



## **PRESS RELEASE**

**For immediate release:**

### **Naukri.com revamps, adds a host of new features** *A new look and feel complements the new age technology*

**New Delhi, 26 September, 2007:** In a consistent effort to bring a richer internet experience to its user, Naukri.com, India's no. 1 job site, has brought about the next level of architectural and user interface changes in the jobseeker sections of the website, introducing user friendly features via new technologies. A cleaner interface and soothing colours give a refreshing and contemporary look to the site. The revamped Naukri helps the user derive greater value, with relevant information upfront and interactive features built in to the site.

On the revamp, Hitesh Oberoi, COO, Info Edge (India) Ltd. commented, "The site has been rearchitected to transfer greater power to the hands of the user. Immense effort has been taken to improve user interface, bring easy navigation and introduce features that help personalize the site for each user. The new avatar is more modular and flexible and adaptable to fast changes in the future"

The revamped site is an effort to bring greater value for its users, both Recruiters and Job seekers. Naukri has laid special emphasis on relevance of Information, Easy Search, information organized in clusters to help the user harness it optimally. It is a step towards greater interactivity, scalability and resonates with the fast moving internet industry, backed by Web 2.0 technologies like AJAX, advanced CSS etc, wherever necessary.

Job search has been made more efficient with filters and Industry specific pages. New Search Filters called 'clusters' allow refining results on the basis of role, industry and freshness. Naukri is making search of jobs via industry much easier with industry specific job pages on the site. Users can now also search on desired minimum and maximum salary range. International jobs section allows jobseekers to surf over 7000 overseas jobs on the site. Users can select suitable jobs and apply for all through the all new 'one click apply' option on the site.

Uploading resume on the site has become much easier now. The submit resume page integrates intuitive features and directs the user to upload details effectively

The My Naukri section is the clincher. Each user gets a comprehensive detailed page on his/ her profile on naukri thereby giving that personalised edge to the user. This feature existed earlier but the revamped version is an aggregated advanced format of its predecessor. The user will now be able to see all information regarding his profile on Naukri upfront ie resume details, incomplete sections, job messenger, covering letter,

privacy options, search agent etc and thereby gauge the relevance of the profile. Features like Job Messenger and Search Agent allow users to set criteria to receive alerts and search effectively. Users can set multiple job messengers and search agents and customize each to suit their needs. The My Naukri page allows a user to toggle details and update information easily.

All this adds to the site's appeal by making it more personal, more real, more friendly and familiar. It also showcases the ongoing efforts at Naukri to innovate, upgrade and benefit the users by making search relevant and increase functionality

### **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. The company has attracted investments from leading venture capitalists, Kleiner Perkins Caufield & Byers and Sherpalo Ventures, apart from ICICI Ventures.

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 80000 job listings live at any point, Naukri.com serviced over 27000 corporate clients in the past year. For more details log on to <http://www.naukri.com> and <http://www.infoedge.in>