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## **Growth in advertising industry to drive Online and Offline Classifieds in India, finds Netscribes**

*Netscribes (India) Pvt. Ltd. updates its report on the Online and Offline Classifieds Market in India 2011 as part of Netscribes' Media & Entertainment Industry Report Series.*

**Mumbai, India – June 27, 2011** – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report *Online and Offline Classifieds Market in India 2011*. In India, classifieds have always been restricted to the print medium. However, classified advertisements have undergone a paradigm shift as the online media has grown strongly in the recent years. Online classifieds have now become more popular in this segment and look to outshine the traditional print classifieds by 2012. Nevertheless, the print media in India is also growing consistently and the overall classifieds market has tremendous potential.

The report begins with a market overview section that initially provides an introduction about classifieds, its types and segmentation. It goes on to provide an insight into the overall classifieds market, its market size and growth. The market size and growth of both online and offline classifieds have also been added individually. This is followed by the business and revenue model of both online and offline classifieds.

An analysis of the drivers explain the factors for growth of the industry including increasing internet penetration, cost effective advertisements, growth in online advertising, favourable demographics, growth in the services sector, growth in print media, vernacular presence and growing circulation and customer base. The key challenges of the market include language barrier, online payment mechanisms, low scope for advertisements and, low visibility and coverage. Key trends in the market have also been analyzed which includes emergence of mobile classifieds, value added services, new ventures in online space and emergence of local classifieds.

The competition section provides an overview of the competitive landscape in the industry and includes a brief profile of the major online and offline players in the market. The recent private equity investments have also been covered. Key developments in this sector have also been highlighted.

For more details on the content of each report and ordering information please contact:

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### **About Netscribes (India) Pvt. Ltd.**

Netscribes ([www.netscribes.com](http://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.

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