INFO EDGE

INFO EDGE (INDIA) LTD.

October 16, 2014

Department of Corporate Services, Bombay Stock Exchange Ltd, Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400 001	Listing Department, National Stock Exchange of India Ltd, Exchange Plaza, Plot No. C/1, G Block, Bandra Kurla Complex Bandra (East) Mumbai – 400 051

Sub.: Corporate Communication

Dear Sir/Madam,

Pursuant to the requirements of the applicable clauses of the Listing Agreement, attached please find herewith a copy of the Corporate Communication released by the Company for information of its shareholders & other stakeholders.

A copy of the said Corporate Communication has also been put on the website of the Company for the information of all concerned.

Request you to take the same on record.

Thanking you,

For **Info Edge (India) Ltd,**

(MM Jain)
Company Secretary
& Compliance Officer

naukri.com India's No. 1 Job Site | Quadrangle | Jeevansathi.com Indian Matrimonials - We Match Better | 99acres.com India's No.1 Real Estate Portal | brijj.com | shiksha.com

Corporate Office : B-8, Sector - 132, Noida - 201301 Tel.: 0120 - 3082000, Fax : 0120-3082095
URL : *http://www.infoedge.in* CIN No.: L74899DL1995PLC068021
Regd. Office : Ground Floor, 12A, 94, Meghdoot, Nehru Place, New Delhi-110019

INFO EDGE

INFO EDGE (INDIA) LTD.

Dated: 16th October 2014

Dear Shareholder,

It has been a month since we raised money through a QIP for further investment in 99acres.

To strengthen our leadership in the online real estate space, we need to continuously invest in our people, product, services and brand to take the business to the next level.

Here are some of the initiatives we are currently working on and a few others that we plan to do in the coming months.

Augmenting senior management talent

At Info Edge we are truly proud of the quality of our team. It is because of our people that we have built so many market leading businesses. Having said that, as the market evolves, we need to continuously augment our team through external hiring and also grow internal talent. We recently expanded the senior management team in 99acres with the addition of two high quality senior leaders last month in the areas of Operations, Search, Analytics and New Homes..

We continue to look for good senior leadership talent and will add a few more people to the team going forward.

Expanding the product development team

We now have a product development team of over 125 people in engineering, design, product, analytics and quality assurance, up from 50 a year ago. We intend to expand this team further.

Adding rich content

A few months back we acquired a design studio that had developed proprietary technology for 3D floor plans and walkthroughs. Since then we have integrated the team into our organization and are investing in scaling up the capacity and output of this design studio. Over 30 new projects on our site are now enabled with 3D floor plans, site plans and apartment selector. We plan to increase this coverage to several hundred projects over the next few months. You can review some examples of these projects here: Cosmos Jewels, Avalon Royal Park, Century Court and Exotica Fresco. In addition to this, over 7000 important projects and ready to move in societies now have high quality videos or photos.

Coverage

Society Coverage - We continue to aggressively expand our coverage of both New Projects and Ready to move in societies on our site. We now have over 13,000 new projects and over 23,000 ready to move in societies on our projects platform. We are targeting adding another 15,000 New projects/Ready to move in societies over the next few months.

Listings - We continue to grow our listings aggressively with a special focus on owner listings. We currently have a total of over 5,50,000 active listings, all of which have been posted in the last two months to maintain freshness. Of these over 1,20,000 are owner listings. The proportion of owner listings is likely to increase in the coming months.

Paid customer base - We continue to increase our paid customer base at a healthy rate across all cities.

UX design

Desktop - A phase wise UX revamp for the site is being planned over the next few months to make the site less cluttered, modern and visually appealing, improve the overall navigation experience for consumers and to create higher quality advertising inventory for our advertisers.

Mobile - We get approximately 29% of our overall traffic from mobile devices out of which 20% is from the mobile site and 9% is from 99acres app. A similar design revamp is being planned for our Mobile Apps as well in the coming months.

Data quality and verified listings

Verified listings - Our verified listing effort continues to grow rapidly. We rolled out verification services in Chennai, Hyderabad, Kolkata and Pune in the last 3 months, taking the overall coverage of verified listings to seven cities. We plan to add more cities in the coming months.

Spam detection - Our algorithms also continue to get better and better at detecting and removing spam listings on our site, thus improving information quality.

Market education - As the market gets more and more educated about data quality, we are seeing a natural and gradual improvement in the number of listings with photographs on the site. Today over 20% of the listings on the site have at least 3 photos.

Search - Improving our search experience is one of our top most priorities. We continue to work on improving our search results ranking algorithms to provide superior consumer experience on our site while at the same time ensuring that our paid advertisers get great response as well.

Platform improvement

Resale and rental platforms - Consumers looking for resale or rental properties have very different expectations from 99acres in terms of information quality and expected time to close the transaction. We are investing behind customizing the experience for different use cases.

New projects platform - New Projects consumers also have specific needs ranging from purchase for self use to rental to investment. These consumers have different expectations from the platform and need help to research the available options better. We continue to invest in product features that enable research-backed decisions.

Map search - Version 1 of our map search is planned to go live next month. We have already started working on the next version. We will analyze the response from map 1.0 and understand its overall impact on our business before moving aggressively in this direction.

Monetisation

Premium products - Our premium listing products continue to gain more and more traction. We now have over 7000 customers who use our premium offerings.

Lead distribution system - We introduced the first version of our Lead distribution system in the market this month. Currently we are offering a free trial of this product to our top end users. The initial response has been encouraging. We plan to roll out a superior version of this product and go paid in the coming months.

Improving performance of existing paid products - We continue to work on improving the efficacy of our existing paid products. Superior mailer targeting along with better analytics to help us fine tune responses for our customers in line with what they have paid continues to be an area of investment for us.

Analytics

Recently we improved our price trends section and extended it to new projects and rentals. We also introduced Builder pages on the site to give our users a sense of the Builder's track record. We continue to invest behind analytics to improve user engagement by showing similar properties and projects and other search recommendations.

Marketing

As the market gets more and more competitive with prices of keywords on Google getting bid up and as competition gets more aggressive on TV, we have been increasing our investment in both performance marketing and TV advertising. We plan to continue to up the ante going forward. At the same time we are using proprietary analytics to optimize our marketing spends.

Sales

We now have a 600 strong sales team in over 20 cities and will continue to expand in the coming months.

Operations

We recently set up a call centre operation to verify leads on our site. This call centre is also giving us interesting insights into the needs of our consumers and will help us improve our product offering as well as get more feedback from the market.

Response manager for dealers / builders

While most of our advertisers prefer to get inquiries over email and SMS, a significant majority now also use our lead management interface. We continue to invest behind dealer/builder workflows to help our clients in servicing leads better. We have recently enhanced the functionality of response manager and plan to continuously improve it going forward.

That's all from us for now. As and when we have any updates we will write to you again.

Thank you for reposing your trust in us.

Do write in with your feedback and suggestions. We would love to hear from you.

Best Regards and a Happy Diwali,

Hitesh Oberoi
Managing Director and CEO
Info Edge India Ltd.