



**properazzi**

## **PRESS RELEASE**

*For Immediate Release*

### **99acres.com announces a strategic partnership with Properazzi.com**

**New Delhi, \_\_\_\_\_, 2007 – 99acres.com**, India's no. 1 real estate portal with an alive and ever growing database of more than 1500 builders, 20,000 brokers, 40,000 individuals, and over 200000 properties, announced a strategic traffic partnership with **Properazzi** European Group SL. Properazzi.com is a property search engine and the largest property portal of its kind in Europe. As a search engine that aggregates property listings from real estate professionals and other property sites, Properazzi hosts 4 million properties, of 49 countries, in 32 languages.

"99acres.com widens its frontiers and leaps across boundaries to extend its reach to 49 countries through this partnership. It's a landmark for us as we will now be able to provide our users access to a house not only on our Indian shores but also anywhere in the world that they may be interested in. So for all those who have wondered what would a flat cost in London or what a property in the Mediterranean would cost – its all a click away !! We will keep coming back with more developments and new ideas to keep our delighted customers coming back for more", **said Ms. Deepali Singh, Business Head – 99acres.com**

**Yannick Laclau, Properazzi CEO, comments:** "India is an important growth market in the world today and European buyers of real estate are increasingly turning towards it. This agreement will enable Properazzi to make Indian real estate more easily accessible to consumers."

With this Traffic Partnership 99acres.com will provide its users access to Properazzi's index of international real estate listings, on the other hand Properazzi's visitors will have access to 99acres.com's real estate listings. Besides strengthening the reach of users to countries across the globe, the partnership will also enhance 99acres and Properazzi's through branding and visibility on both the sites. Users can search through Properazzi listings through a link of "international properties" on the homepage of 99acres.com, leading to a landing page with a "Properazzi search box". The searches will redirect visitors to Properazzi.com for details on properties.

The partnership is a definitive step towards integration of online content to broaden reach and increasingly fade boundaries. For further information, please log on to [www.99acres.com](http://www.99acres.com) and [www.properazzi.com](http://www.properazzi.com)

**About 99acres .com:**

99acres.com is the no.1, real estate portal in India. It was launched by Info Edge, in September 2005, as a gateway to the country's property bazaar, and an information 'exchange' for buying, leasing and selling of all types of residential and commercial properties anywhere in the country. The website enables easy access to a huge property bank for netizens and allows for direct connect with realtors in over 200 cities in urban and remote parts of India. With properties of almost 1500 builders, 20,000 brokers and 40,000 individuals, the portal lists over 200000 properties. The site has a registered database of 150000 users.

For more information or to buy, sell or rent property in India, please log to <http://www.99acres.com>

**About Properazzi:**

Properazzi is a property search engine that helps consumers find properties to buy and rent. With over 4 million property listings in 49 countries, it is the world's largest website of its kind.

Properazzi uses its proprietary search engine technology to aggregate content from tens of thousands of real estate agents and publishers across Europe and North Africa, and make it easily available to consumers on a single website, free of charge, and in nearly all European languages and currencies.

Properazzi was launched in March 2007 and is backed by [Mangrove Capital Partners](#). Properazzi is based in Barcelona, Spain. For more information, please visit <http://www.properazzi.com>.

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