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Local search market in India is evolving to reach new heights, finds Netscribes

Netscribes (India) Pvt. Ltd., launches Local Search Market in India 2010 report covering a market with strong growth potential. It is a part of Netscribes' Media and Entertainment Series reports.

Mumbai, India – March 12, 2010 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report *Local Search Market in India 2010*. The growing need to know instantly has led to the increasing interest of people searching for local information using mobile phones and internet instead of print directories.

The report begins with the evolution of the local search market. It enlists the business model of the online web directories. An insight into the growth in this sector may be attributed mainly to the proliferation of internet and extensive use by young population, increasing mobile internet usage, and also the profits earned by small and local business owners. The key challenges highlighted includes search engines acting as default sites for local information search, lack of awareness and language barriers, building apt database around local content. The report notes the major trends as, increase in PE/VC investments, local web directories moving towards mobile platform and providing additional services to users.

The competitive landscape identifies the major multi-city online directories in the market; with a brief business description on each and also highlights the existence of the single city based online directories. The report gives a brief on the key developments of the sector.

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About Netscribes (India) Pvt. Ltd.

Netscribes (www.netscribes.com) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

For more information please write to info@netscribes.com