

COMPANY BOOTH

adChakra 20

Search , mobile, social or internet display... Talk to your Audience through the most relevant digital medium. Take the complexity out of your campaign management and media buying across branding and performance campaigns.

Take advantage of our team's experience in technology and scale. Brands like NIIT, Acer, Toyota and many others have trusted Adchakra to get the Maximum ROI from digital media.

With presence across all over India, Adchakra makes sure you get the best of long tail and mainstream inventory with complete transparency and a dedicated servicing team.

Ask our team on "how to optimise your ad-spend across channels".

www.adchakra.net

ADTECH 55-56

ADTECH is an international supplier of digital marketing solutions and is AOL Advertising's ad serving platform. The company's flagship product is an integrated ad server solution that enables web publishers, ad networks, agencies and advertisers to manage, serve and evaluate virtually any kind of online advertising campaign including display, video and mobile formats. ADTECH's solution differentiates itself from the competition through its scalable, enterprise-class infrastructure and user-friendly tools, providing users with increased efficiency, reliability and ROI for their online advertising business. ADTECH customers include major players like BSKyB, Hi-media and Gannett. ADTECH AG is a wholly-owned subsidiary of AOL Inc.

en.adtech.info/home

affinity 42

Affinity is a high-performance, response-driven online advertising network. Affinity enables over 75,000 advertisers from across the globe to - drive traffic, garner leads, generate sales, & achieve conversions on a PPC/CPA basis. Affinity's ad platform enables brands in India to contextually connect with over 35 Million Indian internet users each month. This is achieved through exclusive contextual ad distribution on Affinity's network of 25,000+ partner network sites. These represent a potent mix of Search, Domain Parking, Toolbars, In-Text, and other contextual traffic properties from across the globe attracting quality converting

www.affinity.com

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CLINCK™ 24-25

Ideacts Innovations via its brand CLINCK aggregates the large and unorganized Indian Cyber Cafe Market. CLINCK powers cafes with efficient management software and converts all terminal desktops into its desktop portal – CLINCKDesktop.

A default portal that provides search, content, brand communication directly on the desktop and Operates on 100% Accurate Geo-Targeting.

As on Date, 16.6 Million Users p.m from 13,500+ Cafes across 261 Cities in India access the CLINCK Desktop.

Backed by Sequoia and SVB Capital, CLINCK in 4 Years has grown into a widely used medium across brand categories and has strategic partnerships with internet entities like Google, Facebook, YouTube, Yahoo, Microsoft, India.com among others.

www.clinck.in

clovenetwork 65

Clove Network, a Right Spot Media company, is an online advertising network providing targeted reach and quality inventory. Right Spot Media also owns and manages Lead Cola, a performance-based CPA network. Our goal is to provide a full roster of online media solutions to brands that need performance and measurable reach. We enable marketers to reach their target markets through the internet which is one of the fastest growing media channels in the world. We do this by providing a comprehensive solution for planning and implementing profitable online advertising campaigns. As an online media and technology company, we serve both Advertisers and Publishers. Visit our booth and learn more about how we can take your brand to the next level.

www.clovenetwork.com

COMSCORE 32

comScore is a global leader in measuring the digital world and the preferred source of digital marketing intelligence. Through a powerful combination of behavioral and survey insights, comScore enables clients to better understand, leverage and profit from the rapidly evolving worldwide web and mobile arena.

comScore provides syndicated and custom solutions in online audience measurement, e-commerce, advertising, search, video and mobile and offers dedicated analysts with digital marketing and vertical-specific industry expertise. For more info visit:

www.comscore.com

deals and you

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Deals and You is one of the largest group buying portals in India and features daily deals on the best things to do, see, eat, and buy in leading cities. Deals and You is a venture between the Group Buying Global AG & Harish Bahl. Deals and You in a very short duration of time, has broken into the top 150 websites* in India and amongst the top 25 online retail portals. Deals and You has a national presence with a physical presence in the cities of Delhi, Chandigarh, Mumbai, Pune, Hyderabad, Bengaluru and Chennai. By the end of 2011, we plan to have a physical presence in over 24 cities.

