







# 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.

"The equity shares of the company have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the "Securities Act") or with any securities regulatory authority of any state or other jurisdiction of the United States and may not be offered, sold, pledged or otherwise transferred except (1) in accordance with Rule 144A under the Securities Act to a person that the holder and any person acting on its behalf reasonably believes is a Qualified Institutional Buyer within the meaning of Rule 144A purchasing for its own account or for the account of a Qualified Institutional Buyer in a transaction meeting the requirements of Rrule 144A, (2) in an offshore transaction in accordance with Rule 903 or Rule 904 of regulations under the Securities Act, 3) pursuant to an exemption from registration under the Securities Act provided by Rule 144 thereunder (if available) or (4) pursuant to an effective registration statement under the Securities Act, in each case in accordance with any applicable securities laws of the states of the United States. No representation can be made as to the availability of the exemption provided by Rule 144 under the Securities Act for resales of these equity shares."

All figures mentioned are as on March 31, 2007 or for the financial year ended March 31, 2007 unless indicated otherwise.

# 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

## Three lines of business

### **Info Edge**

#### Recruitment



- Launched in March 1997.
  Contributes more than 85% of company sales
- No. 1 job portal in India more than 50% page view share among top 3 sites
- Over 9 mm resumes with 10,000 added daily, 82,000 job listings, 27,500 clients.
- Quadrangle in offline recruitment services

#### **Matrimonials**

### *Jeevansathi.*com

- > Acquired in September 2004
- No. 3 matrimony website in India
- ➤ 1.48 mm registrations
- > Av. 2,300 profiles added daily

#### **Real Estate**



- Launched in Sept 2005
- Leader in emerging online market
- ➤ Over 60,000 listings
- Pan India listings covering 23 cities

# **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** 





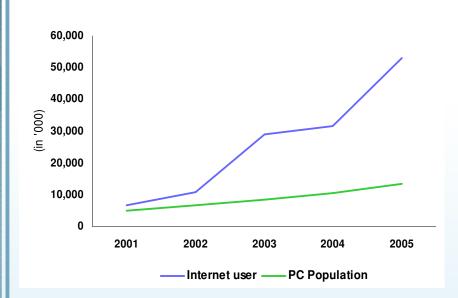
Jeevansathi.com



Source: Census 2001

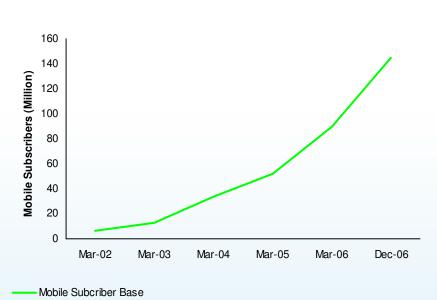
# Addressable market growing

### **Internet and PC population**



Source: NASSCOM

### **Mobile users**



Source: Cris Infac

Opportunity in platforms other than the PC

# Company overview

- VC investment from ICICI Venture, Kleiner Perkins and Sherpalo
- 48 offices in 31 cities in India + 1 in Dubai
- 1200 employees (over 750 in sales)
- Financials (Year ended March 31, 2007)
  - Revenue (69% YOY growth)USD 35.0 mm
  - Net Profit- USD 6.4 mm
- Listed in India in November 2006

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# Recruitment classifieds and services









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### 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









