



**IndiaMART InterMESH Ltd.**  
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Website: [www.indiamart.com](http://www.indiamart.com)

**January 25, 2022**

**To,**  
**BSE Limited**  
(BSE: 542726)

**National Stock Exchange of India Limited**  
(NSE: INDIAMART)

**Subject: Investor Presentation on the Audited (Standalone and Consolidated) Financial Results of the Company for the quarter ended December 31, 2021**

Dear Sir/Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith Investor Presentation on Audited (Standalone and Consolidated) Financial Results of the Company for the quarter ended December 31, 2021.

Please take the above information on record.

Yours faithfully,

**For IndiaMART InterMESH Limited**

**(Manoj Bhargava)**  
**Sr. Vice President (Legal & Secretarial),**  
**Company Secretary & Compliance Officer**  
**Membership No: F5164**

***Encl: As above***



# Make Doing Business Easy

## Earnings Presentation

QUARTER ENDED  
DECEMBER 31, 2021

IndiaMART InterMESH LTD.  
India's largest online B2B marketplace  
connecting buyers with suppliers



# Table of Contents

04 BUSINESS OVERVIEW

25 BUSINESS OPERATIONAL PERFORMANCE

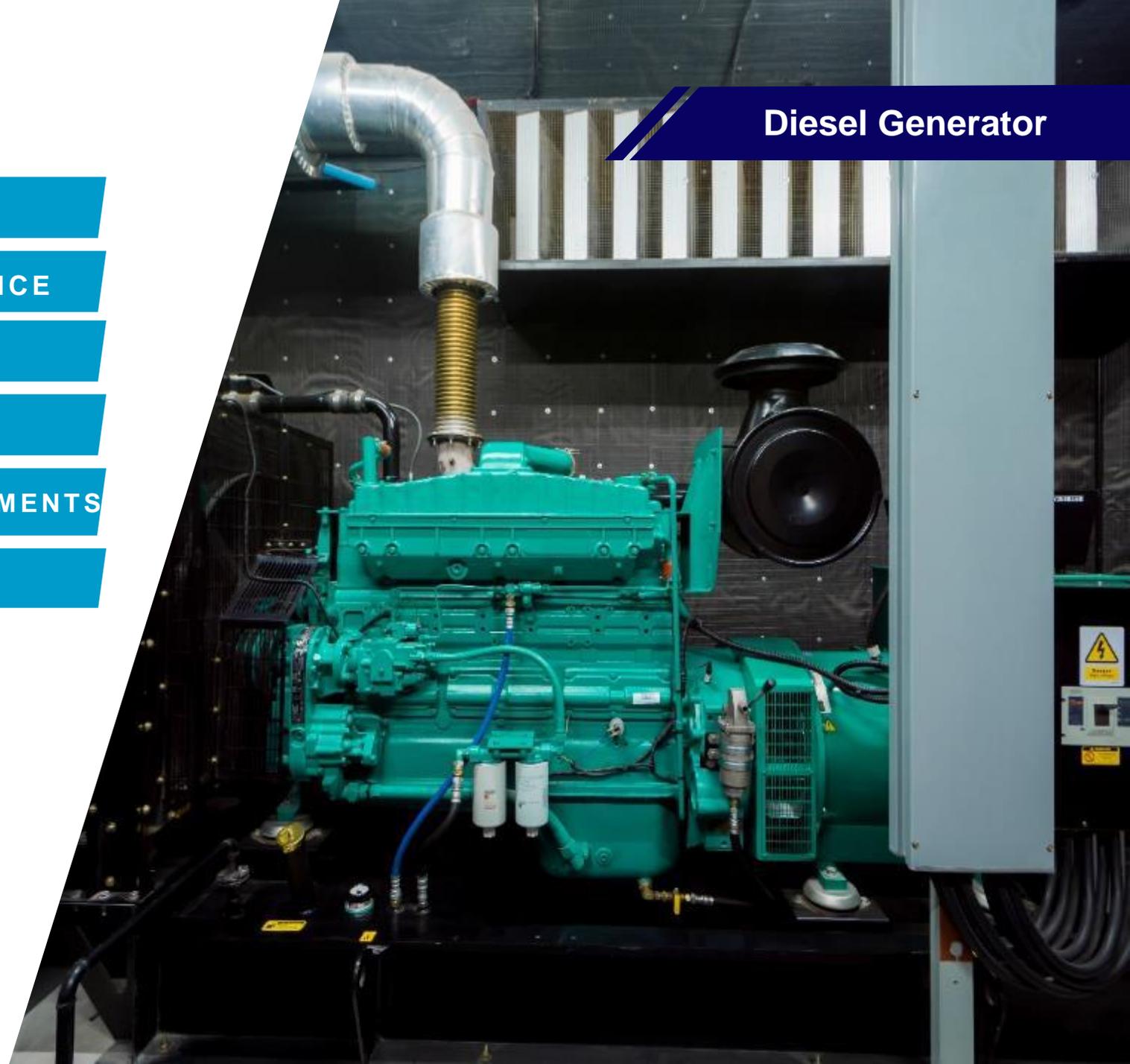
34 FINANCIAL PERFORMANCE

57 PROUCT OVERVIEW

65 SUBSIDIARIES, ASSOCIATES & INVESTMENTS

78 TEAM OVERVIEW

Diesel Generator



# Safe Harbour

## Harbour Crane

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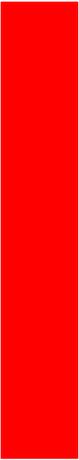
The securities of the Company have not been and will not be registered under the U.S. Securities Act of 1933 (as amended, the “U .S. Securities Act”) or any state securities laws in the United States and may not be offered or sold within the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the U.S. Securities Act and in accordance with any applicable United States state securities laws. The Company does not intend to conduct a public offering of securities in the United States.

You confirm that you are either (i) both a “qualified institutional buyer” as defined in Rule 144A under the U.S. Securities Act and a “qualified purchaser” as defined under the U.S. Investment Company Act of 1940 in reliance upon section 3(c)(7) of the U.S. Investment Company Act of 1940 , or (ii) a non U.S. Person outside the United States. By receiving this presentation, you are agreeing to be bound by the foregoing and below restrictions. Any failure to comply with these restrictions may constitute a violation of applicable securities laws.





Ash Bricks



# Business Overview

# Traditional Marketplace to Online Marketplace

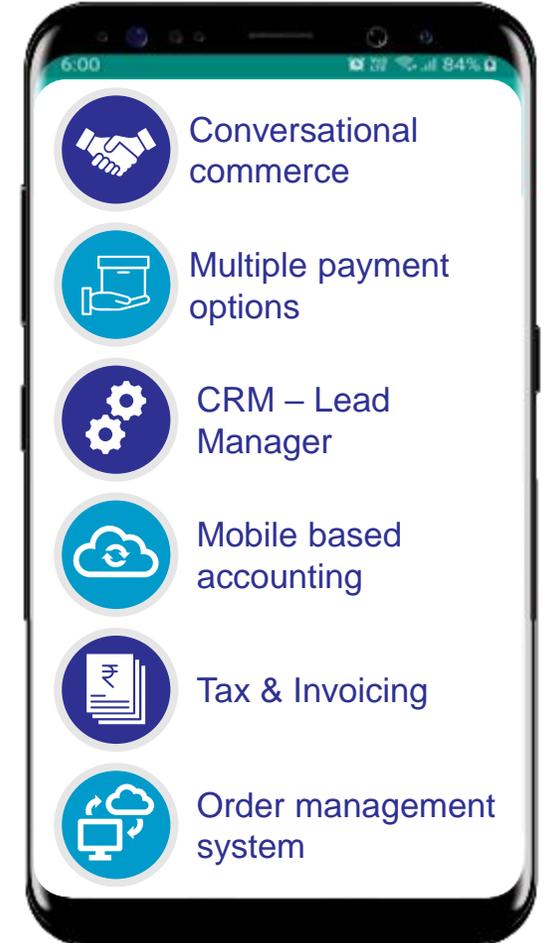
Offline Discovery



Online Discovery, Anytime, Anywhere



*Additional services for business enablement*



# India's Largest Online B2B Marketplace



B2B marketplace is a growing market



Diversified across categories and geographies



2-way discovery marketplace



Behavioral data driven algorithmic matchmaking



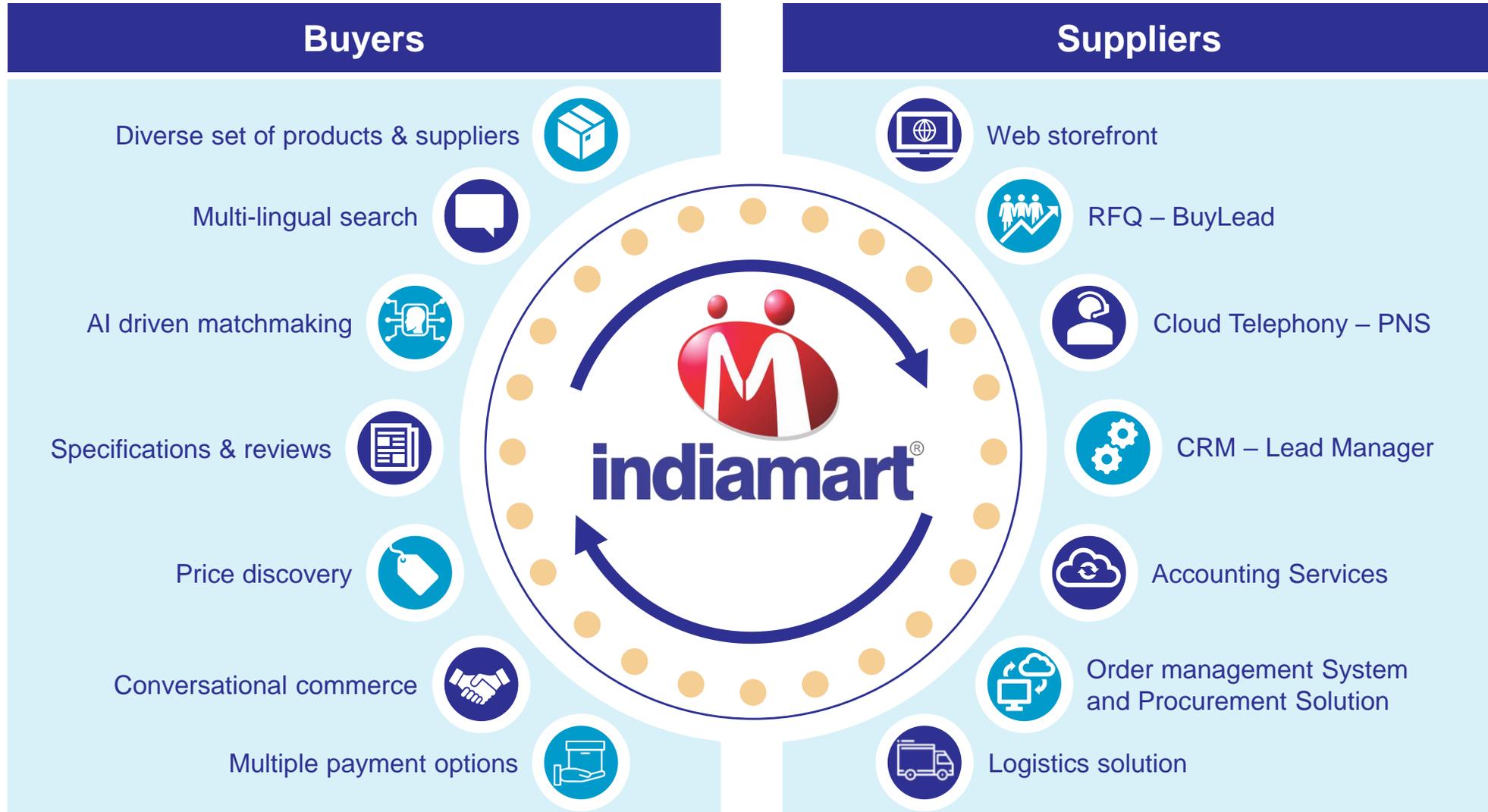
Strong network effects



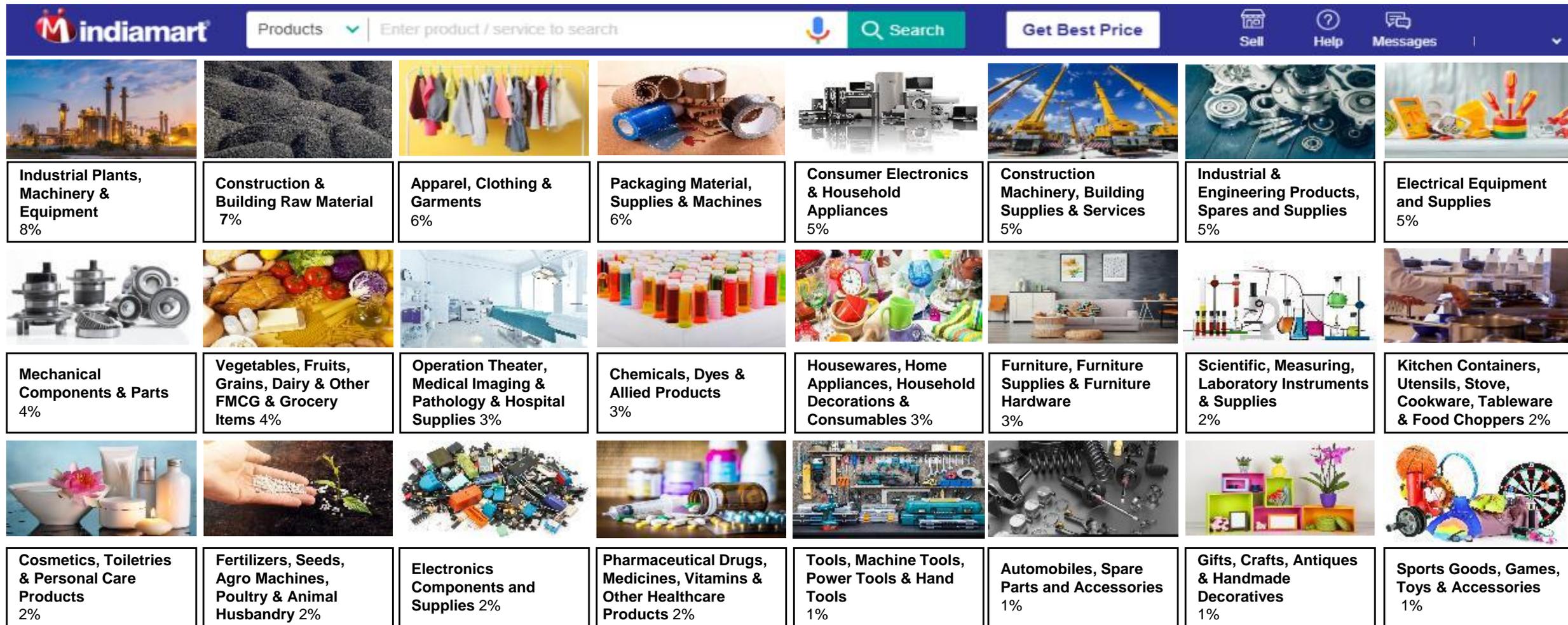
Subscription based revenue model with negative working capital



# Services that Empower Businesses



# Well Diversified Across 97,000+ Categories



Note: Figures have been rounded off;

**56 Industries**

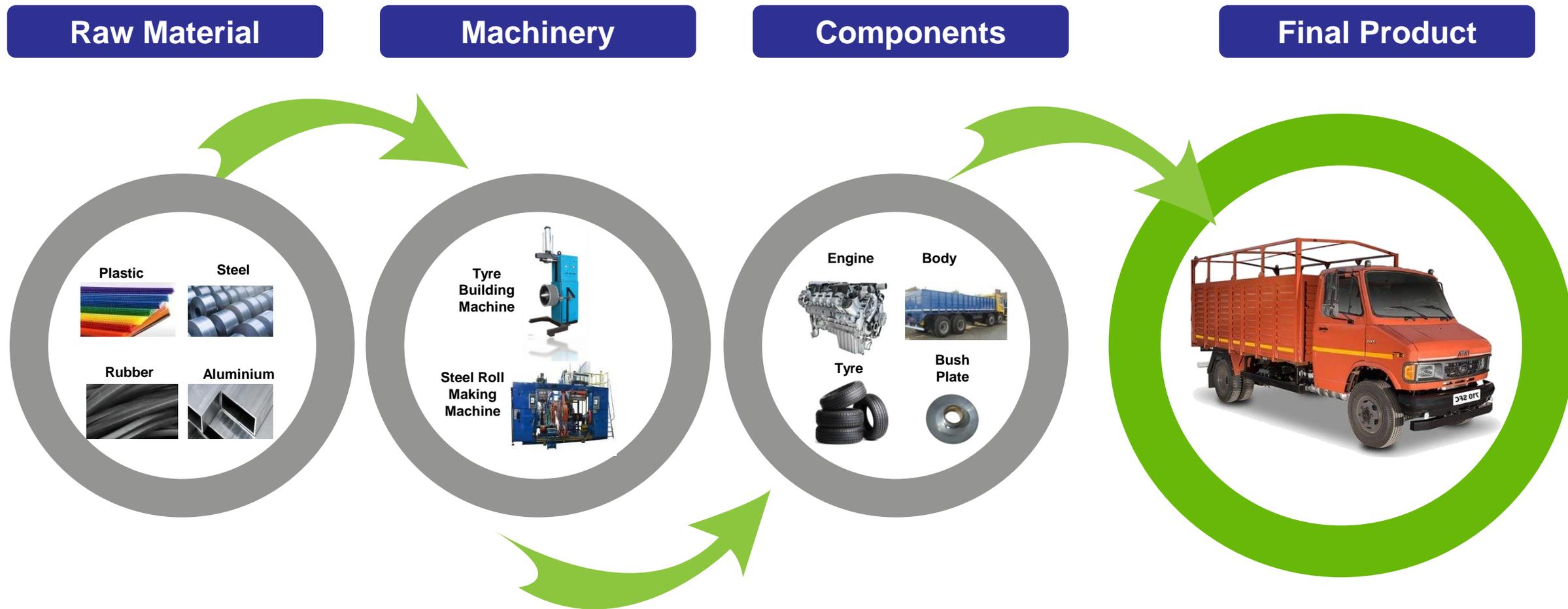
**72 Mn Products (1)**

**\*% of total paying subscription suppliers, as on March 31, 2021**

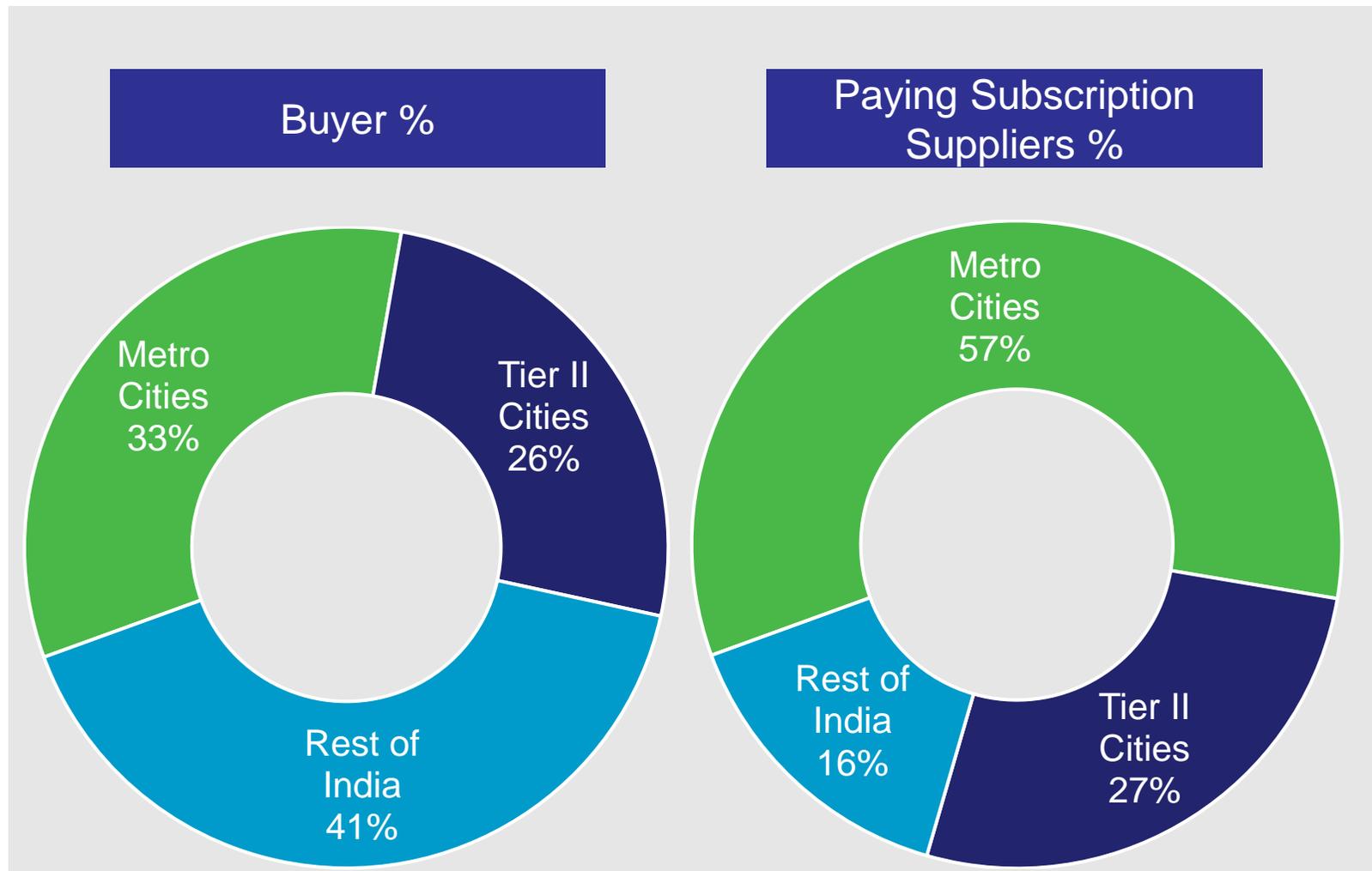


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# End-To-End Value Chain Discovery



# Well Diversified Across Geographies



## Metro Cities (8)

Delhi NCR, Mumbai, Bengaluru, Hyderabad, Kolkata, Ahmedabad, Pune and Chennai

## Tier II Cities (69)

Population > 500,000, excluding the cities covered under metros

## Rest of India (~4000)

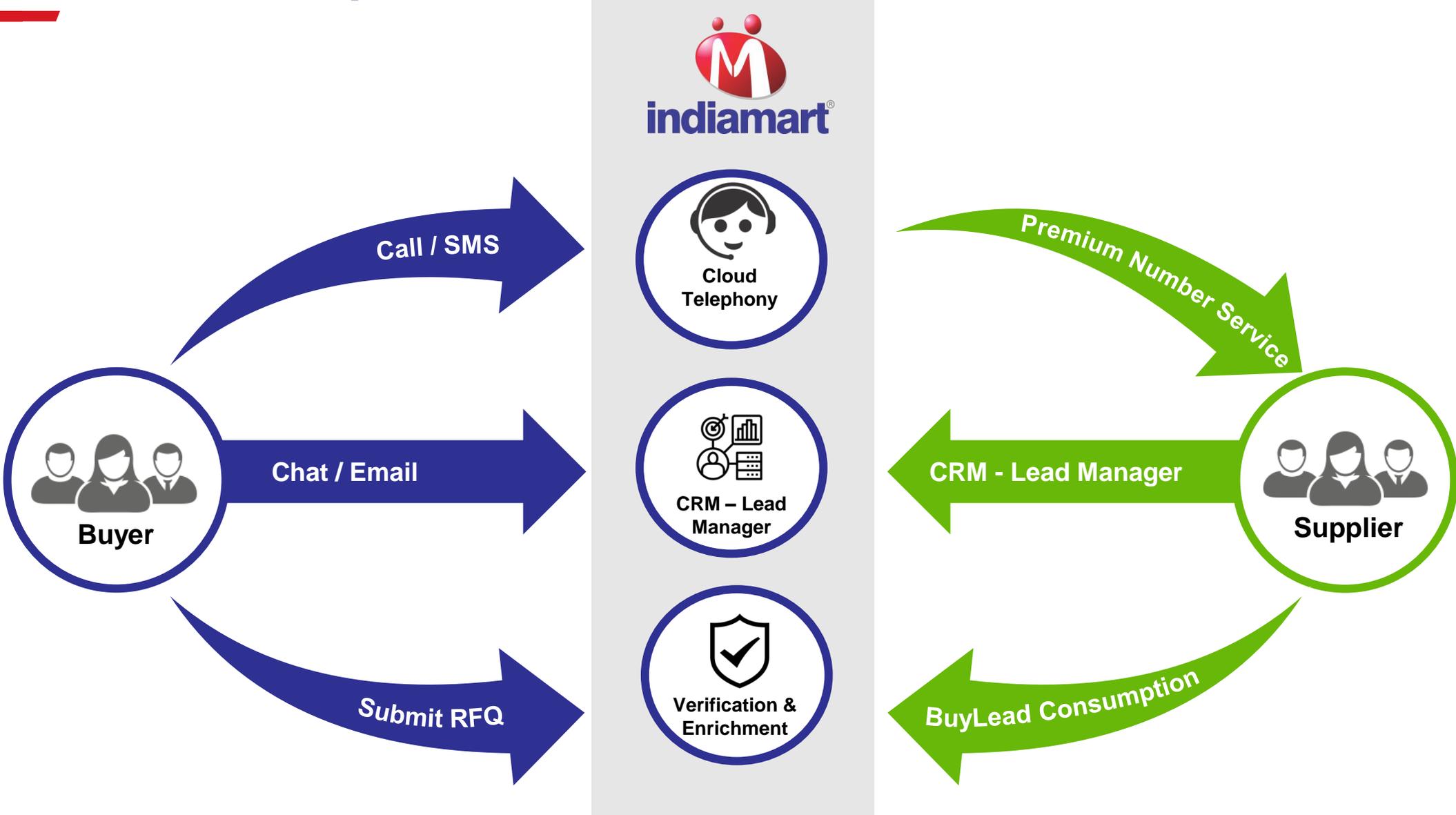
Population <500,000



Note: As on March 31, 2021; Note: Figures have been rounded off

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# 2-way Discovery Marketplace



# Cloud Telephony – Premium Number Service



## Buyers

- Instant connect
- Call responsiveness
- Call back from suppliers



## Suppliers

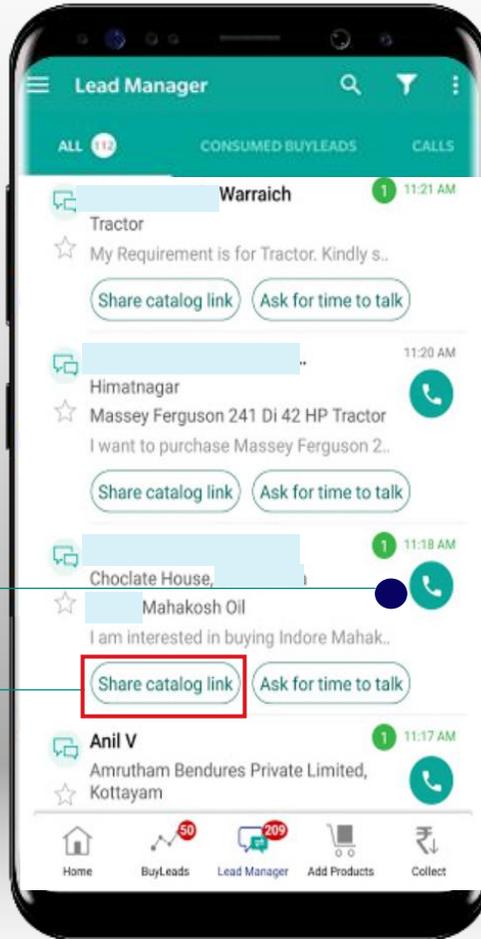
- Missed call notification
- Buyer profile
- No unsolicited calls

**Helps Measure ROI and Responsiveness**



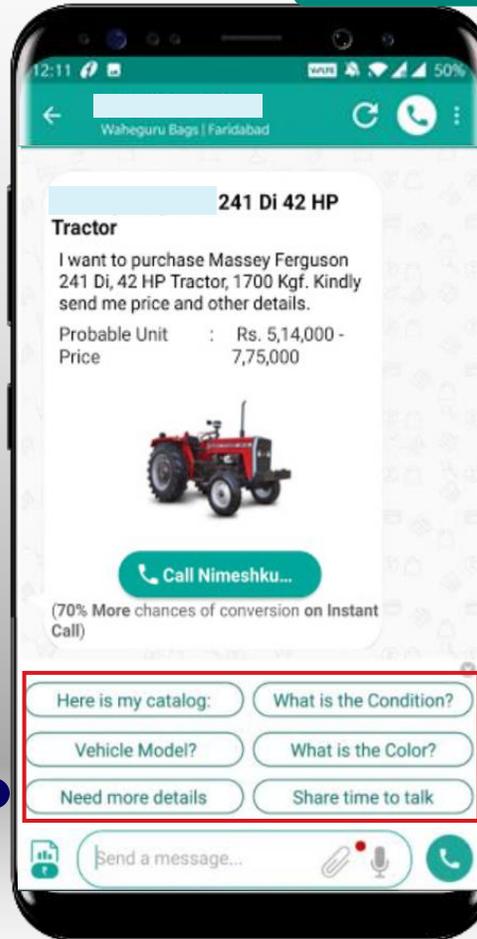
# CRM – Lead Manager & Conversational Commerce

