







# Info Edge (India) Ltd.

India's Online Classifieds Company

Helping People & Businesses Meet

### Safe harbor

Statements contained in this presentation concerning our growth prospects may constitute forward-looking statements. The Company believes that its expectations are reasonable and are based on reasonable assumptions. However, such forward looking statements by their nature involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, intense competition in the businesses we operate in including those factors which may affect our cost advantage, wage increases, our ability to attract and retain highly skilled professionals, client concentration, disruptions in telecommunication networks, liability for damages on any of our contracts/ subscriptions, withdrawal of governmental fiscal incentives, political instability, unauthorized use of our intellectual property and general economic conditions affecting our industry. The Company does not undertake to update any forward-looking statement that may be made from time to time by or on behalf of the company.

The equity shares of the company are regulated by the laws of India. Please refer to the applicable laws of your jurisdictions before dealing in equity shares of the company.

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# Key takeaways

- Rapid growth in Indian internet market
- Clear and sustainable market leadership in online classifieds
- Strong innovation pipeline for continuous differentiation
- Robust financials with blue chip investors
- Management depth for continued growth
- Related diversifications
- External risks :
  - Rupee appreciation
  - Interest rate

### Three lines of business

### Info Edge

### Recruitment



- Launched in March 1997. Contributes more than 80% of company's total income in Q1 FY08
- ➤ No. 1 job portal in India more than 50% page view share among top 3 sites
- Over 10 mm resumes with 10,700 added daily, 82,000 job listings, 14,000 clients.
- Quadrangle in offline recruitment services

### **Matrimonials**

### *Jeevansathi.*com

- Acquired in September 2004
- No. 3 matrimony website in India
- > 1.71 mm ever registered
- > Av. 2,500 profiles added daily

### **Real Estate**



- ➤ Launched in Sept 2005
- Leader in emerging online market
- ➤ Over 55,000 listings
- Pan India listings covering 23 cities

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### **Business environment**

**Macro Trends** 

Sustainable Economic Growth

Burgeoning Middle Class Buying Power

Favorable
Demographics
(54% < 25 years)

**Outcomes** 

**Strong Job Creation** 

**Rapid Urbanization** 

Mobile work force, nuclear families

Changing values and lifestyles

Adoption of Technology

**Beneficiaries** 





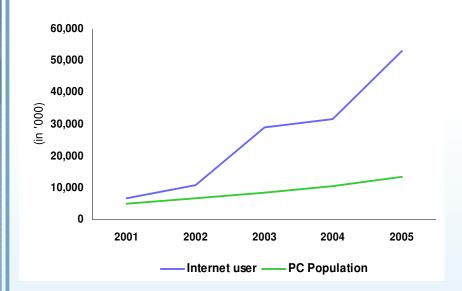
Jeevansathi.com



Source: Census 2001

## Addressable market growing

### **Internet and PC population**



### **Mobile users**



Source: NASSCOM

Source: Cris Infac/ Websites of GSM & CDMA association's

# Company overview

- VC investment from
  - ICICI Venture in 2000
  - Kleiner Perkins Caufield & Byers and Sherpalo in 2006 (Secondary)
- 57 offices in 32 cities in India + 2 in Dubai
- 1220 employees (over 850 in sales)
- Financials (Quarter ended June 30, 2007)
  - Revenue (up 77% YoY) USD\* 12.9 mm
  - Net Profit (up 123% YoY) USD 2.9 mm
  - Operating level
    - Revenue (YoY) up 67%
    - Net Profit (YoY) up 66%
- Listed in India in November 2006

\* 1 USD = Rs 40.30

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# Recruitment classifieds and services









### Recruitment market



Over 330 universities and 17,600 colleges

Over 3 mm graduates every year



Over 120,000 IT professionals every year

Over 1 mm employed by IT & ITES

High attrition rates in the IT services sector range between 25-40%

35 cities > 1 mm population

Source: Nasscom, Department of Higher Education

**Recruitment solutions** 



Print
Recruitment
consultants
Online
Other









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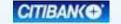








