

JustDial: India's Leading Local Search Provider

Category: Technology

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[JustDial](#) is a prominent Indian internet technology company that has revolutionized the way people search for local services in India. Established in 1996 by V. S. S. Mani, JustDial has emerged as a [reliable platform that connects users with various services](#) through phone, website, and mobile apps. With its headquarters in Mumbai, India, JustDial has expanded its presence [across the country with offices in major cities](#) like Ahmedabad, Bangalore, Chandigarh, Chennai, Coimbatore, New Delhi, Hyderabad, Jaipur, Kolkata, and Pune.

As of 2020, JustDial boasted a workforce of 10,984 employees and maintained an extensive database of approximately 29.4 million listings. It also had 536,236 active paid campaigns, making it a go-to platform for [businesses](#) to promote their services. The company's dedication to providing accurate and up-to-date information has earned it the [trust](#) of millions of users.

In a significant development, on 16th July 2021, Reliance Retail acquired a 66.95% stake in JustDial for Rs.3,497 crores, further strengthening the [company's position in the market](#). This acquisition showcases the recognition of JustDial's value and its potential for [growth](#).

JustDial's journey began in 1987 when V. S. S. Mani, while [working for a yellow pages company](#), had the vision to replace traditional yellow pages with a dynamic database accessible to users via phone calls. To kickstart his venture, Mani acquired the memorable [Mumbai](#) landline phone number 2888-8888, which became synonymous with JustDial. However, it took several years for Mani to secure [financial support](#) for his innovative idea.

Finally, in 1996, JustDial was launched with a modest [seed](#) capital of Rs.50,000, five dedicated employees, a handful of rented computers, and borrowed furniture. The company's commitment to providing accurate and reliable information quickly gained traction among users, and JustDial started to make its [mark in the local search industry](#).

In 2007, JustDial expanded its services by introducing an internet and mobile app version of its database, aptly named [JustDial.com](#). This move allowed users to access the vast [business listings and services conveniently through their preferred digital devices](#). JustDial's user-friendly interface and comprehensive database made it a popular choice among individuals and [businesses](#) alike.

JustDial's core service revolves around its extensive database of [business](#) listings, which users can access either through phone calls or online. By dialing the memorable phone number or visiting the website/app, users can find information about various [services](#), including but not limited to restaurants, hotels, doctors, plumbers, electricians, and more. JustDial's [commitment to accuracy ensures that users](#) receive reliable and relevant information to meet their needs.

In addition to its primary local search service, [JustDial](#) also offers two other noteworthy features. First is “JustDial Social,” a service that aggregates [content from social media platforms](#), TV broadcasts, news outlets, and other sources. This feature keeps users updated with the latest trends, news, and [social media](#) buzz, providing a holistic experience.

The second feature is the “Search Plus [Service](#),” [which enables users to manage](#) online transactions seamlessly through the web and mobile apps. This service allows users to book appointments, order [food](#), make reservations, and avail various other services, all from the comfort of their homes. JustDial’s commitment to [enhancing user experience](#) through innovative services sets it apart from its competitors.

JustDial’s [success can be attributed to its relentless pursuit of providing](#) accurate and reliable information to its users. With a vast database, user-friendly interfaces, and a commitment to innovation, JustDial has become the go-to platform for millions of [Indians seeking local](#) services. Whether you’re looking for a nearby restaurant, a trusted [doctor](#), or any other service, JustDial is there to assist you every step of the way.