

October 13, 2025

Τo

BSE Limited	National Stock Exchange of	Metropolitan Stock Exchange of
Phiroze Jeejeebhoy	India Limited	India Limited
Towers,	Exchange Plaza, C-1,	Building A, Unit 205A, 2 <sup>nd</sup> Floor,
Dalal Street,	Block G, Bandra-Kurla Complex,	Piramal Agastya Corporate Park,
Mumbai - 400 001	Bandra (East), Mumbai - 400 051	L.B.S Road, Kurla (West),
Scrip Code: 535648	Trading Symbol: JUSTDIAL	Mumbai - 400 070
-		Trading Symbol: JUSTDIAL

Dear Sir/Madam,

Sub: Disclosure under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Presentation on the Unaudited Financial Results

The presentation to analysts / investors on the financial performance of the Company for Unaudited Financial Results of the Company for the second quarter and half year ended September 30, 2025, is enclosed herewith.

This is for information and records.

Thanking you,

Yours truly,

For Just Dial Limited

Manan Udani Company Secretary and Compliance Officer

Encl: as above

# **CORPORATE PRESENTATION**

October 2025



#### DISCLAIMER

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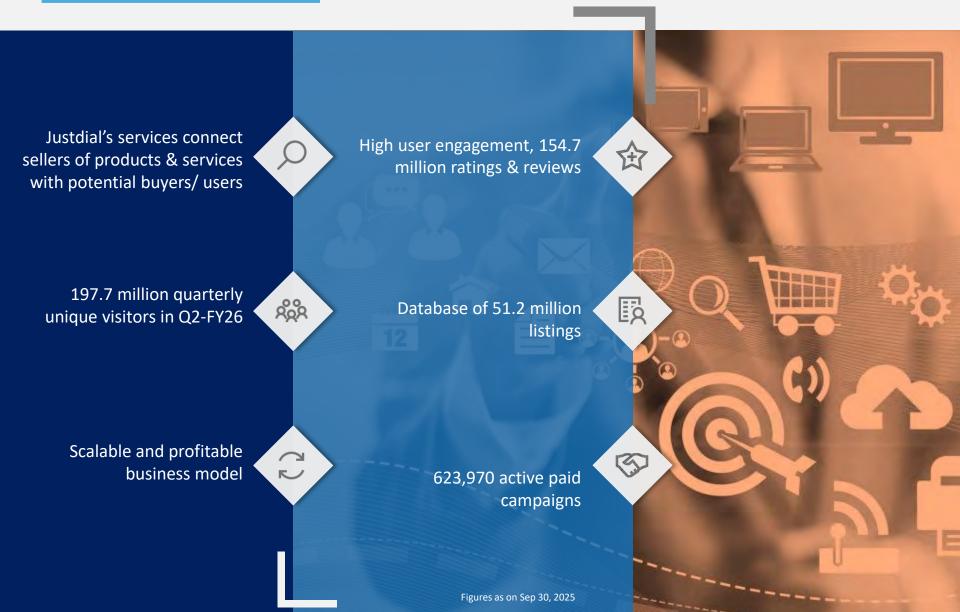
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Any information provided in this presentation is subject to change without notice.

Q2 FY26 means the period Jul 1, 2025 to Sep 30, 2025 FY26 or FY 25-26 or FY 2026 means the Financial Year starting Apr 1, 2025 and ending Mar 31, 2026



### **COMPANY OVERVIEW**



### **KEY STRENGTHS**

First Mover Advantage in Indian Local Search Market Strong Brand Recognition with 197.7 million unique quarterly visitors<sup>^</sup> in Q2 FY26 (193.2 million in Q1 FY26) Comprehensive database of 51.2 million listings Attractive Value Proposition For Local SMEs Experience and Expertise in Local Indian Market Advanced and Scalable Technology Platform Efficient & Profitable Business Model Strong & Experienced Management Team

Strong Financial Profile, Prepaid Model



<sup>^</sup> Unique visitors are aggregated across various mediums – Voice, Desktop/ PC, Mobile; these may not necessarily be mutually exclusive

# NATION WIDE PRESENCE



Nationwide coverage, branches in 11 cities across India



Corporate Headquarters in Mumbai, Technology operations in Bengaluru

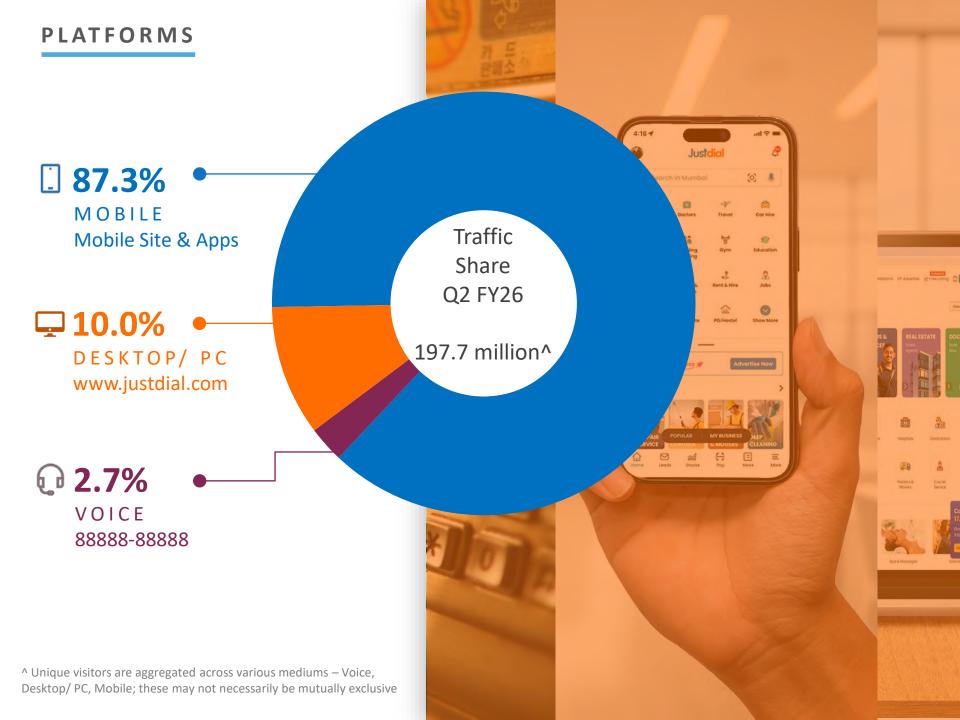


4,740 employees in tele-sales, 5,337 feet-on-street salesforce



On-the-ground presence in 250+ cities pan India, covering 11,000+ pin codes





### MOBILE





Android & iOS Apps

Predictive Auto-Suggest

Company, Category, Product Search

Map View of Category Search

**Location Detection** 

Voice Search

**App Notifications** 

JD Pay

Maps & directions

Location-based search service

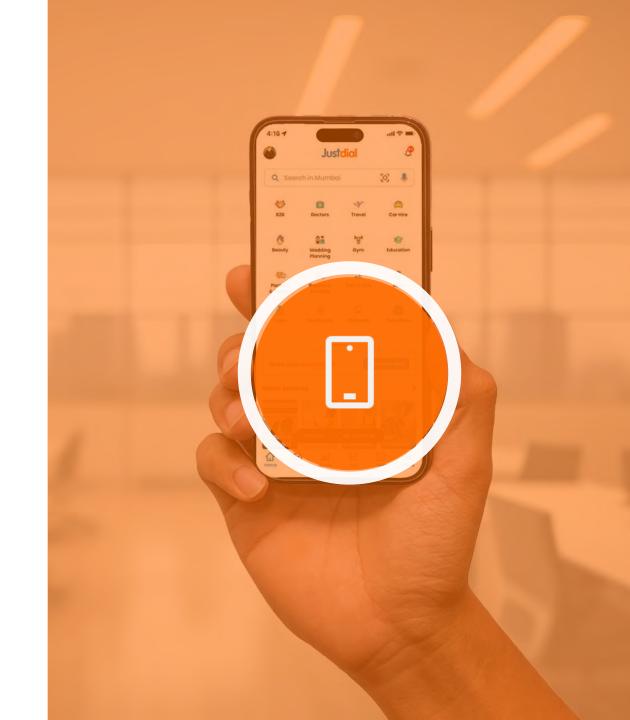
Ratings & Reviews

Friends' Ratings

Real-time Performance tags for listings

Catalogues

Search Plus



### WEBSITE

Predictive Auto-Suggest

Company, Category, Product Search

**Location Detection** 

Maps & directions

Operating hours

Business logos

Pictures & videos

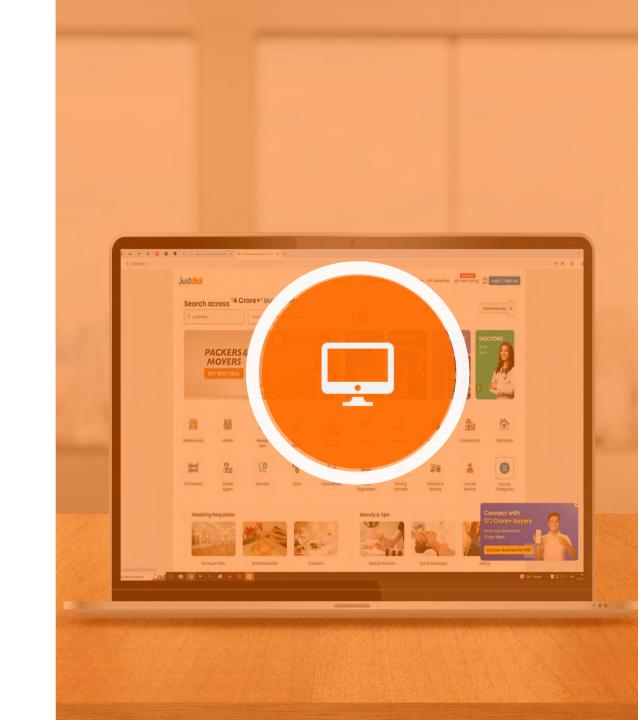
Ratings & reviews

Friends' Ratings

Catalogues

Search Plus

Popular Category Searches



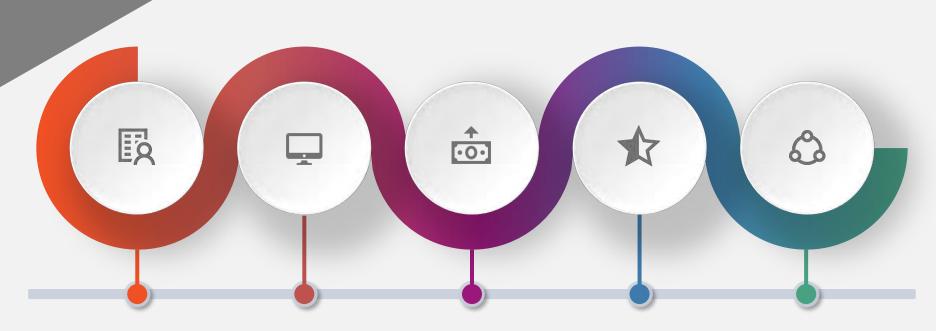
# VOICE



Operator-assisted Hotline Number
One number across India
24 Hours a day x 7 Days a week
Multi-lingual support
Zero-ring Pickup
Personalized Greeting
Multiple queries in one call
Instant WhatsApp, SMS & Email



# VALUE PROPOSITION FOR SMEs



#### **LISTING**

Every SME should be listed on Justdial - India's leading local search engine & online marketplace

### **OWN WEBSITE**

Justdial can create websites for SMEs instantly, which are mobile-ready, dynamic & have transactional capabilities

#### **PAYMENTS**

SMEs can accept digital payments from their customers - via JD Pay, an online payment mechanism

#### **RATINGS**

Ratings are key to users' decisionmaking, JD Ratings tool helps SMEs gather more ratings & reviews

