

Infomedia



Selected 2012-14



Director : Mr. Mukhtar Qureshi

Established : 1931

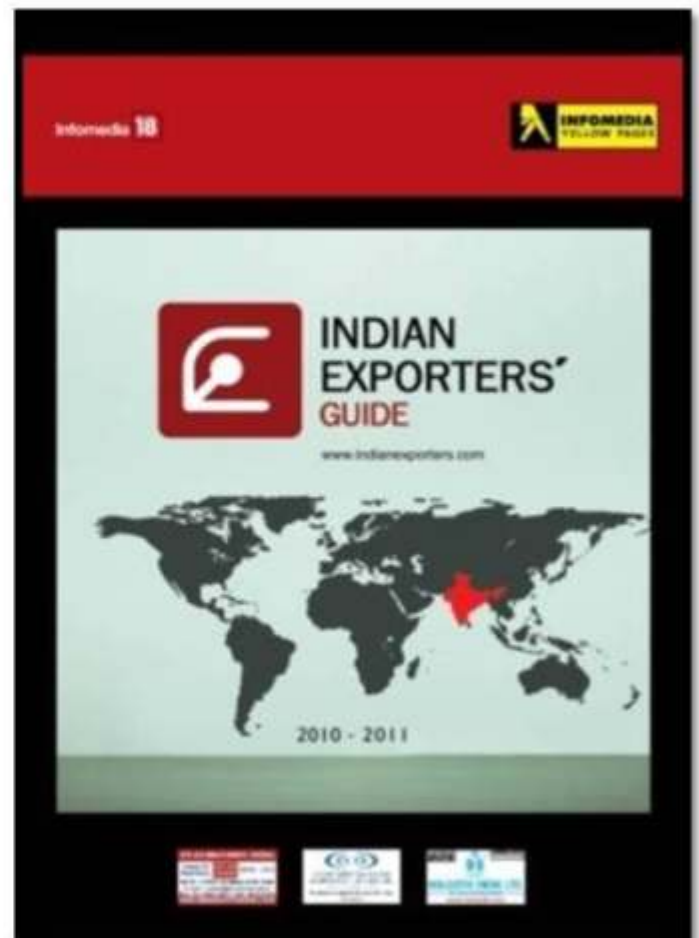
Product: IYP is a complete, intelligible directory of all products and services and includes every significant category from manufacturing and industries to suppliers, dealers, retailers, showrooms and professional services. It is distributed free to business and corporate offices, industrial belts, residences, hotels, consulates and embassies. Last year, Infomedia Yellow Pages extended its presence online with the launch of its new website – users can now access IYP through the tip of their fingers. IYP has launched its app for various mobile platforms including iPhone, Android, Blackberry and Nokia. In addition to the Infomedia Yellow Pages directory, several by-products and offshoots have been developed to give the project greater depth and substance. These directories, called the 'Industry focused directories' concentrate on particular

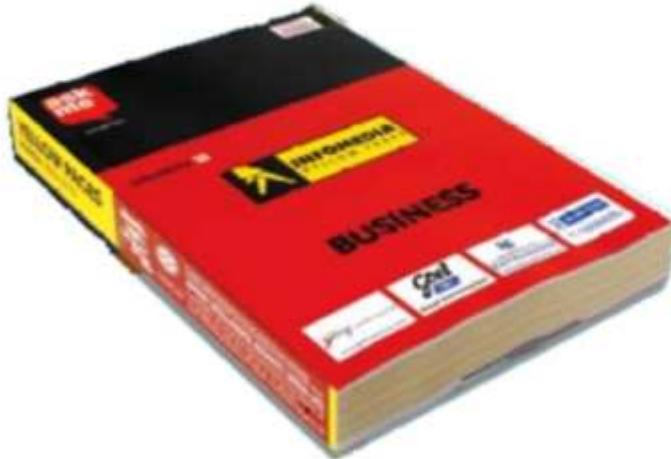


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sectors and industries thus enabling the advertisers to reach their target audience much more efficiently.

History: The Company's history can be traced back to 1931 when Sir Dorab Tata took over the Commercial Printing Press with the objective of creating an in-house printing unit for the Tata Group. In 1992, the first stand-alone Yellow Pages –the Tata Press Yellow Pages, was launched in Mumbai. The success of this endeavour gave the company confidence to develop other similar special interest magazines. By 2000 the company had evolved very substantially and was renamed Tata Infomedia to reflect its transition from a commercial printing house to a publishing company. Three years later, the Tata Group exited Tata Infomedia to devote its energies to its core businesses. ICICI Venture bought out the entire equity in what famously became the biggest Indian buyout of 2003. The company was renamed Infomedia India Limited. The venture capitalists later sold off their stake to India's leading media house, Network 18. The company is now renamed Infomedia 18 Limited.





Achievements: With a readership of close to 8 million (Source IRS Q4 2010) and with editions in 42 cities, Infomedia Yellow Pages has a wider reach than any other similar competitive publication. IYP has now diversified into the online medium with the launch of its website, www.yellowpages.co.in which has shown tremendous growth in traffic since its inception in 2011. With other services such as Email and SMS solutions, Exhibitions, Industry Focused Directories, IYP is now the only complete media solutions provider to the SME community in India. IYP has adapted itself to cater to the present needs of accessing information on the go by making its vast information available on various mobile platforms. It also has the largest database with a compilation of over 450,000 businesses across more than 1350 categories.

Market: In India, over the years, with the increase in the number of businesses, the yellow pages market has gathered a relentless impetus. Today with 35 million thriving Small and Medium Enterprises (SMEs), India has the second largest population of SMEs amongst BRIC countries. These SMEs contribute close to 22% of the nation's GDP. Infomedia Yellow Pages reaches 8 million of these SMEs. The brand has been synonymous with this category since inception. Moreover, the company has taken the yellow pages culture to 42 cities in India. Today the company is a complete media solutions provider for the business community.

Brand Value: IYP understands that it plays the role of a business growth enabler to a large segment of the business community. There is a sense of responsibility regarding the validity of the information provided by its services. It understands that the vital information is highly critical to all the users, be it a small and medium enterprise looking to

source requirements or to a housewife looking for information. The company sees itself as an external source of accurate information and strives to fulfil this very compelling need. With its new media offerings, backed by the online infrastructure set up of Network 18, owners of properties such as moneycontrol.com & in.com, IYP is now being increasingly seen as the "smart" choice for advertisers and users.

Recent Developments: Infomedia Yellow Pages had now moved from a single product service to multiproduct platform including Email, SMS, Online, Exhibition, Print Directories and more. Currently there are 78 products in its portfolio.

Promotion: While all campaigns such as online as well as TV campaign were conducted to establish awareness, BTL activities have been taken up in individual cities to connect with customers.

Expansion plans: To grow further and become the single point contact to SMEs for the entire Network18 portfolio. To increase the reach to Tier4 and Tier 5 cities and beyond.

Facilities for staff: All festivals are celebrated, be it New Years, Navratris, Women day or Holi. The printing press has table tennis and the offices have carom boards.

Mantras to become successful entrepreneur: Hard work – reach out to as many customers as possible. Invest in manpower – train manpower, update them and motivate them. Build world class products. Solve the problems of your customers and you will succeed.

Corporate Social Responsibility: The directories are distributed free of cost to the users, which greatly helps the small and medium business which have started with moderate resources.

Salient features: Infomedia Yellow pages reaches out to 25% of all SMEs in India. It is the only comprehensive B2B solution provider of this segment.