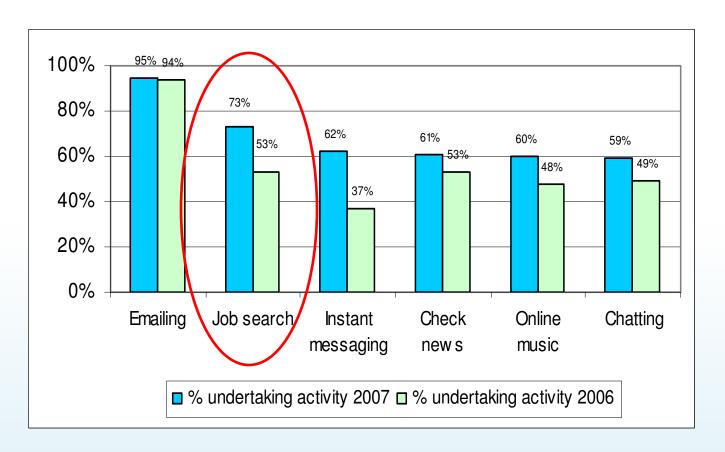






### Naukri is the hub

### Job Search



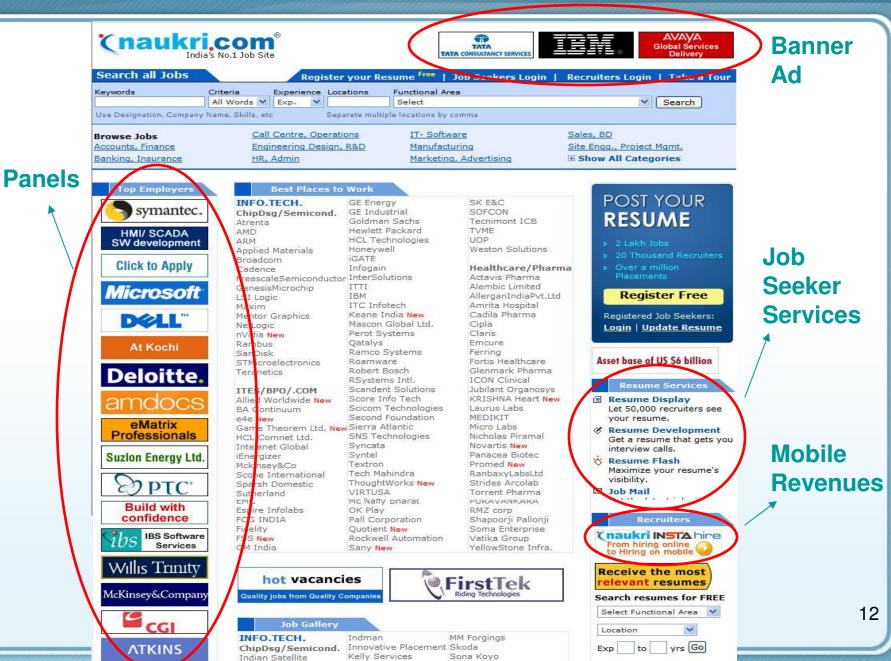
Source : Juxtconsult India Online Report May 2007, Population surveyed ~ 26,000

Job Search continues to be the second most popular professional activity of Internet Users and its popularity has increased