Chat History

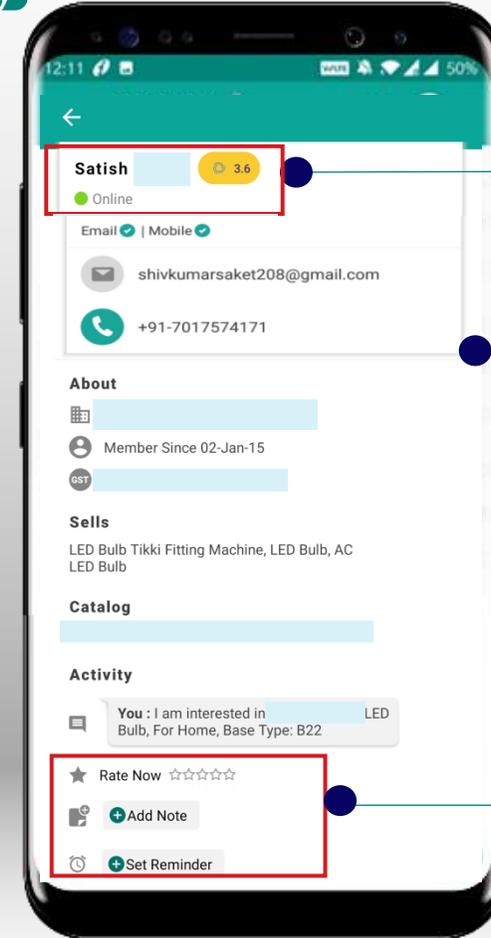


Direct Buyer Callback

Share Link



AI-based Smart Reply



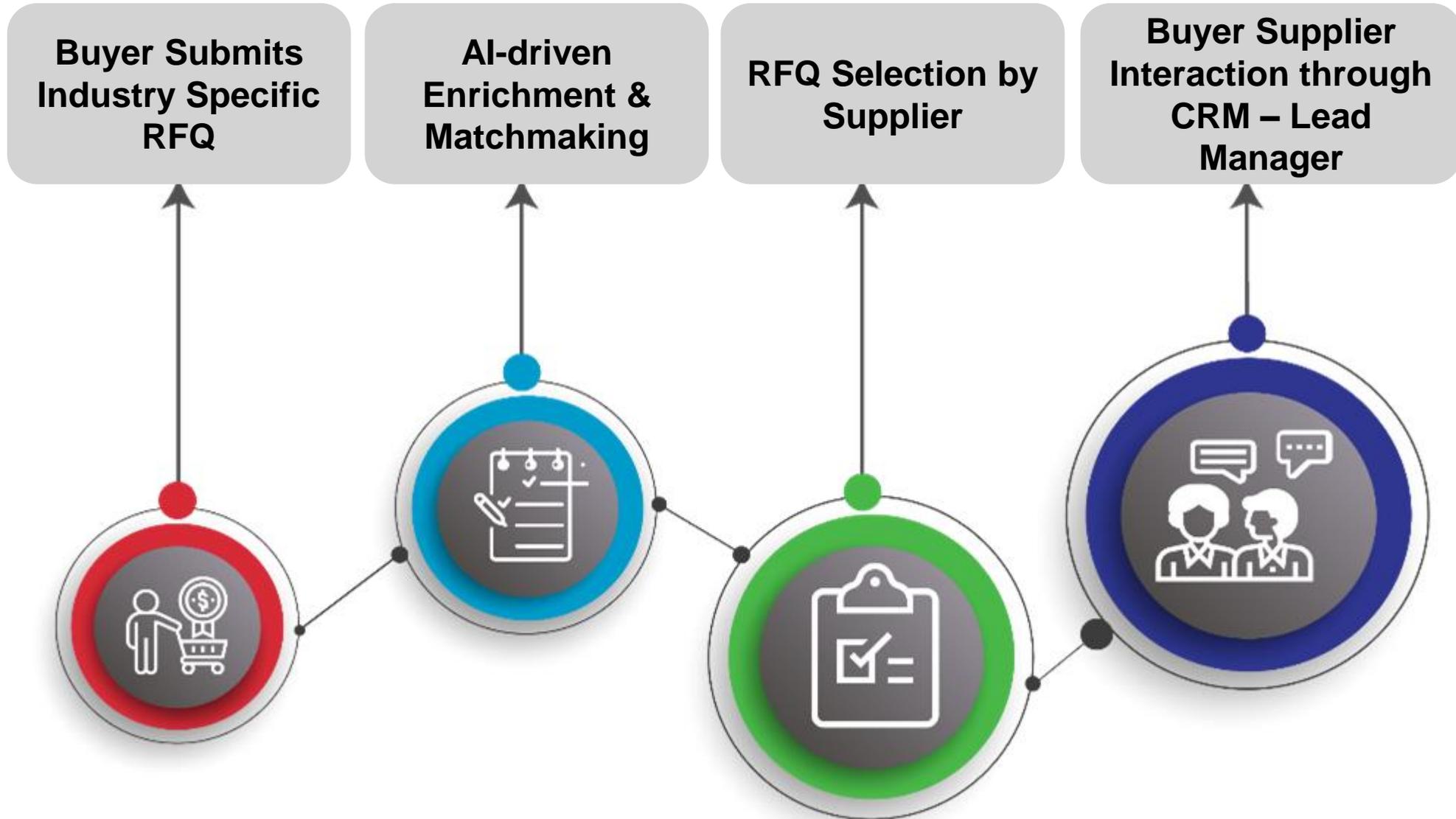
Reviews & Ratings

Call Option & Alerts

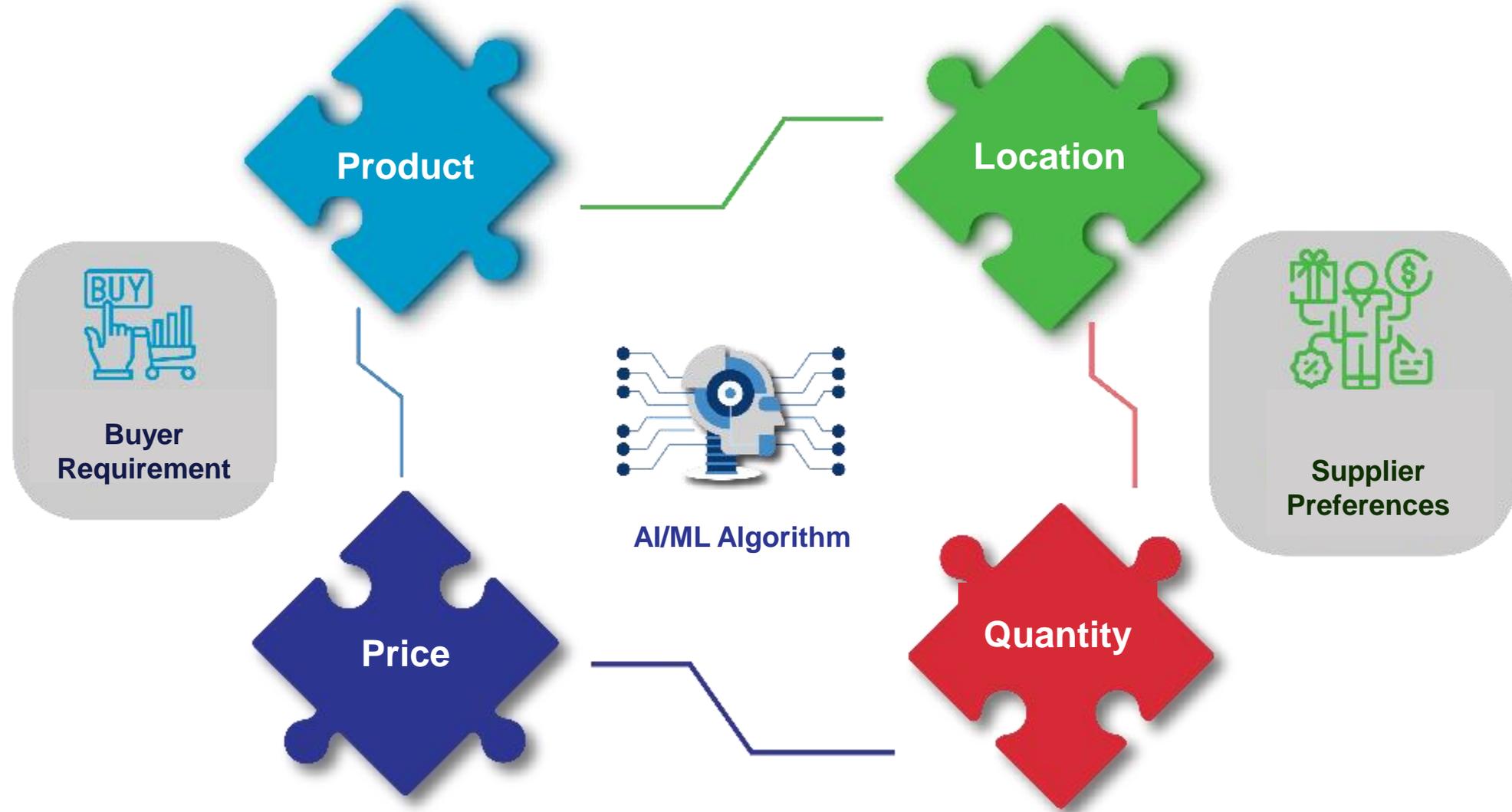
Add Notes, Set Reminders



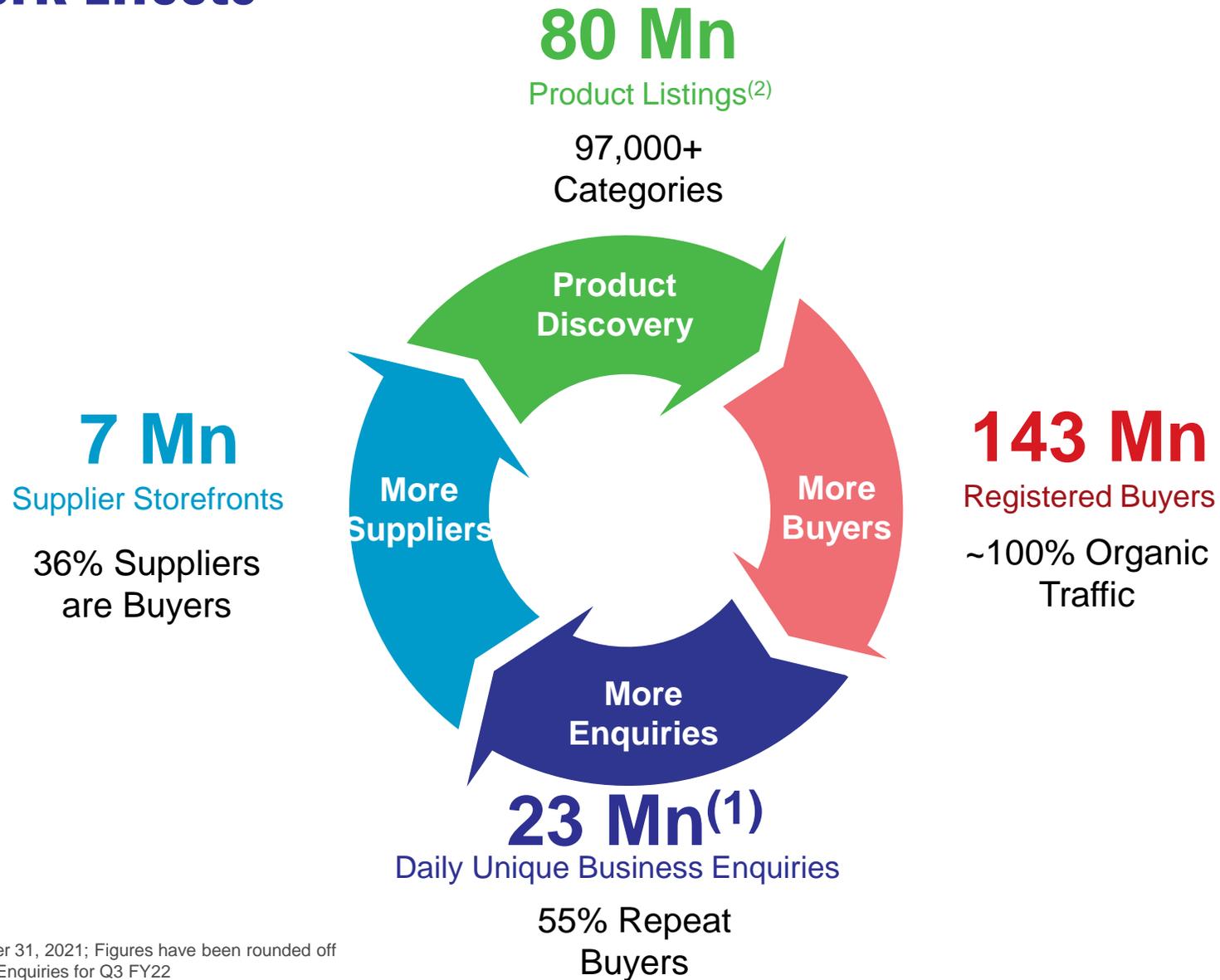
# How RFQ / BuyLead Works



# Behavioral Data Driven Algorithmic Matchmaking



# Strong Network Effects

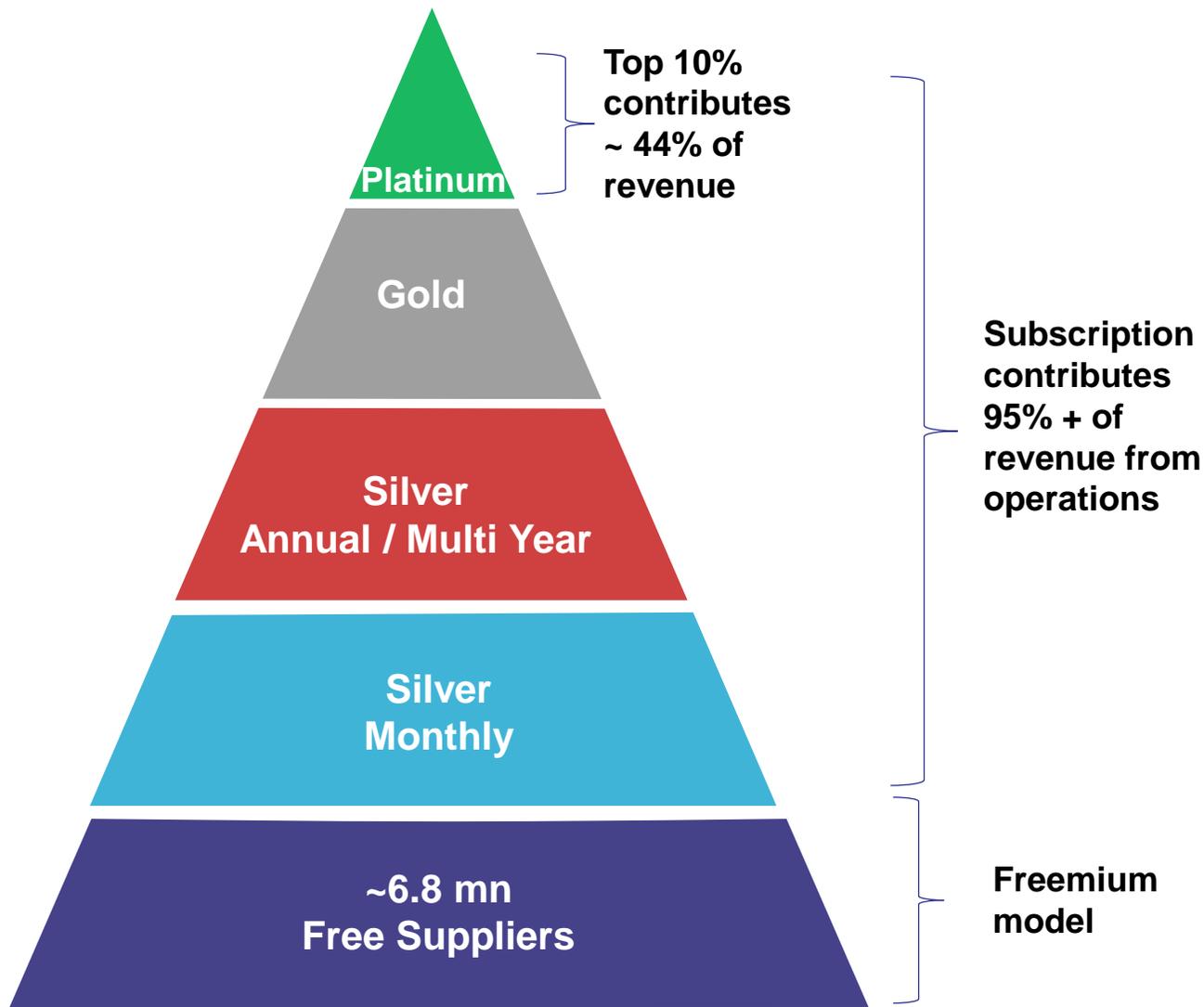


Note: Figures as of December 31, 2021; Figures have been rounded off

1. Daily Unique Business Enquiries for Q3 FY22
2. Live products listing as of Dec 2021



# ROI-driven, Subscription Based Revenue Model



## Key Offerings



Web Storefront



Cloud Telephony - PNS



Priority Listing



RFQ Selection Credits - BuyLead



CRM - Lead Manager



Online Payment



Buyer Profile



Note: As on December 31, 2021; Figures have been rounded off

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# Subscription Tier Wise RFQ Quota



	Daily RFQ Quota		Weekly RFQ Quota
Platinum	3 - 4		50 - 100
Gold	2		20 - 30
Silver Annual / Multi Year	1	+	10
Silver Monthly	1		7
Free Suppliers	x		x



Note: As on December 31, 2021; Figures have been rounded off

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# Nationwide Sales and Service Coverage



**Strong presence across the length and breadth of the country**



**Reach to 1,000+ cities**



**Wide network of own sales force and channel partners**



**FSF, Tele and Online modes**

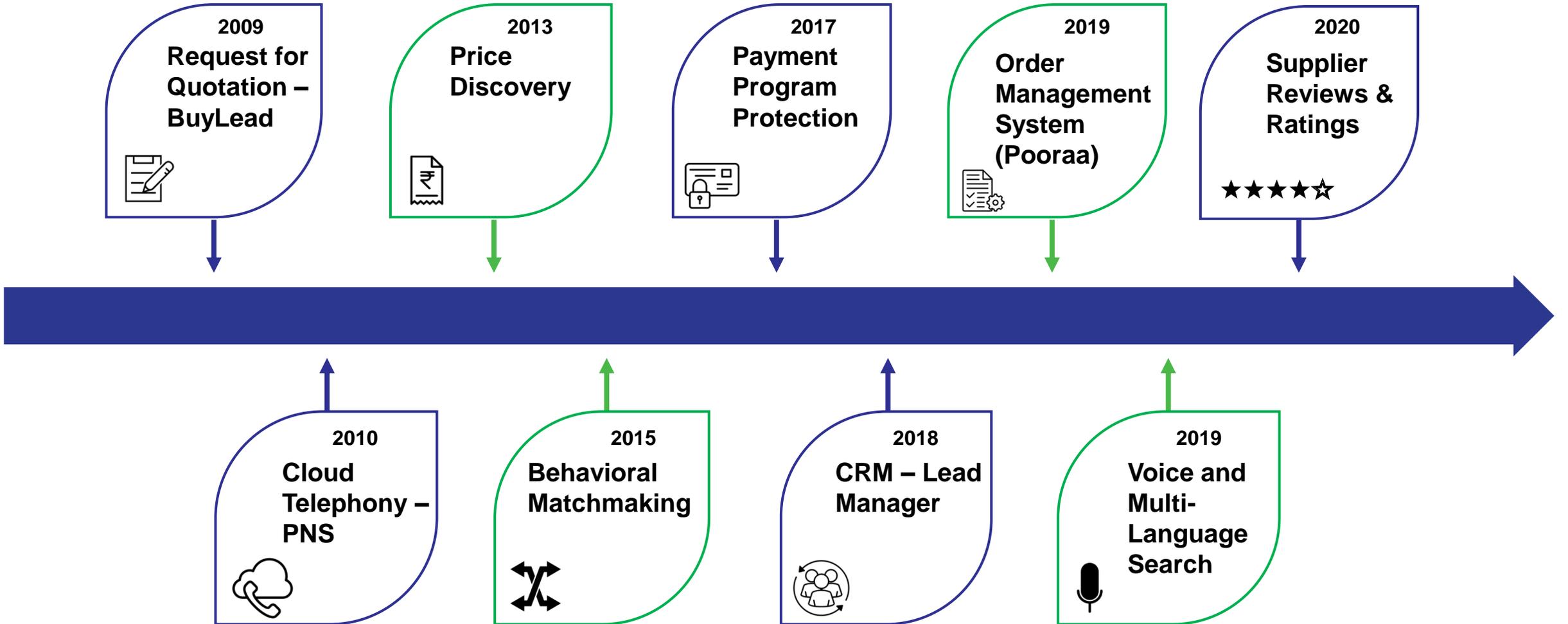
Note: Figures as of March 31, 2021



Note: Map not to scale

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# Constant Innovation and Technology Focus



# Key Competitive Strengths

## BRAND AND NETWORK EFFECT

- ~100% organic search
- 55% repeat buyers
- 36% suppliers are buyers
- 4.7\* play store rating

## DETAILED CATALOGUE WITH PRICING

- 80 mn listed products<sup>(1)</sup>
- Product specifications
- Pricing, photos & videos
- Review and ratings

## EFFICIENCY & EFFECTIVENESS THROUGH SUPPLIER BEHAVIORAL DATA

- RFQ selection
- Call responsiveness
- CRM replies and callbacks
- AI-based matchmaking

## PRESENCE IN A HIGHLY FRAGMENTED MARKET

- 7 mn suppliers
- Widespread reach
- Multi-channel sales and service



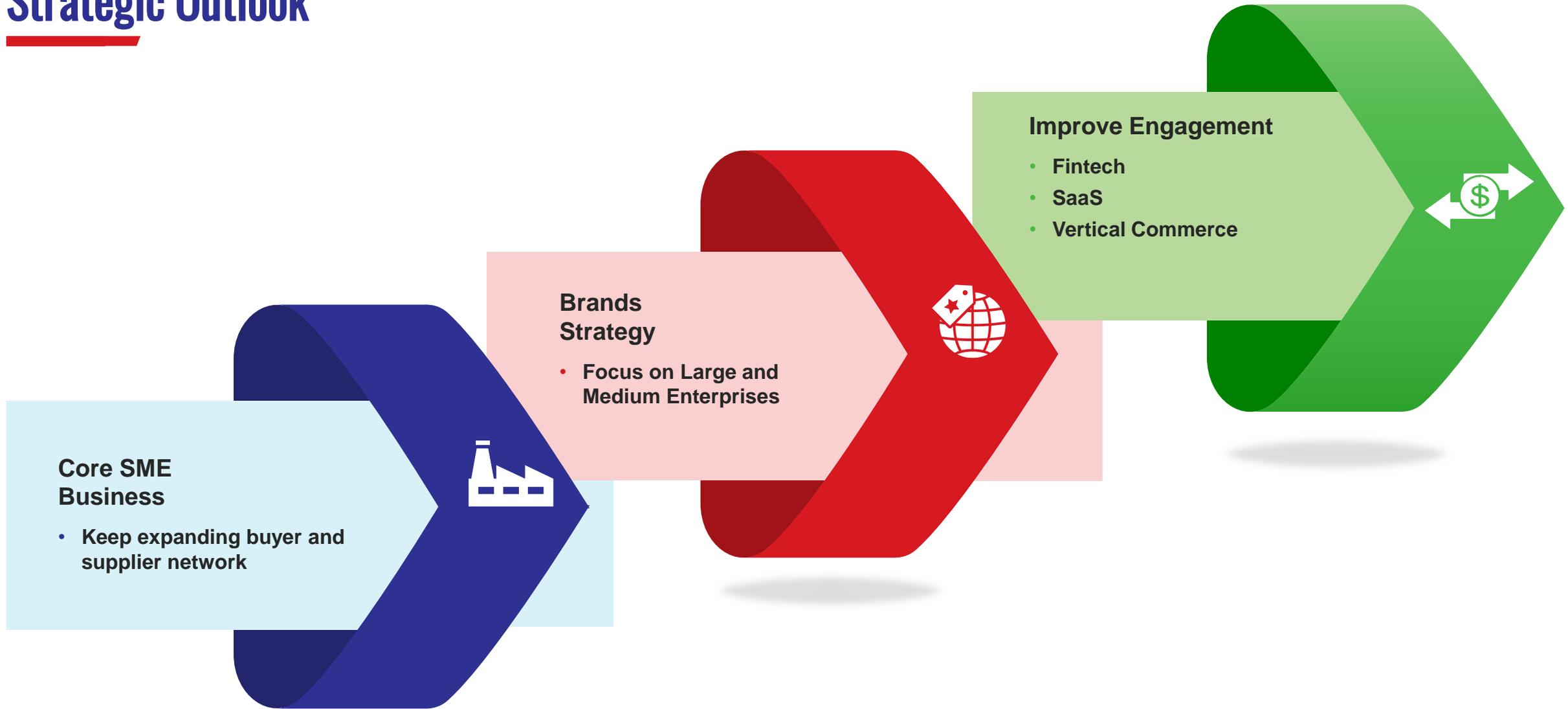
Note: Figures as of December 31, 2021 , Figures have been rounded off

(1) Live products listing as of December 2021

(2) \*As of Dec 31, 2021



# Strategic Outlook



# Journey Towards Commerce and Business Enablement

## Enablement of Commerce

### Discovery

Products Specifications & Prices

Photos / Videos

Reviews & Ratings

### Conversation

Buyer & Supplier Negotiations

Customer History & Reminder

Quotations & Invoicing

### Commerce

Payments

Logistics / Tracking

Transaction Financing

## Enablement of Business



Inventory Management



Order Management



Accounting / Invoicing



Receivables Management



Procurement Management



Tax Compliance



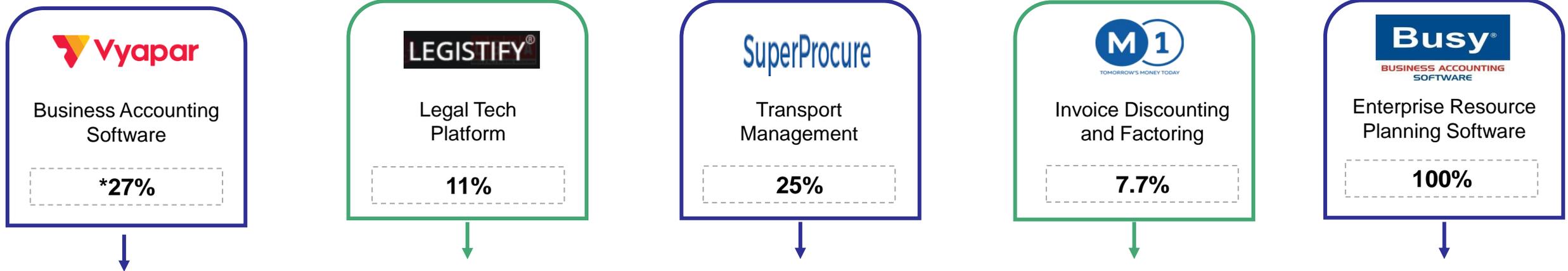
Distributor Management



Payroll



# Strategic Investments Done So Far



Aug'19

May'20

Mar'21

Apr'21

Apr'21

Aug'21

Nov'21

Dec'21

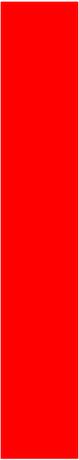
Jan'22



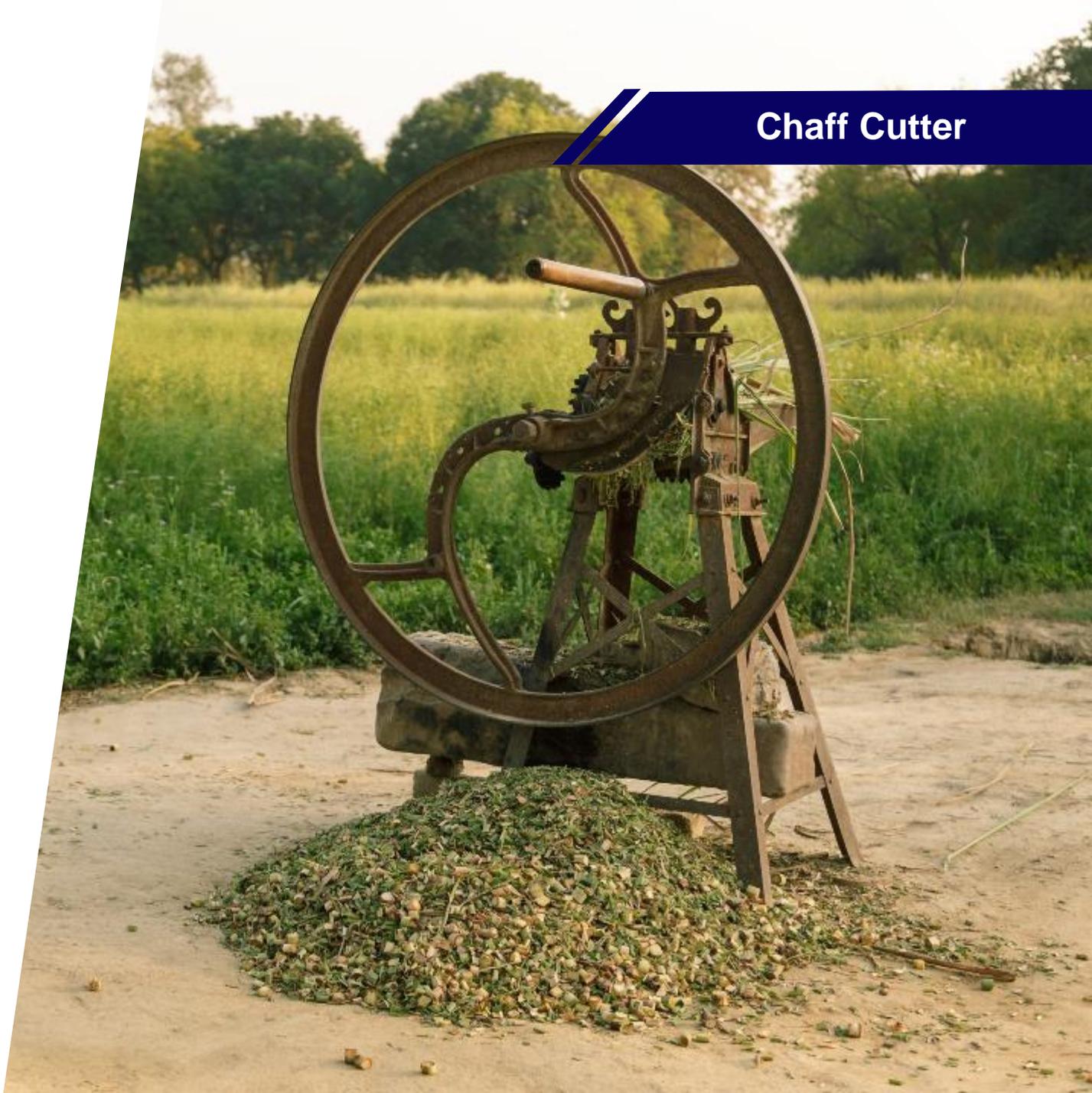
\*Vyapar stake increase from 26% to 27% in Jan'22

