

## **Media Information Note**

### **Naukri.com is the undisputed no.1 job site in India, by far**

*Independent raters 'Alexa' and 'Comscore' confirms portal's lead over Timesjobs.com and others*

**New Delhi, 16<sup>th</sup> April'07:** Naukri.com, India's No. 1 job site is still the leading job site in India as per the latest figures released by highly venerated and credible research outfits Alexa and Comscore.

As per Alexa, the three month reach of naukri at 855 on April 15 is more than thrice that of Timesjobs which is just at 257, and ahead of its no.2 competitor. According to Comscore, Naukri got more than 2.3 million unique users in February as compared to slightly more than 1.3 million of Timesjobs.

The statistic that Timesjobs is referring to is "Active" resumes in the last six months. Naukri.com follows a different classification that is widely accepted and understood across the industry for determining "Active" resume services as compared to Timesjobs. In Timesjobs, if you open a job alert email and click on a job in the email to go to the site you are treated as an active user. We believe this leads to overstating active resumes and potentially misleading recruiters.

In naukri you are an active user only if you update your CV or apply for a job or are a new registrant. Naukri.com does not count clicking on a job in a job alert as being "Active". If naukri.com were to follow the same criteria as this other site, the active resume count would be far higher. In fact, as the attached mail from timesjobs demonstrates, they in fact, encourage users to register multiple times!

The above clearly underscores the fact that Naukri.com is by far the leader in the market and continues to remain so due to its commitment to responsible quality and focus on results for its users, both recruiters and job seekers, and not just numbers. We are constantly innovating and adding new features to product/ user experience etc with a clear focus on customer feedback. The increasing number of job seekers and scores of satisfied recruiters prove that when it comes to leadership, it is Naukri.com that takes the crown.

### **About naukri.com**

**Naukri.com** is India's No 1 job site. It provides a common platform for companies, headhunters 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 8.5 million registered users. With over 25,000 companies trusting their experience in them, it has a very large user base. Being leaders in their space, the company is constantly innovating. Log on to [www.naukri.com](http://www.naukri.com)

### **About comScore Inc. - a Global Internet Information Provider**

comScore maintains massive proprietary databases that provide a continuous, real-time measurement of the myriad ways in which the Internet is used and the wide variety of activities that are occurring online.

Mission-critical information relating to both offline and online activities is collected through comScore's innovative use of the Internet as a timely and powerful data collection medium.

comScore's products and services are utilized by many of the world's leading corporations to better understand, leverage and profit from the rapidly evolving worldwide Web.

### ***About Alexa Internet***

Founded in April 1996, Alexa Internet grew out of a vision of Web navigation that is intelligent and constantly improving with the participation of its users. Along the way Alexa has developed an installed base of millions of toolbars, one of the largest Web crawls and an infrastructure to process and serve massive amounts of data. For users of Alexa's Toolbar and web site this has resulted in products that have revolutionized Web navigation and intelligence. For developers this has resulted in a set of tools unprecedented in scope allowing whole new services to be created on the Alexa data and platform.

### ***For further information, please contact:***

Aakriti Bhargava  
Mobile: 9871220114  
Info Edge (I) Ltd  
Noida

Sonali Shyam/ Jerin Verghese  
Mobile -9891820253/ 9818117244  
Sampark Public Relations Pvt. Ltd.  
New Delhi