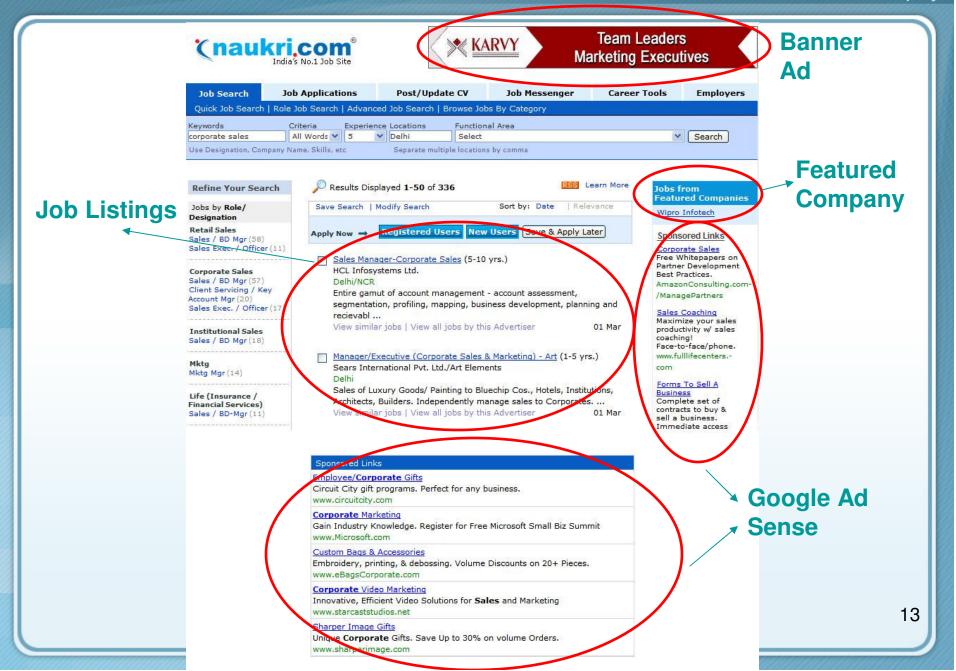
### Revenue streams

- Major
  - Job listing and Employer Branding / Visibility
  - Resume Database Access
- Others
  - Job Seeker services
  - Advertising other than for jobs
  - Mobile revenues
  - Resume short listing and screening
  - Google Ad Sense
- Launch of <u>www.asknaukri.com</u> in July, 07
  - To create user stickiness
  - Revenue model to emerge

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Resdex

### RecruitersLogin

Please enter your username & password to access your eApps, Resdex, INSTAhire and/or Job Posting account.

Username	
Password	Esset Harrison / Brancard
	Forgot Username / Password

New Clients Register here

Submit

RESDEX Search Resumes

Reach over 8 million Job Seekers today.

### **RESDEX**

### INSTAhire SMS Candidates

- » Innovative recruitment solutions now on mobile.
- » Hire the right, relevant candidates instantly through SMS.

### Post Jobs

- » Over 2 Lakh Jobs attracting the maximum traffic.
- » Tie ups with leading publications for increased response.

### Copps PRO Manage Resumes

- » Manage thousands of resumes and filter out junk in minutes.
- » Increase recruiter productivity by 400%.

### Recruiter Blogs new

» Speak directly to candidates about your organization and processes.

### Strategy – strengthen virtuous circle

Naukri.com benefiting from a virtuous cycle So we get the most clients We've got the most jobs (naukri.com So we get the most response So we get the most traffic

### **Imperatives**

- Hire and retain quality talent
- Product and technology innovation
- Superior sales and service execution
- o Build the brand

# Intense competition has resulted in market expansion

- Online
  - Monsterindia and Jobsahead
  - Timesjobs from Times of India, India's leading newspaper group
  - Others Jobstreet, Dice, Clickjobs, Ndtvjobs
- Print
  - Times of India, Hindu, others
- Recruitment consultants and search firms
  - Highly fragmented industry
  - Many are our clients

# Naukrigulf.com

- Launched in July 2006
- On site presence : Dubai
  - Site getting traction & clients
  - Low revenue currently but potential high
- Gulf market attractive
  - to increase presence and investment
  - Cover more countries on site
- Competition
   Bayt.com, Monstergulf, Timesjobs

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# Matrimonial classifieds & services





