Description: The report titled “India Classified Market Outlook to 2020 - Rising Adoption of Online Channels and Growing Number of MSME's to Foster Growth” provides a comprehensive analysis of the online and offline classifieds in India. The report covers various aspects such as market size of India Classified Market, segmentation on the basis of online and offline modes. The report provides segment-wise information of India online B2B, B2C, C2C classifieds, online recruitment, online real estate, online matrimony and online automobile classified market. This report also offers prevalent trends and developments in industry, SWOT analysis and challenges in the industry.

India Online Classifieds Market:

The India online classifieds market is going through a promising stage and was estimated at INR ~ million in the FY'2015. The market has soared at a Compound Annual Growth Rate (CAGR) of ~% from FY'2010-FY'2015. In FY'2015, online B2C market accounted for the highest proportionate share in the overall revenues of the online classifieds market. The share of online B2C classifieds has been registered as ~% in FY'2015. Additionally, online recruitment portals accounted for the second largest share in the overall revenues of the market during FY'2015. Online matrimonial classifieds registered a contribution of ~% to the overall revenues of the classifieds market during FY'2015.

India Online B2B Classifieds Market:

The online B2B classified market has enlarged enormously during the period FY'2010-FY'2015, witnessing an astounding CAGR of ~%. The market generates ~% of revenues from subscription, ~% from lead generation and ~% from advertisements. Additionally, Industrial equipment & machinery and electronics & electrical goods occupied the largest share of ~% on the basis of total product listings. The share of Mumbai and Delhi in the number of total suppliers was noted at 21.0% in the year FY'2015. Additionally, manufacturers held a share of ~% in terms of total customers registered on online B2B portals during FY'2015.

IndiaMART leads the online classifieds market with a share of nearly ~% in the overall revenue of online B2B classified market. TradeIndia emerged as the second leading player in the online B2B market with contribution of ~% to the overall revenues of the market in FY'2015.

Furthermore, it is projected that the online B2B classified market in India will enlarge at a CAGR of ~% during FY'2016-FY'2020 to reach a figure of INR ~ million by FY'2020. Players in the market will continue to invest in upgrading their platforms and approach entrepreneurs to list their businesses online to grow at a faster rate.

India Online B2C Classifieds Market:

The number of registered customers on B2B portals in India has progressed at a rapid pace, observing a CAGR of nearly ~% during FY'2010-FY'2015. The online B2C classifieds market revenues were registered as INR ~ million in FY'2015. It has been estimated that during FY'2015, online B2C market generated nearly ~% of their revenue from listings of businesses on the platform. Most of the small businesses find it viable to pay for non-premium listings since they cost much less than premium listings.

Furthermore, Internet has contributed to a share of nearly ~% of overall number of searches in FY'2015. In addition to this, tier I cities contributed to a significant ~% of the share, while their share in the number of paid listings has been noted at ~% in FY'2015. Even though tier II and tier III cities collectively contributed to a fair ~% share in the total number of listings online, their contribution in the number of paid listings was noted as ~% in FY'2015.

During the year FY'2015, JustDial contributed to nearly ~% of the revenue of India B2C market. Sulekha.com has been the second largest players in the market with a revenue share of ~% share. Askme has been expanding its network of businesses at the same time investing in marketing activities to grow its brand. The company has been able to generate a share of ~% in the online B2C classified market as of FY'2015. The
online B2C classified market in India holds a great potential owing to the rising number of MSMEs in the country. The revenues of the market are projected to incline at a CAGR of ~% during FY2016-FY2020.

India Online C2C Classifieds Market:

India Online Classifieds market size in FY'2015 was estimated at INR ~ million and is expected to grow at a CAGR of ~ to reach INR ~ million by FY'2020. Electronics and Automobile are the two most dominating segments as far as classifieds listings are concerned. Bangalore and Mumbai account for the majority of the listings. As far as revenues are concerned, around ~% of the revenues are generated through advertisements. The companies in this sector have not been monetizing to their full capacity as a sizeable proportion of their listings are free. The consumer bracketing in this sector leads to the inference that most of the traffic is generated through mobile. The majority of the traffic on these portals come from the age bracket of 25-30, is male and belongs to the A1, A2 and A3 SEC classification.

OLX and Quickr together accounted for ~% share of the market. Quickr has already put up verticals in segments like cars and property to further milk its existing traffic. Other companies are expected to follow suit very soon as this segment will see players verticalizing their service portfolio.

India Online Real Estate:

The online real estate market has witnessed a speedy growth and enlarged at a CAGR of ~% during the period FY2010-FY2015. The number of listings in the online real estate market reached ~ thousand by the end of FY2015.

As of FY2015, residential property contributed to the maximum share of ~% in the total number of listings on online portals. Commercial real estate listings added to a share of ~% in the total listings. Additionally, ~% of the subscription revenue was sourced from residential rent which was followed by residential sale with a contribution share of ~%. Further, properties for commercial sale contributed to revenue share of ~% in FY'2015.

The market is dominated by players including 99Acres.com, MagicBricks.com, and Commonfloor.com. 99Acres.com has been the market leader with a revenue contribution ~% share in the online real estate market in FY'2015. CommonFloor.com has emerged as another leading player in the market generating nearly INR ~ million revenues during the year FY2015.

The online real estate market in India is anticipated to scale new heights with the entry of new players with innovative business models. The revenue of online real estate market is projected to grow at a rate of ~% during FY'2016-FY'2020.

India Online Recruitment Market:

The online recruitment market which has grown at a remarkable CAGR of ~% in terms of revenue during FY'2010-FY2015 is anticipated to drive the attention of new players and investors in the near future. The number of resumes uploaded online to ~ million by FY'2015. The number of customers listed on online platforms has been registered at ~ by the end of FY'2015.