www.dealsandyou.com

FASHION & YOU

Indulge Yourself

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Fashion and You is India's leading private sales website and a leader in the Indian Online Fashion & Luxury Industry. Fashion and You is an invitation-only private sales club, which partners with high fashion and luxury brands and holds private sales events at prices up to 80% off retail. Fashion and You is part of a Global Brand Alliance of Private Sales Clubs and has offices in Gurgaon, Mumbai, Bangalore.

www.fashionandyou.com

hover.in

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Hover is a user-engagement platform that adds context on the web, within text on digital media. Hover works with large portals analyzing more than 500,000,000 words everyday engaging users via several million hovers a month, and has worked with brands such as Symbiosis, Sikkim Manipal, Games2win among others. Hover invites marketers in 2011, to position their products for maximum brand-recall by turning text into true brand ambassadors through HoverAds.

www.hover.in

InMobi

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InMobi is the world's largest independent mobile advertising network. With offices on four continents we provide advertisers, publishers and developers with a uniquely global solution for advertising. Our network is growing and now delivers the unprecedented ability to reach 200 million consumers, in over 125 countries, through more than 31.5 billion mobile ad impressions monthly. Most recently selected as the 2010 AlwaysOn Global 250 Companies to Watch, InMobi is venture-backed by investors including: Kleiner, Perkins, Caufield & Byers and Shergalo Ventures. The company has offices in London, San Francisco, Bangalore, Tokyo, Nairobi and Singapore. Please visit www.InMobi.com. Twitter @InMobi.

www.inmobi.com

Jivox

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Jivox is India's number one interactive online video advertising company that enables agencies, brand advertisers and publishers to deliver highly engaging cross-platform online video advertisements yielding significant uplift to campaign performance via interactive and social widgets. Jivox analytics tools like BrandGage provide accurate measurement of online video advertising campaigns using metrics that are substantially more evolved than just click-through rates. Jivox is a privately held company headquartered in San Mateo, California with a development office in Bangalore and sales offices in the US (New York, Los Angeles, San Mateo) and India (Bangalore, Delhi, Mumbai). For more information about Jivox, please visit www.jivox.co.in.

www.jivox.co.in

komli

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Komli Media is Asia Pacific's leading digital media platform. Komli Media reaches over 30 million unique users through 200 partner websites and work with over 100 advertisers across Asia Pac, Europe, USA and North America.

Komli Media powers India's only ad network platform with solutions across lead acquisition, audience targeting, rich media, online audience measurement and brand impact measurement. Komli Media also represents premium content channels in the Autos, Lifestyles, News, Sports, Technology, Entertainment, Youth and Business and Finance segments across the Internet.

Headquartered in Mumbai, Komli Media is also present in New Delhi, Bangalore, London, Melbourne, Sydney, Singapore, New York, Palo Alto, and Toronto.

www.komli.com

LUKUP

Content, In Context.

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Our mission is to make interactive content and applications easy to create and accessible to audiences on TV, mobile phones, and internet connected devices.

lukup was set up in 2009 to change the way we create, consume, interact with each other on mobile phones, televisions and internet connected devices. lukup has evolved to become a software platform that provides an end to end solution to create interactive content and deliver them to consumers.

lukup today enables advertisers, publishers, developers and operators to deliver highly engaging applications and reach their target audience on any digital platform.

www.lukup.com

MAGNON SOLUTIONS 

Wala Win, Whenever

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Magnon Solutions is one of the pioneering digital agencies in India with over a decade of experience in the interactive space. A full-service, single-window digital agency, Magnon employs a massive team of nearly 150 professionals with offices in New Delhi and Mumbai. Ranked among the Top 25 Internet companies in India, Magnon has perhaps the most enviable clientele in the Indian digital landscape which includes marquee names like Adidas, Airtel, Axis Bank, Baxter, Daikin, Emaar MGF, Fortis, HBO, HDFC, Hilton, Hyundai, Marks & Spencer, Maruti, Michelin, NEC, Pioneer, Samsung, Schneider, Suzuki, TCS and Videocon...among several other esteemed customers.

