

POWERING LIFE CONNECTIONS

Real. Innovative. Responsible.



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POWERING LIFE CONNECTIONS.

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In the Circle of Life, Marriage is one of the most important decisions, with far reaching implications. It is the start of a new phase for creating a happy family, through finding one's Life Partner. A person goes through hopes, aspirations, excitement, fears in this journey.

To some, finding a life partner is finding a best friend and companion.

To some, it is a natural next phase of life.

To some, it is realizing ambitions together.

To us, it is achieving their purpose.

Adapting to Change, without losing the deep-rooted traditions.

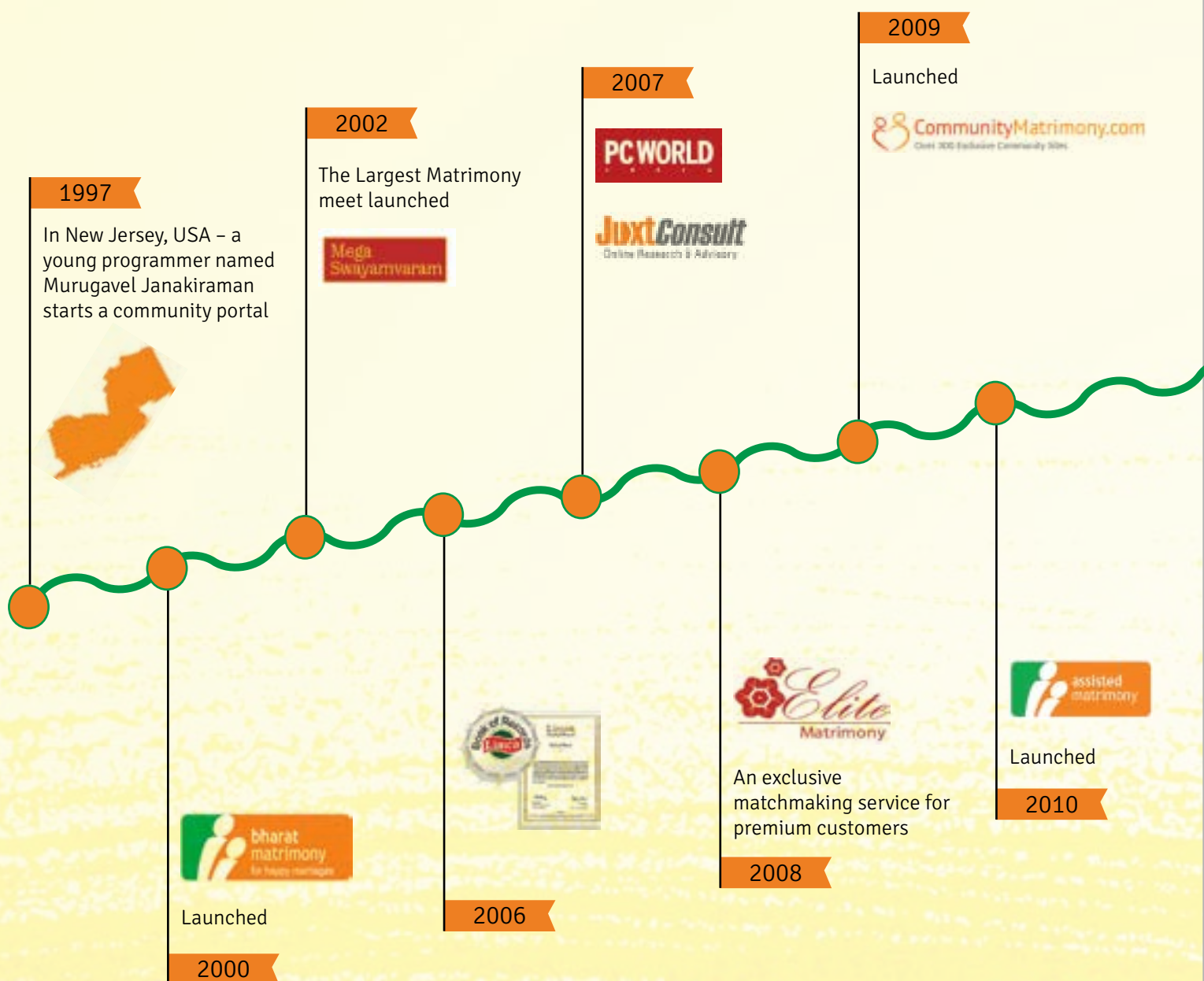
Matrimony.com strives to make this journey enriching, joyful and successful.