NIII



























**Others** 

#### Naukri is the hub

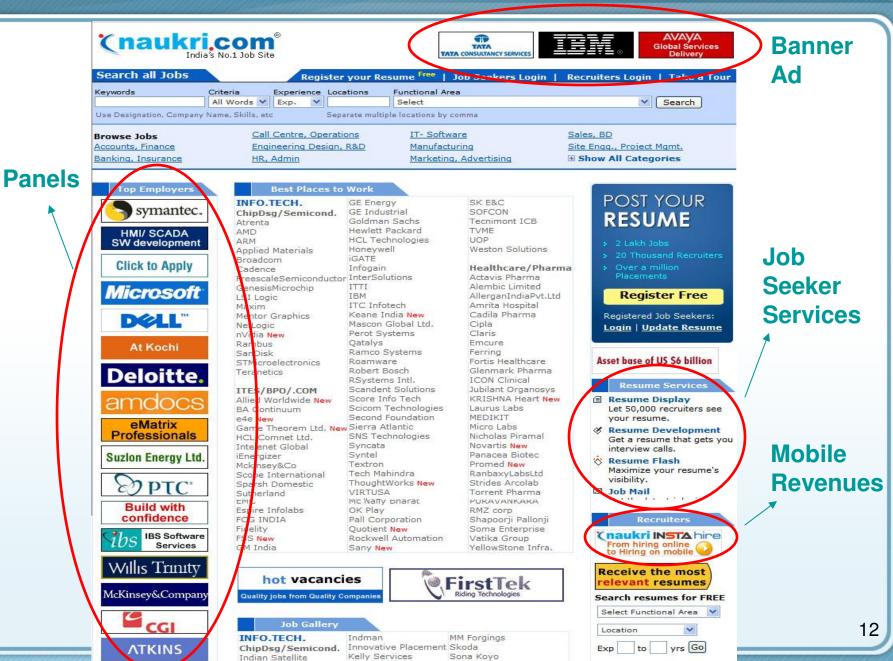


Job Search is the second most popular professional activity of Internet Users

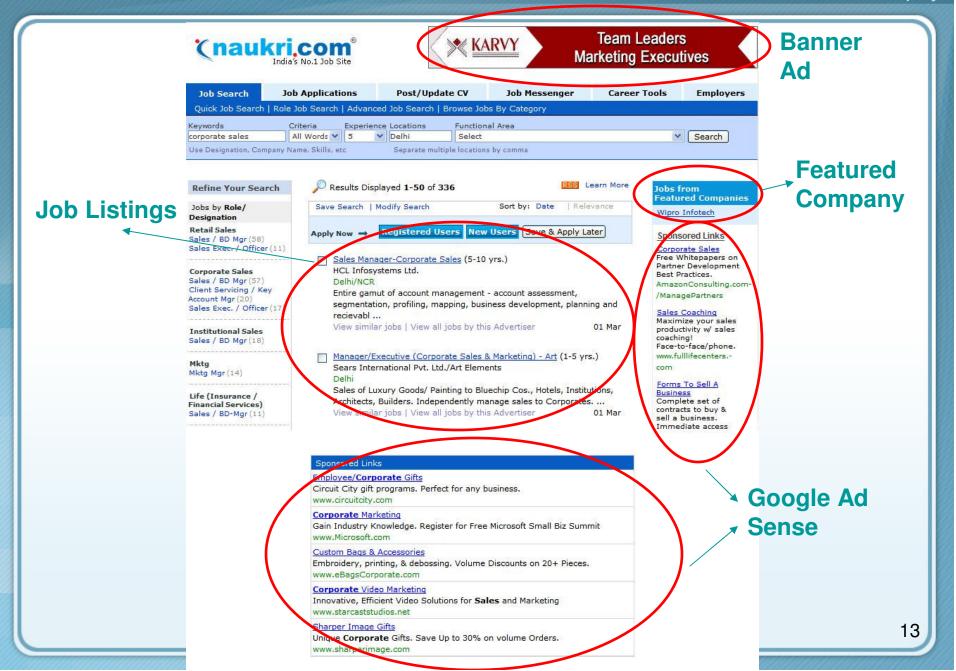
## Revenue streams

- 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

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Don't let jobs wait for you on your PC.



