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Matrimony.com Limited IPO (Matrimony IPO) Detail

Sep 11, 2017 - Sep 13, 2017

Incorporated in 2001, Matrimony.com is engaged in providing online matchmaking and marriage services. They offers their services through Internet and mobile platforms in India and internationally.

They are one of the first companies to provide online matchmaking services in India, having database comprising 3.08 million active profiles (being profiles that have been published or logged in at least once during the prior 180 day period). They offer a range of targeted and customized products and services that are tailored to meet the specific requirements of customers based on their religious or caste preferences or other criteria such as marital status and age bracket.

As of June 30, 2017, they had 140 retail centers distributed across India where customers can walk in and register on their websites. its flagship brand, BharatMatrimony, has 15 language based domains under its umbrella. They also have other portals like EliteMatrimony, CommunityMatrimony, MatrimonyDirectory, MatrimonyPhotography, MatrimonyBazaar, MatrimonyDirectory and MatrimonyMandaps.

Company Promoters:

Murugavel Janakiraman is the Promoter of the Company.



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Company Financials:

Summary of financial Information (Consolidated)

Particulars	For the year/period ended (in Rs. million)				
	31-Mar-17	31-Mar-16	31-Mar-15	31-Mar-14	31-Mar-13
Total Assets	1,193.62	1,238.46	1031.90	830.76	902.97
Total Revenue	2,929.30	2,554.29	2,428.41	2,073.14	1,887.83
Profit After Tax	437.83	(750.55)	(29.04)	(91.35)	104.35

Objects of the Issue:

The Offer consists of a Fresh Issue by the Company and an Offer for Sale by the Selling Shareholders.

Offer for Sale

Company will not receive any proceeds from the Offer for Sale.

Objects of the Fresh Issue

1. Advertising and business promotion activities;
2. Purchase of land for construction of office premises in Chennai;
3. Repayment of overdraft facilities; and
4. General corporate purposes.



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Issue Detail:

Issue Open: Sep 11, 2017 - Sep 13, 2017

Issue Type: Book Built Issue IPO

Issue Size:

Fresh Issue of Equity Shares of Rs 5 aggregating up to Rs 130.00 Cr

Offer for Sale of 3,767,254 Equity Shares of Rs 5 aggregating up to Rs Cr

»» **Face Value:** Rs 5 Per Equity Share

»» **Issue Price:** Rs 983 - Rs 985 Per Equity Share

»» **Market Lot:** 15 Shares

»» **Minimum Order Quantity:** 15 Shares

»» **Listing At:** BSE, NSE

Discount to Retail Investors

A discount of Rs 98 is offered to investors in retail category

Conclusion: IPO Look Expensive Investors Should Avoid the IPO.