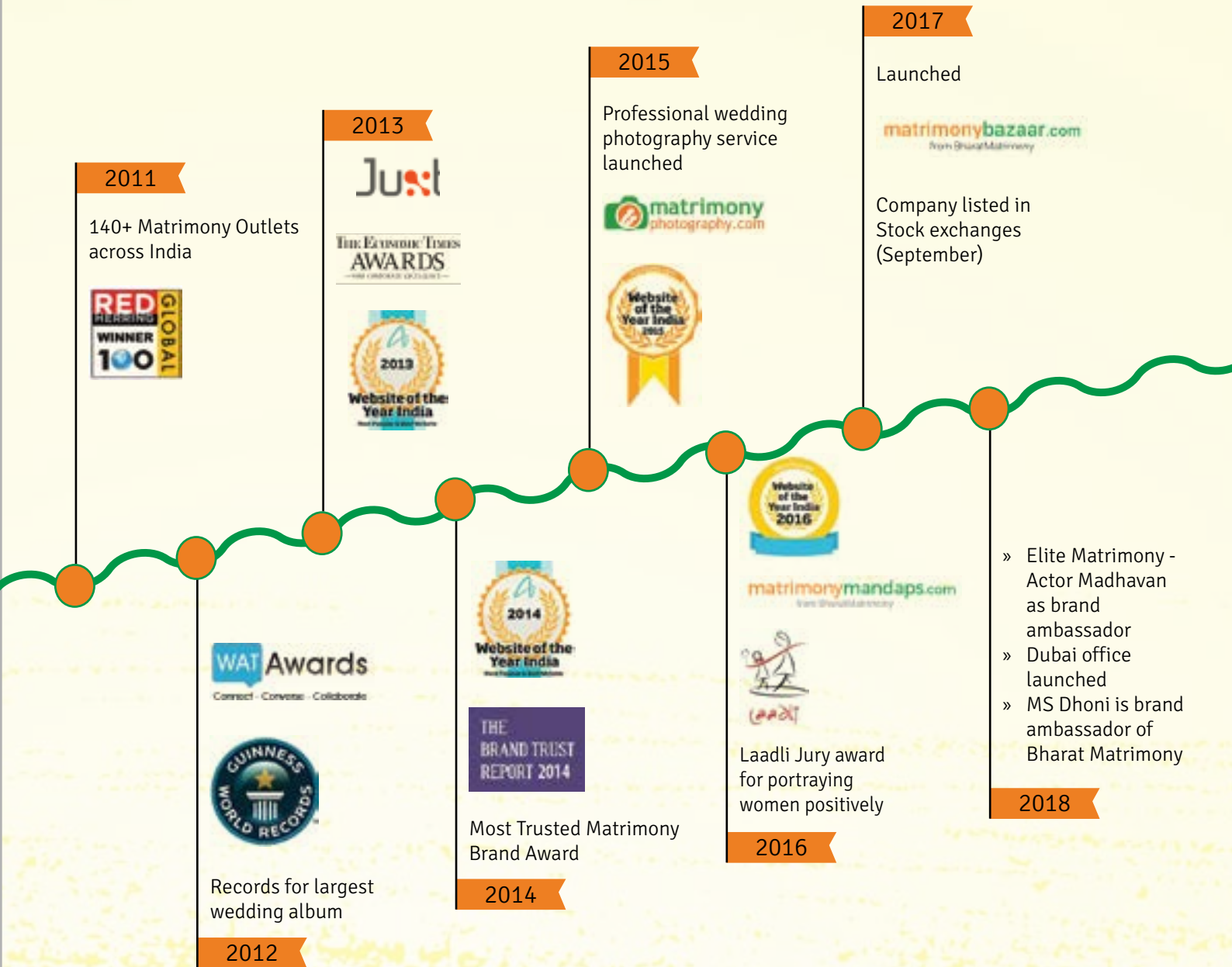
Backed by long-standing history and proven leadership.