Recruitment Solutions HR Zone eLearning Center - Take a Tutorial Now

From USA: Call us toll free at 1-866-557-3340 From UAE: Call 04-3602838

Job Seeker Click here

Resdex

#### RecruitersLogin

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

No. of the contract of the con	
Username	

Password

Forgot Username / Password

Submit

New Clients Register here

### 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

We've got the most jobs

Naukri.com benefiting from a virtuous cycle

So we get the most clients

So we get

the most response

(naukri.com

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
- Site getting traction & clients
- Low revenue currently but potential high
- Gulf market attractive may increase presence/ investment
- Competition Bayt.com, Monstergulf, Timesjobs

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# Matrimonial classifieds & services





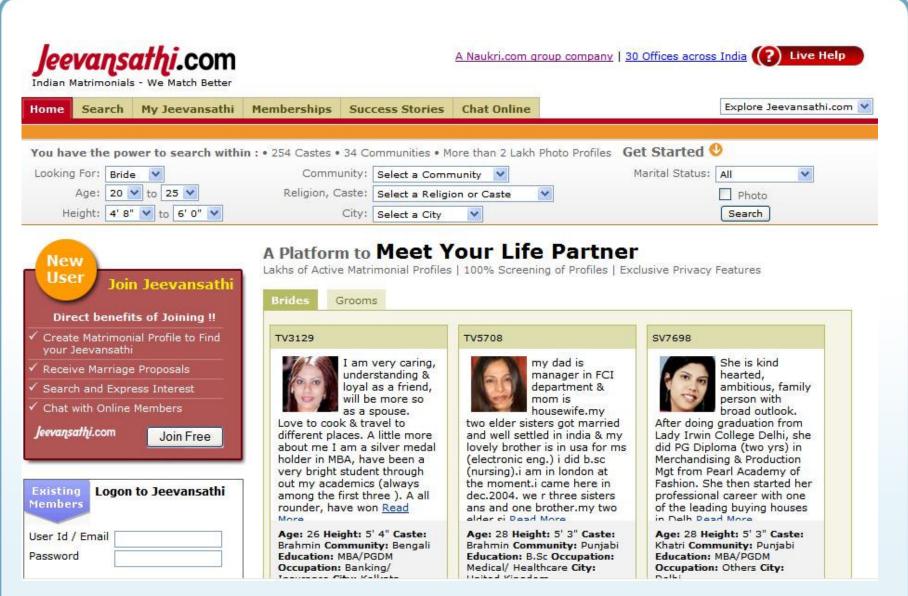




# Large market with many segments

- 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

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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
  - Shaadi, Bharatmatrimony, Simplymarry
- 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

