



It all began with the journey that a young man Murugavel Janakiraman undertook in 1997 while working as a consultant in the US. Operating out of his apartment after part-time consulting hours, he launched a Tamil community site with matrimony as one of the sections. His belief was fired up when he found his bride, Deepa through his own matrimony service. Today, the Founder and CEO of BharatMatrimony.com, Murugavel Janakiraman, can well claim to have changed the way Indians marry, with over 40 million registered members till 2019. As a leader in online matrimony market, the flagship brand BharatMatrimony is the No. 1* and most trusted matrimony service, having posted an annual revenue of over ₹371.8 crore and 29.5 crore PAT in FY20.

Market

Online matchmaking in India is largely fragmented and unorganised. While about 10-12 million marriages take place every year in India, online accounts for less than 10% of the marriages every year (KPMG Report 2017). Matrimony.com is the market leader with 60% market share (comScore Report 2017).

All of this is part of an industry, which is obviously immune to recession. The biggest driver of this boom is the Indian wedding market – a juggernaut pegged at over US\$ 56 billion with an estimated growth rate of 20% YoY – second only to China. Of this, the matchmaking component is estimated to be ₹2,500 crore. The market is estimated to grow at the same pace over the next twenty years.

Matrimonial websites are increasingly turning into a better option for the new generation in their search for potential mates and for the NRIs looking for an Indian match for their sons and daughters. The payoff is certainly big as it provides a global choice to lakhs of members cutting across age groups, professions, regions, religions, and communities. An ASSOCHAM research shows that the fastest growing age group is 21-35 years. A KPMG and an ASSOCHAM study taken together estimates the online matrimony industry size in India to exceed ₹5,000 crore in a few years.

According to analytics firm comScore, Matrimony.com is the leader in the online matchmaking service space in India in terms of the average number of website pages viewed by unique visitors. Currently, it has over four and a half million active users, of which about 7,50,000 are paid subscribers with an average transactional value of ₹5,000 each. Matrimony.com got listed on the bourses in September 2017. Today, its market capitalisation exceeds ₹1,000 crore.

Achievements

Bharat Matrimony has achieved a Superbrand status as it is the largest and most trusted



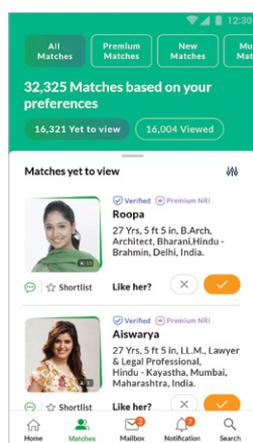
In July 2019, the Find Your Equal TV campaign, starring MS Dhoni, won an award for Gender Sensitivity at the International Advertising Association's IndiAA Regional Awards. The award was for the positive portrayal of a woman's right to equality in marriage.

History

Founded in 2001 as a private limited company, BharatMatrimony soon launched fifteen language-based regional matrimony services including BengaliMatrimony, MarathiMatrimony, TamilMatrimony, TeluguMatrimony and

KeralaMatrimony.

In 1999, the founder Murugavel Janakiraman found his life partner Deepa on his own TamilMatrimony portal. In 2001, in order to expand the reach and service to the less internet savvy customers, retail outlets were launched across India.



matrimony brand with over four million registrations in FY19 itself.

BharatMatrimony has won numerous awards over the last two decades. In 2006, the website entered the Limca Book of World Records for having facilitated the highest number of documented marriages online in India, a number that has since reached a few million marriages.

Apart from winning the Laadli Jury Award for portraying women positively in advertising, its Happy Marriage TV Commercial was rated among the Best Ads of 2013 by The Economic Times.

It has also been ranked India's Most Trusted Matrimony Brand in

2014 and 2015 by the Brand Trust Report conducted by Trust Research Advisory (TRA).

In 2002, BharatMatrimony pioneered the Matrimony Meet concept, whereby prospective brides and grooms and their families can meet face to face (offline-online integration). Mega Swyamvaram – the largest Matrimony Meet in the world was conducted at Chennai.

In 2008, realising that there were a lot of people who, due to lack of time, wanted personal services to help them search for matches, a personalised service called Assisted Service was launched. Here, a relationship manager understands a member's needs, handpicks profiles and facilitates meetings with prospective matches based on mutual interest and guides them to find their perfect match.

In 2009, with an understanding that Indians preferred getting married in their own community, over 200 community portals were launched under CommunityMatrimony. Today, it serves more than 300 communities.

In 2008, the company launched EliteMatrimony, an exclusive matchmaking service for the rich and



Elite Matrimony
From BharatMatrimony

100% Personal & Confidential matchmaking service for the elite

BharatMatrimony pioneered EliteMatrimony in India 10 years ago. It's a personalised service delivered to you by trained Relationship Managers. Your personal info is 100% safe and secure. No one can see your personal data as we don't store any information online. Our exclusive database of over 1.5 lakh elites includes businessmen, bureaucrats, CEOs, celebrities, HNIs & NRIs. With more than 100 trained Relationship Managers and years of experience in matchmaking, we provide you unmatched service.