#### **REACH**

With curated content including Cataloguing, Deals & Vouchers, Service Cards and Analytics, JD platform provides great visibility to businesses

### **USER ENGAGEMENT**



154.7 million Ratings & Reviews

Mobile-verified, unbiased ratings

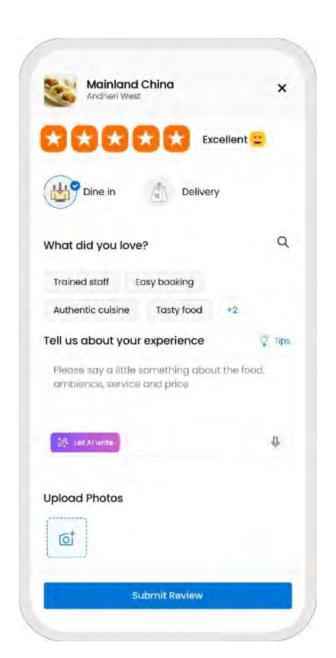
Intelligent tags to capture experiences

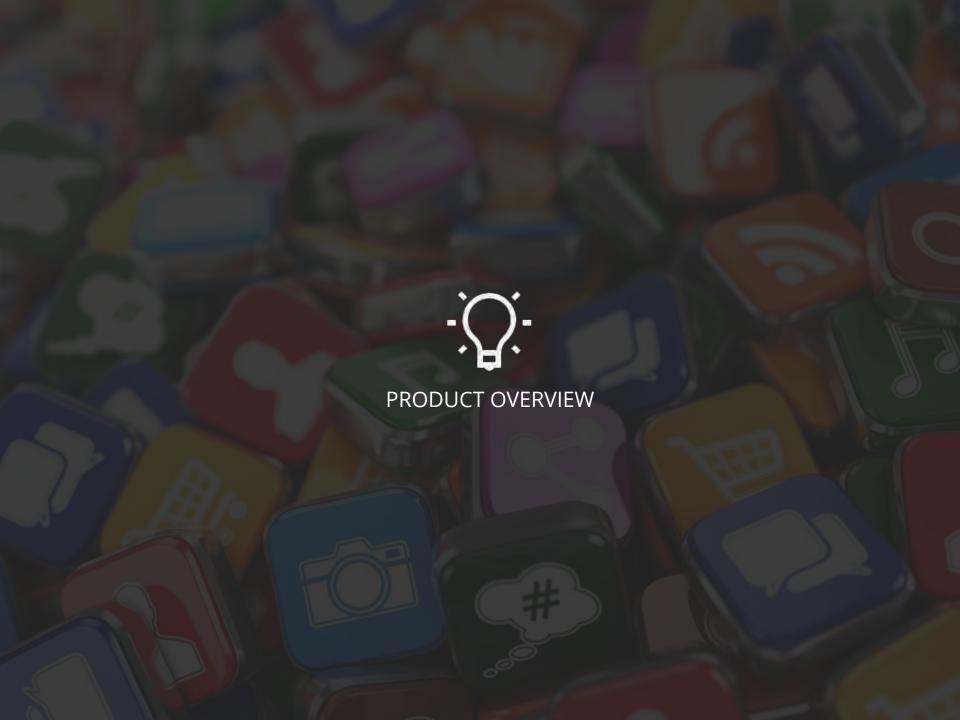
Friends' Ratings

5-Point Rating Scale

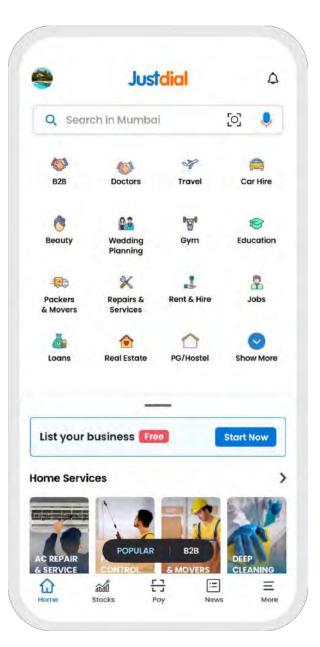
Photos Upload with Review

Robust Audit Mechanism

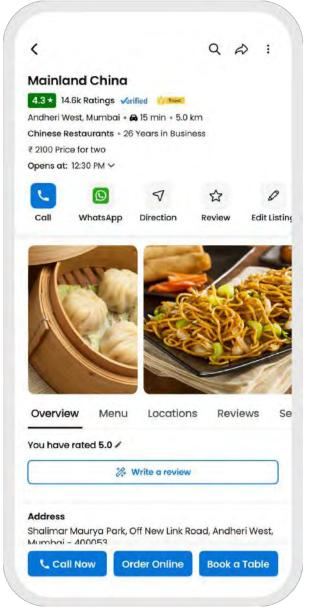




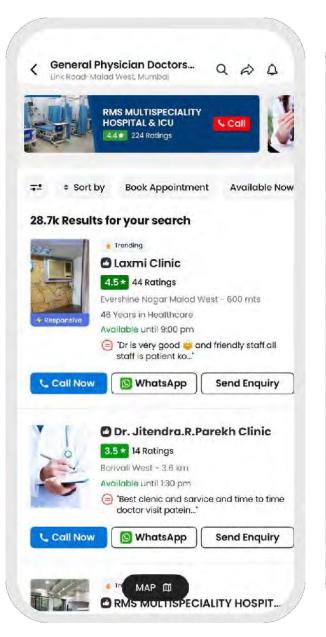
### JD Mobile

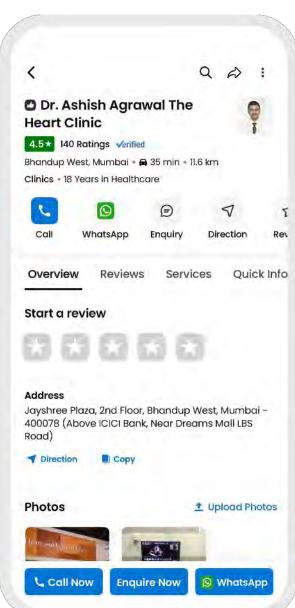


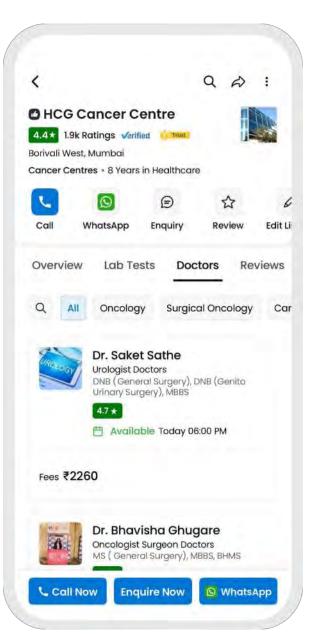


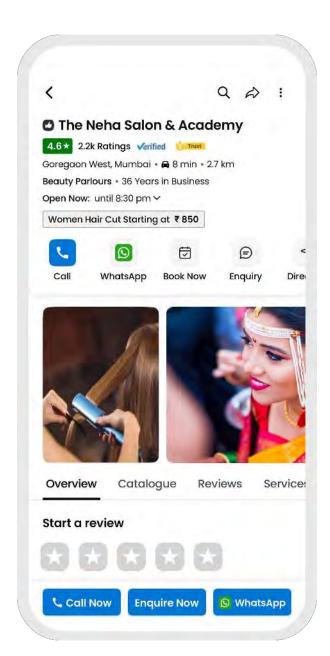


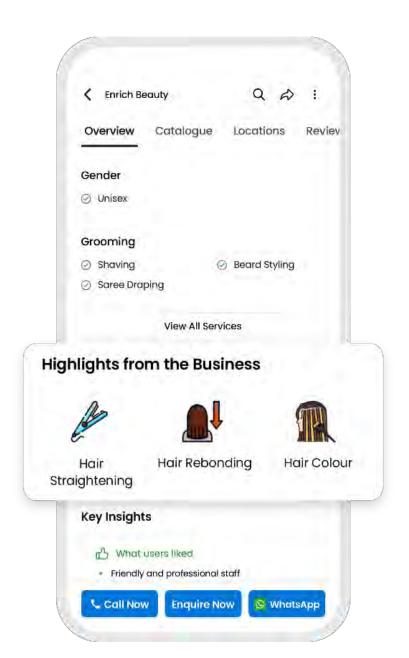
### JD Mobile



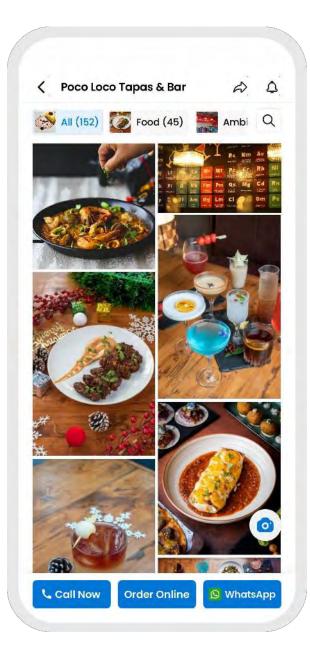


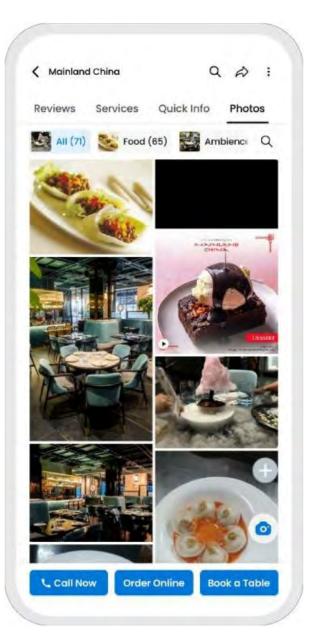






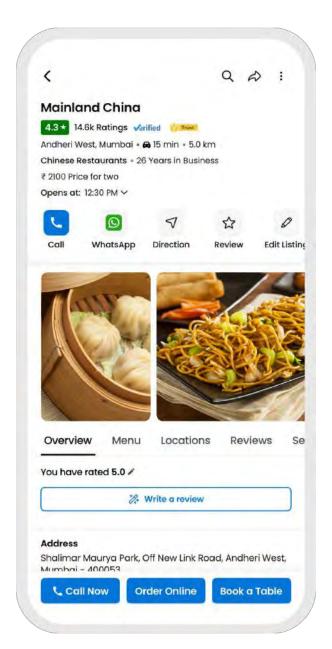
# JD Mobile

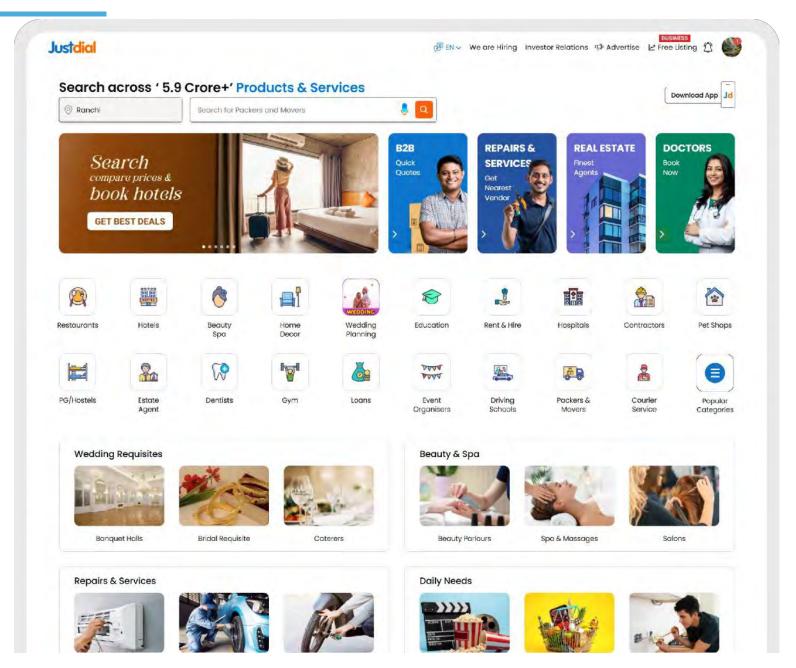




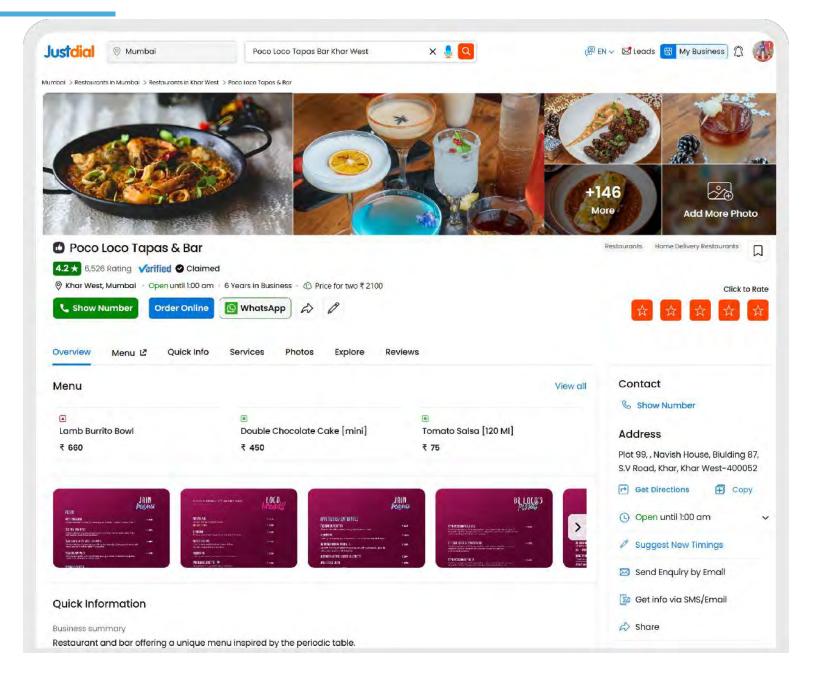




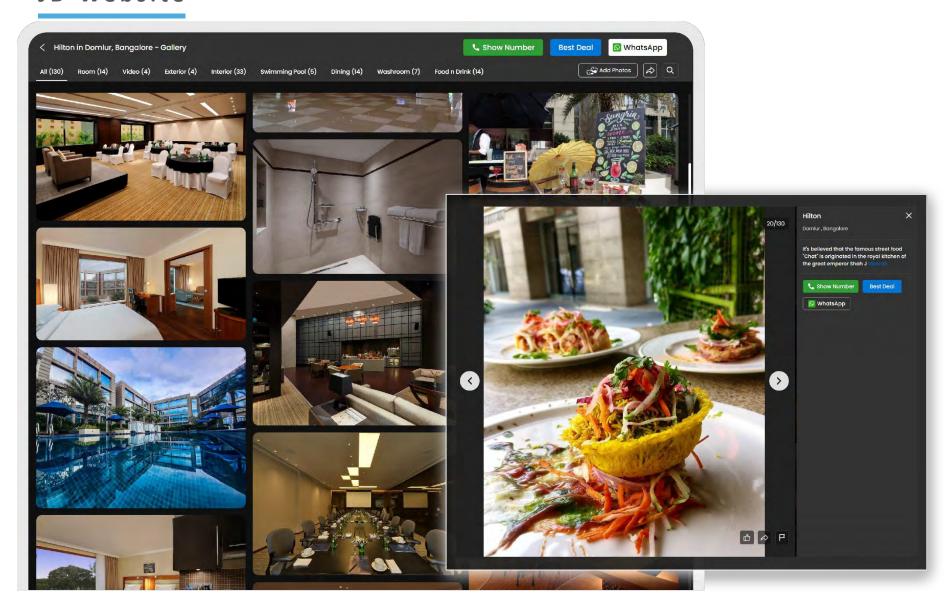




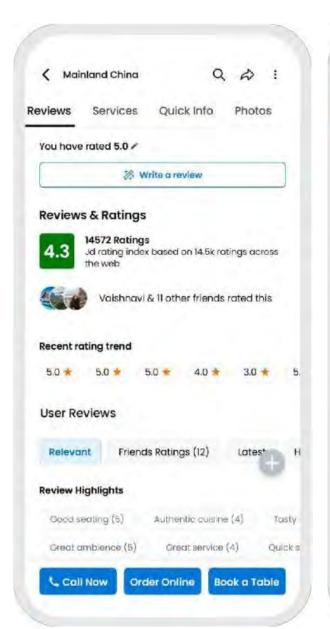
### JD Website

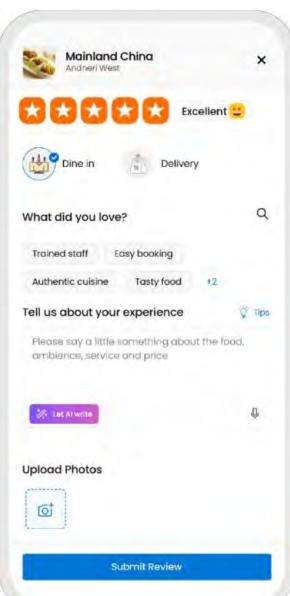


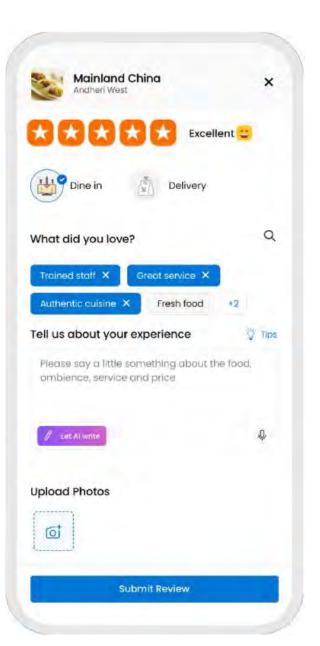
# JD Website



# **Enhanced Ratings & Reviews System**







# Review Insights

#### Key Insights



- . The cafe has a great and pleasant ambiance
- · The staff is friendly and attentive
- . The food is delicious and flavorful, with a variety of options

More

\*EET A VERSION - Likes and suggested improvements are passed on the reviews across the was

