







# 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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All figures mentioned are as on September 30, 2007 or for the quarter ended September 30, 2007 unless indicated otherwise.

Q2 FY08 means the period July 1, 2007 to September 30, 2007 and Q2 FY07 means the period July 1, 2006 to September 30, 2006

All figures in USD are based on convenience translation of 1 USD = Rs 39.80

# 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 may effect IT Services sector
  - Interest rate

### Seven brands

### Info Edge

#### **Recruitment & Careers**

### (naukri.com® Quadrangle

- Launched in March 1997. 90% of company's net sales in Q2 FY08
- No. 1 job portal in India more than 50% share of page views among top 3 sites
- Over 11 mm resumes with 11,600 added daily, over 80,000 job listings, over 15,000 clients.
- Quadrangle in offline recruitment services

#### **Matrimonials**

### *Jeevansathi.*com

- ➤ Acquired in September 2004
- No. 3 matrimony website in India
- ➤ 1.96 mm profiles ever registered
- Av. 2,700 profiles added daily in Q2 FY08

#### **Real Estate**



- Launched in Sept 2005
- Leader in emerging online market
- ➤ Over 60,000 listings
- Pan India listings covering over 25 cities

### (naukri.com

موقع الوظائف الشاغرة فى الخليع

➤ Launched July 2006



- Launched July 2007
- > Career & guidance site



- Launched August 2007
- > Professional networking

# **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

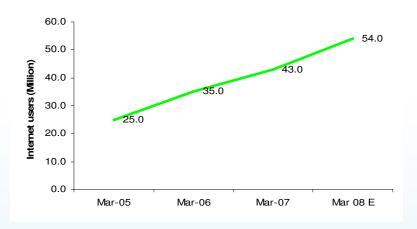




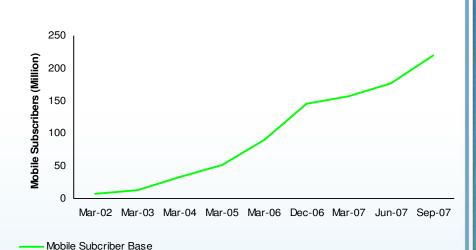
Source: Census 2001

# Addressable market growing

### **Internet population**



#### **Mobile users**



Source: NASSCOM/ IAMAI/Industry

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)
- 58 offices in 38 cities in India + 2 in Dubai
- 1350 employees (~ 1000 in sales)
- Financials (Quarter ended September 30, 2007)
  - Revenue (up 80% YoY) USD\* 14.7 mm
  - Net Profit (up 326% YoY) USD 3.8 mm
  - Operating level
    - Revenue (up 66% YoY) USD 13.2 mm
    - Net Profit (up 286% YoY) USD 2.7 mm
- Listed in India in November 2006

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# Recruitment classifieds and services









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### The recruitment market is busy