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Holding



# Business Operational Performance

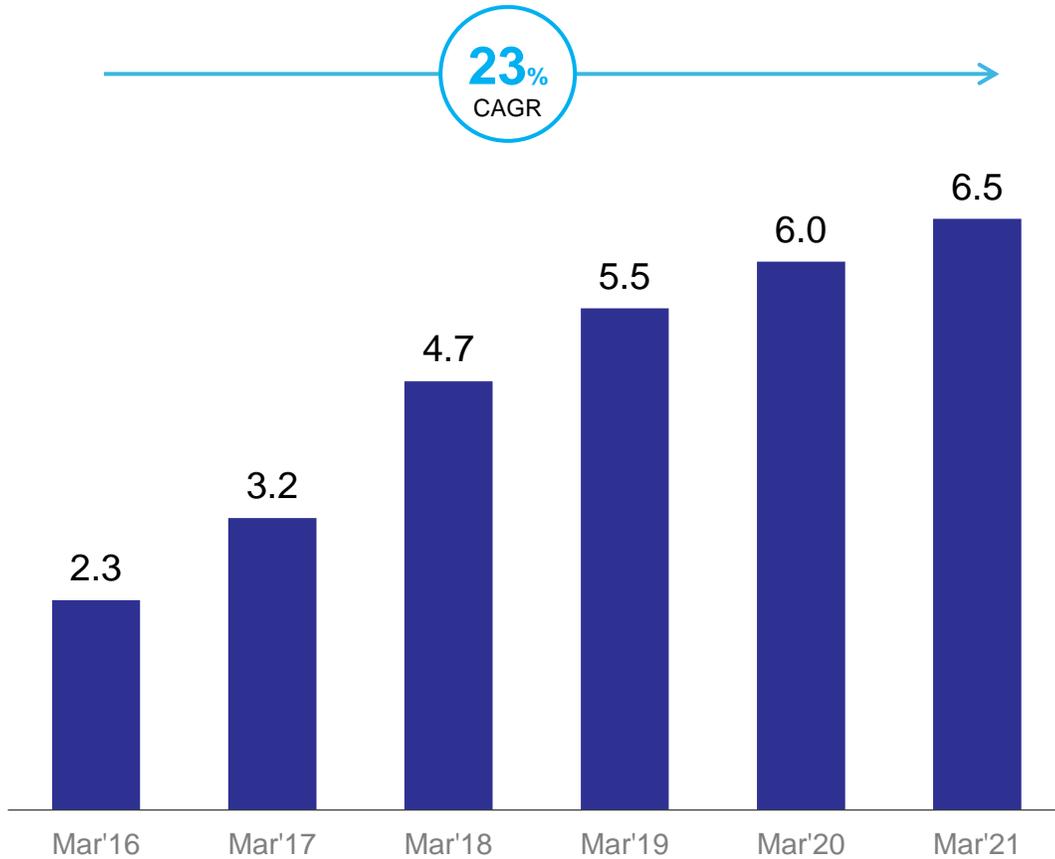


Chaff Cutter

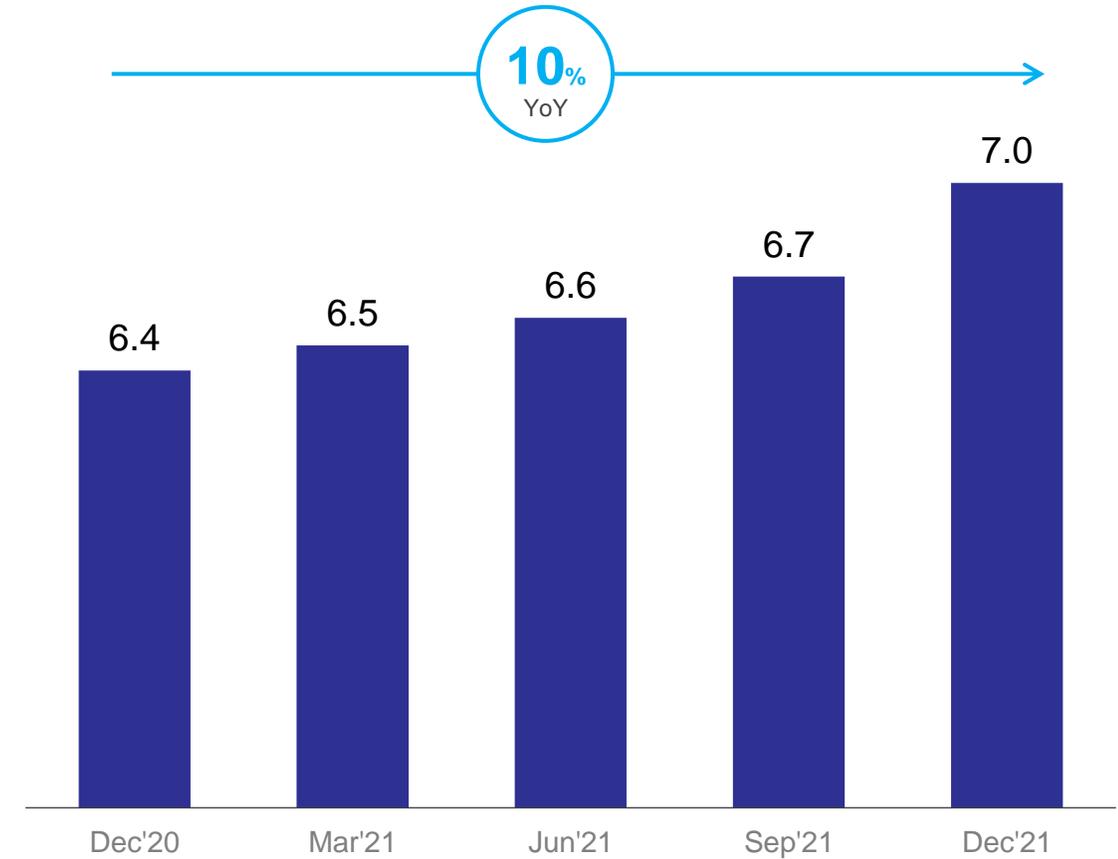
# Indian Supplier Storefronts

(Figures in Millions)

## Yearly trends



## Quarterly trends



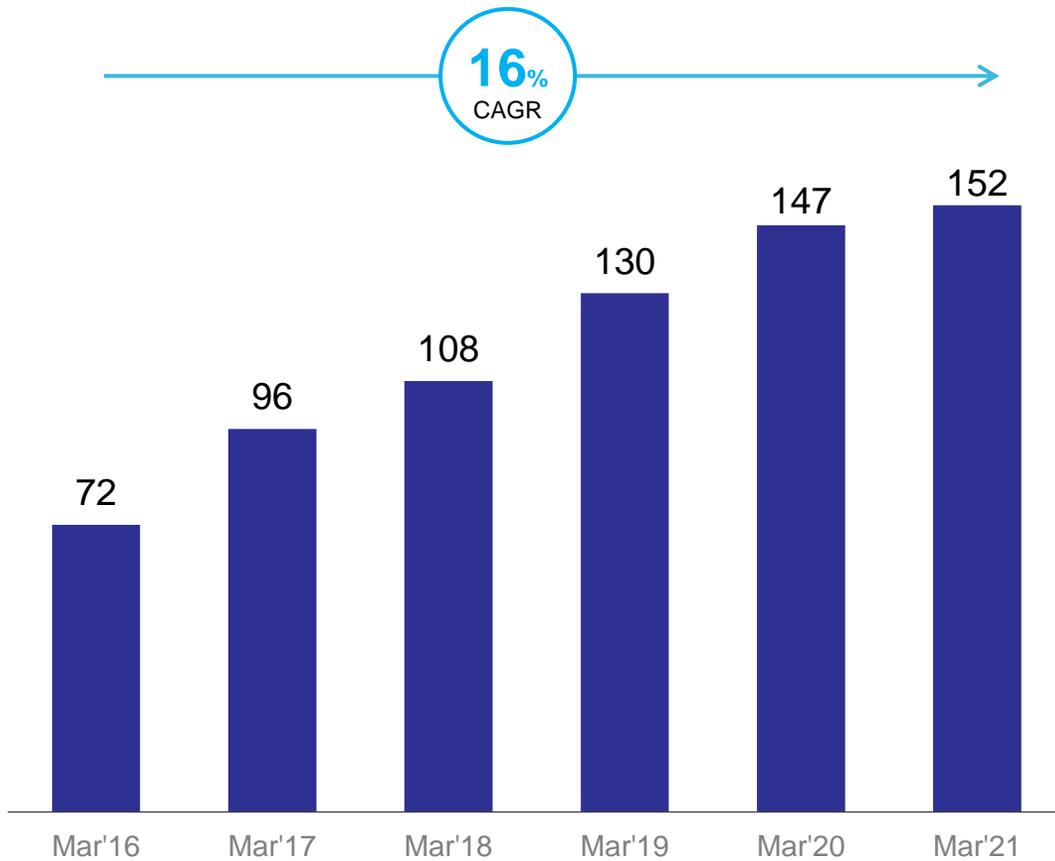
Figures have been rounded off

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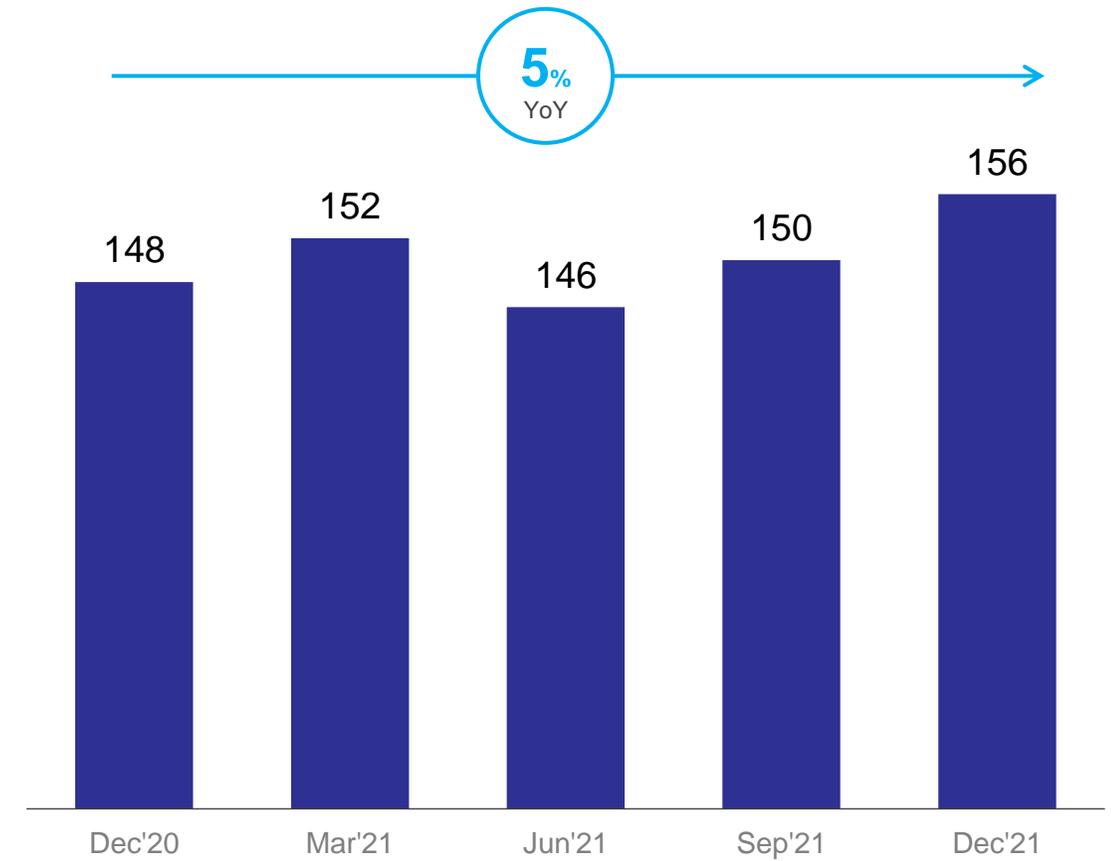
# Paying Subscription Suppliers

(Figures in Thousands)

## Yearly trends



## Quarterly trends



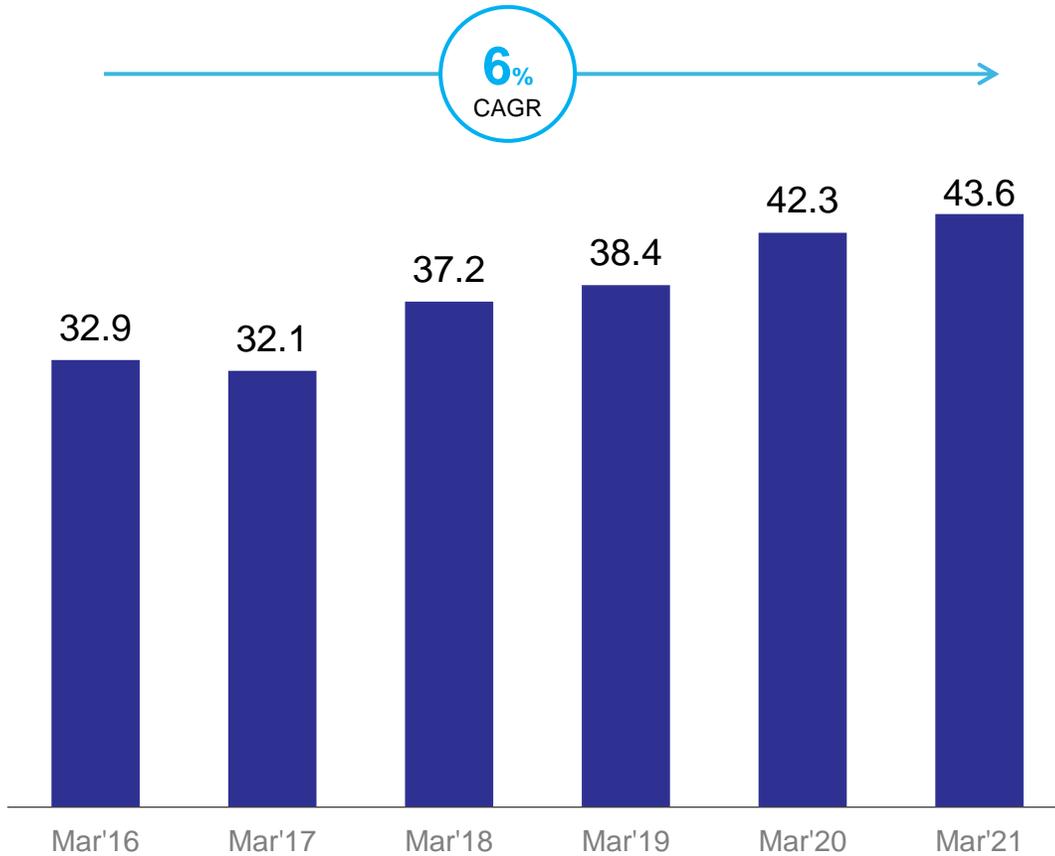
Figures have been rounded off

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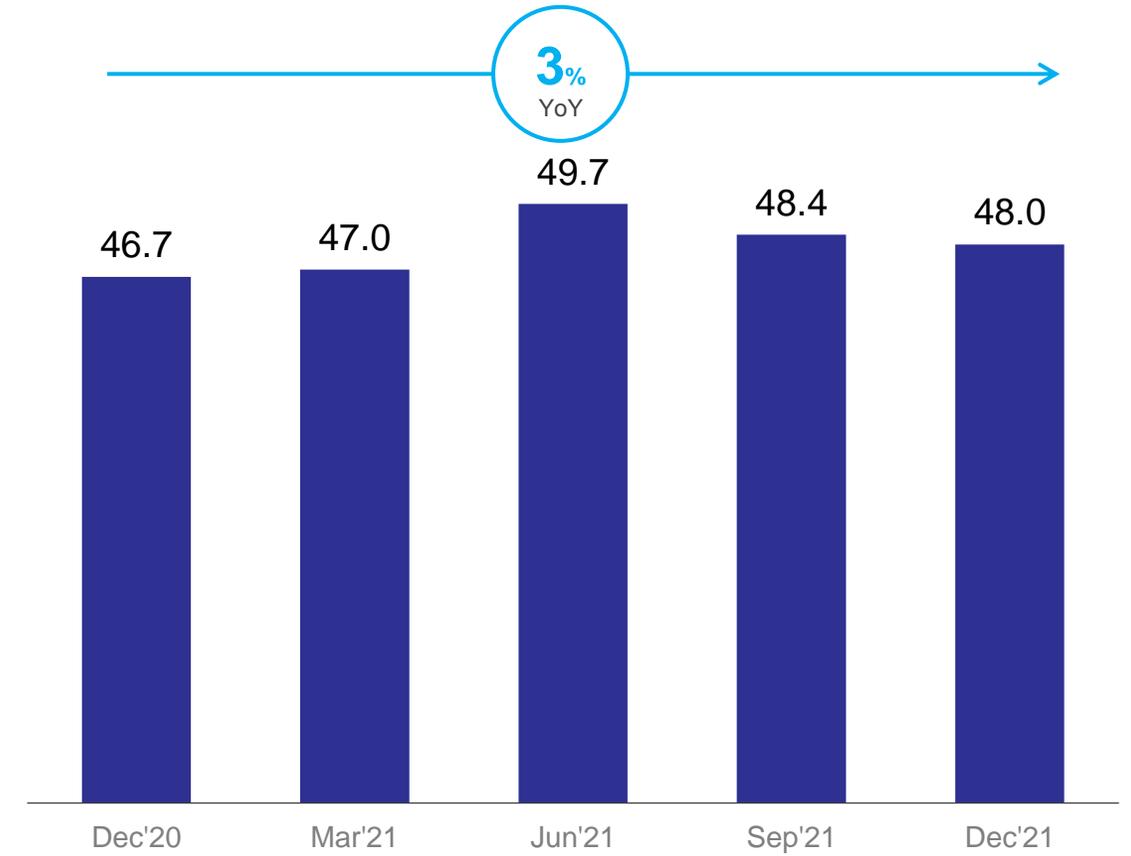
# Annualised Revenue Per Paying Subscriber

(Figures in Rupees Thousands)

## Yearly trends



## Quarterly trends



Represents Revenue from operations for the period divided by Paying subscription suppliers at period end  
For the purposes of Quarter, the same has been multiplied by 4 to represent annualized run-rate



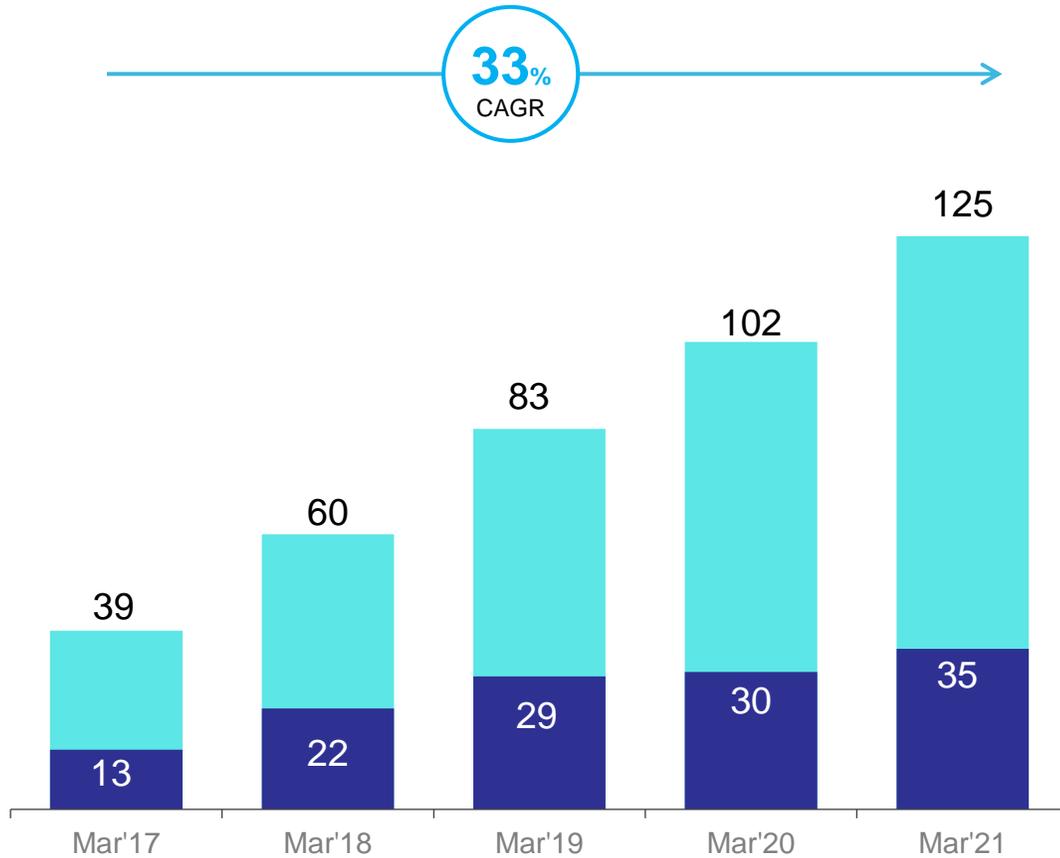
Figures have been rounded off

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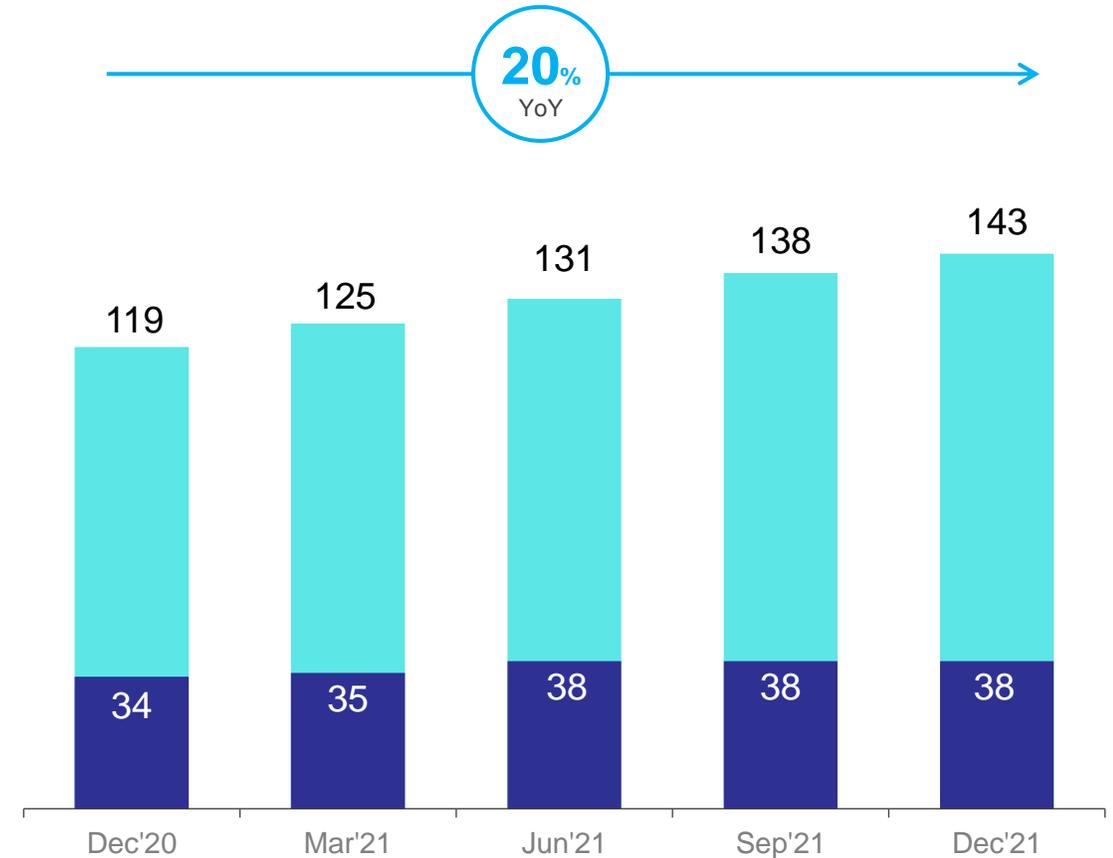
# Registered Buyers

(Figures in Millions)

## Yearly trends



## Quarterly trends



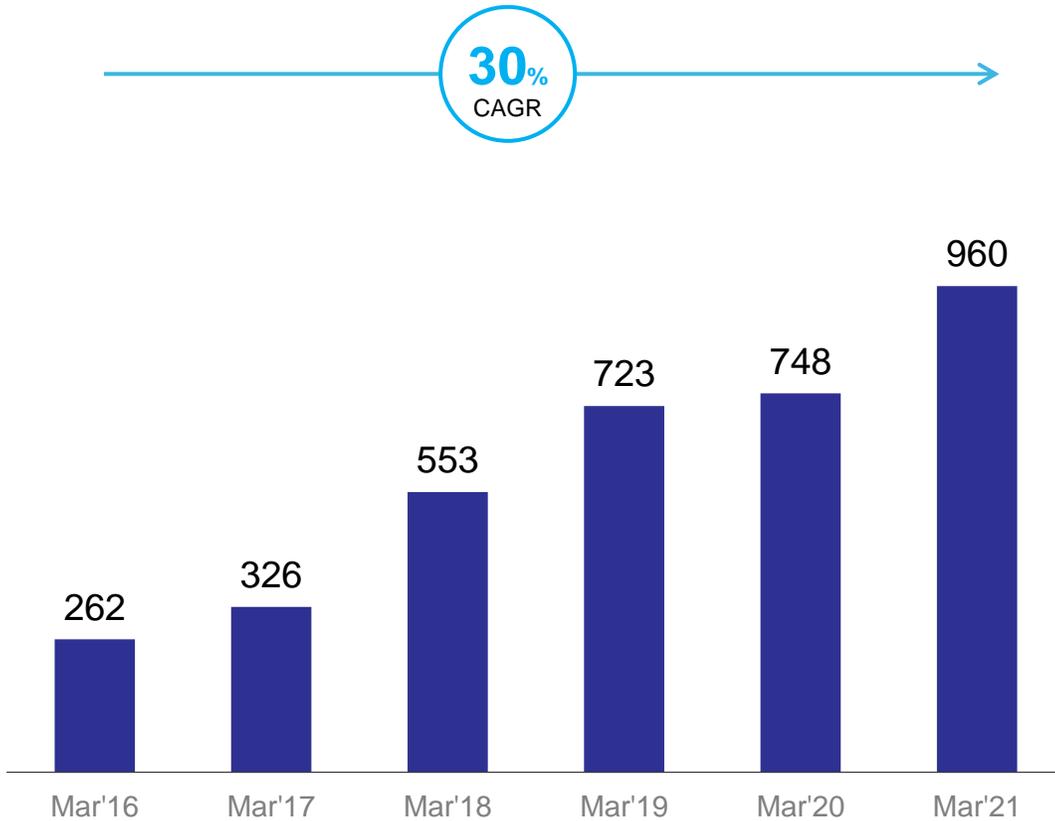
■ Last 12 months active buyers



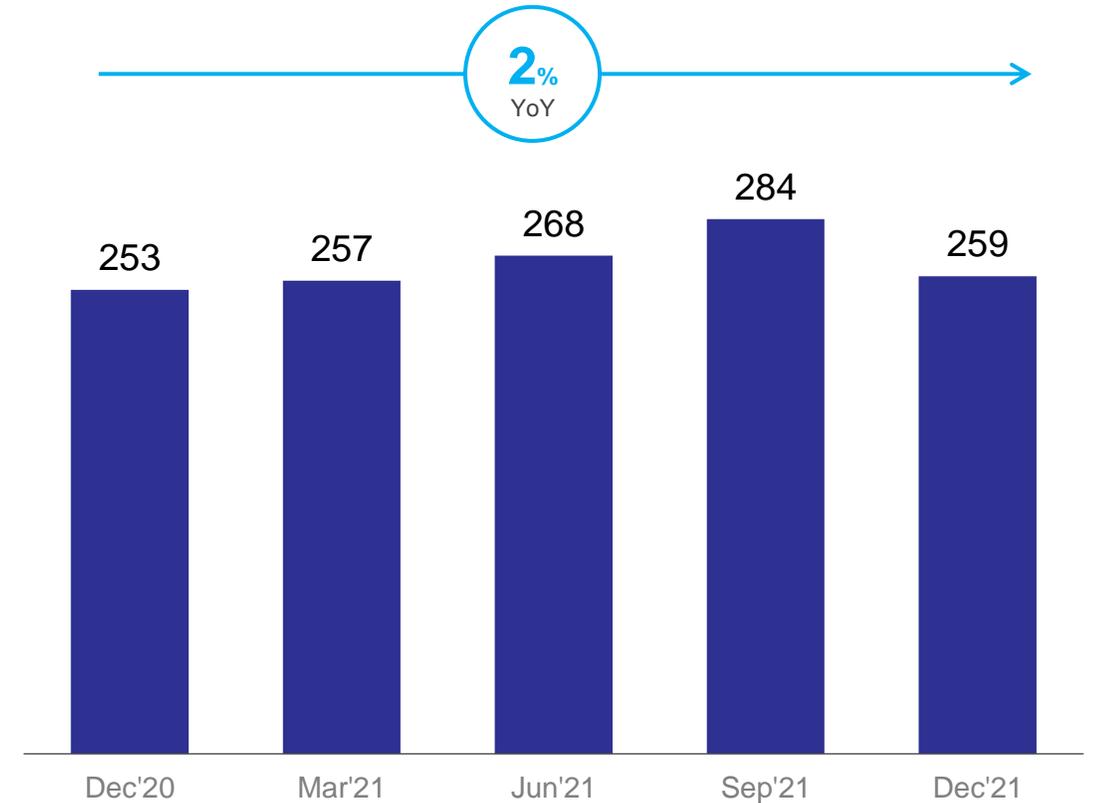
Figures have been rounded off

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## Yearly trends



## Quarterly trends



**~81% of traffic is through mobile**



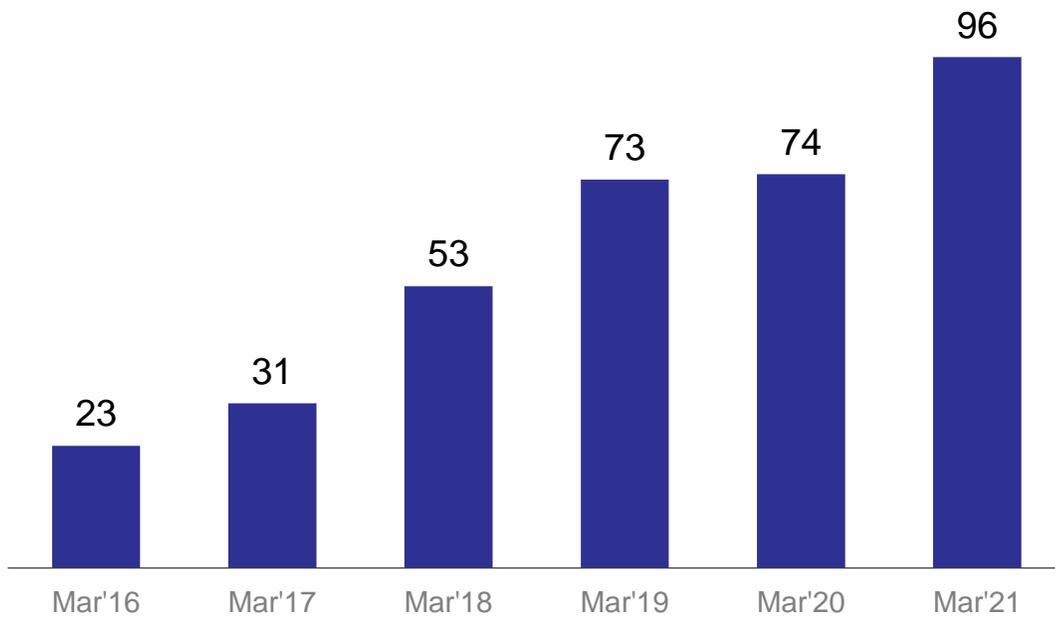
\*Traffic is defined as the number of visits on the desktop website, mobile website and mobile app of the company  
Figures have been rounded off

