Market
Synonymous with the classical catch line 'let your fingers do the walking;' the name and concept of Yellow Pages came about in 1883, when a printer in Cheyenne, Wyoming ran out of white paper for a regular telephone directory and substituted yellow paper. Little did he know then that in doing so he was laying the foundation for an entire market and industry.

Today, the expression yellow pages is used globally, in both English-speaking and non-English speaking countries. In some markets such as the US, it refers to the category, while in others it is a registered name and, therefore, a proper noun.

The concept of 'let your fingers do the walking' is actually a telephone directory of business, categorised according to the product or service provided. As the name suggests, such directories were originally printed on yellow paper, as opposed to white pages for non-commercial listings. The traditional term is now also applied to online directories of businesses. The whole model is designed to deliver to the consumer a quick and easy way to access a variety of information.

Before the advent of this highly utilitarian information service in India, consumers looking for information had no option except to laboriously plod through numerous MTNL and BSNL directories, published only once every few years. The yellow pages segment had a limited number of players - among them Sesa Seat, Get-IT, M&N and C&I. In 1992, however, Tata Press took a forceful step and launched the Tata Press Yellow Pages in Mumbai, thus giving new shape and substance to the industry in India. Over the years, with the increase in the number of businesses in the country, the yellow pages market has gathered a relentless impetus. Millions of readers across the country now let their fingers sift through these tomes that vary in thickness and content according to the towns and cities they serve. In this market Infomedia Yellow Pages (IYP) occupies the largest chunk. The brand has been synonymous with the category since inception. Moreover, the company has taken the yellow pages culture to 21 cities in India. Today, the directory reaches an audience of more than 3,500,000 businesses, industrialists, key residences, popular hotels and outlets, several chambers of commerce and diplomatic establishments. Achievements
Across the country, IYP enjoys a 100% awareness rating. It has also been declared India’s largest read English publication, four years in a row. With a readership of 8 million (Source: IRS), and with editions in 21 cities, IYP has a wider reach than any other similar competitive publication. It also has the largest database with a compilation of over 450,000 businesses across more than 1350 categories. Today, IYP is the top-of-mind option for any businessman or homemaker looking for information.

History
The company’s history can be traced back to 1931 when Sir Dorab Tata, the then doyen of Indian industry, took over the Commercial Printing Press with the objective of creating an in-house printing unit for the Tata Group. In 1955 the press was spun off separately and incorporated as Tata Press Limited. In 1984, the company was listed on the Bombay Stock Exchange and became one of the first media companies to go public.

Espying several new opportunities, the company began leveraging its strengths in printing to expand into value-added segments such as directory services and special interest publishing. In each, it became the dominant player.

In 1992, the first stand-alone Yellow Pages – christened the Tata Press Yellow Pages – was launched in Mumbai. The success of this endeavour gave the company confidence to develop other similar properties and special interest magazines. By 2000 the company had evolved very substantially and was renamed Tata Infomedia to reflect its transition from a commercial printing house to a publishing company. Three years later, the Tata Group exited Tata Infomedia to devote its energies to its core businesses. ICICI Venture bought out the entire equity in what famously became the biggest Indian buyout of 2003. The company was renamed Infomedia India Limited. The venture capitalists later sold off their stake to India’s leading media house, Network 18. The company is now renamed Infomedia 18 Limited.

Network 18 is one of India’s leading full play media conglomerates with interests in television, print, internet, filmed entertainment, mobile content and allied businesses. Through its holding in Television Eighteen India Ltd (TV18), Network 18 operates India’s leading business news television channels, CNBC-TV18 and CNBC Awaaz. It also runs one of India’s largest internet players – Web18, as well as one of India’s leading real-time financial information and news terminals – Newswire18.

Product
IYP is a complete, intelligible directory of all products and services and includes every significant category from manufacturing and industries to suppliers, dealers, retailers, showrooms and professional services. A part
from the print format, IYP is also available on CD, the internet and through a call centre. It is distributed free to business and corporate offices, industrial belts, residences, hotels, consulates and embassies.

Several by-products and offshoots have been developed to give the project greater depth and substance and reach specialised groups. The Indian Exporters’ Guide sources international buyers for Indian manufacturers and service providers. It is available in print, CD and on the internet at www.indianexporters.com. The directory and CD ROMs are distributed to pre-identified international buyers across 174 countries.

Industries (State) Directory (ISD), available in Maharashtra, Gujarat, Punjab, Andhra Pradesh, Karnataka, Eastern India, Madhya Pradesh and Tamil Nadu is a robust tool that meticulously fulfills information needs for manufacturers and traders across categories. It deftly combines micro- with macro- information and analysis by providing glimpses of the economy for both states, critical features on policies, incentives and new schemes. This apart, it comes loaded with information on parameters such as the flow of investments, resources and infrastructure availability - all designed to assist the user in finding ways to hasten the surge of investment in both the industrial and support sectors. ISD also showcases the roles of various industry associations, along with an exhaustive description of each.

Know your City is a local edition published, for the moment, for Mumbai, Jaipur, Hyderabad and Delhi. It is a monthly magazine that focuses on local happenings. It offers information on foods and drinks, nightlife, theme nights, shopping, deals, art and entertainment, health and living, hotels, events of the month, places to visit, help lines, city map and a great deal more to keep the inbound tourists updated with all relevant information about the city. Distribution of Know Your City is carried out in life-style stores, restaurants and lounges, tourism offices, airport counters, India Tourism centres, cool cabs and car rental services, world trade centres and every major hotel in the city.

The Construction and Interior Design Directory, published for Mumbai, Delhi and Ahmedabad is an exhaustive compilation of professionals and suppliers in the construction and interior design industry. It is also a compendium of members of the Indian Institute of Architects, Indian Institute of Interior Designers, Practicing Engineers, Architects & Town Planners Association, Builders Association of India, Indian Society of Structural Engineers, Fire and Safety Association of India and Morbi Dhuva Glaze Tiles Association. Every member gets a copy free of the issue. It also contains important information on suppliers to the construction and interior design industry.

To support the print and internet formats of the directory is a service called Yellow Line. This functions as a clearing house, disseminating information on products and services around-the-clock, around-the-year.

Recent Developments
In a significant makeover from yesteryears Infomedia Yellow Pages now comes in a red and black cover. This is in keeping with evolving times and to reflect the fact that it is in sync with them.

Advertisers who have been associated with the brand over an extended period have been flagged with the legend ‘Growing with us …… years.’ This is a fine feel-good touch, designed to strengthen the bonds with them.

Promotion
Given the nature of its business, Yellow Pages has two audiences it needs to reach: the participating advertisers and the actual users. For the latter segment, television and radio form the primary medium supported by outdoor displays. Promotions mainly concentrate on features such as twenty-four-hours-a-day-seven-days-a-week availability, exhaustive coverage and ease of use. For advertisers, IYP uses city-specific campaigns with print and outdoor as the primary vehicles. In addition to mass media, IYP also makes use of a number of below-the-line activities. Over the years, the brand has effectively exploited the platform offered by participating in industrial exhibitions. This gives it a vast opportunity to meet potential advertisers and to promote its B2B editions.

www.askme.in