



## **Four Interactive launches comprehensive online local information service for Bangalore**

*Plans to expand service to 22 more cities*

**BANGALORE, INDIA – August 6, 2007** – Four Interactive has announced the beta launch of **asklaila**, India's first local information service. The online service allows users to search, discover and review local services and businesses. Whether it is searching for a nightclub with valet parking or where to get a haircut near home, learn Spanish or something as prosaic as finding a notary, asklaila gives users the answers they need. asklaila provides not just listings, but also a richer information set through editorial and user reviews.

The service initially launched in Bangalore, will be expanded to cover 22 more cities in India. The service can be accessed at [www.asklaila.com](http://www.asklaila.com).

asklaila provides its users a platform to review, rate and suggest local businesses and services, thereby promoting user engagement with their localities and enriching the local information for the community.

Challenges that consumers face today are that there are no accurate and comprehensive services online for local information. Consumers have had to make do by relying on a variety of sources such as telephone directories and city portals to obtain local information within their community and cities. Often, this information is outdated, incomplete or inaccurate.

"This is but our first step towards providing a service which can deliver accurate local information to consumers anytime, anywhere," said **Kiran Konduri, co-founder, Four Interactive**.

"Finding accurate local information is a big struggle today. Most people call friends or family to find something they are looking for. We want Laila to be that friend," said **Shriram Adukoorie, co-founder, Four Interactive**.

Globally, local queries constitute 60 per cent of all search queries and more than 40 per cent of local queries lead to action (call, visit, buy). Currently, the total advertising market in India is estimated at USD 3.5 billion, a significant part of that is local advertising.<sup>1</sup>

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<sup>1</sup> **Sources:**

FICCI Frames / TAM Adex estimates and internal evaluations  
Comscore  
Piper Jaffray & Co.

The asklaila team currently comprises of 16 full time employees. The company plans to double its team by the end of the year.

Four Interactive is co-founded by Shriram Adukoorie, who was previously Country Manager for MSN South Asia, and successful serial entrepreneur Kiran Konduri, who has co-founded and managed two startups Zephyr Software and Cogniti Inc. Four Interactive received venture capital funding from Matrix Partners India (MPI) in December 2006.

### **About Four Interactive**

Four Interactive Pvt. Ltd., headquartered in Bangalore, India is co-founded by Shriram Adukoorie and Kiran Konduri. Four Interactive is focused on building easy to use services that are at the intersection of the mobile, content and the web for Indian consumers. The company's mission is to connect consumers with local businesses. More information on Four Interactive is available at <http://asklaila.com/aboutus>.

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