www.magnonsolutions.com


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MainADV is a long experienced team; working in web marketing since 1998. Consequentially, we hold a strong expertise on web marketing. Our aim is adding value on sales through technology and web marketing by means of the best web advertising systems. We support customers in achieving excellent visibility on the advertising channels. To help the advertisers and publishers we have started with IndiaON platform for the best advertising solution. We take care of every aspect of digital marketing strategy, from planning to execution and acquisition. We are focused on delivering qualified traffic, increasing ROI, and adding value with incremental sales.

www.mainadv.com


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Microsoft Advertising provides world-class advertising tools and solutions for digital advertisers and publishers to drive brand and consumer engagement. The portfolio includes all of our digital advertising businesses: our global media network that includes MSN, Windows Live, Office Live, XBOX, Bing, Facebook & more, and our global technology platforms and tools that include Atlas, adCenter, Microsoft Media Network, Massive & ScreenTonic, which together create engaging digital advertising experiences for their consumers. Microsoft Advertising helps make buying and selling media simple, smart and more cost-effective across media and devices in the Microsoft network of properties and beyond, which spans 42 markets globally & 21 languages.

advertising.microsoft.com/india


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Millward Brown Digital is the digital marketing effectiveness and measurement arm of Millward Brown (a WPP company). It has 10+ years digital & media expertise, having evaluated, over 7,000 campaigns across 27 digital platforms. In India it has evaluated over 25 campaigns in the last few months of it

being setup, for leading brands across the Telecom, FMCG, Technology, Consumer Electronics, Beverages industry. It offers solutions across Display, Mobile, Facebook Fan Page, Social Media, Video, Creative testing, Website evaluation, Cross Media, and custom digital research. Our normative benchmark scores for digital campaigns, across industries, is the most sought after.

www.millwardbrown.com


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Ohana Media is a technology driven advertising startup based out of Hyderabad, Mumbai, New Jersey and California. Our flagship product OhanaQB is a Unified Audience Marketing platform helping marketers collect data across multiple digital touch-points including Search, Display, Social Media, Email and Direct Website Visits; process this data to generate insights and recommendations; and take action by personalizing the marketing experience to customers and prospects across each of these touch-points.

For more information, please visit www.ohana-media.com and www.ohanaqb.com. Or get in touch with us at aloha@ohana-media.com

www.ohana-media.com
rediff.com

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Rediff.com is recognized in India as one of the premiere Internet destinations worldwide, providing online consumer and business offerings to the global Indian community. Rediff.com has expanded its technology offerings, moving beyond traditional e-mail communications and news-oriented services, and today, is an emerging player in social networking and e-commerce. The Company also is well-positioned in new and emerging categories, such as online gaming, music and video sharing and mobility. In addition to Internet-related services, Rediff.com also publishes two weekly newspapers, "India Abroad" and "India in New York", which are targeted at the Indian-American community based in the United States and Canada.

www.rediff.com


F&B

SapientNitro, part of Sapient, is an integrated marketing and technology services company. As Idea Engineers, we create deeply resonant, emotional moments that occur between a consumer and a brand. Through these moments we're able to observe, interpret and influence behaviour, thereby establishing richer, lasting, mutually beneficial consumer/brand relationships.

www.sapient.com/en-us/sapientnitro.html/



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Smart AdServer is an international ad serving solution for ad networks, publishers, advertisers and agencies. It also provides tools for mobile advertising (WAP, web apps and applications iPhone / iPad). Smart AdServer offers innovative trafficking solutions and advanced pre-programmed tools, all within an easy-to-use, user friendly interface. Smart AdServer has a global range of solutions: Standard ads, Rich Media, Video, Unsold inventory optimization. Thanks to an outstanding service, support and flexibility, Smart AdServer has grown rapidly with now 7 offices worldwide, and 250 clients incl. Carwale, Performics, Starcom, Mindshare, Mediacom, Meetic, Reed Business, Fox International, Axel Springer, Radio Canada.

www.smartadserver.co.uk



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Strategic Outsourcing Services is the leading provider of Business Data and Marketing Outsourcing Services. Strategic is a trusted marketing partner for 18,000 Businesses, advertisers, publishers and media firms.

