

1 Matrimony.com

Founded in 2000 by Mr. Murugavel Janakiraman as a community portal for Indians abroad, the company has grown into India's largest online matchmaking platform with ~60% market share. It had a paid subscriber base of 1 million profiles in FY25, adding 0.73 million in 9M-FY26. The company offers diversified online and offline matchmaking services across regional, community, and elite segments, and has forward-integrated into marriage services through an asset-light vendor platform covering venues, photography, catering, and décor—positioning itself as a one-stop wedding solution.

2 Business Segments

Match Making Services (99%): The website has diversified into 4 brands including the flagship brand Bharat Matrimony, Community Matrimony, Assisted Matrimony, and Elite Matrimony, whereby it offers a range of targeted and tailored products & services to better meet the requirements of customers based on their linguistic, religious, caste and community preferences.

Marriage Services (1%): Forward integration through marriage services, complementing the online matchmaking business by providing organized services in the marriage services market.

3 Key Strengths

- Market Leader: Highest market share pan India (60%). Well established brand names amongst consumers in India with significant presence in South India.
- Adopted a micro-market strategy offering a range of targeted and customized products and services that are tailored to meet the specific requirements of customers.
- Leveraging technology like AI and data analytics to improve the efficiency of the website and enhance user experience. Astrology Tools also included for better matchmaking.
- Forward integrated into providing marriage services by aspiring to become a one stop shop for our customers in an asset light vendor platform for venue bookings, catering, decorations, etc.
- No leverage – Zero debt company.
- Added new 0.23 Mn paid subscriptions during Q3-FY26.
- Profitable consumer internet company with a healthy Balance Sheet
- Cash balance and Investments is at INR 3,279 Mn, strong operating cashflow to EBITDA at 115%. Dividend Payout stands at 24.58% as on FY25 and the firm had a buyback of INR 72 crores in Q3 FY25.

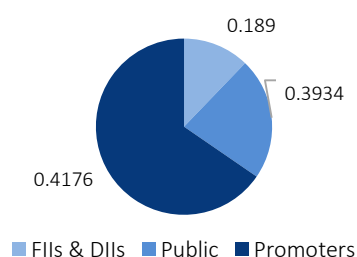
4 Key Growth Drivers

- Profiles - Marketing efforts result in increasing leads and registrations of user profiles.
- Conversion - Technology such as AI, insights through data analytics and strong tele-service channel aid in enhancing user experience and converting them to paid subscriptions.
- Pricing - Flexible packages for 3,6- or 12-month subscriptions at customized and affordable rates.
- Matchmaking industry is evolving from unorganized to organized

Key Financials	FY23	FY24	FY25	9M-FY26
Total Sales	4558	4814	4558	3432
Sales Growth (Y-O-Y)	4.90%	5.61%	(5.30)%	%
EBITDA				
EBITDA Margins (%)	14.80%	14.21%	12.78%	13.08%
Net Profit				
Net Profit Margins (%)	10.24%	10.29%	9.93%	4.19%
Diluted EPS (In Rs)	20.72	22.25	20.56	11.34
Diluted EPS Growth (Y-O-Y)	(11.42)%	7.38%	(7.02)%	%

Key Financial Ratios	FY25
Net Debt to Equity (x)	NA
Fixed Asset Turnover	25.4x
Interest Coverage Ratio	X
Return on Equity	17%
Return on Capital Employed	10.44%
Debtor Days	0
Inventory Days	
Working Capital Days	116

Shareholding Pattern



Capital Structure

Share Price as on 30th Dec, 2025	532.40
Number of Shares o/s	21.6
Market Capitalisation	11,479.3
Add: Debt	0
Add: Minority Interest	0.0
Less: Cash & Equivalents	354.00
Enterprise Value	10,866.8
Networth	2415.9

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