JustDial: India's Leading Local Search Provider

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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.