

Yahoo! India and Jagran Group launch a new co-branded Hindi news and current affairs internet property

Yahoo! India and the Jagran Group today jointly announced the launch of a new co-branded Hindi news and current affairs Internet property. The new property will seamlessly integrate the largest Hindi content of Jagran with Yahoo! India's formidable online presence.

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Yahoo! India and the Jagran Group today jointly announced the launch of a new co-branded Hindi news and current affairs Internet property. The new property will seamlessly integrate the largest Hindi content of Jagran with Yahoo! India's formidable online presence.

This pioneering agreement brings together India's number one Internet brand and a leading Indian newspaper conglomerate to provide the best of both online services and print media content for users and advertisers.

The partnership will create a richer online Hindi user experience, with Jagran's original content across news, current affairs, sports, entertainment and other features. It will be complemented with Yahoo!'s innovative, user-focused internet products and services offered in seven Indian languages, including Yahoo! Search, Mail and Messenger.

Under the terms of the agreement, Jagran and Yahoo! India will share graphical and keyword advertising revenue generated by the property with Yahoo! India managing the advertising sales and ad-serving for the new co-branded property. Both companies will also partner in distributing Yahoo! India's search and small and medium business offerings.

"This is a partnership that will reshape the online Hindi news and current affairs landscape - in terms of customer experience, user engagement and monetization. Yahoo! India and Jagran will together provide the most compelling experience in online Hindi news and current affairs to our users who constitute over 80% of India's online audience," said **Aparna Pujar, Director - Products, Media and Entertainment, Yahoo! India.**

"This exciting and strategic partnership between these two powerful media entities will redefine the Hindi Online User experience and take this to the next level" said **Mr Sanjay Gupta, CEO, JPL.**

"This provides us with an excellent platform to grow the online reach of Hindi news and current affairs for the future which currently is a large and untapped business opportunity," added **Aparna.** "We looked for a partner with a leadership position in Hindi content, a well respected and renowned brand and a shared vision of the opportunity. Jagran definitely represents all these."

'This platform will help rebrand and rescale the Hindi online space and leverage the strengths of both the organizations in creating a very powerful online property. We looked for a partner that stood for leadership and credibility in the online media space, which understood the pulse of internet audiences and had a customer-centric focus as central to their business approach. Yahoo! India definitely represents all these and more' said **Mr Sanjay Gupta, CEO, JPL**

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About Yahoo! India:

Yahoo! India (www.yahoo.co.in), launched in June 2000, has established itself as the pioneering and leading Internet portal providing value added services for Web users in India and users abroad with special interest in India.

Yahoo! India seeks to provide online products and services essential to users' lives, and offers a full range of tools and marketing solutions for businesses to connect with Internet users globally. It presents a deep array of communications, commerce and content services that include Yahoo! Mail, Yahoo! Search, Yahoo! Messenger, Yahoo! Finance, Yahoo! IndiChat, Yahoo! Photos, Yahoo! Shopping, Yahoo! Answers, Yahoo! Hot Jobs, Yahoo! News and Yahoo! India Search Marketing.

About Jagran Prakashan Limited

Jagran Prakashan Limited is a leading media house of India which publishes Dainik Jagran, India's largest read daily with a total readership of 53.6 million readers (IRS 2007 R2). It was also voted the most credible and trusted newspaper in India, according to a survey by Globscan, conducted in 10 of the world's leading countries, including the US, UK, Germany and Russia.

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