# Unique Business Enquiries\*

(Figures in Millions)

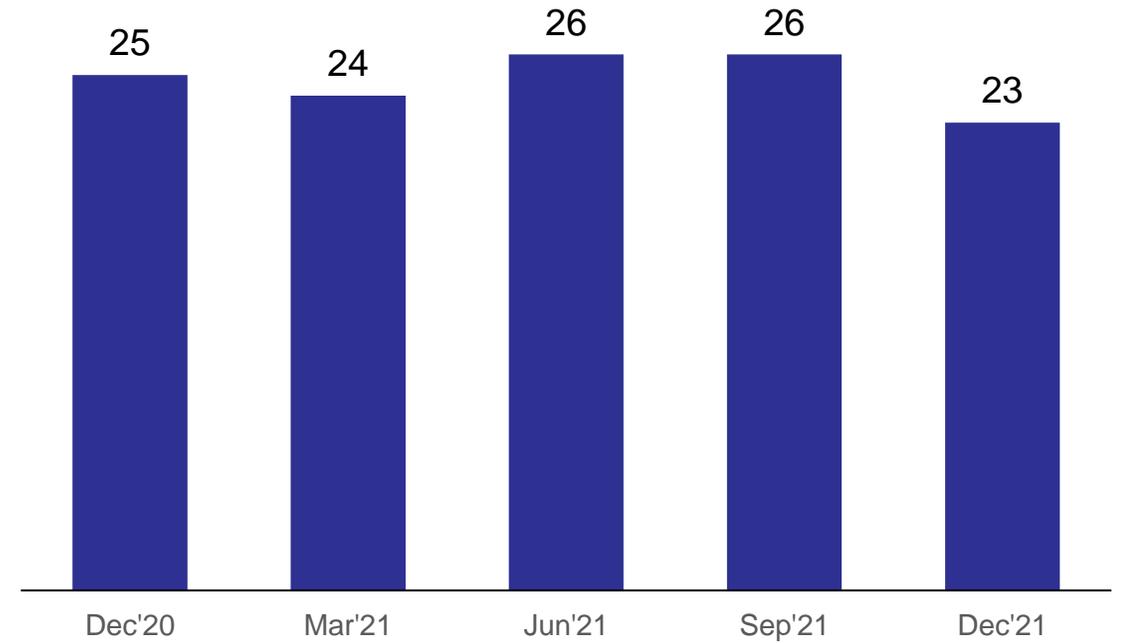
## Yearly trends

34%  
CAGR



## Quarterly trends

(8)%  
YoY



\* We consider a buyer posting an enquiry as one unique buyer for that day. If the same buyer posts another enquiry on a different day, he is considered as a different unique buyer. Sum of all such unique quarterly & yearly buyers is mentioned in the Quarterly and Yearly trends, respectively

Figures have been rounded off

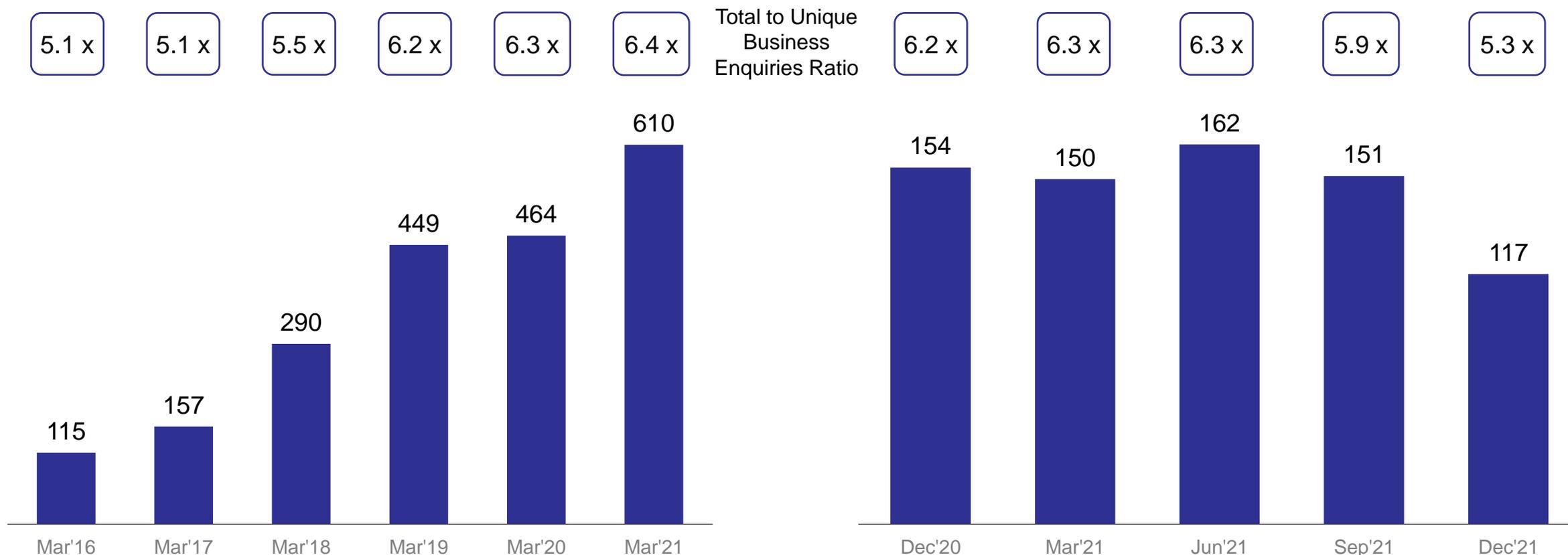


# Business Enquiries Delivered\*

(Figures in Millions)

## Yearly trends

## Quarterly trends



- Total to Unique Business Enquiries Ratio = Business Enquiries Delivered divided by Unique Business Enquiries during that period
- Decline in total to business enquiries ratio in Sept 21 and Dec 21 quarter is due to certain algorithmic changes leading to better matchmaking and higher efficiency.

Figures have been rounded off



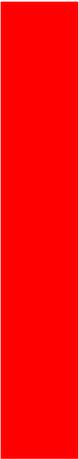
# Operational Metrics Summary

As at end of/ during	FY 2019-20							FY 2020-21					FY 2021-22		
	FY18	FY19	Q1	Q2	Q3	Q4	FY20	Q1	Q2	Q3	Q4	FY21	Q1	Q2	Q3
<b>Key Metrics - Operational</b>															
Registered buyers (mn)	60	83	88	93	98	102	102	107	113	119	125	125	131	138	143
Total Traffic (mn)	553	723	184	196	188	180	748	191	259	253	257	960	268	284	259
Daily Unique Business Enquiries (mn)	53	73	18	20	18	18	74	20	28	25	24	96	26	26	23
Total Products Live (mn)	50	61	62	63	66	67	67	68	69	71	72	72	74	76	80
Indian supplier storefronts (mn)	4.7	5.5	5.6	5.7	5.9	6.0	6.0	6.1	6.2	6.4	6.5	6.5	6.6	6.7	7.0
Paying subscription suppliers (000s)	108	130	133	137	142	147	147	133	141	148	152	152	146	150	156
Annualized revenue per Paying customer (ARPU) <sup>1</sup> (Rs)	37,246	38,373	43,565	44,608	45,330	44,961	42,272	45,452	45,809	46,707	47,004	43,640	49,708	48,437	48,044
Revenue Share - Top 10% Paying subscription suppliers	39%	40%	41%	41%	41%	41%	41%	43%	41%	41%	41%	41%	43%	44%	44%
<b>Employees</b>	2,539	2,915	3,067	3,205	3,209	3,150	3,150	3,011	2,863	2,782	2,701	2,701	2,982	2,959	3,185
Product & Tech employees	424	520	510	515	493	466	466	498	476	463	419	419	464	475	458
Corporate employees	173	146	159	166	173	160	160	138	138	138	132	132	142	141	141
Sales supervision and servicing	1,942	2,249	2,398	2,524	2,543	2,524	2,524	2,375	2,249	2,181	2,150	2,150	2,376	2,343	2,586

(1) Represents revenue from operations for the period divided by paying subscription suppliers at period end  
Above table represents standalone operations of IndiaMART

Figures have been rounded off





# Financial Performance

## Consolidated Section

# Q3 FY22 Results Overview (Consolidated)



Revenue from Operations

₹ 188 Cr

↑ 8%



EBITDA

₹ 79 Cr

↓ 10%  
42% Margin



Deferred Revenue

₹ 790 Cr

↑ 25%



Cash Generated from Operating Activities

₹ 84 Cr

↑ 9%



Net Profit

₹ 70 Cr

↓ 12%  
33% Margin



Cash and Investments

₹ 2,523 Cr

↑ 121%

↑ ↓ Calculated YoY



Results are compared against Q3 FY21

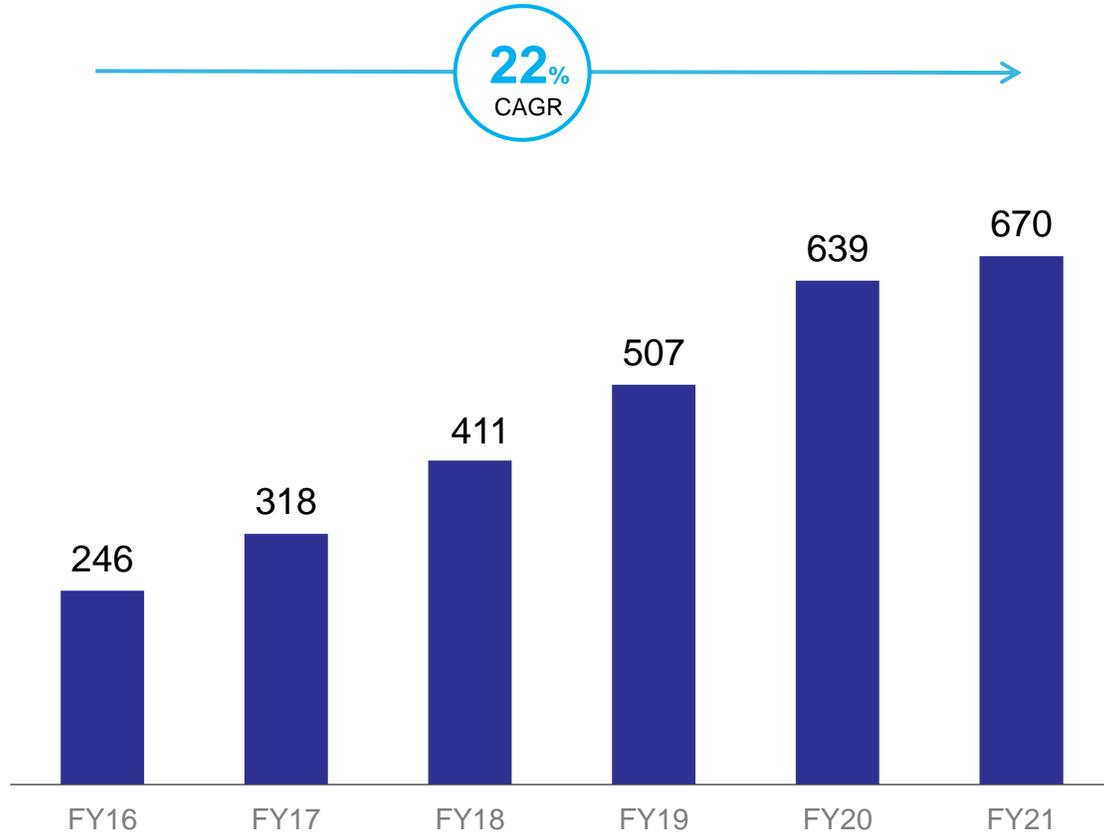
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# Revenue from Operations - Consolidated

(₹ in Crores)

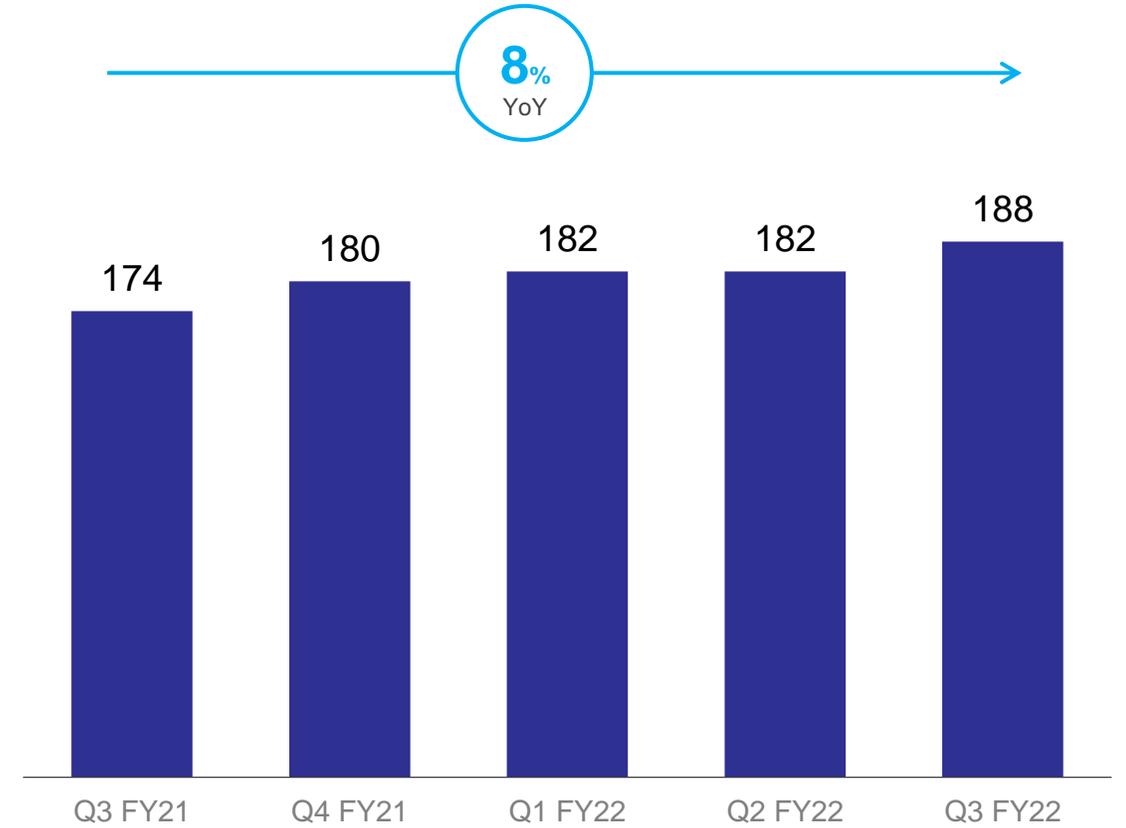
## Yearly trends

22%  
CAGR



## Quarterly trends

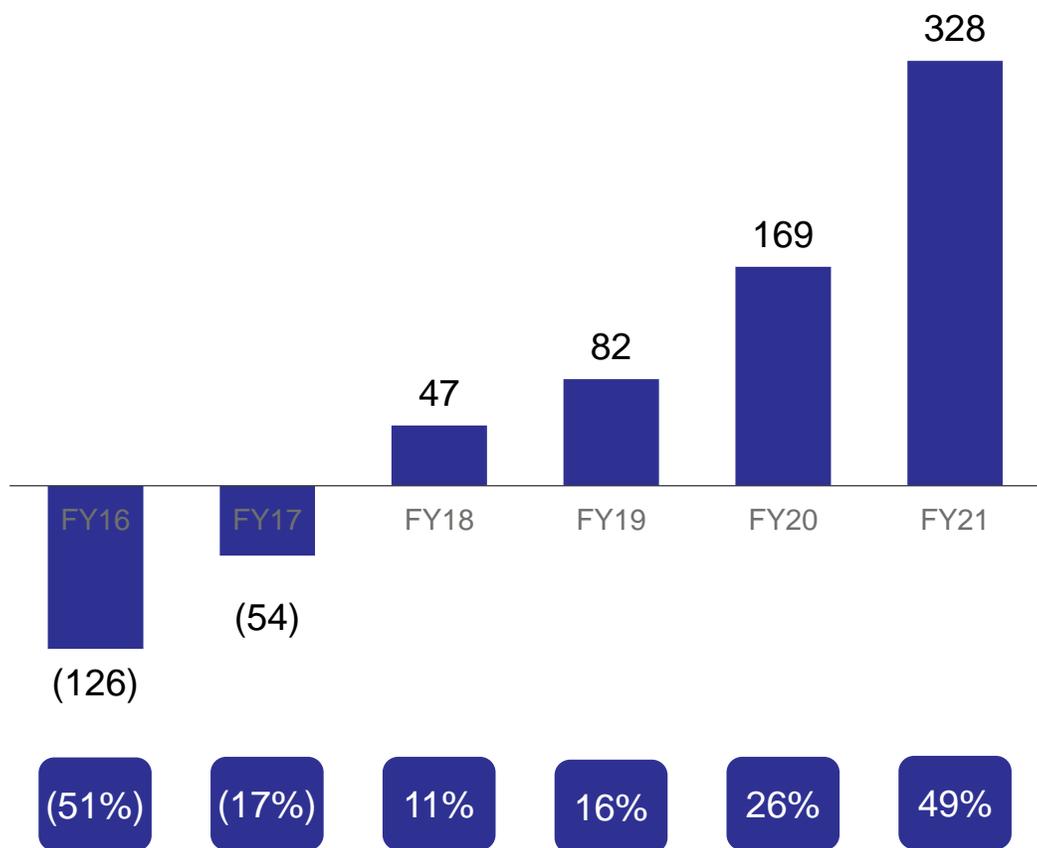
8%  
YoY



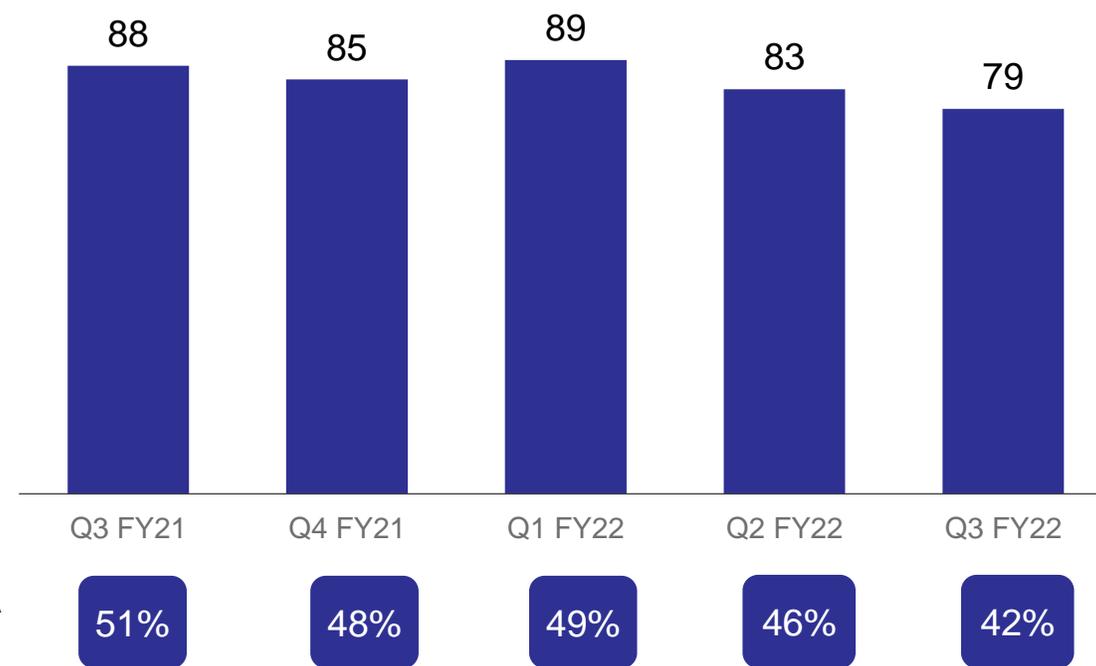
# EBITDA - Consolidated

(₹ in Crores)

## Yearly trends



## Quarterly trends



EBITDA  
Margin

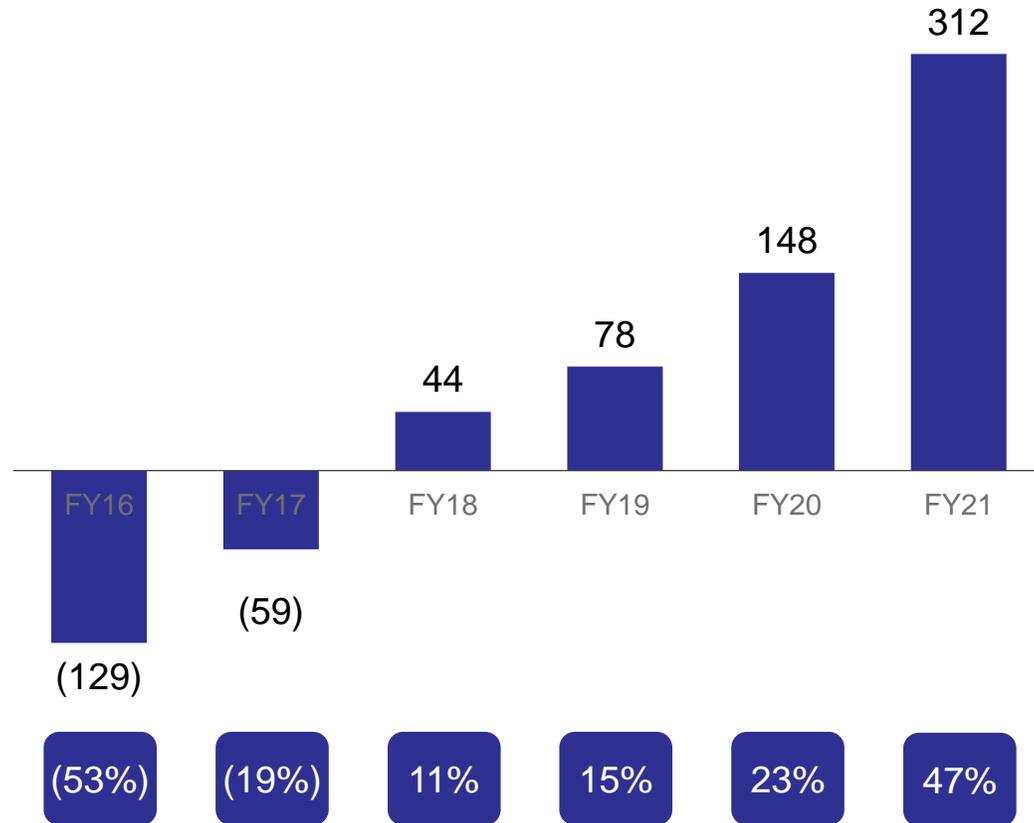
The company has adopted IND AS -116 from 1st April 2019, the nature of expenses in respect of operating leases has changed from lease rent (in other expenses) into depreciation cost against the right-of-use asset and finance cost against interest accrued on lease liability. Consequently, EBITDA may not be directly comparable



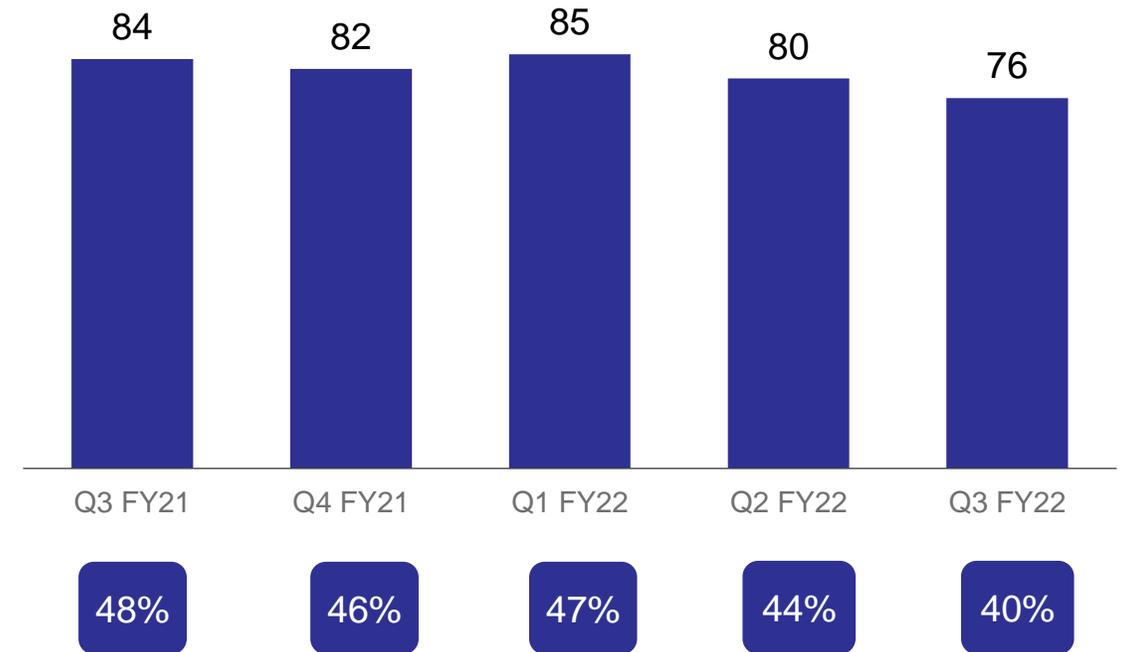
# EBIT - Consolidated

(₹ in Crores)