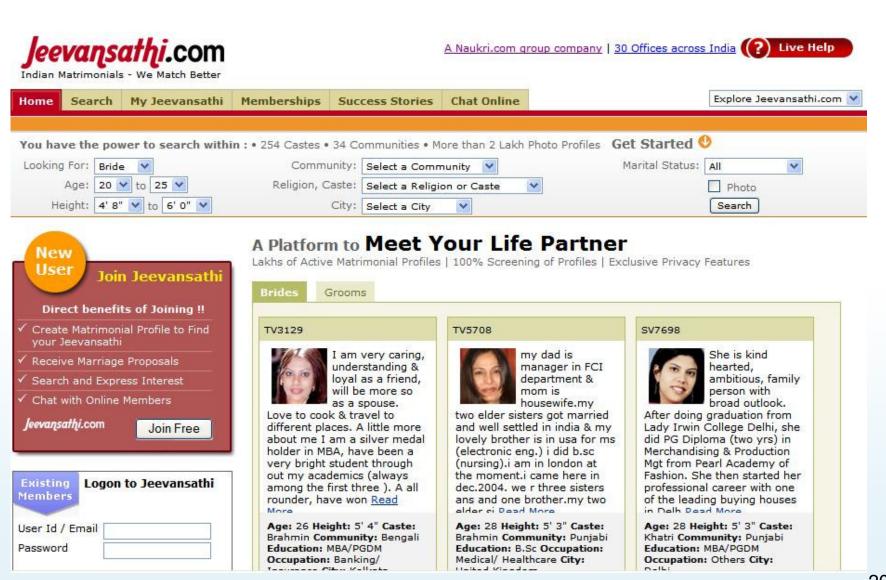




## Large market with many segments

- Over 300 mm people estimated to be in 10 to 30 years age bracket over next 10 years
- Urbanization and increased economic activity
  - increased mobility of work force
  - nuclear families
  - breakdown of traditional networks
- Arranged marriages are mostly within castes and communities
- Important to segment the market and focus
  - A discovery led process

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### Revenue model

- Free to list
- Free to search
- Free to express interest
- Free to accept others expression of interest
- Pay to get contact details

# Key metrics

- Daily profile acquisition rate
- Cost per profile acquired
- Percentage conversion from free to paid
- Average bill per paying customer
- Important to nudge key metrics in the right direction through smart brand building and superior product experience

# Competition

- Online players
  - Shaadi, Bharatmatrimony, Simplymarry
  - Offline presence sustainability not established
- Print classifieds
  - Times of India, Hindustan Times, others
- Marriage Bureaus and pundits
  - Community focussed, fragmented, unorganized, geographically constrained

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### Real estate classifieds









# Surge in demand for real estate



Aspirers; US\$975-4,675 pa

Rich; >US\$4,675pa

#### Reasons for boom

- Home ownership valued in India
- Increasing incomes
- Growing middle class
- Nuclear families
- Urbanization
- Easier home finance
- Supply creation with aggressive marketing

Strivers;<US\$975pa

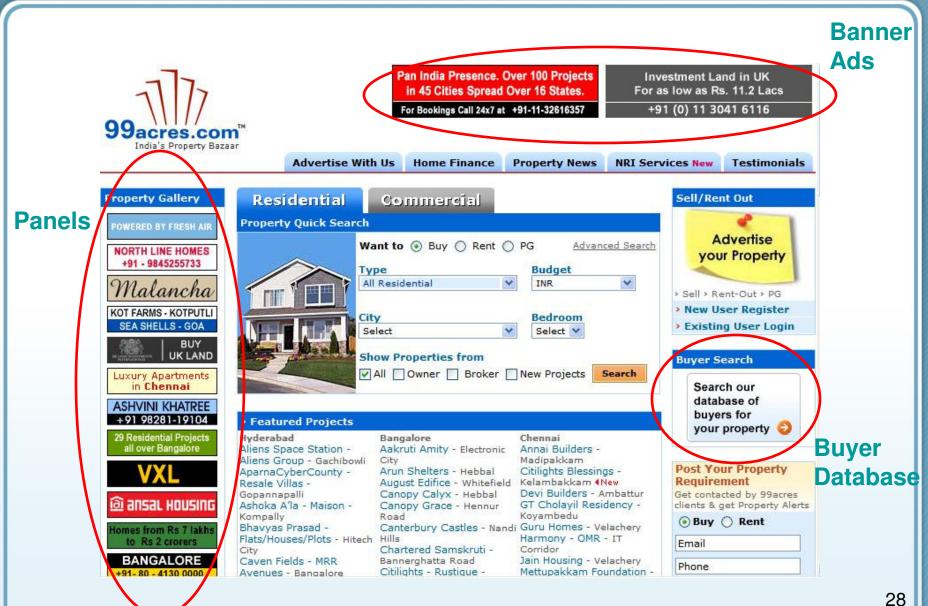
### Revenue streams

- Most revenue from developers, builders and brokers
- Site has traction for residential, primary & secondary, sale and purchase
  - To develop for commercial and rental markets
- Revenue from
  - Property listings 55,000 listings (few paying)
  - Builders/Brokers Branding & Visibility –
     Microsites, home page links, banners
  - Others Buyer database access