#### Mhat can be improved

- · Some customers mentioned that the customer service was disappointing, with arrogant and careless staff members
- · Another review mentioned that the prices were high, although portion sizes were good

#### Reviews & Ratings



#### 46,562 Rating

Jd rating index based on 46562 ratings across the web.

#### Start your Review











#### Recent rating trend

5.0 \*



5.0

#### User Reviews

Relevant

Latest

High to Low

#### **Review Highlights**

Great ambience (6)

Authentic cuisine (4)

Good seating (3) Well sanitised (3)

Clean place (3)

Quick service (3)



46.5k Ratings

Jd rating index based on 46.5k ratings across the web



Armey Hatiskar & I other friends rated this



reviews across tive web

**Reviews & Ratings** 

Leopold Cafe & Bar

What users liked

variety of options More

What can be improved Some customers mentioned that the

Overview

Key Insights

Order Online Book a Table

0

Reviews

· The cafe has a great and pleasant ambiance . The staff is friendly and attentive

customer service was disappointing, with arragant and careless staff members · Another review mentioned that the prices

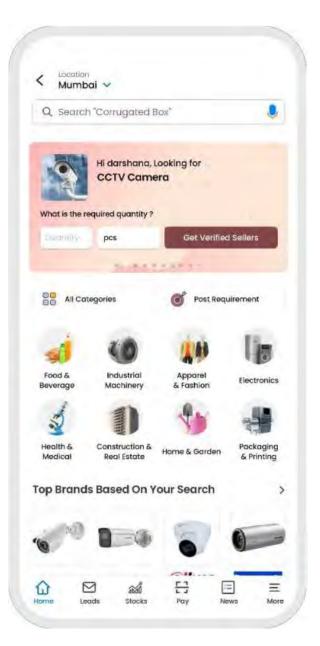
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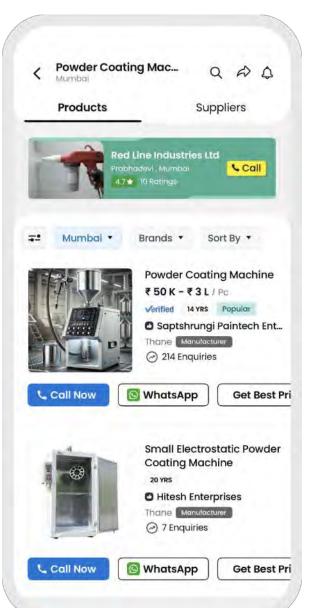
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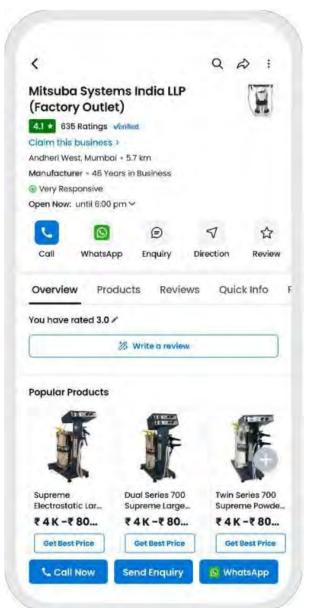
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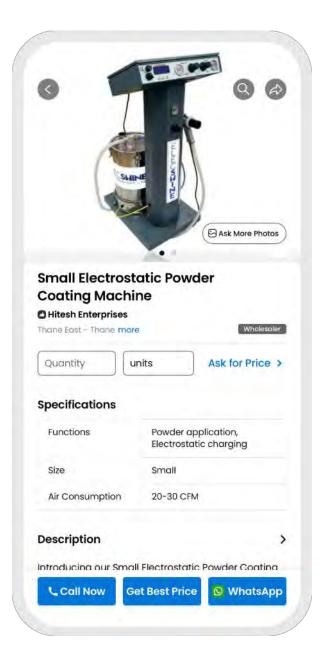
Services

