

# PRESS RELEASE

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### Jobseekers flock to Naukri.com, the site garners increased Traffic Share

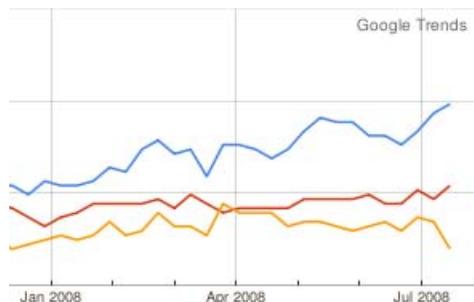
- *Naukri.com gains a considerable traffic share from its competitors with an over 57% share recorded as per Alexa and comScore*
- *Naukri.com shows a trend of increase in applications by 88%*

New Delhi, September XX, 2008: An increase in applications by 88% and active CVs by 34% reflects the growing popularity of Naukri.com, India's No.1 Job Site. This is further echoed by comScore Media Metrix, Alexa and Google Trends that showcase the highest traffic share of Naukri.com gaining on its competition by a huge margin.

"In a volatile job market, we expect the trend to strengthen further. We have focused on investments in product and technology which is a contributing factor to the increasing popularity of the site", said Hitesh Oberoi, COO & Director, Info Edge (India) Ltd.

As per comScore, a Global Internet Information Provider, Naukri.com has made a significant jump in unique visitors at 4.4 million, ahead of the closest competitor (3.060 million unique visitors) by 43%. Page Views for the month of July at 162 million were ahead of the closest competitor by 141%. Naukri.com has a traffic share of 57.88%. Further, comScore indicates a growth of over 55% in unique visitors since September 2007.

As per Alexa, the 3 monthly reach at .2239% is twice the reach of the closest competitor. Average page views per user per day are 11.08 compared to 8.09 of the closest competitor. Naukri.com claims a traffic share of 60.89%, ahead of the closest competitor at 24.94 and the second closest competitor at 9.56%



As per Google Trends, Daily Unique Visitors has seen a fast upward trend since Jan 2008. Refer Graph above.

Earlier in the year, the India Online 2008 Survey by JuxtConsult has stated that Naukri.com has gained popularity and user share by 5% and is ahead of its competition by a significant margin.

All these developments, taken in tandem are testament to Naukri.com increasing the lead over its competitors in terms of site usage, user activity and overall traffic through game changing initiative on product and technology.

#### **About Naukri.com**

Naukri.com, India's No. 1 job site and the flagship brand of Info Edge revolutionized the concept of recruitment in India. Since its inception in 1997, Naukri.com has seen exponential growth year after year. Info Edge completed a successful IPO in November 2006.

Naukri.com is a recruitment platform and provides services to the corporate world, placement agencies and job seekers in India and overseas. It offers a bouquet of products like Resume Database Access, and Response Management tools and its services include Job Postings, and branding solutions on the site. With 2,00,000 jobs live at any point, Naukri.com serviced over 32500 corporate clients in the past year.

The company has over 1700 people operating through 67 offices in 41 cities in India and overseas offices in Dubai, Riyadh and Bahrain. For more details log on to <http://www.naukri.com> and <http://www.infoedge.in>

***For further information, please contact:***