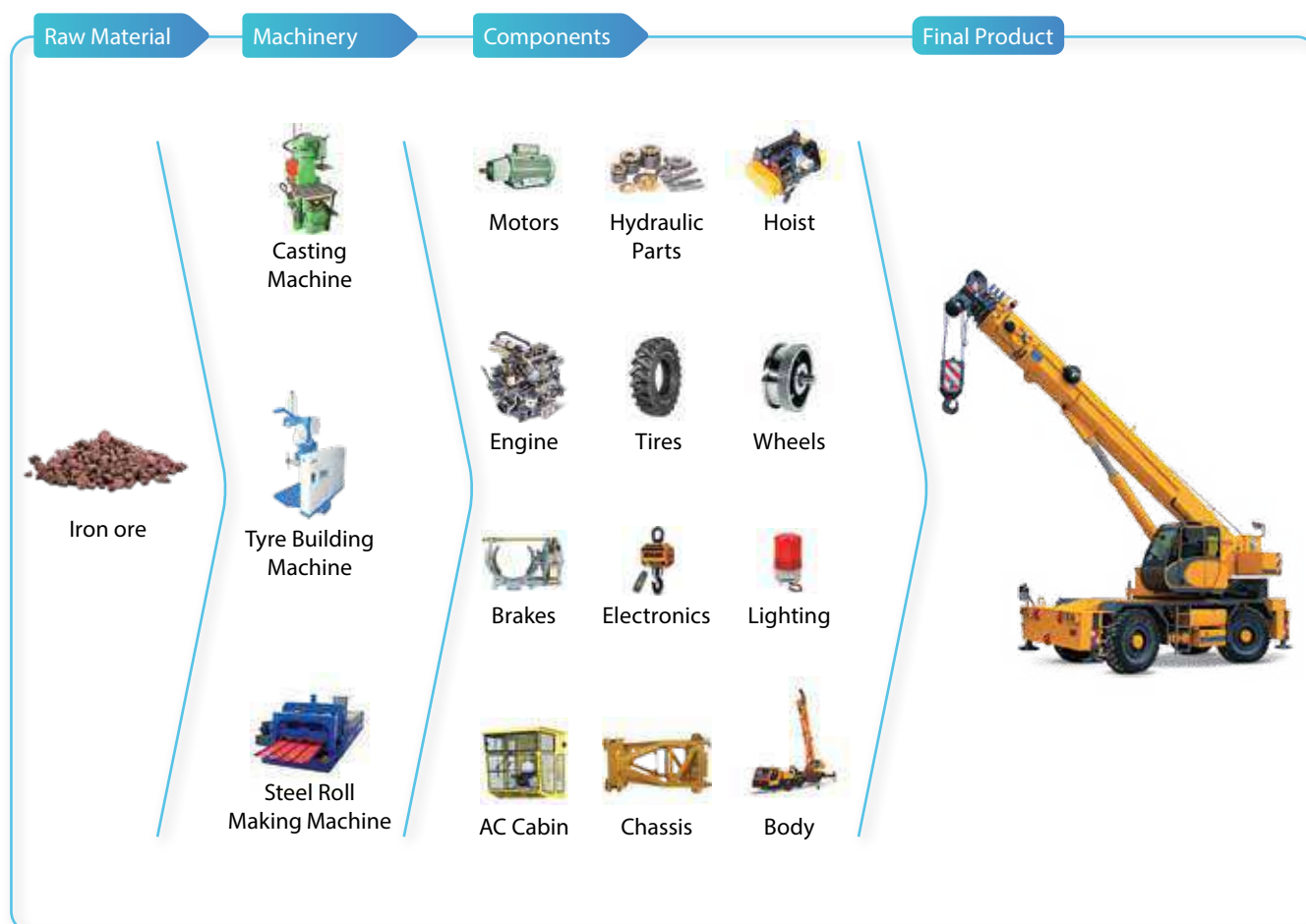
97,000+
Categories
covering



56
Industries

*leading to end-to-end
value chain discovery*

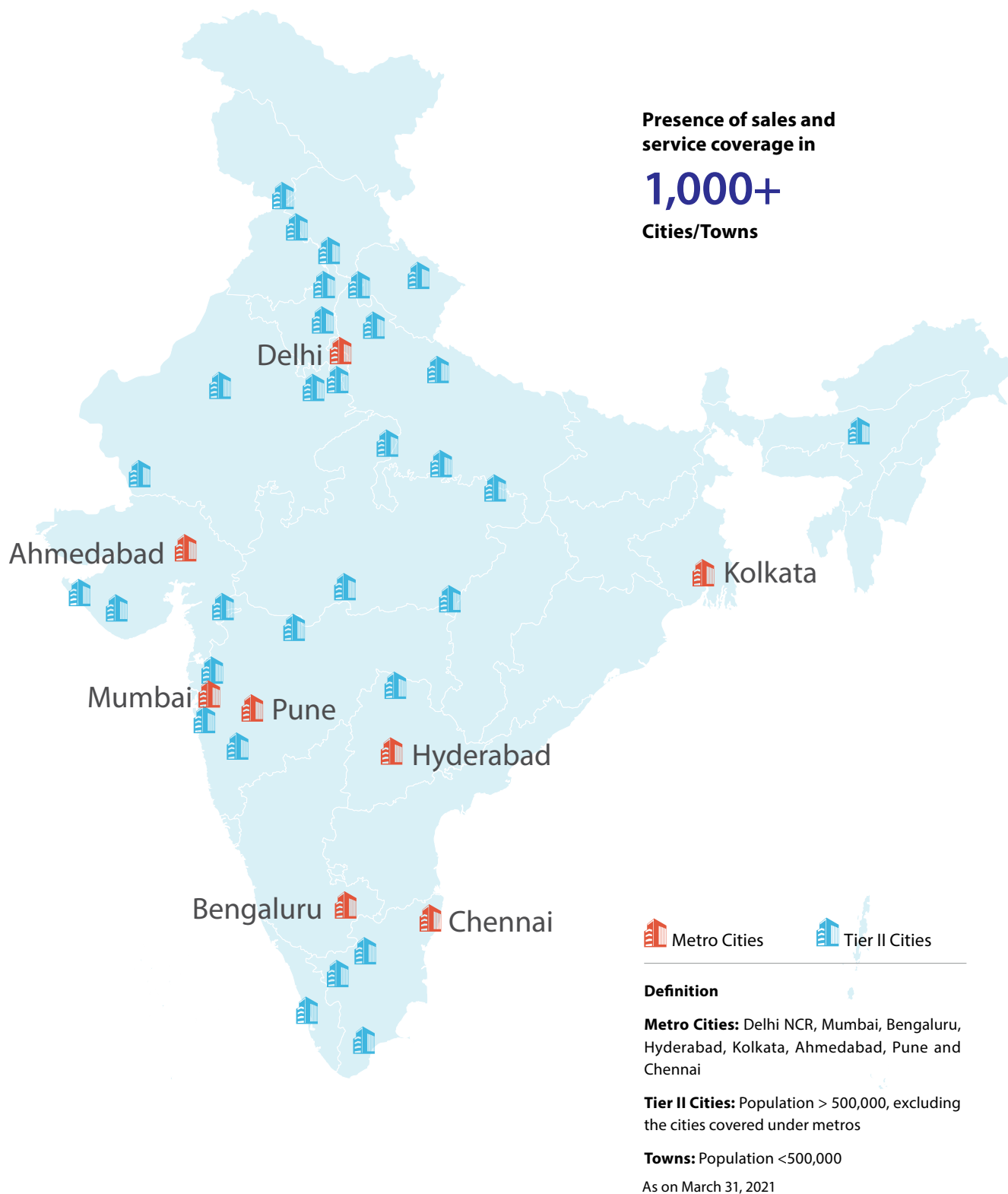
END-TO-END VALUE CHAIN DISCOVERY



Our value proposition (Contd.)

BRIDGING GEOGRAPHIES

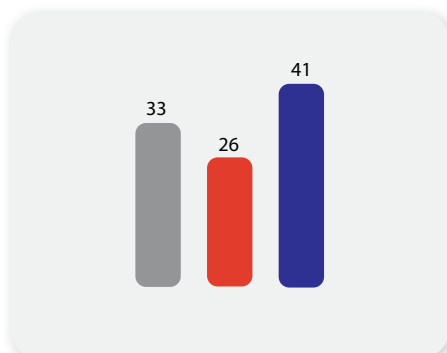
Empowering a highly-fragmented market through a wide network of own salesforce, channel partners, FSF, tele and online modes.





Buyer Distribution

(In %)



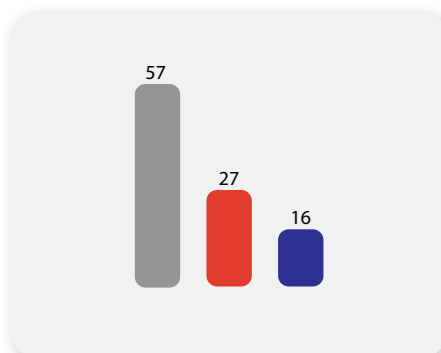
Metro Cities

Tier II Cities

Rest of India

Paying Subscription Suppliers

(In %)