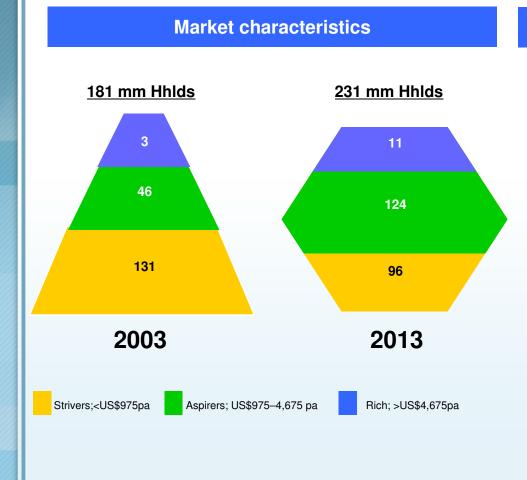








# Surge in demand for real estate



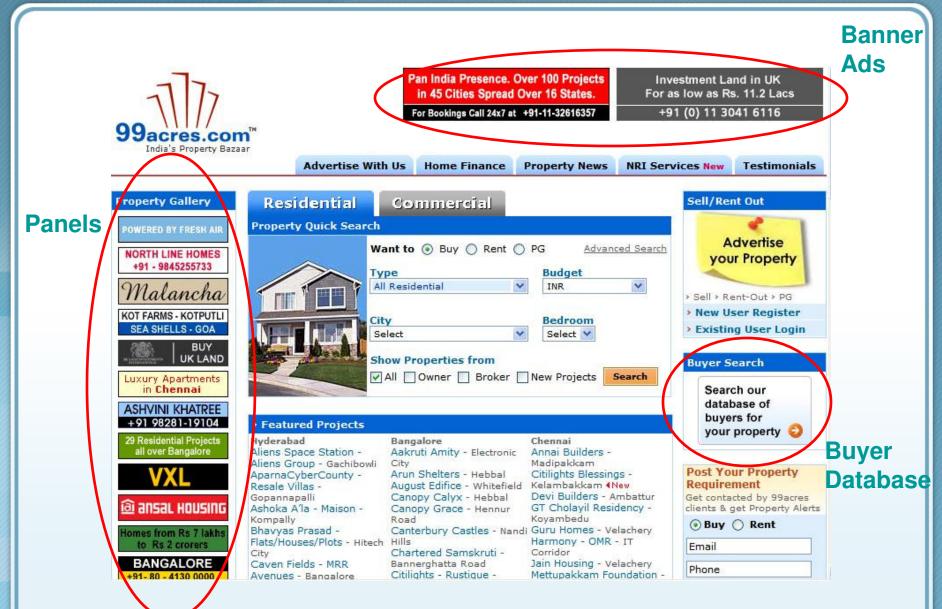
#### **Reasons for boom**

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

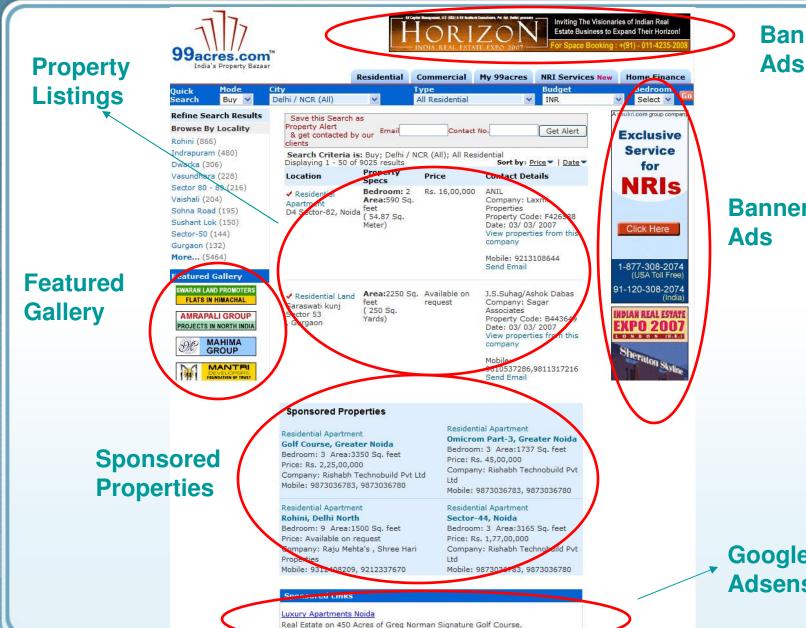
### Revenue streams

- Most revenue from developers, builders and brokers
- Site has traction for residential, primary, sale and purchase
- Revenue from
  - Property listings 60,000 listings
  - Builders/Brokers Branding & Visibility –
     Microsites, home page links, banners
  - Others Buyer database access

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avpeeGreens.com

**Banner** 

Banner

Google **Adsense** 

# Competition

- Online
  - Magicbricks, Indiaproperty
- 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 (43)

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 (34)

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

#### Kapil Kapoor (41)

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
Nominee ICICI Ventures

### **Key Management**

#### Sudhir Bhargava (37)

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

#### Vibhore Sharma (32)

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 (35)