Over 1.5 lakh Exclusive Elite Profiles • 100% Discreet & Confidential Service
Thousands of Success Stories

Call for Free Consultation at Your Home ☎ 99629 76000 | www.elitematrimony.com

the affluent. They found that the elite have unique needs when it comes to finding a life partner and therefore offered them 100% discreet and personalised services. In 2014, BharatMatrimony partnered with several telecom companies in order to launch its Interactive Voice Response (IVR) matrimony service. BharatMatrimony users can use the IVR service to send and receive voice messages from prospective matches on their mobile devices.

Product

Matrimony.com has meticulously built an over ₹370 crore revenue company – the bulk of which is earned from its online matchmaking business.

BharatMatrimony regularly launches services that delight customers through an unrelenting focus on customer preferences and behaviour, leveraging advancements in technology and changing ecosystems.

With more than 40 million registered users till 2019, it is India's No. 1* and most trusted matrimony service. Apart from accessing its service through web and mobile sites, millions of users have downloaded the app which is available on major platforms including Android and iOS. It also has an upgraded WAP site.

About 60% of the profiles are created by individuals themselves. Sometimes parents and siblings or relatives register on behalf of the individual looking for a life partner. For the company it is very important to understand the expectation of each of these users and their online behaviour, to provide optimum experience to the users.

With over fifteen regional services targeted towards different geographies and communities under BharatMatrimony (including BengaliMatrimony, MarathiMatrimony, HindiMatrimony, TamilMatrimony, TeluguMatrimony and KeralaMatrimony); personalised services like Assisted Service for busy professionals and EliteMatrimony; and over 300 community sites under CommunityMatrimony, Matrimony.com is the leading provider of matchmaking services to Indians across the

BharatMatrimony has fixed millions of matches for Indians worldwide

bharat matrimony
No. 1 & most trusted

experience for members.

Recent Developments

Having pioneered the online matrimony service for Indians in 1997, BharatMatrimony continues to improve the partner search experience for its customers.

On Women's Day in 2019, BharatMatrimony launched SecureConnect, a pioneering feature that enables women to take control of their privacy and safety while searching for a life partner. The unique calling feature enables female members to receive calls from male members, who have a premium membership, without revealing their contact number to them. BharatMatrimony is the only matrimony site to offer this first-of-its-kind security feature for women.

As part of BharatMatrimony's initiative to create industry-leading trust and safety features for members, it has launched a unique six-point safety-verification feature called Trust Badges. The

From BharatMatrimony

केली निवड जोडीदाराची साथ लाभली मराठी मॅट्रिमोनीची

marathi matrimony
for happy marriages

मराठी स्थळांसाठी नं. १ मॅट्रिमोनी साईट

globe. It also has over 140 company-owned retail outlets across India.

To tap into the huge US\$ 56 billion marriage services market in India, the company has forayed into wedding services as well. In 2016, MatrimonyBazaar was rolled out to provide the best wedding services ranging from catering to clothing, from thousands of wedding vendors across Karnataka, Andhra Pradesh, Telangana, Kerala and Tamil Nadu. Today, it offers wedding services from over 22,000 vendors in 37 cities across India.

Launched in 2017, MatrimonyMandaps, the largest wedding venue discovery platform with more than 1,000 wedding halls, helps users find wedding and banquet halls across eleven cities. Rechristened as Mandap.com in early 2020, it now has over 7,000 venues across twenty cities in India.

Through a combination of web-based analytics tools coupled with in-house big data driven tools, it constantly leverages insights and identifies trends

that help them improve the product offerings. The product development team is constantly adapting to changes in technology and leveraging new technologies like Artificial Intelligence (AI) and Machine Learning to help improve the partner search

Promotion

BharatMatrimony has been promoting its services primarily through TV, print and digital across key platforms like Youtube, Facebook and Instagram, besides radio in key markets. It also organises niche matchmaking events on the ground across the Southern markets. BharatMatrimony regularly partners with movies across languages including Hindi, Bengali, Marathi, Telugu and Tamil. In early 2019, it also partnered with NDTV to do a two-episode branded content programme – Find Your Equal. It spoke about the changing aspirations of people looking for a life partner and how partners support each other.

Known for its gender sensitive and progressive advertising, BharatMatrimony's latest TVC of the same name stars iconic cricketer MS Dhoni, who is its brand ambassador.

Brand Values

BharatMatrimony understands the cultural nuances of matchmaking very well and therefore takes utmost care to understand members' preferences and helps them find a life partner that matches them. Its innovation philosophy drives this Superbrand to leverage cutting edge technology to offer users utmost privacy and safety in their journey to find a life partner. In particular, it has pioneered safety features for women members to have complete control over their photos and contact numbers. It aims to offer good customer experience across its app, web and mobile site and across 140 retail outlets.



Things you didn't know about BHARATMATRIMONY

- * It pioneered matchmaking services in 1997 and changed the way Indians marry
- * It is India's No. 1* matrimony service
- * In 1999, BharatMatrimony's Founder and CEO, Murugavel Janakiraman, found his life partner, Deepa, through his own matrimony site
- * Over 4,000 employees work at Matrimony.com, of which BharatMatrimony is the flagship brand
- * More than four million profiles are created every year on Matrimony.com
- * 60% of the profiles on BharatMatrimony are self-created
- * The Limca Book of Records has featured BharatMatrimony for the most number of documented marriages online
- * There is a dedicated portal for defence personnel

*Source: comScore report