

Info Edge (India) Ltd launches Career guidance website- asknaukri.com

The first website in India that allows users to get expert opinion on their work life queries

New Delhi, 12 July, 2007: Info Edge (India) Ltd announced the launch of a new website asknaukri.com. The First website of its kind in the Indian online space, asknaukri.com aims to be the best possible credible source of information relating to career needs across the work life span of a user.

Sanjeev Bikhchandani, Founder & CEO, Naukri.com, said; “We have been leaders in the recruitment space and it is natural that we would want to own the user experience pre and post recruitment. Career guidance is a natural progression, and with asknaukri.com (as our first step) we want to emerge as the definitive face of career guidance in India.”

asknaukri.com has been launched as a free to use website, and it will provide calibrated counseling to all work related queries for its users which is relevant, researched, and customized, thus building upon the trust established by Naukri.com. Most users are constantly looking for advice on career related issues, asknaukri.com will fill a gap and act as a source of ratification and provide counseling on all related areas. A natural fit to Naukri.com, it allows users to submit their queries online, which are then directed to the panelists. The answers to the queries will be posted on the website within 48 hours, and an email will be sent to the user’s inbox. To make the exercise more comfortable, the queries have been categorized into relevant clusters like ‘Career Guidance’, ‘Interviews & Resumes’ and ‘Office Advice’ which are further classified in to relevant categories. Not only can the user ask a question of his choice but also read the hundreds of questions posted by other users in similar areas, thus ensuring that his overall knowledge of areas in which he has questions increases dramatically.

“Everyone has career and work related questions throughout their lives and are looking for advice they can trust. asknaukri.com will be the ideal destination to get credible free advice from experts. Career guidance and ‘work life issues’ is a huge unorganized industry and asknaukri.com is one small initiative from our end to create exponential value in the career guidance business in the long run” elaborated Apoorva Kumar- VP & National Head- Mobility, Ad Sales & Investments.

Soon asknaukri.com will also get mobile enabled and will allow users to ask questions from their mobile. Replies will be sent to the user on his mobile, email and also get posted on the website.

Richa Saklani, Aarti Anand and Sujata Kumra of ‘Workeasy Solutions’ are the expert panelists for asknaukri.com. With impeccable credentials both academically and professionally, alumni of IIM, Ahmedabad, Narsee Monjee and the University of Chicago, they bring to the table over 30 years of industry experience in Media, Banking, Human Resources, Financial Services & the outsourcing sector. The team of ‘Workeasy Solutions’ has worked with over 5,000 people across various ages in career planning, interview training, career transitions and corporate culture.

About Info Edge (India) Ltd

Info Edge (India) Ltd (NSE: NAUKRI) is one of the largest and fastest growing internet company in India. The company owns four portals which include Naukri.com - India's No. 1 recruitment portal, Naukri Gulf.com -- its recent foray into the middle east market, Jeevansathi.com – India's fastest growing matrimonial site and 99acres.com - India's No.1 real estate portal. Quadrangle, an executive search firm was acquired in the year 2000.

Info Edge was founded by Sanjeev Bikhchandani. The company has been on a fast track growth path. It has ventured into newer businesses and territories and attracted investments from leading venture capitalists. Formerly an ICICI Ventures investee company, 'Kleiner, Perkins, Caufield & Byers and Sherpalo Ventures have invested in the company. Info Edge raised Rs. 1,703 million by way of an IPO in the month of November 2006.

Headquartered in Noida, (NCR), the company employs over 1200 people and operates through 48 offices in 31 cities in India and overseas office in Dubai catering to the Middle East market.

About Workeasy Solutions

Career planning and development firms, WorkEasy Solutions, help people of all ages build work-lives that they love and enjoy. Founded by alumni of IIM, Ahmedabad and Narsee Monjee in 2003, WorkEasy brings together over 30 years of experience in varied industries including Banking, Media, HR, Training, Financial Services & BPO. WorkEasy has worked with close to 5000 people training them in interviews, goal setting, career planning and corporate culture