

Global Investment Partners

Indian Social Media Report

Recently, Global Investment Partners has undertaken a detailed analysis on the trends of the Top 100 websites visited by Indians, Most popular Facebook pages, Most Popular Celebrity Facebook Pages & Most popular Sports Facebook Pages.

Here are some highlights and some observations:

Engines & Social Media.

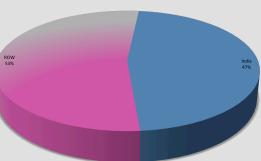
- Amongst the top 100 websites visited by Indians there is fairly equal popularity for the Indian websites such as Snapdeal, Flipkart...
 vs. 'Rest of the World' websites such Google, Linkedin...
- Most popular Indian Websites happen to be News & E-Commerce sectors and the most popular 'Rest of the World' websites are Search

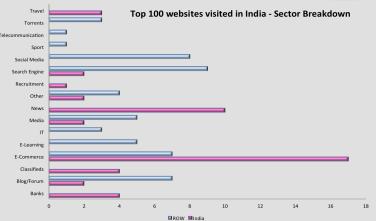


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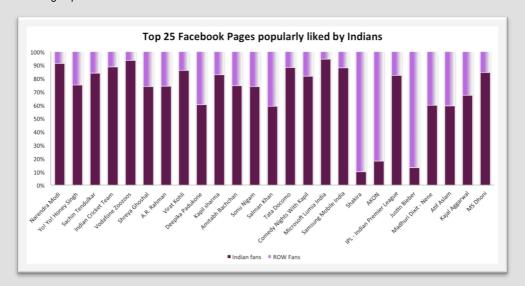
Top 100 Websites visited In India - Indian Websites vs Rest of the World



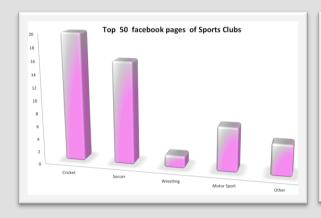


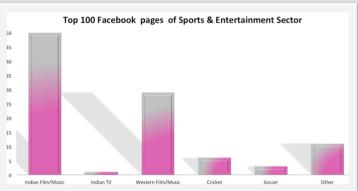
- As far as Travel & Tourism is concerned none of the 'Rest of the World' websites, i.e. Expedia, Lastminute, Hotels do not feature as popular compared to local travel sites like Makemytrip and Yatra.
- When it comes to E-learning, all the popular websites visited by Indians are 'Rest of the World' websites. We think this is line with Indian Government's push for higher E-learning revolution in India, based on the current Indian Prime Minister's dream to see a Digital India this decade might change this equation.

- Recruitment & HR is an interesting area again Only Naukri.com, which is an equivalent of Seek.com, features in the popular top 100 websites in India. This could be an area of interest and sector to watch closely.
- Sports Cricinfo.com ranking 46th out of the 100 popular websites is the only sports site. Clearly Cricbuzz's acquisition by Times of India recently may change this soon. But again this is an interesting space for CricHQ.com (World's most advanced cricket data analytics company with a clear vision to redefine how Cricket is Administered, Analysed & Followed) to make its presence felt in India stronger than ever before with its strategy to cater to cricket fans from grassroots of cricket to International Cricket.
- When it comes to Top 25 Facebook pages viewed in India Only Shakira, Akon & Justin Beiber are the popular western individuals who have created big impression on the Indian Fans.



- Indian Film & Music certainly takes the top spot as a sector in terms of attracting maximum fan base on Social media channels in India.
- Everyone knows Cricket & Cricket leagues like Chennai Super Kings & Mumbai Indians would feature as popular team pages visited by Indians on Social media sites, but what is interesting is the growing fan base for Soccer & Soccer clubs in India.





Last but not least, we have also discovered that Indians follow their favorite celebrities, sportsmen/women, politicians or Statesman
mostly through Social media channels as opposed their Individual websites. Therefore you would see that Prime Minister Narendra
Modi & Virat Kohli's Facebook & Twitter pages are more popular than their website.