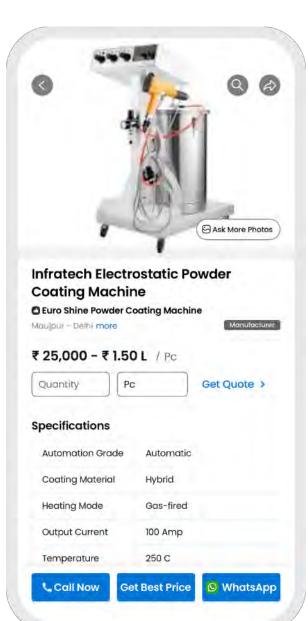


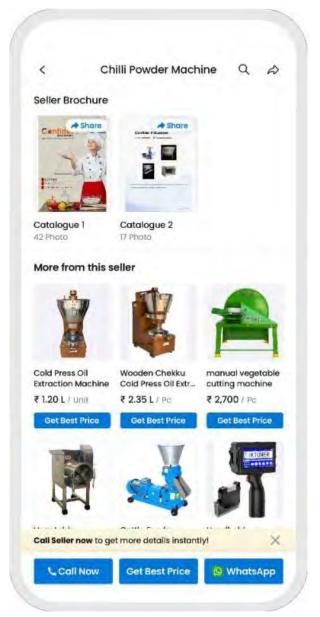


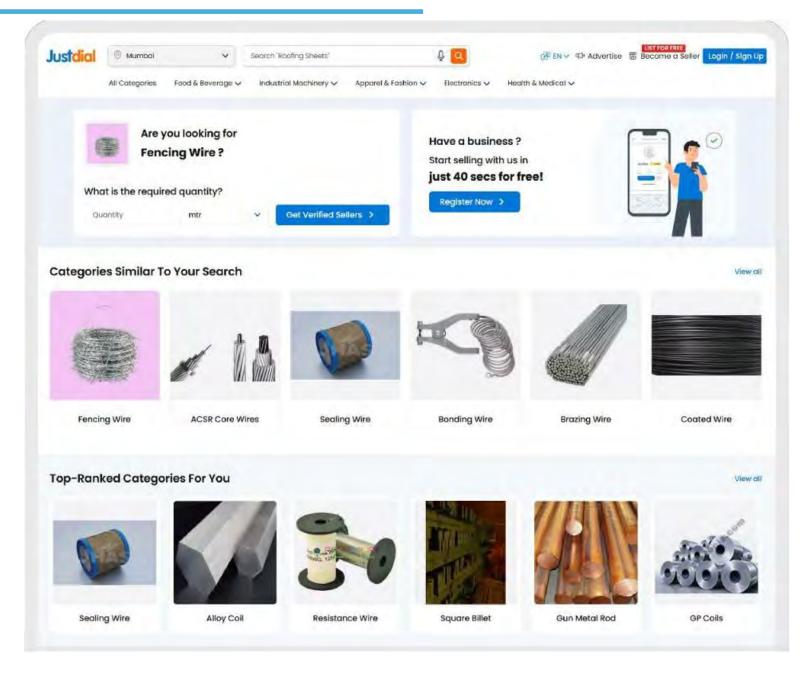


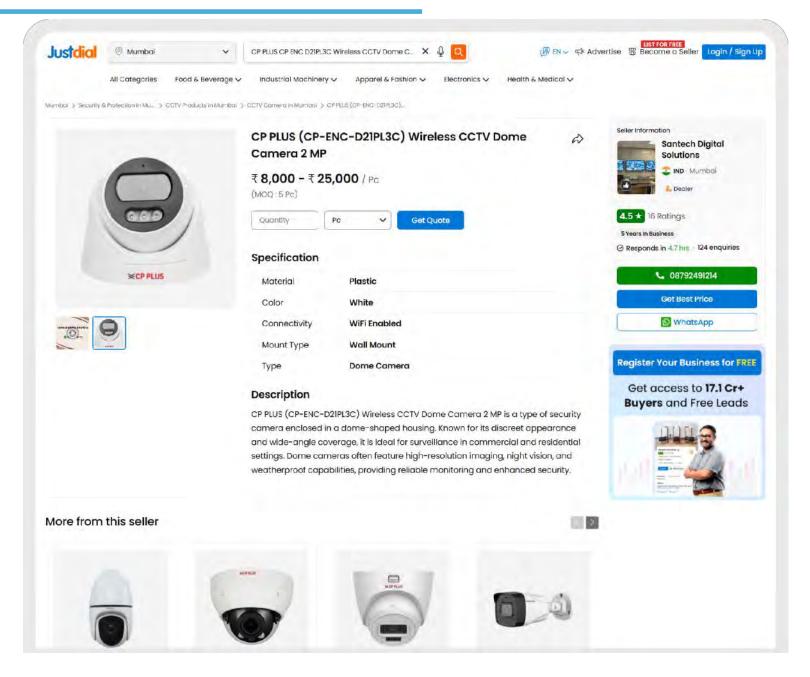


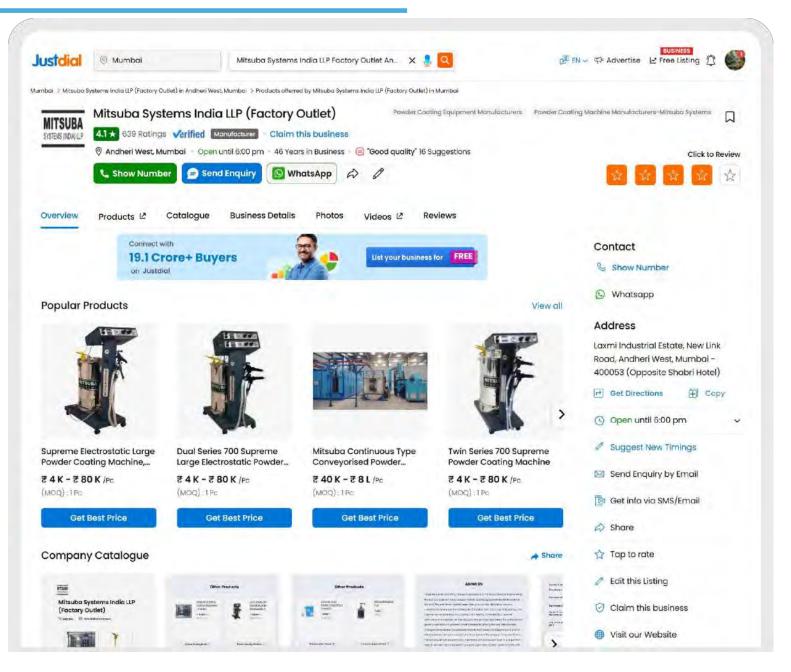




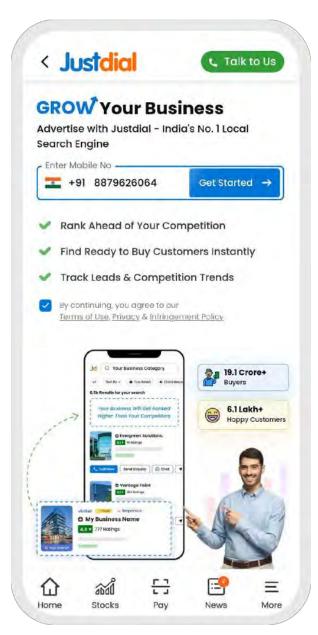


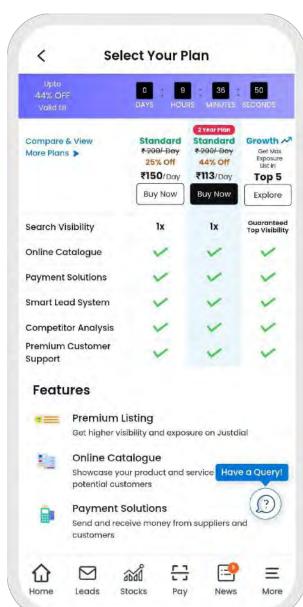


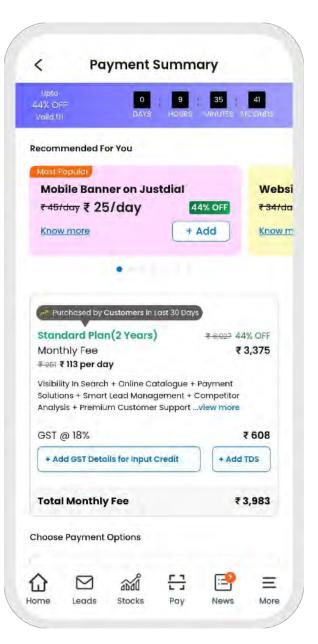




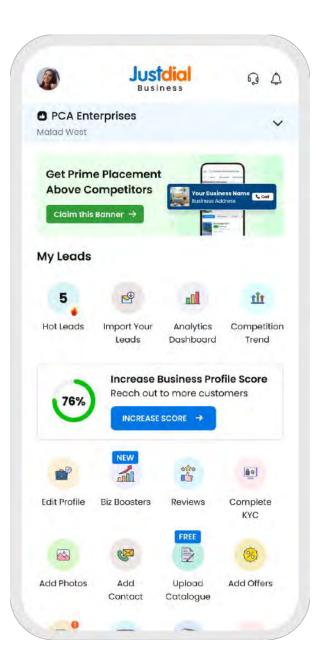
# Self-Sign-up for SMEs to start paid campaign