The share of companies was registered as ~% of the customers registered on online platforms during FY'2015 while the share of consultants was ~%. Furthermore, Bangalore accounted for ~% of the overall revenues generated by online recruitment companies, followed by Delhi/NCR and Mumbai with share of ~% and ~% respectively.

Naukri.com registered a market share of ~% in terms of overall market revenues. The second leading player was noted as Monster India with revenue contribution of ~% in FY2015. Shine.com and Times jobs have contributed to a modest ~% and ~% share respectively in the online recruitment market of India as of FY'2015.

It is expected that the adaptation of innovative tools such as video interviewing, asynchronous interviewing and online assessments will increase the efficiency of the hiring process, at the same time help in improving the quality of the hire. Therefore, the online recruitment market is anticipated to witness a growth of ~% during the period FY'2016-FY'2020 in terms of revenue.

India Online Matrimonial Market:
The market size of India online matrimonial market inclined at a CAGR of ~% during the period FY'2010-FY'2015 and reached INR 4,139.3 million in FY'2015. The number of registrations in online matrimonial market was noted as 38.0 million in FY'2015.

Majority of people who take membership of various matchmaking portals opted for monthly plans which accounted for ~% of the total subscriptions in the market during FY'2015. Matchmaking has been more popular among the male section of the society. In FY'2015, significant proportion of profiles, approximately 70% was posted by prospective grooms (males) and remaining ~% profiles were registered by prospective brides during FY'2015. Owing to such growth several startups such as Truly Madly are also entering the market.

Bharat Matrimony emerged as the leading player in the India online matrimonial market, registering a market share of ~% in terms and revenues and ~% in terms of total registration. Shaadi.com contributed a significant ~% share to the total registrations of India Online Matchmaking Services in India during FY'2015.

The growth of online matchmaking market is expected to accelerate over the forecasted period FY'2016-FY'2020 owing to increasing reliability on online matchmaking services. It is projected to generate the revenue of INR ~ million with the surging future growth of ~% over the coming five years.

India Online Automobile Market:

The size of online automobile market in India was estimated at INR ~ million in FY'2015 with approximate listing size of ~. Maruti and Hyundai hatchbacks and sedans have been the most popularly listed car models on these portals. As far as major players are concerned, there have been heavy consolidations in the recent past and the competition has boiled to 4 major players with CarWale and CarDekho leading the pack. The market is estimated to grow at a CAGR of ~% to register revenues amounting to INR ~ million by FY'2020.

Key Topics Covered in the Report:

- The market size of the Classifieds market in India, FY'2010-FY'2015
- Market segmentation of the Classifieds market on the basis of Online and Offline Mode.
- The market size of the Online Classifieds market in India, FY'2010-FY'2015
- Future outlook and projections of the basis of revenue in India online classifieds market, FY'2016-FY'2020.
- The market size of the Online B2B Classifieds market in India, FY'2010-FY'2015
- Market Segmentation of Online B2B Classifieds by product categories, by major states, by source of revenues, type of customer and others
- Market Share of Major Players in India Online B2B Classifieds Market
- Competitive Landscape of Major Players in India Online B2B Classifieds Market
- Future outlook and projections of the basis of revenue, number of registrations in India online B2B classifieds market, FY'2016-FY'2020
- The market size of the Online B2C Classifieds market in India, FY'2010-FY'2015
- Market Segmentation of Online B2C Classifieds by product categories, by major states, by source of revenues, type of customer and others
- Market Share of Major Players in India Online B2C Classifieds Market
- Competitive Landscape of Major Players in India Online B2C Classifieds Market
- Future outlook and projections of the basis of revenue, number of registrations in India online B2C classifieds market, FY'2016-FY'2020
- The market size of the Online Real Estate market in India, FY'2010-FY'2015
- Market Segmentation of Online Real Estate Classifieds by product categories, by major states, by source of revenues, type of customer and others
- Market Share of Major Players in India Online Real Estate Classifieds Market
- Competitive Landscape of Major Players in India Online Real Estate Classifieds Market
- Future outlook and projections of the basis of revenue, number of registrations in India online Real Estate classifieds market, FY'2016-FY'2020
- The market size of the Online Recruitment market in India, FY'2010-FY'2015
- Market Segmentation of Online Recruitment Classifieds by product categories, by major states, by source of revenues, type of customer and others
- Market Share of Major Players in India Online Recruitment Classifieds Market
- Competitive Landscape of Major Players in India Online Recruitment Classifieds Market
- Future outlook and projections of the basis of revenue, number of registrations in India online Recruitment classifieds market, FY'2016-FY'2020
- The market size of the Online Matrimonial market in India, FY'2010-FY'2015
- Market Segmentation of Online Matrimonial Classifieds by product categories, by major states, by source of revenues, type of customer and others
- Market Share of Major Players in India Online Matrimonial Classifieds Market
- Competitive Landscape of Major Players in India Online Matrimonial Classifieds Market
- Future outlook and projections of the basis of revenue, number of registrations in India online Matrimonial classifieds market, FY'2016-FY'2020
- Macro Economic factors affecting India classified market.
- Business Models
- Analyst Recommendations

Contents:

1. Executive Summary
2. Research Methodology
   2.1. Market Definitions
   2.2. Abbreviations
   2.3. Market Size and Modeling
3. India Classifieds Market
   3.1. India Classifieds Market Introduction and Market Size, FY'2010-FY'2015
4. India Online Classifieds Market
   4.1. India Online Classifieds Market Introduction and Market Size, FY'2010-FY'2015
5. India Online B2B Classifieds Market
   5.1. India Online B2B Classifieds Market Introduction and Market Size, FY'2010-FY'2015
   5.2. Business Model India Online B2B Classifieds Market
   5.3. India Online B2B Classifieds Market Segmentation, FY'2015
   5.3.1. By Product Categories- Industrial Plants, Machinery & Equipment, Electronics & Electrical Goods & Supplies and Others, FY'2015
   5.3.2. By Major Supplier States (Delhi, Maharashtra, Tamil Nadu, Gujarat and Others), FY'2015
   5.3.3. By Source of Revenue- (Advertisements, Subscriptions and Lead Generation), FY'2015
   5.3.4. By Type of Paid Listings (Large Scale Suppliers and MSMEs), FY'2015
   5.3.5. By Type of Customers (Manufacturers, Traders and Service Providers), FY'2015
   5.5. Competitive Landscape of Major Players in India Online B2B Classifieds Market
   5.6. India Online B2B Classified Market Future Outlook and Projections, FY'2016-FY'2020
   5.7. Analyst Recommendations
6. India Online B2C Classified Market
   6.2. Business Model of India Online B2C Classifieds Market
   6.3. India Online B2C Classifieds Market Segmentation
   6.3.1. By Search Medium (Internet Search, Mobile Search, Voice Search and SMS), FY'2012 and FY'2015
   6.3.2. By Premium and Non-Premium Listings, FY'2010-FY'2015
   6.3.3. By Cities-Tier I, Tier II and Tier III, FY'2015
   6.4. Competitive Landscape of Major Players in India Online B2C Classifieds Market
   6.4.1. Justdial Ltd
       Company Synopsis
       Business Strategies
       Financial and Operating Performance, FY'2010-FY'2015
   6.4.2. Comparative Analysis of Major Players in India B2C Online Classifieds Market
   6.7. Analyst Recommendations
7. India Online C2C Classifieds Market
7.1. India Online C2C Classifieds Introduction and Market Size, FY'2010-FY'2015
7.2. Business Model in India Online C2C Classifieds Market
7.3. India Online C2C Classifieds Market Segmentation, FY’2015
7.3.1. By Product Categories- Electronics, Automobile, Furniture, Books, Fashion and Others, FY'2015
7.3.2. By City-Wise Listings (Bangalore, Mumbai, Chennai, Delhi, Hyderabad, Pune and Others), FY'2015
7.3.3. By Source of Revenue- (Advertisements and Listings), FY’2015
7.3.4. Consumer Profiles for India Online C2C Classifieds Market
7.5. Competitive Landscape of Major Players in India Online B2B Classifieds Market
7.6. India Online C2C Classified Market Future Outlook and Projections, FY'2016-FY'2020
7.7. Analyst Recommendations
Gain Traction in Tier-2 and Tier-3 cities
Focus on Regional Language
Promotionals on Third and Fourth Highest Selling Categories
Acquire Smaller Vertical Players
For New Entrants Planning to Enter

8. India Online Real Estate Market
8.1. India Online Real Estate Market Introduction and Market Size, FY'2010-FY'2015
8.2. India Online Real Estate Market Business Model
8.3. India Online Real Estate Market Segmentation, FY’2015
8.3.1. By Type of Property- Residential, Commercial and Industrial, FY'2015
8.3.2. By Type of Customers (Brokers, Builders and Owners), FY'2015
8.3.3. By Source of Revenue (Advertisements, Lead Generation and Subscription), FY'2015
8.4. Comparative Analysis of Major Players in India Online Real Estate Market
8.4.1. Market Share of Major Players in India Online Real Estate Market
8.4.2. Competitive Landscape of Major Players in India Online B2C Classifieds Market
8.4.3. Pricing Analysis
99 Acres
Magic Bricks
Makkkan.Com
8.5. India Online Real Estate Market Future Outlook and Projections, FY'2016-FY'2020
8.6. Analyst Recommendations
Participating in Property Exhibitions and Conferences
Increase Accountability of Stakeholders
Take Measure to Eliminating Multiple Listings
Offer Better Quality Data on Comparable Transactions and Comparable Listings

9. India Online Recruitment Market
9.1. India Online Recruitment Market Introduction and Market Size, FY'2010-FY'2015
9.2. India Online Recruitment Market Business Model
9.3. India Online Recruitment Market Segmentation, FY’2015
9.3.1. By Type of Corporates- Companies, Consultants, FY'2015
9.3.2. By Source of Revenues- Recruiters and Job Seekers, FY'2015
9.3.3. By Cities (Bangalore, Delhi/NCR, Mumbai, Hyderabad, Pune and Others), FY'2015
9.3.4. By Industry- IT/ITES, Real Estate, Healthcare, Manufacturing and Others), FY'2015
9.4. Comparative Analysis of Major Players in India Online Recruitment Market
9.4.1. Comparative Analysis of Major Players in India Online Recruitment Market
9.4.2. Hiree.com
Overview
9.4.3. Pricing Analysis
Naukri.com
Shine.com
9.5. Market Share of Major Players in India Online Recruitment Market
9.6. India Online Recruitment Market Future Outlook and Projections, FY'2016-FY'2020
9.7. Analyst Recommendations
Pro-active Use of Social media
Enhanced Use of Technology
Focus on Mobile Application

