Company Name: Matrimony.com Limited

Quarter under review: Q1-FY27

Matrimony.com Limited – Q1-FY27 Concall Highlights:

Matrimony.com Limited (Consolidated)					
INR In Mn	**Q1-FY27**	**Q1-FY26**	**Y-o-Y**	**Q4-FY26**	**Q-o-Q**
Operational Income	1,305	1,153	13.2%	1,168	11.7%
EBITDA	263	126	NA	144	82.1%
EBITDA M (%)	20.13%	10.94%	919 bps	12.35%	778 bps
PAT	191	84	NA	97	96.5%
PAT M (%)	14.62%	7.28%	734 bps	8.31%	631 bps
Diluted EPS	9.23	3.89	NA	4.59	NA

Operational Highlights:

- We added 2.72 lakh paid subscriptions during the quarter, marking growth of 15.9% quarter-over-quarter and 3.7% year-on-year, reflecting steady user acquisition momentum.
- We facilitated over 25,500 success stories during the quarter, reinforcing our core matchmaking value proposition and platform credibility.
- Average Transaction Value (ATV) for the matchmaking business declined 6.7% quarter-on-quarter but grew 4.2% year-on-year, driven by a mix of package pricing, segmentation, and data-analytics-led offers rather than any single strategic shift.
- We are deploying AI across profile validation and photo validation processes that were earlier handled manually, helping maintain trust and credibility on the platform while driving efficiency.
- We introduced an AI chatbot to handle customer queries that were previously managed by human agents, alongside using AI for broader product improvements.
- We transitioned our marriage services offering from a subscription-based model to a commission-led model, which is currently being piloted and is expected to be the way forward for this segment.
- We launched love.com as a new offering in the serious matchmaking space and further expanded it regionally with the launch of Malayali love.com, given strong regional uptake potential in that market.
- We invested around Rs 4 crores in an AI-astrology startup as a long-term strategic investment, tapping into the growing intersection of AI and the astrology domain.
- We stepped up legal and professional spend toward registering our trademarks comprehensively, aimed at preventing misuse of our brand assets by third parties.
- Our jobs platform now has more than 1.5 million job seekers on board, operating on a combination of paid and trial models; we intend to stay focused on Tamil Nadu for now before evaluating a national rollout, likely sometime next year.
- While competitive intensity is showing some softening in certain markets, we do not plan to pull back on marketing spend — in fact, we may step up investment slightly to support growth in newer initiatives like love.com and wedding services.
- With Rs 342 crores of cash on our balance sheet, we continue to evaluate opportunities across acquisitions, strategic investments, and shareholder rewards as part of our ongoing capital deployment strategy.

Key Questions & Answers discussed during the Concall:

- **How does the revenue recognition mechanism work, and what accounts for the gap between billing and revenue growth?** We recognize revenue over the duration of the subscription plan, which ranges from 3 months to 1 year. The current gap between billing (INR 136.0 crore) and recognized revenue (INR 130.5 crore) is around INR 5.0 crore, mainly because we introduced longer-term (1-year) packages last year. As billing grows, this revenue flows into subsequent quarters, with revenue catch-up typically sitting between 97% to 99% depending on the quarter.

- **What are the management's plans for deploying the cash balance of INR 342.0 crore currently on the balance sheet?** We constantly evaluate opportunities to deploy cash toward business growth, including potential acquisitions and strategic investments, as well as avenues to directly reward our shareholders.

- **What drove the sharp margin expansion this quarter, and is this higher EBITDA margin sustainable?** Margin expansion was driven by revenue growth alongside efficient cost management and marketing optimization. We spent INR 46.5 crore on marketing this quarter compared to INR 46.7 crore last year, allowing operating leverage to kick in. We expect to sustain solid margins and maintain double-digit growth in billing and revenue for Q2.

- **What is the growth outlook for the Marriage Services and non-matchmaking initiatives?** While Marriage Services recorded a lower billing of INR 74 lakh in Q1 due to seasonality, we have narrowed our EBITDA-level losses to INR 3.8 crore (down from INR 5.7 crore in Q4). We expect growth momentum to kick up in Q2 and scale further in upcoming quarters by targeting a Rs 100 crore run rate for the wedding services segment to reach a level where it can contribute to overall profit.

- **How is AI being integrated into operations, and what impact is it having on costs and user experience?** We are deploying AI across multiple areas including workflow automation, customer service, and product features. This is helping us drive operational efficiencies, optimize marketing spend, and enhance the overall matchmaking experience for our users.

- **What is driving the increase in paid subscriptions, and what is the current Average Transaction Value (ATV) trend?** Paid subscriptions grew by 15.9% QoQ and 3.7% YoY to reach 2.72 lakh during the quarter. While ATV dropped by 6.7% QoQ, it grew by 4.2% YoY. The quarterly variation in ATV is linked to package mix shifts and promotional pricing, but overall paid user adoption remains robust.

- **What is the guidance for Q2 Profit After Tax (PAT) growth?** We expect PAT growth in Q2 to maintain a triple-digit YoY growth trajectory, with overall profit levels expected to be similar to or slightly better than the Q1 performance.

- **How are subscription durations structured, and how did package durations change compared to last year?** Membership packages range from 3 months to 1 year. Previously, offerings were primarily focused on 3-month packages along with some 6-month options, but 1-year packages were introduced last year to provide longer-term options for users.

- **What is the quarterly seasonality trend regarding revenue and billing performance for Q2 and Q3?** A slight slowdown in billing growth can typically occur in Q2 and Q3 compared to previous quarters due to seasonality, but recognized revenue performance can remain strong as previous billing continues to flow through.

- **What is the reason for the high legal and professional fees reported this quarter?** We are currently registering all of our trademarks to ensure that other people do not misuse our brands, and the increase in legal and professional fees this quarter reflects these registration and lawyer expenses.

- **What is the current status and profitability outlook of the Astro Vision associate investment?** The share of loss from our associate company, Astro Vision, stood at INR 9 lakh for the quarter. We continue to monitor performance closely as part of our strategic focus on overall efficiency across all investments.

- **What are the primary factors behind the marketing spend, and how will it be managed in upcoming quarters?** Marketing expenses for the matchmaking business stood at INR 46.5 crore in Q1 (compared to INR 43.5 crore in Q4 and INR 46.7 crore a year ago). Excluding marketing spend, the matchmaking margin was 63.0%. Marketing investments are tuned based on seasonality and customer acquisition costs, helping achieve strong operating leverage without overspending.

Key Participants:

- Abhinav Mandowara — Aequitas Investments
- Vasudevan Krishnan - Astute Finvest