



Script – Just Dial

Recommendation – Buy

Sentiment	
Entry above	440
Stop loss	345
Target	688—918
Add on	400

**Justdial**<sup>™</sup>  
India's No.1 local search engine

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## **Just Dial – Overview**

### **Company Profile**

*Just Dial is India's no.1 local search destination. The company caters to over 57 million unique users spread across 2000 towns and cities in India. This unique local search service is available on Phone, Web, WAP and SMS. Just Dial, India employs 4000 strong work force, has more than 145,000 paid advertisers.*

### **Competitive Strength**

*The company bridges the gap between buyers and sellers by helping buyers find the right providers of products and services while helping sellers improve the efficiency of their marketing channels.*

### **Key Highlights**

- *The leading local search brand in India*
- *Large customer base and nationwide coverage*
- *Highly scalable platform*
- *Excellent track record in user experience*
- *Very high customer satisfaction*
- *Modern infrastructure and constantly updated technology*
- *Vastly Experienced management team*

### **Investors**

*The company has raised four rounds of strategic investments from Hong Kong-based SAIF partners; California based venture fund Sequoia Capital; New York based Hedge Fund Tiger Global and California based SAP Ventures.*

### **Global Plans**

*Just Dial has launched its local search service in North America on a toll free number "1-800-500-0000". Going forward company intends to leverage the Just Dial brand and know-how for an international franchise.*

### **Vision & Philosophy**

*The company's goal is to create long-term shareholder value by enhancing its position as a leading local search service. The company's philosophy focuses on end user experience through feedback, innovation, teamwork and integrity.*

➤ **Just Dial Q3 Result Updates**

**Just Dial has reported results for third quarter ended December 31, 2016.**

*The company has reported 5.91% rise in its net profit at Rs 27.44 crore for the quarter under review as compared to Rs 25.91 crore for the same quarter in the previous year.*

*Total income of the company increased by 11.53% at Rs 199.99 crore for the quarter under review as compared Rs 179.31 crore for the corresponding quarter previous year.*

Stock Info	
BSE Code	<b>535648</b>
NSE Code	<b>JUSTDIAL</b>
Bloomberg	<b>ONMB</b>
CMP	<b>381.60</b>
Face Value	<b>10.00</b>
Market Cap(Cr.)	<b>2692.78</b>
Book Value	<b>95.33</b>
EPS	<b>18.55</b>
PE Ratio	<b>20.57</b>
52 Week High	<b>973.00</b>
52 Week Low	<b>318.05</b>

➤ **Note ban hit new customer additions by 7-8%: Justdial**

*Ramkumar Krishnamachari, Chief Financial Officer of Justdial, said on Monday that the note ban in November hit new customer additions by 7-8 percent. Despite the difficulty in signing up customers from certain segments, the impact of demonetisation had turned out to be neutral as the local search service had witnessed better pay-outs from existing clients.*

*He said that the core search business had grown better than in the previous quarter and expects sales growth to improve in the final quarter. Krishnamachari also said that while bottom performers had been weeded out from the sales force, Justdial will undertake hiring in Q4, saying it takes six to eight months for new employees to become productive.*

*Justdial reported a 5.90 percent rise in net profit at Rs 27.44 crore for the third quarter ended December 31, 2016. The company had reported a net profit of Rs 25.91 crore in the corresponding quarter a year ago. Just dial's total income from operations grew by 8.48 percent to Rs 180.27 crore in the quarter under review as against Rs 166.17 crore in year-ago period, it said in a BSE filing.*

## Technical View



We have seen sharp downfall in Justdial from 1887.70 to 318.05 and now trading around 400. On seeing Daily chart, Just dial is forming bottom out pattern at lower levels having positive diversion of MACD and RSI along with it 21DEMA and 55DEMA stood at 375.75 and 364.75 respectively.

Just Dial has support at 360---345 and resistance at 410---440. Chances are unlikely to breach its support level of 345 in near terms and could test its resistance level of 410. Close above 410 will take to 425---440 mark. 440 act as major hurdle in Just dial. Three consecutive closes + weekly above 440 will see sharp upside rally in it for the upside retracement level target of 23% which is at 688 and then to 38% retracement level which is around 918 mark respectively. So traders don't go for aggressive selling at all but try to get an opportunity to buy and accumulate Just dial at lower levels or **Good and Safe** buy 440 (On weekly closing basis).

### **Recommendation**

Safe Buy Just dial above 440 and add more lot around 400 with stop loss of 345 for the upside target of 688 and 918.

## **Disclaimer**

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