Over 330 universities and 17,600 colleges

Over 3 mm graduates 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























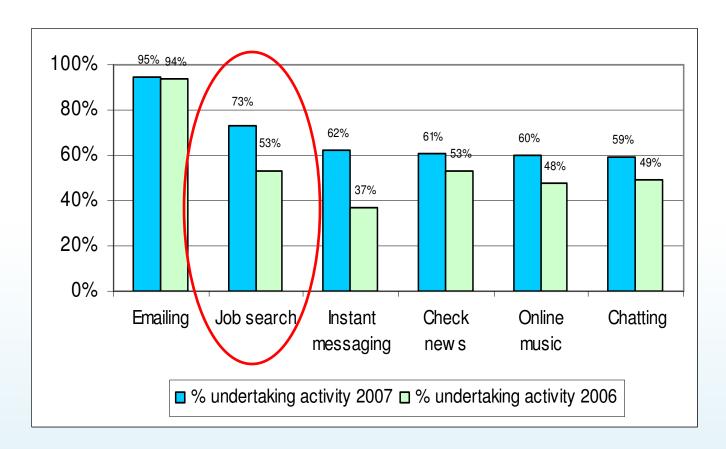




**Others** 

#### Naukri is the hub

# Job search is popular



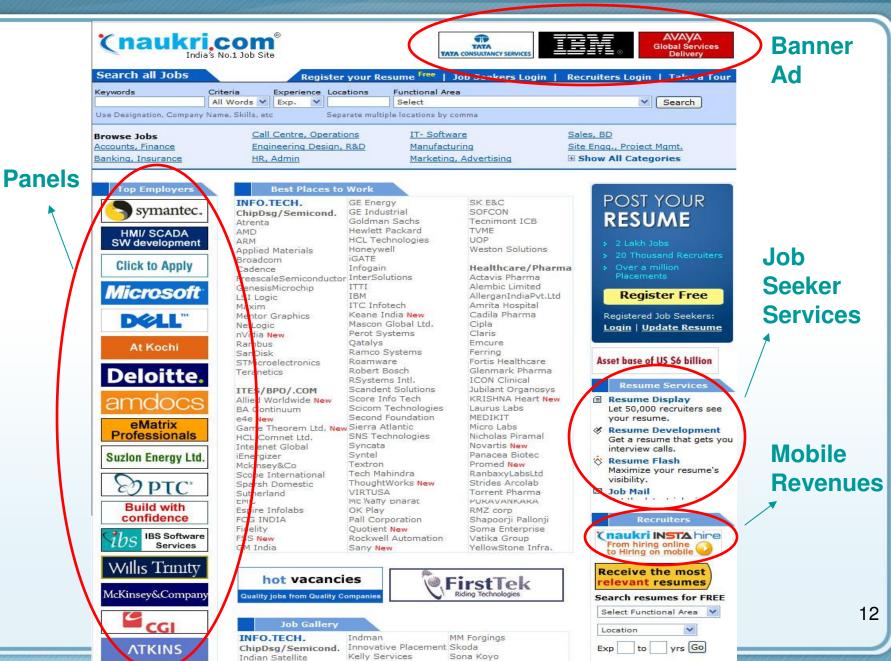
Source : Juxtconsult India Online Report May 2007, Population surveyed ~ 26,000

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

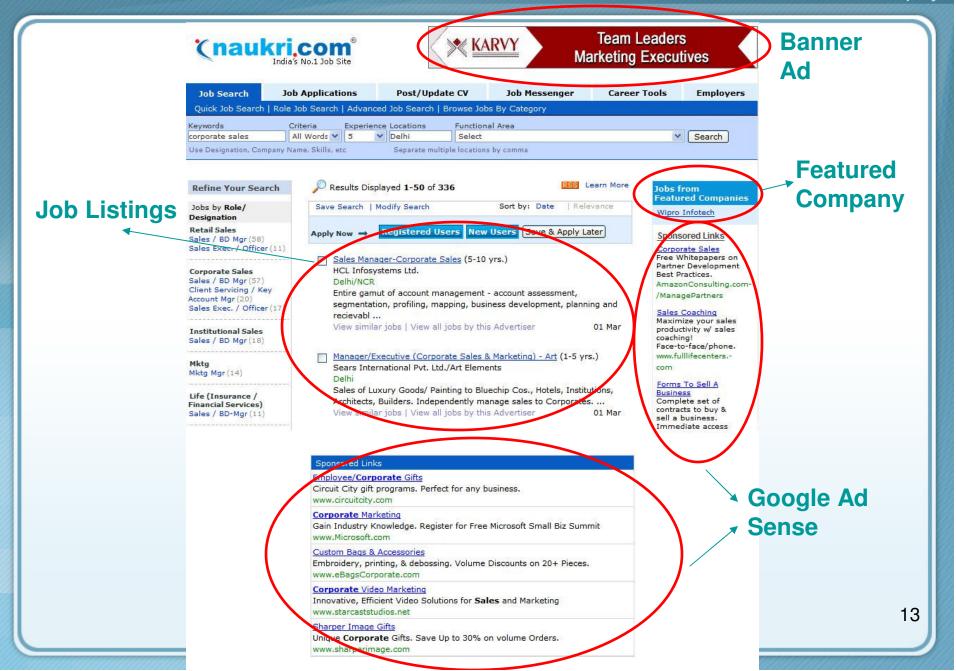
# Two major revenue streams

- 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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Resdex

#### RecruitersLogin

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

Username	
Password	
	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, Clickjobs, Dice, Ndtvjobs
- Print
  - Times of India, Hindustan Times, Hindu, others
- Recruitment consultants and search firms
  - Highly fragmented industry
  - Many are our clients

