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Yahoo! India launches oneSearch SMS in India

Enhances existing oneSearch WAP product in India Services available through all major telecom operators

Mumbai, Maharashtra, October 19, 2007 /India PRwire/ -- Yahoo! India, a leading provider of comprehensive online products and services to consumers and businesses in India today announced the launch of oneSearch SMS, the company's latest search offering in the mobile space for Indian consumers.

How oneSearch SMS works

With the launch of oneSearch SMS in India, Yahoo! is enabling all mobile users to search for almost any content through its 58242 short code. For example:

- · SMS to 58242 with the city name (e.g. Mumbai) returns back the weather
- · SMS to 58242 with the company name (e.g. Infosys) returns back the stock quote
- · SMS to 58242 with a business name or category and a location (e.g. Pubs Mumbai) returns back the name, address, and phone number of the local business. Up to 3 business listings are provided for each search query with the ability to ask for more by sending an "m". Local business listings are currently available across the 4 big metros of Mumbai, New Delhi, Chennai, and Bangalore.
- · SMS to 58242 with a news topic (e.g. Eklavya in Oscars) returns back a news article

oneSearch SMS will enable mobile subscribers in India search for information anytime with the help of their mobile phones. The service will also benefit a large percentage of mobile users who rely heavily on SMS in order to stay connected. With this, Yahoo! has further extended its global leadership in mobile search.

Yahoo! oneSearch is an entirely new search service designed just for mobile phones and provides consumers better results and instant answers. oneSearch has changed the way consumers access and use the Internet content and services on their mobile phone

Pranesh Anthapur, Chief Administrative Officer, Yahoo! India said, "India is one of the fastest-growing mobile markets in Asia. Yahoo! is committed to providing Indian consumers easy-to-use mobile products and services to help them access the Internet."

"By providing mobile consumers with instant answers for any search query sent via SMS, we are drastically improving the mobile search experience and will now expand our reach to almost all mobile users in the country." added Manish Dalal, Senior Director, Mobile Products, Yahoo! India.

oneSearch SMS is available through all major operators including Airtel, Reliance Mobile, Vodafone, Idea Cellular, BPL Mobile, Aircel, Tata Indicom, and Spice Telecom.

Along with oneSearch SMS launch, Yahoo! has also enhanced its existing oneSearch WAP product by introducing new content clusters including local business listings, flight status information and Yahoo! Answers content. This is in addition to other content clusters like web results, mobile web results, weather, news, finance, web images, and Flickr photos.

Notes to Editor

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. Some of its more popular products include Yahoo! Mail, Yahoo! Search, Yahoo! Messenger, Yahoo! Finance, Yahoo! Chat, Yahoo! Photos, Yahoo! Shopping, Yahoo! Answers, Yahoo! Hot jobs, Yahoo! News and Yahoo! Go.

Users can avail of our services through our two short codes - 58242 (for Y! Messenger and oneSearch) & 58243 (for rest of the Y! SMS services).

For more information, please contact:

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