



# Realty action perks up the online market place

99acres.com, August 20, 2005

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PR9.NET August 20, 2005 - Info Edge (I) Pvt. Ltd, with a successful track record of running online businesses like Naukri.com and Jeevansaathi.com, today announced its entry in the online real estate market, through its property portal - 99acres.com.

99acres.com aims to become India's premier property portal that meets every aspect of the consumer's needs in the real estate industry and will be a one - stop source for buying, selling or leasing any type of property anywhere in the country.

99acres.com targets consumers interested in buying and renting residential or commercial property, consumers looking to sell or rent residential or commercial property, builders marketing their new projects and brokers looking to enhance their business.

According to a report of Nielsen/ NetRatings, real estate-related Internet traffic reached 21.6 million users in April 2005, a 26 percent increase from November 2004. And this is the segment that 99 acres.com intends to tap.

99acres.com has various modules that cater to the needs of this target audience. It has a mechanism to list property, to provide access to various property listings, to list requirements in case consumers do not find property of their choice, to search through various property related information and other related features.

For more information please visit <http://www.99acres.com>

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## About Info Edge (I) Pvt. Ltd.

Info Edge started in 1989 and became Info Edge (India) Pvt. Ltd on May1, 1995. It was in the business of selling reports and providing project and marketing related consulting services to its clients. Info Edge also provided management consulting services to a number of clients in India and abroad. Over the next few years Info Edge evaluated the idea of providing job information to the public independently but was unable to identify a financially viable technology backbone till the Internet entered India. After that Info Edge created history with the success of Naukri.com and Jeevansathi.com.

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