

India entry strategy for a classified magazines publisher

- ▶ Leading European classified magazines publisher keen on exploring opportunities in the Indian media industry
- ▶ Heernet ventures analysed opportunities in a number of classified advertising sectors
- ▶ As part of the assignment in India, detailed “on the ground” research was carried out in a number of major Indian cities

A leading European classified magazines publisher (publishing approximately 100 print titles and websites) was keen to explore investment opportunities in the Indian media market. The company was particularly interested in classified advertising verticals such as property and automotive. It also needed to formulate its entry strategy (acquisition, organic growth or joint venture).

Heernet ventures was engaged to undertake the assignment including detailed “on the ground” research in a number of Indian cities.

Heernet ventures analysis consisted of three elements: a study of the structure and growth prospects of the Indian classified advertising market and the key growth drivers behind each vertical (for example, impact of growth in the automotive market on automotive advertising); an analysis of the operational challenges of launching a print publishing venture; and a review of the various options for market entry.

The analysis including a recommendation on entry strategy was presented to the client. The recommended strategy is currently being implemented.

For further information:
Harjinder Singh-Heer
Director
Heernet ventures limited
142, Steyning Road
Birmingham B26 1JD
UK

t: + 44 (0) 208 180 7223
f: + 44 (0) 870 762 3014
w: heernet.com

India office:
Level 4,
Augusta Point
Golf Course Road
Gurgaon 122002
INDIA

t: + 91 124 435 4000