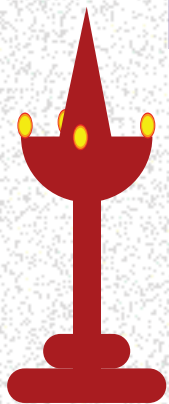
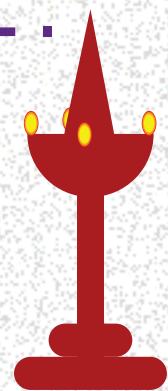




INSPIRING HISTORY.  
ROUSING FUTURE.



ANNUAL REPORT 2017-18





# CONTENTS

2

OUR JOURNEY

8

OUR CHAIRMAN'S MESSAGE

10

OUR VALUE PROPOSITION

11

OUR COMPANY OVERVIEW

12

OUR STRENGTHS

14

OUR BRAND VALUE

15

OUR GROWTH CYCLE

16

OUR PERFORMANCE

18

OUR CUSTOMERS SPEAK

20

OUR BOARD OF DIRECTORS

21

NOTICE OF AGM

27

CORPORATE INFORMATION

28

BOARD'S REPORT

64

MD&A

68

STANDALONE FINANCIALS

115

CONSOLIDATED FINANCIALS



# INSPIRING HISTORY. ROUSING FUTURE.

The history of an organization instills a sense of identity and purpose in its people and enthuses goals and strategy that resonate with its culture. When a company's history is inspiring, it can be deployed as a valuable explanatory tool in its most familiar form, a narrative, to motivate people to raise the bar, believe in themselves, to adapt to change, and to overcome challenges. Simply said, when rich corporate history is shared through stories, it provides insight into the culture of the company's origin which, we believe, causes the present and crafts the future.

A young India, largely digitally enabled, is spatially dispersed, extremely adaptable to change, and demands non-traditional routes for paving its life-path. We have extraordinary people who make our company the best it can be for supporting that aspiration. Our history, culture, shared values and commitment to partnership, remain the platform from which we will spearhead our next phase of growth in this fast-changing, digitally networked world in a cohesive and non-fragmented manner towards a future that by all indications promises to an exciting one.

Apart from the balloons and fireworks that usually mark our company's milestones, a sophisticated understanding of our inspiring history is, we believe, one of the most powerful tools we possess, to shape this rousing future.



# OUR JOURNEY

It all started in 1997. The internet was still in its infancy in India. Murugavel Janakiraman was employed as a consultant in the US when he launched a Tamil Community site for Tamil NRIs. Matrimonials was just one section of the site. Muruga was astounded by the fast-increasing eyeballs on this section. He spotted a great opportunity and launched TamilMatrimony.

He bootstrapped with \$10 per month and after two years invested \$1000 per month. Matrimony.com raised about \$20 M (less than Rs 100 Cr) in two rounds of funding. The company went public in September 2017.

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Muruga finds his life partner Deepa on the site he created.

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The company pioneered “doorstep collections” a precursor to today’s Cash on Delivery (COD).

There was a sudden turn of events however the world witnessed the dotcom bust in 2000 and Murugavel Janakiraman found himself without a job. Rather than look for a new one, Muruga decided to focus full-time on his passion - TamilMatrimony.com

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To expand reach and service to the not so internet savvy customers, retail outlets were launched. Today we have 139 company-owned retail outlets.



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BharatMatrimony pioneers the Matrimony Meet concept, whereby prospective brides and grooms and their families can meet face to face. (Offline-online integration)

Mega Swayamvaram 2002 - the largest Matrimony Meet in the world is conducted at Rajah Muthiah and Rani Meyammai Halls, Chennai.

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04

Adversity sometimes brings out the best in you, they say. That proved true for Muruga as he returned to India and set up the BharatMatrimony office in a small 300 Sq Ft office in the busy by-lanes of T Nagar in Chennai. Soon 15 regional domains under BharatMatrimony were launched - HindiMatrimony, BengaliMatrimony, TeluguMatrimony, TamilMatrimony and more.

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Global leaders Yahoo! and Canaan Partners invest \$8.65 million in the BharatMatrimony Group.

Globalisation and liberalization contribute to a fast increase of affluent people in India. EliteMatrimony was launched to address their niche matchmaking needs.

Featured in Limca Book of Records for record number of marriages online.



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Understanding that Indians preferred getting married within their own community, 200 plus community portals were launched under CommunityMatrimony. Today the number has grown to 300+.

The Governing Council of the Internet and Mobile Association of India (IAMAI) appoints Murugavel Janakiraman as Chairman of the Association for 2007-2008 in recognition of his leadership in utilization of digital and mobile platforms.