### Business and market – Q2 FY08

- Accounted for 90% of net sales in Q2 FY08 vs 93% in Q2 FY07
- High growth continues Revenue up 61% from USD 7.38 mm in Q2 FY 07 to USD 11.88 mm in Q2 FY08
- Naukri.com continues to be the No. 1 jobsite in India
  - Over 11 million resumes as on 30.9.07 vs over 7 mm as on 30.9.06
  - 15,000 corporate customers in Q2 FY08 vs 13,000 in Q2 FY07
- Competitive pressure intense
  - Price competition at bottom end of the market
  - Advertising spend levels moderate
  - More entrants expected
- Hiring by IT companies may be adversely effected by currency appreciation and wage inflation
  - About 40% of recruitment revenue from IT clients
  - 7-8% export income

### Initiatives

- Naukri
  - Site redesigned positive response
  - Leadership through better products, user Interface and algorithms - ongoing process - results encouraging
  - Realignment in sales separate team for Key Accounts
  - Job Fairs launched successfully
  - Expansion proposed in Middle East operations
- Sites launched in Q2 FY08
  - <u>asknaukri.com</u> career guidance
    - · Create stickiness with users
    - May provide advertising revenue later
  - brijj.com professional networking
    - To address the passive job seeker
    - Revenue model pay per contact
    - Critical mass needed for monetisation

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# Matrimonial classifieds & services





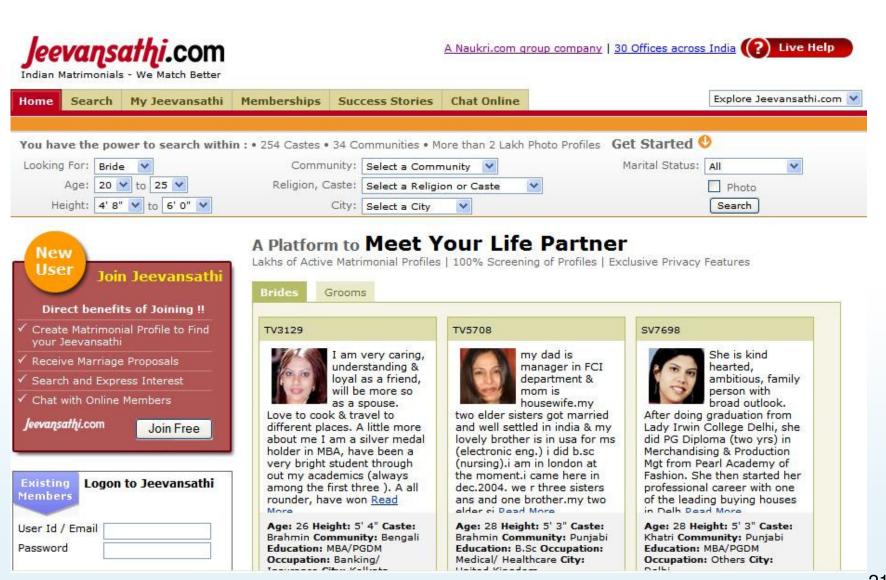




# Large market with many segments

- 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 focused, fragmented, unorganized, geographically constrained

## Jeevansathi – Q2 FY08

- Maintained traffic share in Q2 FY08
  - Over 1.96 mm profiles as on 30.9.07 vs 1.08 mm as on 30.9.06
  - Profiles added daily up from 2450 in H1 FY07 to 2600 in H1 FY08
- Revenue growth in line with market
  - Average realisation improved to Rs 1428 per transaction in Q2 FY08 vs Rs 1272 in Q2 FY07
- Continue focus on North and West Indian market