We come together as one Family and Power Connections for Life.

We are Real, Innovative and Responsible.

WINNING MILESTONES





MESSAGE FROM CHAIRMAN



Dear Shareholders,

We just completed 19 years of our existence – the last of the teens. This is also our first full financial year as a listed company. As we enter the next phase of our growth, we aim to be “Bigger and Better”. The world is dynamic along with its people, demographics and culture, and expectations are constantly changing. But one thing has not changed for us – the drive to be dedicated to our cause. The mission to “Power Connections for Life”. We can do this effectively only when we are “Real”, “Innovative” and “Responsible”.

We are Real because we create more than 100,000 success stories in a year. The network effect is tremendous with more than 4.08 million profiles added in FY19 with active profiles of 3.72 million. With over 15 regional portals and 300+ communities and a retail network of 130+, we are unquestionably Real. This makes us the leading provider of on-line matchmaking services in India. We are Real also

because we don't stop there; we forward to integrate into Marriage Services, and aspire to be a one stop platform for our customers, aligning to our cause.

We are relentlessly Innovative because we believe that our customers deserve the best. Using robust technologies, analytics, and a micro-market strategy with targeted and personalised services, we have become a trusted brand in the communities we operates in. The iconic cricketer MS Dhoni is our brand ambassador. Beyond just marketing, MS Dhoni reflects the spirit of equality in marriage, in the “Find Your Equal” campaign. This is a social change that we want to address.

We aspire to be the most trusted and secure matrimonial site that people can use. I am proud that we have launched the SecureConnect feature on our site that facilitates safe use of the platform by all women members of BharatMatrimony.com. This innovative feature affords them privacy if they seek it. The initiative also embodies our strong commitment towards a customer centric approach in conducting our business.

In our efforts to extend our reach and make it easy for people in the Middle East to use our services, I am happy to share that we have opened an office in Dubai.

