

## PRESS RELEASE

*For Immediate release*

### **Naukri.com Unveils the Naukri Toolbar**

**New Features Enable Users to do Key Word Search Provides Access to all 'My Naukri' sections and Auto Web Form Filler. This is available for download by Internet Explorer and Firefox users**

**New Delhi, 28th Sep'06:** Naukri.com India's No. 1 job site today announced the addition of The "Naukri Toolbar to enhance the entire job search experience for its users. The toolbar is available for download at <http://www.naukri.com/toolbar/toolbar.php> and **offers features such as Key Word search, Direct Access to all sections of My Naukri from the toolbar as well as easy download by users of Internet Explorer as well as Fire fox.** The initiative aims to improve and advance the job search process by making it the fastest and easiest way to search for the best jobs in the country.

"The Naukri Toolbar demonstrates our commitment to developing search products that make information more accessible and useful to our users worldwide," **said Mr. Hitesh Oberoi, Chief Operating Officer at Naukri.com.** "Whether it's searching for jobs, free browser utility from any page on the web, or automatically filling in forms, the Naukri Toolbar makes accessing job information on our site and the web fast, easy, and convenient."

The Naukri Toolbar is a powerful job search that seamlessly integrates with users' web browsers. To Reiterate the new features of the Naukri Toolbar include:

- **Key – Word search:**A user can put in a keyword, like product manager, sales, java, C++ etc. and press the 'Search Jobs' button. It will show you all the matching jobs.
- **Free – Browser Utility:** A user can highlight a word or a phrase on any page or right click and select the option "search this on Naukri.com" from the menu
- One can visit all the 'My Naukri' sections from the toolbar itself.
- **Bookmark :** All " My Naukri" sections are bookmarked in the toolbar.
- **Post your Resume:** This button on the toolbar allows easy registration with Naukri to start getting job offers from the best companies
- **Easy Download:** It's available for download by Internet Explorer as well as Firefox users.
- **Free Download:** It's free and takes seconds to install.

This announcement follows **several recent enhancements at Naukri.com** that demonstrate the company's ongoing efforts to create new and innovative features that benefit the users of Naukri as well as save time and increase functionality. Some new additions are as follows:

#### **Resdex:**

Sort by Relevance: Keeping in mind the importance of keywords in the search criteria and by analyzing thousands of resumes, search patterns, and extensive feedback from RESDEX users, we have developed the state-of-the-art "**Relevance Sort**" technology, On sorting the resumes by relevance, resumes with **higher relevance** to your current search will float to the top, there by reducing the time to find the best resumes.

***Refine Search Results*** : Recruiters get a list of candidate profiles in the search results and have to go through the profiles page wise or search within results in order to get to the correct set of profiles. With the help of "Refine Search Results", recruiters get groups of resumes which are much easier to manage. Resumes grouped by "Designations" and "Cost to Company Range" are displayed on the top of search results page under the "Refine Search Results" section. By selecting any group of your interest, recruiters will now have the ability to instantly narrow down to the set of resumes.

**Job Postings**: The new job posting tool has more inline tips, better instructions & examples. This will enhance user experience, quality of the content in a job & in turn the overall relevance of applications. In the new version, the time span between a job being posted by the clients & being made searchable by the job seekers has been reduced from 60 minutes to 30 minutes. The clients can save a draft of jobs to be posted later after review, corrections or at a more convenient time.

#### **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 a division of **Info Edge (India) Ltd.** (the company has a network of portals - **Jeevansathi.com** and **99acres.com apart from naukri.com**) – and is India's largest Internet Company. **Naukri.com** is the 5th most popular website in India across all categories with a database of 7 million registered users. With over 20,000 companies trusting their experience in them, it has a very large user base. Being leaders in their space, the company is constantly innovating. Visit them at <http://www.naukri.com>

#### ***For Further Information, Please Contact***

Sonali Shyam,  
INSIGHT COMMUNICATIONS,  
sonali@insightcomm.org  
Mobile - 9891820253