## Yearly trends



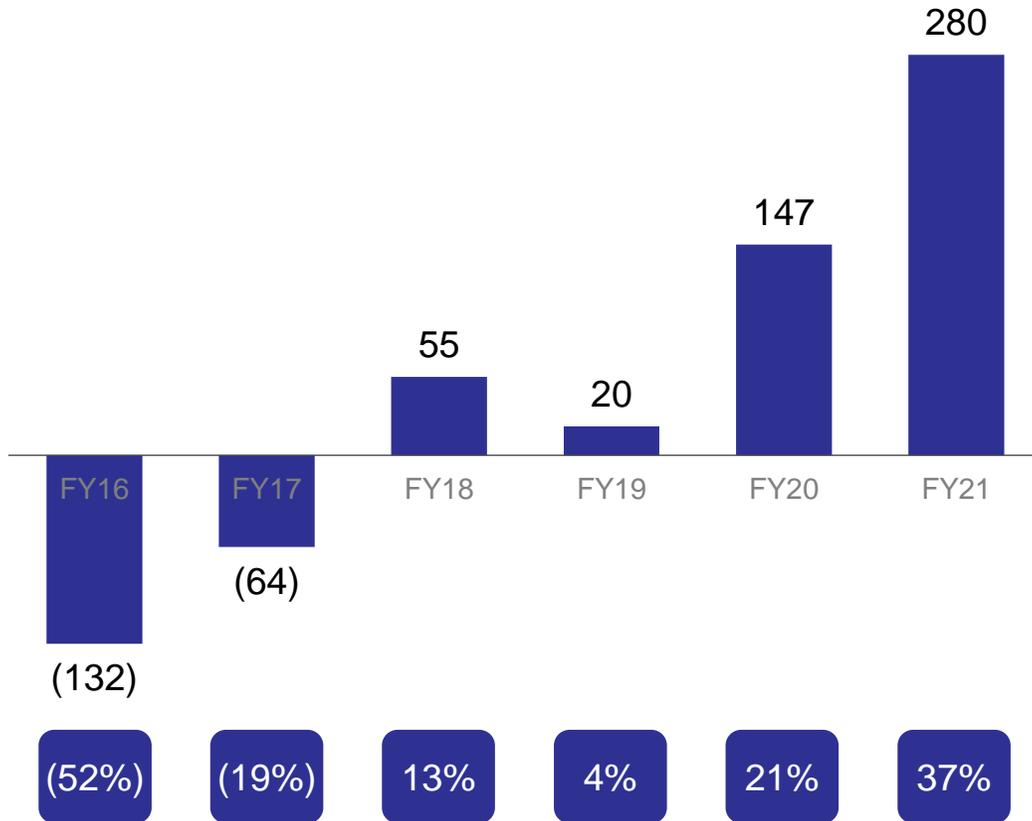
## Quarterly trends



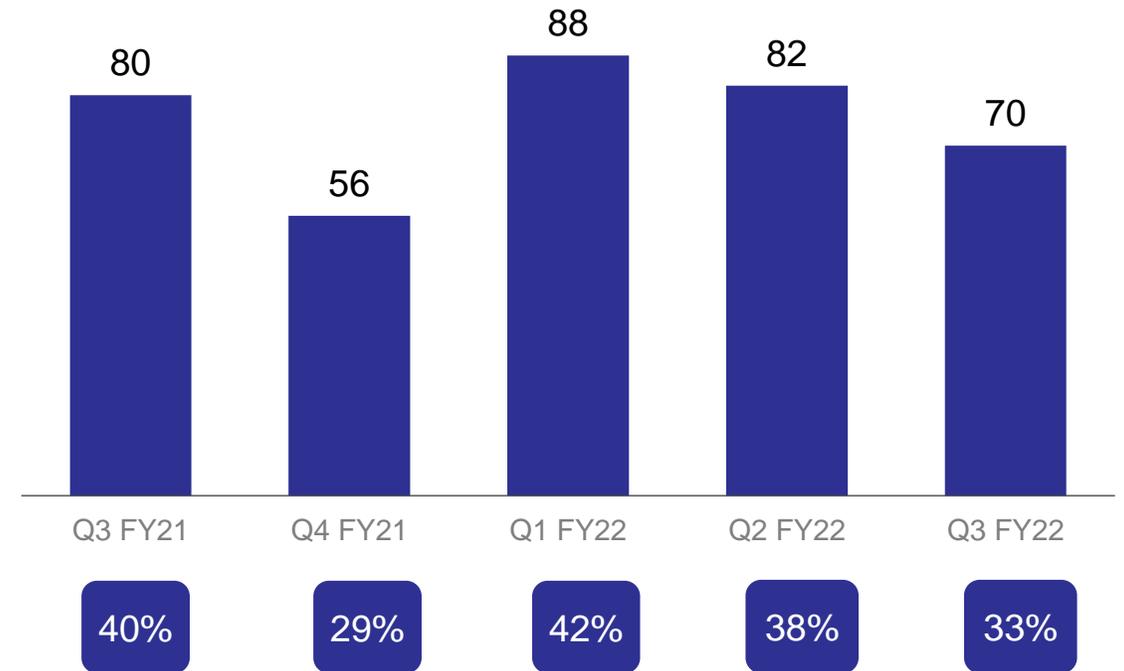
# PAT - Consolidated

(₹ in Crores)

## Yearly trends



## Quarterly trends



# Financial Performance – Consolidated

(₹ in Crores)

Financial Metrics	Q3 FY22	Q3 FY21	YoY Change	Q2 FY22	QoQ Change	9M FY22	9M FY21	YoY Change
<b>Revenue from Operations</b>	<b>188</b>	<b>174</b>	<b>8%</b>	<b>182</b>	<b>3%</b>	<b>552</b>	<b>490</b>	<b>13%</b>
Other Income	22	25	(11%)	31	(30%)	83	76	9%
<b>Total Income</b>	<b>210</b>	<b>198</b>	<b>6%</b>	<b>214</b>	<b>(2%)</b>	<b>635</b>	<b>566</b>	<b>12%</b>
Manpower and Outsourced Sales Cost	82	64	29%	74	11%	225	185	21%
Other Operating Expense	27	22	24%	25	8%	77	62	24%
<b>Total Expenses</b>	<b>109</b>	<b>86</b>	<b>27%</b>	<b>99</b>	<b>10%</b>	<b>302</b>	<b>247</b>	<b>22%</b>
<b>EBITDA</b>	<b>79</b>	<b>88</b>	<b>(10%)</b>	<b>83</b>	<b>(5%)</b>	<b>251</b>	<b>243</b>	<b>3%</b>
<i>EBITDA Margin(%)</i>	<i>42%</i>	<i>51%</i>		<i>46%</i>		<i>45%</i>	<i>50%</i>	
Depreciation and amortization expense	3	4	(22%)	3	4%	9	13	(28%)
Others <sup>1</sup>	4	2	108%	3	36%	10	6	67%
<b>Profit Before Tax</b>	<b>93</b>	<b>106</b>	<b>(12%)</b>	<b>109</b>	<b>(14%)</b>	<b>314</b>	<b>300</b>	<b>5%</b>
Tax Expense	23	26	(12%)	26	(13%)	74	76	(3%)
<b>Net Profit</b>	<b>70</b>	<b>80</b>	<b>(12%)</b>	<b>82</b>	<b>(14%)</b>	<b>240</b>	<b>224</b>	<b>7%</b>
<i>Net Profit Margin(%)</i>	<i>33%</i>	<i>40%</i>		<i>38%</i>		<i>38%</i>	<i>40%</i>	
<b>EPS (Rs.)</b>	<b>23.0</b>	<b>27.6</b>	<b>(17%)</b>	<b>27.1</b>	<b>(15%)</b>	<b>79.1</b>	<b>77.5</b>	<b>2%</b>
<b>Cash Generated from Operating Activities</b>	<b>84</b>	<b>77</b>	<b>9%</b>	<b>99</b>	<b>(15%)</b>	<b>245</b>	<b>158</b>	<b>55%</b>
<b>Collections from Customers</b>	<b>222</b>	<b>179</b>	<b>24%</b>	<b>223</b>	<b>(1%)</b>	<b>616</b>	<b>439</b>	<b>40%</b>

## Notes

1. Others include – Finance Cost, Net Loss on Financial Liability at FVTPL and Share in net profit /(loss) of associates



# Balance Sheet – Consolidated

(₹ in Crores)

Assets	Dec-21	Mar-21
PPE <sup>1</sup> , CWIP <sup>1</sup> , Intangible assets, other non-current assets	3.4	4.4
Right-of-use asset	55.4	62.6
Investment in subsidiaries and associates	89.2	27.0
Financial assets		
Bank Deposits	-	-
Others	59.8	14.1
Deferred and Non-current tax asset	21.7	18.7
<b>Total Non-Current Assets</b>	<b>229.5</b>	<b>126.8</b>
Financial assets		
Cash & Investments <sup>2</sup>	2,523	2,365.4
Others	8.1	9.7
Current Tax and other current assets	5.4	9.7
<b>Total Current Assets</b>	<b>2,535.7</b>	<b>2,384.7</b>
<b>Total Assets</b>	<b>2,765.2</b>	<b>2,511.5</b>

Equity and Liabilities	Dec-21	Mar-21
Total Equity	1,810.2	1,610.9
Financial liabilities		
Lease Liabilities	48.0	52.6
Deferred tax liabilities (net)	18.7	20.7
Provisions	25.8	27.5
Contract liabilities	294.2	258.5
<b>Total Non-current Liabilities</b>	<b>386.7</b>	<b>359.3</b>
Financial liabilities		
Lease Liabilities	10.3	10.9
Others	32.7	35.6
Provisions	4.8	4.8
Contract liabilities	495.9	467.6
Other current liabilities	24.7	22.4
<b>Total Current Liabilities</b>	<b>568.4</b>	<b>541.3</b>
<b>Total Equity and Liabilities</b>	<b>2,765.2</b>	<b>2,511.5</b>

Notes

1. PPE: Property, plant and equipment, CWIP: Capital Work in Progress



# Revenue – Legal Entity View

(₹ in Crore)

Particulars	Q3 FY21	Q4 FY21	Q1 FY22	Q2 FY22	Q3 FY22
Revenue from Operations					
IndiaMART InterMESH Ltd	173	179	181	182	187
Pay With IndiaMART Pvt Ltd	0.7	0.7	0.7	0.7	0.6
Tolexo Online Pvt Ltd	0.1	0.1	0.1	0.3	0.3
	<b>174</b>	<b>180</b>	<b>182</b>	<b>183</b>	<b>188</b>
Inter Company Adjustments	(0.2)	(0.2)	(0.2)	(0.2)	(0.1)
<b>Total Revenue from Operations</b>	<b>174</b>	<b>180</b>	<b>182</b>	<b>182</b>	<b>188</b>

~99% of revenue contributed by IndiaMART standalone business



# Historical Financial Metrics

(₹ in Crore Consolidated)

Financial Metrics	FY-16	FY-17	FY-18	FY-19	FY-20	FY-21
Total Income	251	332	430	548	707	756
Revenue from Operations	246	318	411	507	639	670
EBITDA	(126)	(54)	47	82	169	328
EBITDA Margin (%)	(51%)	(17%)	11%	16%	26%	49%
EBIT	(129)	(59)	44	78	148	312
EBIT Margin (%)	(53%)	(19%)	11%	15%	23%	47%
Adjusted Net Profit for the period*	(124)	(45)	63	85	147	280
Adjusted Net Profit Margin (%)	(50%)	(14%)	15%	16%	21%	37%
Net Profit for the period	(132)	(64)	55	20	147	280
Cash Generated from Operating Activities	(56)	(1)	179	255	261	323
Collections from Customer	315	386	509	671	738	711
Deferred Revenue (period end)	257	325	424	586	685	726
Cash and Investments (period end)	159	177	388	685	931	2,365

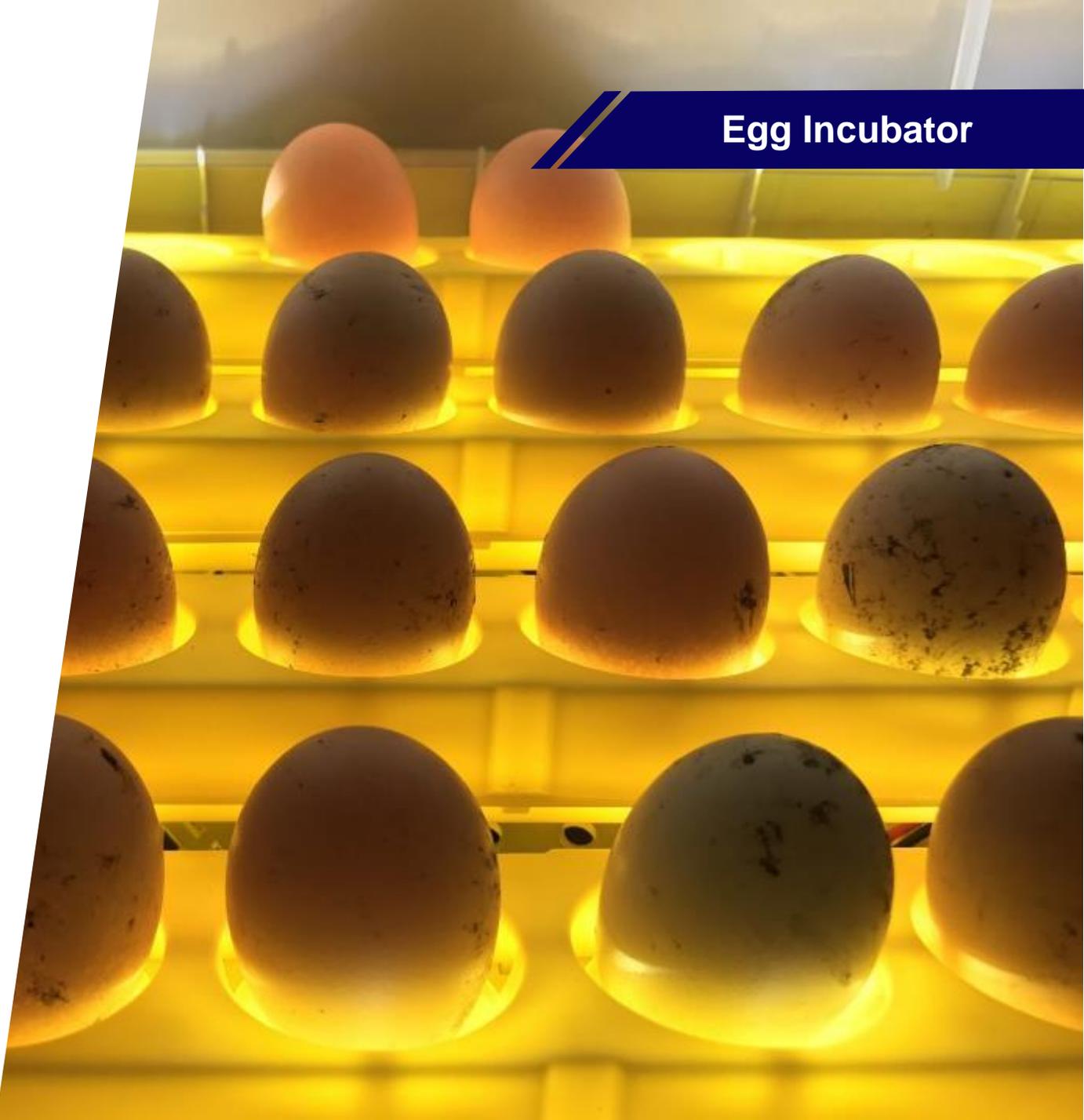
- Net Profit has been adjusted for FVTPL expenses or adjustments and one-time benefits of Deferred Tax
- Deferred revenue includes Advances from Customers





# Financial Performance

Standalone Basis



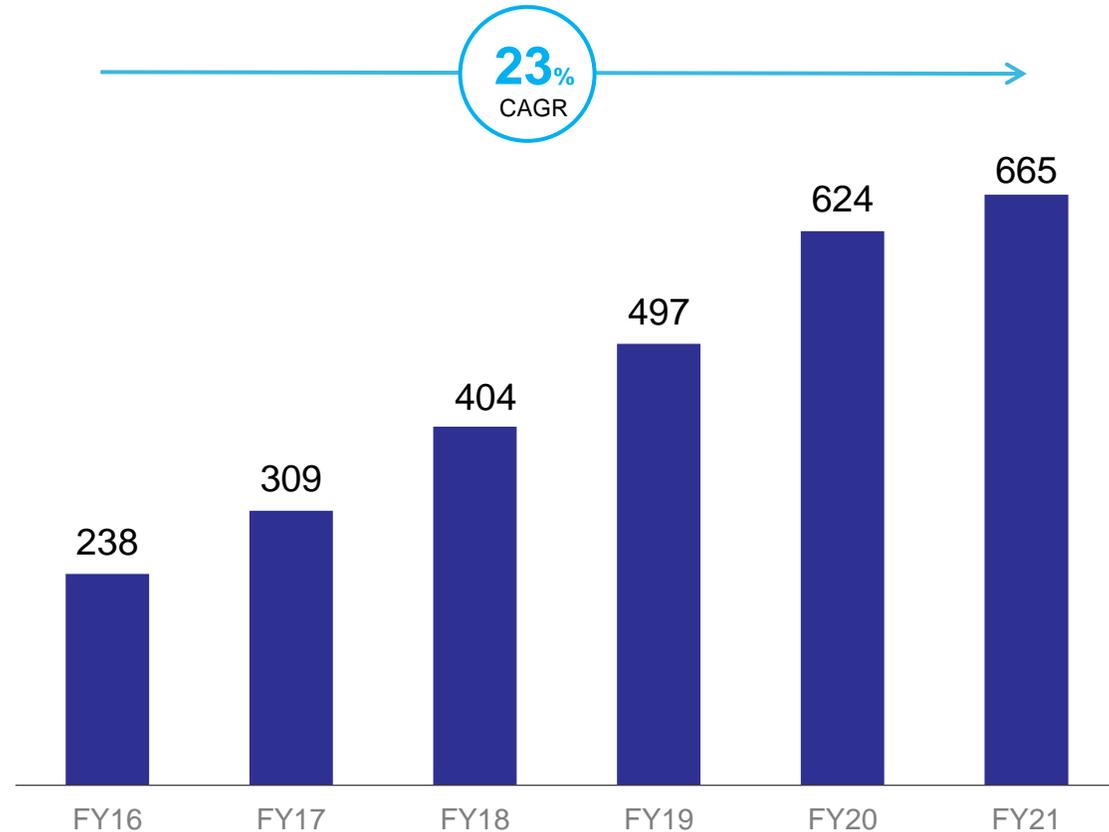
Egg Incubator

# Revenue from Operations - Standalone

(₹ in Crores)

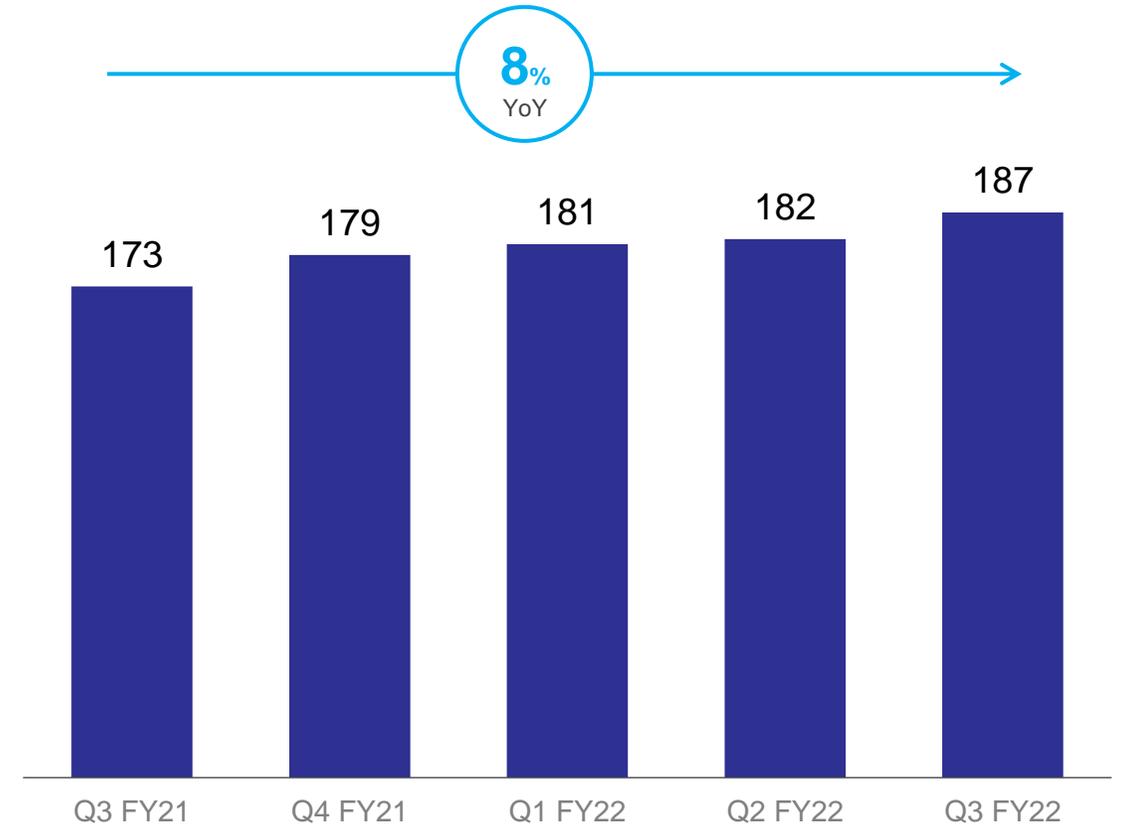
## Yearly trends

23%  
CAGR



## Quarterly trends

8%  
YoY



~44% of revenue contributed by top 10% of paying subscription suppliers

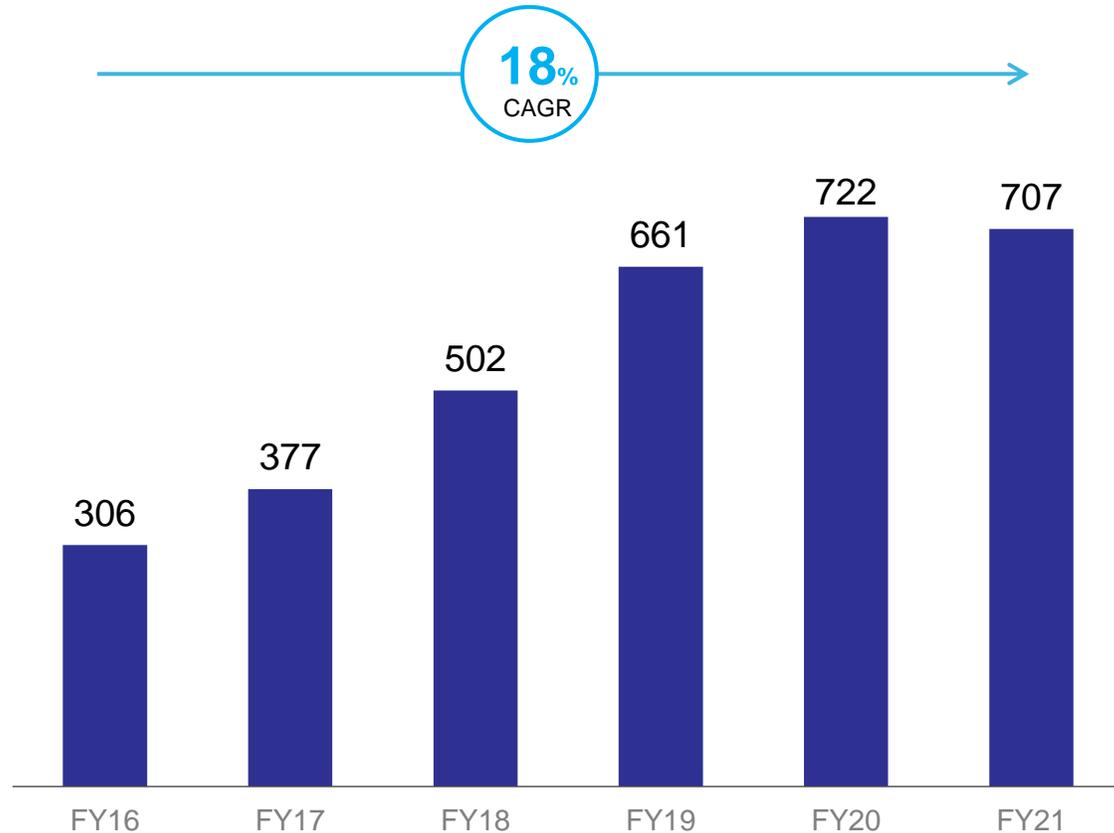


# Collections from Customer - Standalone

(₹ in Crores)

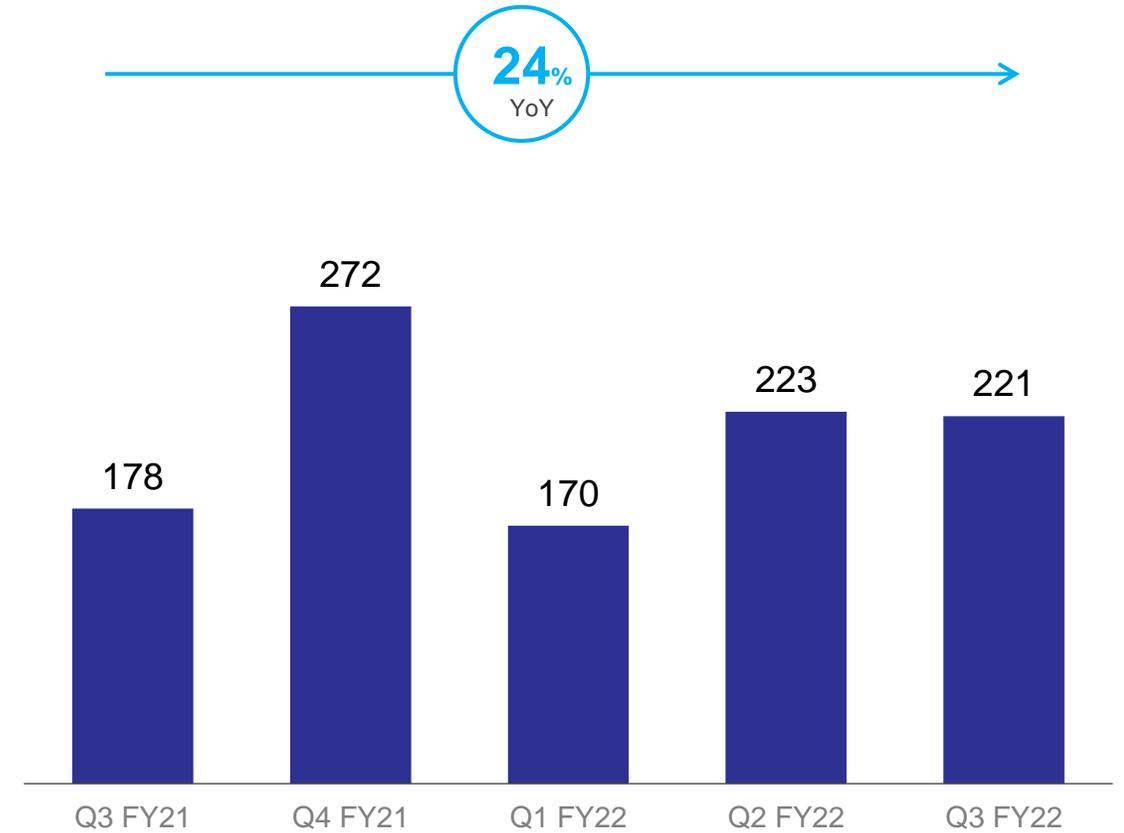
## Yearly trends

18%  
CAGR



## Quarterly trends

24%  
YoY

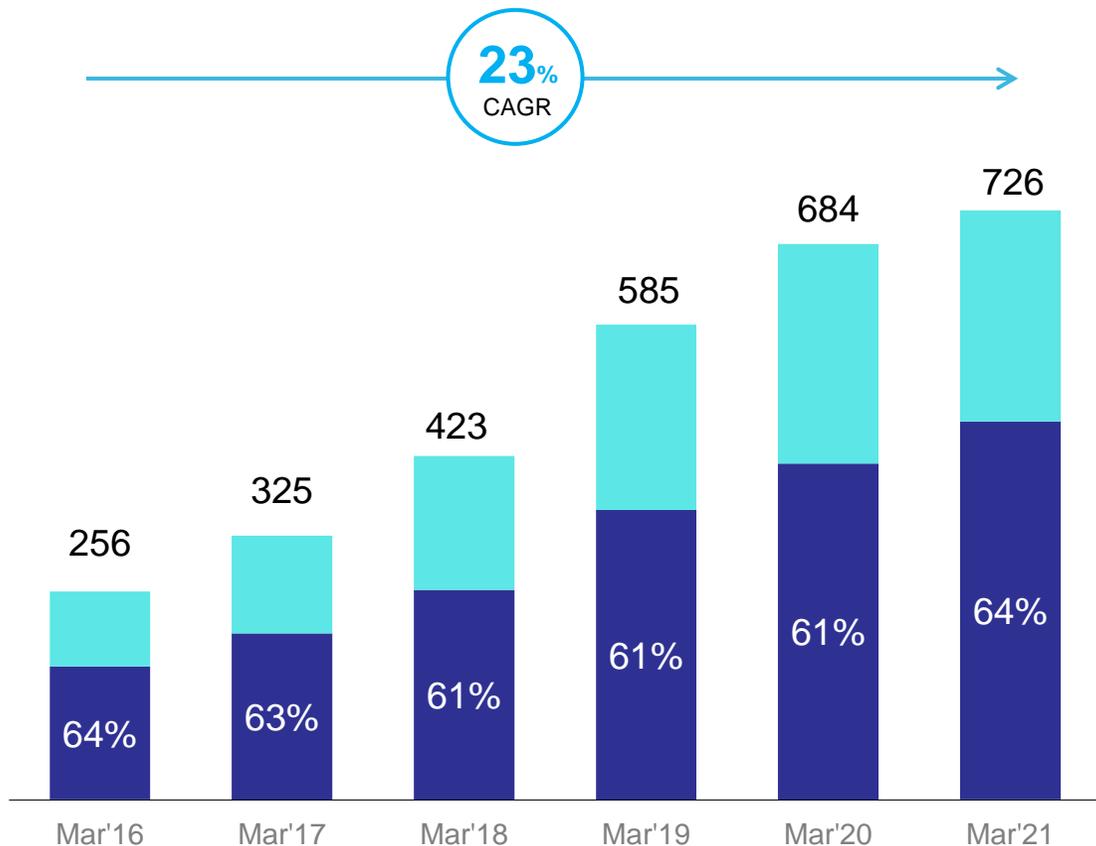


# Deferred Revenue\* - Standalone

(₹ in Crores)