Our expertise lies in providing Marketing Outsourcing Solutions, B2B data solutions for our clients. Our services include email database marketing and Global data management. At Strategic, even the most complex data management projects are delivered with ease and a quick turnaround.

We also offer graphic designing, end-to-end online marketing solutions, content, software and new social media campaigning solutions. We are India's Largest Marketing Outsourcing Provider with over 1200 staff in our Group.

www.strategicoutsourcingindia.com/outsourcing-marketing.asp



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Tekno Point Interactive offers premium web production services. Our expertise is to produce rich & interactive content, applications for web and mobile devices. You can depend on us for key technical skills like Advanced Flash and Flex, PSD to HTML5/CSS, X-Code, WordPress etc.

Why Tekno Point Interactive ?

We have presence in Mumbai and Bangalore, however our process and IT infrastructure is capable of serving all geographies. Our failures in past have taught us that communication is the key to success of any collaborative effort. Be it production of rich media banners or development of an engaging game or application - You ideate, we execute.

Leverage your understanding of brands you serve. Go Digital.

www.teknopoint.tv/web-production



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The Nielsen Company is a leading global information and measurement company that provides its clients with a comprehensive understanding of the media consumption habits and purchasing behaviours of today's consumers and, critically, the relationship between content and commerce. Nielsen delivers unique media and marketing information, analytics and industry expertise about what consumers watch, read, listen to, share, interact with and buy. Our information, insights and solutions help our 20,000+ clients around the world maintain and strengthen their market positions and identify opportunities for profitable growth.

in.nielsen.com/site/Index.shtml



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The Wall Street Journal Asia is the leader in global business news for Asia. It provides indispensable news and analysis of regional and global business developments for an influential pan-Asian audience of corporate and government decision-makers.

The Wall Street Journal Asia delivers unparalleled news and analysis through a vast network of online and digital platforms. Online, WSJ.com is the leading provider of business and financial news and analysis on the web. Digital offerings such as WSJ India Mobile and WSJ Tablet edition also continue to grow as the desire for news on-the-go inspires new technologies, expanded functionality and enhanced delivery.

online.wsj.com/public/page/news-india.html



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ThoughtBuzz: Making sense of the Buzz

ThoughtBuzz enables you to cut through all the unnecessary chatter and get right to the heart of the matter - providing you with information that is specific and relevant to you and your brand. This easy-to-use web-based tool enables you to automatically sift through all the chatter that accumulates on social networking services - disregarding those that have no value, while providing you with the sentiment of each comment made, together with a detailed analysis of where most of your 'buzz' originated from, in terms of tweets, facebook posts, blogs etc. Log onto www.thoughtbuzz.net for more information today!

www.thoughtbuzz.net



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Times Internet Limited, (TIL), is the internet venture of India's largest media house - the Times Group. Leading India's internet revolution, TIL has emerged as the foremost web entity, running diverse niche websites.

Indiatimes.com, TIL's flagship brand stands tall on telecom, e-commerce, online advertising solutions and communities content. The most preferred online and mobile value-

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added services destination, Indiatimes.com gets over 575 million page views per month. In the mobile space, Indiatimes 58888 is the largest direct-to-consumer SMS and IVR shortcode, accessed by over 50mn consumers across all telecom operators. TIL portfolio also boasts of timesofindia.com, and economicstimes.com, no.1 news and business news sites.

www.indiatimes.com



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Tribal Fusion is a digital marketing solutions company that drives superior results at all levels of the purchase funnel. Our vertical teams leverage industry-specific knowledge of "what works" to create customized solutions for brands to help them advertise online globally. From custom "brand channels" to vertical-specific targeting tools, we offer smart solutions that drive great results. Owned by Exponential Group, Tribal Fusion is headquartered in Emeryville, CA and operates offices across the US, UK, India, Australia, Canada, Spain, South Africa, Singapore, Malaysia, Hong Kong, Indonesia, Dubai, Saudi Arabia and Egypt. It is one of the leading ad networks in India, reaching 23.3 million unique users (Source: comScore, Nov'10).

www.tribalfusion.com



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vCommission is India's first international affiliate network with exclusive CPA offers! Established in 2008, vCommission has over 6000 registered affiliates and leverages performance to hundreds of brands worldwide! Every Lead Generation campaign at vCommission is a custom tailored solution to deliver quality leads. vCommission is a division of VC Internet Media Private Limited.