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

#### **Sharmeen Khalid (35)**

V.P, HR MBA, IRMA Previously with Polaris

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# Financials



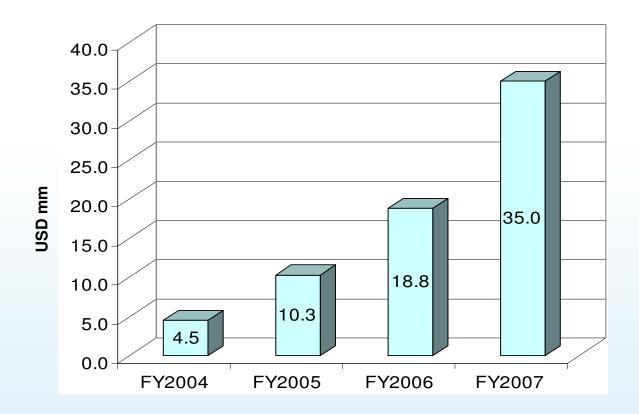






# Financial performance

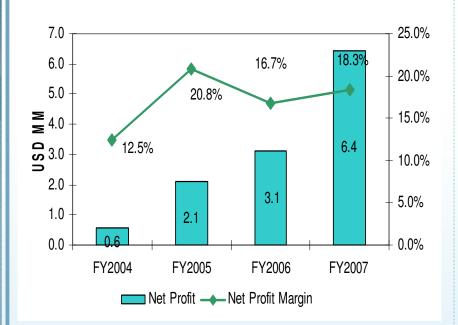
### Revenues



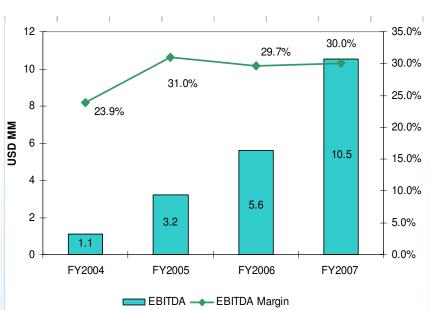
Exchange rate as of that year

# Financial performance

### **Net Profit**



### **EBITDA**

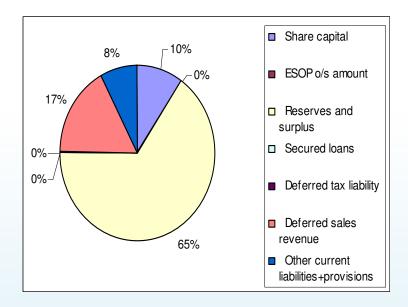


Exchange rate as of that year

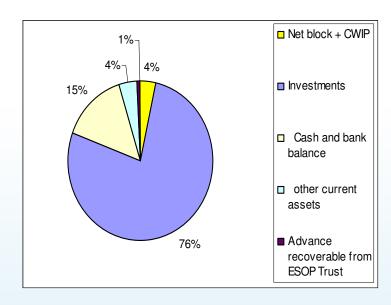
### Balance sheet

(as on March 31, 2007)

### Liabilities



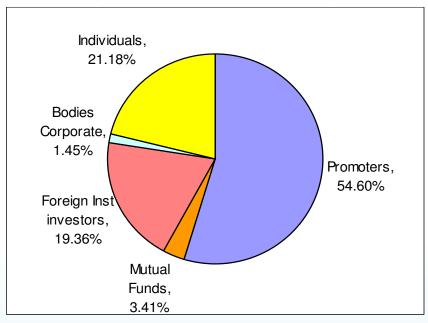
#### **Assets**



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

# Shareholding pattern

(as on March 31, 2007)



FID Funds	4.18%
Carlson Fund	2.36%
Reliance Capital	2.14%
Citigroup Global Markets	1.87%
Matthews	1.75%
Sandstone	1.42%
Merrill Lynch	1.36%

Total issued and paid up shares of Rs 10 each were 27.29 mm as on 31.3.07

## Robust financials

- Strong topline & bottomline growth
- Consistent track record of profitability
- High operating leverage
- Strong cash flows

# Commitment to innovation

- Market segment innovation
- Customer driven product innovation
- Technology innovation

# Key takeaways

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