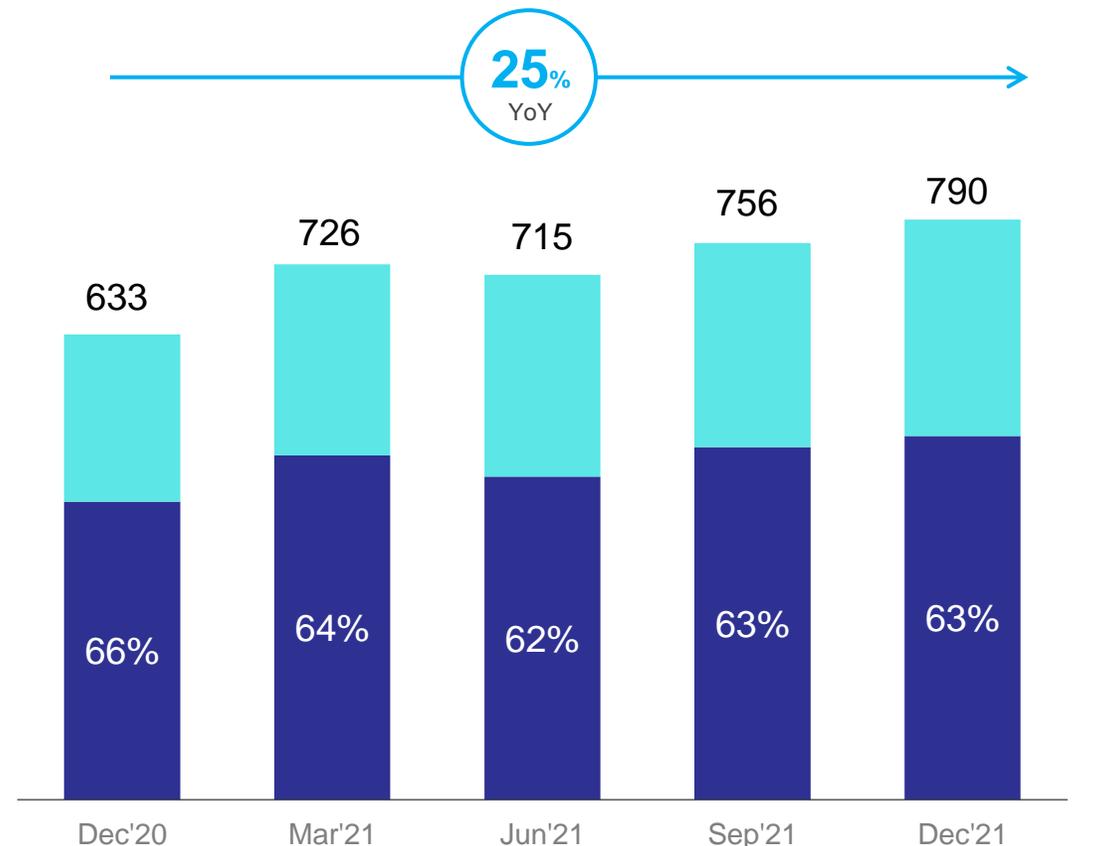
## Yearly trends

23%  
CAGR



## Quarterly trends

25%  
YoY



Current

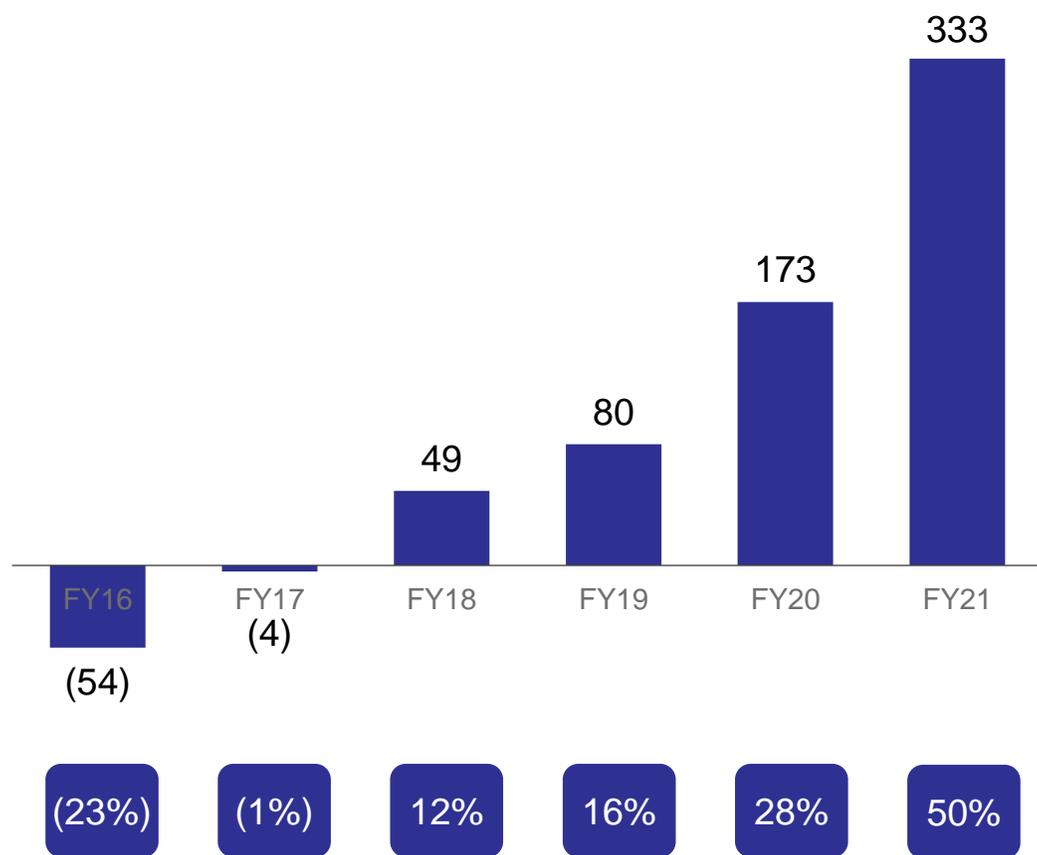
\* Refers to contract liabilities in the financial statements, i.e. including advances from customers



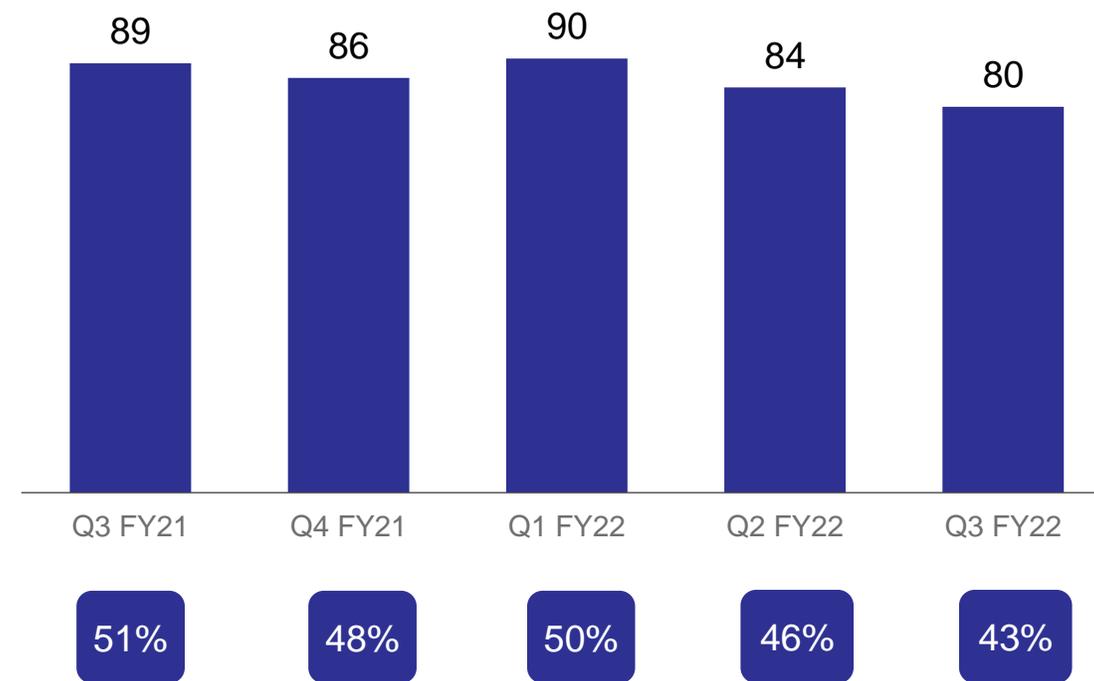
# EBITDA - Standalone

(₹ in Crores)

## Yearly trends



## Quarterly trends



EBITDA  
Margin

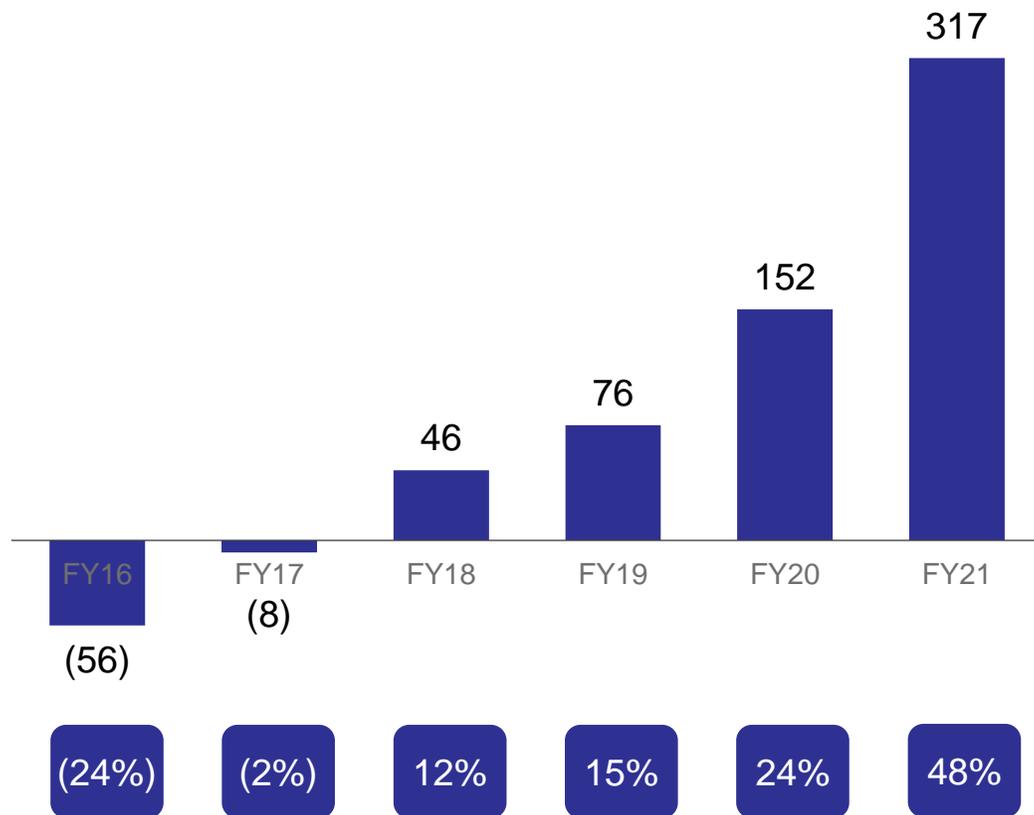
The company has adopted IND AS -116 from 1st April 2019, the nature of expenses in respect of operating leases has changed from lease rent (in other expenses) into depreciation cost against the right-of-use asset and finance cost against interest accrued on lease liability. Consequently, EBITDA may not be directly comparable



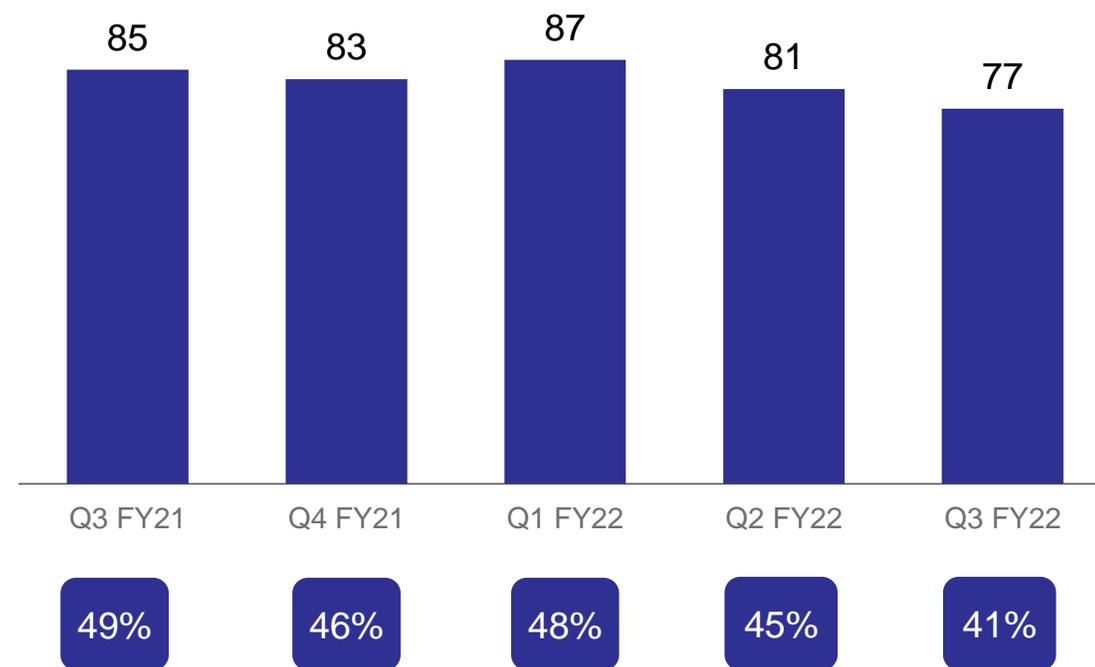
# EBIT - Standalone

(₹ in Crores)

## Yearly trends



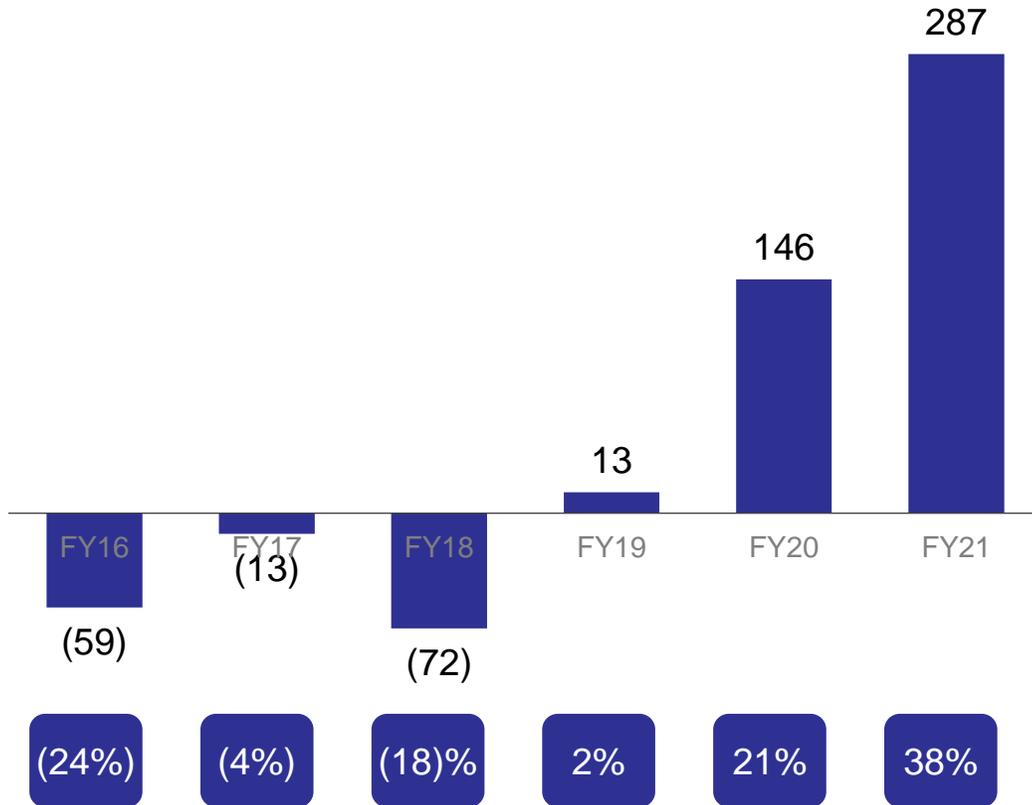
## Quarterly trends



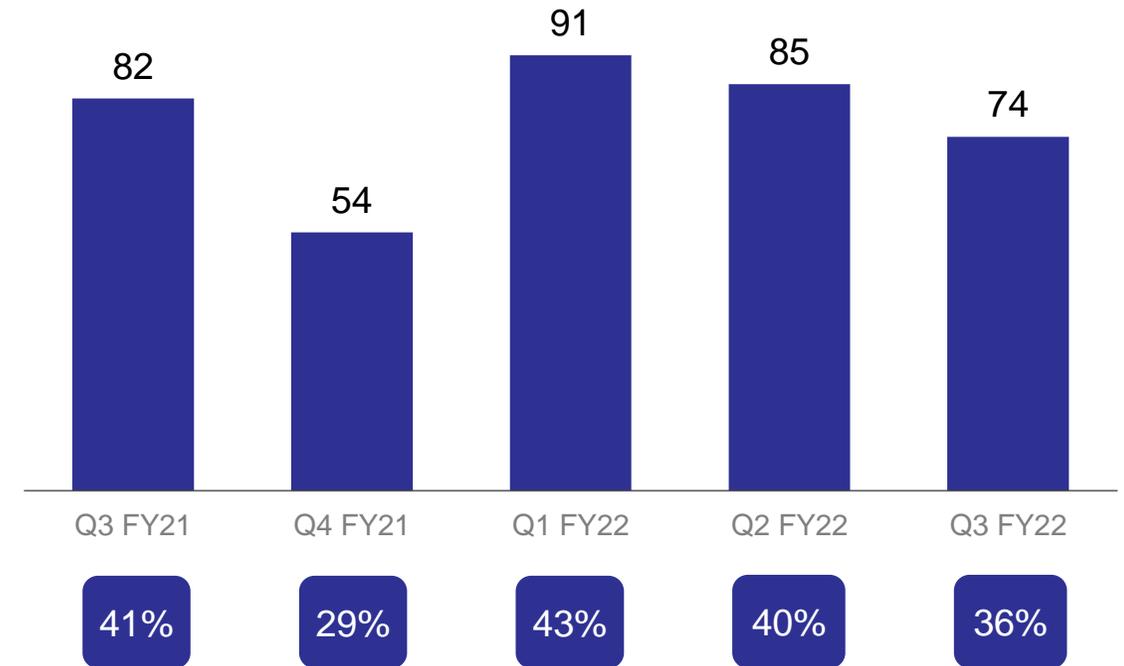
# PAT - Standalone

(₹ in Crores)

## Yearly trends



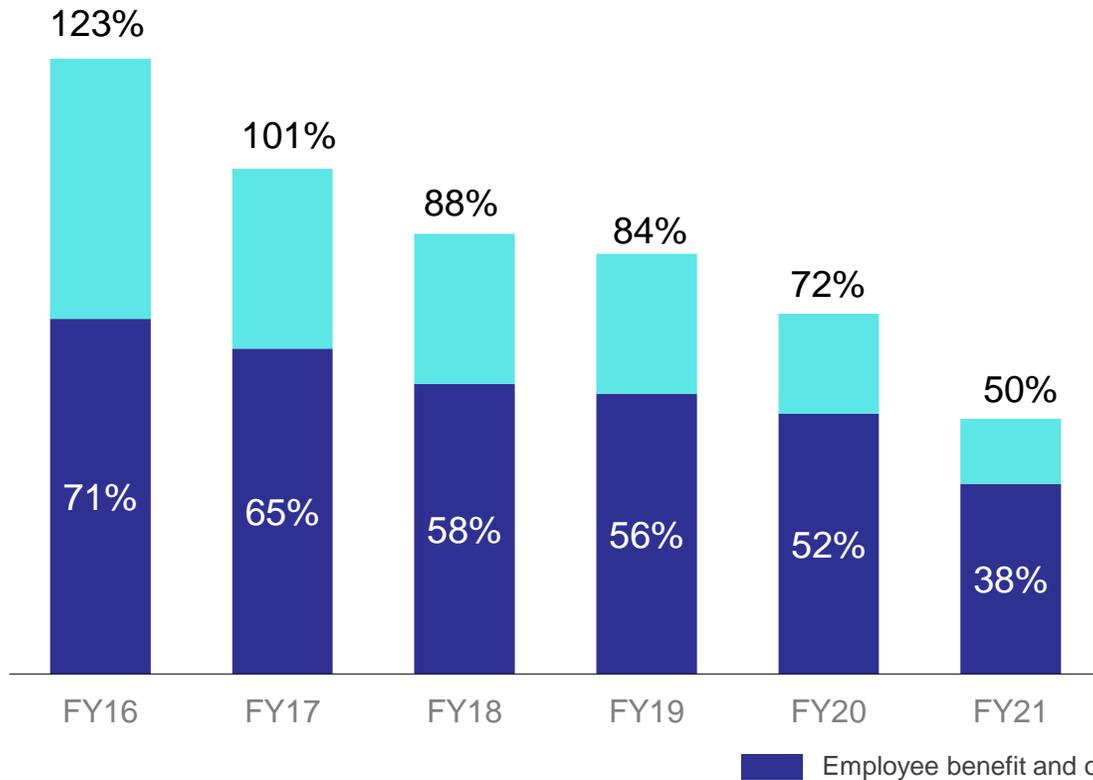
## Quarterly trends



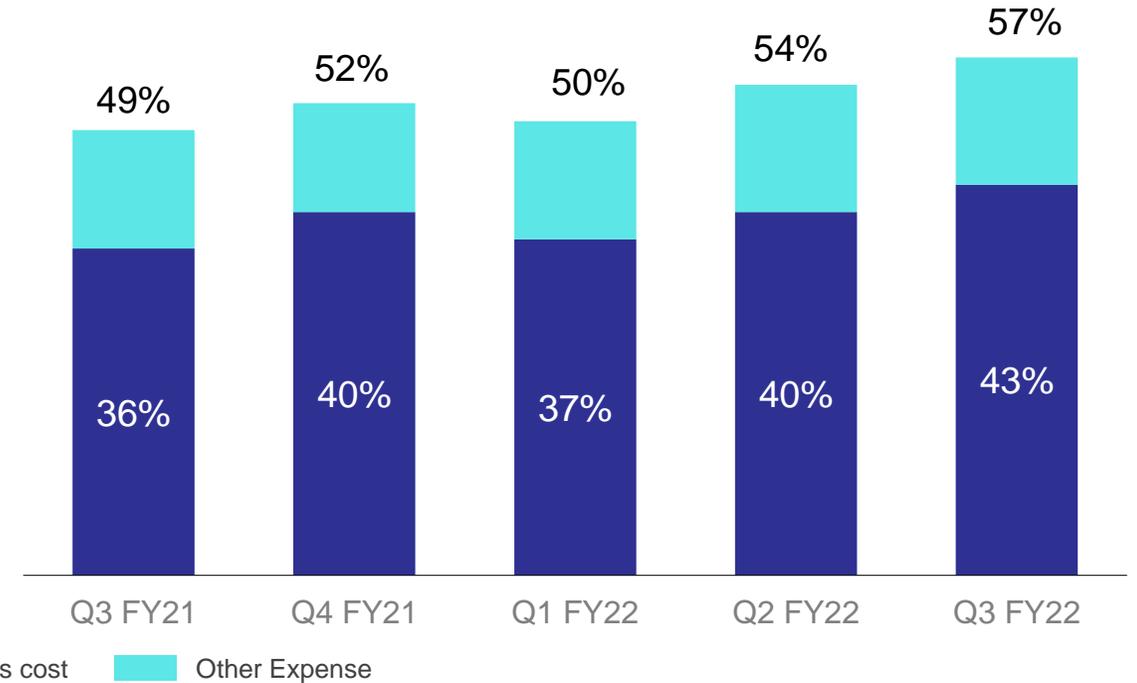
# Margin Leverage - Standalone

(Total expenses as a % of revenue from operations Standalone)

## Yearly trends



## Quarterly trends



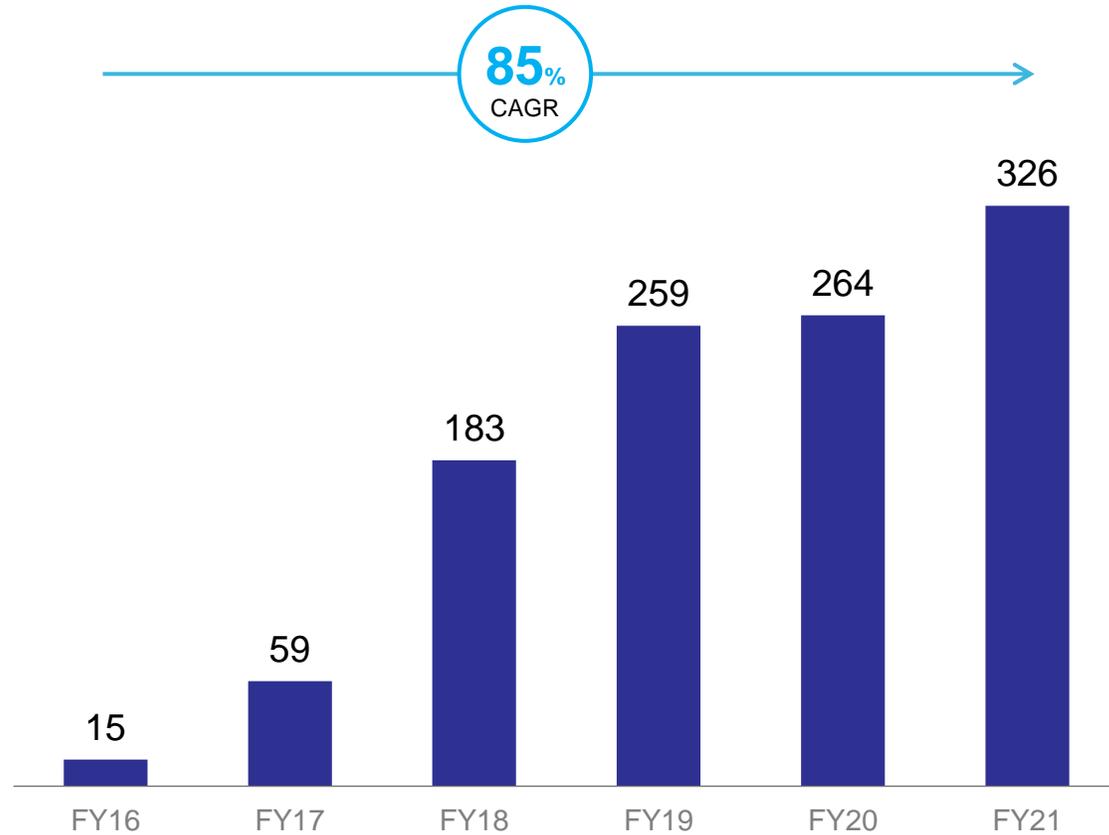
The company has adopted IND AS -116 from 1st April 2019, the nature of expenses in respect of operating leases has changed from lease rent (in other expenses) into depreciation cost against the right-of-use asset and finance cost against interest accrued on lease liability. Consequently, margin leverage may not be directly comparable



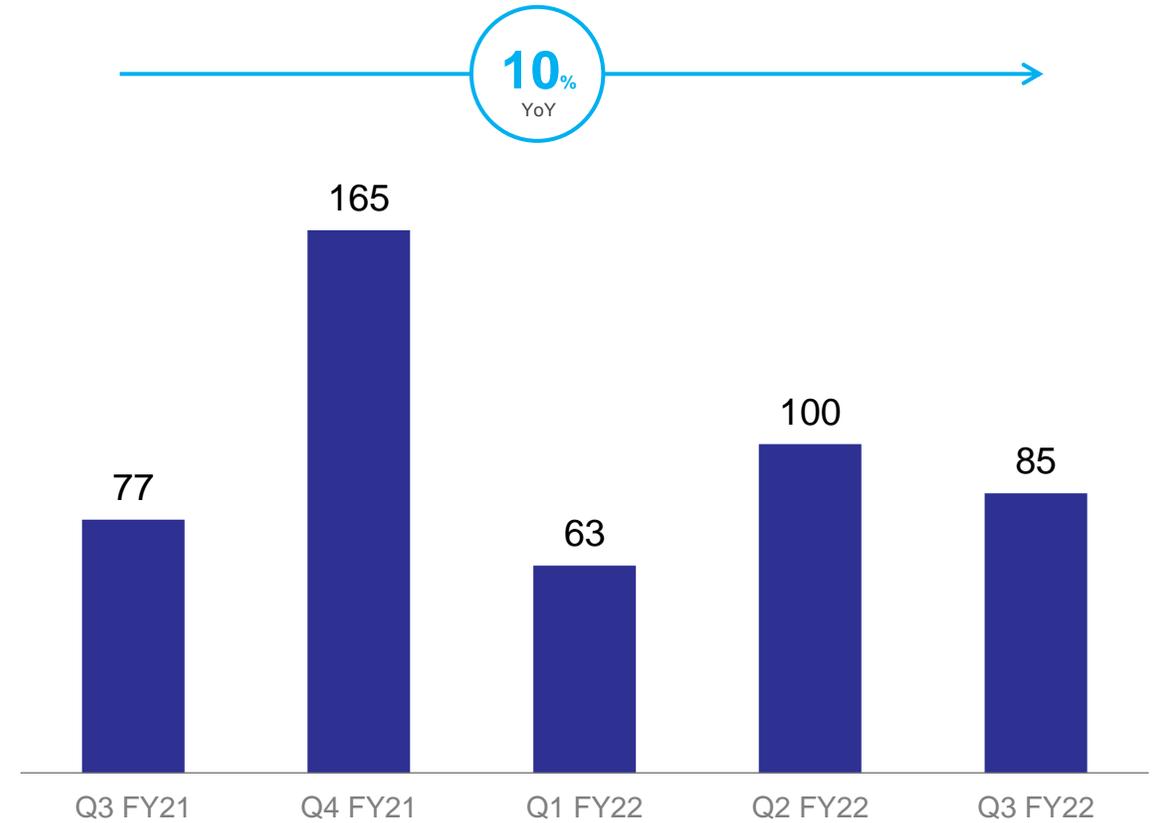
# Cash Generated From Operating Activities - Standalone

(₹ in Crores)