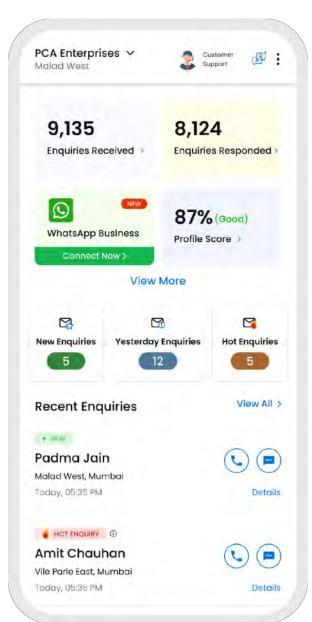


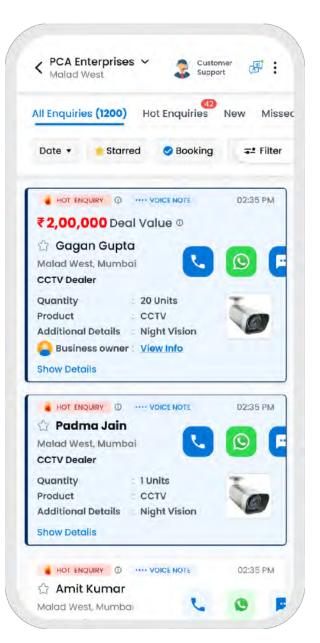




# JD Business - Dashboard for SMEs to manage campaigns

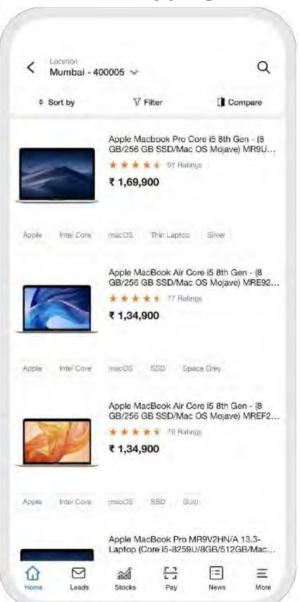






### **Beyond Search**

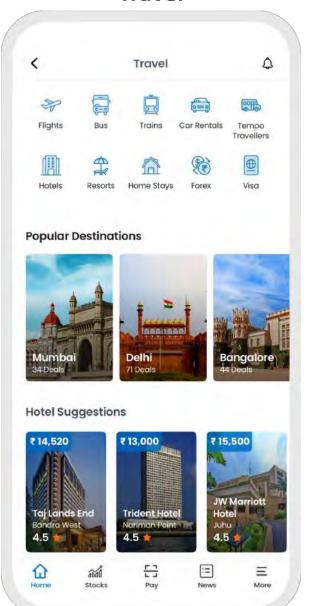
# **JD Shopping**



# **Get quotes on Products**

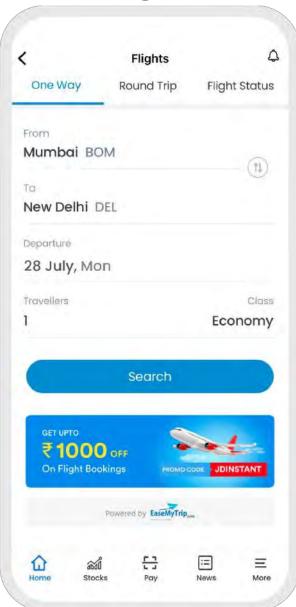


### **Travel**

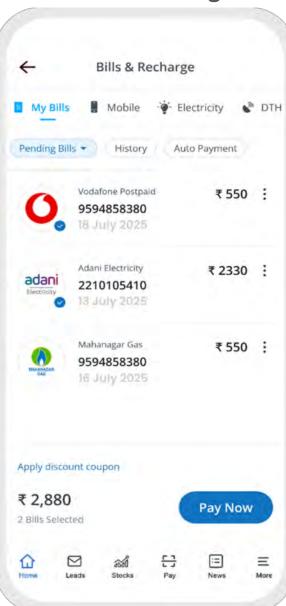


# Beyond Search

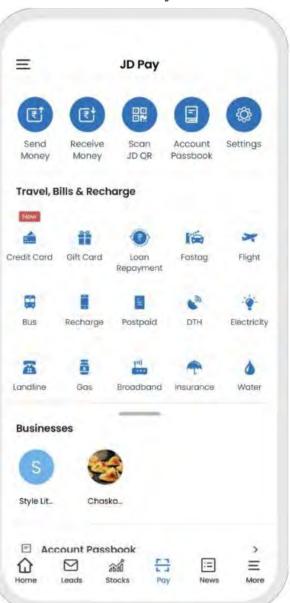
**Flights** 



**Bills & Recharge** 

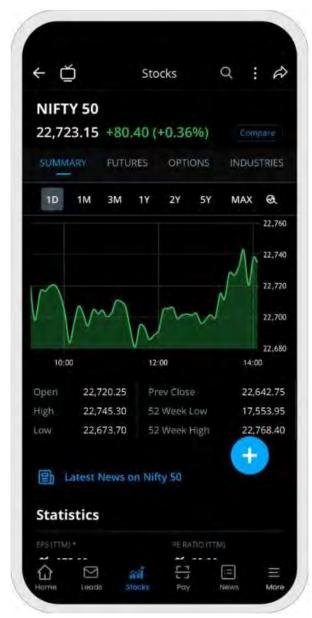


Jd Pay

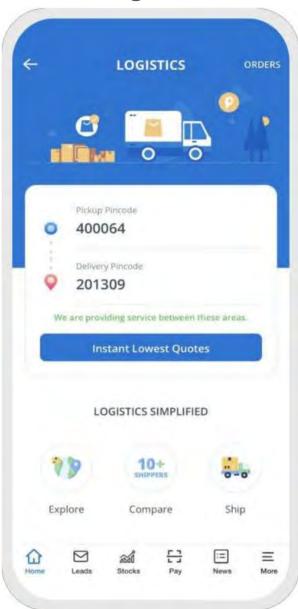


# **Beyond Search**

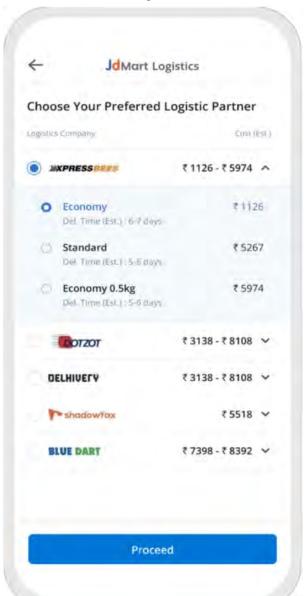
### **Stocks**



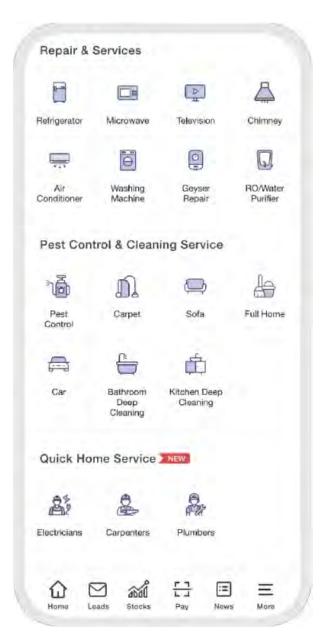
# **Logistics**

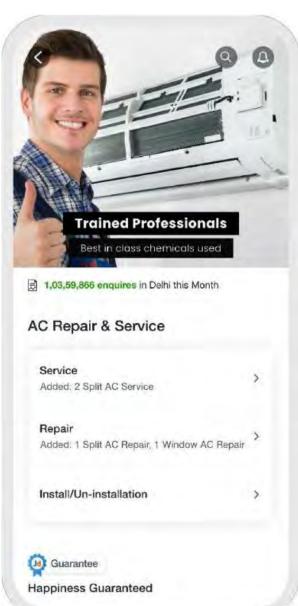


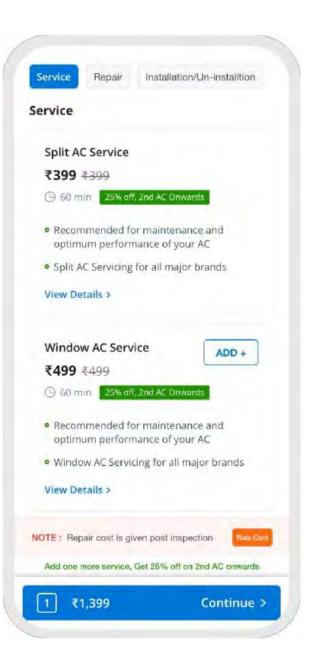
### **Get quotes**



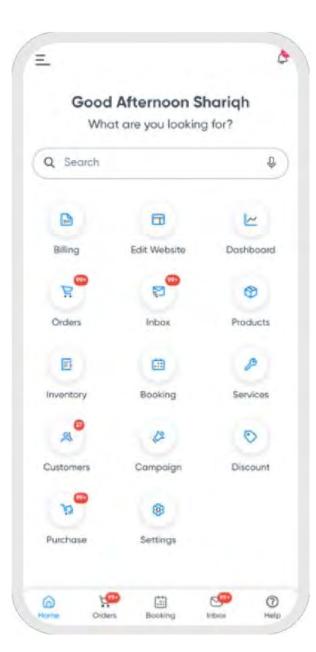
# JD Xperts - One Stop Solution for On-Demand Services



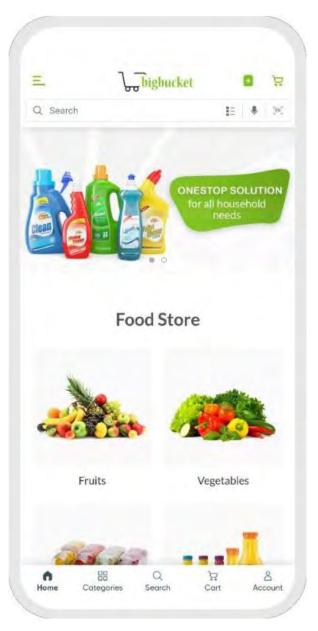




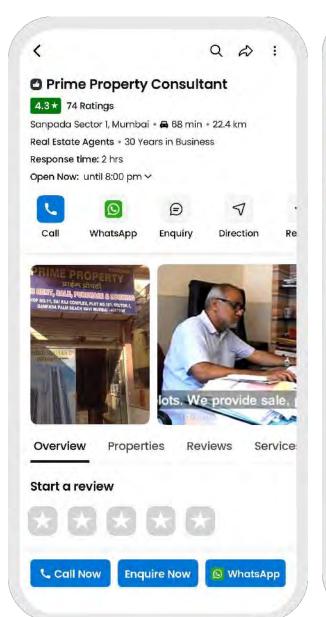
# JD Omni - Cloud-Hosted Solution for Digitalizing Businesses

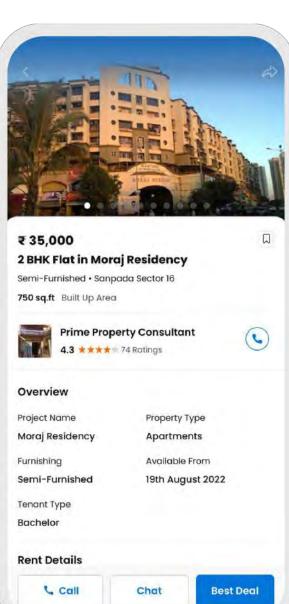


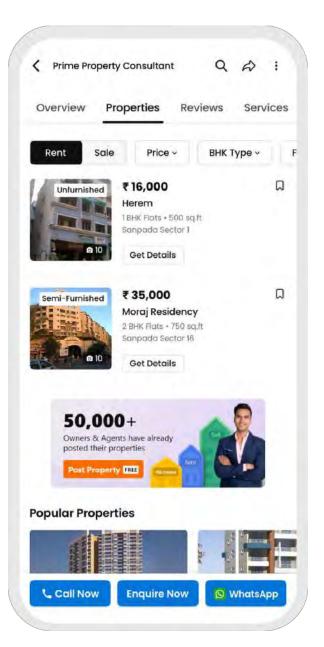




#### JD Homes



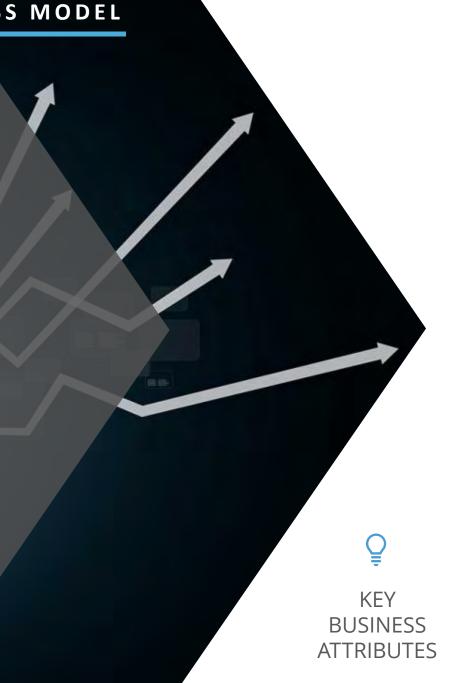




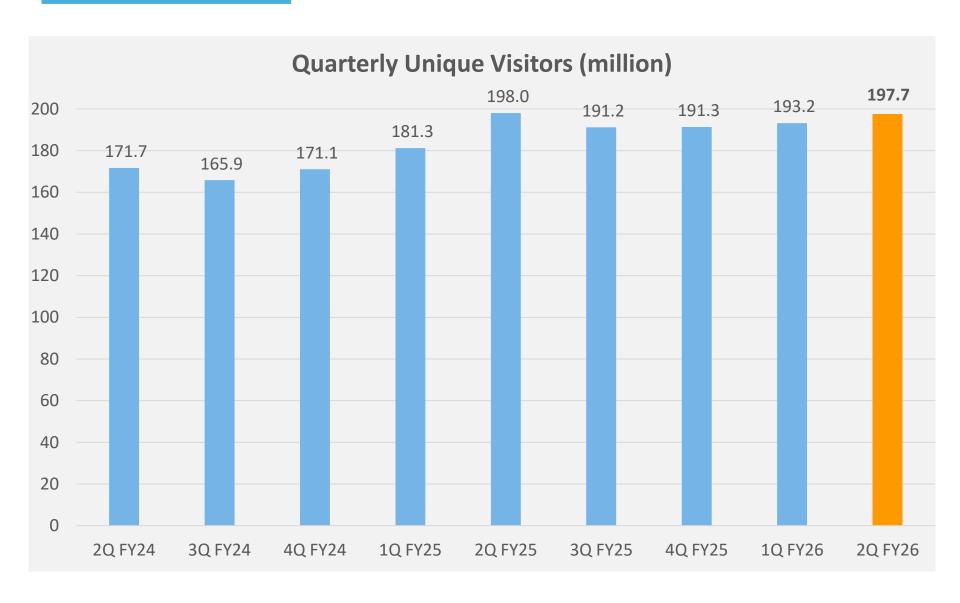


#### EFFICIENT & PROFITABLE BUSINESS MODEL

- Paid Advertisers pay a fixed fee to run searchled advertising campaigns for their businesses on Justdial's platforms
- Various premium & non-premium listing packages available which determine placements in search results
- Multiple factors determine pricing, such as business categories of advertiser, geographies targeted, type of package
- Add-on products such as banners, own website, JD Pay, JD Ratings, etc. available
- Advertisers can pay amounts either upfront or through monthly payment plans, with ability to manage campaigns online
- Justdial also runs multi-city/ national campaigns for pan-India advertisers
- Sales team comprises of 4,740 employees in tele-sales, 1,566 feet-on-street (marketing), and 3,771 feet-on-street (Cold Calling & Others) as on Q2 FY26



