



P R E S S R E L E A S E

For Immediate release

Naukri.com makes it to the “Red Herring Asia 100” 2006 For its innovative & technologically advanced product “Insta Hire”

New Delhi, 28th August 2006—Naukri.com has been shortlisted as one of the finalists in the “Red Herring Asia 100” Private Companies for the year 2006. Naukri showcased its recent innovative development - The **INSTA HIRE** Solution at the Red Herring Asia 100 and has been shortlisted from 600 privately held companies in Asia.

Insta Hire is a closed loop application, which provides for instant contact by recruiters and instant application by job seekers via SMS. It is a breakthrough recruitment solution available on a revolutionary new platform going beyond the standard SMS alert allowing not only recruiters to contact but also customers to apply for a job via SMS, thereby closing the loop. Naukri.com is the only job site in India that has imbedded the ability to send a job seeker an SMS into its database of over 6.5 million CVs. The service is proving to be extremely popular, with increasingly more conversions happening every day. The service addresses need gap issues in the recruitment process – thereby delivering value to both ends of the spectrum – the recruiter and the potential candidate.

Over 600 privately held technology companies had submitted their applications this year throughout Asia for this prestigious award. Through a stringent application review process, *Red Herring’s* editorial team announced the selection of the 100 finalists companies as the most promising companies in all Asia for Red Herring 100 Asia for 2006.

Commenting on this occasion from Hongkong, where the Award will be presented Mr. Sanjeev Bikhchandani, Founder & CEO Naukri.com said, that “It is great to have made it to the Red Herring Asia 100 list .Naukri is proud to be shortlisted and associated with the best in Asia .It has always been our endeavour to identify innovate and scale up ideas that truly address needs and gaps in the market place. I am particularly happy for the teams that worked on this initiative as the award is a recognition of their efforts ”.

The nominees were rigidly evaluated on both quantitative and qualitative criteria such as financial performance, technology innovation, quality of management, execution of strategy, and integration into their ecosystem. This unique assessment of their potential is complemented by a review of the actual track record and standing of a company, allowing Red Herring to see past the "buzz" and make the list an invaluable instrument for discovering and advocating the greatest business opportunities in the industry.

About naukri.com

Naukri.com is India's No 1 job site. It provides a common platform for companies, head hunters and job seekers to exchange information quickly and effectively. Established in 1997, naukri.com is the division of **Info Edge (India) Ltd.** (has a network of portals - **Jeevansathi.com** and **99acres.com**) - India's largest internet company and **Naukri.com** is the 5th most popular website in India across all categories with a database of 6.5 million registered users. With over 20,000 companies trusting their experience in this industry, it has a very large user base. Being leaders in their space, the company is constantly innovating.

About Red Herring

Red Herring is a sophisticated insider's guide to the business of technology, featuring unparalleled insights on the emerging technologies driving the economy, from the Internet to wireless communications and digital entertainment. Red Herring reports on how innovation and entrepreneurship are transforming business and how the business of technology is transforming the world, providing readers with a deep understanding of venture capital and capital markets. Recognized as an essential resource in today's fast-changing business world, Red Herring gets the right answers before anyone else even thinks to ask the questions. More information on Red Herring is available on the Internet at <http://www.redherring.com>.

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