Geographical
Presence of Buyers/
Suppliers

8

Metro Cities

69

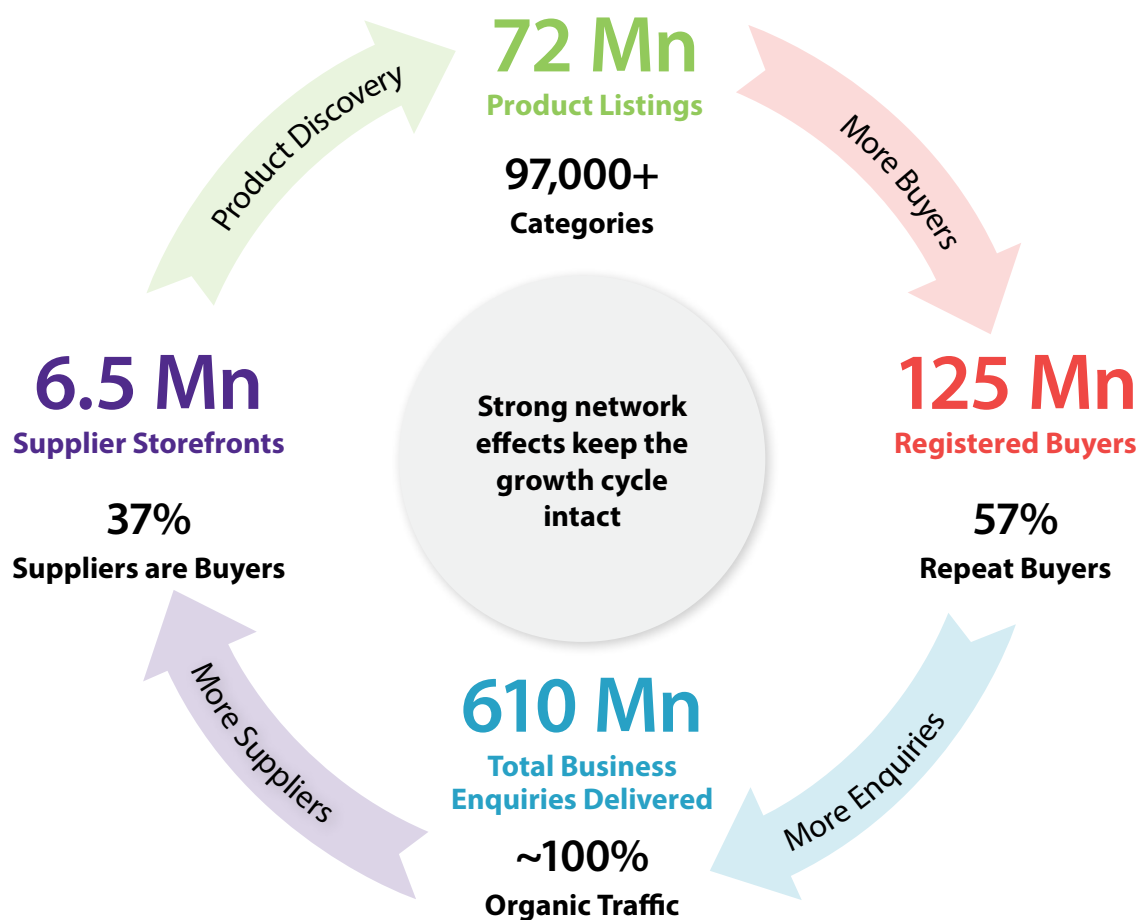
Tier II Cities

~4,000

Towns across Rest of India

STRONG NETWORK EFFECTS*

Over the years we have built a strong recall value with our customer-centric strategy and strong network, which is reflected in our organic traffic.



* For FY 2021

Our value proposition (Contd.)

LEVERAGING TECHNOLOGY

We have built an efficient and effective business model, using technology to our advantage, constantly innovating and focusing on the implementation of disruptive AI-based technology interventions.



Call responsiveness through Cloud Telephony



CRM- digital lead managers & conversational commerce



BuyLead - request for quotation



Behavioural data-driven algorithmic matchmaking



Online Payments



Mobile accounting and tax invoicing (Simply Vyapar Apps Private Limited)



Voice and multi-language search options Voice



Order & distribution management system (Shipway Technology Private Limited)



Digitised freight sourcing and monitoring (Truckhall Private Limited)



Legal workflow management (Legistify Services Private Limited)



₹200 crores

Online Payment facilitated during FY 2020-21



SUBSCRIPTION BASED MODEL

We have a subscription-based revenue model with negative working capital requirement driving our return on investment (ROI).

95%

Revenue from Subscriptions

Top

10%

Subscribers contribute

41%

Of Revenue

ATTRACT MEDIUM AND LARGE SUPPLIERS IN ADDITION TO SMES

At the onset, Indian small and medium enterprises (SMEs) initially comprised the core base of the supplier community on IndiaMART. However, larger corporates and leading brands are a growing supplier segment on our platform. We continue to make IndiaMART an engaging and effective marketplace for them while sustaining our efforts to grow our strong SME supplier base. We work on maximising our engagement with our suppliers, by continuing to make IndiaMART an advantageous platform for marketing products and services as well as enabling business processes.