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## Real estate classifieds

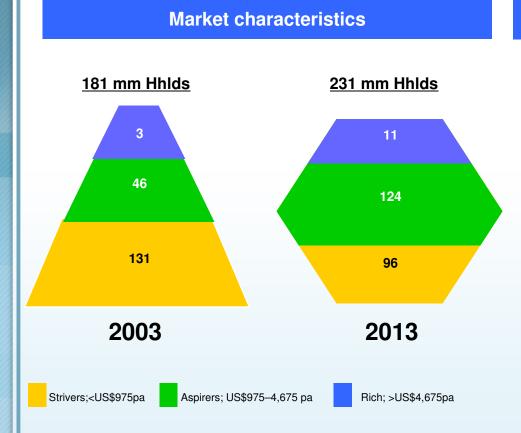








# Surge in demand for real estate



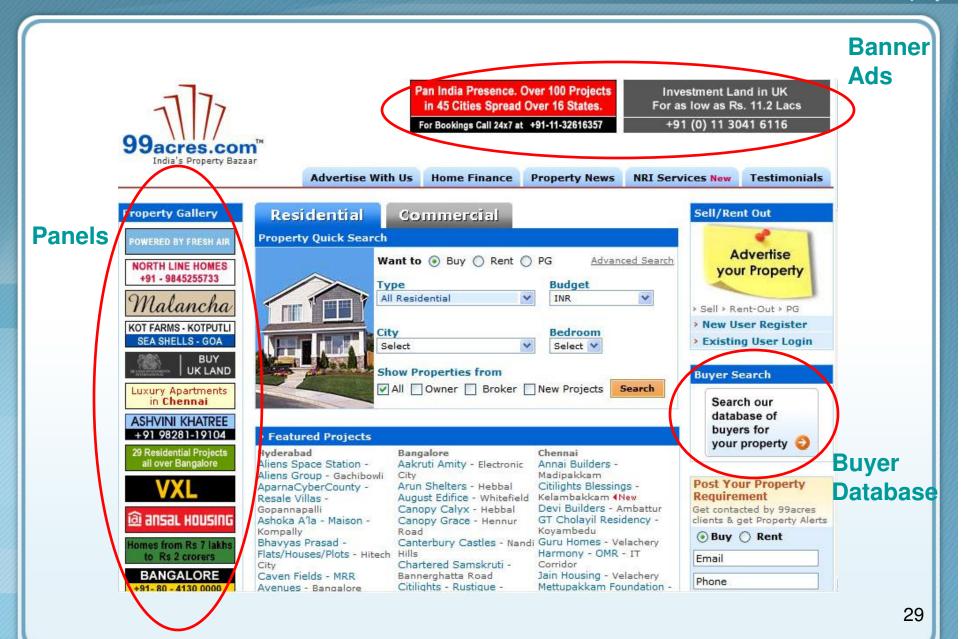
#### **Reasons for boom**

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

### 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 60,000 listings (few paid)
  - Builders/Brokers Branding & Visibility Microsites, home page links, banners
  - Others buyer database access
  - International listings

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# Competition

- Online
  - Magicbricks, Indiaproperty, makaan, 2bhk
- 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

### 99acres – Q2 FY08

- Improvement in traction
  - Property listings at 60,000 as on 30.9.07 vs 50,000 as on 30.9.06
  - Increase in paid listings
- Revenue growth robust albeit on a small base
  - Over 5X in Q2 FY08 over Q2FY07
- Market for online classifieds expected to grow
  - Large advertising spend on print and outdoor
  - Increased real estate activity
- Credit to real estate sector tightened

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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

#### Kapil Kapoor (43)

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

#### Saurabh Srivastava (61)

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

#### 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

Manish Gulati (33)

VP - Product and Technology

NSIT - Delhi

Previously with Yahoo India

#### Arun Duggal (61)

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

#### Naresh C Gupta (41)

Non-Executive Director
B Tech IITK, Ph. D
MD Adobe India

#### lurthy (30) Bala Deshpande (41)

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

### Ambarish Raghuvanshi (46) Whole Time Director and Chief

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)

#### Harveen Bedi (36)

Head - Quadrangle

MBA, Birla Institute of Management
Technology
Previously with Nestle

#### Vivek Khare (37)

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

#### Sudhir Bhargava (38)

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

#### Shalabh Nigam (35)

Sr. VP – Brijj IIT - Kanpur Previously with Baypackets

#### Vibhore Sharma (33)

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

### Sharmeen Khalid (36)

VP - HR MBA, IRMA Previously with Polaris

#### Vineet Singh (35)

Sr. VP - Domestic (North, East & West) and International Sales PGDBA, IPM.
Previously with Xerox

#### Deepali Singh (34)

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

#### **V.Suresh (35)**

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

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# Financials



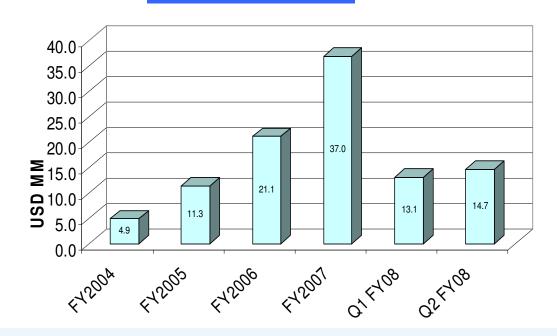






# Financial performance

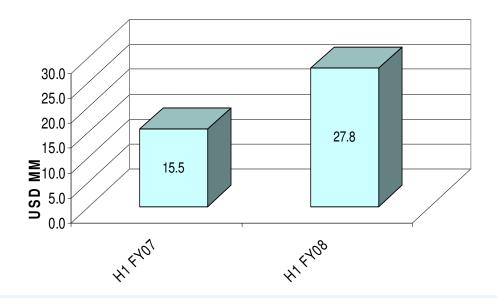
#### Revenues



Q2 FY08 over Q2 FY07 : 80% growth in revenue and 66% growth in net sales in Rupee terms