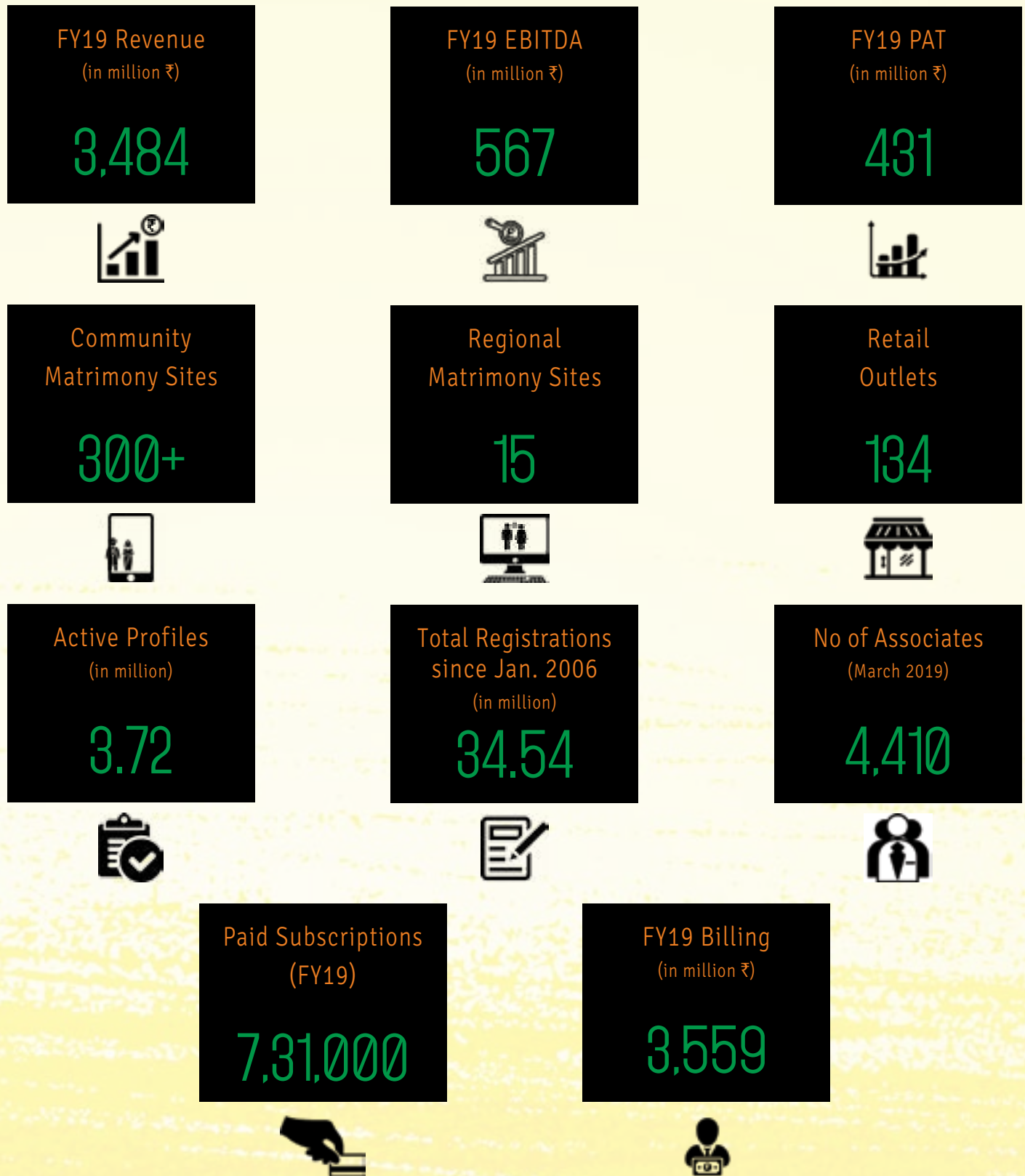
Reflecting on our financial performance, our full year revenue stood at ₹348.4 crores. The growth at 3.9% was slower than expected due to competition intensity. We addressed many of these challenges by stepping up marketing efforts and customer-centricity initiatives. Marketing expenses in FY19 was ₹81 crores, an increase of 45%. Excluding marketing expenses, our operating margins stood stable in FY19 as compared to FY18. With these initiatives, we ended the last quarter of FY19 on a strong note with billing growth of 10.9% qoq. This also sets the tone for a stronger FY20, along with increased traction in Marriage services.

I thank our talented and dedicated people for their unrelenting support towards a noble cause. I also thank the Board for their guidance and encouragement, and last but not the least, I thank you, the shareholders for your trust and support through the year. I look forward to a bigger and better FY20.

