



Gateway to Prosperity

JUST DIAL LTD.

Issue Period	-	May 20, 2013 – May 22, 2013
Issue Size	-	17,497,458 Equity Shares
Issue Size	-	Rs. 822.38 - 950.11 Crore
Issue Price	-	Rs. 470 - Rs. 543 Per Equity Share.
Market Lot	-	25 Equity Shares
Listing at	-	BSE, NSE, MCX-SX



COMPANY PROFILE

Incorporated in 1996, Justdial Limited (Just Dial) is popular local search service provider in India. Just Dial's search services are available to users through Internet, mobile Internet, telephone and text (SMS).

Just dial is a 24/7 Free Search service on a single national number 08888888888 that receives over 130 Million Calls every year. It provides reliable information about local businesses, products and services to the users in over 2000 cities in India. They have more than 300 million customers using JustDial Services.

Selling advertisement and qualified leads is the main source of earning for Justdial. They have more than 145,000 paid advertisers. Companies promote their brand across the Just Dial network and reach millions people who are actively looking for information about the products and services. There are 4 ways available to promote brand or advertise on JustDial including Listing on Web, Listing on Phone Search, Listing on Mobile Search and Placing Video Ads.

IPO CORNER

Issue Name	Issue Period	Issue Price	Market Lot	CRISIL Rating
JUST DIAL LTD.	20/05/2013 TO 22/05/2013	Rs. 543	25	5

Plz. Note Rating Criteria: CRISIL assigns IPO grading on a scale of 5 to 1, with Grade 5 indicating strong fundamentals and Grade 1 indicating poor fundamentals.