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BharatMatrimony gets recognized as a winner in the Deloitte Technology Fast 50 India 2008 Program conducted by Deloitte Touche Tohmatsu, Asia Pacific. This award reiterates the fact that BharatMatrimony is a clear leader and pathbreaker in the field of online matrimony and has set standards for others to follow.

The India Online-2008 report by JuxtConsult confirms that we are THE MOST PREFERRED and MOST VISITED matrimony portal by Indians world over.

Consim Info raises USD 11.75 Million led by Mayfield Fund and existing investors, Yahoo! and Canaan Partners in its second round of funding.

To cater to those who sought personal service to search for matches, a personalised service called Assisted Match Making was launched

BharatMatrimony recognized by JuxtConsult as the most used matrimony portal

2007  
2008  
2009



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100 Online Matrimony Meets in 1 Day— BharatMatrimony created a record by conducting 100 matrimony meets for different communities on the same day at the same time on March 27. During the Online Matrimony Meet, members communicated for 3 hours through uninterrupted chat conversations with as many prospects as they wanted. Members could chat, exchange views and share horoscopes with other members in their community. Participation was excellent.

Quick to understand that consumers would move to mobile, BharatMatrimony launched apps for all major platforms. Today, the company has recorded over 7 Million downloads including its regional and community apps.

MatrimonyDirectory - a wedding classifieds portal with over 50,000 vendors was launched.

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Guinness World Record created for Largest Wedding Album.

Name changed from Consim Info to Matrimony.com.

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Murugavel Janakiraman was nominated twice by The Economic Times for the “Entrepreneur of the Year” award. Besides being awarded Digital Entrepreneur of the Year by WAT, he was also Chairman Emeritus of the IAMAI (Internet and Mobile Association of India).



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Ranked India's Most Trusted Matrimony Brand  
by The Brand Trust Report 2014

A survey conducted across 16 cities by  
Brand Trust Report (2014) on 61 critical  
brand and trust points has confirmed that  
BharatMatrimony is indeed India's most  
trusted online matrimony brand. The Brand  
Trust Report survey is conducted by Trust  
Research Advisory (TRA) annually. The survey  
covered 20,000 brands.

Backed by strong technology, analytics,  
millions of trusted members, and over  
four thousand associates, the company  
stood out as the undisputed leader in the  
online matchmaking category with a large  
market share.

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Matrimony.com's MIMA wins NASSCOM  
'Excellence in Analytics' 2015 Award

MIMA (Matrimony.com's Intelligent  
Matchmaking Algorithm) won the prestigious  
NASSCOM award for Top 50 'Excellence in  
Analytics' 2015, for its amazing personalised  
matchmaking recommendation engine. MIMA  
is a home-grown machine learning algorithm  
that computes results in real-time using Big  
Data technologies and Data Sciences.

To tap into the huge \$56 Billion marriage  
services market in India, the company forayed  
into the following services:

MatrimonyPhotography for professional  
photography and videography services.



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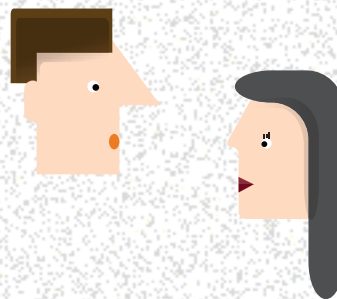
MatrimonyBazaar to provide best wedding services from catering to clothing

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17

MatrimonyMandaps to help customers find wedding and banquet halls

2017

**MATRIMONY.COM WAS THE FIRST  
PURE PLAY CONSUMER INTERNET  
COMPANY TO BE LISTED ON THE  
STOCK EXCHANGE.**





# OUR CHAIRMAN'S MESSAGE



Dear Shareholders,

On April 14<sup>th</sup> 2000, when I first launched a small matrimonial portal for Tamils in USA, little did I realize that it would one day morph and grow to become the first internet company to be publicly listed, the only profitable consumer internet company in the matrimonial space. The response to the portal was so overwhelming that it fueled my passion to embark on a full-fledged matrimonial site. Thus, the birth of Tamil Matrimony.com followed by other customized sites to cater to the needs of different end users, culminating ultimately with Matrimony.com going public and be a listed Company in Indian Stock exchanges from September 2017. This journey - flagged off by an idea that ignited a passion which transformed into a purpose - has taken 18 years.

I am proud to say that we were able to capitalize on the power of technology and make a significant mark as an early mover in the largely unorganized marriage sector. When we started, the pitifully low internet penetration