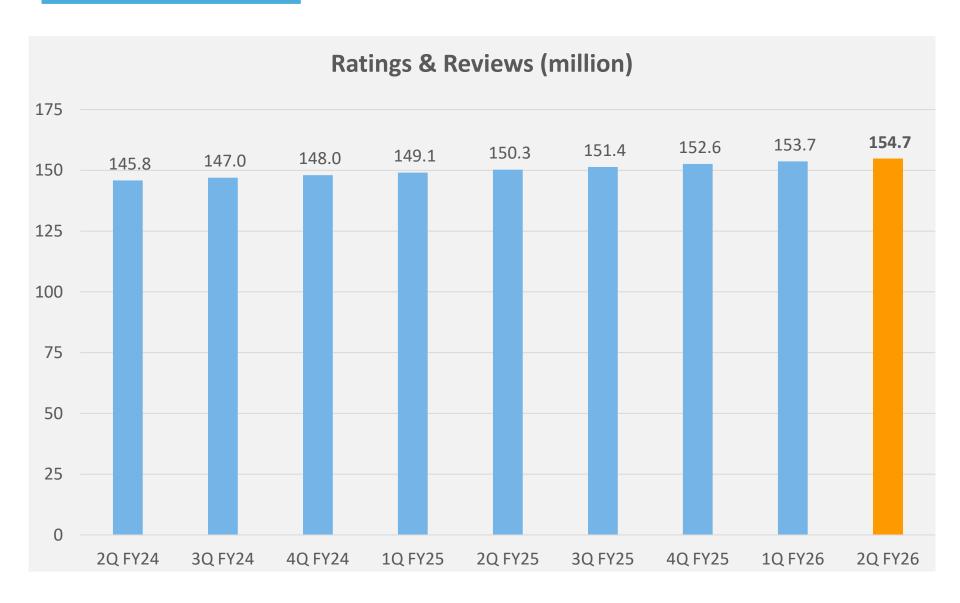
# TRAFFIC/ VISITORS



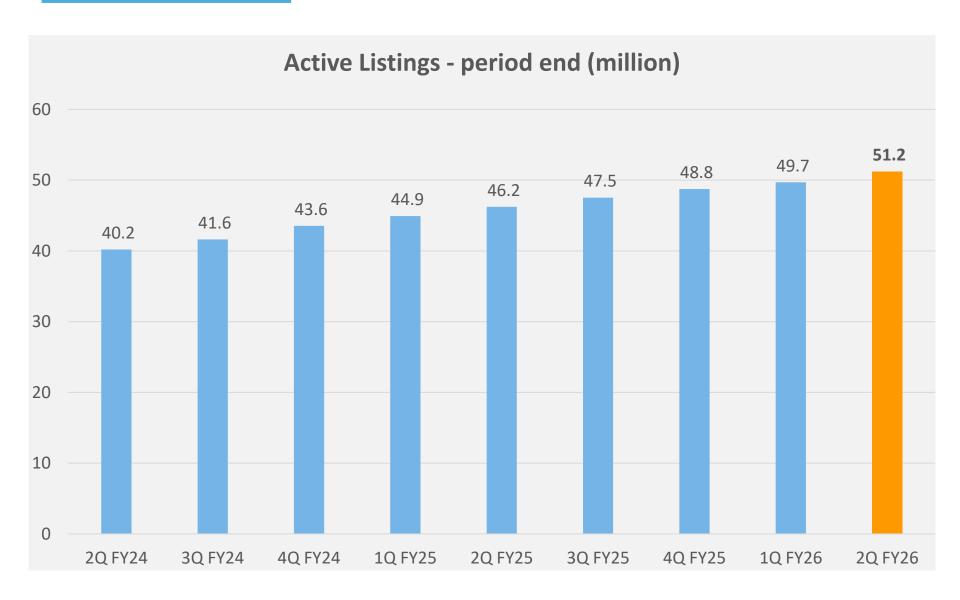
## TRAFFIC/ VISITORS



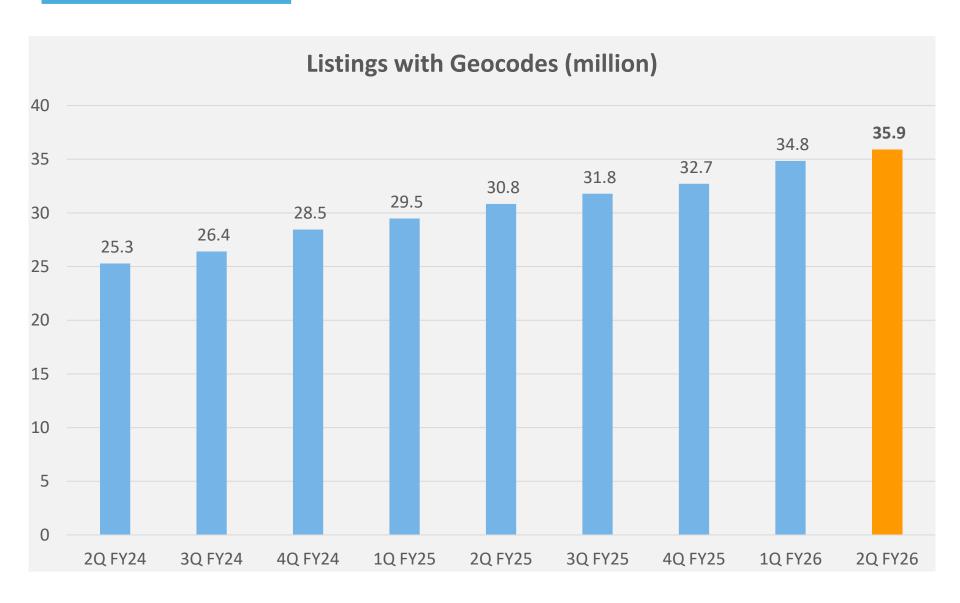
#### **USER ENGAGEMENT**



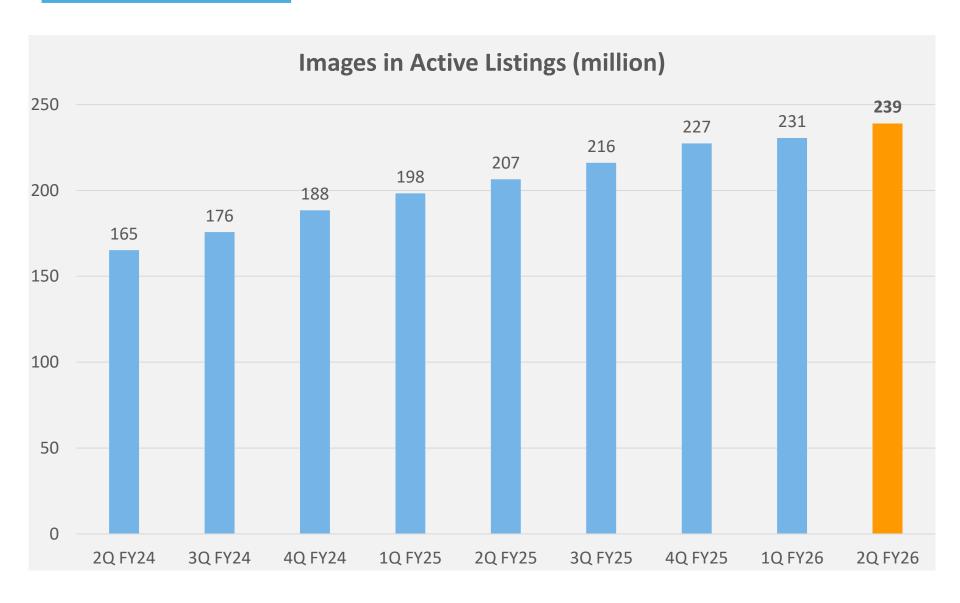
#### DATA ENRICHMENT



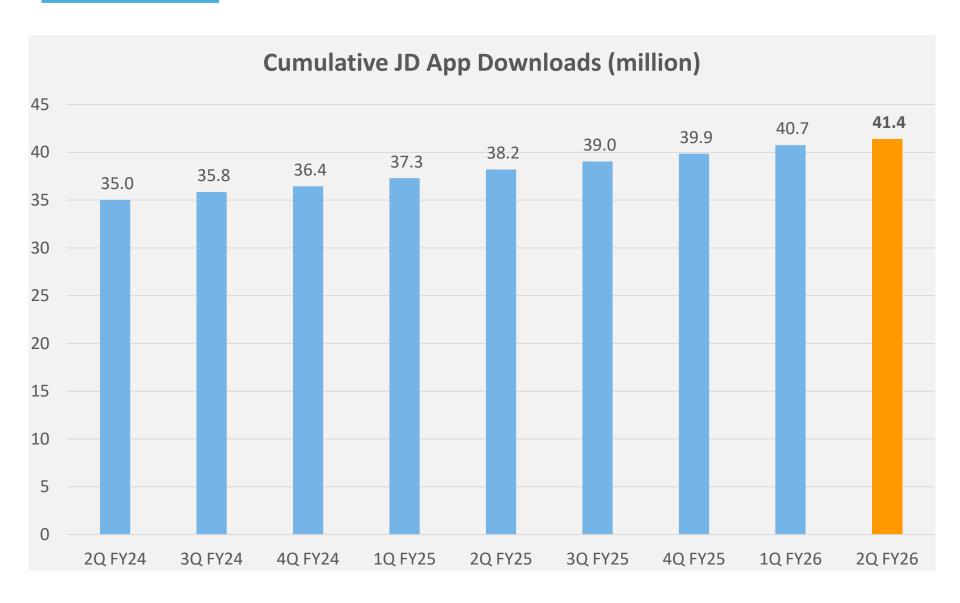
#### DATA ENRICHMENT



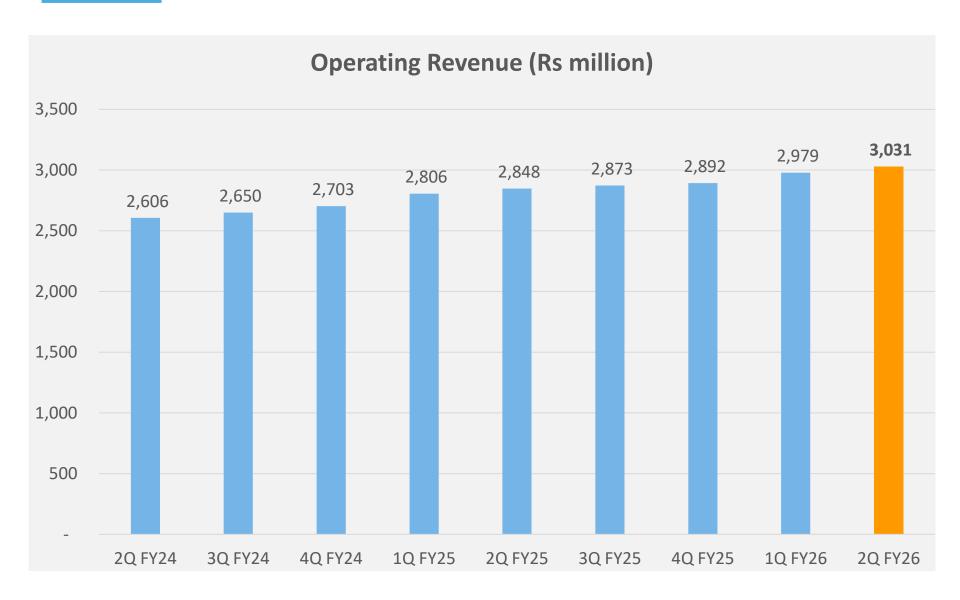
#### DATA ENRICHMENT



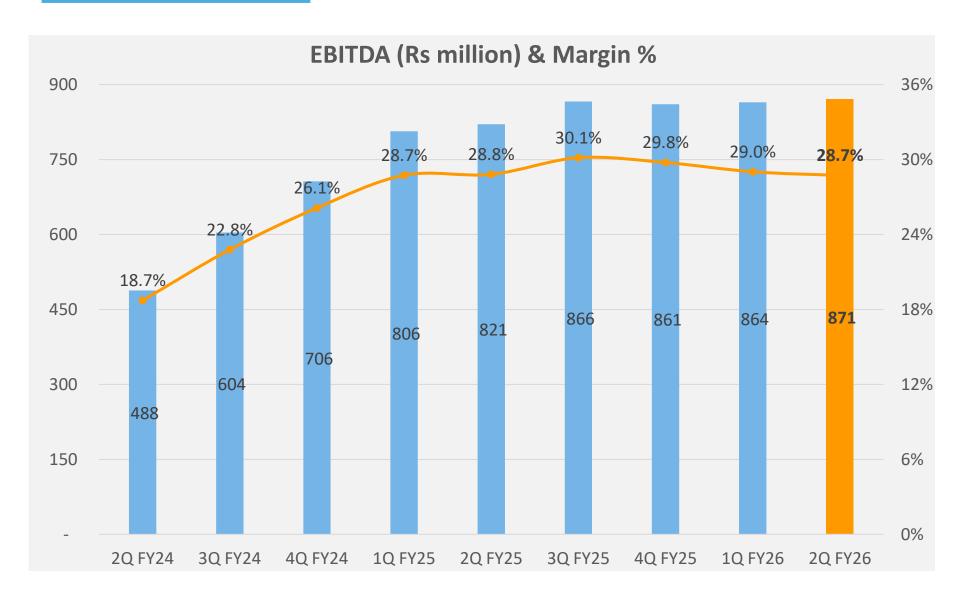
### **MOBILE APPS**



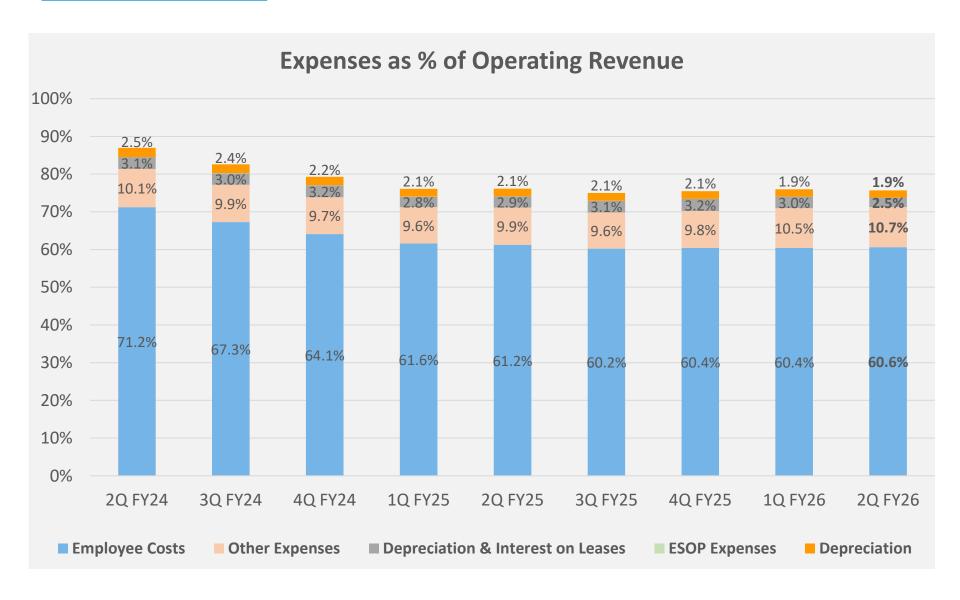
#### REVENUE



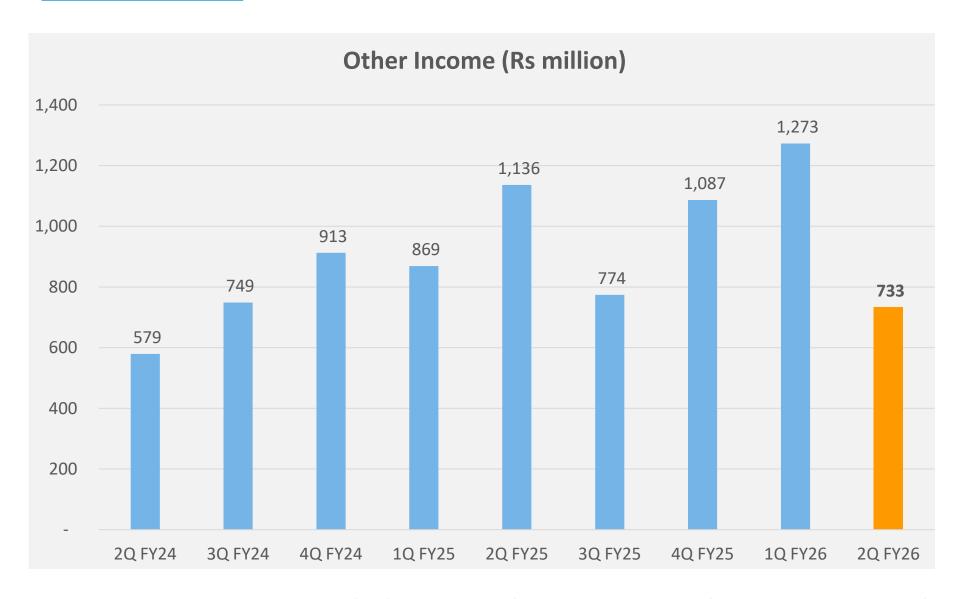
#### **OPERATING MARGIN**



#### **COST STRUCTURE**

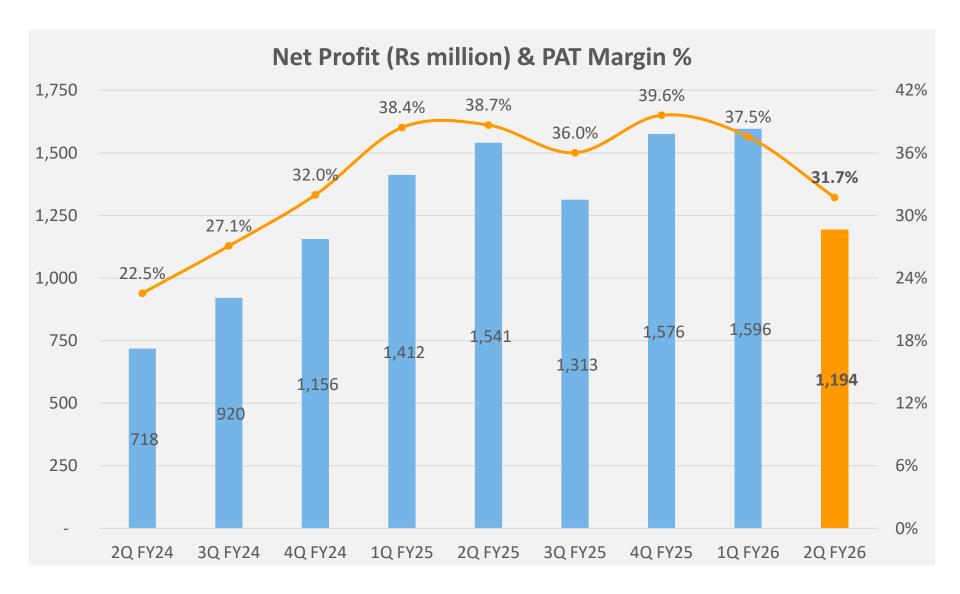


### OTHER INCOME



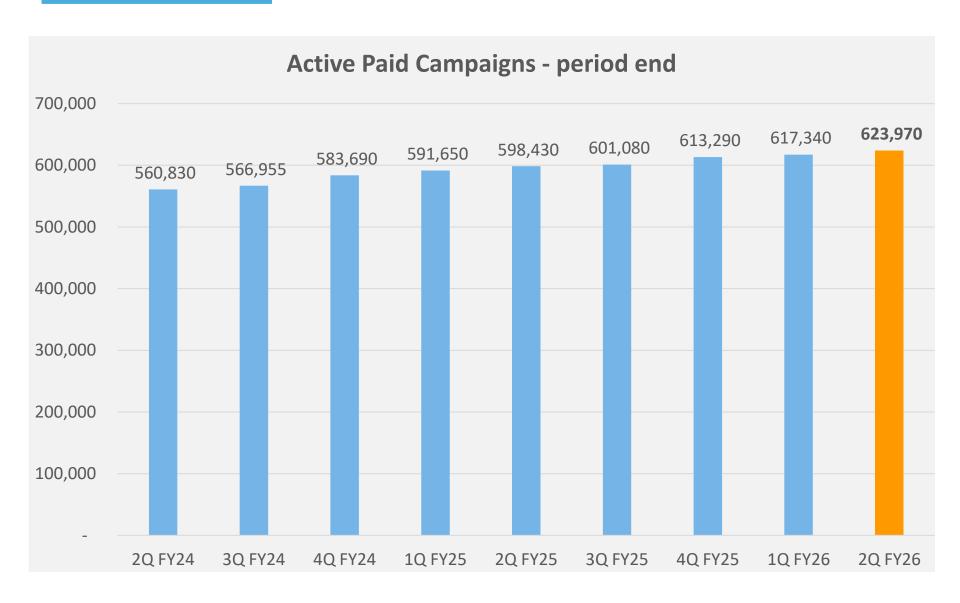
Note: Other Income primarily constitutes mark-to-market (MTM) gains on treasury portfolio, which can have high quarterly fluctuations depending on movement of bond yields during that quarter.

#### **NET PROFIT MARGIN**



Note: Net Profit Margin is calculated as Net Profit (Profit After Taxes) as a percentage of Total Revenue (Operating Revenue + Other Income) for the period.