### Macro economic concerns

- Slow down in real estate activity due to prices stagnating/ coming off
  - Higher interest rates
  - Bank credit to the sector being tightened

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# Competition

- Online
  - Magicbricks, Indiaproperty, 2bhk, makaan
- Print
  - Times of India, Hindustan Times, Hindu, others
- Other mass media TV, radio, outdoor
- Real Estate Brokers
  - Large population, highly fragmented, no license requirements, deregulated,
  - Many are our clients

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# Management









### Qualified and experienced management team

### **Board of Directors**

#### Sanjeev Bikhchandani (44)

Managing Director and CEO
BA Econ. St. Stephen's. PGDM IIM-A
Previously with Glaxo SmithKline

#### Ambarish Raghuvanshi (45)

Whole Time Director and Chief Financial Officer CA, PGDBM XLRI Previously with Bank of America & HSBC

### Hitesh Oberoi (35)

Whole Time Director and Chief Operating Officer B.Tech IIT Delhi, PGDM IIM-B Previously with HLL (Unilever)

#### Kapil Kapoor (43)

Chairman & Non-Executive Director B.A.Econ, PGDM IIM-A MD Timex Watches

#### Ashish Gupta (40)

Non-Executive Director

B.Tech IIT Kanpur, Ph.D. Stanford Univ.
Partner, Helion Venture Partners

#### Sandeep Murthy (30)

Non-Executive Director M.B.A. Wharton School Nominee KPCB and Sherpalo

#### Arun Duggal (60)

Non-Executive Director
B.Tech IITD, PGDM IIM-A
Previously with Bank of America & HCL
Technologies

#### Saurabh Srivastava (61)

Non-Executive Director
B.Tech IIT Kanpur, M.Sc Harvard Univ.
Founder IIS Infotech (Now Xansa),
NASSCOM, TIE

#### Bala Deshpande (41)

Non-Executive Director MA Econ.,MMS JBIMS ICICi Ventures

### **Key Management**

### Sudhir Bhargava (38)

Sr. VP, Corporate Finance B.E, MBA (FMS) Previously with HSBC, ICICI Bank

#### Vibhore Sharma (33)

Sr. VP, Technology B.Sc IGNOU Previously with Pioneer

#### Vivek Khare (36)

Sr. VP, Jeevansaathi.com M.Sc (Physics), IIT Kanpur. PGDBA, Birla Institute of Management technology

#### Vineet Singh (35)

Sr. V.P. for Domestic (North, East & West) and International Sales
PGDBA, IPM.
Previously with Xerox

#### Deepali Singh (33)

Head 99acres.com
Bachelor of Science, Law Degree, Delhi
University. MBA, IPM.
Previously with Aptech

#### V.Suresh (35)

Sr. V.P., Sales – South & West India, B.E.(Instr. and Control). Masters in Mgmt, Sathya Sai Institute of Management. Previously with Xerox

#### Harveen Bedi (36)

Head Quadrangle
MBA, Birla Institute of Management
Technology
Previously with Nestle

