

Web 18 brings energy to youth with the launch of Josh18.com

World's Largest Democracy Gets The Largest Hindi Portal

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In a breakthrough venture, Web 18, online property of Network 18 group, today launched a unique portal **Josh18.com**, catering exclusively to the Indian youth providing them a platform to express and place themselves in the global arena. **Josh18.com** is a portal which will provide complete information, news and a platform to express views and has one of the largest Library of Videos built solely in house with the support of CNBC Awaaz & IBN7.

Josh18.com, as the name suggests reflects the speed of India and has the depth & richness of a world class portal. The portal encapsulates all the key features, which a person is looking for. While "**Pehla Panna**" gives you an insight into the current events of the world, "**Aaj Ki Baat**" updates you with the most important news of the day. Apart from the regular news, **Josh18.com** has a special feature to brighten up spirit & morale with "**Nayee Zindagi**", which will update the reader with the latest trends across the globe, be it fashion, technology or tips to play safe in stock market. Saluting the legendary history of Hindi literature, **Josh18.com** has a special section of "**Kitaabein**" which is a treat for any Hindi literature lover and captures the essence of some of the best published books and also provides a platform for readers to review the latest released books.

Keeping in mind the needs of the energetic & restless youth waiting to express themselves and join the world with their view point, **Josh18.com** provides a hot and fresh platform through blogging - "**Garam Chai**" encouraging the surfer to wear his thinking cap and brighten up his knowledge. Unlike a regular blog section, Josh18.com categorizes the blogging feature into various specialized sections like - **Hum Kaun Hai?** (Retrospective blogging), **Bahas** (Debates on current issues), **Aapki Baat** (Express Yourself Blogging), **Mitra Mandali** (Friends Group) and **Global Chai** (International topics blog) to name a few. In addition to the above mentioned exclusive features, readers can also enjoy the regular features like Movie Masala, Astrology, Sports & Weather Updates, Market Updates and many more.

Commenting on the launch of its latest offering in the digital space, **Mr. Surya Mantha, CEO, Web18** says, "Internet is a medium which is touching the remotest part of the world. In such a competitive scenario, it is very critical to look upto the needs of the Hindi speaking belt, who contribute substantially to the economic growth of the country. Launch of **Josh18.com** is our effort to help the Hindi speaking audience keep pace with the fastest growing environment and I am confident that audience will accept the portal with open arms."

Mr. Neeraj Sanan, Marketing Head, Web 18 said, "WEB 18 has always understood the needs of public and have created various niche portals to cater to individual requirements. With the launch of Josh18, customized to suit the requirements of Hindi speaking audience, we are confident people to reshape the online space for Hindi portals. The portal has been launched after a great deal of research and dedication and we are confident will answer all the questions a Hindi internet surfer always wanted to ask."

With uniqueness in its approach and wideness in content Josh18.com has arrived to bring in a 360-degree change in the way regional portals were looked upon so far.

With the launch of Josh18.com, the world's largest democracy is poised to welcome the world's largest Hindi portal.

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About WEB 18

Network 18 is a significant player in the Internet space in India. It is India's only television company to have identified and built upon a variety of leading information and transactional services based on the Internet.

Ø **MoneyControl.com** : One of the world's largest and India's number one end-to-end business, stocks and personal- finance portal. More than five million users.

Ø **IBNLive.com** : India's leading and definitive news portal that provides dynamic multimedia content including streaming video feeds, breaking news, etc…from **CNN-IBN and IBN 7**.

Ø **Cricketnext.com** : the fastest growing, interactive multimedia cricket portal with a focus on Indian cricket

Ø **CommoditiesControl.com** : Comprehensive portal on the Indian commodities space, providing real-time market price sensitive market information and analysis. India's most credible source for commodities information.

Ø **PowerYourTrade.com** : India's leading financial advisory portal for equity investors and traders. More than 50,000 paid subscribers.

Ø **Easymf.com** : A mutual funds advisory, tracking and transaction service, targeted at individual investors.

Ø **Tech2 .com** focuses on providing quality technology info and buying advice to the masses, making the tech world accessible and usable for "everybody".

Ø **Indiaearnings.com** : India's most credible and exclusive earnings information destination for companies and institutional investors.

Ø **JobStreet.com**: One of India's premier e-recruitment portals,JobStreet.com offers a comprehensive suite of interactive recruitment services.

Ø **Indiwo**: It is a women portal which has important topics, videos, photo galleries, interactive tools, forums and more.

Ø **Buzz18**: I t is a leading entertainment portal which provides the latest news and features of movies, music, television, have celeb galleries, juiciest gossip, interesting videos, hot debates over hot stars or plan your weekend entertainment with a little help from our guides… the possibilities are endless.

For more information, Please contact:

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