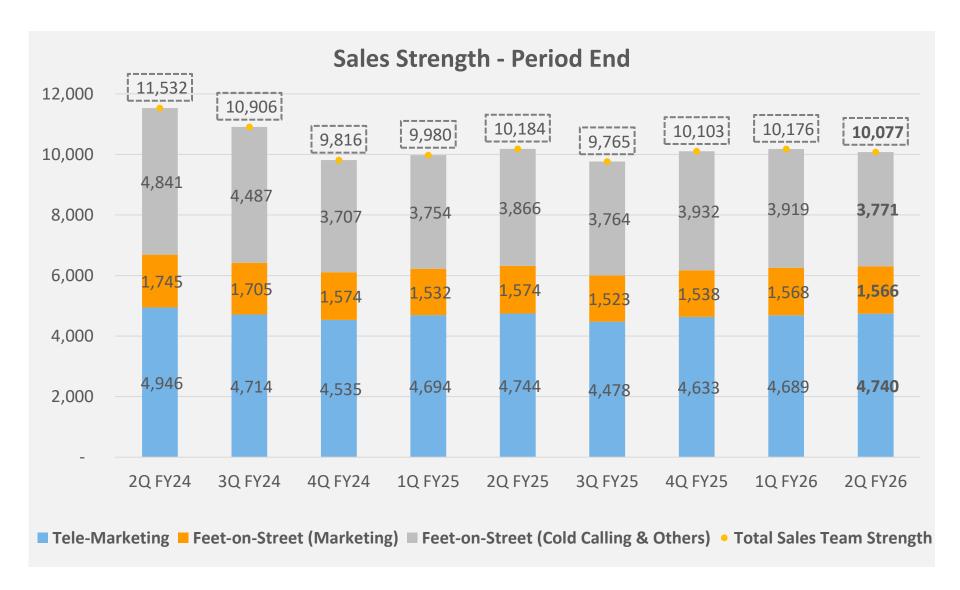
#### PAID CAMPAIGNS



#### CASH AND INVESTMENTS



#### SALES FORCE



JUST DIAL LTD - 2Q FY26 (Quarter ended September 30, 2025) PERFORMANCE SUMMARY						
Metric	Unit	2Q FY26	2Q FY25	YoY change	1Q FY26	QoQ change
Operating Revenue	(₹ million)	3,031	2,848	6.4%	2,979	1.8%
Operating EBITDA	(₹ million)	871	821	6.1%	864	0.7%
Operating EBITDA Margin	%	28.7%	28.8%	-9 bps	29.0%	-29 bps
Operating PBT	(₹ million)	737	679	8.5%	716	2.9%
Other Income	(₹ million)	733	1,136	-35.5%	1,273	-42.4%
Profit Before Taxes	(₹ million)	1,470	1,816	-19.0%	1,989	-26.1%
Net Profit	(₹ million)	1,194	1,541	-22.5%	1,596	-25.2%
Net Profit Margin	%	31.7%	38.7%	-693 bps	37.5%	-582 bps
Unearned Revenue (period end)	(₹ million)	5,260	5,155	2.0%	5,346	-1.6%
Cash & Investments (period end)	(₹ million)	55,697	49,428	12.7%	54,298	2.6%

Note: Net Profit Margin is calculated as Net Profit (Profit After Taxes) as a percentage of Total Revenue (Operating Revenue + Other Income) for the period.