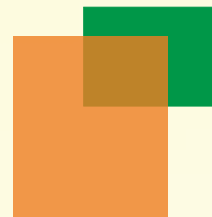
With best wishes,

Murugavel Janakiraman
Chairman and Managing Director

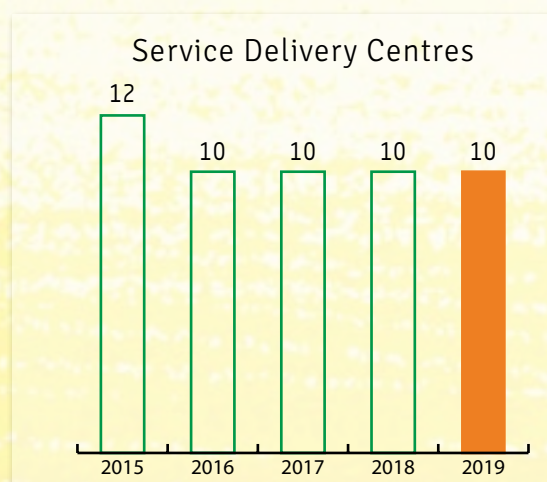
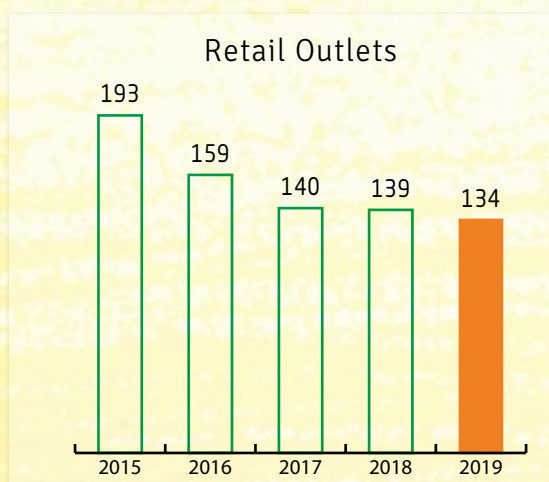
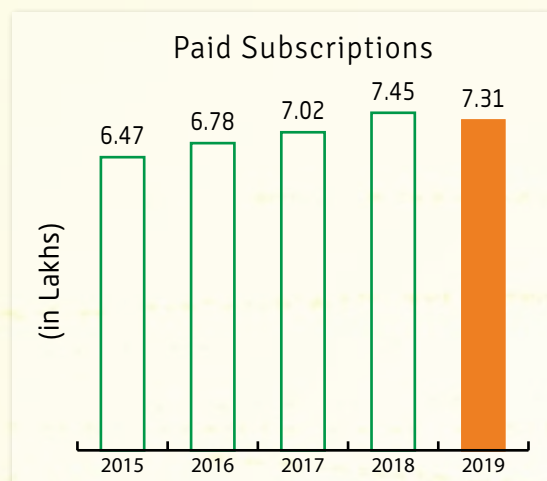
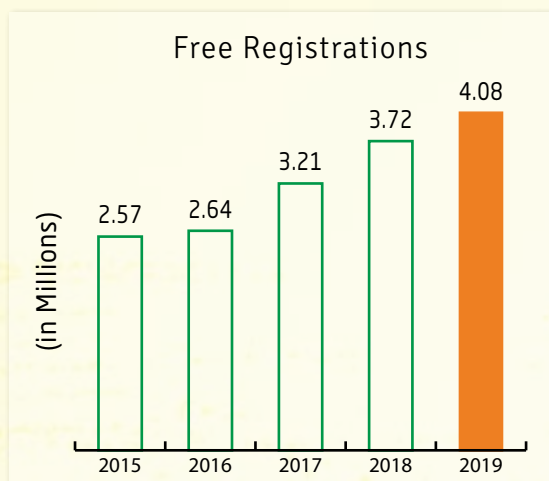
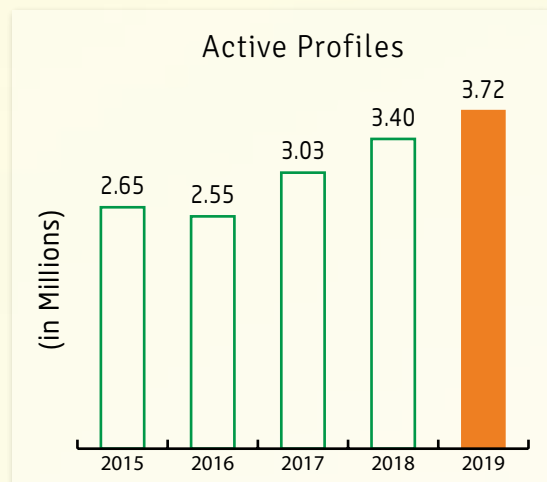
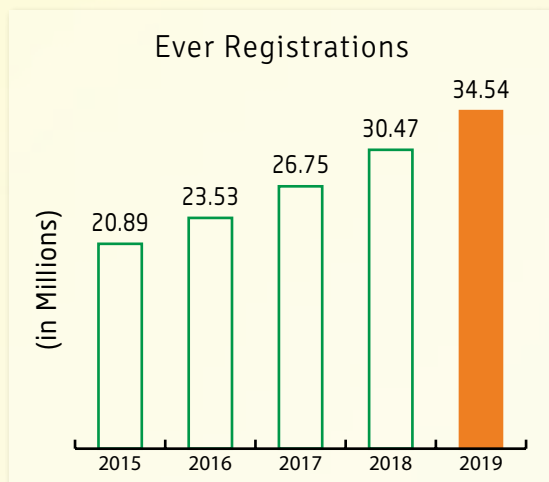
IN A NUTSHELL