### Sharmeen Khalid (36)

V.P, HR
MBA, IRMA
Previously with Polaris

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## Financials



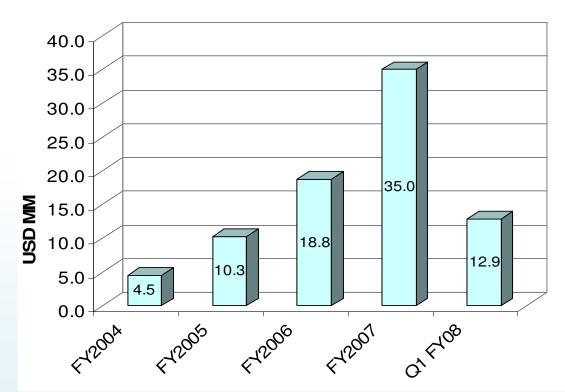






# Financial performance

### Revenues



Q1 FY08 over Q1 FY07 77% growth in revenue and 67% growth in net sales

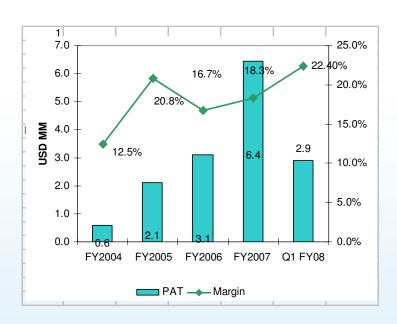
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# Financial performance

### **EBITDA**

#### 12 35.0% 30.0% 29.7% 30.0% 10 31.0% 25.0% 8 USD MM 20.0% 15.0% 4.3 10.0% 5.0% 0.0% FY2007 Q1 FY08 FY2004 FY2005 FY2006 EBITDA — Margin

### **Net Profit**

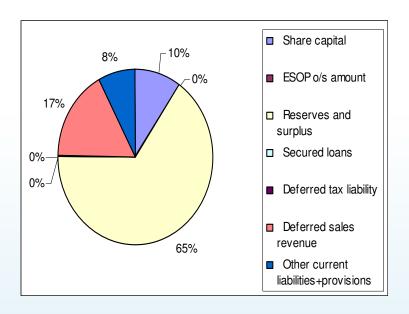


Q1 FY08 over Q1 FY07 61% growth in operational EBITDA and 66% growth in operational net profit

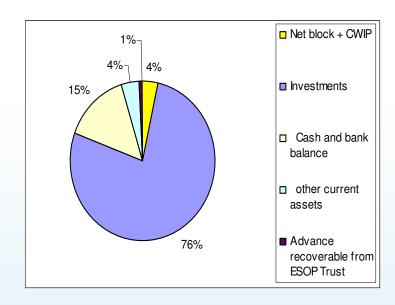
Exchange rate as of that year

### Balance sheet

### Liabilities



### **Assets**



Balance sheet size as of 31.3.2007 USD 67.5 mm (1 USD = Rs 42)

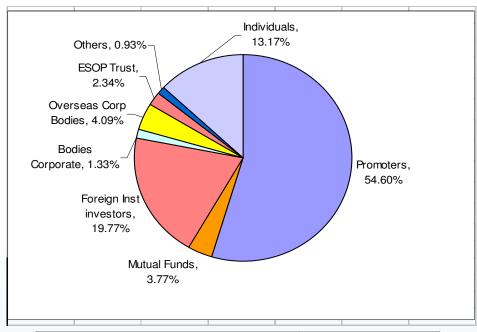
Cash & Bank and Investments as of 30.6.2007 ~ USD 65 mm (1 USD = Rs 40.30)

### Robust financials

- Strong topline & bottomline growth
- Consistent track record of profitability
- High operating leverage
- Strong cash flows
- Treasury income higher in Q1 FY08 due to
  - Larger corpus (IPO proceeds)
  - Higher yields available in Q4
  - Double indexation plans matured
- Interest rate and liquidity tightening may effect our performance adversely in some markets

### Shareholding pattern

(as on 30.6.07)



Fidelity Funds	6.66%
KPCB and Sherpalo	4.08%
Carlson Fund (DnB NOR)	2.36%
Reliance Capital	2.16%
Matthews	2.14%
Sandstone	1.01%
Passport Capital	1.01%

### Commitment to innovation

- Market segment innovation
- Customer driven product innovation
- Technology innovation
- Initiatives
  - Distribution
    - Resume services
    - 99 acres
  - Advertising
    - TV commercial of 99 acres
  - Voice messaging

# Key takeaways

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