JUST DIAL LTD - 2Q FY26 (Quarter ended September 30, 2025) PERFORMANCE SUMMARY						
Metric	Unit	2Q FY26	2Q FY25	YoY change	1Q FY26	QoQ change
Unique Visitors	(million)	197.7	198.0	-0.2%	193.2	2.3%
- Mobile	(million)	172.5	169.0	2.1%	167.9	2.7%
- Desktop/ PC	(million)	19.7	23.4	-15.9%	19.4	1.4%
- Voice	(million)	5.5	5.6	-2.7%	5.9	-7.3%
- Mobile	% share	87.3%	85.4%	193 bps	86.9%	37 bps
- Desktop/ PC	% share	10.0%	11.8%	-186 bps	10.1%	-9 bps
- Voice	% share	2.7%	2.8%	-7 bps	3.0%	-28 bps
Total Listings (period end)	(million)	51.2	46.2	10.8%	49.7	3.1%
Net Listings Addition		1,519,607	1,305,226	16.4%	938,625	61.9%
Total Images in Listings (period end)	(million)	239.0	206.5	15.7%	230.5	3.7%
Listings with Geocodes (period end)	(million)	35.9	30.8	16.4%	34.8	3.0%
Ratings & Reviews	(million)	154.7	150.3	3.0%	153.7	0.7%
Paid campaigns (period end)		623,970	598,430	4.3%	617,340	1.1%
Total App Downloads (period end)	(million)	41.4	38.2	8.4%	40.7	1.6%
App Downloads per day		8,145	7,377	10.4%	7,613	7.0%
Total Employees (period end)		12,811	13,147	-2.6%	13,068	-2.0%
- Sales Employees (period end)		10,077	10,184	-1.1%	10,176	-1.0%

# **BOARD OF DIRECTORS**

	EVECUENT DIRECTOR				
EXECUTIVE DIRECTOR					
V S S Mani	V S S Mani is the Founder, Managing Director and Chief Executive Officer of Just Dial. With over 36 years of experience in the field of media and local search services, he has successfully steered and kept our business on the growth track, drive by technological innovation.				
INDEPENDENT DIRECTORS					
Krishnan Sudarshan (Chairman)	Krishnan Sudarshan is an Engineering graduate from National Institute of Technology, Kurukshetra and has completed the Owner / President Management Program (OPM) at the Harvard Business School. He is the Managing Director of EMA Partners India Limited and is part of the global firm's executive committee as the Regional Chairman for Asia Pacific. He has over 25 years of experience in Executive search and has led successful engagements for both Indian and multinational corporations across industry sectors and functional disciplines. He also leads the Board and CEO practice for the firm in India.				
Ranjit Pandit	Ranjit Pandit served as the Managing Director at General Atlantic, LLC, between 2007 and 2012 where he was the head of the firm's growth investment activities across India. He has served as an Advisory Director of General Atlantic LLC in 2013. Prior to General Atlantic, he served as the Managing Director and Chairman of McKinsey & Company in India. He has an MBA from the Wharton School at the University of Pennsylvania (USA) and holds a BE Degree in Electrical Engineering from VJTI, University of Bombay.				
Bhama Krishnamurthy	Bhama Krishnamurthy was Country Head and Chief General Manager, SIDBI. She has a career spanning over 35 years in IDBI (now IDBI Bank) and SIDBI, an Apex Development Bank for micro, small and medium enterprises in India covering all areas of development in banking operations both from policy perspectives and relating to implementation aspects. Her areas of specialisation include resource raising and management, integrated treasury operations, credit dispensation & management and risk management. She has done her Masters in Science (M.Sc.) from Mumbai University.				
Prof. Dipak C. Jain	Professor Dipak C. Jain earned his M.Sc in Mathematical Statistics from Guwahati University and his Ph.D. in Marketing from the University of Texas at Dallas, USA. He holds a distinguished reputation as both an educator and a scholar. He assumed the role of Dean at the Kellogg School of Management, Northwestern University USA, from 2001 to 2009, and later served as Dean at INSEAD, a prominent business school located in Fontainebleau (Paris), France. Following this, he served as Director at the SASIN Graduate Institute of Business Administration, Chulalongkorn University in Bangkok, Thailand. Presently, Professor Jain holds the title of Professor of Marketing at the China Europe International Business School (CEIBS), bringing with him over 40 years of expertise in management education. He has published several articles in esteemed international journals focusing on marketing and related disciplines. Additionally, he served as the President (European) of China Europe International Business School from 2017 to 2022.				

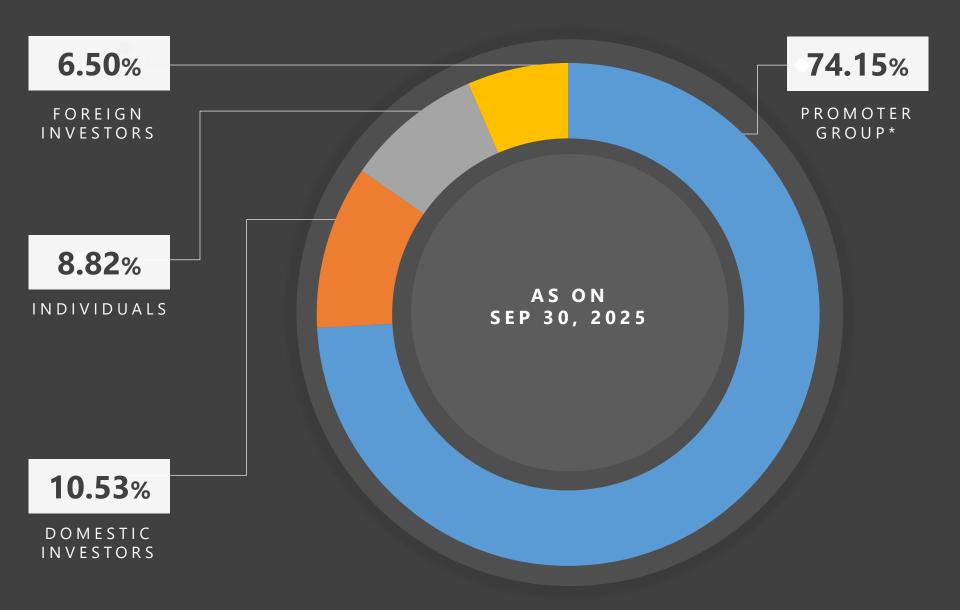
# **BOARD OF DIRECTORS**

	NON-EXECUTIVE DIRECTORS
V. Subramaniam	V. Subramaniam is a Chartered Accountant and Cost Accountant. He has over 25 years of experience in the fields of finance, accounts, taxation and business management. He has over the years served at various leadership positions in industries ranging from consumer products, petrochemicals, refining to automobiles and retail during his corporate tenure. He is currently serving as the Managing Director of Reliance Retail Ventures Limited (RRVL) as well as Whole-time Director of Reliance Retail Limited, subsidiary of RRVL.
Ashwin Khasgiwala	Ashwin Khasgiwala presently serves as the Chief Business Operations Controller for Retail Business and has been associated with Reliance Group for more than 18 years. He is a Chartered Accountant and has over two decades of experience in the fields of finance, compliance and accounting.
Geeta Fulwadaya	Geeta Fulwadaya is a commerce graduate from Mumbai University, Company Secretary from the Institute of Company Secretaries of India (ICSI) and law graduate from Government Law College. She has been associated with Reliance group for over 20 years and has extensive experience in the fields of corporate laws, strategy & planning and allied matters. She is also on the Board of several companies including Reliance Retail Limited, Den Networks Limited and Hathway Cable and Datacom Limited.
Anshuman Thakur	Anshuman Thakur has completed his graduation in Economics and MBA from IIM Ahmedabad. He has 25 years of experience in corporate strategy and investment banking and has worked across diverse industries. He is currently Senior Vice President at Jio Platforms Limited and responsible for strategy and planning functions. He joined the Reliance Group in 2014 and has ever since been closely involved with the Jio and retail businesses. Prior to joining Reliance, he worked with Morgan Stanley as Head of Mergers & Acquisitions in India. He was a TMT coverage banker at Rothschild prior to his stint at Morgan Stanley. He has also worked with Arthur Andersen and Ernst & Young in the areas of corporate finance and strategy.
Dinesh Taluja	Dinesh Taluja has completed his B. Tech. from IIT Delhi and MBA from IIM Ahmedabad. He has over 20 years of experience across Investment Banking, Management Consulting, Private Equity & Corporate roles. He has previously worked across Credit Suisse, Standard Chartered Bank, McKinsey & Company and Peepul Capital. He is currently serving as the Chief Financial Officer of Reliance Retail Limited and Deputy Chief Financial Officer of Reliance Retail Ventures Limited.

## LEADERSHIP TEAM

Name	Designation	Experience	Functional Areas
V S S Mani	Managing Director & CEO	36 Years	Overall growth strategy, planning, execution & management
V Krishnan	Group President	31 Years	Growth Strategy and Business Development
Abhishek Bansal	Chief Financial Officer	17 Years	Finance, Strategy, Accounting, Treasury, Audit, Legal, Compliance & Investor Relations
Vishal Parikh	Chief Product Officer	25 Years	Leads Product, Design & Technology teams, IT Infra and Voice Operations
Shwetank Dixit	Chief Growth Officer	14 Years	Strategy, Marketing, Business Analytics, Traffic and Revenue Growth, Content Augmentation & SEO
Prashant Nagar	Chief Business Officer	26 Years	Pan-India Sales and Business Development
Ajay Mohan	Chief Business Officer	30 Years	Sales platform management, Strategic alliances, Corporate partnerships & Business expansion
Rajesh Madhavan	Chief People Officer	31 Years	Human Resource Functions
Bandan Karkidholy	Senior Vice President & General Counsel	21 Years	Legal, Regulatory Compliances, Intellectual Property
Manan Udani	Company Secretary & Compliance Officer	17 Years	Company Secretarial and Compliances

# SHAREHOLDING PATTERN



- End of Presentation -

#### **Registered & Corporate Office:**

Just Dial Limited, Palm Court Building M, 501/B, 5th Floor, New Link Road, Malad West, Mumbai, Maharashtra – 400064

For any queries, please contact us at <a href="mailto:investors@justdial.com">investors@justdial.com</a>