5 YEAR PERFORMANCE AT A GLANCE

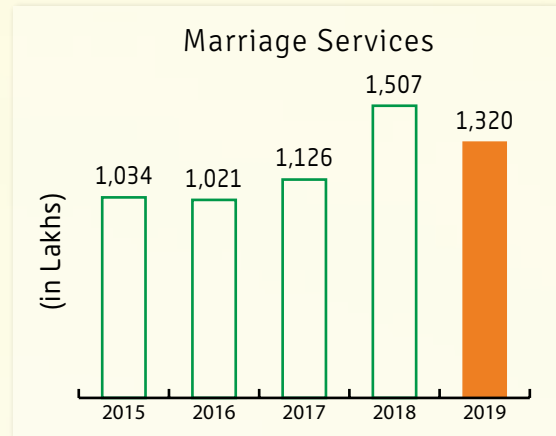
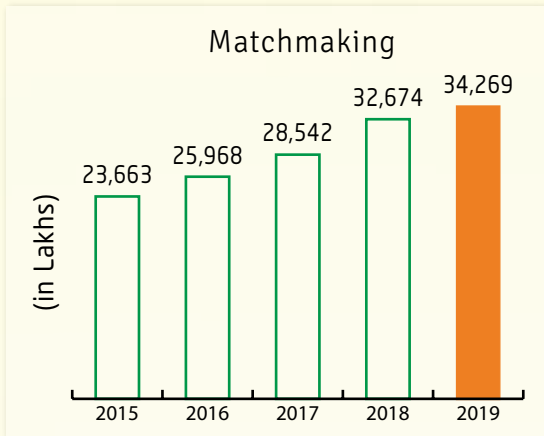


KEY REVENUE METRICS

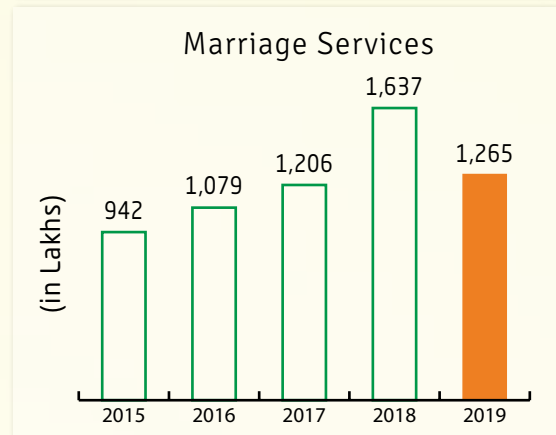
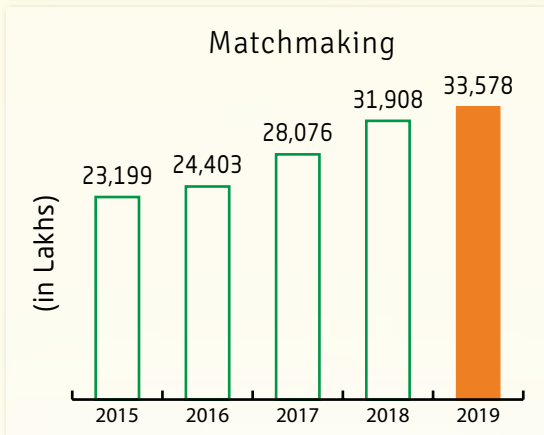