## Yearly trends



## Quarterly trends

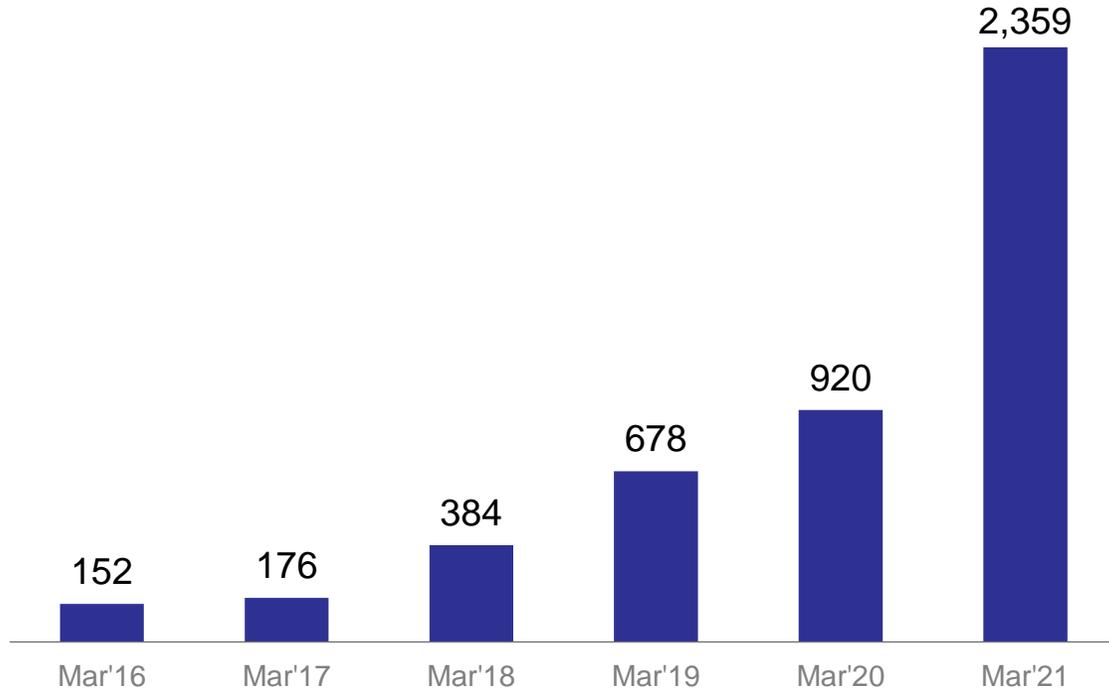


# Cash and Investments\* - Standalone

(₹ in Crores)

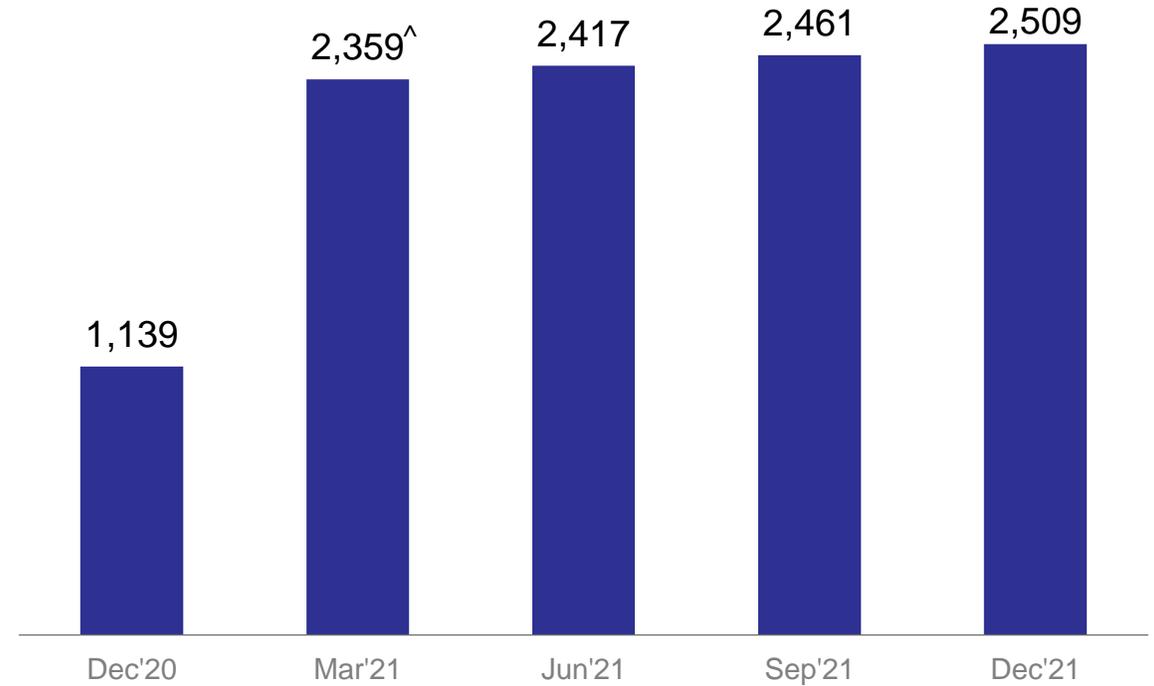
## Yearly trends

73%  
CAGR



## Quarterly trends

120%  
YoY



Refers to Cash and Cash Equivalents and investments in Mutual Funds in the financial statements  
Cash and Investments from March 2021 include Rs. 1,070 crores raised by company through QIP in February 2021



# Financial Performance – Standalone

(₹ in Crores)

Financial Metrics	Q3 FY22	Q3 FY21	YoY Change	Q2 FY22	QoQ Change	9M FY22	9M FY21	YoY Change
<b>Revenue from Operations</b>	<b>187</b>	<b>173</b>	<b>8%</b>	<b>182</b>	<b>3%</b>	<b>550</b>	<b>486</b>	<b>13%</b>
Other Income	22	25	(11%)	31	(30%)	83	79	5%
<b>Total Income</b>	<b>209</b>	<b>197</b>	<b>6%</b>	<b>213</b>	<b>(2%)</b>	<b>633</b>	<b>565</b>	<b>12%</b>
Manpower and Outsourced Sales Cost	81	63	29%	73	11%	221	180	23%
Other Operating Expense	26	21	25%	24	8%	75	59	27%
<b>Total Expenses</b>	<b>108</b>	<b>84</b>	<b>28%</b>	<b>97</b>	<b>10%</b>	<b>296</b>	<b>239</b>	<b>24%</b>
<b>EBITDA</b>	<b>80</b>	<b>89</b>	<b>(10%)</b>	<b>84</b>	<b>(5%)</b>	<b>254</b>	<b>247</b>	<b>3%</b>
<i>EBITDA Margin(%)</i>	<i>43%</i>	<i>51%</i>		<i>46%</i>		<i>46%</i>	<i>51%</i>	
Depreciation and amortisation expense	3	4	(22%)	3	3%	9	12	(28%)
Others <sup>1</sup>	1	2	(18%)	1	(2%)	4	5	(21%)
<b>Profit Before Tax</b>	<b>97</b>	<b>108</b>	<b>(10%)</b>	<b>111</b>	<b>(13%)</b>	<b>324</b>	<b>308</b>	<b>5%</b>
Tax Expense	23	26	(12%)	26	(13%)	74	76	(3%)
<b>Net Profit</b>	<b>74</b>	<b>82</b>	<b>(9%)</b>	<b>85</b>	<b>(13%)</b>	<b>250</b>	<b>233</b>	<b>8%</b>
<i>Net Profit Margin(%)</i>	<i>36%</i>	<i>41%</i>		<i>40%</i>		<i>40%</i>	<i>41%</i>	
<b>EPS (Rs.)</b>	<b>24.4</b>	<b>28.1</b>	<b>(13%)</b>	<b>28.0</b>	<b>(13%)</b>	<b>82.3</b>	<b>80.4</b>	<b>2%</b>
<b>Cash Generated from Operating Activities</b>	<b>85</b>	<b>77</b>	<b>10%</b>	<b>100</b>	<b>(15%)</b>	<b>248</b>	<b>161</b>	<b>54%</b>
<b>Collections from Customers</b>	<b>221</b>	<b>178</b>	<b>24%</b>	<b>223</b>	<b>(1%)</b>	<b>614</b>	<b>436</b>	<b>41%</b>

Notes

1. Others include – Finance Cost, Net Loss on Financial Liability at FVTPL and Exceptional items



# Balance Sheet - Standalone

(₹ in Crores)

Assets	Dec-21	Mar-21
PPE <sup>1</sup> , CWIP <sup>1</sup> and Intangible assets, other non-current assets	1.7	2.6
Right-of-use asset	55.4	62.6
Investment in subsidiaries and associates	103.4	31.4
Financial assets		
Bank Deposits	-	-
Others	76.7	23.1
Deferred and Non-current tax asset	21.7	18.7
<b>Total Non-Current Assets</b>	<b>258.9</b>	<b>138.4</b>
Financial assets		
Cash & Investments <sup>2</sup>	2,509	2,358.9
Others	7.2	8.9
Current Tax and other current assets	5.0	9.3
<b>Total Current Assets</b>	<b>2,520.3</b>	<b>2,377.1</b>
<b>Total Assets</b>	<b>2,779.2</b>	<b>2,515.5</b>

Notes

1. PPE: Property, plant and equipment, CWIP: Capital Work in Progress

Equity and Liabilities	Dec-21	Mar-21
Total Equity	1,825.9	1,616.6
Financial liabilities		
Lease Liabilities	48.0	52.6
Deferred tax liabilities (net)	18.7	20.7
Provisions	25.3	27.3
Contract liabilities	294.1	258.4
<b>Total Non-current Liabilities</b>	<b>386.1</b>	<b>359.0</b>
Financial liabilities		
Lease Liabilities	10.3	10.9
Others	32.0	34.7
Provisions	4.7	4.7
Contract liabilities	495.5	467.2
Other current liabilities	24.7	22.3
<b>Total Current Liabilities</b>	<b>567.2</b>	<b>539.9</b>
<b>Total Equity and Liabilities</b>	<b>2,779.2</b>	<b>2,515.5</b>



# Functional P&L - Standalone

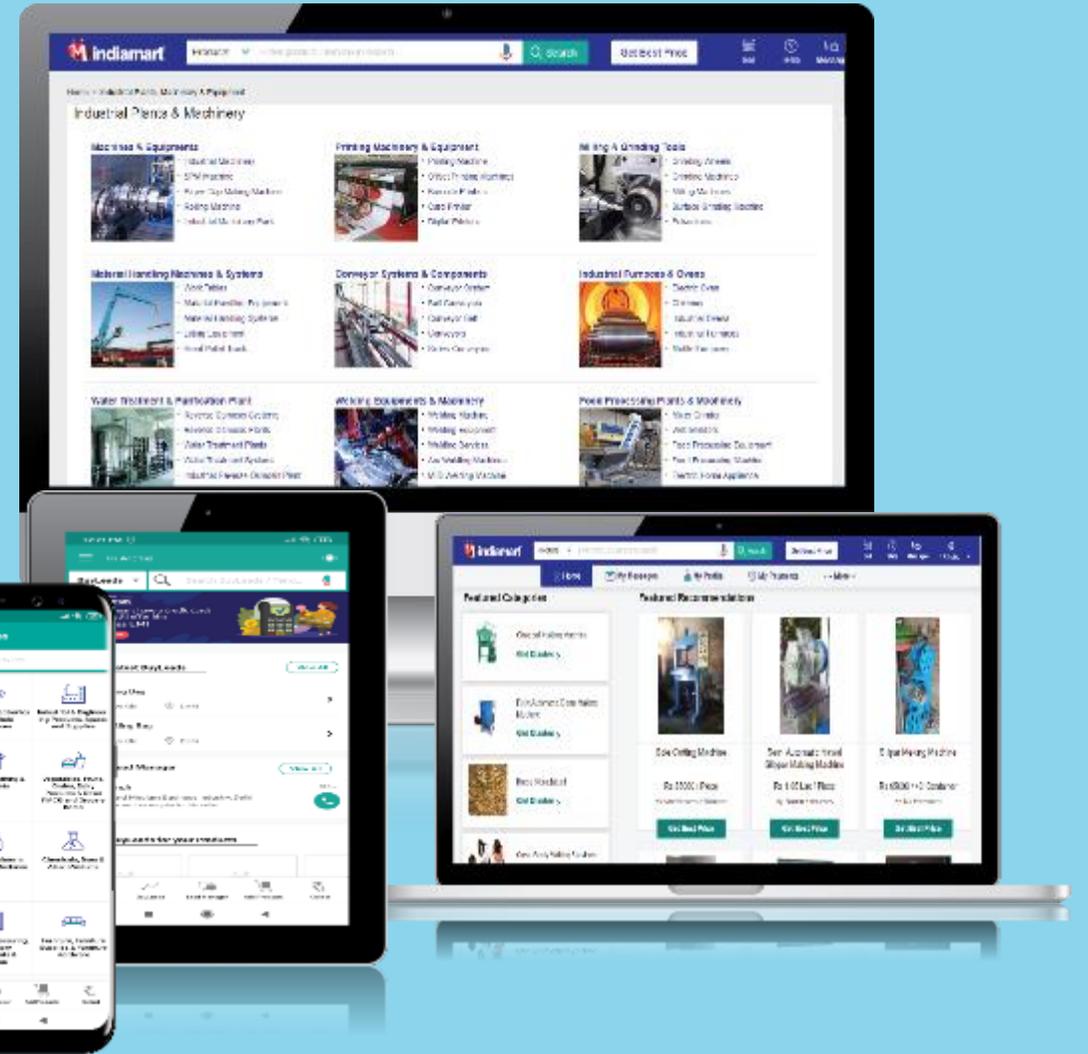
(₹ in Crores)

During the period	FY 2019-20					FY 2020-21					FY 2021-22		
	Q1	Q2	Q3	Q4	FY20	Q1	Q2	Q3	Q4	FY21	Q1	Q2	Q3
A Revenue from operations	144	153	161	166	624	151	162	173	179	665	181	182	187
B Customer service cost	(40)	(42)	(45)	(47)	(174)	(27)	(26)	(32)	(36)	(122)	(33)	(36)	(39)
<b>C Surplus over customer service cost (A-B)</b>	<b>104</b>	<b>111</b>	<b>115</b>	<b>119</b>	<b>449</b>	<b>124</b>	<b>135</b>	<b>141</b>	<b>143</b>	<b>543</b>	<b>148</b>	<b>146</b>	<b>148</b>
	<b>72%</b>	<b>73%</b>	<b>72%</b>	<b>72%</b>	<b>72%</b>	<b>82%</b>	<b>84%</b>	<b>81%</b>	<b>80%</b>	<b>82%</b>	<b>82%</b>	<b>80%</b>	<b>79%</b>
Selling & Distribution Expenses	(25)	(29)	(30)	(29)	(113)	(19)	(20)	(19)	(22)	(80)	(20)	(21)	(27)
Technology & Content Expenses	(27)	(29)	(26)	(22)	(104)	(20)	(22)	(22)	(22)	(85)	(24)	(27)	(28)
Marketing Expenses	(1)	(2)	(1)	(1)	(5)	(1)	(0)	(1)	(1)	(2)	(1)	(1)	(1)
Depreciation and amortisation	(4)	(5)	(6)	(6)	(21)	(4)	(4)	(4)	(3)	(16)	(3)	(3)	(3)
Other Operating Expenses	(14)	(15)	(14)	(13)	(55)	(10)	(11)	(11)	(12)	(43)	(13)	(13)	(14)
<b>D Total</b>	<b>(71)</b>	<b>(79)</b>	<b>(77)</b>	<b>(71)</b>	<b>(298)</b>	<b>(53)</b>	<b>(57)</b>	<b>(56)</b>	<b>(60)</b>	<b>(226)</b>	<b>(62)</b>	<b>(65)</b>	<b>(71)</b>
<b>E Operating profit (C-D)</b>	<b>33</b>	<b>32</b>	<b>38</b>	<b>48</b>	<b>152</b>	<b>71</b>	<b>79</b>	<b>85</b>	<b>83</b>	<b>317</b>	<b>87</b>	<b>81</b>	<b>77</b>
	<b>23%</b>	<b>21%</b>	<b>24%</b>	<b>29%</b>	<b>24%</b>	<b>47%</b>	<b>49%</b>	<b>49%</b>	<b>46%</b>	<b>48%</b>	<b>48%</b>	<b>45%</b>	<b>41%</b>





# Product Overview



# Platform Engagement

**~100%**<sup>(1)</sup>  
Organic traffic

**81%**<sup>(1)</sup>  
Total traffic through mobile

**4.7** ★★★★★<sup>(2)</sup>  
Rating for the app on Google  
Play store



Note: Figures have been rounded off

(1) For the quarter ending December 31, 2021

(2) As of December 31, 2021

IndiaMART InterMESH Ltd

# Buyer Journey

Search

Post Requirement

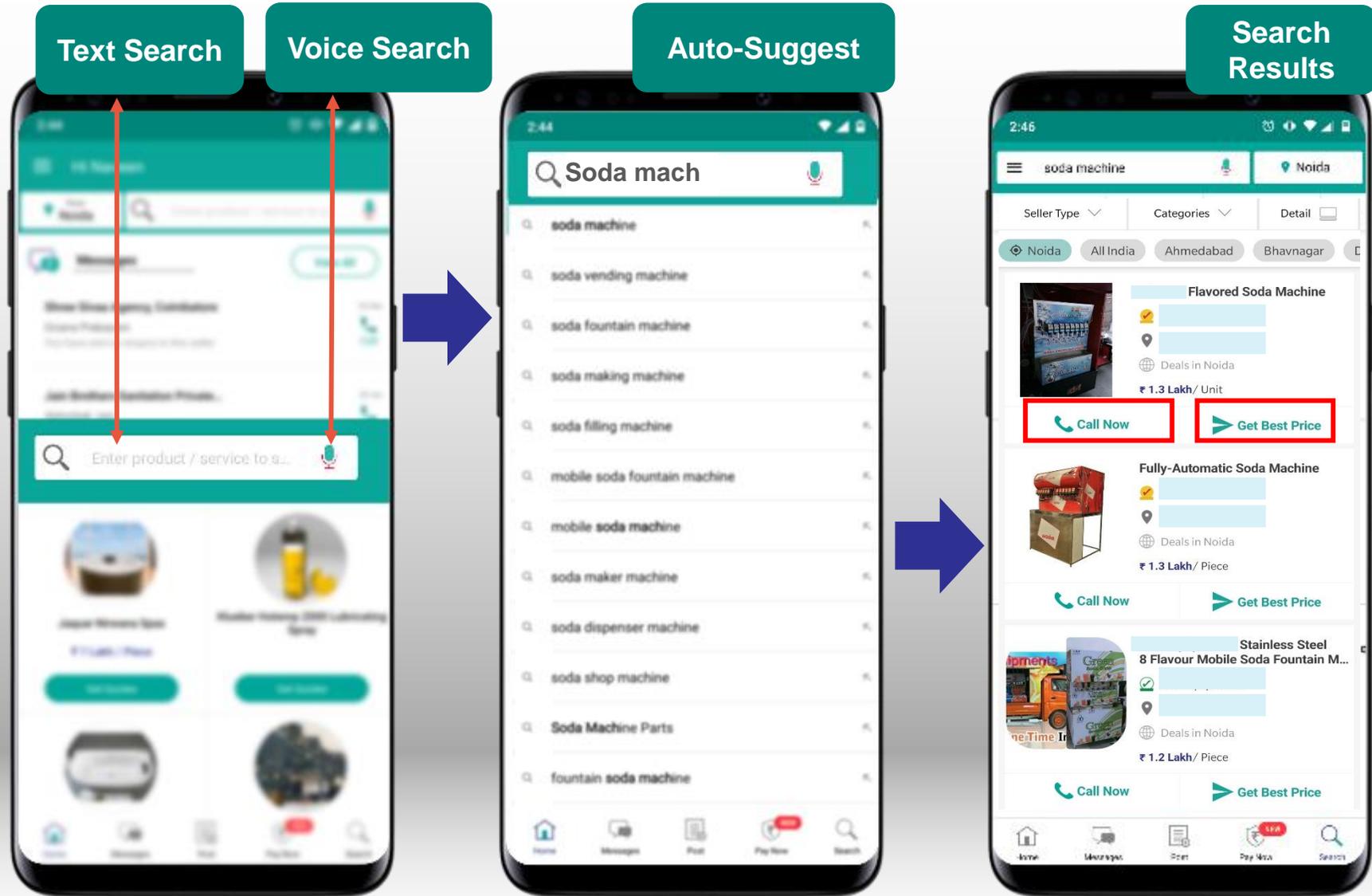
Product & Company  
Details

Text Search

Voice Search

Auto-Suggest

Search  
Results

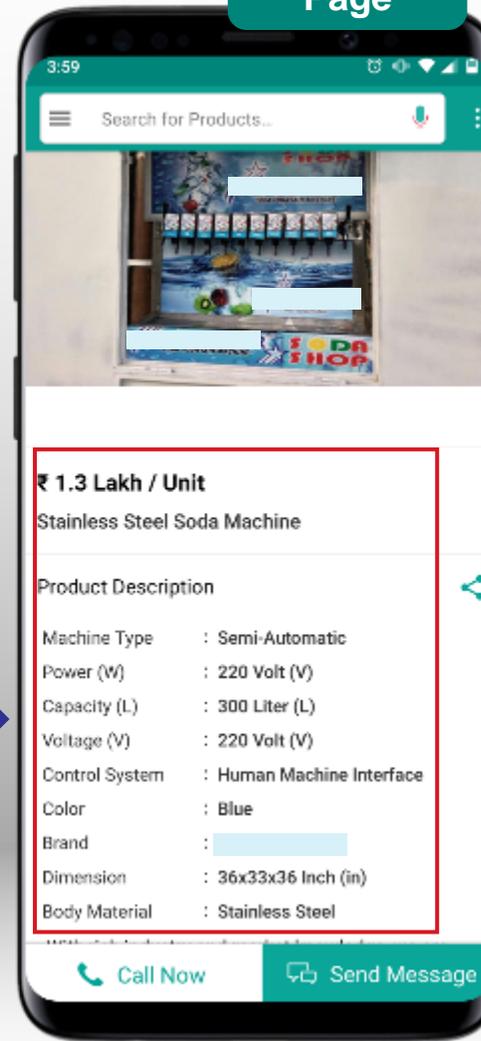
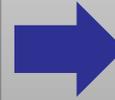
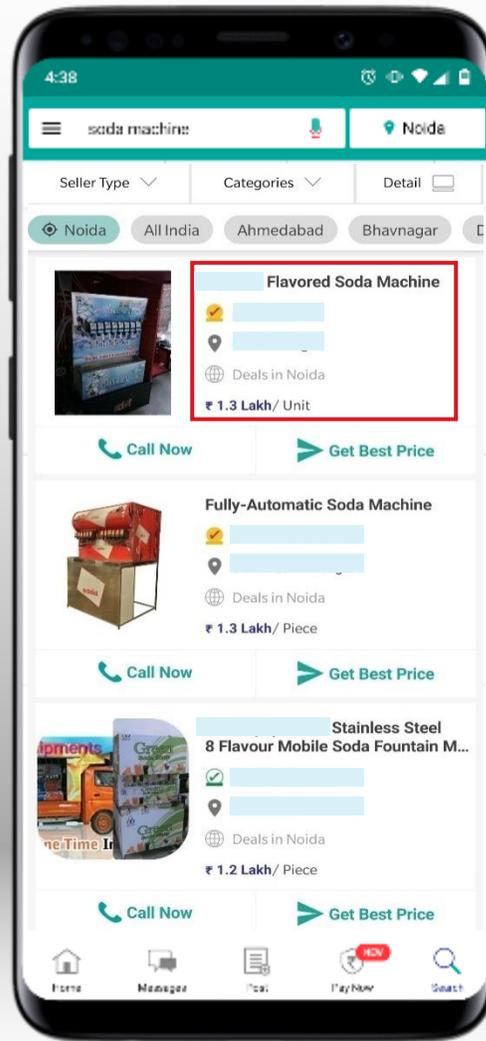


# Buyer Journey

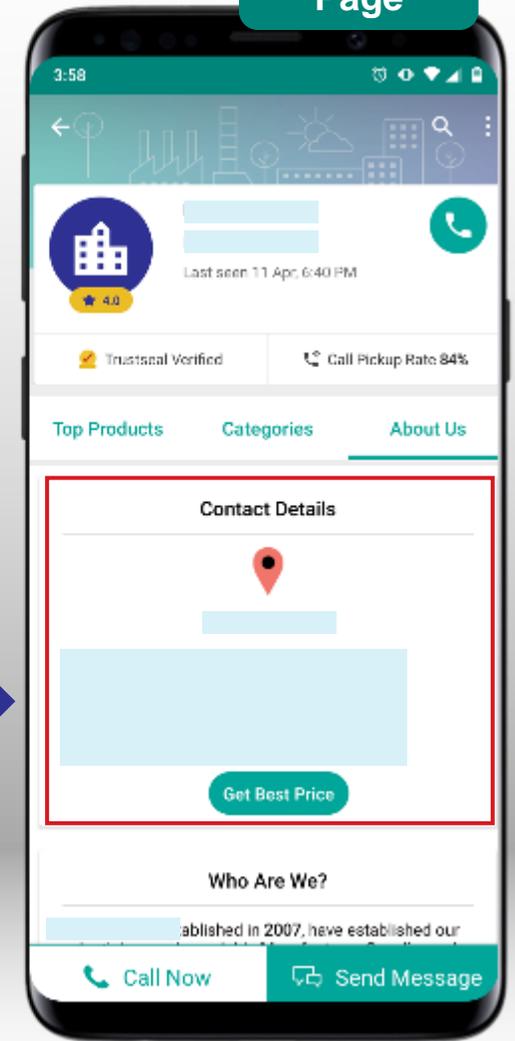
Search

Post Requirement

Product & Company Details



Product Page



Company Page



# Seller Journey

Add / Edit Products from here

Content Management

BuyLeads

Lead Manager

Pay With IndiaMART

The screenshot shows the IndiaMART product listing interface for 'Biodegradable Plastic Bag'. The page is divided into several sections:

- Header:** IndiaMART logo, search bar with 'Products' dropdown, search button, and 'Get Best Price' button. Navigation icons for Sell, Help, and Messages are also present.
- Breadcrumbs:** Back | Biodegradable Plastic Bag
- Product Score:** A progress bar showing a score of 75 (Medium) out of 100. Below the bar, it indicates '0 (no buyers)' and '100 (more buyers)'.
- Basic Details:** A section with a score of 55/80. It includes a list of product images (a green bottle, various colored bags) and options to 'Add Video' and 'Add PDF'. A 'Tips' icon is also visible.
- Product/Service Name:** A text input field containing 'Biodegradable Plastic Bag'.
- Price:** A text input field with a rupee symbol (₹) and a dropdown menu for units, currently set to '- per -'. An example 'Ex - Pair, Piece etc' is shown.
- Product/Service Description:** A rich text editor with a toolbar (bold, italic, list, link, etc.) and a text area. Below the text area, it says '0 character (maximum of 4000) including formatting.' A 'Save and Continue' button is located at the bottom right of this section.
- Specifications:** A section with a score of 20/20. It lists: '4 Specs. 05/05', '5 Specs. 05/05', and 'More than 5 Specs. 10/10'.
- Basic Details Summary:** A table listing various attributes and their completion status:

Attribute	Completion
Name	05/05
Photo	10/10
Photo Size 500 x 500	15/15
Price (with Unit)	-/15
Description (>70 chars)	-/10
Group	10/10
Category	15/15



# Seller Journey

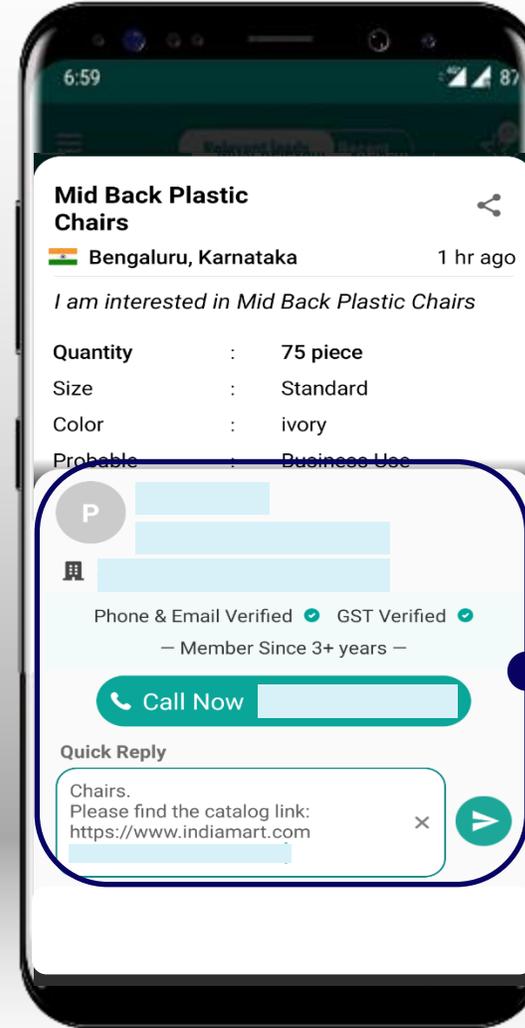
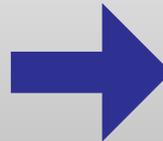
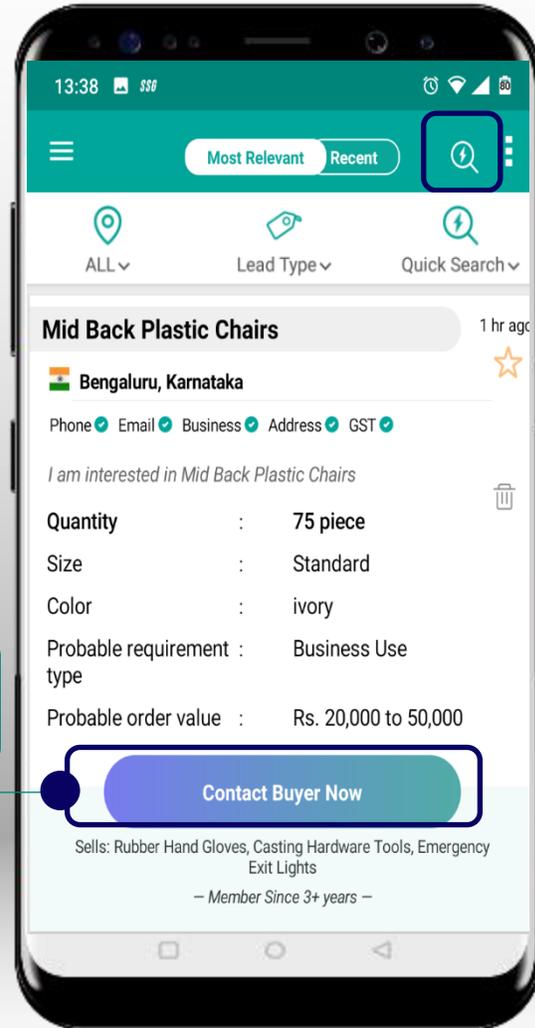
Content Management