VC Internet Media Private Limited is an Internet Marketing company specializing in Affiliate Marketing and Digital Marketing Solutions. We provide our clients with vibrant and customized Online Marketing solutions right from Market Research, Media Planning and Interactive Online Marketing suggestions to its superlative execution for maximum brand visibility and guaranteed ROI.

www.vcommission.com



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VivaKi leverages the skill and size of the world's two largest digital specialist agencies (Digitas and Razorfish) and the world's two largest media communications companies (Starcom MediaVest Group and ZenithOptimedia) in ways that allow Clients to achieve their performance goals and be first, best and only.

VivaKi exists to help its brands navigate the overlapping areas of three vital categories – "Earned" media (when advocates spread your message through social media channels or by word of mouth), "Owned" media (such as brand websites and customer relationship management databases) as well as the "Paid" media of traditional advertising.

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To get in touch with us at VivaKi, please call Pallavi at 9810845675.

www.vivaki.in



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Webfluenz is a proprietary, easy to use, flexible, scalable and detail orientated product that is built on advanced Natural Language Processing Semantic search that mine millions of pages of data from the web and generates some of the most sophisticated insight and actionable real time intelligence for you, your company, business or brand

Webfluenz is designed to Listen, Monitor and Engage with conversations in progress on the Real Time and Social Web. With Webfluenz you can discover consumer intent, sentiment, who and what is impacting and influencing your brand, product and sales on the Real Time and Social Web.

www.webfluenz.com



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Win Information Technologies (WINIT) is one of the foremost mobile application development firms developing impactful go-to-market mobile strategies, supported by Web and, to the needs of a global clientele for the past 13 years. WINIT specializes in creating iPhone, iPad, Android, Blackberry, Symbian & Windows Mobile applications. WINIT is adept in delivering both "native mobile applications" and "mobile sites."

www.winitsoftware.com/



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Xapads is India's first purely Transparent, Global and Premium Online Advertisement Network that combines innovative ad serving technology with engaging creative to lift brand and performance metrics. Since our inception 3 years ago, we have built an extensive aggregate network of over 3500 affluent partners, with hundreds of premium and thousands of mid-tail publishers reaching more than 75 million unique users, serving over a billion ad impressions from 170+ countries. Xapads is a wholly owned subsidiary of Xaprio Holdings, a business group with interests in Web Application Development, Graphics Designing, BPO & Online Marketing. Xapads is considered as synonym of premium quality, great support & value-for-money.

www.xapads.com/



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Yahoo! is intensely focused on creating digital content and experiences that connect people to what matters most to them. We provide engaging and innovative canvases for advertisers to connect with their target audiences using our unique blend of Science + Art + Scale. Yahoo! is

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headquartered in Sunnyvale, California. Yahoo! India (www.yahoo.in) was launched in June 2000 and has established itself as a leading Internet brand with highly engaging media properties and communication tools. Yahoo! India empowers you and offers a range of products and online tools to discover your world on the Web.

www.in.yahoo.com



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ZEDO is the world's third largest Internet advertising technology provider, with multiple products and services. ZEDO has the largest independent ad server and focuses on selling behavioral targeted campaigns for high volume web publishers. ZEDO also offers publishers extensive ad serving products with innovative features.

www.zedoadnetwork.com



69 & 7

Blyk is a messaging media that works with mobile operators to link young people with brands and other stuff they like.

Blyk was founded in 2006, by Pekka Ala-Pietila (ex-President of Nokia) and Antti Öhrling (CEO of Contra), as the World's first ad-funded mobile network (MVNO).

