

1 in 10 Internet users in India accessed coupon sites in June

MUMBAI, INDIA: comScore, Inc, a leader in measuring the digital world, has released a report on the online coupon category in India from its comScore Media Metrix service.



The report showed that in June 2011, 4.6 million Internet users age 15 and older accessed coupon sites from a home or work location, representing 10% of the online population.

SnapDeal.com led as the top site in the category with nearly 1.5 million unique visitors during the month, followed by DealsandYou.com and Mydala.com which both neared one million online unique visitors.

"In the past several months, deal sites have seen their audiences increase significantly as the global online coupon trend has taken root in India," said Kedar Gavane, comScore director for India. "The convenience the online channel couple with enticing deals has attracted a growing number of visitors to the coupon category and to daily deal sites, in particular. Consumer adoption of these types of deal sites could be an important step in the overall growth of e-commerce in India, which has traditionally lagged behind other global markets."

SnapDeal.com leads coupon category in India

In June, 4.6 million Internet users in India age 15 and older accessed the coupons category from a home work computer, reaching 10.4% of the entire online population. SnapDeal.com, which has tripled its audience in the past year, led the category with 1.5 million visitors during the month, followed by Dealsandyou.com with 990,000 visitors and MyDala.com with 952,000 visitors.

Top Coupon Sites in India by Total Unique Visitors (000) June 2011 Total India, Visitors Age 15+ - Home/Work Locations Source: comScore Media Metrix	
	Total Unique Visitors (000)
Total Internet : Total Audience	44,138
Coupons	4,599
Snapdeal.com	1,473
Dealsandyou.com	990
Mydala.com	952
Sosasta.com	586
Goat.com	429
LivingSocial	409
Khojguru.com	245
Dealivore.com	194
Koovs.com	110
Offersforshoppers.com	57

**Excludes visitation from public computers such as Internet cafes or access from mobile phones or PDAs.*

Visitors age 25-34 represent largest portion of coupon audience

A demographic analysis of the audience for coupon sites revealed that males made up a significantly large percentage of category audience at 61.8% compared to 38.2% females, although this is largely in line with India's total Internet population. Persons between the ages of 25-34 accounted for the largest percentage the coupon category audience at 43% and were 5% more likely to access a coupon site compared to an average Internet user (Index of 105).

Top Coupon Sites in India by Total Unique Visitors (000) June 2011 Total India, Visitors Age 15+ - Home/Work Locations Source: comScore Media Metrix

	Coupons		
	Total Audience (000)	% Composition Unique Visitors	Composition Index UV**
Total Audience	4,599	100.0%	100
All Males	2,841	61.8%	99
All Females	1,758	38.2%	101
All Persons:			
Persons: 15-24	1,558	33.9%	99
Persons: 25-34	1,978	43.0%	105
Persons: 35-44	707	15.4%	93
Persons: 45-54	252	5.5%	92
Persons: 55+	104	2.3%	93

**Excludes visitation from public computers such as Internet cafes or access from mobile phones or PDAs.*

***Composition Index = % of Online Coupon Visitors by Demo Segment / % of Total Internet Population from the Demo Segment x 100; Index of 100 indicates average representation.*

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