



Business Leadership Forum

M.P. Birla Institute of Management

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Role of Internet in marketing

by Sri. Dinesh Kumar

Vice President and Head, Sales 99acres.com



The Internet was designed to provide a communications network all round the world which has been seeing tremendous growth over the last few years. Today this has encompassed every aspect of our lives through smart phones and computers whether we like it or not and we have come to accept this.

Sri Dinesh Kumar Vice President of 99acres.com and Head, Sales made out these observations on the growth of internet based businesses.

Like other activities making the jobs available for the prospective aspirants on internet has become a favoured medium accepted by sellers, buyers, service providers and also recruiters. This is more pronounced in internet based companies.

Marketing has taken a new dimension in the internet age because providing information to the buyers has become so fast to meet the aspirations of the buyers be it sales or service. The analysis of problems and providing solutions have reduced the response times steadily.

As future marketing personnel students doing their MBA have to understand this process in order to excel in their work. The students must also be vigilant during the industry visits and observe such aspects in the industries.

As vice president of internet based realty organization Sri Kumar made an interesting presentation on Internet and Real estate in india. He emphasized that information has been made available with minimum clicks by making the search in a user friendly manner.

Dinesh Kumar's is currently Head - Sales (South India & Mumbai) at www.99acres.com - a division on Info Edge (I) Ltd. He held various positions at Info Edge (I) Ltd group. A very observant and smart sales professional with experience of scaling a start up business, he has broad experience in not just direct solution selling to clients but also aspects of new product





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innovation inline with future customer demands.

His responsibilities include; oversee the hiring and development of the sales organization in line with the company's aggressive growth and developing and driving sales strategies in my market besides maintaining key customer relationships and develop and implement strategies for expanding the company's customer base in all segments

He is also leading the Sales function in Maharashtra (India) and the tele sales and international offices for all countries other than the US.

99acres.com is an internet portal dedicated to meet every aspect of the consumers needs in the real estate industry. It is a forum where buyers, sellers and brokers can exchange information, quickly, effectively and inexpensively. At 99 acres, one can advertise a property, search for a property, browse through properties, build one's own property Microsite, and visit other Indian and International sites.



99 acres.com is part of the naukri.com group- India's No.1 job portal. Our parent company Info Edge, funded by ICICI Ventures, started in 1989 and became Info Edge(India) Ltd. on May 1, 1995. Since inception, Info Edge has provided project, marketing and management consulting services to a number of clients in India and abroad.

Naukri.com part of Info Edges first venture revolutionized the concept of e-recruitment in India. Today it is India's No.1 job site and amongst the top 15 job sites as per Alexa rankings. It services 6000 organisations and is almost a one-stop clearing house for jobs and careers for Indians.

The talk invoked good response from the students and the session saw a meaningful interaction between the speaker and the students.