

Rediff.com India Ltd. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Rediff.com India Ltd. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Rediff.com India Ltd. and its competitors. This provides our Clients with a clear understanding of Rediff.com India Ltd. position in the [Software and Technology Services](#) Industry.

The report contains detailed information about Rediff.com India Ltd. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Rediff.com India Ltd.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Rediff.com India Ltd. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Rediff.com India Ltd. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Rediff.com India Ltd. business.

About Rediff.com India Ltd.

Rediff.com India Limited provides online consumer offerings in India and to the global Indian community.

The company's Web sites in India and the U.S. consist of communication services, such as e-mail and instant messaging, news and information channels, community features, including a video sharing platform, search engines, and mobile and online marketplace services.

The company also publishes two weekly newspapers intended at the Indian-American community based in the United States and Canada, India Abroad and India in New York.

Segments

The company operates in two segments, India Online business and the U.S. Publishing business.

INDIA ONLINE BUSINESS

The company's Rediff.com India Web site consists of information, communication and content services, free community products and platforms, e-commerce, and mobile services with 77.9 registered million users, as of March 31, 2009.

Information and Content

The information and content channels available to its users include news, business, movies, cricket/sports, and several other topics of interest. The company launched a new Rediff.com homepage in 2008 that incorporates Web 2.0 features.

The company's primary information and content channels are classified into news content and interest specific subjects.

Current affairs, Business and Finance, Movies, and Sports: The company provides its users with up-to-date news of interest to Indians, including feature stories, interviews and online chats with Indian personalities in public life, as well as sports and entertainment, breaking news, and in-depth coverage of significant events. This content can be in text, audio and video format and the company offers its users tools to search this content as well as opt to get news items by email or on their mobile phones.

Community Features and Products

Through a single login facility, the company provides a combination of free and paid community features and products to consumers and businesses. The company's offerings include e-mail, instant messaging, chat, vertical search tools, matchmaker, blogs, message board, social networking, and mobile services. The company's specific offerings include:

E-mail

The company offers its users various E-mail solutions modified to their needs. All of its e-mail services offer Spam control and supports the use of English and 11 Indian languages. The company's e-mail offerings are as follows:

Rediffmail, its e-mail service, is provided free of charge to its users. In 2009, the company enabled integration of feeds from social networking sites Orkut, Facebook, and LinkedIn into the Rediffmail inbox, enabling users to get updates of their friends' activities through Rediffmail.

Rediffmail Pro is a subscription e-mail service targeted at business users. Rediffmail Pro offers small businesses the ability to select and configure, subject to availability, e-mail addresses. Subscribers are given five e-mail addresses and 1GB of storage space, which can be allocated among different users and increased without limitation at an additional charge. Users may also access their e-mail accounts using POP access through their Rediffmail Pro accounts. Rediffmail Enterprise Pro is a Web based e-mail service primarily for companies with a significant number of agents/sales associates/dealers.

Rediff Business Solution is intended at the small and medium enterprise (SME) segment in India. Through this product, the company offers SMEs a range of Web management services, such as domain name registration, Web hosting, and business e-mail.

Instant Messaging

Rediff BOL instant messenger is a free service that enables instant communication across the Internet with other Rediff BOL users, even for users with low bandwidth Internet connections. Users can make PC-to-PC voice phone calls, send text messages via Short Messaging Service (SMS) free of charge to mobile phones in India, create customized avatars, and participate in chat rooms. Rediff BOL also has been upgraded to include a video messaging feature, allowing users to engage in interactive chats using both voice and video features. The company also offers Rediff BOL use

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.
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ANALYSIS FEATURES

SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

Key Factors Examined by PESTEL Analysis:

Political – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

Economic – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

Sociological – What cultural and societal aspects will work upon the demand for the business's products and operations?

Technological – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

Environmental – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

Legal – What laws and legislation will exert influence on the style the business is carried out?

IFE, EFE, IE Matrices

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

Porter Five Forces Analysis

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

VRIO Analysis

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

Reputation

Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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