10. India Online Automobile Classifieds Market
10.1. India Online Automobile Classifieds Introduction and Market Size, FY'2010-FY'2015
10.2. India Online Automobile Classified Market Segmentations, FY'2015
10.2.1. By Car Type (Hatchback, Sedan, Multi-Utility Car, Sports-Utility Car and Others), FY'2015
10.2.2. By Fuel Type- (Petrol, Diesel and Others), FY'2015
10.2.3. By Brands (Maruti, Hyundai, Honda, Tata, Toyota, Ford and Others), FY'2015
10.3. Business Models Prevalent in India Online Automobile Classified Market
10.4. Market Share of Major Players in India Online Automobile Classifieds Market, FY'2015
10.5. Competitive Landscape for Major Players in India Online Automobile Classified Market
10.6. India Online Automobile Classifieds Market Future Outlook and Projections, FY'2016-FY'2020
10.7. Analyst Recommendation
Resource Allocation to Value Added Services
Fighting the Print Media
Developing Franchisee Presence
Customer and Dealer Feedback
Eliminating Bogus Listings and Standardising the Existing Listings

11. India Online Matrimonial Market
11.1. India Online Matrimonial Market Introduction and Market Size, FY'2010-FY'2015
11.2. India Online Matrimonial Market Operating Model
11.3. India Online Matrimonial Market Segmentation
11.3.1. By Paid an Unpaid Registrations, FY'2010-FY'2015
11.3.2. By Geography-Tamil Nadu, Maharashtra, Delhi, West Bengal, Karnataka and Others, FY'2015
11.3.3. By Type of Membership-Monthly and Annual Membership Plans, FY'2015
11.3.1. By Mobile and Website Users, FY'2015
11.4. Consumer Profile in India Online Matrimonial Market
11.5. Competitive Analysis of Major Players in India Online Matrimonial Market
11.5.1. Comparative Landscape of Major Players in India Online Matrimonial Market
11.5.2. Market Share of Major Players in India Online Matrimonial Market, FY'2015
11.6. Company Profiles of Major Players in India Online Matrimonial Market
11.6.1. BharatMatrimony.com
Financial and Operating Performance, FY'2010-FY'2015
Pricing Analysis
11.6.2. Shaadi.com
Financial and Operating Performance, FY'2015
Pricing Analysis
11.6.3. Jeevansathi.com
Financial and Operating Performance, FY'2010-FY'2015
Pricing Analysis
11.7. India Online Matrimonial Market Future Outlook and Projections, FY'2016-FY'2020
11.8. Analyst recommendations
Concentration towards Country Wide Coverage
Enhance the Penetration Through OFFline Channels

12. Emerging Players in India Online Classified Market
12.1. Quikr Homes
12.2. Quikr cars
12.3. GrownOut
12.4. MyRefers

13. Trends in India Online Classifieds Market
Lack of Funding in Online B2B Classified Segment
Reluctance in Subscribing to Paid Listings
Emergence of Mobile Classifieds


15. Macro Economic Factors Affecting India Online Classifieds Market, FY'2010-FY'2020
15.1. Number of MSMEs in India, FY'2010-FY'2020
15.2. Number of Graduates in India, FY'2010-FY'2020
15.3. Number of Internet Users in India, FY'2010-FY'2020
15.4. Number of Smartphone Users in India, FY'2010-FY'2020
15.5. India Real Estate Market, FY'2010-FY'2020