# Financial performance

Revenues: H1 FY08 vs H1 FY07

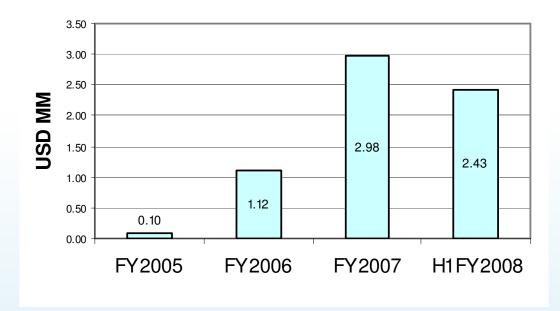


79% growth in revenue and 66% in net sales in Rupee terms

1 USD = Rs 39.80

# Financial performance – Jeevansathi and 99acres

#### Revenues



Q1 FY06 to Q2 FY08 CAGR of 127% in Rupee terms

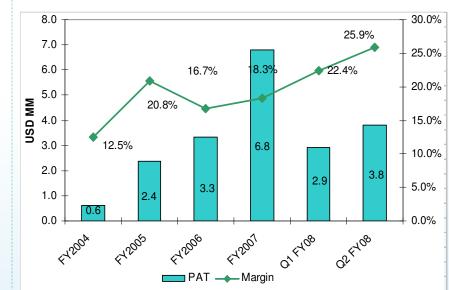
1 USD = Rs 39.80

# Financial performance

#### **EBITDA**



#### **Net Profit**

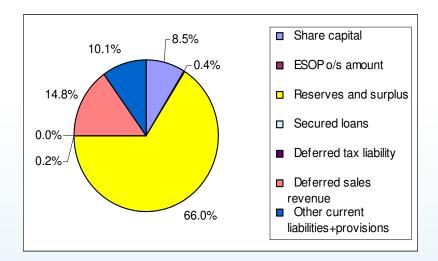


Q2 FY08 over Q2 FY07 : Operational EBITDA at USD 4.1 mm up 171% and Operational net profit at USD 2.7 mm up 286% in Rupee terms

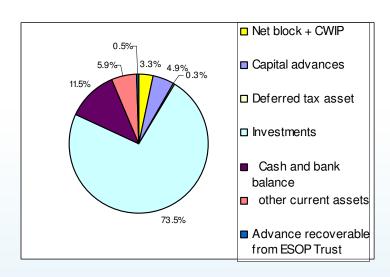
### Balance sheet

(as on 30.9.07)

#### Liabilities



#### **Assets**



Balance sheet size as of 30.9.2007 ~ USD 81 mm (1 USD = Rs 39.80)

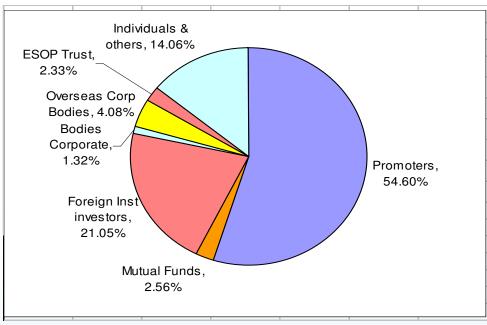
Cash & Bank and Investments as of 30.9.2007 ~ USD 69 mm

### Robust financials

- Strong topline & bottomline growth
- Consistent track record of profitability
- High operating leverage
- Strong cash flows
- High treasury income due to larger corpus (including IPO proceeds)
- Interest rate and liquidity tightening may effect our operational performance adversely in some markets

## Shareholding pattern

(as on 30.9.07)



Fidelity Funds	7.45%
KPCB and Sherpalo	4.08%
Passport Capital	2.44%
Carlson Fund (DnB Nor)	2.36%
Matthews	2.26%
Reliance Mutual Fund	1.39%
T Rowe Price	1.13%

Total issued and paid up shares of Rs 10 each were 27.29 mm as on 30.9.07

# 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









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