BuyLeads

Lead Manager

Pay With IndiaMART

Click on Contact Buyer Now to Select RFQ



Buyer Details Available Post BuyLead Purchase



# Seller Journey

Content Management

BuyLeads

Lead Manager

Pay With IndiaMART

Direct Buyer Callback

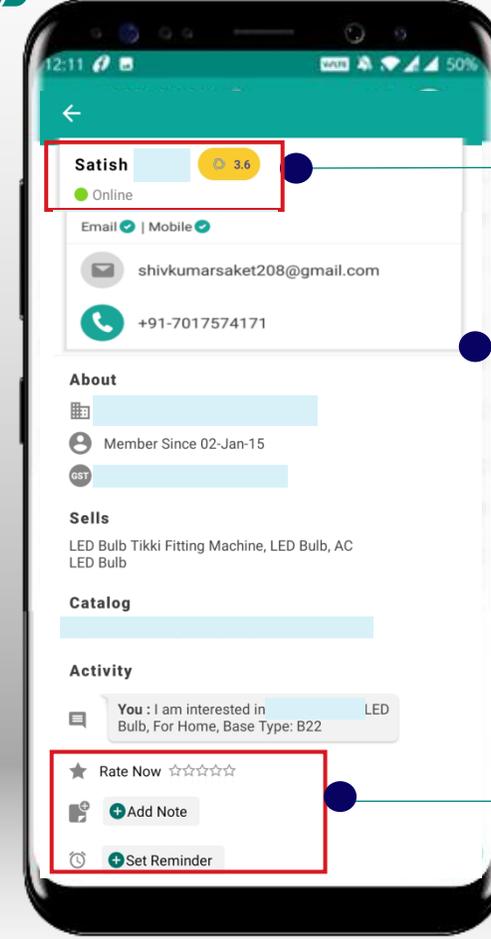
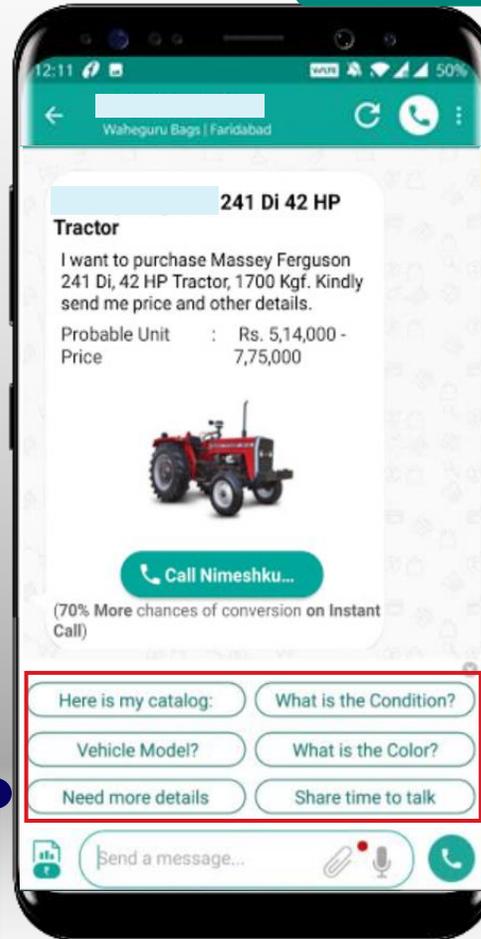
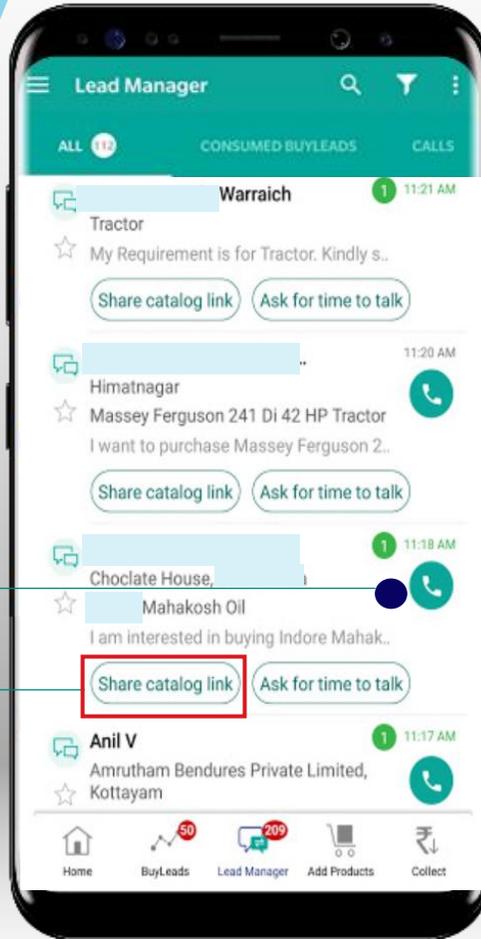
Share Link

Chat History

Reviews & Ratings

Call Option & Alerts

Add Notes, Set Reminders



AI-based Smart Reply



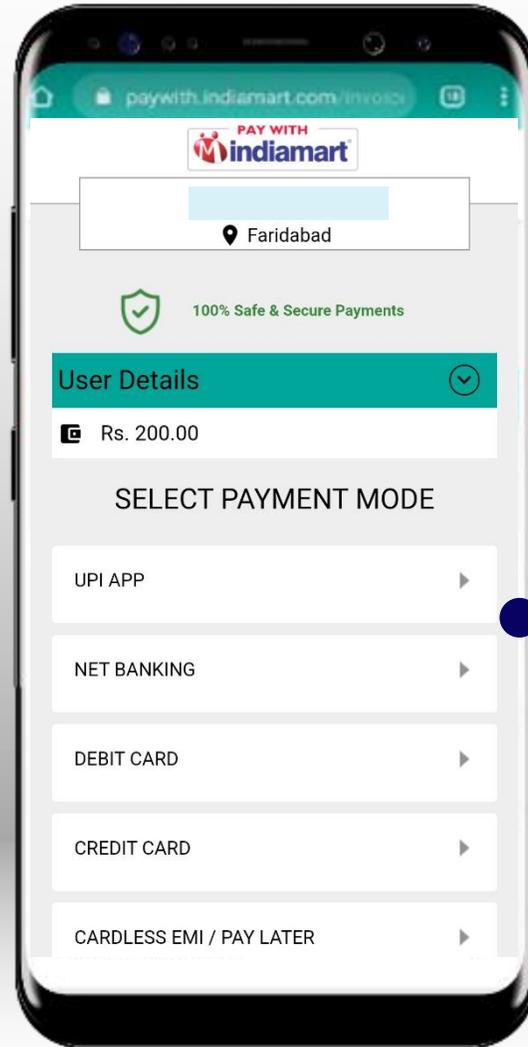
# Seller Journey

Content Management

BuyLeads

Lead Manager

Pay With IndiaMART



Multiple Options





# Subsidiaries, Associates & Investments

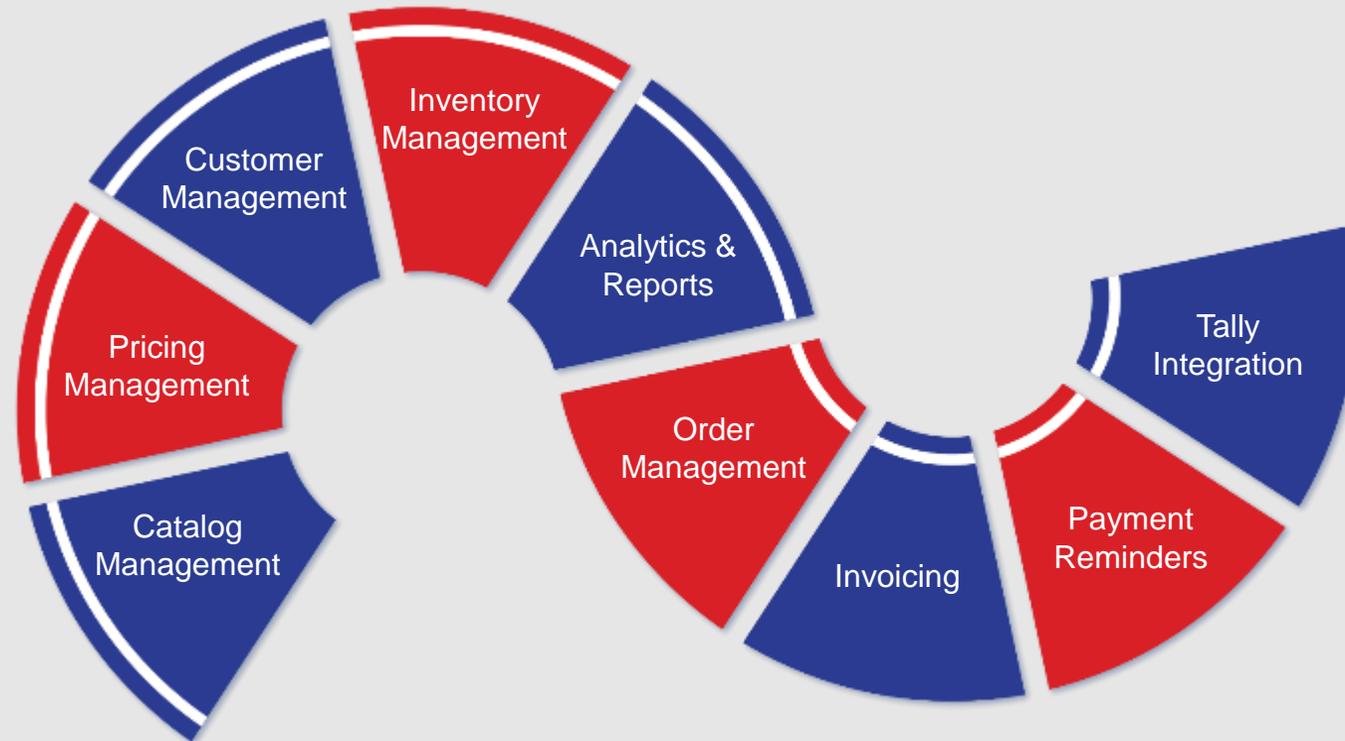
Pharmaceutical Drug &  
Medical Care



# Tolexo Online Private Limited (Poora)

pooraa

Poora brings a simple & easy-to-use system that helps manage business better while offering quality experience to customers



# Pay With IndiaMART Private Limited



Facilitates online collections via various online modes such as credit / debit cards, UPI, Netbanking etc.



## Robust Buyer Protection

Pay with IndiaMART and secure your payments



## Buy Now, Pay At Ease

Buy from premium suppliers and pay in EMI  
(Easy Monthly Instalments)



## Multiple Payment Options

All major credit/debit cards, UPI, net banking and wallet options available



## Strong Security

Buy from sellers across India with a secure payment network



An integrated business accounting and management software for MSMEs.



**Financial Accounting**



**Inventory Management**



**Scheme Management**



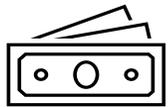
**Production**



**Job Work**



**Customer Support**



**Payroll Management**



**Indents & Quotations**



**Analytics / Reports**



**Enquiry Management**



**Compliance Management**



**Configurable Invoicing**

# Simply Vyapar Apps Private Limited



A mobile-based business accounting software for small businesses



Customised professional GST Invoices



Stock/Inventory Management



Auto data backup



Critical business reports and status



Paperless with Vyapar Software



Receivable/Payable



E-Way Bill Generation



Online Store



Legal tech platform that helps businesses in automating their legal workflows



## Case Management

Live Case Tracking Alerts



## SaaS enabled marketplace

Discover, hire relevant lawyers



## Lawyer Performance

Based on past records, reviews



## Docs Management

Document search & Analytics



## IP Management

Patent/Trade mark tracking

M1xchange is a TReDS platform with RBI license offering online trade invoice discounting solutions to SMEs

## T+1 Settlement



Disbursal within  
24 hours

## Collateral Free



Based upon  
Buyer's past track  
record

## Competitive Rates

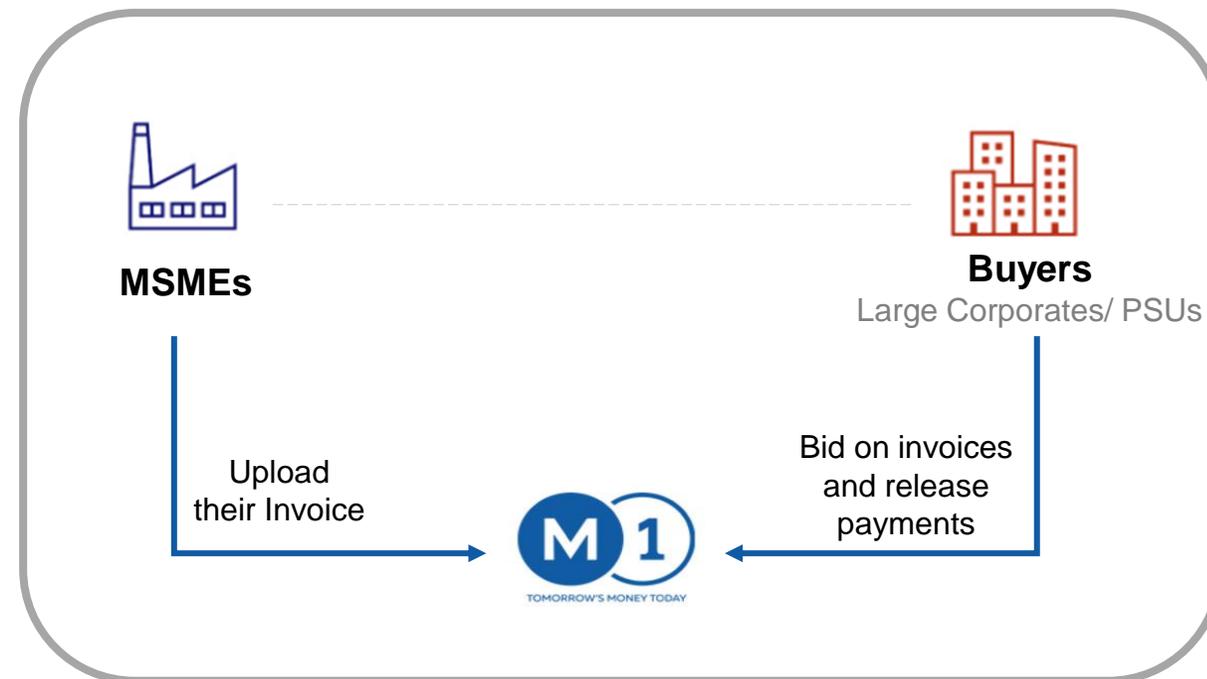


Financiers bid  
on invoices

## Digital Process

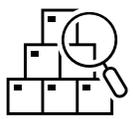


Easy &  
Transparent  
online process



Easy Ecom offers SaaS based commerce enablement solutions to merchants to allocate, track and reconcile inventory across online and offline sales channels

## Warehouse and Inventory Management



- Supplier Management
- Automated PO Generation
- Wholesale Management
- Carrier Integration
- Point of Sale Management
- 3PL integration

## Accounting Automation



- Real time ERP integration
- Automated Tax Report



## Marketplace & Storefront Integration

## Reconciliation



- Payment Reconciliation
- Inventory Reconciliation
- Return Reconciliation
- Margin Reconciliation



Used by millions every year to decide which events to go, in many cities across several countries

## 10 Times



**Leading B2B  
Event Discovery Platform**

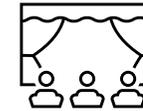


**Smart Event  
Recommendation Engine**



**Global Event  
Rating & Review System**

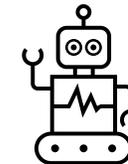
## Floor



**Virtual Software to  
host live events**



**Unique  
Engagement Tools**



**Event Management  
Automation**

IndiaMART Holding: **30%**



Bizom is an integrated platform for distribution and salesforce management of businesses



Retailer Automation



Distributor Automation



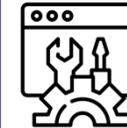
Advance Analytics



Salesforce Automation



Integration



Backoffice Management

SaaS solutions for automating shipping operations.



**Shipping Automation**



**Easier Accounting**



**Track & Notify**



**Branded tracking page**



**NDR Management**



**Return & Refunds Automation**



**Measure Customer satisfaction**

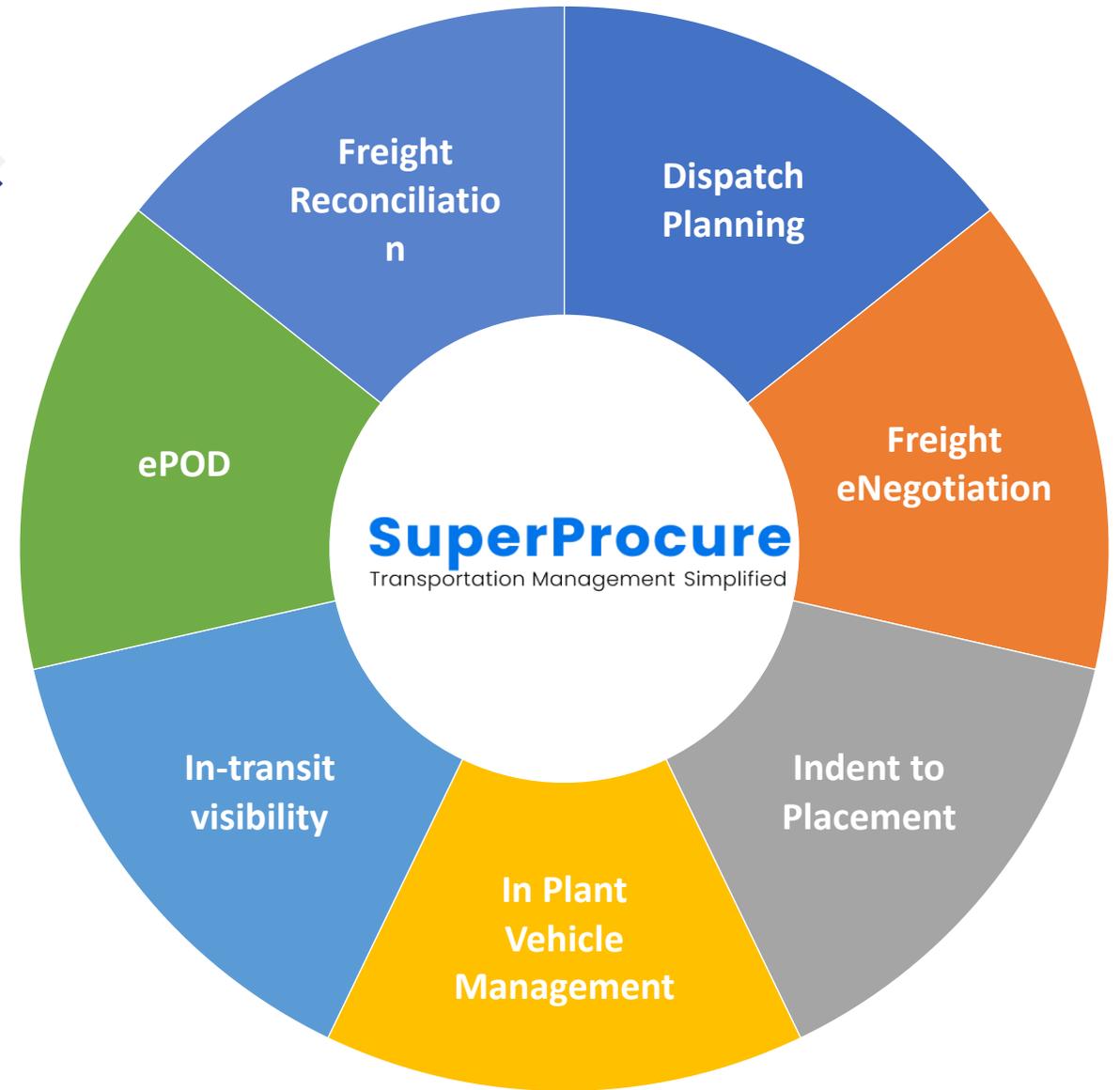


**Track delivery performance**

# TruckHall Private Limited

SaaS solution for digitising freight sourcing and dispatch monitoring

- Online market place for logistics industry
- Freight sourcing through Transparent bidding and Auction
- 5000+ verified transporters across Pan India
- Real Time alerts, dashboards and reports

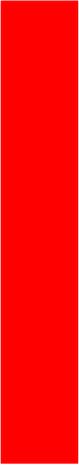


IndiaMART Holding: **25%**

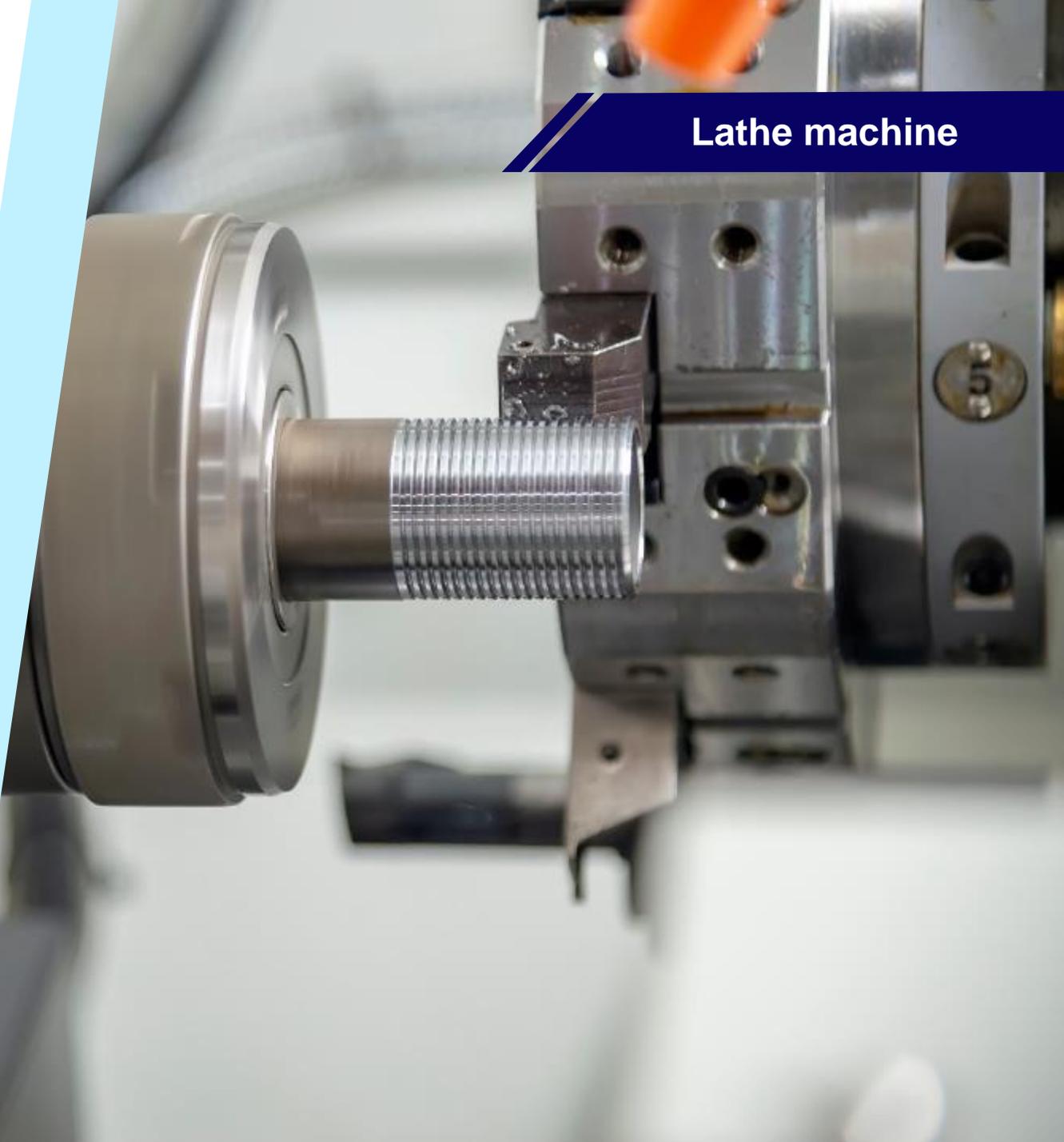


Aerchain is a Source to Pay platform helping enterprises optimize their procurement by leveraging Artificial Intelligence

 <b>AERCHAIN SOURCE</b> STRATEGIC SOURCING	 <b>AERCHAIN BUY</b> E-PROCUREMENT	 <b>AERCHAIN PAY</b> FINANCE & AP AUTOMATION	 <b>AERCHAIN PLUS</b> INTELLIGENT ADD-ONS
<ul style="list-style-type: none"><li>• E-sourcing (RFX's)</li><li>• E-bidding</li></ul>	<ul style="list-style-type: none"><li>• Vendor portal for order management</li><li>• Rate contracts</li></ul>	<ul style="list-style-type: none"><li>• AP automation</li><li>• Budgeting &amp; Insights</li></ul>	<ul style="list-style-type: none"><li>• Spend Analytics</li><li>• Tail end spend automation</li></ul>



# Team



Lathe machine

# Senior Management Team

	Name	Qualification	Previous Experience
	<b>Dinesh Agarwal</b> <i>CEO</i>	B.Tech(HBTI),Kanpur	Founder(IndiaMART),HCL America, C-Dot,CMC
	<b>Brijesh Agarwal</b> <i>Whole time Director</i>	MBA, Lucknow University, PGDM New Delhi	Co-Founder, IndiaMart, Miebach Logistics India Pvt .Ltd.
	<b>Prateek Chandra</b> <i>CFO</i>	CA, B.Com(H),SRCC,DU	Bharat S. Rout & Co, EXL, HT Media
	<b>Dinesh Gulati</b> <i>COO</i>	B.Tech, (HBTI), MBA (FMS,DU)	Kodak India Ltd, Bharti Airtel , Reliance Infocomm, Indian Express
	<b>Amarinder S. Dhaliwal</b> <i>CPO</i>	B.Tech(IIT Delhi),MBA(IIM A)	Micromax, BCCL, IMES internet, SBI Capital Markets
	<b>Vivek Agrawal</b> <i>CIO</i>	B.Tech(MDU),PGDM(FSM,Delhi)	ResearchCo Reprints,eBIZ.com
	<b>Manoj Bhargava</b> <i>GC &amp; Compliance Officer</i>	BCom(H),LLB(DU), LLM (IP Univ. Delhi),CS	HT Media Ltd., Varun Beverages Ltd., Barista Coffee Company Ltd., India Today Group



# Independent and Non-Executive Directors



**Vivek Narayan Gour**  
Independent Director

## Education

- Bachelor's degree from the University of Bombay and an MBA from University of Delhi

## Industry experience

- Tata Finance Limited, Genpact India, GE Capital Services India



**Rajesh Sawhney**  
Independent Director

## Education

- Bachelor's degree in Engineering from University of Delhi and a Master's degree in Management Studies from University of Bombay

## Industry experience

- Reliance Entertainment Limited



**Elizabeth Lucy Chapman**  
Independent Director

## Education

- Chartered Financial Analyst and a Bachelor's degree from Edinburgh University, United Kingdom

## Industry experience

- DBS Bank Limited, Goldman Sachs International, The Welcome Trust Limited, Nahar Credits Private Limited



**Dhruv Prakash**  
Non-executive Director

## Education

- Master's degree from Meerut University and a PGDM from IIM, Ahmedabad

## Industry experience

- Korn/Ferry International Private Limited, Helion Ventures Private Limited, Hewitt Associates (India) Private Limited, Amar Dye-Chem Limited, DCM Toyota Limited



# Stronger Together

3,229 Employees

27% Employees with 5+ years

~ 22% Females

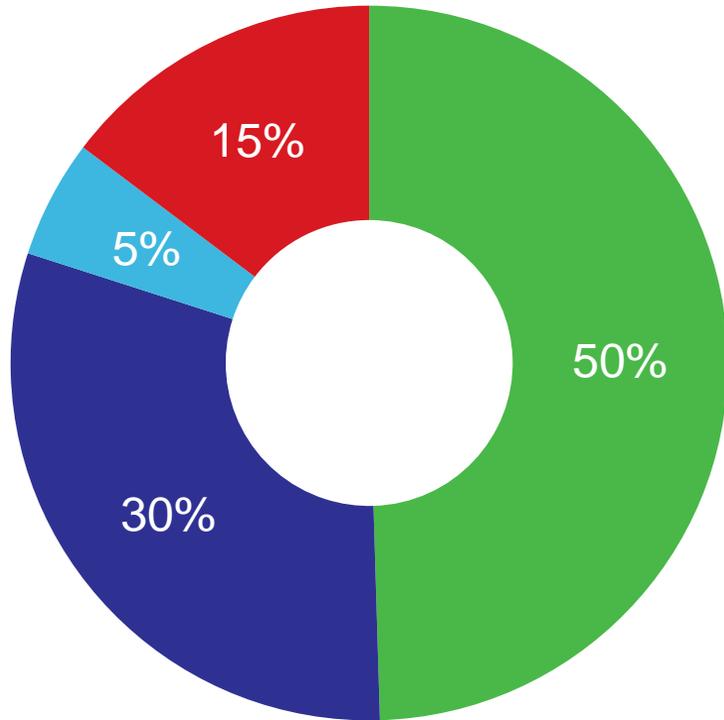


Note: Figures as of December 31, 2021; Figures have been rounded off

IndiaMART InterMESH Ltd

# Shareholding Pattern

Total Equity Shares Outstanding as on December 31, 2021 – 30,564,574



- Promoters and Promoter Group
- Foreign Institutions and Portfolio Investors
- Mutual Funds, Alternate Investment Funds, Insurance Companies
- Others

Institutional investors holding greater than 1% of the total number of shares

- Arisaig Asia Consumer Fund Limited
- Westbridge Crossover Fund, LLC
- Arisaig Global Emerging Markets Consumer Fund (Singapore) Pte. Ltd.
- UTI Flexi Cap Fund
- Artisan International Small-Mid Fund
- Pinebridge Global Funds – Pinebridge India Equity Fund



Note: The figures are approximations

IndiaMART InterMESH Ltd



# Thank You

## Corporate Office

Tower 2, Assotech Business Cresterra,  
Floor No.6, Plot No.22, Sec 135,  
Noida-201305, U.P.

## Registered Office:

1st Floor, 29-Daryaganj, Netaji Subash Marg, Delhi – 110002.

For any queries, please contact: [investors@IndiaMART.com](mailto:investors@IndiaMART.com)

## CIN :

L74899DL1999PLC101534

