

December 4, 2013

To
National Stock Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex,
Bandra (E),
Mumbai-400051.

Ref. Just Dial Limited (Stock Symbol - JUSTDIAL)

Subject: Just Dial announces launch of Search Plus Services

Dear Sir/Madam,

Just Dial Limited (“**Just Dial**”) formally announces the launch of its ‘Search Plus Services’ for its users. These services are aimed at enabling Just Dial’s users to undertake several day-to-day tasks conveniently on a single platform. With this launch, Just Dial is transitioning from being solely a local search engine in India to being a service provider facilitating transactions between consumers and providers of various products and services through an online platform. Just Dial expects that this online platform will significantly benefit SME’s offering various products and services.

Just Dial will be formally announcing the range of services at its corporate event, which will be hosted at Mumbai on December 7, 2013 (the “**Corporate Event**”). The services proposed to be offered will be unveiled by our brand ambassador Shri Amitabh Bachchan. However, the commercial launch of these services shall be subject to obtaining necessary approvals.

The following services are proposed to be launched at the Corporate Event:

Market place: Just Dial through will facilitate purchase of various branded goods through its online platform. Such goods would include mobile phones, camera etc. and the same would be sold by the neighborhood stores participating through this platform. For users, this platform will provide an opportunity to discover *best* price for the relevant product. Leveraging the existing ecosystem for door delivery of goods by local merchants, the users could expect same day delivery. Users will also be able to rate various vendors regarding services provided, which will provide valuable inputs to other users. Please note Just Dial will be neither holding inventory nor delivering the products.

Other online services expected to be launched: Such services would include ordering of flowers, groceries and fixing appointments with doctors etc.

For **Just Dial Limited**



Ramkumar Krishnamachari
Chief Financial Officer
Mumbai, December 4, 2013



Just Dial Limited

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