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List Of Figures:
Figure 3 1: India Classifieds Market Size by Revenues in INR Million and Growth Rate in Percentage (%), FY'2010-FY'2015
Figure 3 2: India Classifieds Market Segmentation by Offline and Online Mode on the Basis of Revenues in Percentage (%), FY'2010-FY'2015
Figure 4 1: India Online Classifieds Market Size by Revenues in INR Million and Growth Rate in Percentage (%), FY'2010-FY'2015
Figure 4 2: India Online Classifieds Market Segmentation by Online B2B, B2C, C2C, Real Estate, Recruitment and Automobile on the Basis of Revenues in Percentage (%), FY'2010-FY'2015
Figure 5 1: India Online B2B Classified Market Size by Revenue in INR Million and Growth Rate in Percentage (%), FY'2010-FY'2015
Figure 5 2: India Online B2B Classified Market Size by Number of Registered Customers in Thousand and Growth Rate in Percentage (%), FY'2010-FY'2015
Figure 5 3: India Online B2B Classifieds Market Segmentation by Unpaid and Paid Registration on the Basis of Number of Registrations in Percentage (%), FY'2010-FY'2015
Figure 5 4: India Online B2B Classified Market Business Model
Figure 5 5: India Online B2B Classified Market Segmentation by Product Categories (Industrial Equipment & Machinery, Electronics & Electrical Goods and Others) on the Basis of Listings in Percentage (%), FY'2015
Figure 5 6: India Online B2B Classified Market Segmentation by Major Supplier Cities (Delhi, Maharashtra, Tamil Nadu, Gujarat, Karnataka, Andhra Pradesh, West Bengal and Others) on the Basis of Total Customers in Percentage (%), FY'2015
Figure 5 7: India Online B2B Classified Market Segmentation by Source of Revenue (Advertisement, Subscription and Lead Generation) on the Basis of Revenue in Percentage (%), FY'2015
Figure 5 8: India Online B2B Classified Market Segmentation by Type of Customers (Large Scale Suppliers and MSMEs) on the Basis of Number of Paid Listings in Percentage (%), FY'2015
Figure 5 9: India Online B2B Classified Market Segmentation by Type of Customers (Manufacturers, Traders and Service Providers) on the Basis of Total Customers in Percentage (%), FY'2015
Figure 5 10: Market Share of Major Players- IndiaMART, TradelIndia, Alibaba and Others in India Online B2B Classifieds on the Basis of Revenues in Percentage(%), FY'2015
Figure 5 11: India Online B2B Classified Market Future Projections by Revenue in INR Million, FY'2016-FY'2020
Figure 5 12: India Online B2B Classified Market Future Projections by Total Subscription in Thousands FY'2016-FY'2020
Figure 5 13: India Online B2B Classifieds Market Segmentation by Unpaid and Paid Registration on the Basis of Number of Registrations in Percentage (%), FY'2016-FY'2020
Figure 6 1: India Online B2C Classified Market Size by Revenue in INR Million and Growth Rate in Percentage (%), FY'2010-FY'2015
Figure 6 2: India Online B2C Classified Market Size by Number of Online Listings in Million, FY'2010-FY'2015
Figure 6 3: India Online B2C Classified Market Segmentation by Number of Registrations in Percentage (%), FY'2010-FY'2015
Figure 6 4: India Online B2C Classified Market Business Model
Figure 6 5: India Online B2C Classified Market Segmentation by Search Medium on the Basis of Number of Searches in Percentage (%), FY'2012 and FY'2015
Figure 6 6: India Online B2C Classified Market Segmentation by Non-Premium and Premium Listings on the Basis of Total Number of Online Listings in Percentage (%), FY'2010-FY'2015
Figure 6 7: India Online B2C Classified Market Segmentation by Region on the Basis of Total Online Listings, Paid Listings and Revenue in Percentage (%), FY'2015
Figure 6 8: Shareholding Pattern of Justdial Ltd
Figure 6 9: Justdial Ltd Operating Revenues in INR Million and Growth Rate in Percentage (%), FY'2010-FY'2015
Figure 6 10: Market Share of Major Players- Justdial, Sulekha, Askme and others in India Online B2C Classifieds Market on the Basis of Revenues in Percentage (%), FY'2015
Figure 6 11: India Online B2B Classified Market Future Projections by Total Subscription in Thousands FY'2016-FY'2020
Figure 6 12: India Online B2C Classified Market Segmentation by Unpaid and Paid Registration on the Basis of Number of Registrations in Percentage (%), FY'2016-FY'2020
Figure 7 1: India Online C2C Classified Market Size by Revenue in INR Million and Growth Rate in Percentage (%), FY'2010-FY'2015
Figure 7 2: India Online C2C Classified Market Business Model
Figure 7 3: Pricing Model of OLX
Figure 7 4: Pricing Model of Quikr
Figure 7 5: India Online C2C Classified Market Segmentation by Product Categories (Electronics, Automobile,
Furniture, Books, Fashion And Others) on the Basis of Listings in Percentage (%), FY'2015
Figure 7 6: India Online C2C Classified Market Segmentation by Major Cities (Bangalore, Mumbai, Chennai, Delhi, Hyderabad, Pune and Others) on the Basis of Total Number of Listings in Percentage (%), FY'2015
Figure 7 7: India Online B2B Classified Market Segmentation by Source of Revenue (Advertisement and Listings) on the Basis of Revenue in Percentage (%), FY'2015
Figure 7 8: Market Share of Major Players- OLX, Quikr, Click.in and Others in India Online C2C Classifieds on the Basis of Revenues in Percentage (%), FY'2015
Figure 7 9: India Online C2C Classified Market Future Projections by Revenue in INR Million and Growth Rate in Percentage, FY’2016-FY’2020
Figure 7 10: India Online C2C Classified Market Future Projections by Total Listings in Million, FY’2016-FY’2020
Figure 8 1: India Online Real Estate Market Size by Revenue in INR Million and Growth Rate in Percentage (%), FY’2010-FY’2015
Figure 8 2: India Online Real Estate Market Size by Total Number of Listings in Thousand and Growth Rate in Percentage (%), FY’2010-FY’2015
Figure 8 3: India Online Real Estate Market Business Model
Figure 8 4: India Online Real Estate Market Segmentation by Type of Property (Residential, Commercial and Industrial) on the Basis of Number of Listings in Percentage (%), FY’2015
Figure 8 5: India Online Real Estate Market Segmentation by Type of Customers (Brokers, Builders and Owners) on the Basis of Number of Listings in Percentage (%), FY’2015
Figure 8 6: India Online Real Estate Market Segmentation by Source of Revenue (Advertisements, Lead Generation and Subscription) on the Basis of Revenue in Percentage (%), FY’2015
Figure 8 7: Market Share of Major Players- 99 Acres, Magic Bricks, Common floor, Housing, Makaan, India Property and Others in India Online Real Estate Market by Revenue in Percentage (%), FY’2015
Figure 8 8: India Online Real Estate Market Future Projections by Revenue in INR Million, FY’2016-FY’2020
Figure 8 9: India Online Real Estate Market Future Projections by Number of Total Listings in Thousand, FY’2016-FY’2020
Figure 9 1: India Online Recruitment Market Size by Revenue in INR Million and Growth Rate in Percentage (%), FY’2010-FY’2015
Figure 9 2: India Online Recruitment Market Size by Number of Unique Resumes in Million and Growth Rate in Percentage (%), FY’2010-FY’2015
Figure 9 3: India Online Recruitment Market Size by Number of Registered Customers and Growth Rate in Percentage (%), FY’2010-FY’2015
Figure 9 4: India Online Recruitment Market Business Model
Figure 9 5: India Online Recruitment Market Segmentation by Type of Customers (Companies and Consultants) on the Basis of Number of Customers in Percentage (%), FY’2015
Figure 9 6: India Online Recruitment Market Segmentation by Source of Revenue (Recruiters and Jobseekers) on the Basis of Revenue in Percentage (%), FY’2015
Figure 9 7: India Online Recruitment Market Segmentation by Cities (Bangalore, Delhi/NCR, Mumbai, Hyderabad, Pune and Others) on the Basis of Revenue in Percentage (%), FY’2015
Figure 9 8: India Online Recruitment Market Segmentation by Industry (IT/ITES, Real Estate, Healthcare, Manufacturing and Others) on the Basis of Number of Customers in Percentage (%), FY’2015
Figure 9 9: Market Share of Major Players in India Online Recruitment Market by Revenue in Percentage (%), FY’2015
Figure 9 10: India Online Recruitment Market Future Projections by Revenue in INR Million, FY’2016-FY’2020
Figure 9 11: India Online Recruitment Market Future Projections by Unique Resumes in Million, FY’2016-FY’2020
Figure 9 12: India Online Recruitment Market Future Projections by Registered Customers, FY’2016-FY’2020
Figure 10 1: India Online Automotive Classified Market Size on the Basis of Revenues in INR Crore and Growth Rate in Percentage, FY’2010-FY’2015
Figure 10 2: India Online Automotive Classified Market Size on the Basis of Number of Listings in Thousands and Growth Rate in Percentage, FY’2010-FY’2015
Figure 10 3: India Online Automobile Classified Market Segmentation by Car Type (Hatchback, Sedan, Multi-Utility Car, Sports-Utility Car and Others) on the Basis of Listings in Percentage (%), FY’2015
Figure 10 4: India Online Automobile Classified Market Segmentation by Source of Revenue (Petrol, Diesel and Others) on the Basis of Listings in Percentage (%), FY’2015
Figure 10 5: India Online Automobile Classified Market Segmentation by different Brands (Maruti, Hyundai, Honda, Tata, Toyota, Ford and Others) on the Basis of Listings in Percentage (%), FY’2015
Figure 10 6: Market Share of Major Players in India Online Automotive Classified Market on the Basis of Revenues in Percentage (%), FY’2015
Figure 10 7: India Online Automotive Portal Market Future Projections by Revenue in INR Million, FY’2016-FY’2020
Figure 10 8: India Online Automotive Portal Market Future Projections by Listings in Thousands, FY’2016-
FY'2020