KEY FINANCIAL METRICS

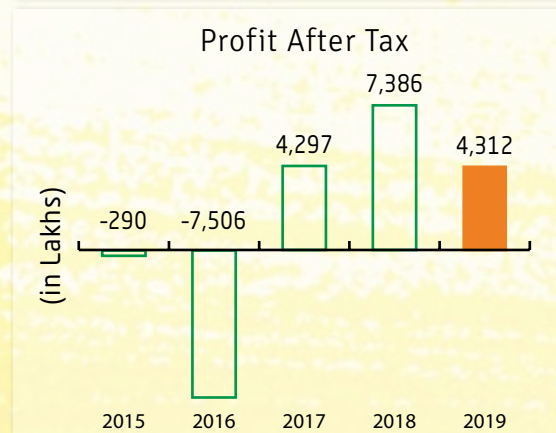
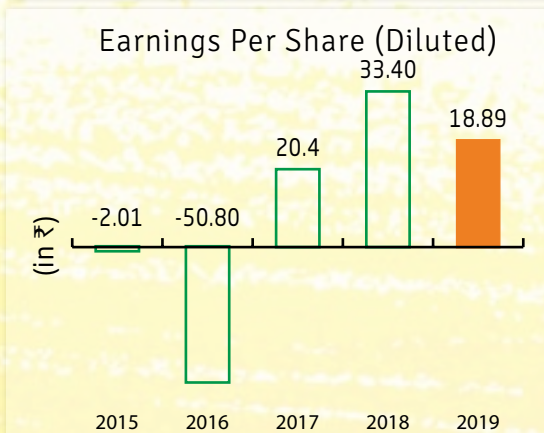
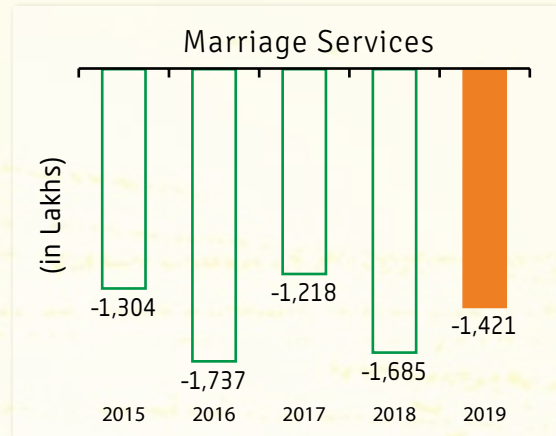
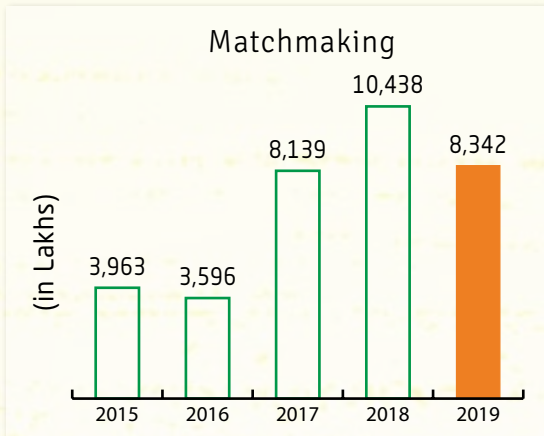
BILLING



REVENUE



EBITDA



THE REAL STORIES

TamilMatrimony

Love bloomed through WhatsApp for Ishwearya & Arun

A loving family member, friend, or even a co-worker can register on the site to help a person find their partner.



"MY SISTER REGISTERED MY PROFILE ON THE SITE AND SHOWED ME ARUN'S PROFILE. WHEN I WENT THROUGH IT, I REALLY LIKED IT BECAUSE HE WAS VERY FRANK ABOUT HIMSELF AND WHAT HE IS LOOKING FOR."

KeralaMatrimony

Rakhee and Vineeth - A Tale of Long Distance Love

MERE DISTANCE DOES NOT HAVE THE POWER TO SHATTER UNCONDITIONAL LOVE. LONG DISTANCE LOVE ALSO WORKS WHEN YOU TRULY LOVE SOMEONE.

