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Education gets its online address with Shiksha.com

Info Edge, the parent company of Naukri.com enters the education space with a comprehensive education portal for students aspiring for higher education

New Delhi, May 19, 2008: Info Edge (India) Ltd, parent company of Naukri.com, launched Shiksha.com, an education portal today. Shiksha.com aims to be the most comprehensive one-stop resource for information on education. The company plans to invest \$5- \$10 million in the portal over the next 3 years.

According to Hitesh Oberoi, COO and Director, Info Edge (India) Ltd, "The education market in India is pegged at over Rs.120,000 crore, with over 10 million people registering for higher education every year. Shiksha.com will provide a platform to students in the 15-24 age group to research courses and colleges online. At the same time it will enable educational institutes to reach out to their target audience."

Shiksha.com has over 70,000 listings on institutes, courses, events, admissions, results and scholarships. It lists information on graduate, post graduate and vocational programs from colleges in India and in countries like Singapore, US, UK, Australia etc. Users can find details on professional, overseas, executive short term courses and test preparations. The site allows users to interact with other Shiksha.com users, college and alumni groups. It hosts an "Ask and Answer" section for users to get their education related queries answered by expert counselors and other Shiksha.com members.

Shiksha.com, has tied up with, Ms. Kum Kum Tandon, a leading career counsellor and will have a special section that will host her books.

Shiksha.com will enable educational institutions to upload videos, presentations and documents to communicate with students online.

Info Edge will utilise its current offices, in setting up the sales force for Shiksha.com. It already has 50 people across eight cities, reaching out to the institutes across India.

About Info Edge (India) Ltd:

Info Edge (India) Ltd (NSE: NAUKRI) is the largest and fastest growing internet company in India. Info Edge owns and manages Naukri.com - India's no. 1 job site, Quadrangle- an offline executive search firm Jeevansathi.com – India's fastest growing matrimonial portal, 99acres.com – India's No.1 real estate portal and Naukri Gulf- its recent foray into the Middle East market. Info Edge also owns Asknaukri.com, a career guidance site and Brijj.com, a professional networking site.

The company has been on a fast track growth and has ventured in to newer businesses and territories. Formerly an ICICI Ventures investee, 'Kleiner, Perkins, Caufield & Byers and Sherpalo Ventures have also invested in the company. Info Edge raised Rs. 1,703 million by way of an IPO in the month of November 2006.



The company employs over 1700 people and operates through 64 offices in 41 cities in India and overseas offices in Dubai and Bahrain catering to the Middle East market.

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