Figure 11 1: India Online Matrimonial Market Size by Revenues in INR Million and Growth Rate in Percentage (%), FY'2010-FY'2015

Figure 11 2: India Online Matrimonial Market Size by Total Number of Registrations in Million and Growth Rate in Percentage (%), FY'2010-FY'2015

Figure 11 3: India Online Matrimonial Market Operating Model

Figure 11 4: India Online Matrimonial Market Segmentation by Paid and Unpaid Registrations on the Basis of Number of Registrations in Percentage (%), FY'2010-FY'2015

Figure 11 5: India Online Matchmaking Market Segmentation by Annual and Monthly Membership Plans on the Basis of Total Number of Paid Registrations in Percentage (%), FY'2015

Figure 11 6: India Online Matchmaking Market Segmentation by Mobile and Website Users on the Basis of Total Number of Registrations in Percentage (%), FY'2015

Figure 11 7: Market Share of Major Players- Bharat Matrimony, Shaddi.com, Jeevansathi.com and Others in India Online Matchmaking Market on the Basis of Revenues in Percentage (%), FY'2015

Figure 11 8: Market Share of Major Players-Bharat Matrimony, Shaddi.com, Jeevansathi.com and Others in India Online Matchmaking Market on the Basis of Number of Registrations in Percentage (%), FY'2015

Figure 11 9: Bharat Matrimony Revenues from Online matchmaking in India in INR Million, FY'2010-FY'2015

Figure 11 10: Advertisement and Promotional Expenses incurred by Bharat Matrimony in INR Million, FY'2010-FY'2015

Figure 11 11: Capital Expenditure Incurred by Bharat Matrimony in INR Million, FY'2010-FY'2015

Figure 11 12: Jeevansathi.com Revenues from Online Matchmaking in India in INR Million FY'2010-FY'2015

Figure 11 13: Jeevansathi.com Profile Registration in Million, FY'2010-FY'2015

Figure 11 14: Jeevansathi.com Average Sales Realization in INR Thousand, FY'2010-FY'2015

Figure 11 15: India Matchmaking Market Future Outlook and Projections by Revenues in INR Million, FY'2016-FY'2020

Figure 11 16: India Online Matchmaking Market Future Outlook and Projections by of Paid Registrations in Million, FY'2016-FY'2020

Figure 14 1: India Online Classifieds market Future Outlook and Projections by Revenues in INR Million, FY'2016-FY'2020

Figure 14 2: India Online Classifieds Future Outlook Market Segmentation by Online B2B, B2C , C2C, Real Estate, Recruitment and Automobile on the Basis of Revenues in Percentage (%), FY'2016-FY'2020

Table 14 3: Cause and Effect Relationship Analysis between Industry Factors and India Online Classifieds Market Prospects

Figure 15 1: Number of MSMEs in India in Million, FY'2010-FY'2020

Figure 15 2: Number of Graduates in India in Million, FY'2011-FY'2020

Figure 15 3: Number of Internet Users in India in Million, FY'2010-FY'2020

Figure 15 4: Number of Internet Users in India in Million, FY'2010-FY'2020

Figure 15 5: India Real Estate Market in INR Billion, FY'2010-FY'2020

List Of Tables:

Table 2 1: Correlation Matrix of India Online Classifieds Market
Table 2 2: Regression Coefficients Output of India Online Classifieds Market
Table 3 1: Pricing Analysis of Offline Classified Ads by Different category- Matrimonial, Real Estate, Recruitment and Other Business, July 2015
Table 3 2: India Classifieds Market Segmentation by Offline and Online Mode on the Basis of Revenues in INR Million, FY'2010-FY'2015
Table 4 1: India Online Classifieds Market Segmentation by Online B2B, B2C , C2C, Real Estate, Recruitment and Automobile on the Basis of Revenues in INR Million, FY'2010-FY'2015
Table 5 1: Drivers for Online B2B Classified and Developments Year-on-Year
Table 5 2: India Online B2B Classifieds Market Segmentation by Unpaid and Paid Registration on the Basis of Number of Registrations in Thousands, FY'2010-FY'2015
Table 5 3: India Online B2B Classifieds Listings by Verticals and Rationale for Volume, FY'2015
Table 5 4: India Online B2B Classifieds Listings by Major Supplier State and Rationale for Number of Customers, FY'2015
Table 5 5: India Online B2B Classifieds Listings by Source of Revenues- Subscription and Listing and Rationale for Revenues, FY'2015
Table 5 6: India Online B2B Classifieds Listings by Large Scale Suppliers and MSMEs and Rationale for Volume, FY'2015
Table 5 7: India Online B2B Classifieds Listings by Manufacturers, Traders and Service Providers and Rationale for Volume, FY'2015
Table 5 8: Market Share of Major Players- IndiaMART, Tradelndia, Alibaba and Others in India Online B2B Classifieds Market, FY'2015
Table 5 9: Competitive Landscape of Major Players- IndiaMART, Tradelndia and Alibaba in India Online B2B
Classifieds Market