Blyk has pioneered the use of interactive text and multi-media messaging as an advertising format, leveraging the most predominant, everyday behavior of young people (sending and receiving messages on their phones) and enabling young people to communicate with brands in the same way they do with everyone else.

Blyk launched in India with Aircel across the entire country and is targeted to 16-29 year olds.

www.blyk.com



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NetworkPlay Media Pvt Ltd is India's fastest growing media company with assets through alliances across various touch points including Web, Mobile, Direct-to-Home TV, Events and Publishing. Having started its operations in October 2008, NetworkPlay has been a pioneer in turning around the dynamics of the business in the marketplace.

In the web it operates in the brand and performance space under umbrella brands called Impact & Results. NetworkPlay "Impact" is a hybrid ad-network with exclusive alliances with top tier transactional sites and is a clear leader in the travel category covering 33% of the Indian online audience. This same brand operates its Mobile & DTH businesses where exclusive operator inventory makes it a clear leader.

NetworkPlay "Results" is the Pay For Performance model operating again in a hybrid format with affiliates and ad-network combined into one. It uses Direct Track and Right Media as a lethal combination and has a robust product that

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delivers fraud free highly cost effective CPC and CPL services.

NetworkPlay Events has the most powerful events in the country through its alliance with DMG Events and hosts ad:tech in India through an exclusive JV. ad:tech is the world's largest advertising & technology event and is conducted across 7 countries world wide.

Imedia Brand & Agency Summits are the other two events under the DMG licence that NP operates in India.

NetworkPlay Publishing runs the online version of Imedia and is called Imediacommunication.in.

www.networkplay.in



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SEO Next is amongst the world's leading Search Engine Optimization companies with offices in the US, UK and India. With 5 years of experience and countless first page rankings who wouldn't feel a little more confident in the ability of our world class staff? With a team of over 200 dedicated SEO experts working full time on SEO, SEM, development and website design, SEO Next is the partner you've been searching for to help you dominate the online market. SEO Next is growing larger and stronger every month with SEO firms in the US, UK, and Australia handling over 500+ clients collectively. <http://www.seonext.co.in> <http://seonext.com> <http://seonext.co.uk>

www.seonext.co.in



Jagran Solutions is a new age marketing agency that provides solutions for Brand Activation via Consumer Connect Strategies. We connect brands with customers; & create involving experiences, participatory journeys and meaningful relationships, grounded in consumer, community, communication and personalization. We have pioneered the process of promotional marketing which enables on-ground media to build brands, engage consumers and deliver duplication free approach to reaching target audience, thus optimizing Return on Investment. We are a part of Jagran Prakashan Ltd & offer integrated on-ground media solutions across industries. We are proud to be known as the youngest most awarded brand activation agency.

www.jagransolutions.com



Times Business Solutions Limited (TBSL) – Is the online classifieds initiative of The Times Group, India's largest media conglomerate. TBSL ranks among the top internet companies in India, operating a portfolio of the notable brands - TimesJobs.com, MagicBricks.com & SimplyMarry.com, which are all leaders in their respective categories of Jobs, Property & Matrimony. TBSL also

operates several innovation brands including Ads2Book.com, YoList.com, DialBPOJobs, TechGig.com & PeerPower.com. With its focus on providing users with value generating interactive platforms in this ever-changing, dynamic environment; TBSL's brands are able to command an audience of over 25% of India's digital population across its online properties.

www.tbsl.in



ibibo Web (p) Ltd, owns India's leading social and casual gaming platform, ibibo.com and fast growing e-commerce properties such as Goibibo.com (Travel) and Tradus.in (Shopping). ibibo also runs a fast growing Advertising platform providing mass customized solutions to brands and a performance based advertising network helping companies achieve their goals. Business Week named ibibo.com as world's top 50 technology start ups.

We enable advertisers to connect with their TG via engaging social and gaming applications customized on Facebook, [ibibo](http://ibibo.com) and mobile platforms on the fly. More than 100 brands have already tasted success with us. We also enable brands to leverage our popular social games via the route of branded virtual items.

www.ibibo.com