Table 5 10: Future Drivers for Online B2B Classified Market
Table 5 11: India Online B2B Classifieds Market Segmentation by Unpaid and Paid Registration on the Basis of Number of Registrations in Thousands, FY'2010-FY'2015
Table 5 12: Recommendations for Future Performance of India Online B2B Classifieds Market
Table 6 1: Table 6 2: Drivers for Online B2C Classified and Developments Year-on-Year
Table 6 3: India Online B2C Classifieds Market Segmentation by Unpaid and Paid Registration on the Basis of Number of Registrations in Thousands, FY'2010-FY'2015
Table 6 4: Packages of Major Players- Justdial, Sulekha and Askme in India Online B2C Classifieds Market
Table 6 5: India Online B2C Classifieds Listings by Search Medium and Rationale for Number of Searches, FY'2015
Table 6 6: India Online B2C Classifieds Listings by Premium and Non-Premium and Rationale for Volume, FY'2015
Table 6 7: India Online B2C Classified Market Segmentation by Normal and Premium Listings on the Basis of Total Number of Online Listings in Thousand Units, FY'2010-FY'2015
Table 6 8: India Online B2B Classifieds Listings by Cities and Rationale for Revenues, FY'2015
Table 6 9: India Online B2C Classified Market Segmentation by Region on the Basis of Total Online Listings, Paid Listings in Thousands and Revenue in INR Million, FY'2015
Table 6 10: Business Strategies of Just Dial
Table 6 11: Justdial Ltd Operating Revenues Segmentation by Search related Activities and Other Operating Revenues in Percentage (%) and INR million, FY'2015
Table 6 12: Key Performance indicators of Justdial Ltd, FY'2010-FY'2015
Table 6 13: Comparative analysis of Major Players- Justdial, Sulekha and Askme in India Online B2C Classifieds Market
Table 6 14: Market Share of Major Players- Justdial, Sulekha, Askme and others in India Online B2B Classifieds Market by Revenues, FY'2015
Table 6 15: Future Drivers for Online B2C Classified Market
Table 6 16: India Online B2C Classifieds Market Segmentation by Unpaid and Paid Registration on the Basis of Number of Registrations in Thousands, FY'2010-FY'2015
Table 6 17: Recommendations for Future Performance of India Online B2C Classified Market
Table 7 1: Drivers for Online C2C Classified and Developments Year-on-Year
Table 7 2: India Online C2C Classifieds Listings by Verticals and Rationale for Volume, FY'2015
Table 7 3: India Online C2C Classifieds Listings by Cities and Rationale for Volume, FY'2015
Table 7 4: India Online C2C Classifieds Listings by Source of Revenues- Advertisement and Listing and Rationale for Revenues, FY'2015
Table 7 5: India Online C2C Classifieds Market Segmentation by Mode of Listing (Mobile, Desktop) on the basis of Number of Listings, FY'2015
Table 7 6: India Online C2C Classifieds Market Segmentation by Age on the basis of Number of Listings, FY'2015
Table 7 7: India Online C2C Classifieds Market Segmentation by Gender on the basis of Number of Listings, FY'2015
Table 7 8: India Online C2C Classifieds Market Segmentation by SEC Classification on the basis of Number of Listings, FY'2015
Table 7 9: Market Share of Major Players- OLX, Quikr, Click.in and Others in India Online C2C Classifieds Market, FY'2015
Table 7 10: Competitive Landscape of Major Players- IndiaMART, TradelIndia and Alibaba in India Online B2B Classifieds Market
Table 7 11: Future Drivers for Online C2C Classifieds Market
Table 8 1: Drivers for Online Real Estate Classified and Developments Year-on-Year
Table 8 2: Analysis of Subscription Fees Charged by Major Players- 99 Acres, Makkkan.com, Magic Bricks in India online Real Estate Market
Table 8 3: India Online Real Estate Classifieds Listings by Verticals and Rationale for Volume, FY'2015
Table 8 4: India Online Real Estate Classified Listings by Type of Customers- Brokers, Builder and Owners and Rationale for Volume, FY'2015
Table 8 5: India Online Real Estate Classifieds Market Segmentation by Source of Revenues-Advertisement, Subscription and Lead Generation and Rationale for Revenues, FY'2015
Table 8 6: Market Share of Major Players- 99 Acres, Magic Bricks, Common Floor, Housing, Makaan, India Property and Others in India Online Real Estate Market, FY'2015
Table 8 7: Competitive Landscape of Major Players- 99 Acres, Magic Bricks, Common Floor, Housing.com, Makkkan.com in India Online Recruitment Market
Table 8 8: Pricing Analysis of Different Listing Packages of 99acres.com
Table 8 9: Annual Pricing Analysis of Different Listing Packages of 99acres.com
Table 8 10: Pricing Packages for Individual Property Owners, as on 1 March 2016
Table 8 11: Pricing Analysis of Listing Packages for Different Customers Categories on Makaan.com
Table 8 12: Future Drivers for India Online Real Estate Classified Market
Table 9 1: Drivers for Online Recruitment Classified and Developments Year-on-Year
Table 9 2: India Online Recruitment Classifieds Listings by Corporates and Rationale for Volume, FY'2015
Table 9 3: India Online Recruitment Classifieds Market Segmentation by Source of Revenues- Recruiters and Job Seekers and Rationale for Revenues, FY'2015
Table 9 4: India Online Recruitment Classifieds Market segmentation by Major Cities and Rationale for Revenues, FY'2015
Table 9 5: India Online Recruitment Market Segmentation by Industry (IT/ITES, Real Estate, Healthcare, Manufacturing and Others) on the Basis of Customers, FY'2015
Table 9 6: Comparative landscape of Major Players- Naukri.com, Monster India, TimesJob.com and Shine.com in India Online Recruitment Market
Table 9 7: Business Performance Metrics of Hiree.com, FY'2015
Table 9 8: Key Performance Indicators of Hiree.com, as on 22 February 2016
Table 9 9: Pricing Plans for Naukri.com Resume Database Access
Table 9 10: Pricing Plans for Vacancy Listings on Naukri.com
Table 9 11: Pricing Plans for RESDEX and Vacancy Listings on Naukri.com
Table 9 12: Smart Match Packages for Shine.com
Table 9 13: Combo Offer Packages for Shine.com
Table 9 14: Market Share of Major Players- Naukri.com, Monster.com, Shine.com, Timesjob.com, Hiree.com and Others in India Online Recruitment Market on the Basis of Revenues, FY'2015
Table 9 15: Future Drivers for India Online Recruitment Classifieds Market
Table 10 1: Drivers for India Online Automobile Classified and Developments Year-on-Year
Table 10 2: India Online Automobile Classifieds Listings by Different Type of Cars and Rationale for Volume, FY'2015
Table 10 3: India Online Automobile Classifieds Listings by Type of Fuel and Rationale for Volume, FY'2015
Table 10 4: India Online Automobile Classifieds Listings by Different Brands and Rationale for Volume, FY'2015
Table 10 5: Market Share of Major Players- CarWale, CarDekho, CarTrade, ZigWheels and Others in India Online Automobile Classifieds Market, FY'2015
Table 10 6: Competitive Landscape of Major Players in India Online Automobile Classified Market
Table 10 7: Future Drivers for Online Automobile Classified Market
Table 11 1: Drivers for India Online Matrimonial Classified and Developments Year-on-Year
Table 11 2: India Online Matrimonial Classifieds Listings by Paid and Unpaid and Rationale for Volume, FY'2015
Table 11 3: India Online Matrimonial Market Segmentation by Paid and Unpaid Registrations on the Basis of Number of Registration in Million, FY'2010-FY'2015
Table 11 4: India Online Matchmaking Market Segmentation by Geography--Tamil Nadu, Maharashtra, Delhi, West Bengal, Karnataka and others on the Basis of Total Registrations in Percentage (%) and Million, FY'2015
Table 11 5: India Online Matrimonial Classifieds Paid Listings by Monthly and Annual Membership and Rationale for Volume, FY'2015
Table 11 6: Product Pricing of Online Matchmaking Websites in India
Table 11 7: India Online Matrimonial Classifieds Listings by Mobile and Website Users and Rationale for Volume, FY'2015
Table 11 8: Consumer Profile of India Online Matrimony by Gender (Male, Female), Age Group (18-25,26-35,36-45,46-60 and above 60 years), Working Class (Professional and Business), Annual Income Level (0-5,5-10,10-20,20-30 and above 30 Lakhs) and Religion (Hindu, Muslim, Sikh, Christian and Others) on the Basis of Number of Registrations in Percentage (%) and Million, FY'2015
Table 11 9: Comparative Analysis of Major Players- Jeevansathi, Bharat Matrimony, Shaadi.com in India Online Matrimonial Market
Table 11 10: Market Share Analysis of Major Players- Bharat Matrimony, Shaddi.com, Jeevansathi.com and Others on the Basis of Revenues in INR Million and Number of Registrations in Million, FY'2015
Table 11 11: Company Profile of Bharat Matrimony.com
Table 11 12: Pricing Packages of Bharat Matrimony in India
Table 11 13: Company Profile of Shaadi.com
Table 11 14: Pricing Packages of Shaadi.com in India
Table 11 15: Company Profile of JeevanSathi.com
Table 11 16: Pricing Packages of Jeevansathi.com in India
Table 11 17: Future Drivers for India Online Matrimonial Classifieds Market
Table 12 1: Key Performance Indicators of Quikr Homes, as on 1 March 2016
Table 13 1: Number of Mobile Application Downloads of Major Players- Naukri.com, Monster India. TimesJob.com, Indeed.co.in and Shine.com in India Online Recruitment Market, FY'2015
Table 14 1: Future Drivers for India Online Classified Market
Table 15.1: Number of MSMEs in India in Million, FY'2010-FY'2020
Table 15.2: Number of Graduates in India, FY'2011-FY'2020
Table 15.3: Number of Internet Users in India, FY'2010-FY'2020
Table 15.4: Number of Smartphone Users in India, FY'2010-FY'2020
Table 15.5: India Real Estate Market, FY'2010-FY'2020

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